

Digital Interactive - D1

The Introduction

This is the first digital presentation that visitors will encounter and should attract them towards the beginning of the gallery, creating a starting point and introduction to the gallery.

Objective: The film is to emphasise the gallery has core stories about people and the ships they worked, lived and travelled on, from the 1700s to the present day. Visitors will get a sense of the crew at work, their lives on board and passengers at leisure. The film is to cultivate an interest for the culture and community of seafaring life.

Key message: Ships are a hive of activity.

Storyline/Content: This presentation will be an introduction to the visitor into what they are about to experience on the gallery.

Technical information: The film will be located at the top of the stairs on the 2nd floor of the Merseyside Maritime Museum, and will be set against a slightly convex panelled wall (refer to dwg D1 Introduction A and D1 Introduction B). By showing the introduction film on a slightly convex wall, this will encourage visitors to naturally flow into the start of the gallery. The overall footprint of this area where the film will be shown is 18sq metres, the wall in which this film will be/shown is approx. 4m in width and 3.2m in height. As this is part of a circulation route from the main staircase, lift and other gallery spaces on the floor, the area has been designed to have a light colour palette; the lighting within this space will need to be maintained at a certain level, to meet the required access standards for an orientation space.

Look and Feel: The film to be a montage of historic and new footage, use of archive stills (option to make still footage animated), live action, and use of quotes. It should be an upbeat and optimistic film style, providing visitors with an overview on the whole gallery content, from working on a ship, and life on board a ship from both a passenger and the crew perspective.

Below are some links to some short introduction film presentation we liked the look of in style from other exhibitions:

Titanic trailer - <https://www.youtube.com/watch?v=0LLpo589yLk>

Terracotta Warriors ink trailer - <https://www.youtube.com/watch?v=vXU8mGSq3f4>

Terracotta Warriors object trailer - <https://www.youtube.com/watch?v=dJpgIPgNyss>

WWF Parralax example - <https://www.youtube.com/watch?v=VQfgtUw4Vtc>

Dwell time: Approximately 1 – 1.30 minute in length, contain a holding page which would be the ‘title of the gallery’, and would be shown between the each film showing. The film should run continuously on a loop, with a pause in-between each film showing.

Audience: Aimed at a general audience, but needs to be accessible for visitors on the autism spectrum and dementia.

Copyright: Image and footage to be a mixture of historic and contemporary/modern. The NML curatorial team to provide the historic images or footage material from NML’s archive collection or via other sources. Modern/contemporary images or footage is the responsibility of the AV Software provider, to research/source and purchase the copyright licenses/rights, under the guidance of the NML content team.

NML requires all copyright license clearance to be at least ten year or a life time, nothing less.

Handover: Once the final version of the software content has been signed off by the client team, the AV Software content producer will be required to deliver/handover final version of the AV files to the AV Hardware contractor.

Digital Interactive - D2 (Mapped Projection) Work

Objective: To present footage of seafarers working on board ship giving visitors a personal insight into what makes working at sea unique.

Key message: Seafarers are a diverse mix of people, carrying out a wide range of jobs.

Storyline/content: Mapped projection onto a number of box style crates (refer to dwg D2 Work). The footage will be montage of historic and modern day footage, showing different peoples jobs on and below deck.

***Note** this film footage will sit alongside a screen which will contain a talking head, which will feature 3-4 individual seafarers talking about their work on board ships (this element will be delivered in-house by NML).

Technical information: The AV Software content production team to provide film footage as per the above and as detailed below in section 'look and feel'. The film footage will be presented as mapped projection onto a series of MDF box structures dressed to look like crate boxes, which make up a wall structure within the 'Work' section on gallery (refer to dwg no. D2 Work). The front of the crate boxes will be flat and painted the same colour as the crate structure. Each box front will be approx. 750mm by 850mm in size; the size of the whole wall will be approx. 2.2m by 2.6m. The film footage will cover the whole area of wall structure and the film will be a silent audio visual display.

