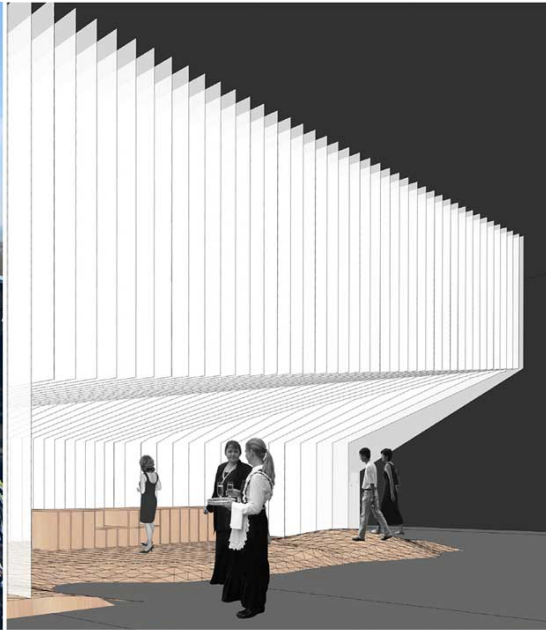


# WALLSTORIES

THE BIGGER PICTURE

PORTFOLIO MAY 2021





# WALLSTORIES INTRODUCTION

**We create spatial objects that tell a story in a public or private space or building.**

**Our inspiration is always the area in which the artwork will be placed. The context and history are part of our research. The design should trigger the imagination and stimulate fascination.**

**The end result is linked to the feeling that this artwork belongs in this specific place and nowhere else.**

Wallstories is the collaboration of image makers Yvonne Kroese and René Gast. We work together with different professionals who are specialised in construction and technical execution.

A good idea is nothing without perfect execution. Which is why we are always involved in the whole process from concept to execution/completion.

Visitors and consumers should be able to interact with the space in which they find themselves and feel they are a part of the whole story. Stories stimulate the visitor's curiosity and their expectation that there's something to discover or experience.

The interpretation of each project is different; we work with various materials but may also choose an audio-visual approach if this enhances the story or adds expressiveness to the image.

Our experience in design and film means that we are used to thinking in terms of stories, scripts and storyboards. We employ editing techniques to adapt the images and to rearrange them into sequences. This procedure is also applicable to for static designs and can lead to surprising insights and solutions.

You can see our projects at [wallstories.org](http://wallstories.org)



