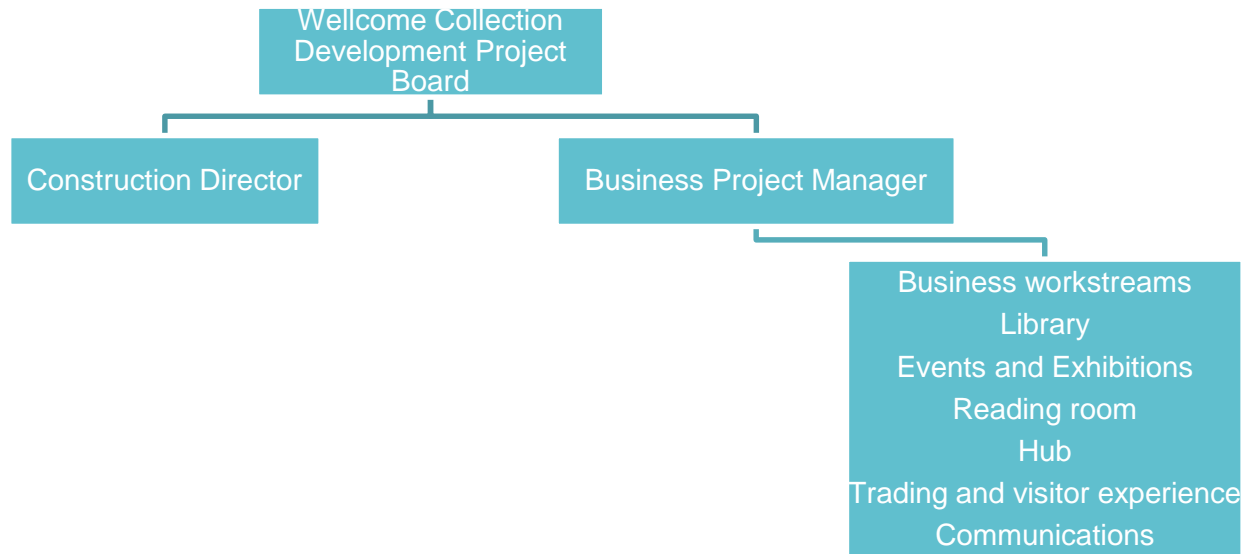


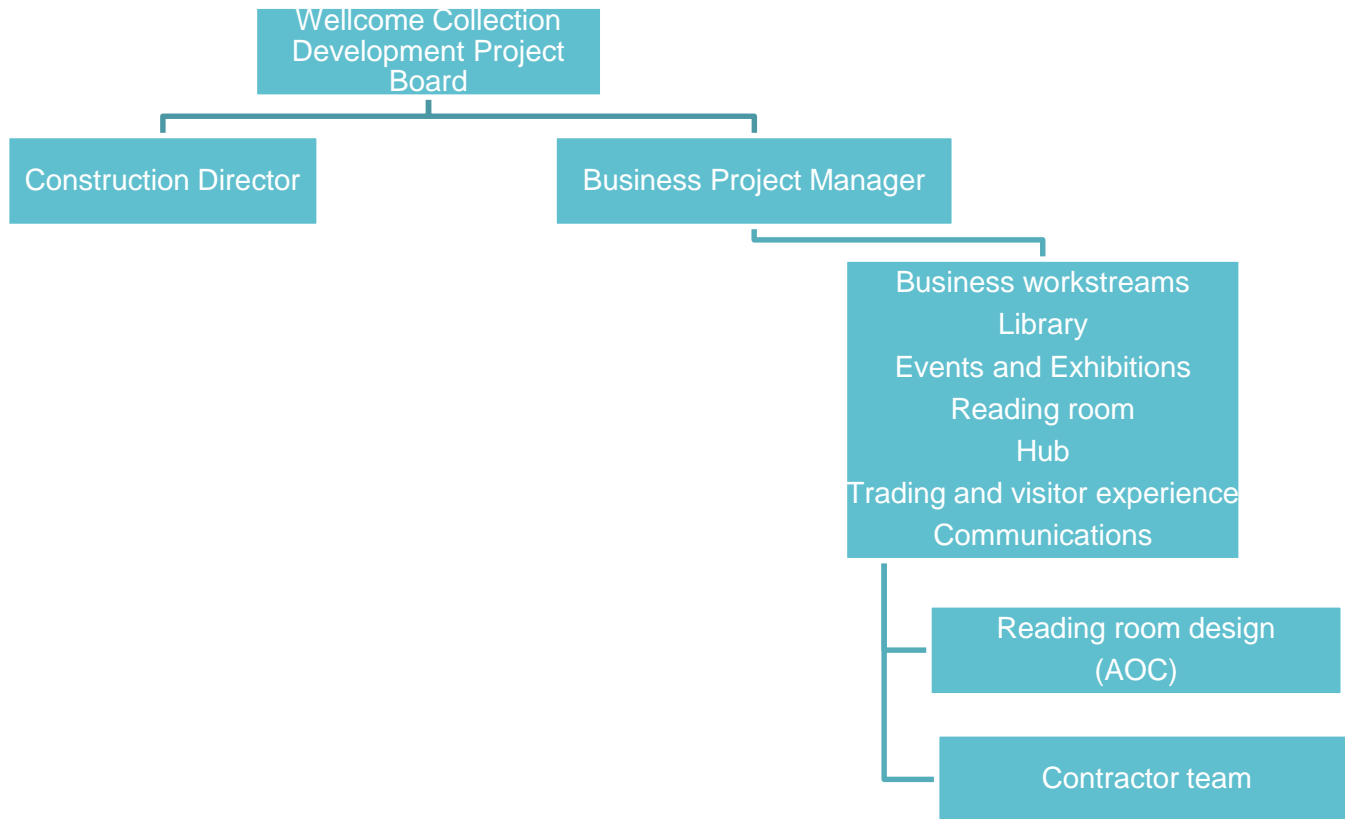
A Curious Journey

