

# Barn Raising in Noord-Belevenland

Triad A  
Idea book

Wageningen University

July 2011



## Academic Consultancy Training

# Barn Raising in Noord-Belevenland

### Triad A

### Idea book

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Wageningen, July 2011

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*This report is part of the triad ‘Barn raising in Noord-Belevenland’ which can be approached from different angles. This allows people from different backgrounds to start at an angle they are most interested in. The reports are combined in such a way that it is possible to switch between any unit of the triad in whatever way the reader finds interesting. The triad consists of an ‘idea book’ focussed on the possibilities for ‘Evenementenlocatie Land & Zeezicht BV’, an ‘analysis report’ which describes the main results of the research and which focuses especially on the possibilities there are to facilitate development in Noord-Beveland. This ‘scientific report’ mainly describes the scientific background of the project, namely, the research questions, theoretical foundation and methodological practices of the project.*

*For this project we chose the name ‘Barn Raising in Noord-Belevenland’. The first part of this name is based on the key feature of this project; the barn ‘Evenementenlocatie Land & Zeezicht BV’. Barn raising is an event where a community comes together to build a barn for one or more families. Barn raising occurred in a social framework, and despite traditions of independence and self-sufficiency, community barn raising was a part of life ([www.barnraising.org](http://www.barnraising.org)). This description fits well to our project because we aim to give the barn ‘Land & Zeezicht’ a new purpose which contributes to the development of Noord-Beveland. The barn can get people together and create linkages and (social) networks. The second part of this name, Noord-Belevenland, came forward during the workshop we organised in Kamperland. Although we did not come up with this definition ourselves, it definitely represents the vision we have of Noord-Beveland. This island is full of potential and there is a lot to experience and discover. Hence, ‘Barn Raising in Noord-Belevenland’. A little wink is that the name is in both Dutch and English, just as our project.*

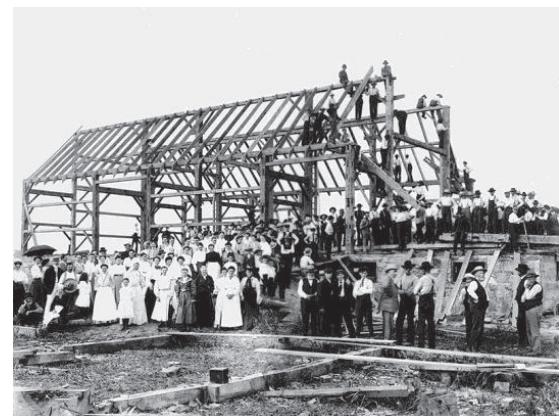


Figure 1: A Barn raising in Canada in the 1900s  
Source: [http://en.wikipedia.org/wiki/Barn\\_raising](http://en.wikipedia.org/wiki/Barn_raising)



## Acknowledgements

The ACT team would like to express appreciation to the project commissioner Simon de Koning, the coach Sietse Sterrenburg and the expert Martijn Duineveld for their good advice and help with shaping this project and achieving the project goals. Furthermore, the ACT group is thankful to the project facilitators Thomas Pillen and Meike Sauter. We would also like to thank all the interviewees and stakeholders present at the workshop, for their cooperation and input. A special thanks to Albert Aalvanger who spent a lot of time sharing his experiences and providing useful insights for the workshop and presentation.

It was a delight to work on this project with all those warm and open people from the beautiful province of Zeeland. The team felt welcome from the moment they entered Zeeland. The team sincerely hopes that Simon de Koning and Thomas Pillen will be pleased with the products of the triad.



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## Introduction

The goal of this project consist of two subjects. The goal is to 1) facilitate the creation of linkages amongst the many stakeholders of Noord-Beveland and 2) to create new ideas for the barn ‘Evenementenlocatie Land & Zeezicht BV’ .

The first is important for the development of Noord-Beveland because the links allow different actors in the area to get involved and use their strength to work together. The linkages generate a network which is useful during different developments in Zeeland. In the case of opportunities, more parties can benefit because of a bigger network and with the arrival of threats, the actors stand strong when they work together. The second subject is important in order to find possibilities that achieve economic viability of the barn and with that its future existence.