Look and feel: Mapped projection showing different jobs on board a ship, montage of historic and modern day footage, also incorporating use of still imagery, which could be animated. Any still imagery will be provided by client from NML Archive material, all other footage to be sourced by the appointed digital contractor. This film is to provide an added level of visual content to the section of 'Work'. The AV to include a holding screen which is in-keeping with the look and feel of crate structure and match the crate box design. This holding screen will be a pause between each loop of the AV software footage and also can be used as a holding screen when the AV is not being played.

Below are some visual reference examples of mapped projection to give a look and feel of what NML looking to have on the gallery:



Dwell time: Approx. 3-4 minutes of looped footage to continually run during gallery opening times.

Audience: Aimed at general audience but, needs to be accessible for visitors on the autism spectrum and dementia.

Copyright: Image and footage to be a mixture of historic and contemporary/modern. The NML curatorial team to provide historic images or footage material from NML's archive collection or via other sources. Modern/contemporary images or footage is the responsibility of the AV Software provider. The appointed digital contractor will be required to coordinate, research and source suitable footage and imagery for this interactive under the guidance of the NML content team.

NML requires all copyright license clearance to be at least ten year or a life time, nothing less.

Handover: Once the final version of the software content has been signed off by the client team, the AV Software content producer will be required to deliver/handover final version of the AV files to the AV Hardware contractor.

Digital Interactive – D3

MV Derbyshire

Objective: Create a film presentation introducing the tragedy of *MV Derbyshire* to visitors. We want to tell the story of this maritime disaster, while presenting different voices and perspectives, and to provide a lasting presence of the tireless campaigning of the Derbyshire Family Association (DFA).

Key message: Maritime life can be dangerous. Ordinary people can effect change.

Content/storyline: This film will cover the disaster of the *Derbyshire* and the effect on the families, but the main focus will be the campaign. *MV Derbyshire* remains the largest British merchant ship ever to be lost at sea. Built in 1976, she was an oil/bulk/ore (OBO) carrier. A Liverpool-registered ship, she was owned by local shipping company Bibby Line. On her final voyage, more than a third of the crew were from Liverpool.

She was lost on 9 September 1980 in the South China Seas during typhoon Orchid, on route from Canada to Japan. All 44 people on board died, including 42 crew members and 2 of their wives.

In the 1980s about 17 bulk carriers were lost each year. The loss of *Derbyshire* was extraordinary because:

- she was only 4 years old
- she was manned by an experienced master and crew
- she was built by a British shipyard
- she was classed A1 by Lloyds Register, the top classification for merchant ships

Following the sinking the families affected established the Derbyshire Family Association (DFA). This gave them a single voice during their tireless campaign to uncover the truth about why the ship sank, and also provided a vital support network. Ultimately it was 20 years before the families found out how their loved ones perished, with the conclusion of the re-opened formal investigation in 2000.

The campaigning of DFA has also played a crucial role in influencing changes to safety procedures for bulk carriers in general. The families have maintained a strong desire to bring positive change, to prevent others from suffering as they have.

The film will also look at the legacy of the campaign, including footage and still images of the memorial service and unveiling of the memorial in Liverpool in September 2018.

Technical information: The audio-visual presentation will be situated in a section of the gallery under the main staircase (refer to dwgs D3 Derbyshire A and D3 Derbyshire B). The space will be semi-enclosed with a floor space of 5.2m and walls 2.9m high. The walls enclosing the space will be a dark colour palette. We envisage having 3-4 screens mounted onto angular walls. Each screen will play in sync to create a coherent presentation, which will include wreck footage, still images of crew and family, objects on display, memorial footage/images, as well as x 4 interviews.

