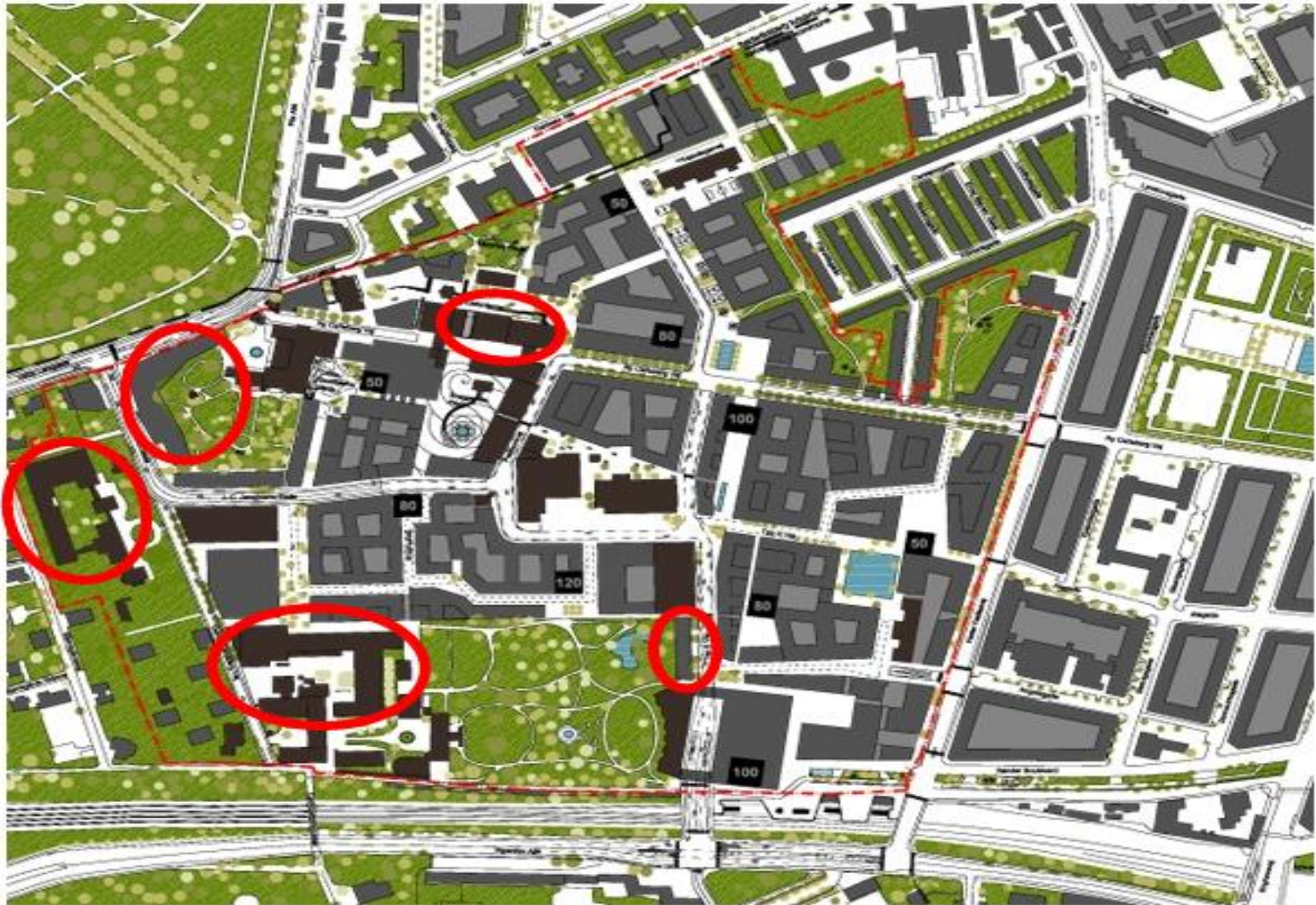

Carlsberg Brewhouse Bringing The Experience To Life

Initial Project Brief

10th April 2014

Carlsberg's Future Presence



A 3 Site Attraction

BREWHOUSE

Raise to next level based on Experiential Masterplan



VISIT CARLSBERG

Design transformation strategy to become Heritage Center



RESEARCHERS HOUSE

Develop activity and experiential concept and strategy



Bringing the Brewhouse to life



Brewhouse Vision

“A truly inspirational place that first and foremost must be about bringing people together around an un-precedented global celebration of all that was, is and forever will be Carlsberg and in doing so transforms the lives of everyone it touches.”

