

Rutger van Dijk (1966) is an independent consultant in the field of museums, theaters and audio-visual installations. He specializes in designing AV systems, show control, lighting control, and supervision of technical installations, with a keen eye for planning and budget-monitoring.

After more than 15 years of experience with international live entertainment and show systems, his focus shifted increasingly to museum applications, experiential exhibitions and permanent installations beginning in 2000.

For ten years he was co-owner of the design and consultancy firm Rapenburg Plaza. In this role, he was active as a designer, consultant and project leader for a variety of museum projects, both at home and abroad.

- Consulting** Extensive experience in assisting clients in formulating a technical Program of Requirements, with an eye for substantive requirements and project objectives.
- Design** Translation of concepts into concrete technical solutions. Specializing in the design of flexible infrastructures, lighting controls, show control and audiovisual systems.
- Tendering** Expert in drafting procurement documents, including selection criteria, award conditions and technical specifications.
- Realization** Experienced in managing budgets and schedules. Successfully completed projects within budget and schedule. Strong in early identification of risks and proactive prevention of delays, while ensuring intended quality.

See the following pages for a selection of reference projects. More information and other projects can be found at [www.semmika.nl](http://www.semmika.nl).

Updated: 2026-01-01



## Currently in production

	Literature & Children's Book Museum		Kamp Westerbork		Natural History Museum Denmark		DRIFT Museum
	Magazijn Zon, Utrecht		Hooghalen, Drenthe		Kobenhavn		Van Gendthallen, A'dam
	t.b.d.		t.b.d.		2026		2026
	Various		Herman Kossmann		Steenesen Varming		Studio Drift

The Haus der Geschichte in Bonn is one of Germany's most visited museums. Every year, around 850,000 visitors flock to the approximately 4,000 m<sup>2</sup> exhibition space, which presents German history from the post-war period to the present day. The permanent exhibition displays around 7,000 objects from political, economic, cultural and everyday history since 1945.

The complete redesign of the permanent exhibition was designed by Kossmanndejong. SemMika acted as technical advisor on behalf of Kossmanndejong and was responsible for the technical design of the video projections, the audiovisual and interactive systems, the associated e- and data installations and the tendering process for the system integrator. The realization was carried out by 235 Media from Cologne.

 Kossmanndejong

 Bonn, Germany

 Kossmanndejong

 YiPP

 HeinzLoopstra Lightdesign

 4.000 m<sup>2</sup> exhibition spaces

 8th December 2025

 €



foto's Mike Bink

## Scope of Rutger van Dijk

- Design** Design of all AV systems and drafting of technical specifications.
- Consulting** Guidance on the tendering process for AV and interactive hardware.

The WEC, Wadden Sea World Heritage Centre, is located in the harbour of Lauwersoog, directly on the Wadden Sea. At the WEC, you can experience the Wadden Sea region in a new way, through an interactive exhibition, the seal hospital and the unique view from the building, designed by the Danish architectural firm Dorte Mandrup.

The interactive exhibition was designed by NorthernLight and realized by Shosho, Fiction Factory, Ata Tech and 50 Lux, among others.

SemMika acted as technical advisor and was responsible for the technical design of the video projections, the audiovisual and interactive systems, the associated e- and data installations and the tendering process for the system integrator.



foto's Mike Bink



Werelderfgoedcentrum Waddenze



Louwersoog



NorthernLight



Shosho



50Lux



1.240 m<sup>2</sup> exhibition spaces



25 april 2025



€ 600.000 budget for system integration  
(AV system, lighting system and show control)

## Scope of Rutger van Dijk

- Design** Design of all AV systems and drafting of technical specifications.
- Consulting** Guidance on the tendering process for AV, lighting and control hardware.

In De Windjager, the newest and largest of Madurodam's seven attractions, visitors step into a moving vehicle and experience the power of the wind. They feel, hear and see how the Netherlands has been harnessing wind for centuries to move forward. From classic windmills to modern offshore wind farms, this trackless dark ride with moving scenery and optical illusions makes the invisible tangible.

The experience was designed by Madurodam itself in collaboration with Mr Beam, Theming Engineers, SemMika, Dennis Slot and Koert Vermeulen. The realization was in the hands of ETF Ride Systems, Louis van Krieken, Bourgonje, ACT and Audio Electronics Mattijsen, among others, all under the artistic direction of Bastiaan de Bruin, Creative Director of Madurodam.

SemMika acted as technical advisor and was responsible for the design of the projection hardware and the coordination of the entire show technical installation.

