

What if you could experience

Groningen like De Ploeg?



How is Groningen experienced today?

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villages
nature
nothingness
rural
Groningen city
Far away
landscape
disconnected
old farms

Economic model based on extraction



Severe economic, social and environmental consequences

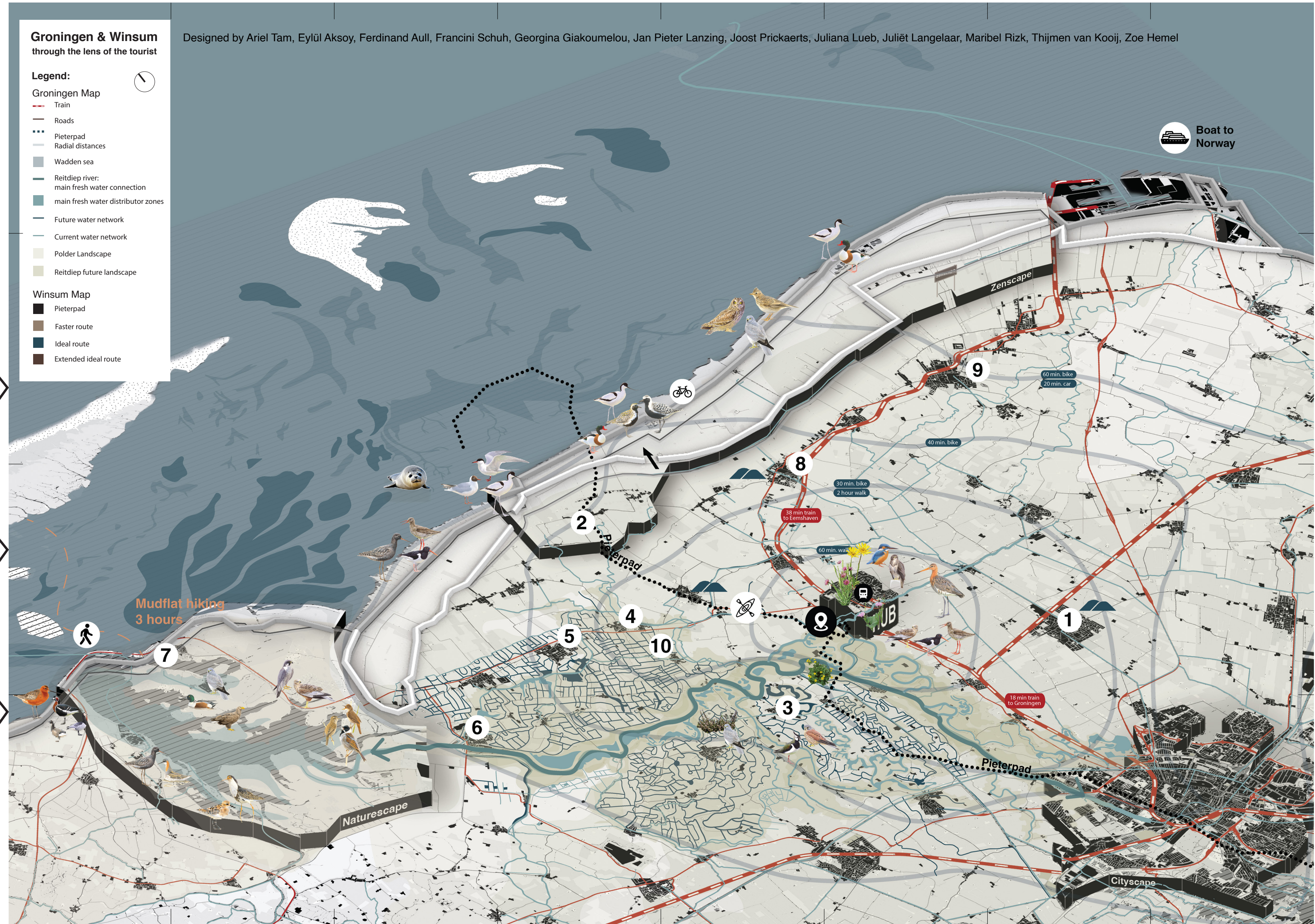


Nij Begun agenda's investment into leisure economy



Groningen & Winsum through the lens of the tourist

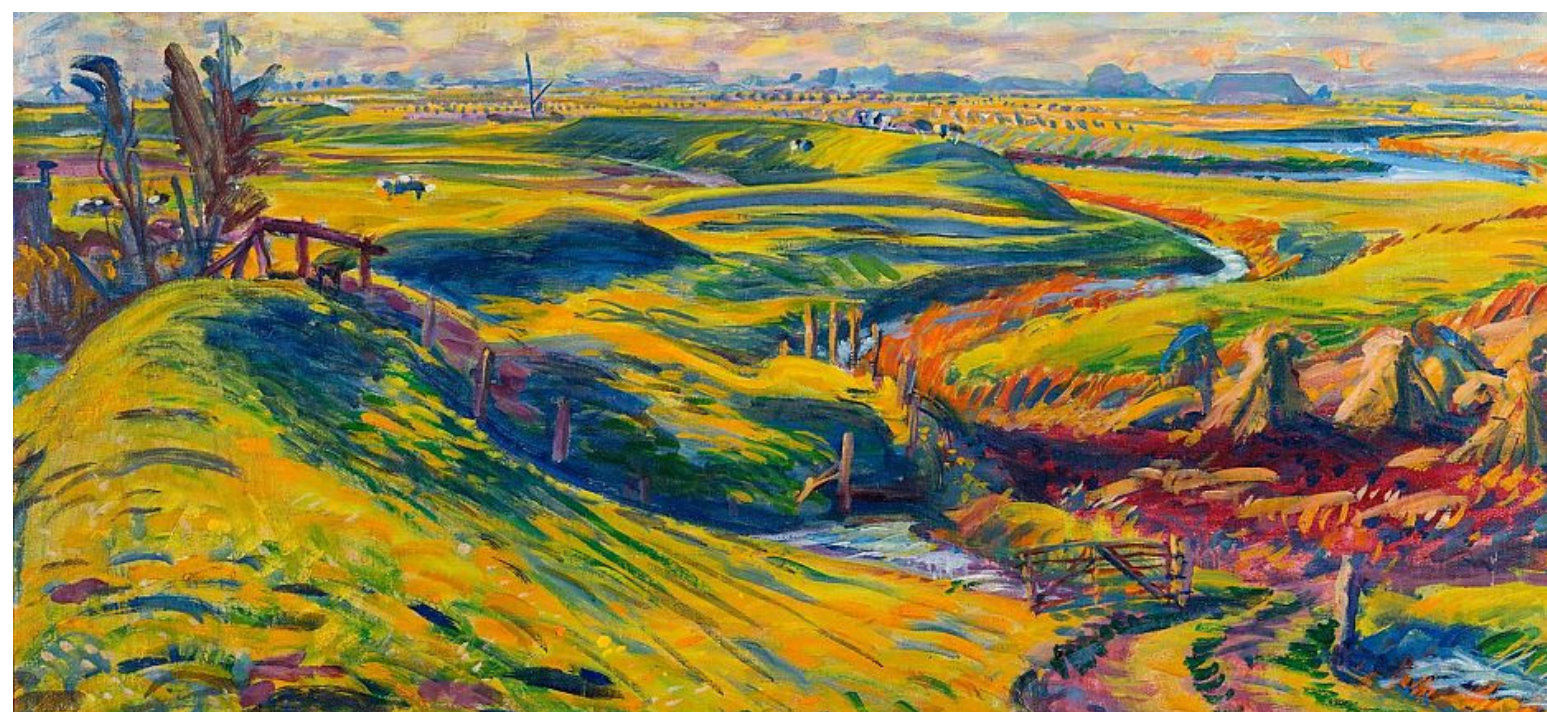
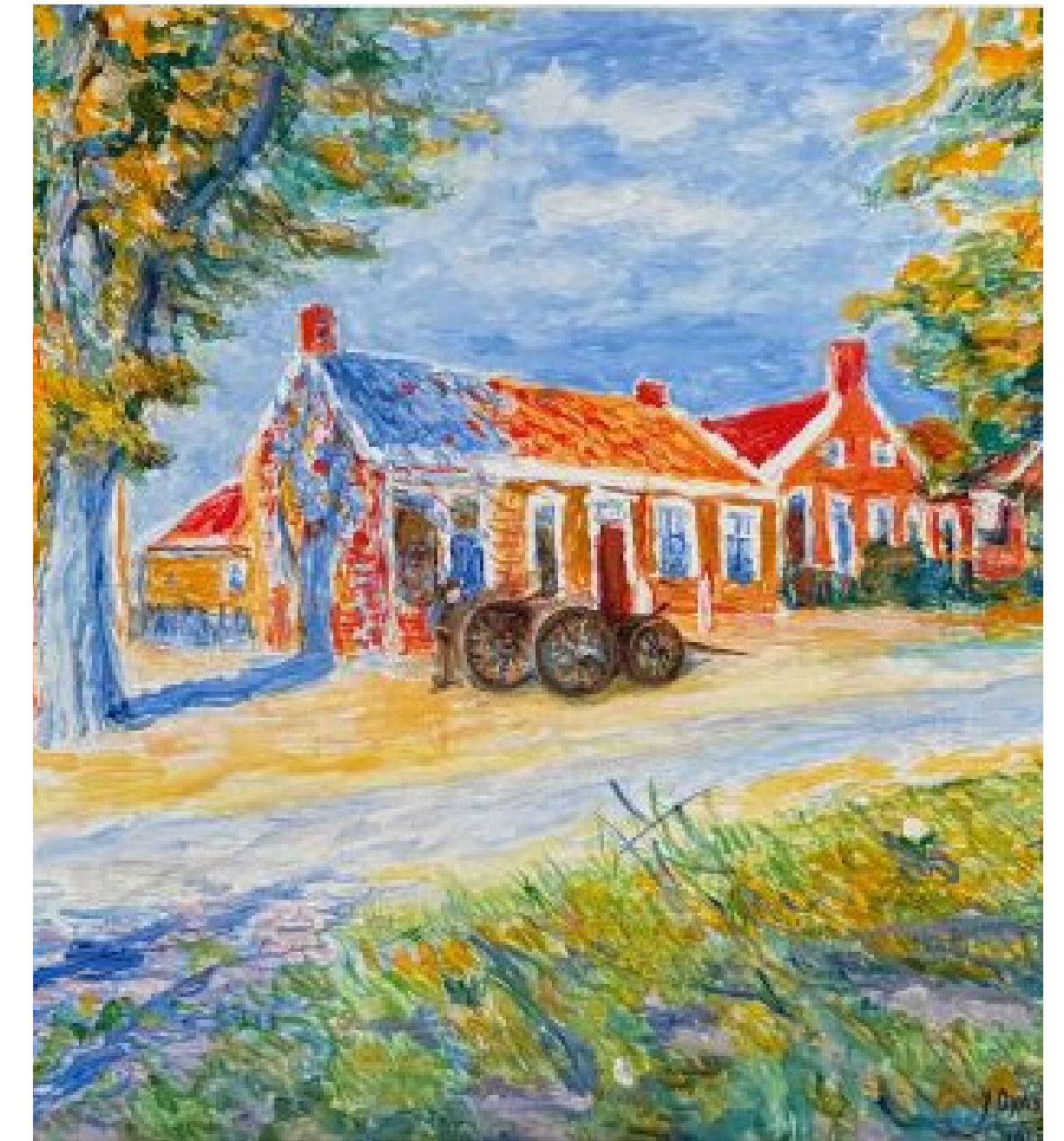
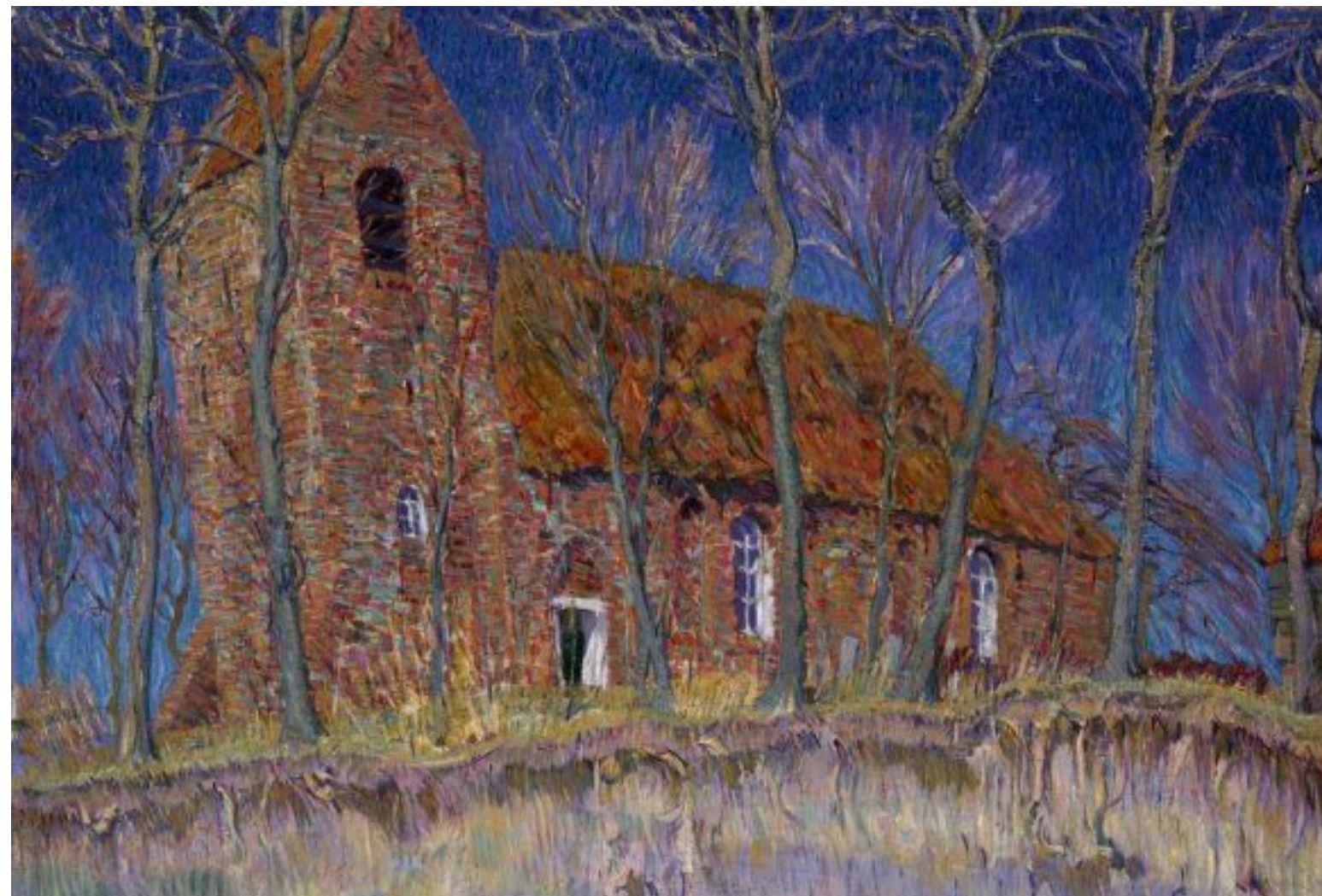
- Legend:**
- Groningen Map
 - Train
 - Roads
 - Pieterpad
 - Radial distances
 - Wadden sea
 - Reitdiep river: main fresh water connection
 - main fresh water distributor zones
 - Future water network
 - Current water network
 - Polder Landscape
 - Reitdiep future landscape
 - Winsum Map
 - Pieterpad
 - Faster route
 - Ideal route
 - Extended ideal route



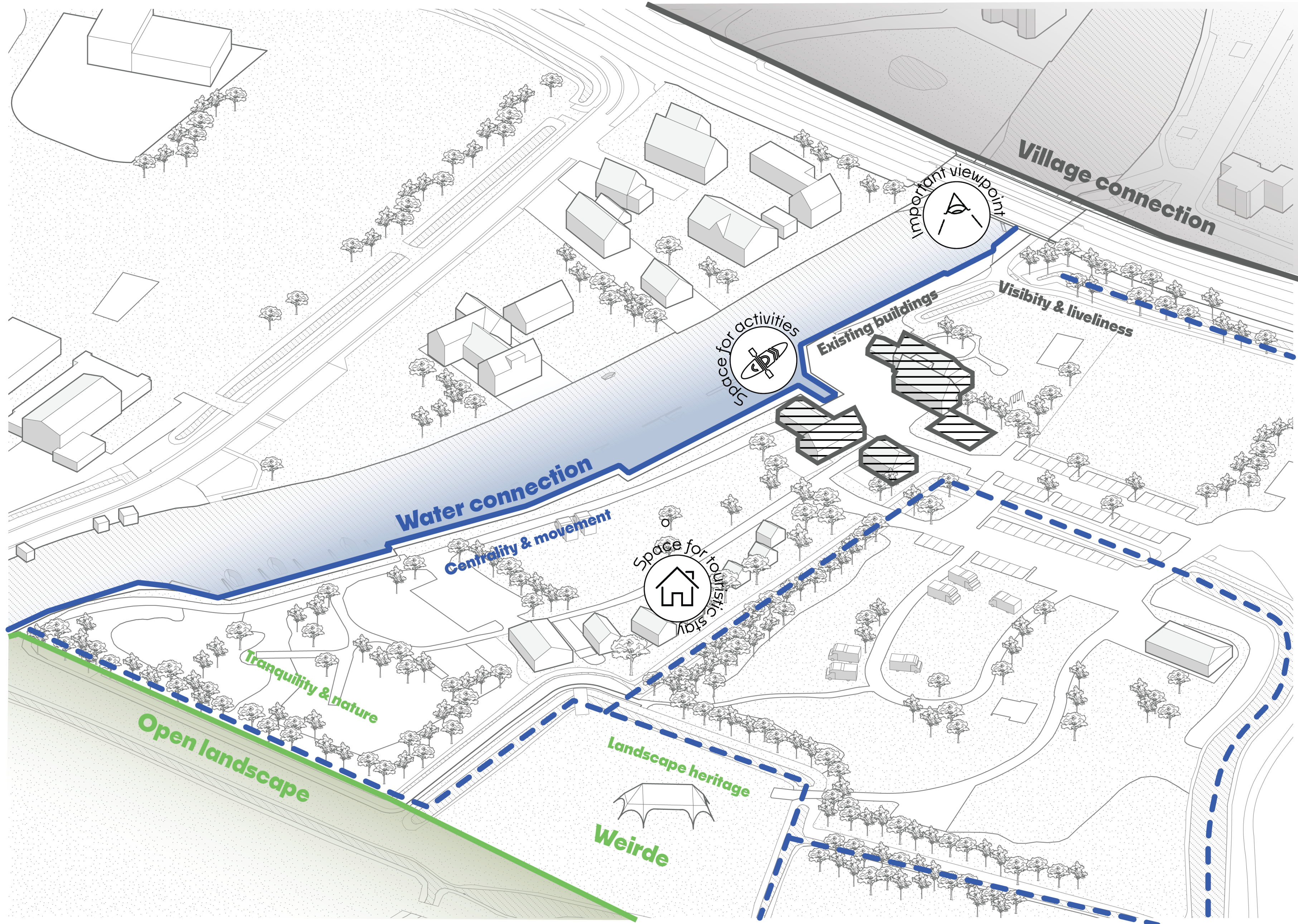
How did De Ploeg experience Groningen?

