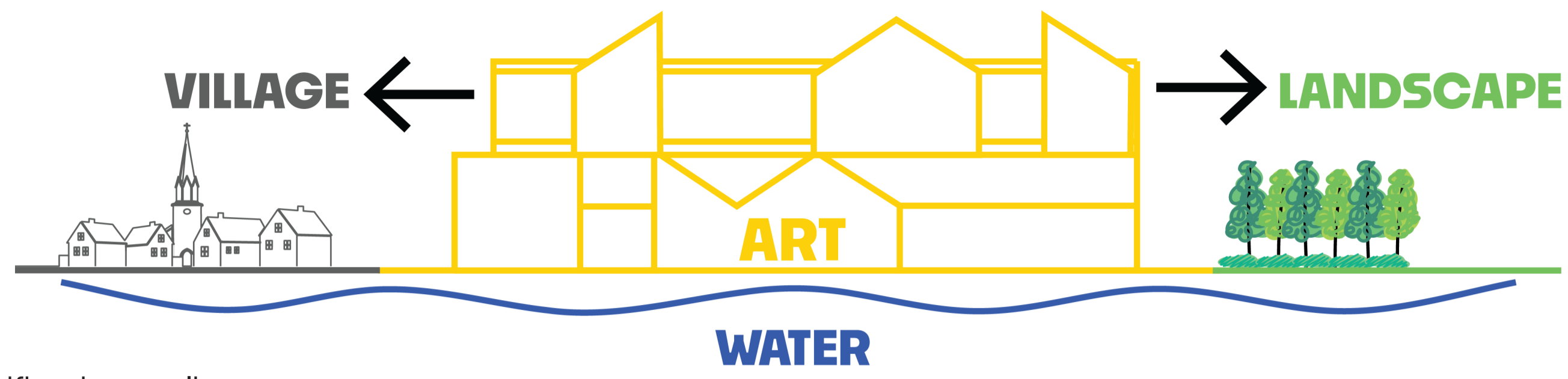
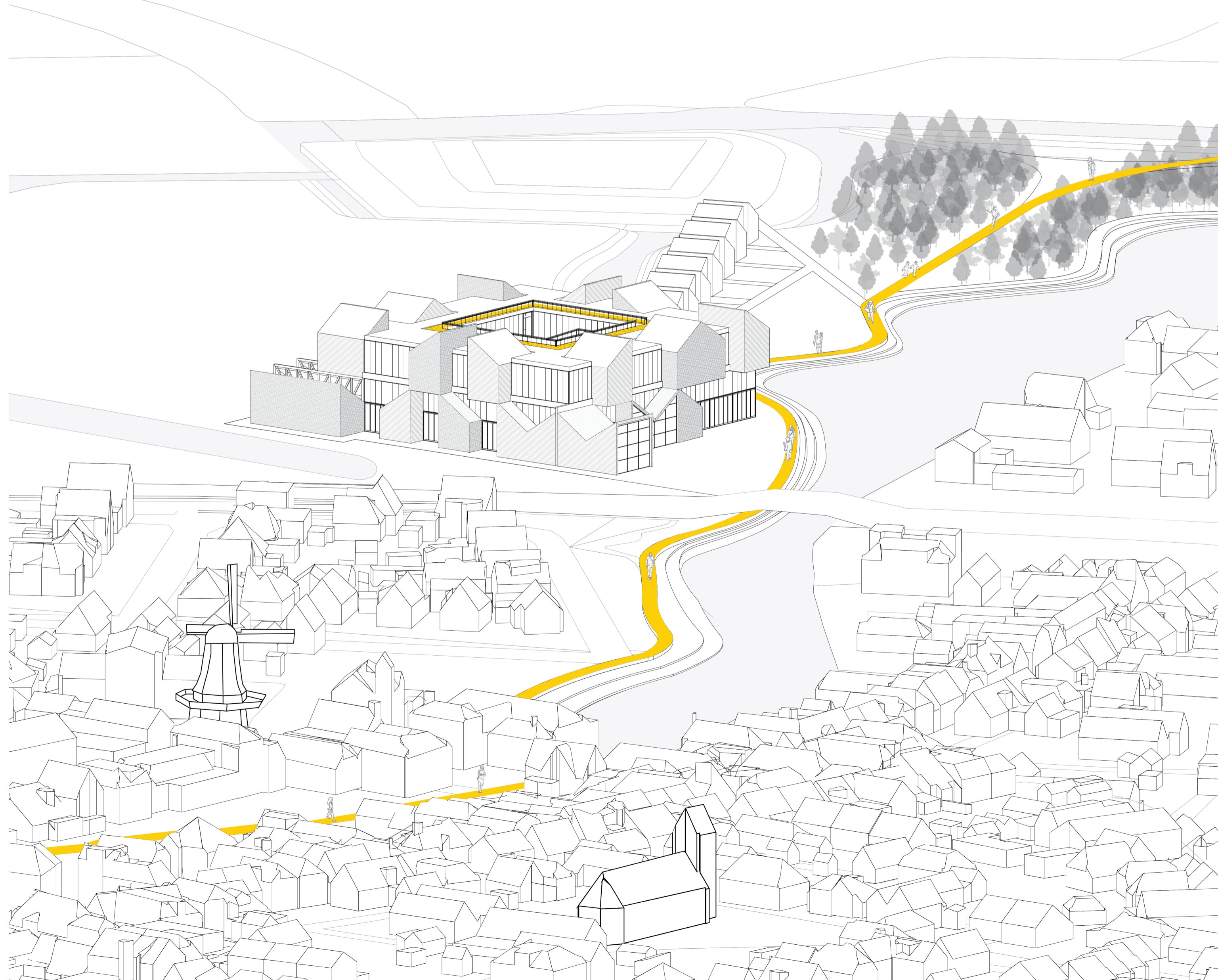


What if you could experience Groningen like De Ploeg?

