

## **PRESS RELEASE**

Amsterdam, October 2008

### **HANS VAN HEESWIJK ARCHITECTS REALISES THE NEW GRAPHIC DESIGN MUSEUM IN BRED A, THE NETHERLANDS**

This summer Her Majesty the Queen opened the Graphic Design Museum: the first museum in the world exclusively dedicated to graphic design. The transformation of the De Beyerd centre for the visual arts into the Graphic Design Museum is the most radical conversion that Hans van Heeswijk, as in-house architect of this museum, has designed since 1985. The design creates a balanced cohesion between the original monumental gatehouse of the 17<sup>th</sup> century *Gasthuis* [hospital], the art lending library realised by Hans van Heeswijk Architects in 1991, and the new exhibition halls. Each section has its own identity and together they form one spatial unit. "Contemporary" alongside "centuries-old" evidently enhance each other.

#### **Historic monument**

The Netherlands has many museums but none for graphic design. This restoration with the additional new development of the De Beyerd in Breda rectifies this situation. Printed matter is delicate. Paper deteriorates and ink fades if temperature, humidity and light are not strictly controlled. This protection is optimally achieved in the current development, which has been specifically designed for the purpose. In 1991 Hans van Heeswijk Architects had added an extension with an art lending library to the gatehouse of the 17<sup>th</sup> century *Gasthuis* (Laureys Drijfhout built in 1643). The former gatehouse now comprises public functions such as restaurant and cloakrooms, and regains its function as an entrance.

#### **New exhibition halls**

The new wing replaces an extension at the rear dating from 1934 and accommodates the exhibition halls, both at the ground level and below ground. The halls are situated round a courtyard, under which the auditorium is located. The exhibition halls have predominantly closed walls; daylight enters via elongated roof lights on the side walls of the halls. The art lending library has undergone a change of use. It now has areas for workshops, conservation, documentation and the transfer of knowledge. The museum shop is also accommodated here.

#### **Display window**

The façade facing Pasbaan, the side street, is entirely transparent behind which a two-metre deep space extends along the entire length. This space forms part of the exhibition circuit and from the outside it works as a show window. In order to do justice to the work on display, the greater part of which is graphic design, the details and colours in the halls are subdued, while the remaining public spaces such as the entrance, shop and the Sandberg café have a more pronounced character.

Hans van Heeswijk Architects is also the architect for the Hermitage Museum Amsterdam that will reach completion in June 2009.

## Project information

### Project

Graphic Design Museum, Breda

### Location

Boschstraat 22, Breda, <http://www.graphicdesignmuseum.nl/>

### Architect

Hans van Heeswijk architects, <http://www.heeswijk.nl/>

### Project team

Steven Broekhof, Hans van Heeswijk, Werner Kamp, Rinke Kluwer, Jeroen van Nieuwenhuizen, Dennis Rietmeijer, Rick Thani

### Client

Municipality of Breda en Centrum voor Beeldende Kunst De Beyerd

### Interior

Hans van Heeswijk architecten, Amsterdam

### Interior shop and permanent exhibition

Kinkorn, Tilburg

### Commencement of construction

2006

### Completion

2008

### Gross floor area

5,200 m<sup>2</sup>

### Total building costs

6 miljoen euros

## NOTE TO THE EDITORS

For contacts, Hans van Heeswijk architecten is organising an Open Day on Sunday 26 October between 16.00 and 19.00 (by invitation only). This will be preceded by a tour by the architect for members of the press (by appointment only). For more information or to make an appointment please contact Natascha Drabbe of NDCC at 06 22 69 07 11 or e-mail [ndrabbe@ndcc.nl](mailto:ndrabbe@ndcc.nl).

For information about other projects by Hans van Heeswijk architecten and for press photographs, see <http://www.heeswijk.nl/press/>