



Nous worked with Wild Turkey to form a vision for the visitor centre, created the project brief for the architects, selected the architects to participate and organised an architecture competition for the building's design that resulted in the award winning visitor centre that opened early 2014.

## Case Study: New visitor centre for Wild Turkey Bourbon

### Our client

Wild Turkey Bourbon

### What we did

Nous was commissioned by Wild Turkey Bourbon to help them create a new visitor centre in Kentucky.

### Project Results

- o 100% increase in visitor numbers in the year that it opened
- o Winner of multiple design awards
  - Highest Kentucky AIA Honor Award 2014
  - Chicago Athenaeum 2014 American Architecture Award
  - Hospitality Design Awards in the Open Category 2014
- o Featured in the national and industry press
  - USA Today
  - Architectural Record
  - Archdaily picked the new Visitor Center among their favourite (all time) projects in the USA
  - Go Bourbon
  - Kentucky.com



### Project Goals:

- Increase visitors, especially those in the target market, to bring in more revenue and sales.
- Create a visitor centre that would stand out among the rest on the Bourbon trail and gain recognition for the building's design.
- Raise the brand's profile nationally and internationally.
- Impress stakeholders and the local community.

### Wild Turkey Visitor Number Increase %



\*Wild Turkey visitors increased by 100% when the centre opened.

### Comments from stakeholders and officials

"Nous enabled us to realize our vision for a new Visitor Center at our distillery in Kentucky. They helped us translate our brand mission into an architectural brief for a competition, invited exciting architects to participate and ran the competition successfully. We were very happy with all the architects' ideas and we are thrilled with the design we chose - we can 'wow' any visitor who comes by. We look forward to working with nous on other projects in the future."

—Umberto Luchini, Head of Marketing, Campari America

"With our gleaming, new architectural masterpiece, we finally have a Visitor Center worthy of Wild Turkey's legacy, as well as an outstanding calling card for Kentucky's Bourbon industry."

—Jean Jacques Dubau, President and CEO of Campari America

"The introduction of this Visitor Center is the crowning achievement for Wild Turkey and Gruppo Campari."

—Steve Beshear, Kentucky Governor

"The building is a clever and truly beautiful reinterpretation of a vernacular archetype - a wonderful project on all levels..."

—American Institute of Architects Jury Comments



## About Nous

We work with brands to create spaces and experiential marketing projects that engage customers in unexpected ways.

### How we work

- Work with a brand to create the vision, goals and brief for the space and experience
- Assemble the best team for the design of the space and experience
- Project manage and deliver the completed space and experience
- Film and produce content for marketing, branding and social media throughout the process

### We work on a range of projects including:

- new buildings
- headquarters
- offices
- visitor centres
- pop-ups
- retail
- pavilions
- experiential marketing
- place-making projects

### Other client case studies include:



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