

# THE VELUWE DISTRICT







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I

- Concept
- Narratives
- Messages

II

- Architecture
- Landscape
- Design

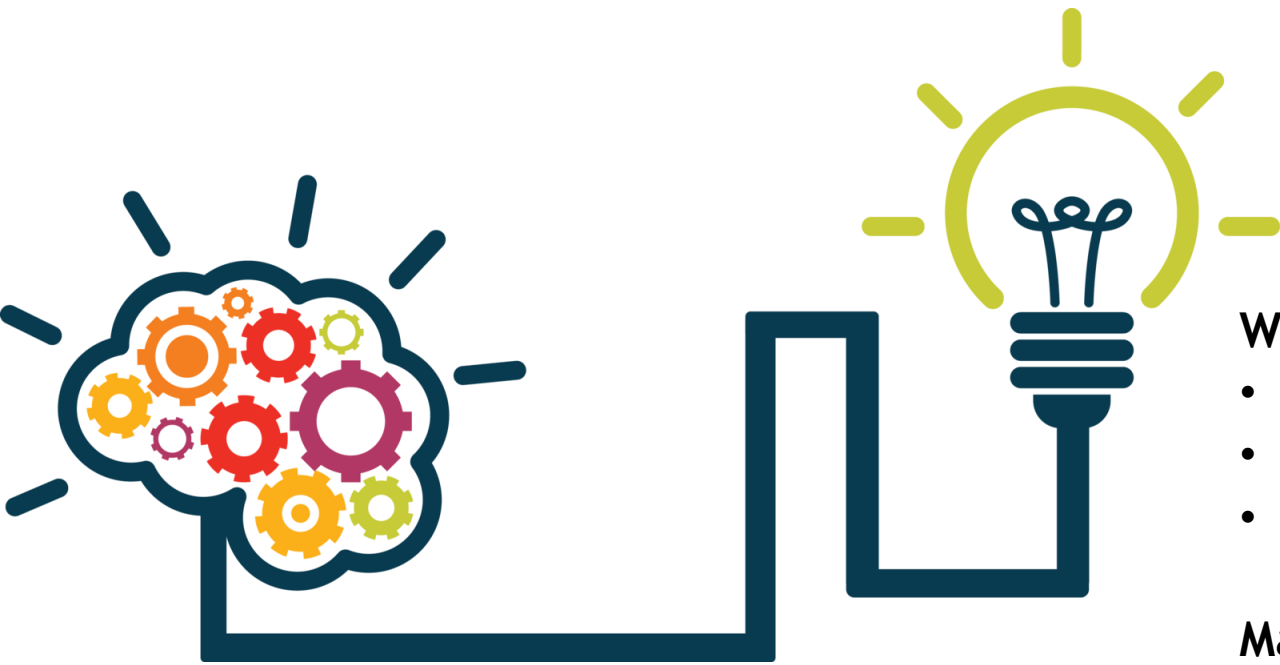
## The plan

...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:

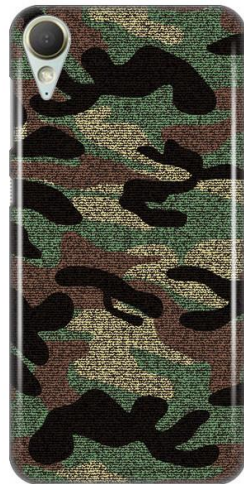


*“The **barracks** will have a wide variety of homes”*  
*“... the **barracks** are not a new housing estate, but a new neighborhood...”*  
*“The **barracks** are perfect for food”*  
*“There is also plenty to do outside the **barracks**”*  
*“...buildings tell the story of more than 100 years of **military** 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

Schape[n] waren voor het boerenbedrijf onmisbaar, maar te intensieve begrazing en het plaggen van de heide heeft vaak geleid tot het ontstaan van stuifzanden. Schilderij van A.J. Legras, collectie Gemeente Nunspeet.