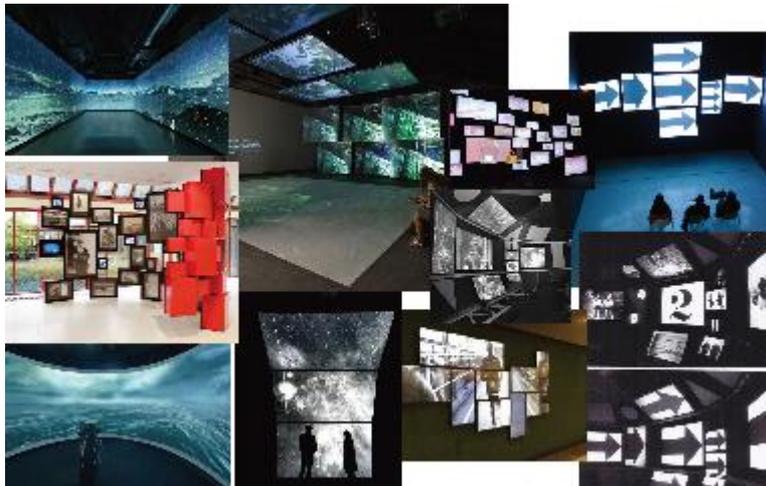
The appointed AV software content provider will be responsible for the research and sourcing of images and film footage. The filming of 4no. Interviewee's to be coordinated and arranged through NML. NML will maintain the contact with the DFA during this process.

Look and Feel: The film to be a narrated presentation, potential overlay the interview voices of people who are connected to this maritime disaster, with the film imagery and footage. The presentation will need to be created in consultation with the DFA, (Derbyshire Family Association). The film will include wreck footage, still images of crew and family, objects on display, memorial footage/images, as well as x 4 interviews.

From the point that the *Derbyshire's* first hatch cover collapsed, it is estimated the ship sank in approximately 2 minutes. We would like the film to demonstrate and represent this period of time within the presentation, to emphasise the speed in which this enormous vessel was lost.

The film to include a holding screen when the film isn't running and film to be on a time loop arrangement.

Below are some reference images, showing screen configuration/setup that demonstrates the type of screen presentation we are looking at creating into this area.



Dwell time: Approximately 5 minutes (seated area).

Audience: Adult audience (including visitor on the autism spectrum and with dementia) and accessible to school groups.

Copyright: NML's curatorial team to provide all images or footage material from NML's collection or via other sources. No copyright licenses to be purchased, all material to be provided by NML.

Handover: Once the final version of the software content has been signed off by the client, the AV Software content provider will be required to deliver/handover final version AV files to the AV Hardware contractor.

Digital Interactive - D4

Campaigning & Environment

Objective: To show footage relating to environmental & climate change relating to shipping disasters.

Key message: How ships have affected the environment.

Storyline/content: Footage relating to shipping disasters. NML in this gallery would like to demonstrate and address to visitors the quantity/magnitude and impact shipping disasters have on the environment and how humanity deals with such events. Below are a couple of examples which could be used within this film, NML to supply more examples to appointed Digital Contractor.

Examples

- SS Torrey Canyon oil tanker disaster - LR2 Suezmax class oil tanker with a cargo capacity of 120,000 tons of crude oil. She was shipwrecked off the western coast of Cornwall, England, on 18 March 1967, causing an environmental disaster.
- Exxon Valdez oil tanker disaster – 24 March 1989, the tanker grounded on Bligh Reef in Alaska's Prince William Sound, rupturing its hull and spilling nearly 11 million gallons of Prudhoe Bay crude oil into a remote, scenic, and biologically productive body of water.

Technical information: Film to be shown on wall mounted screen, size of screen to be determined. The screen will be embedded into a wall structure, which will also graphical feature a 'timeline' of shipping disasters. The film will be silent footage. Footage of real events to be researched, sourced and purchased by appointed AV Software Content provider, with guidance from NML gallery content team.

Look and feel: The use of news clip footage and headlines of shipping disasters. Presentation style to have a news reporting and newspaper style, giving headline information of shipping disaster events.

Dwell time: Approx. 1 min on a timed loop.

Audience: Aimed at a general audience but, needs to be accessible for visitors on the autism spectrum and dementia.

Copyright: AV Software content provider to research, source images/footage and purchase all copyright licenses/rights. Material as per the examples above is available through news reporting websites, such as BBC etc.

NML requires all copyright license clearance to be at least ten year or a life time, nothing less.

Handover: Once the final version of the software content has been signed off by the client, the AV Software content provider will be required to deliver/handover final version AV files to the AV Hardware contractor.

Digital Interactive - D5

Life on Board

Objective: To present seafarers, living on board ships and their varied leisure activities. This will give visitors a taste of what it is like to live away at sea.

Key message: To show seafarers' leisure time on board ships.

