

Lordculture is delighted to announce the opening of the House of the Laughing Cow on Thursday, May 21st, 2009, in Lons-le-Saunier (France): the place where the very first cheese wedges were made. Lordculture, a company delivering operational consultancy services in the cultural field, assisted the Bel Group throughout the project.



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Lordculture, involved in every step of the project

The creation of the House of the Laughing Cow was initiated by Catherine Sauvin, the grand daughter of Léon Bel, who invented the famous cheese. Lordculture provided global project management (particularly during the initial period) both on strategic and operational aspects. After a first study on retail spaces and public flows, Laure Colliex and her team designed an action plan for the House of the Laughing Cow. Lordculture also assisted the Bel Group with the interpretative plan, exhibition design and multimedia projects.

The visitor experience

The building was designed by the Reichen & Robert agency as a modern and environmentally friendly facility. Lordculture contributed to making the visitor experience a convivial, playful and interactive one, focussed on the life of the renowned red cow. The collection presents more than 600 objects, including the very first Laughing Cow box. Numerous activities and multimedia programs invite people from all ages to have fun with the Laughing Cow. The visit ends outside, with an adventure playground for children.

A new way of communicating on the Laughing Cow

Lordculture is proud to have contributed to the success of this project: “This House symbolizes a unique business and heritage approach. We had to reinvent with Bel another understanding of the public and make sure that the project was anchored locally in order for the facility to be sustainable and open towards the future” (Laure Colliex, Associate Director). The creation of the House of the Laughing Cow points out the Bel Group’s corporate responsibility and its commitment to the respect of the environment. It is an extraordinary ground to work on a new perception of the Laughing Cow and to foster a stronger consumer loyalty. And finally, it is a unique opportunity to revitalize Jura’s cultural and tourist life.

Lordculture is a privileged partner for cultural stakeholders in their seek for achievement, whether it be economic, artistic, or functional. The agency has numerous references: Centre Pompidou in Paris, Zaryadye Museum in Moscow, Latvian National Contemporary Art Museum in Riga, etc. Lordculture is a member of Lord Cultural Resources’ international network, leader in cultural consulting over 25 years.

CONTACT:

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