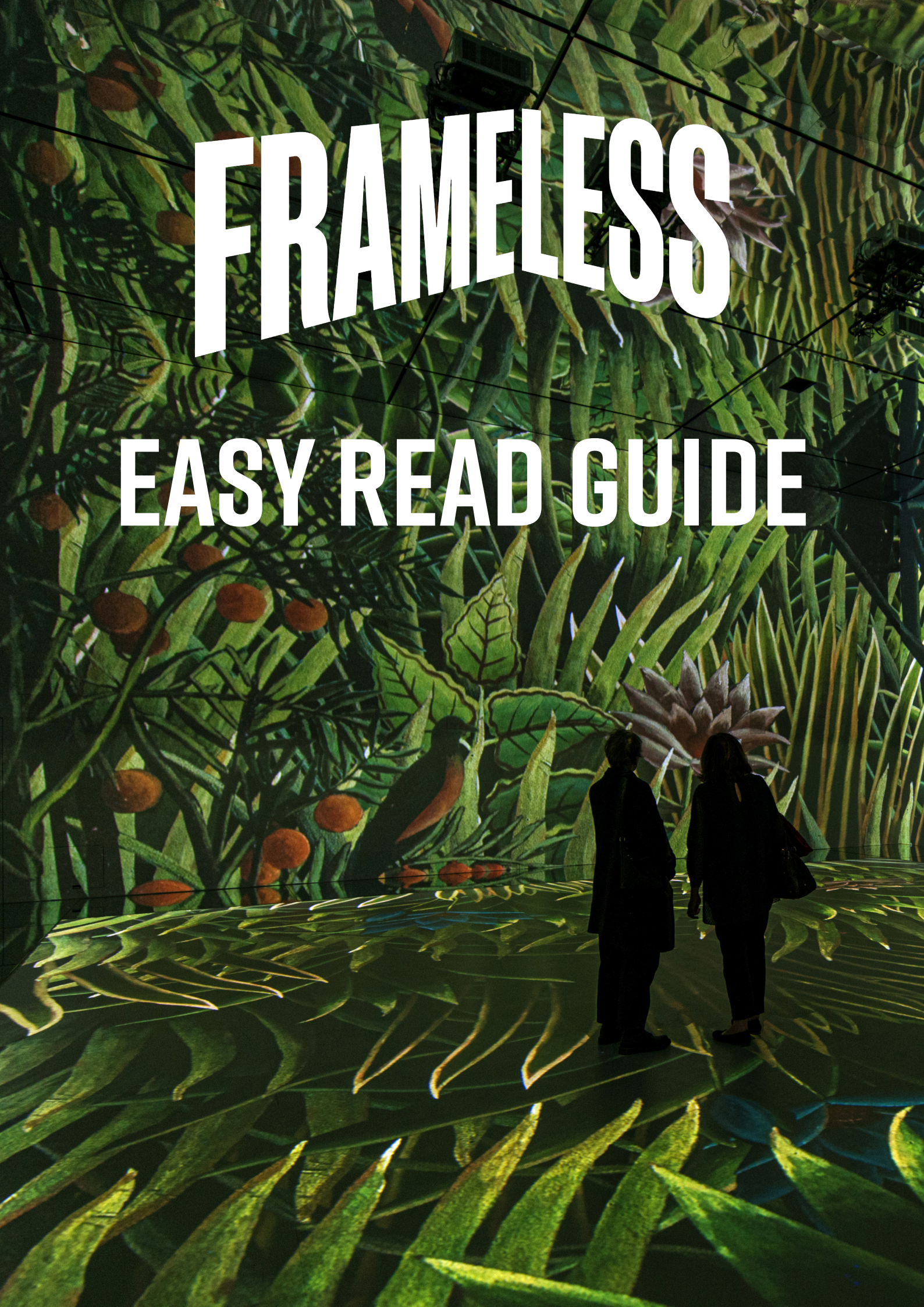


FRAMELESS

EASY READ GUIDE



HELLO AND WELCOME TO FRAMELESS

FRAMELESS IS AN 'IMMERSIVE ART EXPERIENCE'

Pictures are projected onto the walls, the floor and the ceiling all around you.

