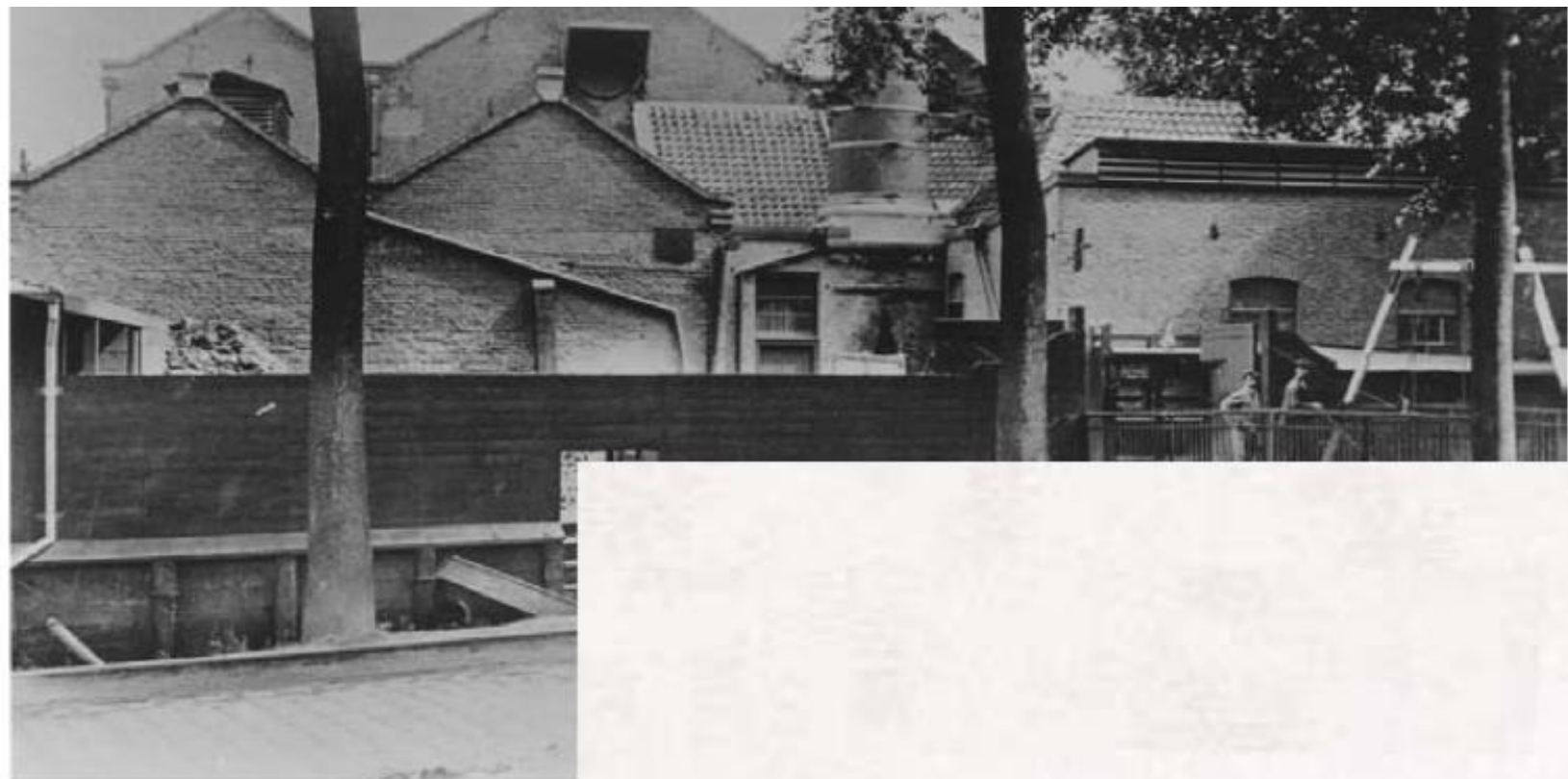


Welcome to Eindhoven

@peterkentie



Eindhoven: once the city of Philips Electronics



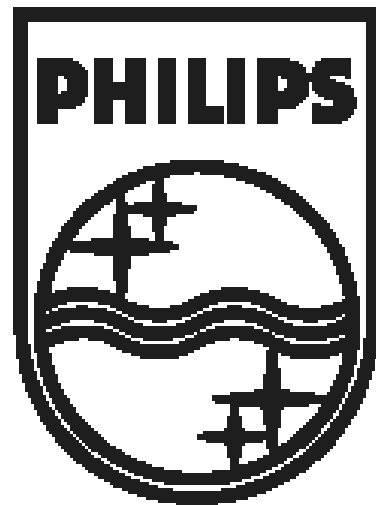
Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.





