

# A Collective Sandbox

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The **RE-MAKING** of Eindhoven happens through and within an archipelago of construction sites



Our **GOAL** is to turn the making process into a dynamic experience.

The Student Hotel

NS Station

Eindhoven Brandstore

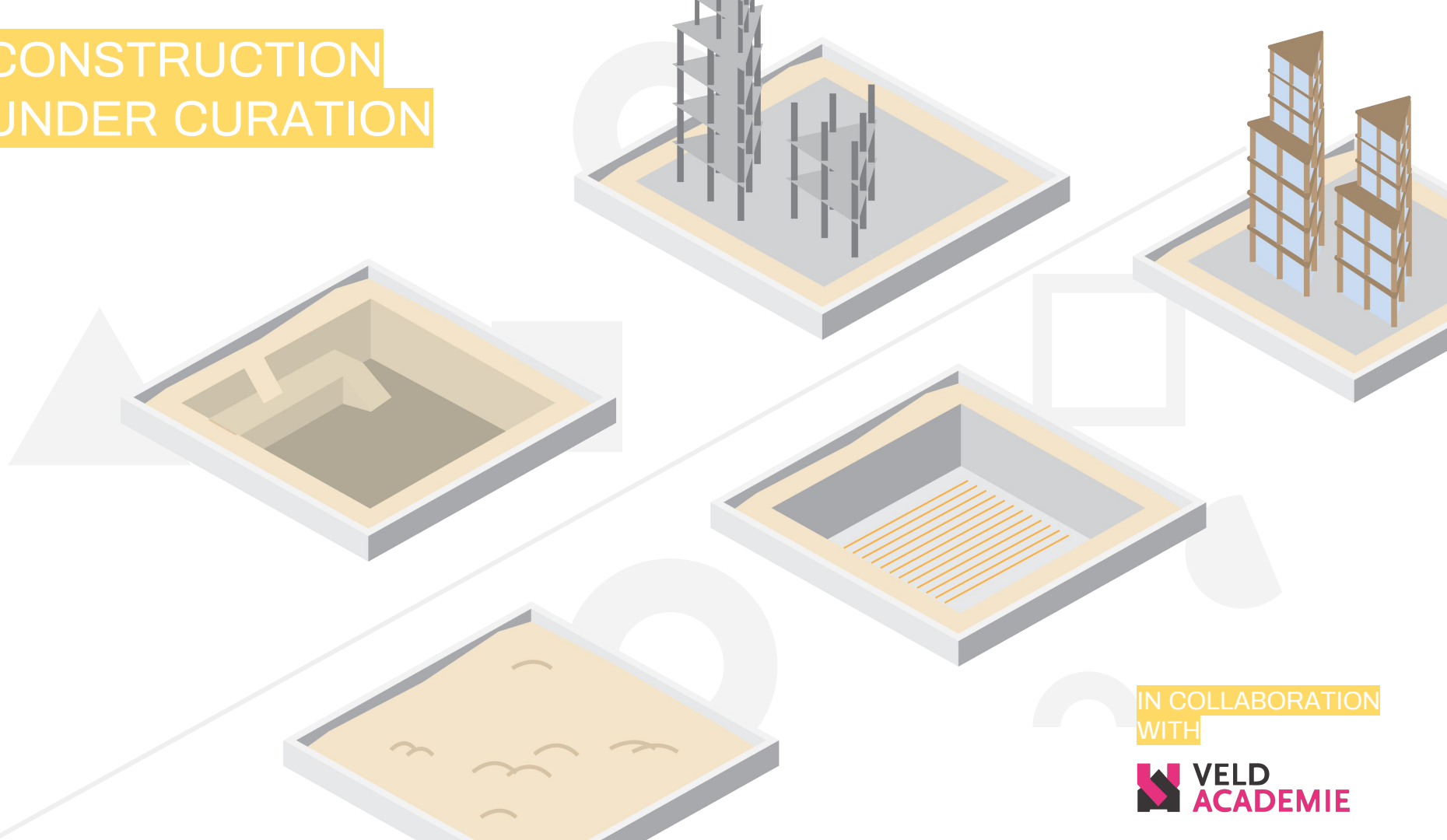
shops and restaurants

visitors

residents



# CONSTRUCTION UNDER CURATION

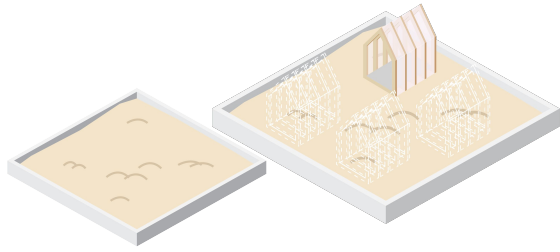


IN COLLABORATION  
WITH



# PLAN

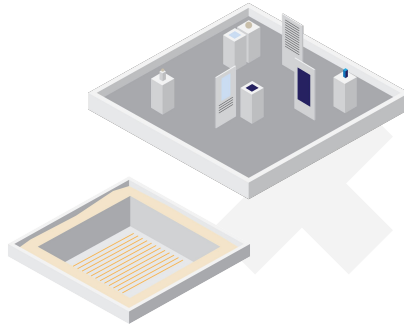
