



Reimagining Transport
A Journey Across Land, Sea & Sky

NI
NATIONAL
MUSEUMS NI

URBAN
SCALE
US
INTERVENTIONS

The Transport Museum is going on a journey...

The Ulster Transport Museum at Cultra explores and exhibits methods of transport by land, sea and sky, past and present. Once a joint offering with the Folk Museum, it is now a stand alone attraction, in need of development which takes advantage of its vast site.



Our Place in Space

As part of the UK wide Unboxed festival, the Ulster Transport Museum site will host the first 7 planets in Oliver Jeffer's scaled sculpture trail of the universe. The trail will begin at the museum and flow down onto the greenway, opening up a new permanent entrance to the site.

While the festival programming will run through September and October 2022. The trail will ultimately become part of the collections, staying onsite at UTM.



The Transport Museum is going on a journey...

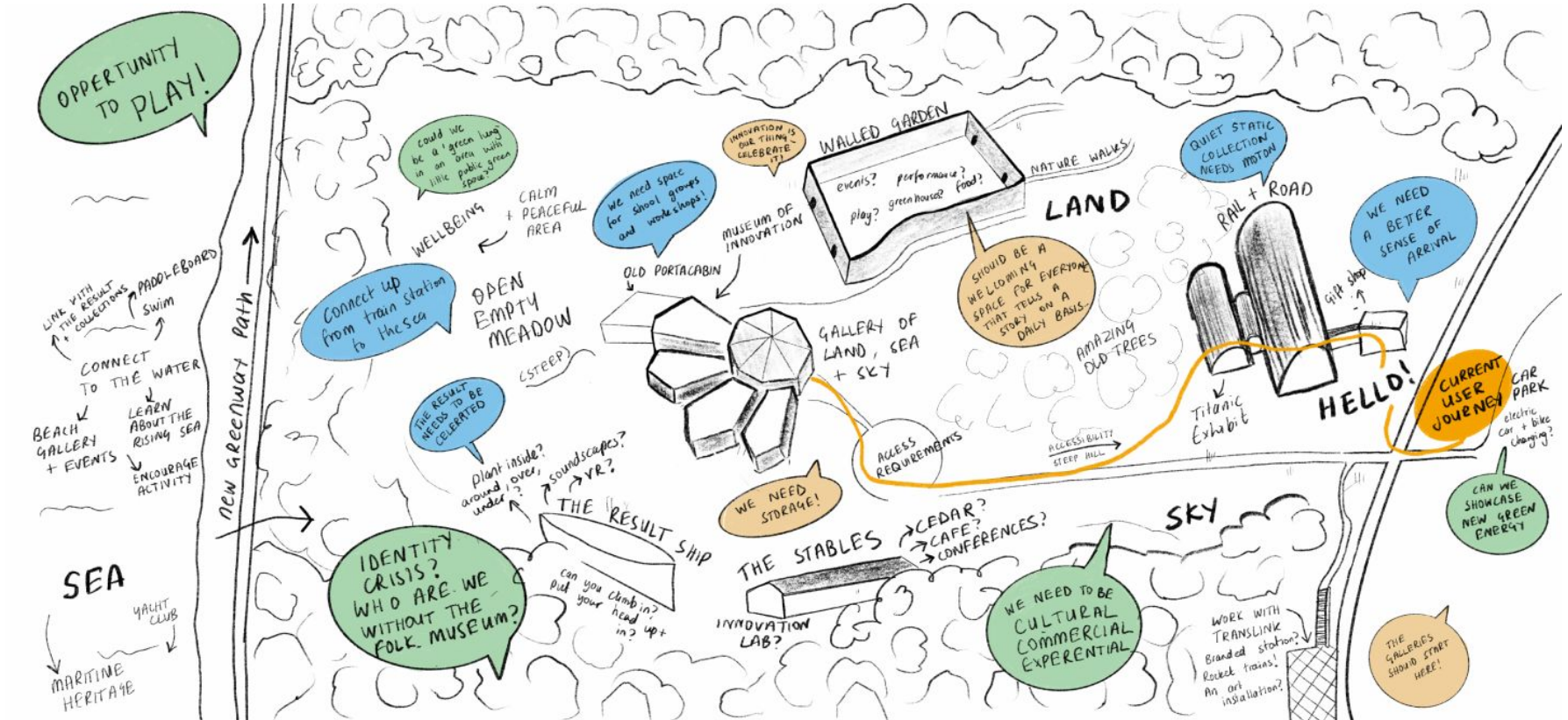
This masterplan will explore the potential of the site and find ways to draw the different narratives of the museum together into one compelling identity. It aims to:

1. Build upon the exposure and excitement of the Our Place in Space trail.
2. Create new visitor journeys from the new greenway path to the train station.
3. Encourage visitors to make repeat visits.
4. Utilise our vast outdoor space.
5. Bring motion to our static collections.
6. Set the Transport Museum on a journey of self-discovery, determining where it will be in the next 6 months, 2 years and 5 years.