 Madurodam - Embera

 Den Haag

 Madurodam en Mr Beam

 Mr Beam

 ACT Lighting Design

 525 m<sup>2</sup> experience

 6 July 2025

 € 6.000.000 budget for the complete experience



foto's Mike Bink

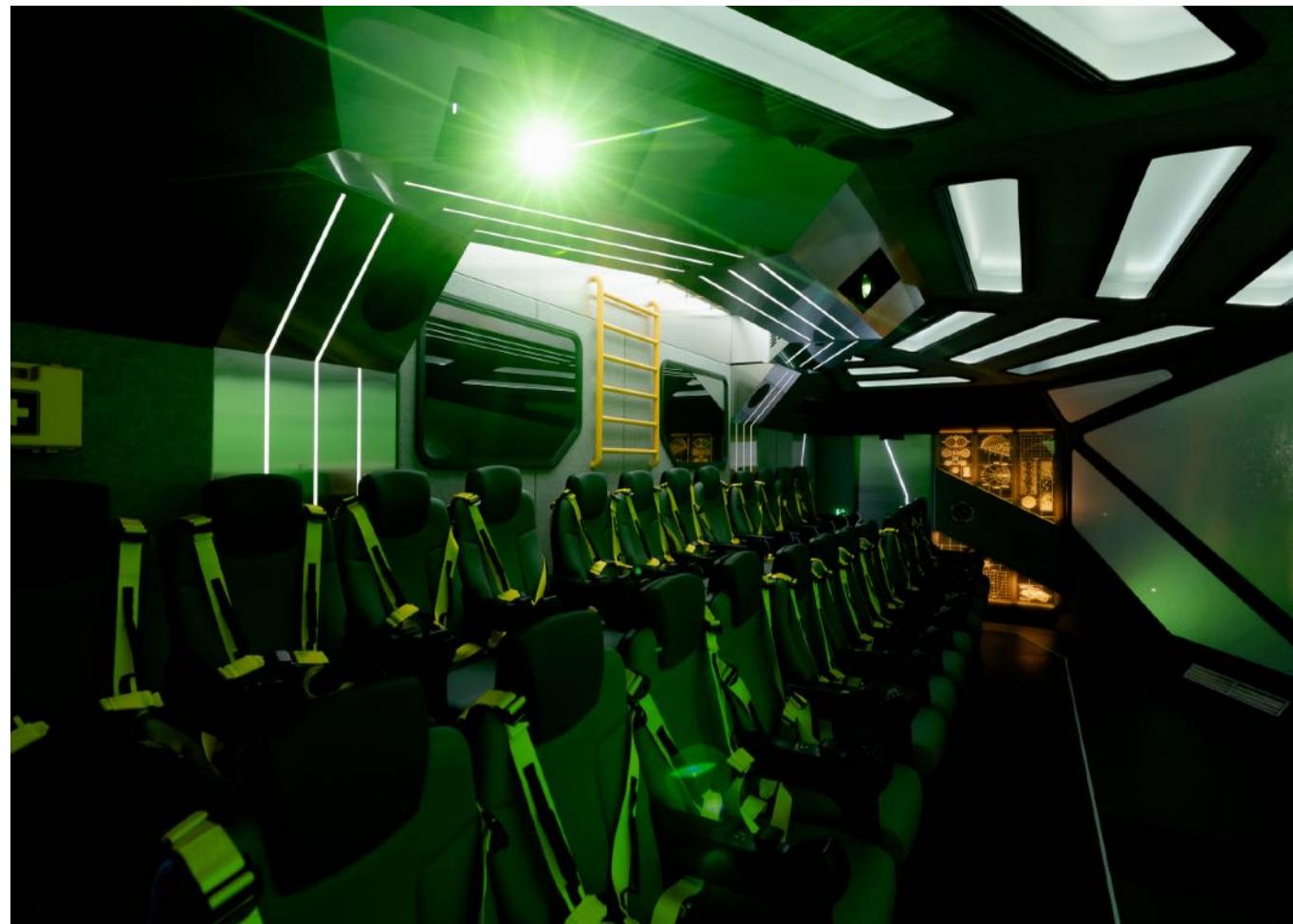
## Scope of Rutger van Dijk

- Design** Design of video projection technology and drafting of technical specifications.
- Consulting** Guidance on the tendering process for AV, lighting and control hardware.
- Realization** Guidance and assistance to the project manager in technical matters.

The Helios Experience is one of the most impressive attractions within Portlantis. This innovative simulator takes visitors on an immersive, virtual journey through the port of Rotterdam and allows them to experience the scale, dynamics and technological complexity of the port in a unique way.

