

# NELSON ROOM PROPOSALS 2021

**ORNC**  
GREENWICH



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**Unusual**  
expo.com



## CURRENT DECOR



A small room - with a big story

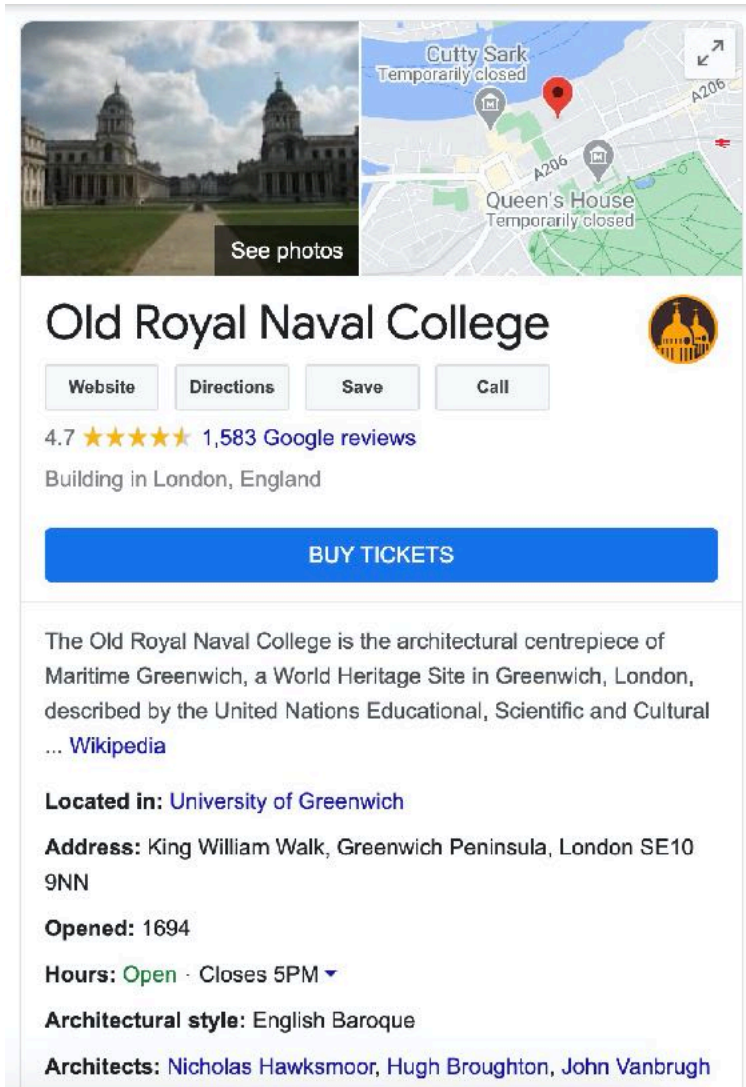


The room in which the body of Admiral Lord Nelson - *hero of Trafalgar* - was placed on Christmas Eve 1805.

Decor and floor to be restored during 2021.



## NELSON ROOM at ORNC Greenwich



**Old Royal Naval College**

Website Directions Save Call

4.7 ★★★★★ 1,583 Google reviews

Building in London, England

**BUY TICKETS**

The Old Royal Naval College is the architectural centrepiece of Maritime Greenwich, a World Heritage Site in Greenwich, London, described by the United Nations Educational, Scientific and Cultural ... [Wikipedia](#)

**Located in:** [University of Greenwich](#)

**Address:** King William Walk, Greenwich Peninsula, London SE10 9NN

**Opened:** 1694

**Hours:** Open · Closes 5PM ▾

**Architectural style:** English Baroque

**Architects:** [Nicholas Hawksmoor](#), [Hugh Broughton](#), [John Vanbrugh](#)

**I do not think we can be alone in not having heard of this hidden gem at Greenwich before.**

However this cannot be said of it's eponymous hero Admiral Lord Nelson.

Whether learnt at school, seen via the media or your local pub is named after him, Nelson has national and international resonance.

The expression of grief and loss at his death was undoubtedly a mix of the shock from his untimely death during a brave and victorious battle, bolstered by the nation's enormous relief and gratitude to him for lifting the threat of invasion from France.

**The reaction to Nelson's death, his eventual return, the manner of his transit, his lying in state and the scale of his funeral are in stark contrast to the short time his body spent in the relative tranquility of the room that now bears his name.**

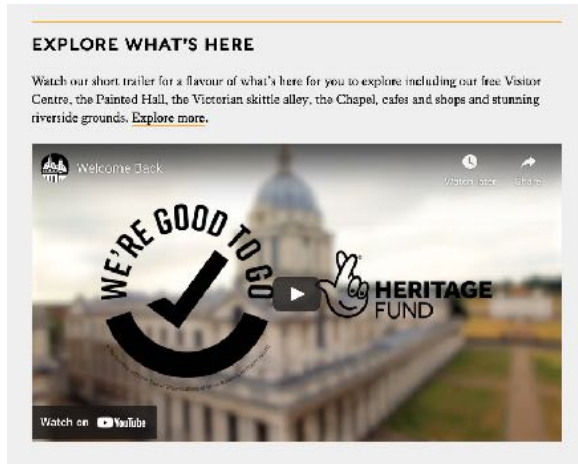
We have been enjoying reading the various accounts supplied in the brief together with other notes, videos and writings on the subject.

It will be very helpful to work with your proposed focus groups and specialists so please understand at this stage that the following proposals are more about the shape and direction of our approach rather than the exact detail.

*NB : We have also used images for illustrative purposes. These are used to suggest context not as set examples. Examples of audience members are just what were available as 3D people.*



## YOUR BRIEF IS :



### Old Royal Naval College

2,611 Reviews

#36 of 2,344 things to do in London

Historic Sites, Architectural Buildings, Churches & Cathedrals

#### Overview

The Old Royal Naval College (ORNC) is Sir Christopher Wren's riverside masterpiece and one of London's most popular attractions. The iconic buildings stand on the site of Greenwich Palace, Henry VIII's favourite royal residence, and were... more

Open Now: 10:00 - 17:00

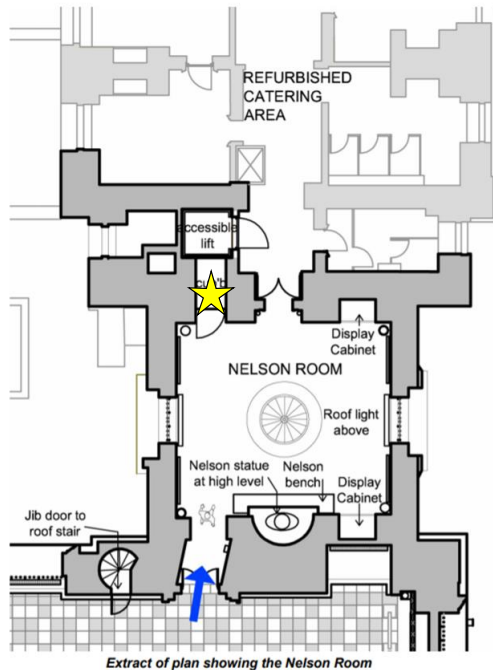
Suggested Duration: 1-2 hours

- Create a **NEW ATTRACTION** to add to the ORNC Offer
- Create a New Interpretation of the Nelson Room
- Do not alienate existing Audience - as per breakdown
- Appeal to **NEW AUDIENCES** - as per sectors listed
- Create an **IMMERSIVE MULTI-SENSORY EXPERIENCE**
- Appeal to Learners, International, SEND Audiences
- Have **EMOTIONAL** Impact
- Focus on **UNIQUE/DISTINCT ORNC** aspects of Nelson story
- Ensure **SENSE OF PLACE** is brought out
- Avoid duplicating what other venues depict
- Appeal to **LOCAL COMMUNITIES**
- Ensure Family Friendly delivery
- Make it **ACCESSIBLE & INCLUSIVE**
- Design and deliver to the Budget
- Open the doors Jan 1st 2022






## SUBMISSION REQUIREMENTS



*Extract of plan showing the Nelson Room*

As part of this project a passenger lift will be installed, providing step-free access into the Nelson Room and Upper Hall of the Painted Hall. The star  indicates where the access lift will open out into the Nelson Room.

1. Your proposed fixed fees for the development phase (based on the budget information supplied).
2. Your proposed fixed fees for the build delivery (based on the budget information supplied).
3. If you are working with other providers / designers, please indicate who this would be. The ORNC reserves final right of approval in relation to any contractor working on this project.
4. Details of previous experience of projects of this type.
5. Please include illustrative examples of your work (eg photos of finished installations).
6. Details of the members of staff who would work on the project and the percentage of project hours each person, you anticipate, would give.
7. A full description of how you would approach the project: this may include alternative design options (with indicative costings) for consideration.
8. A summary of how you would go approach appointing and managing sub-contractors to work on this project.
9. A programme (to achieve completion by the beginning of January 2022).
10. Two relevant professional referees we may contact.





Guide Interaction



Teaching Packs for Groups



Social Media Friendly

## ADDITIONAL FACTORS

- It should naturally increase dwell time on site
- It should build awareness of ORNC offer
- It should have potential to enhance social media profile
- Involve Guides with the 'Show' - let them control starting it for their Groups
- Have elements that the Guides can introduce visitors to or hand round
- Help add to the story of the Laying in State in the Painted Hall
- Create a completely Unique Private Hire venue
- Allow space to still work as catering space for events in PH
- New Focus for Trafalgar Day celebrations / enthusiasts
- Link in with other suppliers of AR tech
- Maybe create new retail items based on such a unique story
- Work as a subject for a Teaching Pack or Outreach Study



Be : **ENGAGING**



**EMOTIONAL**



**MEMORABLE**



## 1 & 2 - FIXED FEES

**£6,000** + VAT for the involvement of two staff during a 6 week period to develop and explore this project.

*Fees would include all costs and expenses related to an estimate of 6 site visits (Covid TBC) and 12 Zoom meetings plus our studio time for the development and submission of concepts and designs for Stage 1.*

**£12,000** + VAT for the involvement of two staff during construction, build and installation period.

**£112,000** + VAT for the creation, software, hardware, construction and installation of final project design. We have included some concepts later in this document. *Full costings subject to full site survey and final specifications.*

## 3 - OTHER PROVIDERS 8 - MANAGING SUB-CONTRACTORS

We undertake much of the creative and delivery process and always see a job in and finished and expect to be returning to snag and check that projects are running OK.

We still have an installation in Cheddar Caves up and running dating from 1989, an exhibition in Land's End installed in 2004 and many customers for temporary installations that are happy to come back and work with us again. References later in this document.

We have a solid base of known suppliers that we sub-contract build and technical elements to. We would prefer to use trusted suppliers especially during these testing times but we are happy to work with ORNC approved suppliers.



## 4 / 5 - PREVIOUS EXAMPLES



These three examples are **similar in footprint** to the Nelson Room - approx 6.5m x 6.2m

LEFT - Spanish Flu at the Florence Nightingale Museum where we mirrored the space and recreated a military field hospital tent, amongst other things. This brought almost double the normal footfall and an industry award for the museum.

BELOW - The Vyne Ring. A central display for this ancient treasure with dynamic graphics and displays arcing around it. This got the Vyne a front page banner headline in the Guardian and another 30K visitors that year.

**MUSEUMS  
+HERITAGE**  
**AWARDS**  
WINNER 2019  
TEMPORARY OR TOURING  
EXHIBITION OF THE YEAR



Size isn't everything!