Provoking emotions through intensification of experience

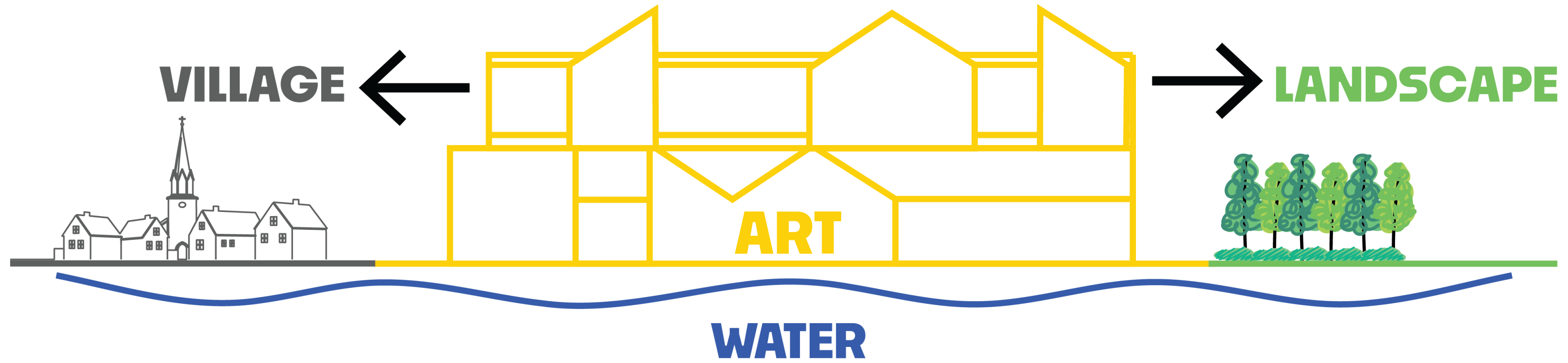
De Ploeg
De Groninger Kunstkring "De Ploeg",
opgericht 5 juni 1918.
"De Ploeg" bracht een aantal voor het Nederlandse
Expressionisme belangrijke kunstenaars voort.



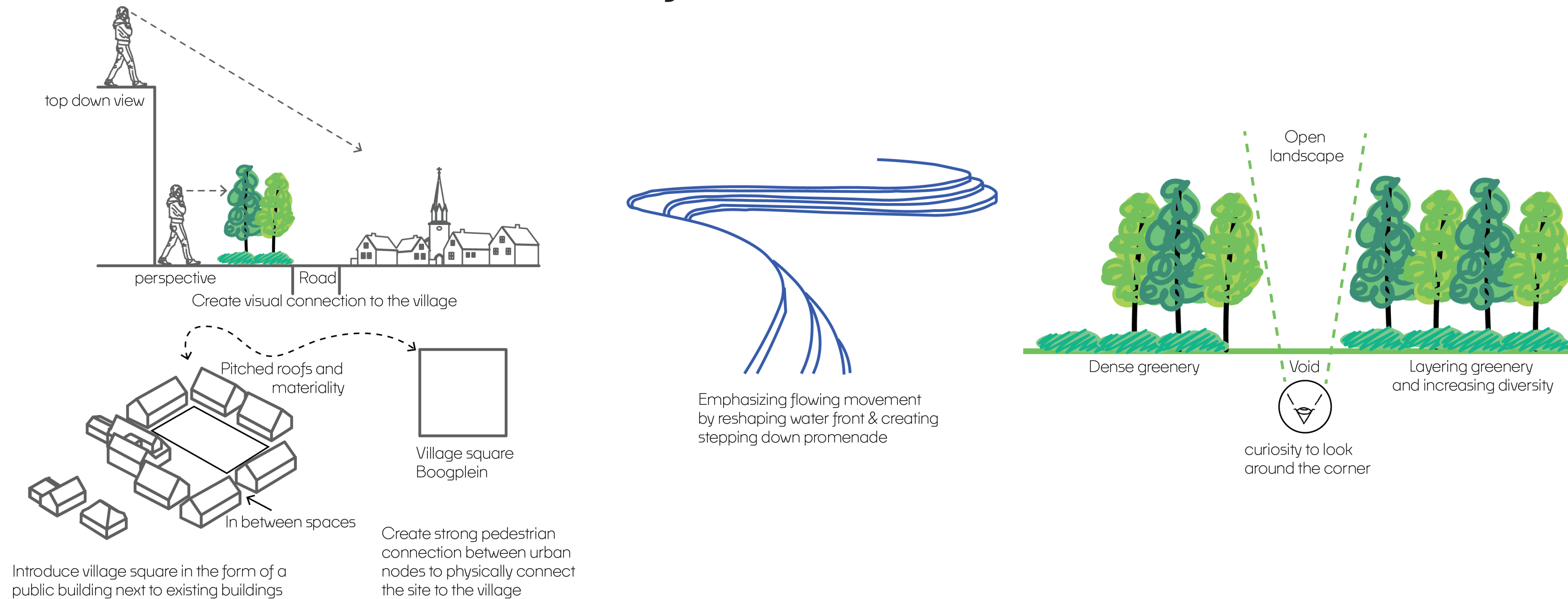
Site opportunities



Site intensification



Intensification toolbox



Site plan



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



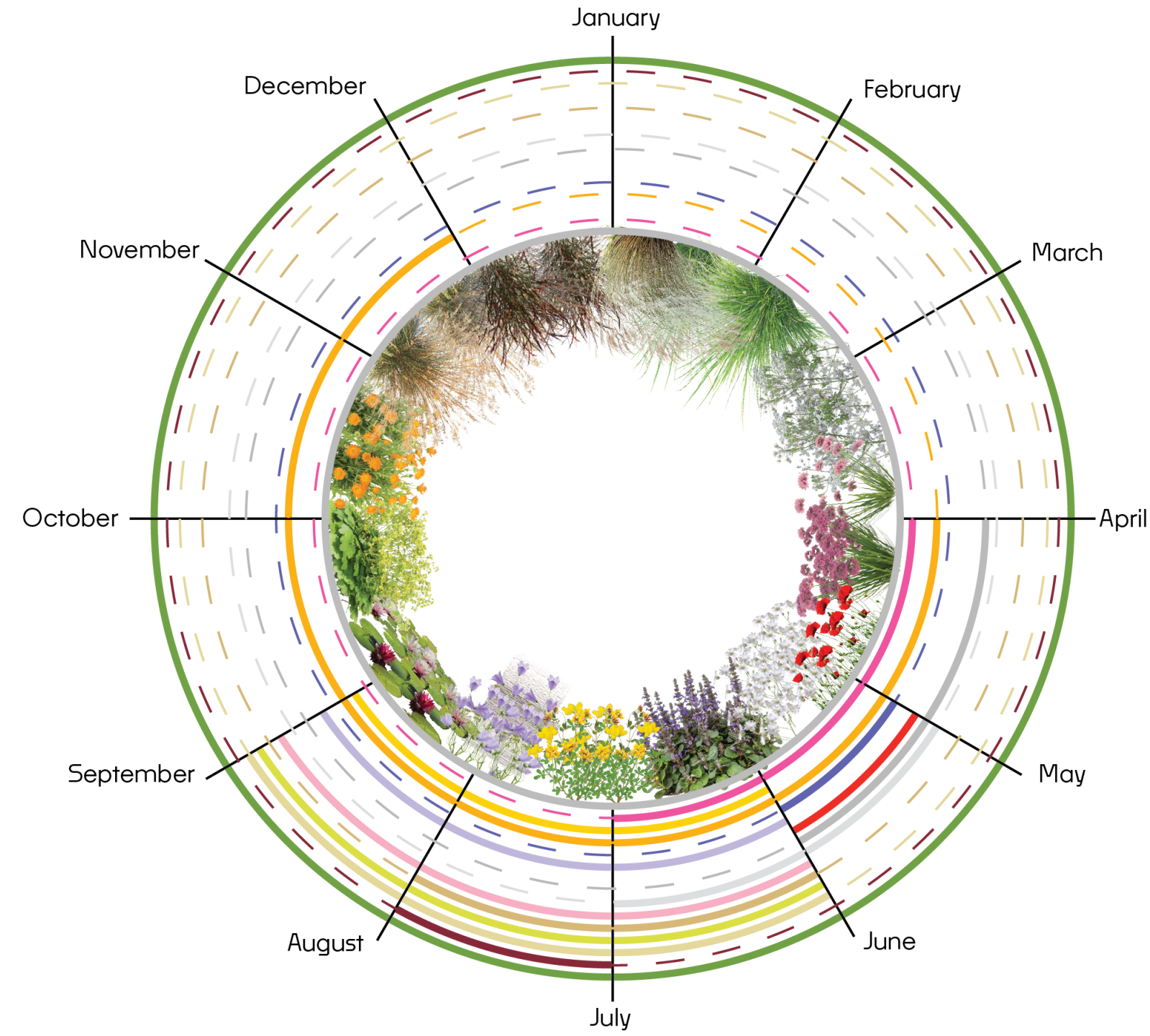
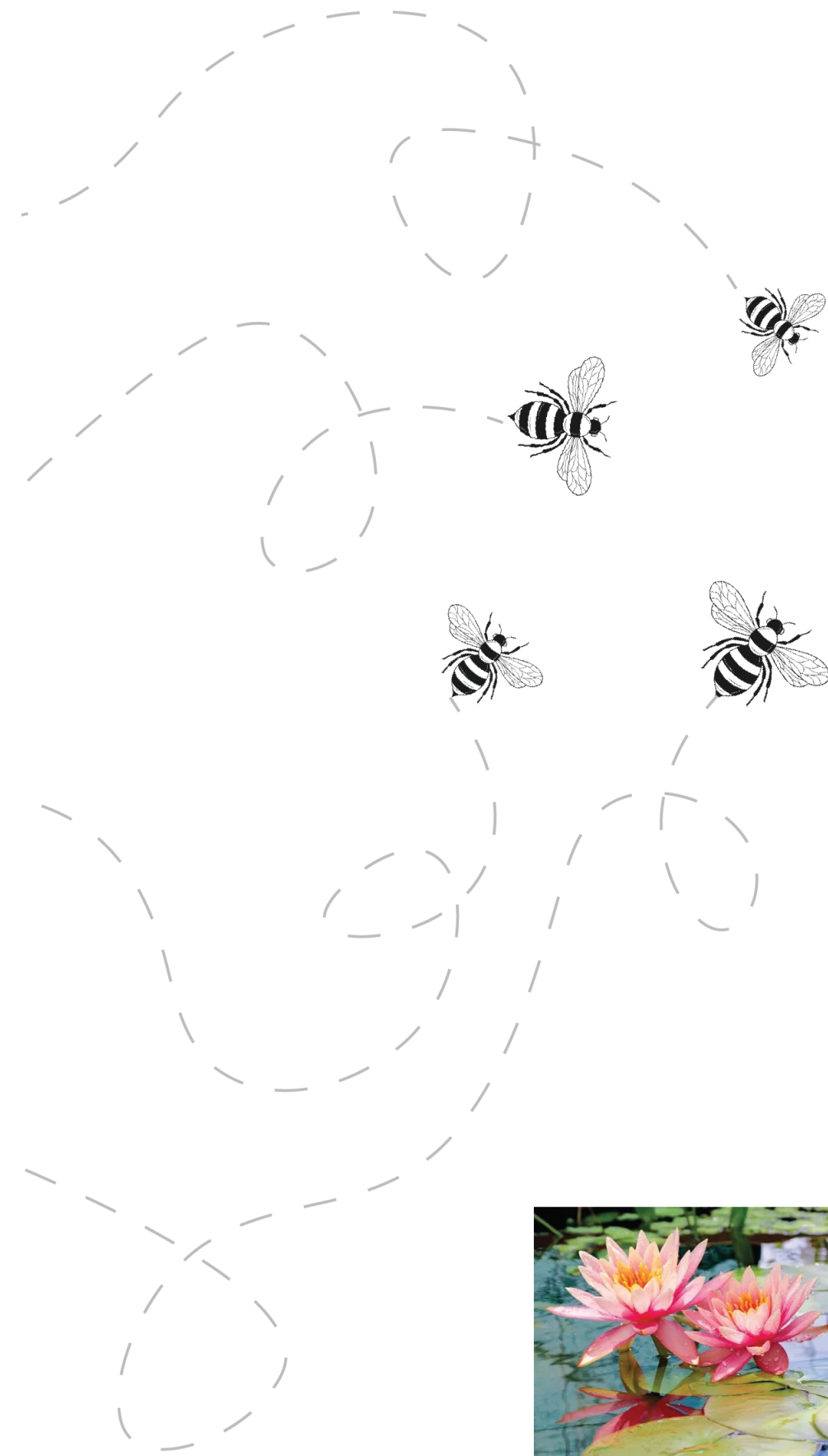
Papaver rhoeas
May-June



