

THE MAGAZINE FOR INTERNATIONALS | EINDHOVEN AREA

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EuropArtFair
Amsterdam:
50% discount
for HOWDO
readers

Dynamo presents
‘Step in the Arena!’

Studio Paul Raats
Artificial Intelligence in art

New Office
Holland Expat Center South

The Fine Art of Permanent Make-up

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First thought?

Quick city life, working moms who need help getting ready in the morning? With 'permanent make-up' (PMU) you can shorten your morning routine considerably. You can go for the natural look where the PMU is hardly visible for the naked eye, or you can go for the full on designed brow, lip or eyeliner.

Second thought?

Do you have a second thought when it comes to PMU? No? Well there are many more possibilities for more people than just the inner city woman who needs a little help getting by in the morning.

Did you ever consider the fact that PMU is also used to correct a brow with a scar? When drawing ultra fine lines with the machine, a scar can disappear and a brow looks whole again. Or, maybe you have no, or very few lashes and you want your look to be more expressive? Pmu can be the solution. Does your lip need a colour or shape correction? This can be done.

How it works

PMU works with a small needle which inserts pigments into the dermis. These pigments fade after a certain amount of time. Fading is great when it comes to your new brows, you are not married for life! Fashion and personal taste change. But if you wish to renew your vowels with your brows, you just book a fresh-up appointment with us. For correctional work, using a permanent ink instead of a pigment is an option to consider. But this will never be done during the initial appointment.

Last but not least, the PMU machine does not look at gender, everyone who needs help with their facial appearance, expression can undergo this treatment. Bear in mind that all treatments require a 6 week recovery period and in almost all cases a follow-up appointment. But after this, you can at least enjoy your PMU up to 2, 2.5 years.

HUV Clinic

We offer free intake appointments where we can get acquainted and see if there is a service I offer that is suitable for you. You can contact us through Social Media channels @huvclinic or the website, huvclinic.nl

HUV CLINIC



Brows
& Eyeliner
& Lips

REPAIR LAB.

We are an Apple
Authorised Service Provider.



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 Authorized Service Provider

Our technicians are Apple-trained, so you can trust us with all your Apple devices. That means we use genuine Apple parts to deliver certified repairs. What's more, we're recognized by Apple for exceptional customer satisfaction.

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Publisher

Fred van Deurzen (fred@howdomagazine.com)

Editorial Office

Thomas Meulenbroeks, Rebekah Villon, Lynn Fletcher, Fred van Deurzen

Social Media

Rebekah Villon (rebekah@howdomagazine.com)
Silvia Ardila

Creation

Thoros reclame en ontwerp

Magazine Launch

Karishma Vij
Supriya Vij

Photography

Frans Claassen Fotografie

Distribution

Tour de Ville
Flyerman

Contact

fred@howdomagazine.com
www.howdomagazine.com

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Silvia Ardila, Beena Arunraj, Monique van den Berg, Yolima van den Berkmortel, Olivia van den Broek-Neri, Monique Coolen, Constance Deelen, Marco Denis, Mike Dobber, Nergis Düzok, Tamara Ernst, Lynn Fletcher, Josine Frankhuizen, Justine de Jong, Peter Kentie, Jean-Paul Linnartz, Raoul Loch, Heidi Los, Monique Mols, Sally Ocaña, Saskia Reuhman, Ariel Slaughter, Rebekah Villon, Gijs Vrenken.

Dear friends of HOWDO magazine,



We are grateful for the many positive reactions we received about the last edition of HOWDO, in which tourism in our region was the theme. Our thanks also go to the hosts of our presentation, Hutten Business Catering for the excellent care and DOMUSDELA for the iconic location.

Once again, the comments show that North Brabant has a lot to offer: if it's not local, it ain't necessarily better...

In this edition we will highlight "Art", a very broad subject. Thanks to the cooperation of our sponsors and many regular contributors to the magazine, we have a wide range of information for you. About the internationally renowned graffiti festival 'Step in the Arena', organized by Dynamo, about EuropArtFair in Amsterdam, about the innovative art works of Paul Raats, etc.

We already ask your attention for our August/September edition with the theme "In and for Eindhoven, Volunteer Power". We know that many readers of our magazine, mainly spouses of internationals working here, do not work or work part-time and are often looking for a meaningful way to spend some of their time. At the same time, we are often approached by non-profit organizations asking whether we can help them get in touch with (international) volunteers. That is why we want to connect both groups.

