Emotion Design

How to create a meaningful and unforgettable visitor experience
“First time in my life my children asked to make a second route through the museum.”

New museology

BEFORE
"WESTERN MUSEUM"
THE BRITISH MUSEUM
"LIVING FOSSILS" EDUCATORS OF THE PUBLIC FUNDED BY THE STATE COLLECTIONS-BASED NARRATIVES OF CLASS, NATION, EMPIRE WESTERN INSTITUTIONS

AFTER
"UNIVERSAL MUSEUM"

NEOLIBERALISM
TOURISM
MARKET
POST-MODERNISM

OFTEN EXTERNAL/PRIVATE FUNDING INCORPORATION OF MARKETING/ NEW MANAGERIAL ASPECTS REPRESENTING MULTICULTURAL SOCIETY NEW DIVERSITY OF CULTURAL NARRATIVES DIVERSE AUDIENCES CHANGING RELATIONSHIPS WITH COMMUNITIES
The museum is part of society
A museum is a designed place
A designed place

- The location
- The architecture
- The layout of the building
- The arrangement of the objects
- The display techniques
- The different interpretive means

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Content Design

• A design discipline that focuses on narrative.

• Helps museums to tell stories in the most powerful way possible.

• We create unforgettable visitor experiences.
About

Studio Louter is a content design studio for museums. We help make stories unforgettable. We call our approach Emotion Design.

It's about facts, meaning and emotion. Because what you feel stays with you.
Museums in the Netherlands
Eye Museum (NL) - Fries Museum (NL) – Museum Boerhaave (NL)
And abroad
National Museum of Qatar – University Museum Bergen- Turku Castle
Places with a story
Titanic Belfast – Church Veere – Het Steen Antwerpen
Our philosophy

We believe people need meaningful stories to help them understand the world. The more we emotionally involve them in a story, the better they’ll remember the message.
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Museums are meaningful places
The difference between museum experiences and leisure experiences is that the museum provides *meaning*, an insight about life.

Like the cathedrals of bygone eras, galleries are now the ultimate buildings of our times – and the way we use them mimics religious rituals

*Jason Fargo, 2015*
Spiritual architecture
The Guggenheim, Bilbao

Museum or architectural experience?
A cathedral or palace with mystic additions

The Louvre, Paris
The new Cathedrals, the pride of the nation
Louvre Abu Dhabi, Museu do Amanhã Rio de Janeiro, Ordos museum in Kangbashi, National Museum of Qatar
The three big questions

All meaningful emotional stories in museums can be brought back to three basic questions/themes:

- Who am I (and who are you/we)? → Identity
- What threatens me (and you and us)? → Fear and Anger
- What makes life worth living? → Love
Identity:
Who am I?
(and who are you/we?)
Who am I? Stories about nation and culture
National Museum of Qatar

Combining history and nature
Who am I and who are you? From evolution to other cultures
Musée de l'homme, Paris
Who am I and who are you? We are animals

University Museum, Bergen
Who we are is what we made
Rijksmuseum, Amsterdam
Fear:
What threatens me (and you and us)?
The Holocaust
Holocaust Galleries, London
War
Militärhistorisches Museum der Bundeswehr, Dresden
War through the eyes of children
War childhood museum, Sarajevo
The climate apocalypse
Warming up, Tolhuistuin, Amsterdam
Love:
What makes life worth living?
Love
The Museum of Broken Relationships, Zagreb
The beauty of Life
Naturalis, Leiden
The beauty of Life
Teshima, Japan
The beauty of creation and creating
Teshima, Japan
Life and death
Muséum national d'histoire naturelle, Paris
Emotional
Genre

- The dominant emotion defines the genre of for example movies: drama, thriller, comedy, romance, adventure, documentary

- Museum genres are still defined by the subject or objects (art, history, science) because they always fitted into one genre: “documentaries”

- But more and more museums actually fit into emotional genres
Documentary setting: compare different cultures through time

Louvre-Lens
Drama
Mata Hari, Fries Museum, Leeuwarden
Adventure

Family exhibits, National Museum of Qatar
Action
Tirpitz museum, Denmark
Comedy
Maisons Satie, Honfleur
Humor and absurdism
Musée de la Chasse et de la Nature, Paris
I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel

Maya Angelou
Emotion Design

Facts

Meaning

Emotion

How
Emotion Design

Facts
What do I learn?

Meaning
Why is this important to me?

Emotion
Which emotion will I feel?

How
Which means will be used to tell me this story?
Emotion Design

Museum
- What do I learn?

Together
- Why is this important to me?
- Which emotion will I feel?

Designer
- Which means will be used to tell me this story?
Emotion Design: Shifting Image – In search of Johan Maurits
Challenge

As an art museum, how do you tell a story about a national hero with a slave-trading past?

Who is also the namegiver to the museum and cannot be separated from the institute.
Emotion Design

Facts
What do I learn?

Meaning
Why is this important to me?

Emotion
Which emotion will I feel?

How
Which means will be used to tell me this story?
Facts

My image of history is constantly shifting.
Meaning

It is important to stick to the facts and to respect nuance.
Emotion

Contemplation and awareness: my perspective is just one of many.
How

A layered story told with layered means.

Enchanting installations show the wealth of facts and perspectives.
Layered story, layered means

In this exhibition, visitors could watch, read, marvel, examine and actively contribute.
Perspective

The ‘twitter war about the removal of the statue’ of 2018 projected on 3D copies of the bust of Johan Maurits.
Facts
Objective timeline about the life of Johan Maurits and his time in the colony.
Intentionally in black and white without any pictures.
Facts

Three wall-to-wall projections give objective facts
Perspective

The objective facts are combined with subjective images
Perspective

New object descriptions, new perspectives
No anonymous ‘institutional’ texts, but texts written by people.

