

# 'T GROM

IN THIS POSTER I WILL BE HIGHLIGHTING ONE PART OF A TOTAL PROJECT: THE MUSEUM.

## RE-DESIGN OF A VEGETABLE MUSEUM

What can we do to bring education about vegetables, farming and cultural heritage as an interactive and inclusive experience? How can we make it attractive and accessible, bringing more visitors to 't Grom?

These, and many more questions were asked by the Space and Service Design Postgraduate team before, and while redesigning the whole site of 't Grom: the vegetable museum in Sint-Katelijne-Waver, Belgium.

With designers from various professional and national backgrounds, we worked as a group to create a new story and look for 't Grom. Taking into account both spaces and services, and making sure to work with all kinds of users in mind, we designed an immersive, interactive, accessible and sustainable museum where even the biggest skeptics can find their love for vegetables!



**TOOLS**

't Grom has all the means to offer an enriching and inspiring experience. The museum holds very unique and interesting tools, nonetheless eye-catching presentation was lacking. Many of these tools come with a story.

The former entrance hall is now a hotspot to learn, watch and listen about agriculture tools. In the left corner we put all the tools where 't Grom has video or photo footage from. By doing interviews we noticed the tools start to become interesting when you tell the story with it. **On the left we want people to get dirty and walk barefooted on the 3 different types of farming soil. Since the museum is all about stimulating various senses, we provided activities for all people.**

## WHAT DID WE DO TO MAKE IT MORE ACCESSIBLE?

**1. STIMULATE SENSES**  
The inside exhibition is divided in 10 different topics all related to the lifecycle of vegetables. With each topic there is a variety of information to be shared. For every division we focused on another sense but made it readable for all. For example in picture 1 it is possible to walk barefooted in the museum and feel the sensation of different types of soil in between your toes while learning about the values of each type of soil.

**2. ACCESS TO MORE DETAIL**  
At the Tools section it is possible for visitors who are partly visually impaired to take a closer look to the artefacts. Each artefact has a spotlight. As you can see in picture 2 from the Tools section on the right, there is a button next to it to provide extra light for 2 minutes. This gives some visitors the chance to compare, analyze and admire.

**3. RESPECTING HEIGHTS**  
Every station or booth respects the height or needs from all visitors. As you can see in picture 3 and the drawing of the Underground experience we have chosen to make the exhibition interesting on every level (of height).

**4. MULTIPURPOSE SIGNALISATION**  
All our signage is made from cut-out steel. This means that every visitor can read by eyes or fingers. The whole collection is recorded in an audioguide in Dutch, French and English which makes it accessible for international tourists.

## SHOPPING AND DECOMPOSING VEGETABLES

Throughout the exhibition children collect information to start harvesting themselves. In the last section we have the supermarket, where we give information about fair trade, bio labels, bar codes and the varied prices of vegetables due inflation. **Where the little boy is standing, there are two stands: of different heights, where you can print your own barcode.** By doing this we trigger people to understand the structure of barcodes and take it into account while shopping the next time. On the right is our market stand, which will be filled with seasonal vegetables. **With the audioguide our visitors will be guided through the dailyschedule of an experienced farmer on the market.** In the back we show the decomposition of vegetables: after 1, 3 and 5 weeks and there is a live-stream to the compost pile outside!



## 1. RECEPTION

Welcome to 't Grom! The reception includes a museum shop, a library, you can also grab a coffee here.

## 2. BAKERY

The small bakery hosts bread-making workshops and sells fresh bread every Sunday. Schedules: [www.tgrom.com](http://www.tgrom.com)

## 3. MUSEUM

The main exhibition space of 't Grom includes a myriad of exciting and interactive adventures for you to discover.

