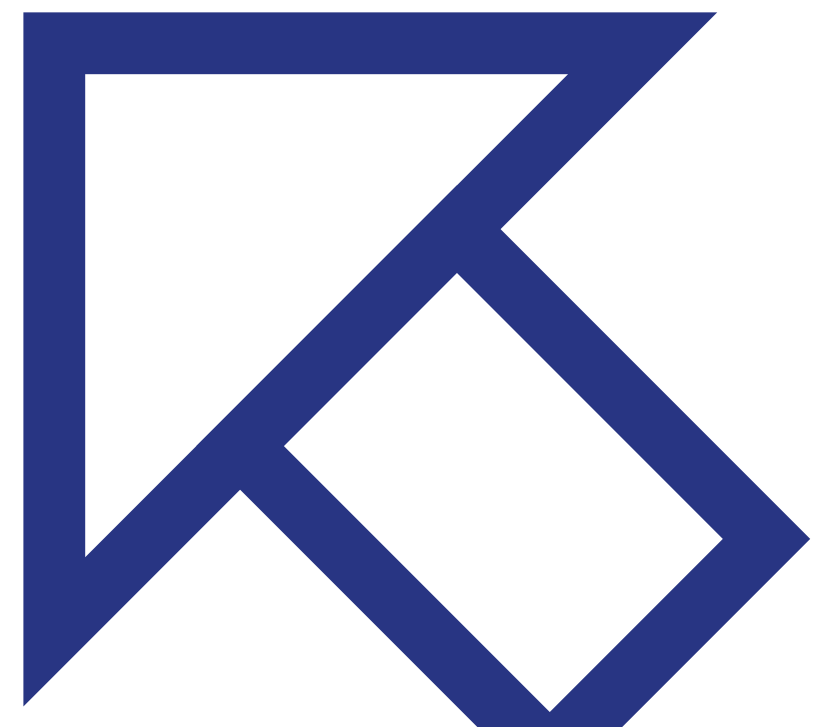


MODS

SHAPING A GENERATION





Welcome to real-life Quadrophenia

This unique project celebrates the remarkable story of the stylish 1960s youth sub-culture and the 40th anniversary of the release of the cult Mod film, Quadrophenia.

The project featured a major exhibition at Leicester Museum and Art Gallery from April 12th - June 30th 2019 that told the story of the Mods but through the eyes of those that were there. The Mods: Shaping a Generation project has been created and organised by Joe Nixon (founder of Arch Creative) and Shaun Knapp (Author of Mods: Two City Connection/High Flying Around)

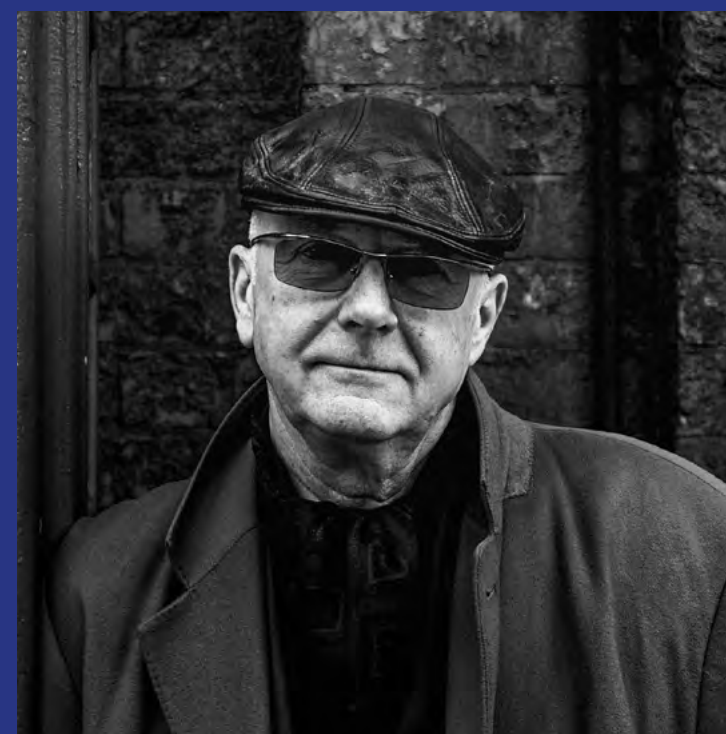
Leicester based charity Soft Touch Arts were a major project partner, initially winning the funding from the National Lottery and BID Leicester to make the project happen, and then supporting with design and curation. Headed up by directors Christina Wigmore and Sally Norman, Soft Touch Arts involved over 90 young people from disadvantaged backgrounds, giving them the opportunity to meet the older generation and participate in creating an 'inspired by' Mod culture exhibition.

The exhibition includes scooters, ephemera, and original 1960s clothing provided by designer Roger K Burton as seen in the film Quadrophenia. The organisers also teamed up with Alan Fletcher, author of the novel Quadrophenia, and story consultant on the film.

To follow are some of the project's highlights and achievements.



Shaun, Joe & Christina



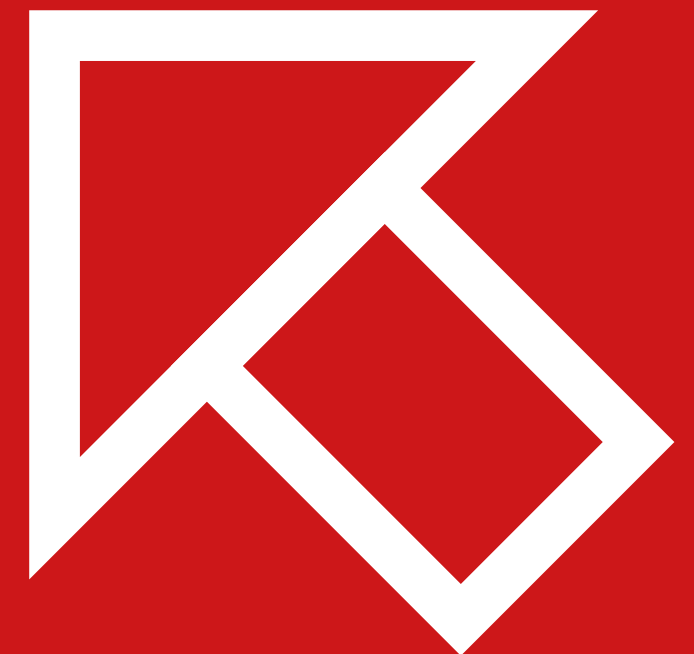
Roger K Burton



Alan Fletcher



The exhibition received funding from Heritage Lottery Fund and Bid Leicester whilst working in partnership with Leicester City Council and a wide range of sponsors, in both cash and kind.



