



# THE DUTCH CONNECTION

## Ons Museum en Cultureel Centrum

In Partnership with Te Awahou-Nieuwe Stroom

### Preliminary Exhibition Design Concept

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## Help us build our place Onze Plek



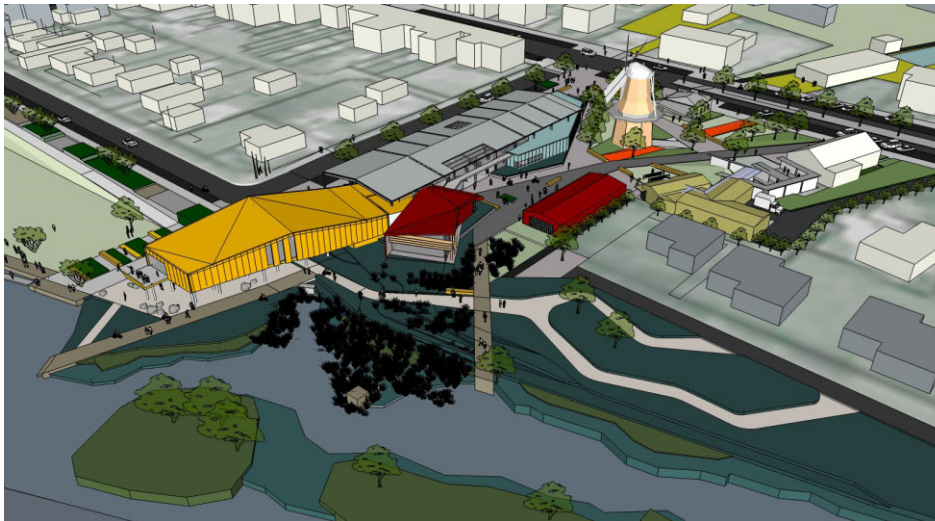
The Dutch Connection Trust are seeking the help of sponsors to build a museum that tells the story and celebrates the immense contribution of the Dutch in New Zealand.

With the contribution of The Federation of New Zealand Netherlands Societies, the museum will showcase their integral role in assisting migrants and keeping Dutch culture and heritage alive in New Zealand.

We feel it is important to incorporate industry, corporate and individual stories through-out the exhibition. Your company has been identified as a key contributor and we would love to feature your story in The Dutch Connection Museum.

If you would like to be a part of this, please come and talk to us about how we can help you tell your inspirational success story. Together we can help celebrate the proud Dutch presence in Aotearoa.

