

# Breda - City in a Park

Karlsruhe  
October 2021



**BREDAMARKETING**



An aerial photograph of a lush green park. A river flows through the center, bordered by dense trees. The trees show some autumnal colors, with some turning yellow and orange. The water is dark and reflects the surrounding greenery. The overall scene is vibrant and natural.

**How?**

**By improving the quality of life in Breda,  
to become the first (national) city in a  
park**

# So, what if Breda is a city in a park?

What will be different then for inhabitants & visitors?



A skateboarder in a striped shirt and a dark cap is captured mid-air, performing a trick on a concrete ledge covered in graffiti. The ledge has various tags and stickers, including one that says 'BONK'. In the background, other people are seen at the skate park, some on scooters and others on bicycles. The park is surrounded by trees and a clear sky. A large pink triangle is overlaid on the left side of the image, containing the text.

# Healthier a new way of living

# Breda on foot & boat

WALKING ROUTES AT A SLIPPER DISTANCE



LONGEST CITY SINGELPARK



# Breda by bike



# 076 cycling: a way of life







# Digitalizing nature

Using sensing to improve use of walking & bikes routes and playing fields


# #NationalparkCity

**LONDON NATIONAL PARK CITY\***

BEING POSITIVE ▾ PLACES TO GO ▾ THINGS TO ENJOY ▾ MAKE A DIFFERENCE ▾ WHAT'S ON ▾ GET MORE INVOLVED ▾ ABOUT US ▾


**DESIGN**

👤 NATIONAL




**MAKE A DIFFERENCE >**

Looking to make London greener, healthier and wilder? So are we.




**12 WAYS TO MAKE LIFE IN LONDON BETTER**  
Fish Ponds Here

Anyone can make life better.



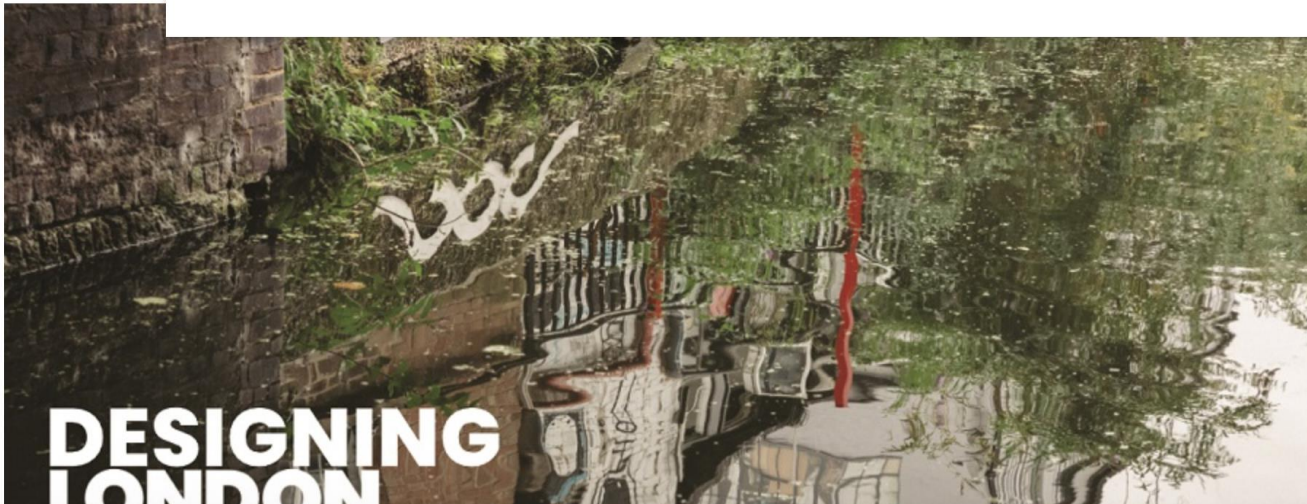
**BE A NATIONAL PARK CITY MAKER**  
NATIONAL PARK CITY OPTIMIST

Anyone can be a National Park City Maker.



