



Laser scan survey of Natural History Museum's retail space

Creating a virtual tour of the retail space in a landmark London museum.



Survey case study by
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04/09/2019



Measured Building Survey & StoreView®

The Natural History Museum in London needed a better understanding of the commodities located within the retail space in their grand and historical building. Approaching CADS, the Head of Retail requested measured surveys of the museum's three permanent gift shops and storage areas so that configuration and product categories could be identified.

Due to high visitor volumes, the CADS surveying team laser scanned the retail areas at night when the museum was closed to the public. This meant that images of visitors weren't included in the scan data and photography they captured. The team completed the work in just one evening

Night at the museum

The surveying team also captured the retail space to create a StoreView® virtual tour of the Museum's shops.

These StoreViews allowed the Head of Retail to share the shop plans with colleagues off-site, aiding the decision-making process.

Maximising retail space

CADS delivered 360-degree StoreViews for each shop along with accurate 2D floorplans with merchandise categories allocated and an existing ceiling plan.

The surveying team enjoyed working in this historical and unique venue and delivered building data that helped the museum maximise its retail space.



Claire Bevan, Interim Head of Retail at the Natural History Museum

"Your surveyors did an amazing job on the night. We had some great photos and surveys back and are very happy."



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