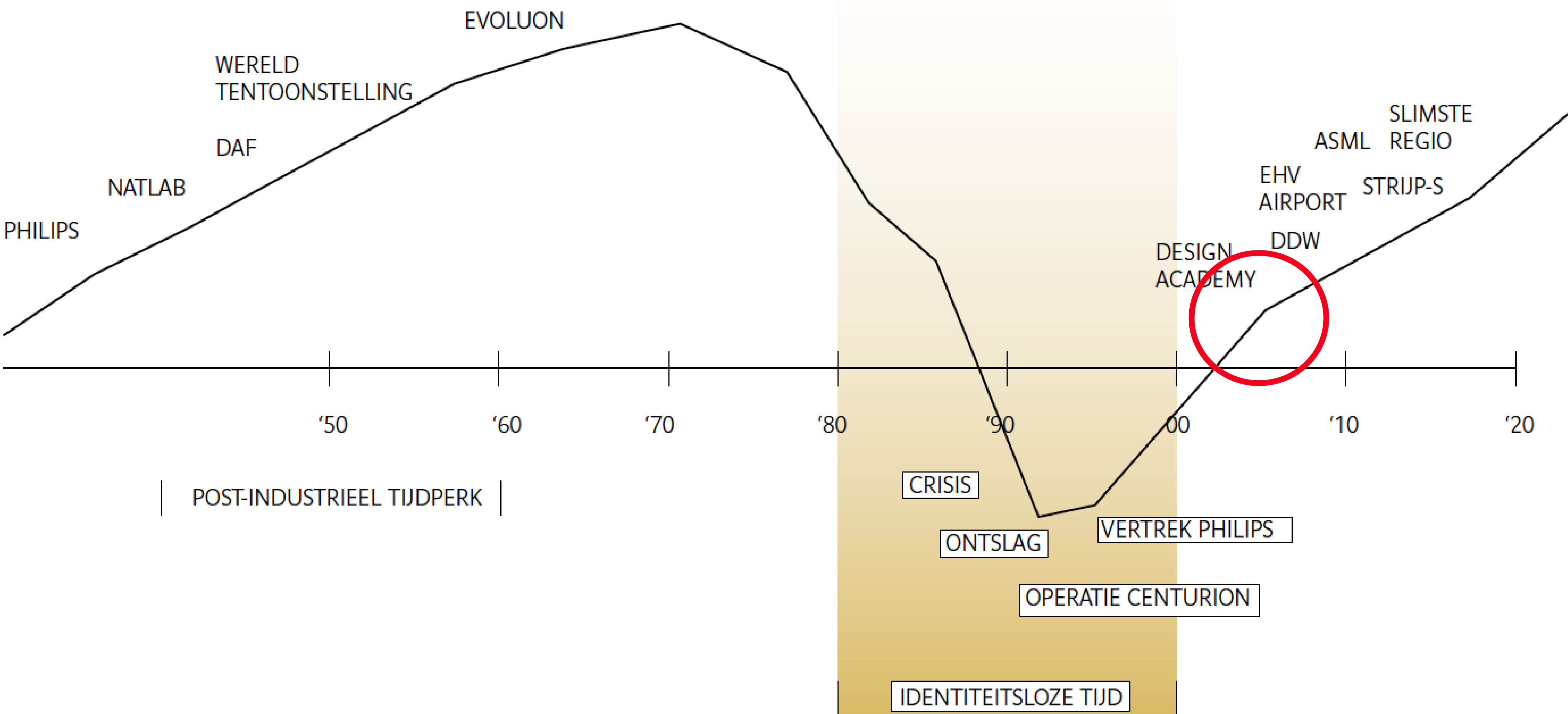
CITY OF PROGRESS



City of crisis... Philips laid off 45.000 people early 90's



Eindhoven bouncing back after crisis of '88 - '94



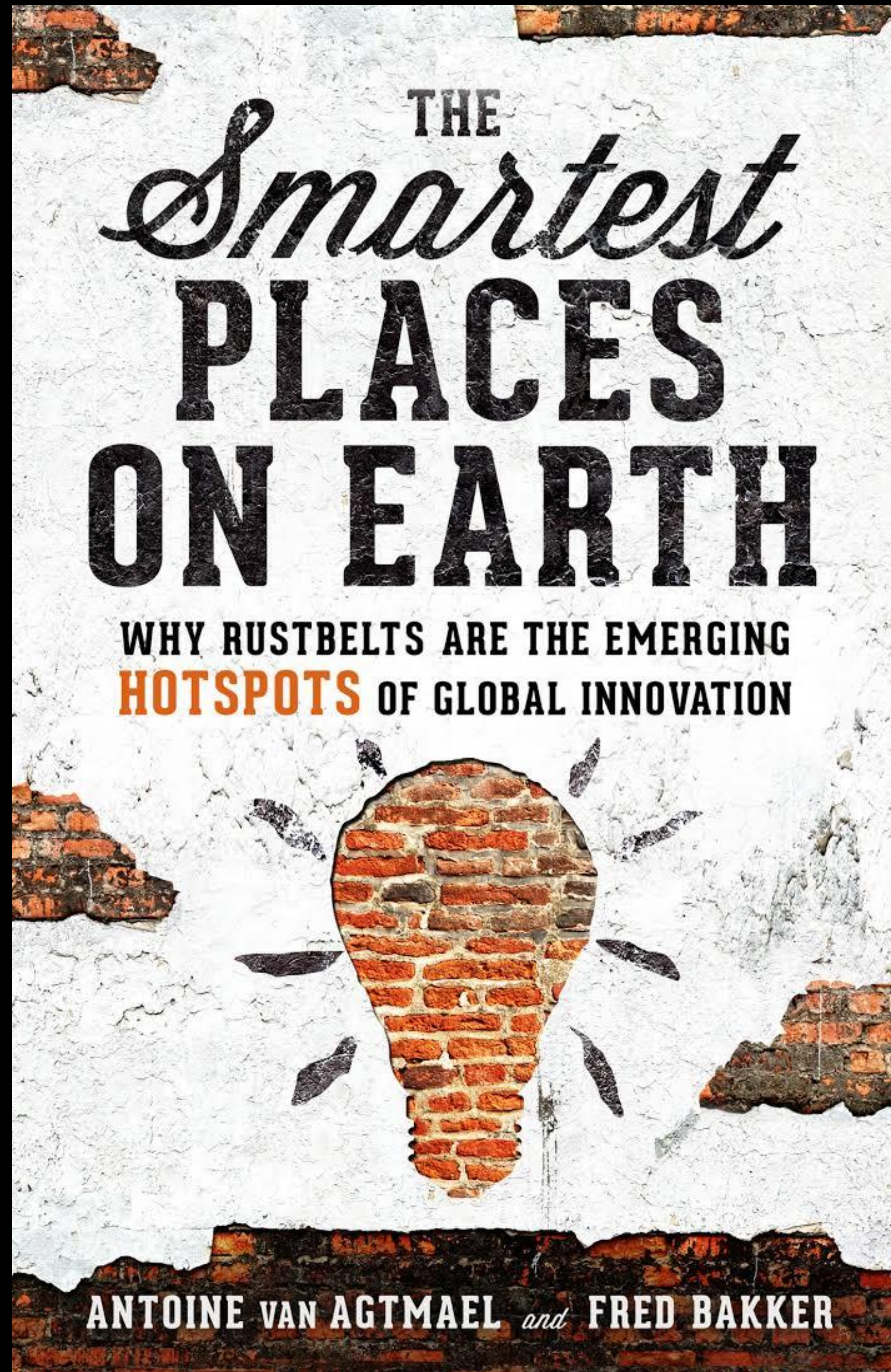


A photograph showing two men holding a large, white, rectangular sign with the words "LEHMAN BROTHERS" in raised, black, serif capital letters. The man on the left is wearing a dark sweater and light-colored trousers, and is looking down at the sign. The man on the right is wearing a light blue button-down shirt and dark trousers, and is also looking down at the sign. They are standing on a sidewalk in front of a building with large glass windows. The building's facade is visible in the background, showing multiple stories and windows. A red sign with the word "CHRISTIE'S" is visible on the right side of the building. The ground is paved with light-colored tiles.

LEHMAN BROTHERS



**KEEP
CALM
AND
MAKE
HARDWARE**



“Manufacturing is
not coming back;
it has been
reinvented.”

Company ASML: upholds the famous Law of Moore



“so if **Eindhoven**
stops developing...
then **Silicon Valley**
will slow down too...”

Startup India: Right Intention, Misplaced Efforts

BY PURUSHOTTAM KESAR ON 18/01/2016 • 4 COMMENTS

SHARE THIS:



The Modi government should have internalised the lessons from the entrepreneurial and innovative ecosystems that emerged in Silicon Valley and Eindhoven rather than relying on sops and entitlements for entrepreneurs.



Prime Minister Modi and Finance Minister Arun Jaitley at the launch of the Startup India programme in Delhi on January 16, 2016. Credit: PTI

THE
WIRE

MOST READ IN LAST 24 HOURS



To Die While Dreaming of Return



Students Demand Action Against Union Minister For Role in Scholar's Suicide



Open Letter to the University of Hyderabad Vice Chancellor on Rohith Vemula



Scholar's Suicide: Discrimination in Higher Education Reflects the Violence of a Casteist Culture



Guests Who Look Like 'Maids' Not Allowed in Delhi Gymkhana



Raheel, not Nawaz, Sharif Holds the Key to the India-Pakistan Peace Mystery



Startup India: Right Intention, Misplaced Efforts



Net Neutrality Standoff Escalates As TRAI Hauls Facebook Over the Coals in New Letter



