

A visit to the familiar, faraway places in your mind...



# Museum of the Imagination



You are about  
to enter the  
world's most  
curious and  
surprising  
museum.

Come inside,  
and take a look  
around the  
mind's most  
marvellous  
muscle...

*By the way - there seem to be some strange things  
going on here... Have you seen any? If you have  
the Camden People's Museum app on your phone or  
tablet, you might just meet some unexpected visitors!*

# Hello!

Welcome to the world's only PDF-sized museum to the biggest and most wonderful place in the universe:

***the  
Museum  
of the  
Imagination!***

Everything in this museum has been written and illustrated by children from Carlton Primary School in Camden, North London - it is their tribute to our most precious and powerful faculty.

The museum is divided into 5 exhibits. Each exhibit offers you a chance to explore a different place in the world of the imagination:

***Stories & Memories***

***Hopes & Wishes***

***Dreams***

***Nightmares***

***Creation & Invention***



Android /  
Google Play



iOS /  
App Store

# But wait...

We have received reports of some strange things hiding between the exhibits.

Do not be alarmed - these creatures are harmless. Some of them are helpful and some seem to be a bit more mischievous...

Most of them are pretty shy - but if you concentrate really hard, you can use your imagination (and a little bit of technology) to find them, catch them, and say hello!

Follow the instructions below to turn your museum trip into a safari of the strange...

- 1.** Open the camera on your phone\* and point it at the QR code below left, or search for 'Camden People's Museum' in the app store
- 2.** Download the Camden People's Museum app
- 3.** Open the app and find the pin called: "***Museum of the Imagination***"
- 4.** Tap on 'Launch' and follow the instructions!

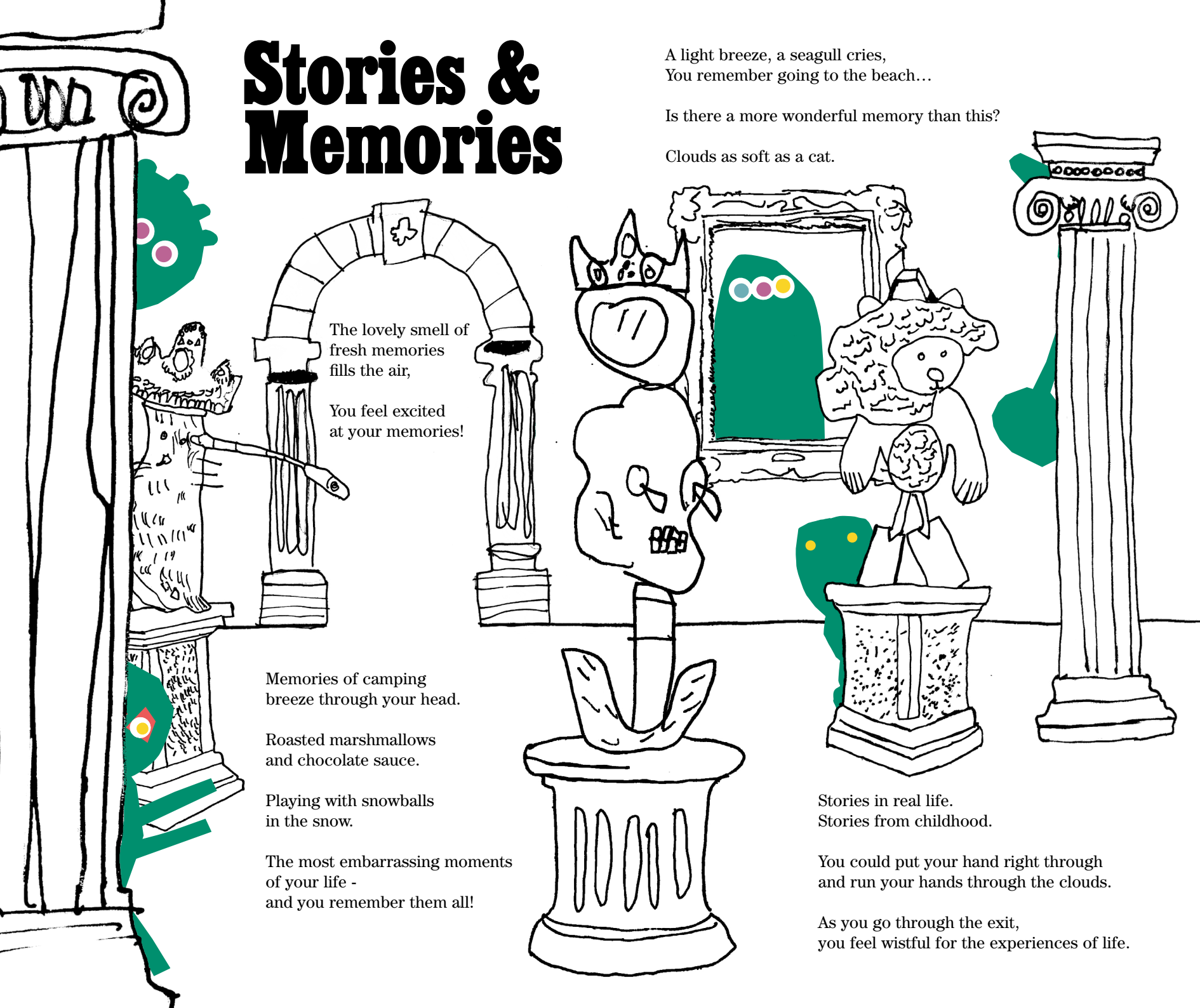
*\*May not work on all phones, compatible with iPhone 6S or later and most recent Android devices*

