

# animals on board

rotterdam maritime museum (with andré postma)

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## assignment: create an exhibition about animal transport

Since people travel by ship, they take animals with them on board. As pets, to eat, to sell, or perhaps for a zoo. And we haven't yet mentioned the rats and other uninvited animals that come along for the ride. The Rotterdam Maritime Museum wanted to create an exhibition on the subject for children. One that would also be interesting and entertaining for adults.

## solution: a total experience on board two ships

In close collaboration with the Maritime Museum and André Postma, we developed a total experience from which children can hardly be dragged away. But the adults are captivated too. Visitors roam around dimly lit ship's holds. In roundabout routes through passages and gangways, they come across the pens, cages, dens and crates in which the animals sit, and they get to know their stories. Tinker helped to develop the concept from the beginning and created the visual design: from the graphics in the exhibition to the educational booklets and animal enclosures.