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BRUGES



imagine
Bruges

#imagineBruges
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imagineBruges

It all starts with a dream

Have you heard someone talking excitedly about Bruges? Have you scrolled through an article about the tranquillity of Bruges, or been transfixed by a video of a free runner crossing its roofs? Has your eye been caught by a smart hotel, or an intimate B&B? Or maybe you've read or listened to some fascinating stories about the Burgundians? In any event, your interest has been aroused. That's exactly the feeling we want to create in our 'imagineBruges' campaign: drawing on that feeling and yearning to travel again, and planting the seeds of a dream of Bruges. imagineBruges will tickle your appetite; your own imagination will do the rest.

With an intriguing slogan, striking photos and a recurrent 'dream bubble' logo, we aim to provide inspiring content on the themes of **Bruges in 360°**, **Around Bruges**, **Heritage**, **Culture**, **Shopping and Gastronomy**. A campaign that turns the spotlight on all the delights of the city: a perfect reflection of its DNA. Imagine you're travelling to Bruges... Imagine that!



Bruges in 360°

Imagine world famous classics and hidden gems

World-famous city views and small, hidden corners. Marvel at the imposing Church of Our Lady in the evening light or enjoy the peace and serenity of the Beguinage. Wander along the city ramparts, discover the most romantic spots or explore the many green oases the city has to offer. Whether you are looking for impressive sights or quiet, serene spots, Bruges has it all to offer. You are sure to want to stay overnight!

Discover Bruges in 360°: www.visitbruges.be/imagine-bruges-in-360-en

Tips for culture lovers

Bruges from the heart

On this [exclusive walk](#), a local city guide will take you along on a fascinating trail. You'll discover hidden gems and secret places alongside the must-see heritage and architectural highlights of Bruges. The tour also includes a breathtaking panoramic view from the Concertgebouw rooftop. A truly unique experience!

Meet & greet Van Eyck

The [Meet & greet Van Eyck](#) walk delves deeper into the painter's life in Bruges. You will 'meet' the atmosphere of the Burgundian era and learn more about his personal life as well as discovering locations in Bruges where you can 'greet' his creations and feel his presence. During this walk, you will not only experience the artist's daily journeys around the city; the guide will also take you to a few hidden spots.

Tips for families

Water fun in swimming pools

Just outside the historic city centre there's a water park waiting for the whole family. In Jan Guilini you can swim in a little piece of protected heritage from the interwar years. Close to the Veltembos lies the Interbad Farys, with a recreational pool, 60m water slide, separate teaching pool for kids and a toddlers' pool. The LAGO Brugge Olympia swimming paradise offers both relaxation and sensations with its unique slides, indoor pool with wave pool, wild water course, sauna and heated kids' pools with interactive play equipment. In fine weather you can enjoy the large lawn with two outdoor pools and an outdoor whirlpool.

Bruges by boat

A visit to Bruges isn't complete without a boat trip on its canals. Go aboard at any of the five landing stages for a half-hour trip that allows you to appreciate the most noteworthy delights of the city from a completely different angle.

www.visitbruges.be/en/bruggemetdeboot

Parks with playgrounds

There's plenty of scope for youthful exuberance in Bruges' parks. Romp, run and jump surrounded by greenery. Some parks also have playgrounds. Look out for the Guido Gezellewarande in the tranquil Saint Anne district, stroll into the well-hidden Park Sebrechts closer to the centre, or explore the better-known Minnewaterpark. For more ambitious climbing and clambering, we recommend the Koningin Astridpark, which received a complete make-over this spring.

jong.brugge.be/buitenspelen

Bits of Bruges

Just like everywhere else, life has been on hold for the city of Bruges and the people who live there. Are you planning to make your way to Bruges, or would you like to reminisce after your visit, and so make the experience last for longer? Then try these films, 360° images, music, podcasts and books and you will feel as though you are back in beautiful Bruges again! One thing is certain: Bruges is still the magical city it always was and we are waiting to welcome you back!

www.visitbruges.be/bits-of-bruges-4

Tips for ambience seekers

Looking for romantic hotspots

Romance reigns supreme in Bruges. Swans on the canals, a maze of medieval streets, and cobbled squares give the city an atmospheric allure. The parks and green ramparts around the city provide the dream setting for a romantic walk at every time of the year. Head out to explore, on foot or by bicycle. The [Bonifaciusbridge](#) is the romantic spot par excellence. The [Beguinage](#) is an oasis of peace in the inner city, with abundant flowering daffodils in spring. The [Koningin Astridpark](#) is landscaped in the English style, with a romantic bandstand. In [Tanners' Square](#), with its artists' stalls in summer, you'll imagine yourself in the Place du Tertre in Paris. From the [inner courtyard of the Gruuthuse Palace](#), you can admire not only the handsome facade of the [Gruuthuse Museum](#) but also the imposing height of tower on the Church of Our Lady. The [Gouden-Handrei](#) and the [Groenerei](#) are outstandingly lovely canals, their waters reflecting back the houses that stand along their banks.

Green all around you

The parks in the centre, the ramparts around the city, the green belt around Bruges with its mixture of woods, castle grounds, open countryside and canals all make Bruges an attractive destination for visitors in search of greenery. Discover the city's [green riches](#) on foot or - why not? by bike, since Bruges is an outstandingly cycle-friendly city.

Bruges by horse-drawn carriage

Set aside half an hour to take a romantic carriage ride around the historic streets, through age-old squares and over charming bridges. During the ride your coachman can give you expert explanations and around halfway round the horse and carriage make a short stop at the Beguinage. You'll find the departure point in the Market Square (or in Burg Square on market days).

