

RIJKS MUSEUM

Marjolijn Meynen

Head of Communications & Marketing



13 April 2013

RIJKS MUSEUM



13 April 2013

RIJKS MUSEUM

After 10 years of renovation

RIJKS MUSEUM



Worldcup celebration Museumsquare 2010

RIJKS MUSEUM

Rijksmuseum
The museum of Netherlands

RIJKS MUSEUM

Authenticity

Quality

Personal

Innovative

Simplicity



RIJKS MUSEUM



RIJKS MUSEUM



RIJKS MUSEUM



RIKS MUSEUM



RIJKS MUSEUM

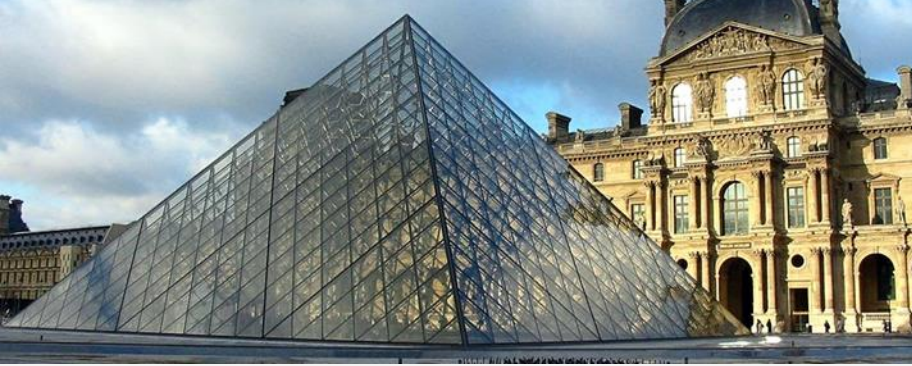


RIKS MUSEUM



New Presentation

RIJKS MUSEUM



Louvre

9.720.260



British Museum

5.575.946

Umfelt



Metropolitan Museum of Art

6.115.881



Hermitage

2.880.000

RIKS MUSEUM



Trailer 2013

RIJKS MUSEUM

Qualitative

To position the
Rijksmuseum as
the museum of the
Netherlands
and *“one of the great of
the world”*