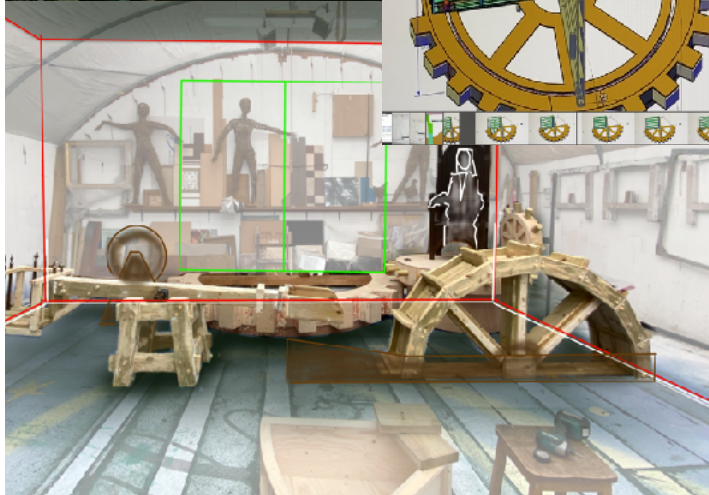
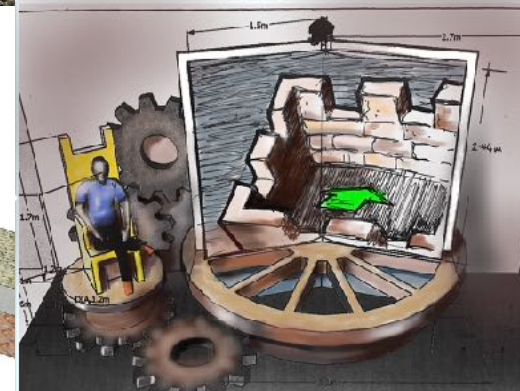
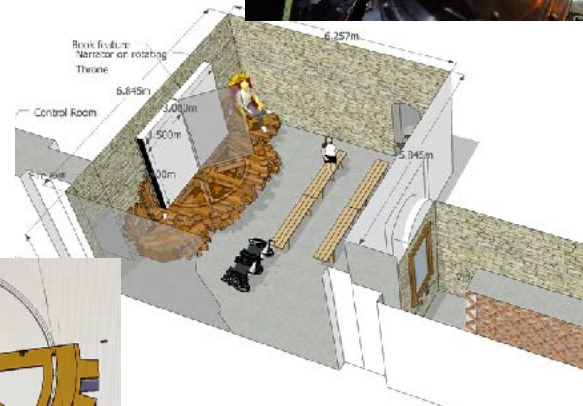
3 Wall Immersive Projection Show

## 4 - PREVIOUS EXAMPLES

Black Tower Tales Cardiff Castle - opens 2021

We found every way possible to continue production throughout the many changes in Covid rules in both England and Wales.

(within Gov and local guidelines and we are pleased to say our efforts paid off.)



This tells the story of Llywelyn Bren who fought to free Wales in 1215. It is told in the very tower in which he was imprisoned and subsequently put to death.

It is presented in a very engaging style that we hope will bring his otherwise little known story to life.







UK Tour seen by 2.1m

16m wide Shrek on top of St. George's Hall, Liverpool  
(12 tonnes of rig on a Grade 1 Listed building !)  
For the Dreamworks Lights expo inside:



we also do **BIG**



Giant rearing Dragon for Dragon Quest  
Alnwick Castle



Palace of Westminster official projections for  
W.H.O. Year of the Nurse & Midwife  
& Nightingale's 200th anniversary.



75ft Fin Whale as part of BBC Coast Expo







Stuart & Martin happened to be in Norfolk in 2017



Andy pretending to work in 2020



Simon juggling flamingos in Southwark Park 2018

## 6 - THE TEAM

- There would be two designers heading up the project in terms of Design, Creation and Delivery.
- **Design Director - Martin Wilkie** BA(hons) FRSA (1 hour away in Reigate)
- **Production & Content Designer - Stuart Wescombe** BA(Hons) (30 mins away in Putney)
- Technical - Andy Phillips
- Build & Logistics - Simon Scott
- Accounts - Rachel Owen-Jones
- Initial Research - Stephen & James Walters, Lorne Martin, Eric Kentley



# STARTING WITH NELSON AND GREENWICH

Nelson is a very well known historical character who happens to have many traits that today's audiences will recognise.

There are already several important exhibitions about his life, career and death at venues around the UK.

But after death Nelson returned to Greenwich as it was seen as the most appropriate place for people from all walks of life to pay their heartfelt respects.

Little could anyone foresee the reaction that was about to be unleashed across the city and the nation as a whole.



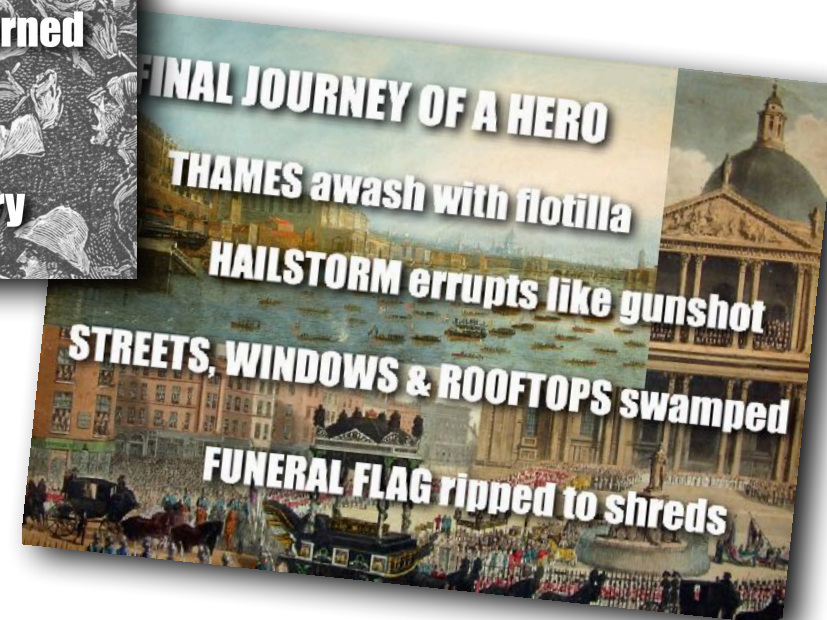
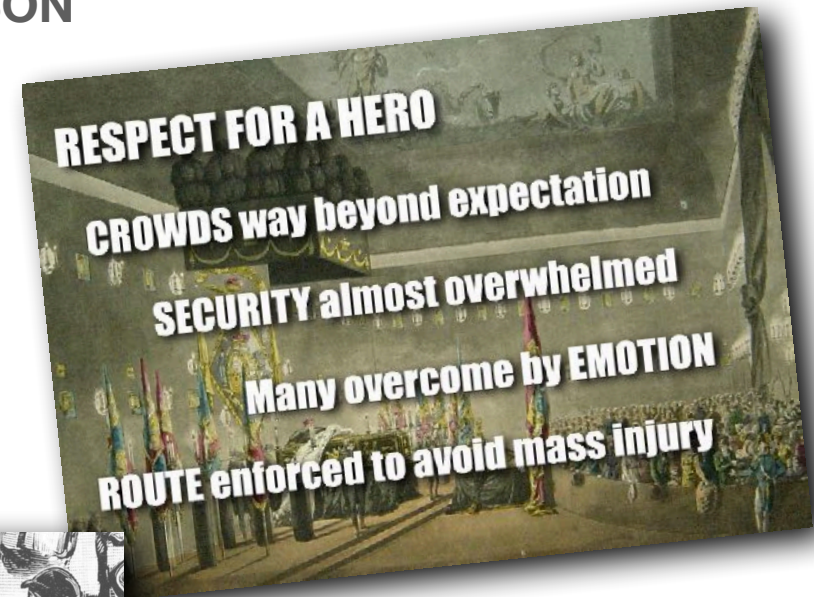
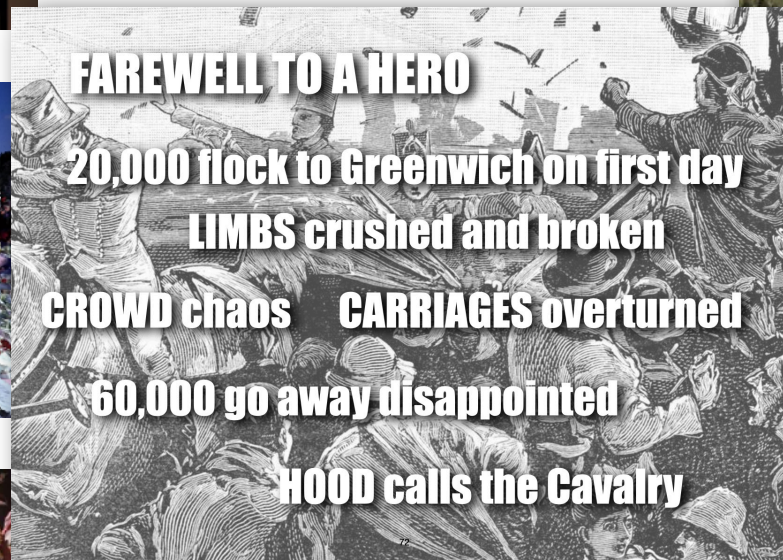


## MODERN COMPARISON



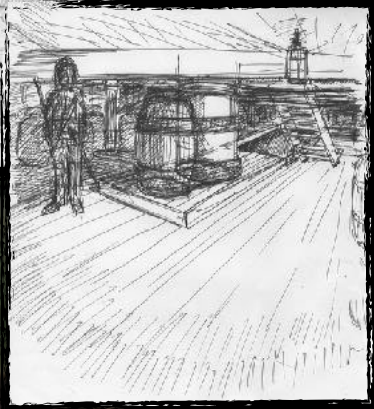
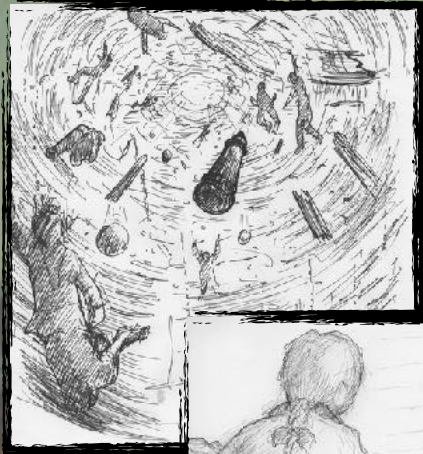
Modern comparison is directly illustrated by the reaction shown to the shattering news of the death of Princess Diana, the subsequent international public grief and the funeral itself.

This can feature on the Touch Screens and in teaching packs.





# BATTLE - CALM & CHAOS



**RAGE OF BATTLE**

**RETURN OF HERO**



**RETURN TO  
GREENWICH**

**A BRIEF MOMENT  
OF PEACE**

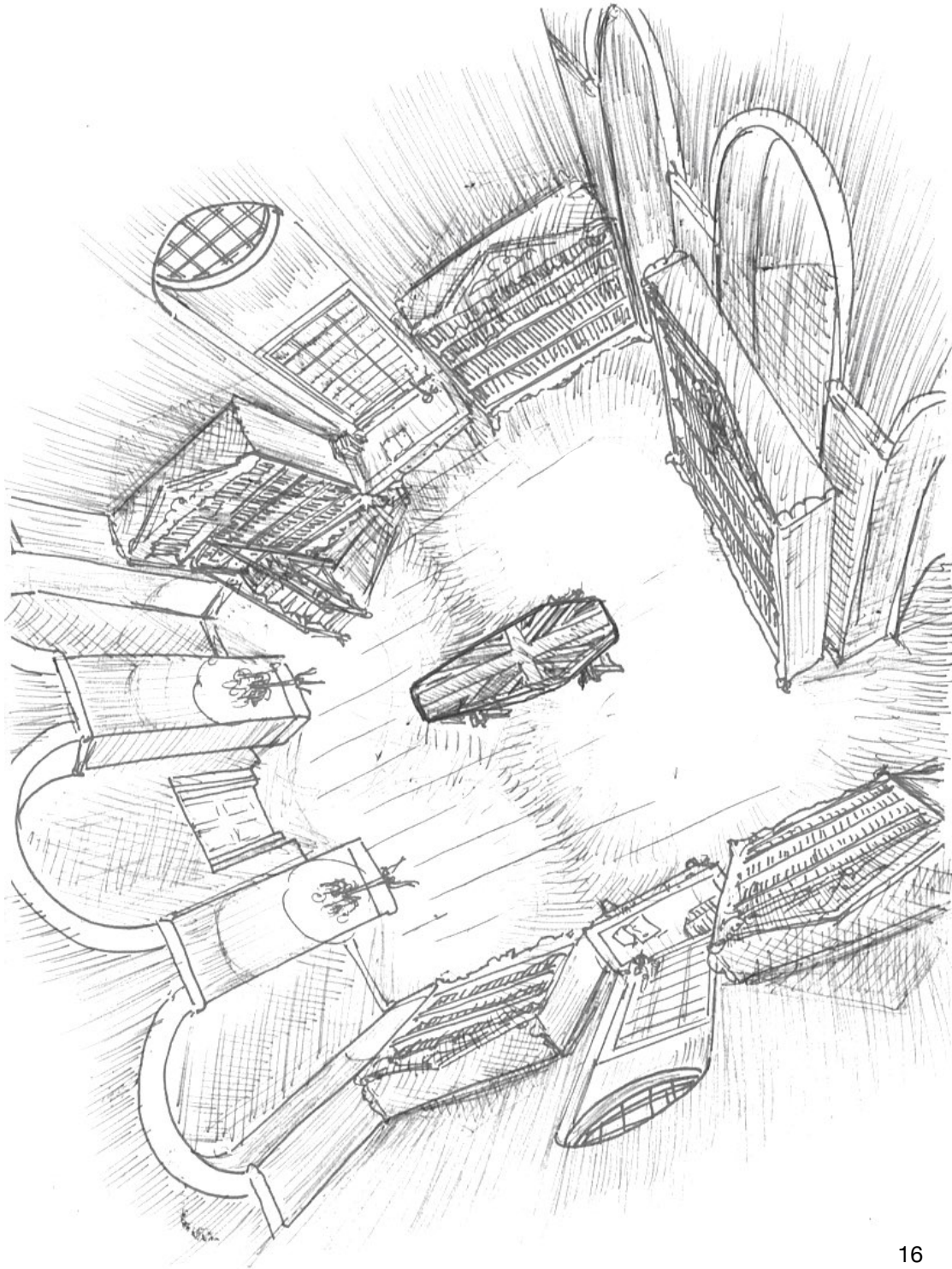


**SCALE OF FUNERAL**

**CHAOS OF GRIEF**



So, how can we help to tell this story ?



