

Space Encounters and Creative Holland present The Museum at Salone di Mobile

Amsterdam, March 2019 - From April 9th – April 13th, Space Encounters and Creative Holland will present 'The Museum' at the Salone di Mobile in Milan. The installation offers ample room for art and design, with atmospheres that promote relaxation, contemplation and focus amidst the hectic pace of Milan Design Week.

The Museum is a journey through different spaces in which a visitor constantly undergoes a facet of Dutch creativity: architecture, photography, music, design, fashion, VR, film and digital communication. The pavilion that houses all the components is a connection of forms, designed by Space Encounters.

The architects have linked each creative discipline to different ambassadors, with one underlying theme: all exhibits grab the visitor from the bustle and place them in a different world.

Like photographer Reinier van der Aart, who resets the visitor directly after entering The Museum with an ultimate self-confrontation. Pianist Joep Beving provides music that guarantees genuine tranquility, and the works of digital artist Jan Robert Leegte use imagery that usually reminds us of stress, but now provides a sense of calm.

The Museum is not like any other museum. Because during this trip nothing will be imposed or explained. There is no noise, no distraction; visitors do not have to think about what they will see, what they should like, how they might possibly feel or not feel. The choices have already been made.

This creates focus; a scarce commodity in a world full of distractions. And with more focus, the more you see. The attendant's clothing, the chair on which you rest, the lamp that subtly attracts attention: it all turns out to be part of the collection.

The Museum is everything a museum can give, but less. Because less is exactly what we need.

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Not for publication:

For more info about The Museum, please contact us at press@s-e.eu

<http://themuseum.eu/>