



**FRUITFUL.JK**

**FRUITIFY YOUR LIFE®**









# ***FRUITRIJK***

## ***FRUITIFY YOUR LIFE®***

**PREPARED FOR**  
Fruitrijk

**PREPARED BY**  
BRC Imagination Arts



*“The people who come here will create wonderful memories.”*

**—REINOUD VAN ASSENDELT-DE CONINGH**

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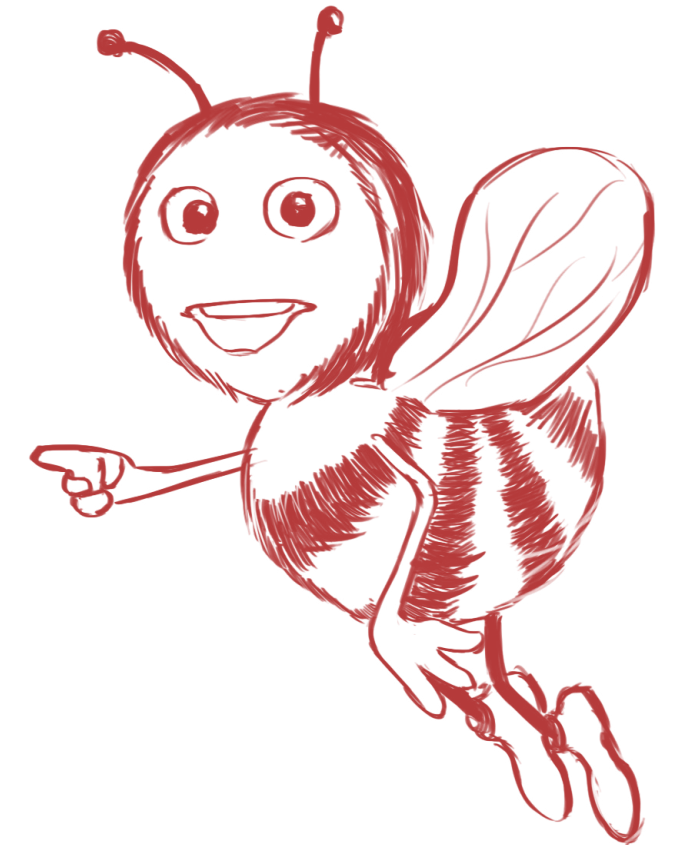






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# ***INTRODUCTION***

***FRUITIFY YOUR LIFE®***







# An Invitation

The group that met to create the plan for Fruitrijk decided on a theme that offered an irresistible invitation to guests. The theme of this place is, “Fruitify Your Life — Come to Betuwe.” What does this invitation mean to guests?

“Fruitify Your Life” means to make your life better. It means getting in touch with the natural miracles that turn a single seed, great soil, sunshine and rainfall into delicious, healthy, life-enhancing fruit. It means happiness — happiness that can be experienced every time the guest returns to Fruitrijk.

“Fruitify Your Life” means that guests may sample the delicious fruits grown here, especially the apples, pears, plums and cherries. Fruit can be enjoyed in a number of creative ways in the center — fresh off the tree, in healthy fruit drinks, in desserts and in other dishes designed to inspire every visitor with a creative kitchen.



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“Fruitify Your Life” invites guests to leave their homes and enjoy an adventure in the Betuwe area of the Netherlands, a unique and beautiful place. Visitors who come here to visit the center are very likely to extend their stay in the region to enjoy the scenic wonders and the abundance this land has to offer.

“Fruitify Your Life” invites these guests to immerse themselves in the wondrous world of nature. Even in the middle of winter, a guest to Fruitrijk can visit shows and exhibits where they can experience this area in the golden beauty of spring, summer and fall harvest season. The world of natural abundance celebrated here will be available the year round.



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# Charrette

## FRUITRIJK PROJECT

On November 3rd and 4th, 2011, a cross-disciplinary group of stakeholders, consultants, planners, tourism specialists, financial experts, designers and writers met for a Charrette. The group was tasked to create a vision for the new Fruitrijk Experience. For two intense and productive days, the Charrette group engaged in a vigorous creative process — dreaming, drawing, writing, wrangling, challenging and finally coming together in agreement on a plan for an exciting new experience.

## CHARRETTE PARTICIPANTS

Alex Kwakernaak  
Richard De Bruin  
Rian Verwoert  
Gertine Langmuur  
Marlies Sobczak  
Adri van Kessel  
Geert Boskaljon  
Jan Jacob van Dijk  
Reinoud van Assendelft-de Conigh  
Marieke van Doorn

Sameer Kawash  
Jeroen Holman  
Bart Dohmen  
Rich Procter



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# Mission

## A COMMON PURPOSE

A Mission Statement is an inspirational expression of values. It is intended to unite the diverse members of a project team behind a common sense of purpose.

The Mission Statement for the Fruitrijk Project is:

*The new Fruit Experience will entertain and inspire people with exciting, surprising and challenging stories of the miraculous process of nature that produces delicious, sensual, health-giving fruit.*

*Guests — especially families with children — will create wonderful memories with a visit that provides a sense of wonder about fruit in general, and this fruit-growing region in particular.*

*The Center will be an innovative source of inspiration, promotion and economic development for the community.*

*It will promote the region as a center of fruit production, knowledge and a place for research and technology.*

# Objective

## AUDIENCE IMPACT

All memorable experiences share something in common; they change us. An Objective Statement defines the change we hope to create in our visitors. Ideally, this change is something we can measure, so we can gauge the success of our project once it has opened.

The Objective Statement for the Fruitrijk Project is:

*Visitors will experience a better quality of life by developing a deeper emotional connection to fruit and this region. They will have fun learning about the producing, processing and bringing to market delicious, life-giving fruit, and the personal benefits of enjoying fruit.*

This connection will express itself in the following ways:

- Be the Number One attraction in the region by attendance.
- Visitors will return many times a year.
- Visitors will increase their daily consumption of fruit and improve their overall health.
- Year-round tourism will increase. Spending by tourists will increase. Length of stay by these tourists will increase.
- The center will be a year-round multiplier for regional business.

# Theme

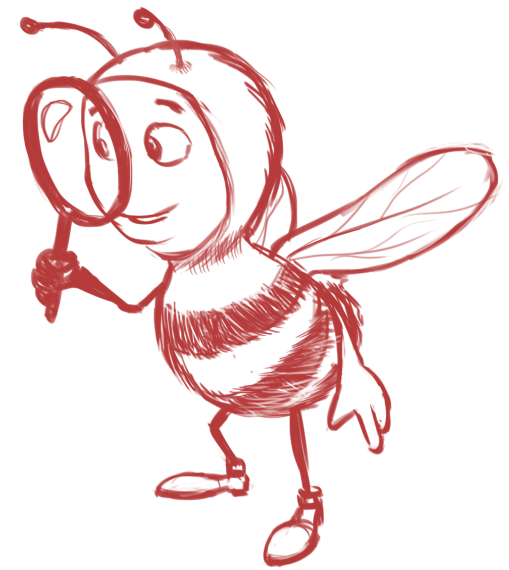
## THE STORY

A Theme Statement summarizes the central motif or story idea that will unify every aspect of the project. Each element of the visitor experience should express this central motif in a different way, or focus on a different aspect of it. But, together, the elements will all support this common idea.

