

Connecting the Dots

regulating circulation to strengthen local identity
and foster social cohesion



Province of Groningen

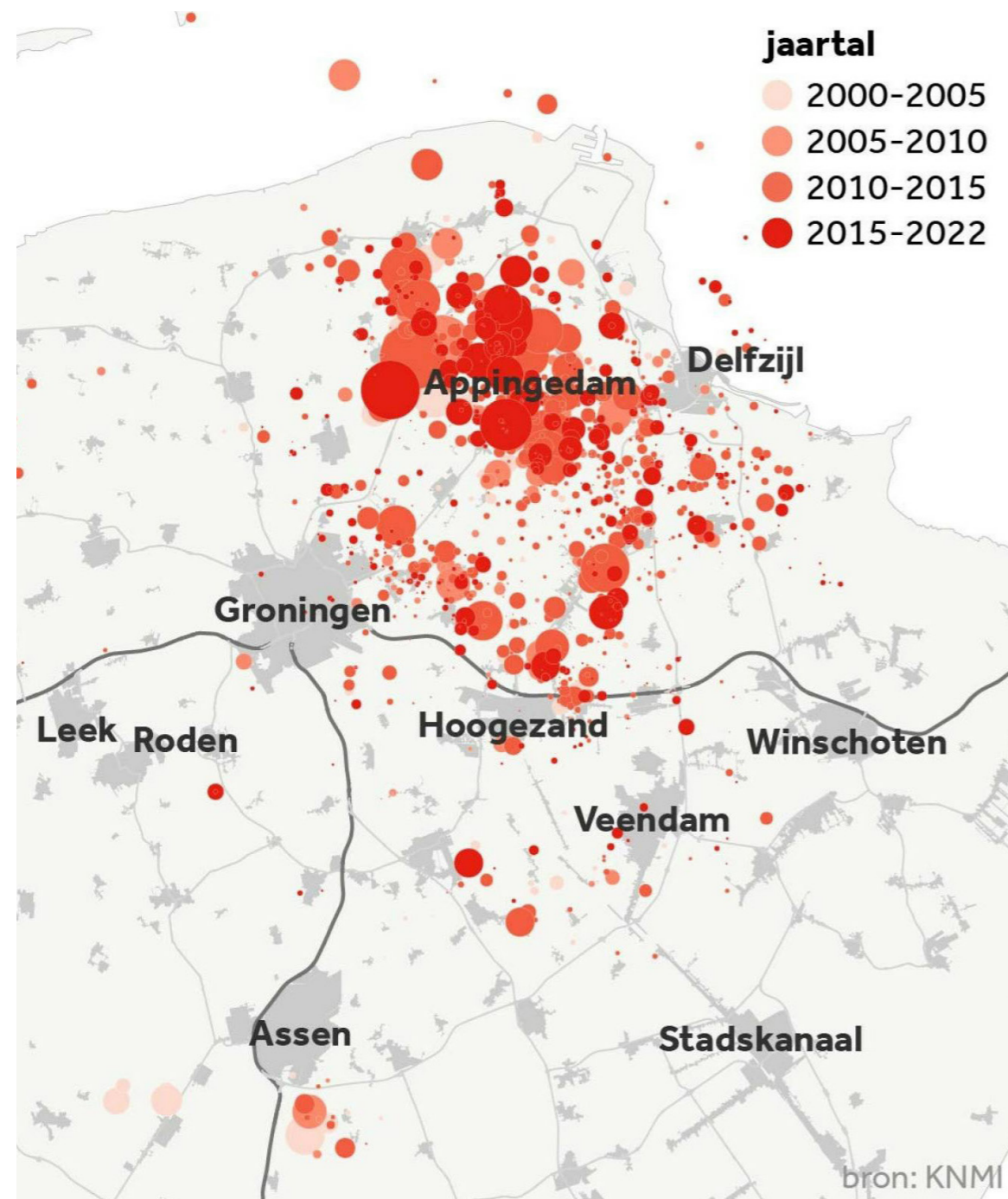


Groningen, a province that for decades relied on the extraction of natural gas as its economic driver

Groningen and gas extraction

More than a thousand earthquakes

Earthquakes caused by gas extraction since 2000



Source: KNMI

But this history has left important challenges:

- demographic pressures
- uneven economic development
- seismic activity

Earthquakes induced by gas extraction caused **structural problems to buildings** which, in turn, brought **long-term psychological problems** for the people in Groningen and North-Drenthe



Source: RTV Noord

A new beginning for the north

In this context of vulnerability and after the closing of the gas field in 2024, the program ***Nij Begun*** came to life:

a multi-decade response of the Dutch government to the impact of gas extraction, aiming to address

physical
social
economic consequences



Redefining identity and economic foundation

Tourism as a new economic driver

Under the *Nij Begun* program, a **significant focus is being placed on tourism** as a way of revitalizing the region's social welfare state, aiming to **attract 1.5 million more visitors** annually compared to 2025 and to **double the length of stay** in the region

1.5M
more visitors
annually

DOUBLE
length of stay

Challenges of the tourism sector



The **quality of cycle paths lags behind** slightly. Compared to other provinces in the Netherlands, Groningen receives the lowest rating as a cycling province (7.8).



Groningen has **few exclusive and unpaved walking paths**. The signposted walking network includes 40 kilometers of farmland paths that are for cars, bikes and pedestrians.



Transport infrastructure is under pressure, especially in areas far from the capital.



Negative associations about distance and earthquakes influence Groninger's attractiveness.



Groningen has the **lowest score on overnight stays** compared to other provinces. Tourist density is also well below national average.



In certain areas it is **difficult to make a decent living for shops and hospitality facilities**. The limited amount of guests makes it difficult for entrepreneurs to invest in better installations.



Preserved heritage lacks a new purpose and **museums lack connection and attractiveness**.

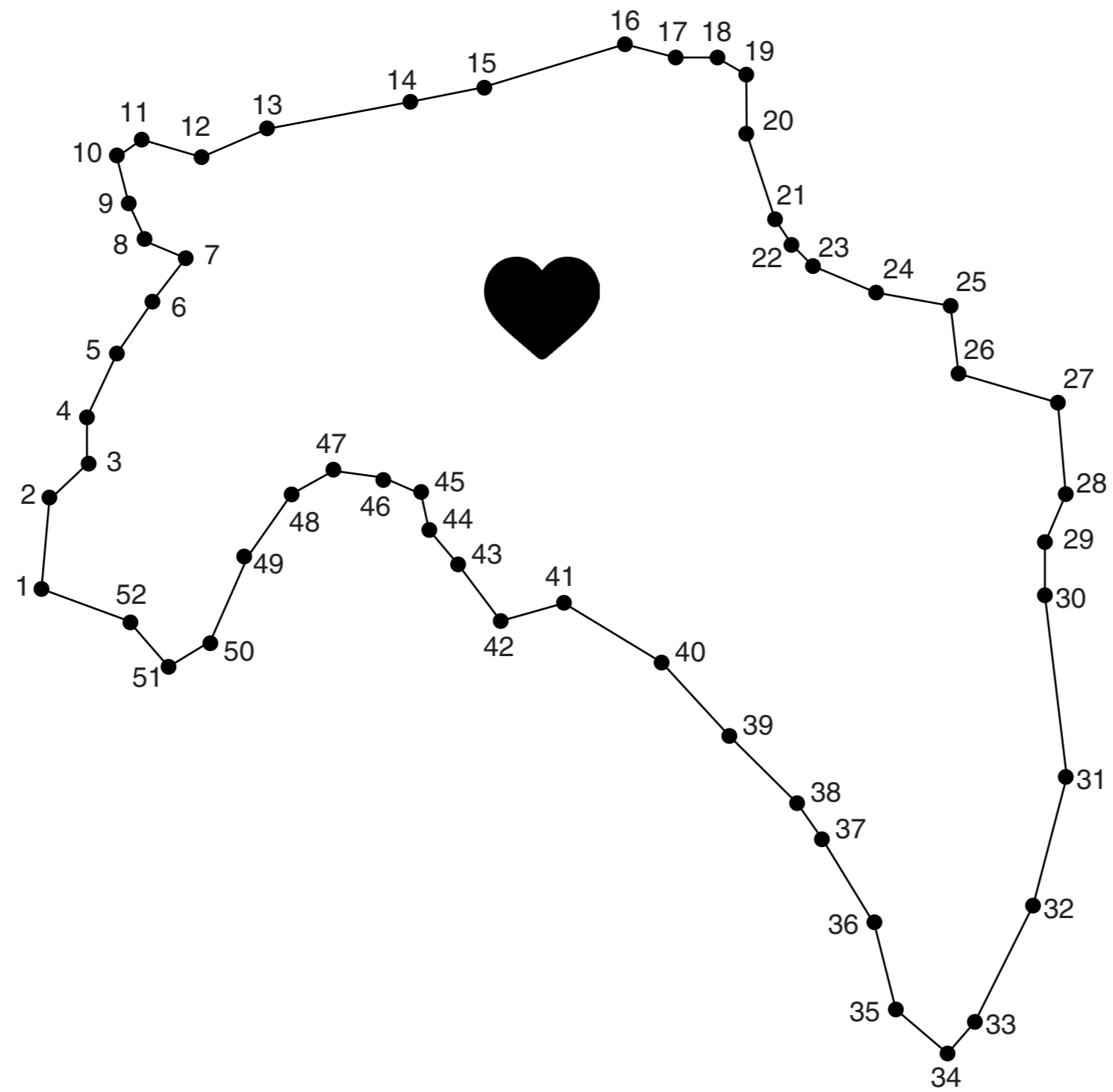


Lack of touristic amenities, makes the region less attractive for tourists.

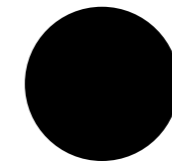
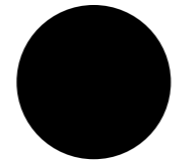
Connecting the dots



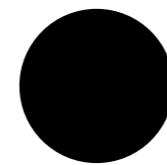
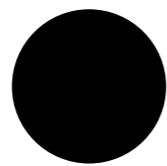
Connecting the dots



Connecting the dots

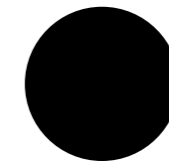
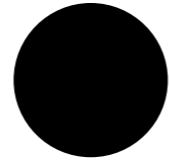


ACTIVITY HUB

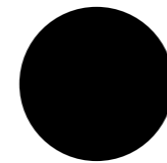
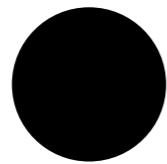


Connecting the dots

the starting point for a wider
regional leisure experience

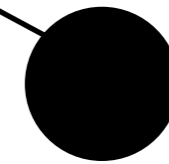
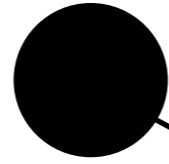


ACTIVITY HUB



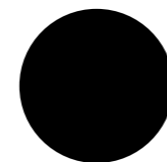
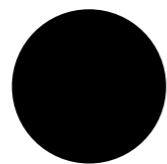
Connecting the dots

the starting point for a wider regional leisure experience

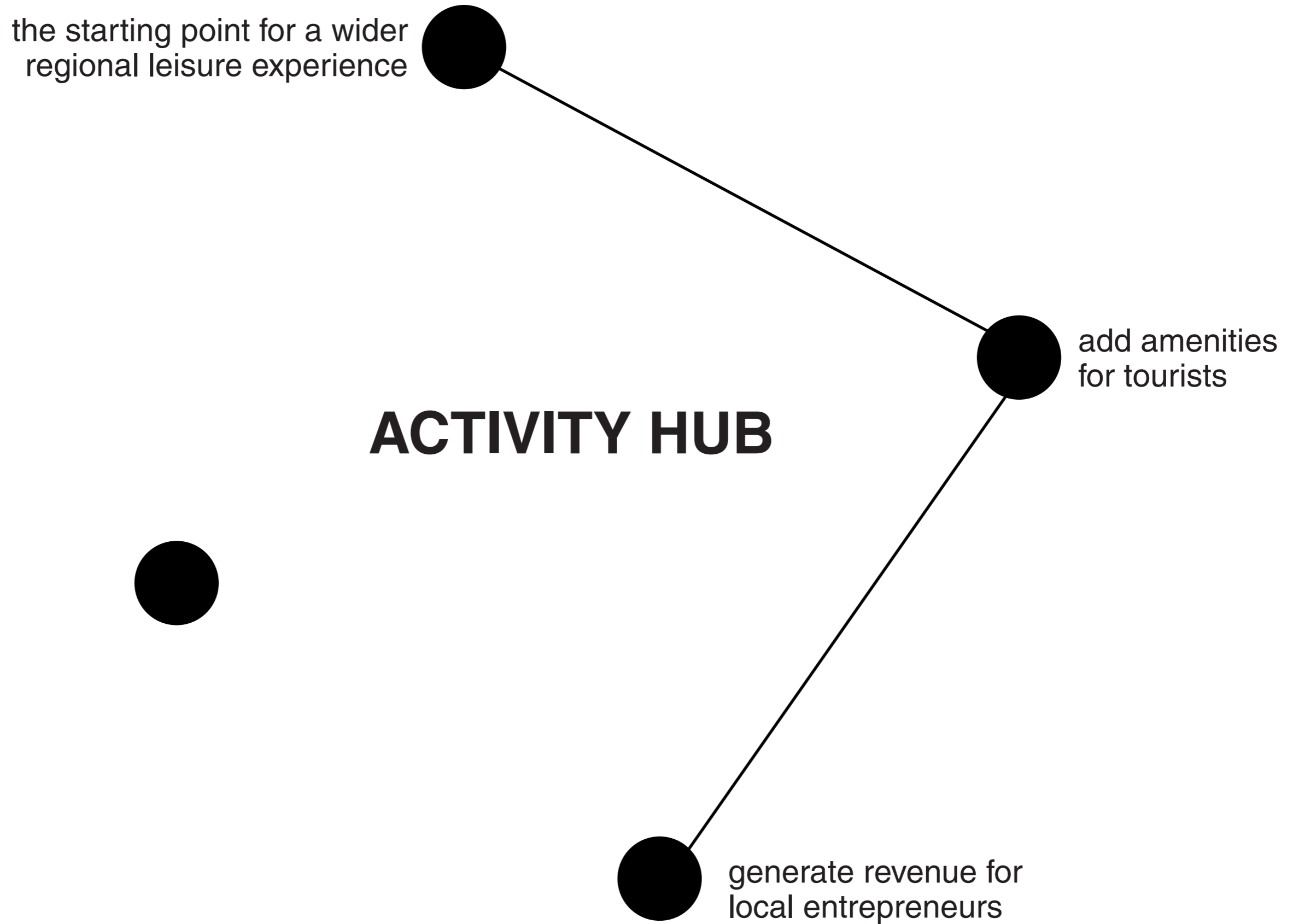


add amenities for tourists

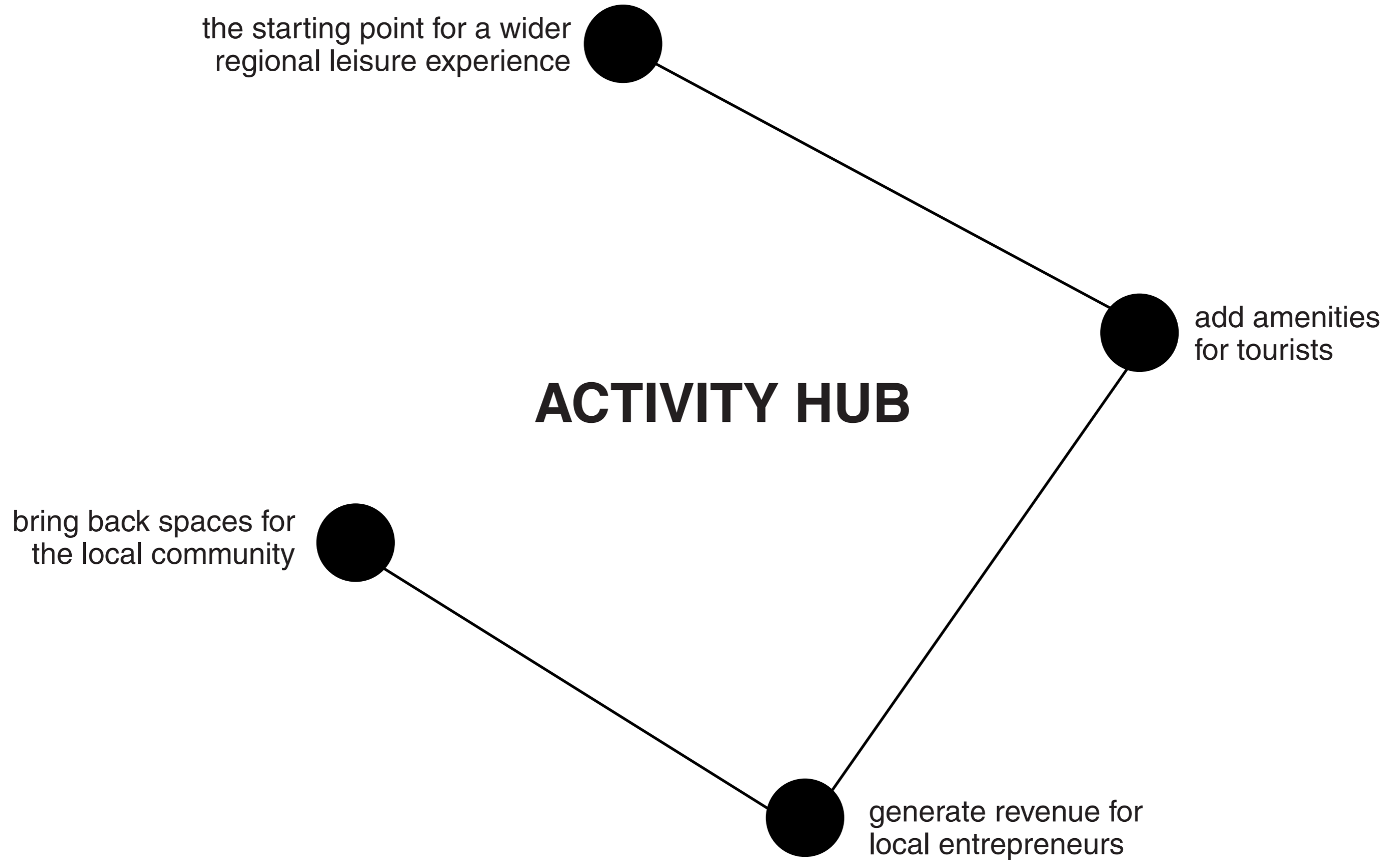
ACTIVITY HUB



Connecting the dots



Connecting the dots



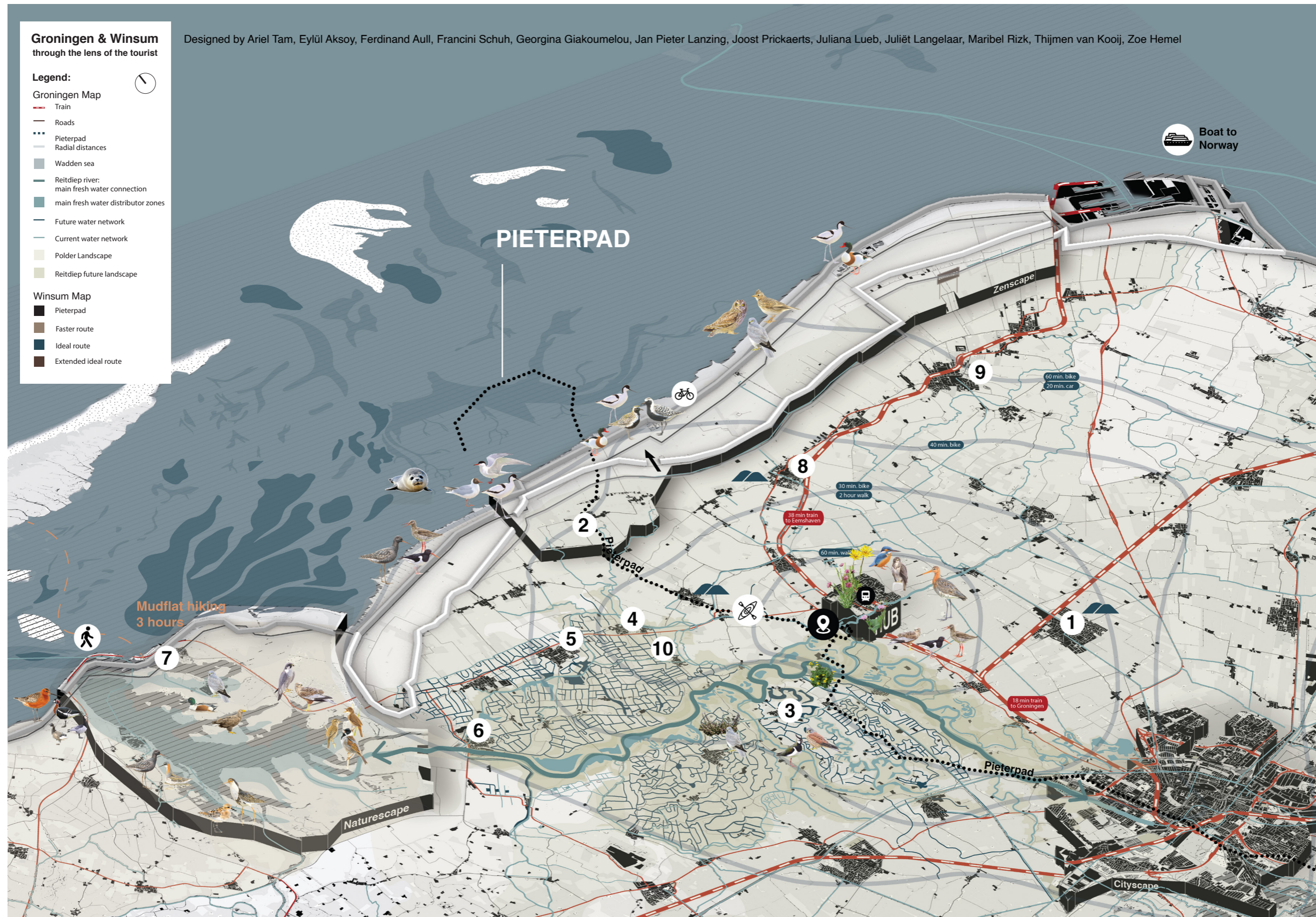
A hub for tourism

Elected the most beautiful village in the Netherlands in 2020 by the ANWB, Winsum is the village chosen to become a touristic hub



WINSUM

Winsum as a hub for tourism



Winsum as a hub for tourism

Your Journey starts in Winsum!

Your journey starts in Winsum! Winsum is the place to discover Unesco Lauwersmeer, party city Groningen and its variety in heritage landscape in just a few days. It is just the place to be to discover the North!

1.8 days

The average length of stay in Winsum

7525 residents

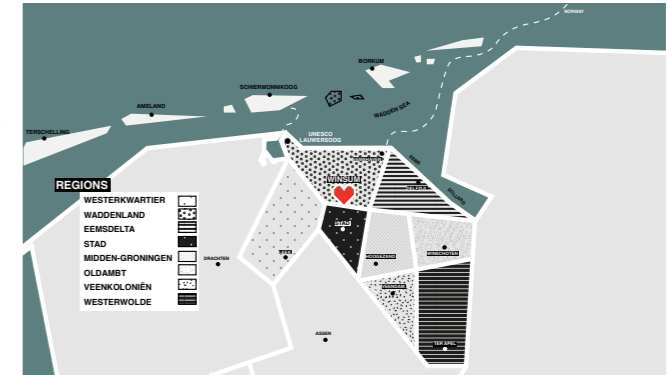
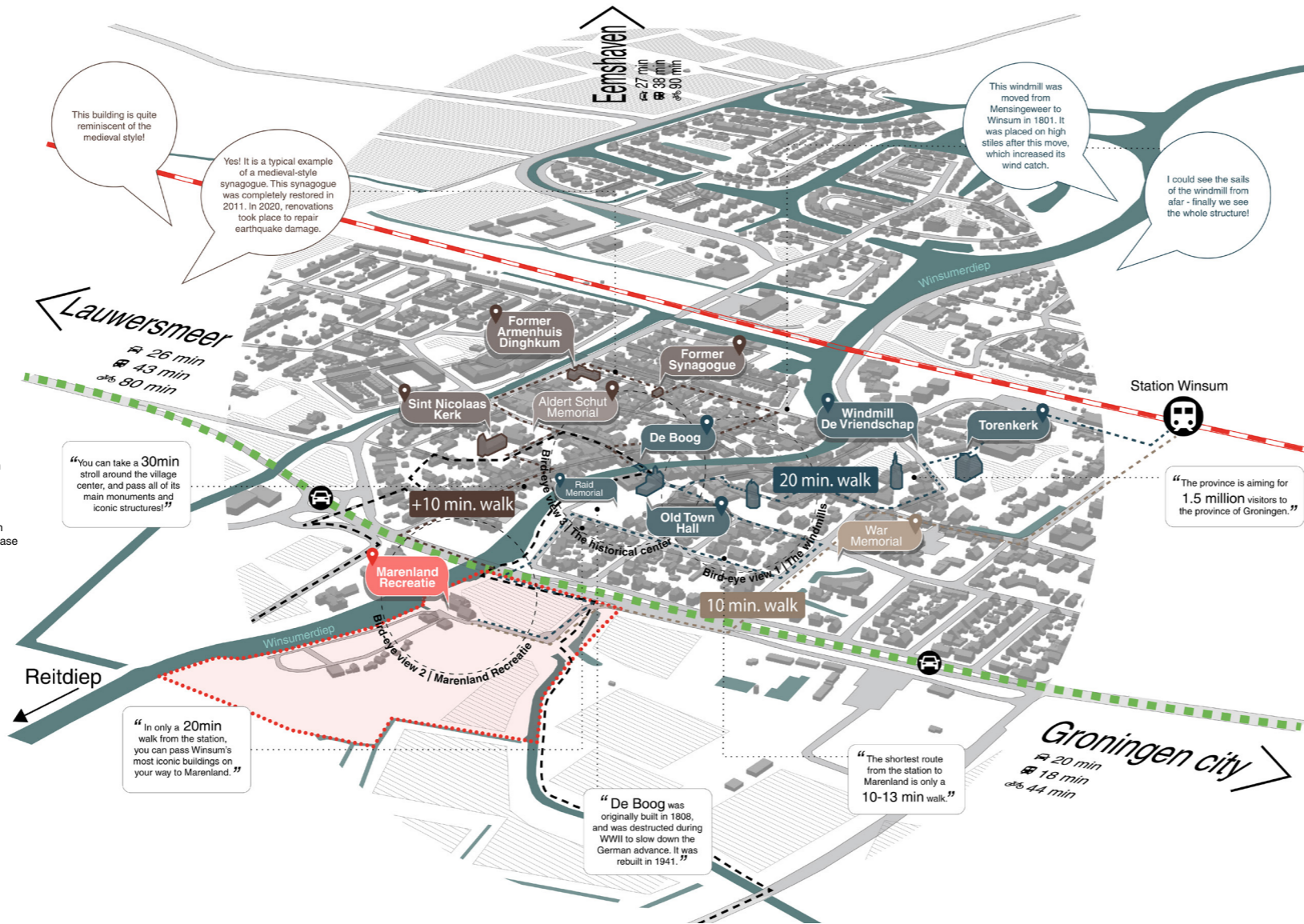
The population of Winsum

11% growth

The Province of Groningen recorded the highest increase in overnight visitors in the Netherlands in 2024

1.5 million

The ambition to increase visitors annually



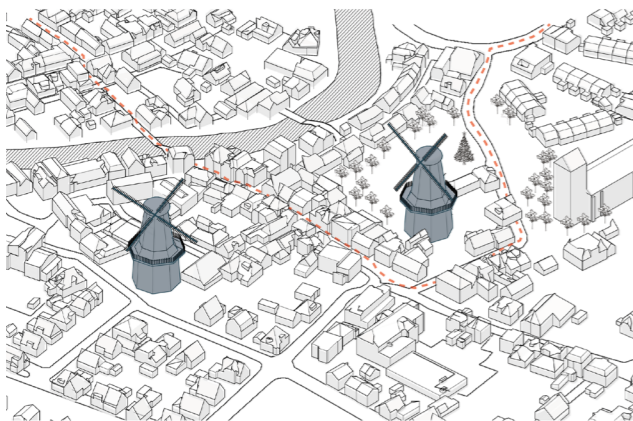
- 1. Waltriduskerk, Bedum**
This Romanesque-Gothic church from the 13th century is famous for its leaning tower, which is even more crooked than the Tower of Pisa. The church forms a historic centerpiece for the village of Bedum and offers an exceptional view of the Groningen wadden landscape.
- 2. Petruskerk, Pieterburen**
This characteristic 14th-century village church stands on a mound. It is known as the starting point of the Pieterpad walking route. The church also reflects the long history of settlement and region in the northern coastal region.
- 3. Museum Wierdenland, Ezinge**
This museum shows life on mounds, which are artificial hills that offered protection from 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 early 20th century. The artists 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, Lems**
Historic landscape, with manor house, farm and museum. Provides an insight into aristocratic life and daily existence in the Groningen countryside through the centuries. The museum displays historic interiors, art and utensils.
- 6. Fishing village, Zoutkamp**
An authentic fishing village with a historic harbour on the Reitdiep. Zoutkamp tells the story of fishing, shipping and life on the water, where the sea and the inland meet. The characteristic warehouses are a reminder of this history.
- 7. Wadden Sea World Heritage Centre (WEC), Lauwersoog**
This interactive visitor centre is dedicated to the Wadden Sea UNESCO World Heritage Site. Discover the dynamics of the tides, birds, marine life and the relationship between humans and 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. Provides an insight into how people lived and worked in the Hogeland region in the 19th and early 20th centuries. Shows how the landscape determined 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. This manor house shows how the Groningen elite lived surrounded by art, architecture and landscape. The manor house now functions as a museum and offers a glimpse into aristocratic life in North Groningen.
- 10. Observationtower, Warffum**
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.

