

Churchill and the Middle East
Concept Design
Casson Mann Designers
03.02.2017

The Churchill and the Middle East exhibition will be a separate addition to the 5 existing chapters and not a chapter in itself – its chronology will run from 1917 to 1948.

It is located in a separate room connected to the Churchill Museum and will be encountered at the end of the exhibition before the visitor rejoins the historic Cabinet War Rooms experience. The visitor will have experienced Churchill's life as told by the Churchill Museum narrative before they encounter the story of his experiences in the Middle East.

The Design Concept

We intend the visitor to glimpse through a half open door, attracted by the light and warm colours of projection within. Intrigued; they will enter to discover a jewel like room full of objects, movement and colour, evocative of the Middle East and a contrast from the spaces they have experienced in the Cabinet War Rooms and Churchill Museum.

We want the visitor to feel as if they have stumbled upon this rather extraordinary, if forgotten room, where a lifetime of objects, papers, old maps, photos, souvenirs and keep sakes have been stored.

The central focus of the room is a large folio case, opened and displaying 2D and 3d material. This material animates through projection and tells the 3 main stories of Churchill's experience in the Middle East. Though a passive projection experience, the mix of 2D and 3D with constantly moving scenes and maps appearing and disappearing across the large folio will create a dramatic and immersive experience within this small room. The immersive projection will interact with objects upon the table or within the folio that will give the illusion of an interactive space

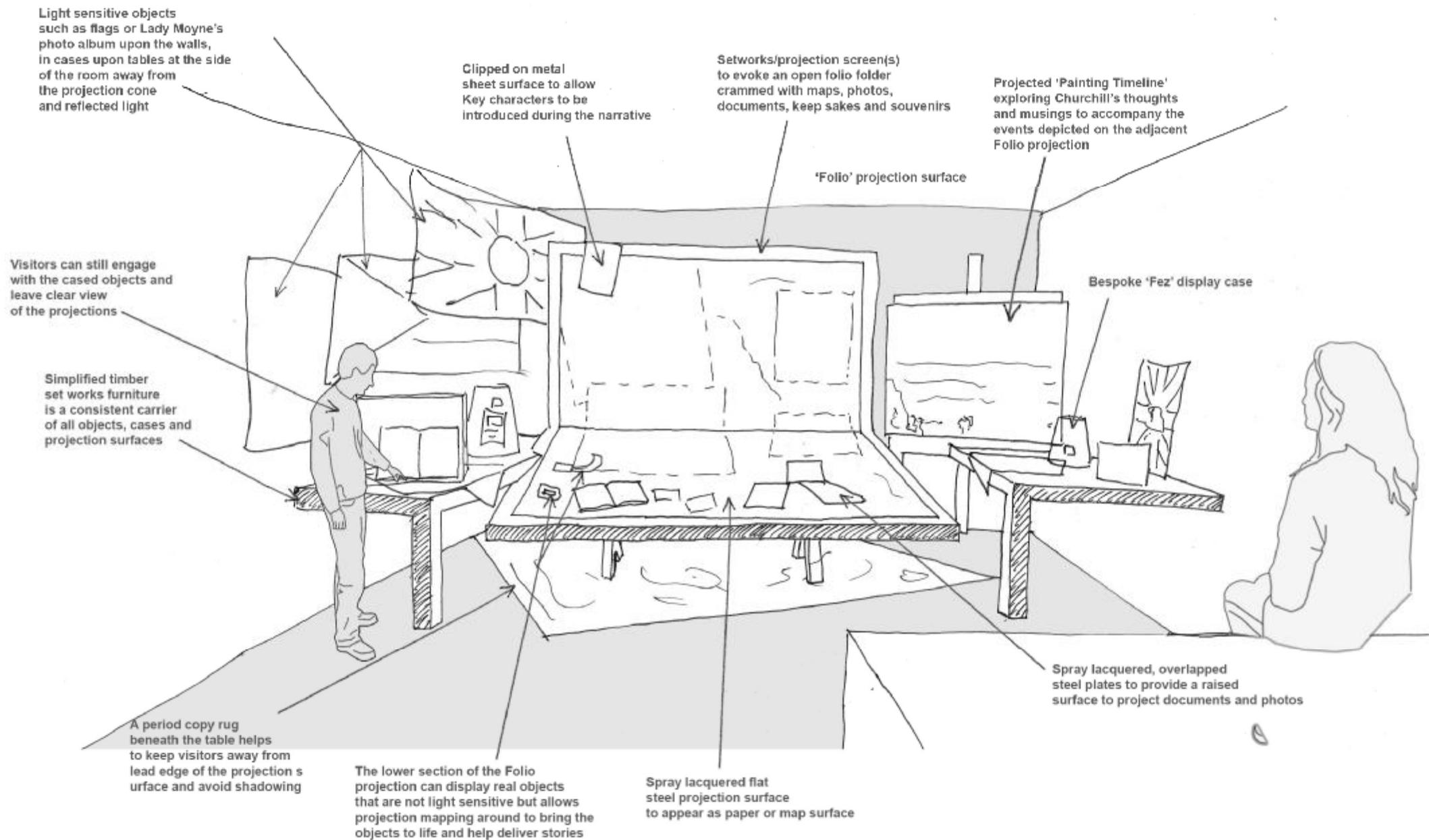
It is the primary narrative projection that will explain the events and Churchill's involvement in the Middle East and will introduce other significant characters from the three distinct time periods of the story.

