



## Dr Rock's Lost Gallery.

Client: Leeds City Museum

• An Exhibition Plus project [www.explus.co.uk](http://www.explus.co.uk)

• A design and build contract, £25,000



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How do you make an exhibition about minerals, with a challenging budget, interesting? With the in house team including Joe Botting, the exhibition's curator, we utilised his dynamic personality to create his alter ego, Dr Rock. We developed a storyline that he had been secretly working in a lost gallery in the museum, only just discovered by the authorities during some building works. Visitors were invited to explore this "recent" find to discover his collections and experiments.



The lost entrance to the gallery "discovered" by builders.