FAUNA SPECIES

- Zeehond
- Slechtvalk
- Torenvalk
- Tureluur
- Velduil
- Veldeeuwerk
- Visdief
- Zeearend
- Zilverplevier
- Zwarte ruitier
- Kluut
- Rosso grutto
- Scholekster
- Kleine karekiet
- Kieviet
- Kokmeeuw
- Rietzanger
- Rietgors
- Gestreepte strandloper
- Grauwe franjepoot
- Goud plevier
- Grutto
- Ijvogel
- Kemphaan
- Kanoet
- Brandgans
- Roodhalsgans
- Bergeend
- Bonte strandloper
- Blauwe kiekendief
- Bruine kiekendief
- Buizerd
- Slobeend

FAUNA

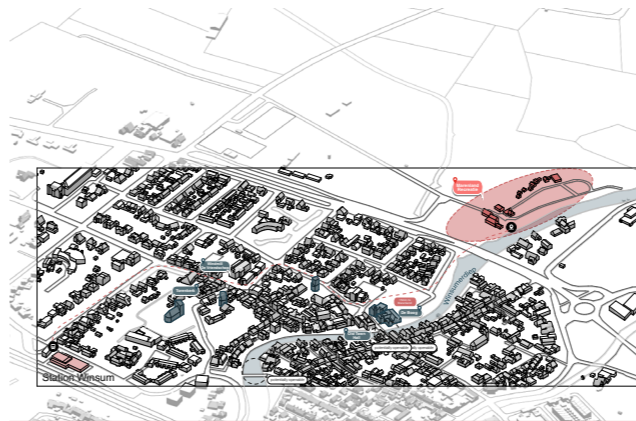
- Spindotterbloem
- Knoopkruid
- Kattendoorn
- Gele morgenster
- Paarse morgenster



Bird-eye view 1 | The Windmills



Bird-eye view 2 | Marenland Recreatie



Bird-eye view 3 | The historical center





CULTURAL LANDSCAPE

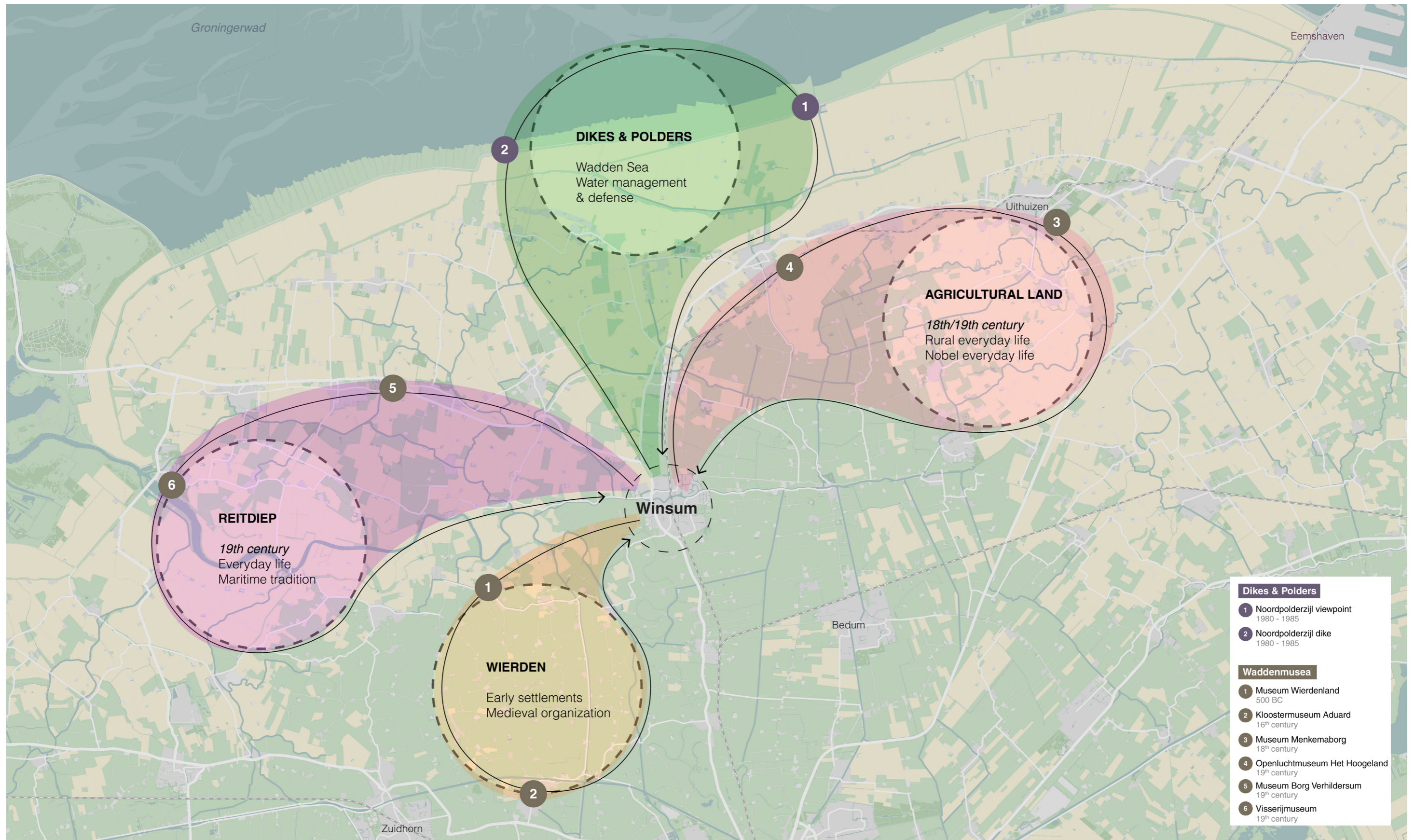


photos: het groninger landschap
<https://www.groningerlandschap.nl/>

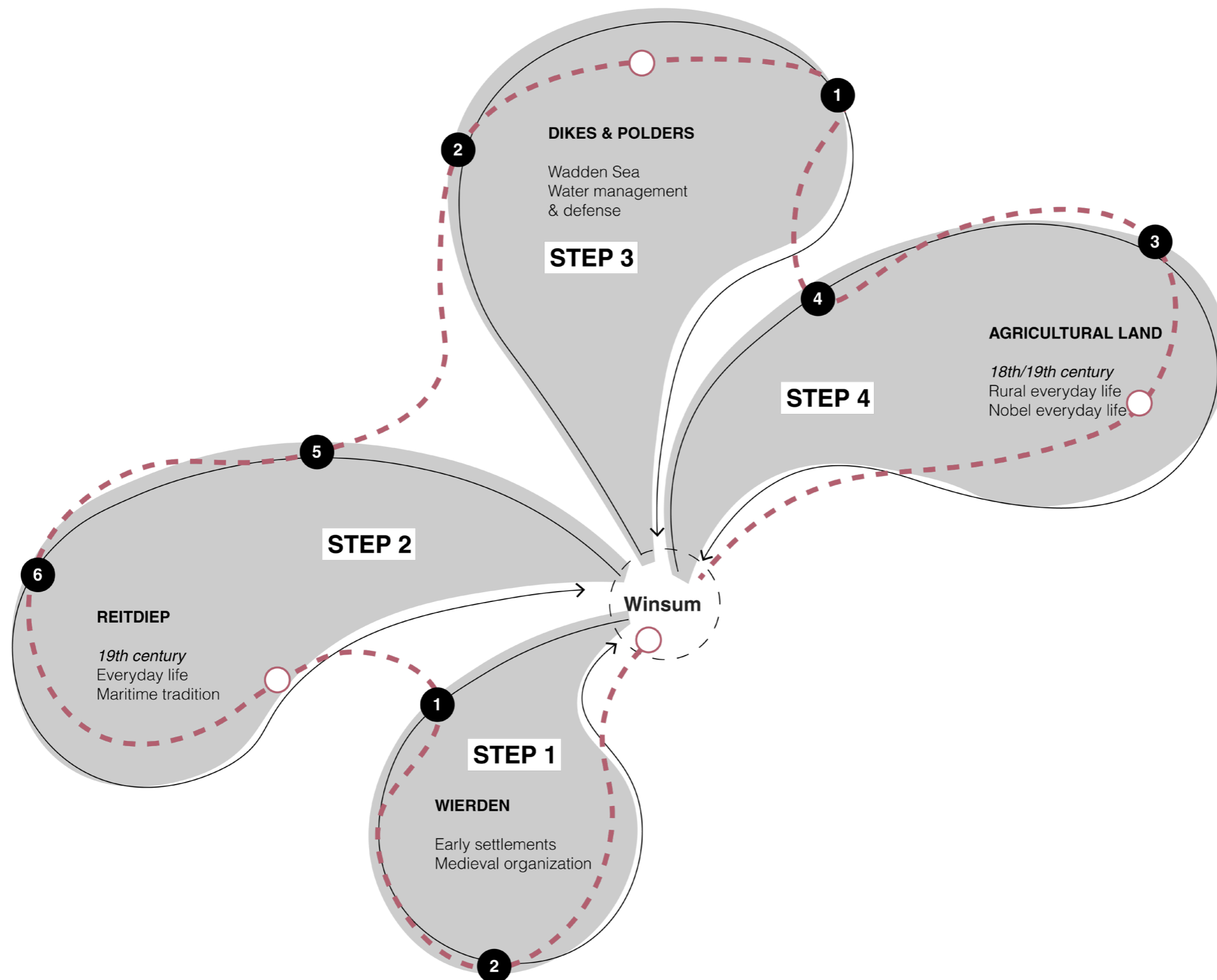
Connecting the dots



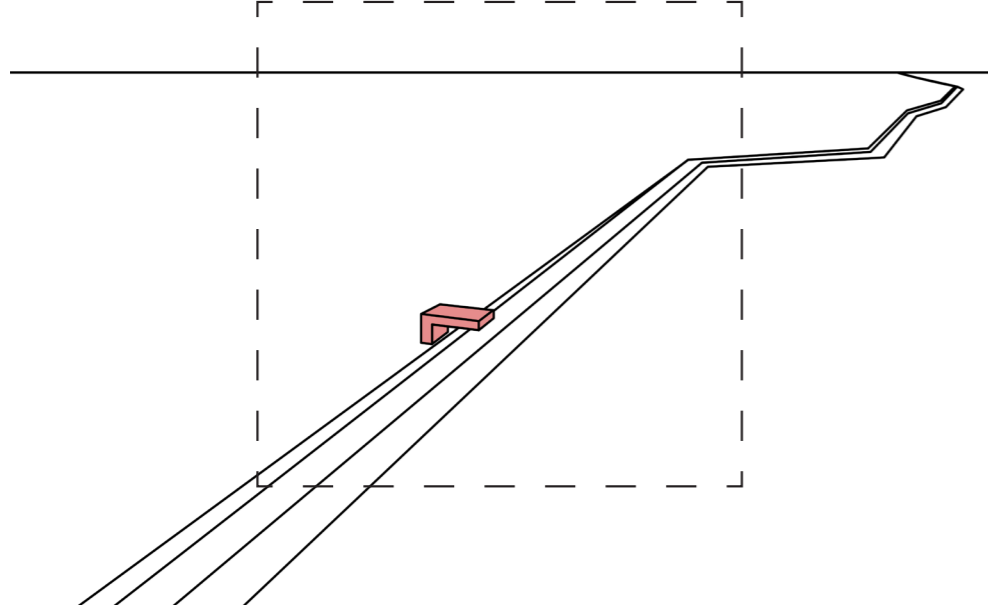
Connecting local museums with landscape



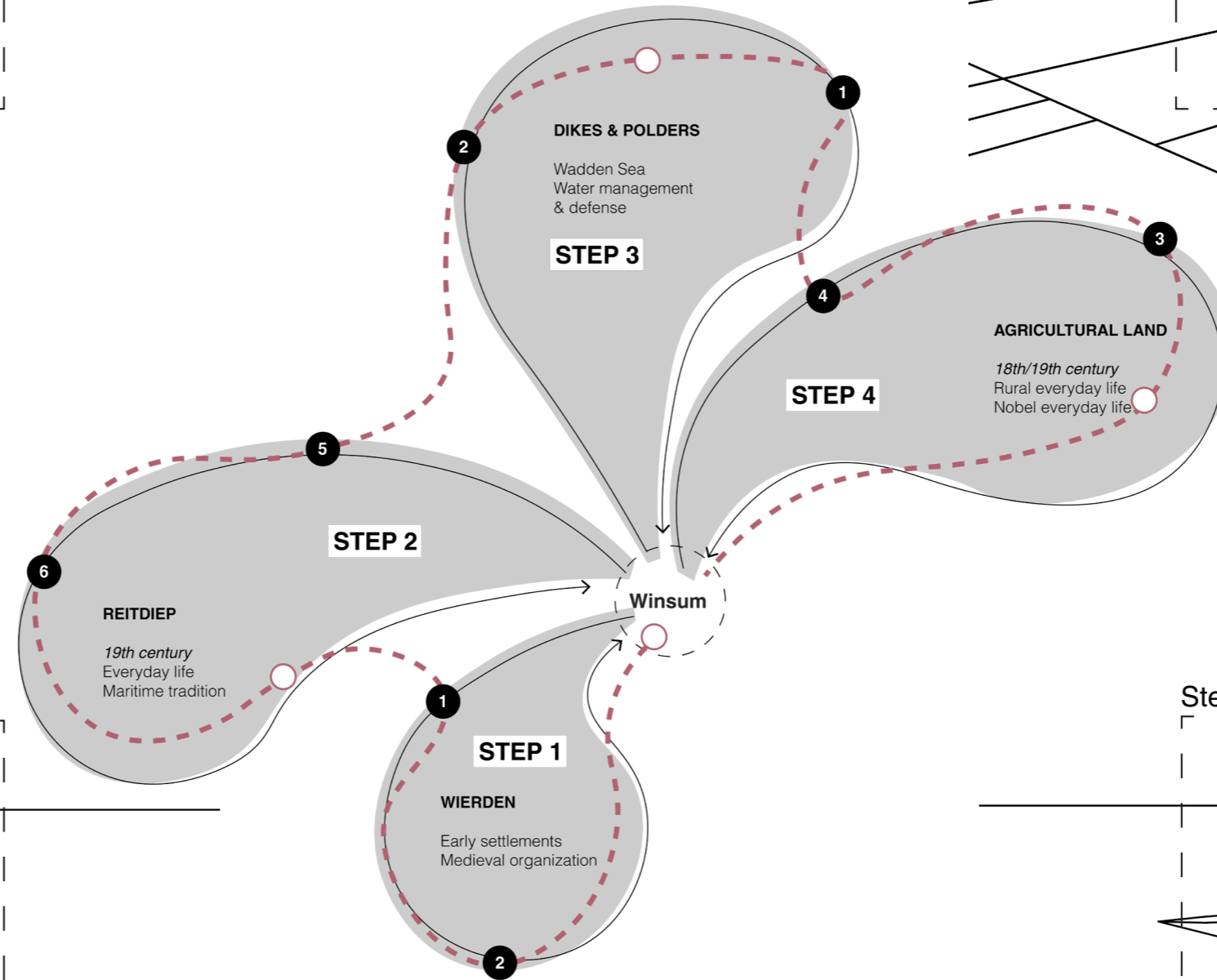
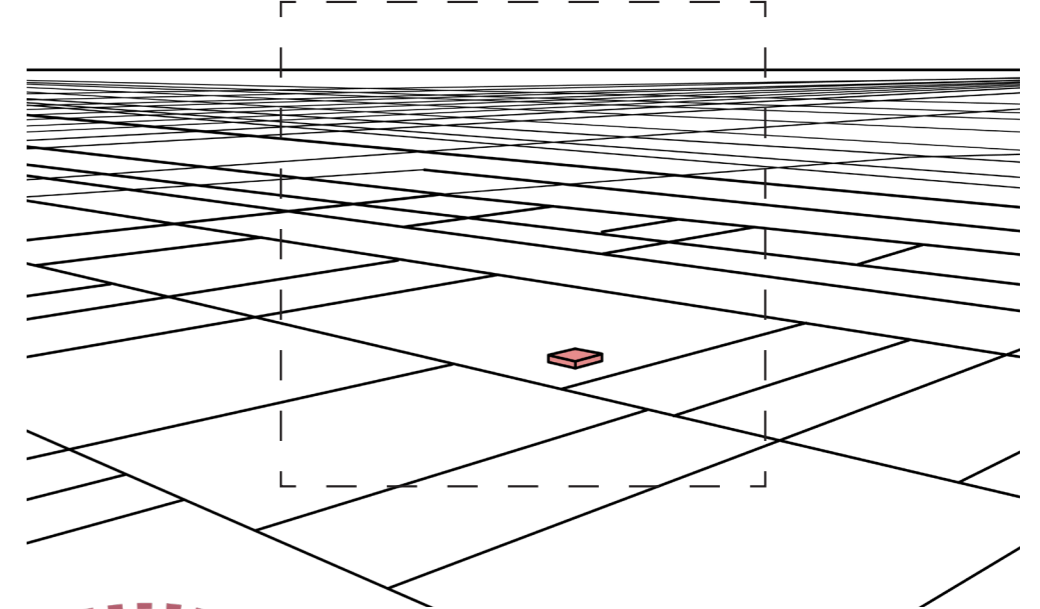
A regional experience starting in Winsum



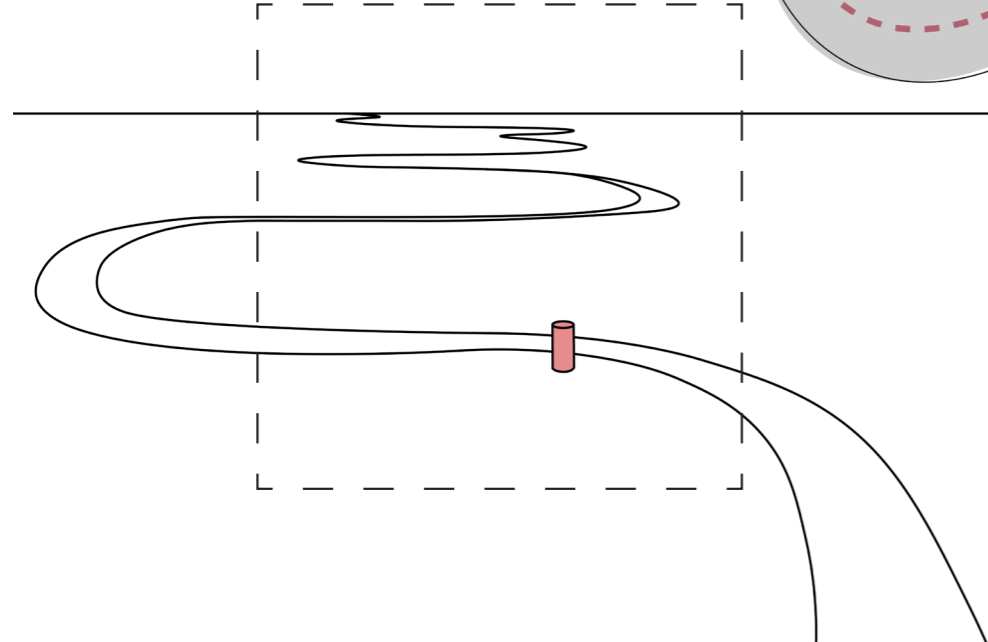
Step 3 - dikes & polders



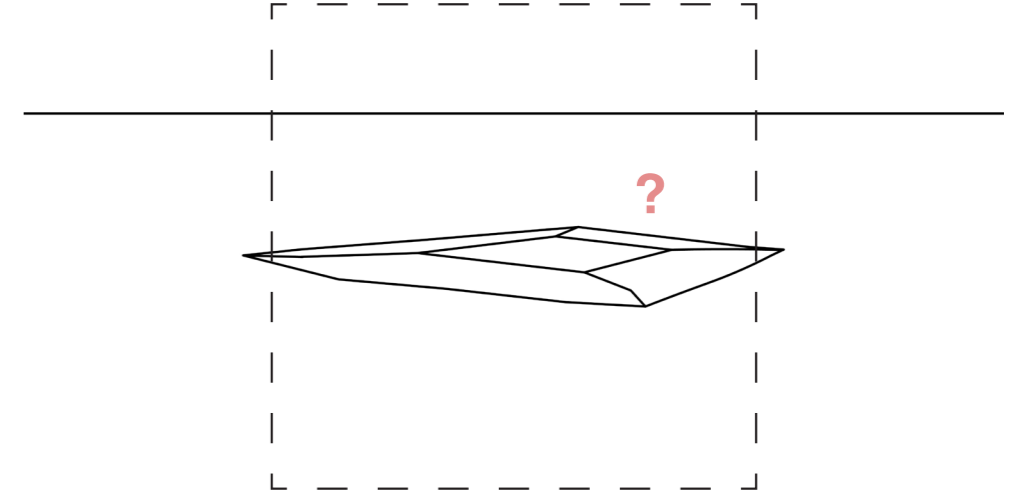
Step 4 - agricultural land



Step 2 - reitdiep



Step 1 - wierden



Marenland - the building site

Water related activities - canoe and boat rental
Camping



photo: Niels Kooistra

hotel

activity center

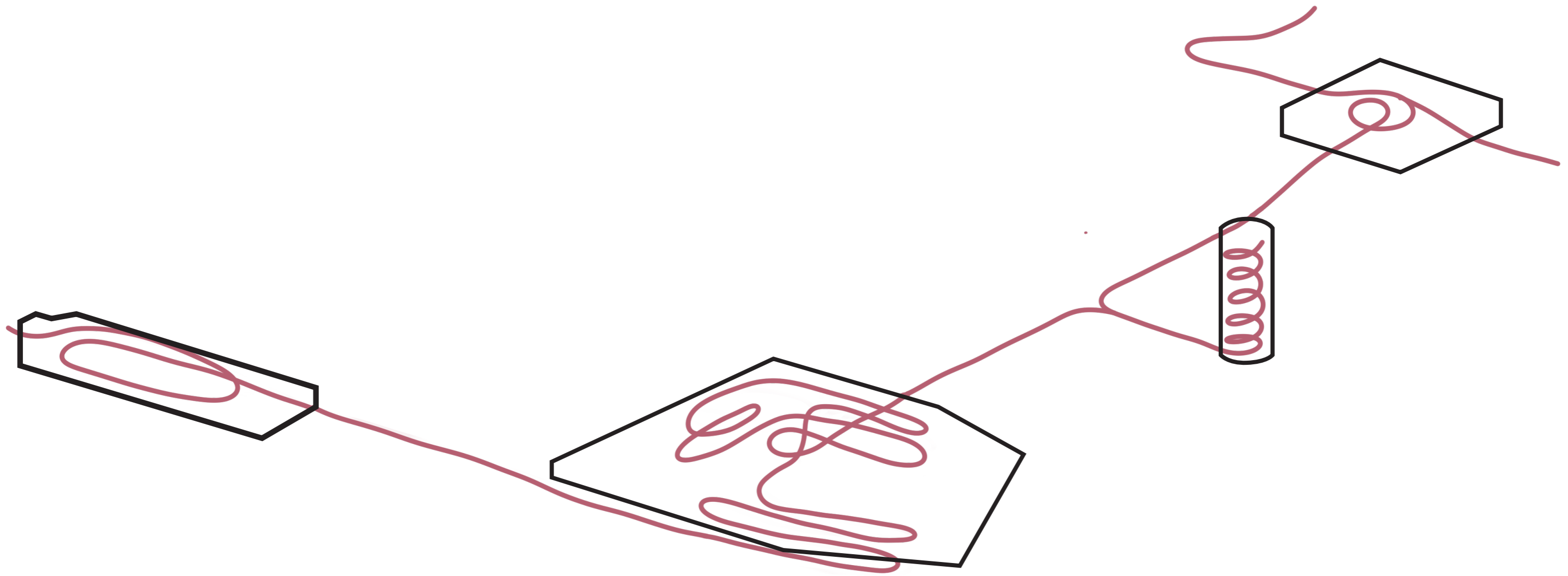
observation tower

arrival

pieterpad
main pedestrian
entrance

parking

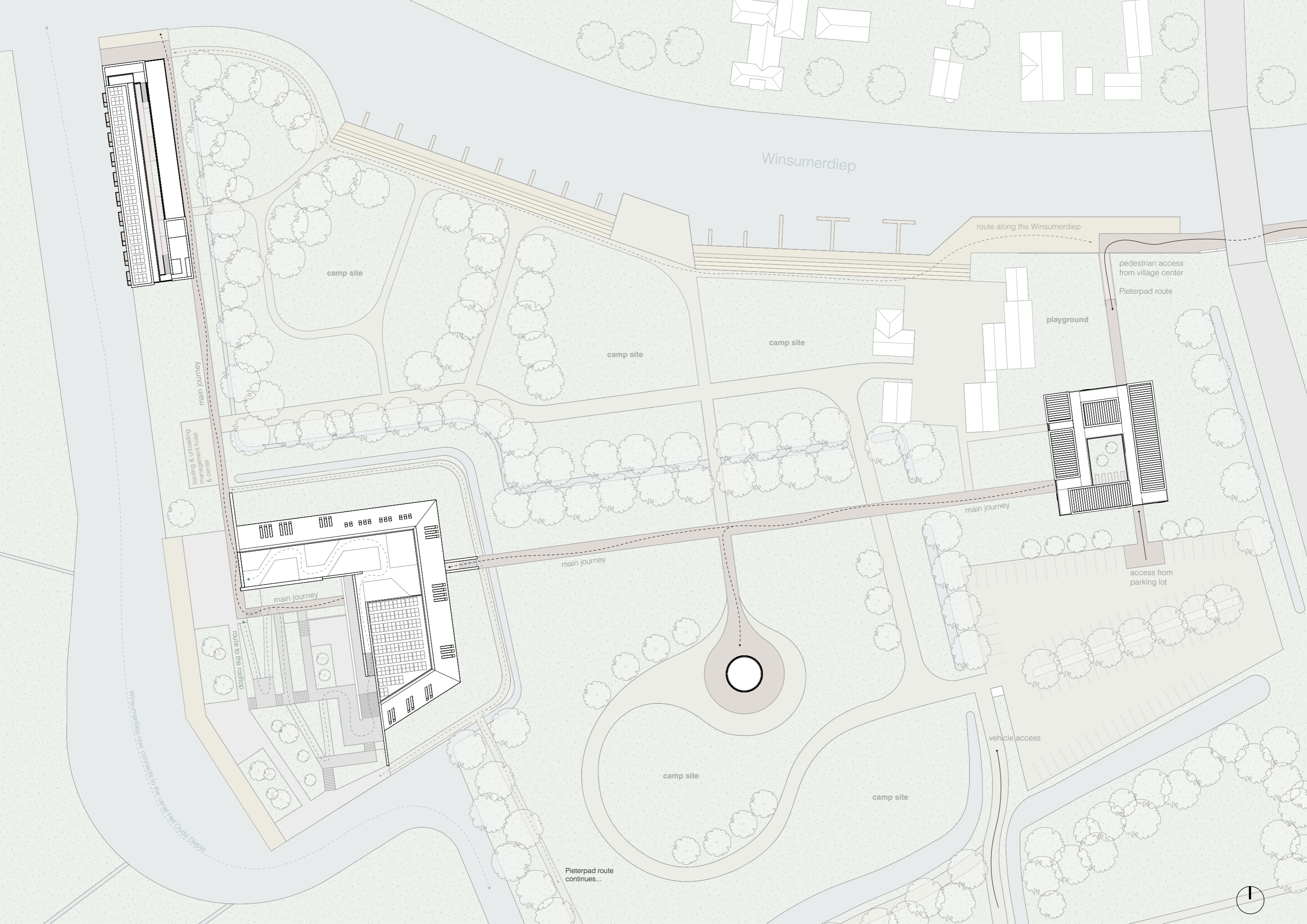




A journey of different perspectives of the landscape



A new canal connecting Winsumerdiep and Oudediepje enhances the connection with water



Winsumerdiep

camp site

camp site

camp site

playground

pedestrian access from village center

Pieterpad route

main journey

loading & unloading management hotel & center

main journey

main journey

main journey

route to the rooftop

access from parking lot

camp site

camp site

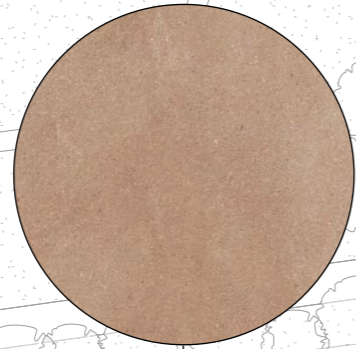
vehicle access

Winsumerdiep now connects to the Canal Het Oude Diepje

Pieterpad route continues...