**By the time Nelson's body arrived here in this humble records room on Christmas Eve in 1805 he was already the most famous person in Britain, if not the world ?**

He arrived here after a momentous victory which he had traded for his life.

He was about to light a fuse that saw London and the country erupt with grief and sorrow on a scale that no one could ever have imagined.

*Kings and beggars were united in their loss.*



CAPTURE YOUR AUDIENCE IN ONE LINE . .

*If you are reading this then you are standing where Nelson once lay.*

Small plaque on central table

So let's tell you about Nelson's last days . . .



## A TRULY GREAT STORY TOLD IN THE ROOM WHERE IT HAPPENED\*



\*History told in the place where it actually happened is about as real as you can possibly get.

We can see great potential in delivering an arresting depiction of the role that the Nelson Room played in saying farewell to one of Britain's greatest national heroes.

*The room played its part then and we hope to let it play its part again now.*



# IMPACT

This story is awash with amazing facts and figures - the whole room will help articulate the **SHEER SCALE** of what happened at Greenwich, on the Thames and along the route in London.



## RESPECT FOR A HERO

**CROWDS** way beyond expectation

**SECURITY** almost overwhelmed

Many overcome by **EMOTION**

**ROUTE** enforced to avoid mass injury

## FAREWELL TO A HERO

**20,000** flock to Greenwich on first day

**LIMBS** crushed and broken

**CROWD** chaos **CARRIAGES** overturned

**60,000** go away disappointed

**HOOD** calls the Cavalry

## FINAL JOURNEY OF A HERO

**THAMES** awash with flotilla

**HAILSTORM** erupts like gunshot

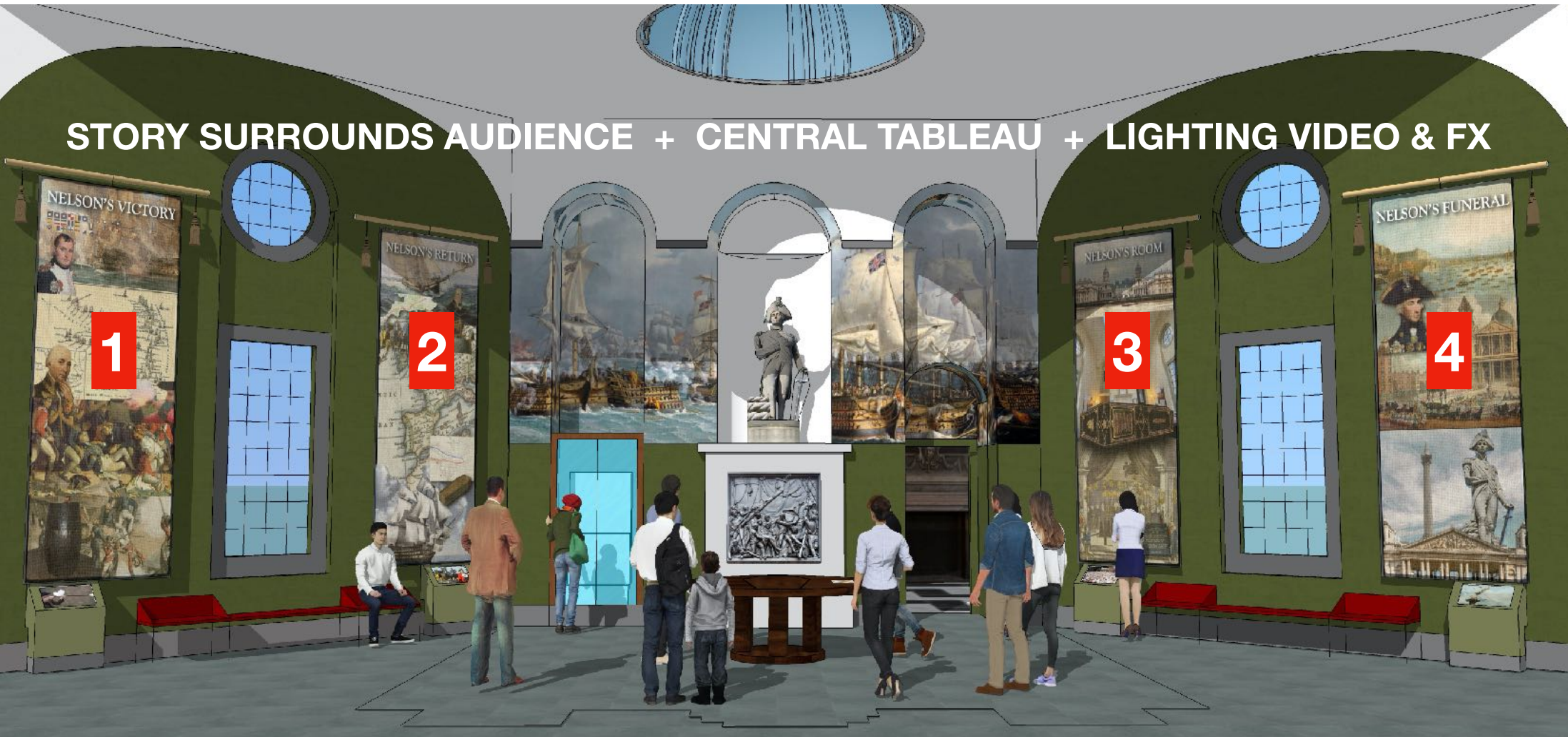
**STREETS, WINDOWS & ROOFTOPS** swamped

**FUNERAL FLAG** ripped to shreds



## ROOM AS A THEATRE

STORY SURROUNDS AUDIENCE + CENTRAL TABLEAU + LIGHTING VIDEO & FX



1 NELSON'S BATTLE

2 NELSON'S RETURN

3 NELSON'S ROOM

4 NELSON'S FUNERAL



## 7 - APPROACH TO PROJECT

Creating an immersive environment within a listed structure presents challenges.

### RESPECTING THE ROOM

- Befitting of the architectural style
- Retain original features
- Meeting planning and conservation requirements
- Employ low impact fixings
- Explore low impact wiring and services



Our approach is aimed at providing an interior that has presence worthy of the Nelson Legacy yet with a scale and style appropriate to the wonderful proportions of this Hawksmoor room.

Our initial proposals provide for the maximum of display space for a show delivered to an audience within this space.

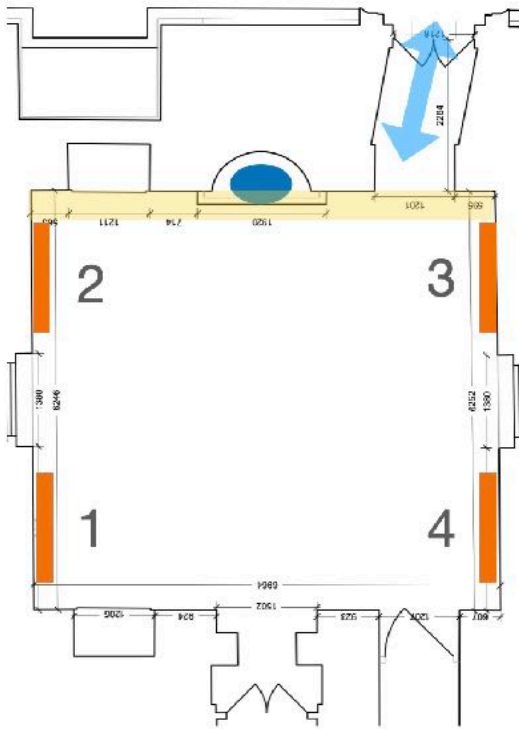
We are suggesting four vertical Chapter Banners that are in overall proportion to the majestic room. These are inspired by the four existing Arms banners on display.

The centre of the room will feature a projected scene carrying the mood and emotion of the story together with many of the incredible facts and news about the battle and the funeral.



In addition to the show there are independent touchscreens (covid tbc) that provide in-depth information with options for alternative languages, displays of artefacts, touch points, Braille panels, interactive quizzes and even some scratch cards highlighting the characters around this story.





## 7 - APPROACH TO THE PROJECT

Although a well known character the backstory to Nelson's death may be new to some and so it's important to help set the scene as to why his decisive triumph at sea meant so much to a country under threat and why his loss was so greatly amplified and so deeply felt by the wide mass of Britain in 1805.

Echoing the existing Banners depicting the arms of Nelson, Collingwood, Hospital and College we propose the creation of some new original artwork for the Nelson Room in the form of four drop banners depicting the key stages in the story.

We are suggesting these as actual scenic backdrops NOT a digital print so they can look to be in keeping with the historic nature of the site.

**Our delivery is presented in 4 key sections:**

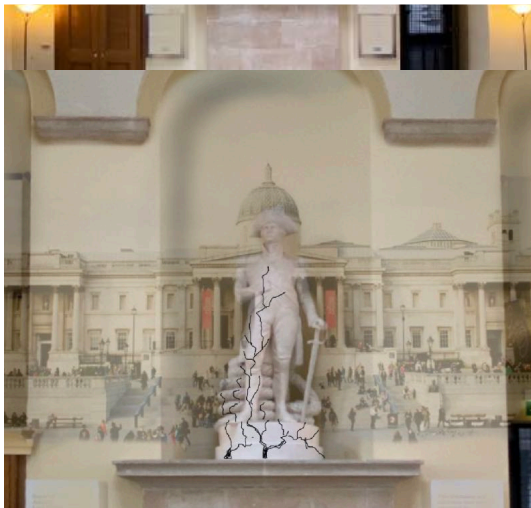
**Nelson's Victory  
Nelson's Return  
Nelson's Room  
Nelson's Funeral**

A major benefit of these is :

- The integration of period looking banners fitted with intelligent lighting, video and animation linked to the storyline.
- The creation of bespoke artworks for the room that depict the unique story of the Nelson Room even when the full show is not running.
- They add to the impact and grandure of this room when used for special events and private hire.



Proportional in current room



## NELSON STATUE.

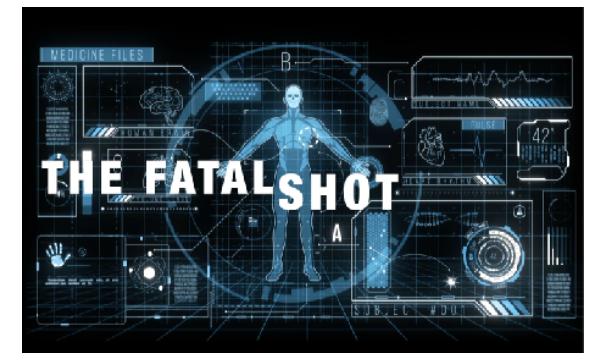
**PROJECTION** - The central focus of this room is the very familiar statue portrayal of Nelson. This can be brought intelligently into the story with projection onto the statue and apse behind it as part of the overall wall tableau.

**UNIFORM** - Nelson can be projection mapped to enable the audience to see him in his full dress uniform as he was at the height of battle.

**X-RAYS** - The Projection Mapping technology would also allow us to show in a modern CSI style the passage of the bullet through his shoulder and where it rested against the spine. This would add some great material to Beatty's description of the injury and help explain the injury and the time Nelson took to die. It could also be employed to explain the state of the body in the barrel and the autopsy at Chatham.

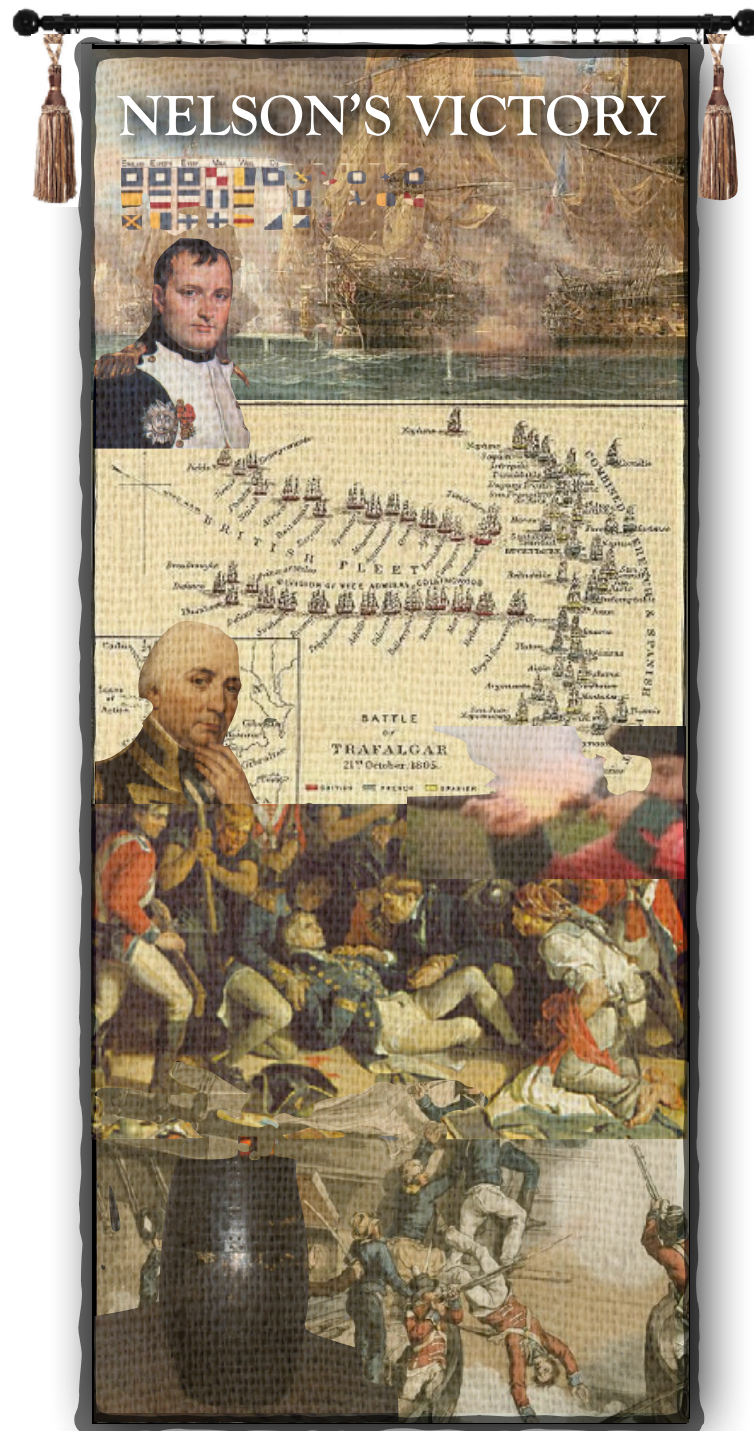
**CRACKING UP** - It would also provide a tableau for any discussion on the subject of Nelson and Slavery. The now familiar image of Nelson toppled from his column could be hinted at with the statue appearing to crack. Will it / Won't it discussion.

**PIGEONS** - it wouldn't be Trafalgar Square (even now) without a pigeon landing on his Lordship ! This might give a good and amusing end to the presentation and give the school groups something to laugh at !



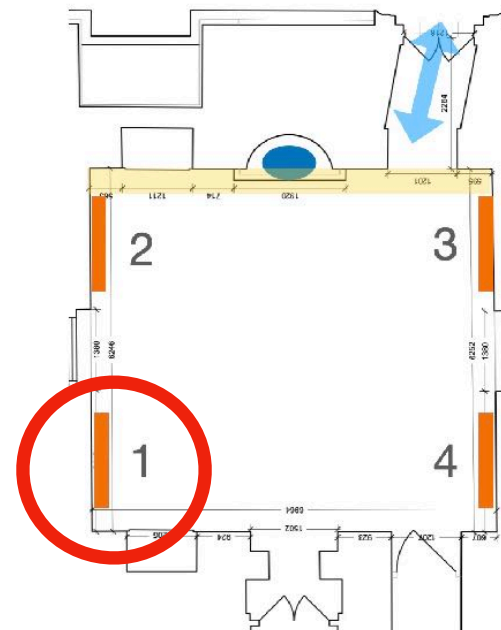


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### NELSON'S VICTORY - setting the scene:

- establish reason for the Battle of Trafalgar - Napoleon threatens invasion, threat defused but battle no less important for Britain's security and stature
- outline headlines of battle - brilliance of tactics, key players
- Nelson shot but historic victory - injury, last words, he knows of victory before he dies
- body in the barrel - reasons
- aftermath - a victory tempered with sadness, storms and repairs in Gib,



### VICTORY



Showing areas for highlight, trace and video

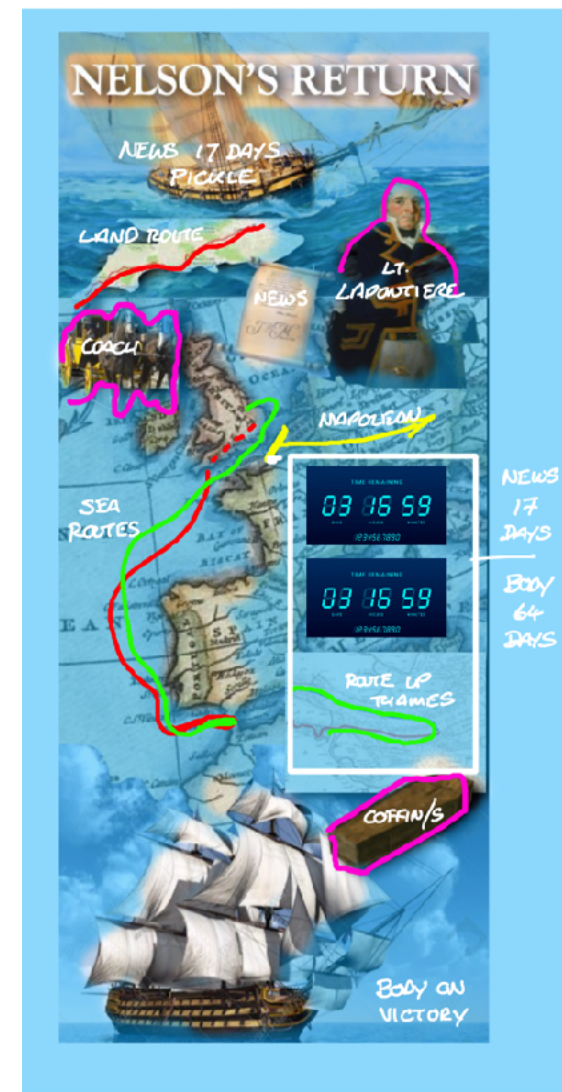
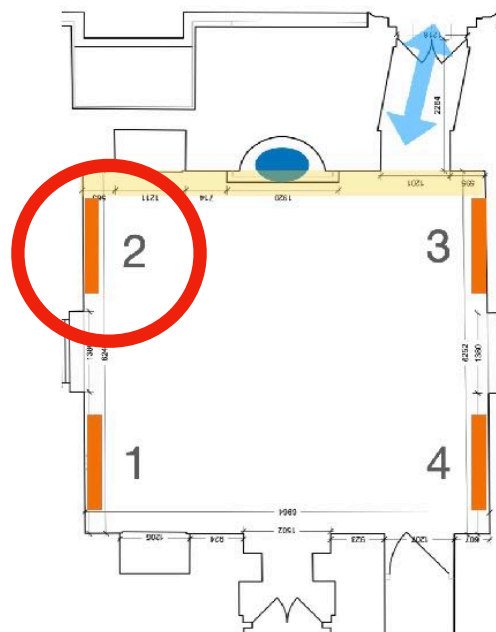


# NELSON'S RETURN



## NELSON'S RETURN

- Pickle sent with news - news travels 'fast', journey, timing, outcome
- Victory sets sail for home - journey, timing, slower than Pickle
- continued conflicts - Trafalgar not the last battle but the definitive one
- news reaches London 6th Nov - news onward to Lady H, wife, France
- Nelson reaches the Thames - his last voyage, a route he knew well



Showing areas for highlight, trace and video

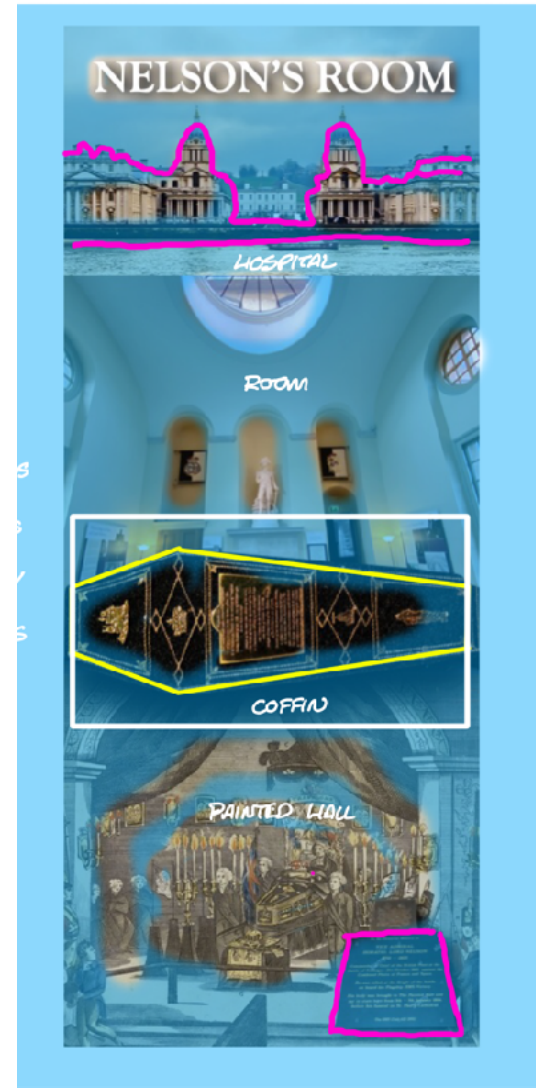
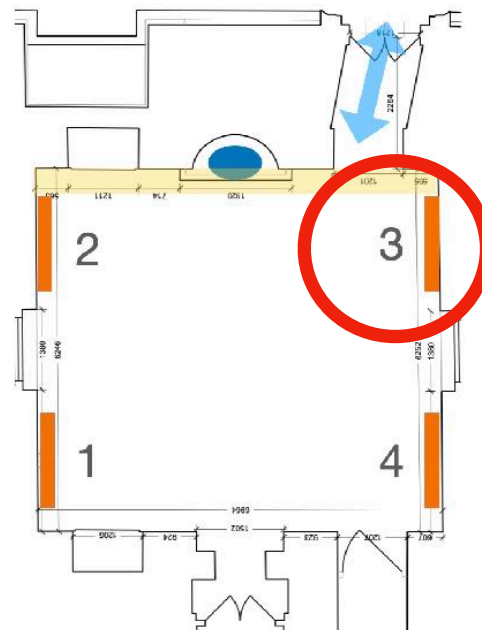


# NELSON'S ROOM



## NELSON'S ROOM

- arrival at Greenwich - first signs of the country's grief
- at rest in the room - brief respite, reflection, respect, coffin
- preparations for the funeral at St. Pauls - scale, detail
- lying in state - the painted hall, crowds, epic scale of nation's reaction to his death/their loss/gratitude for saving nation
- leaving Greenwich for the last time - what Greenwich meant to him (must reinforce the location's links to the



