

## A NEW LOOK AT YESTERDAY

... Cross-section of Lifestyles... Sensory experience... Outdoor collection...<sup>1</sup>

Eating and drinking... House of orange... Holland Rama... A colorful parade... How may I help you?... Beer is a drink for everyone...<sup>2</sup>

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The present paper holds as its main goal the advance of reflections around one of the new museum concept of exhibition, and also to show a good example for what means the involved of communities in a long process to sustain and develop a museum like an example that promotes collective experience.

On the next pages we are talking about a museum that has own mission statement concerning “to share experiences ... to tell true stories about real people to a broad

range of visitors through vivid, interactive presentations using authentic buildings and objects and to encourage visitors to share their own experiences with us – and with each other”.<sup>3</sup>

Actually we are speaking about The National Heritage Museum as it is the long-established Open Air Museum (Openluchtmuseum in Dutch) located near Arnhem with antiques houses, farms and factories from different parts of the Netherlands.



Openluchtmuseum Arnhem

<sup>1</sup>New look at yesterday...Cross-section of Lifestyle...Sensory experience...Outdoor collection... the idea/concept of museum, idea exposed by professor Jan Vaessen, director of the museum, trying to explain the position of museum on the intersection of cultural anthropology and history.

<sup>2</sup>Eating and drinking... House of orange... Holland Rama... A colorful parade... How may I help you?... Beer is a drink for everyone... represents the name of (semi) – permanent exhibitions and also make the connection with the collections that are exposed

<sup>3</sup>See the mission statement of museum and more about the organization, events, programmes on museum site [www.openairmuseum.nl](http://www.openairmuseum.nl)



Holland drama exhibition

## HOLLANDRAMA<sup>5</sup>

The entire attention of publics its astonished by HOLLANDRAMA, housed in an egg-shaped copper “building” near the entrance. Was opened in 2000 and allows visitors, in a time capsule of sorts, a virtual reality show of the Netherlands, as it was and is. Visitors are given a **“surprising view of the life of yesterday”**, the presentation of images of land and cityscapes enhanced by lights and sounds, temperature changes and even particular smells.

The museum’s popular HollandRama (HR) feature develops the 19<sup>th</sup>-century idea of a panorama and combines multimedia with displays of real objects.

According to the jury of the Award committee, the Openluchtmuseum puts **“people at the centre of the museum’s philosophy.”** Good quality multimedia presentations but **especially numerous activities for people of all ages add to the package provided, according to the jury’s report.** It is also felt that the museum shows an “excellent example for other traditional museums wishing to **take new directions and combine traditional forms of open-air museum with innovative, experimental and imaginative projects focused on contemporary social issues**”<sup>6</sup>

HR is built around museum objects, re-created objects, interiors and landscapes. In HR you travel to countless places that concern day-to-day history: that means community is present all the time.

<sup>4</sup>To see more about new architectural concept read *Double Dutch*, Cindy Coleman in *Interior Design*, no. 5/1/2003 – Mecanno’s concept – the buildings unite nature and architecture to tell story of Holland as well the craftsmanship unique to this region..

Originally the museum followed the model of the famed Skansen museum (Sweden), but the main idea concerning the development of entire collection was based on Denmark’s Frilandmuseum Sorgenfri. In the 1990s, it embarked on a renovation and modernization plan, which resulted in 5 new areas and new concept, plus the construction of an award – winning theatre.<sup>4</sup>



Beer is a drink for everyone exhibition



<sup>5</sup>See the Report of The European Museum Foundation on 2005 concerning the Award of best European Msueum, has voted the National Heritage Museum - Openluchtmuseum - in Arnhem as the European Museum of the Year 2005. The Award consists of a bronze statuette by Henry Moore entitled 'Mother and Child: Egg Form.' It will be prominently displayed at the Openluchtmuseum for one year.



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*House of orange exhibition*





HollandRama installation  
Courtesy of Rexroth Hydrauldyne



HollandRama Egg shaped

In fact you will discover common objects, interiors and landscapes that are familiar in our own life or from stories told by parents and grandparents.

Is it a fascinating and sentimental journey into the past. It offers a surprising combination of a futuristic time capsule and a 19<sup>th</sup> century panorama theater. Mechanics, hydraulics modern computer techniques, light and sound effects, scents, and even changes in temperature create a 21<sup>st</sup> century time machine in which you take your seat. From that vantage point you see yesterday and much earlier times as a series of moving scenes. The aim is to offer you a new perspective on the buildings and day-to-day objects in the Netherlands Open Air Museum.