Some of the artwork changes to your movement. In each gallery there is music and sound effects connected to the art you see.

GETTING TO FRAMELESS



The nearest underground station is Marble Arch.



There is no lift at the underground station but you can use the escalator.



Frameless is 1 minute walk from here.



The nearest tube station with a lift and escalators is Bond Street which is an 8 minute walk.



Taxis can drop you off outside the front door of Frameless.



There is a bus stop right outside Frameless



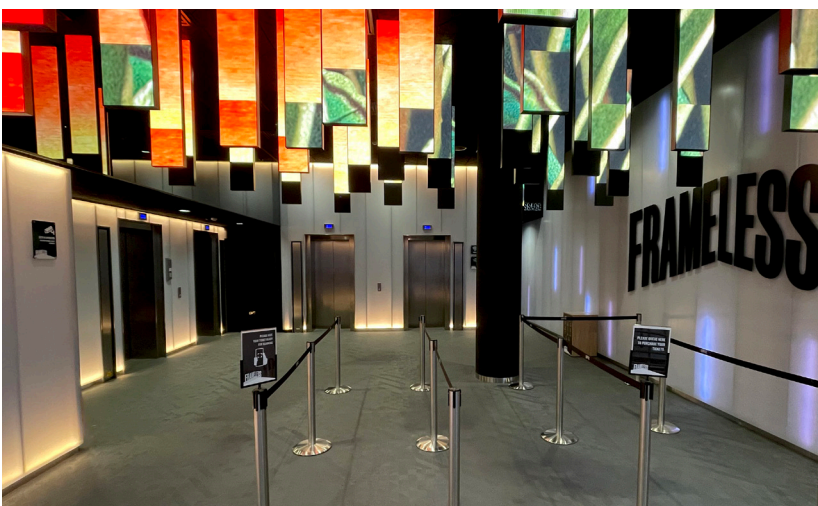
This is Frameless from the outside.

You may have to cross a busy road. You can use the pelican crossing.



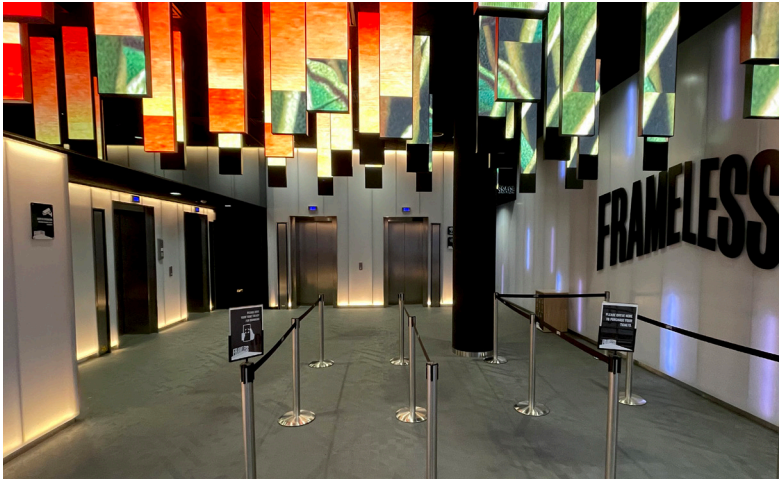
Go through these entrance doors. They are big enough for wheelchairs.

Taxis can drop you off outside the front door of Frameless.

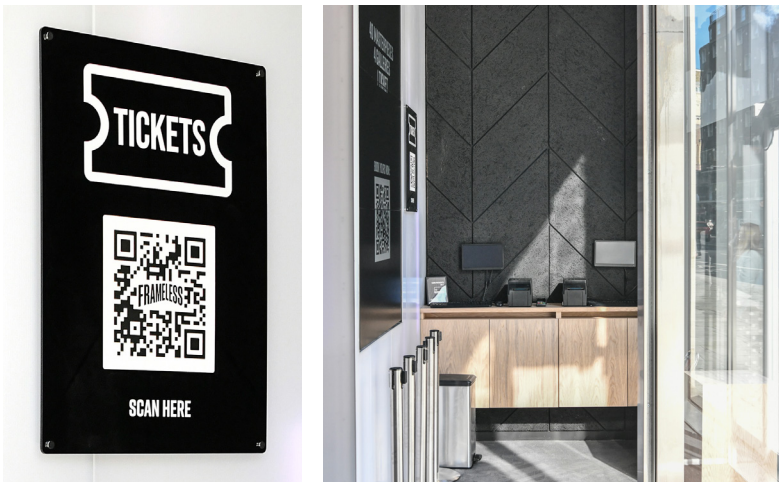


The doors are automatic and open on their own.

