

NATIONAL PORTRAIT GALLERY

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PROFILE

Founded in 1856, National Portrait Gallery (NPG) was the first gallery in the world to specialise in portraiture. The NPG blends insights into the past with contemporary exhibitions by leading artists such as Grayson Perry. It also hosts exhibitions of modern photographic portraits. The NPG is one of the world's leading art galleries, with more than two million visitors per year.

GOAL

- Provide visitors easy access to online resources
- Encourage visitors to share their experience through social media
- Fully managed and supported by the WiFi service supplier
- Simple to deploy, sympathetic and unobtrusive to the listed building
- Analyse visitor profiles
- Enhance NPG's marketing streams
- Prevent access to malicious and offensive web content

RESULT

Working in partnership with LAN3, WiFi SPARK came up with a solution that could handle the demand generated by over 5,500 daily visitors as well as provide an additional marketing and analytics stream. Best of all, the service was virtualised and integrated into the NPG's existing network infrastructure so no new hardware was needed and there was minimal network configuration.

"WiFi SPARK integrated seamlessly with our **existing physical and virtual** infrastructure and provides the gallery not only with the **technical management platform** we require but also a wealth of **marketing and usage metrics**."

Stephen Reekie,
Head of Information Technology
National Portrait Gallery

CUSTOMER PROFILE

Founded in 1856 after a long campaign by Philip Henry Stanhope, the National Portrait Gallery (NPG) was the first gallery in the world to specialise in portraiture. The innovative concept was to provide a record of “...those persons who are most honourably commemorated in British history as warriors or as statesmen, or in arts, in literature or in science”, with works being chosen on their value as historical documents rather than artistic merit. The NPG blends insights into the past with contemporary exhibitions by leading artists such as Grayson Perry. It also hosts exhibitions of modern photographic portraits. The NPG is one of the world’s leading art galleries, with more than two million visitors per year.

GOAL

The ever-increasing number of NPG visitors carrying smartphones and tablets demands that time spent at the gallery be enriched by easy access to online information sources, and a chance to share their visit on social media. The NPG is also a vital resource for researchers, so reliable WiFi is essential for the many people who use its library and archives.

The NPG approached WiFi SPARK to provide a high-end quality visitor WiFi as well as a full support package, taking the pressure of managing the service away from NPG staff. As the NPG is housed in a predominantly Victorian listed building, the installation also had to be sympathetic and unobtrusive.

The museum was also looking to gather information to analyse its visitor profile and enhance marketing potential.

SOLUTION

WiFi SPARK came up with a solution that could handle the demand generated by over 5,500 daily visitors as well provide an additional marketing and analytics stream. Best of all, the service was virtualised and integrated into the NPG’s existing network infrastructure so no new hardware needed to be installed, and there was minimal network configuration.

To connect to the internet, visitors are asked to enter a few details including name and email. The information gathered belongs to NPG. Visitors are also encouraged to sign up for an enewsletter to keep up to date with the latest news and offers.

WiFi SPARK also implemented its own filtering software, to manage security threats and prevent access to inappropriate content.

Future enhancements may include visitors logging in through NPG’s own app, and the installation of iBeacons and wayfarer to increase marketing opportunities and guide visitors around the museum. As well as app integration, SPARK can also provide the option for users to connect to the WiFi through social media. This can will hopefully prompt users to look at and like the NPG’s Facebook page.

With the new full service WiFi system, the NPG has been able to greatly improve its visitor experience while enjoying peace of mind, knowing that WiFi SPARK will keep everything running smoothly.

National Portrait Gallery’s key features:

- Simple to deploy
- Fully branded to NPG’s exact specifications
- User and device analytics
- Marketing opportunities and data analysis
- Flexible bandwidth choices
- 24/7 UK-based helpdesk support for gallery staff and WiFi users
- Full NPG branding throughout
- Fully compliant to legal requirements as well as filtered IWF compliant internet access
- Engage visitors through social media