## CONSTRUCTION UNDER CURATION



### Phase 1

**Planning & Editorial activities**

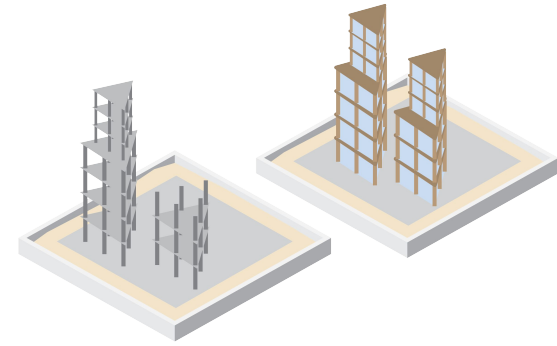
**Key goal:** different sense of engagement with the space



### Phase 2

**Beginning of construction**

**Key goal:** initiate collaborations within Eindhoven cultural agenda.



### Phase 3

**Structures & Platform for expression**

**Key goal:** deliver a **dynamic city experience** (urban construction / urban expression).

# COMMUNITY VILLAGE

Period:

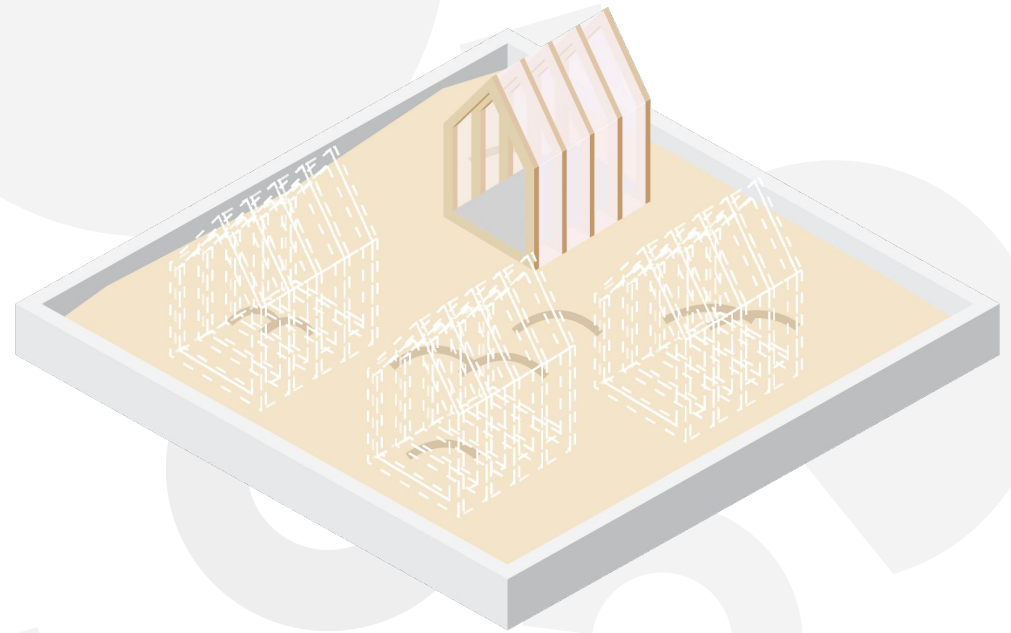
**Total Process**

Possible partners:

**Design Academy Eindhoven,  
Veldacademie, STRP, MU**

## BUILDING THE DISTRICT-E COMMUNITY.

- temporary pavilion
- space for District-E community
- broad range of exhibitions and events



# CINEMA-E

**Period:**

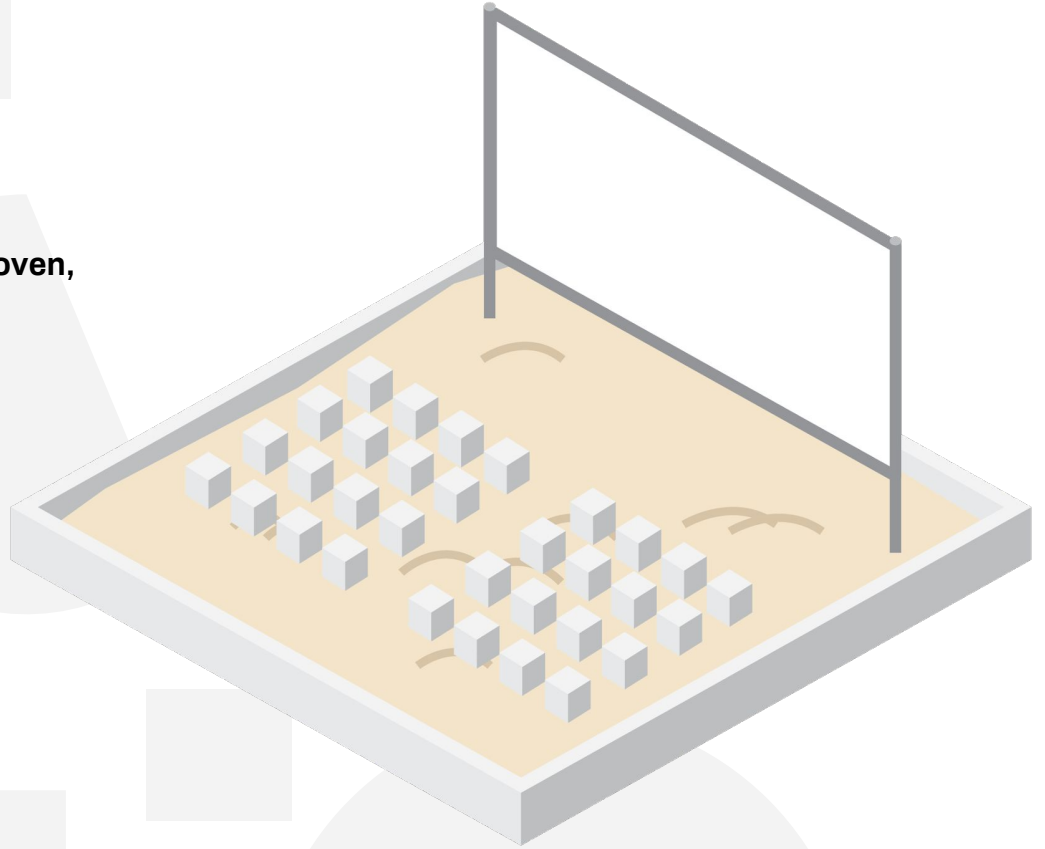
**Site Preparation**

**Possible partners:**

**NatLab, Lab-1, Pathé, local filmmakers, NS, Cultuur Eindhoven, WeArePublic, BIZ**

**USING A TEMPORARY (POP-UP) STRUCTURE TO PLACE AN OPEN AIR CINEMA.**

- Selection of movies (“Touche pas a la femme blanche” Marco Ferreri)
- Drive-in Bike Cinema
- “Kijk met Anton”





# UPTOWN PARKLIFE

Period:

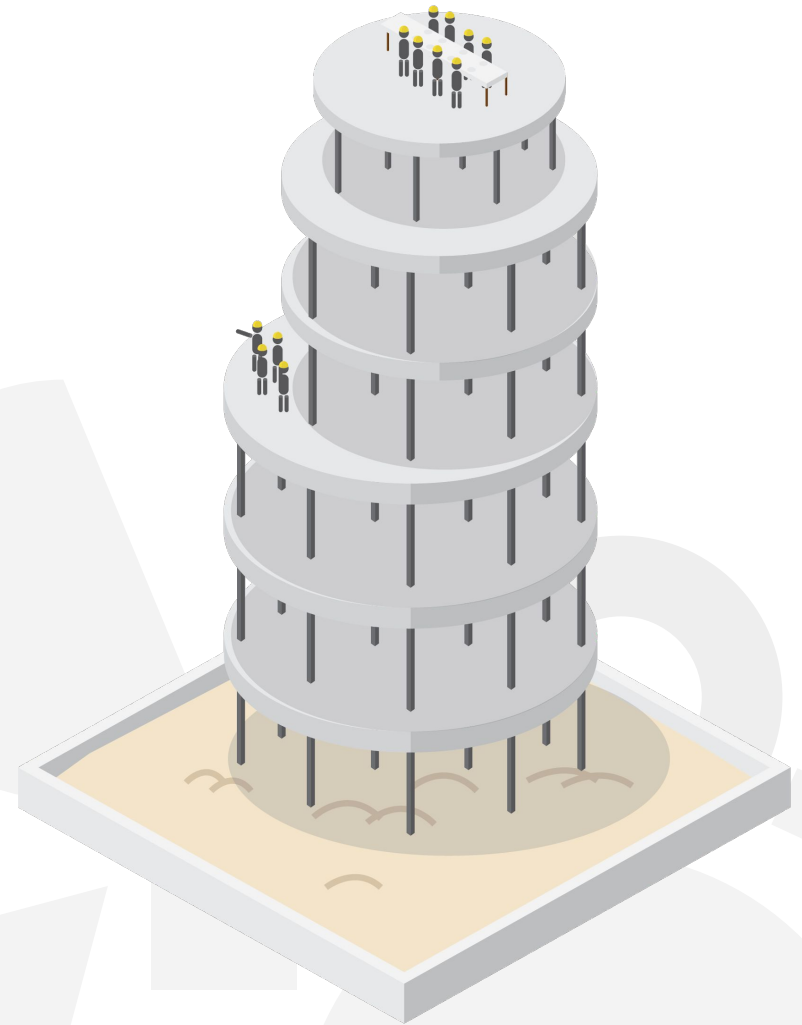
**Framing**

Possible partners:

