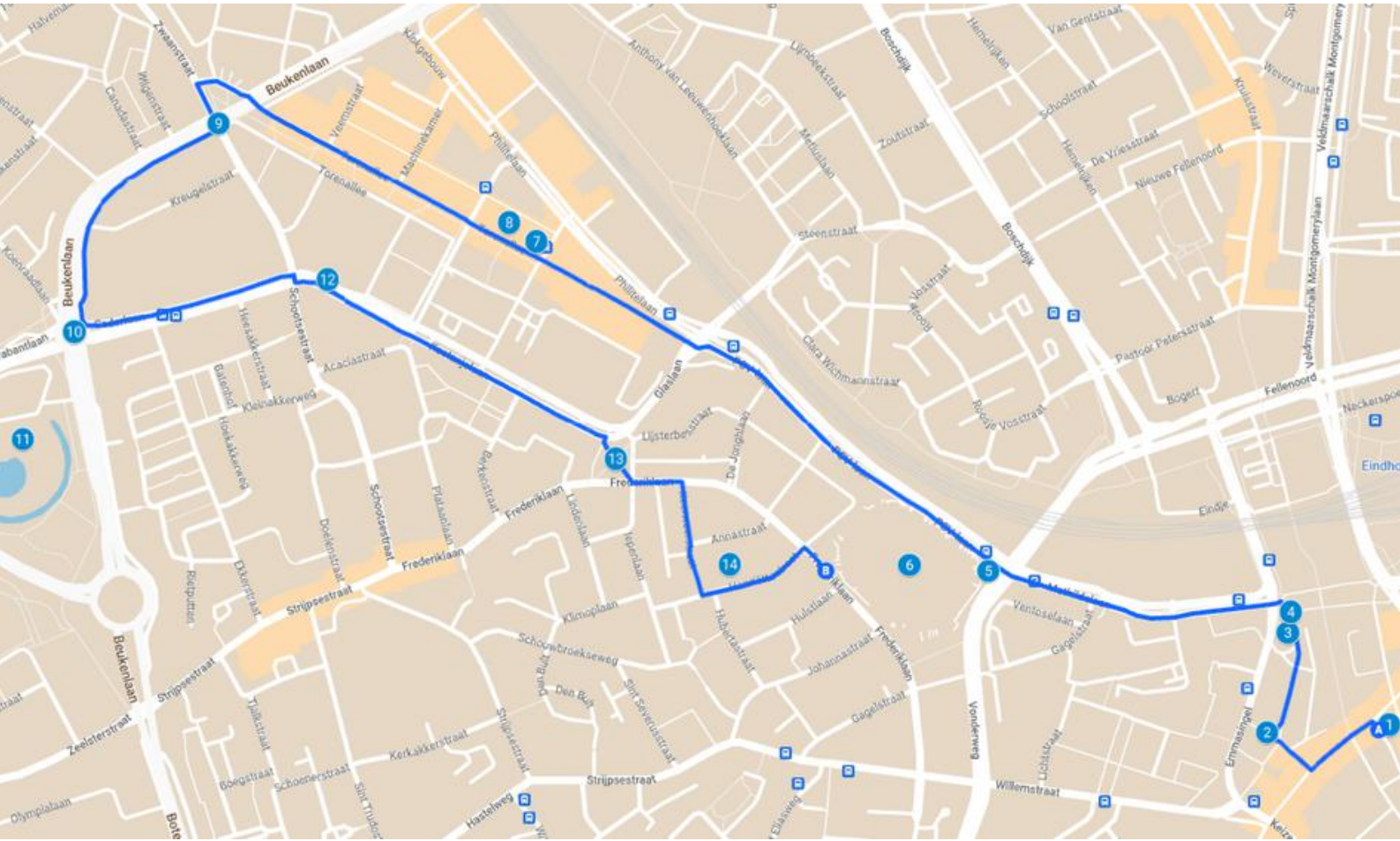


CITY WALK

PHILIPSROUTE

EINDHOVEN PHILIPSROUTE





CITY WALK

EINDHOVEN PHILIPSROUTE



4,4

KILOMETRES

80

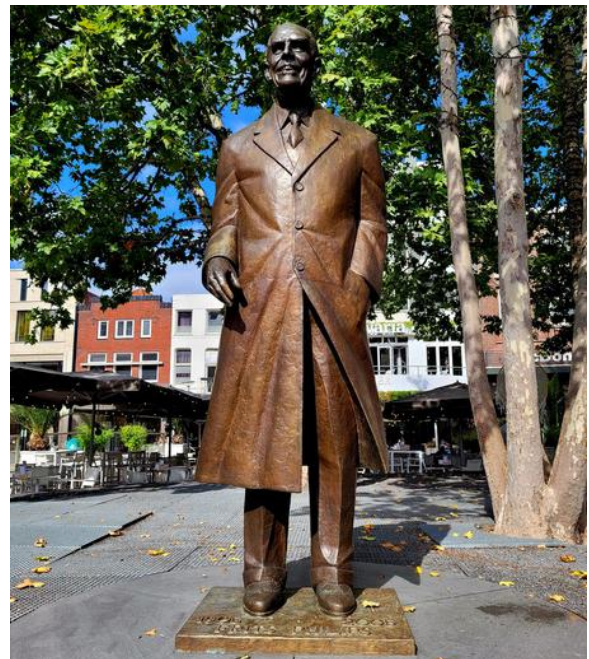
MINUTES

14

LOCATIONS

- 9 Strijps Bultje | Beukenlaan
- 10 Lichtnaald | rotonde Beukenlaan
- 11 Evoluon | Noord Brabantlaan 1A
- 12 Natlab | Kastanjelaan 500
- 13 Philips-fountain Panta Rhei | Kastanjelaan
- 14 Philipsvillage

