



Postgraduate/Distance Learning Assignment coversheet & feedback form

THIS SHEET MUST BE THE FIRST PAGE OF THE ASSIGNMENT YOU ARE SUBMITTING
(DO NOT SEND AS A SEPARATE FILE)

For completion by the student:		
Student Name: Carole E Ballard Student University_Email: 28000729@student.uwtsd.ac.uk		
Module code: AHAN7030 Module title: Exhibiting the Past: Museums, Collections and Heritage Part 2a plan / letter of Museum	Student ID number: 28000729	Educational support needs: Yes
Assignment title: Essay based on a supervised research project.		
Assignment due date: 6 th May 2020 11.59pm – Inc 1 Week – 13 th May (extension)		
This assignment is for the module of the degree 1 st ☐ 2 nd ☐ 3 rd ☐ 4 th ☐ 5 th ☐ 6 th ☐		
I confirm that this is my original work and that I have adhered to the University policy on plagiarism. Signed Carole E Ballard.....13.05.2020..... Email submission: if you are submitting this form via email, please tick this box ☒ X (as a substitute for your signature) to confirm that you agree to the above declaration. yes		

Assignment Mark

1 st Marker's Provisional mark	
2 nd Marker's/Moderator's provisional mark	
External Examiner's mark (if relevant)	
Final Mark	

NB. All marks are provisional until confirmed by the Final Examination Board.

For completion by Marker 1 :

Comments:

Marker's signature:

Date:

For completion by Marker 2/Moderator:

Comments:

Marker's Signature:

Date:

External Examiner's comments (if relevant)

External Examiner's Signature:

Date:

Part 2: Develop a plan for a small exhibition (special exhibition or addition to permanent collection) for your chosen museum (either one you are familiar with, working in or chosen from one of the large/small museums worldwide – this will influence the character of your portfolio).

Proposal about a planned exhibition (750 words) - The plan should include facts like / decisions on reason/purpose and size of the exhibition, venue, budget, set up, design (including catalogue, labels, colour design, cases etc.) --> here you should follow Ambrose/Paine: Museum Basics; Dean: Museum Exhibition; McDonald: A companion to Museum Studies (other theoretical literature could be included as well).

Tregaron Historica
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Date 13/05/2020

The National Lottery Community Fund
www.tnlcommunityfund.org.uk
1 Plough Place;
London;
EC4A 1DE

Dear Samantha Jones, Development Officer

Following our discussion on our exhibition, we would like to take further our application for Lottery support for our proposed museum concept for consideration of the 'People and Places' mid-level community Grant between ten and a hundred thousand pounds. It is our wish to come in at around eighty thousand based on the current size of the exhibition to include insurance, equipment, staffing and design costings as well as prevent purchases such as souvenirs, guidebooks and uniforms. We appreciate that more accurate costing would have to show accuracy on the proposal form.

Tregaron Historica is Carole E Ballard UWTSd Masters Student and Student Lecturer at the University of Wales Katharina Zinn propose to organise a two-week exhibition called 'The Wild West of Wales; The Story of Tregaron' on the 30th April to 28th May 2021.

Over the centuries, Tregaron has gathered a reputation for many interesting, historical and mythological events, with stories wound around the people and lives of Tregaron.

Often real-life events have been blurred into myth and legend but at the heart of each story is a truth emulating from a small village hamlet in the heart of Ceredigion.

Tregaron Historica wishes to bring this history and myth together and create a museum worthy of Tregaron's rich past. To achieve this in 2021, we wish to explore this in 2021, which we hope will coincide with the Eisteddfod Organisation putting on their event in the town.

It is our wish to hold this Museum in the property of a well-known Gallery belonging to Rhiannon Jewellers in Tregaron where many artists have displayed their work—providing a two-level exhibition space. We should hope to put on an interactive, immersive, display, bringing all the sense together, with the myth and charm of media appliances using the latest and traditional museum ideas and delightful 'tricks' to stimulate the imagination of all ages.

