



On the 22th of May 2015, a newly built science center 'VilVite Sotra' officially opened its doors. By a design & build construction NorthernLight and Bruns were responsible for the executing of the total design, development and realization of the center.

Although science and shopping are not a logical combination, in Bergen, Norway however, they have brought these two together in order to attract more local people like families, teenagers and school groups to the main shopping mall, the Sotra Kystby Sartor Senter.

This family experience is being developed for the community, by the community and reflects the strong traditions of an once isolated fishing community. Through fun activities, exploration and experimentation, visitors can explore the past, present and future of their island which is nowadays the thriving center of Norway's high-tech deep-sea finishing industry.



BRUNS

VilVite Sotra

Authority

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Location

Sotra

Surface area

1.000 m²

Amount of exhibits

35 interactive exhibits

Total value

2.000.000 EURO

(excl. VAT)

Designed by NorthernLight and produced by Bruns, this initiative is a great example of an innovative way to increase the attraction value of a shopping mall, whilst also increasing revenues and emphasizing the social character of the mall. Many shops in Europe are struggling due to the increased competition from online shopping. To survive and prosper in the future, shopping mall developers and retailers need to take a different approach to designing and attracting people to their shops. This is exactly where VilVite Sotra indents on with their new center. By offering a variety of interactive exhibits, they hope visitors will stay longer in the mall and endure it as a friendly and pleasant shopping experience. Besides this is an opportunity to communicate their social responsibility through investing in an extensive community program.



photography: Thor Brødreskift / VilVite Sotra

BRUNS

VilVite Sotra

Destination

Shopping mall

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

NorthernLight

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Start

October 2013

Delivery

May 2015