Quantitatively

2 million visitors

50% Dutch → Proud of ‘their’
museum

50% International → A reason
to travel

Objective for 2013

RIJKS MUSEUM



Cultural
tourist



Art lover



Families



Professio
nal



Schools



Potentials

400.000

1.150.00

900.000

780.000

200.000

280.000

50.000

83.000

100.000

140.000

350.000

360.000

Realit

Total 2,8 mil visitors

Visitors

RIJKS MUSEUM

3 Phases

Phase 1 → Involvement

Phase 2 → Build up suspense

Phase 3 → Start campaign



Involvement

RIJKS MUSEUM



Visual Identity

RIJKS MUSEUM



Rijksstudio

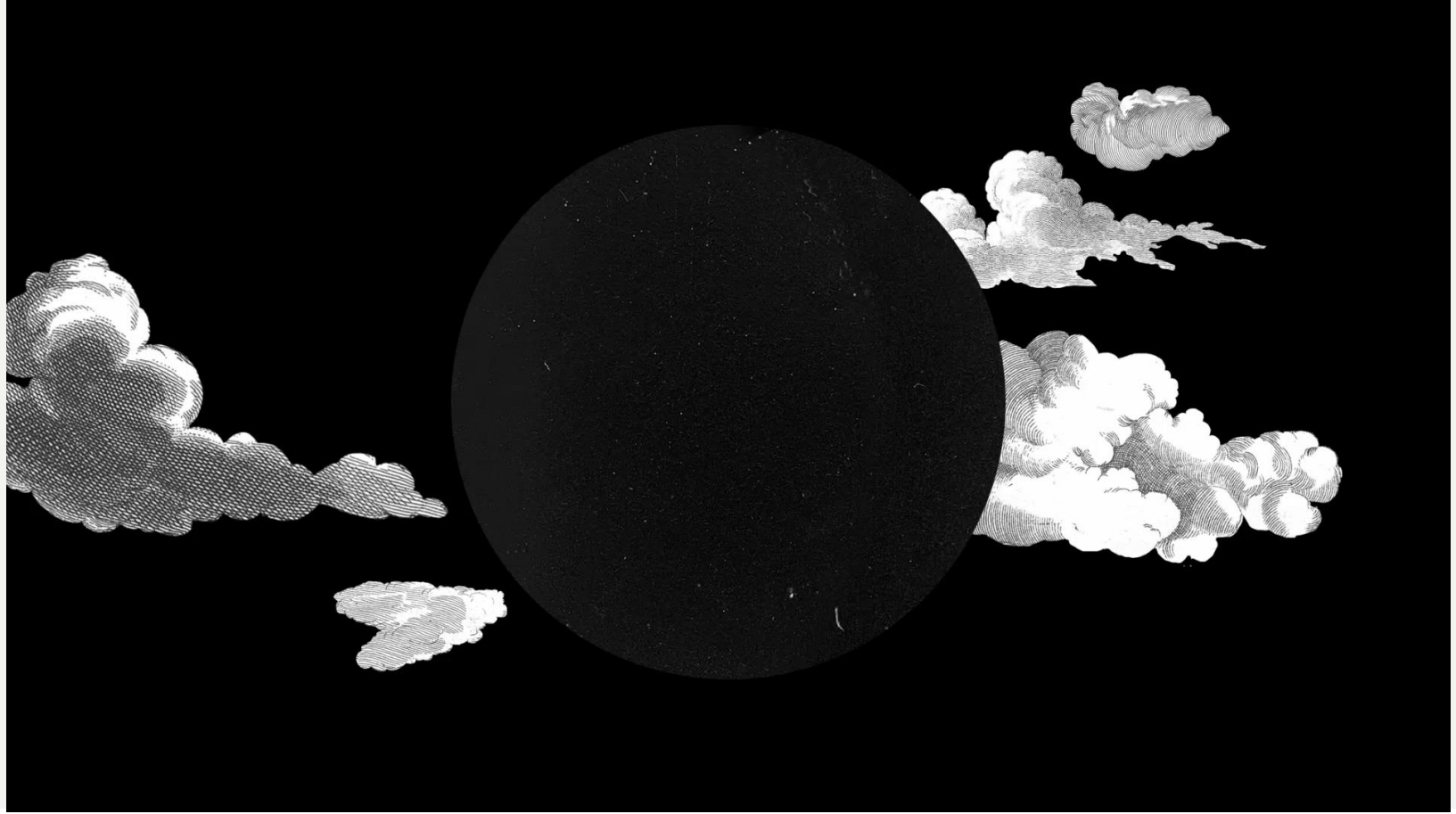
RIJKS MUSEUM



RIJKS MUSEUM



RIJKS MUSEUM



Christian Borstlap for the Rijksmuseum

RIJKS MUSEUM



Dairy packaging

RUKS MUSEUM



La Dress

RIJKS MUSEUM



Astrid Kersseboom

National News 13 april 2013

RIJKS MUSEUM



Aftelklok

RIJKS MUSEUM

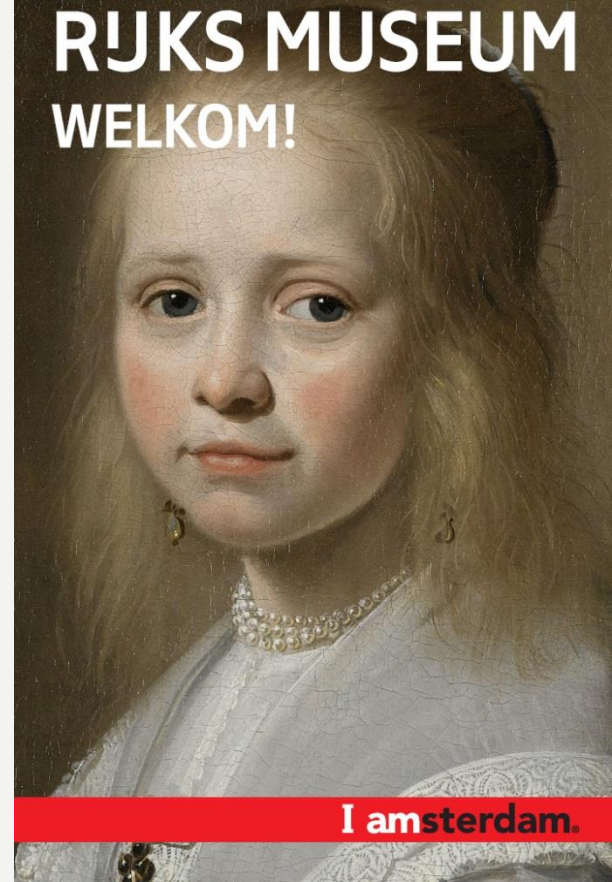
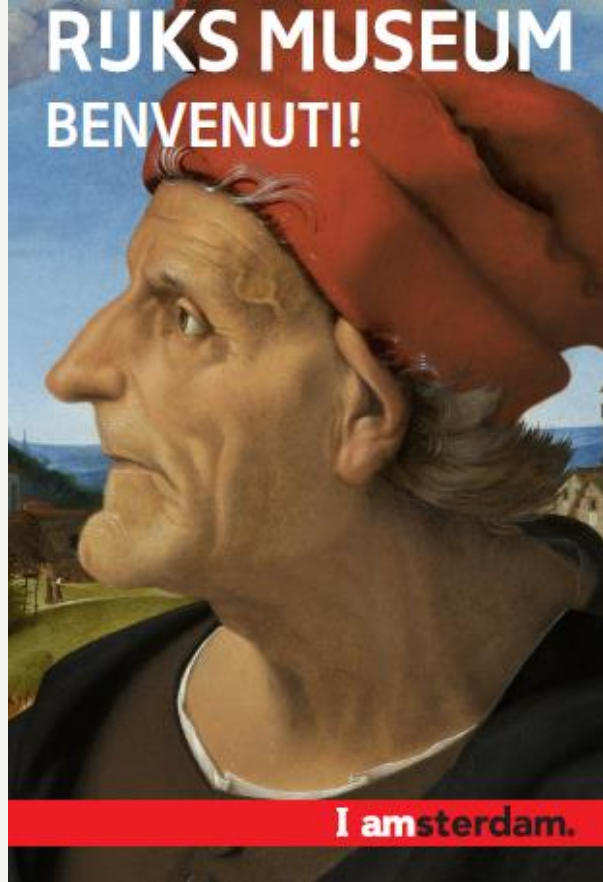


RIJKS MUSEUM



Tv Commercial

RIJKS MUSEUM



Outdoor Campagne

RIJKS MUSEUM



RIJKS MUSEUM

At last. There they were, all my old friends, missed these past 10 years, propped up against the wall, waiting their turn to be back where they belonged: on the walls of the Rijksmuseum in Amsterdam. There were the dangling legs of Gabriel Metsu's hollow-eyed sick child cradled in the arms of his mother; there was Adriaen Coorte's bunch of white asparagus, ghostly against the blackness, filaments of its bundling twine pressing against the papery skin. There was another pair of legs, belonging to Jan Steen's pretty slattern, curls escaping her soft cap, perched on the edge of a bed, garter-marked right leg slung over the left, the underside of her thigh scandalously visible, reining her scarlet stockings. "What do you think?" asked Taco Dibbets, the Rijksmuseum's director of collections and the hero, along with the museum's general-director Wim Pijbes, of its exhilaratingly brilliant makeover. "Up or down?" "Down" I said. "Oh that's settled then," he said, wearing his knowledgeable smile.

The reunion was well under way. Earlier we'd watched as chubby-chinned Saskia, cow-eyes glittering, was hoisted back on to the wall of a room full of early Rembrandts. Already on station was the grieving Jeremiah in his dove-grey velvet coat, head slumped as the temple burns behind him; the young boho Rembrandt mugging with his unruly hair and knobby nose half-massed by shadows to project depths of poetic melancholy.

