

NAT LAB

An aerial night photograph of a city. In the foreground, a large, modern building with a grid-like facade is illuminated. To its left, a tall, narrow building with a blue light tower is visible. In the background, a large stadium with a glowing blue roof is prominent. The city lights and a highway with light trails are also visible. The image is framed by a light blue triangle at the top left and a light beige triangle at the bottom right.

MEER_
MEE_
MAKEN_



Photo: Norbert van Onna

Invisible Cities (Joris Debeij, 2013)
European premiere



Nat.Lab's first director
Gilles Holst



HISTORY

The Philips Physics Laboratory, abbreviated Natlab in Dutch, was founded in 1923 in Eindhoven, the Netherlands. Even before then, the laboratory had been important for Philips in the field of independent research for nearly ten years. Its first director was Gilles Holst. It was he who gave Natlab an academic appeal by providing a meeting place for scientists with international renown. For instance, Prof. Albert Einstein visited Natlab in 1923. Natlab was a place for research first



The Queen's room owes its name to the visit of
Queen Wilhelmina and Princess Juliana



and foremost, but also practical experiments. It was from Natlab where the first shortwave radio transmissions were conducted to Dutch East Indies. From Natlab the late Queen Wilhelmina and Princess Juliana spoke directly to the Dutch colony in 1927.

To this day, Natlab commemorates this event by naming one of its rooms the "Queens Room". During and after the Second World War, Natlab is the place where the most important Philips inventions are conceived. Notable among them is the Philips Longplay which served as a precursor to the CD.

Also experimental composers such as Dick Raaijmakers (a.k.a. Kid Baltan) find in Natlab a place to experiment with the first synthesizers. In 1963 Natlab moves to Waalre, an Eindhoven suburb, where an entire campus is built from the ground up. A reputation is quickly developed for Natlab to provide unprecedented freedom to its engineers and researchers leaving many university peers to





stand jealously at the side-lines. It was this freedom that led to the creation of the CD (in a partnership with Sony), as well as the equally important CD-ROM. Natlab gains world renown, which it still enjoys to this day. The 80s mark a turning point for Natlab, during which economic downfall meant a diminishing role for the once great powerhouse of science. The institute lives on however, in the exact same location as the High Tech Campus, paving the way for other corporations to enjoy the fruits of its labor.



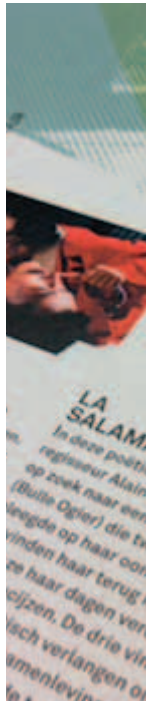


A researcher at work in Nat.Lab (1984)

Photo: Ed van der Elksen



what they put on french fries in Holland
of ketchup? - What? - Mayonnaise.



CV NATLAB

Due to creative entrepreneurs taking home in the once empty buildings of Strijp-S, future plans for the iconic Natlab are being fabricated. Everyone agrees it has to be something beyond special. The monetary costs that go hand in hand with this drive however, was to be the sole reason for most plans to be declined. After much consideration, the concept of a movie theatre proves to be the next step for Natlab. The popular Plaza Futura is in desperate need of a larger location. Two smaller