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



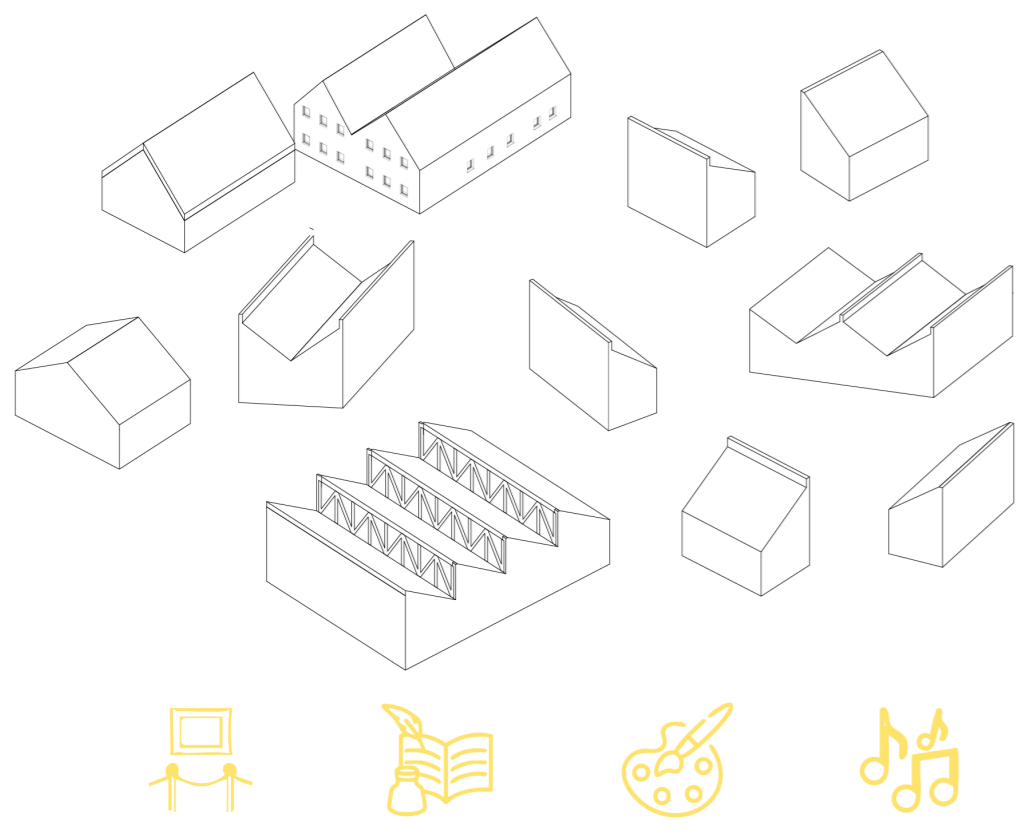
Intensification toolbox



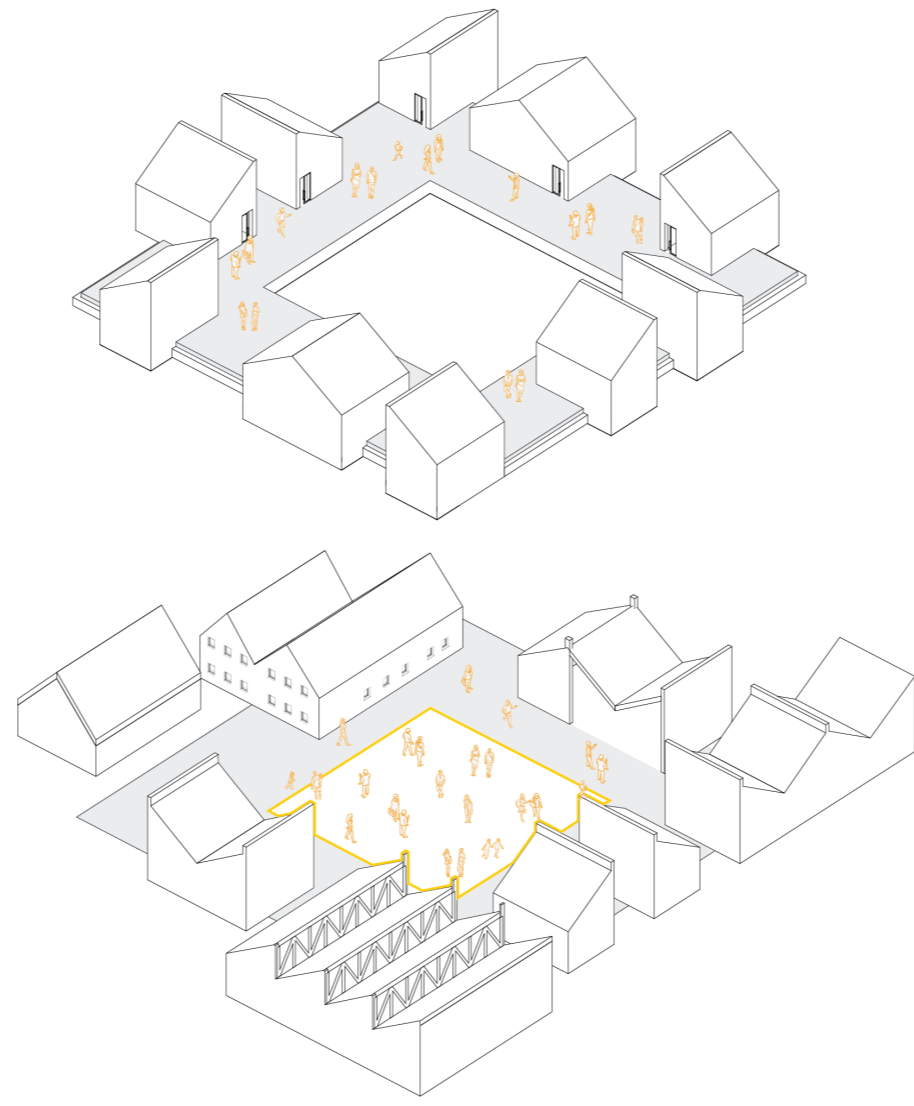
Site plan



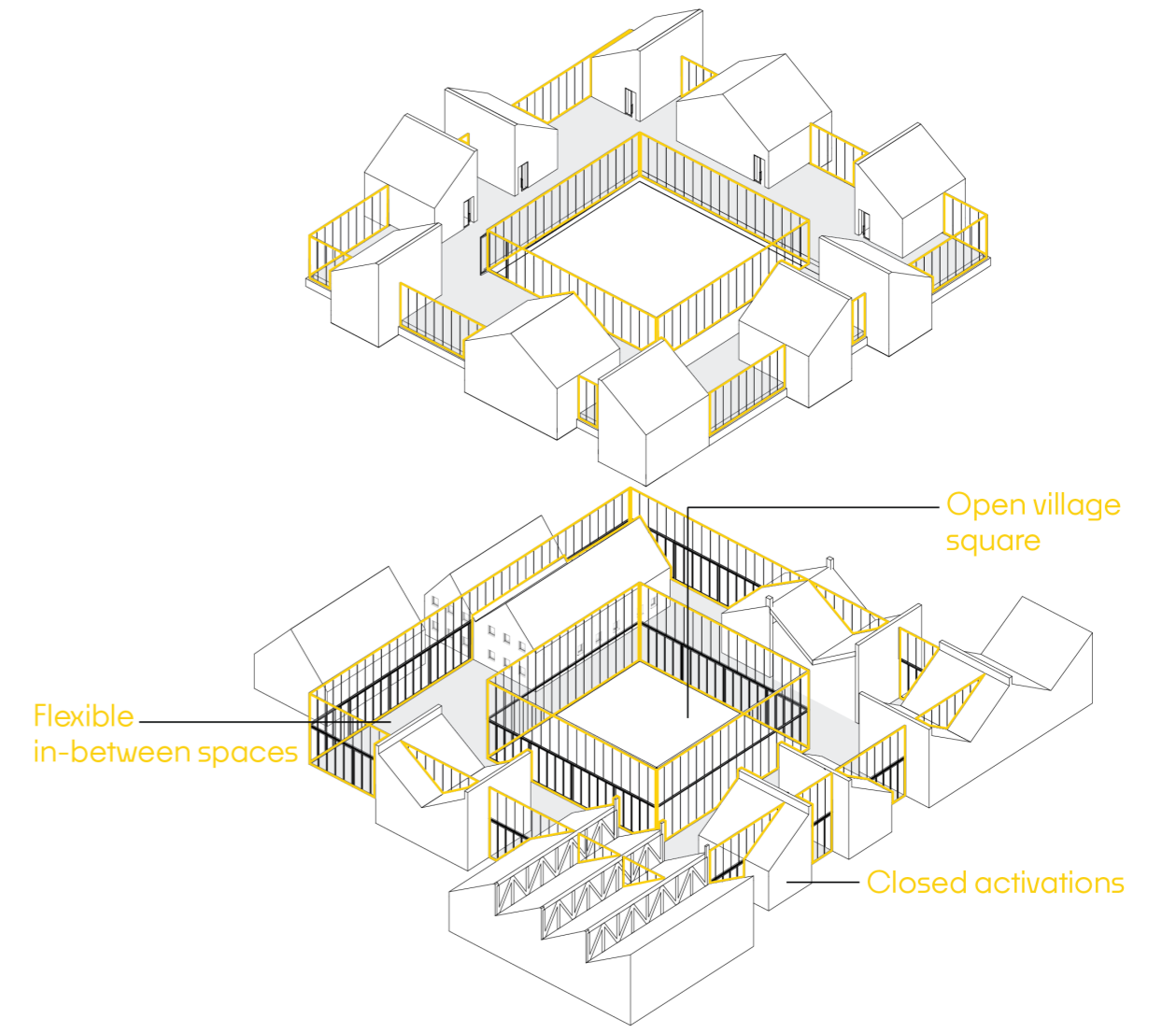
Concept diagrams



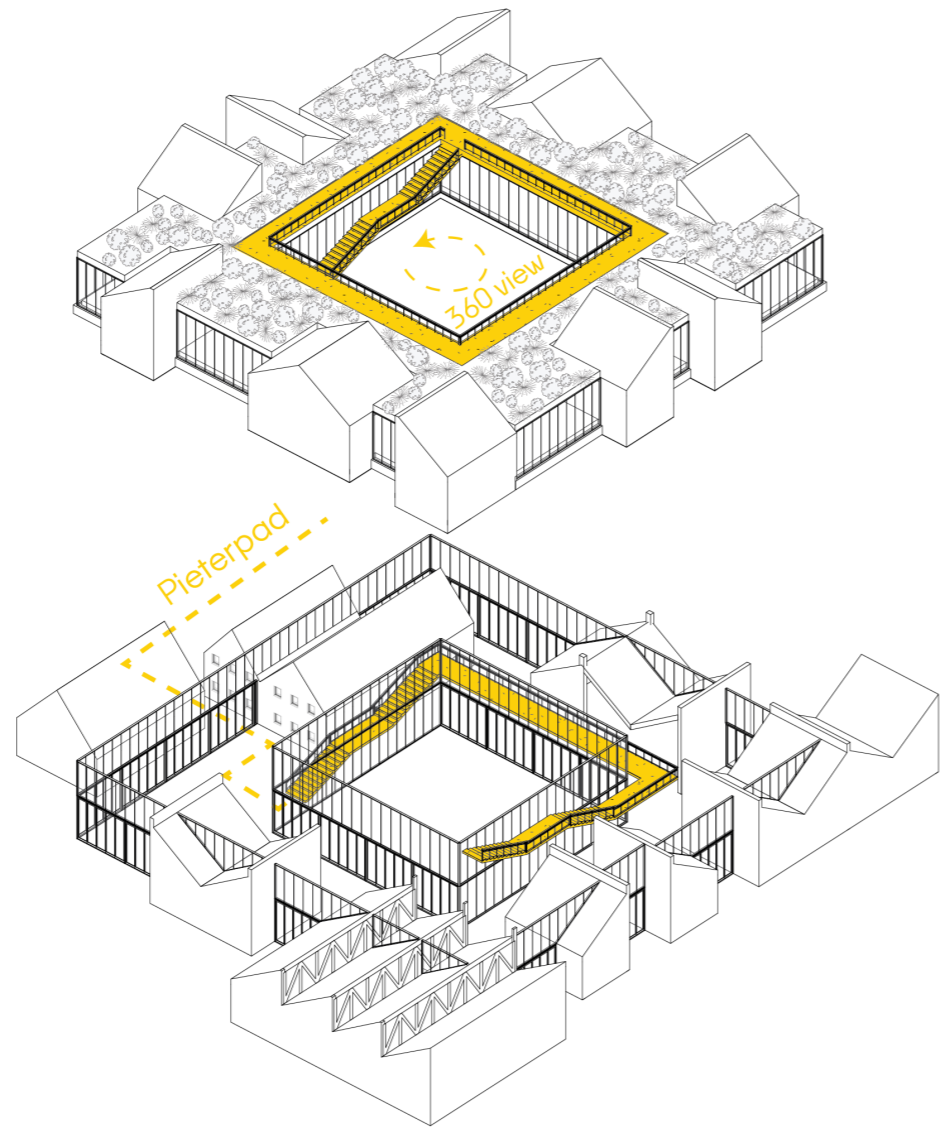
Art as diverse programmatic impulse



