

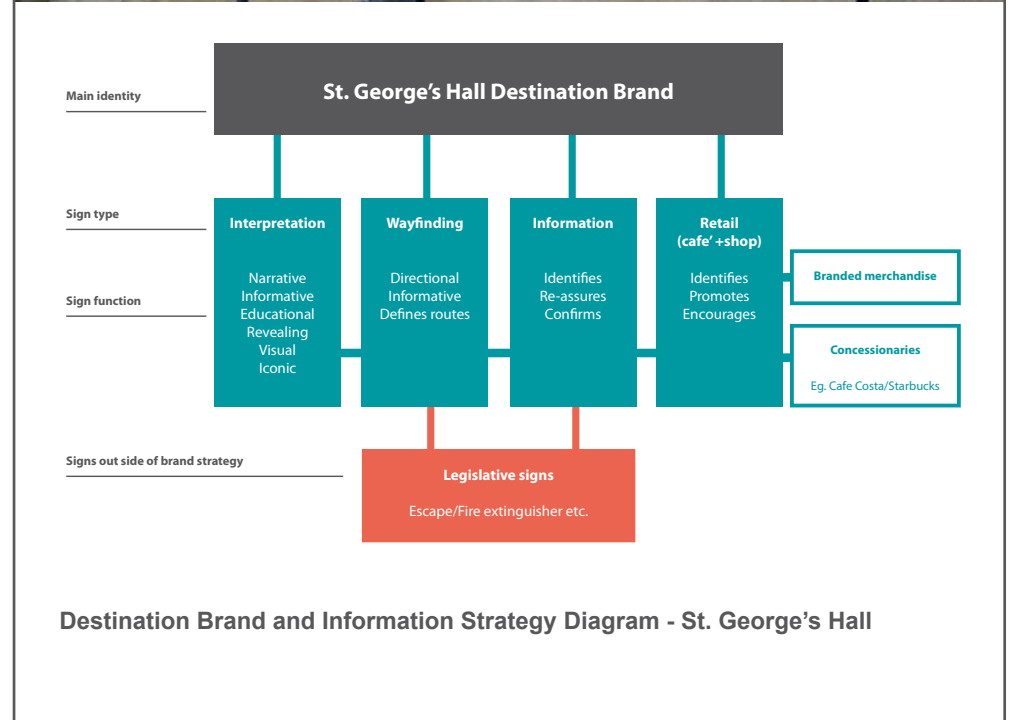
St. George's Hall

St George's Hall has been described as 'the finest example of neo-classical architecture in the world'. This magnificent building was the result of a design competition to build a concert hall in the city to host musical festivals. The competition was won by a young architect, Harvey Lonsdale Elmes, based in London, who then went on to win a second competition to build new Assize Courts. When funding proved difficult for the concert hall the decision was made to combine the two functions into one impressive building.

Over the years St George's Hall has hosted many functions and notable occasions as well as deciding the fates of many prisoners. However, demands on public buildings have changed over the last century and a half it's owners, Liverpool City Council had struggled to find suitable uses for the combined law court, public hall and concert hall.

The decision to make St George's Hall 'the people of Liverpool's building' offered the opportunity to present the Hall as a Visitor Interpretation Centre and as such the building goes beyond being 'just another museum'. The Hall aims to appeal to ALL and particular attention has been given to visitors with access difficulties. The centre has already been made wheelchair friendly. Liaising with people with learning difficulties also ensures the building's history is accessible to everyone and becomes an experience for the whole family.

When the Hall re-opened on St George's Day this year it marked the end of a ten year planning and restoration programme, supported by the Heritage Lottery Fund at a cost of £23Million. This extensive refurbishment has required the highest standards of design and craftsmanship and brings together a team of consultants, project managers and suppliers, lead by heritage architects, Purcell Miller Tritton.



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At the request of the Culture Company's Head of Heritage Development, BroomeJenkins were invited to design, manage and implement the Hall's visitor shop located in the sub-basement of this Grade I listed building. Following an initial briefing meeting on site it became clear that the space identified by the architects for the shop was not going to be workable from an operational point of view nor a customer point of view. The earmarked location was firstly not visible to approaching customers, was too narrow and therefore functionally would fail.

Following presentations to the various stakeholders to present these issues, Broome Jenkins offered a solution which looked to utilise a larger area identified for use as a cloakroom. Combining the functions of both shop (open during working hours only) and a cloakroom (required for evening use only) provided the client with a dual function space which would be workable.

Due to the complexity of building access and issues with storing large scale materials on site, the shop elements were designed to be built as individual pieces which then only required the need for a fitting team on site. By designing the fixtures in this way meant they could be built 'off site' and then shipped in. Adopting this approach aided the design development process and enabled the design to be monitored at the supplier's works. Quality issues were able to be dealt with before the units were fitted overcoming potential snagging issues post installation.

Each piece was also designed to address issues of contractor access and on-site parking. All elements were demountable or pre-assembled (dependent on their size) to overcome narrow entry points and doorways. Although the shop space provided many challenges such as deep alcove's which would be difficult to shop, exposed brickwork which would absorb the light, and a space that had to operate on two levels, the final solution was a huge success. The shop space commercially is exceeding the client's expectations and continues to bring in revenue for the Hall.