Dibbets and Pijbes were thinking of borrowing the slogan *"reunien met de meesters"* (meeting up again with the masters) from the reopening of the Rijksmuseum at the end of the second world war. The present moment can't have quite that sense of national resurrection but it is still an emotively charged reunion of the public with works that are inseparable from the sense of who, collectively, the Dutch are. What has been done with the museum is less a restoration with some fancy contemporary design than the inauguration of a curatorial revolution. When you see those early Rembrandts or the great mannerist "Massacre of the Innocents" of Cornelis van Haerlem with its ballet of twisting rumps, you will also encounter, as would those who would first have seen them, the silver, weapons and cabinets that were the furniture of the culture that made those pictures possible. You will enter the historical world of the Netherlands at a particular moment. And, because the artists are bound in



Rijksmuseum reunion

*Simon Schama salutes the reopening
of the 'Museum of the Netherlands'
after a 10-year restoration*

purposes of taxation and because that while grandiose port history paintings may have been beyond the reach of the miller or merchant, a huge modest paintings that the market—low-life scenes, landscapes, still-lives, "merry company of boozers, flirts and the like" not. Many of them could be bought not much more than the work of a skilled artisan. There was an additional sense, too, in which painting was a civic patrimony, portrait groups were dynastic. In the Netherlands they were civic part of a popular patrimony among the middle classes. Even in the country had its played groups of militiamen,

Simon Schama at "fine" and "decorative" (by implication) and "low" adopted in Renaissance
The Dibbets

*'What has been
done with the
museum is less
a restoration
with some fancy
contemporary
design than the
inauguration of
a curatorial
revolution.'*

