



## Case Study

### Bristol Museum and Art Gallery

#### WHY TAKE PART ?

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The Roman Merchandising Project was initially part of the community engagement offer for the British Museum Touring Exhibition *Roman Empire: Power & People*. The Archaeology Department believed that the project fulfilled the aims of Takeover Day and would be a great way to highlight the Roman Collection and in particular Kings Weston Roman Villa. Whilst the Archaeology Department has not participated in Takeover Day before, other departments within the Museum have.

#### WHO TOOK PART ?

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The Archaeology Department contacted several schools and Oasis Academy Brightstowe was keen to re-establish links with the Museum after a five year gap. A class of 20 Year 10 Art Students (14-15 year olds) were selected by the art teachers at the school with the student's work being included in their G.C.S.E portfolio. Several Museum Departments were also involved in the project including Marketing and the Museum Shop.

#### WHAT DID THEY DO ?

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The aim of the Roman Merchandising Project was for the students to work with the artist Julie Roberts, to design and create a range of merchandise inspired by Kings Weston Roman Villa which would be sold in Bristol Museum and Art Gallery Shop. The range of merchandise included mugs, coasters, magnets, key rings, hand printed bags and jewellery. The project was funded by Bristol Decorative and Fine Arts Society.

#### HOW DID THEY SPEND THEIR TIME ON THE DAY ?

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The project ran over three sessions (at Oasis Academy Brightstowe) and a Launch Party from 14th November to 16th December 2013. During the first session, the students were introduced to the aims and objectives of the project as well as visiting Kings Weston Roman Villa to research Romans, handle Roman objects and see the remains of the Roman Villa. The students were encouraged to take photographs and sketch the Roman objects, the mosaics and Kings Weston Roman Villa. During the second session, the students researched products which are traditionally sold in museum shops and started to create their designs using Kings Weston Roman Villa as inspiration.

The third session focused on the refinement of the student's designs, production as well as marketing and branding. The Launch Party was held at Bristol Museum and Art Gallery with parents, siblings and teachers invited to see the final products on display in the museum shop. The Launch Party started with a tour of the Orpheus Mosaic and *Roman Empire: Power & People* before moving into the shop for the products to be unveiled. Museum staff were extremely impressed with the final products and with the dedication and hard work of the students.

#### WHAT HAPPENED NEXT ?

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All the partners involved were passionate about this successful project. The art teacher wrote to the Archaeology Department to praise museum staff and highlight the benefits of the project to her students, in that not only had their self-confidence increased by seeing their products on sale, the students had enjoyed participating in the project as well. Bristol Decorative and Fine Art Society was extremely pleased with the outcomes of the project and will be including an article about the project in their national magazine.