Anthriscus sylvestris
April-June



Cerastium tomentosum
May-July



Nymphaea / water lilies
June-September



Deschampsia cespitosa
June-August



Alchemilla mollis
June-September



Nassella tenuissima
June-September



Panicum virgatum
July-August

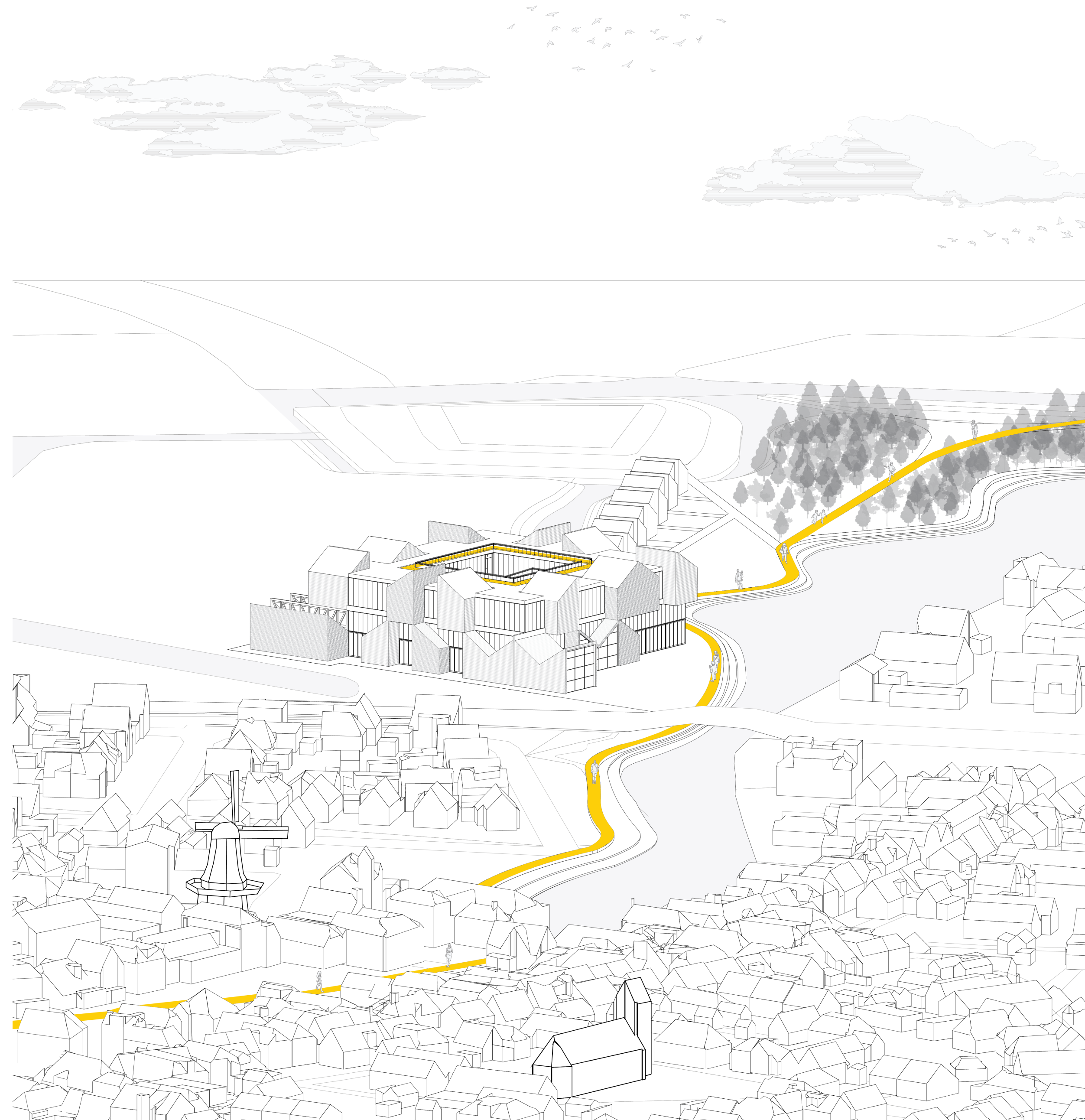


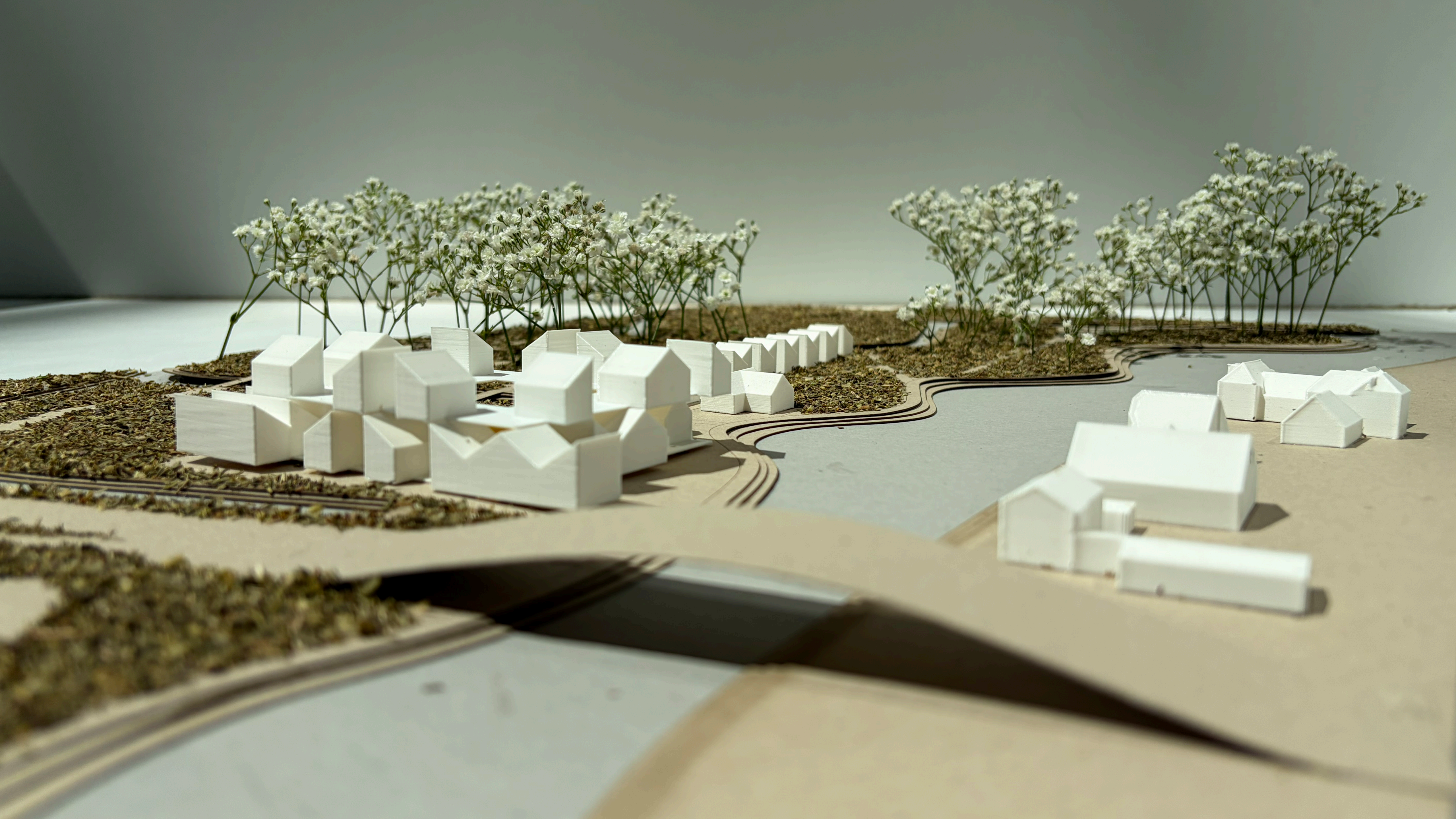
Carex morrowii
evergreen

Impression of intensified central garden



Axonometric projection



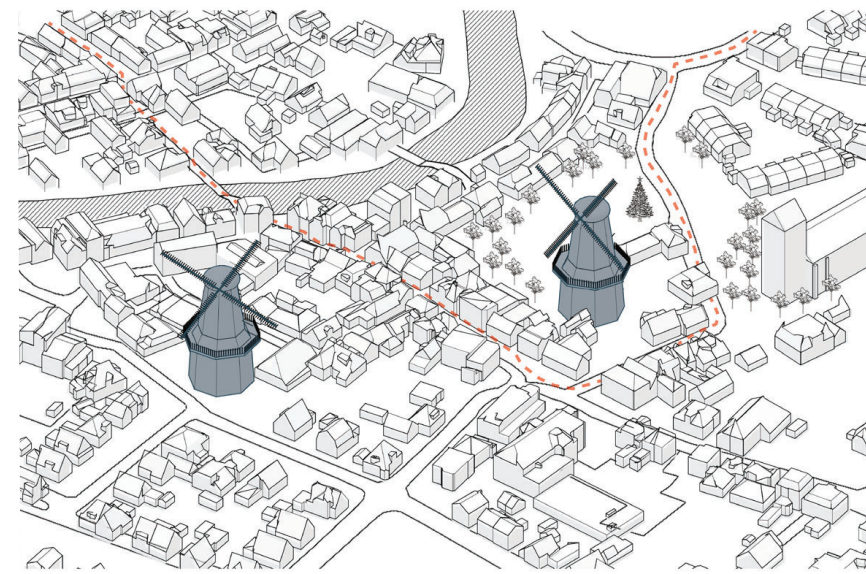
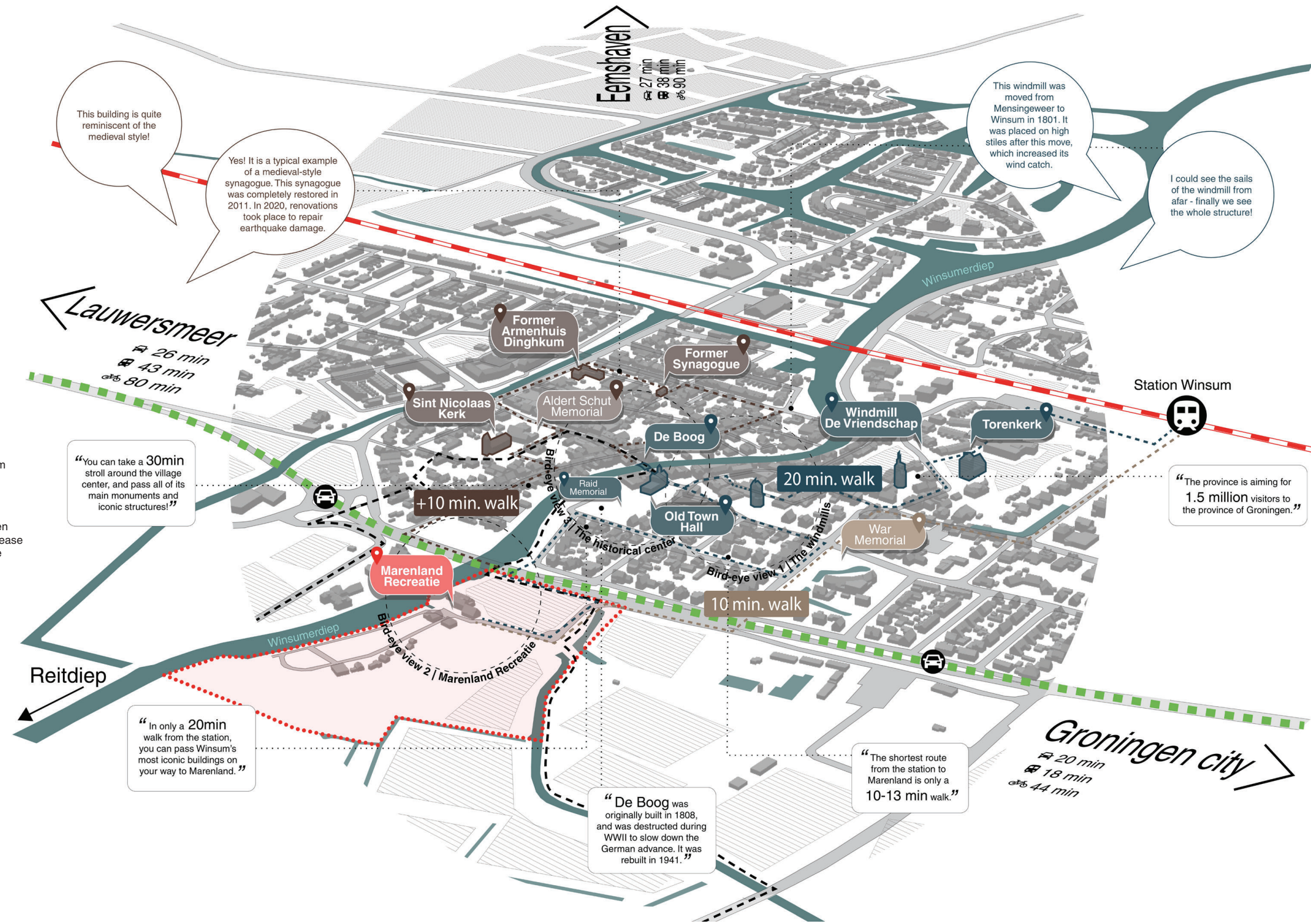


The village

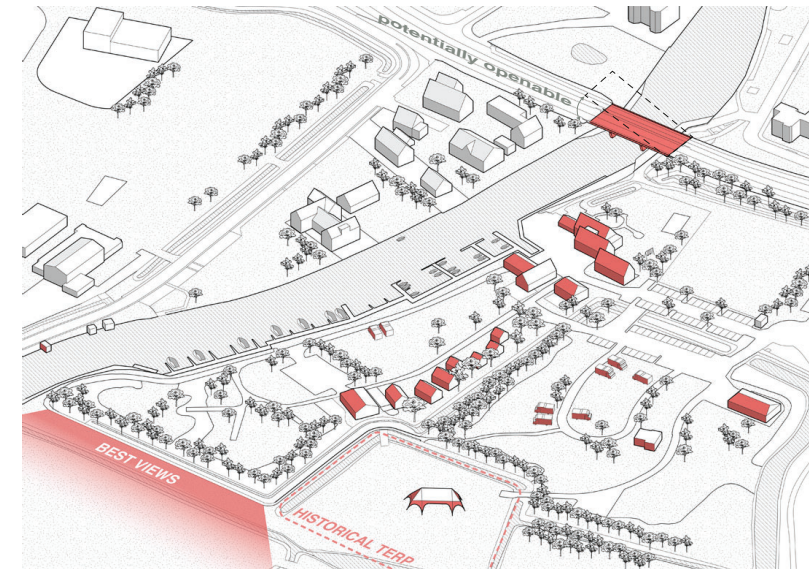
Your Journey starts in Winsum!

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!

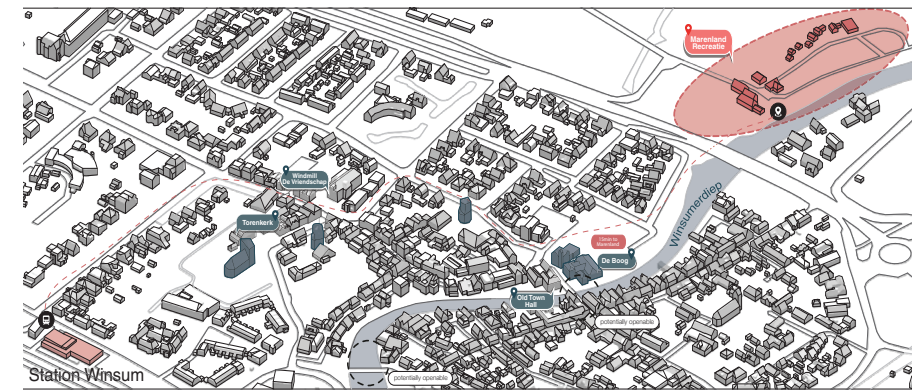
- 1.8** days: The average length of stay in Winsum
- 7525** residents: The population of Winsum
- 11%** growth: The Province of Groningen recorded the highest increase in overnight visitors in the Netherlands in 2024
- 1.5** million: The ambition to increase visitors annually