This experience was designed by Studio Koen Steger and realized by system integrator Simworx and Fiction Factory, under the artistic direction of Piet-Harm Sterk. SemMika acted as project manager and was responsible for the hardware design and coordination of the entire realization process.

The Helios Experience combines storytelling, technology and experience, creating a powerful educational and visual spectacle for young and old alike.



 Port Authority Rotterdam

 Maasvlakte Rotterdam

 Studio Koen Steger

 Bind

 Studio Koen Steger

 100 m<sup>2</sup> experience

 May 2025

 € 1.400.000 total budget for design and realisation:  
interior, content, 4D cinema, AV, lighting and ShowControl

## Scope of Rutger van Dijk

- Design** Design of all AV systems and preparation of technical program of requirements.
- Consulting** Guidance tendering process for AV, lighting and control hardware.
- Realization** General project management and ShowControl programming.

# Helios Experience - Portlantis

Havenbedrijf Rotterdam

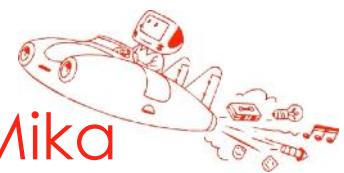


foto © Jaap Beyleveld



foto © Jaap Beyleveld

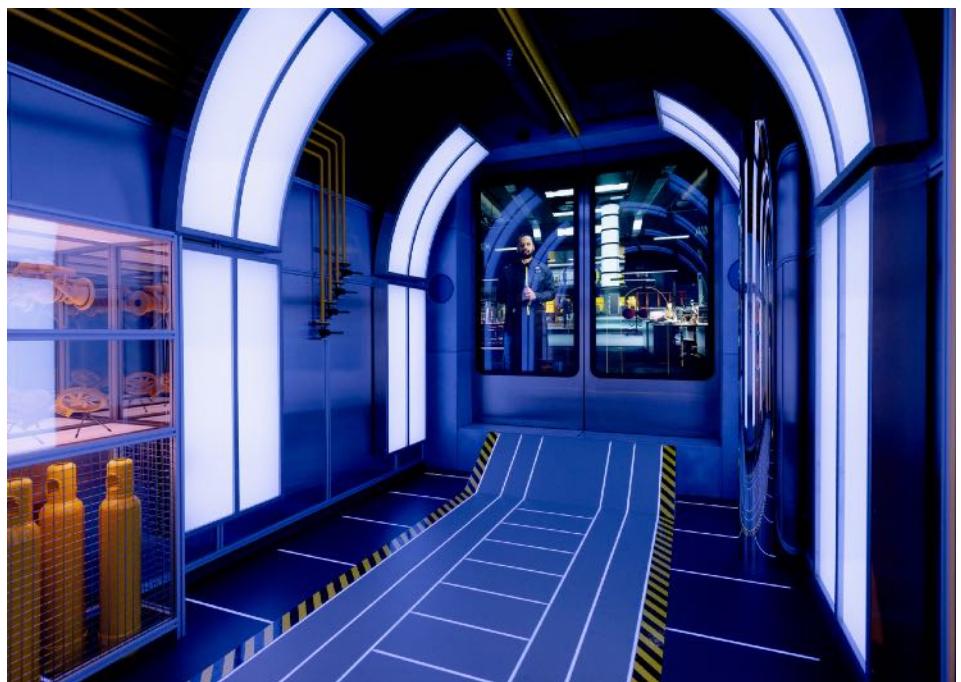
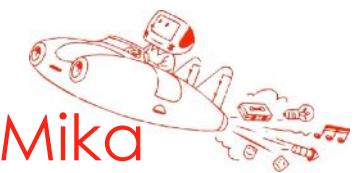


foto © Jaap Beyleveld

# De Nieuwe Schatkamer

De Nederlandsche Bank



The Nieuwe Schatkamer is the publicly accessible exhibition space in the renovated headquarters of De Nederlandsche Bank in Amsterdam. Spread over three floors, visitors discover the world of gold, money and economics through objects from the money and art collection.

One of the highlights is the Vault-experience, an audiovisual show by Redrum, in the former gold vault that brings to life the history and meaning of gold.

The exhibitions were designed by Studio Platvorm, with interactive contributions from IJsfontein. Interior construction and system-integration were carried out by Kloosterboer.