MODS

SHAPING A GENERATION

MODS
SHAPING A GENERATION
Welcome to real-life Quadrophenia

Funding raised by
The National Lottery

and awarded to the Nottingham Culture Fund

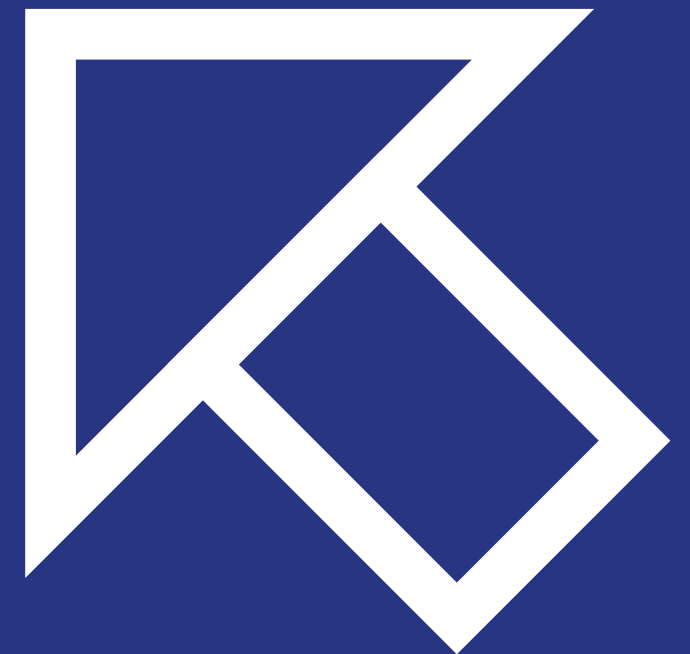
SAVERBY PARTNER

BID Leicester

**Over 35,000 visitors
in two and a half
months - which is an
attendance record
for a Spring exhibition
at the museum.**



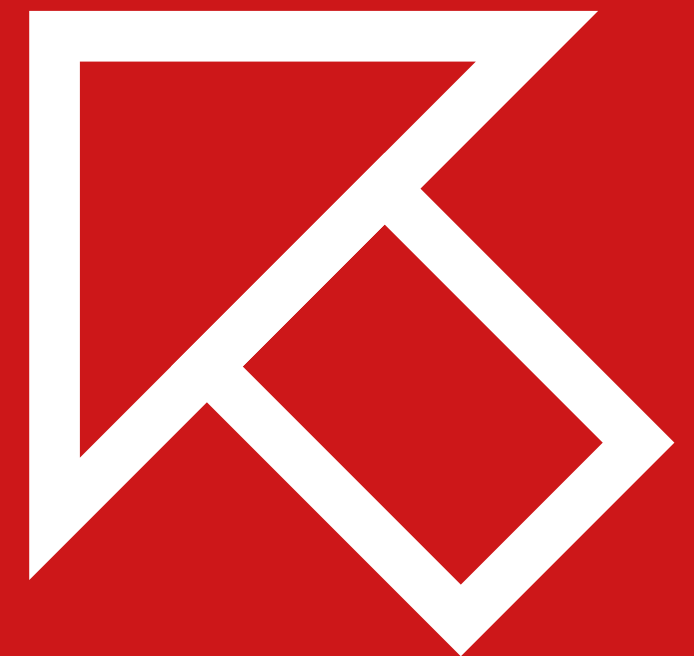
**The exhibition won
a tourism award for
contributing 1.75M to
the local economy.**





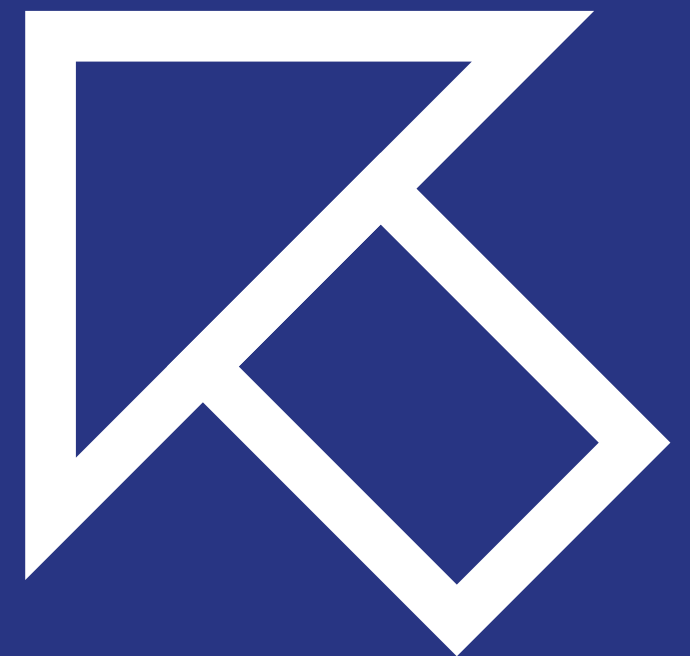


Visitors came from across the UK and abroad, most notably Australia, New Zealand, Canada, USA, France, Germany and Spain.





**Average dwell time
in the exhibition was
40-70 minutes.**





Most visitors from a 60-mile radius visited the exhibition, eating out, and spending further time in the city centre. Most popular secondary options after visiting the exhibition were Highcross Shopping Centre and the Richard III destinations.





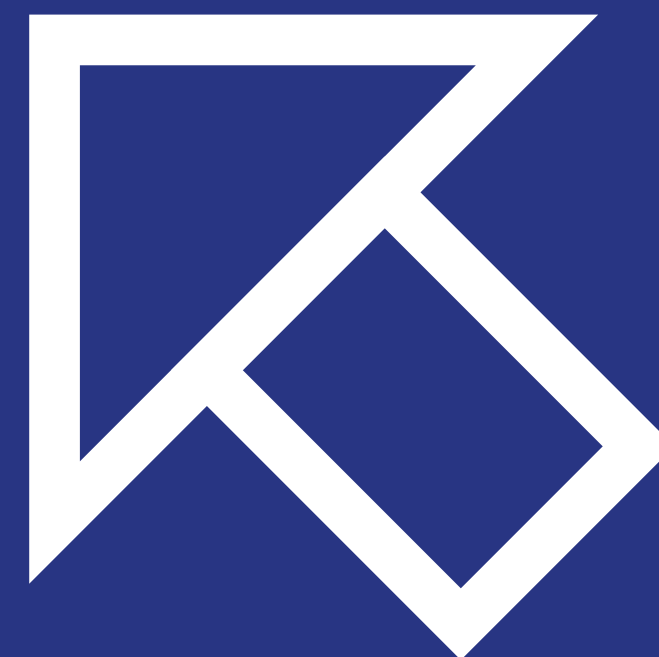
The exhibition generated a substantial increase in donations and retail income to the museum.

