



The BIG Museum is about the big YOU

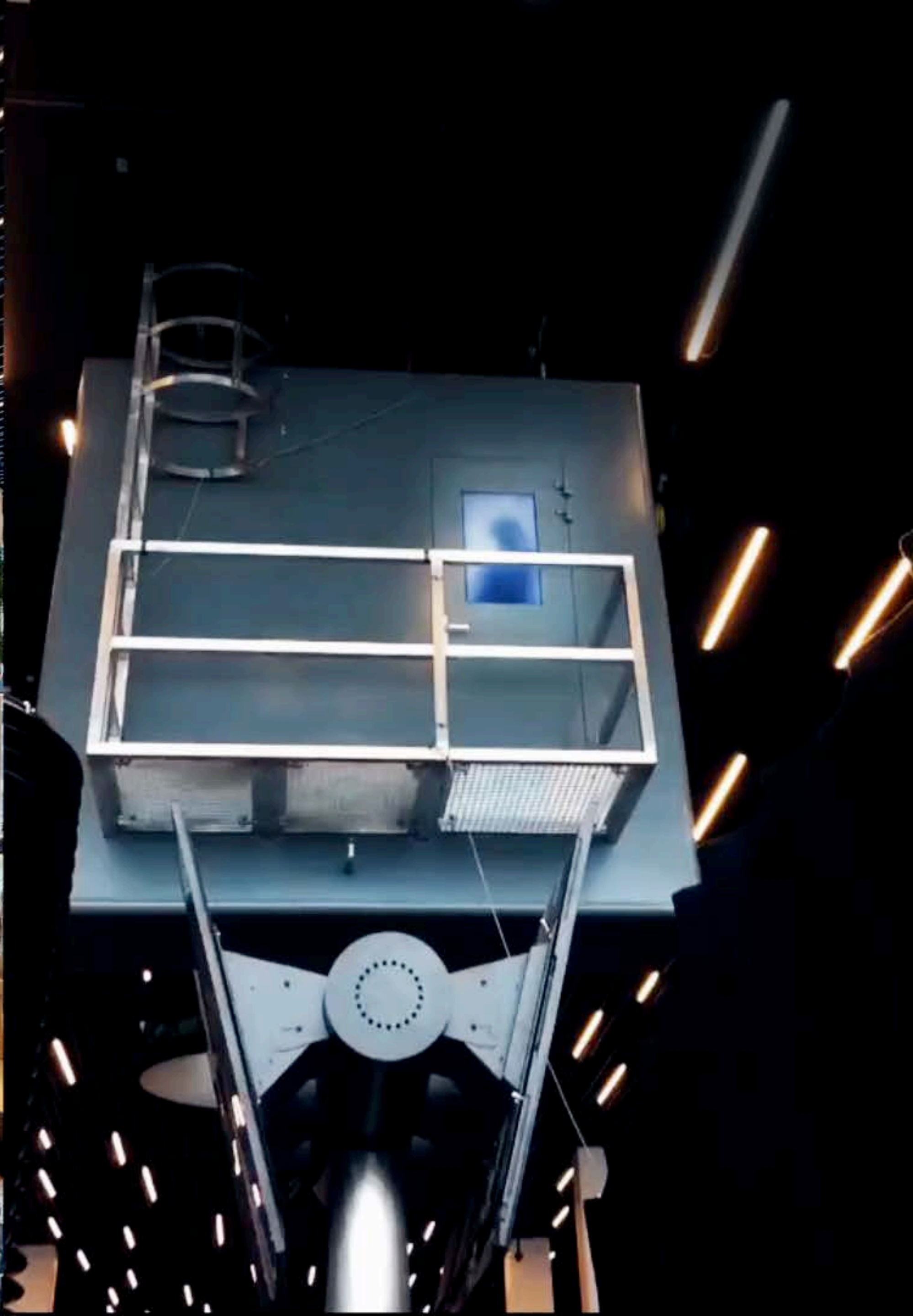
The process of making the museum.



KDJ

We Design Narrative Spaces







Torn island, Bunker Texel (NL), 2020





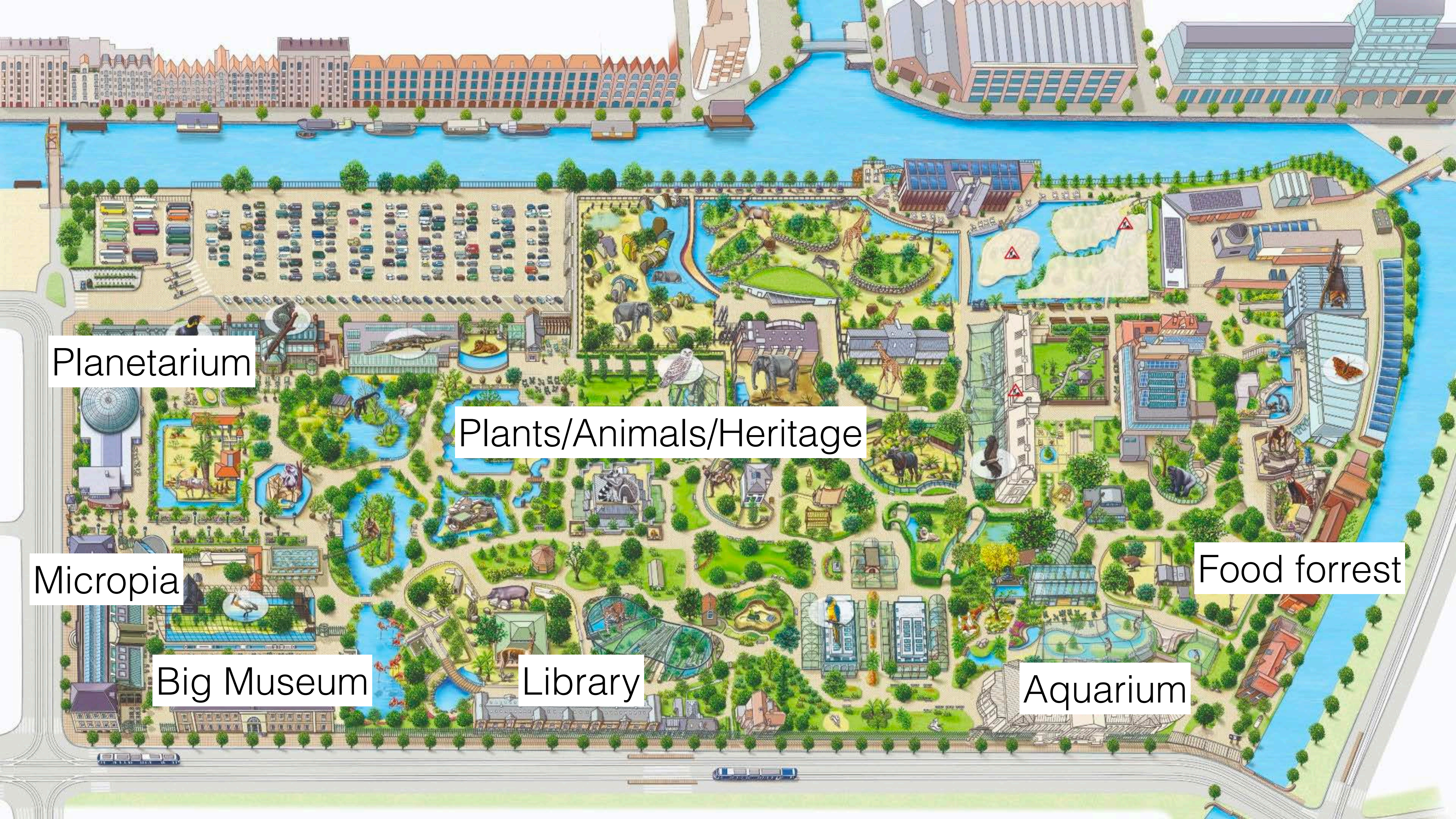
Was ist Natur?

What is nature?
Qu'est-ce que la nature?

Was ist Natur?
Qu'est-ce que la nature?
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Qu'est-ce que la nature?
Was ist Natur?
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Was ist Natur?
Qu'est-ce que la nature?
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Qu'est-ce que la nature?
Was ist Natur?
Qu'est-ce que la nature?



ARTIS



Planetarium

Plants/Animals/Heritage

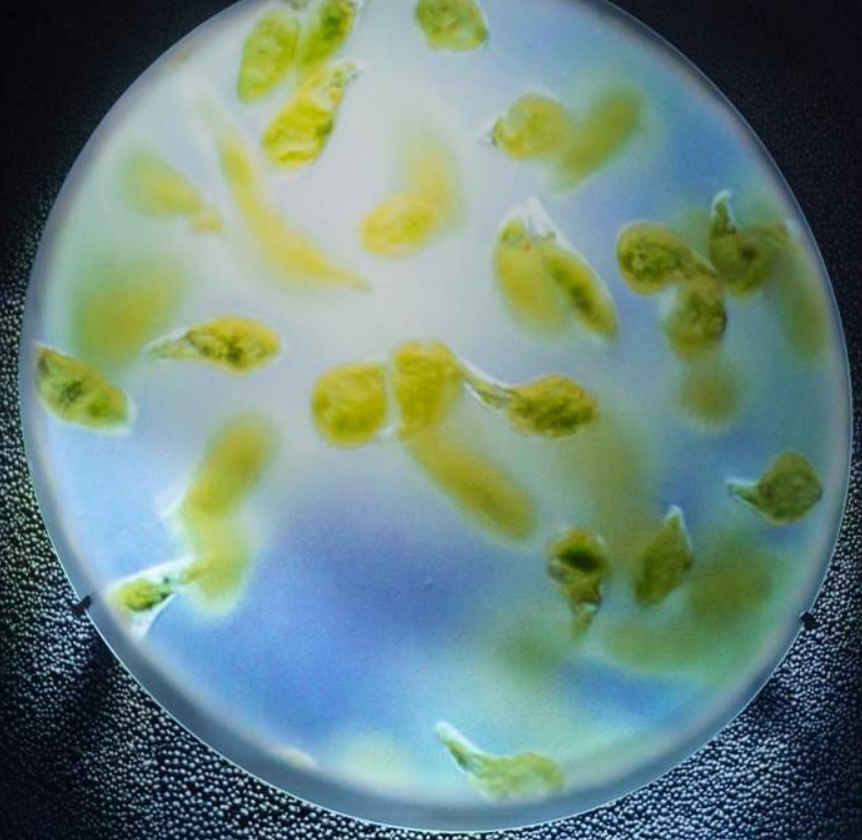
Micropia

Food forrest

Big Museum

Library

Aquarium



puistjesbacterie
Propionibacterium acnes

De huidbacterie *Propionibacterium acnes* zit in je haarrijen op je huid. Als er te veel zijn, vormt een puistje, een zogenaamd zitje. De bacterie zit ook in de poriën van je huid.

182 biljoen microben gevonden!
vind uit waar ze zitten

Wist je dat er veel verschillende soorten schimmels, bacteriën en virussen in een op je lichaam leven? Je hebt niet maar een bacterie in je lijf, maar honderden soorten. Al die microben bij elkaar wegen ongeveer een halve kilo.

mouth
lungs
large intestine
genitals

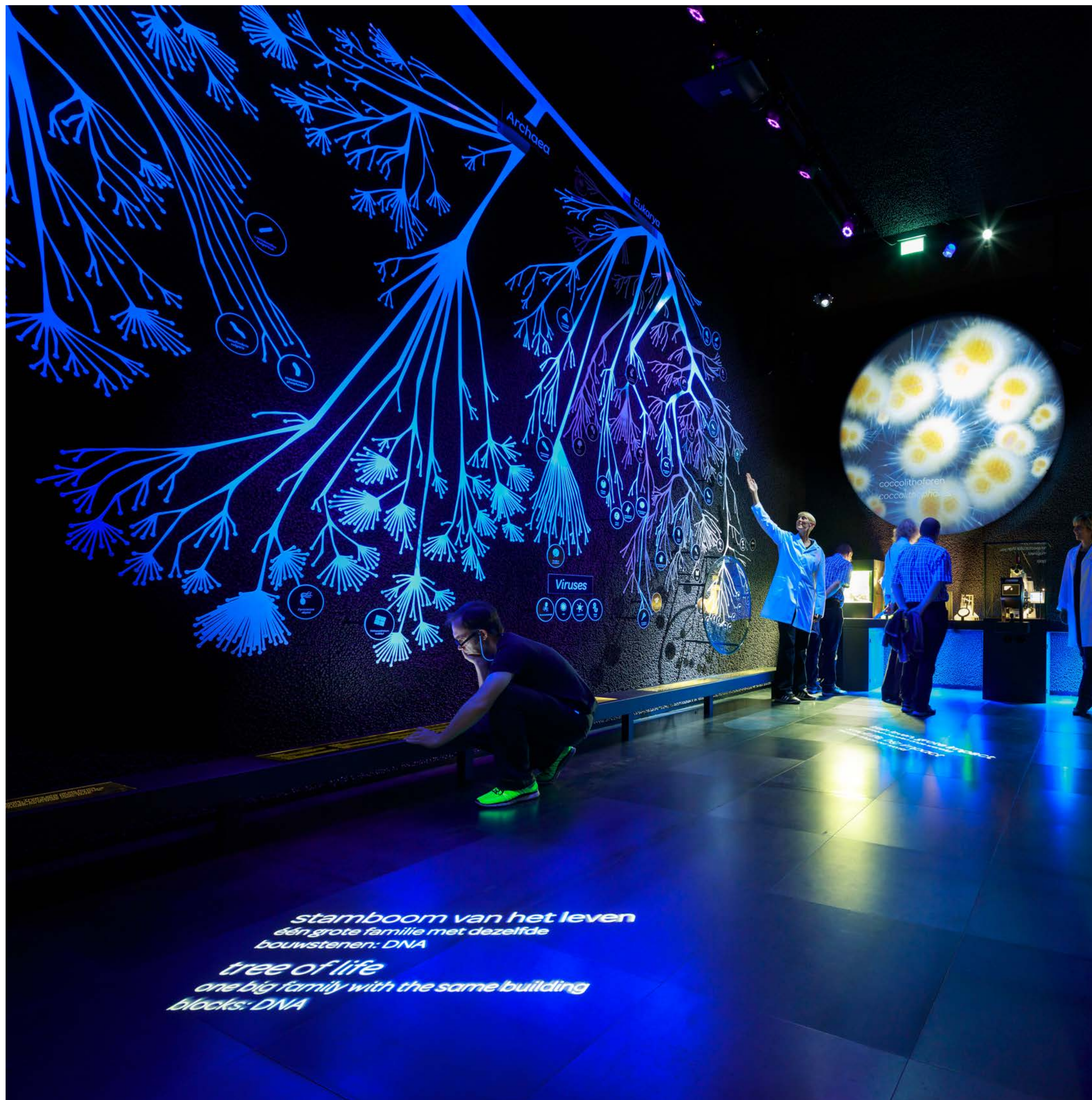
eyes
skin
stomach
small intestine

microben in beweging
skin organisms meet with assistance

microbes in motion
skin organisms meet with assistance

SCAN jezelf
leer je eerste
medicijnen kennen

SCAN your self
get to know your
initial companions



KISS-O-METER









Haig Balian

Development of the Bigger picture



Het Groote Museum



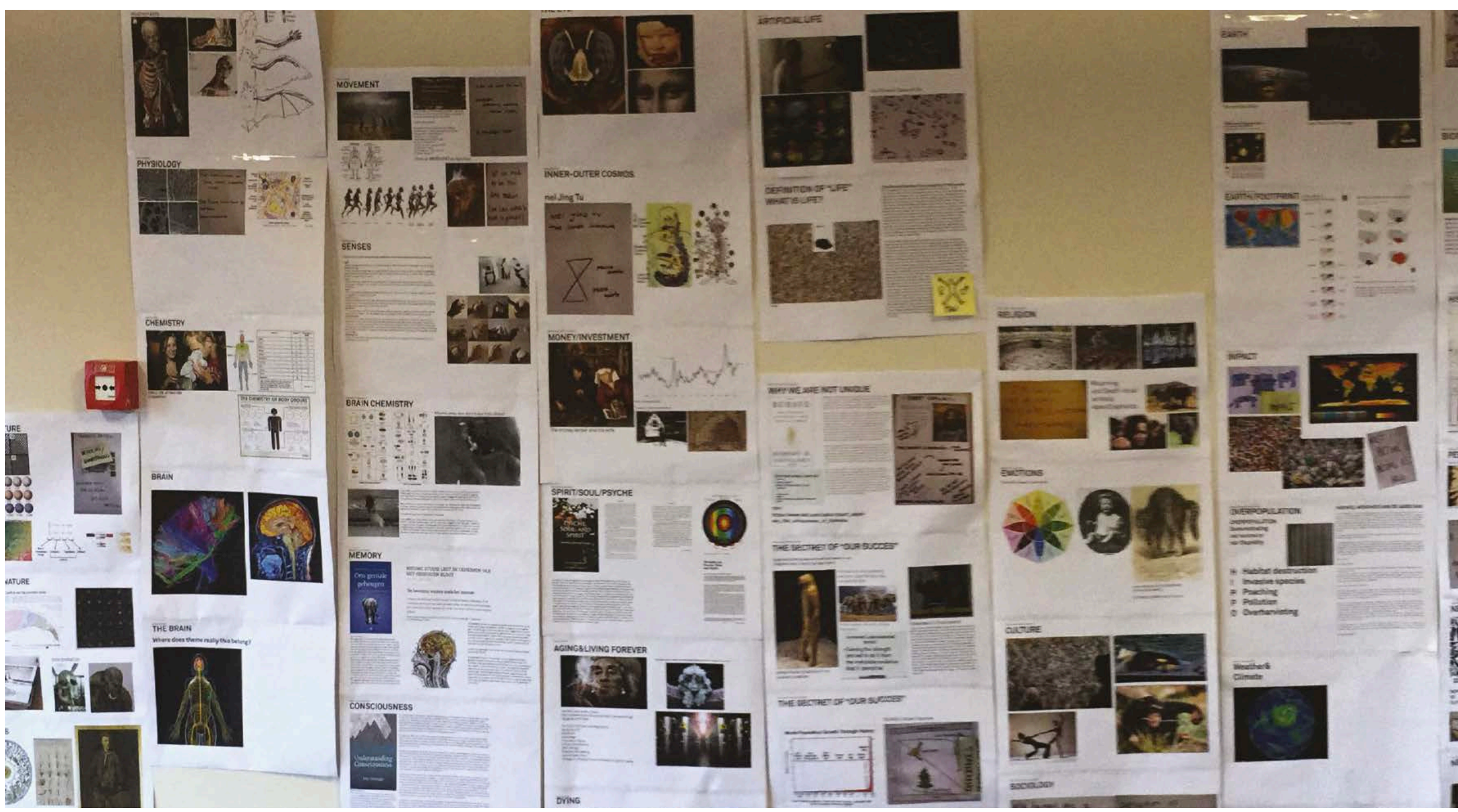
Designing an exhibition
in the oldest
Museumbuilding of
Amsterdam.

Starting point





Define basic content and principles



Museum principles and visitor approach

For the museum in general and our visitor approach, the following principles have been identified:

Subjectivity: The museum is not a place of absolute truth finding; it merely provides a collection of stories and comments of different authors about the main themes.

Extreme: The museum is extreme, both in main story as well as visitor approach.

Controversy: The museum is a place for controversy and argument.

Emotion: The museum and stories evoke emotions.

Inspiring: The museum lets the visitor leave with perspective to act and challenged, not depressed.

Humor: Humor and relativity is an important storytelling tool.

User: The visitor is a user instead of a visitor: you are part of it, the stories are close to the heart and there is no escape.

Senses: The museum serves all the senses of the visitor.

Layered education: The museum brings different layers of education

- enabling visitors to dig in as deep as wanted - but keeps the main messages simple.

Related: The museum speaks directly to the individual visitor, it is about "me".

Less is more: The museum focusses on main stories, less is more. It should not be an encyclopedia on the wall.

No limitations: The museum has no strict limitations in style.

Future developments: The museum design takes into account future developments and additions.

Definitions: Although the museum is about the interconnectivity of life, basics will be explained. They are needed to comprehend the full story.

Building: The building - dated before Darwin's 'on the origin of species' - gives structure and is an important element of the collection.

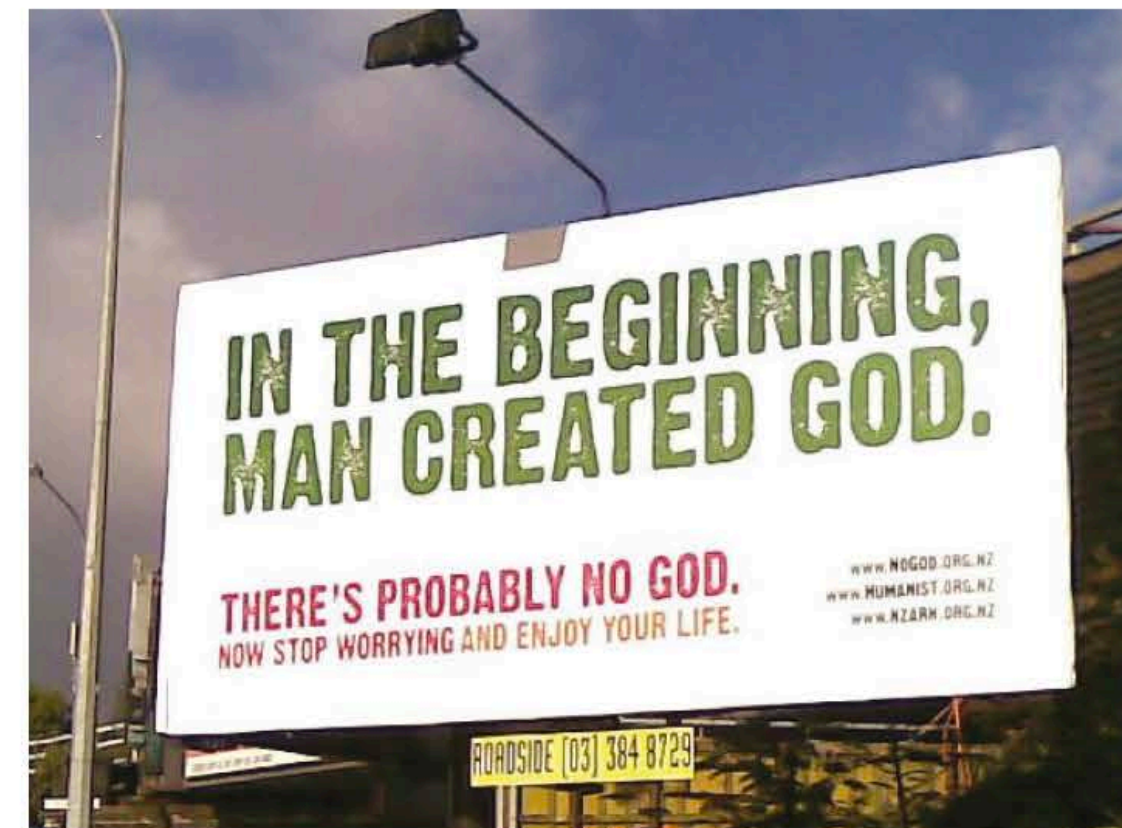
Exhibits: all exhibits are multidimensional; they will often be seen not only from the front, but also from the sides, from the opposite site of the gallery and from above.

Structure: The stories are about circularity; the (rhythm of the) showcases should send out the same circularity.

Before and after: The Big Museum has a pre experience and post experience, to enlarge the reach of its message and to manage expectations.



