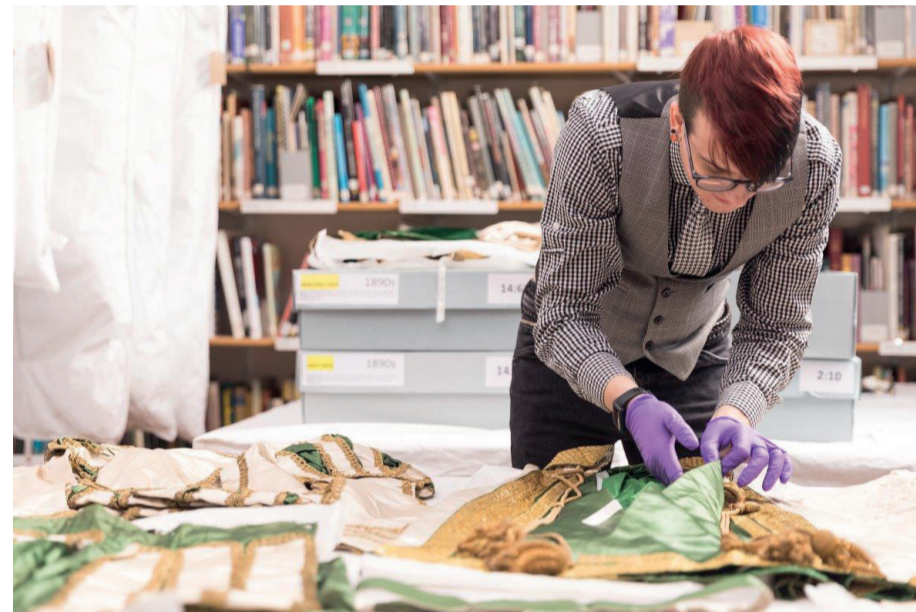


Milsom Quarter Fashion Museum: Aims and Location

The Fashion Museum will...

- Create one of the world's great museums with an internationally significant visitor experience.
- Reinvent the Fashion Museum Collection as a relevant and vital resource for Bath and North East Somerset residents.
- Create a dynamic social and civic space which is accessible to all.
- Deliver a benchmark standard of environmental and economic sustainability.
- Create a transformational museum which is an agent of change.



Vision

To inspire and empower through fashion, and to champion and celebrate designers, makers, manufacturers, wearers and the joy that fashion brings to our lives.

Mission

We do this in a variety of ways. Through our unique collection of over 100,000 objects which covers nearly 500 years of fashion design, making and manufacture; through exhibitions and display; through a dynamic learning programme and by creating engaging fashion experiences that animate and amplify our city and sector.



The Location

The new museum is to be located in the Old Post Office, 21-26 New Bond Street and 27 Northgate St, Bath BA1 1BA. The property is located in central Bath occupying a corner position with frontages onto New Bond Street and Northgate Street which connect with the primary retailing pitches of Union Street and Milsom Street. The principal retail frontage is to New Bond Street.

Milsom Quarter- Fashion Museum Location



Adjacent Shopfronts



Detailed Stonework



The Fashion Museum is proposed to be located in the heart of Bath city centre close to other main cultural and visitor attractions. The total footprint is **3,700 sq m**, the old Fashion Museum space in the Assembly Rooms was **1,500 sq m**.

The Old Post Office Site

The Old Post Office is a prominent Grade II listed building in central Bath. The Georgian Revival building opened in 1927 to designs by C Bullough of HM Office of Works.

The site is arranged over five floors, from lower ground to third floor. The total spatial allocation required for the Fashion Museum site is approximately 2,500 sq m.

c.1930's: Main Entrance (Bath in Time)



1927: Main Entrance/Public Area (Bath in Time)



Housing the Collection

Collection in Storage



The Fashion Museum collection takes up nearly one kilometre of hanging/shelving space; it is also stored in five and a half thousand boxes.

When: From the 1600s to the 2020s

Whom: Women, men, children

What: Fashionable dress

Quantity: Approximately 100,000 objects