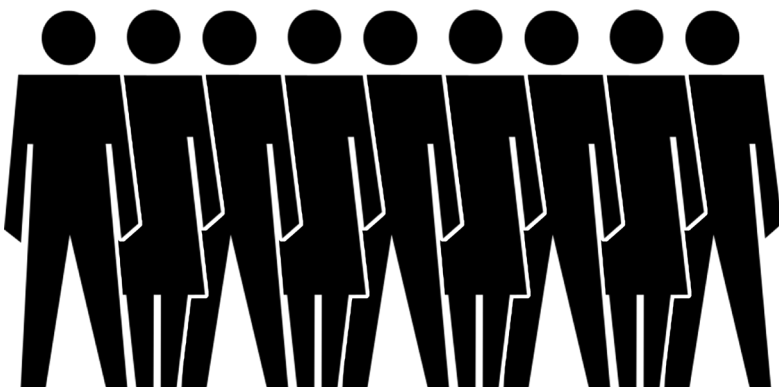
FRAMELESS ENTRANCE AND RECEPTION AREA



This is the reception area. This is where we will scan your ticket on your phone or paper email confirmation.



If you have not got a ticket – you can buy it here with a card using the QR code.



There may be queues to buy or show your ticket and you might need to wait for a bit.

ITEMS TO AID YOUR EXPERIENCE IN THE GALLERIES

We have special items which you can borrow during your visit to make it more enjoyable.



Fidget toys to calm you.



Dark glasses to reduce the light as some areas are quite bright.



Ear defenders as the music may be loud. The hand driers in the toilets are also a little loud.



A scribble pad and drawing book and crayons help you draw your own pictures if you need a break.



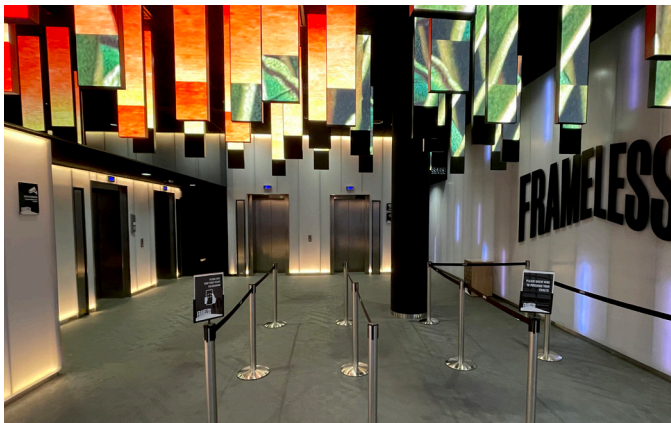
We have a special lanyard for you to wear around your neck so that our Front of House team know to look after you.



You will meet our Frameless Guide.

The guide is here to help you and can answer any questions you may have.

ACCESSING THE GALLERY LEVEL



To access the galleries, Café Bar, gift shop and toilets you need to go down in a lift or use the escalators.

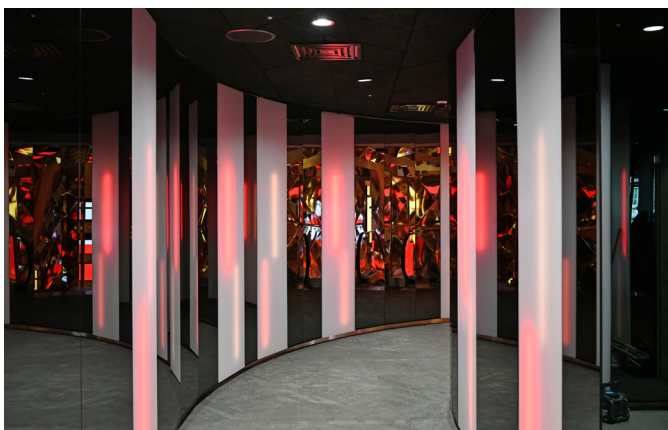
You may have your bags checked here.