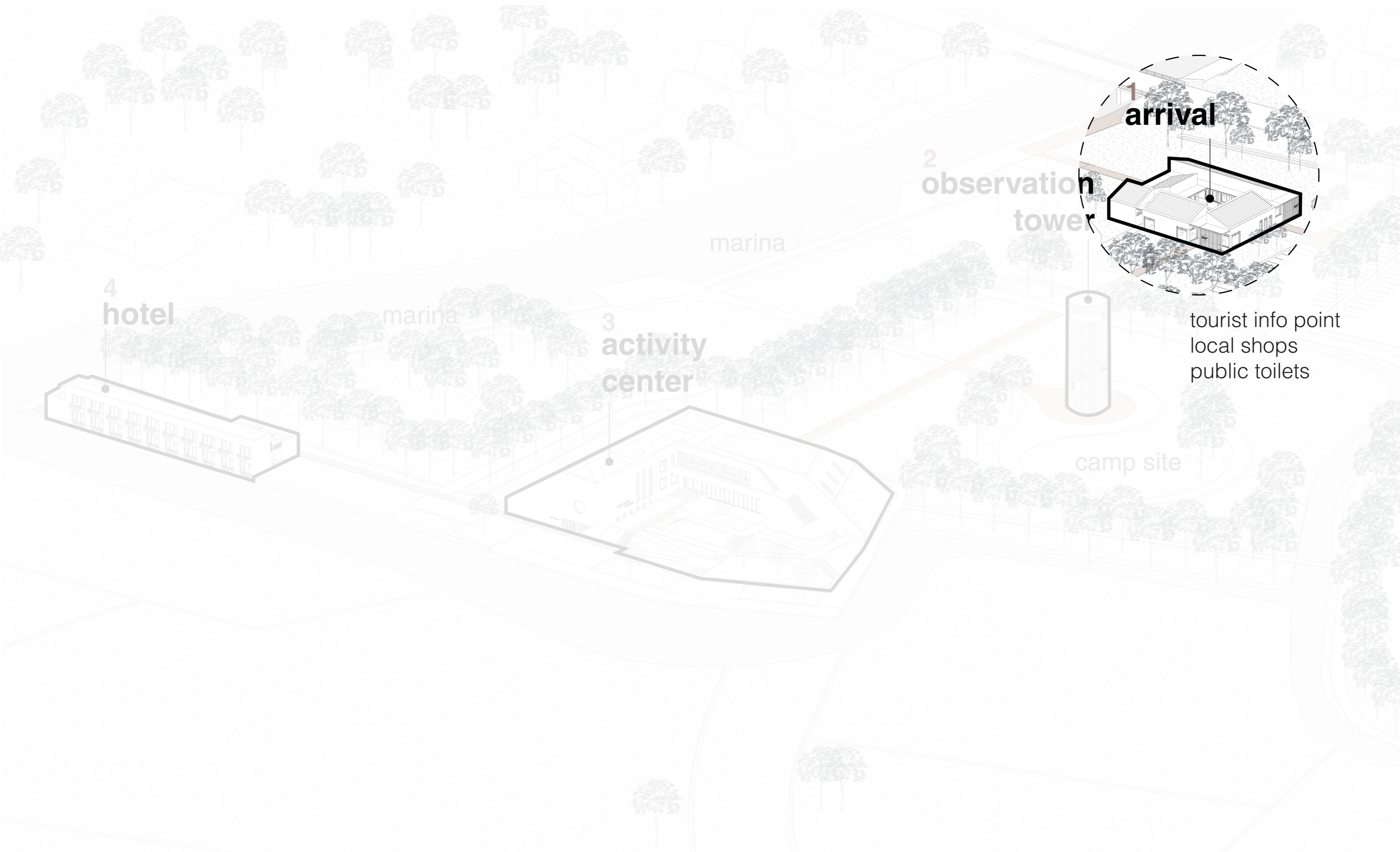


terracotta microcement
on interiors



clay bricks
on main pathway





1
arrival

2
observation
tower

3
activity
center

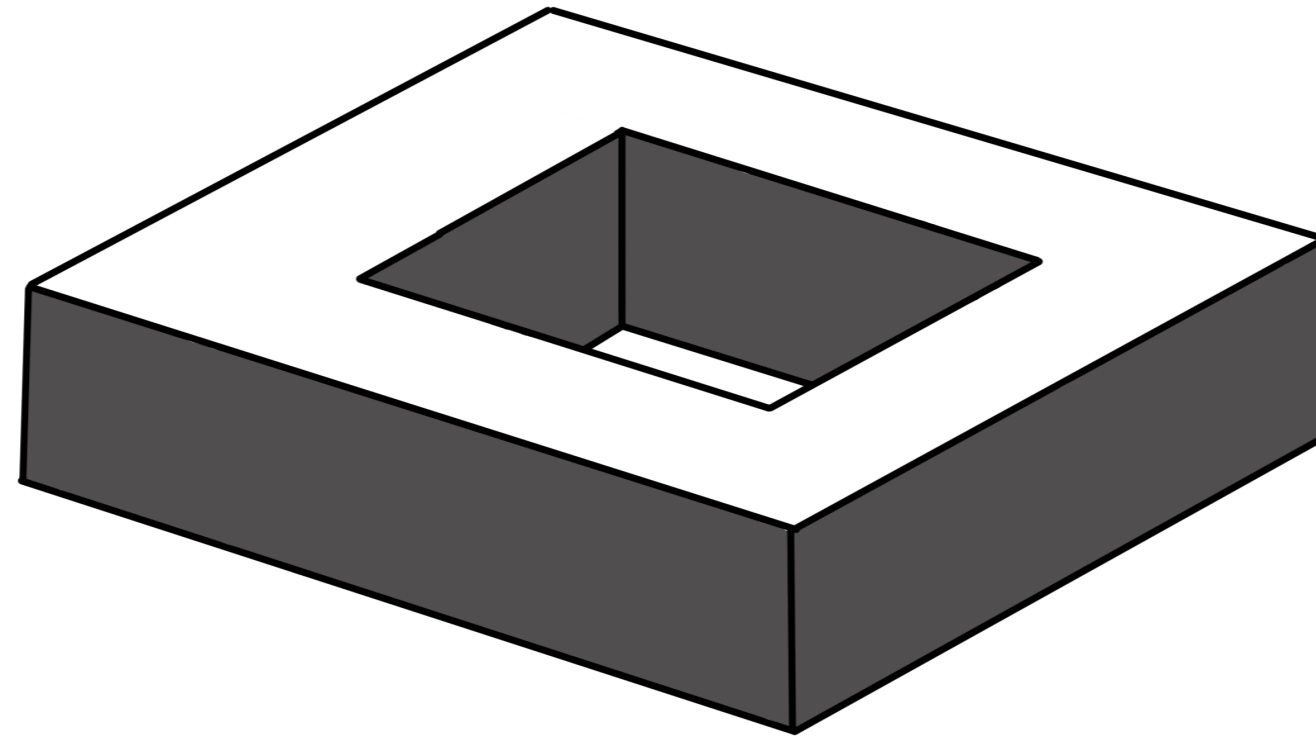
4
hotel

tourist info point
local shops
public toilets

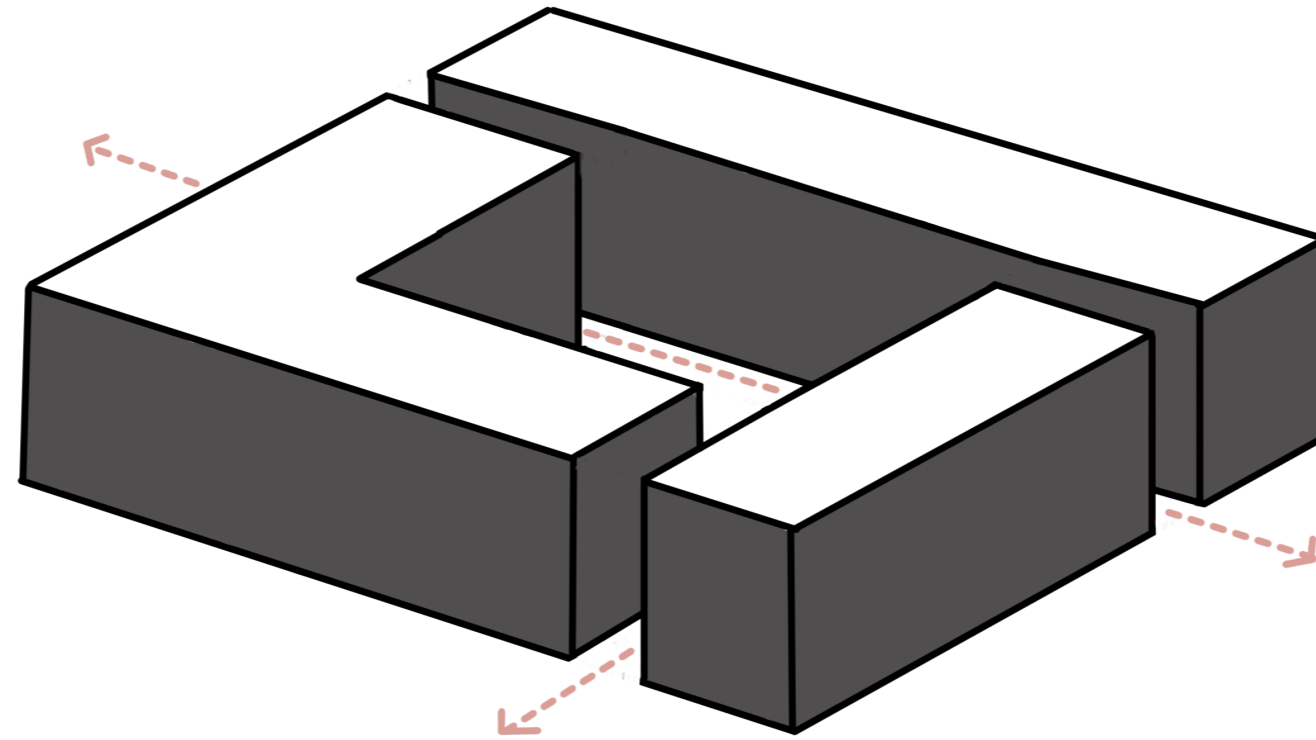
camp site

marina

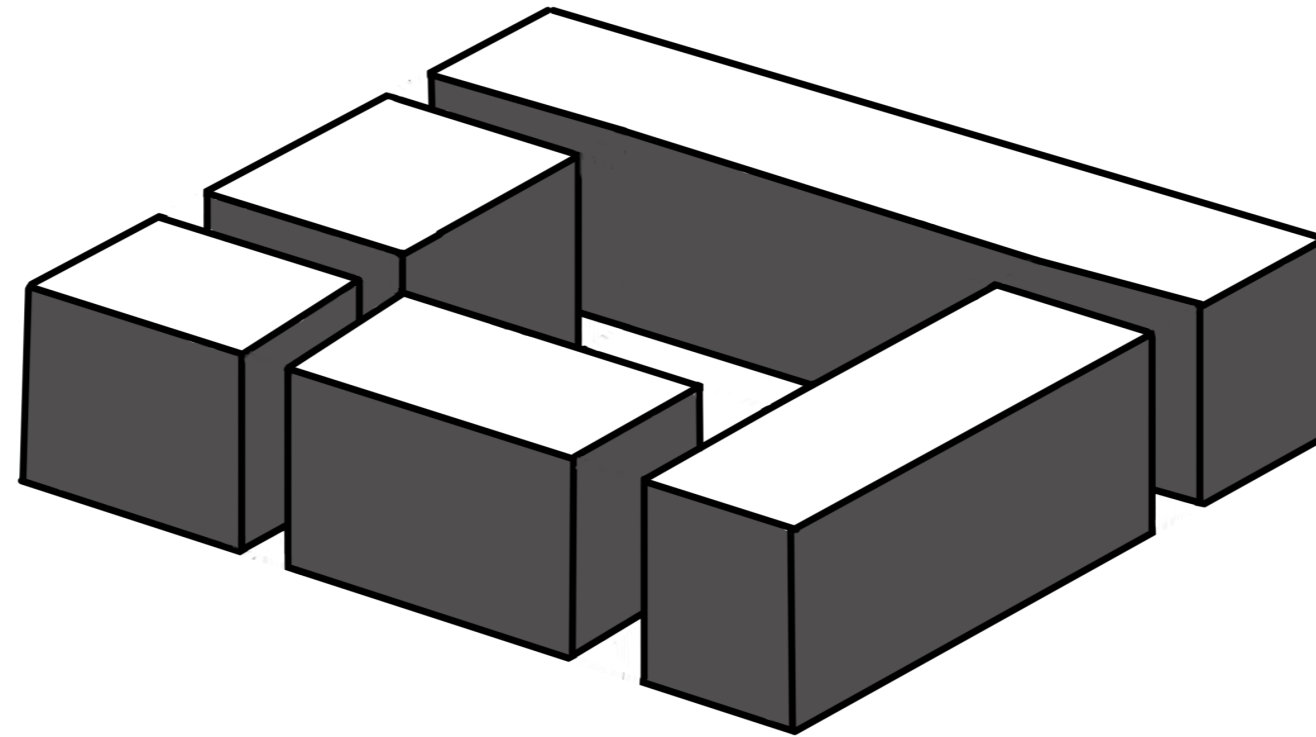
marina



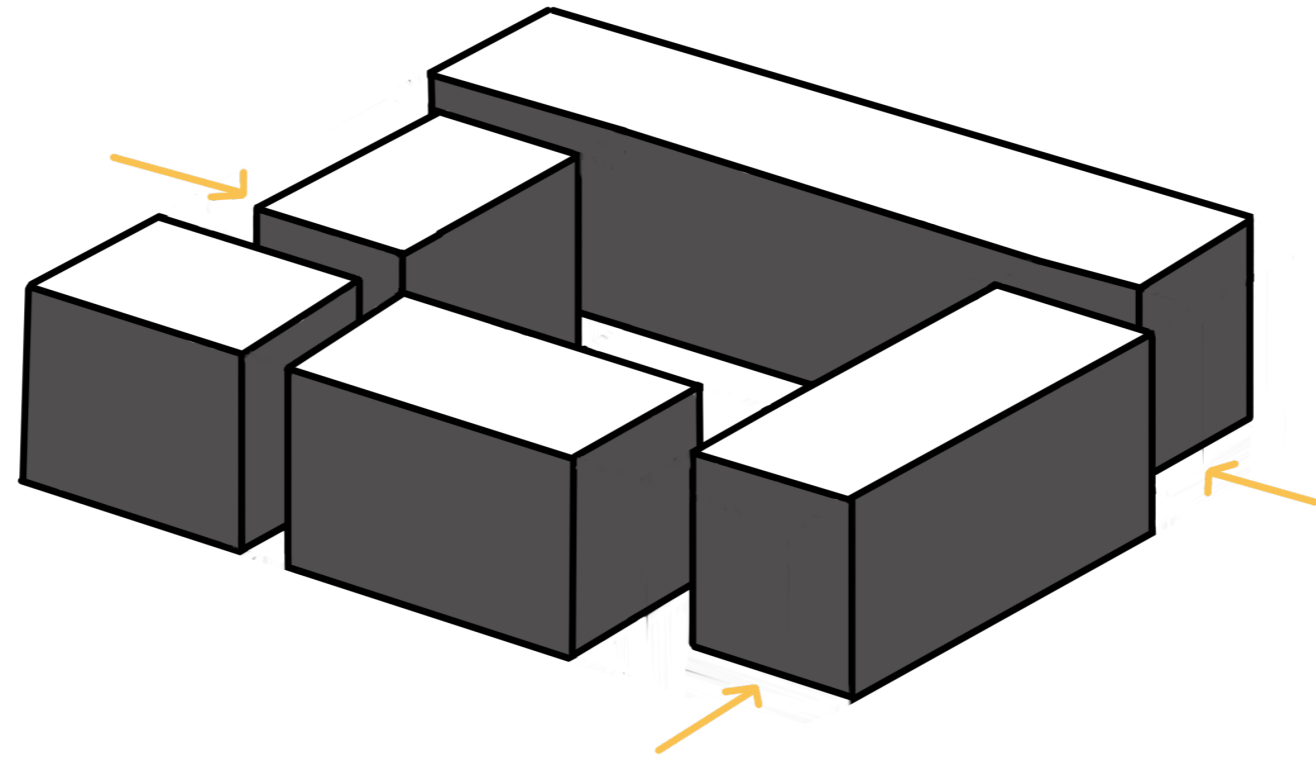
box organized around a courtyard



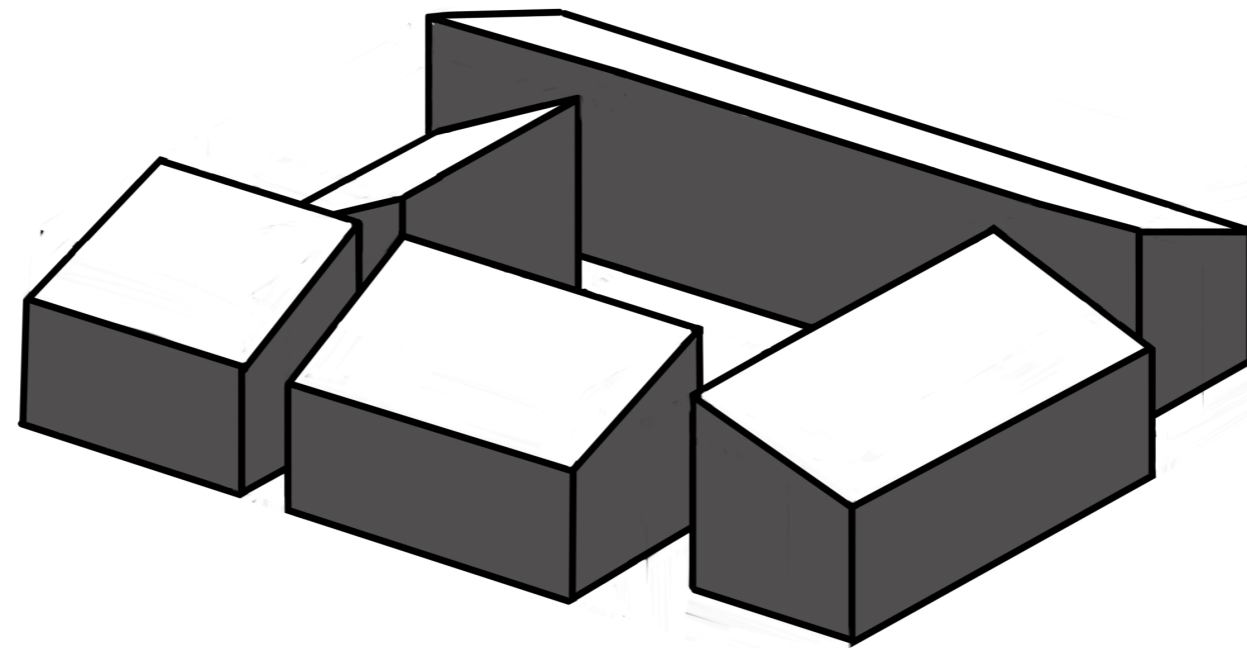
box is cut through on main pathway
connecting to courtyard



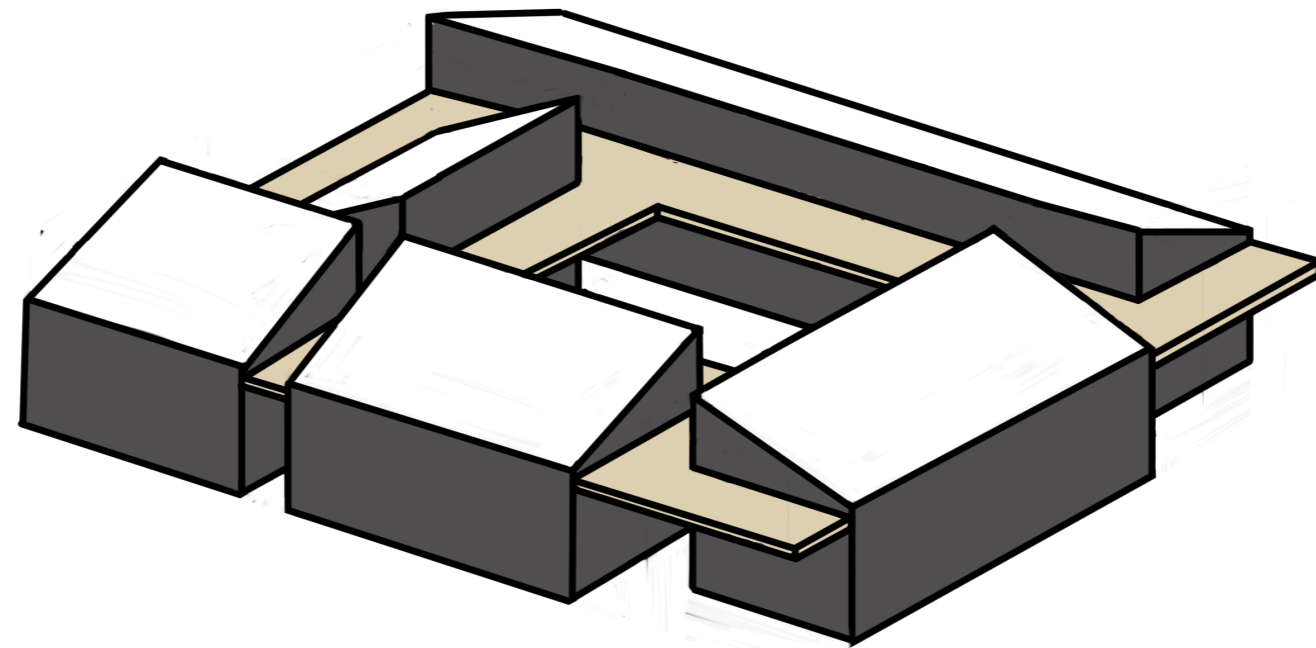
toilets are further separated for clarity



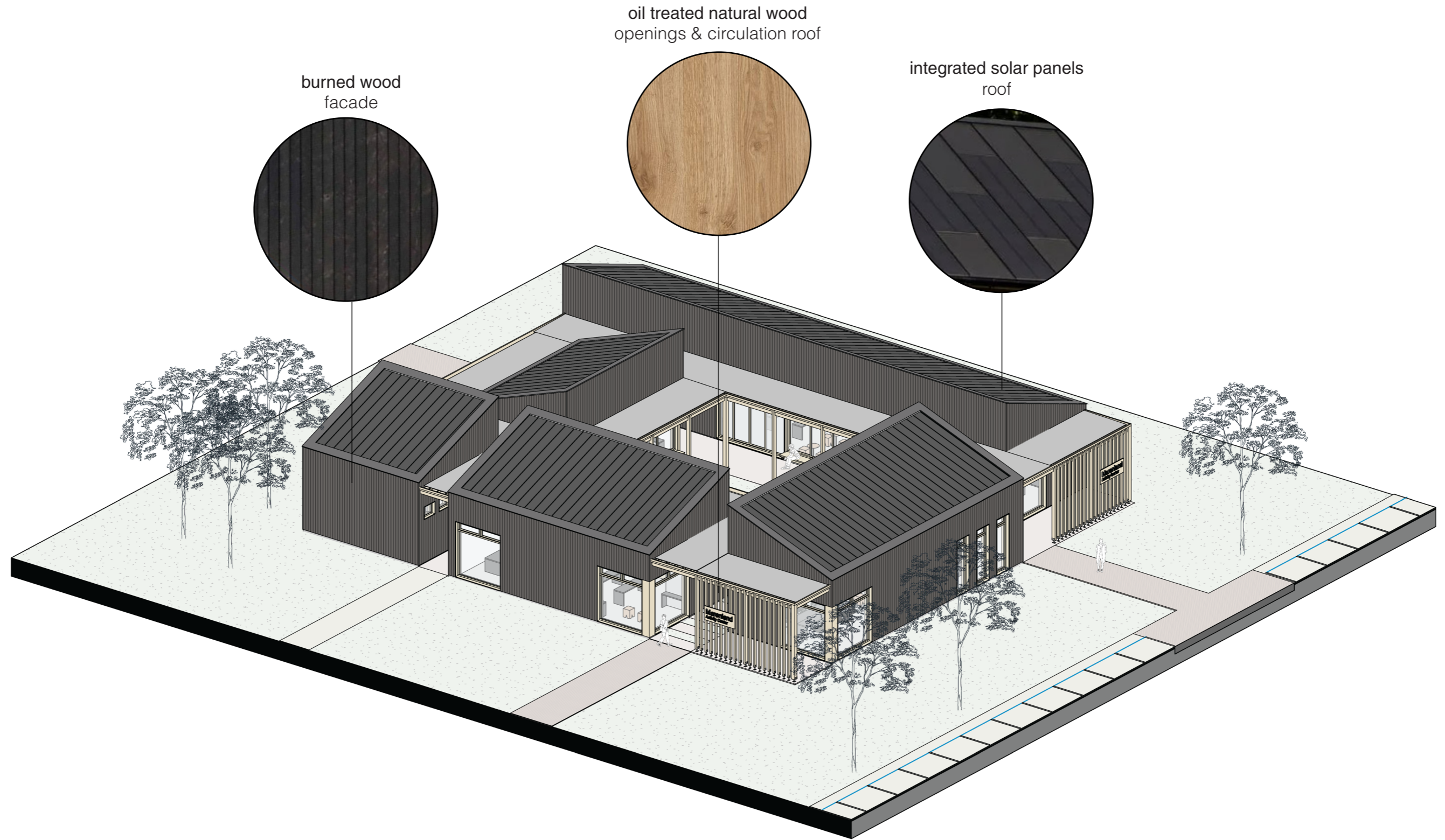
entrances are marked by setbacks



referring to existing buildings
roofs slope to the outer facade



blocks are connected through a roof
protects the circulation and ties everything
together