International Press & Ambassadors

Simon Schama / Financial Times

RIJKS MUSEUM



PHILIPS

DE
MASTER
BLENTERS
1753

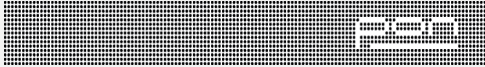
eye wish opticiens

ING



BankGiroLoterij

★ Heineken®



kpn

AkzoNobel
Tomorrow's Answers Today

JTI

CISCO

BAKER & MCKENZIE

Sponsor model: Partnerships
with strong brands

RIJKS MUSEUM



ING

RIJKS MUSEUM



Heineken

RIJKS MUSEUM



RIJKS MUSEUM



Philips & Rijksmuseum -
Masters of Light

RIJKS MUSEUM



D.E & Rijksmuseum- Dutch Master Blend

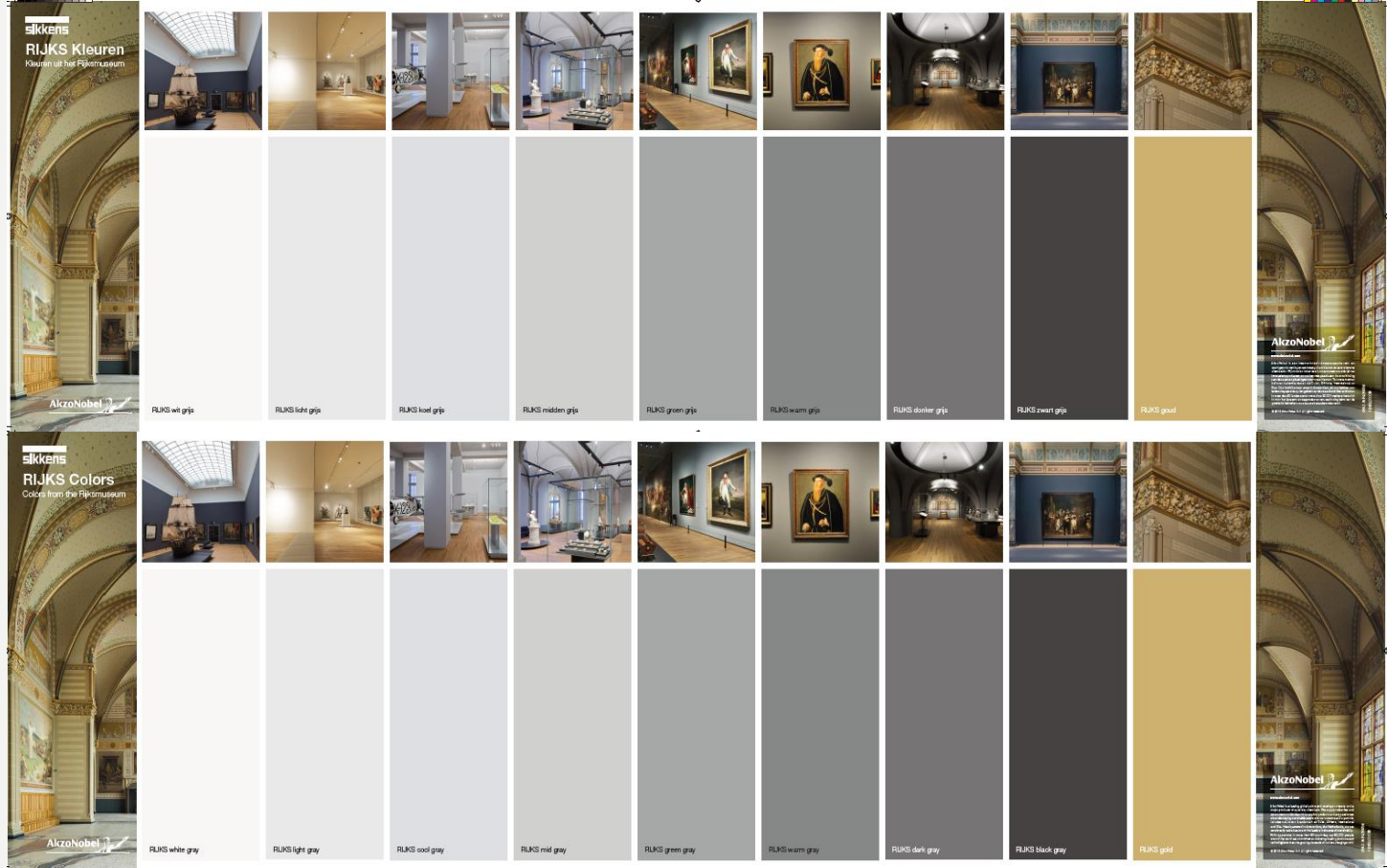
RIJKS MUSEUM



KLM & Rijksmuseum - world tour



RIJKS MUSEUM



AkzoNobel & Rijksmuseum -
Sikkens RIJKS kleuren

RIJKS MUSEUM



Opening

RIJKS MUSEUM

- Media strategy
 - Free Publicity
 - Advertisement
 - Online
 - Partnerships with sponsors
 - Events with opinion leaders per target group



Continuous media presence

RIJKS MUSEUM

**JU 6 DE GOUDEN EEUW
ONTDEKKINGSREIS
VOOR DE HELE FAMILIE
DAGELUKS
IN DE VAKANTIE**



PHILIPS **Roelandseweg** **ENIGS ZIN** **hogen**

**1ST STEP TO
WORLD
FAME**

RIJKS STUDIO AWARD
MAAK JE EIGEN MEESTERWERK.
ONTWERPWEEDSTUJD

AANMELDEN TOT
1 MAART 2014
RIJKSMUSEUM.NL/RIJKSSTUDIO

RIJKS MUSEUM

PHOTO: JIPPE BlackGoodLovers.com INFO.B&B [@rijksmuseum](https://www.instagram.com/rijksmuseum)

