



HEART OF THE BLACK COUNTRY

A major new exhibition for all weathers is unveiled tonight at the award-winning Black Country Living Museum which comprises three unique elements.

'Heart of the Black Country'

Best described as a 3-Dimensional interactive guide book this exhibition will provide a more in-depth visitor experience and tell the story of the Black Country, its residents and industries.

The guide relates the work of the Museum and the displays within the open air site to particular aspects of the Black Country story; linking the exhibits within the open air site and the Museum's collections to the people, history and future of the Black Country. In short, it is an interactive guide book people can touch, walk around, step into and be part of...

The exhibition focuses on nine core areas: Building the Museum, Canals, Enterprise, Home Life, Industry, Leisure, Natural Resources, Transport, and Well Being. Each area includes graphic representation of what there is to see on the Museum site, interactive models, videos and objects which will let visitors explore local history in-depth. The exhibition represents a living legacy of the Black Country, its people, its industry, its history and its future.

Designed by Richard Fowler and built by Edwin Dyson and Sons Ltd of Bradford, the exhibition has been largely funded by the European Regional Development Fund, through the Government Office for West Midlands, as part of a major investment in the Museum which will see a number of new attractions opening in early 2009.

'The Black Country and You'

'The Black Country and You' will play host to a diverse and changing programme of exhibitions from community, local history and special interest groups. The displays will ensure there is always something new to view at the Museum and to suit all interests.

‘The Black Country and ...’

The final element of the new exhibitions will allow reserve collections, many never seen before, to make a welcome appearance and temporary displays of all types to be staged. A frequently changing programme will reveal hidden gems, rare and unusual objects and a wealth of Black Country social and industrial history both ancient and modern.

For early 2009 **‘The Black Country and ...’** presents a selection of Arthur Lockwood’s industrial watercolour illustrations, giving visitors a glimpse into the world of metal-working which has now largely been left behind.



Home life 1



Leisure



Home life



Transport



Home Life 4



Canals

Information

More detailed information about the individual ‘modules’ within the exhibition are attached and the following members of staff will be happy to explain more.

Ian N. Walden, O.B.E, Museum Director and Chief Executive

David Eveleigh, Museum Curator
Joanne Moody, Assistant Curator
Stephen Howard, Assistant Curator
Emma Middleton, Marketing Manager
Fiona Carding, Media Relations Officer
Angela Clay, Marketing Assistant