Bird-eye view 1 | The Windmills



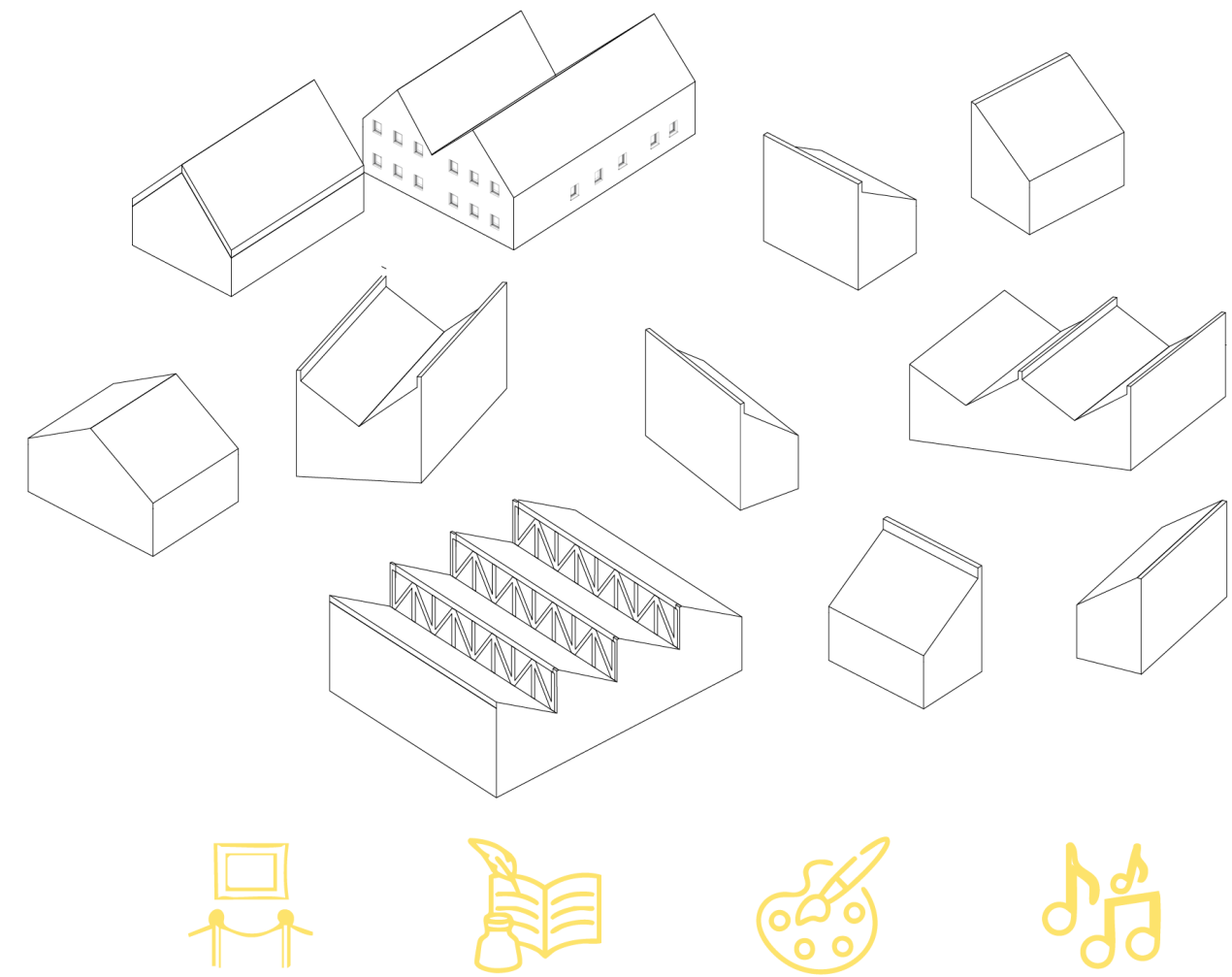
Bird-eye view 2 | Marenland Recreatie



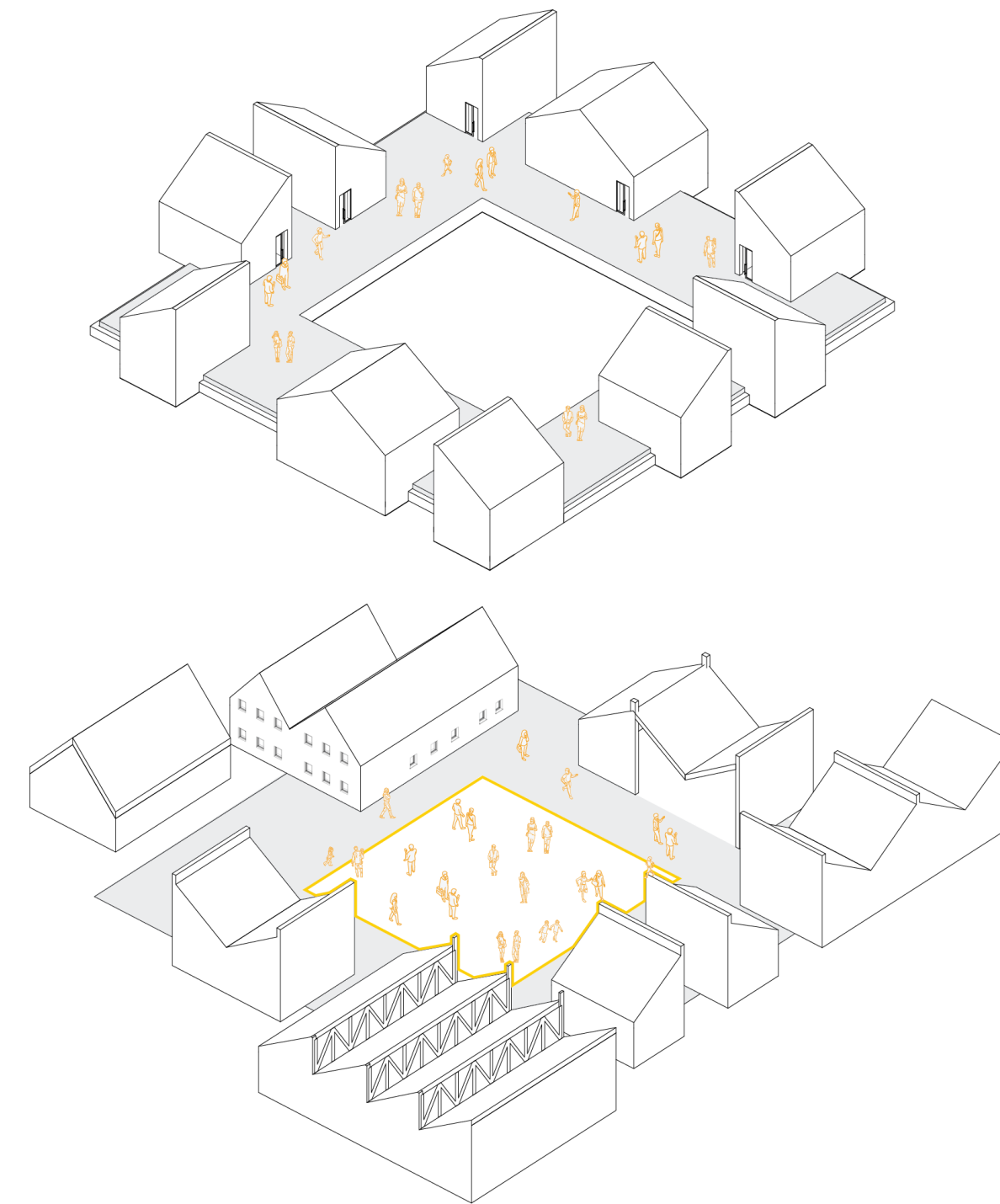
Bird-eye view 3 | The historical center



Village intensification concept

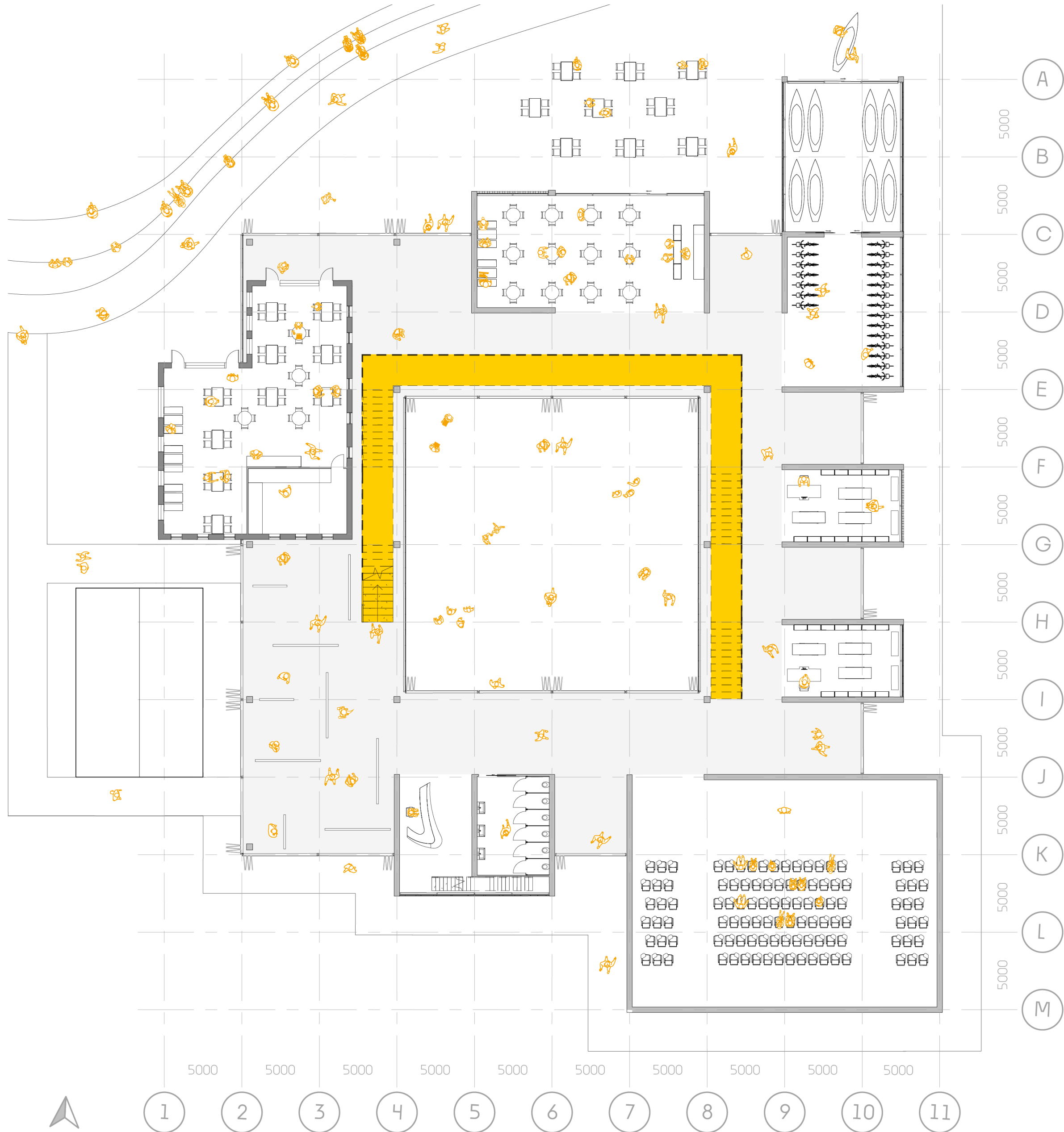


Art as diverse programmatic impulse

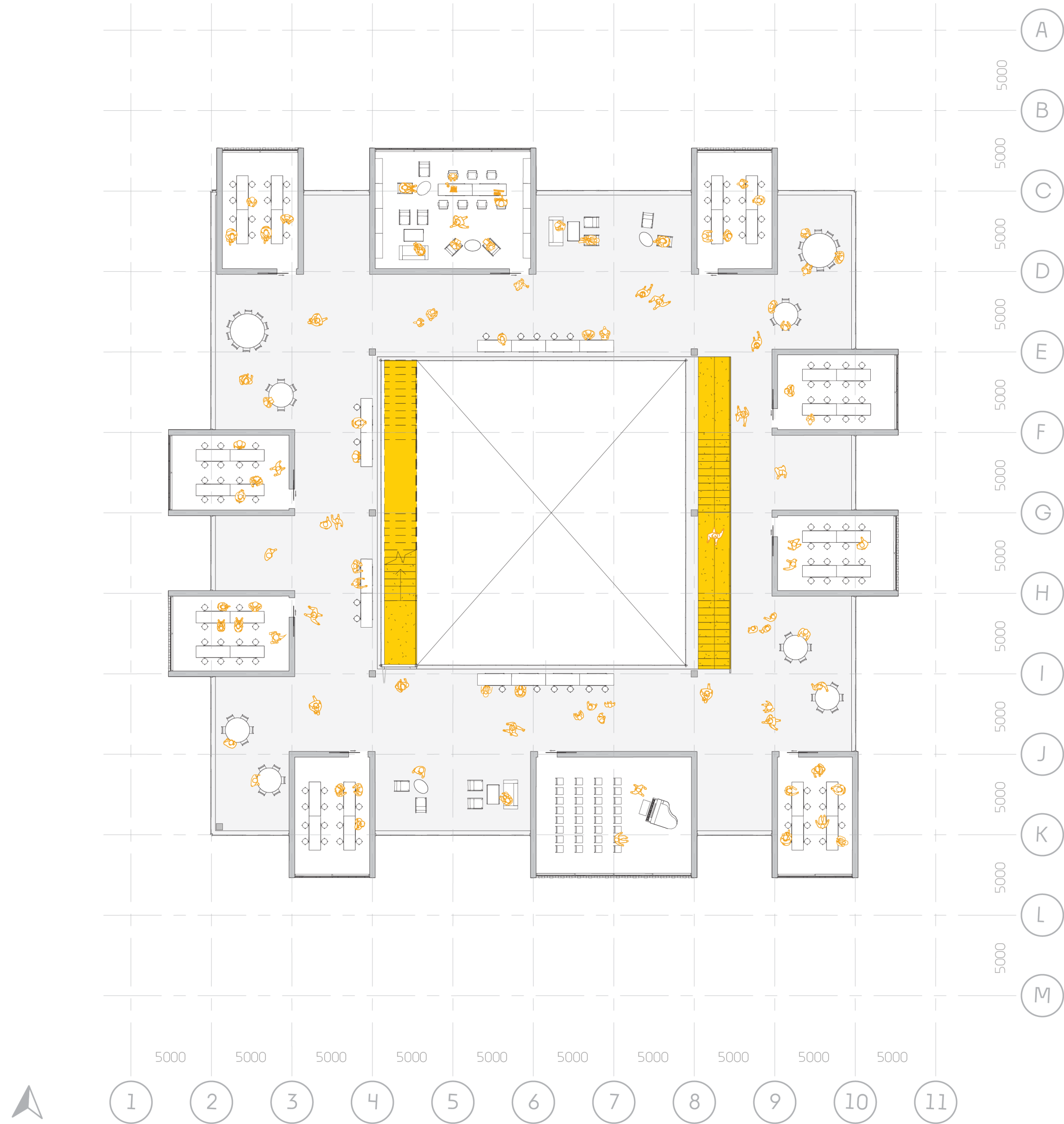


Central village square encouraging social interaction

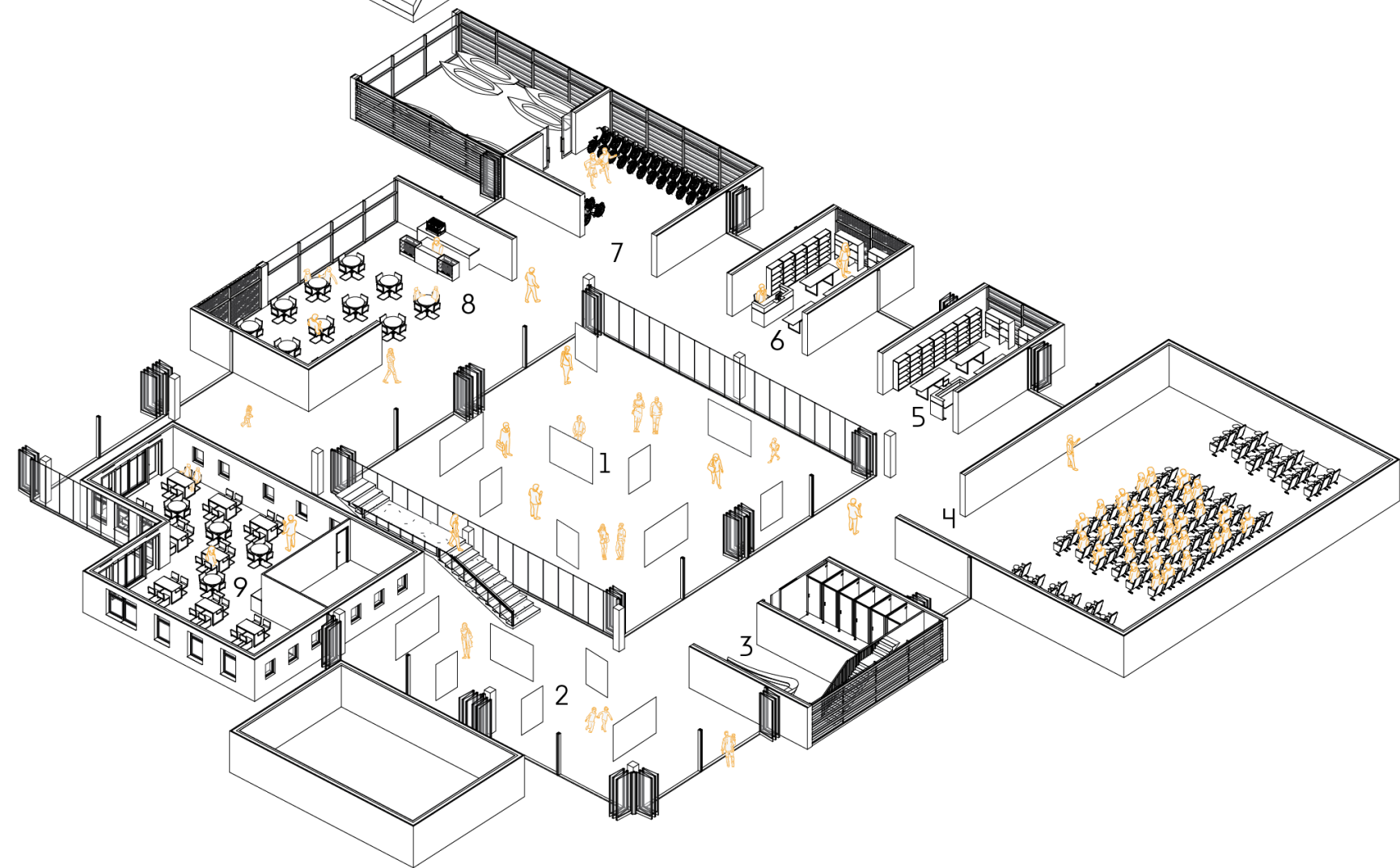
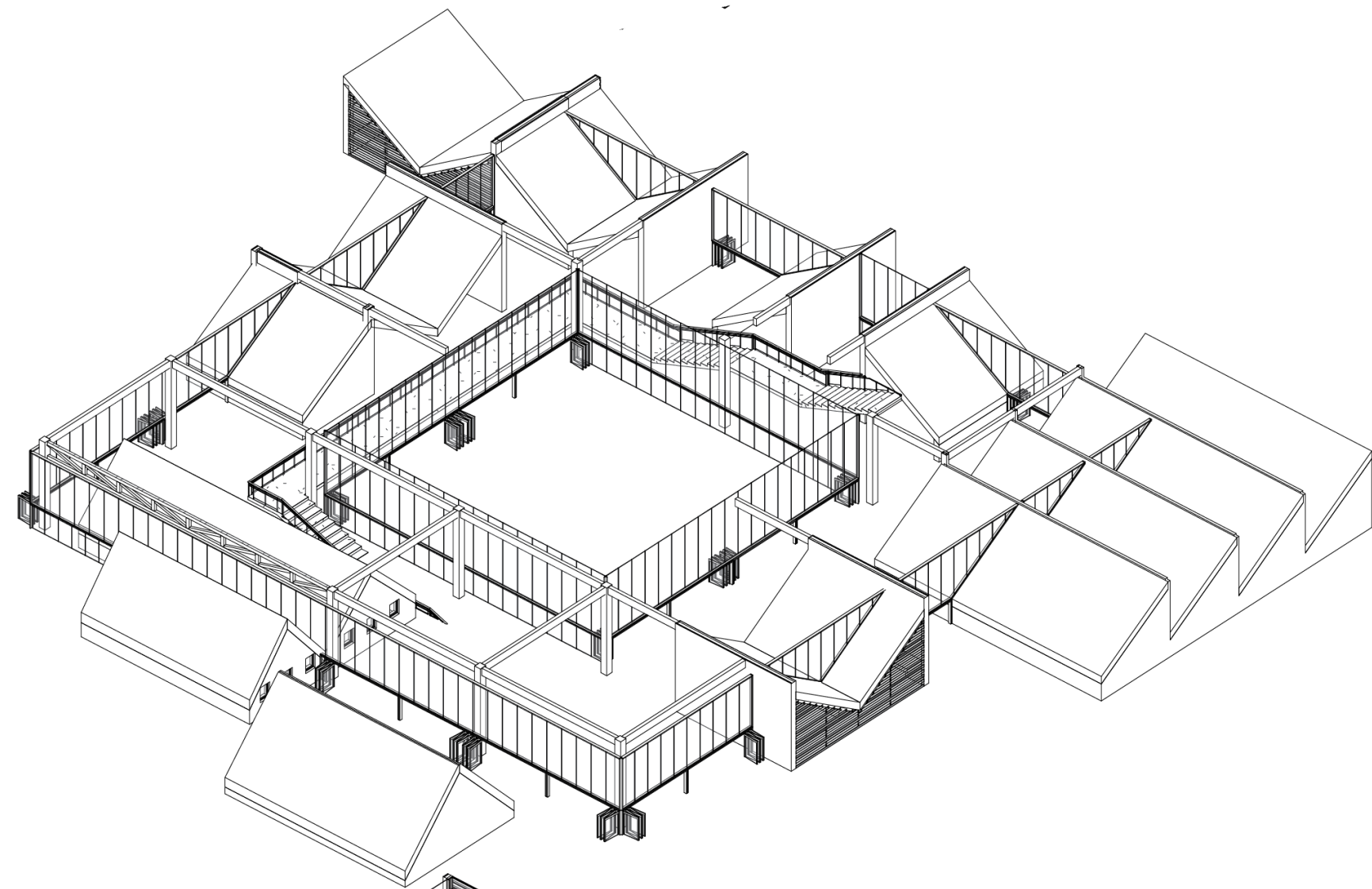
Ground floor



First floor

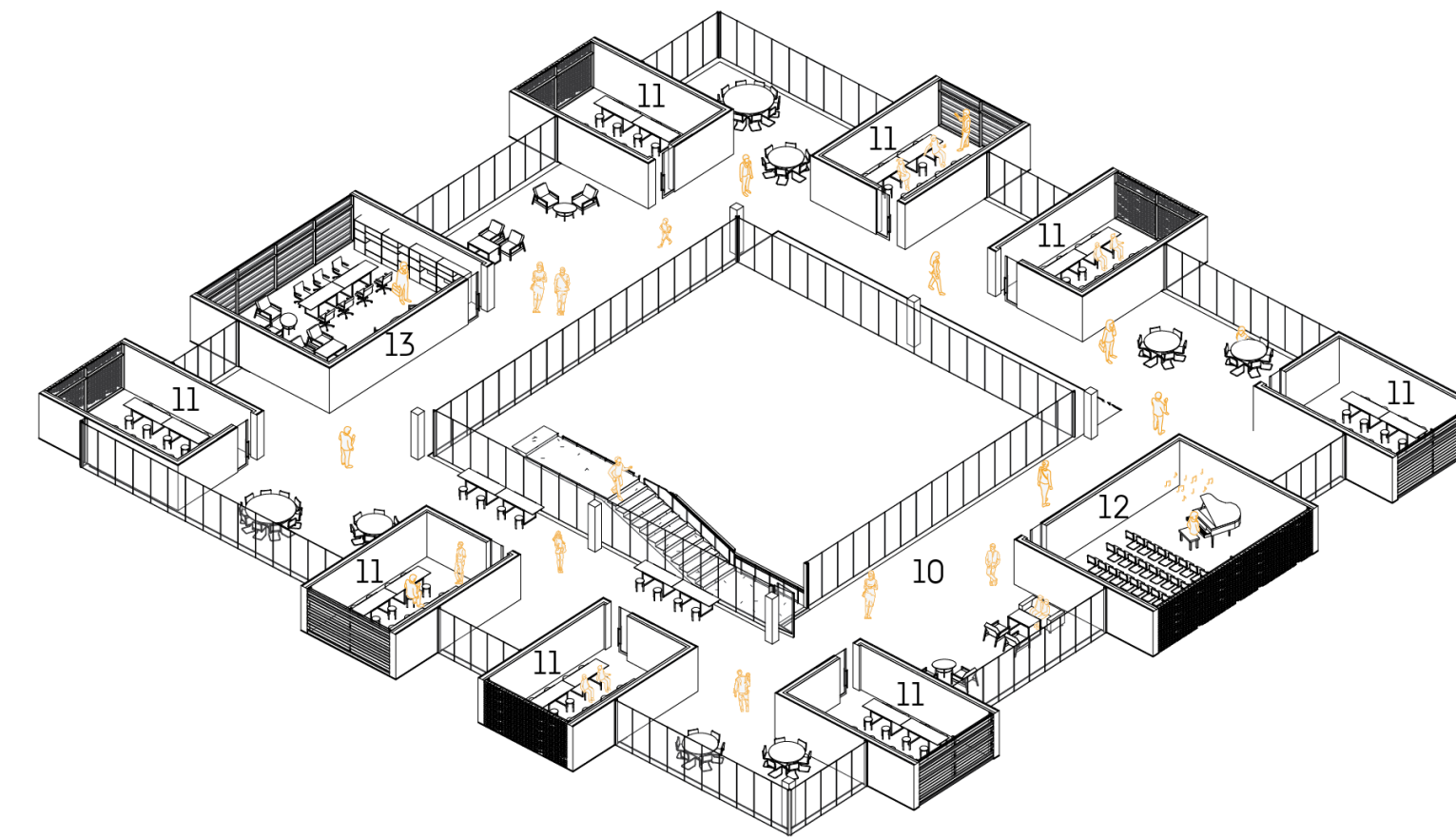
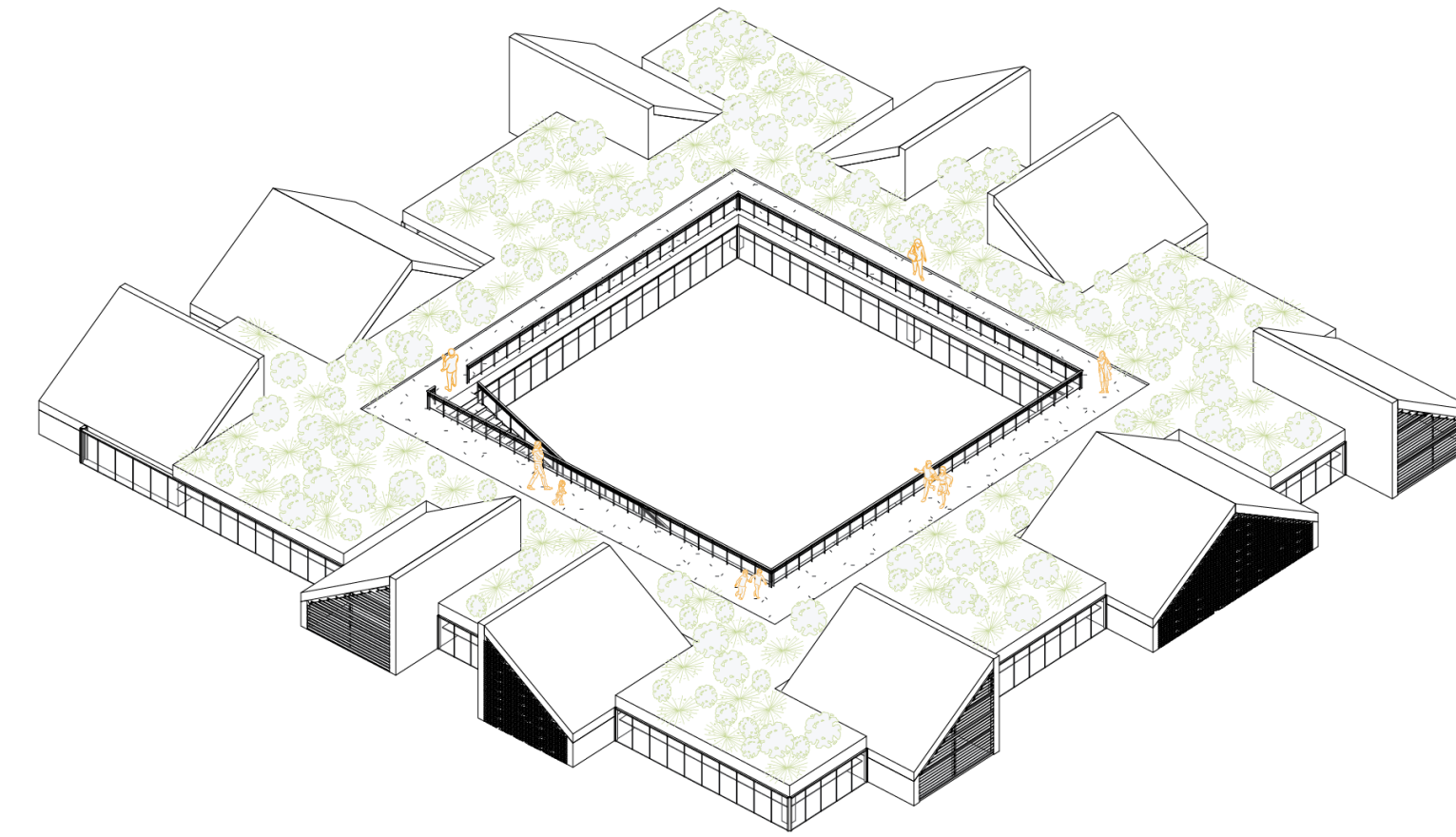