Emotion



Controversy



Humor



Subjectivity



Inspiring

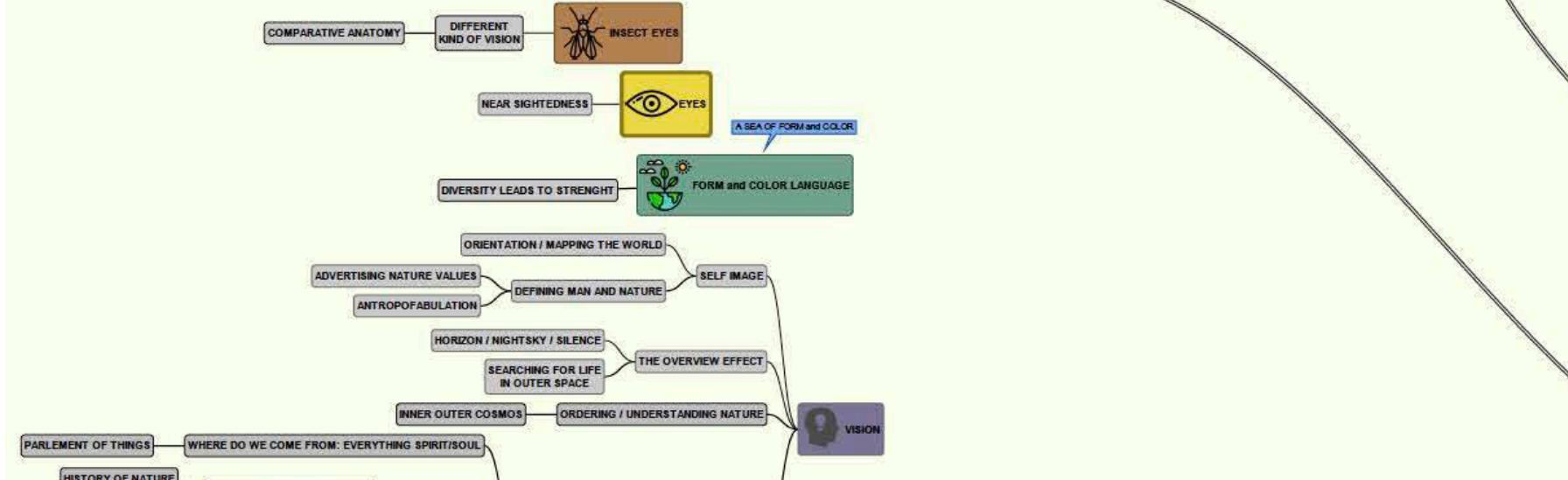
THE BIG MUSEUM

THE BIG MUSEUM IS ABOUT THE BIG YOU BECAUSE EVENTUALLY, EVERYTHING IS CONNECTED

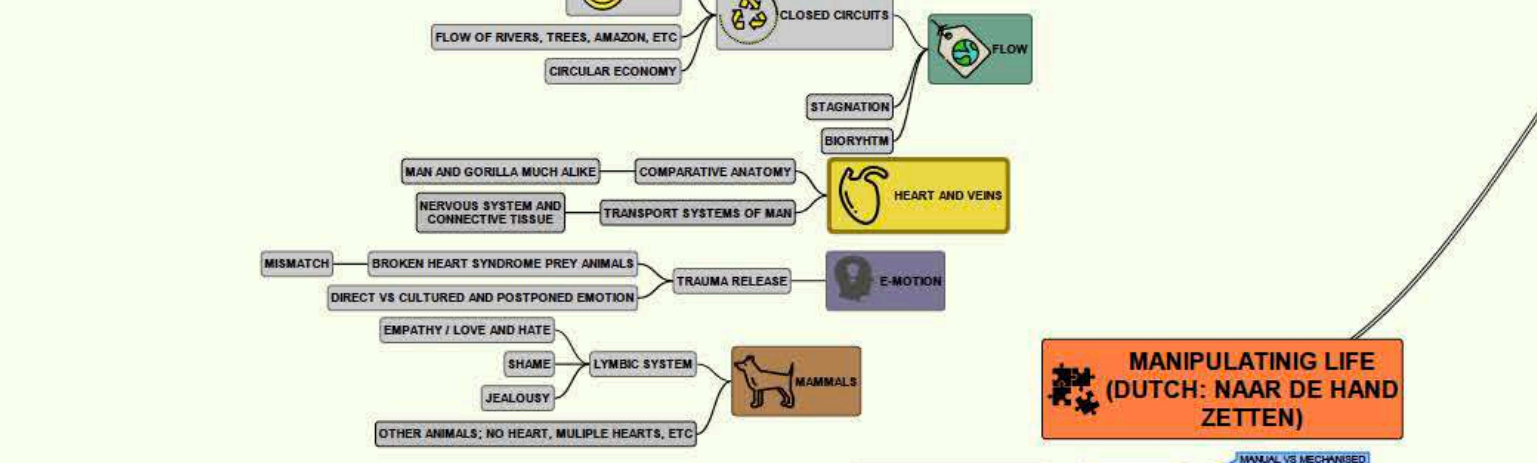
SMELLING YOUR WAY AROUND



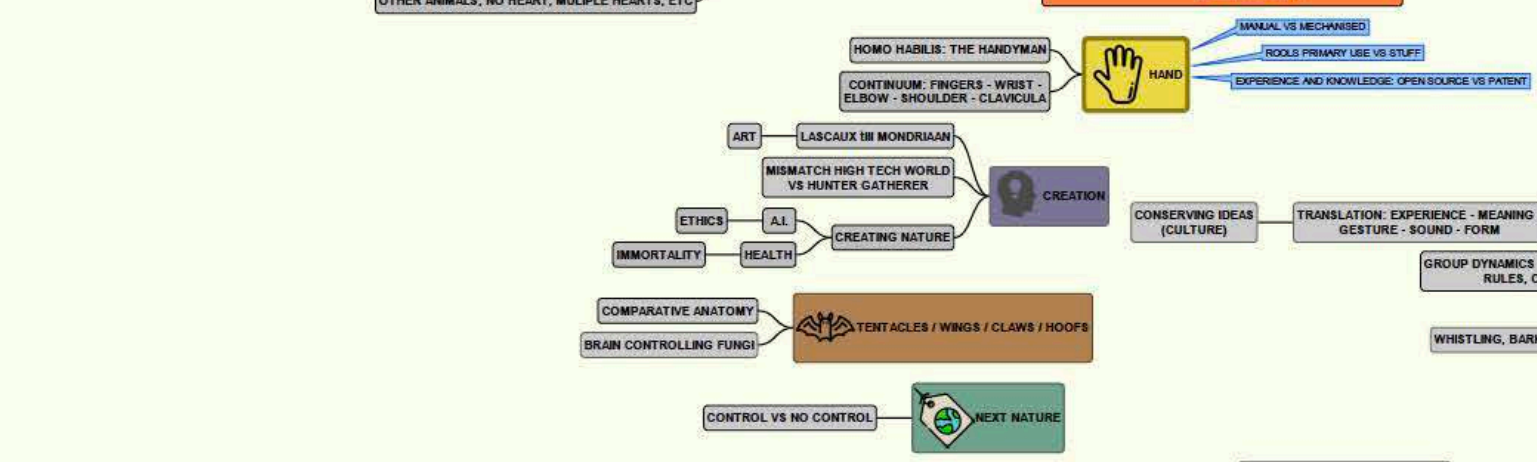
MAPPING THE WORLD



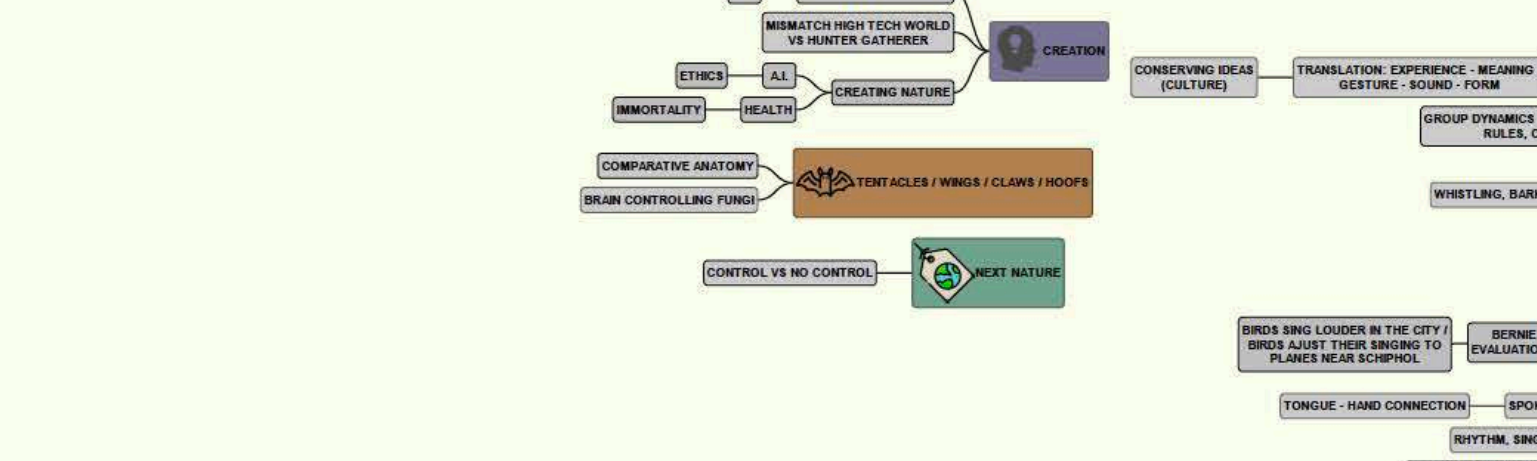
FLOWING IS LIVING



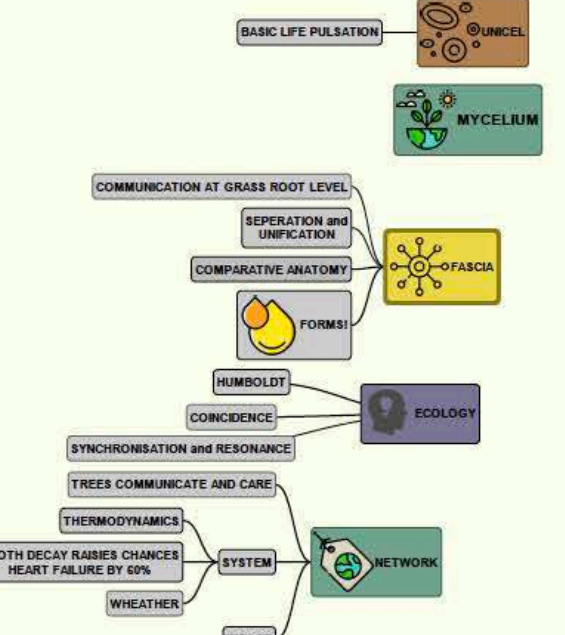
MANIPULATING LIFE (DUTCH: NAAR DE HAND ZETTEN)



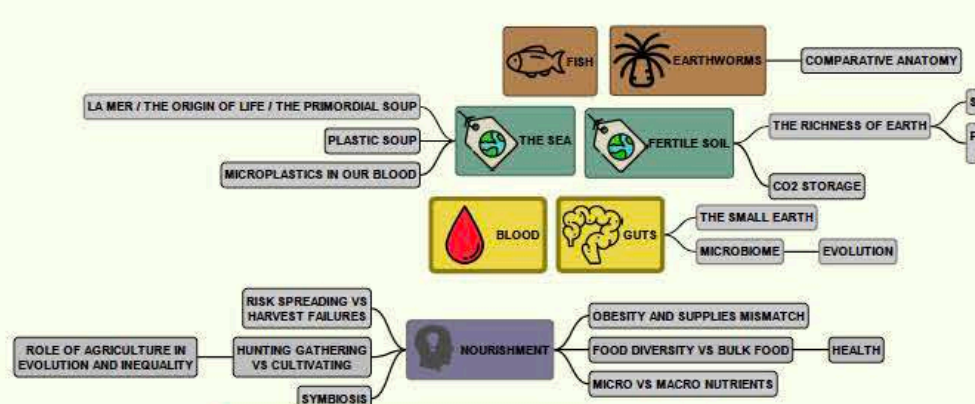
A SEA OF SOUNDS



CONNECTING THE DOTS



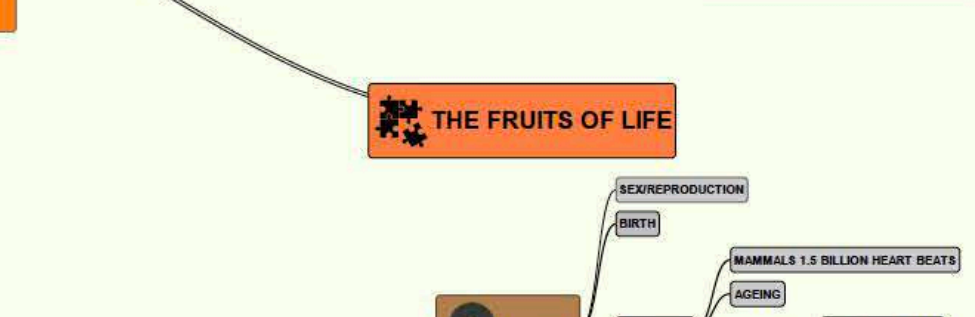
YOU ARE WHAT YOU EAT



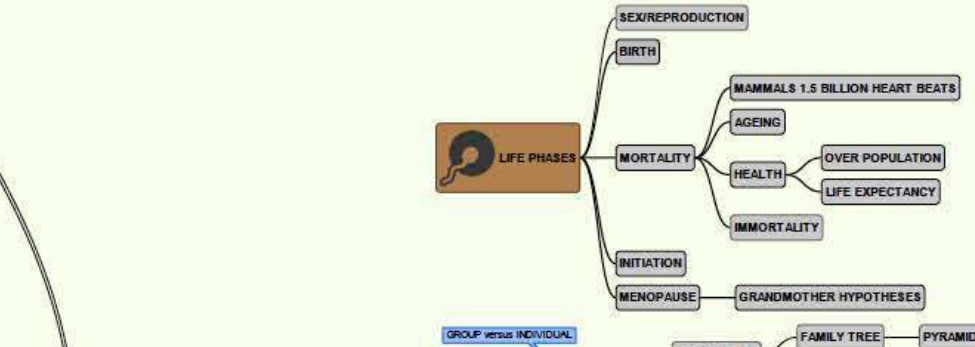
THE SPACE YOU TAKE UP



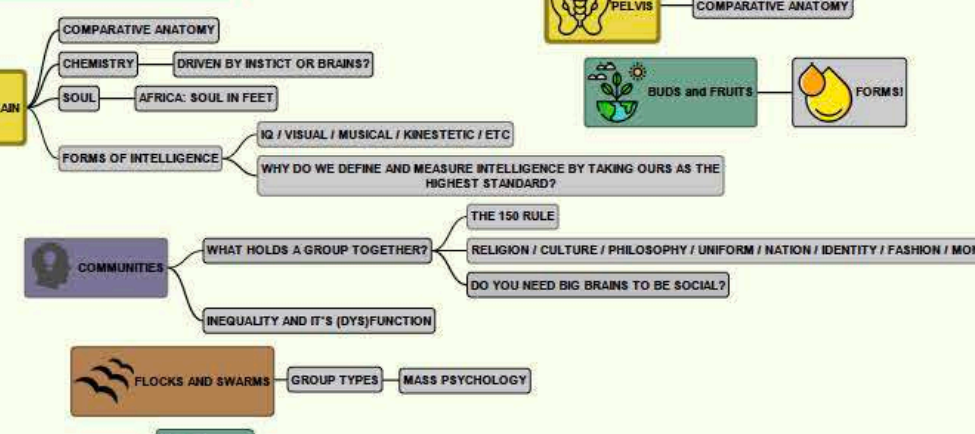
MADE TO ENDURE



THE FRUITS OF LIFE



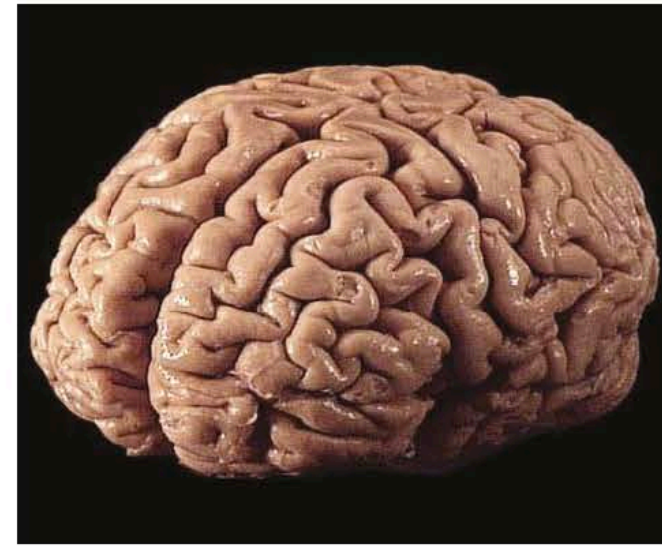
LIVING IN COMMUNITIES



Bring your own body

Biology as anchor point. Man as storytelling tool. Mirroring man and nature. Emotion. Speaking directly to the individual visitor. These are just a few examples of the principles that apply to the new museum. It has resulted in the integration of (human) body parts in the storytelling of the museum. In all themes a body part is represented, sometimes literally,

sometimes through association. It will help to connect to the visitor, as it comes so close to your individual being, and as all visitors bring their own physical selves to the museum. By means of the body parts, the visitor will discover special related stories and make connections he has not made before.



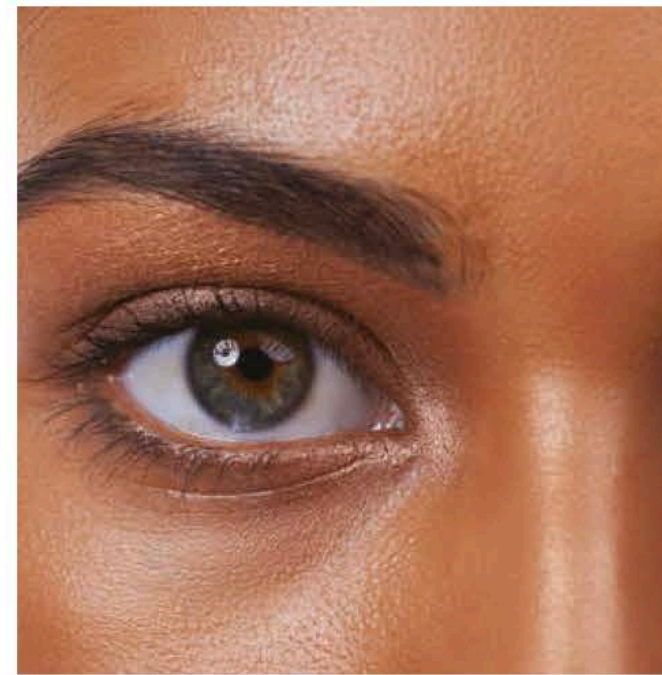
Brain



Gut



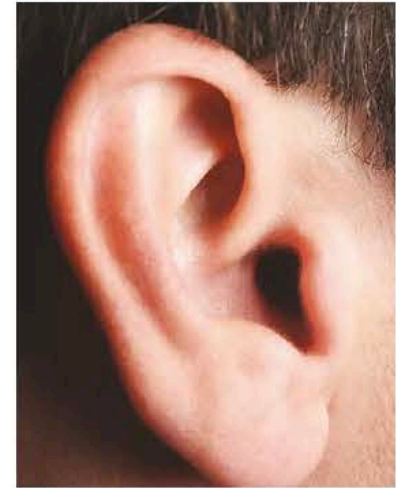
Spine



Eyes



Skin



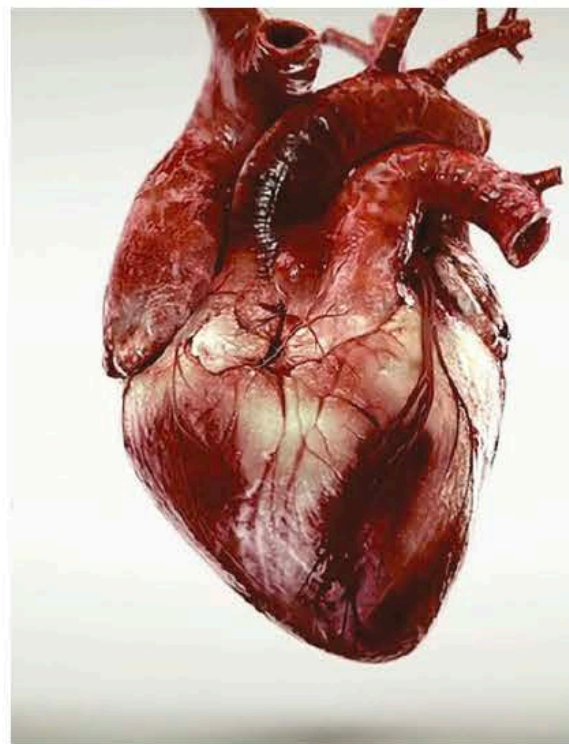
Ears



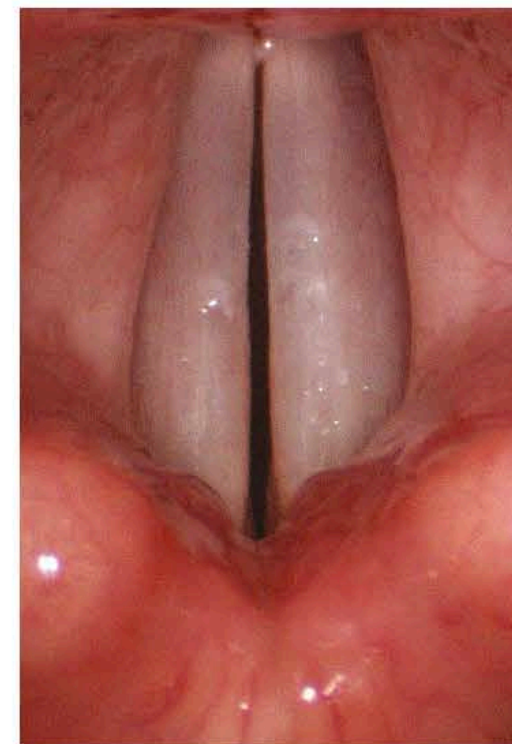
Feet



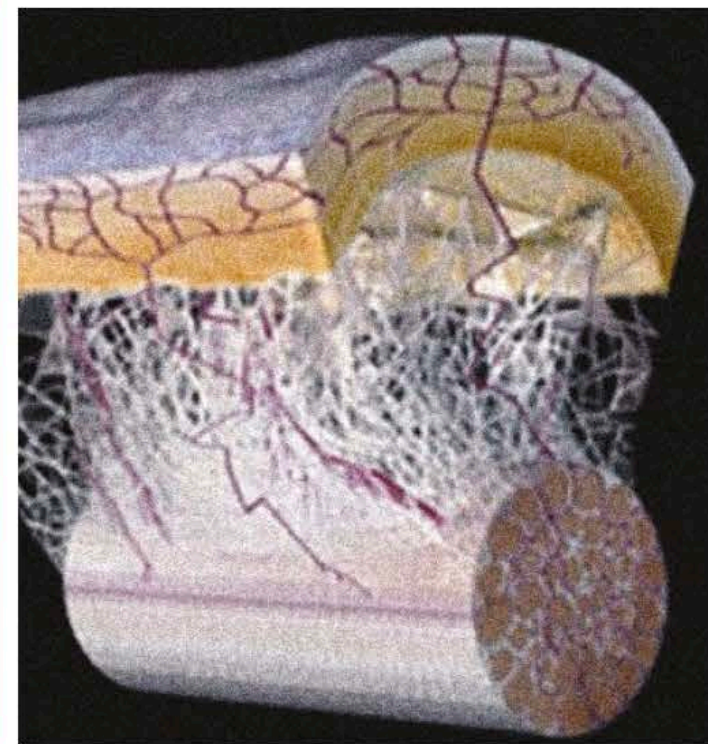
Pelvis



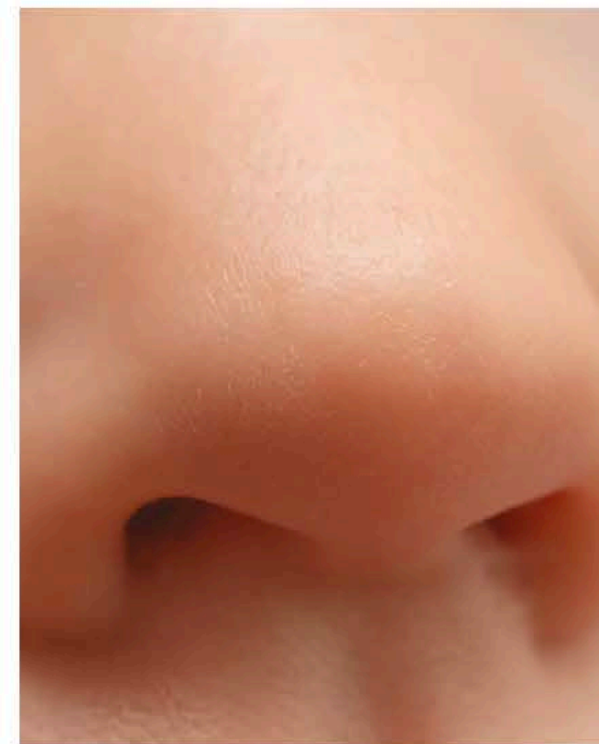
Heart



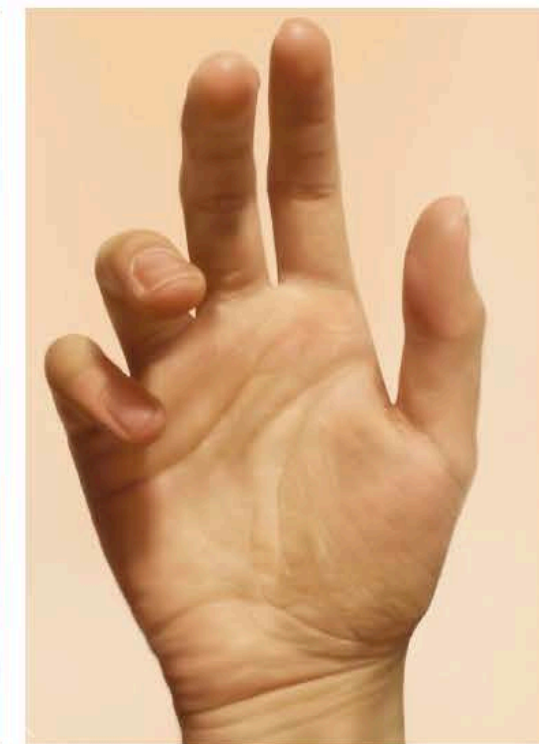
Vocal cords



Connective tissue

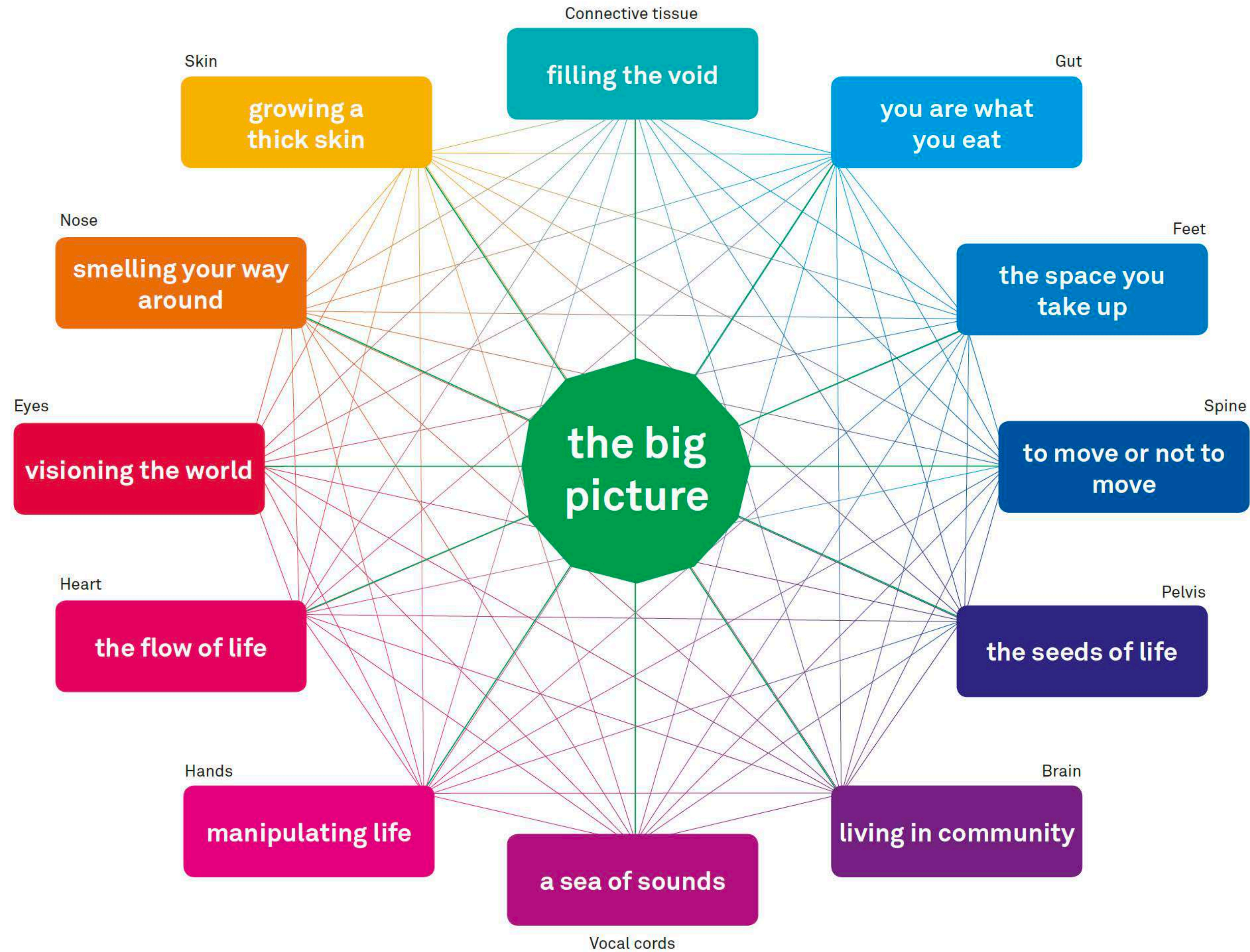


Nose



Hands





You are what you eat

About your relationship with the earth, soil, food and yourself

Our hunter gatherer ancestors had a very diverse diet: nuts, berries, roots, fruits, seeds, fish and meat. The present you has lost this symbiosis with food. Monoculture, crop standardization and artificial substitutions result in a low diversity in food, containing lower levels of micro nutrients. Whereas

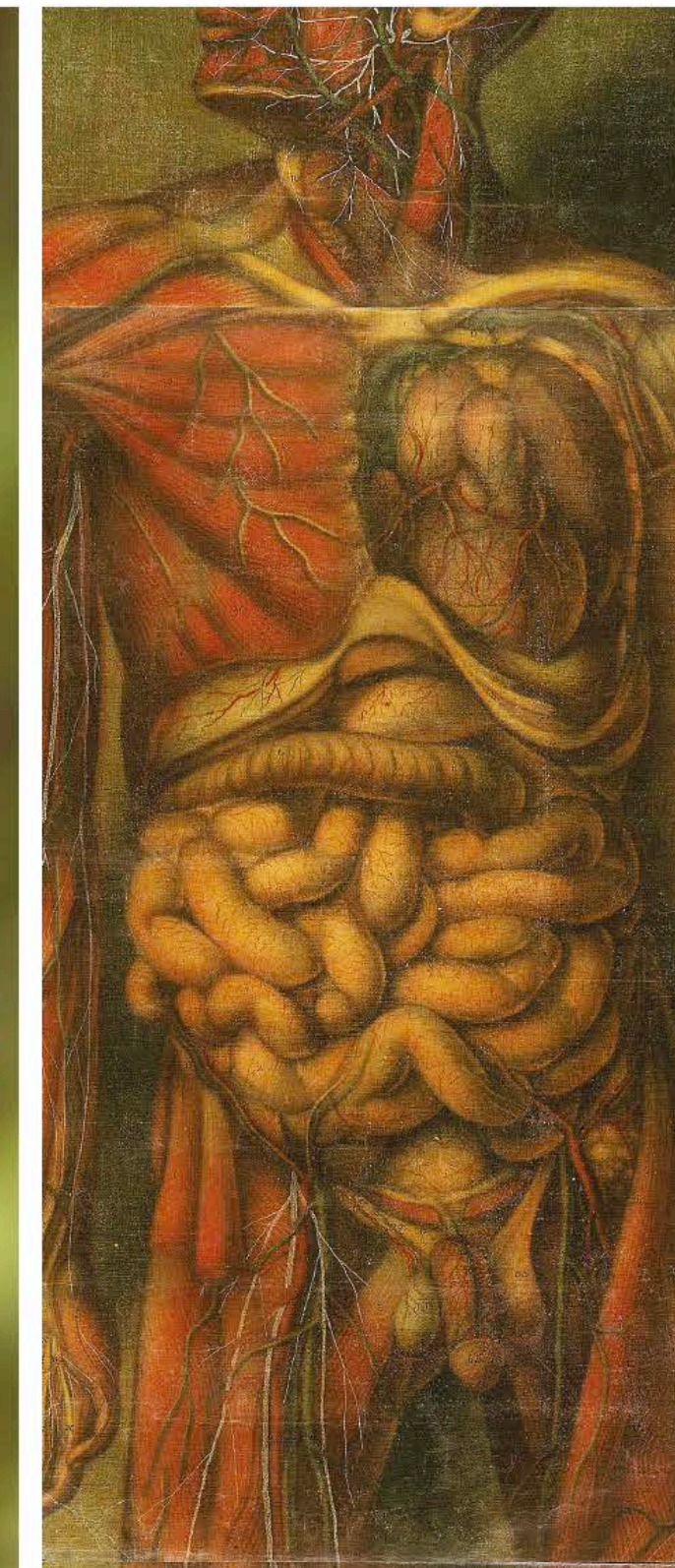
monoculture wastes the earth's fertility, the high carb diet is limiting your nutrient intake and degenerating the microbiome in your gut. The agricultural revolutions did not just bring us great opportunities and welfare. The first of these – around 10.000BC – made small cities appear, and already was the starting point of

the depletion of our body by our food habits. And of social inequality between men. As you are literally absorbing your environment, you are not so far apart from the earthworms, who are actually eating through their environment. The large earth we live upon and the small earth of your intestines are therefore interconnected.

Just look at the plastic soup, that is not only accumulating in the oceans, but is currently literally running through your veins. So how do you want to relate to your food and food production?



