



THREE OF REMEMBRANCE

An emotional awareness campaign video for Gen Z about the sad stories of the children from Holocaust and their remembrance.

NOT EVERY STORY IS TOLD WITH WORDS.

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CLIENT: HET HORNEMANN HUIS

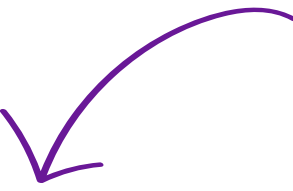
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CONTEXT

This concept was created as part of the Immersive Experience course from Fontys, in collaboration with Het Hornemann Huis. The challenge was to create a digital awareness experience that emotionally connects Gen Z to the Shoah, and sparks curiosity to visit the museum.

DESIGN GOAL

This challenge guided all concept choices throughout the project. It helped ensure the experience created a personal emotional response and a desire to learn more.



DESIGN CHALLENGE:

How might we design an emotionally engaging awareness experience that sparks Gen Z's curiosity to discover the story of the Shoah?

To know whether the experience really works for Gen Z, I defined these criteria from the start



SUCCESS CRITERIA FOR THE CONCEPT

Emotional impact: the concept should create an emotional reaction (reflection, curiosity, connection) in at least 80% of Gen Z testers.

Message interpretation: users should feel that the experience is about injustice, loss, or identity, and become curious about the story behind it.

Memorability: the experience should be described as “memorable” or “stayed with me” by participants during testing.

Desire to explore further: at least half of testers should ask questions, look for more info, or express interest in visiting the museum after experiencing it.

CONCEPT OVERVIEW

The concept is built around a symbolic tree that stands for **remembrance** and **growth**.

Its heart shaped roots represent Het Hornemann Huis, the place where the memory of the children is kept alive. From there, the tree grows upward into the public space, like a reminder of the futures that were stolen.

This tree is meant to spark curiosity, and then lead people toward a moment of reflection and emotion, especially for Gen Z, who connects more with visual stories and deep meaning than with facts alone.

It's a way to bring the past into the present, and to help people feel something that stays with them.

DESIGN CHOICES

Why a tree?

Symbolic, and easy for Gen Z to connect with. **Testing showed it caught attention and sparked interaction. Users described it as calm, peaceful and eye-catching. Even without fully understanding it, they felt drawn to it.**

Why a human heart shape in the roots?

Gave the concept more emotional depth. **Participants felt the experience felt more personal and emotional when saw the heart, some said it felt deep and symbolic.**

Why keep it ambiguous?

Not everything is explained, and that's on purpose. **Testing showed that mystery made Gen Z more curious to find out what it's about.**

VISUALS

Sketches for before putting together the video, in order to create the storyline and frames



The story continues here

Scan to visit Het Hornemann Huis,
the museum that keeps memory alive.

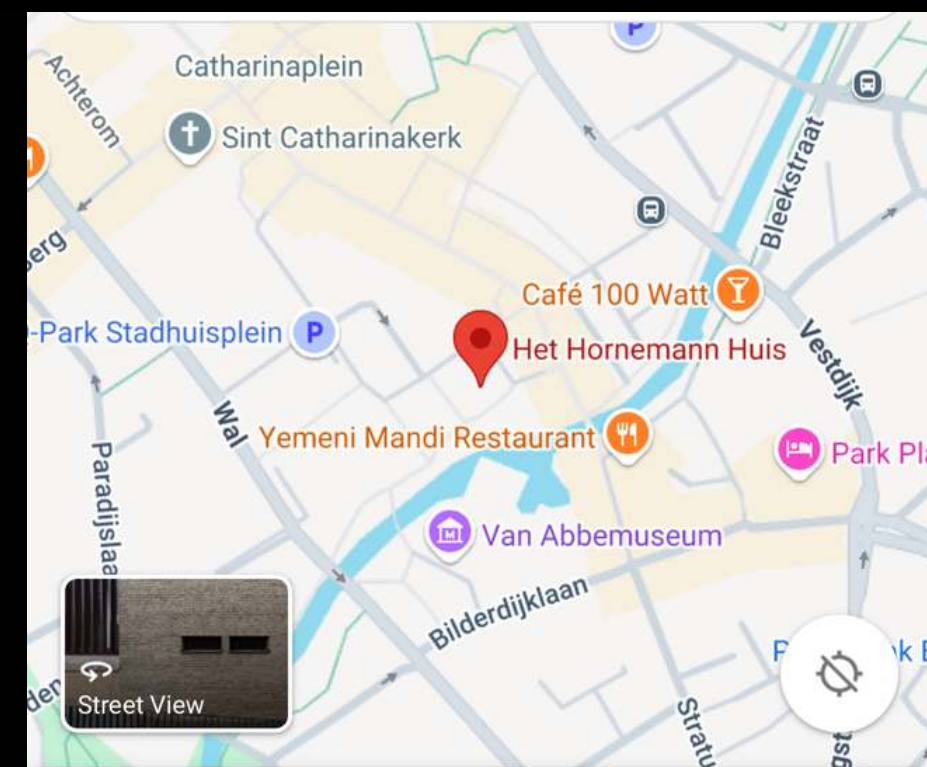


*Ending of the experience
inviting the user to explore
more and visit the museum*

With every beat, it reaches upward...



**Once QR code
is scanned,
Google Maps
pinns the
museum on the
map**



Het Hornemann Huis

4.2 ★★★★★ (8) ⓘ

Search

Route

Start

Opslaan

Dele...



NEXT STEPS FOR MARTIJN

This concept was created with strong focus on symbolism and emotion, using a tree with heart shaped roots to speak about remembrance and the children's stolen future.

What worked well?

- **Emotional impact:** Users felt curious, and touched by the visuals.
- **Visual engagement:** The tree especially caught attention and was described as eye-catching.
- **Curiosity:** Even when not everything was understood, users wanted to know more, which shows the metaphor worked.

Future improvements

- Some elements might feel too artistic or unclear without extra explanation.
- While red and purple were chosen for the remembrance idea, their meaning wasn't always clear to users. These choices need more validation.
- The idea of visiting Het Hornemann Huis sparked interest, but the way it was presented in the story wasn't always clear. It needs more research and testing.

This concept is not meant as a finished product, but as a starting point for discussion. It's flexible and open, feel free to adapt it, simplify it, or steer it in a direction that fits better with the goals of Het Hornemann Huis.



LINKS - MATERIALS

Link to the experience

Presentation