

JACKFIELD TILE MUSEUM

SENSORY GUIDE

IRONBRIDGE
Valley of Invention

SENSORY GUIDE

Visit this former tile factory and learn how at Jackfield, natural resources and amazing skills combined to create a 19th century creative hub. See tiles made in Jackfield and exported around the globe as well as tiles by internationally known artists.

This guide will tell you what you can experience during your visit.

This guide follows a natural route around the museum, but you may explore the site in any way you wish.



SMELL



VISION



HEARING



TOUCH

WHAT TO EXPECT

A staff member will greet you and you can buy a ticket or have your annual Pass or Pass Plus membership card scanned. You can enter the museum and café through here. There are accessible lifts and ramps inside the museum



The museum has a range of audio displays which can play at any point when activated. If there are large groups in workshops, it may be loud as you enter different spaces.



Craven Dunnill & Co
Jackfield still manufacture on site.

Please note: the main car park is un-surfaced but there is designated disabled parking directly outside the entrance to the museum.



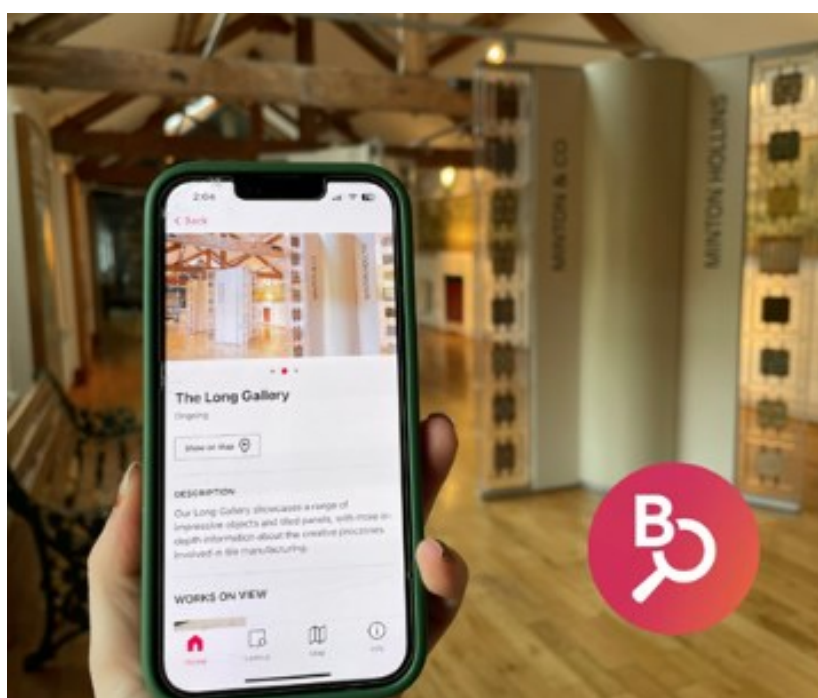
VISION



HEARING

BLOOMBERG CONNECTS APP

The Bloomberg Connects app is a free visitor guide which enables you to plan your visit in advance or listen to audio recordings as you tour the museum. There is a map of the museum, introductions to many of the rooms and oral histories from the museum's archives. Subtitles on videos and audio transcripts are available.



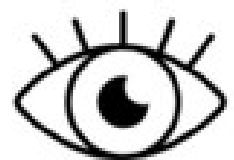
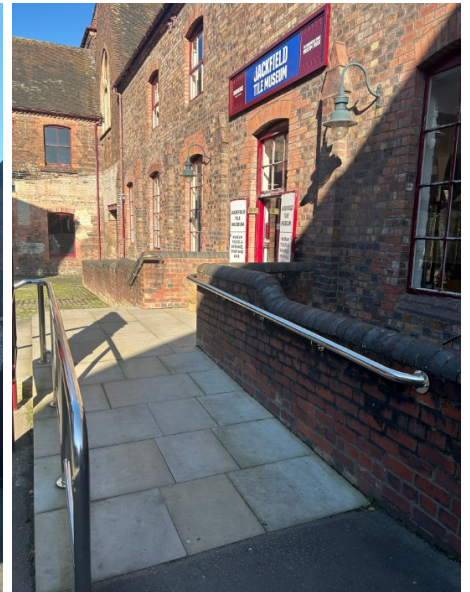
VISION



HEARING

ENTRANCE

This is the way into the museum. There are steps to the left and a ramp to the right for access to the museum entrance.



