

CULTUUR&CAMPUS PUTSELAAN
"Programme of artistic and cultural activities"
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Acronyms and definitions

Acronym	Meaning
AWC	Afrikaanderwijk Coöperatie
BUZ	Stichting Buzinezzclub Foundation
C&CP	Cultuur&Campus Putselaan
CA	Consortium Agreement
COD	Stichting Codarts voor de Kunsten
EC	European Commission
ELIA	European League of Institutes in the Arts
ESHCC	Erasmus School of History, Culture and Communication
EUR	Erasmus University Rotterdam
HR	Stichting Hogeschool Rotterdam
ICLEI	ICLEI - Local Governments for Sustainability
RDAM	Gemeente Rotterdam
WDKA	Willem de Kooning Academy Rotterdam
WP(s)	Work Package(s)

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Introduction

This document contains Cultuur&Campus Putselaan (C&CP) project's vision on creative placemaking, as well as a framework for the development of programming, and a concept booklet with a first programme of placemaking activities for C&CP.

The document is structured around three guiding questions:

1. Why is the creative placemaking approach relevant to C&CP?
2. How will C&CP implement creative placemaking in its' program of artistic and cultural events?
3. What creative placemaking events will C&CP organize?

The placemaking program concept is created based on input from project collaborators and stakeholders. It includes activities that are currently missing in the neighborhood due to lack of resources and it opens up the project building at the Putselaan 178 for events co-organized with our collaborators at their initiative. The program allows for flexibility whilst addressing urgent community needs.

Over the past few months, research has been conducted on 'placemaking'. In this plan, we present several 'best practices' in the city Rotterdam, that we have examined and learned from. Drawing on this research, our accumulated experience, and the overall project plan, we have formulated our own definition of placemaking. The activities included in the program reflect and depart from this definition. Additionally, the program connects to three key themes: together, beautiful, sustainable.

A continuous creative placemaking program allows us to create vitality in the building and its direct surroundings, to build friendships in the neighborhood, to develop new forms of cooperation (co-creation and co-ownership), new methods of learning, and a cultural programme. We connect practice with the written plan and research and embed it in the NEB values: Sustainable, Beautiful, Together. Placemaking activities are an important means to establish lessons learned for the physical and programmatic development of Cultuur&Campus at the Doklaan.

The current action plan is a first version of the C&CP program of artistic and cultural events. During the lifetime of the project, this plan will be regularly updated and added to by the program manager, curators, editor, and local stakeholders, creatives, and makers (see chapter 2).

1) C&CP creative placemaking - the why

C&CP pilots a new approach to city making through education, research, policy and culture at the heart of Rotterdam South. It facilitates the coming together of different types of knowledge - theoretical, practical, from the arts and sciences - with the lived experiences of citizens. It does so in three ways.

First, by co-creating a vibrant site of encounter, dialogue and shared learning. The C&CP will be housed in a historical building, the refurbishment of which unites a sustainable re-design vision of students of architecture and built environment, with the wishes and needs of local stakeholders, in a part of town where higher education and cultural institutions are scarce. This will be a hub for students, residents, social enterprise start-ups, lecturers and researchers – a place for learning, studying, community, art and culture. *Co design* is the method for creating a program, just like the method in action plan research

Secondly, we will facilitate the co-design of impact-oriented learning curricula that can make the area more sustainable, inclusive, and enriching. From sustainable crafts and repair workshops open to all, to lifelong learning formats and Master level courses, we will test innovative didactic approaches geared towards activating and inspiring citizens, students, and lecturers in shaping a better future for Rotterdam South.

As a third, we will ground our approach to research in participatory research and citizen science, that empowers residents to take part in the processes that shape their city and delivers a sound understanding of the area, its challenges, and opportunities, based on shared ownership.

Evaluating our experience, we will identify the most effective strategies for delivering territorial transformations that build on situated knowledge and visions shaped and implemented through multi-stakeholder and multi-level collaborations. Research outcomes and lessons learned will be reported on in the context of WP2, 'Needs assessment, monitoring and research' and WP7 'Future Plans, replicability', which prepares for the transition and upscaling of C&CP to the larger Cultuur&Campus Doklaan and the replication of this project elsewhere in Europe, including replication of its learning and programming formats, and provides policy recommendations on the project learnings. In collaboration with local stakeholders, we will foster research outcomes that respond to local needs, for instance by sustainably supporting the existing creative eco-system in Rotterdam South.

1.1) Our vision for the program and activities

We consider the target area where we will be active - Feijenoord and Charlois/Afrikaanderwijk, Bloemhof, Hillesluis and Tarwewijk - as an intricately interconnected space and a creative breeding ground. It is an ecosystem of residents, (informal) organizations, visitors, entrepreneurs, and educational institutions in the domains of social, culture, welfare, education, ecology, and economy.

We connect where it is conducive to our project and the neighborhood, meaning where possible and where we are welcome. Our target area is rich in existing networks, relation

A successful process results in (1) sustainable strengthening of the socio-cultural-economic ecosystem, and (2) development of methods for system change:

- (1) We work on sustainably strengthening relationships by supporting existing initiatives with manpower, finance, knowledge, creativity, and network. By 'sustainably strengthening' we mean that the transformation continues beyond the lifetime of the project.
- (2) We learn by doing. We reflect on actions and impacts, and thus develop (change) methods for our institutions. We safeguard the methods with practice-oriented and scientific research. Methods that we aim to change include working methods in the (social and physical) development of areas and publicly accessible places, sustainable co-ownership of residents, and innovative educational methods for (creative/art) education.

1.2) Definition, literature and Rotterdam best practices

This section introduces C&CP's definition of 'creative placemaking' as the guiding conceptual framework of work package 4. We situate our approach to creative placemaking in light of academic debates and consensus in placemaking literature.

What is creative placemaking?

Placemaking essentially involves the transformation of a space into a place. 'Space' is something abstract and empty. On the other hand, 'place' is something that is meaningful, containing a sense of place and home (Haagse Hogeschool, 2022). Placemaking transforms spaces into quality places that people want to live, work, and play in. Wyckoff (2014) discerns four types of placemaking: standard

placemaking, tactical placemaking, strategic placemaking, and creative placemaking. He argues that creative initiatives can animate places and spark economic development. This allows for gains in liveability, diversity, jobs, and income. Supporting cities, suburbs, and small towns that are confronted with structural changes and residential uprootings. In short, creative placemaking as a distinct form of placemaking employs arts and culture as a method for this transformation from 'space' to 'place' (Wyckoff, 2014). C&CP's definition of creative placemaking has been devised based on various definitions from the literature, including authors such as Markusen and Gadwa (2014).

“Creative Placemaking” is a programme with arts, culture, and design activities and a deep and meaningful involvement of the (local) community to make public space (the building and outside area directly surrounding it) more inclusive and fair and exploit its potential. Its subgoals are creating beauty, stimulating interaction, collective learning, the wellbeing of the community, stimulating sustainable community ownership, expanding horizons, and caring for an authentic sense of place.

Community-led placemaking

A core aspect of placemaking is the meaningful involvement of the community. For the community to gain a sense of belonging in the transformed space, it is crucial they feel (co-)ownership of it and have decision-making power (Project for Public Spaces). For this reason, if the creative programme is to succeed in fostering this sense of belonging, it should be designed by and for the community. By giving local residents a central role in the shaping of the program of arts, culture, and design activities, the placemaking process will answer best to local self-defined needs and demands. The deep involvement of the community in placemaking constitutes a bottom-up approach to urban development.

However, there are also definitions of placemaking as a top-down process, in which organizations and institutions strive for cohesion and lively communities in order to improve the wellbeing of neighborhood residents. This approach is connected to *placebranding* and *civic boosting*, usually for the sake of improving the competitive position of the city (Hulsebosch et al., 2022).

There is some level of top-down interventionism to the C&CP project, as it is a project with mainstream institutions inserting itself in the neighborhood's socio-cultural and economic fabric with the goal of producing socially positive impact and change. The danger in interventionism lies in the (perceived) distance between the community and institutions that fosters a feeling of distrust towards institutions. Interventionist character of placemaking forms an obstacle to self-directed urban development (Hulsebosch et al., 2022). This is an obstacle that C&CP has to navigate with great sensitivity. Thus, a level of institutional flexibility and informality is

required for a deep involvement of the community in the creative placemaking process to succeed. Rather than just integrating the neighborhood into the partnering institutions, the institutions should also adapt to the local community in order to be accessible and better account for their needs (Brandellero et al., 2023).

Appendix 2 contains a list of best practices of initiatives in the municipality Rotterdam that use arts and culture to create quality places (i.e., that do creative placemaking). This list of best practices further exemplifies the importance of a community-led approach to creative programming for the transformation of places. The intimacy of the community in creative placemaking efforts is the key to successfully benefitting the lives of local residents.

Appendix 1 contains a list of creative initiatives in the target neighborhoods. This list is included as it is important to make visible the cultural ecosystem of our target neighborhood, in order for C&CP to develop and transform in an organic way *with* the existing creative and cultural network.

Gentrification

A valid concern and obstacle to positive societal impact and trust between institutions and citizens are the demographic changes in Rotterdam South that are considered by a large (academic) consensus to constitute 'gentrification'. Regarding placemaking, gentrification forms an obstacle by breaking down community bonds and attachment to place - as residents that formed the social glue of a neighborhood move out (Brandellero et al., 2023).

Stephen Pritchard argues that creative placemaking efforts are rooted in ideas of neighborhood regeneration and Florida's creative class that seeks to enhance the neighborhoods' value and attractiveness through arts, ultimately leading to an influx of middle-class residents, in turn leading to the displacement of original, working class residents (Courage & McKeown, 2019 & Florida, 2019). Another perspective holds that placemaking efforts are to be understood in connection to neoliberal ideas of self-sufficiency and the so-called Dutch 'participatiesamenleving' (or 'participation society') that erodes government support. In this process, welfare facilities are replaced with citizen initiatives (Maarse, 2017). Those that strongly believe in placemaking as a participatory approach to urban development argue that the aforementioned perspectives misunderstand placemaking. If done correctly, the community-led nature of placemaking can actually restore community bonds and a lost sense of belonging at the face of gentrification. Placemaking means that urban residents direct the developments in their direct environment (Project for Public Spaces; Laven & Bradley, 2019). C&CP's understanding of creative placemaking would fall into the latter category, being committed to community-led change.

Our approach follows these key principles (Platt & Medway 2020; Markusen & Nicodemus, 2014):

1. Empowering the community to take ownership of their public spaces with their participation in the planning, design, and management of C&CP.
2. Ensuring the inclusion of all members of the community in the shaping of the neighborhood and C&CP's future. This requires special attention for marginalized individuals and groups.
3. Recognizing the unique cultural heritage and identity in the target area.
4. Being flexible and responsive to local community demands, urgencies, and dynamics throughout the time that our placemaking efforts are happening.

1.3) Development methods for placemaking activities in the city of Rotterdam

On July 6th 2023, the City Council of Rotterdam accepted the motion “Cherry on the caking, time for placemaking” (Rotterdam City Council, 2023). This motion instructs the municipality to:

1. Develop a clear and concise framework for placemaking;
2. Adopt a flexible and cooperative attitude towards successful initiatives that enrich the city and;
3. Establish clear guidelines in the framework for placemakers and the municipality, along with the possibility for placemakers to request a permanent place

Many municipality employees are directly or indirectly involved with placemaking as a part of their daily work. Collectively we want to make the city a beautiful and nice place to live. The municipality aims to be a learning organization, where different project teams and departments are not trying to reinvent the wheel at the same time, but rather learn from each other's processes, failures, and successes.

Regarding placemaking, the municipality is working on a framework with guidelines that help Rotterdam placemakers and municipality employees in initiating placemaking projects. This creates momentum for Cultuur&Campus, as it can evolve itself as a leading success story in terms of placemaking. Lessons learned from the C&CP project will be used as input for this framework to create sustainable work methods (reflected in deliverables out of WP7). Hereby, future placemaking projects in Rotterdam can profit from the experiences gained by C&CP.

In a participatory society, (or in Dutch ‘participatiesamenleving’), placemaking plays an increasingly larger role in the development of cities, not just in the Netherlands but also in other parts of Europe. The last twenty years, placemaking has turned into a movement. ‘Placemaking Europe’ is a network of local community leaders, entrepreneurs, researchers, and policy makers that believe in strong public spaces as a foundation for working cities, but also counter risks such as gentrification and touristification that many European cities face. Every year a network organization called Placemaking Europe organizes a European Placemaking Week. This year it will be held in Rotterdam. Lessons learned are shared in the European Placemaking Week 2024 and during the Cultuur & Campus project could help shape this framework for creative placemaking.

1.4) Rotterdam Municipality’s best practices in creative placemaking

When it comes to (creative) placemaking, there is much to be learned from other examples in the Netherlands about the role of municipality involvement in placemaking activities. The next paragraphs will illustrate an example from the city of The Hague.

