

Portfolio **SemMika** Rutger van Dijk

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Museum and Theatre Consultant Rutger van Dijk (1966) is an independent international consultant. He is specialized in the design of AV-systems, show-control, lighting-control, theatre consultancy and the supervision of technical installations for the entertainment industry, lighting design, planning and budget control.

















In 2000, after more than 15 years of experience in international live entertainment and high tech show systems, his working-area moved more to museums, experiences and fixed installations.

For ten years he was co-owner of show-control, AV- and lighting-design company Rapenburg Plaza in Amsterdam. In this position, he was a designer, consultant and project-manager for the construction and renovation of many museums in the Netherlands and abroad.

- ✓ **Consultancy** Experienced in working with clients to create a technical design brief.
- ✓ **Design** Translating ideas in technical solutions, design of flexible infrastructures, lighting control, show-control and AV systems, determine the budget.
- ✓ **Tender** Experienced in creating tender documents, selection criteria and award requirements.
- ✓ **Realization** Control of budget and planning, all projects were completed within budget. Identification of problems and work proactive to prevent delays and make sure that the quality match the expectations.



Currently in production

 Paleis Het Loo	 Universiteitsmuseum	 Museum Bronbeek	 De Nederlandsche Bank
 Apeldoorn, NL	 Utrecht, NL	 Arnhem, NL	 Amsterdam, NL
 2023	 2023	 2023	 2024
 Kossmanndejong	 Platvorm	 Opera	 Platvorm

See next pages for a selection of reference projects.
More information can be found on www.semmika.nl.

Media Museum Hilversum

Het Mediamuseum - Nederlands Instituut voor Beeld en Geluid



After years of preparations and months of high-tech implementation, the world's first interactive Media Museum, located in Beeld & Geluid in Hilversum, opened on February 11, 2023.

The personalized media journey begins in the Tune-In area to create your own profile in the special Mediamuseum app. The interactive Media Museum consists of five themes: “Delen”, “Informerer”, “Verkopen”, “Vertellen” and “Spelen”. The Media Museum has a large number of interactive exhibits and the impressive MediaReactor; an unending stream of images. This organic stream visualizes our lives in media.

The interactive Media Museum is designed by Tinker Imagineers, Insert Media and ACTLD and created by Kiss the Frog, Redrum, Elastique, Bruns, Ata Tech, BeamSystems and Syndesie.



 Nederlands Instituut voor Beeld en Geluid

 Hilversum


 Tinker Imagineers

 Kiss the Frog, Redrum

 ACT Lighting Design

 1,600 m² of exhibition space

 February 11 2023

 € 2.000.000 budget for exhibition space System-integration (AV-systems, lighting-systems and showcontrol)

Scope of works Rutger van Dijk

- Design** Concept design of AV systems during the development phase.
- Consultancy** Tender process for AV- lighting- and controls-hardware.
- Realization** Projectmanagement AV- and lighting-equipment, AV-control, planning and budget control and overall lighting programming.








Harbor Experience Centre (HEC)

HavenErvaringsCentrum voor het Havenbedrijf Rotterdam



Kossmanndejong designed the permanent exhibition and visitor experience for the newly built Harbor Experience Centre (HEC). The building itself is designed by MVRDV and is located on the latest land development for the Rotterdam harbor; “de Maasvlakte”.



-  Havenbedrijf Rotterdam
-  Rotterdam
-  Kossmanndejong
-  HeinzLoopstra Lightdesign
-  2550 m² of exhibition space
-  2024
- 

Scope of works Rutger van Dijk

- Design** Concept design of AV systems and technical infrastructure during the development phase.
- Consultancy** Tender process for AV-, lighting- and controls-hardware.

The Netherlands in World War II - Resistance Museum

Ontdek de Tweede Wereldoorlog in het Verzetsmuseum in Amsterdam

The Amsterdam Resistance Museum developed, in conjunction with Studio Ilona Laurijsse, YiPP, Shosho and HeinzLoopstra the new permanent exhibition.

The Netherlands in World War II exhibition, consists of stories of people in a time of difficult choices and experience the atmosphere of occupied Holland. In a magnificent setting, visitors walk through six phases of the occupation period. Each phase is introduced by a large film projection about the political and international context. Furthermore, small, compelling personal stories together tell the bigger story.



