



The Access Guide

At the National Media Museum, you can delve into the history of the media. From the camera obscura of over 300 years ago, to the state-of-the-art electronic imaging of the future, the Museum tells the fascinating story of still and moving pictures.

The vast glazed atrium provides a level entrance to the Museum galleries, the café/restaurant and shop.

Access around the building is via the open plan main staircase or by the two public lifts, both with audio announcements, Braille and/or raised buttons. As there is no set route around the building, the choice is yours as to where you wish to start. All assistance dogs are welcome.

All floor levels and galleries are numbered to ease route finding. This is also highlighted in the large panel signage used around the building.

It is possible to spend a whole day with us and this could be tiring for some of our guests. We have placed seating areas within all of our galleries, and if you would find a wheelchair useful we have three available for use while you are here. We also have booster seats for the cinema admissions and learning events.

The Museum staff are always happy to help. A number of Front of House staff are also qualified in British Sign Language and all staff are trained in disability awareness.

Some of the highlights of the Museum and gallery levels include:

LOWER GROUND FLOOR

The Kodak Gallery

The story of popular photography. The Kodak Gallery takes you on a dramatic journey through the history of popular photography, from the world's first photographs to today's digital snapshots. The Gallery includes "Peppers Ghost", a bathroom that transforms at the push of a button into an amateur photographer's darkroom, designed at an accessible viewing height. There is also a recreation of the Edwardian Brighton Pier, where the snapshot camera reigned supreme.

Access by stairs or public lifts.

Insight: Collections & Research Centre

Located at the heart of the Museum, this is where we care for one of the world's greatest collections of photography, cinematography and television. With prior booking this area is accessible for public viewing, tours and research.

Access is via Level 1 and the use of stairs or wheelchair lift. At this moment in time toilet facilities are available but not easy access.

Ground Floor

The Foyer

The level entrance to the Museum opens into this large open plan area in which you will find the Information and Tickets Desk. The large multi-point contrasting desk is located directly opposite the entrance. All our counters are open plan and are accessible for visitors who use wheelchairs.

An Induction loop is fitted on the Information and Tickets Desk.

There are toilet facilities on this level, including easy access, all have baby changing facilities.

Shopping

The Museum shop is situated within the foyer. The entrance is ramped for easy access.

The Museum Café/Restaurant is situated on this level. A varied and broad

menu is available throughout the day. There are two heights of tables and all seating is moveable.

Floor 1

Gallery One: Animalism

Animalism, investigates contemporary visual media responses to our complex and sometimes uncomfortable relationship with the animal world. The exhibition opens on 8th May in Gallery One.

Animalism offers an alternative view to the familiarly seductive, yet distancing, anthropomorphic imagery in films, television documentaries and wildlife photography, which often attribute peculiarly human characteristics and dramas to the animals they depict.

Instead, the exhibition looks at the variety of ways in which photography, artists' film, cinema and television have represented the inextricable similarities between animals and humans whilst considering how we have also used those media to reinforce our differences.

Access by stairs or public lifts.

The Cubby Broccoli Cinema

This multi-media theatre seats 100 guests. With ramped entrance/exit and seating for wheelchair users this theatre can cater for all guests and media formats.

Cubby Broccoli also has a Williams system.

Access is by stairs or the front public lift.

Floor 2

Gallery Two: Don McCullin in England

A passionate and personal view of Britain by one of our greatest living photographers is being showcased in a major free-to-enter exhibition at the National Media Museum from 8 May – 27 September 2009.

Don McCullin - In England reflects on Britain from the 1950s to the present day. For half a decade McCullin, in addition to travelling the world photographing war ravaged countries to great acclaim, has been recording England and highlighting issues surrounding wealth, race, class and social justice.

Curator Colin Harding said: “Although Don is probably best known for his war photography, he is not purely a war photographer and does not class himself as such.

“However, many of the 70 black and white images displayed in this new show are clearly influenced by his experiences abroad.

