

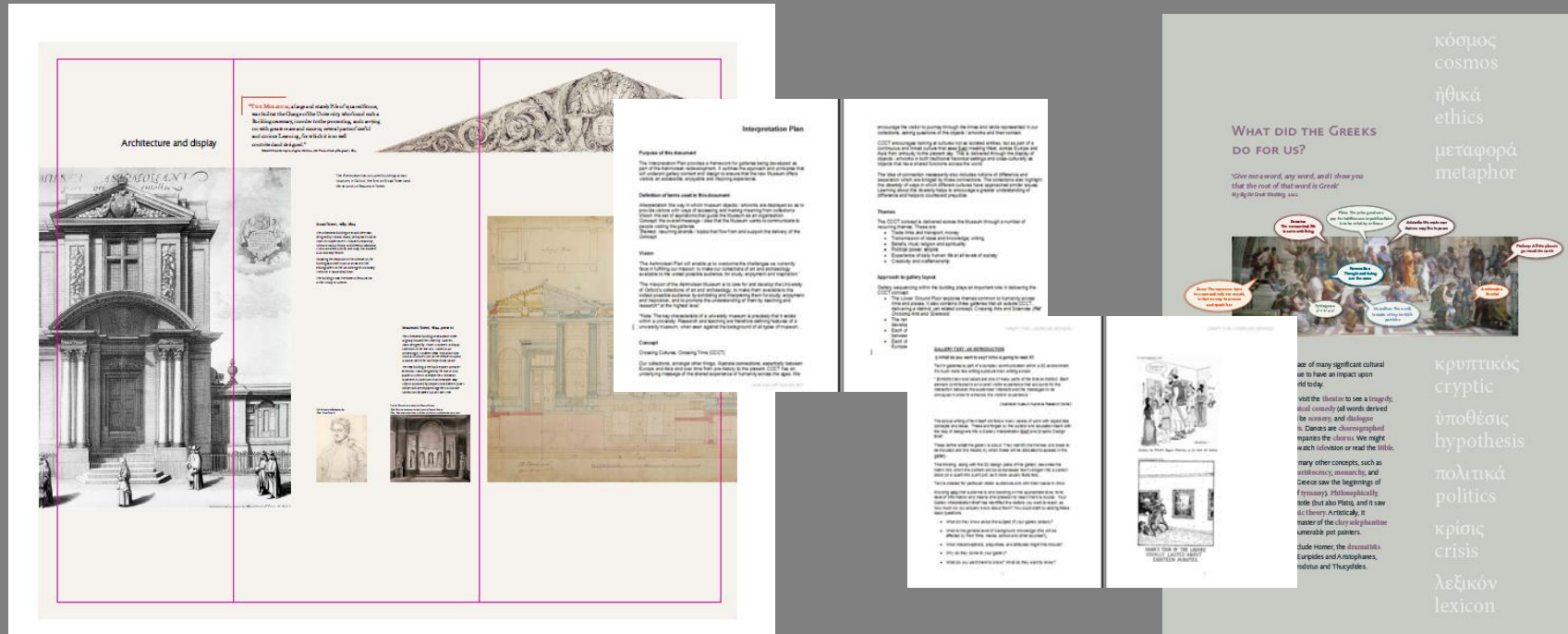
CASE STUDY: Ashmolean Museum Redevelopment, 2007-2009



TGA Ltd. is an international interpretive planning consultancy, based in Oxford.