Where We Are

USI worked with different teams from across the Transport Museum to define the site's strengths, challenges and opportunities, and co-design a strategic vision for the site. They also enlisted the expertise of award-winning landscape designer Darren Hawkes to understand the potential of the site's outdoor space. We have collected the insights from the team on the map below.



STAFF INSIGHTS

Play & a
Can-Do
Attitude

Static collections - need
movement & energy

Walled garden
activation is a
priority.

Green Future
of Travel

Need space to
engage, build
and learn.

**Connecting
from the
Train Station
to the Sea**

**Connect to
Maritime
Heritage**

A 'green lung'
in a built up
area?

**Museum
Identity Crisis?**

need better sense of
arrival and welcome

**Storage,
Resourcing &
Staffing**

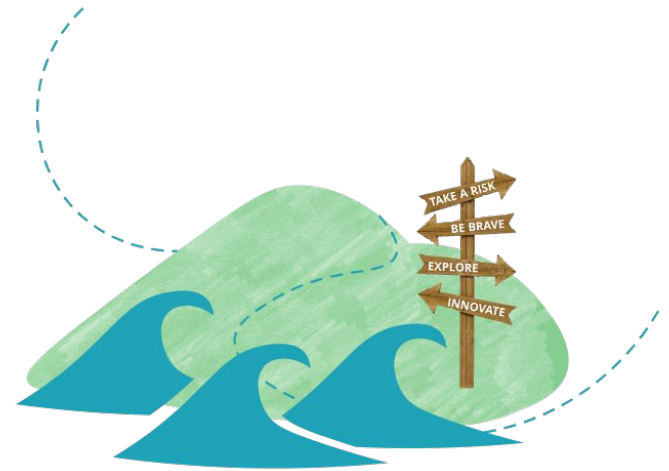
Our Vision

We are not just a Transport Museum.

We are a protected heritage site, a Museum of Innovation, a Titanic Collection, a gallery of Land, Sea and Sky, a Rail and Road gallery and a parkland.

We also have massive untapped potential; to engage with audiences outdoors and along the greenway, establish a night time economy and build more interactive experiences.

With the addition of the Space trail and our ambitions to explore new areas like natural sciences and sustainability, the museum has begun to transcend its current identity.



To aid this transformation, we have developed a new lens through which we can begin to build the museum's future.

Inspired by the name of one of our existing galleries, the themes of **Land, Sky and Sea** draw all the narratives of the Transport Museum together and provide scope to develop the collections into new areas.

LAND

beyond cars,
boats, planes,
trains and
rockets...

human innovations



SEA

the future of travel
and green transport

from your feet on the
ground to a rocket through
the solar system!

a journey through
diverse landscapes



SKY

the physicality of the
museum site

nature and
technology

human experiences of the
natural elements



Our Themes

A set of themes which guide the new direction of the Transport Museum's outdoor spaces. Each of these themes can interact with the overarching lens of Land, Sea and Sky to open up new topics to be explored across the site.

While this plan seeks to evolve the museum site as a whole, consideration should be given to how these themes can be applied to exhibitions in the galleries and programming in the spaces.





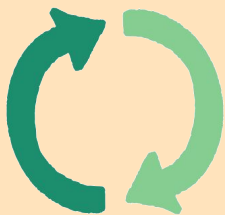
Innovation

Building on the Museum of Innovation to inspire and excite the next generation of innovators to play, be brave, experiment and push boundaries. Bringing innovation to life through immersive experiences and hands on opportunities.



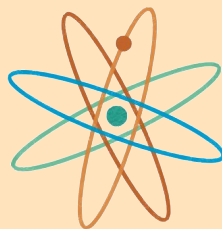
Travel

Not just cars, trains, planes and rockets - an exciting journey full of possibilities. From the mobility of your feet on the ground, to whizzing along the greenway on a bike, exploring the solar system and tracking the passing of time.



