

# The exhibit as a storytelling tool

Erik van Vliet, 2019

# CONTEXTUALIZING THE ANIMAL



2009/01/11 01:13

---

✖ Suggesting that the  
grandeur and mystery of  
wild animals is  
insufficient to attract  
public attention?

# REWILDLING INSTEAD OF FRAGMENTATION



**TODAY'S IMPORTANT STORY IS ABOUT A MORE  
COMPLEX AND ABSTRACT MATTER.**



# CALLING FOR THE BIG GUNS

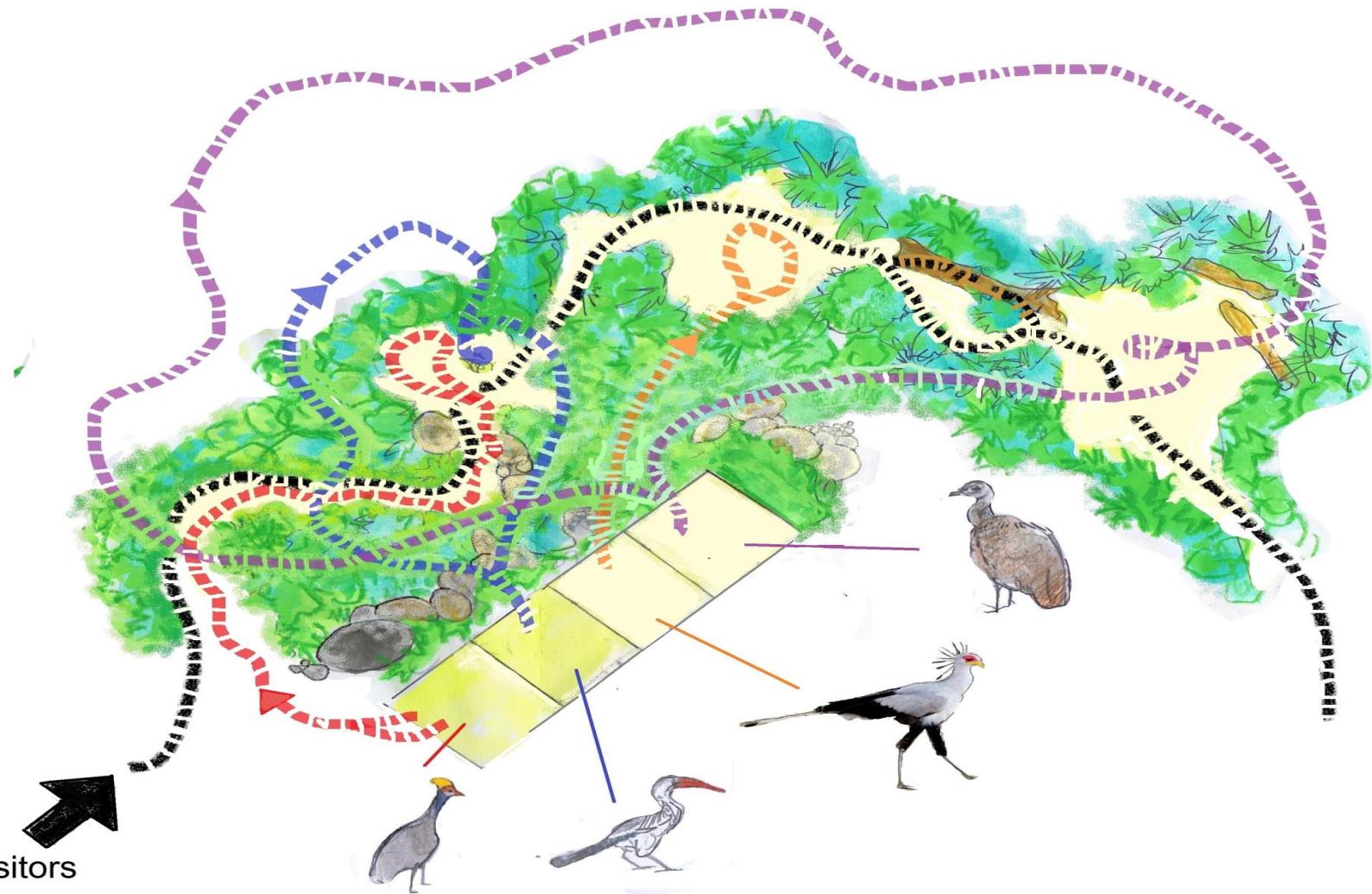
CALLING FOR THE BIG GUNS





