



**For Immediate Release**

## **The Duke of Cambridge and Prime Minister, David Cameron open new First World War Galleries at IWM London.**

The Duke of Cambridge and Prime Minister, David Cameron visited IWM London today to officially open the brand new First World War Galleries. The new Galleries draw upon IWM's First World War collections, the richest and most comprehensive in the world.

The IWM Foundation, chaired by Viscount Rothermere, met the Duke of Cambridge and Prime Minister, David Cameron upon arrival at the museum. The IWM Foundation led the fundraising campaign for the First World War Galleries and The Duke of Cambridge has been a Patron of the Foundation since December 2010.

The Duke of Cambridge and Prime Minister, David Cameron received a tour of the First World War Galleries accompanied by IWM's Director-General Diane Lees and IWM's Chairman Sir Francis Richards. Both The Duke of Cambridge and David Cameron were invited to install final objects in showcases to complete the work on the Galleries, which will open to the public on Saturday 19 July.

The Duke of Cambridge installed the gloves of Major James McCudden VC in the *Machines Against Men* section of the First World War Galleries. Major James McCudden was an airman who shot down more than five enemy planes and received the Victoria Cross, Britain's highest gallantry award, alongside other decorations.

David Cameron installed Pals Battalion badges in the *Your Country Needs You* section of the new First World War Galleries. He installed the Tyneside Scottish badge, worn by four Pals' battalions of the Northumberland Fusiliers and the 17<sup>th</sup> Service (1<sup>st</sup> City and Liverpool Pals) King's Liverpool Regiment Badge – the badge of the first 'Pals' battalion formed on 28 August 1914.

IWM's Young Reporters and Youth Panel met with The Duke of Cambridge and Prime Minister, David Cameron, in the First World War Galleries. They discussed a letter written during the war by 9 year old Alfie Knight asking Lord Kitchener if he could sign up, heard about Tirpitz – a pig rescued by British sailors when the German cruiser Dresden was sunk off Chile, joined the Young Reporters as they demonstrated IWM's interactive display *the supply line*, and were shown Harold Cope's blood stained jacket from the Battle of the Somme and a burial flag used by Reverend Ernest Crosse to bury 163 men on the Somme. Finally, in a section looking at the physical and emotional cost of the war they were shown a Burial Cross and film about victims of shell shock.

**Speaking at the event, The Duke of Cambridge said:** "These Galleries bring to life the common effort and the common sacrifices of those who lived through the First World War, Today, I am proud to declare

them officially open. In 1920, King George V believed this museum would be an inspiration for future generations. I am very pleased to say it is.”

**Prime Minister, David Cameron said:** “When I launched our plans for the First World War centenary, I said the renovated IWM London would be the centrepiece of our commemorations – and what a fitting centrepiece it is.

“This wonderful museum succeeds in making this war relevant 100 years on - a national focal point in which we can all take pride and which connects the past with the present to ensure we never forget those who lost their lives to secure our freedom.”

The ground-breaking new First World War Galleries are part of the wider transformation of IWM London, which includes a newly configured Atrium with iconic large object displays and a number of new exhibitions, public spaces, shops and cafes. This £40 million transformation has been made possible with the support of a number of funders, sponsors, trusts, foundations and individuals, including a grant of £6.5 million from the Heritage Lottery Fund and £5million from the Department of Culture, Media and Sport.

The Imperial War Museum was established while the First World War was still being fought to ensure that future generations would remember the toil and sacrifice of those affected by it. A hundred years on, IWM continue to collect, record and tell the stories of those who are affected by conflict in Britain and the commonwealth.

