The Soestdijk Palace offers all kinds of opportunities for business activities, public or private. The visiting public will also have an opportunity to view the Palace and the Park while exploring current themes. In the various wings of the Palace, there will be a constantly changing series of presentations of varying length by companies and knowledge institutions. In the ‘Proeftuin’ (Experimental Garden), historic buildings, including the sports pavilion, the playhouse, the water tower, the chalet and the ice cellar, together with several new temporary follies, will form visually attractive and interactive components of MADE BY HOLLAND.

As well as in the Palace and the Orangery, various food & beverage formats will feature on the other side of the Amsterdamsestraatweg road (the Parade), including in the Royal Stables. They will range from coffee bar to sunny terrace to brasserie: all in a state-of-the-art setting, in line with the all-embracing concept. Where possible, vegetables, fruit, eggs and other produce will be sourced from the estate’s own orchards and gardens.
In the monuments in the Parade and upstairs in the Palace, it will be possible to enjoy an overnight stay fit for a king.

The ever-changing programme will ensure continual renewal, featuring music, dance, drama, film and photography. Leading international players have expressed a willingness to be included in the Landgoed Soestdijk programme as part of our concept, in the Park and on the Parade.

Much of the estate is now a private woodland area. We intend to completely open this up for leisure users. The result will be an interactive blend of indoors and outdoors, ensuring MADE BY HOLLAND can attract a wide and varied group of visitors. Research has clearly demonstrated the great potential for visitors and the fact that there is widespread support for MADE BY HOLLAND.

**New worlds are not built, they emerge**

The exact details of the programme will be developed gradually, in line with the tried-and-tested strategy used for the Westergasfabriek. A key principle of the project will be its focus on the temporary and on experimentation. The ultimate details will emerge in alliance with the parties that commit to MADE BY HOLLAND.

The central focus on the innovation and excellence of the Netherlands will always be respected and upheld. This will be guaranteed by a Programming Council and Advisory Council. In developing MADE BY HOLLAND, we are making a long-term commitment. This is because we are only too aware that careful redevelopment takes time. Firm foundations must be established in order to ensure continuity.

With our plan, a new world will emerge on historic land at Landgoed Soestdijk, offering a unique programme in an extraordinary place, for a highly varied public.

**client**

Consortium MADE BY HOLLAND consists of four developing partners: MeyerBergman Erfgoed Groep, MeyerBergman Erfgoed Programmering, Hylkema Erfgoed Advies en Ontwerp, MeyerBergman Erfgoed Ontwikkeling

**partners**

Consortium MADE BY HOLLAND incorporates contributions from West 8, Tom Postma Design, Tinker Imagineers, Natuurmonumenten, Staatsbosbeheer, Horwath HTL, Motivaction, Goudappel Coffeng and 4Building

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