VISION

RECEPTION

You will be greeted by a member of the team at reception. This area is also home to the gift shop and the Peacock Café. This area can be busy at peak times.



SMELL



VISION



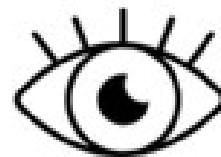
HEARING



TOUCH

TILE TRAIL

Take part in our terrific tile trail! Can you look around the museum and find the matching tile design with one of the tiles in your activity bag? Look closely at different designs using the magnifying glass and touch the tiles that line the walls and floors.



VISION



TOUCH

INTRODUCTORY GALLERY

The introductory gallery is dark with spotlights illuminating the exhibit information. There is a short wheelchair lift to move from the Gallery to the Mosaic Hall, or the stairs shown below. You may smell the air freshener used within this room.



SMELL



VISION



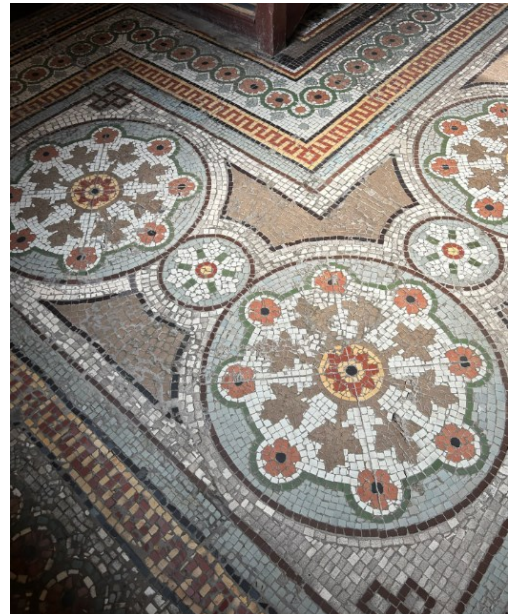
HEARING



TOUCH

MOSAIC HALL

The Mosaic Hall was the original entrance for clients who were visiting Craven Dunnill & Co. Look closely at the design of the beautiful mosaic floor beneath your feet. If you require the lift, then you will need to turn back at this point and return to reception to move to the upper floor. The stairs are worn in places, so stay on the left and take care when moving to the floor above.



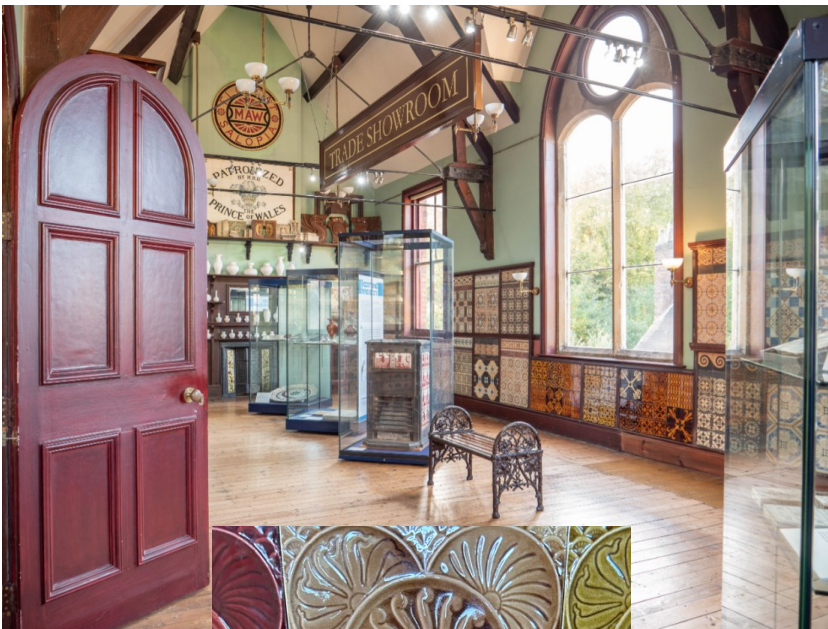
VISION



TOUCH

TRADE SHOWROOM

There are many types of tiles lining the Trade Showroom which you can touch. Are they smooth or textured? Matte or gloss? Look closely at the shapes, colours and designs on each tile. You can also listen to an oral history station as you walk through the door; this can be heard throughout this room (its volume can be adjusted).



