

concept + vision

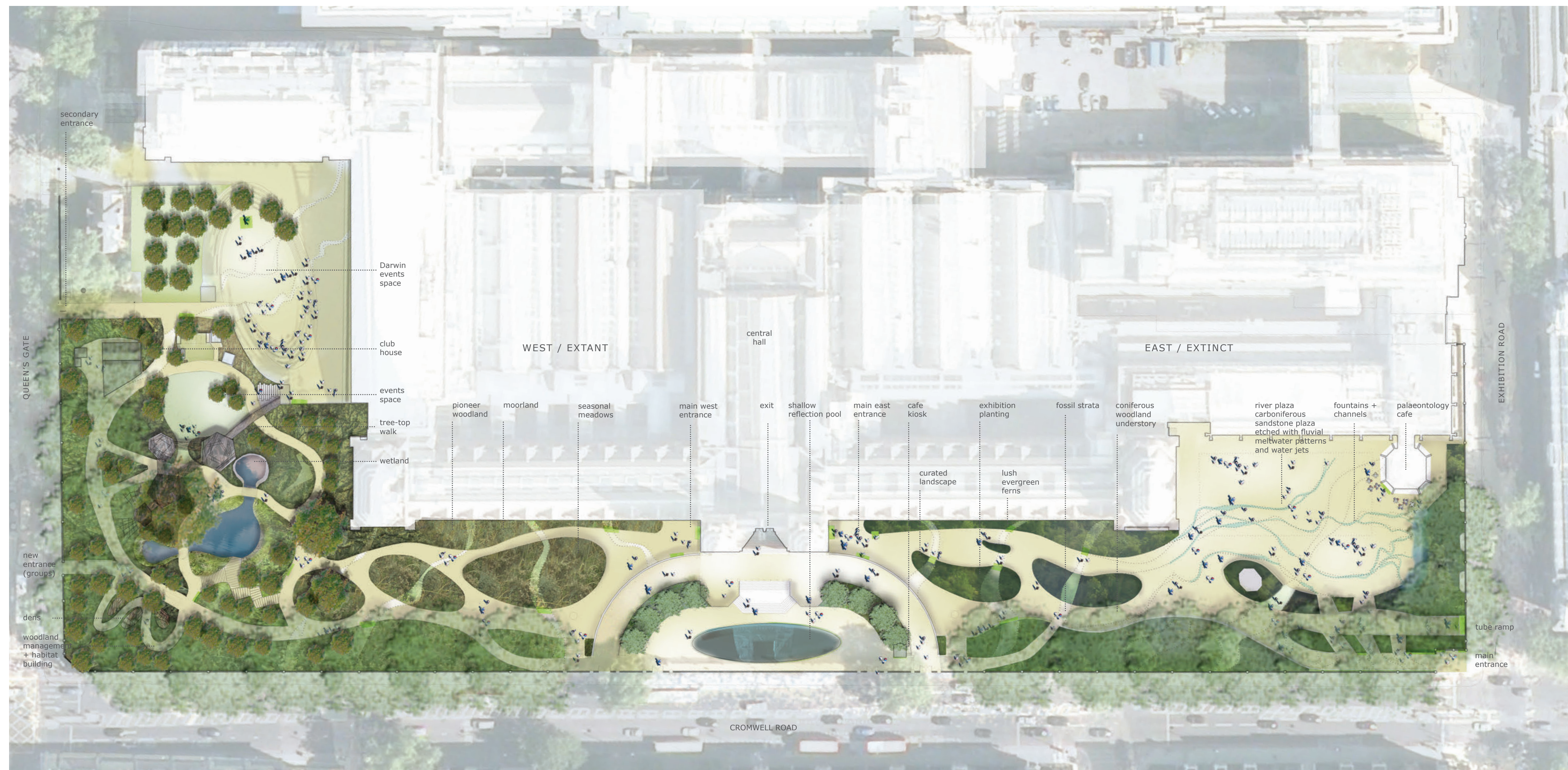
develop public offer + deepen engagement
enhance visitor experience
grow a world-class centre of informal learning
increase + diversify self generated income
strengthen civic presence + international status



- wider context / heritage / sense of place
- place-making
- connectivity
- accessibility

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2



The Wildlife Garden is physically separated from rest of landscape. Current route to wildlife garden is one-way, accessed via museum only

Curved ramps visually and physically divide the front-of-house

No step-free access to the museum at the main entrance

Events area offers poor museum front-of-house

Facade does not read as part of the main museum & does not announce main entrance from Exhibition Road

Museum's presence on Exhibition Road masked by unfamiliar facades and mature trees

Landscape spaces lack coherent structure & do little to convey the museum's vision or collections externally.

