

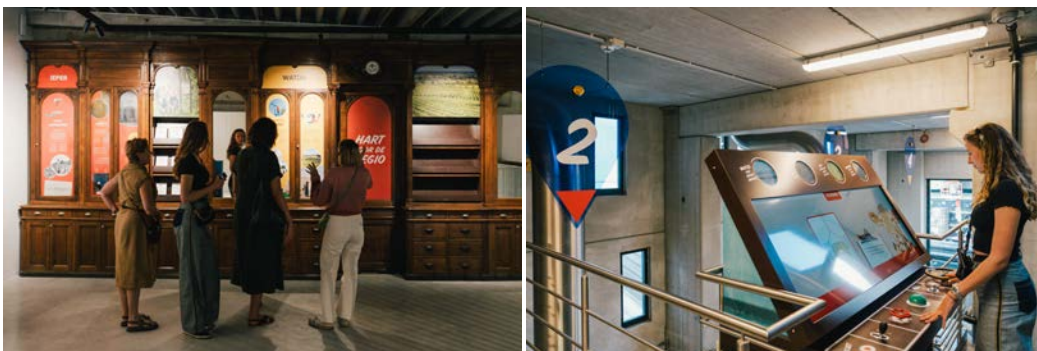
BRUNS



The St.Bernardus brouwery in Watou (BE) has opened the 'Brewery Tour'. A new interactive visitor experience, where visitors can discover the unique story of St.Bernardus at their own pace. In a museum experience, visitors will be immersed in the history of the brewery. You get insight into the brewery process and an exclusive look behind the scenes.

The new Brewery Tour is an sensory, audiovisual experience closing with the obvious beer tasting at Bar Bernard!

St.Bernardus Brewery Tour



Authority

Brouwery St.Bernardus
Trappistenweg 23
8978 Watou
Belgium
T +32 57 38 80 21

Location

Watou, Belgium

Surface area

250m²



BRUNS

St. Bernardus Brewery Tour

Destination

Visitor Centre

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

Bailleul Ontwerpbureau

Burggravenlaan 321

9000 Ghent

Belgium

T +32 9 222 93 95

Start

July 2021

Delivery

October 2023

Bruns realised following design of Bailleul Design Agency and in cooperation with CRE-ATE.eu the total Brewery Tour. In keeping with the brewery's corporate identity, different materials and graphics were used. Its unique DNA is woven into every aspect of the visitor experience, a brewery with character and spice. Based on eye-catching branding of each beer in a different color, for a colorful interior.

With the audio guide in hand, visitors discover the trail independently and at their own pace. Every space in the brewery is different. The information is granted in various interactive ways such as through films, art, a light and audio show, hands-on interactions, fun graphics and a meter-long photo-opportunity. Finally, feast you eyes on the new brewing hall and state-of-the-art bottling line.