(photo © Rutger van Dijk)


 Verzetsmuseum

 Amsterdam


 Studio Ilona Laurijsse

 Shosho, YiPP and Big Orange

 HeinzLoopstra Lightdesign

 740 m² of exhibition space

 December 1 2022

 € 200.000 budget for exhibition space System-integration (AV-systems and showcontrol)

Scope of works Rutger van Dijk

- Design** Concept design of AV systems during the development phase.
- Consultancy** Tender process for AV- lighting- and controls-hardware.

The Groote Museum

Het Groote Museum ARTIS Amsterdam









ARTIS opened a new museum on May 12, 2022. After being closed to the public for 75 years, the Groote Museum on Artisplein reopened with a completely new concept.

In the Groote Museum, in addition to the differences and similarities, visitors will experience above all the connection between everything that lives: humans, animals, plants and microbes. The national monument ARTIS Groote Museum is the oldest museum building in Amsterdam, dating back to 1855. The monumental heritage has been sustainably restored and renewed. The reopening is an important step within ARTIS' future plan to let visitors look at our world with different eyes.

Kossmanndejong created the impressive exhibition design which was executed turn-key by Bruns/Ata Tech. Besides the exhibition part, the project also consists of three event venues, AV executed by Phanta Vision.



(foto © Rutger van Dijk)

-  ARTIS
-  Amsterdam
-  Kossmanndejong
-  Art+Com and YIPP
-  Simon Corder
-  1.300 m² of exhibition space
-  May 12 2022
- 

Scope of works Rutger van Dijk

- Consultancy** Concept design of AV systems during the development phase.
- Design** Event technology and data infrastructure for the exhibition areas
- Consultancy** Tender process for AV- and controls-hardware for the event-venues.

The Hidden Fortress

De Verborgen Vesting, Bergen op Zoom

Studio Marco Vermeulen developed in conjunction with Studio Joyce Langezaal and Shosho a new experience in Bergen op Zoom.

The visitor is taken back to the past during a visit to the Hidden Fortress. What is a fortress and why was the city of Bergen op Zoom such a famous fortress that was almost impregnable? What happens inside a fortress and why did it go wrong in 1747?

This and more can be heard, seen and experienced during a guided tour of the Hidden Fortress at the Hof van Asselbergs, which lasts about one hour. Walking and descending the stairs through the fortress basement, three large cinema screens tell the impressive and sometimes heartbreaking story. The Hidden Fortress: untraceable and it only reveals its public secret once you've been there.



(photo © Mike Bink)

-  City of Bergen op Zoom
-  Bergen op Zoom, the Netherlands
-  Studio Joyce Langezaal
-  Shosho
-  HeinzLoopstra Lightdesign
-  390 m² of exhibition space
-  August 8 2020
-  € 150.000 budget for System-integration (AV-systems, lighting-systems and showcontrol)

Scope of works Rutger van Dijk

- Consultancy** Budgeting of the project and productional guidance during the development phase.
- Design** Concept design of interior and AV and lighting systems during the development phase.
- Realization** Supervision of tendering processes for system-integration.

Land of Dreamers Who Do

UAE Pavilion Expo 2020, Dubai, UAE

HeinzLoopstra Lightdesign developed in conjunction with Kossmanndejong and Tellart the lightingdesign for the Land of Dreamers Who Do exhibition in the UAE pavilion on the Dubai Expo. The UAE pavilion building by Calatrava International itself, was awarded with the AD Design Awards 2021 trophy.

The Land of Dreamers Who Do experience unfolds as a meandering path, inviting visitors to take a walk through six interactive and immersive sections: each one telling a different chapter of the nation's story.

HeinzLoopstra Lightdesign created the light design and SemMika was responsible for the lighting-control design, Lightwright documentation and all technical and productional communication between HeinzLoopstra Lightdesign, KDJT, the technical producers APDE and the local contractor installation company XYZ.



HeinzLoopstra Lightdesign



Dubai, UAE



KDJT (Kossmanndejong & Tellart)



Boomtown Productions, Nexus Studios & Factory Fifteen



HeinzLoopstra Lightdesign



14.500 m² of exhibition space



October 1 2021



Scope of works Rutger van Dijk

- ✓ **Consultancy** Lighting control, ShowControl and AV hardware consultancy during the development phase.
- ✓ **Design** Design of Lighting-control and -system during the design phase.
- ✓ **Realization** Projectmanagement and technical production & communications during the pre-production period.

