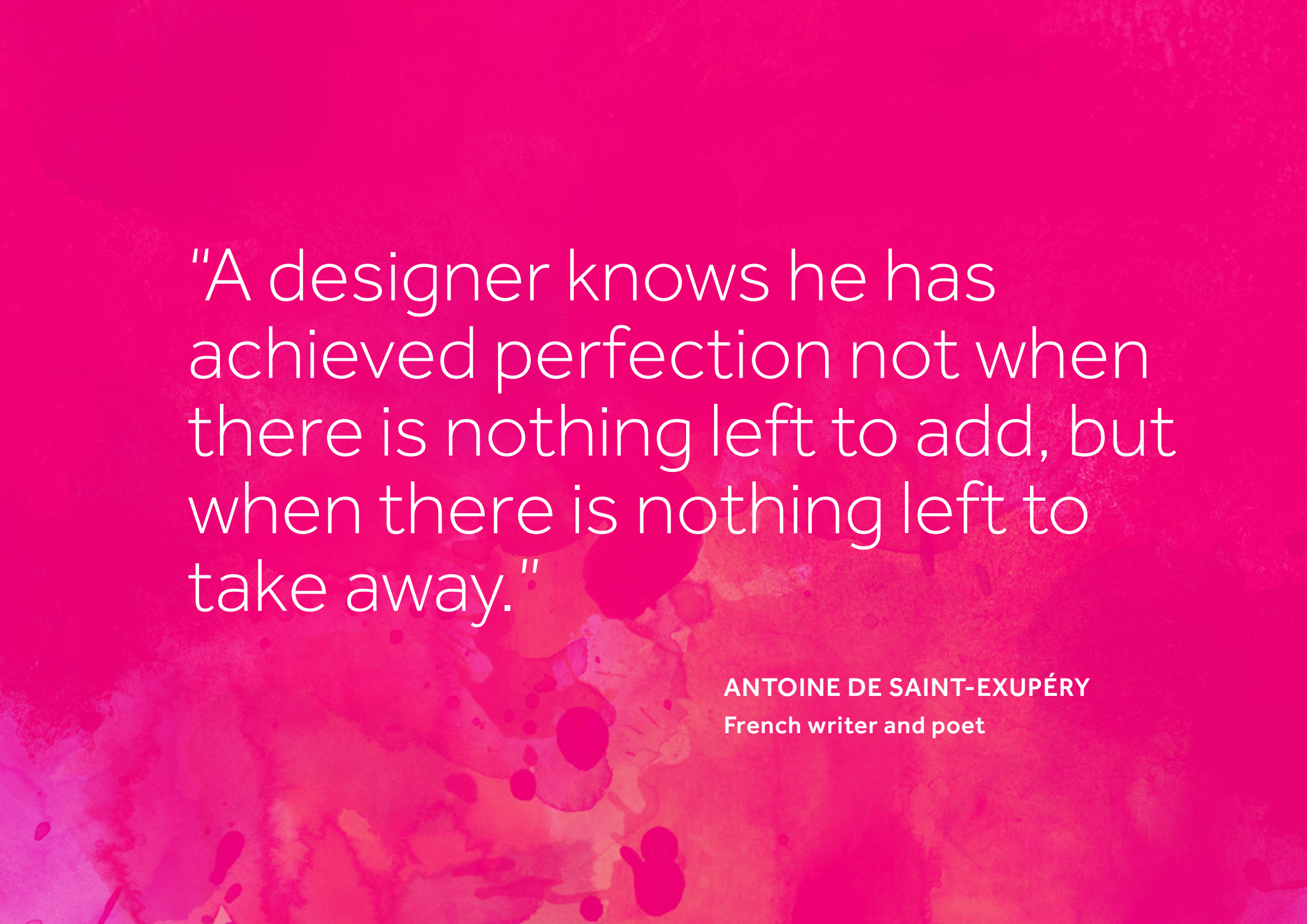


ARTIBRAND

**CREATIVE DESIGN, PASSION, ENGAGEMENT,
VISION, TEAM PLAYER, LOCAL TO GLOBAL**

YOUR INTERPRETATION PROJECT



"A designer knows he has
achieved perfection not when
there is nothing left to add, but
when there is nothing left to
take away."

ANTOINE DE SAINT-EXUPÉRY

French writer and poet

INTERPRETATION

Interpretation connects people to the places they visit. The emphasis is planning how your audience will be engaged via touch points that will inform, educate and entertain. Solutions can be via bespoke environments, 3d learning tools, digital interactives, guided tours, signage and waymarkers.

Good interpretation aims to engage all the senses and be a fully inclusive and immersive experience.



TIPS ON INTERPRETATION CONSIDERATIONS

Research / Your Story

Interpretation is often associated with a subject which is factual (eg. nature) or historical based (eg. a place, building or person). Ideally you should have detailed reference of the facts (eg. flora and fauna) and any historical records that can be accessed.

- Do you know what you want to say or do you need an interpretation plan?
- Do you know your target audience or do you require community consultation?
- what messages / story / themes do you want to convey?
- what formats will best reach your audience online and offline?
eg. is a self guided tour with interpretation solutions adequate or does it require input from volunteers / paid staff?

