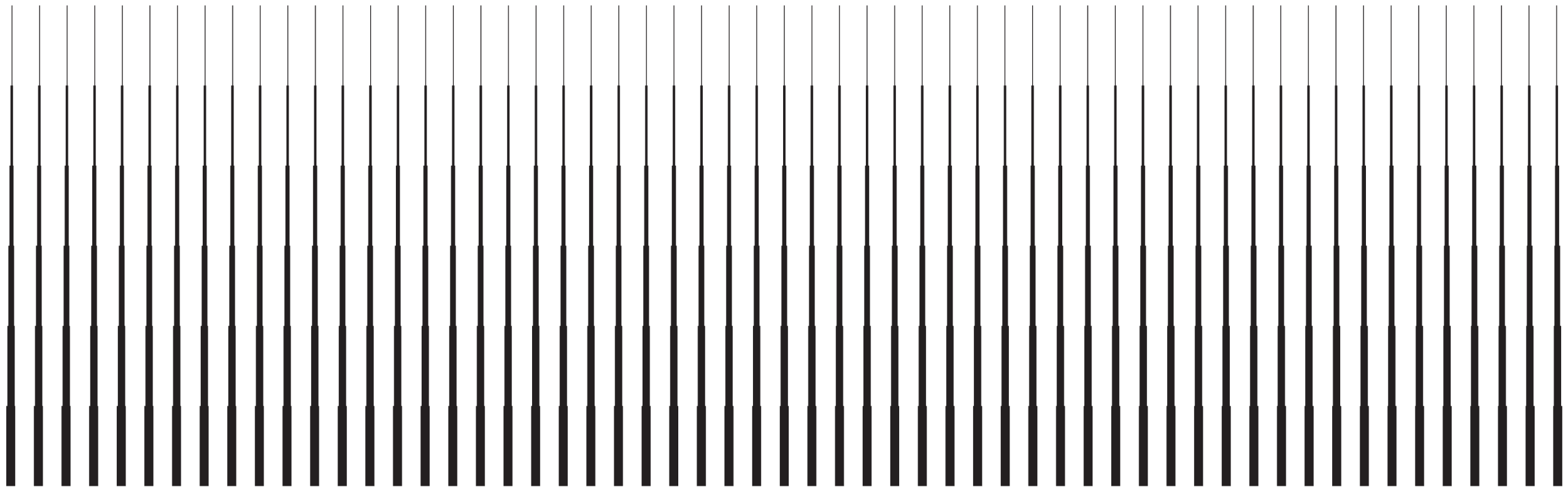


Dutch Design Week'23





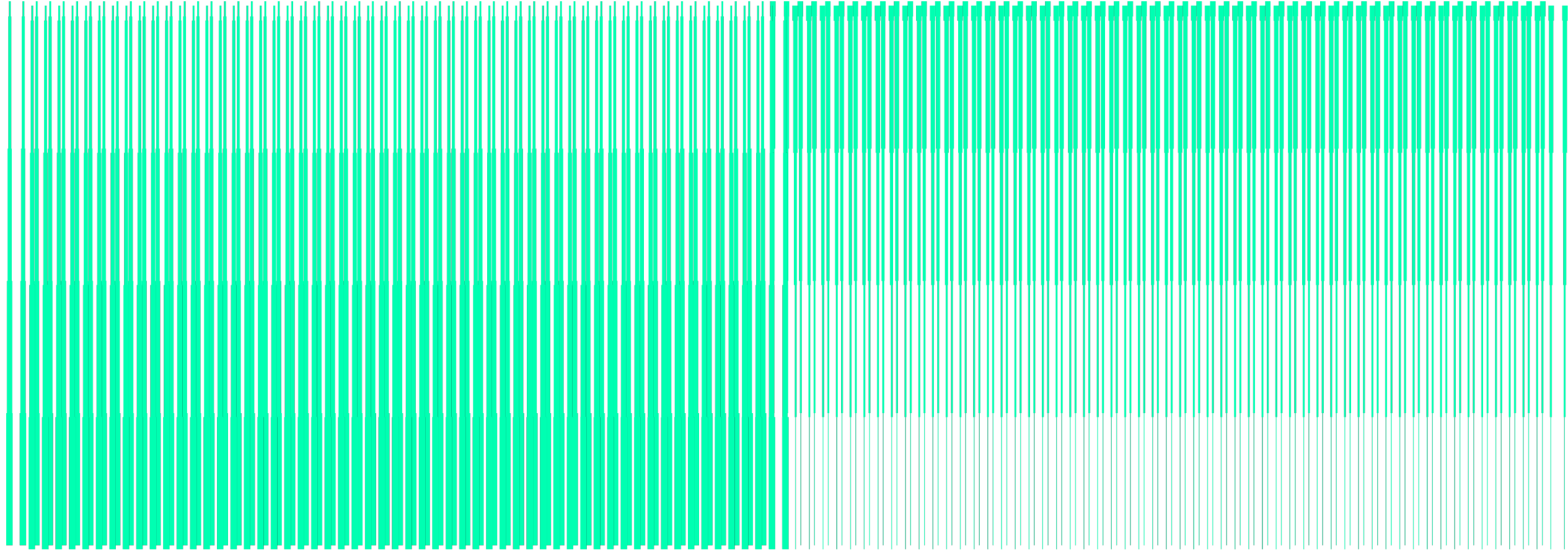
During Dutch Design Week, Koelhuis opened its doors with three unique exhibitions.

On the ground floor, we presented a group exhibition “Bubble Trouble”, with the works of Elsemarijn Bruys, Sjoerd Geerts, Pepelsenkrepels (Myrthe Krepel and Nadia Pepels), and Taco Tarn Joosting Bunk, reflecting on the role and impact of bubbles in society.

Lichtspiel Lichtspiel – Experiment Nr 2. – Underworld by Zalán Szakács engaged with the water-flooded basement of Koelhuis through light, haze, and sound, creating a truly immersive experience.

To make visitors aware of the past and future of Koelhuis District, we presented an exhibition Koelhuis Under Construction, telling a story of the building and the plans for the development of the Koelhuis District Eindhoven.

Event description



KOELHUIS

Bubble Trouble

“Bubble Trouble” takes the symbolic representation of the bubble—a space of comfort and sterility—to reflect on our collective tendency to isolate ourselves from uncertainties. Once a symbol of safety within our constructed realities, bubbles can have profound consequences, such as housing bubble disparities and social segregation. Yet the bubble also reminds us that when there is tension, the bubble’s fragile membrane balances on the edge of rupture. When it bursts, some outcomes are irreversible, while others may guide us toward more inclusive and sustainable communities.

