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Intensification of experiences

An exploration of art as a medium to connect and boost regional tourism
in Groningen through intensification of experiences along the Pieter pad



Abstract

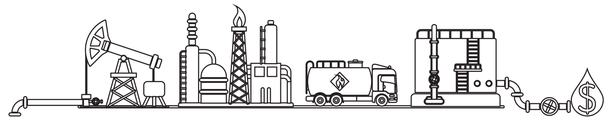
This project explores the role of architecture in regenerating an area through sustainable tourism. This is explored through the lens of the "Nij Begun" Agenda implemented by the Dutch government to foster health, improve quality of life, provide opportunities for young generations and encourage economic development within the provinces of Groningen and North Drenthe. Nij Begun targets areas that have been exploited for decades through the extraction of gas and clay, resulting in severe consequences such as earthquakes, damaged buildings and economic and mental challenges for the inhabitants. (Herstel - Nij Begun, 2025)
With a dire need for a new beginning, the economic agenda of Nij Begun focuses on investments in five specific sectors, namely: sustainable energy, health, agriculture, industry and leisure economy (Economie - Nij Begun, 2026) of which this project focuses specifically on leisure economy through tourism.

A solid plan of transformation is required to identify the missing component for Nij Begun's success by introducing an innovative aspect to tourism while also enhancing the current tourism. Therefore, this project explores the introduction of art as a tool to attract another demographic of visitors to Groningen by offering more diverse experiences while connecting the existing tourism approaches of nature and cultural history.

This shift will be in the form of a public building located in the village of Winsum intended to serve as a hub connecting a network of interventions across different locations and different forms of tourism throughout the region of Groningen. Winsum's centrality and its placement at the intersection of a variety of touristic spaces provides great potential for advancing the goals of Nij Begun.

Problem statement

Economic model based on extraction



Severe economic, social and environmental consequences



Nij Begun agenda investment into leisure economy



Salt marsh landscape

Phase 1 Post-glacial base

After the last Ice Age, a firm clay-loam layer remained, covered by soft, waterlogged peat that easily subsided. This created a low and dynamic coastal plain.

Phase 2 Formation of kwelders & kwelderwallen (8000–5000 BC onwards)

As the sea repeatedly advanced and retreated, it deposited layers of sand, silt, and clay.

This process formed:
Kweldervlakten: flat tidal salt marshes
Kwelderwallen: naturally elevated ridges built by heavier sediments
These natural ridges structured the early landscape long before humans intervened.

How a saltmarsh(kwelder) forms?

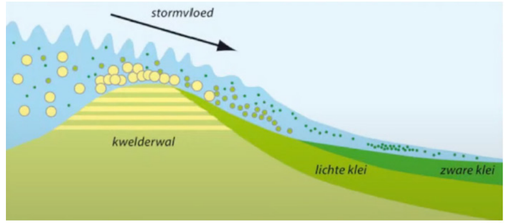
A salt marsh is new land that forms naturally from sediment carried in by the sea. It begins with a sandbar that emerges during low tide.

As tides flood the edges of the sandbar, silt and clay settle and stick to the surface, creating a mudflat.

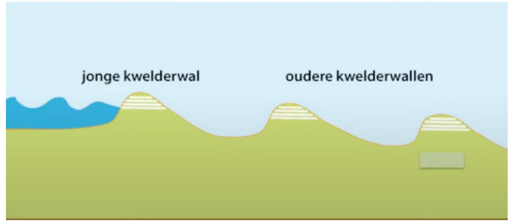
Over time, pioneer plants begin to grow on this mudflat, trapping even more sediment. Along the outer edges of the salt marsh, where the heaviest material settles, a kwelderwal (salt-marsh ridge) develops. This ridge becomes one of the highest andmost stable parts of the landscape.

Salt-marsh ridges don't form just once, they develop in successive generations. As the coastline shifts and new sediment layers build up, new kwelderwallen form seaward, while older ridges remain landward.

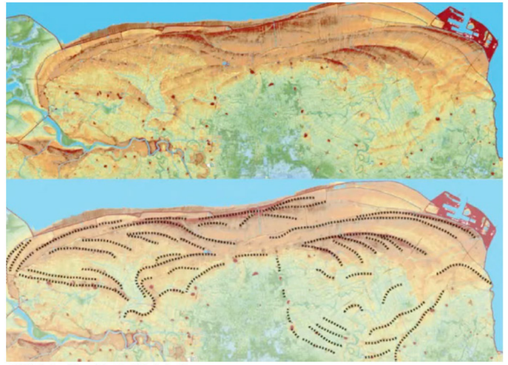
This creates a series of parallel ridges, each representing an older phase of coastal development, clearly visible in the landscape today on a height map



Ben Westerink, Wierdenlandschap,[2]



Ben Westerink, Wierdenlandschap,[2]



AHN: Actueel hoogtebestand Nederland

Stages of human influence on the landscape

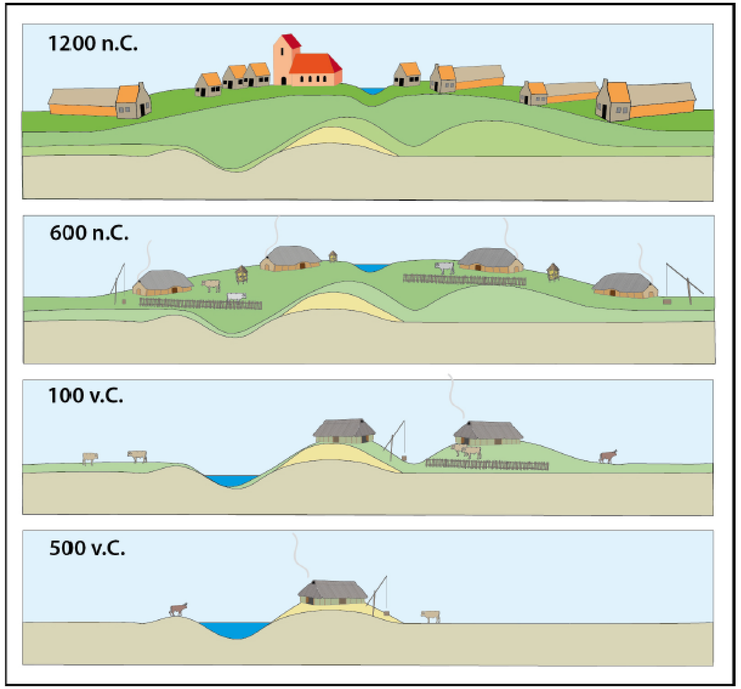
Humans continuously responded to the dynamics of the landscape. They settled on the highest natural places (terps) and gradually raised them over centuries for safety against flooding. As population and agriculture grew, people further reshaped the land:

Living on terps:
Settlements were built on elevated mounds that were continually heightened to stay above rising water levels.

Building dikes:
To reclaim and protect more land, people constructed dikes, transforming tidal marshes (kwelders) into a controlled polder landscape.

Excavation of terps:
In later centuries, many terps were dug away for profit, as the fertile soil was sold as fertilizer.

The Reitdiep landscape is the result of ongoing human adaptation, intervention, and exploitation.



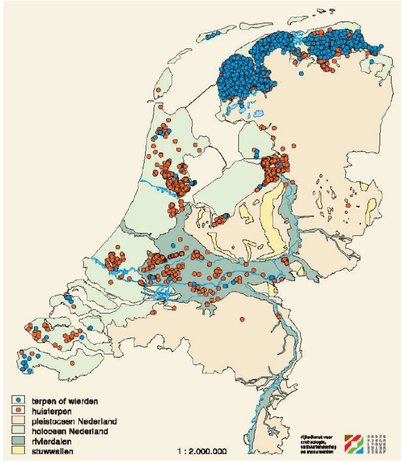
Ben Westerink, Wierdenlandschap, via https://bureaugraafwerk.nl/2023/04/zwerftocht-door-het-wierdenlandschap/

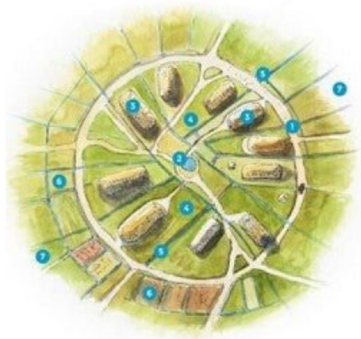
Man-made Wierden

People began living on raised mounds called wierden. Winsum, Obergum, and Bellingeweer are all terp villages. These terps are manmade elevated settlements that were built up over many centuries, sometimes reaching heights of up to 6 meters, to protect inhabitants from flooding in the undiked coastal landscape.

These top illustration shows a schematic plan of an early terp village: the front of the houses (the living side) faces inward toward the center, while the back (the stable side) faces outward toward the edge of the terp. Many villages in Groningen still contain an Ossengang (a circular path
around the terp)

The bottom illustration shows how they maintained life of the Weirden through protecting crops, maintaining fresh water supply , excess water drainage and trade.





1= ringweg, ossengang

2= dobbe voor drinkwater

3= woonstalhuis

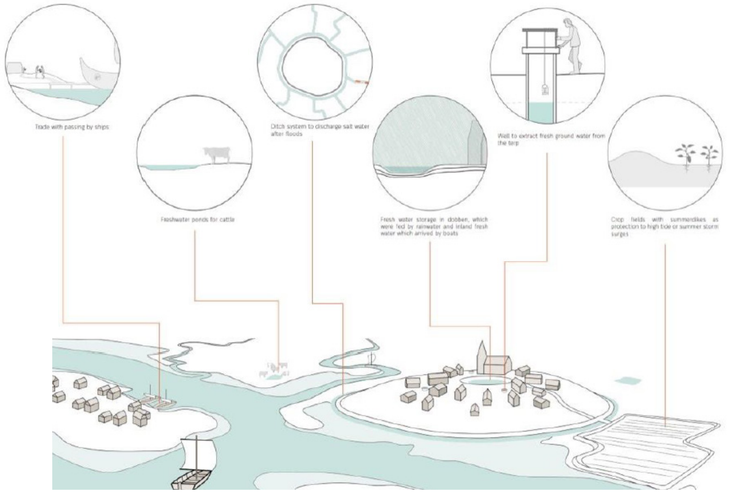
4= eigen erf

5= afvoer-slootjes

6= valge, akkers

7= weide- en hooiland /kwelder

Wonen op wierden (terpen) via https://www.winsum.info/meer-over-winsum/wonen-op-wierden



Construction of dikes

From the 11th century onward, early dikes were constructed across the tidal marsh landscape to protect settlements from the sea.

At first, people only built small embankments around their fields, but over time these were connected into continuous regional dikes.

These first dikes were low and narrow, often no higher than 1 to 1.5 meters, so people continued living on house mounds (wierden) for safety.

During the Middle Ages, major changes occurred as settlers built increasingly extensive dike networks.

In the 13th century the Zuurdijk (or Zuiderdijk) was constructed to protect the vulnerable Marne area from the Lauwerszee.

After the disastrous St. Lucia flood of 1287 destroyed the first version of this dike, a new, straighter and more inland dike was built, still visible today in the landscape.

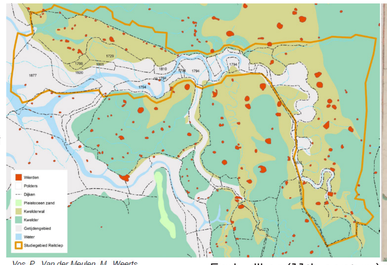
By the 14th century, more dikes were added along the Reitdiep, and sluices such as Aduarderzijl, Winsumerzijl and others were introduced to manage water levels inside the polder system.

The construction of dikes transformed the open tidal marsh into a controlled polder landscape.

Once the sea was kept out, farmers moved from the mounds onto the flat land, enabling more intensive agriculture.

Former tidal flats gradually silted up behind the dikes, creating fertile arable land, especially west of the Reitdiep.

At some points, the old Reitdiep dikes are still clearly visible, and the land west of the dike lies significantly higher due to centuries of sedimentation, a direct result of the dike line holding back tidal water.



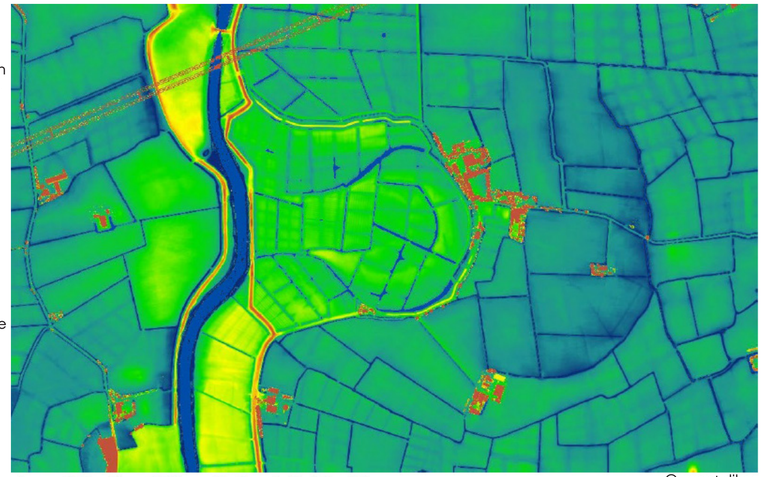
Vos, P., Van der Meulen, M., Weerts, H. & Bazelmans, J. (2018). Atlas van Nederland in het Holoceen. Landschap en bewoning vanaf de laatste ijstijd tot nu. Amsterdam. Bewerkt door Jeroen Wiersma.

