

A | D | A | M  
**Art & Design Atomium Museum**

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**BRUSSELS - OPENING 11 DECEMBER 2015**

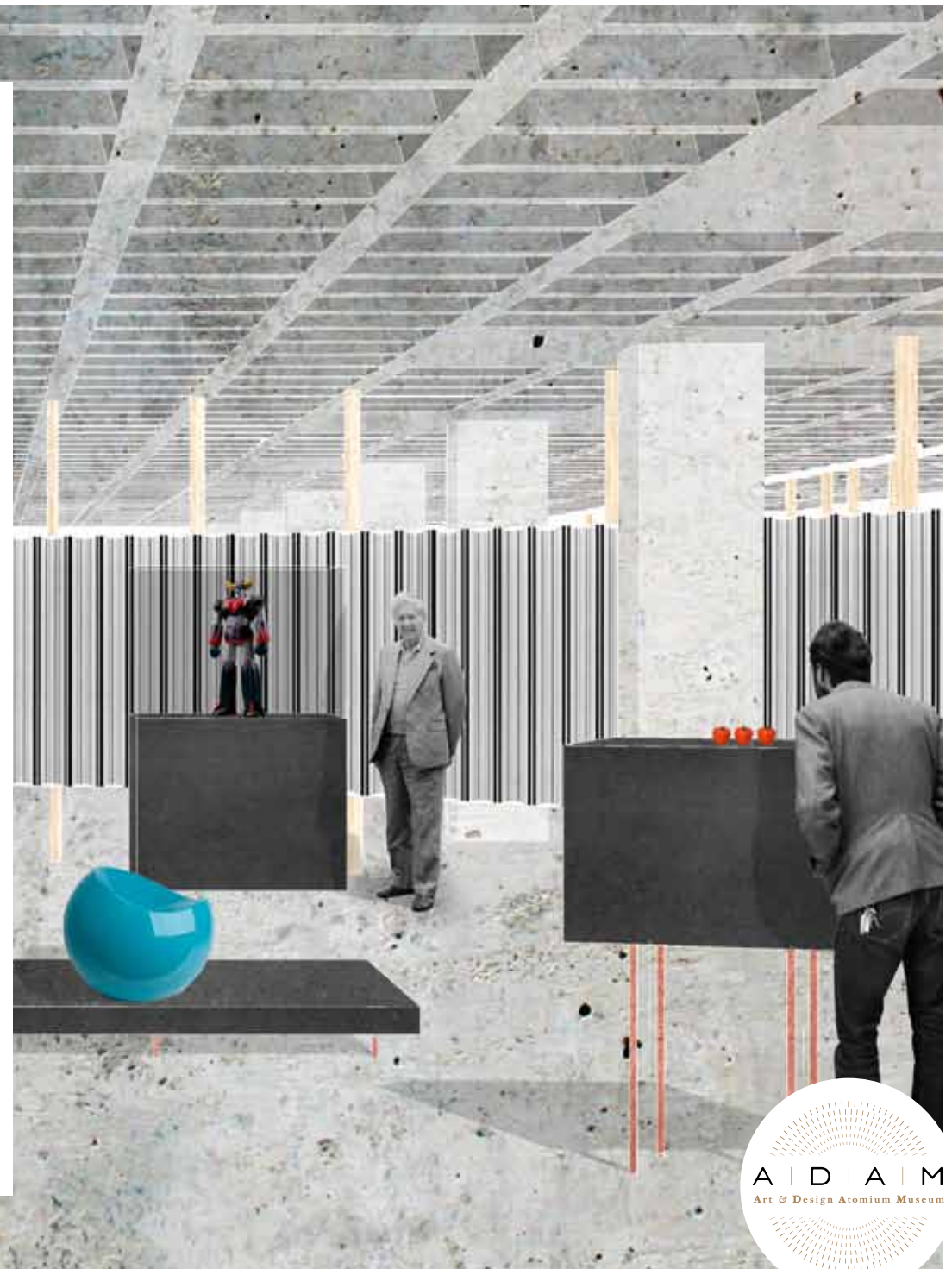
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## **ADAM**

