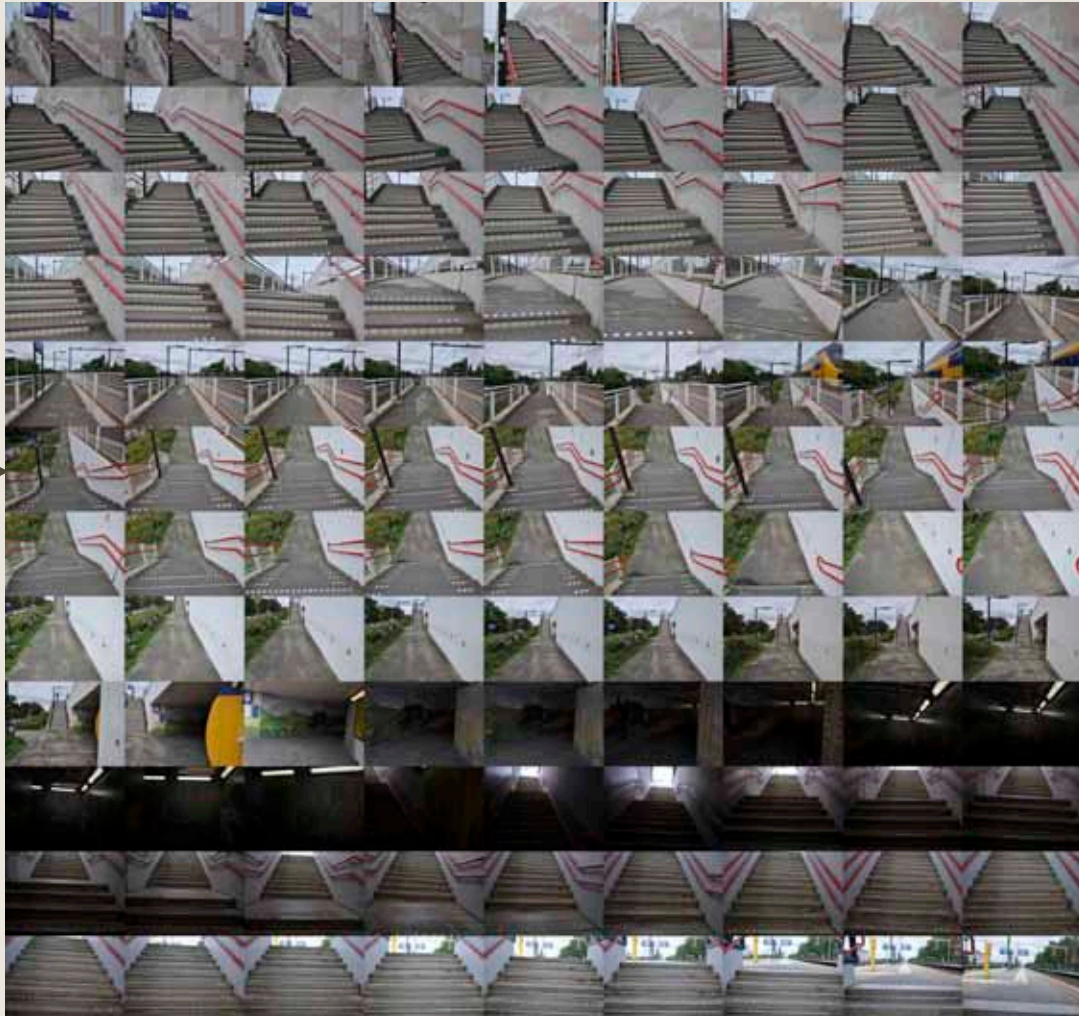


EXPERIMENTAL STATION NS BEUKENLAAN



TO BE PART OF IT



Preface

The train station NS Beukenlaan makes people feel uncomfortable. Though statistics do not show real unsafety, travellers do not feel at ease. And to people who live nearby, experiencing its ugliness on a daily basis, the station is an eyesore.

A first meeting of stakeholders was set up as early as 2009. Railway company NS, ProRail (responsible for the railway network), the city of Eindhoven and Design Connection Brainport (now Capital D) took it upon them to find solutions for this station. After all, NS Beukenlaan is the gateway to Strijp -S and Strijp R/T, areas that together are transforming into a vibrant and innovative part of the city.

In 2011, a route to improvement was laid out. Financial support from the province of Noord-Brabant, MKB (SME) Design Brabant, the city of Eindhoven and the European design innovation project PROUD (INTERREG IVB) made this possible. A team of five designers and one of PROUD's project managers worked intensively for more than eighteen months to develop concepts improving the station, tangibly and visibly. They managed to involve a number of parties in this process:

1. NS/ProRail, the city of Eindhoven, housing associations and NS-supplier Armada Outdoor exchanged information and ideas during two workshops;
2. Residents, visitors, entrepreneurs and people working at or around the station were interviewed in field research;
3. During Dutch Design Week (DDW) 2011, some of the first conclusions were tested at and around the station. The interventions that the designers made, gave the station more profile and made it better accessible.

The route from concept to reality was prepared in 2012. On March 13, 2012 for instance, the team worked out some details of different concepts together with residents and other stakeholders in a co-design workshop. In this meeting, the stakeholders expressed their ideas and promised to contribute to the realisation themselves. The 2012 edition of DDW was again the stage of interactive experimenting and showcasing.

This report is like a timetable. As a reader, you can experience the route to improvement as a journey with stops and flash backs, conversations with fellow travellers and a coffee on the go. At the terminus you will find a wide variety of travelling possibilities, with and without intermediate stops or overlays.

It is up to the closest stakeholders now to invest and establish a new reality for this station. A better, more pleasant NS Beukenlaan is on track. All that is needed is to remove the stop blocks and to switch on electricity.

*Ingrid van der Wacht, project manager
January 2013*

Index

- 7. **Commuter's stop Eindhoven-Beukenlaan**
- 9. **Background and assignment**
- 10. **The designers**
- 13. **Vision on the assignment**
- 15. **Inventory**
- 16. **Map of owners**
- 18. **Routing from the station**
- 21. **Field research**
- 31 **Stakeholder analysis**
- 33 **Interventions during DDW 2011**
- 36 **Co-design workshop**
- 40 **Infographic**
- 42 **Gloeilampplantsoen**
- 44 **DDW 2012**
- 46 **Recommendations from the Design Brigade**
- 56 **Final conclusion**
- 60 **Colophon**



6



Commuter's stop

'Train station Eindhoven Beukenlaan was opened on September 23, 1973. It was built to accommodate the thousands of Philips employees that travelled to work by public transport. Many of them were residents of Geldrop, Helmond and Best. Being the second train station in Eindhoven, NS Beukenlaan is very small. Since 1978, the number of users, commuters and other, has stabilized at a 1,300 a day.'

