

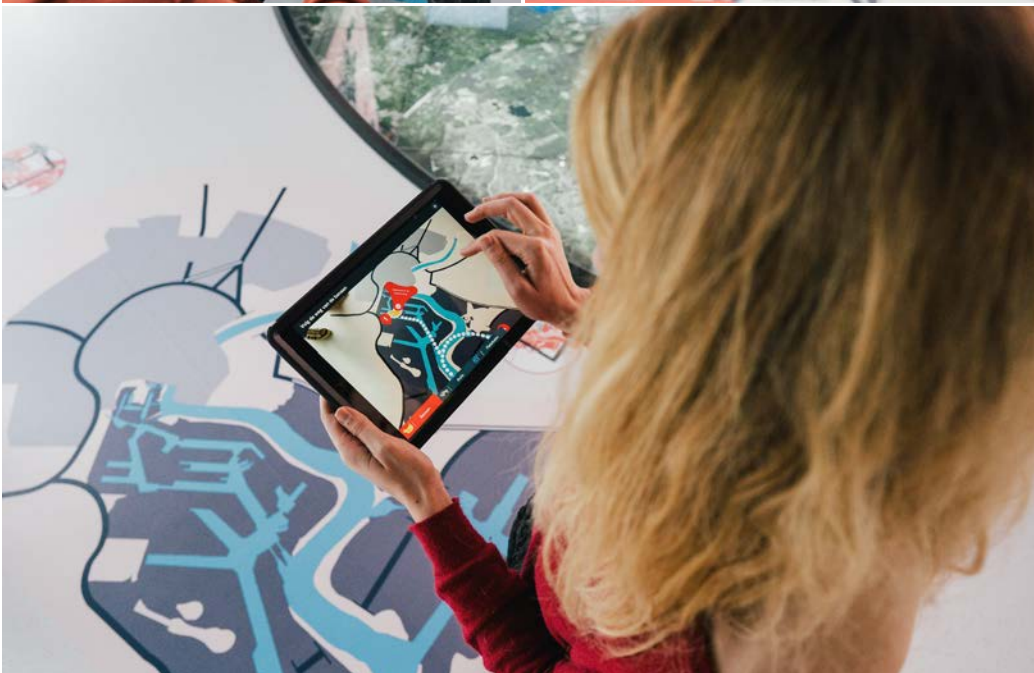
BRUNS

Portopolis Port of Antwerp



Portopolis, harbour pavilion located at the MAS in Antwerp has been rebranded as a visitor centre for young and old. The focus is on experience and interactivity. In addition to personal guidance, every visitor receives a tablet one entry that guides them interactively. In this way the visitor discovers all ins and outs of the port through augmented reality and virtual reality.

Nathalie van Impe, Head Communication and Marketing officer is proud on Portopolis. "With this renewal, we are fully focusing on experience and interactivity. One ingredient we are not changing, our hosts are happy to welcome young and old and share their knowledge about the port with great enthusiasm." Harbourmaster Annick de Ridder completes: "Through Portopolis, our port will also become more tangible to visitors and at the same time we will be working to support the largest economic engine in our region."



Authority

Bailleul Design Agency
Burggravenlaan 321
B-9000 Ghent
Belgium
T +32 9 222 93 95

Location

Ghent, Belgium

Surface area

175m²

BRUNS

Portopolis Port of Antwerp

Commissioned by Bailleul Ontwerpbureau who designed and conceived the visitor centre including all AR applications, Bruns was given the responsibility for the realisation of Portopolis together with the multimedia company CREATE.eu.