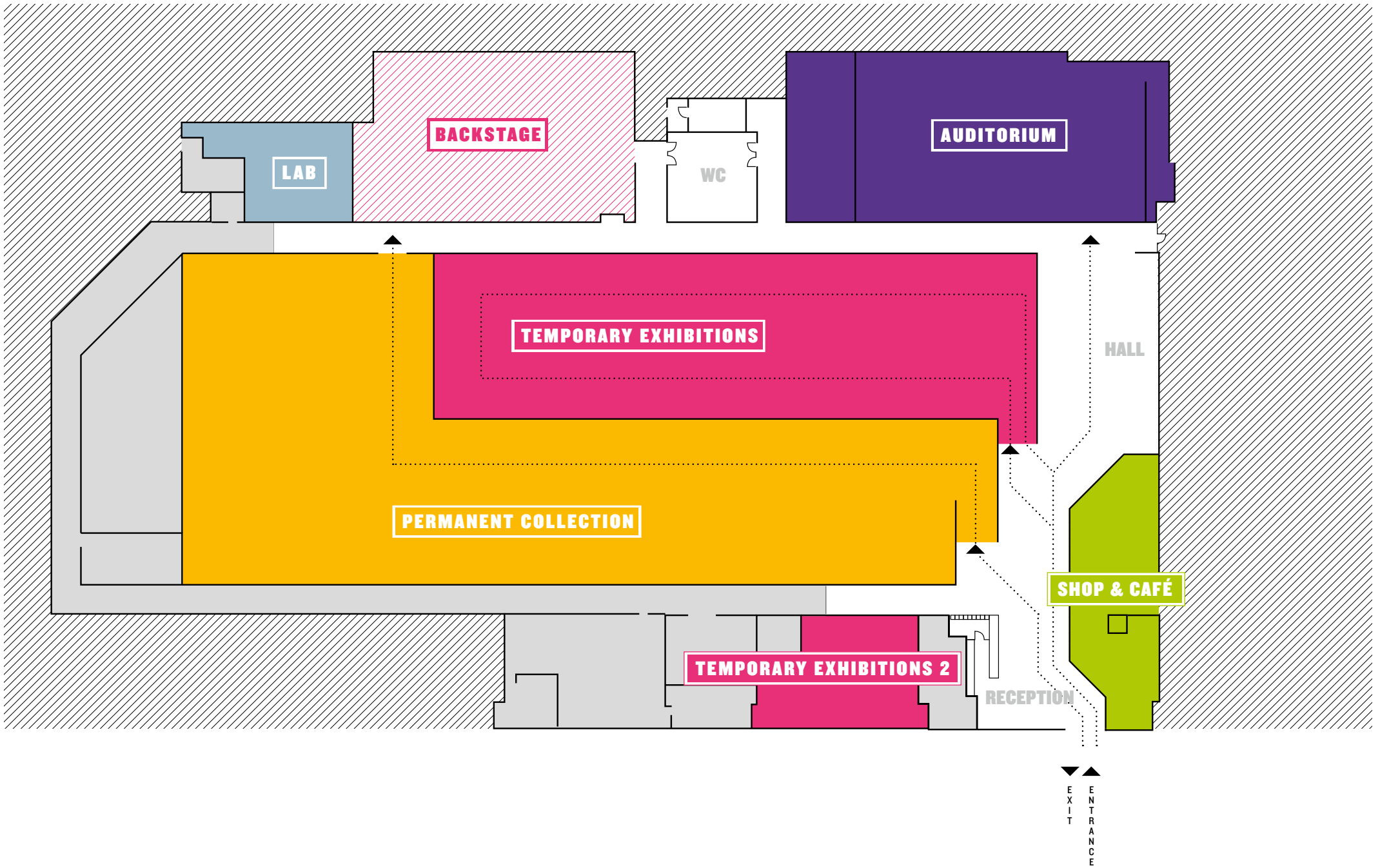
- ▶ a museum and an art centre [5.000 m<sup>2</sup>]
- ▶ devoted to 20th and 21st century art and design
- ▶ just a short walk from the Atomium [Trade Mart / the Heysel Plateau]

## **THE ADAM OFFERS ITS VISITORS :**

- ▶ a permanent collection [the Plasticarium]
- ▶ temporary exhibitions
- ▶ activities [Lab] :
  - × guided tours
  - × educational workshops
  - × various series of lectures
- ▶ an area available for private events [the Auditorium]
- ▶ a refreshment area [shop and café]