Showing areas for highlight, trace and video

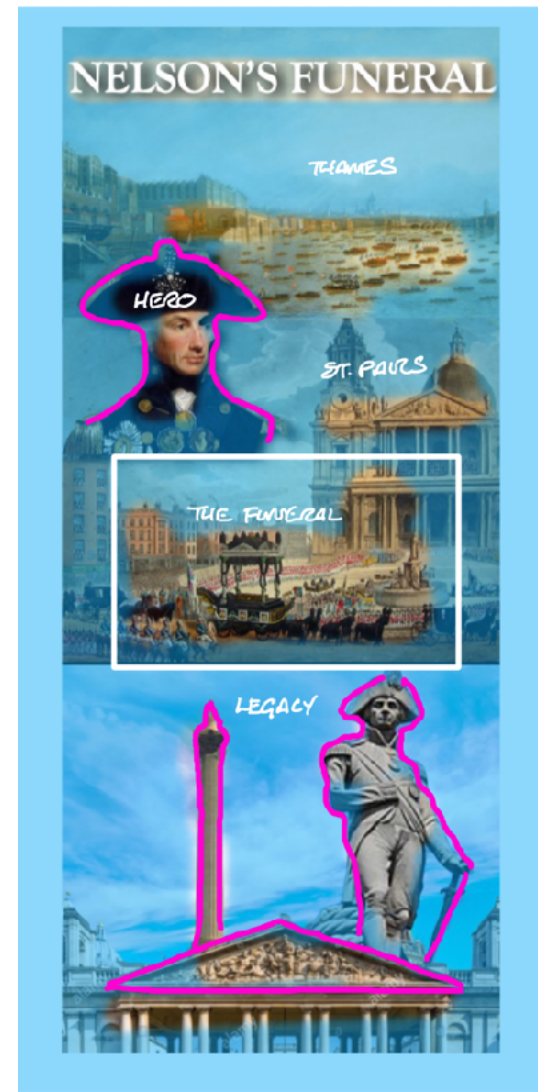
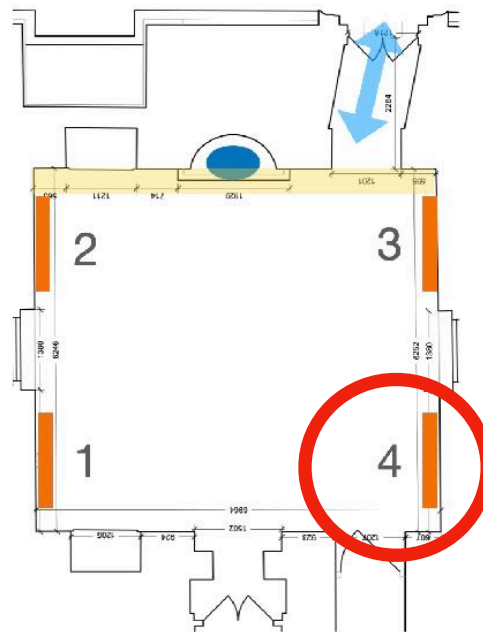


# NELSON'S FUNERAL



## NELSON'S FUNERAL

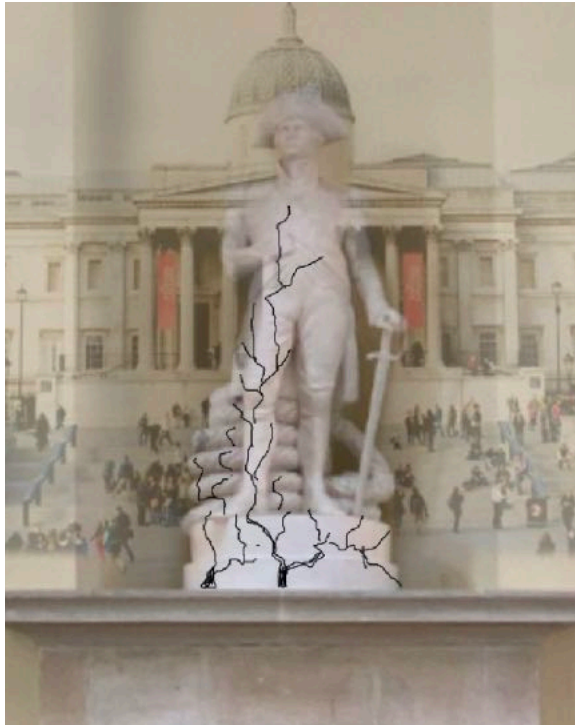
- journey up the Thames - scale, detail, persons
- journey to St. Pauls - funeral car, crowds, route, numbers - compare to other funerals - Diana, Mandela, royalty
- the service - who, highlights of service, no women allowed
- Nelson's legacy - immediate, long term, now, future - hero, villain (slavery discussed)
- conclusion - leave to make own conclusion based on sheer scale of reaction to his loss, cements his place in British, world and naval history



Showing areas for highlight, trace and video



## BANNERS 4 DEALS WITH CONTROVERSIAL ISSUES



The 4th Banner touchscreen can look into the various issues surrounding Nelson's relationship to the Slave Trade and why no women were allowed at his funeral.



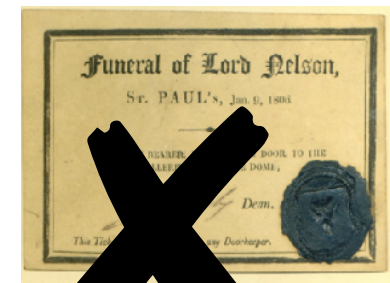
Emma,  
Lady  
Hamilton



Frances  
Herbert  
Woolward  
Spouse



Horatia  
Nelson  
Daughter





*Greenwich Pensioners celebrating Trafalgar day in 1835 - John Burnett  
Wellington Collection - Apsley House.*

The above painting includes several other Greenwich pensioners present at Trafalgar, in the company of Tom Allen. John Stacey was onboard VICTORY, and William Welch was VICTORY's Captain of the Main Top. John Simmonds from Kingston Jamaica was also present on HMS Conqueror at Trafalgar. He was at Greenwich between 1816 and 1826 due to ill health and fever caught when serving in the West Indies.

## STORY & CHARACTERS

The story of Nelson is interwoven with that of Greenwich and in this portrayal it is told by those that knew him and fought with him; his former shipmates, now the famous Greenwich Pensioners, celebrating Trafalgar Day in 1835.

We hear from them and the famous Admirals and Captains, plus the ordinary able seamen that Nelson held with such well earned respect.

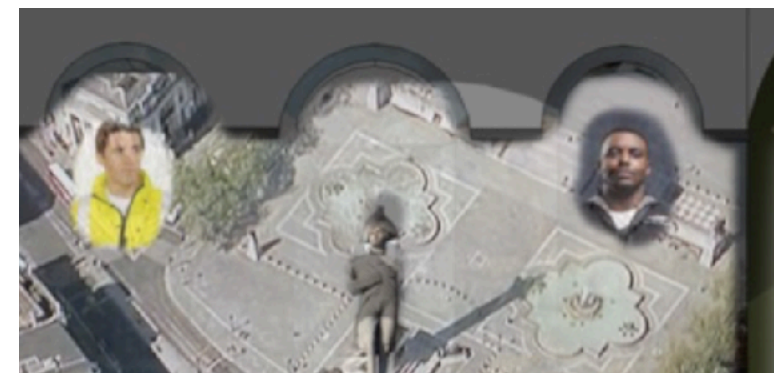
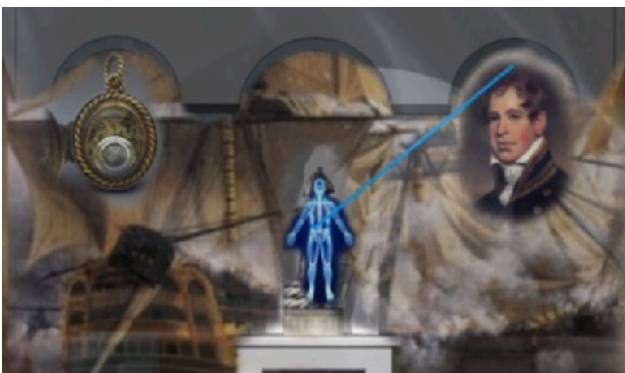
These voices reinforce the history of the Battle, Calm and Chaos that surrounded the last days of Britain's most famous Admiral.

This gives us voices to introduce the story of Nelson, his death, his return to Greenwich and his time here before the amazing scenes of his laying in state and funeral.

Our characters are shown on the central tableau either side of Nelson and help explain the four chapters of the story in a human voice.

Nelson also features as he looks on at his journey and subsequent adulation.

We end with the modern voices of a serving Naval Officer and even the street sweeper in Trafalgar Square.







Even just putting these two images facing each here is a chilling portent of what was yet to come !



Villeneuve



Nelson



Beatty



Rome



Colingwood



Pollard



# Chapter 2



Nelson



Lapontiere



Sykes



Pollard



Beatty





# Chapter 3



Hood



Simonds



Pensioner



Pensioners



Scott



Tar



# Chapter 4



Villeneuve



Locker



West



Sailor



Cleaner



Statue



# SCRIPT EXAMPLES

GP = Greenwich Pensioner

## ***Jack Tar - Pre- Trafalgar GP - awaiting Nelson's body at the Watergate***

' Nelsons Tactics...?' My mate Jack Crawford, right? Fought at Camperdown right..? October 11th,1797.

He says they were 'Admiral Duncans Tactics' what His Lordship ...er...borrowed.

Course Nelson wern't at Camperdown was 'e? He missed it didn't 'eee.

See e was heeere, October 1797, I sees him.

Staying with Mr Locker....on account of losing that arm at Santa Cruz de Tenerife (battle of) - must of 'urt.

Recuperating he was, that's right, oh.....and getting painted by that oddfellow, Mr Abbott.

I 'elped carry 'is Easil'

## ***Rome & Pollard - having just layed Nelson's coffin on the Trestles in the N Room***

R - ' God, John, His Lordship was heavier than I had 'im figured for...small fella like that, what is he 5'4"?'

P - 'True enough that. Rev Scott says he's in a coffin, in a coffin in another coffin...! 3!! They afraid he's gonna get out or something?!

R - 'Still, done now eh John? God Bless 'im'

P - Happy Christmas Rome

R - Happy Christmas John'

## ***Hood to Secretary of State***

' Do you know he (Nelson) once remarked upon me "...he is the best officer, take him altogether, that England has to boast of..." and now, that I should lose order at his Lying in State, where should I be?

What should he think of me then, eh??? ? GET ME THOSE DRAGOONS, I will NOT lose order'

## ***GPs on the Hill - Trafalagar Day 1835 - End link?***

Simmonds - ' 30 years on eh?? Where have the days gone eh? It's time they did something to mark it - something for him, His Lorship, and for ALL he did. Him and the boys we left there, you know?

Not like St Pauls...you can't get in St Pauls. I mean something BIG, something you can't miss plum in the city or something.....'

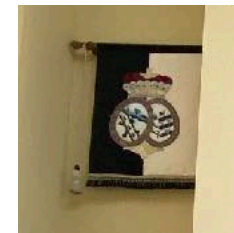
## BANNERS TECH SPEC



The Banner Units are like a light box but contain interactive highlighting, route tracing and video playback. The front skin is a fabric that looks like it has been in the room 'forever' but that in fact hides the tech employed to tell the story.

The units also contain the surround sound speakers to keep sound delivery low and direct.

The units are floor supported to minimise impact of fixings and to make cabling between them as unobtrusive as possible.



Design to echo existing drop banners in Nelson Room





## CREATING IMMERSIVE ENVIRONMENT

**HALO LIGHTING** - To highlight each Chapter the sides of the units will have a line of LED lights that will wash the main walls creating a Halo Effect to emphasise the Chapter being told. All four Chapters light up in sequence.

**HIGHLIGHTING** - Areas of the banners can be sequentially lit from behind by LEDs.

**TRACING** - Routes and items can be 'chased' by using sequences of animated LEDs that illuminate and animate.

**VIDEO** - Areas of the banner will be cut away with the 'missing' section reproduced on the Video Screen so that the banner appears complete until the video 'comes alive'.

**AUDIO** - The Chapter Banners also contain groups of speakers that give the room full 5.1 Quad Sound.

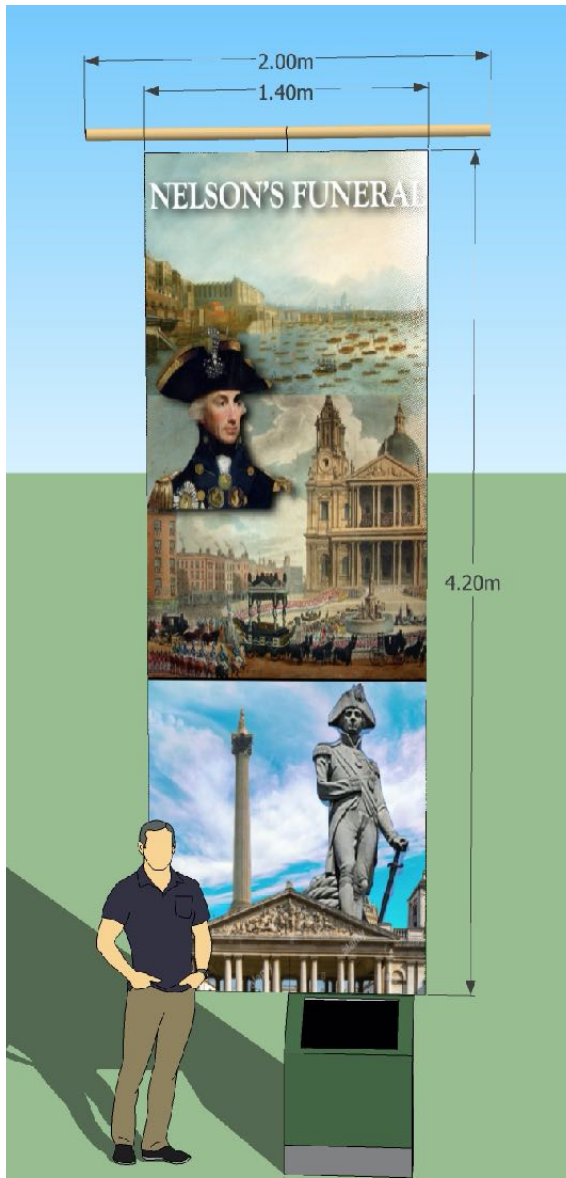
**SPEAKERS** - Being contained within the Chapter banner frames means NO ugly speakers in the room.

