



November 2011

IWM launches the First World War Centenary logo



LED BY **IWM**

On 11.11.11, IWM (Imperial War Museums) is launching the First World War (FWW) Centenary mark – a new logo that is exclusively available for members of the FWW Centenary Partnership – an IWM led initiative for all organisations that are marking the hundred year anniversary of the First World War (2014 – 2018).

The logo, designed by creative agency Hat Trick, is available to all national and international FWW Centenary Partnership members to use alongside their own brand, as a marker that their events and non-commercial products are part of the FWW Centenary commemorations.

Launched in May 2010 The FWW Centenary Partnership already has over 200 national and international organisation membersⁱ, creating a network which includes museums, archives, libraries, universities, colleges, and special interest groups through to broadcasters.

Organisations that sign up to the FWW Centenary Partnership also have access to a host of other resources and benefits.

An **exclusive extranet** website www.1914.org/partners has been created for members of the Partnership. This websiteⁱⁱ allows the network of organisations who have signed up to the First World War Centenary Partnership to share ideas and expertise, update each other on their plans, ask questions, share resources and form local partnerships for planned activities.

In addition drawing on IWMs collections and expertise, a selection of 100 **free digital assets** will be made available for all members to use. These include a historic timeline, giving a dated account of all major events throughout the wartime period (1914 – 1918) which is bookended by the pre war period (1871 – 1914) to give the background and context before the war, and a section that focuses on the impact of the war (1919 – 1929); selections of labelled digital photographs, labelled images of FWW objects, documents and sound archives covering the broad sweep of the FWW's history for members to use in their programmesⁱⁱⁱ. The timelines and some of the photographs are available from the middle of November 2011 and the rest will be added in 2012.

The Partnership allows organisations across the country to work strategically together with a **collective voice** to commemorate this landmark anniversary to a wide and diverse audience.

Finally members of the Partnership will have access to IWM's commercial products, especially produced for the Centenary to sell in their organisation's shop.

To join the Partnership, and download the FWW Centenary mark go to www.1914.org/partners or contact Gina Koutsika, Head of National Programmes & Projects on gkoutsika@iwm.org.uk

– Ends –

For further press information please contact: Bryony Phillips, 020 7416 5316, email bphillips@iwm.org.uk

Notes to Editors

About Heritage Lottery Fund's Funding to Commemorate the FWW Centenary

The Heritage Lottery Fund (HLF) has this week launched a campaign to encourage organisations to apply for funding to commemorate the centenaries of the First World War. Find out more online at <http://www.hlf.org.uk/FirstWorldWar>

IWM

IWM (Imperial War Museums) tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the First World War.

Our unique Collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches are **IWM London**, IWM's flagship branch with six floors of exhibitions and displays; **IWM North**, housed in an iconic award-winning building designed by Daniel Libeskind; **IWM Duxford**, a world renowned aviation museum and Britain's best preserved wartime airfield; **Churchill War Rooms**, housed in Churchill's secret headquarters below Whitehall; and the Second World War cruiser **HMS Belfast**.

First World War Centenary

2014 - 2018 marks the centenary of the First World War, a landmark anniversary for Britain and the world. IWM will mark the centenary by leading a vibrant, four year programme of cultural activities across the country, including the opening of brand new First World War galleries at IWM London in 2014. For more information visit www.1914.org



ⁱ Each member organization can have as many as necessary individual members but the Partnership is not open for any freelancers or professional enthusiasts that are not part of an organization.

ⁱⁱ facilitated by IWM until the end of 2018

ⁱⁱⁱ IWM is planning additional digital resources that will be made available in due time to members either free or for a fee.