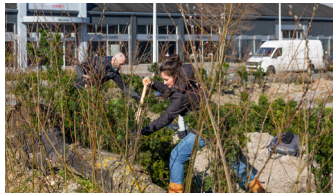


I'M BINCK - THE HAGUE - NL



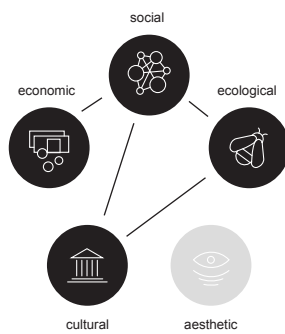
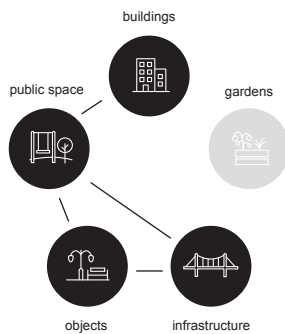
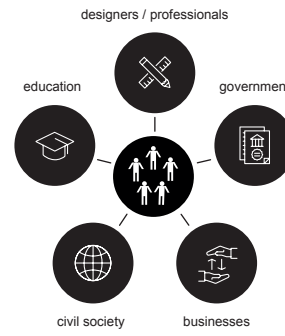
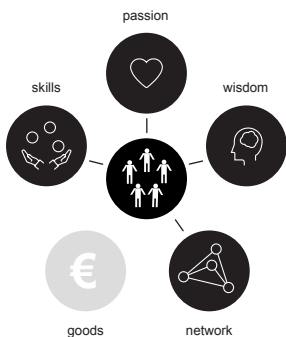
I'M BINCK, Binckhorst, The Hague, the Netherlands
2011 - ongoing
<https://imbinck.nl>

images: I'M BINCK

De Binckhorst is a centrally located industrial estate in The Hague that is being redeveloped into a mixed residential, working and living area. The municipality decided on an approach of organic area development based on the existing qualities and activities and invited everyone to think and invest. I'M Binck - a network platform - wants to give these themes a place in the area and bring them to the attention of local parties by building up a large network; for the most part still mainly entrepreneurs, but increasingly also the new residents

Enablers

I'M BINCK focused on connecting to the physical, cultural and social structures of a place, and seeking collaboration with local residents, businesses, artists and designers to stimulate social, economic or cultural impulses. In the early years I'M Binck initiated projects mainly together with businesses, but in the meantime initiatives have also been started with present or future residents to together make the Binckhorst a liveable, healthy and sustainable neighbourhood.



Resources

One of I'M Binck's proposals was to establish a resources exchange in the area, in which I'M Binck itself would also play a role. This proposal has not yet been materialised. Besides climate adaptation, green initiatives at the Binckhorst also focus on increasing biodiversity and liveability: creating a pleasant environment for plants, animals and people. Initiators 'save' young trees and shrubs from soon to be developed plots and give them a new home on the 'CarWeide'. These and other cuttings and dug-up young trees can be collected here (tree hub) with the aim of increasing the number of trees.

Actors

In a meeting attended by people from the city council and the provincial authorities, developers, business owners and residents to reflect on the developments at the Binckhorst, the theme of 'green' was put on the agenda. There appeared to be great interest among all the parties to collectively think further about this topic and to flesh it out with tangible projects. I'M BINCK in collaboration with local businesses and residents are carrying a number of 'green' projects forward. Some projects are undertaken in collaboration with students of the art academy in The Hague schoolchildren from Corbulo College in Voorburg.

Spatial elements

Carweide, a vacant plot on loan to I'M BINCK from the municipality, has been turned into a tiny forest. Green routes will connect the 13 Binck spots – places of significance for the identity of Binckhorst due to their intrinsic cultural-historical value - with each other. Binckhorst Beings are scattered through the area: 'permanent markings in public spaces that show what the industrial site has to offer'. With these works, the companies aim to strengthen the Binckhorst's identity as a makers' area.

Values

The added value of I'M Binck's work lies first and foremost in bringing together and connecting people who have a link to the Binckhorst, and therefore in the social domain. In addition, the networks aim to share knowledge, skills and materials and, in so doing, develop connections that add economic value. Once the first projects have been realized, Bincks Groen will contribute to ecological value, because the initiatives focus on increasing biodiversity and making the Binckhorst resilient to climate change by creating new green structures and spaces.