As Koelhuis transforms from the former Campina freezer warehouse into a new cultural and tech hub for Immersive Experiences (IX), we took a moment to reflect on the act of making and breaking the bubbles that define our existence and our role within them. Seeking to avoid creating yet another bubble, we initiated a dialogue about preserving industrial heritage, artists’ societal roles, Koelhuis Districts’ stance on gentrification, and our ambitions for affordable housing, talent retention, and urban revitalization through arts and culture. We invited visitors to wander through a gigantic, inflated landscape, immerse themselves in the illusion of artificial scenery, and witness live performances within the industrial heritage building.



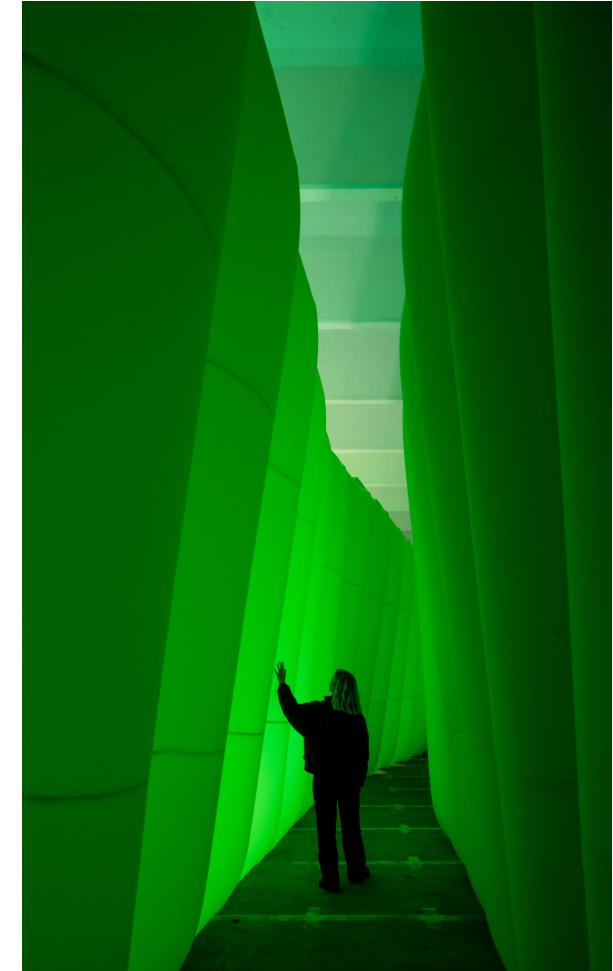
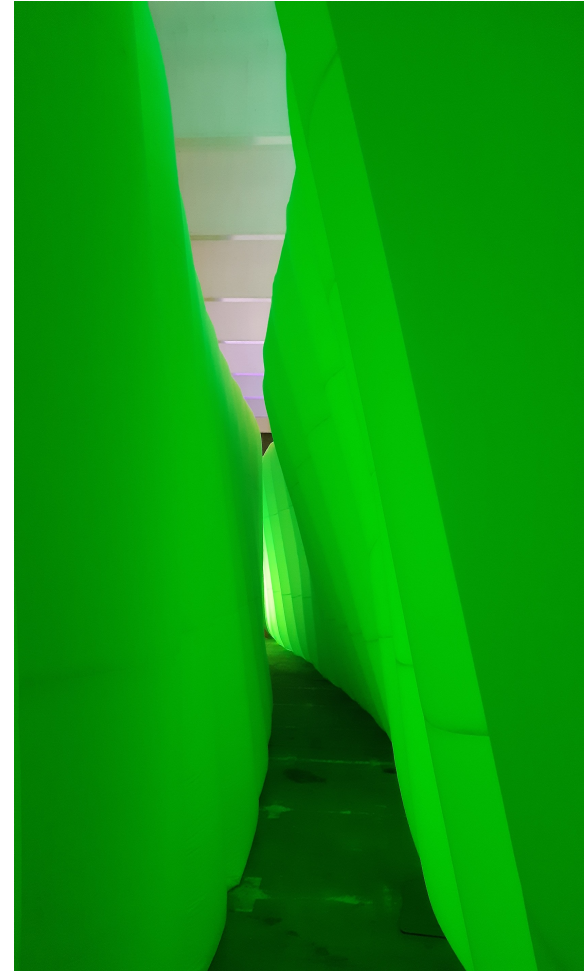
Elsemarijn Bruys

Artificial Landscape 2.0

“Artificial Landscape 2.0” is a 60-meter inflatable sculpture that traverses Koelhuis' ground floor. The gentle movement of the gigantic, artificial structure gives it an almost organic quality, mimicking the fluidity of a natural environment. As you navigate through the object, you will find yourself entranced by its constructed comfort and playful charm. Going deeper into the structure, your sense of orientation begins to slip away. Neon-colored walls create a limbo, where the boundaries between the real and the surreal start to blur, evoking the feeling of the sublime.

Elsemarijn Bruys

Elsemarijn Bruys is a visual artist with a strong curiosity for sensory perception. In her hybrid practice, she alternates between making sculptures and architectural interventions, but the spatial experience is always her starting point. Air is the main medium Bruys works with. She takes the material so seriously that she considers it her collaborator. Within her work, the air has the freedom to take its course: rectangles become round, spaces are filled and occupied, objects breathe in and out, and perspectives become deformed. The addition of air makes her objects performative, and the change of form it brings about is simultaneously the core of her work. Her work has been shown at the Van Eesteren Museum, Kunsthal KAdE, Art Rotterdam, Down The Rabbit Hole, Torrance Art Museum and the Van Gogh Museum, among others.



Pepelsenkrepels UP.GRADING

The city is changing. Outskirts are becoming vibrant places, with creatives as the ultimate catalyst. During Dutch Design Week, performance duo Pepelsenkrepels inhabit Koelhuis. The artists created “minimal spaces” throughout the Koelhuis, referring to markings in public spaces. Spaces with possibilities, but still without “value”. By creating “place-making” videos and upgrading the space through different rituals, they tried to relate to their new environment, make a place, to feel at home - and not without consequence. Now the value of the places increases per m2. But who is that valuable to? The live stream shows the current status of the places while artists switch roles from placemaker to speculator, exploring the tension between making a home and the inadvertent upgrading of a place.

