

SILK PEARCE DELIVERS DESIGNS FOR 'LAST POST' EXHIBITION

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Design and branding consultancy Silk Pearce has helped to create a new exhibition celebrating the critical role the Post Office played during the First World War (1914-1918) in delivering letters to and from the front-line trenches.

'Last Post: Remembering the First World War' highlights a fascinating, previously untold story of the challenges faced by the Post Office in quickly expanding its operation to meet the demands of the war, at a time when around 25% of its workforce signed up to fight for their country. The exhibition, which opened on 6 November at the Churchill Museum & Cabinet War Rooms, London (CM&CWR) to mark the 90th anniversary of the ending of the war, is being jointly staged by The British Postal Museum and Archive (BPMA) and CM&CWR. The event will run to the end of February 2009, before going on a three-year national tour to 15 museums across the UK.

Silk Pearce has given the exhibition and display materials a fresh, contemporary feel while also incorporating images of the war, letters and other source materials from the time. The consultancy's work includes designing graphics panels, invitations to a preview opening, promotional leaflets and posters. The design team is also helping to install the displays with advice on how best to present a diverse range of objects from uniforms to censored mail and stunning Post Office posters.



Designer Harvey Lyon [shown here] from Silk Pearce has helped to create the panels, posters, invitations and other material for 'Last Post', as well as installing and advising on the displays.





“Everyone involved in staging this event is delighted with Silk Pearce’s designs, graphics and promotional materials. The designers have helped to draw together our archive materials into a distinctive, informative exhibition that we believe will appeal to virtually everyone, young and old,” said Chris Taft, BPMA curator.

“Last Post has been such an interesting exhibition to work on as so few people are aware of the pivotal role the Post Office took in maintaining military morale and helping to win the ‘war to end all wars’. The Post Office not only maintained and expanded the whole communications network, it also established a sophisticated censorship operation to control the flow of military information and help catch spies,” said Peter Silk, joint creative director at Silk Pearce.



‘Last Post’ opened at the Churchill Museum and Cabinet War Rooms, London - in time for the 90th anniversary of Armistice Day – and will run to end Feb 09 before going on a three-year tour across the UK.





ABOUT THE BRITISH POSTAL MUSEUM & ARCHIVE

The British postal Museum & Archive (BPMA) is the leading resource for all aspects of British postal history. It is a combined museum and archive, bringing together The Royal Mail Archive and a Museum Store. With collections ranging from staff records to stamps, poster design to photography and from transport to telegrams, it cares for the visual, written and physical records from over 400 years of innovation and service, illuminating the fascinating story of British communications. Records in The Royal Mail Archive are designated as being of outstanding national importance. For more information see www.postalheritage.org.uk.

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