



# Riga Motor Museum

Taking on new challenges.

# About Riga Motor Museum.

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# Why to reconstruct?

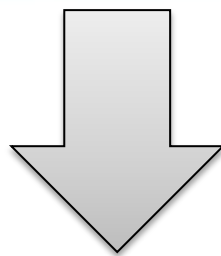
## Main reasons:

- The building's **unsatisfying technical condition.**
- **accessibility** for all visitors
- Fulfill the dream of a new modern interactive exposition.



# Can dreams come true?

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# Can dreams come true?





# 2013 - farewell to the Museum.

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# The Reconstruction.

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- Exhibits have been moved out.
- The building is «stripped naked» till the frames.





# The Reconstruction.

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# The Reconstruction.

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- An additional building for the elevator and staircase to ensure accessibility for all visitors to the whole exposition.



# The building is ready.

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# Museum's Design Project.

Contents, multimedia and interactive solutions.

# Museum's exposition. The story.

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- General objective of the Riga Motor Museum's design project: to create an **accessible and interactive 21st century Museum dedicated to stories:**
- of the pioneers, the innovators and developers, of the engineers, designers and coachbuilders; of the car makers, the cars they made and people who drove them, the champions and every day drivers, car enthusiasts, collectors and fanatics.



# Museum's exposition. The story.



- The individual stories are interconnected and lead the visitor through an exposition demonstrating automobile manufacturing history in Latvia and the World.
- Continuous story beginning from the origins of the automobile till nowadays.
- The exposition targets different audiences by means of different interpretations of the exposition: technological, geopolitical, social history context.



# Museum's exposition. Interactive and multimedia solutions.



- **Organically integrated** in the museum's expositions design and complements the overall narrative.
- Allows the visitor to **explore important topics** in depth, **engage creatively** and **gain visual enjoyment**.
- **Examples:** audio guide, augmented reality experience, video mapping show, workstations, visual projections, multimedia solutions, audio experience, hands-on exhibits and games.





# Multimedia solutions.



- 25 multimedia solutions that will complement the exposition and give to the visitor specific information, sensation or surprise.
- **Example:** multimedia wall “The long way till the car”
- 16 different episodes showcase the evolution of the automobile via moving images that create the story of the development, the movement towards the automobile.



# Multimedia story of Auto Union V16.



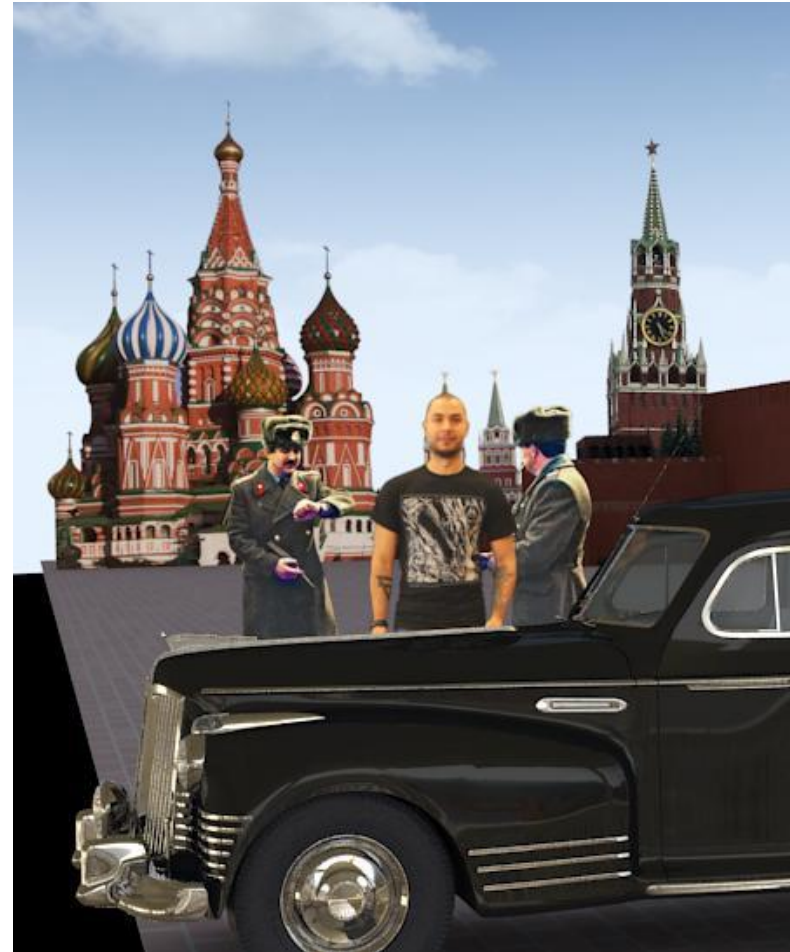
- Auto Union V16 symbolizes the “silver arrow” era in world automobile history, as well as reveals a relevant milestone for Riga Motor Museum’s history.
- Sound effects of the legendary Auto Union V16 engine.
- Impressive video material collage with a driving Auto Union V16





