

# KYPEXPLORE.COM

Touring Digital Exhibition, West of England



*Priddy Fair*

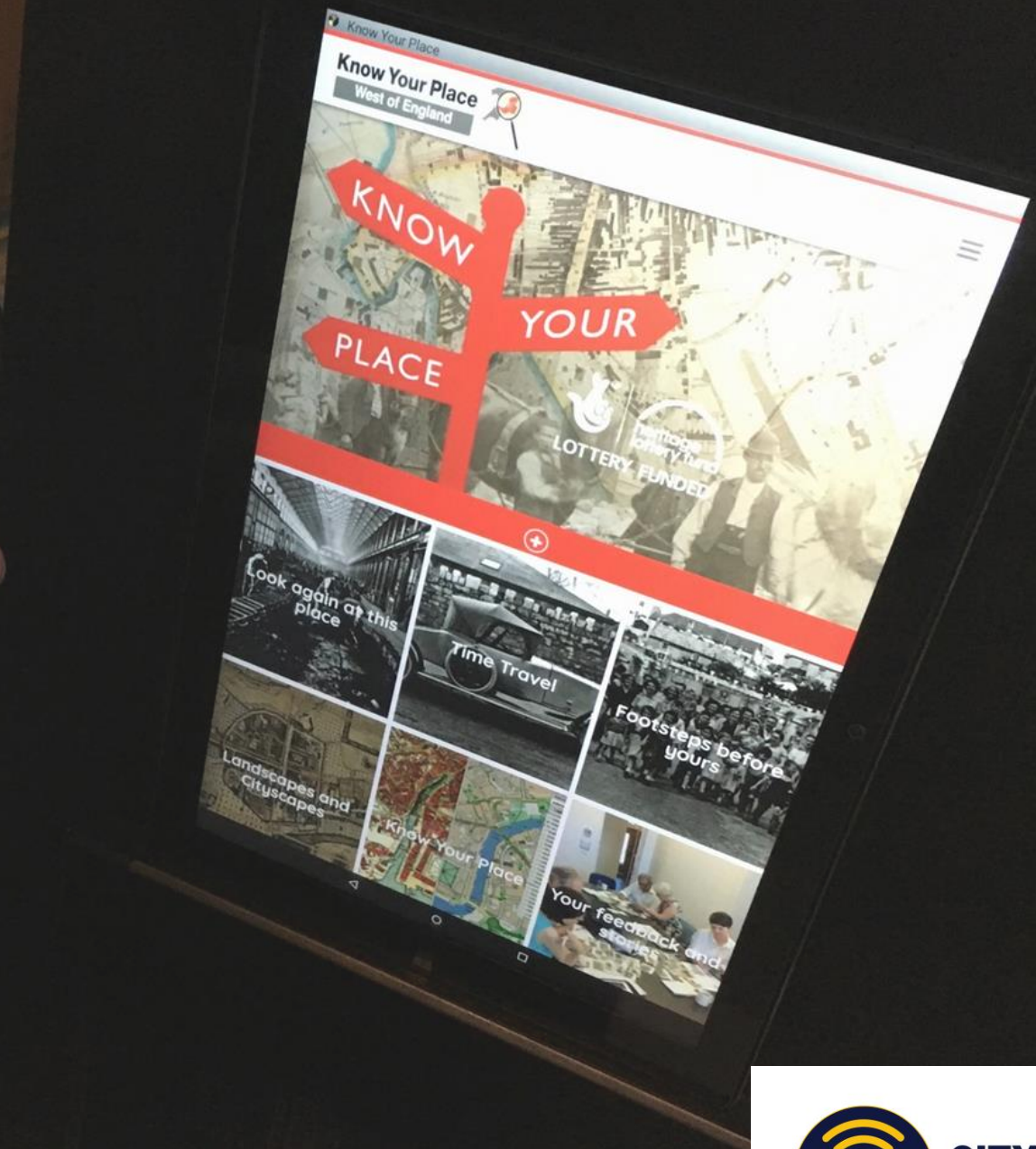
**Know Your Place**  
West of England



heritage  
lottery fund  
LOTTERY FUNDED

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# TAKING HERITAGE ON THE ROAD

**Client:** South Gloucestershire County Council (HLF Funded)

**Date:** 2016 - Present

## The Challenge

SGCC have been working hard to make the heritage of the West of England more accessible through the Know Your Place project.

They wanted to break more of this heritage out of from various archives, and take it on the road in a digital touring exhibition, and make the exhibition accessible on smartphones, tablets and PCs with minimal barriers to access .

The exhibition would be set to travel through 16 different and unusual venues revealing content developed alongside more than 20 collaborating archives, public and private collections, and public contributions.

# INTEGRATED, PORTABLE, EVOLVING

## Our Response

Working with heritage and IT teams from SGCC, Know Your Place and more than 20 collaborating archives and collections, we created KYPExplore – the interactive digital ‘pod’ and integrated, free-to-access digital platform.

The interactive pod’s original design used a lightbox with translucent, bespoke graphics and digital podiums at the corners to house touchscreen interfaces.

The associated platform was designed to be accessible on and responsive to any connected device – smartphone, tablet or PC – without any need for downloads. To align with SGCCs design ambitions we developed a brand new image based UI for the web-hosted platform, *Nutshell*.

The KYPExplore exhibition was designed in such a way that it could be installed or taken down in under an hour, by just two people, and the only requirements of the host space are a standard plug socket, a screwdriver and a WiFi password.



# INTEGRATED, PORTABLE, EVOLVING

## Learning

- **Flexible:** The KYPExplore exhibition was designed to be versatile enough to function in 16 very diverse venues – from museums to churches to public libraries – some of which were still not confirmed at the outset.
- **Accessible:** Web-apps perform like an app but deliver all your content through universal web browsers, you don't need any specialist coding skill to use them, and any changes/updates/edits you make are instantly live across all users, i.e. no one needs to download a thing or update something they have already downloaded. While native apps are great for somethings, they create an unavoidable issue. With apps you instantly create two groups, the first are a very small group – 'the people who HAVE downloaded your app'. The second group is much larger – 'all the other people who HAVEN'T downloaded it'.
- **Collaborative:** Working with more than 20 different content partners taught us a range of new strategies to coordinate these diverse teams, and help them to see their amazing assets with new eyes, explore new ways to tell stories with them.

# CONTACT US

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