Organisational diagram



Ground floor

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

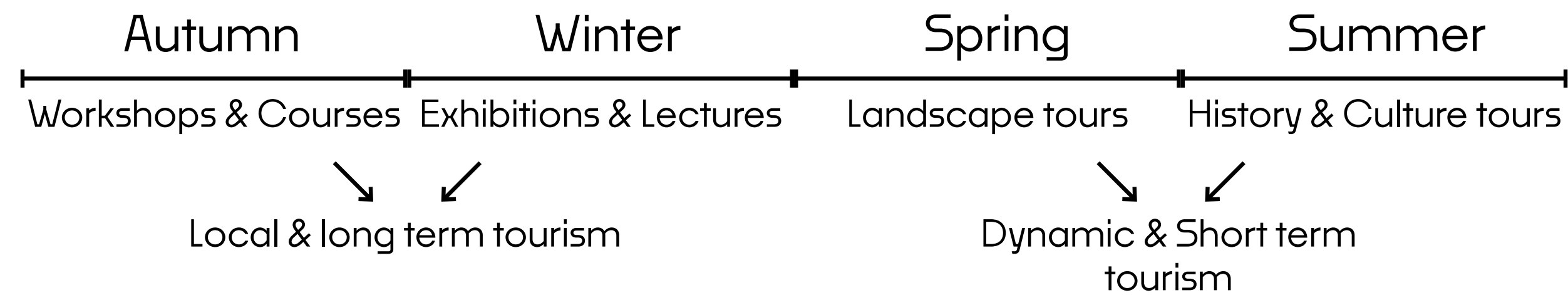
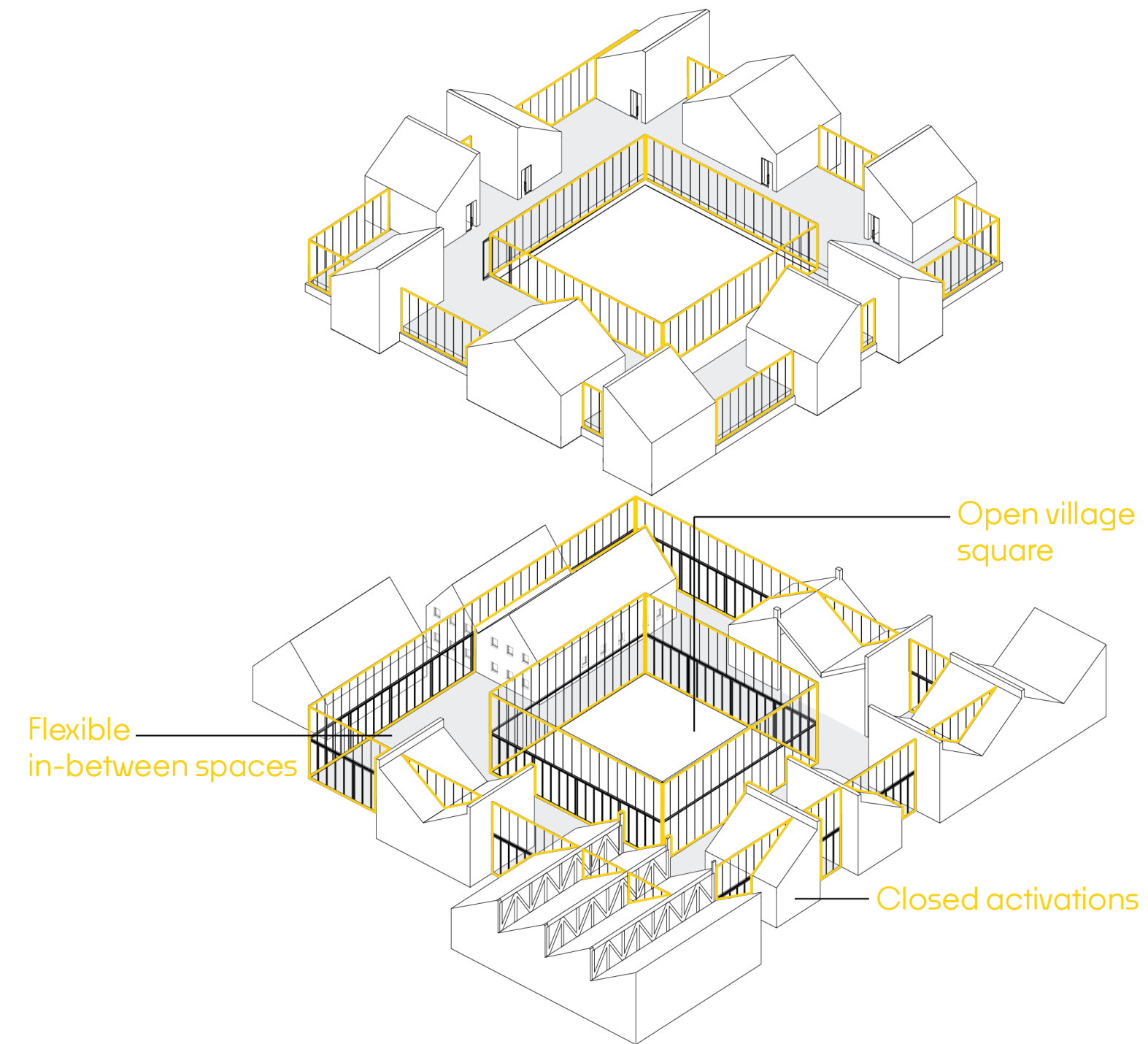


First floor

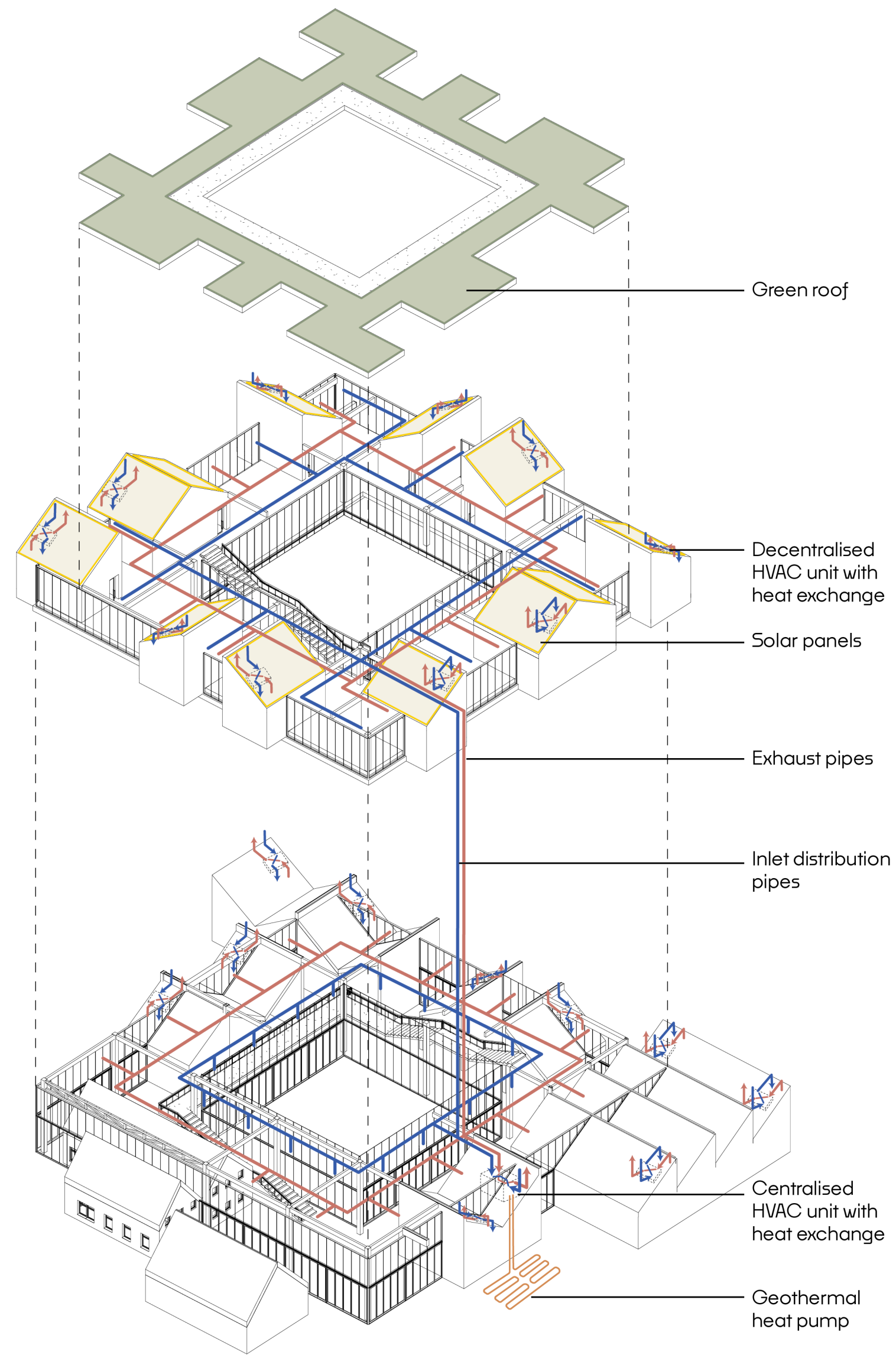
- 10 Open studio space
- 11 Workshops
- 12 Music room
- 13 Literature room



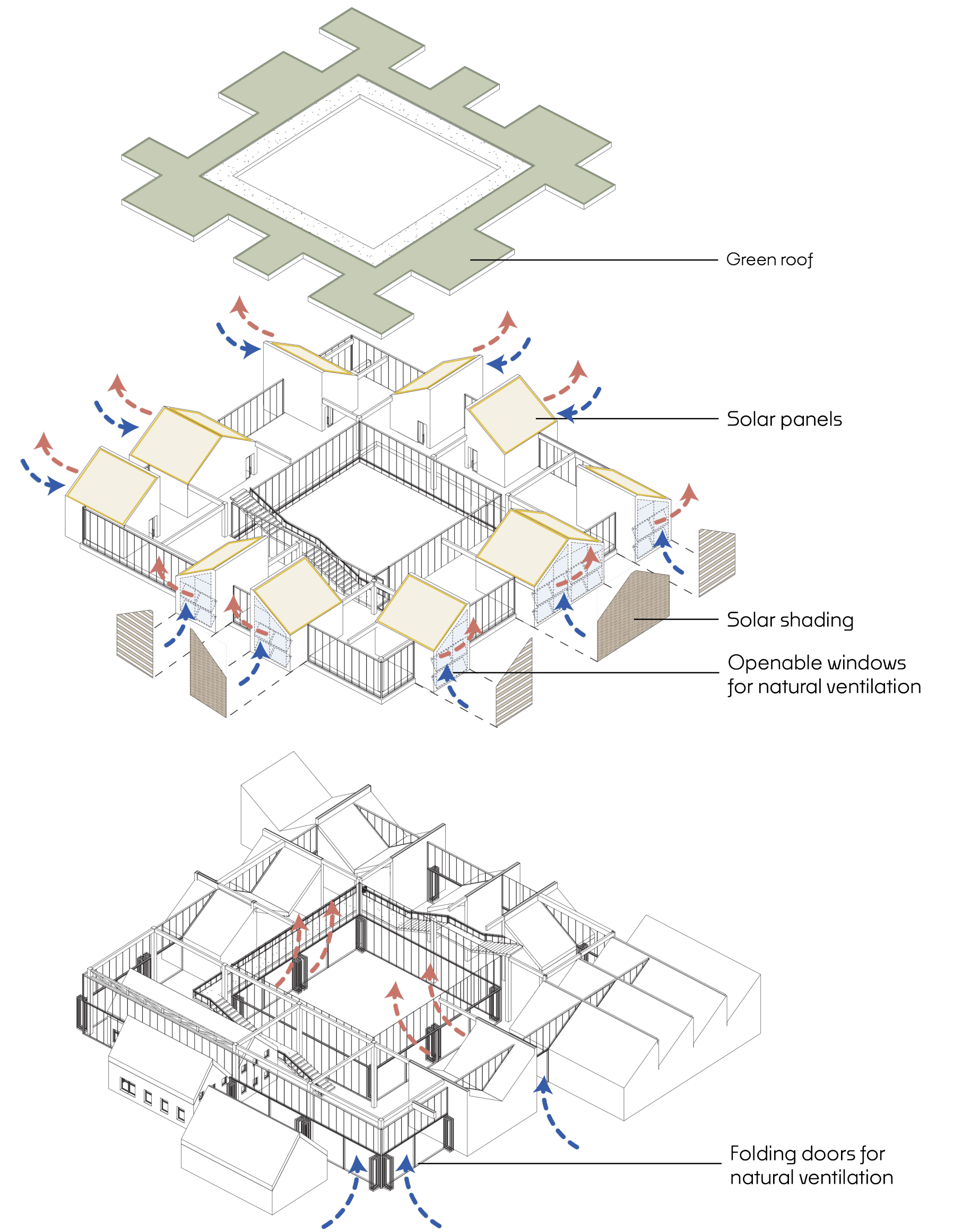
Interior and exterior space for year-round activation