Australian earth worm



Human digestive system



Hunter gatherer with zebra leg



Mono culture infest control

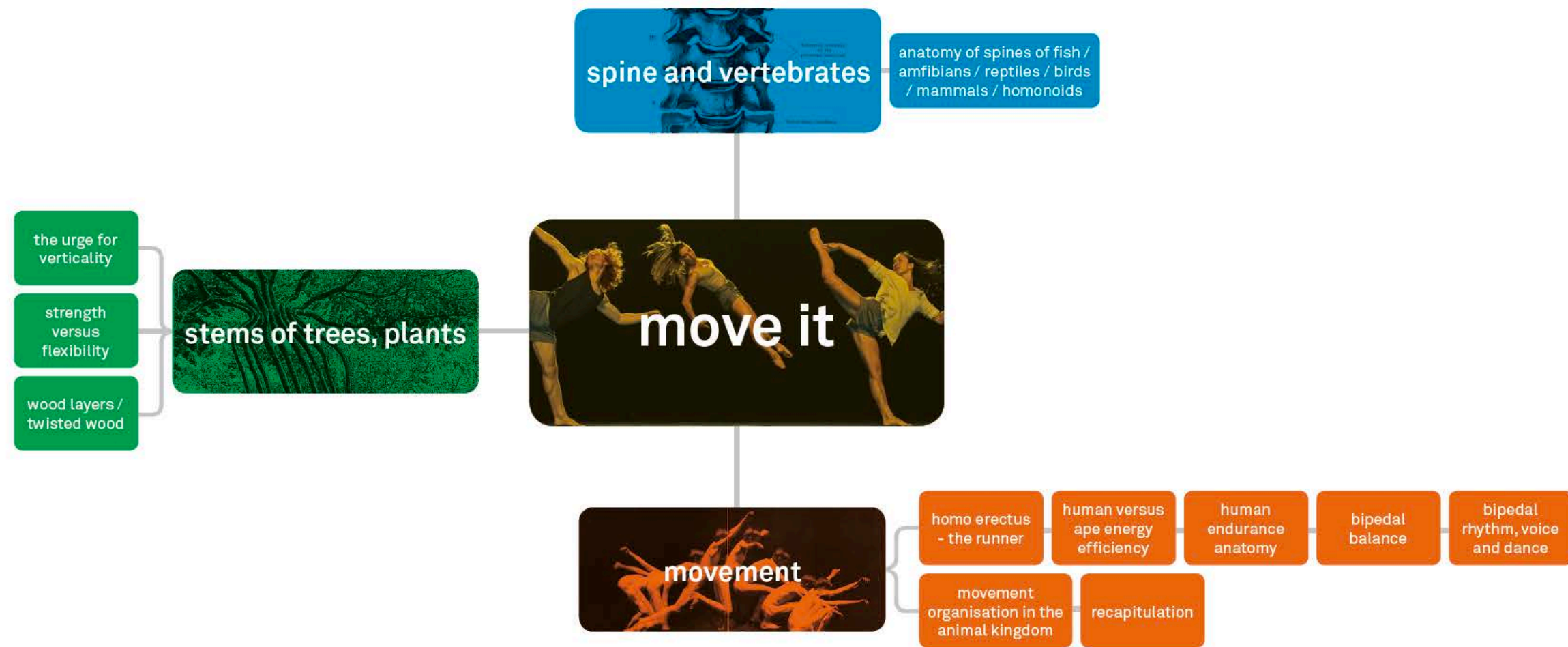
Move it

About the importance and diversity of movement

Movement comes in many variations. Design is the key: the interrelation between anatomy and function. All vertebrates - fish, amphibians, reptiles, birds and mammals - share a spine, but developed unique usages. The human spine is upright, but still holds the movement principles

of our far distance vertebrate relatives. Walking upright, on two legs, asked for specific balance tools and rotation. Together with the sweating ability, freed up hands and perspiration, this became the core of the human endurance design. And the key success factor in hunting,

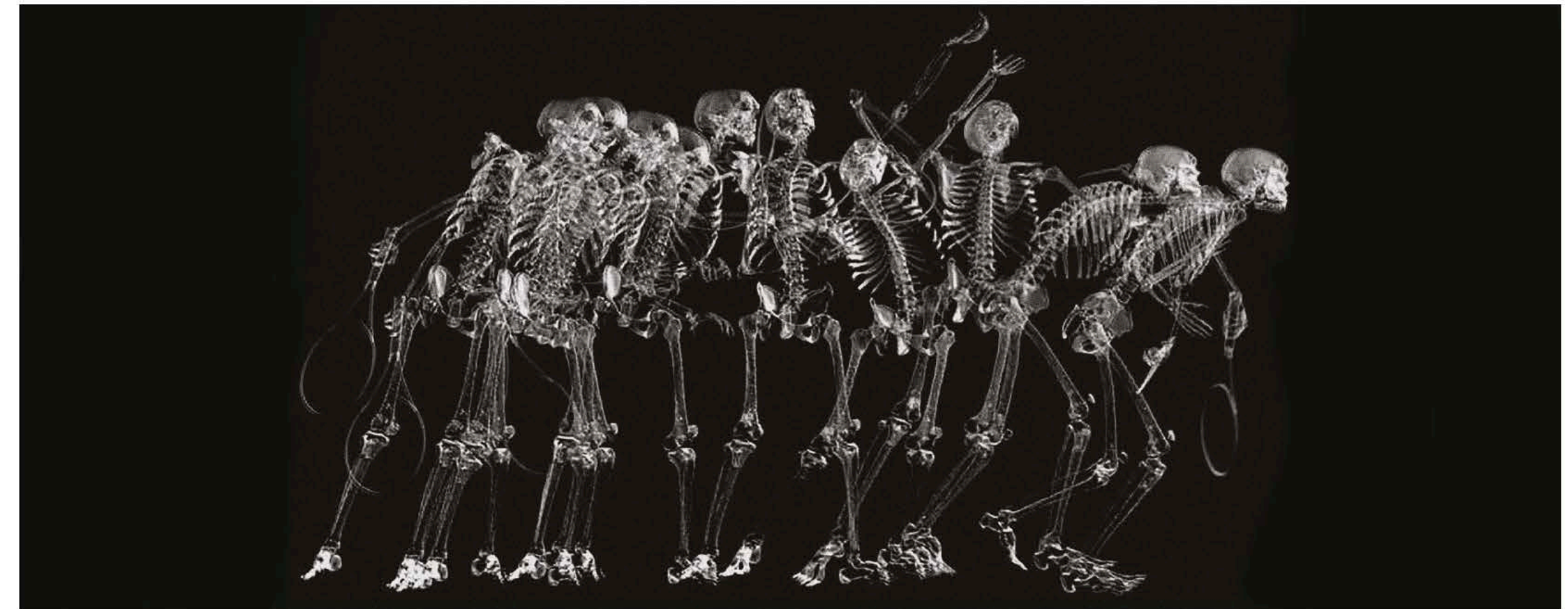
gathering and migration. Fascinating enough, the spinal and movement development of human infants mirrors the macro evolution that took place on earth. Having a backbone implies a good balance between strength and flexibility, just like the stems of trees and plants.



Child lifting itself up from the ground



Chameleon lifting itself up from the ground



A human body in motion (tennis)

The flow of life

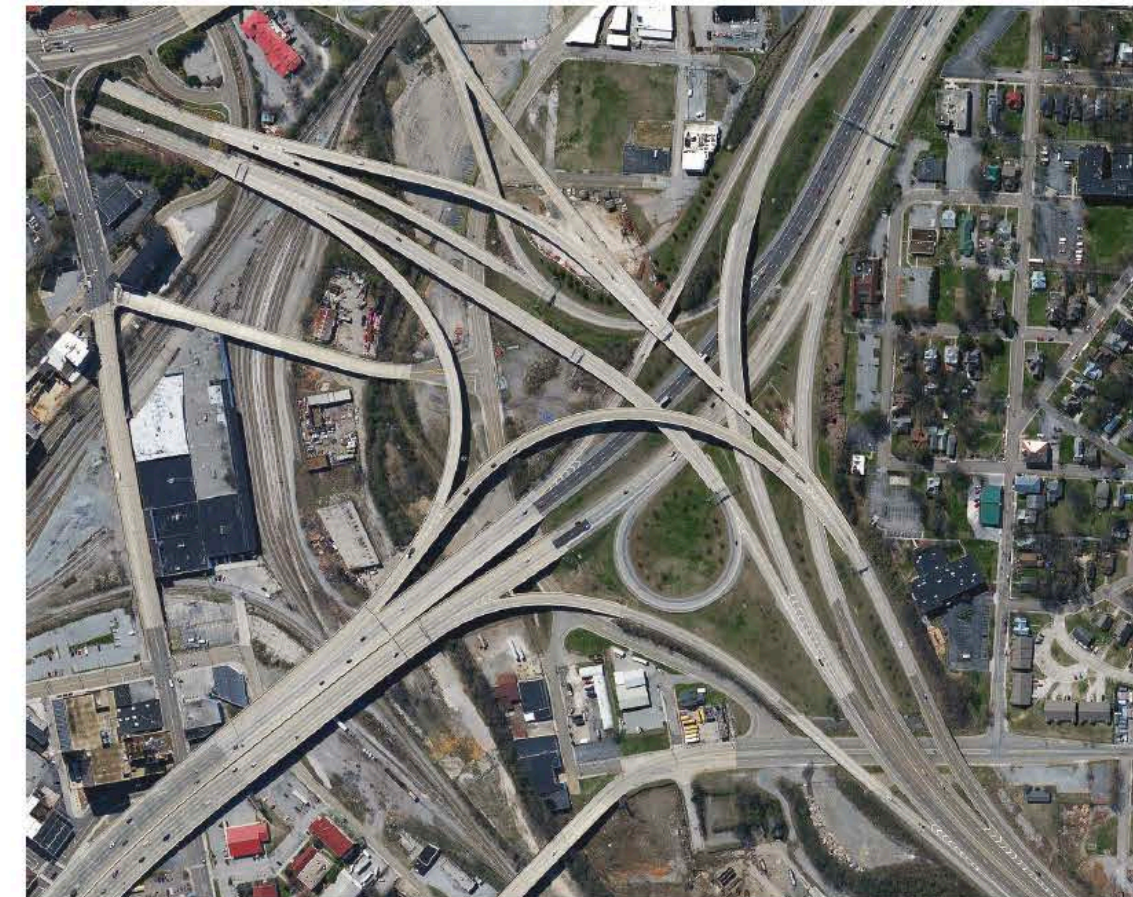
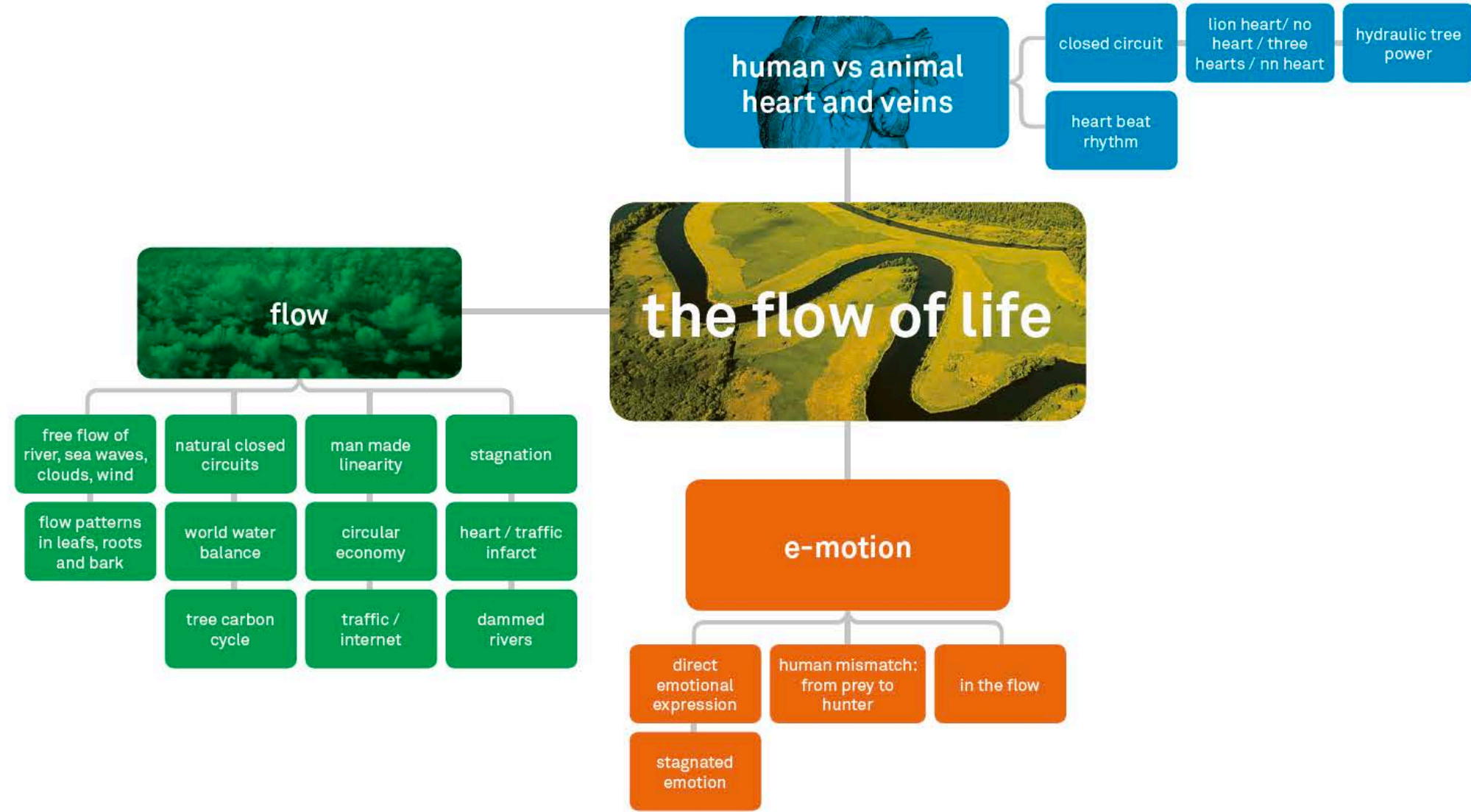
About circularity and stagnation

The rhythm of your heart says it all: there would be no life without its beat and flow. Whether it is the blood through your veins, the water in the river arms of the Amazon, the planetary water cycle, or the nutrients in the vessels of a tree. In nature circuits are closed, without beginning or end, circular, turning waste into resource. The man-related flows, such as traffic and our economy, follow the same pattern. Or don't they?

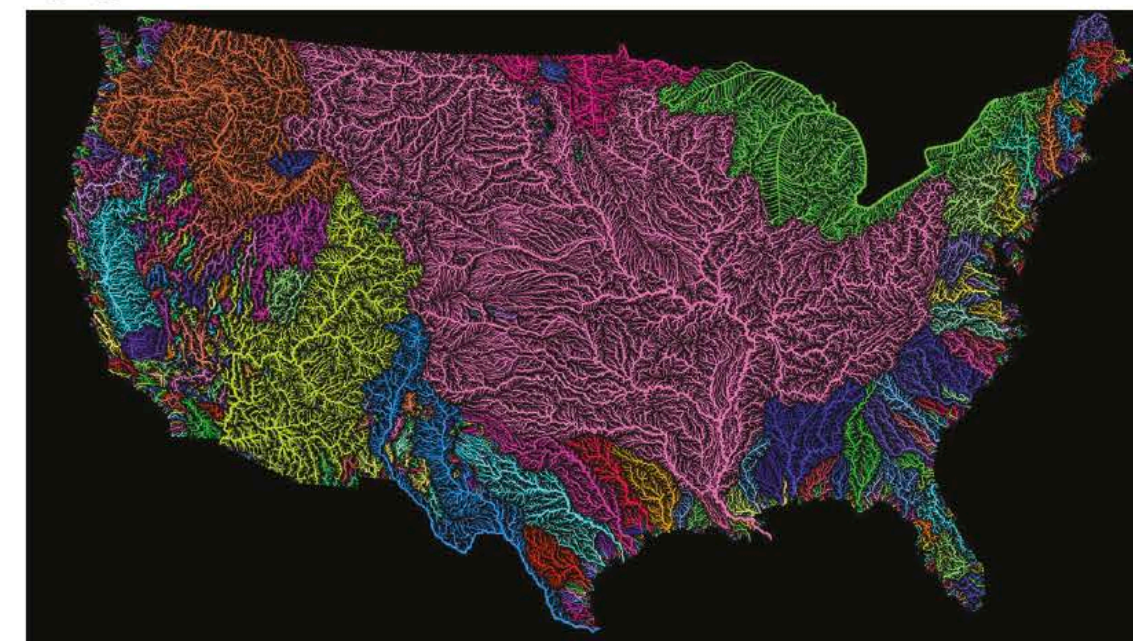
Man seems to approach its designed flows in a linear way; although nature shows circularity is beneficial and sustainable. Stagnation of a flow alters the system and has massive impact. Damming of rivers, the broken chain between waste and resource, and the long term withholding of emotion are causing dramatic imbalances. For mammals a big shock can even lead to death through the broken heart

syndrome. Ironically, we as humans are at the top of the food chain, but our system is often still reacting as if we have remained the prey animal that we once used to be. And although we often think that emotions are reserved for humans only, many animals have emotions as well. All living creatures depend on internal, circular flows. For those with heart and vessels, nutrients are being transported by this system.

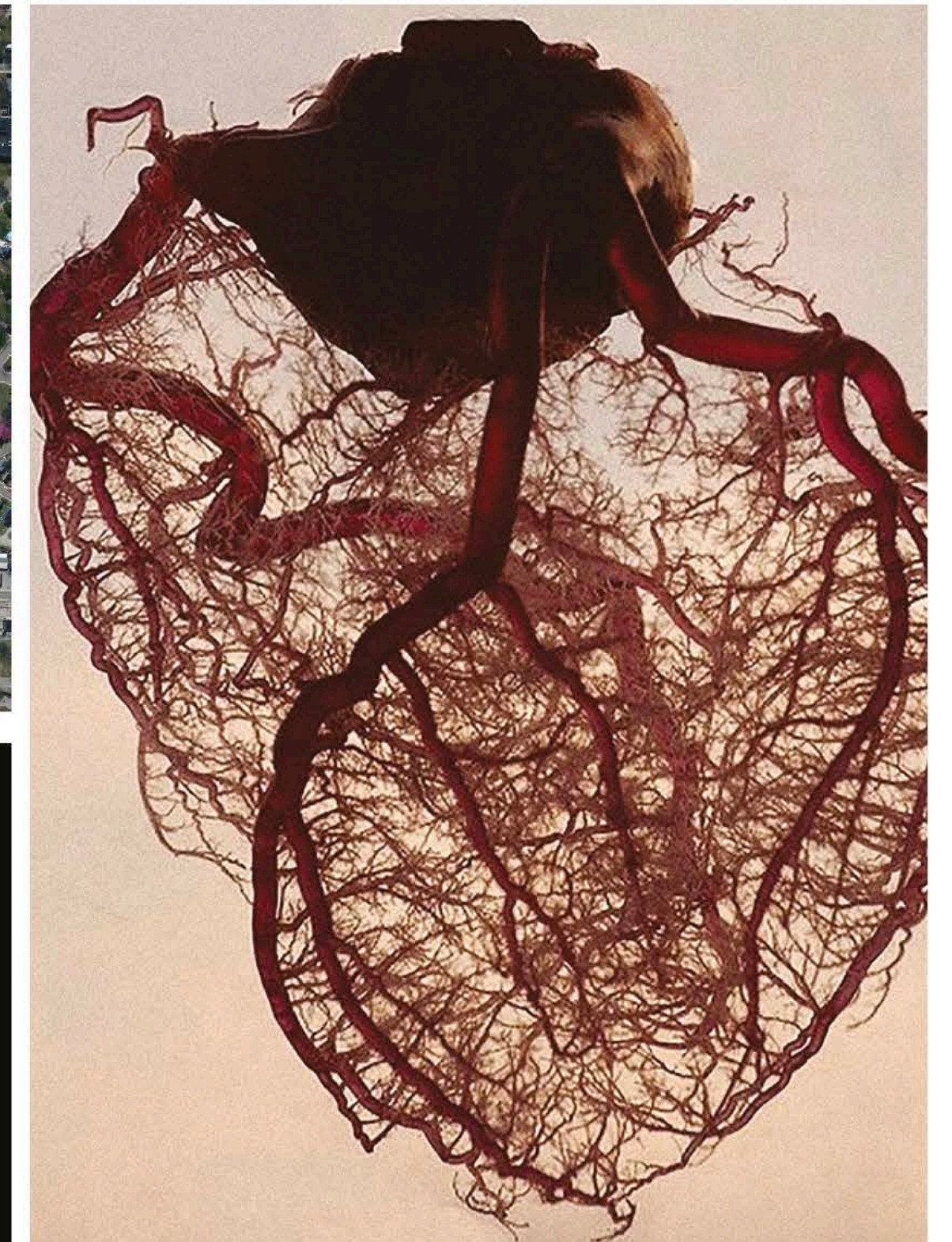
There are great similarities; doctors state there is little difference between the heart of a gorilla and of a man. However, nature has many solutions, from organisms without a heart to the Octopus with three hearts (and 9 brains and 8 "penises" – quite impressive).



Highway junction



River systems



Blood vessels in the heart

A sea of sounds

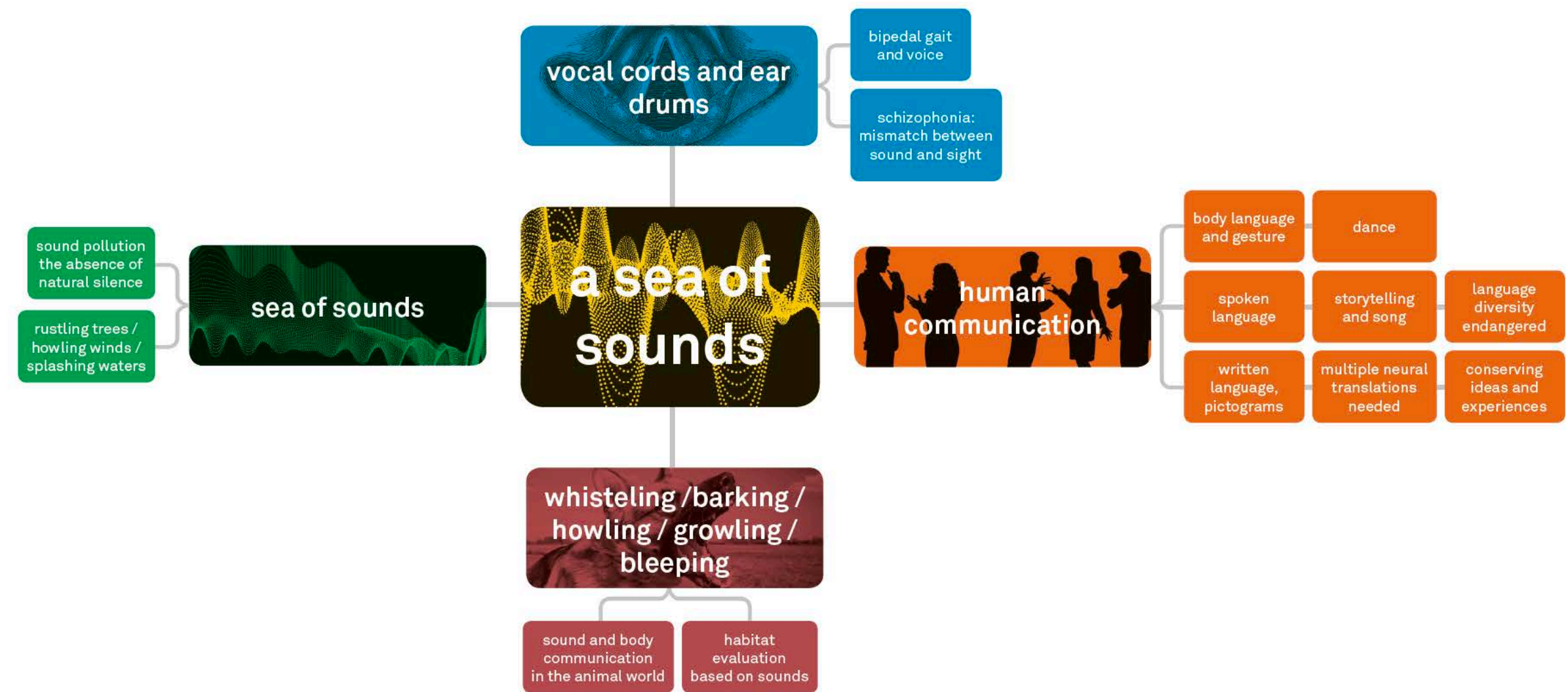
About communication, storytelling, songs and silence

Nature is never silent. The total absence of sounds does not exist, we would not survive it. We are surrounded by a sea of sounds. Rustling trees, the howling wind, the sound of a stream; all are natural phenomena filling the space with their sounds. Animals have adopted sound to communicate: they whistle, sing, howl, meow,

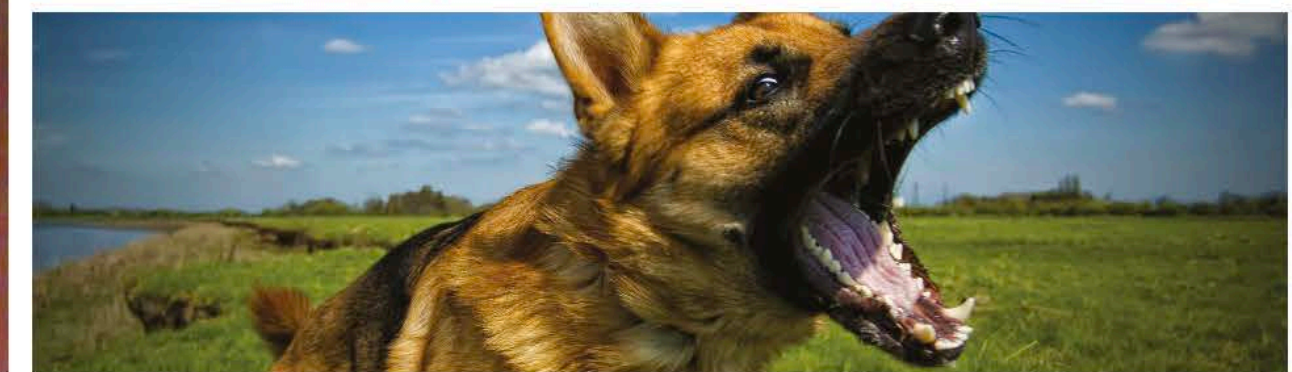
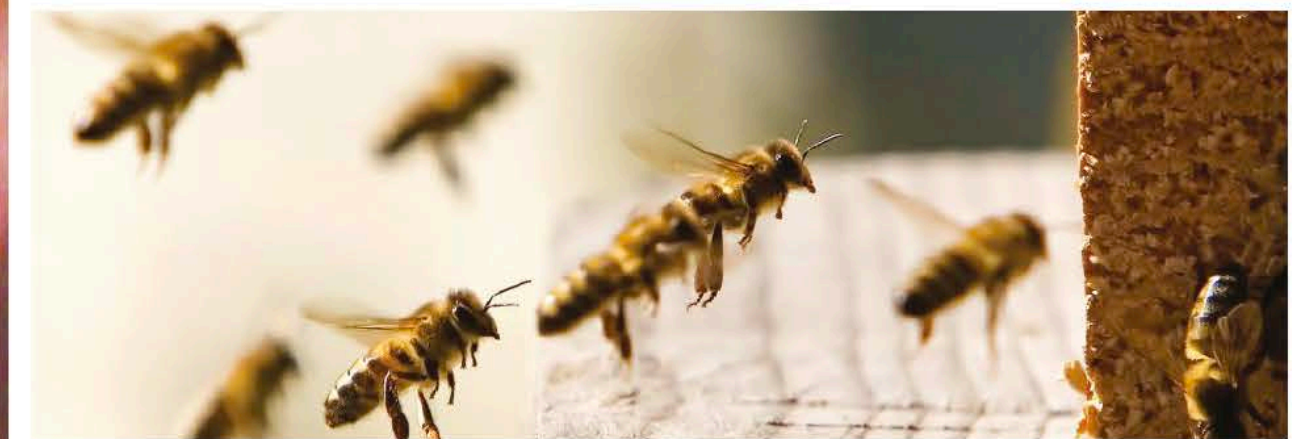
bark, growl and beep. They define their territory, impress the other sex, warn each other, or sing for pure pleasure. They adapt their sounds and communication to the changing environment. Or, the remaining silence is the reminder of their disappearance. Humans have developed their own specific language. Starting from body

language and sounds, to spoken words, and ultimately written language. Only a balanced vertical posture allowed the vocal chords to create speech. Liberated and creative hands and an increasingly complex human society asked for language, storytelling and song. They enable us not only to communicate, but also to

conserve ideas and experiences. But we are also polluting the world with sound and noise. And even confuse ourselves when the sounds of our headphones result in a 'schizophonic' mismatch between sounds and sight.



Vocal cords



Different animal sounds

Growing a thick skin

About immunity, protection mechanisms and adaptation

Your skin is your largest organ. It has been designed to protect and conserve you, just as an apple peel, the bark of a tree, the thorn on a bush and the shell of a walnut. It is breathing and it perspires. The breathing of our skin, the pores that open up and close, are like flowers opening up to the sunlight and

closing for the night. Or leaves spreading for optimal photosynthesis. Man has also created an artificial skin, the ultimate container and conserver: plastic. However, the success of this product is also its setback: it hardly decomposes. The skin is as well the organ for feeling; touch is indispensable for both animals

as man. Immunity is the great protector and the skin forms its first barrier. You need a thick skin to defend, but a thin sensitive one to detect and adapt. Immunity and survival are defined by the ability to adapt to changing circumstances. For animals, plants and our early forefathers this asked for entirely different qualities, compared

with us, city dwellers, living in artificial environments. As for skins, nature holds a great variety. And man wouldn't be man if he would not have tried to understand and order. Such as Turing's pattern, a mathematical model for explaining and predicting skin patterns.



