

Blueprint Packs

A new model for international touring

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Science Museum Group

22 September 2015



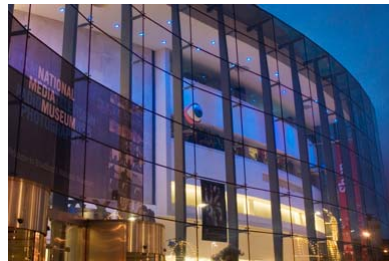
Museum of Science and Industry



National Railway Museum



Science Museum



National Media Museum





Collider



Nature, Camera, Action!



Only In England



Science and Splendour

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Contemporary Science Exhibitions and thinking differently about touring

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Barriers

- For the venue
 - Costs
 - Size
 - Availability
 - Accuracy of contemporary science content
 - Quality
- For the museum
 - Staff resource
 - Cost
 - Availability
 - Reputation
 - Accuracy of contemporary science content
 - Wear and tear/Quality

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3D: Printing the Future in London

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Blueprint Pack test case

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The Blueprint Pack

- Object labels
- Text panels
- 3D Designs
- Graphic identity
- Videos
- Press images
- Marketing material
- Object list
- Printable object files
- Contacts for sourcing objects
- Learning outcomes
- Event suggestions

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3D: Printing the Future in Manchester

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Benefits to host venues

- No shipping costs
- No insurance
- No environmental constraints
- No waiting for availability
- All the research and content development has been done
- Adaptable to local stories
- Scalable
- Two institutions working together
 - Science museum content and brand with venue expertise and local stories

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Benefits to the Science Museum Group

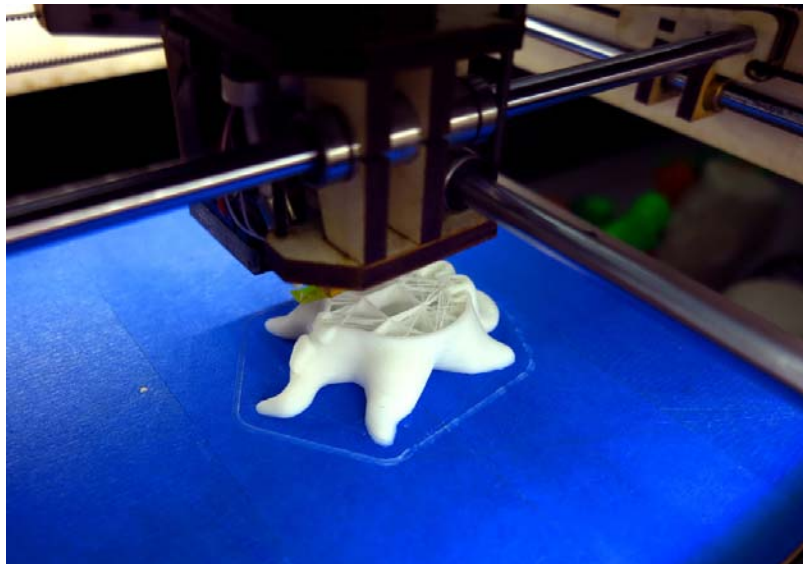
- Strategically
 - New partnerships
 - Reaching new audience
 - Brand reach
 - Sponsorship opportunities
 - Income
- Practically
 - Ability to deliver the exhibition anywhere at any time and ensure it is up to date
 - ‘light touch’ delivery-no logistics
 - No constraints leading to declining a venue-size, environment, political situation

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The practicalities

- Staff time to assist the venues varies greatly according to the venues staff skill set
- Pricing for an international market
 - 10% of asset value as a fee for the pack
 - License fee per month
- Contracts
 - Based on IP license
 - Controllable via monthly license fee
 - Version for just the venue
 - Version for the venue to tour

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Expanding the Blueprint Pack programme

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Cravings



Painless



Big Data

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Sciencemuseum.org.uk/touringexhibitions

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**National
Media
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