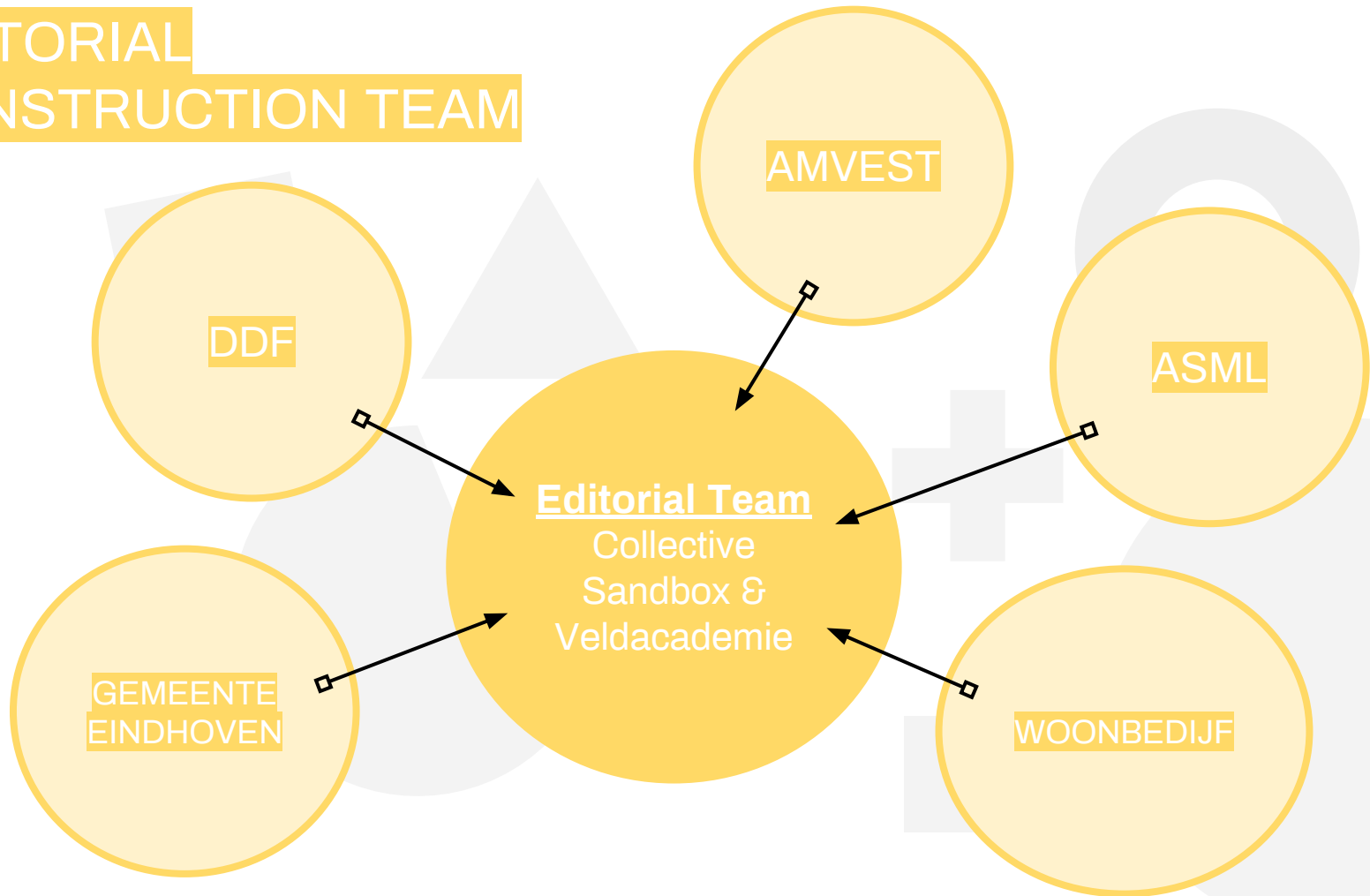
**EHV 247, The Hub, The Student Hotel, Woonbedrijf, Amvest**

## EVENTS USING THE CONSTRUCTION OF THE BUILDINGS.

- Implementing the diversity of Eindhoven
- Potluck dinners with communities
- Designed tours through the building site
- Creating milestone events



