

Dutch Museumvoor Communicatie searches personal love stories for new exhibition

'Love Is What You Want' exhibits personal amorous experiences as well as communicative and behavioral facts and figures on love

The Hague, July 21, 2015 – On September 4, the Dutch Museum voor Communicatie launches a participation project called 'Love Is What You Want', which focuses on the impact of love on human behaviour and interpersonal communication. Part of the project is the exhibition of personal stories of how people met and fell in love, mostly accompanied by objects that played a key role in these stories. The museum has already received many stories, yet searches for many more.

Dutch candour

The Dutch are known for their candour and are willing to share intimate details for this project. The museum has already received both moving and funny stories. Like the girl who hugged a life size mascot during an event, only to fall in love with the actual person wearing the mascot's suit. This life size suit will be part of the exhibition, alongside video interviews of the most hilarious and touching testimonies. Also on display are video lectures by neuroscientist Gert Holstege on the chemical reactions in the brain when falling in love and the accompanying physical attraction, and much more.

Keen to tell

Visitors' participation is very important to the Museum voor Communicatie, the Dutch museum that showcases the impact of communication on people specifically and society in general. 'Love Is What You Want' was conceived with public participation in mind. The museum asks people to share their stories on how they met their significant other. Although these stories can be very personal, most visitors are quite keen to tell. Not only Dutch stories are welcome though. The museum strives to add stories from abroad as well.

Love knows no boundaries

People who have had holiday romances in the past know that love knows no boundaries. Therefore, the museum would like to ask couples abroad to submit their stories on how they have met on www.loveiswhatyouwant.nl before August 15. 'Love Is What You Want' opens on

Friday September 4 in the Museum voor Communicatie in The Hague.

More information

Please visit www.LovelsWhatYouWant.nl or www.muscom.nl, follow the Museum voor Communicatie on Facebook [FB.com/MusComNL](https://www.facebook.com/MusComNL), Instagram [@MuscomNL](https://www.instagram.com/MuscomNL), via Twitter [@Muscom_NL](https://twitter.com/Muscom_NL) or follow the hashtag #WantLove.

Note to the editor (not for publication). For more information and images, please contact:

Jochem Rotteveel

E: jrotteveel@muscom.nl

T: 0031-6-10916897