Jørgen Buhl Rasmussen
CEO, Carlsberg Group



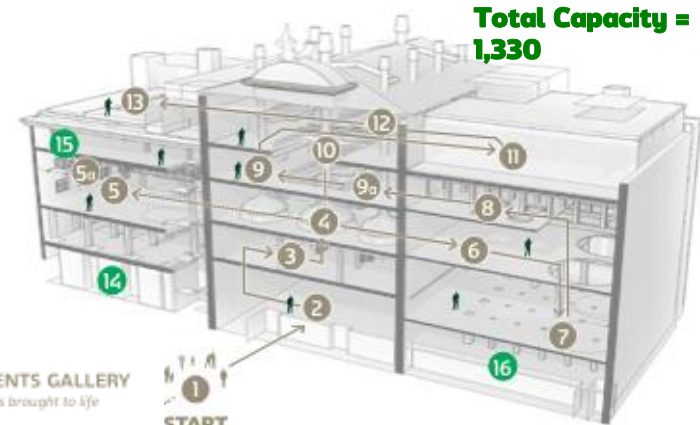
Brewing a culture around Carlsberg



Experience Masterplan



Guest Journey - Overview



1 HAMMERSHUS
High-season ticketing
100 1

2 WELCOME HALL
Feel the royal welcome
75 3

3 BOILER ROOM
The soundtrack of the Carlsberg story
160 10

4 THE KETTLE HALL
A cathedral to brewing heritage
150 6

5 CELEBRATION HALL
Celebrating community and teamwork
190 10

5a DIGITAL LOUNGE
Bloggers paradise
60 5

6 ADVENTURE GALLERY: BREWERS JOURNEY
A sensory journey through the brewing process
100 12

7 ADVENTURE GALLERY: WORLD BEER GARDEN
International Premium Brands up close and personal
95 18

8 ADVENTURE GALLERY: BREWHOUSE MEMORIES
Celebrating Carlsberg workers
35 3

9 GREAT MOMENTS GALLERY
Carlsberg's passions brought to life
105 13

10 THE UPLIFT
The great Carlsberg moment

11 SEMPER ARDENS BAR
That calls for a Carlsberg
150 10+2 (bridge)

12 GLOW RESTAURANT & GLOBAL BAR
Scandinavian, contemporary and authentic
250 18

13 BREWHOUSE TERRACE
Views from the District's heart
150

START HERE

KEY TO SYMBOLS
 Optimal capacity
 Dwell time in minutes

Outside the paid experience

14 THE CELLAR & BEER ACADEMY
Tasting events in a heritage space
135

15 KLEIN HALL