### **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





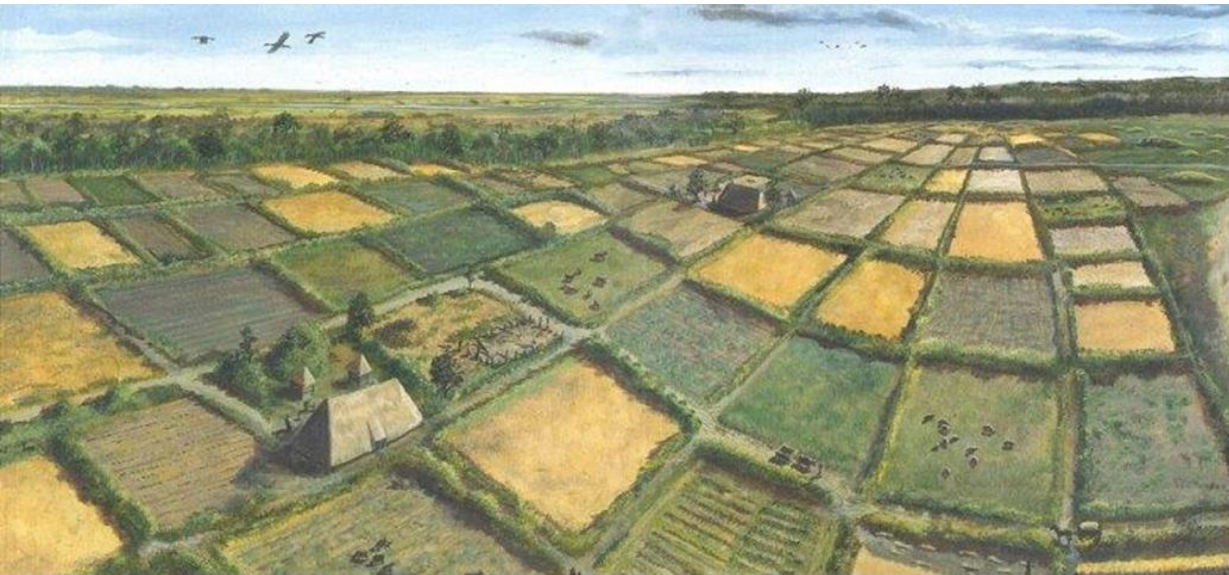
II

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# Inspiration

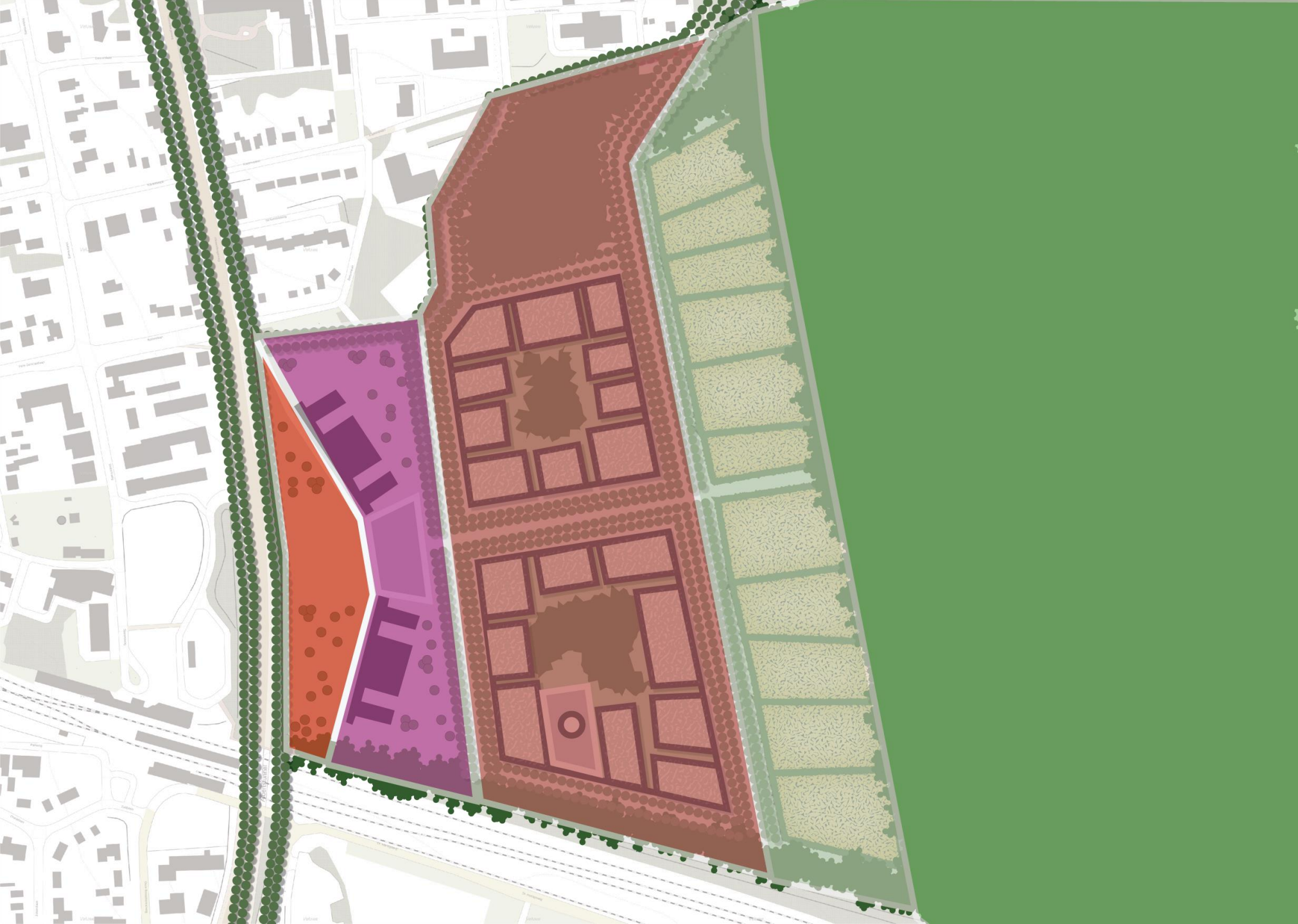




