



What is the purpose of our work?

- **To design a memorial for the victims of the disaster**
- **A display to accompany opening**

Who are the audience?
Who is the work aimed at?

The local people, people visiting yarmouth

The Mantle of the Expert

The enterprise

The experts

The client

Who would have expertise in this field?

Design company -

What kinds of skills would they have/need

- **Designing**
- **Researching**
- **Communicating**
- **Artistic**
- **Writing**
- **Working as a team**
- **Empathy & understanding**

Who would care about the purpose and commission the company?

The local council & the people of Yarmouth