



CHURCHILL WAR ROOMS

CHURCHILL AND THE MIDDLE EAST AV BRIEF

1.0 INTRODUCTION

Churchill and the Middle East is to be a permanent addition to the Churchill Museum, sitting alongside the five existing 'chapters' chronicling Churchill's life and career, and will focus on Churchill's involvement in the political development of the Middle East.

Using Churchill's own experiences – his relationships with different religions and views of the region – as a central thread, we will explore the depth and breadth of his personal and political influence in the Middle East.

Churchill and the Middle East will feature a high level of audio visual content, which will enable us to tell complex stories in a more digestible and layered way.

This is a valuable addition to the Churchill Museum's displays and story, as it allows us to introduce new content and offers an opportunity to investigate a difficult but important history, and Churchill's role in it, not covered by the current displays. It provides a new context in which to examine the controversies surrounding Churchill's life and politics.

The exhibition will open in the Churchill Museum, Churchill War Rooms on 5 October 2017.

2.0 PROJECT DESCRIPTION

The existing Churchill Museum displays are arranged in a cyclical formation, starting and ending in 1940. This means that visitors leaving the tour of the site's historic rooms, which are laid out as they were in October 1940, encounter the section covering 1940-1945 (entitled 'War Leader') first. These displays look at Churchill's time as Prime Minister during the Second World War, when he spent time in the Cabinet War Rooms.

Visitors can then explore his career after the war, school life, and early political career in the following four chapters:

- Cold War Statesman 1945-1965
- Young Churchill 1874-1900
- Maverick Politician 1900-1929
- Wilderness Years 1929-1940

Unlike the rest of the museum, *Churchill and the Middle East* will cover a broader time period than the other chapters, but with particular emphasis on those periods when he held a position of significant political power or influence – as Secretary of State for the Colonies in the early 1920s, and as Prime Minister during the Second World War.

The use of an immersive audio visual display will ensure that complex stories can be told more effectively. This will allow us to examine the geographic region over time, compare personal and official documents, and combine traditional static displays with digital content. We particularly wish to highlight the people, places, and ideas which can be traced throughout the story, and how Churchill's ideas and influence may, or may not, have changed during that time. Alongside this we would also like to animate some of the more unusual personal anecdotes and stories which add colour to this central narrative.

As the new section will cover many decades of Churchill's career, rather one specific period, *Churchill and the Middle East* is intended to be seen alongside the existing chapters in the gallery, rather than an addition to them. The content will reference themes and events highlighted in the existing five chapters.

3.0 PROJECT BRIEF

Title	<i>Churchill and the Middle East</i>
Type	Animated film with audio narration, multi projection – length approximately 5 minutes
Budget	<p>Budget for film and animation production: £25,000</p> <p>Budget for AV hardware (to be purchased by IWM): £30,000</p> <p><i>NB: Opportunities for sponsorship-in-kind will be explored post-appointment.</i></p>
Location in Gallery	<p><i>Churchill and the Middle East</i> will be located in a room off the main Churchill Museum gallery.</p> <p>Plans of the Churchill Museum and Churchill War Rooms site can be seen in Appendices 1a and 1b.</p> <p>Plans of the proposed location and room layout can be found in Appendices 2.</p>
Description and purpose	<p>The AV presentation will be delivered alongside a collection of key objects. Where possible these objects will be referenced in the film.</p> <p>The film will make the following points:</p> <ul style="list-style-type: none"> ▪ The final year of the First World War saw the destruction of the Ottoman Empire, which had ruled much of the Middle East for centuries. Britain became responsible for former Ottoman territories. ▪ Churchill became Secretary of State for the Colonies. He formed the Middle East Department to help develop policy. The policies enacted had long-term impact. ▪ In the 1930s Churchill was in the political ‘wilderness’. He maintained an interest in Palestine and supported Zionism. ▪ The Middle East was a critical and complex theatre during the Second World War. The Allies faced opposition from Vichy French and Italian forces in Middle East ▪ As Prime Minister Churchill sought to manage the Middle East area, but it increasingly slipped out of his control. ▪ Churchill lost the 1945 general election. He increasingly sought to defend his reputation, and the legacy of the policies he introduced. <p>The display will potentially consist of a number of projection surfaces:</p> <ul style="list-style-type: none"> ▪ The main surface(s) of the folio would be used to deliver the main narrative (historical/ factual). ▪ A second surface (shown in the concept as an easel) could play out stories connected with the main narrative or show Churchill’s thoughts and quotes (personal/ private) through the medium of three paintings he completed during the three timeframes of the narrative. <p>A narrator will most likely be needed to guide the visitors through the experience.</p>
Users	All gallery users – 7 years and up

	Please see Appendix 3 – Audiences
Content	Please see: <ul style="list-style-type: none"> ▪ Appendix 4a – Narrative with key objects and personalities ▪ Appendix 4b – Objects and assets ▪ Appendix 4c – Content overview
Design Concept	<p>Concept drawings and graphics can be seen in the following appendices:</p> <p>Casson Mann, 3d design</p> <ul style="list-style-type: none"> ▪ Appendix 5 <p>Michael Montgomery, 2d design</p> <ul style="list-style-type: none"> ▪ Appendix 6 <p>These visuals are to be considered a starting point, the team would welcome any alternative proposals to the physical layout of the media and how it might be incorporated into the 3D object display. A more detailed graphic style guide will be issued at a later date and the designers will work closely with the successful contractor to ensure a coordinated approach.</p>
Working With Others	<p>The digital media contractor will be required to work closely with the following parties:</p> <ul style="list-style-type: none"> ▪ Project content team, including CWR AV team ▪ Project production and delivery team, including museum workshop ▪ Casson Mann – 3D designers ▪ Michael Montgomery – Graphic Design ▪ Setworks Contractor (yet to be appointed) ▪ Lighting Designer (yet to be appointed)
Production schedule	<p>The contract will run from February/ March 2017 to November 2017</p> <p>Key stages:</p> <ul style="list-style-type: none"> ▪ Lead on the development of the script for the AV, advising on the best way to tell these complex stories in a simple and engaging way. ▪ Collaborate with the client to develop the content, treatment and tone. ▪ Produce storyboards showing proposed creative treatments, sample sound tracks (if required) and visual material for approval by client. ▪ Production of edits for audience testing. ▪ Following successful sign off and evaluation of the draft edits implement any necessary actions as agreed with the Client. ▪ Full production of the film - full content population. ▪ Installation and commissioning of the software on site. The successful contractor must be present on site to install and commission the film. ▪ Integration into existing control systems. ▪ Post-install warranty period of 6-8 weeks.