Elephant skin



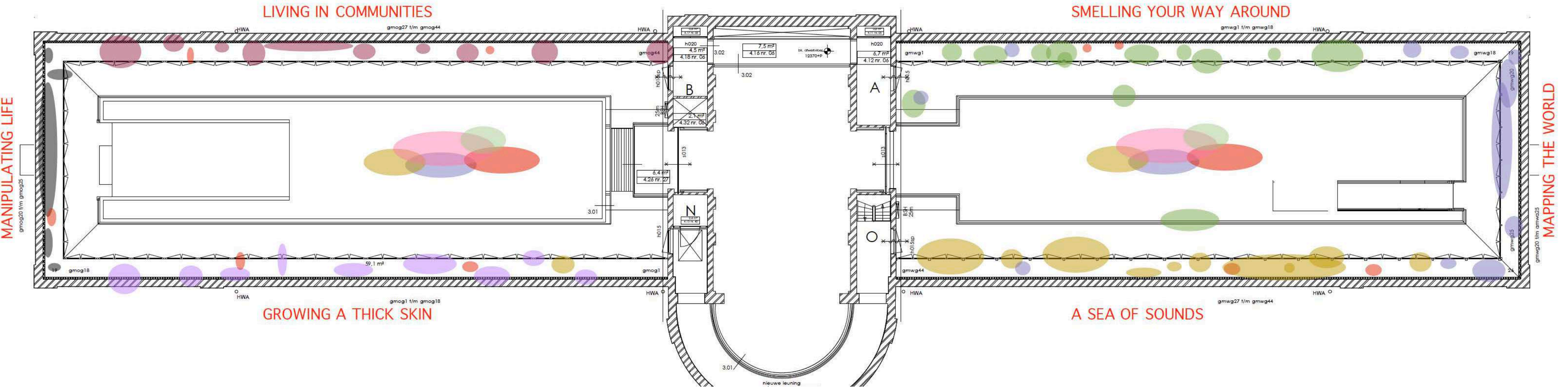
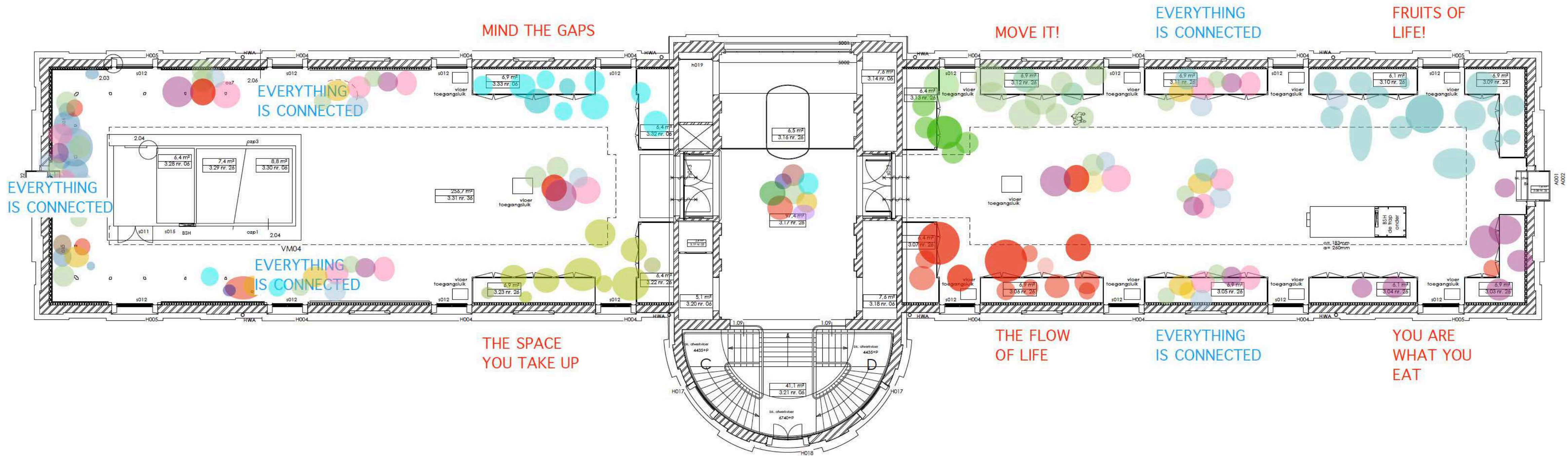
Sequoia tree bark



The pope blessing someone with an elephant skin disease



Artificial skin, plastic bags





Use the idea of being inside a showcase and outside a showcase to play with the idea of interconnectivity.



Visitors can sit inside a showcase



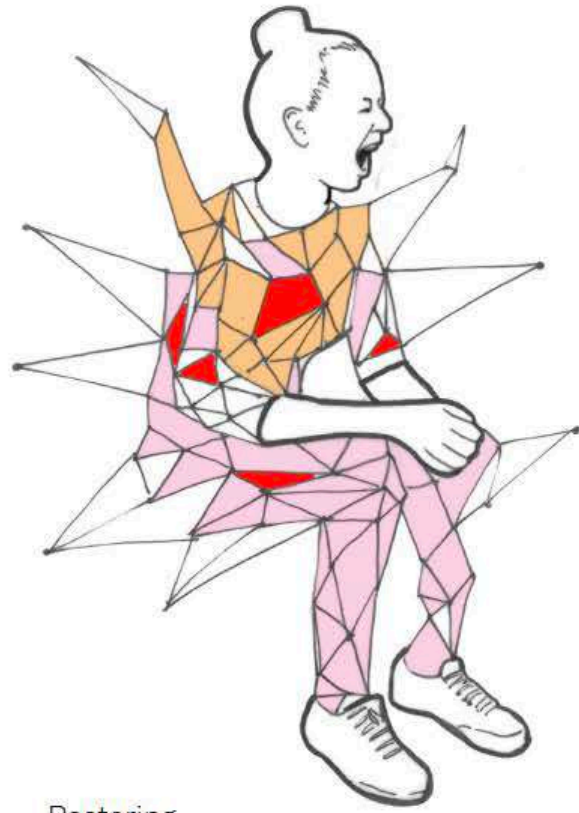
Special installation can pop out of the showcase



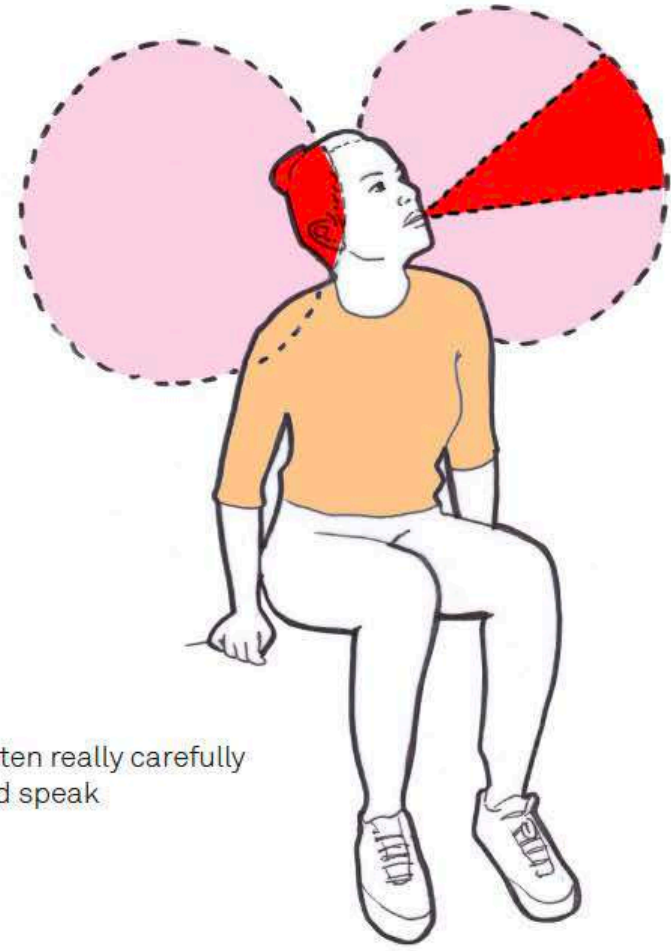
Interactive elements can be controlled through half open doors.



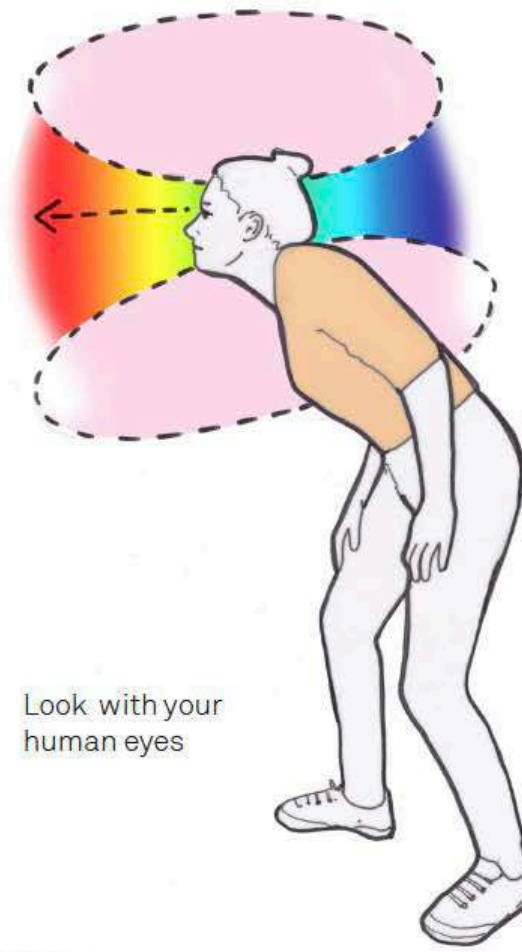
The walking space on the second floor is limited.



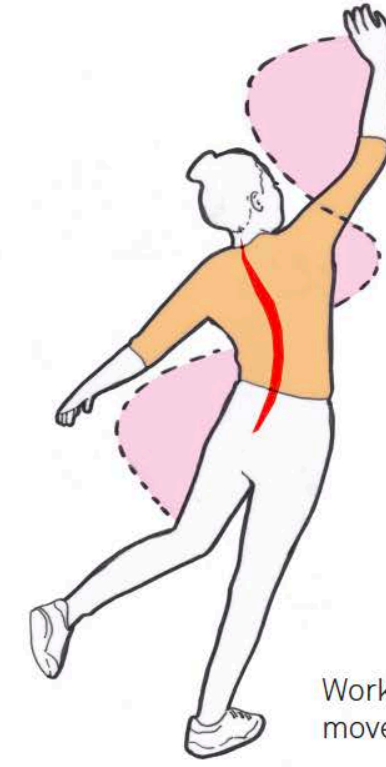
Restoring the whole



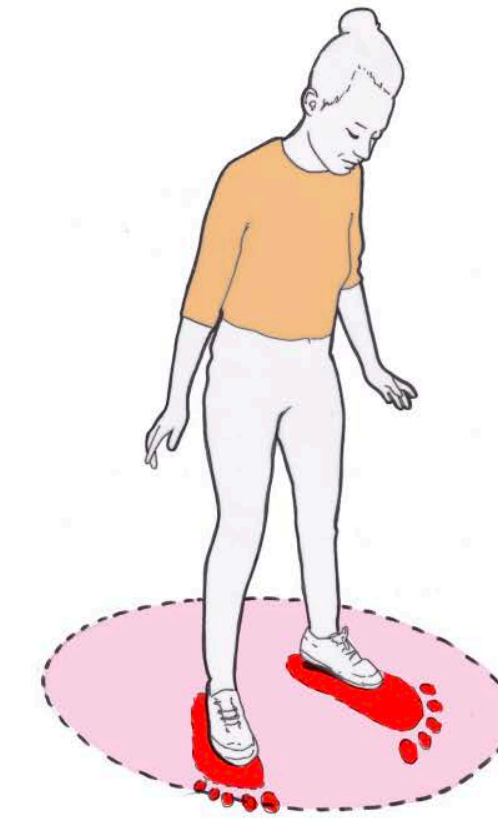
Listen really carefully and speak



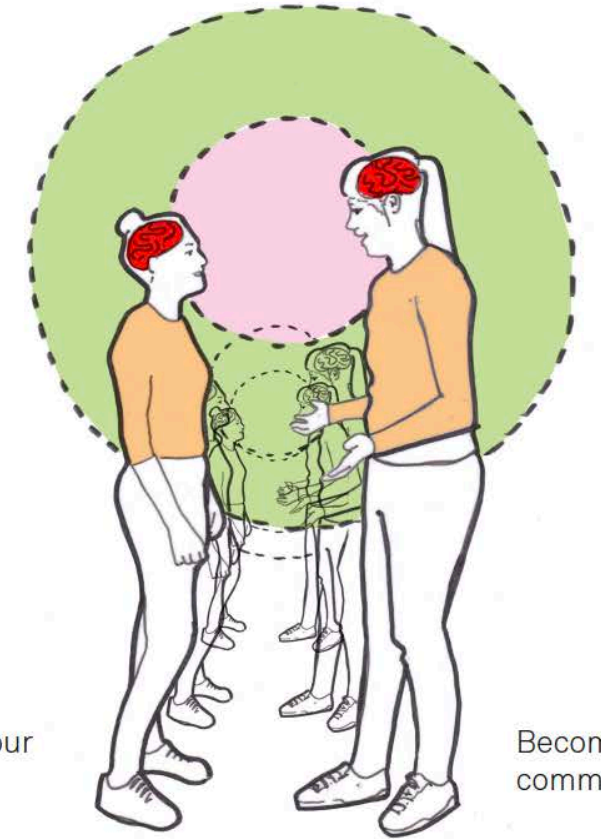
Look with your human eyes



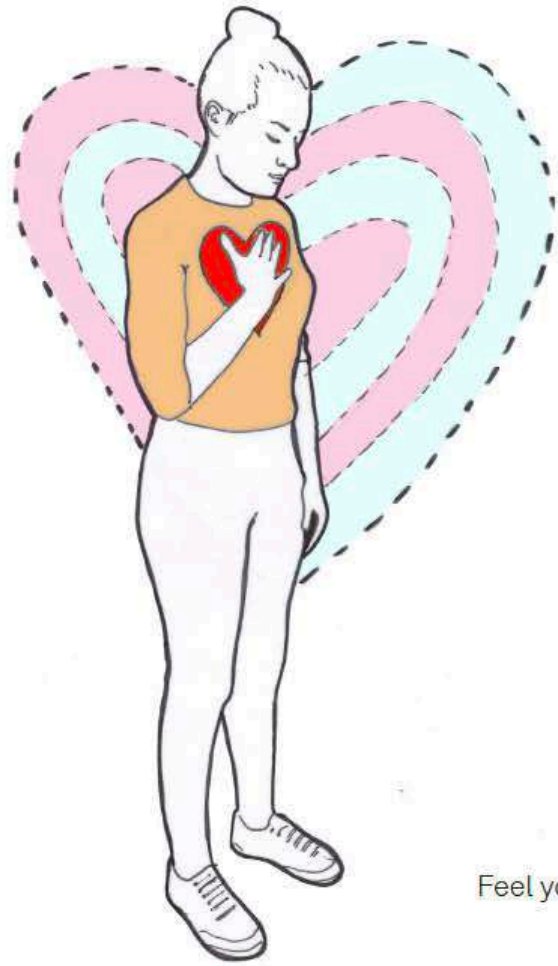
Work on your movement regime.



Measure your footprint



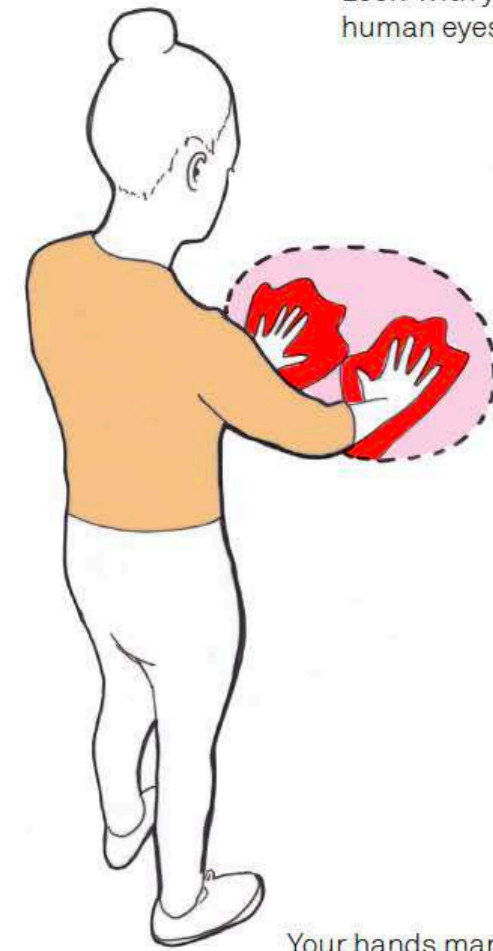
Become a community



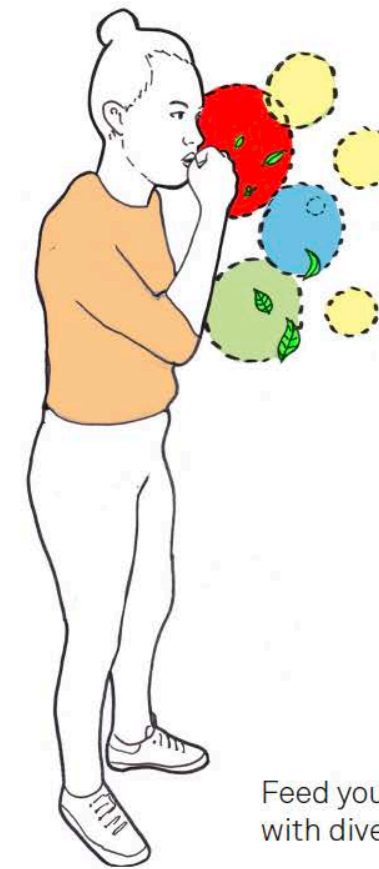
Feel your heart



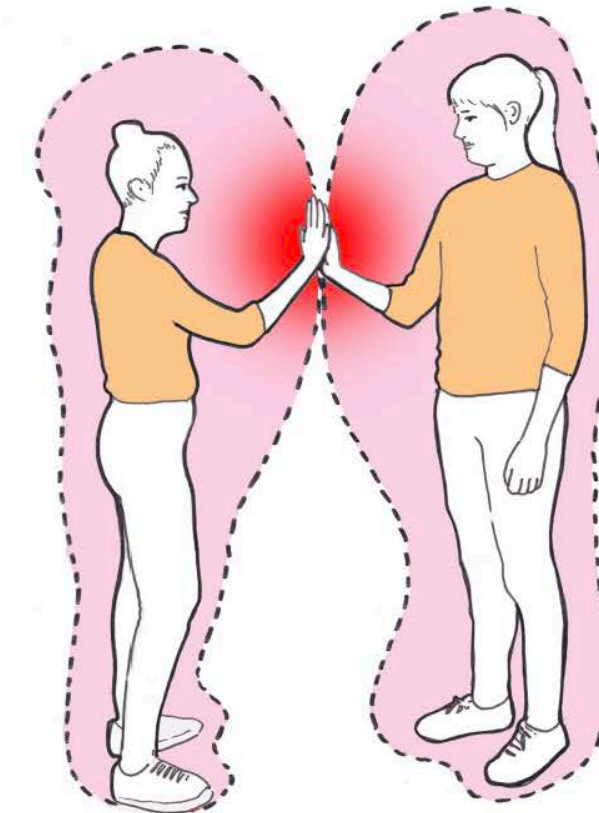
Give birth



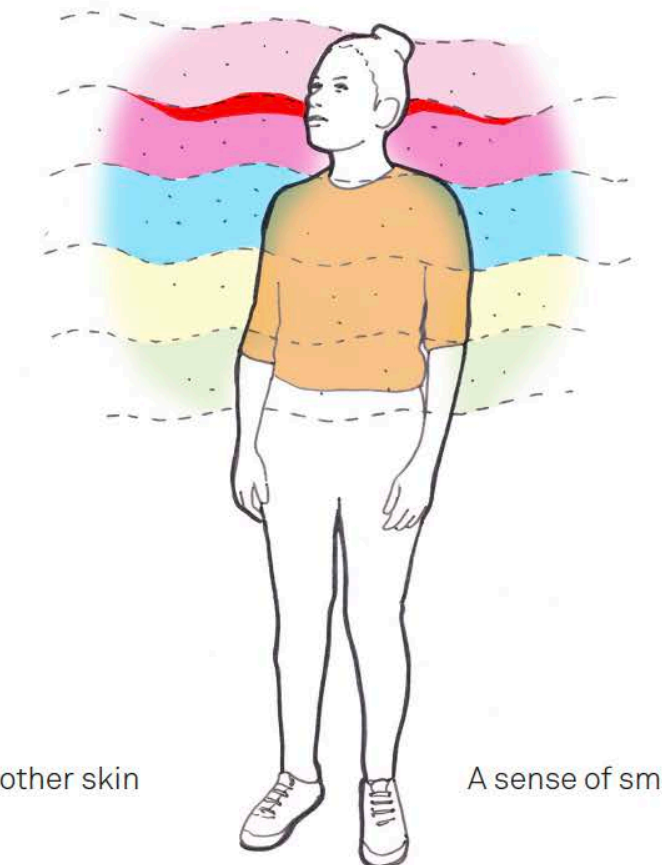
Your hands manipulate life



Feed your gut with diversity

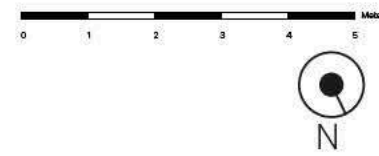
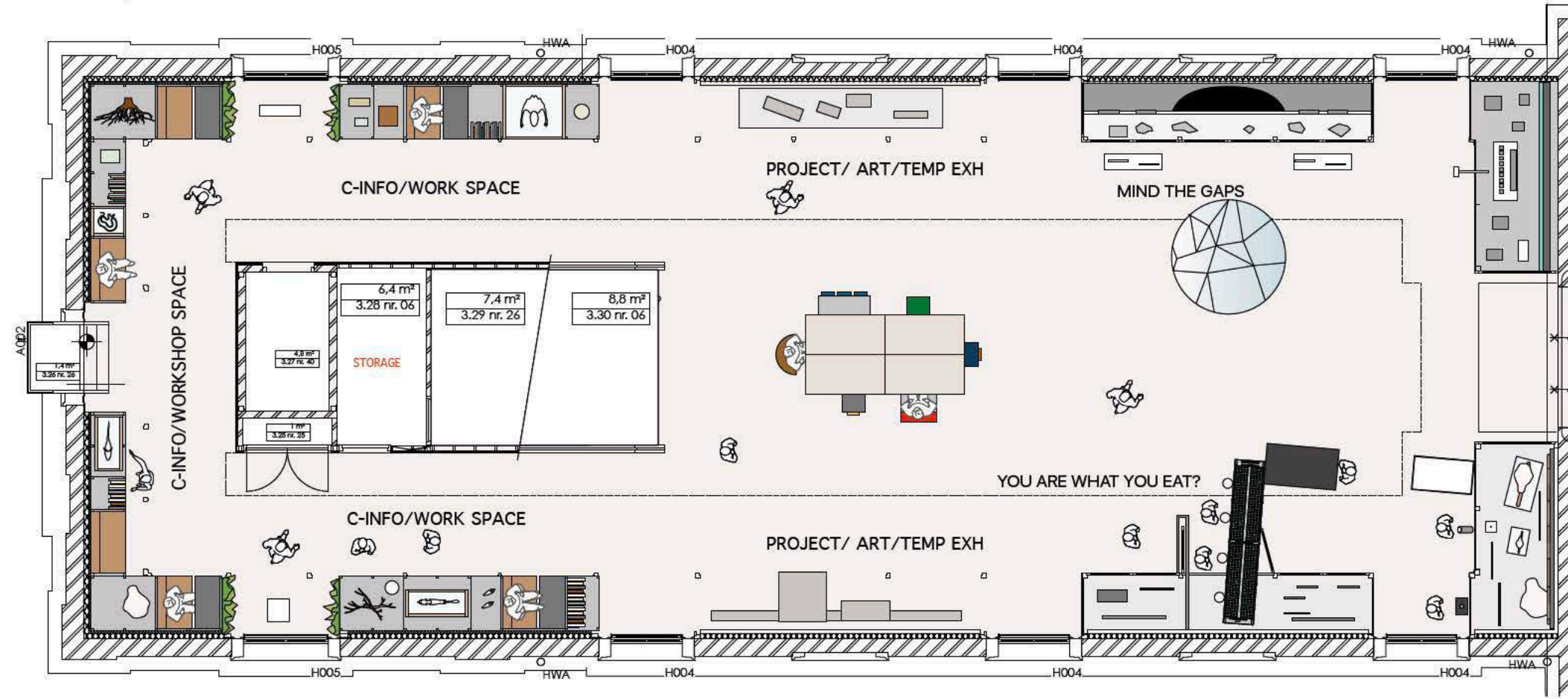


Touch another skin

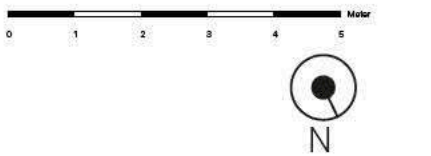
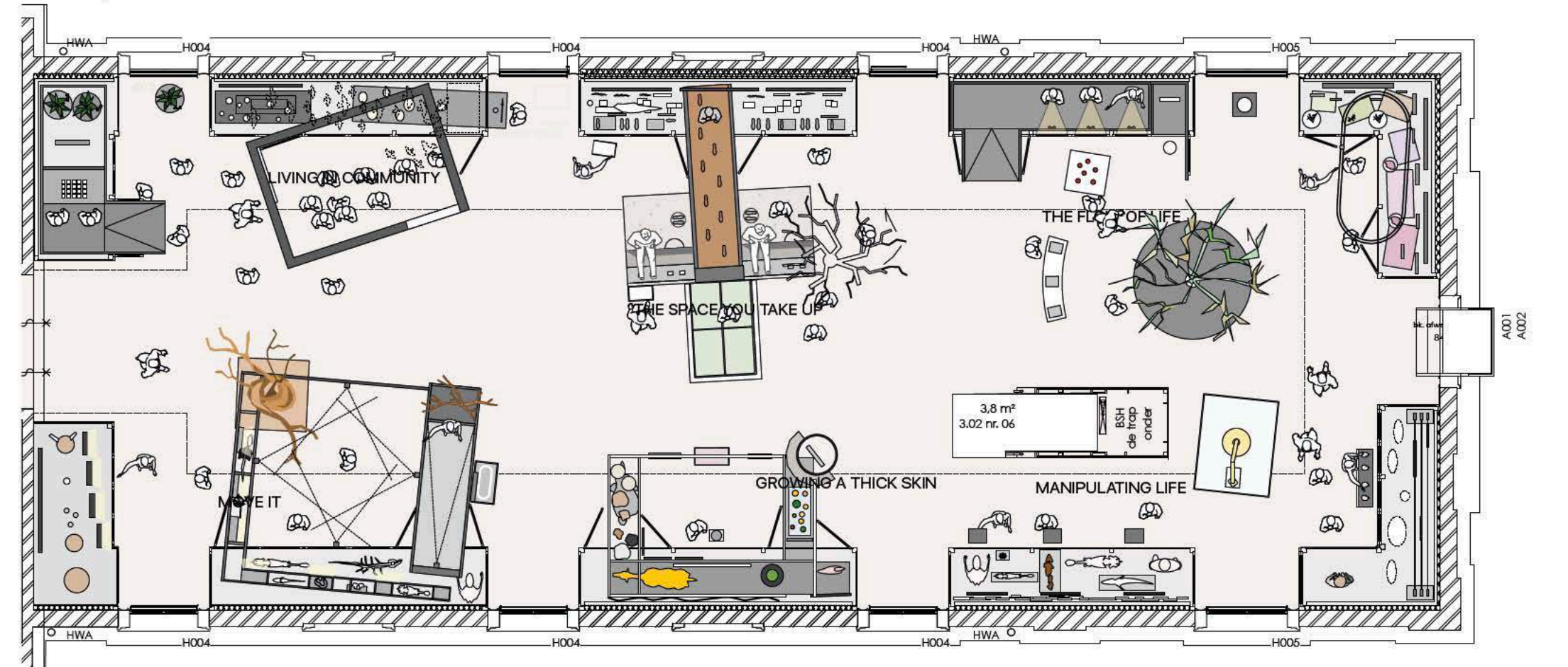


