

# LET'S BUILD A CHILDREN'S MUSEUM

ANNUAL REPORT 2017

CHILDREN'S MUSEUM CURAÇÃO



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DISCOVER THE POWER OF PLAY



The mission of Children's Museum Curaçao is to be **accessible** to ALL children and bring **families** together with meaningful learning experiences that create a spark for **discovery** and **curiosity** through the power of **play**.



# " IF YOU CAN DREAM IT, YOU CAN DO IT "

## - WALT DISNEY -

Just like the founders of the first children's museum in the world, the Children's Museum of Brooklyn in 1899, we were driven by the same philosophy: "changing the lives of children for the better". Since our first visit to a children's museum we were inspired by this ideology and started to transform the idea into a concrete plan for the Children's Museum Curaçao in 2014.

Over the years we as the Founders - Jora de Jong and Esther de Sola-Pijl - have visited more than 30 children's museums all around the world. The purpose of these visits was to gain an understanding of the concept and forming a clear idea on what works and what doesn't work.

By joining the Association of Children's Museum in 2014, we became part of a very wise and caring family of more than 350 children's museums worldwide. Our ideas and their knowledge gave us the tools to create our own master plan. Our goal was to take the best ideas from all over the world and give it our own identity, our own face, representing the culture and the people of Curaçao.

We spent almost 3 and a half years researching and designing, looking for a suitable home, construction work and finding the financial resources for the museum. Finally on December 6th, 2017 the museum opened its doors to the children and families of Curaçao. There were moments when we thought we would never reach this point, but we managed to overcome all the bumps in the road thanks to our partners, ambassadors and all the people that believed in us and in the importance of the museum.

Also we want to take this opportunity to thank all of our Founding Partners. You gave the children of Curaçao a very powerful gift: a museum where they can be themselves, a place where they can discover, experiment and let their fantasy run wild. Without your financial support there wouldn't be a children's museum today. So thank you so much for believing in this project. We couldn't have done it without you and are forever grateful.

Greetings,  
Esther de Sola-Pijl  
Chairman of Stichting Kindermuseum Curaçao  
Founder of Children's Museum Curaçao

Jora de Jong  
Founder of Children's Museum Curaçao



# THE PROCESS

## FROM IDEA TO DESIGN

Since our first visit to a children's museum we were inspired by the ideology to change the lives of children for the better. With both international and local partners we started to design our own idea for the Children's Museum of Curaçao from 2014 on forward.



### GAINING KNOWLEDGE

Over the years we have visited more than 30 children's museums all around the world. The purpose of these visits was to gain an understanding of the concept and forming a clear idea on what works and what doesn't work. Locally we connected with school teachers and professionals experienced in the education and care of children with special needs to incorporate their suggestions in the design.

### LOCATION

A unique building, centrally located and surrounded by greenery. We are very thankful for finding this place where we could build our Children's Museum. This modern, progressive and beautifully made house is a portrait of the extraordinary woman, Ena Dankmeijer, who lived here.

### CONSTRUCTION

During the construction process we made use of as much of the existing building as possible. The usable surface of the property was doubled in size from approx. 200m<sup>2</sup> to 490m<sup>2</sup> by creating a backporch, Garden Classroom and refurbishing the Kunuku House.

Only 9 months from the start of construction phase to opening a museum designed for the children of Curaçao



# THE CONSTRUCTION PHASE

## FROM HOME TO MUSEUM

The building was perfect for housing a museum. With relatively few adjustments we created 4 large indoor spaces that house 7 different Exhibit Zones. Outside the porch was enlarged by creating a deck and brick patio. The entrance of the museum was built and the open garage of the house was turned into an extra space. The large windows were removed and replaced by modern and child-proof safety glass. Part of the beautiful hofi was landscaped and fenced to make it safe and fun for the children.



Renovation of  
The Marketplace



From Garage  
to Creative Lab



From Living Room  
to Discovery Zone



Building the  
Backporch



Entrance  
Building



# A MUSEUM WITHOUT WALLS

## ACTIVITIES BEFORE THE OPENING OF THE MUSEUM

### SHARING OUR KNOWLEDGE

The mission to create meaningful learning experiences through the power of play reaches further than the walls of the museum. The Children's Museum strives to be a educational resource for families and educators.

We shared our knowledge during a 2 hour workshop "The Power of Unstructured Play". Educators got to experience the power of unstructured play for themselves and the importance to use this while working with children. A very hands-on training with a lot of practical tips for introducing unstructured play in their work field.

- Annual Conference of Federatie Antilliaanse Jeugdzorg (September 6-8, 2017). Attendees were professionals from Kinderbescherming, SGR-Groep, schools and Ministerie van Sociale Ontwikkeling, Arbeid en Welzijn.