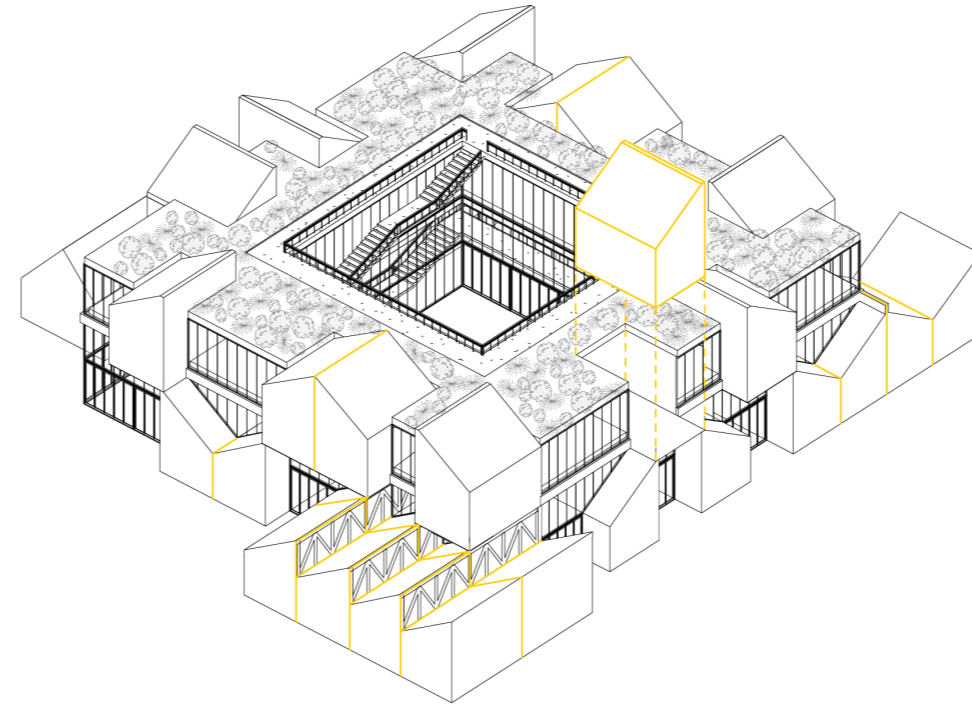
Central village square encouraging social interaction



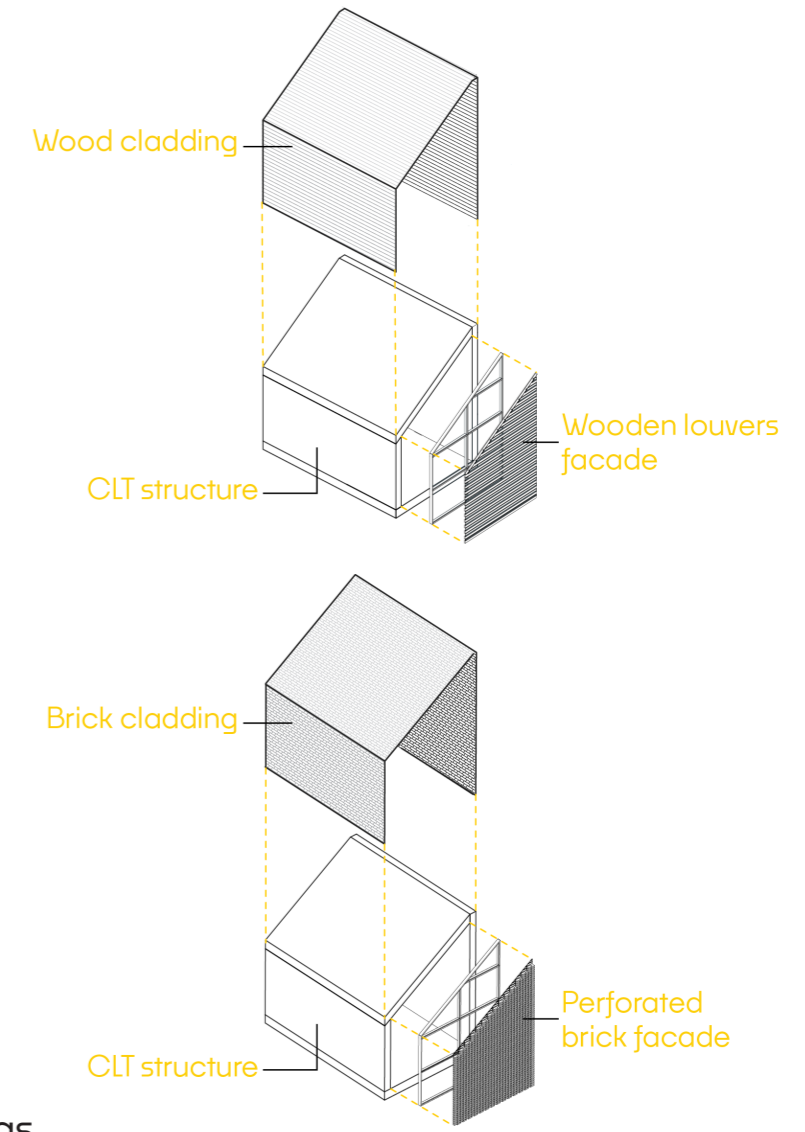
Interior and exterior space for year-round activation



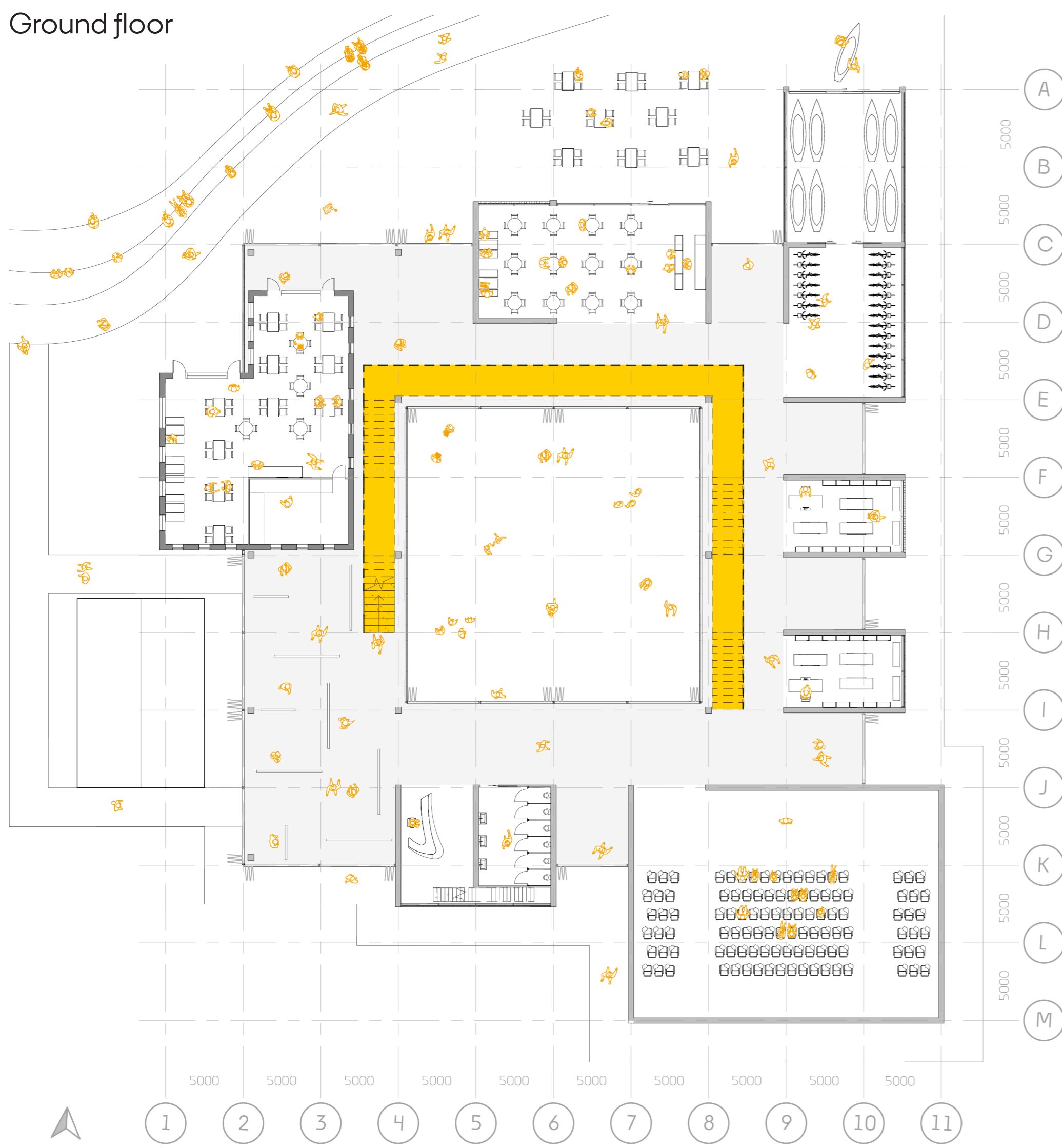
Statement staircase passing by the different activations and ending in panoramic view