## Project Costs



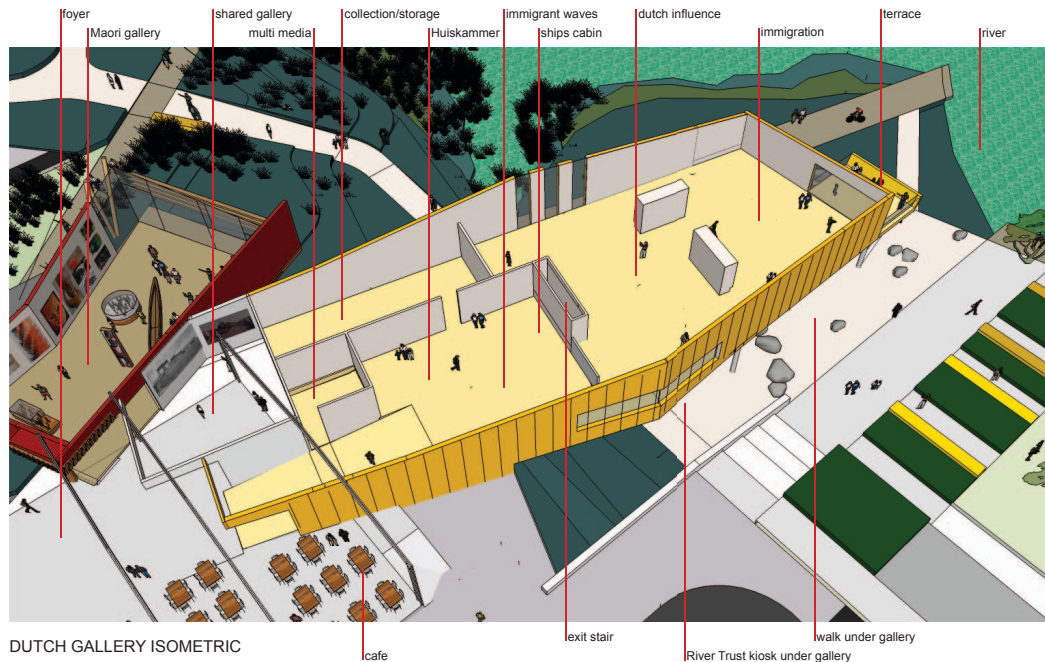
### Te Awahou Nieuwe Stroom

- Te Awahou Nieuwe Stroom project will cost an estimated \$12 million. Just under \$2 million has already been secured. Some of the aspects of service from Te Awahou are provided for currently, such as the library, service centre and i-SITE. We expect cost efficiencies in the provision of services from a joint facility.
- Operating costs will be funded from leases, entry fees to special features, management contracts and i-SITE revenues.

### The Dutch Connection Museum Centre

- Now that the Dutch Connection is part of Te Awahou Nieuwe Stroom Trust (TANS), we will share buildings with others. The overall project costs have been reduced by \$1 million.
- TANS will provide most of the funding of the total estimated cost of \$5 million.
- The Dutch Connection still needs to fundraise \$1.5 million as its contribution to the total costs.
  - \$1 million for three permanent exhibitions
  - \$0.5 million for the collection and opening exhibitions

## The Exhibition Space



The total exhibition/events space for the Dutch Connection Museum is approximately 750m<sup>2</sup>.

There is one main entrance and exit to the gallery linking to the main lobby and adjacent Maori gallery.

The fixed exhibition segments are:

- 1) A Long Common History - Dutch arrivals (200m<sup>2</sup>)
- 2) The Dutch influence (200m<sup>2</sup>)
- 3) Meeting of Two Cultures (200m<sup>2</sup>)
- 4) Building a Common Future (50m<sup>2</sup>)
- 5) Immigration (100m<sup>2</sup>)

### Shared gallery

The shared gallery has been set aside to present an ongoing temporary exhibitions and events programme.

The Taitoa Maori o te Awahou Arts and Crafts Centre and the Dutch Connection Museum will share the temporary exhibition space on a rostered basis. There are also display opportunities in the reception/entrance area.

## The Exhibitions

### Three Major Themes



The Dutch Connection gallery will include both permanent displays and a temporary exhibitions and events space.

The permanent exhibitions will tell our most important stories. The three key themes that have been identified for the permanent exhibitions are:

- 1) A Long Common History (Dutch Arrivals)
- 2) The Dutch Influence
- 3) The Meeting of Two Cultures (Immigration Issues)



# Permanent Exhibitions

## Theme 1



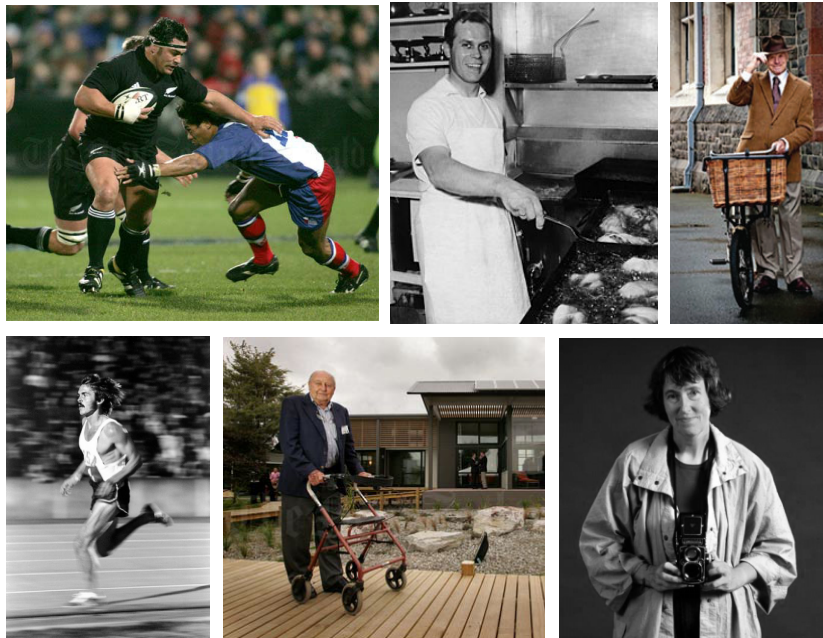
### 1. A Long Common History:

This section of the exhibition will illustrate the Dutch presence in New Zealand – From Abel Tasman and the 19th Century immigrants, to the stories of the organised migration waves in the 1950s and 1960s, to recent decades.

- **Individuals:** Abel Tasman / Early arrivals in the 19th century. For example Julius Vogel as Prime Minister, Jewish leaders, Petrus van der Velden: to teach landscape painting, and the Van Asch family: education for the deaf (famous today for bungy jumping)
- **Organised migration waves:** Pre-WW II Carpenters / Post-WW II NZ + NL collaboration. The Backgrounds to organised migration in the 1950s and 1960s, the NZ Alien Passes and 'Make them Britishers' approach, the huge NL propaganda and support machine, The New Zealand Netherlands Societies.
- **Modern arrivals:** Equipped with mobiles that roam the globe. Highly paid, corporate, fluent in English, University educated.

## Permanent Exhibitions

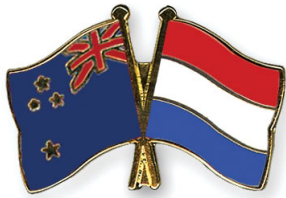
### Theme 2



### 2. The Dutch Influence:

This section of the exhibition will celebrate the Dutch contribution to sports, arts, farming, business and science in New Zealand.

- Individuals like Yvonne Willering, Frank van Hattum, Dick Quax and Kees Meeuws, artists like Ans Westra, and individual business 'icons' such as Vogel's bread and Lockwood homes, T&T clothing and Rembrandt suits, Verkerk deli or Van Camp chocolate
- Our impact on a changing NZ society: Dairy industry and Fonterra, Family businesses, Food and Hospitality business, Horticulture, Building industry, Social Values (police, work ethics, family values, tolerance)



## Permanent Exhibitions

### Theme 3

### 3. The Meeting of Two Cultures:

This section of the exhibition will illustrate the intangible through oral history, videos, photos and interactive media.

- Culture shock and culture clashes in the 1950s and 1960s. Integration. Life as 2nd class citizens. Problems encountered
- Kiwi attitudes: Government Policies, Institutional discrimination, Individual attitudes, Kiwi hospitality, Discrimination, Xenophobia
- Identity loss: 'Heimwee', Isolation, Cultural and psychological consequences for 2nd and 3rd generation Dutch Kiwis
- Intercultural melting pot: Getting used to each other, Intermarriage, Freedom from social control, adapting and flourishing





## Temporary Exhibitions and Events

The key theme for the temporary exhibitions and events space is 'Building a common future'.

Potential exhibitions and events in this area include:

- **Art and Achievements:** Exhibitions of Netherlands/New Zealand artists (eg Theo Schoon, Pieter Sauerbier, Ans Westra, Leon van den Eijkel, Miriam van Weezel) and others: inventions and innovations
- **Travelling exhibitions & performances from the Netherlands:** Exhibitions like World Press Photo, art works, design, technology, science, business, music, theatre
- **Exhibitions on 'Hot Topics'** that are highly relevant to both countries: topics that can link the Netherlands and New Zealand closer together (eg rising sea levels, wind power, trade and business cooperation, global political cooperation, international peace keeping, migration)
- **Events / Activities / Discussion Forums:** in community space or auditorium and the outside space

## Exhibition Design



The Dutch Connection aims to create permanent and temporary exhibitions that appeal to a broad audience. The exhibitions will have a contemporary look with historical elements incorporated to achieve a feeling of warmth and familiarity or 'Gezelligheid'. The aim is to produce an exhibition that remains relevant and achieves longevity.