You can use the lift. Press B1 to go to the gallery level. The lift is large enough for a wheelchair.



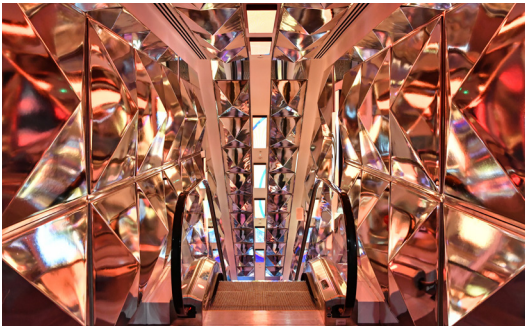
Or you can use the escalators. Walk through the Creative Passage corridor.



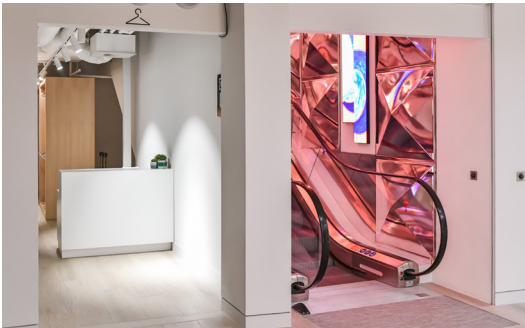
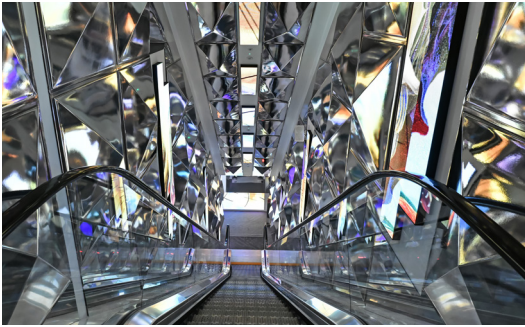
Walk down this passage to the escalators.

There are 2 escalators down to the basement.

The lights are very bright on the escalators.



There are mirrors all around the escalators, reflecting different coloured lights.



At the bottom of the escalator the cloakroom is on one side and the gift shop entrance on the other.



The lift opens in the gift shop.
Go through the shop to the galleries.



THE GALLERY LEVEL

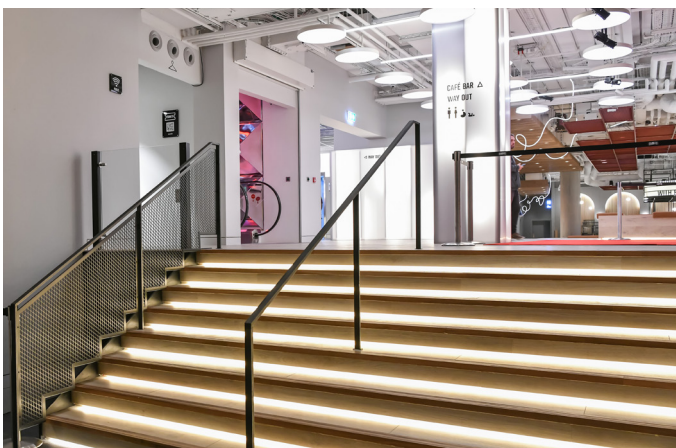


Everything is in the basement; the 4 galleries, the gift shop, the Café Bar and the toilets.

There are signs to help you.



You can buy a souvenir brochure here that will tell you all about the pictures you will see.



You will go down 8 steps to the galleries area or you can take a platform lift.

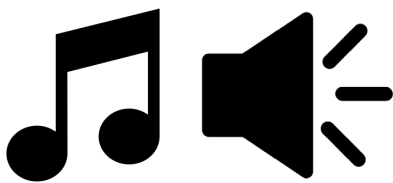


The ceiling is covered in these beautiful twinkly lights.

