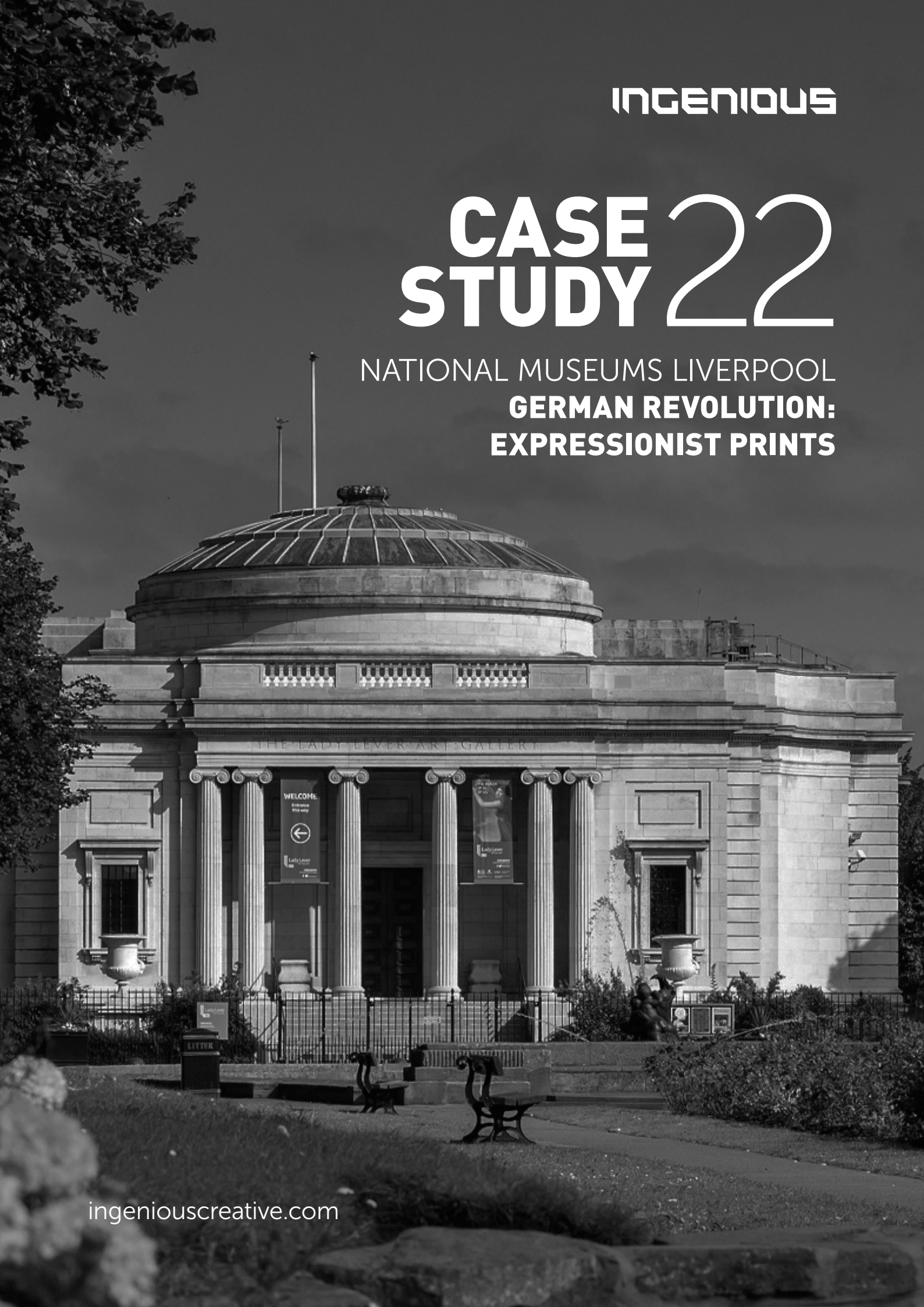


INGENIOUS

# CASE STUDY 22

NATIONAL MUSEUMS LIVERPOOL  
**GERMAN REVOLUTION:  
EXPRESSIONIST PRINTS**



# ABOUT THE CLIENT...

NML encompasses such venues as Merseyside Maritime Museum, The Museum of Liverpool and Port Sunlight's Lady Lever Art Gallery.

All images © NML



IT ALL STARTED WAY BACK IN 1851 WHEN THE 13TH EARL OF DERBY DONATED HIS ENORMOUS NATURAL HISTORY COLLECTION TO THE TOWN OF LIVERPOOL. THIS WAS THE BEGINNINGS OF WHAT WOULD ONE DAY BECOME WORLD MUSEUM.