Careful consideration will be given to the visitor experience in terms of how people navigate through the exhibitions. Design consistency throughout the exhibitions will leave visitors with a strong memory of the facility.

A range of exhibition and interior design elements will be employed to achieve a memorable and unique space that will incorporate object displays, graphics, audio visuals, interactives, lighting, joinery and furniture elements.

The concept for the exhibition is based on the notion of 'connections.' Intersecting joinery elements will be arranged to create dynamic displays and zones within the exhibition. A material palette of timber joinery and brightly coloured graphics, floor coverings and soft furnishings will be used to evoke a feeling of travel and early settlement but also bring warmth and comfort to the space. Break out zones will be introduced throughout the exhibitions to create interactive areas and interconnecting displays.



ENTRANCE

### Entrance Experience

Looking up ramp into Museum.

Welcoming key words and text from Tasman's 1642 log.

Replica models of Tasman's ship, plus 1950s passenger ship. Illustrate many Dutch Connections.

Picture Stories: Abel Tasman, Julius Vogel (Premier), Yvonne Willering (Silver Fern), Kees Meeuws (All Black).





### Introduction / arrivals

Make 370 years come to life. Show why and how our people settled here. Elicit a sense of adventure.

Feature displays include:

Abel Tasman story.

19th Century - Gerrit van Asch brought here to educate the deaf. Petrus van der Velden to teach landscape painting.

1939 - Dutch carpenters handpicked to help with labour shortages – “a fine type, of athletic build and well educated.”

1950's / 60's – Migration waves. Story of 10,000s.

Today - Still some 1500 migrants arrive every year.

Mixture of graphics, audiovisuals, object displays and props. Timber joinery elements and finishes with bursts of colour evoking Dutch national colours.

A LONG COMMON HISTORY





A LONG COMMON HISTORY

### Arrivals section

Focus on the 1950's/60's migration waves. Talk about heimwee, hardship and success. Strangers in a strange land. Settling into a new country.

Feature a huiskamer, keuken, scheepshut. Creating a new "Home away from Thuis."

### Netherlands Societies area

Tell the history of all Societies, in many cities. Support systems for new arrivals. Koffie en kaarten. Lekker kletsen. Burenhulp.

Today's care initiatives and Friendly Support Network - Ons Dorp, Tasman Village, Netherville.

Mixture of graphic, object and audiovisual interactives will bring this story to life. Content for display to be developed with Museum Trust, NZ NL Societies, and Retirement Villages.



THE DUTCH INFLUENCE

#### Dutch influence section

Tell the story of Dutch influence through thematic displays such as: Food, Dairy, Horticulture, Building, Arts and Sports heroes etc.

Feature individual companies and individuals as 'success stories' (sponsorship opportunities).

Food - Verkerks, Vogel's, Turk, Brink, Mercer Cheese etc.