# NEW LOOK WATCH TOWER RIJKSWATERSTAAT

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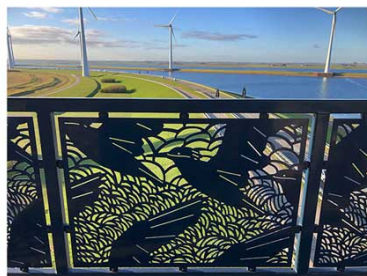
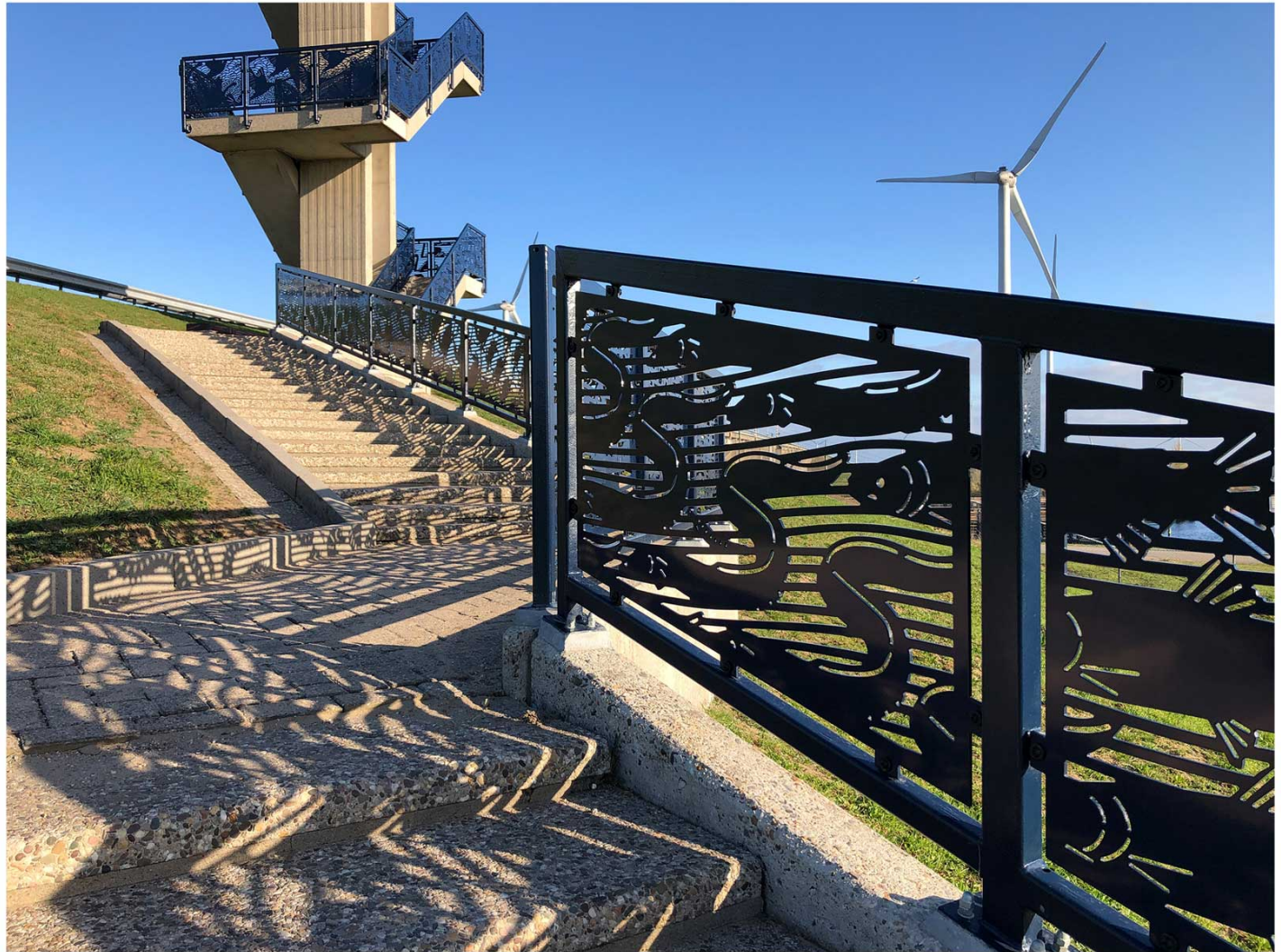
The watch tower at the Krammer locks in Zeeland has undergone a metamorphosis. The 132 panels that form a fence around the tower depict the diversity of the animal life in this area where fresh and salt water merge. They circle the tower from the base up to the top deck.

**Context:** RWS is renovating the Krammer locks on the Philipsdam which were built 40 years ago as part of the Delta Plan. The tower had fallen into disrepair, the tough weather conditions in this area had reduced the once shiny blue-black fencing into dull, grey panels.

**Concept:** why not let the panels tell us about the surroundings? The inspiration for the images on the panels is the local, and partially hidden, animal world. The effect will be more transparent, visually less solid yet still be in feeling with the tower's robust character.

**Result:** The tower now functions as a three dimensional icon for the exceptional flora and fauna in this area where fresh water meets the sea and is a permanent reminder of the importance of the preservation of our vulnerable landscape.

[wallstories.org/work#/watch-tower-krammersluizen/](https://wallstories.org/work#/watch-tower-krammersluizen/)





# DRAMA AT THE TABLE RESTAURANT VPRO

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**Commission:** a design for a wall in the VPRO restaurant in the Mediapark.

**Context:** a long strip, 40 x 2 metres, which also serves as an acoustic panel. The wall is visible from various positions, close up and far away and from different floors.

**Concept:** we chose photography, set up as a film production. The design takes the form of a storyboard in which fictive scenes in a restaurant are reproduced with reference to the broadcaster's drama productions. A different dramatic scene takes place at each table.