**ZES COLLEGES
VAN MIDDELEEUWEN
TOT MONDRIAN**

BOEK NU: RIJKSMUSEUM.NL/COLLEGE

SPRINKELSPIS Mondriaanmuseum ENG 2011



RIJKS MUSEUM

**PAP, DOEN WE NOG IETS LEUKS
IN DE VAKANTIE?**

RIJKSMUSEUM.NL/FAMILIES

ALAIN DE BOTTON & JOHN ARMSTRONG

Art is Therapy

KUNST BRENGT JE RIJKS MUSE IN BALANS

ALAIN DE BOTTON & JOHN ARMSTRONG

Art is Therapy

KUNST KAN EEN GIDS VOOR JOUW LEVEN ZIJN

ALAIN DE BOTTON & JOHN ARMSTRONG

Art is Therapy

25 APRIL - 7 SEPTEMBER 2014

COLLEGIUM MUSEUM

FELICITEIT AAN DE LEERLINGEN DIE MEEDENEN
AAN DE EXAMENRONDELEIDINGEN

A BOLDINGH HOUT COLLEGE, AUBREY HOUT COLLEGE, ALPHEN COLLEGE, ASSING OCEAN,
BARNUM THOMAS GYMNASIUM, BERNARD LYCEUM, BURNETT VAN TON COLLEGE,
BURNING COLLEGE, CANNIBIN COLLEGE, CANTUUS LYCEUM AMSTERDAM,
CHADENBURG COLLEGE, CHURCHMAN HOFMEESTERS HETVELD, CHRISTUS
LYCEUM APPELDOORN, CHRISTELIJK LYCEUM VEERENDIJD, OTTAWA COLLEGE,
CHURCHMAN LARSEN, CHURCHMAN COLLEGE, CHURCHMAN COLLEGE, CHURCHMAN,
CORDEUS COLLEGE, COS ANIMARIA VAN SCHURMAN, COS LYNDOR SURPRISE,
COS UNIVERSITY, CHARTERED COLLEGE, CHURCH COLLEGE WAARDEN,
DE NASSAU, DE NIEUWSTE SCHOOL, DOCKING COLLEGE, DOMENIUS COLLEGE,
DE WEST COLLEGE, JACOBUS COLLEGE, JACOBUS COLLEGE, JACOBUS COLLEGE,
FLEX COLLEGE - LOCATIE EIGENWIJS, GODS LYCEUM, GRIFTLAND COLLEGE,
GROTE COLLEGE, HANDELS LYCEUM, HET HOLLAND COLLEGE, HET STEDELIJK
GYMNASIUM VAN S-HERTOGENBOSCH, HORIZON COLLEGE, KETHUS COLLEGE,
KING COLLEGE, KINGS COLLEGE, KINGS COLLEGE, KINGS COLLEGE, KINGS COLLEGE,
JERON BOSCH COLLEGE DE BOER, JOHANNES FONTANUS COLLEGE, KATHOLIEKE
COLLEGE, KATHOLIEKE COLLEGE, KATHOLIEKE COLLEGE, KATHOLIEKE COLLEGE,
KONING WILLEM II COLLEGE THIRING, LIEMERS COLLEGE, LUZAC COLLEGE ALKMAAR,
LYCEUM ROTTERDAM, MEERWERFDE COLLEGE, MEERWERFDE COLLEGE, MEERWERFDE COLLEGE,
MEERWERFDE COLLEGE, MEERWERFDE COLLEGE, MEERWERFDE COLLEGE,
HERMAN JORDAN, MUMFELLS GYMNASIUM ALKMAAR, NOVA COLLEGE, NUBORGH
COLLEGE, OPEN COLLEGE, OPEN COLLEGE, OPEN COLLEGE, OPEN COLLEGE,
WIMMER PIER, PALLAS ATHENE COLLEGE, PARK LYCEUM, PARERENDAL LYCEUM
PARERENDAL LYCEUM, PARERENDAL LYCEUM, PARERENDAL LYCEUM, PARERENDAL LYCEUM,
P.S.G. STAD E BUCH ZWEDEN, P.S.G. DE KONGEN, P.S.G. SIKINGORDELEVANT,
SCHOLINGENSCHEP, THAMUS, SCHOLINGENSCHEP, THAMUS, THAMUS, THAMUS,
SINT MAARTENS COLLEGE, SINTHERIETENSCHEP, SINT BOMITATUS COLLEGE UTRECHT,
SCHOLINGENSCHEP, SCHOLINGENSCHEP, SCHOLINGENSCHEP, SCHOLINGENSCHEP,
STEDELIJK GYMNASIUM SNEEDAM, THOMAS A KERNSCHEP, TITUS BRANDIS
WYDAS, UTRECHT, UTRECHT, UTRECHT, UTRECHT, UTRECHT, UTRECHT,
VECHTUD, COLLEGE, VECHTUS COLLEGE, VOSSIGS GYMNASIUM, ZERNINE
COLLEGE, RAVER.

