

8. The Smartest Square Kilometer in the Netherlands

High Tech Campus 1, Eindhoven (Gestel) (open Mon - Fri 06:30-20:30)

THE HAPPY SPOT

The Strip at the High Tech Campus. It's the smartest km² in the Netherlands with 10,000 highly intelligent people from 80 different countries working in 145 different companies. Philips created the High Tech Campus in 1998 to house its Research & Development activities. In 2003, the company had the foresight to open up the campus to other companies as well. The vision was clear – solutions of the future come from the collaborations of many companies. Open innovation is the driving force behind this small, intelligent part of Eindhoven. Is it any surprise that in 2011, Eindhoven was named the smartest region in the world? If you walk around the High Tech Campus, you can feel it. The place is open to everyone.

WHAT MAKES US HAPPY HERE?

So many cultures together in one place. Trust. Collaboration. Openness. The future. Technology. Vision. Entrepreneurial spirit. Dynamic. Striving to make the world a better place, and realizing that we need one another first in order to accomplish that goal.

THE HAPPINESS TIPS

UNIQUE DREAMS TO SEE

- The High Tech Campus stimulates you to think about the directions in which you want to head. Many people in this spot are actively setting their sights on the future. Walk amidst them and sit down on one of **the seats along the water**. Many of those who work here have left their homelands in order to work toward their dreams. How far have you ever gone to follow a dream? Try to summarize one of your dreams in one sentence. Envision that dream/sentence on the other side of the water. What first steps could you take to get you closer to achieving that dream?
- Take a good look around you. You will notice that in the middle of the High Tech Campus area, there is a farm. So different, distinctive and thus, so beautiful – **a farm in the midst of high technology**. Think about three qualities that make you beautiful and unique. Ask two friends this week to describe how they see you and what features they find unique about you. What are you going to do to capitalize on these features?
- There is a difference between **looking and really seeing**. What do you see as you take a closer look around? You suddenly notice more details, more contrasts, more connections. Take a few creative photographs and send them to your friends. Let them guess where you've been!

EVEN MORE HAPPINESS

- You will find many **restaurants** here. For example, enjoy the delights of "The Colour Kitchen" or experience India at "I Love Curry". Happiness also occurs when trying something you've never tasted before.
- **Dutch Technology Week** takes place annually around the end of May. During that week, the public is invited to take a look inside the various technology companies and to see or participate in experiments and activities. Put this event in your calendar and plan to ask someone to come along.
- At the exit (A2) for the High Tech Campus, you will see an **LED backlit bridge** that changes color. How can you literally bring a little more color into your life?