

BRUNS

Nest



Nestlé opens its doors to the public. On the occasion of the 150th anniversary of the world's largest food company, Utrecht experience design bureau Tinker imagineers has designed the family experience *nest* in Switzerland. An open house with a floor area of 6,626 m², located on the banks of Lake Geneva in the place where Henri Nestlé established his first factory in 1866.

More than one hundred Dutch designers, engineers and builders worked together on the scenography for *nest*. Tinker involved many other creative companies in the € 45 million project, including Bruns (development, engineering, production, realisation and installation) and Mansveld (AV and lighting technics). *nest* opens officially on 2 June and will be open to visitors from 15 June.

Authority

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Location

Vevey

Surface area

6.626 m²



Experience design

Visitors will receive an interactive and personal look behind the scenes. They will accompany the enterprise on a journey through the past, present and future. Nestlé displays its diversity across five different zones, with 'care, enjoy, improve & share' as the motif.

An eye-catching feature in Piazza, the central atrium, is a life-size tree composed of more than 1200 flowers handmade from various product packages. Fondations brings visitors back to when the company was established in the 19th century in an authentic, timed attraction. Zeitgeist is devoted to 150 years of history and links Nestlé's products, images and stories to iconic moments in world history.

The present-day Forum uses interactive ways to make visitors conscious of world food issues and appeals to collective responsibility. Visions consists of a spectacular world under the glass roof and symbolises the future. Visitors experience the passion of scientists and their creative innovations through games and a VR experience. Children have their own discovery journey that leads them through *nest*.



Destination

Experience center

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

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Start

January 2015

Delivery

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