Early dikes (11th century)



De loop van het Reitdiep op een kaart uit 1644, met daarop ook de toen aanwezige dijken aangegeven.
Bron: Groninger Archieven, statenarchieven inv.nr. 1388

Middle ages



Langs de bocht van Hekkum zijn de oude Reitdiepdijken goed bewaard gebleven

Current dikes

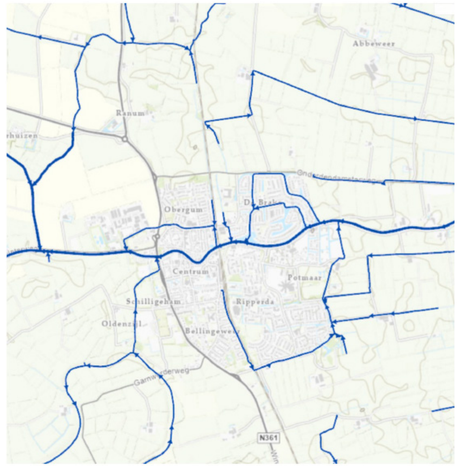
Water management

Why water defines Winsum?

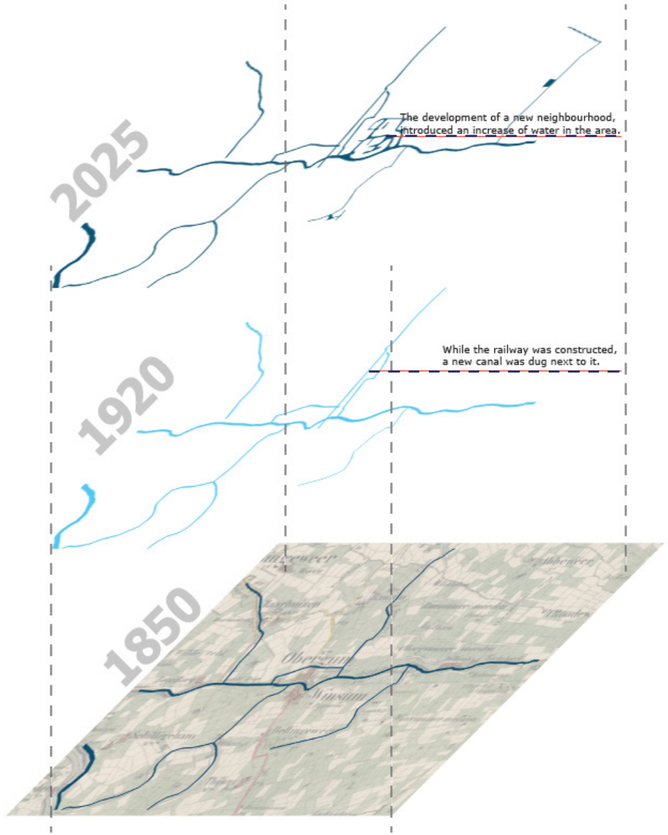
Winsum lies in a low-lying polder landscape where water levels, drainage, pumping and land subsidence are constant issues. The Winsumerdiep and its meanders structure the settlement. Water has always been the determining ecological and spatial force.

Historic water shaping:
- 800–900 AD: digging of sloten to improve drainage.
- ca. 1000 AD: construction of straight canals to support outflow.
- Before diking, drainage relied entirely on natural gradients.

Water has always been the primary organising principle for the landscape, settlement patterns, and agricultural development.



Waterways and Winsum nowadays
https://wamportaal.noorderzijlvest.nl/wam



Excavation

From around 1840, many terps were excavated and the nutrient-rich soil was sold as fertilizer.

Between 1840 and 1940, almost half of the total terp surface disappeared. People discovered that the soil could be sold for a good profit.

East of Winsum, many parcels of land were extracted over the past centuries to supply clay for the brickmaking industry.

The elevation map clearly shows where the clay was extracted. The clay was fired in kilns located just north of the Winsumerdiep.

Today, the lowered elevation of these excavated plots is still clearly visible.



Eenum, 1917, via
https://issuu.com/stichtingoudegroningerkerken/docs/sogk_gk_2024_01_issuu_c94fdcb31cc31e



AHN3, bewerkt door Jeroen Wiersma, via
https://pure.rug.nl/ws/portalfiles/portal/589707168/Landschapsbiografie_van_het_Reitdiepgebied_feburari_2023.pdf

Industry / Economy timeline

(Impression of how the monastery look like)



Religious Economy (Dominican Monastery)

- The Monastery was a major economic center
- Managed land, collected rents, employed craftsmen and supported trade
- Monasteries were like early "business hubs": agriculture, milling, education and hospitality for travelers

1200

(Drawing of Winsum in 1622)



1550

1600

(Drawing of Winsum in 1500s)



Capitalist Agricultural System

- Decline of monastic influence
- Former monastery lands became large farms
- Market-oriented agriculture

Peak Prosperity: Winsum as the Regional Central Place for Crafts and Shops

- large-scale farming
- skilled trades
- international markets
- good transport connections (ship routes via Winsumerdiep/ Reitdiep)



1700

Stagnation and Decline

- Economy slow down

1730

Losing its Regional Role

- Winsum lost its role as shopping and craft center
- "a large village like any other in the clay region"



1800

1897

(Train arriving Winsum station in the 1900s)



Arrival of the Railway

- transport and trade expanded

1950

(Local restaurant that participated in Moi Winsum project)



2000

Service-based Village
Shift towards Tourism and Heritage

- hospitality, cultural tourism, walkway and cycling routes, water recreation
- e.g. "Moi Winsum Project" -->promoting small local business



2023

2055



1 Growth of Small-Scale Crafts

- e.g. rope-makers, carpenters, wearers, bakers

2 Ship Building along Winsumerdiep

- Winsum had three shipyards at different times
- Built small cargo boats, fishing vessels and farm boats

3 Grain Mills and Early Windmills

- Milling became an important village industry









(Steenfabriek Lombok 1804-1984)

Industrial Era
Rise of Brick Production Industry

- Winsum has high quality clay
- --> became an important "brick-making area"
- examples: Steenfabriek Lombok (1804-1984), Allershof (1772-1965), De Brake (1638-1974)



(The function of different stores in 1950)

Post War Period

- Decline of local industry -brick factories closed, shipyards disappeared, small workshops declined or modernised
- Rise of Services --> developed more as a residential commuter town for Groningen city





(Gas field in Groningen)

Decline of Gas Extraction

- Groningen gas field is shut down
- Area now part of long term recovery and future planning

Nij Begun

- sustainable energy
- agriculture/land-based industry
- healthcare and health technology
- leisure tourism

Gas extraction timeline



Image: Evening Landscape: A Windmill by a Stream by Jacob van Ruisdael



Image: Koninklijke hoogovens, 1928



Image: A woman in the city of Groningen cooks with natural gas, 1964



Image: People's Congress in the Korenbeurs in Groningen, 1972. The interior is covered with banners and Frè Meis speaks about "the neglect of the North".

1800 **PRESENT**



Image: Steenfabriek Lombok (1804-1984)



Image: Steenfabriek actief, (1879-1884)



Image: Opening of "ALDEL" Alumnium-company by Juliana, Delfzijl, 1966



Image: A drilling rig and flare stack in Noordhoek, Groningen



Image: Windmills in Groningen

1800 - 1900

The **industrial revolution** during the 19th century transitioned to coal as the major energy resource instead of peat.

The global trend was **coal** and the Dutch also followed the emerging technologies of the steam engine.

Also the discovering of **oil** transformed the energy demands.

This forms of fossil fuels resulted in significant air and water pollution and landscape alteration.

This new forms of energy also encouraged economic growth and new technologies, without keeping in mind the **environmental costs**.

1900 - 2000

During the 20th century the demand for energy sources lie mainly in natural **gas and oil.** The Netherlands also shifted to those major resources for their power generation.

During the 20th century in **1959** the gasfield of Groningen was discovered and formed for a long time the major source of energy for the Netherlands and also **contributed significantly to the economy of the Netherlands.**

But due to **earthquakes** as a direct result of these gas extractions which lead to damaged housing and infrastructure resulted in the decision to **stop the extraction** of the gas from the Groningen gasfield.

2000 - PRESENT

In the 21th century the impact that energy production has on our environment became a global concern. Which leads to measurements and agreements to prevent climate change.

The Netherlands is aiming to generate in 2030 up to 70% of its power from renewable sources.

This means focusing on wind and solar energy. This is a really a transformative shift if you know that in 2020, 64% of the power that was generated in the Netherlands came from thermal power from gas .

Next to those renewable sources there is also a interest in nuclear and other renewable energy resources. There is a lot of research going on into this field. All to reduce the environmental impact of our energy demands and resources.

Gas extraction effects

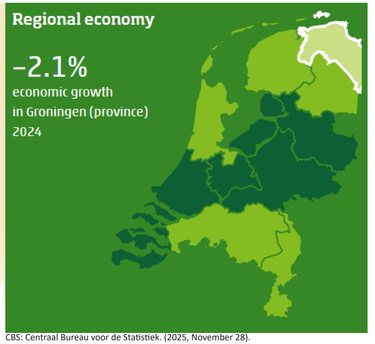
The region of Groningen is currently facing the consequences of an insufficient and unsustainable economic structure based on gas extraction.

Aside from the undeniable physical and social damage to the environment and landscape including earthquakes, damaged buildings and economic and mental challenges for the inhabitants.

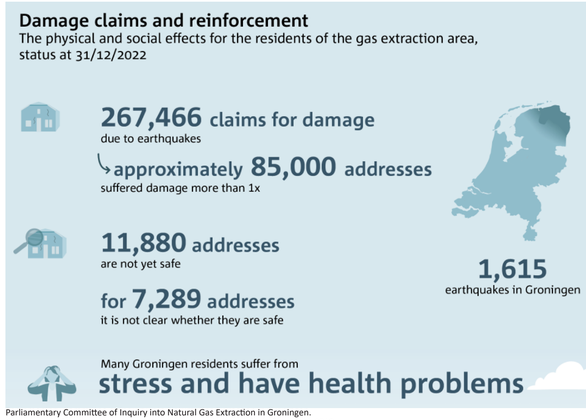
They are also facing the lowest regional economic growth percentage compared to other regions in the Netherlands.

Groningen and North Drenthe have seen limited economic investment and growing social challenges, particularly in the earthquake zone, although investments in the economic structures elsewhere in the country have been partially financed by the revenues from gas extraction.





CBS: Centraal Bureau voor de Statistiek. (2025, November 28). Economy Dashboard. Statistics Netherlands. https://www.cbs.nl/en-gb/visualisations/economy-dashboard





Parliamentary Committee of Inquiry into Natural Gas Extraction in Groningen. Groningers before Gas. https://www.tweedekamer.nl/sites/default/files/2023-02/Groningers-before-gas_conclusions-and-recommendations.pdf

Brick industry / Clay extraction

Why Winsum Had Brickworks?

•The area has rich, iron-bearing "knipklei" — perfect for producing strong red bricks and drainage pipes

•The Winsumerdiep allowed easy transport of clay, coal/turf (fuel), and finished bricks to Groningen and the coastal region

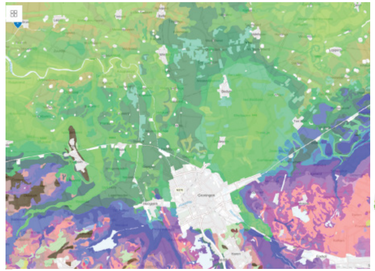
•The industry attracted many workers, including seasonal "Lippers" from Germany.

Economic and Social Significance

•Brickmaking was one of Winsum's largest industries, employing dozens to hundreds of workers.Seasonal labor was common; the factories created small worker communities around them.

•Brick products from Winsum contributed to the agricultural development of Groningen through drainage pipes.

•The factories shaped the landscape with kilns, chimneys, clay pits, and transport paths.







Major Brick Factories (17th–20th century)



Steenfabriek De Brake (1638–1974)

One of the oldest factories specialized in drainage pipes.
In the 1950s produced ~20 million pipes per year, about two-thirds of Dutch demand.
Closed as plastic pipes replaced clay pipes.



Steenfabriek Allershof (1772–1965)

Built Groningen's first ring oven in 1885.
Made construction bricks and roof tiles.



Steenfabriek Lombok (1804–1984)

Became the largest factory after 1900. Produced hollow bricks, floor elements, and millions of standard bricks annually.
Modernised with tunnel ovens in the 1960s.
Closed due to falling demand and high energy costs.