# CIRCUS MEETS NATURE

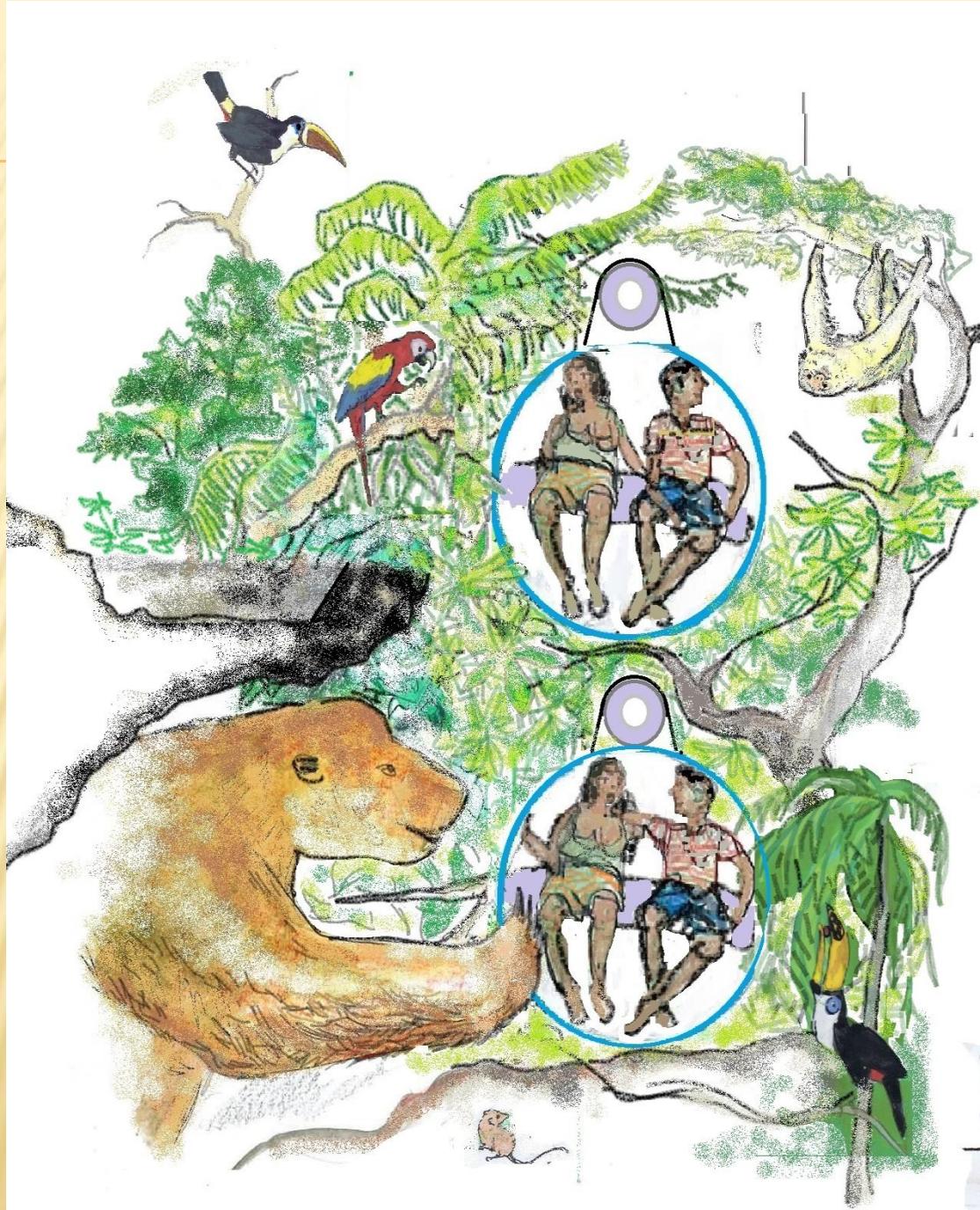
CIRCOUS MEETSI NATURE



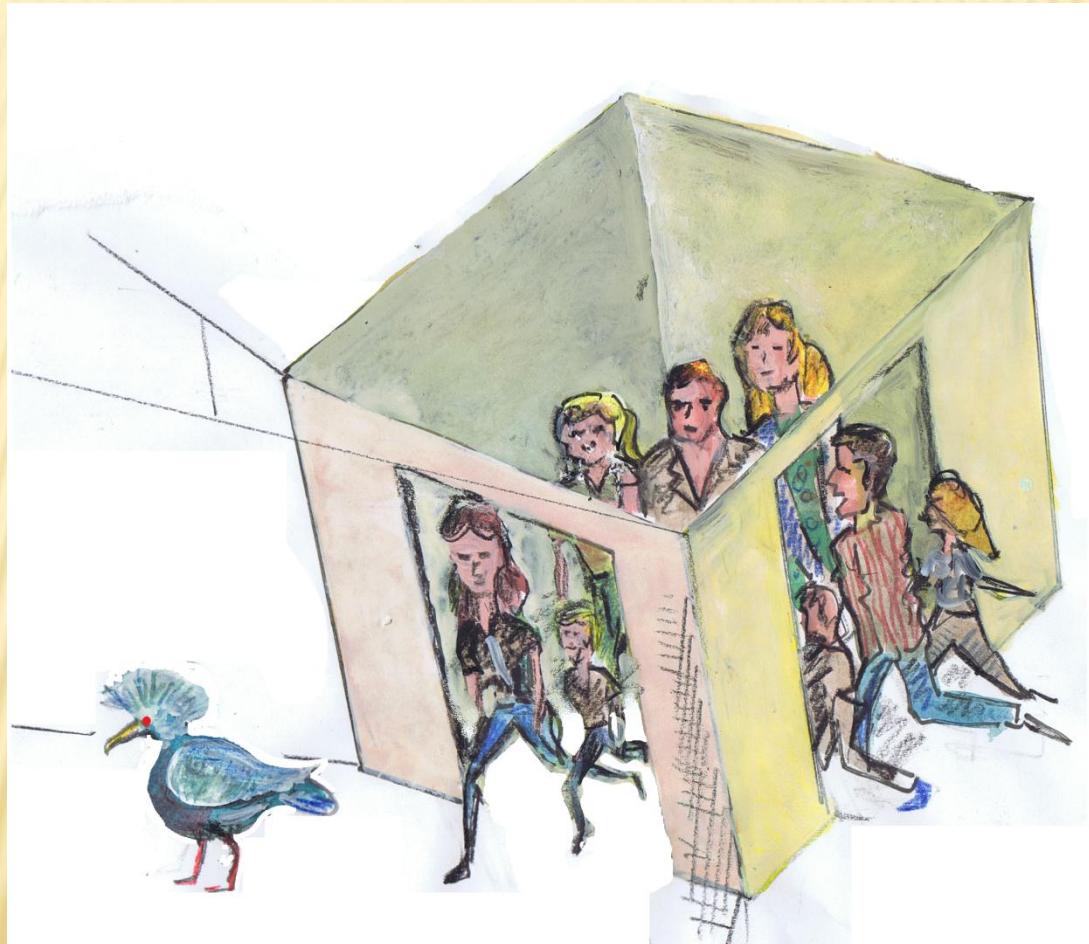
Visitors

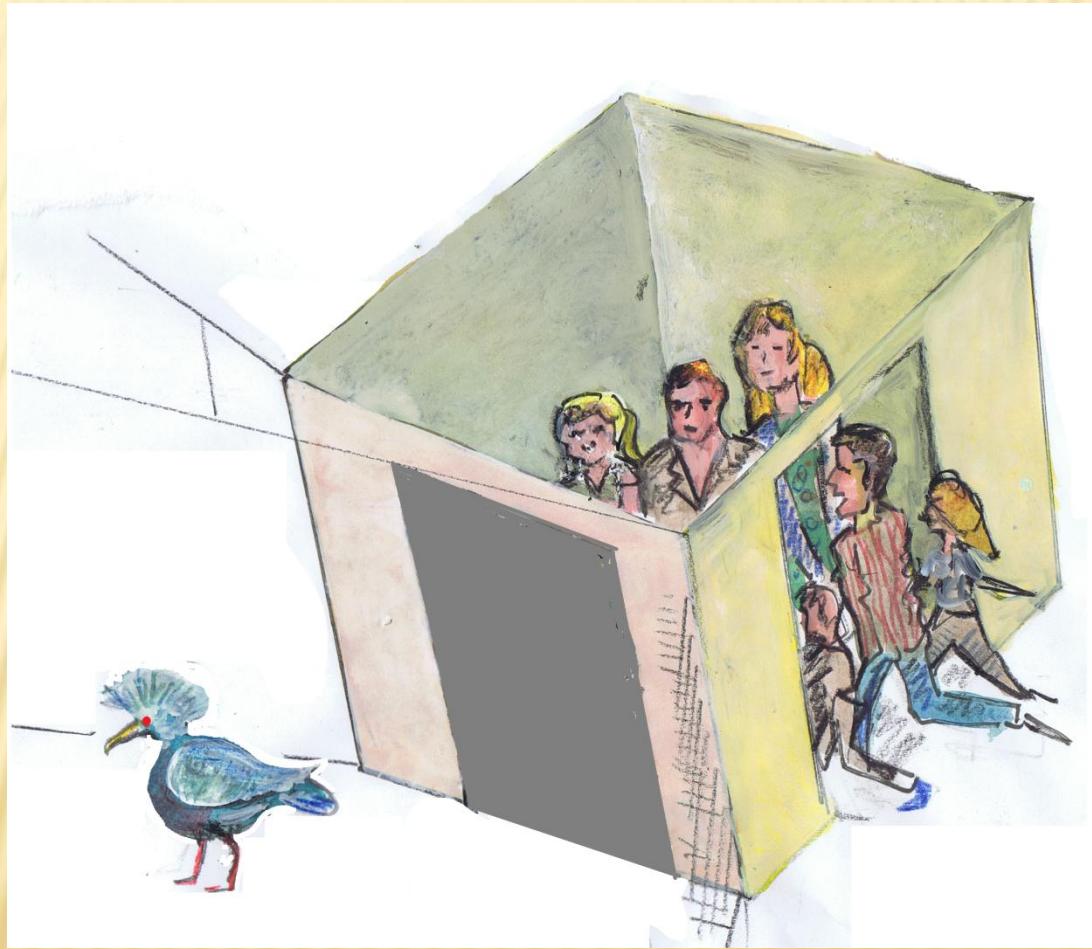
RIDES

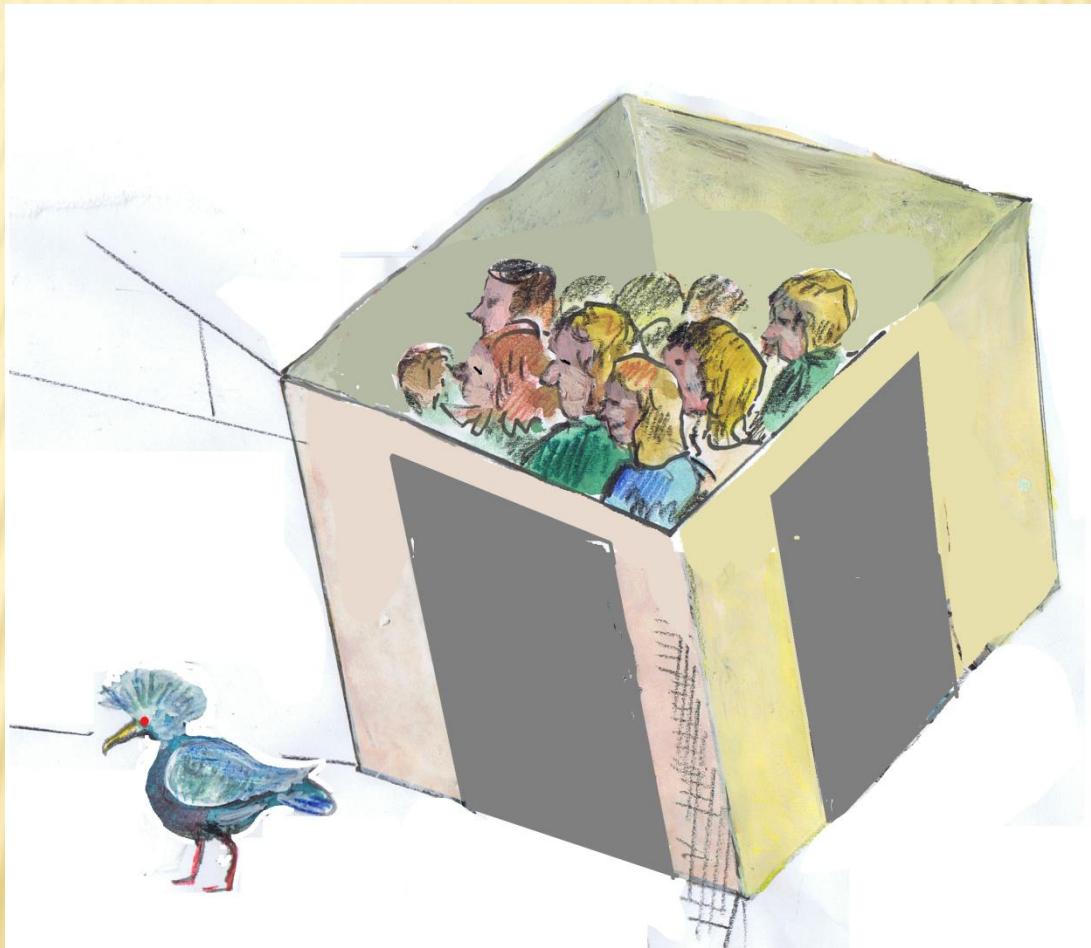
RIDES?

