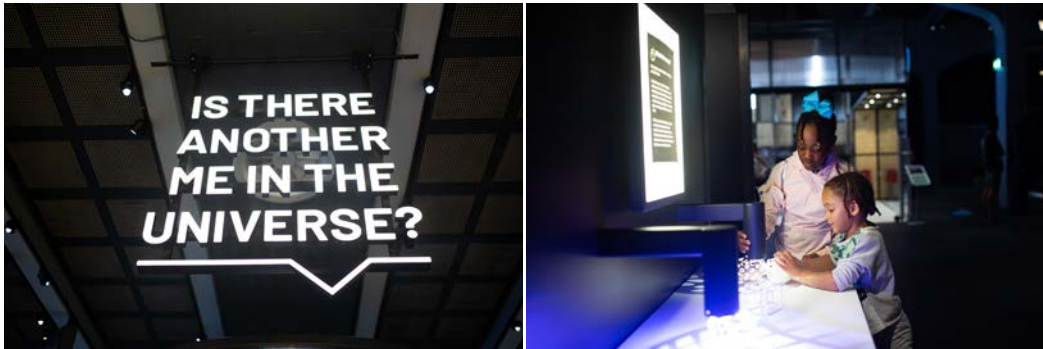




BRUNS

What If is the first science centre exhibition in the UK to be entirely inspired by the curiosity of a city's inhabitants. The project is based on 10,000 questions collected from every postcode in Bristol. From all these questions, seven were selected and are central to the exhibition. Questions on themes such as: happiness, the universe, invisibility, discovery, your soul, illness and time. Each question is discovered by a cluster of in total 68 exhibits. What If puts people at the heart of science and is a real voyage of discovery.

What If



Lisa Whiting Photography

Client

We The Curious
One Millennium Square
Anchor Road
Bristol
BS1 5DB
T 0117 915 1000

Location

Bristol, England

Surface area

1270 m²

Together with design agency Kossmanndejong, Bruns was responsible for the design, development, production and installation of the new exhibition What If.

The chosen questions that form the exhibition What If are:

- Is there another me in the universe?
- Who was the first person to see sand?
- How can you become invisible?
- What controls our perception of time and can we slow it down?
- Why do rainbows make people happy?
- Can your soul be seen by science?
- Will we ever find a way to avoid getting sick?

A particularly challenging part of the exhibition is the 'disappearing objects' exhibit. Here, glass is made invisible in glycerine. A technique we had never used before. That is why we first made mock-ups and tests to get the operation correct. This showed that not only the technique required a lot of attention, but also the waterproofing of the large round reservoir. Besides the challenge of this exhibit, it was also very exciting to house all the exhibits on location. Because of COVID-19 we could not prepare well. With the help of a floor plan and a lot of communication with the client, we determined the positions of the exhibits. Despite COVID-19, which caused in between delays, the lead time was shortened with great effort by the team and the project was delivered on schedule.



Lisa Whiting Photography

BRUNS

What If

Destination

Science Centre

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

Kossmanndejong

De Ruyterkade 107

1011 AB Amsterdam

The Netherlands

T +31 (0)20 420 8890

Start

June 2019

Delivery

December 2020