Bruges by bicycle carriage

Are your feet tired from all that walking? Take a (covered) bicycle carriage and discover the city's most romantic places and historic monuments in a unique and environmentally-friendly way. Bicycle carriages can be found in the Market Square close to the De Reyghere travel book store (or in Burg Square on market days).

www.guidedtoursbruges.com

Tips for adventurers

Tranquil Bruges

The city quarters of Saint Anne and Saint Giles may be known as tranquil Bruges, but there is still lots to experience here, far off the beaten track. Don't miss the [windmills](#) on the stretch of the ramparts between the Kruispoort and Dampoort city gates and the view of the idyllic Gezellekwartier, Hemelrijk where time seems to stand still, the cows grazing in the inner gardens of the [Major Seminary](#) (Peterseliestraat), the sheep in the [Hof Campers & Hof De Jonghe](#) (Langerei), the mysterious [Jerusalem Chapel](#) and the workers' houses in the Balstraat, the hidden gem that is Albrecht Rodenbachstraat and the places of worship in Stijn Streuvelstraat. Find religious peace in [St Anne's Church](#), [St Giles' Church](#) or [Our Lady of the Pottery](#).

West Bruges

Expand your boundaries, leave 't Zand behind you and explore West Bruges. You'll find abundant greenery along this least-frequented stretch of the ramparts and come to the [Smedenpoort City Gate](#), the only city gate in Bruges to retain its original yellow ochre colour during restoration. Don't miss the places of worship hidden here and there: the intimate [Chapel of Our Lady of the Blind](#), the Smedenstraat with its wide variety of shops, the Dumery clock with its unusual foot-operated chimes, the [Capuchins Church](#) and [St. Godelina's Abbey](#). In the heart of the district a brand-new contemporary exhibition venue and conference centre is under construction ([the Bruges Meeting & Convention Centre](#)).

Bruges by segway

An original way to explore the city without having to walk! After a short initiation, a personal guide takes you on a route past the historic sites, monuments, unique buildings and hidden treasures of Bruges. You can also opt for a chocolate, Bruges by night, dinner or brewery tour.

www.segwaybrugge.be



Around Bruges

Imagine an art city surrounded by sea, polders and forests

If you love the city but you are also a fan of nature and the coast, we've got some good news for you – there is no need to choose; you can enjoy it all in Bruges! This city of art is blessed with its own beach as well as a picturesque 'white polder village' and is surrounded by sea, polders and forests. The untouched nature around Bruges is rich in history and will keep you entertained for days as you explore on foot or by bicycle. Or a way to add an extra dimension to your city trip!

Discover Around Bruges: www.visitbruges.be/imagine-bruges-around-bruges-en

Tips for culture lovers

Historic Damme

[Damme](#) lies in Bruges' woodlands and wetlands a stone's throw from the city. Today this is a picturesque, peaceful little town, famous for its book and cheese markets, low church tower and fine town hall. However, until the Zwin silted up, this was an important transshipment port for Bruges. In the 17th century Damme was expanded, becoming a fortress town. Even today you can still see parts of the star-shaped ground plan.

Castle-spotting

The Bruges' woodlands and wetlands is a stone's throw from the city, is full of [castles](#). Bruges' wealthy noble families passed their winters in the city, and moved out to their country houses in the Bruges hinterland during the summer. There are too many to mention and they are not always open to the public, but even from the outside their grandeur is unmistakable and they are mostly set in extensive grounds that make an ideal setting in which to walk or cycle. Two particularly fine examples that you should certainly not miss are the walled [Tillegem castle](#) and [Ryckvelde castle](#), originally a fortified farm. Both stand in extensive parkland not far from Bruges.

A taste of heritage in Zeebrugge

If you'd like to discover the history of the port and the best-kept heritage sites in Zeebrugge, pick up a copy of the [Heritage walk map](#). This 5.8km-long walk starts near [Seafront](#) and is easy to follow, thanks to the rivets in the ground bearing the port crane symbol. During the walk you'll explore the site of the old fish auction and Zeebrugge Village, but don't forget to check out the Beach Area too. Iconic landmarks along the sea wall include the [Palace Hotel or Residence Palace](#), a protected monument since 1994. Further along the sea wall on the beach stands the ['The man who saw the boat, in the air'](#) by artist Jean Bilquin.

Tips for families

Star-hunting in Cozmix

In [Cozmix – Volkssterrenwacht \(Public Observatory\) Beisbroek](#) a powerful telescope lets you admire the sun, moon and planets close at hand from the observation tower. Inside the planetarium more than seven thousand stars are projected onto the interior of the dome. Spectacular video images take you on a journey through the mysteries of the universe: you will fly over the surface of Mars and pass through the rings of Saturn. The artistic planet pathway will complete your voyage of discovery into outer space.

Cheerful Children's Farm

Would you rather keep your feet on the ground? A 14th-century farmstead on the outskirts of Bruges is home to the cheerful children's working farm, [De Zeven Torentjes](#). You can walk in the meadows, visit the stables, and meet lots of farmyard animals, from chickens to cows. The large vegetable garden, herb garden and bee hives will stimulate all your senses.

From maritime theme park to Zeebrugge's family beach

The fish auctions of yesteryear have gone from [Seafront](#), but the atmosphere of the place has remained. On the spot where the fish was once unloaded and sorted, you can now lose yourself in the themed halls of Seafront. Experience coastal tourism from past to present and explore the rich history of the fishing industry. And make sure to visit one of the maritime themed exhibitions: Operation North Sea 1944-45, about the Battle of the Scheldt and the North Sea Treasures exhibition, where you can learn more about the rich natural life of the North Sea. Fascinating for young and old!

Indulge in a little nostalgia and rent a [quadracycle or go-cart](#) at NEW BEAUFORT (Zeedijk 4). Children and adults alike love using this very sociable means of transport. And on the [family beach](#) the youngest beach lovers can enjoy the children's beach play village, with swings, climbing frames and a real play boat.

A boat trip to Damme

The [Damme Canal](#), with its stately rows of poplars where sheep graze from time to time, makes an immediately relaxing impression. Walk or cycle the 6km between Bruges and Damme, or hop aboard the [Lamme Goedzak](#), the paddle steamer that makes the trip between Bruges and Damme several times a day. As you approach Damme, watch out for the gleaming white [Schellemolen](#), a windmill dating from 1867.