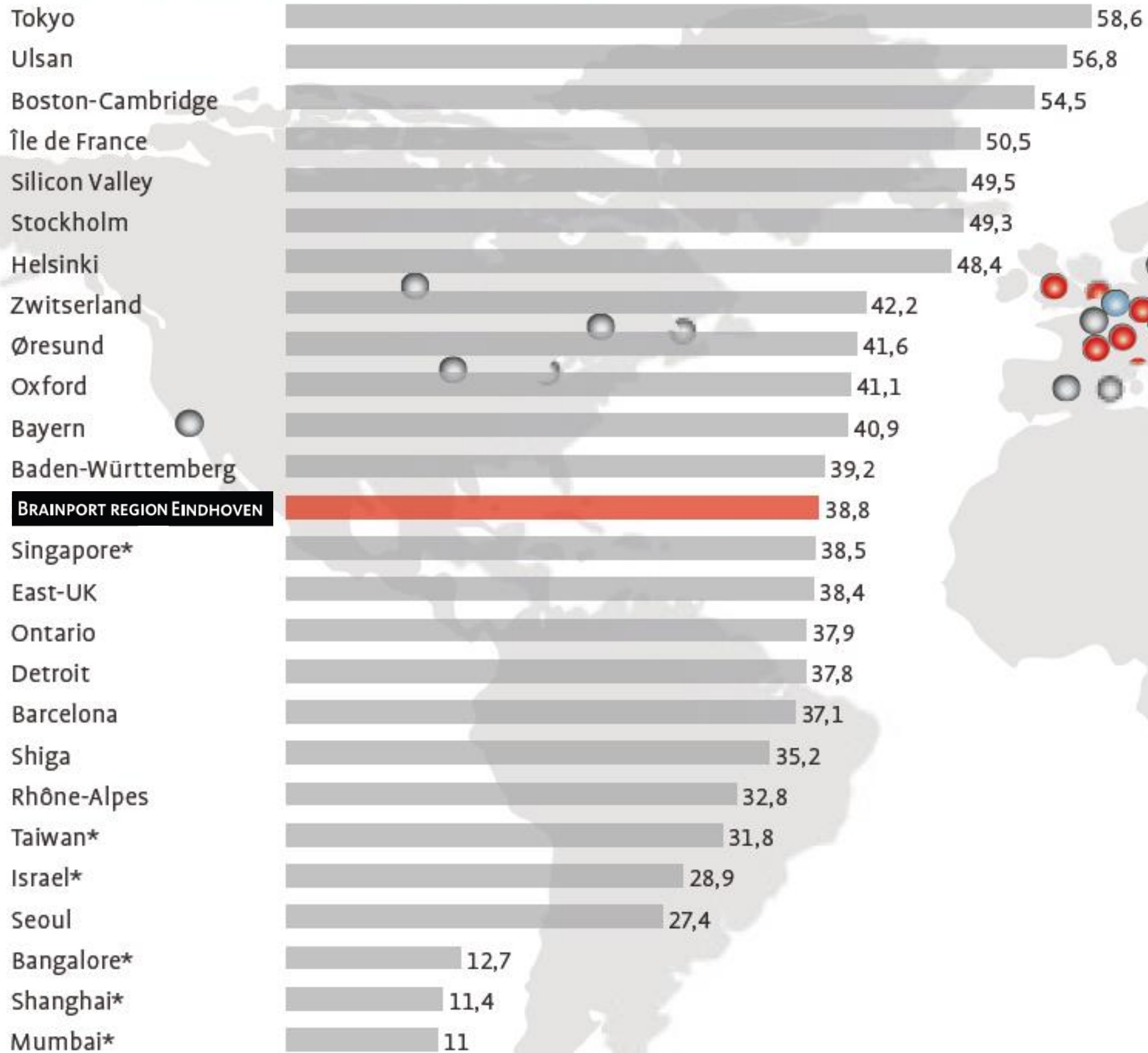
Banning Jallikattu Will Decimate India's Indigenous Cattle Breeds