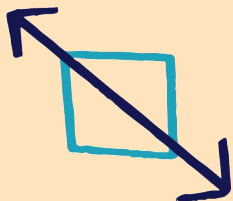
Sustainability

Channeling our innovative spirit to explore new sustainable technologies and materials in our collections. Championing sustainable practices in our facilities and setting an example for what is possible.



Natural Sciences

Expanding educational programmes. Encouraging play, exploration, understanding and deeper connection with the natural landscapes of the site.



Scale

Changing perspectives by seeing human innovations and Northern Ireland in the context of a wild and wonderful universe. From tiny atoms to an expansive solar system.



Biodiversity

Celebrating and exploring the diverse landscapes of the site and connecting from the train station through the trails and forest to the walled garden, beach, sea and sky.

Where We Could Be

The UTM Masterplan takes a phased approach which will allow the vision to be tested and adapted at each stage based on insights.

PHASE 1

**Practical & Feasible
Interventions**

NOW - SEPT 2022

PHASE 2

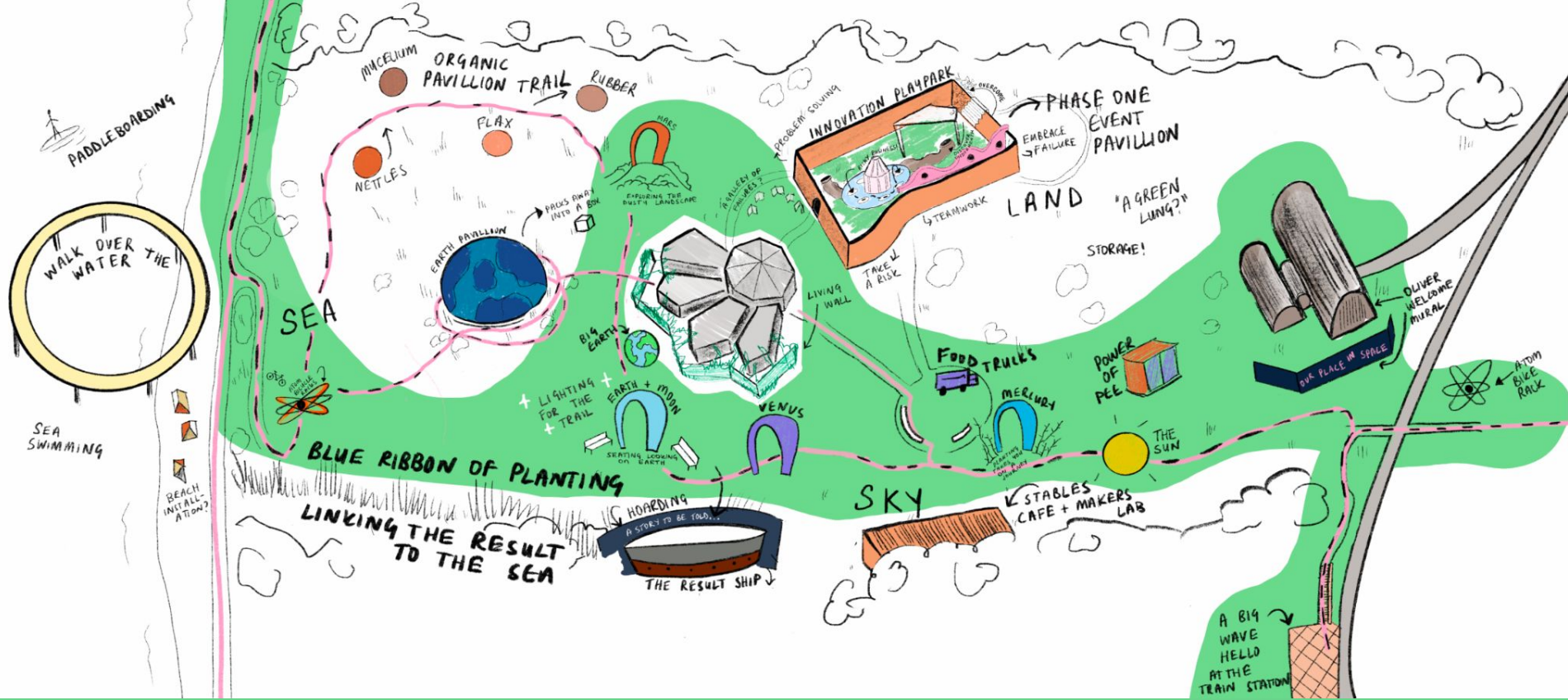
**Exploration and Testing Ideas
Onsite**

2023-2025

PHASE 3

**Developing Ambitious Long
Term Vision**

2025-2027



Phase 1

by September 2022

Practical & feasible interventions which will improve infrastructure and open up the site to the public, in time for the opening of the Our Place in Space trail and greenway connecting path.