Tips for ambience seekers

Lissewege and the former Ter Doest Cistercian abbey

Nostalgic villages are two a penny in Bruges' woodlands and wetlands that surround the city, but in [Lissewege](#) it's as if time has had no impact. With its lovely canal, white-painted polder houses and vast acres, Lissewege is a model of the way every Flemish village used to be. At the foot of [Church of Our Lady of Visitation](#), you can learn everything you want to know about the 'white village' in the [visitor centre](#), home to a charming [Saints' Museum](#), with 120 antique images of patron saints. Those who make the effort to climb the 264 steps of the squat church tower will be rewarded by a panoramic view over the polders to Ostend and Bruges. You will also spot the [Ter Doest Abbey](#). Of the medieval abbey complex, the monumental gatehouse, the dovecote tower and the gigantic 14th-century abbey barn have stood the test of time.

De Fonteintjes and the charming corners of Zeebrugge Village

Head to [De Fonteintjes](#) an elongated 20-hectare area of dunes with lakes and dune wetlands, located between Blankenberge and Zeebrugge. It is one of the few areas with inlets where the dykes are still clearly visible. A number of rare orchids grow here, making the area very fragile.

The most charming corner of Zeebrugge can be found in Zeebrugge Village: [Admiral Keyes Square](#) is reminiscent of an English garden suburb, or the sort of little square where you wish you'd grown up. Not far away is [Saint Donatian's Church](#), a brick hall church in neo-Gothic style. The delightful [Stella Maris Chapel](#) is dedicated to the most important saint for fishermen.

Tips for adventurers

Cycling alone or with a guide

[Cycling](#) is the ideal way to get to know the area around Bruges. Enjoy nature to the full in the Bulskampveld landscaped park, the most wooded area in West Flanders, or in the unexpected castle woods in the urban domains of Tillegem, Tudor and Beisbroek. And don't worry: with a cycle path map in hand, so you can tweak your route yourself, it's impossible to get lost. [Cycle routes](#) can be obtained from information offices or from [shop.westtoer.be](#). But if you'd like a little bit more information about all that beauty, opt for a [guided cycle ride](#) with [The Green Bike Tour](#), [The Pink Bear Bike Tours](#), [Steershop biketours](#) or [QuasiMundo Biketours Brugge](#).

Adventurous Zeebrugge

A [port cruise](#) on the [Captain Blue](#) passenger boat Zephira is the ideal way to see what's going on in the world port of Zeebrugge with your own eyes. The 75-minute round trip takes in the naval base, the Pierre Vandamme Lock (one of the largest locks in the world), the gas terminal, the wind turbine park, Sterneneiland with its thousands of terns, the cruise ships and dredging vessels, while all the while huge container ships are unloaded at the quayside. Sportier adventurers will take themselves off to the [Icarus kite surfing club](#). Zeebrugge is the Kitesurfing Mecca of the Coast. Throughout the year, this is where kite surfers can push their limits in spectacular ways. Thanks to the large, spacious beach, kites can enjoy the North Sea and the wind in peace.

And a walk along the [Saint George's Day Promenade](#) on the western mole will take you almost into the sea! Two large viewing platforms guarantee a marvellous view of the sea, beach and port.



Culture

Imagine culture, from Van Eyck to the Concertgebouw

The Flemish primitives, the world-renowned Concertgebouw, a whole range of top exhibitions – Bruges is certainly not lacking in top-quality cultural attractions. But you might also enjoy joining the locals for an intimate concert on one of Bruges' many squares, a picnic in a museum garden or marvelling at the street art you come across as you wander around the city. From the spectacular to the low-key, Bruges has plenty of culture to keep you happy, regardless of whether you like to have everything meticulously planned in advance or you prefer to just see what you stumble upon.

Discover Culture: www.visitbruges.be/Imagine-bruges-culture-en

Tips for culture lovers

Concertgebouw Circuit

The [Concertgebouw](#) is a reminder of Brugge 2002, when Bruges was the Cultural Capital of Europe, and it's also one of the '1001 buildings to see before you die'. The international music and arts centre, with its outstanding acoustics, is a masterpiece of contemporary architecture. It also houses an interesting collection of contemporary art, including works by Carl De Keyser, Edgar Varèse, Peter Verhelst, Dirk Braeckman, and Luc Tuymans. The [Concertgebouw Circuit](#) introduces you to this unique collection of sound art, visual arts and architecture.

www.concertgebouw.be

Groeninge Museum

The Groeninge Museum provides a varied overview of the history of Belgian visual art, with the top-class paintings by the world-renowned Flemish primitives as a highlight. Highlights include the Madonna with Canon Joris Van der Paele by Jan van Eyck and the Moreel Triptych by Hans Memling. This is one of the most beautiful collections in the world, containing many landmark works from the history of European art. You can also admire gems from Renaissance and Baroque masters, Bruges neo-classical canvasses from the 18th and 19th centuries and masterpieces by the Flemish expressionists. An [interactive virtual tour](#) enables you to explore the Groeninge Museum collection at home.

www.museabrugge.be

Saint John's Hospital

Saint John's Hospital is one of the oldest hospitals in Europe, dating back to the mid-12th century. Visit the medieval wards, as well as the church and the chapel, and admire the impressive collection of archives and art works, which include six paintings by Hans Memling, including the famous Ursula Shrine. All the objects in the museum bear silent witness to the more than eight hundred years of medical and spiritual care administered on this very spot. Take time to visit the hospital pharmacy and the Diksmuide attic, which boasts one of Europe's oldest and most impressive roof support structures.