**SOUND BLEED** - The incorporation of the speakers in the frames at just above head height means that sound is directed closer to the audience rather than needing to fill the room which reduces volume and overall spill considerably.

**BASS BINS** - We have room in the base Touch Screen units to house bass speakers to give a rounded sound.

**EVENT LIGHTING** - One clever Bonus of the Chapter Banners is the mock pole that appears to support the banners. These will be 48mm lighting poles and therefore future event organisers can use the poles for mounting lights without needing stands or fixing to the building. The recess behind the Units also means that un-sightly event cabling can be hidden away from guests.

**BLINDS** - The depth of the Chapter units also allows for a thin curtain rail to be placed between the two pairs. This would facilitate electrically controlled blind material to be drawn over the two main vertical windows to reduce the overall light levels.



# STORY TELLING TECHNIQUES

## EMOTIONAL - ENGAGING - MEMORABLE

There are many ways of telling this story and we hope to employ many of these to appeal to a wide new audience.

- **TITLE** - What the 'attraction' is called can help popularise its appeal to wider audiences.
- **PRESENCE** - The Nelson Room should be able to articulate it's importance at all times.
- **SOUNDSCAPE** - Walk-in status gives audio atmosphere.
- **AUDIO NARRATIVE** - Voices, sound effects and music takes the audience on Nelson's incredible journey.
- **PERSPECTIVES** - Finding different ways of approaching the story can articulate different viewpoints.
- **POPULAR VOICE/S** - Choosing a famous name to deliver audio/visual can add value to its appeal.
- **STATIC GRAPHICS** - The core of the Story is represented by impressive new artworks.
- **DYNAMIC GRAPHICS** - Graphics augmented by revealing highlighted areas, tracing paths and video animation
- **PROJECTION MAPPING** - Video projection brings the room to life in dramatic fashion
- **ATMOSPHERICS** - Haze and scents can be used to create drama and the smells of 'battle and brandy'.
- **BRILLE & TOUCH\*** - Key sections of the story can be represented for touch with Braille and bass relief.
- **LANGUAGES** - Being able to access different languages for audiences is appealing to individuals and groups.
- **DEEPER LEARNING** - Subsidiary information can be portrayed through additional screens.
- **QR APP** - The core story, deeper learning and detailed elements can be on a smart phone platform.
- **AUGMENTED REALITY** - AR elements can be activated through a smart phone platform and link to other site apps.
- **SCRATCH CARDS** - Surprisingly popular the story of key characters can be traced by revealing their story on cards.
- **QUIZES\*** - Simple touchscreen quizzes can be set for adult / child responses to story content.
- **3D GLASSES\*** - Possible but not considered practical for this flow and delivery.
- **VR GOGGLES\*** - Possible but not considered practical for this flow, audience size and layout.
- **ARTEFACTS** - Items pertinent to the story help bridge the gap in time.
- **HANDLING OBJECTS\*** - Very helpful in direct story telling with individuals, groups and those with learning needs.
- **SOUVENIR BOOK** - Contents of show explained in further depth - can be on website also, secondary spend.
- **VOTING\*** - You can ask audiences what they think after they have seen the 'show', good/bad,
- **CHILDREN** - a happy child = a happy (on-line reviewing) parent or teacher - so let them enjoy colouring in !

\* Covid considerations



## 7 - APPROACH TO PROJECT

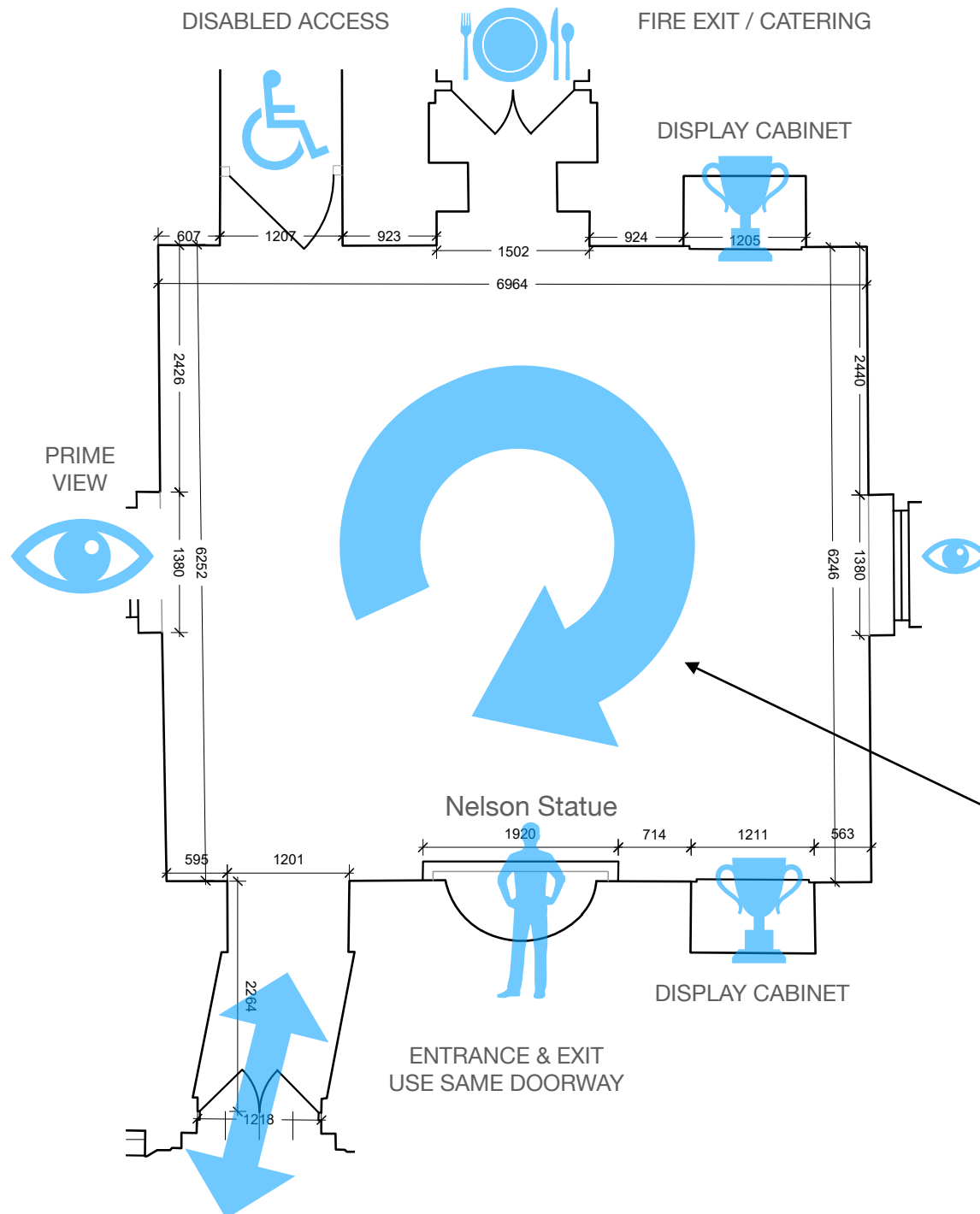
### VENUE FLOW

One of the key first steps in any project is establishing visitor flow and the spaces you have available for connecting with your audience.

Collectively with your team we need to explore how best to deliver each part of the story.

Most elements will always be on display but if we intend to deliver an Immersive Experience then this needs to be a timed event and work across the different peaks and troughs of the working day and seasons plus groups, guides and special events.

THERE ISN'T ROOM OR NEED TO SET UP A FIXED FLOW BUT GENERALLY PEOPLE FLOW IN A CLOCKWISE ROTATION AS WE READ LEFT TO RIGHT



## IMMERSIVE ENVIRONMENT



**PROJECTION** - The most dramatic and spectacular way of changing a room is to employ immersive projection mapping. That is imagery that uses the shape and detail of the walls to enhance and become part of the overall projected imagery.

We are suggesting some light reduction in terms of the two large windows which when combined with the film due to be added to the cupola should provide a suitable light level.

We intend compensating this with powerful projectors to combat ambient light and the darker walls.

**CLEAN WALLS** - Obviously projection leave no trace when it is switched off.

**CORPERATE** - The projection set up can be used for events and private hire.

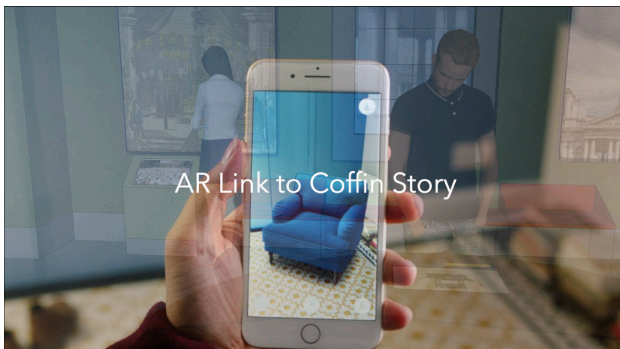
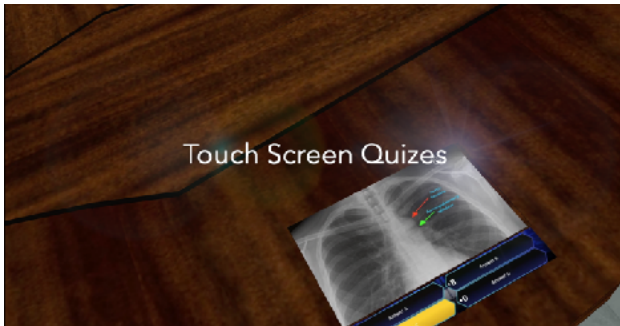
**BATTLE** - A brief moment of Battle would be very atmospheric.

**LIGHTING** - The Chapter units can contain safe but effective strobe heads to give blasts of gunfire.

**'SMOKE'** - If allowed a brief moment of hazer would help create the smoke of battle - positioned on the back wall above the projectors on either side. Modern Hazer fluid is water based and environmentally friendly.

**SMELL** - The aromas of gun powder and brandy would add greatly to the atmosphere. These can be dispersed by electronic atomisers in the same way air fresheners are automatically squirted in toilets. Be a nice change to have Brandy instead of Lavender !





## CENTRAL DISPLAY

**CENTRAL FOCUS** - The room was where Nelson was placed and it is logical that he would have been placed centrally out of respect and the need to prepare him for the laying in state.

**ROUND** - Our thoughts on creating a round plinth or table is two fold. Firstly it provides extra space for the inclusion of touchscreen quiz units and secondly that it provided a wonderful and impactful focus for events and private dining.

**COFFIN** - In subtle form the resting 'shape' of Nelson's coffin could be simply marked by a wooden inlay, brass insert or a different coloured finish.

**AR** - The Coffin could be created as an Augmented Reality 3D item via smartphones and Guides Ipads.

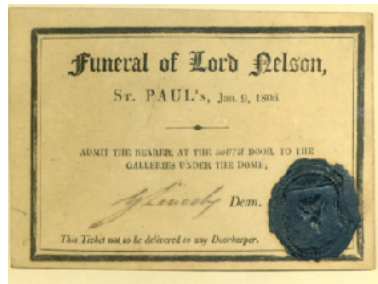
**TOUCH POINT** - Touching is not currently top of the list but people instinctively want to get closer to events and people and so being able to touch the table and the outline of the coffin will be a very 'real' experience.

**POWER** - With the restoration work due on the floor it would be an opportune time to incorporate an electrical feed to near the centre of the room for events and catering plus the new Centre Piece. However the table with the inlayed Coffin line is not dependent on this.

**MOVE IT** - the Centre Piece will be in two sections, top and base. Both are round and could be rolled away when necessary as easily as you would a normal catering table.

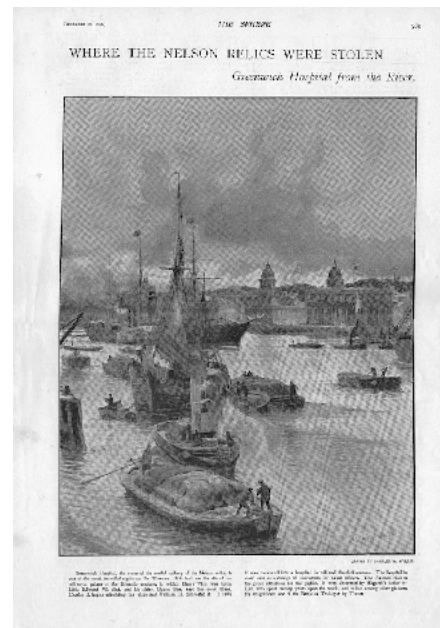
**MAKING WAVES** - If the Centre Piece is allowed a power feed then it will make a very useful position from which the room can be washed with Wave Effect lighting during the key sections of the story.

