



Christian Lachel

Designer and Chief Creative Officer, BRC Imagination



As the Chief Creative Officer at BRC Imagination Arts, Christian Lachel has spent over two decades leading projects from strategy and design through production and opening day. Christian specializes in experiential design, tourism, sustainability, revenue, operations, project delivery plans and creative storytelling. Some of Christian's notable projects include The Museum of Liverpool, NASA's Kennedy Space Center, Ford Rouge Factory Tour, The Rock & Roll Hall of Fame, "Alex & Sylvia" EU Pavilion, The Abraham Lincoln Presidential Library and Museum, and The Henry Ford Museum of American Innovation.

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