# Multimedia – the Red Square.

- The visitor has the possibility make a photography beside a Kremlin garage car in the Red Square.
- The aim is to take the visitor back in time – Soviet Union in the 1960's and 1970's as well as engage the visitor in a fun activity.
- The visitor acquires the photography by sending it via e-mail.



# Video mapping show – RAF minibus.

- Visitors expression of creativity – test your skillfulness in car design.
- The visitor can choose to watch a 40 second long video mapping show or create his own video mapping.
- The visitor draws on a touch screen surface, when the drawing is finished the visitor can look at the result in a 40 second video mapping show.





# Augmented reality – Oldsmobile chassis.



- 6 Apple iPad's located above the Oldsmobile chassis with the augmented reality application.
- Interactive way to let the visitor see certain components of a car like the engine, gear box and the chassis itself in action.
- Augmented reality technology allows to reflect 3D objects above an existing object in actual time.



# Workstations.

- 19 workstations – key role for transmitting information to the visitor.
- The main stories of the exposition as well as video, audio, textual and photo material about exhibits is integrated in touch screen surfaces – horizontally and vertically placed workstations.





# Full service museum.

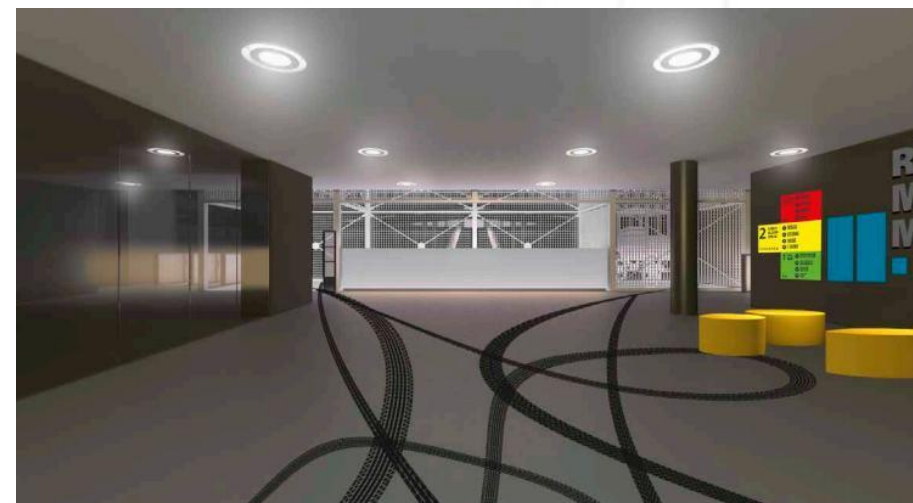
Caring for different museum audiences.

Accessibilitiy, services, family friendly, schools.

