NL MEDIA PARK

HILVERSUM MEDIA PARK
URBAN VISION
2030

CONTENTS

SETTING A VISION IN MOTION

Initiated in 2017 by Hilversum Municipality and Media Park Enterprise, and developed in collaboration with UNStudio, this urban vision offers a roadmap to the development and transformation of Hilversum's Media Park. The vision includes potential programmatic, spatial and infrastructural development models that will lead to the positioning of the Media Park of 2030 as a leading destination for media knowledge creation.

The Urgency
The Dutch creative industry, which the media industry is a core part of, is growing and has added more than 60,000 jobs in the last 10 years. Nevertheless, the media industry is in transition with its strong position threatened. Dutch global position as leader of media content developer is decreasing. This has intense impact on the earning capacity and capability of the Dutch Media as part of the Netherlands as a brand (BV Nederland), including local and cultural identity.

Our Toolbox – Visioning, Engaging, Mapping,
This vision is the outcome of a rigorous research that has been done to evaluate what the sector is about. Will it and how can it stay in the position in order to contribute to the earning capacity of the Netherlands? How will it empower simultaneously the Dutch identity and culture and secure the Greater Amsterdam and Utrecht area in its international attractiveness?

The Aim of the Urban Vision is:
1. To embrace the richness of the industry and its past;

2. To encourage creativity, foster social cohesion and enhance a sense of identity;

3. To reflect the ideals of equality and public participation in its physical and intellectual accessibility;

4. To create a place of flexible and sustainable growth that can meet future challenges;

5. To highlight artistic value beyond the monetary;

6. To project a global image of Netherlands' Media Industry.

7. Stimulate cooperation between commercial and public content producers and distributors and boost crossovers within the cluster.

An Urban Roadmap
In order to ensure the vision responds to the needs of users, the roadmap brought together multiple voices that share a common goal – the prosperity of the Media Park in the future.

Facing a multitude of stakeholders with contradictory needs and expectations weekly meetings were arranged. The various stakeholders were encouraged to exchange ideas and openly and in an unbiased manner share their concerns and needs regarding the future of the Media Park and its users.

Additionally, individual interviews with key leaders and influencers from the media sector took place. Simultaneously, ideation sessions with small groups of tenants helped to unlock the programmatic and economic potential of the site.

A comprehensive mapping of the Media Park and the surrounding area was conducted in order to identify potential areas for growth and change in conjunction with an economic analysis of the financial outlook of the Park and the region.

First Steps Towards a Prosperous Future

Hilversum Media Park urban vision is a preliminary document that introduces strategic thinking regarding the spatial-, programmatic- and infrastructural future development of the Park and its vicinity.

The Urban Vision sets out a flexible framework for change in the future. As first steps in the short terms both Hilversum Municipality and Media Park Enterprise are committed to:

1. **Explore a Cluster Management entity** that will involve government and local municipality as well as current landowners and local talent representatives;

2. **Explore revisions to the Land Use plan** in order to diversify tenants. As the existing zoning plan already provides the necessary room to expand, specific opportunities for related new tenants will be explored.

3. **Explore new access routes** to the Media Park, including new roads and a cable car connection as well more frequent train schedule, taking into account current traffic load and in light of future capacities;

4. **Engage with top-tier international universities** (such as University of Amsterdam, University of Southern California and LSE, London – currently ranked top universities for communication& Media studies) in order to initiate Erasmus programme that will bring students to the Park;

5. **Set up the next steps for implementation of the Urban Vision**, including short term interventions such as flexible structures, pop up events spaces, container facilities for short stay, freelancer workspace, incubator facilities etc.

THE FUTURE OF THE MEDIA PARK

In reinventing Hilversum Media Park as a prime cross-industry hub, both the programme and the spatial design must confront a fundamental question: what makes a Media Park relevant in the context of a 21st century city?

In a time when media content is produced outside professional studios and new media companies can reach audiences while broadcasting from urban centres like Amsterdam and The Hague, Hilversum Media Park must create opportunities for new models of working and creating.

The Brand goes International

The urban vision sets out a strategic approach through which the Media Park can evolve into a global competitor in content creation. Aiming to retain its position as the centre of Dutch Media creation, it also sets ambition to become an international destination of media making. Branding it 'NL Media Park' will better represent an upgraded Media Park that has outgrown the existing brand, and will align it with the ambition to become a national and a European asset.

Programmatic Transformation

The vision proposes the integration of the Innovation sector, supported by related education programmes. Following the WeWork model, workspaces will be offered on flexible basis in order to accommodate a variety of users' needs. In tandem with the WeWork model, flexible living and hospitality will be offered to accommodate on-demand, sector-specific short stay in the Media Park.

Along with a research into Media and Innovation culture, the vision highlights the need for events spaces and festivals curation, as well as spaces for seminars and conferences, supported by dinning and cultural programme.

Spatial Transformation

The vision recommends an incremental growth that allows for a flexible and resilient Park. With proposals for re-purposing of unused and under-preforming spaces, as well as the introduction of new built, it speculates on degrees of densities. An introduction of a robust network of public spaces intends to render the Park a hospitable and usable place throughout the year.

Infrastructural Transformation

The vision explores the impact of the transformation of the Park on its current infrastructure in order to mitigate over-capacity and congestion, including mobility and energy networks. In addition to the built form (hardware) the vision calls for integration of digital infrastructure (software) that brings together new technologies for better connectivity and assets management.

Holistically, the vision offers a blueprint for the development of an active, mixed-use city of the future.

Change can come today

In the short term, a start can be made with incentives that are necessary to give a positive first impulse to start the transformation and strengthening of the Media Park:

1. Temporary unique movable info-centre with meet and greet workplaces (in relation to Beeld en Geluid) as a startup for the creative and educational hubs;

2. Temporary movable education facilities;

3. Exterior updates of buildings (color facades);

4. Introduction of Media-routes for (e)bikes and pedestrians;

5. Flexible work spaces for freelancers;

6. A new parking system.

"OUR GOAL IS TO CREATE A MEDIA PARK
THAT IS VIBRANT AND AFFORDABLE, AN
INTERNATIONAL MAGNET, A PLACE WHERE TALENT
CAN GROW"

– WIMAR JAEGER

NL MEDIA PARK
A PLACE FOR INNOVATION

I. HILVERSUM
MEDIA PARK
TODAY

HILVERSUM MEDIA PARK TODAY

Hilversum Media Park is, and has been, the successful centre of Media in the Netherlands. The Urban Vision builds on its success and helps reshape the Park to changing needs and new trends for the future.

Key requirements in that respect are:

• The flexibility to create a much-needed stimulating ecosystem;

• Combine media business with related education in media and technological skills, artificial intelligence, ICT, applied gaming and cyber-infrastructure;

• Create an attractive environment for media creators, as well as students, visitors and Hilversummers;

• Introduce flexible usage trends such as "WeWork/WeLive" that turn the Park into a 24/7 hub;

and

• Connect not only to other Media and to related activities in the region of Amsterdam and Utrecht, but to the world outside the Netherlands.

The following analysis positions the media sector and the Media Park within the greater creative economic climate of the Netherlands and highlights its strengths and opportunities.

MEDIA IN THE NETHERLANDS

MEDIA VALLEY

223,000 JOBS

The Media Valley has a total of 223 out of 598 thousand jobs in the creative industry and ICT services, or 37 percent.

HILVERSUM

12,000 JOBS

Hilversum is in the Netherlands, based on the number of jobs, the 6th city in the field of creative industry and ICT.

MEDIA & ENTERTAINMENT INDUSTRY

1ST

The media and entertainment industry is the most concentrated in the region due to the strong concentration of the radio and television cluster (73%)
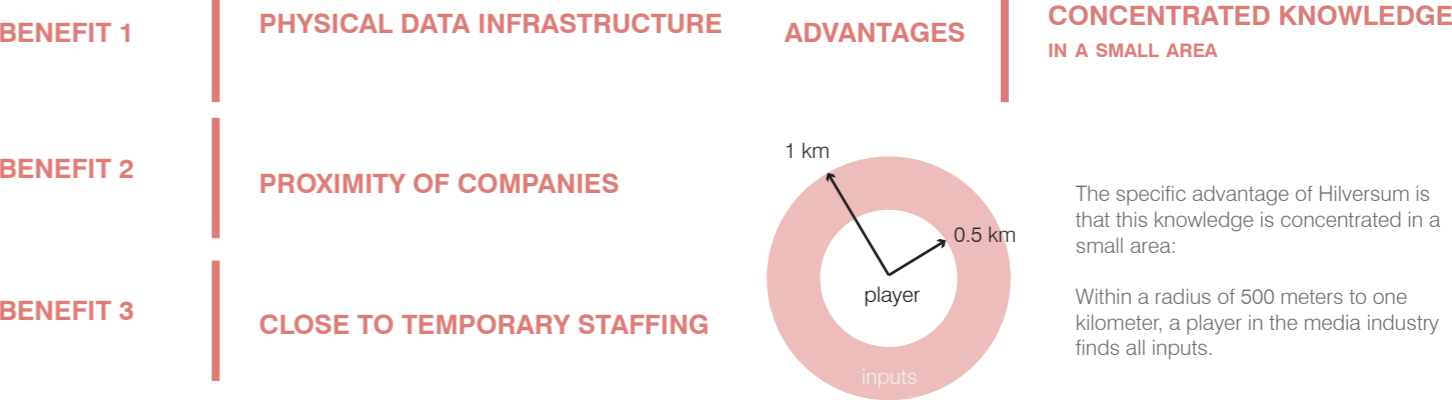
2ND

After Amsterdam, Hilversum is the second media city of the country thanks to the specialization of Hilversum in radio and television.

HILVERSUM MEDIA PARK

BENEFIT 1 — PHYSICAL DATA INFRASTRUCTURE

BENEFIT 2 — PROXIMITY OF COMPANIES

BENEFIT 3 — CLOSE TO TEMPORARY STAFFING

ADVANTAGES

CONCENTRATED KNOWLEDGE
IN A SMALL AREA

1 km

0.5 km

player

inputs

The specific advantage of Hilversum is that this knowledge is concentrated in a small area:

Within a radius of 500 meters to one kilometer, a player in the media industry finds all inputs.

Source: NEO en Rienstra Beleidsonderzoek, 2018

HILVERSUM & ITS NEIGHBOURS

AMSTERDAM

Northern Metropolitan Area, the creative valley, enjoys a diversity of attractions, infrastructures, historical precincts and growth core areas. Hilversum's integration into the region helps secure its robust economic performance and safeguard it as a strong competitor in the international playing field. The vision seeks to strengthen important relations between Media Park, Utrecht and Amsterdam.

The following relations between Utrecht and Media Park are important: education in artificial intelligence, gaming, ICT, technology, Media and journalism and a young and creative technically skilled population.

In Utrecht academic and higher education is established in the field of artificial intelligence, gaming, technology, ICT, technology, media and journalism. They annually supply young creative as well as technically skilled people that are interesting and valuable for the Media Park and its stakeholders.

The important relationships that can be implemented and strengthened between Utrecht and the Media Park are academic and higher education in the field of artificial intelligence (a.i.), gaming, ICT, technology and media combined with journalism.

Young and creative talent can be connected with the Media Park. This can be a basis for a lectureship combining ICT, A.I., Media and cyber security. What they need is a place to work and learn to strengthen their skills, connect with today's and tomorrow's clients, technology and availability of amenities.

Between Amsterdam and the Media Park there is also a relation regarding education, communication skills, journalism and media-related enterprises with specific skills and network of people. The synergy between Amsterdam, Utrecht and Media Park can be increased because each one has its own specific skills. The place to connect and interact for the combination Media, journalism, ICT, gaming will be the Media Park.

NL MEDIA PARK

HILVERSUM

UTRECHT

MARKET OF CREATIVE INDUSTRY

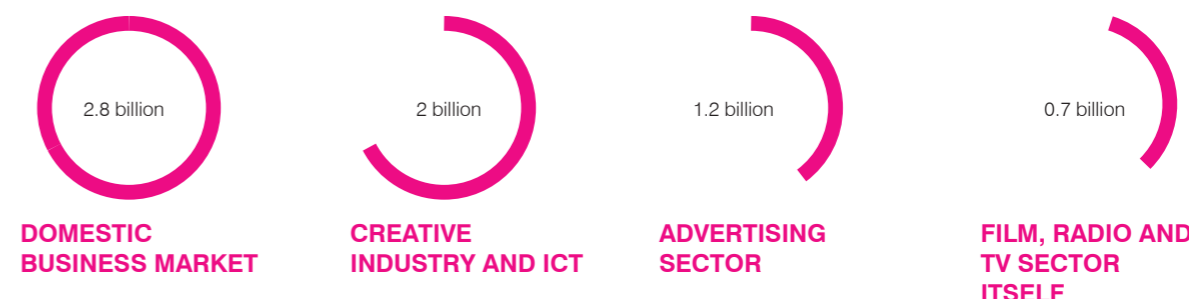|		
DOMESTIC BUSINESS	**MAIN** MARKET	For the creative industry, domestic business customers are the main market: advertising, architecture and engineers for companies and the government.
BUSINESS MARKET	2001 — 20 billion 2016 — 20 billion	Sales to the business market increased after 2001 to 20 billion in 2009, and after years of stagnation, this sales again amounted to 20 billion in 2016.
OWN CONSUMPTION	1995 — stagnating 2016 — increasing	Own consumption is stagnating after 2009, and is increasing modestly recently, but has not yet reached the level of 2001.
EXPORTS	1995 — 3.5 billion 2014 — 5.5 billion	in 2015 this will grow explosively due to the establishment of Netflix in the Netherlands, which imports and exports for a similar amount. In 2016, however, exports continue to increase.

MUTUAL STRUCTURE

The film, radio and TV sector has a predominantly national orientation with a domestic business market of around 2.8 billion in 2016. It appears that the self-consumption of the film, radio and TV, and therefore services of companies in the same sector, relatively high.
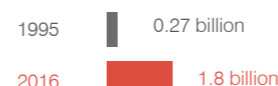
2.8 billion	2 billion	1.2 billion	0.7 billion
DOMESTIC BUSINESS MARKET	**CREATIVE INDUSTRY AND ICT**	**ADVERTISING SECTOR**	**FILM, RADIO AND TV SECTOR ITSELF**

GROWTH IN NETHELAND

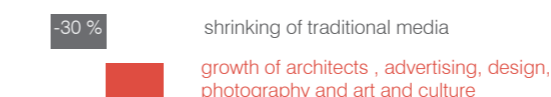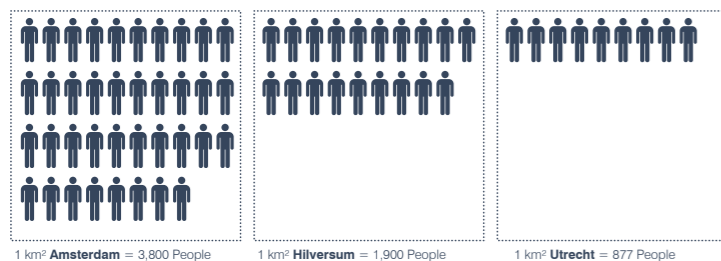|		
ICT	1995 — 5 billion 2016 — 25.2 billion	The ICT sector as a whole increased fivefold in size over the last two decades from 5 billion in 1995 to 25.2 billion in 2016.
INFORMATION SECTORS	1995 — 0.27 billion 2016 — 1.8 billion	The information services are modest in size, but show a relatively large expansion: of 270 million in 1995 to 1.8 billion in 2016.
CREATIVE INDUSTRY	-30 % shrinking of traditional media growth of architects , advertising, design, photography and art and culture	The most important developments are that the creative industry as a whole grew more slowly in the long term than the entire Dutch economy.
MEDIA INDUSTRY	1995 — 1.5 billion 2016 — 2.4 billion	The film, radio and TV sector shows healthy growth: modest in size, but grew from 1.5 billion in 1995 to 2.4 billion added value in 2016.
EMPLOYMENT OF FILM, RADIO, TV	1995 — 25 thousands 2016 — 29 thousands	It is striking that this recovery of the film, radio and TV sector is also visible in the development of employment. The film, radio and TV sector had a size of 25 thousand people in 1995; in 2016, that is 29 thousand people.

Source: NEO en Rienstra Beleidsonderzoek, 2018

HILVERSUM MAKES THE REGION STRONG

As a regional motivator, the city of Hilversum scores mostly above Amsterdam's and Utrecht's Social Capital index. It adds to the region a significant quantum of high quality housing, a robust infrastructure and a healthy environment. This translates into higher than average lifespan and strong social cohesion, which renders it a desirable place to live and work.
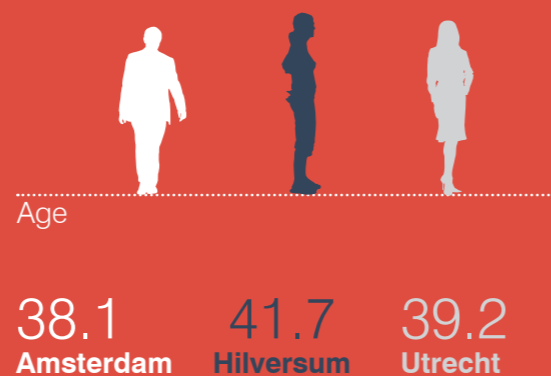
Together with these aspects, Hilversum is an icon and the origin of Dutch Media and broadcasting. It's a niche market originated from Hilversum.

1 km² **Amsterdam** = 3,800 People   1 km² **Hilversum** = 1,900 People   1 km² **Utrecht** = 877 People

POPULATION DEMOGRAPHICS

Thousands

848.8	88.9	343
Amsterdam	**Hilversum**	**Utrecht**

COMMUNITY AVERAGE AGE

Age

38.1	41.7	39.2
Amsterdam	**Hilversum**	**Utrecht**

Source: https://www.waarstaatjegemeente.nl

SOCIAL CAPITAL SCORE

Social
Nature
Infrastructure
Living
Participation
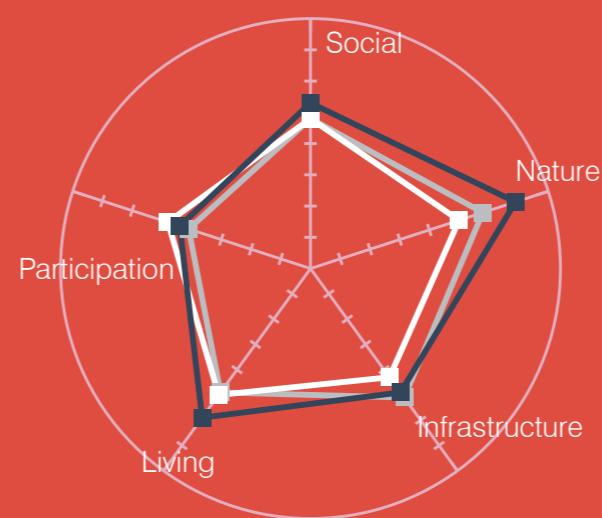
Amsterdam Hilversum Utrecht

Social culture
48 53 48

Nature
50 69 58

Infrastructure
43 49 51

Living
50 59 49

Participation
48 44 41
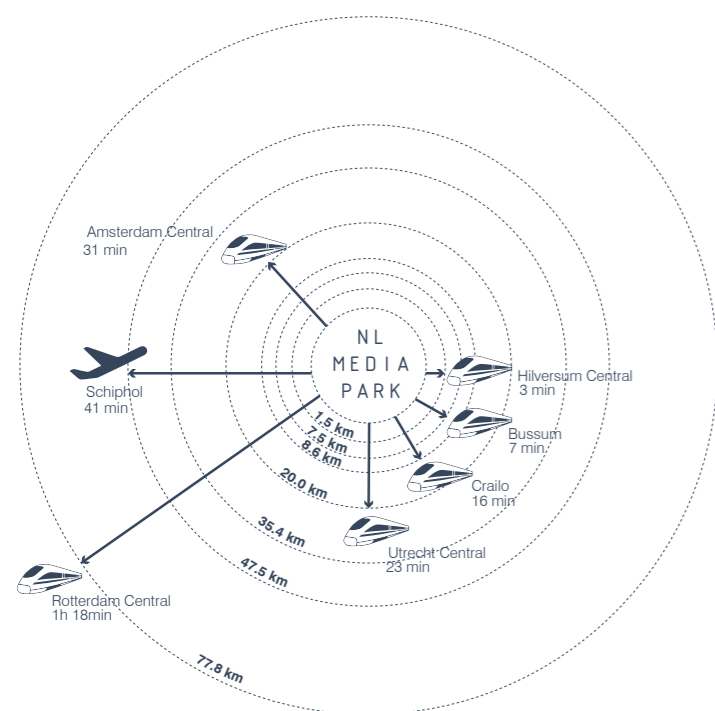
RENEWABLE ENERGY MUNICIPALITY LAND

7.5%	2.5%	1.5%
Amsterdam	**Hilversum**	**Utrecht**

AIR QUALITY

Score/100

73	83	79
Amsterdam	**Hilversum**	**Utrecht**
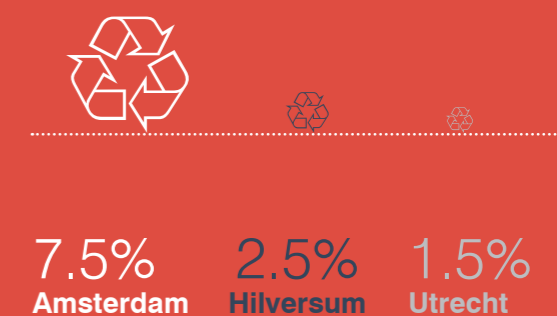
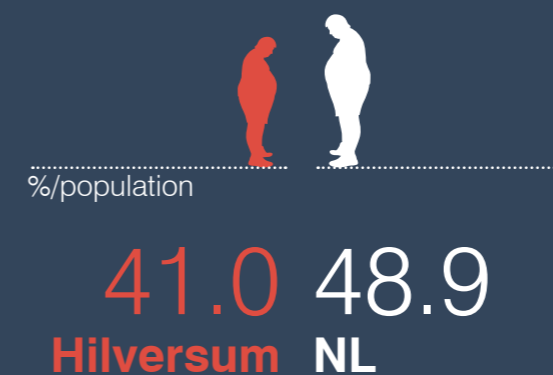## HILVERSUM MAKES THE NETHERLANDS STRONGER

While enjoying close proximity to all major Dutch industries and to Schiphol Airport, Hilversum helps sustain Netherlands' robust economy. It offers high value housing and high income jobs, as well as increased health standards and top quality employment opportunities.

Amsterdam Central
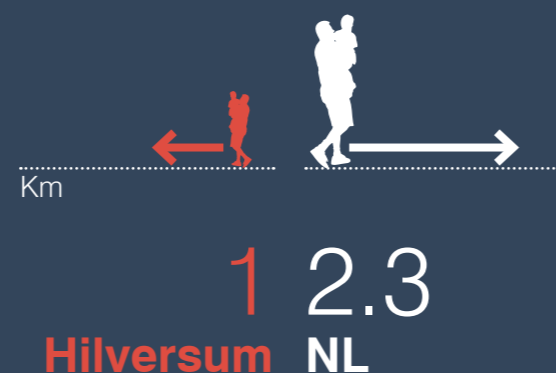31 min

Schiphol
41 min

NL
MEDIA
PARK

Hilversum Central
3 min

1.5 km
7.6 km
9.6 km

Bussum
7 min

20.0 km

Crailo
16 min

35.4 km

Utrecht Central
23 min

47.5 km

Rotterdam Central
1h 18min

77.8 km

QUALITY OF
E D U C A T I O N

Rating 0/100

63 52
Hilversum **NL**

HEALTH
O B E S I T Y

%/population

41.0 48.9
Hilversum **NL**

WORK
U N E M P L O Y M E N T

%/population

5.6 6.1
Hilversum **NL**

D I S T A N C E
TO SCHOOL

Km

1 2.3
Hilversum **NL**

VALUE
H O U S I N G

1,000/Euro

251 209
Hilversum **NL**

INCOME
F R E E L A N C E

1,000/Euro

38.3 33.7
Hilversum **NL**

Source: https://www.waarstaatjegemeente.nl

60 YEARS OF MEDIA PARK

As Hilversum celebrates 100 years of broadcasting in 2018, the Media Park is nearing its six-decade milestone in three years' time.

In 1961, after 40 years of broadcasting from various buildings around Hilversum, a large wetland area in the North of the city was designated to be the new Broadcasting Quartier. Since then, the Park has gone through expansion projects nearly every decade, adding a new train station, new buildings and supporting sectors, commercial broadcasters and recently innovation and tech companies.

