

# BRUNS

## VW Inspiration Point Goes



VW Goes is the sixth location that has been transformed into the new VW Inspiration Point formula of Zeeland. In the new Inspiration Point the visitor experience stories of the city and surroundings in word and image. Via interactive screens visitors are informed about sights, history and events of Goes. Director of VW Zeeland Erik van den Dobbelssteen says: "The information keeps, but mainly inspiration and experience are central now. In the new design there is chosen for a dynamical approach, which the visitors give the possibility to discover the Zeeuw in himself.

Special about this renovation is that a joint entrance has been realized with the adjacent Historical Museum the Bevelanden. A combination visit is now made easy. In addition, the viability of both is increased, so that the Beverlands heritage is preserved.



### Authority

VW Zeeland

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### Location

Goes, The Netherlands

### Surface area

140 m<sup>2</sup>

In the renewed VVV Inspiration Point immediately sets an atmospheric tone with soft and light colors that invite. On the wall are nice overviews of what Goes and Zeeland has to offer. These are to follow in Dutch and German language. The walls have modern interactive technology, like a touchscreen upon which the visitor can choose information and pictures by himself. Also the wall is provided with through-holes, which in you can see photo's. Beside there is a table-touchscreen which images and information can be found over the hole province. These images can also be enlarged and rotated.

A special element in this Inspiration Point is 'the green room'. This is a space with green walls and a screen. On the screen the visitor can chose a photogenic Zeeuwse background and have themselves photographed. Examples of these backgrounds are: the harbour of Goes, the steam train or the Zeeland bridge. When the picture is made the visitor can full in his email and address to receive free the picture as Zeeuws souvenir.

For the visitors which are less interested in all the modern technology, the Inspiration Point has still leaflets and hospitable employees.



### Destination

Visitor Center

### Type exhibition

Permanent

### Project director

Harry Jansen

### Design

Potztausend

Archipel 22-77

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### Start

July 2018

### Delivery

November 2018