A sense of smell

EAST WING // GROUND FLOOR

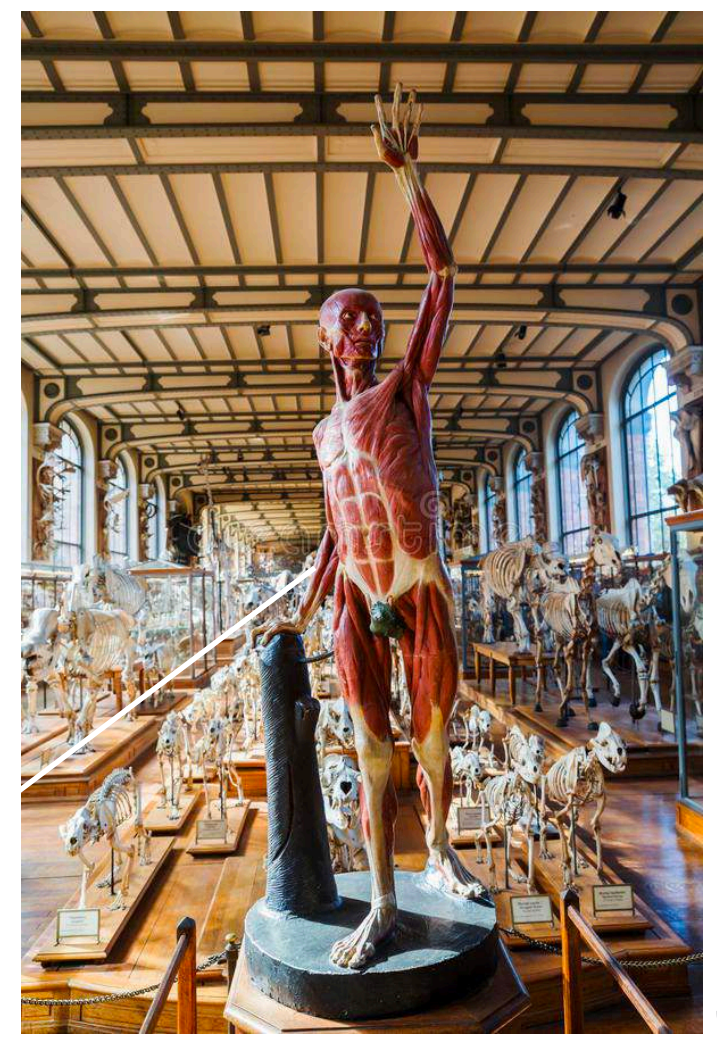


WEST WING // GROUND FLOOR





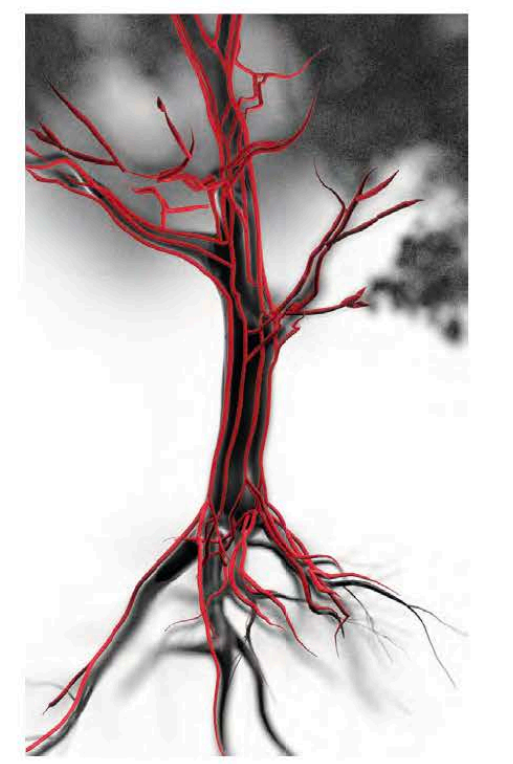
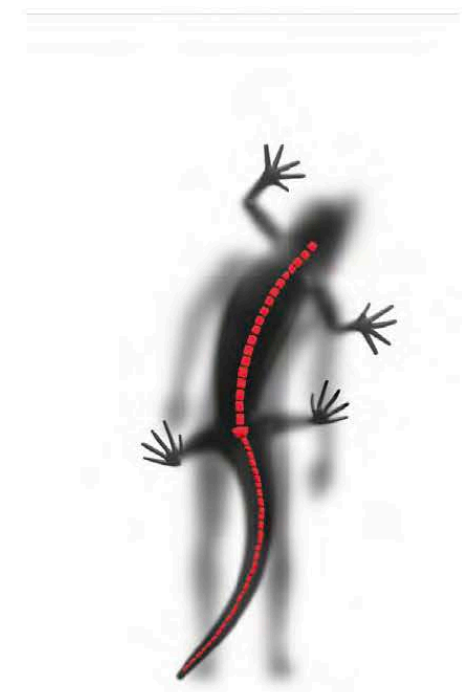
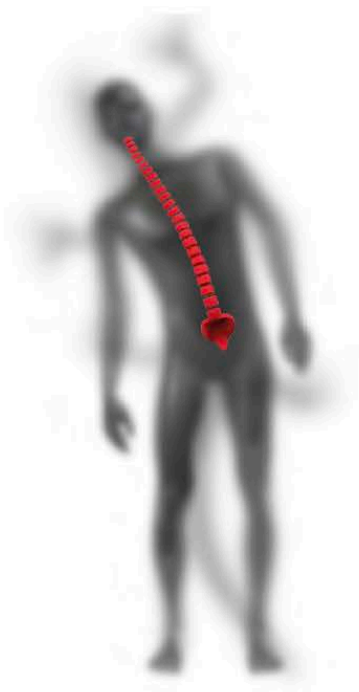
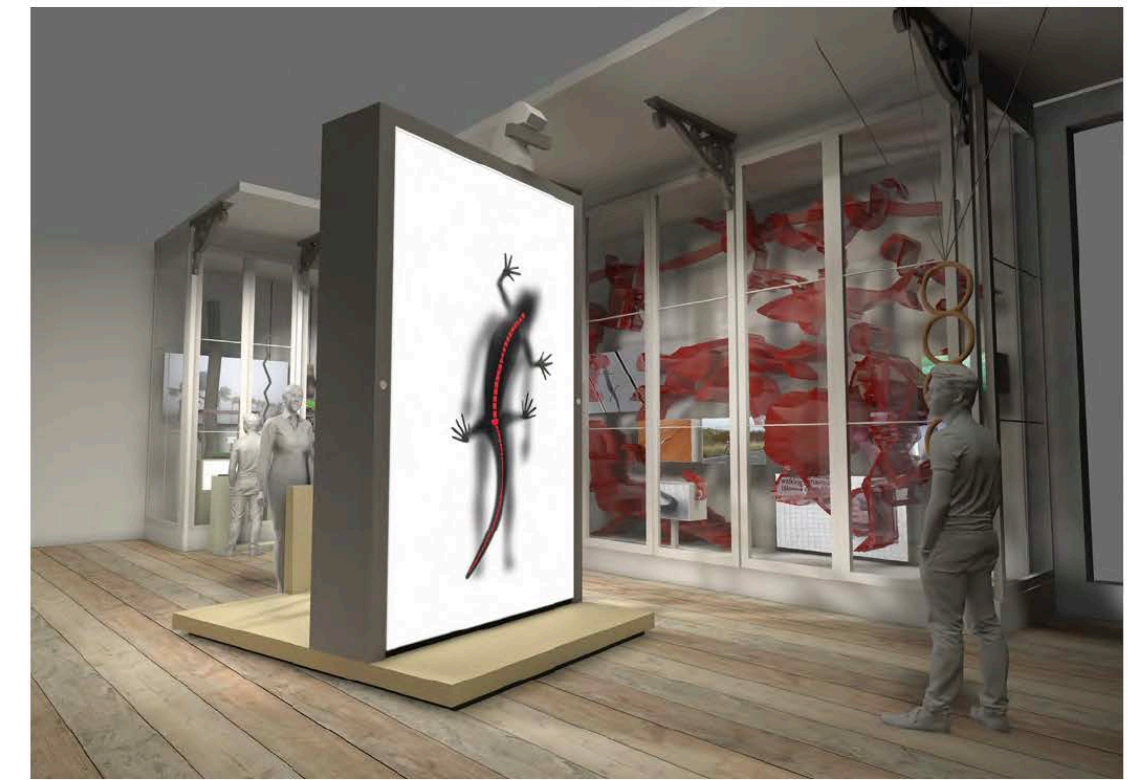
To move or not to move

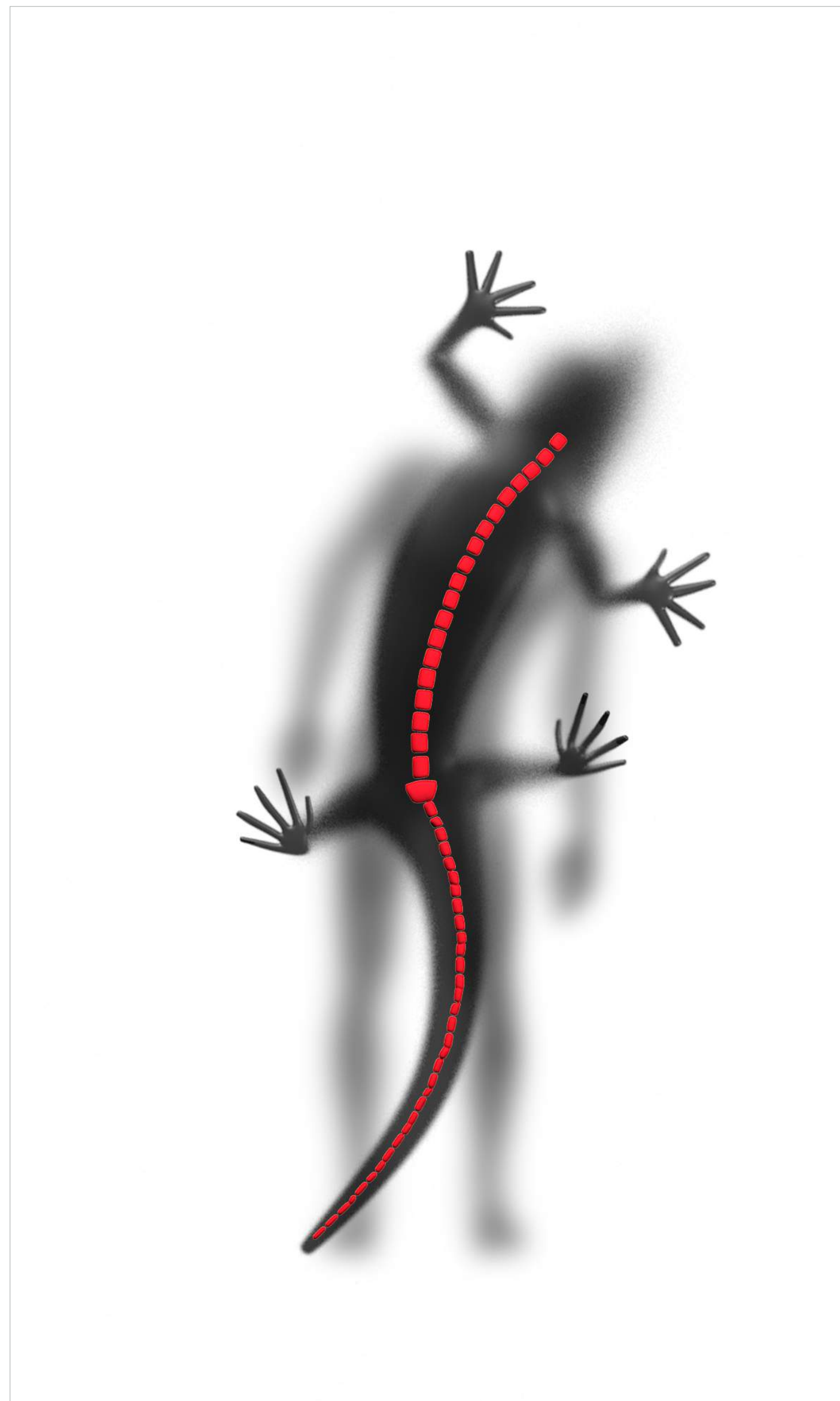


Jardin des plantes

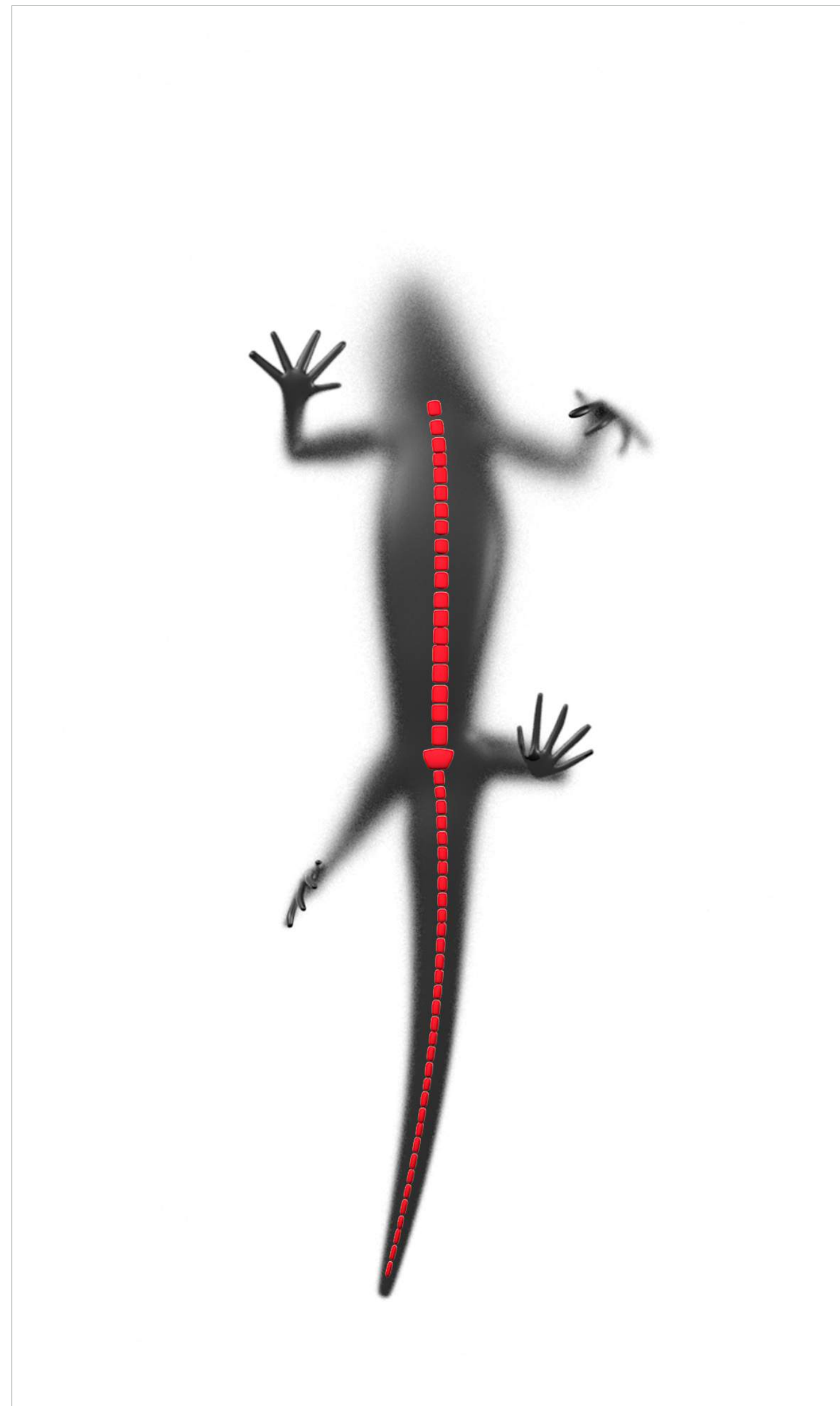




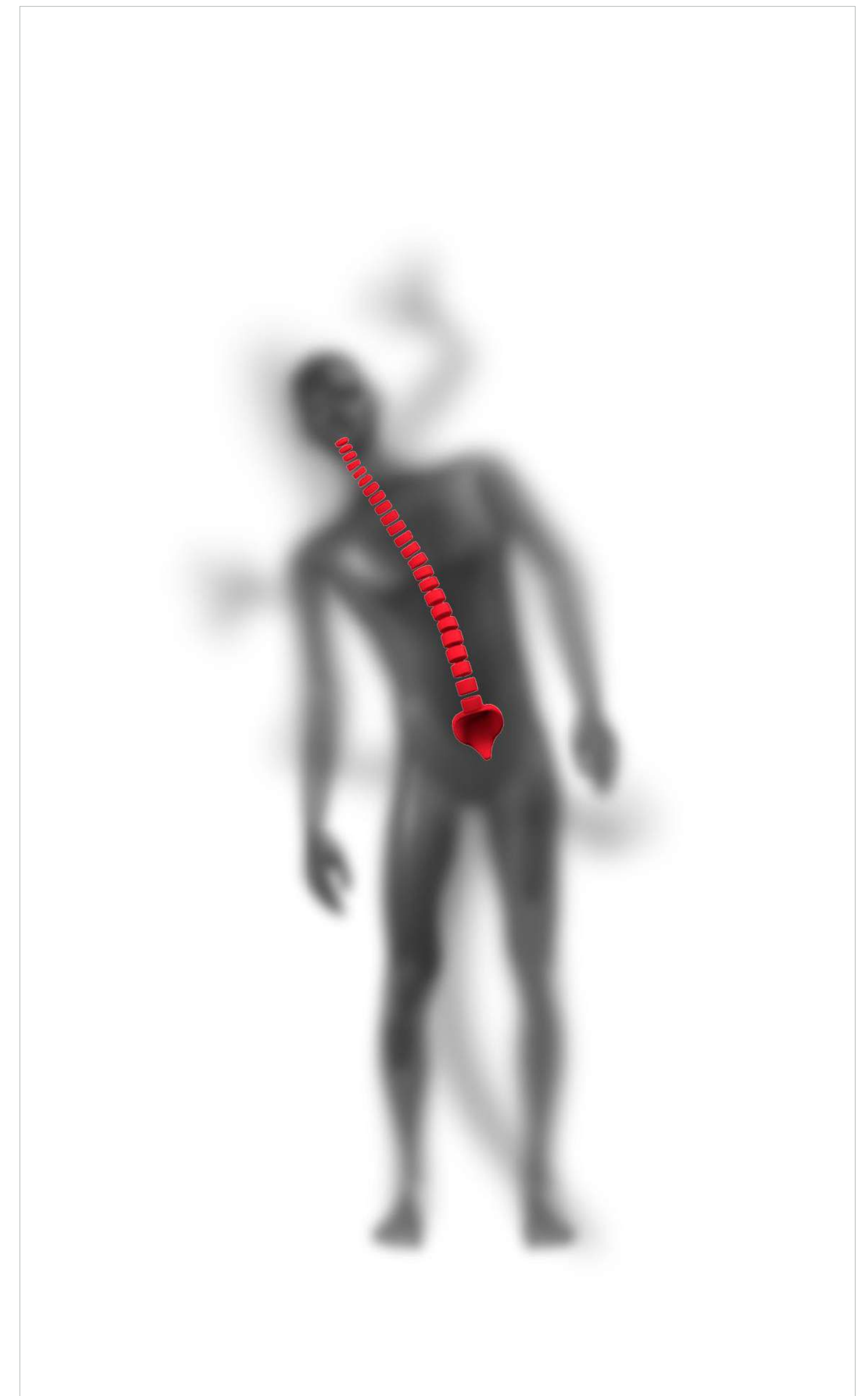




04. Discovery Visitor discovers an animal through her/his movement. A creative representation of the animal movement appears on the screen

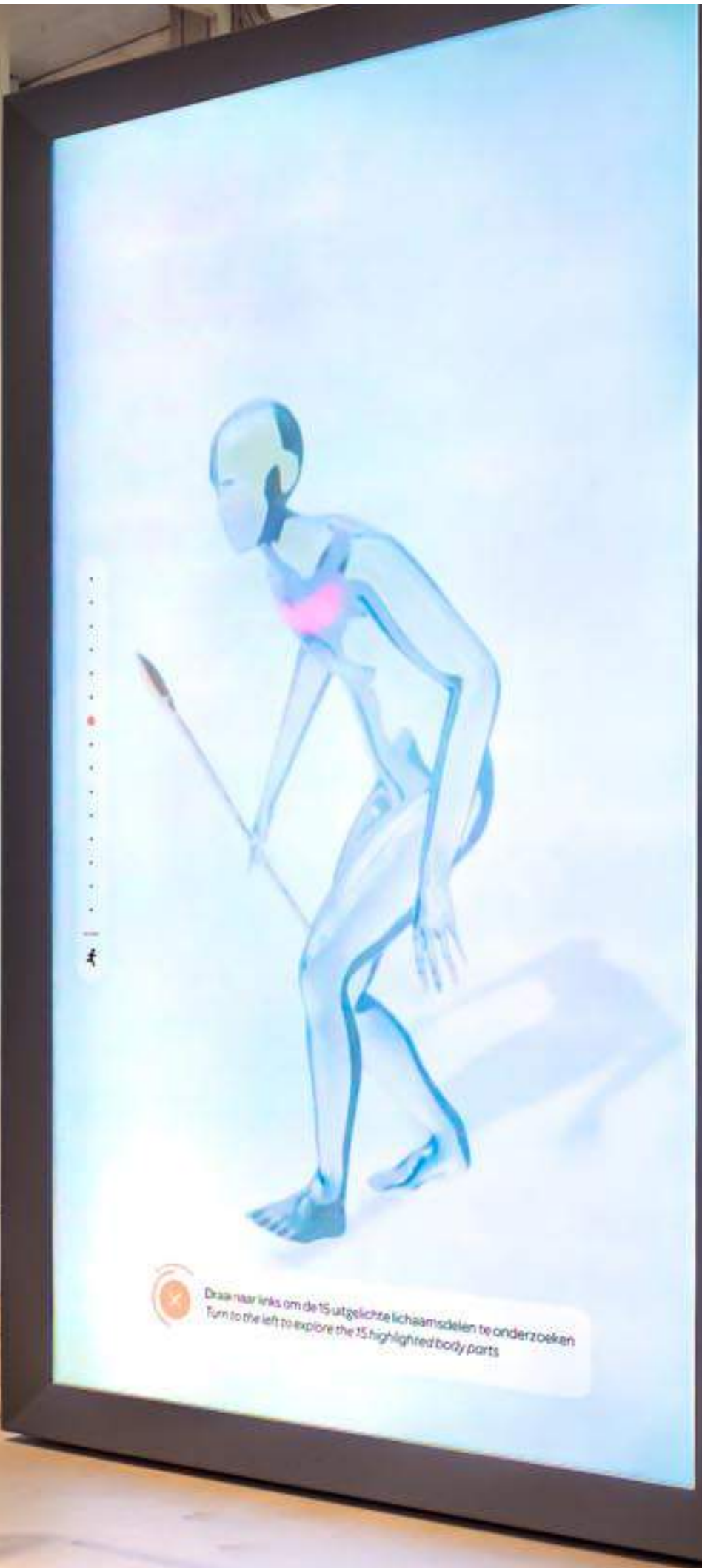


05. Reward The animal keeps moving on the screen



06. Exploration continues Visitor continues to discover other animals





Draai naar links om de 15 uitgelichte lichaamsdelen te onderzoeken
Turn to the left to explore the 15 highlighted body parts

Wing
Hand

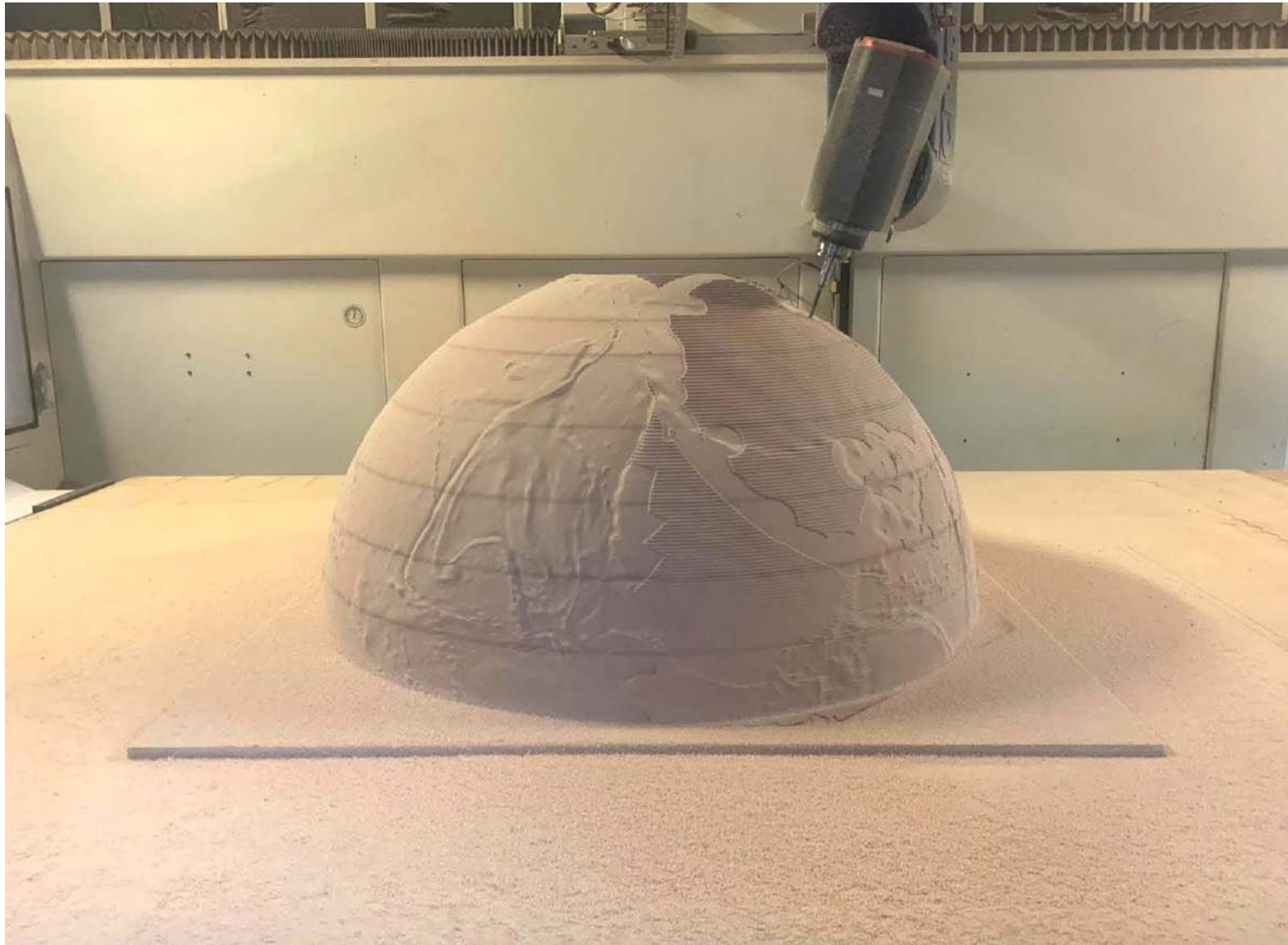
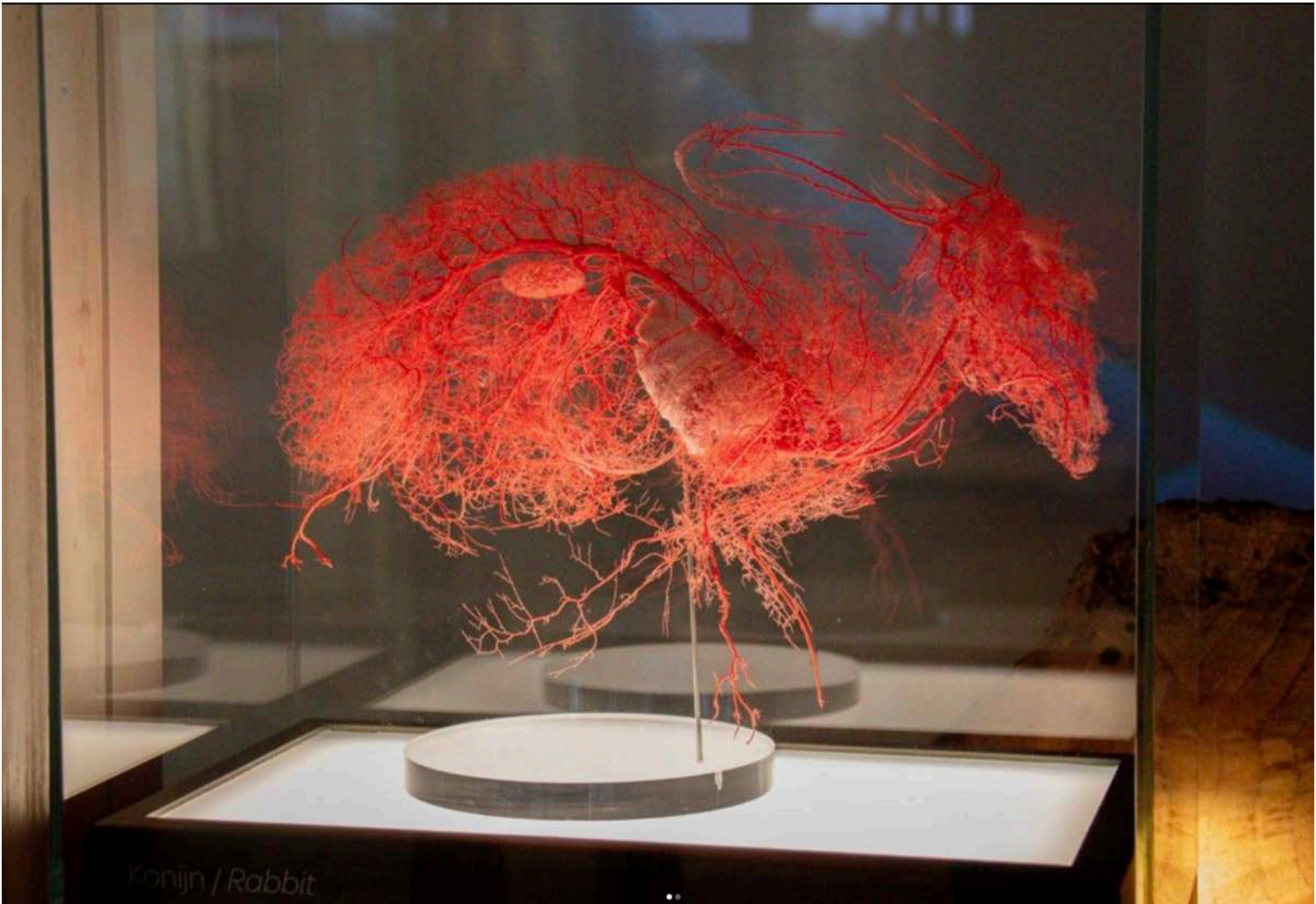
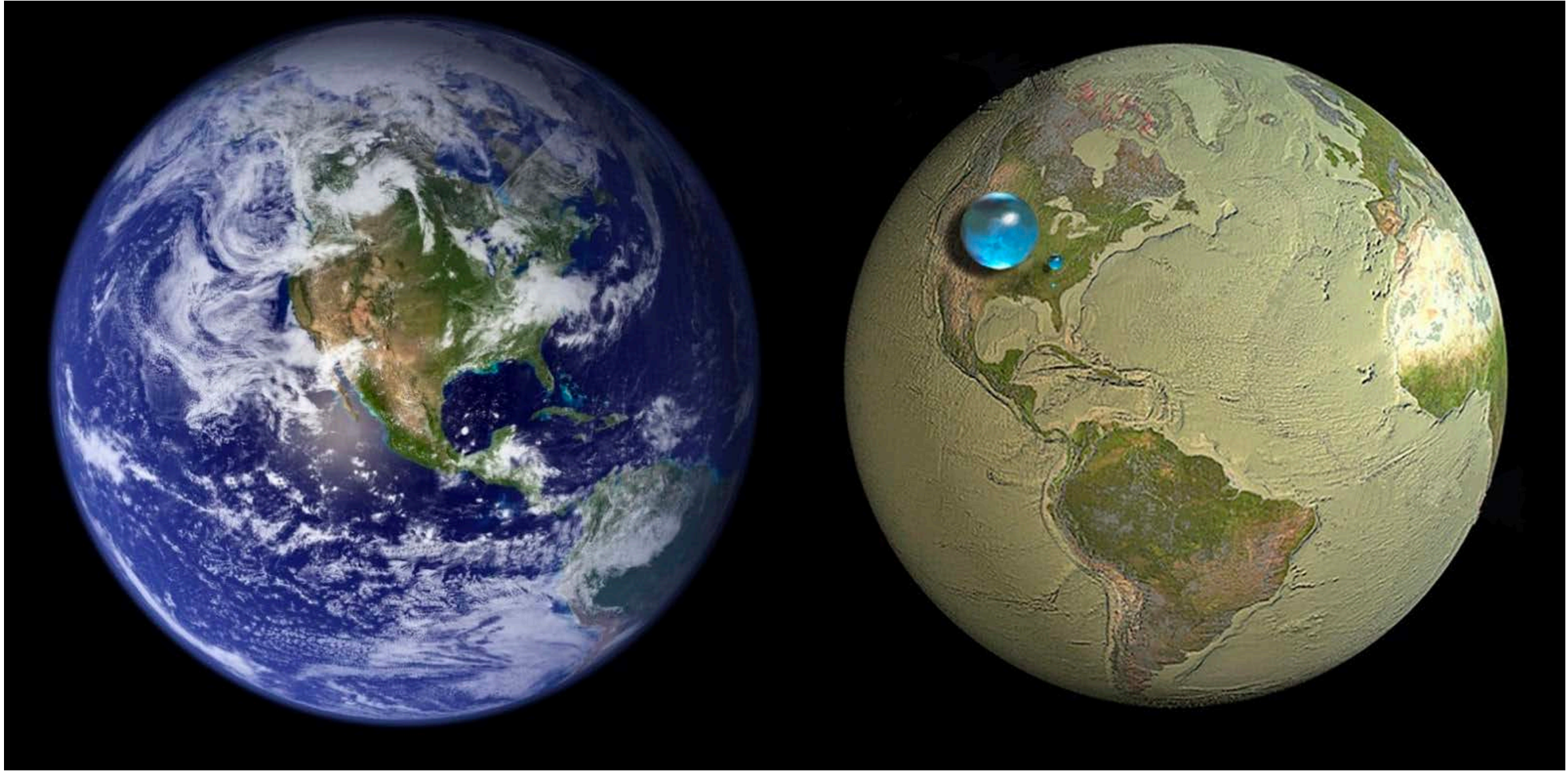