The Media Park received international recognition when the Beach Boys came in 1972 to Hilversum to record their album Holland, immortalised by their TopPop performance in AVRO's studios.

Building on its rich history, the Media Park is still a tangible and visible important source of information and freedom of expression regarding diverse subjects. It contains its history (Beeld en Geluid) and has developed new-cross markets incubating potential like gaming, and new media.

WHERE THE

DE FILM VAN OME
WILLEM | Childrens TV Show
1974-1989

MAGIC

BRING BACK THE MAGIC

For the general public media production seems like a magical creation. Without knowledge of technical details, TV shows and movies seem like an enchanting representation of our world – hypnotising, ephemeral, and illusionary.

It is this element of content production that the vision is trying to bring back into the Media Park, in order to share it with the public.

The success of the Park is in the introduction of audiences to the creation of content, through backstage access, and by participation, as well as by empowering new talent to come and create content in their own unique way.

New magic could derive from cross-markets like gaming, artificial intelligence, technology, cyber networks and hubs which, combined with the serious media, infotainment and entertainment, could be a recipe for the future.

BASSIE & ANDRIAAN | TV Series

1978- 1996

BEGUN

X- FACTOR | TV Show
2006- 2013

FIRST TV BROADCAST IN THE
NETHERLANDS | October 2, 1951

"IT ALL STARTS NOW"

In personal interviews and ideation sessions with key industry leaders and Media Park tenants key advantages of the Media Park were stated:

HIGH QUALITY DIGITAL INFRASTRUCTURE

The Media Park has invested in high quality digital infrastructure that allows its tenants to offer robust broadcasting services. Enjoying its own dark fiber network, services such as the ones offered by NEP are not matched anywhere else in Europe.

HIGH-DENSITY INDUSTRY TALENT

With a large group of public and private media companies in close proximity, the park offers an immediacy to industry players that cannot be matched in big cities like Amsterdam or Rotterdam, where media and creative industry is spread over different neighbourhoods. With comprehensive media services– from set building to post production editing, the Park offers a compact and dense industry hub and incubator where talent can be shared.

HIGH QUALITY ENVIRONMENT

With its natural setting, the Media Park offers a serene and healthy environment that offsets a hectic filming schedule that takes place mostly in large, dark spaces.

Along with key advantages, issues were raised about the Park's lack of community activity, over-extended vehicular infrastructure, obsolete buildings and energy distribution network, safety concerns, closed-off surroundings, which as a whole result in challenges in bringing in new talent and the diminishing of its identity as the centre of content creation.

Opposite page - NL media industry leaders and stakeholders. In colour - leaders who were interviewed/invited to ideation sessions about the future of the Media Park:

Top row from left - Chris Licher (United), Shula Rijxman (NPO), Daphne Heeroma (NHTV), Gerard Timmer, BNNVARA/NOS

Second row from left - Victor Knaap (Mediamonks), Pim Schmitz (Talpa), Margreet Spijker (WNL), Josbert van Rooijen (Ericsson)

Third row from left - Tom de Smet (Netherlands Institute for Sound and Vision), Renate van Iperen (KBO-PCOB), Mark Achterberg (Media Park Enterprise), John de Mol (Talpa)

Bottom row from left - Eric van Stade (AVROTROS), Eppo van Nispen tot Sevenaer (Netherlands Institute for Sound and Vision), Geertje Hoek(Talpa), Nico Roest (NEP)

II. MEDIA TOMORROW

INDUSTRY IN
TRANSFORMATION

MEDIA IN TRANSITION

Once only created by professionals in expansive facilities removed from public eye, media today is produced and consumed by everybody, everywhere.

While incumbent media – TV, bandwidth radio and printed journalism, is struggling to sustain its current business model due to diminishing advertisement revenues and public funding, new media companies such as Google and Netflix are taking over the media world and dominating the online market by facilitating new models of content creation and audience interactivity.

"We are dealing with a market that is developing rapidly and is changing even faster, because we can do more, especially on a technical level, but also because people want more, whenever they want it, and they know how they want it", John de Mol announced while launching Talpa Network, a consolidation of all of Talpa's media and digital brands and services.

Looking into the future, the media industry requires a new model of business, one where media companies move from a place of competition between new and incumbent media to one of collaboration.

THE VOICE OF HOLLAND | TV SHOW
2.4 million viewers of the Jan 2018 final

ENZOKNOL | YouTuber
1.8 million subscribers

FROM A COMPETITION BETWEEN

MONICA GEUZE | Instagram
871,000 followers

NEW AND INCUMBENT MEDIA

OVERWATCH | Online Game
over 20 million copies sold by Dec 2017

TO A COLLABORATION

THE VIRTUAL REALITY CINEMA | VR CINEMA
Netherlands, China, Finland, Romania

CROSS-OVER INNOVATION

INTENSIFYING THE CREATIVE SECTOR

In order to transition into a fully digitally created content industry as well as accommodating new models of content creation, the Media Park must expand to include a wider diversity of innovation companies and promote independent talent in a co-creation environment.

Related industries that could contribute to the enhancement of the innovation ecosystem in the Park:

- Artificial intelligence

- Applied and Serious Gaming industry, in Health and Education

- Information Technologies

- New Media technologies

- Hologram technology lab

- Study programmes and lecture series focusing on the above fields

- Healthy environment

- Durable energy

- Incubating education and related amenities to attract and connect talent to the present and new industry and cross overs.

By broadening the scope of disciplines and industries on site a robust innovative climate will be created, one that may lead to a cross-fertilisation of talent benefiting all companies in the park.
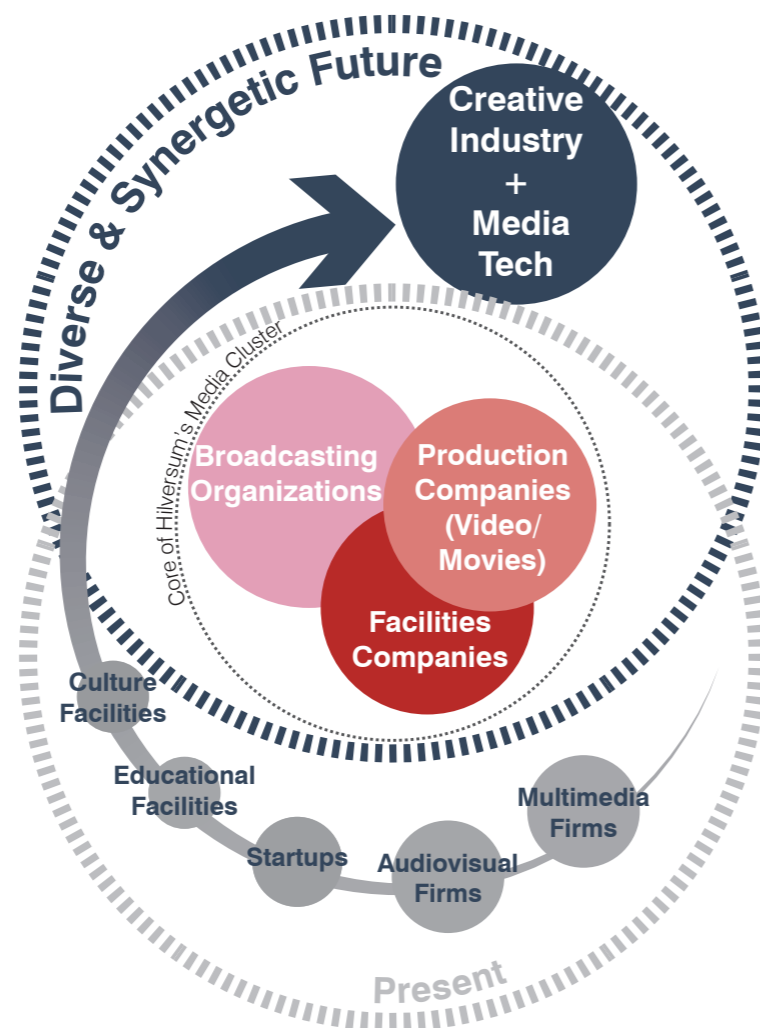
THE IT CROWD

HUB IN A NETWORK

Almere

Amsterdam

Hilversum

Twente

Amersfoort

Utrecht

Delft

Arnhem

Eindhoven

● Media ● ICT ● Design ● Fashion ● Arts ● Advertising

MEDIA PARK & THE NETHERLANDS

Collaboration with local studios and content creators located outside of the Media Park will strengthen the standing of the Park, not diminish it. By offering a stage on which innovation and creative talent from other cities can come and broadcast from, the Media Park will be positioned as an inclusive leader of the industry.

MEDIA PARK & THE WORLD

Currently, the real competition for media production lies across the Dutch borders and is played on the international playing field.

With media hubs such as MediaCity UK, Trollywood in Sweden and Porto Digital in Brazil, which fashion themselves after autonomous mixed-use cities, Hilversum Media Park must join forces with other media content creators and present itself as an innovative, advanced media hub that offers top-level facilities and innovative talent as well as a destination for visitors and residents.

Vancouver Film & Media Centre
10h ✈

London Media Cluster

Toronto Media Cluster
8h ✈

Media City UK

NL Media Park

Almere, Data Center Cluster

Trollywood, Sweden

FilmbyAarhus
2h ✈

Dubai Media City
7h ✈

Singapore Media Cluster
12h ✈

Creative Media Centre, HK
13h ✈

Sydney Media Cluster
21h ✈

Porto Digital, Recife Brazil
11h ✈

Creative Valley, Belgium

nextMedia.Hamburg

Munich Media Cluster

RADIO & TV PROFESSIONALS
15,000

TV FORMAT EXPORTS
3RD
in the World

MOST CONNECTED COUNTRY
#1
in EU

ICT SERVICES
4TH
largest exporter

SUCCESS URBAN STORIES

THE SPILLOVER EFFECT

Learning from other Media Clusters, the vision explores the relationship between a business cluster and its relation to the immediate surrounding and to the city it is located in. In an effort to make this relationship mutually beneficial, the vision explores growth model for both the Park, the immediate North Hilversum surroundings and the city as a whole:

1. By creating a vibrant destination for cultural and entertainment activities including local amenities, the Park becomes a neighbourhood and city magnet that helps promote local businesses;

2. Turning the Media Park into a laboratory of innovation services acts a catalyst for change in the rest of the city, rendering Hilversum an Innovation city – a source for funding and growth;

3. By making the Media Park prosperous, Hilversum as a city will be able to attract more talent and strengthen the Media sector, which in turn will solidify its leading role in the Dutch economy.

"My aspiration for it is to become the place where creative, digital and technology companies innovate the next great creative elements and to see the place grow – not just offices but more residential, more hotel rooms, more amenities, more bars, more restaurants, more people and more activity." Stephen Wild, MediaCityUK Managing Director[1]

Media City UK is an example of a brownfield development, that led to a shift in view of Manchester as a declining media cluster to the "go-to production destination in the UK"[2]. Led by private developers, in an empty brown-field site, and enabled by a number of changes in cultural economy policies, as well as by the move of whole BBC channels to the area, the Media City UK development seek to create not just a media cluster but a place for all, where people can work, study, live and play. The mixed-use development includes studios, hotels, apartments, offices, educational facilities for the University of Salford and Salford city college, bars, cafes and restaurants, as well as hotels and housing, shopping and leisure facilities.

1. https://www.manchestereveningnews.co.uk/business/stephen-wild-continued-success-mediacityuk-9347509

2. https://www.theguardian.com/media/2016/sep/01/salfords-mediacityuk-gets-1bn-expansion

BRAINPORT EINDHOVEN, A THRIVING ECOSYSTEM

"What makes this job great is that there are people in life science that perform research in for instance breast cancer, the microscopes and our software help them achieve breakthroughs in their research. I am in the chain of something bigger. Our goal is much higher than merely developing software it is about solving societal challenges." Fanis Grollios, Thermo Fisher Scientific Software Technical Lead[1]

"Our status as a business partner of Dubai Media City has worked to our advantage. First, we consolidated our offerings under one roof in a welcome and enabling environment that encourages networking. Secondly, it is inspiring to be in a place where the communication industry is prominent." Raja Trad, CEO Leo Burnett & Publicis Group MENA[2]

Brainport in Eindhoven is examined as a thriving innovation ecosystem of global magnitude and as a cornerstone of the Dutch economy. Comprised of a network of campuses in which companies, research and education institutes, as well as SME enterprises are located, Brainport is spread all over the city of Eindhoven. Brainport's ecosystem is based on a close collaboration among industry, market and technology leaders, which is supported by the government. This collaboration is framed by the organization Brainstorm Development, and it is a model of innovation cluster management.

Dubai Media City is examined as an example of a successful newly planned media cluster that has very quickly achieved creating high demand for its services. This high demand is due to the financial advantages offered, like the establishment of a free economic zone, as well as to the real-estate development, its state- of- the- art infrastructure, and its full-package services, ranging from visa handling to housing.

1. https://brainporteindhoven.com/stories/achieve-breakthroughs-in-ground-breaking-research-by-electron-microscopes/

2. http://www.dmc.ae/en/testimonials/
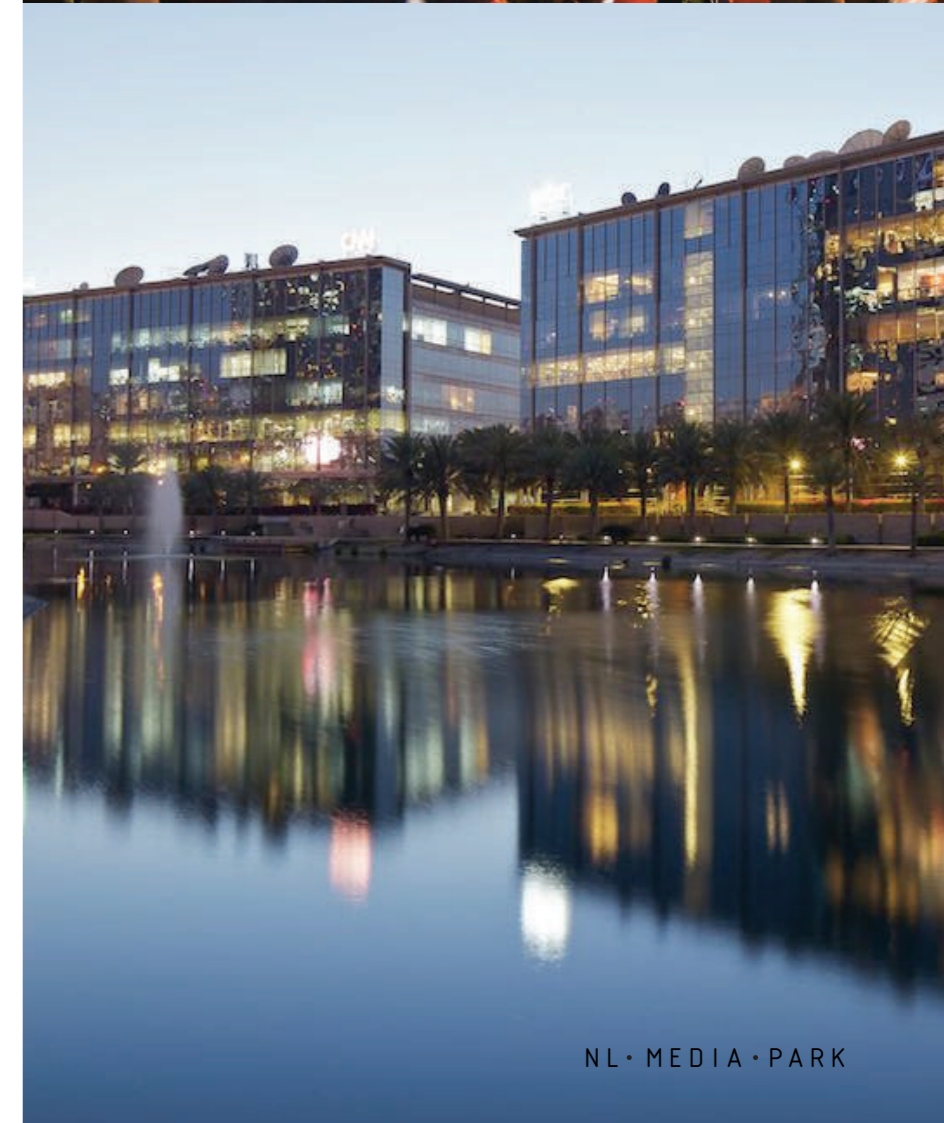
III. NL MEDIA PARK
THE FUTURE OF MEDIA PARK

PROGRAMMATIC, SPATIAL & INFRASTRUCTURAL TRANSFORMATION

INVITING TALENT

Building a community of creative minds requires a synergetic relation between people and between people and their environment. For the social success of the Park, a mix of users must feel that this place offers multiple possibilities and opportunities for collaboration, either by design or by chance.

This is a Media Park for people, inviting:

Industry Leaders
Industry leaders and their peers in complimenting industries must feel that the Park can offer them and their employees an atmosphere and quality of facilities that will help them grow.

The Young and Creative
Securing access to young and creative talent is an immediate necessity in the Park. By offering flexible working space and access to the knowledge of experienced staff and equipment, will shape an ecosystem of creativity and experimentation.

The Media Park can also be a destination for Erasmus programmes - all study programmes at the UVA in Amsterdam and other universities in the Netherlands, like RU in Utrecht, participate in the European Erasmus+ programme. This entails that the study programme has made agreements about study exchange with partner universities in the European member states, and Iceland, Liechtenstein, Norway, Turkey and Macedonia. The exchanges are financed by the European Commission. The Erasmus programme is intended to stimulate cooperation in higher education and has existed for 30 years.

An Inclusive Community
Key to the Park's robustness is its community cohesiveness and inclusivity. Ensuring the Park is accessible and accommodating to a mix of genders, ethnicities and ages is an important aspect of creating a vibrant place that is reflective of the country as a whole.

A SPACE OF POTENTIAL

The synergetic relation between incumbent and new media flourishes within an ecosystem of ideas and methodologies. The ecosystem is a framework under which social bonds and innovative ideas are nurtured, and where identity of a healthy, creative community is established.

In order to ensure the prosperity of the ecosystem, this vision offers a spatial-programmatic plan that is based on the principles of resilient city planning. Focusing on five pillars of urban design in relation to media culture, the vision translates into the new brief and spatial arrangement of the Media Park in the future. The pillars are – Industry Hotspot, Public Interface, Vibrant Community, Healthy environment and Technology.

The result of the transformation and future of the Media Park is shaped by all the parties involved. The idea is that all the parties work together and create from there different ambitions, knowledge and backgrounds a stronger Media Campus that is ready for and making the future.

The spatial-programmatic vision aims to:

- strengthen the industry by offering working mechanism that foster innovation (Industry Hotspot);

- invite social engagement with the public through events and activities (Public Interface);

- promote an atmosphere of social interaction through leisure and hospitality (Vibrant Community);

- advocate healthy lifestyle through a clean and safe environment (Healthy environment);

and lastly

- offer the means for an informed and connected community through digital interactive infrastructure (technology).

The following chapter will outline the application of the vision onto the physical space of the Media Park.

PILLARS OF GROWTH

We live in a multi-platform world, where a plurality of operating models, technologies and products create a wide range of sensorial, interactive communication experiences in our daily life.

In order to achieve an authentic experience, the Urban Vision leans on five key values that create a holistic plan for the Media Park:

1. Create an Industry hotspot;

2. Facilitate public interaction;

3. Foster a vibrant community;

4. Embrace interactive technology;

and

5. Design a healthy environment;

The following pages expand on the quality of each pillar and detail the application of the pillars in physical and programmatic space.

INDUSTRY HOTSPOT

A NEW HUB ADDRESS

Building on the strengths and expertise of the media industry, new creative disciplines would bring a variety of knowledge and content production opportunities. A cross-sector synergy, with educational institutions, will offer knowledge expansion and innovation breakthroughs.

Learning is a key component of the future of the Park. Introducing Media and Technology studies on site helps reduce the gap between learning and working and facilitate smooth integration of young talent and work force into existing media facilities.

Expanding the access to creative disciplines facilitates intellectual advancement and position the Media Park to become a diverse industry and content creation hub. By inviting film productions, gaming and VR developers to create side-by-side media production a more robust creative community is formed.

It All Starts
HERE

INDUSTRY HOT SPOT

Change the Story
Change the World

It All Starts
HERE
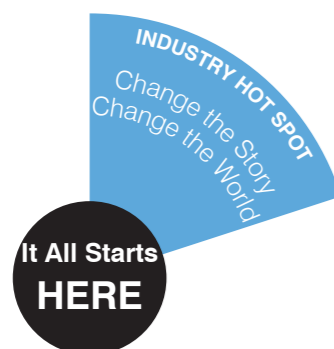
TECH INDUSTRY
- Applied/Serious gaming
- Entertainment gaming
- Artificial Intelligence

INNOVATION
AND FUTURE
PROOFING

EDUCATION
- MS in Media Studies (International Institutions Affiliated Program)
- Industry Bootcamps

TALENT AND
WORKFORCE
ATTRACTION

CREATIVE CULTURE
- Platform Designers
- YouTubers/ Podcasters
- Film Production
- VR

INDUSTRY DIVERSITY
AND CONTENT
CREATION

MEDIA TECH
- ICT- Data & Media
- Media Tech Startups
- Data Storage
- Data conversation and distribution

CROSS-
DISCIPLINARY
SYNERGIES

PUBLIC INTERFACE

A NEW DESTINATION

Broadcasting innovation with new types of content produced on location provides an opportunity for new audience participation. By showcasing innovation a new public interface is introduced and creates online and on-site interactive engagement, during one-on-one sessions and through seminars, festivals, conferences and events.

As media content is produced in professional studios as well as in individual's own bedroom, inviting the public to participate in media production and celebrate the themes it produces is a necessary link to make. By creating leisure destination, small venues for music and specialized retail the public would be able to interact and part take in the 'magic' of making of stories come to life.

Transforming the Park into a civic place, with lobbies designated as shared work space, and bars and restaurants catering for different tastes and functions, contributes to the interaction amongst different experts and creates a social ecosystem where innovation is a spectacle and a community of interested parties is coming together.

It All Starts
HERE

It All Starts
HERE

Broadcasting
Innovation

PUBLIC INTERFACE

EVENTS
• Media Summits
• Social Media gettogethers
• Outdoor Events
• Art exhibitions
• Media Festivals

FESTIVALIZATION
AND SEASONAL
EVENTS

ENTERTAINMENT
• Cinema / Theatre
• Small Venues for Music
• Screening Rooms
• Specialized Retail
• VR Tours

MAKING THE
PARK A WEEKLY
DESTINATION

MEETING VENUES
• Public Lobbies
• Multi-use Spaces
• Seminars and conferences

INTERACTION AMONG
THE DIFFERENT
EXPERTS

OUTDOOR BROADCASTING
• Street Studios
• Interview pods
• Open air artists studios

INNOVATION AS
SPECTACLE

VIBRANT COMMUNITY

MEDIA CITY

Creative people often seek a dense, lively, 24hr lifestyle. Introducing an affordable, compact and flexible shared living scheme into the Media Park is a first seed of a new, young community. Combining this with social amenities, shared spaces that offer opportunities to meet, will help a new urban society to grow.

The sharing economy has been greatly adopted in the creative industry. in working as well as living, short term, on-demand residency could flourish amongst the media and tech community, answering for a nomad lifestyle.

Providing hospitality and local amenities such as food and beverage will cover every day needs of all users, from techies to executives, from residents to conference visitors.

It All Starts HERE

Live Your Story

VIBRANT COMMUNITY

HOSPITALITY
- Boutique Hotel
- Conference Hotel
- Dining

HIGH-END DESTINATION FOR EXECUTIVES

AMENITIES
- Everyday Retail
- Food and Beverage
- Day Care Centre

COVERING FOR EVERYDAY NEEDS OF THE USERS

WELIVE
- Sector-Based Housing
- Artists-in-residence
- Journalists-in-residence

CREATION OF A COMMUNITY

TECHNOLOGY

AN INNOVATION LAB

Digital technology is a tool created to make life more efficient and citizens more informed. It is also a mechanism in which our everyday life is operated on. As the Media Park becomes a platform for interaction and innovation, tech prototypes and pilot projects must be tested on site, rendering the Media Park a living SDK (Software Development Kit).

Transforming the Media Park into a lab of experimentation invites digital technology talent to experiment with prototypes that connect people and environments. A sensory-based network could inform

users and community about stresses in the system and will raise the public's awareness and sense of security.

Upgrading Media Park facilities and buildings systems to a Smart network that can mitigate shortages and respond in real time is necessary to the resiliency of the Park over time.

