

BRUNS

Fruit experience centre Syrup Factory

The Syrup Factory in Borgloon is one of the last remnants of the industrial processing of fruit into syrup. The historical core of the steam syrup factory is transformed into a tourist zone consisting of; a fruit experience centre, regional product shop, party room and bistro named 'De Smaakfabriek', where top chef Giovanni Oosters will serve regional cuisine. Bruns, in cooperation with design agency Bailleul, has ensured that the visitor can immediately taste the rich past among the monumental industrial machines. Borgloon will be a meeting- and experience place that shows residents and visitors the inseparable link between fruit, syrup and Borgloon.

Authority

Autonomous municipal
company
Borgloon
Speelhof 10
3840 Borgloon
Belgium
T 012 37 36 73
I www.borgloon.nl

Location

Borgloon, Belgium

Surface area

1500m²



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Destination

Visitor Center

Type of exhibition

Permanent

Project director

Harry Jansen

Design

Bailleul design agency

Burggravenlaan 321

B-9000 Gent

Belgium

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Start

September 2018

Delivery

March 2019

The fruit experience centre Syrup Factory is a project that already more than 10 years under attentions is of both Bailleul and Bruns. In 2007 the Syrup Factory won the program 'Monumentenstrijd', at which the audience has the possibility to vote which monument gets a restoration budget of 500.000 euro. This price supplemented with subsidies and investor Veiling Bel'Orta has ensured that the restoration could be started.

Visitors of the fruit experience centre can, partly due to the audio-visual effects of Create, discover the story of the Haspengouwse fruit and its processing. They follow, based on fun and educational experience modules, at their own tempo the way that a delicious piece of Loons fruit travels.