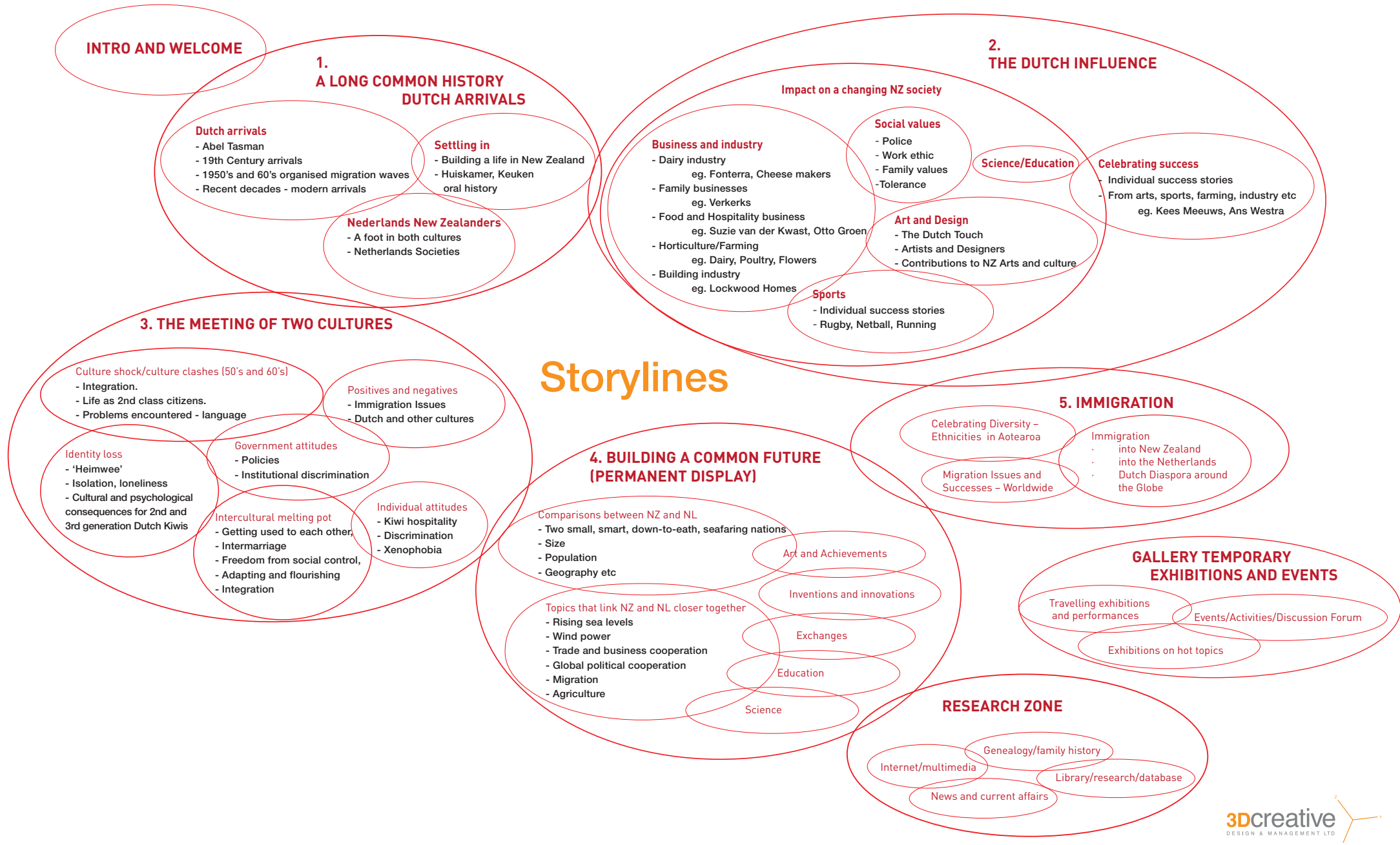
Dairy and Horticulture - Zealandia Horticulture, Faber Glass Houses, Flower/bulb growers, Fonterra etc.

Building - Lockwood Homes, Haitsma Kitchens, Glass Relate etc.

Fashion - Doris de Pont, Rembrandt, T&T

Corporate - Shell, Philips etc

Develop content for displays together with leading companies and individuals.