# ARTEFACTS



The artefacts displays can be augmented with QR code links to a smartphone App that can explain more detail and translate into different languages.

It would be interesting to highlight the thefts of Nelson items from the Painted Hall in 1900 as the escape may have been via the Nelson Room window !



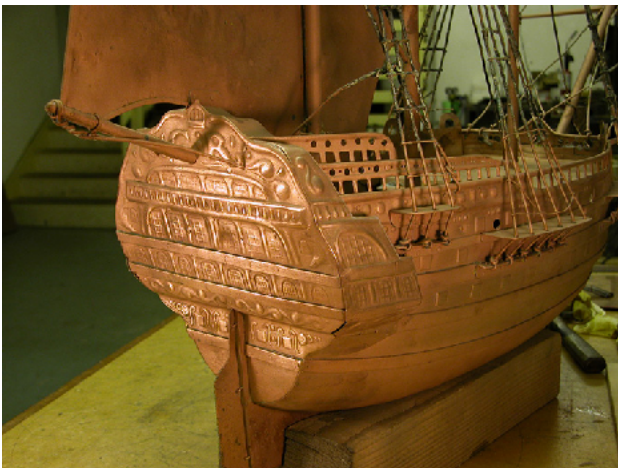


# PLAQUE



The plaque at the base of the existing statue will make for a very engaging tactile feature.

We have the great pleasure of knowing a suitable sculpting and foundry company in Cornwall if you would like to explore it further.



# SCRATCH CARDS



## SCRATCHCARD TRAIL

Who will you be? Take a card and follow in the footsteps of Albert, Rose, Mary or Tom's Flu story.  
Will you survive or die?

Will you survive Spanish Flu?

SPANISH FLU EXHIBITION

**MARY**  
MOTHER  
Aged 23, from Toronto, Canada

Will you survive Spanish Flu?

SPANISH FLU EXHIBITION

**TOM**  
CHILD  
Aged 7, from Glasgow, Scotland

Find a number and scratch off that stage of your story.

1 WILL YOU SURVIVE? SCRATCH NOW

2 WILL YOU SURVIVE? SCRATCH NOW

3 WILL YOU SURVIVE? SCRATCH NOW

4 WILL YOU SURVIVE? SCRATCH NOW

5 WILL YOU SURVIVE? SCRATCH NOW

6 WILL YOU SURVIVE? SCRATCH NOW

Will you survive Spanish Flu?

SPANISH FLU EXHIBITION

**ROSE**  
NURSE  
Aged 23, from London, England

Will you survive Spanish Flu?

SPANISH FLU EXHIBITION

**ALBERT**  
SOLDIER  
Aged 17, from Cardiff, Wales

These are fictional characters based on true life accounts of the 1918 pandemic

These proved an unexpected hit at the Spanish Flu Exhibition. They were very simple but engaging and gave voice to accurate examples of Flu victims and their chances of survival or death.

### Scratch for your story...

- 1 You join the Army with your friends and head to the Western Front.
- 2 You learn how to fire a rifle.
- 3 You pretend to be sick to get out of marching.
- 4 You have a high temperature and fever.
- 5 Your fingers and lips are turning blue.
- 6 You die of pneumonia and are buried in the hospital camp cemetery.

[www.florence-nightingale.co.uk](http://www.florence-nightingale.co.uk)

### Scratch for your story...

- 1 Your soldier father is conscripted and leaves home for the Western Front.
- 2 Everyone is wearing masks in the streets and shops.
- 3 You are made to take quinine and creosote to keep away the flu.
- 4 You feel very hot, sweaty, and tired.
- 5 You are really hungry but are only given milk and told to stay in bed.
- 6 You feel better and go to celebrate the Armistice with the other children.

[www.florence-nightingale.co.uk](http://www.florence-nightingale.co.uk)



## SCRATCH CARD 'INVITATIONS'



These scratch cards could illustrate some of the different people in the story from Admirals and Pensioners to a carpenter building the coffin. They also proved to be handy souvenirs of the visit to the Flu Exhibition.

Admiral Villeneuve  
Admiral Collingwood  
Tom Allen  
Thomas Hardy  
Doctor Beatty  
Viscount Hood  
Benjamin West  
... amongst others.





## PRIVATE HIRE

The Nelson Room with the restoration work together with the new banners and displays will make for a very unique venue.







## RESEARCH

It has been a very unexpected pleasure to delve into researching more about this subject. Especially considering the coincidence of it being Christmas and being in another Lockdown !

We have known our research Elves Stephen and James since designing a temporary attraction in Cardiff Bay for Cardiff Council, World of Boats, launched 2011.

We wanted to get a better picture of the Timeline from Trafalgar to Funeral and see how the Nelson Room fits into this story.

***It rapidly became obvious that the time Nelson's body spent in this room is about the only brief time his body had to rest in between the rage of battle and the frenetic adulation that surrounded the lying in state and funeral.***

We have included the Timeline Document as a separate attachment and look forward to learning more through the process of working with the appointed expert and others at the ORNC.

Lorne, myself and Stuart also found out more than we could even hope to depict in one small exhibition, which suggested the use of so many other ways of presenting this story both in the exhibition room and on-line and perhaps even a souvenir publication for sale at the ORNC ?

There are so many fascinating facts around this story and we had to continually remind ourselves to FOCUS ON GREENWICH !



## RESEARCHERS FOR PITCH

See separate Timeline document



**STEPHEN WALTERS**



**JAMES WALTERS**



**LORNE MARTIN**

Below - World of Boats, Cardiff Bay - curated by Stephen Walters - Designed and Created by UnusualExpo    Onedin Line by Lorne Martin



His work on the BOUNTY project, initially with David Lean, and eventually with Roger Donaldson, was critically acclaimed for its attention to period detail. He has continued to consult on maritime productions.



Marine investigator and chartered shipbroker, with 25 years of experience in the modern shipping industry. His core subjects of expertise focus on the Napoleonic war period, particularly Nelson and the rise of the Royal Navy.



Ran BBC Enterprises Exhibition dept. with major hit exhibitions that pioneered media based events. He has a passion for all things maritime. He is also our Disability consultant in seeing if his wheelchair can get around all of our installations.





## OTHER NATIONAL ICONS

Our experience in designing, creating and delivering projects has found us enjoying the process of bringing some of our other national icons to new audiences, whether real, mythical or just helping us to present the subjects.

**Robin Hood** - Nottingham Castle for the BBC with **Keith Allen, Lucy Griffiths**

**Florence Nightingale 200** - Florence Nightingale Museum London

**Doctor Who** - UK Museums and Science Centre tour with **David Tennant**

**King Arthur** - Land's End with **Brian Blessed**

**Shrek** - Dreamworks Lights St. George's Hall Liverpool

**World of Boats** - Cardiff Bay with **Dick Strawbridge**

**Dragon's Quest** with **Harry Hotspur** - Alnwick Castle

**Llywelyn Bren** - Wales' forgotten hero, Cardiff Castle Black Tower Tales

**Spanish Flu 100 years on** - Florence Nightingale Museum

**The Vyne's Tolkien Ring** - NT The Vyne Basingstoke

**BBC Coast** - Cornwall and Isle of Wight with **Dick Strawbridge**

**Alice in Wonderland** - Southwark Park, Ripon & Cardiff

# PRODUCTION PROGRAMME



We have all discovered in the last 12 months that planning anything can be somewhat fruitless but we're glad to say that the projects we did have up and running when Lockdown was first announced have continued in some shape or form as we, venues and clients all adapted to new ways of working, transporting, installing and distancing.

So therefore we offer our best guess at a way of creating and delivering this project on the assumption that we will be able to access the site with due warning and prep, be able to undertake a lot of the meetings by Zoom (or similar) and that we can transport and install in a reasonable timescale.

Most of our usual suppliers have also kept working and are now used to the extra considerations necessary in a Covid world. Most are also around the M25 with easy access to Greenwich.

*All subject to Government Covid guidelines & room restoration work programme.*



- |                           |   |
|---------------------------|---|
| February - March - April  | • Research & Design running concurrently      |
| May                       | • Design Approvals                            |
| June - July               | • Creation & Build                            |
| July - August - September | • Software Production                         |
| August                    | • First Fix for elec / AV                     |
| September                 | • Second Fix for structures                   |
| October                   | • Final Fix all elements                      |
| November                  | • Commissioning & Staff Training              |
| November                  | • Snagging                                    |
| December                  | • Final checks and maybe a team celebration ? |



# PROJECT REFERENCES

Contact details not published here but available on request for data protection.



As Director of New Business at Golden Tours, we worked with Martin Wilkie from Unusual Design on a number of projects, the largest being a Chinese lantern display in London, Yorkshire and Cardiff. The team designed 130 giant lanterns, supervised the build, transported and installed the whole display with great success. They are hardworking and reliable and I could not recommend them enough. I have met a number of their past clients and Unusual go the extra mile for everyone they work for.

Marcus van der Gaag



To Whom It May Concern:

I first met with Martin Wilkie and Stuart Wescombe, when I was the Special Events Sales Manager at Earls Court Exhibition Centre. They had come to us looking for a suitable venue to host the BBC's Doctor Who Exhibition.

We were immediately impressed with their knowledge of the project and how they would make it work. They certainly knew what was needed in order to install the exhibition in the easiest most efficient way.

I have to say that they were a delight to work with, efficient enthusiastic and very reliable and working well with our internal teams.

I would have no hesitation in recommending them for any project they set their minds to.

Kind regards

Suzie Pollock





We have partnered with Martin and the Unusual team to deliver some truly memorable and impactful experiences for clients around the world for over 30 years. They are truly creative collaborators who blend imagination and practicality to produce, time after time, wonderfully designed and beautifully implemented environments and events. For a blue chip client base (including Hilton, Unilever, AMEX, American Airlines, EA Sports, The National Grid, Estrella, Gatwick Airport amongst others) and in locations that extend from Vancouver to Olympia, Bristol Airport to Dubai, Warwick Castle to Durban, SA. Always to specification, to time and on budget.

This deep experience is matched with an enduring passion to explore and develop new and innovative solutions that make the most of contemporary techniques and materials too. And so we were especially delighted to partner with Unusual to support our client Easyjet's exhibition stand that was recognised as the best sustainability initiative in 2020 by C&IT magazine for its highly sustainable as well as outstanding design.

Tony Evans Founder EGi Live



As Head of Licensing at BBC Worldwide and as UK Licensing Director at DreamWorks Animation, I have worked with the team at Unusual Expo for many years on a wide range of successful projects. Unusual Expo's imagination, flair for design, attention to detail, commercial skill and reliability make them an outstanding partner for live event projects of any size. and we have been consistently delighted with their work on such diverse projects as many Doctor Who exhibitions and attractions, a major DreamWorks Christmas character light show, theme park and stately home attractions, trade show stands and brand launch events.

Richard Hollis





Dear Claire,

Martin and his team brought the highly popular BBC Doctor Who exhibition to the Museum of Science and Industry in Manchester when I was the CEO.

They were a pleasure to deal with throughout the relationship, from initial planning to installation they showed great understanding of our gallery spaces and people movement. This expertise delivered the essential magic of making the exhibition truly engaging and very easy to promote to our existing and new audiences.

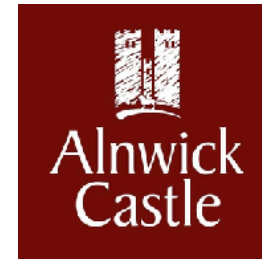
They were highly professional whilst retaining the ability to enjoy the process no matter what they had to adapt to whilst working at our site. They worked well with all members of our museum team, meeting our demanding timelines, budget constraints and commercial requirements.

I am sure they will bring imagination to your project that will enhance the interpretation of this historic moment of national importance in an engaging and pertinent way.

I wish you every success.