Axonometric view

main route directs people to the courtyard where all functions are accessible

Ground floor
1:200

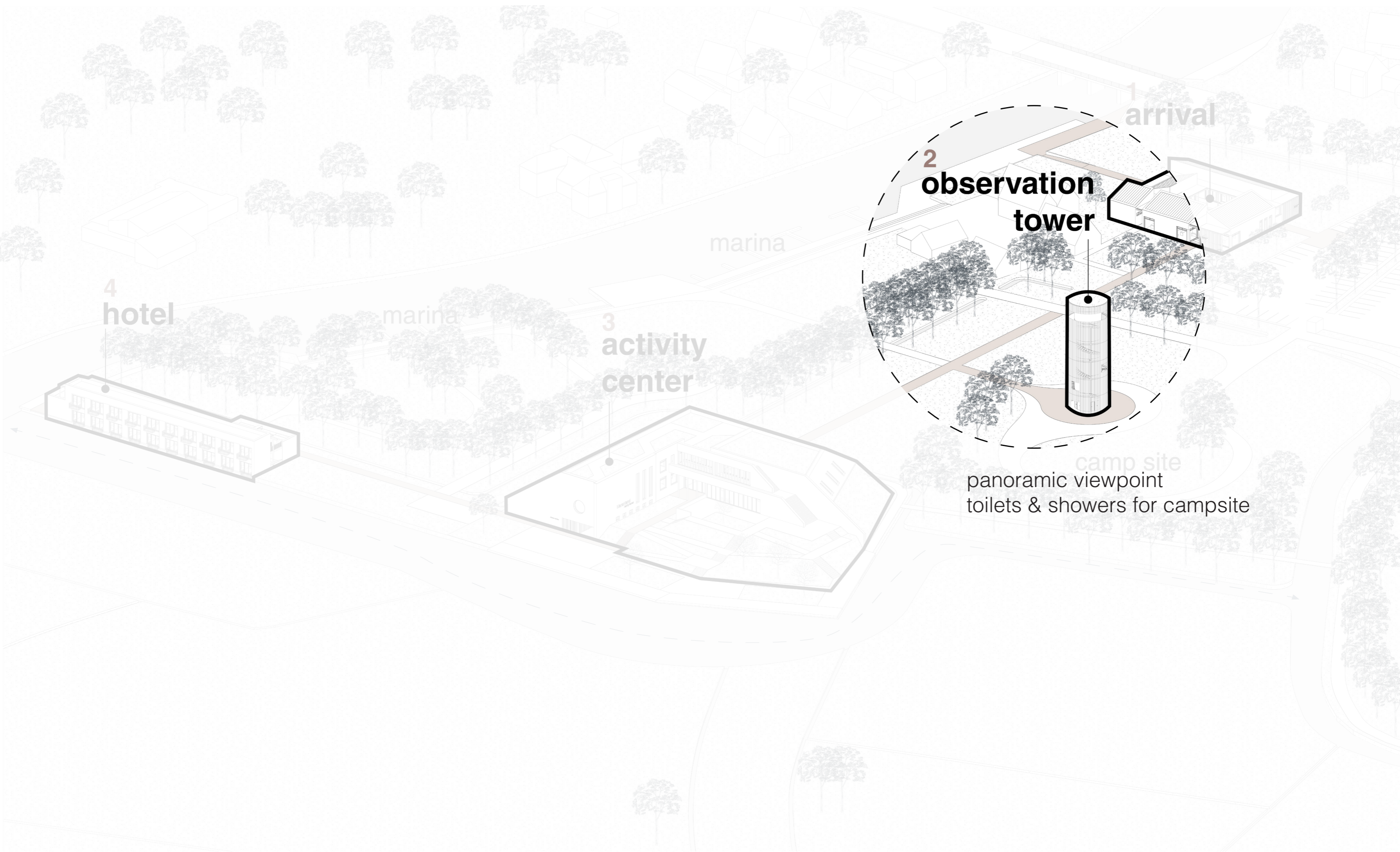




Entrances are further highlighted by wooden slats



Courtyard with large windows with integrated seating



4
hotel

marina

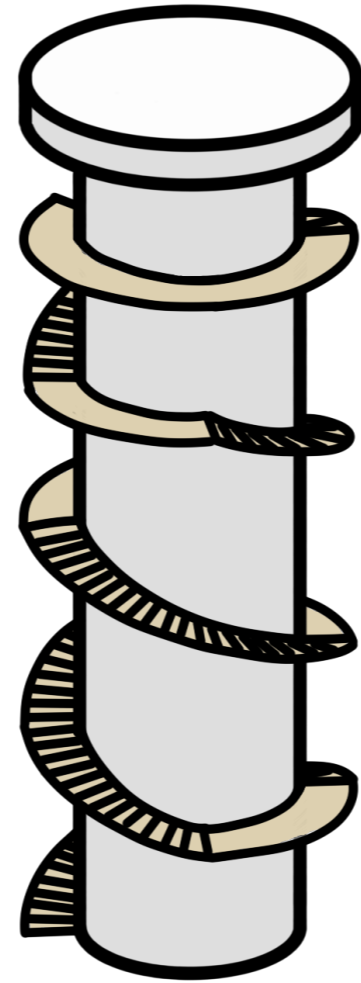
3
activity
center

marina

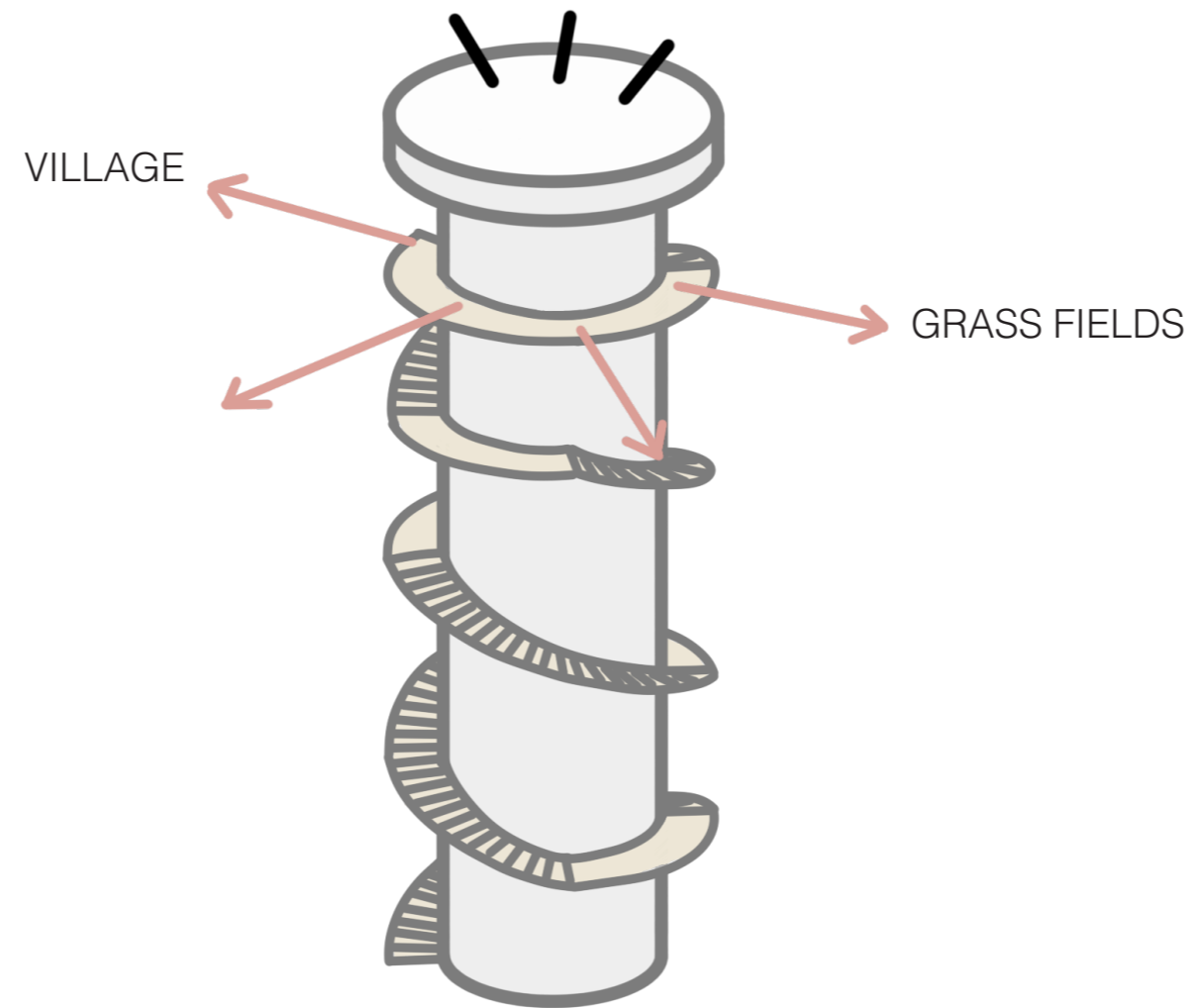
2
observation
tower

1
arrival

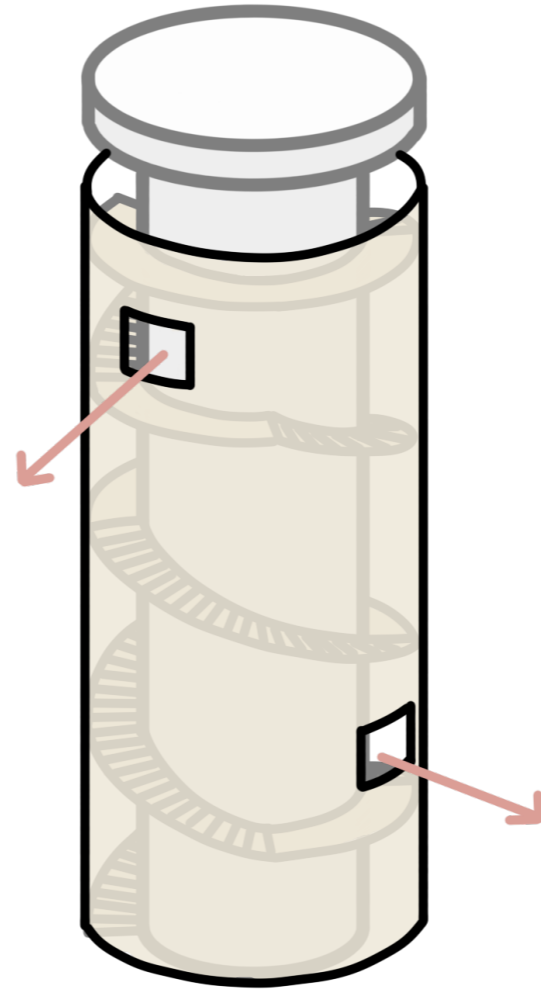
camp site
panoramic viewpoint
toilets & showers for campsite



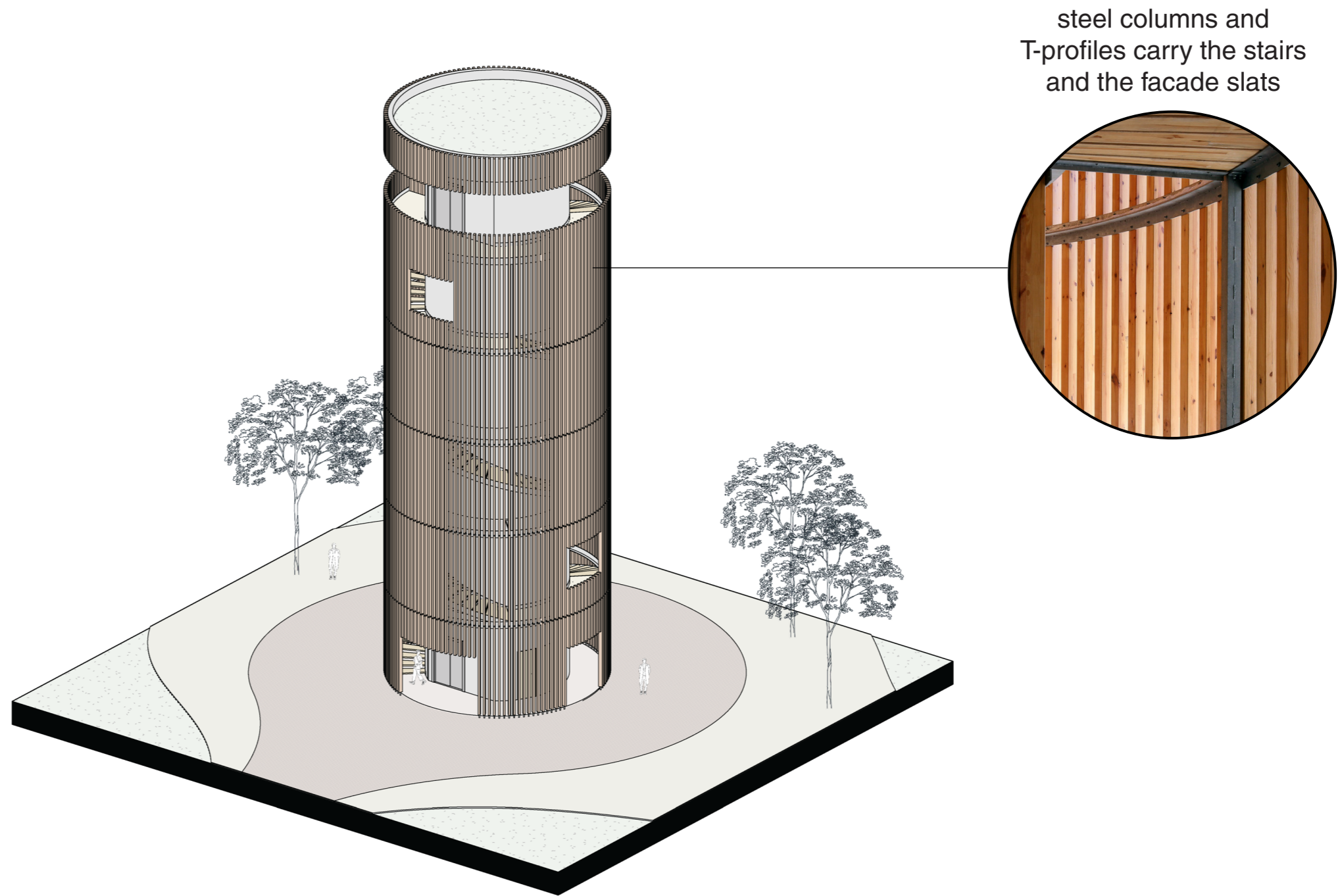
wooden stairs revolve around a core
going to the 5th floor



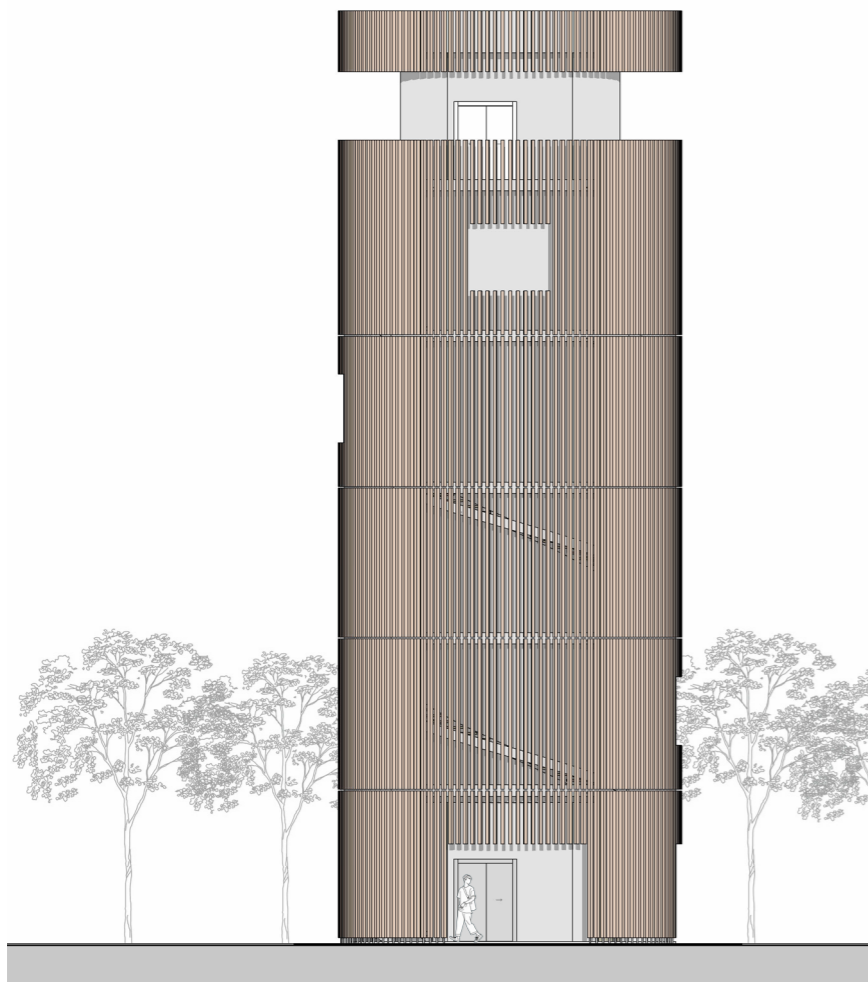
village and landscape are seen from higher angles



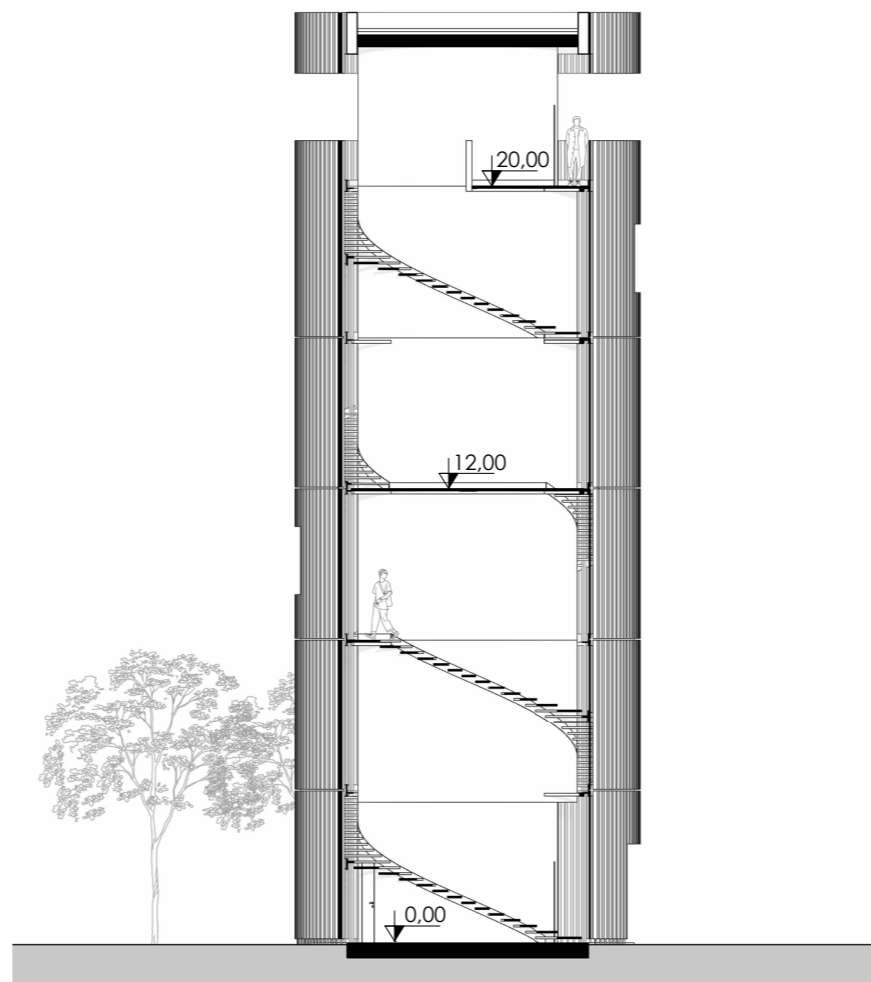
see-through facade frames the surroundings in each level along the route to the top



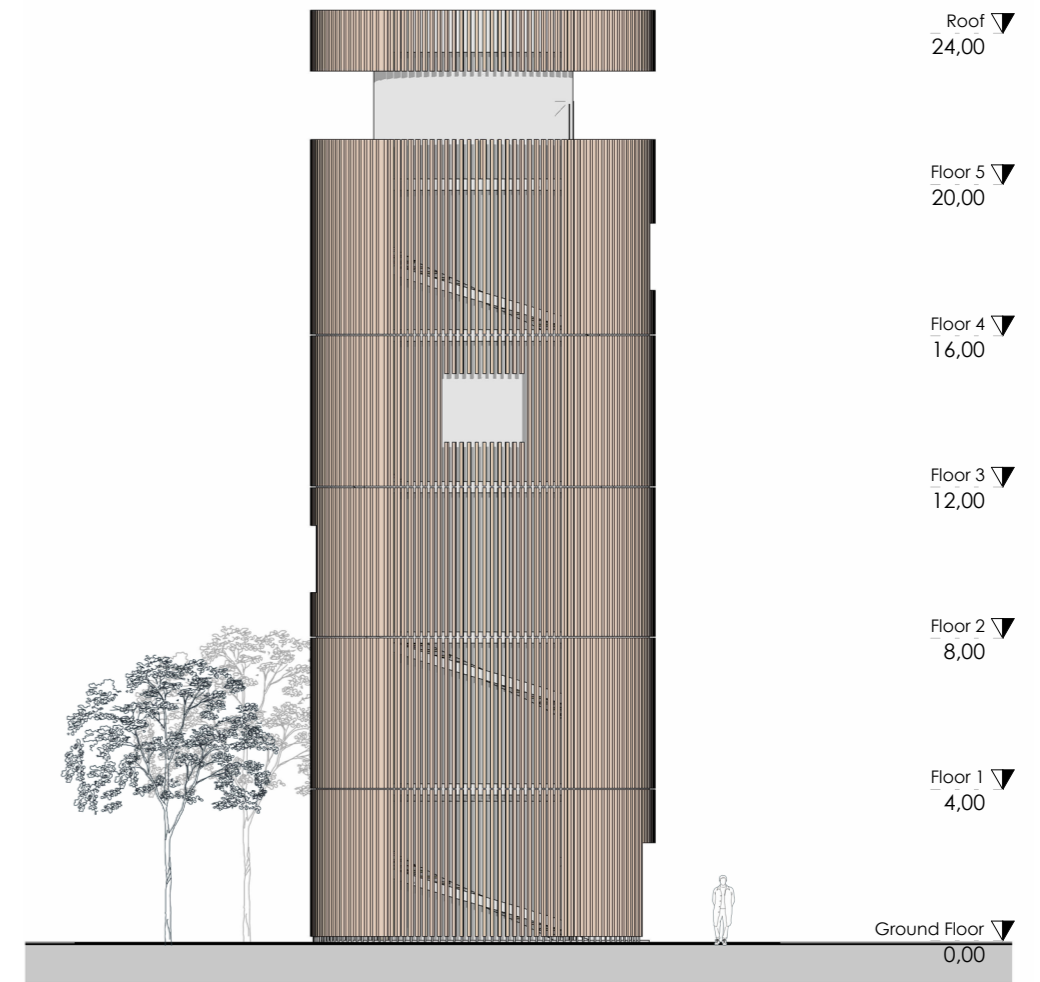
Axonometric view



Elevation 1
1:200

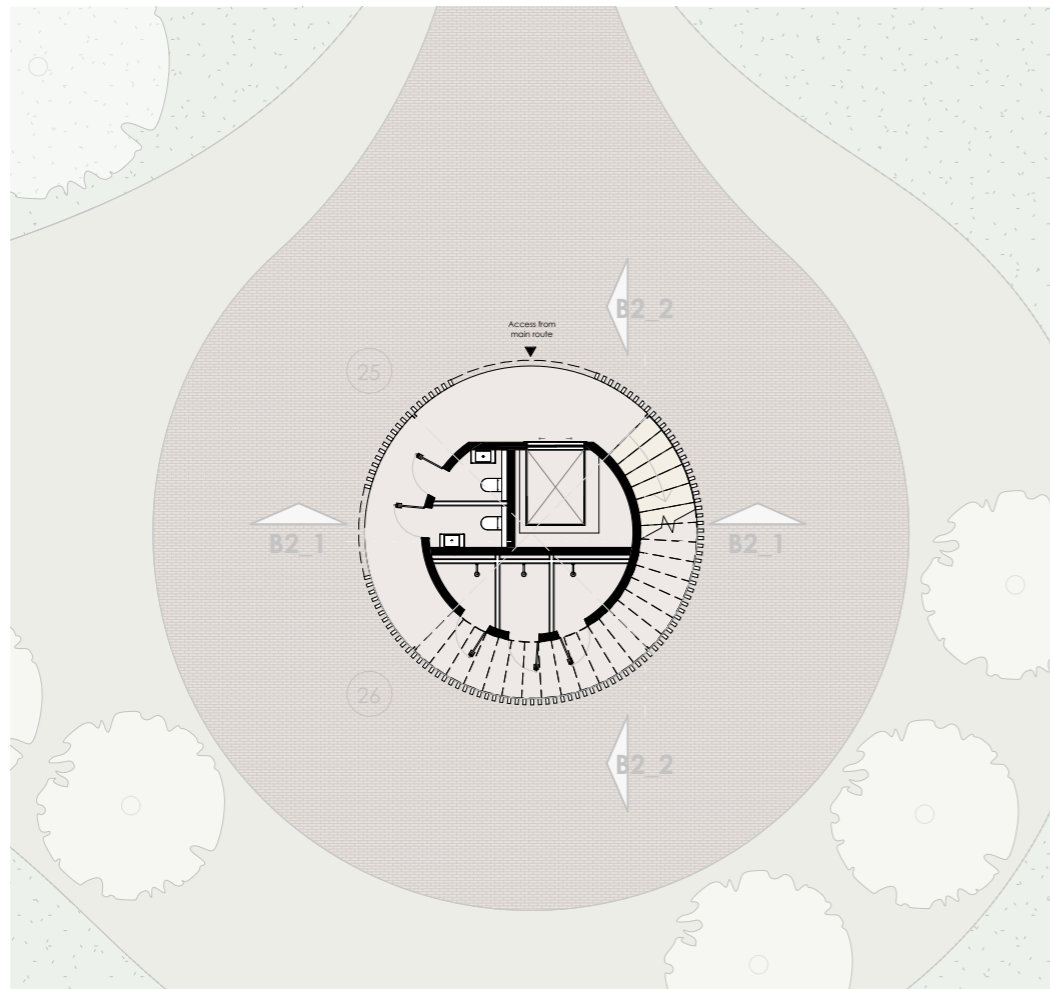


Section 2
1:200

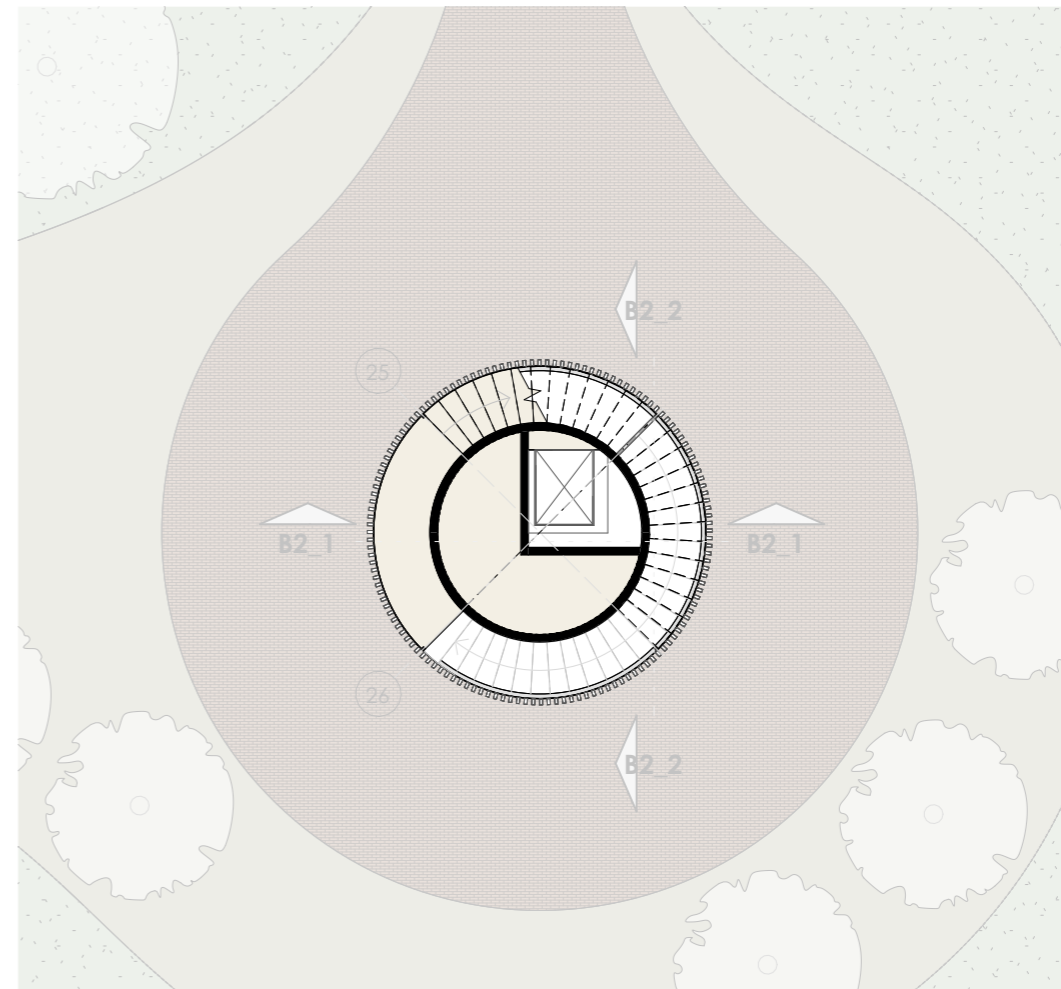


Elevation 2
1:200

people see through the facade when walking up
full experience of the surrounding landscape



