

BRUNS

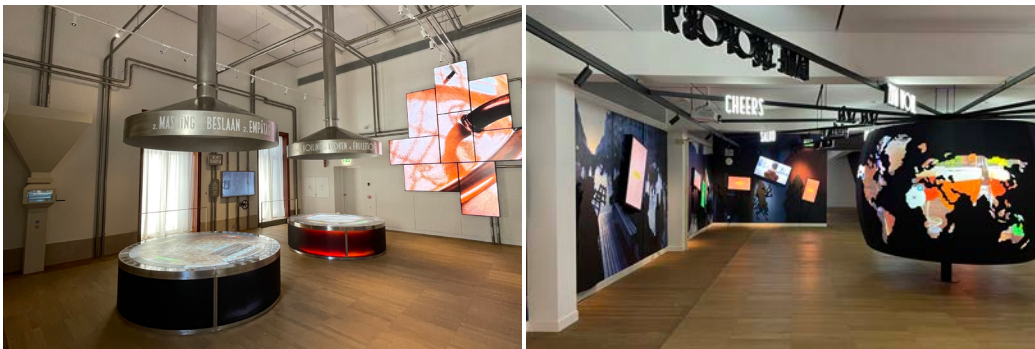
Belgian Beer World



Belgian Beer World in Brussels is the biggest interactive experience centre about beer. In 2016, Belgian beer Culture was added to UNESCO's the Representative List of Intangible Cultural Heritage. Belgian beer is known worldwide for its unprecedented diversity. This is thanks to the creativity of Belgian brewers.

Belgian Beer world offers visitors an unpredictable journey of discovery in an educational, contemporary and interactive environment that stimulates all your senses. Inspiring stories, brewer's secrets and unique taste experience tell the great story of Belgian beer.

It is a place where cultural heritage comes alive, but also a place where discovering, being surprised and having fun are key.



Authority

City of Brussels
Department of Public
Patrimony
Hallenstraat 4
1000 Brussels
Belgium

Location

Brussels, Belgium

Start

2020

Delivery

2023

Belgian Beer World

Destination

Information &
visitor centre

Type of exhibition

Permanent

Project director

John Bootsman

Consortium Tripel

CREATE.eu

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Bruns, together with Potteau Labo and CREATE.eu as a consortium called Tripel, developed, produced and realised Belgian Beer World. Bruns was responsible for the interactive exhibits, Potteau Labo for static set-ups and CREATE.eu for hardware, projections and content.

Belgian Beer World is a multifaceted project consisting of several objects of various sizes, realised from a variety of disciplines. From 5.5-metre-high 3D printing to hand modelling a 5-metre-high doll and everything in between.

Coming to a final design was very complex in this project. All sort of factors like the fact that the city's residents had a say added an extra dimension. It is an ambitious project created thanks to a productive collaboration between the City of Brussels and Belgium's five largest breweries, along with 103 small breweries. The result is a meeting place where Belgium is proud of its cultural heritage, located in the prestigious Brussels Stock Exchange building.