The exhibition also attracted new audiences who have never visited the museum before, taking in other exhibits during their outings.





The book, *Mods: Two City Connection*, which the exhibition is based on, was one of the most popular to accompany a temporary exhibition.





Style

Freedom



"My mum didn't bother too much about me being out because I think she thought that I was quite safe, she used to worry more about my brother who was two years younger. It's quite scary when I think about it now and I'm sure my mum never knew about it, but we didn't really care back then."

Andrea Box

"It was all new, so it was exciting, everything was changing. That whole period reminds me of colour, everything was colourful. Prior to that, when I was a kid, everything was all in black and white. You could have any colour, but you wanted as long as it was black, and your dad always wore a grey suit, everything was either black or grey. We changed that, we started to use colour and tried to be something different."

Alon Jukes

"If I was asked could I have done it any better, those early years up to my twenties, then I would have to say 'no'. If I wasn't what I was, then I would have been another grey suit at British Shoe and that would have been so wrong. When I look back on the people I used to work with, they were right miserable souls. They hadn't got a clue, they didn't know how to live and enjoy life or art."

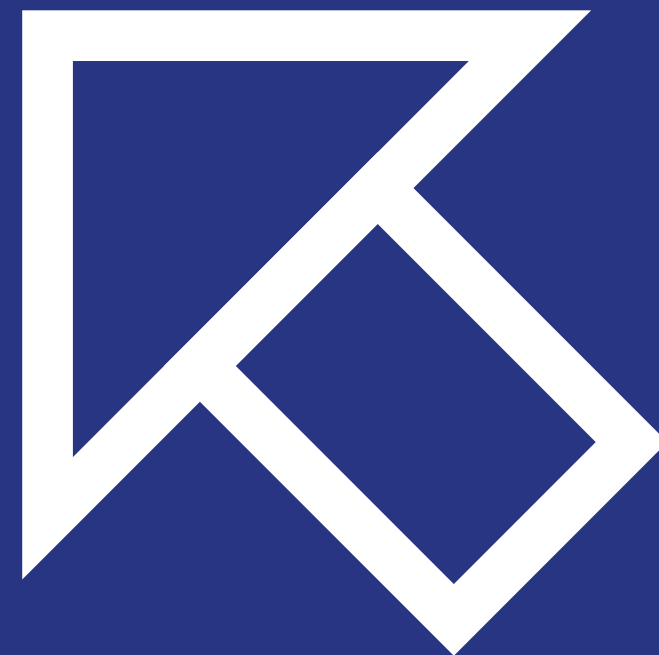
Paul Rayner



Chris Busby

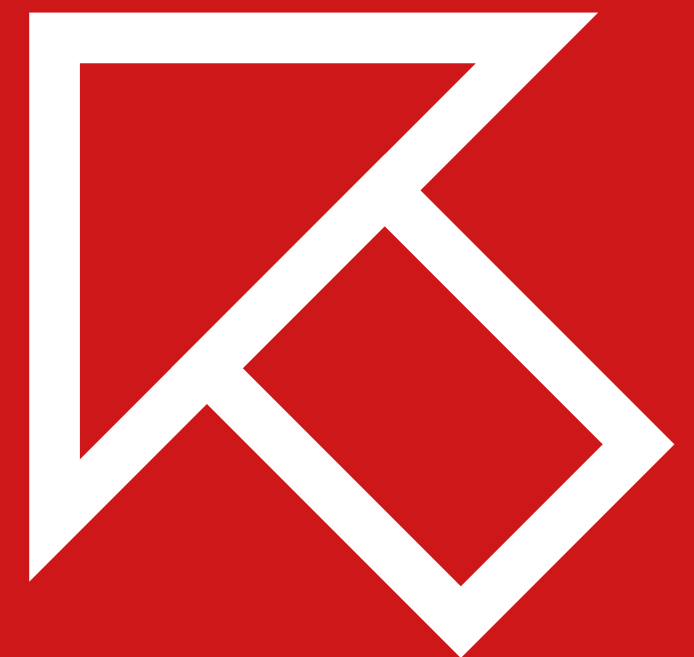


The exhibition received local, regional and national coverage. There were reports across BBC and ITV East Midlands News, and several features in local press, and The Independent.





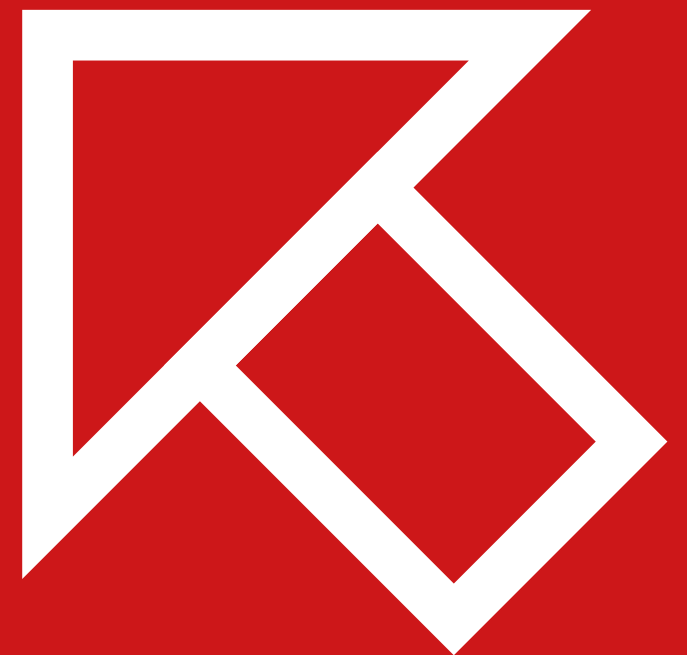
The 'sound and vision' element of the exhibition has created one of the most emotionally engaging exhibitions staff at the museum have seen.