“Don’s vision of England is not a pretty one. He photographed what he saw and what he saw was often harsh – poverty, unemployment, discrimination, but he always photographs with passion and empathy.”

Access by the main stairs or public lifts.

Floor 3

Experience TV

Discover the secrets behind the camera in this interactive gallery dedicated to the past, present and future of television. This gallery is home to many of the original props from classic children’s TV, including *The Playschool* toys, the *Wombles* and a *Jim’ll Fix It* badge. You’ll also have the opportunity to view John Logie Baird’s original apparatus, try your hand at reading the news, presenting the weather and find out how TV programmes are made.

TV Heaven

In TV Heaven, you’ll always find something interesting on the box with over 900 programmes on the menu. You can flick through the best and worst of British television, from comedies, children’s shows and soaps, to memorable dramas and award-winning documentaries. Regular free screenings and discussions about selected programmes from the TV Heaven collection take place in the viewing room.

BBC Studio

Witness first hand how news is gathered and transmitted from the home of the BBC in Bradford.

Access by stairs or public lifts. Toilets including easy access are on this level.

Floor 4

The Magic Factory

Making light work. An exhilarating hands-on exploration of how light works. A treasure trove for children of all ages with a world of mirrors, lasers, sonar and satellite which will transport budding boffins from the depths of the ocean 'to infinity and beyond'! Experiments and games reveal the principles behind photography, film and television.

Access by stairs or public lift. There is seating at the entrance to this gallery. This gallery contains an exhibit, which has a flickering light, warning signs are at all viewable points.

Floor 5

Animation

From *Wallace & Gromit* and *Dangermouse*, to *Talos* and *The Brothers Quay*, this gallery explores both film and television animation and features hundreds of well-known characters.

Access by stairs or public lifts. Toilets including easy access are available on this level.

Floor 6

Profiles

In this gallery you can explore the work of one of Britain's most successful film producers, David Puttnam. Get close up to a range of major film awards, including the Palme d'Or, the Emmy, the BAFTA and the Academy Award for *Chariots of Fire*.

IMAX Projection Room

See the IMAX projectors in action, watch the projectionists prepare the next

IMAX film to be shown, and learn how the worlds biggest film format works.

Access is by the stairs or the front public lift.

Floor 7

On location

Our state of the art conference facilities are situated on this private level. Full multi-media facilities are also available. There is a loop system fitted in the suite. Access is by stairs or public lift. For more details on hiring this venue please contact 01274 203351/01274 203354 or email events@nationalmediamuseum.org.uk.

Education department

Curriculum supporting workshops, lectures and talks, tours and packs are available from our Education Department. Please contact 0870 70 10 201 for more information.

IMAX – See More, Feel More, Hear More

The Giant Cinema Screen - So Real You'll Think You're There

Prepare yourself for a truly eye opening experience as you take your seat at the forefront of cinema technology. Let the five storey high IMAX screen pull you into the heart of the action in a way no ordinary film can, as you embark on some of the most fascinating adventures known to man.

To find out more about the IMAX experience call our Box Office on 0870 70 10 200 or visit www.nationalmediamuseum.org.uk

All our standard 40 minute IMAX films are suitable for young age groups. Please do not hesitate to ask if you have any viewing concerns.

Using IMAX DMR Technology, 35mm films are digitally re-mastered into the giant IMAX format creating a new way to experience blockbuster films. From Batman to Kung Fu Panda, and Harry Potter to U2, it's an experience not to be missed!

Access is by stairs to the main entrance and stairs within the auditorium. An alternative level entry route is available. Please allow extra time in your

schedule if you would like to use this due to the demand for the public lift.

We have nine spaces (pairs and singles) for IMAX customers who use wheelchairs, there are accompanying seats alongside with adjustable arms for guests who wish to transfer.

There is a Sennheiser infra-red system in the theatre for guests who have hearing impairments.

Advanced booking for all our cinemas is strongly recommended as some performances may sell out.

