

KISS THE FROG
INTERACTIVE MEDIA
CREATIVE TECHNOLOGY





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ADVENTURERS



FROGS



STORYTELLERS



ENCHANTERS

Our strength is in combining creativity with technology

Kiss the Frog is a digital design agency specialised in interactive visitor experiences. We design the journey of the visitor, and create the technology that makes the magic work. For more than 20 years we have been delivering high quality interactive media for museums, science centers and corporate visitors centres.

Our in-house expertise ranges from conceptual design, interaction design, graphic design, 2D and 3D modelling and animation, prototyping, application, web and mobile app development, hardware- and software interfacing, usability testing, project management and maintenance.

Adventurers

Fearless and full of curiosity we step into new terrain and explore the latest developments. When a new adventure presents itself we jump right in. Adventures aren't without risks, but we can handle a few knocks. We'll only stop trying when we've made it to the end.

Frogs

A team with diverse strengths, we stand behind what we deliver and who we are. Our dynamic crew of designers, developers and project managers encompass creative thinking with practical know-how. We are experts in every part of our professional field. Amongst ourselves, we understand the worth of different skills and know who to ask for what. To the outside, we are united but approachable.

Storytellers

We know our audience inside out and tell every story in a way that inspires them. We take the time to really get under the skin of every project and understand the subject thoroughly, so that everyone feels amazed and wonderstruck by the end result.

Enchanters

We have the privilege to work our magic in every new project. Every subject, every story, everything and everyone, however mundane it might seem at first glance.... we can transform into something unexpected and magnificent.

LEGO® House

- 📍 Billund, Denmark
- ✅ 2014 - present
- 👥 Kiss the Frog, Kubik, Bruns, Mansveld
- 👑 UX Concept, Design & Development
- ★ Danish Design Award (Feel Good)
Children in Museum Award Nomination
Frame Award (Best Use of Digital Technology)
Museum of the Year Award Nomination
Themed Entertainment Association Award

Twelve one-of-a-kind interconnected interactive exhibits, embodying LEGO's 'learning through play' philosophy, were completed in close collaboration with LEGO over a period of three years.

Since that time we have been working with LEGO to update and expand upon the interactives at LEGO House. A recent update of the Robo Lab includes visitors coding their own beekeeper robot and making sure that the bees have the best conditions for making lots of honey.





U.S. Olympic and Paralympic Museum

- 📍 Colorado Springs, United States of America
- 📅 2020
- 👤 Kiss the Frog, Centre Screen
- 👑 UX Design & Development
- ★ **SEGD Global Design Award** (Interactive Experiences)
SEGD Global Design Award (Exhibition)
IAUD International Design Award (Public Space Design)
USA Today Best New Attraction

The U.S. Olympic and Paralympic Museum is one of the most accessible museums in the world, offering a world-class experience regardless of physical or cognitive ability. Visitors experience being shoulder to shoulder with Team USA athletes through inclusive design and assistive technologies such as video captions, audio description tracks, sign language and RFID-triggered customisation.



Paleis het Loo

- ◇ Junior Palace
- 📍 Apeldoorn, The Netherlands
- ✓ 2023
- 👥 Kiss the Frog, Grob, Planemos, deFine IT, Altios
- 👑 UX Concept, Design & Development

The Junior Palace is an imaginative reflection of our world. Here kids can do what can't be done in the historic palace. Using the 'Kingsta', a smartphone variant, visitors will carry out an assignment from The Majesties and the Stone Masters. They will organise an unforgettable party for their guests from all over the world!

Children from 3-12 years get to work with cakes, flowers and perfume bottles. Partially with 'real stuff', and partially in a digital world. They will learn a dance and end up at a great party!



Kunstmuseum The Hague

- ◇ Chambers of Wonder 3.0
- 📍 The Hague, The Netherlands
- ✓ 2019 - present
- 👤 Kiss the Frog, Kossmanndejong, Rapenburg Plaza, Kloosterboer, Tungsten
- 👑 UX Concept, Design & Development
- ★ Dutch Game Award (Best Applied Game Design)
Thea Award (Outstanding Achievement)
International Design Communication Award
(Museums and Cultural Organisations)
MuseumNext Award (Highly Commended Innovation)
Spin Award (Silver Spin)
Museums+Heritage Award (Highly Commended Int.)