It All Starts
HERE

The City as an Application

TECHNOLOGY

It All Starts
HERE

SECURITY
- Buildings/public space
- Cybersecurity
- Data Storage
- Intellectual property and data history

PROTECTION OF PHYSICAL
AND CYBER PROPERTY

INNOVATION LAB
- Sensory Environment
- Smart Mobility
- Smart Energy on rooftops

THE PARK AS
GROUNDS FOR
EXPERIMENTATION

TECH INFRA
- Data storage
- Data conversation and distribution

TECH AS SERVICE

ONLINE PLATFORM
- Media Campus App
- Digital link to Media Mile

CONNECTED
ENVIRONMENTS

HEALTHY ENVIRONMENT

A CENTRE OF WELLBEING

Physical and mental health is positively affected by one's immediate environment.

Hilversum's identity of a Green City is embedded in the urban future of the Park and is a contributing factor to its healthy environment. Extending the green vegetation west of the Media Park into its public realm and built environment anchors the Park in its surrounding and upgrade its health index.

In order to support a healthy community, a resilient and active environment must be provided. Capitalising on the green and blue infrastructure of the Media Park and providing locations for sports and recreational activities will ensure the building of a productive and active community.

Unlocking opportunities for urban farming on rooftops and encouraging people to explore walking trails and arts and crafts facilities will bring direct and indirect benefit to people's wellbeing.

It All Starts
HERE

HEALTHY ENVIRONMENT
Healthy Mind in Healthy Body

It All Starts
HERE

GREEN
• Parks
• Street Green
• Green Buildings
• Rooftop Gardens

HILVERSUM'S IDENTITY OF A GREEN CITY

ACTIVE CITY
• Walkability
• Bikability

A HEALTHY LIFESTYLE

SPORTS
• Facilities

BREAK OUT AREAS FOR EMPLOYEES AND USERS

URBAN FARMING
• Restaurants
• Farmers Market

A HEALTHY FOOD SCENE FOR HILVERSUM

ARTS & CRAFTS
• Community Workshops

CREATIVITY AND WELLNESS

it all starts HERE
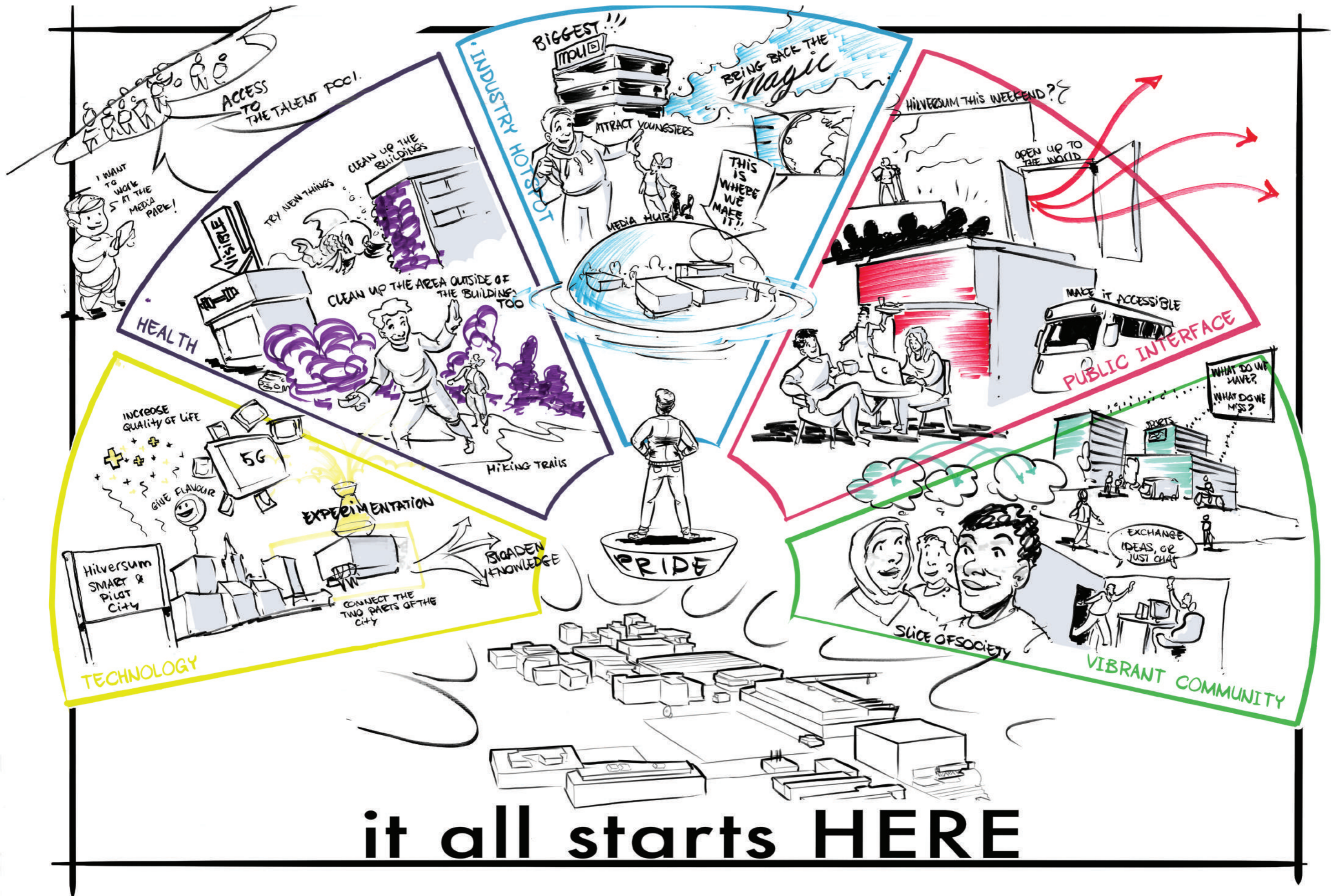
NL MEDIA PARK
A PLACE FOR CELEBRATION

PROGRAMMATIC TRANSFORMATION

THE FESTIVALISATION OF MEDIA CULTURE

Even though we live in a time of interaction with technologies, where people spend a large portion of their day in front of screens, a growing demand for a physical engagement between people has recently emerged as a reaction to screen based life.

The concept of a festival is not a new phenomenon. It has long served as a way to bring like-minded people together in the pursuit of art, music and literature. In today's culture, looking beyond musical events, festivals are a growing market for artists and communities and, with a binding theme and organisation, create a message that this space will, for a limited time, obey different rules, welcome different people, and symbolise something new; something to celebrate.

With seminars, conferences, launch events, open Studio Day, Dutch Design Week extending into a month long festivities and every day media production taking place at the Park, synergetic relationship between media creators and their audience would turn an exclusive industry into an inclusive celebration.

FANFEST SINGAPORE | YouTube Festival
2015

NL·MEDIA·PARK

MEDIA PARK TODAY

MEDIA FUTURE WEEK

CROSS MEDIA CAFE

VR CINEMA@MEDIA PARK

HILVERSUM CITY RUN

MEDIA PARK EXPO

NPO 3FM SERIOUS REQUEST

OPEN AIR CINEMA AMSTERDAM 2017

MEDIA PARK TOMORROW

ARS ELECTRONICA FESTIVAL, LINZ

MEDIA PARK 2018

ACTIVITIES IN THE FIELD OF MEDIA HELD ON THE MEDIA PARK IN 2018

15 January Powering the Future Cybersecurity

17 January Media Safari Tech Port

25 January Media Talk Ethical Hacking

8 February Powering the Future Amazing ArenA

20 February Kickoff fieldlab Data4Media

21 February Media Talk Privacy & GDPR

27 February kick off Media Perspectives (invitation only)

6 March Formatbooster (aantal weken)

6 March Media Safari Avans

13 March Mediabooster pilot: Sustainable You

20 March Cross Media Café ARVRMR

22 March Media Talk Graphdatabase

26 March Opening call + pitches van erfgoedinstellingen en VR/AR/MR-makers

27 March Workshop Klaar voor GDPR

28 March Media Safari Erasmus

5 April Workshop Scaling Up

6 April Topklas Digital Design

13 April Challenge Erasmus-Max

20 April Matchmaking @ MINDS

24 April Media Safari MRA

8 May Cross Media Café Data Driven Content

15 May Informatie avond traineeship

16 May Media Talk Vr Experiences

23 May Dag van de MediaStages LinkedIN check

25 May MediaMatters MatchMaking Days

5 June MediaBooster Personal Branding

8 June Workshop VR/AR/MR in de sector Toerisme en recreatie

8 June MediaBooster Personalization & Recommendation

14 June Media Talk Transmedia Storytelling

19 June Cross Media Café Linear meets Digital

19 June Informatie avond traineeship

27 June 5G multimedia workshop

28 June Bekendmaking winnaars Call Virtual Worlds

3 July Media Park Safari HvA

5 July Workshop Strategisch Plan

5 July Workshop VR/AR/MR in de sector Toerisme en recreatie

7 August Workshop VR/AR/MR in de sector Toerisme en recreatie

7 August Informatie avond Talent Development Program

12 September Reis naar DMexco in keulen

18 September Matchmaking tijdens IBC

18 September Mediabooster Personal Branding

3-5 October Matchmaking DIG Lisbon

5 3-5 October Matchmaking DIG Lisbon

MediaTalk Lunch

9 & 23 October MediaBooster Immersive Media

11 October MatchMaking MediaNed Vlaanderen

2 November MediaTalk Lunch

8, 15, 22, 29 November, 6 Secember en 12 t/m 14 December – Leergang Tech & Innovatie

13 November: MediaBooster MultiChannel Publishing

22-23 November: MediaMatters MatchMaking Days

6-7 December: Big Data & AI event

7 December: MediaTalk lunch

11 December: MediaBooster Recommendation & Personalization

ACTIVITEITS DURING DUTCH MEDIA WEEK

4 September Cross Media Café Online Radio & Podcasts

4 September America 1st, Netherlands 2nd: zakendoen in en met de VS

5 September introductiedag Talent Development Program 2018-2019

6 September Media Future Week alumni drinks

6 September TDP Alumni borrel

EVENTS IMPORTANT FOR THE MEDIA INDUSTRY

Beginning of September: Dutch Media Week

12-13 September Dmexco (Keulen)

13-18 September IBC (amsterdam)

8-12 October Emerce Eweek (Amsterdam) and 11 October Eday

9 October Screenforce Day

24-26 October VR Days

21 November: Inctspiratie

Source of information: Media Perspectives Hilversum

1 - 10
september 2018
Hilversum

A NEW WAY OF LIVING

SECTOR-BASED HOUSING

Introducing living units into the Media Park is an exciting opportunity to transform the Park into a 24/7 campus that allows talent and sector–related professionals to live and work in the Media Campus.

It is a challenge to traditional apartment living, as ample communal space and shared basic amenities are included. This new way of living could offer short term and long term accommodation with a flexible option that is designed to meet users' needs.

Unites should be fully outfitted with living and sleeping areas, a kitchen, and bathroom, including towels and linens.

Local amenities could include laundry, bar and a yoga studio, as well as a concierge, free wi-fi and coffee, tea and bottled water.

Living at the Media Campus could be offered through membership that also includes access to shared flexible working space in the Campus.

Innovation should be represented not only in the living style but also in the building structures. Housing could be constructed in modular housing schemes, 3D printing houses and other compact, efficient and flexible schemes.

MODULAR HOUSING

67

SPATIAL TRANSFORMATION

A robust understanding of the site's physical attributes acted as the basis for the urban intervention. Following a comprehensive mapping and analysis process (see next page), all buildings and public spaces within the Media Park were quantified and assessed. The Park's urban assets were given a score based on permeability, accessibility and usage and were factored for potential future transformation (further investigation of the energy infrastructure would be necessary to complete the data that was thus far collected).

Based on the analysis, several observations became the basis for the urban spatial vision:

1. Buildings in the Park occupy a very large yet low height footprint – future intervention should consider human scale and sustainable density approach;

2. The site has a few urban assets – such as the forest/pond and the proximity to a train station – clear connections to the surrounding area must be strengthened;

3. The site borders a green forest but feels like an industrial zone – green vegetation must be spread throughout the site and integrated in plazas, balconies and rooftops;

4. The site is mono-functional and lacks social atmosphere – different zones should be considered in order to allow for a diversity of programme and usage.

5. Making the content of the Media Park more tangible and visible than today for tomorrow.
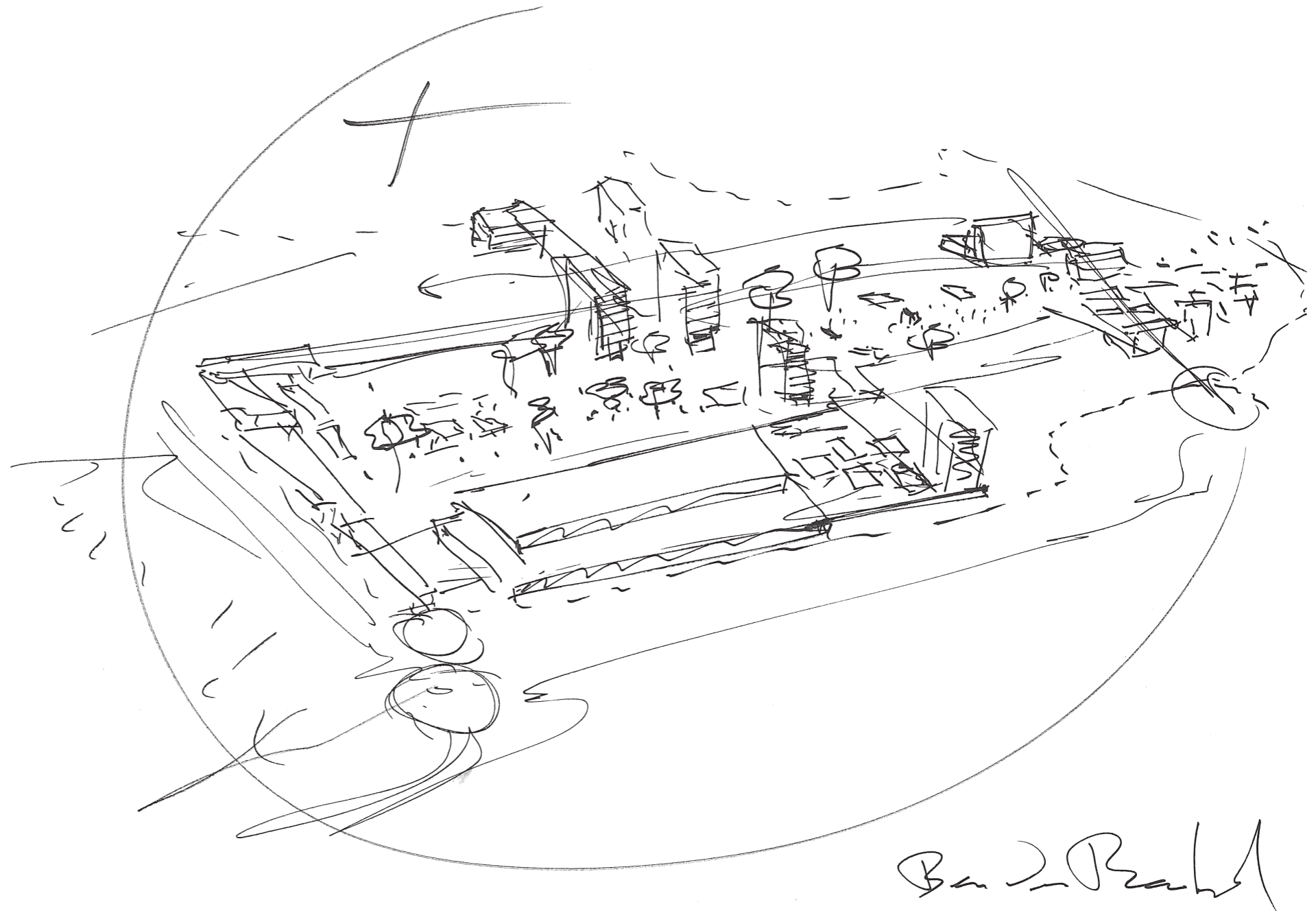
Media Park in City Context
Immediate Destinations

Spatial Researh
Land Ownership

Spatial Research
Land Use

Spatial Research
Vehicular & Pedestrian Accessibility
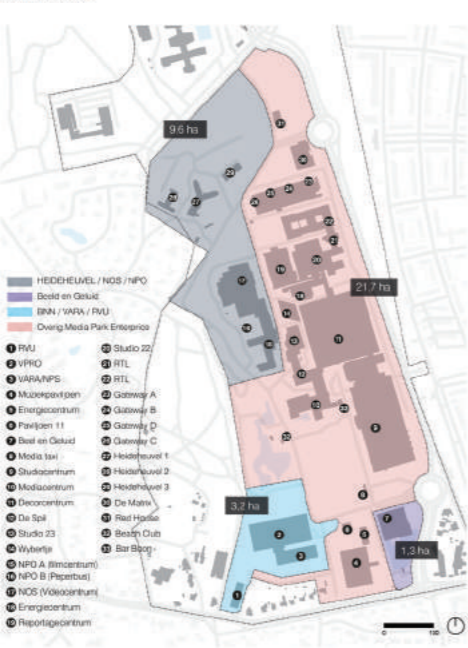
Spatial Research
Parking & Roads
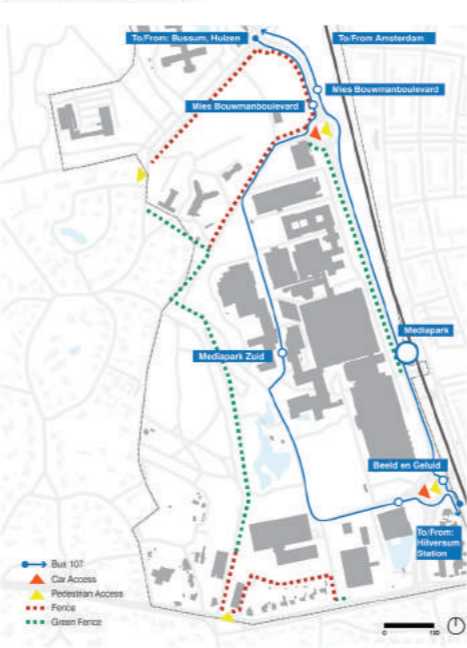
Spatial Research
Distance from Parking & Train Station
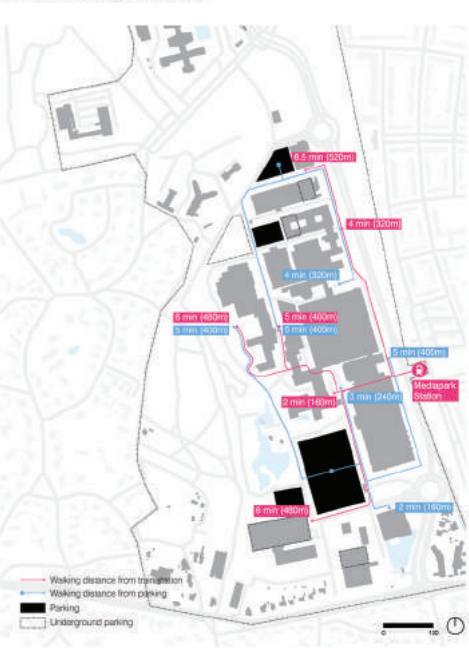
SITE MAPPING

Understanding the spatial attributes of the Media Park was paramount for the creation of the vision. Rigorous mapping of public space and buildings on site, coupled with analysis of the quantity and quality of the urban elements, lead to the following specific proposals for transformation of the Park.

Spatial Analysis | Buildings
Proximity to Amenities
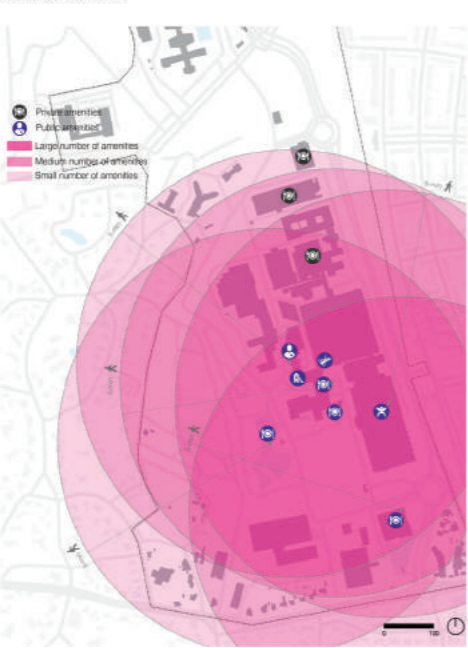
Spatial Analysis | Buildings
Proximity to Green
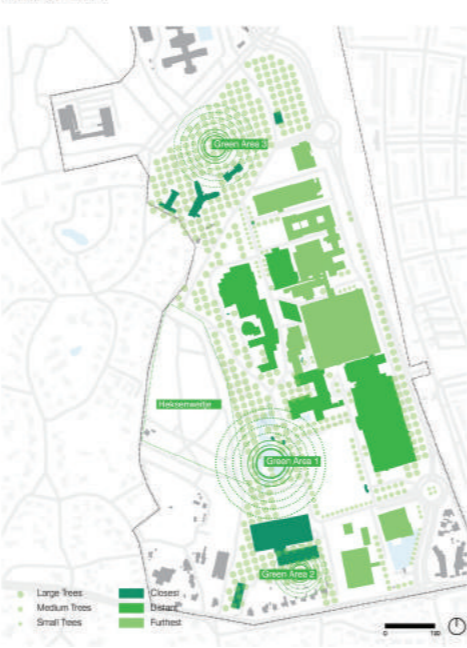
Spatial Analysis | Buildings
Potential for Conversion

Spatial Analysis | Buildings
Porosity

Spatial Analysis | Public Space
Street & Open Space Furniture

Spatial Analysis | Public Space
Proximity to Green

Spatial Analysis | Public Space
Pedestrian Infrastructure & Hardscape

Spatial Analysis | Public Space
Animated Street & Open Spaces Fronts
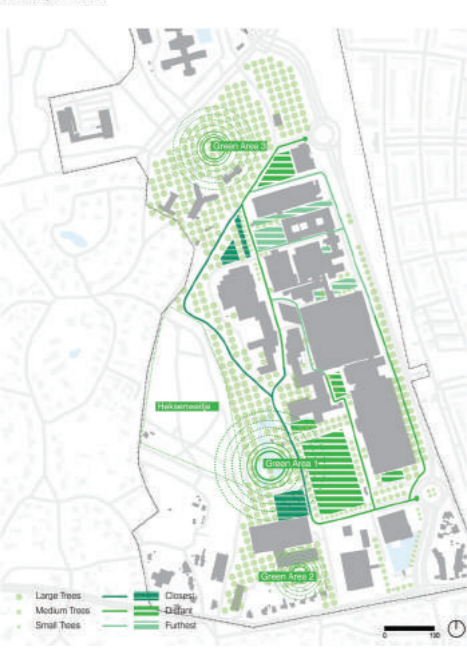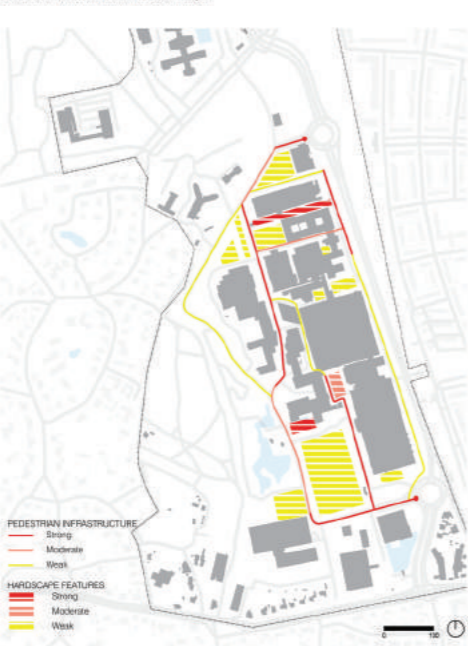
Spatial Performance Overview
Buildings Score

Spatial Performance Overview
Routes Score
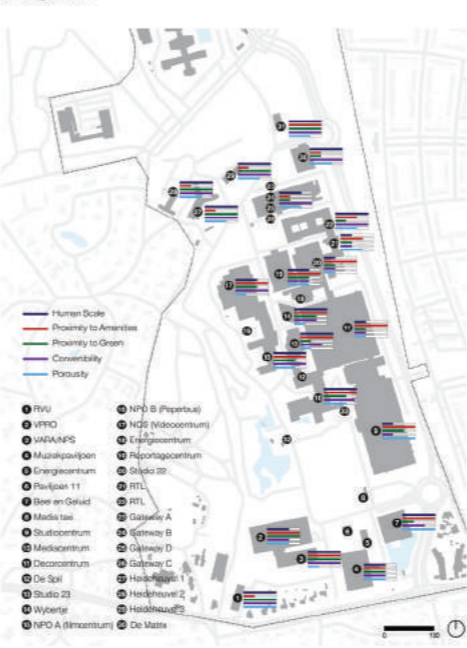
Spatial Performance Overview
Open Spaces Score