We could use your help: Do you know an organization that would like international volunteers to join their team or do you know a company that would like to put the spotlight on an organization supported by them: please let us know!

Enjoy your HOWDO Magazine!

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JAAR

Asparagus in the Fields

May 18th - June 4th

POP-UP RESTAURANT

Starting from May 18th until June 4th, the seventh edition of Asparagus in the Fields will take place. A unique event where flavour and excellent service meet in good atmosphere in an extraordinary ambiance. During almost three weeks a stylish pop-up restaurant will arise in the middle of the asparagus fields in the rural area of Veldhoven. Every day top-chefs prepare gastronomic delights with fresh asparagus from the fields.

RENEWED EDITION

This year we introduce a new, refreshing and varied programme. We launch several new concepts amongst which are the Business Evening and the Afternoon Dinner Club. Only the best Chefs will make their presence; Michelin-star restaurants De Rozario and Restaurant Eden, and the recently opened Restaurant Reverie, whose chef has worked for Restaurant Geranium Copenhagen, voted to be the best restaurant in the world!

WWW.ASPERGESOPDEVELDEN.NL





Urban culture in Eindhoven

Did you know that Eindhoven is the urban capital of the Netherlands? Now you do and it's for a reason. Both world-class and up-and-coming talents have a place in the city to showcase their talents. Did you know that the world champion breakdancers come from Eindhoven? This group, better known as The Ruggeds, stole the show in one of Justin Bieber's music videos. Not many people can say that! Not only in terms of dance has Eindhoven distinguished itself as an 'urban city.' The city has embraced the colorful street art culture and crowned it with Europe's biggest Hall - uhm, rather a wall - of Fame: The Berenkuil. Hundreds of (inter)national graffiti artists hit the immense roundabout for a creative transformation every year. These beautiful artworks can be found throughout the city, from hidden bicycle tunnels to gigantic 'murals.' Eindhoven local LukedaDuke tells you all about it in his monthly column 'Walls with paint.' New artworks are constantly added to the streetscape making Eindhoven an exciting destination for art lovers.

Are you eager to discover Eindhoven's urban scene? We highlight a few must-visits for you! If breakdancing is not for you, you can still watch the World Breaking Classics finals. At the same time, during Jams & Gems Festival, you will find out why we are so proud of the urban culture in Eindhoven.



©Nick Bookelaar

For those who prefer to take things up a notch, you can tackle the indoor rocks of Monk. Fun fact: Monk Eindhoven was the first boulder gym in the Netherlands. All these forms of urban culture and more come together at the Urban Culture Festival. At Strijp-S, one of Eindhoven's most urban districts, people can join free workshops, thrilling battles, and spectacular shows.

With the ever-changing art scene and vibrant cultural landscape, this dynamic city always has something new and exciting to discover for you. And there is plenty to do in Brainport Eindhoven region too! From climbing, abseiling, skateboarding and BMX'ing to hiking, mountain biking and kayaking. If you prefer getting out on the water, canoeing on the Dommel River is a must. So for urban art and outdoor fans there is plenty to choose from.

Peter Kentie,
managing director Eindhoven365

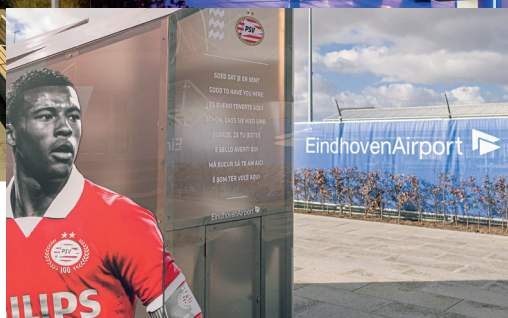


How Eindhoven Airport is all about ... Eindhoven

Okay, your regional airport is the second airport in the Netherlands based on passengers and flight movements. But first and foremost, we are here for the region of Eindhoven. And that goes beyond its regional customers. Four out of ten passengers travel to Eindhoven to visit family, do business or have a nice weekend break. It's a chance for the region to show what it has to offer and make a great first impression. 'Welcome to our region' already has a prominent place on the wall of our arrivals hall, but the region has much more to offer and we're not shy to show it.

This Eindhoven footprint is realized together with partners with a common goal: improving the region by offering sports, culture and many more things to do and see. As we are their official airport, soccer club PSV is of course visible in many places in and around the airport. Every time they fly during their European campaigns, they fly via Eindhoven Airport. And how about the Van Abbemuseum? Three transparent boxes in front of the terminal show art from regional designers or inspired by regional themes. Every six months, we change the exhibition to highlight different art works.