The Theme Statement for the Fruikrijk Project is:

*Fruitify Your Life! — Come to the Betuwe.*

Ultimately, “Fruitify Your Life — Come to the Betuwe” is the message we want departing visitors to hold permanently in their hearts and memories, and make a part of their lives.



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# The Opportunity

When Charrette participants were asked about their dreams for this new place, they didn't respond with the expected list of business criteria — “lots of customers,” “a popular place for tourists,” “sustainable income base,” etc. Their wishes revealed a desire to inspire, move and — ultimately — change Fruitrijk guests. Here's a partial list of these dreams:

*“That guests might learn how to achieve a healthy life.” — Marlies Sobczak*

*“This is a place where families create wonderful memories.”  
— Reinoud van Assendelft-de Coningh*

*“We want our visitors to say,  
‘Thank you nature!’” — Rian Verwoert*

*“This place should do more than  
involve the mind. It must inspire the senses.  
It should be a ‘paradise of smells.’”  
— Richard De Bruin*

*“What if young people could learn  
how healthy fruit is? It would change  
their lives.” — Geert Boskaljon*

This group clearly understands the scope of the real opportunity — to make an emotional connection with guests, inspire them with enchanting stories about the miraculous natural process of growing fruit, and then cause them to eat more fruit so they'll have better, healthier, longer lives. Seizing this opportunity will produce all the essential business results that will allow this place to flourish and grow in the future.

The core audiences identified in the Charrette — families, school groups, seniors, tourists — are looking for powerful stories like this one. When they leave Fruitrijk, they will not only see the entire Betuwe region with new eyes. They will see a place that provides them a positive personal benefit through the production and distribution of healthy fresh fruit. They will want to return to Fruitrijk and the Betuwe to renew their connection to nature, to fill their senses with the sights, smells and tastes of fresh fruit, and to refresh their appreciation for the fruit growers of Betuwe. In other words, they will return to have a great time and create more wonderful memories. This new group of enthusiastic repeat visitors will reinforce the Betuwe's image as the bountiful fruit producing region of the Netherlands.



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# An Experience Center

The world is constantly changing, along with people's expectations.

Today, it's hard to impress. We live in the media-saturated world of cable television, the Internet, streaming media, mobile phones that are also high-powered computers, wi-fi connected tablets, hyper-realistic 3-D video games, and the mega-cinemaplex.

This place will offer visitors an experience they can't get at home on any screen or device. The stories in this center will be multi-sensory, multi-dimensional, multi-media narratives that sweep guests up in adventures that put them at the center of the action. The guest will be emotionally engaged from the first moment of the visit all the way through the final stop at the Gateway that offers the chance to learn more, see more and do more.

The purpose of this 21st century center is to realize the promise of the theme statement: "Fruitify Your Life." This theme is a direct invitation to the guest. The guest is invited to enjoy an experience that will make life more fun, more delicious and...well...more fruitful.

How do centers like this one compete for time and attention when people's lives have become so wired and content-saturated?

One approach lies in creating an experience apart from the cacophony that permeates our day-to-day lives. Create meaningful experiences with sophisticated simplicity, harnessing technology as a means rather than an end. And provide focused, emotional, immersive, story-driven experiences without making technology the headline.

We must plunge the guest into the story. Only then can that spark, that promise of inspiration, be fulfilled.

That is our intention — create a 21st century center for a 21st century audience.

Our design strategy to achieve this daunting task is:

## **100% SHOWMANSHIP, 100% SCHOLARSHIP**

The integrity of the scholarship must be impeccable. The craft of the storytelling must be engaging, emotional, and compelling. The center has a fascinating, involving, optimistic story to tell. That story must be told with truth and emotional power worthy of its subject.

## **MAKE THE GUEST A PART OF THE STORY**

The entire experience must empower the guest with a feeling that this place is not only about fruit growing in the Betuwe — it's about them. Their visit should leave them happy and fulfilled, with the feeling that they are surrounded by natural miracles designed to nourish the body and delight the senses.

## **CREATE AN EMOTIONAL CONNECTION**

Exhibits, shows and experiences must make an emotional connection with the audience that leads to follow-on intellectual curiosity and engagement. This connection must begin at the first moment, and every story beat and exhibit must work to cement that bond. Guests will come here because they're interested in the region. To achieve our goal, the guest visit must provide an exciting, inspirational, emotional experience. Residents must feel a new personal connection to the Betuwe, their home. Visitors will want to return again and again, to enjoy life surrounded by natural beauty and abundance.

## **A LIFE-CHANGING EXPERIENCE**

Finally, this place must be a life-changing "Entry Point" for guests — a place that actually changes lives and inspires a life-long, positive connection to fruit and to the Betuwe area. The change is in the theme statement. Guests will come away with a new, better, "fruitified" life. They will be more likely to appreciate how fruit is grown and harvested, and they will understand how fruit can make their lives better and more enjoyable.

*"No seasons, no limits!"*

**—ALEX KWAKERNAAK**



# Audience Strategy

A consistent theme in the Fruitrijk creative meeting was the need for the center to appeal to the widest possible audience and to provide an experience that would cause this audience to return again and again. Here are the specific groups that were identified by Charrette participants as being most desirable:

## FAMILIES

This place is designed so that families can enjoy virtually every experience together. In a single day, the family can take a trip up in the Observation Tower, enjoy the Bee-tuwe 4-D fly-through adventure in the ‘experience theater,’ learn more about fruit-growing and harvesting in the shows, galleries and interactive areas and, when the weather permits, step outside and get involved on the working farm. The entire experience is designed to keep families engaged and participating. Every member of the family will find involving stories and fascinating activities. As they move through the Center, they will find themselves moving from visitors to enthusiasts.

## SCHOOL GROUPS

A primary mission of the Center is to involve young people by personally connecting them to the wondrous natural process of growing, harvesting and enjoying fruit. This place will engage them with modern storytelling techniques and technologies, including the opportunity to interact with a live animated character (Bee-tuwe) in the pre-show of the 4-D theater experience.

## ACTIVE SENIORS

Seniors are looking for places to spend their leisure time and leisure euros. The Center will offer these visitors a unique combination of education, entertainment and inspiration. Seniors with grandchildren will discover a place that communicates positive social values — love of nature, caring for the earth, and the importance of good nutrition — through a high-impact, memorable experience. A visit to the Center will deliver a wonderful day of fun, sharing and bonding.