Amazing! I can't believe this is able to be
donation only entry. I attended the Beatles
museum walk through + this gives it a run
for its money! Great job LCC!
PS-The scarf you have sprayed perfume on.
I got very teary as it brought back
memories of my great grandmother
who isn't with us anymore. I wasn't
expecting that overwhelming emotion
coming here in my lunch break. Beautiful work

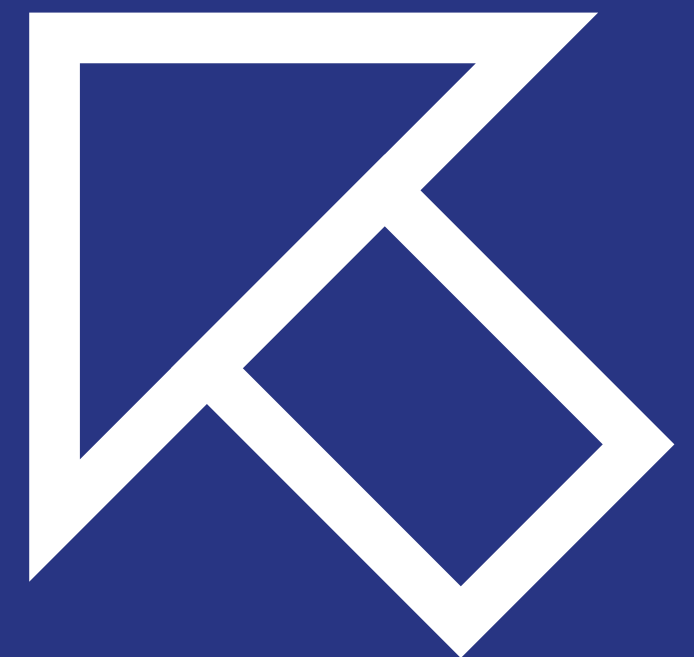
Fantastic Exhibition, A Trip
Down Memory Lane, even though
never a mod, loved the era, the
music, New Walk needs
more of this type of exhibition
Need one on Music from
the 50's to the present

**The exhibition has
generated three
visitor books,
something
unprecedented
for a temporary
exhibition (the books
are available to
be reviewed).**





The exhibition has turned into a social hub, a meeting point for friends, old and new, to regularly meet up.





FASHION

Leicester's newest smart young set
THE STYLISTS
DODDY BOOBY
BEST SEASON
WATTS
MAY 18 1966
THE STYLISTS
THE STYLISTS
JAZZ NOTES
Eli's Coming!

MODS
SHAPING A GENERATION
Welcome to real-life Quadrophenia

Presented by
The National Lottery
in association with
BID Leicester



REVIVE FESTIVAL

The exhibition is at the heart of the new 'ReVive' retro festival and has generated its own popular events programme including talks, gallery tours and guided walks of the Mod related sights within Leicester.





Local charity, Soft Touch Arts, used the exhibition to work with disadvantaged young people to create 'Modified', an exhibition which takes a contemporary look at the 1960's Mod scene in Leicester and Nottingham.



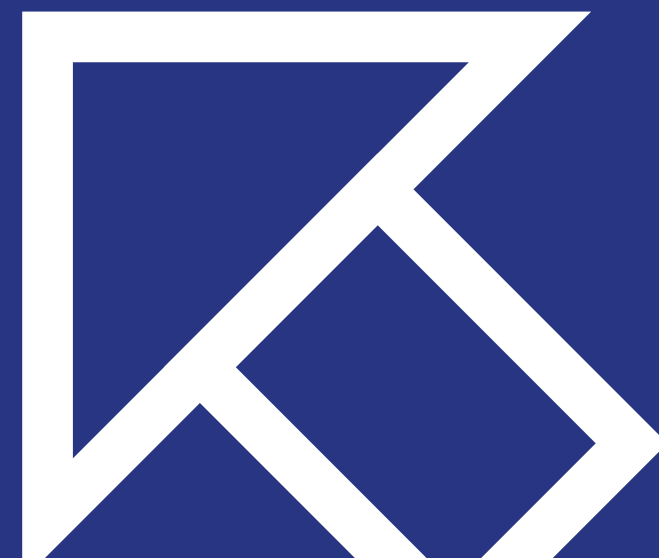
MODS

SHAPING A GENERATION



The Facebook exhibition opening film achieved over 67,000 views, reached 119,400 people, had 4,800 reactions, comments and shares and over 4,500 post clicks.

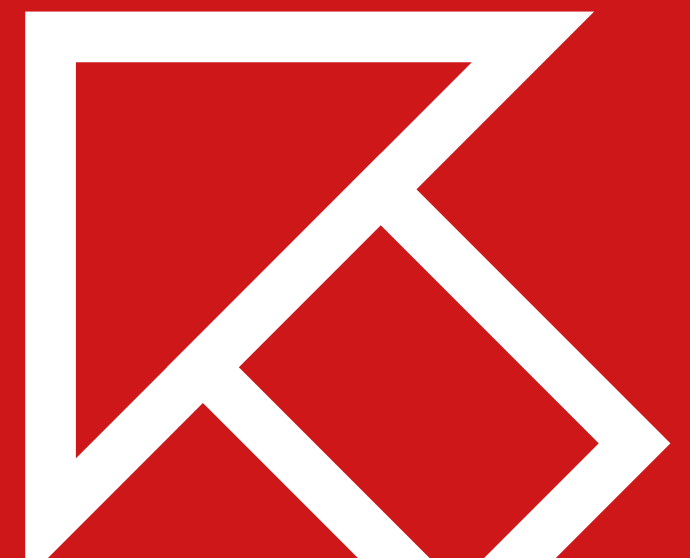
[Click to view video.](#)





**The exhibition
appealed to a wide
demographic, not only
Mod enthusiasts, but
a range of audiences,
young and old.**

**Many people visited
at least twice - with
some people coming
back several times.**



Facebook interface showing the 'Mods: Shaping A Generation' group page. The page includes a search bar, navigation links (Home, Create), and a sidebar with group details and shortcuts. The main content area displays a post by Ann Barry (16 hrs) with a photo of a group of people and the text: 'It was family affair today. Thanks to Shaun Knapp for taking the photo and managing to include the reluctant youngest member.' Below the post are comments from Chris Busby and Deanna Fahy. A blue banner at the bottom of the post area reads: 'I've arranged for a small group to meet at the museum tomorrow at 11.00. Come and say hello if you're going to be there too.'

Mods: Shaping A Generation group

Closed group

Interacting as Mods: Shaping A...

