

Exhibition partnerships and impact at the Victoria Gallery and Museum



UNIVERSITY OF
LIVERPOOL

The Victoria Gallery and Museum

- What is impact? How do we measure it? Learning? Imparting of knowledge?
- VG&M opened in 2008
- University's contribution to 2008 European Capital of Culture
- Created because the University values its heritage
- Links to academic departments



Impact and collaborative research

- AHRC report – impact of research on ‘creative economy’
- may appear one easy way of showing impact is to put on an exhibition of research. Not always that simple!
- What VG&M does has impact in all sorts of ways in public engagement: on general visitors, school groups, educational opportunities school groups, artists, volunteers and interns(training), usage of website and youtube channel



Here Comes Franz: Paul Rooney

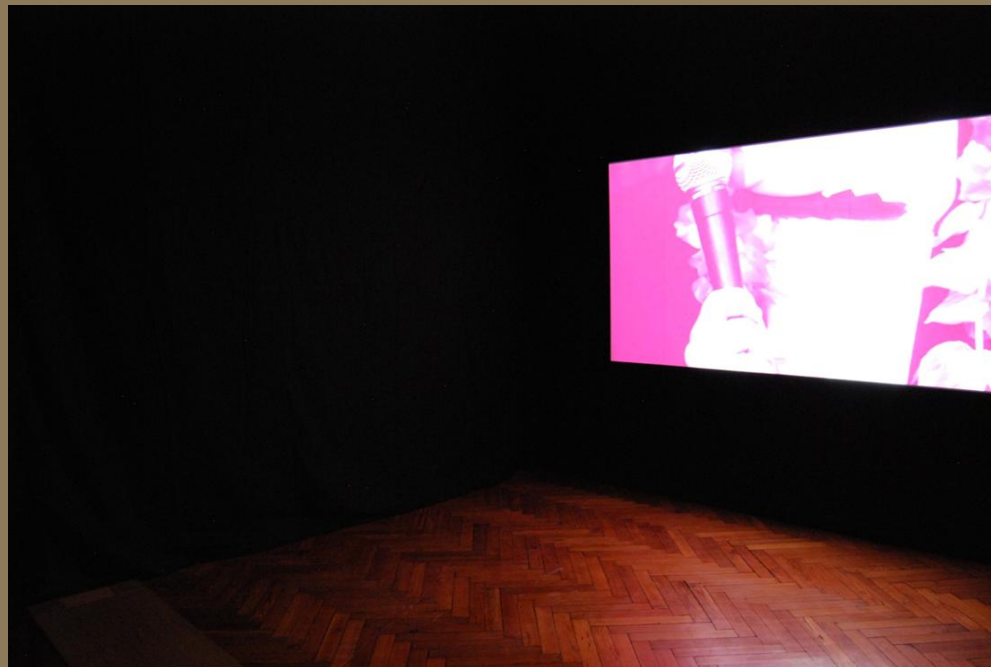


Here Comes Franz: Paul Rooney

- Exhibition showcasing a recent acquisition of a moving image work 'The Futurist' with other existing work in gallery, another film as event in lecture theatre, and a new work externally on engineering building
- Part of Liverpool Biennial which brings 60,000 visitors to the region, and in 2010 visitors spent £27 million
- Acquisition was made through the Contemporary Art Society collections acquisition scheme

