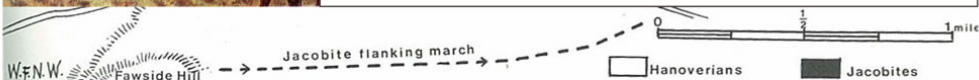


BATTLE OF PRESTONPANS

Design and concept update to
Board of Trustees.

In Prestonpans June 3 2008



PUPROSE OF THIS EVENING

Introduce David Donoghue to the Board of Trustees

Introduce Haley Sharpe / HSD process

Summarise our deliverables

Show (initial concept- design approach) for interpreting **The Battle**

Show our research into appropriate **interpretive media** opportunities

To gain feedback from the Trustees, to inform direction over next developmental stages of the concept visuals

INTRODUCING DAVID DONOGHUE

1st Class honours- Museum and Exhibition Design

13 years experience of developing exhibitions

Joined Haley Sharpe 2007

Head of Concept design working closely with:

Jan Faulkner, Creative Director and Bill Haley, Founding partner,

Alasdair Haggart, Principle Interpretation, HSD and external media teams.



ABOUT HALEY SHARPE

Formed in 1982

Backgrounds in museums, art galleries
Interpretive planning, design & build

65 staff at Head Office in Leicester

Comprehensive, integrated service
Project specific design teams
Philosophy – Design as communication

Creative approach to projects



LING

3 SYSTEM



LING

4G SYSTEM

SCALE 1:2



HALEY SHARPE DESIGN STAGES

- 1) Brief Development (design feasibility)
- 2) Concept Design and Development
- 3) Detailed design
- 4) Tender documentation and process
- 5) Off Site Manufacture / Production
- 6) Installation and Commissioning
- 7) Close Out Contracts and Warranty Period



OUR CURRENT BRIEF/ DELIVERABLES

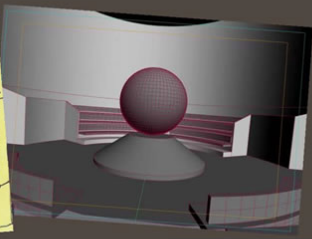
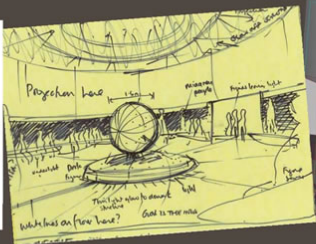
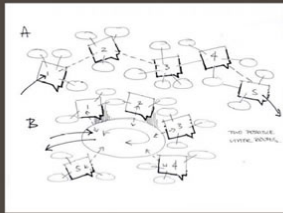
Create promotional material -**illustrated brochure and e- presentation**- to generate interest and funding for the project- focusing on the battle experience and **WOW factor**

To generate an outline costing (for fundraising)

To define the visitor experience adjacencies to enable a building (through architectural competition) to be developed..

