

Zuiderzee Museum puts Amsterdam in a different light during Museum Night

During the Museum Night, the Zuiderzee Museum treated visitors to a visual and interactive show on the Amsterdam canal-side in the centre of town. With this initiative, the Museum moved off the beaten track and found a new way of making its collection accessible to the general public.

In contrast to the museums and galleries in Amsterdam, the Zuiderzee Museum from Enkhuizen chose to approach the public actively during the annual Museum Night. The Zuiderzee Museum displayed its collection to the general public by projecting various images on to the surrounding canal-side buildings from a sailing vessel of the Museum. From 19.00 to 01.30 on 1 November, artist and director Arnout Hulskamp projected images he had compiled in the form of a larger-than-life-sized projected fruit machine. With one push of the button, the public could mix the digital collection and could simultaneously compete for various prizes including a romantic overnight stay in the Museum Park of the Zuiderzee Museum.

Open Images

The projections were a mixture of historical and contemporary items from the collection of the Zuiderzee Museum, combined with archive images made specially available for this experiment by the *Nederlands Instituut voor Beeld en Geluid* (Dutch Institute for Sound and Vision). This co-operation with the Zuiderzee Museum is the first result of the *Open Images* project, which wishes to stimulate the creative use of audiovisual heritage. *Open Images* is a part of the *Images for the Future* project, in which six organizations are busily engaged in preserving an important part of the audiovisual heritage of the Netherlands by conservation and digitization. For more information please see www.openbeelden.nl.

Nederlands Instituut voor Beeld en Geluid

Beeld en Geluid administers a considerable part of the Dutch audiovisual heritage. The collection contains more than 700,000 hours of radio, television, film and music, and as such is one of the largest audiovisual archives in Europe. For more information, please see www.instituut.beeldengeluid.nl.

Arnout Hulskamp

The new-media artist Arnout Hulskamp (1978) is famous for his interactive installations, VJ performances and digital prints. Hulskamp has previously performed in international clubs, museums and galleries. With his Aaiqu studio, he is currently working on an innovative application for the cultural sector. For this work he received a *Gouden Reiger* in 2007, the most important Dutch award for audiovisual and interactive media. For more information, please see www.hulskamp.net.

Note for the editor, not for publication:

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