Pepelsenkrepels

Pepelsenkrepels (Myrthe Krepel and Nadia Pepels) is a performance and visual arts duo. They call themselves professional players. While improvising they create imaginative worlds together, with the absurdity of the zeitgeist as inspiration.





Taco Tarn Joosting Bunk RAD1ANT0

In the audiovisual installation "RAD1ANT0", artist Taco Tarn captures the essence of Koelhuis Eindhoven's historical character. The installation pays homage to the building's industrial heritage by employing old analog fluorescent lighting fixtures. This choice not only preserves the venue's authentic aesthetic but also provides a unique sensory experience. The occasional flickering of the vintage lights serves as a tribute to repurposing industrial heritage and represents the building's past and future uses.

Taco Tarn Joosting Bunk

Taco Tarn Joosting Bunk is a scenographic artist active in the music and art industry who turns his interests and fascinations into technical research. With a background in audiovisual media, he focuses on different visual forms, using space as a foothold. He strives to explore new horizons, inspire you to step out of your comfort zone, discover your creativity, and let you experience it. He does this by cleverly combining art forms, themes, and different forms of media by interweaving visual, auditory, and interactive elements.



Sjoerd Geerts

World on a String

“World on a String” is an artificial scenery, created using leftover Styrofoam that was initially used for thermal insulation of the -30 Degrees Koelhuis building. Rather than allowing it to become discarded waste, Sjoerd breathes new life into a once-functional material. Drawing strong inspiration from foam rocks in amusement parks and stage design, Sjoerd creates a work that slowly reveals its artificiality. Intentionally breaking the illusion, the artist asks, what if you emphasize the fact that it's all just a set? Wouldn't you start paying attention to what's behind the facade?

Sjoerd Geerts

Multidisciplinary designer Sjoerd Geerts encourages the interaction between people, the spaces they inhabit, and the objects within. He likes to create interactive installations and unique objects, fitting for both private spaces and public settings. His work arises from thorough research and is shaped by a fluid, multidimensional mindset. Sjoerd initiates independent projects but is also fond of collaborations and external assignments. He sees working in these diverse ways as mutually enriching, offering fresh insights for clients whilst simultaneously broadening his own creative perspective.



Lichtspiel – Experiment Nr 2. – Underworld

“Lichtspiel” by Zalán Szakács engages with the water-flooded basement of Koelhuis Eindhoven through light, haze, and sound. The installation interprets unrealized machine drawings from the 17th century through contemporary technologies. Inspired by the writings of the Jesuit scholar Athanasius Kircher, Szakács guides the public through the shifting environment of the underworld. They become part of the work as their shadows form on the walls while they move through the space. By combining various kaleidoscopic lenses with a kinetic motor, the spectators find themselves in a configuration of mysticism and technology.

Zalán Szakács

Zalán Szakács is an artist who brings together immersive art, scenography and media theory research. Through his work, Szakács explores the relationship between space, body and technology, resulting in multi-sensory experiences that include elements such as light, sound, smell, time, tactility and movement. Based on the research of media theory and media archaeology, his artistic work brings forgotten analogue technologies – such as 17th century optical experiments and 18th century phantasmagoria – to the contemporary context, unfolding as experiential art installations. For each project, Szakács closely collaborates with scientists and researchers as well as filmmakers, artists, and sound designers.





