

**Migliore+Servetto and Karmachina  
create the exhibition and multimedia design  
for the new European Museum in Schengen  
and the Princess Marie Astrid II Boat**

Together with **Karmachina**, the Milanese studio **Migliore+Servetto** has **conceived the new permanent and multimedia design project** for the **European Museum in Schengen** (Luxembourg) and the redevelopment of the **Princess Marie Astrid II Boat**, on which the Treaty of the same name was signed in 1985. It takes the form of a journey through the evolution of the concept of “borders” throughout the world, with a focus on the Schengen Treaty and how it has influenced relations between people and nations, going beyond the European level. The opening is scheduled for 2025, 40 years after the signing of the historic Agreement.

The project for the Museum by **Migliore+Servetto** and **Karmachina**, which follows the restoration of the existing structure by Forma Architects, starts from the theme “Borders” and reinterprets the Museum space as a “*borderless*” place, not only in spatial terms, with no architectural barriers, but also at the multimedia and narrative level. The goal is to create an **inclusive** museum that is capable of accommodating different types of audiences; one that is **accessible**, with different but complementary levels of reading and content sharing; one that is **innovative**, because it works on a multisensory level to activate cognitive memory. The new European Museum will guide visitors as they rediscover one of Europe's foundational moments, involving them and accompanying them in an immersive experience that passes through the past and the present and looks towards the future.

“It has been an opportunity to have an unconventional and unique exhibition site. Working with the boat moored on the Moselle has allowed us to give physical form to the concept of a permeable cultural place capable of moving and shifting between different territories,” says Ico Migliore. “Our project presents a new concept of an open and itinerant museum that offers an additional experience, in which the 40-metre long boat is transformed into a memorable narrative moment.”

The museum develops as a route structured in stages, between the physical and the digital. It is an engaging journey to experience diversity, possible intersections and integration in an intuitive, interactive and playful manner, which also alternates moments of exploration and reflection. There are 19 installations in a linear progression of texts and objects related to the themes of the four main sections, each with different content, form and multimedia. A circular path flows, culminating in the **central core**, the “**Cube**”, the narrative heart that encloses an immersive and engaging installation at the end of the exhibition.

In this multimodal exhibition concept, the Cube constitutes the core of the set-up: it is a memorable and dynamic identity-forming sign, which represents the creative concept of “borderlessness” between countries and the multitude of people who are part of them, where the flag pattern that defines the skin of the cube symbolises the values of union and cooperation. The space expands and develops thanks to a system of mirrors and dynamic lights that produces the effect of a pulsating organism, transforming the Cube into an infinite tower that transcends physical and conceptual boundaries. Inside, an evocative installation recounts the personal adventures of people from inside and outside the Schengen area, testimonies that introduce an emotional catharsis as the final epilogue of the exhibition's narrative experience.

“The museum has been designed from a dynamic perspective, as a summation of almost theatrical acts based around a central nucleus, the large “cube of flags”, which takes the visitor to another participatory dimension, engaging with time and space,” adds Mara Servetto.

"The Cube's installation shows how technologies can serve the purpose of museum storytelling," adds Paolo Ranieri of Karmachina. "In this immersive environment, as in the rest of the museum, the visitor is at the center of an exciting and meaningful narrative."

To make the experience within the Museum even more personalised and participatory, the visitor will use a card, which they receive at the entrance, to move freely and activate the different digital stations, and also select their desired language (choosing between German, French and English). In addition, the pathway for children and young people will be guided with the help of a booklet, developed using a playful approach to make the space accessible and enjoyable by even the youngest visitors.

Finally, the new European Museum in Schengen will also house a completely renovated reception area that will serve both as a Tourist Information Centre and as an introduction to the exhibition space, with a check-in section.

The design by **Migliore+Servetto** and Karmachina also includes the redevelopment and refitting of the **Princess Marie Astrid II boat**, the site of the signing of the Schengen Treaty. The boat and its historical structure, which were worn out by use and the passage of time, serve as the background for the story told, maintaining the original structure of the boat but at the same time creating a continuous dialogue with the new layout of the Museum. The finishes and materials in the upper deck room, as well as the curtains and lamps, recall the atmosphere and aesthetics of the time, integrated with contemporary installations and furnishings. For the lower deck of the boat, a flexible and multifunctional system has been designed that is capable of assuming different spatial configurations that can respond to different needs.

