



'From the Beginning'

The Natural History Museum

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- An *Exhibition Plus* project designed by Mark Magidson
- A design and production supervision contract, value £663,000.00
- A HLF funded project



A major permanent exhibition for the Earth Galleries at the Natural History Museum.

This artefact rich exhibition deals with the science and debate of how living things were created and evolved over time. The 1000 square meter exhibition shows alternative ways the world may end and contains numbers of unique and rare specimens from the fossil record, children friendly interactive's, audio visual programs and games. We have had a 24 year long relationship with the museum and are adept at evaluating and designing highly popular interactive exhibitions that are both robust and user friendly.

We have had extensive experience of visitor flow analysis, signage and exhibition design evaluation.



General view of the main gallery with the oldest rock in the world in the foreground. A changing ultra-violet mural running down the gallery on the top left illustrates our commitment to producing reliable innovative exhibits.



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General view of the gallery showing the integration of unique fossils, interactive exhibits and dramatic conservation and effects lighting.



Model designed to be touched by the visitor.



The gallery comparing Earth with other planets in our solar system. We used high quality lenticular graphics on turntables to give information about each planet - this was a world first for the use of this medium.



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THE EXPRESS, FRIDAY, JULY 17, 1998

NATURAL HISTORY MUSEUM, LONDON

Put to the Test
No 1

Where on this Earth can you sit on a dinosaur's lap and gaze at rock from the moon?

THE final phase of the Natural History Museum's £12 million Earth Galleries opened yesterday with four big galleries completing the revamp of the former Geological Museum. The new exhibition areas display a myriad of dazzling specimens with perfect, bite-size explanations and enough interactive gizmos to keep the most impatient visitors in wide-eyed wonder. Together the galleries relate the Earth's development from the Big Bang through to the modern day, along with ideas and questions about the future. The tame earthquake simulator is a bit of a let down, but there's plenty to see besides the Earth Galleries – the popular dinosaurs are simply awe-inspiring and the Myths and Monsters show, which runs until September 13, features moving models of yetis, unicorns and dragons. You can see the world's oldest rock – more than 4 billion years old – wonder at lumps of Mars and the moon, gawp at sparkling diamonds and other gemstones and find out if a large meteorite might wipe out all life on Earth. There's more than enough to take at least a day and the trip is certainly well worth the £6 adult, £3 child admission fee. An absolute must for anyone visiting London.

Natural History Museum,
Cromwell Road, London SW7 5BD
(0171-938 9123); Internet:
<http://www.nhm.ac.uk/>
Open Monday to Saturday,
11am-5.50pm. Ticket price includes
entry to all other galleries,
special exhibitions and events.

KIDS' VERDICT: ★★★★★

MICHAEL LEVENTHAL