www.museabrugge.be

City Hall

The monumental City Hall (1376-1421) is one of the oldest in the Low Countries. It is from here that the city has been governed for more than 600 years. An absolute masterpiece is the Gothic Hall, with its impressive vault and 20th century murals depicting the history of Bruges. The adjacent historic hall sheds further light on the governance of Bruges over the centuries, using original documents and paintings. On the ground floor, you are brought face to face with life-size portraits of the city's rulers and can also learn more about the evolution of the Burg.

www.museabrugge.be

Museum of the Church of Our Lady

The 115.5 metre-high brick church tower, the second tallest in the world, demonstrates the craftsmanship of Bruges' builders. Inside you can find a wealth of art treasures, with Michelangelo's world-famous Madonna and Child as the absolute highlight. The rich church interior contains numerous paintings, 13th and 14th century painted crypts and the 15th and 16th century tombs of Mary of Burgundy and Charles the Bold.

www.museabrugge.be

Top exhibitions

Musea Brugge is a big name in the international museum world and will once again be offering a number of must-see exhibitions this year. Don't miss:

- [Van Eyck in Bruges](#)

This exhibition in the newly renovated [Groeninge Museum](#) centres around two wonderful works by the Burgundian court painter Jan van Eyck. His life and work in Bruges are brought to life by authentic documents and other artworks.

Open until 08/11/2020

- [Expo Studio Plus - Handmade in Brugge](#)

Today, too, Bruges is home to many talented craftspeople. Every year [Handmade in Bruges](#) awards labels to Bruges makers who excel in their craft. In a temporary exhibition that runs until January 17th, 25 makers will be put in the spotlight. In Studio +, the beautiful attic of the [Gruuthuse Museum](#), they display their creations in small greenhouses. They thus show that Bruges is a breeding ground for makers of the future. During your visit, also take the map with you, go into the city and meet the makers in their workplace or shop.

Open until 17/01/2021

- [50 years Lace Centre](#)

Bruges' [Lace Centre](#) is 50 years young and this is celebrated with the exhibition by and about [A P-Lace together](#), the virtual worldwide lace workshop. The more than 2500 participants, spread all over the world, receive a lace pattern every week. They were asked to send their finished lacework to the Lace Centre and those lace strips can now be viewed. Furthermore, until the end of this year, the museum is hosting the temporary exhibition [War Lace](#). This small exhibition shows some remarkable lace top pieces made during W.W. I in the context of the operation of the 'Commission for the Relief of Belgium'. Through their help a limited basic income could be provided to the many thousands of poor lace-makers in Bruges and throughout Belgium.

Open until 31/12/2020

- [Simon Stevin van Brugghe \(Simon Stevin from Bruges\), 1620 – 2020. He changed the world.](#)

Learn how the insights and discoveries of this Bruges-born scientist still impact everyday life today. The exhibition covers his life and his published works, but it also gathers all of Simon Stevin's work and manuscripts in one place for the very first time.

Open until 29/11/2020

- [MEMLING NOW: Hans Memling in contemporary art](#)

This Flemish primitive painter has been a huge influence on other artists over the centuries. Memling's influence can still be seen today in the work of Joseph Kosuth, Kehinde Wiley, David Claerbout and others at the [Saint John's Hospital](#).

Open until 01/02/2021

- [Nele Van Canneyt zooms in on Bruges during corona times](#)

During 'corona times', photographer Nele Van Canneyt took pictures of an empty, deserted city for Musea Brugge. The results of this project can be seen at the [Arents' House](#) from the end of November.

27/11/2020 t/m 14/03/2021

Tips for families

Historium Brugge

Step literally back in time and discover the sparkling Bruges of the Golden Age. *Historium Story* tells the love story of Jan van Eyck's apprentice, Jacob. After that, you can discover more about Bruges in the Middle Ages in the *Historium Exhibition*. *Historium Virtual Reality* takes you back to the year 1435, inviting you on a virtual sailing trip into the old city port, where you will fly past the Water Halls and Saint Donatian's Cathedral, both of which have long since disappeared. The *Historium Tower* takes you up the 30-metre high Neo-Gothic tower for a stunning view over the Market Square. And the *Family Trail* will take you on an interactive journey full of fun for kids.

www.historium.be

Concertgebouw Circuit

An original experience trail takes you on an expedition through the modern Concert Hall. Learn how the concert hall works, be impressed by its famous acoustics, admire its contemporary art collection or perhaps even get started with a little sound art yourself! The children can collect stamps by completing tasks during a playful kid's trail. The icing on the cake is the rooftop terrace on the seventh floor with a breathtaking panoramic view over the city.

www.concertgebouw.be

Museum of Folk Life

In these renovated workers' houses you will discover more about daily life in Bruges during the 19th and early 20th centuries. You will visit a classroom, tailor's workshop, pharmacy, confectionary and grocery store. A confectioner fills the museum with sweet scents every first and third Thursday of the month. You can take a break in the museum inn and its atmospheric inner garden, where you can also try a selection of traditional folk and children's games.

www.museabrugge.be

Tips for ambience seekers

Adornes Estate – Jerusalem Chapel

The Adornes estate consists of the mansion of the wealthy Adornes family of merchants, the 15th-century Jerusalem Chapel (built by the family) and a series of adjacent almshouses. In the multimedia museum, you can

step back in time to explore the life of Anselm Adornes and the Burgundian world in which he lived. And you can enjoy a pleasant break in the elegant and familial atmosphere of the Scottish Lounge.

www.adornes.org

Lace Centre

The Lace Centre is housed in the renovated old lace school of the Sisters of the Immaculate Conception. The story of Bruges lace is told in the Lace Museum on the ground floor. Multimedia installations and testimonies from international lace experts help to explain the various different types of lace and their geographical origin, and focus on the lace industry and lace education in Bruges. Demonstrations and various courses are organized in the lace workshop on the second floor.