### Construction/Building/ Techniques of HR

In front of the new Entrance Building lies a mysterious egg-shaped building with copper-green covering. You reach it via a corridor through the Entrance Building. Once inside, you encounter one surprise after another. In a 15-meter high, oval-shaped space is a rotating platform with 150 seats. Through

the movable floor you see a variety of contemporary techniques.<sup>7</sup>

The technique around the platform is state-of-the-art. Hydraulic legs allow it to be suspended at any desired height up to 7,5 meters; mounted on rails, it can cover a distance of 11 meters, and at the same time, it can be turned horizontally 360 degrees. Furthermore, all of these movements can occur simultaneously. You sense a variety of spatial experiences and illusions.

The stage has a double roof. A helmet made of loose beams can completely or partially close the stage off. On the inside images can be projected. A second, horizontal cover consists of two loose moveable parts. So, they get images of panoramas of every desired form and dimension. Together with theatrical lighting and various scents, temperatures and sound effects, they deliver penetrating, sensorial experiences.

In fact, HR presents a new look at yesterday... where people is it still alive on the atmosphere of different sensorial perceptions.

<sup>7</sup>To understand more about the HollandRama installation (especially technical details) see dissertation thesis Unconventional 3D User Interfaces for Virtual Environments, Ernst Kruijff, Graz University of Technology, 2006, p. 46.

## O NOUĂ ÎNFĂȚIȘARE A TIMPULUI TRECUT....

**Mihaela MĂNĂRĂZAN**

Titlul articolului reprezintă dezideratul, „concepția”, de ce nu chiar aluzia la discursul expozițional care este prezent la Openluchtmuseum din Arnhem în cadrul expozițiilor semi-permanente oferite publicului vizitator, muzeu premiat de către Fundația Europeană a Muzeelor ca fiind cel mai bun muzeu european în anul 2005.

Rodul bine cunoscutei și apreciatei școli muzeologice olandeze, muzeul aduce nou publicului nu numai experiențele senzoriale trăite în timpul vizitei, ci mai ales un concept nou în arhitectura de ansamblu a muzeului, proporția corectă și novatoare de expunere în fața publicului a caselor vechi, de patrimoniu, într-un și cu ajutorul unui ambient arhitectural foarte modern, concept care lasă publicul să se transpună în atmosfera bunicilor, a străbunicilor, dar cu o ancorare reală prin maniera contemporană/modernă a modului de valorificare a patrimoniului existent în muzeu.

Totul se încadrează în misiunea agreată de muzeu de a oferi experiențe unice și novatoare publicului vizitator, de a oferi acestuia povești adevărate despre oamenii acelor timpuri și locuri, prezentarea colecțiilor de patrimoniu într-o manieră interactivă care presupune implicarea publicului

în actul creator al expoziției, de la vizitatorul pasiv la unul activ și implicat. Atenția este atrasă în mod deosebit de una din expozițiile semi-permanente, HollandRama, în fapt un teatru multimedia, sau altfel spus o „capsulă a timpului” futuristă, în care vizitatorul trăiește experiența unei vizite panoramice interactive asupra istoriei Olandei.

Întreaga prezentare se bazează pe o lume recreată având în centru filozofia muzeului ”omul”, un exemplu de bună practică de îmbinare a resurselor unui muzeu tradițional cu tehnicile experimentale și inovative contemporane. Întregul concept al capsulei timpului este construit în jurul obiectelor de patrimoniu și a unor replici ale acestora, astfel încât vizitatorul, ca privitor, dar de data aceasta și cași „jucător” în fața unei scene de teatru, poate să pătrundă cu ușurință lumea interioarelor sau ambianței oamenilor care trăiau în timpurile respective, precum sunt ele prezente în poveștile bunicilor sau străbunicilor noștri/lor. Totul este acompaniat și întreținut de participarea activă a publicului prin inducerea acestuia diverselor simțuri proprii prezentărilor în cauză ( de la crearea unor temperaturi diferite în timpul iernilor sau verilor până la gust, lumină) totul marcat de adevărate EXPERIENȚE SENZORIALE.