
Carlsberg Brewhouse Storyline Experience strategy Brief

5th May 2014

Project Challenge

- Carlsberg District characterised by 150 years of science, technology and design.
- - The Carlsberg Brewhouse witness to over a century of great brewing stories.
- - Need to identify/preserve 'historic' vistas/sightlines/storypoints to drive experience design
- A story line communication/experience strategy is needed to unfold potential.
- **Require detailed storyline and sightline report to drive experience design**

Experience Design Drivers

ESSENCE
Sharing



NARRATIVE
Uplift



THEMES
Brewing & Beyond



JOURNEY
Golden Thread



SETTING
Glocal



CHARACTERS
Players, Guests, Family



MOTIFS
Authentic & Fantastic



Architecture Design Drivers



Preserve the old



Pioneer the new



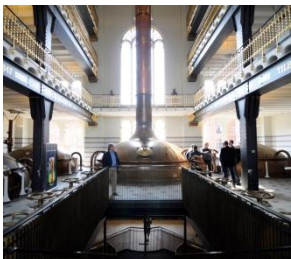
Raw & Pristine



Building as canvas

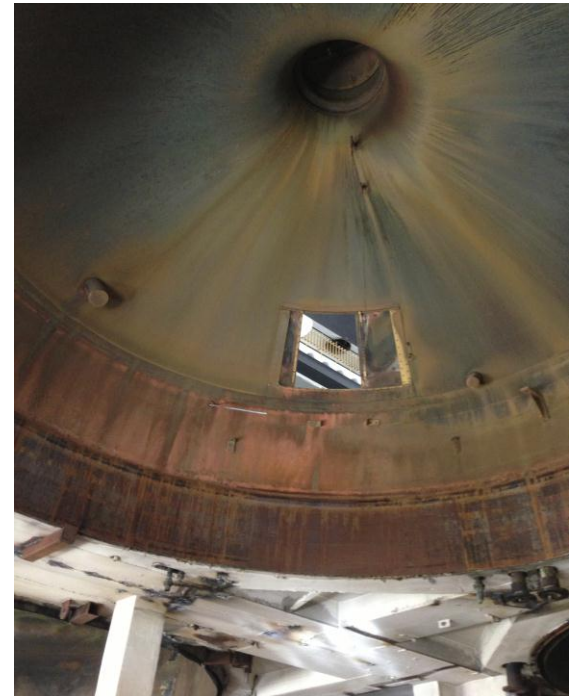
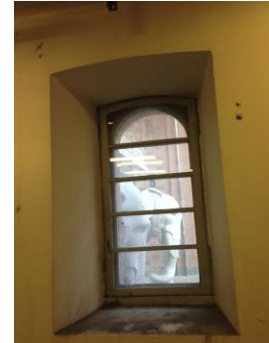


From dark to light



Yesterday & Today

Exploring Brewhouse Sightlines

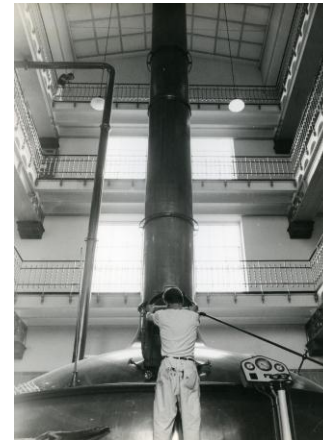
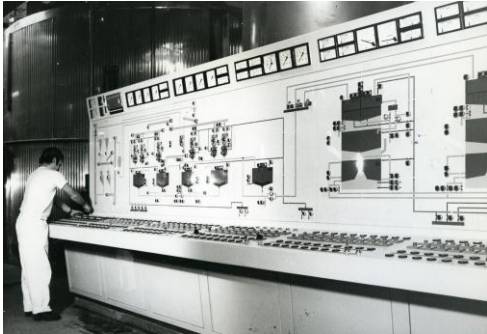


Exploring Brewhouse Sightlines

- Brewhouse a labyrinth of creative story-telling opportunities
- Holes/textures/volumes/vistas/sight-lines/fixtures/fittings
- From micro to macro – within and between rooms/floors
- Potential to re-frame, re-purpose architectural moments
- Building as story-telling spine for experiential approach
- Identify/preserve 'narrative' architectural opportunities
- Seamless integration between architecture and experience
- More original, surprising, intuitive and unified experience
- More authenticity, relevance, learning and visitor reward
- Sightline mapping survey available for teams