**PLAN**



## THE PLASTICARIUM

LOCATION

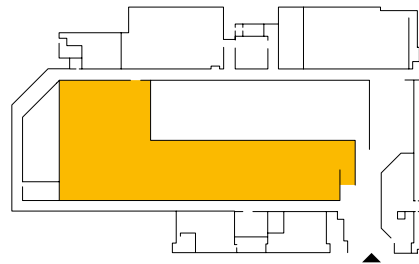
### PERMANENT COLLECTION

- ▶ exhibition surface area : 1,500m<sup>2</sup>
- ▶ over 2,000 plastic items [1960-2000]
- ▶ ranging from everyday objects to works of art, via designer pieces
- ▶ a strikingly minimalist museum environment draws attention to the items and information on display, enabling everyone - from the general public to the knowledgeable enthusiast - to find something of interest to them.

This permanent collection, known as « *The Plasticarium* », is the only one of its kind in the world and offers a rich contribution to the cultural dynamism of Europe's capital city. The collection was created by Philippe Decelle, an ardent enthusiast ; over the years, he has accumulated several thousand items dating from the golden age of plastic in the early 1960s to the post-modern era, via pop art.

As the area devoted to this collection cannot contain all the items, the display will be rotated on an annual basis, so that visitors will be offered a different experience with each new visit to the exhibition.

FOR FURTHER INFO [WWW.ADAMUSEUM.BE/PLASTICARIUM](http://WWW.ADAMUSEUM.BE/PLASTICARIUM)





## TEMPORARY EXHIBITIONS

LOCATION

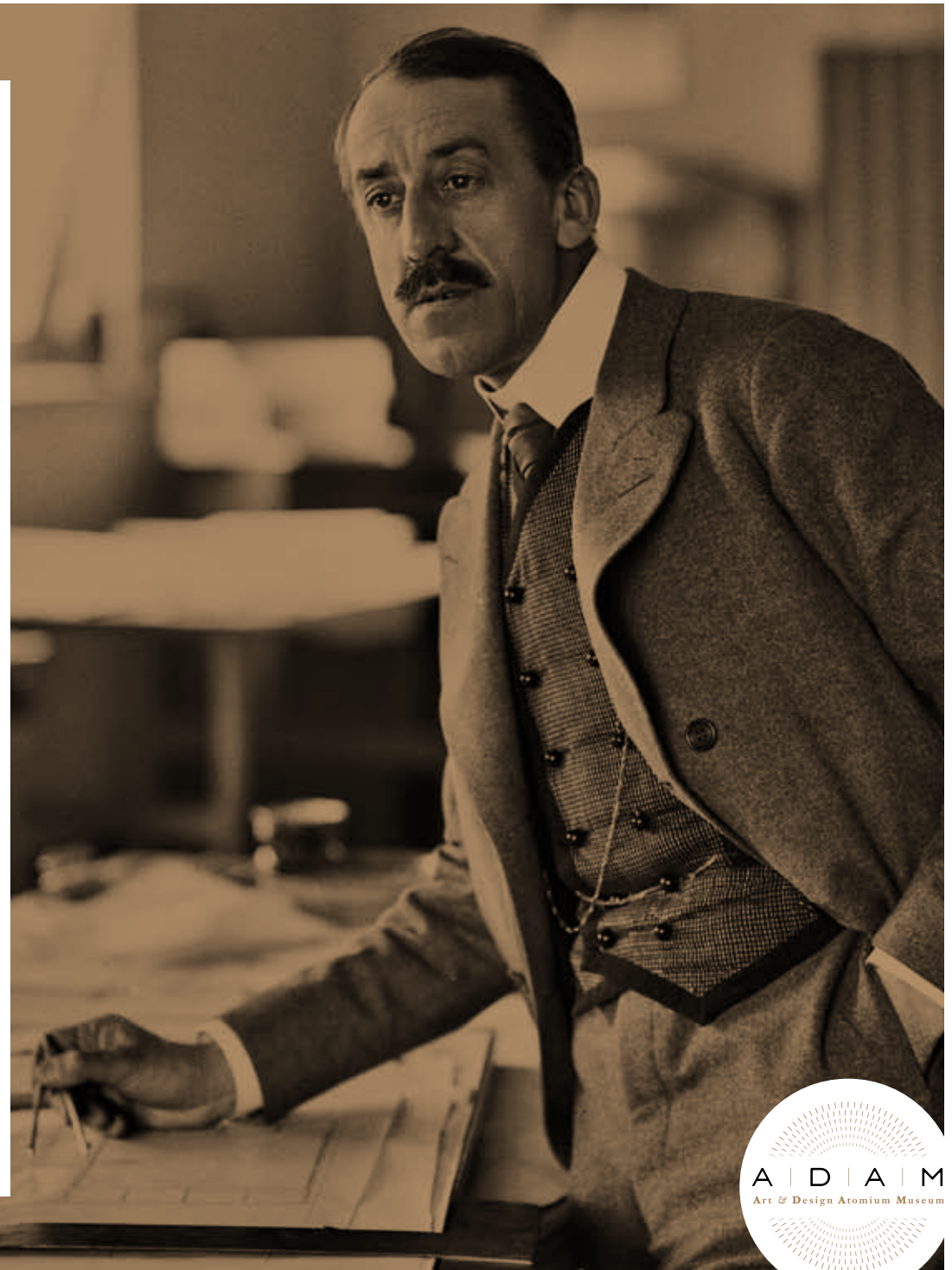
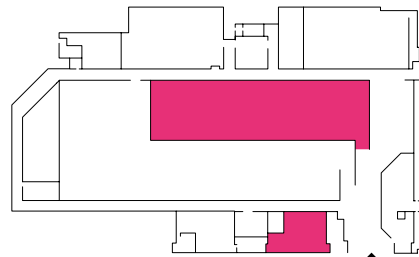
### TEMPORARY EXHIBITIONS 1&2