## AVERAGE DUTCH TOURISTS

This Center will appeal in many ways to Dutch tourists looking for a pleasant adventure. First, it will give them a reason to visit Betuwe, enjoy the spectacular scenery and visit the charming towns along the way. Second, the Center will give these tourists a way to enjoy the best of Betuwe — the spring/summer/fall growing and harvest season — all year round. Third, the Center will encourage Dutch tourists with similar interests — nature, cooking and nutrition — to come together and share their enthusiasms.

## REGIONAL TOURISTS

What makes Betuwe special? Many residents of the area will make it their mission to discover what is most authentic, compelling and inspiring about their home. For Betuwe, this is the growing, harvesting and sharing of delicious fruit with the world. The fact that Betuwe produces a commodity that provides a good living for so many residents and so much pleasure for the rest of the world will draw these locals to the center, to bask in their achievements.

## FRUIT PROFESSIONALS

The new center must become an obligatory visit for this desirable group of potential customers. It will be a showcase of ‘best practices’ for the industry. It will show professionals how to reach out to new customers and get these customers to prepare and consume fruit in new and creative ways. It will become a benchmark for engaging and delighting visitors with entertaining, information shows and exhibits that promote fruit as a gateway to a better, healthier, happier world.

These are only a few of the groups that will be delighted with this place. Fruitrijk will be an Open House, a Welcome Center, and a home for fruit growers, fruit lovers and the local community. Every person who comes in will say “Wow!” Every person who leaves will exit with a smile and a desire to share their experience with others.



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***GUEST EXPERIENCE***  
***FRUITIFY YOUR LIFE®***



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# The Preliminary Concept

## PRE-ARRIVAL — CREATING EXPECTATION

At Fruitrijk, the fun begins even before guests arrive at the front door.

Attractive promotional signs with large, artistic graphics will greet guests traveling by automobile or train into the Betuwe region. The signs welcome guests, and direct them to Fruitrijk. The signs feature images of wholesome, delicious fruit and promise an exciting — and delicious — experience.

A distinctive, inspiring building lets guests know they've arrived at a very special place. The form of the building is derived from the shapes and textures of wooden fruit crates.

An iconic observation tower rises above the building. Approaching guests anticipate the spectacular view as they see happy families at the top of the tower, pointing with amazement at the spectacular view.

## ARRIVAL

One of the most important reasons to create Fruitrijk is to offer guests the opportunity to turn the enjoyment and appreciation of fruit and fruit growing into a year-round activity. Guests who come to Fruitrijk in the middle of winter will now be able to experience the promise of the first blossom of spring, the pleasing warmth of the summer growing season and the golden bounty of the fall harvest season. Best of all, they'll be able to enjoy all these seasons even before they step into the main show/exhibit space for Fruitrijk.

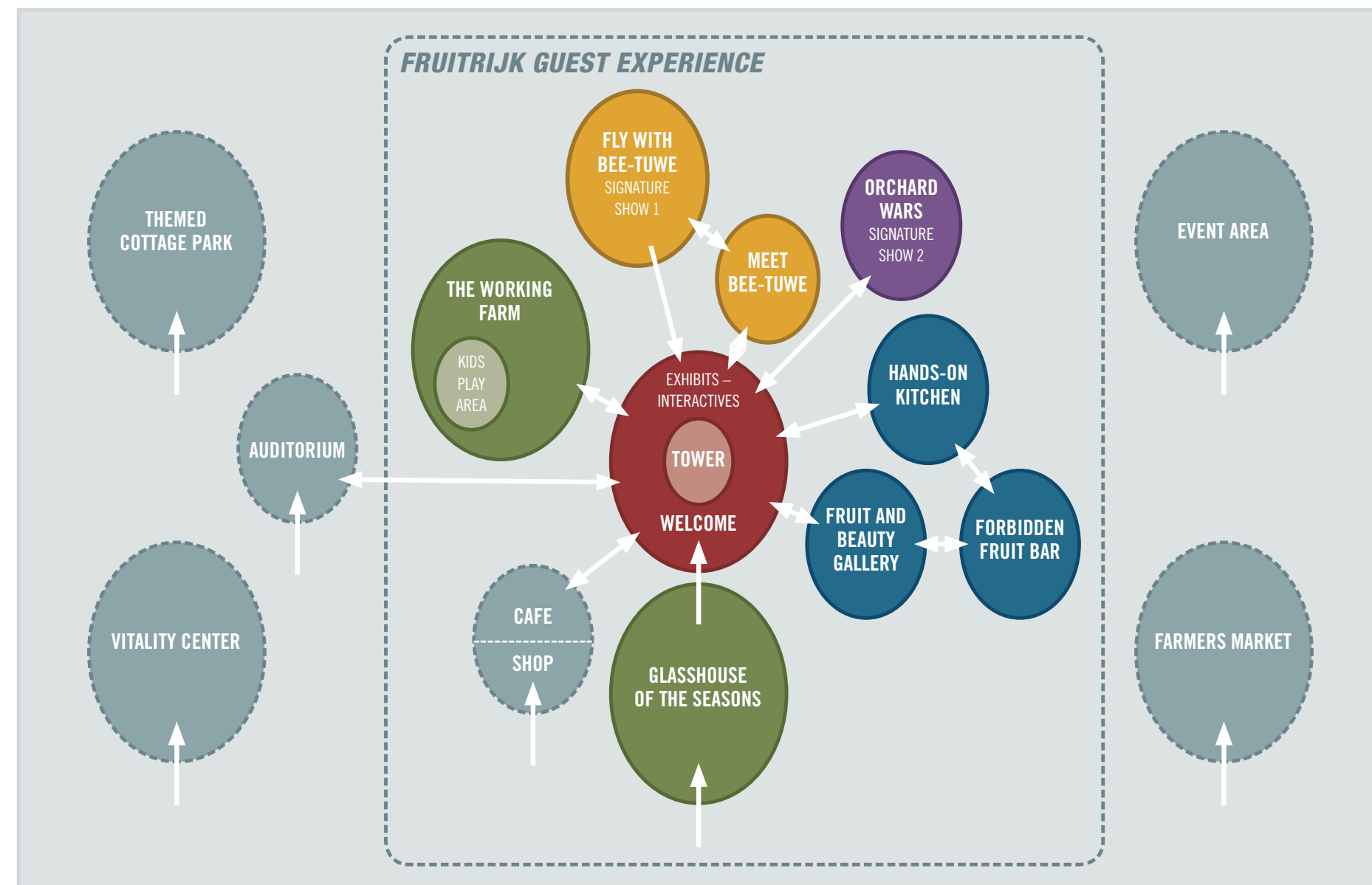
## FRUITRIJK COMPLEX

Fruitrijk is planned to be part of a larger development for the Betuwe region as a whole. Part of the broader development could be a themed cottage park, an event area, which could be used for Appelpop and similar events, and a Vitality center. Thematically these additions have the chance to reinforce and support Fruitrijk and vice versa.