YOUR BRAND MEANS
NOTHING UNLESS
SOMEBODY RELEVANT
HEARS ABOUT IT

BRAND

EINDHOVEN

GDP per capita (2007) [USD '1000] in de 26 internationale regio's

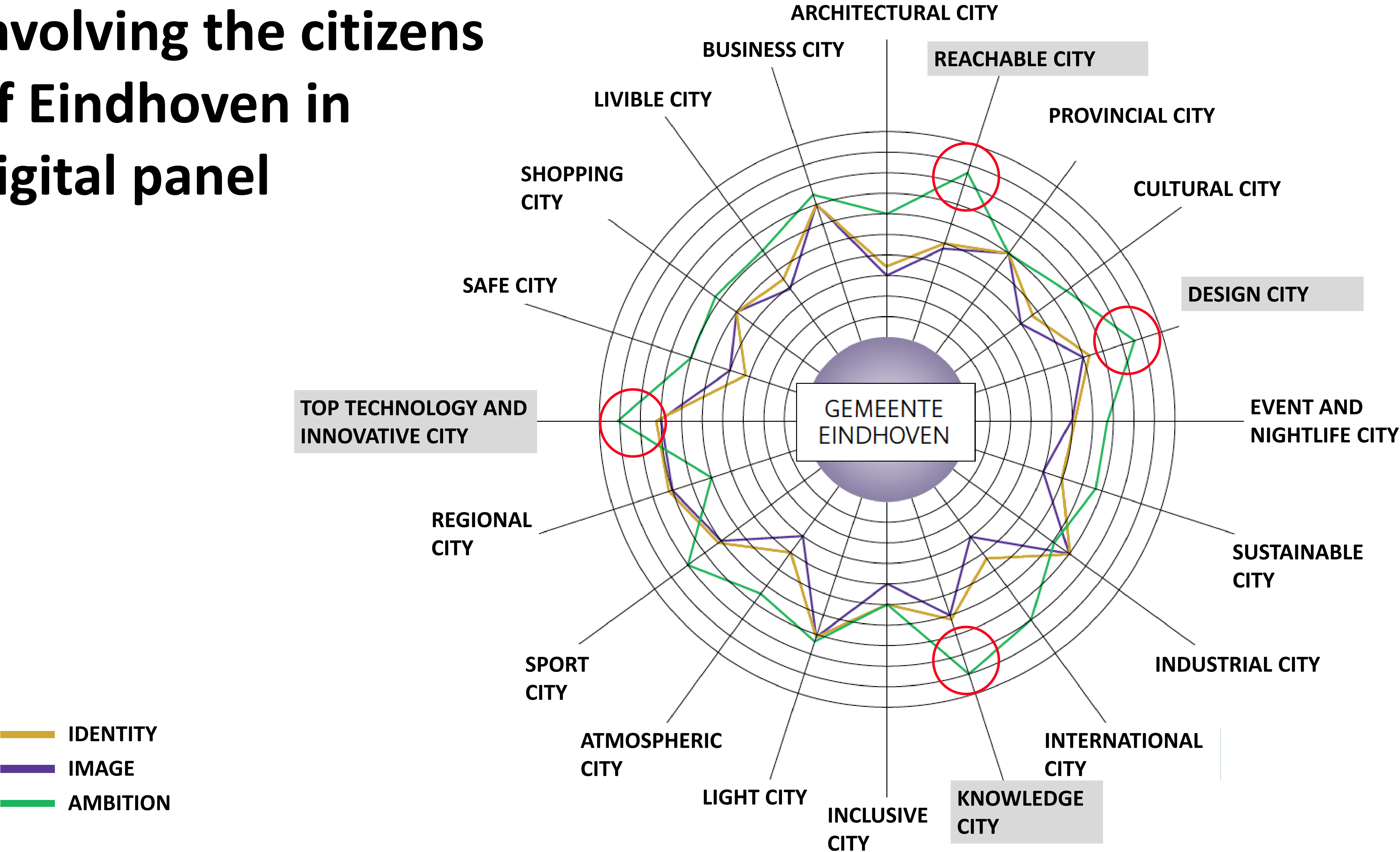


Bron: Roland Berger; OECD 2010

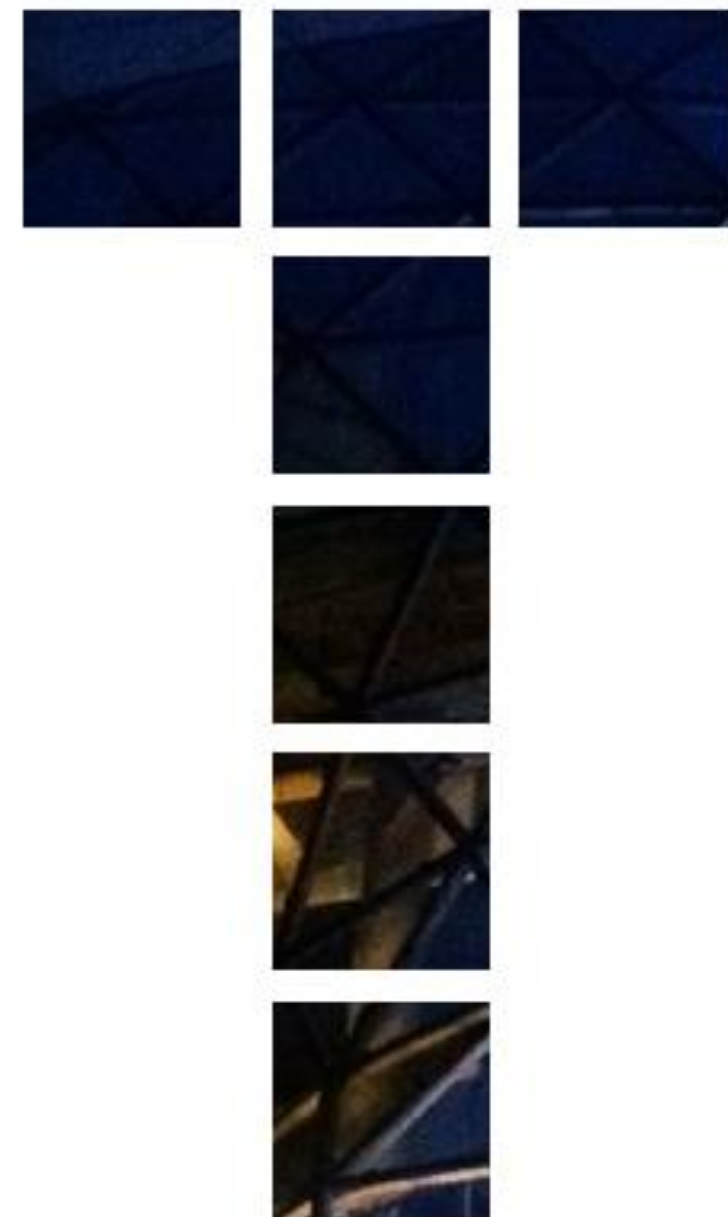
Eindhoven ambition formulated in 2010

In 2020 Eindhoven region aims
for **leading** position as a **creative
innovation region** in Europe and
a **top 10** position globally.

Involving the citizens of Eindhoven in digital panel



Technology



Design

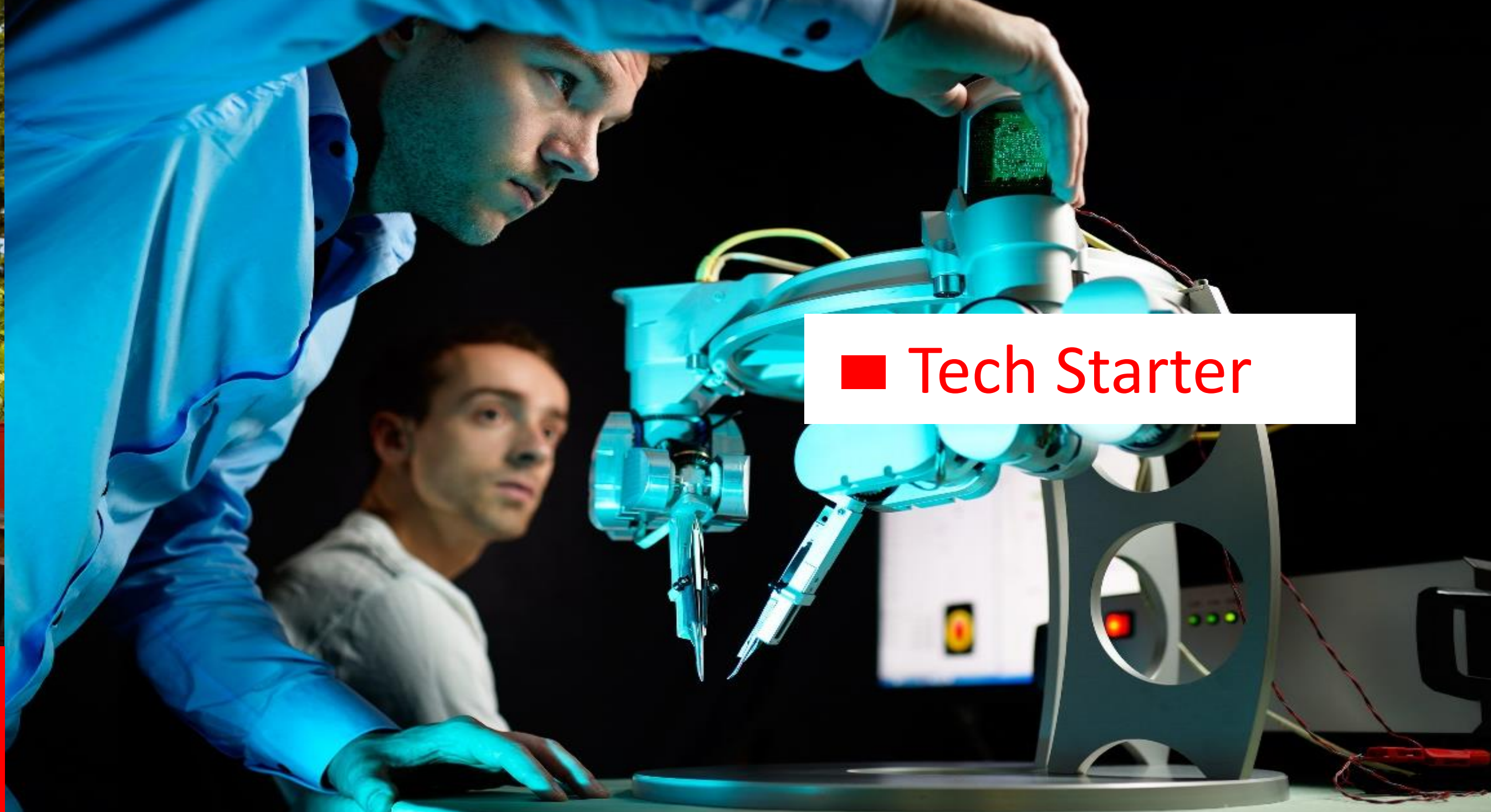


Knowledge





■ Bright Talent



■ Tech Starter

Our key customers



■ Citizen



■ City Explorer

Customer journey of the tech starter



Creatively financing place branding and marketing

Eindhoven365 is a **foundation**; dedicated task to market the city.

Funded through support of the municipality: 700k euro p/year.

All(!) tourist tax in Eindhoven **re-invested** in marketing & events.

Eindhoven365 owns all **outdoor media** rights to create income.



How do you make the world
curious about Eindhoven?



Good luck Solar Team Eindhoven!

8 - 15
October







CITY OF ADELAIDE
FINISH



tes

IDGEST



Solar Team Eindhoven

@SolarEHV

Following



'This is the future': solar-powered family car hailed by experts



'This is the future': solar-powered family car hailed by experts

As the annual solar race across Australia wraps up, a Dutch entry averaged 69kmh from Darwin to Adelaide and resupplied the grid

[theguardian.com](https://www.theguardian.com)

10:08 AM - 15 Oct 2017 from [Adelaide, South Australia](#)



