BRAINPORT SMART DISTRICT

Space for the society of tomorrow
The society of tomorrow differs fundamentally from that of yesterday. The world is shrinking thanks to the internet of things. Boundaries are fading. New demands are placed on living. People have become far more conscious of the fact that we are custodians of this earth but for a short time. Sharing is the new owning. And the notion of ‘togetherness’ is allocated a whole new meaning, representing one of the fundamental pillars of self-sufficiency.

Professional activities are carried out at a regional level, places of work are shared, the world is part digital. Social housing, urban development and mobility projects demand new solutions. Urban planning is viewed in a new light.

Where will we find the space to live in the future? How do we build a healthy and safe living environment for our children? An environment that offers new places of work for young and old? Sharing is at the heart of the society of tomorrow. Sharing ideas, things, space, energy, transport. Driven not by an ideology, but by the natural, sustainable course of events.
The region is dedicated to the realisation of housing development, mobility and sustainability projects. These alongside a myriad of economic and social challenges: how do we guarantee sufficient work, and how do we ensure that everyone in the region stays involved? Individual projects are no longer. Instead, they require an integrated, innovative approach. Innovation is borne out of parties joining forces, co-creating to overcome complex issues. The solutions for the society of tomorrow no longer reside on the drawing board of a single architect, or in the boardroom of governments or developers. They exist in the space where smart players meet, where creativity is given free rein, where different opinions and unexpected voices are heard and honoured.
Helmond. Network city in Brainport - the smartest region in the world. A city that in recent years has developed dynamically, from what in the ’70s was still an industrial town with significant socio-economic problems, into a leading centre in the urban landscape of South-East Brabant. Helmond is part of Brainport: the smartest region in the world and one of the three leading economic regions within the Netherlands.

Helmond is the ‘happening’ city par excellence. The city’s innovative and creative powers are employed to facilitate societal and technological renewal. The scope and scale of Helmond make it perfectly suited for rolling-out new innovations; the city boasts all the attributes of a fully functional living lab. It is the perfect incubator for the society of tomorrow.
An eight-minute train ride from Eindhoven Central station brings you to the Helmond suburb of Brandevoort – a place which emanates typical Brabantian charm and home to stunning architecture. Brandevoort sits at the heart of Brainport, the focal point of the smartest region. Surrounded by fields and yet a stone’s throw from both Helmond and the centre of Eindhoven, Brandevoort is developing rapidly. This is a district full of opportunity. Not only for Helmond, but also for our strategic partners across the region.

Brandevoort encompasses a planning area called ‘de Marke’. The ideal candidate for a living lab of the city of tomorrow, the land is ready for development, with space for 1,000 small dwellings. The site is surrounded by greenery, on the edge of two cities and with the convenience of local amenities, which include a train station and direct cycle routes to city centres. The Automotive Campus, the Food Tech Campus and various pioneering educational institutions are literally around the corner. The area has everything it needs to bring the future one step closer. Where better to build the Netherlands’ smartest district than here in Brandevoort: the focal point of the smartest region.
Space for futuristic living

We have the space. Together we'll have the ideas.
Space for Smart & Green Mobility

We have the space. Together we have the brains.
Space for a healthy, sustainable city

We have the space. Get on-board with healthy and sustainable!
Space for a smart economy
We have the space. Together we can benefit from a new economic reality.
Space for everyone – in a social city
We have the space. What will you share?
Brandevoort: incubator for the society of tomorrow. Here is where we are working hands-on towards a smarter, better, more sustainable, more social and more beautiful district. So how will this look? What kind of houses will we build? How will we travel? How will we live in 2050? Brandevoort is both the site of conception and construction. It is a place to experiment, together, on every aspect: from build, energy and mobility, to safety and health. Everything will come together under one district. Smart Mobility will focus on excellent commutability. Food Technology will work towards a healthy city. We are accelerating our sustainable ambitions. Zero emissions is no longer an ambition, but a daily reality thanks to the likes of geothermal energy or solar fields... there’s space for that here, too. 1,000 new dwellings for a diverse target group: young families, expats from the Brainport area, elderly who long to leave the hustle and bustle of the city behind. Shared living, smart sharing. All of the pieces to the puzzle come together in Brandevoort, where future living is taking shape. Get on-board and involved with Brandevoort: Brainport Smart District!
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