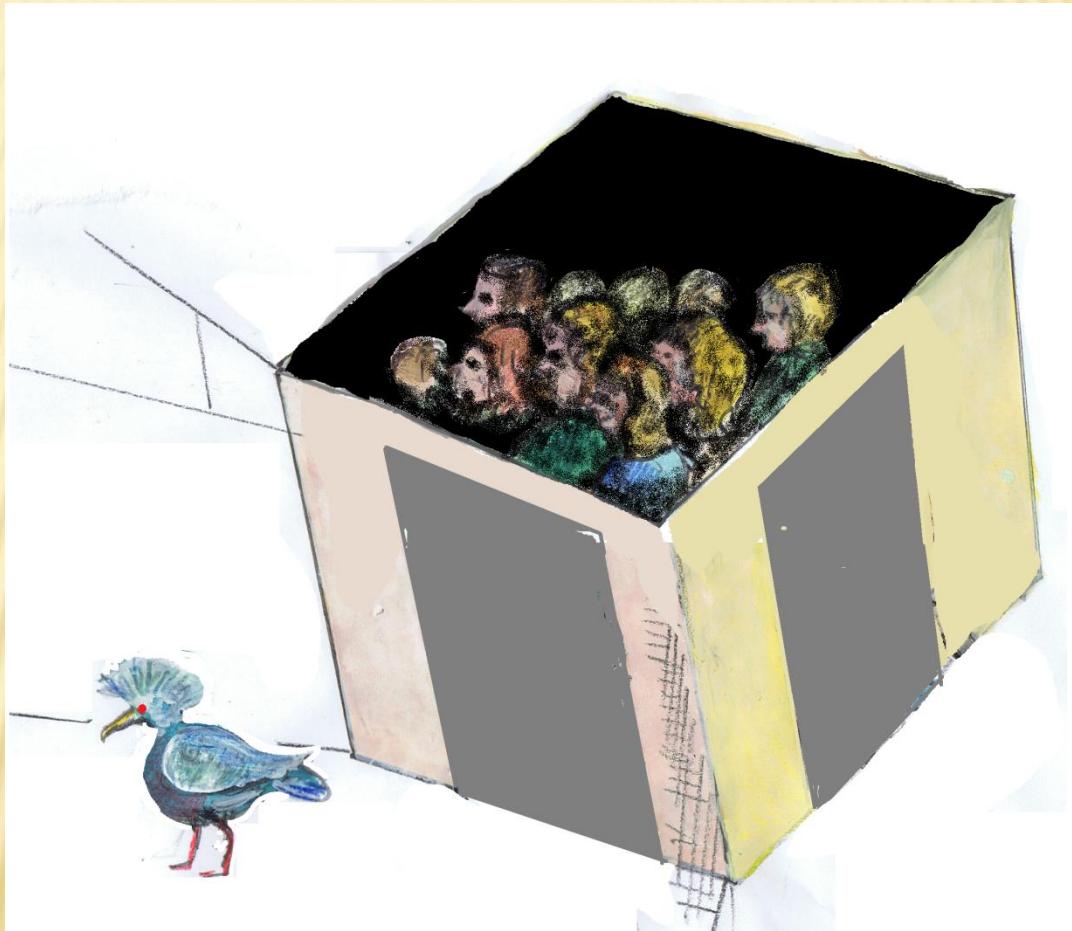


# FIND YOUR CAPTIVE AUDIENCE

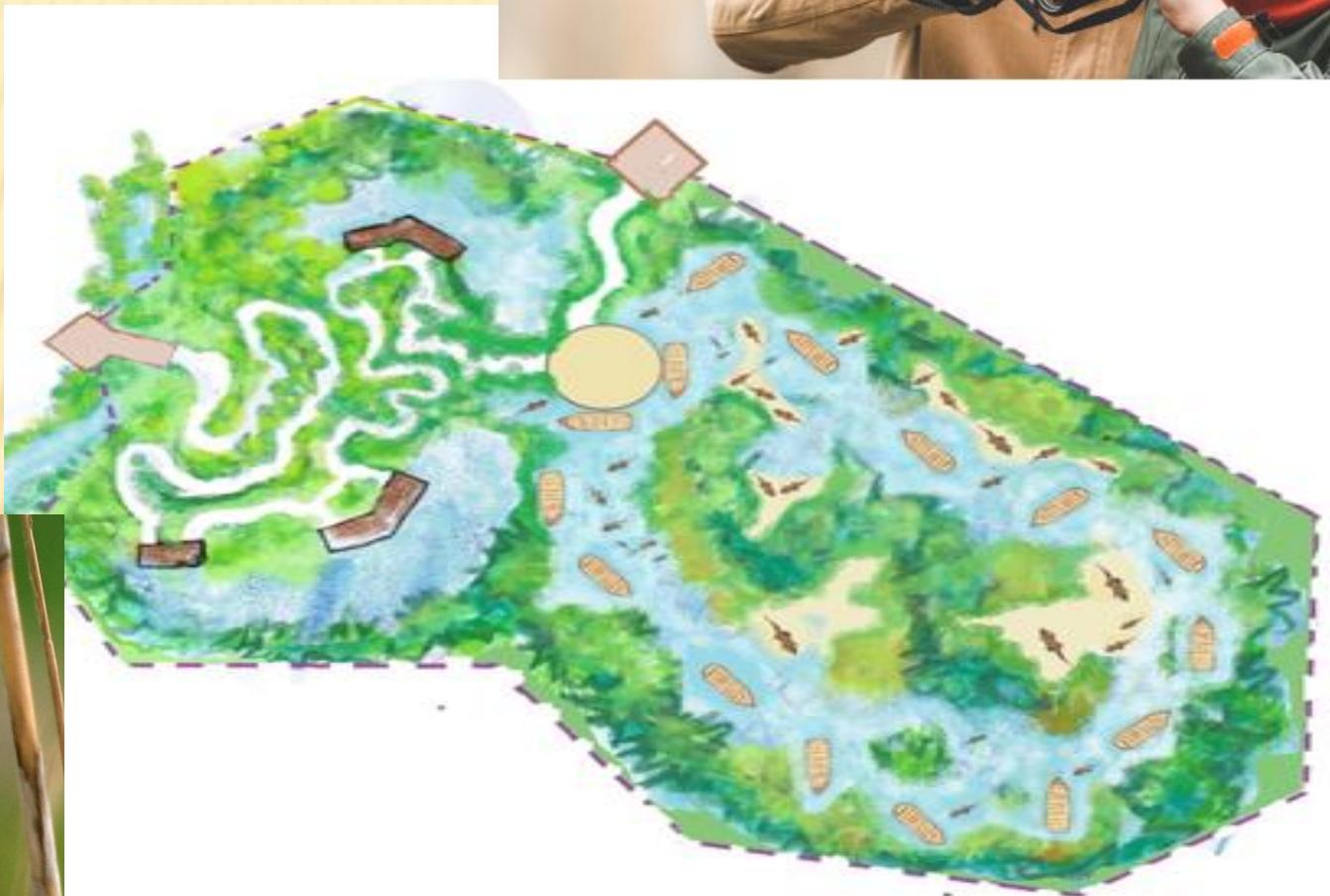