Storyline/content: Historic and modern day film footage/imagery, showing the varied leisure activities of Seafarers while living on board a ship.

***Note** this film footage will sit alongside a screen which will contain a talking head, which will feature 3-4 individual seafarers talking about their lives on board ships (this element will be delivered in-house by NML).

Technical information: Series of 3 -4 different films shown through portholes, film format to be present in round format. The series of portholes will be embedded in the wall structure within the 'Life on Board' section of the gallery (refer to dwg D5 Life on Board). Each porthole will show a different film; this is so we can demonstrate a range of different and varied leisure activities of Seafarers. The presentation could be a montage of images and footage, with potential to animate still imagery. Each porthole will be a different size. The film will be silent audio visual display of footage and images, no subtitling required.

The size of the portholes to be confirmed.

Look and feel: The series of film footage showing different seafaring leisure activities on board a ship, to be a montage of historic and modern day footage, also incorporating use of animated still imagery. The film presentation is to provide an added level of visual content to the section of 'Life on Board'. Below are some visual reference examples of the look and feel we are going for in this part of the gallery:



Dwell time: Approx. 3-4 minute film, running on a looped arrangement.

Audience: Aimed at a general audience but, needs to be accessible for visitors on the autism spectrum and dementia.

Copyright: Image and footage to be a mixture of historic and contemporary/modern. The NML curatorial team to provide historic images or footage material from NML's archive collection or via other sources. Modern/contemporary images or footage is the responsibility of the AV Software provider. The appointed digital contractor will be required to coordinate, research and source suitable footage and imagery for this interactive under the guidance of the NML content team.

NML requires all copyright license clearance to be at least ten year or a life time, nothing less.

Handover: Once the final version of the software content has been signed off by the client, the AV Software content provider will be required to deliver/handover final version AV files to the AV Hardware contractor.

Digital Interactive - D6 (Soundscape)

Life on Board

Objective: A soundscape to convey the restricted living quarters on board ships during 18TH and 19th century that seafarers had to share with their crewmates.

Key message: Living on ships can be cramped and unpleasant.

Storyline/content: Soundscape will encapsulate the feeling of 'Life of Board' a ship. As you walk through the space, you will be surrounded by walls of 2.9 metres high, with overhead hammocks. We want to enhance the feeling of living on board a ship. Audio soundscape of ship noises such as rats, scuttle of cockroaches, sea shanties, wind, waves, whispered conversations.

Technical information: The overall floor space measures approx. 16sqm with a wall height of 2.9 metres, the area will have overhead hammocks fixed to provide a corridor style environment. We envisage visitors walking through this immersive soundscape. There is a potential to have multiple speakers positioned in this space at different heights. We want this area to be a surround sound experience, giving impression of sounds coming from different areas of the ship quarters.

Look and feel: The space in which visitors will engage with this audio will have a physical build, including a range of props to give a sense of seafarers' accommodation below deck on a late 18th- early 19th century ship. The space will give a feel tight and enclosed with hammocks hanging up above overhead. The audio soundscape will help to create an atmosphere to convey the confined living quarters of seafarers. (Refer to dwg D6 Life on Board).

The soundscape could be sounds like music, noises of seafarers talking and singing, rats and cockroaches moving across the deck of the ship etc. The AV Software Content provider to research/source approx 10 no. sound clips. The content of the sound clips to be agreed with NML internal content team.

Dwell time: Approx. 1 minute sound arrangement, on continuous loop.

Audience: Aimed at general audience, but needs to be accessible for visitors on the autism spectrum and dementia.

Copyright: The appointed digital contractor will be required to coordinate, research and source suitable soundscape clips for this interactive under the guidance of the NML curatorial team.

NML requires all license clearance to be at least ten year or a life time, nothing less.

Handover: Once the final version of the software content has been signed off by the client, the AV Software content provider will be required to deliver/handover final version AV files to the AV Hardware contractor.

Digital Interactive - D7

Life on Board - contemporary

Objective: To bring awareness to contemporary issues, and show how seafarers continue to face issues when at sea.

Key message: Maritime life can be challenging.

Storyline/content: Content to be provided by NML.