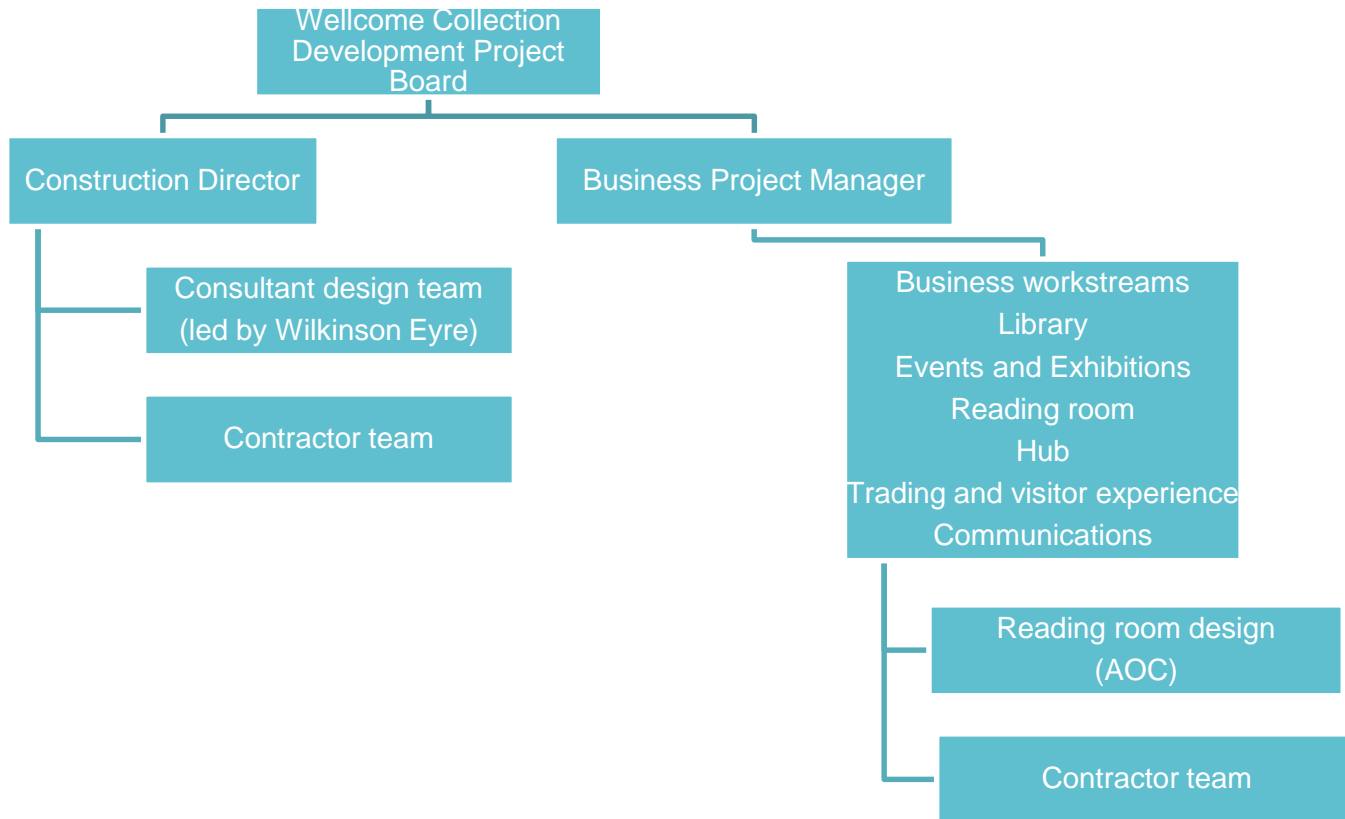


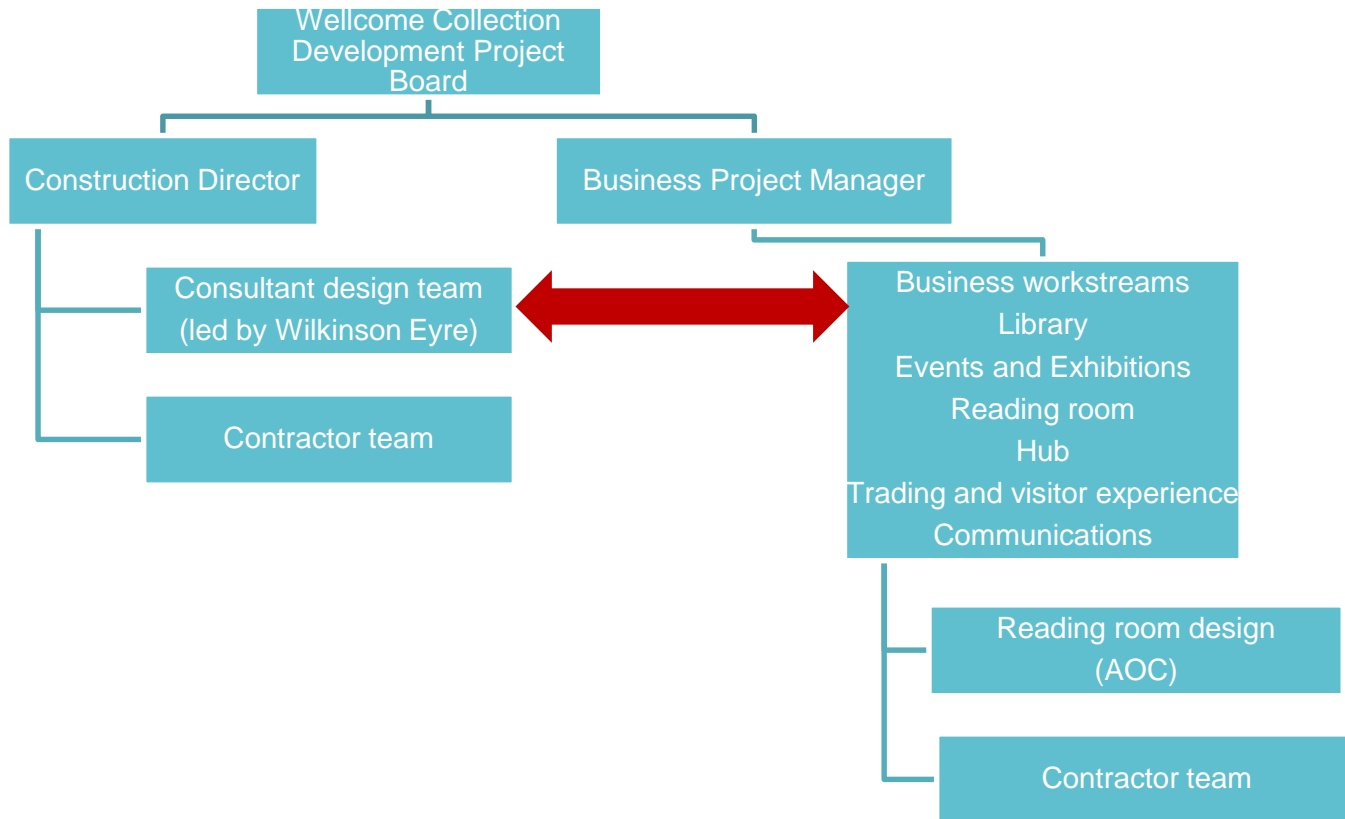


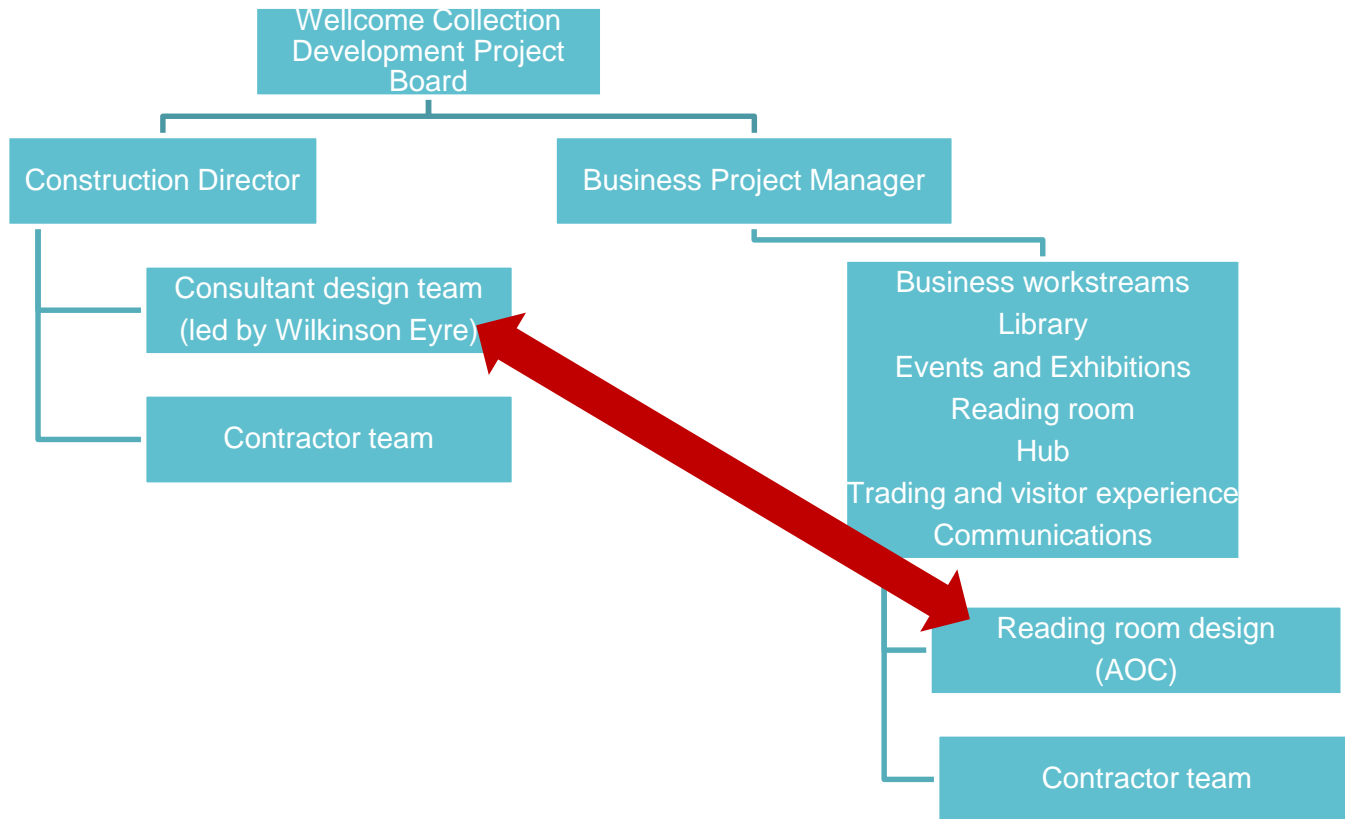














