



HIGH STREET CAMPUS

A UNIQUE FUSION OF ARTS & HERITAGE



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We are going to change the face of Ipswich with the most ambitious cultural and heritage project the town has ever seen

This unique £20 million fusion of the arts, performance and museum collections will establish a new national visitor attraction that will transform the town's cultural offer and the local economy.

This is the vision of the High Street Campus, bringing together and enhancing the best of a wide range of heritage collections with the Pacitti Company's iconic arts events and the New Wolsey Studio.

The new development will form part of a cultural arc connecting the town centre and the Waterfront.

The High Street Campus will also be a learning centre of excellence as Ipswich Borough Council works with the community and University Campus Suffolk to make this vision a reality.

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Rosie the Rhino

The Ipswich Museum complex was established as a purpose-built museum, library and school of arts and science in the 19th Century and stands next to the former Ipswich Art School and the New Wolsey Studio (a former Salem Chapel)

Currently, these are essentially stand-alone buildings offering stand-alone experiences. Visitors to one don't try the others. The High Street Campus project will bring this rare combination of cultural disciplines together, exploring Ipswich's story in innovative and engaging ways.

It all starts with the entrance. A new entrance with café and retail will open up the Campus in a warm and welcoming way, giving a new audience a more enjoyable and varied experience, encouraging longer visits and greater engagement.

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Museum in days gone by

Victorian Natural History Gallery

This is the most popular gallery with the majority of our visitors. It is the Victorian heart of the museum that will be retained and re-established as such. The use of new technologies will enable audiences to engage with the collections and displays in new and innovative ways.

This collection was established by eminent Victorian natural scientists, including the Revd Professor Henslow, who was Charles Darwin's tutor at Cambridge. It is an extremely rare survival of mid-19th Century cases and displays.

The collections represent undiscovered wonders of their time.

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Natural History Gallery

The Campus will give visitors a taste for culture and heritage

New retail and café facilities, along with disabled toilets, are essential for a national visitor attraction. We want the Campus to be a rendezvous for visitors and residents, boosting the local economy and making the development more resilient.

Pop-up restaurants and events could also make it a new attraction in Ipswich's night-time economy.

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Campus café

Ipswich's spirit of adventure begins with the Anglo-Saxons

They took a leap into the unknown and became the town's first migrant population. The Anglo-Saxon collections tell an internationally important story about the establishment of Ipswich as one of the earliest English towns and the focus for the kingdom of East Anglia.

We will work with teachers, archaeologists, local communities and scientists to bring the Anglo-Saxon collections to life, enabling visitors to understand their contribution and legacy.

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Boss Hall Brooch

Together but separate

The High Street Exhibition Gallery and the New Wolsey Studio, which is a former Salem Chapel, are two of the buildings making up the High Street Campus. They are used for performing arts.

However, both are separated from the main Museum next door and the project will bring these together through an inner street.