These spaces are under used and appear as 'exit only' or back-of-house

Disused space at heart of site

Lacklustre entrance forecourt detracts from museum

Indirect route between underground station and museum entrance

Frustrating barriers to pedestrian flow

Queuing alongside street makes poor entry experience, dominated by traffic noise

Need to bring visitors within grounds to start visitor experience earlier

Need new threshold spaces to capture people & orientate them towards museum entrance

main entrance

THRESHOLD

New threshold and clear entrance route + accessible route from Queen's Gate

Gloucester Road Tube

ARRIVAL

journey

journey

THRESHOLD

New entrance via new lower ground level to create step-free access, a new orientation space for visitors & new route to connect both sides of the grounds

New threshold and clear entrance route + accessible route from South Kensington

Enhance wildlife garden increasing connections to museum

Approach: Placemaking

Enhance planting making green 'envelope' for the museum, enhancing exhibition road setting

Protect and enhance Grade I listed museum frontage

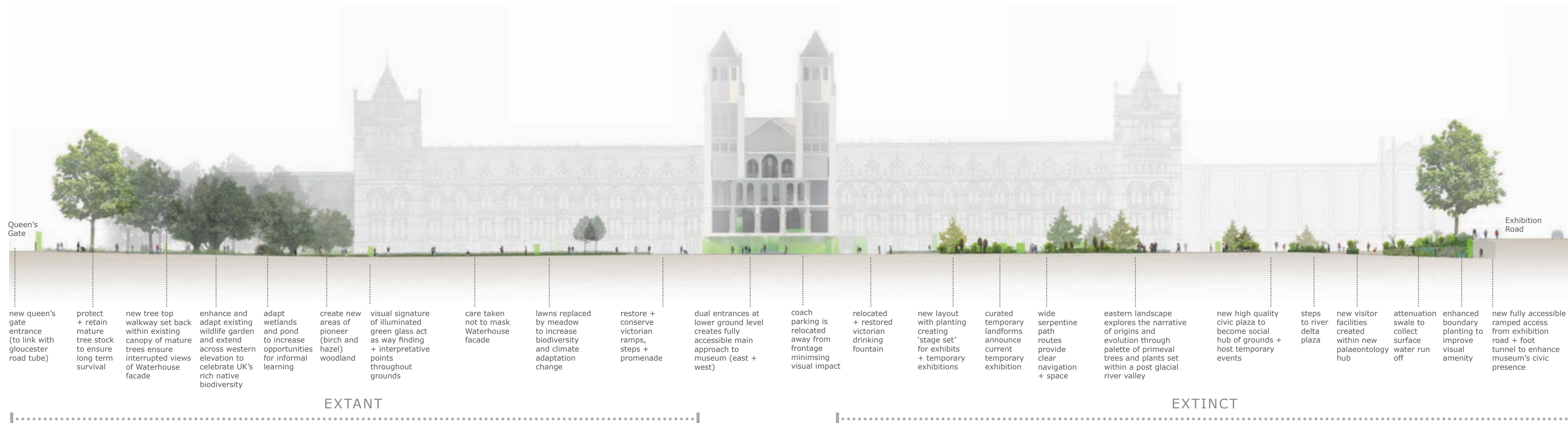
World-class setting for museum

"Viewing Window" from Cromwell Road

Dissolve the boundaries inside/outside bringing collections outside

Continue the museum's messages and learning out into the setting

Bring ecological richness and biodiversity to all the grounds



Content + Programming

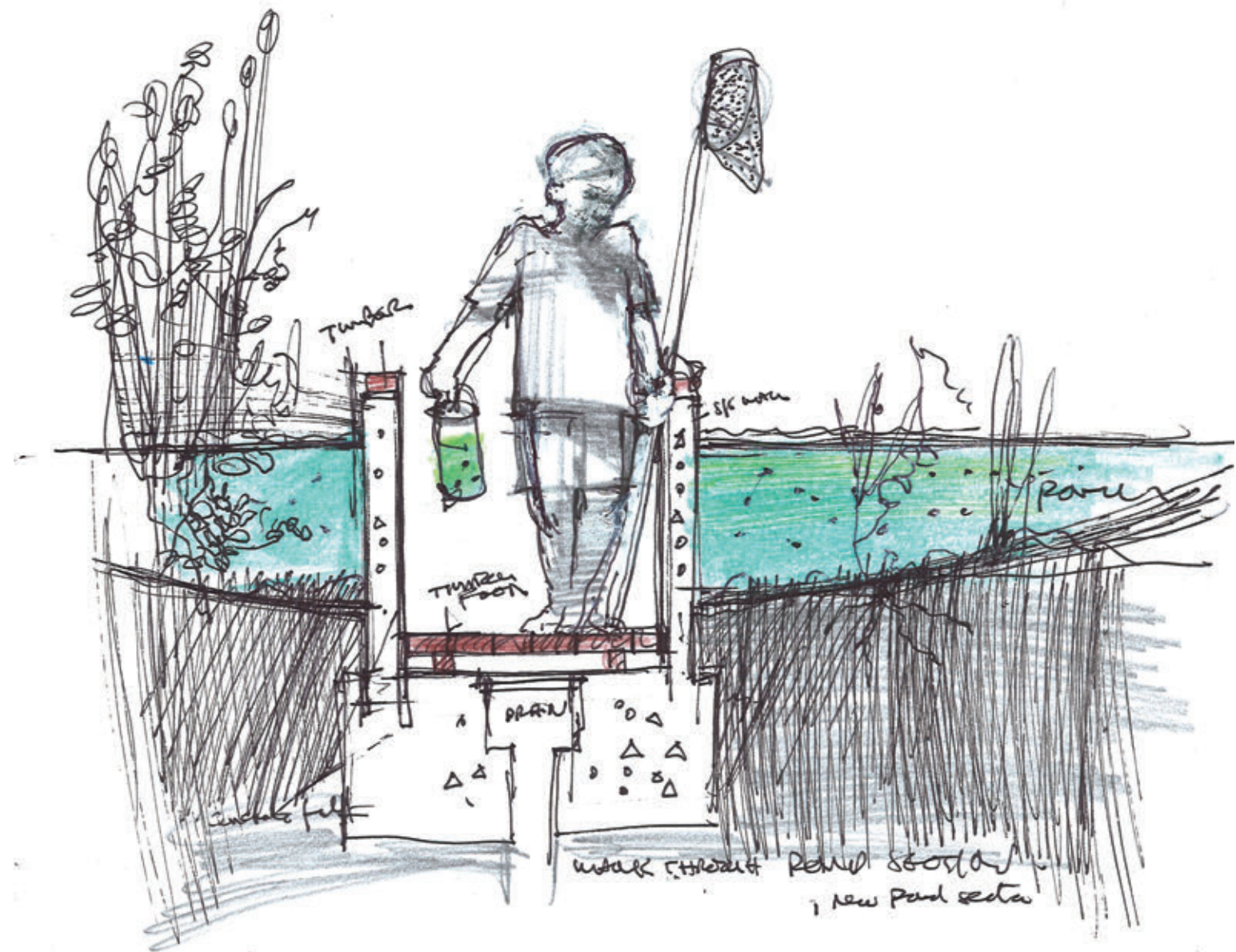
visitor enjoyment

interpretation

operational efficiency

interpretation + informal learning

- new interpretation creates interactive landscape
- digital media creates further links with museum content
- planting themes relating to collection inside
- 'exhibits' included within landscape
- improved physical access to wildlife garden
- engagement with scientists + artefacts
- celebration of NHM architecture