Tregaron, located between the two major towns of Aberystwyth and Lampeter is in glorious countryside and was home to Drovers, Villains, Highway Men, Monasteries and Money. Life was hard, people were tough, and so it became a 'wild west' almost self-policing with cattle markets and over twelve hostelrys but, then at the same time, spiritual with pilgrims and abbeys, and the temperance movement, Nowadays the public houses are all but gone, the monasteries crumbling and Temperance Organisation a thing of the past. There are just three public houses, and much history has been forgotten. The idea will be how the museum will benefit the community; bringing in all this rich history and past, into one place to appreciate the trials and tribulations the town has gone through. The spirit of all these events; such as Twm Sion Cati, a highwayman and Wales' own Robin Hood, still runs through the core of Tregaron myth. The exhibition will show all of these, to locals and visitors alike in an amusing and educational format in accordance Association of Social Anthropologist Ethical Guidelines.

The Museum is supported by;

Prifysgol Cymru Y Drindod Dewi Sant / the University of Wales, Trinity St David,
Cumgor Celfyddydau Cymru / Arts Council of Wales,
Llyfrgell Genedlaethol Cymru / The National Library of Wales,
Amgueddfa Cymru / National Museum of Wales (St Fagan's),
Furthermore, yourselves where appropriate artefacts will be loaned from these museums and display with Welsh English Bilingual signage.

The Museum will earn revenue through souvenirs, and at this moment we are discussing a contract with a local artist over polymer figurines of Twm Sion Cati, Druids and Monks. Other souvenirs will be available for quick pocket money change, rulers, pens, badges, bookmarks and fridge magnets, production of which, contracted for best quality.

Rhiannon Jewellers have been talking with us to produce a unique item to celebrate the exhibition aimed at adults in the form of a pendant. They are selling around £75. There will, of course, be a guidebook.

In the evenings, talks and workshops have been organised to bring in extra income.

Including in this letter is a draft museum plan, using an example from “Increasing awareness for soil biodiversity and protection” by Xylander and Zumkowski-Xylander (2018) (Fig1 and Fig2).

Each curve will introduce a different era in chronological order on two floors, each with a different diorama, mechanised mannequin using ‘Projection Mapping’. This technique is projecting an actor’s face upon a still mannequin, dressed appropriately for that diorama.

The viewer will be immersed in sound and voice as the visitor passes through the exhibits. Each area will be soundproof to avoid sound bleed from one exhibit to the other. A similar idea is in use by the Yorvik Viking Exhibition in York and Beaulieu Motor Museum.

Another method will be a process called “Pepper’s Ghose’ Used by Dover Castle where, from a moving project from a computer the image will be reflected vertically onto Perspex or glass showing what appears to be a ghostly figure.

We decided this was perfect for Twm Sion Cati, as we can show various scenes, of him escaping and captured on a wall.

Headset use was rejected as a media format. The limitation of the area does not justify this method. So static narration in each area, with breaks for display cabinets of artefacts, was the chosen option.

In areas where there are no dioramas, large bright and colourful boards hung to connect the individual scenes.

Tregaron Historica believes that the project will be positive, and much needed one to the local community and economy.

Based on our experience and knowledge, we hope to bring a fantastic and worthwhile experience for all.

We feel more projects such as this are essential to introduce and encourage, especially young people, to learn about local history and folklore. We are allowing them to explore the natural environment, to become actively involved, which in turn helps to ensure that future generations will preserve and pass on the stories which are an integral part of our heritage.

We would be more than happy to attend any symposiums and offer any support of evidence that the museum can give within our level of expertise and hope that we will achieve funding from the National Lottery Fund for this event.

