Dog design’s lifelike dioramas bring
Netherlands Marine Corps Museum to Life

Who steps onto the first floor of the Netherlands Marine Corps Museum in Rotterdam, suddenly feels like being in a lifelike diorama. Young visitors will step into the world of a Combat Tracker from the Marines by looking through the holes in the walls. It’s the work of design agency dog design. By this exhibition the agency creates an interactive and innovative concept for the Netherlands Marine Corps Museum in Rotterdam, which is a new approach.

The Netherlands Marine Corps Museum is a hidden gem in Rotterdam. Near the old port is a narrow building and behind the narrow facade lies a large museum. Here visitors experience 350 years of history of the Marine Corps. The management team at the Museum is fairly new and were investigating a more creative approach. Design agency dog design was asked whether they could create a concept that would drive this innovation.

**The challenge: from first sketch to realization in just 2 months**

Dog design was chosen because of their different perspective in decorating. With roots in industrial design they are doing more and more exhibitions which stand out. At the Netherlands Marine Corps Museum they are doing this by surprising the young visitors with lifelike dioramas. Gerben Klinkenberg of dog design: “We had to improvise with the design, production and decoration, we faced a short lead time from design to production. When dealing with short timeframes having a good partner like Van Straaten is important. We understand our job well so we know what we require when it comes to printing. “However, Van Straaten adds value to the project. They not only understand printing, but also the use of materials. Especially this project required extra attention in that area. Pretty much all the printing materials are used for the life-sized dioramas in which the adventurous journey through forest and jungle takes place.

“**When dealing with short timeframes having a good partner like Van Straaten is important.”**

Gerben Klinkenberg, dog design

Customer Information

Dog design is an innovative growing agency and an expert in the combination of design, pre-production, production, onsite installation and implementation. In 2d, 3d and audiovisual. Their slogan is: think + create = dog design.

Why van Straaten

- Fast response time
- Great cooperation with DTP
- Advice on the use of materials
- Great value for money
- Non-standard solutions
- Just in time delivery
- Own quality check, no surprises
“The DTP department is very communicative, which I have seen otherwise.”

Gerben Klinkenberg, dog design

Lifelike
With detailed prints the animals and the forest were brought to life. “If you position 2D in an area and combine it with 3D elements you get a surprisingly lifelike effect. With only little imagination, which children have, you step into the shoes of a marine and explore new worlds. This effect can only be achieved with really detailed and beautifully produced prints. This demands quality.” Gerben is very satisfied with the service of Van Straaten. “Smooth and honest feedback is important, especially when you have to make decisions for materials under time pressure. The DTP department is very communicative, which I have seen otherwise. A successful project, thanks to Van Straaten.

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• Floor Vinyl

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