**PRESS RELEASE**

**FACADE**

Museum W was established in Weert, in what was once the city hall and a prominent heritage building, in 1982. Although the oldest sections of this building date all the way back to the 16th century, it owes its current appearance primarily to a large-scale Renaissance Revival-style restoration carried out in 1911. The museum underwent yet another renovation in 2019- 2021, during which it was provided with a new extension to the rear, fitted with a golden façade.

**The building**

The front and north façades, erected in 1913 in the Renaissance Revival style, were constructed like a shell around the original building. The façade of the new building also serves as a shell, but more consistently so. More specifically: a ‘golden shell’ has been created over the rear of the building, on the north and south façade, making the golden building the 'neighbour' of the old building.

The south façade on the broad Meikoelvirtually recounts the history of the building. At the centre of the south façade, the original features from 1548 can be discerned, while the façade that was erected in 1913 in the Renaissance Revival style is apparent on the side adjacent to the Markt. The museum-worthy section facing the Nieuwe Markt features the new golden façade from 2021.

The new museum entrance can be entered at ground level and is located on ‘the 8 of Weert’, an outstanding situation for both the building and the public space. The rear extension, which has always been multifunctional, can therefore once again be used to serve the museum and is designed differently yet unambiguously. The most prominent changes were made to the rear building, where an emergency staircase, a lift, toilets, as well as offices, meeting rooms and a depot were built.

Only ‘a few mistakes from the past’ were repaired in this heritage-listed building, such as the removal of the existing lift, the meter cupboard and modular ceilings. The attic can now be accessed by a contemporary staircase that was incorporated into the existing stairwell with the greatest respect for the building’s heritage, with the precision of a surgical operation.

**The idea behind the Tecu®Gold rear façade:**

Museums are the holy places of our present-day secularized society, and works of art are the relics of every culture, which are reserved for posterity by museums. The rear façade was clad with Tecu®Gold in reference to reliquaries that were also made of gold, silver, or brass.

This is also an interesting reference to the collection of religious art on display at Museum W.

Just as the sculptures and paintings on reliquaries recount the story of the saints to which they were dedicated, the modern golden façade features two screens on which art videos and information about current exhibitions are projected. The large windows serve as showcases for the works of art, which in turn serve as display windows or visual depositories, to give passers-by a glimpse of the museum’s treasures, as if they were relics in a reliquary.

Artist and photographer Emily Bates (born in 1970) created the first video project conceived especially for the two large screens in the new exterior façade: *Lost Spring. Lost Year.*

**Golden shutters:**

The golden rear façade is composed entirely out of shutters, which have been fixed in place due to financial constraints. Only the door to the main entrance can be opened and closed. With 40-millimetre-wide seams between the shutters, the façade is detailed in such a way that it makes it appear as if all the shutters can be opened and as if there is a display case containing a relic or a work of art behind each shutter. If it would have been possible to open the shutters, the old rear wall would also become visible – like a medieval polyptych or an Advent calendar.

We looked for a material that can represent cultural wealth and therefore serve as a beautiful reference to our priceless history, which must be preserved for future generations.

**Tecu®Gold:**

The cladding installed on the façade of the museum is 1 mm thick, and all sheets are folded at the edges for increased rigidity and stability. In addition, a 20 mm-thick hard-pressed insulation panel has been glued behind each Tecu®Gold panel to ensure even greater stiffness and higher impact resistance.

Tecu®Gold cladding enables the rear extension to be insulated, which is important considering that this is where the offices are located. Insulation was deliberately not applied to the main building to prevent problems resulting from excessive moisture, but it is nevertheless air-conditioned out of necessity.

Reversible: the old window frames and windows in the rear façade were left intact. Only the façade was insulated, with Tecu®Gold cladding placed in front of it. Thanks to insulation package, the windowsills and other projecting features of the existing façade could be retained.

**Museum W – reopening 3 May 2022**Weert, The Netherlands<https://www.museumw.nl><https://www.instagram.com/museumw.weert>https://www.facebook.com/MuseumW.Weert/<https://www.youtube.com/channel/UCdHAYZjKMmNj4KjdK2pzdGw>

For more information feel free to contact:

