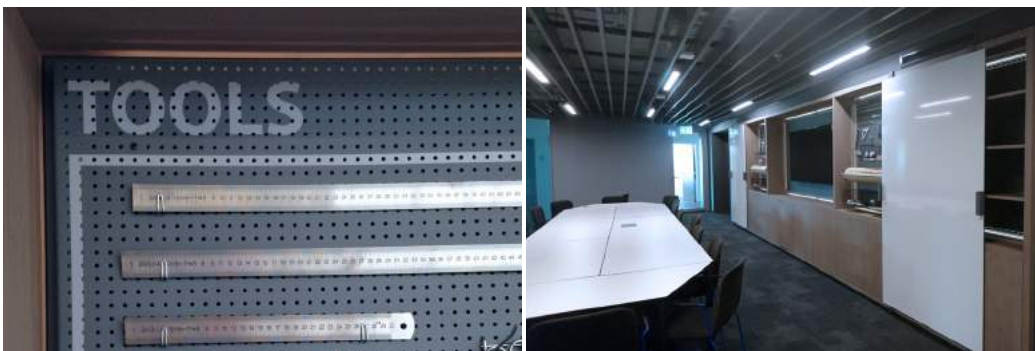


BRUNS

Tata Steel



Tata Steel is market leader of Europe as a producer of high-grade steel for the automotive industry, packaging industry and mechanical engineering. They work following the strategy to help their customers overcome the challenges and be more successful in their market by creating innovative products and services. In this strategy are the following priorities important to Tata Steel: 'Customer Focus', 'Innovation', 'Operational Excellence', 'Responsibility' and 'People'. Tata Steel felt the need for a reception area located in the current Innovation Centre of IJmuiden to create full attention during the first meeting with their customers. Bruns, in cooperation with DST- the experience agency, has created and realized a reception area with the aim to create a new Visitor Experience. The reception area is furnished in such a way that Tata Steel can efficiently and thoroughly zoom in on the issue of the visiting (potential) customer, looking for their needs and challenges.



Authority

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Location

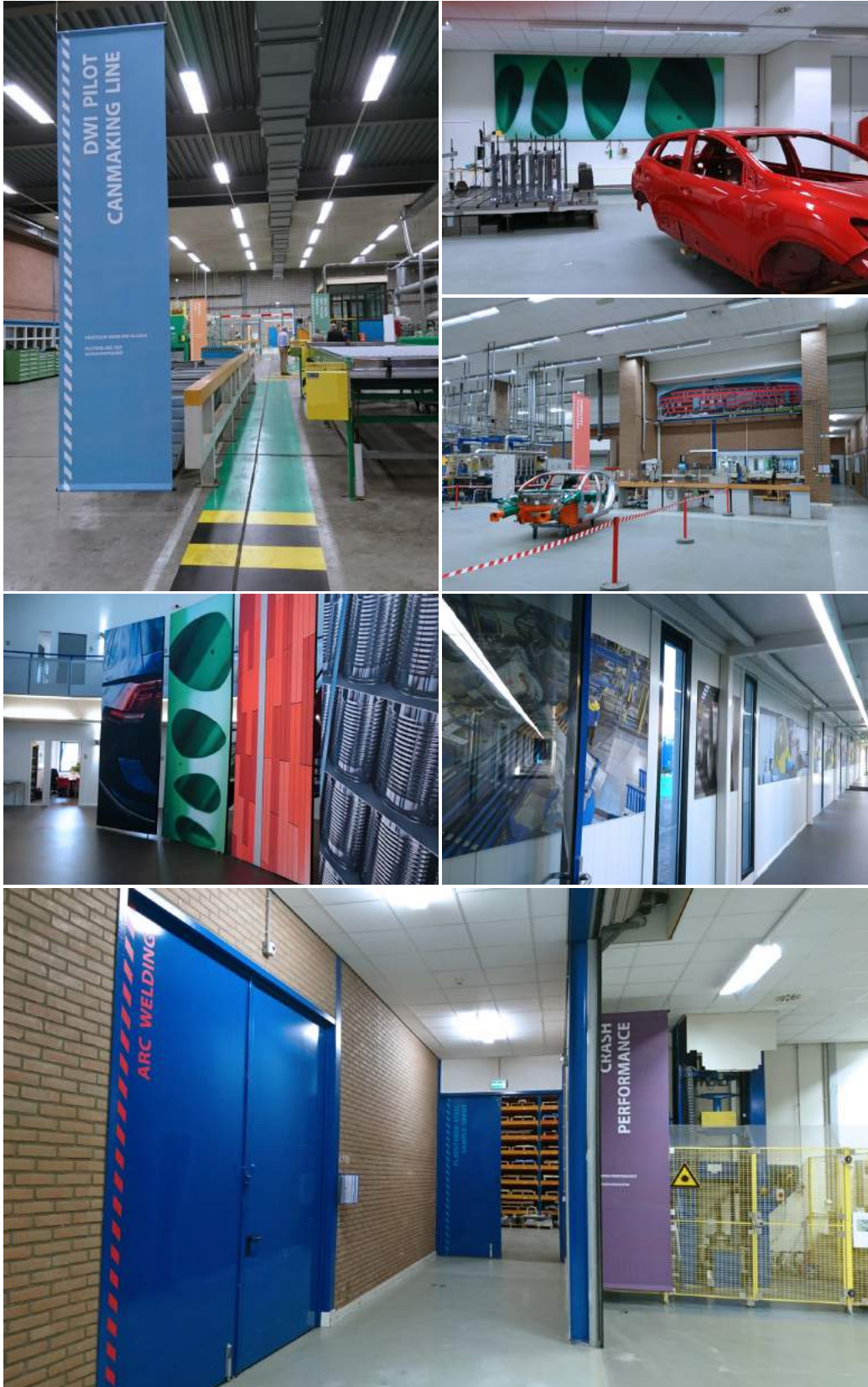
IJmuiden

Surface area

600m²

The reception area consist of: a welcome lounge area with bar, pantry employees, serious game pantry, serious game wardrobe, serious game display case, conversation space closet and conversation space table & seating. The most important element in this project is the serious game display case where the context of customer visits can be sketched by using tools such as AV, projection mapping and a customer engagement (interactive objecttheater) tool.

When the acquaintance has taken place in the reception area, guided tours of work visits can be planned at the nearby high-tech labs of Automotive and Packaging. Bruns, together with DST- the experience agency, made the tours tangible and applied structure to them using signposting and banners.



Destination

Innovation Centre

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

DST het experience bureau

De Ruijterkade 113

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Start

December 2017

Delivery

October 2018