Fig1 Ground Draft Museum Plans

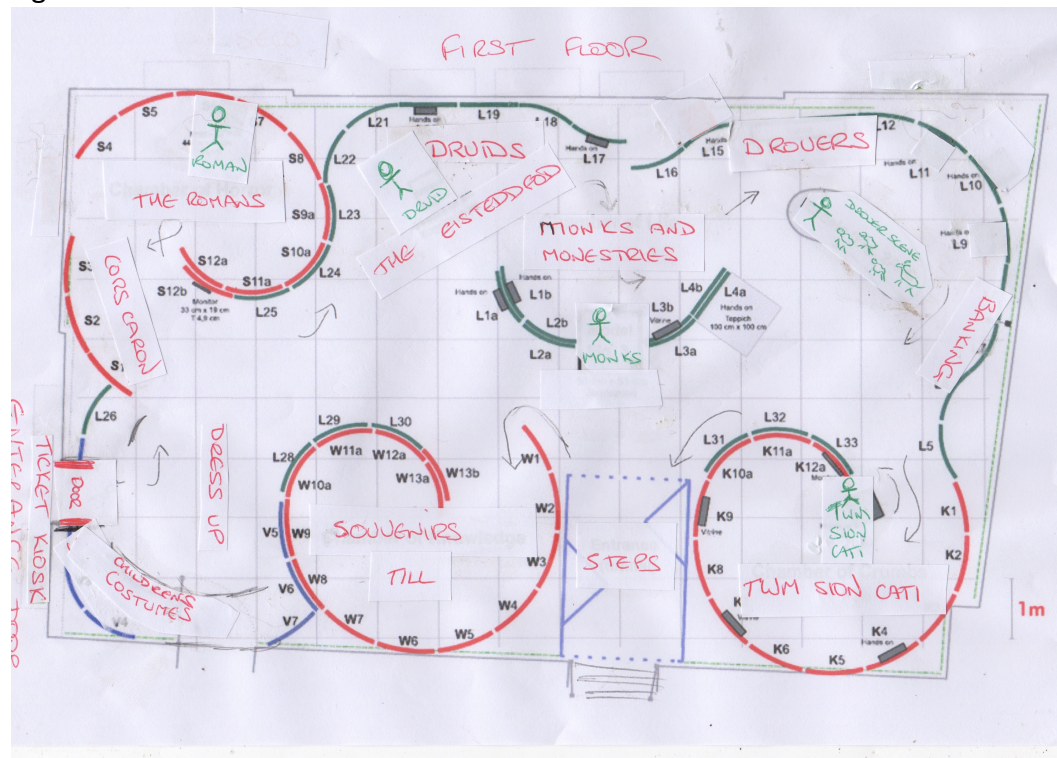
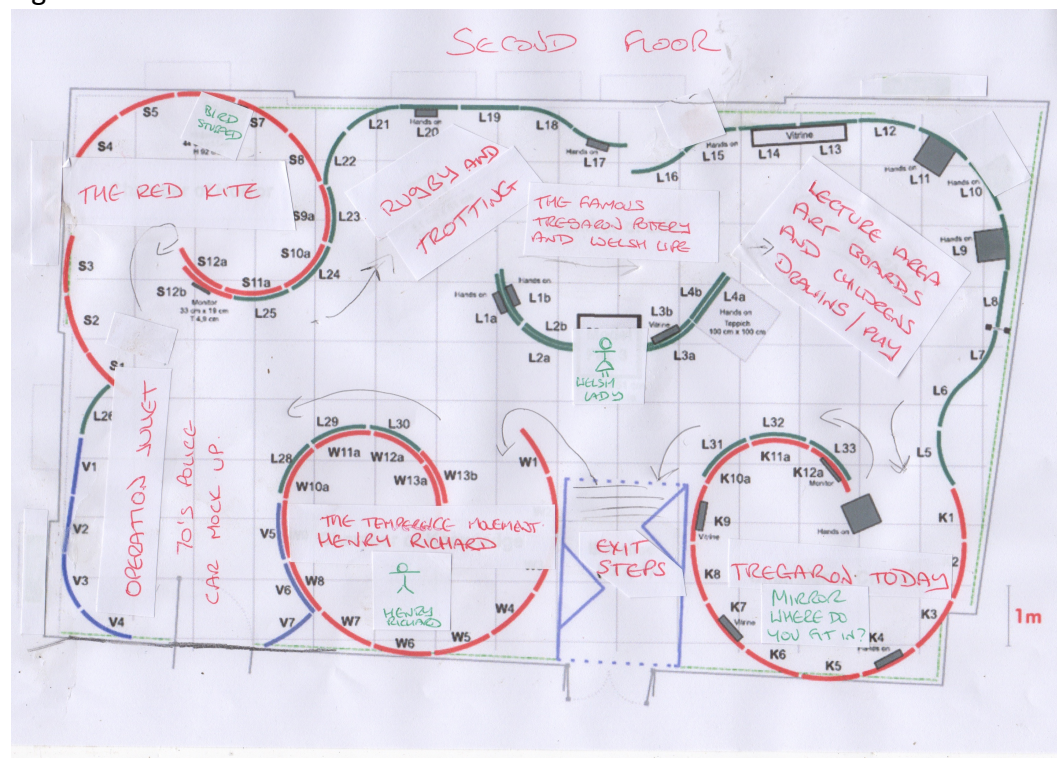