Fast forward over 160 years and the creation of 6 more museums and galleries, Liverpool now has one of the largest collections of museums and galleries in the UK.

In 1986 it was decided that the museums in the city had collected works of art and objects of such historic and scientific significance that ownership should be handed over to the nation in order to protect them. From here, National Museums Liverpool was born.

NML exists today to allow us all to learn from and enjoy amazing, varied collections and venues.



© Neil Watson



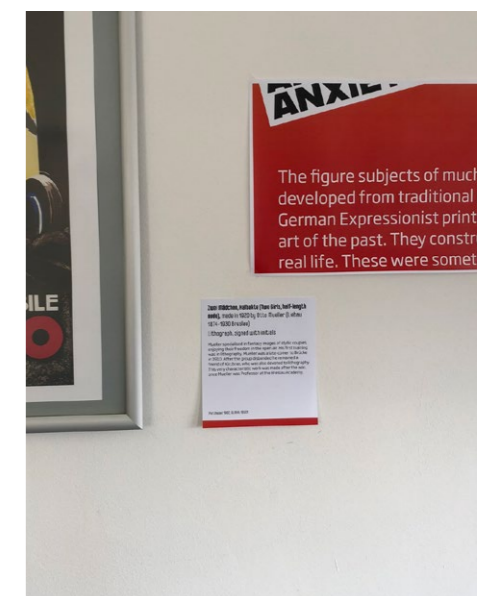
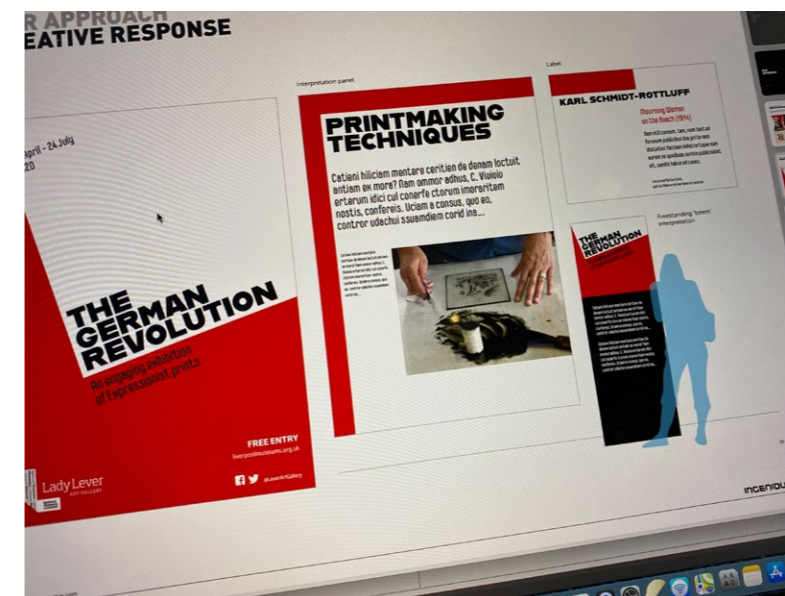
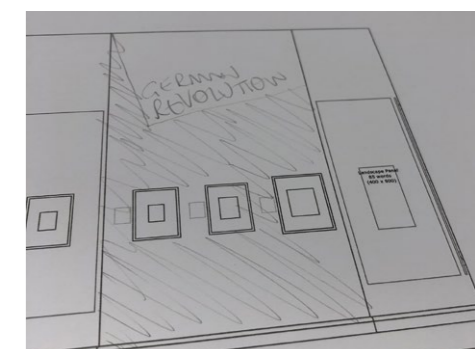
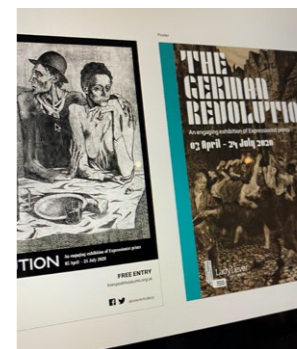
# THE STARTING POINT...

IN LATE 2019, INGENIOUS WERE INVITED TO PRESENT TO KEY NML STAFF WITH A VIEW TO JOINING THEIR EXHIBITION AND MARKETING AGENCY ROSTERS.

Part of this process was to present initial concepts for a forthcoming temporary exhibition at Lady Lever Art Gallery. "German Revolution: Expressionist Prints" was a touring exhibition from The University of Glasgow's Hunterian Museum, and featured powerful prints by some of the most influential artists of the 20th century, including work by Munch, Schiele and Kokoschka.

The exhibition explored how the social, political, sexual and moral struggles taking place during the turbulent period of the German Revolution (1918-1919) moved artists to produce such dramatic imagery.