Climate diagram



Winter

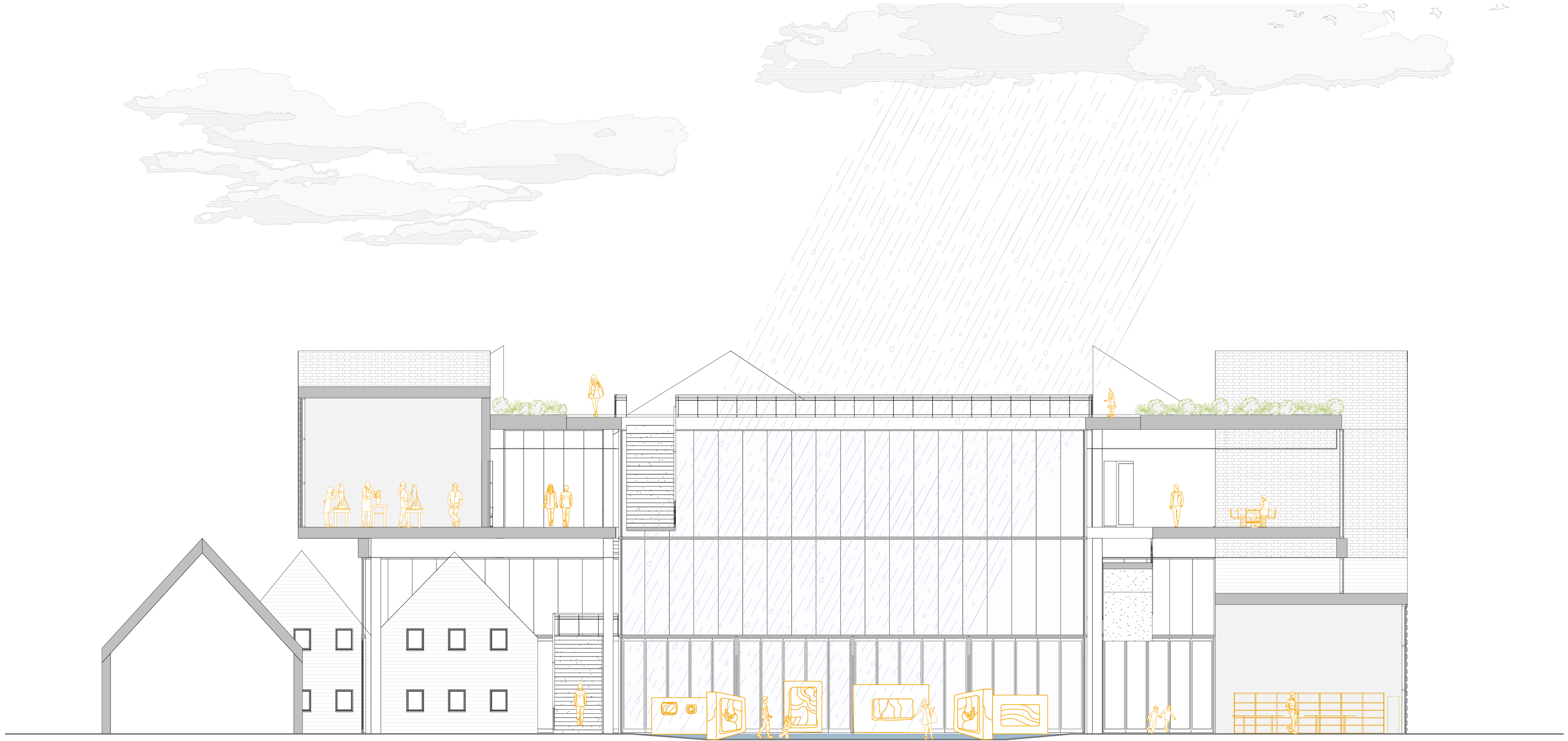


Summer

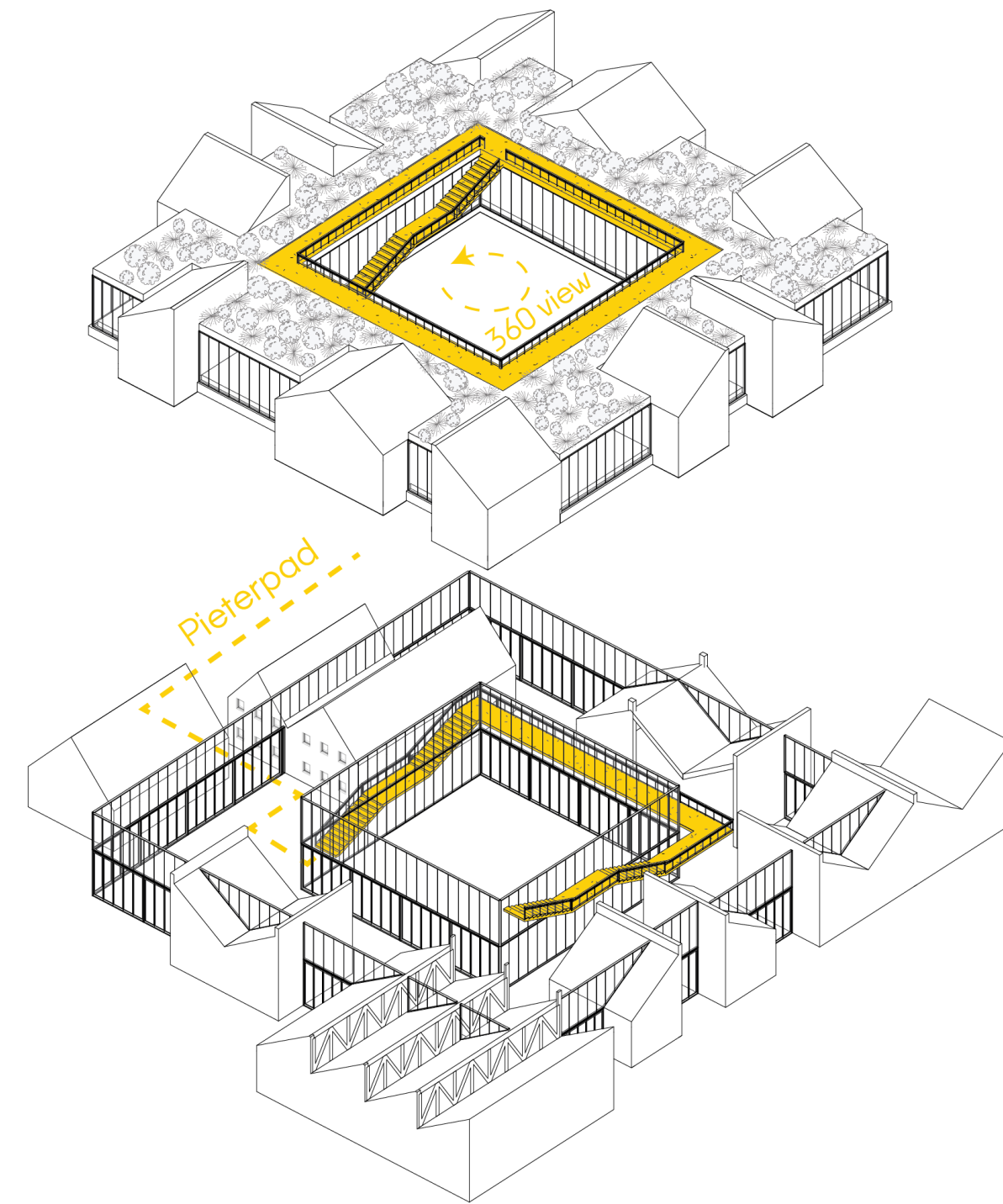
Flexible in-between spaces



Incorporating water and landscape into the building

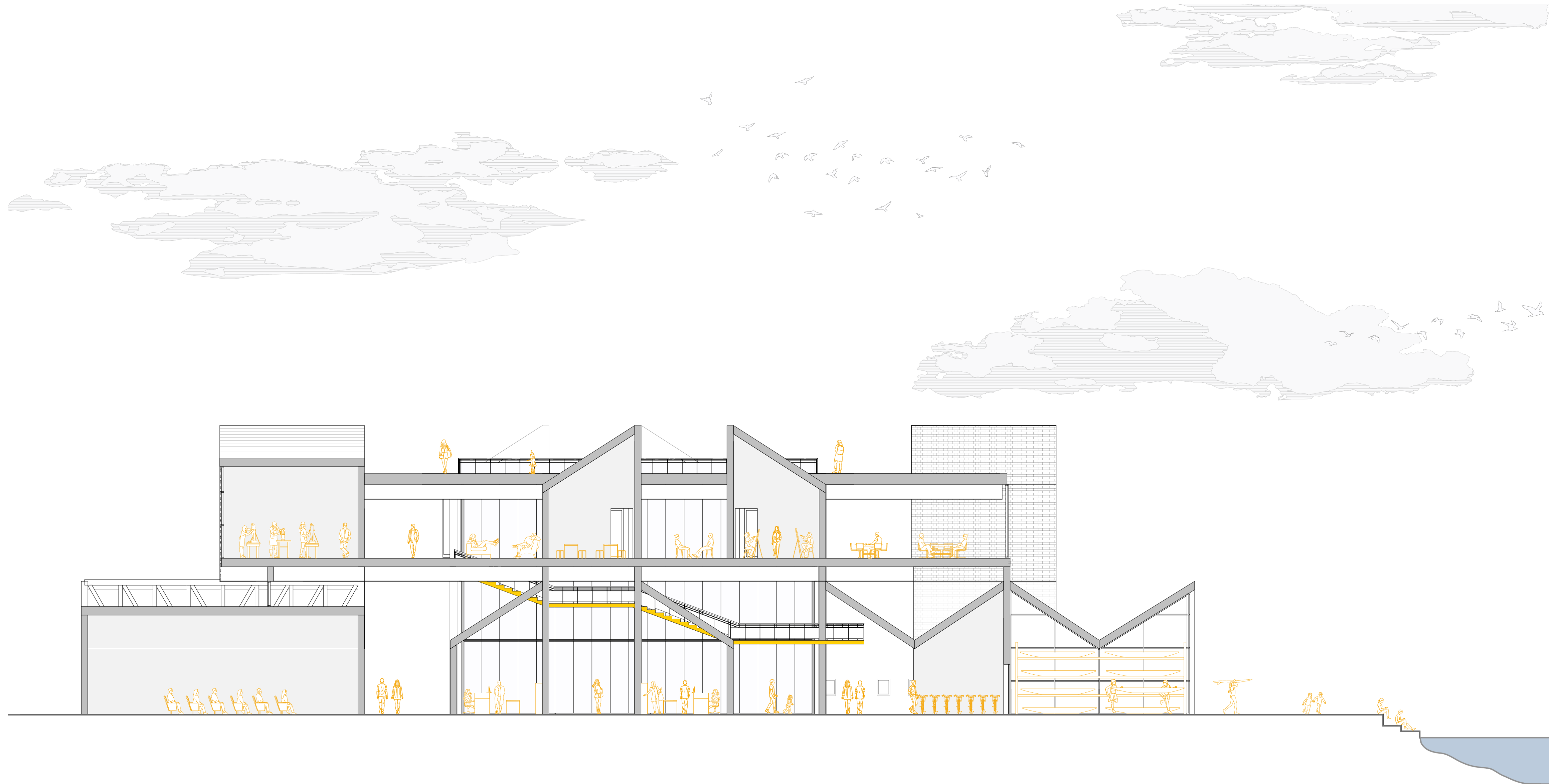


Experiencing the layers of activation through circulation

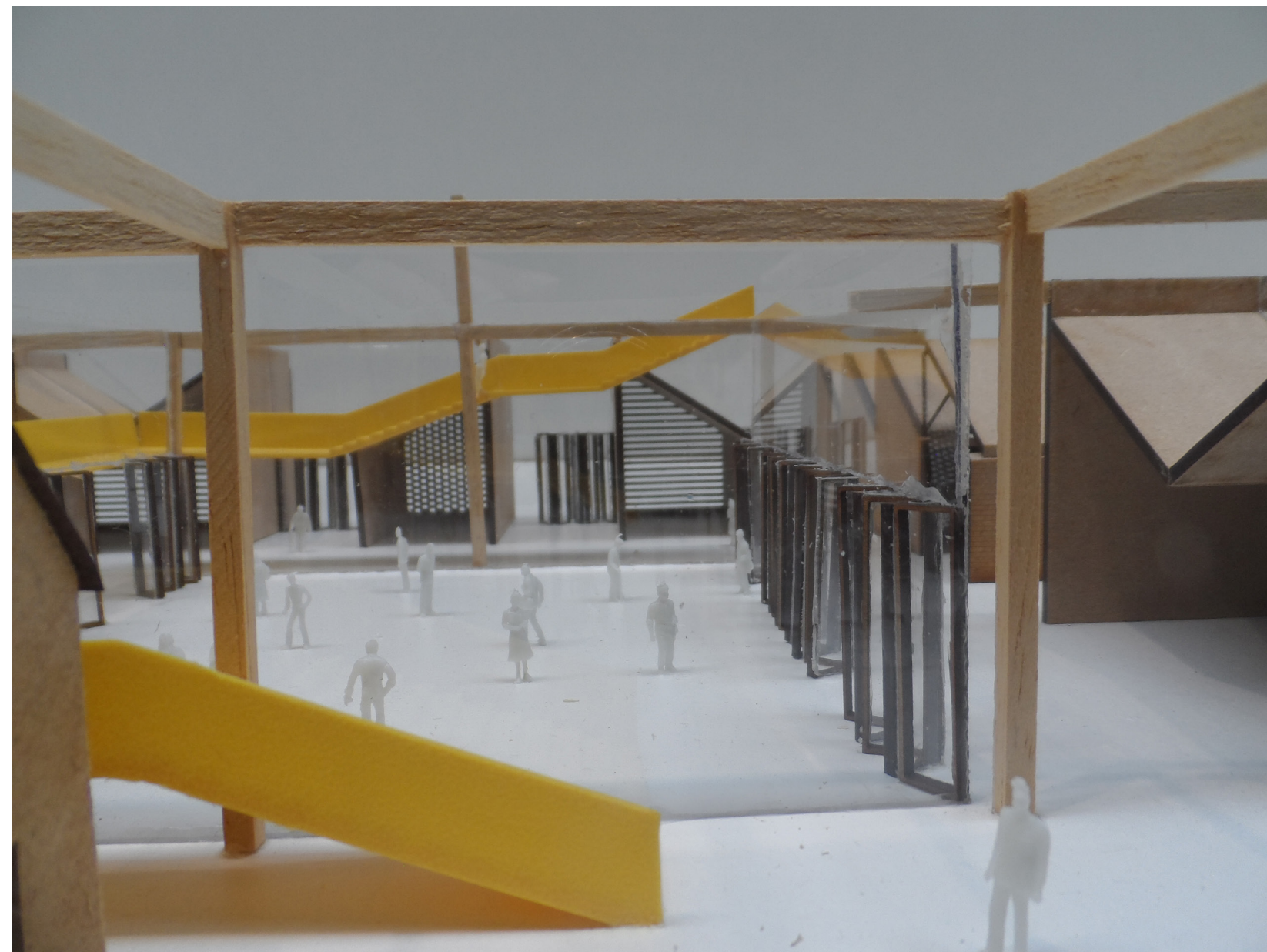


Statement staircase passing by the different activations
and ending in panoramic view