*From: Spoortocht langs oude en nieuwe NS-stations
(On track passing old and new railway stations)
– Martins Vermooten*

7



Background and assignment

According to travellers, NS Beukenlaan is unsafe and unpleasant. Client satisfaction surveys show that the rating is constantly low. It is even considered one of the two worst stations in the Netherlands. Cleaning and maintenance campaigns that NS and ProRail roll out from time to time, do not have a structural positive effect, mainly because these campaigns are no part of an overall plan.

Until now, stakeholders do not feel the urge for structural improvement. Nobody feels responsible for the station and its surroundings. On top of that, the low number of everyday users makes it difficult to justify huge investments.

The number of users is expected to grow by fifty per cent the coming years. Still no big numbers, but the station is the gateway to Strijp. This area is transforming into Eindhoven's creative centre. Great plans are realised here; large-scale events and activities lead to more and more traffic for the station.

So: how can NS Beukenlaan transform into a showcase for this vibrant part of the city, without making high costs?

The designers

The designers of the Design Brigade have different backgrounds, experience and expertise. Some of them applied for the job, others were approached because of their specific expertise.

Ellen de Vries

Ellen de Vries has been working in lighting design for over 25 years, eight years of which in her independent LuxLab. Her specialty is to apply lighting in public space to make people feel more comfortable and safe and to improve their sense of direction. She has worked for NS/ProRail before.

Cindy van den Bremen

Cindy van den Bremen is a social designer and creative consultant. Her firm CvdB works both on assignment and on her own initiative. In Rotterdam for example, she is involved in a project about social innovation. Her graduation project, sport scarfs for Muslim women, acquired international acclaim and numerous awards.

Berry Sanders

Berry Sanders is a freelance graphic and visual designer, working for companies like Philips Communications Benelux, Bosch Security Systems, RotoSmeets, PostNL. His works of art are exhibited in galleries and cultural institutions at home and abroad. Sanders studied politics and has a bachelor degree at AKV|St Joost in Breda.

Vincent Wittenberg

Vincent Wittenberg is a researcher and designer of public space. He is always in search of the possibilities of a location. For him, designing is not about solving problems but about discovering the potential. He graduated in 2009 from Design Academy Eindhoven, department of Man and Public Space. His internship was at ZUS (Zones Urbaines Sensibles). He is co-founder of work- and project space VERS in Woensel-West.

Walter Veneman

Walter Veneman works as an independent designer. He is also a designer for Armada Outdoor. He is specialized in designing light advertising and furniture for public spaces.

The designers were given this briefing:

1. Develop an overall concept for a friendlier NS Beukenlaan. Most important elements in this concept are a better experience for the users and neighbourhood involvement;
2. Establish a future-proof vision, including techniques that can be integrated, materials and a list of organisations and target groups that can cooperate in the co-designing and developing of the plan;
3. This vision must lead to innovations (market proof), from product and service to experiencing;
4. Deliver a plan with conclusions and recommendations, and a proposal including ideas that the stakeholders can use to bring the plan to a next level.

Functionality

Orientation

Identity

Safety
and atmosphere

Vision on the assignment

How a traveller experiences his surroundings at a railway station, is defined by many elements. The Design Brigade pinpointed the four most important ones, based on knowledge, experience and research:

Functionality: the station and its surroundings have to be accessible, the location of tracks and ticket sales must be clear to all;

Oriëntatie: it is important to be able to overlook the situation. In the blink of an eye people can see if it is safe. The situation has to be 'readable'.

Identity: people scan their environment not only for safety. In seconds, they make their judgement: right or wrong? Litter, overgrown grass, broken pavement, and too many traffic signs: all these details are taken into consideration.

Safety and atmosphere: in a cosy atmosphere it is easy for people to feel at home. Cameras and a lot of bright lights indicate that a location is unsafe.



Inventory

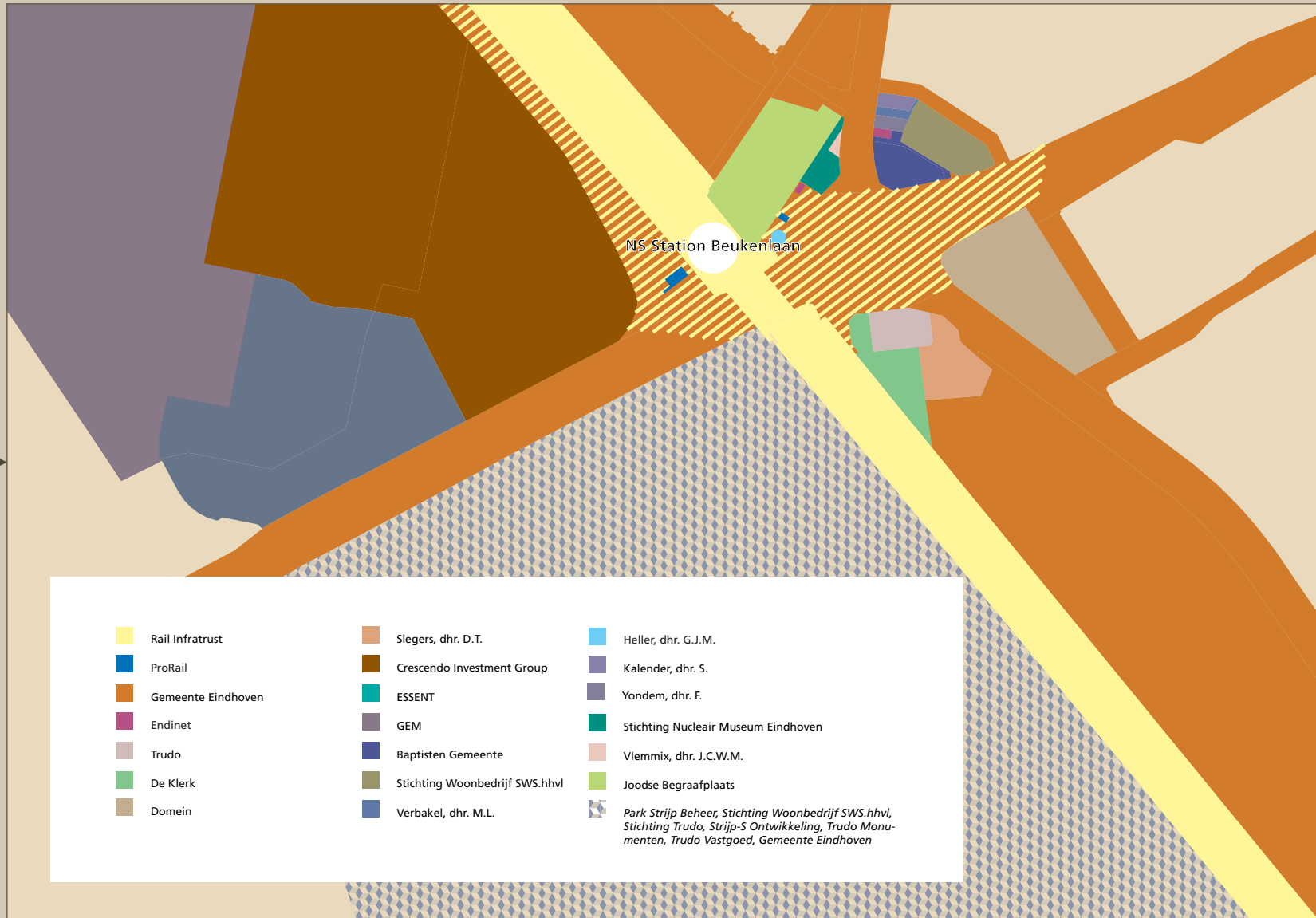
In order to construct a clear view of NS Beukenlaan's shortcomings, the designers started with making an inventory. In workshops, stakeholders and designers exchanged ideas and information about the themes the design team had to address. These themes are the framework for further investigation.