After years of preparations and months of implementation, the new Naturalis reopened on August 31, 2019.

Naturalis Biodiversity Center; the national institute in the field of biodiversity, shows the richness and beauty of nature in its museum. The natural history collection is one of the largest in the world. With all the knowledge and data obtained from this, the Naturalis scientists have been studying life on earth for 200 years.

The museum has a large number of impressive galleries with permanent themed exhibitions. These different galleries have been designed by different exhibition designers: Pieter Aartsen of Naturalis was responsible for “Live Science” and “Earth”, Event Communications from London was responsible for the “Dinosaur Era”, Kossmanndejong designed “Life” and “Death”, Daniël Ament was responsible for “Ice Age”, “Japanese Theatre” and the “Rexperiance” and Onne Brouwer of Designwolf designed “Seduction” and the “Early Humans” exhibitions.




Dinosaur Era (photo © Mike Bink)

 Naturalis Biodiversity Center


 Leiden, the Netherlands

 Pieter Aartsen, Event Communications, Kossmanndejong, Daniël Ament and Designwolf

 HeinzLoopstra, Joost de Beij, Adam Grater, Pelle Herfst, Tom Verheijen, Allart Okx and Kees van de Lagemaat

 a total of 4.580 m² of exhibition spaces

 August 31 2019

 € 1.700.000 budget for exhibition space System-integration (AV-systems, lighting-systems and showcontrol)

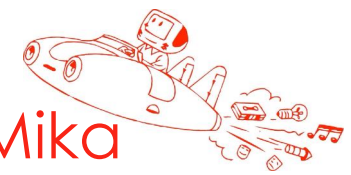
Scope of works Rutger van Dijk

- Consultancy** Tender process, AV-equipment and lighting-systems, ShowControl.
- Design** ShowControl, lighting-control and DMX-distribution.
- Realization** Projectmanagement lighting-control, AV- and ShowControl, purchase management, planning and budget control and show- and lighting programming.

Naturalis Biodiversity Center, Leiden

Naturalis museum

SemMika



Live Science (photo © Mike Bink)



Ice Age (photo © Koen Mol)



Seduction (photo © Koen Mol)

References

Reference by project manager Marianne Fokkens:
“Working with Rutger provides peace, overview and quality. Tight planning, nothing is too much and an enormous amount of knowledge. If you have to do something when you have a project, it is to hire Rutger. Straight away!”

Reference by project manager Wendy Rameckers:
“If you work with Rutger, you can be sure that you will get quality. No question is too crazy for Rutger and he will always work it out for you in detail. His inexhaustible energy and always calm attitude ensures that you will get the best for your project / exhibition / experience. ”



Life (photo © Mike Bink)

The Trial Colony Museum

Museum de Proefkolonie

The foundation 'Maatschappij van Weldadigheid' developed in conjunction with ACT2 and the Gevangenis-museum a complete new visitor and experience center in Frederiksoord.

Go 200 years back in time and experience this unique story of Johannes van den Bosch. The Museum "de Proefkolonie" will allow you to follow in the footsteps of the first settlers and experience their unforgettable story through a unique multimedia journey through time.

Step into the urban slums of that time: smell the poverty and feel the misery. Watch the multiscreen film-presentation that shows how the first settlers arrive in their new 'paradise' after a difficult journey. Discover in the exhibition what has become of Johannes van den Bosch's ambitions.



 Stichting Maatschappij van Weldadigheid

 Frederiksoord, the Netherlands


 Pronk Studio, Dick Heijdra

 Shosho

 Pelle Herfst

 630 m² of exhibition space

 October 31 2019

 € 1.600.000 total budget for design and realization: interior, graphics, flooring, AV and lighting systems

Scope of works Rutger van Dijk

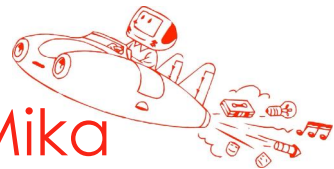
- Consultancy** Budgeting of the project and productional guidance during the development phase.
- Design** Concept design of interior and AV and lighting systems during the development phase.
- Realization** Supervision of tendering processes for design, production and system-integration.

