

INGENIOUS



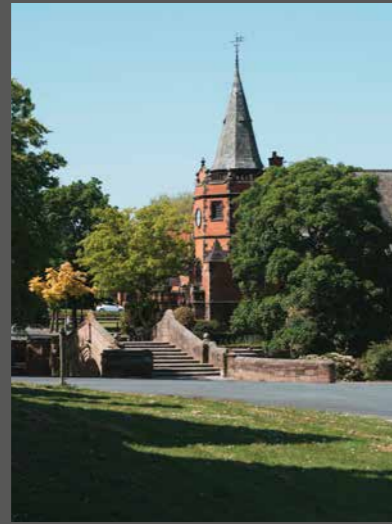
**CASE
STUDY 24**

PORT SUNLIGHT VILLAGE TRUST
BE PORT SUNLIGHT EXHIBITION

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ABOUT THE CLIENT...

All images used in this case study are courtesy of Scott Woolley / PSVT



PORT SUNLIGHT VILLAGE WAS FOUNDED BY 'SOAP KING' WILLIAM HESKETH LEVER IN 1888. IT WAS BUILT TO HOUSE LEVER'S 'SUNLIGHT SOAP' FACTORY WORKERS, BUT TODAY IS HOME TO A FASCINATING MUSEUM, BEAUTIFUL ARCHITECTURE, A WORLD-CLASS ART GALLERY, STUNNING PARKLAND AND A THRIVING COMMUNITY.

Port Sunlight Village Trust, the institution tasked with the ongoing management of the Village and a long-standing client of the agency, appointed us to design a new exhibition, showcasing the personal experiences of Port Sunlight's community during the Covid-19 global pandemic.

"Being Port Sunlight - A Village's Response to Lockdown" was the result.



THE STARTING POINT...

THE COVID-19 PANDEMIC HAS REDEFINED HOW WE LIVE AND WORK, WHAT WE VALUE, AND HOW WE INTERACT WITH ONE ANOTHER.

Port Sunlight Village Trust's "Be Port Sunlight" Collecting Project invited Port Sunlight's residents, businesses, groups and communities to share photographs and videos that represented their experiences during 2020 and 2021.

The resulting record of one community's response to the events that have - and will continue to - shape lives in 2020 and beyond was first turned into a website featuring wonderful imagery by photographer and Port Sunlight resident Scott Woolley, before the Village trust appointed curator Jen Kavanagh to provide content and thematic layout for our exhibition. We were fortunate to have such great content and people to work with.

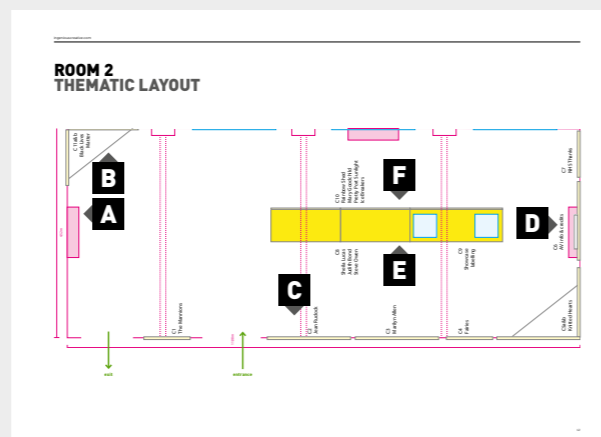
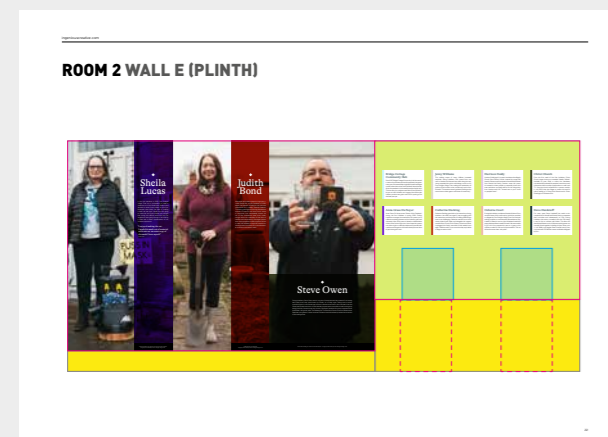
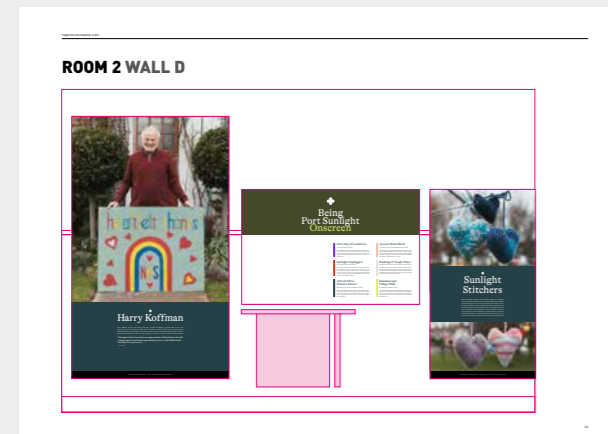


CONCEPT DEVELOPMENT

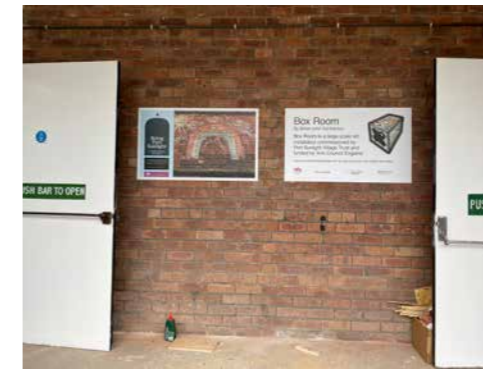
THE BEPORTSUNLIGHT.CO WEBSITE GAVE US A CREATIVE STARTING POINT, SO WE CONCENTRATED ON TAKING THAT LOOK AND FEEL AND MAKING IT WORK IN THREE DIMENSIONS.

