

The Everton Collection

'Everlution transforms Liverpool into Football Fan Zone'

The rundown.

The Everton Collection is owned by The Everton Collection Charitable Trust and is housed at Liverpool Record Office, with support from the Heritage Lottery Fund. The Trust was originally set up in 2005 with the ultimate end goal being a grand exhibition showcasing a timeless interpretation of football firsts.

The challenge for us was to present The Everton Collection to the world with an ambitious integrated strategy that would creatively launch the collection to a wide ranging public audience.

The challenges were multiple, not only was this a major national exhibition the rivalry between Liverpool and Everton needed to be carefully managed if we were to present this as a major Football Exhibition rather than a 'specific club' accolade. This therefore required a unique brand style creating that could meet all the special criteria whilst at the same time tie the whole exhibition together.

Further, this exhibition needed to be worthy of sitting alongside some major events hung over from their European City of Culture status, so the stakes were particularly high. Finally, the Trust needed the design of 'the housings of the treasures' to be safe and secure as well as modular and moveable. We devised various 'modulated' exhibition options based around a 'central theme' conceptualised to cater for both for the major exhibition and a required travelling exhibition seamlessly.

The brief was all encompassing including technical specifications, design, build and space planning, branding and extended to launching the exhibition and taking it out into the community via numerous educational initiatives.

The exhibition was launched to the public on the 25th September 2009 and has been heralded as a resounding success. Over 35,000 visitors have attended leading up to Christmas and a further 150,000 are expected throughout 2010 surpassing all expectations and making this the most successful exhibition ever held at the venue.

Overriding all this has been our ability to change the perceptions of the Liverpool fans and convince them that this was a football exhibition not an Everton exhibition – something we are very proud of!

Enter Cube³

The Everton Collection is the world's most comprehensive collection of football memorabilia relating to a single club with over 17,000 items. Dating from the 1880s onwards, the Collection includes over 10,000 match programmes, 29 volumes of minute books, accounts, contracts, correspondence, tickets, photographs, trophies, shirts, caps, medals, and news-cuttings.

Expert valuers have described it as the finest and most comprehensive collection of its type relating to a single club including great rarities. Academic historians of football, sport, and society have confirmed the significance and vast potential research value of the Collection.

From our front end evaluation it was clear that audiences “wanted to see as much of the Collection as possible”. The challenge was to create an exhibition that would showcase as much material as possible but would also appeal to as many audiences as feasibly possible.

Looking for an integrated solution that could be seamlessly flowed throughout the exhibition, The Everton Charitable Trust employed Cube3 to establish their marketing proposition in order to achieve maximum exposure and user satisfaction.

An anticipated 150,000 visitors are expected to visit the exhibition housed in the Picton Reading Rooms at Liverpool Central library. We were tasked with the branding, design, project management, instillation and procurement of the exhibition and created the all brand credentials, the physical project management of the exhibition design and build along with supporting marketing literature to take the project out into the community.

Our overall position before the event was one of detailed planning as there was a heightened need to tightly control the budget (£50,000) whilst maximising the quality of the exhibit housings given the volume of visitors expected and the extended life cycle of the event.

The venue before the exhibition.



Time to get creative.

We initially created a brand identity for the exhibition conscious of the fact that this was not an Everton Football Club exhibition but one that would tell the story of the first English league club who, have over the decades, amassed a priceless collection of footballing firsts that would appeal to all football fans of all ages and backgrounds.

We created the 'Everlution' brand and this was an instant hit with the Trust and has gone on to be adopted with great success across all the execution elements of this event. We extended this brand across the exhibition, supporting literature, educational packs and the website. We also refined a logo brand stamp for the Trust as part of the project.

We got the overall feeling of an evolution on a major scale and a drive and forward momentum that needed to be recognised by a simple symbol of self propulsion. We decided an arrow shape was fit for purpose and designed the logo around this simple but highly effective stylised symbol; that we believe to be a fan- neutral but emotive assembly of key messages that fuse to create the exhibition logo. We have added the qualifier; 'A Collection of Football Firsts' to help ground the logo and expand the interest value of the exhibition whilst giving added focus and purpose.

Again our proposed logo in its style, colour palette and credentials sit as comfortably in the major exhibition context as it would in the travelling exhibition in terms of marketing and execution.

Assets.

Brand creation.