However, these two subjects are strongly interrelated. On the one hand, this project focuses on ideas for the ‘Land & Zeezicht’ which facilitate the creation of linkages and on the other hand, this project looks at how the linkages amongst actors can be beneficial for the barn. In this project the subjects interact and there is no clear division, both are of great importance.

The booklet you have in front of you is part of the triad. This idea book is formed to visualize scenarios that are created by combining discourses with themes which are clearly visible in Noord-Beveland. These visuals show the scenarios which are most interesting for both the development of Noord-Beveland as well as for the economic viability of ‘Land & Zeezicht’.

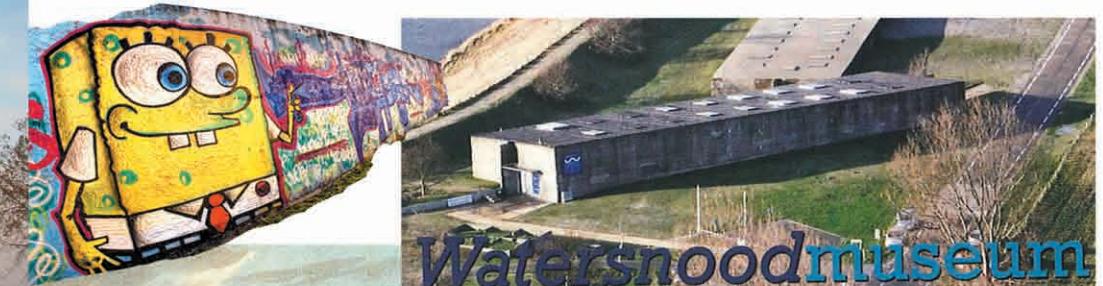
First the collages of the scenarios *Art Tour*, *Slow Tourism*, *Culture through food preparation*, *Off the beaten track*, *Peace and wellness*, *Religion* and *Rhythms of the seasons* are visualized. Next to these collages, you can find a short description of the scenarios in a way you get an understanding of how trends in Zeeland, Noord-Beveland or even in Kamperland, are used to develop Noord-Beveland and the barn ‘Land & Zeezicht’.

For more details about the scenarios and the process which was used to generate those scenarios, we refer you to the Analysis report. In the Scientific report a theoretical foundation can be found of this project.

*Noord-Beveland and Schouwen-Duiveland are going to collaborate to organize one collective art tour which attracts more visitors and sponsors then the old tours. This will give the cultural image of Zeeland a boost. Young and elderly people, everyone is going by foot, bike or car from one exhibition to the other to enjoy performances and the work of local, national and international artists. The unique location, surrounding, ambiance and appearance of ‘Land & Zeezicht’ will all contribute to a unique experience of the exhibitions and performances.*

*Noord-Beveland en Schouwen-Duiveland gaan samen één grote kunst toer organiseren die meer die meer bezoekers en sponsors aantrekt dan de oude toeren. Dit zal tevens het culturele imago van Zeeland een boost geven. Jong en oud gaan te voet, per fiets of auto van de ene tentoonstelling naar de andere om te genieten van optredens en het werk van lokale, nationale en internationale kunstenaars. De unieke locatie, omgeving, sfeer en uitstraling van ‘Land & Zeezicht’ zullen bijdragen aan de belevening van de tentoonstelling of het optreden, wat tot een unieke ervaring zal leiden.*

# Art Tour



## Barn Raising

*Entrepreneurs on the island of Noord-Beveland have created a culinary bicycle route around the island. Many farmers participate in this route, selling their products to the ones who follow the route. Once arrived at ‘Land & Zeezicht’, participants start preparing their own food, together with a chef who is familiar with the local products. Every season comes with a new menu and the culinary route has become a famous (culinary) attraction.*