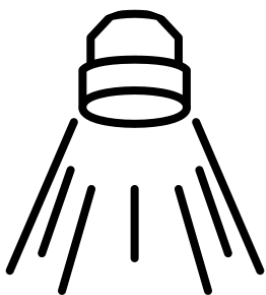
THE GALLERY EXPERIENCE



To enjoy the experience you can stand still, sit down, walk around each gallery or even lie down. There are pictures everywhere.



The music will represent the different pictures you see. It may be very gentle and calming and sometimes a bit loud. You may want to wear ear defenders.



In some galleries there are bright lights so you may want to wear dark glasses.

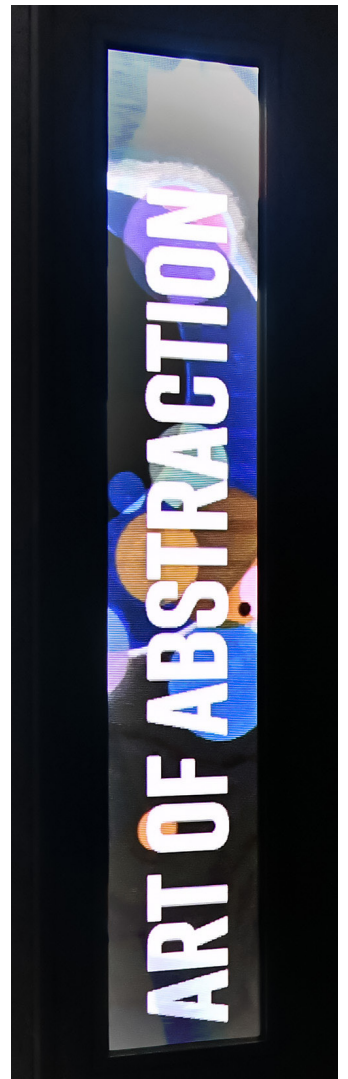
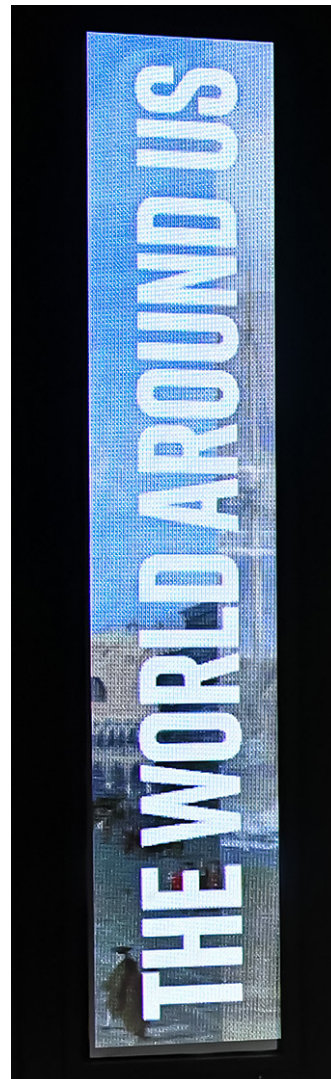
LOOKING INSIDE THE GALLERIES

Each of the 4 galleries has a different experience and style.

The 4 galleries are named:

BEYOND REALITY
COLOUR IN MOTION

THE WORLD AROUND US
THE ART OF ABSTRACTION



BEYOND REALITY



This gallery will make you think you are in a whole different world that does not feel real.

Some of this art is called Surrealism; when you see something that is 'surreal' – sometimes objects look stretched or melted in strange ways.