Ground floor
1:200



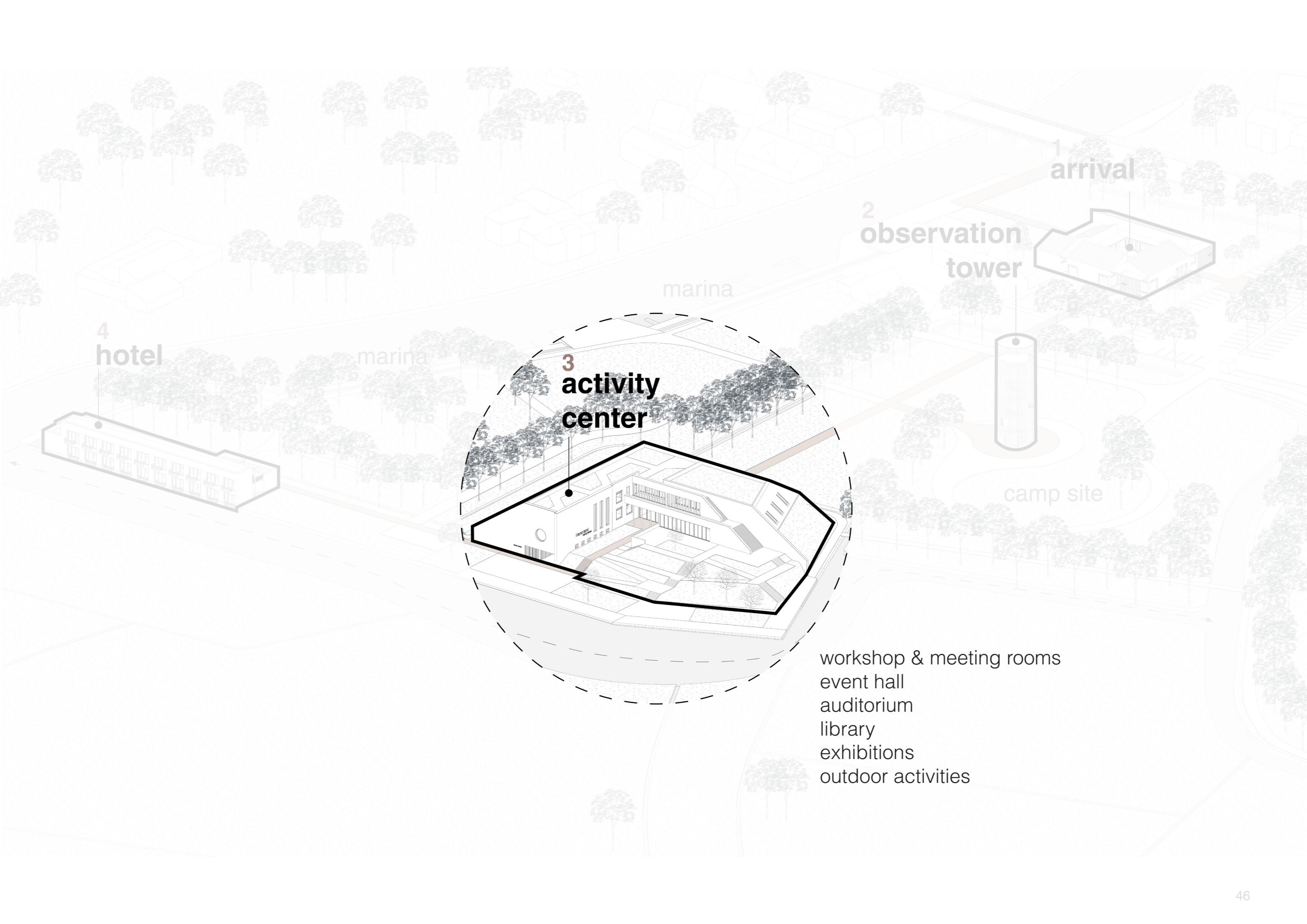
Standard floor plan
1:200



toilets and showers for campsite are placed in the core,
together with an elevator for accessibility



Tower seen from the marina



1 arrival

2 observation tower

3 activity center

4 hotel

marina

marina

camp site

workshop & meeting rooms
event hall
auditorium
library
exhibitions
outdoor activities

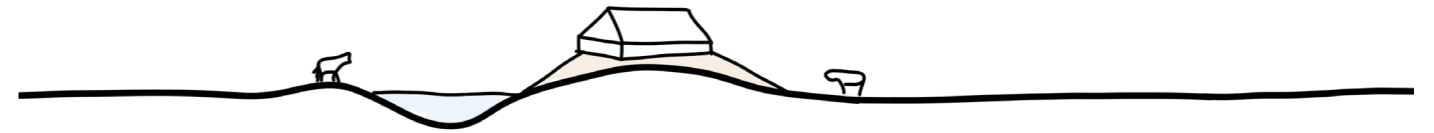
designed as a reinterpretation of a wierde



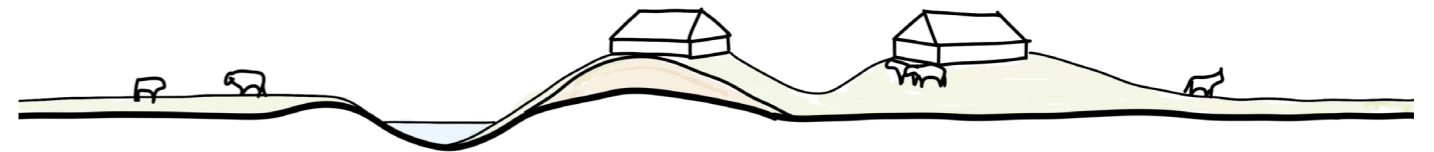
building seen from the arrival zone

ancient hills gradually raised to escape the water coming from the North Sea

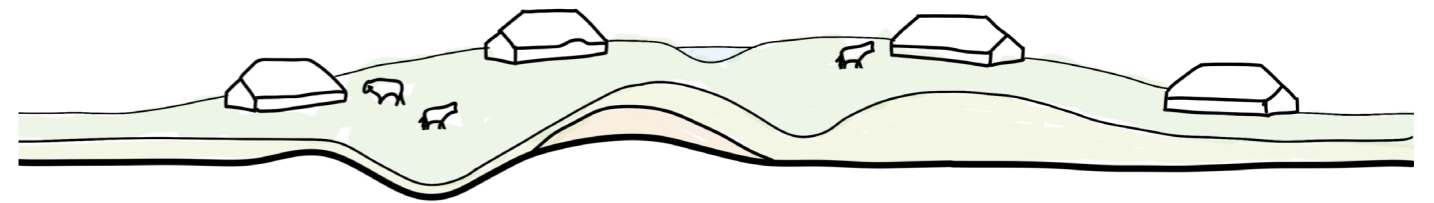
500BC



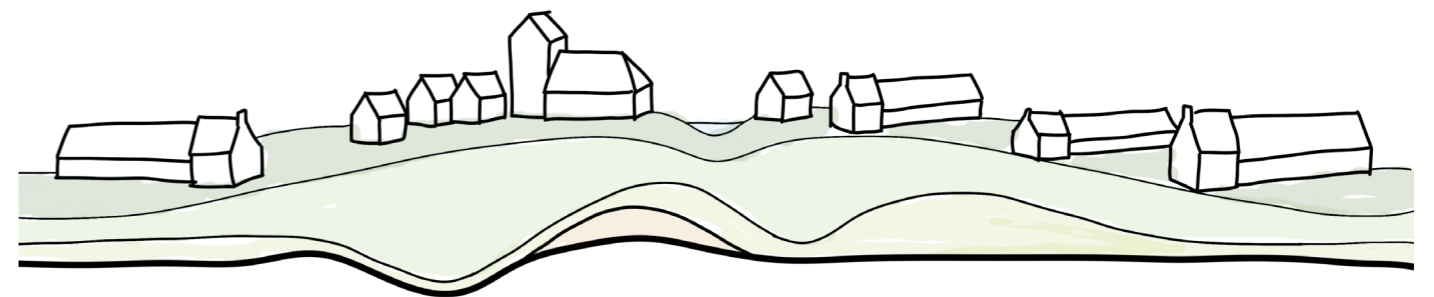
100BC



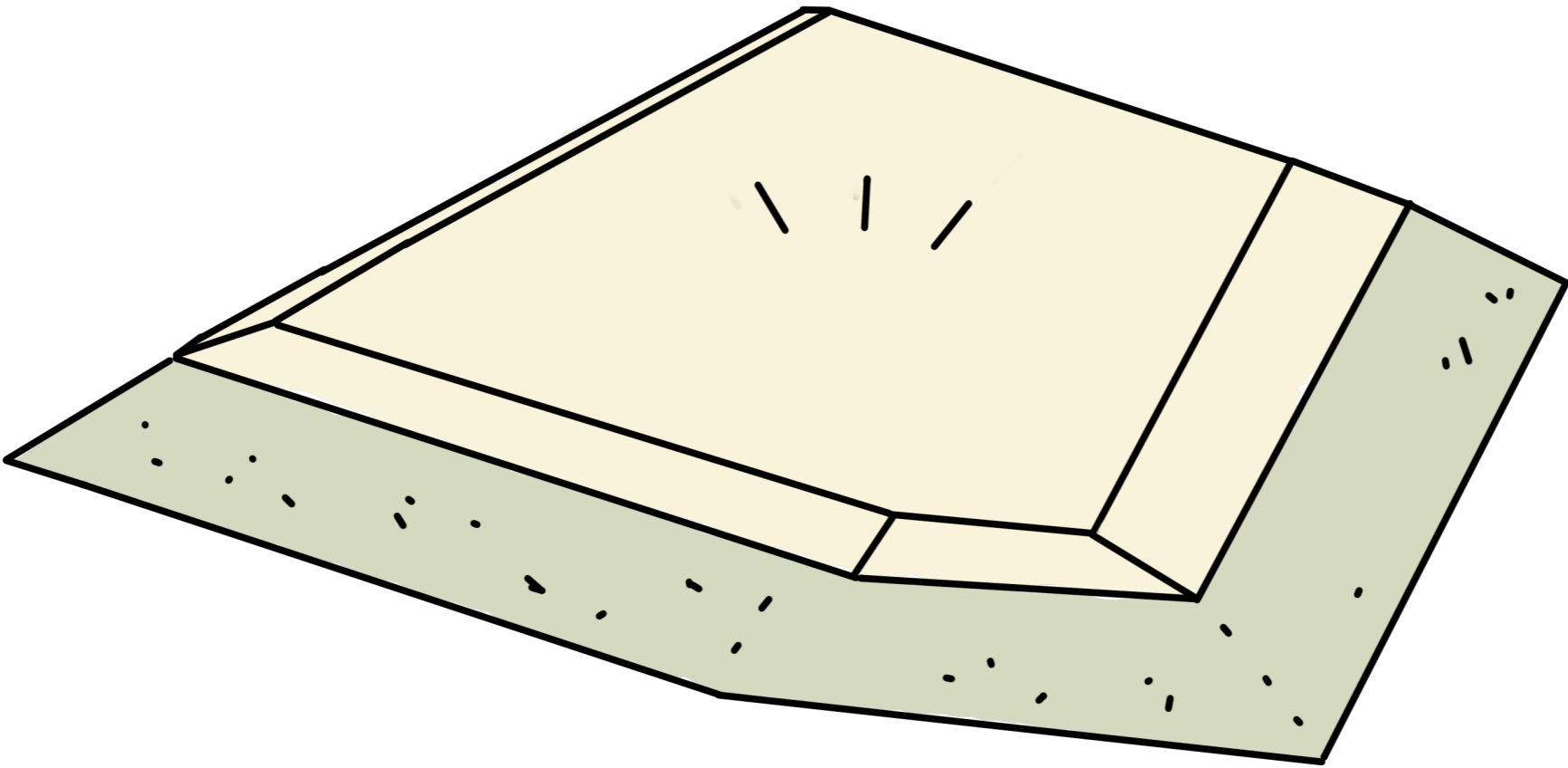
600AD



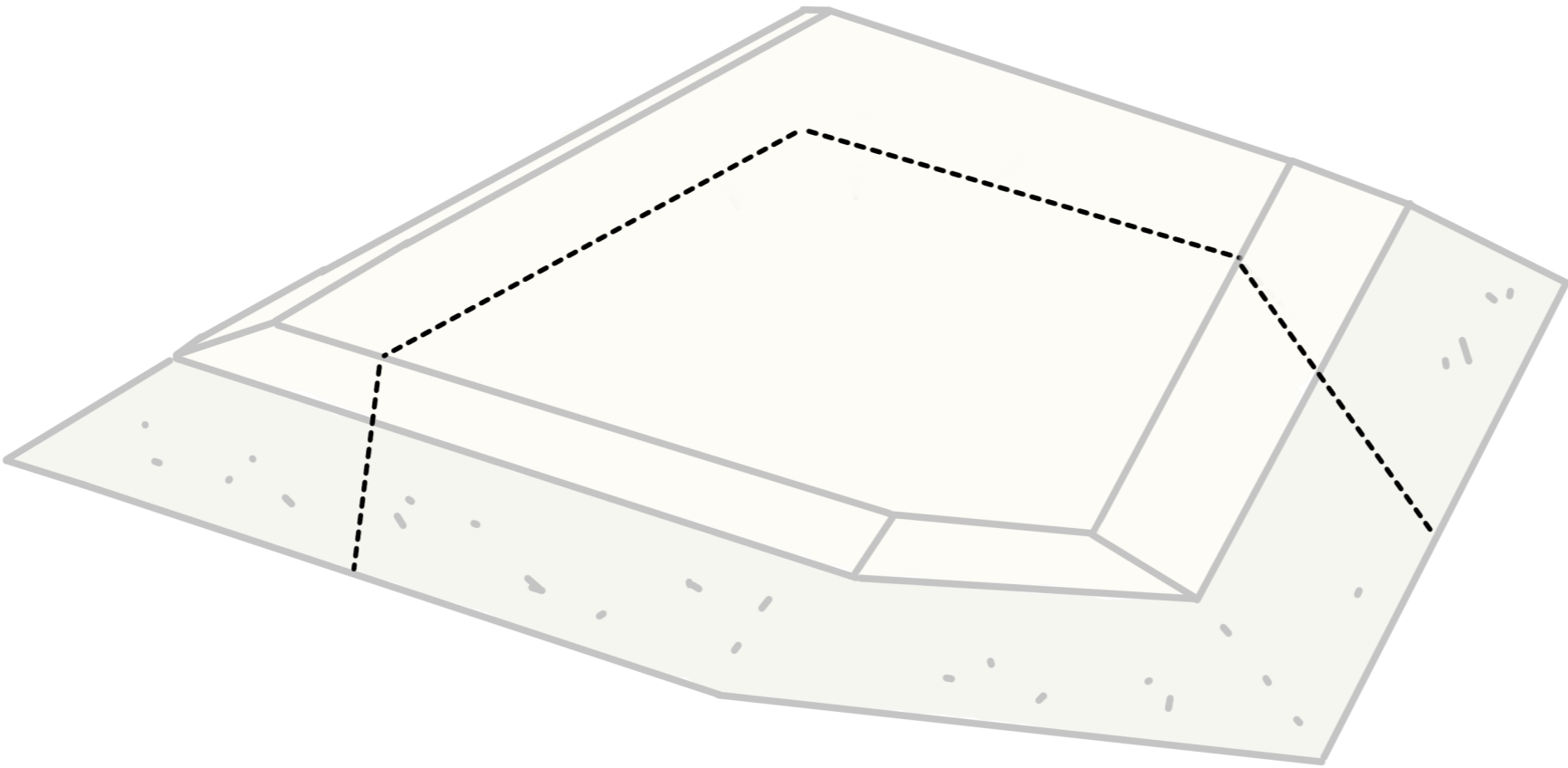
1200AD



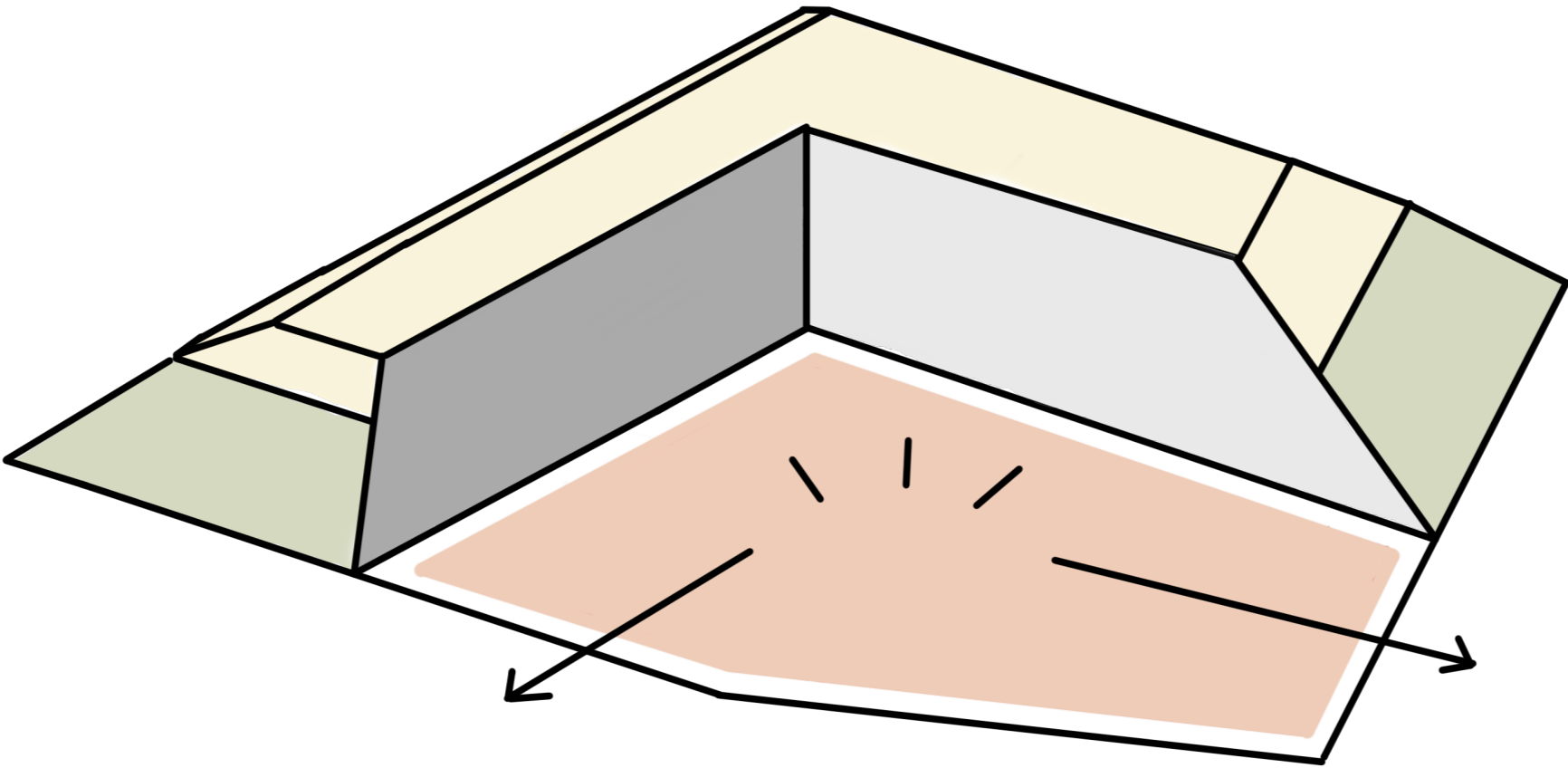
The development of the *wierden*



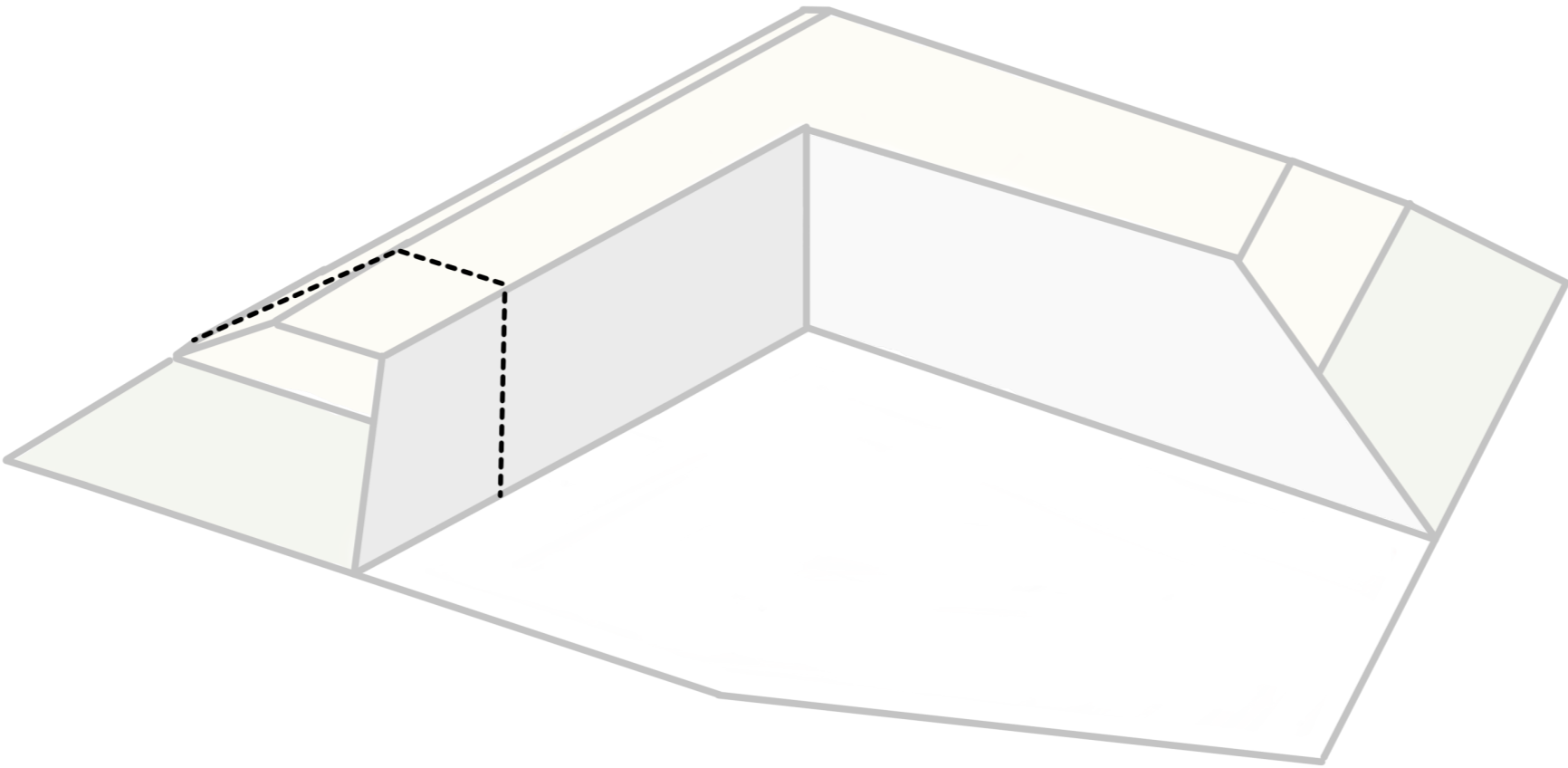
building grows from within the wierde



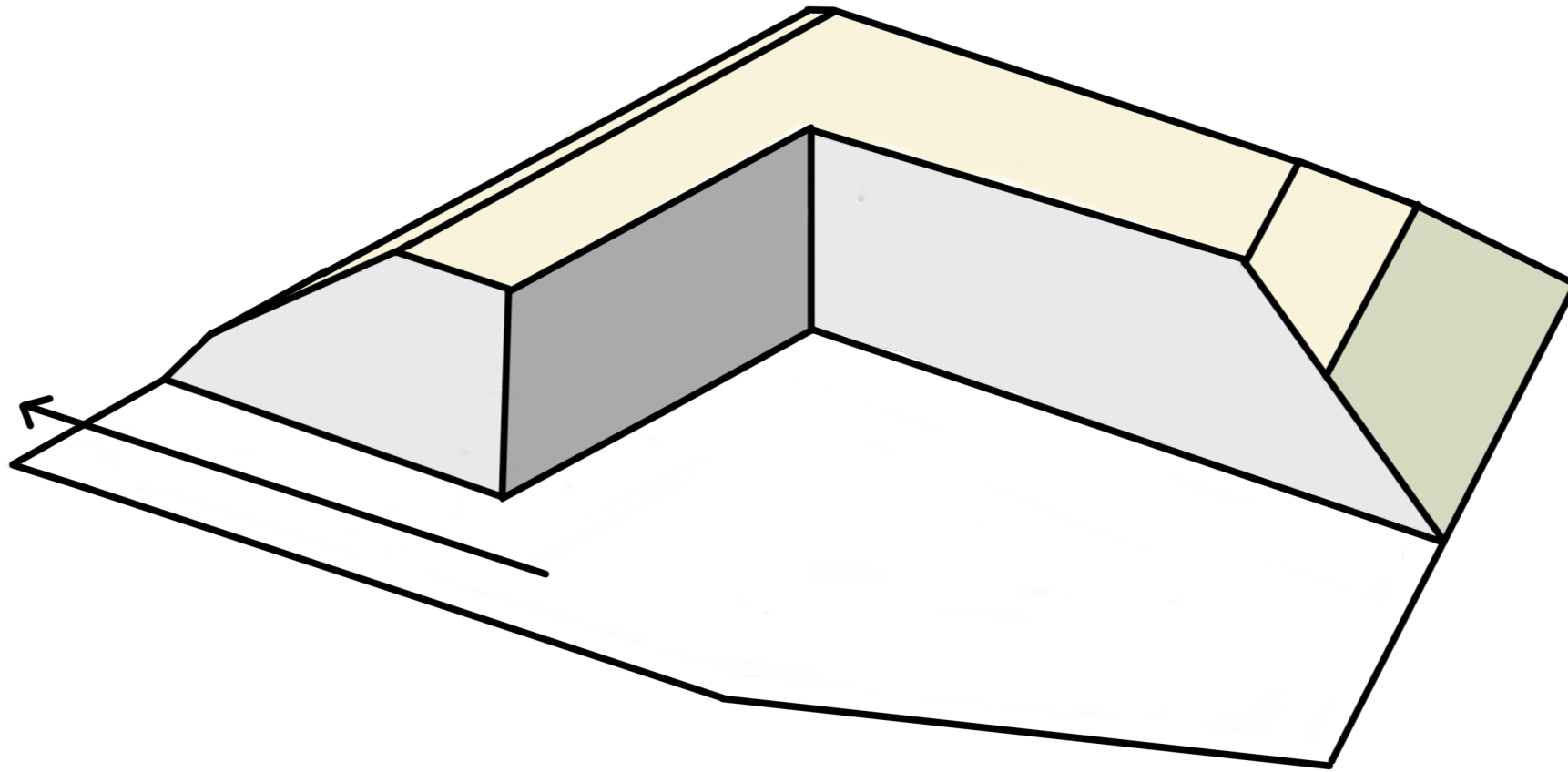
two slices are cut



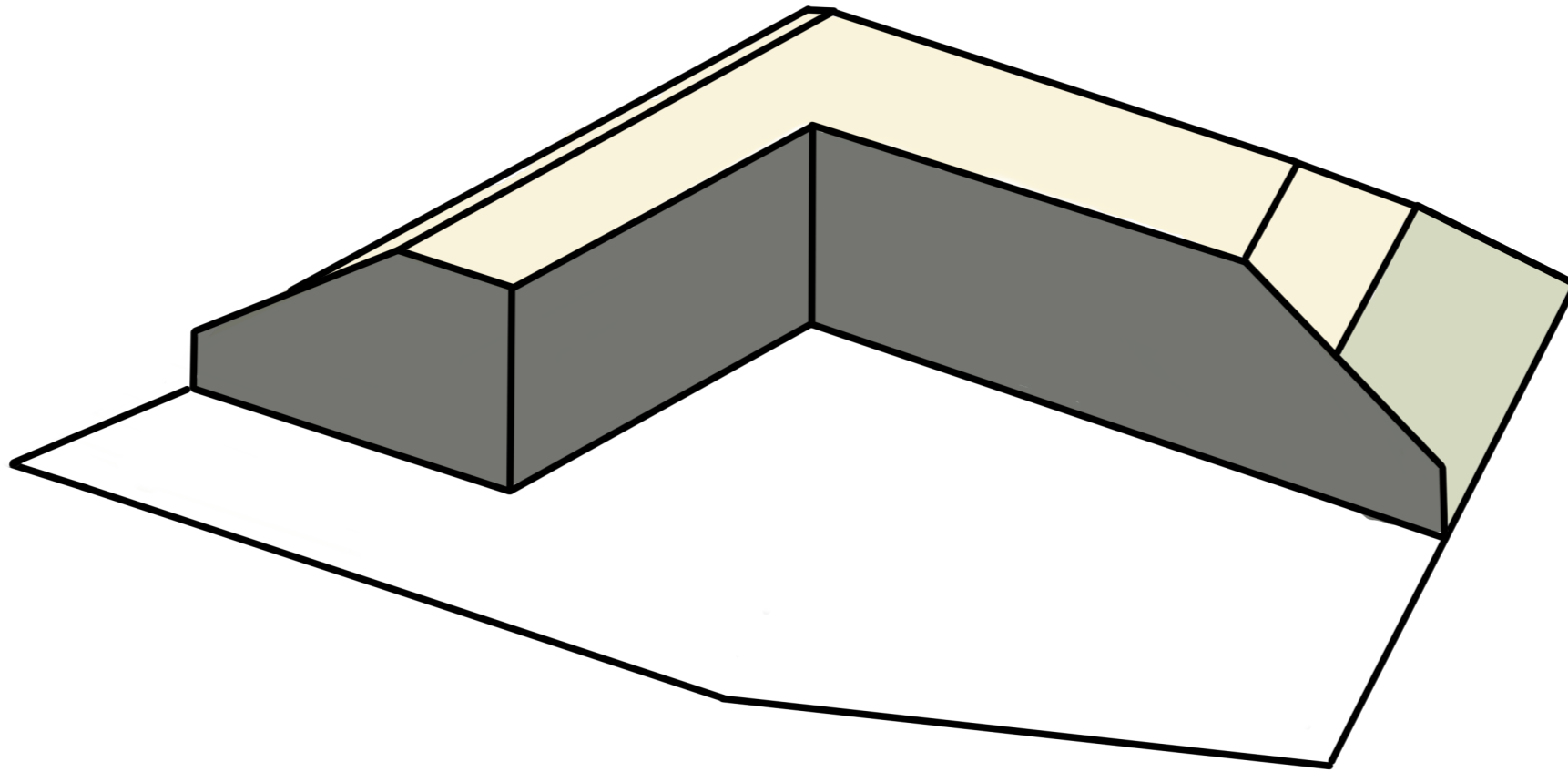
building opens up to landscape
contemplation square