# Stories & Memories

A light breeze, a seagull cries,  
You remember going to the beach...

Is there a more wonderful memory than this?

Clouds as soft as a cat.



The lovely smell of  
fresh memories  
fills the air,

You feel excited  
at your memories!

Memories of camping  
breeze through your head.

Roasted marshmallows  
and chocolate sauce.

Playing with snowballs  
in the snow.

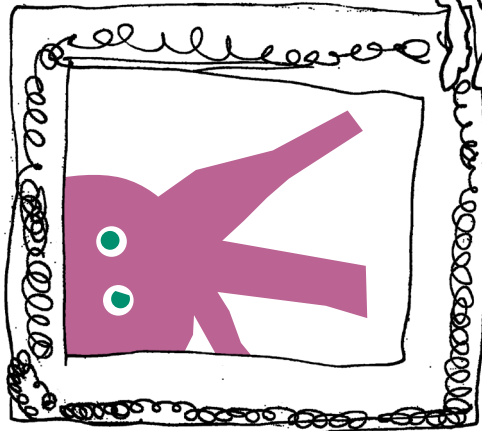
The most embarrassing moments  
of your life -  
and you remember them all!

Stories in real life.  
Stories from childhood.

You could put your hand right through  
and run your hands through the clouds.

As you go through the exit,  
you feel wistful for the experiences of life.

# Hopes & Wishes



You zoom through clouds,  
flying through rainbows.

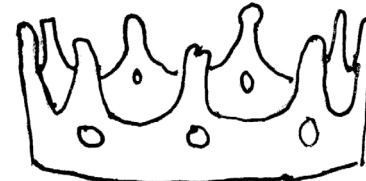
You  
sink  
into  
the  
soft  
carpet  
of  
candy-floss

Amazing thoughts of chocolate  
twinkle around your head.

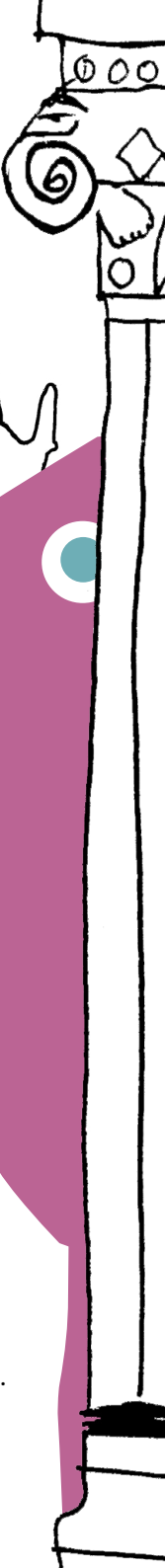
Beautiful perfume fills the museum - joy!

Whirling around as fast as a cheetah,  
Twirling around as fast as light...

But there was nothing there,



You feel a plane fly  
over your head,  
it is going to Afghanistan.



# Dreams

Thoughts of unicorns  
gallop through your head.

Balloons, cakes,  
bouncy castles on clouds -  
perfection!