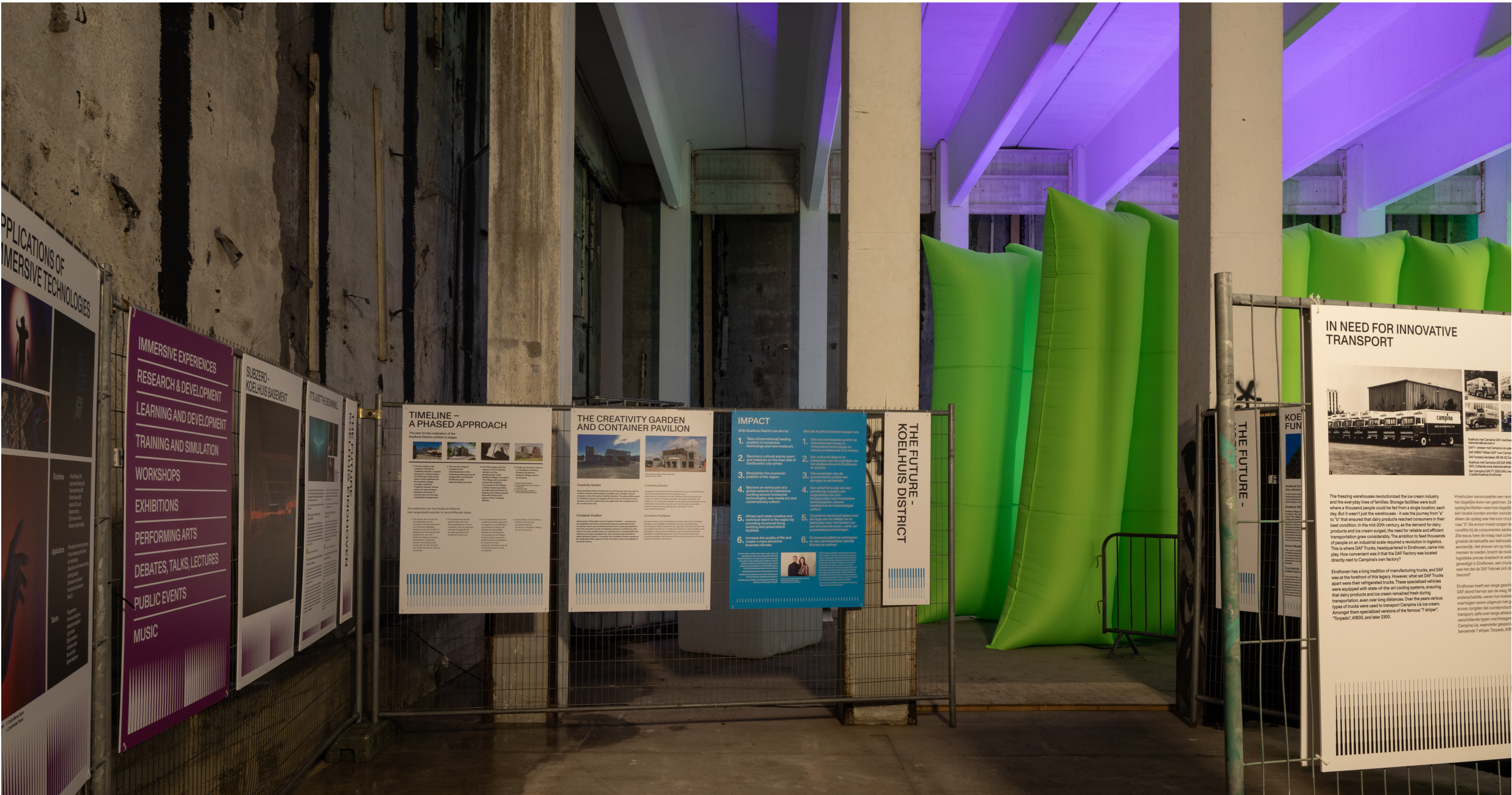


Koelhuis District Under Construction

Koelhuis District Under Construction exhibition immersed visitors in the possibilities that lie ahead, and at the same time revealed stories of the past that have shaped the present. Spaces such as Koelhuis Eindhoven serve as the genesis of a new era and act as catalysts for change.

With this exhibition, we invited visitors to revisit the past while looking at future plans for the upcoming Koelhuis District focusing on immersive experiences that will form a new ecosystem and breathe new life into the area in the coming years.





APPLICATIONS OF IMMERSIVE TECHNOLOGIES

- IMMERSIVE EXPERIENCES
- RESEARCH & DEVELOPMENT
- LEARNING AND DEVELOPMENT
- TRAINING AND SIMULATION
- WORKSHOPS
- EXHIBITIONS
- PERFORMING ARTS
- DEBATES, TALKS, LECTURES
- PUBLIC EVENTS
- MUSIC

SUBZERO-KOELHUIS BASEMENT

ITS JUST BEGINNING

TIMELINE – A PHASED APPROACH

The plan for the realization of the Koelhuis District is as follows:

1. The first (interim) building is constructed to provide a temporary structure for the district.
2. The second building is constructed to provide a permanent structure for the district.
3. The third building is constructed to provide a permanent structure for the district.
4. The fourth building is constructed to provide a permanent structure for the district.
5. The fifth building is constructed to provide a permanent structure for the district.
6. The sixth building is constructed to provide a permanent structure for the district.

THE CREATIVITY GARDEN AND CONTAINER PAVILION

Coaching Garden

Coaching Pavilion

IMPACT

With Koelhuis District we aim to:

1. Create a vibrant and diverse community.
2. Enhance the local economy and create jobs.
3. Strengthen the economic position of the region.
4. Become an active part of the local community and contribute to the region's development.
5. Provide a high-quality living and working environment for residents and employees.
6. Increase the quality of life and create a sustainable future.

THE FUTURE - KOELHUIS DISTRICT

IN NEED FOR INNOVATIVE TRANSPORT

The freezing warehouses revolutionized the ice cream industry and the everyday lives of families. Storage facilities were built where a thousand people could be fed from a single location, each day. But it wasn't just the warehouses – it was the journey from "A" to "B" that ensured that dairy products reached consumers in their best condition. In the mid-20th century, as the demand for dairy products and ice cream surged, the need for reliable and efficient transportation grew considerably. The ambition to feed thousands of people on an industrial scale required a revolution in logistics. This is where DAF Trucks, headquartered in Eindhoven, came into play. Your commitment was that the DAF Factory was located directly next to Campina's own factory!

Eindhoven has a long tradition of manufacturing trucks, and DAF was at the forefront of this legacy. However, what set DAF Trucks apart were their refrigerated trucks. These specialized vehicles were equipped with state-of-the-art cooling systems, ensuring that dairy products and ice cream remained fresh during transportation, even over long distances. Over the years various types of trucks were used to transport Campina's ice cream. Amongst them specialized versions of the famous "T" series: "Torpedos", A800, and later 2300.

Bubble Ride

To visit different exhibitions, events, and activities DDW provides Renault Design Rides to travel between the various DDW locations. As part of this activation, we've created a "bubble-ride" in addition to the façade installation. This "Bubble-Ride" has been selected as a key-visual for the Renault Dutch Design Week press release.



Bubble Buzz

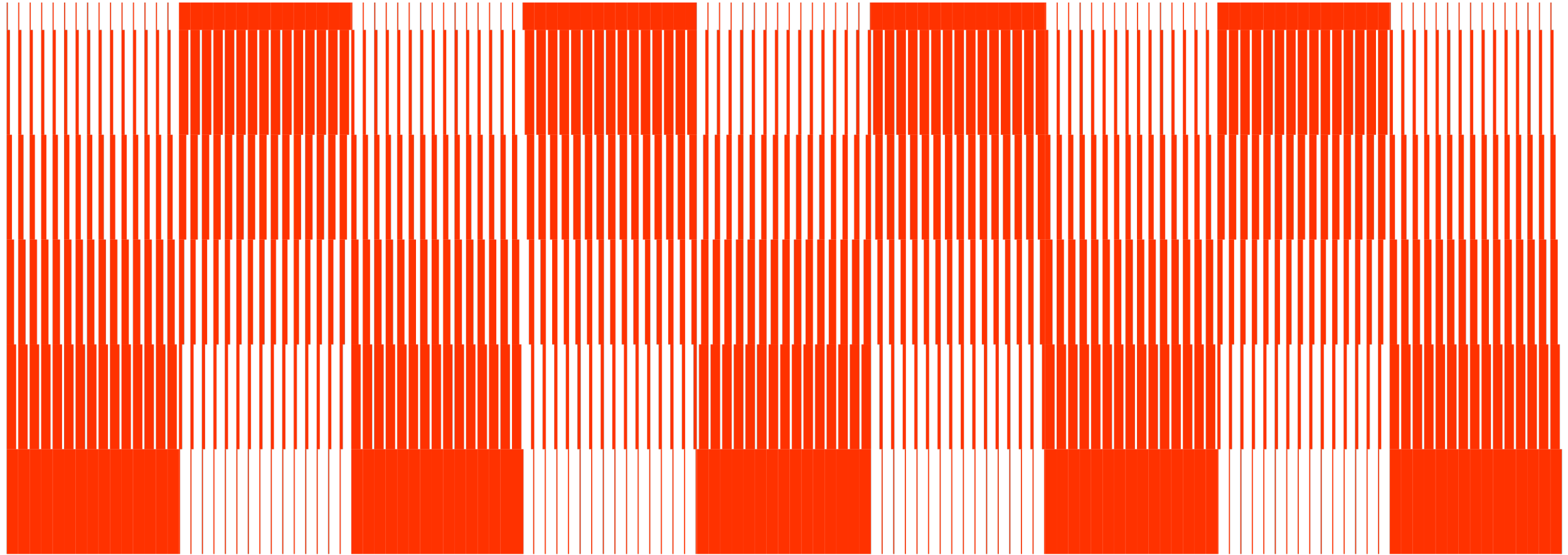
How do you create awareness for an emerging art institution beyond all the amazing, exhibited artworks inside?