Every text was signed with the name of the author, and visitors could read an authors bio, including a picture.
Wat vraagt u zich af?

What would you like to know?

Uit het maatschappelijk debat rondom de buste van Johan Maurits begin 2018, kwamen concrete vragen naar voren. Waarmee werd de bouw van het Mauritshuis nu eigenlijk betaald? Was dit geld uit inkomsten uit suikerhandel en slavernij? Hielp Johan Maurits zich ook persoonlijk bezig met mensenhandel? We moesten constateren dat hier nog nooit grondig onderzoek naar was verricht.

Wij zouden graag willen weten wat voor ú de meest relevante vragen zijn.

The public debate around the bust of Johan Maurits in early 2018 raised some thorny questions. How was the building of the Mauritshuis financed? Was it built on the proceeds of the sugar trade and slavery? Was Johan Maurits personally involved in the trade of enslaved people? We had to acknowledge that this had never before been thoroughly investigated.

We would like to know what the most relevant questions are for you.

Facts

Start of an academic research project
A house made of sugar refers to the museum’s unambiguous nickname, the ‘sugar palace’
...our mandate as a public institution is to offer as many perspectives as possible. It’s up to you, as a visitor, to form your own opinions. We realized that there’s a very large grey area between the two poles, and that’s where we want to be as a museum — in that grey area.

Emilie Gordenker, former director of Het Mauritshuis
Conclusion

How to make stories unforgettable?

• Content design to create meaningful stories and unforgettable experiences.
• Museums are meaningful places.
• Museums tell emotional stories and have a genre.
• What you feel stays with you
• Emotion Design to define the meaningful story + emotion
Emotion Design

Facts
What do I learn?

Meaning
Why is this important to me?

Emotion
Which emotion will I feel?

How
Which means will be used to tell me this story?
The Pressure Cooker

Confrontation
We ask the journalist’s “five Ws”: who, what, where, when and why. We discuss dreams and ambitions, target group, the relevance of the story and the collection, organisation and location.

Your team will provide the answers. We’ll listen, confront and provide structure. All the involved are welcome.

Inspiration
With the foundation in place, space for inspiration will open up. We’ll come up with an initial idea during the session. With the Emotion Design method we make sure it’s meaningful and emotional. The pressure cooker can be expanded with an inspiration session on museum trends or a visit to a relevant location.

Creation
After the session, we will formulate a core concept containing analysis, creative proposal, cost estimate and plan of approach. This can be expanded for fundraising purpose, or turned into a magazine or video. Your team will be ready for the next stages: design and execution of an unforgettable experience.
Find your concept fast in a pressure cooker

The pressure cooker session begins with the journalist’s “five Ws”, to define the foundations of your project. We confront, inspire and create a core concept for a museum experience together.

- Who? (whose? for whom? with whom?)
- Where?
- Why?
- When?
- What?
- How?
Design thinking

Answering the right question

Answering the question right

BRIEFING

CONCEPT

DESIGN
DIA MET EENREGELCONCEPTEN UIT PITCH DOCUMENT
UEU-analysis

Unique
What makes the experience unique? Why am I going there?

Evident
What makes the experience evident? Why here?

Urgent
What makes the experience urgent? Why now?
Designing unforgettable experiences
**WHY**

We want to tell the full story based on facts and the story of how it happened.

Unified script/narrative

- How a different right story to make

**Waarm?**

Ontslagen van geëgaliseerde beelden voor publiek wetenschappelijk.

Via website + publiekswaarde. Inlichting op website.

- Door de details en de verhalen die dat aangaven

Ondertekende groeimeter uitbreiding + nieuw impul in vervolgonderzoek geven.

On de monument die zolder in SJH been & de andere details van Middelhoek, of om de kant van... hem komt dan ook...

**WHY**

To promote the Eggenberg family

To find a way into history... naarmate

Identiteit: wie zijn we? (Stefan) The coil of Stefan

The people who lived there different from me...

When all around the earth...

Sleep... why do we have come to think this family... (Stefan)

Moral story about life...

The fact as a subject people who currently... order of the world...

What a whiff... in our world of today... The empty experts...

The need to build a legacy...

Being privileged...

Inside the outsider - a Stefan family story...

**Waarm?**

Creatieve ontwikkeling

Ontstaan uit kunstenaar.

Professionaliseren: niet meer pionier zijn, maar bij...

ronde horen... (Stefan) onderzoek

Kinderen... hun stem, laten onthullen...

Structuur en duurzaam, bijdragen aan ontwikkeling kinder...

Jezelf durven laten zien = zelfvertrouwen opbouwen
Project fundamentals

Building

Collection

Visitors

Budget

Organization

Dreams and ambitions
The building

- Are you an architect or spatial designer? No? Then don’t bother thinking about space.

- But you’re making a spatial experience. You need a good spatial designer.

- A visit starts and ends outside: visitor journey!
The collection

• The one thing you have is authenticity. The objects are as real as is gets, never forget that.

• Know you’re objects. You are the expert, no external designer can take over this responsibility.

• But never forget: you are designing. So you decide what is shown.
The visitor

• For who are you making the exhibition? Is that really for your colleagues and yourself?

• Use research, or just ask visitors

• If you want to reach an audience, marketing starts right at the beginning
Budget

• A good concept can help funding.

• Meaning can help others.
Organization

• Be clear in who decides about what. And if you decide, be at the table

• When hiring outside help never forget: it is your story, it all starts with you.

• Talk, talk, talk
Dreams and ambitions

• Speak and don’t be shy.

• Make it personal: your story is important and needs to be told.
Touched
by Studio Louter