

BESSACARR

LOOK AT

INTERPRETATION BOARDS

PUBLICATIONS

AUDIO

Over 25 Years of interpreting the built and natural environments

## LOOK AT™ Publications

Your heritage is unique: our skill is in interpreting what you want, the way you want it to be understood. Our printed guides are clear and engaging for all ages and will make your visitors' experience more enjoyable. They are particularly effective when used in conjunction with our interpretation boards and audio guides.

### Common Benefits

- More than a souvenir - an interactive guide to enhance your visitors experience.
- Stimulates return visits and recommendations.
- Engaging, informative and educational.
- Capture the essence of a place - not just its architecture.
- Makes visits more fun and stimulating for both children and adults.
- Helps you meet your educational aims.
- Available in English and other languages.

### Classic LOOK AT Guides

This series of 300 classic guides covers heritage sites across Britain and beyond, including churches and cathedrals, towns and villages, museums, historic houses - and even an oil terminal! They are ideal walkaround companions, because their clear styling and illustrations enhance and inform the visitor experience at the time, rather than simply being a souvenir to take away. They are designed to stimulate interest in buildings, their contents, and the thinking or beliefs reflected in their construction.

Examples: Look At Chatsworth House, Look At Eyam.



### New Generation LOOK AT Guides

These have the same classic formula but are printed in full colour, incorporating both photographs and illustrations. Example Look At Gilwell Park.

### Full Colour Guides

These are often specially commissioned guides on specific themes such as a particular person, or event, featuring the same clear language and approach. Example: The German War Cemetery, St Brelade, Jersey. This format also appeals to the souvenir guides market.



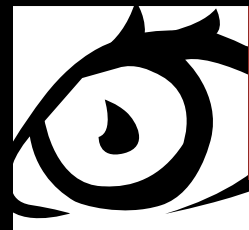
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## Features of the Publications

### Common Features

- Bite-size chunks to make information easily absorbed.
- Beautiful illustrations and photographs, clear presentation.
- Interesting, informative, educational and fun.
- History on a human scale - about people as well their buildings.
- Capture the essence of a place - not just its architecture.
- Questions and facts designed to stimulate exploration and discussion.
- Particular features and fascinating facts can be highlighted.
- Available in English and other languages.
- Well-researched and written using over 25 years experience of interpretation.

### Classic LOOK AT Guides

- User-friendly, two-colour, A4 format guide.
- Gives your visitors the basics at a glance.
- Beautiful illustrations, clear presentation and easy-read print.
- Interesting, informative, educational and fun - for all ages.
- History on a human scale - about people as well their buildings.
- Capture the essence of a place - not just its architecture.
- Questions aimed to stimulate exploration and discussion.
- Particular features and fascinating facts can be highlighted.
- Clear line drawings are useful for all visitors and particularly helpful for those who find reading text alone difficult.

### New Generation LOOK AT Guides

- Builds upon the strengths of the Classic LOOK AT Guides.
- A5 full-colour with beautiful illustrations and photographs.
- Looks and feels much richer and stimulating.
- Photographs add another dimension to presenting information.
- Commands a higher price.

### Full Colour Guides

- More formal than the New Generation LOOK AT Guides.
- Typically A5 full-colour with beautiful illustrations and photographs.
- Visually more like a traditional souvenir guide.
- Designed to be used.
- Has a greater adult appeal.
- Questions and information selected to stimulate exploration and discussion.

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