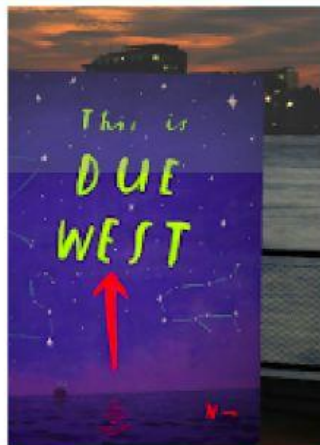
1.1 The Oliver Welcome

An Oliver Jeffers mural at the site entrance will create a sense of arrival for the Space Trail.

SKY

SCALE

TRAVEL



1.2 Food and Drink

Groundworks laid for food trucks to pop up and casual seating options.

LAND

TRAVEL

INNOVATION



1.3 Cycle Sculptures

Artist commissioned bicycle racks compliment the collections and provide cycling infrastructure.

LAND

SKY

SEA

TRAVEL

SUSTAINABILITY



1.4 Reopening the Walled Garden

Securing pathways and creating a flexible event space for the public to enjoy as the long term plans are developed.

LAND

BIODIVERSITY

SUSTAINABILITY



1.5 The Power of Pee

Biotoilets which turn pee into energy will provide visitor infrastructure onsite while telling a story about sustainability.

LAND

SUSTAINABILITY

INNOVATION



1.6 Bedding in the Trail

Each planet sculpture is bedded in with planting which reflects the surfaces of the planets and tells a story about travel and the passage of time.

SKY

SCALE

TRAVEL

BIODIVERSITY



1.7 Train Station Welcome

An installation at Cultra Station will brand the space, create a sense of arrival and present a new narrative for the Transport Museum.

LAND

TRAVEL

SUSTAINABILITY



1.8 Lighting the Trail

New lighting installations which facilitate night-time access to the site - making the walled garden and soace trail safe and accessible spaces during winter evenings.