SemMika acted as AV hardware consultant during the design and tendering process and provided lighting programming during realization.



foto's Mike Bink



De Nederlandsche Bank



Amsterdam



Platvorm



IJsfontein and Redrum



Frans van Hooijdonk lightingdesign  
and HeinzLoopstra Lightdesign



26 March 2025



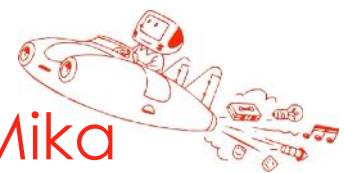
€ 800.000 budget for system integration  
(audio-visual system, lighting system and show control)

## Scope of Rutger van Dijk

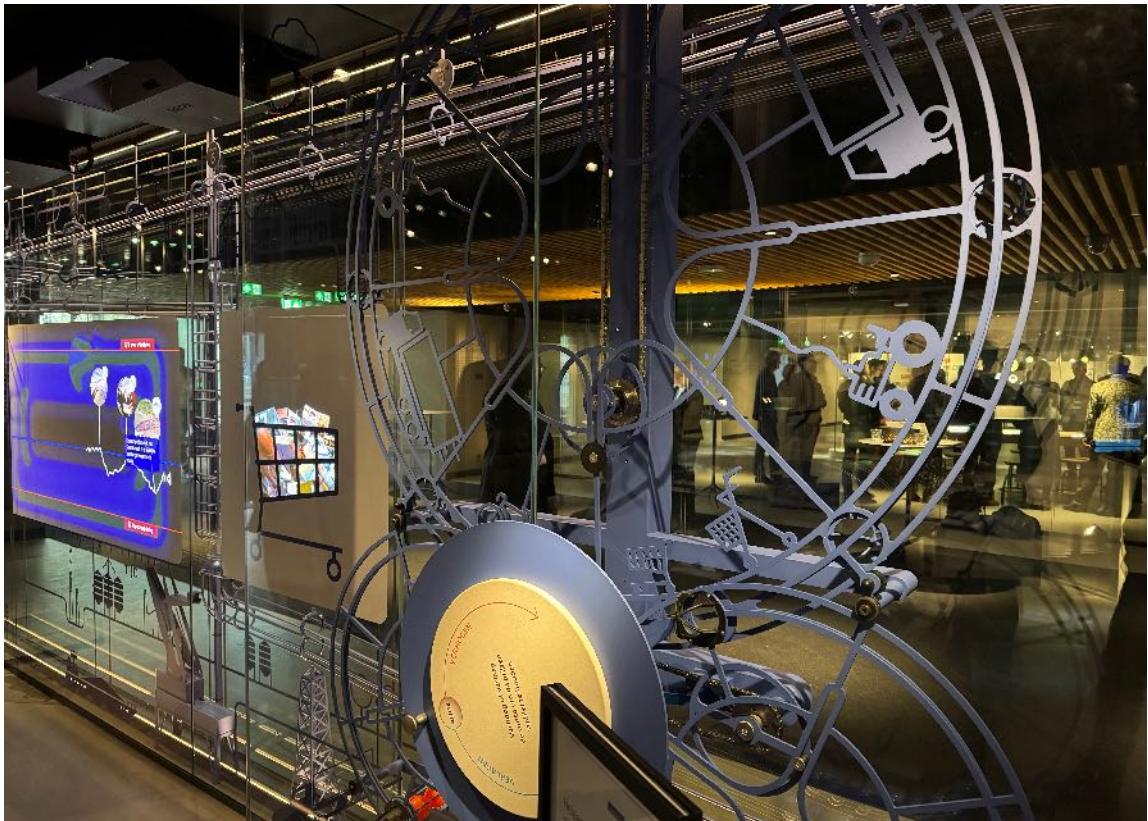
- Design** Design of all AV systems and preparation of technical program of requirements.
- Consulting** Guidance tendering.
- Realization** Light Programming.

# De Nieuwe Schatkamer

De Nederlandsche Bank



SemMika



On March 22, 2025, Portlantis, the Port of Rotterdam Authority's new visitor center, opened on Maasvlakte 2. It offers an interactive exploration of the world of Europe's largest port.

The iconic building, designed by MVRDV, consists of five twisted volumes and offers panoramic views of the port, coastline and North Sea. Inside, a permanent exhibition - developed by Kossmanndejong and Piet-Harm Sterk - highlights the history, operations and future of the port, including themes such as energy transition and digitalization.

Portlantis replaces FutureLand and is the new home of the EIC, which introduces young people to the port. There are also conference rooms and a restaurant.

From the development phase, SemMika acted as a consultant to the Port Authority in the areas of AV hardware, lighting and ShowControl control and procurement.

 Port Authority Rotterdam

 Maasvlakte Rotterdam

 Kossmanndejong

 Bind, Shosho, YiPP, IJsfontein, MCW, etc.