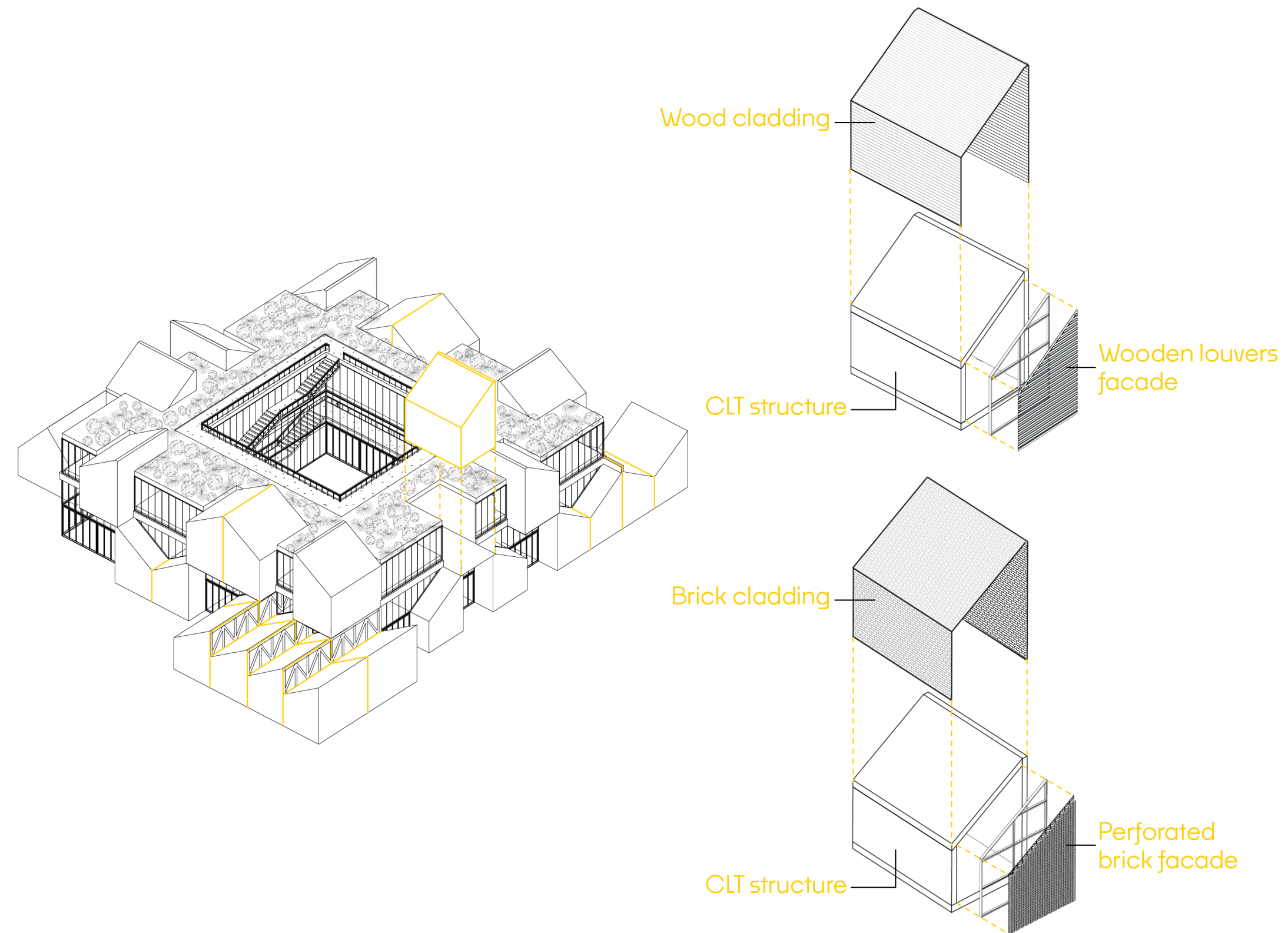
Section



Circulation

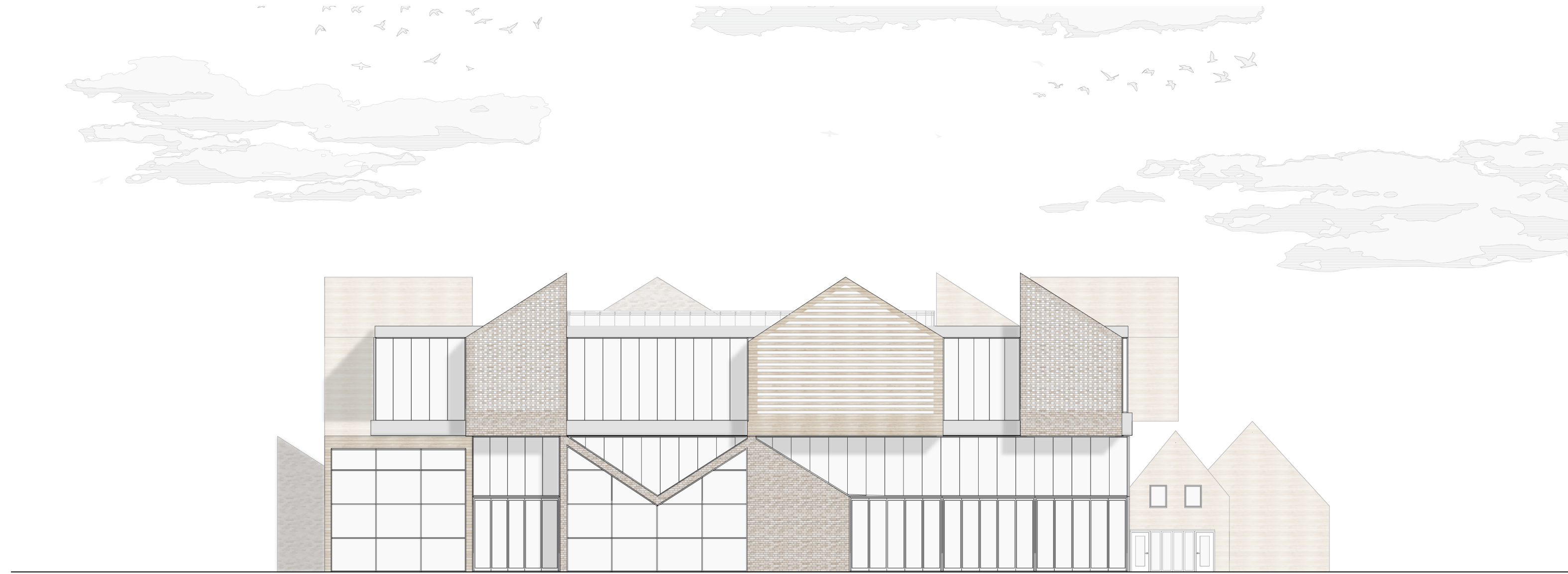


Modularity and flexibility

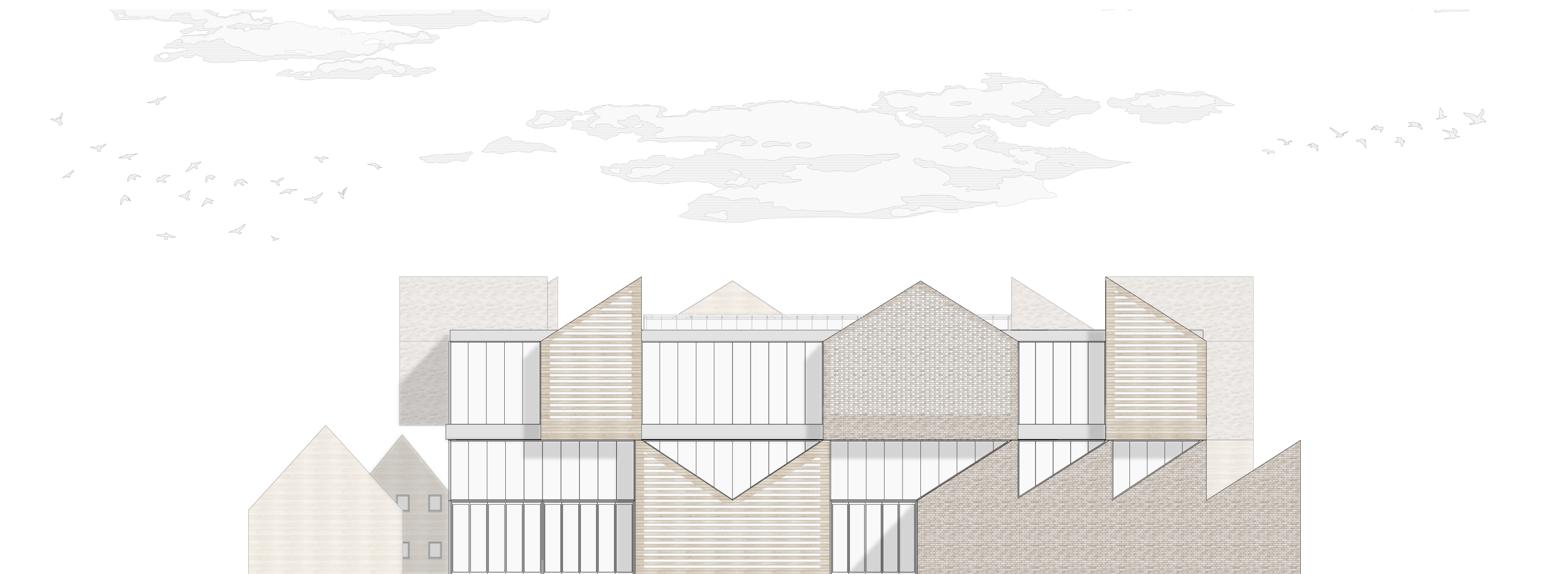


Fragments of village buildings

Elevations

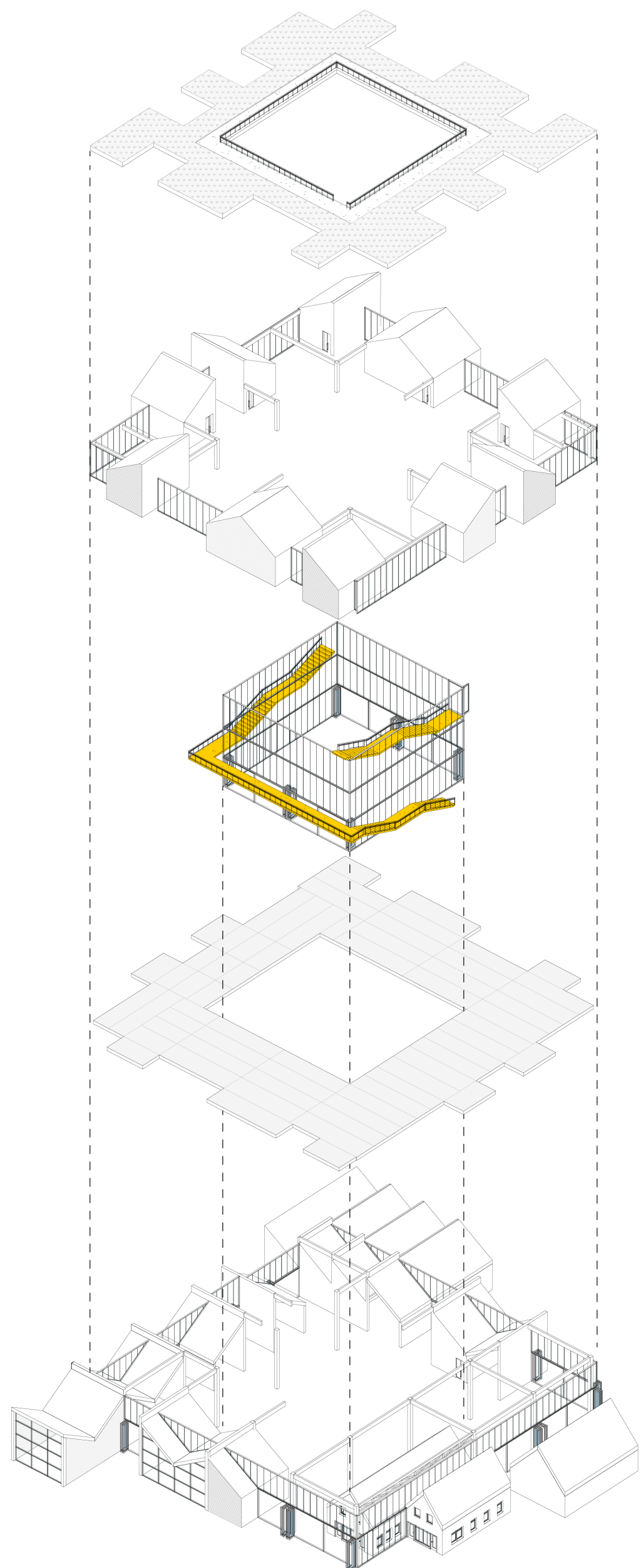


North elevation



South elevation

Structure



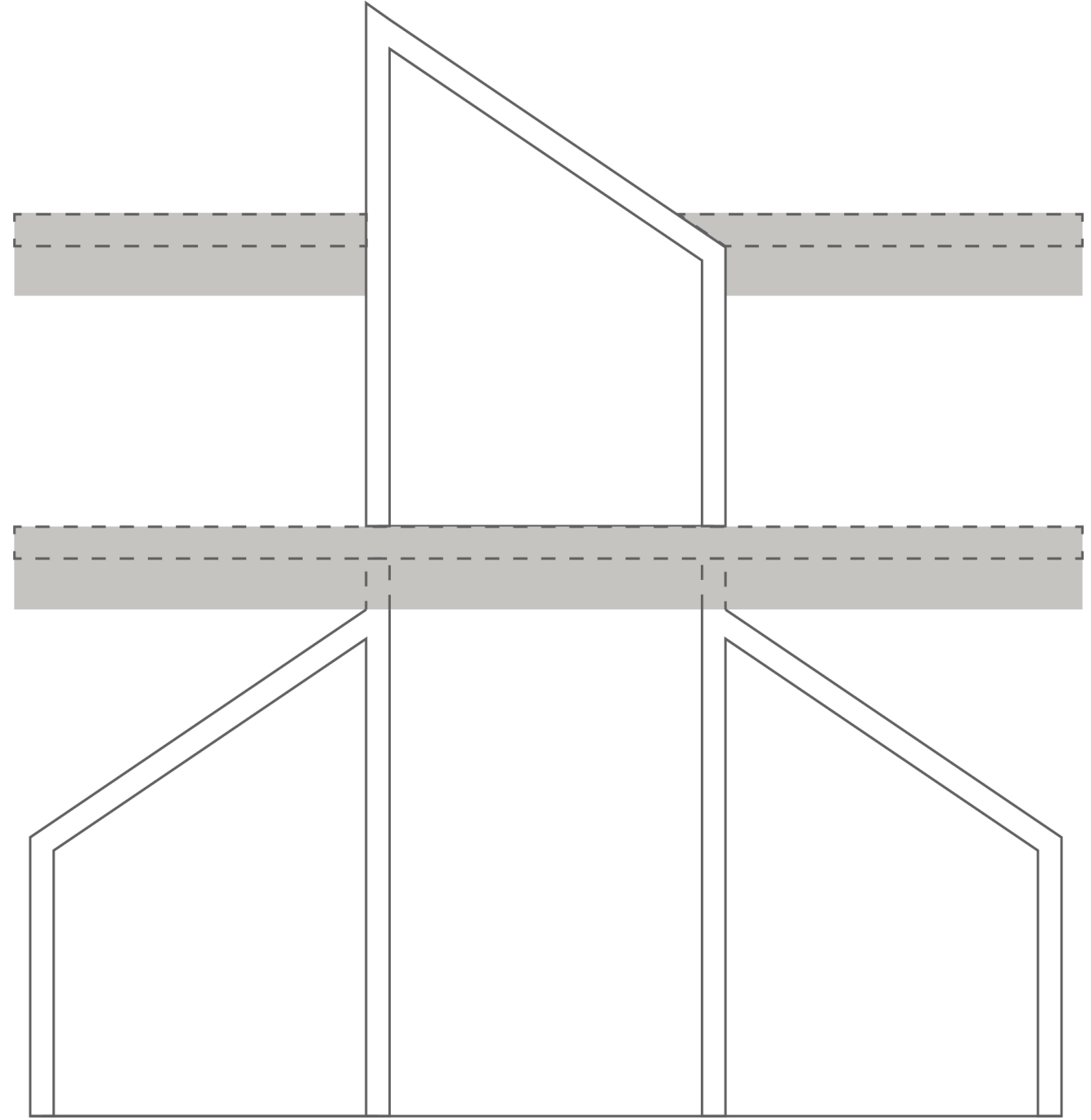
Green roof

Combined CLT wall structure and glulam column and beam structure

Concrete staircase

Timber concrete composite floor spanning in various directions

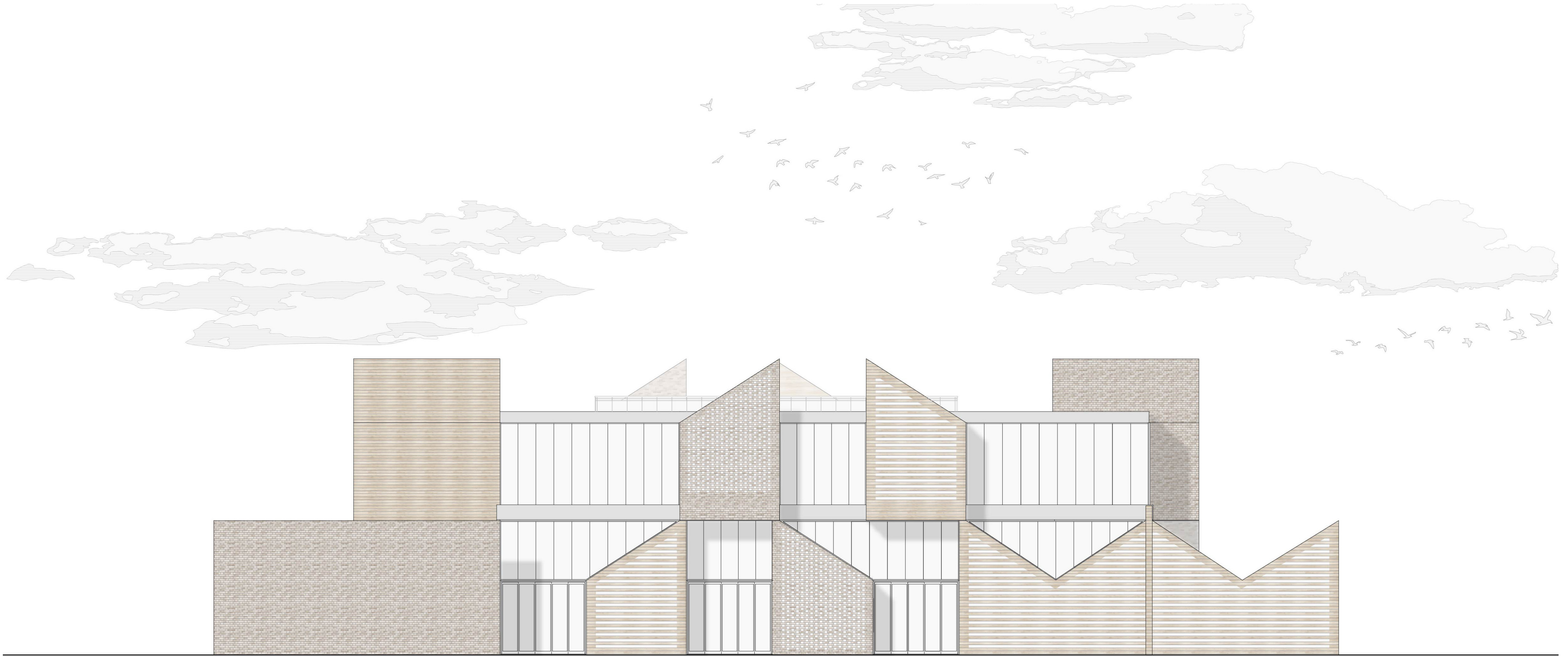
Combined CLT wall structure and glulam column and beam structure with trusses for larger spans