Technical information: Touchscreen screen (size to be determined). Screen to be built into stand alone housing on the gallery. Directional speaker will be required. Subtitles required with this interactive, NML would like to use the font Avenir, this is in-keeping with the font being used as part of the gallery graphic interpretation.

The content within this touchscreen needs to have the ability to be updatable. As and when new contemporary issues arise, the team want to be able to add new information onto the touchscreen; this could be a mixture of videos/footage. Programme to have the ability to be updated in house at a later date. Holding and front screen to be designed in a way that new selection options can be added at a later date. The content for this touchscreen to be developed in collaboration/guidance with the NML internal content team. On opening, the touchscreen will contain one item of content. Programme to be developed by AV Software provider to include for blank buttons, background screens. Holding screen to be included which can act as a default if screen hasn't been used for a set amount of time. Possible option to include an icon which manoeuvres across the screen when not in use to demonstrate what visitors need to do.

Look and feel: Touchscreen is intended to display updateable content in order to respond to contemporary issues (e.g. mental health, environment). Presentation on screen will follow the same graphic approach as the Life on Board section.

Dwell time: Touchscreen selection, film time to be 1 minute.

Audience: Aimed at general audience but, needs to be accessible for visitors on the autism spectrum and dementia.

Handover: Once the final version of the software content has been signed off by the client, the AV Software content provider will be required to deliver/handover final version AV files to the AV Hardware contractor.

Digital Interactive - D8 (Mapped Projection)

Liners & Leisure

Objective: To present passenger experiences on ships, showing their leisure activities, such as wining and dinning, and having fun.

Key message: Insight into passenger travel and experiences.

Storyline/content: Mapped projection onto a series of stacked suitcase structures (refer to dwg no D8 Liner & Leisure A and D8 Liner & Leisure B). The footage will be a montage of historic and modern day footage, showing different passenger leisure activities on a ship.

Technical information: The film to be a mapped projection onto a series MDF structures dressed to look like a series of stacked suitcases which make up a wall structure within the 'Liners & Leisure' section on gallery (refer to dwg no D8 Liner & Leisure A and D8 Liner & Leisure B). The front of the suitcases will be flat and same colour of the suitcases. Each suitcase front will be approx. 1170mm by 720mm in size; the size of the whole wall will be approx. 2.4m by 2.6m. The film footage should cover the whole area of wall structure. The film will be silent audio visual display.

Look and feel: Montage of images and footage which will be a mixture of historic and modern day leisure activities on a ship. Possible option to include animated still imagery. This film is to provide an added level of visual content to the section of 'Liners & Leisure'. The AV to include a holding screen which is in-keeping with the look and feel of the suitcases structure, matching the suitcase design. This holding screen will be a pause between each loop of the AV software footage and also can be used as the holding screen when the AV is not being played. Below are some visual reference examples of mapped projection to give a look and feel of what NML is looking to have on the gallery:



Dwell time: approx.3-4 minutes, running on a loop.

Audience: Aimed at a general audience but, needs to be accessible for visitors on the autism spectrum and dementia.

Copyright: Image and footage to be a mixture of historic and contemporary/modern. The NML curatorial team to provide historic images or footage material from NML's archive collection or via other sources. Modern/contemporary images or footage is the responsibility of the AV Software provider. The appointed digital contractor will be required to coordinate, research and source suitable footage and imagery for this interactive under the guidance of the NML content team.

NML requires all copyright license clearance to be at least ten year or a life time, nothing less.

Handover: Once the final version of the software content has been signed off by the client team, the AV Software content producer will be required to deliver/handover final version of the AV files to the AV Hardware contractor.

Digital Interactive - D9

Gertrude Walker

Objective: To enhance key objects belonging to Gertrude by using selected extracts from Gertrude's diary, to allow visitors to gain personal insight in to her experiences travelling on passenger liners.

Key message: Passenger travel could be glamorous and adventurous.

Storyline/content: This digital presentation will enliven a display featuring the story of Gertrude Walker, a passenger who travelled regularly by ship from the 1910s-1950s. Gertrude travelled with her daughters Doris and Winifred, members of a wealthy family who frequently travelled on passenger liners. Gertrude first went to Chile, South America, in 1911, due to her first husband moving there for work. During the next 50 years she and her daughters crossed the Atlantic many times.

