

## Case Study

**Client:** Imperial War Museum North  
**Project:** Horrible Histories: Frightful First World War - The Exhibition



Our largest IWM North project to date saw a collaboration between author Terry Deary, illustrator Martin Brown and publisher Scholastic Children's books. The exhibition brought the Horrible Histories Frightful First World War book to life in time to commemorate the 90th anniversary of the end of the Great War.

Our involvement was total, taking in design and implementation of all graphics, interactives of all kinds (ensuring all learning and access targets were met) plus project managing build and installation of the show.

### Creative Execution

We began with creating a 'thematic' layout in conjunction with the IWMN curatorial team. Several drafts later, we had a clear idea of what content we wanted to place where in the gallery. Larger exhibits, such as the field gun limber placed themselves, so we worked on moulding the content - not only the book, but also the IWMN collection itself - around these 'immovable' objects.

One thing we were clear on from the beginning was that we did not want to just 'put the book on the wall'. We worked closely with Terry and the editorial team at Scholastic to ensure that the 'edited' story still hung together properly and retained the unique Horrible Histories style.

As the project came together, certain key interactives were created. These were designed to ensure certain key learning outcomes for a diverse range of ages were realised. A combination of on-screen and traditional methods were used. Perhaps the 'signature' attraction of the show was an interactive projection of a first world war trench, in which children (or adults, for that matter!) could 'splat a rat' in true Horrible Histories style.

The majority of the show included illustration taken from Martin Brown's original works. However, our ideas for parts of the exhibition required some new commissions, which Martin visualised to pencil sketch stage, before a local illustrator, Andy O'Shaughnessy, took through to completion. These included our 'life size' trench (complete with periscopes containing video screens) a full amateur dramatics stage and curtains (for the 'life at home' section), plus of course the interactive trench floor.

### Results

Horrible Histories - The Frightful First World War ran from May 24th 2008 to January 4th 2009, during which a record number of visitors came through the doors of Imperial War Museum North.

### Testimony

"By putting Terry Deary's words and Martin Brown's wonderful illustrations alongside the Imperial War Museum's collections and photographs, Ingenious Creative have created a poignant and memorable experience for young and old alike in this 90th anniversary year." *IWM North*





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