LEX HOEFSLOOT
Solar Team Eindhoven

The electric car that charges itself



L I G H T Y E A R



EINDHOVEN

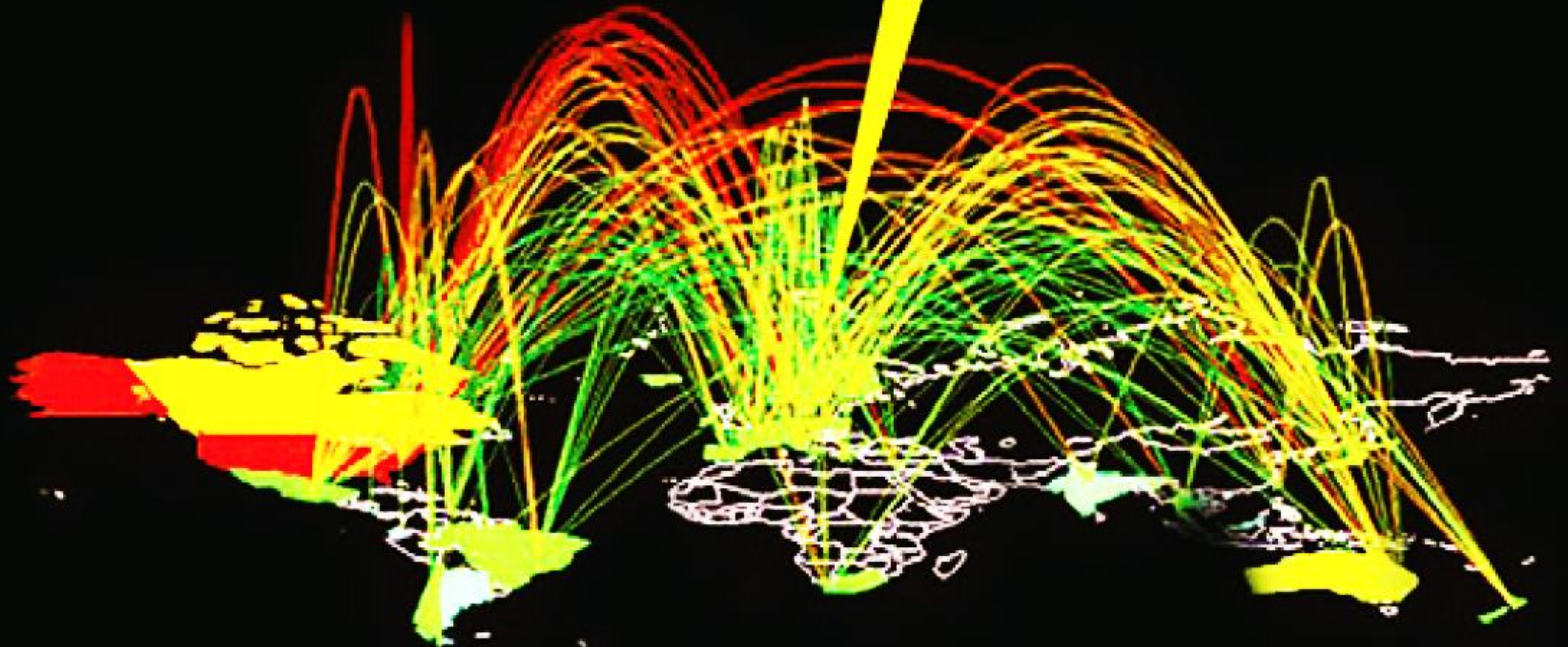


Figure out the
mentality
of your place!

$$UC=E^2$$

UNCONVENTIONAL

THE ABILITY TO THINK DIFFERENT

X

COOPERATION

WILLINGNESS TO WORK TOGETHER

=

ENERGY

MULTIPLIED A GREAT SYNERGY EMERGES

Energy



Eindhoven just had **too many** brands in 2012



gemeente Eindhoven



Almost every city has multiple brands...

I amsterdam.[®]

✖ Gemeente Amsterdam
✖
✖



CITY OF MELBOURNE

Some cities have **single** a brand



**STADT.
CITY.
VILLE.
BONN.**

CONCLUSION: EINDHOVEN SINGLE BRAND + HERALDICS



EINDHOVEN IDENTITY
CONSISTS OF FOUR
ELEMENTS:

1. LOGO
2. TYPOGRAPHY
3. FOTOGGRAPHY
4. TONE OF VOICE

NO SLOGAN
OR SLOGON

YES: CAMPAIGNS!

OUR BRANDING PROCESS









JUAN RAMON
12.05.1963

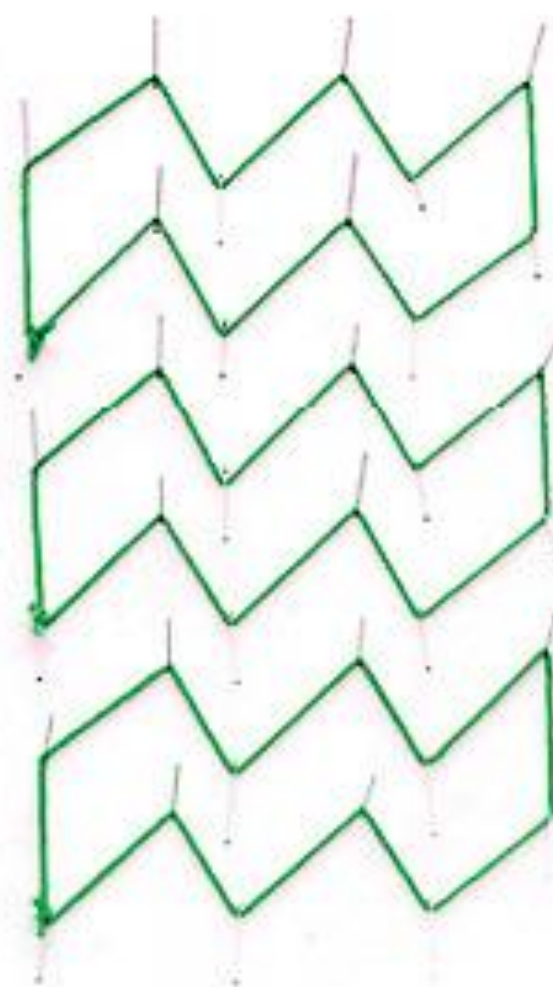


OUR SINGLE BRAND



EINDHOVEN

Dynamic and open source Eindhoven brand



DEDICATED
EINDHOVEN
TYPEFACE

Eindhoven type - Gewoon

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z ? !

0 1 2 3 4

5 6 7 8 9





EINDHOVEN

NAHEFFINGSAANSLAG PARKEERBELASTING

Nummer

301015 1113 17090

dag

maand

jaar

tijdstip

verbalisantnummer

Plaats:

de voor het openbaar verkeer openstaande openbare weg of terrein

PA

NL

GG554B

merk

RENAULT

kleur

Zwart

Geconstateerd is dat op bovenvermelde plaats met genoemd (motor-) voertuig is geparkeerd zonder zichtbaar en leesbaar aangebrachte geldigheidskaart.