The Hague University of Applied Sciences has researched 15 different placemaking activities within its city, three of which were creative placemaking initiatives (Hulsebosch et al., 2022). The focus of this research project was on the relation and cooperation with the municipality in the placemaking process, as they are positioned as a prominent actor. The municipality is mostly positively perceived as financial support, initiator, and facilitator. They are a connecting force between local parties and can offer substantive knowledge and a network in the city. In these processes, residents are in the roles of initiator, executor, and/or end-user.

However, the research also shows that the municipality is seen as an obstacle to overcome. This is due to the systematic, bureaucratic character of the municipality that strongly differs from the lived experience of citizens. Bottom-up initiators that are dynamic in nature can experience conflict with the slow pace of the municipality. Initiators face tedious procedures and have contact with multiple departments within the municipality. Additionally, the municipality and other funds demand concrete goals as a requirement for subsidies, whilst these goals are not always easily formulated and showcased in creative placemaking initiatives.

As such, in some cases bottom-up initiators consciously stay away from collaboration with the municipality, which can have a negative effect. The municipality loses

connection with city-makers and initiators miss out on financial and substantial support for their placemaking activities.

An important result of placemaking is that residents gain a sense of belonging and an authentic connection with a certain place. If residents work cooperatively on placemaking, they simultaneously connect to each other, strengthening the community. Eleven out of 15 placemaking activities that were researched in The Hague are initiated in a top-down manner, while placemaking is most successful if residents are the initiator, working in a bottom-up manner. Thus, it is important to give residents a sense of ownership and decision-power in the placemaking process. Given the fact that they are the ultimate end-users, residents should be indispensable in the initiation of placemaking.

Finally, the sustainability of placemaking activities is considered to be a major challenge. The goal of placemaking activities is to create a long-term positive impact on a community or area. This also constitutes the biggest risk: the integration of successful initiatives in systems is necessary to take away the temporality and sense of gentrification.

The next pieces of advice are given for the municipality when it comes to placemaking projects (Hulsebosch et al., 2020):

- *Be visible as a municipality:*
Show initiators what the possibilities are and how the municipality can support them. Make sure that the initiators have one point of contact, for example one contact person or placemaking expert. This person operates between different municipal departments to minimize compartmentalization within the municipality.
- *Dare to be flexible and think of the long term:*
Initiators work differently than policy officers within the municipality. Do not be afraid to act quickly and experiment. While doing this keep the long-term goals in mind. Be wary of letting initiatives disappear into temporality.
- *Cherish existing networks and connect them where it is possible:*
Be aware of existing networks of actors in the neighborhood. “Empower” these initiators in order to build trust. Build on the energy around placemaking activities and wishes of neighborhood residents. Grant residents decision power and create co-ownership.

1.5) Artistic and cultural character of C&CP target area and residents

C&CP is nestled in a neighborhood characterized by a remarkable (cultural) diversity. For the creative placemaking process and its programme of art, culture, and design activities to succeed it needs to consider the super diverse character of the cultural ecosystem present. It has to play into the unique forms of cultural capital present in the neighborhood.

In doing so, C&CP will give answer to UNESCO NL's call for a cultural policy that gives space to 'the culture' (Ferrier et al., n.d.). This term 'the culture' is used to refer to the many cultural expressions influenced by postcolonial migration and (afro)diasporic cultural production. Examples of cultural expressions of 'the culture'; hiphop, rap, dancehall, afrobeats, djing, breakdance, popping, vogue, spoken word, podcasts, calisthenics, skateboarding, streetwear, graphic design, graffiti, documentaries, videoclips (Ferrier et al., n.d.). 'The culture' and its urban art forms and hip hop philosophies are strongly represented in the sociocultural ecosystem in which C&CP will operate (Appendix 1). Additionally, overall 'the culture' and specifically the cultural ecosystem in our target area operates on a community level, occupying a more informal, non-institutionalized, and 'less traditional' domain. It is predominantly driven by local residents, with informal and face-to-face modes of communication (Zwaard et al., 2018). This often presents an issue where visibility is concerned, when such local initiatives are taken less seriously by mainstream cultural institutions. This in turn means less public support in terms of subsidies for the local, informal initiatives. Moreover, the process of applying to subsidies or funds is perceived as unclear and complicated by local stakeholders. As such, the informal, small, and middle range cultural organizations are at a disadvantage. Additionally, there is a mismatch with the initiatives' needs and the short termism of municipal support. C&CP's creative placemaking programme provides an opportunity to close the gap between this system and the cultural ecosystem of Rotterdam South (Brandellero et al., 2023).

2) C&CP creative placemaking - the who and how

In conversations with local makers and through the experience of the role as program partner of the annual Bloemhof Festival 2023¹, it has become apparent that it is important to work together based on certain values. These values (The 3 NEB values, equivalence and reciprocity) underlie the success of the results that have a sustainable character and can help in the transition of processes and educational programs of the partnering institutes. With the help of the evaluation of the Bloemhof Festival and various gatherings and encounters with local makers, we have arrived at the following additional values that form the common thread for C&CP's collaboration with local initiators, creatives, and organizations.

Additional values for collaborations

- Equivalence:

We work from the strength and talent in the neighborhood. These may be different in terms of 'quality characteristics' than we are generally used to at the C&CP consortium partner institutes, but we want to learn from the neighborhood and strengthen them through our networks, knowledge, financial possibilities, and the location of the building at Putselaan 178. We take a humble approach in getting to know each other and ensure that the collaboration is always validated. With knowledge, network and offering a place or financial contribution for the program we strengthen the local, creative ecosystem.

- Reciprocity (each one, teach one):

The starting point for every collaboration is to learn from each other; from the program, from program makers or from the audience. We will develop a method for this so that we have a continuous learning process in program development, implementation, and evaluation with which we can shape new forms of (arts) education, cultural programs, and cooperation between government and citizens.

2.1) Involvement of neighborhood residents

A human-centered design of the program offers an opportunity to come up with bottom-up solutions to social challenges from the local communities. Embracing human-centered design means believing that all problems, even the seemingly

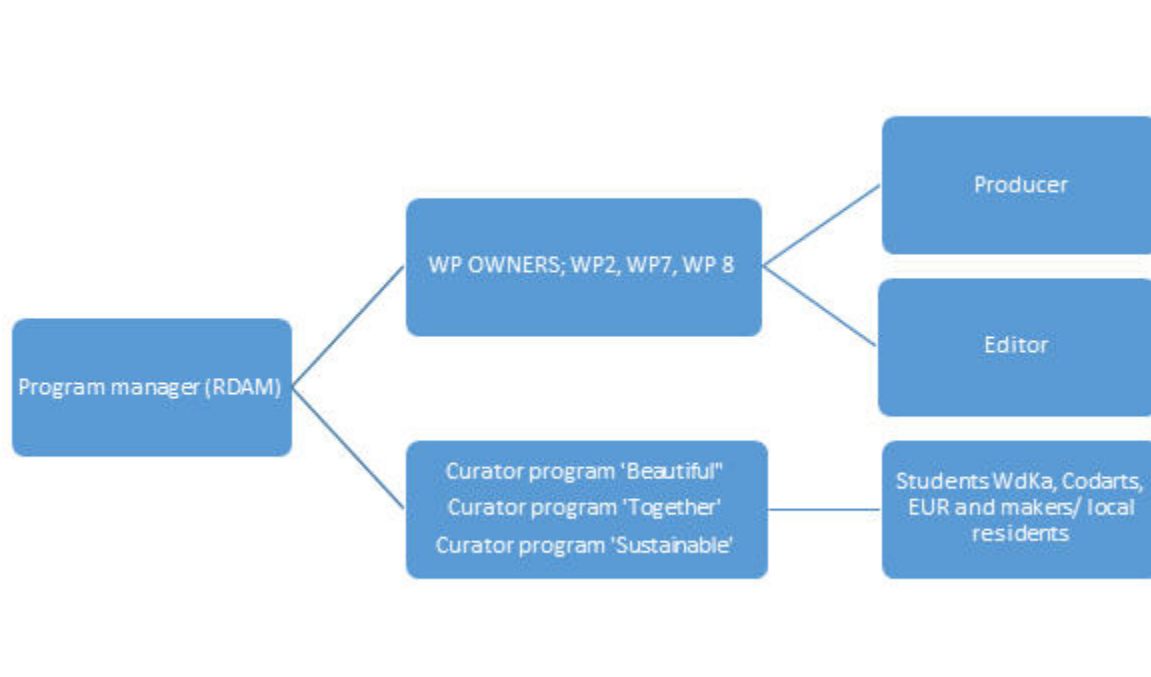
¹ Bloemhof Festival 2023 Aftermovie: <https://www.youtube.com/watch?v=ZYdfTBfQP-c>

persistent ones such as control over your life and equality of opportunity, can be overcome. It is those who face these problems every day who hold the key to their answer. Where dozens of ideas can be created top-down, we believe that innovative, new, and sustainable solutions should be created from the real needs of the people in the area (Antonovsky 1979).

Our activities arise from the needs of (local) residents. The networks, knowledge, and skills from the lived environment are the basis and we strengthen them with knowledge, network, and skills from the C&CP consortium partner institutes. This creates a program that encourages and fosters shared ownership. The possible 'tensions' in the working methods, quality standards, and attitude are part of the process. It is also about broadening perspectives.

2.2) Organization

We propose the following organizational model for the recruitment, selection, preparation, implementation, and recording of lessons learned from creative placemaking activities. The idea is to work with people from the target area. From the educational institutes in the C&CP consortium, we provide a structural connection with students and courses such as “Leisure management” (WdKa) and “Creative and Sustainable Cities” (EUR).



Program manager

As leader of work package 4 'Creative placemaking', the municipality of Rotterdam will deploy a program manager. This person is responsible for the connection with other work packages, management of curators, and relationship management with partners, cultural entrepreneurs, and creatives in the neighborhood.

Curators

Three curators will be recruited and selected for the program lines "Beautiful, together and sustainable" (D4.1). The Stakeholder Group under leadership of AWC will nominate people from the local network for these roles. The most important tasks are: recruiting and selecting initiatives, curation of the monthly program of creative placemaking activities (renewed 3 monthly), and reflection on collaboration(s).

Producer:

The program for artistic and cultural events (T4.1), the exhibition (T4.2), and the studio program (T4.3) are realized by a producer. This will be someone who knows the network, the environment, and the socio-cultural environment of the target area. The producer position can fall into the Buzinezzclub program and thus grow into an independent social/creative start-up. There will be close collaboration with students of 'leisure management' (WdKa). The producer is also responsible for the budget and planning program on a daily basis.

Editor

The editor function ensures that a description is provided in advance for each collaboration and program component, stating the content of the program, the collaboration, the goals and the expected results. After the program, program partners will evaluate the program in a digital environment (open source). The editor does the final editing and translates the lessons learned into research objectives (WP2) and scaling up of the program (WP7). The editor will also work closely with WP8 to ensure proper and timely communication of C&CP events through all communication channels.

Communication

The curators, producer, and leader WP8 (communication) will hold weekly meetings to align and coordinate the creative placemaking program of artistic and cultural events. In addition, there is monthly coordination with work package leaders from WP 1 (budget and planning), WP 2 (research), WP3 (education) and WP7 (lessons learned, scalability). These meetings will ensure alignment and optimal synergy between the program of activities and the other WPs; they will be coordinated by the program manager and WP4 leader.

2.3) Decision-making process and conditions for collaboration

The WP leads of WP2, WP4, and WP8 will identify and initiate programs in the target area, together with local program makers and within their respective institutes. There will be a monthly 'open call' for program and collaboration via the website. There will be biweekly consultations during which we centralize and connect program options. This results in a draft monthly program. We work at least 4 weeks in advance. That time is needed for pre-production and promotion.

Partner criteria:

We illustrate the partner criteria in the table on the next page. The main criteria in the top row (in bold) are each divided into four sub-criteria. If at least 2 main criteria and 1 sub-criteria (per row) can be assigned to the collaboration (by the curators), there is a base for a partnership.

These criteria have been constructed based on success factors present in best practices, guiding principles found in literature on creative placemaking, and the NEB value compass. Partner criteria are useful to ensure partnerships that align with the NEB values underpinning our project, guaranteeing quality partnerships, and avoid random/usual suspect/cronyism partnerships by providing direction and accountability.

Sustainable	Societal impact	Innovative	Interconnectivity	Open
Long-lasting movement	Inquisitive	New ways of cooperating & living together	Experimental & enabling creation	Blockchain/ sharing knowledge
Sharing resources/opportunities for collective growth	Talent development	Programme	Equality	Accessibility
Awareness & restructuring of values	Validating & recognizing	Language	Arts, education, culture, science	Fostering shared social values: Each one, teach one
Authenticity & sense of belonging	Revenue model	Accessibility	Inquisitive	Prioritizing disadvantaged people

Open call

There is a 3 monthly 'open call' where students, local residents, artists, researchers, and creative entrepreneurs can register with a program idea. The proposal of their idea should be described in maximum 1 A4 sheet. Per round, a total of ten initiatives will be preselected and invited to present their program idea to the public in a 10-minute 'pitch'. The audience also includes residents, students, and other interested people. Two initiatives are chosen by the public and receive a program contribution of 1.000 Euros, guidance from our team of curators, and six months of access to all

facilities and teaching methods in the building.