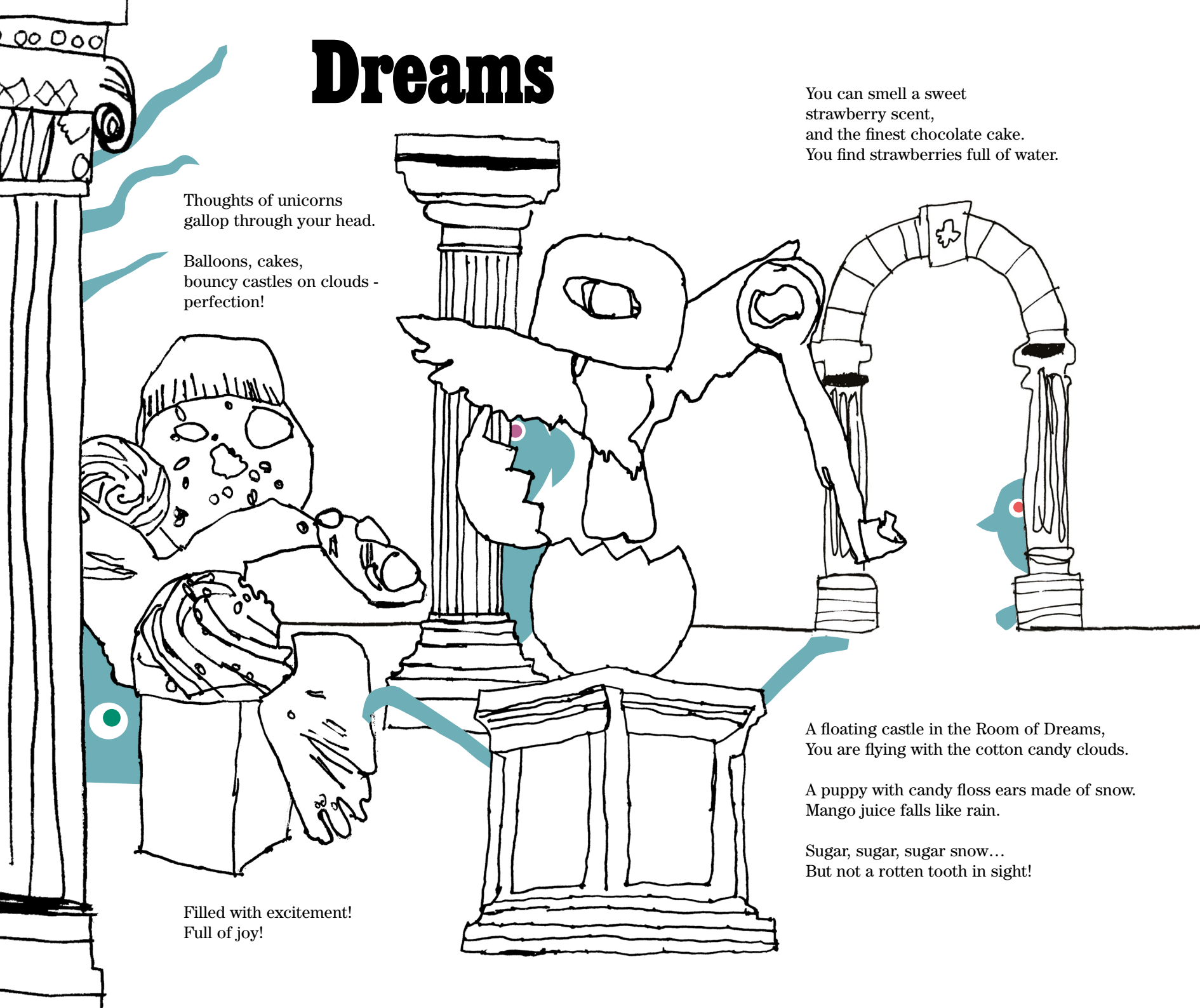
You can smell a sweet  
strawberry scent,  
and the finest chocolate cake.  
You find strawberries full of water.

A floating castle in the Room of Dreams,  
You are flying with the cotton candy clouds.

A puppy with candy floss ears made of snow.  
Mango juice falls like rain.

Sugar, sugar, sugar snow...  
But not a rotten tooth in sight!

Filled with excitement!  
Full of joy!



# Nightmares

Cobwebs dripping blood,  
A rotten smell fills the air,  
The taste of  
Brussels sprouts-flavoured chocolate.

Your  
blood  
runs  
cold.

You touch the slimy walls,  
Scary statues,  
their eyes glowing red!