Living in community





Round and round and round





lizekorpie • Volgend

lizekorpie Er is een nieuwe nogatown in dit geval Amsterdam). Het f een bezoek zal je kijk op de derml verkleinen, vervormen en verfromm mijn bezoek in 10 slides (met als dc kant op te bewegen wanneer je een zintuigen FLINK te prikkelen en OJ/

1. Dit blauwe stipje representeert he wereldbevolking dat witlof als onde lievelingsgerecht heeft SHOCKING!
2. @tatjanaalmuli en ik verkleed als die het festivalseizoen ALWEER gae
3. Ik wil niet te veel weggeven van v maar ik vond het vooral verfrissend opgebouwd en welke connecties er verschillende onderdelen. Ik lees di precies niet te snappen is tenzij je €
4. Er is dus een geurgang waar je d erg leuk. Wat ook leuk was is hoe T.
5. Er was een soundscape te beluis de baarmoeder zit. Maar die was de het maar even met stress en verleic
6. Broodje voet.
7. Leuke vriend gemaakt 🐦.
8. Er staan door het hele museum v
9. Dit was vlak nadat de olifant het
10. En dit ben ik terwijl ik deze post geconfronteerd word op links door houding.

Wil je 2 kaartjes winnen om samen familielid een bezoekje te brengen i aan de bak jij en geef me in de com Hoe zie jij de wereld?

#eenpersoonsreclamebureau #grot 23 u.

grote_museum_amsterdam 16 u. 1 vind-ik-leuk Reageren

tatjanaalmuli 🐦arme stevie 23 u. 1 vind-ik-leuk Reageren
— Antwoorden weergeven (3)

gwenvanpoorten 🐦Oehhhh like!🐦 21 u. 1 vind-ik-leuk Reageren

mignonnus Dat enge been heb ik h 20 u. 1 vind-ik-leuk Reageren
— Antwoorden weergeven (1)

arinavanes Nu wil ik erheen... Maar ik weet vandaag even niet hoe Behalve dat ik de wereld TOTAAL ai hem ziet 🐦 3 u. 1 vind-ik-leuk Reageren

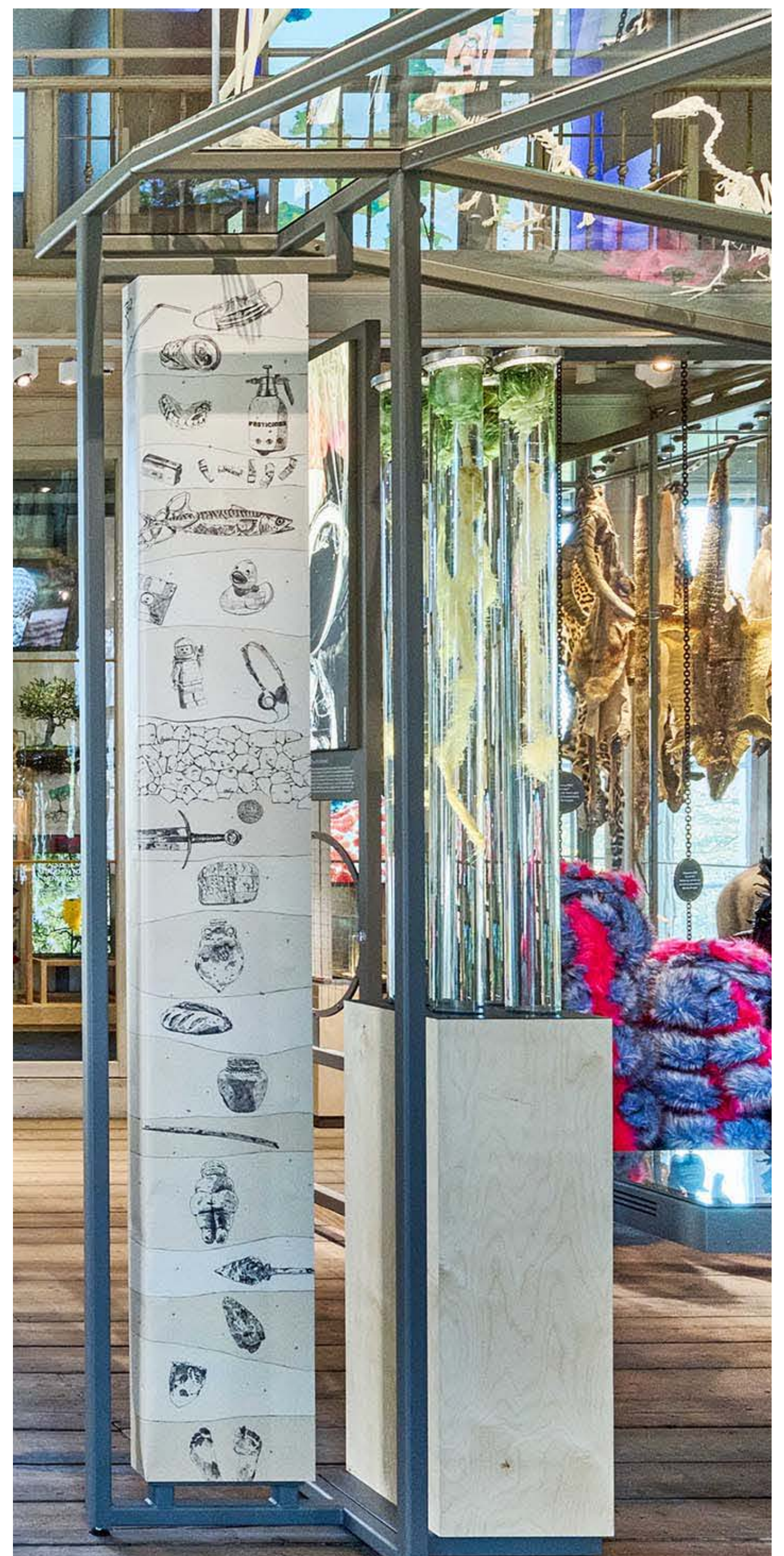
marjankafwd Waar is de onderste t op foto 1? 🐦 18 u. Reageren

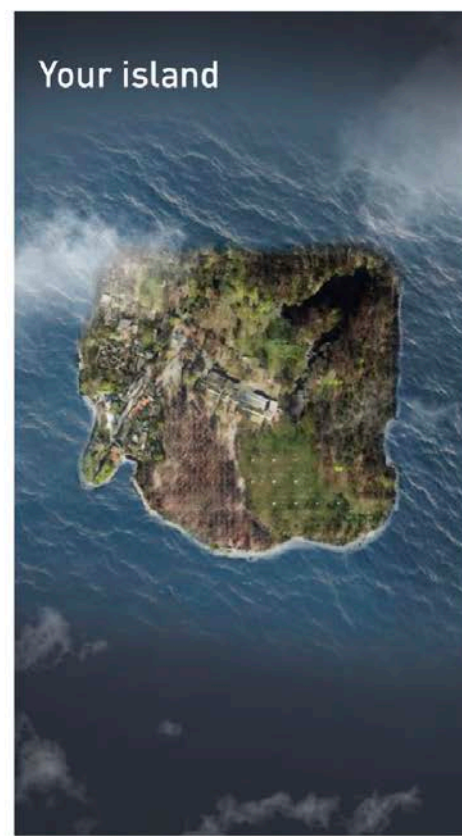
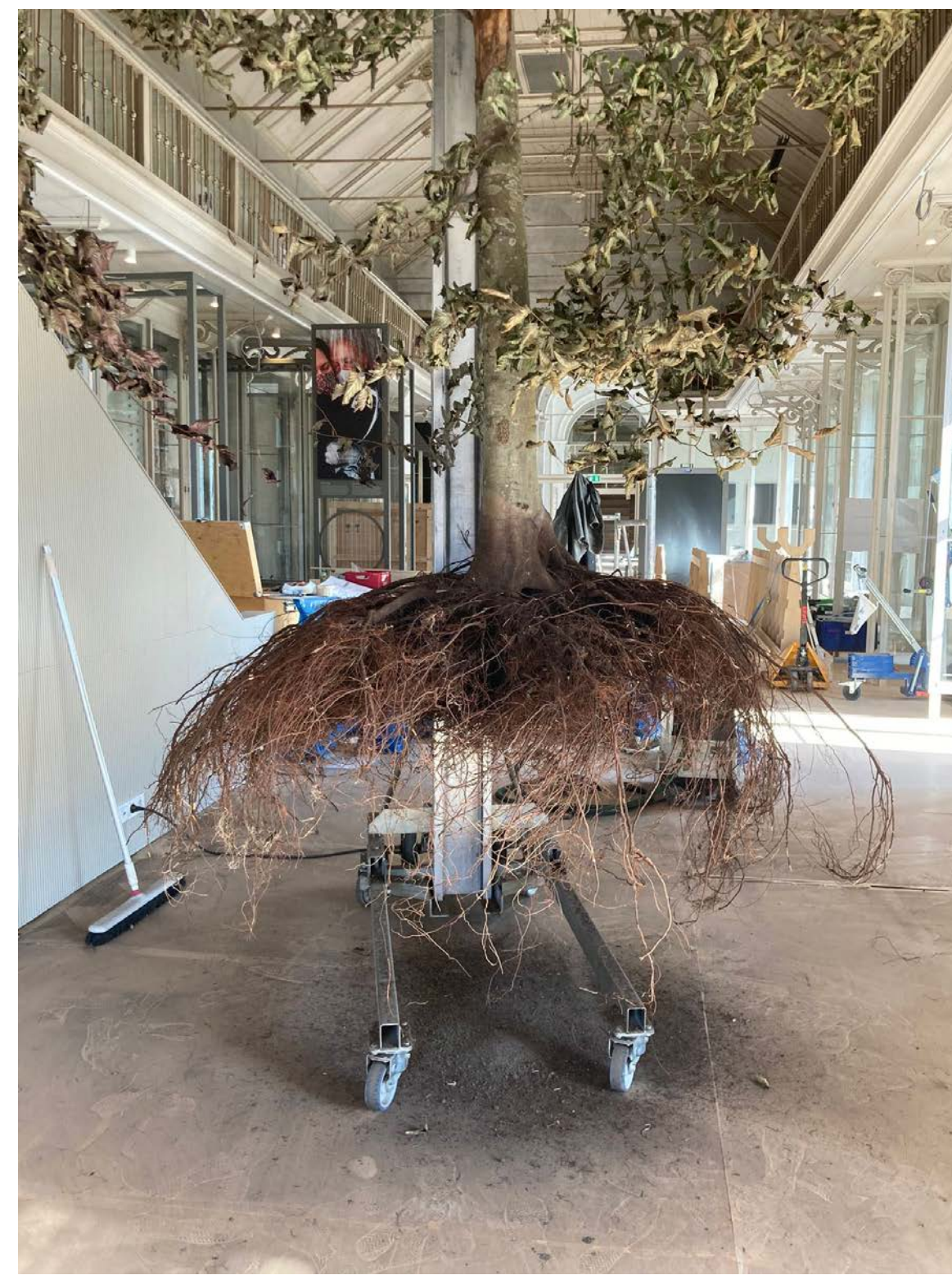
👍 🗨️ 📌

beatriks en 1.280 anderen vinden d 23 UUR GELEDEN

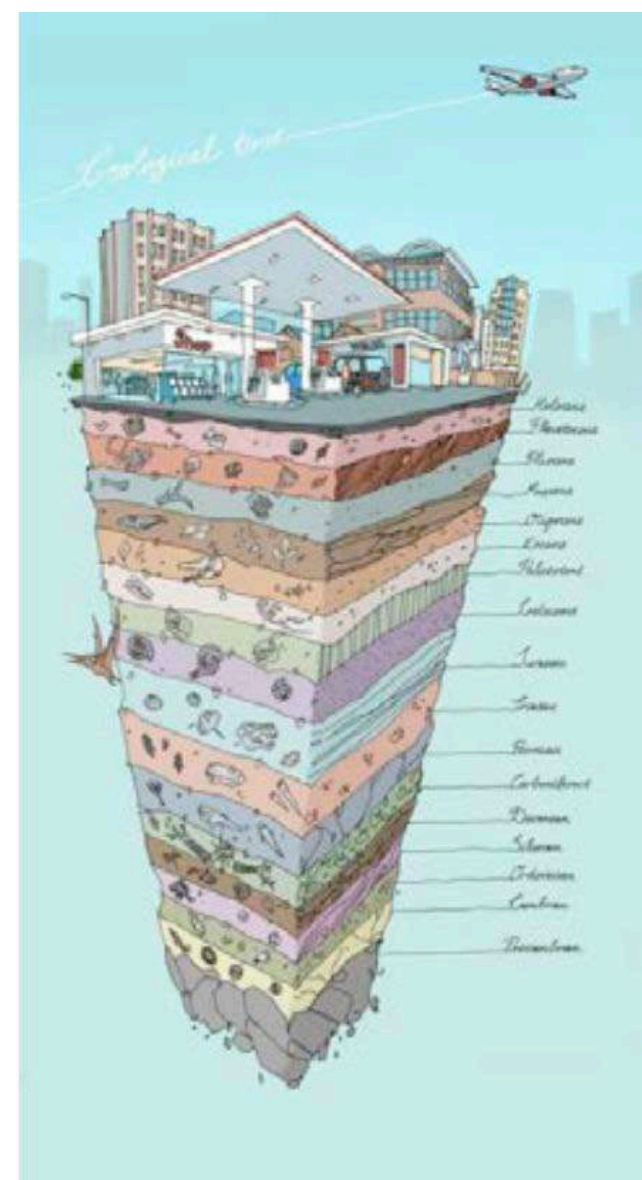
😊 Een opmerking toevoegen...

The space you take up



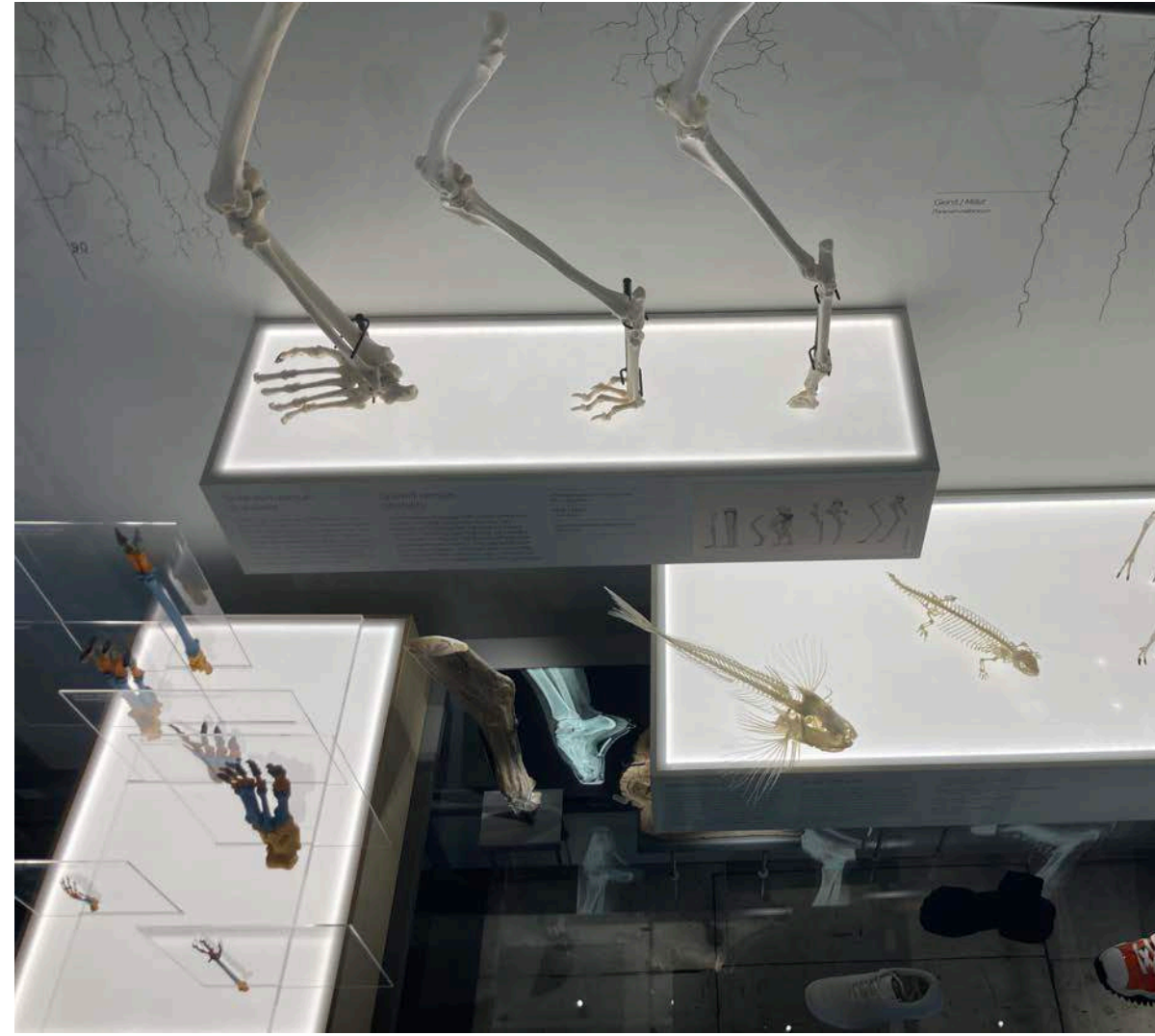


Screen design by A+C

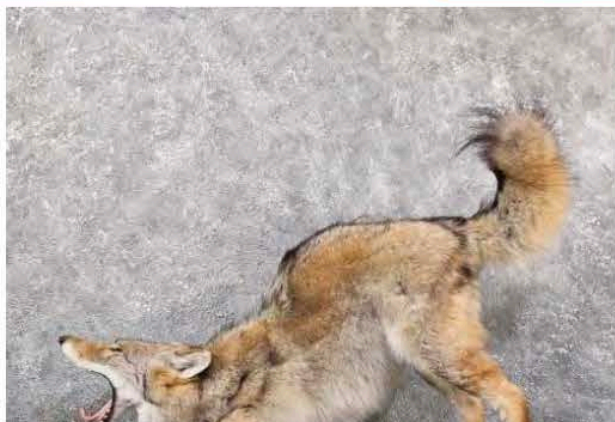
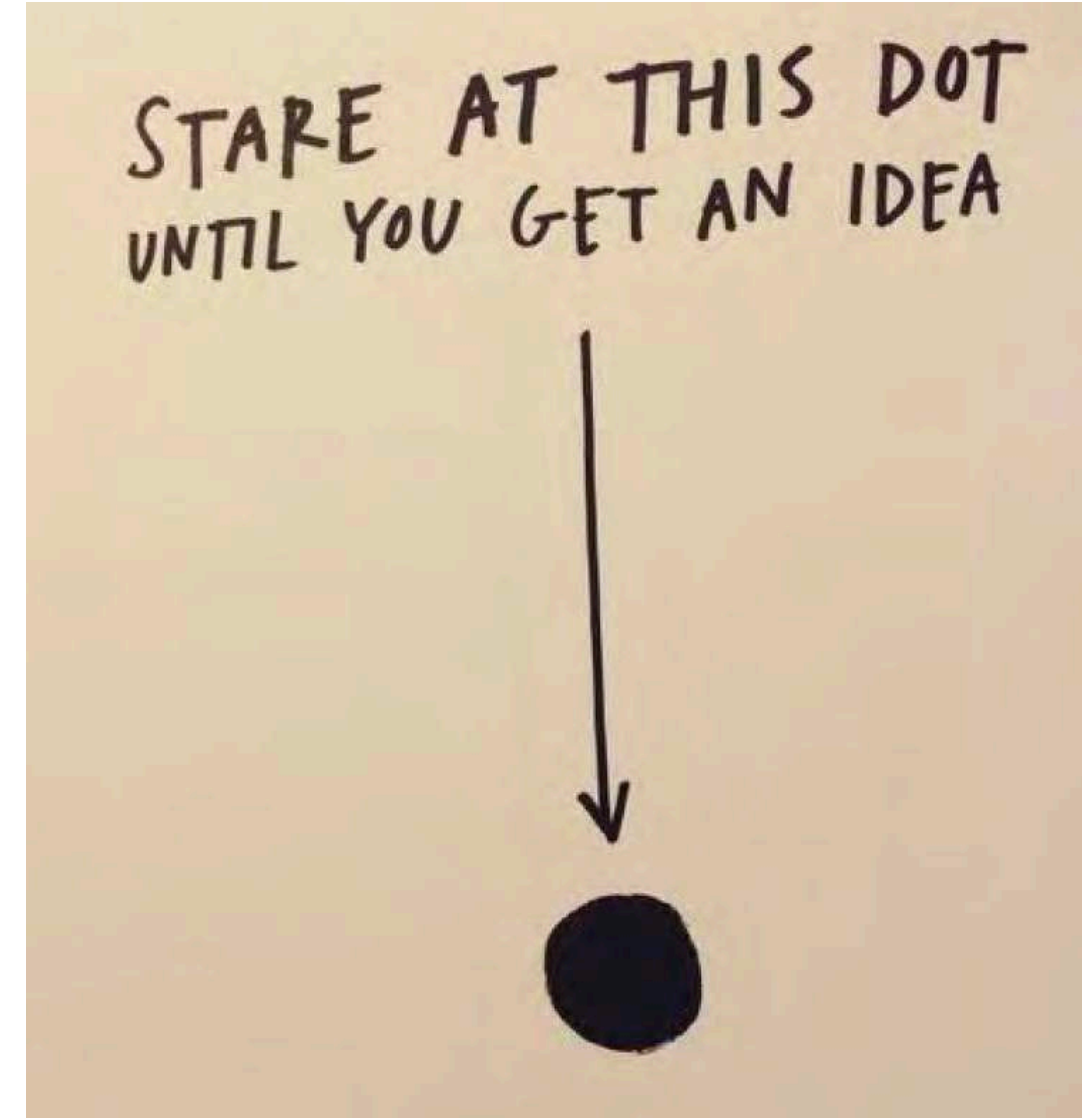
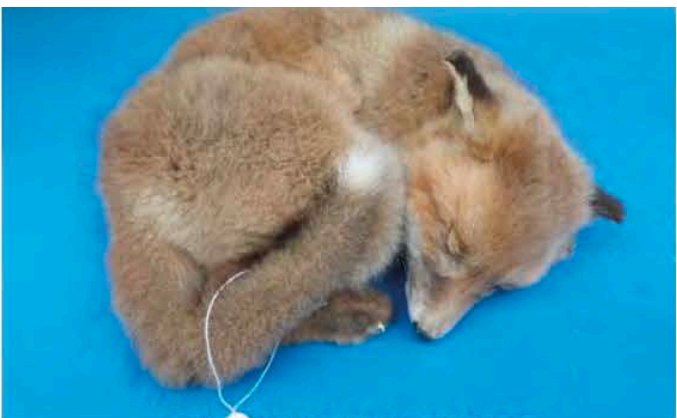
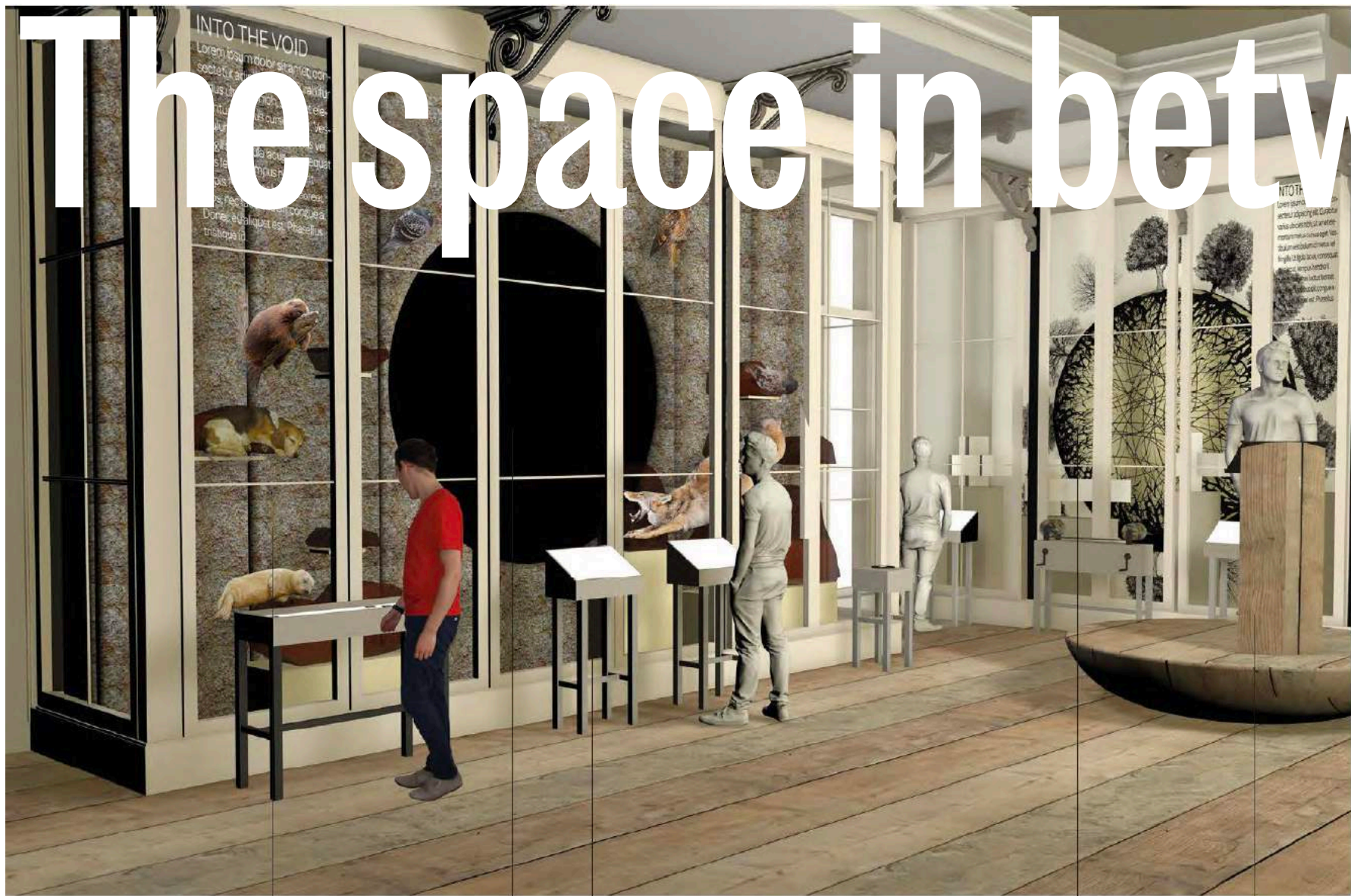




