

BOIJMANS AHOY DRIVE-THRU MUSEUM

31-07-2020



West 8 has aided with the creation of the 'Boijmans Ahoy', an experimental drive-through exhibition showing 50 world-class art pieces from the collection of Boijmans van Beuningen.

The exhibition is accessible only by the use of an electric car. The installation will include over fifty, high-profile artworks, and includes existing items from the Boijmans Van Beuningen collection, as well as new installations from contemporary Rotterdam artists, illuminated only by the headlights of vehicles.

Based upon an idea by Ted Noten, the Boijmans Ahoy drive-thru museum is an exploration of the boundaries between humanity and the forces of nature within the time of Corona.

West 8 worked with the Boijmans Museum curators to design the routing, presentation and interior experience within the 10,000m² conference hall. The design team played within the limitations of the space, the lighting and the use of the vehicles to bring the world-class materials to life.

Ticket sales have begun and the exhibit will run from the 1st to the 23rd of August, 2020.

[Learn more.](#)