



Amsterdam DNA is a stimulating introduction to the city of Amsterdam and its history. The heart of the exhibition consists of familiar Amsterdam characteristics, such as entrepreneurship, free thinking, creativity and citizenship.

These characteristics were most in evidence during the Golden Age and the Nineteen Seventies. Having said that, they were actually under considerable pressure during the French occupation and the Second World War. An interactive play element of this new exhibition allows visitors to discover which of the four characteristics of the Amsterdam DNA they feel most closely related to.



Authority

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Location

Amsterdam

Surface area

500 m²

Discovering history through stories

The exhibition consists of seven chapters which correspond to the seven periods of Amsterdam's history. For each chapter, one item from the collection provides a point of departure for the story of that particular period. These stories are told by means of exciting animations which are projected onto large glass screens hanging in the middle of the room. The voice-overs to these animations are available in ten languages. Every visitor is given a travel guide in one of the ten languages with which they can activate the animation for each period in their preferred language.

Red theme wall

A 75 metre long red wall extends throughout the entire exhibition, depicting various facts and figures about the city's history. Interactive elements have also been incorporated into this wall, such as short films, touch screens, games and interactives which allow visitors to smell, measure and listen.

The construction of a new bridge causes the exhibition to wind around the 'Civic Guards Gallery'. A number of peep-holes have been made in the red wall as a unique way of including the Civic Guards Gallery in the exhibition.



Destination

Museum

Type of exhibition

Permanent

Project director

John Bootsman

Design

Kossmann.dejong
De Ruijterkade 107
1011 AB Amsterdam
The Netherlands

Start

May 2011

Delivery

September 2011