GESLACHT

**Zoals 'ie thuis fluit,
fluit 'ie nergens**
Rijks en Van Gogh
feliciteren Mauritshuis



**Van Gogh
Museum**

RIJKS MUSEUM

RIJKS MUSEUM



24 March 2014

RIKS MUSEUM



**President Obama
visits the Rijksmuseum**
24-03-2014

24 March 2014

RIJKS MUSEUM

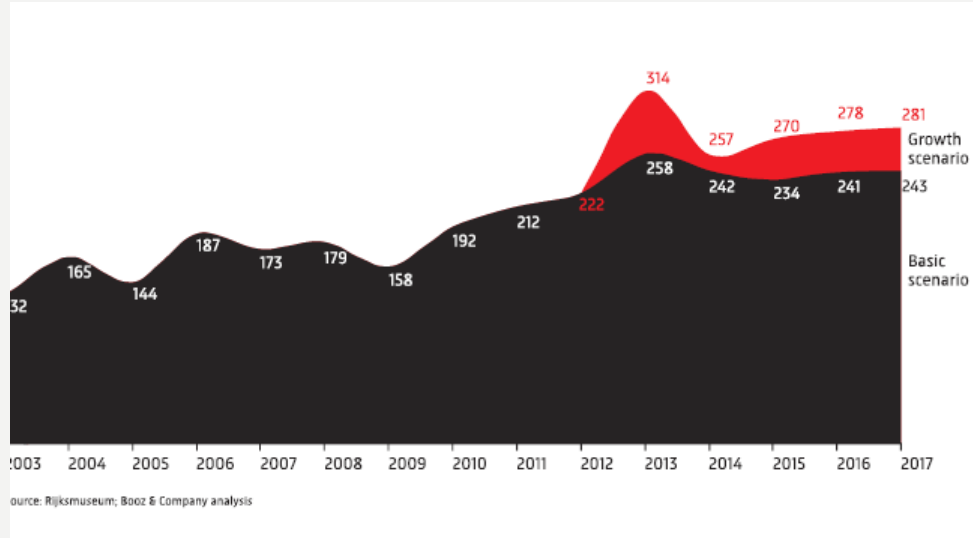
The background of the entire slide is a low-angle, upward-looking view of the Rijksmuseum's glass and steel atrium. The structure features a complex grid of white steel beams and large glass panels, with light filtering through from above. Three concentric square frames, made of a light-colored material, are centered on the slide. The innermost frame is the smallest, the middle one is medium-sized, and the outermost one is the largest, nearly reaching the edges of the image. The text 'RIJKSMUSEUM' is centered within the middle frame, and 'Key Results' is centered within the outermost frame. A small black star is positioned between the two text elements.

RIJKSMUSEUM



Key Results

“The new Rijksmuseum boosts the Dutch Economy”



Economic Impact Analysis by BOOZ &
Company

RIJKS MUSEUM

2.8 million visitors

- 25% never visits a museum

+ 200,000 friends on Facebook

€13.000.000 of Free publicity

235 million Euro GDP

+7.5% Tourists

Key Results first year

RIJKS MUSEUM

- 16 A brand company sponsors
- >90 private funds
- >5.000 friends



Key Facts Development

RIKS MUSEUM

- Dream
- Direct
- Do



Philips Exhibition Wing

RIJKS MUSEUM



Philips Exhibition Wing

RIJKS MUSEUM



Modern Times

RIJKS MUSEUM



Modern Times

RIKS MUSEUM



Late Rembrandt

RIJKS MUSEUM

REMBRANDT

THE FINAL YEARS

RIJKS MUSEUM

Brand development



New TV campaign: The Magic

RIKS MUSEUM

- Rijksstudio Award
- Salone de Mobile



Design

RIJKS MUSEUM

- History teacher of the year
- Events
- Media presence



History

RIJKS MUSEUM

- Fellowship Program
- PR & events
- Online



Key Learnings

RIKS MUSEUM

- All ages
- > 30 courses & workshops
- Drawing, painting, photography



Key Learnings

RIJKS MUSEUM

Fashion is the
new Art

Historical
collection

Key Learnings



RIJKS MUSEUM



A reason to travel

RIJKS MUSEUM

I ♥ RIJKS

RIJKS MUSEUM

RIJKS MUSEUM