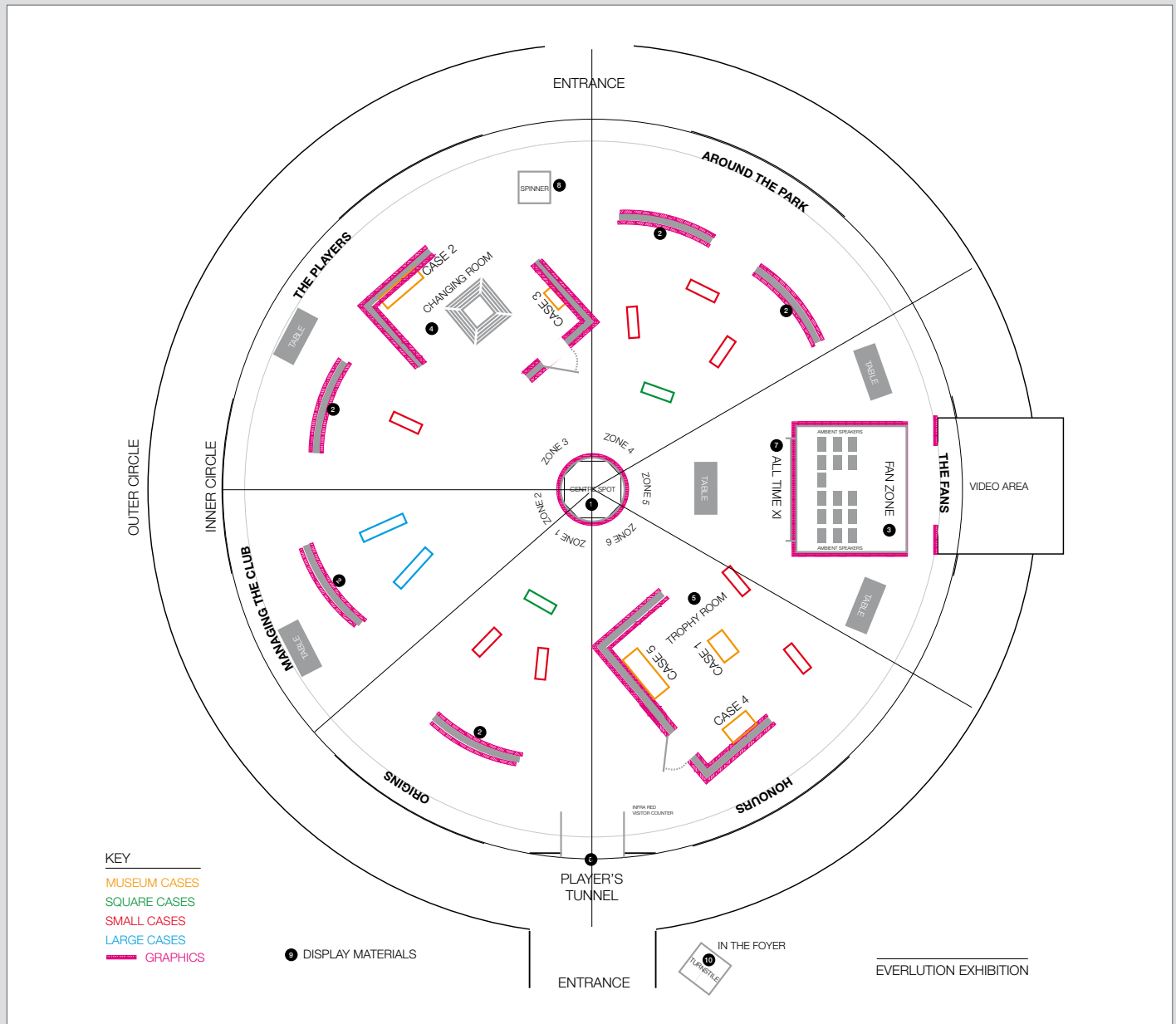


Assets.

Exhibition Floor Plan.

Our exhibition design and strategy featured modulated presentation elements that were designed around a menu of options for the client. This modulated proposal allowed us to mix and match requirements and budgets accordingly and creatively overcome the issue of the need to move the exhibition to other venues after the main event.

The modules are re-usable, easy to transport and are considered the most cost effective re-installation solutions attainable.



Assets.

Exhibition Modules.



1. Centre Spot – As explained earlier our central focal point will be the presentation of the 'Everton Firsts'. This will be a large cylindrical graphic that will be hung around the Picton octagonal centre piece to form a huge impact piece to the exhibition



2. Large Graphic Perimeter Panels – Linked to the Centre Spot large curved graphic panels are proposed to encapsulate the exhibition and hold the modules together. The panels will be over 2.5m high and 5m long with themed graphics and imagery on the inside and plain branded directional graphics on the reverse.



3. Fan Zone – We propose to recreate a section of Goodison terracing with tiered seating in front of a large screen that will be used in conjunction with earphones to present video footage of famous games and the history of Everton Football Club.



4. The Changing Room – A large module built to house the minute books and historic artefacts. The module will have a board room table with secure glass domes to present the rare minute books open at key pages interspersed with touch screens that allow visitors to scroll through highlighted extracts.

Assets.

Exhibition Modules.