*The event was sponsored by Barclays and the champagne was provided by Pol Roger.*

- Ends -

**For further press information please contact:**

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For the Duke of Cambridge’s full speech, please contact Royal Communications at Buckingham Palace on 020 7930 4832

**Notes to Editors**

**IWM’s new First World War Galleries will open to the public on Saturday 19 July and entry is free.**

**IWM Foundation**

The Trustees of the IWM Foundation are; Viscount Rothermere, Lord Ashcroft KCMG PC  
Lord Black of Brentwood, Viscount Chelsea, Dame Vivien Duffield DBE, Lord Glendonbrook CBE, Lord Guthrie of Craigiebank GCB LVO OBE DL and Jamie Reuben

IWM London has undergone a £40 million (approximate figure) major transformation, which includes the building of new First World War Galleries and new Atrium thanks to support from the Heritage Lottery Fund; Department of Culture, Media and Sport; Pears Foundation; Waste Recycling Environmental Ltd; DCMS/Wolfson Museums and Galleries Improvement Fund; as well as support from the IWM Foundation, chaired by Lord Rothermere, which has received gifts from Peter Harrison Heritage Foundation; Garfield Weston Foundation; Lord Rothermere; Lord Ashcroft KCMG PC; Westfield; The Duke of Westminster Foundation; Wolfson Foundation; Foyle Foundation; Clore Duffield Foundation; Kirby Laing Foundation; Bernard Sunley Charitable Foundation; The Reuben Foundation and The Sackler Trust. Additional support has been received from other philanthropic donations, trusts and foundations as well as corporate partners, IWM Friends, and members of the public.

**IWM's Young Reporters scheme** is one of the youth projects for Transforming IWM London. The scheme involves young people from year 4 and 5 from two local primary schools who have been taught journalism skills so that they can report on all the changes at IWM to their communities. The participating schools are Oasis Academy Johnanna and Archbishop Sumner School.

The Young Reporters scheme has been funded by the Heritage Lottery Fund.

### **IWM's Youth Panel**

IWM has recruited a panel of 14 to 19 year olds from partnership schools to provide valuable perspectives on our centenary-related work.

The Youth Panel comes from the local and diversely-populated boroughs of Lambeth and Southwark, the panel members work with departments across the museum including Exhibitions and Conservation, Design, Digital Media, Business and Planning, Learning and Interpretation, Events, and Marketing, and are tasked with recording and sharing their experiences with others of their age through digital media. They advise IWM on how to encourage their peers to participate in our on-site and digital programmes, and act as champions in the planning and delivery of our learning projects.

Amongst their work, the panel has contributed to workshops on the new First World War Galleries; helped design a new recruitment flyer for the next year's Youth Panel; engaged with the restoration of the main building through construction site tours; worked with principal historian and curators from the First World War exhibition team and learned how to write captions, and evaluated the museum's new AV technology prototypes.

The Youth Panel's contribution to the First World War Centenary Project over the last year and a half has been enormously valuable. Of the 27 new Youth Panel members recruited at the start of the year, 26 are still in post – almost 4 times the number of core members last year. As the Youth Panel members are themselves responsible for recruiting future panelists, this huge increase is reflective of the level of engagement, enjoyment, and educational benefit they have derived from this fantastic project.

The Youth Panel scheme has been funded by the Heritage Lottery Fund and The Forces Trust.

Together with the Young Reporters scheme and the Youth Panel, the New Perspectives project (through which IWM challenged young people to take a new perspective on lesser known stories of the First World War through our unique collections, and installed the resultant films in the new First World War galleries) forms the third strand of IWM's Centenary Project Learning Programme, funded by the Heritage Lottery Fund. The Learning Programme has also received funding from The John Horseman Trust.

### **Lives of the First World War**

Over the course of the Centenary, Lives of the First World War will become a permanent digital memorial to over 8 million men and women who contributed in uniform and worked on the home front. IWM is encouraging everybody to help piece together the life stories of each person on the site – by uploading a picture from their family album, sharing a story passed down through generations or by connecting official records to build a full and factual picture of their experiences during the war.