Booking and Enquiries

0870 70 10 200

Ticket Prices

Standard IMAX.

Adult	£6.95
Concession*	£4.95
2 Films (excluding DMR titles)	
Adult	£10
Concession*	£7.50
1 adult, 2 concessions*	£14.70
2 adults, 2 concessions*	£19.60

IMAX DMR

Adult	£8.00
Concession*	£6.00
1 adult, 2 concessions*	£18.55
2 adults, 2 concessions*	£24.40

Pictureville Cinema

If you love film, you'll love Pictureville. With comfortable seating and a sound system that's second to none, it won't take you long to agree that this really is the number one spot for anyone who appreciates the finer points of the cinema experience.

A full programme of new releases and classic films runs throughout the year. Watch out for screen talks - a must for all film buffs. Directors, actors and cameramen introduce their own films and answer the questions you've

always wanted to ask.

Pictureville is also home to one of the legends of film history. During the 1950s and 1960s, Cinerama was the star attraction for millions of filmgoers. The enormous three projector 'wrap-around' screen engulfed the viewer. Sadly, or rather luckily, one of only two places in the world where you can re-live this experience is right here at the National Media Museum!

Pictureville also plays host to three annual film festivals: Bradford International Film Festival (March), Bite the Mango (September) and Bradford Animation Festival (November). Pick up a monthly Film Brochure, visit www.nationalmediamuseum.org.uk for more details or call our box office on 0870 70 10 200.

Pictureville has Audio Description and Dolby Screen Talk subtitling. The Subtitles are projected directly on to the screen so that deaf and/or hard of hearing viewers can follow the dialogue and other sounds relevant to the plot/story. Audio description sets the scene and details actions throughout the screening for blind and or visually impaired viewers. Pictureville has a sennheiser hearing and loop system and our IMAX and Cubby have a Williams system.

Pictureville and Cubby Broccoli Cinemas

Before 4.30 pm (weekdays only);

Adult	£3.70
Concession*	£2.50

4.30pm or after;

Adult	£5.50
Concession*	£3.70

Prices for 2 films;

Adult	£8.70
Concession*	£5.80

*Under 15s, over 60s, Registered Disabled, students, JSAs and Passport to Leisure cards.

**An adult accompanying a person who uses a wheelchair has free admittance.

Getting to the Museum

By Rail

Bradford Interchange is five minutes walk away, with rail, bus and taxi services all under one roof. Bradford Forster Square station offers direct GNER intercity rail services only ten minutes away from the Museum. Further Information for Train Times: [National Rail Enquiries](#), [Metro Timetables](#)

By Bus

The Museum is located in the Centre of Bradford and is served by a number of bus routes. The museum is also a short walk from the Interchange and is well sign posted. For further information on Bus Routes visit the [Metro Timetables Website](#)

Bradford also operates a **freecitybus** service every 10 minutes from 7am – 7pm Monday to Friday and 8am – 5:30pm on Saturdays. The **freecitybus** links Bradford Interchange and Bradford Foster Square rail stations, businesses, shopping areas, the National Media Museum, University of Bradford and Bradford College. For more information please visit <http://www.wymetro.com>

By Car

The Museum is two miles from the motorway network. From the M62, take junction 26, joining the M606, which will bring you to Bradford. Then follow directions to the city centre where brown heritage signs will direct you to the Museum. Further Information: [BBC Traffic News](#), Or plan your journey with [Multi Map](#)

Car parking is available at the rear of the Museum on [Sharp Street](#) and [Radwell Drive](#), in addition on [Hall Ings](#) close to the Interchange, Charges Apply.

By Air

Leeds/Bradford Airport is only seven miles away. For further information visit the [Leeds Bradford Airport Website](#)

By Taxi

There is a taxi rank at the front of the Interchange and Bus station. There is also a rank at the rear of City Hall. The number for City Taxi's is 01274 726095.

If you require any further information about access in the Museum please contact the Museums Access Coordinator, Mandy Tennant on 01274 203359.