EXPLORING DENSITY

What is the most relevant building typology and density at the Park? Would the site benefit from a monumental, iconic formal gesture, or is it the Hilversum block that needs to enter the site? These density and typology exercises helped us understand the desired and potential urban growth on site, and tested our appetite for vertical and iconic development.
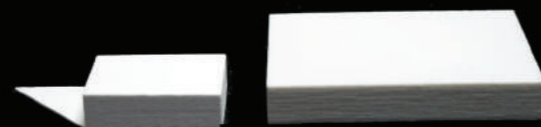
THE MAT
93,500 m²

THE HILVERSUM
19,500 m²

THE SWORM
19,300 m²

THE BLOCK
45,000 m²

THE EL
27,000 m²

THE DOME
6,500 m²

THE RINGS
17,500 m²

THE PADDY
54,000 m²

THE DOUGHNUT
16,700 m²
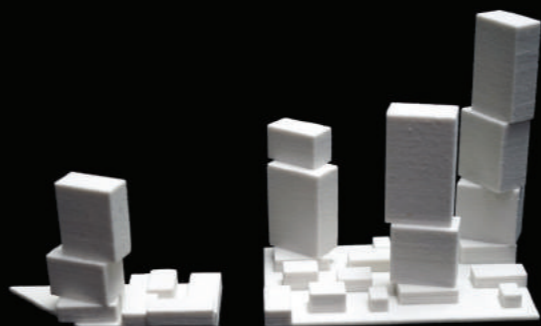
THE MIX
108,000 m²

THE SEASAW
32,000 m²

THE PIXEL
48,300 m²

North (Avrotros)

Hilversum Media
Park Station

Green

Beeld en Geluid

South (City)

Mix

Anchor

Village

Landmark

Anchor
Village

Anchor
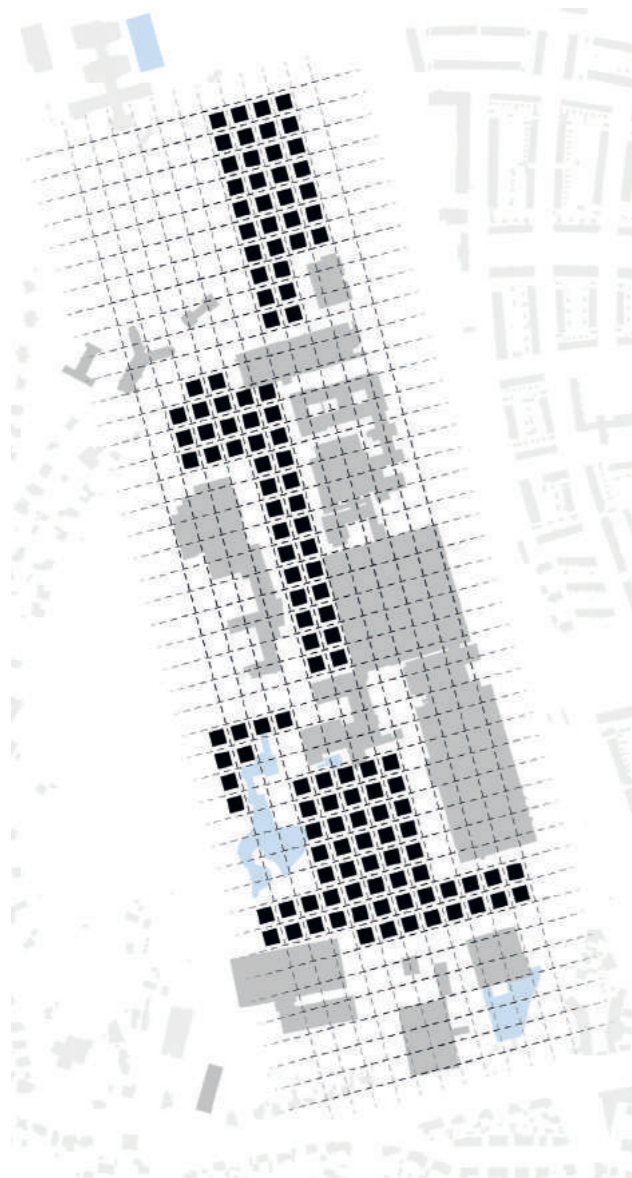
ESTABLISHING A GRID &
INTRODUCING HUMAN SCALE
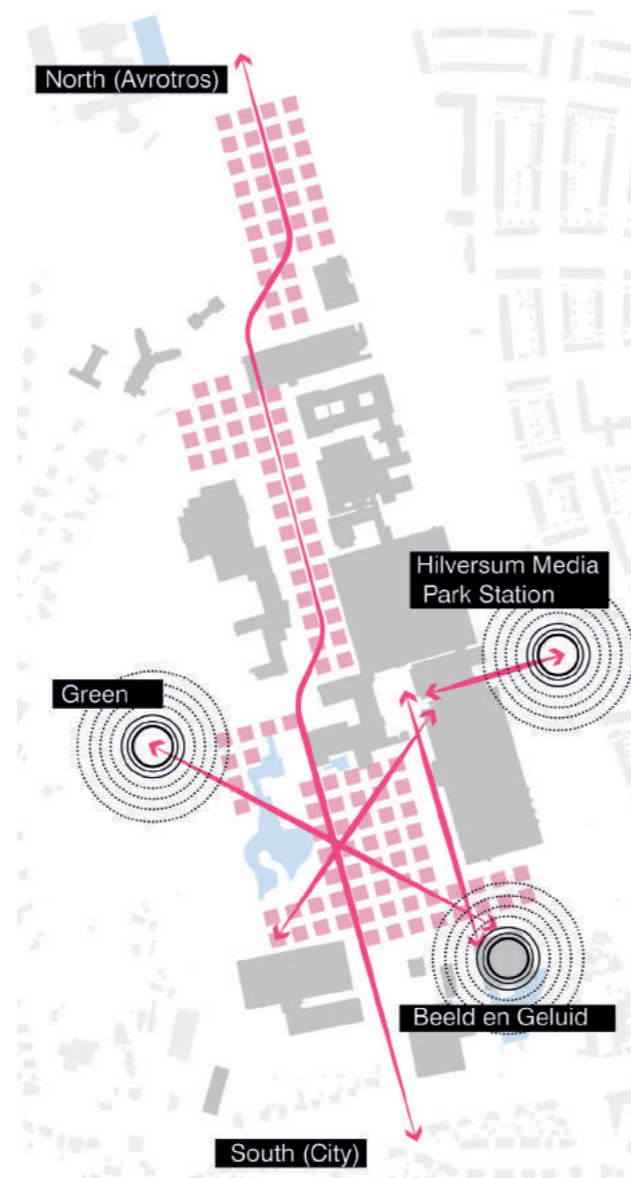
DESIGNING IN CONTEXT &
ESTABLISHING CONNECTIONS
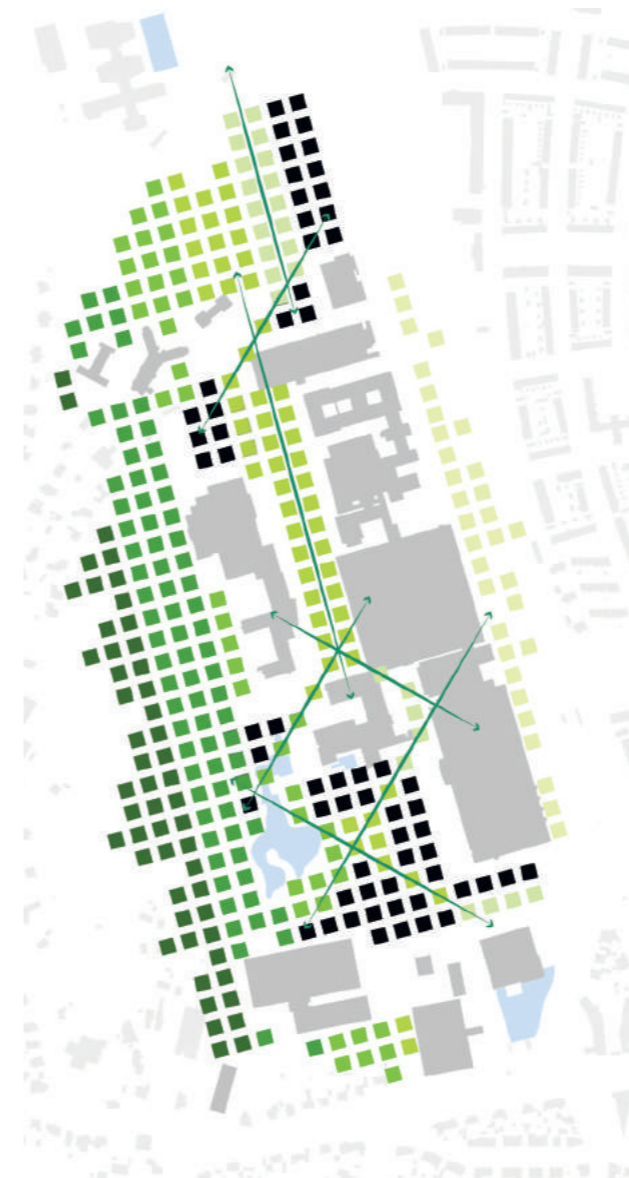
BRINGING IN THE GREEN IN A
NETWORK OF PUBLIC SPACES
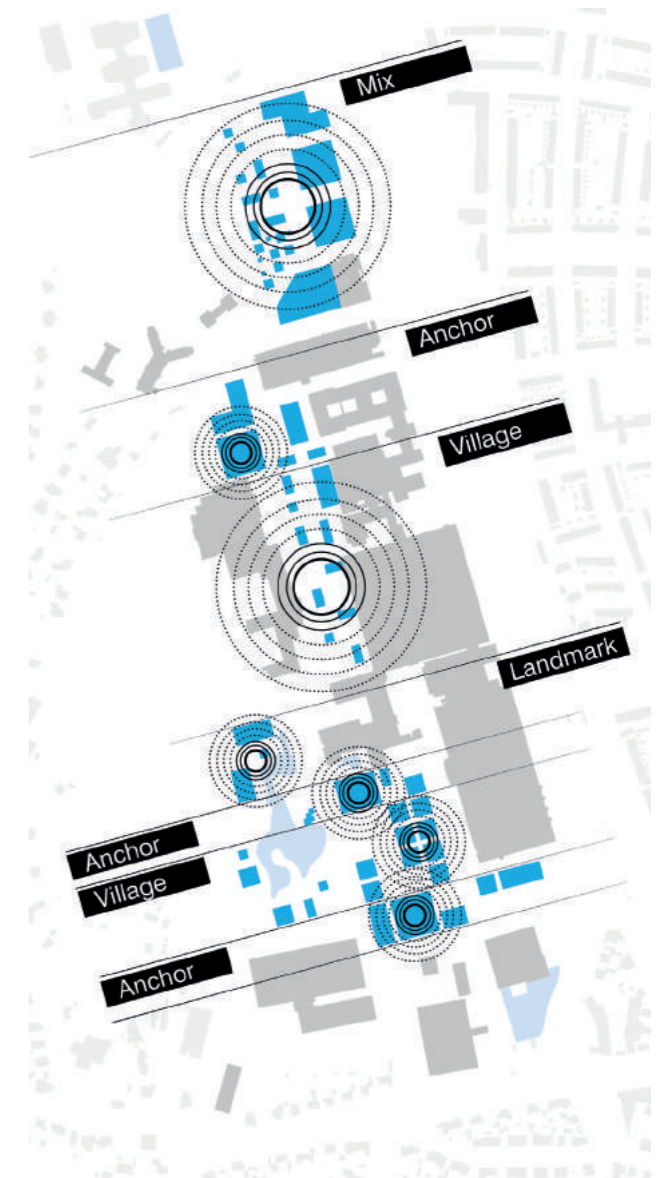
CREATING ZONES OF GRAVITY &
A NETWORK OF PROGRAMME

SYSTEM VARIATIONS

FILL- IN STRATEGY

FILL-IN STRATEGY &
REPLACEMENT OF BUILDINGS

PARTIAL INTERVENTIONS

FILL-IN STRATEGY,
REPLACEMENT OF BUILDINGS
& CREATION OF CONTINUOUS
PUBLIC SPACES NETWORK

SYSTEM COMPONENTS

SYSTEM APPLICATION

Borrowing from concepts developed in the innovation industry such as *agility* and *scalability*, the spatial plan is developed as a process mechanism rather than as a fixed proposal.

Preparing for a changing, uncertain future, this resilient approach helps manage risk that is inherent to any real estate development on this scale and helps tailor development to demand.

Startup Urbanism:

Agile – by focusing on separate development areas the vision encourages growth over time in separate phases;

Accelerated – planning small-scale buildings accommodates rapid growth;

Iterative – the vision encourages programme development where highest value features are added on demand;

Scalable – developed as a network system, the urban model inspires growth in other parts of the city;

Smart – embedded with sensor-based technology and based on smart grid system the vision capitalises on new technology that maximises the efficiency of the built environment and keeps people connected.

The following pages introduce a spatial proposal for the creation of 5 new zones within the Media Park. Each zone is described as a flexible system that offers a mix of programmes and potential activities.
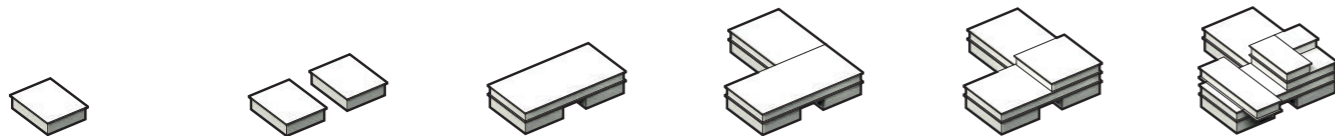
VISUALISING DEVELOPMENT

This model was used during an ideation session at UNStudio with the participation of MPE and Hilversum municipality. Its purpose was visualisation of potential development on site. While developing ideas for the Park, the red objects represented potential future transformation while the white objects represented the existing buildings.
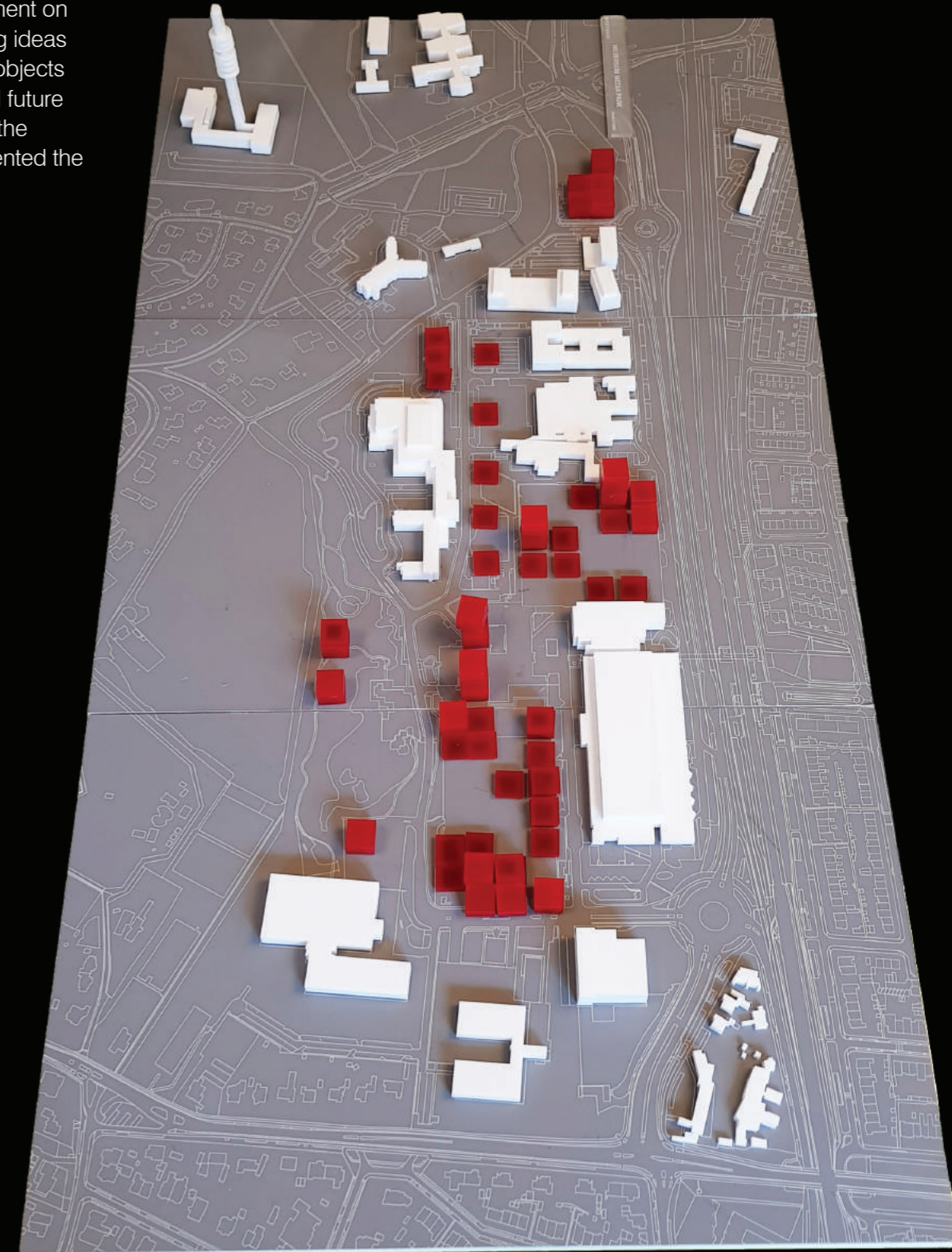
THE CREATIVE HUB

Located on the current parking area at the south side of the Park, the Creative Hub is a cluster of new buildings that accommodate a multitude of programmes that together intensify the urban condition. First temporary and in the end a permanent hub to connect and meet in the heart of Media Park for students, interns and startups.

The education facilities bring the young and emerging talent close to the networks of industry important to them.

The work facilities offer shared spaces for learning and creating, giving new emerging talent an opportunity to collaborate and share knowledge.

The Hub includes food and beverage destinations, as well as an arts centre and movie theatres, designating it the social hub of the Media Park.

A public plaza overlooking the pond is at the heart of the Hub providing multi-directional connectivity to the train station and the city centre. On par with successful urban plazas around the Netherlands and the world, the plaza is framed by low buildings that give a feeling of urban density and offers a place for meeting and celebration.

Sector-based housing facilities for students and visitors are offered in close proximity to the pond, triggering the creation of a new community.

In the short term, the following interventions can be made:
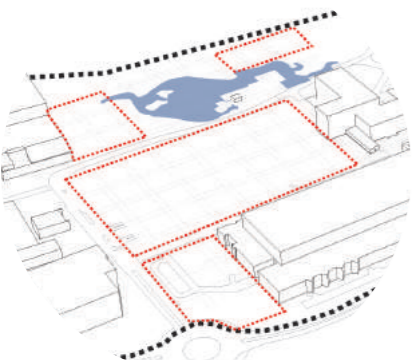
- Temporary unique movable combined info-centre with meet and greet workplaces, the info-centre could related to the Beeld en Geluid and function as a startup for the creative and educational hubs.

- Temporary movable education facilities

- Exterior updates of buildings (color facades)

- Future media routes (e)bikes, pedestrians

- Cyber hub

- Creative hub (see page 76 in the second draft)

- Amenities hub

- Parking system

- Amenities for a team making quarter for the transformation of Media Park.

The goal of these interventions is to create a positive incubator in order to pre-start the creative hub and all the other necessary parts in order to transform and strengthen the Media Park. At the same time, it will be the place to connect all the content and people inside and outside the Media Park.

THE STUDENT HARBOR

CENTRE STAGE PLAZA

NL MEDIA CINEMA

THE VILLAGE

HILVERSUM STARS WAY

NL MEDIA CAMPUS

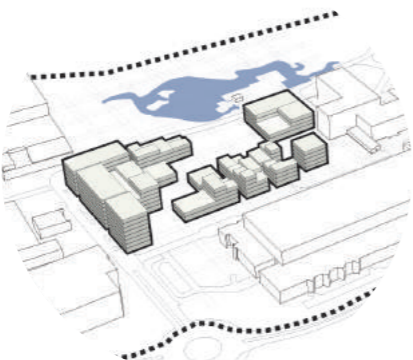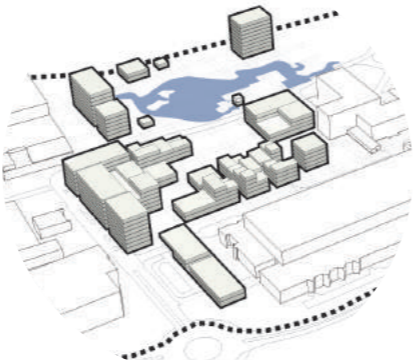NL MEDIA EXHIBITION ROOMS
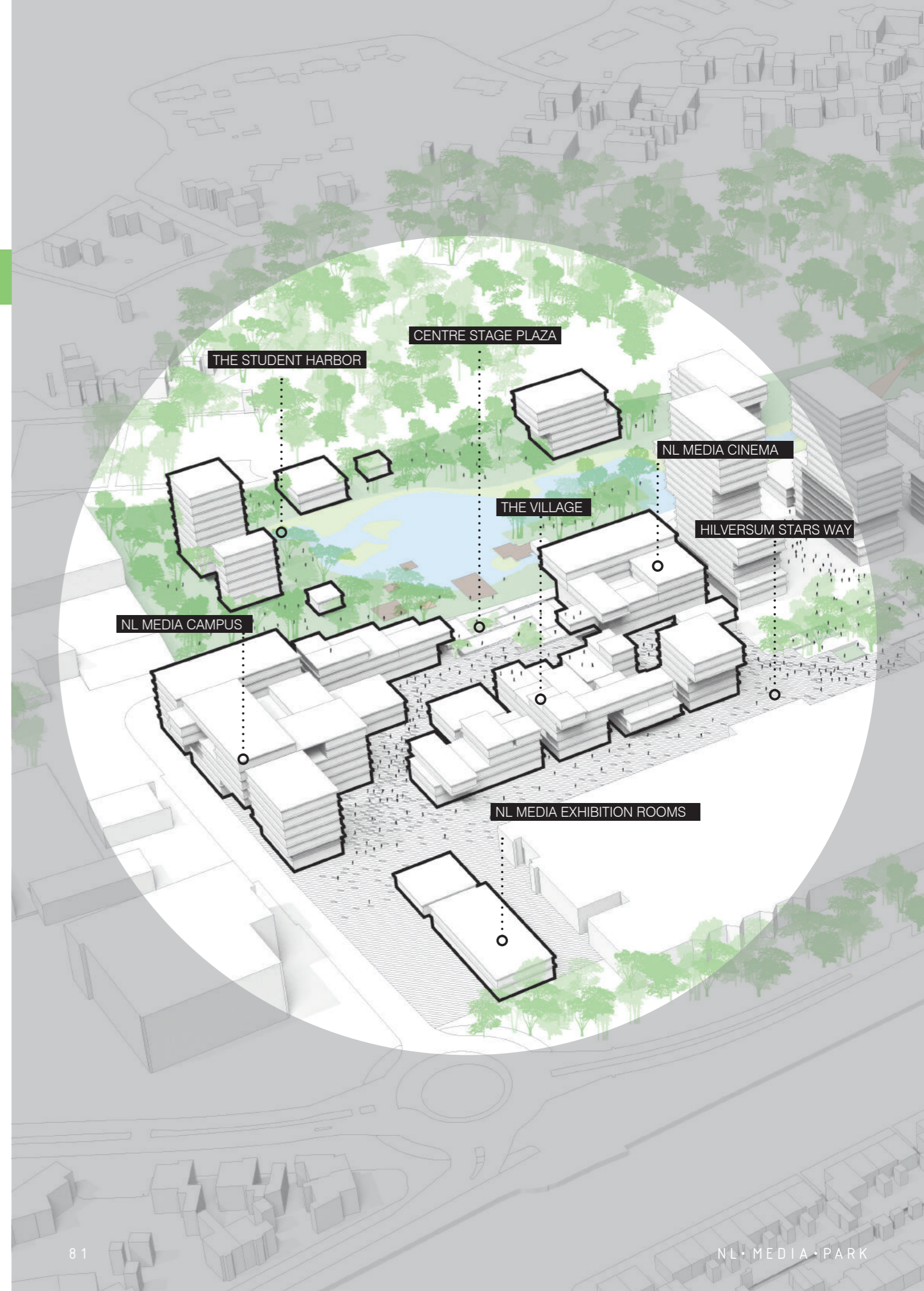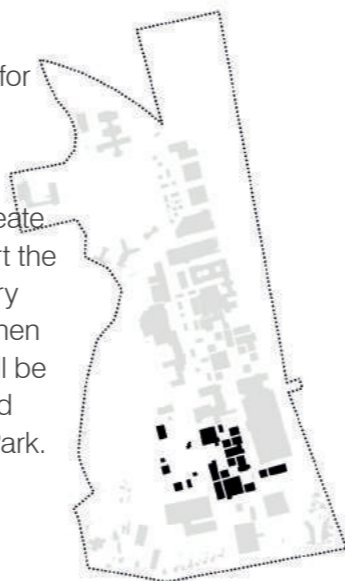
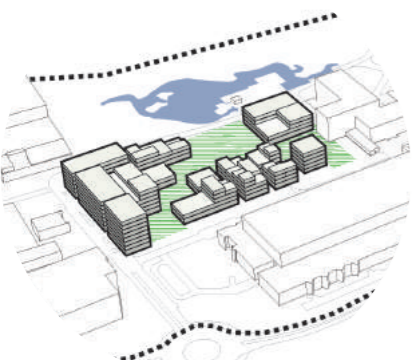# THE CREATIVE HUB