In conjunction with the client team and curator we developed a thematic layout and interpretation plan.

Objects mentioned in the residents' personal stories, were integrated within our layouts alongside the copy and photography, giving the exhibition a real authenticity, capturing the essence of lockdown.



MANUFACTURE & INSTALLATION



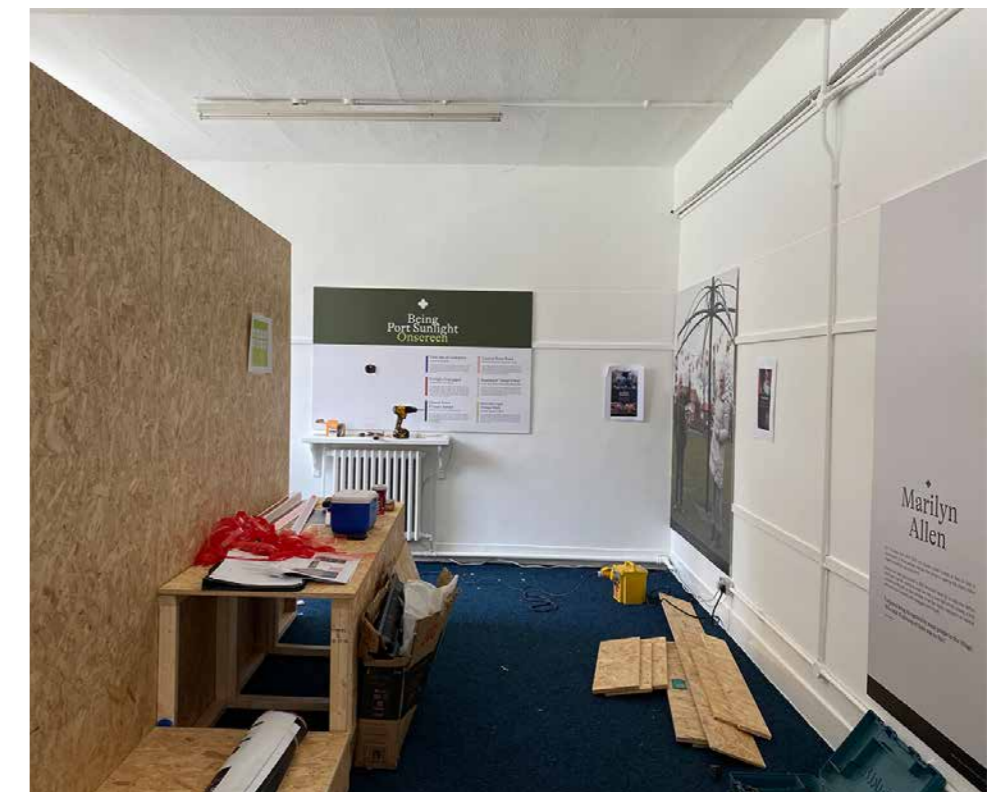
ON APPROVAL OF DESIGN AND CONSTRUCTION DRAWINGS, OFF SITE MANUFACTURE BEGAN. ON SITE INSTALLATION OF BUILT ELEMENTS, GRAPHICS AND SUBSEQUENTLY, OBJECT INSTALLATION TOOK PLACE OVER THREE DAYS IN JULY 2021.

Whilst the work was largely wall mounted in the Port Sunlight Church Hall, a venue being used for an exhibition for the first time (at one point this building was the Villages' bakery) we were able to incorporate a central plinth structure to carry a large section of the project.

OSB boards were used to convey an improvised, 'hand made' feel to the structure in keeping with many of the lockdown stories. This was dressed with graphics and cube showcases installed. We also created an A/V loop which runs on a screen at the end of the exhibition room.

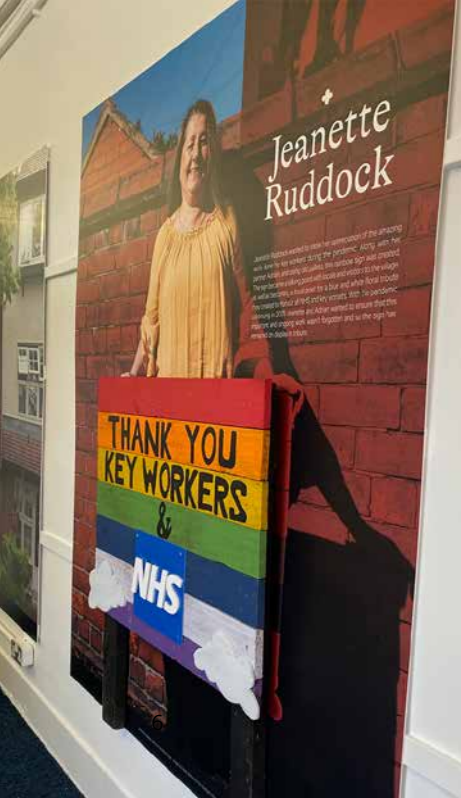


Images show our designs during installation at Port Sunlight Church Hall





FINAL INSTALL



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