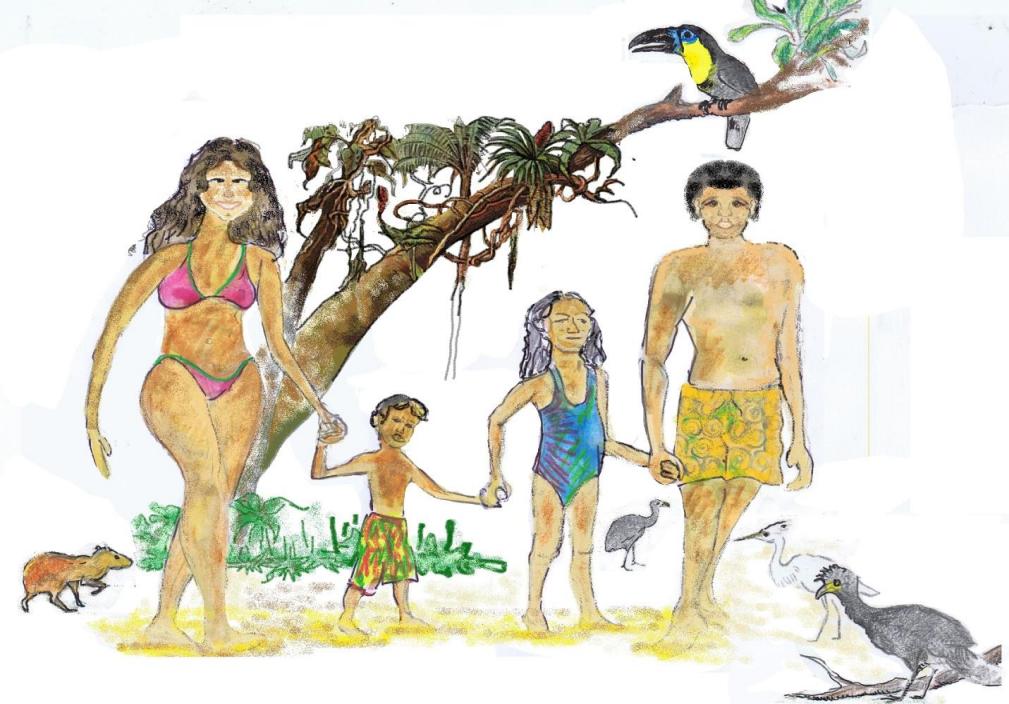
# CAPTURED IN THE QUEUE











