

## **Curatorial and Creative Service Brief – Sporting Injury (working title)**

### **Audience Descriptions**

#### Families – Explorers

This audience is looking for informative and interactive content that is also fun and will engage the whole family. The focus is on active learning together. It values a certain amount of depth to the experience, a combination of modern and heritage museum environment and regards discovering new experiences as a benefit in itself. NB that these family groups may also include younger children.

These families have busy lives; use the internet extensively for researching things to do and booking. They tend to read broadsheets. Likely to be interested in children's holiday programmes

#### Neighbourhood Plus

This audience are not likely to see the museum as a place for them and may never have visited before. While they may be community minded, participating in local events such as the Harehills and Chapeltown Festivals, they don't currently see the museum as part of their lives. They participate in cultural events and community, but these are more likely to revolve around sport and popular entertainment rather than museums and galleries.

### **Roles and Responsibilities – Sporting Injury**

Please note that these are for illustrative purposes only and will likely evolve as the project develops.

#### **Thackray team**

##### Programme Manager

- Manage external curator and creative contractors
- Project Management (budgets / schedules etc.)
- Sign off

##### Collections Manager

- Conservation
- Loans and condition checking
- Case moves

## Collections Assistance

- Case layout and display
- Object research
- Movement and location

## Programme Curator

- Fact checking
- Installation and de-installation of exhibition
- Installation and de-installation of on-gallery cases
- Project manage design and layout
- Campaign brief
- Image rights and clearance

## Curating for Change Fellow

- Research assistance

## Community Co-producer

- Manage and deliver associated community project

## Marketing Officer

- Manage and deliver associated marketing

## TMM Technical Team

- Design and build networks

## **External team**

### Freelance curator

- Project research
- Interpretation plan
- Content plan and content
- Recruit and manage external relations with Sporting Champions
- Advise on accessions and loans
- Assist with installation
- Assist with community programme

## Sporting Champions

- Story telling
- Content advice
- Attendance at one community event
- Attendance at launch
- General marketing support

## Digital design services

- Digital projection mapping design
- Equipment advice
- Installation of digital solution
- Storyboarding
- Testing and snagging

## Graphic design

- Design of exhibition graphics and artwork
- Marketing assets