2.4) The Putselaan 178 as a program location

Renovation of the Putselaan 178 is ongoing, under leadership of the Rotterdam Municipality as part of WP6, T6.3. The ground floor of the building will be open. It is accessible and free for everyone from the surrounding neighborhoods to meet each other and have something to eat or drink. Residents can also attend free lectures and workshops. Local residents, students, and employees of the partners can apply for a free membership to follow the C&CP program. This allows us to record what events/activities members participate in, in turn allowing us to record and possibly validate the knowledge, inspiration, and experience gained from the partnering institutes. All programme activities and facilities are open to both members and non-members. The membership only aims to promote engagement and for program evaluation purposes.

The design of the ground floor will be inspired by existing hospitality concepts/co-working spaces, locations where synergy between hospitality, meet-ups, learning, working and presenting has been found. Apart from a fixed hospitality function, we envision the space can be arranged flexibly and the ground floor is therefore also a perfect *presentation place*. A flat floor setup for dance and music performances or a small stage for lectures and interviews. There is also a connection to a green courtyard where programs can also be presented during the summer months.

The first and second floors are *creative and learning spaces*. It is envisioned to host studio space to record music or broadcast a podcast as well as a dance area. With a (free) maker membership, local creatives and makers can use the space and local community leaders can connect new talent to the spaces where they can develop themselves and their craft. Additionally, these creative spaces can be a meeting point for the informal cultural network home to upcoming makers and the partnering institutes.

With the Stakeholder Group a co-design session was organized in October 2023, where the first ideas for creative and cultural program at the Putselaan 178 were sketched (see attachment 1). In the near future (spring 2024) a designcontest for the garden and interior is organized by Hogeschool Rotterdam. Students work on the design of the interior.

'Creative company in resident'

Every six months, a creative organization (start-up community or self-employed creative) receives the key to the building and a financial contribution of 500 euros per month for developing a program. With this we want to create trust, establish a connection between formal and informal makers/talents and lay a foundation for sustainable, creative/cultural entrepreneurship.

2.5) Creative placemaking during the renovation

Until the opening of the building at Putselaan 178 (Q2-2025), we will focus on so-called 'stepping stone' places. Existing locations within which various creative makers and communities are active. This concerns Hillevliet 90, House of Urban Arts, home of the Irene district and Het Klooster, to name a few. We support the programs (creation and presentation activities) at the various locations with network, promotion, knowledge, and financial resources. For the C&CP consortium, it is an important way to get acquainted with existing practices, to gain trust, and to gauge needs. The strength of the transition (environment, building, culture, education, and research program) lies in a bottom-up approach and we, as institutes, will relate to the lived environment in Rotterdam South in an innovative way. From that perspective, we can enter into a sustainable relationship for both the environment and the institutions.

3) C&CP creative placemaking - the what

Our activities are based on the NEB Compass values of 'Together', 'Sustainable' and 'Beautiful'. In this chapter we will describe our program activities per value.

3.1) Together

In order to achieve a fairer and more inclusive place where we can share knowledge and strengthen social networks, we foresee that there should be a continuous program under the title 'meeting'. Both organized and organic by facilitating meetings in the building and the surroundings of the Putselaan 178. The meeting program is a concept of inclusion and thus enriches the concepts of equality, accessibility, and affordability. The program encourages exchanges across cultures, education levels and ages.

Hospitality

The ground floor of the building is accessible to everyone. The basis of our neighborhood canteen is hospitality. A 'people's canteen' where food and drinks are the means to foster (spontaneous) encounters. The bar and kitchen will be run through a local initiative. Conversations with the Afrikaander Wijkkeuken (<http://www.wijkkeukenvanzuid.nl/>) and Public Food (<https://www.publicfood.org/en>) about a collaboration have started. The space will also encourage learning, making, and presentation activities. The C&CP educational consortium partners teach an innovative educational program and these lectures are also accessible to curious local residents. We are also working on partnerships with secondary schools in the area to strengthen the connection with art education and science.

We are visible and approachable in the building and in the immediate vicinity. In collaboration with "Wat we Doen" (community based theater inspired by social themes), we will develop a versatile meeting program in which we design and record 1-on-1 meetings in a creative way. These meetings provide insights to develop programs, shape co-ownership, and give the project a sustainable character.

Making the creative network visible and adding value

In recent months, we have been able to build relationships with local (creative) makers and cultural entrepreneurs by, among other things, entering into conversations and being physically present at events, exhibitions, and performances. We have also organized two so-called 'programme maker meetings' and brought people together. This gave the group a feeling of recognisability, strength, and distinctiveness. This positive feeling gives C&CP, as a lighthouse project, the opportunity to continue to connect and strengthen this in the coming months.

Connecting by continuing to organize and strengthen network meetings by discussing and working on new forms of collaboration and making revenue models more sustainable. This NEB-inspired project offers the unique opportunity to give structural value to informal making practices (creative and cultural programs without a formal subsidy relationship and/or formal physical location).

This can be done by, for example:

- Connecting talent with formalized art education and science
- Turning the network into a collective and have it act as a formal advisor, think tank, designer of social/societal issues. We can enter into a concrete collaboration with "Bloemhof Bodemdaling" (<https://www.rotterdam.nl/mijnbloemhof>). A physical task in which hundreds of submerged homes in the neighborhood must be physically tackled in order to be made future-proof. This is a social task and this task also offers opportunities to increase sustainability and greening of the neighborhood. Supporting our social task is the focus.

3.2) Sustainable

Maintain, extend and take product awareness and usability to a higher level

In the immediate environment, maintaining and extending the lifespan of products is a shared necessity and is often based on financial reasons. There are already many initiatives in the area, especially in the field of clothing. Think of sewing workshops and clothing repair practices and 'fashion swaps'. For us, fashion is the central subject in the sustainability program line. Due to the many different cultures in the immediate area, fashion/clothing style has a tangible and visible cultural-historical value in this place. But fashion also gives us the opportunity to connect sustainability to creativity, creativity to craft (local makers) and to education (e.g. as a counterpart to fast fashion).

We facilitate a maker space with equipment and materials to design, make and repair clothing. In addition, the facilities are available to make other utensils and we organize a monthly repair café (all day) with students and local professionals and entrepreneurs (via the AWC network). This program is educational and practical, and further contributes to social cohesion in the neighborhood. The repairs are free of charge, as we would like to make this as accessible as possible for neighborhood residents.

Potential program partners:

- Willem de Koning Academie, Fashion Design studies (<https://www.wdka.nl/programmes/fashion-design>)

- Tailors and Wearers (<https://www.tailorsandwearers.com/>)
- Cultuurhuis Afrikaanderwijk (<http://www.southexplorer.nl/het-cultuurhuis>)
- Nada van Daalen (<https://www.nadavandalen.com/>)
- De Makerij (<https://www.demakerij.nl/>)
- RVC De Hef (<https://rvcdehef.nl/>)
- Blend Bloemhof (<https://blend.nl/>)
- Stadslab Rotterdam: (<https://stadslabrotterdam.nl/>)
- Erasmus Sustainability Hub (<https://www.eshub.nl/>)

(Re)connecting with nature

The Putselaan 178 has a garden, a green oasis located next to a publicly accessible city park. This place gives us the unique opportunity to (re)connect residents, pupils and students with nature and to shape shared ownership. (Young) local residents who design, organize and maintain the garden with their parents. There is room to experiment with growing food or herbs and the opportunity to design (and exploit) a flower garden, for example. A larger goal, based on the activation of our garden, is to green and design other (semi) publicly accessible gardens and squares so that it is visible what greening can mean for, among other things, water storage and against heating of the built environment. These will become places for educational programs for primary school students. Above all, we hope to start creating so-called stepping stones for insects (including bees and butterflies) by designing gardens and green areas, benefiting urban biodiversity. These insects can then fly from place to place to make their contribution to nature. We not only create the places, but connect the places with programs and map them.

We will also organize a three monthly 'botanical fair'. A mini festival (indoor and outdoor) with workshops (for example green design, cuttings, fermentation, pruning, making rain barrels, etc.) and sales of garden products for balconies and smaller gardens. There will also be music performances by COD students, talks with students from EUR/WdKA and local talents, and food and drinks.

Potential program partners:

- Rotterdams Weerwoord (<https://rotterdamsweerwoord.nl/>)
- Stichting Lalibela (http://stichtinglalibelarotterdam.com/?page_id=874)
- Stichting Steensoep (<https://www.stichtingsteensoep.nl/>)
- Grondstoffenstation (wijkcooperatie.org/nl/diensten/schoon/)

Cultuur&Campus future continuation

In terms of sustainability, other than supporting sustainable usage of fabrics &

products and connecting nature to the program, we want to actively think about the future of the Cultuur&Campus Putselaan building. What happens to the building when the project is done? In the theme of our open participation within the neighborhood we want to involve residents discussing these topics.

We would like to organize workshops for this topic, for example with design thinking methods as a base. Neighborhood residents, cultural institutions, and C&CP partners gather to share ideas and opportunities about the future use of this building, helping to reach the common goal to establish a long lasting relationship and impact within the neighborhood.

3.3) Beautiful

Our creative placemaking activities based on the value “Beautiful” create a positive and enriching experience for people, going beyond functionality. In addition to the well-known forms of art and cultural program, we are open to new forms of collaboration. Think of nail art, break dancing, art by AI, or community based theater. In addition to being a presentation place, we will also be a making (learning) place. With studio space (sound and dance studio), we facilitate a place for students of the educational partners, talents, and makers from the neighborhood.

- A permanent place for exhibition
- A place for Performances (open mic, lunch concert and brown paperbag readings)
- A neighborhood library (borrow books here, leave your story here)
- A clothing exchange closet (exchange one item of clothing for another here)

Potential program partners:

- Espaco Agora now: (<https://espacoagora.space/>)
- Boijmans op Zuid: (<https://www.boijmans.nl/Zuid-Boijmans-Van-Beuningen>)
- Erasmus Sustainability Hub: (<https://www.eshub.nl/>)

3.4) Concept agenda creative placemaking (D4.2):

Our booklet containing the programme of artistic and cultural activities is added as an attachment at the end of this document.

4) Relations to other WP4 deliverables (D4.2, D4.3 en D4.4)

This section outlines the relation of D4.1 to the other deliverables within the overarching work package 4. Although D4.2, D4.3, D4.4 have different due dates, this section includes a pre-description of the activities contained in D4.2, D4.3, and D4.4. as they relate to D4.1.

This deliverable includes the planning and strategy for placemaking activities that will be delivered and evaluated in D4.2. The last two deliverables of WP4, D4.3 and D4.4, are arts and culture programmes that operate in context of the placemaking program outlined in this document, but form a separate deliverable.

D4.2) Artistic and cultural placemaking events and interventions in the neighborhood (RDAM, due M39):

Descriptions of (cultural/creative) activities are published on an open source website in text and images prior to the programming. Functions on the website ensure that an editor and moderator, fed with (analogous) information and documentation, can reflect on the learnings of those involved, visitors and students on the activities and acquired knowledge. A template is being built for publishing these activities and the form/function of the comments and edits will respond to this. This allows you to delve deeper into the content and topics by asking questions, sketching context, providing comments and/or making connections. Lessons learned can thus be elaborated and archived in an interactive manner after the events. The website itself hosts and invites knowledge exchange. An important event at which we present lessons learned is during the final conference, a part of the program organized by COD (D8.9).

D4.3) Exposition (WDKA/HR, due M33):

What is the cultural heritage of Rotterdam South, its future, and who determines this? These are the principles for an exhibition that is put together by WDKA students in collaboration with makers, partners, and residents from the target area. It showcases artifacts, work, and stories of lived experiences of residents, communities, the neighborhood, and/or imagines ideas for an inclusive, sustainable, and beautiful neighborhood.

D4.4) Studio program 'collective learning for a shared and just city' (due M27)

Our consortium partner the AWC researches and tests new ways of living and working together, collaborating and providing collective care in practice. From catering to consultancy, from cleaning to culture; it explores innovative ways of organizing based on shared responsibility and ownership in different domains. The

cooperative is strongly rooted in society and participates in social debates surrounding labor markets, sustainable urban development, and new ways of learning and working. Together, the diverse group of members tries to create a more inclusive image of the future.