- We organized a workshop (November 1st and 2nd). Attendees were professionals from schools, after day care, and child psychologists.

### FAIRS FOR PROMOTION

In the two years before the opening we wanted to connect with our future public. As part of our Museum Without Walls Program we visited several fairs that enabled us to connect with the community already.

"I really love this approach and will use it in my work with children."  
School Teacher



### COLLABORATIONS

As a new player in the museum landscape of Curaçao we were able to bring together 18 museums and organize Dia di Museo 2017. For the Children's Museum it was important to make the museums fun and accessible for children too. We developed children's activities at:

- the Isla Exhibition at NAAM
- Martime Museum
- Mongui Maduro Library and Museum

As a spin-off from this great collaboration we are proud to announce that in 2018 we officially established the Asoslashon di Museo i Herensha Kultural di Korsou.

3 days  
18 museums  
2.500 visitors



# ART PROJECTS WITH LOCAL ARTISTS & CHILDREN

## ART PROJECTS WITH LOCAL ARTIST & CHILDREN

Based on the philosophy of Reggio Emilia, the museum started an elaborate art project where children were stimulated to discover, experiment and create. One of the goals was to bring back art in the lives of children. Therefore, local artists were asked to propose an art project where the children had influence on the artwork itself in order to stimulate the fantasy and creativity of the children and inspire the artist as well.



### COLLABORATION WITH INSTITUTO BUENA BISTA

At the entrance of the museum Instituto Buena Bista (IBB) made an artwork that directly catches your attention on arrival. Students of IBB designed the artwork and during workshops children will paint the two figures.

### CREATIVE FENCE

Children's drawings inspired Avantia Damberg and Arno Blok to build a creative fence at the entrance of the museum. Do you see the shape of Curaçao? Elements from the children's drawings have been added to make this fence fun and interactive.



### SPECIAL BIRD PROJECT

We organized a workshop with children from Fundashon Amiguanan Di Cristo at Fuik. Based on drawings from these children, artist Mirjam Griffioen made three birds that are a little bit out of the ordinary. "It's ok to be different" is the message that comes from this project!

### PORTRAIT ART

Avantia Damberg and Arno Blok have been working with children from after day care Mastermind and Stichting Felis. During two workshops children made self-portraits in two different styles. Go visit the monumental bath house to see these beautiful portraits.



### SOUND GARDEN

Music and sound is always and everywhere around us! Omar Sling designed a music installation with recycled materials. Take a moment to play with possibilities and express yourself musically in this outdoor Sound Garden.

# A MUSEUM FOR ALL CHILDREN

90% of the Exhibit Zones are suitable for physically and intellectually challenged children



Use of light colors on the walls



Working with specialized volunteers



Bus di Bario: bringing families to the museum



# A MUSEUM FOR ALL CHILDREN

## FINANCIAL AND PHYSICAL ACCESSIBILITY

One of the core values of the museum is accessibility. Our goal is to make the museum accessible for ALL children of Curaçao. For us this means we wanted to be able to welcome children from lower income families that don't have the financial means to visit the museum, but also children that are physically and intellectually challenged.



### TASKFORCE WITH PROFESSIONALS

To get an idea on the needs of physically and intellectually challenged children, we invited input from professionals in these fields when creating the design and programs of the future museum. The most important advice was that each Exhibit Zone has to have at least one element that is suitable for these children.

### FINANCIAL ACCESSIBILITY

With a low entrance fee of Nafl. 9.00 per person, we keep the museum accessible for a large group of people. Despite this low entrance fee there are still families who can't afford a visit to the museum. Therefore, we developed the Museum for All Program to arrange free visits for them.

### PHYSICAL ACCESSIBILITY

Physical accessibility basically means that we made the museum wheelchair accessible, including bathroom facilities. All the floors are on the same level and between the porch and garden we constructed a ramp.



# ALONE WE CAN DO SO LITTLE, TOGETHER SO MUCH

## A MUSEUM FROM AND FOR THE COMMUNITY



### MEETING THE GOVERNOR

In March the museum team visited Governor Lucille George-Wout. The Governor is the patroness of the museum. It is an important symbolic function that highlights to the importance of the Children's Museum.



### SIGNING THE CONTRACT

The museum is located on the terrain of Stichting S.A.L (Mongui) Maduro. After an intensive process we could finally sign the contract and toast with a glass of champagne. It was a special moment for both parties.



### CURA DOET: BRICK BY BRICK

During Cura Doet, we kicked off the construction phase with help of a team of the most enthusiastic people we could have imagined. Employees of DHL and PWC moved plants, took apart cabinets, removed carpet and cleaned the garden of the future museum.