Using extracts from her diary, we would like to explore her thoughts and feelings during her travels on themes such as socialising with other passengers, weather, games, bathing, sights and cocktail parties etc.

Technical Information: Soundscape using multiple speakers in order to tell Gertrude story using her diary extracts. This is to enhance the visitors' experience to bring Gertrude to life, while standing looking at the large showcase (dimensions: W 10.5m x H 2m x D 1.8m), which is located in the Style and Glamour sub-section of the Liners & Leisure section of the gallery. As the case is so large, we would imagine a surround sound system to be used, to ensure that any visitors stood in front the case can be fully immersed in the presentation.

In addition to the above, we would also like to have a screen which will be mounted on a pillar structure in front of the case (refer to dwg D9 Liners & Leisure). The screen would visually show the content of the soundscape, through images and subtitles to tell the story. We would like to use the font Avenir for subtitling; this is in-keeping with the font being used in the gallery graphic interpretation.

Look and Feel: We want this presentation to evoke life on board a luxury liner, around the passenger Gertrude Walker. We want to portray the glamour of the period, along with sounds you would hear on board the ship.

Gertrude is the main case study represented in the showcase; the display features a series of mannequins in original costume, along with other objects and props to set each scene.

We would envisage using a voice of an actress. Along with her voice, the visitor could also hear sounds linked to life on board the ship. The case itself will be split into three 'scenes', representing Gertrude's day on board ship: her morning routine in her cabin, her afternoon relaxing on a deckchair on deck, and finally her evening enjoying pre-dinner drinks in the cocktail bar. The story of the extract does not directly relate to the different scenes/case layout of the case. Visitors will be able to engage with the story of the diary extracts from any direction when viewing the case.

Dwell time: Approx. 2-3 minutes for soundscape. Approx. 2-3 minutes for video, screen to include subtitles and holding screen. Screen to run on a continuous loop.

Audience: Aimed at a general audience but, needs to be accessible for visitors on the autism spectrum and dementia.

Copyright: NML's curatorial team to provide images/footage for display screen from NML own collection. NML's curatorial team to provide the extracts from diary of Gertrude Walker please see below some examples of extracts from the diary. NML curatorial team to work with AV Software Provider to develop narrative from diary extracts. No copyright licenses to be purchased, all material to be provided to by NML.

Handover: Once the final version of the software content has been signed off by the client team, the AV Software content producer will be required to deliver/handover final version of the AV files to the AV Hardware contractor.

Below are examples of extracts from Gertrude Walker's diary.

Fri 21st July 1939

A very comfortable cabin with everything on deck next to the Captain. After sandwiches and drinks to bed at 12.30am. The next morning it was fine and clean – the river looked very pretty. A delicious breakfast after which we sailed at 2 o'clock p.m. It was a glorious trip down the river, all the islands were green and fresh after the rain. After tea the sky and river looked so beautiful with the blue sky and clouds and a glorious sunset. It made the river in the distance look silver and the clouds pink and golds. I watched the sunset and thought of its setting over Santiago and the Pacific.

The River Plate is one of the widest river[s] in the world. They say the widest street in the world is in Buenos Aires. We had a port Pilot of River Plate. The Hollans thought I was leaving on the 7 o'clock p.m. train so missed seeing me off. Awfully good dinner soup, cold fish and salad, turkey and.....- delicious cold iced coffee cream pudding. We played cards and I went to bed at 11 o'clock. I am delighted with the boat, food and service excellent. The Captain is charming...

Sunday 23rd

We had a little fog; I heard the fog horns many times during the night. A lovely morning – up at 7.30am, had a mud bath, walked up and down the deck, a jolly good breakfast. Lunch at 12.30, rested after lunch and then I walked round the deck. A lovely afternoon. Two pilots left and we took 2 more pilots at 8.30pm. We are still going down the river. It looks like the sea but it is very muddy. I saw two seagulls today. A lovely evening and beautiful sunset. I came to bed early as they played bridge with the Captain. My first Sunday at sea feeling very fit and happy. I think we passed Montevideo at 3 o'clock, it looked so beautiful in the sunshine.