

News release



30 April 2015

Museum of Natural History's city centre project scoops national Museums + Heritage award

The Oxford University Museum of Natural History's [Goes to Town](#) exhibition and marketing campaign picked up the winning trophy at last night's prestigious [Museums + Heritage Awards](#) in London. Up against stiff competition from the National Maritime Museum, Imperial War Museum, Natural History Museum, and others, the judges selected Goes to Town as the winner in the Marketing Campaign category as an outstanding example of:



“[...] a creative outreach project which successfully engaged future visitors with its collections during a time of closure, managing to make the local community its temporary custodians and curators.”

Goes to Town was a creative and playful exhibition campaign which saw the installation of twelve museum specimens in locations across Oxford city centre. This created a high profile 'treasure hunt' trail and provided the narrative and visual basis for reopening promotion following the Museum's closure for a major roof project during 2013/4.

The Goes to Town trail combined mobile technology, real specimens and local partners, as well as a specially-created visual identity, specimen interpretation, curator audio recordings, promotional videos and, of course, a competition.

The project attracted [celebrity endorsement](#) from naturalist and broadcaster Chris Packham and spawned a series of videos, including the [moonlit return](#) of the animals to the Museum in time for a reopening party in February 2014. The campaign was also extended to the Goes for a Pint series of natural history-themed quizzes in local pubs, featuring specimens from the Museum's collections.

Professor Paul Smith, director of the Museum of Natural History, said:

“Closing the doors to the public for over a year was not an easy decision to make and we were conscious of the need to maintain our profile amongst the residents and visitors in Oxford. Goes to Town and Goes for a Pint achieved that brilliantly and in an exceptionally creative way. The Museum team worked incredibly hard on this project and we are delighted that it has paid off further with this important industry award.”

**

For further information and images:

Scott Billings
Public engagement officer
Oxford University Museum of Natural History
Parks Road
Oxford
OX1 3PW
scott.billings@oum.ox.ac.uk

Notes to editors

About the Museum of Natural History

Founded in 1860 as the centre for scientific study at the University of Oxford, the Museum of Natural History now holds the University’s internationally significant collections of entomological, geological and zoological specimens. Housed in a stunning example of neo-Gothic architecture, the Museum’s growing collections underpin a broad programme of natural environment research, teaching and public engagement.