

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 Sloot
“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



Special thanks to the hundreds of talented men and women of Heineken International whose support and encouragement made this visitor experience possible.