Final retail interior and brand application



St George's Hall opened by HRH Prince Charles the Prince of Wales on St George's day 2007



St. George's Hall

St George's Hall - Branding

BroomeJenkins involvement with the Hall's branding came out of the need to brand the retail space. As part of the Hall's facilities within the building, the branding of the shop needed to sit comfortably with the Hall's overall brand presentation. As a public building the Hall historically does not have a brand however needed an umbrella beneath which the various Hall function sat.

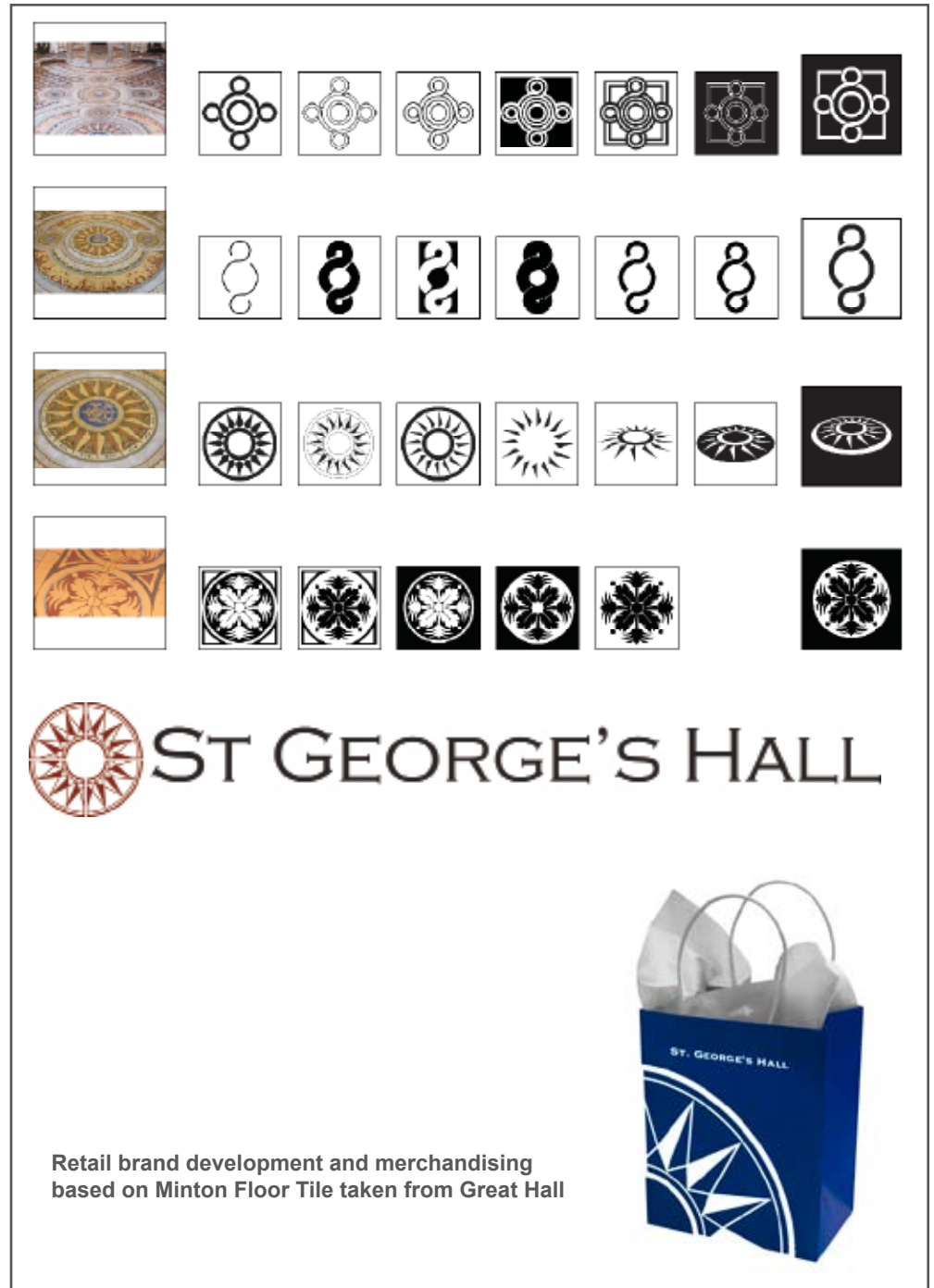
Capturing the attributes of this magnificent building was quite a challenge. We felt the new St George's Hall brand had to reflect it's historic past yet look forward to the future. Using the central tile feature 'Sun in Splendour' of the Minton Floor in the Great Hall provided a fitting platform to develop the branding.

Various iteration were developed based on the Sun in Splendour centrepiece, the final choice being the brand 'marque' you see opposite.

The brand logo you see here has been created to work as a stand alone marque in its full circular form or with signature text or in a cropped format as a means of endorsement. The brand has been designed to be very adaptable and works across a range of mediums and applications within St George's Hall. We have adopted a single colour palette which directly references the hue and saturation of the actual Minton Tiles.

The cropped version, known as the sub graphic is a dynamic device taken as a single quadrant of the marque. The sub graphic has been used to support the narrative on the interpretation panels throughout the Hall. It is also soon to be used on promotional material and merchandise. Within the context of shop, the sub graphic is used on carrier bags and wrapping, supporting the promotion of St George's Hall as a visitor destination attraction.

Following the completion of the brand development Broome Jenkins produced a Brand Guidelines Document which outlined the background to the project and identified best practice along with do's and don'ts for its use.



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