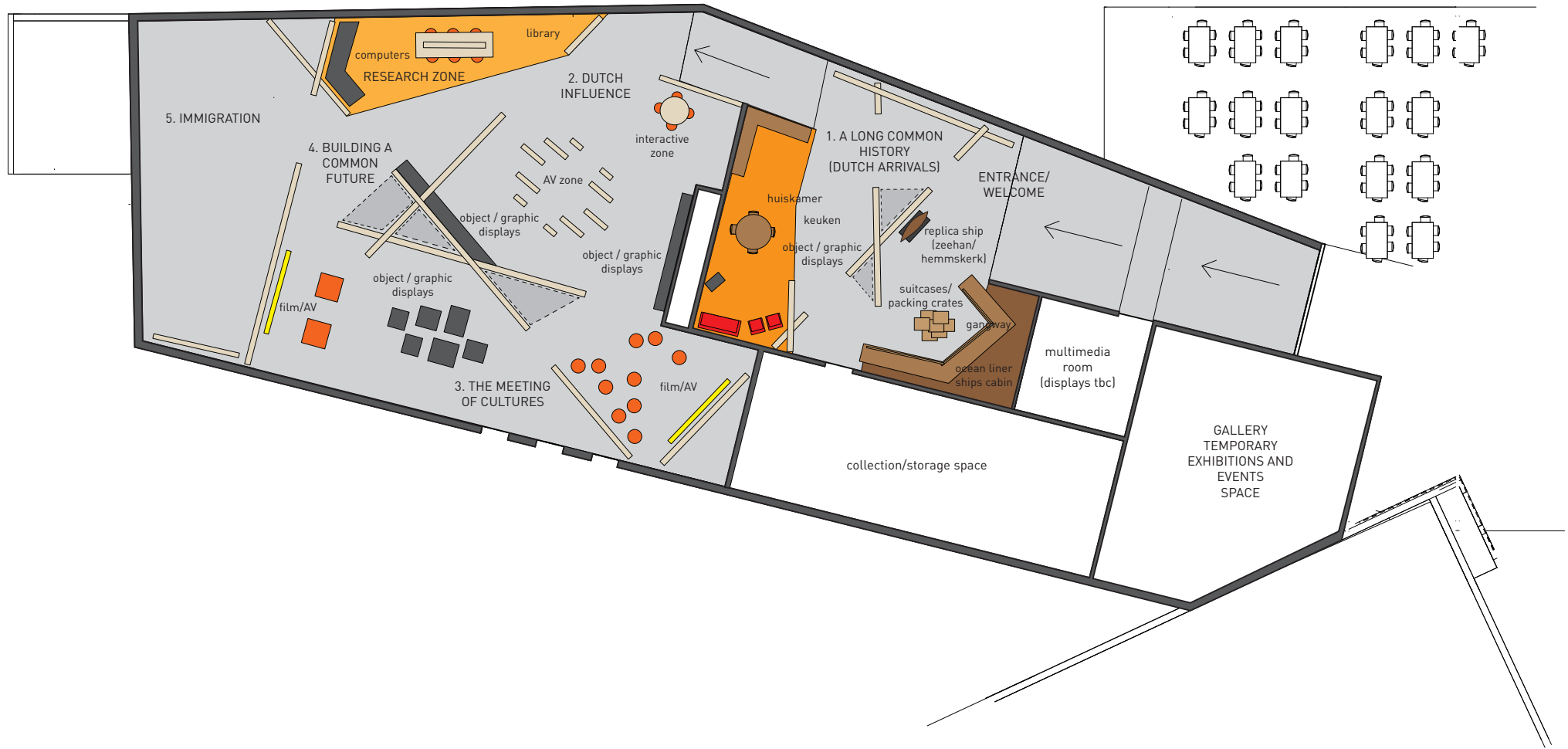


## Segmental Layout





# Exhibition Floorplan



## The Visitor Experience

### Entrance

Visitors will enter the Dutch Connection Museum from a ramp that ascends from the main foyer. As they begin their journey they will hear thematic audio and read evocative key words to prepare them for the exhibition experience. At the top of the ramp visitors are welcomed and introduced to the exhibition.

### 1. A Long Common History

The first segment of the exhibition is 'A long common history'. The first story in this area is Abel Tasman's discovery of New Zealand. Maps, illustrations and nautical equipment as well as a replica of one of Tasman's ships will bring the story to life.



The next display will present visitors with information on 19th Century Dutch immigrants to NZ. Visitors will understand the motivations of these early migrants and the contributions of key individuals.

Visitors will see a ship scene with bags and crates piled up. This marks the beginning of the 1950's/60's assisted migration section. As they walk along a ship's gangway they will learn about what motivated people to leave the Netherlands and travel to New Zealand. Visitors will come across a replica ship cabin from the *Sibajak* where they can explore, find out about life on board and hear personal stories from those who made the journey.