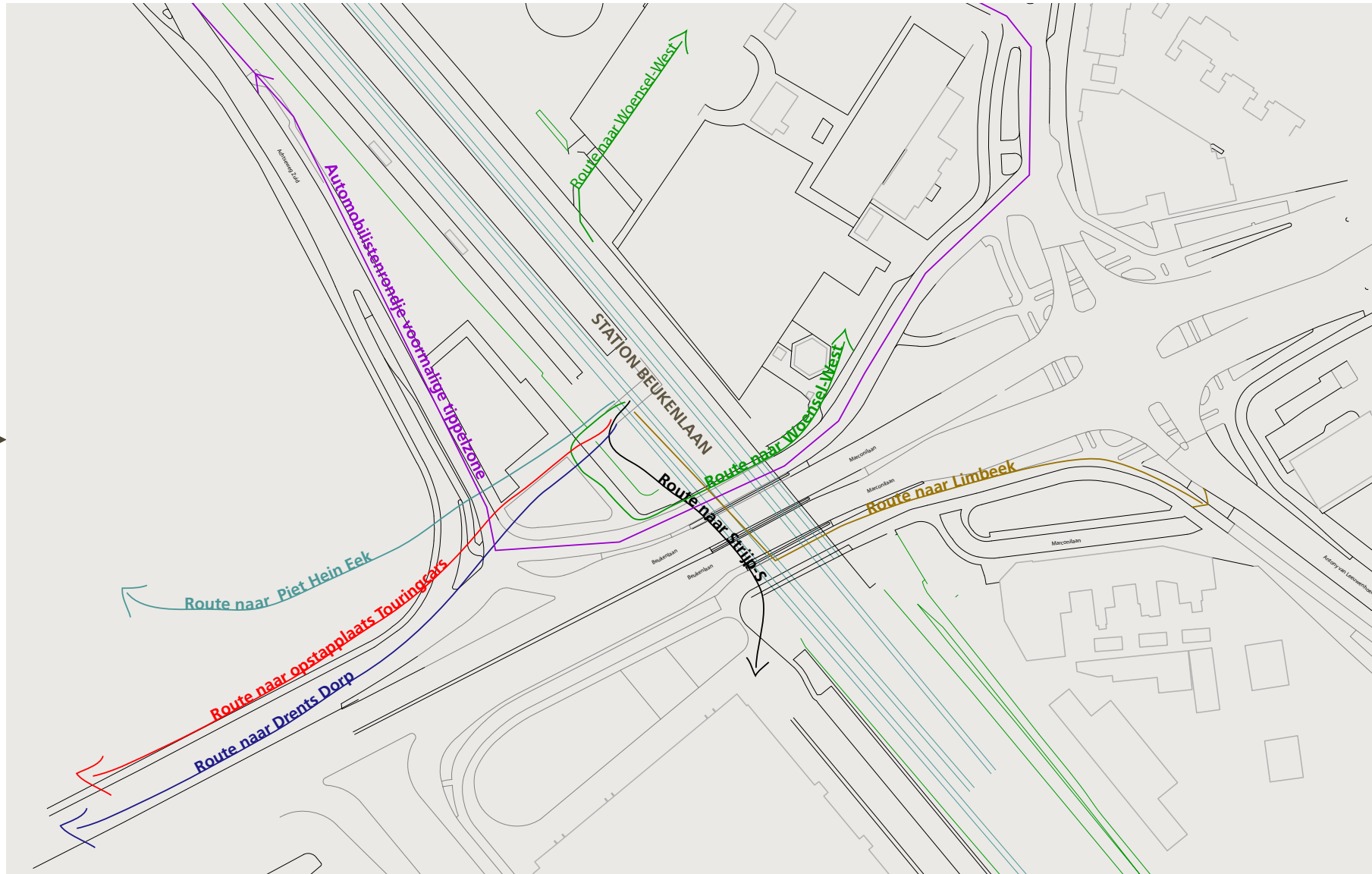
The design team interviewed travellers, residents, entrepreneurs and people working at and around the station. Also, field research was done to obtain a clear picture of the station and its surroundings. The data, combined with the know how and experience within the team, led to a kaleidoscope of solutions.

Left: map of persons and institutions interviewed.

Map of owners

Mapping the proprietors in the area shows its complexity. The ownerships lead to confusion. Which owner exactly is responsible for which part of the area?



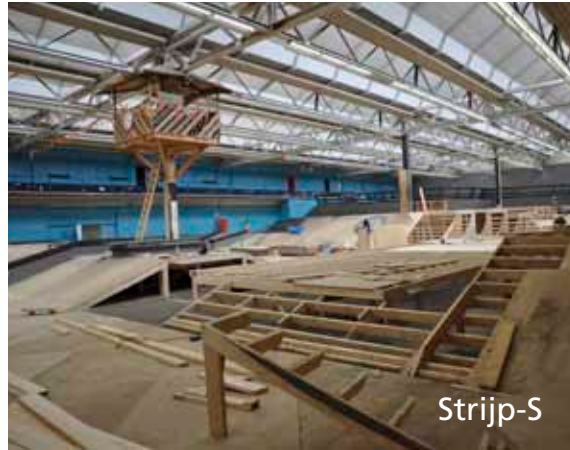


Routing

The station NS Beukenlaan is located at a junction of routes and roads that are used by different groups of people.