Assets

- Do you have existing quality images / videos / archive material?

TIPS ON INTERPRETATION CONSIDERATIONS

Moodboards are a great mechanism to gather all your influences and thoughts into one place, so you can evaluate your project in context. Interpretation projects can involve multiple partners, including representatives of your target audience. It's always a good idea to gain feedback at the moodboard stage and open debate on how a space or subject could be treated. This could include:

- use of local sustainable materials
- commissioning local artisans / craft workers / heritage groups
- how can you interact with your audience? eg. touch screen, sound posts, heritage trail, interactive map, app, augmented reality, guided tour, feedback box, waymarkers.
- is your subject complex and requires 'themes' which you can use to distinguish your content in an 'easy to absorb' way?
- does your subject lend itself to educational learning / workshops?



INTERPRETATION CASE STUDY

Preston Tower and Gardens is in the heart of Prestonpans in East Lothian.

Artibrand worked closely with heritage consultant Lyndsey Clark, client East Lothian Council and a team of partners (NTS, HES, local community, contractors, architects) to create a first phase of interpretation working towards the tower being accessible to the public after several decades of being closed.

The initial process was to consult with partners and the local community to gain feedback on their desires, and how they saw the future of the tower and gardens. Through a process of on-site and online community consultation we gathered feedback via forms, feedback boxes and cards, moodboard presentations and drop-in sessions. The general consensus was to implement interpretation which was informative on the history of the tower and gardens, create a contemplation area where people could meet and talk and a heritage trail. The solutions should be 'light touch' and not dominate the space, allowing the hero (the tower) to shine.

See the following pages, which document the process of:

- **community engagement**
- **moodboards**
- **historical research**
- **sketches and ideas**
- **solutions**



INTERPRETATION - PRESTON TOWER AND GARDENS

Prestonpans Tower Garden Survey

HERITAGE FUND East Lothian Council

Date: _____

Survey time: _____ Start: _____ Finish: _____

Weather: _____

Total number of people who came through (complete at end): _____

	Time arrived	Time left	Use Path only (P) or Grass (G)	Number in group	Who? (see letters below)	Any prams, wheelchairs, walking frames, sticks etc?
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						

A. Carers with pre-schoolers B. Primary age children C. Teens (13-19)
D. Adults approx. 20-69yrs old E. Older adults approx. 70+

Prestonpans Tower Garden Survey

HERITAGE FUND East Lothian Council

Date: _____ Time: _____

1. Do you live in the area? Yes / No [circle one]

a. If no, why have you come to the Prestonpans area today?

2. Do you have children?
a. pre-school age Yes / No
b. primary school age children Yes / No
c. secondary school age children Yes / No

3. How old are you? 13-18 19-29 30-39 40-49 50-59 60-69 70+

4. Why have you come through the Tower Gardens today?

5. What could help you use the space more? What are the problems with it as it is?

6. Is there anything you'd like to know more about the Tower, Gardens and Doo'cot?

7. Are there any stories you'd like to share with others about the Tower, Gardens and Doo'cot?

8. Do you have any mobility needs? Yes / No

a. If yes, is there anything we could do to help?



Preston Tower & Gardens lunchtime drop-in sessions

Meet the team working on the tower

HERITAGE FUND East Lothian Council

Public drop-in on site, 1pm on August 10th, September 7th and October 5th

Work has started on a new pathway to connect the Doo'cot, benches and top path to allow better access to the park. Drop in to find out more. Or use the QR code to complete an online survey to tell us what you think.

Tell us what you think!

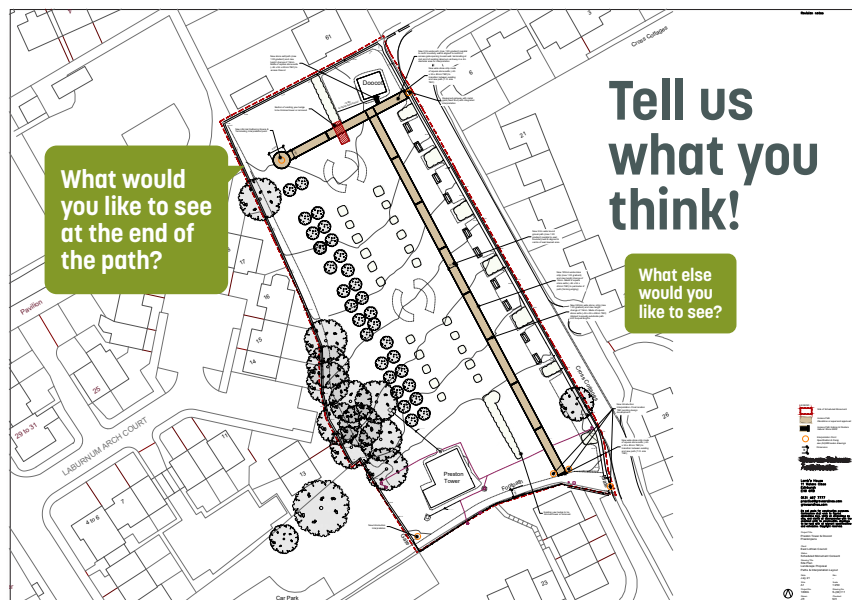
HERITAGE FUND East Lothian Council

Please take our online survey

Community engagement

- on-site forms, completed with members of the public who accessed the gardens at Preston Tower.
- drop-in sessions / poster
- feedback postcards and box supplied at the local community centres.
- online digital versions