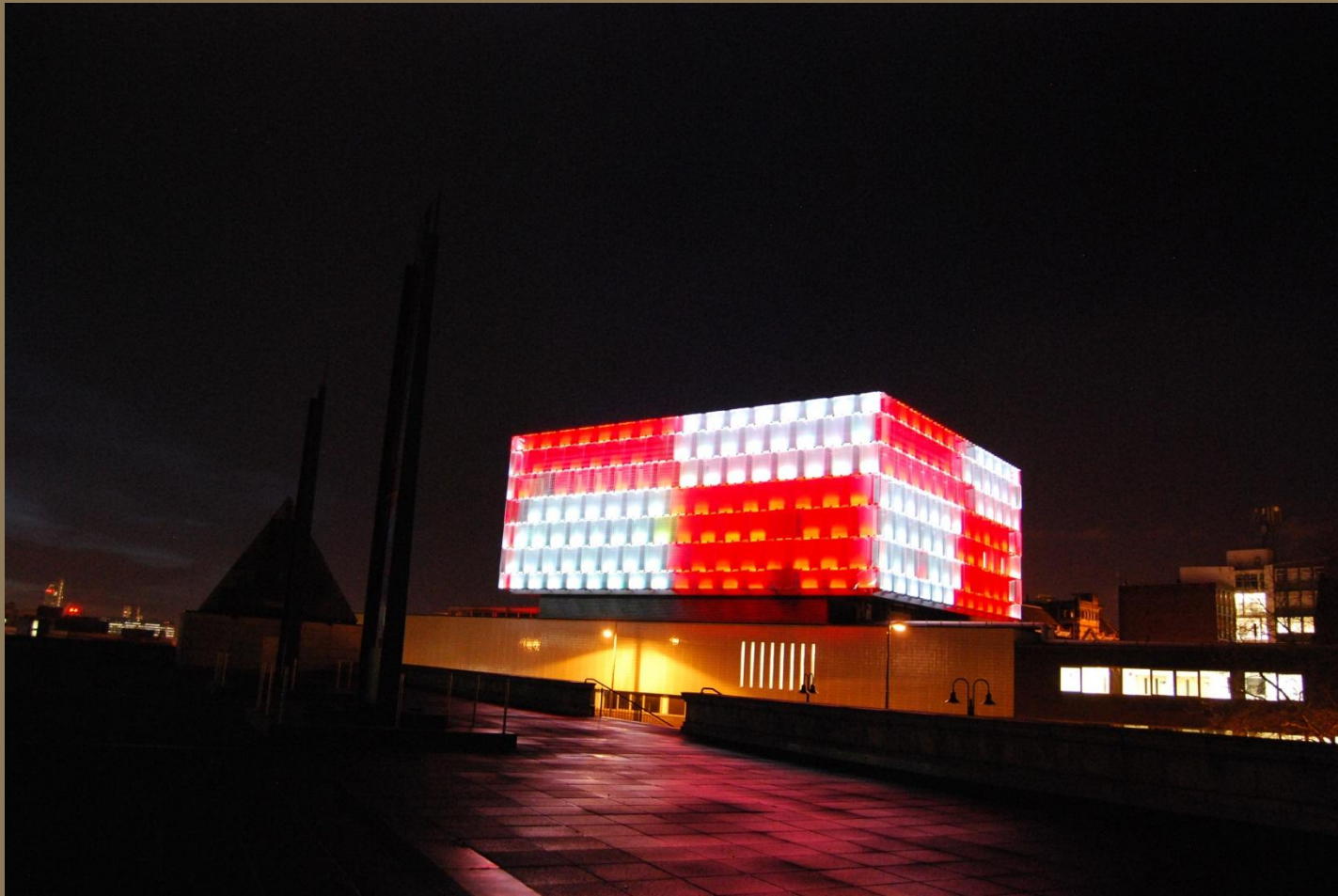


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Active learning lab next to VG&M



Outcomes

- Putting our acquisition within the bigger exhibition added context, enabled public events programme, filmed documented artist discussion about the work (part of documentation for collection)
- Development of the art collection, resource for future
- Part of Liverpool biennial programme, including their marketing and press
- Working with Contemporary Art Society
- Active learning lab building – enabled artist work in a different way, externalised VG&M activity
- On VG&M facilities for future displays due to purchase of specialists and equipment

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John Garstang and the discovery of the Hittite world



Project overview

Overview of these elements and the impact of project on various levels

5 year long project:

- HLF funded digitisation and improved storage of Garstang photographic archive
- AHRC funded PhD in Archaeology department and in partnership with National Museums Liverpool working on their collections
- Exhibition at the VG&M
- Events and schools programme (educational opportunities)
- Exhibition to tour to second venue

External partners: British Museum, National Museums Liverpool

AHRC collaborative PhD

- On the Liverpool Museum 'Lost Gallery'
 - Documentation of Hittite objects in the collections of National Museums Liverpool
 - Thesis, published research in several journals
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- Improving data and access for researchers
 - Seminars etc for other researchers inform their future work



Garstang archive

- C.900 images in archive, of glass negatives so starting to deteriorate
 - Improved storage
 - Equipment, an archivist, IT technician and volunteers to digitise photographs
 - Images to be published online resource
 - Images to be included in VG&M exhibition
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- Images actually preserving record of sites since damaged
 - Providing legacy for academics in the future
 - Equipment etc can be used for other parts of archive (33,000)



Exhibition at VG&M

- Showcase the digitised photographic archive
- NML loans using collaborative PhD research
- Showcase a lesser known ancient culture comparable to ancient Egyptians, using British Museum casts
- Raise awareness of Garstang in Liverpool
- Involve local Turkish community
- Inspire school groups, in particular those educational opportunities work with, to consider careers e.g. archaeology
- Facilitate pre and post visit learning in schools about an ancient culture not really covered in schools, and encourage comparison with Egyptians
- Active learning zone of Edwardian dig expanded to 'immersive experience' in response to HLF feedback on inspiring visitors to value heritage
- New casts made from original moulds, stay in Liverpool (first set lost during Blitz)

Excavation plan before HLF feedback



HLF Feedback

Thank you for your pre-application form, which has been passed to me for my comments. My role is to advise you on whether your project is likely to meet our priorities, and if so, to comment on particular areas that you would need to think about when working the project up.