Woensel West



Strijp-S



Strijp -T



Limbeek

'One of the perks is the green view over the beautiful trees. It would be a shame to block this view with a station roof.'

- Patricia, Fit For Free, Strijp-S

Field research

For many years now, customer surveys show a low satisfaction with NS Beukenlaan. In the seventies, the station was glued to the tracks for only one reason: to accommodate the Philips company. The thousands of employees could easily reach the factories where they worked. Now the station is still mainly used by commuters. Most of the 1,200 daily travellers work at Strijp-S.

'A lost place. Station is too big a word, it's no more than a bus stop.'

- Hans, Dutch Design Week, Strijp-S

The station is located in the middle of four city districts: Woensel-West (northeast), Limbeek (southeast), industrial site Strijp-T (northwest) and Strijp-S (southwest), the creative site under construction. For the inventory, the investigators mainly questioned residents from Woensel-West and commuters working at Strijp-S.

'The station was built for Philips workers. What's its raison d'être nowadays? If you extend the platform with two hundred meters, you're at the central station!'

- Rutger, Emmaus, Woensel-West

Woensel-West is a multi-ethnic neighbourhood, counting many people on social security and a high percentage of immigrants. It is the only neighbourhood in Eindhoven with a red light district, now concentrated on the Baekelandplein. Its history goes back to the nineteen-fifties, with a very troublesome period at the end of the nineties, caused among other things by crime and drugs.



'This station once inspired a train driver to make the legendary announcement: 'Eindhoven Beukenlaan, all whore-hoppers get off the train!''

- Blog 'The train driver'

Temporary zone for street prostitution

With the window prostitution came the street prostitution. To give these prostitutes their own area, thus decreasing the inconvenience to the neighbourhood, a temporary zone was established in 2003.

In 2011 this zone was abolished. However, residents still spot street prostitutes regularly. The problem, for them, is not the prostitution itself, but its consequences: the traffic, the pimps, the dealers, the clients and the littering.

'Trainstation? It's more like a rail yard.'

- Joop, entrepreneur

Parking lot at the cemetery

Another source of anguish in this neighbourhood is the parking lot next to the Jewish cemetery. In theory, the parking lot is a perfect place for travellers to park the car and catch a train. But nobody has the nerve to do this, not even in broad daylight. Drug dealers

do their business in plain view, and truckloads of rubbish are dumped there. Residents are irritated because the police does not intervene, despite all the safety cameras.

Bad image

The area around the station has a bad image. It is badly illuminated, with all sorts of people hanging about, it smells, and the place is littered with needles. Passengers, who leave the train at night at NS Beukenlaan, hesitate to do so alone. Nobody wants to walk through the tunnel and underneath the viaduct on their own. At Dinnertime, the former NS-kiosk that is now a restaurant, occasionally girls come in who ask nervously if somebody can accompany them.

Unknown and unloved

The station could, however, have a totally different character. Strijp-S, at the other side of the tracks and across the ring road, is an emerging area. Many



creative and innovative companies are now located in the monumental buildings and former Philips factories. Europe's largest indoor skate track, Area 51, and climb hall, Monk, attract young people travelling by train. Not to mention the many events and concerts in Klokgebouw (Clock Building) with its thousands and thousands of visitors.

But this site is new and under construction; even the people from Eindhoven cannot always find their way. For a traveller that arrives at this station for the first time, the situation is all the more confusing: you go downstairs, up and down

again. There is no map of the area.

That is why companies or residents here do not recommend this station to visitors.

'There is an awful lot of drugs dealing going on at the parking lot. Petty dealers gather every afternoon.'

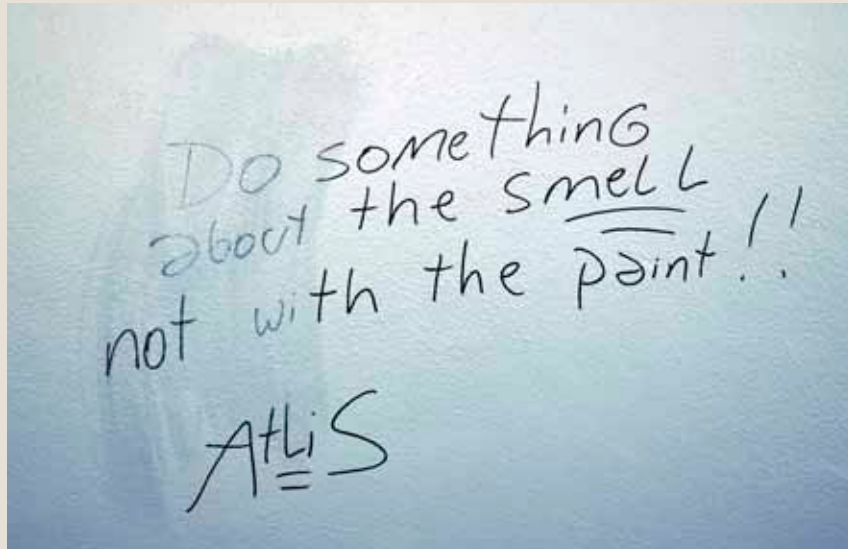
- Toos, Woensel-West

More eyes and ears

Many stakeholders wish the station had more 'eyes and ears', in order to create a sense of safety. There is no need for this from a statistical point of view: the numbers show no higher crime or safety risks.

For the surrounding neighbourhoods and the users, NS Beukenlaan should be like a bridge. The routing has to be clear, as well as the connections with other transport services. The nearest bus stop for example, hundreds of meters away, is not indicated at the station. The stop for the long distance bus has a confusing indication. On top of this, the traffic around the station is dangerous for train passengers and other pedestrians.

Better access, friendlier surroundings and better facilities can increase the use of NS Beukenlaan. This is expected to happen anyway, because thousands of people



*'This is a godforsaken piss hole.
No living soul, only the acrid smell
of urine.'*

- Heidi, Capital-D, Strijp-S

are taking up residence in the new Strijp-S. Woensel-West counts many potential travellers, too. Residents express their luck to have a train station in the vicinity.

Housing association Trudo currently rents houses to students and other young people that volunteer for jobs in exchange for rental discounts. These tenants can make a positive change by doing some jobs around the station. For example: accompanying people from the train to their front door. One of the residents came up with this idea. Not only to increase the sense of safety, but also for practical reasons: there is no elevator or escalator. People with a pram or a bicycle need help.



'I carry my bicycle up the stairs every day. I made a complaint about that a while ago. But to no avail.'