*Ondernemers op Noord-Beveland hebben de handen ineengeslagen en een culinaire fietsroute rondom het eiland gecreëerd. Veel boeren werken mee door hun streekproducten te verkopen aan diegenen die de route fietsen. Wanneer deelnemers aankomen bij ‘Land & Zeezicht’ zullen zij hun eigen voedsel bereiden, samen met een chef-kok die gespecialiseerd is in Zeeuwse streekproducten. Elk seizoen kent zijn eigen smaken en deze culinaire route is een bekende (culinaire) attractie geworden.*

# Culture through Food



Barn Raising

*Zeeland is the place to enjoy a rich and peaceful nature, but people often rush through this beautiful province without paying attention to the surroundings. Noord-Beveland has acted upon this trend and set up an uncommon transportation network on the island. In Kamperland, people can park their car at ‘Land & Zeezicht’ and choose one of the special modes of transport to continue their journey. ‘Off the beaten track’ allows people to look at the trees, the birds, the clouds and the stars in order to reveal the beauty, grace and uniqueness of Zeeland.*

*Zeeland is de plek om te genieten van een mooie en vreedzameven hun auto parkeren bij ‘Land & Zeezicht’ om vervolgens met alternatief vervoer hun reis voort te zetten. ‘Off the beaten’ track laat mensen de bomen, de vogels, de wolken en de sterren zien om op deze manier de buitengewone schoonheid en sierlijkheid van Zeeland te onthullen.*

# Off the Beaten Track



*Zeeland represents the ‘islands of peace and wellness’. Each of the islands is focused on different wellness activities in beautiful nature areas and there are different wellness-hotels as well. These hotels promote rest, peace and relaxation. ‘Land & Zeezicht’ can provide a location where people have the chance to redeem themselves and come to rest through these wellness activities, but it can also be a location where wellness seminars or health fairs can be held in.*

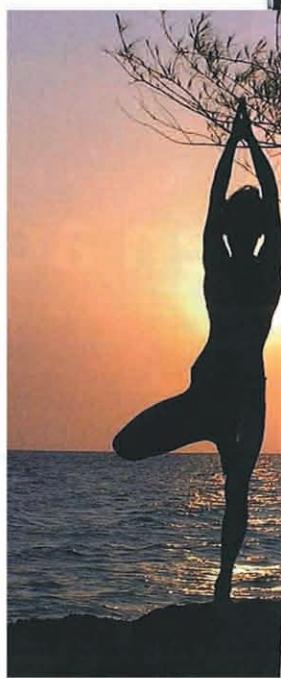
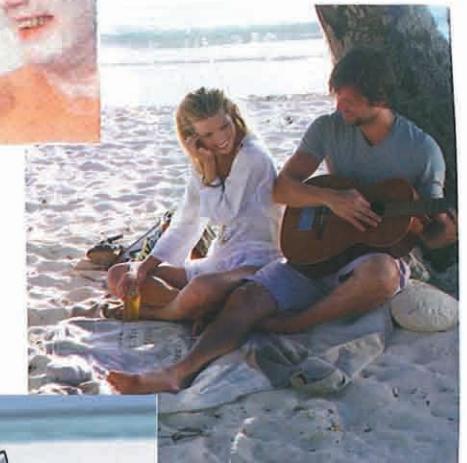
*Zeeland staat voor “de eilanden van rust en wellness”. Elk eiland richt zich afzonderlijk op verschillende wellness activiteiten in mooie gebieden in de natuur. Tevens bevinden zich op de eilanden ook meerdere wellness hotels die de rust en ontspanning promoten. ‘Land & Zeezicht’ kan de locatie zijn waar deze activiteiten gehouden, maar het kan ook de plek zijn waar verschillende wellness seminars of gezondheidsbeurzen georganiseerd worden.*