Bringing global people together
250

16 THE CARLSBERG STORE & BREWERS CAFÉ
The District's design marketplace
160 10

Experience Design Drivers

ESSENCE

Sharing



JOURNEY

Golden Thread



CHARACTERS

Players, Guests, Family



NARRATIVE

Uplift



SETTING

Glocal



MOTIFS

Authentic & Fantastic



THEMES

Brewing & Beyond



Architecture Design Drivers



Preserve the old



Pioneer the new



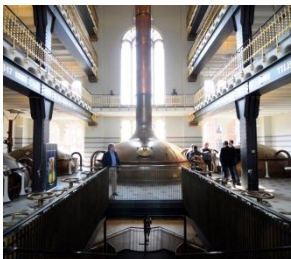
Raw & Pristine



Building as canvas



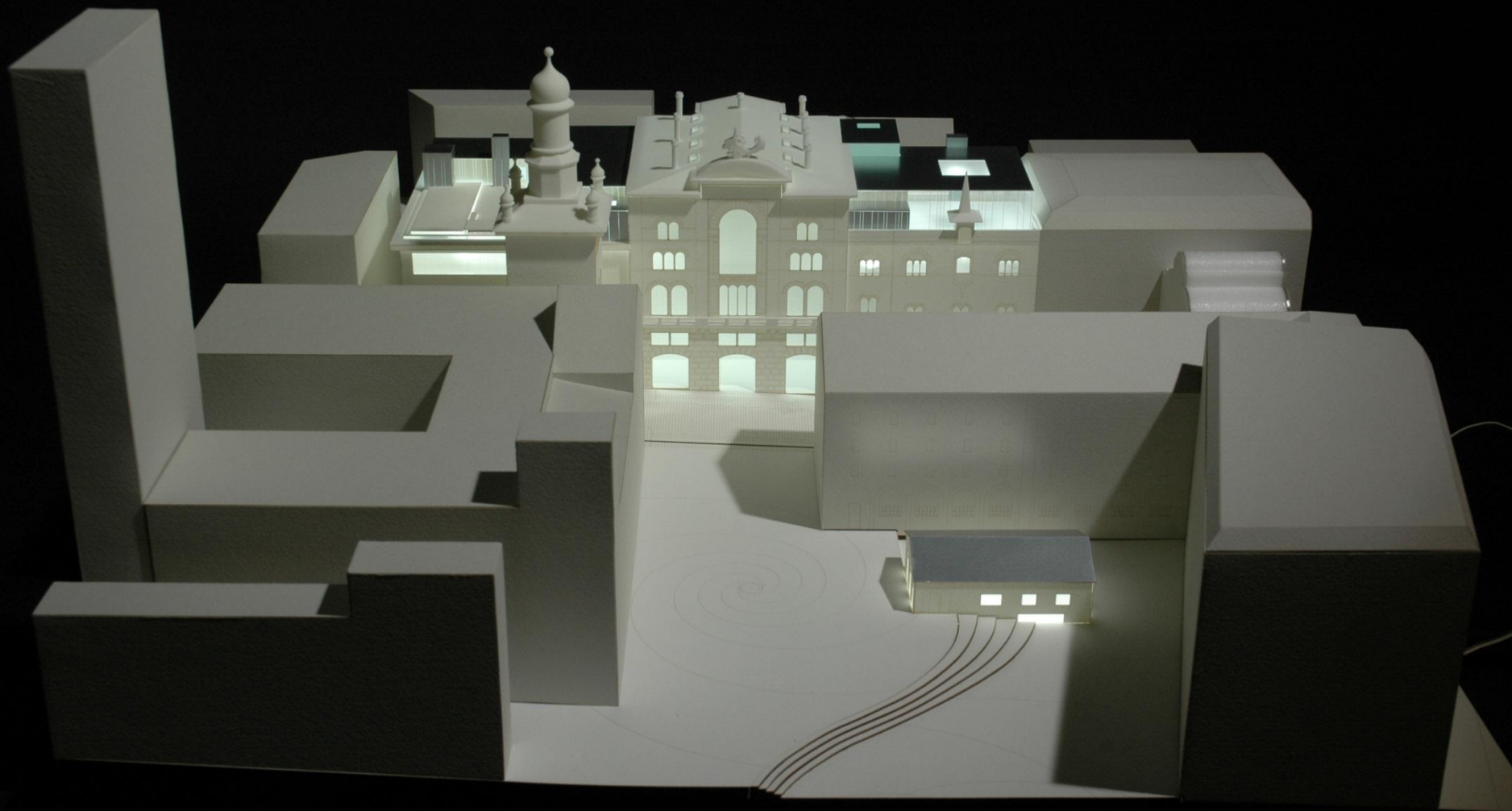
From dark to light



Yesterday & Today



Safeguarding an Icon Authenticity & Storytelling



Bringing It All To Life



Pioneering The Next Generation

- Attraction industry is entering a new era of innovation
- Driven by seamless integration of physical and digital
- About the attraction in our pocket and attraction as place
- New consumer, commercial and community opportunities
- About shared purpose and stories that bring us all together
- Rise of experiences that matter and make a difference
- Reconcile big data potential with ethical considerations
- Extending brand influence and increasing brand value

Carlsberg Brewhouse now perfectly poised to harness these forces to pioneer the next generation in brand attraction design.