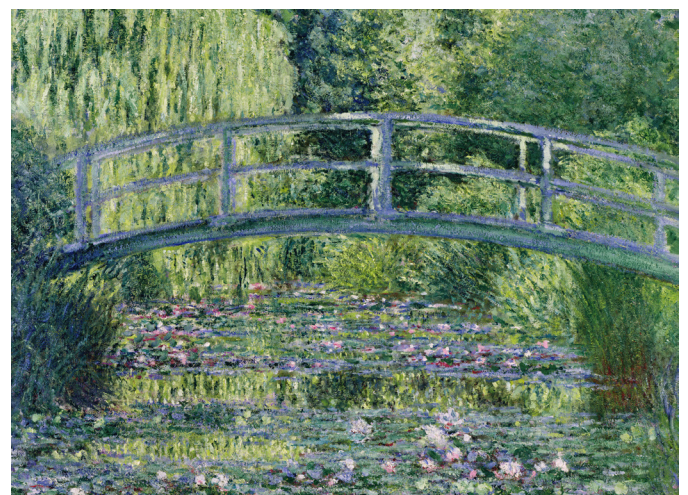
There are other pictures that were painted many years earlier and show bizarre creatures and dreamlike landscapes.

There are mirrors everywhere – on the ceiling, the floor and the pillars. These seem to break up the art and let it slide across the floor and walls and come to life.

COLOUR IN MOTION



The art on the gallery walls reacts to your movement. It starts out with all the 'pixels' – pieces of colour – like coloured leaves on the floor. When you walk in, the pixels move and react to you – like kicking leaves on the floor!



When you move around, like waving your arms, you might hear sounds like a swoosh and then those pixels travel very gracefully onto a place on the wall and the painting begins to build, based on your movements.

You can throw, push, splash every stroke of paint onto the walls and watch the finished artwork emerge.

THE WORLD AROUND US



Imagine stepping inside a painting. You could be on a ship in a storm



Or standing in a piazza in Venice

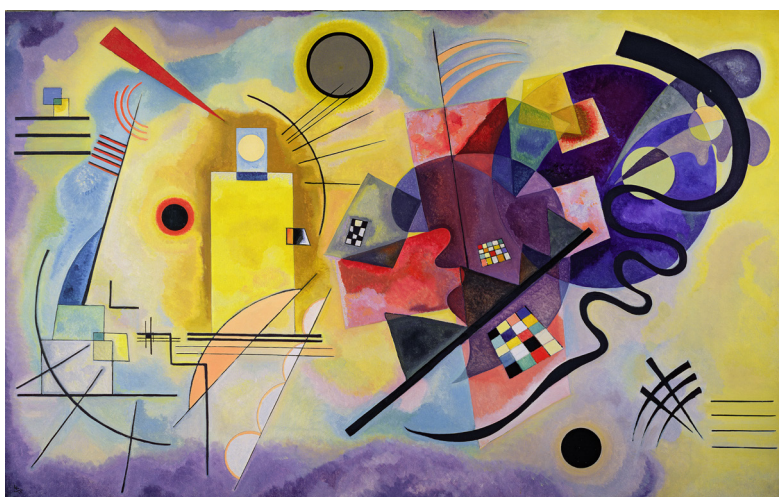
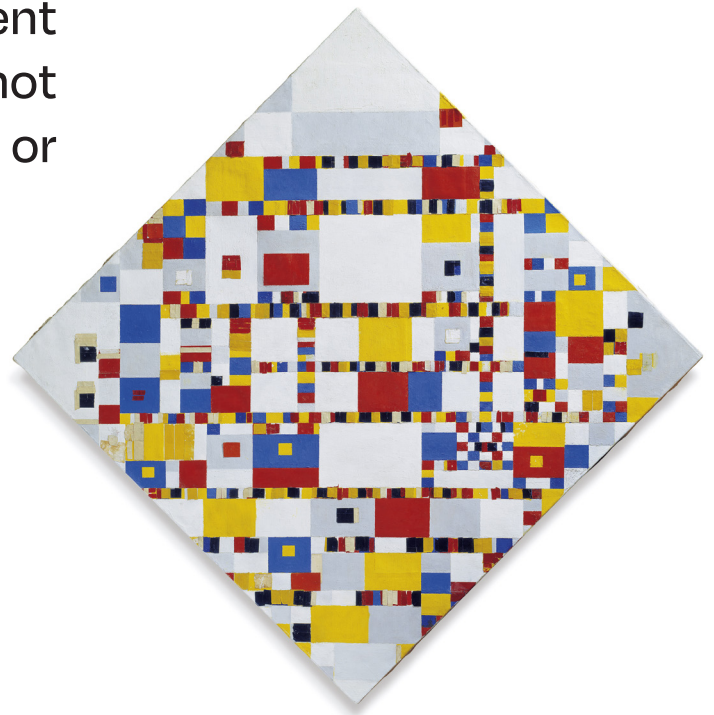
You can hear the sounds around you that could be part of the story in the picture.

