

# New Zealand RUGBY MUSEUM



## Touring Exhibition Brief

Developed and toured by the New Zealand Rugby Museum, Palmerston North

### AVAILABLE FROM:

March 2016 - 2019

### SIZE:

Minimum floor area to accommodate exhibition footprint = c.117 m<sup>2</sup>

Actual size of exhibition = c.61 m<sup>2</sup>

Max. Height: Entrance water tank signage = 2.8m.

### SPECIAL FEATURES:

Can be installed in several formats/layouts to suit venue sizing.  
Has ability to be adapted in key areas to include local content from your town, clubs or provinces.

### SPECIAL REQUIREMENTS:

Comes in a 10 foot shipping container that will need to be stored by venue during hire period (container will have sign-written exterior so can be used as external advertising banner).

### HIRE FEE:

\$1,000 (+GST) per week

### NO FREIGHT CHARGES!

(We have a partnership with NZ Army who intends to deliver the exhibition free of charge making it more accessible for venues to hire).

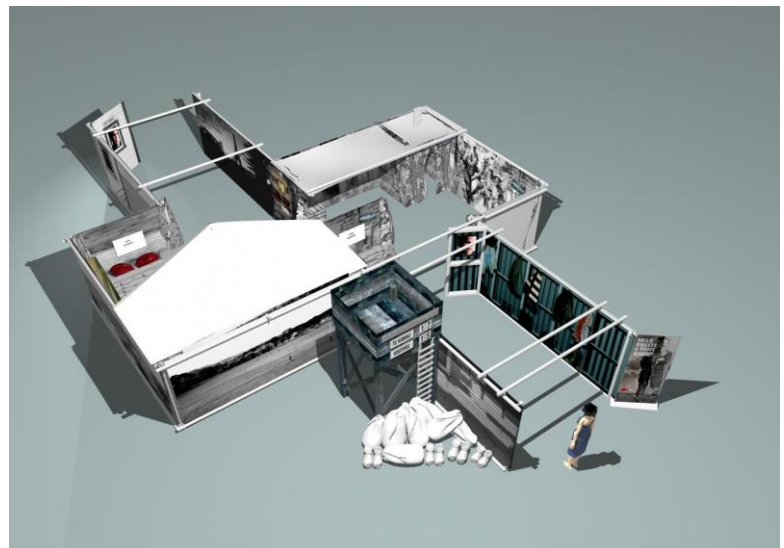
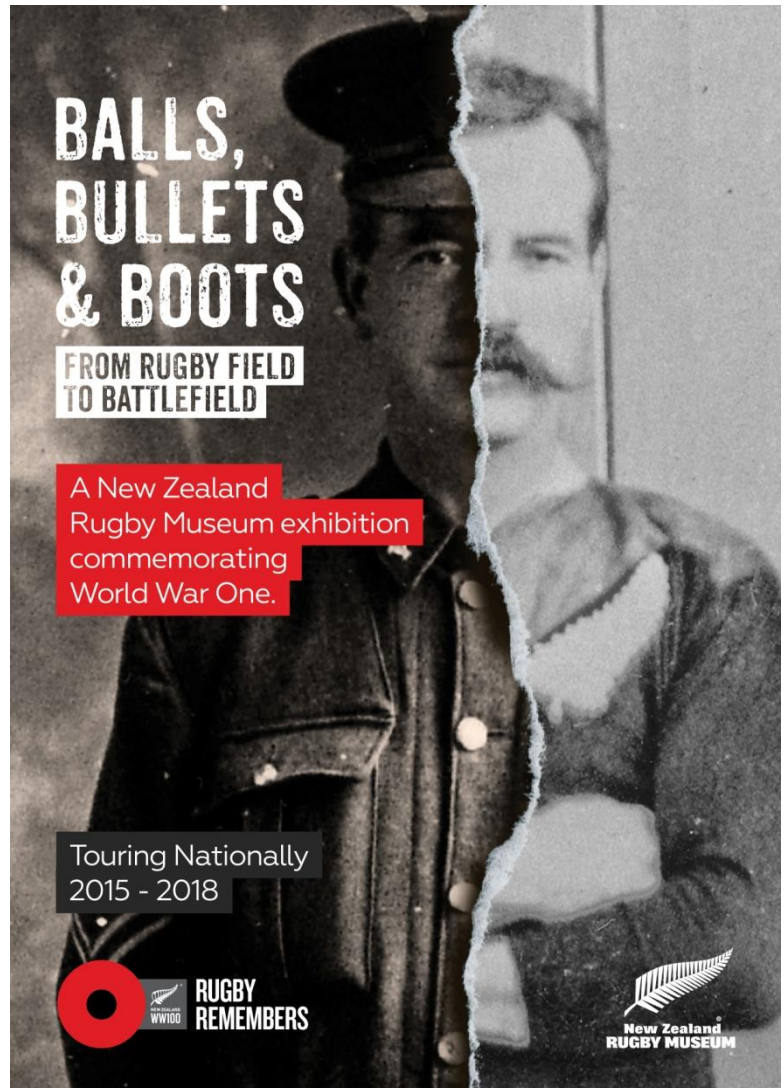
### CONTACT:

Stephen Berg – Museum Director

+64 6 358 6947

[stephen.berg@rugbymuseum.co.nz](mailto:stephen.berg@rugbymuseum.co.nz)

[www.ww1rugby.nz](http://www.ww1rugby.nz)





Concept Stills: L = Rural RFC Exhibition Entrance;

R = 'Returning Home' Exit – Rugby Remembers Memorial Plaque

## Description

### A unique WW1 commemorative exhibition that tackles the story of wartime rugby...

In popular memory, rugby players during the Great War were heroes, athletes turned soldiers, making noble sacrifices for the 'greater game' of war as they traded the cheers of spectators for the roar of artillery fire. This interactive, multimedia-based exhibition explores the impact that the harsh reality of war had on colonial sportsmen (and their loved ones) as they were transplanted from the rugby fields of home overseas to fight for the 'mother country'.

### Trace XV Kiwi rugby players and a coach as they represented their country on and off the battle fields of WW1...

The life stories featured in the exhibition (and accompanying e-book) aim to encapsulate the range of wartime experiences Kiwi's 100 years ago would have had, with their love of rugby the common denominator in their selection for the 'exhibition XVI'.

Meet a pioneering woman coach, three pre-war All Blacks and three post-war All Blacks, a schoolboy rugby player-cum-soldier and a rugby-mad military defaulter, rugby players who served in the Royal Navy, Royal Air Force and NZ Tunnelling Company, three NZ Māori players and a highly decorated VC winner who had a stellar pre-war provincial rugby career.

### Follow their journey from rugby field to battlefield and back again...

Visitors enter the intimate, self-contained c.61m<sup>2</sup> exhibition space through a 'Home-Ground' Entrance – the stylised walls of a 1914 rugby changing room graffitied with recruitment posters and the names of the c.160 representative rugby players who lost their lives fighting for their country. Meet the on-screen guide for the exhibition, former All Black captain Anton Oliver. Follow him on a journey through the immersive graphics-backed space, where audio tracks, film, key artefacts and lighting will be used to take the visitor on a hands-on and multimedia-based journey - from the rugby fields of home to the battlefields and then back again, to a country and lives changed forever by the shadow of war.

## Format & Audience

All freestanding wall panels, props, replica artefacts, hardware, labels, graphics and exhibit furniture that make up the exhibition are provided.

For more detail please refer to the documents appended to this Brief:

- *List of Exhibits* describing content and nature of exhibits.
- *Exhibition Footprint* showing preferred plan layout and size.

Designed to be family-friendly, this exhibition will be ideally suited for an intergenerational audience with children aged 10+.



Concept Stills: L = Rural RFC Changing Room;

R = In the Trenches - 'Knights of the Leather' tabletop touchscreen

## Supplied

- Tour Manual: including curatorial and registration material, complete shipping, handling and installation instructions with floorplan layouts.
- All signage, interpretive panels, exhibit instructional and labels.
- Key digital graphics templates (if venue plans to add own content and needs to reproduce additional signage).
- Marketing, public programme and education resources (including exhibition website [www.ww1rugby.nz](http://www.ww1rugby.nz))
- Transit insurance

Note: NZRM's responsibilities will be set out in the standard TENNZ contract (copy available on request).