The site launched on 12 May 2014 with the records of those who served with the British Army overseas – over 4.5 million men and 40,000 women. Over the coming weeks and months, millions of additional new records will be added – from the Royal Flying Corp/Royal Air Force, the Royal Navy, the Canadian Expeditionary Force, the Australian and New Zealand Imperial Forces along with almost 17,000 conscientious objectors. IWM is also seeking to include the Indian Army, Home Front workers and all others who made a contribution.

[www.livesofthefirstworldwar.org](http://www.livesofthefirstworldwar.org)

### **Images will be available from the IWM Press Office Image Download system using the following:**

- URL: <https://press.iwm.org.uk>
- Username: First World War
- Password: IWM/press
- Pictures are in the file marked 1.Official Opening of IWM London

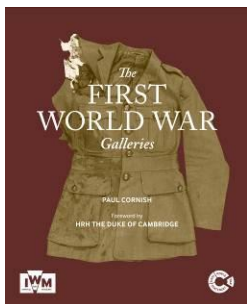
**B-Roll** of the First World War Galleries and the transformed museum is available and free to use from [www.digitalnewshub.com](http://www.digitalnewshub.com)

### **About the First World War Galleries:**

- **Designer:** [Casson Mann](#)
- **When the project began:** In 2010
- **Access:** They are free and are suitable for all ages,
- **Area:** Cover an area of over 1000m<sup>2</sup>.
- **Number of objects and digital displays:** They will feature over 1,300 objects alongside 60 digital displays including interactive and immersive spaces, encouraging visitors to explore a range of themes and challenge their perceptions of the conflict.
- **Reflection Spaces:** There will be two atmospheric reflection spaces, each centered on an object, where visitors will be encouraged to pause and think about some of the most difficult aspects of the war, including the act of killing and the fear of being killed.
- **Countries Featured:** They focus on the stories of Britain and the former empire. Countries which feature include Australia, New Zealand, Canada, India and the forces and fronts in the Middle East and Northern Africa.
- **Historical Research:** The narrative of the exhibition has drawn from the huge advances made in the historical study of the First World War in recent years, and has been created in consultation with an advisory board composed of leading British historians.
- **Family Visitors:** The Galleries will include family-friendly hands on interactives, such as our recruitment wall where you can try-on and explore uniforms, as well as objects with special family captions, written by IWM's Youth Panel, allowing families to explore various themes and objects.

- **The 14 chapters** which the Galleries will be made up of are: *Hope and Glory, An Inevitable War, Shock, Your Country Needs You, Deadlock, World War, Feeding the Front, Total War - The Somme, At All Costs, Life at the Front, Machines Against Men, Breaking Down, Seizing Victory, War Without End*.

### The First World War Galleries Book



The First World War Galleries – published to mark the Centenary will be available from 17 July 2014. The book, written by curator, Paul Cornish, draws on the unparalleled expertise, archives and collections of IWM. Fully illustrated with objects from IWM’s unparalleled collections the book presents events as they happened, with words written or spoken within hours, days or weeks of the events they describe. Through these voices and objects – emotive, immediate, and sometimes surprising – the story of the war is told from a compelling new perspective, allowing us to both understand and reflect upon the landmark conflict that still shapes our lives today. Paperback £20. Hardback £35.

### Events

- 16 Sept - [In Conversation with Kate Adie: The Legacy of Women in the First World War](#)
- 21 Oct - [Is Art a True Picture of War?](#) - with BBC Arts Editor, Will Gompertz
- 4 Nov - [First World War: Poems from the Front](#) – with John Simpson and poetry readings
- 19 Nov - [Why Soldiers Fight: From the First World War to Afghanistan](#)