VISION



HEARING



TOUCH

BOARD ROOM AND OFFICES

The Board Room and Offices have many objects on display for you to look at. The floorboards creak in this area. Turn the dial of the old-fashioned telephone to hear the memories of former artists and employees.



Oral history station
Pick up the telephone receiver and dial the number 1, 2, 3 or 4 to listen to memories from former artists and employees who worked at Moe & Co., and Craven Dental & Co.



VISION



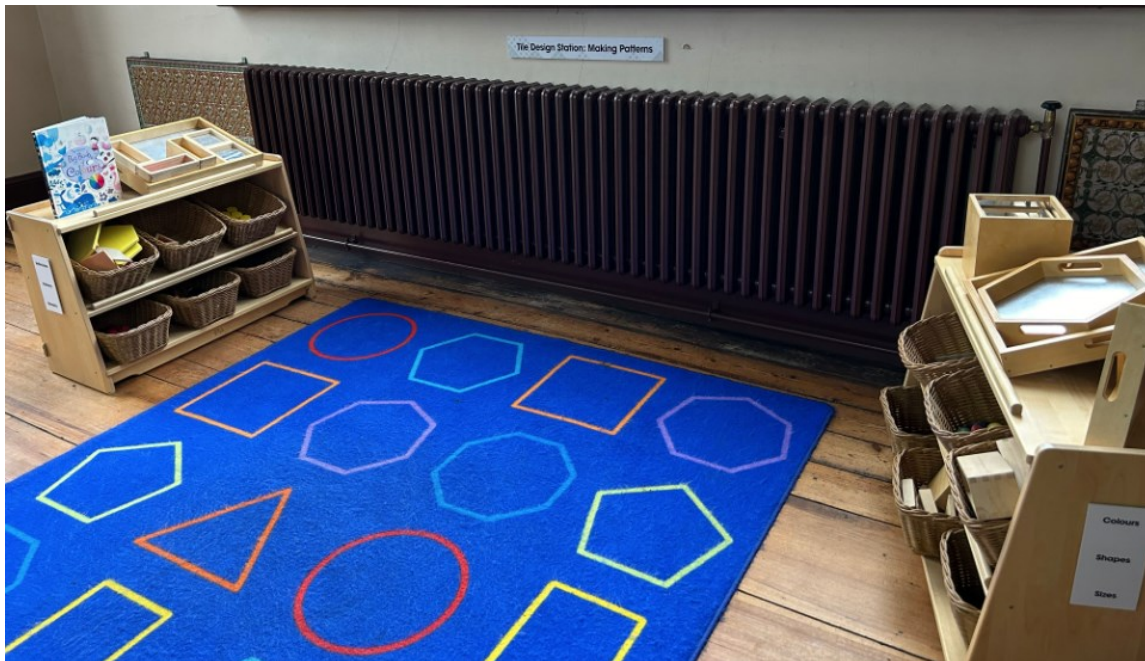
HEARING



TOUCH

STYLE GALLERY

The Style Gallery showcases a variety of artistic styles in tile designs from the nineteenth and twentieth centuries. There is a creative space where you can use the equipment to make patterns, look at reflections, symmetry and mosaics. Lots of natural light floods this room due to the large windows. Listen out for your feet making the floorboards creak.



VISION



HEARING



TOUCH

TUBE STATION

Enter the tube station and hear a train roaring by. The tube station is dimly lit. Mind the gap!



VISION



HEARING

BUTCHER'S SHOP

Walk through the re-created Butcher's Shop and see how tiles were both decorative and practical. As you enter this space, you will hear an information video playing in a small room to your right.



VISION



HEARING



TOUCH

CHURCH

Intricate designs adorn the encaustic tiles in the Church of England memorial chapel reconstruction. There is a rest stop available in this part of the museum. The video from the butcher's shop can still be heard in this space.



VISION



HEARING

1930S DOMESTIC RESIDENCE

Listen to the music playing from the radio as you walk into a room from a 1930's house. Look closely at the unusual tiles on the fireplace.



VISION



HEARING

PUB AND HOSPITAL AREA

Music will begin playing as you walk past the radio which is movement activated. Touch the raised surfaces of the majolica tiles on the bar and look at the brightly-coloured scene from the hospital.



VISION



HEARING



TOUCH

SANITATION AND EMPIRE

Look closely at the wall and floor tiles in this replica bathroom. Within this area, the video from the pub and hospital area can still be heard.