GROWTH
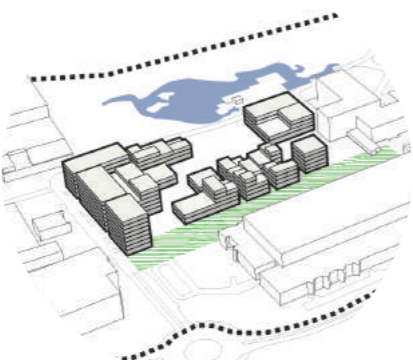

AREAS OF DEVELOPMENT

FILL-IN OF THE PARKING AREA

EXPANSION OF FILL-IN STRATEGY | CREATION OF A SPINE

PUBLIC SPACES

URBAN PLAZA

PROMENADE
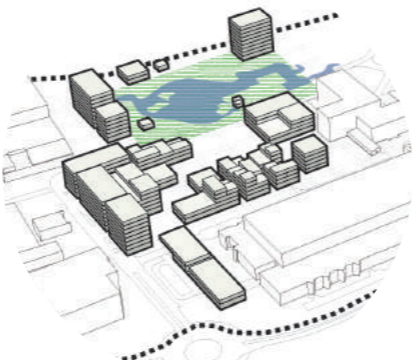
PARK

PROGRAMME MIX
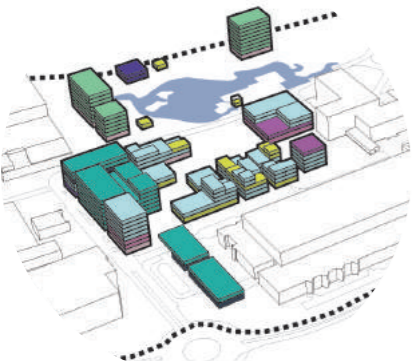
EDUCATION AND MIXED-USE

Flexible Office Space	15,500 m²	
Studios- Labs	2,050 m²	
Education	14,500 m²	
Events- Culture	3,700 m²	
Public Lobbies	3,100 m²	
Leisure	2,000 m²	
Sector-Based Housing	11,400 m²	
Retail & F&B	5,050 m²	
Sports Facilities- Wellness	1,550 m²	
TOTAL	58,850 m²	

NL MEDIA PARK|
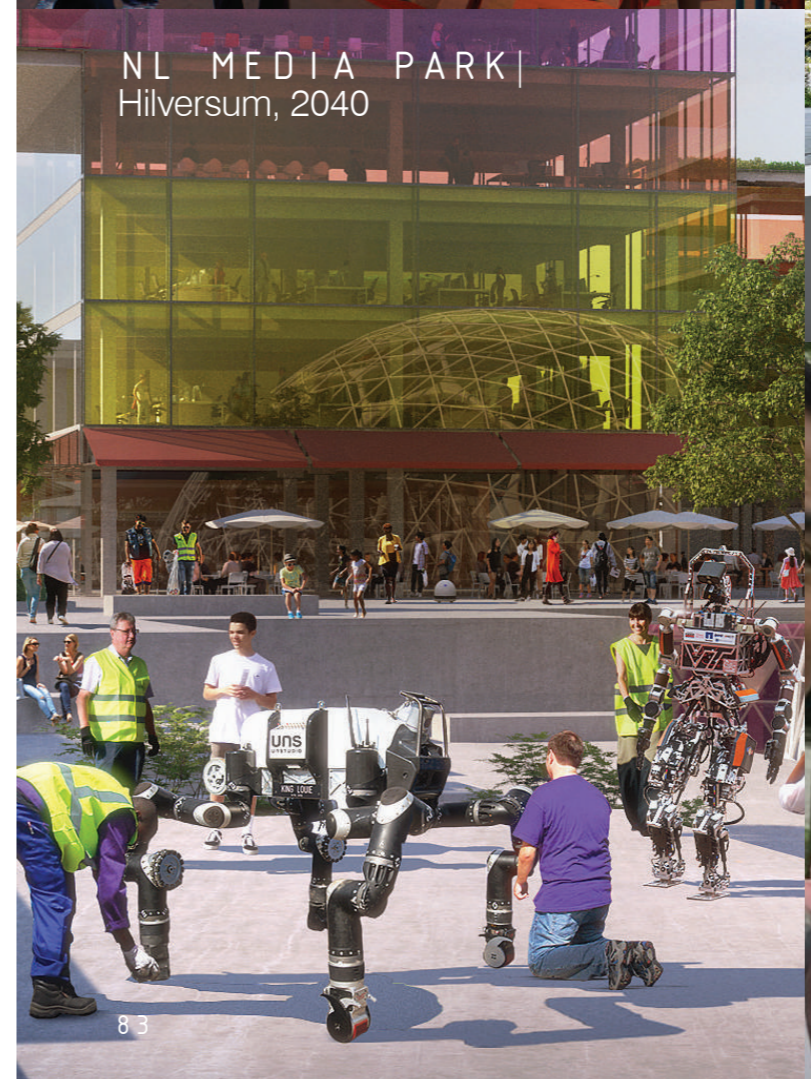Hilversum, 2040

SUTD | Singapore, 2018

SUTD | Singapore, 2018

NL MEDIA PARK|
Hilversum, 2040

SUTD | Singapore, 2018
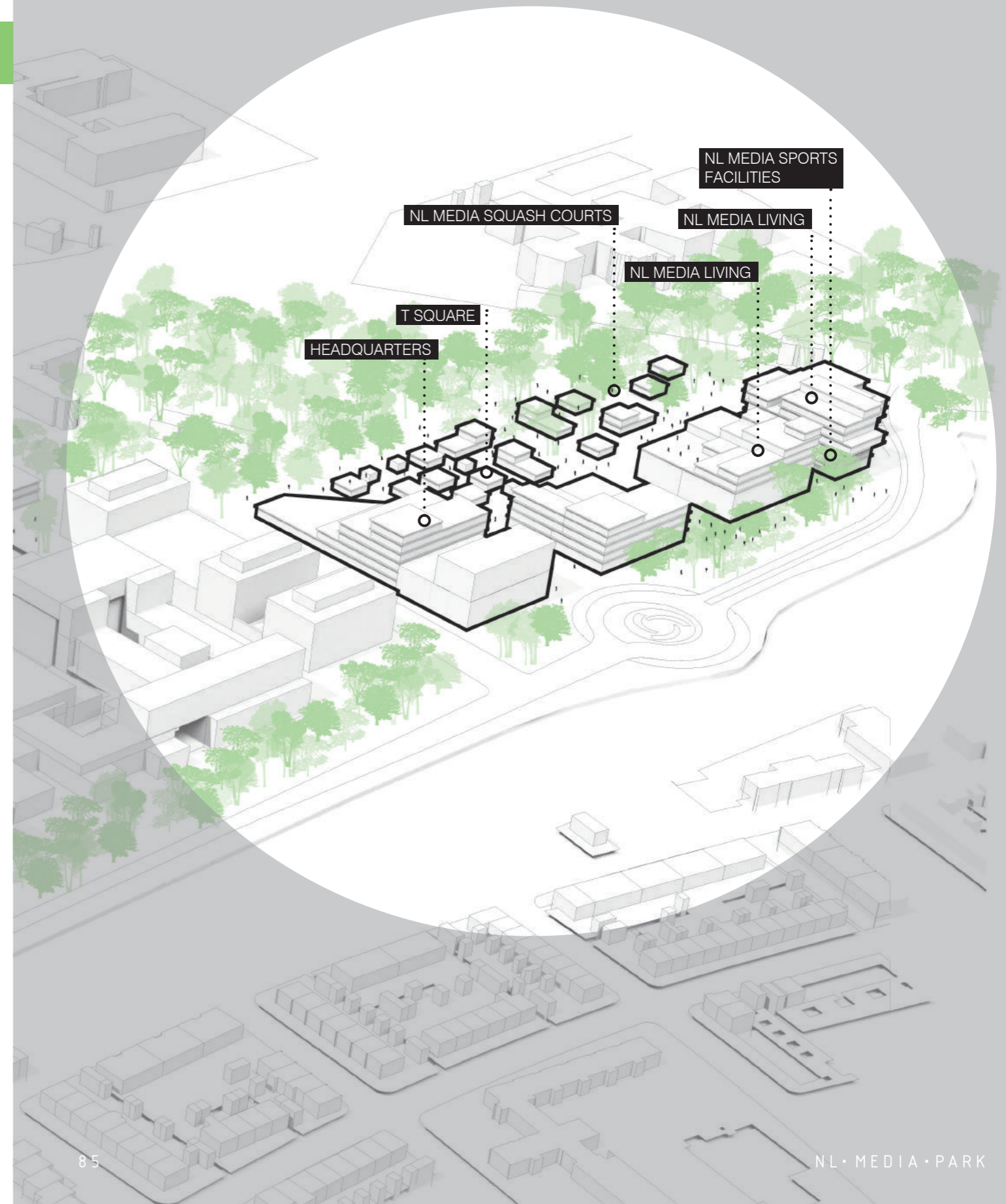
NL·MEDIA·PARK

THE T-CAMPUS

T-Campus is a campus within the largest sector of the Media Park. With new facilities for work and media production, it is suitable to accommodate expanding media companies that consider consolidation of their digital and traditional media business.

Nestled in the north part of the park within a distinct landscape setting it has an opportunity to promote a multitude of diverse experiences on different scales. The campus layout offers large-scale facilities that may include recording studios, as well as small-scale pavilions for meetings and collaboration. The campus also has open spaces and recreational areas that compliments users' needs.
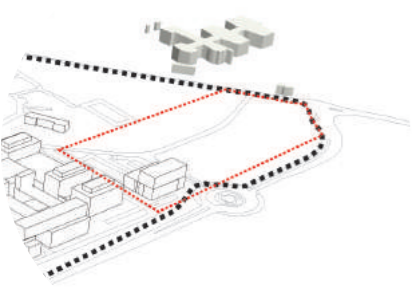
T-campus can also expand north of its proposed location and enjoy additional facilities such as designated data centre and other supporting activities.

In order to answer to security concerns, the entrance to the T-Campus may be controlled, as access to the Media Park can be diverted to parallel roads.

NL MEDIA SPORTS FACILITIES

NL MEDIA SQUASH COURTS

NL MEDIA LIVING

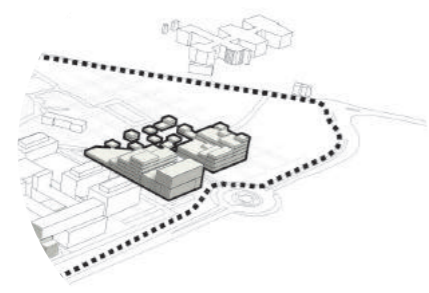NL MEDIA LIVING

T SQUARE

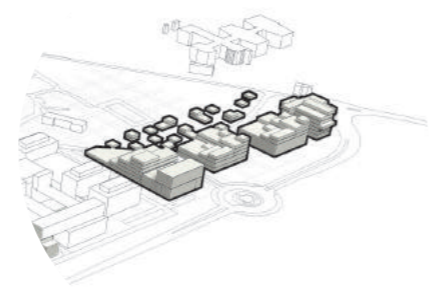HEADQUARTERS

THE T-CAMPUS

GROWTH

AREAS OF DEVELOPMENT

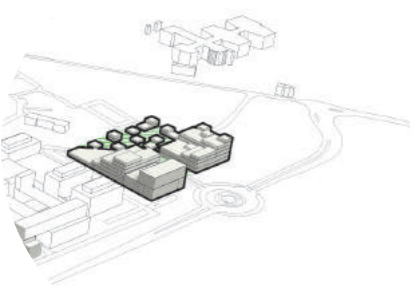FILL-IN STRATEGY |
CREATION OF AN ANCHOR

FILL-IN STRATEGY |
CREATION OF A HUB

PUBLIC SPACES

URBAN PLAZA &
PAVILIONS
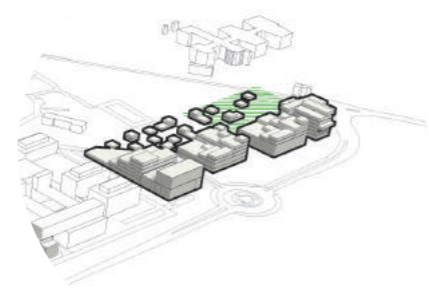
PARK 7 PAVILIONS

PROGRAMME MIX
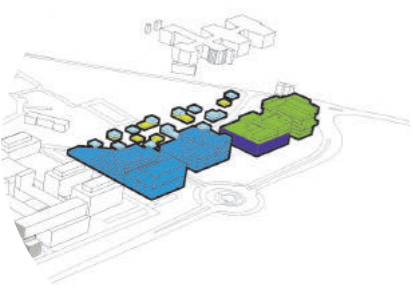
Flexible Office Space	1,400 m²	
Office Space	19,700 m²	
Events- Culture	150 m²	
Sector-Based Housing	12,450 m²	
Retail & F&B	650 m²	
Sports Facilities- Wellness	2000 m²	
TOTAL	36,350 m²	

OFFICE HEADQUARTERS AND
MIXED-USE

JULY 2018

NEO: BAUMKIRCHEN|
Munich, 2019

NEO: BAUMKIRCHEN|
Munich, 2019

MIRAI HOUSE|
Leiden, 2012

NEO: BAUMKIRCHEN|
Munich, 2019

MEDIA CITYWALK

Media CityWalk takes inspiration from LA's busiest media destination – a street where studios and retail mix, an attraction for both locals and visitors.

Considering the demolition of three studio buildings on Leen Jongewaardweg and the appropriation of the parking area on the NOS grounds, this new destination includes working spaces, restaurant and cafe pavilions, as well as a conference and hospitality facilities.

By widening the street profile and allowing for a more transparent and open public interaction in lobbies and small-scale pavilions that are open to public use, this area presents itself as the central link between the south and the north parts of the Media Park. Functioning as a newly wide boulevard, it offers visual and programmatic links between professionals working in the Park and visitors, between emerging talent and established work force and between Hilversummers and the emerging community.

NL MEDIA CONFERENCE HOTEL

SPA CENTRE

PIXEL BOULEVARD

THE LOCAL F&B SCENE

MEDIA CITYWALK

GROWTH
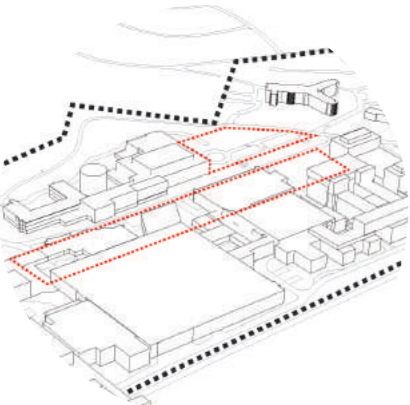
AREAS OF DEVELOPMENT
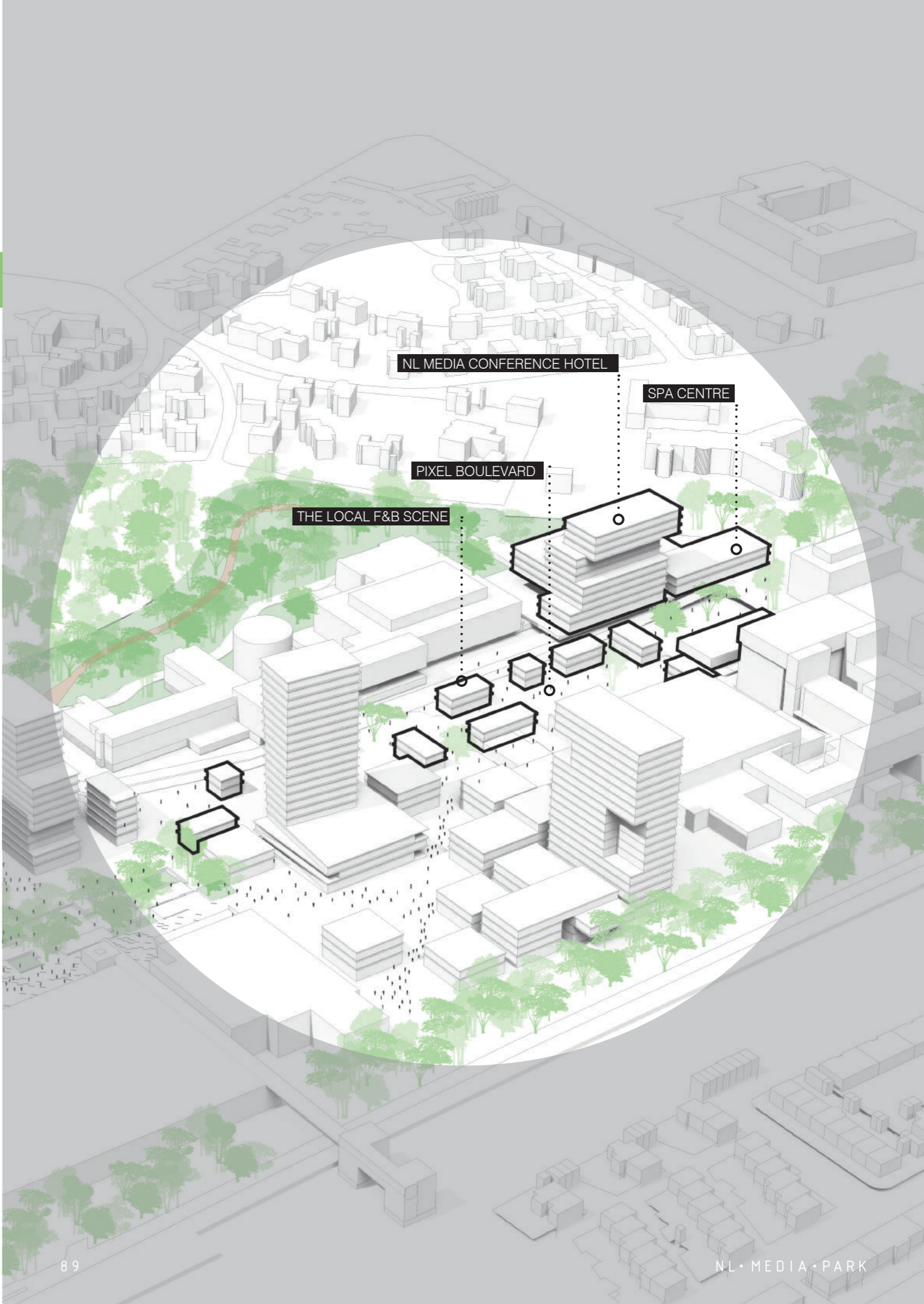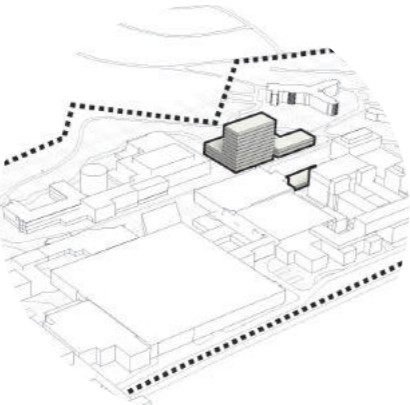

FILL-IN OF THE PARKING AREA | CREATION OF AN ANCHOR
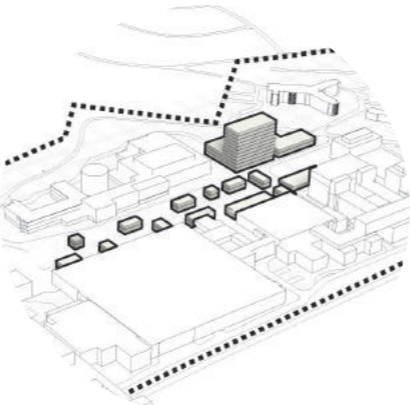
REPLACEMENT OF EXISTING BUILDINGS | CREATION OF A SPINE

PUBLIC SPACES
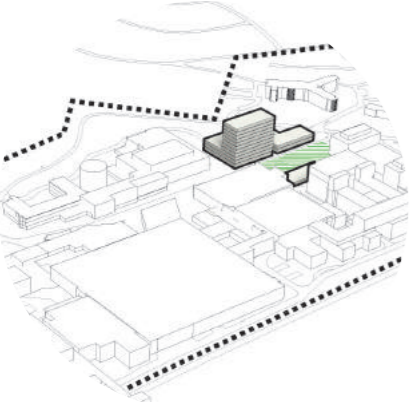
URBAN PLAZA
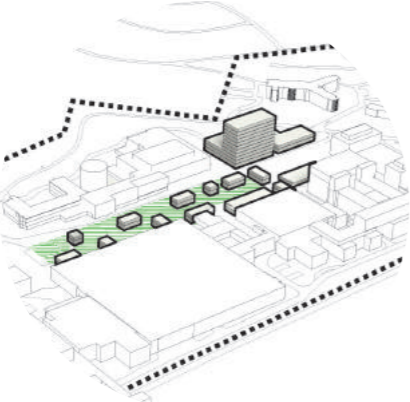
PROMENADE

PROGRAMME MIX
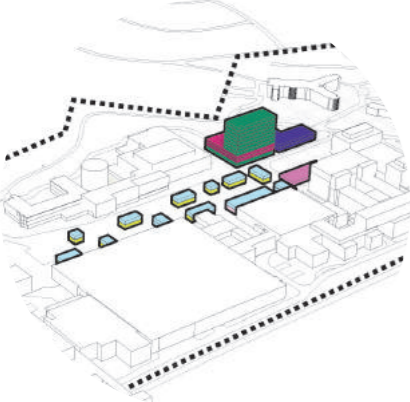
Flexible Office Space	3,600 m²
Studios- Labs	350 m²
Conference Facilities	3,900 m²
Events- Culture	800 m²
Public Lobbies	800 m²
Hospitality	8,600 m²
Retail & F&B	1,250 m²
Sports Facilities- Wellness	2,600 m²
TOTAL	21,900 m²

HOSPITALITY AND MIXED-USE

NL MEDIA PARK|
Hilversum, 2040

XINTIANDI INSTALLATION| Shanghai, 2014

PALAIS DE LA MUSIQUE ET DES CONGRES| Strasbourg, 2011

NL·MEDIA·PARK

THE TECH-MIX

The Tech Mix anticipates high demand by large-scale tech companies to move their headquarters to the Media Park in order to embed their workforce with the emerging tech and innovation community in the Park.

This may be facilitated by conversation of strategically located structures. The Tech Hub is located in proximity to the train station and the road leading to the city centre and therefore facilitates continuous access to the Media Park.

The Hub includes the tallest building in the Media Park, acting as a beacon seen from afar. It is also a model for future city making, offering a mix of uses such as residential, office and hospitality in a variety of small- and large- scale architecture that reflects the innovative and sophisticated nature of its community.