pond dipping



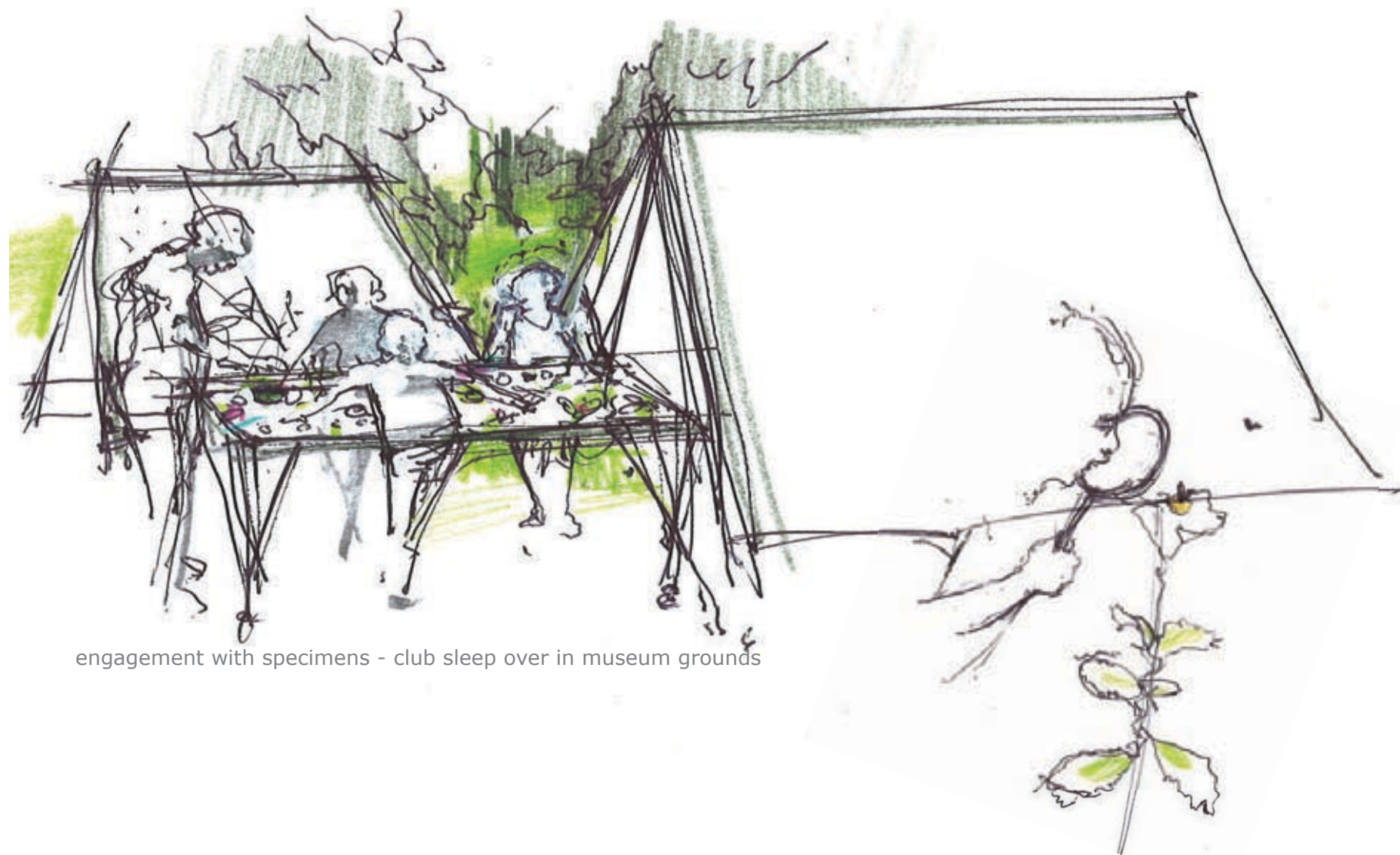
tree top - nest and branch walk



