



MIJKSENAAR

Mijksenaar - 6.4 Case Studies

14th September 2023

Connecting people with spaces and places



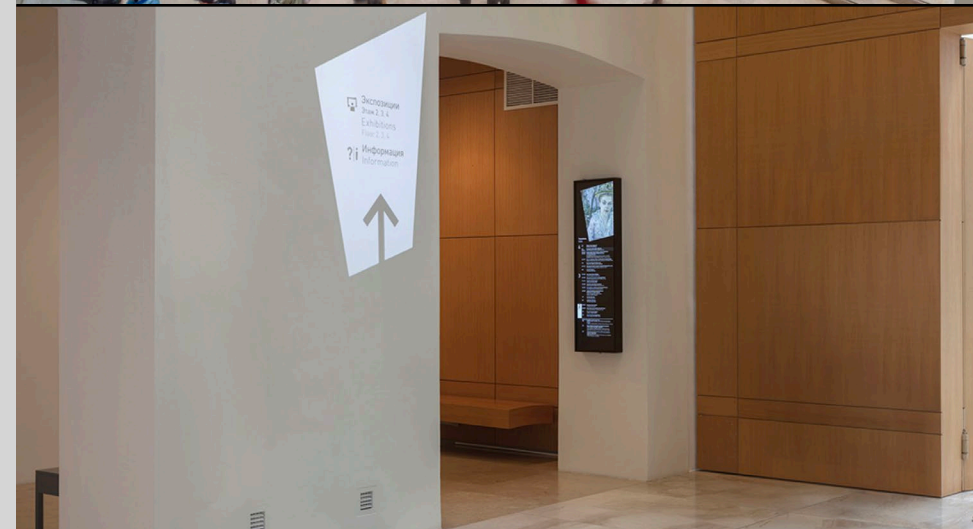
Case 1 - Museum of the Future, Dubai

- Part of architecture and experience design team
- Concept development for full visitor experience
- End to End responsibility, part of RIBA process
- Details material design and local suppliers
- Award winning project



Case 2 - Rijksmuseum, Amsterdam

- Amazing architecture, goals to implement intuitive wayfinding for this historic museum
- Using data and simulation to understand users and journeys
- Wayfinding that inspires to explore
- Cooperate with architecture team



Case 3 - Hermitage, St. Petersburg

- Direct C-suite and architect (OMA) connection to enhance museum experience
- Enhance utilisation museum
- Creation of a digital model, including projectors, to inspire visitor to explore
- Do justice to collection and historic museum



Case 4 - Artis, Amsterdam

- On of the oldest zoos in the world
- Strategic wayfinding / visitor experience consultant for many years
- Design to empower visitor, also youngsters to plan the visit to the zoo
- Award winning design