LAND SKY

TRAVEL

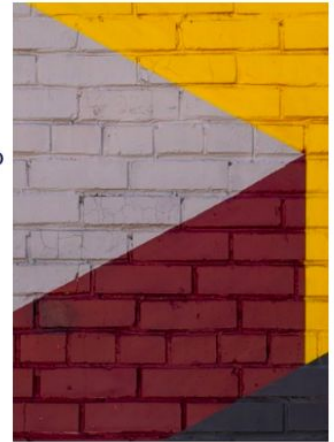


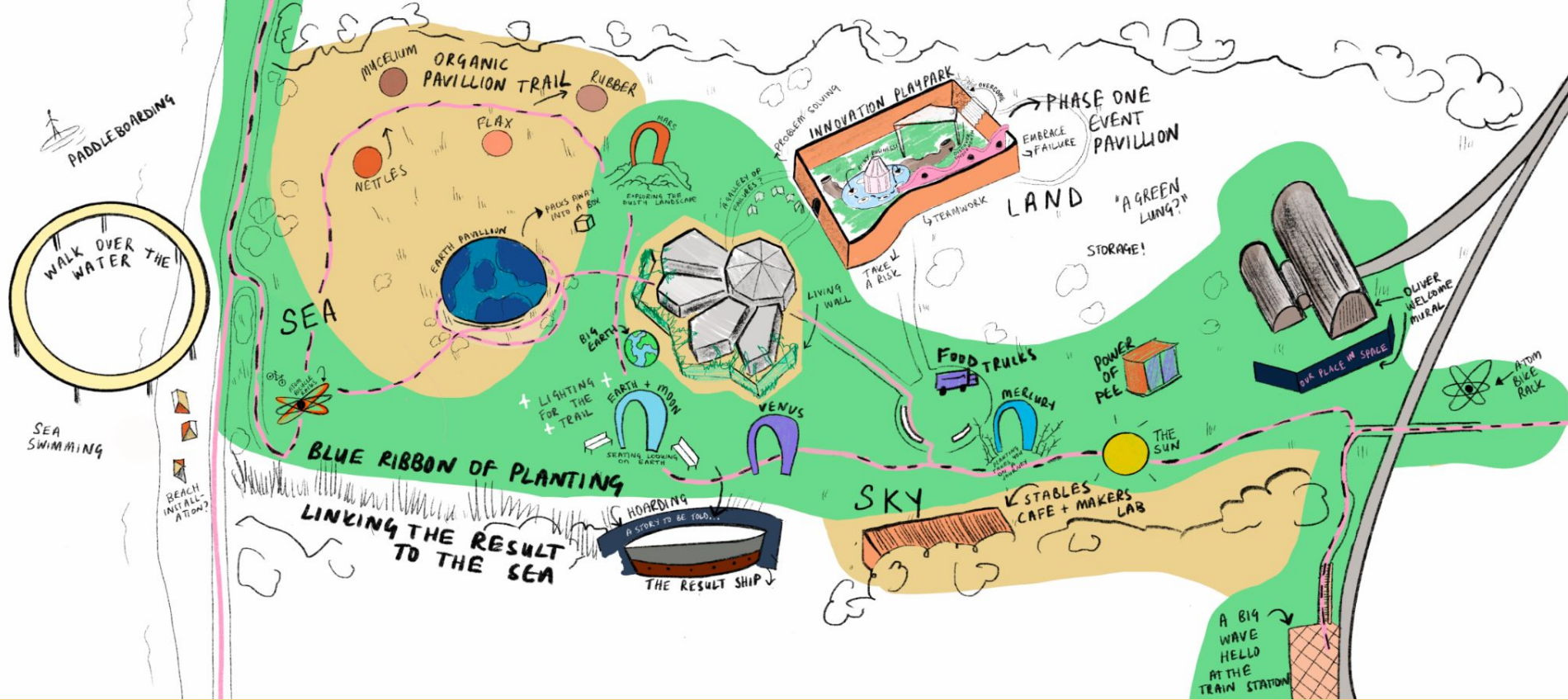
1.9 Brickwork Intervention

Stain or paint brickwork walls as backdrop to the sculptures, and to upgrade the facade in advance of phase 2 and 3 developments.

SKY SCALE

NATURAL SCIENCES





Phase 2

2023-2025

Exploration and testing ideas onsite to develop a new identity for the museum, explore new themes and programming opportunities and improve facilities.

2.1 3D Printed Living Wall

This structure around the gallery building becomes the newest collection item - showcasing new technology and providing spaces to explore and relax.

LAND

INNOVATION

SUSTAINABILITY



2.2 Organic Sculpture Trail

Groundworks laid for food trucks to pop up and casual seating options.

LAND

SUSTAINABILITY

INNOVATION



2.3 Maker Lab in the Stables

A creative, inspiring and multifunctional space which facilitates education workshops, conferences, meetings and volunteer

LAND SEA SKY

INNOVATION

NATURAL SCIENCES



2.4 Stables Cafe

Provides a permanent food and drink offer for staff, visitors and walkers. Includes food composting station and interpretation around sustainable food and waste practices.

LAND

INNOVATION

SUSTAINABILITY



2.5 Activating the Meadow

A projection mapped globe pavillion could be used as a workshop and event space in the meadow or could be set up in other locations as a satellite to the museum.