Timmer & Weg / Woellust (19th–1964)

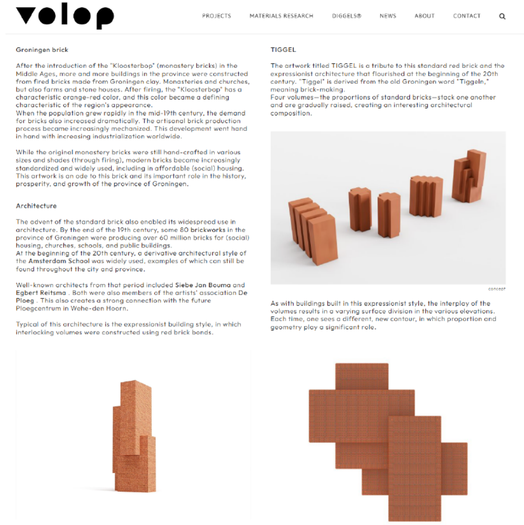
Located between Winsum and Onderdendam.
Known for drainage pipes and bricks.

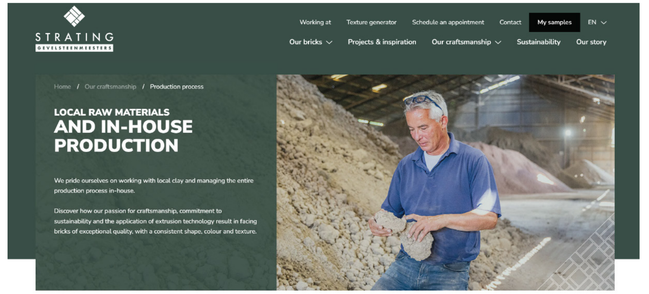
Current brick industry

Current situation

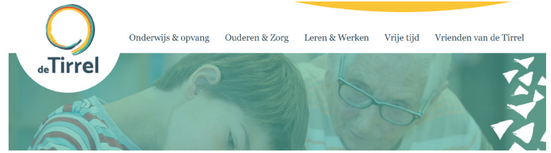
•After 1950, the industry collapsed due to:
-Competition from larger automated plants
-New materials (concrete, plastic pipes)
-High fuel/energy costs

•By 1984, all factories had closed. No brickwork production currently active in Winsum, but the company Strating (a brick maker) twice a year excavates Winsumer clay. Additionally there are still some innovations with regional clay.

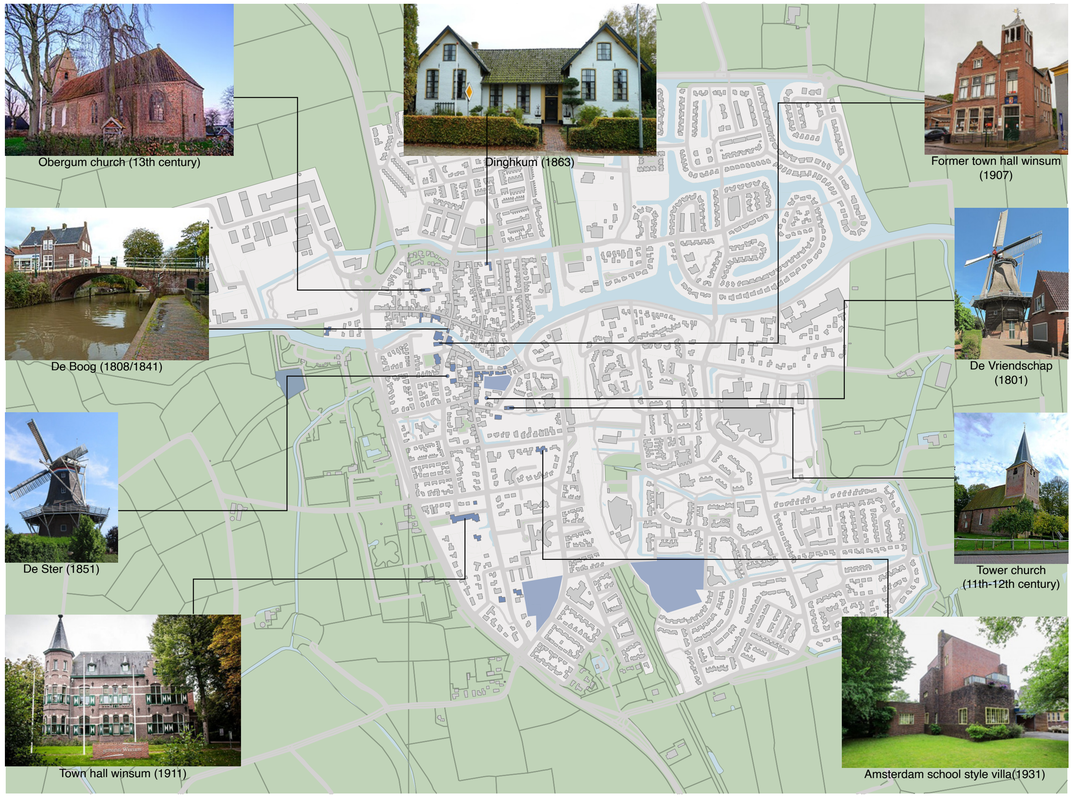








Monumental buildings



Monumental buildings

De Vriendschap (1801) / De Ster (1851)





The two grinding mills are placed on mounds making them very prominant in the village through their high visibility. The province of Groningen is known for its mounds that allowed people to live in places that flooded regularly. Winsum has overall ten mounds.The windmills are also still currently functioning, making De Vriendschap one of the oldest working mills in the country.

Obergum church (13th century)



It is placed on the highest point of a mound. The western Romanesque bays of the nave with the beginnings of wall arches and girdle arches date from the 13th century construction period. In the 14th century, a freestanding tower was built near the church. In the fifteenth century, the nave was extended to the east with a triumphal arch and a three-sided choir closure, connecting the tower to the church. It was seriously damaged due to neglect but had been largely restored by 1970.

Tower church (11th-12th century)



The oldest part of the church dates from the 11th century, recognizable by the gray stones in the south façade. Most medieval Groningen churches are located in the middle of the mound, but the Torenkerk is against the east side of it. Unique features of the church are the shape of the current tower, with the wooden external staircase which was reconstructed in 1975-1976 on the basis of found remains of the original staircase.

De boog (1941)



The bridge forms the old connection between the former village of Obergum and the village of Winsum. Original brick bridge was built in 1808 but In May 1940, the Dutch military decided to blow up all bridges between Delfzijl and Zoutkamp to delay the German passage to Fortress Holland from the north. The engineers in Winsum blew up the railway bridge, De Boog and the bridge over the provincial road on 10 May 1940.

Former town hall winsum (1907)



The old town hall is designed in Dutch Renaissance style. This stately building was once owned by local notary Mr C. de Ranitz. Since 1942, the building has been used as Winsum town hall. Since 1995, a new section has adjoined the old building. Today, the building houses a children's book museum.

Town hall winsum (1911)



Winsum town hall was built as a notary's residence in neo-Renaissance style. In 1942, the villa was bought by the municipality and put into use as the town hall. In 1990, the municipalities were rearranged, merging Winsum with Adorp, Baflo and Ezinge. As there was no longer enough room for the number of officials at that time, the old building was extended with a modern section. The building still serves as the town hall.

Amsterdam school style villa(1931)



Designed by architect Egbert Reitsma. The cubist-looking structure of the building and the use of different types of brick are special. The client and first occupant of the house, J.H. Timmer, was the owner of a brick and tube factory in Winsum.

The Dominican monastery (1276-1581)



Where the monestary exactly stood is unknown but in 1949, bones and a piece of wall foundation were found in the Molenstraat.

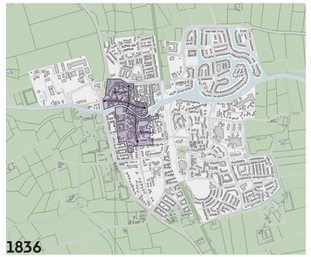
Dinghkum (poorhouse) 1863



It was built as an asylum for relief and employment. It is distinct by it's white and yellow colors. Material from the demolished De Brake borg, which stood a bit further on the other side of the Winsumerdiep, was probably used in the construction.

Urban development















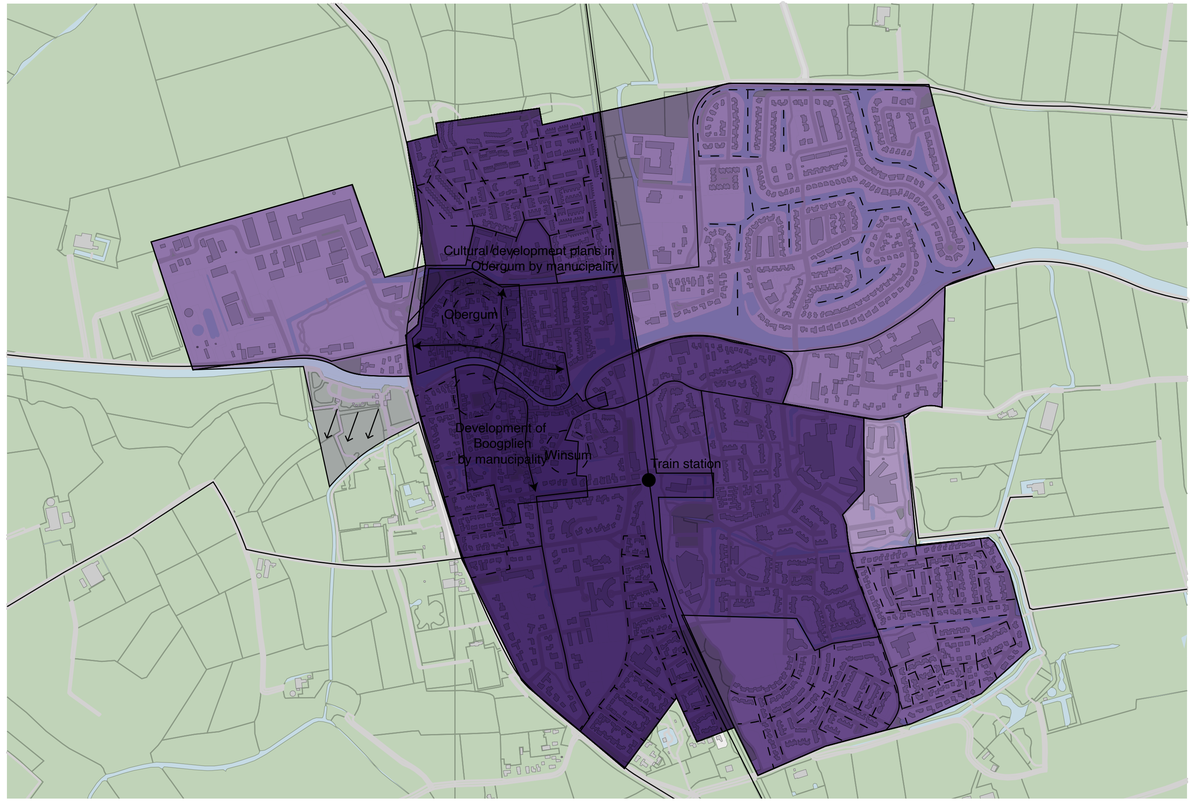








Layered urban development



Tourism in Winsum

Key Motivations for Visiting

•Visiting family or friends
•Walking, nature, landscape, rest, space and relaxation
•Cultural/historical interest

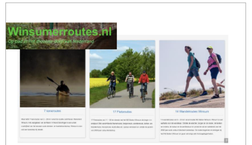
Demographics

Winsum has a high number of visitors aged 50 or older. Visitors tend to come with a partner or family as opposed to solo travelling. Most tourists are from other parts of the Netherlands or Germany.
The most common activities include cycling, walking, water sports, nature visits, and village visits. The visitor satisfaction of these activities are high.

Duration

Groningen has a very short avarage number of overnight stays with Winsum's average at 1.8 days. Groningen's reliance on landscape and outdoor activities causes their tourism to be seasonal, mostly limited to spring and summer. The region is significantly behind on both domestic and international tourism compared to the rest of the Netherlands.

As a result, the province is losing access to opportunities of economic development through employment, increased investment in local infrastructure and facilities and cultural exchange and preservation.



The cycling and walking routes emphasize history (architecture, culture, geography, stone factories), while some are organized and meant for serving local economy (orchard walk). Locals cleverly combine tourism nature walks with their own businesses.

CANOE ROUTE

CYCLING ROUTE

WALKING ROUTE



To attract tourists, a weekly village tour is organized and guided by village guides every Saturday to stroll or sail around Winsum.
The main sail route runs straight through the village, the Winsumerdiep.
The PodWalk provides historical information for tourists walking by themselves.

VILLAGE GUIDES

SAILING MAPS

PODWALK



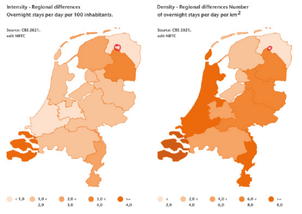
Winsum can be seen as a hub in the bigger province, with the Waddensea and National Park Lauwersoog in the North, Groningen city in the South (both 20 min by car) and the Pieterpad that runs through the village and has a start/stop of the first two etappes in Winsum.