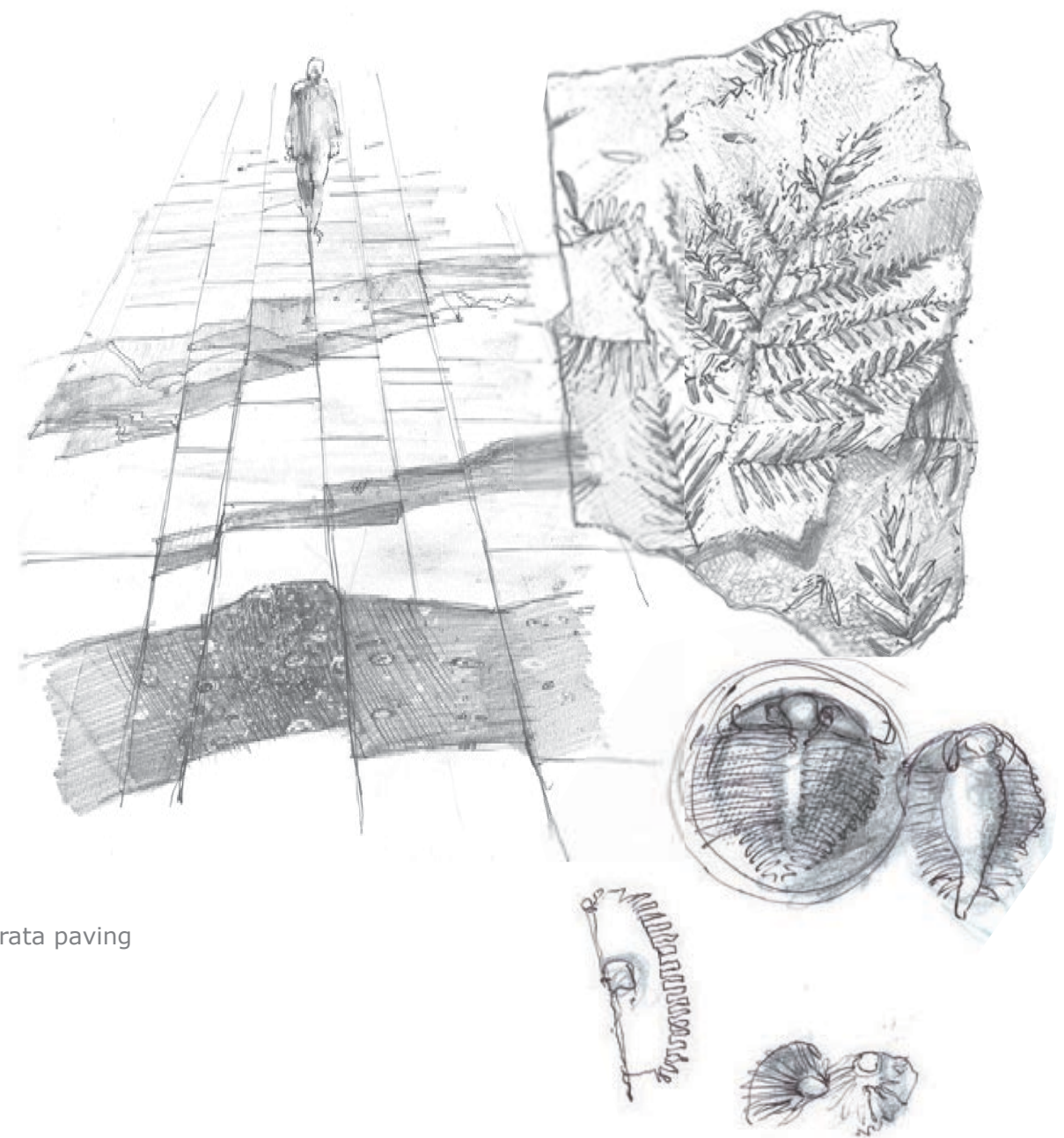
river plaza - with rivulets and fountains