## 4. WORKSHOP SPACE

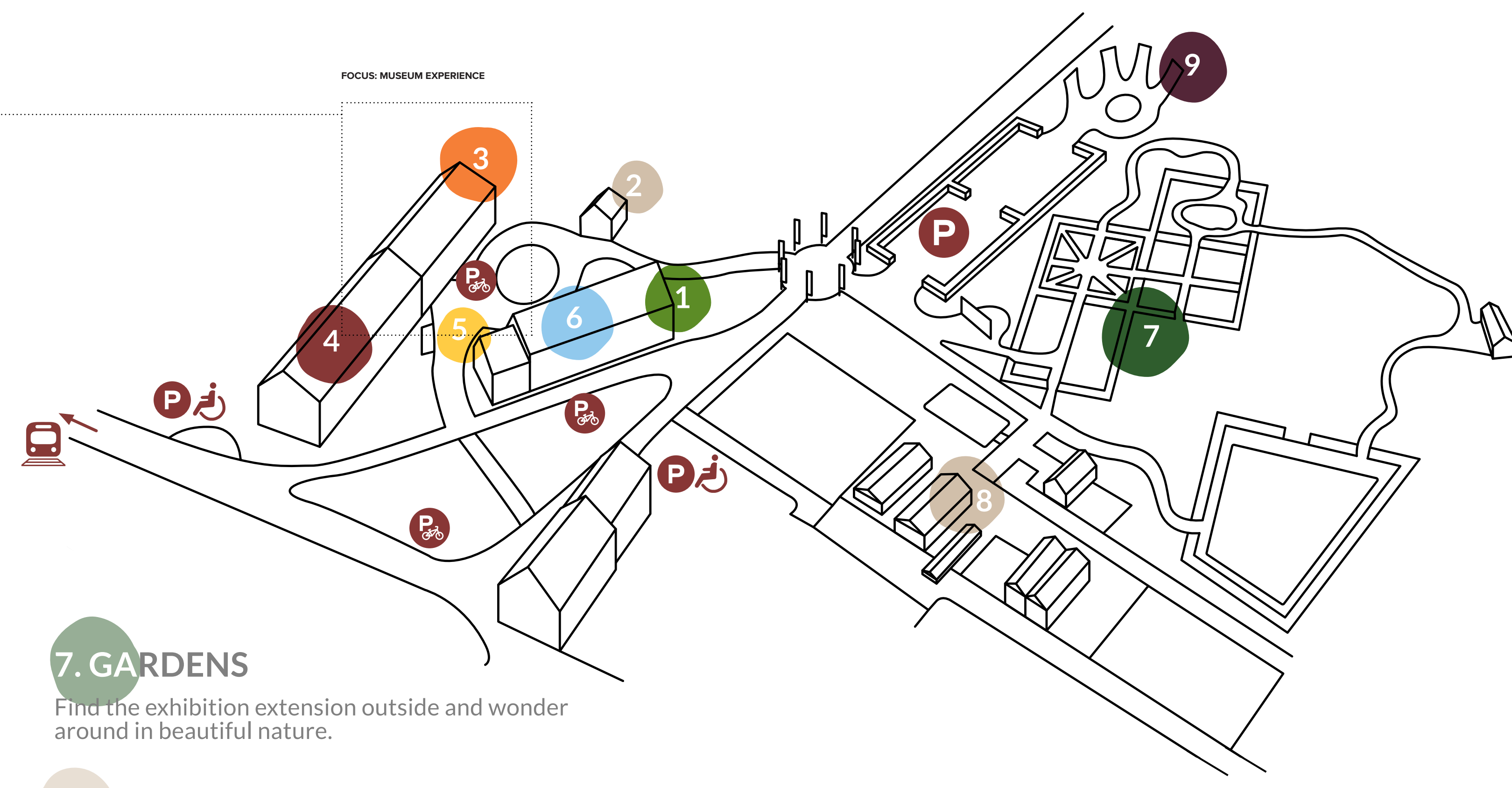
In this kitchen/laboratory you can discover your inner chef and scientist through experimenting with vegetables. Schedules: [www.tgrom.be](http://www.tgrom.be)

## 5. MEETING SPACE

For privates and companies, find out how and when you can rent it on our website.