AWC will develop a studio program on 'collective learning' for C&CP. This program is a diverse, locally embedded series of events developed with, for and in the target area. The program is developed with (local) partners and students. Meeting, collective learning, production, and presentation are central. The activities arise directly from experiences and questions from the neighborhoods. We start the program in the Gemaal op Zuid (a neighborhood common and platform for art & culture and the conversation about the city run by the ACW) and will move into the C&CP building.

Collective learning, as a place where studying, meeting, and working on a sustainable future come together:

Within the studio program we use three multifunctional main locations (het Gemaal op Zuid, the Recycling Resource Station (het Grondstoffenstation), and the Cultuur&Campus Putselaan building and we also bring programming to the public space in between, such as the busy Afrikaandermarkt and the C&CP garden.

These will be study places with a focus on knowledge exchange, hospitality, sharing expertise, opening spaces for collective research and mutual learning, and testing imagination.

Reading room of the future with collective readings, study sessions, and the compilation of a Library of social practice.

With intended program development of Reading Counterpower, Reading Rhythms Club, Social Practice Library, Reading Room, students, poets, writers, educators, and others.

Building an Urban Union with research and study on gentrification, access to a just city, Cooperative Consultancy Club (CCC).

With intended program development by Urban Front, students, the Cooperative Consultancy Buro, Recht op de Stad (Right to the City), cultural worker Julia Wilhelm (alumni RASL student), Mustapha Eaisaouiye, and others.

A station for resources as a sustainable study place. A place of circularity, presentations of sustainable design and showcases of resources & materials studies.

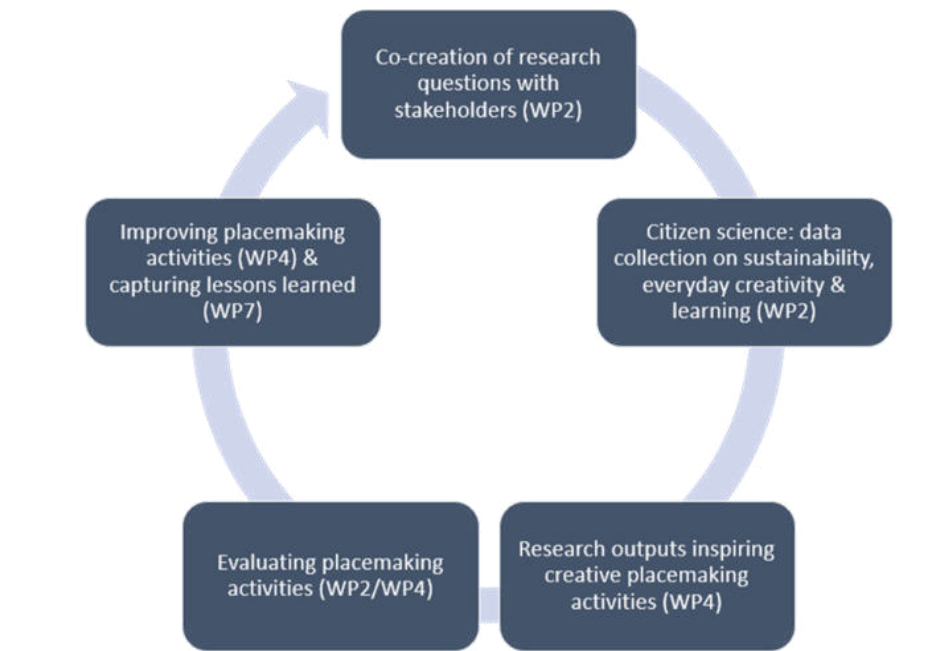
With the intended program development of the Recycle Station (het Grondstoffenstation), students, Stichting Steensoep, Rotterdams Weerwoord, Superuse Studios, organizer Carla Arcos (RASL alumni), artist Kate Price (Alumni Piet Zwart Institute), the Botanical Garden, the Sterrenschool De Globetrotter (primary school), Stichting BuurtBuik, and others.

The program, in the form of workshops, field recordings (podcasts), lectures, presentations, dinners, performances, readings, meetings, provides connection and is fueled by themes such as gentrification, climate uncertainty, non-institutional knowledge, sustainability, and spatial inequality that play both in Rotterdam (South) and elsewhere in the world. The program offers space to connect these topics, reflect on them and work on a just city and neighborhood based on the imagination of culture. Each program consists of a series of (public) workshops, collective learnings, visualizations and publications, and a larger public program or presentation moment.



the Recycle Station (het Grondstoffenstation)

5) Relation to needs assessment, monitoring, and research



The needs assessment mentions a number of effects of our work: activate and connect, repurposing, circularity, recovery, behavioral change accessibility, sharing, equality of opportunity, representation transform, new ways of society, social development.

The outcomes of the needs assessment research inform the creative placemaking program (see criteria chapter 2, p.18) and vice versa. WP2 (needs assessment) and WP4 (creative placemaking) will continuously exchange experiences and inform each other for the duration of the project.

6) Planning

	<u>2024</u>												<u>2025</u>											
<u>Month</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>1</u> <u>2</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>11</u>	<u>12</u>
<u>Action Plan (D4.1)</u>			X																					
<u>Makerweek 2024 (D4.2)</u>																								
<u>Bloemhof festival (D4.2)</u>																								
<u>Placemaking week Europe</u>																								
<u>Blockparty creative program partners (D4.2)</u>																								
<u>Studio Program D4.4</u>																								
<u>Expo's in neighbourhood (D4.3)</u>																								X

7) Budget

Concept budget:	Amount:	Partner:	Comment:
D4.1) From start project and during renovation (2023-2024, 15 months):			
Bloemhof festival program and official kick off event	20.000,00	Rdam	Already spent 2023
Blockparty 2024	5.000,00	Rdam	Additional on 10K Codarts
Bloemhof festival 2024	15.000,00	Rdam	Program
Assumption program/ initiatives 2024:	40.000,00	Rdam	(12.500 for Makers Week 2024 included)
D4.1 program at Putselaan (2025-2026):	46.000,00	Rdam	Inclusive 6 times open call (6K), inclusive program 'Wat we doen'
4.2) Visual arts	110.000,00	WdKa	inclusive final expo and 3 monthly Fair.
4.3) Studioprogramma	52.000,00	AWC	
4.4) Research and educational activities	20.000,00	EUR	Participatory research and educational activities and outputs, incl. Citizen science and stakeholder teaching engagement
			1 design course interinstitutional minor (EUR)/ Co Design MOOC
4.5) Performance arts	120.000,00	COD	Incl. final conference and 10K blockparty 2024
Total program costs (materials, locations, performing artist and makers	428.000,00		
4.6) Other Goods, Works, and Services	32.000,00	AWC?	7,5% van total program costs (production, curator)
4.7) Promotion	20.000,00	WdKa	4% van total program costs (only materials, advertising costs, hours from WP8 incl. Editor function)
TOTAL	480.000,00		

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9) Attachments

- 1) Minutes and sketch ideas from Co-design session “program @Putselaan 178” with stakeholders group

Appendices

Appendix 1

Non-exhaustive list of creative initiatives in target neighborhoods:

In our Needs Assessment phase, we mapped the existing creative initiatives in Rotterdam South. The outcomes of this mapping can be seen in the updated Rotterdam Saus on our website. The next section includes a non-exhaustive list of local initiatives that engage in creative activities that contribute to the artistic and cultural character of the area. In that way, these projects are examples of actors that transform the area into a place that residents feel emotionally attached to and give the neighborhoods a particular character. They do ‘creative placemaking’. This list is included as it is important to make visible the cultural ecosystem of our target neighborhood, in order for C&CP to develop and transform in an organic way *with* the existing creative and cultural network.

Galerie Niffo:²

NIFFO is a gallery and recycle studio with a social and educational function in the Afrikaanderwijk-neighborhood in Rotterdam. NIFFO means nephew in Dutch slang. The name refers to a familiar environment in which different target audiences can come together with the help of different artistic expressions. The gallery operates with a social function, focusing on cohesion and communication as well as talent development of youth from the neighborhood.

Urban Arts³

School of Urban Arts hosts a track of several months where you can acquaint yourself with different Urban Arts disciplines. This includes dance, singing, rap, beats production or spoken word. Participants follow creative workshops, presentations and lectures. During several performances participants prepare for a final show where you work with one or more urban arts disciplines. For ages 8-23 years.

² <https://www.niffo.nl/>

³ <https://www.houseofurbanarts.com/>

Productiehuis Flow:⁴

Productiehuis FLOW is a dynamic and culturally diverse production house located in Rotterdam South. It hosts a combination of cultural expressions ranging from theatre, spoken word, hiphop, literature, music to visual arts. They attract a young and culturally diverse audience, offering space for talent development of youth who have little experience with performing arts due to its inaccessibility. FLOW focuses on youth or young adults between 15 and 24.

Productiehuis FLOWS draws inspiration from hiphop philosophies of life. For example, working in the Wu Tang Way means that every individual runs their own business, but also forms a larger collective. Everyone supports everyone in their individual affairs and especially the people who need it. Another spearhead of the company is to put Rotterdam-South on the map in a positive light and give its residents access to arts and culture.

Cultuurwerkplaats Tarwewijk:⁵

Cultuurwerkplaats Tarwewijk aims to be a place where arts and culture can be produced and presented in order to connect people to arts who otherwise would not have access. It focuses on residents from the Tarwewijk area, offering them a possibility to meet each other and explore common activities that are focused on building connections, improving their own position and that of other residents. Heritage and culture is used for residents to get to know their own neighborhood and city. In turn, this leads to a sense of place that fosters a careful attitude towards their own direct environment.

Roffa Takkies - ikbenwijk:⁶

RoffaTakkies is a platform supported by IKBENWIJ. It serves as a place where stories and opinions of Rotterdam youth are shared in many different formats, like street interviews, podcasts, photo series and video portraits. The goal is to connect youth, engage them in dialogue and make their voices heard. Roffa Takkies works together with professionals to help coach the youth in their development.

The stories that are shared are not just communicated to other young people, but also brought to the attention of policy makers, elderly, businesses in order to close the gap between these groups and young people.

⁴ <https://www.productiehuisflow.com/>

⁵ <https://cultuurwerkplaatstarwewijk.nl/>

⁶ <https://www.instagram.com/roffatakkies/>

*Xclusiv Company:*⁷

Xclusiv is an urban dance company from Rotterdam, offering dance, poetry, music and visual arts. As a dance company, their goal is to give an artistic expression to the essence of the city: its identity, diversity, and societal *swag*. Their goal is to create a positive impact for citizens, society, and creatives.

*Nieuw Charlois:*⁸

Nieuw Charlois is a platform for art and design located in Rotterdam Oud-Charlois. It consists of a space where artists can present their art as well as a website, where work can be sold. A big part of the artists and designers are residents of Oud Charlois. Many artists from this neighborhood are operating nationally and internationally, but their work remains largely invisible on a neighborhood scale.

Oud Charlois has developed its own valuables over the last thirty years born out of the presence of artists and their connection with the neighborhood. The neighborhood has also changed by their presence. Nieuw Charlois was founded with the reason of making the value of the local arts scene visible in their own neighborhood.

⁷ <https://xccc.nl/x-wie-we-zijn/>

⁸ <https://nieuwcharlois.nl/>

Appendix 2

Creative placemaking initiatives by the municipality of Rotterdam



Tunnel of love

Interactive street art

City dressing Songfestival

Best practices creative placemaking in the municipality of Rotterdam

In our Needs Assessment document, we reviewed some international examples that inspire our actions in Rotterdam. In this section, we discuss some great examples of (creative) placemaking activities in the city of Rotterdam that deal with similar contexts as the C&CP. It is important to understand what makes creative placemaking initiatives succeed in Rotterdam for us to draw inspiration and learn lessons from previous efforts.

Some are institutional and municipal initiatives, some are citizen initiatives. All share the commitment to community led projects and urban development, similar to our objective of deep and meaningful involvement of the community.

Het Plein:⁹

Het Plein is a project that is a result of a collaboration between Nieuwe Instituut, Concrete Blossom, YoutDem, and architect studio Spatial codes. This particular project sought to reimagine the Bospolderplein-square in the Rotterdam neighborhoods Bospolder en Tussendijken. The project was rooted in the question of what would happen to an area if its residents were involved from the start with the design of streets, houses, and squares? A community of young residents from the area surrounding the Bospolderplein-square were asked to reimagine and redesign their built environment. Deeply rooted in an immigrant urban context, the material and immaterial heritage of a super diverse city plays a central role in the designing process. Placing local youth at the center of the project to reimagine the Bospolder square allows for locally defined urgencies to guide the urban planning process. There is an intimate understanding of how diasporic communities engage with the outdoors. This project succeeded in translating community demands to the level of urban planning and the institutional level. Crucial for this process was architect Zico Lopes, who played the role of an intermediary by synthesizing community demands into urban design.¹⁰

⁹ <https://www.concreteblossom.com/work/het-plein>

¹⁰ <https://spatialcodes.nl/portfolio-item/botu-symphony/>



Figure. New design of Bospolderplein¹¹

Thanks to the involvement of residents from the beginning of the process, the project was able to design with the social customs and routines of the square in mind. One outcome of this process was the use of sunflower seeds, 'pipas', in the design of squares around the area. Why? Because women would gather on this square and eat sunflower seeds together. This familiar custom was used as a symbol around the square to foster a sense of familiarity and place attachment.

