

Rubens Experience

Authority

Rubenshuis
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Location

Antwerp, Belgium

Surface area

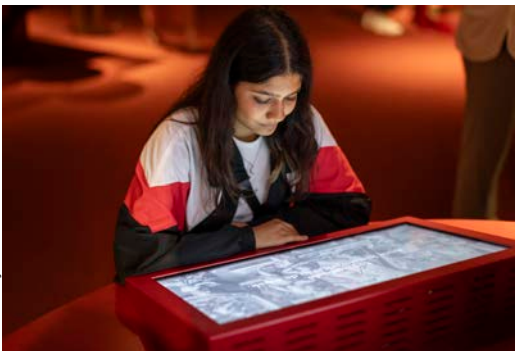
250m²



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Great artists never die. Who was Rubens exactly? The artist and the man behind the brush. And why is he so well loved? You can discover all that at the Rubens Experience in the renovated Rubens House in Antwerp. In this experience, visitors get under his skin through vivid videos and interactive tools.

The multifaceted Rubens story is one that need to be told. Not in a book or classic museum, but in an experience where you step into the story yourself. The Rubens Experience is the starting point of a high-tech journey through his existence.



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Bruns was responsible for the development, production and realisation of the entire exhibition. The Rubens Experience was created in collaboration with design agency Wondering and multimedia partner CREATE.eu.

Rubens is the pride of Antwerp and this was strongly felt throughout the project. The fact that his former own home is being made accessible to the general public is very special. It was very important to take great care in translating the story into an experience that breathes Rubens. Stylish and quality materials have been brought together by Wondering in the design with an appropriate colour palette.

Bruns brought the design of Rubens story to life in the lower level of the house with various furniture, interactive games, high-quality showcases, graphic and integrated hardware and software.

To develop the showcases, Bruns worked intensively with the museum's curator. With a great interest in preserving the precious collection in the best possible way including user-friendliness for opening and closing the showcases.

The Rubens Experience is an exhibition in which broad audience are intensively introduced to Rubens in a very accessible and playful way.

Rubens Experience

Destination

Museum

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

Wondering

Burggravenlaan 321

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Year

2024