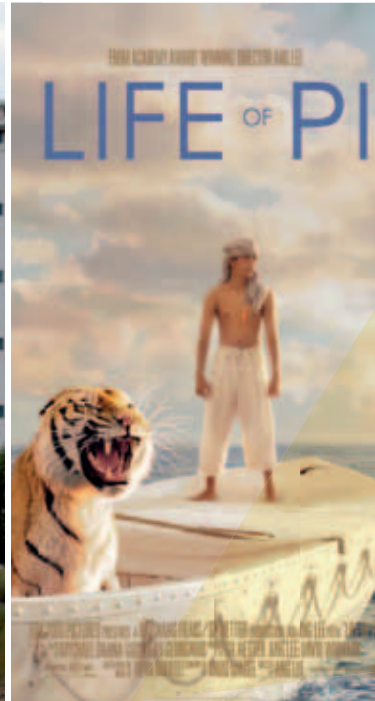
NATLAB

Meer spanning
7 zalen
4083 films
11 okt oper

meer_mee_maken@natlab.nl

organizations: Baltan and BROET seem to be a good fit to Plaza Futura in meaning that Natlab can be used for other activities aside from its function as a movie theatre. 2012 marks the beginning for a substantial transformation in the former laboratory. According to building plans by architect Peter Claassen, a theatre hall is erected in the building. In the former test chambers use is made of the high ceiling by creating another floor level, which led to the creation of a large cafe-restaurant. All movie halls are made soundproof ensuring industry grade movie experiences without compromising the ease and comfort of other guests. As much as possible, special care was made to ensure that details such as the wall painting by Albert Troost, hallway floors and window frames are kept in its original form. The first partners combine their efforts into CV Natlab, which was officially opened on 11 October 2013.





STRIJP-S AREA

During the early 1970's Philips enjoys a peak of popularity and relevance, employing 10.000 people in the Strijp-S, R and T areas which are home to a number of Philips factories and laboratories. The enormous area gained notoriety as a "Forbidden City", a gated community where one needed a special pass to gain access. In the decades to follow, large parts of the conglomerate that is Philips moved away from Eindhoven; its production plants being outsourced to low-wage countries.



From the year 2000 on, new plans are drawn for an area that is now characterized with empty lots and former glory. 2004 marks the year that Philips sells its buildings and lots to a consortium. The only building to be owned by the city council of Eindhoven is the former Nat.Lab, which from that point on is to be dubbed Natlab, gaining the status of national monument in the process. From this point on Strijp-S becomes a melting pot of all manners entrepreneurial and bohemian. The annual Dutch Design Week (DDW) has proven to be a highlight of the area during which tens of thousands of people pay visit to the exhibition halls in Strijp. Strijp-S is growing alongside of its clientele. What were once factories and laboratories are now converted into apartments. The area is also an experimental haven quickly becoming the new example for an innovative 21st century commuting area, not just in the Netherlands, but from a global perspective as well.



18+

18 en 19 januari

or
heers
e Volkskrant),
bien,
(1972)

op het
nma)

ZA 18

Ronde tafel discussie
in het café van Natlab
over (film)activisme
toen en nu
16.00 uur
La Salamandre,
A. Tanner (1971)
- 35mm Engelse ondertitels

ZA 18

18+ LAB DANCE!
DJ's: Vrett, Hy Pike,
Robob.
Nymphomaniac van
Lars von Trier (2013)
and more
23.00 uur - 04.00 uur

CLUB
NAT
LAB

ZA 15-03
The Minister
19.30 uur

&SPEAK UP! MAART

Iedere maand een festival. Lang of
kort, een actueel thema, een mix van
disciplines. #3: Club Natlab & SpeakUp!

SpeakUp! is een programma rond de
gemeenteraadsverkiezingen over de
relatie tussen taal en politiek. Met
kunstenaars, journalisten, politici,
film en theater, over manipuleren en
overreden, over taalgymnastiek,
vrijheid van meningsuiting en het
nieuwe idealisme.

natlab.nl

DO 13-03
The Unknown Known
(Documentaire)
20.00 uur

VR 14-03
Sanja Mitrovic
Inleiding
Boris van der Ham
(Theater)
20.00 uur

VR 14-03
Lijsttrekkersdebat i.s.m.
Eindhovens Dagblad
20.00 uur

ZA 15-03
The Minister
Inleiding Meike Verhees
(PvdA Eindhoven)
(Film)
19.30 uur

ZA 15-03
Quiz/lezing/live muziek
Politiek en hiphop met
Boef & De Gelogeerde
Aap en Fatih
20.30 uur

De ideale stad
Inleiding
Franca Treur
(Film en debat)