About

Discussion

Chats 1

Announcements

Members

Videos

Photos

Files

Group Insights

Moderate Group

Group Quality

Search this group

Shortcuts

- Arch Creative 4
- Mods: Shaping A ... 20+
- Funk Nation 2
- Mods: Shaping A Gene... 20+
- Mods and ex-Mod... 20+
- Leicester Clarend... 20+
- Il Rondo Leicester 18
- Billy Joel: Complet... 20+
- Leicester Born an... 20+

Ann Barry 16 hrs

It was family affair today. Thanks to Shaun Knapp for taking the photo and managing to include the reluctant youngest member.

MODS SHAPING A GENERATION

You and 29 others 3 Comments

Like Comment

Chris Busby great photo Like · Reply · 15h

Chris Busby replied · 1 Reply

Deanna Fahy Fabulous photo Like · Reply · 1h

Write a comment...

Susan Barton 3 hrs

I've arranged for a small group to meet at the museum tomorrow at 11.00. Come and say hello if you're going to be there too.

THIS IS ONE HOT GROUP!!

S.O.S.....SLOWER - OLDER - SMARTERthe place f... 435 members + Join Group

TAYLOR STREET SCHOOL

Taylor Street School 282 members + Join Group

ONCE A MOD ALWAYS A MOD

Once a Mod Always a Mod Official Page 5,906 members + Join Group

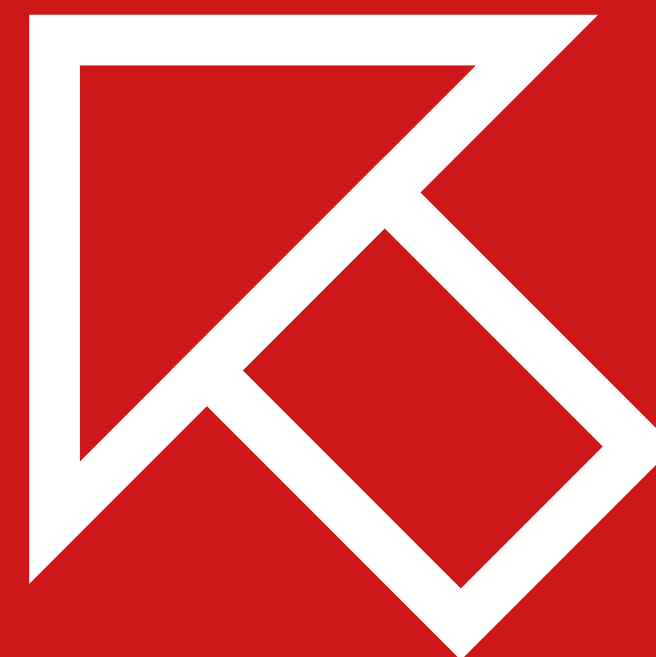
Mod For Life Mod forever 10,352 members + Join Group

English (US) · Polski · Español · Português (Brasil) · Français (France) +

Privacy · Terms · Advertising · Ad Choices · Cookies · More

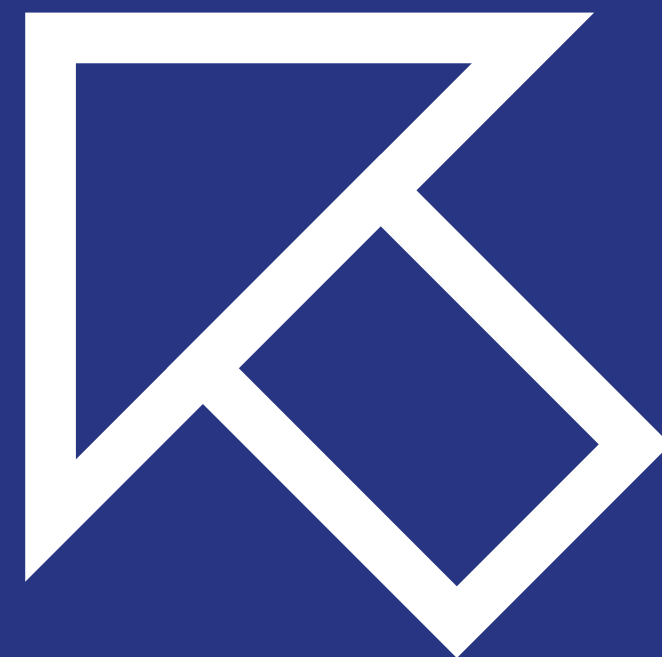
Facebook © 2019

The two exhibition Facebook group and pages have a combined 'like' and membership of over 1,700 people, which will be built on for future exhibition venues to utilise.



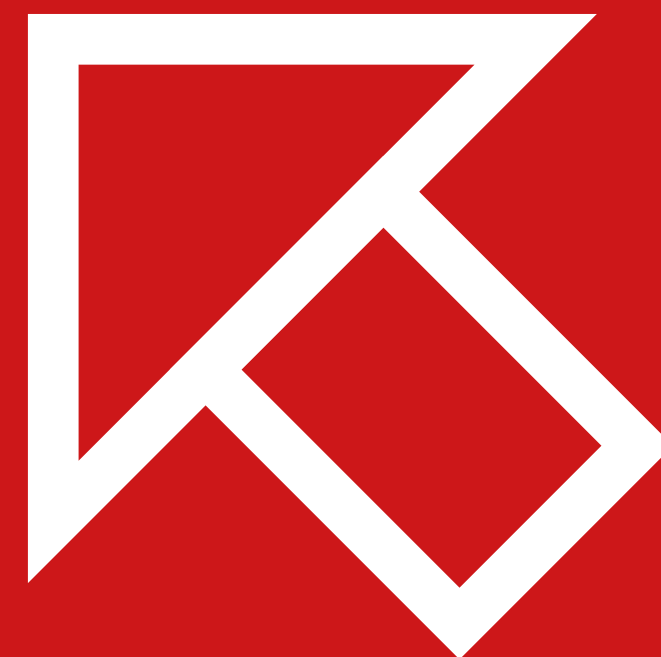


The exhibition has recently been visited by staff at Northampton Museum Service who viewed it as an 'example of good practice'.





The exhibition can be re-configured to fit the majority of exhibition spaces, and the panel content could be adapted if required.