Brewhouse: Creative Challenge & Opportunities



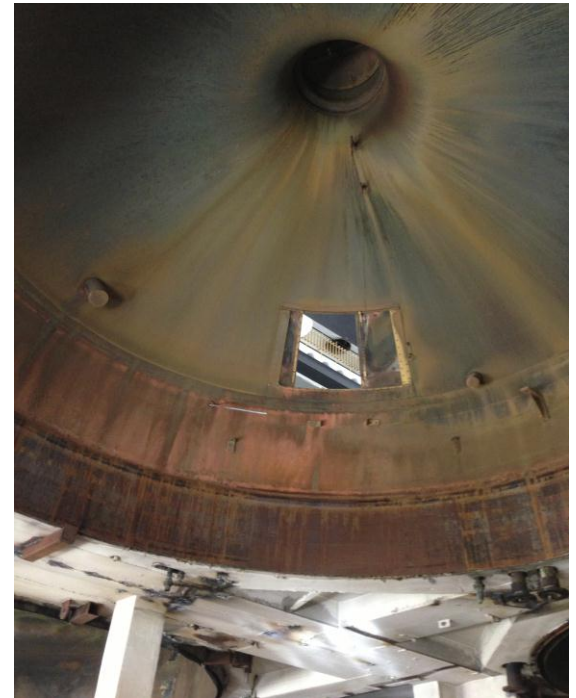
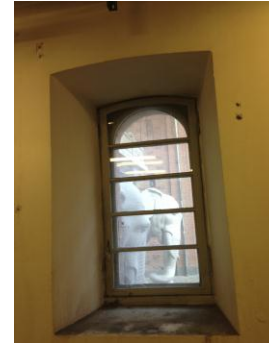
- Three part creative challenge:
 - Deliver against original project vision and objectives
 - Build on existing Brewhouse Experience masterplan
 - Rise to the challenge of 'next generation' attraction design
- Work within constraints of existing architecture and budget

- Key areas to inspire ongoing creative development
 - Integration of the physical & digital experience
 - Exploring Brewhouse Sight-Lines & Storylines
 - Opportunities for Experience Zones
 - Opportunities for Art

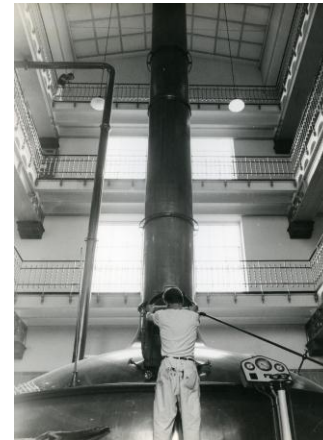
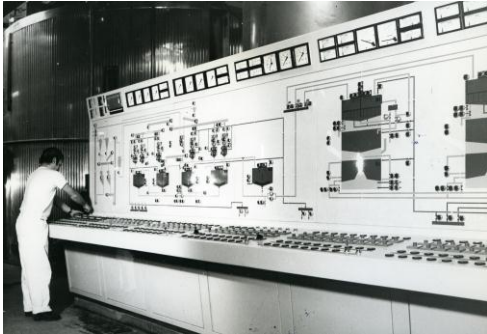
A robust omni channel "flexhouse"



Exploring Brewhouse Sightlines



Exploring Brewhouse Storylines



Making It Happen



Expression of interest

Workstreams	Physical attraction Design	Commercial Product/Service Design	Digital Brand Design
<i>Researchers Apartment House - Masterplan*</i>			
<i>Visit Carlsberg - Masterplan 2017</i>			
<i>Brewhouse Experience</i>			
Storyline of the building*			
Boiler Room			
Kettle Hall / Art			
Celebration Hall			
Brewers Journey			
World Beer Garden			
Memories Gallery			
Great Moments Gallery/ Klein Hall			

*Specific timeframes for these areas

Team Selection Storyline and Masterplan Researchers Apartment



10th April	Meeting
28th April	Submit expression of interest proposal, initial short listing
2th May	Teams shortlisted
5th May	Consultation and briefing day with short listed teams
24th May	Submit detailed project proposals
2th June	Team selection initial workstreams: Storyline, Researchers Apartments
1st July	Storyline Project delivered
1st Sept.	Researcher Apartment Project delivered

Team Selection Brewhouse and Visit Carlsberg



10th April	Meeting
28th April	Submit expression of interest proposal, initial short listing
10th May	Teams shortlisted
17th May - 22th May	Consultation/brief with short listed teams
15th August	Submit detailed project proposals
End of September	Teams appointed

Requirements for expression of interest



- Company / team
- Title – work stream and zone
- Team structure competencies
- Project Lead
- CV's
- References
- Organization
- Fee structure

SEND YOUR EXPRESSION OF INTEREST TO: peter.ostergaard@carlsberg.com