

Bespoke products for  
Museum & Gallery shops  
commissioned from  
Product Of Your Environment





Cover: 'Private View' doorhanger for Hayward Gallery. Opposite: 'You have reached your destination' glass for London Transport Museum

“In Rebecca’s studio mundane objects like sellotape and pillowcases become objects of desire...She is doing a sterling job of challenging our perceptions of the ordinary.”

Annie Deakin, The Independent

We are Product Of Your Environment - a Design studio based in London, launched in 2006 by Rebecca Chitty, CSM MA graduate with a background in Illustration and Art Direction.

Over time, the company has evolved from designing their own-brand products - stocked at Tate Modern, Southbank Centre and Design Museum to name a few - to specialising in bespoke product ranges for Museum & Gallery shops.

We love to work with cultural institutions, developing products that allow visitors to take a little piece of their experience away with them. Bringing a fresh, playful and intelligent perspective to your collections, we help to create highly desirable items that attract new audiences and become best sellers.

Our products encourage people to engage more joyfully with the things we use daily. We subtly subvert the meanings and roles of everyday objects, transforming them into products that make our interactions with them more thoughtful, unexpected and fun.

From high-end limited edition pieces to the more everyday under £25 item, we like nothing better than to brainstorm ideas in response to an exhibition or theme. We can either provide concepts for development or design, produce and deliver an entire range.

If you are looking for a fresh, playful perspective for your shop and to connect visitors to your institution in a new way, take a look here at what we can do, get in touch and we will be happy to help!





SLAUGHTERED

“Product Of Your Environment produced an intelligent and fun response to our brief for the ‘Terror & Wonder’ exhibition that we were delighted with. We could have sold the ‘Heart’ range of plate, tote bag and jewellery three times over! POYE were professional, well-organised and great communicators throughout the whole process, making working with them a pleasure.”

Duncan Sanders, Head Of Retail, 2015



Commissioned by Duncan Sanders to complement the 2014 ‘Terror & Wonder - The Gothic Imagination’ exhibition, we developed 26 products, seeing them through from concept to artwork and production, all within a time period of 4 months.

Two main stories were created - Jekyll & Hyde and Dracula - with products ranging from a double-ended Jekyll & Hyde pencil, expressing the split personality of the character, to a garlic-printed silk scarf and a suitably blood-thirsty sell-out line of heart motif plates, bags and acrylic jewellery.



LIBRARY  
HSILIRB

2014 was the Year of the Bus and the 60th Anniversary of the original Routemaster bus. We played around with well known phrases used on London buses and trains, 'Stopping', 'You have reached Your Destination', 'Not In Service'. These were recontextualised onto objects associated with rest and relaxation - cushions, pillows, mugs and tumblers - bringing new meaning to the products and a fun perspective on the museum's collection and heritage.

These products definitely send out the message that you are STOPPING for a drink and a lie down and are most definitely NOT IN SERVICE!



Hungry for Heritage



Blue Plaque Plates

In association with



ENGLISH HERITAGE



ENGLISH HERITAGE  
**Dame AGATHA CHRISTIE**  
 1890-1976  
 Detective novelist and playwright  
 lived here  
 1934-1941  
 #



ENGLISH HERITAGE  
**Sir ALFRED HITCHCOCK**  
 1899-1980  
 Film Director  
 lived here  
 1926-1939  
 #



ENGLISH HERITAGE  
**JIMI HENDRIX**  
 1942-1970  
 Guitarist and Songwriter  
 lived here  
 1968-1969  
 #



ENGLISH HERITAGE  
**KENNETH WILLIAMS**  
 1926-1988  
 Comic Actor  
 lived here  
 in Flat 62  
 1963-1970  
 #



ENGLISH HERITAGE  
**EMMELINE PANKHURST**  
 1858-1928  
**Dame CHRISTABEL PANKHURST**  
 1880-1958  
 Campaigners for Women's Suffrage  
 lived here  
 #



ENGLISH HERITAGE  
**SIGMUND FREUD**  
 1856-1939  
 Founder of Psychoanalysis  
 lived here  
 1938-1939  
 #



In association with



ENGLISH HERITAGE



“Product Of Your Environment delivered a high quality product which is a contemporary take on the Blue Plaque scheme. The plates garnered significant editorial coverage in publications we wouldn’t normally get featured in which was instrumental in raising awareness of English Heritage’s custodial relationship with the scheme. They’ve also helped us create a good source of revenue that we can expand on in the future.”

