

ATELIER BRÜCKNER

PRESS RELEASE

LINDT HOME OF CHOCOLATE WORLD OF CHOCOLATE OPENED IN KILCHBERG NEAR ZURICH

The aroma of chocolate is in the air! The Lindt Chocolate Competence Foundation invites small and large guests to take part in a journey of discovery into the wonderful world of chocolate. Planned and designed by ATELIER BRÜCKNER, the Chocolate Tour provides information on the origins, history and production of the mouth-watering delicacy. It shows some specific details about Switzerland and makes it possible to experience the cocoa-containing products with all the senses in an exhibition area covering 1500 square metres.

The museum exhibition is located in the Lindt Home of Chocolate, a new building by Swiss architects Christ & Gantenbein at the headquarters of Lindt & Sprüngli in Kilchberg near Zurich. Lindt has been making chocolate at this location since as early as 1899. Lindt is one of the few chocolate brands that cover the entire production chain "from bean to bar". The history of the company going back to 1845 is presented in a film, which is shown in the auditorium on the ground floor of the new building.

The world's highest, free-standing chocolate fountain in the foyer of the museum serves as the prelude to the world of chocolate. It is 9.30 metres high and circulates 1000 litres of liquid chocolate, flowing from a large, hovering wire whip down into a Lindor ball on the ground. Borne along by the aroma of chocolate, visitors proceed on a tour of discovery on the first floor of the building. Sounds, smells, media stations and visitor-participation systems allow them to become part of the different scenarios. Designed individually, each exhibition room communicates through the senses and with information to convey an aspect of the world of chocolate. A Maître Chocolatier in media form accompanies the visitors through the exhibition. It is in the audio guide, which is provided in seven languages, and is also present in the room in the form of a film. A special narrative track is offered to children.

At first, the visitors travel to a cocoa plantation in Ghana where they learn everything about the cultivation of cocoa trees. Did you know that the flowers and therefore the fruit grow directly out of the tree trunk? And that the fruit can be harvested the whole year round? A film projected onto steles show cocoa farmers at work and thus invests the room with living images of the individual steps involved in production - from planting, harvesting, and drying to the quality assurance process. On the rear of the steles, the original tools are exhibited, for example a harvesting knife or the drying mat that can be seen in the film.

The "Chocolate History" room is all about the 5,000 year history of chocolate. A drawn and digitally animated 360-degree panorama picture tells about the origin of chocolate as a beverage drunk by the Maya and how it was brought to Europe by the Spanish conquerors in the 16th century. Here, it was initially reserved for the aristocracy until, in the course of the industrial revolution, it became affordable for the lower layers of

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the population. Some exhibits from the individual epochs are assigned to the panorama. A round media table in the middle of the room shows how the preparation and consumption of chocolate has changed over the centuries. At integrated media stations, visitors can themselves grind some cocoa beans and stir the beverage until it turns foamy.

How Switzerland became the "home of chocolate" is conveyed in the "Swiss Pioneers" room. A media table, designed as a white cubic cross on a red floor, endows the narrative space with a special character. It is in the middle of the room and presents not only Rudolf Sprüngli and Rodolphe Lindt but also François-Louis Cailler, Philippe Suchard, Henri Nestlé and Daniel Peter as outstanding pioneers of chocolate. Analogue elements and projected films complement each other. They convey information on their lives and milestones such as the opening of the first chocolate factory in 1819 by François-Louis Cailler in Vevey.

The walls of the room show a hand-painted landscape panorama of Switzerland in which mechanical details, small-format projections and holographs invite the visitors to make their own discoveries. For example, they see how Rodolphe Lindt in Bern discovered the conching process – the revolutionary invention that today makes chocolate such a delicately melting product. The replica of a historical conche stands in the middle of the media table and tirelessly stirs a liquid mass of chocolate.

The subsequent time tunnel "From Past to Present" illustrates the changes in the manufacture and marketing of Swiss chocolate from 1900 until today. Moulds and packaging from the archives of different manufacturers show the development of individual production lines. Large-format, backlit prints offer an insight into historical factory rooms.

