



The renewed VVV Inspiration Point Lochem shows a surprising view of all the treasures and special experiences that Lochem has to offer in the field of recreation and tourism. Visitors are enticed to go out in the environment through a lot of images, stories and interactive elements. The experience is also central to this fifth completed VVV Inspiration Point in the Achterhoek.

Thanks to the innovative VVV concept, the municipality of Lochem can promote its hospitality even better. Alderman Eric-Jan de Haan: "The idea behind the Inspiration Point is to entice visitors to visit the most beautiful places in the municipality. We hope they will stay longer, come back more often and share their experiences with family, friends and acquaintances."



Hip en Style Photography

BRUNNS

VVV Inspiration Point Lochem

Authority

Foundation Achterhoek
Toerism
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Location

Lochem, The Netherlands

Surface area

150m²

Total value

107.483 EURO
(excl. VAT)

Bruns has in cooperation with project leader DestinatieX and design agency Potztausend VVV Lochem returned into a VVV Inspiration Point. A meeting place where you will be taken into the DNA and stories of the municipality of Lochem.

Various interactive walls inspire the visitors about sights in the environment. One wall, for example, is entirely devoted to the regional stories of Lochem. By touching a graphic representation of books, the visitor gets to hear the chosen regional story through a listening ear. Regional stories like 'Witte Wieven', the midwinter horn-blowing and the 'Hooiplukker'.

In the middle of the room is a large interactive projection table with 3D printed landmark buildings. Visitors can select these buildings and/ or other locations via the screen. The projection lights up the selected element and the corresponding information appears on the screen. In the meanwhile, a cyclist cycles across road and 'Witte Wieven' fly over Lochem. Not only here, but also a bit further in the room, information is available on the touch table.

Visitors who are looking for a suitable walking or cycling route can find it themselves via the Routemixer. Based on a number of choices made, a customised route is produced that can be scanned by mobile phone via a QR code. Easy & fast!



BRUNS

VVV Inspiration Point Lochem

Destination

Visitor centre

Type of exhibition

Permanent

Project director

Harry Jansen

Design

Potztausend

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T (06) 46 26 53 23

Start

April 2020

Delivery

April 2021