# Peace and Wellness

## MEDITATIE



Rust



BEACH



Relax



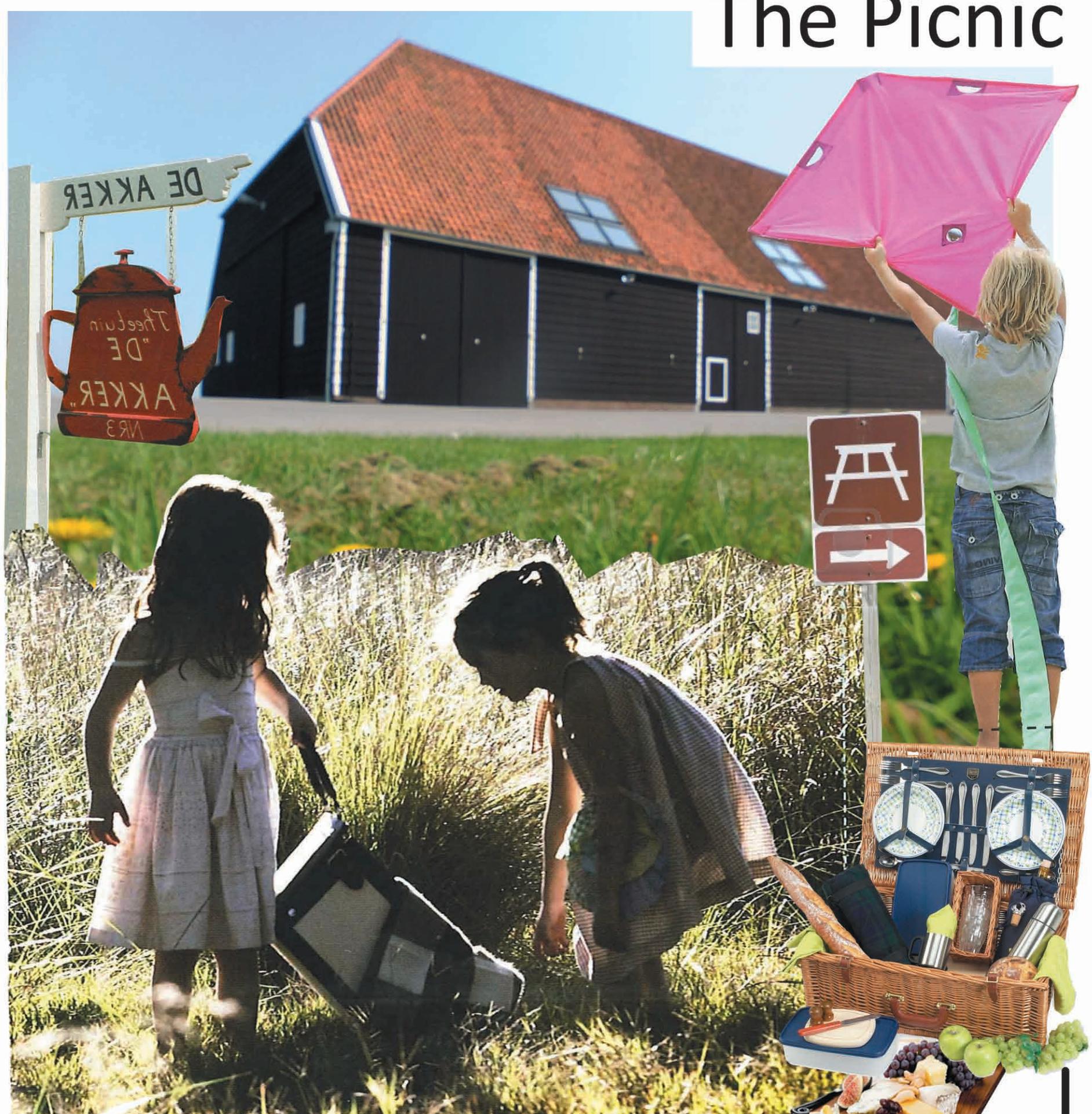
Barn Raising

*During a tour in Noord-Beveland visiting the most beautiful local retailers, you can fill your picnic basket with the most delicious foods of the area. Receive a picnic basket and blanket at the barn ‘Land & Zeezicht’ in Kamperland and begin this delightful tour. When your picnic basket is full, return to this lovely location, lay out your picnic blanket, and indulge in the sweet treats that life has to offer. You can feel connected with nature and experience the ‘slow life’ of Zeeland.*

