

## **The Heineken Experience Credit List**

As of February 10, 2009

### **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.