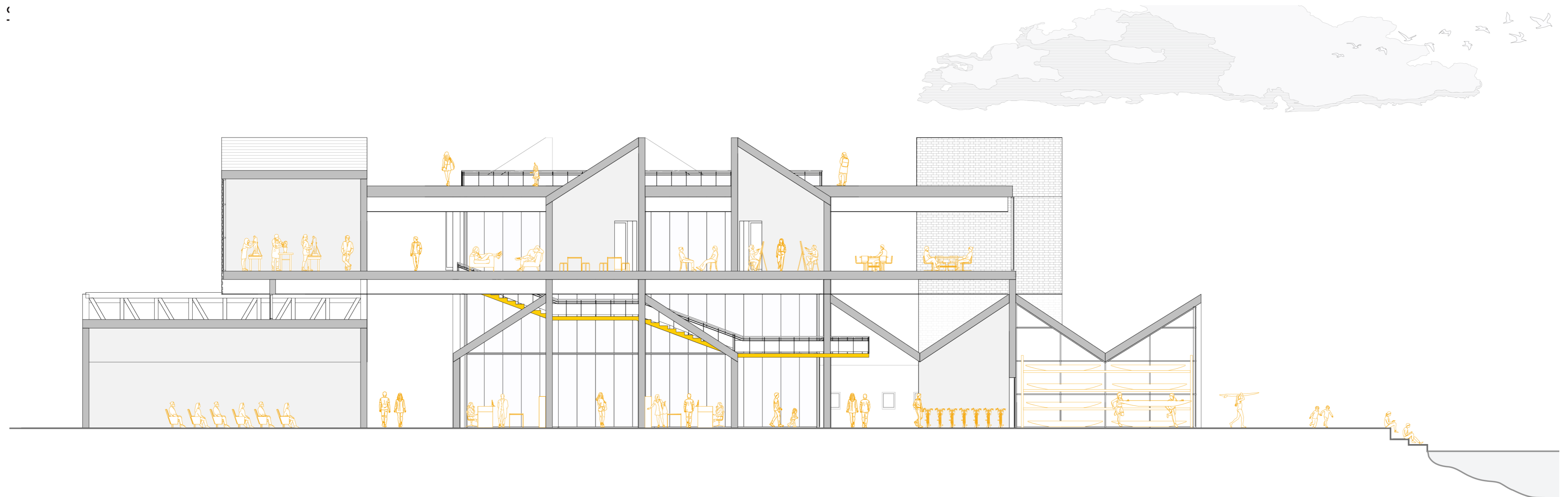
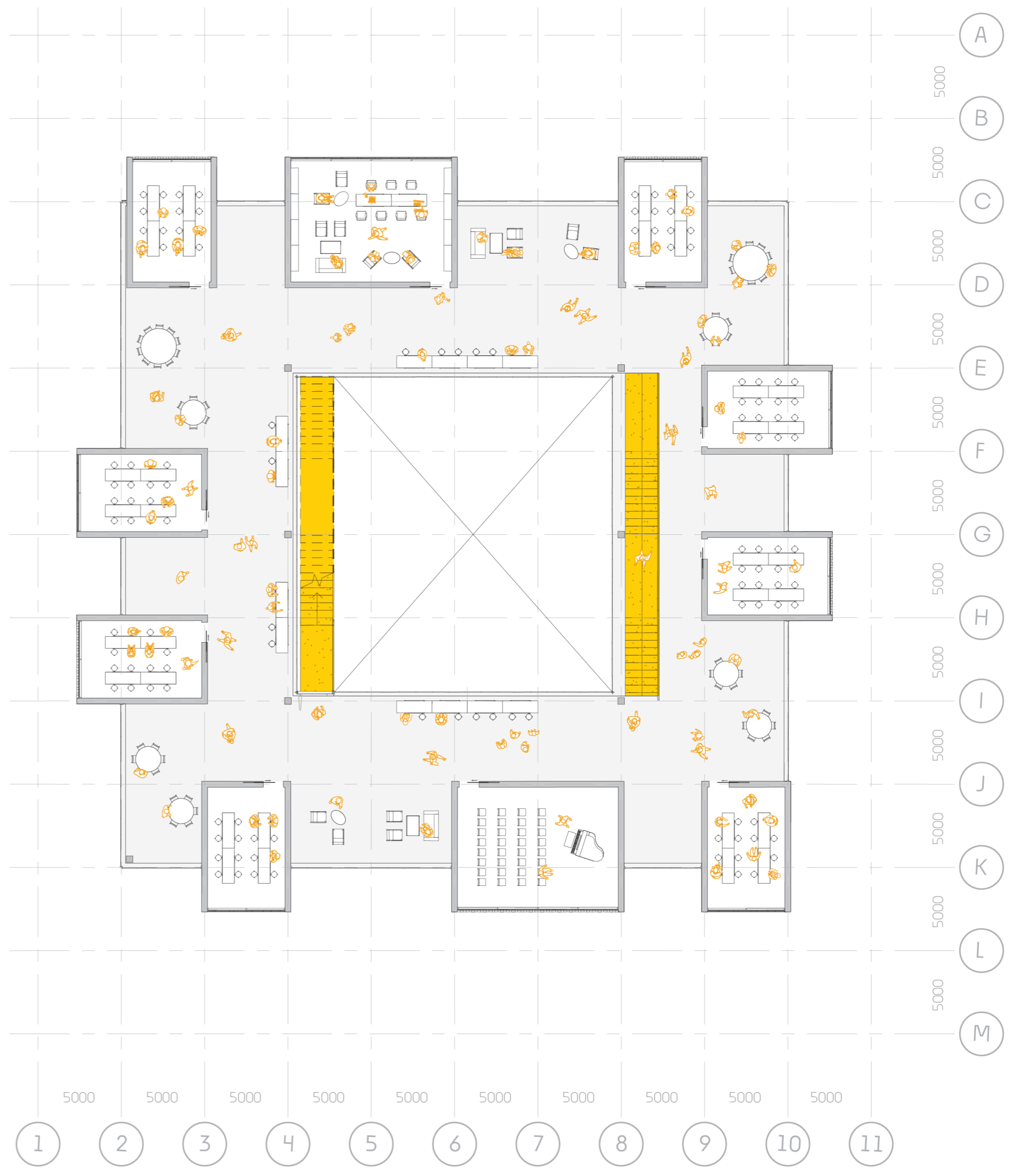
Fragments of village buildings