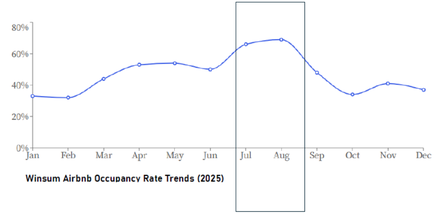
WADDENSEA

NATIONAL PARK LAUWERSOOG

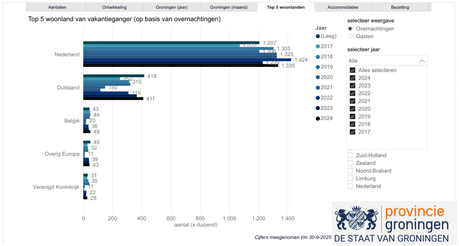
PIETERPAD

GRONINGEN CITY





Winsum Airbnb Occupancy Rate Trends (2025)



Modes of Transport

Vervoersmiddel	Naar locatie	Tijdens verblijf
Auto	60%	56%
Fiets	2%	11%
Camper	23%	10%
Openbaar vervoer	8%	10%
Boot	2%	1%
Overig	4%	12%

Promoting tourism

After ANWB's announcement, several social media accounts on Tiktok, Instagram and Facebook report about their visit to Winsum, reaching over 100k followers each.

Besides, TV shows for both young and old people visit Winsum or describe their accommodations (B&B). This attracts a diverse audience of retired couples and young tourists.

In the region itself there are many maps and brochures to advertise the most important attractions.

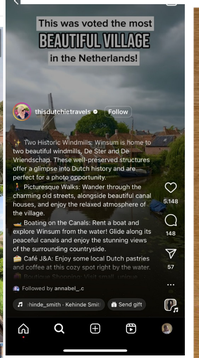






thisdutchietravels
Maire Dutch Travel Tips
90 berichten 138K volgers 30 volgend
Follow me for the best travel tips of the Netherlands!
Amsterdam
... meer





Winsum allermooiste dorp van Nederland

17 augustus 2020

Het Groningse Winsum is verkozen tot allermooiste dorp van Nederland. Hoofddirecteur Frits van Bruggen bezocht het dorp op 17 augustus voor de huldiging.



'Een levendig dorp met de voorzieningen van een kleine stad, heerlijke straatjes om doorheen te dwalen, twee kerken, twee molens en dat schitterende Winsumerdiep, een blauwe ader door de bebouwing. Een prachtdorp', zo luidt het juryoordeel over Winsum. Vandaag wordt het Groningse dorp gepresenteerd als winnaar van de ANWB-verkiezing 'Het allermooiste dorp van Nederland.'

anwb



Access to historical information

- Series of information posts
- Images under the bridge
- Statues
- Plaques on buildings
- Carvings on buildings and ornamentation
- Qr codes

This shows that the residents are proud of their heritage and want to share it with visitors and preserve its memory.









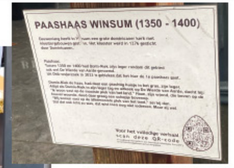






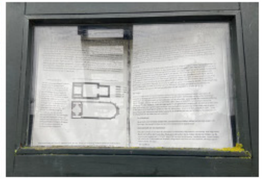




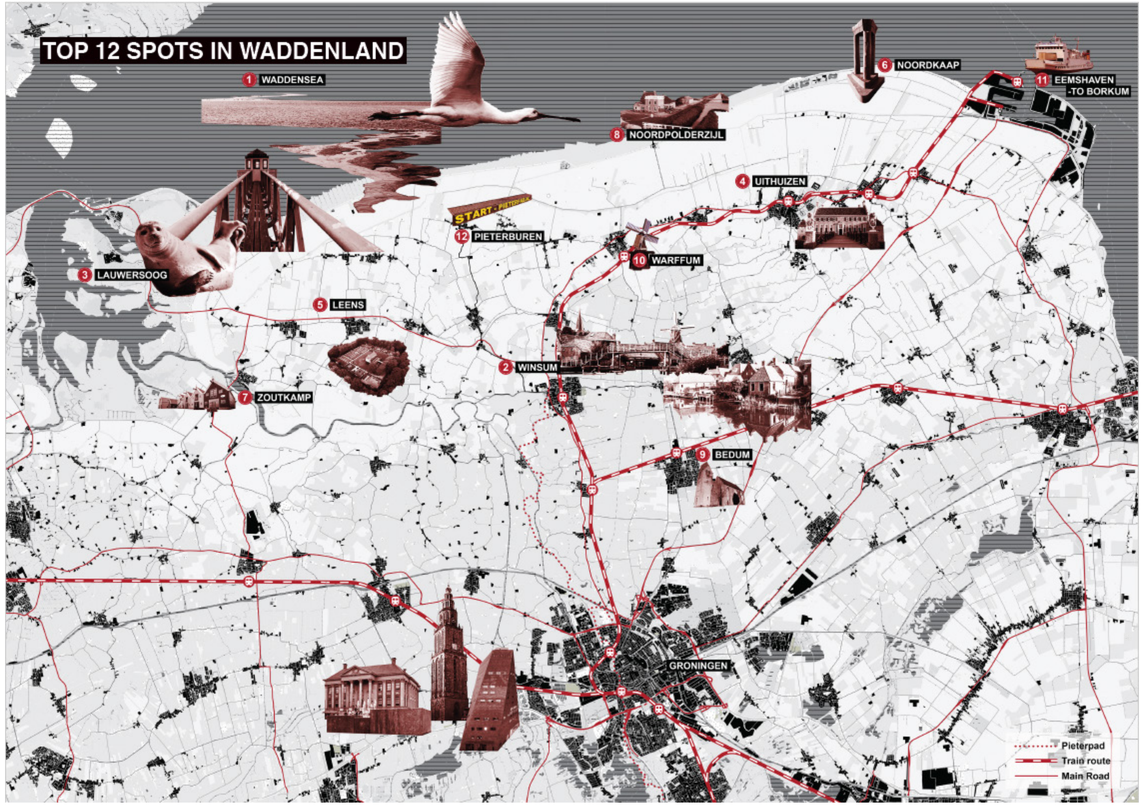








Navigating Groningen tourism



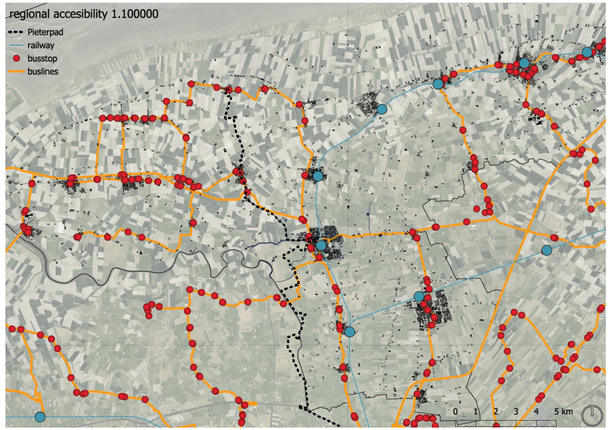
Accessibility to regional routes

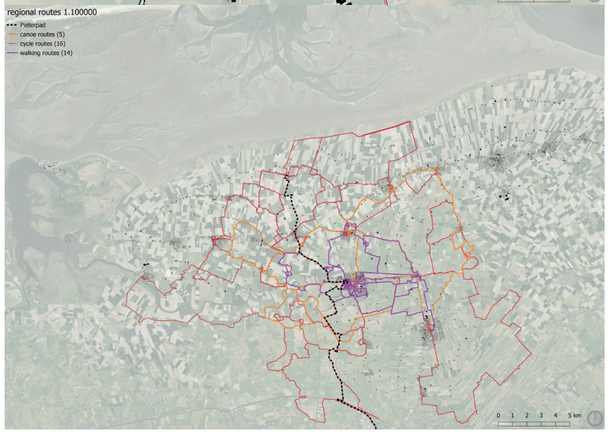
The village of Winsum is an excellent base for exploring the surrounding areas. From the Marenland touristic spot, it's easy to discover the Groningen countryside, on bicycle along the Reitdiep, on foot towards the Pieterpad hiking trail or in a canoe on the many canals.

Winsum is also connected to Groningen city by an 18 minute train, however the connectivity by public transport with other attractions in the regions can be improved further.

This makes the site for the design at the Marenland an ideal location to place a hub that is meant to connect the region due to its character, connectivity and centrality.







Accessibility to facilities



Visibility and sightseeing

1.View into open landscape from site

2.View into the secluded cabin area surrounded by trees

3.Connection to the water

4.Road visibility towards the site is a big advangtage

5.View into the under bridge connection of the site to the rest of the village. There is opportunity for developing this connection further.

6.View into the open square on the oppoosite side of the bridge leading towards the city. This square is currently being redesigned by the manucipality to become more appealing and used.

The site is also in close proximity to many picturesque routes and the main historic center making it an ideal location for touristic stay at the intersection of the natural landscape and the village.



Future of tourism in Groningen

How can Groningen improve their tourism?

1. Arrival: Groningen can design the feeling of departure and arrival. Create landscape transitions that signal: you've entered a new zone of rest and discovery

2. Infrastructure and accessibility: invest in basic, wellplaced tourism infrastructure.Enable slow travel: accommodations, bike rentals, toilets, signage, especially at natural and heritage nodes

3. Narrative and place identity: Develop coherent landscape narratives: the sea, the dike, the mound, the wind. Link history, ecology, landscape to create a strong sense of place.

Tourism sector will expand

The Province of Groningen had 900.000 overnight visitors in 2024, an increase of 11% compared to 2023, and the largest provincial growth in the country . This growth is expected to continue, also because of the strong support from policies, such as the strategic vision for 2021-2030, the planned investments in infrastructure and the attention given to the vrijtijdseconomie on the Nij Begun Agenda.

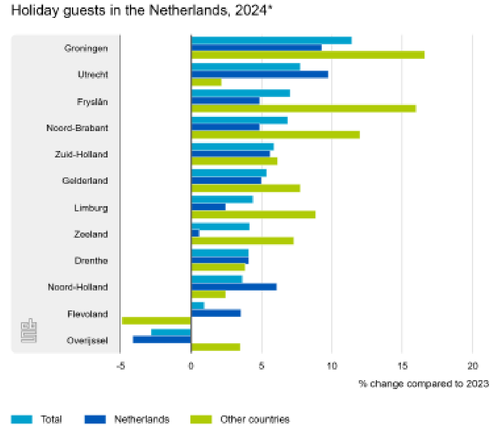
Winsum on the radar

Since tourism in the province tends to stay focused on heritage, nature, recreational routes and culture, Winsum will be even more on the radar for new visitors, mainly because of the status of most beautiful village in the Netherlands it gained form the ANWB in 2020.

Nij Begun Agenda

With a dire need for a new beginning, the economic agenda of Nij Begun focuses on investments in five specific sectors, namely: sustainable energy, health, agriculture, industry and leisure economy, of which this project focuses specifically on leisure economy through tourism.

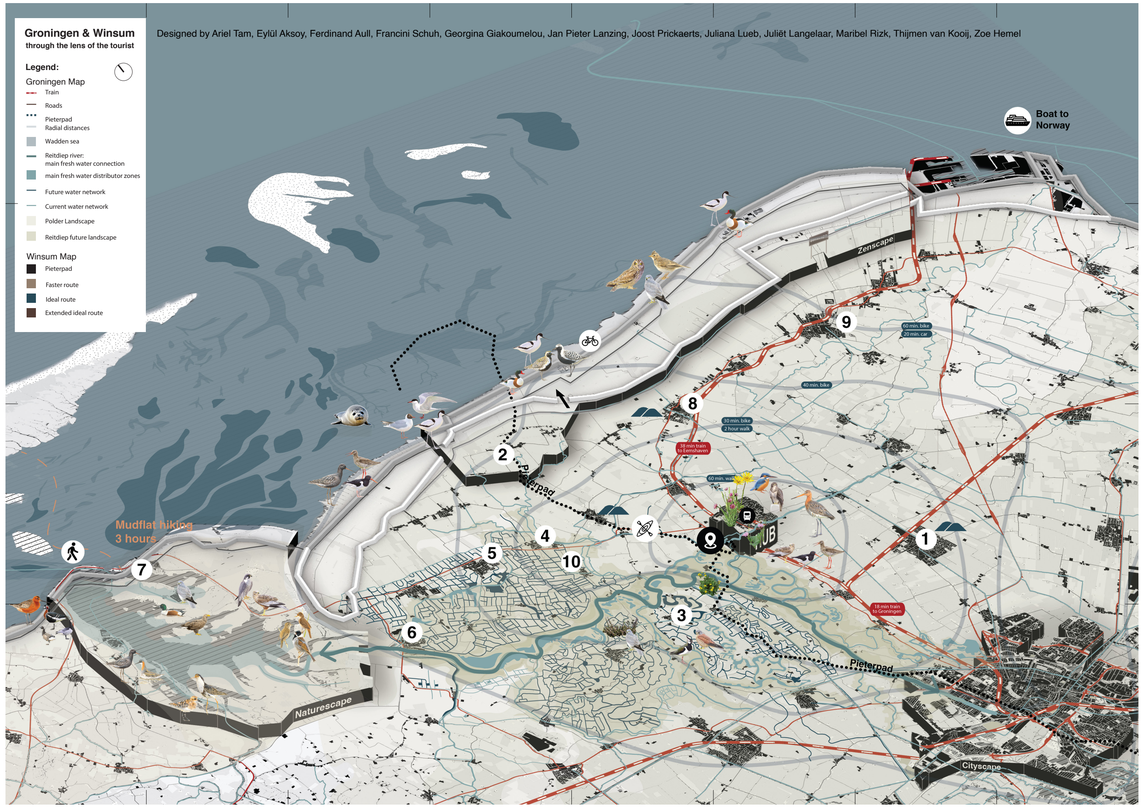
A solid plan of transformation is required to identify the missing component for Nij Begun's success by introducing an innovative aspect to tourism while also enhancing the current tourism.



