



Time travel in the city

Heritage design, a new storytelling for Eindhoven



(NL)

EINDHOVEN



238,326



Cultural heritage
for sustainable development



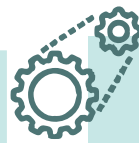
Challenge

Eindhoven is one of the largest and oldest cities in the Netherlands. Particularly renowned for its technology and design sectors (home to Philips, the Dutch Design Week and the Design Academy), it is said to have the habit of never looking back. As a result, the rich history of the city is rather untold and unknown to visitors and locals alike.



Solution

The visibility of cultural heritage in its urban space can be improved, using creativity, community engagement and sustainable development. "heritage x design" is an initiative by the cultural department of the city of Eindhoven, Cultuur Eindhoven, pairing up heritage organisations with designers in order to collectively propose a new storytelling of Eindhoven cultural heritage through design in the public space. In doing so, it also started a dialogue between two sectors and communities of professionals, heritage and design, who weren't used to talking to each other.



How ?

- 1 In 2020, Cultuur Eindhoven invited seven heritage organisations to identify four key problems concerning the gaps between heritage, its visibility in the city and the public.
- 2 Cultuur Eindhoven opened a call for designers, after which four project teams were formed, each including at least one heritage organisation and one designer.
- 3 The teams received a budget for their proposals of a project or intervention in the public space.
- 4 Heritage organisations provided content, materials and visions while designers came up with creative ideas.
- 5 Four projects were executed of which two focussed heavily on making heritage more visible and perceptible for the public:
 - Portal is a physical gate in the city placed following a historical map that works like a time machine. When visitors step through it, an augmented reality app presents a historical scene of Eindhoven from 1560 or the post-Second World War period.
 - Parel (Pearl) is a website combining archival pictures and stories from an inhabitant or visitor of the city. Everyone is invited to share their stories and photos to create themed walking routes through the city.

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Budget/Financing

€ 262,746

- €262,746 for the total project (heritage x design), among which approximately €20,000 was allocated to coaching, curating, organising and creating events. The rest of the budget was allocated to the four projects (Portal and Parel).
- 57% of the funding came from the municipality, and 43% came from national administration.



Management

- Cultuur Eindhoven, who is prominently responsible for the implementation of the cultural policy of the Municipality of Eindhoven, led the project (four staff members involved, including the director and a communications officer), with the help of one heritage specialist from the heritage department of the city.
- A freelancer was hired to work as a curator.
- In total, six heritage foundations and seven designers or studios were part of the programme.



Transferability

- Combine the knowledge and experience about the heritage and history of a city with creative, out-of-the-box ways of thinking to create compelling storytelling.
- Hire or appoint an expert to curate and coordinate the process.
- When involving tangible heritage in public space, it is important to get the different deputy mayors and departments in charge involved at an early stage and throughout the project.
- Make sure that the roles and responsibilities of each partner in the project are clearly defined from the start.



Impact

- The local government included the project "heritage x design" as a good example in the policy paper: Erfgoeddoelen 2021-2022 (Heritage goals 2021-2022).
- In 2021; Eindhoven won the national BNG bank heritage price. The open call, as well as projects like Portal, were mentioned in the jury rapport as best practices to make heritage more connected within the general policy of the local government.
- The team of designers has also been asked to create similar projects in different cities.



Links

- <https://www.cultuureindhoven.nl/blog/presentatie-eindhovens-erfgoed-23-september/>
- <https://portal-eindhoven.nl/en/>
- <https://parels040.nl/map>



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