


# Using liminal exhibition spaces to create a subliminal festival experience at the MOJO Exhibition

In 2019, Museum Prinsenhof Delft will be showcasing an exhibition about MOJO Concerts. Since MOJO is a Dutch music event organiser, the assignment for this graduation project was to design an experience to evoke an on-site festival experience. A comprehensive design is made for the liminal exhibition space (the spaces in between exhibition rooms) to evoke a festival experience throughout the whole exhibition.

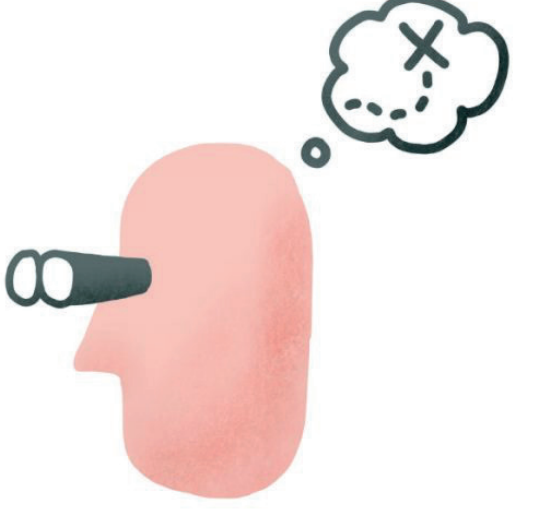
## The 4 elements of a festival experience

### Liminality



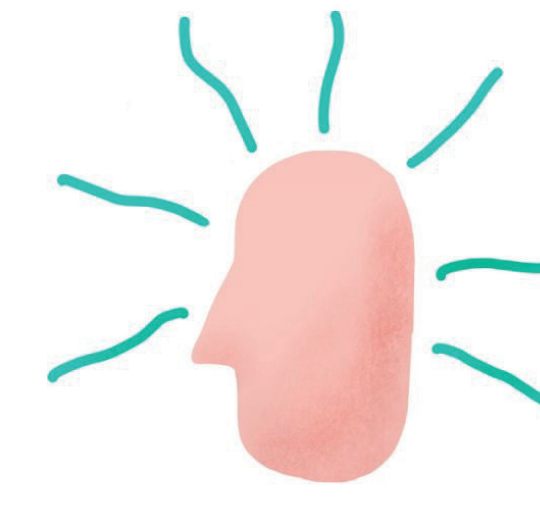
Liminality is a mental state that enables a person to try out new things and makes a person more open-minded.

### Escapism



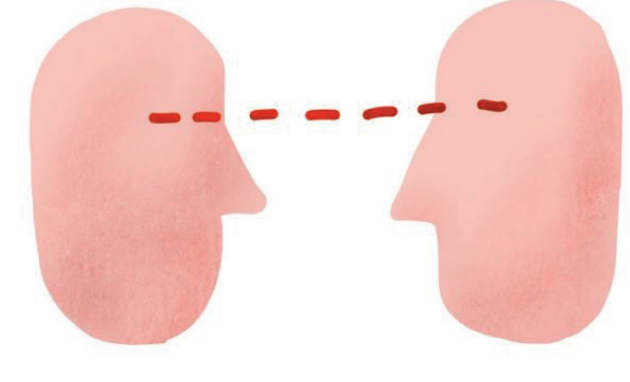
Escapism is a break from the normal, offering the visitor the freedom to explore and build their own adventures.

### Authenticity




The experience of being part of something unique, since many things happen simultaneously and very temporarily.