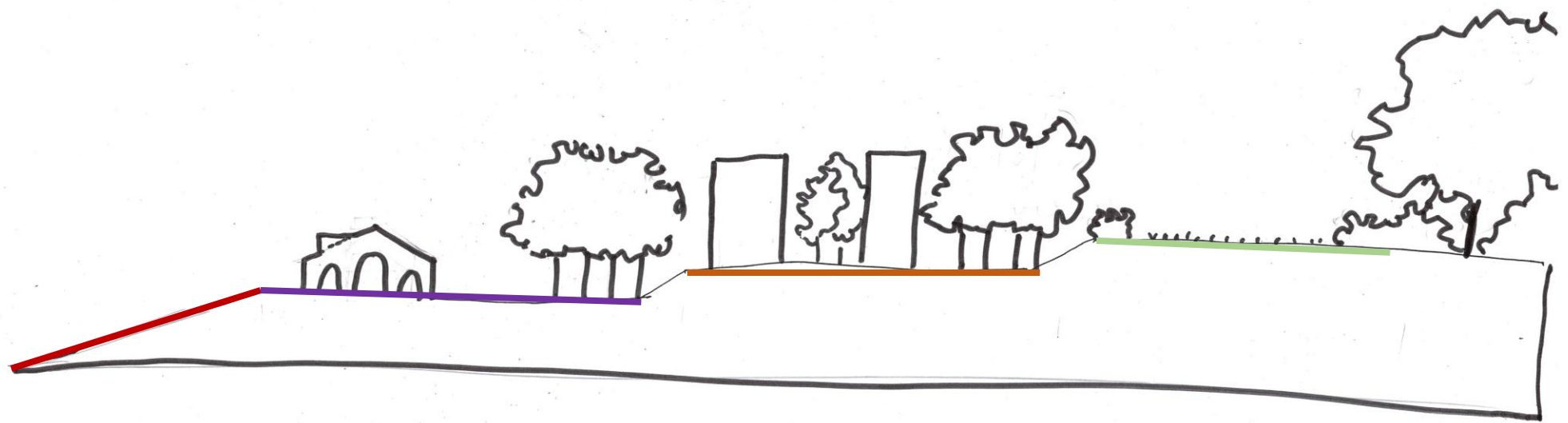


# Spatial Layout





# Spatial Layout





## The park





## Kazerneterreinen

WORLD  
FOOD  
CENTER  
*Experience*





Courtyard living







## Communal farming





## The Veluwe District

