

## EINDHOVEN BRINGS HAPPINESS

Eindhoven is a bustling city. It has the fifth largest population in all of the Netherlands. More than 220,000 people live here – people who, like everyone else, are seeking out their own little bit of happiness. And that's working out quite well. **But, in what spots exactly are they finding their happiness?** And would they want to share those places with other visitors? This was the initiative that Parktheater Eindhoven and students from the HRM and Psychology departments at Fontys University decided to investigate.

As it turns out, there are many places – both small and large – that make people happy in this city. ‘The Embassy of Happiness’ has selected 25 of these places to highlight here. **Give yourself a bit of happiness** by discovering each of them, and see the city in a whole new light.

Eindhoven has an industrial past and an innovative future. Additionally, it is one of the ‘greenest’ out of all the large cities. **One third of the city's public space is green.** Residing, working, living, relaxing, dreaming, enjoying, playing and exploring ... it's all done right here.

Any one of the places listed in this booklet is a good starting point to seek out your own happiness. Tourists can look through the eyes of citizens and residents can look through the eyes of tourists. And what will you discover? Look, listen, smell, taste and feel. **For each spot, you are given three tips.** Choose to do one, two or all three – whatever fits you best. The action of doing it is what's most important. Those who only read diet books will never lose weight. Those who only read about happiness will not become happier. The tips are based on scientific research about achievable happiness. Those who do them in their own creative way will have a better chance of truly becoming a bit happier. Let each place serve as a point for personal reflection (e.g., *“What makes me happy?”*) and action (e.g., *“What can I do to become a bit happier?”*). Do the tips alone, or with your colleagues, friends or family. Talk about them with each other. Those who can express their happiness in words are already well on their way toward achieving it.

**Happiness doesn't fall out of the sky.** Nor do we have to be radiantly and equally happy every day. Every human being has his/her moments of doubt and sorrow. But the bulk of our happiness which is achievable (40%), we create out of our own doing. It is the way in which we perceive things and the actions we take to create our own happiness and that of others. Those who are hopeful and happy, ultimately desire to share that happiness everywhere they go and with others they meet. Therefore, the residents of Eindhoven take pleasure in sharing their happiness with you. To great happiness!

# HAPPINESS FOR EINDHOVEN

## HAPPINESS FOR YOU

Parktheater Eindhoven and Fontys University are striving toward more happiness in Eindhoven. Happiness is a natural extension of Parktheater's mission to truly impact the community. It is also playing an increasingly important role in education. As a result, the HRM & Psychology departments at Fontys University have incorporated the 'Economy of Happiness' into their academic curriculums.

Happiness and cultural activity have a lot in common. Cultural activity is healthy – it promotes mental and physical well-being – and above all, it creates involvement. Parktheater Eindhoven continuously seeks out new partnerships that will make a positive contribution in shaping our community.

## HAPPINESS FOR EINDHOVEN

Various events take place at the 'happy spots' around Eindhoven. Every month, activities will be organized at these locations in the name of happiness. You will find more information about these activities at [www.gelukvooreindhoven.nl](http://www.gelukvooreindhoven.nl) and through social media. Several places offer their own happiness programs for both young and old, nature and culture lovers and the creative types. Inquire directly at each of the places and let yourself be surprised by all the possibilities.

## THE WORLD BOOK OF HAPPINESS

The idea of 'happy spots' originated with Leo Bormans, Ambassador of Happiness. He guides the city and its people in their quest for happiness. Leo Bormans is the author of such international bestsellers as "The World Book of Happiness." For his book, he collected scientific knowledge about happiness from 100 professors from 50 different countries. The book has been translated into 12 languages (including Japanese and Chinese) and was given as a gift to all of the world's leaders by the former European Council President, Herman Van Rompuy. The tips for happiness – such as are found in the annual calendar "Een Jaar Vol Geluk" (The World Calendar of Happiness) and "Een Schatkist Vol Geluk" (The World Box of Happiness) – are based on large-scale research at the University of Leuven (B) that looked at the effects of positive interventions on 7,000 people. The research findings are described in the book "Veel Geluk: Het Grote Geluksonderzoek. Hoe kunnen we ons geluk en dat van anderen versterken?" (Great Happiness: The Large-Scale Happiness Study. How can we strengthen our own happiness and the happiness of others?) For more information and background, visit [www.leobormans.be](http://www.leobormans.be) and [www.hapspots.org](http://www.hapspots.org).

## INTERNATIONAL NETWORK

The 'happy spots' in Eindhoven are part of a larger, international network. Discover similar places in other cities and towns at [www.hapspots.org](http://www.hapspots.org). At this website, you can also nominate your own places of happiness located in your community. Additionally, there are two other "Cities of Happiness" in the region, both featuring a range of 25 original 'happy spots' linked to happiness tips. Explore them for yourself in Hasselt (B) and Roerdalen (NL). For more information, visit [www.gelukvooreindhoven.nl](http://www.gelukvooreindhoven.nl).

## WORKSHOPS

Want to experience even more happiness? Employees of Parktheater Eindhoven and Fontys University will be giving workshops at one or more of the 'happy spots' (minimum 10, maximum 15 people). Workshops last approximately two hours and are an inspiring activity for a group of friends, colleagues or family, especially when combined with a visit to one of the many 'happy spots'. Workshops can also be booked in combination with business meetings at Parktheater Eindhoven, or as part of a theater package. For more information about cost and availability, call us at 040 2156103 or email us at [info@gelukvooreindhoven.nl](mailto:info@gelukvooreindhoven.nl).

## **CYCLING AND WALKING**

There is no correct order for visiting the 'happy spots'. You choose your own route. Sometimes it is enough to visit just one or two places. In order to get the most enjoyment out of the happiness tips and related activities at each place, plan your time so that you can go at a leisurely and relaxed pace.

- Walking is an excellent way to visit the following 'happy spots': # 3, 5, 6, 7, 11, 12, 16, 17, 18 and 20
- If cycling, you can either map your own route or make use of the pre-planned route "Eindhoven Loop" (see map).

## **NOMINATIONS**

The residents of Eindhoven have nominated numerous happy places in their city. In this booklet, you will find a selection of what are considered to be the 25 most special 'Happy Spots' in Eindhoven. They are 'mirrors and windows' of happiness – places for reflection and action in our quests for achievable happiness.

At each place, you will find at least three tips that can make you a bit happier. Give yourself and those who are dear to you the happiness of discovering the 'happy spots' around Eindhoven – thus making everyone a bit happier.

At each 'happy spot', you will find an information board featuring tips for happiness. At some places, you can also pick up a gold envelope. These are free and in them you will find an extra happiness tip that is tailored to the particular 'happy spot' you are visiting. Let yourself be surprised!

All of the happy places in Eindhoven and their associated tips are listed in this brochure. You can find brochures at the VVV Tourist Office (Stationsplein 17) and at most of the 'happy spots' as well.

The 'Happy Spots in Eindhoven' project is an initiative of Fontys University and Parktheater Eindhoven, in collaboration with Happiness Ambassador, Leo Bormans.