

DUTCH CONNECTION MUSEUM

PRELIMINARY CONCEPT VISUALS



ENTRANCE

Entrance Experience

Looking up ramp into Museum.

Welcoming key words + text from Tasman's 1642 log.

Replica model of Tasman's ship plus 1950s passenger ship.

Illustrate many Dutch Connections.

DUTCH CONNECTION MUSEUM
PRELIMINARY CONCEPT
OCTOBER 2011

3Dcreative
DESIGN & MANAGEMENT LTD

DUTCH CONNECTION MUSEUM

PRELIMINARY CONCEPT VISUALS



Introduction / arrivals

Make 370 years come to life. Show how our people were here.

Elicit a sense of adventure. Feature displays – Abel Tasman story. 19th century – Gerrit van Asch brought in to educate the deaf. Petrus van der Velden to teach landscape painting.

1939 – Dutch carpenters handpicked to help with labour shortages – “a fine type, of athletic build and well educated.”

Post-war 1950's 60's – Migration waves. Story of 10,000s. 2011 – Still some 1500 migrants arrive every year.

Mixture of graphics, audiovisuals, object displays and props. Timber joinery elements and finishes with bursts of colour evoking Dutch national colours.

A LONG COMMON HISTORY

DUTCH CONNECTION MUSEUM
PRELIMINARY CONCEPT
OCTOBER 2011

3Dcreative
DESIGN & MANAGEMENT LTD

DUTCH CONNECTION MUSEUM

PRELIMINARY CONCEPT VISUALS



A LONG COMMON HISTORY

Arrivals section

Focus on the 1950's/60's migration waves. Talk about heimwee, hardship and success. Strangers in a strange land. Settling into a new country. Feature a huiskamer, keuken, scheepshut. Creating a new Home away from Thuis.

Netherlands Societies area

Tell history of all Societies, in many cities. Support systems for New Arrivals. Koffie en kaarten. Lekker kletsen. Burenhulp. Current care initiatives: Ons Dorp, Tasman Village, Netherville.

Mixture of graphic, object and audiovisual interactives will bring this story to life. Content for display to be developed with Museum Trust, NZ NL Societies, and Retirement Villages.

DUTCH CONNECTION MUSEUM
PRELIMINARY CONCEPT
OCTOBER 2011

3Dcreative
DESIGN & MANAGEMENT LTD

DUTCH CONNECTION MUSEUM

PRELIMINARY CONCEPT VISUALS



THE DUTCH INFLUENCE

Dutch influence section

Tell the story of Dutch influence through thematic displays such as: Food, Farming & Horticulture, Building, Arts and Sports heroes etc.

Feature individual Companies and Individuals in each section as 'success stories'.

Food - Verkerks, Vogel's, Turk, Brink, Mercer Cheese etc.

Farming and Horticulture - Zealandia, Faber Glass Houses, Flower/bulb growers, Fonterra etc.

Building - Lockwood Homes, Oskam etc.

Develop content for displays together with leading companies and Individuals.

DUTCH CONNECTION MUSEUM
PRELIMINARY CONCEPT
OCTOBER 2011

3Dcreative
DESIGN & MANAGEMENT LTD