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Rectangular Snip

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SCHOOLS
SONIA SOLICARI
LIGHTING FOCUS
OFFICE DESIGN

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FASHION REVOLUTION

*The Fashion and
Textile Museum
celebrates 1960s
counterculture*



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If Only... museums were truly interactive

SAYS PIPPA NISSEN,
DIRECTOR, NISSEN
RICHARDS STUDIO

If you have an If Only vision you'd like to share - regardless of how extraordinary or fantastical it seems - email details to the editor at ifonly@pimagsazine.co.uk

IMAGINE IF you could go to a museum and it was different every single time. Collections would respond and shift depending on what was happening in the news that day, so that each time you visited it told stories in a new way. Each person would see a bespoke presentation of objects and collections to resonate with their own experience: a shifting journey of memories and collages through landscapes and buildings. Each interaction would bridge personal life experience and the stories of the moment.

Not only would the experience be specifically tailored, but free of the constraints of conservation and security too. Visitors could touch objects and artworks, use them and feel their age. We might see a sculpture in a garden setting or take a Rembrandt home to see how it makes a room feel - how different it would be to see it in the morning before work or at night by candlelight. It would stimulate our imaginations and free our minds to make endless connections. **FX**



Pippa Nissen
studied
Architecture
at Cambridge
University
and took
an MA in
Theatre

Design from the Slade School of Fine Art. This unique fusion is one of the many elements that sets the practice she founded in 2010 apart. Nissen Richards Studio's multi-disciplinary skillset includes architecture, exhibition design, interpretation, theatre and graphic design.