

BRUNS

VVV Inspiration Point Groenlo



The new VVV Inspiration Point Groenlo takes the visitor into the history of Groenlo. The story the Battle of Grolle is central to this. A big battle in the 80-year war, of which memories can still be seen. In addition to discovering history, visitors are also given concrete tips for going out and visit the memories themselves.

Alderman Marieke Frank explains the transformation of the VVV: "As a result of increased digitalization, physical tourist information locations are being given a different role. Storytelling, interaction and experience are important trends in this. This is the reason why several tourist offices in the Achterhoek are working on a transformation into an Inspiration Point. This is a place where the experience, inspiration and interaction of the region are central. In the new inspiration point, residents and visitors can find inspiration about Groenlo and the Achterhoek in a visual way."



Authority

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Location

Groenlo, The Netherlands

Surface area

90m²

Bruns has transformed, in cooperation with project leader DestinatieX and design agency Potztausend, tourist office Groenlo into an Inspiration Point. A meeting place where the stories and DNA of the region have been mapping out.

Within the inspiration point, the innovation is mainly felt through experience and interaction. Visitors of all ages are inspired in different ways by various applications. For example, the visitor can imagine themselves on the battlefield of the Battle of Grolle by wearing a VR goggles. The Battle of Grolle is still organized as an event every two years. By imagining yourself on the battlefield, visitors can take part in the event in which some 1500 re-enactors reenact this historic battle.

The 'battle' can also be experienced through sound fragments from various characters from this era: Prince Frederik Hendrik, a Spanish soldier, a native and the children Harmen and Bregje.

The Battle of Grolle is not Groenlo's only experience. With a large round table you can operate levers that give you more information about experiences in the fortified city. The inspiration point tells many other themes. Also about the beer history of Groenlo. Through beer barrels you will discover the history of beer and where you can visit local brewers. Finally, there is also attention to the Grolse Want. These were knitted in the 17th century and belong to the national intangible heritage.

When the above interaction does not yet yield enough. You can also find a touch table where you can get all the information you need about experience tips in the area.



Destination

Visitor centre

Type of exhibition

Permanent

Project director

Harry Jansen

Design

Potztausend

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Start

November 2019

Delivery

November 2020