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## FRUITRIJK GUEST COMPLEX









### **GLASS HOUSE OF THE SEASONS**

Arriving guests are invited to walk through the “Glass House of the Seasons” on their way into Fruitrijk. This is a large glass house that is divided into four connected sections — one for each season — separated with glass doors. Each section is climate and light controlled, so that horticulturists can maintain the given climate for the specific season the year round.

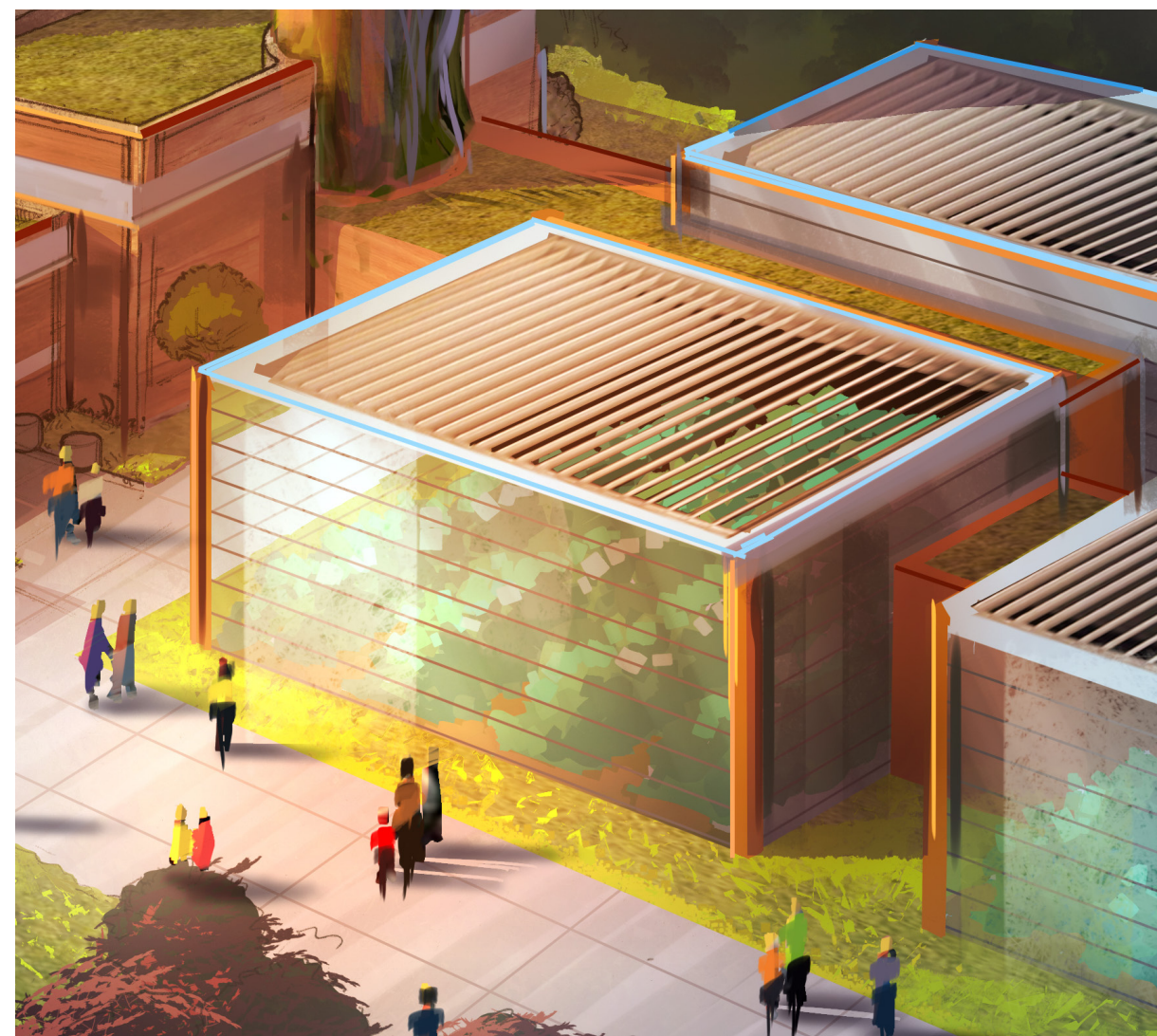
Each section holds plants and trees that are growing the signature kinds of fruit for which Betuwe is famous. Apples, pears, cherries, plums, raspberries and strawberries — all these are found within the Glass House of the Seasons. These fruits are just starting to blossom in the “spring” section. They are becoming ripe, fragrant and delicious in the summer section. In the fall harvest section, they are ready to be picked and enjoyed. In the winter section the plants and trees are barren, waiting for the next growing season.

The Glass House is a pleasurable, distinctive multi-sensory experience. Imagine, in the middle of winter, being able to experience the warmth of the summer sun and taking in the inviting sweet smell of an orchard of ripening apples.

A typical arrival sequence for a guest might be spring blossom season, summer growing season, fall harvest season, and winter “waiting for spring” season. Each section goes through a full year cycle, so the sections are always evolving in sequence through a complete year’s cycle.

An important Fruitrijk promise to the guest is kept here — “No matter what season it is outside, at Fruitrijk you’ll always be able to enjoy the promise of spring, the pleasures of summer, the golden rewards of autumn and the serenity of winter.”

Now guests step from the Glass House into the main Welcome Center for Fruitrijk.









# Buren



Neder-Betuwe





# Welcome Center

From the very first moment they step inside, guests to Fruitrijk will know they are in for a delightful, engaging, “fruitifying” experience. A Welcome Concierge greets guests and assists them in creating a wonderful visit.

This is where tickets are purchased and coats are checked. A bathroom is available. School group leaders will use the lobby area to assemble their students and check their coats and personal items.

Here, guests can plan their visit. They’ll find a simple, intuitive ‘experience guide’ that shows where all the shows and exhibits are located. Showtimes for all the shows are displayed. Guests can sign up for “Fly With Bee-tuwe” Show, the “Hands-On Cooking” show, or the Tour of the working farm right outside the door.

## THE GATEWAY

The Gateway sends an important message to each guest —

“This isn’t the whole story — in fact, the story just starts here. Explore!”

The Gateway is a central feature of the Welcome Area. Here, guests can turn a one-day visit into a mini-vacation by creating their own custom “Betuwe Area Adventure,” building a personal itinerary with stops at other cultural sites, recreational areas and historical locations of interest.

## PASSPORTS

As they enter the Center, guests may pick up a “passport” in which they can note places throughout the area they might want to visit. As they exit the Center, they can stop by the Gateway to gather more information and plan their journey to other sites.

## SMART PHONES

Guests may also use their smart phones to gather information as they journey through the Center. Special applications might enable them to plan their visit to sites of interest, direct them to resources where they can learn more about a specific topic, or even book a hotel and find a restaurant. The application could allow them to save a digital journal of their visit that they can share with family and friends.