And how does chocolate production function today? Visitors find this out in the "Production" room, which, with its smooth, shiny surfaces, is based on an actual factory. Step by step, models accompanied by information graphics show them how cocoa mass can be obtained from the beans and how it finally becomes fine chocolate paste. The presentation tables are reminiscent of stylised chocolate tanks. Following this, two miniature machines of a production line show how the liquid mass is made into perfect bars or individual chocolates. Incorporated films and two game-like stations for visitor participation illustrate the process.

In this room, three chocolate springs, where the different composition of white chocolate, milk chocolate and dark chocolate can be tasted are a special attraction – and not only for young visitors. At the end of this room, there is a chocolate tasting point where supplementary ingredients are presented. At cylindrical smelling stations, the aromas of vanilla, ginger, pepper and strawberries can be enjoyed.

The darkened adjacent room with the name "Chocolate Cosmos", which is surrounded by an atmospheric projection of stars, finally places chocolate as a product in a global context. The displays are designed as planets. The first planet is dedicated to

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Switzerland. On a 3D map onto which images are projected, the visitors travel through 200 years of Swiss chocolate history and see how the amount exported has increased continually.

The regions where cocoa beans originated are presented by means of a rotatable globe. Here, the visitors find out that, among other things, 60 per cent of the worldwide cocoa harvest comes from Ghana and the Ivory Coast. In contrast, only 0.8 per cent comes from Papua New Guinea. One planet is specially dedicated to the sustainable production of cocoa. Rotatable text flaps and five integrated films use West Africa as an example to show current challenges and possible concrete solutions that can make the world of chocolate fairer.

A further rotatable globe is concerned with worldwide chocolate consumption. Did you know that, for years, Switzerland and Germany have been at the top of the ranking list of big chocolate lovers and that white chocolate is treasured above all in South Africa? Only here is the market share up to 12 per cent. Commercials influence consumption behaviour. A dedicated globe shows historical original-language films of different chocolate manufacturers. It illustrates how international the advertised delicacies now are.

And what do the globally popular Lindt products taste like today? In "Chocolate Heaven", a Maître Chocolatier offers different chocolates for visitors to taste. Large-format Lindor balls supplement the narrative space. They are designed as photo booths. The visitor can choose from different background motifs and send home a souvenir picture: perhaps, dressed as a Lindt golden rabbit? With brand ambassador Roger Federer? Or with the chocolate fountain from the Lindt Home of Chocolate?

Finally, the visitors cross a bridge over the foyer of the building to reach the "Innovation Lab", which opens out towards the light-filled interior. The exhibition architecture takes up the architecture of the building. A rounded wall of display cases asks questions about the future, such as: Can there be chocolate without cocoa trees? How is artificial intelligence changing the production of chocolate? And can chocolate be made in a carbon-neutral manner? As soon as the visitor approaches, the initially opaque glass of the display case becomes transparent and reveals selected exhibits and explanatory films, including a robot arm and a replicated cell culture.

The heart of the "Innovation Lab" is a real testing system, the entire interior of which can be seen along the continuation of the route through the exhibition. Specialists use this system to develop new chocolate creations. Augmented animation enables an X-ray view into the insides of the machines. The animated design drawings are directly placed on the pane of glass that separates the visitor from the production room. They are exactly aligned with the machines of the production plant. Documentary films summarise the processes. In this way, every step is made comprehensible: from pouring and shaking to final cooling and packaging of the chocolate

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The Chocolate Tour ends with a chocolate souvenir: a film shows a Maître Chocolatier who invites the visitor to enjoy a sweet surprise gift. It comes from the testing system and, packaged in a golden ball, rolls through a lovingly designed marble run before it falls into the hands of the visitor.

A chocolate shop and a café on the ground floor of the building round off the chocolate experience and invite people to spend some time there. In addition, the building offers workshop areas on the second floor. Here, one's own chocolate creations can be designed – after a corresponding booking has been made.

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