

BRUNS

VVV Inspiration Point Ulft



At the DRU Industriepark in Ulft, the third VVV Inspiration Point of the Achterhoek is open. The new Inspiration Point visually inspires residents and tourists about the DRU Industriepark, the municipality of Oude IJsselstreek and its surroundings.

Alderman Janine Kock says about the new Inspiration Point: "This is a fantastic asset for both the DRU Industriepark and the entire municipality. Visitors get a good picture of the past and present of the DRU Industriepark, but also of the surrounding area, in a very interactive way. This is also absolutely worthwhile for residents".



Authority

DRU Industriepark and
Foundation Achterhoek
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Location

DRU Industriepark, Ulft
The Netherlands

Surface area

170m²

Bruns worked together with project leader DestinationX and design agency Potztausend to realize the new VVV Inspiration Point at the DRU Industriepark. The function of this VVV Inspiration Point is twofold. As an Inspiration Point, visitors can compose their day out on the basis of stories and, as a visitor information centre, obtain information about the DRU Industriepark.

The visitor will immediately see an overview of the DRU Industriepark upon entering. By means of projections and interactive levers, the difference between the old and new situation of the buildings on the park can be discovered. In addition to the projection, there are also CIVON objects in large steel walls with showcases and a temporary exhibition. Touchscreens inform visitors even more about the past, present and future of the DRU Industriepark.

The municipality of Oude IJsselstreek will be brought to life by means of video, interactive screens, a digital reading table, regional stories in audio and moving information panels. A new component is 'Seven mile boots'. Here the visitor steps through the surroundings in an interactive way. By means of a projection, certain steps are highlighted with a landmark. The graphic walls are also provided with a lot of interaction. For example, on the history wall the visitor discovers special drawers with objects and on another wall an impression of the castles and estates by means of sliders.

It is a richly filled Inspiration Point with many new elements in addition to the familiar routes, brochures and souvenirs.



Destination

Visitor Center

Type of exhibition

Permanent

Project director

Harry Jansen

Design

Potztausend

Kors de Waard

Archipel 22-77

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T (06) 46 26 53 23

Start

March 2020

Delivery

July 2020