INTERPRETATION - PRESTON TOWER AND GARDENS



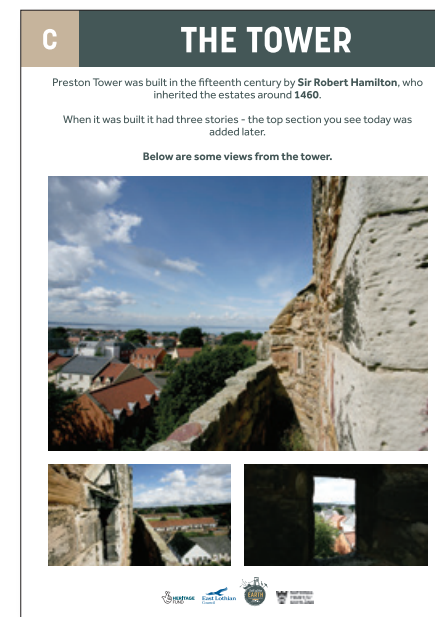
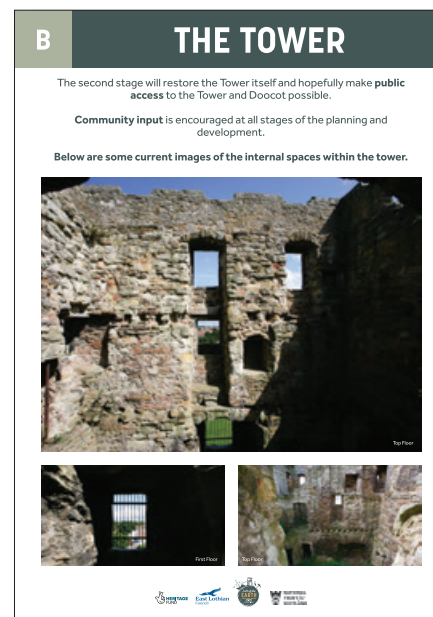
Community engagement

Based on community feedback and the desires of the working partners group, it was agreed a new path should connect to the Doocot through the garden to finish at a "contemplation area".

We created moodboards with possible images and 'wordcloud words' to stimulate ideas from the public on what the contemplation area might look like.

Doors Open Days weekend allowed us the opportunity to engage many members of the local community and visitors.

We created large format prints with photographs of the interior of the tower, and views from within the tower, which most of the public had never seen before.



INTERPRETATION - PRESTON TOWER AND GARDENS

Doors Open Days Event

Artibrand and Lyndsey Clark jointly organised a Doors Open Days weekend, which allowed us to attract a large local community of all ages, to discuss ideas on developing the tower and gardens.

The event was extremely successful and most importantly, renewed interest in the local landmark. The event included:

- local musicians (traditional and contemporary) to attract a wide range of ages.
- storytellers, engaging with groups of children, (also co-ordinated via the local schools)
- giant Jenga and Play Ranger services
- stone carving workshop
- local heritage group participation
- a fantastic illustration of the tower by Bob Marshall, showing the tower around 1650, depicting the finish of the stone with white lime-washed harling - a complete surprise to all.
- printed leaflet, describing the history of the tower and gardens
- pop-up banners
- moodboards and new views of the tower (on previous page)
- video of the tower and proposed work
- social media posts



INTERPRETATION - PRESTON TOWER AND GARDENS

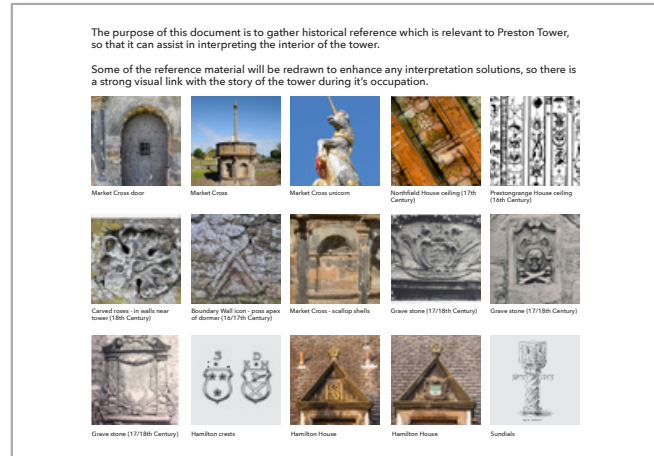
Historical Research

Although we had an overview of historical facts about the tower and gardens, there was very little information regarding the interior of the tower or information on the family who lived there. Any official paperwork is believed to have been destroyed during its burning (on 3 occasions) and the building has lain in partial ruin for 360 years.

Artibrand created a historical document based on research of nearby buildings of a similar age (15th - 17th century).