CLUB
NAT
LAB

Outdoor movie screening at Leenderweg,
Stratum, Eindhoven



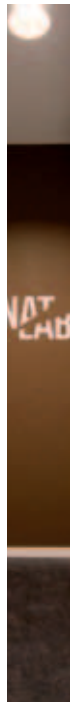
PLAZA FUTURA

Plaza Futura is the result of many labors of work during the 1970's to create a stage for unconventional cinematic and theatrical art. For over two decades Plaza Futura found its home in the Stratum city area. It grew into a beloved theatre where special attention was given to experimental theatre and cult classics. In order to remain financially viable moving to a larger location became a necessity. After exploring a plethora of options, Natlab was to be the future of Plaza Futura. Cinema, theatre and cross-overs that combine artistic disciplines are central to the contemporary cultural being. This, at the very least, is the philosophy that Plaza





Futura embodies and in Natlab Plaza Futura aims to give this philosophy form. To create a so-called “place of imagination” where its public can be freely inspired in the fields of social matters, art, and politics. With regards to all of these fields, movies and theatrical productions are chosen specifically to enrich its public. Thematic choices and events combined with collaborations between other partners within Natlab and the Strijp-S area give shape to what Plaza Futura is. Plaza Futura creates a sense of urgency in contemporary matters where a “film-like existence” and “the city as a stage” are constant sources of inspiration.





Stage venue



Baltan laboratories
BROET basement 777

BROET BASEMENT

BROET Basement was founded in 2008 by Ramon Etman and Frans Brok as a cinematic initiative which has since grown to become a production house with a creators-vision. Additionally, BROET basement provides original movie workshops. Natlab is home to flexible movie-sets which can be used for production purposes. BROET Basement is also the heart of the Eindhoven Film Festival (EFF) the film festival for independent productions. BROET Basement



Schoolfeest
(Merijn Scholte Albers & Tobias Smeets, 2013)



is the stage for young visionaries and new talent, for creators who have a rich filmography and cinema enthusiasts alike. BROET Basement provides a stepping stone for the professional industry. Ramon Etman is also the film-commissioner for the city of Eindhoven and part of a select group of film commissioners whom help international film makers in finding locations to shoot and other aspects to ease the creative process.





Baltan Laboratories combines
innovative research with creativity

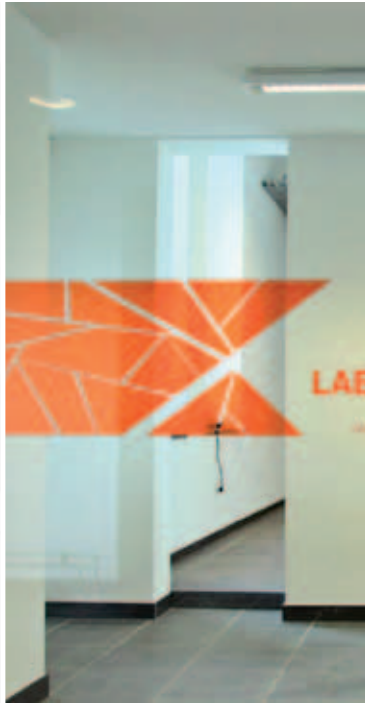


BALTAN

Baltan Laboratories was founded in 2008. Its primary goal is to promote the cross-pollination between art and technology. Baltan (an anagram of Natlab) is named after Kid Baltan; the nickname of Dick Raaijmakers. Raaijmakers was both artist and composer during the 1950's; the golden age for Nat.Lab. He was given access to the laboratories to act as a pioneer in the field of electronic music. Baltan Laboratories pays heed to this lineage and combines art, technology and the society at large in the form of a massive experiment. Progress and innovation are vague principles that are mainly fueled



Dick Raaijmakers
aka Kid Baltan



by economic and executive forces alongside the status quo. A global trend of renewal from the individual and the seemingly "accidental" meetings of people. Cross-pollination between art and science has proven to be extremely valuable from a historic perspective. In the previous century this collaboration has been seemingly lost due to increasing industrialization. Contemporary challenges of global proportions lead to a new search for radical new ideas and concepts through the combination of both art and science. There is a need for projects with unpredictable results which can lead to new insight. It is Baltan's aspiration to grow within a very short time into a place of renown where individuals with a multi-ethnic background will be able not only to meet and create new ideas but to execute them as well. A place where the outset of research isn't predetermined, but where through the process of free experimentation societal gains can be critically evaluated. Recently,



Baltan has started a new initiative name "Open Labs", where creative thinkers and shapers are able to meet and collaborate. This Open Labs community comes together every month and is able to use the Baltan Basement, a workshop space located on the south-terrain of Natlab, every Friday and Saturday.