Objects that are not light sensitive can be integrated within the main projection, whilst others will be represented in simplified facsimiles and projected upon – such an example would be Lady Moyne's photo album which can become animate within the projection whilst the original artifact is cased upon an adjacent table.

Adjacent to the Folio is an artist's easel with a blank canvas upon it. This is a secondary projection screen in which will provide a potential timeline marker and importantly explore Churchill the man. It is envisaged that Churchill's

thoughts, ideas and musings will be blended with the developing painting giving a personal insight to accompany the events depicted on the folio, and paint a picture of the man himself.

Seating is provided to allow the visitor to watch the projection sequences (estimated at 5 minutes) in comfort and giving the opportunity to rest and reflect before moving out of the Churchill Museum and onto the rest of the Cabinet War Rooms experience.





| No. | Date | Appr. | Revision Notes |
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| No. | Date | Issue Notes |
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Casson Mann Designers
 45 Mitchell Street
 London EC1V 3QD

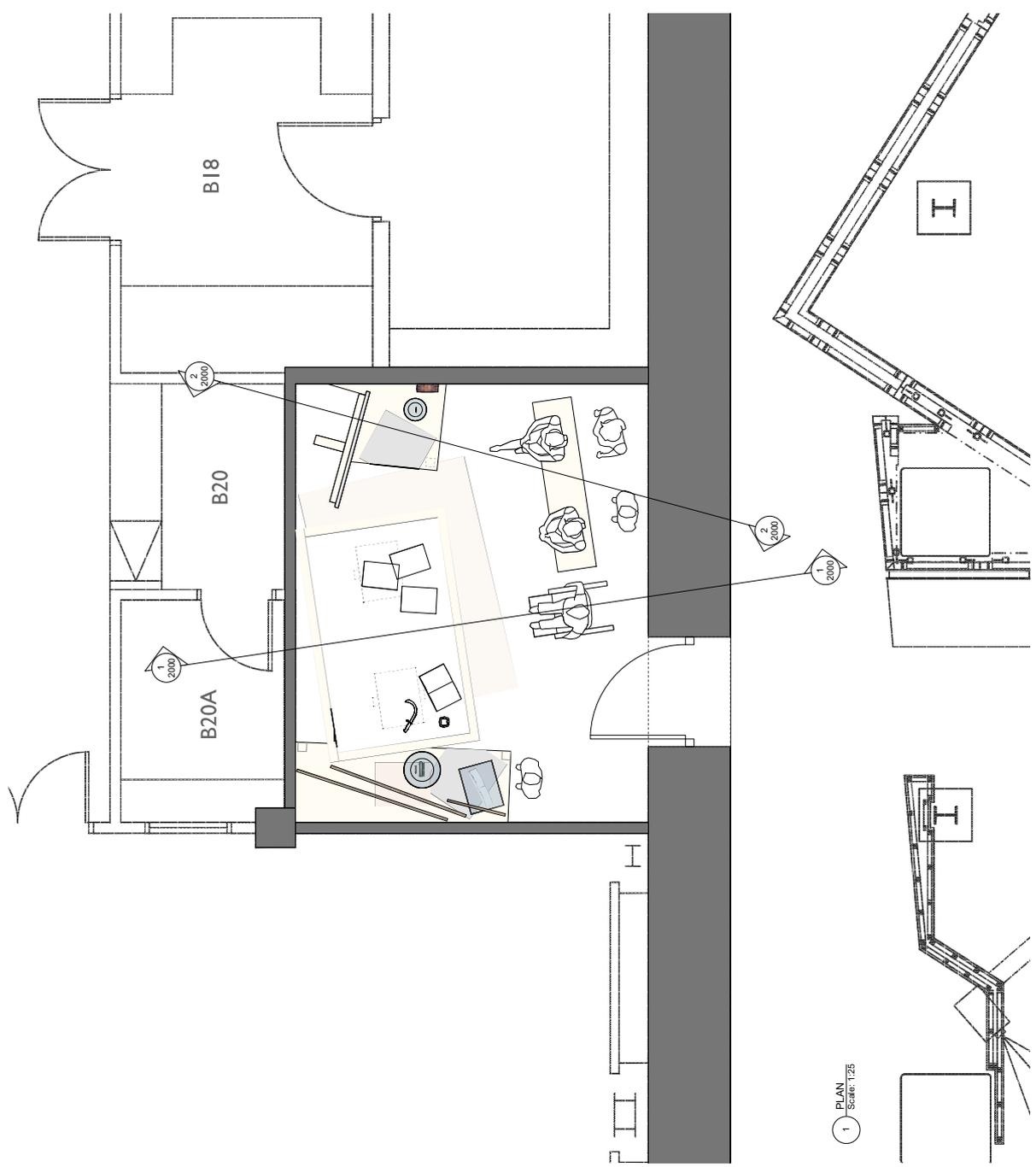
T: 0044 207 234 1964
 W: www.cassonmann.co.uk