5. The Trophy Room - A large sister module to mirror the Board Room built to house the trophies, medals and other significant historic artefacts. A central display case will be used to allow presentation of medals and smaller treasures like programmes and cigarette cards.



6. The Players Tunnel – To recreate a sense of anticipation of entering a football ground we propose to build a replica of the Everton Players tunnel to shepherd visitors into the exhibition. The module can be placed within the Picton Reading Room or directly outside the room where we could incorporate the small window adjacent to the main doors to form a turnstile attendant.



7. Interactive Spinners – A high impact low cost interactive module allows visitors to spin four sections on images that have been jumbled up! They depict Everton icons through the ages and the challenge is to match the face - to the shirt - to the shorts - to the ball of each era.



8. Directional Materials – Due to the location of the Picton reading Room we feel it is important to provide directional signage and materials to guide expectant visitors to the exhibition effectively. With that in mind, we suggest a large graphic for the outside of the Library main entrance. Then to the right as you look in a freestanding directional cut out of Dixie Dean pointing visitors towards the back stairs that lead to the exhibition. Large wall graphics will be used to guide visitors up the stairs and then floor graphics of muddy boot prints will take the crowds to the Players tunnel entrance to the Picton reading room.

Assets.

Exhibition.



Assets.

Exhibition.



Head scratchers.

The scale and unique attributes of the Victorian circular Picton reading Rooms were on the one hand inspiring but at the same time daunting! This was the first real challenge. The exhibition housings needed to be big or they would get lost and the decor of a dusty old Victorian library did not exactly fit a modern exhibition requirement.

The exhibition also had to appeal to fans from every football club, and needed to attract visitors from outside of Liverpool therefore it was imperative that the theme of the exhibition didn't centre too much on the success of Everton and Liverpool.

We had to integrate elements of the collection into the exhibition literature, some of which included; match archives, minutes book, fan's memorabilia, publication articles, kit and club reports – to name but a few! This was thought provoking for our team, as we had to ensure not to lose the originality of the items being portrayed but at the same time condense the info into a format that was stimulating and readable for the public.

The biggest challenge for us was the fact that the housing needed to last 12 months heavy footfall within the main project but then go out on the road; therefore the exhibition fixtures needed to be totally flexible and mobile – light and strong but easy to dismantle, transport and re-erect.

Finally, the budget was extremely conservative, only £50,000 for the whole conception, creation, branding, planning, build, installation and supporting materials.

The results are in.

The exhibition was launched to the public on 25th September 2009 to great acclaim, with over 10,000 people visiting the in first few weeks. The interest was unprecedented and the fact that the exhibition celebrates football and not just Everton Football Club provides an insight into the history and development of our national sport.

Football legends ranging from yesteryear to present day were all in attendance for the launch and both local and national press have commented on the success of the exhibition extensively.

The educational program has also been well received and Liverpool Council has now agreed to send all primary school children to visit the exhibition during 2010. They also commented on its value to the community in creating harmony amongst football fans in the city.

Overriding all this has been the ability of the exhibition to deliver our most challenging element; how we change perceptions of Liverpool fans that this was a football exhibition not an Everton exhibition! We devised an interactive element to part of the exhibition and recorded visitor's reactions. Feedback from the client has been extremely positive and in particular Evolution has been a hit with over 36% of initial visitors not Everton Football Club fans specifically.

Joe Royal - Guest of Honour

Educational Literature



This block contains educational materials. On the left is a booklet titled 'The EVERTON COLLECTION Schools & Learning Key Stages 1-3'. The booklet cover features a gold circular logo with 'EVERTON COLLECTION' and 'EVERTON FOOTBALL CLUB' text, and a blue ribbon at the bottom that says 'FREE RESOURCES' and 'www.evertoncollection.org.uk/learning'. The booklet displays four images: a team photo, a young boy in a blue shirt, a young boy in a blue hat, and a document with a signature. To the right of the booklet is a circular graphic with a blue background. It features a cartoon character of a young boy in a blue football kit with the number 9 on his shirt. The text in the circle reads: 'Did you know? Everton used to play in a navy and pink shirt and shorts, known as knickers! Players used to nail studs into their own boots!'.

Client quote.

**Max Dunbar,
Project Officer, The Everton Collection:**

“Since ‘Everlution: The Everton Collection’ exhibition opened last September, we have received over 25,000 visitors, well exceeding initial expectations and making it the most popular exhibition ever to be held at Liverpool Central Library. This success is down to Cube’s creative, innovative exhibition design that has left visitors coming back for more. Many have been pleasantly shocked to see a full size football terrace stand in the middle of the Library, next to a rotating Dixie Dean and Alan Ball! With fun, interactive displays, a Players Changing Room and Everton Trophy Room, we are delighted with Cube’s design, as are the endless stream of football fans.”