Fig2 Second Floor Draft Museum Plans



Kind Regards,
 Carole E Ballard
 Curator, Tregaron Historica

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Notes to accompany the Museum Design and things to consider

This project uses the layout of the museum, which Xylander, Willi & Zumkowski-Xylander, Helga (2018) created entitled 'Increasing awareness for soil biodiversity and protection' - The international touring exhibition 'The Thin Skin of the Earth'. 10.25674/KKY5-A011 with the Senckenberg Museum of Natural History Görlitz. "Xylander and Zumkowski-Xylander developed an international touring exhibition as the national contribution to the International Year of the Soil 2015. Since the opening of the exhibition in October 2015, it had been shown at six localities and seen by more than 120.000 visitors. It will tour at least for another four years. The exhibition deals with soil biodiversity, the heterogeneity of soils as well as soil protection. It meets the challenge to present objects, processes, topics and formats entirely unknown to most of the public by using recent most specifically developed digital and analogue formats and a sophisticated scenography. To address its main messages to the visitors, emotionalizing and immersive forms of information transfer are crucial and, therefore, central elements of the educational concept. The general concept behind the exhibition, its contents, the educational approaches applied, and the significant results of an external evaluation are described. Conclusions are drawn on the suitability of touring exhibitions and the approaches chosen to inform and sensitize a broad public for soil protection" (Xylander and Zumkowski-Xylander: 2018).

Working Subjects and Dioramas to consider

The Wild West of Wales
 The Story of Tregaron
 American Wild West 1830-1920
 Drovers
 Operation Juliet
 Pubs and brothels
 Rugby
 Trotting and the Irish influx
 Tregaron Walks
 Stone circles
 The story of Henry Richard [Tregaron]. A Welsh Apostle of Peace.
 Kite Centre
 The Eisteddfod
 Talbot Hotel C13
 Tregaron Bog Cors Caron – Adders, polecats, buzzards
 The church is dedicated to St Caron who made war against the Romans and who is buried in Tregaron
 Characters (Roman) took power in Britain in 286
 Tregaron Pottery
 Welsh Life
 Farmer's Market
 Twm Sion Cati
 The Red Kite
 Fishing for Salmon
 The slaughterhouse
 souvenirs

QR Code

The use of a QR Code is essential. It is a handy phone-based app which can contain as much or as little information one wishes to add to it.

The QR code on the poster is working code and will show how the event would look should this go online and become a real event. Try it, download a QR app on a mobile phone and give it a go. I hope you will like it :D

Projection-Mapping.

Where one takes a smooth-out replica of an actor's face (with the same contours), the companies that do this professionally use a limited bank of actors so have the heads ready to go. Key Spots on the recording are synced to the critical spots on the dummy.

Funding for each dummy is in the range of three thousand pounds each with equipment.

The biggest issue would be to decide where the projection comes from, and the ceiling, to avoid disruption is the best place and will determine the final layout of the room.

The downside is if the mannequins are accidentally knocked, the nudge could throw off the light beam, which could make it look scary, so the answer would be to use a short-throw projector and anchor the mannequin.

Alternatives

If projection mapping ceases to become an option though cost, then it is feasible to use a static mannequin with audio. Static audio would give a more flexible layout.

<https://newatlas.com/face-hacking-facial-projection-mapping/48736/> This is an article of how Disney used this for the singing busts in the Haunted Mansion.

Projection-Mapping is all about eye-lines and layout. One requires the figure to be looking at the audience and where they will be standing.