THE WELLCOME BUILDING

FORENSICS

THE ANATOMY OF CRIME

FORENSICS

wellcome collection

wellcome collection

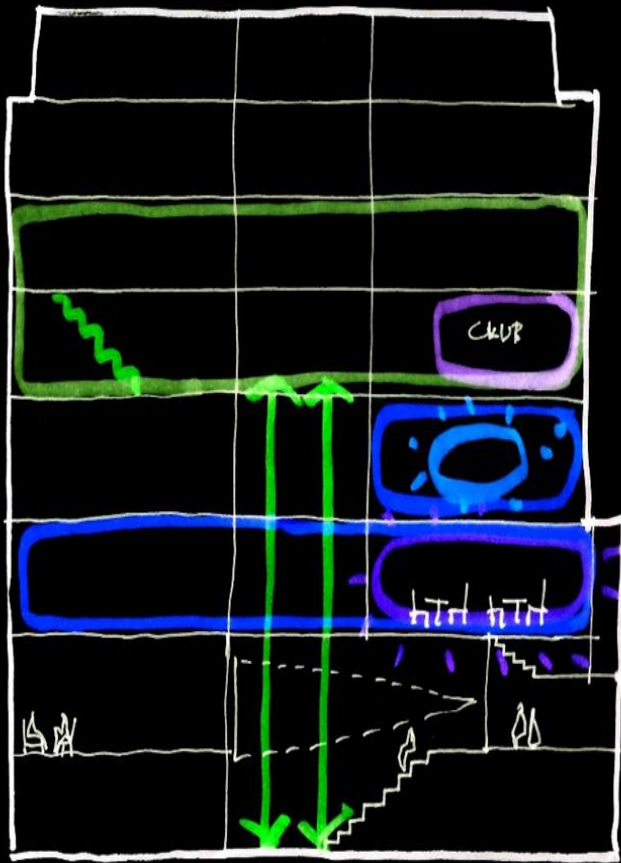
THE WELLCOMES OF LONDON
The history of
The Wellcome and
Wellcome Collection