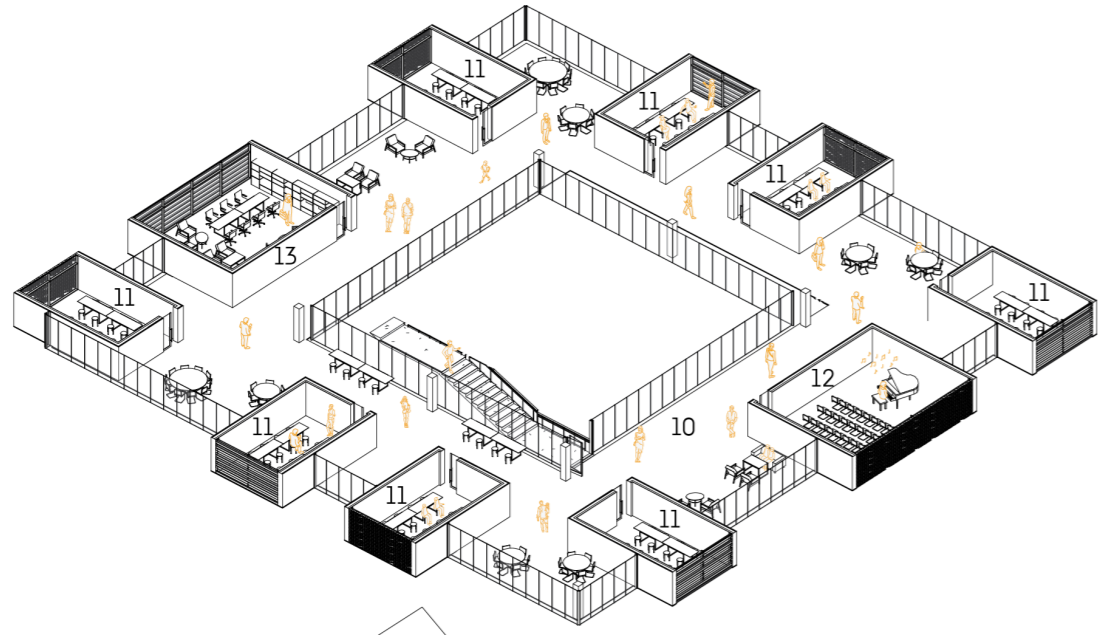
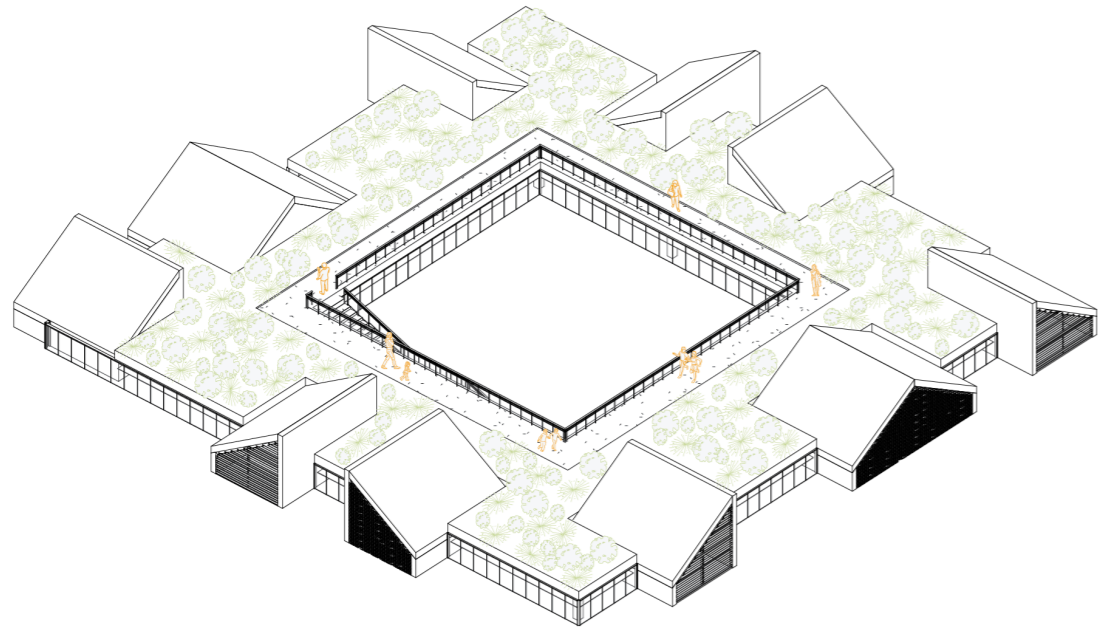
Ground floor



First floor

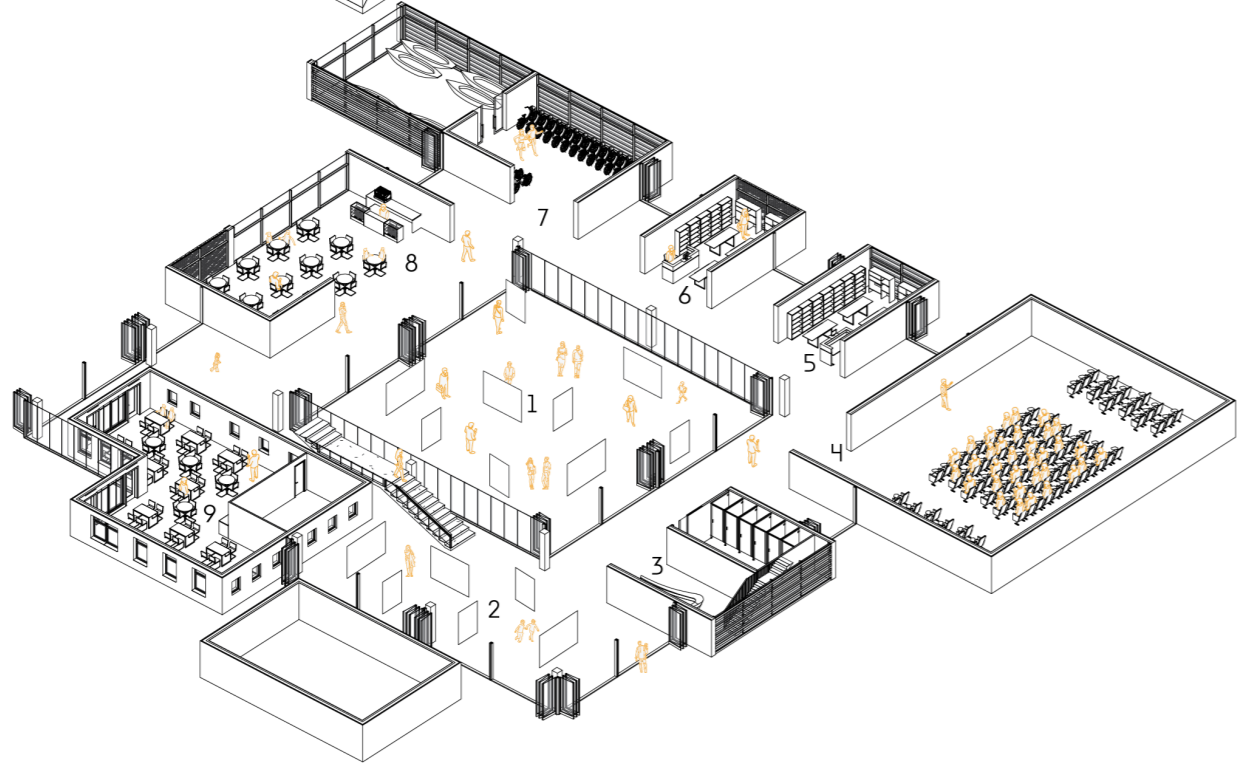
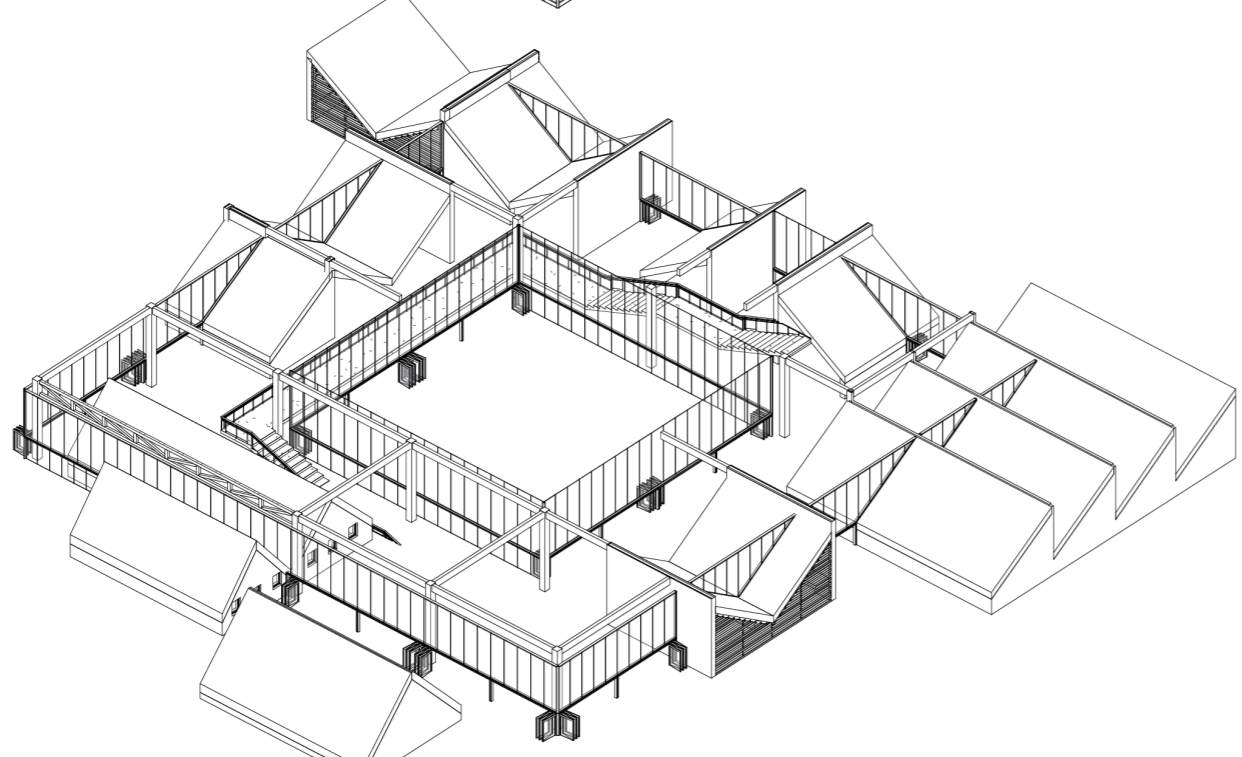