Stuart South, Corporate Development Manager, 2017.



We designed six fine bone china dinner plates for English Heritage to celebrate the 150th anniversary of the Blue Plaque scheme in 2016.

Our marketing campaign had a ‘Who’s coming to dinner?’ theme with the plates as great dinner party conversation starters. This was very successful and we were featured in over twenty titles and stocked in Liberty, Museum of London, HandleHendrix Museum, Freud Museum and the National Portrait Gallery.

By presenting the familiar in an unfamiliar way, we brought blue plaques into the home, and history to life. The plates helped raise awareness of the scheme and with English Heritage’s mission of connecting people with place. We also produced a diffusion range of tote bag, ceramic coasters, mugs and badges.

Our Blue Plaque plates were finalists in the ACE Best Licensed Product Awards 2017.

“Far too pretty and clever to be hidden in a kitchen cupboard.”

The Stylist magazine



“Rebecca developed a fun and light-hearted take on our coal mining heritage. The MINE range has proved very popular with visitors and has helped shape a strong identity within our shop.”

Jo Raw, Retail Manager, Woodhorn Museum.



Museummaker - a major Arts Council commission in 2010 paired up 16 designer-makers with 16 museums and galleries nationwide. We worked with Woodhorn, with its coal mining heritage, to create the Coal Bowl, a Miner's hat cast in ceramic and inverted to become a bowl. The inside of each bowl was individually hand-gilded.

This was in response to the museum's collection of paintings by the Ashington Group, more well known as the Pitman Painters. This group of miners began painting in the 1930's, and achieved critical acclaim for their portrayals of daily life.

Following the success of this project we were further commissioned by the museum to create a more 'everyday' range of products. Playing with the word 'MINE', mugs, tea towels and stationery were covered with coal-dust fingerprints - so you can stake claim to your stuff!





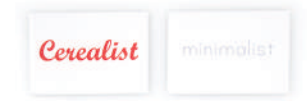
“Rebecca produced a smorgasbord of ideas that met the remit, made us laugh and was different to anything else out there. The level of enthusiasm, engagement and energy throughout was superb.”

Adam Thow, Head Of Retail, 2009

## HAYWARD GALLERY

The brief was to produce a range that spoke to the Hayward audience who are “not the average major gallery crowd”. They wanted something fun, engaging and that encapsulated the personality of a space that is quite unique. The range was built around an initial idea of the ‘Cerealist’ bowl, a play on the word ‘Surrealist’. We developed this to encompass other major art movements like Cubism, Minimalism and er, Exhibitionism..? No - that was just an excuse to get the word ‘pants’ in the collection somewhere. I designed a t-shirt, notebook, badge, tote bag and mug for each ‘ISM’.








**Rebecca Chitty**

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Selected featured Press

design 

 THE SUNDAY TIMES

COUNTRY LIFE

The Daily Telegraph

theguardian

Homes Evening Standard  
& Property

PERIODLIVING

Livingetc

HouseBeautiful

Selected stockists of own-brand products and bespoke ranges



TATE  
MODERN

National  
Portrait  
Gallery



the  
DESIGN  
MUSEUM

barbican

FREUD MUSEUM LONDON

LIBRARY  
HSLIRB

Handel  
& Hendrix  
in London

HAYWARD  
GALLERY

NATIONAL  
ARITIME  
MUSEUM

SELFRIDGES & CO

SOUTHBANK  
CENTRE

ROCKETT <sup>ST</sup> GEORGE

  
LIBERTY  
LONDON



'Terminates here' glass for London Transport Museum

*“The museum gift shop is quite simply the most important tool for the diffusion and understanding of art in the modern world.*

*The Book Of Life, Alain De Botton*