THE TECH HOTEL & SERVICED APARTMENTS

THE DECOR PLACE

THE TECH HEADQUARTERS
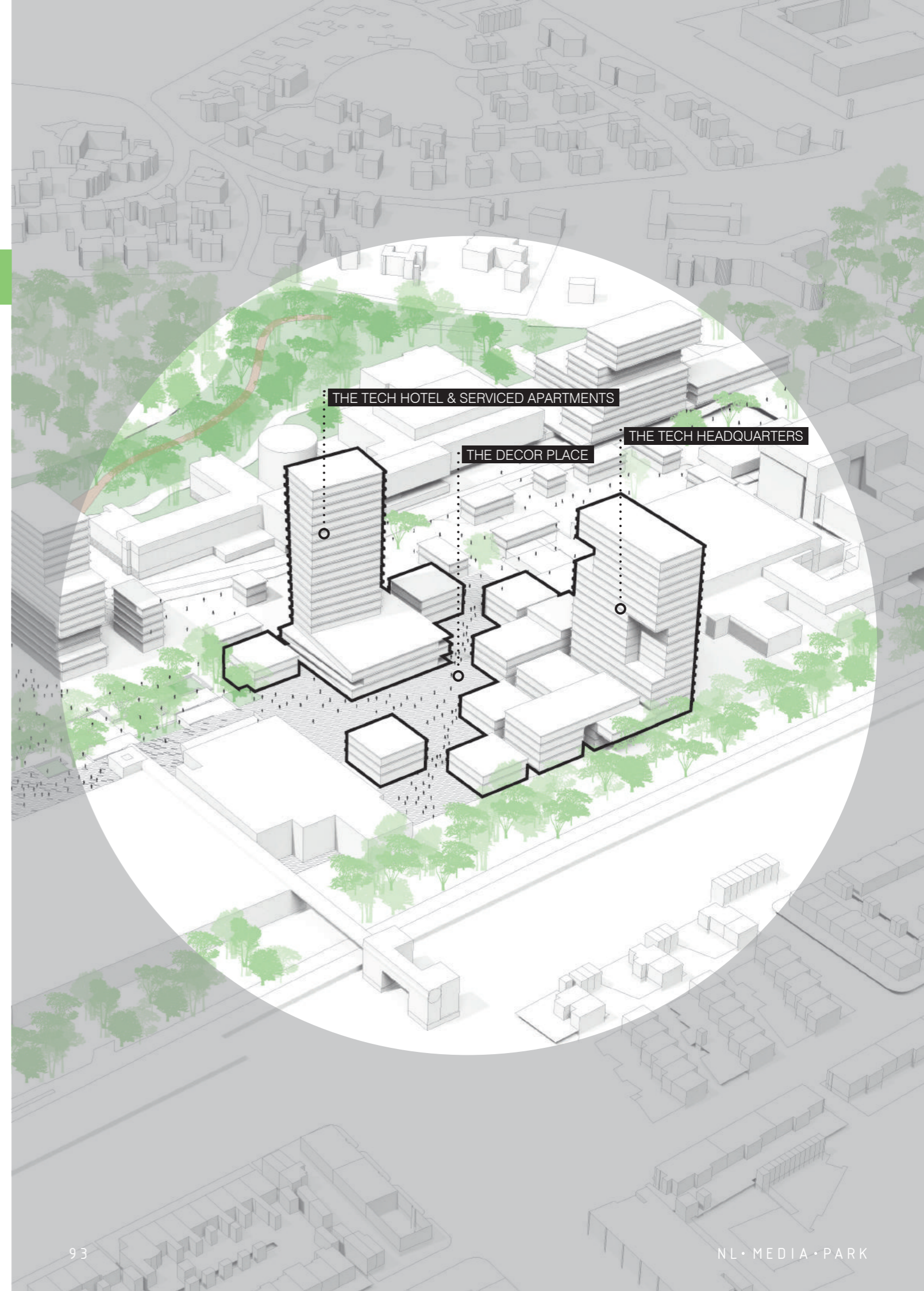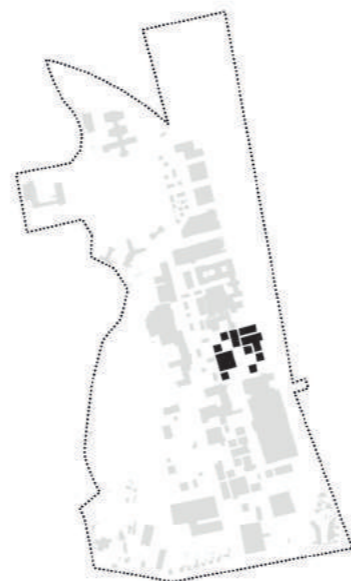
THE TECH-MIX

GROWTH
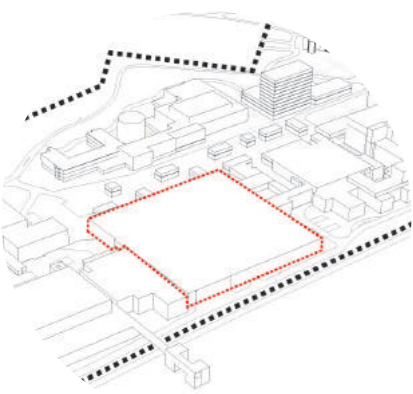
AREA OF DEVELOPMENT
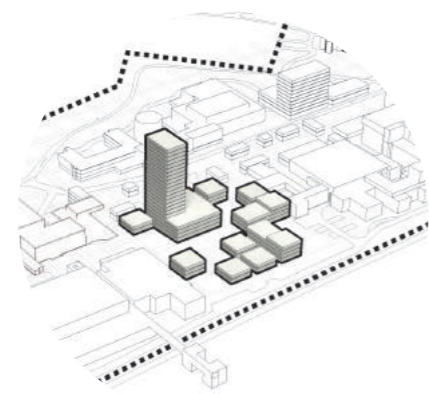
REPLACEMENT OF EXISTING BUILDING | CREATION OF AN ANCHOR AND VILLAGE
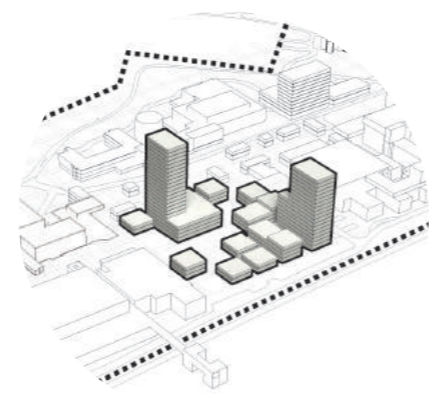
REPLACEMENT OF EXISTING BUILDING | CREATION OF A LANDMARK

PUBLIC SPACES
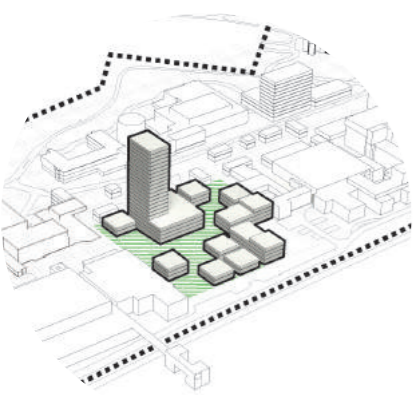
URBAN PLAZA
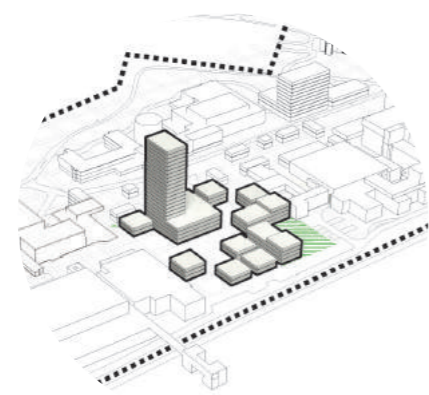
TEMPORARY PUBLIC SPACE | GARDEN
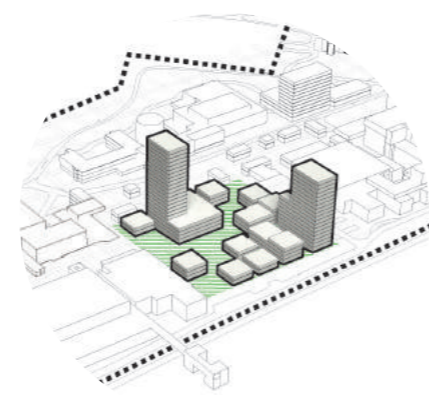
URBAN PLAZA

PROGRAMME MIX
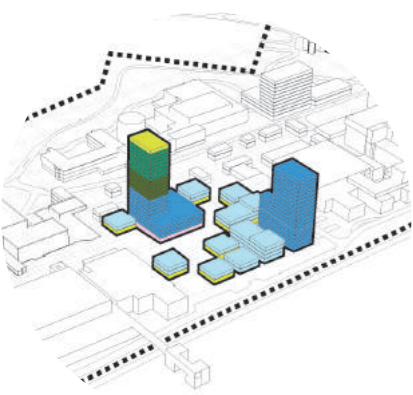
Flexible Office Space		3,900 m²
Office Space		21,600 m²
Public Lobbies		1,900 m²
Hospitality		3,900 m²
Sector-Based Housing		2,700 m²
Retail & F&B		3,700 m²
TOTAL		43,100 m²

HOSPITALITY AND MIXED-USE

JULY 2018

94

STAVANGER SYNERGY TOWER
Stavanger, 2016

NL MEDIA PARK
Hilversum, 2040

95

NOBEL 25 | Baku, 2012

NL·MEDIA·PARK

MEDIA DOWNTOWN

Media Downtown is possible due to the removal of the Media Centrum building, an archaic structure that currently hosts various small offices and an education centre.

Media Downtown is an iconic development that will set a new standard for city development and community building and create an immediate, identifiable heart for Media Park life.

With a collection of mixed-use iconic towers and a new civic plaza, the new Media Park centre will introduce a social and economic driver that contributes to the urban cohesion and the financial viability of the Park in the future.

Media Downtown, the ultimate destination for integration of working and living, expresses the Media Park's fundamental connections between the social, cultural, infrastructural and economics of the media and emerging tech industries, and will be a benchmark for future design of cities.

THE SKY POOL

NL MEDIA PARK LIVING

CENTRAL PARK
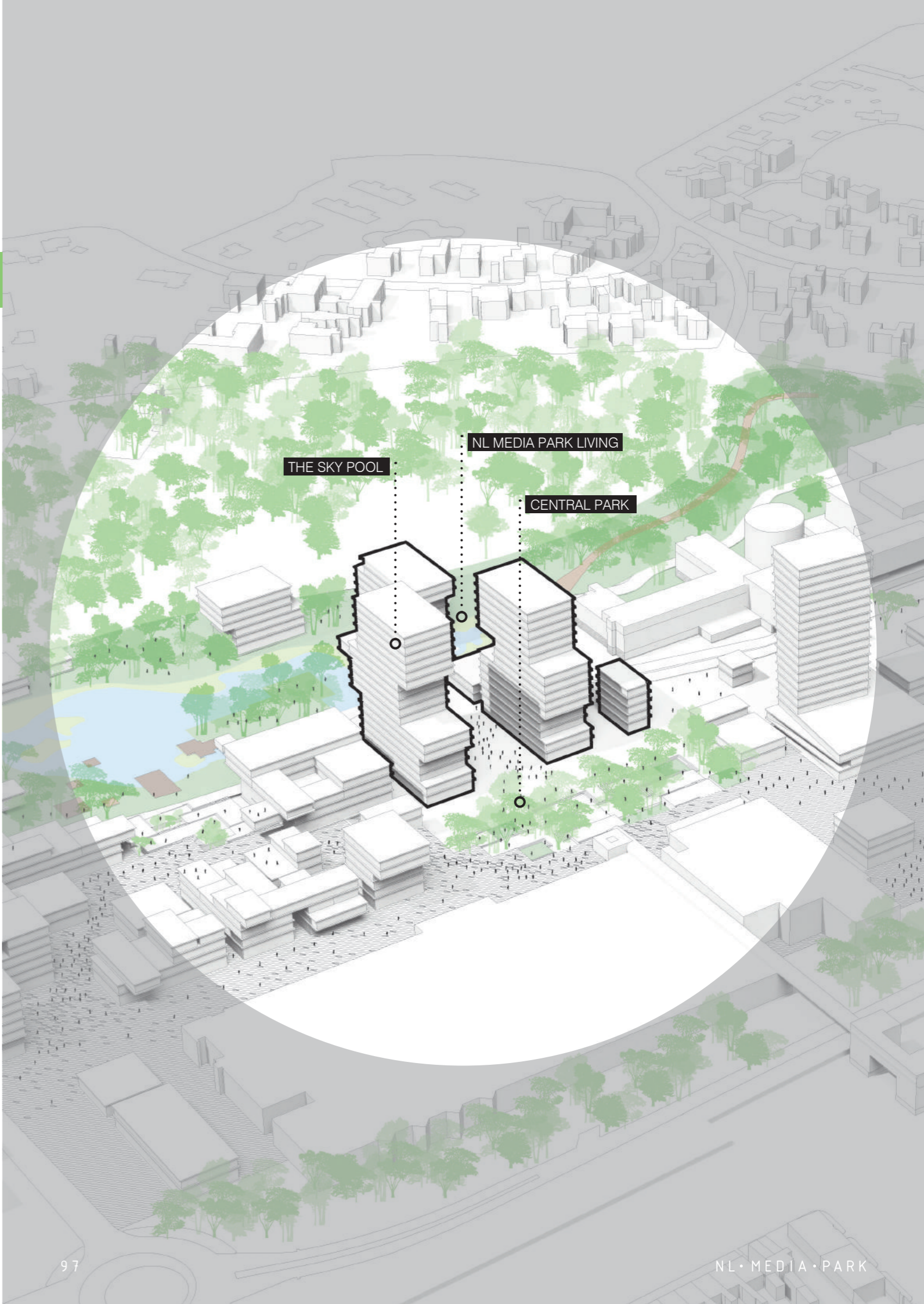
MEDIA DOWNTOWN

GROWTH
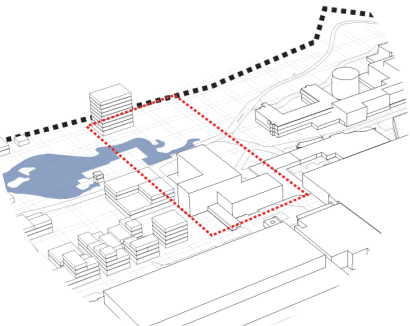
AREA OF DEVELOPMENT
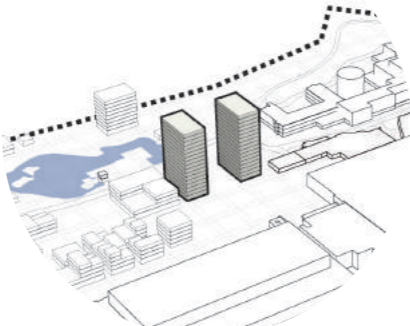
REPLACEMENT OF EXISTING BUILDING | CREATION OF A LANDMARK
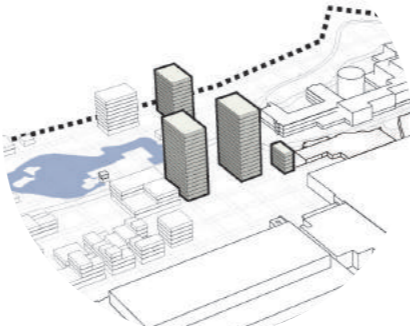
FILL IN STRATEGY | CREATION OF A NEIGHBORHOOD

PUBLIC SPACES
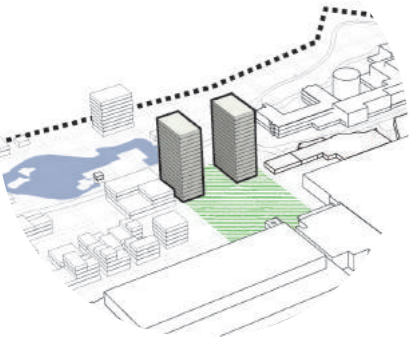
PARK
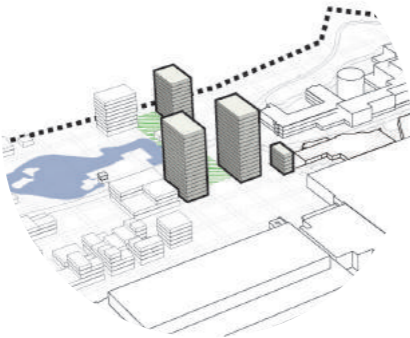
PARK

PROGRAMME MIX
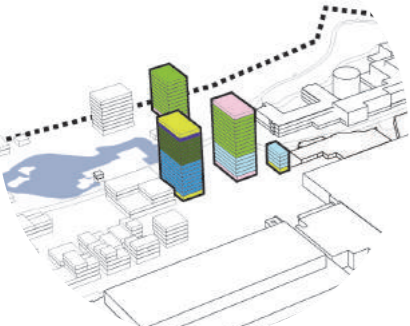
▢ Flexible Office Space		3,200 m²
▢ Office Space		5,200 m²
▢ Public Lobbies		1,800 m²
▢ Sector-Based Housing		15,900 m²
▢ Retail & F&B		1,400 m²
▢ Sports Facilities- Wellness		650 m²
TOTAL		28,150 m²

HOUSING AND MIXED-USE

CANALETTO | London, 2017

LIGHT*HOUSE | Aarhus, 2013

RAVEL | Amsterdam, 2014

NL MEDIA PARK | Hilversum, 2040

MAXIMIZING POTENTIAL

Area 7

Area 6

Area 5

Area 4

Area 2

Area 1

Area 3
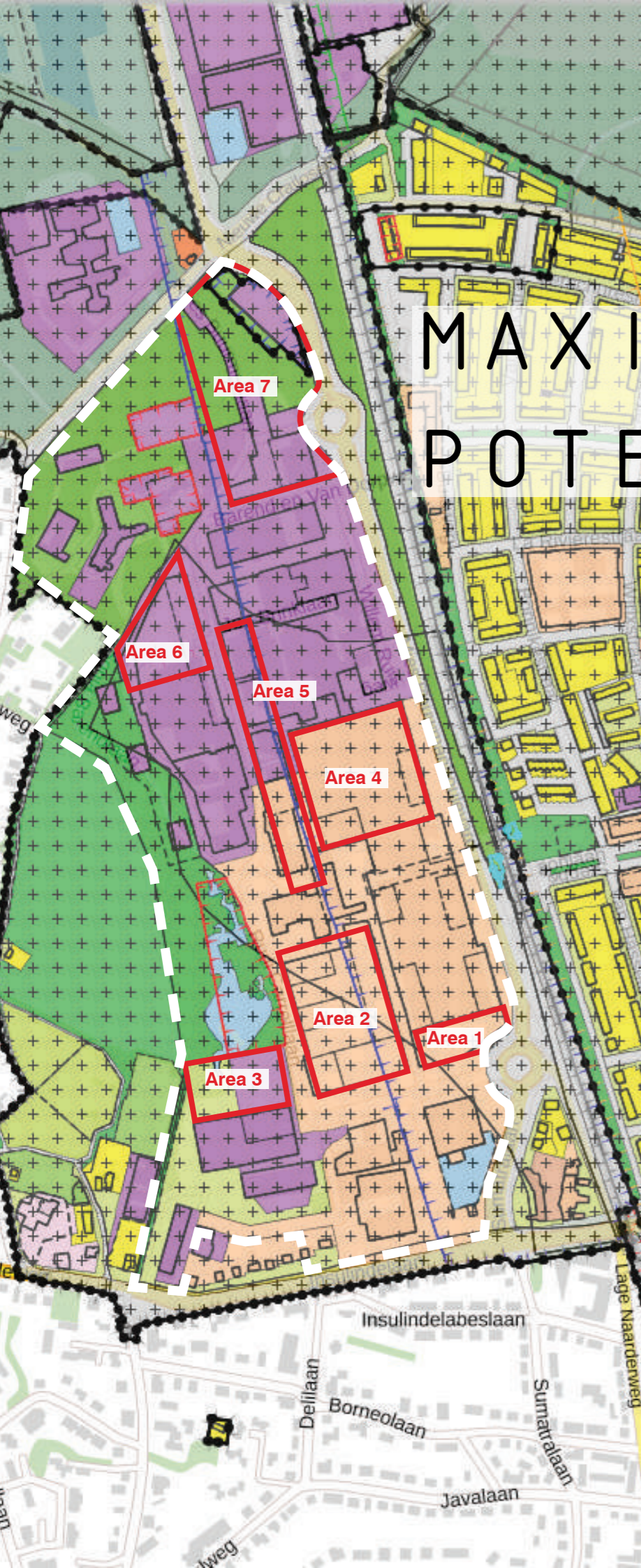
The following table brings together information about the Media Park's socio-economic urban activities as indicated in the published zoning plan, in relation to the built environment, and as proposed in this vision.

The Land use plan is an indicator of allocated space in specific parts of the Park based on various parameters in an attempt to increase overall efficiency of the site.

As the Zoning Plan indicates, variety of activities are already permitted in the Park that focus on, and support Media Production. Multimedia facilities, education and offices are used predominately by the media sector. However, in order to transform the park into a vibrant, mixed-use urban area, the introduction of new activities, such as conferences spaces and residential, to its full extend may be considered.

Source: http://www.ruimtelijkeplannen.nl/web-roo/roo/bestemmingsplannen?tabFilter=JURIDISCH
Date: May 1st 2018

ZONING PLAN	CURRENT SITUATION	FUTURE SITUATION
LAND USE		
LAND USE ZONE 1		
Business Multimedia	Business Multimedia	Business Multimedia
Retail	Retail	Retail
Hospitality		Hospitality
Education (Multimedia)	Education (Multimedia)	Education (Multimedia)
Conference Space		Conference Space
Leisure- Theatre		Leisure -Theatre, Cinema, Music Hall
		Offices
		General Events- Exhibitions
		Sector-Based Housing
	Sports Facilities	Sports Facilities
LAND USE ZONE 2		
Business Multimedia	Business Multimedia	Business Multimedia
Education	Education	Education
Offices	Offices	Offices
		Retail
		Hospitality
		Conference Space
		General Events- Exhibitions
		Sector-Based Housing
		Sports Facilities
MAXIMUM HEIGHT		
Area 1: 25.00 m	Area 1: N/A	Area 1: 08.50 m
Area 2: 30.00 m	Area 2: N/A	Area 2: 57.50 m
Area 3: N/A	Area 3: N/A	Area 3: 33.00 m
Area 4: 14.00 m	Area 4: 11.50 m	Area 4: 78.50 m
Area 5: 30.00 m	Area 5: 11.00 m	Area 5: 19.00 m
Area 6: 25.00 m	Area 6: 03.80 m	Area 6: 40.00 m
Area 7: 25.00 m	Area 7: 24.00 m	Area 7: 29.50 m

INFRASTRUCTURAL TRANSFORMATION

The impact of a successful Media Park may put stresses on local infrastructure, especially on current vulnerabilities such as mobility and infrastructure.

The vision proposes a strategy for the macro scale – Hilversum and its environ with connections to Amsterdam and Utrecht, and the micro scale - parking and circulation, and sustainability inside the Park.

Further studies and analysis in collaboration with local experts is required in order to propose concrete solutions to these challenges.

MOBILITY- CONNECTION TO AMSTERDAM

The city of Hilversum has been engaged in multiple schemes to alleviate congestion in and around the park.

The following strategies may be considered on a case-by-case basis or as a series of steps for a more sustainable mobility future. The list is indicative but not exhaustive:

1. A1 connection – introduction of Park&Ride facilities close to the A1 junction with a shuttle service though a new road to the Media Park; investigation of a cable car connection;

2. Diversion of traffic into Erfgocierstraat in a covered/sunken road to minimise the impact on the residential neighbourhood;

3. Increase train frequency from Amsterdam to Hilversum to every 10 minutes;

4. Increase capacity of Johannes Geradtsweg Bridge by widening it with suspending structures to accommodate bikes, while appropriating existing bike lanes as additional lanes for cars;

5. Use Park & Ride facilities at Sportpark and transfer with train to Media Park;

6. Develop an app with mobility notifications (smart mobility) in which all transport modalities are included and compared.

NL MEDIA PARK

Amsterdam Central 31 min
Schiphol 41 min
Hilversum Central 3 min
Bussum 7 min
Crailo 16 min
Utrecht Central 23 min
Rotterdam Central 1h 18min

1.5 km
7.5 km
8.6 km
20.0 km
39 km
47.5 km
77.8 km

P + R Exit NL Media Park
A1
Strategy 1
New Road
Strategy 3
Exit NL Media Park
North Access
Strategy 2
Erfgooiersstraat
Hilversum Media Park
22min from Amsterdam Central Station
Johannes Geradtsweg
South Access Strategy 4
Hilversum
Hilversum Sportpark

Cable Car
Car
Train
Shuttle

MOBILITY –
CONNECTION TO
HILVERSUM CITY
CENTRE

On the city level, enhancement of the link between the Media Park and Hilversum's city centre has always be a priority for the municipality.