**Result:** our choice of a photographic perspective, a bird's eye view, abstracts the images so that they become a pattern, are part of the space without being dominant. Close up there is always something new to discover in the separate scenes.

[wallstories.org/work#/wall-restaurant-mediapark-vpro/](http://wallstories.org/work#/wall-restaurant-mediapark-vpro/)





# SIGNING IDENTITY NTR

**Commission:** a design for the entrance to the NTR building which represents the identity of the NTR and is continued in the signage of the building.

**Context:** the NTR broadcasting company mainly comprises programme makers for TV, radio and internet, on the themes of education, information and culture. The topics and target groups are very diverse.

**Concept:** the metaphor of a building stencil that you can use yourself in reference to 'the makers'. The various images in the stencil represent the programmes, themes, values and employees of the NTR.

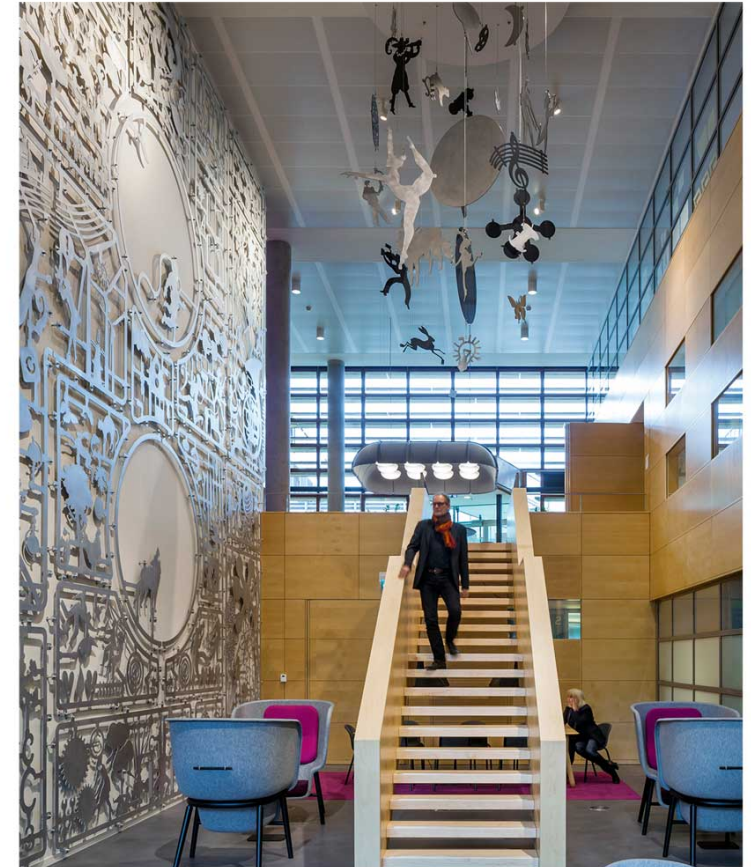
**Result:** a three dimensional construction, consisting of 10 x 10m waterjet cut sheets of aluminium designed for the entrance to the NTR offices. A large mobile, composed of elements from the wall construction, is suspended above the staircase. The individual components of the wall construction are repeated in the signposts and as decoration in the rest of the building.

[wallstories.org/work#/ntr-signing-identity/](http://wallstories.org/work#/ntr-signing-identity/)

WALLSTORIES



ntr:





# FLEMISH-DUTCH PAVILION BUCHMESSE FRANKFURT

WALLSTORIES

**Commission:** a design for the Flemish-Dutch pavilion at the Frankfurt Book Fair 2016. This Dutch-language 'guest landscape' had to be as fluid, transparent and temperamental as the North Sea. Stratification, exciting and an experience for the imagination.

