

STAY RELEVANT

CASE COMPETITION

VIRKSOMHED: Maltfabrikken

VIRKSOMHEDENS NAVN OG ADRESSE

Navn:	Maltfabrikken
Adresse:	
Web:	Maltvej 8, 8400 Ebeltoft – www.maltfabrikken.dk

KONTAKTPERSON(ER)

Navn:	Kristian Krog	Navn:	Marianne Jensen
Titel:	Direktør	Titel:	Adm. leder
Tlf.:	22626431	Tlf.:	60860008
Mail:	kristian@maltfabrikken.dk	Mail:	marianne@maltfabrikken.dk

VIRKSOMHEDSBESKRIVELSE

Maltfabrikken in Ebeltoft is both very old and brand new. Founded as a malting house in 1861 and closed down in 1998, the old factory was falling apart and facing demolition when a group of local people decided to save its iconic red buildings and turn them into a centre for all kinds of cultural and creative activities. After a fundraising tour de force and extensive redesigning and reconstruction, Maltfabrikken has now been reopened as a cultural and creative powerhouse with a huge heart – also known as The Peoples Factory.

Welcome to Maltfabrikken! A microbrewery and brewpub, a cosy eatery, great festival facilities, a well equipped concert room, a youth culture club, visual arts/exhibitions/crafts, an international artist residency, a public library combined with a local museum and historic archives, a creative coworking space – and much more.

Maltfabrikken is 5.000 m2 space with a diverse content and program. We have 15.000 m2 og cityspace divided in different urban areas. Maltfabrikken welcomes 500.000 guests every year.

UDFORDRING

Maltfabrikken is always on the way to something new – we constantly challenge our physical space and our program. In our strategy we aim for developing new audiences and combining artforms and creative businesses. You can help us with developing ideas for a content and program for the Kitchben Lab or Food Lab (we don't have a name for it yet).

INFO: The food workshop is the vibrant and inspiring setting for all kinds of gastronomic events: courses and teaching, team building, cook and talk or perhaps a different family or company party where you cook the food together. The food workshop is located in the building "Spiren", with windows facing Maltfabrikken's cozy courtyard. The space is 40 m2 and can host 10-14 students. In 2023 a greenhouse will be added to the existing architecture.

We would love you to think about a storytelling, a concept, a name and off course a business model + program, that opens our kitchen to all kinds of citizens (children, families, companies etc.). The content can also be a 'chef in residence' program in collaboration with our friends in the network Trans Europe Halles. We have to make an income to make the business sustainable, but think big and be creative.