## Backed by A NATIONAL support TEAM

Behind the lines' we have a superb set of reinforcements helping to bring this project to life (and who will be very keen to take part in your venue's commemorative events when you host this exhibition):



# Exhibit/Display List\*

## Entrance

- **Exhibition RFC Scoreboard** Entrance Panel (customisable to show local rugby team name for host venues)
- **'Your Turf'** rugby display area (space to add freestanding cases etc to showcase rugby-war content relevant to host venue)

## Rural RFC Changing Room (ie. from Rugby Field...)

- **'Welcome'** by the digital exhibition guide Anton Oliver – a 27" motion-activated viewscreen with c.3 minute film loop.
- **A Call to the Colours** – graphics wall with XVI changing room hooks that introduce the 'exhibition selection' - XV soldier-players and a coach.
- **At the Final Whistle** – the names of the c.160 (out of the 1200 or so NZ first class rugby players who served) who died. These are graffitied onto the changing room bench seat, along with an infographic on total number who fought and died from NZ.
- **What to take?** hands-on exhibit - explore what a bloke swapping his rugby jersey for a uniform might have packed in his army kit bag (a 'feely-bag' exhibit).
- **Trophy Cabinet** – a period wall cabinet displaying a selection of 100-year-old schoolboy caps, cups and framed team photos illustrating how rugby was kept alive on the home-front during wartime in schools) (cabinet customisable to show local rugby team content).
- **Measuring Up** – wall silhouettes where you can compare yourself to a typical 1905, 1914 and 2005 rugby player physique (and enlistment criteria).

## In The Trenches (to battlefield...)

- **Homesick**– object box containing mementoes from home (1914 All Black 'day war broke out' image and replica soldiers care package)
- **Blow the Whistle!** – object box containing Acme artillery/referees whistle and story.
- **Periscope** film booth – duck into the frontline trenches, peek through the periscope to see an impression of some of the action our soldier-players were involved in on the Gallipoli peninsula (c.3-5 minute film loop).
- **Dugout** film booth – listen in on a conversation between ANZAC and FRENCH soldier-players holed up in possies in the rear support trenches on the Western Front (c.3-5 minute film loop).
- **Rugby and War** - infographic showing the world in 1914 with details of battlefields and rugby playing nations.
- **'Knights of the Leather' Player Files** – 2 x 55" tabletop touchscreen multimedia interactives (designed as vintage digital desktops) where you can investigate in detail the life stories of the 'exhibition selection'.
- **'Heavy When Wet'** hands-on exhibit - explore how the sports and military technology of 100 year ago took on water!
- **Killing Time** activity – try your hand at 'two-up', another type of game that soldiers used to alleviate boredom and distract themselves from the gruesome task at hand.