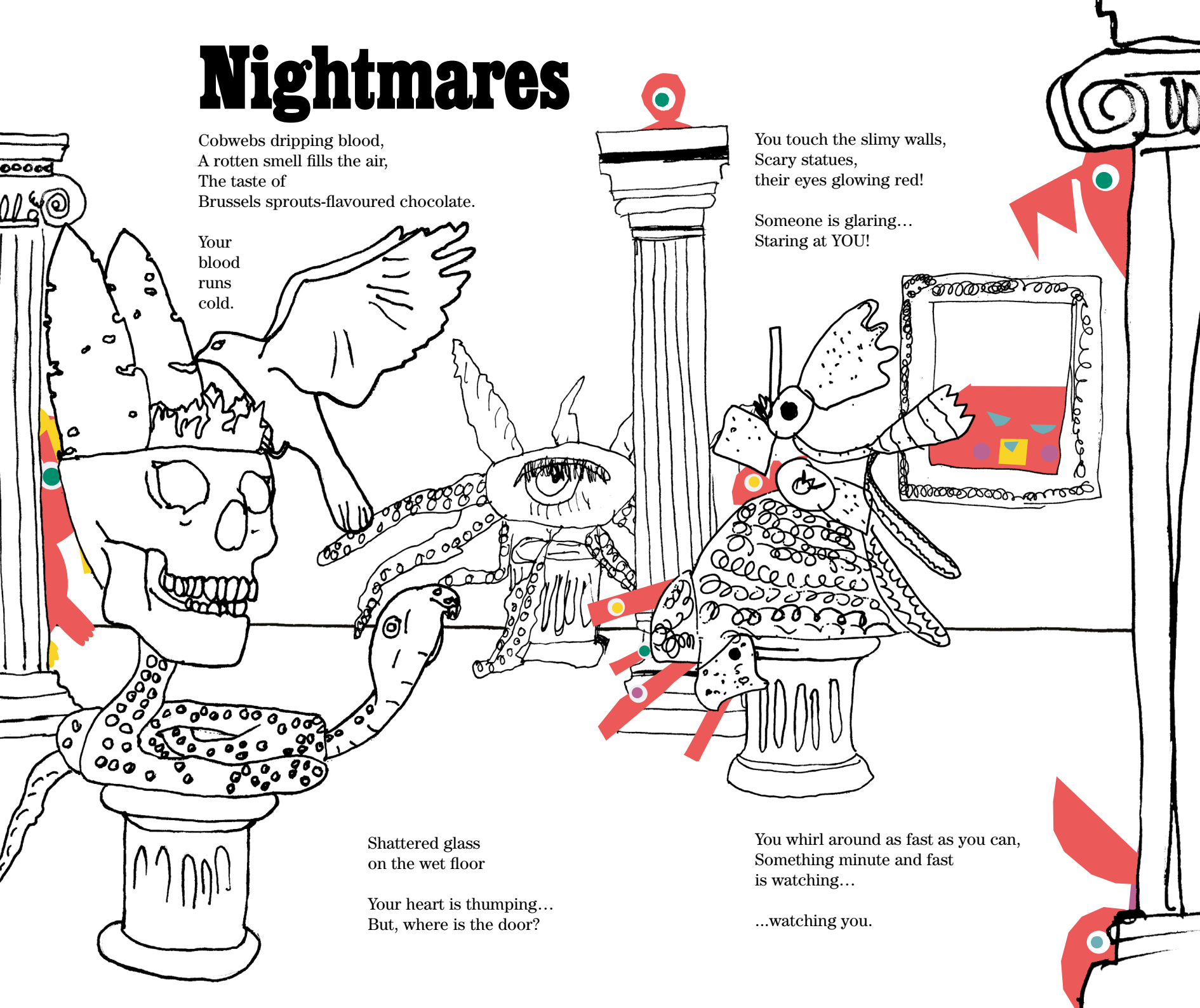
Someone is glaring...  
Staring at YOU!

Shattered glass  
on the wet floor

Your heart is thumping...  
But, where is the door?

You whirl around as fast as you can,  
Something minute and fast  
is watching...

...watching you.



# Creation & Invention

You prowl around the museum like a cheetah.

The deafening sounds of the creations  
are wonderful-

The room is alive  
with the

ticking,

clanking

and  
whirling

of  
incredible  
inventions.

Breathless  
with  
astonishment!