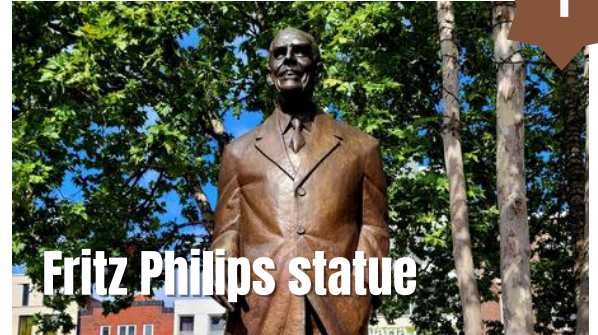
- 1 Fritz Philips statue | Marktplein
- 2 Philipsmuseum | Emmasingel 31
- 3 Blob | Nieuwe Emmasingel 12
- 4 18 septemberplein
- 5 Statues Coen Dillen and Willy van der Kuilen | in front of stadion
- 6 Philips stadion | Frederiklaan 10A
- 7 Strijp-S
- 8 Trudotower | Torenallee 34





Our Philips route starts at the statue of Frits Philips on the market in Eindhoven.

On the market square of the center you will find a beautiful statue of Frits Philips (1905–2005). This man was the fifth chairman of the board of Philips and has meant a lot to the community of Eindhoven. On the square you will find numerous restaurants with large terraces to enjoy the beautiful weather. Frits supervises the square.



Fritz Philips statue



From the Markt, walk into Markstraat and take the second street on the right: Emmasingel. You walk past the Philips Museum.

2



The Philips Museum is located in the first light bulb factory of Philips and covers the history of the Philips company. There is a room set up as "Philips Light Bulb Factory anno 1891". Here you can see how carbon filament lamps were made at the end of the 19th century. You can follow in detail the whole process in several steps, starting from purified cotton wool and ending with a ready-to-use lamp. In addition, a room in the museum has been set up as a lamp factory from the 1920s.



Continue on the Nieuwe Emmasingel. At the end of the Nieuwe Emmasingel you will pass the Blob and on the '18-septemberplein'.

There is a futuristic building on the '18 septemberplein'. It was designed by the Italian architect Massimiliano Fuksas and is called 'the Blob'. The shopping center 'De Admirant' is located in the striking, organically shaped structure of glass and steel.



Blob

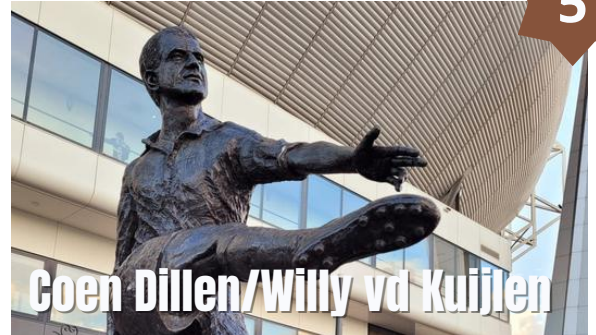
4



The 18 September Square is named after the liberation of Eindhoven on September 18, 1944 during Operation Market Garden. The square is characterized by the combination of space, luxurious paving, a special design of the entrances to the bicycle cellar, water fountains, trees, art, benches and a dynamic play of light. The square forms the connection between the central station and the center of Eindhoven.

Leave the 18 septemberplein by turning left into the Mathildelaan. After walking about 500 meters along the Mathildelaan you will arrive at the PSV stadium and in front of the stadium are the statues of Coen Dillen and Willy van der Kuijlen.

The image of footballer Coen Dillen was revealed in 2004 together with that of Willy van der Kuijlen. They are standing in front of the PSV stadium. In the 1956-1957 season, Coen, nicknamed 'Het Kanon', scored 43 times. Still a record. In total he played 483 matches for PSV. Willy played a total of 17 years for PSV. That earned him the title mister PSV. His second nickname 'Skiete Willy' refers to his hard shots, both left and right.



6



The Philips stadium is the home stadium of the PSV football club. Saturday, December 12, 1910, the Philips Elftal was founded by employees of the Philips Gloeilampenfabriek in Eindhoven. That year, the first houses of Philipsdorp, a factory village designed after the British model, were just completed to house the many new employees. The English factory village of Port Sunlight near the River Mersey and the city of Liverpool is one of the sources of inspiration. Part of the Frederiklaan will not be built on and the residents and employees of Philips play football on this piece of land. In 1916 the first covered wooden grandstand and its own clubhouse are opened. The current stadium can accommodate 36,500 visitors.