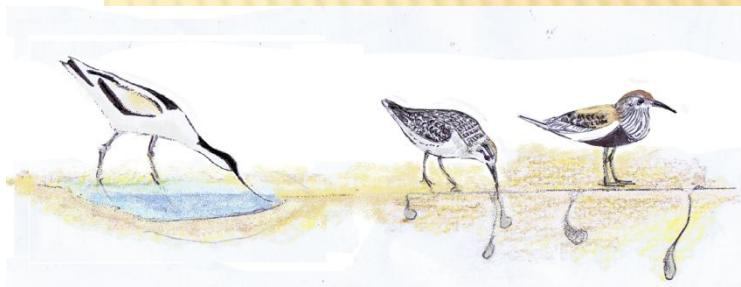
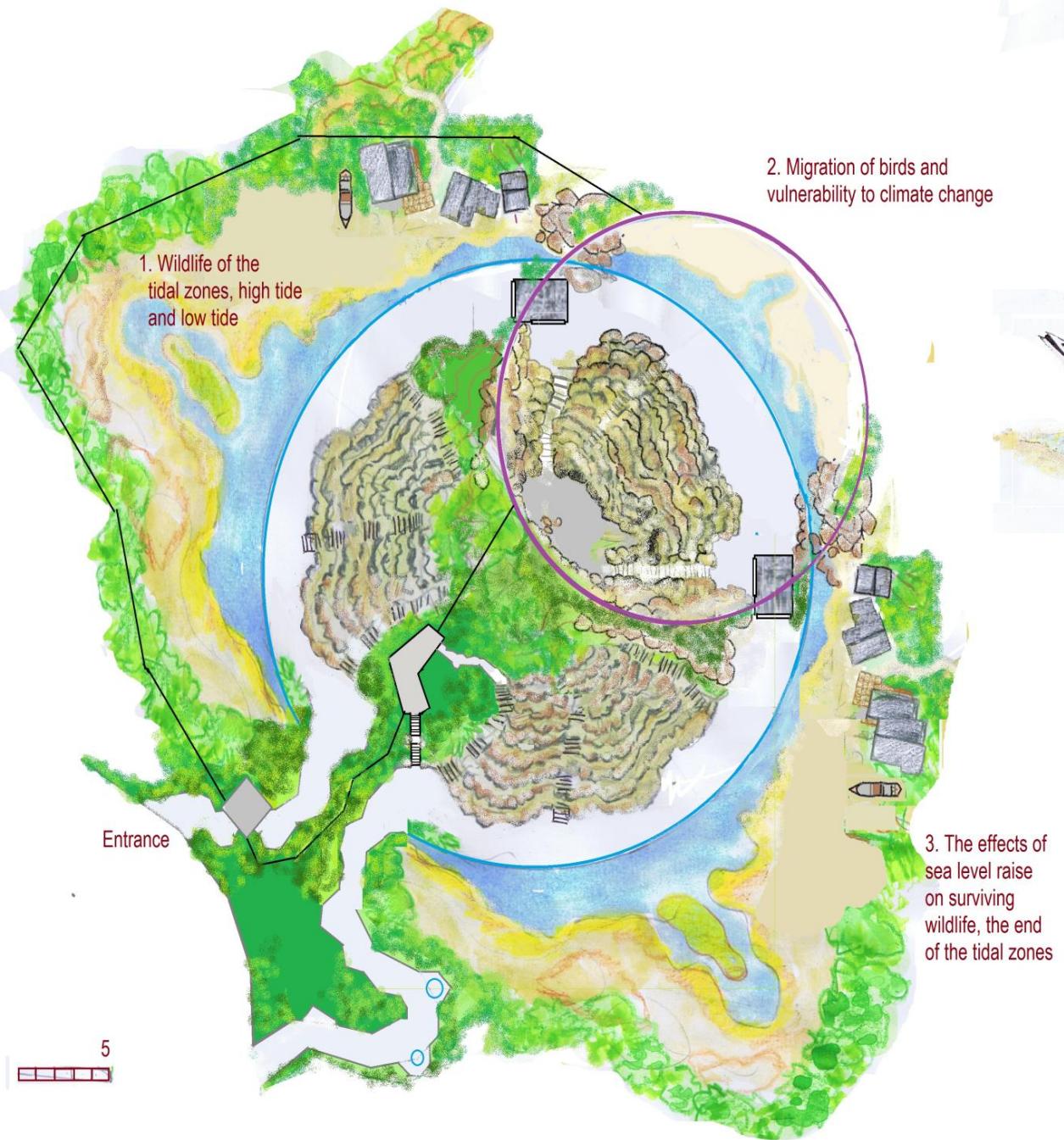
**DO NOT SHOW,  
MAKE THEM FEEL.**

