

Background

The Museum of Literature/Children's Book Museum, currently located in The Hague (the Netherlands), must vacate its current premises no later than 1-1-2028. It has found a building that does justice to the experience it has to offer in the iconic Magazijn De Zon, built in 1850 as a department store in the heart of Utrecht. The museum will rent about 85% of Magazijn De Zon. A third-party tenant for the remaining 15% of the building is still being sought. After redevelopment and renovation, the museum will account for 6,465 m² of floor space. According to current planning, the museum will open its doors in Utrecht towards the end of 2027.

The organisation

The Museum of Literature/Children's Book Museum is one of the 26 national museums in the Netherlands and its mission is to make the power of literature, and the wealth of Dutch literary heritage both visible and tangible. The museum seeks to enable the widest possible audience to discover, experience, and create stories.

The museum fulfils two important social tasks. Firstly, it the Museum of Literature/Children's Book Museum is a family museum where visitors meet story characters, play literary games, and where they are challenged to use their imagination. The museum contributes to a vital reading culture in the Netherlands with its imaginative exhibitions and inspiring public activities.

In addition to being a family museum, the Museum of Literature/Children's Book Museum is also a place of preservation for Dutch national literary heritage. The museum's archive is open to the public for research. In that way, new generations can get acquainted with the Dutch literary past. The museum also organises the awarding of the most prestigious literary oeuvre prizes in the Netherlands. The museum is well embedded in the literary, museum and educational fields, and has numerous partners, both locally, nationally, and internationally.

Interactivity, innovation and co-creation are core values for all museum activities. Underneath these core values lies the principles of quality and inclusion.

Target audiences

The target audience of the museum is very diverse. The largest group of visitors consists of families with children aged 0-18. In addition, the museum attracts the (primary and secondary) education sector and (mbo, hbo, and university) students. Lastly, the museum is visited by literature and culture enthusiasts (18+) and higher education students. The museum offers the online LiteratuurLab museum for experienced readers with an affinity for literary heritage.

In 2023, the museum attracted a record number of over 147,000 visitors. At the new location in Utrecht, the museum has the ambition and potential to host 270,000 visitors a year. Regarding the number of visitors, the museum aims to become one of the top 10 family museums in the Netherlands.

Impactful family museum in Magazijn De Zon

The museum revolves around discovering, experiencing and creating stories. The various exhibitions offer a broad and diverse audience an educational, literary experience that stimulates the

imagination, and encourages active participation and creation. Diversity and inclusion are an important principle in all of the museum activities. The museum seeks to offer its audience both mirrors and windows; by hearing, reading, telling, sharing with others and writing literary stories, you draw parallels with your own life and the world around you.

The museum offers a high-quality, bilingual (Dutch and English) exhibition portfolio In Magazijn De Zon for all ages and at every stage of development:

- 0-6 years of age
- 7-13 years of age
- 14-18 years of age
- Adults

Interactivity, design, and educational concepts are the pillars of the exhibitions, which respond to the technological, cultural, and social changes and needs of society. On one hand, the exhibitions align with the vision and mission of the museum, while at the same time, exhibitions use the public's perception of the world as their starting point. In addition, they are based on pedagogical insights and scientific research. At the new location, the museum aims to create a vibrant, innovative, and impactful family museum, where a wide audience can experience the power of literature. Playful, exciting and accessible.

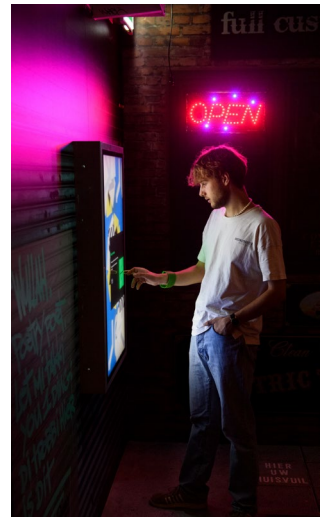
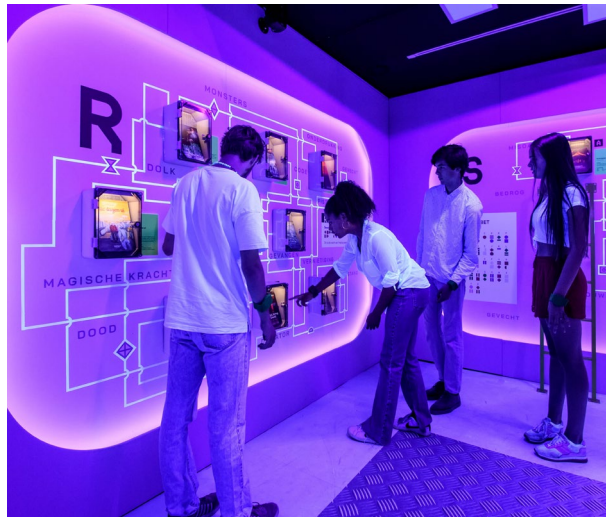
Please visit the website to read more about the museum: <https://literatuurmuseum.nl/en>

For more information about Magazijn De Zon: [Magazijn de Zon](#) (only in Dutch)

Current exhibitions:









Magazijn De Zon:

