

# BRUNS

## National Holocaust Museum



The National Holocaust Museum in Amsterdam (NL) focuses on the persecution of Jews in the Netherlands. The museum presents its history without restraint and gives the victims a recognisable face.

The National Holocaust Museum consists of two sites opposite each other: the Hollandsche Schouwburg and the Kweekschool. At the Hollandsche Schouwburg, you buy the admission ticket and receive the introduction. At the Kweekschool houses the main museum where the impressive story is told.

The museum is part of the Jewish Cultural Quarter which is open to all who seek knowledges, fun, beauty, food for thought and growth and inspiration.



### Authority

Foundation Hollandsche  
Schouwburg  
Jewish Cultural Quarter  
Plantage Middenlaan 24  
1018 DE Amsterdam  
The Netherlands

### Location

Amsterdam, The Netherlands

### Surface area

1.800m<sup>2</sup>

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Bruns was main contractor of the exhibition including the fixed furniture such as cabinets in the workshop areas, the counter and lockers. The exhibition components consisting of furniture, hardware, lighting and showcases were realised according to design by OPERA and Studio Louter. For the fixed furniture, we collaborated with Office Winhov, the building's architect. The software and audiovisuals were provided by Shosho.

At first impression, the exhibition appears static, but the visitor discovers interactions in sublime ways. For example, the lighting switch on on movement, shutters can be opened and gently close again, and the entire exhibition has audio guides. The 'Vergeet-me-niet-jes' is a very impressive part. They are specially designed exhibits, showcasing personal stories of deceased people in an honourable manner. The totality of all the parts together spread across various rooms create an atmosphere that pleasantly suits the impressive story.

To appropriately translate the story of the National Holocaust Museum into a bearable visitor experience, careful choices were made in the realisation of the design. In this, the right choice of materials was very important for the required high-quality finish. Techniques such as lasering into wood and applying screen printing also contribute to the quality standard.

In addition, handling all the exhibition objects, materials and graphics required extra attention. The story is very moving, which led to internal discussions about an appropriate way to work for the National Holocaust Museum. Consciously or unconsciously, as a producer, you think about the fierce graphics you have in you hands, the historical objects you are making furniture of showcases for, and the imagery you are adjusting to the screens. As a result, each employee wanted to execute the client's precise approach in excellence with great empathy.

In addition to the interior furniture, Bruns was also responsible for several outdoor elements. For example, there are 'glass drops' attached to the wall with an image inside. There is also a large scale model and several outdoor graphics boards. Finally, Bruns provided the lettering on the external façade, installing outdoor posters.

## Destination

Museum

## Type of exhibition

Permanent

## Project director

Maarten Taborsky

## Design

OPERA Amsterdam

Asterweg 20, S1

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Studio Louter

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## Start

July 2022

## Delivery

March 2024

