

BRUNS

VVV Inspiration Point Zutphen



Zutphen is one of the oldest cities in the Netherlands. A rich history of churches, warehouses, courtyards and merchant houses belongs to the city. Therefore, a contemporary VVV Inspiration Point should not be missing here. Zutphen likes to tell its story to residents and tourists. At the new VVV Inspiration Point this can be done in a visual and interactive way. The themes Hanseatic city, routes, Made in Zutphen, art & culture, fortified city and tower city can be discovered here. Not only is there information about history, but there is also plenty of inspiration about what Zutphen and its surroundings have to offer up to the present day.



Authority

Foundation Achterhoek
Toerism
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Location

Zutphen, The Netherlands

Surface area

75 m²



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Together with project leader DestinationX and design agency Potztausend, Bruns has transformed the VVV Inspiration Point in Zutphen.

In addition to the familiar routes, brochures and souvenirs, various interactive ways to inspire have been developed and produced. For example, the VVV Inspiration Point no longer has a desk, but a large meeting table. It incorporates a touchscreen where visitors can find information about the Achterhoek and Zutphen.

Almost all walls are also provided with graphics. On the large historical map of Zutphen, a 'ball ship' can move through the canals. During this route, important fortifications of the city can be seen on a screen, along with tips for exploring them. Further on in the VVV Inspiration Point is a picture of the characteristic courtyards of the city. In the graph, doors can be opened, allowing you to enter the courtyards, as it were, to view them from the inside.

What should certainly not be missing is the image of the Hanseatic history and the trade with which the city has grown. The Inspiration Point shows this image in outline. The various towers of Zutphen can be discovered by turning a big wheel. Under the theme of art and culture belong several museums and at 'Made in Zutphen' the shopping areas and businesses in the city.



Destination

Visitor Center

Type of exhibition

Permanent

Project director

Harry Jansen

Design

Potztausend

Kors de Waard

Archipel 22-77

8224 GP Lelystad

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T (06) 46 26 53 23

Start

May 2018

Delivery

June 2020