Interestingly we discovered the 'fashion of the day' was to have a highly decorated painted ceiling. Most of these were either based on illustrations of fruit, vegetables and flowers, or gargoyles and mythological creatures.

We redrew some of these figures and icons to use as supportive images to create a link with the story of the tower during its occupation.



INTERPRETATION - PRESTON TOWER AND GARDENS

Visualisation

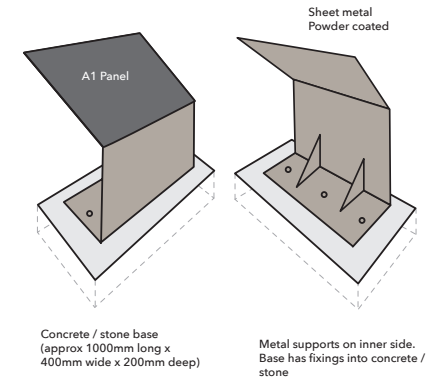
Collaborating with the project partners and sharing feedback from the community consultation, we had an agreement on:

- 3 lectern/free-standing units throughout the gardens
- Contemplation area, comprising of facing benches
- Heritage trail for children

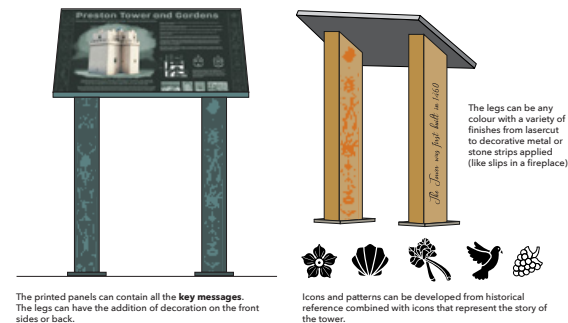
Lecterns

Several optional approaches were discussed, ranging from a simple folded corten metal construction, standard lectern, lectern with a mix of materials: burned oak, carved stone, metal and community stone (made from shells, stones, as the original tower was constructed). One elaborate design was a free-standing tall unit with a thin slit window cut-away revealing the tower.

After much discussion on durability, local materials, vandal proofing, maintenance, impact to the site, the simple lectern design was chosen as a tried and tested solution, allowing minimal obtrusion to the tower, whilst providing points of information.



HES approved lectern with some subtle modifications
(Minimal impact to budget and timescales)



INTERPRETATION - PRESTON TOWER AND GARDENS

Preston Tower

When the tower was built, it had three storeys – the top section you see today was added later. All records from the building works, repairs and changes have been lost. These images have been created using the archaeological evidence from the building itself and show how it probably looked at different times.



(Illustration by Bob Marshall) (Illustration by Bob Marshall) (Illustration by Bob Marshall)

1460s

The tower was built in the mid-15th century by the local landowner, Sir Robert Hamilton. Access to the tower was by an external timber staircase. This led straight to the first floor where the main hall was found. A spiral staircase led to the second-floor bedrooms.

Ground level was used as a basement. The main part, used for storage, had an external entrance. But the basement in the wing could only be accessed by a trap door, creating a secure dungeon.



1560s

In 1544, it was attacked and burned during the 'rough wooing', carried out on behalf of Henry VIII of England. When repaired, a more substantial external staircase, porch and defensive upper parapet were added.

1650

Around the 1620s, Sir John Hamilton added two extra floors of living accommodation. You can see a real change in the number and size of the windows on this newer portion, with more decoration.

"The pavilion perched on top of the tower was the last word in fashion: a cubic, sky-high gazebo providing a single, gracious room per floor, beautifully lit by ornately pedimented windows with superlative views north over the Forth."

Charles McKean in *The Scottish Chateau - The Country House of Renaissance Scotland*, 2005



HERITAGE FUND East Lothian Council EARTH NATIONAL TRUST FOR SCOTLAND



Lecterns

Three lecterns were designed; one providing an overview of the tower, the second showing the developing stages of building (illustrated by Bob Marshall) and a third panel focussing on the garden and Doocot.

INTERPRETATION - PRESTON TOWER AND GARDENS

Contemplation area

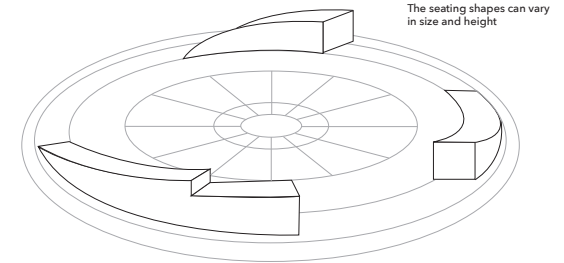
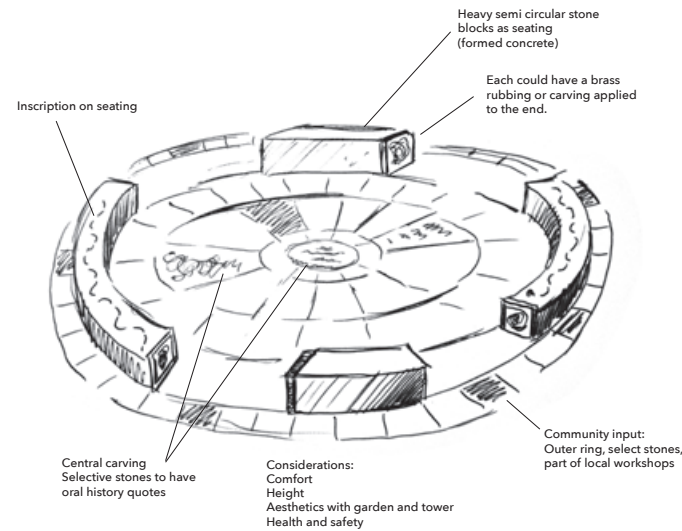
The concept of the contemplation area, was to create a space in the garden where local and visitors could sit and reflect on the history of the tower and surrounding area, or simply have a conversation.

The position within the garden, materials and engravings were discussed at length with the partners, contractor, stone engraver, local quarries and local residents.

The circle would be the end destination along a new path within the garden, providing access for all.

Budget was also a consideration. Concrete was originally discussed to form the seating, but it was felt it didn't tie in with the fabric of the tower and would be cold to sit on.

Artibrand designed the circle to be like a large compass, connecting to places relevant to the tower.



Carvings

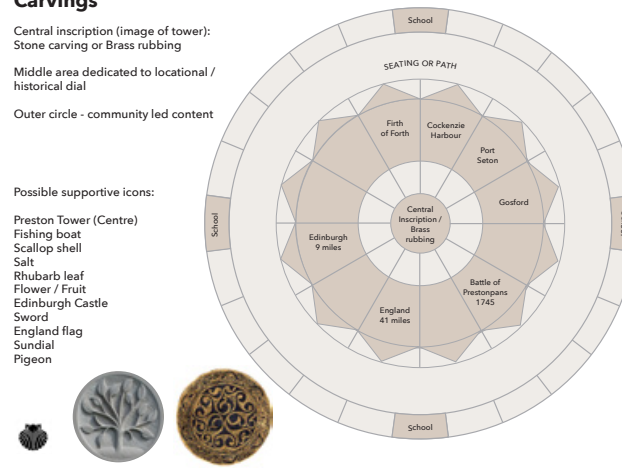
Central inscription (image of tower):
Stone carving or Brass rubbing