The Chambers of Wonder is an interactive crash course about art. The visitor steps into the role of a curator as they learn about fine arts, fashion, decorative arts and architecture. The ultimate goal is to collect artworks in and around the maze, and use these to design their own virtual Chamber of Wonder.



Vrak - Museum of Wrecks

- 📍 Stockholm, Sweden
- 📅 2021
- 👤 Kiss the Frog, Bruns, Ata Tech, Expology
- 👑 UX Concept, Design & Development
- ★ European Museum of the Year Nomination

Vrak - Museum of Wrecks is a brand new museum in Stockholm. Kiss the Frog designed and developed five interactive experiences, including a virtual historical archive and a dive down to a shipwreck with virtual reality. The experiences show visitors what marine archaeology is and how new knowledge is acquired.



Eye Filmmuseum

- ◇ Film Catcher
- 📍 Amsterdam, The Netherlands
- ✓ 2023
- 👤 Kiss the Frog, Studio Louter, arQive, Atelier Alkema, Ata Tech, Indyvideo
- 👑 UX Concept, Design & Development
- ★ **Museums+Heritage Award** (Best Use of Digital)
IDA Design Award (Cultural Interior Design – Museum)

Film Catcher is the interactive film installation at Eye Filmmuseum. By searching visually, visitors discover how beautiful and diverse film can be. They can conjure up ever-changing collections of images using more than thirty filter searches such as 'red', 'dancing', 'city' or 'close-up'.

Visitors are surprised by an ever-expanding number of clips taken from the 54,000 films in the Eye collection. Has a clip caught their eye? They can capture it on their tablet and watch the entire film or read more about it.



Maritime Museum Rotterdam

- ◊ Offshore Experience
- 📍 Rotterdam, The Netherlands
- ✓ 2016 - present
- 👤 Kiss the Frog, Kossmanndejong, Bruns, Shosho
- 👑 UX Concept, Design & Development
- ★ European Design Award (Exhibition Design)
Design Week Award Nomination (Exhibition Design)
Museums+Heritage Nomination (International)
Museum of the Year (Bankgiro Loterij)

In a world dominated by discussions about energy, the Offshore Experience introduces the unique topic of energy production at sea. Visitors join the search at sea for energy from oil, gas and wind by playing hands-on interactives!



Kelvingrove Art Gallery and Museum

- ◇ My Stories
- 📍 Glasgow, United Kingdom
- ✓ 2023
- 👤 Kiss the Frog, Elmwood, DJW, Centre Screen
- 👑 UX Concept, Design & Development

My Stories is an interactive tour for young people who would probably not visit the museum themselves. The young people are assigned challenges on a tablet to encourage them to think about art. There are no right or wrong answers. The tour is mainly intended to give young people more self-confidence and let them know that their opinion matters.



National Museum of Qatar

- ◆ Family Exhibits, Movement Table & On the Move
- 📍 Doha, Qatar
- ✓ 2019, 2022
- 👥 Kiss the Frog, Acciona, OPERA Amsterdam, Shosho
- 👑 UX Design & Development
- ★ AVICOM F@IMP 2.0 (Interpreting Exhibition Installation)
International Design Award Bronze
(Multimedia-Interactive Media)
MUSE Design Award (Exhibit)
SBID Award (Nomination)

The National Museum of Qatar not only tells about the rich history of Qatar, it also tells the story of its inhabitants, from a distant past to the future. The exhibits offer families a chance to explore the story of Qatar in an exciting way with interactive games and immersive projections.



Heineken Experience

- 📍 Amsterdam, The Netherlands
 - 📅 2015 - present
 - 👤 Kiss the frog, Aram Leeuw, Mansveld
 - 👑 UX Concept, Design & Development
-

The Heineken Experience is one of Amsterdam's premier tourist destinations, with over 1,000,000 visitors every year. For Heineken, Kiss the Frog executed a complete refurbishment of an exhibition space which incorporates two fun chromakeying experiences.

The digital tour guide, provided via the app, is an extension of the experience focused on interaction and personalisation using augmented reality.



