



BRUNS

Beeld & Geluid

Sound & Vision has opened the most interactive Media museum of the world. A museum centred on the visitor's media life. The media profile will be created in the 'Tune in' zone in which the visitor starts. After this zone, the life in media becomes visible in five thematic spaces: Sharing, Informing, Selling, Telling and Playing. Over fifty interactive exhibits, hundreds hours of audio-visual material and many objects from media history take visitors into the media of the past, present and future.

The new Media museum is a truly unique, educational but above all inspiring journey of discovery for all visitors from about 8 years and older!



Authority

Nederlands Instituut voor
Beeld & Geluid
Media Parkboulevard 1
1217 WE Hilversum
The Netherlands
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Location

Hilversum, The Netherlands

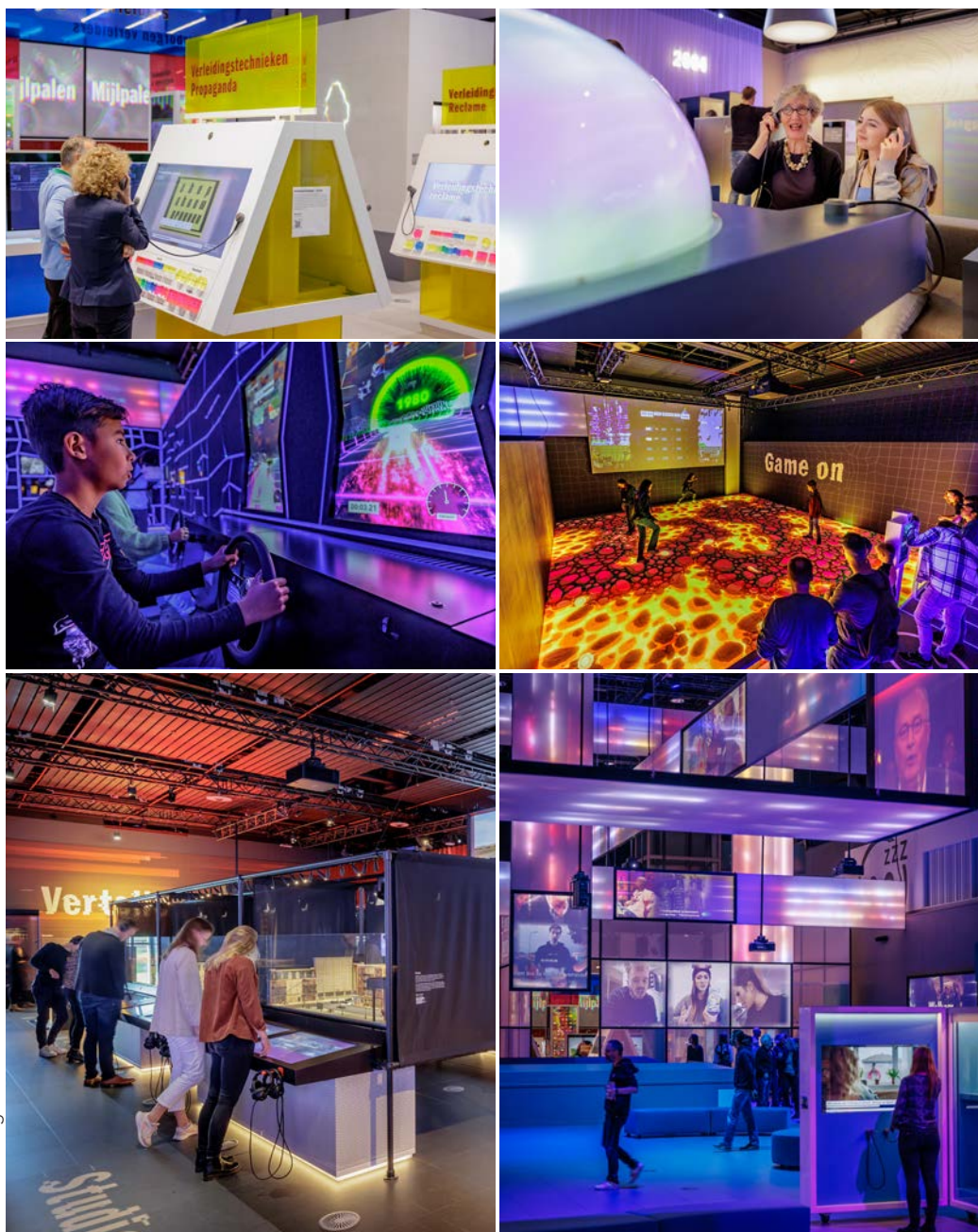
Surface area

3300m²

Bruns realised the entire physical exhibition according to the Tinker Imagineers' design including lighting, Led floors and controls in the exhibits. The exhibition – spread over five themed rooms – consists of 10 to 15 exhibits per room, a large milestone wall, a showcase and a media reactor linking everything together.

In the development of the new media museum, Bruns was responsible for planning, development from preliminary to final design, engineering, production, installation and transition to opening and service. In addition to working with the design agency, several external consultants, Kiss the Frog, Redrum and BeamSystems, were also involved. Working with such a large group, required good streamlined communication. Fixed components in this were weekly meetings, clear approval drawings and shop approvals.

Coordinating the project was ensured by adopting a phased schedule. Several exhibits where complex in technique, material of the integration of media. From high-quality engineering, all exhibits were duly realised. Highlights from the exhibition include editorial desks with transparently curved and projected touch surfaces. But also very colourful – almost look and feel of a candyshop – seduction exhibits, arcade cabinets that change colour, a giant Led gaming floor and the media reactor.



Destination

Museum

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

Tinker Imagineers

Hamburgerstraat 23

3512 NP Utrecht

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Start

Oktober 2019

Delivery

Februari 2023