

VAN GOGH, THE OTHER STORY

INSIGHTS FROM LITERATURE AND THE VAN GOGH MUSEUM

Mission of the Van Gogh Museum:
"Making the life and work of Vincent van Gogh and the art of his time **accessible** and **reach as many people as possible** in order to **enrich** and **inspire** them"

- Van Gogh aspires.
Strategic Plan 2018-2020

To change the museum into agent of social inclusion, three dimensions need to be enhanced; **representation** (of a person's cultural heritage), **participation** (opportunities in cultural production) and **access** (opportunities to enjoy cultural services).

- Sandell (1995)

The first museums used to be to distinguish the elite from the general public (18th century)

- Bennett, 1995

A culturally diverse Van Gogh Museum

VISION ON A NEW MUSEUM MINDSET

Current communication



Adoration

- Van Gogh as the misunderstood genius
- He was of great importance to the development of art



Informative

- Telling one true and clear story from one perspective
- Using a lot of facts to explain Van Gogh's life and work
- One-way information flow, not interactive



Autonomy

- Most communication is done in the same way
- For some young adults it is not clear how to look at the art, this can feel confusing



Conventional

- Using mostly uniform media throughout the museum
- Traditional museum behavior is expected from the visitor

Communicating to young adults

Identification

- Focus on the human Van Gogh with interesting and uncontroversial stories
- Make direct connections with the themes and lives of young adults.



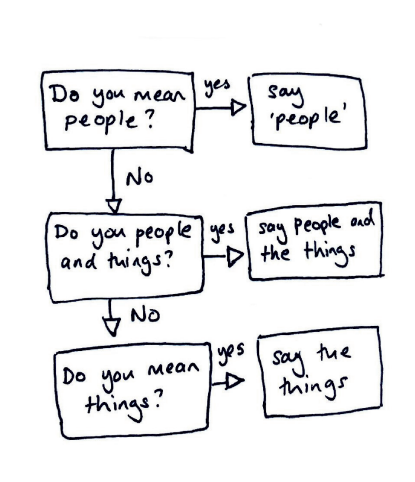
More evocative

- By using evocative info. and facilitate self interpretation of the stories, so they can do their own meaning making
- Using visitor input and create dialogue



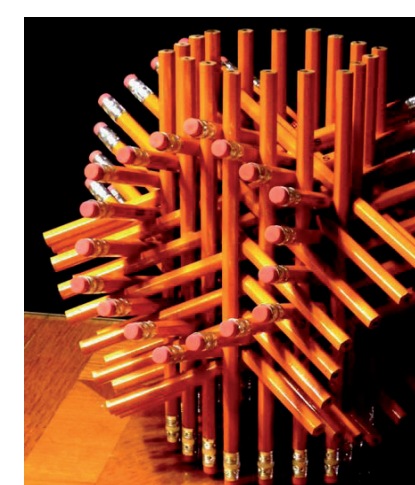
Guidance

- Variety in media and excitement levels throughout the museum
- Facilitating exploration and curiosity
- Clear information hierarchy

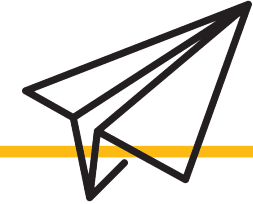


Bold

- Using the unexpected to surprise the visitor
- Addressing more controversial perspectives and stories
- Immerse the visitor with beautiful aesthetics



Culture is not seen as something you just visit for fun. It is more about who you are and how you want to live your life.



The museum is being perceived as monotonous and sometimes boring. Not as exciting or fun. Exploring, doing and being surprised are missed in the experience.



Everyone takes other learning points from the museum, fitting their current phase in life. This way Van Gogh could be inspiring to everyone.



Several people find it hard to understand the hype around Van Gogh. This makes it harder to connect with him and feel like the museum is also there for you.

VAN GOGH, THE OTHER STORY CONCEPT



1. ATTRACT



2. BRIEF



3. MEET



4. ENGAGE



5. CREATE



6. DOCUMENT



7. PRESENT



8. PROMOTE



9. REPEAT

DEVELOPED MATERIALS



Theme cards corresponding with the five letters



Van Gogh, the other story booklet
Five modern letters of Vincent van Gogh



Link to the audio recordings of the five modern letters of Vincent van Gogh



Van Gogh, the other story guide

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Van Gogh, The other story
A culturally diverse Van Gogh Museum
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Msc Design for Interaction

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