*Tijdens en tocht door Noord-Beveland, terwijl je de mooiste locale kleinhandelaren bezoekt, kan je je picnicmandje vullen met de lekkerste locale producten uit de regio. Ontvang het mandje en een kleedje bij ‘Land & Zeezicht’ in Kamperland en begin deze inspirerende tocht. Wanneer je mandje vol is ga je terug naar deze prachtige locatie.*

*Hier spreid je je kleedje in het groene gras en laat je verleiden door de hemelse traktaties. Je voelt je verbonden met de natuur en je geniet van het rustige leven van Zeeland.*

# The Picnic

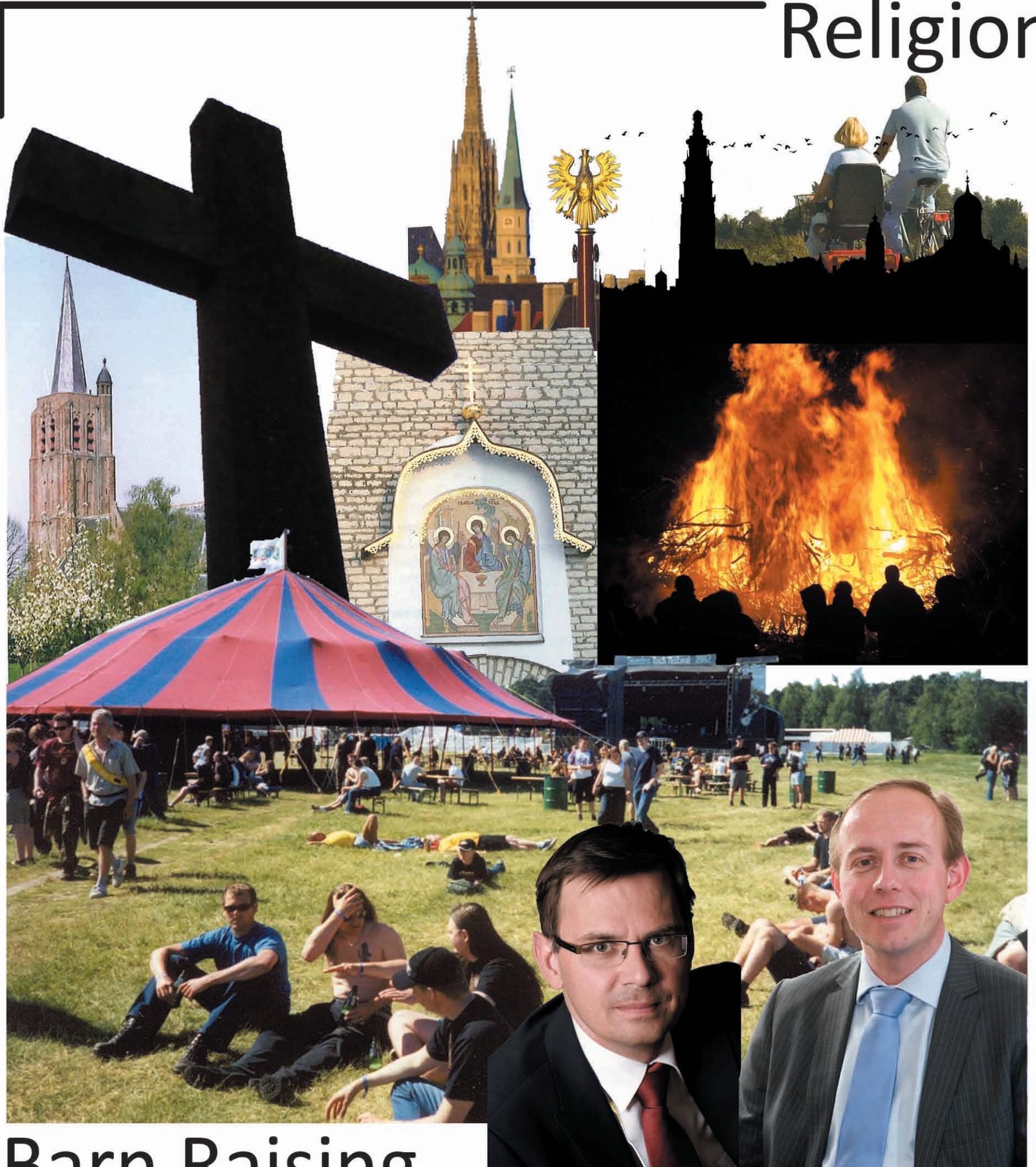


## Barn Raising —

*Nuclear disasters, tsunamis, sea level rising, earthquakes and wars are contributing to the uncertainties of life. People need something which they can fall on back to and this is going to be religion. Gatherings, speakers, music performances, workshops, plays, Easter fires and mini-festivals with a Christian touch are going to be the new hype and ‘Land & Zeezicht’ should take this in consideration.*

*Nucleaire rampen, tsunami's, zeespiegelstijgingen, aardbevingen en oorlogen dragen bij aan de onzekerheden van het leven. Mensen hebben iets nodig waar zij op kunnen terug vallen en dat is het geloof. Bijeenkomsten, sprekers, muziek optredens, workshops, toneelstukken, paasvuren en minifestivals, met uiteraard een Christelijke randje, worden de nieuwe hype en ‘Land & Zeezicht’ moet hierop inspelen.*

# Religion



Barn Raising

*The 'rhythms of the seasons' in Noord-Beveland and Kamperland are very distinctive.*

*While the nature, the landscape and the atmosphere attracts many visitors during the high season, the low season is mainly for the local people to enjoy. This is the time when locals may come together and enjoy the calmness of their environment. They may organise collective attractions and events in a natural setting. This is the time which can be used for strengthening the bonds between inhabitants of the island. 'Land & Zeezicht' could be a place for people to come together to bond.*

*Het ritme van de seizoenen in Noord-Beveland en Kamperland zijn erg karakteristiek.*

