



NATURAL HISTORY MUSEUM LONDON, UK

The Natural History Museum is a key attraction in Central London currently drawing in up to 25,000 visitors on peak days with increasing numbers each year. BuroHappold's Smart Space team is helping the Museum optimise design and operations for several proposed capital projects aimed at enhancing visitor experience and circulation efficiency. Ensuring the Museum can comfortably and safely accommodate a higher throughput will help generate greater potential for revenue.

Our visitor flow assessment of the proposed design for external grounds and internal circulation during construction phasing of interior refurbishment projects has involved a rigorous review, data capture and analysis and dynamic simulations of peak scenarios. The study is providing the following benefits:

Providing a greater understanding of existing visitor demand, behaviours and flows through the site

Optimising layouts, locations for signage and communication strategy to enhance intuitive wayfinding and navigation

Informing how many visitors can be comfortably accommodated in the Museum during construction

Informing space requirements for efficient circulation and areas for visitors to dwell and enjoy exhibits, such as the popular Dippy exhibit

Assessing and optimising operational strategies for their impact on queuing efficiency and experience through the development of a dashboard tool

The outputs of our study are helping the Museum achieve their long term goals of accommodating higher visitor numbers whilst still providing the positive, engaging experience the Natural History Museum is renowned for.

CLIENT
Natural History Museum

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Smart Space – People Flow & Space Analysis