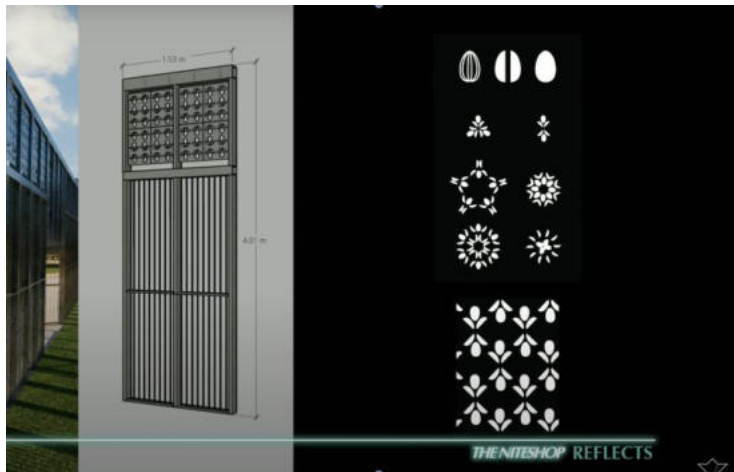


Figure. 'Pipas' are incorporated into the creative design of fences around the square.

Reyeroord:

"Recht op Reyeroord" is a research project from Erasmus University Rotterdam in the Reyeroord neighborhood. Together with local stakeholders and arts initiatives, the municipality, Design&Publics and welfare organizations, the project researches how to give space to youth in the neighborhood. How can they feel welcome? How can they be better represented in policy? And to what extent are citizens involved with

¹¹ <https://www.e-flux.com/architecture/where-is-here/526829/reimagining-public-space/>

city-making in order for them to exercise their 'right to the city'; to what extent are they engaged, empowered and emancipated? ¹²

One part of this project was actually supporting youth to develop, program and govern their own youth hub. This was done through bi-weekly meetings and tailored events with key stakeholders in order to build a sustainable neighborhood alliance and youth council to help youth connect, develop and thrive as an individual but also as part of a group. The project also organized events with larger groups of youth to engage them, let them feel heard and grant them decision making power over the nature of the youth hub itself and its activities. ¹³

Guiding principles of the project was co-creative design in order to account for local, self-defined urgencies and the principle of 'for and by youth': the youth should have a say and agency in running of the youth hub, be seen and heard within the neighborhood and governmental system. ¹⁴



Figure. Notes from co-creative sessions for creating the Youth Hub.

Cult North:¹⁵

Cult North serves as a clear example of an organization with a creative programme that is for and by the community. Its programme consists of arts education and passion development projects with young autodidactic makers from Rotterdam. By acquainting their target group with diverse creative expressions it plays into a sense of happiness and purpose but also provides an infrastructure for professionalization.

¹² <https://www.eur.nl/onderzoek/onderzoeksprogrammas/vcc-projectpagina/recht-op-reyeroord>

¹³ <https://designandpublics.com/work/right-to-reyeroord-2-taking-space>

¹⁴

https://www.researchgate.net/publication/368751384_RECHT_OP_REYEROORD_ruimte_creeren_voor_lokaal_initiatief_februari_2023

¹⁵ <https://cultnorth.nl/beleidsplan/>

Their programme is designed in cooperation with the community to have a range of activities that answers the community's demands. By making the youth co-owner of the events, they work on a sense of responsibility for the community.

Arts and culture are used as a method to develop youth into socially resilient adults, by offering structure and working on soft skills and competencies, such as time management and presenting. By connecting youth, working according to the hiphop principle of 'each one teach one' and keeping contact with wellbeing partners in the city, Cult North takes an important position within the social structure of Rotterdam. It contributes to equal opportunities and social cohesion within Rotterdam North.

Creative placemaking in Eindhoven

In Eindhoven creative placemaking is employed to connect the city's DNA with urban culture (Zuma & Rooijackers, 2020). The municipality actively facilitates the development of (spatial) facilities to support these cultures and to provide a space for their expression. An example of this is Strijp-S, a former industrial building that has been redeveloped into a cultural catalyst for the city.

Strijp-S is now a hub for artists, dancers, producers, and filmmakers. It hosts large-scale cultural events, attracting many (international) visitors. An example of such an event is the EMOVES event, a collaboration between three large urban culture and sports institutions. In 2019, EMOVES harbored disciplines such as breakdancing, which is a new Olympic sport in 2024. Other disciplines are skateboarding, free-running, dj-ing, graffiti and BMX. Over the years, EMOVES transformed from a festival into a platform that supports and strengthens urban initiatives in the city of Eindhoven, empowered by other institutions and the municipality.

Strijp-S is a great example of creative placemaking, where authorities and cultural centers meet and help each other to reach goals: culturally, socially and economically. Institutions facilitate cultural spaces and events, and are therefore bringing people together. This could also be a successful example for Cultuur & Campus, manifesting itself as a space for the people of Rotterdam-South to connect and express different forms of urban culture.

Appendix 3

In this appendix we sum up events in which we participated in 2023 and list future events in 2024 we will be attending.

What have we done?

- June 2023 Photo Expo Boven op Zuid (during Rooftop days Rotterdam)
- 12-18 June 2023 Makersweek, with met Makers op Zuid
- 17 June Bloemhof Festival 2023
- 17 June 2023 Pod/vodcast serie Erasmus Verbindt
- 17 June 2023 with stakeholders to performance “So far, so good” community based theater show
- October 2023 “Placemaking event Municipality (see also attachment 2)
- 19 June 2023 Official Kick Off “C&CP in ’t Gemaal op Zuid
- December 2023 2 days conference “Cultural Currency” with Boymans op Zuid and EMI (180 participants)
- January 2024 Symposium with ESHCC (EUR) students “Creative and sustainable cities”

What's on the agenda in 2024?

- 2024 Makersweek 2024 (May, September, December)
- 2024 Blockparty with local program partners (workshop and breakdance battles during Olympic final Paris August 10th, interviews “Learning curve” with young dance talents), by Codarts.
- 2024 Bloemhof Festival III (workshops, performances and readings)
- 2024 Placemaking Europe (September). Part of inspiration routes.
- 2024 (mei) ‘Living long learning festival’ Lustrum activity EUR
- 2024 weekend van de wetenschap

Furthermore, there are a number of activities/relationships that can lead to (educational) programming

- Eriband in House of Urbans Arts (with Codarts)
- Photo expo Dortselaan ecologie (by Tomas Mutsaert)
- Cozy Wozy film evening (artist presents personal story like “Zomergasten”)
- Moroccan Choir (Nel ten Boden)
- Phill-E’s initiative for support young hiphop artists by orchestra of Codarts
- Espaço Agora Now (WdKA)
- House of Urban Arts, with Winterdao and Makers op Zuid
- Niteshop on de Groene Hilledijk

- Project Overtone
- Pressure cook meetings met Boymans Hilleliet.
- Meetup jonge autodidactische makers onder 23 jaar, in samenwerking met Creatieve Coalitie Rotterdam.
- There are also education/educational activities from EUR, WdKA, IBE, and CODARTS that will be given a place and/or will be linked to initiatives



4.1 Booklet

SOCIAL & CULTURAL PROGRAM

Cultuur&Campus Putselaan



PARTNER SPECIAL



June, 8th, 2024 13h-17h

Bloemhof Festival

A neighborhood festival organized for and by residents. Cultuur&Campus presents circus workshops (Codarts), sustainable playground equipment, coral growing workshops and a quiz about city birds and a clothing repair cafe with clothing exchange. An opening by councilor Achbar of well-being and coexistence. We bring formal and informal worlds together in a playful way.

www.putselaan.nl

SUSTAINABLE

BEAUTIFUL

TOGETHER

PARTNER SPECIAL



July, 6th, 2024 12h-18h

Hillevliet Festival

During Hillevliet Festival (a local, creative breeding ground) Cultuur&Campus Putselaan presents "Olympic break" in co-creation with KarimMoves, a local break dance community. Dance Battles, performances by legends and interviews with talented kids. With Codarts we will organize interviews with local, young talent. The main question is what "break-dance" brings them in live? And of course there are breakdance battles with a finale between the 8 best dancers. This all is a warming-up program for the Olympics 2024 in Paris, where 'Breaking' is a new Olympic Sport. With hopefully a local finalist Menno van Gorp.

www.putselaan.nl
www.karimmoves.nl

BEAUTIFUL

TOGETHER

PARTNER SPECIAL



August, 8th, 2024 13h-17h

Olympic Break

In a Podcast show with local dancers (legends), teachers of Codarts and hopefully an Olympic breakdance athlete will evaluate the Olympic Finals. How can break-dance and informal culture influence the formal way of teaching dance? And vice versa. The podcast show is open to the public.

www.putselaan.nl
www.karimmoves.nl

BEAUTIFUL

TOGETHER

PARTNER SPECIAL



September, 16th, 2024
Exposition "Front Window"
 by Tomas Mutsaers

"Front Window" is a photographic work that explores the notions of home, chronic illness, and the impact on the relationship between the individual and society. Drawing from Tomas Mutsaers' personal experience with Long COVID and the resulting period of physical and social isolation, he delves deeper into the concept of a space that is simultaneously a refuge and a constraint. Everyday life literally passed him by, leading Mutsaers to investigate the dynamics of observing while in a state of isolation. Through his photography, Mutsaers invites us to witness the world beyond his window, where the ebb and flow of daily life are distant yet intimately close. "Illness is the night-side of life, a more onerous citizenship. Everyone who is born holds dual citizenship, in the kingdom of the well and in the kingdom of the sick. Although we all prefer to use only the good passport, sooner or later each of us is obliged, at least for a spell, to identify ourselves as citizens of that other place".

Susan Sontag

BEAUTIFUL

PARTNER SPECIAL



September, 16th, 2024
Skills for creative ecosystems in transition

"Skills for creative ecosystems in transition: A Workshop organized the New European Bauhaus Cultuur&Campus Putse- laan" workshop which will be part of the Rotterdam Programme of Creative Skills week (<https://creativeskillsweek.eu/>) more info to be released soon

SUSTAINABLE

REGULAR PROGRAM



September 2024 – May 2025
 Monthly program
Repair cafe

Every third Friday of the Month we present a repair cafe with local residents, craftsmen. (collaboration between profs and citizens, promotion technical jobs, repair instead of buying new). (fashion, tech). HEF College/ Cultuurhuis Feyenoord, De Makerij.

SUSTAINABLE

REGULAR PROGRAM



September 2024 – May 2025
Monthly program
**Making
and presenting art**

Every third Wednesday of the month "Kunstwerkplaats". With students VdKa, Local artist, PUTSEbocht collective? Or working with NIFFO? a own program? Inspired by

BEAUTIFUL

REGULAR PROGRAM



September 2024–May 2025
Monthly program
A walk @ Bloemhof

With Rachid, a local program makera walk and talk through the neighborhood. What gives it to you? What is strength? But also what worries you? What can education, research and creativity add to your life and the lives of your neighbors?

TOGETHER

REGULAR PROGRAM



September 2024 – May 2025
Construction site visit

Every last Friday of the month there is a guided tour for local residents during the renovation period. Organized and carried out by students from Rotterdam University of Applied Sciences. Creative makers and local residents are welcome to view the renovation and think about the program that the partners can offer.

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TOGETHER

PARTNER SPECIAL



September, 30th – October 6th
**Makersweek
 @ Dokhuis**

The Makersweek is a unique initiative in Rotterdam that fosters creativity, innovation, and entrepreneurship. It allows Rotterdam residents, regardless of their educational background, to attend workshops and lessons taught by local instructors. The goal is to create a platform where teachers can showcase their talents. The event enhances community engagement in arts and crafts while simultaneously promoting innovation in Rotterdam's education system. During the Makersweek-project, workshops are organized in which local teachers can share and promote their expertise, and participants can attend lessons and workshops that are not always easily accessible to everyone.

www.dokhuis.nl

TOGETHER

PARTNER SPECIAL



November, 15th, 2024
**Stadsmakerscongres
 @ Theater Zuidplein**

Every last Friday of the month there is a guided tour for local residents during the renovation period. Organized and carried out by students from Rotterdam University of Applied Sciences. Creative makers and local residents are welcome to view the renovation and think about the program that the partners can offer.