Yours

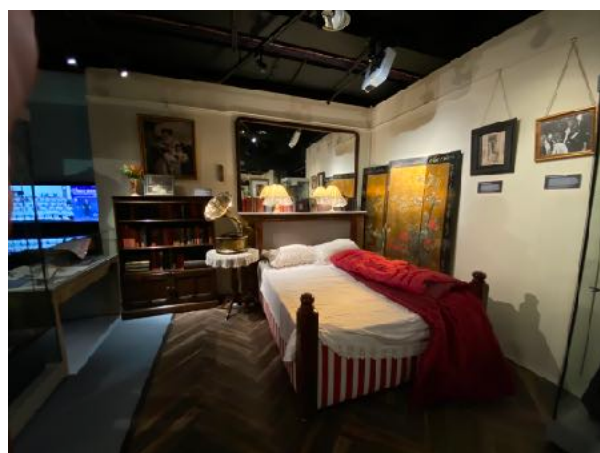
Tony Hill  
(Former CEO MOSI)



We approached Martin's company with the task of upgrading our Dragon Quest attraction. They were able to introduce spectacular theming designs with state of the art technology in video projection, lighting and sound. The immersive experience is very popular with visitors, especially young families. The journey of working with them through to install was incredibly exciting as designs came to fruition. The creativity within the team makes working with Unusual Expo incredibly fun and their professionalism engaging.

Thanks,  
James Boyd  
Attractions Manager  
Alnwick Castle





Reference: Unusual Expo – Martin Wilkie

I am delighted to act as a referee for Martin Wilkie who I have worked with on a number of projects since 2008, when we first met whilst I was General Manager of Nottingham Castle (Nottingham City Council) – Martin and his team producing “Robin Hood Up Close” with BBC Worldwide– the Castle’s most successful exhibition ever.

Our relationship continued when I moved on to work for The National Trust and then the SS Robin Trust as I recognise and value the combination of creativity and practicality that Martin and his team provide. The content we have produced has been consistently well received by the public across differing user-groups and diverse audiences, and admired by those within the industry too. Partner organisations and stakeholders ranging from the Tolkein Society to Guy’s & St Thomas’ NHS Foundation Trust have always been pleased with results and commended our approach, with much credit given to Martin and his team’s empathy of situations and content.

It could be said that the highlight of our working relationship was the Florence Nightingale Museum’s “Spanish Flu – Nursing In the World’s Deadliest Pandemic” exhibition which secured the 2019 Museum & Heritage Show’s ‘Best Temporary Exhibition Award’, but I would also cite as a highlight the nature of our relationship which is based upon co-creation, respect of each-others challenges and opportunities, and strong budgetary awareness, attributes which have all provided the solid basis of our now longstanding relationship. It would also be fair to note Unusual Expo’s contribution to our ‘Best Retail’ award in the same year, with our shop makeover helping to deliver an impactful start and finish to the museum’s visitor experience, whilst seeing the image we created projected onto Parliament on Nightingale’s Bicentenary/International Nurses Day, which was a unique opportunity entrusted to us, created many special memories and great pride.

As a former Visitor Services Manager of the Old Royal Naval College myself (2000 – 2002) I would be delighted to see what Martin and his team can produce at what I appreciate is a very special venue.

Should you require any further information please do not hesitate to contact me at any time.

Kind regards,

David Green

Director – Florence Nightingale Museum



# STOP PRESS RESEARCH

Just been forwarded by James with some interesting Stats and reports

Following interesting discoveries from Susan Amos book.

1. 23Nov 1805. admiralty commission the building of a new 1st rate ship of the line to be named HMS Nelson. To be built at Woolwich dockyard, she was not delivered until 1814. She was broken up in 1928, after having been used as a training ship since 1867.

12 November notice published that Nelson will receive a two day state funeral. The funeral of Sir Cloudsley Shovel and the Earl of Sandwich were used as the basis for the route.

16 Nov first recorded raising of the toast to the immortal memory of Nelson at the Dukes Head Inn in Kings Lynn.

5 December declared as a national day of thanksgiving. Celebrated at churches throughout the UK. £64,000 was raised for the Lloyd's patriotic fund in this one day.

24 Dec there were between 6-8 Victory seamen sent to carry Nelson's body on the Chatham plus Rev Scott.

27 Dec interesting letter from Jn brown of the Victory to a Liverpool pub owner. States that 300 of Victory's crew were being picked to attend the funeral. They were being given new uniform outfits arm bands and a gold trafilgar medallion. He also mentions all the signatories visiting the ship to see all the shot holes.

4 JAN details published by the college of arms about eligibility and how to apply for tickets. Also announcement of public access to the painted hall to view the account.

Gentleman's magazine reports the size of the crowds. It states 20,000 visitors on first day and 60,000 disappointed. Duncan suggests 20,000 go away disappointed.

Joseph Wideby from woolwich dockyard suggests 30,000 over the whole period viewed the casket.

6 JAN Lord Hood writes to the Home secretary requesting cavalry to line the street from Deptford all the way to the Hospital due to the crowds. 30,000 per day are his figures.

7 JAN 46 Victory crew and 14 marines paid off from Victory sail up the river in the merchant brig Elizabeth & Mary to attend the procession.

8 JAN during the procession by boat, there was a storm. One boat sank and some ladies were nearly blown off the rooftops. Further talk of huge crowds and traffic jams. See attached press report.

# THANKS

We must thank your team for considering us for this project. We are very proud to be able to pitch our proposal to you, it's a fabulous story that we were completely unaware of.

It is clear from the brief that this story and the room itself have been rather overlooked in comparison to the majesty and role of the Painted Hall in Nelson's last days.

We hope that we can help you to give the Nelson Room the recognition it deserves. And in a manner befitting of the man, the moment in history 215 years ago and the true sense of place it is crying out for. Plus some fun for the kids.

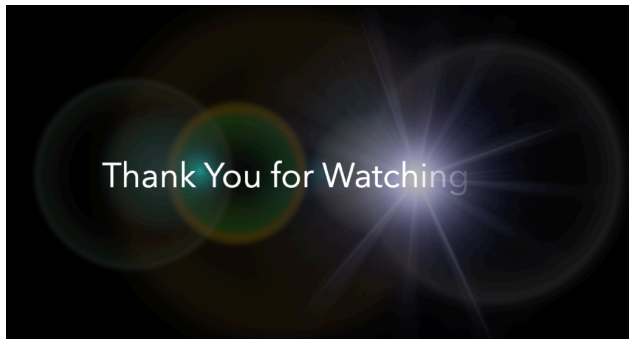
Expanding on this part of Nelson's journey from gunshot to grave will bring an added dimension to anyone's visit to the ORNC. Plus it will help bolster the connections between Nelson, the former Greenwich Hospital and its links to the local community.

Many thanks, we've all enjoyed it !

Martin, Stuart and the rest of the team.

Please also view the fly through video with outline layouts at

[www.https://unusualexpo.com/greenwich/](https://unusualexpo.com/greenwich/)







# COLORING FUN



# NELSON ROOM

A	B	S	H	O	N	H	P	I	C	K	L	E	C
P	C	R	T	A	P	A	V	O	O	B	B	I	O
M	R	S	A	A	W	E	P	I	F	U	O	L	F
C	E	L	N	N	T	K	N	O	C	B	D	E	F
O	W	A	E	I	D	U	S	S	L	T	Y	A	I
L	G	V	L	N	W	Y	E	M	I	E	O	D	N
L	R	E	S	U	S	J	T	X	O	O	O	R	K
I	E	R	O	T	H	A	M	E	S	O	N	N	Y
N	E	Y	N	P	I	G	E	O	N	M	R	E	H
G	N	F	T	R	A	F	A	L	G	A	R	C	R
W	W	L	B	N	W	O	M	E	N	L	D	H	D
O	I	A	U	H	G	I	B	R	A	L	T	A	R
O	C	G	R	I	N	V	A	S	I	O	N	O	S
D	H	G	P	F	U	N	E	R	A	L	L	S	F

NELSON  
 HAWKSMOOR  
 GREENWICH  
 PENSIONER  
 BRANDY  
 GIBRALTAR  
 VICTORY  
 COLLINGWOOD  
 TRAFALGAR  
 COFFIN  
 PIGEON  
 STATUE  
 SLAVERY  
 WOMEN  
 FUNERAL

EXAMPLE OF FAMILY ENGAGEMENT

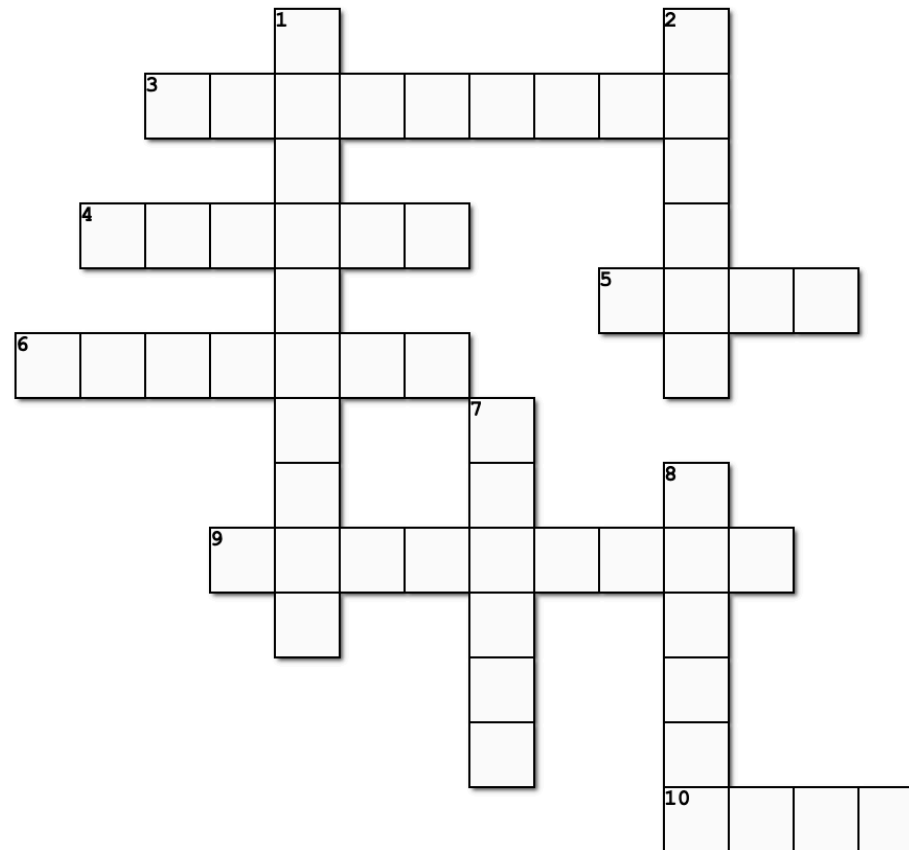
Answers on a postcard to . . . .



Name: \_\_\_\_\_

## NELSON ROOM

Complete the crossword puzzle below



Created using the Crossword Maker on TheTeachersCorner.net

### **Across**

- 3. HOSPITAL
- 4. ADMIRAL
- 5. LEGACY
- 6. SHIP
- 9. BATTLE
- 10. COFFIN

### **Down**

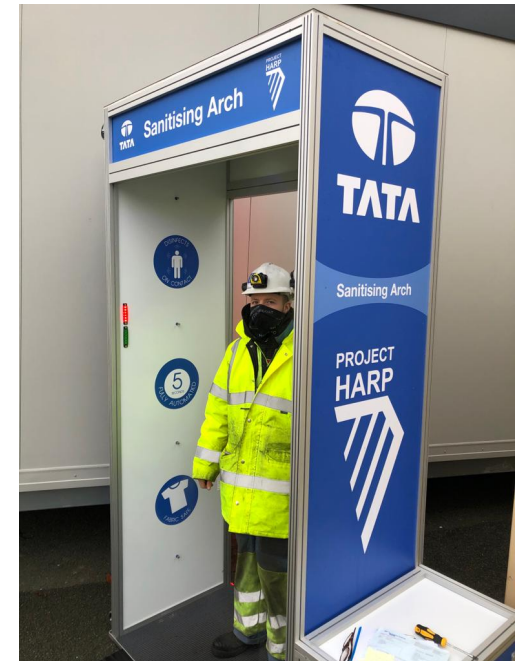
- 1. OLD CREW
- 2. RIVER
- 7. PRESERVATIVE
- 8. CONTAINER


## MEANWHILE . . DURING LOCKDOWN 1

And last but not least . . . in June 2020, as Covid began to bite we teamed up with several of our regular suppliers to design and produce a simple but effective, anti-covid walk-through sanitising arch.

Hands, Face, Space, we thought : “What about all the bits in between ?”

It has been very well recieved within the attractions and care home sectors.






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### SaniArch

Already tested with over 22,800 users and counting. The SaniArch test programme is available for your Care Home or place of work. We are currently offering our SaniArch units out for industry testing in and around the South East.

 22,800

OVER 22,800 SUCCESSFUL MIST APPLICATIONS TO DATE

Contact us today to organise your FREE TRIAL and see first hand how adding an extra layer of defence can help your Staff and Visitors.



**Watch the ITV News item – Archways to spray sanitising mist on visitors and staff trialed at Maidstone care home.**

Pictures % [saniarch.co.uk](http://saniarch.co.uk)