Sound & Vision

- Media Museum
- Hilversum, The Netherlands
- 2006 - present
- UX Concept, Design & Development
- Kiss the Frog, XPEX, Redrum, Elastique, Tinker, Beam Systems, Bruns
- ★ AVICOM Award
SBID International Design Awards
Heritage in Motion Award
European Museum of the Year Nomination

Sound & Vision is the Dutch Institute for media culture. Since the first opening of the Media Experience in 2006, Kiss the Frog has developed more than 100 exhibits for permanent exhibitions and numerous interactives for temporary exhibitions.

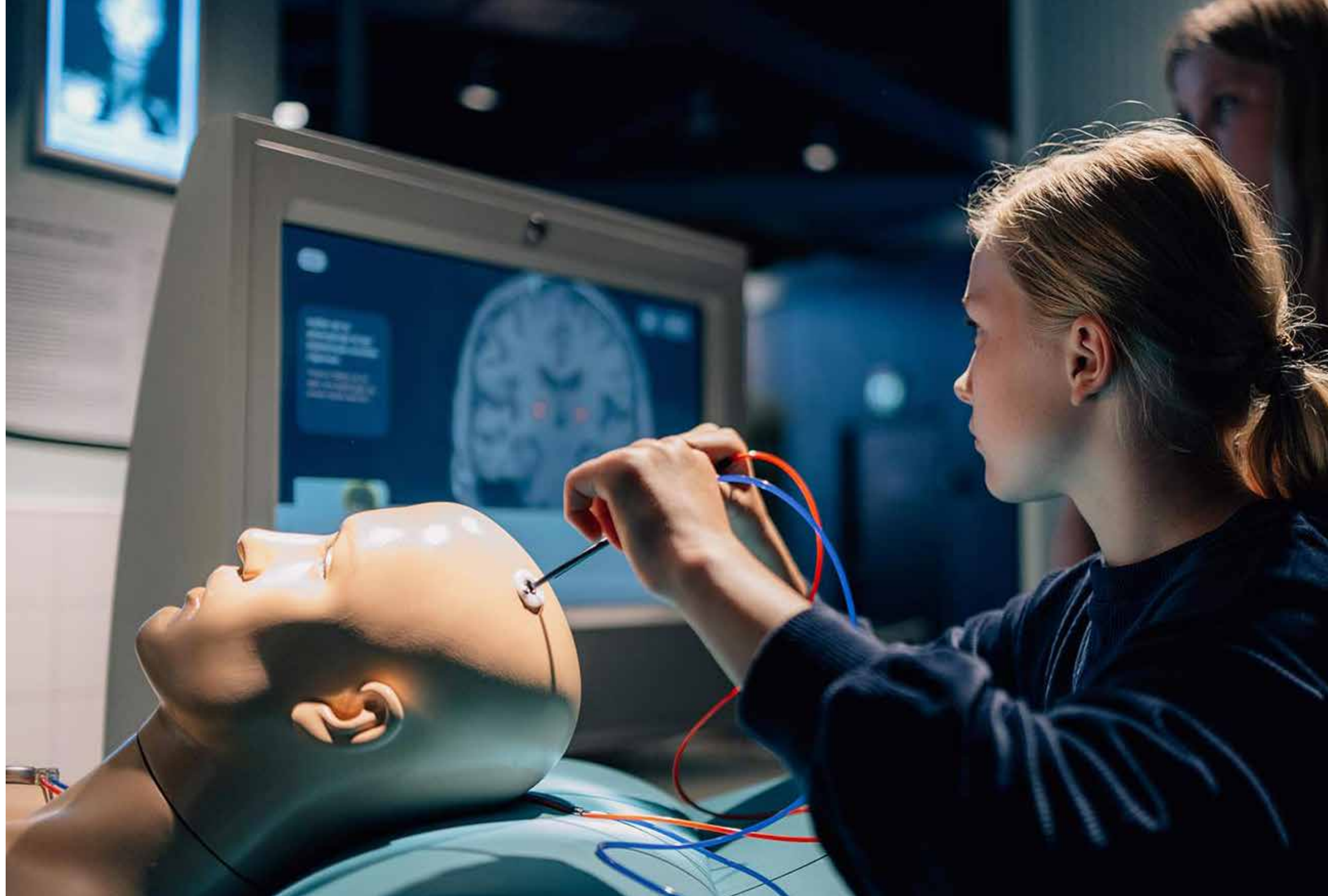
In 2023, Sound & Vision launched the world's most interactive Media Museum. Visitors explore five zones, experiencing media's impact and creating their own content. A face recognition system tailors personalised experiences, revealing visitors' media personalities as they engage with exhibits.