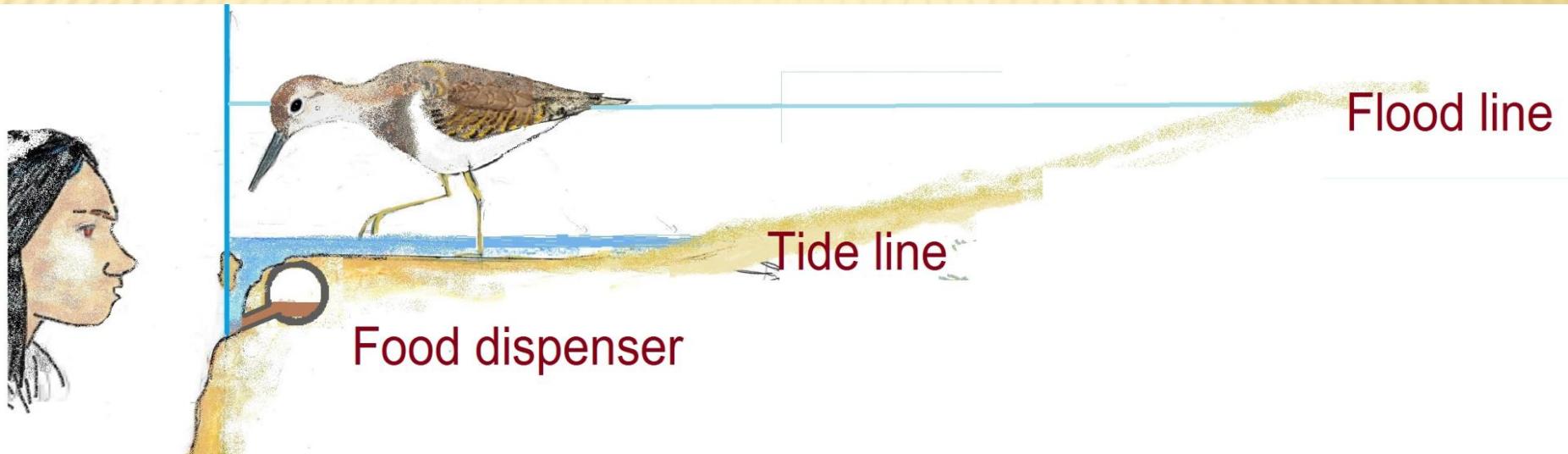
# TOOLS

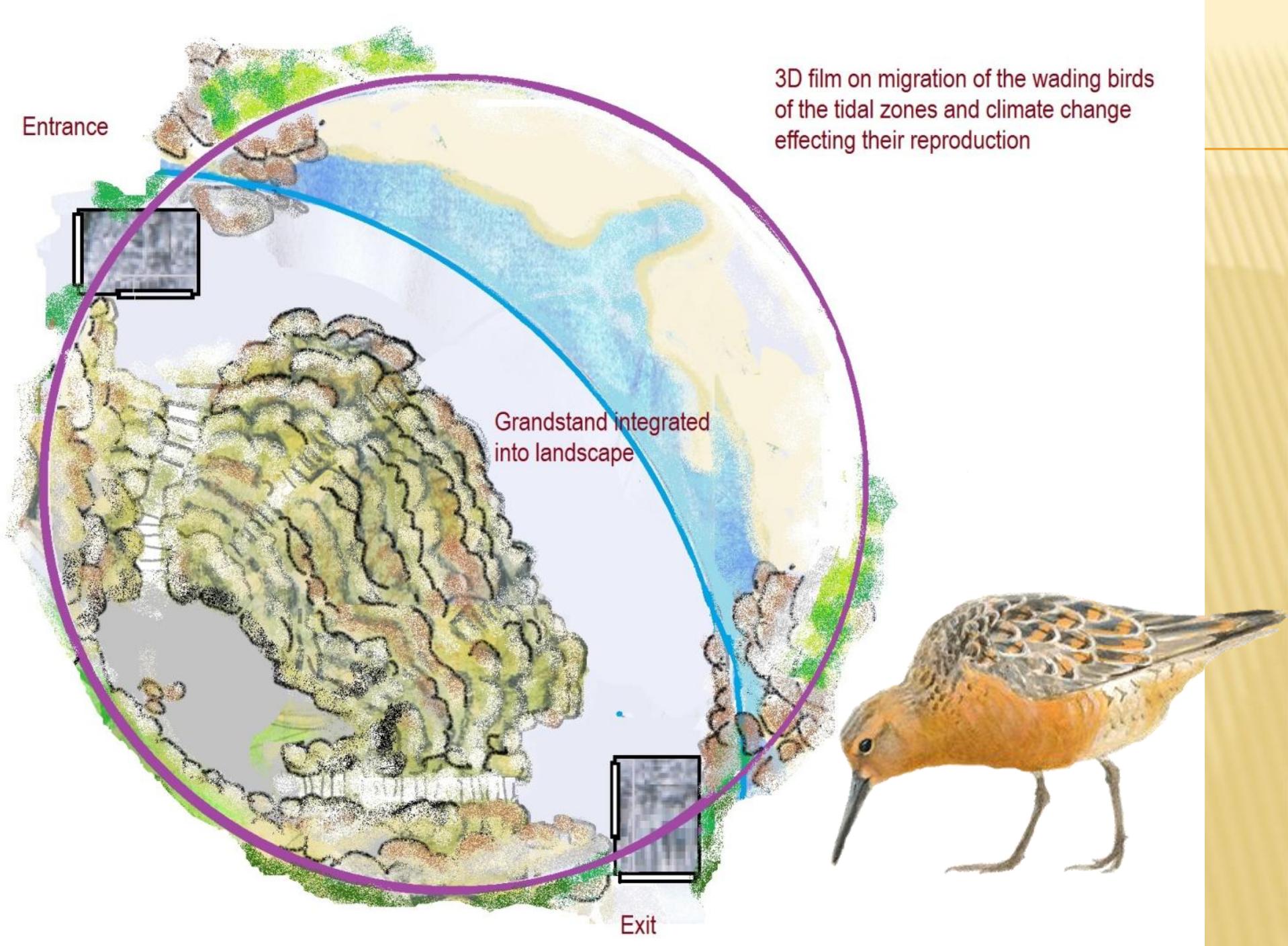
---

- ✖ Circus meets Nature
- ✖ Rides
- ✖ Animatronics
- ✖ AV
- ✖ Closer encounters
- ✖ Better immersion
- ✖ THE ART OF STORYTELLING