VISION



HEARING

LONG GALLERY

Can you find tiles that tell stories, tell us about history or even advertise products? This part of the museum has ramp access and stairs to move into the main room.



VISION



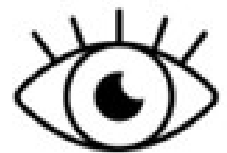
TOUCH

PLASTER MOULD STORE

You will be able to look at the plaster mould store through the surrounding glass windows. The corridor to the right is dimly-lit with little natural light in this area.



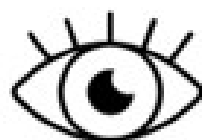
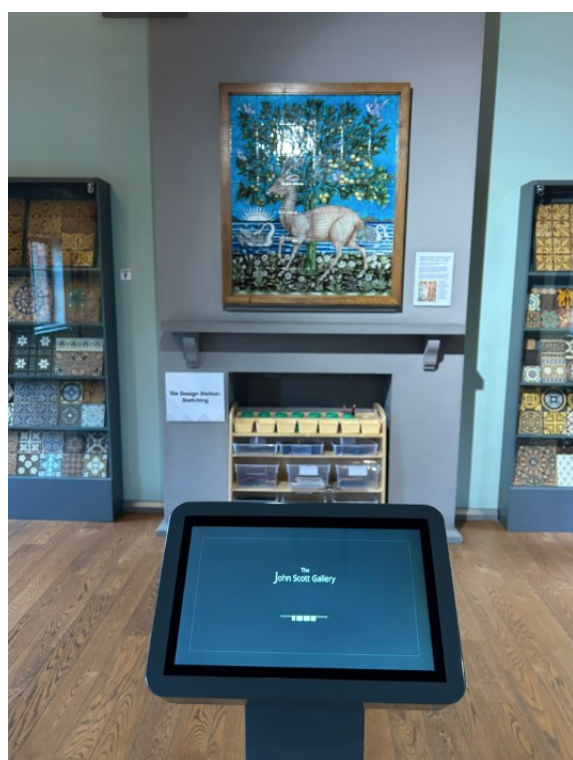
SMELL



VISION

JOHN SCOTT GALLERY

This gallery showcases the extensive tile collection of the late John Scott—an avid tile collector. You can find out more about each tile on the information panel. In this space, you may be able to hear the machinery in the Craven Dunnill & Co factory below and feel the vibration in the flooring beneath your feet. Be inspired by the collection and use the design station to create your own tile patterns.



VISION



HEARING



TOUCH

CRAVEN DUNNILL & CO. FACTORY

As you leave the John Scott Gallery, you will descend the staircase and walk past the Craven Dunnill & Co factory. The wooden staircase is narrow, so please take care as you move downstairs. This area can also be warm and there may be some noise as this is a working factory space.



VISION



HEARING

WORKSHOP WASHING AREA

When you enter the workshop space you will see the welcome board. Hang your belongings on the hooks around the outside of the room and put an apron on to prepare for the workshop. After creating your tile, you will be able to use the wash space below. Please be aware that the hand dryers within the washing area are loud when in use.



SMELL



VISION



HEARING



TOUCH

WORKSHOP

As you pick up a tile, you will hear the tile scrape across the one below and the scratch of your pencil as you draw your design. Within this space, you will also hear noise from the extractor fans or chairs moving on the concrete floor if they are not picked up. Squidge the tube lining bags and feel the different textures when creating a tile. You will be able to feel the powdery glaze on your hands and smell the wet clay. Let your creativity flow!



SMELL



VISION



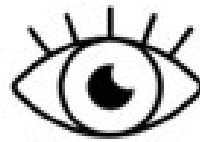
HEARING



TOUCH

FUSION

Fusion is part of the site which is home to local creative artists. This space may become busier if there are exhibitions on.



VISION



HEARING



TOUCH

KILN BASES

This area shows the position of the original kiln bases. You will be able to hear the noise from the metal flooring if large groups move across it. There is also sometimes noise from the extractor fans within the factory that can be heard in this area. Be careful as you move through this space, as the metal flooring can become slippery!



VISION



HEARING

OUTSIDE SURFACES

The outdoor spaces at Jackfield are paved. As a result, there may be some uneven surfaces as you move around the site outside. Due to the factory on-site, there may also be heavy machinery in operation.



VISION



HEARING

TOILETS

Accessible toilets are located in the yard area opposite the entrance to the main museum.



VISION



HEARING

IRONBRIDGE
Valley of Invention