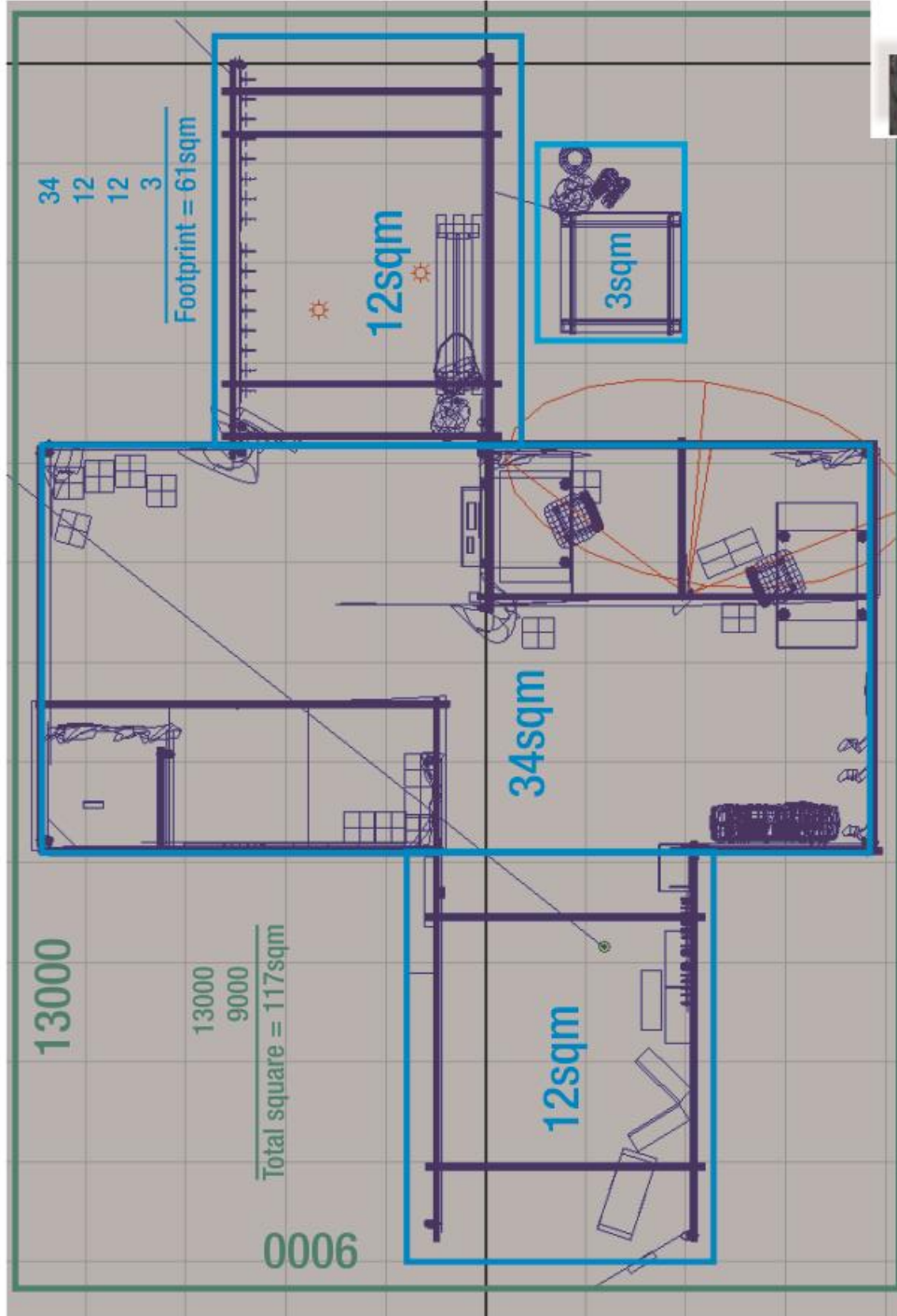
## Kiwi Provincial Train Station (and back again...)

- **Train Station Hoarding** Exit Panel (customisable to show local town name for host venues)
- **UK Train Station Waiting Room** film booth – overhear through a window returning soldier-players talking about life back home and their imminent return (c.3-5 minute film loop).
- **Trophies of War** - object box (inside a steamer trunk) containing various displays (as available on loan) the Kings Cup, Moascar Cup and tour scrapbooks (object box customisable to show local rugby team content).
- **'Rugby Remembers'** hands-on exhibit – add your paper poppy-shaped written memory/tribute to the station's memorial plaque.
- **'Farewell'** by the digital exhibition guide Anton Oliver – a 27" motion-activated viewscreen with c.3 minute film loop.

## Exit

- **'Rugby Remembers'** – mannequin display of 2015 NZ Rugby memorial 'poppy' strip

*\*Exhibition still in development - final exhibit list subject to change.*



**EMMANUEL DESIGN**  
 INNOVATIVE INTERACTIVES AND EXHIBITS  
 Phone 06 3553 607  
 Cell 027 4151 293  
 emmanueldesign@inspire.net.nz

Footprint in square metres

3/2/2015

scale 1 : 60

Balls Bullets and Boots.