THE ART OF ABSTRACTION



Abstract artworks are different patterns and colours and do not always look like real things or people.

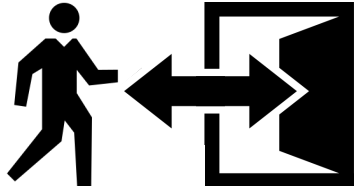
But you may be able to see things inside these patterns as the artist does.



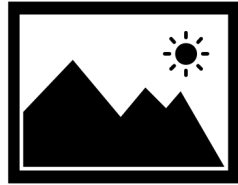
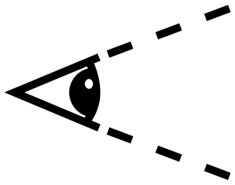
In this gallery there will be shapes, lines and colours swirling all around you.

It will be like being inside a moving maze with different lights and colours, set to music.

THE FRAMELESS EXPERIENCE



You can go in and out of each gallery. There is no set order for you to follow.



Each gallery has a suggested duration, but you may stay in each for as long as you would like.



Each gallery is very different and you may want to sit outside in the crossing gallery to have a break in between visiting the next one. You can relax and draw here.

THE GIFT SHOP



The shop sells lots of different things to remind you of your visit to Frameless including books, t-shirts, bags and posters.



Our friendly gift shop team will be happy to help you.

THE CAFE BAR



There is a Café Bar where you can buy a drink or something to eat.



Only food bought in the Café Bar can be eaten in Frameless. We are sorry but food and drink are not allowed in the galleries.



There are different tables and seating areas to enjoy your food.

QUIET AND CALM SPACES



If you need a place to have some quiet time, please ask one of our Frameless front of house team who can show you a suitable place.

ACCESSIBLE TOILETS



There are signs for the toilets throughout Frameless.



Signs leading to the toilets look like this:



Signs on each toilet door look like this. All the toilets are unisex and self-contained.

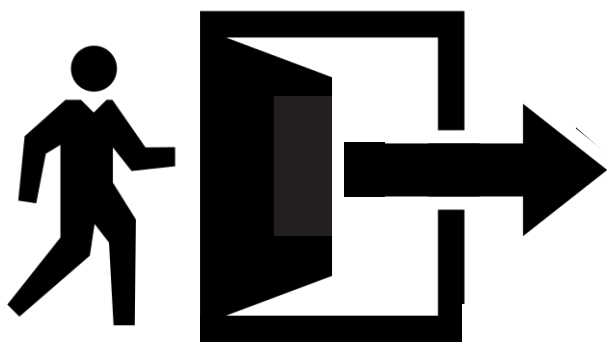


There are accessible toilets. These are big enough for more than one person if you need help.

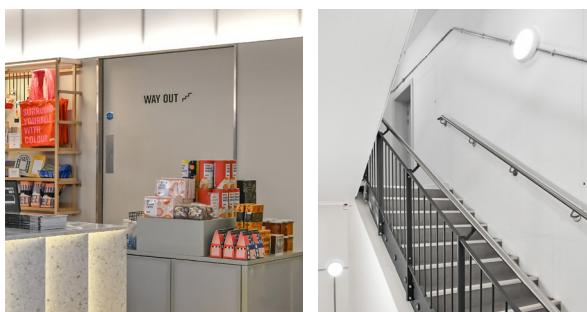


There is a children's changing area located in the accessible toilets if required

LEAVING FRAMELESS



When you have finished looking around the galleries, you can exit in the lifts in the gift shop or via the stairs through the gift shop to the ground floor reception area.



Look for this sign:



You will leave through the same doors you came in and be back in the same place you entered the building.

We hope that you enjoy your visit and come again soon.

FRAMELESS

