

BRUNS

Visit Lokeren



The tourist information centre Visit Lokeren is moving to the fully renovated post office building in the city of Lokeren. The aim is to create a contemporary and welcoming environment that allows visitors to immediately experience the story of the city. It will be a meeting place for residents, tourists and entrepreneurs.

In this renewed centre, visitors discover the city through five original modules. In addition to these experiential elements, traditional services remain available: visitors can still obtain information and purchase regional products in the shop.

Visit Lokeren is a renewed reception area with a warm atmosphere, clear routing and playful elements that highlight the character of Lokeren.

Authority

City Lokeren
Groentemarkt 1
9160 BE Lokeren
Belgium

Location

Lokeren, Belgium

Project director

Maarten Taborsky



As the main contractor, Bruns was responsible for the complete realisation of the experiential elements within the renewed Visit Lokeren. We worked closely with Wondering and CREATE.eu, ensuring that design and execution were seamlessly aligned.

Together with the team, we created five interactive installations that allow visitors to explore the area in a playful way: a data table that provides access to all hotspots in Lokeren and the surrounding region; a celebration module showcasing the city's rich festive culture; a culture module featuring stories of remarkable local figures; interactive letterboxes with facts about local customs, dishes and dialects; and a virtual boat trip along the waterways of Lokeren.

The development of these interactives is intuitive, robustly built and fully aligned with the identity of Visit Lokeren. All elements combine design and experience, giving the renewed reception area a distinctive and recognisable character.

Visit Lokeren

Destination

Visitor- &
Informationcenter

Type of exhibition

Permanent

Design

Wondering
Burggravenlaan 321
9000 Ghent
Belgium
T +32 9 222 93 95

Delivery

November 2025