### Socialisation

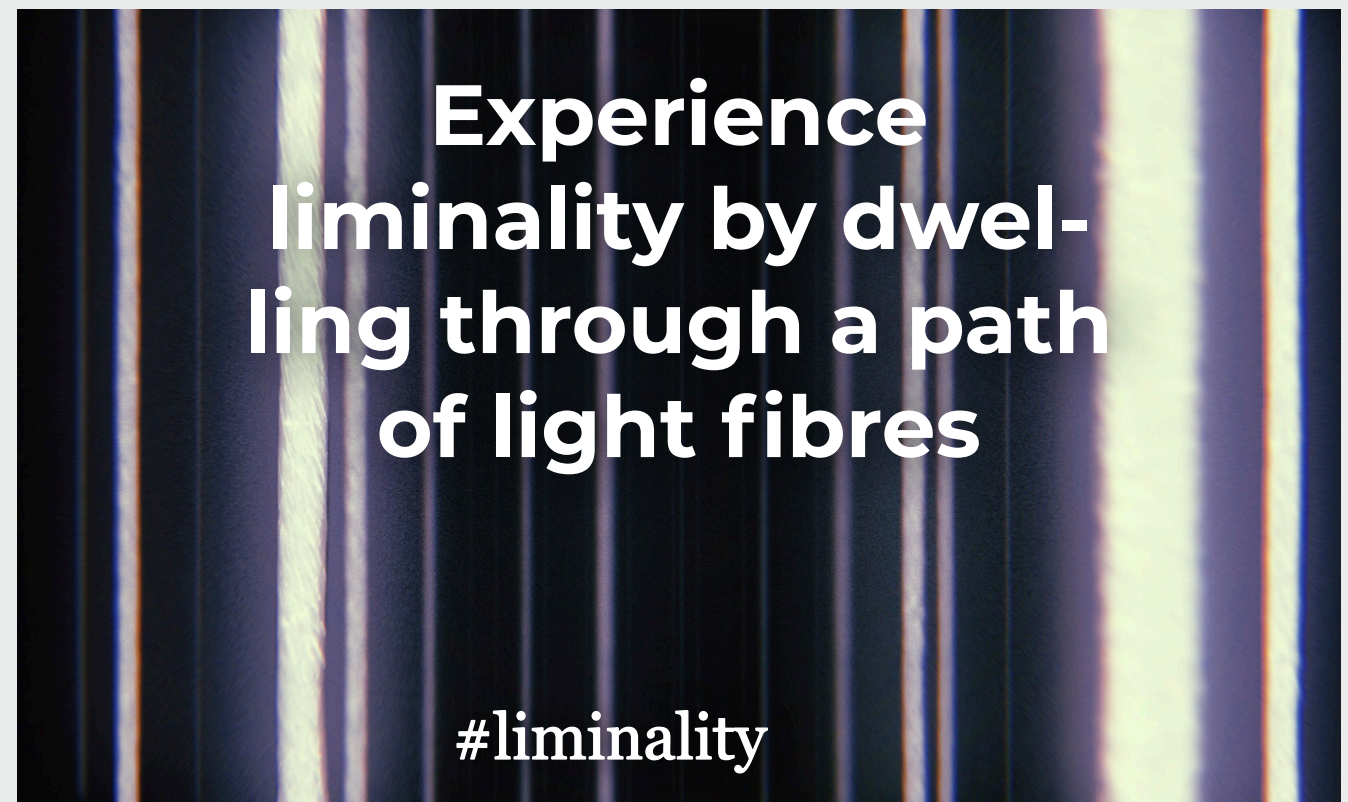


A festival is a shared experience and visitors have opportunities to influence the experience of other visitors.


Photo by Ruben May on Wildcard 2018




**Curtains that evoke curious peeking and create a port to another world**  
#escapism




**Experience liminality by dwelling through a path of light fibres**  
#liminality




**Phones connect visitors at different places on the exhibition**  
#socialisation



**A button that creates a group feeling and evokes desirability**  
#socialisation



**Simple controls to influence the experience of other visitors**  
#escapism #authenticity



**Visitors get primed and can leave their mark at the gesamtkunstwerk**  
#authenticity

Check the design and the master thesis website: [studie.dekatangelino.nl/afstuderen](http://studie.dekatangelino.nl/afstuderen)

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