Teams to be given Sightlines Report & Recommendations

Exploring Brewhouse Storylines

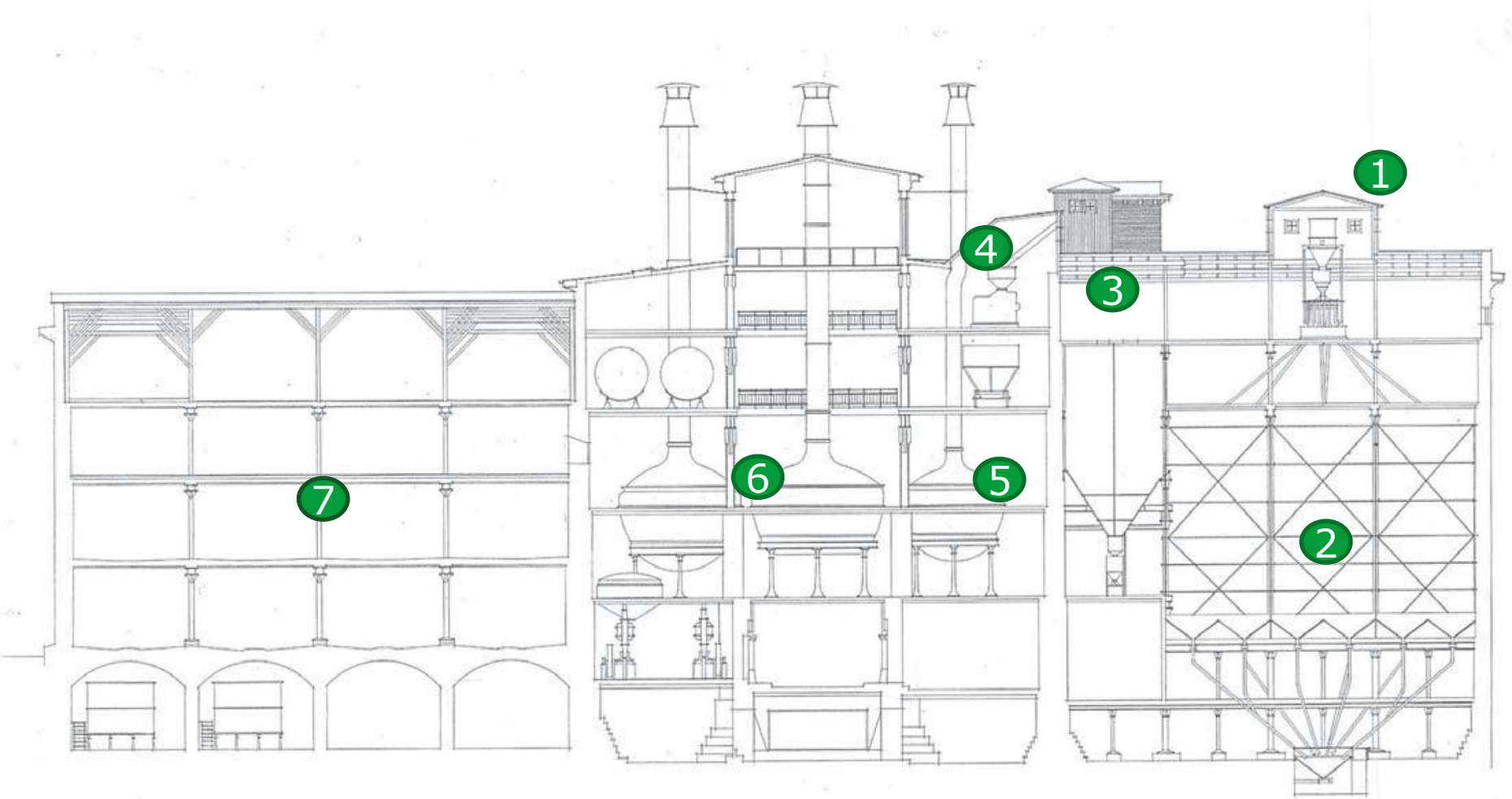


Exploring Brewhouse Storylines

- Brewhouse history/heritage rich source of story content
- Potential to link industrial-age use to innovation-age
- Harness brewing process as 'guiding' story-telling device
- Bring to life characters, moments, legends
- Use physical building and fixtures/artefacts in new ways
- The story 'outside' the brewhouse as important as 'inside'
- How it connects to outside world – past and present
- Visitor will actually experience brewing process in 'reverse'
- Brewhouse archive and story-mapping available to teams

Teams to be given Storyline Report & Recommendations

Brewhouse – Building function



Brewhouse – Building function

1. Storey top of silos
2. 15 Malt silos. 3 steinecker full automatic breweries were installed in the late 60ies
3. Vacuum device for transporting malt to mills
4. Mills for crushing malt
5. Mashing
6. Boiling
7. 1st to 3rd storey: Yeast cellars. 4th storey used for storage of hops. Later installed 3 Whirlpools for cleaning the wort.

See more about brewing process here:

http://www.visitcarlsberg.dk/dansk/omol/olskolen/brygning/Documents/flash_index_DK.swf

Current thinking

- Harness brewing process as story 'guide' to bring to life characters, moments, legends.
- Explore the labyrinth of story-telling opportunities within and between rooms/floors.
- Research, identify and 'preserve' notable existing storypoints, storylines and sightlines.
- Prepare detailed storyline/sightline record to inspire ongoing Brewhouse experience design.
- Maintain the rawness of the building and its industrial artefacts, structures and clues.
- Potential to re-purpose 'raw' architectural moments as story-telling spine for experience.

Current thinking

- Use physical building and fixtures/artefacts in new innovative, surprising ways.
- Use graphics, projection and digital layer to further enhance stories in unexpected places.
- Create more authenticity, relevance, learning, surprise, enjoyment and visitor reward.
- Explore potential for how to link industrial-age building with innovation-age business stories.
- Show how brewing story inside building connects to story outside world past and present.
- Explore paradox the visitor route will actually experience brewing process in 'reverse'!

Project Reference Material

- Brewhouse Project Brief
- Carlsberg Archive, Story-Mapping
- Other (TBC)
- Sightline Report from WEA (mid May)

Project Timeline

9am 26th May Submit detailed project proposals

2nd June Selection of team

1st July Project delivered

Fee: DKK 150.000

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