Another museum to use this form of display is Beuleigh Motor Museum. Where it works very well, they have a driver talking about his greatest race. Yorvik only uses a single figure of this kind.

Pepper's Ghost

The 'Pepper's Ghost' Method, used by Dover Castle is a computer-generated image, projected onto glass or Perspex. It gives a moving ghostly image which for Twm Sion Cati would be perfect. His life could be narrated in story form in different multi scenarios, of his life which could tell his story in a ghostly way, it could be as scary or not as needed., repentant or proud. 'Pepper's Ghost' is a simple trick using computer-generated images reflected on Perspex or glass to show a movable ghost of a figure. <https://www.instructables.com/id/The-Peppers-Ghost-Illusion/>

Souvenirs

Discussing this with Adam Sinclair-Greenwood, who runs The Robin Hood Experience <http://www.robinhoodexperience.co.uk/rhe/> in Nottingham, his surprising suggestion, was to sell imitation children's weapons as, despite the violent nature, they sell.

Tregaron Historica would sell fridge magnets showing the museum name and Tregaron on them. Alongside the Twm Sion Cati Character, Woolly toy sheep for the drovers, drover's fancy smocks, Shepard crooks for children maybe have some real 'rural' crooks and walking sticks for adults too.

It would be lovely too, to commission jewellery from Rhiannon

<https://www.rhiannon.co.uk> and figurines of specific characters in the exhibition and finally a detailed book, or guidebook.

Such companies that supply items which would be useful are Westair

<http://www.westair.co.uk> and Nemesis Now <https://www.nemesisnow.com>.

Sponsors

Ideally, sponsors would be funding the exhibition. Tregaron Historica would also pitch the idea to the sponsors that we put on our poster, including the local Ceredigion Council as we firmly believe that if we were attempting this for real, it would be a boon to the local economy.

Therefore, we would pitch to;

The Lottery Fund - <https://www.tnlcommunityfund.org.uk>

Prifysgol Cymru Y Drindod Dewi Sant / University of Wales, Trinity St David - <https://www.uwtsd.ac.uk>

Cumgor Celfyddydau Cymru / Arts Council of Wales - <https://arts.wales>

Llyfrgell Genedlaethol Cymru / The National Library of Wales - <https://www.library.wales>

Amgueddfa Cymru / National Museum of Wales (St Fagan's) - <https://museum.wales/stfagans/>

Ceredigion County Council - <https://www.ceredigion.gov.uk>

Rhiannon Art Gallery is our intended venue; however, in reality, a more suitable and longer-term venue would have to be sought. Rhiannon is of course used only as a made-up event -

<https://www.rhiannon.co.uk/shop/collections/151/gorsedd-of-birds>.

The Plan of the Museum

Working off a plan, already being used for a journal, article called "Increasing awareness for soil biodiversity and protection" by Xylander and Zumkowski-Xylander (2018).

Costing

Costing will, of course, have to take into consideration such things as:

Fire precautions and safety.

Lighting, Public Liability insurance,

Contents and Effects Insurance will be a high percentage of any costing.

Temperature and relative humidity

Chapter four, 'Controlling the exhibition environment.'

a) "A major part of exhibit designing involves modifying and enclosing spaces. Knowing the type and capabilities of the museum heating, ventilation, and air conditioning system (HVAC) is essential to the designer" (p:70)

Notes on the Poster

The poster focuses on a theoretical and amusing look at Tregaron through the ages. The exhibitions will be directed to adults and children, having a high visual and interactive content, as the budget will allow. Concentrating on the intriguing side of

Tregaron, the exhibit will be a playful display, capturing audience attention through curiosity and intrigue. The poster's focus is to highlight the more tongue in cheek aspects of Tregaron, such as highwaymen, money, thieves, and its polar opposite, monasteries and The Temperance Movement and to, encourages the audience to wonder and be puzzled at the two extremes of society. The image on the background of the poster was chosen carefully with deliberate intention to fade into the background.

