

SCIENCE+ INDUSTRY MUSEUM



THE GROUP

The Science Museum Group comprises:

- The Science Museum, London
- The Science and Industry Museum, Manchester
- The National Railway Museum, York
- Locomotion, Shildon
- The National Science and Media Museum, Bradford
- The National Collection Centre, Wiltshire

Our strategic priority, Inspiring Futures, reflects our intention to make more of the power of the Group while retaining the distinctive remit and character of our individual museums. Our vision is to foster a society that celebrates science, technology and engineering and their impact on our lives, now and in the future.

We are proud to be one of the world's greatest museum groups. We want our family of science museums to be instantly recognisable, and to that end, we developed a shared identity as part of the Science Museum Group rebrand, in 2018. This identity is built around our common mission and values yet is flexible enough to allow each museum to use it in a way that reflects its specific focus and its distinctive history.

Our family of logos have been developed based on the group. The signature typesetting represents progression; the constant process of ideas developing into established theories.

Signage and wayfinding is a huge part of implementing our shared identity at each of our museums. In 2018, application number 121832/LO/2018 was submitted and approved, which included the removal of outdated signage and installation of rebranded signage. The Power Hall was included in this consent, and outdated signage was removed but never replaced as upcoming Masterplan works were due to begin. This new application outlines the proposal to include the Power Hall in the rest of the site's signage and wayfinding strategy, with a new 'Arrival Sign'.

SCIENCE AND INDUSTRY MUSEUM - POWER HALL

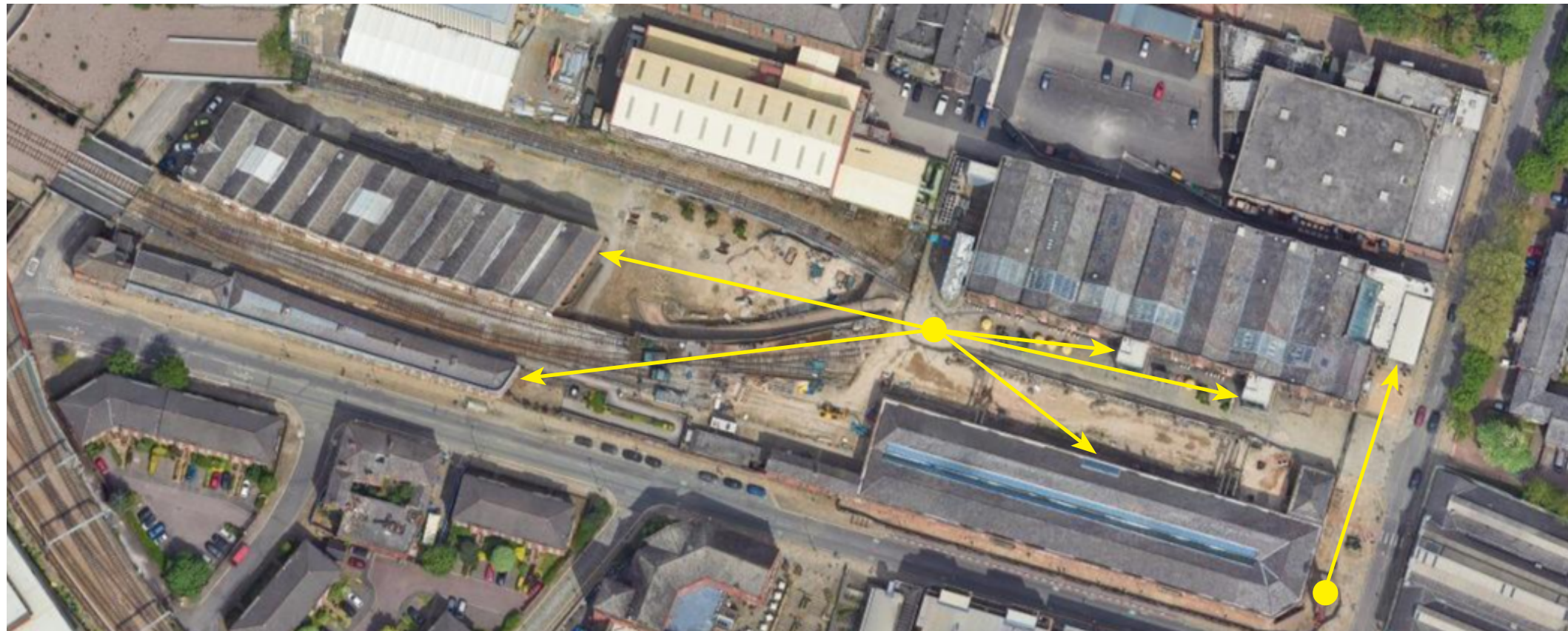
The newly renovated Grade II listed Power Hall is due to open to the public in July 2025. To aid visitor navigation, a new 'Arrival Sign' is required, as part of the site's wayfinding system. The signage has been designed in proportion to the building, and intends to be installed with minimal intervention to the historic building fabric. Its location is well placed, to allow visitors to see it from the key panoptic view in the middle of our site.