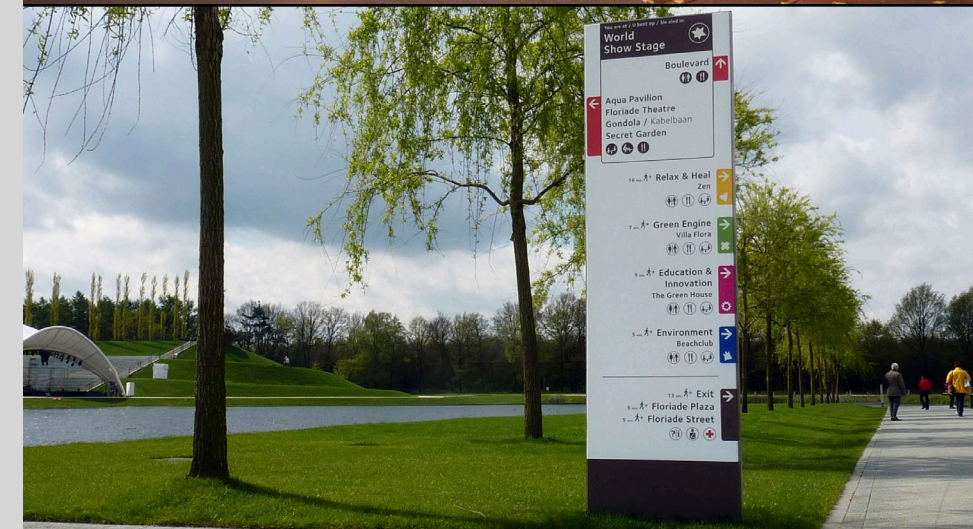
Case 5 - Naturalis, Leiden

- Contributing to the learning experience, by understanding users and their needs
- Wayfinding design and spatial design to let visitor undergo a full historical immersive experiences.
- Part of the Identity, experience and architecture team



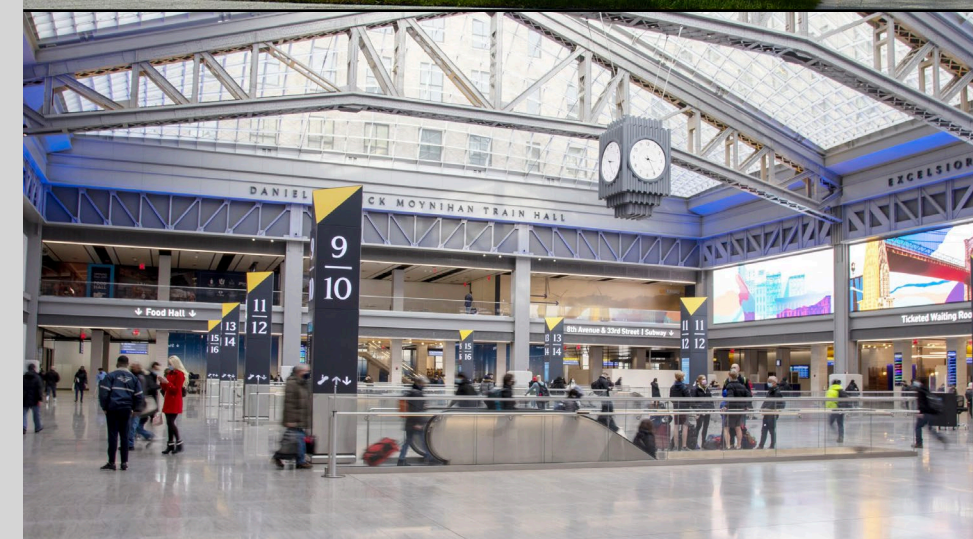
Case 6 - Heineken Experience, Amsterdam

- Full flow analysis and users journey mapping to understand the experience journey
- Concept design, translating Identity into spatial designs and wayfinding interventions
- One of the most visited experiences in Amsterdam, iconic brand experience



Case 7 - Floriade, Venlo and Almere

- Part of architecture and experience design team
- Sustainability as the core of the design process, resulting in a fully recyclable product or product that will stay after the event is over (and the property transform to a new part of the village of Almere).
- Contribution to social return of investment



Case 8 - Moynihan, New York

- Part of architecture and Identity design team
- End to End responsibility, part of RIBA process
- Transforming an old mail office into a train station (historic site in the heart of New York)
- Sustainable design, based on science and years of experience. Less prone to changing ID or maintenance

REFERENCE CASE 1

Identity through wayfinding

Museum of the Future, Dubai

The Museum of the Future is the new icon on Dubai's horizon. The building is unique in its architecture. Is it a building, an art object or a monument. The museum is slated to open in 2022. More than one million visitors visited the museum in the first year.

Mijksenaar has developed a design concept for this unique place, which contributes to the experience of the Museum: In the Clouds. The fog that often blankets the city in Dubai in the morning and later lifts was the inspiration for the design. This concept is respectful to the architecture, which takes a very dominant position. By understanding the context of the building and the journeys people would have we design this 'opposite' designs. We carefully design the materials with local producers, to ensure local maintenance, of course in close coordination with the client team, architect and experience designers. The building itself is almost a monument. We dove into all the possible journeys visitors could have, also considering visitors with PRM and low literacy. The design is clear and understandable to all its visitors.