www.kantcentrum.eu

Tips for adventurers

Local breweries

The people of Bruges enjoy a pint when the time is right. So the city boasts quite a few locally brewed beers. Right in the city centre, you can visit the [De Halve Maan](#) and [Bourgogne des Flandres](#) breweries. De Halve Maan is a family business, with a tradition going back through six generations of brewers all the way to 1856. Here they brew Brugse Zot, the official city beer, with passion. At [Bourgogne des Flandres](#) the brewer will show you how the brewing process works, or you can tap a glass yourself the digital way. Just outside the centre is [Fort Lapin](#), a craft brewery offering around eight different beers. At [Bryggja Brewery](#) in nearby Damme, Franky Van Brabant brews craft beers on a small scale, and in a former sheep pen alongside the Damme Canal you'll find the young Siphon Brewing, with a wide range of idiosyncratic, seasonal beers. Convinced? Then you should also visit the Bruges Beer Experience on the Market Square in Bruges to broaden your beer knowledge even more.

www.halvemaan.be, www.bourgognedesflandres.be, www.fortlapin.com, www.bryggjabrewery.be, www.siphonbrewing.be, mybeerexperience.com

Belfry

The most striking tower in Bruges dates back to the 13th century, is 83 metres high and is protected as a world heritage site. Anyone who climbs all 366 steps will be rewarded with a stunning view over the city and its surroundings. On your way up, you can stop off at the treasury, which held the city's charters, seals and coffers during the Middle Ages. A few steps further on you will see the impressive music drum that operates the carillon and the keyboard used by the city carillonneur to play the tower's 47 carillon bells.

www.museabrugge.be



Heritage

Imagine a world heritage site with great plans for the future Bruges is proud of its world heritage status and its remarkable history, but that doesn't mean the city is stuck in the past. On the contrary – as well as being rich in historical heritage, Bruges is a contemporary city with bold plans for the future. With its ground-breaking architecture, well-planned urban renewal and unique art experiences, Bruges has been buzzing with activity for hundreds of years – and that's still very much the case today!

Discover Heritage: www.visitbruges.be/Imagine-bruges-heritage-en

Tips for culture lovers

Out and about with the 'Erfgoed' heritage app

FARO, the Flemish organisation promoting cultural heritage, has created a free heritage app, enabling museums and heritage organisations to introduce their exciting cultural heritage digitally. The app also suggests a number of Bruges heritage routes and tours, so this summer you can play the tourist (in your own city) and get to know Bruges in a completely new way. These walks and much more are available in the "ErfgoedApp", which can be downloaded via Google Play or the App Store.

www.heritageapp.be

25/25 Contemporary art and architecture in Bruges

Bruges also has lots of hidden (and not-so-hidden) works that are a permanent part of its urban heritage. Exceptional contemporary monuments and innovative architectural projects that can be seen from the public roadway and stand out like beacons in the urban fabric. As part of the Bruges Pre-Triennial 2019, a start was made on drawing up an inventory of these works. A selection has been put together in a city plan, [25/25 Contemporary art and architecture in Bruges](#) This map will inspire you to explore the city, seek out unexpected places and surprise yourself with all the many exciting permanent artworks and installations that Bruges has to offer. 25/25 is a palette of interventions – big and small, by famous and by not-so-famous names – that keep the debate on contemporary art and architecture in our World Heritage City alive. Pick up a copy from tourist offices, or online at www.triennalebrugge.be.

Triennial Bruges 2021: TraumA

Every three years the [Bruges Triennial](#) brings contemporary art and architecture to the historic city centre of Bruges: a unique setting and a UNESCO World Heritage Site. Since 2015 it has built further on the series of triennials that were put together in 1968, 1971, and 1974 and brought visual arts into the public domain. In each edition, the artistic team invites national and international artists and architects to submit new temporary installations. Some dozen of these works of art and meeting places engage in an active dialogue with their surroundings: alongside waterways, in cobbled streets, in peaceful places of worship, or on vacant lots. For visitors, it will be a summer-long exploration, following a unique and inviting trail with a social aspect.

The Bruges Triennial is a collaboration between Brugge Plus, Musea Brugge, Kenniscentrum vzw, and Cultuurcentrum Brugge, and is commissioned by the City of Bruges.

08/05/2021 to 26/09/2021

www.triennalebrugge.be.

Tips for families

Bruges through the eyes of a child

Pull on your walking shoes and keep your eyes open! Four walks will take you on an adventure in Bruges to discover its familiar and less familiar corners in a child-friendly way. Every route has some tasks you can carry out together with children aged 4-12.

Pick up the brochure from tourist offices, or [online](#) (a Lokaal Overleg Kinderopvang Brugge initiative).

Tips for ambience seekers

Bladelin Court

Pieter Bladelin, treasurer of the Order of the Golden Fleece, ordered the construction of this city palace in 1440. Before the end of the 15th century, a subsidiary of the Florentine Medici Bank was already housed here. The stone medallion portraits of Lorenzo de' Medici and his wife, which are among the first Renaissance works of art in Bruges, decorate the atmospheric inner courtyard. Reverend Leon de Foere established his lace school here at the beginning of the 19th century and expanded the domain by adding a chapel in the Classical style.

Gruuthuse Museum

After being closed for almost five years, the Gruuthuse Palace opened its doors to the general public once more in 2019. New rooms, a new museum concept and a fantastic collection are all waiting to be discovered. The museum takes you on a journey through three crucial periods in Bruges' rich history. Firstly, the city's Burgundian Golden Age; then the previously under-appreciated 17th and 18th centuries; and finally the rediscovery of Bruges in the 19th century neo-Gothic style that is so typical of the city. On the site there is now a completely new, contemporary pavilion where Musea Brugge will sell tickets for the Gruuthuse Museum and the Museum of the Church of Our Lady, which now form a new museum site, and by extension also for all the other Musea Brugge locations.

www.museabrugge.be

Tips for adventurers

Street art with a capital 'S'

Art is not confined to Bruges' museums. The streets are increasingly used as a canvas, and show that Bruges means more than historic heritage alone. There's no shortage of inspiration.