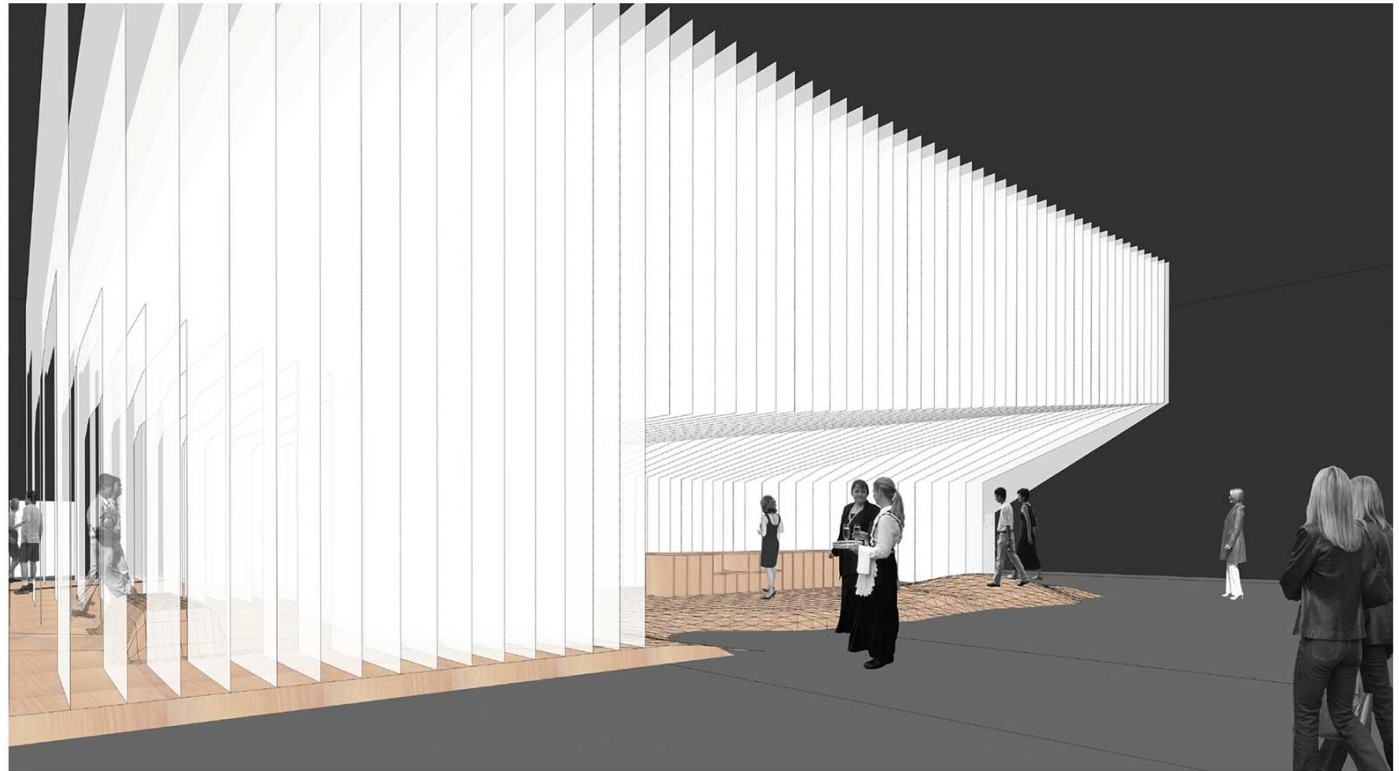
**Context:** a large, empty space in which various activities, exhibitions and performances take place that is suitable for large groups as well as individual visitors.

**Concept:** we cut a piece out of the North Sea with a finely sharpened knife and see: a metaphorical intersection of Flemish-Dutch culture.