Adheres to:

- *Demonstration of response to context, materiality, and character of site*
- *Demonstration of how your proposal was shaped by the needs of audiences and visitors*



REFERENCE CASE 2

Connecting to art history

Rijksmuseum, Amsterdam

The Museum of the Future is the new icon on Dubai's horizon. The building is unique in its architecture. Is it a building, an art object or a monument. The museum is slated to open in 2022. More than one million visitors visited the museum in the first year.

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Adheres to:

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REFERENCE CASE 3

The immersive journey

Hermitage, St. Petersburg

The Hermitage is a magical place. The winter palace in St. Petersburg is an icon, in the already iconic city. The museum houses a veritable treasure trove of art. For any visitor, art lover, connoisseur or specifically looking, museum is a Valhalla. However, such a large museum also presents great challenges. Visitors get lost, the offer leaves visitors dizzy and unable to understand what they want and can visit.

Mijksenaar was asked by Piotrovsky and his team to analyze and improve the visitor experience. The museum needed to interact and not just offer. Our experts worked with Rem Koolhaas' architectural firm OMA. They developed insane spaces. We developed an appropriate wayfinding strategy and design, which to static elements also has digital elements. These elements have a high attraction value and entice and inform visitors about collection. It inspires have. The projects are flexibly adjustable and provide much less signs (and hanging systems). This does justice to the historic building.

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Mijksenaar delivered this assignment in 2019. After the outbreak of war with Ukraine, we broke all relations with Russia and the projects overthere. We are against this war.



Wayfinding that empowers

Artis Zoo in Amsterdam

empowers

There's nothing nicer than to spend a whole day in this 150 year old zoo. Such a day is more than a day out, it offers the chance to enjoy, learn, inspire and connect with each other. The Artis Zoo in Amsterdam, is one of the oldest zoos in the world. This city garden is all about learning, exploring and experiencing.

Mijksenaar has worked for years as strategic designers of the experience, in the zoo but also in the adjacent De Grootte library. In addition to a wayfinding system for adults, Mijksenaar developed a system specific for children. A system based on visual language, pictograms. This is very effective because young children cannot always read. These pictures, presented at their height, they understand all too well! In this way, children can design their own experience. Wayfinding that empowers. The system has received several design awards.