Organisational diagram



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

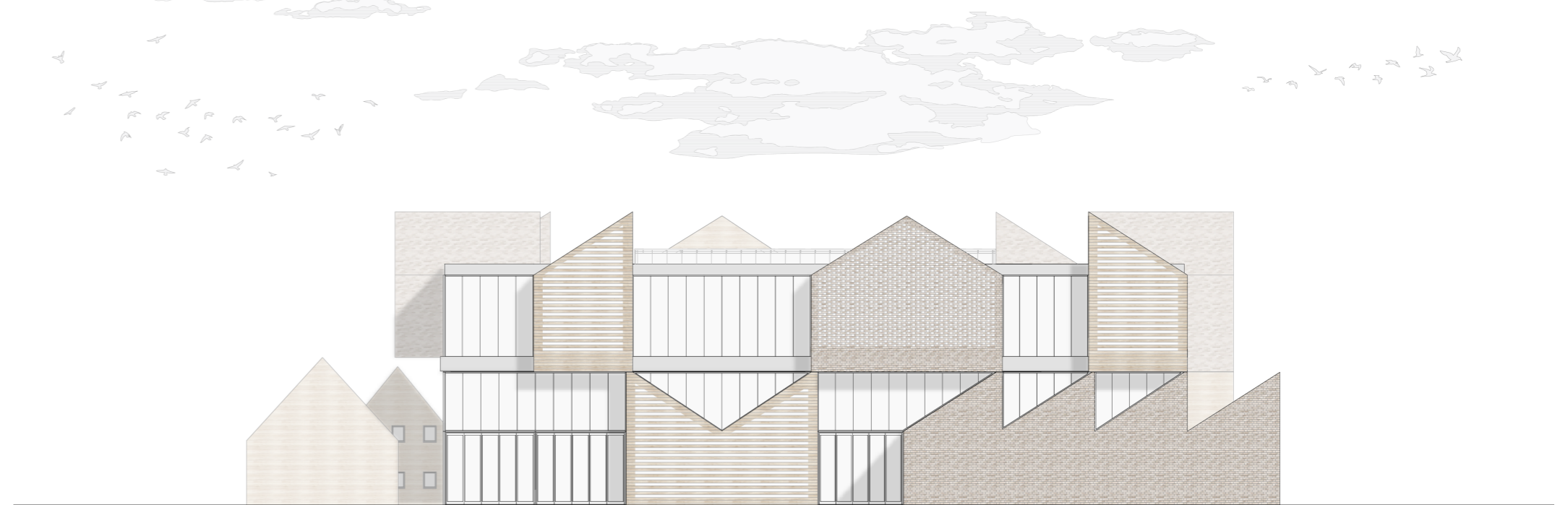
Interior perspective



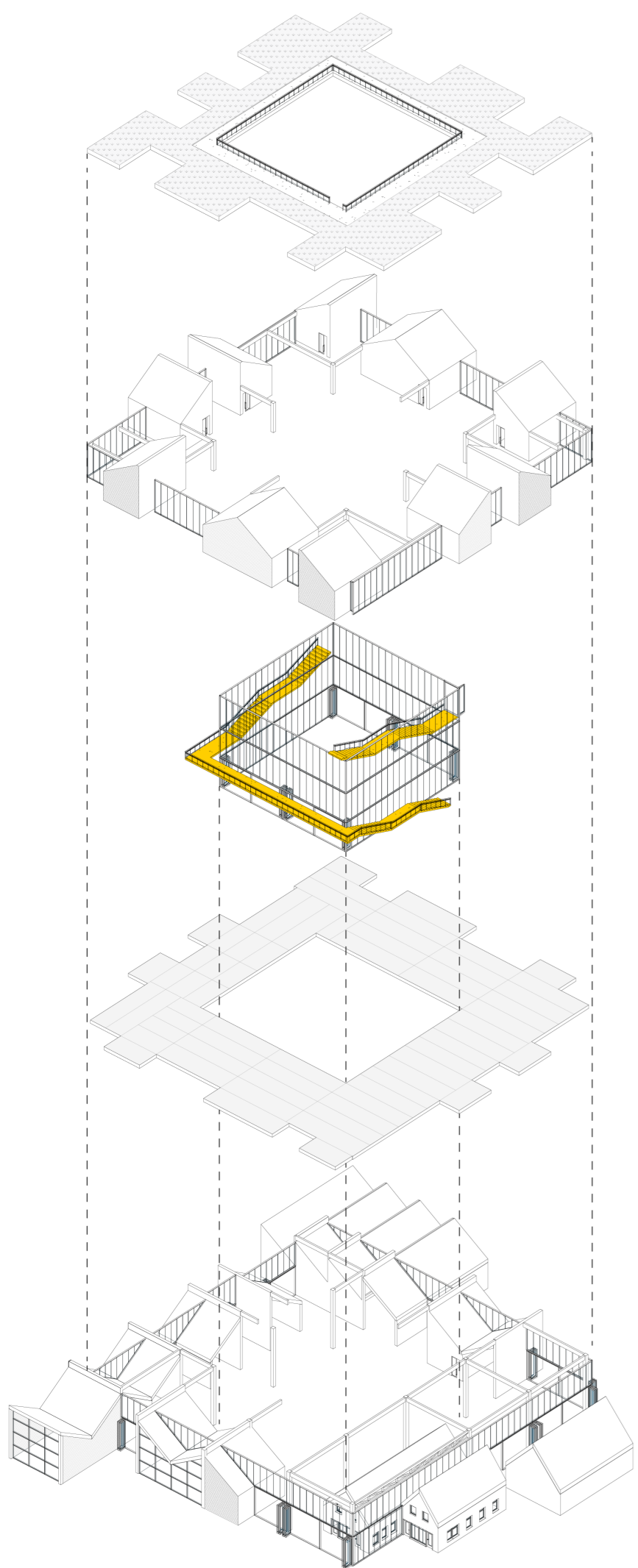
North elevation



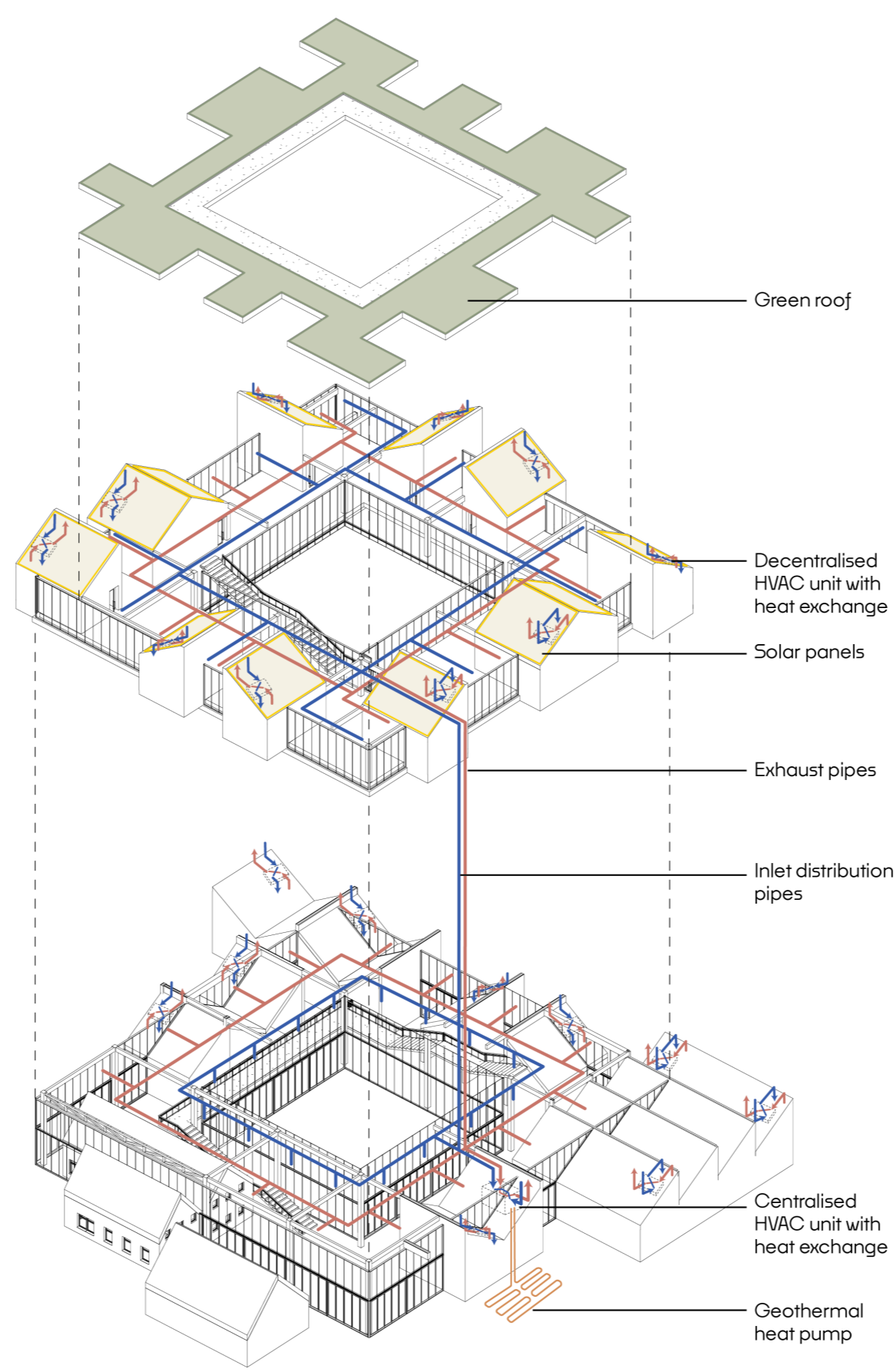