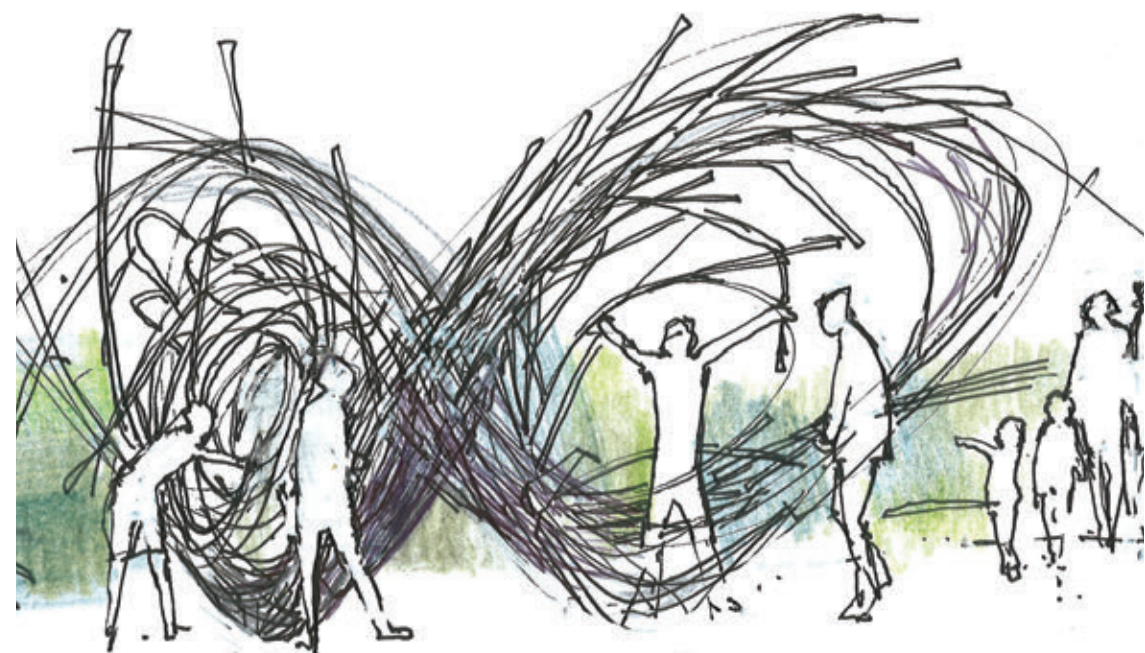
dinosaur dig



engagement with specimens - club sleep over in museum grounds



strata paving

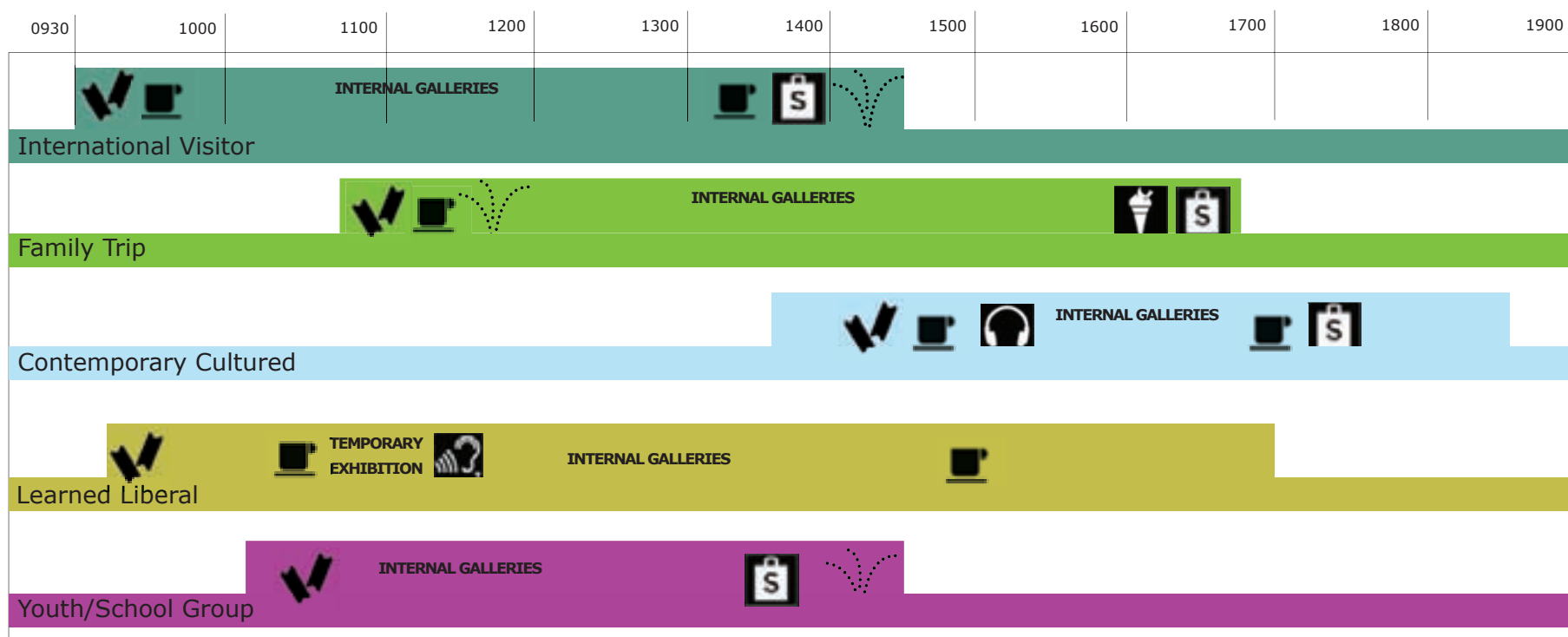


den weaving workshops

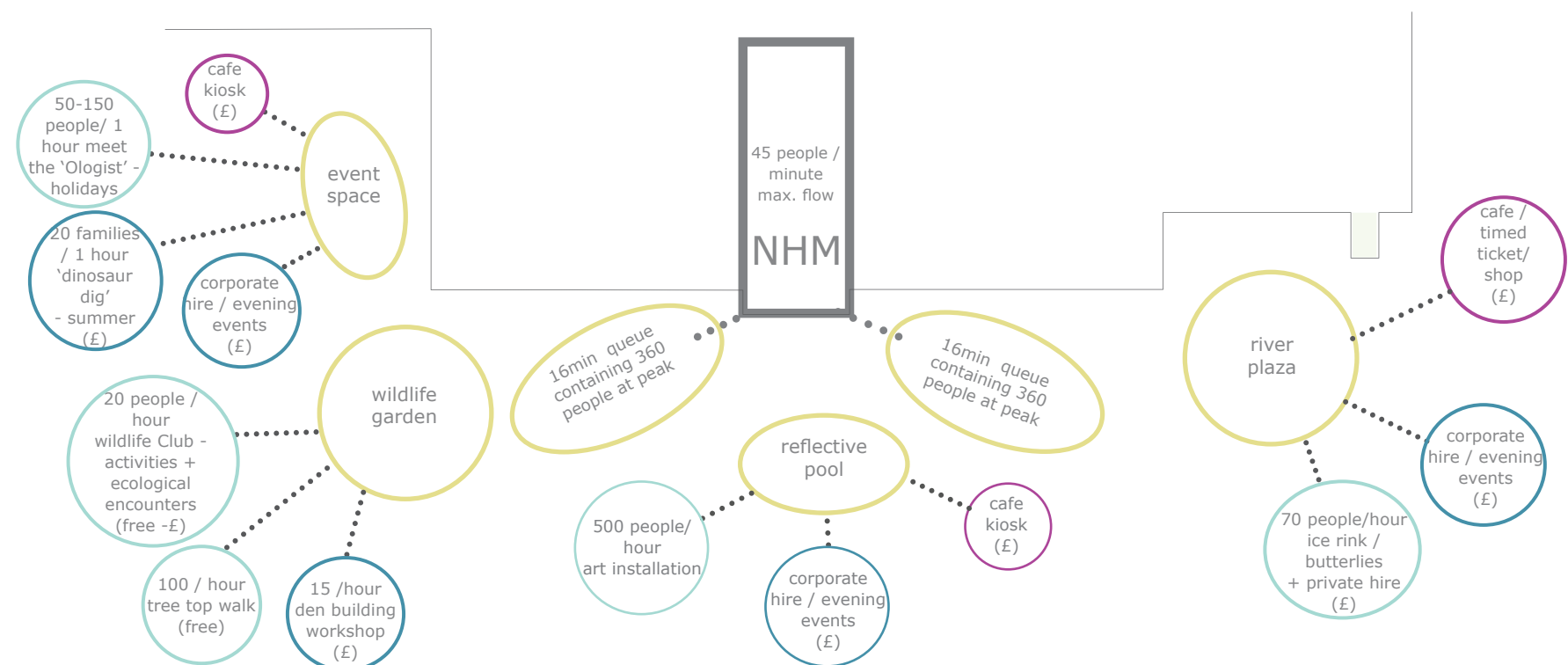
visitor enjoyment

- fully accessible museum grounds and museum access
- clear and legibility of grounds and entrances
- greatly reduced queuing times + timed ticketing
- engagement with collections extended into grounds
- variety of zones and activities for all visitor groups
- world-class visitor facilities within grounds
- crowds dispersed throughout grounds year round
- seasonal events programmed at peak visitor times
- interactive landscape / new physical encounters

visitor profiles: use of the grounds



Programming capacity : use of the grounds



operational efficiency:

- a single entrance with high visitor flow capacity
- new fully accessible lower ground entrance with lift + stair access to main hall
- creating additional capacity by siphoning school groups / pre-booked groups via education wing
- timed (+ pre-booked) tickets giving freedom to explore grounds
- greatly reduced queuing via dispersal of visitors
- better turn around times for events set up + take down
- interactive landscape slows flow people towards main entrance
- partnership where possible with other institutions
- installation of free wi-fi throughout grounds

architectural proposals

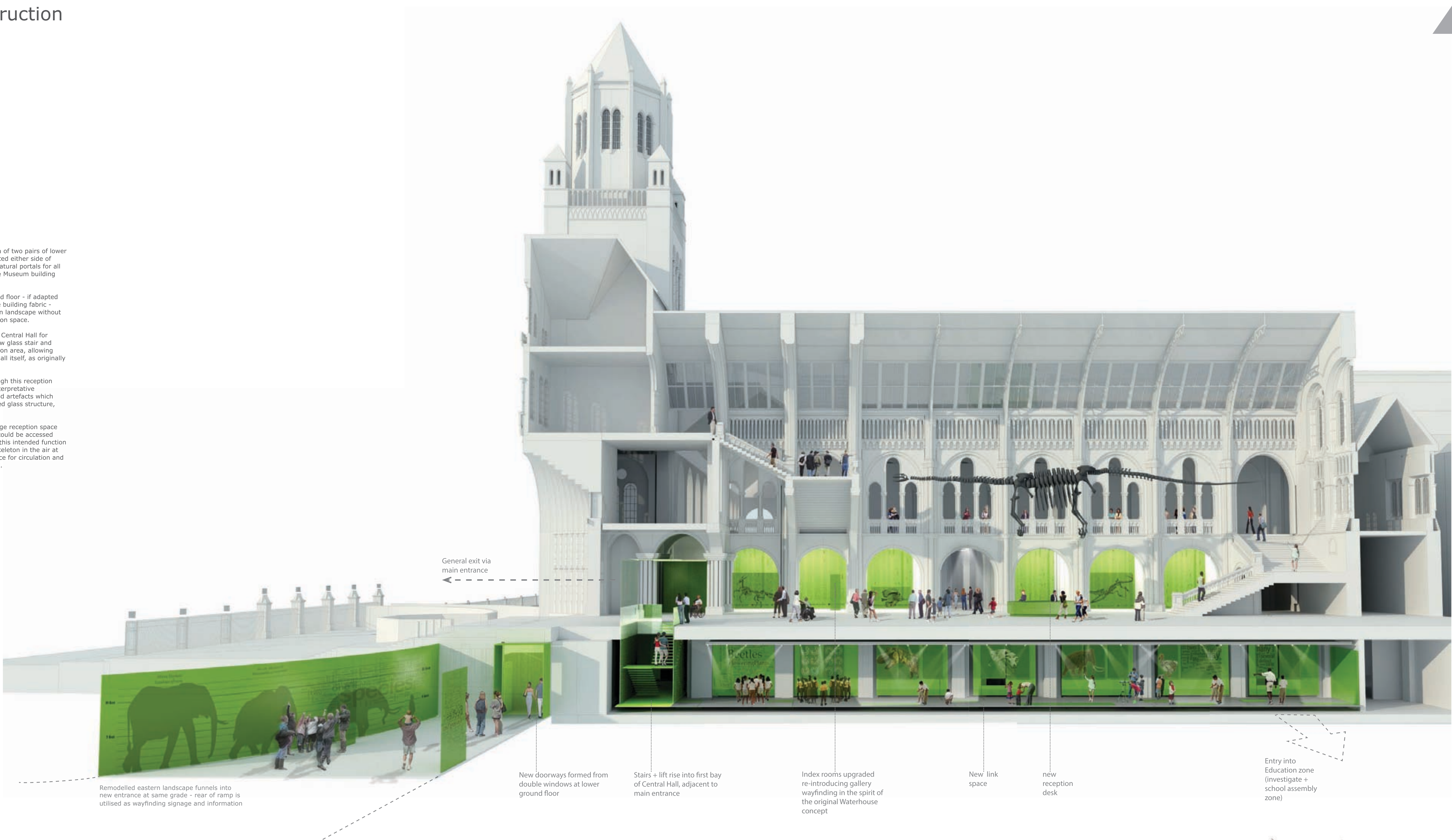
We are proposing the modest adaption of two pairs of lower ground floor windows, discretely situated either side of the main entrance towers, providing natural portals for all visitor groups to enter directly into the Museum building from the newly realised landscape.

Existing spaces within the lower ground floor - if adapted through the judicious removal of some building fabric - would connect the eastern and western landscape without interruption and provide a new reception space.