The exhibition covers a period of time that coincided with an inspiring and stimulating era of graphic design, such as Jan Tschichold, Aleksander Rodchenko, the Bauhaus movement and so on. This gave us a wonderful starting point for the visual language of the exhibition and marketing collateral, as you can see from our initial scamps and visuals here.



Our initial creative concepts were produced once we had viewed the space in person during a site visit and also inspected the objects our designs were to display. We always 'sanity check' point sizes on the studio wall!

# DEVELOPING THE CONCEPTS...

GIVEN THE PREDOMINANTLY MONOCHROMATIC WORK ON DISPLAY, WE WERE KEEN TO INTRODUCE A BOLD, STRIKING COLOUR SCHEME TO THE PROJECT.

Inspired by the graphic design movements of the time, typography was carefully chosen to convey the period of the work, and also ensure maximum accessibility and legibility.

With any art based show, we are always keen to ensure that the design intent and theme runs strongly throughout the project to create a memorable, cohesive visual language, that doesn't overshadow the content of the exhibition, which is of course the most important thing.



Working closely with both the graphics contractor and client team allowed us to quickly arrive at preferred concepts, at which point the detailed design phase commenced so 3D and graphic design could be integrated with the object install.



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## GERMAN REVOLUTION INTERPRETATION PANELS

Introduction panel

**GERMAN REVOLUTION**  
Expressionist prints

**New directions in printmaking 1900-1925**

Defeat in World War One, in November 1918, did not bring peace to Germany. Instead, the country saw continuing political unrest and violence. The Kaiser abdicated before the German surrender, as revolution spread. Some political stability returned in August 1919 with the establishment of the Weimar Republic, but Germany remained vulnerable economically. Worse was to follow with the rise of the National Socialist Party in 1933, which turned Germany against the world once more.

This exhibition looks at art from the German-speaking world in this troubled period. It focuses on the print, but from one of the most exciting developments of this period, the birth of modern art. Because the print is a multiple, it is a form to which artists turn to convey criticism and far-reaching ideas. The German Revolution reflects the political events. It is a work of art to a revolution taking place among German artists.

A surprising number of important artists took up printmaking. Several styles emerged: the Expressionists. One way of looking at German art from the 1800s and 1900s is that sculptors had an unforgiving treatment of painful subjects. This was the authentic expression that was sought as a counterbalance to Impressionism, which sought a superficial emphasis on light. German art and sculpture were influenced by African and Oceanic societies, which were seen as primitive, especially the intense colours of the French cubists known as the Fauves, or wild beasts.

**Point Sizes**  
Title: Soho Gothic Med: 120pt on 150pt  
Body copy: Soho Gothic Reg: 72pt on 93pt

Size: 1500mm (h) x 850mm (w)

**Section panel**

**LOVE AND ANXIETY**

The figure subjects of much 19th-century painting developed from traditional made study in the art academies. German Expressionist printmakers broke with the idealising art of the past. They constructed psychological dramas from real life. These were sometimes set against the background of wartime experiences. In the work of artists such as Munch and Schiele, love is an irresistible force. It has the power to sustain in difficult times, but is often a source of mental torture. Works by leading fairy artists are included in this section to show some of the foreign influences that were promoted by Berlin's very cosmopolitan art dealers.

**Point Sizes**  
Body copy: Soho Gothic Reg: 72pt on 93pt

Size: 750mm (h) x 850mm (w)

**Section panel**

**A BRIDGE TO UTOPIA**

In the period of the First World War, a surprising number of Expressionist printmakers created idyllic figure subjects, especially happy couples. It is as if their thoughts turned to escape as a means of coping. This longing for innocence is an important element of Expressionist culture. In Dresden in 1905, a group of young artists formed a group called Die Brücke (the Bridge). Kierkegaard, Heckel, Peubsen and Schmidt-Rottluff sought refuge from industrial life. They visited the Meiningen lakes, and Dargatz, a North Sea village which remained a simple, pious fishing community. Some artists, notably Peubsen and Heckel, even travelled to remote Pacific islands to visit the communities whose art they had studied in Berlin's Ethnological Museum.

