

History By Design

Using Mantle of the Expert

The Enterprise: A company that specialise in representing history and believe in honouring the past. They have a wide portfolio and vast experience in working in many different media. Including film, television, museum exhibitions and historical reconstructions.

A way in:

1. “Imagine we are a company and someone is looking through the yellow pages. They are thinking about an idea they have. Something they would like to do. But can’t do themselves. They need the help of experts: people who have done this kind of thing many times before, professionals. If we could look over the shoulder we’d see that they had settled on: *Designers - TV, Film, Theatre & Museum*. And then they saw our ad. What do you think it would tell them about us?”
2. “They want more information so they follow the link to the website. What more will they have found out?”

The Building:

1. “If they came to visit us then what would they notice about the front of our new building?” What does it look like? How would the visitor get in? Can they just walk in off the street? Or do you need to make an appointment? Is there an intercom? Is the building glass fronted so the visitor can see in? Is it open plan, so you can see people at work?

Possible Moves:

1. **The work:** “If the visitor could walk round at break time when you weren’t there, what could they tell, by looking at your desk or your computer, about what job you are working on at the moment.” – create the desks (drawings, bits of writing, emails etc). Walk round.
2. **The receptionist:** “Who greets visitors when they come in?” – What do they say? Do we insist they answer the phone or welcome people in a certain way? How do ensure they don’t get bored? Are

they allowed to read while on reception? Do they have other responsibilities? Etc

- 3. The Waiting area:** “What do visitors do when they are waiting?”
– When we were thinking about this area & talking to the architects what did we tell them? Are there sofas? Designer furniture? Is there a TV? What is it showing? What about magazines or papers? Are they old or new & people can take them away with them? Are visitors offered a cup of coffee? Is there a chilled water? Etc. How big is the reception area? Does it have a view of our office? Are there plants? Is it air-conditioned? If so does it work properly? Or is it climate controlled? Etc

Mapping the Office:

- 1.** Large sheets of paper. Working together draw a map of the office. First make a list of things we want to include. I.E. a waiting area, office space, art studios, workshops, factory (?) design studio, rest room (do we allow smoking? Do we allow people to eat/drink at their workstation? Is there a drinks machine or a kettle? Who does the washing up? Etc etc.

The History of the company:

- 1.** “Thinking about are reception/waiting area. We need to have framed photographs about our work for people to look at. Clearly these photos will have to be ones that tell people what kind of work we do & the kind of company we are. In our archive our thousands of photographs of all the films, TV & exhibitions we’ve been involved with. Including disturbing images from history. The content of these images might upset some people, especially the young. But they are examples of some of our very best work. Could you show us which images we might use. That is, images from history that show our best work but are not ‘too’ shocking or frightening for our customers.”