

# ARTIS

**The relationship between humans and nature has changed, giving rise to the new mission and vision of ARTIS. ARTIS wishes to stand out by showing the complexity of all life forms, examining and revealing nature as a whole. ARTIS does not focus on isolated elements of nature, but shows all the components – from microbes to planets – and the connection between them.**

## **Responsibility**

We are currently at a point in time where humans have an impact on almost everything on earth: the Anthropocene era. Humans not only form part of nature, they also shape nature to a large extent. Hardly any unspoilt nature remains these days, as nature is influenced by humanity all over the world to a greater or lesser extent. From climate change – caused by humans – to deforestation and the loss of habitat, humanity has left traces everywhere. Whereas twenty years ago, there was still a clear contrast between 'the wild' and 'the zoo', the two have increasingly started to come together.

As a result of this shift, zoos can and must play a new role. ARTIS wishes to lead the way in this change. We aim to offer a place where animals are close at hand and where people can experience nature. At the same time, we also want this to be a place where the relationship between humans and nature can be discussed. *We are nature.* ARTIS helps us to see this.

## **Playful**

The conservation of nature, humanity and the planet must be ensured. At ARTIS, we want to take our share of the responsibility. We can achieve this goal by attracting a wide audience and engaging our visitors with our mission and vision in a playful way. To do so, we mainly offer action perspectives, ensuring that our visitors become more informed, gain insights and are in a better position to understand their own contribution. As a result, ARTIS wishes to play an increasingly important role in the social debate on nature issues. To this end, we are directing our gaze outwards. ARTIS will be expanding its programmes to include external partners with similar aims, both at home and abroad. In this way, we wish to become a forum which connects various parties. This aim will be our focus in the years ahead.

ARTIS asked designer Christian Borstlap to share his thoughts on how we could convey this new mission and vision to our audience in a visual form. The result is the film ARTIS LIVES (ARTIS LIVES). Among other things, he co-created Artis de Partis and recently designed the Hercules Segers exhibition in the Rijksmuseum.

## **ARTIS LIVES**

*Mission: ARTIS inspires and encourages a broad public to deal with nature responsibly.*

*Vision: ARTIS is a place that forges connections, bringing people and nature together in imaginative ways and fostering discussion about how nature is valued, understood and treated by humans.*