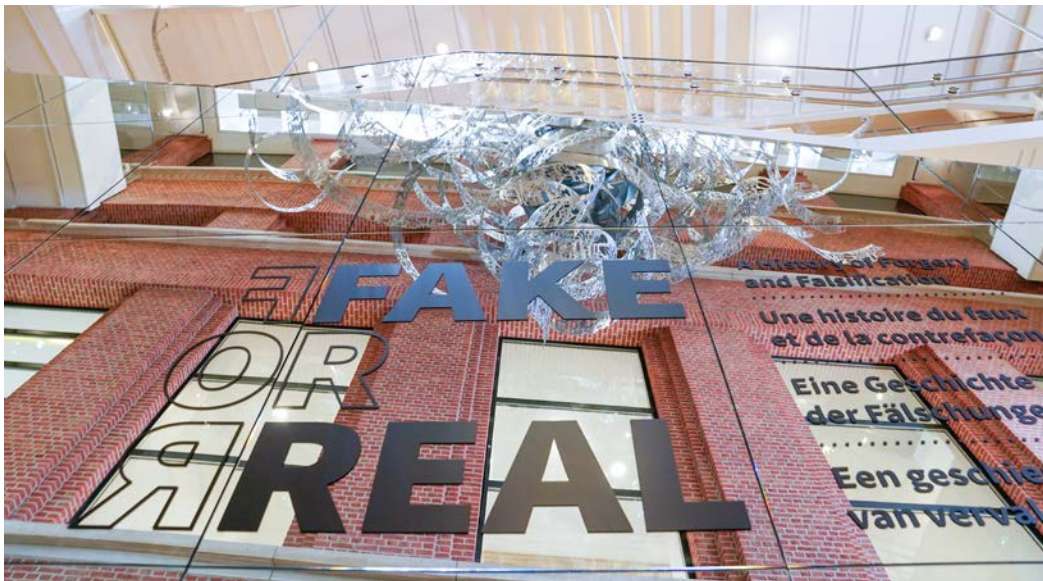


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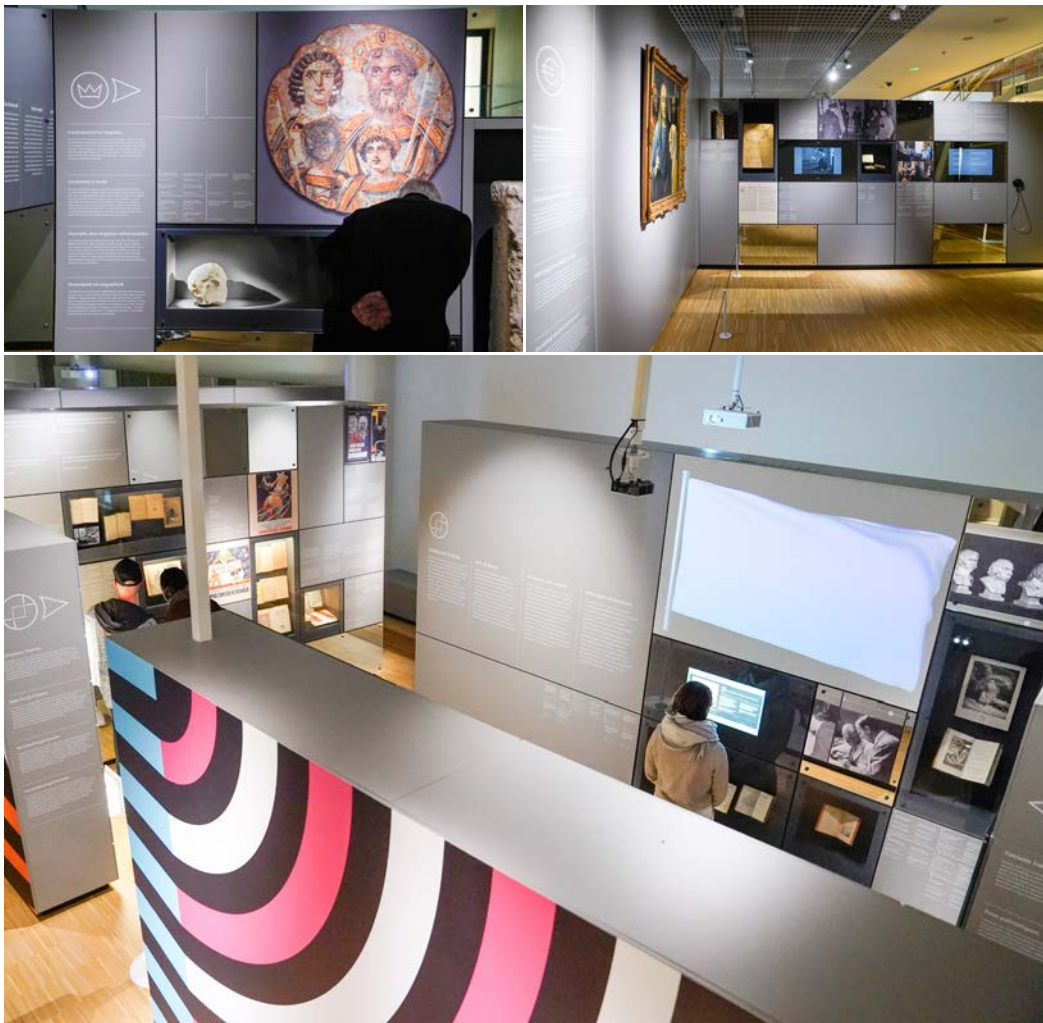
Fake for Real

A history of forgery and falsification



House of European History, cultural and historic museum in Brussels, has delved into the history of falsifications. Otherwise information where the question can be asked: is it Fake or Real? The temporary exhibition Fake for Real shows that the flood of disinformation is not just something of today, but has been a problem since time immemorial. History is full of examples in fake stories and objects presented as real.

Visitors are invited to think about how disinformation are told and for what purpose. Exhibition curator Joanna Urbanek explains: "We have to be aware that sometimes we want to be deceived, to transcend our daily existence, to daydream. It's human to embrace certain fakes. But that inclination can be exploited, and the consequences huge."



Authority

House of European History
Belliardstraat 135
1000 Brussels
Belgium

Location

Brussels, Belgium

Surface area

500m²

Bruns was responsible for the design & build project in cooperation with design agency Kossmanndejong, software developer Kiss The Frog and film/ motion designer Shosho. The exhibition is made up of six themes and a chronological timeline. More than 200 remarkable pieces from all over Europe are presented in special high-quality showcase walls with lockable, airtight display cases. Upon entering, the tone is immediately set by various mirror elements and a labyrinthine path. Further into the exhibition, the visitor discovers interactive exhibits equipped with multimedia and hardware. In addition, there are many high-quality graphic finishes. The masterpiece in this exhibition is the enormous mirror wall that connect everything over two floors, containing spherical rear projections.

The integrated management approach was particularly good for this project. With good coordination between the in-house disciplines and the cooperation partners, everything was delivered as desired.

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Destination

Museum

Type of exhibition

Temporary

Project director

Maarten Taborsky

Design

Kossmanndejong

De Ruyterkade 107

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Start

August 2019

Delivery

October 2020