South elevation



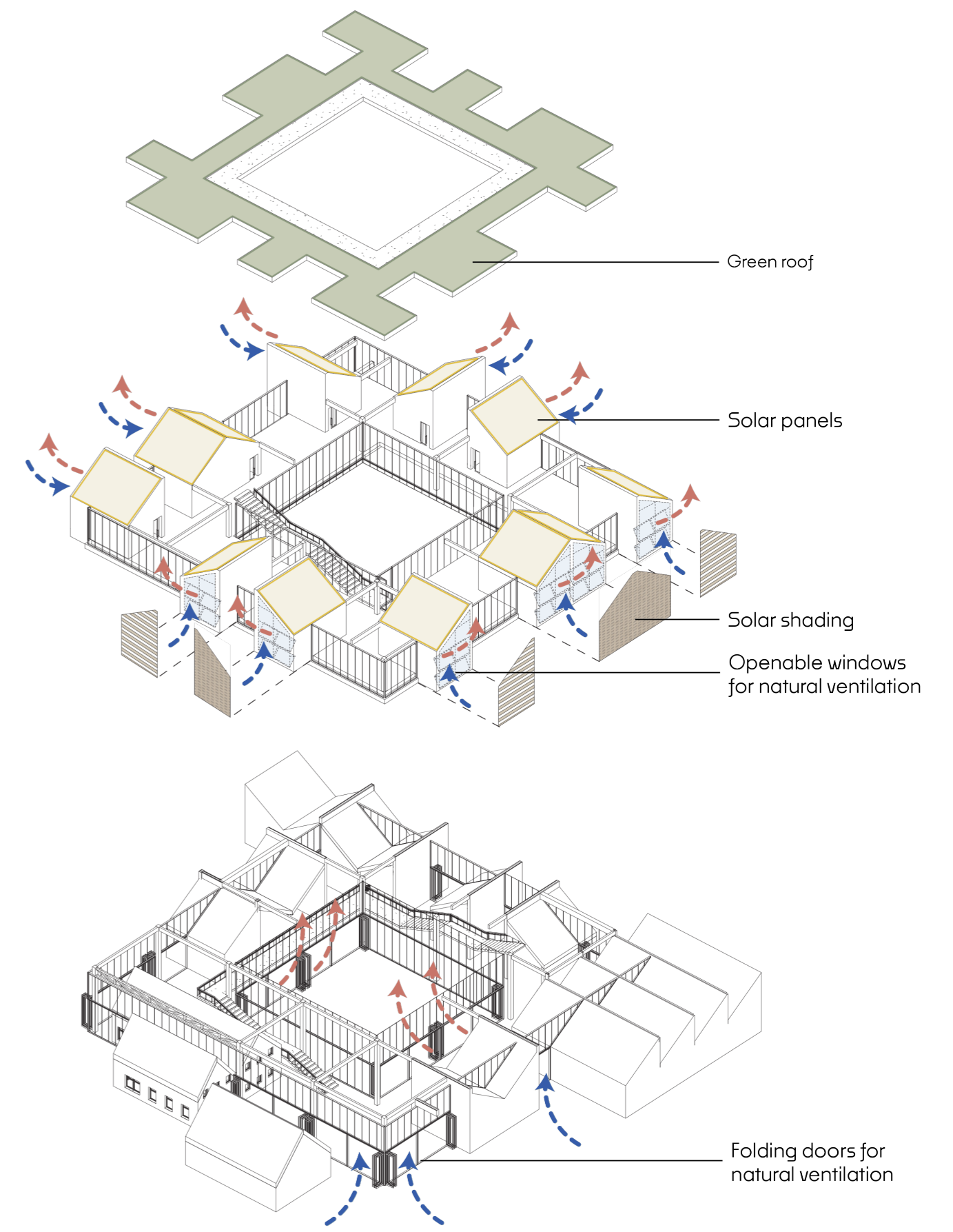
Structural diagram



Climate diagrams



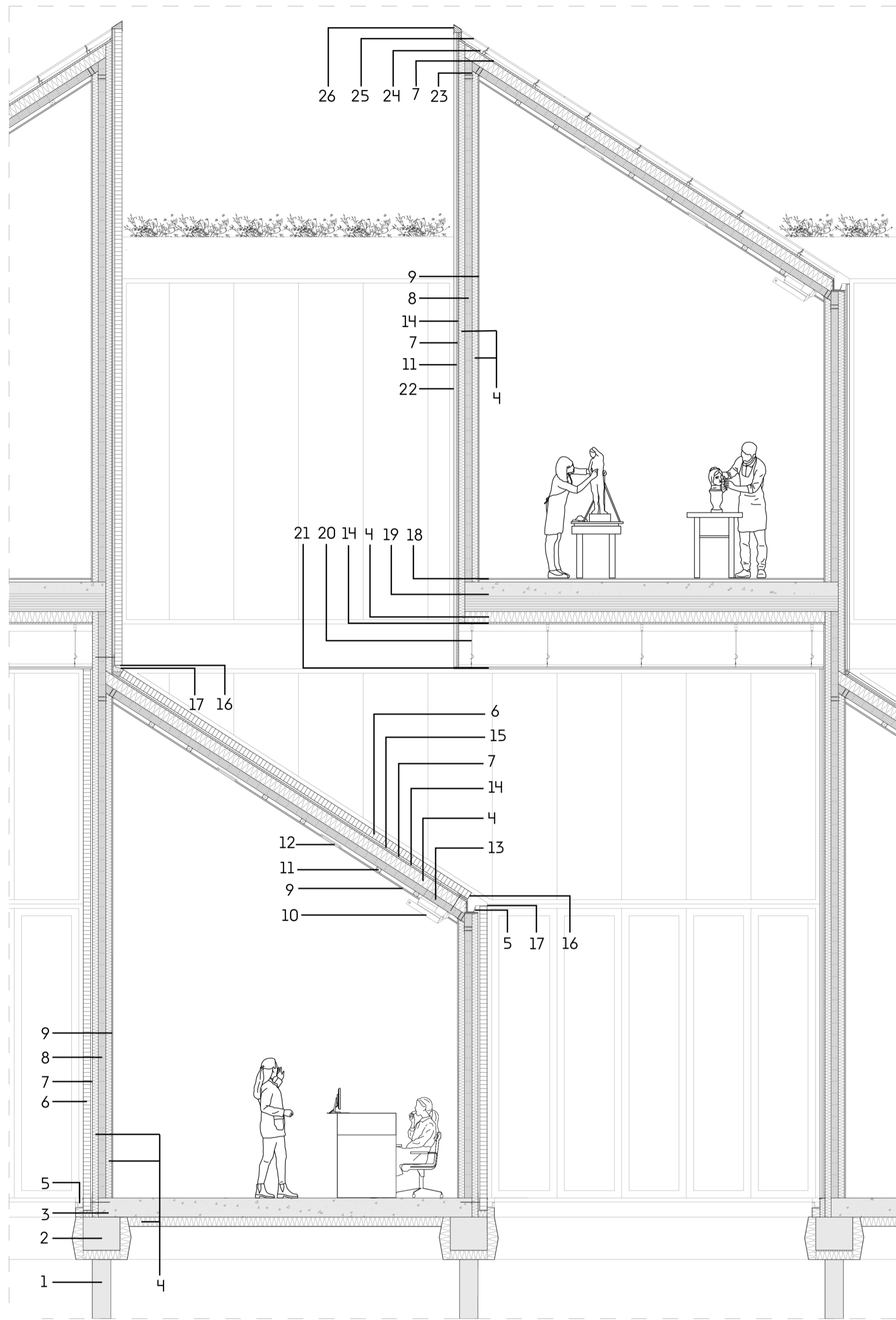
Winter



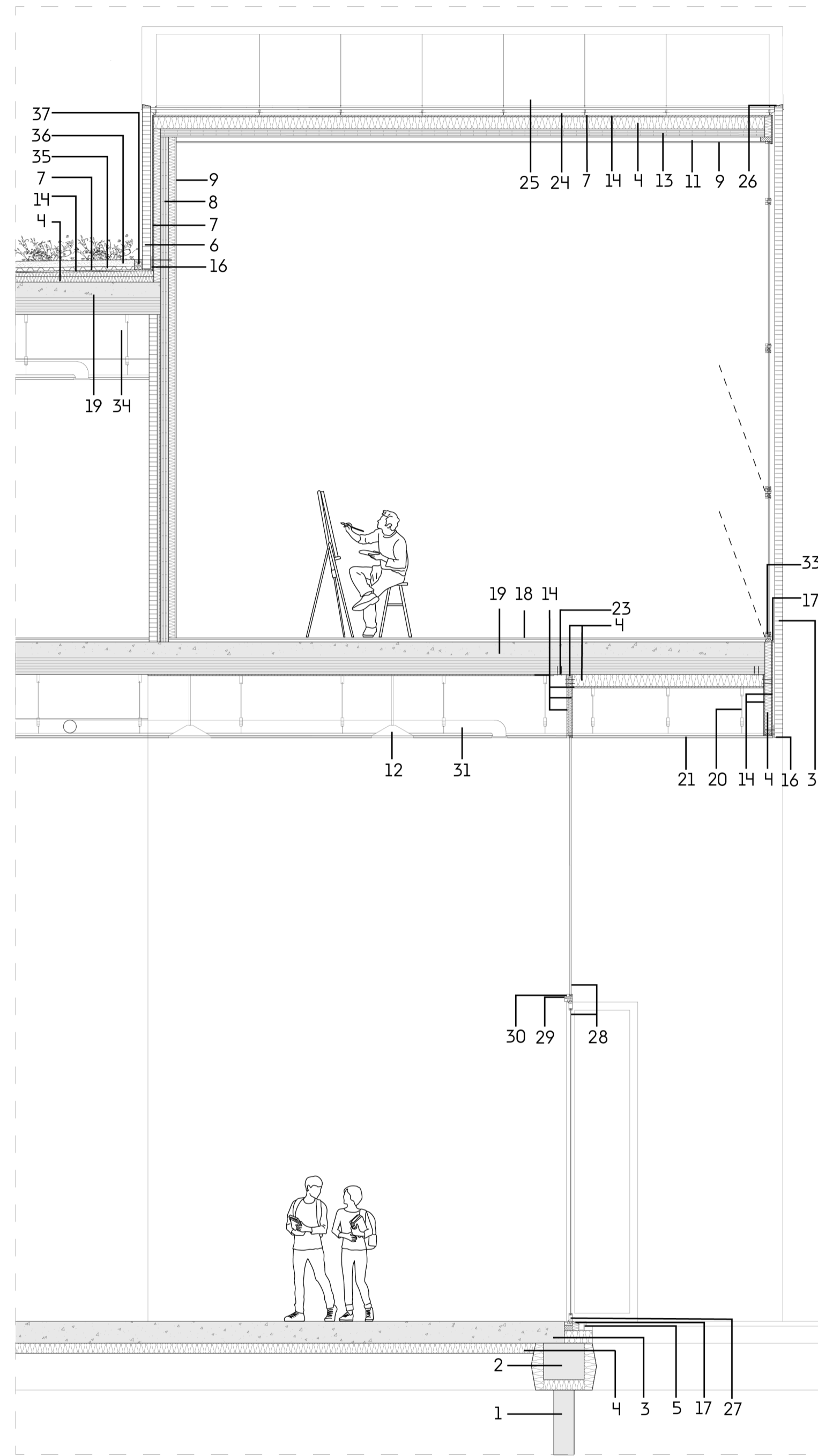
Summer

Exterior perspectives

