Setting a Vision in Motion

The Future of Hilversum Media Park

Initiated in 2017 by Hilversum Municipality and Media Park Enterprise, and developed in collaboration with UNStudio, this urban vision offers a roadmap to the development and transformation of Hilversum’s Media Park. The vision includes potential programmatic, spatial and infrastructural development models that will lead to the positioning of the Media Park of 2030 as a leading destination for media knowledge creation.

Hilversum Media Park is, and has been, the successful centre of Media in the Netherlands. The Urban Vision builds on its success and helps reshape the Park to changing needs and new trends for the future.

Key requirements in that respect are:
1. The flexibility to create a much-needed stimulating ecosystem;
2. Combine media business with related education in media and technological skills, artificial intelligence, ICT, applied gaming, and cyber-infrastructure;
3. Create an attractive environment.

“Our goal is to create a Media Park that is vibrant and affordable, an international magnet, a place where talent can grow”

- Wimar Jaeger
Hilversum and Its Neighbours

The vision seeks to strengthen important relations between Media Park, Utrecht and Amsterdam in education, artificial intelligence, gaming, ICT, technology, Media and journalism and a young and creative technically skilled population.
Intensifying the Creative Sector

Once only created by professionals in expansive facilities removed from public eye, media today is produced and consumed by everybody, everywhere.

In order to transition into a fully digitally created content industry as well as accommodating new models of content creation, the Media Park must expand to include a wider diversity of innovation companies and promote independent talent in a co-creation environment.
NL MEDIA PARK
A PLACE FOR INNOVATION
Pillars of Growth

In order to achieve an authentic experience, the Urban Vision leans on five key values that create a holistic plan for the Media Park:

1. Create an Industry hotspot;
2. Facilitate public interaction;
3. Foster a vibrant community;
4. Embrace interactive technology; and
5. Design a healthy environment;

Building on the strengths and expertise of the media industry, new creative disciplines would bring a variety of knowledge and content production opportunities.

A cross-sector synergy, with educational institutions, will offer knowledge expansion and innovation breakthroughs.

Expanding the access to creative disciplines facilitates intellectual advancement and position the Media Park to become a diverse industry and content creation hub. By inviting film productions, gaming and VR developers to create side-by-side media production a more robust creative community is formed.

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TALENT AND WORKFORCE ATTRACTION

Education

Learning is a key component of the future of the Park. Introducing Media and Technology studies, and related amenities on site, helps to reduce the gap between learning and working, and to attract and connect talent to the present and new industry and cross overs.

EDUCATION

• MS in Media Studies
  (International Institutions Affiliated Program)
• Industry Bootcamps
Bring Back The Magic

The Festivalisation of Media Culture

With seminars, conferences, launch events, open Studio Day, Dutch Media Week extending into a week long festivities and every day media production taking place at the Park, synergetic relationship between media creators and their audience would turn an exclusive industry into an inclusive celebration.
A NEW WAY OF LIVING

Sector-Based Housing

Introducing living units into the Media Park is an exciting opportunity to transform the Park into a 24/7 campus that allows talent and sector-related students and professionals to live and work in the Media Campus.

It is a challenge to traditional apartment living, as ample communal space and shared basic amenities are included. This new way of living could offer short term accommodation with a flexible option that is designed to meet users' needs.
NL MEDIA PARK
A PLACE FOR CELEBRATION
System Application

Borrowing from concepts developed in the innovation industry such as agility and scalability, the spatial plan is developed as a process mechanism rather than as a fixed proposal. Preparing for a changing, uncertain future, this resilient approach helps manage risk that is inherent to any real estate development on this scale and helps tailor development to demand.
**INFRASTRUCTURAL TRANSFORMATION**

**Mobility**

The impact of a successful Media Park may put stresses on local infrastructure, especially on current vulnerabilities such as mobility and infrastructure.

The vision proposes a strategy for the macro scale – Hilversum and its environ with connections to Amsterdam and Utrecht, and the micro scale - parking and circulation, and sustainability inside the Park.
S T A T E  O F  T H E  A R T  T E C H N O L O G I E S

S u s t a i n a b i l i t y  &  T e c h n o l o g y  S t r a t e g y

Sustainability is one of the core starting points for the Media Park. Structurally it will be taken into account as part of the physical and programmatic transformation.

Smart technology can be embedded in various applications. From sensor-embedded sidewalks to Smart ICT and energy management networks, the technology should be integrated seamlessly with the built environment.
**POSSIBLE FUTURES**

**Exploring Development Scenarios**

The vision’s aim is to present a growth model for the Media Park. Being the first step in the evolution of the development of the Park, preceding a master plan stage, it explores development scenarios of growth based on specific demand. The scenarios are stand-alone options and not evolution of growth over time. In this way, they act as a catalyst for change based on emerging demand and not on a predetermined proposal. Each scenario introduces a central narrative. However, ultimately, the development will include a mix of uses with integration of all pillars of growth.

1. **The Campus in the Park**  
2. **The Two Hubs**  
3. **The 24/7 Neighborhoods**  
4. **The Super-Mixed City**  

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**BRING IN THE TALENT**

**ENFORCING THE EDGES**

**MAKING A DESTINATION**

**CREATING TWO HEARTS**

**BRINGING PEOPLE TOGETHER**

**INTRODUCING A NETWORK**

**CREATING A HOME FOR MEDIA PROFESSIONALS**

**CONTINUOUS NETWORK**
NL MEDIA PARK
A PLACE FOR MAGIC
Connecting to the Community and the City

Looking beyond the economic and political boundary of the Media Park, areas adjacent to the site and the wider area of Hilversum will benefit from the spillover effect that development of the Park will bring.

Considering the urban network in and around Hilversum, other economic centres can link to the Media Park through physical and digital infrastructure in order to facilitate better exchange of knowledge and talent.
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