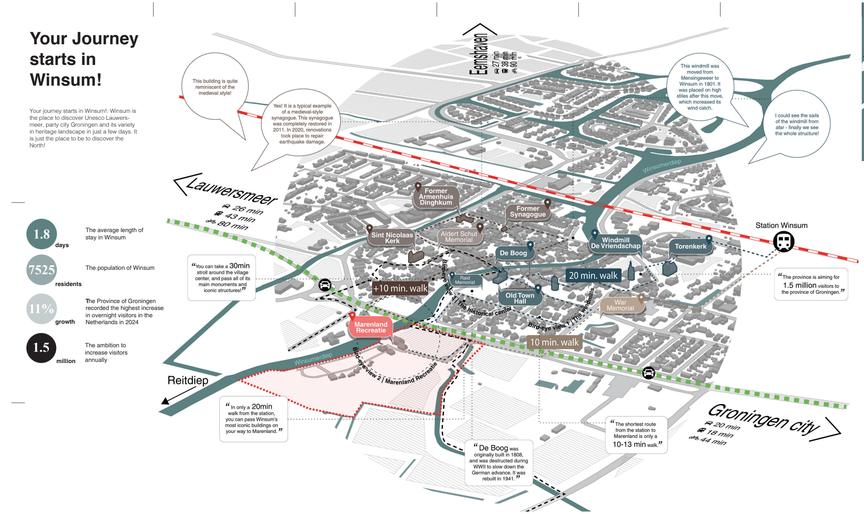
Holiday guests in the Netherlands in 2024 (https://www.cbs.nl/en-gb/news/2025/10/over-50-million-holiday-guests-in-2024).



Regional analysis map



Winsum analysis map






1 Waltfriduskerk, Bedum

This Romanesque-Gothic church in Bedum, Groningen, is known for its leaning tower, which is even more crooked than the Tower of Pisa. The church forms a historic centrepiece for the village and offers visitors an exceptional view of the Groningen warden landscape.


2 Petruskerk, Pieterburen

This characteristic 14th-century church stands on a terp, or mound. It is known as the starting point of the Pieterpad walking route. The church also reflects the long history of settlement and farming in the northern coastal region.


3 Museum Wierdenland, Ezinge

This museum shows life on mounds, which are artificial hills built by people to live above the sea. Ezinge is one of the best-researched mounds in the Netherlands. Archaeology, landscape, and cultural history come together here.


4 Art centre 'De Ploeg', Wehe - Den Hoorn

This art centre is dedicated to the artists' collective "De Ploeg", from the 1920s and 1930s. Its members were inspired by the Groningen landscape and everyday life. The centre also connects modern art with the unique landscape of North Groningen.


5 Museum Verhildersum Estate, Leens

Historic landscape, with manor house, farm and museum. Provides an insight into agriculture and rural existence in the Groningen countryside through the centuries. The estate includes historic interiors, an and utensils.


6 Fishing village, Zoutkamp

An authentic fishing village with a historic harbour on the Reitdiep. Zoutkamp tells the story of living with the power of the water, where the sea and the inland meet. The characteristic warehouses are a reminder of this history.


7 Walden Sea World Heritage Centre (WEC), Lauwersoog

This interactive visitor centre is dedicated to the Wadden Sea World Heritage area. Visitors discover the dynamics of the tides, birds, marine life and the cultural history connected to nature through interactive exhibitions about this dynamic and vulnerable nature reserve. The centre offers a unique opportunity to see a seal up close.


8 Openluchtmuseum Het Hoogeland, Warffum

Museum village with historic buildings from Groningen. Shows how people in the low people lived and worked in the Hoogeland region in the 18th and 19th centuries. Exhibitions on the landscape also demonstrate the way of life in the Hogeland by highlighting crafts, agriculture and social relations.


9 Menkemaborg, Uithuizen

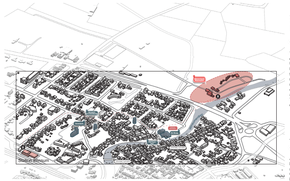
A beautiful 18th-century manor house with formal gardens. The manor house shows how the Groningen elite lived, surrounded by art, architecture and landscape. The manor house now functions as a museum and a venue for events into aristocratic life in Noord-Groningen.


10 Observatietoren, Warfhuizen

This observation tower offers a panoramic view of the open mound landscape. It is an ideal place to experience the spaciousness of North Groningen and the interplay of land, water and sky.