- ▶ exhibition surface area : 1.000 m<sup>2</sup>
- ▶ themes : retrospective exhibitions on 20th and 21st century art & design
- ▶ in partnership with Art Brussels, Europalia, Brussels Design September, Bozar, the Centre d'Innovation et de Design au Grand-Hornu [CID], Ghent Design Museum and Vitra Design Museum.

Currently, 4 exhibitions have already been scheduled for 2016 :

- ▶ **PANORAMA. A HISTORY OF BELGIAN ART NOUVEAU DESIGN IN THE 1970S.**  
10.03.2016 > 04.09.2016 [with the reserve]
- ▶ **ARTVIEW#4. A VIEW ON CONTEMPORARY ART : A PRIVATE COLLECTION**  
21.04.2016 > 19.06.2016
- ▶ Exhibition of photographs as part of **BOZAR'S SUMMER OF PHOTOGRAPHY .**  
30.06.2016 > 28.08.2016
- ▶ **INTERSECTIONS #4. BELGIAN DESIGN**  
This edition of the biennale is being organised in partnership with the Centre d'Innovation et de Design au Grand Hornu [CID].  
16.09.2016 > begin 2017

FOR FURTHER INFO [WWW.ADAMUSEUM.BE/EXPO](http://WWW.ADAMUSEUM.BE/EXPO)





## ACTIVITIES / GUIDED TOURS

LOCATION

PERMANENT EXHIBITIONS

TEMPORARY EXHIBITIONS 1&2

- ▶ for adults, organisations and companies
- ▶ available all year round, on request
- ▶ conducted by specialist multilingual guides, [historians and art historians]
- ▶ in partnership with Arkadia, a tour guide service specialising in the plastic and contemporary arts in Brussels

LANGUAGES AVAILABLE EN • NL • FR • DE • ES • IT

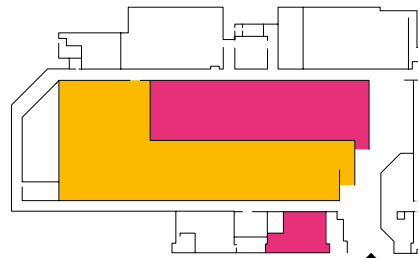
BOOKING [info@arkadia.be](mailto:info@arkadia.be) & +32 [0]2 563 61 53

FOR FURTHER INFO [WWW.ARKADIA.BE](http://WWW.ARKADIA.BE)



# arkadia

[WWW.ARKADIA.BE](http://WWW.ARKADIA.BE)