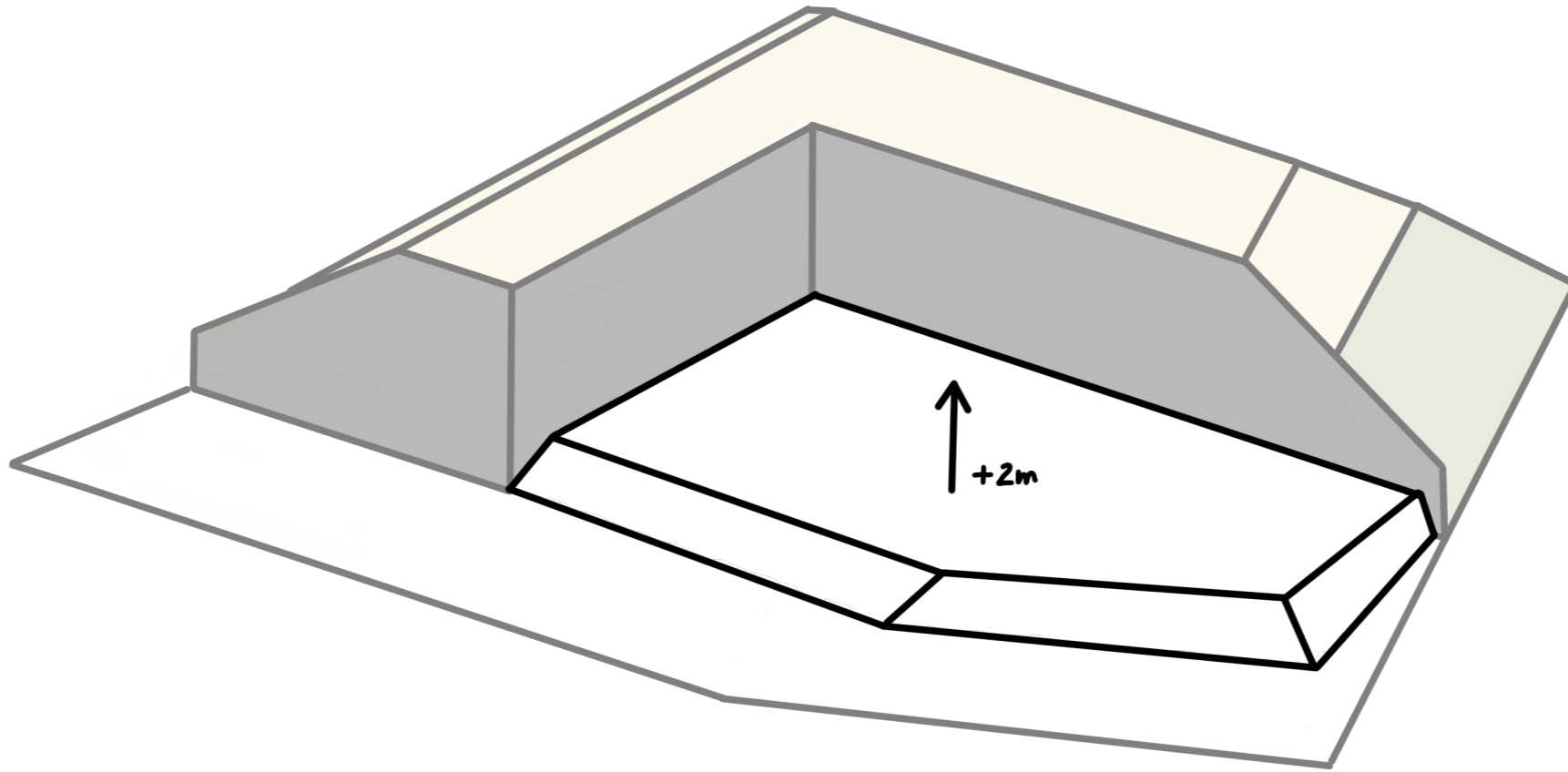
volume is further cut



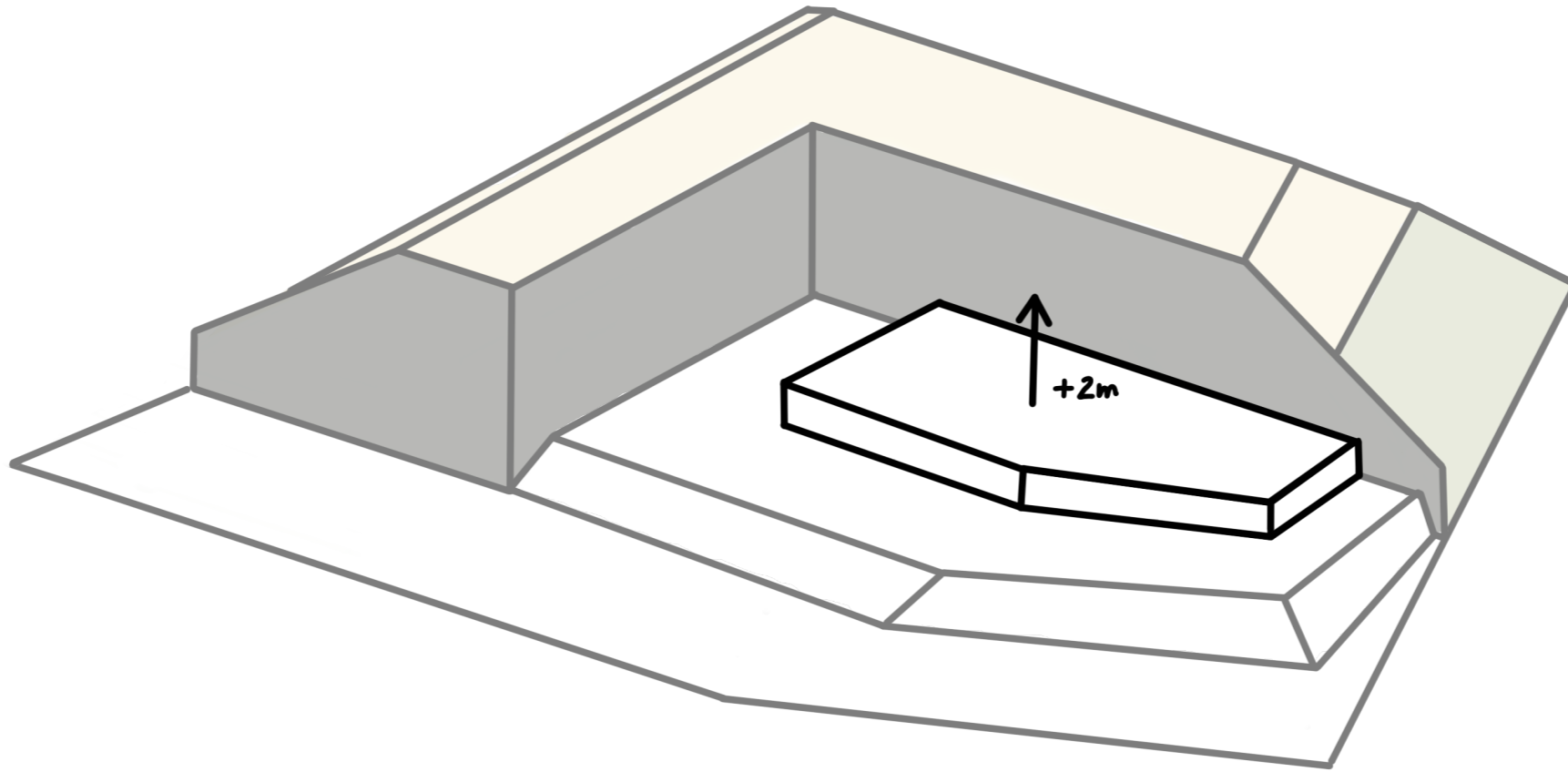
straight connection to Winsumerdiep



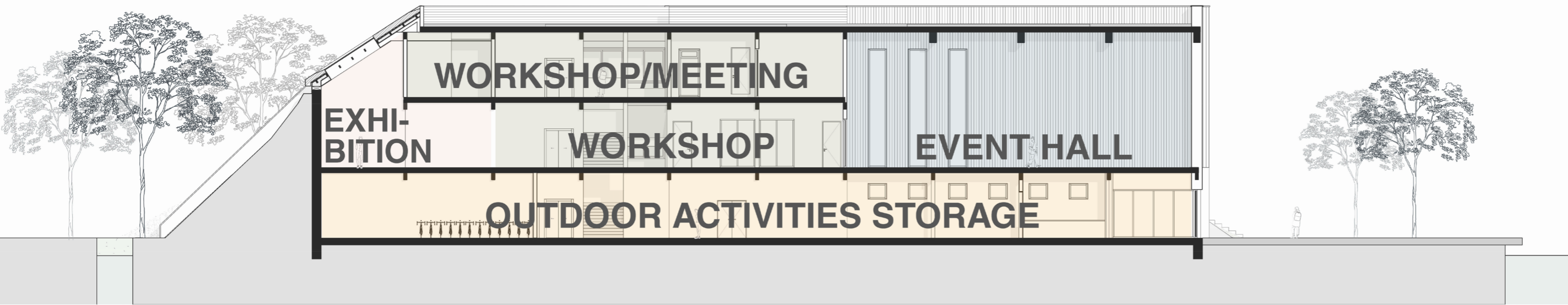
three main facades



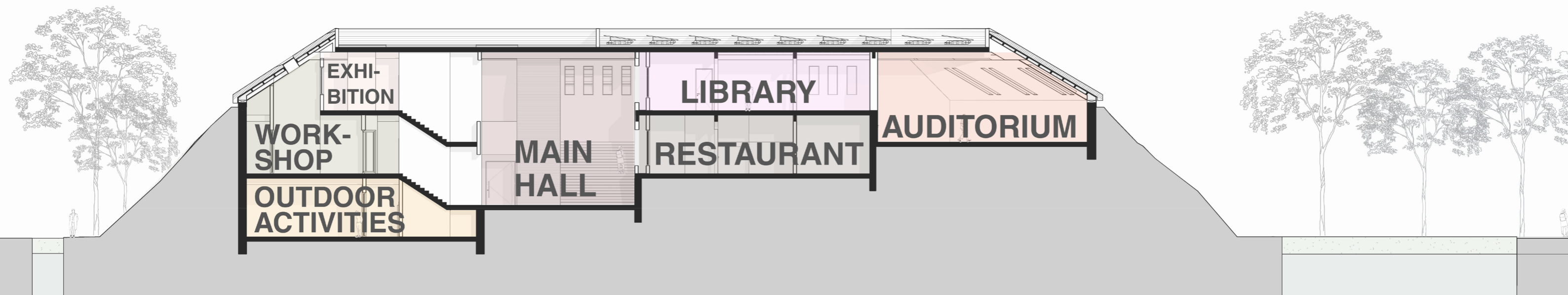
gradual raising of the wierden
plateaus
first plateau - original height of the wierde



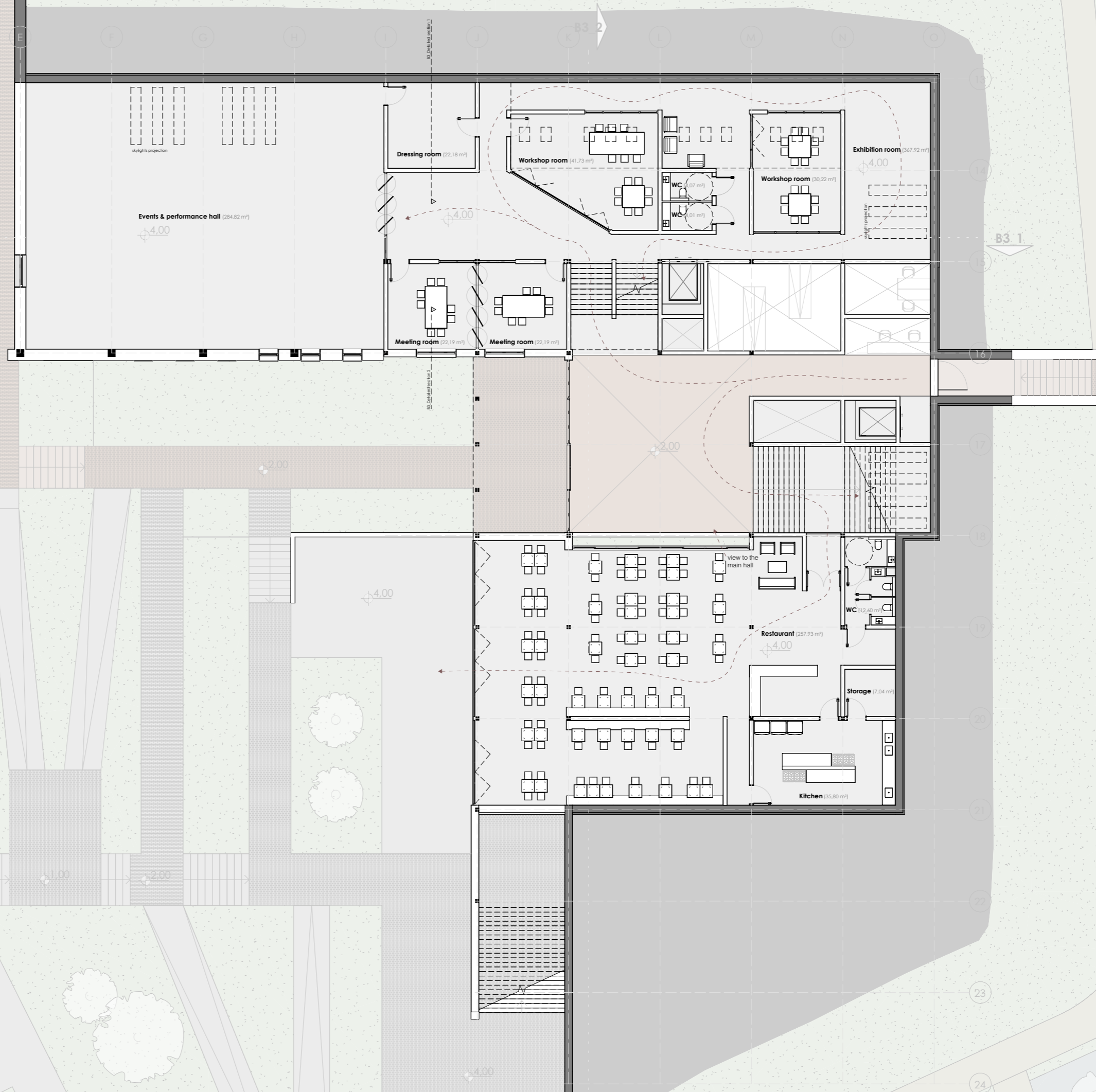
second plateau



interior in plateaus
 rooms open to the main hall
 visual connections between spaces and people



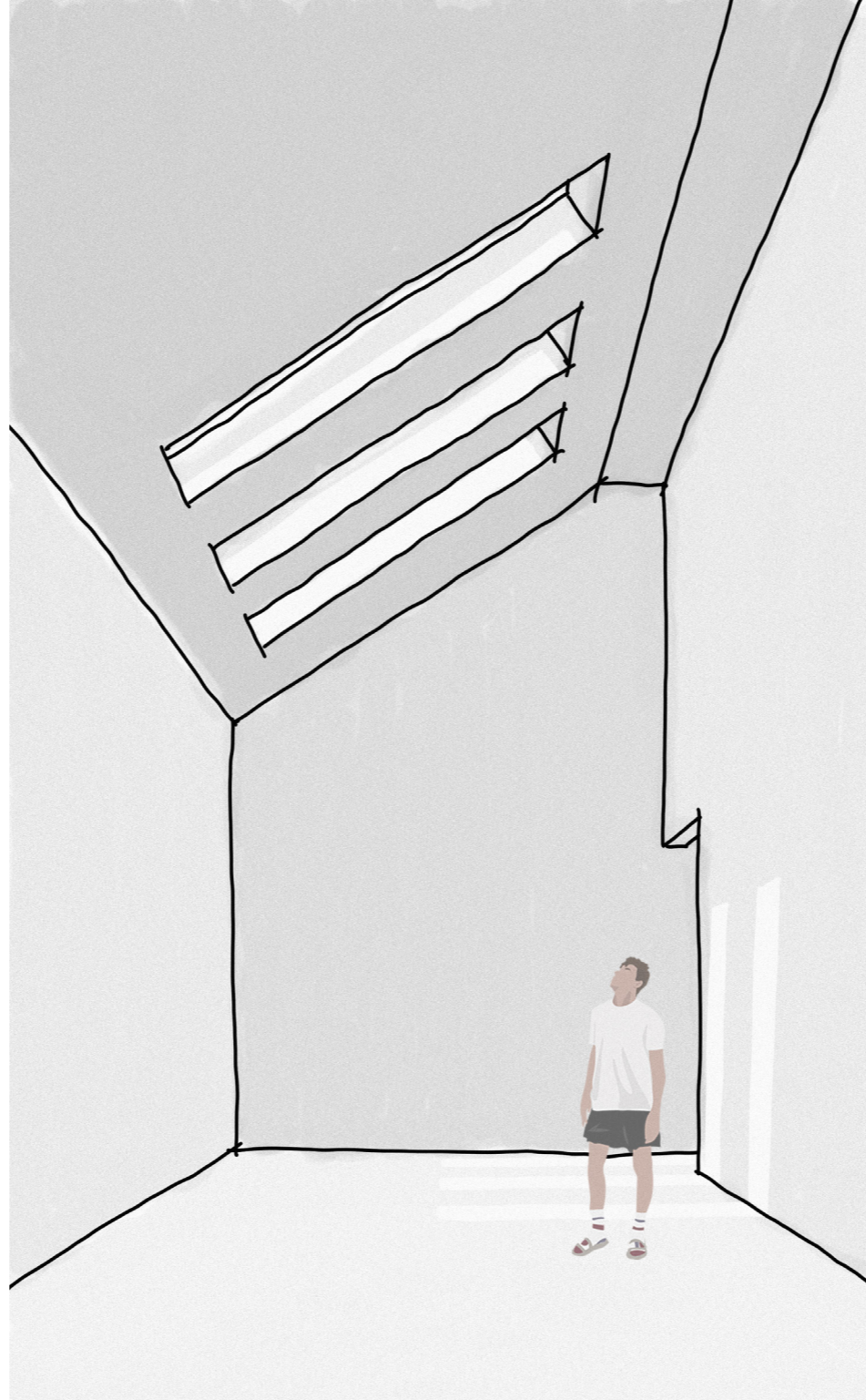
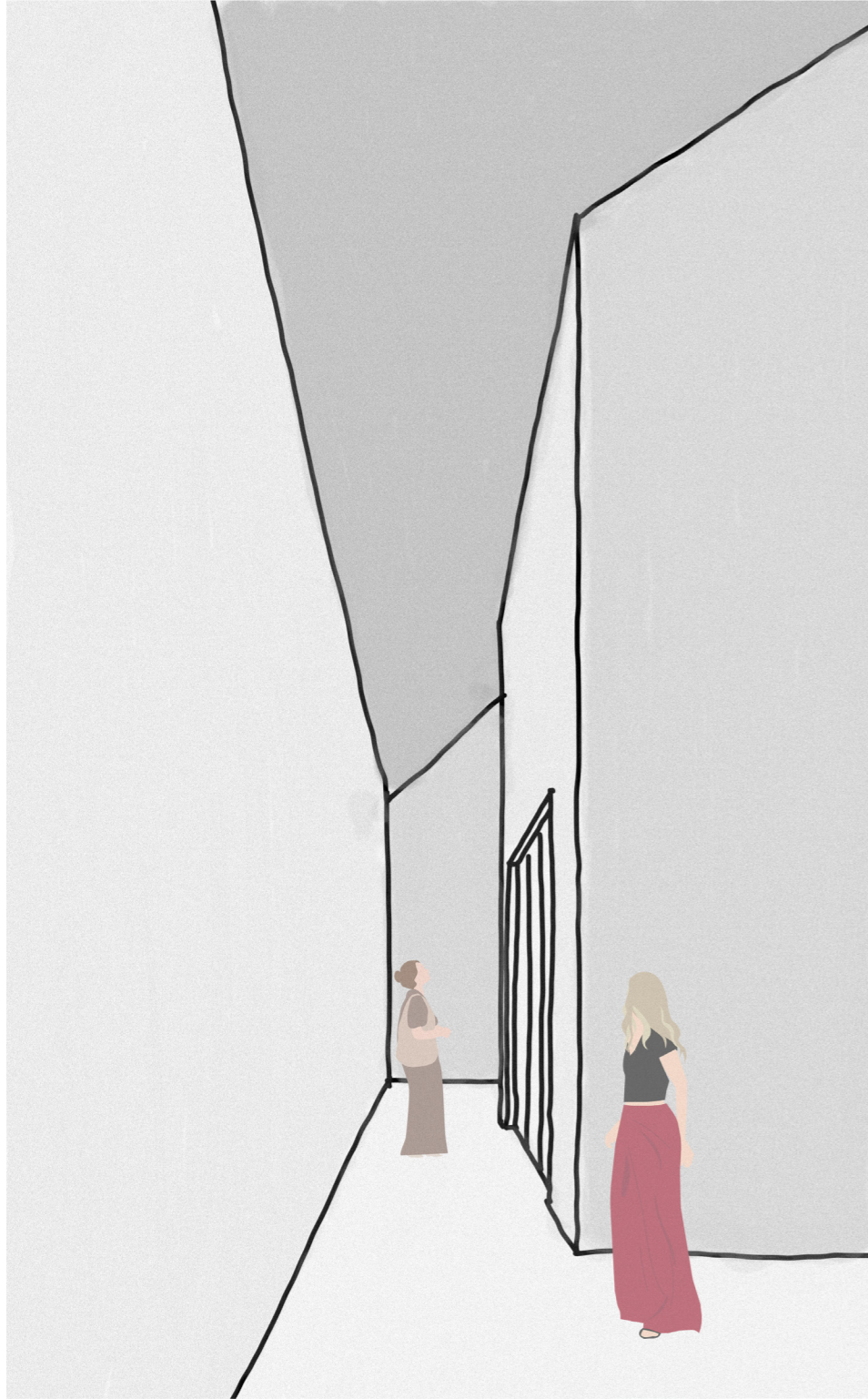
Internally the exhibition spaces mostly used by tourists are intertwined with the workshop and event rooms mostly used by locals, mixing both groups



Floor 2
1:200



routing takes people through rooms that enhance the impression of being inside the wierde,
slanted roofs of different heights
darker and narrower
lighter and wider

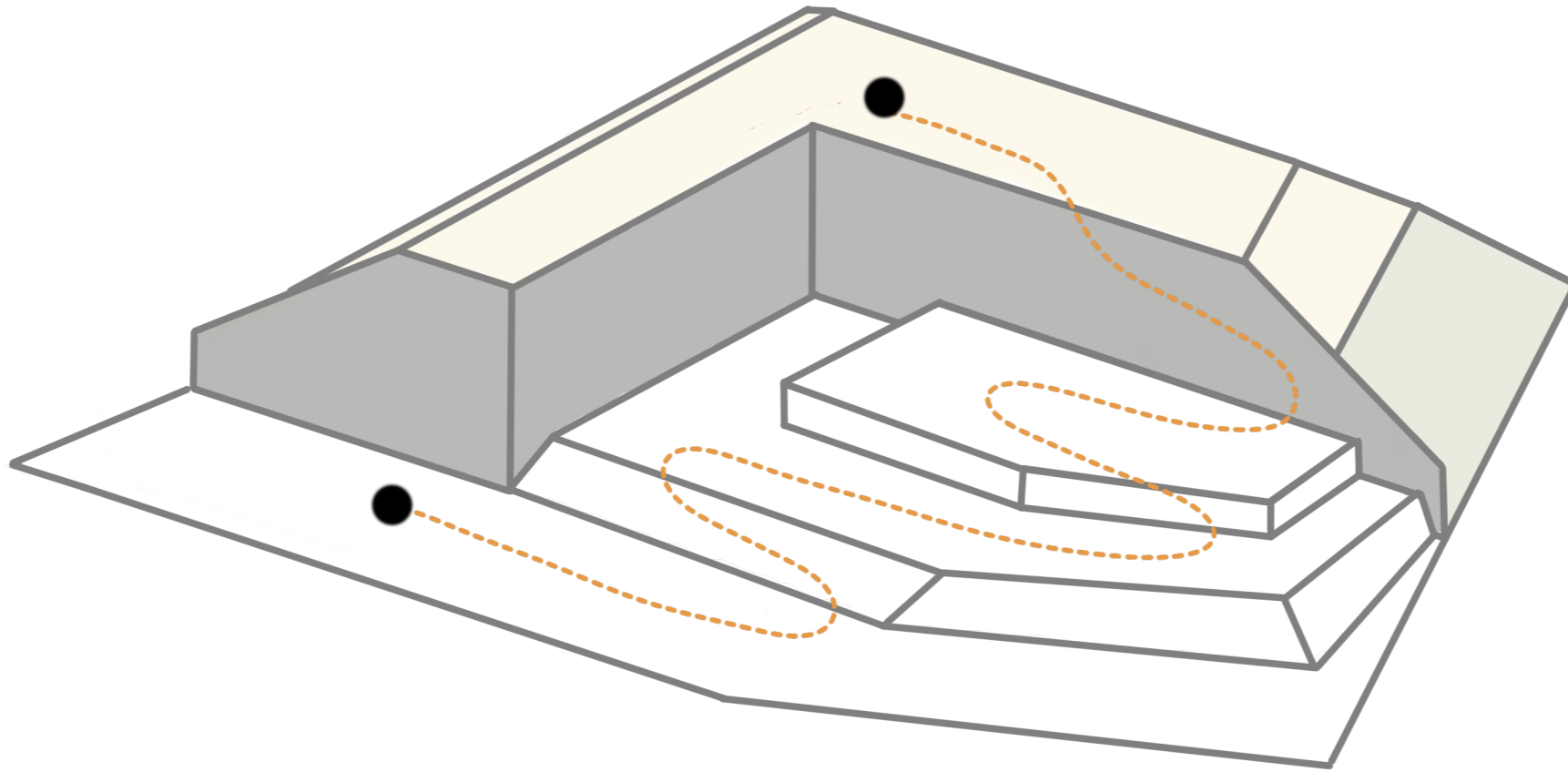




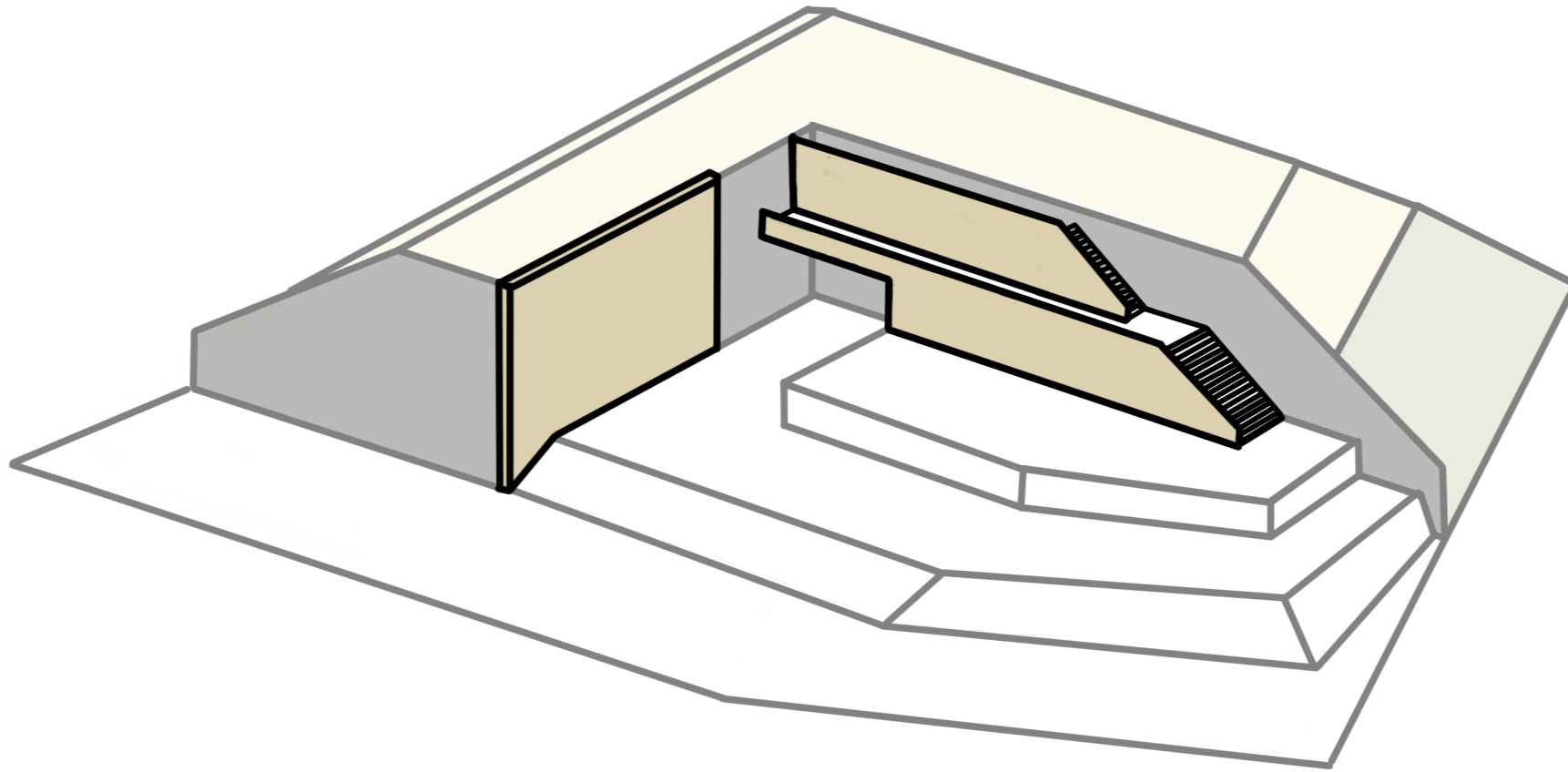
Impression of the main hall
interiors are finished with a textured lime plaster
skylights guide the movement