PBZ





OUR BRAND IN BEER



ER IS LEVEN IN DE BROUWERIJ

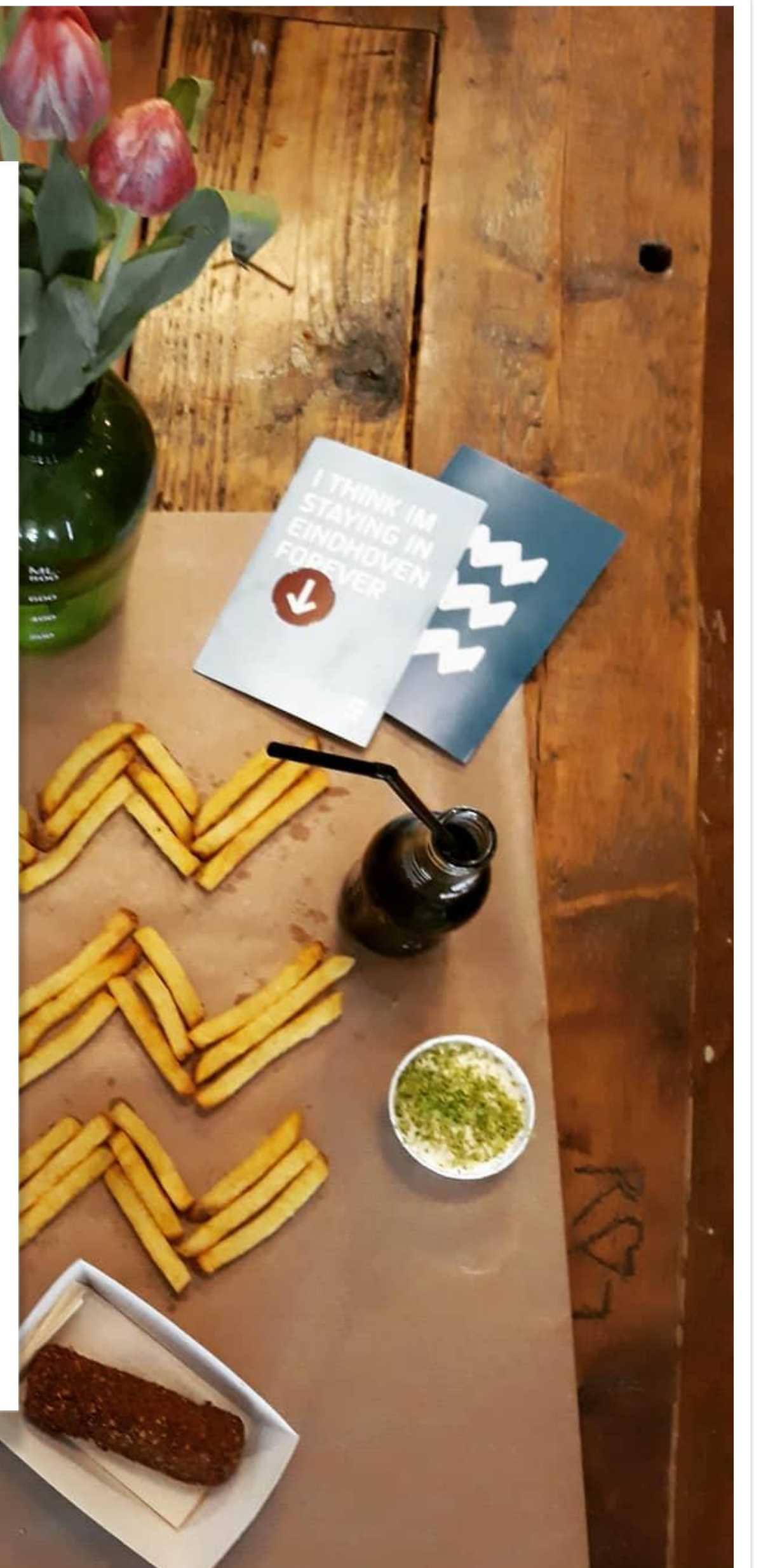
OPENING VRIJDAG 12 OKTOBER

WWW.VANMOLLEINDHOVEN.NL





OUR BRAND IN FOOD



Share the Vibe

Eindhoven recept by Naresh

2 pastinaken
1 teen knoflook
1 filet rode poon
1 franse gamba
1 aardappel

Dille poeder
Citroenzest
Fleur de sel
Spinsuiker
Bietensap

Saffraan
Prei
Bladgoud
Katsuobushi
Verse zeewier

Maak de basis door 2 pastinaken te garen met 1 teen knoflook in een kleine hoeveelheid kokend water. Blend deze mooi fijn tot een gladde creme in een keukenmachine met een deel van het kookvocht.

Strijk de creme mooi glad in een sjabloon van het logo en bestrooi vervolgens met dille poeder. Dille poeder kun je geheel zelf maken, maar makkelijker is om een goede kwaliteit gevriesdroogde dille takjes fijn te malen in een kruidenmaler tot poeder.

Maak het gerecht af met mooie verschillende texturen qua groenten en op het laatst vis.

Maak een garnituur van zeewier door de aardappel te garen en fijn te draaien met wat water en zeewier.

Strijk deze massa zo dun mogelijk uit op een bakpapier of siliconenmat en droog in een droogoven ca 4 uur op 70C tot deze mooi krokant is.

Maak een garnituur van spinsuiker door deze te smelten in een pan met een klein beetje bietensap. Laat mooi uitharden op een vel bakpapier.

Doe het zelde met een paar draadjes saffraan en citroenzest.

Stoom kort een paar delen prei gaar en brand deze af met een koksbrander. Snijd fijn.

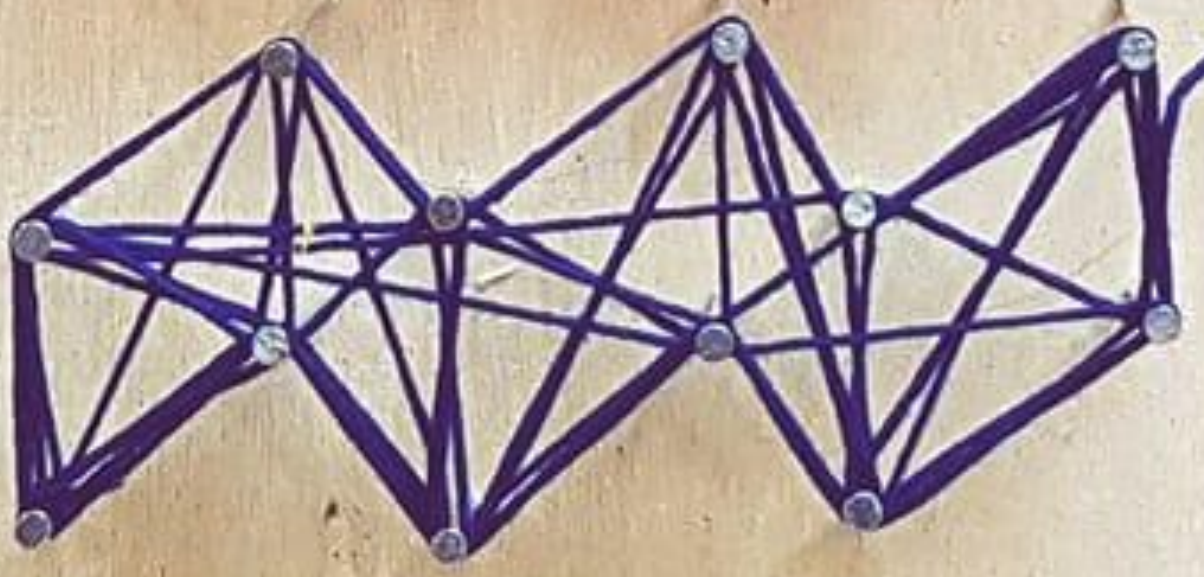
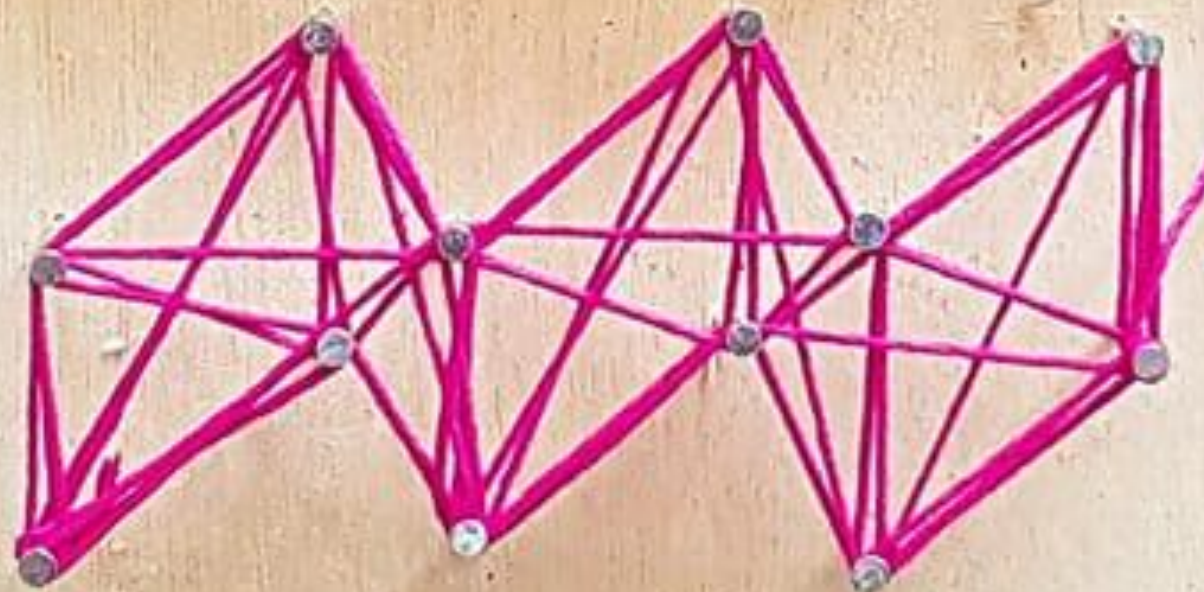
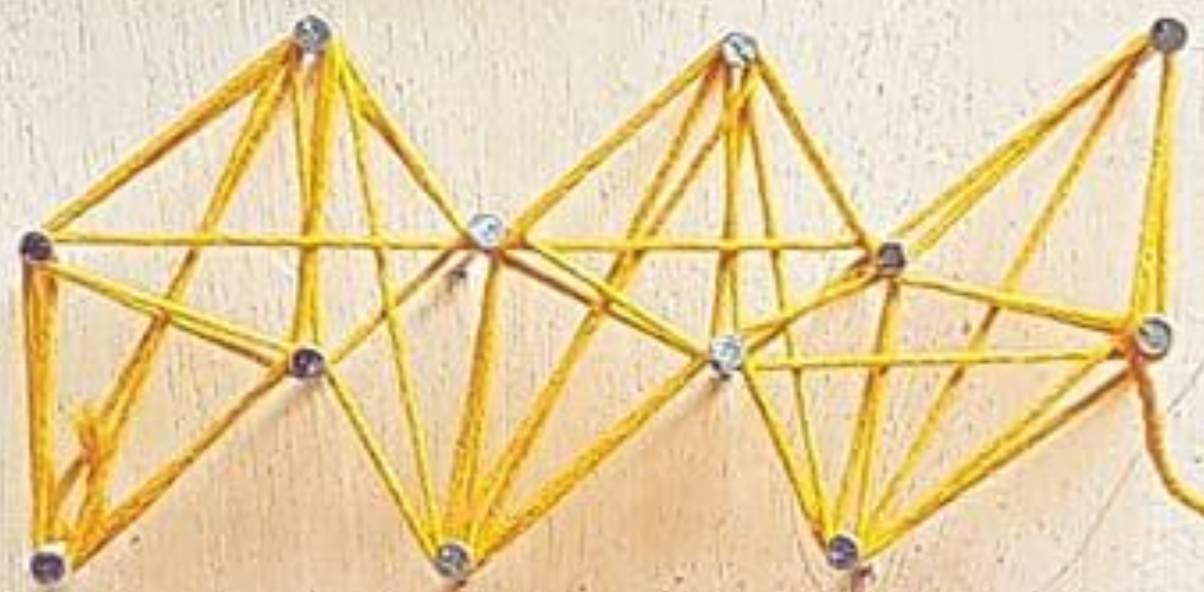


