



*The Heineken Experience*  
*Credits and Acknowledgments*

Created, Designed and Produced by BRC Imagination Arts

**HEINEKEN CREATIVE EXECUTIVE TEAM**

Manager Facility Services and Heineken Experience Group Human Resources – Harry Philippa  
Manager Heineken Experience – Hans Maris  
Project Manager for Heineken International – Marcel Goossens, P2 Managers  
Architect for Heineken International - Marc Leuring, Architektenburo Bel  
Project Coordinator Interior Building & Design HotM & HEX - Trudy de Vries  
Heineken Project Leader – Michael Vermeer  
Project Manager Brand Communication – Maarten Wijdekop  
Advertising Projects Manager (a.i.) - Heineken Brand Communication – Juliette Sanders  
Commerce Manager DraughtKeg - Jacobine van der Meer-Lotgering  
Brand Activation Manager - Antonia Stere  
Manager Heineken Collections Department - Annesietske Stapel  
Image Resource Coordinator and Printer - Alexander Plas/Artisit

**BRC PROJECT VISION/CONCEPT PHASE**

Project Director: Scott Ault  
Project Development Lead: Bart Dohmen  
Creative Development Lead: Christian Lachel  
Benchmarking & Business Planning Study:  
Economic Research Associates - Lesley Morisetti, Director; Jessica Mello, Sr. Associate  
Creative Development Manager: Matthew Solari  
Experience Design Lead: Stacey Sunada, John King  
Research Coordinator: Joel Weber  
Illustrator: Nathaniel West  
Experience Designer: Derek Hibbs  
Graphic Designer: Arlet Shirvanian, Christine On, Chiharu Kawamura  
Technical Director: Chuck Roberts  
Fabrication Manager: Sameer Kawash  
Production Assistant: Billy Parish  
Project Accountant: Ezra Perez  
Chief Creative Officer: Bob Rogers

**BRC CONCEPT VALIDATION PHASE**

Project Director: Scott Ault  
Project Development Lead: Bart Dohmen



Project Manager: Tisa Poe  
Experience Design Lead: Erik Neergaard  
Show Systems/SFX Manager: Jim Schelter, Tom Tait  
Experience Designer: Derek Hibbs  
Show Set Designer: Judy Bradbury  
Technical Manager: Josh Cottrell  
Fabrication Manager: Patrick Weeks  
Show Set Design Lead: April Johnson  
Lighting Design: Yeager Design  
Illustrators: John King, Justin Jorgensen, Christian Lachel  
Graphic Designer: Arlet Shirvanian  
Project Accountant: Ezra Perez  
Chief Creative Officer: Bob Rogers

## **BRC DESIGN/BUILD PHASE**

Project Director: Scott Ault  
Project Development Lead: Bart Dohmen  
Project Manager/Show Producer: Friend M. Wells  
Assistant Project Manager: Samantha Lombardo  
Art Director: April Johnson  
Exhibits & Graphic Designer: Valerie Faithorn  
Creative Director: Danny Hartigan  
Show Systems Manager: Tom Tait  
Technical Managers: Josh Cottrell, Alex MacKay  
Fabrication Manager: Tom Harding  
Show Set Lead: Kathy Fox-Martin  
CAD Assistants: Arad Vejdani, Huafen Qiao  
Writers: Tim Wade, Margaret Kerrison  
Storyboard Artists: Robin Richesson, Michelle Perone, Max Forward  
Graphic Management Assistant: Melissa Schulman  
Art Director – Innovation Station: Rob Ball  
Illustrators/Designers: Robert Conner, Victoria Gapin, Tesia Rynkiewicz,  
John Emshwiller, David Goodwin, Sean Zinglewicz, Jeff Starling, Lim Hur  
Show Set and Facility Coordinator: Annette Stock  
Assistant Project Coordinator: Susannah Carradine  
Project Accountant: Ezra Perez  
Installation Office Manager: Jeroen Holman  
Chief Creative Officer: Bob Rogers

## **BRC'S VENDORS – DESIGN/BUILD**

Lighting Design - Yeager Design  
Custom Lighting Fixtures - Rinaudo's Reproductions  
Exhibits Fabrication – Ironwood Scenic  
Graphics Fabrication – Olson Visual  
Show Set Fabrication and Props – Lexington  
Show Set Fabrication and Props – Gielissen Interiors and Exhibitions  
Additional Fabrication– P&P Projects BV  
Show Systems Interactive Production: Alterface  
Show Systems Interactive Production: Bitmove  
Show Systems Special Effects Fabrication: Rando  
Show Systems and Lighting Installation: Mansveld BV  
Show Systems Engineering and Hardware: Electrosonic Ltd  
Motion Base Systems: Bosch Rexroth  
Botanical Reproductions-Exhibits: Brees Studios, Inc.

## **MEDIA PRODUCTION: BRC IMAGINATION ARTS**

Media Supervising Producer: Philipp Edelmann  
Media Line Producer Netherlands: Monique ten Berge  
“Born in Amsterdam” Bartender: Sieger Sloom  
“Brew You” Tour Guide: Marcus Nelson  
Media Director of Photography (U.S.): Brad Rushing  
Media Director of Photography (Netherlands): Maarten Kramer  
Media Production Designer: Manuela Schmidt  
Media Production Manager (U.S.): Brian Smith  
Media Production Coordinator (U.S.): Candice Lee  
Media Production Assistant (U.S.): Emily Taylor  
Media-Stills and Panoramas Production: Ron Smothermon  
Media-Stills and Panoramas Photographer: Jay Mark Johnson  
Editor Brew You/ Born In Amsterdam: Chris Pavlica  
Additional VFX Brew You: Brian Battles  
Digital Media Assets, Programmer, and Editor: Greg Nelson  
Animation-Interactive Tabletops: Rod Maxwell  
Promo Video: Ray Greene  
Amsterdam Media Production: Dahl TV  
Amsterdam Sound Mix: Redline Studios  
Brew You/ Born In Amsterdam/Beer Tunnel Visual Effects: Frantic Films  
Animation BYO End Graphic: 2 3D Films  
Media Editor: Raised By The World: Beast



Media-Original music by: Machine Head, Noisy Neighbors, Stichting NOOTJES  
Rerecording and Sound Design: Born In Amsterdam/ Brew You: Margarita Mix Hollywood  
Color Correction: Born In Amsterdam/ Brew You: Digital Jungle  
Color Correction Raised By The World: Encore Hollywood  
Soundstage and Production Services US - Line 204 Studios  
“Brew You” tank sequence filmed at Universal Studios, Hollywood

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