- The '[Legendz](#)' project sees three artists shedding new light on some old stories. Jeremiah Persyn has made a huge mural on the Hauwersstraat depicting Maria of Burgundy, the much-loved princess who died at a

tragically young age after falling from her horse. You can't miss it in the Hauwersstraat. On the Kapucijnenplein, near the contemporary Concertgebouw building, four 'Fools of Bruges' by artist Stan Slabbinck will catch your eye. The colourful mural refers to the nickname for the people of Bruges and is an homage to their idiosyncratic nature and their love of humour. Stefaan De Croock (Strook) has a preference for wood, and has assembled materials recovered from several old houses in Bruges for his art works: from doors and railings to floors and furnishings. You'll find his wood sculptures on the side wall of 't Santpoortje. A mysterious woman gazes out over 't Zand, Bruges' largest square. Bringing new life to discarded wood.

- 'The Bridges', which took place in August 2020, was the first ever street art festival in Bruges; but it has certainly proven that there is a place in Bruges for street art. Working alongside seven Flemish and internationally renowned artists, Wietse – who initiated the festival – decorated nine facades of buildings within a stone's throw of Bruges' City Ramparts with cool murals. 'The Bridges' did not only create a figurative bridge between Bruges' past and its present, it also created a literal bridge between the historic city centre and the surrounding neighbourhoods. The murals are diverse in terms of style but they share one thing in common: a (sometimes subtle) reference to culture and nature. Discover the majestic painted facades on a walking or cycling tour.

www.thebridges.be



Shopping

Imagine unique shopping in historic Bruges

Local creative makers, quirky concept stores, original Belgian fashion and the best chocolate in the world – whether you stick to the well-known shopping streets or choose to wander off the beaten track, there is an amazing variety of shops on offer in Bruges. Not to mention the beautiful historical surroundings of the city, which are sure to make your shopping trip extra special. Why not stay overnight?

Discover Shopping: www.visitbruges.be/imaginer-bruges-shopping-en

Tips for culture lovers

[Callebert](#): A design store that has no equal. From iittala and Alessi, Georg Jensen and Stelton, right through to Quinze&Milan and Verner Panton. Locals have been flocking to Callebert to buy their wedding and birth gifts for many years. (Wollestraat 25)

[Chappellerie Baeckelandt](#): For more than two decades, Frédérique Baeckelandt has been kitting out the locals with suitable hats. She designs and manufactures the ladies' hats herself, and a sketch is all she needs to make the hat of your dreams. She also gives expert advice and offers a repairs service. (Ezelstraat 120)

[Frederiek van Pamel](#): step into the wonderful world of floral artist Frederiek Van Pamel. Come and discover his new interiors and concept store, and don't forget to take a look around the orangery and garden. (Ezelstraat 33)

[L'héroïne](#): For over twenty years, l'héroïne has been the meeting place for the cream of Belgian fashion. This is where you will discover brands including Dries Van Noten, Ann Demeulemeester, A.F. Vandervorst, Annemie Verbeke and Just in Case. Wouters&Hendrix provide the necessary accessories. (Noordzandstraat 32)

[Rombaux](#): This music temple has been promoting classical music, jazz and superior contemporary work for three generations. The store, with its intact 1920s interior, boasts an invaluable stock of special CDs, obscure LPs and coveted scores. (Mallebergplaats 13)

Tips for families

[De Krokodil](#): Rather than plastic toys from Asia, this store prides itself on selling only original, high-quality wooden toys. These include board games, doll's houses, castles, craft kits, diabolos, circus stilts, brainteasers, books and even beds fit for princesses. (Sint-Jakobsstraat 47)

[De Striep](#): Little - and not so little - kids have the time of their life in this jam-packed comic store where you can buy complete series, special editions, posters and gadgets. And of course, this comic specialist also sells all the latest comics. (Katelijnestraat 42)

[Maison La Confiance](#): in Maison La Confiance Brenda Keirsebilck bakes and sells cookies made using the finest natural ingredients following traditional recipes. Without preservatives, additives or colourings. From speculoos to traditional lace biscuits, and dozens more. (Wollestraat 31a)

[Lunabloom](#): At Lunabloom, you can only find nice things: for little girls, big girls, and with a small selection for boys too. A unique address without any falseness to it and the perfect excuse to trade in your ugly bread box for a shiny new one with a retro look. Caution: mummies, too, have been known to get carried away in there! (Eekhoutstraat 17b)

[Zucchero Confiserie](#): Curious visitors, expectant mothers and school kids with a healthy appetite – nobody wants to miss out on the colourful display of sweets Zucchero has on offer. Candy is twisted in the most spectacular fashion here at 160° C. And thanks to the natural flavourings, these sweets lose nothing when it comes to taste. (O.-L.-Vrouwekerkhof-Zuid 18).

Tips for ambience seekers

[Duka Moodstore](#): not so much a shop as a real experience. You'll find fashion, decorative items and beauty, where the key concepts are sustainability, creativity, handmade and ecology. Enjoy fresh juices and tarts while you shop. (Wijngaardstraat 14)

[Goûts Et Couleurs](#): There is no accounting for taste, but at Goûts et Couleurs, they know their stuff. Furniture by Hay, accessories with a Scandinavian or Belgian twist, quality retro designs and mini gadgets you can treat yourself or others to. There's always something to be found here. (Ezelstraat 5)

[Javana](#): For over half a century, quality coffee has been roasted here in the traditional manner. The store sells its own blends as well as pure coffees. Javana imports its coffee beans direct from Brazil, Columbia, Costa Rica, Guatemala, Jamaica, Indonesia, Kenya, Mexico, Ethiopia and the Dominican Republic. Also available in coffee pods. (Steenstraat 6)

[KinGin](#): Every day, Nikolaas and Nathalie work side by side at their immensely long counter for hours. Each piece passes through the hands of both of them. You will find wedding bands and other pieces to suit your taste and budget, ranging from sleek silver and classical gold to exclusive gemstones. (Ezelstraat 27)

