



Festive opening of the Sound and Vision The Hague media museum on 17 September

Watch the opening live online from 16.00-16.30 hours (CEST)

The Hague, 10 September 2020 – On Thursday 17 September alderman, Robert van Asten, will open the Sound and Vision The Hague Media Museum. The glittering, festive opening will be live-streamed from 16:00-16:30 hours.

Since July 2019, the Netherlands Institute for Sound and Vision also has a location in The Hague. The new, permanent exhibition forms the heart of the media museum. The exhibition focuses on the interplay between journalism, power and society. Citizens, politicians, journalists and media companies can be seen in their different roles on a national, international and local level. Visitors get to experience what choices are made in the (news) media.

In the compact media museum, visitors are introduced to different forms of and views on media in a playful way. They are also made to laugh and doubt what they experience. The museum is open to visitors from 12 to 100 years of age, and has special children's route for 8 to 12-year olds.

Robert van Asten, alderman for Culture and Media: *“As international City of Peace and Justice, we support the free exercise of journalism around the world. The institute*

highlights important topics like press freedom and freedom of expression. Quality journalism is essential to a well-functioning society, and The Hague is the heart of our parliamentary democracy. This also makes the city of The Hague the perfect location for this museum.”

At a time when media consumption almost equals screen time, the museum has deliberately chosen to give screens a less prominent place. Visitors are encouraged to interact with the exhibits and to communicate about this. Upon arrival, they are asked, “What is your *view on the interplay of power in the media?*” The visitors can select a reply card and send it into the building via a pneumatic tube. Next, they will step into different roles: writing headlines as an editor, a press conference in the role of a politician, creating memes with #angrycat and pushing the limits on humour. The museum also has an entire floor that is devoted to the city of The Hague. Local residents share their experiences, and visitors learn how they and the city are portrayed in the media. Visitors can pick up the 'tube post' at the end of the exhibition. They are asked the question: “Will you stick to your original answer ... *or have you changed your opinion?*”

Tom De Smet, managing director of Sound and Vision The Hague: *“I’m very pleased that we’re finally opening to the public. The topics that we focus on like - fake news, framing, activism and civilian journalism are extremely current. Our museum in Hilversum is being revamped and will re-open in mid-2022. The fact that these topics are also being discussed in the museum in The Hague is a positive next step. This is done via the exhibition but also via museum programmes. Addressing such important topics is more relevant than ever.”*

Note to the editors:

For interview questions and/or sneak previews:

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1. Live stream of the festive opening:

- a. 17 September from 16:00–16:30 hours (CEST).
- b. <https://denhaag.beeldengeluid.nl/en/opening/>

2. Please click the link to the [press kit](#) on our website to download or embed the following images:

1. Campaign image: cartoon by Tjeerd Royaards
2. Photos: Managing Director of Sound and Vision The Hague: Tom De Smet.

3. Videos:

a. Frank Evenblij interviews Tom De Smet and Eppo van Nispen tot Sevenaer on power, big tech, fake news and accompanies them through the new media museum. [Watch the interview \(Dutch\)](#).

b. The museum interviewed a large number of local residents of The Hague to learn about their opinions and views. [Watch](#) the summarised versions: (30 seconds). Sharing this content is permitted and most appreciated!

- [Watch](#) “Do think you can say anything you want?”
- [Watch](#) “What do you think about journalism in the Netherlands (1)?”
- [Watch](#) “What do you think about journalism in the Netherlands (2)?”
- [Watch](#) “What do you think freedom of the press means?”
- [Watch](#) “Do you follow the news?”
- [Watch](#) “What is fake news?”
- [Watch](#) “Have you ever thought: ‘this is framing’ (with politician, Richard de Mos)”
- [Watch](#) “Do you believe everything that you see and hear in the media?”
- [Watch](#) “Do you ever engage in activism or protests?”

About Sound and Vision

In July 2019, Sound and Vision opened a location in The Hague to actively share its expertise and media collections in the city. The importance of a free and independent media in our democracy underpins the innovative exhibitions and appealing (online) meetings. The opening of the new permanent exhibition of Sound and Vision The Hague is an important step in the modernisation of the institute. The renovation of the museum in Hilversum will start in November 2020. The Hilversum museum plans to open its doors to a state-of-the-art media museum in mid-2022.

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