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The wonders of natural life

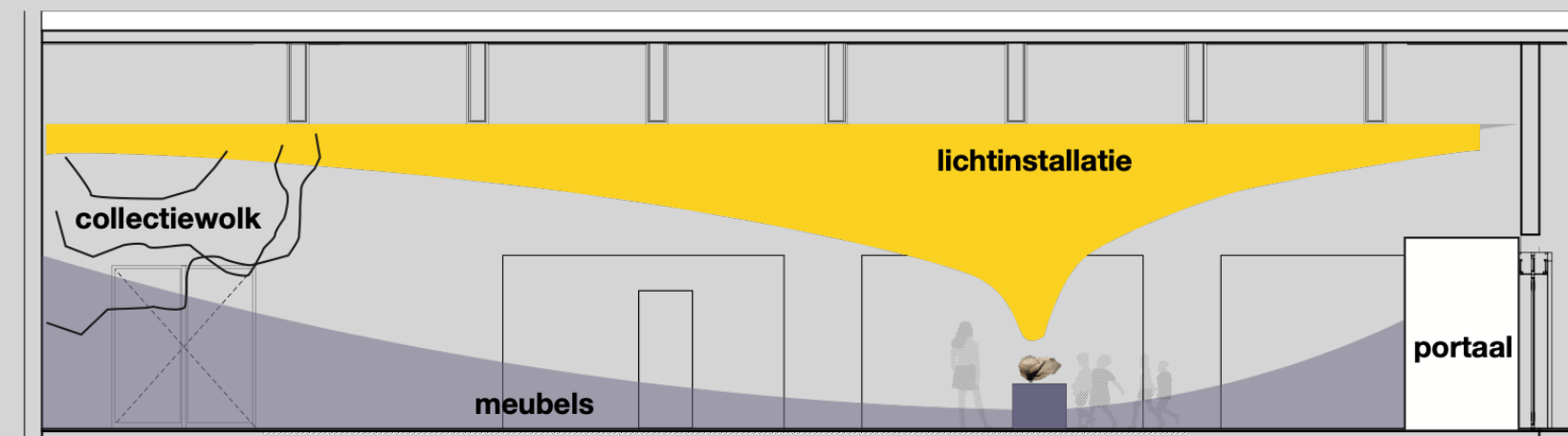
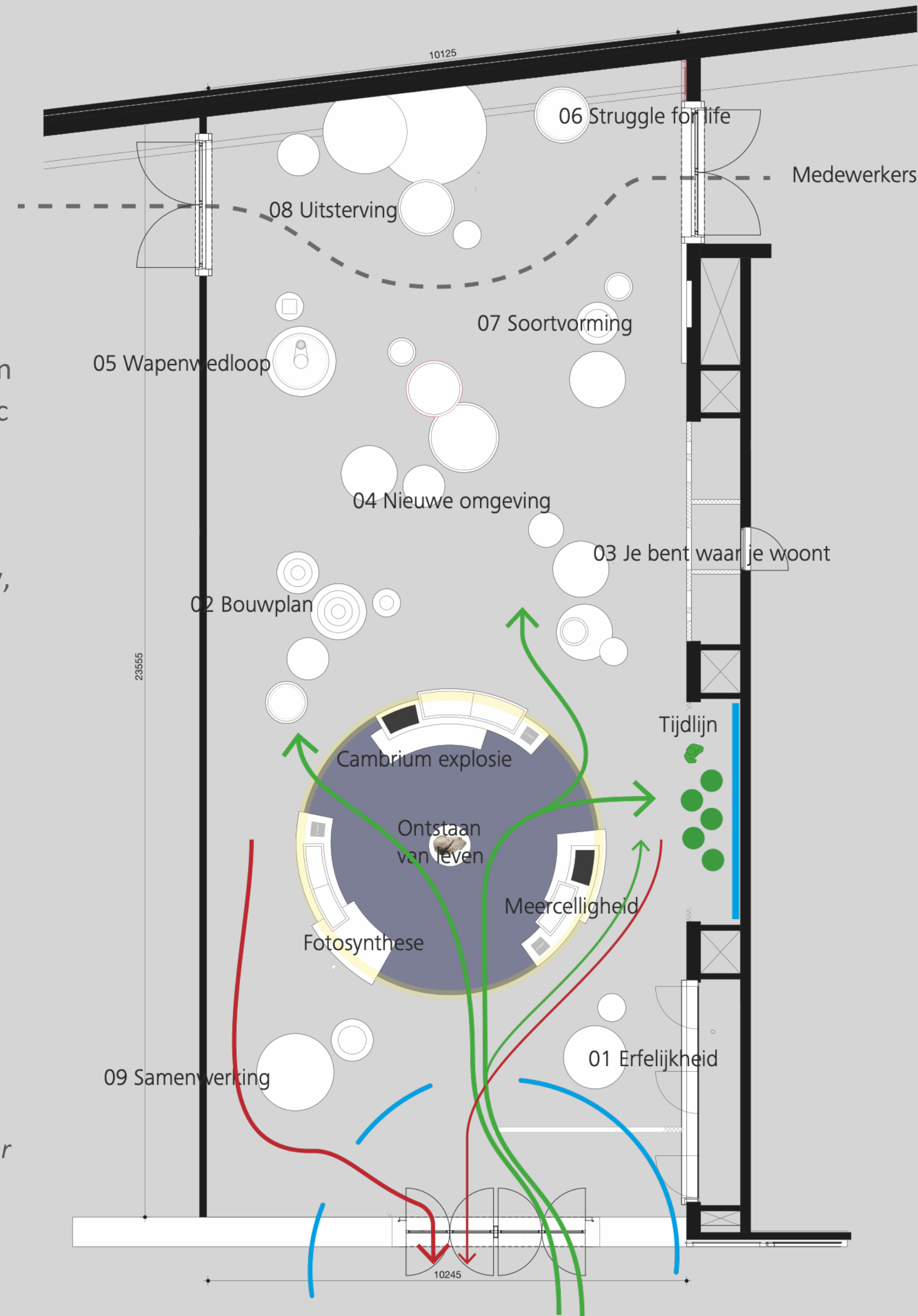
Naturalis, Leiden, NL