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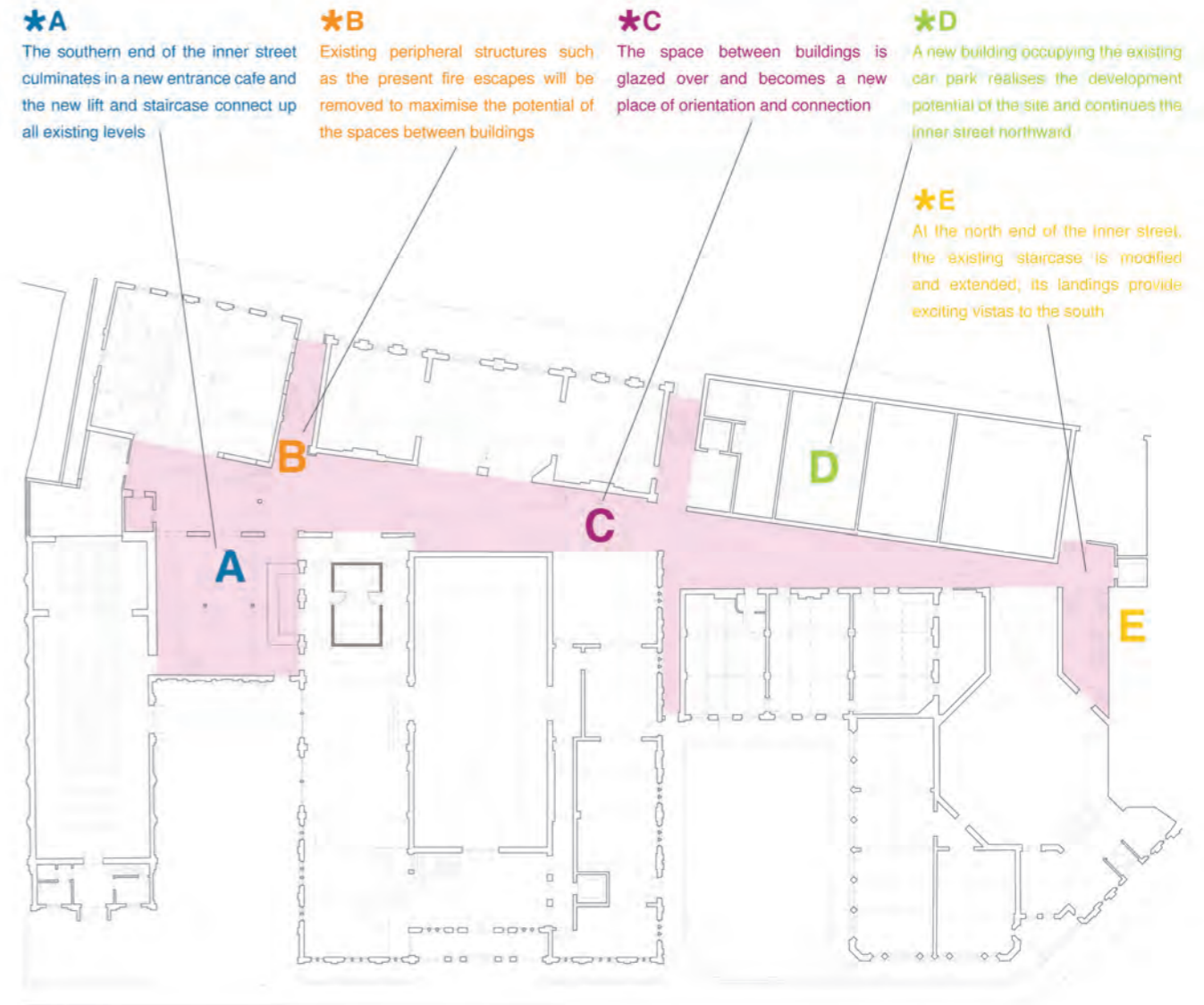


Inner street will get visitors connected

This will open up the richness and diversity of the collections through the use of the height and space within the street, forming the main artery along which creative energy will flow and enabling the development to become greater than the sum of its parts.

The inner street will encourage the sharing of audiences, creating a holistic experience for visitors.

It will also provide access to an open and accessible storage facility. The largest collection of decorative Tudor timbers from a single town will be integrated into the architecture of the space.



Opening up our rich and diverse heritage

This will be another opportunity to open up the richness and diversity of the collections. It will be an open access storage facility.

The accessible collections facility will enable better access to research and information. It will also support the teaching museum.

A visible conservation facility will bring conservation activity to life and help to train the next generation of conservators.

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Rosie in Victorian times

A new approach to an ancient story

The development will enable a connection to be made between the Egyptian and world cultures collections to tell a coherent story, which is an innovative approach that has rarely been explored.

Subscription to the Egypt Exploration Fund has ensured that the collection has extremely good provenance. Partnership with the British Museum has enabled Titus Flavius Demetrius to be reunited with family members from the same burial group.

Our world cultures collections are outstanding. They will tell both the history of these diverse cultures and of Ipswich's global impact, using a blend of technology, interpretation and links to new resources such as heritage projects in other countries.

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Egyptian Gallery



This was the original Victorian art school

The development creates an opportunity to open up the ground and first floors as new gallery and exhibition space and enable better access and interpretation of a greater percentage of the collections.

The project enables us to dramatically increase the percentage of our collections which are publicly accessible.

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The Art School Gallery was built in 1930 and has the largest public collection of 20th Century Suffolk artists' work

The Art School Gallery tells the story of how art has developed in the region over the years.

It includes works from the Benton End Group (East Anglian School of Painting and Drawing) founded in 1937 at Dedham. The modern collections also include artists associated with the Ipswich Art School, including Maggi Hambling, and those who have visited and influenced the local art scene.

We plan for these collections to be incorporated within the Museum's galleries and storage, while the Art School Gallery is transformed into an international centre of excellence focused on experimental arts and digital innovation run by the Pacitti Company.

