



ON SHOW BY DESIGN





DANISH NATIONAL MARITIME MUSEUM

Kossmann.dejong

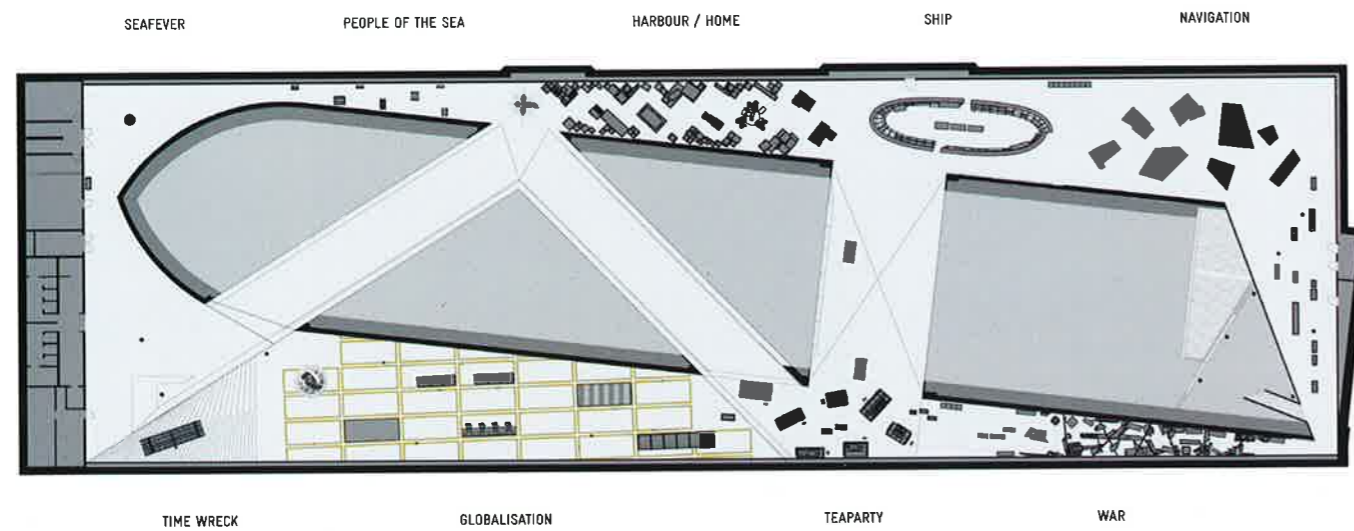
Design Kossmann.dejong
 Location Helsingør, Denmark
 Photography Thijs Wolzak, Luca Santiago Mora

Kossmann.dejong has designed the permanent display for the Danish National Maritime Museum in Helsingør. The new building, designed by Danish architectural office BIG, is built around a former dry dock. The museum and exhibition spaces are built underground in order to preserve the views on the UNESCO-listed World Heritage Kronburg Castle.

There is a metaphor underpins the multimedia exhibition – a journey satisfy people's imagination of discovering far away shores and experiencing adventures in the ocean. Denmark's maritime history, up to the current role of the shipping industry globally, is told via a topical approach, including notions such as harbour, navigation, war and trade.

Different perspectives on the shipping industry were exhibited in the museum, welcoming visitors from different background and different age. With the impressive 3D film installations, visitors can enjoy watching, reading, listening, and exploring the real maritime life as if they were seeing through the eyes of the sailors and their wives, the ship owners, and the captains. With the interactions, visitors could playfully learn the trading and navigation. They could even ink a tattoo.

Kossmann.dejong has designed the scenography accord with the unique sculptural quality of the building itself, allowing the architecture and the interior intensify and complement with each other. For instance, the narrow spaces in the museum are used to evoke the oppressive atmosphere of the war. The wider and open spaces on the other hand emphasise the openness of the sea, or the grand scale of contemporary globalisation.





he created installations at Museu de Arte Contemporânea da USP (São Paulo, SP) and at Domaine de Chaumont-sur-Loire (France). In 2013, he held a solo show at the Palais de Tokyo and participated in a group show at the Schirn Kunsthalle (Frankfurt, Germany). In 2012, he held solo exhibitions at Galeria Millan (São Paulo, Brazil) and at the Offenes Kulturhaus (Linz, Austria). In 2011, he displayed works in the Smithsonian National Museum of African Art (Washington, USA) and the Boulder Museum of Contemporary Art (Boulder, USA). He took part in the 29th Bienal de São Paulo, in 2010.

HG Merz

Germany

www.hgmerz.com

HG Merz architecture practice was established in Stuttgart, south-west Germany, in 1981. A second office was opened in Berlin in 1993. While the Stuttgart team focuses on museum and exhibition design, including visual communication, the work of the Berlin team centres on the renovation and enhancement of historical buildings.

Ippolito Fleitz Group

Germany

www.ifgroup.org

Established by Peter Ippolito and Gunter Fleitz, Ippolito Fleitz Group is a multidisciplinary, internationally operating design studio based in Stuttgart.

Ippolito Fleitz Group are identity architects. They work in unison with their clients

to develop architecture, products and communication that are part of a whole and yet distinctive in their own right. As architects of identity, Ippolito Fleitz Group conceive and construct buildings, interiors and landscapes; we develop products and communication measures. As they say, they do not think in disciplines, they think in solutions. Solutions that help the clients become a purposeful part of a whole and yet distinctive in their own right.