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TOGETHER

PARTNER SPECIAL



December, 23th–24th, 2024
**Christmas Dinner
 @ Mealprep Cafe**

A Christmas dinner meal prep cafe in co-creation with Public Food. With residents and a local chef together we will make a three course, vegetarian Christmas meal for the Christmas days.

www.publicfood.org
www.mensa-mensa.nl

SUSTAINABLE

TOGETHER

REGULAR PROGRAM



Spring 2025

Opening Putselaan Building

Join us for a week-long celebration as we open the doors to Cultuur&Campus Putselaan, Bloemhof's new cultural and educational center in the heart of the neighborhood! The Cultuur&Campus partners have an exciting program filled with a variety of activities for all ages. Come and be a part of these vibrant festivities, featuring a grand opening, art workshops, educational seminars, music and dance performances and more.

SUSTAINABLE

BEAUTIFUL

TOGETHER

Appendix 4

Q3 2024 Update

Activities: 7 activities

Program Partners: 16 local partners

Visitors: 2600 visitors

Summary:

Over the past few months, through various creative and social programs, we have sustainably strengthened relationships in the area, created space for research, created learning lessons for our unique collaboration and amazed people.

A number of programs were planned (according to leaflet 4.1 action plan) and emerged from existing network and relationships. We also responded to opportunities within the network with two events. In the project consultation with the partners, we first critically looked at the opportunities and the possibilities to achieve our objectives, when co-organizing the 'issue wrestling' event "The dark side of placemaking" and the workshop with Oceanlab010 during the annual "Sustainable Summit" at the Rotterdam University of Applied Sciences/EUR, a conference on sustainability, research and education.

July 2024

Bloemhof festival 2024

Commissioned by the City director of the Bloemhof district, residents, housing cooperatives, welfare organizations, local creatives and educational organizations organized a festival for and by the district. For the second year, Cultuur&Campus Putselaan was co-organizer and strengthened the festival with a creative and educational program and ensured connection with the network of the institutes. From social and creative initiatives, we made the connections with social challenges in the neighborhood, and we continued to build on relationships.

With the local vintage store "Blend", the Zadkine college and fashion students from the WdKa and Stichting Bruggenbouwers, we organized a fashion village with a fashion show of self-made designs by primary school students, a clothing exchange market and a clothing upcycling workshop. (Research of fast fashion/ gentrification vintage.)

The local ornamental bird association provided a quiz about city birds. In addition, they exhibited various types of ornamental and songbirds, beautiful and connecting different cultures. Oceanlab010, a local coral breeder, also provided workshops about symbiosis in the underwater world and how we, as a neighborhood, can learn from the underwater ecosystem.

Connecting art, education and ecology through creativity and fun, there were several workshops for visitors to attend, with nail art, circus acts, dance, spoken word, painting and cuttings.

At the festival there was also place for social institutions: there was room for the police (with a game for young people), the project organization of 'Bloemhof soil subsidence' and SOL welfare organization. The informal atmosphere and connecting role of neighborhood workers sparked valuable conversations about often difficult situations.

<https://likejewijk.nl/feijenoord/ruim-1500-bezoekers-genieten-van-bloemhof-festival-geweldige-dag/>

August 2024

Olympic Break – With Karimmoves

In the run-up to the 2024 Summer Olympics, where “Breaking” is a new sport, we are presented with a dance battle. Local talent competed against each other, under the watchful eye of a jury with national breakdance legends. Menno van Corp, who represented the Netherlands in the Olympic Games, also participated. The talent scouts from Codarts were present and talked to the participants. A great opportunity to learn from each other's educational forms.

In addition to the dance battles for young people in two categories (<14 years and >14 years), there was a presentation about the origins of this art form and the skills children acquire when they practice this dance form. Hip-hop culture plays an important role in the value of reciprocity in learning forms ('each one, teach one'). A fitting value for our vision of programming together with the neighborhood.

A second program component of this collaboration was the recording of a podcast series. Breakdance legends and new talent discussed the artistic value of the art form, the role that the 'breaking' culture can play in societal challenges (such as educational drop-out, informal teaching and movement) and how to create a sustainable connection with institutional organizations such as Codarts.

The podcast series is available for the Rotterdam breakdance scene, policymakers Culture and Sports of the municipality and for the students and teachers of the dance academy. The aim of the Battle and podcast series is to better understand this art form that has not yet been formalized in our cultural policy, to measure its impact and to find a way for validation within arts education and municipal policy.

August 2024

Hillevliet festival with residents Hillevliet 90.

The C&CP project team has a temporary co-working space located at Hillevliet 90, a workplace with a community of cultural and social organizations. This allows us to build relationships and be present in the neighborhood, even before the opening of the Putselaan.

During the annual Hillevliet Festival, where all residents of the location open their doors to local residents, the office of Cultuur&Campus was also open. Not specifically with a program, but for the conversation with the neighborhood. Lesson(s) learned: The location is characterized by a community that, in addition to the physical location, also has the same interests. Namely social/societal and creative.

A third party that facilitates and operates the location is important for building synergy. Parties themselves are 'too busy' with their own organization/programs and in 1-on-1 meetings. A feeling of 'competition' can also arise.

Due to a common goal, driven by a community builder, this festival was a success. This is an important lesson for our own location to be developed on the Putselaan, where various parties also will establish themselves.

September 2024

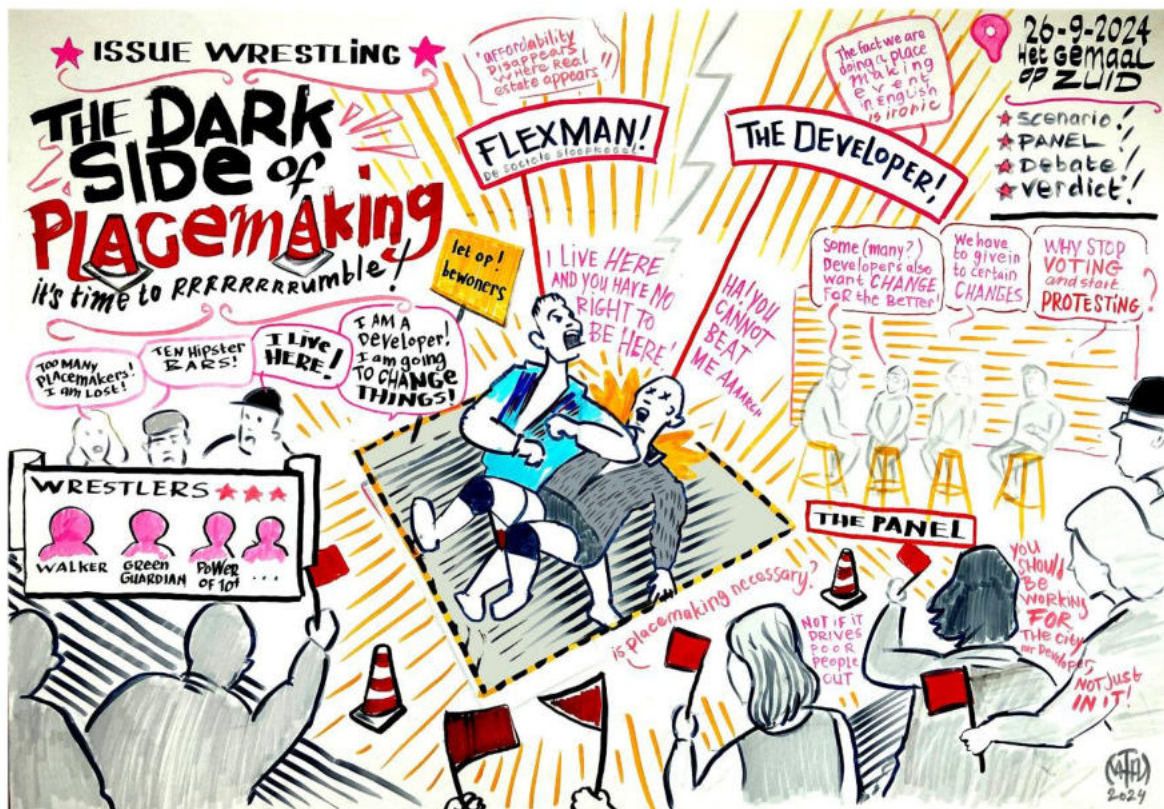


Issue wrestling “The Dark side of placemaking” with Natasha Taylor.

During the European Placemaking Week in Rotterdam, we did not want to miss the opportunity to present a program around placemaking for both professionals (from the international conference) and interested Rotterdammers. The

subject is relevant in the city and many residents do not always see placemaking activities as something positive. We also felt that this voice should be given a

platform. In collaboration with artist Natasha Taylor and the Afrikaanderwijk Coöperatie, we have, based on participatory neighborhood research, collected various topics for the 'issue wrestling'. Real wrestlers were linked to the statements of residents and fought out in the ring. The wrestlers were fed by a panel consisting of a policy officer from the municipality, a local project developer, a committed resident and the editor-in-chief of a local platform for the hard-thinking Rotterdammer. An exciting evening with sharp conversations and surprising perspectives. A valuable addition to a beautiful week of placemaking throughout Rotterdam.



September/October 2024

Makersweek with “Makers op Zuid en Dokhuis” (five days)

Makersweek is a short period in Rotterdam South in which creativity, innovation and entrepreneurship are central focus. This unique event offers a wide range of workshops and meeting moments, where Rotterdammers get the chance to develop their creative ideas and projects. What makes Makersweek special is that local Rotterdammers can register themselves to give workshops, which creates a dynamic and diverse programming, and the value of informal teachers can be tested and given a platform.

The first edition of Makersweek took place in Rotterdam South in the Raadhuis and attracted more than 150 visitors. This edition laid the foundation for an event that increases the visibility of local makers and promotes networking opportunities. Thanks to this success, where Cultuur&Campus was also a program partner, Makersweek has been expanded to another location in Rotterdam South to further stimulate the exchange of knowledge, ideas and resources.

This edition took place at the Dokhuis, Stichting Nivoz. The programming included: journalism workshop, lecture on personal development and mental awareness, poetry lesson, blend clothing swap Soul Studios: vintage clothing with hand-painted (re)branding, lecture “The road to actor and artist”, opening of the exhibition with the working title Verschilmaker, including a talk show and workshop Mini African Food Festival. This edition attracted 250 visitors and enabled more than 20 teachers/workshop leaders to connect with each other and the formal institutions.

<https://dokhuis.org/dokhuis-host-makersweek-in-oktober/>

October 2024

Sustainable Summit workshop with OceanLab010

During the annual Sustainable Summit organized by the Rotterdam University of Applied Sciences and Erasmus University, Cultuur&Campus had the opportunity to talk to students and professionals in the field of sustainable policy, research and start-ups during the closing Fair. For the Fair, we invited sustainable entrepreneur Burhan from OceanLab 010 to connect with visitors with a workshop on building boats with residual materials. There, he spoke informally about his project ‘Maasrakkers’ and we were able to give the ideas of Cultuur&Campus a platform. Lesson(s) learned: The ‘last minute’ opportunity gave us the chance to spontaneously join in and connect sustainable (inter)local entrepreneurs and students. We left the content of the workshop to the programme partner. We

noticed that our 'organisational culture' prefers more certainty and control than the control that the programme partner wants. This is an interesting experience. Does the control make the result better? Does letting go of certainties give a greater chance of spontaneous encounters and unexpected results?

<https://www.eur.nl/en/events/sustainability-summit-2024-2024-10-11>



November 2024

Pilot Walk “This is what I find... beautiful/sustainable/together” with “Wat We Doen”

“Wat We Doen” is a community-based theatre maker and a locally composed editorial team, with whom we are creating a series of audio tours that all start from the same point in Bloemhof, Putselaan 178. These walks through Bloemhof and Afrikaanderwijk are based on walks that residents of the neighbourhood have taken together with (art) students and (art) professionals (“inner-city residents” and “outside-city residents”). On these walks, an inner-city resident and an outside-city resident showed each other the neighbourhood based on the question: what do you find beautiful? This question ‘forces’ the inner-city resident to look at the neighbourhood with new eyes and the outside-city resident to explore the neighbourhood.

In addition to the audio tours, there will be a series of photos by photographer Sanne Donders with the most beautiful places and portraits of the various walkers. These photos can be hung in the building at the Putselaan, but can also be used in online campaigns. In this way, these encounters also become visible to a larger audience. The process of making is an essential part of building an ever-growing group of people from different worlds who meet and exchange.

The audio tour is available for guests of the Putselaan and students from Codarts, WdKa and the EUR are offered the audio tour as part of the onboarding at this location.

Change compared to the leaflet (4.1 action plan): The Expo by Thomas Mutsaert that is in the leaflet of action plan 4.1, did not take place this year. The location for the exhibition was not available. We are now looking together at the possibility of exhibiting the photo work (with a story about hidden loneliness) in our own location on the Putselaan.