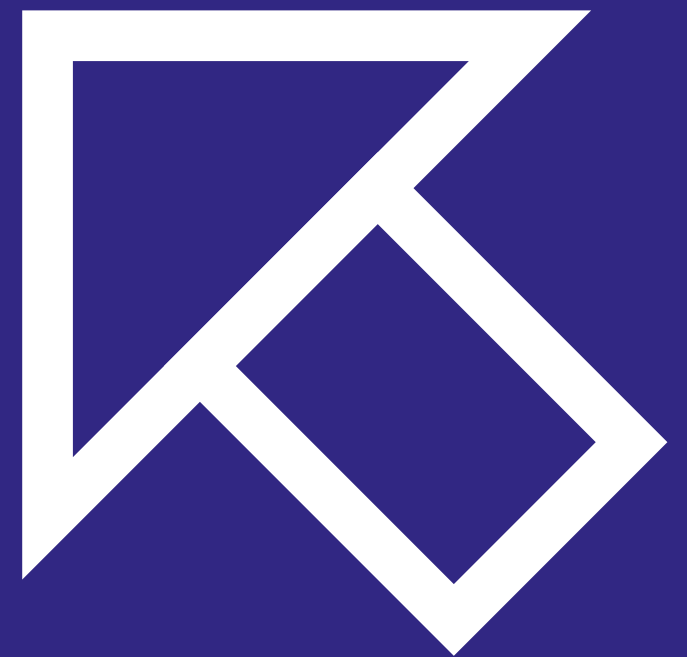


MODS

SHAPING A GENERATION



The 'Shaping a Generation' website houses films, photos, and latest news. The website can be used as a platform to promote and showcase future Mod exhibitions. [Click here to view the website](#)





***Please take as many
photographs as you
like and spread them
around your 'in-crowd!'
Include the hashtags:***

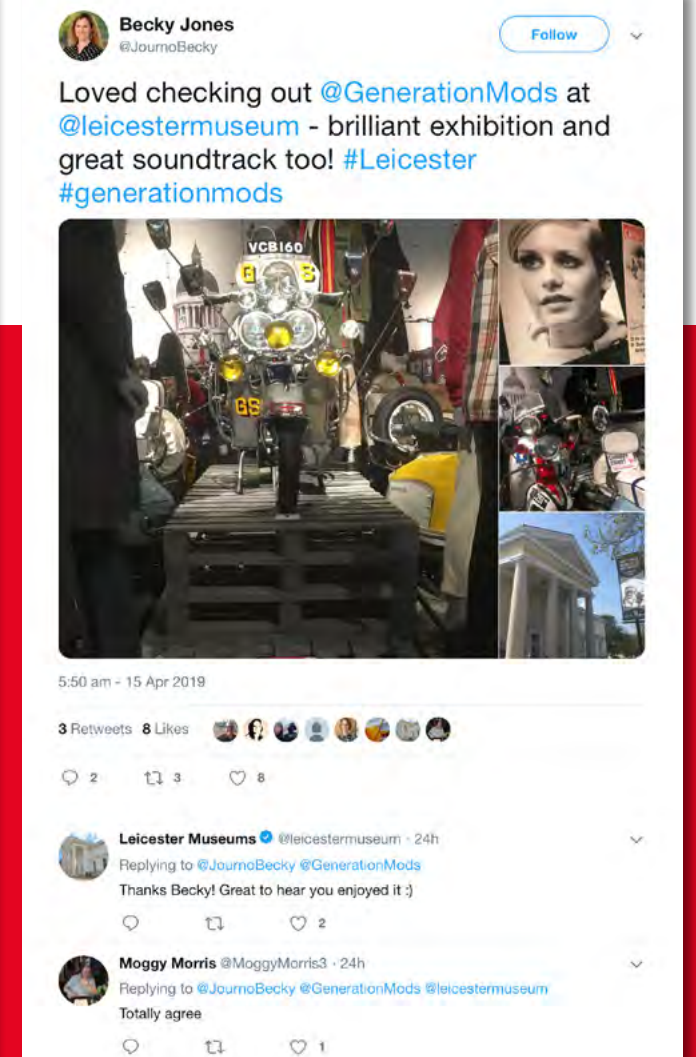
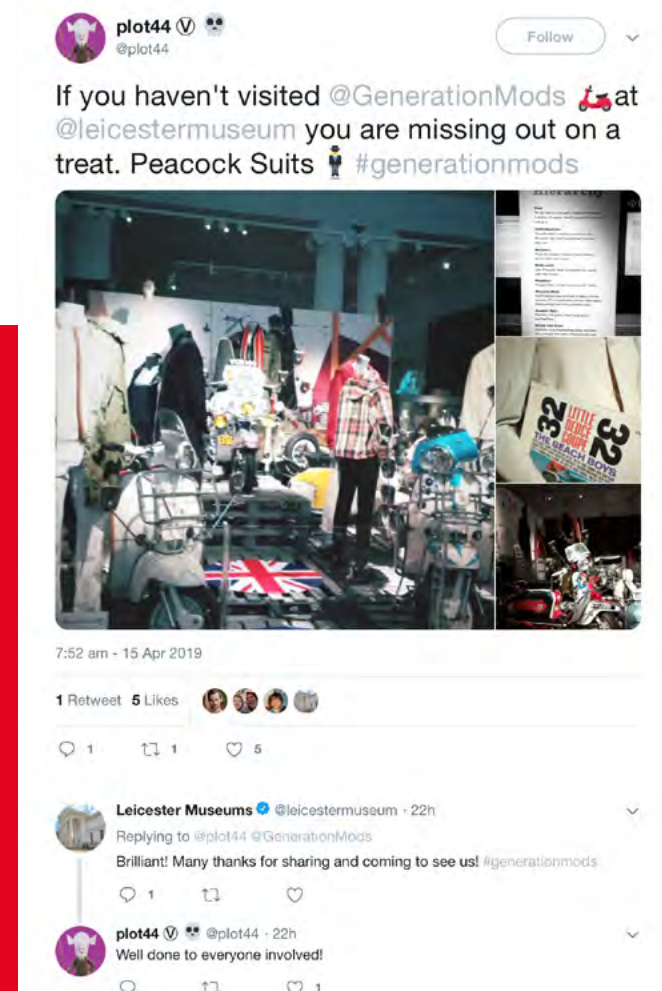
***#generationmods
@leicestermuseum***

MODS
SHAPING A GENERATION



Visitors were encouraged to take as many photos as possible - changing people's perceptions of museums being stuffy, and allowing sharing across all social media platforms.

A few highlights from social media...




...even The Who tweeted us!

The Who @TheWho · April 16 at 4:17 PM ·

"If you weren't a Mod, you were a Rocker. If you were neither of those you were nothing." ~ Polly Gray

A new exhibition has just opened at the New Walk Museum & Gallery in Leicester. Mods: Shaping A Generation. Includes material celebrating the 40th anniversary of Quadrophenia the movie.
<https://www.visitleicester.info/.../mods-shaping-a-generation...>



Mods: Shaping a Generation - Visit Leicester **Mods: Shaping a Generation**

👍❤️🔥 501 43 Comments 36 Shares

Like Comment Share

Most Relevant ▾

Write a comment...