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Art School Gallery

The High Street Campus will boost Ipswich's position as a regional centre for culture and heritage

The development will have a major impact on cultural tourism, generating an estimated £1.85 million in new visitor spend in the town.

It will form part of a cultural arc stretching from Holywells Park and the historic Waterfront to the Corn Exchange, New Wolsey Theatre, Museum and Christchurch Mansion.

The High Street Campus represents the ever-changing story of Ipswich. The community is at the heart of this project. It is their story and their project.

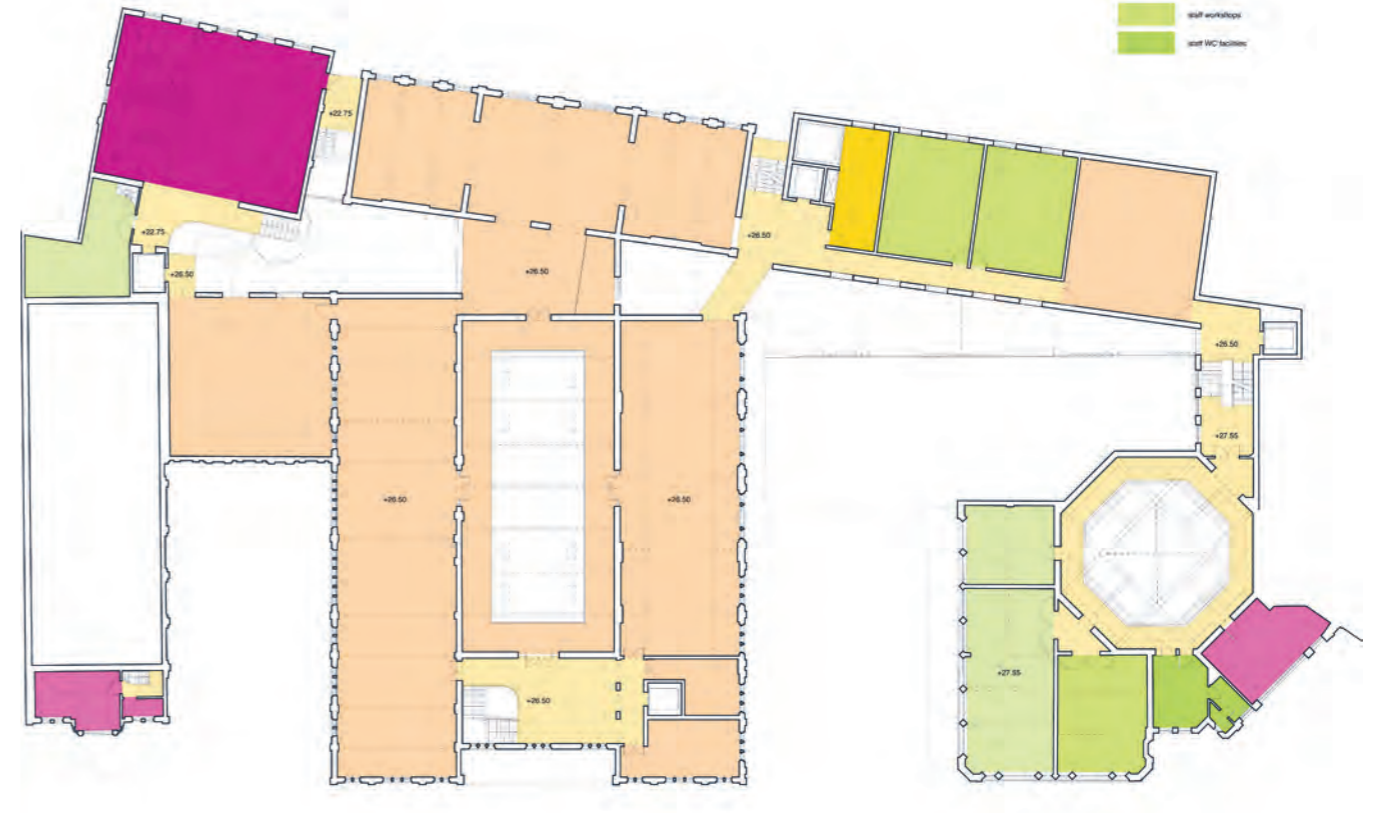
We will not only establish a learning centre of excellence; we will create an informal community space for the exchange of ideas. We will also maximise volunteering opportunities for local people.

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Ground floor plan



First floor plan