 HeinzLoopstra Lightdesign

 2.550 m<sup>2</sup> exhibition spaces

 22 March 2025

 € 700.000 budget for system integration  
(audio-visual system, lighting system and show control)



## Scope of Rutger van Dijk

- Design** Concept design of AV systems and technical infrastructure during the development phase.
- Consulting** Guidance tendering process for AV hardware.



foto © Ossip van Duivenbode



foto © Ossip van Duivenbode



## References

"Thank you" Rutger, for all your hard work, your continued optimism and kindness and warmth you bring to stressful times. Thanks!"

"Hero, craftsman, magician, I can't think of enough nicknames for you. What a project within the total. In addition, I find you a fine person, also to work with."

"Top performance".



foto © Ossip van Duivenbode

Museum Bronbeek in Arnhem is a national museum highlighting the colonial military history of the Netherlands, with an emphasis on the Dutch presence in Indonesia between 1816 and 1962. It is located on Bronbeek estate, which has served as both a museum and a home for former soldiers since 1863.

The new permanent exhibition, designed by Opera Amsterdam, gives visitors insight into the rise and fall of the Dutch East Indies. Themes of colonial rule, war, society and independence struggles are covered, as well as contemporary reflections on this shared past.

SemMika was responsible for designing the AV hardware, drawing up the Program of Requirements and supervising the tender. During the realization phase SemMika also took care of the lighting programming.



foto's Mike Bink



Museum Bronbeek



Arnhem



OPERA Amsterdam



Shosho



Coen van der Hoeven



900 m<sup>2</sup> exhibition spaces



16 August 2024



€ 300.000 budget for exhibition system integration  
(audio-visual systems, lighting control and show control)

## Scope of Rutger van Dijk

- Design** Design of all AV systems and preparation of technical program of requirements.
- Consulting** Guidance tendering process for AV, lighting and control hardware.
- Realization** Light Programming.

The University Museum Utrecht is a family museum that invites visitors to discover the world of science. In five interactive exhibition rooms, visitors explore the scientific research of Utrecht University, from the past to the present. They can experiment themselves and discover how science works.

The museum manages the university's academic and cultural heritage, with over 200,000 objects. The historic botanical garden, the Old Hortus, is also part of the museum and provides a green oasis in the city.

The new permanent exhibition was developed in collaboration with Platvorm, YiPP, Shosho, Licht Joost de Beij, Kloosterboer Decor and numerous scholars. Led by Joep Schellekens, SemMika joined the project team as the person responsible for coordinating all hardware for exhibits and AV productions, with a keen eye for budget and schedule.



foto's Mike Bink



Universiteitsmuseum



Utrecht



Platvorm



YiPP and Shosho



Licht Joost de Beij



4 September 2023



€ 450.000 budget for exhibition system integration  
(audio-visual systems and show control)

## Scope of Rutger van Dijk

- Design** Design of all AV systems and preparation of technical program of requirements.
- Consulting** Guidance tendering and production for AV and control hardware.

Paleis Het Loo in Apeldoorn is a former royal palace that has served as a national museum since 1984. Built between 1684 and 1686 for Stadholder William III and Mary II, the museum offers rich insight into the history of the Dutch royal family after a large-scale renovation.

The museum displays both permanent and temporary exhibits. An important part is the permanent exhibition "De Oranjes," designed by Kossmanndejong, which tells the story of the House of Orange. For children aged 3 to 12, there is the interactive Junior Palace.

SemMika was involved as AV consultant in the realization of "The Oranges" in the East Wing, the Junior Palace in the West Wing and the arrangement of the introductory film in the Lower House.



## Scope of Rutger van Dijk

- Design** Concept design of all AV systems and preparation of technical program of requirements.
- Consulting** Guidance tendering process for AV, lighting and control hardware.
- Realization** Projection mapping and lighting programming.

 Paleis Het Loo

 Apeldoorn

 Kossmanndejong

 Kiss the Frog and Redrum

 BeersNielsen

 1.200 m<sup>2</sup> exhibition spaces

 21 April 2023

 € 400.000 budget for exhibition system integration  
(audio-visual systems, lighting control and show control)

The Media Museum at Beeld & Geluid in Hilversum, reopening Feb. 11, 2023, is known as the most interactive media museum in the world. Visitors explore five zones - Sharing, Informing, Playing, Selling and Telling - each filled with interactive installations. For example, they can create news, peruse advertisements, tell stories or design games.

At the center of the museum is the Media Reactor, a 300-meter-long video installation that depicts the constant flow of media from the archive.