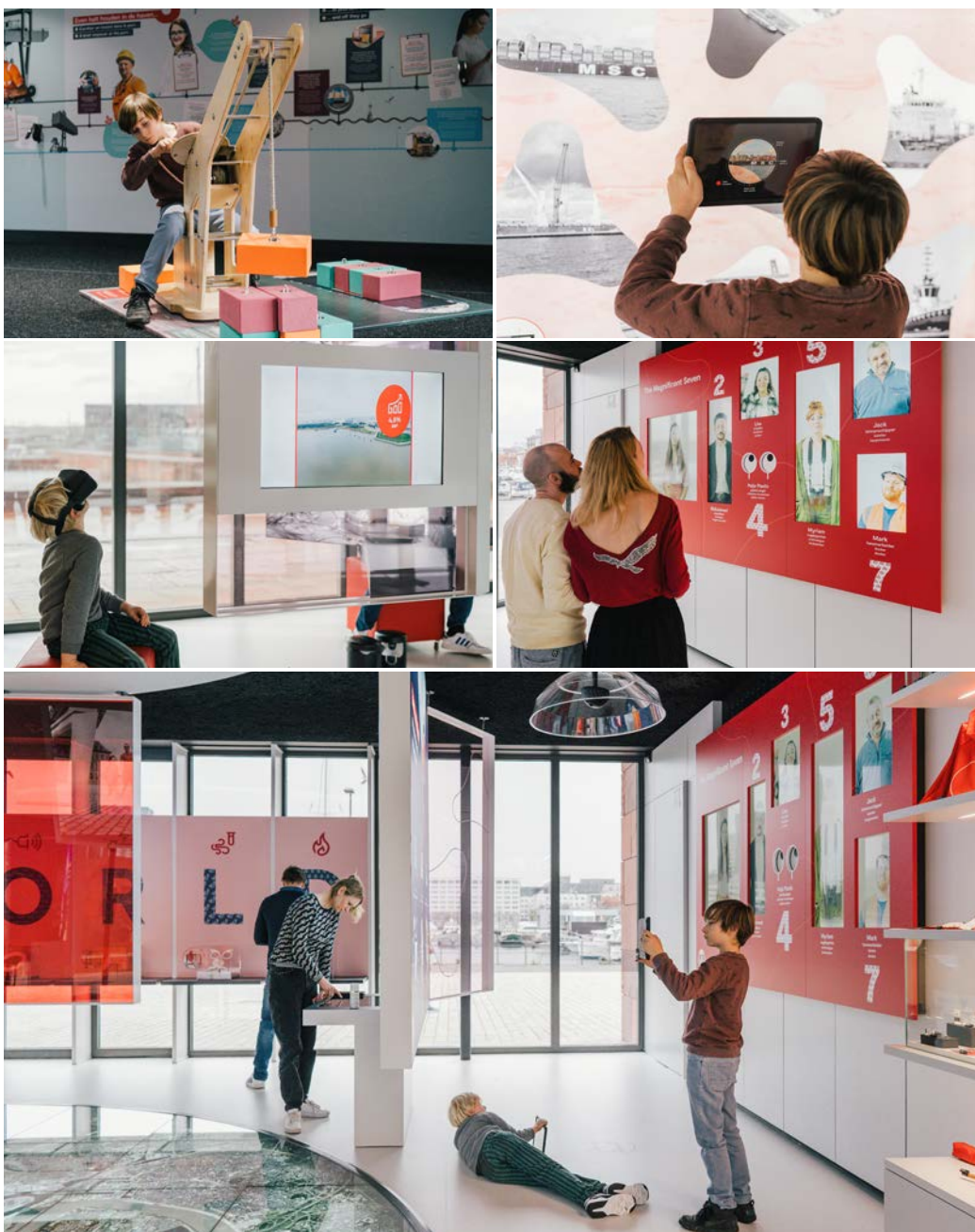
A special and unique feature of this project is the floor based on 6.5-metre round glass, with an aerial photograph and light. When visitors point the tablet to the aerial photograph, they learn more about various hotspots in the harbour and the harbour comes to life.

The exhibition is equipped with many interaction set-ups. For instance, a port employee comes to life on the tablet screen when the visitor scans a portrait photo of the character. Visitors also get a 360° tour of various locations in the port when they put on VR glasses.

Furthermore, the visitor centre is equipped with various room dividers in coloured glass, light boxes and graphics. There are also various activities in Portopolis for the very youngest. On four separate islands, for example, the children can load a container ship themselves, map out a route for their goods and learn how to moor a ship.

In addition to the digital tour, there are also hosts ready to help the visitor with fascinating port stories, pithy anecdotes and sensational figures.

A visit to Portopolis is an instructive and fun outing for young and old!



Destination

Visitor Centre

Type of exhibition

Permanent

Project manager

Hugo de Win

Design

Bailleul Design Agency

Burggravenlaan 321

B-9000 Ghent

Belgium

T +32 9 222 93 95

Start

October 2019

Delivery

December 2020