## CONCIERGE KIOSK

Using the information gathered in their Passport or smart phone, guests can use special interactive “concierge” kiosks to generate custom itineraries to historical sites, cultural centers, recreational opportunities, concerts, sporting events and festivals. These plans can also include suggestions for dining, retail opportunities and hotel accommodations. If guests want to focus their choices, the “concierge” can create a custom itinerary based on answers to questions such as:

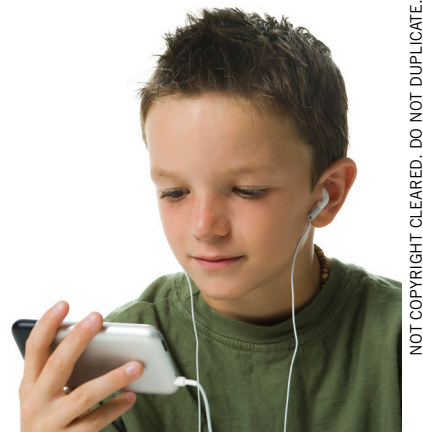
“How many days will you be here?”

“Are you interested in other fruit-related experiences?”

“Are you interested in the outdoor activities?”

## BETUWE DISCOVERERS CLUB

Young guests with parents can join the “Betuwe Discoverers Club,” a special educational program with activities that parents and children can do together as they learn about the heritage and future of the Betuwe area. Special graphic elements will be featured throughout the Center indicating how guests can “Discover More” or “Go Deeper” by visiting the Betuwe area.



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### **THE TOWER**

Guests may want to start with a spectacular ‘overview’ of the entire Betuwe area. The Welcome Center offers easy access to the Tower. These guests take a quick elevator ride up to the top. Then they step out and take in the breathtaking view. As far as they can see, in every direction, these guests can see the emerald, verdant, thriving landscape of Betuwe. They can also see the rivers and waterworks that keep the land flourishing with abundance.











# Exhibits and Interactive Activities

Back down on the ground, guests find several exhibits and interactive activities. These can include:

## **DELICIOUS APPLES BY DESIGN**

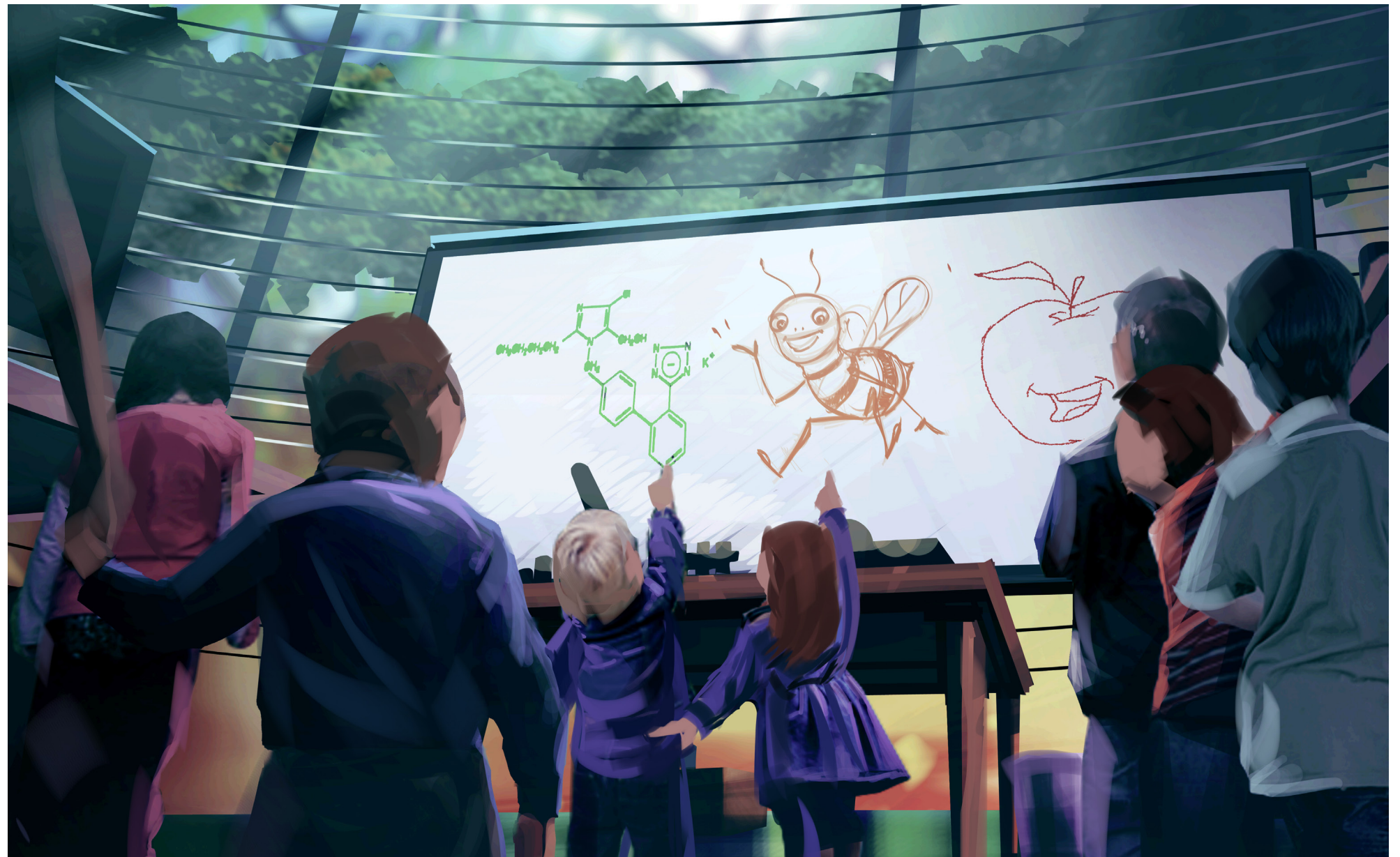
Here, guests learn the surprising story of the Kanzi apple, a new kind of apple developed in this area to appeal to every sense — sight, smell, touch, taste — of fruit lovers. The Kanzi story points to the future of fruit growing, where consumers can dictate what they want (and don't want) in a piece of fruit.

## **FRUIT IN YOU — THE INSIDE STORY**

This is a fast-paced, funny and delightful show that gives guests the “inside story” on the many nutritional benefits of fruit. Guests approach a whiteboard with some simple drawings of fruit and people. A piece of fruit comes to life and begins drawing on the board. As it draws, the entire whiteboard comes alive and explodes with colorful animations, videos and fascinating facts about the health benefits of fruit. These animations include a cutaway of a human body as a piece of fruit “explodes” with benefits including vitamins and minerals, fiber, antioxidants, and phytonutrients that are found nowhere else in nature.

