

ARTIS
GROOTE
MUSEUM

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Spring 2022

- Applying for a job at a museum of which the content is secret: a unique challenge!
- April: studying, getting familiar with the concept, etc.



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May 2022: the grand opening.



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Groote Museum Vraagt & Grote Denkers



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'Samenkomsten' / daily programmes and 'Groote Vragen':

- What will our great-grandchildren be eating?
- Do my eyes see the same as yours?
- Why do smells evoke memories?
- Is void devoid of substance?
- Is nature perfect?



Aim: To get people in motion, both physically and mentally, to spark curiosity and thus discover that everything is connected.



Conclusions after one year of the Groote Museum:

- Mission largely accomplished, many visitors respond as hoped: 'refreshing, incomparable with other museums, gets you thinking' etc.
- The museum is not suited for young children, but they will keep coming (for many people ARTIS = kids)
- We employees were able to explore and adapt our role.
- 2023: - organize get-togethers (programming) around self-chosen topics that fit well with the museum. For example: my personal project about the history of the Groote Museum.
 - host schools and develop educational programmes, as well as programmes for corporate audiences and three different audiotours for day visitors.
 - Public participation projects and artist coöperations in empty display cabinets.

Any 'Grote Vragen' left?



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