Appendix 5

Q4 2024 Update

Activities: 3 activities

Program Partners: 5 local partners

Visitors: 140 visitors

Summary:

In Q4 2024, we continued to build on our network and educational collaborations, realizing three programs that contributed to creative placemaking and knowledge exchange. One planned event, the Holiday Mealprep and Educational Workshop (as outlined in leaflet 4.1), was successfully executed. Additionally, two more initiatives emerged through connections with established partners and the educational program of Erasmus University: a Workshop/Q&A with WdKA and a symposium on 'Creative and Sustainable Cities' with Erasmus University students. These programs bridged research and practice, fostering dialogue on sustainable urban development.

December 2024

Holiday mealprep and educational workshop

Together with Public Food (www.publicfood.org), we organized an educational baking afternoon with 20 students from two primary schools in the Bloemhof district. The children worked together to make vegan sweets, challenging their perceptions about plant-based ingredients. This playful approach to sustainability led to a tasting session with their parents, sparking enthusiasm about the delicious results. Through this workshop, Public Food's narrative of sustainable cooking was shared, while Cultuur&Campus experienced firsthand the power of communal food-making. Hospitality continues to be a key component of our program, enhancing the accessibility and community feel of the Putselaan location.

Workshop, Q&A WdKA x Grondstoffenstation x CATPC

This session explored how cooperative initiatives contribute to regenerative, sustainable processes through art. Two pioneering projects were spotlighted:

1. **The Raw Materials Station** at the Afrikaandermarkt collects residual materials—like cardboard, plastic, and wood—and repurposes them for new creations. This initiative not only supports circular economies but also generates income for 12 local residents. Designed by SuperUse architects, the station recently won the Rotterdam Architecture Prize and plays a vital role within the Afrikaanderwijk Cooperative, which fosters local solidarity by offering consultancy, cleaning services, and operating the Gemaal Op Zuid cultural hub.
2. **CATPC (Cercle d'Art des Travailleurs de Plantation Congolese)** is a cooperative in Lusanga, Democratic Republic of Congo. By creating and selling art, former plantation workers generate income to reclaim land depleted by colonial exploitation, transforming it into a food forest. CATPC's efforts have already restored hundreds of hectares and established the White Cube Museum, designed by Rem Koolhaas. This initiative was showcased at the Venice Biennale as the Dutch contribution, in collaboration with Human Activities, led by artist Renzo Martens.

The evening featured presentations, a Q&A, and a workshop encouraging participants to translate these regenerative practices to their own communities. Attendees included members of the Afrikaanderwijk Cooperative, stakeholders from Bloemhof and Hillesluis, cultural leaders, ecology advocates, students and staff from WdKA and the Piet Zwart Institute, Rotterdam Municipality representatives, and other cultural organizations. The event attracted around 50 visitors.

January 2025

Symposium “Creative and Sustainable Cities”

This symposium showcased the innovative research of EUR students enrolled in the 'Creative and Sustainable Cities' course. In collaboration with OASE (a creative event space in Rotterdam), Cultuurhuis Feyenoord (a program partner at Hillevliet), and Cultuur&Campus Putselaan, the symposium explored critical urban themes such as neighborhood branding, gentrification, community engagement strategies, and social impact. By facilitating conversations between students, community leaders, and cultural organizations, the event contributed to our ongoing exploration of sustainable and inclusive urban development.

Appendix 6

Q1 2025 Update

Activities: 5 activities

Program Partners: 9 local partners

Visitors: 1000 visitors

Summary:

In recent weeks, Work Package 4 has focused on preparatory production work for upcoming placemaking events, such as the Bloemhof Festival (June 21, 2025) and a series of audio tours (three productions and a soft launch on June 21). In addition, we invested further in strengthening our local network and team. Notably, and diverging from Action Plan 4.1, the Municipality of Rotterdam (Department of Culture) has taken up the role of “honest broker”.

Organisational and Network Strengthening of the Local Cultural Ecosystem

We have worked in various ways to strengthen relationships in the neighbourhood through creative placemaking activities. Contrary to the original plan, we added a team member in the role of honest broker. The Municipality of Rotterdam recognises the importance of building relationships and trust with residents and socially sustainable local initiatives. This role enables us to deepen these relationships, sharpen the focus of our placemaking activities, and lay a stronger foundation for long-term goals—creating a fairer and more beautiful neighbourhood through new forms of collaboration.

Cultuur&Campus also held exploratory talks with CultuurConcreet, a municipal intermediary tasked with identifying and supporting neighbourhood-based cultural initiatives. We now hold weekly discussions on programme opportunities and connect these with our location and network. There are opportunities to jointly fund and develop initiatives further.

Building and Renovation (April 2025-June 2025)

From WP4, we have strongly advocated for the inclusion of a hospitality function and a garden programme in the building plans. For real accessibility and collaboration with local partners, it is essential that these design and implementation steps are not isolated but have a sustainable, long-term character. By positioning these building-related renovation elements as part of the creative placemaking programme, we can create shared ownership. We do this by

co-designing and realising them together with the neighbourhood (primary schools, the district manager, and the city ecologist).

For the hospitality concept, we are working with local caterers to develop a space that fosters connection and offers healthy, delicious food. This allows us to create a design that not only serves the community during the operational phase, but also supports the educational partners' programmes—providing a space where alternative forms of learning take centre stage.



Audio Tours: “What Do You Find Beautiful, Collective, and Sustainable?” (March-June 2025)

The audio walks developed by Cultuur&Campus Putselaan offer a unique way to discover the Bloemhof neighbourhood through the eyes of both residents and professionals. Each episode features a walk with a local resident and a representative from one of the Cultuur&Campus partners, such as the Willem de Kooning Academy, Erasmus University, or Codarts Rotterdam.

Together, they discuss themes such as beauty, community, and sustainability. These walks allow participants to see Bloemhof through the perspectives of both insiders and outsiders. The audio tours are part of the student onboarding programme and are also intended as inspiration for policymakers and education professionals. The activity is a collaboration with “Wat We Doen”, a community-based theatre company.



Dance Battle – Hillevliet Festival (March 2025)

For the second time, Cultuur&Campus is a programme partner in the Hillevliet Festival. Through a dance battle for all ages, we connect local dance talent with our educational partner Codarts. The event creates space for discussions about talent development and highlights how dance can be used to strengthen personal confidence and mutual learning. We work in partnership with Karimmoves, a local dance school.



Knowledge Sharing

The Cultuur&Campus project is not only locally relevant but also serves as an inspiring and innovative model nationally. This was recently reflected in a featured article by Platform31, a national knowledge and networking organization for municipalities and public bodies.

[Cultuur&Campus combineert kunst, onderwijs en onderzoek op Rotterdam-Zuid – Platform31 | Kennis en netwerk voor stad en regio](#)

Construction Site Tours (March 2025-September 2025)

We recently hosted several site tours to engage key stakeholders and increase support:

- TU Delft's executive board and programme team visited while exploring locations in Rotterdam for a future exhibition space and office connected to local programming.
- The Academy of Architecture visited to explore possible collaboration, where professionals, students, and residents work together on spatial challenges in the public space.
- Members of the city council's Sports, Education and Culture Committee (from five political parties) joined a tour and Q&A session to deepen their understanding and support for the project.
- Parent consultants from local primary schools and the Bloemhof youth district council were also invited for a site visit. It was a valuable meeting to discuss the social and cultural needs of the neighbourhood and how Cultuur&Campus Putselaan could become a space that supports them.



Appendix 7

Q2 2025 Update

Activities: 2 activities, 5 in development

Program Partners: 7 local partners

Visitors: 850 visitors

Progress Report - Work Package - 4 August 2025

Bloemhof Festival & Break Battles

On 21 June 2025, we took part in the Bloemhof Festival, which featured spectacular break battles for all ages. The event brought vibrant energy to the neighbourhood and connected local dance talent with our education partner Codarts. Visitors enjoyed dynamic performances, spontaneous collaborations, and inspiring encounters.

In collaboration with Stichting Steensoep, we also opened our garden to the public during the festival. Children could go on a bug safari to discover the insects and animals living in the garden. They were also invited to share their ideas for what they would do with the garden if they were in charge. This input will be used to further enrich the garden programme and align it more closely with the wishes and ideas of young residents.

Garden Participation

In collaboration with De Sleutel Primary School and Stichting Steensoep, we have started the first after-school garden lessons as part of the school curriculum. The garden is evolving into a green learning environment where children actively learn about nature, sustainability, and cooperation.

Digital Playground Project Roots

We are currently developing Roots in collaboration with Digital Playground, a media and cultural education centre. The project will give students the chance to explore nature in their city and learn each other's stories. They will visit the Botanical Garden and research their cultural backgrounds. At Verhalenhuis Belvédère, they will create

personal stories, raps, or poems that connect their own histories with plants that have travelled from all over the world to Rotterdam.

Girls' Club & Youth Council

We are in discussions with local clubs to explore how we can provide them with a long-term place within our facilities and connect their activities to our thematic programming.

Neighbourhood Collection 010

We are working with Wijkcollectie 010 to collect stories from the neighbourhood. These stories provide valuable insights into what is happening locally and will serve as inspiration for future programming.

Archiklas

With Archiklas, we are exploring how physical space can best support learning, collaboration, and placemaking.

From Placemaking to a Long-Term Movement

We continue to work on an approach that transforms current placemaking activities into a sustainable, lasting movement for the neighbourhood. This involves strengthening collaboration with local partners, expanding our network, and developing projects with a lasting impact on Bloemhof

Appendix 8

Q3 2025 Update

Activities: 6 activities, 6 in development

Program Partners: 10 local partners

Visitors: 700 visitors

Progress Report Work Package 4 – 11/11/2025

Introduction

Since the opening of the building in September, efforts have focused on activating and shaping Cultuur & Campus as an accessible space for the neighborhood, makers, partners, and students. The focus has been on providing space, developing programming, and building a network in and around the garden and the building. During this period, multiple activities and collaborations have been initiated that contribute to the sustainable development of the site.

Stakeholder Garden Session 3 – 24 August

On August 24, the third stakeholder garden session was organized together with Stichting Steensoep for local stakeholders. Attendees included residents, artists, entrepreneurs, Erasmus University representatives, and members of the Afrikaanderwijk Cooperative. During this session, progress to date was presented, ambitions for the coming period were shared, and valuable feedback was collected. The session resulted in four concrete proposals for further development of the garden and led to the formation of a garden team actively engaged with the space.



Getting Started with the Garden Team – 5 November

On November 5, the first joint garden session took place with the newly formed garden team. Together with local residents, flowers and bulbs were planted, and plans for the upcoming season were developed. The session concluded with a shared meal, demonstrating the “magnet effect,” as more people gradually joined and took ownership of the garden.



Garden Assembly – 12 October

The Garden Assembly on October 12 brought together residents, families, artists, and partners for a day full of activities. Highlights included the workshop ‘Insect Town’ by artist and NestBuilder Sam Niehorster, a joint barbecue in collaboration with De Wijkkeuken van Zuid, and a film screening of *Une île et une nuit* (100”) by the French collective Pirates des Lentillères, introduced by one of the filmmakers. The event demonstrated how the garden serves as a low-threshold meeting place where ecology, culture, and community intersect.



Meeting with Youth Work Parties – 22 August

On August 22, a meeting with all youth work parties in the neighborhood was held to explore collaboration around talent development, youth participation, and the role of Cultuur & Campus as a safe and inspiring place for young people.

Open Monument Day – 13 September

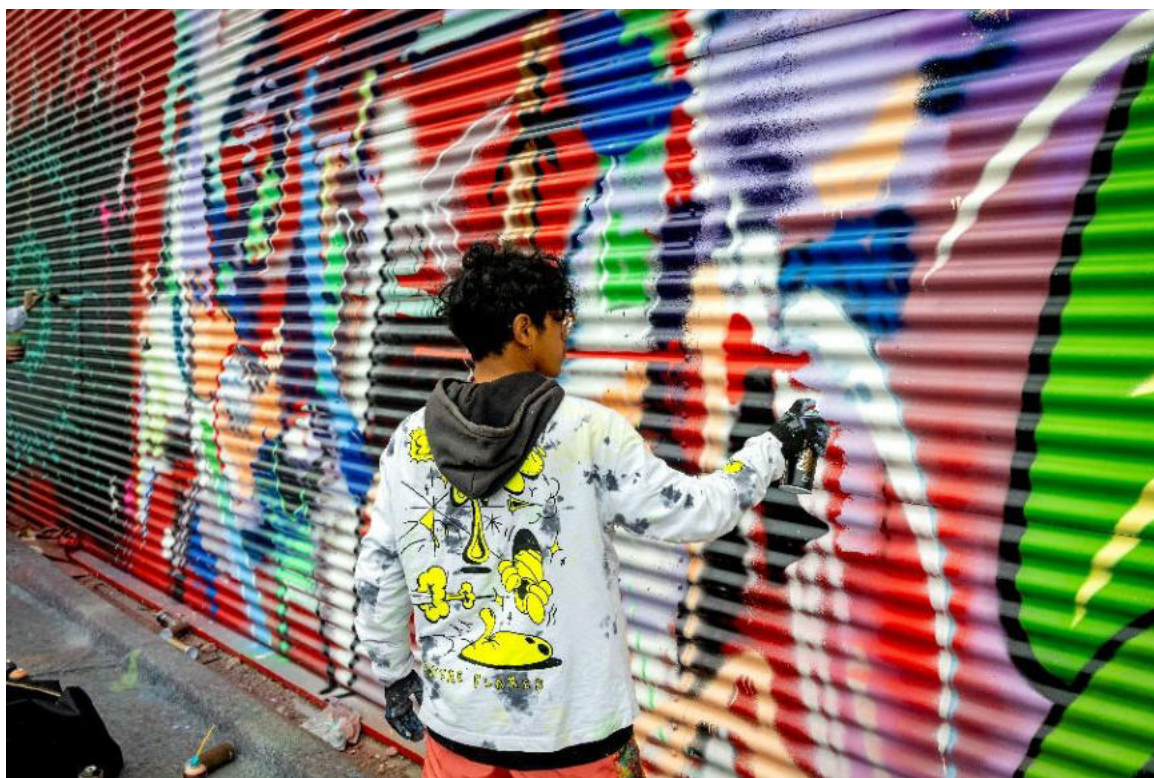
During Open Monument Day on September 13, the building was opened to the public. Visitors were invited to contribute to the future of Cultuur & Campus on an inspiration wall, join a guided tour by the architect and team, meet active partners, and learn about planned activities and workshops. The event provided visibility, connection, and engagement among residents, students, and city-wide visitors.