The header artwork is Tom Sion Cati, a local villain Robin Hood, chased by villagers, and the more prominent artwork, of a picture of drovers and sheep, was faded this way in order to ensure the poster flowed while covering the whole area of the page. The imaginary, proposed exhibition's supporters are the local National Library of Wales,

for documentation, the Arts Council, The National Museum of Wales, the University of

Wales, Trinity St. David, and a company which is an imaginary group, called 'Tregaron

Historica' as though, an adequately formed company, arranging exhibitions.

The poster includes a working QR link to a Facebook event page.

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Waymarking.com. URL

https://www.waymarking.com/waymarks/WMFQ22_Red_Kite_Centre_and_Museum_Tregaron_Ceredigion_Wales (accessed 5.2.20).

.....EXAMPLE.....

Example Beginning of the National Lottery Funding Form

These are the first few pages where one has to summarise a project, and this has been complete as an example of what the form would require.

Please note, it is not the whole form.

National Lottery Fund Application form (Mock-up)

Notes on completion

Summary

Name

Tregaron Historica

Application Form Project Title

The Wild West of Wales – The Story of Tregaron

Reference number

TreHis4039998

About you

This project has been put together by Carole Elizabeth Ballard of the University of Wales, Lampeter, in conjunction with Katharina Zinn Lecturer and Tregaron Historica to formulate a new museum focusing on the element of display, artefact and design of local events, myths and legends.

The project is called 'The Wild West of Wales – The Story of Tregaron' and will seek to find the interest and help from local people to become a well-publicised tourist attraction and 'people's museum'.

The exhibition is temporary, from the 30th April to the 28th May 2021 to include it during the Eisteddfod and perhaps, moving it to a more permanent venue in time.

Project summary

In no more than 350 words, summarise your project. We will use this text to tell people about your project, including our decision takers who will see your description as part of the assessment process.

Over the centuries, Tregaron has gathered a reputation for many exciting, historical and mythological events, with stories wound around the people and lives of Tregaron.

Often real-life events have been blurred into myth and legend but at the heart of each story is a truth which emulates from a small village town in the heart of Ceredigion.

Tregaron Historica wishes to bring this history and myth together and create a museum worthy of Tregaron's rich past. To do this, we wish to have this, in 2021, which we hope will coincide with the Eisteddfod putting on their event in the town.

It is our wish to hold this Museum in the property of a well-known Gallery belonging to Rhiannon Jewellers in Tregaron where many artists have displayed their work. Providing a two-level exhibition space, Tregaron Historical would put on an interactive display; bringing all senses together with the myth and charm of media appliances and making use of the latest museum displays and delightful 'tricks' to stimulate the imagination of all ages.

Tregaron, between the two major towns of Aberystwyth and Lampeter, is in glorious countryside and was home to Drovers, Villains, Highway Men, Monasteries and Money. Life was hard, people were tough, and so it became a 'wild west' almost self-policing with cattle markets and over twelve hostelrys but, then at the same time, spiritual with pilgrims and abbeys, the temperance movement, At the same time, becoming economically successful/ Nowadays the pubs have gone, the monasteries crumbling and temperance a thing of the past. There are only three public houses now, and much history has been forgotten. Here is where the Tregaron Historica museum comes in, bringing in all this rich history and past, into one place to appreciate the trials and tribulations the town has gone through. The spirit of all these events such as Twm Sion Cati, a highwayman 'made good' still run through the veins of Tregaron, and the exhibition, will show all of these, to locals and visitors alike and am amusing and educational format.

Carole E Ballard will be the chief curator dealing with the applications and overseeing the exhibition.

Have you received any advice from us before making your application?

Yes

Please tell us who you received advice from.

Samantha Jones, Development Officer

Is this your first application to the Heritage Lottery Fund?

Yes

Section one: Your organisation

Tregaron Historica

Ty Becca

Bwlch Llan

Lampeter

Ceredigion

SA48QR

Local Authority within which the project will take place

Ceredigion

Details of primary contact person Name

Carole E Ballard

Position

Chair of the Trustees – Student at the University of Wales, Trinity St. David.

Is the address of the main contact person the same as the address in 1a?

Yes

Daytime phone number, including area code

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Alternative Phone Number

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carole@tybecca.com

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