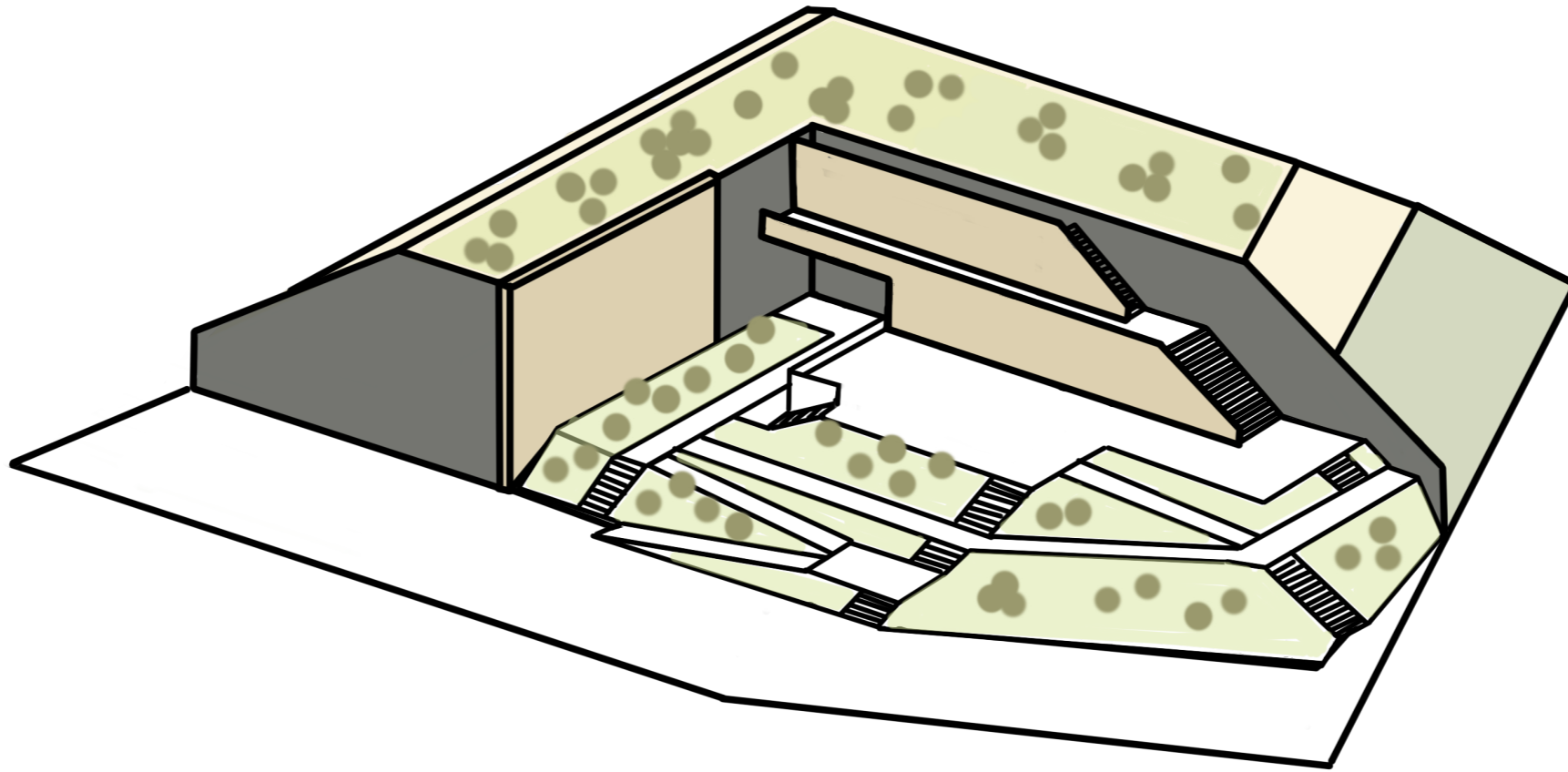
Impression of an exhibition room
rooms have different heights



outside, another route invites people to the rooftop



this route continues along the facade
on volumes that protrude from it

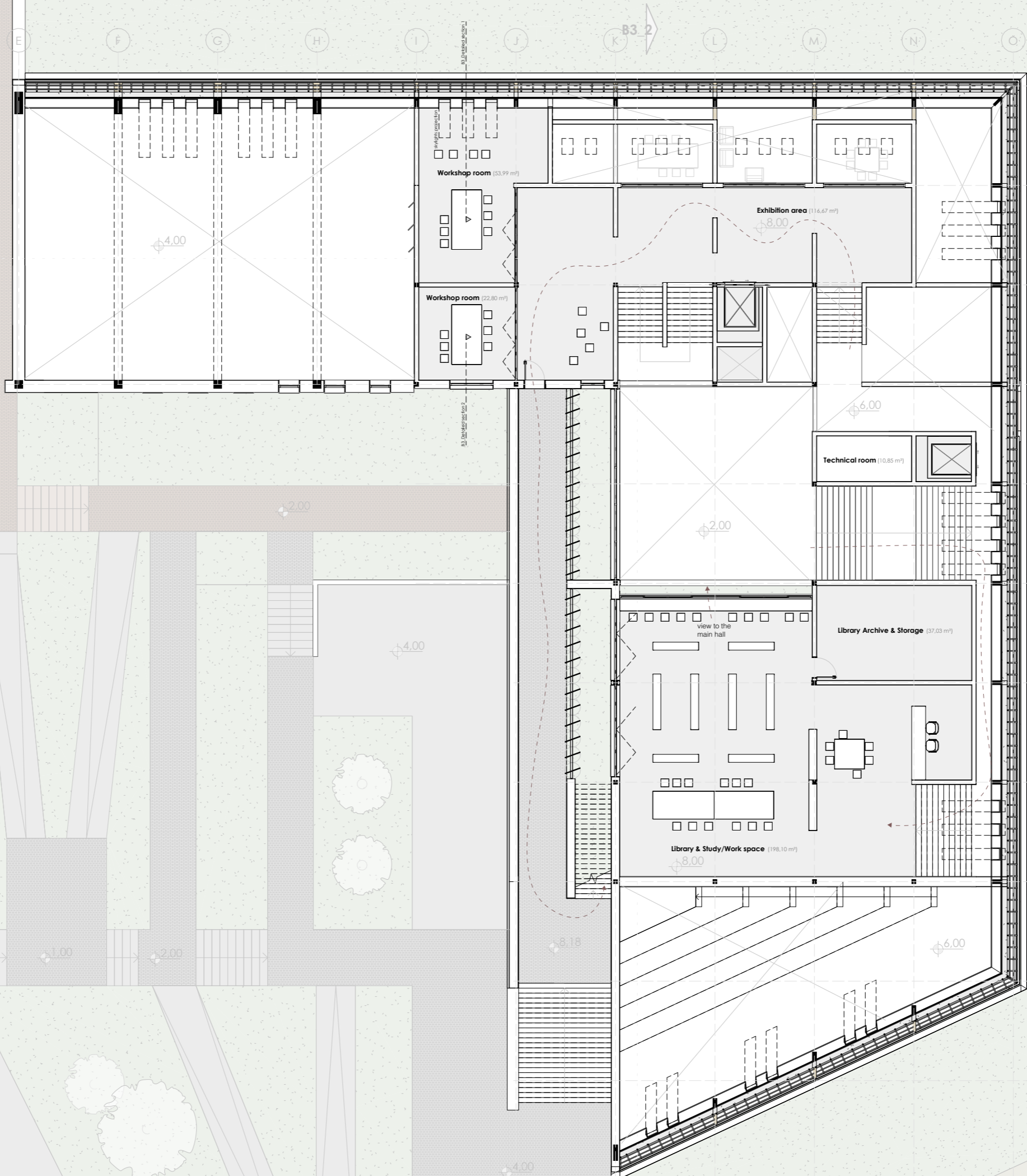


carving of the wierde continues on the garden

Floor 2
1:200



internal route continues outside,
taking people to the rooftop



B3.1

0.00

4.00

Workshop room (53.99 m²)

Workshop room (22.80 m²)

Exhibition area (116.67 m²)

8.00

B3.1

15

16

17

18

19

20

21

22

23

24

Technical room (10.85 m²)

2.00

view to the main hall

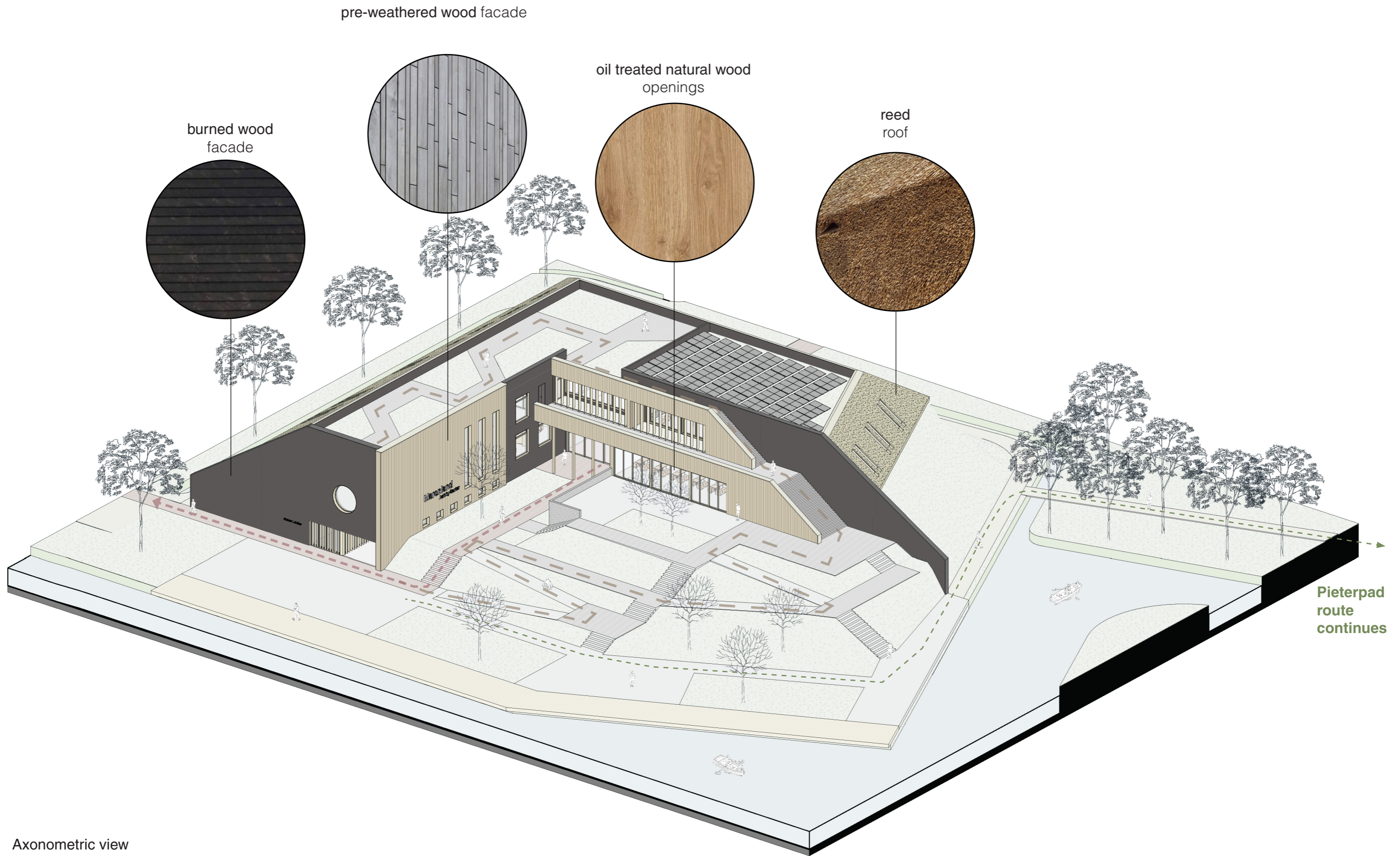
Library Archive & Storage (37.03 m²)

Library & Study/Work space (198.10 m²)

8.00

6.00

4.00



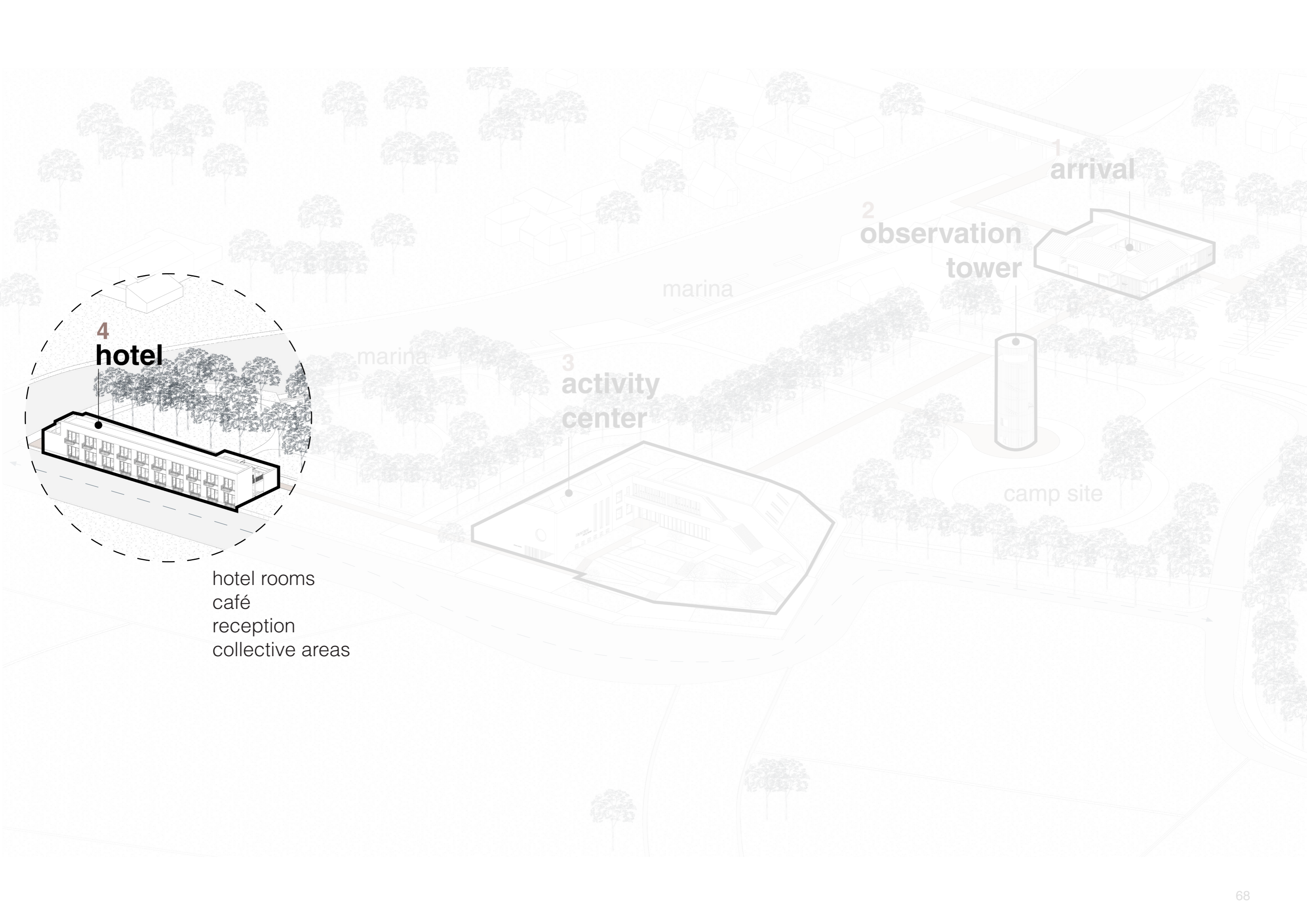
Axonometric view



building seen from the new canal



impression of the front garden



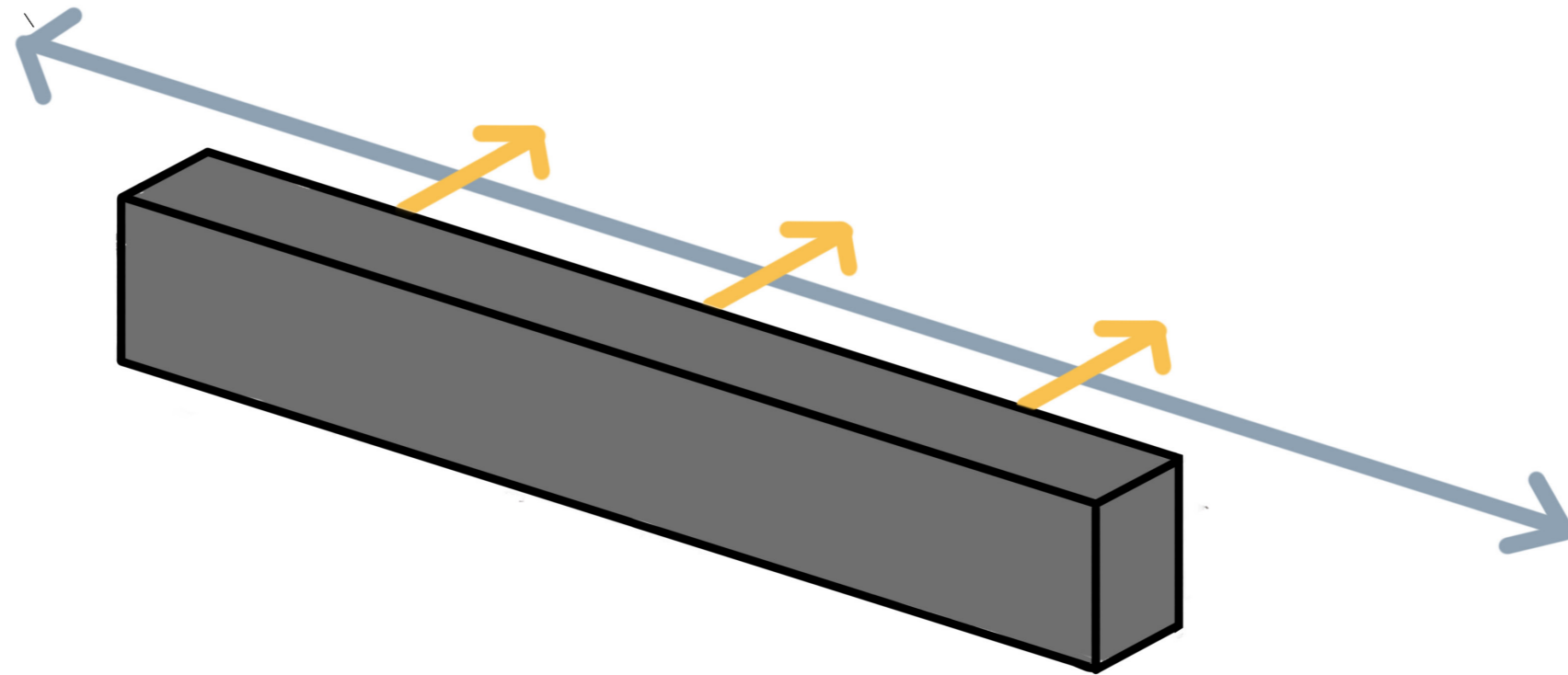
1 arrival

2 observation tower

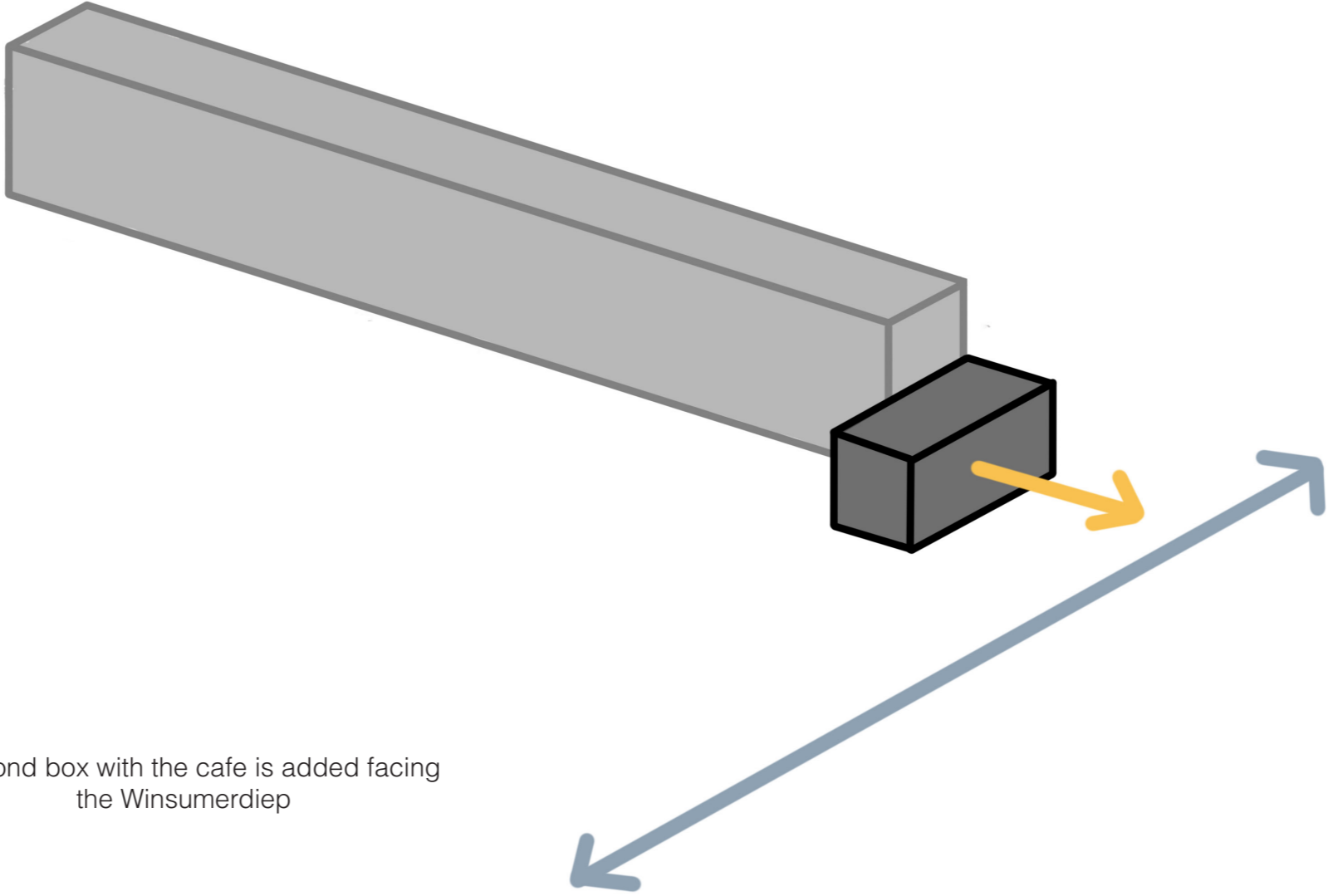
3 activity center

4 hotel

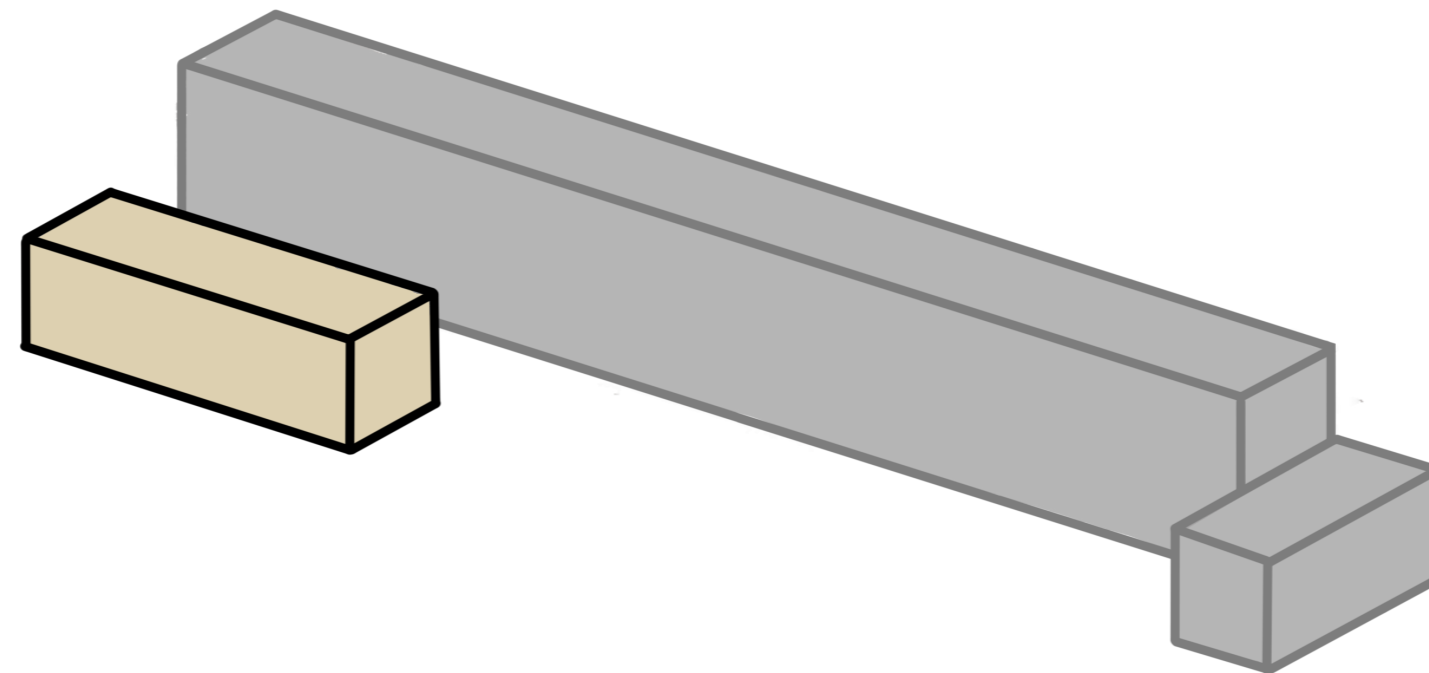
hotel rooms
café
reception
collective areas