Graffiti Practice Wall – Open Art Wall

During this period, the first legal Open Art Wall in Rotterdam-Zuid was inaugurated: a 150-meter-long wall where artists, students, and enthusiasts can create street art freely and legally. The wall is available from sunrise to sunset and fosters creativity, talent development, and community spirit. This facility contributes to the creative ecosystem in Zuid and provides a safe, regulated space for street art.





Upcoming Activities

Cultuur & Campus Opening – Contributions

Exhibition + Workshop ‘Painting with Nature’ – by Miriam del Seppia

Exhibition ‘What We Do’ – permanent audio tour about the process and neighborhood walks

Exhibition ‘Putselaan 178’ – by Theo Huijgens, including a short documentary about the last monks who lived in the building

Archi Class - Chairs for the Future (17 November)

On November 17, Archi Class will run ‘Chairs for the Future,’ inspired by Jan Terlouw’s concept, where children from SOL and De Sleutel Primary School will create recycled chairs representing children’s perspectives in decision-making.

Podcast

A podcast series with FLOW Productions, exploring how culture and social entrepreneurship can drive democracy from the ground up.

The spark: the upcoming 2026 local elections.

We head into the neighborhoods to unrecognized cultural spaces and emerging community leaders to hear their stories. Stories about place, trust in government, and the issues that matter most to their communities.

The series has a dual purpose: to invite policymakers to truly *listen* to life on the ground, and to inspire residents to make their voices heard, both in conversation and at the ballot box.

International Women’s Day - 8 March

On March 8, C&CP will host a festival for women and girls of all generations from diverse communities in Zuid. The festival provides space to share stories and talents, be visible, and inspire one another. The global theme ‘Not My Right’ is interpreted positively, focusing on empowerment, visibility, and what women can achieve together.

Film Screenings ‘(Be)Invloed’ - City Solid x Quardin

Through our work in the social, cultural, and safety sectors, we support young people who consciously distance themselves from negative influences and seek positive growth. With (Be)Invloed, they develop as positive influencers within their families, friends, and communities. The higher goal is awareness and prevention of negative

choices, creating a positive cycle of influence across Charlois, Feijenoord, and IJsselmonde.

C&C x Oceanlab 010 x Stichting Steensoep SKAR Garden:

Green spaces are used as safe learning environments where youth receive lessons at the intersection of water management and ecology. Burhan also leads initiatives to enhance both the educational and ecological value of the garden

Appendix 9

Q4 2025 Update

Activities: 6 activities, partly still in development

Program Partners: 25 local partners

Visitors: 820 visitors

Progress Report Work Package 4

Introduction:

In the weeks following the opening of the building, the final conference and exhibition have focused on connecting networks to the new location and its programmes. To accelerate this process, we launched an “open call,” inviting social and creative initiatives from the neighbourhood to apply for a space and a small programme budget. The final programmes will be announced in March 2026.

Through Work Package 4, recent efforts have concentrated on enhancing the sustainability of programmes. Drawing on lessons learned from the NEB project and aligning with the Municipality of Rotterdam’s policy objectives regarding social development (culture, education, inclusivity, and well-being), seven programme lines have been developed. In the coming period, these will be implemented with dedicated financial resources, measurable targets, and the active involvement of local stakeholders.

Placemaking Activities

In the meantime, several placemaking events were organized:

Podcast – “The Voice of Zuid”

The accompanying paper “*The Heartbeat of Charlois*” explores the complex social dynamics of Charlois, where survival dominates daily life and formal political participation is low. Informal networks provide mutual aid and social cohesion, yet many residents feel disconnected from institutions, often perceiving elections as distant and ineffective. Interviews with residents such as Nigel, Chevy, Anna, and Harriet capture lived experiences, revealing human stories behind statistics. By providing residents a platform, the project transforms them from abstract data points into active protagonists, validating their voices and highlighting social resilience alongside psychological challenges.

The paper emphasises that initiatives such as podcasts and talent development can bridge gaps between generations, newcomers, and long-time residents, fostering

understanding and empowerment. Key recommendations include: investing in informal community hubs; using the podcast as a continuous tool for storytelling and civic engagement; addressing perceptions of insecurity through relational visibility rather than enforcement; supporting newcomers through mentorship; and translating political issues into tangible, everyday relevance. The overall objective is to transition Charlois from a neighbourhood focused on survival to one that thrives through connection, shared narratives, and active participation.

The four-part podcast series gives voice to “The Voice of Rotterdam South” in the context of the upcoming municipal elections (March 2026). Informal creators and social entrepreneurs from the neighbourhood, who have local impact yet experience a significant gap between themselves, their communities, and institutions such as the University and the Municipality of Rotterdam, were invited to participate.

WdKA Students – Garden Programme Brainstorm

Garden Stories – WdKA students were invited to develop ideas for the garden archive, exploring ways to make garden stories visible. A radio station is being established as part of this initiative, with potential to develop into a podcast. Potential contributors include: ecologists, gardeners, members of the garden team, and local residents sharing neighbourhood insights. Below the visualized outcomes of these sessions.



Women's Days

- **March 1 – Day of Women of Colour / Her Colour, Her Strength**

On Sunday, 1 March, participants met inspiring women and attended talks during *Her Colour, Her Strength*.

Moderators: Indirah Tauwnaar and Meanke Burnet

Speakers:

- *Angeney Tamaica* – Entrepreneur, trader, and coach, guiding women in mindset development, financial empowerment, and independence.
- *Nowel Rakik* – Founder of CultiMunity, a community platform fostering cultural heritage preservation, intergenerational exchange, and social cohesion.
- *Queen Albertus* – Founder of Breaking the Silence, empowering participants to break taboos and reclaim their voices.

Dag van de Vrouw van Kleur

HAAR KLEUR HAAR KRACHT

ZONDAG 1 MAART | 15.00 - 20.00 UUR

MODERATORS
INDIRAH TAUWNAAR & MEANKE BURNET

SPREKERS



ANGENEY TAMAICA
Ondernemer, trader en coach

Op 1 maart begeleidt zij vrouwen in hun groei op het gebied van mindset, financiële kracht en zelfstandigheid. Zij gelooft in generational wealth en het doorbreken van patronen om hun droomleven te creëren.



NOWEL RAKIK
Visionair en oprichter CultiMunity

Met het programma Dromen in Beeld creëert zij ruimtes waarin vrouwen hun erfgoed eren en hun dromen zichtbaar maken. Vanuit haar eigen ervaring met verlies en migratie spreekt zij over wat er verloren gaat wanneer culturele overdracht stopt en over de helende kracht van community en verbinding.



QUEEN ALBERTUS
Oprichter Breaking the Silence

Een beweging die mensen helpt om taboes te doorbreken en hun stem terug te vinden. Vanuit haar persoonlijke verhaal leert zij op 1 maart anderen om verantwoordelijkheid te nemen voor hun heling en groei.

Schrijf je in via de link of mail naar weekvrouwen@gmail.com
Locatie: Cultuur & Campus Putseleaan 178





- **March 8 – International Women’s Day / Dromen in Beeld**

Nowel Rakik led the *Dromen in Beeld* programme, creating spaces for women to honour heritage, articulate dreams, and explore intergenerational and migratory perspectives. Activities included:

- Introduction on female heritage and future perspectives by Nowel Rakik
- Workshop *Living from Your Cycle Power* – Edna Dias (Dias and You)
- Henna art workshop *Patterns in Connection* – Fatima Oulad Tahmi (Hand of Fatima)
- Communal iftar, Ramadan documentary, and dialogue

ZONDAG 8 MAART

DROMEN IN BEELD

INTERNATIONALE VROUWENDAG

PROGRAMMA

14.00 – 14.30 UUR INLOOP EN OPENING
OPENING DROMEN IN BEELD
INTRODUCTIE VROUWELIJK ERFGOED EN TOEKOMST
MET (NOWEL RAKIK) CULTIMUNITY EN CULTUUR & CAMPUS PUTSELAAN

14.30 – 18.00 UUR (MET PAUZES)
WORKSHOP DE CYCLUS VAN DE VROUW
DOOR EDNA DIAS (DIAS AND YOU)
WORKSHOP HENNA KUNST - PATRONEN IN VERBINDING
DOOR FATIMA OULAD THAMI (HAND OF FATIMA)

18.15 – 19.45 UUR IFTAR, RAMADAN DOCUMENTAIRE EN DIALOOG
RAMADAN ALS CULTUREEL ERFGOED EN DE VROUWELIJKE ROL
BINNEN SPIRITUELE TRADITIES
MET CULTIMUNITY EN CULTUUR & CAMPUS PUTSELAAN
(GEBEDSRUIMTE AANWEZIG)

19.45 – 20.00 UUR
AFSLUITING
MET CULTIMUNITY

CULTUUR&CAMPUS PUTSELAAN 178
GRATIS ENTREE
WEEKVOORVROUW@GMAIL.COM






STEM Education Workshop Programme (Pilot Activity)

As part of the outreach and talent development activities, a structured workshop programme targeting primary school children from the surrounding neighbourhoods has been developed. The aim of this programme is to introduce children to digital creativity, technology, and future-oriented skills in an accessible and engaging way, while strengthening connections between local schools and the project location.

The programme consists of a four-part trajectory per group. It begins with a short introductory session (approximately 30 minutes) delivered at participating primary schools in the area. This session includes a brief presentation, live demonstrations, and distribution of flyers and registration forms. Outreach efforts will focus on schools with the highest potential to reach a broad and diverse group of children, supported by local networks and existing contacts where available.

Following the introduction, three in-depth workshop sessions (each approximately two hours) will take place at the project location on Putselaan, scheduled after school hours in coordination with participating schools. During these sessions, children will work in small groups on a variety of hands-on assignments, including robotics (Bottango), Micro:bits, 3D modelling (Sculptris), virtual reality (Open Brush VR), and basic programming (Python Turtle). This multidisciplinary approach is designed to stimulate creativity, problem-solving skills, and digital literacy.

All materials and guidance are provided by the organising team, and participation is free of charge to ensure accessibility. Upon completion of the programme, participants receive a certificate. Children who demonstrate strong interest or talent are offered the opportunity to continue their development through referral to the Stadslab of Hogeschool Rotterdam, thereby creating a pathway for sustained engagement and skills development.

To facilitate implementation, the project requires access to a suitable space at the hosting location and support in recruiting participants, for example through school networks or mailing lists. The programme is scheduled to start from late February / March 2026, with flexibility in planning to align with school availability.

Open Call – Creative Placemaking

Following the project plan, an open call was issued in the neighbourhood for creative and social initiatives. This was timed after the opening to ensure initiatives could be provided with both physical space and connection to educational programmes offered by local partners. Initiatives scheduled in the coming weeks include:

- **Cooking Group – Somali Ethiopian Association:** Newcomers from East Africa host sessions on healthy eating, addressing challenges related to adapting to new food environments. Recipes are shared and prepared together.
- **Repair Café Bruggenslaan:** Discarded clothing items are repaired and upcycled, engaging participants' skills and creativity.
- **Hindu Film Evenings:** Students from the Willem de Kooning Academy (WdKA) organize a series of film nights for the Hindu-Surinamese community. Through Maasstadzorg (neighbourhood care provider), seniors attend C&CP to share memories and socialise, addressing loneliness among older residents.
- **Open Creative Sessions:** Two local young artists use experimental methods to broaden perspectives on topics such as climate, diaspora, and gentrification.