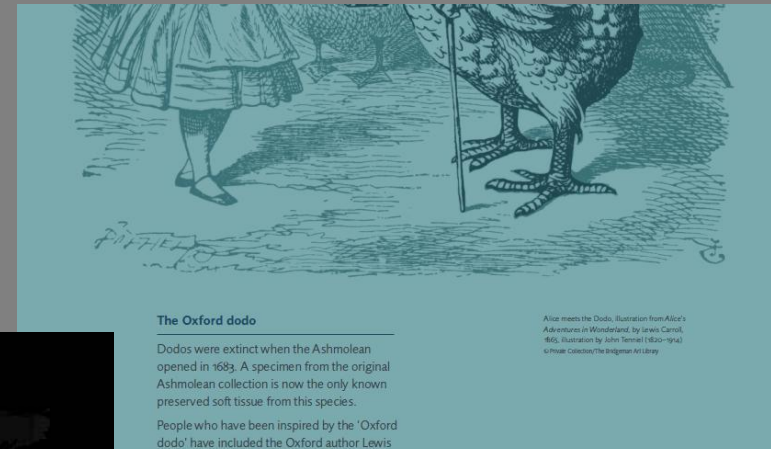
Working closely with the Ashmolean team for the last two years, TGA has facilitated the interpretation, design development, audiovisual and interaction for all galleries in the new museum.

Finding a voice: creating the Text Toolkit



TGA's first task was to establish a clear 'voice' for the new galleries that could both meet the needs of visitors and express the dynamic scholarship of the Ashmolean as a University museum. These guidelines were summarized in a *Text Toolkit*, created in 2007.

Crossing Cultures, Crossing Time



The Oxford dodo

Dodos were extinct when the Ashmolean opened in 1683. A specimen from the original Ashmolean collection is now the only known preserved soft tissue from this species.

People who have been inspired by the 'Oxford dodo' have included the Oxford author Lewis Carroll and modern genetic researchers.

Alice meets the Dodo, illustration from Alice's Adventures in Wonderland, by Lewis Carroll, 1865. Illustration by John Tenniel (1839-1914). © Private Collection/The Bridgman Art Library.

CONNECT

Covered wagons

The first wheeled vehicles date to about 5000 years ago in the Near East. They were probably four-wheeled carts pulled by oxen or asses. Their wheels were solid and they would have been slow moving. It is likely they were used for transporting heavy loads, with extra protection sometimes provided by a cover of hides.

Terracotta model of a four-wheeled covered wagon, with four moveable wheels. The loop in front is probably to attach the yoke to the animals that would pull the wagon. This kind of covered wagon was probably a type of caravan used by pastoralists travelling across the Syrian steppe.

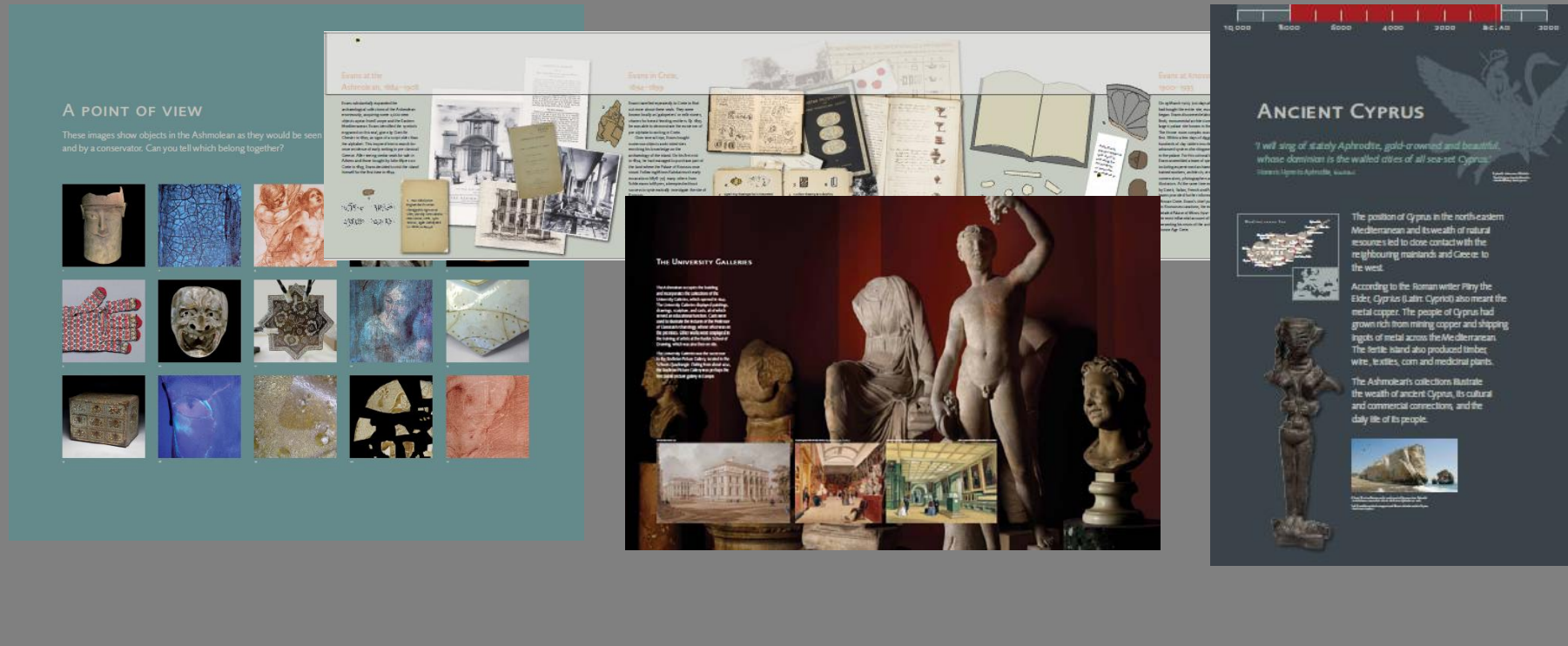
From Dsheriyyeh, North Syria; about 2300 B.C. Acquired by T.E. Lawrence. A.1919.43