KEI BLACK

THE COLLECTION







A man with long hair and a mustache, wearing a dark jacket over a blue and yellow shirt and a necklace with geometric pendants, is making rock hand gestures (the 'devil horns' sign) with both hands. He is standing in an industrial area with a large metal structure in the background. To the left, there is a green elephant sculpture and a wall with graffiti. To the right, there is an orange shipping container and a few people in the background. The scene is brightly lit, suggesting daytime.

Eindhoven is natuurlijk rock city.





ankevd Linden • [Volgen](#)
Eindhoven, Noord-Brabant

ankevd Linden Burgemeester Jorritsma... krijg ik nu korting op mn gemeentelijke belastingen? #sorrymam #eindhoven #eindje #trailertrash #dragontattoo #echteliefde

marshatijssen Woopie!

youki_malcorps 🙏🙏

mittchellvaneijk Dope

eindhovencity ❤️❤️❤️❤️❤️

eindhovencity ❤️❤️❤️❤️❤️

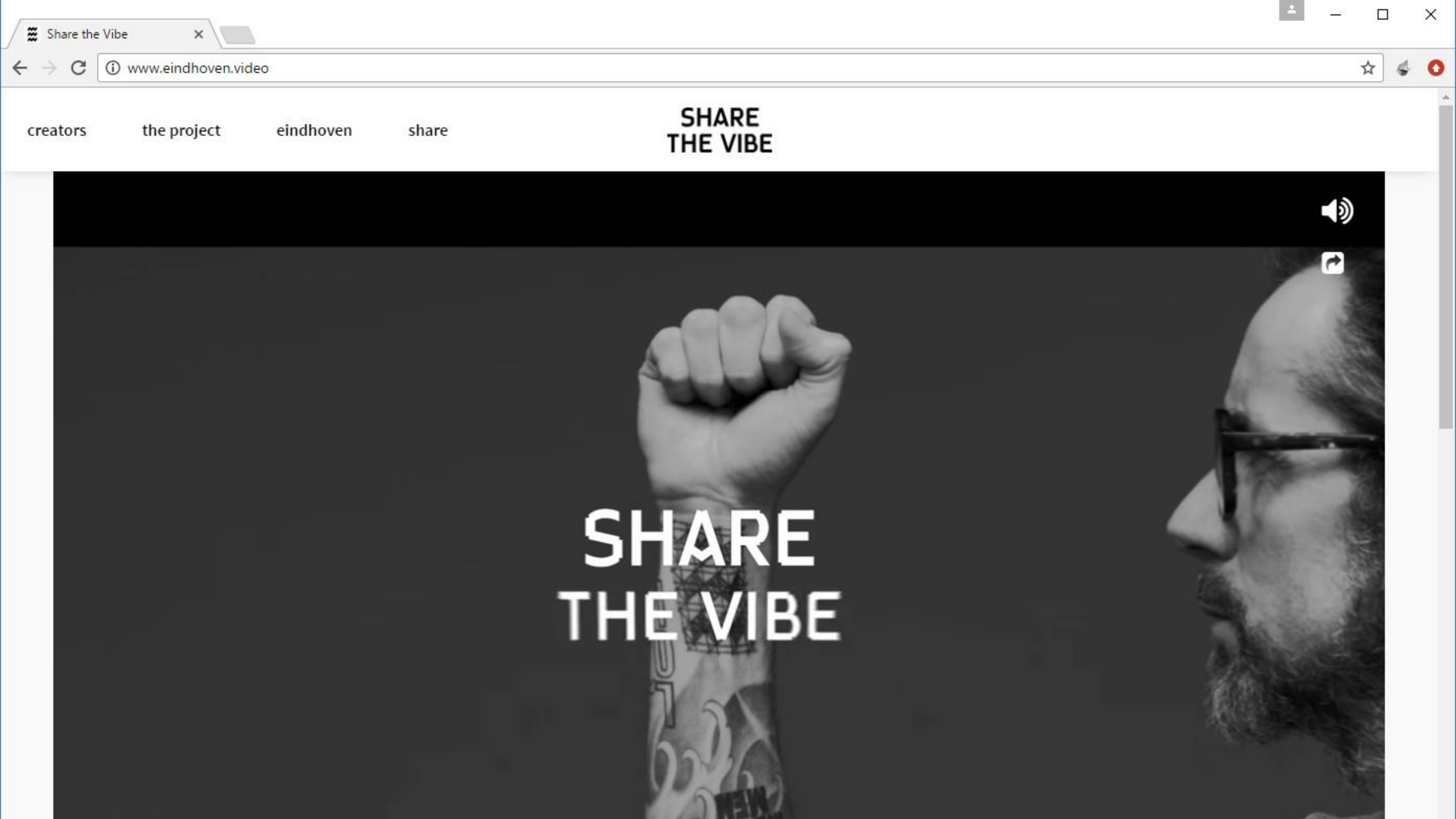


32 vind-ik-leuks

14 UUR GELEDEN

Een reactie toevoegen...