(photo © Rutger van Dijk)

The Trial Colony Museum

Museum de Proefkolonie

SemMika



(photo © Rutger van Dijk)



(photo © Rutger van Dijk)



(photo © Rutger van Dijk)



(photo © Rutger van Dijk)



(photo © Rutger van Dijk)

National Military Museum

Nationaal Militair Museum, Soesterberg



At the place where the Aviation Department of the Army was founded in 1913, 100 years later the completely newly built National Military Museum opened. An impressive building with a spectacular roof of 110 x 250 meters, 13 meters high glass exterior walls and more than 20,000 m² of exhibition floor space. The large glass outer walls give the visitor a feeling of space and offer a view of the outside collection items.

The National Military Museum presents a comprehensive picture of the armed forces in the past, now and in the future. For the visitors it's a true experience with six theme areas, historic experience spaces, interactive zones, several cabinets and the imposing hall with tanks, planes, helicopters and other military hardware.

The entire project is implemented as a PPP DBFMO construction led by construction company Heijmans.



Bruns BV, Bergeijk



Soesterberg, the Netherlands



Kossmanndejong, Amsterdam



Rapenburg Plaza, Pelle Herfst



a total of 20.000 m² of exhibition spaces



December 11 2014



€ 1.750.000 budget for exhibition space System-integration (AV-systems, lighting-control and showcontrol)

Scope of works Rutger van Dijk

- ✓ **Consultancy** AV-system, ShowControl, network and AV-management system.
- ✓ **Design** Lighting controls and DMX-distribution.
- ✓ **Realization** Projectmanagement of lighting-design and AV installation, planning and budget control.

Rutger van Dijk conducted these activities as managing director of Rapenburg Plaza BV.

National Military Museum

Nationaal Militair Museum, Soesterberg



War (sphere projection)



Exterior by night (photo © Max Niessen)



Xplore (photo © Rutger van Dijk)



War (photo © Rutger van Dijk)



Opening by His Majesty King Willem-Alexander of the Netherlands

Scheepvaartmuseum, Amsterdam

Maritime Museum in Amsterdam



The Scheepvaartmuseum is established in a monumental building from 1656, reopened in 2011 after an extensive renovation.

The museum has a number of permanent themed exhibitions, object exhibitions, experiences and temporary exhibitions. These different parts have been designed by different international exhibition designers: Atelier Uwe Brückener from Stuttgart Germany, was responsible for the seven different object exhibitions. Event Communications from London was responsible for “Haven 24/7” (Port 24/7) and the “See you in the Golden Age” exhibitions. Haley Sharpe Design, from Leicester UK, designed the “Story of the Whale” and Tinker Imagineers from the Netherlands designed the “Sea Voyage” experience, in conjunction with MET Studio London.



Navigation (photo © Niko van der Klugt)



Het Scheepvaartmuseum



Amsterdam, the Netherlands



Atelier Brückener, Event Communications & Haley Sharpe



Kees van de Lagemaat & Niko van der Klugt



a total of 3.110 m² of exhibition spaces



October 1 2011



€ 1.500.000 budget for exhibition space System-integration (AV-systems, lighting-systems and showcontrol)

Scope of works Rutger van Dijk

- ✓ **Consultancy** AV-installation, ShowControl, network, content-management.
- ✓ **Design** ShowControl, lighting-control and DMX-distribution.
- ✓ **Realization** Projectmanagement lighting-control, AV and ShowControl, planning and budget control.

Rutger van Dijk conducted these activities as managing director of Rapenburg Plaza BV.

Scheepvaartmuseum, Amsterdam

Maritime Museum in Amsterdam



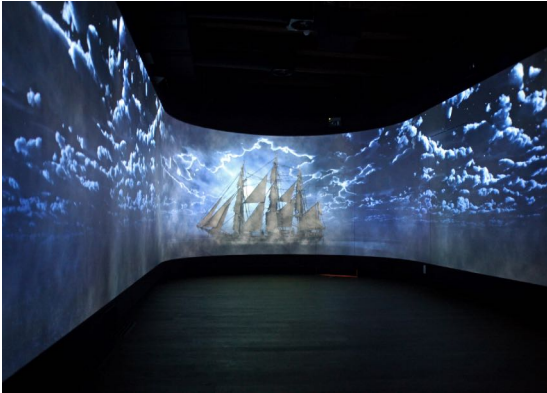
Paintings (photo © Niko van der Klugt)



Story of the Whale (photo © Rutger van Dijk)



Shipmodels (photo © Niko van der Klugt)



Sea Voyage (photo © Niko van der Klugt)



Port 24/7 (photo © Niko van der Klugt)