Van Gogh, the other story booklet

Theme cards corresponding with the five letters

Developed materials

Van Gogh, the other story guide

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

Vision on a new museum mindset

Current communication

Identification

Inforrnative

Adoration

Autonomy

Conventional

Guidance

Bold

VAN GOGH, THE OTHER STORY CONCEPT

1. Attract
2. Brief
3. Meet
4. Engage
5. Create
6. Document
7. Present
8. Promote
9. Repeat

Maud Verheij
Van Gogh, The other story
A culturally diverse Van Gogh Museum
25 - 10 - 2019
Msc Design for Interaction

Committee
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