Christina Wigmore Thanks to The Who for sharing our Mods: Shaping A Generation exhibition. A must see in #Leicester telling the story of Leicester & Nottingham Mods & celebrating the 40th anniversary of #Quadrophenia. #leicestergonemod #generationmods

www.shapingageneration.co.uk

Leigh Spencer @Leigh984 · Follow

Mod scooters @leicestermuseum new walk @BBCLeicester @BBCENT @davearadio



4:16 238 viewers

Mod scooters @leicestermuseum new walk @BBCLeicester @BBCENT @dav...

Dave Andrews @davearadio · Follow

Some great pics from Mods Exhibition which opened at New Walk Museum last evening @BBCLeicester @LeicsMuseums



5:41 am · 13 Apr 2019


7 Retweets 25 Likes

Stephen Barker @Stephen25367746 · Apr 13
Replying to @davearadio @leicestermuseum and 2 others
I went today, a very good exhibition, the fashion on show is excellent.

Toni Nestor @Toninestor · Apr 13
Replying to @davearadio @BBCLeicester @LeicsMuseums
I grew up in Clacton on Sea in the 60s and can remember the bank holiday battles between the mods and rockers because my older sister was a rocker !!

Laura summers @Lilaurasum · Follow

Went to see the excellent @HeritageFundEM supported Mods exhibition at New Walk Museum yesterday. Great music and fab vibes. Taking Mam and Dad next.



1:19 am · 14 Apr 2019 From Nottingham, England

6 Retweets 17 Likes

Leicester Museums @leicestermuseum · Apr 15
Replying to @Lilaurasum @Leicester @HeritageFundEM

Charles Collins @CharlesinRome · 2h
Easter break visit to #NewWalkMuseum with the boys to see #generationmods exhibit. @leicestermuseum



1 1 1

Charles Collins @CharlesinRome · Follow

We also checked out the #Egypt exhibit at #NewWalkMuseum @leicestermuseum



Ian McFee #FBPE @SQR45 · Follow

Amazing sights @leicestermuseum till Sunday 30.06.19, go to shapingageneration.co.uk, too much to take in #generationmods



3:54 am · 14 Apr 2019

4 Retweets 12 Likes

Ian McFee #FBPE @SQR45 · Apr 14

Miranda Cannon @mirandacannon · Follow

Fantastic new mods exhibition at New Walk Museum - great work by @leicestermuseum!



11:10 am · 13 Apr 2019 From Leicester, England

6 Retweets 14 Likes

Leicester Museums @leicestermuseum · Apr 13
Replying to @mirandacannon
Thanks Miranda :)

Leicester Media @Leicestermedia · Follow

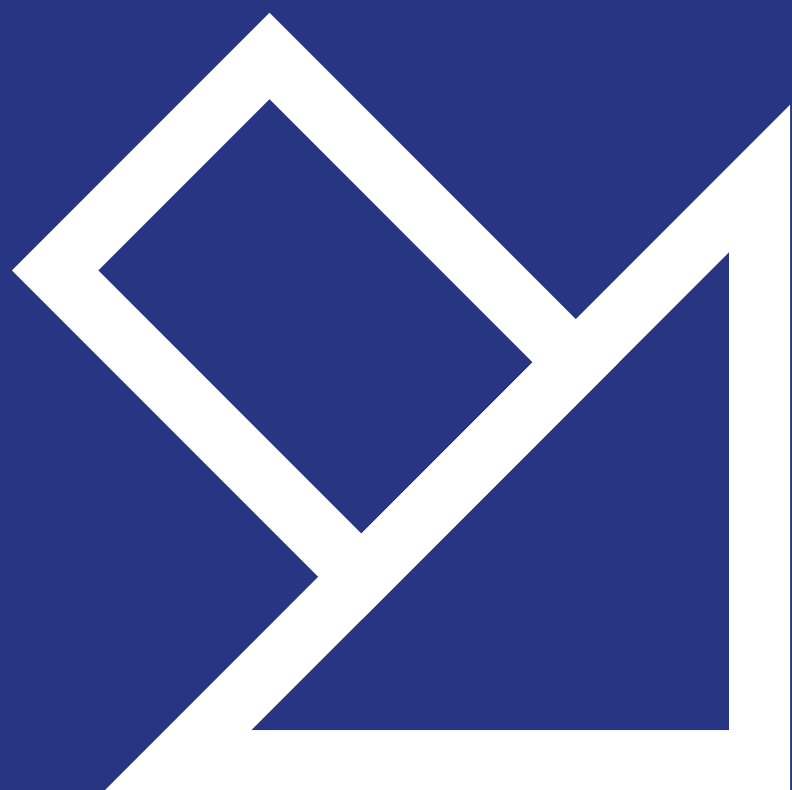
100s Of Mods on scooters spotted in Leicester today. All attending a Free Exhibition about Mods at the New walk Museum "Shaping A Generation" runs until 30th June @GenerationMods @leicestermuseum #ShapingAGeneration