Celebrating 100 years Natlab in 2014 -
Cocktail bar

Bar with light object by
Mieke Meijer & Max Lipsey



OTHER PARTNERS

Within Natlab partners cooperate on a regular basis with the general studies department of the High-tech campus, the Architectural Centre Eindhoven, Axes, the Van Abbemuseum, the Eindhoven daily newspaper, the Effenaar, MU and Capital D. Natlab collaborates with each of these partners in order to create independent programs and events, such as a combined dance and movie screening, concerts and exhibitions of quintessential 20th century art.





Outdoor movie screening at Natlab op Strijps-S



SPACES

Natlab provides a number of halls for movie screenings, theatre productions, concerts, congresses and workshops that can take place during regular movie screenings and theatre showings. The halls are available for rent by third-parties combined with catering options. There are four comfortable screening areas with a capacity of 36, 45, 48 and 64 seats respectively, which can be used in conjunction or separately for smaller congresses. There is





a classic auditorium (the former Philips auditorium where, amongst others, Prof. Albert Einstein gave a lecture) seating 128 people. There is a perfectly equipped theatre hall seating 178 people of which the stands are optional. This room is also ideal for smaller catered events for a large group of people or as a large party/dance hall. Aside from this, Natlab is home to two exhibition rooms: the Dick Raaijmakers room & the De Nooijer room. Two workshop locations for around 30 individuals and two executive meeting rooms providing space for 10 people at a time: the Claudy Jongstra designed "Contemplating room" and the Queens Room dating back to 1927. The cafe-restaurant provides space for 100 guests and the restaurant itself can be used to receive gatherings separately.



Club Natlab,
Lab Dance #2

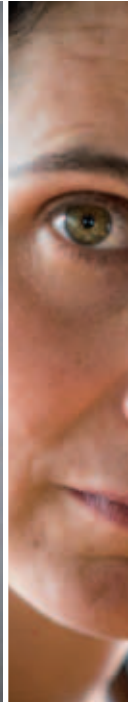


FOOD & DRINKS

The cafe-restaurant provides lunch and dinner, aside from which orders from the small menu can be placed until closing. Only fresh seasonal vegetables are used in meals. Special attention is paid to the pose with special dietary restrictions (vegetarian, non-glutton). The kitchen provides food ranging from classical Dutch dishes with a twist to oriental vegetable, meat and fish dishes. Special menus can be arranged on request.



Tables in the café -
each table has its own unique design



DESIGN

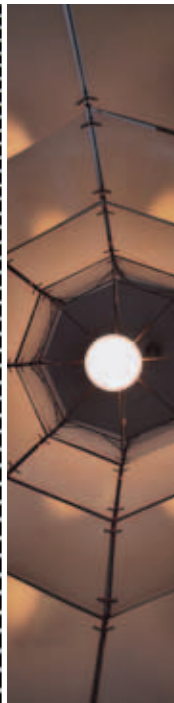
Natlab being located in the center of design capital that is Eindhoven can be seen in the decorative elements of the building.

The signature house-style, which was designed by "Scherpontwerp" can be seen right to the directions that can be found in the building itself. Other elements of Natlab's interior decoration were provided by Edhv, whom employed designers active in Eindhoven.

Jeroen Wand was asked to create a special type of dining chair for the



Art work by Frieder Weiss



restaurant. Built with functionality and fabricated entirely from wood. The dining table tops are adapted by several designers. Daphna Laurens created a pattern of lines while Luuk van den Broek employed light sensitive ink combined with lighting to create a very specific design. Studio Maarten Kolk & Guus Kusters printed a series of bottled vegetables on the table tops. The lively shapes of the tables themselves create a visual illusion that makes them appear to be dancing inanimate objects. It goes without saying that a lot of attention was given to the special lighting in the public spaces. Philips LED-lighting was used exclusively in the hallways; the restaurant is adorned with special designer lamps and other forms of lighting. Miele Meijer and Max Lipsey created a neon-light sculpture, which can be found on the restaurant bar on the first floor. It references the scientific history that once embodied Natlab. All lighting forms a specific signature in the room. Along side of the permanent collection a number





of temporary items can also be found on display at Natlab, giving a constantly changing and continued fresh impression.

