Storylines
Part of Once Upon a Time... The Collection Now
From 2 November 2013

The museum knows that a narrative of the self is, by definition, incomplete. Under the title of Storylines, it therefore invites people from outside the museum, individuals with a different kind of knowledge and a different background, to add their own stories and interpretations. An “open call” to interested people invites them to develop a guide or tour themselves. This ensures that a wider range of stories and memories, recounted in a variety of voices, will eventually emerge from the collections.

At the start of the exhibition there are three Storylines available for visitors: the soundspace This is not a space, the audio tour No Kiddin’ and the self guided tour Punt.Point. These can be found in a special space at the start of the exhibition.

Soundspace This is not a space - Audible Architecture
The architecture of the Van Abbemuseum building and the exhibition both impact how the visitor experiences the works of art. In this Storyline, the visitor chooses the route. This is not a space is an audible fictional layer superimposed on the physical surroundings. It gradually becomes an unquestioned part of the architecture. The illusion of new space draws the visitor through the exhibition along unanticipated ways, so as to experience surprising moments of confrontation, recognition and contemplation.
Concept: Ricky van Broekhoven of SoundShapeLab

No Kiddin’ - an audio tour through children’s eyes
In this Storyline, the museum invites visitors to view the collection through the eyes of children. Children have a distinct way of looking; they see different things from adults, and often perceive striking connections and inspiring analogies that grown-ups miss. The museum incorporates their way of seeing into an audio tour. Children and young people aged from 4 to 18 recount their reactions to the works of art. The audio tour starts on the top floor where the most recent work is shown, and accompanies the visitor down to lower levels. The older the works of art become, the older the children providing the commentary.
Concept: Marleen Hartjes

Punt.Point - Self guided tour
Artist and choreographer Sara Wookey and architect Rennie Tang have developed the self-guided tour Punt.Point as a unique way to experience the exhibition Once Upon a Time... This tour includes a wearable tool-kit that invites the participant to explore different ways of inhabiting the architecture of a museum. Starting point is the relationship between architecture, artworks and the body of the visitor. The visitor is invited to try different positions on a number of marked places and can contribute new positions. This leads to an accumulating collection of re-positionings.
Concept: Sara Wookey and Rennie Tang.

A possible alternative position for the Punt.Point self guided tour. Photo Peter Cox

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Exhibition Design
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