VISUALING CONCEPTS- OUR APPROACH

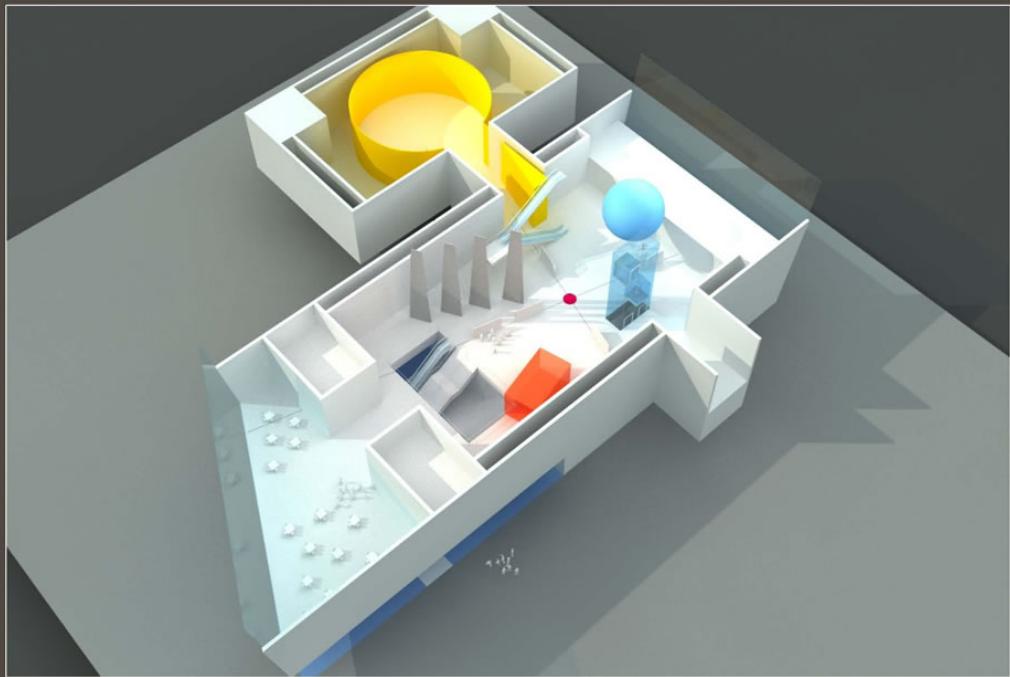
Early sketches, adjacencies, research and ideas
CAD modeling to develop spatial
arrangements and test ideas / dwell times...
Value analysis of concepts
Create final rendered visuals



...continues



haleysharpdesign



haleysharpdesign



VISUALIZING CONCEPTS- STYLES





THE BATTLE EXPERIENCE

haleysharpdesign

THE OPPORTUNITIES

Duration of battle allows for real-time recreation

Potential high-point (the Bing) – giving panoramic viewing potential

Visitor experience is at the heart of the battle site

An ambitious plan to create a WOW / must see experience close to Edinburgh

Artistic legacy derived from the battle (including the people of Prestonpans)

THE UNDERLYING THEMES

HOPE- VICTORY- AMBITION

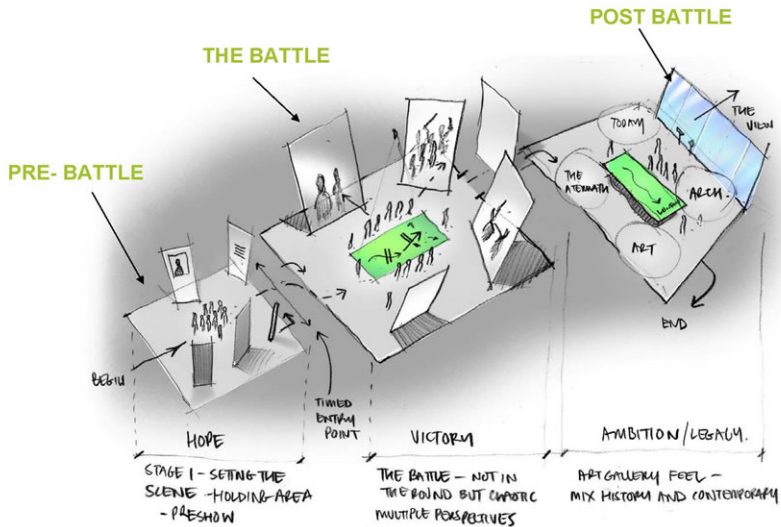
THE BATTLE EXPERIENCE- 3 OPTIONS

1 Media led immersive spaces

2 Reconstruction

3 Object Theatre

Media led immersive spaces –
emotional - contemporary – stylish – artistic
reportage, character led

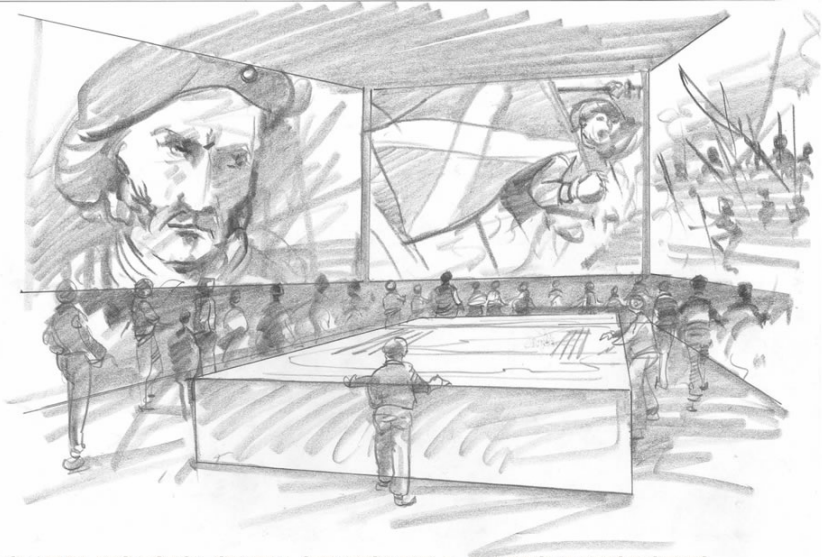




MONOLITHIC ENVIRONMENT- INTRODUCE THE CHARACTERS- PROJECTION, PAINTINGS, POETRY-

OPTION 1: PRE-BATTLE

haleysharpdesign



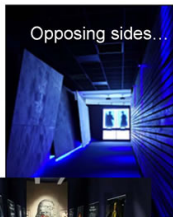
HIGH LEVEL PROJECTION. CENTRAL STRATEGY TABLE.. MULTI POINT PERSPECTIVES

OPTION 1: THE BATTLE

haleysharpdesign



Foyer attractors...



Opposing sides...



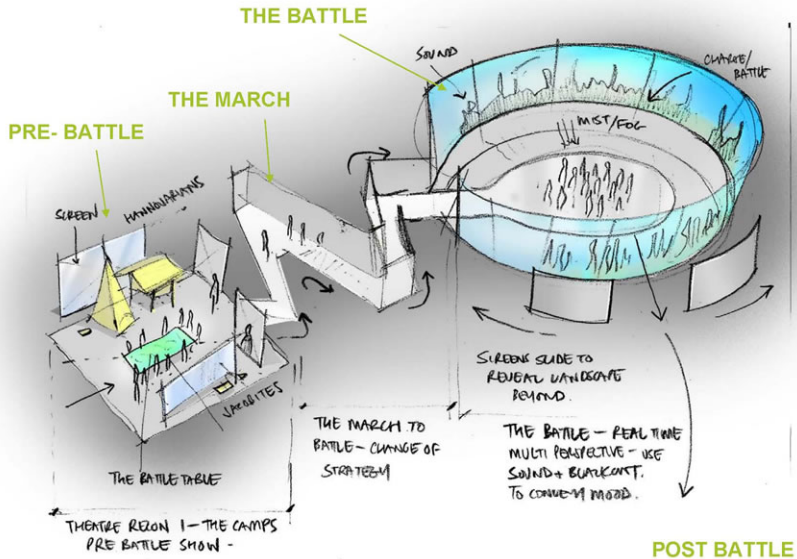
Characters larger than life...

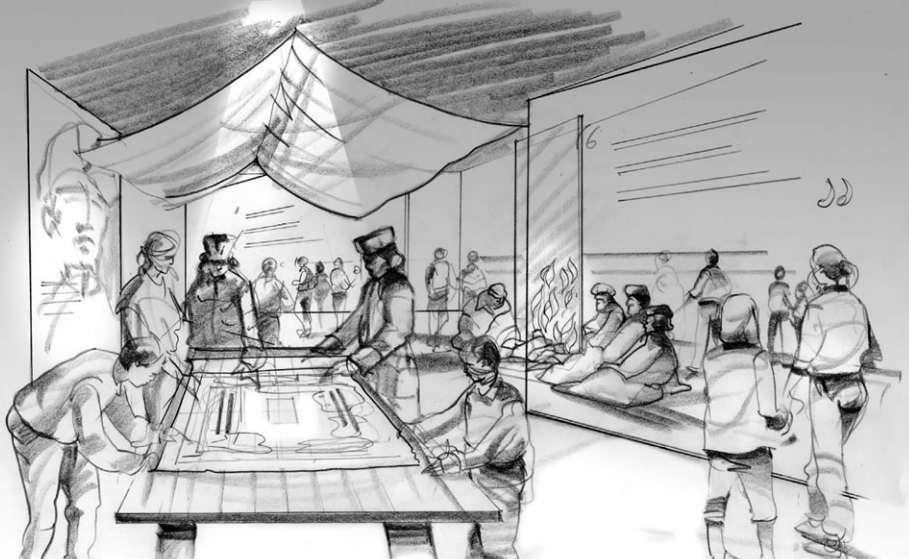
Unconventional theatre spaces...



Integrated art into displays

Reconstruction –
Atmospheric, engaging, immersive, theatrical





OPPOSING CAMP THEATRE- NARRATED FROM BOTH PERSPECTIVES ON SCREENS AROUND GALLERY OR FIRST PERSON INTERPRETATION. TIMED SHOW BEFORE ENTRY TO THE MARCH / BATTLE. STRATEGY ON PROJECTED BATTLE TABLE.

OPTION 2: PRE BATTLE THEATRE SHOW

haleysharpdesign



VISITORS RE-ENACT THE MARCH THROUGH THE MARSH ON THE WAY TO BATTLE THEATRE
LISTENING TO OVERHEARD CONVERSATIONS

OPTION 2- THE MARCH

haleysharpdesign



TOTAL IMMERSION- IN THE ROUND- LAYERED SCREENS, VISITORS STANDING - THEMED FLOOR .

OPTION 2- THE BATTLE

haleysharpdesign

THEATRE IN THE ROUND...



PUTTING THE VIEWER IN THE ACTION WITH RECREATION / FILM- FIRST PERSON NARRATOR



TAKING THE VISITOR ON A JOURNEY

OPTION 2- MOODBOARD / LOOK AND FEEL

haleysharpdesign

Post Battle experience in options 1 and 2



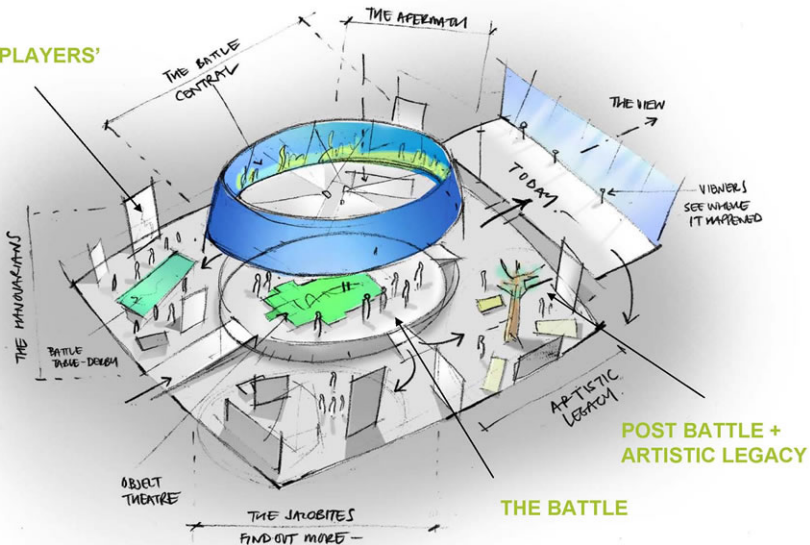
INTERACTIVE MULTI USER TABLE, CAPABLE OF PRESENTING HISTORIC AND ARTISTIC INFORMATION
ARTISTIC LEGACY ADORNING THE SURROUNDING WALLS- SELECTED VIEWS OUT ACROSS THE LANDSCAPE