Bird-eye view 1 I The Windmills

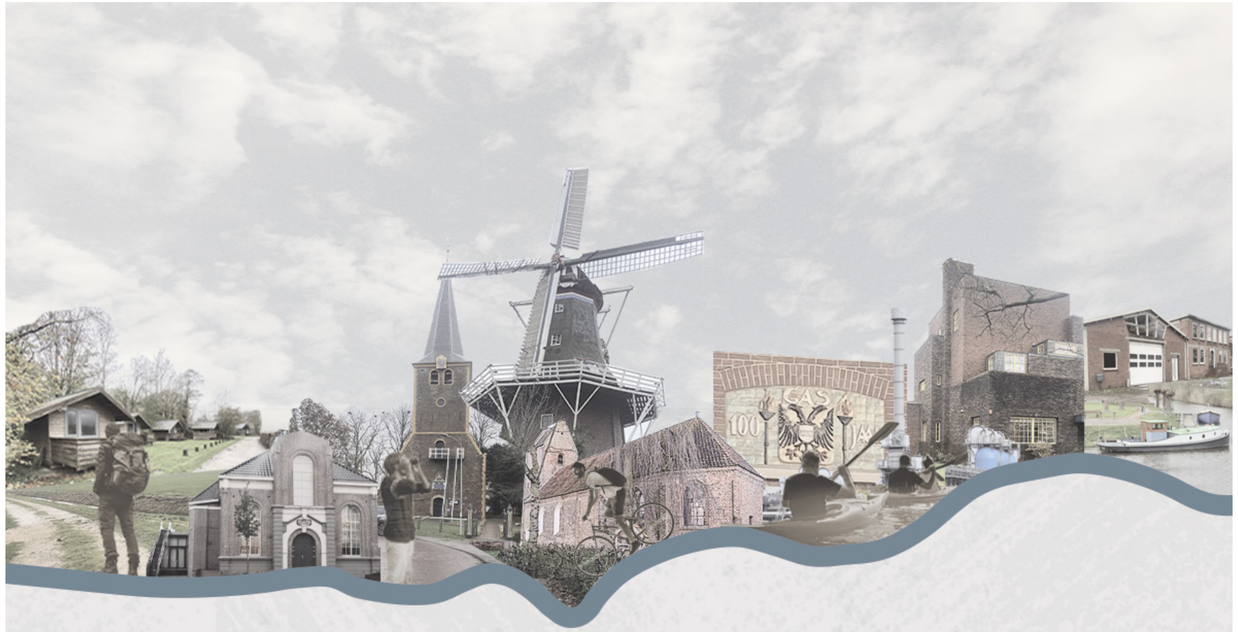

Bird-eye view 2 I Marenland Recreatie


Bird-eye view 3 I The historical center



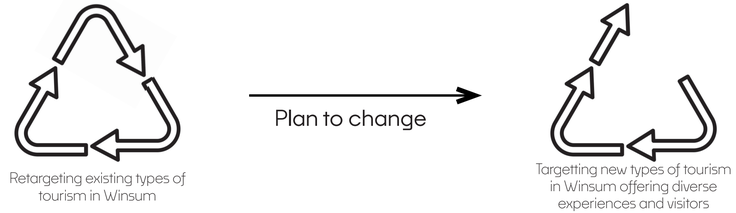


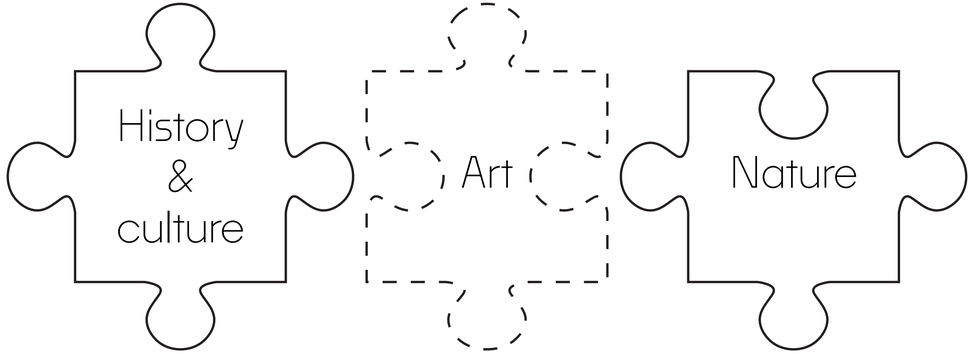
Vision



CONNECTIVITY FOR VISITORS, LOCALS, AND THE LAYERS OF HISTORY

The missing piece for Nij Begun





De ploeg as inspiration

Provoking emotions through intensification of experience



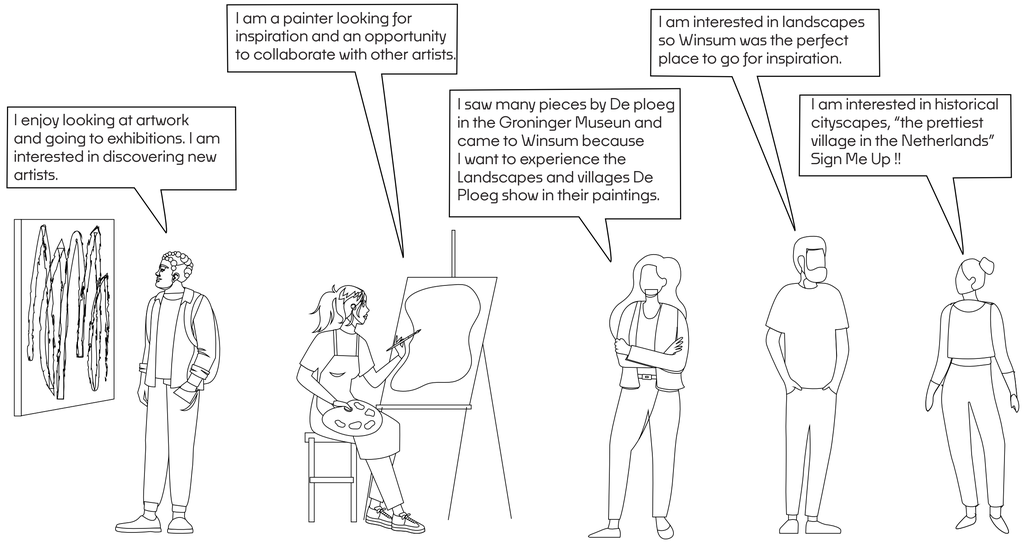




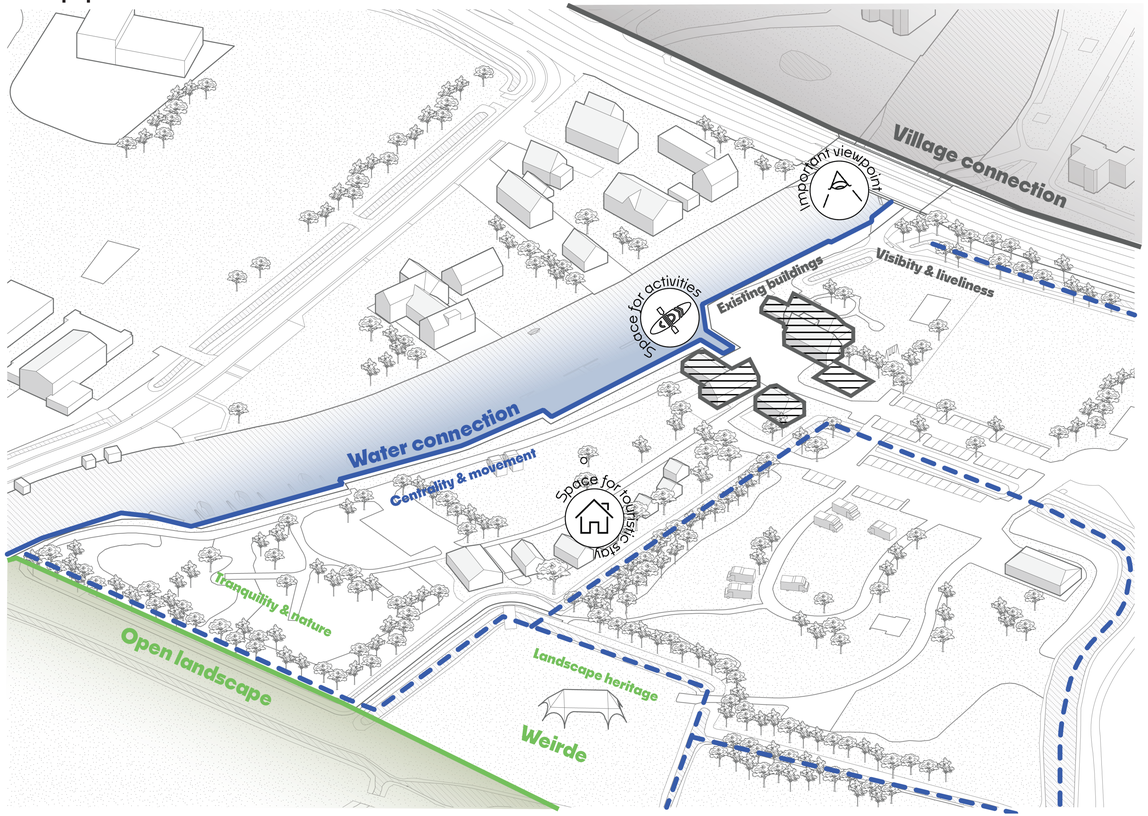


New demographic

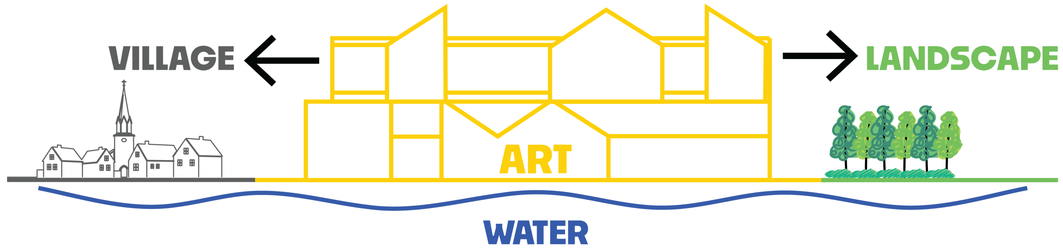
"I am an art enthusiast"



Site opportunities



Site intensification



Intensification toolbox



Site plan



Site axonometric



Introducing color, sound, smell and texture



Armeria Maritima

April-July



Lotus corniculatus

June-September



Calendula arvensis

April-December



Ajuga reptans

May-June



Campanula rotundifolia

June-September



Papaver rhoeas

May-June



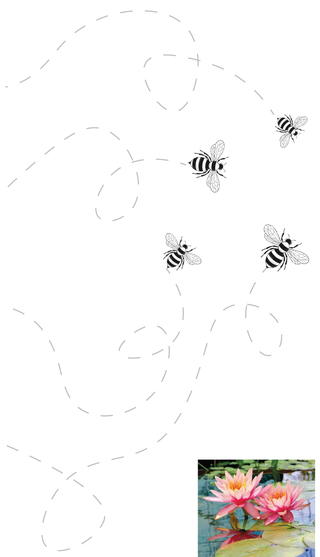
Anthriscus sylvestris

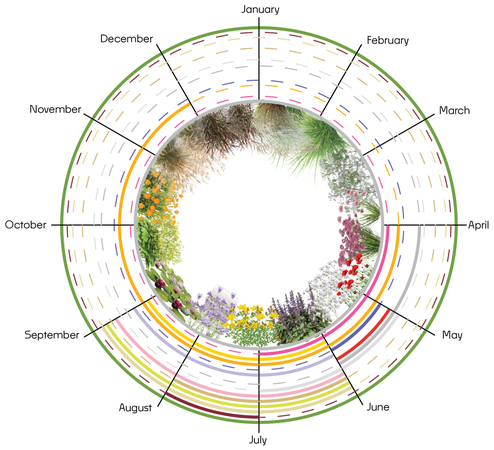
April-June



Cerastium tomentosum

May-July







Nymphaea / water lillies

June-September



Deschampsia cespitosa

June-August



Alchemilla mollis

June-September



Nassella tenuissima

June-September



Panicum virgatum

July–August



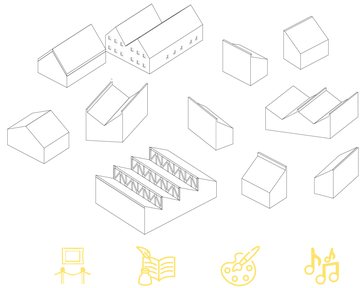
Carex morrowii

evergreen

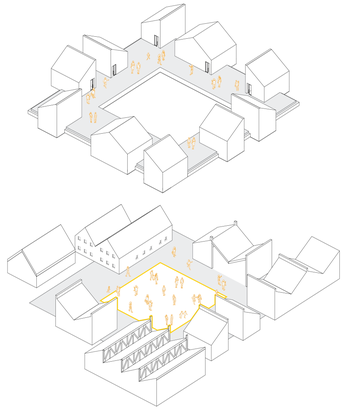
Impression of intensified central garden



Village intensification diagrams

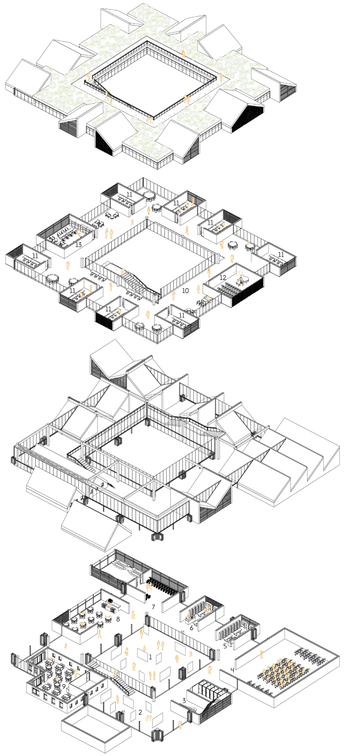


Art as diverse programmatic impulse



Central village square encouraging social interaction

Organisational diagram



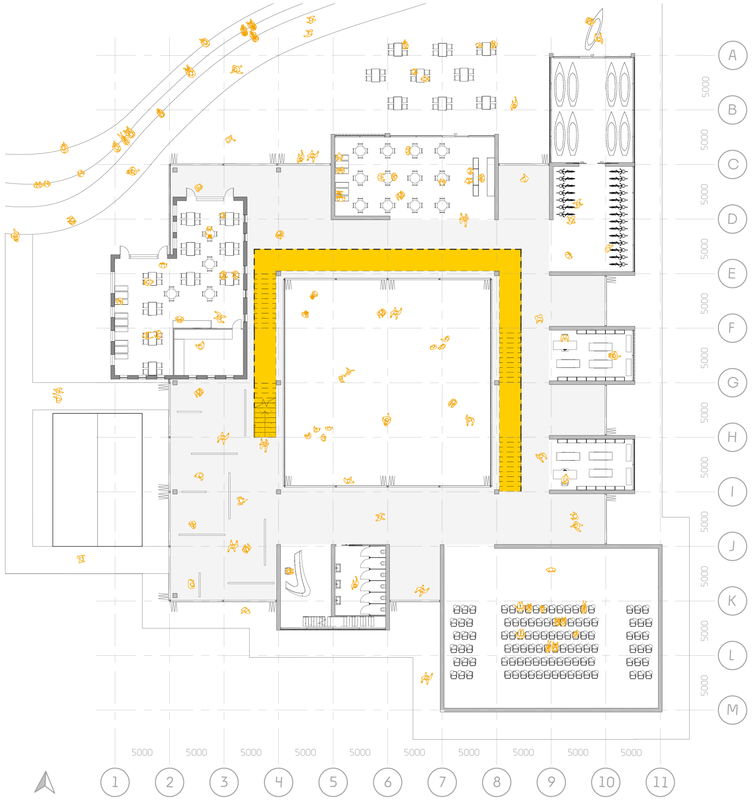
First floor

10 Open studio space
11 Workshops
12 Music room
13 Literature room

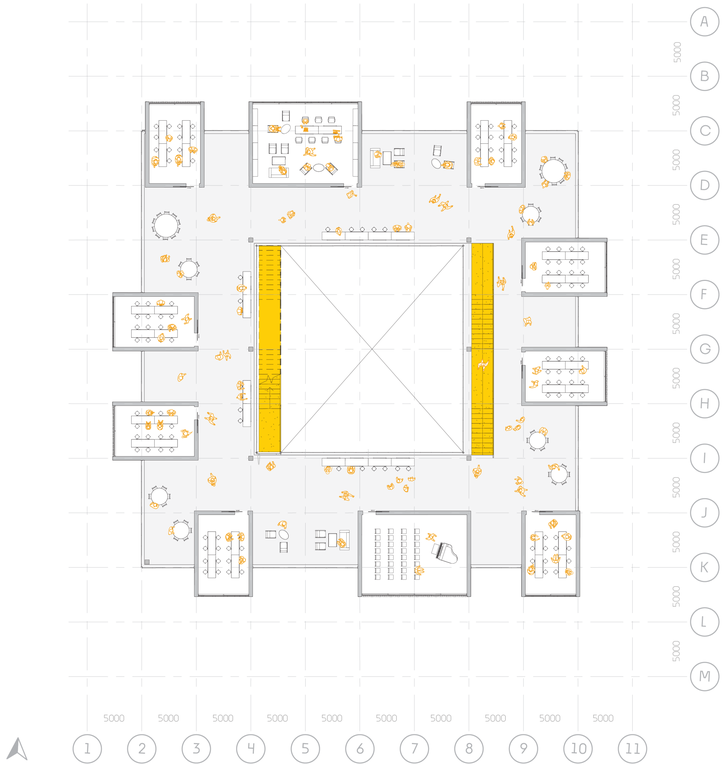
Ground floor

1 Exterior exhibition / Village square
2 Interior exhibition
3 Tourist information centre
+ wc. & tech. room
4 Lecture hall
5 Art supply store
6 Camping & outdoor shop
7 Canoe & bike rental
8 Cafe
9 Existing restaurant

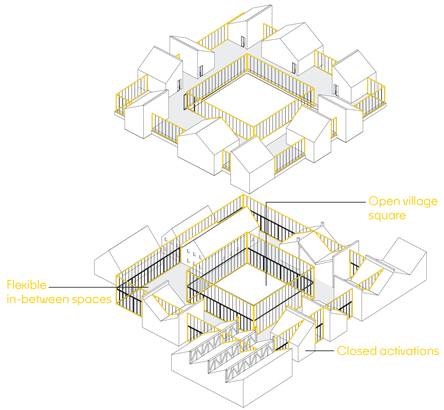
Ground floor



First floor

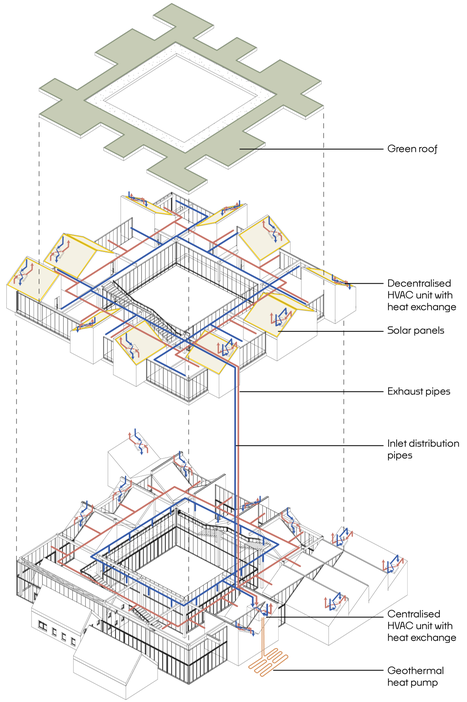


Interior and exterior space for year-round activation

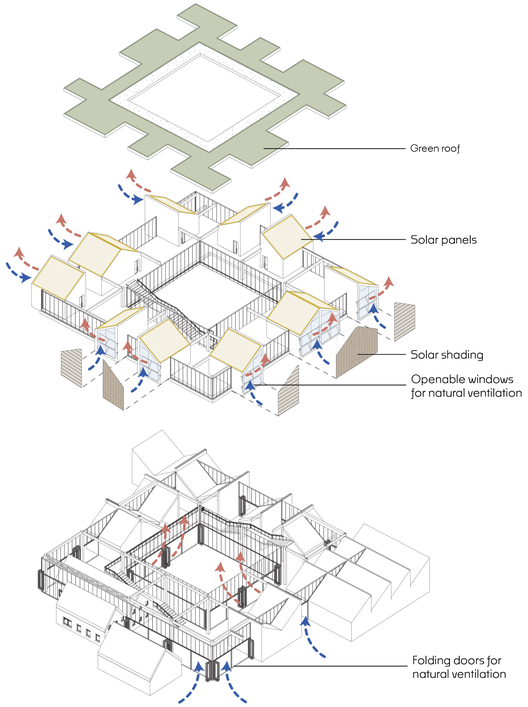


Autumn	Winter	Spring	Summer
Workshops & Courses	Exhibitions & Lectures	Landscape tours	History & Culture tours
↘ ↙		↘ ↙	
Local & long term tourism		Dynamic & Short term tourism	