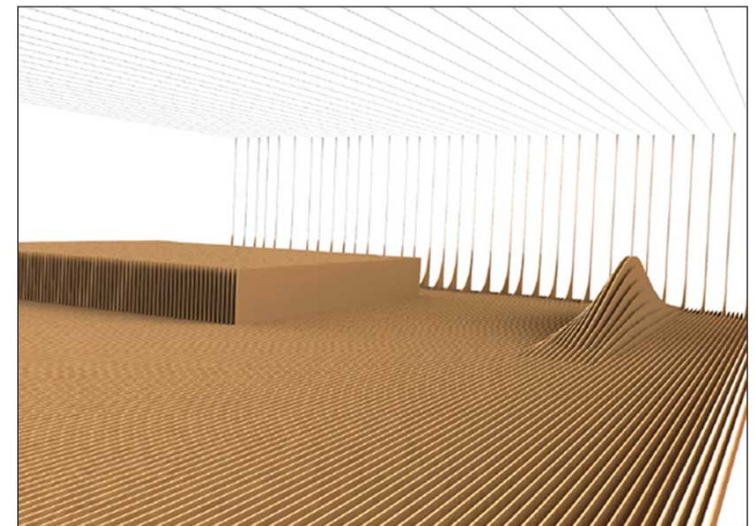
The design is an imaginary ocean consisting of a voluminous 2500 metres of voile. The layering and semi-transparency of the voile creates a particular form of depth. The floor of the pavilion is ribbed, like the pattern left behind by waves on the sand. Paths edged with layers of transparent fabric are laid over the top. In this way spaces arise that have been cut out of the volume of fabric. Spaces for theatre, whispering galleries, studios, a cinema, a bar, etc.

**Result:** the design was selected in the top four nominations. We produced a book, films and a model for our presentation.

[wallstories.org/work#/pavilion-frankfurt-book-fair/](http://wallstories.org/work#/pavilion-frankfurt-book-fair/)



The transparency of the voile provides a layering in the projected images which results in a three dimensional effect which adds to the physical experience: being submerged in a mysterious depth. Text sparkling in the waves or in the wet sand around your feet.



# JAPANESE STYLE CORPORATE EVENT TOKIO

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**Commission:** a design for an international corporate event in Tokyo. Design with stylistic solutions referring to Japanese visual imaging.

**Context:** an entrance hall and walls with moving images transform a large, empty space.

**Concept:** use of a traditional Japanese water colour technique. We chose to focus on the movement created by ink when it comes into contact with water. We filmed the slow, fluid shapes which are formed in super slow-motion and digitally created new images.

**Result:** the minimalist approach combined with the very slow moving images created a moving, decorative wallpaper that seamlessly fit into the interior and the atmosphere of the event.

[wallstories.org/work#/art-on-the-big-screen/](http://wallstories.org/work#/art-on-the-big-screen/)



Design for traditional Japanese sliding doors. The entrance to the main hall of the building where the event took place.



# THE ART OF MUSIC & DANCE CORPORATE EVENT

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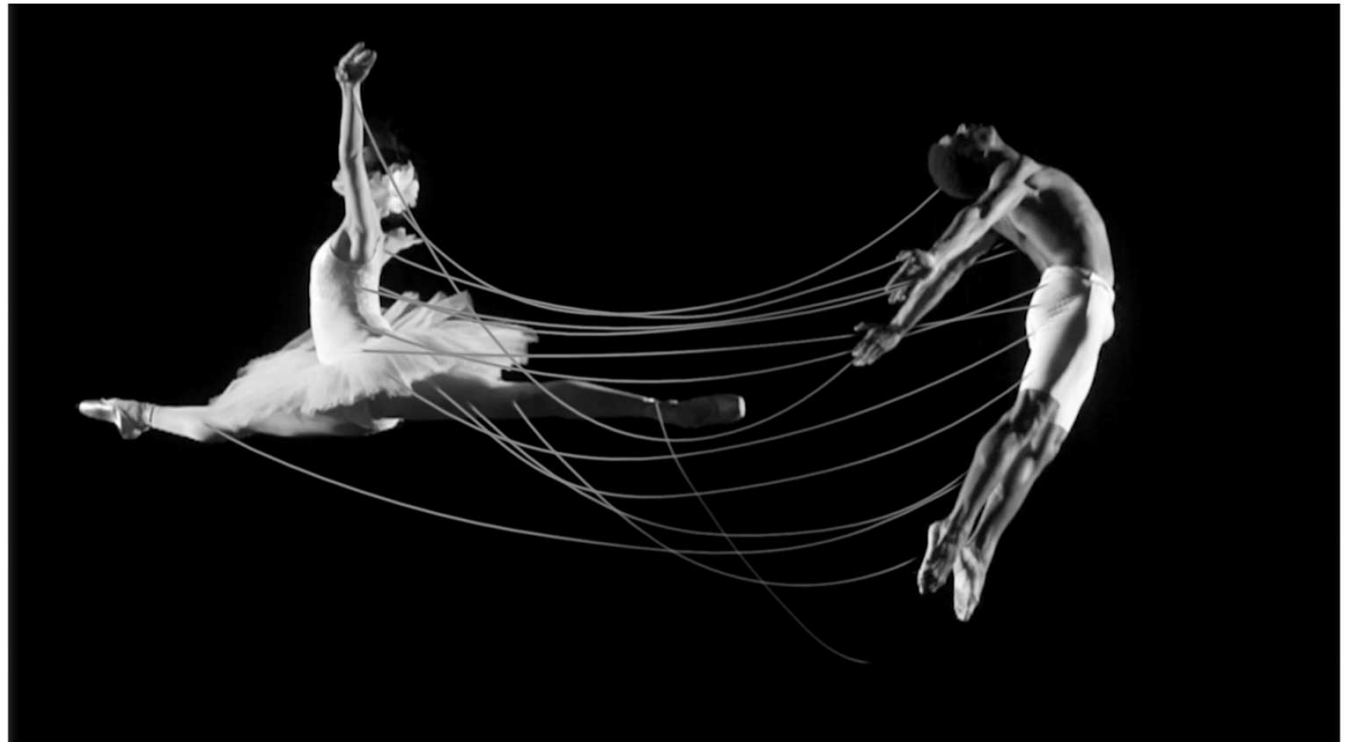
**Commission:** a design for video walls als background scenery for an international corporate event.