# EDITORIAL CONSTRUCTION TEAM

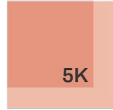


# EDITORIAL BUDGET ESTIMATION

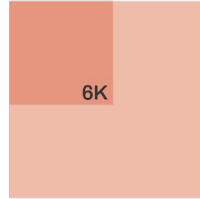
50.000 €

9 Months

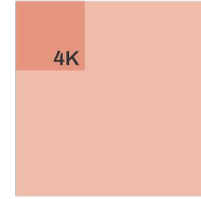
## 1. Coordination



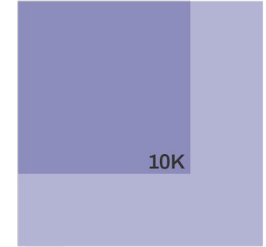
## 2. Creative Direction



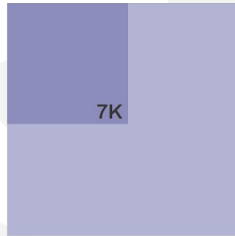
## 3. Community Engagement



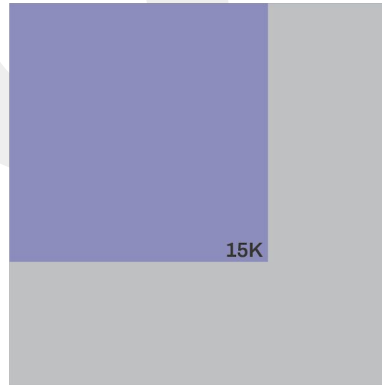
## 4. Event Planning



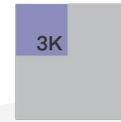
## 5. Event Design



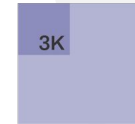
## 6. Production



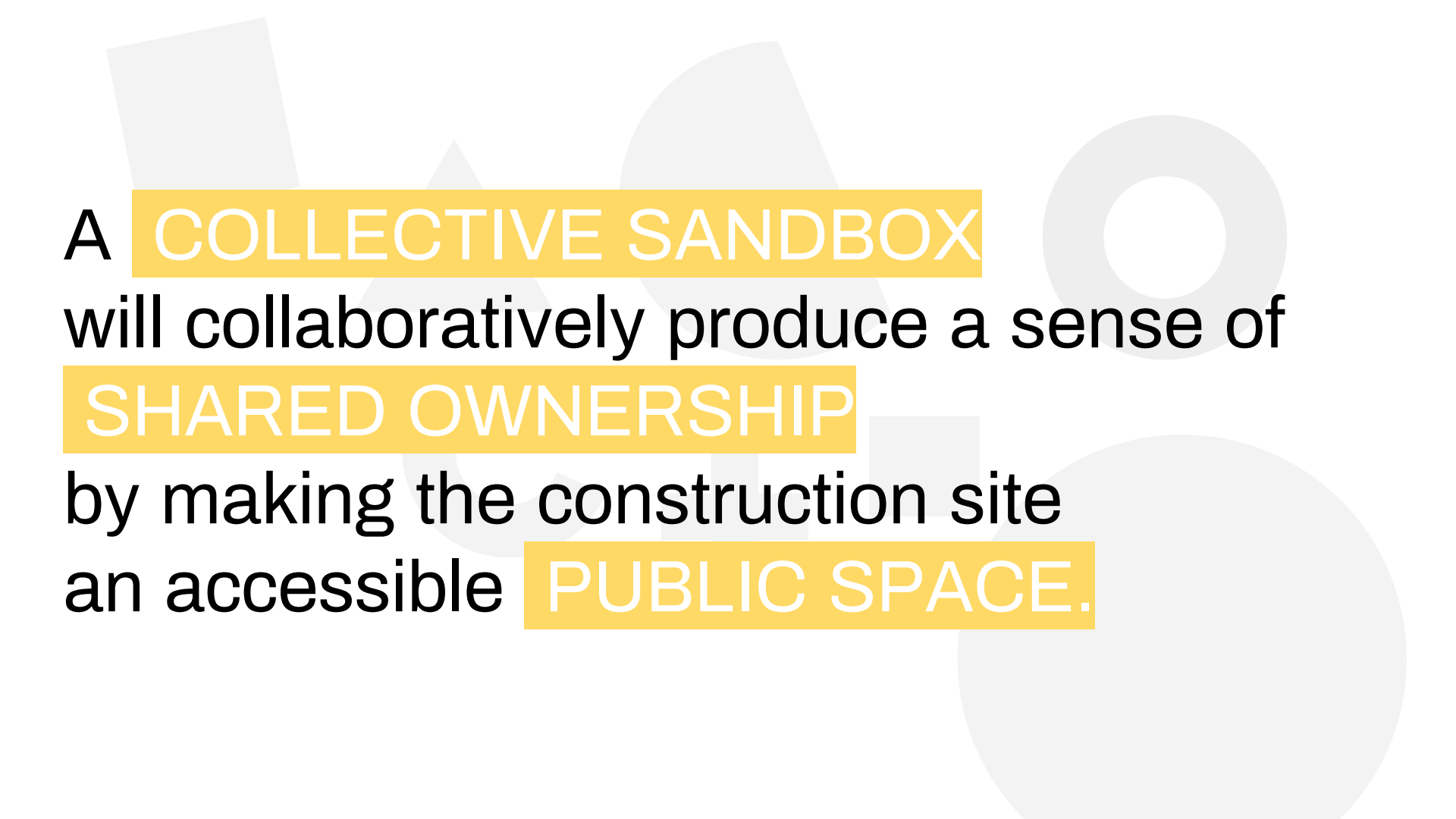