## 6. BED AND BREAKFAST

Stay a night or two for a one-of-a-kind holiday experience in a converted barn. [www.tgrom.be/bedandbreakfast](http://www.tgrom.be/bedandbreakfast)



## 7. GARDENS

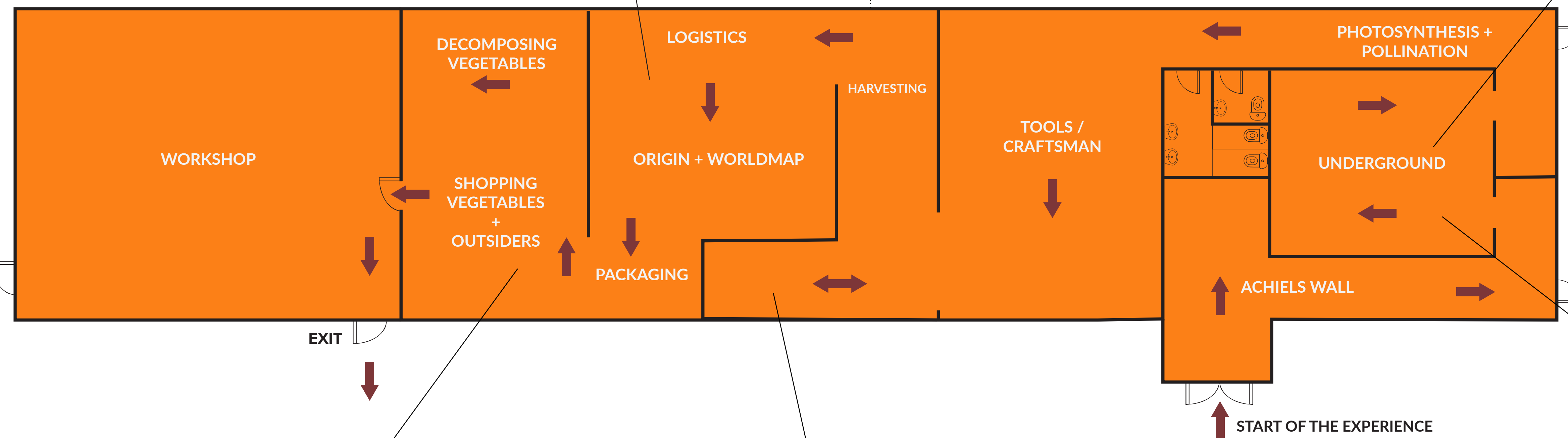
Find the exhibition extension outside and wonder around in beautiful nature.

## 8. GREENHOUSES

Discover vegetable growing and composting secrets.

## 9. CAMPING SPACE

Another opportunity to stay here overnight! We welcome tents or camping vans. More info on our website.