## **YOUR AGE WITH FRUIT**

What better way to demonstrate the benefits of eating fruit than to show guests what they'll look like if they consume it — and if they don't. This exhibit invites guests to have a digital picture taken of their face. Then these guests select a number of years in the future. Special software then shows them two pictures — their (healthy, glowing) face that number of years in the future on a fruit diet, and their (gray, wrinkled, saggy) face that number of years in the future without fruit. It's all in fun, but it's a great way to reinforce the benefits of eating fresh fruit.









### **WORLD OF FRUIT INTERACTIVE WORLD MAP**

Here, guests discover a digital map that shows where every kind of fruit is grown everywhere in the world. With a touch of the finger, the guest can call up a video that shows how fruit is grown and harvested in that particular region. A second touch reveals how that fruit is distributed around the world. (Example — Chilean blueberries fly to the United States and Europe, Hawaiian pineapple flies to China, fruit from Betuwe distributed throughout Europe, etc.)

### **THE MAGICAL MIXING MACHINE**

Guests are drawn to this large, eccentric one-of-a-kind contraption topped with a high-powered blender. The purpose of this Magical Mixing Machine is to blend the perfect fruit drink.

Our Host invites people to step up for a demonstration of how it works. After guests have gathered, this Host asks for a volunteer assistant (probably a young boy or girl). The assistant

hands the Host the various fruits, which get dumped into the Machine. The Host describes the health benefits of each fruit — vitamins, minerals, antioxidants and unique disease-fighting phytonutrients.

Each drink is one-of-a-kind, never-before-attempted-by-mankind. The Host counts down from 10 and then powers up the machine. The final fruit drink is poured into small cups and passed out to audience members. Each guest has the experience of enjoying this particular 'blend' for the very first time!

(NOTE — Subject to prior approval by staff, guests can bring their own fruit to this area to create new and exotic concoctions to share with guests, including family and friends.)





# Signature Show — Fly With Bee-tuwe

Fly With Bee-tuwe is a fun-filled 4-D show that provides guests with a thrilling “fly-through” of this bountiful area courtesy of a friendly host, Bee-tuwe the honey bee. Guests not only see every dazzling part of this beautiful landscape, they will also see it from spring through summer into the fall harvest season.

## PRE-SHOW — MEET BEE-TUWE

As guests wait for the countdown clock to hit :00 so they can enter the main theater, they can meet the star of the show, Bee-tuwe the honey bee. In fact, they not only meet Bee-tuwe, they can have a real-time conversation with him. The show is a blend of computer graphic techniques, image projection and live, interactive improvisation by an (invisible) actor.

As guests enter the pre-show space, they see a series of video monitors, each showing video of different scenes of the Betuwe landscape. These monitors display webcam video feeds from all over the region. One monitor is much larger than the others and a bee is buzzing in the foreground. Children can sit up front on carpets so they have a better view, while parents sit on benches behind them.

Now the bee sees the guests and flies closer to look at the guests. The bee introduces himself as Bee-tue and engages the children in conversation. Bee-tuwe asks and answers questions about anything and everything — the Betuwe area, what kinds of fruit grow here, what it’s like to be a bee, etc. Digital puppetry techniques allow the actor’s movements to control the body motions of the projected bee, enabling Bee-tuwe to move about naturally and interact effortlessly. Every show is different than the one before as Bee-tuwe responds uniquely to each individual audience.

(NOTE — During slower periods when it will not be practical to employ an actor, this presentation can be a set presentation with Bee-tuwe welcoming guests, giving them an overview of the show, and ushering them into the theater.)



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LIVE FEED 3

LIVE FEED 2

LIVE FEED 4









### **MAIN SHOW — FLY WITH BEE-TUWE**

The theater is a one-of-a-kind “experience theatre” designed just for this show. An immersive screen and in-theater special effects put guests in the midst of the action and provides the sensation that they are riding in a pack on Bee-tuwe’s back, flying over Betuwe. This theatre will also feature an original music score and sound effects from a multi-channel digital 360-degree surround sound system. In-theatre special effects might include rain, wind and even a “sting” in the seats when Bee-tuwe confronts a challenge.

The show is a unique showcase for the Betuwe area. Much more than a conventional documentary film about the Betuwe area, this presentation has a delightful host, a startling and original narrative format (a “bee’s-eye-view” of the area) and a compelling message — “Fruitify Your Life — Come to Betuwe!”

The show has two vital story elements that work with each other to provide guests a vivid, visceral experience of the Betuwe area.

### **STORY ELEMENT #1**

A breathtaking “fly over” of the Betuwe area. Our Host, Bee-tuwe, has constructed a very special back pack that he carries on his bee-back, so we see what he sees as he soars, swoops, dives and glides over this magnificent land. We see the emerald greenery of the small farms. We fly low over the ancient towns. And, most importantly, we’re with Bee-tuwe as he does his job — visiting every fruit orchard in Betuwe in order to pollinate the plants and trees so the harvest will be bountiful.

### **STORY ELEMENT #2**

An equally magnificent journey through the seasons of Betuwe. The show starts in the early spring, with Bee-tuwe going right to work with his pollination chores. Without it being noted, the show flows into late spring and then into summer as Bee-tuwe shows us the farms blossoming into full bloom.

Along the way, Bee-tuwe zips to his favorite places — especially beautiful gardens filled with lush, welcoming flowers. Bee-tuwe has many friends, including other bees, farm animals and even farm owners who are grateful to the bees for the vital work they do in creating a bountiful crop of fresh fruit.

Finally summer turns to fall and the harvest begins. We get a “bee’s-eye-view” of the entire harvest process — picking, boxing, cooling, storing, packaging and auctioning. Bee-tuwe flies with the trucks to market and then to the dining room table of a family enjoying the fruit that he pollinated a few months earlier!

These two story elements combine for a memorable presentation that shows off the beautiful landscape and friendly people of the Betuwe area.



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# Signature Show #2 — Orchard Wars

Guests enter a theater that is set up as a television control room, with the audience sitting where the television director might sit. A large main screen is flanked by a number of side screens that show images that could appear as part of the main show. There's an excitement in the air — in-theatre audio tells us to prepare for a major news story about to break!

Our Host appears on the main screen, at the center of a multi-media studio. He's a news reporter, and he's also producing and directing the news coverage from this studio. The reporter/producer is dressed in military gear as if covering a war. In fact, he IS covering a war — the ORCHARD WAR!

(This Host seems to be live and events seem to be happening in real-time. He is, in fact, filmed as are all the images.)

All the screens fill with images as the Host describes what's going on. Yes, the orchard seems to be a natural refuge of peace and harmony, but a micro-view reveals all-out war!

Our host/reporter reveals the battle. Predatory insects like the codling moth, the apple maggot and the omnivorous legroller. are on the attack! Determined to destroy the orchard! And they're joined by diseases like Armillaria Root Rot, Bacterial Blossom Blast and Fire Blight! What to do? Is all hope lost?

Luckily, an army of benevolent insects is deployed. These include lacewings and a host of beetles — leatherwings, ladybird and ground beetles. Praying mantis and pirate bugs also join the fray. And farmers are able to muster non-toxic pesticides and herbal remedies as well.