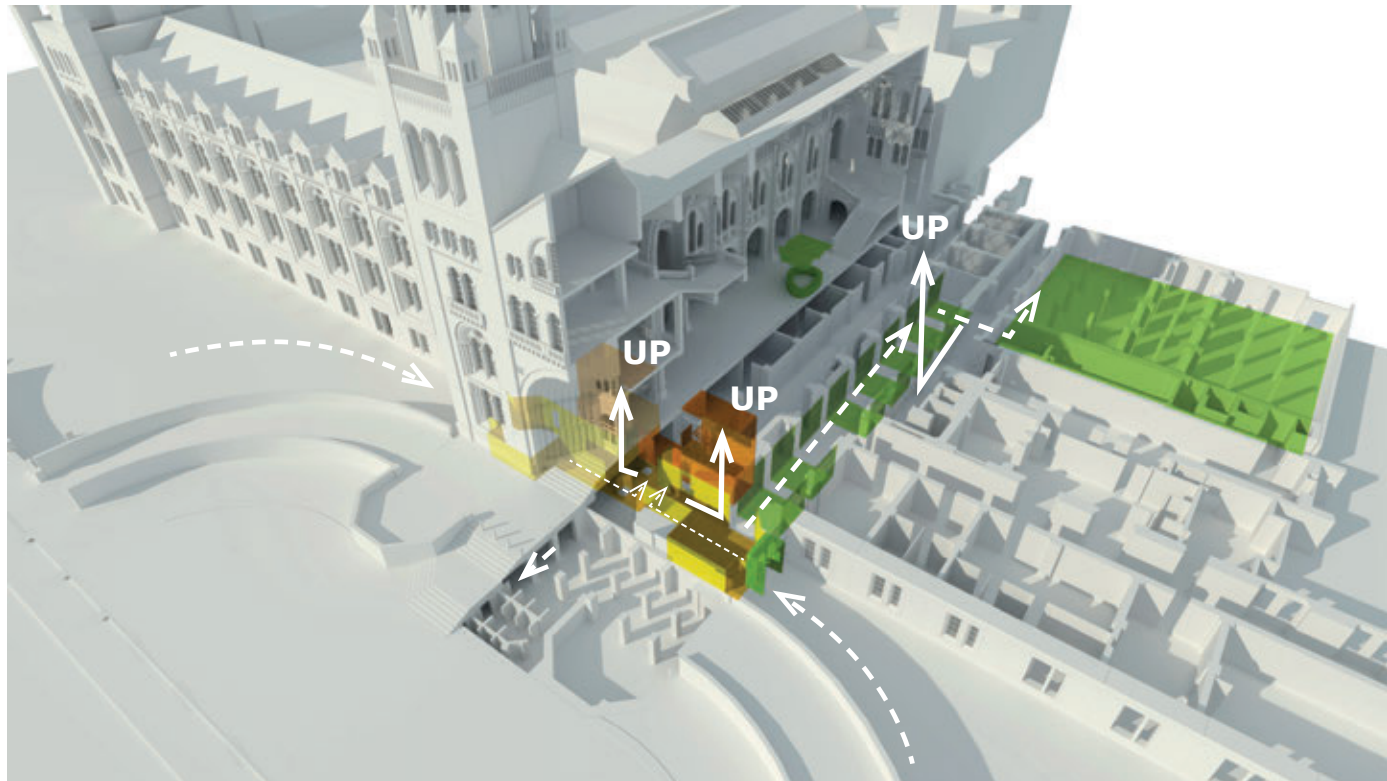
The entry experience and route to the Central Hall for all visitors, would be upwards via a new glass stair and lift installation from the central reception area, allowing everyone to emerge into the Central Hall itself, as originally intended.

The whole experience of passing through this reception space would be enlivened by a new interpretative experience, through the use of text and artefacts which would be carried through an engineered glass structure, lining walls, roof and floor.

The Central Hall was designed as a large reception space from which the museum's collections could be accessed east and west. We propose to restore this intended function by suspending the iconic diplodocus skeleton in the air at gallery level, releasing the central space for circulation and access, and a central information desk.



Connectivity: New entrance allows at-grade access to Education Centre, reducing cross flow in main hall and increasing space and capacity of existing facilities. A new lift and stair transports visitors from lower ground floor to Central Hall.



The new link proposal manages two scenarios whilst delivering an exciting foretaste of the museum to follow:



01 Education Mode Corridor

School term mode - The link space connects the new entrances to the lower ground education spaces and provides an enlivening introductory experience for visitors to the museum.



02 Holiday - General Public Queuing

School holiday mode - The link space can be adopted to create a new internalised queueing and introduction space to the museum prior to entering the Central Hall via the new lift and stair arrangements. Utilises zone for increased undercover queueing capacity during peak visitor periods - controlled entry into main hall.



Upon arrival in the Central Hall visitors are presented with a new centrally located information desk and the spectacle of "Dippy" in a new, potentially raised format.