For Koelhuis Eindhoven, Factorr.nl designed “Bubble Buzz” a site-specific façade installation, inviting visitors to the “Bubble Trouble” exhibition during Dutch Design Week ‘23.





Promotion



KOELHUIS

Communication

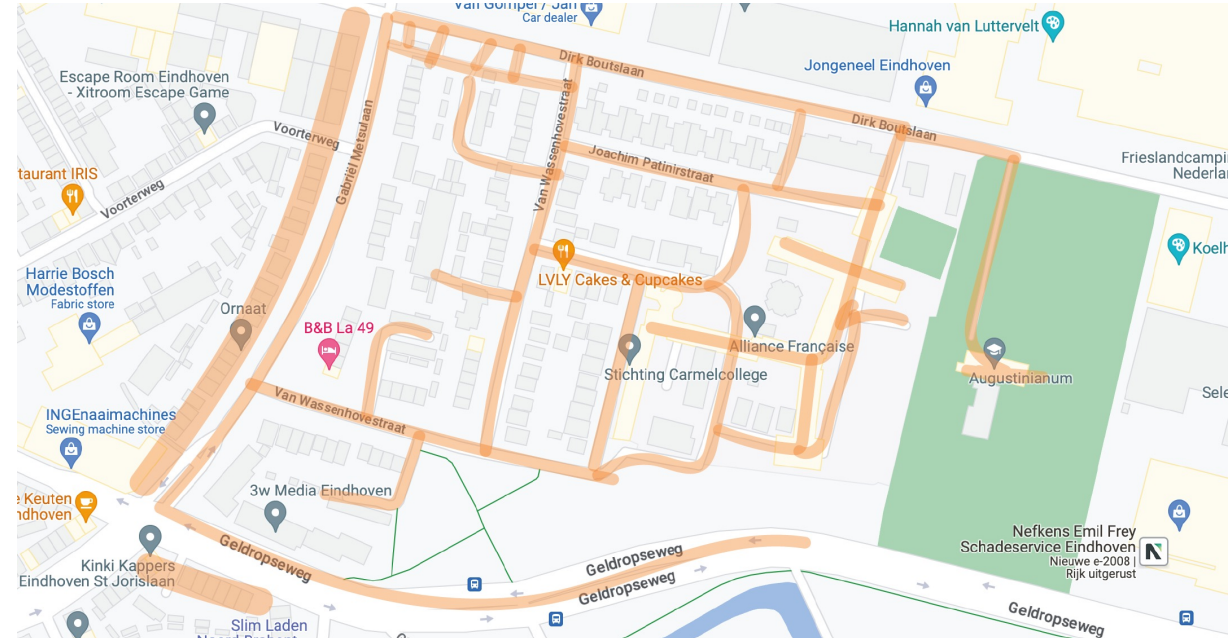


“Bubble Trouble” and “Lichtspiel” at Koelhuis Eindhoven were promoted via a combination of channels, starting from the brand website. A bespoke poster was created and hung in multiple copies around the building to give more visibility to the event.

- Koelhuis Eindhoven website
- A0 posters
- Social media posts
- Eventbrite
- Press release
- Event promotion platforms such as Visit Brabant
- Koelhuis newsletter
- Media coverage



Inviting the neighbourhood



The invitation was extended to about 600 households (residents' association Cingelshouck, entrepreneurs' association De Kade, and the Augustinianum) through the physical mailing of a letter as well as digital invitations. The assembly of the letters was entrusted to GGZe, De Boekbinderij, a local

association supporting underemployed people. This way, Koelhuis Eindhoven took the opportunity to contribute to a social cause and support a local supplier at the same time.

Inviting the neighbourhood

KOELHUIS

Aan de ondernemers
van De Kade

Bezoek twee unieke tentoonstellingen in het Koelhuis
tijdens Dutch Design Week (DDW23)!

Beste ondernemer-buren van de Kanaalzone,

De laatste keer, voordat we beginnen met de transformatie van het gebouw, openen we tijdens DDW23 (21-29 oktober 2023) onze deuren voor publiek met twee unieke tentoonstellingen. Wij heten onze ondernemer-buren uiteraard weer van harte welkom!

Als Koelhuis dragen wij graag ons steentje bij aan het steeds mooier maken van de Kanaalzone en meer bezoekers naar "ons deel" van de stad te trekken. Wil jij ons daarbij helpen? Kom zelf langs tijdens DDW maar neem vooral je relaties, familie of vrienden mee.

Word jij onze sponsor?

Als non-profit event kunnen wij alle hulp gebruiken om dit initiatief mede-mogelijk te maken. Wil jij jouw organisatie aan dit event en onze missie verbinden en het Koelhuis gebruiken voor relatie-activiteiten? Informeer dan, geheel vrijblijvend, naar de mogelijkheden. Je kan contact opnemen met Marjolijn Vlaming via marjolein.vlaming@koelhuis eindhoven.nl / 06 53 59 87 56 voor mogelijkheden op maat of onze sponsorpakketten.

Wat is er allemaal tijdens DDW bij ons te zien?

In de kelder van het Koelhuis kan je afdalen naar een unieke ervaring waarin mystiek en technologie worden samengebracht in een kunstinstallatie genaamd "Lichtspiel". In deze installatie worden verhalen uit het verleden en het heden verweven door een samenspel van licht, nevel en geluid. Kunstenaar Zalán Szakács maakt het publiek onderdeel van het werk doordat hun schaduwen zich vormen op de muren terwijl ze door de ruimte bewegen.

Op de begane grond kan je binnen de tentoonstelling "Bubble trouble" rondwalen door gigantische, opblaasbare installaties, kunstmatige decors en genieten van performances. Met deze tentoonstelling gaan we op zoek naar de symbolische betekenissen van de zeepbel – een steriele ruimte van comfort. Hoe gaan we als mensen met deze, bijvoorbeeld sociale of economische, zeepbellen om? En wat als ze barsten?