Experimentarium

- ◊ Future Human
 - 📍 Hellerup, Denmark
 - ✓ 2023
 - 👥 Kiss the Frog, Marengdeluxe
 - 🏠 UX Concept, Design & Development
 - ★ CIMUSET Award Nomination
-

The exhibition Future Human brings visitors to the near future. Visitors can experiment with six emerging technologies that promise to change their lives significantly. The question is: How far will they go? Visitors can experiment and learn about cloning, brain implants, genetic manipulation, deepfake, sentiment analysis, and cosmetic surgery. New technology brings new possibilities and also raises ethical considerations. In the exhibition, visitors gain insights into exciting new technologies while being challenged to consider where their limits lie.



Children's Book Museum

- ◆ Papiria 2.0, Annie M.G. Schmidt's Bold and Brassy Kids
- 📍 The Hague, The Netherlands
- ✓ 2020 - present
- 👥 Kiss the Frog, Taken By Storm, Thisisjane, Kloosterboer
- 👑 UX Concept, Design & Development

Papiria is an adventurous exploration through the world of the children's book. In the interactive exhibition, children experience the magic of stories and discover which story is inside of them. Armed with their imagination and an RFID bracelet, they embark on their journey.

Annie M.G. Schmidt's Bold and Brassy Kids gives visitors the chance to experience a weird and wonderful adventure in the rebellious world of the queen of Dutch children's literature. Step into Abel's lift for a thrilling journey, create a cat vlog or build the most beautiful poems on the Poem Building Site.



BACKSTAGE

The foundation for connected exhibitions

To create magical interactive experiences you need a surprising amount of infrastructure. Behind the scenes you want to use proven technology that has a great track-record when it comes to performance, security and privacy. Kiss the Frog started developing back-end products with this philosophy in 2002. Our experience and knowledge is crystallised in Backstage.

Backstage is Kiss the Frog's product line of solutions that form a solid basis for building interactive visitor experiences.



Backstage id is at the heart of our personalised exhibitions. Every visitor uses a unique token to trigger the interactives. Over the years we've used many kinds of tokens from barcodes,

fingerprints, iris scans, face recognition to RFID-embedded objects in many shapes and forms. Visitors' characteristics, interactions and creations are stored with the help of these tokens. This forms the basis for a personalised interactive experience before, during and after a visit.



Backstage cms is a content management system designed especially for interactive experiences. It allows content creators to manage text and upload or update media files. The system is designed to support collaboration and to simplify the process of working on multilingual projects.



Backstage control provides a central control panel to help staff stay on top of things. Get access to every computer in an exhibition from an easy-to-use dashboard and control all of them with just one click.

The LEGO House exhibition is an excellent demonstration of what can be achieved with Backstage technology. LEGO House successfully integrated a wristband as the visitor's token. All pictures, movies, rewards and collections that the visitor makes throughout the day can be saved on their wristband and revisited later.

Digital Souvenirs

Capturing the experience

Digital Souvenirs are personalised memories that your visitor cares about and loves to receive as a reminder of their visit. Pictures, soundscapes, 3d scans and videos let them relive and share their visit with family and friends.

Digital Souvenirs increases the online visibility of your museum or visitor experience. The digital souvenirs can be shared via different social channels. We offer full integration with Whatsapp, Facebook, Twitter, YouTube, email and newsletters. Visitors can also download the souvenirs directly onto their computer or personal device.

An example project where Digital Souvenirs has been successfully included is the Heineken Experience. Visitors record a video of themselves riding a karaoke bike. The recorded Heineken video is perfect for sharing, which is facilitated by the Digital Souvenirs platform.