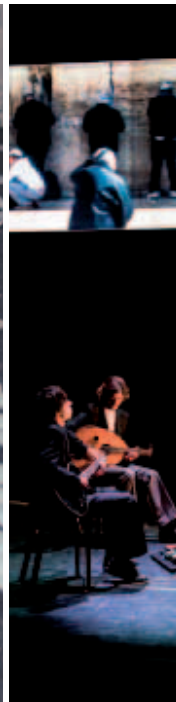
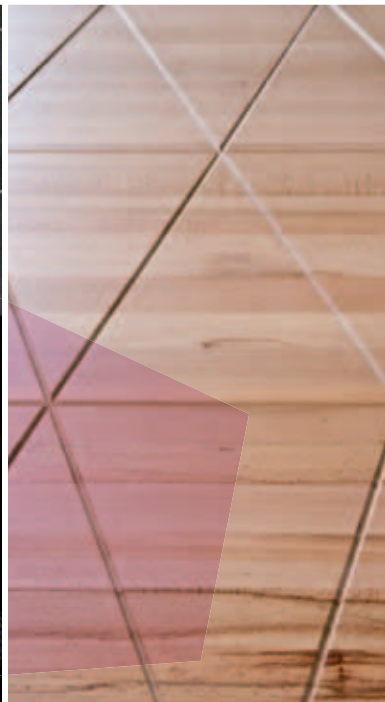
This means that the true strength of Eindhoven, the ability to adapt on a noticeable level, is given shape in Natlab, a source of inspiration to its guests. This is nowhere more noticeable than in the Contemplation Room, where designer Claudy Jongstra created the wall-to-wall carpeting that adorns every single wall of this room.

Daan Roosegaarde

From the start of the Dutch Design Week of 2013, it is possible to experience the interactive light art piece CRYSTAL at Natlab. This permanent work of art consists of hundreds of LED lights that are touch sensitive, meaning they light up when touched or picked up. "Lego from Mars" is Daan Roosegaarde's pet-name for this project. This is due to its alien design and the infinite possibility to play and interact. CRYSTAL has

The Contemplation Room with wall filling felt lining designed by Claudy Jongstra





been on display in Amsterdam, Paris and Moscow. CRYSTAL can be found in the public basement of Natlab. It is a part of Light-S; the Eindhoven light-project that is centered around creating new experiences between people and public spaces. CRYSTAL embodies this ideology perfectly. The crystals are white crystals with integrated LED-lights. They are placed on a magnetized asphalt-floor, this causes them to light up. CRYSTAL is the latest innovation in light, it is not the innovative design that makes CRYSTAL special, but it's unique way of interacting. CRYSTAL is a way through which creativity can run its free course. In the past this piece of art was used by a person to propose to his girlfriend. Artist Daan Roosegaarde calls this phenomenon the "Facebook square" through which social media and light create a sort of new public space.





notes

notes

notes

notes

notes

notes



Useful information



Natlab

Kastanjelaan 500
5616 LZ Eindhoven
040- 2946848



www.natlab.nl

info@natlab.nl
info@plazafutura.nl



communicatie@plazafutura.nl
verhuur@plazafutura.nl
secretariaat@plazafutura.nl

 facebook.com/NatlabdoorPlazaFutura
 @PlazaFutura

www.baltanlaboratories.nl

info@baltanlaboratories.nl
 facebook.com/baltanlaboratories
 @BaltanLab

www.broet.nl

info@broet.nl
 facebook.com/filmplatformbroet
 @Filmplatform

Opening hours:

Mon/Tue/Wed/Thu: 10am - 12am
Friday: 10am - 1am
Saturday: 12pm - 1am
Sunday: 10am- 12am

**Natlab is accessible from Eindhoven
Central Station and Eindhoven Airport
by bus lines 401, 402 and 18 (get off at
'Klokgebouw' or 'Cederlaan').**