SemMika, with Rutger van Dijk as technical project manager, was responsible for design, tendering, construction supervision, technical coordination, programming, lighting direction and budget monitoring of this extensive project with more than fifty interactives, hundreds of hours of AV content and a wealth of media objects.



Informeren (foto © Jorrit Lousberg)



Nederlands Instituut voor Beeld en Geluid



Hilversum



Tinker Imagineers



Kiss the Frog and Redrum



ACT Lighting Design



1.750 m<sup>2</sup> exhibition spaces



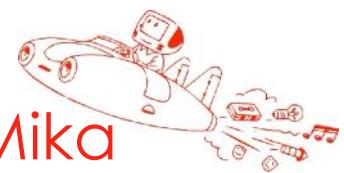
11 February 2023



€ 2.000.000 budget for exhibition system integration  
(audio-visual systems, lighting and show control)

## Scope of Rutger van Dijk

- Design** Concept design of all AV systems and preparation of technical program of requirements.
- Consulting** Guidance tendering process for AV, lighting and control hardware.
- Realization** Project management on behalf of AV and lighting equipment, AV control, planning and budget control and lighting programming.



Delen (foto © Jorrit Lousberg)



MediaReactor (foto © Jorrit Lousberg)

## Some (technical) numbers:

meter length MediaReactor modules-250  
535 IP addresses in 4 VLANs (TCP/IP, sACN, Dante)  
173 units Interactive PC  
pieces Media player 40  
1 pcs dual high-end Media Server with 12 FHD outputs  
68 pieces Video projector (FHD or UHD)  
6 pieces Video warp hardware processor  
153 units Display (touch and non-touch) (FHD or UHD)  
165 pcs (facial recognition) camera  
136 pieces Directional speaker  
118 pieces Headphones or listening horn  
1 piece event PA with surround system  
595 piece DMX universe over sACN  
119 pcs sACN to DMX node  
9 pieces DMX light controller  
pcs DMX video controller 4  
332 pieces Floodlight  
and many many many meters of LED strips and many more cables and plugs!



Spelen (foto © Jorrit Lousberg)



Vertellen (foto © Jorrit Lousberg)

# Nederland in de Tweede Wereldoorlog

Verzetsmuseum Amsterdam



The Verzetsmuseum Amsterdam developed the new permanent exhibition together with Studio Ilona Laurijsse, YiPP, Shosho and HeinzLoopstra.

The exhibition, titled "The Netherlands in World War II," tells the story of a country under occupation through personal perspectives and moral dilemmas. In an impressively designed setting, visitors walk through six successive stages of the war years.

Each phase is introduced with a large film projection that outlines the political and international context. Within these frames, intimate, personal stories bring the broader history to life and show how ordinary people faced extraordinary choices.



(foto © Rutger van Dijk)



Verzetsmuseum



Amsterdam



Studio Ilona Laurijsse



Shosho, YiPP and Big Orange



HeinzLoopstra Lichtontwerp



740 m<sup>2</sup> exhibition spaces



1st December 2022



€ 200.000 budget for exhibition system integration  
(audio-visual systems, lighting- and show control)

## Scope of Rutger van Dijk

- Design** Concept design of AV systems and projections during the development phase.
- Consulting** Guidance tendering process for AV hardware.

On May 12, 2022, ARTIS reopened the Groote Museum to the public after being closed for 75 years. The monumental museum on Artisplein reopened with an innovative concept that focuses on the interconnectedness between humans, animals, plants and microbes. Visitors here experience not only differences and similarities, but especially the interconnectedness of all life on earth.

The Groote Museum, located in Amsterdam's oldest museum building (1855), has been sustainably restored and renewed as a national monument. The reopening marks an important milestone in ARTIS' future plan to allow visitors to look at the world around them with fresh eyes.

The exhibition design was realized by Kossmanndejong and implemented turn-key by Bruns and Ata Tech. In addition to the exhibition, the project includes three event spaces, with audiovisual installations provided by Phanta Vision.