## ACTIVITIES / EDUCATIONAL WORKSHOPS

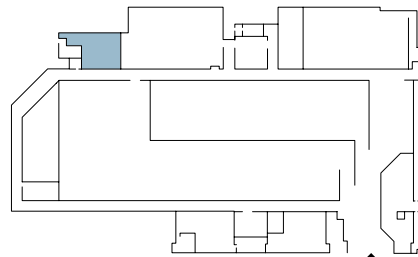
LOCATION

LAB

- ▶ introductory and awareness-raising design workshops [upon reservation, depending on the schedule]
- ▶ for children • young people • adults / school parties and private groups [depending on the workshop]
- ▶ Many different types of workshops are available [upon reservation, depending on the schedule]
  - × workshops for schools and organisations
  - × courses during school holidays
  - × weekend workshops [children]
- ▶ the themes are linked to the exhibitions [permanent or temporary]
- ▶ the workshops are run by a team of art historians and artists
- ▶ in partnership with the Atomium Expo department and the Fondation pour l'Architecture

SCHEDULES [WWW.FONDATIONPOURLARCHITECTURE.BE](http://WWW.FONDATIONPOURLARCHITECTURE.BE)

BOOKINGS + 32 (0)2 642 24 80 & [info@fondationpouurlarchitecture.be](mailto:info@fondationpouurlarchitecture.be)



## ACTIVITIES / LECTURE SERIES

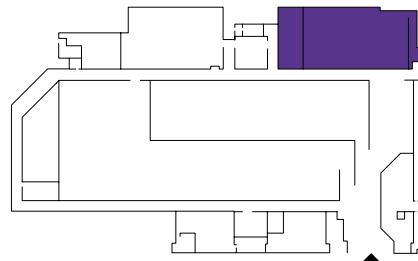
LOCATION

**AUDITORIUM**

- ▶ lectures on 20th and 21st century art and design
- ▶ film and documentary screenings
- ▶ workshops

SCHEDULES [WWW.ADAMUSEUM.BE/EDUC](http://WWW.ADAMUSEUM.BE/EDUC)

BOOKINGS +32 (0)2 475 47 64 & [info@adamuseum.be](mailto:info@adamuseum.be)