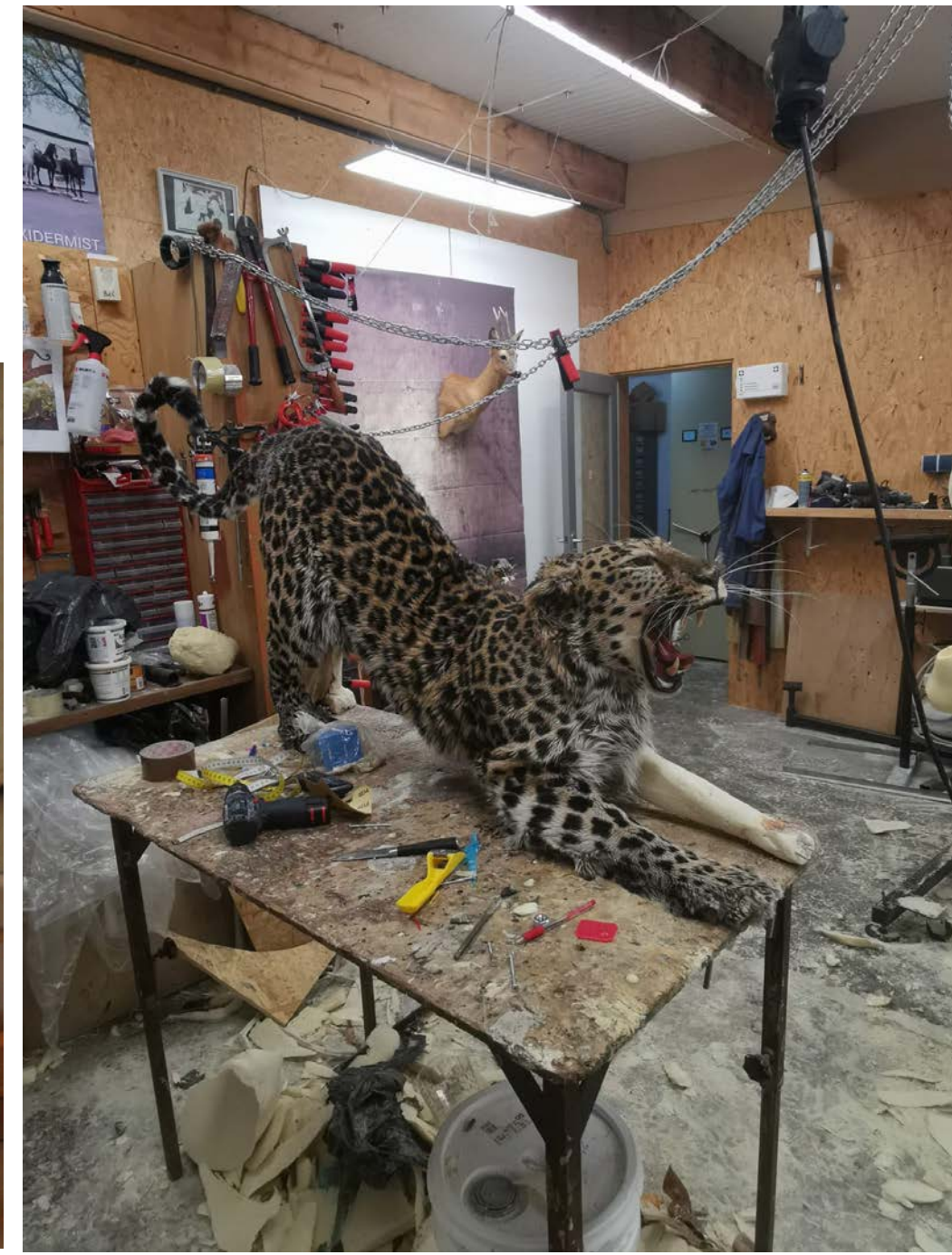
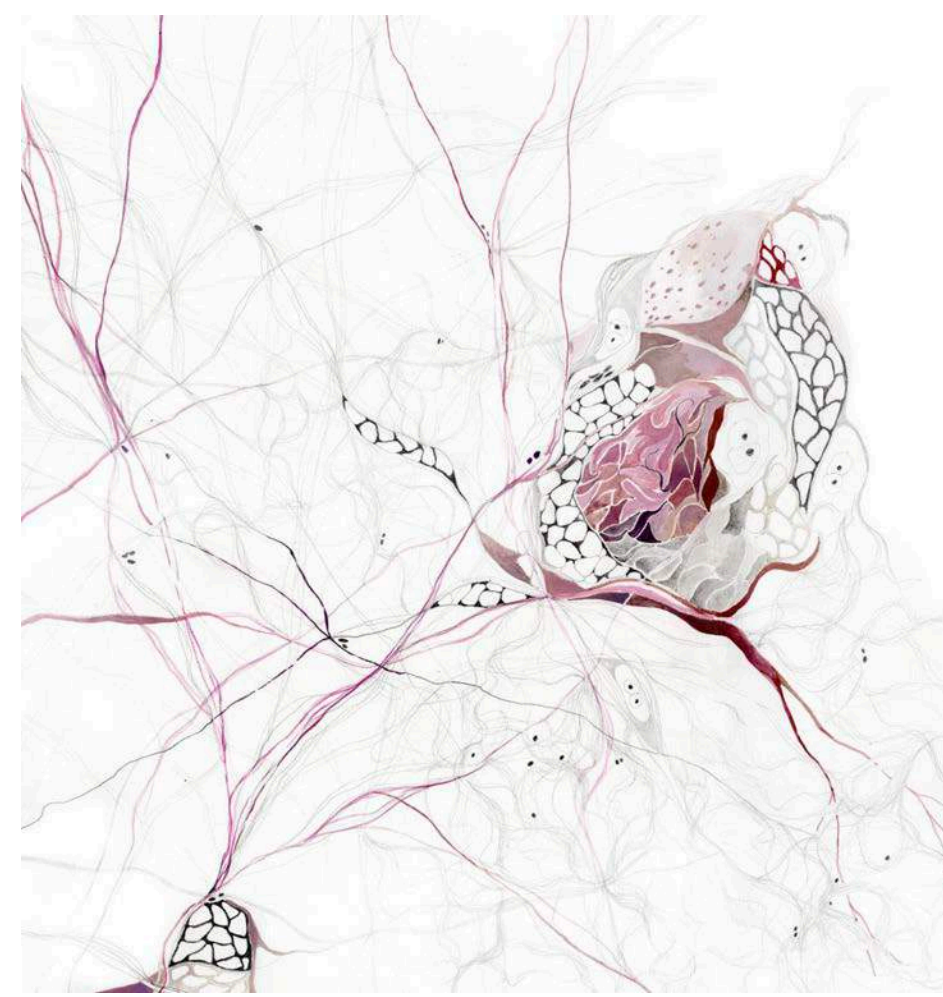
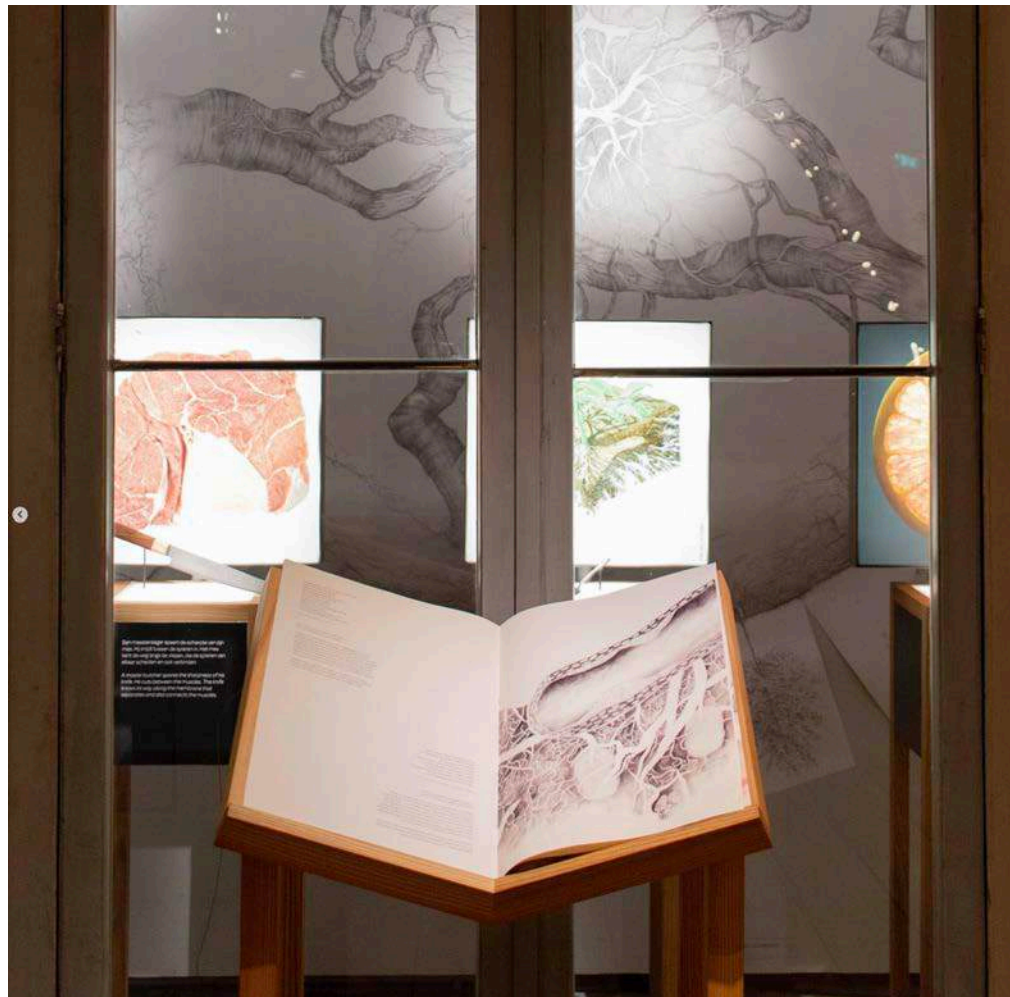
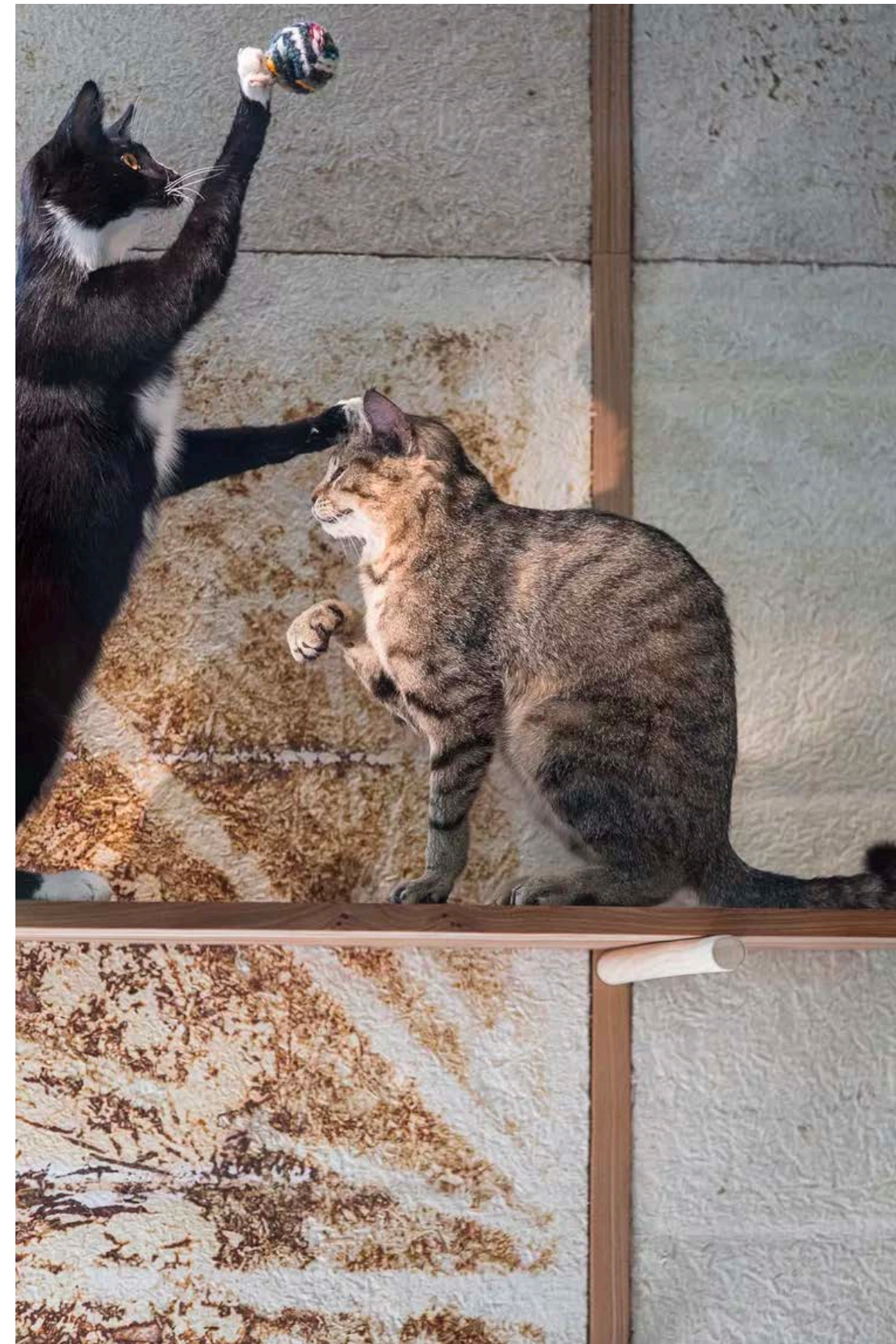
Peter den Dekker



The space in between



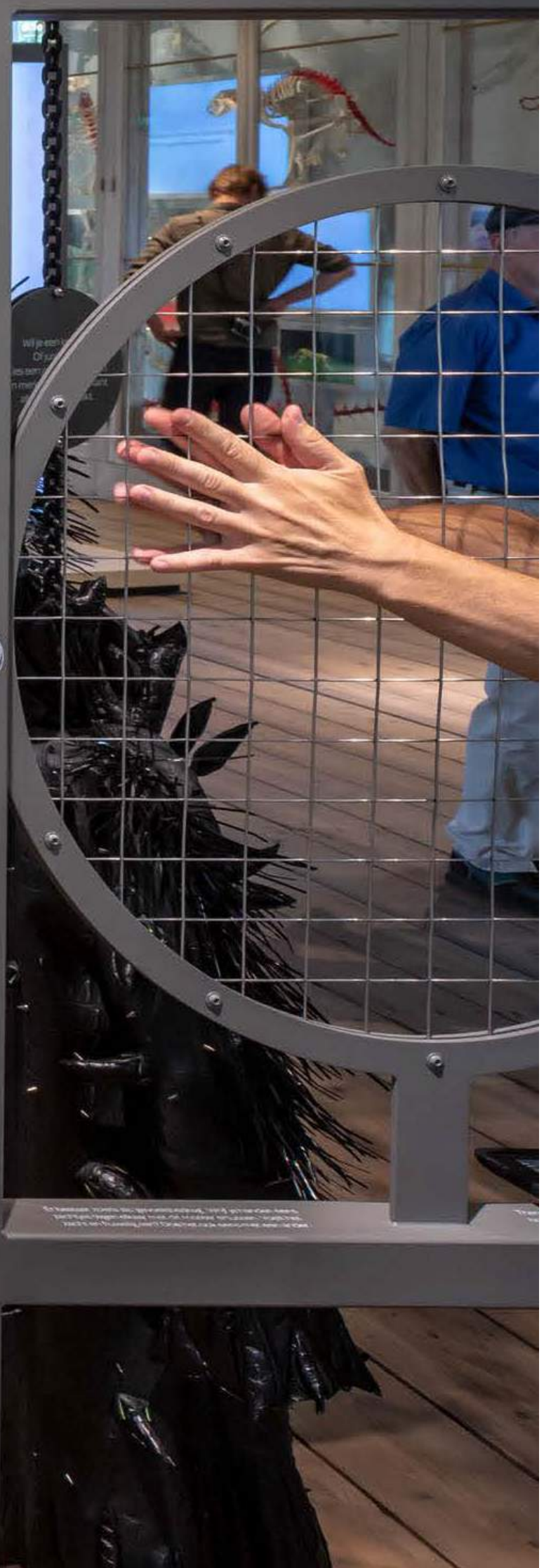
Selection of sleeping, yawning taxidermy animals plants?

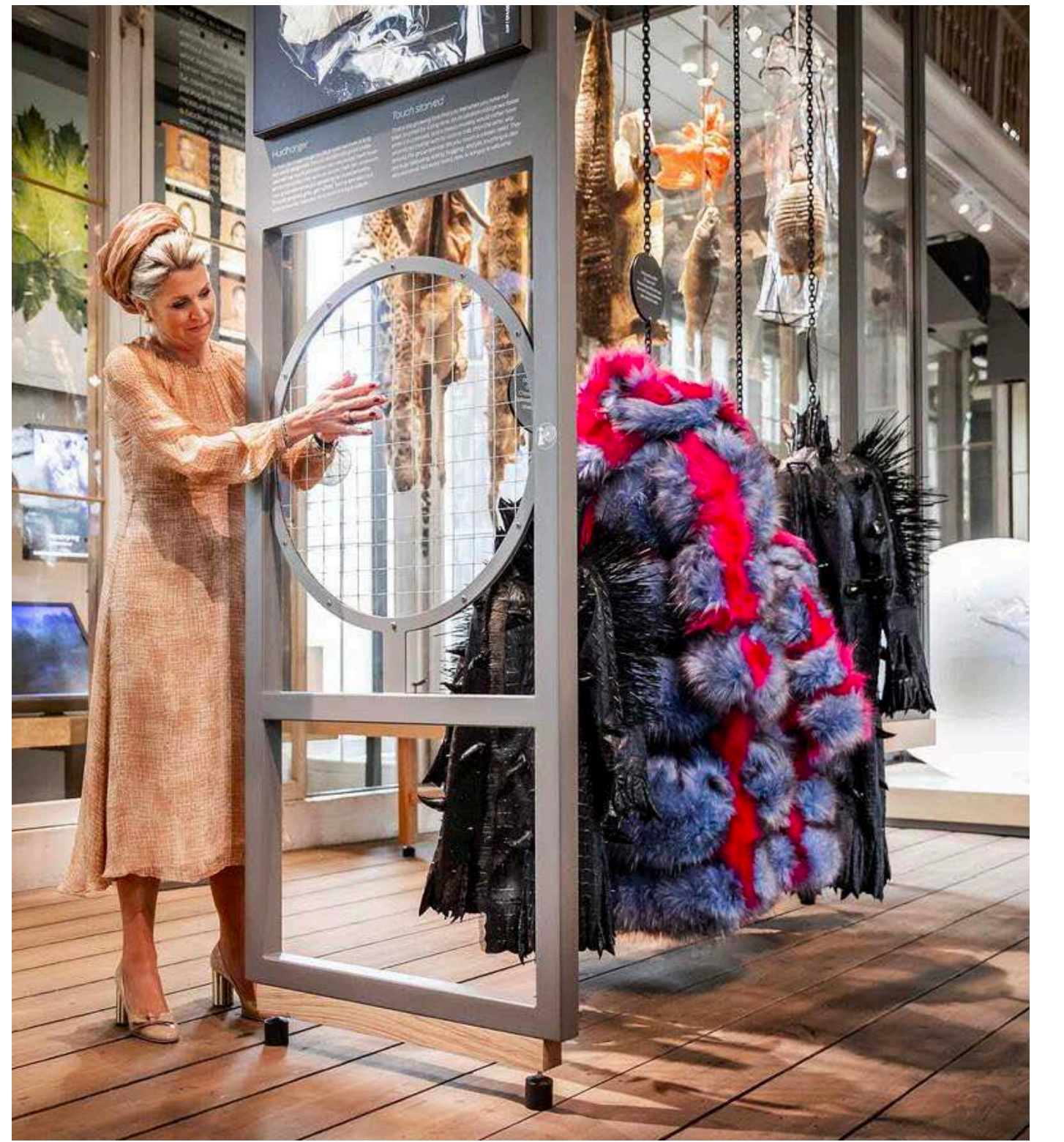


Growing a thick skin



Huidhonger
Zo heet het knagende geras dat je voelt wanneer je lang niet wordt aangeraakt. Een couveusekindje groeit sneller wanneer het wordt gestreeld en een reusaapje heeft liever een kunstmoeder met vacht en zonder melk dan andersom. Voor groepsdieren als jij is aanraking een basisbehoefte. Er wordt gevlooid, gelikt, geknuffeld. Toch is aanraken ook heel persoonlijk. Niet elke hand, poot of tong is welkom.







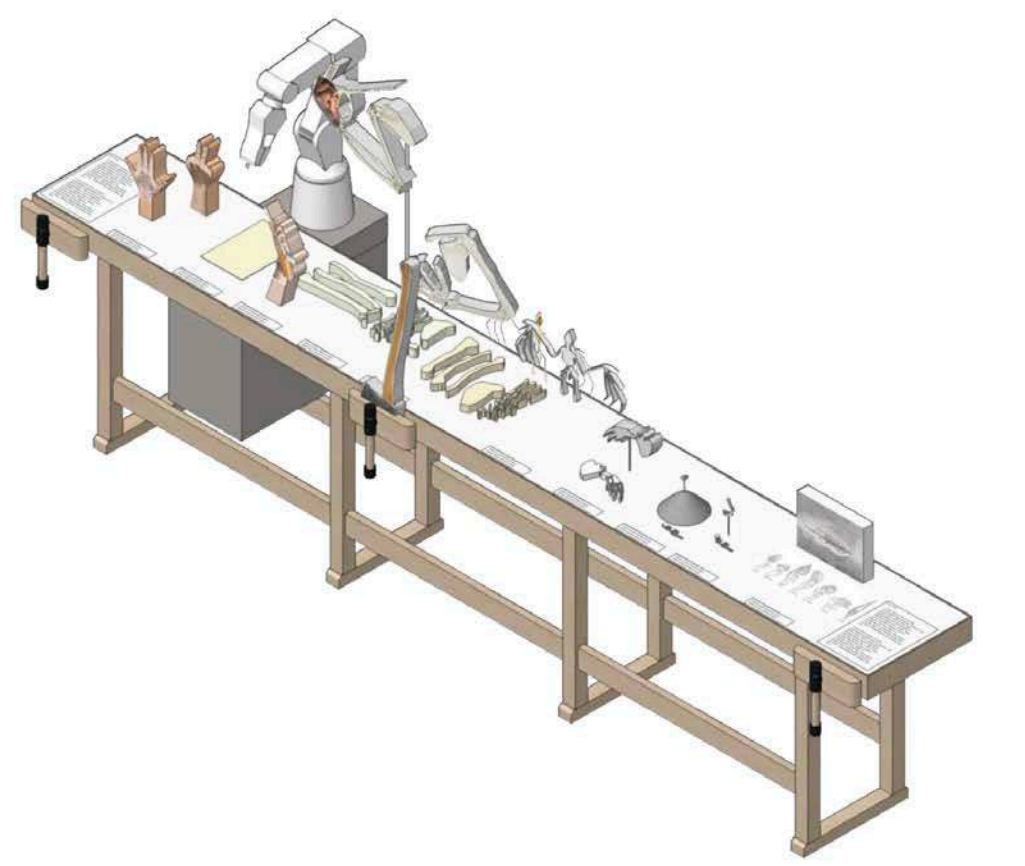
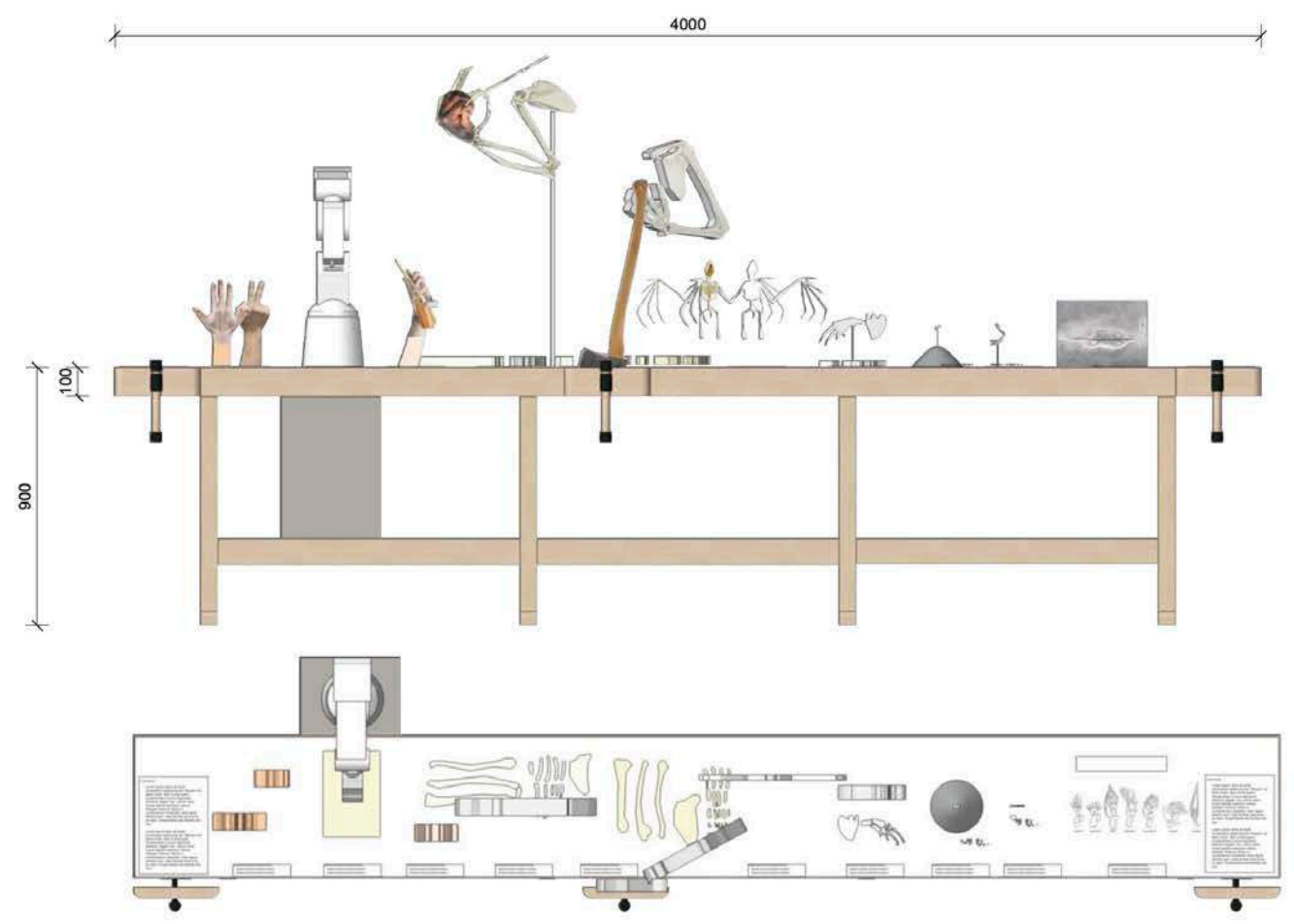
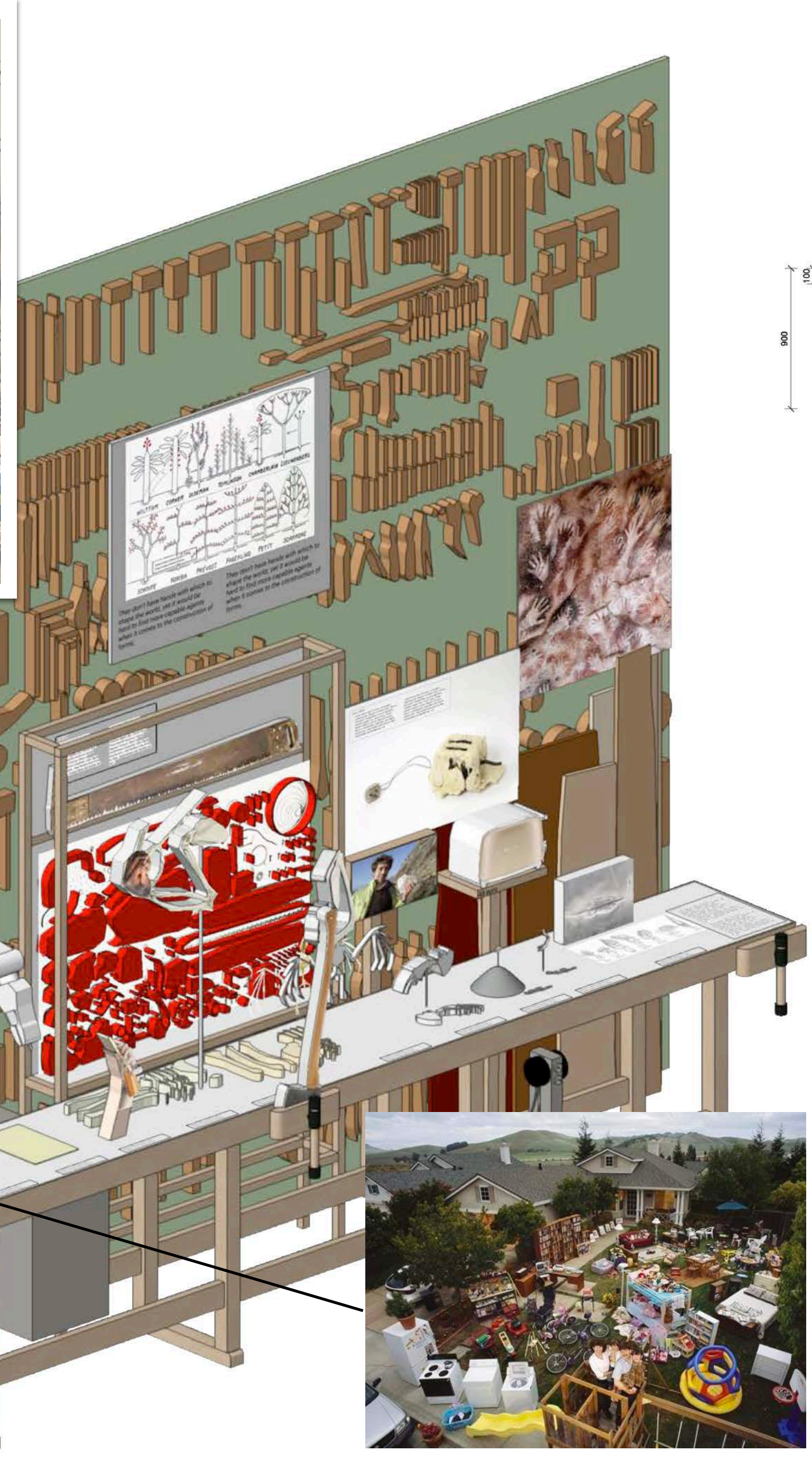
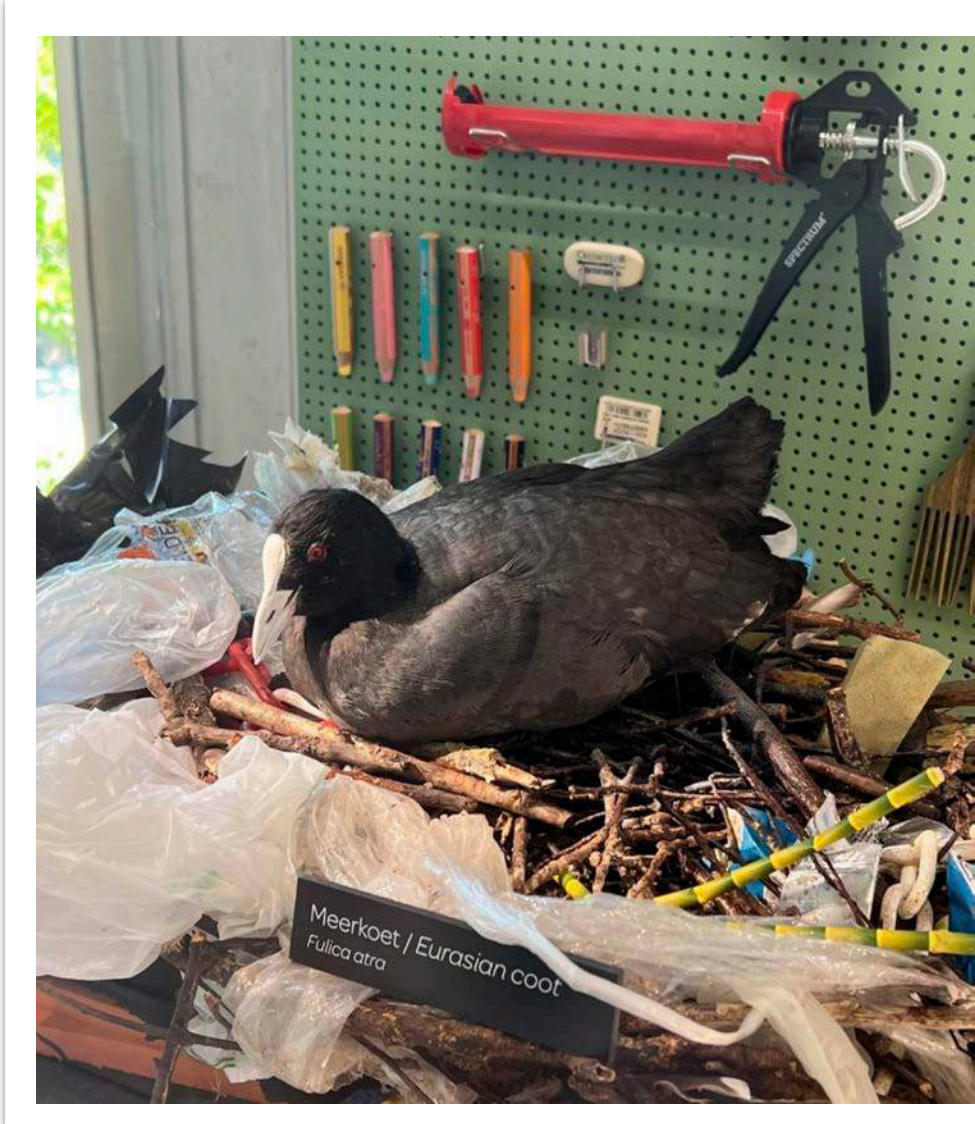
Seeds of life