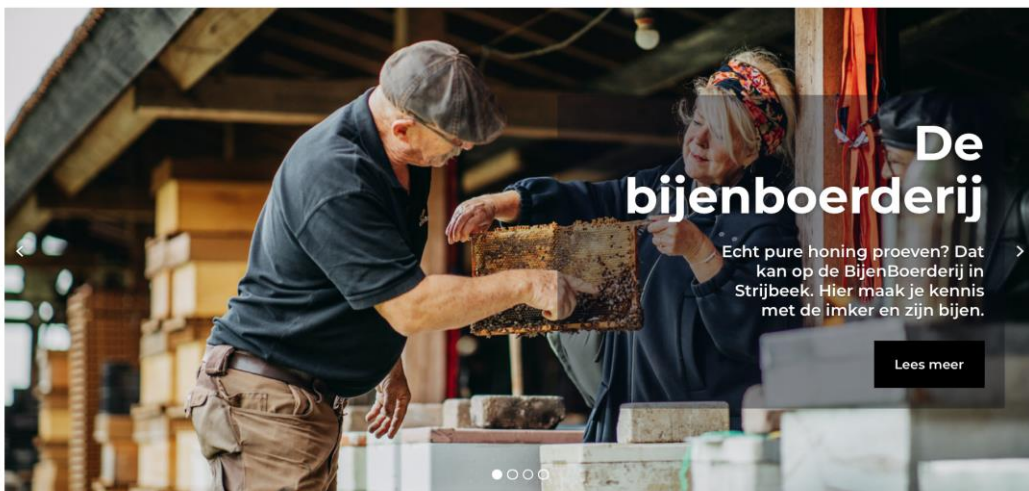
**NATIONAL PARK CITY TREE PLANTERS\***

Setup a resident driven tree planting scheme



# Branding campaign – outdoor lover





## De bijenboerderij

Echt pure honing proeven? Dat kan op de BijenBoerderij in Strijbeek. Hier maak je kennis met de imker en zijn bijen.

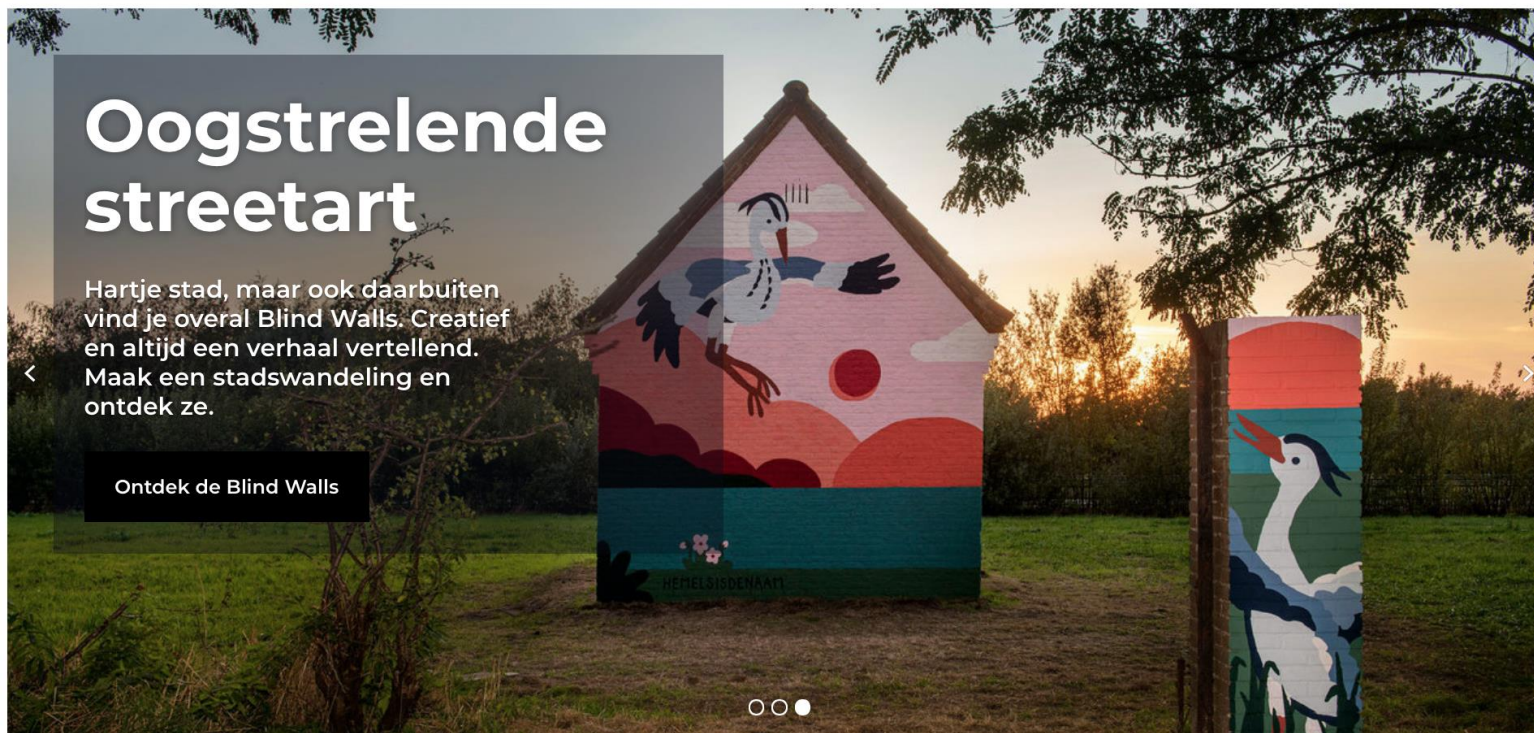
[Lees meer](#)



## Borrelen in een molen

In Bavel staat een prachtige molen uit 1865: Korenmolen de Hoop. Hier geniet je van goed gezelschap, een hapje, drankje en echte Brabantse gastvrijheid.