**Context:** the large auditorium in the Beurs van Berlage in Amsterdam was transformed for this event. 'The Art of Music and Dance' was the inspiration for the design.

**Concept:** dancers and musicians filmed in extreme slow motion. Four screens project loops that provide permanent background scenery throughout the event.

**Result:** slow black and white images give the sequences a different impulse. The large format of the projections are integral to the total effect.

[wallstories.org/work#/art-on-the-big-screen/](http://wallstories.org/work#/art-on-the-big-screen/)





# DESIGN PANELS

**Commission:** design for the frontage of a house.

**Context:** city house in IJburg, Amsterdam

**Concept:** this is reclaimed land on the water.  
All the flora and fauna of this area, past and present,  
are represented in this panel.

**Result:** the images are cut out of a metal plate in  
stencil form and integrated into the frontage. The  
effect during the day is quite different than at night.

[wallstories.org/work#/privatehouse\\_ijburg\\_amsterdam/](http://wallstories.org/work#/privatehouse_ijburg_amsterdam/)  
[wallstories.org/work#/wall-panel-gate/](http://wallstories.org/work#/wall-panel-gate/)



Right end above:  
panels for  
exhibition in the  
Frozen Fountain  
Amsterdam





# INNOVERSITY PARADE SEMINAR NPO/EBU

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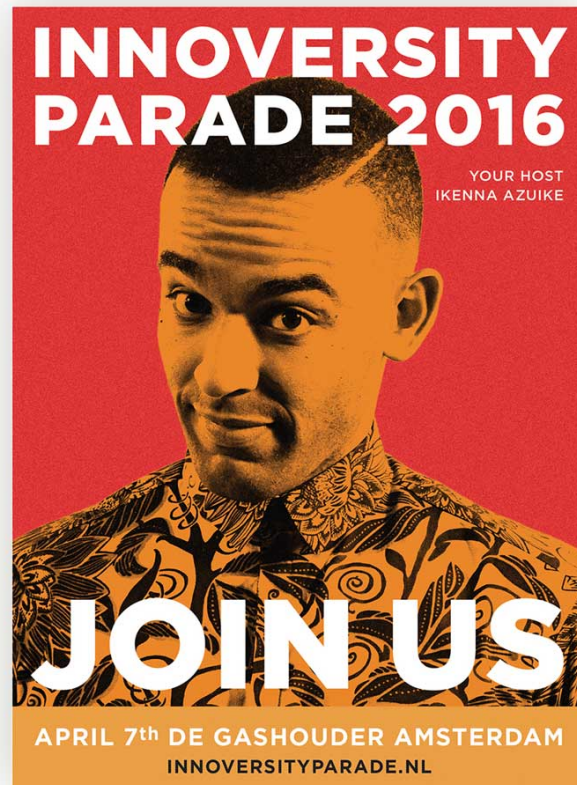
**Commission:** design and content of scenery consisting of led-screens for a seminar.