[Maud Bekaert](#): Engraver Maud Bekaert engraves her own poems, and you can find her stone artwork dotted around the centre of Bruges. Her small and beautiful studio shop is the place to go to pick up a unique souvenir. (Sint-Clarastraat 40)

Tips for adventurers

[Exceller Bikes](#): A trendy bike boutique that is chock full of authentic, original and handmade luxury bikes. So, this is not your run-of-the-mill bicycle shop. Here you can take home a unique model or a rare accessory, ranging from designer cycling helmets and cool capes to Montmartre handlebars. (Philipstockstraat 43)

[Cherry Picker Record Store](#): search through the racks of vinyl for the musical gems and pull out the best. That's what you do with the vast stock you'll find in the Cherry Picker Record Store. If you've found what you're looking for, or if you just need a break, you can relax with a cup of coffee or a pint in the bar at the back. (Langestraat 74)

[Rebel Rebel](#): a quality shop where you can dress your inner rebel in style Alternative, rockabilly or vintage. Rebel Rebel has it all - for men, women and children. (Langestraat 50)

[De Loge van Marec & Aspe](#): De Loge is flourishing as never before. This is the spot where two world-famous Bruges locals – cartoonist Marec and best-selling author Pieter Aspe - come together. Here you can admire the drawings, enjoy a delicious hot chocolate or a cup of coffee and buy their books. (Sint-Jakobsstraat 6)

[Jabali](#): If you're looking for a hand-made wooden surf board, you've come to the right place at Jabali. The personalised boards have been designed to provide the optimal combination of waves, rider, environmental friendliness, and durability. (Walplein 42)



Gastronomy

Imagine top gastronomy from local fast food to Michelin-starred restaurants

As the Burgundians realised all those years ago, Bruges is a great destination for foodies, with a unique and varied selection of delicacies on offer. From award-winning Michelin-starred restaurants, authentic 'brown cafés' and world-renowned ice cream parlours to trendy lunch spots, brunch places and fancy cocktail bars, Bruges is sure to delight your taste buds. You'll just wish you had more time in Bruges to try them all!

Discover Gastronomy: www.visitbruges.be/imaginer-bruges-gastronomy-en

Tips for culture lovers

Zet'Joe: When star chef Geert Van Hecke closed down his long-established Michelin three-starred restaurant Karmeliet, he offered a glimmer of hope to make up for the loss: he would not stop cooking, but would continue on a more modest scale. And he stuck to his word: Zet'Joe is smaller and less high-flown, but it still exudes the characteristic refinement of this outstanding chef. (Langestraat 1)

Cantine Copine: Would you give up a Michelin star to move to other premises and write a new and unique story? That is exactly what unconventional owner, Karen Keygnaert, did. It also means that Cantine Copine has taken a decisive step along the path less trodden. Cantine Copine has just as much gastronomic quality as during its Michelin times, but is now a little more relaxed. Fantastic, no-nonsense food. (Steenkaai 34)

Den Gouden Harynck: Den Gouden Harynck is an established culinary name for many residents of Bruges. Although Chef Philippe Serruys was classically trained, he has also drawn on contemporary culinary trends. But that doesn't mean he has abandoned his roots, and he resolutely opts for natural, familiar and carefully selected high-quality ingredients, which make all the difference. (Groeninge 25)

Iceconic: Because of more one and a half meters L.E.S.S. Eatery temporarily moved to the location of Hertog Jan in Zedelgem. The vacant space on 't Zand now houses the first Iconic pop-up store with ice cream that bears the signature of star chef Gert De Mangeleer. Discover in a magical botanical emporium of colour, smell and sound 5 different flavours listening to enchanting names like Strawberry Fields, Sticky Peanuts, Funky Chocolate, Magic Maracuja and Poppin' Cherry. ('t Zand 21a)

Patrick Devos: Right in the heart of Bruges, chef Patrick Devos owns an impressively historic spot. The four salons reflect a variety of periods and styles and are all absolute gems. A garden terrace adds the finishing touch. In this unique decor, Patrick Devos serves a gastronomic, innovative and light cuisine. A blend of pure flavours, organic vegetables and complete harmony between wines and dishes. The chef only works with the best quality produce, mainly from his own region. So unsurprisingly, the restaurant has built up quite a

reputation over the years. (Zilverstraat 41)

Tips for families

[Brasserie Forestière](#): a firm favourite in the centre of Bruges for a delicious afternoon tea, something to drink or to dine. Friendly and affordable. (Academiestraat 11)

[Du Phare](#): bluesy bistro on the outskirts of the city. Sitting on the broad sun terrace, you can watch the comings and goings into Bruges. Children can choose a treat from a special kids' menu. (Sasplein 2)

[Ellis Gourmet Burger](#): come to this intimate square right in the centre for the best burgers. From traditional burgers with a twist to delicious seasonal versions. Special menu for children up to the age of 8. (Simon Stevinplein 14)

[Gran Kaffee De Passage](#): typical Belgian food in a characterful fin de siècle setting. A household name in Bruges and easy on the wallet. (Dweersstraat 26)

[L'Estaminet](#): beside the Koningin Astridpark stands L'Estaminet, famed for its authentic interior, tasty café snacks and perfectly drawn pints. Toys are available for young gourmands. (Park 5)

Tips for ambience seekers

[Bistro Bruut](#): Situated by the idyllic Meebrug, this culinary newcomer is a ray of sunshine. An upper crust bistro, meaning delicious food without all the fuss – relaxed and casual, yet still excellent. Bistro Bruut has recently launched its own house gin. (Meestraat 9)

[Goesepitte43](#): Jan Supply has worked in many Michelin-starred kitchens and is now doing his own thing at Goesepitte 43. It's not exactly a bistro or a brasserie; Goesepitte43 offers great contemporary food, much of it cooked on a Mibrasa – a charcoal oven which brings out all the natural flavours of the ingredients. In other words, a barbecue for gourmets! (Goezeputstraat 43)