Railway employee Service & Safety

Stakeholders analysis

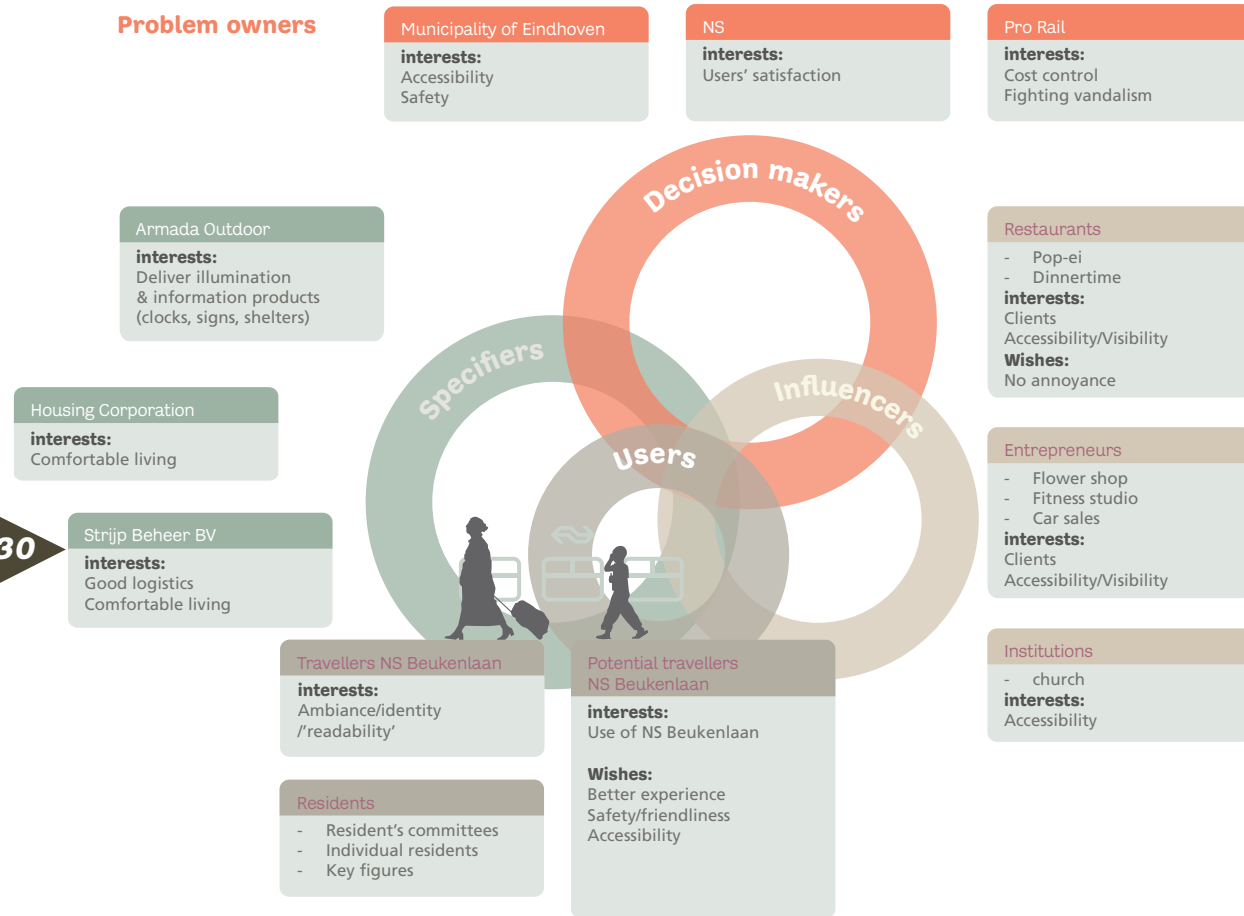
Before the problems around station NS Beukenlaan can be solved, an important question needs an answer: who are the owners of these problems?

ProRail is responsible for tracks and platforms. The local authorities are responsible for the public space around the station. The stakeholders who experience the problems however, are the potential users, entrepreneurs and residents. Unfortunately, these groups cannot solve the problems on their own. They need help and input from national railwaycompany NS/ProRail and the city of Eindhoven.

In January 2010, a meeting was set up for all stakeholders: residents from Woensel-West including the neighbourhood enterprise, representatives of housing association Trudo, and NS. Everyone present agreed that the station is an unpleasant place and the routing needs improvement. But how? The solutions offered on this occasion were all very different. It was clear that not all stakeholders that are needed to solve the problems, were represented in this meeting.

ProRail and the local authorities are willing to cooperate. The main obstacle is that the physical problems are complex and solutions require high investments. And the latter are disproportional, considering the size of the station and the average number of travellers.

Problem owners



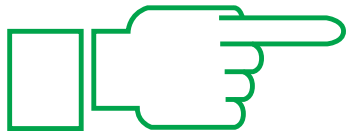
thuisbrengen



schuilservice



wegwijs



liftservice



Interventions during Dutch Design Week 2011

Dutch Design Week 2011 gave a momentum to intervene in the situation of station NS Beukenlaan and its surroundings. Special services were offered to the users of the station and special icons, in style very similar to the NS corporate identity, were developed and displayed. The purpose was to improve a number of shortcomings of the station.

Inventory and analysis were the starting points for developing these interventions. Residents assisted the design team: students and other young people that volunteer in exchange for a rental discount.

Services

orientation:
wegwijs (helping find directions)

functionality:
liftservice,
schuilservice (sheltering)

identity:
kan ik u helpen (can I help you?,
employees wearing uniform vests)

ambiance:

thuisbrengen (accompanying home),
coffee

Interventions:
orientation:
clear routing, mirrors for a better view

identity:
attaching the name NS Baukenlaan
to the viaduct in big lettering



34



35



Co-Design Workshop

In 2012, designers, users and other stakeholders accomplished a quick and positive change in the project NS Beukenlaan. On March 13, the ideas shown in the matrix were tested, reviewed, selected and revised in a workshop.

