

IMAGINATION

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The history of Delftware



Medium

Experience consisting of three different 'video locations' - the factory manager, the master painter, and the factory hall, all prepared in a carefully thematized factory scene.

Client

Royal Delft - De Porceleyne Fles / Munttoren Amsterdam



Communication goal

Ask a random tourist if they have heard of Delftware pottery, and the answer is likely to be 'yes'. But the same person probably has no idea of the labor-intensive process behind the well-known final product. The goal of the experience in De Porceleyne Fles / the Munttoren is to give the visitor a better view on the process.

Result

De Porceleyne Fles is enriched with an attraction, divided over three different screens, each representing a location within the factory. On the left hand the factory manager, on the right hand the master painter, and on the bigger, central screen, the visitor sees the factory hall, as well as visual images during the explanation of the process. Through a clear explanation in which each step of the process is described, the entire production has been made more transparent for the visitor. In De Porceleyne Fles, Wennekes' Office for Imagination also created three thematized rooms: the painters' room, the room of Vermeer, and the royal treasury chamber.