Middle area dedicated to locational / historical dial

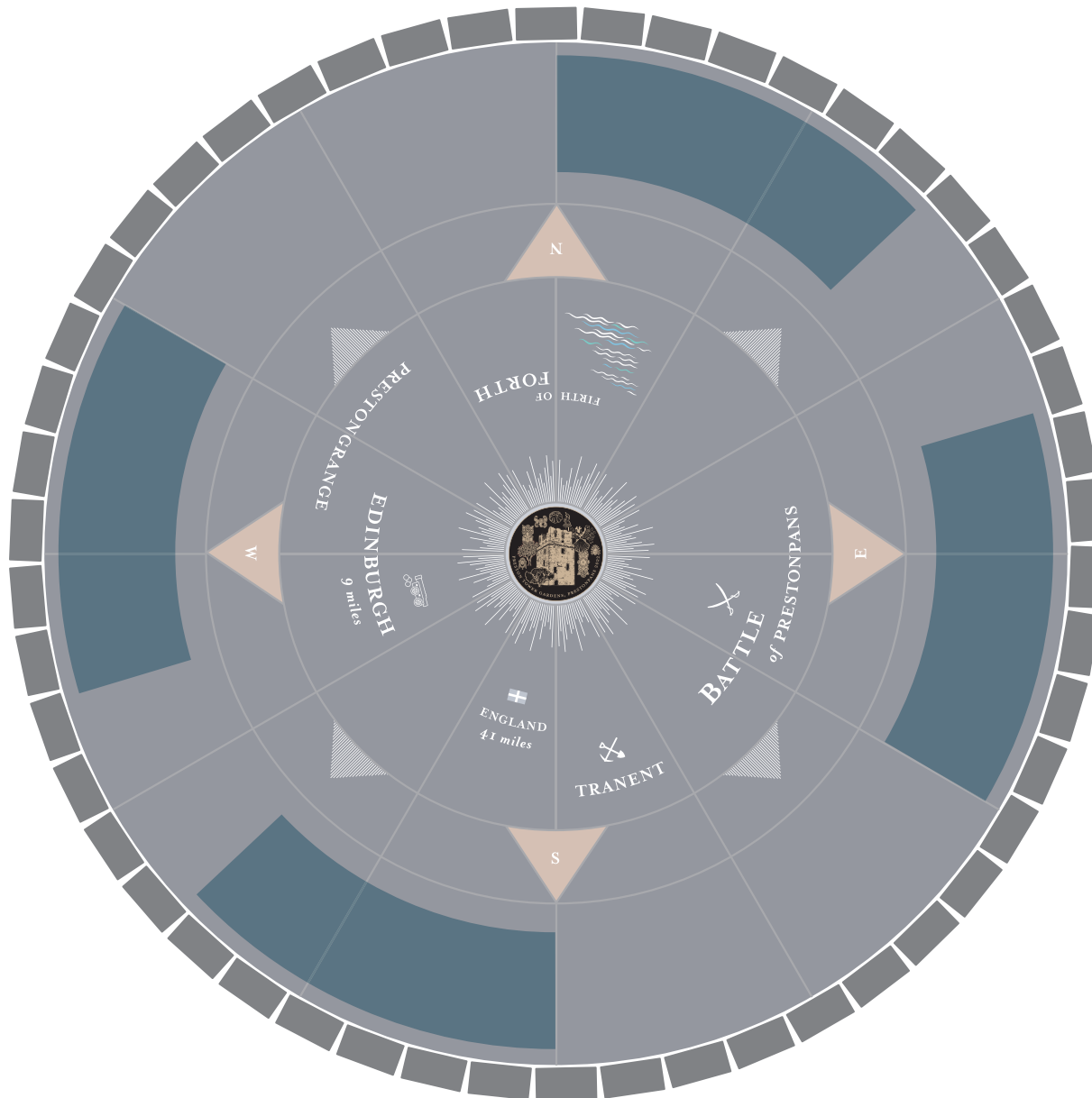
Outer circle - community led content

Possible supportive icons:

Preston Tower (Centre)
Fishing boat
Scallop shell
Salt
Rhubarb leaf
Flower / Fruit
Edinburgh Castle
Sword
England flag
Sundial
Pigeon



INTERPRETATION - PRESTON TOWER AND GARDENS



Contemplation area

Artwork for the contemplation circle,
to be engraved into Caithness stone.
Bronze plaque in the centre.

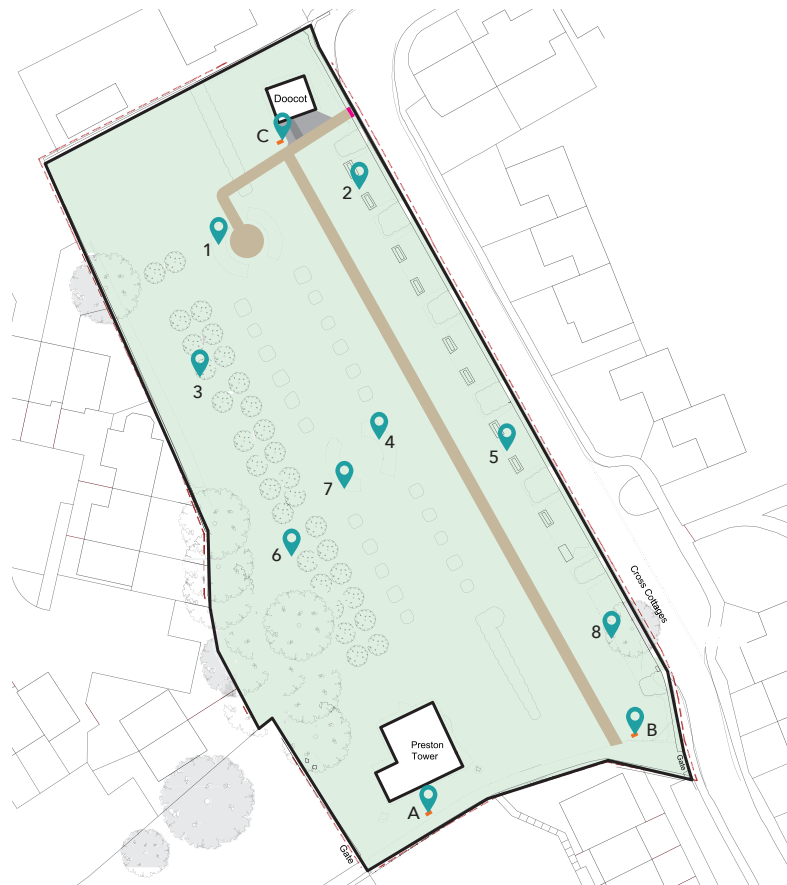
INTERPRETATION - PRESTON TOWER AND GARDENS



INTERPRETATION - PRESTON TOWER AND GARDENS

Heritage Trail

The Heritage Trail is aimed at children, allowing them to explore the garden, find the posts, take rubbings and complete the quiz sheet which is supplied online for download or printed off at the nearby community centres. The trail brings a fun element to participation whilst learning about the history of the garden and historical industries.



Trail positions



1 - in flower bed next to contemplation circle - **Coast plaque**



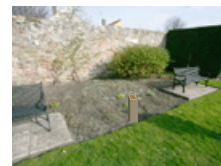
2 - in between first set of benches
Coal mining plaque



3 - missing tree at arch (north)
Seashell plaque



4 - in flower bed in centre of garden (east) - **Pigeon plaque**



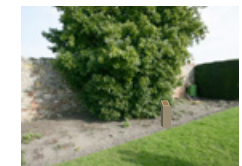
5 - in between fourth set of benches
Mercat Cross plaque



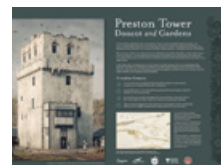
6 - missing tree at arch (south)
Apple Tree plaque



