

TICE CREATE Stage: **FASHION** Project 3

**Title:** PR and Fashion Space | Welcome to...

**Project Outline:** Calling All Fashion Communicators! Are you a fan of making Instagram stories? Could you help a beautiful North East venue to showcase their fashion collections in a fresh new way appealing to your age group? If you think, yes! Then this is the project for you...



**Pick this project if you are interested in: Fashion History, Fashion Exhibitions, Media and Public Relations (PR)**

The Bowes Museum is a hidden treasure, a jewel in the heart of beautiful Teesdale. The magnificent building stands proudly in the historic market town of Barnard Castle housing internationally significant collections of fine and decorative arts, showcasing beautiful fashion collections and more.

However, the Press Officer at Bowes Museum has requested some assistance. This is where you (Generation Z) may be able to help. The museum regularly features some of the world's most amazing fashion exhibitions but there is a shortage of young people going to visit. Could you as young fashion communicators help with this?

The Bowes Museum would like your input on 2 areas:

- Could you come up with an Instagram story that would showcase the Bowes Museum to a new young target market?
- Is there an event/exhibition concept, based on the fashion collections, that you could suggest to the Press Officer that would be perfect to entice your age range to come to Bowes? (*we don't want the usual standing mannequin exhibition, think about what we were talking about in the Insight Stage and an experience young people would enjoy!*)

Once you are complete, you will show your ideas, your research and your insightful proposal to the Bowes Museum Press Officer.

**Which companies you will be working with:** a collaborative project with the Bowes Museum in Barnard Castle: <http://thebowesmuseum.org.uk/> and the Fashion Communication team at Northumbria University: <https://www.northumbria.ac.uk/study-at-northumbria/courses/fashion-communication-ba-hons-uusfhc1/>

**Your 3 Training Days may look like this:**

**Day one:** The first day of our project will be dedicated to learning about fashion spaces, exhibitions and events. We will be looking at how to create a successful Instagram story for businesses and develop your fashion media voice!

**Day two:** As part of visiting the Bowes Museum, you will start to create an Instagram Story recording your experience there and highlighting points of interest to followers.

**Day three:** This day will be dedicated to finalising your Instagram story and preparing your work for the Bowes Museum and the TICE Final Show.

**Your Mentor is:** Jennifer Barrett (Fashion)