EXTERNAL SIGNAGE STRATEGY

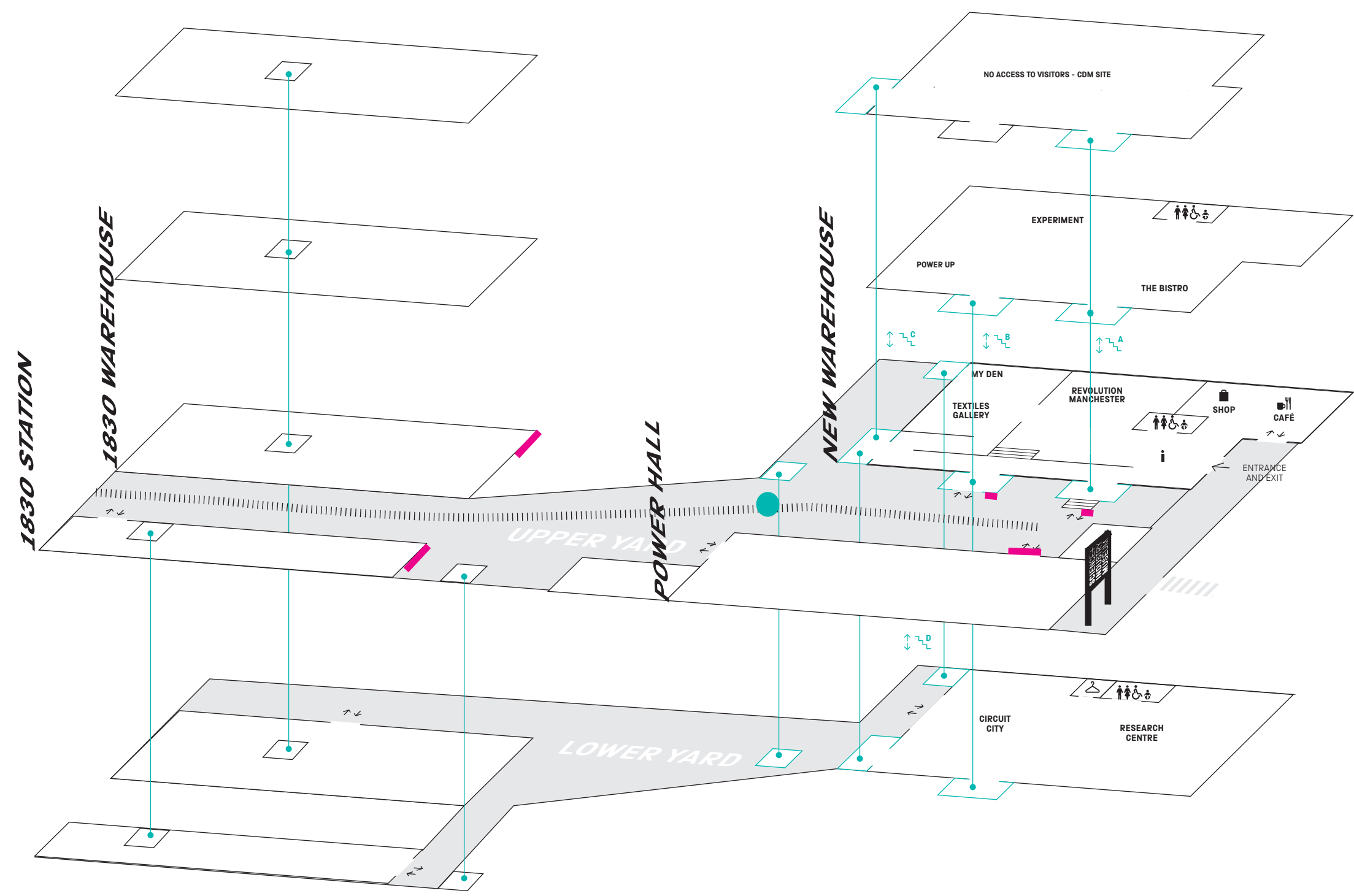
This section shows the existing site wayfinding strategy, highlighting how the new Power Hall 'Arrival Sign' will fit into this strategy.

The strategy for size, placement and quantity of 'Arrival Signage' has taken the following key points into consideration:

- Retain clear, uninterrupted axial vistas across the site.
- Placement of building signage to be visible from a key, central point in the Upper Yard.
- Placement of building signage to be adjacent to public entrances of buildings.
- Scale of signs should be proportional to the building.
- Where possible, letters to sit directly against the building fabric to maximise visibility of the architecture.



POWER HALL LOCATION



PROPOSED SCALE

The scale of signage is based on the sign’s location and proportion to the building.
From the Upper Yard, the central viewing point provides great visibility of each of our buildings and the location of the newly proposed sign.

MATERIALS AND FIXINGS

POWER HALL

- 3-5mm CNC cut steel / aluminium
- Lettering powder coated white
- Metal pins welded to the rear of lettering, sunk into drilled holes, backfilled with anchor adhesive.
- Metal pins welded to the rear of frame welded to lettering, sunk into drilled holes, backfilled with anchor adhesive.

390MM | **POWER HALL**

EXISTING



PROPOSED