## 7. Communication



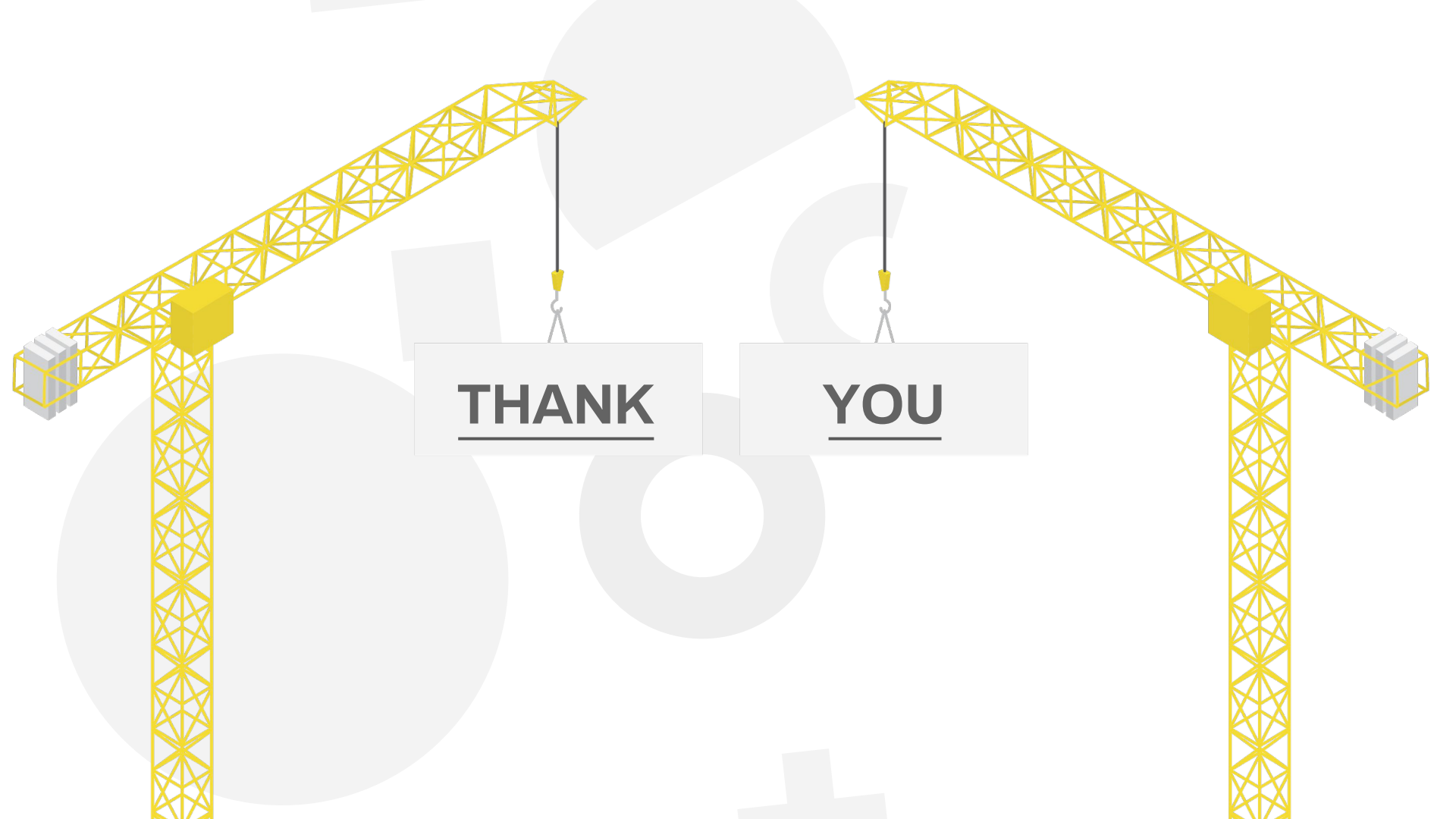
## 8. Documentation



Cultuur Eindhoven  
Collaborators  
External Partners

The background features several large, semi-transparent, light gray geometric shapes, including a large circle on the right, a large triangle on the left, and various other polygons and circles scattered across the white background.

A **COLLECTIVE SANDBOX**  
will collaboratively produce a sense of  
**SHARED OWNERSHIP**  
by making the construction site  
an accessible **PUBLIC SPACE.**



**THANK**

**YOU**