The following strategies attempt to make the link more explicit:

1. Fast route connection – conversion of the bike path along the rail track into a fast lane for electric mobility;

2. City parking – encourage parking in facilities in city centre, connected by a shuttle service to the Media Park;

3. Connection of Media Park with Hilversum Train Station by a shuttle service.

Leisure Destination

T- Square

Fixel Boulevard

Hilversum Media Park

Beeld en Geluid

NL Media Boutique Hotel

Strategy 3

Strategy 1

New Hilversum Library

Hilversum

8min walk

P1

Strategy 2

P2

P3

5min walk
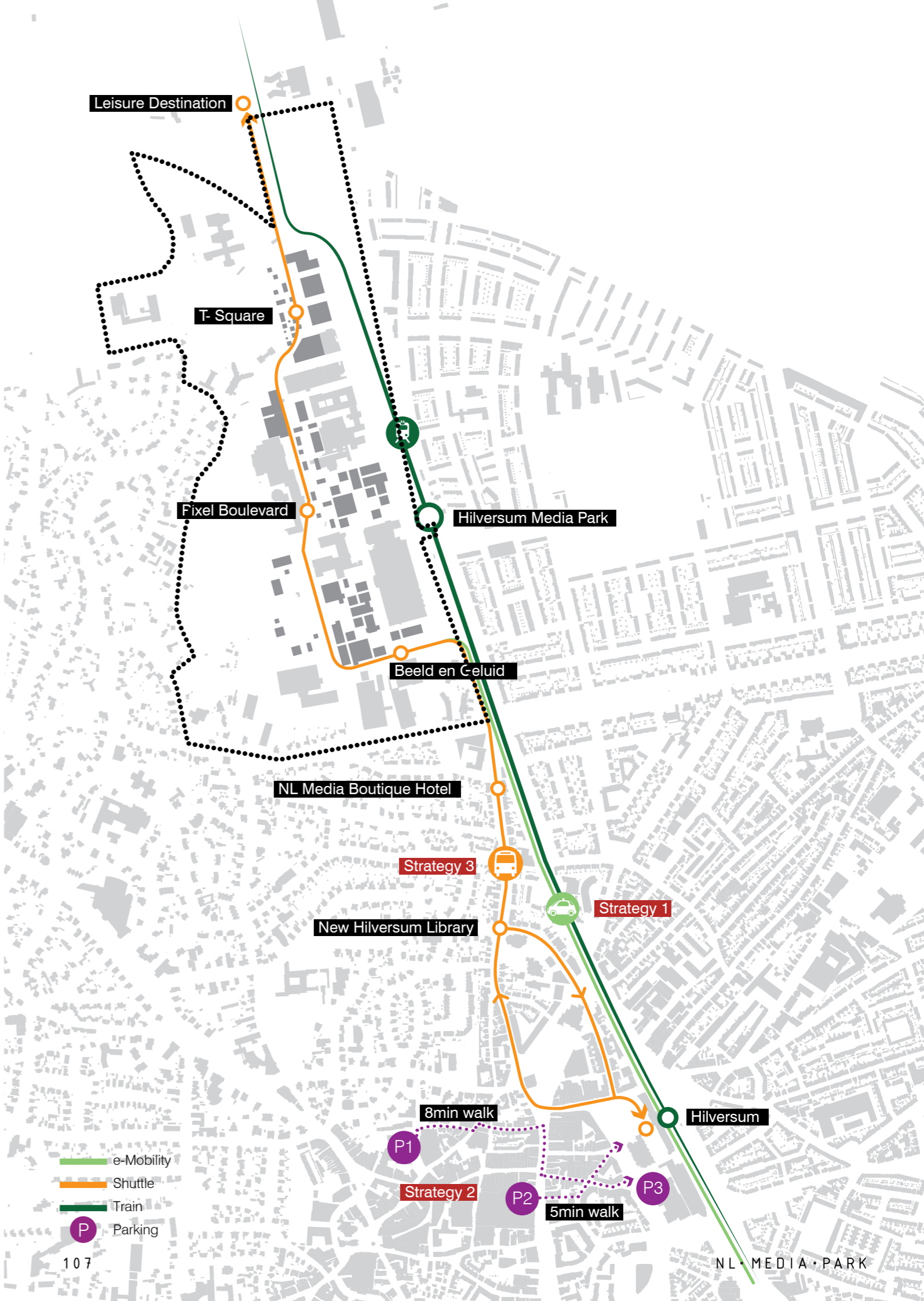
e-Mobility
Shuttle
Train
P Parking

MOBILITY – INTERNAL VEHICULAR CIRCULATION

A car-free environment is a priority of the vision. The following strategies are proposed for the internal vehicular circulation in the Park:

1. Restriction of car movement in the interior of the park and use of electric vehicles on a shared surface that prioritizes pedestrians;

2. Consolidation of underground parking access into two main points with underground connection of the parking sites;

3. Trucks and service circulation - diverted to the periphery of the site with access to large-scale facilities.

From A1

North Access

T- Campus Access
Service Access

Strategy 3

P3

P2

Strategy 2

P4

P5

P6

Strategy 1

P1

South Access

To Johannes Geradtsweg

Car
Shared Street
Service Vehicles
P Underground Parking
Underground Parking Connections
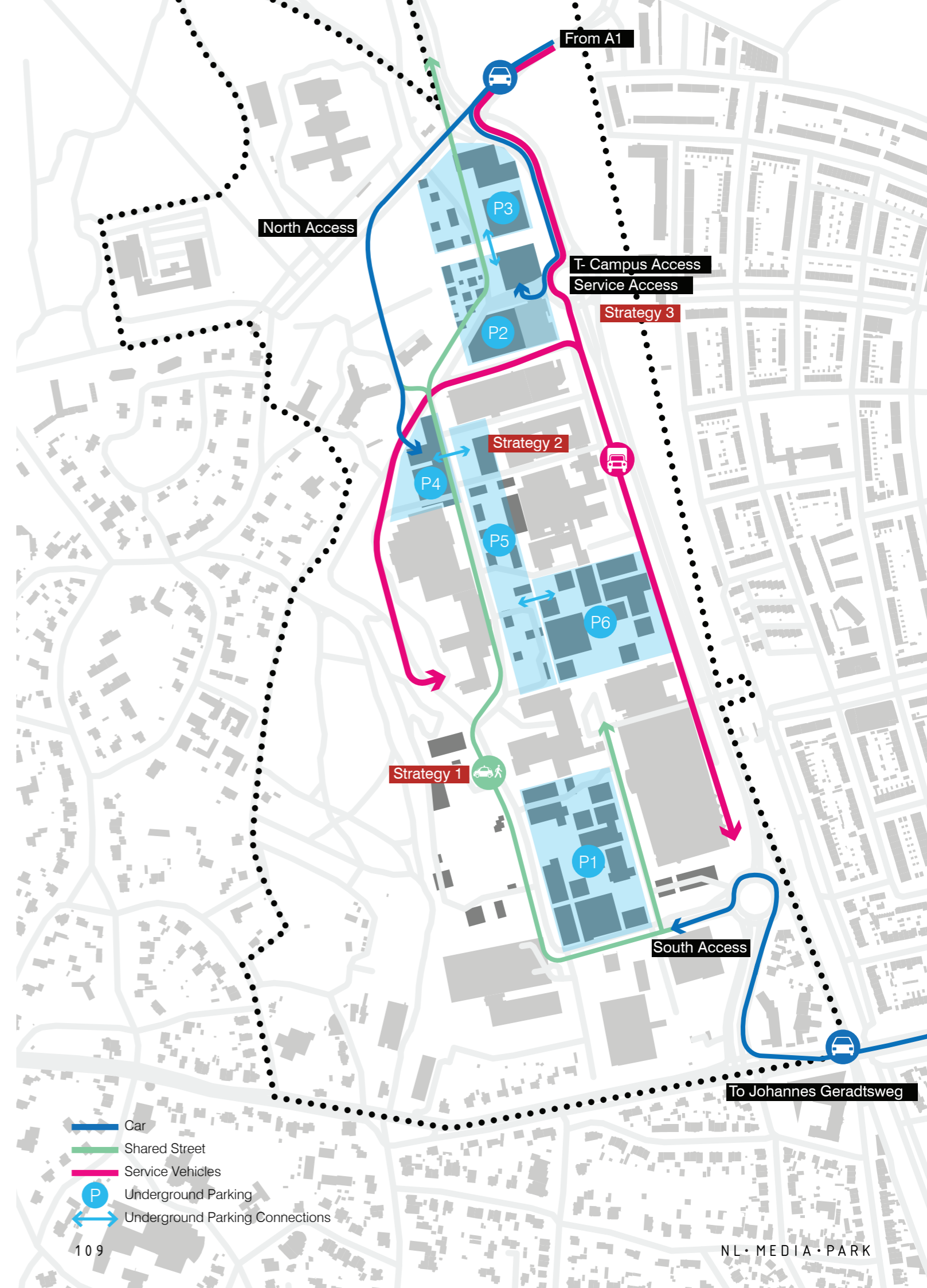
MOBILITY – INTERNAL CIRCULATION

The vision enhances a pedestrian-first environment.

1. A hierarchy of paths and streets is linking a series of public plazas and parks.

4. Bicycle/Segway - a bike/ebike sharing network connects all parts of the Park with docking station and parking facilities.

From P+ R

To Health Tech Cluster

T- Square

Strategy 2

Pixel Boulevard

Strategy 1

Beeld en Geluid

Pedestrian
Shuttle
Bike

READY FOR CHANGE

The following table brings together information about the current and proposed mobility and accessibility links to the Media Park.

In order to mitigate future stresses on the mobility infrastructure, the Vision propose incremental upgrade of the system, with introduction of new modes of transport connecting to the Park, such as AV's and Cable car.
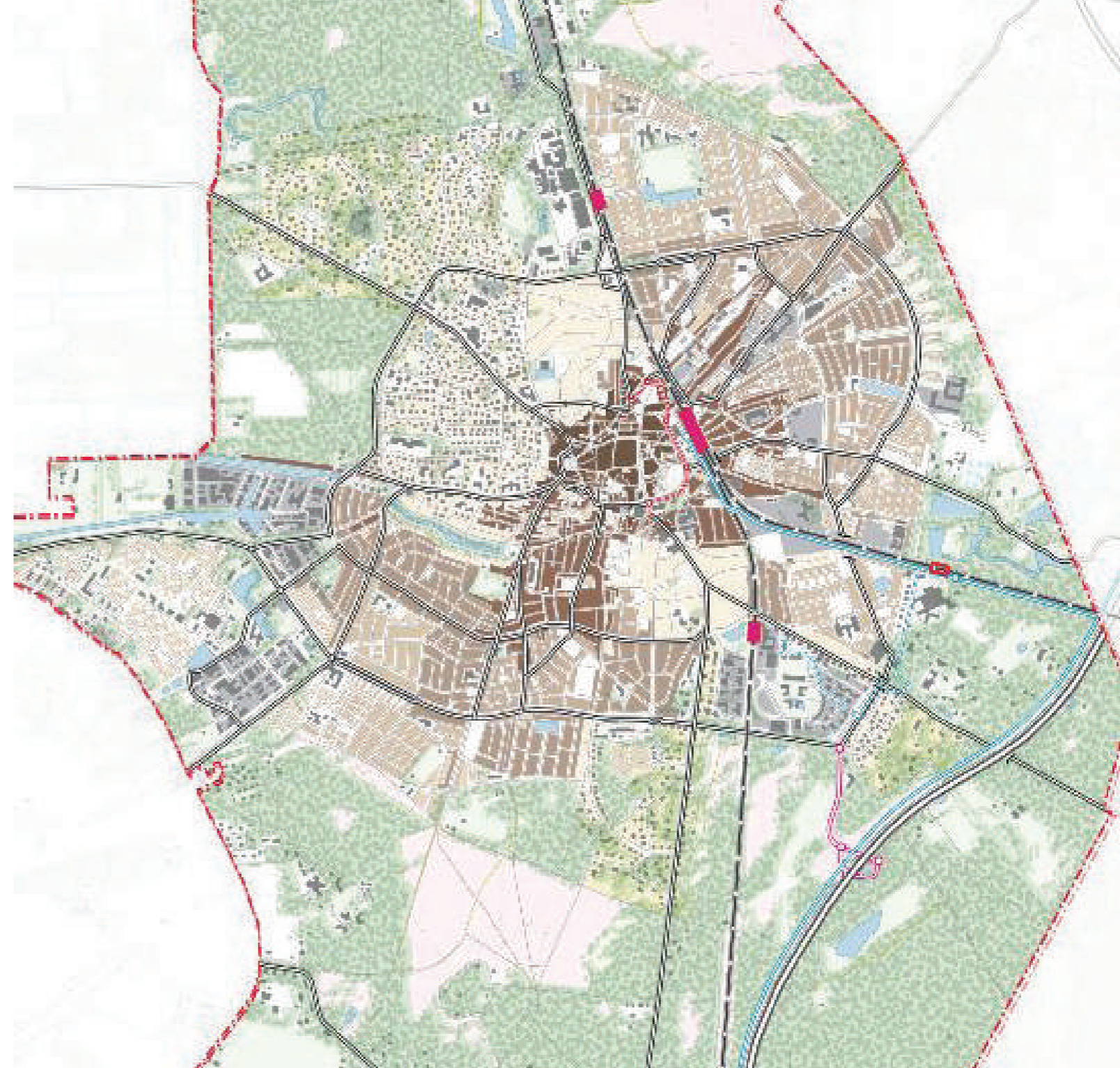
FUTURE SITUATION		
ROAD INFRASTRUCTURE		
	New road (or cable car) connection to the A1 at Crailo	
	Increase capacity of Johannes Gerardtsweg bridge	
	Diversion of part of the Johannes Geradtsweg traffic through Efgooiersstraat to the Northern part of Media Park	
PUBLIC TRANSPORT		
	Shuttle or cable car connection to P&R facility at A1 (Crailo)	
	Shuttle connection to Hilversum Train Station & city center parking spaces	
	Increase train frequency (Amsterdam/Hilversum) to every 10 minutes	
	E-mobility connection to Hilversum Train Station along the train tracks	

SUSTAINABILITY STRATEGY

Sustainability is one of the core starting points for the Media Park. Structurally it will be taken into account as part of the physical and programmatic transformation.

A smart energy grid will be created based on a energy analysis. It will allow an energy change towards sustainable energy.

Thus, it will contribute to sustainable energy.

The sustainability strategy for the Media Park identifies three long-term key goals:

1. Reduction of CO2 emission by 90% in order to achieve climate neutrality by 2050. The aim is to introduce renewable energy networks that will offset energy generation with energy consumption. With a considered energy management scheme, the Media Park may transition into exporter of energy, rather than a consumer.

2. Build an energy efficient Media Park by neutralizing redundancies in power supply. Due to rapid transfer to cooling-demanding server parks, redundancy in cooling has become a key challenge. With the use of a smart grid and battery power supplies peak time consumption could be better managed and improve the energy management of the Park as a whole.

3. Achieve label C accreditation. This goal should include all Media Park buildings and public spaces as well as energy and ICT networks.

Starting now demands:

- An overall energy analysis;

- Using present and future rooftops for harvesting energy;

- Flexible energy hubs where needed as a basic start for an energy grid;

- Using leftover heat from data centres for heating buildings on and around Media Park;

- Collecting the experience as an input for perfecting sustainability strategy;

- Building circular.

All of this is also according to Energieneutraal 2050 as part of the Coalition Agreement.

SMART ECOLOGY

· Green roofs – cooling and retaining heat in buildings, collecting water for grey use

· Climate-neutral new buildings – insulation/ ventilation

· Smart grid – smart grid and battery emergency system that can respond to peak demand.

ENERGY NEUTRALITY

· Alternative energy – solar energy, electric car batteries usage

· Energy efficient data centre

· Rooftop solar panel – make efficiency visible

· Waste – compost for urban farming.

CLEAN MOBILITY

· Sustainable mobility – bicycle evident network

· Electric mobility – electric car sharing, charging grid, e-bike network

· Pedestrian-first – shared space for mobility with priority for pedestrians.

ROBUST ECONOMY

· Public-Private Partnership for Sector-based housing

· Finance Lab – new financing mechanism, specifically for sustainable solutions such as green areas initiatives, smart mobility and year-round investment programmes.

TECHNOLOGY STRATEGY

The vision frames the Media Park as a cutting-edge, advanced platform for innovation. Its technology and infrastructure must reflect this future-thinking. Allowing more connectivity and free wifi access must be facilitated throughout the Park.

Smart technology can be embedded in various applications. From sensor-embedded sidewalks to Smart ICT and energy management networks, the technology should be integrated seamlessly with the built environment.

For everyday users the technology platform should facilitate easy communication and smooth interaction with the environment. For local management it can offer a tool to control and assess the performance of its assets. For local government it is a way to track the quality of life and the level of satisfaction of people on site.

NL MEDIA PARK APP

· Available parking/bike sharing products
· Available workspace
· Events
· Meeting places
· Climate
· Navigation
· Communication with AVs
· Community initiatives board
· Employment
· Casting notices

MEDIA PARK CONTROL ROOM

· Assets maintenance
· Workspace availability
· Retail performance
· Energy performance
· Security and safety monitoring
· Assets occupancy
· Air and Noise quality

POSSIBLE FUTURES

The vision's aim is to present a growth model for the Media Park. Being the first step in the evolution of the development of the Park, preceding a master plan stage, it explores development scenarios of growth based on specific demand.

The scenarios are stand-alone options and not evolution of growth over time. In this way, they act as a catalyst for change based on emerging demand and not on a predetermined proposal.

Each scenario introduces a central narrative. However, ultimately, the development will include a mix of uses with integration of all pillars of growth.

ESSENTIAL INTERVENTIONS

THE CAMPUS IN THE PARK

SCENARIO
1

A FILL-IN STRATEGY

POTENTIAL OF OCCUPIED LAND

THE TWO HUBS

SCENARIO
2

THE 24/7 NEIGHBORHOODS

SCENARIO
3

SEAMLESS CONNECTIVITY

THE SUPER-MIXED CITY

SCENARIO
4

BRINGING IN THE TALENT

SCENARIO 1
MINIMAL INTERVENTION

Prioritising education as the vehicle through which new talent is prepared to integrate into the Media Park, this urban development scenario identifies key locations for the construction of education facilities.

Conversion of the Media Centrum into an education facility will bring in students into the Park in the short term and will make the geographic centre of the park active and lively with students and visitors.

New facilities built on the south edge of the parking area will allow for an expansion of the education activity and will be able to accommodate new types of spaces and digital infrastructures that are aligned with media studies' needs.

Converting the north end of the Park into a media company's campus will facilitate the needs of an established company that is planning to expand in the future.

The reinforcement of the geographical edges of the Park and the introduction of a new central point in the park act as the seed of development in key destinations nodes. This will trigger further development in the areas in between the nodes and enforce a connected network of activities and destinations.

T- Campus

NL Media Campus

ENFORCING THE EDGES

PROGRAM ADDED

Flexible Office Space	3,900 m²
Office Space	19,700 m²
Studios- Labs	850 m²
Education	12,900 m²
Events Culture	1,000 m²
Housing	21,450 m²
Retail & F&B	3,200 m²
Sports Facilities- Wellness	2,850 m²
TOTAL	65,850 m²

- Flexible Office Space
- Office Space
- Studios- Labs
- Education
- Events- Culture
- Sector-Based Housing
- Retail & F&B
- Sports Facilities- Wellness

IMPROVING PUBLIC TRANSPORT

Leisure Destination

Strategy 1: New road & shuttle connection to P&R services on A1

T- Square

Strategy 2: Higher train frequency from Amsterdam to Hilversum to every 10 minutes

Pixel Boulevard

Hilversum Media Park

Beeld en Geluid

NL Media Boutique Hotel

Strategy 3: Shuttle connection to Hilversum Train Station & parking spaces in city center

New Hilversum Library

8min walk

Hilversum

P1

P2

P3

5min walk

A VIBRANT ACADEMIC ENVIRONMENT

SEMINARS

TECH-BOOTCAMPS

GAMES

BORRELS

GROUP LUNCH

STUDENT NIGHTS

MAKING A DESTINATION

The Executive Hub

Creative Hub

SCENARIO 2
FILL-IN STRATEGY

The Media Park extends to over one kilometer of large-scale buildings and expansive parking areas. The vision identifies two key areas for the development that have distinct character and unique programmes.

The first designated area is located on and around the large parking lot on the south side of the park and overlooking the pond. This area, transformed into a Creative Hub, includes office space, learning facilities, local amenities, entertainment destination and short term residential units – a true mixed city making. This hub caters to the young and creative and provides a civic heart to the media park.

The second designated area is the north end of the Park and includes the parking spaces adjacent to NOS facilities and the forest area north of the current Talpa building. This Executive Hub includes a conference facility with hospitality attached to it that is able to host media and tech industry conferences that do not require the scale of the RAI Conference Centre in Amsterdam. It also introduces more media and office facilities and a public place to support it.

This development model explores activation of the Media Park that is catered to a variety of users who have different needs. Each of these hubs has the opportunity to promote a multitude of diverse experiences on different scales and engages the Media Park at both broader and intimate scales.
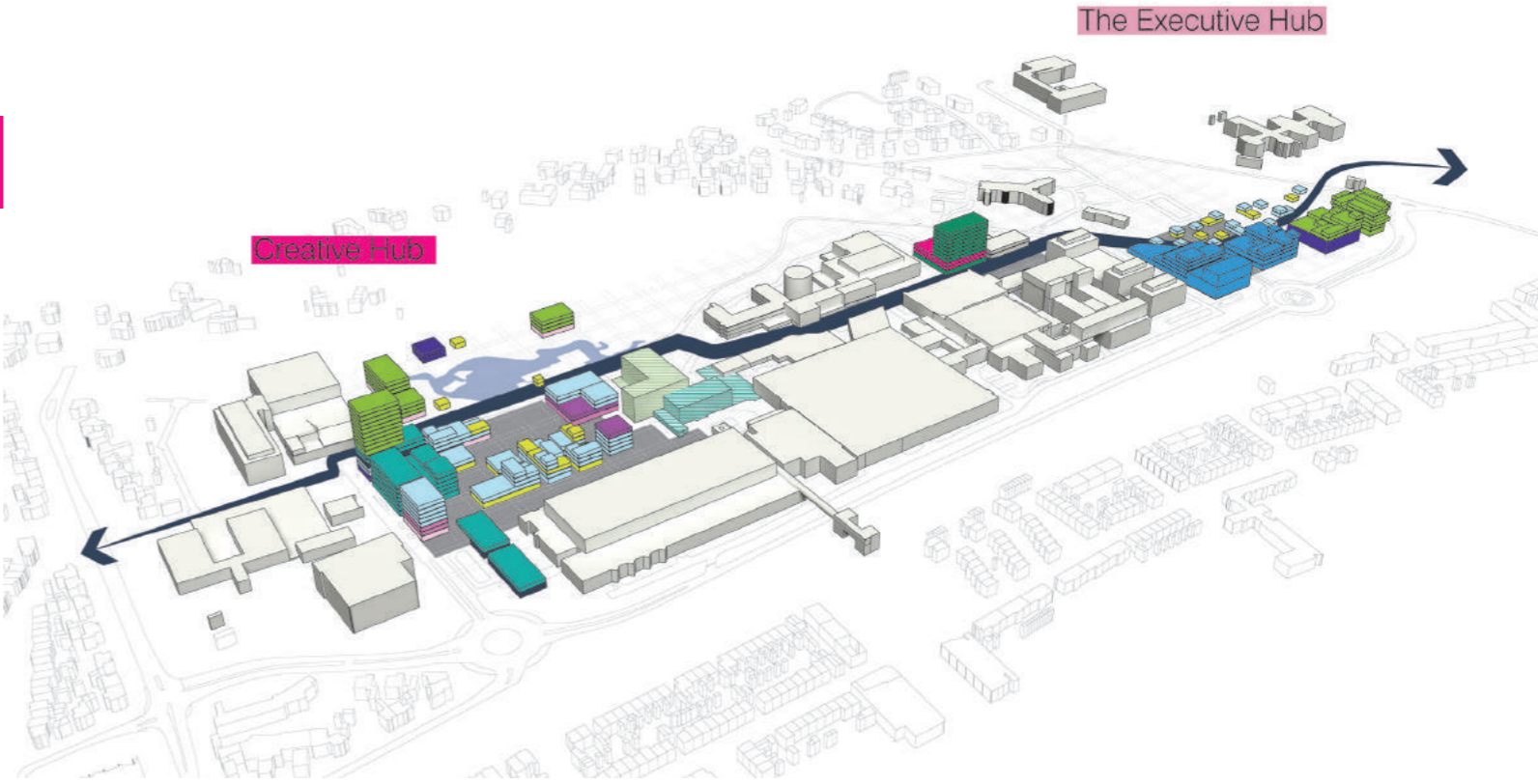
CREATING TWO HEARTS

PROGRAM ADDED

Flexible Office Space	16,900 m²	Flexible Office Space
Office Space	19,700 m²	Office Space
Studios- Labs	2,050 m²	Studios- Labs
Education	14,500 m²	Education
Conference Facilities	3,900 m²	Conference Facilities
Events-Culture	4,650 m²	Events- Culture
Public Lobbies	3,100 m²	Public Lobbies
Leisure	2,000 m²	Leisure
Hospitality	8,600 m²	Hospitality
Housing	26,050 m²	Sector-Based Housing
Retail & F&B	5,700 m²	Retail & F&B
Sports Facilities- Wellness	6,150 m²	Sports Facilities- Wellness
TOTAL	113,300 m²	

Leisure Destination

Strategy 1: New road & shuttle connection to P&R services on A1

T- Square

Strategy 2: Higher train frequency from Amsterdam to Hilversum to every 10 minutes

Pixel Boulevard

Hilversum Media Park

Strategy 4: Increase capacity of Johannes Geradtsweg Bridge by widening it with suspending structures to accomodate bikes, while appropriating existing bike lanes as additional lanes for cars.