**Prices:** Adult £12; Concession £10; IWM Friends £10

**Times:** 7pm – 9.30pm (Doors at 6.30pm)

### Also opening from 19 July 2014;

- **IWM’s transformed Atrium** – after a major redevelopment, the new atrium designed by Foster + Partners will be revealed. It will tell the story of conflict from the First World War to the present day through new large object displays *Witnesses to War, Turning Points: 1939 – 1945, Peace and Security: 1945 – 2014 and Curiosities of War*.
- [Truth and Memory: British Art of the First World War](#) the largest and first major retrospective of British First World War art for almost 100 years featuring over 110 artworks.
- [IWM Contemporary: Mark Neville](#) showcases photographs and three films giving a different and arrestingly intimate perspective on British troops and their daily encounters with Afghan people.
- All of IWM’s other exhibitions will reopen with the museum including; *A Family in Wartime, Secret War, The Holocaust Exhibition, and The Lord Ashcroft Gallery: Extraordinary Heroes and Horrible Histories: Spies*.
- There are 3 new shops and a seasonal Tea Room and Café opening out onto the park, run by Peyton and Byrne.

### Private Tours (from 20 September)

Groups (of up to 10 people) can book a Private Tour - First World War Galleries, the Atrium or our Art Tour - outside of public opening hours with exclusive access to our galleries and collections.

- **Cost:** £300 for up to ten adults.
- **Time:** 9 – 10am, 6.15pm – 7.15pm.
- **Booking:** [vchan@iwm.org.uk](mailto:vchan@iwm.org.uk)

## **IWM London**

IWM London is temporarily closed until 19 July 2014 while we continue to transform the museum.

Open daily: 10am – 6pm. Last Admission 5.45pm (from 19 July 2014)

IWM London, Lambeth Road, London, SE1 6HZ / T: 020 7416 5000 / E: [mail@iwm.org.uk](mailto:mail@iwm.org.uk)

[iwm.org.uk](http://iwm.org.uk) / @I\_W\_M / [www.facebook.com/iwm.london](https://www.facebook.com/iwm.london)

## **IWM**

IWM (Imperial War Museums) tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the [First World War](#).

Our unique Collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches attract over 2 million visitors each year. [IWM London](#), our flagship branch, is transforming with new First World War Galleries and a new atrium with large object displays which will open in summer 2014 to mark the Centenary of the First World War (Please note IWM London is currently closed and will reopen on 19 July 2014). Our other branches are [IWM North](#), housed in an iconic award-winning building designed by Daniel Libeskind; [IWM Duxford](#), a world-renowned aviation museum and Britain's best preserved wartime airfield; [Churchill War Rooms](#), housed in Churchill's secret headquarters below Whitehall; and the Second World War cruiser [HMS Belfast](#).

## **First World War Centenary**

**2014 - 2018** marks the centenary of the [First World War](#), a landmark anniversary for Britain and the world. IWM will mark the centenary by leading a vibrant, four year programme of cultural activities across the country, including the opening of brand new First World War Galleries at IWM London in 2014. For more information visit [www.1914.org](http://www.1914.org)



## **Heritage Lottery Fund**

Using money raised through the National Lottery, the Heritage Lottery Fund (HLF) aims to make a lasting difference for heritage, people and communities across the UK and help build a resilient heritage economy. HLF has supported 36,000 projects with £6bn across the UK [www.hlf.org.uk](http://www.hlf.org.uk) @heritagelottery #understandingWW1

Since April 2010, HLF has invested over £56m in projects - large and small - exploring the many stories of the First World War. HLF is making at least £1million available per year for six years until 2019 to projects through its First World War: then and now programme. HLF will provide small grants between £3,000 and £10,000 enabling communities and groups right across the UK to explore, conserve and share their First World War heritage and deepen their understanding of the impact of the conflict.

## **Government's Centenary Programme**

On 4 August 2014 it will be 100 years since Britain entered the First World War. Within government the Department for Culture, Media and Sport is leading plans to build a commemoration fitting of this significant milestone in world history. As the Prime Minister made clear when he launched the programme in October 2012, the main theme will be remembrance with a particular focus on bringing the centenary alive for young people. There will be a number of national events across the four years, as well as cross-Government programmes to help deliver this. Further details can be found here <https://www.gov.uk/government/topical-events/first-world-war-centenary>