

One Blueprint, Every Brewery

Designing a repeatable command hub standard for a global brewer's next-generation breweries, and proving it on two flagship sites

EXECUTIVE SUMMARY

When one of the world's largest brewers set out to modernise its breweries under a group-wide digital transformation programme, it needed more than a new control room: it needed a repeatable standard for how a modern brewery is run. The group appointed Oculus Operational Innovations first as design authority and then as fit-out partner. Oculus authored the programme's Blueprint Detail Design Booklet and the construction-grade interior specifications that define the command hub (the central environment where brewing, packaging and utilities are monitored and managed) and then delivered the first hubs at two flagship breweries. The blueprint has since travelled: it framed designs for further sites, informed proposals in the group's other markets, and anchored a working relationship that now spans more than thirty commissioned projects across six years.

THE PROGRAMME: BREWING GOES DIGITAL

The programme is the group's initiative to digitalise brewing operations, consolidating fragmented plant control, quality and logistics information into a connected operating environment. The physical expression of that ambition is the command hub: one room where operators see the whole brewery, from brewhouse to packaging line to dispatch. Like any global manufacturer, the group faced a choice: design each site's hub from scratch, or define a standard once and deploy it everywhere. It chose the blueprint route, and needed a partner who could carry a concept through detail design, specification and construction on live brewery sites.

THE DESIGN: A COMMAND HUB AS A PRODUCT

Oculus approached the command hub as a repeatable product rather than a one-off interior. The Blueprint Detail Design Booklet (65 pages, issued in 2020) defines the environment end to end: spatial layouts, operator console arrangements, visualisation walls, lighting, acoustics, finishes and ergonomics, modelled in BIM so every site inherits the same design intelligence. A companion Interior Technical Specification (issued "For Construction") translates the blueprint into buildable detail, so that any contractor, at any site, can deliver the same operator environment to the same standard. The design brings control room discipline (sightlines, situational awareness, operator comfort over a full shift) into a manufacturing setting.

Client	Global brewing group (name withheld under NDA)
Programme	Group-wide brewery digital transformation
Design deliverables	Blueprint Detail Design Booklet; Interior Technical Specification (For Construction); BIM models
Sites delivered	Command hubs at two flagship breweries; design work for further brewery and packaging sites
Appointment	Design authority (blueprint + specifications) and fit-out partner (2020)
Relationship	30+ commissioned projects across the group's sites, 2020 to date

THE DELIVERY: PROVEN ON TWO LIVE BREWERIES

A blueprint is only credible once it is built. Appointed in 2020, Oculus delivered the first two hubs, executing strip-out, interiors, consoles and visualisation infrastructure on operating brewery sites, at the height of COVID-19 restrictions, without interrupting production. A full control room installation at one of the sites followed under its own appointment. Oculus stood behind the work with a ten-year warranty commitment from handover: the kind of undertaking only possible when the designer, specifier and installer are the same accountable party.

THE PROOF: A STANDARD THAT TRAVELS

The strongest evidence for the blueprint approach is what happened next. The same design booklet framed proposals for the group's breweries in other markets, and the relationship deepened site by site: laboratory design, an engineering centre, engineering and operations environments, and a steady stream of consoles, operator furniture and workplace projects: more than thirty commissioned project codes to date. For the group, the blueprint turned every subsequent site into a faster, cheaper, lower-risk deployment. For any multi-site manufacturer, that is the lesson: design the operator environment once, properly, and it becomes an asset the whole organisation reuses.

ABOUT OCULUS OPERATIONAL INNOVATIONS

Oculus designs, fabricates and delivers complete control room and visualisation solutions for mission-critical environments, carrying single-point accountability from user requirements and ergonomic design through fabrication, fit-out and AV integration to handover and support, delivered within scope and within cost.

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