7 - in flower bed in centre of garden (west) - **Cabbage plaque**



8 - in flower bed next to east gate
Preston Tower plaque



A - reference to lectern panel content

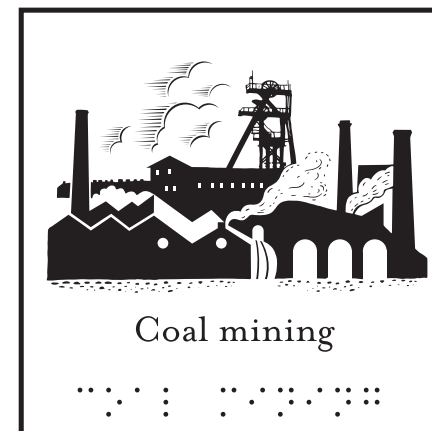
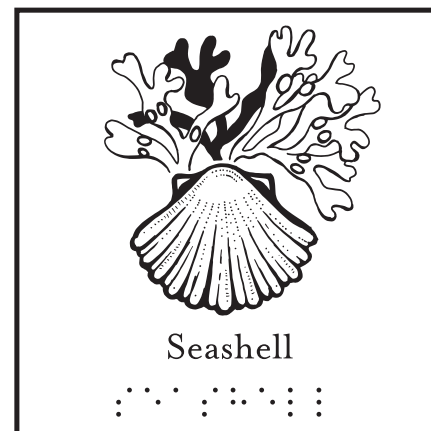
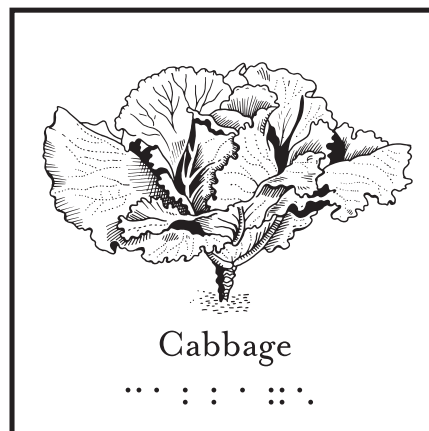
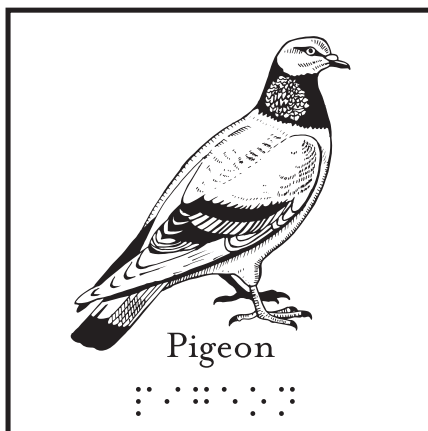
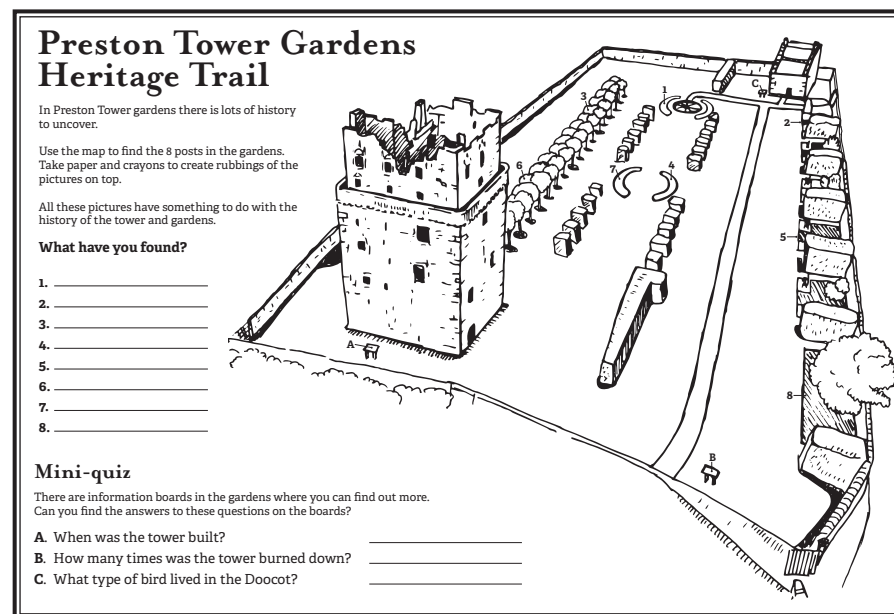


B - reference to lectern panel content



C - reference to lectern panel content

INTERPRETATION - PRESTON TOWER AND GARDENS



Artibrand created an illustration of the garden showing locations of the posts, along with 8 individual illustrations, produced as zinc plaques, inserted into green Oak posts within the garden. The Heritage Trail sheet acts as a mini quiz, taking children on a journey around the garden, whilst learning some simple details about the history of the tower and gardens and historical industries around Prestonpans, whilst taking rubbings and having some fun. From our community consultation, it was felt braille lettering would be beneficial and inclusive to those with impaired sight.

