

BRUNS

ARTIS- Groote Museum

Authority

Foundation Natura
ARTIS Magistra
Plantage Kerklaan 38-40
1018 CZ Amsterdam
The Netherlands

Location

Amsterdam, The Netherlands

Surface area

1200m²



After being closed to the public for 75 years, one of the oldest museum buildings in Amsterdam has been restored, renovated and given a completely new concept: The Groote Museum.

In ARTIS- Groote Museum, visitors discover not only the differences and similarities, but above all the connection between everything that lives: humans, animals, plants and microbes. "After a visit, you will look at everything that lives in ARTIS with a different perspective: with more wonder and a greater sense of connection. This is how we inspire visitors to make a difference in the challenges of today and tomorrow" says Rembrandt Sutorius, ARTIS director.

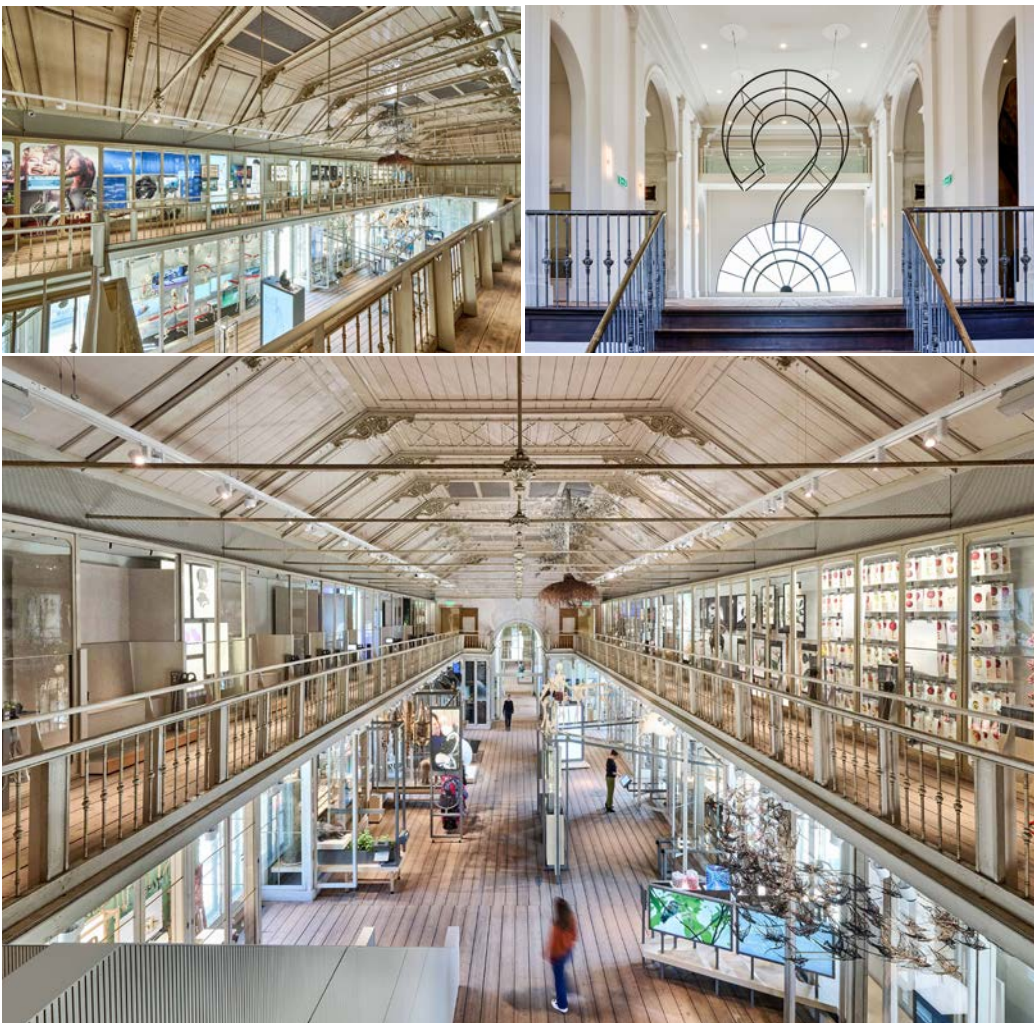


Foto: Maarten van der Wal

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After fitting out the award-winning ARTIS-Micropia, Bruns was also asked to develop and produce the exhibition for this second museum at ARTIS. With care for the monumental building, a completely new interior designed by Kossmanndejong was developed, produced and realised. This required some attention, because nothing in the building is straight. The question is whether the lines of the building are followed or is the building what it is and the exhibition is set straight, taut and level? The latter was chosen: what is old is crooked and everything new is straight and level. During the restoration, the old museum spaces have remained miraculously intact. Even the original paint is still present on the 19th century display cabinets.

In consultation with the ARTIS team, Bruns was responsible for the twelve themed zones that make up the new museum, including the central hall and a work of art: a large steel question mark hanging from the roof, under which a piece of furniture is placed that runs an interactive application. During the realisation, we worked together with the software parties ART+COM Studios and Yipp. As well as developing the entire interior, which involved creative thinking about technical solutions, Bruns also mounted all the objects. And there was collaboration on individual set-ups by artists. The authentic parts in combination with the new furniture, fully integrated with AV hardware by Ata Tech, together form the new museum.

In the ARTIS-Groote Museum there is always something new, always something surprising to experience. By means of installations, interactions, stories, films, collection pieces and photos, each zone that represents a part of your body comes to life. Visitors go on a personal expedition. They look into a mirror and discover similarities with the world around them and even start to see cross-references. For example, roots of a tree function in the same way as the intestines of humans. And babies crawl in the same movement as a crocodile. By discovering these connections, visitors look at themselves and the world around them differently. They discover that man appears to be connected to everything that lives, right down to the smallest fibre.



Foto: Maarten van der Wal

Destination

Museum

Type of exhibition

Permanent

Project director

John Bootsman

Design

Kossmanndejong

De Ruyterkade 107

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Start

February 2021

Delivery

April 2022