THE WELLCOMES OF LONDON
UNDRESS YOUR MIND

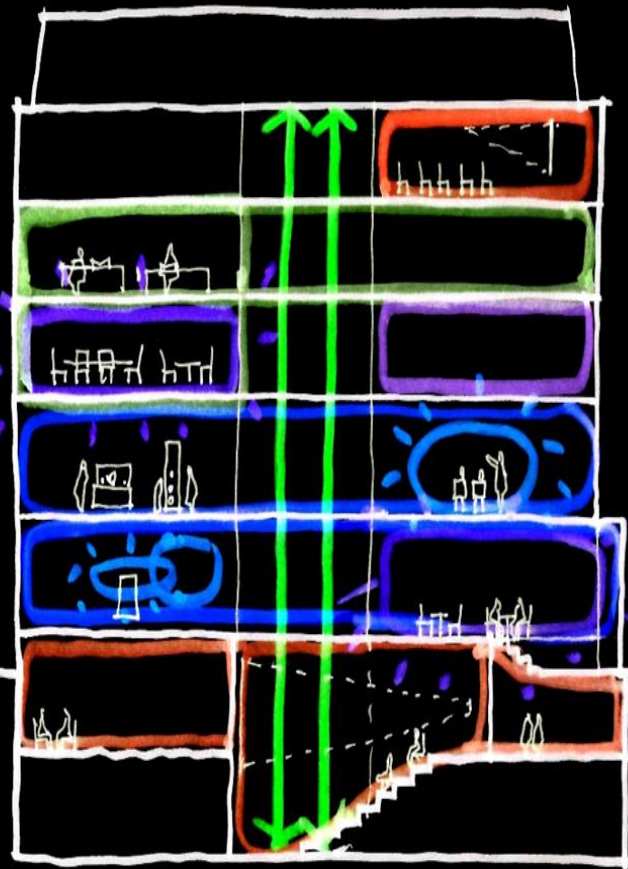
THE WELLCOMES OF LONDON
UNDRESS YOUR MIND

