



EXHIBITION PLUS



## The core team 2021

### **Mark Magidson BA(Hons), FRSA - Creative Director**

Mark has more than 30 years of experience as a senior exhibition designer working with or leading teams that are leaders in their field: from the [Ontario Science Centre](#) in Toronto and the [Natural History Museum](#) in London, to the [Children's Museum in Cairo](#). Mark has designed and delivered large scale exhibitions such as the HLF-funded [From the Beginning gallery](#) in the Earth Galleries of the Natural History Museum. Mark has a reputation for design and technical innovations which have resulted in a wide range of accolades and [awards](#) and led to him receiving a £150,000 SMART award from the DTI to develop [GUIDA a revolutionary new interpretation device](#) based on developments he introduced to the [Tudor House Museum](#) in Southampton. Mark's long list of clients include English Heritage, for whom he has developed interpretation and exhibition installations in demanding monuments and listed buildings including [Carisbrooke](#), [Conisbrough](#), [Kenilworth](#), [Battle](#), [Yarmouth](#) and [Bolsover Castles](#) and major ancient monument sites including at [Avebury](#) and Stonehenge. Regional Museum clients include the [Leeds City Museum](#) and the [Yorkshire Museum](#) and other clients include the [BBC Visitor Experiences](#) at Broadcasting House in London and in Cardiff. Mark has recently completed the interpretation for the [Dale Farm](#), part of the Tatton Estate on behalf of the HLF, Cheshire East Council and the National Trust together with the newly completed project [Fairhaven Lake](#) - all NHLF projects. [His full CV](#)

### **Dr Robert Bloomfield OBE - Environmental interpretation and learning**

Bob Bloomfield is the former Head of Exhibitions at the Natural History Museum in London where his achievements were recognised at the highest level. He brings decades of experience creating innovative responses which consider ALL the challenges of working within a significant listed heritage building. He has many years of experience giving careful consideration to the multiple needs of different types of users (NHM is a centre for science, where experimentation and areas of academic research and contemplation must thrive alongside the facilities which improve the experience of wider leisure, heritage and learning audiences). Bob has been responsible for ensuring the high-level of research, accuracy and integrity to interpretation which successfully engages and informs diverse public audiences expected by a National Museum. Bob's thought leadership in the sensitive use of new-media in interpretation and in the development of multifunctional spaces, including the Natural History Museum's Darwin Centre earned him a NESTA Fellowship for design for communication and among other contributions ultimately led to him being named in the Queen's Birthday Honours list in 2012. Bob has worked as a consultant on a wide range of interpretation projects within the UK and Internationally and is currently working with Exhibition Plus on the Tatton Dale Farm side wide re-interpretation, Field to Fork and Fairhaven Lake..

### **Steve Pollock MSc, FRSB - Interpretation**

Steve Pollock's active involvement of the Hands-on-Science movement whilst heading up the Natural History Museum's visitor and schools education programmes led him to join BBC Continuing Education. Here he provided scientific advice and audience input to programme makers in educational TV and Radio, including Take Nobody's Word For It, an innovative hands-on science series for BBC2.

After commissioning and publishing learning materials for general audiences, schools and teachers, as well as TV output for BBC2's The Learning Zone, Steve went on to become Head of Learning Support and a member of the BBC's Education Board, running national learning, social action and health campaigns such as Computers Don't Bite.

His interest in audiences resulted in him leading the BBC's audience contact function-BBC Information, becoming a board member of the Marketing, Communications and Audience division of the BBC and innovating the online audience contact experience with the launch of iPlayer.

Steve left his last role as Head of Audiences and Marketing at the BBC Trust to co-found a leadership coaching co-operative.

He is an award-winning author of 30 information books, the editor and publisher of a history of BBC Education and was the first person in the BBC to line manage a poet as part of the BBC Windrush anniversary celebrations



## The team - Continued

### **Gordon McKerrow - Audio-Visual Creator, Filmmaker & Dramatist**

Born Birkenhead, Merseyside. Gordon trained at Westminster School of Media and Communication in Upper Regent's Street, London where, as the Royal Polytechnic, the first ever public UK screening of a motion picture film took place in 1896. It is a stone's throw from Broadcasting House.

Gordon went on to work on feature films as assistant director, and on documentaries as director and cameraman. During this time, he began having plays produced by the BBC Radio Drama Dept.

As his career progressed, he also channelled his skills and experience into heritage interpretation, creating audio-visually and experiences for clients such as English Heritage, Natural History Museum, The National Trust and other national and local organisations.

### **Andy Gammon Dip AD: Archaeological evidence and illustration**

Gammon is a researcher, professional artist and illustrator with a diploma in Archaeology who has a forensic mind for historical research and reconstruction. His unique skills being special capabilities to the team, providing detailed integrity to historical reconstructions, working with historians and other academic disciplines and ultimately providing powerful visualisations of the past. Andy can be truly described as 'Renaissance man' in the graphic world, a member of the Association of Illustrators with 25 years of experience as a designer. Together with his experience of historical research and reconstruction he brings huge insight as well as creativity to any graphics and illustration brief. His clients include Lewes Town Council, English Heritage, the US Air Force, the BBC, Sussex Archaeological Society, Greenpeace Communications, the South Bank Centre, the Department of Trade and Industry and the Red House Cone Glass Museum in Dudley. His previous work research, interpreting and illustrating historical religious sites include his work for graphics and new media for St Pancras Priory, Lewes, for Michelham Priory and Rochester Cathedral.

### **Martyn Surridge LSIAD & Dip AD - Interpretation Project Manager**

Martyn is a project and programme manager par excellence having worked in exhibition development for 30 years. He has co-ordinated some of the highest profile projects undertaken by London's Natural History Museum in London as well as other Museum and Heritage projects in the UK and abroad which he has taken projects from initial feasibility studies and concept designs through to final installation and post-opening operations. He has the ability to form and co-ordinate large project teams of specialists and consultants across a wide range of disciplines in order to deliver projects to the highest quality, on time and to budget. He is experienced at establishing effective monitoring, risk assessment and reporting systems to ensure the client is kept informed at all times of potential budgetary or operational risks.