[Lieven](#): Lieven, run by the chef Lieven Vynck, is one of those newer spots that has managed to become an established name in a short space of time. The exceptional and inventive interior plus the culinary arts of the chef equals fireworks. If you want a little privacy, then you can withdraw to De Living to enjoy a meal with a few select friends. (Philipstockstraat 45)

[Rock Fort](#): Hermes Vanliefde and Peter Laloo, the ambitious young men behind Rock Fort, don't like half measures or watered-down versions of culinary creations. They resolutely set their own rocking culinary course and present innovative dishes with a sharp edge. Just a bit livelier than traditional cuisine. Both their cool approach and their unique interior are surprisingly informal, but they are anything but casual in the kitchen, and the proof is in the eating. (Langestraat 15-17)

[Tom's Diner](#): A 16th century building with great decor and simple, pure dishes with a special touch – that's Tom's Diner in a nutshell. From patatas bravas, Vietnamese spring rolls, house-marinated salmon and baked white tripe to meat loaf and prawn croquettes – at Tom's Diner you can taste the whole world under one roof. (West-Gistelhof 23)

Tips for adventurers

[Bistro 't Zwart Huis](#): At 't Zwart Huis, a listed monument dating from 1482, you can kill two birds with one stone. On the first floor you can have a bite to eat, while downstairs you can enjoy the cocktails of your choice. A place where you'll never be bored. (Kuipersstraat 23)

[De Republiek](#): Republiek Brugge is at once a house of culture / city cinema / base for young creatives in the heart of the city with a grand café and restaurant, including a fantastic sun terrace and outdoor bar. Fresh newspapers are served up daily, the lunch menu changes every day and there are exciting exhibitions too. (Sint-Jakobsstraat 36)

[De Stoepa](#): if you're looking for an exotic, vegetarian or Eastern snack, De Stoepa is the place to come. Snacks from all over the world, wraps, pasta, wok dishes and curries are served in the exotic interior, or you can just pop along for a drink on the delightful garden terrace. (Oostmeers 124)

[Mojo](#): enjoy an extensive menu in an unhurried atmosphere. Like at home, but in a restaurant. Mojo stands for varied cuisine, from Flemish classics to world dishes. (Schaarstraat 4)

[Nomad](#): Nomad focuses on inspired, original world food which tastes great at any time of the day, serving a selection of stylish, healthy dishes from across the globe – Johannesburg one day, Bruges the next. ('t Zand 12)



Accommodation

Imagine staying overnight and taking your time to enjoy Bruges

After an action-packed day, discover Bruges by night to really get to know the city. Breathe in the historical silence and experience the city as it gradually wakes up and stretches sleepily in the morning sun. There are plenty of accommodation options – choose from smart hotels, small and cosy family hotels, charming B&Bs and unique rentals just for you. What are you waiting for?

Book your stay: www.visitbruges.be/imagine-bruges-accommodation-en

Tips for culture lovers

B&B Côté Canal/Huyze Hertsberge (Hertsbergestraat 8), B&B La Suite (Langestraat 159), Hotel Prinsenhof (Ontvangersstraat 9), The Pand Hotel (Pandreitje 16), Dukes' Palace (Prinsenhof 8)

Tips for families

Hotel Aragon (Naaldenstraat 22), Floris Karos Hotel (Hoefijzerlaan 37), Hotel Patritius (Riddersstraat 11), Hotel Portinari ('t Zand 15), Snuffel (Ezelstraat 42).

Tips for ambience seekers

B&B Canal Deluxe (Moerstraat 24), B&B La Maison Zenasni (Riddersstraat 10), Hotel August (Augustijnenrei 18), Hotel Montanus (Nieuwe Gentweg 76), Monsieur Ernest (Wulfhagestraat 43)

Tips for adventurers

Snuffel (Ezelstraat 42), Hostel 28 (Dweersstraat 28), Hotel BlaBla (Dweersstraat 24), Hotel Marcel (Niklaas Desparsstraat 7-9).



‘Make the most of Bruges’-deal

Book now = free welcome package

In order to hearten the residential tourism sector, Visit Bruges developed an incentive programme to encourage a stay in the city. Under the title 'Make the Most of Bruges', three welcome packages were launched. They are offered free of charge when booking a minimum stay of two nights for two people with arrival before the end of January 2021. Every week, 500 free welcome packages will be given away, each worth between € 82 and € 111. This offer will continue for six weeks. This action not only reinvigorates the tourist accommodations but at the same time stimulates local consumption. Make sure you take advantage of this exclusive, bubble-proof deal and make the most of all that Bruges has to offer!

Request your welcome package: www.visitbruges.be/make-the-most-of-bruges-deal

Don't worry!

We welcome you safely and with open arms!

See [here](#) for the details of how we will be managing this.

Bruges is easily accessible by public transport. If you do come by car, we would ask you to [park](#) in one of the next car parks:

- P&R Vives > free (Xaverianenstraat 10, bus stop: Vives)
- P&R Steenbrugge > free (Baron Ruzettelaan 457, bus stop: Abdij Steenbrugge)
- P&R Waggelwater > free (Waggelwaterstraat, bus stop: Rustenburg)
- Parking Magdalenastraat > free (Magdalenastraat 30, bus stop: Hertogen)
- Parking Coiseaukaai > free (L. Coiseaukaai 1, bus stop: Haven)
- Parking Bevrijdingslaan > free (Bevrijdingslaan 9, bus stop: Bevrijdingslaan)
- Parking Centrum-Station > paying
- Parking Centrum-'t Zand > paying

Events

You can find a summary of coming events at: www.visitbruges.be/en/activiteiten

You can filter by period, target group, location and type of event.

Visual material

A selection of visual material can be found at <http://foto.brugge.be>. Don't hesitate to contact us at toerisme.pers@brugge.be for any specific image requests.

Imagine Bruges, share your story!

#VisitBruges #imagineBruges

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