

### QUEERNATION O2

#### The Brief:

To Engage in a dialogue with the UK gay community and encourage a loyalty to O2

#### The Solution:

Marmalade conceived, created and produced QueerNation, an exhibition charting the history of gay and lesbian club culture, featuring photography and ephemera from the early part of the 20th century, to present with contributions from specialist archives, world famous photographers and the public. We included an Interactive element – every piece of work in the gallery was supported with a shortcode, allowing visitors to find out more about it.

### SOME PRESS

“Perhaps the most novel aspect of QueerNation O2 is not its photography but its technology. Visitors can receive exhibit information via their mobile phones, the content dependant on their location within the exhibition: what music was popular during the time period in question or anecdotal stories told by the photographers.”

*Newsweek*

