Marking the Centenary of the First World War

Penny Hamilton
Head of Brand and Marketing, IWM
Our story

IMPERIAL WAR MUSEUM

The Imperial War Museum desires to receive for permanent preservation photographs and biographical material, printed or in manuscript, of all officers and men who have lost their lives or won distinctions during the War; also original letters, sketches, poems and other interesting documents sent from any of the war areas, and all kinds of mementoes, even of trifling character, which may be of interest in connection with the War.

They should be sent to:

THE SECRETARY,
Imperial War Museum,
Great George Street,
Westminster, S.W.1.
Audience research

UK interest

• 60% interested in commemoration
• Knowledge/interest increases with age
• Families are keen for their children to understand the impact of war on society

International interest

• International audience - 37% are extremely likely or very likely to visit the UK as a result
• US, Commonwealth and western European countries comprise the largest proportion of visitors to the UK
IWM’s Programme for Centenary

IWM North

*From Street to Trench* exhibition
*Reactions 14 – art responses*

IWM London

First World War Galleries
*Truth and Memory* art exhibition
Launching in 2014...
To mark the centenary, IWM is creating Lives of the First World War.
No need to send us your precious family mementoes. Keep them and share their images with the world!

To find out more, watch our film

Stay informed
Sign up to be kept informed of our progress.

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Keep me informed
Privacy policy

Help to reveal 8 million stories
Lives of the First World War will bring material from museums, libraries, archives and family collections from across the world together in one place. IWM needs your help to explore those documents, link them together and to start telling the stories of those who served in uniform and worked on the home front.

Since its foundation in 1917, IWM has continued to ensure that people understand the impact of this global conflict and how it shaped the world we live in today. By the end of the centenary we will have built the permanent digital memorial to more than 8 million men and women from across Britain and the Commonwealth and saved their stories for future generations.

Sign up today and soon we will invite you to uncover millions of Lives of the First World War.

Lives of the First World War is part of IWM's First World War Centenary programme. Learn more at 1914.org

Do you have photos and other memorabilia at home? There is no need to send them to IWM. Create digital images of the material, and when the site goes live you can upload it to a person's life story page. You can keep your precious mementoes and share the images with the world.

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OK
WW1 at Home: a growing collection of stories that show how WW1 affected the people and places of the UK and Ireland. The BBC has partnered with Imperial War Museums and the Arts and Humanities Research Council.

What happened on your doorstep during WW1?
Innovation, bombardment, factories, protest - stories from across the UK & Ireland
- Find a WW1 place near you

Animals Do Their Bit
Horses, mules and dogs from across the UK
- Theme - Animals
- Browse All Themes

The War At Home
Training camps, garrisons, refugees, internment
- Theme - The War At Home
- Browse All Themes

Gallery

Britain's Great War - How War Changed the Face of the Nation

See all galleries from World War One At Home (1)

Related Links
- Imperial War Museums: First World War Centenary (www.iwm.org.uk)
- Imperial War Museums: Lives of the First World War (www.livesofthefirstworldwar.org)
- Arts & Humanities Research Council: World War One At Home (www.ahrc.ac.uk)
- Operation War Diary (www.operationwar Diary.org)
The First World War Centenary Partnership

www.1914.org/partnership
So far…

• Over 2,000 members across 36 countries including France, Germany, Australia, Canada, Singapore, South Africa and Slovenia
• Over 2,000 performances, plays and exhibitions across the world
• In 2014, 200 exhibitions in 14 countries with over 50 new art commissions.
• Over 150 members from 10 countries will be launching their events as part of the global commemorations.
• 700 digital resources about the First World War will be created for the Centenary including virtual exhibitions, games, podcasts, films and videos and online courses as well as nearly 100 mobile apps relating to the First World War.
Centenary e-news

NOVEMBER 2013

Take part in this global commemoration

For many, Remembrance Day and poppies are associated with the First World War and great losses of life. But the legacy of the war goes beyond remembrance of the dead. The First World War redrew the world map and the very nature of warfare itself.

Check out our newly launched Centenary events calendar featuring Remembrance events that help us to understand the significance and impact that the First World War had on the world we live in today. From hidden treasures in trenches to poppy-making crafts for kids, see what’s on near you.

Browse our events listing ➤
Exhibitions include...

- *Sanctuary from the Trenches – A Country House at War* (opens 1 March) at Dunham Massey focusing on the three remarkable women who transformed the country estate into a temporary hospital during the war.

- *An Adaptable Trade: The Jewellery Quarter at War* at Birmingham Museums and Art Gallery BMAG, the Museum of the Jewellery Quarter (from 14 June) exploring the effects of the First World War on the jewellery trade and the changing role of women in the industry.

- *The Great War in Costume: Family & Fashion on the Home Front* at the Fashion Museum in Bath (19 July – 5 September 2014) will tell the story of how the Great War changed women’s life forever; in terms of status, class, position and what was acceptable for a woman to wear.
Performances and events include…

- **War, Women and Song** a touring performance by **Harvest Heritage Arts and Media** featuring the songs that contributed to the war effort and the on-going legacies of those half remembered tunes, such as Danny Boy and Pack up Your Troubles.

- **Gas Girls**, a moving new play by **acta community theatre in Bristol** about women munitions workers in the First World War.

- Meet Lucy Adlington, the author of the new book **Great War Fashion** at the **York Castle Museum**

- **Trent to Trenches** presents **Arms and the Women** at **Bromley House Library in Nottingham**, a lunchtime talk given by Sheelagh Gallagher about the war and women’s fiction from Mrs Dalloway to Pat Barker, and how these themes have been seen through time.
The Partnership – how to get involved

- Partnership extranet – http://www.1914.org/partners

- Free resources – timelines, digitised collections, guides

- Communications toolkit with brand marks available in English and Welsh

- Charlotte Sluter, Centenary Press Coordinator, IWM. Tel: 020 7091 5420. Email: csluter@iwm.org.uk
Any questions?

Penny Hamilton
phamilton@iwm.org.uk