Daarnaast is er op het terrein meer te lezen over het Koelhuis District met onder andere de transformatie van het Koelhuis van voormalig Campina vrieshuis naar culturele en tech hub, en het naastgelegen terrein: de Creativity Garden.

Met informatie over het programma en onze tentoonstellingen vind je op de website van de DDW23 <https://ddw.nl/en/locations/1060/koelhuis-eindhoven>

Praktische informatie:

- Wanneer: 21 oktober – 29 oktober 2023
- Openingstijden: Dagelijks van 11:00-18:00uur
- Waar: Dirk Boutslaan 1, Eindhoven

Houd er rekening mee dat Koelhuis Eindhoven een bouwterrein is: we nodigen je uit om comfortabele schoenen te dragen en er rekening mee te houden dat je de locatie op eigen risico bezoekt.

Dirk Boutslaan 1
5613 LH Eindhoven

info@koelhuis eindhoven.nl
koelhuis eindhoven.nl



KOELHUIS

Over het Koelhuis (District)

Koelhuis Eindhoven is de culturele en tech hub gericht op "Immersive experiences" (IX) binnen het opkomende Koelhuis District. Het gigantische gebouw is ontstaan als het Campina vrieshuis, het industrieel erfgoed gelegen naast het voormalige Campinaterrein. De locatie staat op het punt te transformeren naar een plek voor nieuwe mediakunst, immersive technologie en hedendaagse cultuur met als missie deze te ontsluiten aan een groot publiek, en met (digitale) immersive experiences, complexe thema's toegankelijk te maken.

Koelhuis District, het gebied waar Koelhuis Eindhoven onderdeel van uitmaakt, is een ambitieus stedelijk vernieuwingsproject rond Immersive Experiences, waarbij het aanwezige talent in de stad wordt benut en wordt voortgebouwd op de reputatie van Eindhoven als design- en techhoofdstad van Nederland. In het Koelhuis District worden woonfaciliteiten voor technisch en creatief talent gecombineerd met binnen- en buitenruimtes voor werk, cultuur en vrijetijdsbesteding.

*** Immersieve' betekent onderdompeling. Immersive Experiences wil dus zeggen dat je een onderwerp kunt ervaren door middel van een beleving. En daar worden nieuwe technieken voor ingezet. Dus geen olieverf op doek, maar denk aan Kunstmatige Intelligentie, Virtual Reality, digitale kunst, licht geluid of een combinatie van die dingen. Alles wat erbij helpt om je helemaal in te kunnen leven in het complexe onderwerp dat wordt aangesneden.**

Schrijf je in voor onze nieuwsbrief en blijf op de hoogte!

Tijdens de ontwikkeling van het Koelhuis hechten wij waarde aan co-creatie en participatie. Dit betekent dat we de inbreng van de omgeving, toekomstige bewoners en gebruikers zoveel mogelijk mee willen nemen om te zorgen dat Koelhuis District echt onderdeel van Eindhoven gaat worden. Het moet voor iedereen een fijne plek worden om naast te wonen, in te werken of te verblijven.

Wil je op de hoogte blijven, zowel over de ontwikkeling zelf, of heb je wellicht een goed idee of aandachtspunt voor ons dat je wil delen? Mailen kan via info@koelhuisdistrict.nl of schrijf je in voor onze nieuwsbrief door de QR-code links te scannen of via koelhuis eindhoven.nl. Updates worden gedeeld via onze website en (nieuws)brieven. Ook plaatsen we regelmatig updates op onze Instagrampagina [@koelhuis eindhoven.nl](https://www.instagram.com/koelhuis eindhoven.nl). We nodigen jullie uit voor participatiemogelijkheden en events via een brief.

We hopen jullie welkom te heten in oktober!

Met vriendelijke groet,

Team Koelhuis Eindhoven

Als onderdeel van ons maatschappelijk programma, is deze brief verzendbaar gemaakt door de deelnemers van G4Ue dagbestedingsproject De Boekinderliet.



Dirk Boutslaan 1
5613 LH Eindhoven

info@koelhuis eindhoven.nl
koelhuis eindhoven.nl



The letter included a QRcode for quick access to the Eventbrite page to reserve tickets for the event.

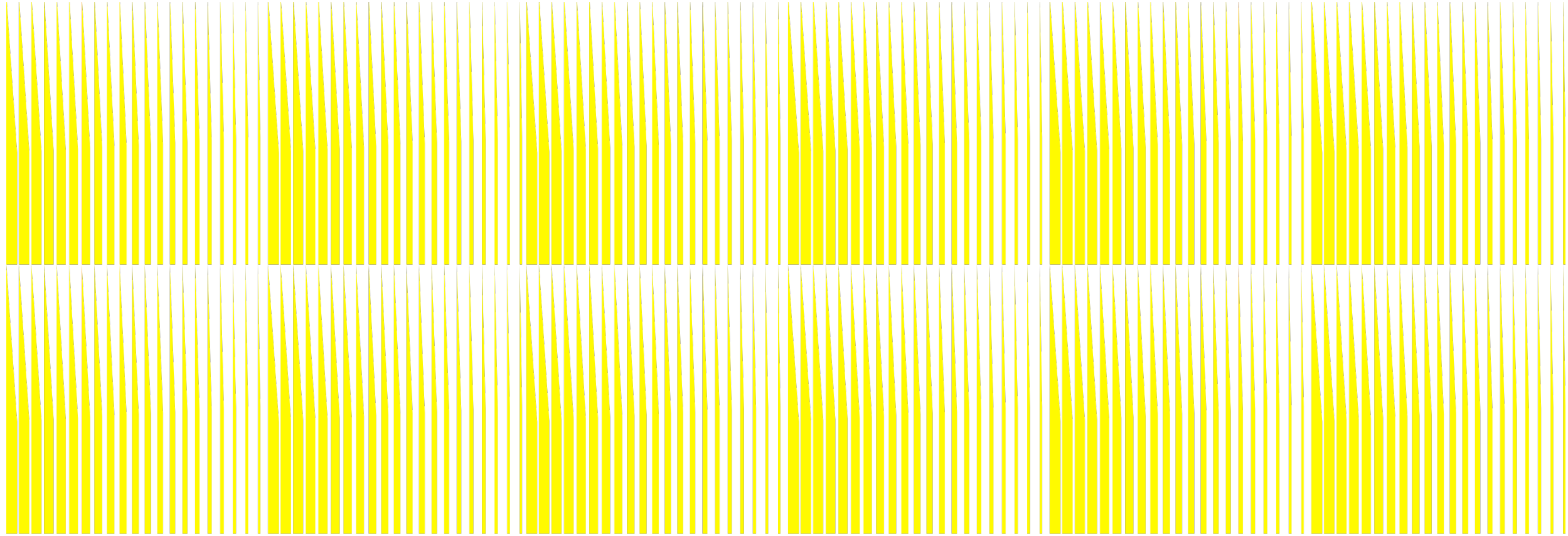
A lecture and guided tour by Zalán Szakács