Client
Churchill Museum
Churchill War Rooms
 One Strand, King Charles St
 London SW1A 2AQ

Project Title
Churchill and the Middle East

Drawing Title
GA EXHIBITION PLAN

Project M*
 471
 Project Manager
 John Pickford
 Drawn By
 Cade Henry
 Checked By
 John Pickford
 Date
 22 February 2017
 Scale
1:25 @ A1 : 1:50 @ A3
 Drawing No.
1000
 Revision
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1 PLAN
 Scale: 1:25

CASSONMANN

Issue Notes
Casson Mann Designers
45 Mitchell Street
London EC1V 3QD

T: 0044 207 234 1964
W: www.cassonmann.co.uk

Client
Churchill Museum
Churchill War Rooms
Chie Streets, King Charles St
London SW1A 2AQ

Project Title
Churchill and the Middle East

Drawing Title
SECTIONS

Project Manager
John Pickford
Project No*
471

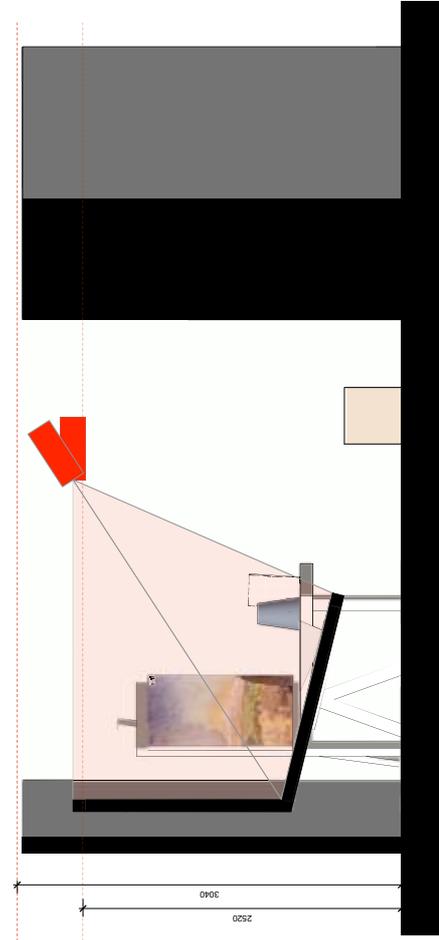
Drawn By
Cecile Henry
Scale
1:25 @ A1 / 1:50 @ A3

Checked By
John Pickford
Drawing No.

Revision
2000

Date
20 January 2017
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1 SECTION 1
Scale: 1:20



2 SECTION 2
Scale: 1:20