# Full service museum. Info center.



- Welcoming and up-to-date information center.
- Museum cafe and souvenir shop are integral parts of the museum visit.
- All these visitor service elements correspond to the overall design and are naturally incorporated in the visitors route through the museum.

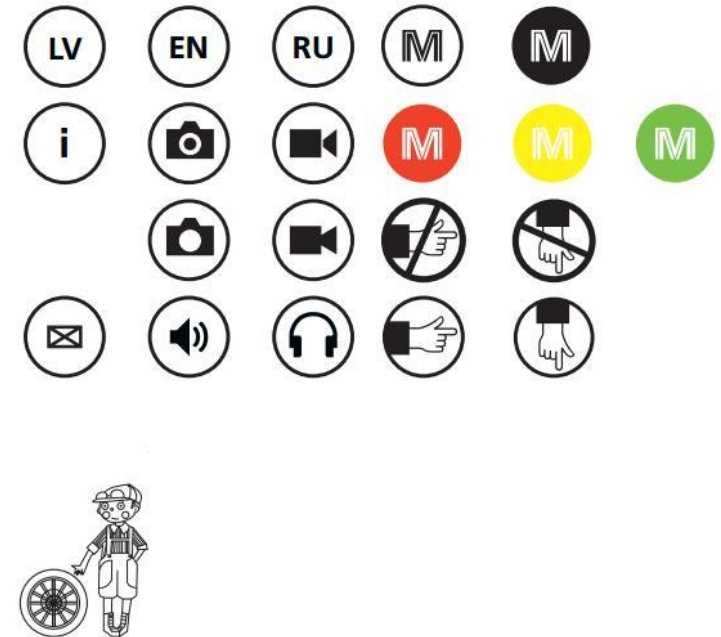




# Full service museum. Accessibility.



- The museum is committed to make its collection, building and services **accessible to all audiences.**
- Exposition **without barriers.**
- Accessible to **wheelchair users.**
- **Different means of interpretation** for visitors with disabilities - information transmitted through video, audio and written information sources.
- Improved **visitor navigation** via markings on the floor that lead the visitor through the whole exposition.



# Full service museum. Kids and family.



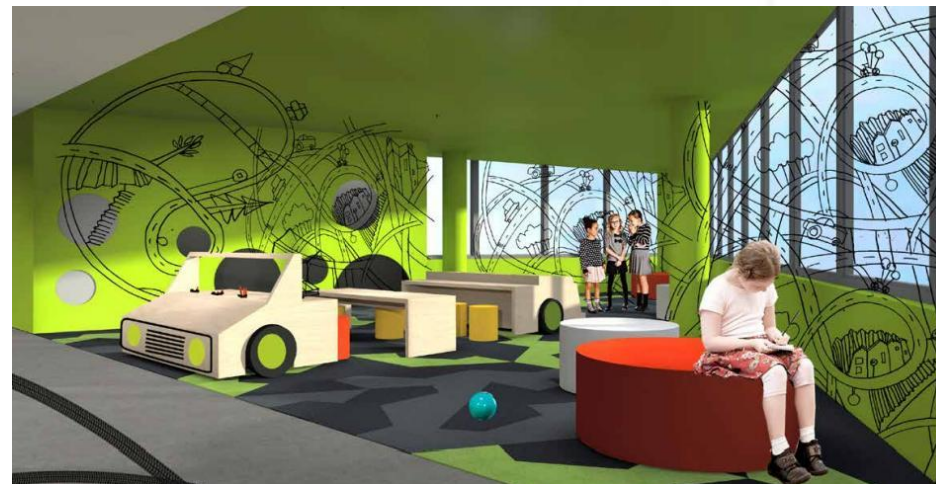
## Educators space – classroom.

- Creative and suitable environment for teaching automotive history, science and road traffic safety to school groups.



## Kids fun zone.

- Playful and inspiring learning and leisure environment, intended for kids under 7 years.





**Thank you for your  
attention and hope  
to see you at the  
opening of the Riga  
Motor Museum!**

