



Dr Rock's Lost Gallery.

Client: Leeds City Museum

• An Exhibition Plus project 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 long 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.