Inclusive Design Accessibility guide

A design that takes into account differences in language, culture, gender, age, ability and other forms of human diversity is referred to as Inclusive Design. In the past it was more common that diversity was not considered in design; public buildings were inaccessible for wheelchairs, news broadcasts did not feature sign language interpretation, and people with autism were deeply misunderstood.

Our research study Inclusive Design, interpreted by Kiss the Frog, names the most important inclusive design principles that interaction designers need to be aware of, and adds the necessary degree of nuance to the publicly available guidelines about each one. Nuance, as always, put things in perspective, gets you thinking and helps to prevent graceless and forced application of ‘the rules’.

Want to know more about inclusive design or read our study?
Let us know at info@kissthefrog.nl.

Some of our clients

Art, Culture and History

- Auschwitz-Birkenau State Museum (Oswiecim, PL)
- Buffalo AKG Art Museum (Buffalo, US)
- Camp Vught National Memorial (Vught, NL)
- Children’s Book Museum (The Hague, NL)
- Chopin Museum (Warsaw, PL)
- Eye Filmmuseum (Amsterdam, NL)
- In Flanders Fields Museum (Ieper, BE)
- Kelvingrove Art Gallery and Museum (Glasgow, UK)
- Kröller-Müller Museum (Otterlo, NL)
- Kunstmuseum (The Hague, NL)
- LEGO® House (Billund, DK)
- Maritime Museum of Denmark (Elsinore, DK)
- Mauritshuis (The Hague, NL)
- Museums Victoria (Melbourne, AU)
- National Football Museum (Manchester, UK)
- National Military Museum (Soesterberg, NL)
- Naturalis Biodiversity Center (Leiden, NL)
- Natural History Museum (London, UK)
- Paleis het Loo (Apeldoorn, NL)
- Rijksmuseum (Amsterdam, NL)
- Sound and Vision (Hilversum, NL)
- Textile Museum Midtjylland (Herning, DK)
- U.S. Olympic & Paralympic Museum (Colorado Springs, USA)
- Van Gogh Museum (Amsterdam, NL)

Science and Technology

- Continium Discovery Centre (Kerkrade, NL)
- Cologne Science Centre (Cologne, DE)
- Delft University of Technology (Delft, NL)
- DoSeum (San Antonio, USA)
- Experimentarium (Copenhagen, DK)
- Glasgow Science Centre (Glasgow, UK)
- Hidrodoo/Pidpa (Herentals, BE)
- Konya Science Centre (Konya, TR)
- Kopernik Science Centre (Warsaw, PL)
- Mishkat Interactive Center for Atomic and Renewable Energy (Riyadh, SA)
- National Geographic Ultimate Explorer (MEX, CHN, AE, KW)
- National Space Centre (Leicester, UK)
- NEMO (Amsterdam, NL)
- Science Museum (London, UK)
- Sheikh Abdullah Al Salem Cultural Centre (KW)
- Space Expo (Noordwijk, NL)
- Technopolis (Mechelen, BE)
- Universe (Nordborg, DK)
- Universeum Science Discovery Center (Göteborg, SE)
- Vrak – Museum of Wrecks (Stockholm, SE)
- We The Curious (Bristol, UK)

Corporate Experiences

- ABN AMRO Asset Management (Amsterdam, NL)
- Accenture (Amsterdam, NL)
- Ajax Experience (Amsterdam, NL)
- Amsterdam Airport Schiphol (Amsterdam, NL)
- Artis Zoo (Amsterdam, NL)
- BAM Homestudios (Utrecht, NL)
- Gouda Cheese Experience (Gouda, NL)
- Heineken Experience (Amsterdam, NL)
- IKEA (Delft, NL)
- Lely (Maassluis, NL)
- Madurodam (The Hague, NL)
- Manchester United Experience (Macau, MO)
- Nederlands Dans Theater (The Hague, NL)
- Shell (The Hague, NL)
- Siemens (Dubai, UAE)
- SNS Bank (Utrecht, NL)
- Philips (Eindhoven, NL)
- Tata Steel (Velsen-Noord, NL)
- Pilsner Urquell: The Original Beer Experience (CZ)



And many more...



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Photo credits

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