Discover more in the Ancient Near East gallery.

TGA worked on ways to extend the *Crossing Cultures, Crossing Time* theme across the whole museum.

Examples include the Connect object labels, thematic galleries such as *East Meets West* and *Asian Crossroads*, and the Connect interactive screens.

Development, editing, review



TGA has collaborated with every curator and designer on the detailed communication in their galleries, ultimately reviewing and editing every panel, label, screen and interactive.

Working with the Ashmolean team



TGA has enjoyed a creative and productive working relationship with the Ashmolean curatorial and design teams. The TGA team was led by Alison Grey and Tim Gardom, assisted by Taissa Csáky (text) and Louise King (audiovisual).

TGA has also been delighted to work closely with the specialist members of the team:

Metaphor - master planning and design

Lucy or Robert - graphic design

Richard Glassborow - interactive design

Machine Shop - interactive fabrication

New Angle - audiovisual design

About Tim Gardom Associates

TGA is an interpretive planning consultancy. We offer creative direction, strategic planning and practical advice to develop the full potential of museums, visitor centres, commercial exhibitions and events.

We specialise in narrative development, starting with a core message and then ensuring that every aspect of a project develops to support it.

Portfolio

TGA is currently working with the Bahraini National Monument (with Ralph Appelbaum Associates) and the River and Rowing Museum, Henley-on-Thames.

Other recent clients include:

National Maritime Museum, Greenwich

National Maritime Museum, Cornwall

National Waterfront Museum, Swansea

Natural History Museum, London

For a full list see the TGA website:

www.timgardomassociates.com

Alison Grey, Director

“The Crossing Cultures, Crossing Time approach demanded a complete re-think of the way the Ashmolean presents its collections and their stories. It gives the museum direct relevance to new audiences.”

Tim Gardom MBE, Director

“The Ashmolean isn’t just a great museum, it’s a centre of learning. We wanted to convey that passion for discovery and debate to the visitor.”

Contact

For more details about TGA’s work for the Ashmolean please contact:

Tim Gardom

T: +44 1865 751902

M: +44 7774 745855

E: tim@timgardomassociates.com

Alison Grey

T: +44 1865 751902

M: +44 7903 824652

E: alison@timgardomassociates.com