ARTIS



Amsterdam



Kossmanndejong



Art+Com and YiPP



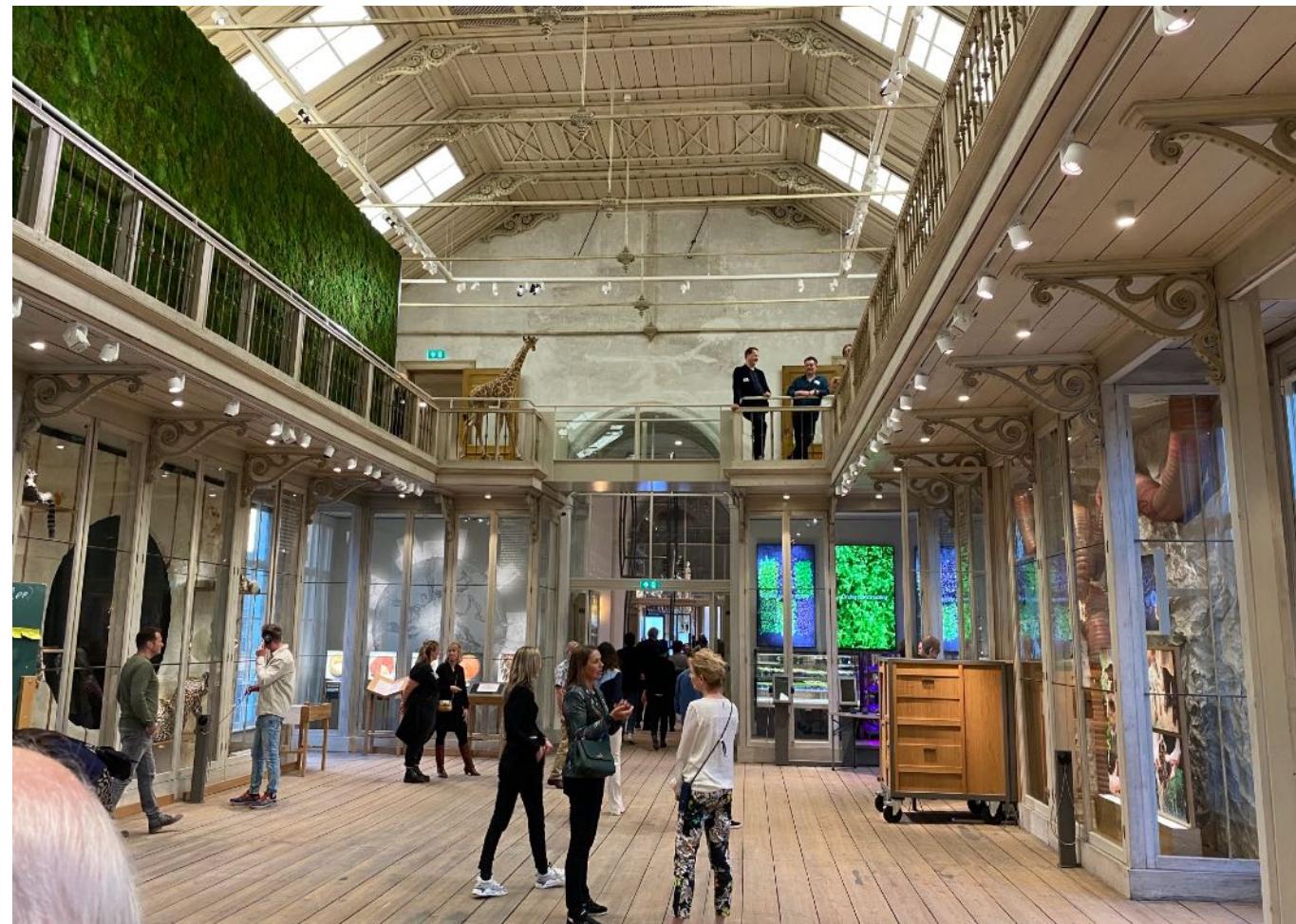
Simon Corder



1.300 m<sup>2</sup> exhibition spaces



12 May 2022



(foto © Rutger van Dijk)

## Scope of Rutger van Dijk

- Consulting** Concept design of AV systems during the development phase.
- Design** Design of event technology and data infrastructure for the exhibition spaces.
- Consulting** Guidance tendering process for event AV hardware.

For the UAE pavilion at the Dubai Expo, HeinzLoopstra Lightdesign, in collaboration with Kossmanndejong and Tellart, developed the lighting design for the Land of Dreamers Who Do exhibition. The iconic pavilion building, designed by Calatrava, was awarded an AD Design Award 2021.

The experience unfolds as a meandering path that takes visitors through six interactive and immersive sections, each telling a different chapter of the United Arab Emirates' story.

HeinzLoopstra Lightdesign was responsible for the lighting design, while SemMika developed the lighting control design. In addition, SemMika provided the technical documentation and acted as a link in all technical and production communication between HeinzLoopstra Lightdesign, KDJT and the technical producer.