SHARE THE VIBE

SHARE THE VIBE

Branding through
experiences



SWINCKELS
VOLMAAKT
SUPERIEUR PILSENER



Vincent van Gogh 125 year celebration



WIRED

GEAR SCIENCE ENTERTAINMENT BUSINESS SECURITY DESIGN OPINION MAG

A Beautiful Glowing Bike Lane Modeled After Van Gogh's *Starry Night*

BY LIZ STINSON 11.13.14 | 6:30 AM | PERMALINK

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Part of complete coverage on
CNN Style

STYLE

Bike path inspired by Van Gogh's 'Starry Night' opens in Netherlands

By CNN Staff

November 14, 2014 -- Updated 1152 GMT (1952 HKT)



COURTESY DRAN ROOSEGARDE & HEIJMANS INFRASTRUCTURE

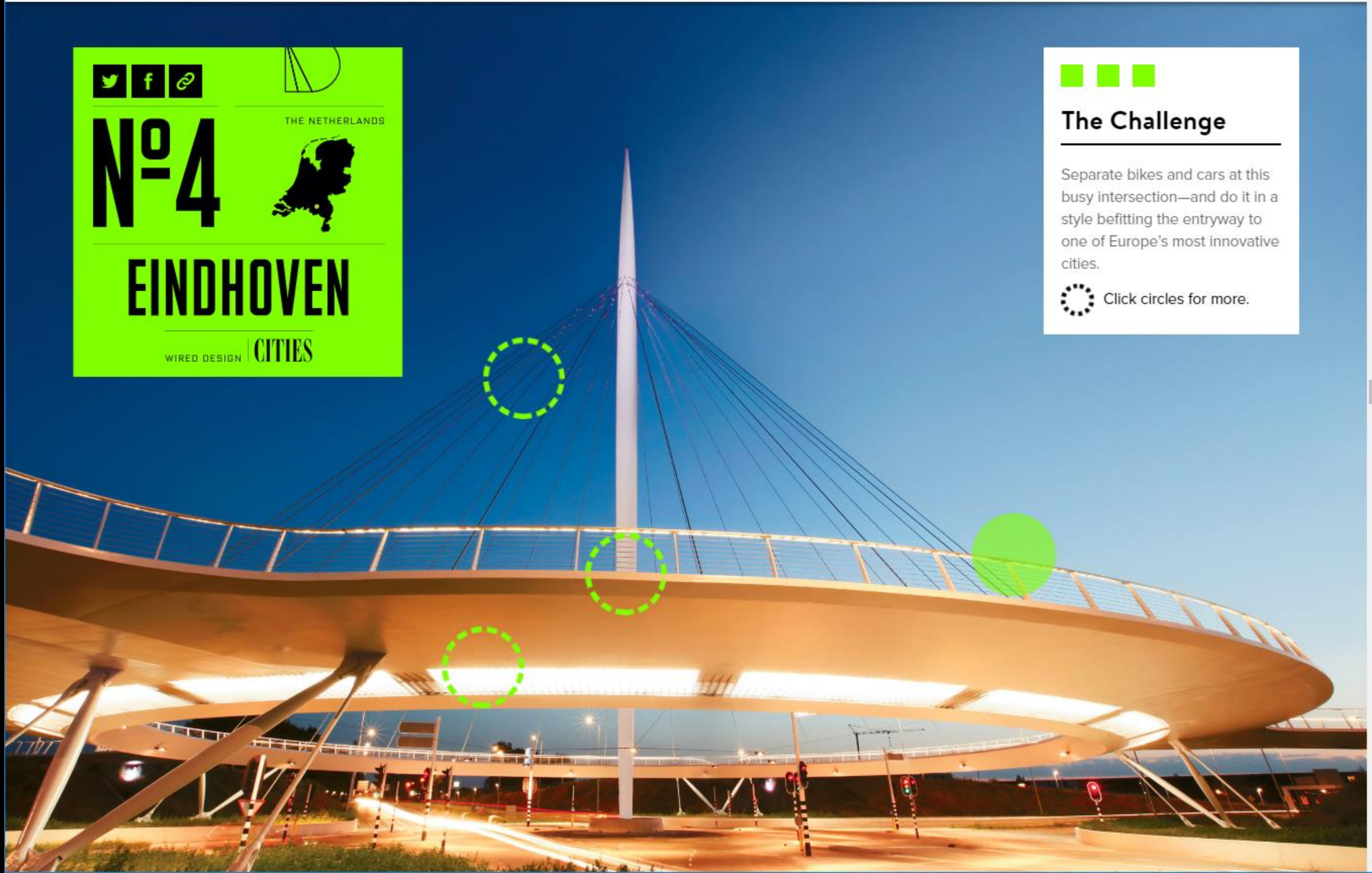




The Challenge

Separate bikes and cars at this busy intersection—and do it in a style befitting the entryway to one of Europe’s most innovative cities.

Click circles for more.





Dutch Design Week > 350.000 visitors









#ANOTHER
CITYTRIP



#ANOTHERCITYTRIP

Lunch & Tours

FOLLOW ME!

FOLLOW ME!

FOLLOW ME!

FOLLOW ME!

FOLLOW ME!

FOLLOW ME!

FOLLOW ME!

FOLLOW ME!

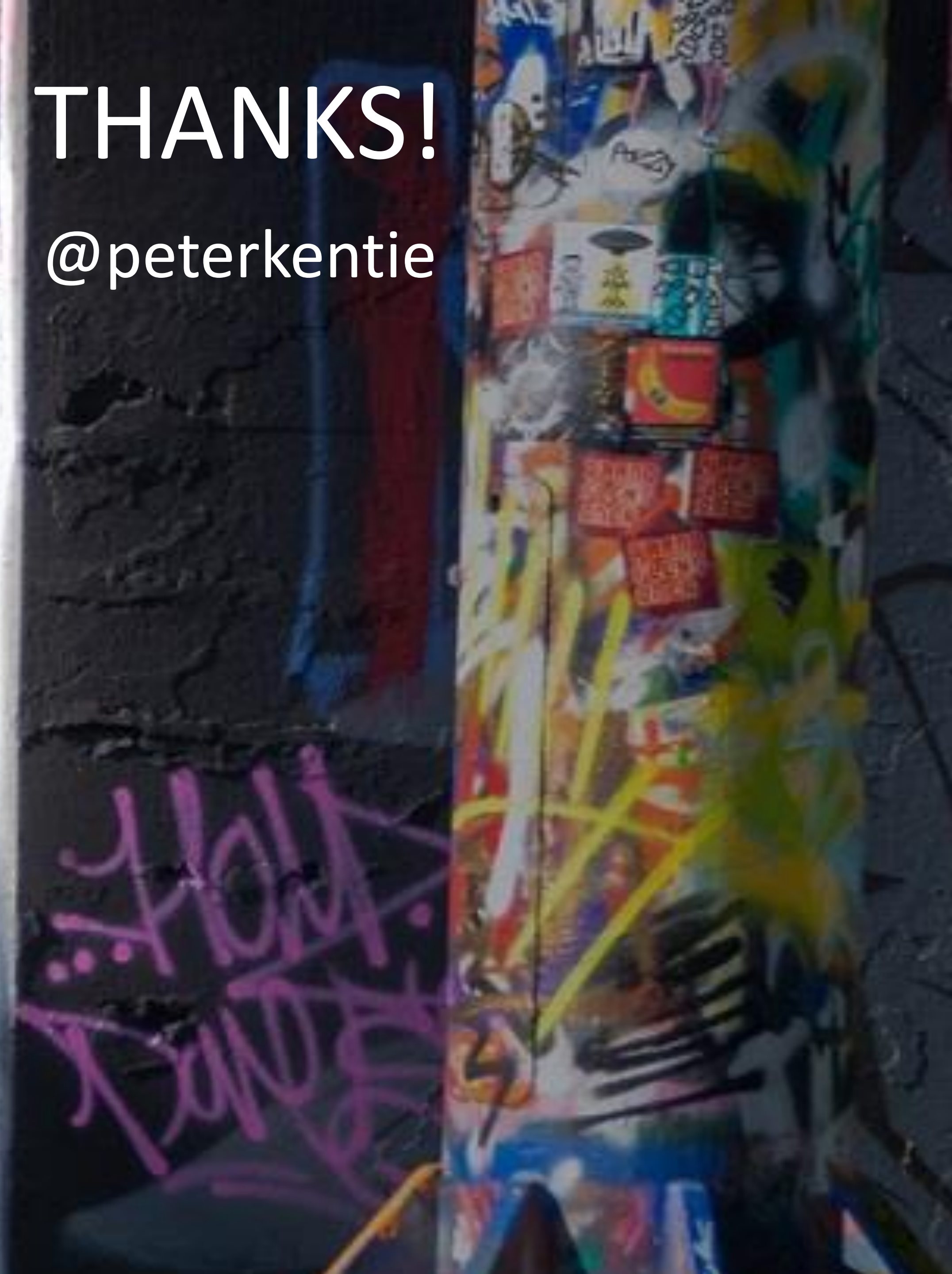
FOLLOW ME!







W
Sle Y
@
Street Fo
INDROVEN
?



THANKS!
@peterkentie