*Terwijl de natuur, het landschap en de sfeer van de zomer vele bezoekers aantrekt in het hoogseizoen, is het laagseizoen vooral voor de inwoners om van te genieten. Dit is de tijd waarin inwoners van Noord-Beveland samen kunnen komen om te genieten van de stilte en de prachtige omgeving. Dit is de tijd waarin inwoners hun onderlinge band kunnen versterken om de saamhorigheid te vergroten. 'Land & Zeezicht' is de perfecte locatie om aan deze saamhorigheid te werken.*

# Seasonality



*Noord-Beveland has become the place in the Netherlands to relax. In these busy times, people want to do the opposite of what they do at their work; doing nothing. ‘Land & Zeezicht’ has responded to this trend and is now providing luxurious accommodations, in combination with wine-, special beer- and food arrangements. Furthermore, the barn is well connected to the upgraded walking and bicycle routes ensuring the visitors to completely take it slow and relax.*

*Noord-Beveland is de plaats in Nederland om te ontspannen. In deze drukke tijden wil men het tegenovergestelde doen van wat ze op hun werk doen: niets. ‘Land & Zeezicht’ heeft handig op deze trend ingespeeld door luxe accommodatie aan te bieden in combinatie met wijn-, bier- en voedselarrangementen. Tevens sluit de locatie erg goed aan op de het verbeterde wandel- en fiets netwerk , wat er voor zorgt dat de gasten compleet tot hun rust komen.*

# Slow Tourism



# Barn Raising

*Zeeland is a stage for culture. A place to wallow in the creativity of all that people have to offer. Land & Zeezicht is a beautiful location for a musical stage, were local and global bands please the ears. Yet, on this stage there is room for dance and theatre too, to teach the soul how to feel.*

*Zeeland is een podium voor cultuur. Het is een plek waar je kan verdrinken in de creativiteit die de mens te bieden heeft. Land & Zeezicht is een schitterende locatie voor musicale podia, ware locale en internationale bands de toeschouwers kunnen plezieren. Maar, er is ook ruimte voor dans en theater, om de ziel te leren hoe het moet voelen.*

The Stage



Barn Raising —