



VVV Gemert-Bakel has been converted into the first Inspiration Point of Brabant. The Achterhoek region and province of Zeeland preceded. Now the start has also be made in the Land van de Peel. Here tourism is growing such as the ambition to make the municipality even more attractive live and recreate. "We think we can better serve the many tourists who already visit Gemert-Bakel in a new, modern way," said VVV Chairman Bert Mickers.

The tourist office has more than double in size because of added a part of the town hall in the new plan. Instead of just leaflets, Gemert-Bakel's VVV tourists are now informed in a more modern way about excursions, walks, bike rides and everything there is to experience.



Authority

Manucipality of Gemert-Bakel
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Location

Gemert-Bakel,
The Netherlands

Surface area

95m²



VVV Inspiration Point Gemert-Bakel

Destination

Visitor centre

Type of exhibition

Permanent

Projectdirector

Maarten Taborsky

Design

Potztausend

Kors de Waard

Archipel 2277

8224 GP Lelystad

The Netherlands

Start

May 2022

Delivery

June 2023

Bruns realised the new VVV Inspiration Point Gemert-Bakel following the design of Potztausend in cooperation with Patrick Polie. The VVV Inspiration Point is equipped with a lot of images from the environment. In this way the visitor is immediately immersed in the story of Gemert Principality by entering. Opening Gemert shutters reveals stories about the history of Gemert and the castle. Knight Rutger takes visitors back in time through a listening horn. And with VR glasses, tourists view a real court case from the 14th century.

Further in the Inspiration Point the visitor gets more information about nature areas through the interactive nature wall. The theme of Farmers's Life, known from the Farmer's Union Museum, also comes to mind. In the centre of the room is a large "Land of the Peel table" highlighting of the area. This explains the Peelrand fault, the unusual geological phenomenon.

In short, Gemert-Bakel's VVV has undergone a major metamorphosis. The result is an interactive, contributing Inspiration Point that highlighted the Land van de Peel region in a special way.