Beeld en Geluid

NL Media Boutique Hotel

Strategy 3: Shuttle connection to Hilversum Train Station & parking spaces in city center

New Hilversum Library

8min walk

Hilversum

P1

P2

P3

5min walk

CONFERENCES

CONCERTS

SPORTS BOOTCAMPS

JOURNALISTS IN RESIDENCE

FESTIVALS

LECTURES

BRINGING PEOPLE TOGETHER

SCENARIO 3
LAND POTENTIAL

Connecting destinations is key for the prosperity of the Park.

This scenario proposes several destination hubs connected via a network of public spaces and pedestrian-first paths.

The destinations includes:

The Creative Hub - offers mix of shared work spaces, entertainment destinations such as cinemas and restaurants, education facilities and short terms accommodation supported by local amenities such as a gym and local retail.

The Tech Mix – offers a destination for tech industry and hospitality that enjoys close proximity to the train station.

Media CityWalk – the active boulevard that includes a mix of entertainment and co-creation destination as well as a social gathering space at the conference/hospitality centre.

T-Campus – a media campus within the campus, this area facilitates media production on site produced by a leading media conglomerate.

With four distinct hubs, connected by a series of public spaces, the Media Park becomes a destination for media and innovation that is able to attract international users as well as function as a hub for the city and the neighbourhood.
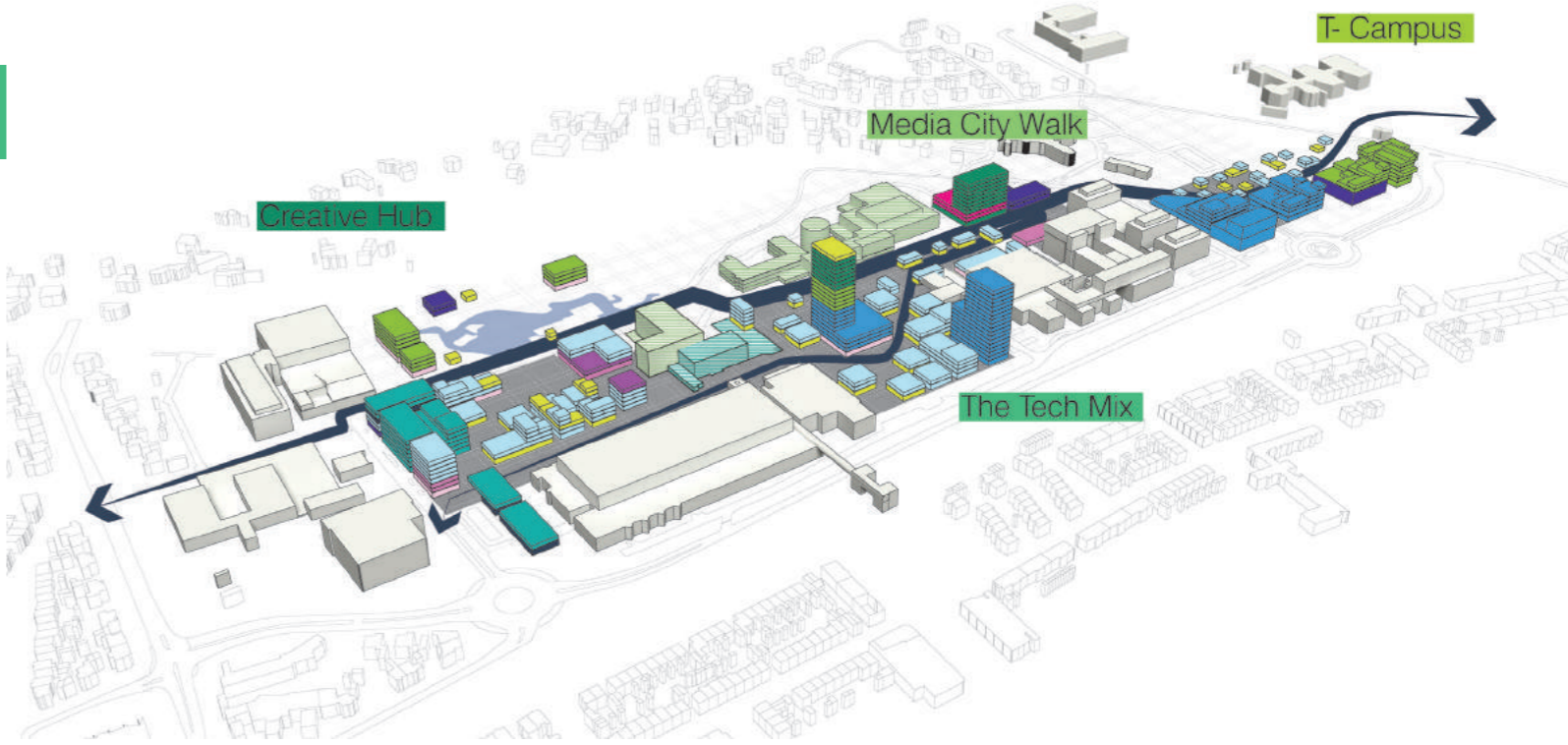
INTRODUCING A NETWORK

PROGRAM ADDED

Flexible Office Space	29,800 m²
Office Space	41,300 m²
Studios- Labs	2,400 m²
Education	14,500 m²
Conference Facilities	3,900 m²
Events-Culture	4,650 m²
Public Lobbies	5,800 m²
Leisure	2,000 m²
Hospitality	12,500 m²
Housing	19,750 m²
Retail & F&B	10,650 m²
Sports Facilities- Wellness	6,150 m²
TOTAL	153,400 m²

Legend:
- Flexible Office Space
- Office Space
- Studios- Labs
- Education
- Conference Facilities
- Events- Culture
- Public Lobbies
- Leisure
- Hospitality
- Sector-Based Housing
- Retail & F&B
- Sports Facilities- Wellness

Strategy 1: Cable car connection to P&R services on A1

Leisure Destination

T- Square

Strategy 2: Higher train frequency from Amsterdam to Hilversum to every 10 minutes

Pixel Boulevard

Hilversum Media Park

Strategy 4: Increase capacity of Johannes Geradtsweg Bridge by widening it with suspending structures to accomodate bikes, while appropriating existing bike lanes as additional lanes for cars.

Beeld en Geluid

NL Media Boutique Hotel

Strategy 3: Shuttle connection to Hilversum Train Station & parking spaces in city center

New Hilversum Library

8min walk

Hilversum

P1

P2

P3

5min walk

OURDOOR EVENTS

TEAM BUILDING WORKSHOPS

EXECUTIVE DINNERS

SHOPPING

MUSIC NIGHTS

NIGHTLIFE

CREATING A HOME FOR MEDIA PROFESSIONALS

SCENARIO 4
SEAMLESS CONNECTIVITY

This development proposal considers the Media Park as a mixed city par excellence with diverse mix of functions, vibrant public spaces, inclusive, advanced and robust in its physical and social-economic infrastructure.

This model includes The Creative hub – a destination for young professionals who require a flexible and vibrant urban environment; the Tech Mix hub – the recognized address for the tech and innovation industry that focus on media technology and innovation, mixed with hospitality and local amenities; The Media CityWalk – a destination for visitors, as well as local creators, and the T-Campus with its robust media production and innovation creation.

In additional to that, Media Downtown offers a destination for future living in the heart of the Media Park and the catalyst for a strong-knit community.

This development model offers an eco-urban resiliency - by creating spaces that accommodate a multitude of users, that offer healthy environments and flexible model for creativity and innovation and that most of all – bring people together and instill a sense of a community identity.
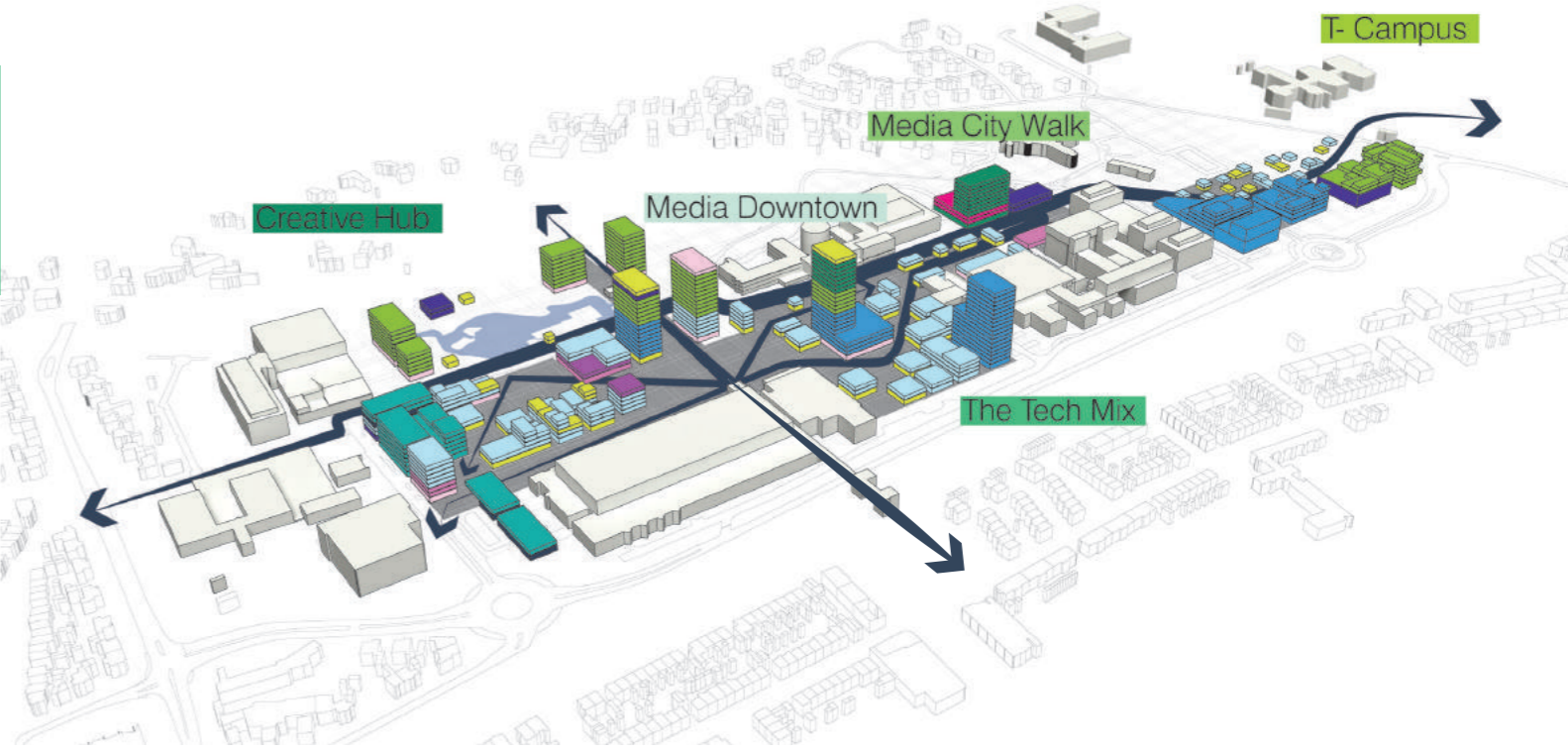
CONTINUOUS NETWORK

PROGRAM ADDED

Flexible Office Space	33,000 m²	Flexible Office Space
Office Space	46,500 m²	Office Space
Studios- Labs	2,400 m²	Studios- Labs
Education	14,500 m²	Education
Conference Facilities	3,900 m²	Conference Facilities
Events-Culture	4,650 m²	Events- Culture
Public Lobbies	7,600 m²	Public Lobbies
Leisure	2,000 m²	Leisure
Hospitality	12,500 m²	Hospitality
Sector-Based Housing	42,450 m²	Sector-Based Housing
Retail & F&B	12,050 m²	Retail & F&B
Sports Facilities- Wellness	6,800 m²	Sports Facilities- Wellness
TOTAL	188,350 m²	

Leisure Destination

Strategy 1: Cable car connection to P&R services on A1

T- Square

Strategy 2: Higher train frequency from Amsterdam to Hilversum to every 10 minutes

Pixel Boulevard

Hilversum Media Park

Strategy 4: Increase capacity of Johannes Geradtsweg Bridge by widening it with suspending structures to accomodate bikes, while appropriating existing bike lanes as additional lanes for cars.

Beeld en Geluid

NL Media Boutique Hotel

Strategy 3: Shuttle connection to Hilversum Train Station & parking spaces in city center

Strategy 5: Fast route connection – conversion of the bike path along the rail track into a fast lane for electric mobility;

New Hilversum Library

8min walk

Hilversum

P1

P2

P3

5min walk

PROMOTION EVENTS

URBAN FARMING WORKSHOPS

TECH WORKSHOPS

ART WORKSHOPS

MEDITATION GROUPS

EXHIBITIONS

NL MEDIA PARK
A PLACE FOR MAGIC

IV. BEYOND THE PARK

THE NETWORK

NL MEDIA PARK PLUS

Looking beyond the economic and political boundary of the Media Park, areas adjacent to the site and the wider area of Hilversum will benefit from the spillover effect that development of the Park will bring.

Considering the urban network in and around Hilversum, other economic centres can link to the Media Park through physical and digital infrastructure in order to facilitate better exchange of knowledge and talent.

GIVING BACK TO THE COMMUNITY

While allocating resources to the development of the Media Park, other communities and facilities should not be overlooked in terms of future development.

A concerted effort to improve and upgrade community facilities around Hilversum will also cater to a potential expanding population in and around the Park.

This vision expands the boundaries of Media Park to include the residential neighborhoods around it. Synergies with the schools around the Park, taking the form of local Media Learning Centers could help expand the ecosystem and grow talent from the early educational stages.
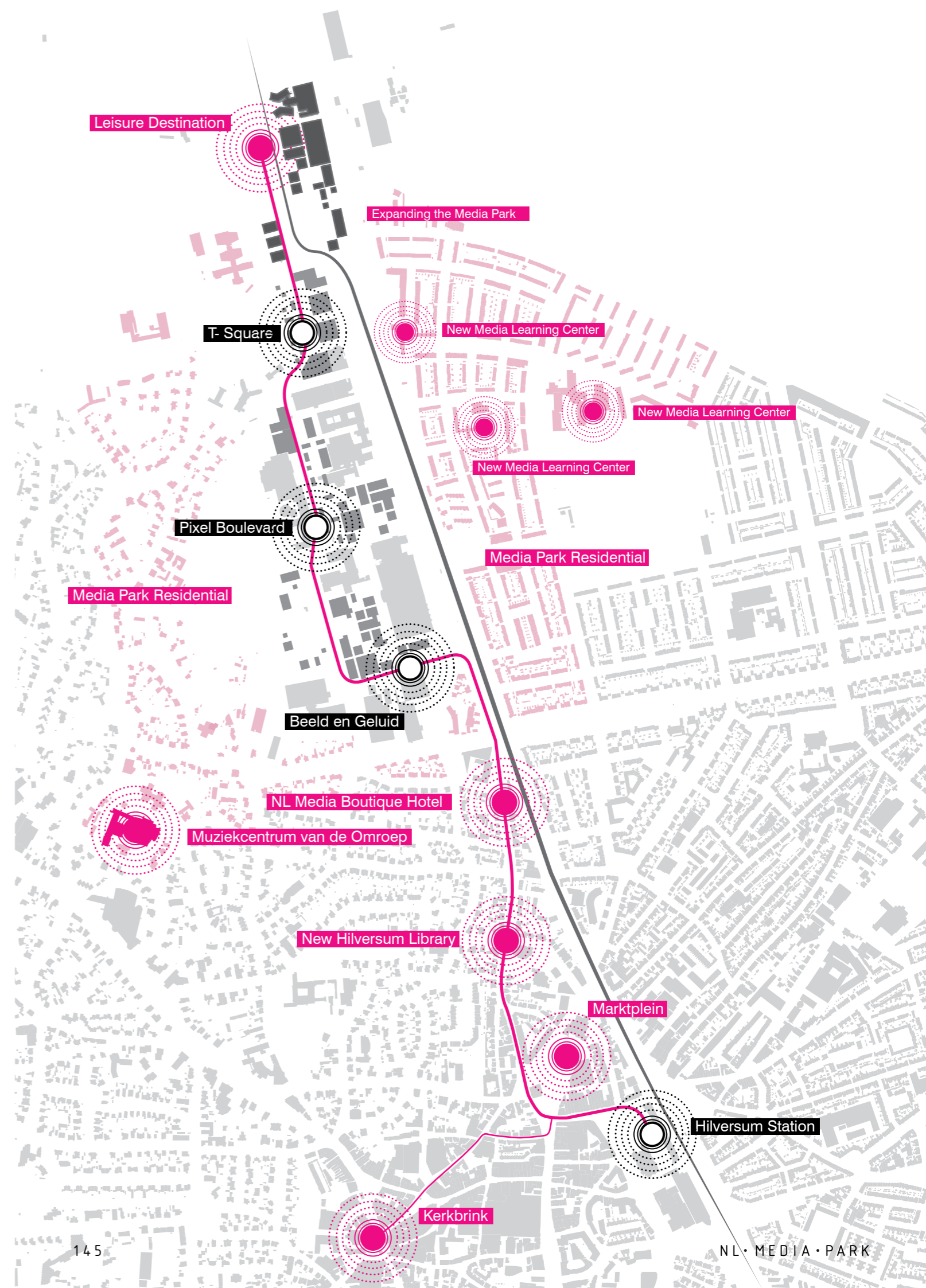
At the same time, as a connecting link between the centre of the city and the centre of the Media Park, a few nodes for public use can be added:

_ A new library facility and a flexible event space for the local community, in combination with an existing school and other cultural facilities.

_ A boutique hotel and restaurant that can serve both the Media Park and local residents.

Beyond its sustainable benefits, using leftover heat from data centres in Media Park for heating houses in Hilversum North would establish a mutual-beneficial relationship between the Park and its neighbours.

Investing in local amenities for the community in Hilversum while promoting an ambitious plan for the redevelopment of the Park may help bring support to the project and will contribute to its success.

Leisure Destination

Expanding the Media Park

T- Square

New Media Learning Center

New Media Learning Center

New Media Learning Center

Pixel Boulevard

Media Park Residential

Media Park Residential

Beeld en Geluid

NL Media Boutique Hotel

Muziekcentrum van de Omroep

New Hilversum Library

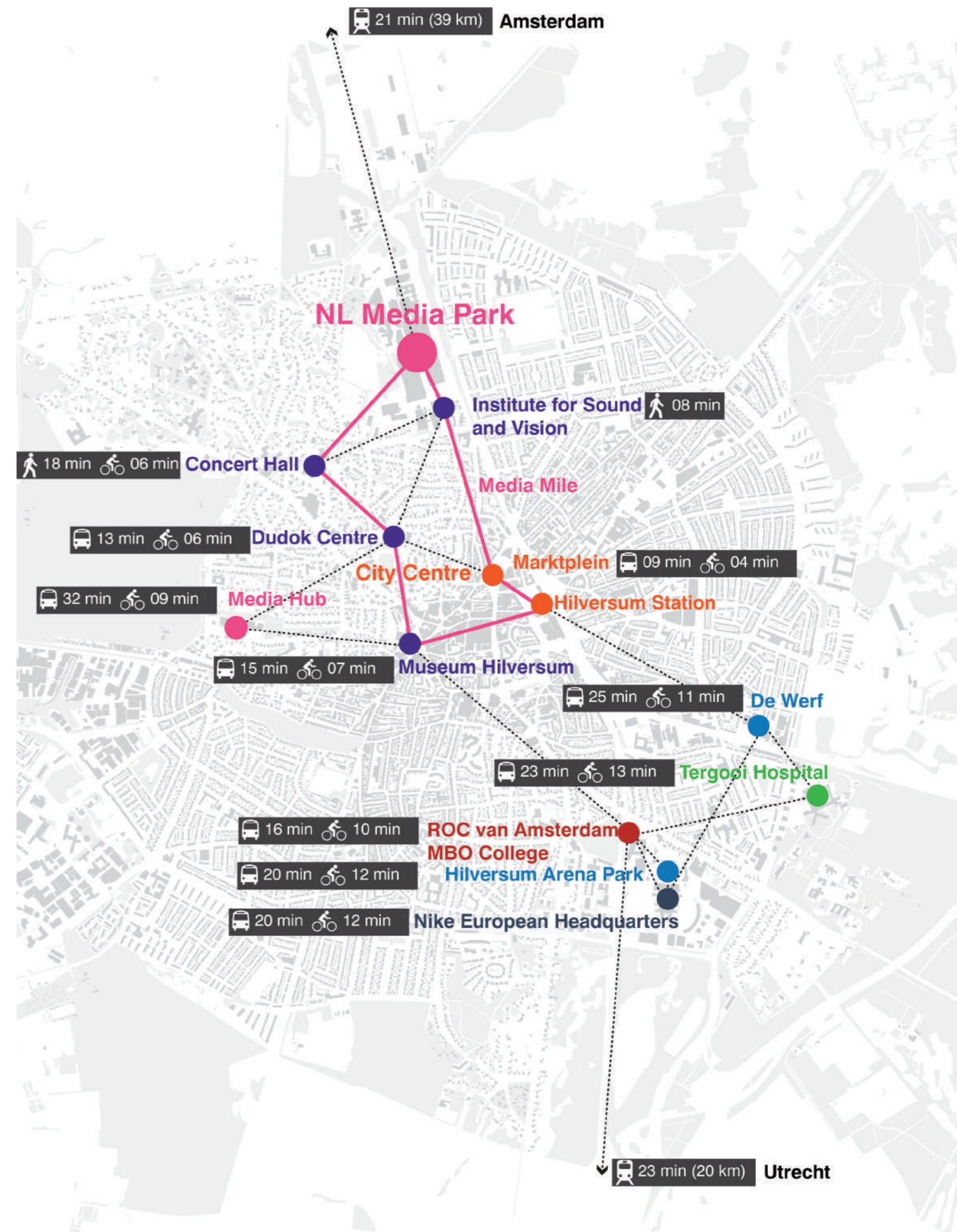Marktplein

Hilversum Station

Kerkbrink

NETWORK IN THE CITY

The Media Park is one of Hilversum's main economic engines. The medical sector in the south-east of Hilversum, the Sports industry in the south and the cultural destinations in the heart of the city all play an integral role in the city's economic success and help shape its social cohesion.

Promoting synergies between the different hubs can be facilitated by cross-industry events, shared office space that invites different teams to co-create, and through shared digital platforms.

With a robust physical infrastructure that includes road network and city-wide bike paths, as well as public amenities such as Hilversum shuttle service and shared mobility schemes, stronger social and intellectual links will be forged.

Supporting it with high quality sector-based housing and community facilities, Hilversum would solidify its position as a leader in the Dutch economy and will ensure its prosperity.

21 min (39 km) **Amsterdam**

NL Media Park

Institute for Sound and Vision — 08 min

18 min / 06 min **Concert Hall**

Media Mile

13 min / 06 min **Dudok Centre**

City Centre **Marktplein** — 09 min / 04 min

32 min / 09 min **Media Hub** **Hilversum Station**

15 min / 07 min **Museum Hilversum**

25 min / 11 min **De Werf**

23 min / 13 min **Tergooi Hospital**

16 min / 10 min **ROC van Amsterdam MBO College**

20 min / 12 min **Hilversum Arena Park**

20 min / 12 min **Nike European Headquarters**

23 min (20 km) **Utrecht**