



**REFERENCE FOR:**

DesignMap

New Broad Street House, 35 New Broad Street, London E2 9PA

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To whom it may concern

I am delighted to confirm that Daniel Sutton and his team at Design Map carried out the 3D and 2D design for the V&A Museum of Childhood exhibition Space Age: Exploration, design and popular culture which ran from November 2007 to April 2008 in London.

It was a pleasure working with Daniel, whose ideas, creativity and vision created an exhibition which surpassed the Museum's expectations. The exhibition did this by both meeting the original brief and exceeding the visitor target of 98,000 by attracting over 135,000 visitors during its five month showing.

The exhibition is now touring the UK featuring at eight city venues across the country. The opening event at Weston Park Museum in Sheffield attracted almost 2,000 visitors, a record at the venue.

I unreservedly support Design Map in its design competition application to your Museum. They delivered the project on time and within budget, managing the process effectively.

Yours sincerely

Stephen Nicholls  
Exhibitions Manager

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