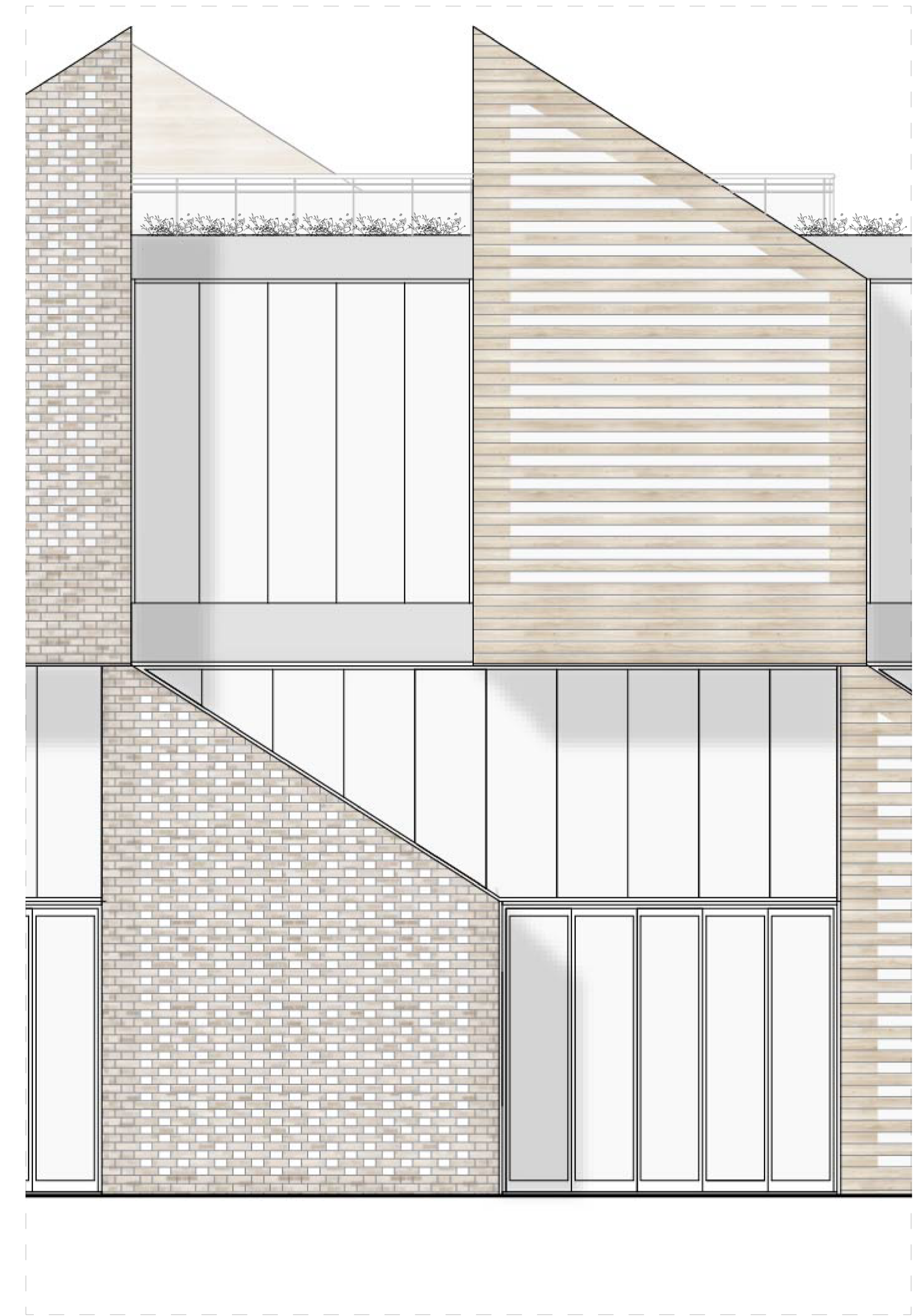




Longitudinal section detail

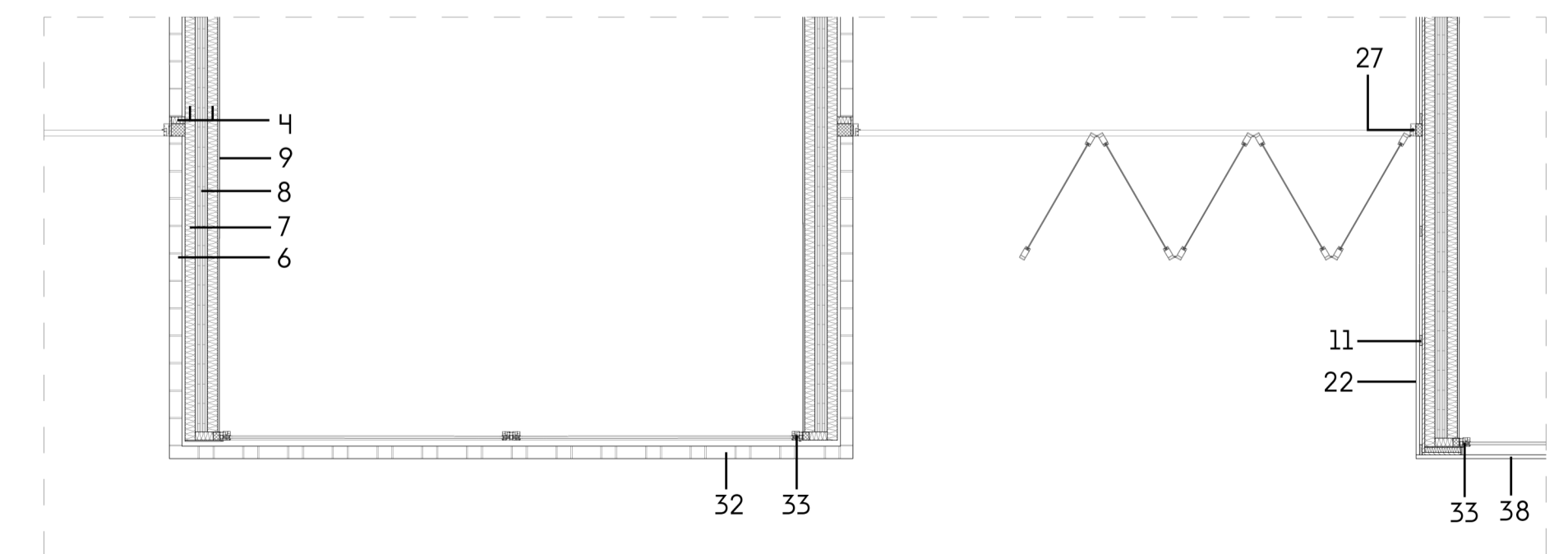


Transverse section detail



Elevation

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



Horizontal detail