[Ontdek meer](#)



## Oogstrelende streetart

Hartje stad, maar ook daarbuiten vind je overal Blind Walls. Creatief en altijd een verhaal vertellend. Maak een stadswandeling en ontdek ze.

[Ontdek de Blind Walls](#)

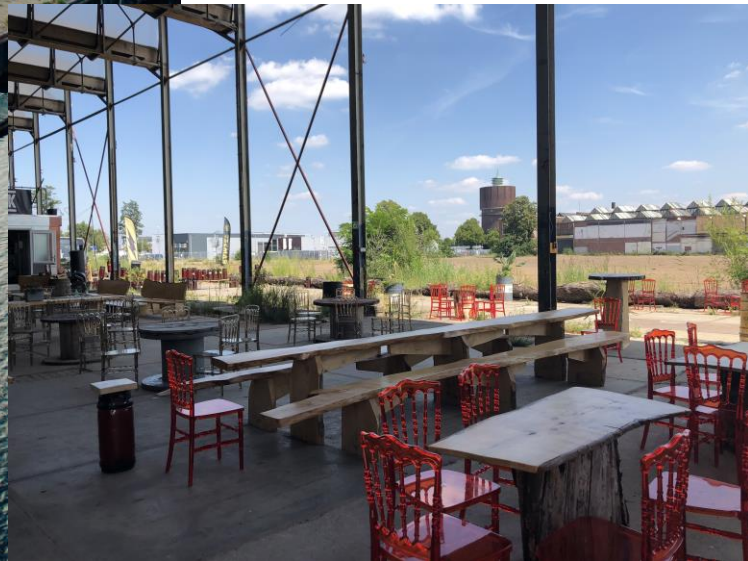


# Greener x Bluer Liveable environment

# URBAN DEVELOPMENT - CROSSMARKS



# URBAN DEVELOPMENT X PLACEMAKING



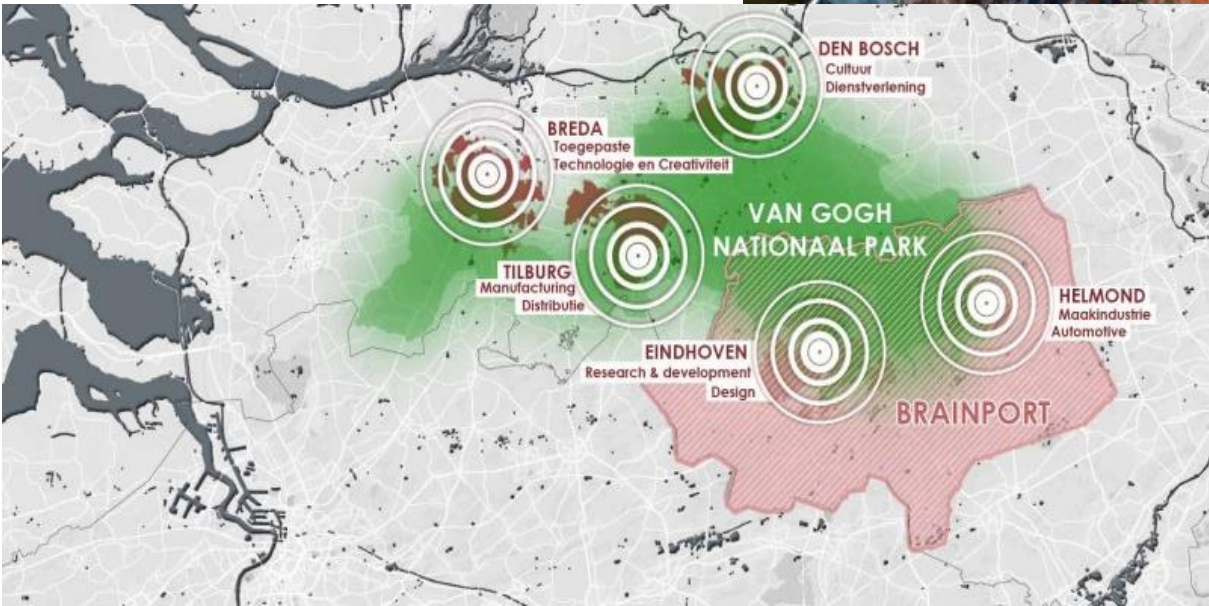
# GREEN QUAYS INNER CITY







# VAN GOGH NATIONAAL PARK BRABANT



# Thank You!



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