J. MAYER H Architects

Germany

www.jmayerh.de

Founded in 1996 in Berlin, Germany, J. MAYER H Architects focuses on works at the intersection of architecture, communication and new technology. Recent projects include, a student centre at Karlsruhe University, the villa Dupli.Casa near Ludwigsburg, Germany and the redevelopment of the Plaza de la Encarnacion in Sevilla, Spain, the office building ADA1 in Hamburg, Germany and the extension of the science park in Danfoss, Denmark. From urban planning schemes and buildings to installation work and objects with new materials, the relationship between the human body, technology and nature form the background for a new production of space.

jangled nerves

Germany

www.janglednerves.com

jangled nerves designs and produces communication solutions at the crossing

point between media and space, which are understood as two mutually interacting components. With this approach jangled nerves combines the functions of a creative agency and a media production firm.

The goal is to interweave architecture, graphic design, film, interaction and kinematics: all classical forms of media production are embedded into the spatial context, while stories are told in direct alignment with the targeted group. Hence, immersive and holistic experimental environments are created.

Kossmann.dejong

the Netherlands

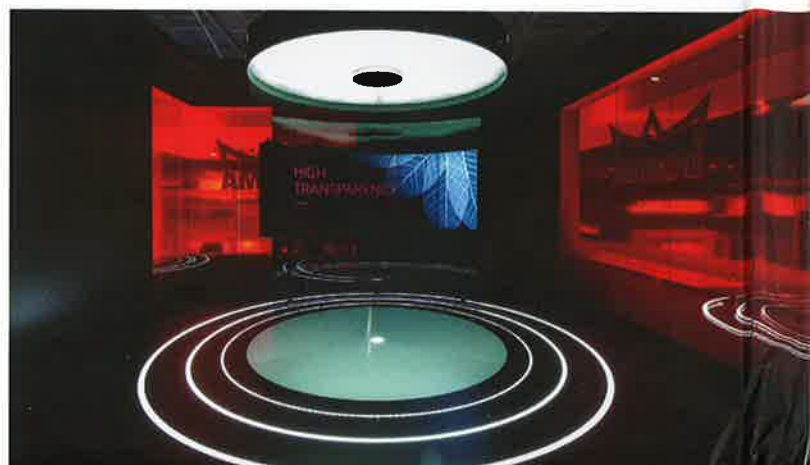
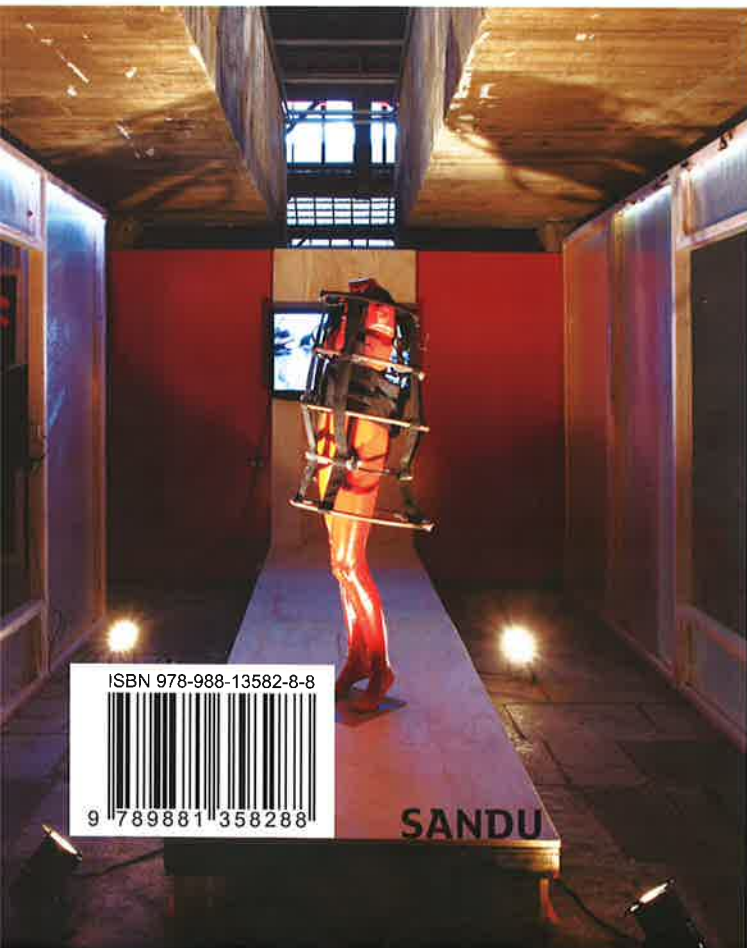
www.kossmanndejong.nl

Kossmann.dejong is an Amsterdam-based design agency that focuses on exhibition and interior architecture. The agency was founded in 1998 by Herman Kossmann (1958) and Mark de Jong (1960), both graduated in architecture at the Technical University in Delft. Kossmann.dejong has grown into a studio with around 25 employees, working on international projects with subjects that range from art for teenagers to micro-organisms.

A connection between content and imagination is what characterizes Kossmann.dejong's design approach. Through a combination of different disciplines, a mixed use of media and interactive tools, Kossmann.dejong generates attractive, spatial stories and intrinsic experiences for a broad audience.



Inventive, artistic and unique – *On Show by Design* banishes the stereotypical experience of dreary exhibition halls and tired, dull fairs that fail to stimulate and excite visitors. Balancing the aesthetics of ephemeral architecture with the practicality of making full use of exhibition spaces, this book contains examples of stellar installations ranging from the futuristic to the awe-inspiring.



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