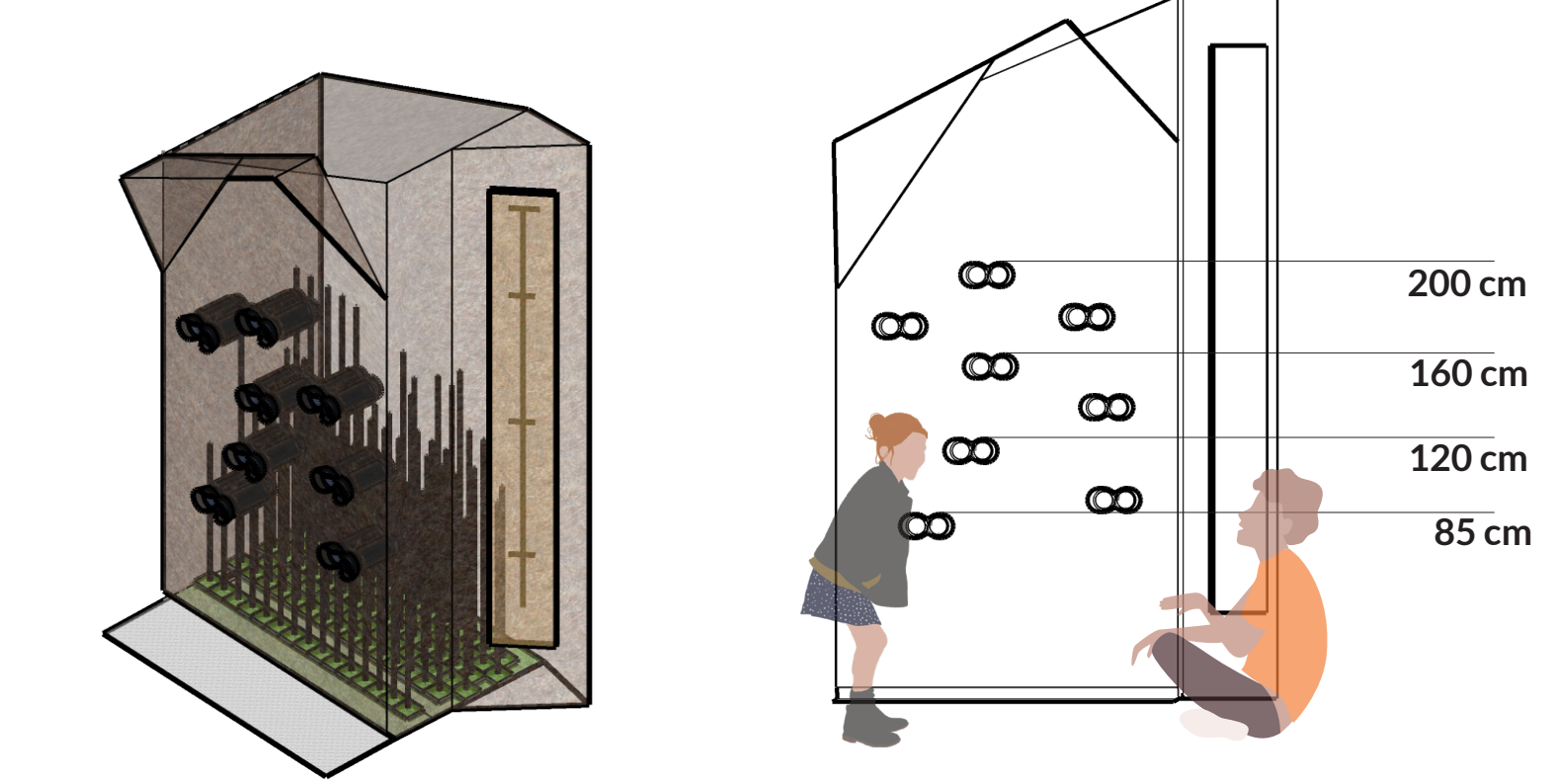


## UNDERGROUND EXPERIENCE

Every vegetable life starts with a fertile soil. After getting a first encounter to Achiel's life we want people to dig a little deeper and enter our 'Underground experience'. In this part of the museum our visitors get a chance to take a closer look to the seed collection, watch time lapse videos of the vegetables on site growing, learn about the different layers of soil underground, get the chills when looking through the binoculars in our insect corner and seeing them swarm and most importantly: explore!

When researching what people would like to learn in a vegetable museum, many people wanted to see the vegetables from a different perspective and learn what it takes to do it yourself. The beginning of this DIY farming journey is crucial for a successful harvest. Our goal is that the visitors get closer to nature and won't be afraid to start it themselves.

This section has to be suggestively underground and for this reason it will be a little bit colder, have the noise of a mole who's digging, and the walls will be coated with dark cork. Dark cork has the texture and look of the Underground. **To support every visitor we used reflecting white roots, just like the roots of a vegetable underground, as a way to guide our visitors in the room.**



## TOOLS

Looking at the current collections it was remarkable how many efforts were put into the tools collection. 't Grom is known for his historical farming tools and is part of 'Erf & Heem'. For this reason we want that the enthusiasts can be fed by taking a closer look to selected farming tools in these closets. **All the selected items are recorded in the audioguide. At each shelf there are light buttons that light up the artifact for a short time so people who are partly visually impaired can take a better look.** Since it is on the way through the museum but people can easily pass by, the enthusiasts can enrich themselves and will not be disturbed.