Experimental station Beukenlaan

	Atmosphere	Identity	Orientation	Functionality
Station as a bridge	Offer mobile work space, e.g. containers for studio's	Naming the station in big letters or bright lights: NS station Beukenlaan	Mark routes for travellers, also at night. For train directions and city districts from the station	Restructure surroundings of the station based on a coherent vision
	Reinstate the station master/caretaker	Use graffiti in a positive way: place vending machine with spray cans, graffiti contests (also on trains) in collaboration with Van Abbe Museum	Landmarks around the station that indicate the city districts: Strijp S-T/R, Woensel West Dreits Dorp (architecture & green environment)	Roof over the station
	Volunteers or youngsters accompany travellers	Turn the station into a work of graffiti art (changing every year or depicting a world famous monument like Sistine Chapel)		Extend the platform over the road - the station will be more like a bridge - make crossing the road appealing and even fun
	Guarded bicycle parking and -repair	Mark direction and entrance to city center (lighting, design, sports)		Improve illumination in underpasses
	Watch tower at the station, including a conspicuous person watching	Build a broad stairway creating a slanting transition from station to surroundings (green if possible)		A contract for managing the station & surroundings
		Marking travelling directions in a grotesque way: sea, Alps		Eliminate inconvenience and confusion about location of platform
Mobility	Create surprising outlooks from the underpasses (see example).	Free tickets or reduced prices for combitickets to events travelling through station Beukenlaan	Create view through mid platform tunnel by moving it	Close tunnel to mid platform and use outer platforms only
	Free (evening) tickets for residents		Clean and reorganize street furniture, traffic signs. Remove bicycle parking for a free view and better sense of safety	Facilitate the station as an international bus stop. (bathroom, vending machines)
			Place huge signs	Bus and taxi stops
				Emergency exits from the station

The participants made scenarios from which the designers extracted the following themes:

- green environment;
- physical interventions;
- connecting.

Experimental station Beukenlaan

	Atmosphere	Identity	Orientation	Functionality
Urban nature	Reinstate Park Strijp T and create a green zone from Oirschot to Eindhoven's city center	Create beautiful routes for jogging, walking and dog walking. A green route from Philips de Jongh park to station Beukenlaan (and Eek path, connection under viaducts Groene-woudseweg)		
	Reconstruct station yard (green at the platform)	More 'wild' green around the station		
	Guerrilla gardening: create walking routes through former park Strijp T with lawn mower, pruning by sponsoring gardening company	Station as a part of 'rural Strijp'		
Experimental station	Local entrepreneurs sell coffee and other products to travellers (develop business models)	Create social media station. Network of people who are involved in travelling, events and campaigns in and around the station	Guerrilla-like experiments to test ideas for better indicating the city districts. (for example a picture of Strijp S in the pavement, texts on buildings, knitting on banisters)	Connection to 230 Volt for events
	Pop up ticket office/info desk/ selling point	Free train tickets for residents during events (more eyes & ears at the station)	Guerrilla lighting using led throwies	
	Transform parking lot Woensel-West into activities area by using the broad stairs as a platform	During events, volunteers will give all kinds of information, showcasing the city of Eindhoven to travellers	Extend platform over ring road and make crossing the road fun	
	Make an attraction of the station itself, for example by transforming it into a piece of art	Set up media platform for entrepreneurs who cooperate during events		
	Hangouts for all kinds of target groups	At the station: calendar containing all events around the station		
	Balconies that serve as terraces (eyes & ears) and points of view	Introduction of a new distinct perfume: station Beukenlaan. Created to spray in the bad-smelling tunnel, but also for sale in De Bijenkorf, Eindhoven's upscale department store		
	Gaming area for young people in the underpasses	Involve loitering youngsters - and reward them - in creating a friendlier station Beukenlaan		

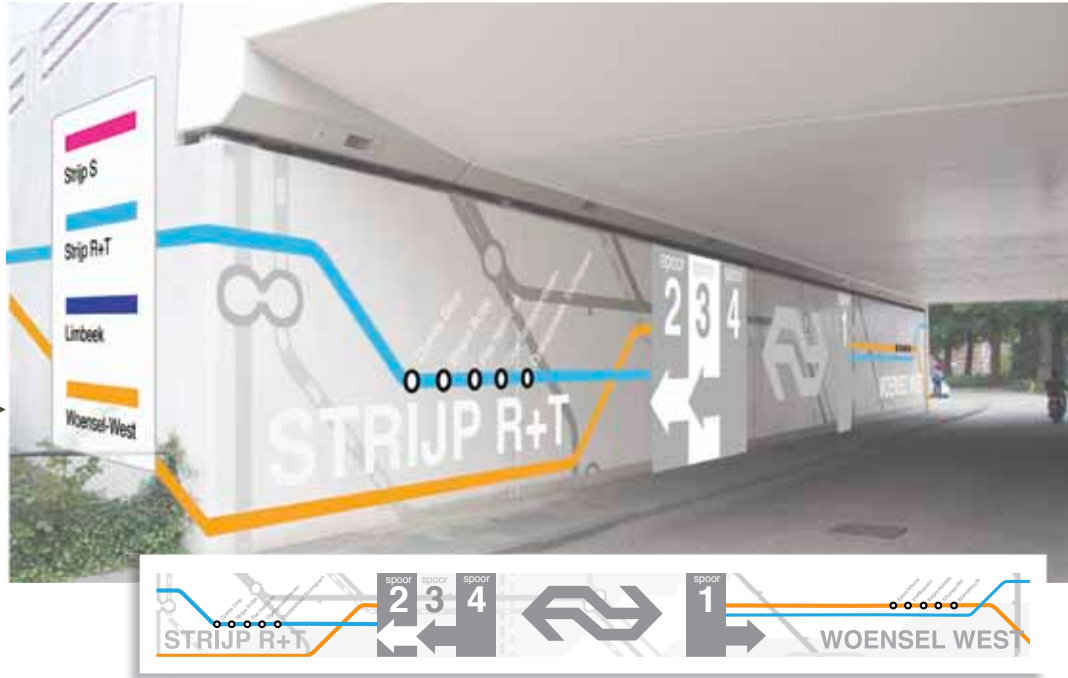


Photography: Niels van den Top

The concepts attached to these themes were probed that summer with a variety of (possible) owners and co-developers. The goal was to determine which of them could be realised on short notice and with the biggest chance of success.