Climate diagram



Winter

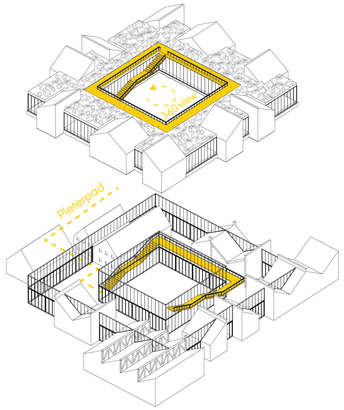


Summer

Incorporating water and landscape into the building

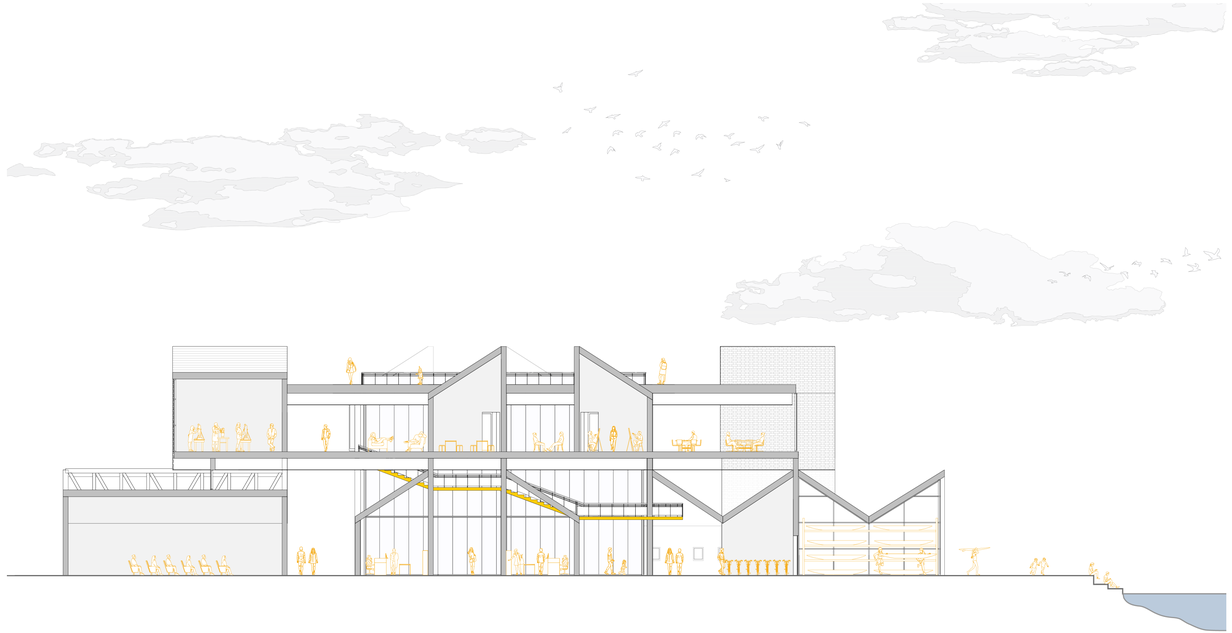


Experiencing the layers of activation

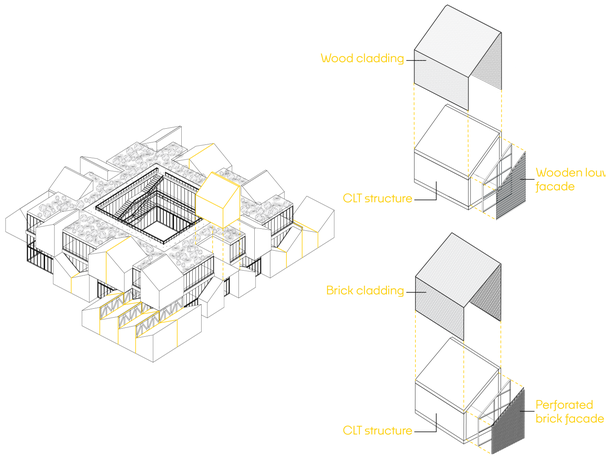


Statement staircase passing by the different activations
and ending in panoramic view

Section



Modularity and flexibility

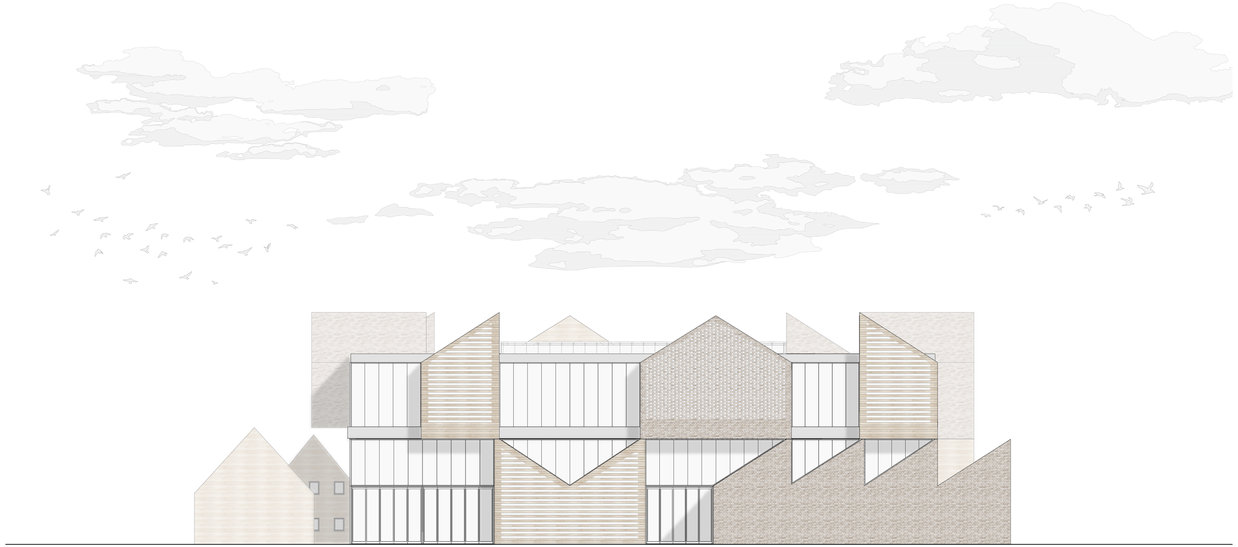


Fragments of village buildings

North elevation



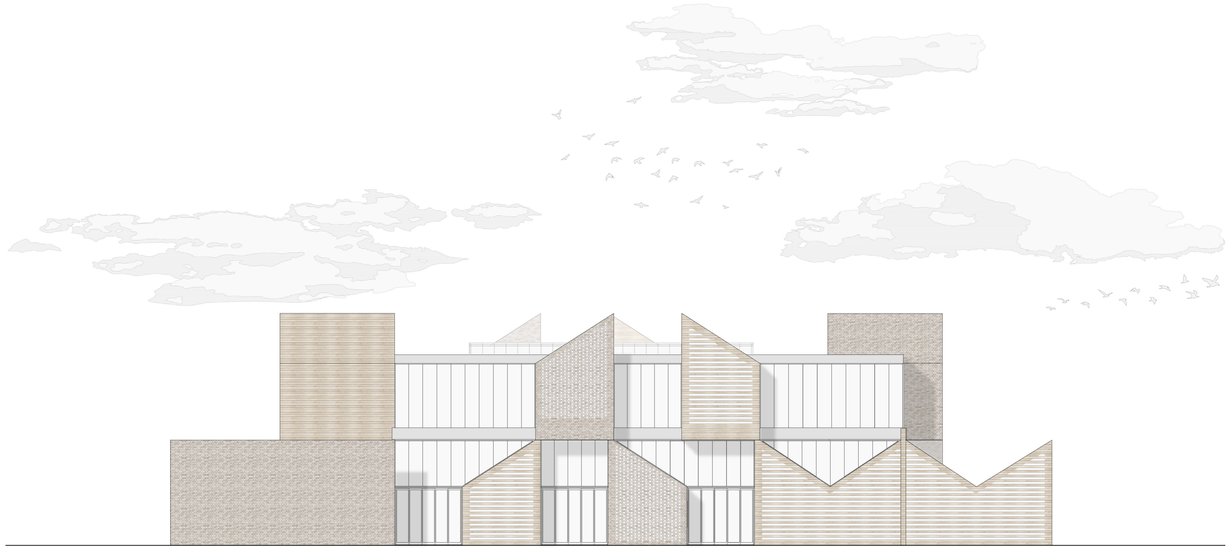
South elevation



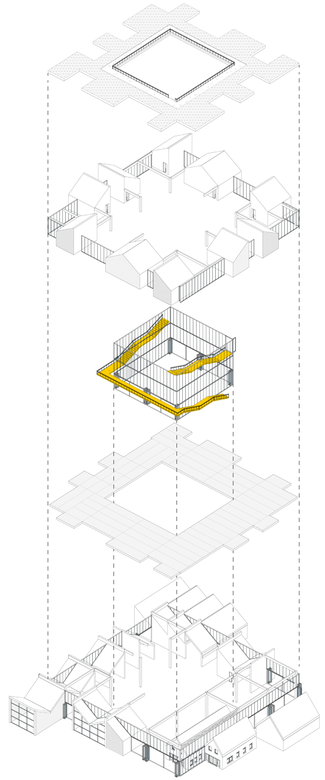
West elevation



East elevation



Structural diagrams



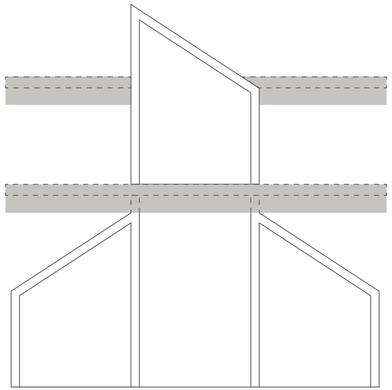
Green roof

Combined CLT wall structure and glulam column and beam structure

Concrete staircase

Timber concrete composite floor spanning in various directions

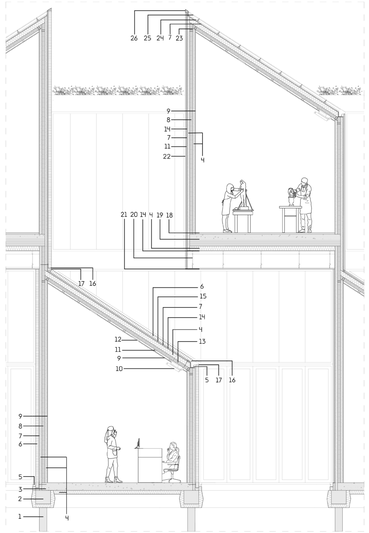
Combined CLT wall structure and glulam column and beam structure with trusses for larger spans