## VENUE HIRING AND EVENTS [MICE]

### AREAS AVAILABLE FOR PRIVATE EVENTS

LOCATION

AUDITORIUM

TEMPORARY EXHIBITIONS 2

HALL

2 set options

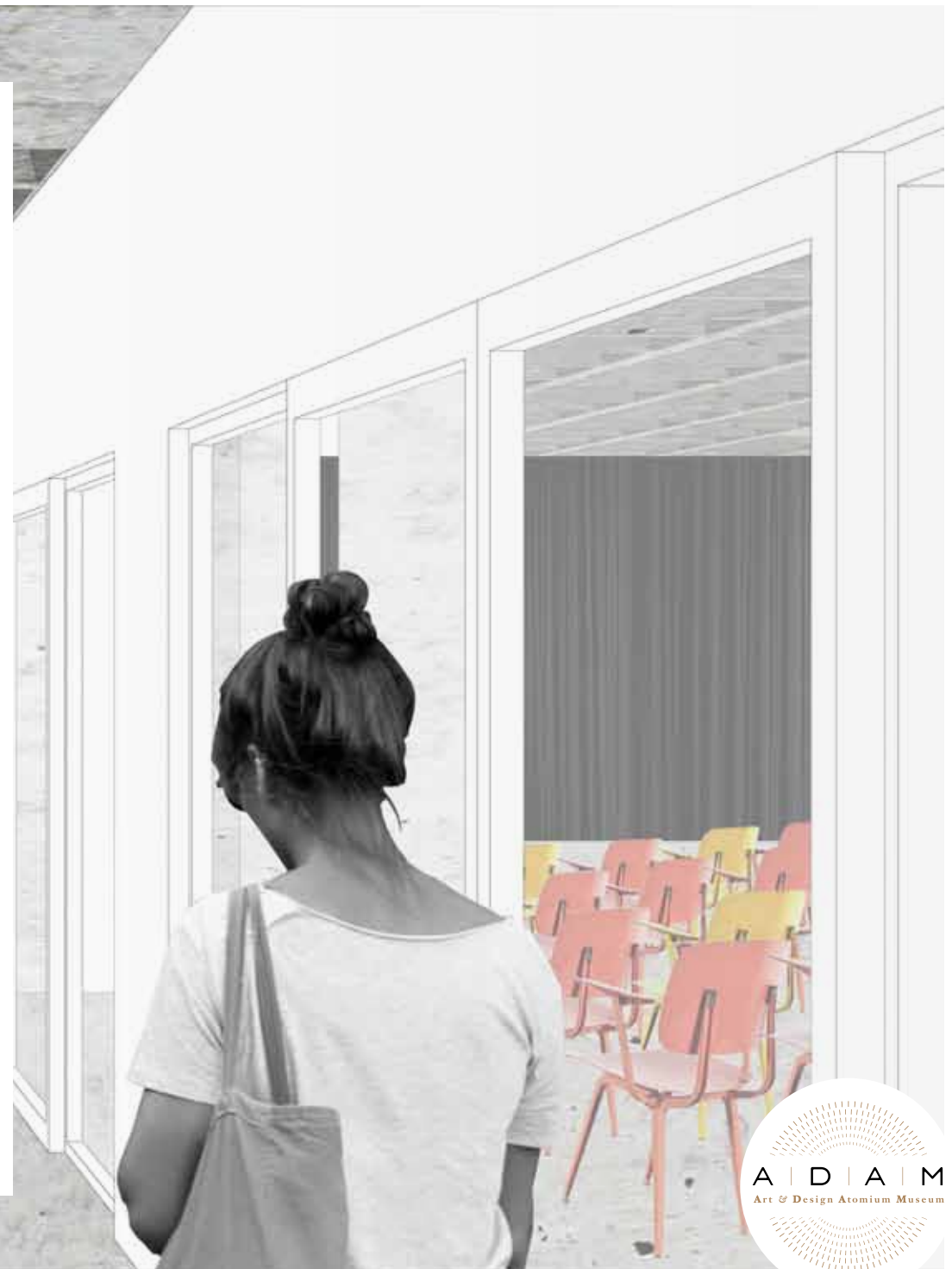
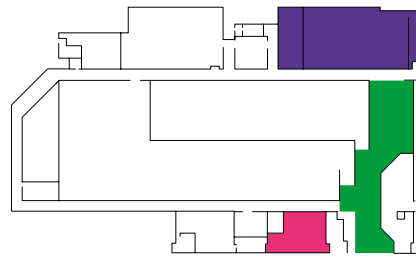
- ▶ The Auditorium [multi-purpose area]
  - × space available : 400 m<sup>2</sup>
  - × timetable : day [10h - 18h] & evenings [19h - 01h]
  - × seated dining : 220 people
  - × standing buffet : 350 people
  - × theatre : seats 300 people
- ▶ The Auditorium [multi-purpose area] + main entrance hall
  - × space available : 650 m<sup>2</sup>
  - × timetable : evening [19h - 01h]
  - × seated dining : 320 people
  - × standing buffet : 500 people

Flexible options :

- ▶ space available : from 130m<sup>2</sup> to 800m<sup>2</sup>
- ▶ on request and subject to availability

INFORMATION [WWW.ADAMUSEUM.BE/MICE](http://WWW.ADAMUSEUM.BE/MICE)

BOOKINGS Sandra Libens  
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## SHOP AND REFRESHMENT AREA

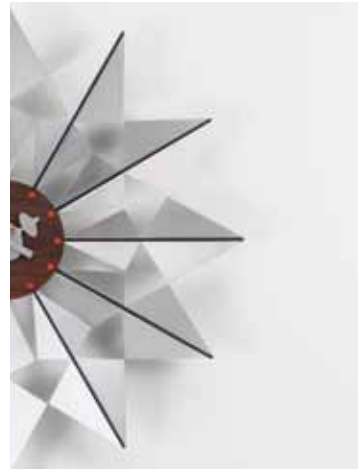
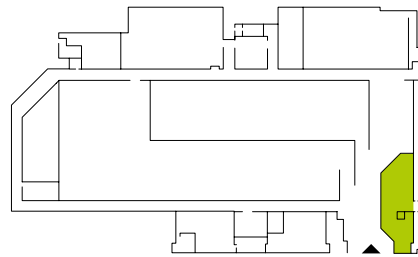
LOCATION

### SHOP & CAFÉ

- ▶ concept store
- ▶ merchandising ADAM, Vitra & Artek
- ▶ freshly prepared food :
  - × sandwiches
  - × salads
  - × desserts

INFORMATION [WWW.ADAMUSEUM.BE/SHOPNCAFE](http://WWW.ADAMUSEUM.BE/SHOPNCAFE)

CONTACT +32 (0)2 475 47 64 & [info@adamuseum.be](mailto:info@adamuseum.be)



