

PHILIPS

Professional Displays



Rijksmuseum

The fine art of display: Sizing up a Rijksmuseum masterpiece with Philips LED 9000 Series

“Visitors now experience presentations with razor sharp, vivid content across an impressive, seamless LED wall installed with minimal disruption. The solution is as efficient and easy to service as it is beautiful to watch.”

Roel Sprangers, Account Manager Partnerships | Rijksmuseum





Background

The Rijksmuseum is the national art museum of the Netherlands, exhibiting renowned works by revered artists such as Rembrandt, Vermeer, and Van Gogh. Spanning approximately 9,500 m², the institution presents around 7,500 pieces in its impressive collection, including the iconic De Nachtwacht – The Night Watch. Following an extensive renovation, the Rijksmuseum is one of the first museums worldwide to implement comprehensive LED lighting, furthering its mission to preserve Dutch cultural heritage while providing visitors with an engaging and contemporary experience through advanced exhibition technologies.

Challenge

Unrelenting in its commitment to advancing experiences and possibilities with advanced technologies, the Rijksmuseum team sought to upgrade its Auditorium with a display to showcase the fine detail of its artworks on a grand scale, while also serving as a versatile and impressive internal meeting and presentation facility. The Auditorium – situated underneath the museum’s main entrance – is also used for events and presentations by a diverse range of clients. Sustainability and energy efficiency were also high on the Rijksmuseum’s wish list for the new display, fitting with its aim of becoming one of the most sustainable museums in the world.

Solution

With Philips a founding member of the Rijksmuseum, the team at PPDS was delighted to bring a solution to the Rijksmuseum, partnering with Netherlands based AV integration specialists, Ruitech Solutions BV, to install a stunning P1.5 7680x1944 Philips Public LED 9000 Series display filling the wall behind the staged area with the ideal blank canvas to upscale artworks and present masterpieces.

The display was installed using a Vogel’s Connect-it modular mounting system, enabling fast assembly and precise alignment, with minimal downtime for the museum.

The result? A high pixel density, true to life colour display that fits ideally into the museum’s infrastructure bringing an immersive and storytelling experience while delivering educational impact. With energy efficiency built into the LED technology and supporting solutions, the solution was an immediate success.

“ Philips LED was the ideal choice for this installation – bringing together our heritage and our cutting edge technology, this has been a landmark installation for us at PPDS. Philips LED takes its place in the cultural heart of Amsterdam.”

Koen Vroomen, Philips LED Sales Manager | PPDS

Benefits

Fine pixel pitch: Ideal for showing down to the smallest brushstrokes of a painting, museum curators are able to present fine details for educational excellence.

Lower energy consumption: Reducing environmental impact and total cost of ownership, Philips LED displays are designed to deliver proven low energy consumption.

Easy installation and maintenance: Front access cabinets make internal electronics easy to access for servicing or maintenance. Brought together with Vogel’s ultra thin (40.5mm deep) Connect-it mounting system, installation was quick, with minimal disruption.

Fast facts

Client
Rijksmuseum

Project
Sizing up a Rijksmuseum masterpiece with Philips LED 9000 Series

Industry vertical
Public venues

Products
Philips Public LED 9000 Series 1.5pp

Location
Amsterdam, the Netherlands

Partner
Ruitech Solutions BV



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