Tick

tock

tick

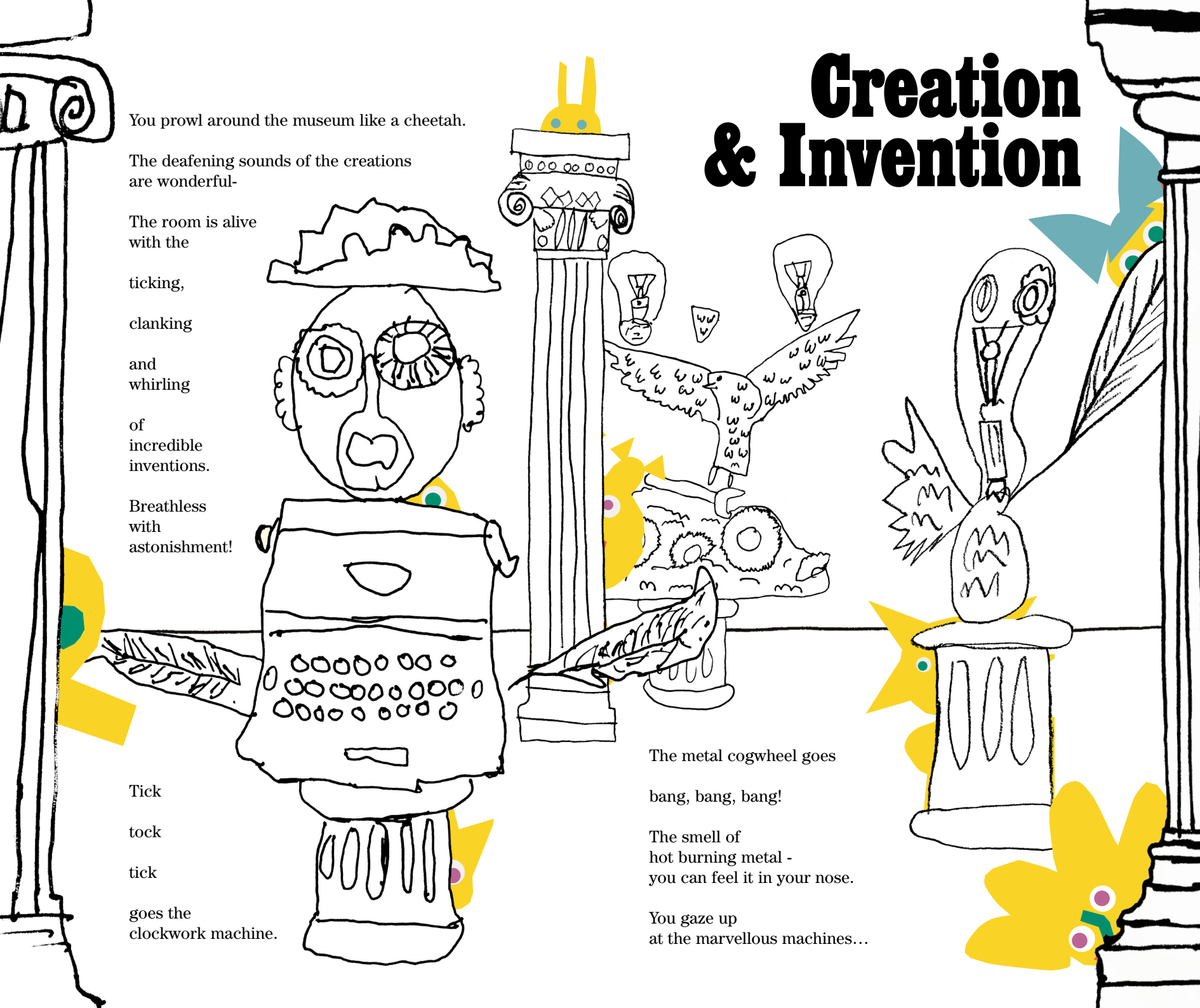
goes the  
clockwork machine.

The metal cogwheel goes

bang, bang, bang!

The smell of  
hot burning metal -  
you can feel it in your nose.

You gaze up  
at the marvellous machines...





# Thanks for visiting!

Camden Alive is a programme of arts and cultural events that celebrates the people of Camden. Sharing our diverse heritage through creativity, Camden Alive captures the sights, sounds and spirit of the borough and what it means to live and work in Camden.

Through music, dance, fashion, design, performance and visual art the stories of our neighbourhoods will unfold.

**Camden Alive is a Cultural Impact Award winner as part of the Mayor's London Borough of Culture.**

# Please come again...

This booklet and augmented reality experience were commissioned by Camden Spark (Camden's Local Cultural Education Partnership), created through a series of workshops with a Year 4 class from Carlton Primary School and produced by the House of Illustration in partnership with Pencil & Help and Arcade.

**London Borough of Culture is a Mayor of London initiative with support from the City of London Corporation's Charity, City Bridge Trust and Airbnb.**

**MAYOR OF LONDON**



**ARC O D E**