

BRUNS

Anne Frank The Exhibition NY

Authority

Anne Frank Foundation
Westermarkt 10
1016 DK Amsterdam
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Location

New York, USA

Surface area

7.500m²



On 27 January 2025, the international Holocaust Remembrance Day, the world premiere 'Anne Frank The Exhibition' opened at the Center for Jewish History in New York.

This exhibition includes a full-scale recreation of Anne Frank's hiding place. For the first time in history, the Anne Frank House presents a pioneering experience outside of Amsterdam (NL). The New York City exhibition occupies over 7,500 square feet of gallery space in the heart of Union Square. Moving through the exhibition, visitors will be able to immerse themselves in the context that shaped Anne's life.

This exhibition gives visitors of all ages the chance to learn about Anne Frank, not as a victim but through the multifaceted lens of her life, as a girl, a writer, and a symbol of resilience and strength. More than 100 original collection items from the Anne Frank House in Amsterdam help to convey the context that shaped Anne's life, death and posthumous fame.



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Bruns, in collaboration with the Anne Frank Foundation and Ata Tech, brought the exhibition to life according to the design by Eric Goossens. After translating the final design into a technical design, Bruns produced the exhibition and installed it on-site in New York.

The exhibition (apart from the reconstruction of the secret annex Het Achterhuis) includes: 24 different display cases – including wall, table, and freestanding models – a glass floor with a printed map and flags, various pedestals, photo panels, information panels with integrated screens, projections, benches, and elements in the entrance hall.

Bruns delivered a high-quality exhibition, built on the strong trust from previous collaborations with the Anne Frank Foundation. At the start of the project, we received a call saying:

“We’re going to New York City, and you are going to make it happen.”

Despite the challenges of transporting the exhibition to New York City, all elements arrived with a slight delay but were still installed on time before the opening. After Amsterdam, it was once again an impressive experience to translate such an important historical and contemporary story into an engaging visitor experience. A story that must be told to the world!

Destination

Museum

Type of exhibition

Temporary

Project director

John Bootsman

Design

Eric Goossens

Dorpstraat 15

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Delivery

January 2025

