

December 2019, the new Unilever Foods Innovation Centre (also known as HIVE) opened in Wageningen. In HIVE, Unilever works on innovations and research to feed the growing world population in a sustainable and nutritious way. In short, HIVE is always within the ecosystem of Wageningen Campus the best place for experimenting, testing ideas and sharing new concepts that are good for consumers and the planet.

Sandenburg has been asked by Unilever to provide the public areas in the new center with experience touch points. In other words, contact points that make an important contribution to the openness, transparency, variation of working methods and connections between users. With the aim of inform, inspiring, activating and stimulating the target group in a culture of open innovation.



Photography: www.sandenburg.com

One of the touch points is the Green Welcome Structure. DST, in collaboration with Sandenburg, asked Bruns to realize this element. The Green Welcome Structure is based on 'the honeycomb', the symbol of pollination. The starting point of this is; transfer of information, knowledge and new innovative solutions for the entire ecosystem.

The honeycomb is made of a square grid that gives the feeling of modularity and scalability. The grid is made of steel profiles in 20x20mm. The outer edges are irregularly shaped to emphasize the infinity of the ecosystem. There are also LCD-screens and LED-lighting implemented to create a lively and dynamic environment. In addition, some columns of the grid are provided with an herb. The caterer uses the herb for dishes that are served. This is dominated by the nectar from the honeycomb.



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Location

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Design

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