

# KOSSMANN.DEJONG

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## The design of the multilayered exhibition 'Welcome to Jerusalem'

The Jewish Museum Berlin remains active during reconstruction of the Libeskind extension. In the Baroque Old Building, the entrance to the museum, Kossmann.dejong designed a new temporary feature exhibition entitled *Welcome to Jerusalem*, the museum's largest yet. Visitors take a journey of discovery through a series of spaces on the first floor where the immersive, layered design tangibly communicates the ambivalent character of the city.

### One city, many faces

*Welcome to Jerusalem* tells the story of Jerusalem from different but interwoven perspectives: the city as a holy place for three monotheistic religions for two thousand years and the city as a political battle field between power and territory. Each of the 14 spaces has a different theme such as 'Pilgrims', 'Buried in Jerusalem' and 'The Ottoman city'. For all the themes, that show the different faces of the city, Kossmann.dejong designed dedicated theatrical settings. One of the themed spaces exudes pure white sanctity to highlight the religious stories of the Holy City while another uses film and oversized images to show the role of hotels in political power struggles.

### An up-close experience

Intimate contemporary and special historic film material immerses visitors in the colourful character but also complexity of Jerusalem. In the space dedicated to 'Conflicts' a 360-degree film installation paints a gripping picture of the cycles of increasingly complex conflicts. A different setting in another space provides insights into the ever-changing borders of the city using historic maps and film projections. The multimedia installation 'Augmented Temple' (designed by Berlin-based multimedia design studio ART+COM) combines augmented reality films and projections onto a large-scale model of the temple to bring the destroyed Jewish temples on Temple Mount back to life. The multilayered design of this exhibition is completed by a rich collection of historic and contemporary pieces.

### Through the eyes of the residents

Personal, film encounters with current residents of the city function as the connecting elements of *Welcome to Jerusalem*. Of all different ages and diverse religious and political backgrounds, the characters form part of the documentary '24 Hours Jerusalem' by Berlin film director Volker Heise. These personalities offer visitors a real-time image of the life and often conflicting ideas in and about this turbulent city.

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### Contact

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At Kossmann.dejong we tell stories through well-designed spatial experiences. Our innovative narrative environments connect people, create memories, build skills and make places. Places of drama, entertainment and intellectual challenge. We are driven by telling stories that matter. We are not afraid to push boundaries, smash silos, be radical. Kissing with microbes, trading text for discovery; a shadow telling time. All that and more. We love it when people are free to be themselves in our spaces – to ask questions, to feel the weight and texture of the past, or catch glimpses of the future, to laugh, to tinker and create, to talk to friends or strangers. We think holistically and like to challenge the boundaries of an ‘exhibition’ as a medium. Mental illness meets art. Performance with artefacts. Exhibits on your phone, on the street. We value being open and transparent, to share knowledge from experts from different disciplines. We don't

shy away from the difficult conversations, from saying things that may shock, or amuse, delight or make people weep. We like to create the kind of spaces that are memorable because they hold people's emotions. Because that is what stories that matter do. They move us all. And by all we mean people of all colors, religions, ethnicities, abilities, ages, sexualities, genders to feel at home in our spaces. Everyone deserves to be inspired and empowered. Without it costing the earth. Literally. We design for dismantling or for re-use, we track the materials we specify to make sure that they are sustainable. Our own business model puts sustainability at its core. Perpetual innovation is in our DNA. We experiment. Digital and physical. Technique as a tool, transformation as a goal. Our best work is with clients who are also our partners who dare to take risks. To create something great. Together. For others.