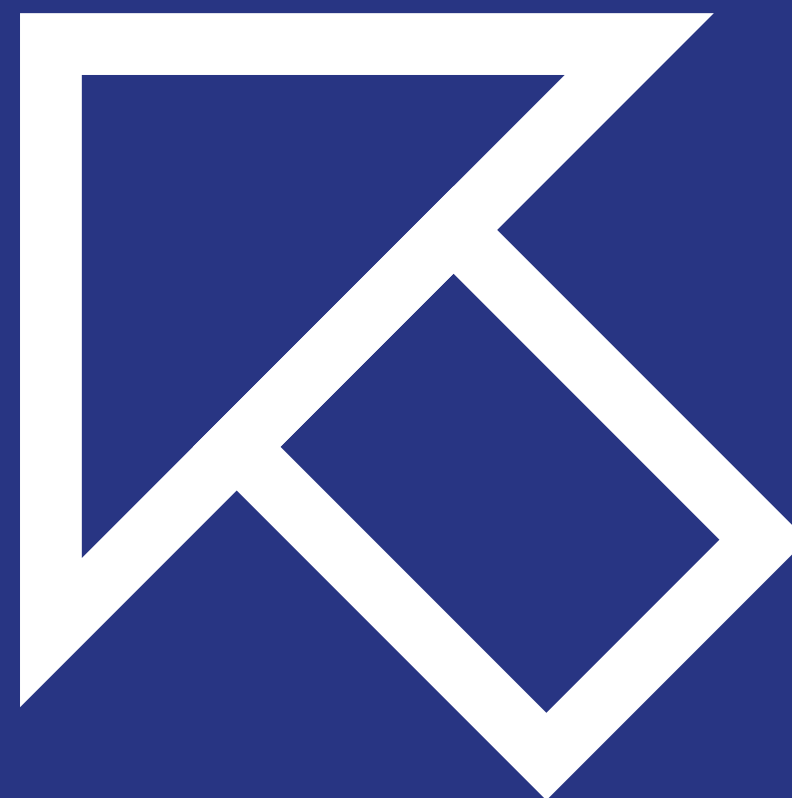
2:14 331 views

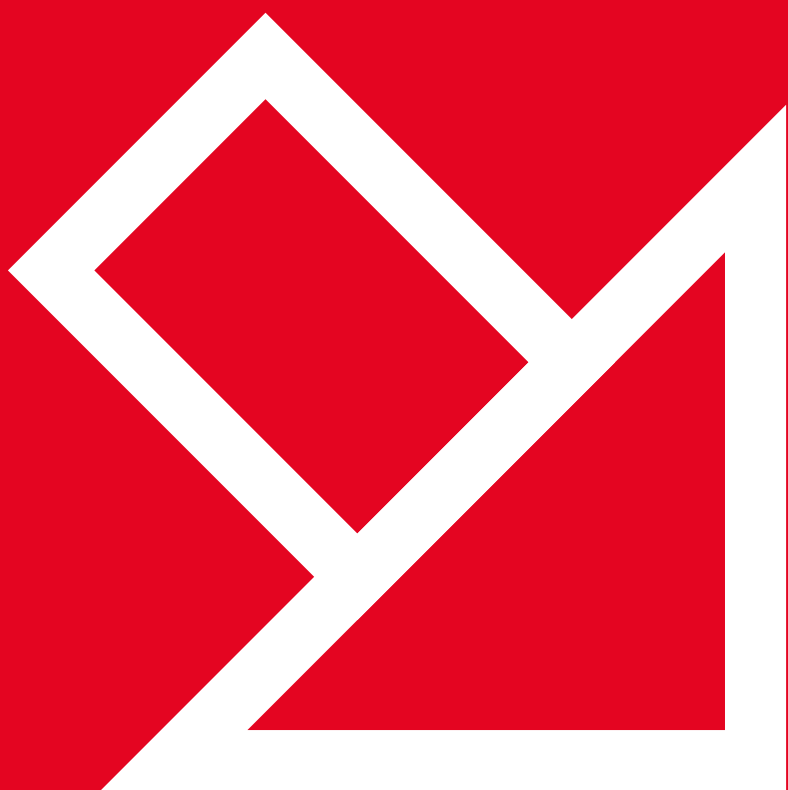
5:43 am · 14 Apr 2019 From Leicester, England

7 Retweets 11 Likes

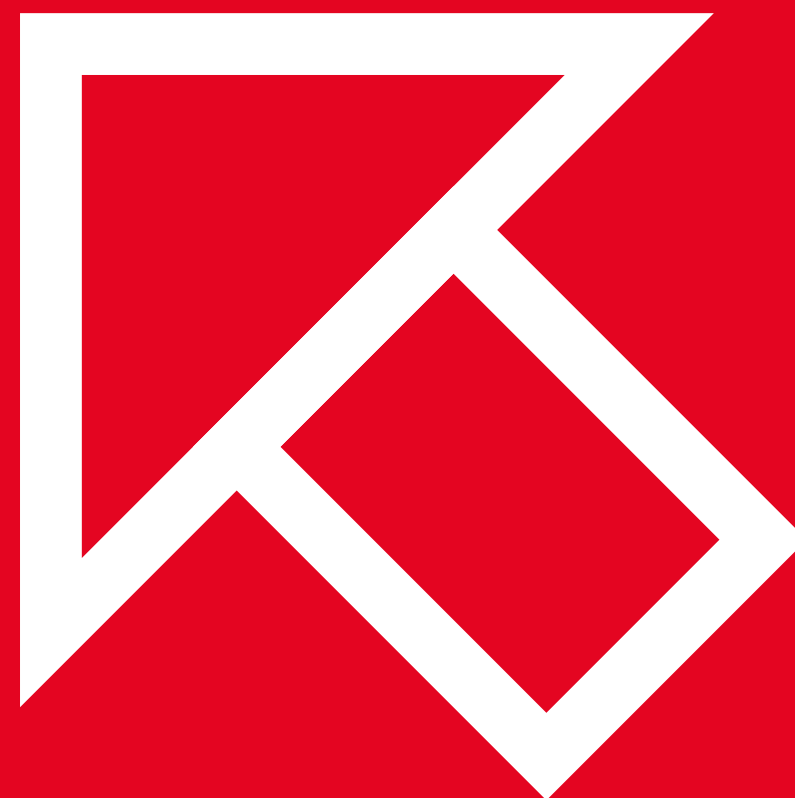


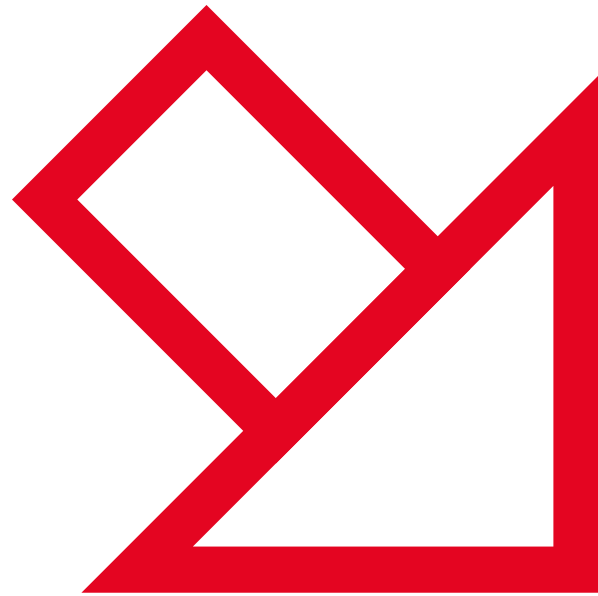
[Click here to view the exhibition trailer](#)





[Click here to view the making of the exhibition video](#)





MODS
SHAPING A GENERATION

For further information get in touch:
hello@shapingageneration



Leicester



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

www.shapingageneration.co.uk