At this stage I wanted to flag up a couple of key issues

With regards eligible costs; we would not be able to consider those aspects of the project that take place outside the UK, i.e. the digital scanning work that needs to take place in Turkey is not something you could ask us to fund. Replicas are also rarely a priority for our funds, and we would need to see a very strong rationale as to how including this as part of the project is critical to how and what people might learn from the exhibition.

Secondly, you would need to look at how you can meet our aim of helping "more people, and a wider range of people, to take an active part in and make decisions about heritage". From the information you supplied the project does not appear to meet this aim substantially, and you might need to build in additional elements. Broadly speaking there are three ways that projects can meet this aim, by providing

New / better opportunities for volunteers
Activities / resources to attract more or different people (i.e. targeted audience development)
Activities that will involve people in decision-making e.g. consultation, community panels, steering group etc

Decided to add archaeologist's base camp in front of the excavation

BM archive photograph of Carchemish dig house inspired active learning zone, use of excavation sounds



Casts from BM



Cases – material culture

- Objects given context with photographic backdrops, timeline and map



Finds table and dressing up

Design for adults too

- Understanding of working methods



Role play as archaeologists and local workers



Schools

Resources available to wide age range

- Teacher's pack
- Dig workshops
- Cylinder seal workshops
- Dress up and role play
- Worksheets on topics from gods to cuneiform maths

➤ Pupils feedback that they want to be archaeologists when they grow up



Schools

- “I liked the tent which you could go in, it was very real” Year 6
- “they enjoyed finding out about Professor Garstang’s dig through the practical digging experience” Reception teacher



bit more time on the tablet). Apart from that everything was really interesting. I liked the way that when we were in the tent we saw everything in black and white. It really felt like we were back in time. I don't know what else to say now so I must say goodbye



Yours Sincerely,



Exhibition budget

- About £23,000
- Worth mentioning cannot overestimate the time and money that went into it
- paperwork, transport, conservation, environmental requirements for the loans
- Idea first mooted –September 2008, BM Loans agreed in principle - Feb 2009,HLF grant cleared – Jan 2010, exhibition opened – May 2011



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Learning and outreach at VG&M



Learning and outreach at VG&M

- As well as programme of adult events and school workshops, also do outreach:
- Handling sessions for adults with visual impairment, touch tours
- Workshops with adults from mental health residential unit
- Tours and workshops for groups eg Youth Offending Team, Chinese Wellbeing Luncheon Club



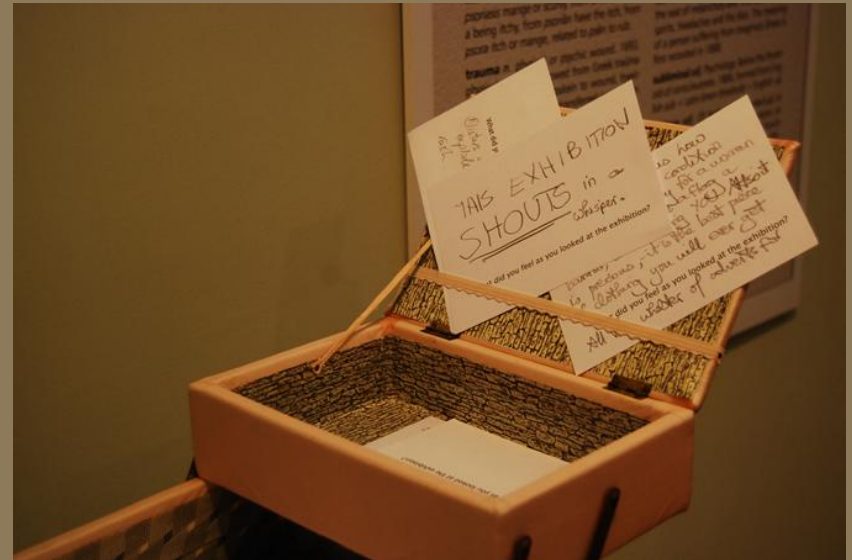
- How is that impact shown? Repeat visits sometimes by those who came in a group visiting on their own, or bringing family and friends

Visitor feedback – the unexpected

“We love, love, LOVE the Hittite exhibition! It’s brilliant and there’s so much to do. Best exhibition ever! P.s- Thanks for including the bible.”

“Hello Miss Sloth, how do you do? I wish I had a week to crawl around the museum. You can learn a lot in the museum about our shared cultural history. If I were you, I’d crawl around particularly slowly past the Russian icons, because they are beautiful.”

eg lady visited Threshold exhibition and found it mentally healing after recent treatment for skin cancer



- Any questions?