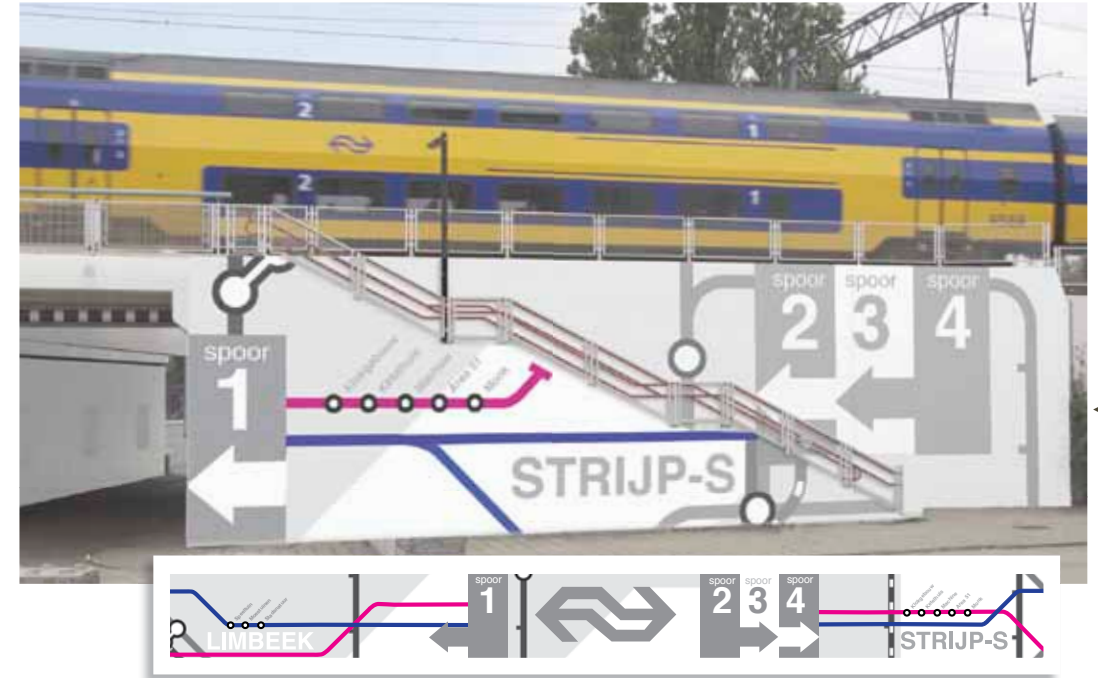
See the recommendations of the Design Brigade on page 46.

Infographic



To improve the bridge function of the station, the team designed an infographic displaying directions. The outspoken visual design gives the station a face of its own.

Clear lines are used, in words and visually, between the four city districts: Woensel-West, Limbeek, Strijp R/T and Strijp S. Each of these districts borders a corner of the station and is visualised at that exact spot, thus creating a connection with the surroundings.



The routes and landmarks of each city district are visualized in bright colours and symbols. By applying this visual language, Design Brigade creates a 'readable' situation for travellers and other users. This contributes to the transformation of station NS Beukenlaan into an attractive spot.

Gloeilampplantsoen (Philips 'Light Bulb Park')



42

Right across the main entrance of the station, along the Achtseweg-Zuid, there is a fallow area. It was known as Gloeilampplantsoen that once formed a green entrance to one of Philips main buildings. The paths were in the form of a light bulb, hence the name. With little means and some small interventions, the structure of the paths in the park was restored. Some were broadened and layered with woodchips, the inaccessible ones were cleared and exposed. The informal character and the ecological qualities of the park are still intact. The area is part of a conceptual route for walking dogs in the station area, following the way that the customers of the street prostitutes used to drive.



43



DDW 2012

Dutch Design Week 2012 saw a number of designs and ideas for station NS Beukenlaan:

Movie

In the weeks leading up to DDW, a short movie was made. It shows the insights and ideas developed by the Design brigade, for example: how we brought the Gloeilampplantsoen back to life.

Pictograms

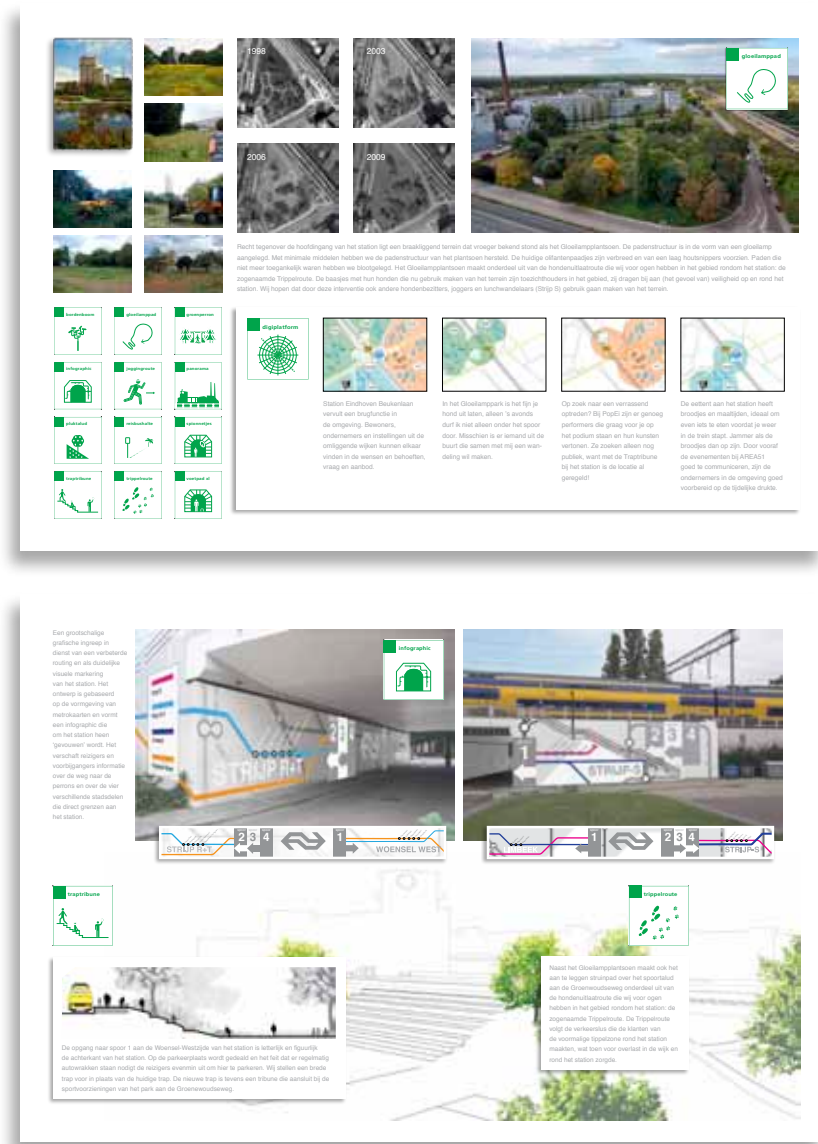
Self designed pictograms improved the 'readability' of the station and its connection with the surroundings, like a sign leading to a beautiful panorama or a sign depicting the stairway at the slope leading to Woensel-West. Also, there was the idea of placing a post with multiple signs, like a tree, at the entrance of the station.

Townhall meets design

The entire project was showcased in the townhall. The public could watch the movie and two big boards showing and explaining all the ideas for the platform, the infographic and the broad stairway. Also, a number of pictograms were shown.