### MEETING WITH LOCAL ARTISTS

During a meeting with almost 20 local artists we guided them through the museum, explained the concept and asked them to propose an art project focused on children. This resulted in five artworks that can be found at the museum now.



### HAPPY HOUR FOR PARTNERS

In August we invited all our partners, sponsors and ambassadors to take a look at the museum location for the first time. The museum was still in the middle of renovation, but everyone was already very enthusiastic.



### KOSECHA KULTURAL

Just before the opening of the museum we attended one last fair to promote the museum. Kosecha Kultural was organized by the Prins Bernhard Cultuur Fonds and showed the richness of Curaçaos culture: dance, performance, poetry, art and more.

# OFFICIAL OPENING OF THE MUSEUM

## THE FIRST MUSEUM FOR CHILDREN ON CURAÇAO

Finally the day arrived: the official opening of Children's Museum Curaçao. On Monday December 4th we celebrated the opening with our patroness Governor Lucille George-Wout, our partners, friends, family and the press. Of course the museum had to be opened by children so they had a special role during the official opening ceremony. After the tour through the museum, the Backporch was the perfect place to chat and enjoy some drinks and snacks.



Official opening  
by kids



Happy Founders  
of the Museum



First visitors on  
December 6th



Circo Magik



# THE PEOPLE BEHIND THE MUSEUM

## MANY HANDS MAKE LIGHT WORK

### THE FOUNDERS

After visiting a Children's Museums in the US, Jora de Jong was determined to open a Children's Museum in Curaçao. She saw the perfect partner in Esther de Sola-Pijl. Esther didn't have children at that time so she didn't understand why Curaçao needed this kind of museum. A few years later, when Esther had children of her own and visited the Children's Museum of Miami, she finally realized the importance of Jora's idea.

From that moment on their motto was "Let's build a Children's Museum". They visited almost 30 children's museums all around the world to get an idea about the concept, the do's and don'ts and what type of museum they wanted to build for Curaçao. In 2014 they established Stichting Kindermuseum Curaçao and only three and a half years later the first Children's Museum on Curaçao opened its doors!



### THE BOARD

Children's Museum Curaçao is a non-profit organization managed by a board. The primary role of the board is establishing vision, policy and resources. The board also monitors that goals are met. The museum has full-time professional staff that is responsible for the day to day activities.

Chairman: Esther de Sola-Pijl

Treasurer: Neysa Isenia

Secretary: Loes van der Woude

Member: Jora de Jong

Member: Farley Virginia



# THE PEOPLE BEHIND THE MUSEUM

## MANY HANDS MAKE LIGHT WORK

### AMBASSADORS

Ambassadors share their wealth of experience and expertise with museum staff and board as needed. They do not work at the museum on a daily basis but are 'on call' with advice, direction and shared passion for the mission of the museum. Their enthusiasm and guidance has been and continues to be greatly appreciated and valued.

Ron Gomes Casseres - Maarten de Jong - Carine Jaënsh - Denise Smeitink - Gofrie van Lieshout - Inge Boutier - Marijke van Rijn - Herman George - Gyselle Petronia

### THE TEAM

Director: Esther de Sola-Pijl

Administration & Facilities: Inette Pijl

Marketing & Events: Nikki Dijkshoorn

Programs & Education: Angéllique de Haas-Rodriguez

Receptionist: Saida Martina



# FOUNDING PARTNERS

A MUSEUM FROM AND FOR THE COMMUNITY

## AMAZEMENT SPONSORS



RAILway Fund



FONDS 21



## FASCINATION SPONSORS



M. de Sola & Family

## WONDER SPONSORS



Rene & Melanie Moreno



# FOUNDING PARTNERS

## A MUSEUM FROM AND FOR THE COMMUNITY

### JOY SPONSORS

Vertegenwoordiging van Nederland in Aruba,  
Curaçao en Sint Maarten

Guardian Group Dutch Caribbean

Ron & Jane Gomes Casseres

Johnny & Vicki Correa

Mr. & Mrs. Blajic

Austrian Island Interior

Ter nagedachtenis aan Bruce van Hesteren

Gomez Enterprises

Laurens & Arianna Lückmann

InFocus

Studio Acht

Bart Rosheuvel

Gomperts Cooling

Garnet NV

Brakel Caribbean

LB Constructie

United Freight & Logistics B.V.

Help'r

Rich Interiors

Staal Antillen

Ackerman

Re-Light

All Signs

FROG Media Design B.V.

Rabobank

PRGV 100% Creatie

United Paints & Industrial Supplies N.V.

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Data Network Solutions

Joëll Security

Supervision Bouw Advies Buro

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LOOF

Dijtham

La Curaçao

Sanicare

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PwC Dutch Caribbean

DHL Curaçao

Sidney Joubert

Jairo Lobo

Curaçao Beverage Bottling Company