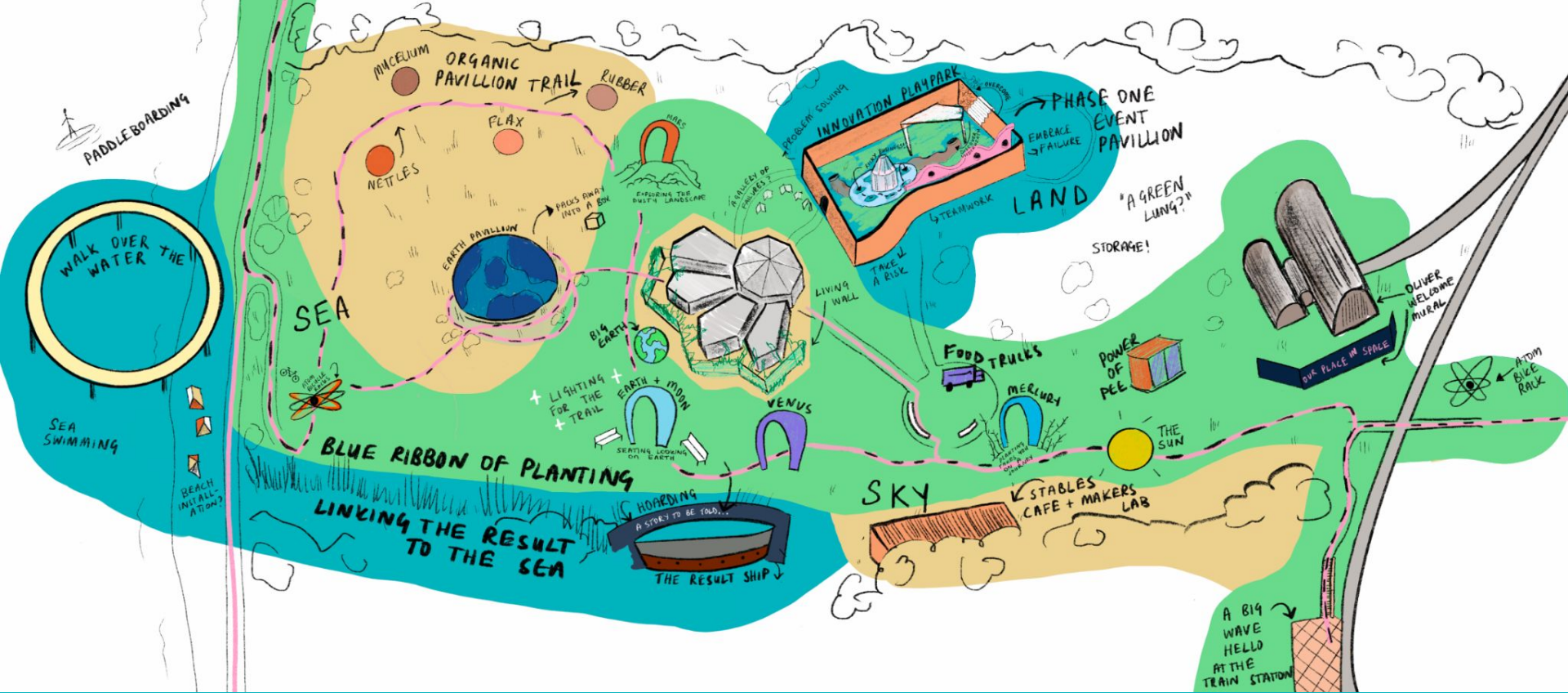
LAND

SKY

SCALE

TRAVEL





Phase 3

2025-2027

Development of an ambitious long term vision for the site which maximises existing assets, expands upon the themes of Land, Sky and Sea and creates innovative immersive experiences for the public.

3.1 Celebrating The Result

The Result ship is celebrated with a blue ribbon of planting which runs down to the sea and creates the illusion that the boat is back out on the water.

SEA

TRAVEL

BIODIVERSITY



3.2 Stories by the Sea

Collections expand onto the beach through installations and interpretation. Exploring sustainability and natural sciences.

SEA

NATURAL SCIENCES

BIODIVERSITY



3.3 Walk on Water

Walkway over the water becomes a destination for swimming and paddleboarding.

SEA

TRAVEL

NATURAL SCIENCES

SUSTAINABILITY



3.4 Walled Garden Playscape

Encouraging accidental play for adults and children. Acts as an extension of the Museum of Innovation - teaching teamwork, embracing failure, creative thinking, problem solving.

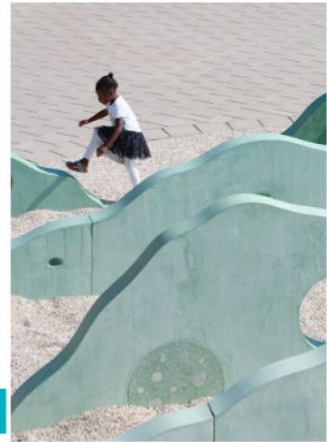
LAND

SEA

SKY

INNOVATION

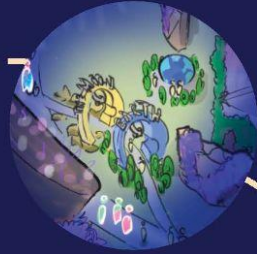
TRAVEL



Next Steps

**Masterplan Report
Delivered**
Jan 2022

**Phase One
Delivery**
Feb-Aug 2022



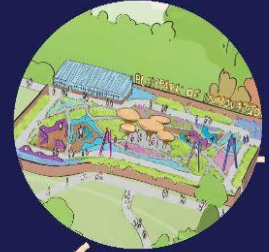
**Our Place in
Space Launch**
Sept 2022

Site becomes accessible
from the greenway path.

Phase Two
2023-5
Active testing, popups
and interventions.



Phase Three
2025-7
UTM has a clear identity and
is a destination attraction for
locals and tourists alike.





BANGOR

Pavilion of Rice

FOLK MUSEUM
GULIRA STATION

Get in touch...

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NNN
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