



Invitation to Tender (ITT)

Contractor: Museum Exhibition Design and Build Services

Sir Donald Gosling Victory Gallery Redevelopment:

'HMS Victory: the Nation's Flagship'

## PART 4: CREATIVE BRIEF

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- o NMRN Master Narrative
- o Key artefact listing – items will be available to view on a site visit
- o Val Billing, 'Panorama of the Battle of Trafalgar', 1999
- o Conservation Management Plan: HMS Victory
- o Conservation Programme Plan: HMS Victory
- o Script for existing audio tour of HMS Victory

## Part 4 – Creative Brief

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### 1. Creative Response for ITT

We want the new Sir Donald Gosling Victory Gallery to amaze and delight our visitors. We believe that central to this should be an immersive experience which shares the drama and challenge within the long story of HMS Victory's service and survival. This should convey the different threats to the ship's survival since the laying of her keel in 1759, whether these were faced sailing on active service up to 1812, moored in Portsmouth Harbour to 1922, or supported in No.2 Dock and open to visitors. We want visitors to leave the experience with an appreciation of Victory's complexity, uniqueness and significance – and of the scale and grandeur of the endeavour to build, maintain and preserve her. However, it *should not* provide a detailed chronology or technical understanding; nor should it focus on Trafalgar. Instead we look for an experience which combines a lightness of touch and pace, and which puts people into the ship's story.

We envisage the experience being AV-based and have allocated a total budget of *up to £300,000* to cover all content creation and all hardware. We ask for a design response that explores this idea, grabs visitors' attention and does all or some of the following:

- Suggests a narrative
- Suggests a visual and an audio approach
- Outlines use of different digital media
- Proposes a visitor route in and through the experience
- Proposes a length and capacity for the experience
- Proposes whether *or not* to connect the experience to viewing W.L. Wyllie's painting, 'Panorama of the Battle of Trafalgar'
- Connects visitors to themes within the building.
- Connect visitors to (or sets them up for) interpretation of Victory they will see outside the Gallery
- Makes general proposals on hardware