

14. The Strijp-S Birds of Happiness

Strijp S, Torenallee, Eindhoven (Strijp)

THE HAPPY SPOT

In the '70s, Strijp-S was called 'The Forbidden City'. The 10,000 Philips employees could only enter if they had a special pass. Philips ran completely self-sufficiently and took care of everything ('from sand to customer'). After a period of vacancy, this area has seen an explosive amount of growth since 2006. Hundreds of small and large companies are ensuring that this area is becoming once again 'the creative and cultural heart of Eindhoven'.

WHAT MAKES US HAPPY HERE?

Loads of stimulation. The future in action. Optimism. Entrepreneurial spirit. Art and culture. Creativity. Emphasis on sustainability and meaningfulness. Hopeful faces. Dynamic. Expand and let go.

THE HAPPINESS TIPS

SWINGING AND FLYING

- Swinging and flying on the four large 'Happiness Birds' at the Ontdekkfabriek (Discovery Factory, located on the railway side). A place to lounge. Take some time to rock in one of these **swings**. Awaken that happy feeling of being rocked in a mother's arms. What did your mother do to make you happy? These 'happiness birds' also inspire dreaming. What secret, little dream do you have? What steps could you take now to fulfill it?
- The Ontdekkfabriek activates **the inventor in you**. Where does it lie? ("Light was invented in the dark"). Wander through Strijp-S area. You will always be met with an unexpected surprise from one of the many businesses, exhibitions and events. Pick up a phrase or idea that you can put to good use in the following weeks.
- Area 51 (Klokgebouw 51) is a favorite spot for skaters. They are masters at overcoming obstacles. Not a skater yourself? Then let yourself be inspired by their **perseverance**. They never give up and constantly try to improve. When have you used this power within yourself? And, when might you do it again?

EVEN MORE HAPPINESS

- Written on a white wall along a passageway, look for the beautiful phrase by Gerard Philips that begins with, "In het begin moest ik ..." ("In the beginning, I had to..."). How does the sentence continue? Take a picture of yourself beside these words and send it as a thank you to someone who has helped you along the way.
- Take a break at one of the long tables in the bustling meeting place **Caffee Allee** (Torenallee 22). This is a social initiative established by the Robin Hood Foundation to offer professional opportunities to people who have been out of the labor market.
- Or, immerse yourself in the creative breeding grounds of Het Ketelhuis (Ketelhuisplein 1) – a quirky mix of food, drink, art, culture and experience. Find more information at www.strijp-s.nl.

GOLDEN HAPPINESS TIP

Ask for your extra golden happiness tip at the cashier stand at the Ontdekkfabriek.