



Concept Brief

Experience or exhibit overview

Briefly describe your experience or exhibit

Audience

Is there a target audience? (for example, 'teenagers' or 'people who live in the local area')

Who will this experience or exhibit benefit? (For example, 'people who prefer not to read text panels')

Is there an opportunity to broaden access? (For example, 'including audio description will broaden access to include blind visitors')

How are you imagining that the public might interact with the experience or exhibit? (For example, 'they will touch the objects whilst listening to the creative audio description')

Are there particular positives or negatives that might be experienced for specific groups? (For example, 'there is the potential for sensory overwhelm')

The narrative/story/message

What is the narrative/storyline of the experience or exhibit?

What are the key messages of the experience or exhibit?

How does this fit into the wider narrative of the exhibition?

What are some of the non-visual ways that we could convey this story?

Sensory information

What sensory information do you want to convey? What is the multisensory experience you want to create?

Is there a specific feeling or emotion that you are trying to convey?

The physical space

What is the exhibition / space that this experience or exhibit will be part of?

What are the dimensions of the space where it will be?

Is there an obvious space for scent/sound/tactiles?

How long will the exhibit be in place? What is the duration of the display?

Sensory-specific elements (where applicable):

Sound

How long does the sound need to be?

Will it be played on a continuous loop?

How will it interact with the other sensory experiences of your experience or exhibit?

Scent

Is there a specific atmosphere or place that you want to convey?

Are there any particular ingredients that you want to include? Why?

How are you imagining that the public might interact with the smell? For example, will it fill a space, or will it be contained in a box?

Will there be multiple smells?

Are there any conservation concerns or restrictions? (i.e. will it be near any objects on display etc)

How will it interact with the other sensory experiences of your experience or exhibit?

Touch

Is there a specific material that you want to use?

Is there a sense of temperature that you want to create?

How will it interact with the other sensory experiences of your experience or exhibit?

Do you have anything else you would like to share? Feel free to include images, links, sketches etc.