Presentations and media

Some members of the Design Brigade presented the ideas for audiences visiting DDW: during the PROUD-conference on Monday, the presentations in the townhall and the Brabant Biennale in the Catherina church. There was media attention from the national radio show De Avonden ('The Evenings') and the local talkshow Spam!



Recommendations Design Brigade

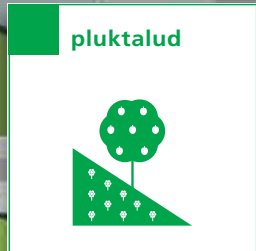
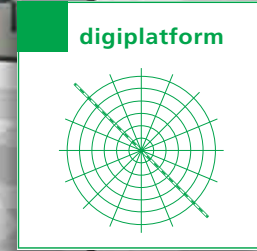
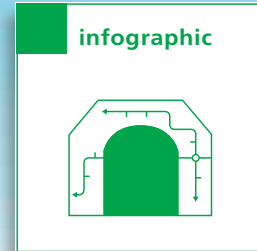
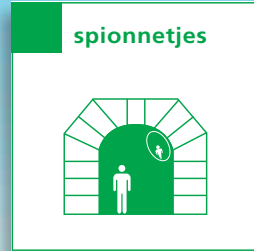
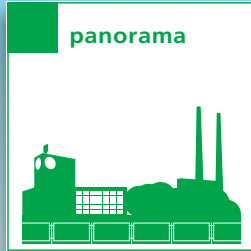
Strijp S+T+R

	Quick Wins	Medium and long term
GREEN ENVIRONMENT	<ul style="list-style-type: none"> - Cleaning and pruning the parks; - Desire lanes in former parks; - Planting slope 	<ul style="list-style-type: none"> - Reconstructing the Gloeilampplantsoen ('Light Bulb Park')
PHYSICAL INTERVENTIONS	<ul style="list-style-type: none"> - Applying a groove for bicycles; - Applying an infographic on the walls of the station 	<ul style="list-style-type: none"> - Improving the area underneath the station: better illumination and broader pavements
CONNECTING	<ul style="list-style-type: none"> - Social media network 	<ul style="list-style-type: none"> - Facilitating the station as a stop for touring cars

Woensel-West+Limbeek

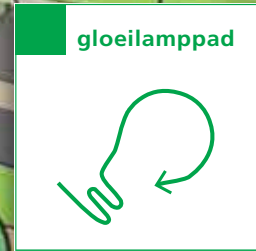
	Quick Wins	Medium and long term
GREEN ENVIRONMENT	<ul style="list-style-type: none"> - Cleaning and pruning the parks; - Desire lanes Groenewoudseweg; - Lengthen routes for dog walking 	<ul style="list-style-type: none"> - Connection with Philips de Jongh-park
PHYSICAL INTERVENTIONS	<ul style="list-style-type: none"> - Picnic tables 	<ul style="list-style-type: none"> - Stairway/stage and Reconstruction parking Groenewoudseweg
CONNECTING	<ul style="list-style-type: none"> - Social media network - Wifi-hotspot 	

Strijp S+T+R Quick Wins



- Applying a groove for bicycles

- Cleaning and pruning the parks.



Striip S+T+R Medium and long term

reisbushalte



trippelroute



voetpad xl



Improving the area underneath the station:
better illumination and broader pavements

Woensel-West+Limbeek Quick Wins

52



- Wifi-hotspot

- Desire lanes Groenewoudseweg

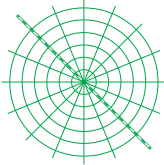


joggingroute




- Lengthen routes for dog walking

digiplatform



trippelroute



53

Woensel-West+Limbeek
Medium and long term



- Connection with Philips de Jongh-park



Final conclusion

Nobody takes responsibility for station NS Beukenlaan, because the ownership's structure is very complicated. This creates a no man's land. The station feels like an obstacle, partly because the tracks are above street level and the junction sees a lot of traffic. On top of that, surrounding areas like Gloeilampplantoen are deteriorating.

The Design Brigade wants a change to set in: the station should be like a bridge instead of an obstacle. It should make connections and bridge differences between neighbourhoods like Strijp-S and Woensel-West.

Added value from designers

We note that in this situation, there is no basis for improvement unless the parties involved warm up to an overall plan with a clear added value. They must also realise that it is up to them.

What makes this assignment complicated, is that the party that initiates the improvements is not always the one that benefits from the changes. An example is the Gloeilampplantsoen ('the Light Bulb Park'). The owner of this park is not involved in the neighbourhood and does little maintenance, while the residents would very much like to use the park.

The many passers-by, like joggers and dog walkers, guarantee the social control in and around the station. We, as designers, have shown the role that the Gloeilampplantsoen, with minimal means and effort, can play in the area. The question is: who will take responsibility?

Making problems intelligible, testing small inventions and connecting things – that is the value that a designer adds to an area like this. We have shown that we

can innovate in other ways, using existing elements. There are many chances here.

The problem is: who is going to put in an effort? And where? And will the changes last when the designers step out of the process?

Sustainable connections

There are huge differences between the districts surrounding NS Beukenlaan. Making connections can make a huge difference. This should be done by ventures as part of the proposal about setting up a social media network in which questions and answers meet.

The station can be a bridge, strengthened by the infographic that was designed to contribute to a clearer identity and routing in and around the station. Also, the building of a huge, broad stairway can bring questions and answers together. Bands and artists practising in the nearby music center Pop Ei could use this stairway/platform as a try out stage.

By giving the station the function of a bridge and a clear routing with the infographic, the added value of the designer becomes clear. Presenting this design led to involvement of other stakeholders. Several parties now want to join forces and bring the idea into reality.

We hope that we, with our experience and expertise, can play a part in the execution of the many ideas that we propose in this document.

The Design Brigade Experimental Station NS Beukenlaan:

Ellen de Vries, Cindy van den Bremen, Vincent Wittenberg, Berry Sanders

January 2013

Colophon

Proefstation NS Beukenlaan is a project of Capital D, Brainport Eindhoven's Design corporation. This is one of the projects that support creative initiatives strengthening Brainport's international reputation as top technology and design region.

This project was executed with financial support from the municipality of Eindhoven, the European INTERREG IVB project PROUD and the province of Brabant – MKB (SME) Design Brabant.

This booklet was composed by contributions from Design Brigade members:

Text:

Ellen de Vries / Cindy van den Bremen / Vincent Wittenberg / Berry Sanders

Graphic design and visuals:

Berry Sanders

Editor:

Ingrid van der Wacht, Capital D

Chief editor:

Twan Hofman, Capital D

Photography:

Vincent Wittenberg (unless stated otherwise)

Translation:

Debbie Langelaan

No rights may be derived from the contents of this publication.

©Capital D 2013



gemeente Eindhoven