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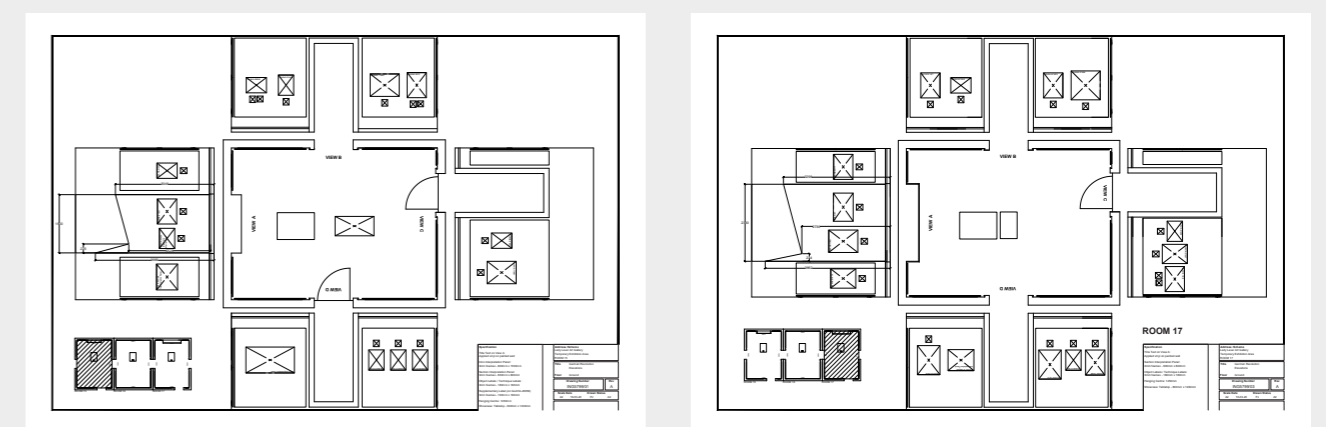
## GERMAN REVOLUTION PAINT SCHEME

We propose painting the 'chimney breasts' in room 15 and 17 in the preferred red and white to mirror the main exhibition design. The typography would be realised by applied black vinyl. All other panels would be painted in the preferred grey.

<b>GREY</b> RAL 9005 100% 100% 100%	<b>RED</b> RAL 3028 100% 100% 100%
<b>EQUIVALENT COLOURS</b>	<b>EQUIVALENT COLOURS</b>
RAL 9005 100% 100% 100%	RAL 3028 100% 100% 100%
Dulux Trade Grey steel 300N/72/000	Dulux Trade Poppy / carnal red 04 E 53

Room 15 elev A

Room 17 elev A



# MANUFACTURE AND INSTALLATION...

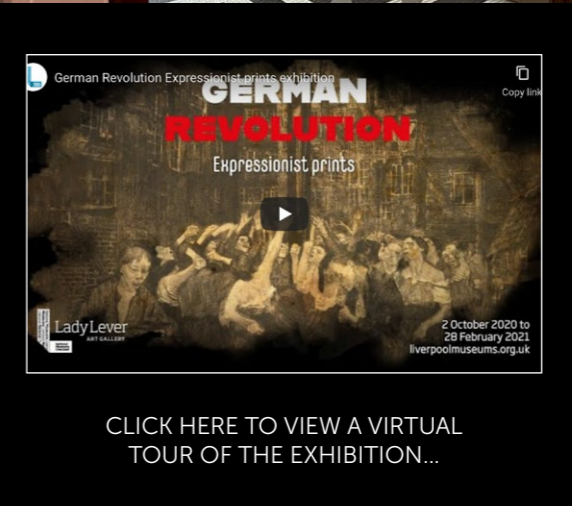


IN MARCH 2020, AS THE EXHIBITION WAS BEGINNING TO BE INSTALLED AT LADY LEVER ART GALLERY, THE COVID-19 PANDEMIC'S FIRST LOCKDOWN CAME INTO FORCE...

This meant all NML venues were to close with immediate effect, and we too left the studio to work remotely. With all graphics and the final thematic layout approved and in place, our partially painted gallery sat empty until late September 2020, when we were able to complete install in advance of the exhibition opening in October.

Spread across three rooms in the beautiful surroundings of Lady Lever Art Gallery, our impactful, flexible design worked across a broad range of assets, from posters and flyers to object labels, donation boxes and of course the gallery itself. Central to the impact of the exhibition was the paint and vinyl treatment of chimney breasts in the rooms, providing a striking focal point to the visitor experience without detracting from the works on display.

Images show our designs during installation at Lady Lever Art Gallery.



CLICK HERE TO VIEW A VIRTUAL TOUR OF THE EXHIBITION...



# WHAT THEY SAID...

"It was such a great opportunity to have Ingenious work in partnership with National Museums Liverpool. Ingenious delivered high standards of work in line with the complexity and diversity of developing a gallery exhibition. I certainly hope to be able to work on future projects together."

**EXHIBITION MANAGER, NML**

"I've really enjoyed working with Ingenious, who were supportive and understanding of our organisation from the outset and quickly produced the perfect concept to fulfil our brief. I hope there are more opportunities for us to work together"

**MARKETING MANAGER, NML**

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Cover image:  
Lady Lever Art Gallery by Pete Carr,  
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