Dubbed the 'Rijksmuseum of Natural History,' the Naturalis in Leiden offers you an in-depth journey through the prehistoric ages. With stunning fossils, birds, a herbarium, and 'Trixie' the T Rex, the focus is on delighting children and providing a fun and educational excursion for the whole family.

Mijksenaar advised the Naturalis on visitor flows and journey, as they were faced with bottlenecks and an unstructured visitor experience. Paying respect to the rigid but striking architecture, we advised them to utilize a staircase, positioned at a focal point of the vast atrium, organising the exhibitions by floor and navigating downwards as a chronological experience through time. We also advised on more logistical matters, such as parking, the purchasing of tickets, and multiple entrances to ensure every visitor was attended to.

Adheres to:

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- Demonstration of response to context, materiality, and character of site
- Demonstration of how our proposal was shaped by the needs of audiences and visitors



Experiencing the brand

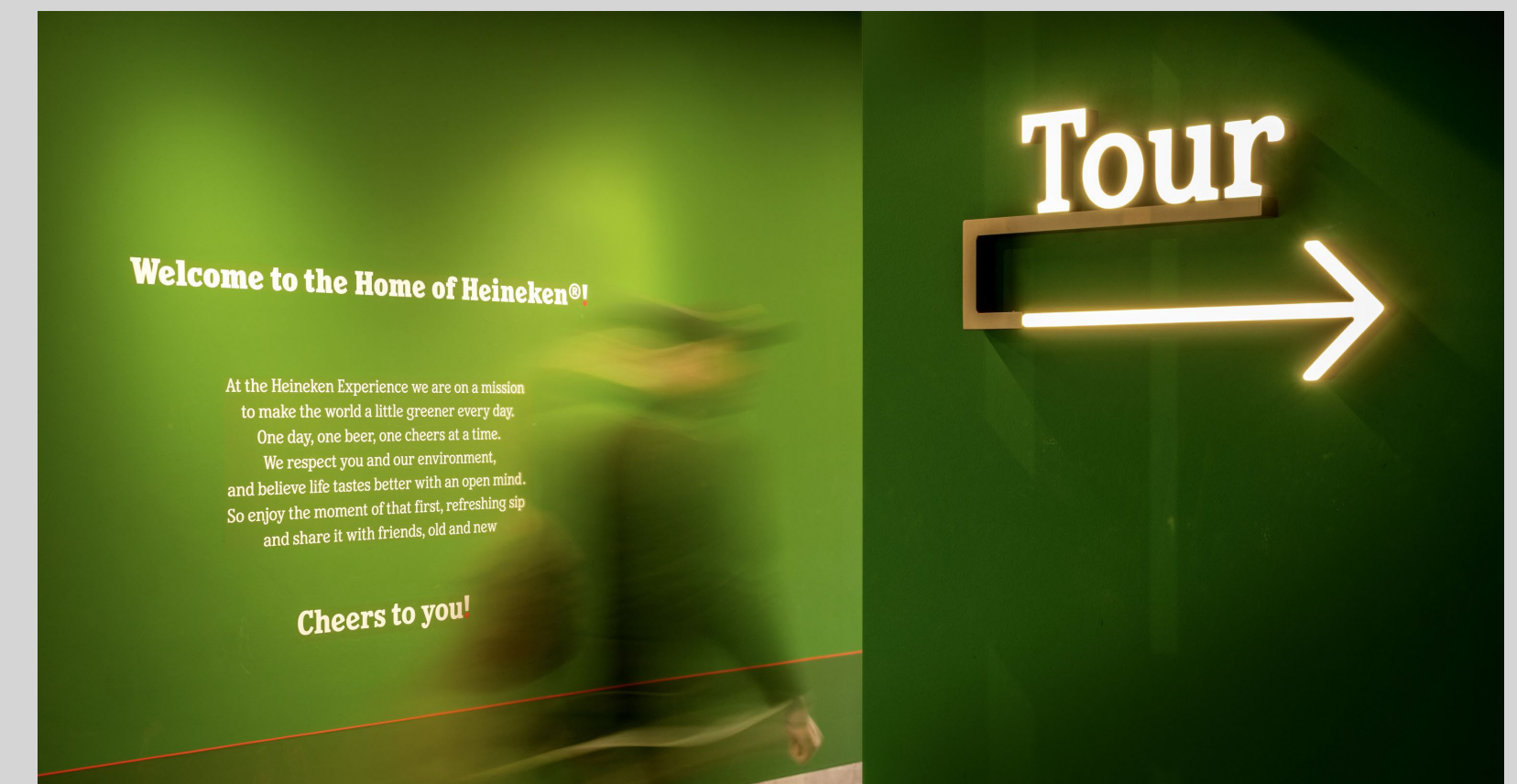
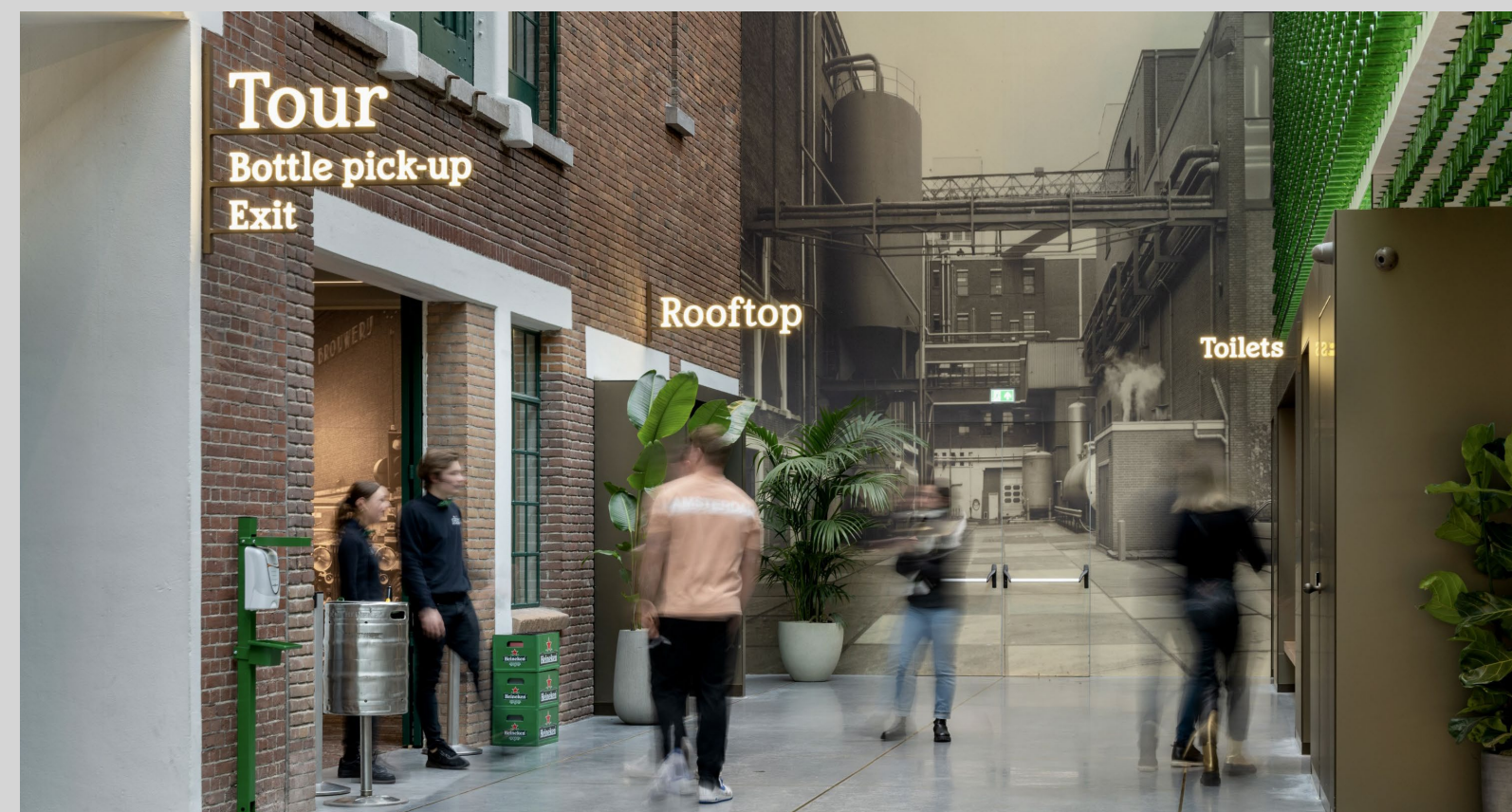
Heineken Experience, Amsterdam