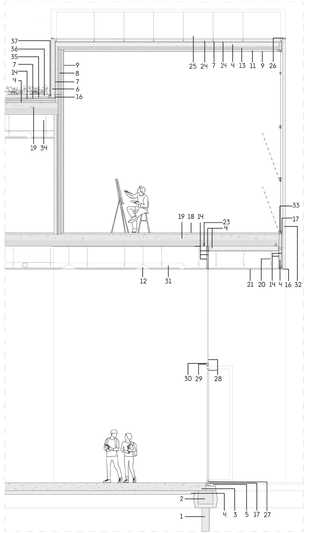
Hidden services and structure

Creates perception of volumes floating on top of each other

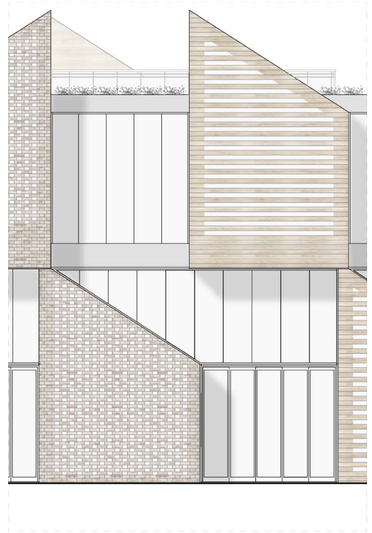
Facade detail



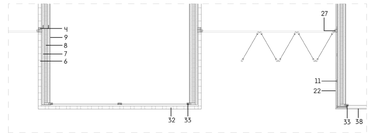
Longitudinal section detail



Transverse section detail



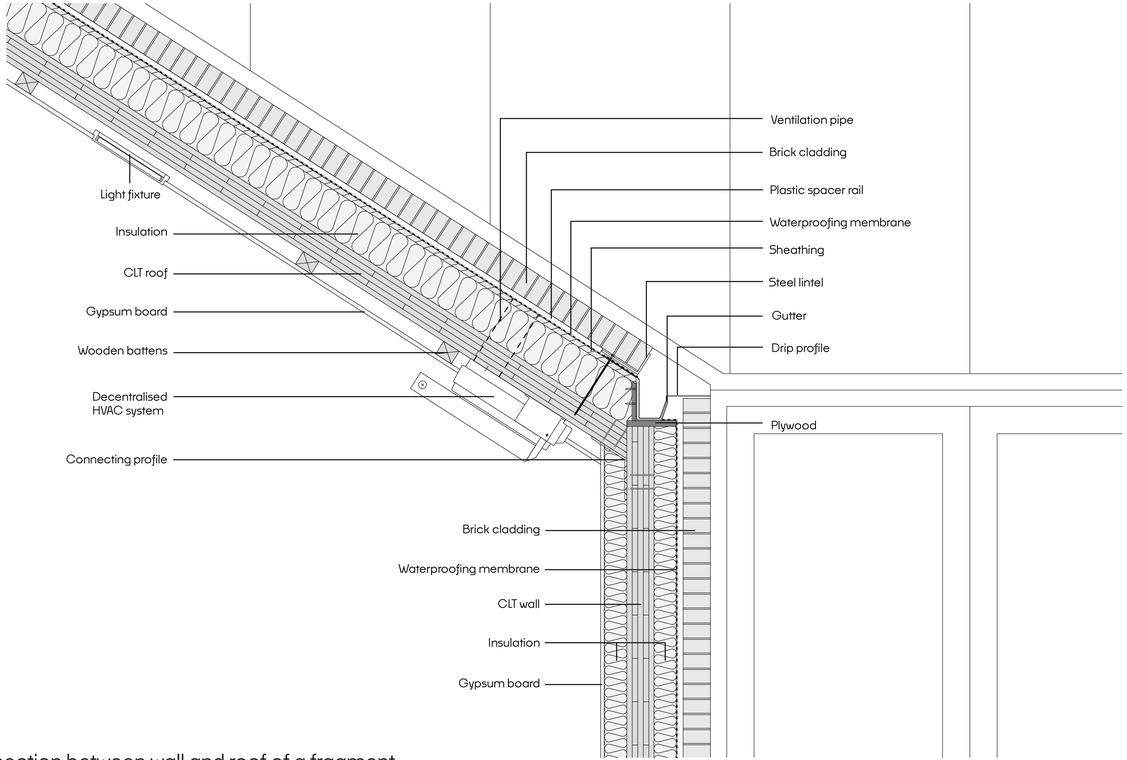
Elevation



Horizontal detail

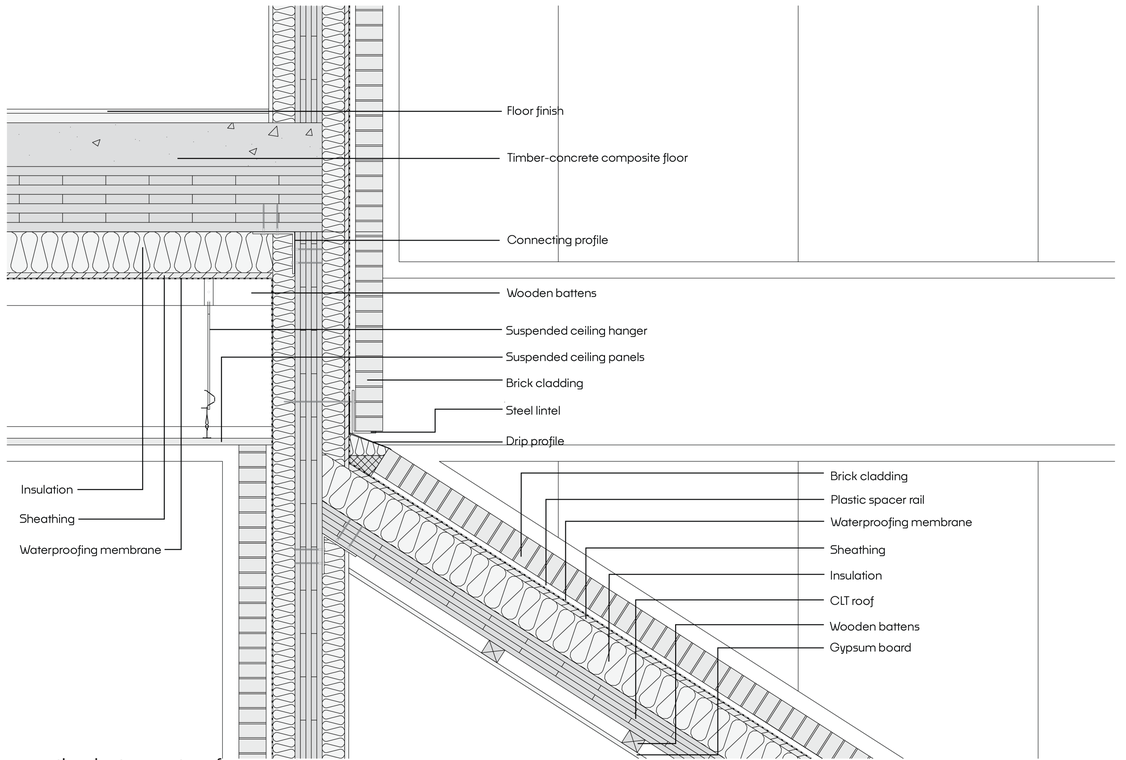
1. Pile foundation
2. Insulated foundation beam
3. Concrete floor
4. Insulation
5. Gutter
6. Brick cladding
7. waterproofing membrane
8. CLT wall
9. Gypsum board
10. Decentralised HVAC unit
11. Wooden battens
12. Light fixture
13. CLT roof
14. Sheathing
15. Plastic spacer rail
16. Steel lintel
17. Drip profile
18. Floor finish
19. Timber-concrete composite floor
20. Suspended ceiling hanger
21. Suspended ceiling panels
22. Horizontal wooden cladding
23. Connecting profile
24. Rail to attach solar panels
25. Solar panels
26. Metal coping
27. Folding door frame
28. Glass
29. Curtain wall system
30. Fixed window frame
31. Ventilation distribution pipes
32. Perdorated brick wall
33. Openable window frame
34. Glulam beam
35. Green roof water drainage system
36. Soil and plants
37. Gravel
38. Horizontal timber louvers

Continuous materiality



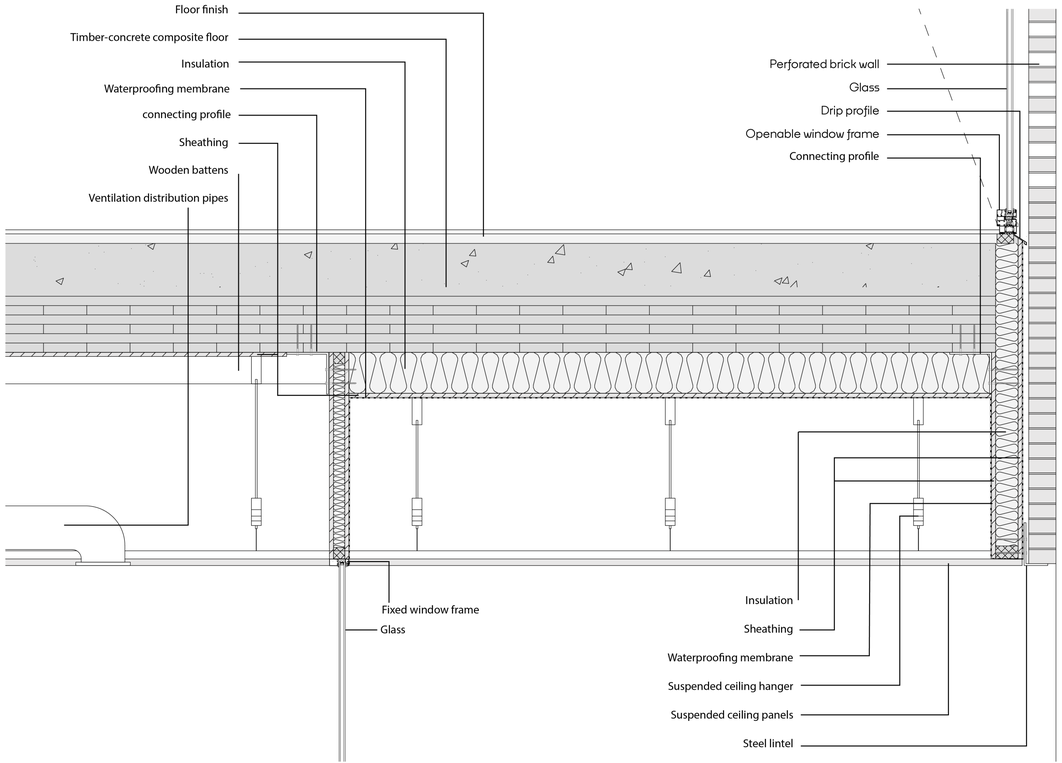
Connection between wall and roof of a fragment

Hidden structure and services



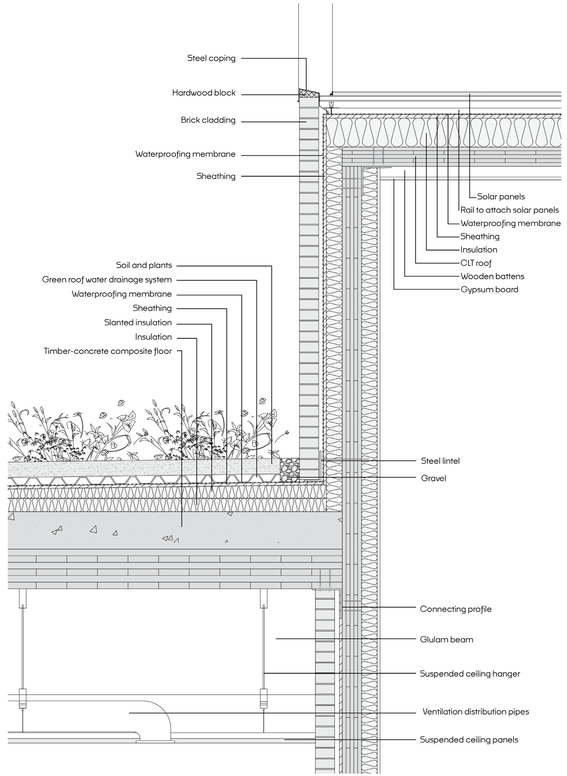
Connection between two fragments

Hidden structure and services



Connection between fragment and curtain wall

Hidden structure and services



Connection between fragment and roof

Site impression



Interior perspective



Physical model





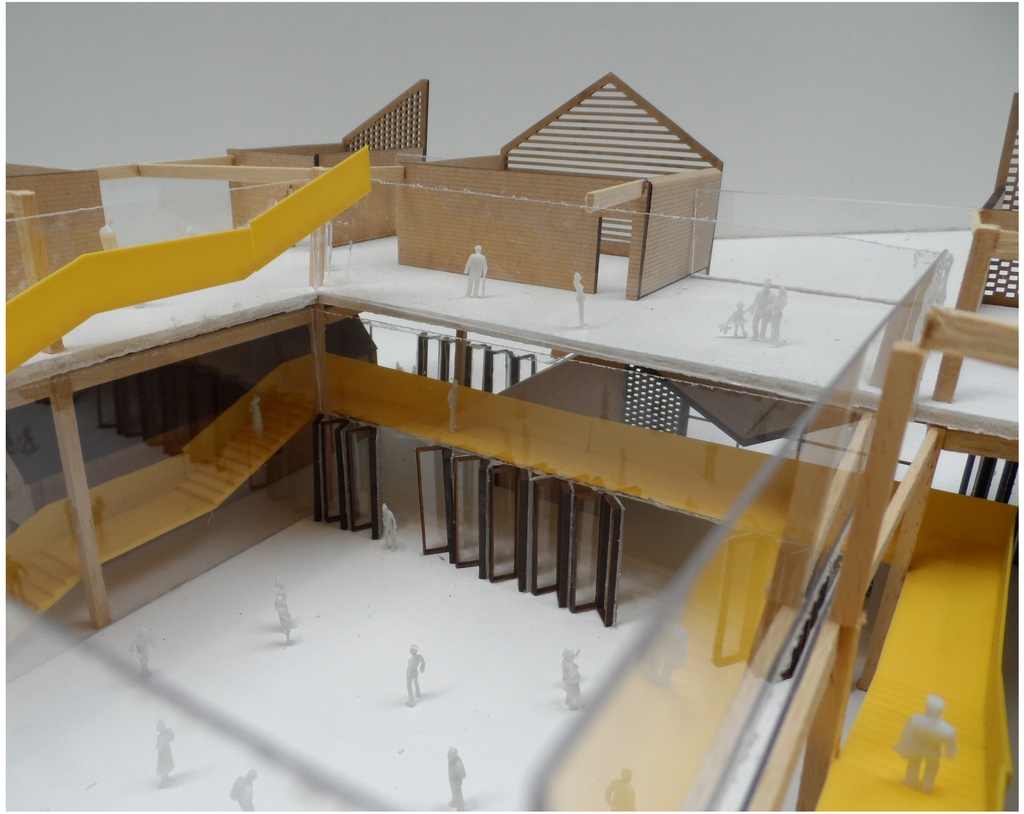
Physical model







Physical model



Physical model



Physical model



Physical model