 HeinzLoopstra lichtontwerp

 Dubai

 KDJT (Kossmanndejong and Tellart)

 Boomtown Productions, Nexus Studios and Factory Fifteen

 HeinzLoopstra lichtontwerp

 14.500 m<sup>2</sup> exhibition spaces

 1st October 2021



## Scope of Rutger van Dijk

- Consulting** Consulting on lighting control, ShowControl and AV hardware during the development phase.
- Design** Design of lighting control and system during the design phase.
- Realization** Project management and technical production & communication during the lighting design pre-production period.

Studio Marco Vermeulen, together with Studio Joyce Langezaal and Shosho, developed a unique historical experience in the heart of Bergen op Zoom: the Verborgen Vesting.

While walking and descending the stairs through the old basement rooms, the story unfolds through three large cinema screens. This impressive audiovisual installation, performed by Mudware, tells - sometimes poignantly - of siege, resistance and loss.

The Hidden Fortress is literally and figuratively hidden; only after you have visited it does it reveal its secrets.



Gemeente Bergen op Zoom



Bergen op Zoom



Studio Joyce Langezaal



Shosho



HeinzLoopstra lichtontwerp



390 m<sup>2</sup> exhibition spaces



8 August 2020



€ 150.000 budget for exhibition system integration  
(audio-visual systems, lighting and show control)

## Scope of Rutger van Dijk

- Consulting** Budgeting of the project and production guidance during the development phase.
- Design** Concept design of AV systems and projections during the development phase.
- Consulting** Guidance tendering process for system integration.

Naturalis in Leiden is the national natural history museum and research institute with more than 120 scientists. With approximately 43 million objects, it is among the largest natural history collections in the world. The museum offers interactive, permanent exhibitions on evolution, biodiversity, the Ice Age and the relationship between humans and nature, among other topics. In 2021, Naturalis was awarded the European Museum of the Year Award.

The thematic galleries were designed by several exhibition designers: Pieter Aartsen (Live Science, The Earth), Daniel Ament (Ice Age, Japanese Theater, Rexperience), Event Communications (Dinotime), Kossmanndejong (Life, Death), and Designwolf (The Seduction, The Earliest Man).

SemMika was involved in design, tendering and realization: from advice on system integration to design of show control and lighting direction, and responsible for AV and lighting project management, planning, budget monitoring and show control and lighting programming.



Naturalis Biodiversity Center



Leiden



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



4.580 m<sup>2</sup> exhibition spaces



31 August 2019



€ 1.700.000 budget for exhibition system integration  
(audio-visual systems, lighting and show control)



Dinosaur Era (foto © Mike Bink)

## Scope of Rutger van Dijk

- Consulting** Guidance tendering process for AV system integration.
- Design** Design of ShowControl, lighting control and system during the design phase.
- Realization** Project management lighting, AV and ShowControl, purchase management, planning and budget control and show and light programming.



Live Science (foto © Mike Bink)



de IJstijd (foto © Koen Mol)



Verleiding (foto © Koen Mol)

## References

Reference by project manager Marianne Fokkens:  
"Working with Rutger gives peace of mind, overview and quality. Tight schedule, nothing is too much and a tremendous amount of knowledge. If you have to do anything when you have a project, it's hire Rutger. Right away!"

Reference from project manager Wendy Rameckers:  
"When you work with Rutger, you can be sure you are getting quality. No question is too crazy for Rutger and he always works it out in detail for you. His inexhaustible energy and always calm attitude ensure that you get the best for your project/exhibition/experience. "



Leven (foto © Mike Bink)

Museum De Proefkolonie in Frederiksoord highlights a unique social experiment from 1818, when General Johannes van den Bosch founded the Maatschappij van Weldadigheid. In this "trial colony," poor urbanites were given a new chance through agriculture and education. Visitors experience the past through a multimedia time travel, from urban poverty to building a new existence.

In 2021, Frederiksoord, as part of the Colonies of Weldadigheid, was recognized as a UNESCO World Heritage Site. In cooperation with ACT2 and the Prison Museum, an updated experience center was realized, in which visitors follow in the footsteps of the first settlers.

SemMika was involved in budgeting, concept design of interior, AV and lighting systems and led the tendering process for design, implementation and system integration.



Stichting Maatschappij van Weldadigheid



Frederiksoord



Pronk Studio, Dick Heijdra



Shosho



Pelle Herfst



630 m<sup>2</sup> exhibition space



31 October 2019



€ 1.600.000 total budget for design and realisation:  
interior, content, graphics, AV and lighting



(foto © Rutger van Dijk)

## Scope of Rutger van Dijk

- Consulting** Budgeting of the project and production guidance during the development phase.
- Design** Concept design of interior and AV and lighting systems during the development phase.
- Realization** Organization and project management for the purpose of tendering procedures for design, implementation and system integration.