In addition to his site-specific installation, Zalán Szakács gave a lecture during Dutch Design Week to share insights about the research behind his work "Lichtspiel" presented at Koelhuis basement during Dutch Design Week 2023. The attendees had a chance to participate in the guided tour by Zalan and experience the work.





Results and reception



KOELHUIS

Media coverage

The event garnered significant attention, drawing interest from local media outlets, such as Studio040 and Eindhovens Dagblad. Bubble Buzz made it to the cover of Eindhovens Dagblad.

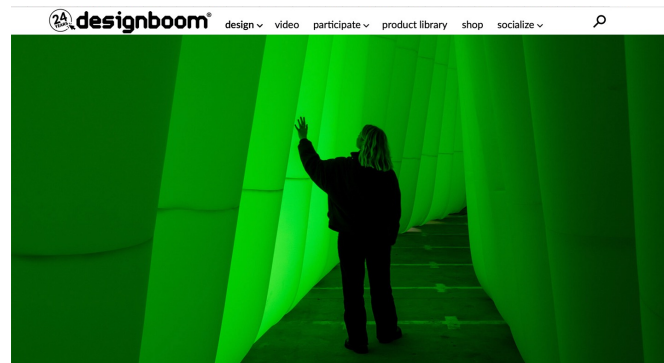
“Bubble Trouble” and “Lichtspiel” were mentioned in the 10 tips for Dutch Design Week by Eindhoven Dagblad. “Lichtspiel” was mentioned in the top 10 by Stimuletingsfonds.

Artificial Landscape 2.0 by Elsemarijn Bruys was featured in Designboom magazine.

“A fine example of ‘immersive art’: art that you experience, that immerses you into another world” – Eindhovens Dagblad

“Top 10 must-see for Dutch Design Week 2023” – VPRO

“A successful preview of what Koelhuis will bring” Eindhovens Dagblad



Media coverage

Brabants Dagblad – Verrassende ideeën op bijzondere plekken: dit moet je zien tijdens de Dutch Design Week!

De Gelderlander – Banjeren door een ondergelopen spookkelder op het oude Campinaterrein tijdens DDW

Studio040 – Koelhuis nog een laatste keer open voor de grote renovatie

Studio040 – Video: dit was (een stukje) Dutch Design Week 2023

Brabants Dagblad – Uit je bubbel in Koelhuis van Eindhoven tijdens DDW

De Architect – Deze vijf locaties op Dutch Design Week 2023 mag je niet missen

Stimuleringsfonds – Dutch Design Week tips 2023

VPRO – 10 tips voor Dutch Design Week 2023

In de Buurt – Getipt: 5 x dit zie je tijdens Dutch Design Week 2023 in Eindhoven

Brabants Dagblad – Verrassende ideeën op bijzondere plekken: dit moet je zien tijdens de Dutch Design Week!

De Gelderlander – Banjeren door een ondergelopen spookkelder op het oude Campinaterrein tijdens DDW

Studio040 – Koelhuis nog een laatste keer open voor de grote renovatie



Highlights

- 8,500 visitors
- +1000 followers on Instagram
- 2324 website visits in a month
- Mentions in the Eindhoven Dagblad
- Mentioned in 10 tips for Dutch Design Week by VPRO
- Cover page Attachement Eindhoven's' Dagblad 21 Oct 2023
- Selected a key visual for Renault Design Rides
- Mentioned in Dutch Design Week 2023 tips by Stimuleringsfonds
- Artificial Landscape 2.0 by Elsemarijn Bruys was featured in Designboom magazine



Visitor impressions



“The highlight of Dutch Design Week” – visitor about Koelhuis

“Head and shoulders above the rest of DDW23” – visitor about Koelhuis

“It was the best installation I’ve experienced in a long, long time” – visitor about Lichtspiel

“DDW’s most immersive experience” – visitor about Lichtspiel

“I found it the best of what I saw. Very curious how it will turn out” – visitor

“It was the last stop on my list – save the best until last!” – visitor

“Absolutely one of my fav installations during DDW” – visitor about Artificial Landscape 2.0

En die laste strak er met kop en schouders uit voor deze DDW23! Met laarzen aan door een pikdonkere ondergelopen enorme verlaten vriesruimte van Campinafabriek lopen met hier en dar wat effectlicht. Lekker experimenteel! Love it! Nu weer een jaartje wachten – VisitorDie stond als finale op mijn lijstje! Save the best for last! Fijn dat het niet commercieel of super gelijkt was, dank! Dit brengt inspiratie! – Visitor

Visitor impressions



“Magic”

“So refreshingly different”