**Context:** the Innoversity Parade - about the need for more innovation and diversity within the media - takes place in an empty building at the Westergasfabriek in Amsterdam.

**Concept:** Host Ikenna Azuike, presenter of the You-Tube show, 'What's Up Africa' is pivotal at this event as interviewer, presenter and participant. He fits perfectly into the scenery, clips and graphics.

**Result:** a unique and recognisable style for the art direction and design of the event provided by our films, clips, posters and graphics.

[wallstories.org/work#/innoversity-parade/](http://wallstories.org/work#/innoversity-parade/)





# FACADE ART IN PARK RIJSWIJK

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**Commission:** a tactile artwork to function as a meeting place.

**Context:** at the end of the 17th century Rijswijk had more than 40 stately homes. The current, paved Bogaard square in Rijswijk will be transformed into a green city park. It is surrounded by roads, a shopping centre and high-rise buildings.

**Concept:** a silhouette of an arche-typal country house. A free-standing facade to represent the memory of the historic houses and provide a meeting place for park visitors.

**Result:** the transformation from square to park will commence in 2021. The design was one of three nominated for the final selection.

[wallstories.org/work#/facade/](https://wallstories.org/work#/facade/)





# OFFICES IN TRANSITION MURALS

WALLSTORIES

**Commission:** transformation of existing offices of the Interior Dutch Safety Authority.

**Context:** illustrated walls for office building.

**Concept:** greatly magnified objects and situations concerning the IDSA are depicted throughout the building.

**Result:** no boring, white walls but a visual, colourful and cheerful reminder of the products that the staff come into contact with each day.

[wallstories.org/work#/office-walls/](http://wallstories.org/work#/office-walls/)





# PERPETUAL DREAMS TABLEAU VIVANT IN MOTION

WALLSTORIES

## Work in progress

Studies for the 'Perpetual Dreams' series of video walls. A tableau vivant in motion. Continuous movement in slow motion, through slowly changing landscapes with dream-like images.

[wallstories.org/work#/perpetual-dreams/](https://wallstories.org/work#/perpetual-dreams/)





# FALLING BLOCKS INFORMATION POST WIND FARM

WALLSTORIES

## Work in progress

**Commission:** an artwork/digital information column that displays the real-time production of the wind farm.

**Context:** a large wind farm is rising just outside Bruinisse in Zeeland. There is room for a digital information column on the Grevelingedam, close to a busy, main road. Our aim that it should be easily visible for traffic driving past.

**Concept:** the dam was built, using innovative techniques, in the 1960's: a cable railway was laid in order to deposit large blocks of stone and concrete into the water. That first moment - depositing the blocks - is incorporated into our design. The sides of our blocks have been removed and we will build a construction of falling blocks with the remaining framework. One "floating" block at the top will be graphically designed to project information on the wind farm's production.

**Result:** the wind farm will be completed in 2020 and the building of the digital information column will commence at a later stage. The design is one of four nominated in the final selection.



WALL



# INTERACTIVE GRID MEMBERS OF DUTCH PARLIAMENT

WALLSTORIES

**Commission:** how do we make politics and democracy more transparent and accessible for the general public?

**Context:** the 150 representatives are - except for the party leaders - relatively unknown.

**Concept:** a multi-medial introduction to all 150 Members of Parliament. It's possible to zoom into each of the 150 portraits on the grid to gain information such as name, age, gender, seniority, committee member, etc. The grid re-arranges itself after each chosen selection. The application also includes personal quotes.

**Result:** three components form the multi-medial project - a video wall with touchscreen application at the entrance to The House of Representatives, a web application and three interactive stand alone displays in the House of Representatives buildings.

[wallstories.org/work#/dutch-parliament/](http://wallstories.org/work#/dutch-parliament/)





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**Everyone has a story  
but not everyone knows  
how to visualise it.  
We do.**