attraction size does matter womb seeds seedbanks opiaten when do I stop to exist evolution & future evolution tree time and one day fly

Manipulating life



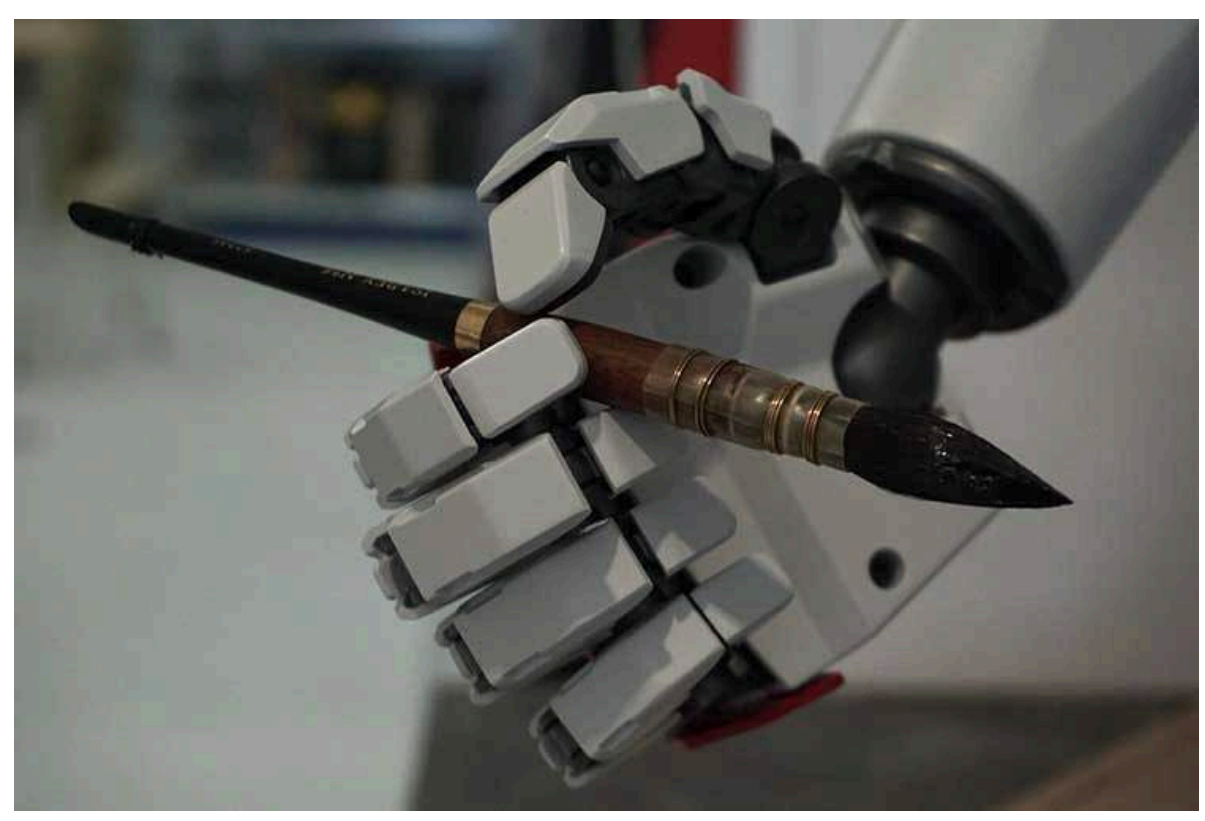


Workbench reference

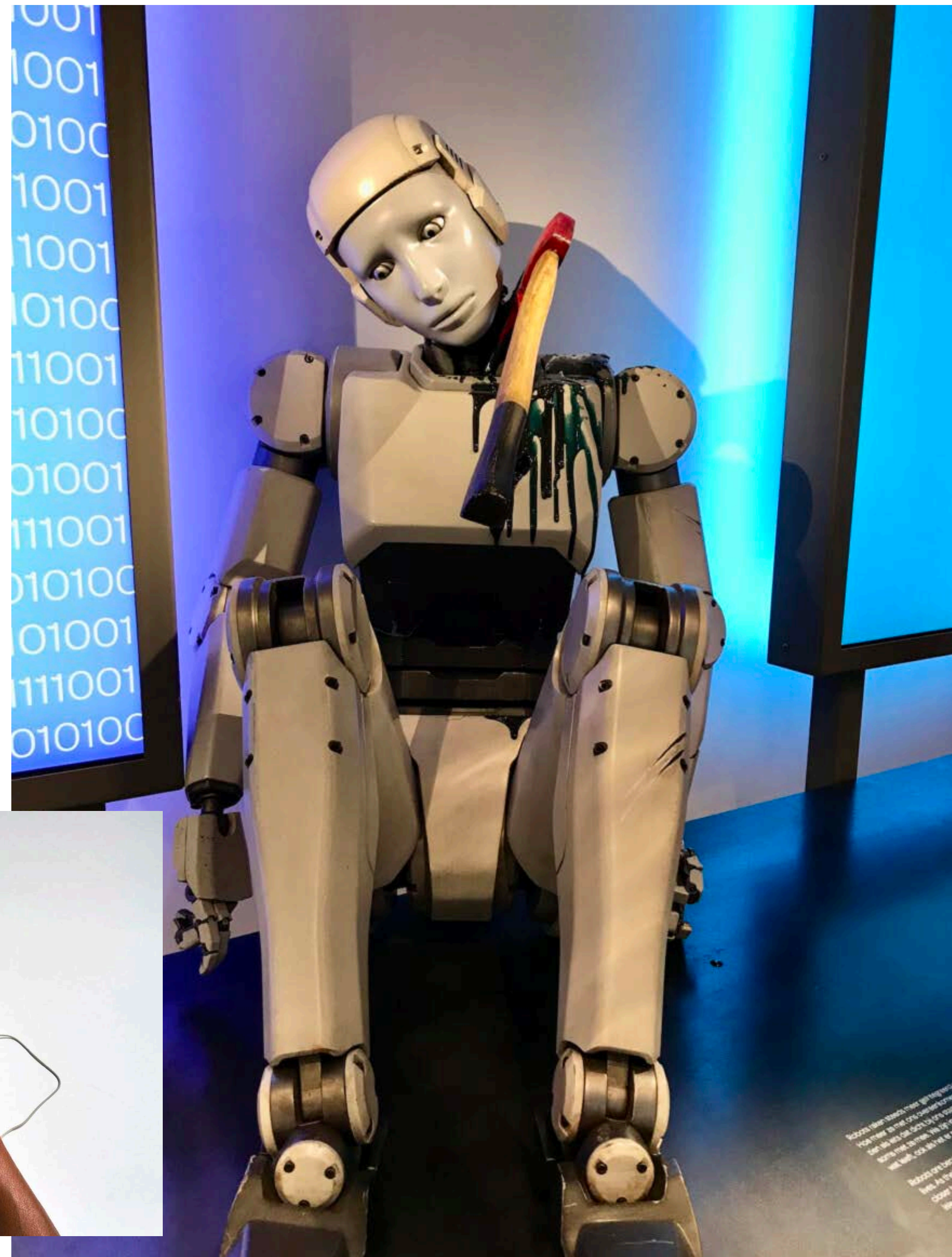
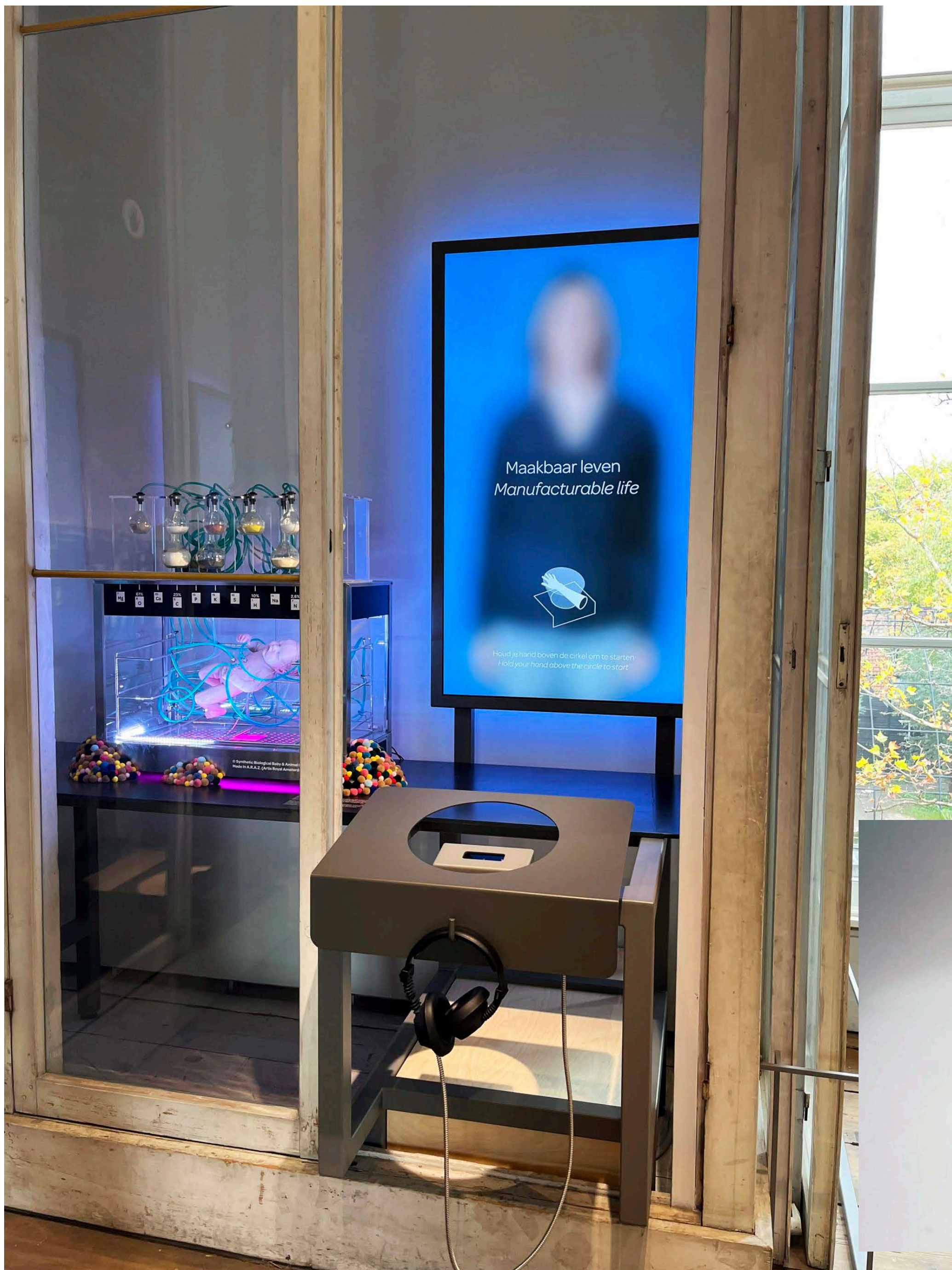


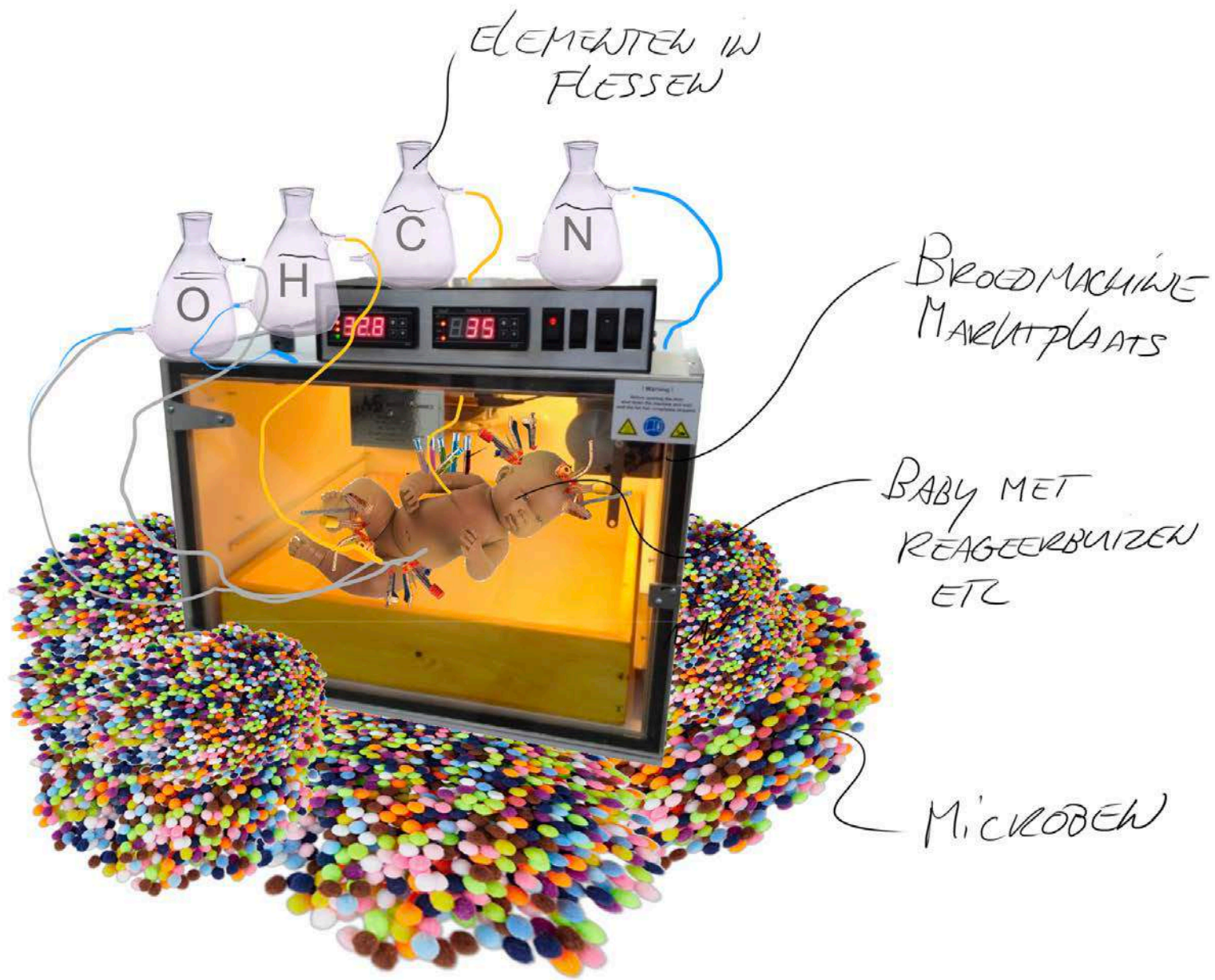
TECHNOLOGIE IS
HET ZELFPORTRET
VAN DE MENSHEID
#brief aan de mensheid

TECHNOLOGY
IS HUMANITY'S
SELF-PORTRAIT
#letter to humanity









Good soil Good Health

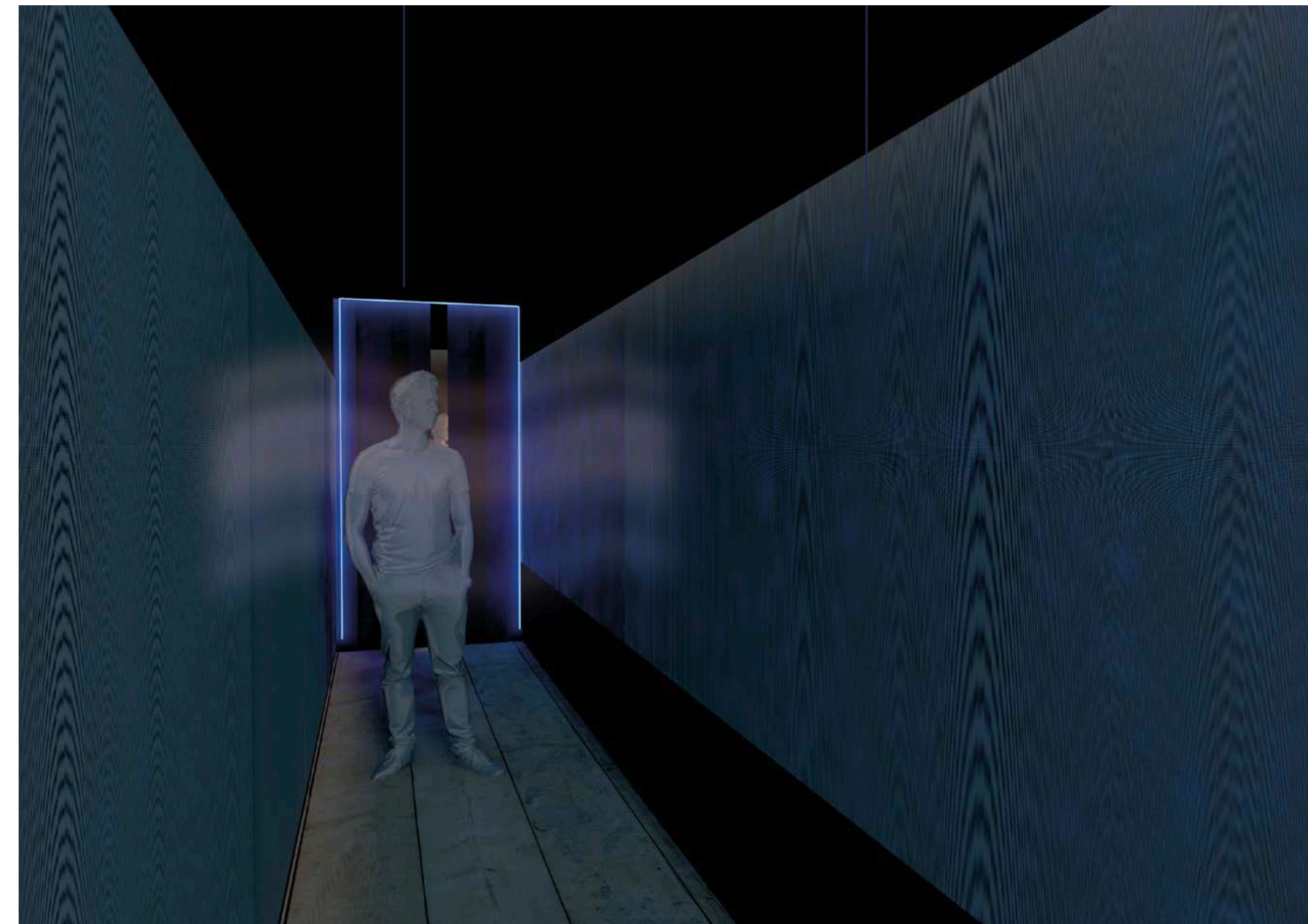
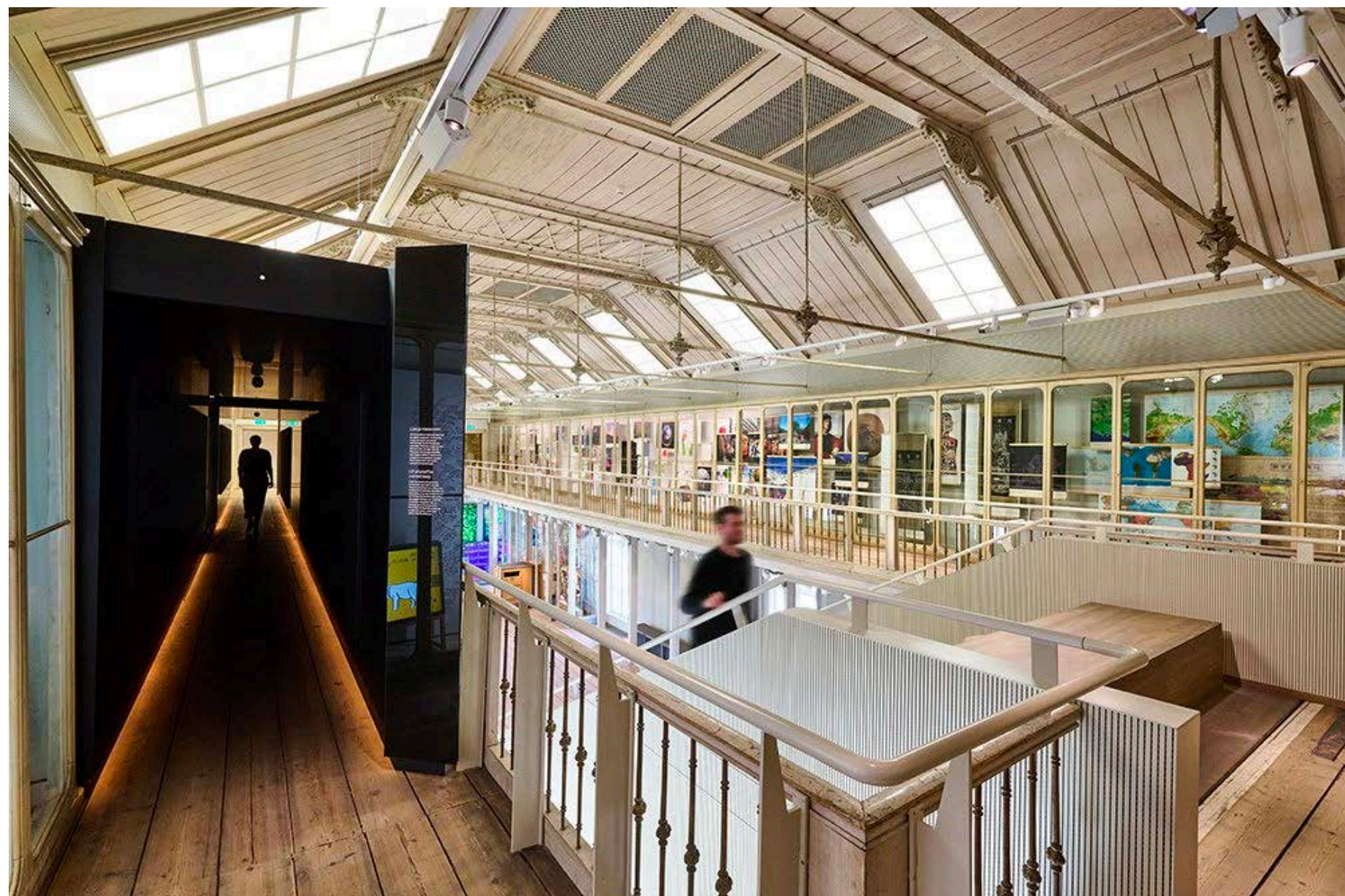
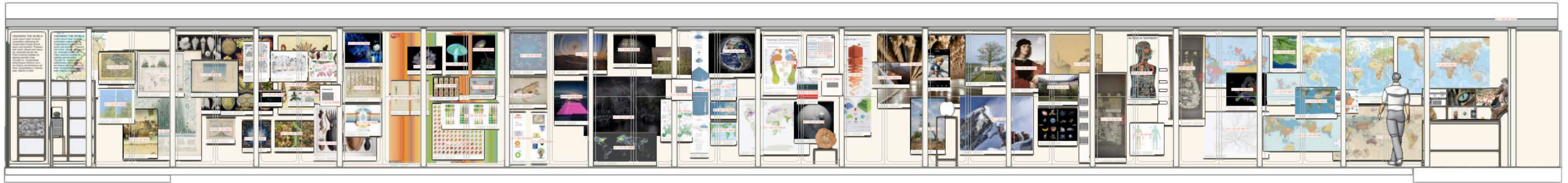
"WORMEN ZIJN DE
DARMEN VAN DE
AARDE."

VRIJ NAAR ARISTOTELES (364-322)





Smelling your way around Mapping the world





Je neus achterna

Zodra een kater een krolse kat ruikt, is er geen houden meer aan. Ziedaar het simpele, basale effect van geur. Of je nu een kater bent of een bladluis, een beuk, een mens, een gier of kreeft, je reageert er automatisch op. Om je voort te planten, te eten of je te beschermen tegen gevaar. Alles wat leeft verspreidt en onderscheidt geuren. Wij vangen ze op met onze neus en ze raken ons veel dieper dan we beseffen.

"DE REUK IS HET
ZINTUIG VAN DE
VERBEELDING."

JEAN-JACQUES ROUSSEAU (1712-1778)





a BIG thank you
For your attention