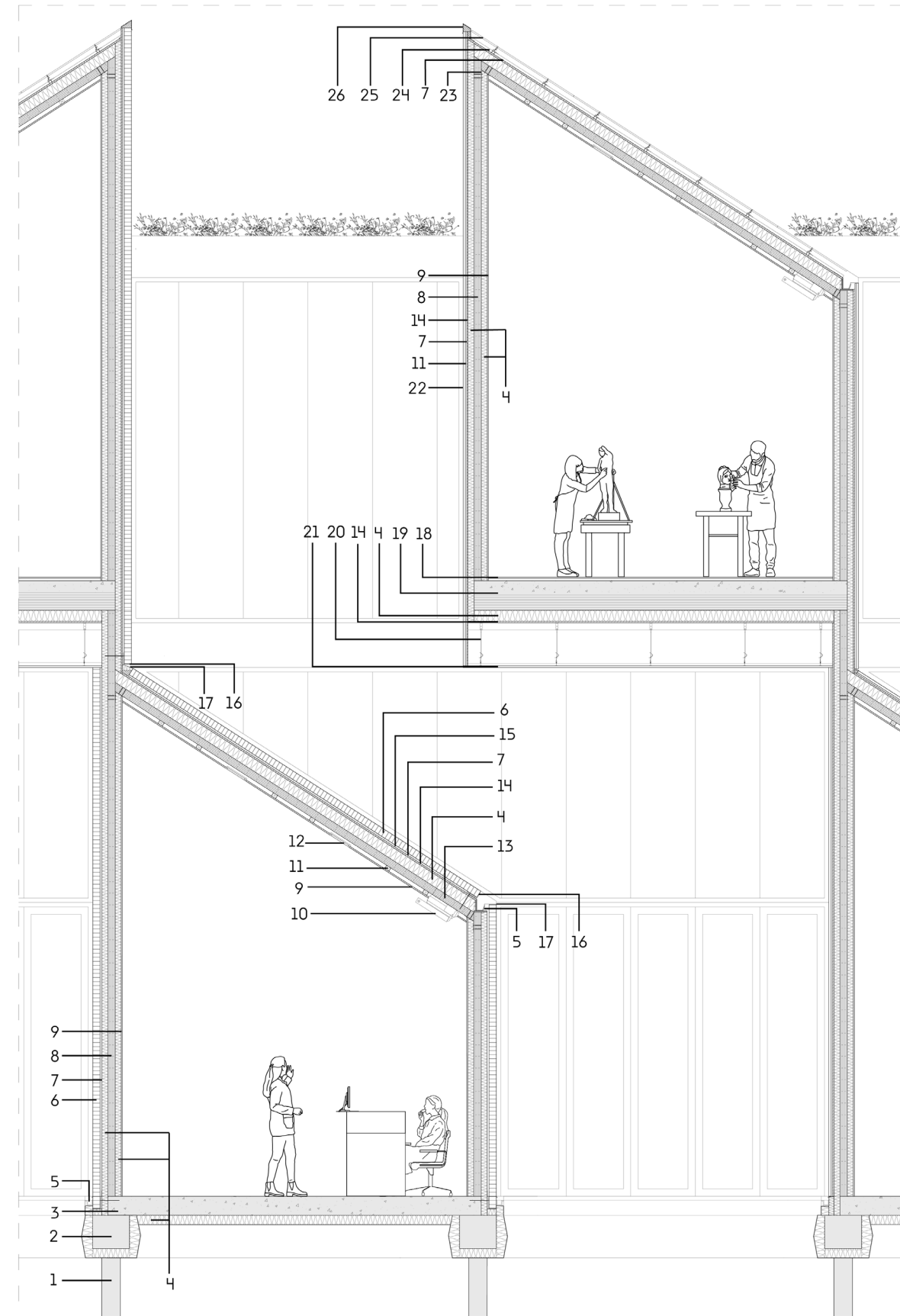
Hidden services and structure

Creates perception of volumes floating on top of each other

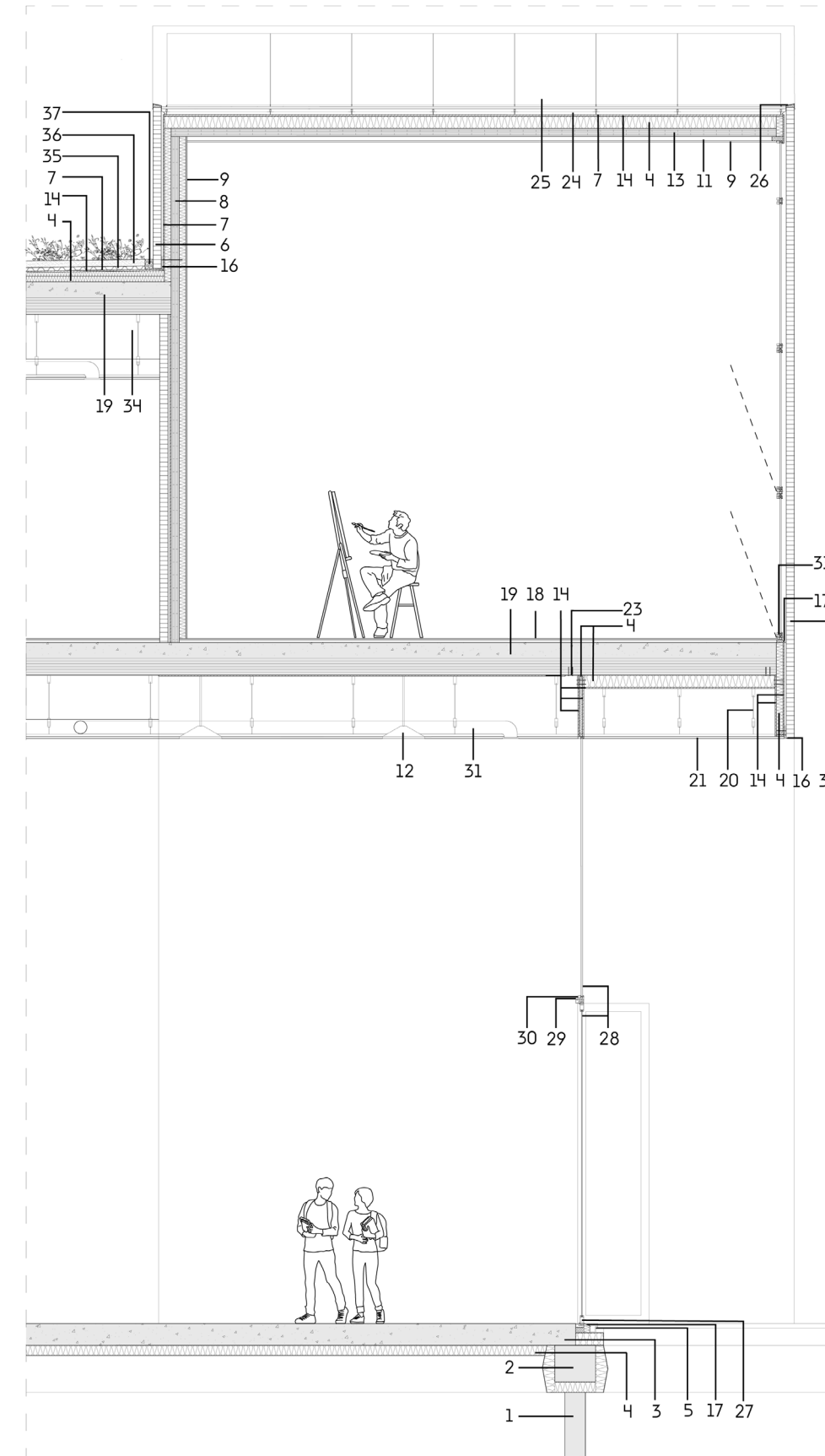
East elevation



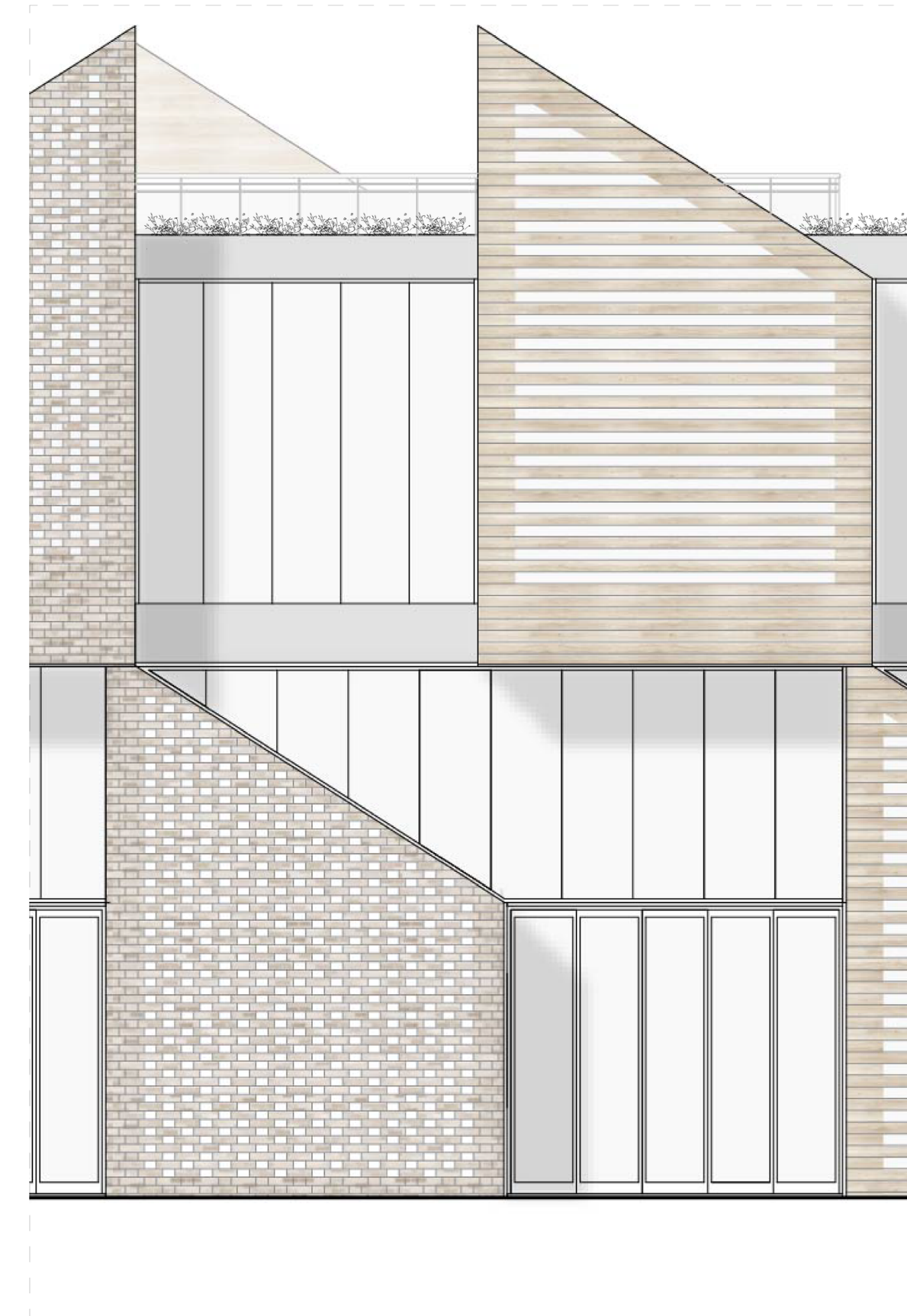
Facade detail



Longitudinal section detail

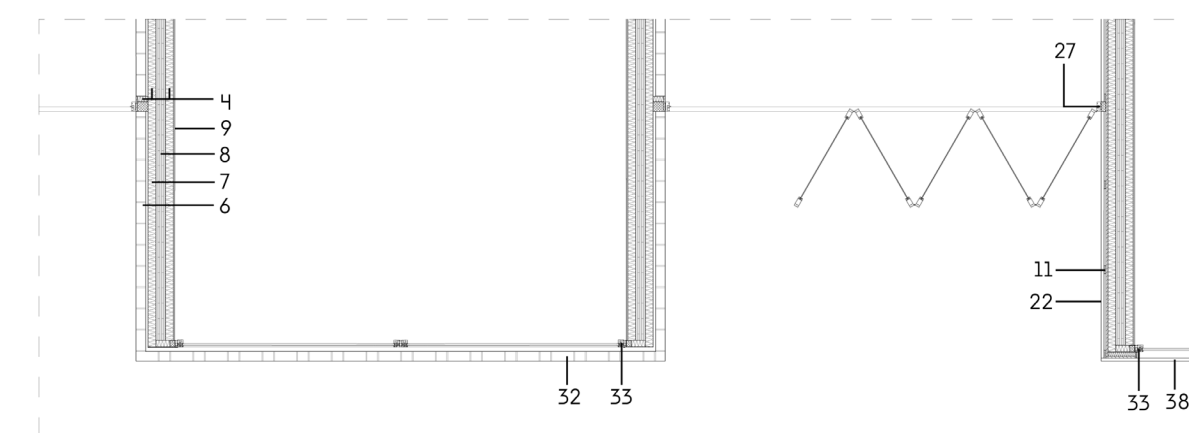


Transverse section detail



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 |

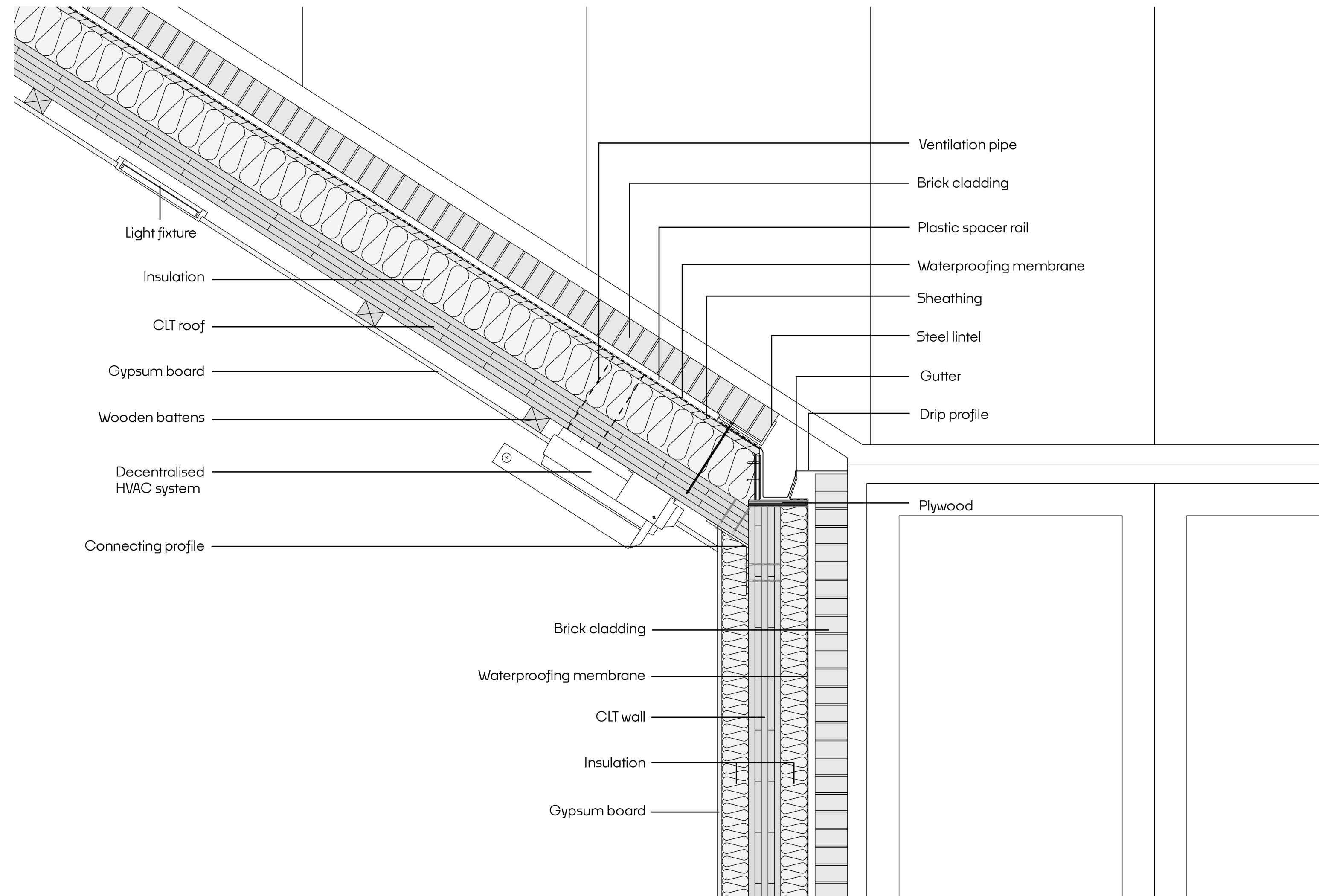


Horizontal detail

Facade detail

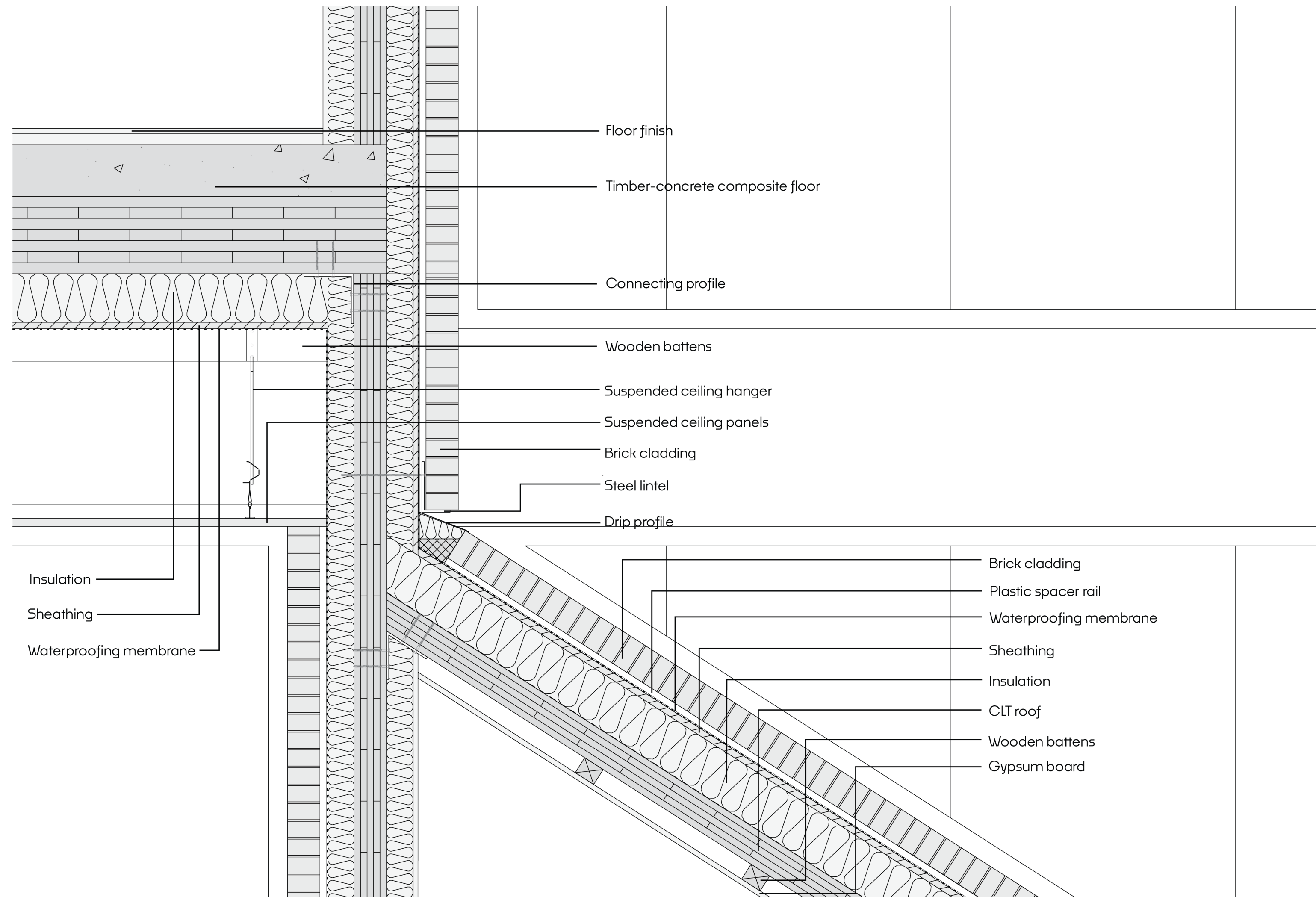


Continuous materiality



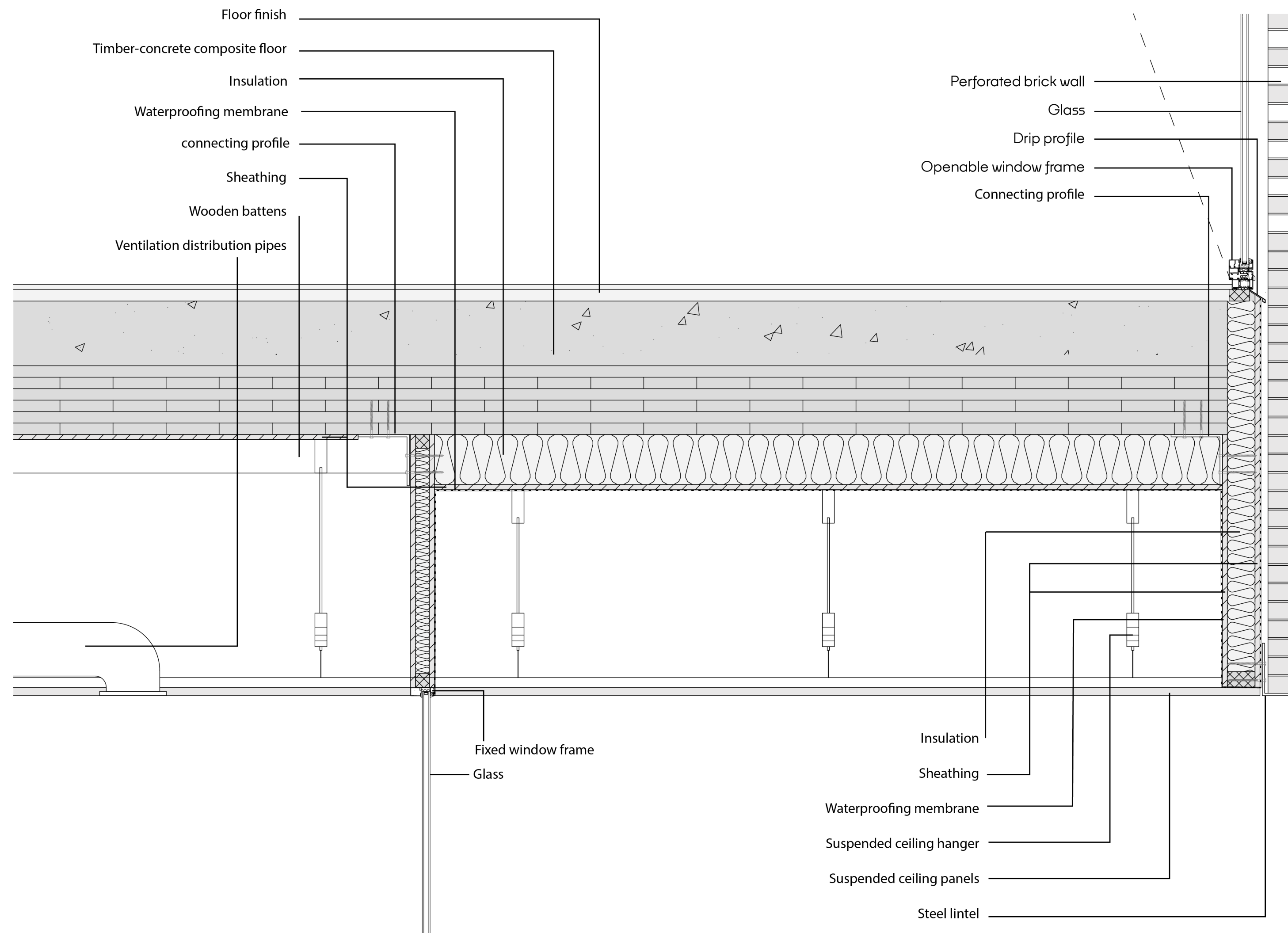
Connection between wall and roof of a fragment

Hidden structure and services



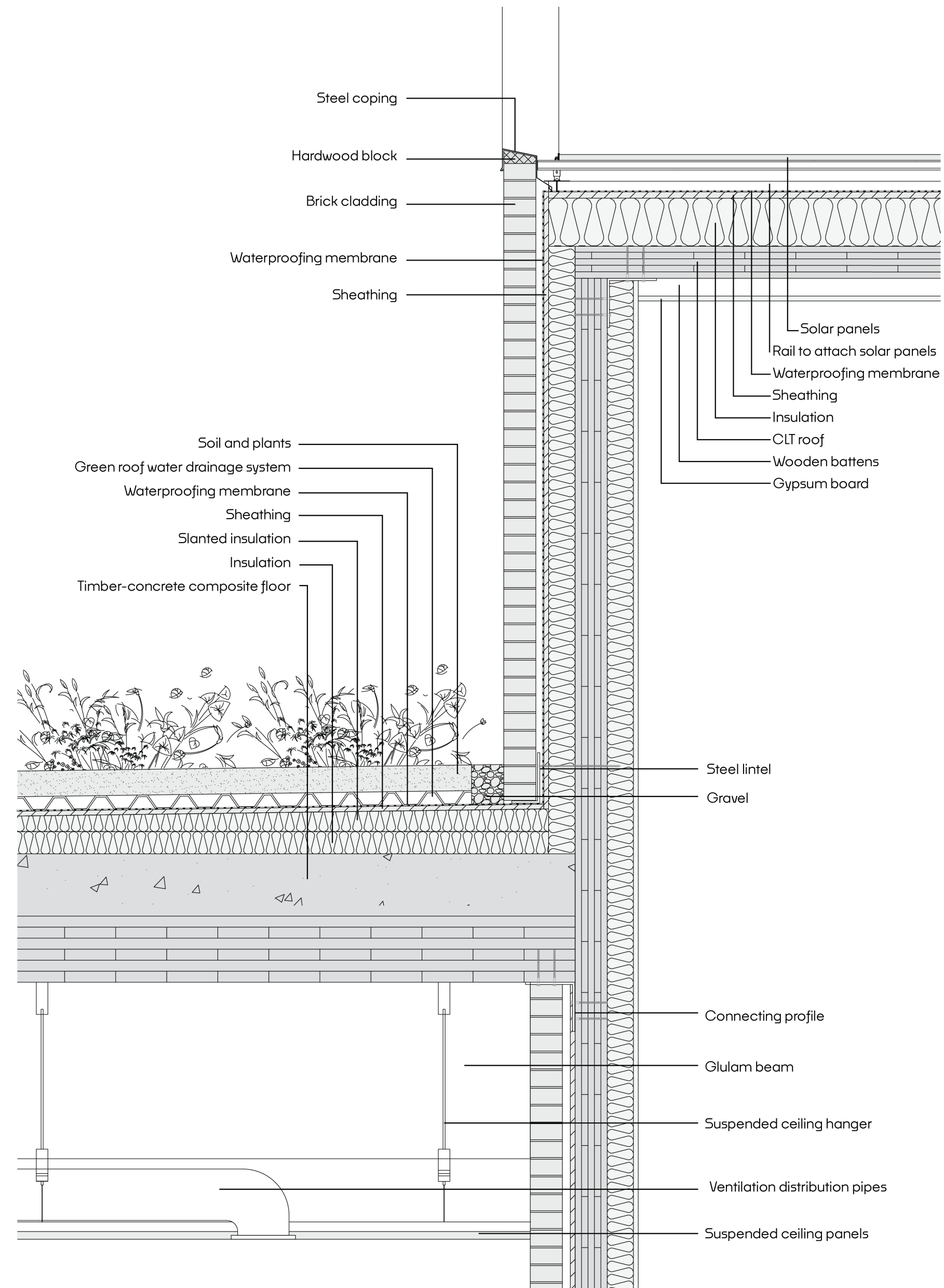
Connection between two fragments

Hidden structure and services



Connection between fragment and curtain wall

Hidden structure and services



Connection between fragment and roof