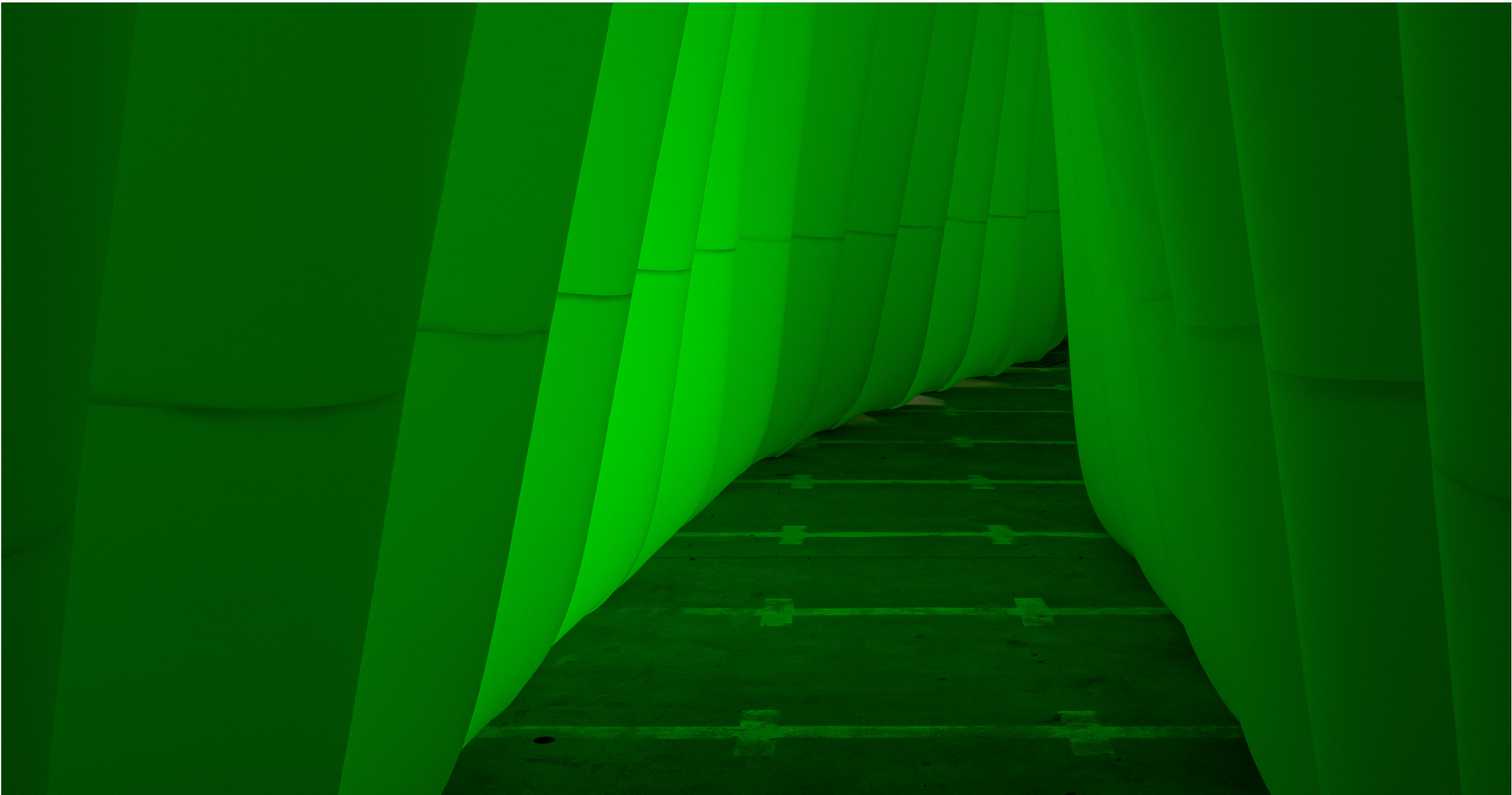
“I loved it so much I brought back friends and family”

“Discovering the Koelhuis Eindhoven was a delightful surprise. Once an ice cream freezer warehouse, it has transformed into a hub for immersive technology and contemporary culture. And Zalán Szakács’ installation exceeded all expectations, with the surreal play of lights in the flooded basement of Koelhuis making it my personal favourite during DDW” – Tamara Jobava on LinkedIn

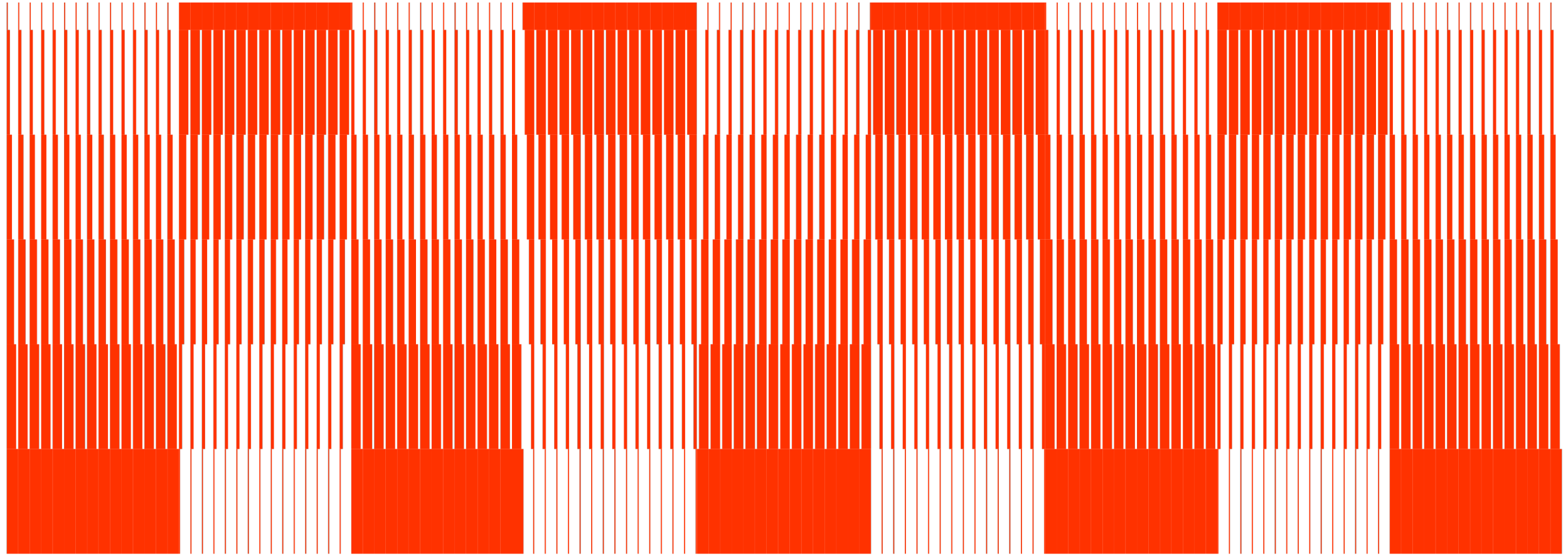
“Very recognisable feeling. Not easy to dive into every single project for 10 days. This one caught me off guard, coming around the corner being greeted by this colourful installation was a treat” – Instagram user

“I haven’t seen anything so good in a long time” – visitor about Lichtspiel

That was incredible – you should have it on for GLOW people would be queueing around the block”



Contacts



KOELHUIS

Get in touch!

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KOELHUIS