

National Waterfront Museum

Swansea

Overview

In a £30 million building designed by Wilkinson Eyre Architects, the National Waterfront Museum in Swansea opened its doors to the public in October. Celebrating Wales and its industrial heritage, the museum uses more than 100 audio-visual exhibits, 36 state-of-the-art interactive displays, and hundreds of artefacts to tell the story of Welsh industrialization through the eyes and words of the people who were there.

Fifteen themed display areas allow visitors to the Museum to explore the impact of the Industrial Revolution on people's lives, then and now.

Working in close partnership with exhibition designers Land Design, multimedia and interactive agency Newangle took the role of lead creative and project management company for all the AV productions at the Museum. It headed up a team of companies working on the exhibits, including ISO and Studiosimple.



Power of Money interactive

This is an immersive space with projections from wall to ceiling. In the centre there is a shop counter with a modern travelator, a conveyor belt for shopping goods.

We have used a real travelator but the objects are digital projections. As the visitor selects an object it comes into their station, but as it does so it goes through various time periods - from the eighteenth century right up to a modern department store.

The interactivity with the objects lets you compare what they cost in respect to what wages were earned. For example, if you select a loaf of bread it will tell you that in the eighteenth century this cost ten percent of your daily wage if you were a miner.

A 3D soundscape provides atmosphere and a narration that is delivered in both Welsh and English.



Coal exchange audiovisual

This video is a documentary about the activities of the Cardiff Coal Exchange at the height of the coal trade in 1911-13. It takes as its theme a typical day's trading, and allows the visitor to see how, from one building, arrangements could be made for coal to be mined, transported, loaded on ships and exported across the world.

Through the use of archive still imagery, illustrations and motion graphics the visitor is introduced to some of the key players who made a living from coal.

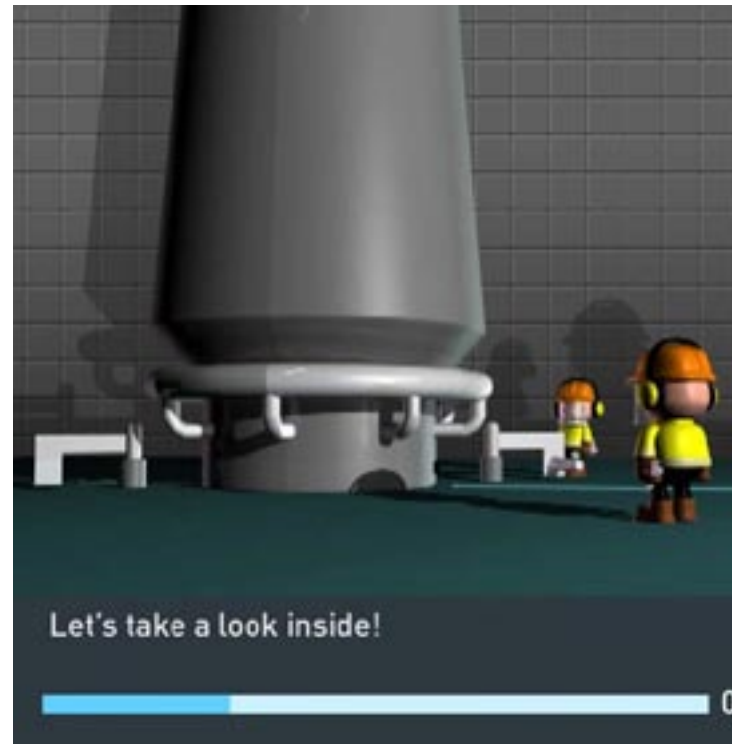


Transformations animation

This linear interactive describes the science behind highly complex industrial processes in an easy to understand guide. Describing the chemical reactions that occur and the waste products that are produced Transformations explains how we take raw materials and transform them into metal.

Five different processes are explored in this exhibit and both modern and Victorian methods are explained.

We used 3D animation because of the complexity of the subject area. It gave us the ability to zoom into and around objects as the action either moved or changed position. The style needed to be clean and simple as there were many levels of information to absorb. The characters act out roles for the important chemical reactions that occur and add an element of light-hearted humour to the programmes.



Project details

Client

National Waterfront Museum Swansea

Designer

Land Design Studios

Services

Scriptwriting, filming, archive research, copyright clearance, animation, programming, 3D sound design, narration recording.

Overview

100+ audio visual programmes, 36 interactives