It all started in 1873 when Gerard Heineken founded the family brewery that would eventually become an icon in the Netherlands. One hundred fifty years later, the Heineken Experience remains one of the most sought-after destinations in the country, attracting nearly a million visitors each year. The Heineken Experience perfectly balances old brewery elements with highly modern architecture, serving as a physical journey through time. Recently, the brewery underwent a significant overhaul to enhance the visitor experience.

The need for extensive renovations became apparent, as long queues outside the museum were causing disruptions between cyclists, visitors, and cars in an already busy junction. A complete architectural update was required to ensure that the brewery's iconic legacy was preserved and visitors could have a fully immersive and digitized experience. Along with this, wayfinding was needed to guide, and reinforce the brand's iconic identity seamlessly throughout the space.

Adheres to:

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A sustainable design & process

Horticultural exhibits in Venlo and Almere

Once every 10 years, Floriade is organized. This horticultural event is dedicated to Agriculture and horticulture. Visitors from all over the world visit this event, which lasts only six months. Because this event is so short, and has a great impact on the environment and the land, sustainability is always a very important theme. The event site is transformed into a park (in Venlo) or a city district (in Almere). Mijksenaar was asked to develop a sustainable design. Therefore it worked together with local supplier, to use residual streams of the event (from the construction) for wayfinding elements. The elements were also developed so that the materials are recyclable at all times. Elements were also developed, that after the event, permanently add value in the function of the park/residential area. During this project, Mijksenaar actively participated in Social Return of Investment. For example, support of the local community and people with a distance to the labor market were employed during the implementation of the project.

Adheres to:

- Demonstration of approach driven by sustainability
- Demonstration of response to context, materiality, and character of site
- Demonstration of how your proposal was shaped by the needs of audiences and visitors



A New Age of Rail Travel

Moynihan train station, New York

The Train Hall serves as Amtrak's new flagship hub and provides expanded services and amenities for the Long Island Rail Road. The facility features a new high-quality food hall and retail stores, plus commercial offices on the upper levels. The scope reflects the complexity of the station as this train hall provides direct access to most, but not all century-old platforms that extend under the existing Penn Station.

The primary goal of the train hall and its wayfinding was to reduce congestion and enhance the experience of the nation's busiest transportation complex. From the train hall, there is a direct underground connection to the existing Penn Station, two NYC Subway stations, and the New Jersey Transit.

The design is timeless and there to stay. We have clear references to understand that wayfinding in this situations, need less changes and maintenance, when design properly.

Adheres to:

- Demonstration of approach to signage in historic buildings and/or cultural buildings
- Demonstration of how your proposal was shaped by the needs of audiences and visitors
- Demonstration of approach driven by sustainability