OPTION 1 and 2: POST BATTLE INTERPRETATION

haleysharpdesign

Object Theatre
self navigating- investigating
integrated displays and media

THE 'PLAYERS'

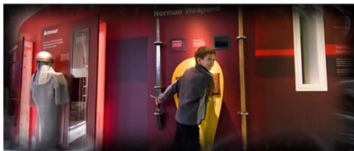




CENTRAL FEATURE, STARTING POINT FOR THE STORY- COVERING STRATEGY, BATTLE AND FILM.

MEDIA EXAMPLES

MEDIA EXAMPLES - EXHIBITS



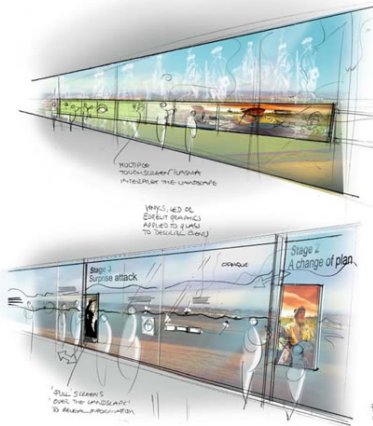
MEDIA EXAMPLES - LANDSCAPE



REMOVING A MODERN LANDSCAPE

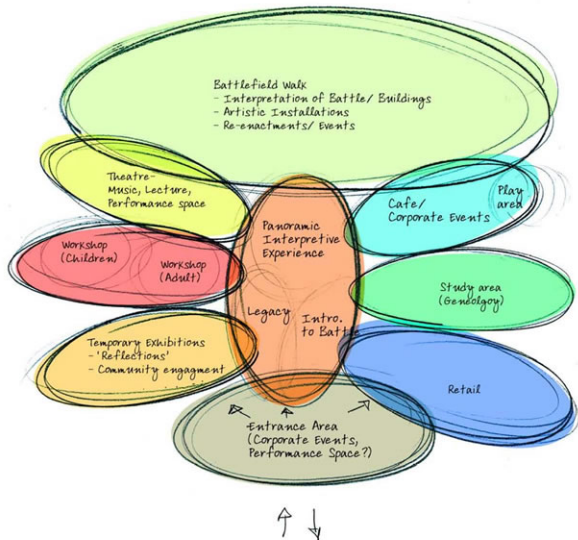
haleysharpedesign

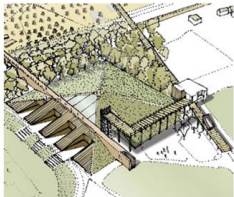
MEDIA EXAMPLES - LANDSCAPE



ONTARIO

THE BUILDING / ARCHITECTURE





CUT INTO THE LANDSCAPE-
USING THE BING AS A FORM



MESSAGE GIVING BUILDINGS



STRIKING OR SET ABOVE
THE LANDSCAPE?



OPPORTUNITIES FOR INTERNAL DRAMA...

WHAT STYLE OF BUILDING

haleysharpdesign

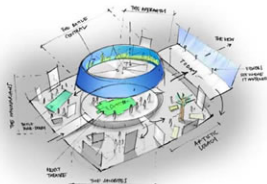
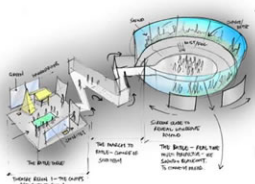
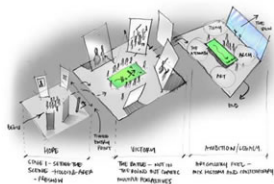
NEXT STEPS

Comments...

Value analysis of three battle scenarios

Evaluation criteria may be WOW factor
cost / maintenance / uniqueness...

Develop preferred route- create visuals and describe



NEXT STEPS

haleysharpedesign