

BRUNS

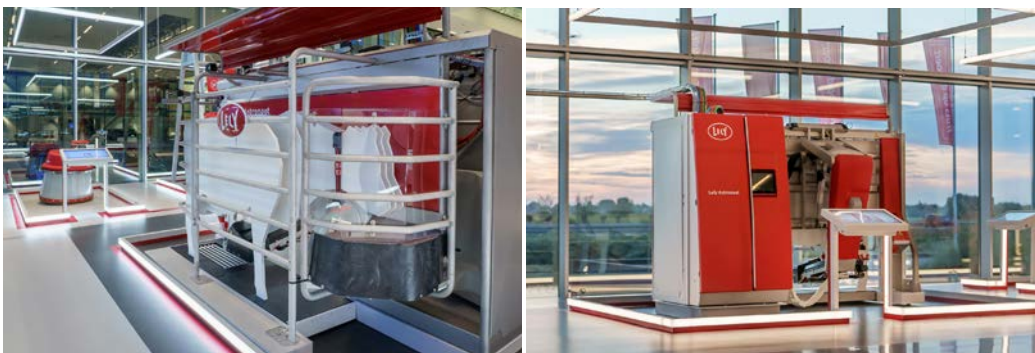
Lely Experience



In the entrance hall of the renewed Lely Campus in Maassluis is a Lely Experience realised. In this experience, the visitor gets to know the Lely brand in a dynamic and interactive way. Visitors will discover and learn more about the products, experiences of farmers and the vision of the farm of the future!

"The renewed Lely Campus gives Lely more space to build products for a sustainable future. The future of farmers, cows, the planet and everyone living on it today." - André van Troost, CEO Lely

Whit this experience Lely is ready for the future: Lely's 'Farm of the future'.



Authority

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Location

Maassluis, The Netherlands

Surface area

400m²

Bruns was responsible for the production and installation of all furniture, according to design by DST-Sandenburg. Bruns translated the design of DST-Sandenburg into manufacturable exhibits, which were successfully installed. During the realisation of the Lely Experience, several parties have collaborated. Ata-Tech provided the hardware and Kiss The Frog the software and animation.

The exhibits focus entirely on various themes. These include 'facts & figures' to discover, Lely's history, new products and Lely's view of the farm of the future. In this brand experience the Lely machines, or 'hero products', are at the centre such as the: Horizon, Orbiter, Sphere, Astronaut, Juno, Vector and Discovery. The overall experience has a consistent design and material appearance in line with Lely's corporate identity.

The Lely experience is designed so that visitors, regardless of prior knowledge, are briefly introduced to the brand previous to the appointment. In a few minutes, the visitors will discover who Lely is, what they do and find important in the industry.

Bruns had an important role in making this experience happen on time because of the opening deadline. The revamped Lely Campus has been officially opened by King Willem Alexander.



Destination

Brand experience

Type of exhibition

Permanent

Project director

Dennis van den Beuken

Design

Sandenburg-DST

De Ruijterkade 113

1011 AB Amsterdam

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T +31 (0)20 237 65 81

Start

December 2021

Delivery

September 2022