Walk past the stadium on the PSVlaan. After about 500 meters you will arrive at the Glaslaan. Cross it and continue straight on Torenallee. Walk straight through Strijp-S and past the Trudotower.

Strijp-S is a neighborhood and former business park in the Strijp district in Eindhoven. The site belonged to electronics group Philips. Since 2000, both homes and companies, mainly from the creative sector, have been located there. The name Strijp-S comes from the names that Philips gave to its industrial parks. Strijp-S was the first park, followed by Strijp-T and Strijp-R. E. For a long time, Strijp-S was known as 'the forbidden city'. An area that was surrounded by Eindhoven buildings, but was not freely accessible. Yet many people went in and out every day, as the site contained large factories that employed many thousands of people.



7

8



A striking building in Strijp-S is the Trudo Tower, the greenest eye-catcher in Eindhoven. The building has 18 floors and offers space for 125 social rental homes. Because each loft has a balcony with planters, the Trudo Tower offers space for no less than 125 mature trees (some up to 6.5 meters high). In addition, more than 5,200 shrubs and plants, climbers and hangers grow in and around the tower. This creates a green oasis of up to 70 meters high. The building was designed by Stefano Boeri Architetti and is based on an earlier design by Boeri: Bosco Verticale in Milan.



Continue to the Beukenlaan. Cross it and turn left. You now walk back to the Beukenlaan via Strijps Bultje.

The so-called 'Strijps Bultje' is a viaduct. Philips used to have a railway line between Strijp-S and Strijp-R at this location. Nowadays the viaduct is mainly characterized by the meter-high graffiti works. At the bottom of the viaduct are 60 hand portraits of local residents. The 'Strijps Bultje' is therefore literally adored. It is a project by graffiti artist Niels Bakkerus in collaboration with students from Sint Lucas at Strijp-S.



➤ After Strijps Bultje turn right into the Beukenlaan. Walk about 400 meters until you reach a large roundabout. In the middle of the roundabout you will find the artwork "de Lichtnaald". On the other side of the roundabout you will see the Evoluon.



The work of art "The Light Needle" is placed in the light year 2010. The 50 meter high light needle consists of 300 color shifting LED modules. These form a beacon. A suitable light program is run for special events. The light needle is thus a mirror for events in the city. Random patterns that slowly shift in intensity and color form a subdued but imposing light spectacle. The combination of art, efficiency and technology reflect the core values of Eindhoven.



The Evoluon is a disc-shaped building, designed by the architects Louis Kalff and Leo de Bever. The futuristic flying saucer-like dome measures 77 m in diameter and the concrete of the dome is held in place by 169 kilometers of tension cable. The building is used for exhibitions and as a conference and event centre. It was designated as a national monument in 2018.

➤ Turn left into Cederlaan. At the end of Cederlaan, keep right towards Kastanjelaan. You will see the Natlab on your left.

This building was built as a research department of Philips. The Philips Physics Laboratory, usually referred to as NatLab for short. Today it is a center for film and theatre.

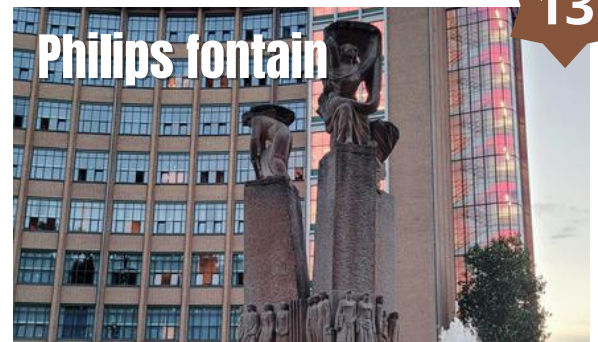


12



Walk out of the Kastanjelaan and at the end you will see the Philips fountain Panta Rhei.

This monumental fountain was presented in 1951 by Philips staff on the occasion of the company's 60th anniversary. In 1953 he was placed in front of the building of the then Philips Bedrijfsschool. The theme of the company is the cooperation of the staff, depicted on the fountain by the sculptor Hubert van Lith. Victor E. van Vriesland wrote three short poems for this fountain: Het Licht, De Roep, en Het Schouwen. These were chiseled in three stones arranged around the fountain.



13



Walk back to the Philipsstadion through the Philipsvillage. This Philips route ends behind the PSV stadium.

14



The Philips Village was built after 1910 to meet the need for housing for employees of the rapidly growing light bulb factory of Philips. This factory village included a vision of the living conditions of the modern factory worker, such as a healthy home, a vegetable garden and work at a short distance. All facilities for the workers, such as company shops, a bread factory, a bathhouse and schools, but also sports fields and a music association were located within the village. A sense of solidarity and loyalty to the company where they were allowed to work was cultivated. The factory village formed a complete community.