ARTIBRAND SERVICES



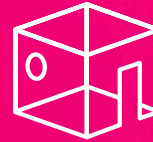
Branding

Brand identity
Brand Guidelines



Graphic Design

Corporate identity
Stationery
Leaflets
Posters
Brochures
Annual Report
Packaging



Interpretation

Interpretive Masterplan
Interpretive Visualisation
3d interactive tools
Digital solutions
Bespoke environments



Illustration

Bespoke illustration in
several styles
Digital illustration
Traditional illustration



Web

Web design
Web build
Content creation



Animation

Animated brand
Animated graphics
Animated presentation



Video

Video trailers
Pop Vox Videos



Photography

Landscape Photography
Commercial Photography

HOW WE WORK WITH YOU



Liaison

At the outset we will collaborate with you to understand your aims and objectives, expected outputs, restrictions, timescale, budget, partners and responsibilities, contacts, what existing collateral you have (text, images, brand guidelines) and identify any new required resources.

We can liaise face to face in your business environment, or work remotely.



Research

Research is critical in determining your competition, where you currently sit in the marketplace and where you want to be. Once we have discussed your project, we will develop moodboard documents, where we can find out what you like / dislike, ensuring any ideas do not look like any existing solutions.

We will create a written VISION to agree a general direction pre design. This ensures valuable time is not spent executing undesirable designs.



Design

Design is usually done in at least 2 phases, pending size of project. The first phase would consist of optional design variances. The second phase would be a development of the chosen route.

All designs created by Artibrand are copyright to each client.



Production

On approval of the final designs, artwork can be supplied in a variety of formats for offline and online solutions.

We will partner specialists where the production or ongoing solution requires niche services, such as the physical build of an interpretation space.

WHAT MAKES US DIFFERENT

It's not a single reason, but a collective of ideologies that have formed over years, and are creatively interpreted to match the requirement of each individual client.



Experience

It can be subtleties, such as knowing what font will work to have the right tone. Knowing what height to place text at an exhibition, so it can be easily read, or considering tone of voice to engage different age groups and abilities.



Partnerships

Working with the right partners to deliver niche supportive services, such as social media experts, bespoke exhibition contractors, or 3d interactive developers.



Flexibility

Being open and honest about what is possible, how it can be delivered, how much it will cost and how long it will take. Where possible we will go the extra mile to ensure projects are running as smooth as possible.



WOW Factor

We always aim to exceed a clients expectations. Planning your project we will develop a dynamic solution, which also has a clear common sense approach. We aim to deliver results.

WHO IS ARTIBRAND?

Artibrand is privately owned and managed by creative designer **Steve Kirkpatrick**, founded in 2016. The company specialises in branding, graphic design, illustration, interpretation and digital solutions, catering for public and private clients.

Steve's approach is to oversee all creative projects through Artibrand, partnering with other creative specialists when required, sharing ideas and knowledge to form a talented, experienced and focussed team.

The company is very much about people, building relationships with clients and providing a personal service that is open, friendly, reliable, professional, rewarding and fun!

Core skills:

- branding / interpretation / graphic design / illustration / photography
- carefully listening to a client's needs and providing a successful solution
- looking at the 'big picture' and provide a holistic view of a project
- provide an inclusive, transparent and common sense methodology
- provide solutions that can be measured and evaluated



WHAT CLIENTS SAY

"I love working with Stephen because I know he always delivers a creative solution, whatever the brief. Working on my organisation's new Impact Report was a challenge because it was a long process and it was also the first test of new branding elements that Stephen had created for me. As always, he came through with a fab design that was bang on target, which completely won over my colleagues and senior management team."

Joanie Koh

Berkshire Community Foundation

.....

The Whithorn Trust has worked for five years with Artibrand and we keep coming back. The solutions to our graphic design projects have been imaginative and innovative, and left plenty of time for us to consider alternatives before picking the final design. Highly recommended.

Julia Muir Watt

The Whithorn Trust

.....

We are really pleased with the service provided by Artibrand. The brand identity they developed reflected the core values of Kirkcudbright Dark Space Planetarium completely. Additionally, Artibrand designed our merchandise which has been very well received by our visitors. Throughout the whole process we have been listened to, guided, and supported - we could not have asked for better service.

Frances Coombey

Kirkcudbright Dark Space Planetarium

Here at the Kirkcudbright Development Trust we have really enjoyed working with Artibrand. The design for our new website was delivered on time and to our specification. We were listened to, but also shown things we hadn't considered. The website itself is really easy to navigate, allowing people who don't usually use websites to get around quickly and easily and encourages them to explore and learn. As well as being visually attractive with lots of images and videos, the content is really punchy, with lots of variation and really gets our message across.

Helen Henderson

Kirkcudbright Development Trust

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Stephen has worked with us since we started our company, Funbox, helping us to realise our brand identity, web design and ongoing promotional material. It's essential for us we work with someone who understands our market. Stephen is always quick to respond to our needs and captures our themed tours perfectly every time.

Gary Coupland MBE

Funbox

.....

Steve was brilliant to work with. He took time to understand my needs and brought lots of ideas with a creative flair. I was really happy with his work and would definitely recommend him.

Jane Davies

Jane Davies & Associates

HOW CAN WE HELP YOU?

We would love to provide you with a free overview consultation to help develop your business.



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