

Bright create dynamic and flexible Flow Country Touring Exhibition to engage audiences across the UK.



Bright has worked with the Peatlands Partnership since 2015 providing interpretation across the Flow Country landscape including within visitor centres at Forsinard, Thurso, and Strathnaver; and most recently to create a touring exhibition.

Starting with a launch event at The Royal Botanic Garden Edinburgh on 14th June; the 'Flow Country Touring Exhibition' will travel throughout Scotland and England over the next two years, introducing and connecting people with all that The Flow Country has to offer, including some of the finest peatlands on the planet. The exhibition also highlights the special wildlife, people stories and ongoing restoration work.

The design of the exhibition is drawn from the landscape of the Flow Country itself using the undulating flowing landforms and unique pool shapes, which are represented in the visual design style and stunning photography and film footage used across the project for the Visitor Centres and external interpretation.

Dynamic and flexible the touring exhibition is both informative and impactful, the key to engaging with audiences remote from the Flow Country, particularly those who do not live close enough to visit.

James Simpson, Senior 3D Designer, from Bright says 'the landscape of the Flow Country is breath-taking, it is vast and unique and the more you look at it the more it reveals its outstanding beauty. We have worked collaboratively with the team at The Peatlands Partnership not only to interpret the landscape but to highlight how important the restoration of the blanket bog is to climate change. With the Touring Exhibition, we want to connect people with the amazing landscape, introducing them to the stories and the people of the place encouraging them to support, however remotely, the restoration project. We have designed the exhibition in such a way that it can be easily moved from location to location, and into different sized venues without impacting the importance of the story.'

Caroline Eccles, Flows to the Future Project Manager says ‘with their understanding of how visitors interact with places and spaces Bright has been key in helping us to develop the interpretation for the whole site. The touring exhibition which is part of the Heritage Lottery Funded Flows to the Future Project is a fun, dynamic and interactive way to connect people remotely with the precious habitat, and we are delighted to have worked so collaboratively with Bright on the project.’

Further information on the journey of the touring exhibition is available on the Flow Country website.

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About Bright

Bright, is an award winning interpretive and brand Design Company based in Edinburgh. Working throughout the UK, Europe and the Middle East our clients include RSPB, The Peatland Partnership, English Heritage, The National Trust, The City of London, Continuum Attractions, The Oman Botanic Garden, Scottish Natural Heritage, Northumberland National Park Authority, Forestry Commission Scotland, Outer Hebrides Tourism Authority, Fáilte Ireland, and the Scotch Whisky Experience among others. We design interior and exterior interpretation for visitor centres, museums, distilleries and retail environments of all sizes. We provide specialist planning services, feasibility studies, business, interpretive & activity planning, identity creation and brand management. We also provide advice on combining interpretation with commercial objectives. Discover us at: www.we-are-bright.com.

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The Peatlands Partnership

The Peatlands Partnership includes Scottish Natural Heritage, Forestry Commission (Scotland), Highland Council, RSPB Scotland, Plantlife Scotland, Highlands & Islands Enterprise, The Highland Third Sector Interface, The Flow Country Rivers Trust, The Northern Deer Management Group and The Environmental Research Institute. RSPB Scotland is the lead partner in The Flows to the Future project, a Peatlands Partnership project, which gratefully acknowledges funding from the Heritage Lottery Fund and from the following funders and supporters; Environmental Research Institute, European Regional Development Fund, Forestry Commission (Scotland), Peatland Action, Highlands and Islands Enterprise, The Highland Council, RSPB, WREN, Scotland Rural Development Programme, Scottish Government, Scottish Natural Heritage and The Tubney Trust.