

BRUNS

Micropia



Her Majesty Queen Máxima of The Netherlands has opened Micropia in Amsterdam on the 30th of September 2014. Micropia is a unique museum that is set to inspire the general public, encouraging their interest in microorganisms and microbiology. The visual and the experiential are central, while the focus is firmly on the mostly positive relationship between microbes and humans.

Bruns developed world's first museum of microorganisms. Bruns was responsible for the technical development, engineering, production, installation, and realization of the complete exhibition which is designed by Kossmann.dejong, an Amsterdam-based exhibition design studio. While Kossmann.dejong was responsible for the overall concept and scenography, ART+COM Studios, located in Berlin — Germany, worked primarily on the conception, design and development of the media exhibits.

Authority

Foundation
Natura Artis Magistra
Mr. Harrie Knol
Sarphatiusstraat 217
1018 BX Amsterdam
The Netherlands
T +31 (0)20 52 33 438
E info@artis.nl
I www.micropia.nl

Location

Artis, Amsterdam

Surface area

850 m²

Number of exhibits

30 interactive exhibits

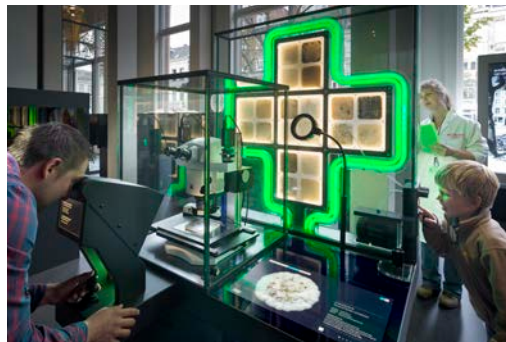


Micropia

Micropia aims at becoming also an international platform for microbiology that brings diverse interest groups together in order to bridge the gap between science and the general public. The uniqueness of Micropia lies in its mix of living and virtual microbes. Most exhibits show living microorganisms as well as having a media extension. Film, images and text provide insight into microbe appearance and behaviour, and the diversity of the microorganism relationship with humans.

Dramatic differences in size between various microscopic life forms can be seen on an almost 10 x 5 metre reactive monitor wall, on which microbes swim as though in an aquarium. In an interactive "extremophile" panorama, visitors experience microbe life in places of extreme conditions such as radioactivity or cold. The virtual microorganisms float thanks to a special projection technique with dynamic 3D landscapes.

Visitors encounter themselves and their microbes repeatedly throughout the exhibition, but perhaps most intensively with an installation where their bodies can be interactively explored: the visitor confronts a virtual 'me' and can explore the, on average, two-kilogram mass of microbes living in various parts of the body. The technology used is sophisticated body tracking. Alongside the microbes, the visitor is central to the exhibition — and on a number of levels: as observer, interactive agent and researcher, and as a valid object of self-exploration.



Destination

Zoo

Type of exhibition

Permanent

Project director

John Bootsman

Design

Kossmann.dejong

De Ruyterkade 107

1011 AB Amsterdam

The Netherlands

T +31 (0)20 420 88 90

Start

March 2013

Delivery

September 2014