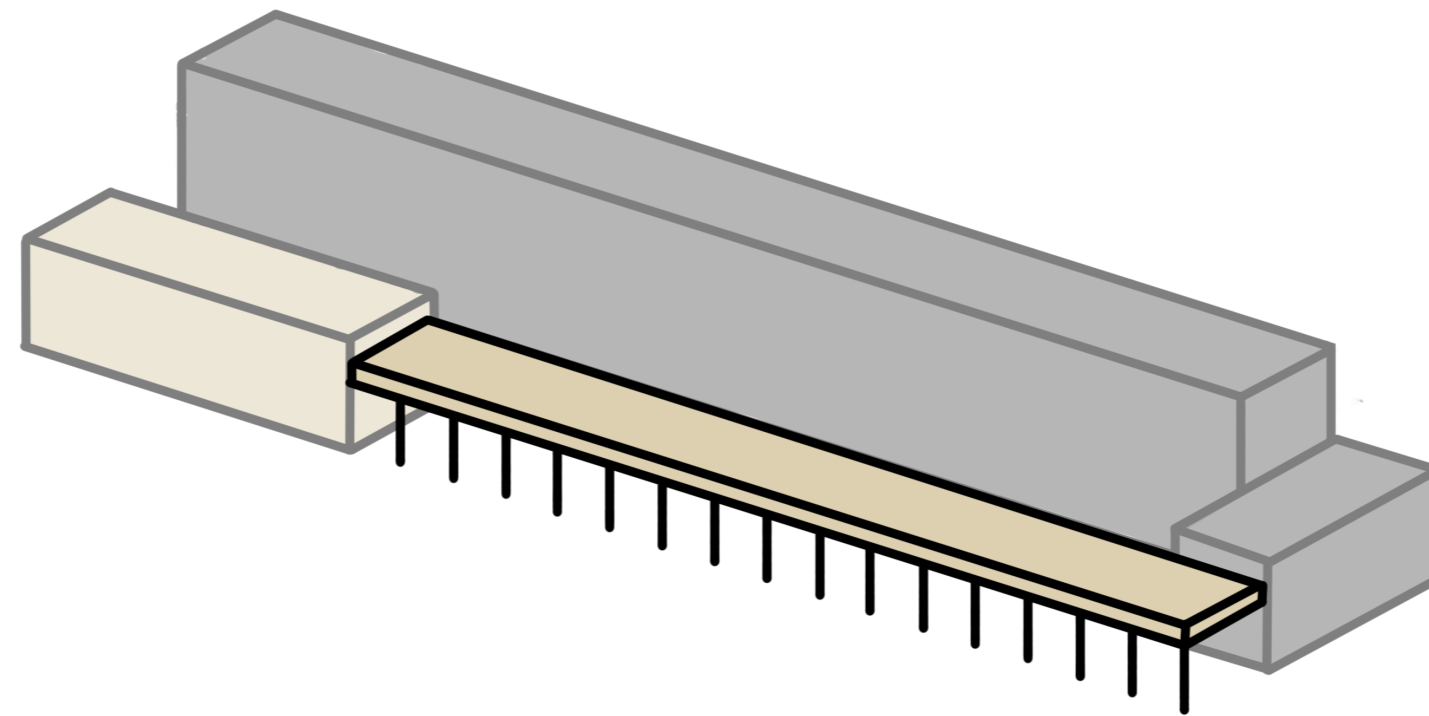
follows the narrow shape of this part of the terrain
rooms are organized in two floors facing the canal and grass fields



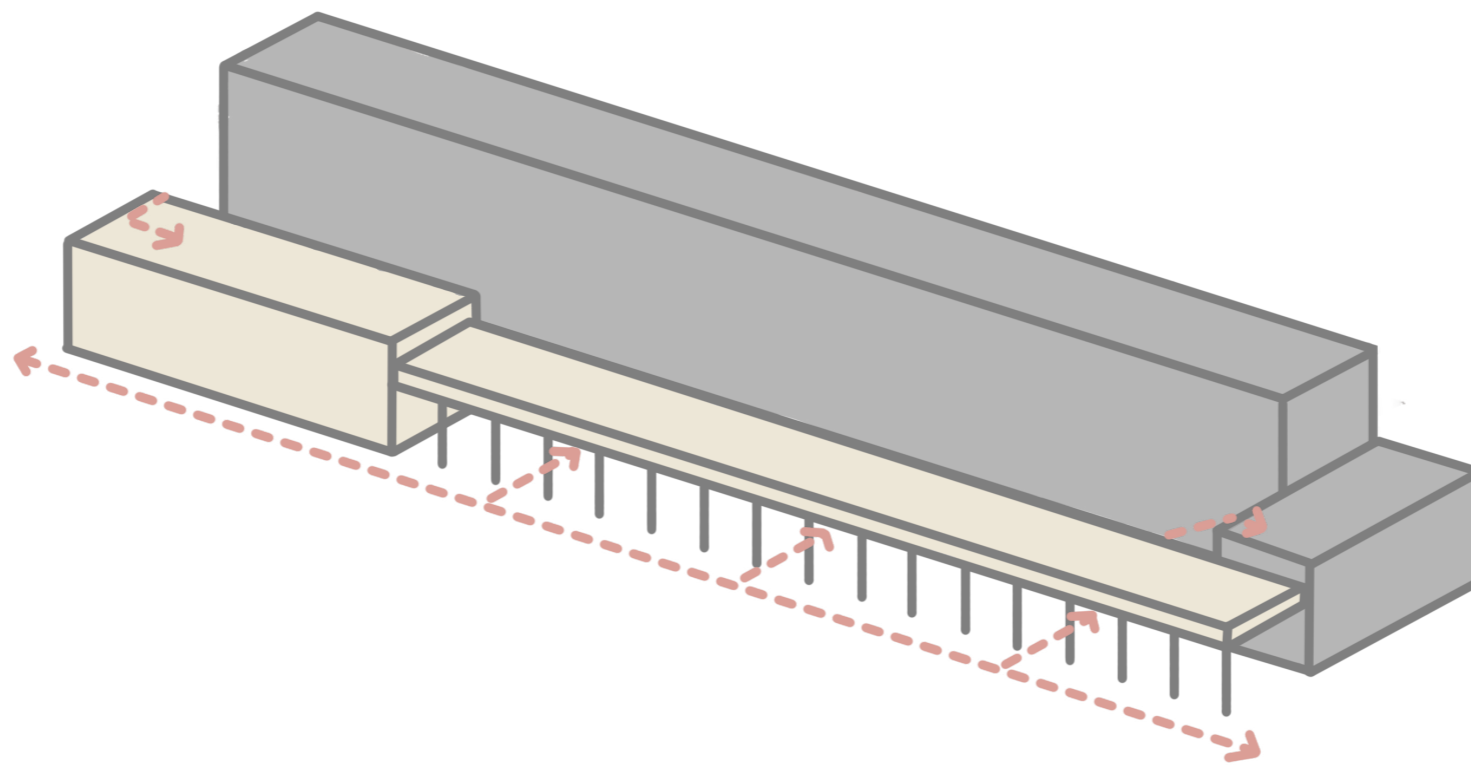
a second box with the cafe is added facing
the Winsumerdiep



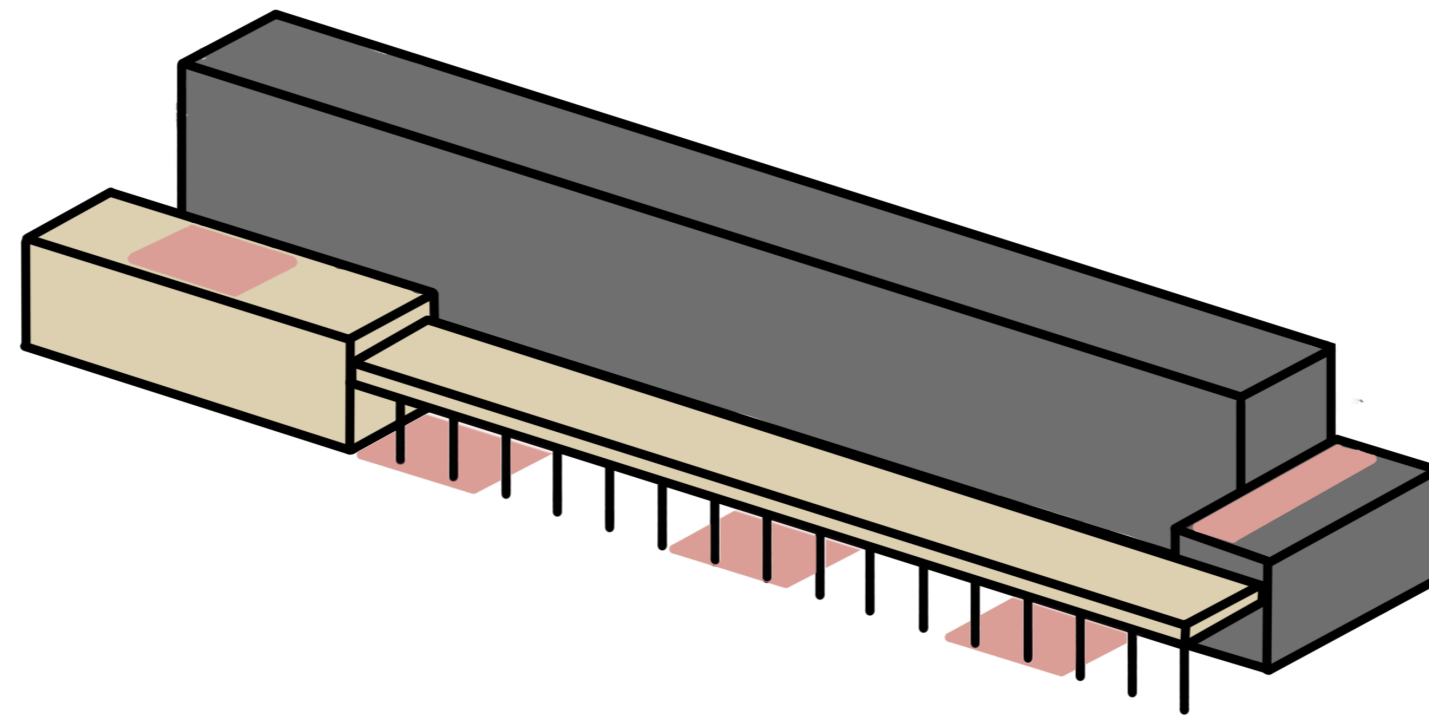
a third box with hotel services
is added in front



volumes are connected by a wooden roof

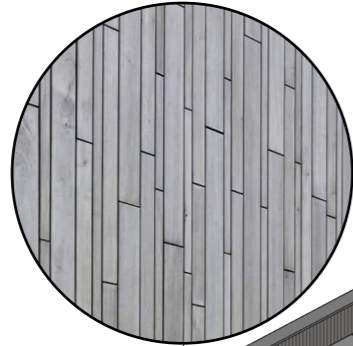


sheltering the open living rooms along the main pathway
people gather around picnic tables



open living rooms extend to the rooftops
creating a sequence of meeting spaces that connect people

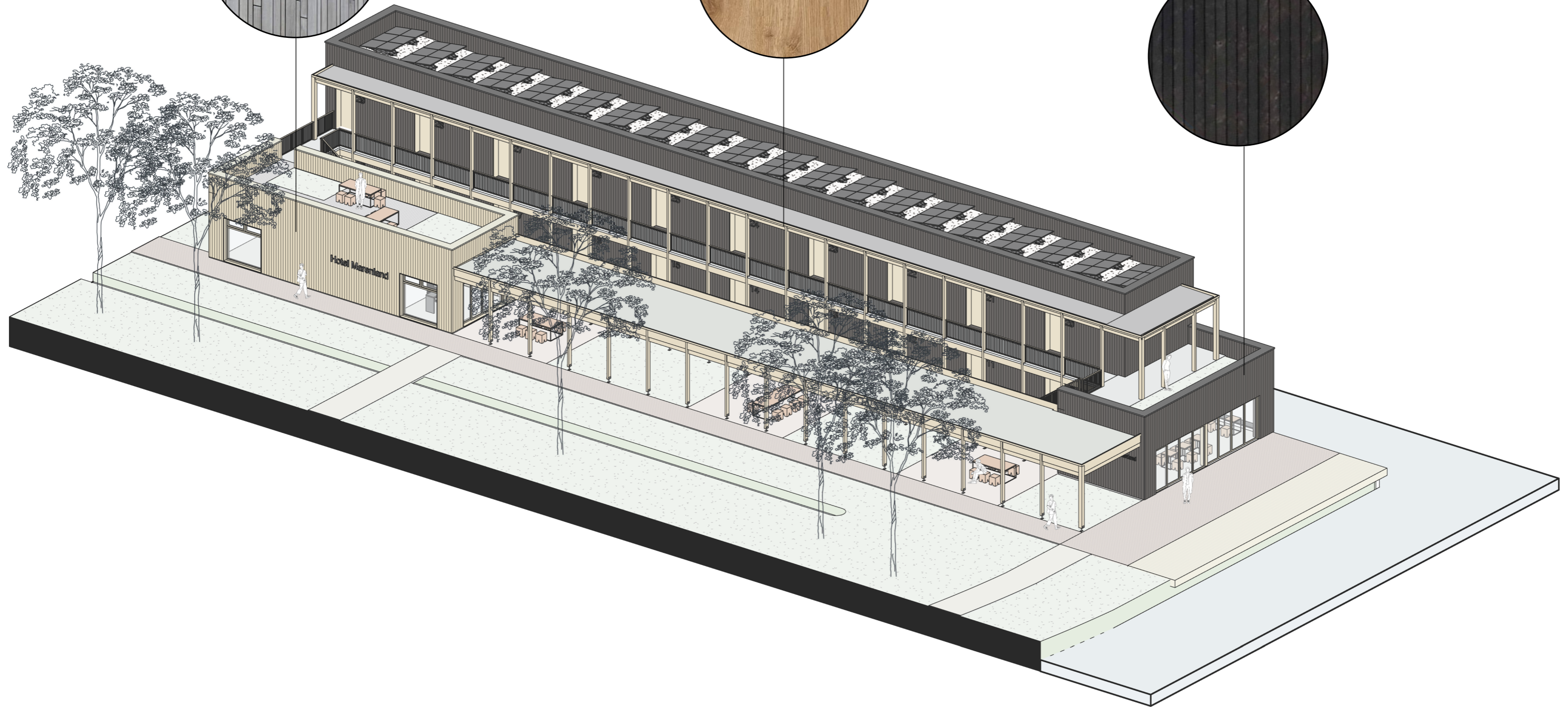
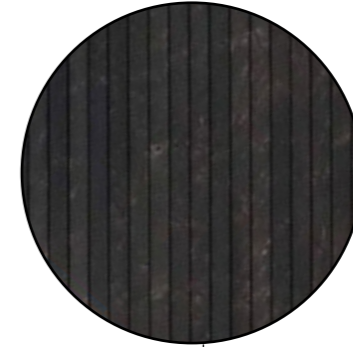
pre-weathered wood
facade

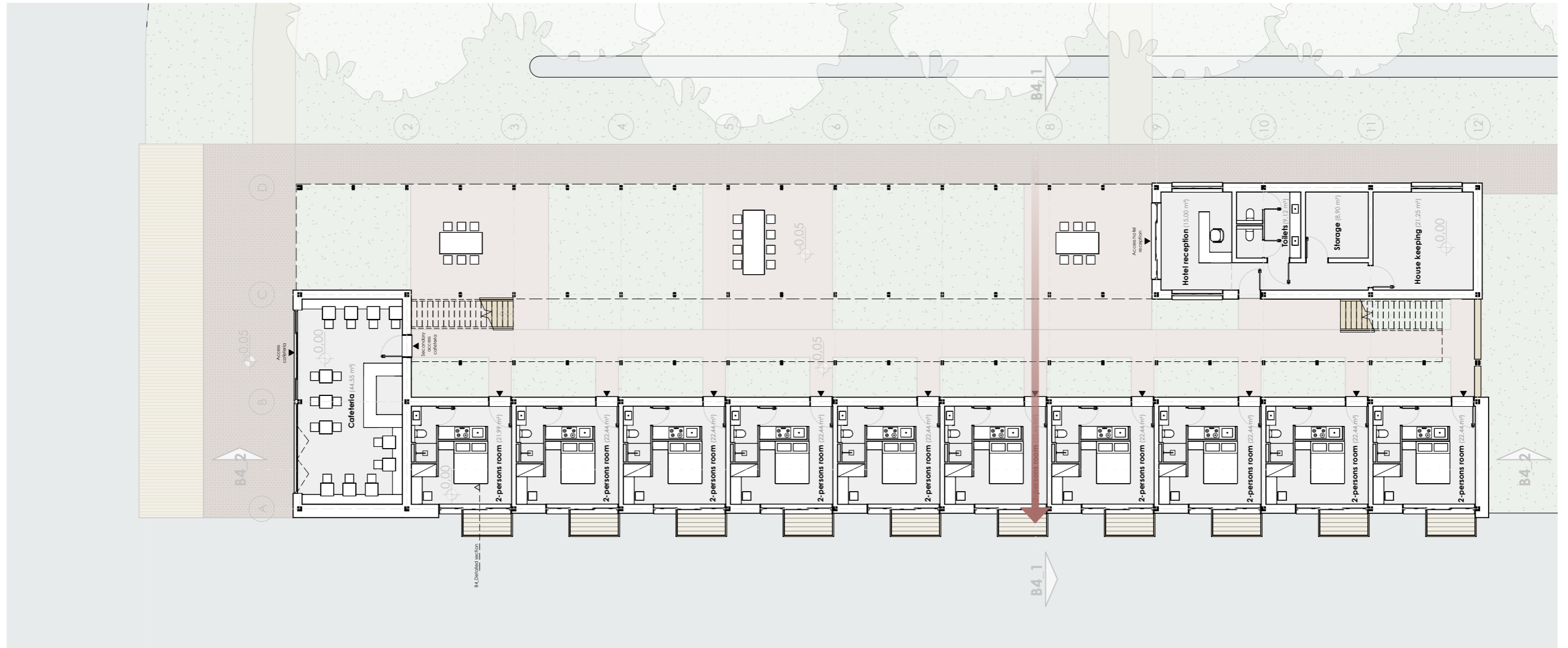


oil treated natural wood
openings & circulation roof



burned wood
facade





Ground floor
1:200



gradual transition from public to private
rooms with balconies face the water

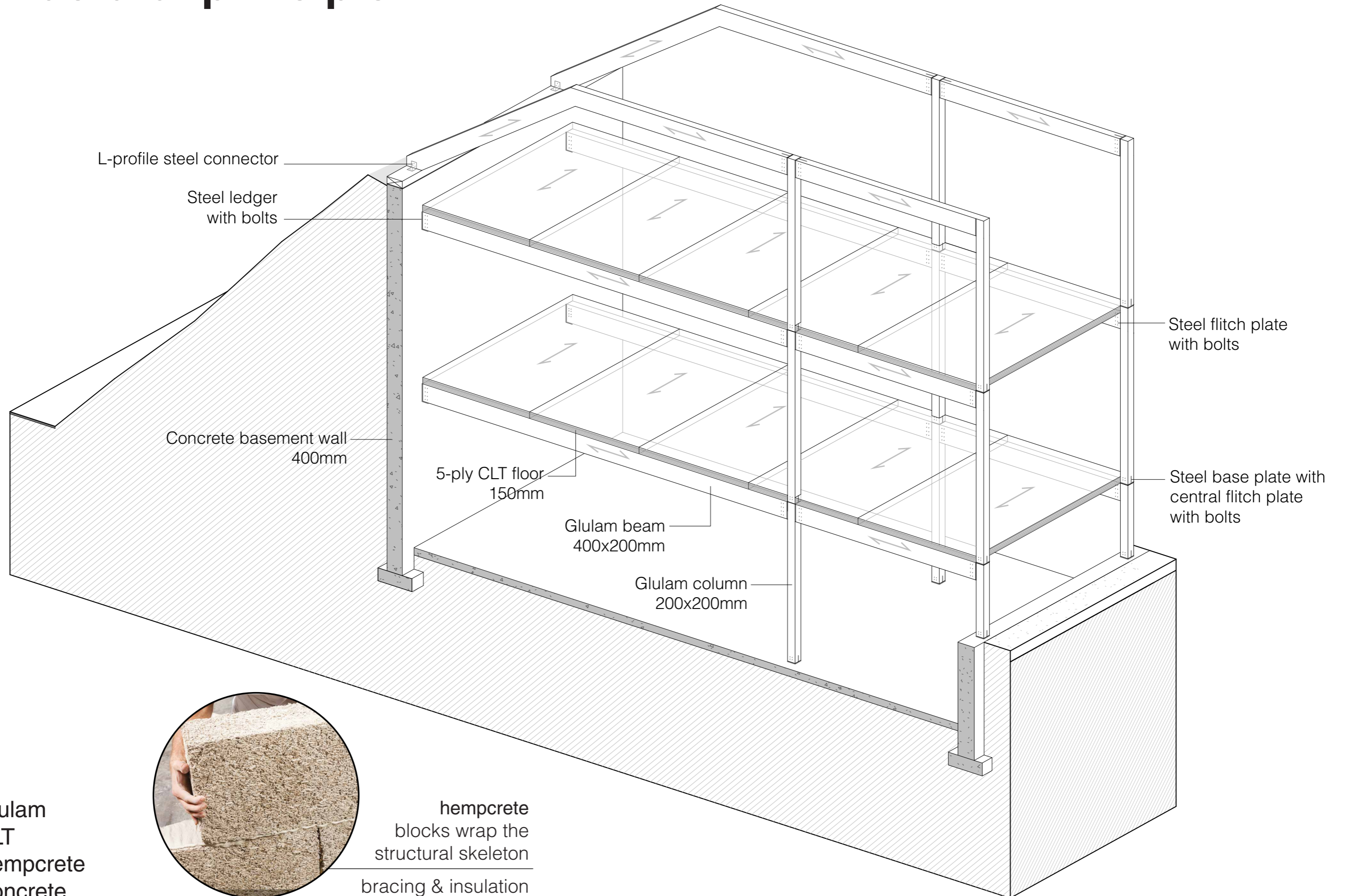


Elevation 2
1:200

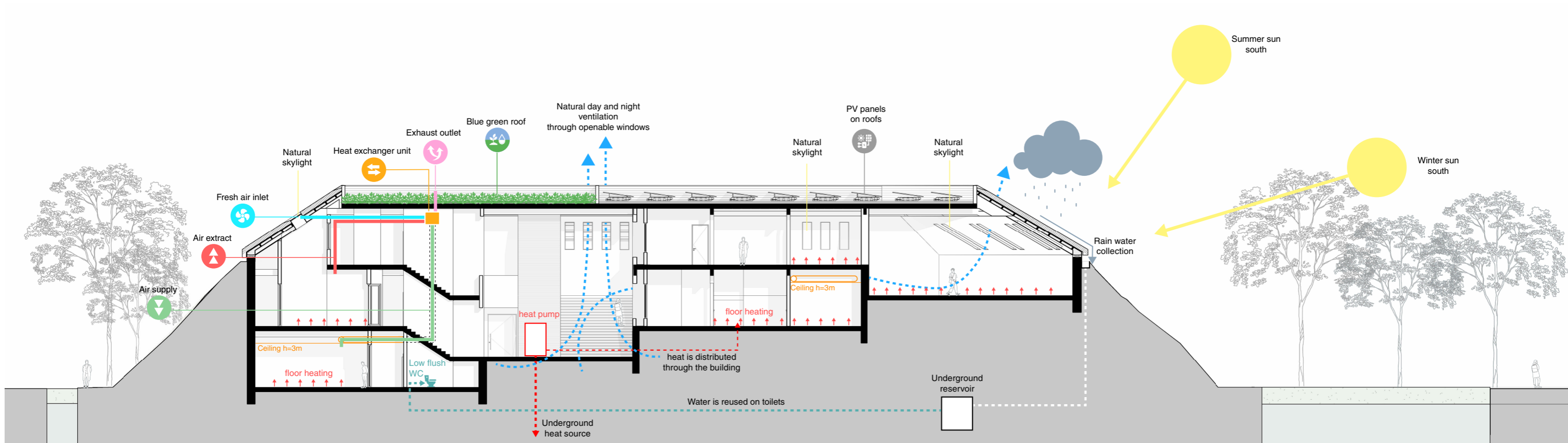


Hotel seen from the Winsumerdiep

Structural principle



Climate & sustainability



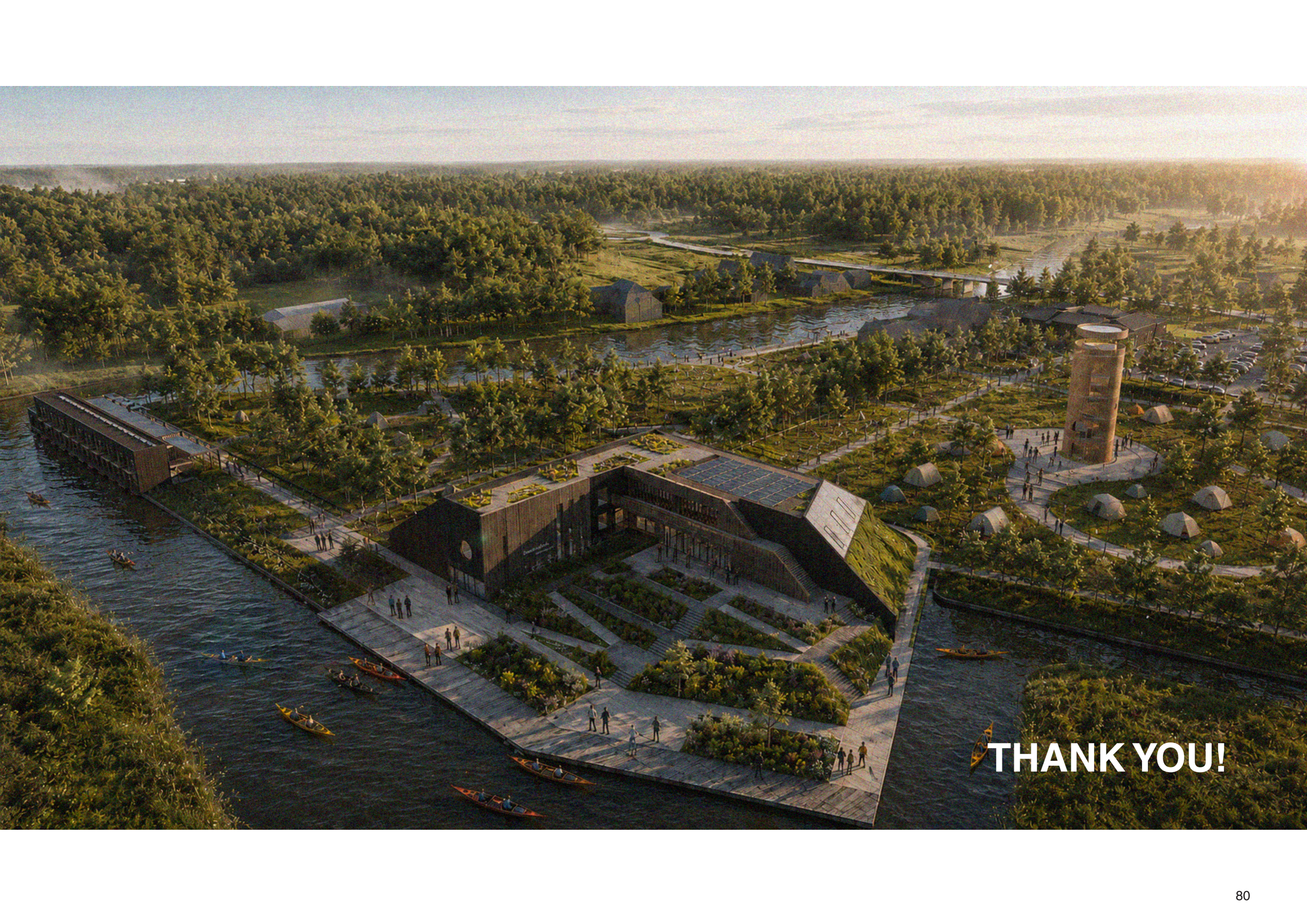
blue & green roofs, solar panels, rainwater collection systems

floor heating from heat pump

heat exchanger units

ventilation channels run behind ceilings

windows are openable - natural cooling and ventilation



THANK YOU!