



**Press Release – 4 December 2007**

## **Shakespeare's Globe Undertakes Exhibition Overhaul**

Shakespeare's Globe Exhibition has undertaken a significant overhaul and re-fit carried out by international cultural project consulting firm Cultural Innovations in just 10 weeks. The re-configuration of the 3200q ft exhibition, which along with the theatre tour attracts over 250,000 paying visitors a year, is the first part of a rolling programme led by Shakespeare's Globe marketing director Andrew Macnair to enhance and upgrade its visitor attraction facilities and amenities.

Andrew Macnair explains: *"The work that we undertook with Cultural Innovations covers various aspects of which the reconfiguration for the exhibition is only the first stage. Essentially, our challenge is to improve the overall visitor experience within the tour and exhibition so that it embodies the very best of what Shakespeare's Globe has to offer as an educational and performing arts venue".*

Key elements of the exhibition overhaul have been the re-focusing of thematic content, re-plotting of all display elements and features, re-positioning of prize exhibits with new lighting to highlight them, design and construction of new interactives, development of a new easy-to-follow visitor flow guidance process and use of a modular fit-out system to enable the Globe to update individual elements cost-effectively in the future.

Cultural Innovations senior partner Martyn Best explains *"Our key task has been to re-focus both the thematic content and the displays so that the exhibition draws the visitor into a deeper understanding of the crucial influence of the original Globe on Shakespeare's art and his London. This in turn provides the context to help make the actual theatre tour, which visitors usually take having first viewed the exhibition, a more meaningful and satisfying experience".*

Shakespeare's Globe Exhibition provides an engaging and informed introduction to the theatre of Shakespeare's time and the London in which he lived and worked. Housed beneath the reconstructed Globe Theatre on Bankside, the exhibition is open every day of the year apart from 24 and 25 December. A fascinating guided tour of the theatre is included in a visit to Shakespeare's Globe Exhibition.

## ENDS

### For more information, please contact:

James Lever, Press and PR Officer for Shakespeare's Globe  
Tel: 020 7902 1492 or email [james@shakespearesglobe.com](mailto:james@shakespearesglobe.com)

Nigel Henson, PR Consultant for Cultural Innovations  
Tel 0207 736 0115 or 07967 006 069

### Notes to Editors:

Shakespeare's Globe Theatre Tour and Exhibition is located on London's Bankside and is open daily all year round.

#### Opening Hours

October-April: 10am – 5pm (closed 24 and 25 December)

May-early October: 9am – 12pm (exhibition and Globe Theatre Tour) and 12-5pm (exhibition and tour of Rose Theatre Site). Opening hours are subject to change.

#### Ticket Prices

Adults £9

Seniors (aged 60+) £7.50

Students (with valid ID) £7.50

Children (aged 5-15) £6.50

Family (up to 2 adults & 3 children) £20.00

ADMISSION IS FREE FOR FRIENDS OF SHAKESPEARE' S GLOBE

Groups are required to book in advance, and must be a minimum of 15 people. Groups receive 1 free ticket in every 16.

For further information or to book a group, contact:

Tel: +44 (0) 20 7902 1500

Fax: +44 (0) 20 7902 1515

E-mail: [exhibit@shakespearesglobe.com](mailto:exhibit@shakespearesglobe.com)

### Shakespeare's Globe Trust:

- **Globe Education** offers a comprehensive, year-round programme of workshops, lectures and evening courses to students of all ages. For further information, telephone 020 7902 1433.
- **Shakespeare's Globe's Theatre Season 2008** runs from April - October. For more information please check the website, [www.shakespeares-globe.org](http://www.shakespeares-globe.org),
- **The Shakespeare Globe Trust** is a registered charity No.266916. **The Globe receives no public subsidy.**