

BRUNS

Inspiration Point Doetinchem



On the ground floor of the old post office in Doetinchem, the Inspiration Point and city museum together form a public meeting place. A place where residents and visitors can get inspired to go out in the municipality of Doetinchem and the Achterhoek.

Director Esther Ruesen expresses her proud of the transformation: "Visitors expect more and more experience and with this Inspiration Point, we are responding to this. We also will give tips on how to experience the self, based on the stories of Doetinchem. I am incredibly proud of our volunteers and everyone else who made this a success. Doetinchem as centre of the municipality of the Achterhoek now has a physical place that does justice to the many opportunities we have to offer."



Authority

VW Stadsmuseum Doetinchem
Burg. van Nispenstraat 2
7001 BS Doetinchem
The Netherlands
T 0314-335557

Location

Doetinchem, The Netherlands

Surface area

60 m²



Bruns realised the entire Inspiration Point Doetinchem, according to the design by design agency Potztausend. In collaboration with the combination of Patrick Polie, concept developer of the Inspirations Points, and the design agency, several VVW's have been transformed into Inspiration Points within the Achterhoek region.

Bruns made the translation from design to realisable product in coordination, engineering and execution within predetermined budget. Due to various in-house disciplines from graphics to electrical engineering, interior and a small part multimedia, the realisation was completed.

The Inspiration Point Doetinchem features many interactive elements that visitors can operate themselves. By entering, there is a Ferris wheel through which various sights in and around the city can be discovered based on four themes. There is also a storytelling tap. When visitors pull the beer tap handle towards them, a video with storyline about the city centre appears. Using the route mixer, visitors can create their own customised route. On the wall is a large graphic of the Old IJssel River. And in the middle of the room, the impressive historical maquette of Doetinchem has been repositioned in the new concept.

The Inspiration Points are part of an Achterhoek Tourism incentive programme to reinvigorate physical hospitality.



Destination

Visitor centre

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

Potztausend

Kors de Waard

Archipel 22-77

8224 GP Lelystad

The Netherlands

T (06) 46 26 53 23

Start

April 2022

Delivery

April 2023