## PRICES

### SINGLE TICKET · ADAM

- ADAM [permanent exhibition  
+ temporary exhibition]

	INDIVIDUAL	GROUP [≥20 persons]*
CHILD [0-5 years]	€0	€0
CHILD [6-11 years]	€8	€6
YOUNG PERSON [12-17 years]	€8	€6
STUDENT [with student card]	€8	€6
TEACHER	€8	€6
ADULT [18-59 years]	€10	€8
SENIOR [≥60 years]	€8	€6

- ADAM [temporary exhibition only]

	INDIVIDUAL	GROUP [≥20 persons]*
CHILD [0-5 years]	€0	€0
CHILD [6-11 years]	€6	€5
YOUNG PERSON [12-17 years]	€6	€5
STUDENT [with student card]	€6	€5
TEACHER	€6	€5
ADULT [18-59 years]	€6	€5
SENIOR [≥60 years]	€6	€5

### COMBINED TICKET · ADAM + ATOMIUM

- ADAM [permanent exhibition  
+ temporary exhibition] + ATOMIUM

	INDIVIDUAL	GROUP [≥20 persons]*
CHILD [0-5 years]	€0	€0
CHILD [6-11 years]	€12	€8
YOUNG PERSON [12-17 years]	€14	€10
STUDENT [with student card]	€14	€10
TEACHER	€15	€11
ADULT [18-59 years]	€17	€15
SENIOR [≥60 jaar]	€14	€10

[www.adamuseum.be/tickets](http://www.adamuseum.be/tickets)

Tickets may also be bought online : [www.adamuseum.be/tickets](http://www.adamuseum.be/tickets)

\* To enable us to offer you the best possible experience, groups [≥20 people] are asked to book their visit at least 2 weeks in advance [[charlotte.sagaert@adamuseum.be](mailto:charlotte.sagaert@adamuseum.be) / [www.adamuseum.be/group](http://www.adamuseum.be/group)]



## **PRACTICAL INFORMATION**

### ▶ **ADAM [Art & Design Atomium Museum]**

Place de Belgique - B - 1020 BRUSSELS

- ▶ +32 [0]2 475 47 64  
[Monday to Friday , from 10h to 17h]
- ▶ info@adamuseum.be
- ▶ www.adamuseum.be
- ▶ #adamuseum

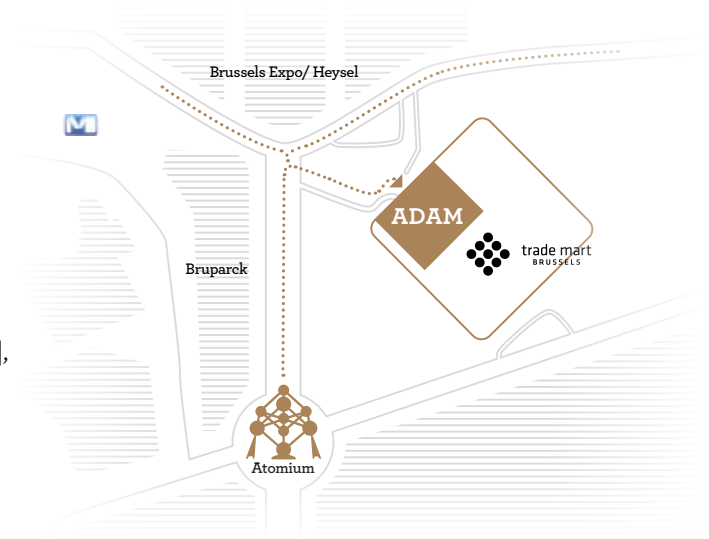
### ▶ **OPENING TIMES**

Every day, except Tuesdays, from 10h to 18h  
[ticket office closes at 17h30]

### ▶ **ACCESS**

**[100M FROM THE ATOMIUM AND HALL 5,  
THE HEYSEL EXHIBITION PARK]**

- ▶ Underground : line 6 - Heizel / Heysel station
- ▶ Tourist buses : red bus stops [City Sightseeing Brussels], located 100m away [at the foot of the Atomium]
- ▶ Villo [bike rental] : station 281, located 30m away [on the Boulevard du Centenaire]



## **CONTACTS**

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**FROM A PRIVATE COLLECTION TO AN ART AND DESIGN MUSEUM IN BRUSSELS**



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