The battle goes right down the wire, but in the end, the predators are routed and the harvest will take place as planned. Our host/reporter warns us, however, that the war is never really won — these battles must be fought year after year. The price of delicious, healthy, organic fresh fruit is eternal vigilance and continued research.



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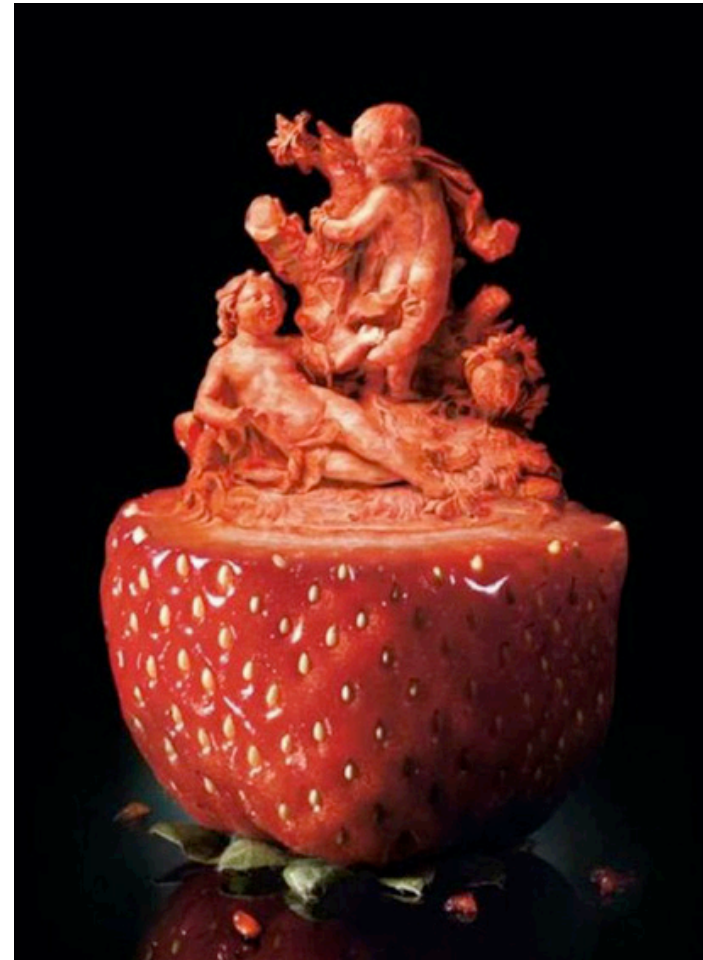


### **FORBIDDEN FRUIT BAR**

At the far end of the gallery, guests are invited into a place like no other in this center...or the region...or the Netherlands, for that matter. Welcome to the Forbidden Fruit Bar.

The rest of Fruitrijk is light and cheerful — this place is dark and exotic. Colors and textures are derived from the most popular local fruit. Large, sensual photos on the wall celebrate healthy people enraptured by the delicious taste of fresh fruit. Paintings depict the ‘forbidden’ nature of fruit in myth and legend — the snake tempting Eve with an apple in the Garden of Eden, Snow White being tempted with that fateful apple, etc.

A special bar illuminated with dazzling colors invites guests to enjoy a variety of exotic fruit-based cocktails. They are all made with fresh fruit juice and are suitable for every member of the family.



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### **THE FRUITRIJK HANDS-ON KITCHEN**

Here, guests are invited into an ultra-modern Test Kitchen where the latest and greatest recipes involving fruit, including breakfast dishes, healthy drinks and smoothies, and decadent (but healthy) desserts are prepared.

Special body products made of fruit will also be prepared and demonstrated here, including sugar scrubs, moisturizing lotions, shampoos and “butter bling” lip moisturizers.

These shows might follow the format of familiar television food prep shows. A Host invites guests to expand their imaginations about the uses of fruit for every meal and even for health and beauty products. Then, using fruit from the Betuwe area, the Host creates delicious, tempting dishes and beauty products that select audience members are invited to sample. These recipes and formulas are simple enough so that guests can replicate the results in their own kitchens.











### **FRUIT AND BEAUTY GALLERY**

Here guests can enjoy art exhibits and installations that celebrate every aspect of the fruit experience. Some of the possibilities here include:

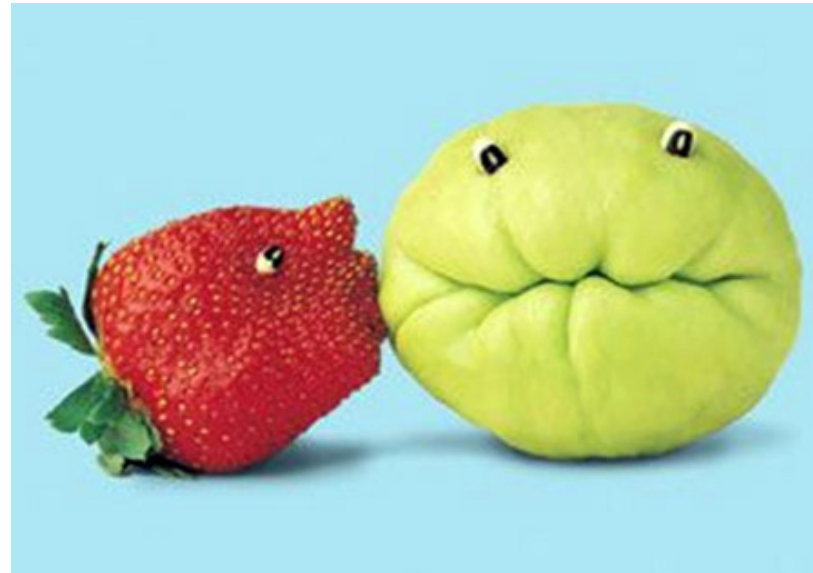
- Art Made of Fruit
- Art Inspired by Fruit
- Fruit in Myth and Fairy Tales
- Fruit in Fashion
- Fruit Photography

### **A SPECIAL GUEST AREA**

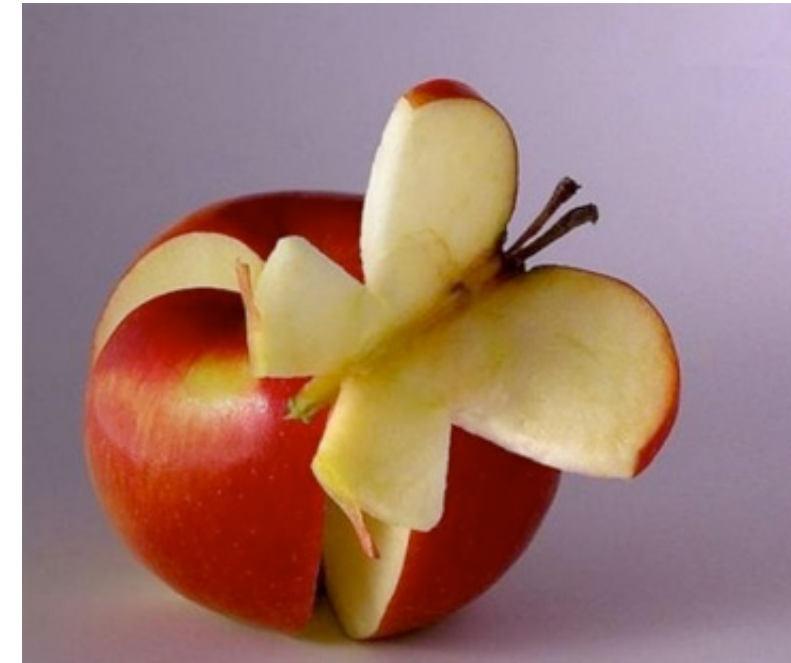
Guests can bring in and display their own pictures and photos of fruit (subject to approval by a staff curator).