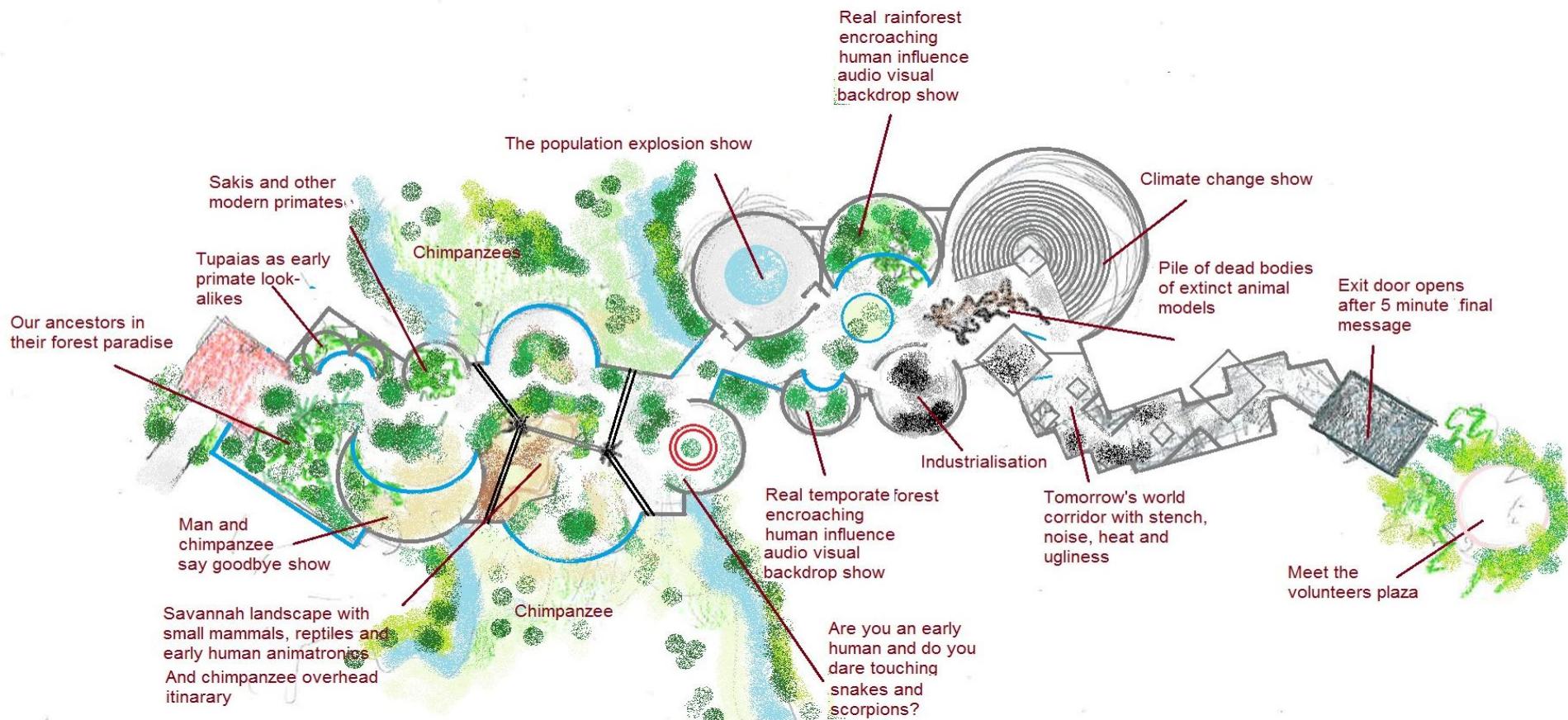
# CLIMATE CHANGE EXHIBIT







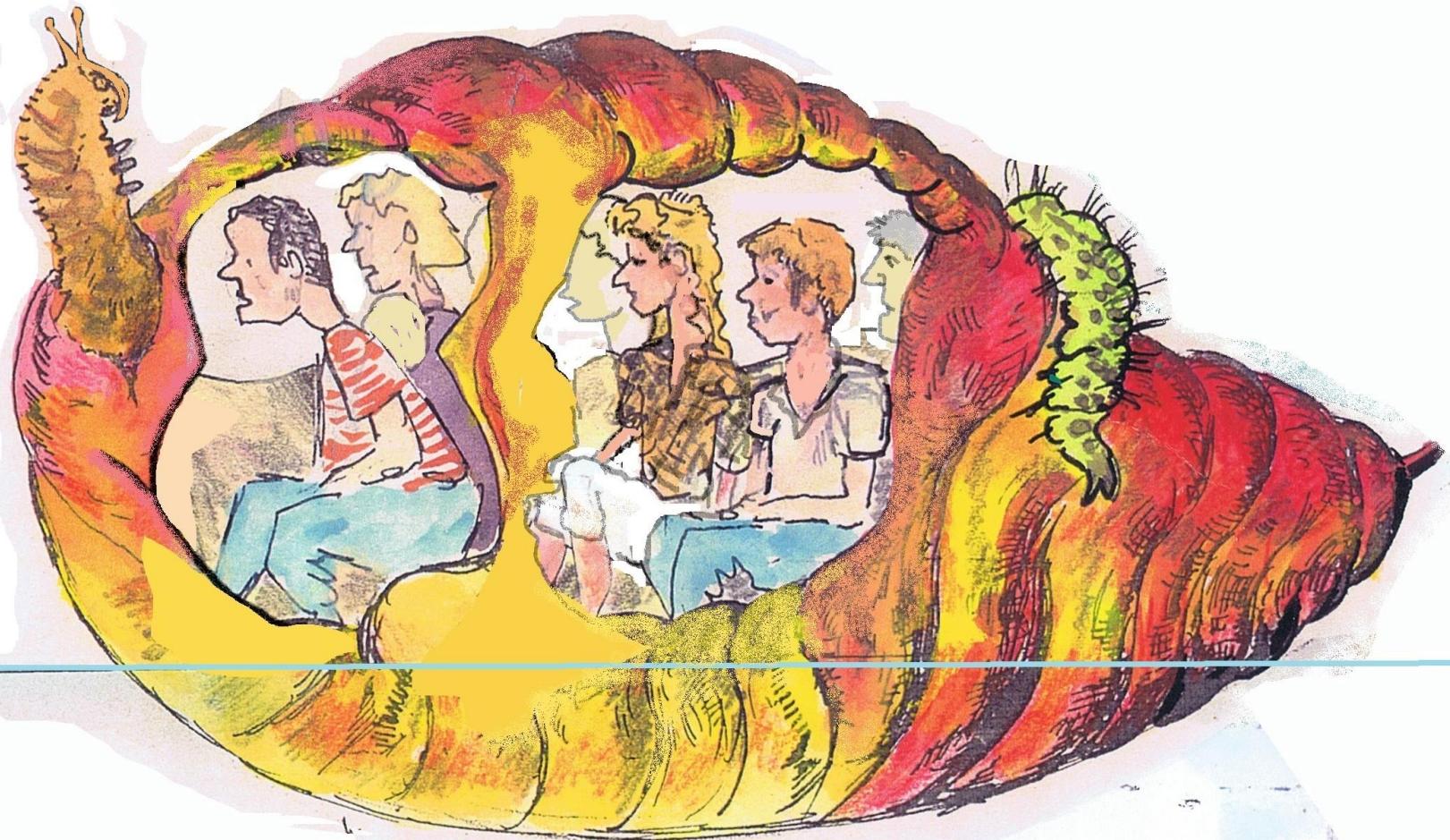
# BEHAVIORAL CHANGE



WOULD YOU LET VISITORS  
DESIGN YOUR ZOO?







# THE BEST CLIMATE CHANGE ALLEGORY EVER





We still live  
in Paradise

And there  
still is a tree  
of knowledge  
of good and  
evil