## The Visitor Experience

The next part of this display marks the arrival of these migrants in New Zealand. Here visitors will discover the stories of building homes, finding work and establishing families. They will be enticed to enter a recreated Dutch home/ Huiskamer. A themed living room, dining room and kitchen will be decorated with typical Dutch furniture and objects. Multimedia displays incorporated into the room will give visitors an added sense of discovery. Visitors can relax and sit down in this comfortable space with a feeling of 'Gezelligheid'.



This flows on to a display that focuses on the process of becoming Netherlands New Zealanders. A feature story in this area is the contributions of Dutch Societies throughout the country.

The final part of this section will focus on recent arrivals to New Zealand - a new wave of migrants who have different motivations for starting a life in New Zealand.

### 2. The Dutch Influence

Visitors will ascend another ramp into the large exhibition space. This space will be broken up into thematic zones that encourage exploration and discovery. A range of experiences will be provided – from interactivity to quiet contemplation.

The first section in this area is 'The Dutch Influence'. A mixture of object, graphic, multimedia and interactive displays will be used to tell the story of the Dutch contribution to New Zealand society. Topics in this area will range from food and dining, horticulture, industry, arts, sports and business success. An AV zone will also present individual success stories, allowing visitors to make personal connections.

A theaterette adjacent to this segment will present large-scale AV material related to the Dutch Influence story. Comfortable seating in this area will allow people to spend time relaxing while watching film and documentary footage.



## The Visitor Experience

### 3. The Meeting of Two Cultures

The next section '**The meeting of Two Cultures**' will illustrate the intangible through oral history, videos, photos and interactive media. Visitors will learn about the positive and negative aspects of migration, hear personal stories and be encouraged to contemplate some of the wider issues of migration.

### 4. Building a Common Future

Visitors will then move into the next segment '**Building a Common Future**'. Here they will find comparisons between NZ and the Netherlands and be inspired by topics of interest to both nations.



### 5. Immigration

This final step in the visitor journey intends to make people reflect on the wider topic of migration, which is an integral feature of our modern global society.

Today, ethnicities from around the world are mixing with original inhabitants in just about any part of the globe. It results in conflict, but also in fantastic new ideas, ventures and highly admirable and inspirational activities. The arrival of the Dutch in New Zealand, and their collaboration with Tangata Whenua in Foxton, are only two prime examples.

With the windows in this section overlooking the green river landscape towards the Tasman Sea, this is the perfect point to reflect on the future that migration will bring to us all.

### Gallery

The gallery space hosts temporary exhibitions and events which offers visitors a changing programme of travelling exhibitions, performances, and public forums. This flexible multi-use space can be fitted with seating, fold down projection screen and group facilities.

### Research Zone

The final area in the exhibition is the '**Research Zone**'. Computers and books will allow visitors to read, research and get connected. Visitors will be able to browse the Internet and access Dutch websites and news in real-time. They can also use the space for study and family history research.



## Image appendix

- page 1 - De Molen Windmill, Dutch Street organ (DC Trust)
- page 2 - Te Awahou Nieuwe Stroom rendering (Pete Bossley)
- page 3 - New Zealand/netherlands images (Museum in a box documents)
- page 4 - Te Ara Encyclopedia of New Zealand
- page 5 - Te Ara Encyclopedia of New Zealand
- page 6 - Federation of NZ/NL Societies, Wellington Netherlands Society
- page 7 - Images sourced from internet, Street Organ, Food
- page 8 - Te Awahou Nieuwe Stroom rendering (Pete Bossley)
- page 9 - Te Awahou Nieuwe Stroom rendering (Pete Bossley)
- page 10 - Te Ara Encyclopedia of New Zealand
- page 11 - Te Ara Encyclopedia of New Zealand & from internet
- page 12 - Te Ara Encyclopedia of New Zealand & from internet
- page 13 - Te Ara Encyclopedia of New Zealand & from internet
- page 14 - Images sourced from internet
- page 15 - DC Trust - Collection items
- page 16, 20, 21, 22 - Exhibition images sourced from Noord Brabants Museum and Share Dutch design website. Companies include - Kossman Dejong & Platvorm.
- page 23 - Te Awahou Nieuwe Stroom rendering (Pete Bossley)
- page 24 - DC Trust - De Molen Windmill
- page 26 - Images sourced from internet