### **FRUIT GALLERY STORE**

Guests can buy prints of the art and photos. This will include a special Fruitrijk yearly calendar, with a signature painting or photo for each month of the year.



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## The Working Farm

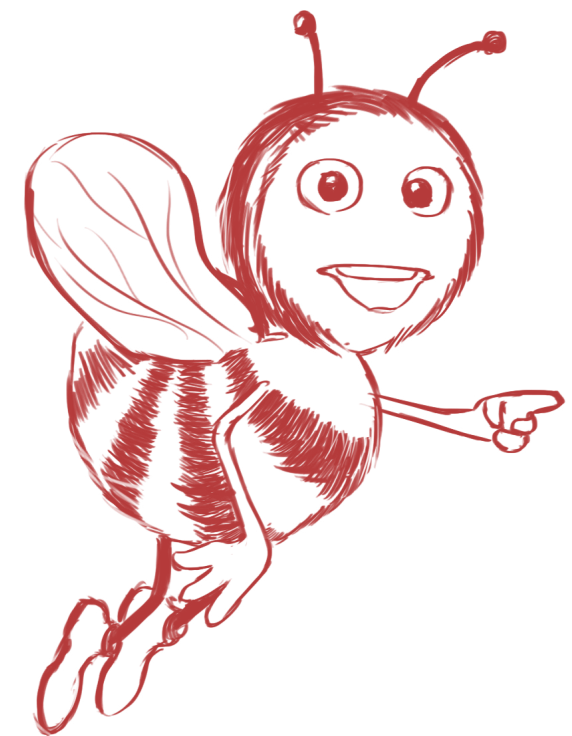
A small-scale fruit farm that grows the most popular varieties of Betuwe fruit is just outside the door. The Tour of this farm takes guests through the process of growing fruit — the equipment, the processes, and the everyday work that goes into producing delicious, healthy fruit. The farmers who give these tours emphasize how the very process of growing fruit leads to health and well-being. Yes, the work is hard, but they are in touch with nature and the natural processes in a way that city-dwellers will envy.

Along the way, guests will be invited to try their hand at various farm tasks. The farm offers active guests a number of opportunities for hands-on training, education, and experience in the everyday work of Betuwe farm life.

### JUST FOR KIDS

A favorite feature of the Working Farm is a dedicated Future Farmers of Betuwe area. A few special crops are grown here, attended by young staff members assisted by young guests as they pass through.

A special PLAY AREA for children ages 4-12 features climbable, kid-safe farm equipment and machines made just for make-believe child adventures (and photo opportunities for parents). A special water play area (open in warm-weather months) offers kids the chance to learn about the watering of fruits and the irrigation of orchards. Here, kids might find water sprayers, fruit sorting tanks and a system of irrigation canals that invite kids to create new channels.













### **FRUITRIJK CAFÉ**

This café looks out over the beauty of the Working Farm. This café features seasonal fruit dishes and fruit juices and smoothies along with gourmet selections. The food is so good here that it draws people come from all over the region. These guests will be entertained by the activity on the farm as they dine.

### **SIGNATURE RETAIL SHOP**

Here, guests can find a full array of gifts and souvenirs to commemorate their visit to Fruitrijk.

They can also find a Farmers Market area with stalls and tables where they can purchase fresh Betuwe fruit and fruit products, local handicrafts, and made-on-site fruit-based beauty and wellness products.

In addition, they can find supplies, books and tools for better family farm gardens and orchards. These include special one-of-a-kind items featured in shows and exhibits in Fruitrijk, or on the Working Farm just outside the door. This area can be set up like a Farmers Market

They can also get Bee-tuwe items — plush toys, t-shirts, hats, posters and books.

### **AUDITORIUM**

Adjacent to the Fruitrijk Café is a special multi-purpose auditorium. This can be used for meetings, presentations and seminars. It will also be available for private parties and corporate events.



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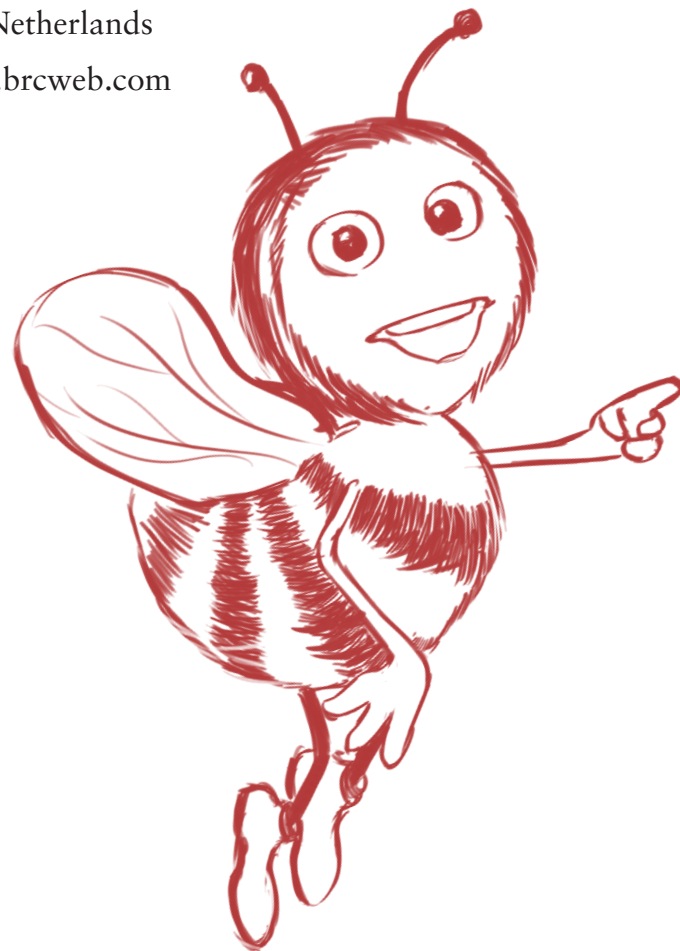
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