More than ever

More than ever



EXISTING - PUBLIC ACTIVITY



PROPOSED ..PUBLIC ACTIVITY





wellcome collection

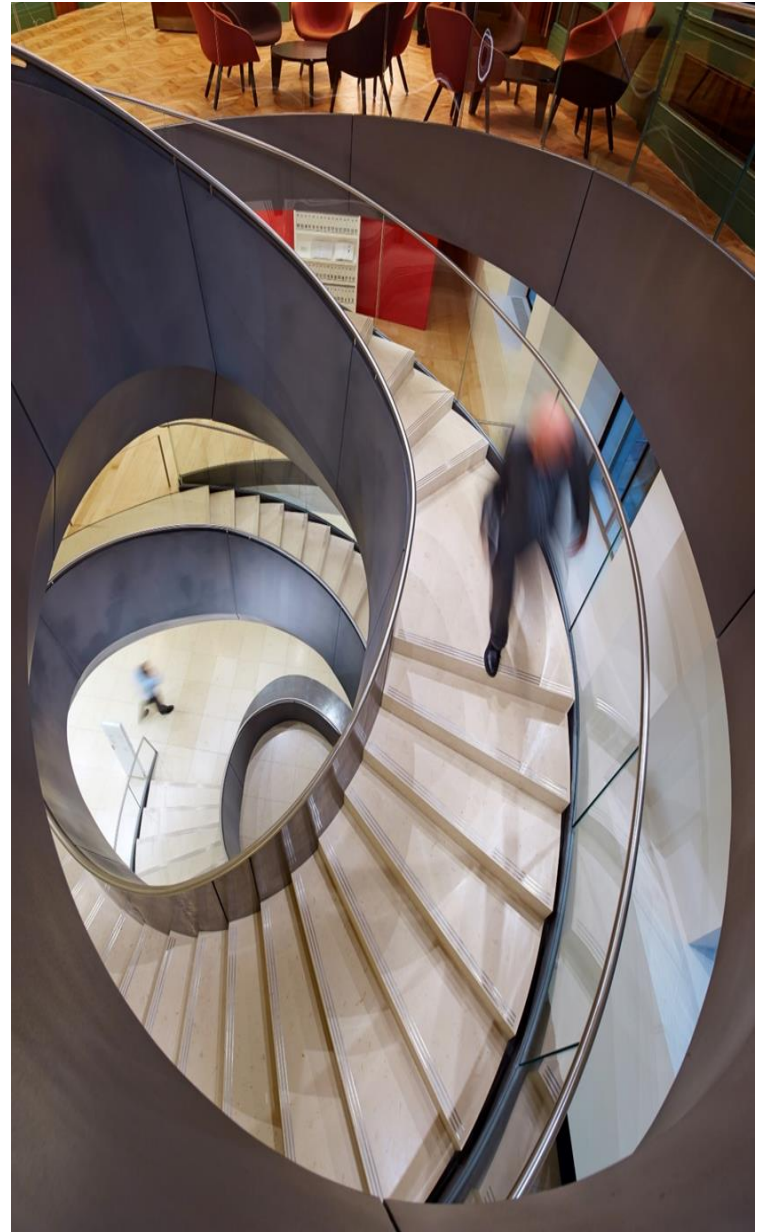


wellcome collection

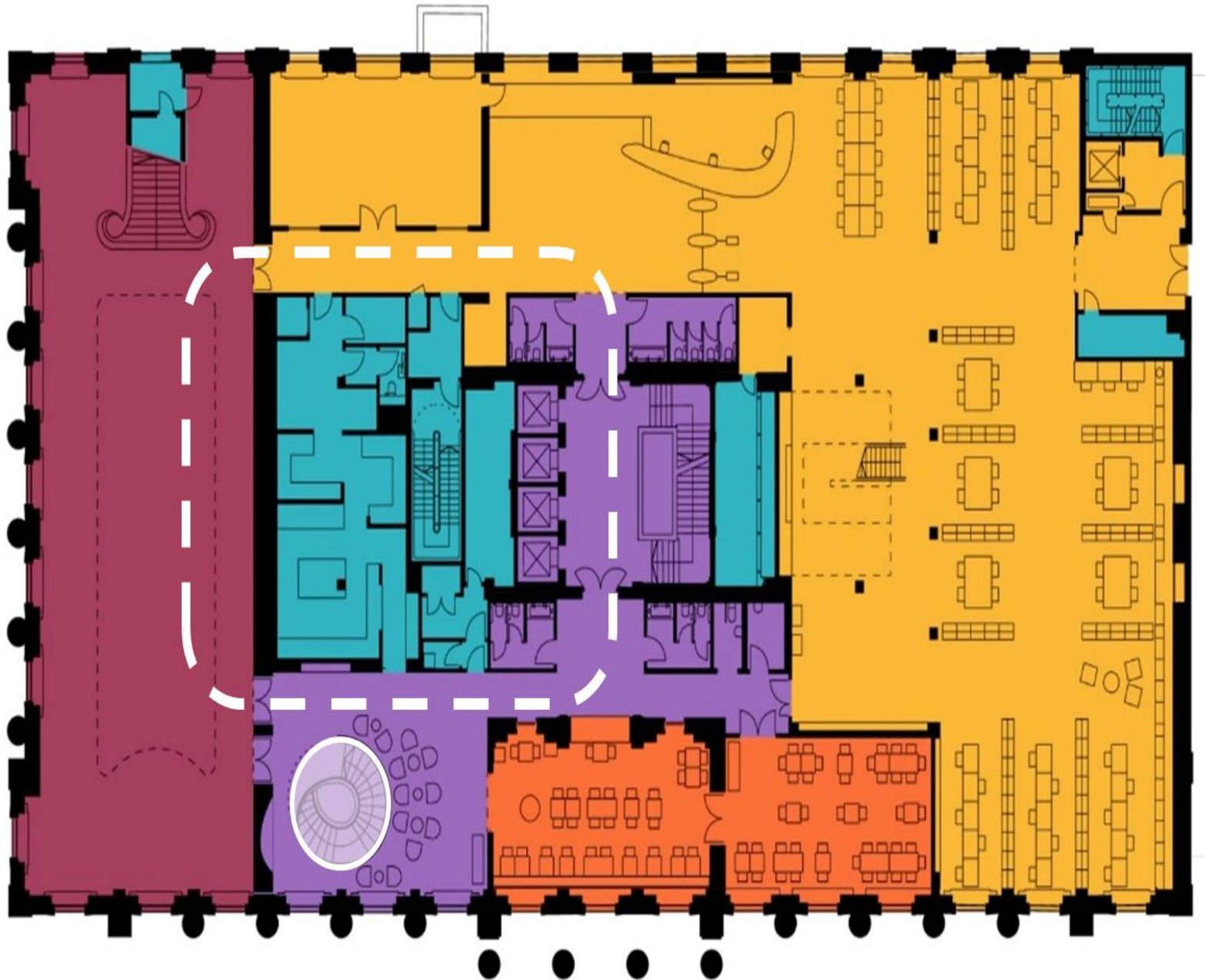


Cafe | Events | Shop | Library | Restaurant | Shop





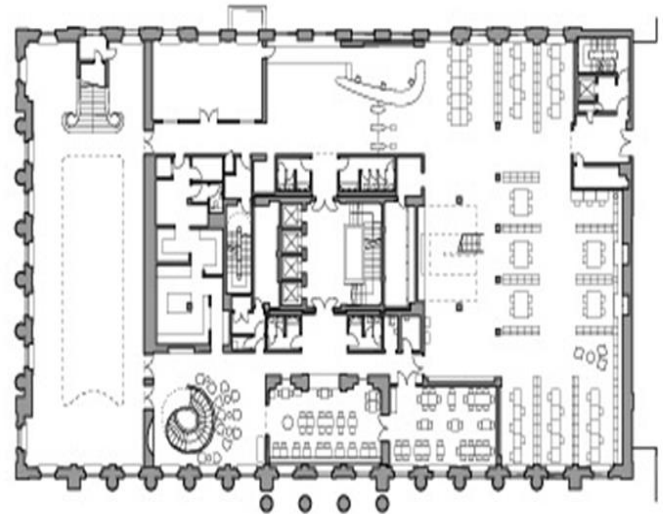
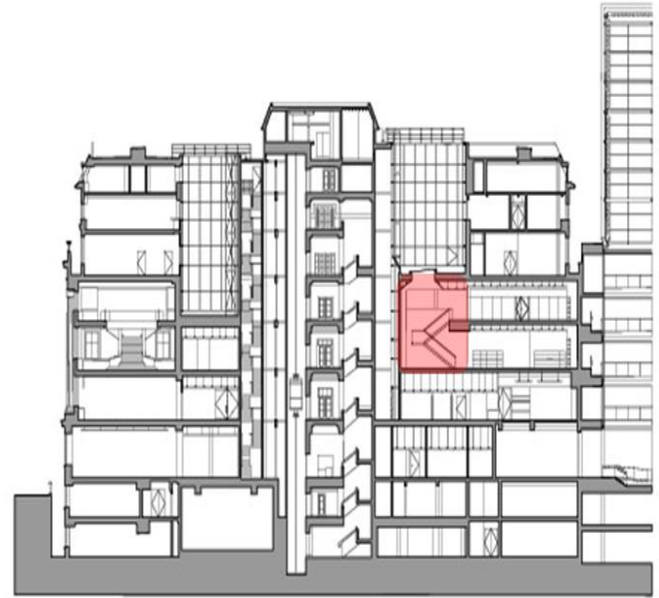




wellcome library



















AVICENNA

GUY DE CHAUCON

RANON Y CAJAL

EHRH

1932



1949



Hybrid Space







SUŚRUTA

ZHANG ZHONGJING

AVICENNA

GUY DE CHALLAC

PARCELSUS

HENRI

RICHARD

DANIEL

BERNARD

MENDEL











LOOK
TOUCH
READ
COLLECT
SHARE









Ambition

- Transform an old building into a vibrant, inspiring environment
- Support diverse activities: research, study, interaction, conversation, relaxation
- Offer rich and thought-provoking content and context
- Create outstanding visitor experience

Follow your curiosity

Are we there yet?



Winter

Spring

Events

Curiosity Roadshow
14 Sep - 12 Oct
18 Nov - 15 &
20-22 Dec 2013
10:00-16:00

**Orbit and Creativity
in King's Cross**
10 - 16 Feb 2013
16:00-17:30
18 - 20 Feb 2013
13:00-14:30

**Wellcome Collection
at the Bloomberg
Festival**
19 - 21 Oct 2013

**Centenary of
the Frame**

Exhibitions

**Dancing with
the Body**
12 Sep - 27 Oct 2013

**George Eastman
Photography Collection**
14 Feb - 17
17 Feb - 19
19 Feb - 21
21 Feb - 23

Collections

**Medicine Now
Open Hospital**



Reality



Hazards

PLEASE
DO NOT
OPEN!
PAINTER
BEHIND
DOOR!



