THE VELUWE DISTRICT
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I

• Concept
• Narratives
• Messages

II

• Architecture
• Landscape
• Design
The plan...living and working next to the Veluwe, which is considered...

“...the finest area of scenic beauty in the country... where you can spot the Dutch ‘Big Five’: foxes, badgers, roe deer, wild boar and red deer, as well as Highland cattle, beavers and hundreds of other mammals, birds, reptiles and insects...”

But the project has a problem...
What is the problem?
• Too many things
• Risk: lack of clarity
• Limit the potential market

Main selling ideas:
• The barracks and the military history
• The World Food Centre and diversity
• The forest and living close to nature

Which priority?
...the army connection will not disappear. However: disproportionate presence in the current narrative and messages:

“The barracks will have a wide variety of homes”
“... the barracks are not a new housing estate, but a new neighborhood…”
“The barracks are perfect for food”
“There is also plenty to do outside the barracks”
“...buildings tell the story of more than 100 years of military history”
• New version of military-type lifestyle and 100 years of history?
• Evidence of 5000+ years of human evolution
• Transformation of the landscape
• One of the richest geological formations in the Netherlands
• What is it?
• 600 houses / food / unclear
• The **Veluwe**: beauty, diversity, history
• Nature reserve in Western Europe
• Related **narratives**: agriculture, urban farming, food and history
• More **appealing** to different publics
Re-focusing the concept
• **Re-prioritize** the narrative: the green.
• **One concept.**
• The **Veluwe**, strongest selling point.
• **Linked** contemporary interests: nature, space, sustainability, sports, exploration.
• A new powerful concept: post-Covid changes. A XXI century urban lifestyle.
Subnarratives:
- A new history, XXI Century
- New lifestyle, nature
- Urban farming
- The Dutch - landscape

Subnarratives:
- Potential for better living
- A connection with food
- Sports and activities
- Evolution in time
Values:
• Circular economy
• Community
• Deep history
Circular economy - niche potential client

• Car-free area
• No plastic
• Harvesting of water
• Community farming
• Shared facilities: washing-drier machines, café, community centre...
Potential clients

- Professionals, 25-50ish
- Independent-oriented
- Multicultural-oriented
- Creative
- Interest in sustainability
- From anywhere in the Netherlands and abroad
Role for the Municipality of Ede:
Leading the region with a circular economy development
II

- Architecture
- Landscape
- Design
Inspiration
Spatial Layout
The park
Kazerneterreinen

WORLD FOOD CENTER Experience
Courtyard living
Communal farming
The Veluwe District