



# The North East Coast Industries Exhibition, Newcastle – upon – Tyne 1929: an interdisciplinary investigation

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## Introduction

In 1929 a major trade exhibition was held in the Exhibition Park Claremont Road, Newcastle upon Tyne. The Exhibition was a showcase for the industries of the North East Coast and was staged in an attempt to boost the local economy. 4.2 million people attended the event which is now largely forgotten.



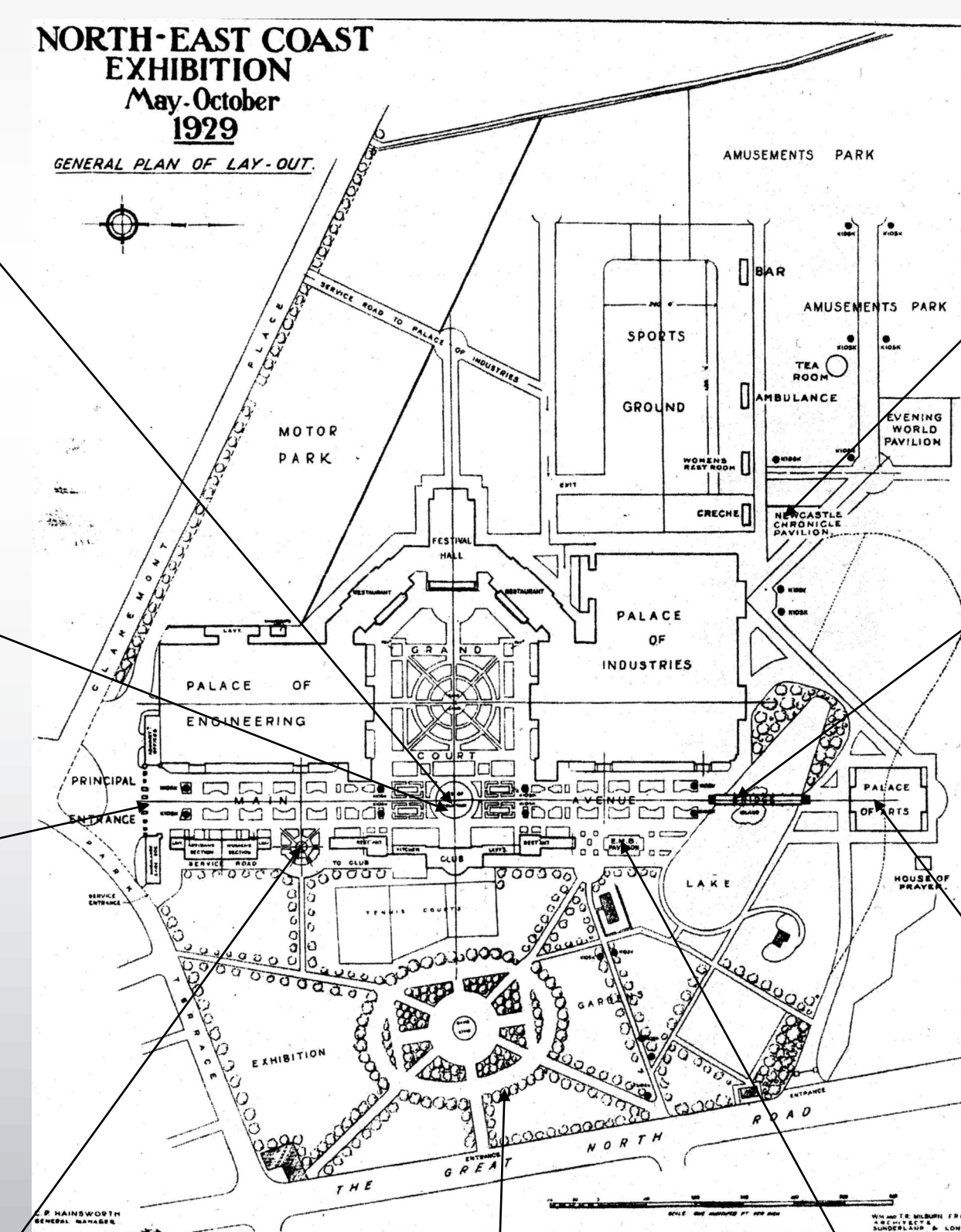
Souvenir ash-tray



Exhibition badge



Ringtons tea caddy sold at Exhibition



## Sources

Authors collection, Tyne and Wear Archives, Newcastle Libraries Local Studies Centre, Beamish Regional Resource Centre

## Aims

- How was the Exhibition organised?
- Was a method put in place to measure the results of the Exhibition?
- Was the Exhibition a success?



## Conclusions

- The Exhibition was organised by various committees and specialist sub-committees under the Chairmanship of Sir Arthur Lambert and guidance of a professional exhibition manager C.P. Hainsworth, a veteran of over 40 previous exhibitions. The committees were hosted by Newcastle City Council but representatives from the Tweed to the Tees served on the committees.
- The organisers of the exhibition did not build in any systems to measure the success or otherwise of the exhibition and merely relied on press releases to proclaim success.
- It has not been possible to measure the success or otherwise of the Exhibition from the industrial exhibitors view but after receiving millions of visitors, and making a small profit there can be no doubt that the Exhibition was a success from a public morale standpoint.