HUNGRY FOR MORE

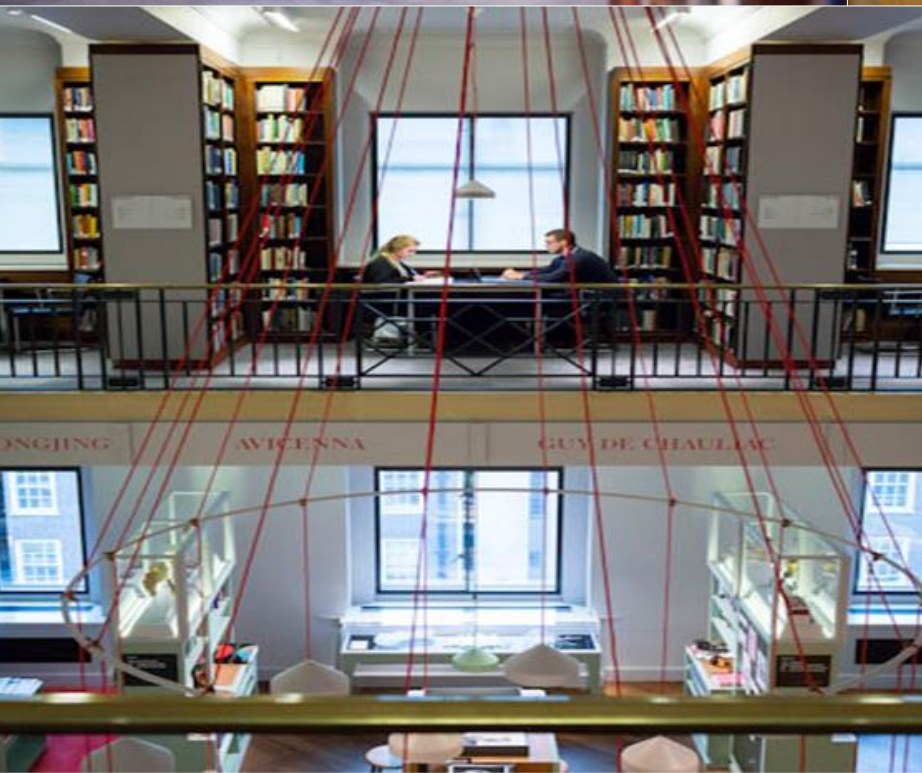
With so much exploring to do we thought our visitors deserved a little indulgence. We've converted the private dining room into a new public restaurant, Wellcome Kitchen, offering a variety of delicious food and drinks throughout the day.



Challenges



New Reality



THE WELLCOME LIBRARY TIMES

USERS SURVEY TOPLINE EDITION OCTOBER 2016 | FIELDWORK DATES 19TH SEPT-11TH OCT 2016

95

VISITED THE WELLCOME LIBRARY AND TOOK PART IN OUR SURVEY

There have generally been improvements across the board, likely driven by good service and breadth of resources

RECOMMENDATION

89% of users recommend Wellcome Library
(+4% vs. Aug16)

Top reasons for recommending the Library are:

43% Staff- good service

31% Breadth of collection/ resources

34% Pleasant environment

19% Good collection/ resources

SATISFACTION

90% think the provision in their subject area is good/excellent (+5% vs. Aug 2016)

MOTIVATIONS



46% Professional academic research
(+12% vs. Aug16)



13% Non academic professional research
(-6% vs. Aug16)



14% Researching a subject of personal interest
(-8% vs. Aug16)



9% Research into teaching lecturing work
(+2% vs. Aug16)



14% Research for school/college/ undergraduate/ master studies
(+6% vs. Aug16)



4% General work/ studies
(-6% vs. Aug16)

ENGAGEMENT

94%

Positive impact on users' work/studies/research (+4% vs. Aug 2016)

89%

Environment/atmosphere inspired users in their work/studies/research (+1% vs. Aug 2016)

88%

Materials available inspired users in their work/studies/research (+8% vs. Aug 2016)

57%

Would not have been able to achieve work/studies/research goals without Wellcome Library (-11% vs. Aug 2016)

EXPECTATIONS

95% of users had their expectations met or exceeded
(+4% vs. Aug 16)

79% of users' expectations were exceeded
(+25% vs. Aug 16)

UNIQUENESS

64%



felt Wellcome Library was different to other academic libraries they have visited
(+15% Aug 2016)

AWARENESS

92%

of users are aware of Wellcome

40%

of users believe Wellcome fund scientific research