The Boat will then be completely renovated and will also host new functions, such as a conference space, a temporary exhibition area and a lounge, as well as a new dynamic installation that tells the story of the signing of the Schengen Agreement. The "Signature Room" will allow visitors to travel back in time, transporting them to the same space that welcomed the representatives of the first signatory countries of the Agreement in 1985. The boat will then become a large traveling stage machine for hosting flexible narrative scenarios, welcoming visitors to a surprising and dynamic environment.

### **Migliore+Servetto**

Founded in 1997 by Ico Migliore and Mara Servetto, Migliore+Servetto is an Italian design studio based in Milan that has carried out over 800 projects in 21 countries, obtaining prestigious international awards, including 3 Compasso d'Oro ADI awards, 13 Red Dot Design Awards and two German Design Award. The Studio moves between architecture, graphics and design with particular attention to the value of the places' identities, which are always conceived as narrative spaces. In parallel to this, it develops on-going research activities into the use of light and new technologies. Ico Migliore is Professor at the Politecnico di Milano, Chair Professor at Dongseo University in Busan (South Korea) and a member of the Scientific Committee of Franco Albini Foundation; while Mara Servetto is Visiting Professor at Joshibi University in Tokyo since 2009. The companies and institutions that have entrusted the Studio with their projects include Max Mara, Tod's, Giorgio Armani, Adidas, Lexus, Samsung, Whirlpool, Bombardier, New York Times and Wallpaper\*. Interventions for several major cultural destinations in Italy and abroad bear the signature of Migliore+Servetto, such as the Natural History Museum of Milan, the Egyptian Museum in Turin, the Miramare Museum in Trieste, the Chopin Museum in Warsaw and the ADI Design Museum in Milan. In terms of urban design, M+S conceived the project for the Blue Line Park in Busan in South Korea, and it was commissioned to carry out the art direction of all the urban interventions in the public areas of Mind-Milano Innovation District, where it has designed also the wayfinding system. On the occasion of the XXII Triennale, "Broken Nature", the Studio signed the Italian Pavilion, "4 Elements /Taking Care", of which Ico Migliore was also co-curator and art director. In 2022, the Studio designed the interiors of the new headquarters of The Human Safety Net, the humanitarian foundation of the Generali Group, at the Procuratie Vecchie in Piazza San Marco in Venice, and the new Electa bookshops inside the Colosseum Archaeological Park in Rome.

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## Karmachina

Karmachina is a multimedia design studio based in Milan and founded in 2013. The studio is known for designing and creating multimedia environments and events that creatively communicate cultural content. Their work involves transforming information into experience by conceiving and developing narrative concepts for museums, institutions and brands. Karmachina signed many events, installations, video mapping shows and multimedia exhibitions for various cultural institutions and national and international brands. Among others, the design of two sections at M9 Museum in Mestre (Venice, 2018), *Sorolla à traves de la luz* (Madrid, 2023 and Valencia, 2024), an immersive journey into the life and work of the Valencian master of light hosted by the Real Palace in Madrid (2023) and the Fundacion Bancaja (Valencia, 2024), the multimedia concert *Triptiko*, dedicated to the Prado Museum's masterpieces by Hieronymus Bosch and realized for Premios Princesa de Asturias (Oviedo, 2019), the multimedia environment of the *Hzero* Museum in Florence which accompanies the exhibition of one of the largest railway models in Europe (2022), the multimedia exhibition for the *Factory 1895* by Lavazza (Turin, 2020) and for the Neronian Cryptoporticus, the House of Augustus and the House of Livia at the Archaeological Park of the Colosseum (Rome, 2018), multimedia contents for 'The Prince of Goldsmith: Rediscovering the Classic,' a major retrospective exhibition dedicated to the history of Buccellati, designed by Balich Wonder Studio."

The Karmachina team consists of art directors, communications experts and multimedia designers, storytellers and content designers, graphic designers, iconographic researchers, video editors and post-production technicians, illustrators and 2D animators, sound designers, producers and project managers. Rino Stefano Tagliaferro, founding partner of Karmachina, who received many awards from the most celebrated film festivals, is the author of the award-winning "Beauty" (2014) and "Belleza y Locura", the short movie created for the 200th anniversary of Museo del Prado (2019). Paolo Ranieri, founding partner of Karmachina, who grew professionally within Studio Azzurro as an editor and director, in 2003 co-founded N!03 Ennezerotre, a multimedia design studio that won numerous international awards including the prestigious "Compasso d'oro ADI 2011" for Exhibition Design with the exhibition "Rossa – Immagine e Comunicazione del lavoro 1848-2006".

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