At the moment we have two installations that combine art and technology. Ignite, a student team from the Eindhoven University of Technology installed



little LED planes as a light path to escort passengers on their way out of our baggage reclaim hall. Hypar Collective, another student team, placed stacked light cubes to visualize the growth of Brainport.

Last summer, music brightened our airport as we hosted musical talent from the south of the Netherlands in collaboration with Muziekgebouw Eindhoven. These artists might come back again this summer to provide passengers with a joyful start of their trip.

Collaborations with Van Gogh, BrabantSport, light festival GLOW, Visit Brabant and many more complete our mission to showcase Eindhoven and its region to millions of people each year. So next time you fly, have a look and discover what Eindhoven Airport has to offer more than the destinations abroad...

EindhovenAirport

Gijs Vrenken, Manager Communications
communications@eindhovenairport.nl

Dutch Misery Music

Every country has its own music and, as music is part of culture and history, it will reflect the soul of its inhabitants. So, how about Dutch music?

If you truly want to get to know Dutch culture (and who doesn't?) listen to the Dutch songs that are played in the Dutch 'brown' bars, the so-called 'smartlappen'. Google translates this as 'tearjerkers'. Traditionally, Amsterdam artists dominate this genre. The lyrics are often bad (grammatically speaking) and full of misery. The songs are about all the terrible things that can happen to you while living in the Netherlands or being alive at all. And that is a lot.

Just a few examples. You spend Christmas alone in jail while your wife is having fun with another man. Or you meet a nice woman in a bar and you think she likes you – but then she says she needs to leave but will be right back but then she never returns and you stare at her empty chair. Or: you know you are a horrible person to live with as you drink too much



Photo by Victor Clime on Unsplash

and come home late but your wife loves you and believes in you after all. These are real songs by a famous Amsterdam singer André Hazes who, in the spirit of his own songs, died too young.

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You may rightfully wonder why these songs are popular. You can only fully comprehend this is you have ever been in a crowded pub or a party where everybody sings along with the lyrics. Obviously there is some heavy drinking involved. The songs inspire a sense of togetherness which is quite contagious.

There is also something about the songs that make you feel better about your own life. I already mentioned a few times in my columns that the Dutch like to complain. Singing about someone else's misery makes you realize that, whatever you are going through at the moment is definitely not so bad as the things that happen in the song. So perhaps we should call these songs cheer-up music.

Monique Mols
Media relations, ASML

ASML

Discover Dutch Culture through Literature

Are you fascinated by the artistic and design heritage of the Netherlands? If so, have you ever considered exploring the world of Dutch literature? In addition to providing an excellent way to improve your language skills, Dutch books offer a unique perspective on the country's rich cultural traditions. Not travel guides or informative books, but novels written by Dutch authors.

10 Reading is not only a great way to relax and unwind after a long day, but it also has numerous benefits for our mental health and cognitive function. From improving our vocabulary and critical thinking skills to reducing stress and enhancing empathy, the power of reading is truly transformative.

So why not make the most of your spare time and pick up a book that piques your interest? Whether you have a few minutes to spare on your daily commute or a whole weekend to devote to your reading list, there's never been a better time to dive into a new book and discover all the wonders that the world of literature has to offer. In this article, we will guide you through some of the best Dutch books to read. Let's dive in!

The value of reading novels

Novels give you the opportunity to empathise with characters and immerse yourself in a world of experience that's more or less coloured by the author's cultural background. By reading books by Dutch writers, you learn more about the Dutch perspective on themes such as the importance of

religion, colonisation, immigration and far-reaching events.

How do you read Dutch literature?

Nobody says you have to read books in Dutch. Many Dutch books have been translated into multiple languages, such as these titles:

- The Discomfort of Evening - Marieke Lucas Rijneveld, winner of the 2020 International Booker Prize
- The Discovery of Heaven - Harry Mulisch
- Bonita Avenue - Peter Buwalda
- In Europe - Geert Mak
- The Sisters of Auschwitz - Roxane van Iperen

If you can already read a bit of Dutch, then put yourself to the test with one of these less challenging books in their original language:

- Het achterhuis - Anne Frank (the world-famous diary of a woman in hiding in Amsterdam)
- Het diner - Herman Koch
- Oosterschelde windkracht 10 - Jan Terlouw (about the flood of 1953)
- De serie dagboeken van Hendrik Groen (about the life of elderly people in a Dutch nursing



home; reminiscent of the diaries of Adriana Mole)

- Lampje - Annet Schaap (an award-winning children's book about a girl who grows up in a lighthouse)

Or, alternatively, go to leeslicht.nl for novels written in simple Dutch.

Improve your Dutch by reading

By reading a book in a foreign language, not only do you develop your vocabulary, but you also get a feel for sentence structure, the rhythm of the language, and how its grammar is used. You get to know different speaking styles by reading conversations and, because you can see the words in front of you, you're also able to remember them better. A lot of foreign literature has been translated into Dutch, so you can even opt to read the Dutch translations of your favourite novels.

Make sure you take a relaxed approach to reading, and don't go looking up every word you don't know. Instead, try to guess the meaning of the word from its context. If you still can't figure it out, underline the word and go on reading. Look it up later. That way, you can keep reading and get into the story.

A natural feel for the Dutch language

When you read in Dutch, you put all kinds of processes to work in your head so that you get a natural feeling for the language. It works the same way when it comes to speaking. By doing it, you get better and automatically pick up the language of the people you speak to.

Reading books in the Dutch language is a rewarding experience that can help you to gain a deeper appreciation for Dutch culture and language.

Master the Dutch language

If you're looking to take your Dutch language skills to the next level, there's no better place to do so than Regina Coeli. With courses available in both Vught and Eindhoven, their expert teachers and immersive approach to language learning can help you to achieve your language goals in no time. So why not take the leap and start your journey towards mastering the Dutch language today?



LANGUAGE
INSTITUTE
REGINA COELI

We are looking for colleagues in the Welfare department

At Vitalis, we work wholeheartedly to ensure a happy old age for our residents. We provide the best possible care, every day. Together, we work in close-knit teams where your talents are given room to grow. You are encouraged to develop professionally as well as personally, making working for us more enjoyable and effective.



What will you be doing exactly?

The welfare department includes several positions, all of which focus on the welfare of our residents.

- **Housekeeping** You ensure that the apartments of our residents look pristine. You work by yourself or the resident helps you, having a nice chat is part of the job!
- **Hospitality** You provide drinks and meals to residents. You serve the food and clean up and perform other related tasks.
- **Food** In a nursing ward, you work in the shared living room where you prepare and serve food and drinks to the residents.
- **Activities** You help organize and carry out fun and meaningful activities such as art & crafts, bingo, exercise and reading.
- **Welfare** Assist teams at meal times, activities, walking, transporting residents to and from their apartment by foot or wheelchair.

What do we expect from you?

You are allowed to work in the Netherlands and have a BSN number. You speak English or some Dutch.

What do you get in return?

You will receive a one-year fixed contract. Salary between €12.50 and €15.44 gross per hour, 8% vacation pay, year end bonus.

Interested?

Apply directly on werkenbijvitalis.nl. You will be invited to an information session. If you have any questions, please call or text Vitaal Flex at **06-3014 2413** or by sending an email to flex@vitalisgroep.nl

If you have a background in healthcare or nursing we also offer other positions.

INTERNATIONAL FESTIVALS AND STAR-PERFORMERS

Muziekgebouw Eindhoven has it all! As one of the country's top-4 concert venues it mounts a programme to show for it. Coming soon is BRIDGE Eindhoven Guitar Festival, organized in collaboration with Effenaar: 5 days of everything guitar, presenting famous guitarists Steve Vai, Jett Rebel and many others, as well as a full size guitar convention featuring many makers and luthiers, workshops and a wide variety of accessories.

Merhaba Eindhoven!

Due to the success of its first edition (2022), organized in collaboration with the Turkish community of Eindhoven, Merhaba Eindhoven! is coming back on 18 November featuring Turkish singer- songwriter Mabel Matiz, Music from the Orient, a colourful bazaar offering crafts, food and more, and DJ Blue Flamingo.

India Day

On 2 December, as part of Your World Your Music, Muziekgebouw Eindhoven hands over the keys to the Indian community of Eindhoven for India Day: a full focus on Indian music and culture, in close collaboration with ambassadors from Eindhoven's large Indian community.

So What's Next Jazz Festival

The autumn of 2022 marked the 10th anniversary of Muziekgebouw Eindhoven's So What's Next Jazz Festival. With Hans Dulfer! Total Response, Karsu, Lady Blackbird and Sven Hammond, to name a few, this international festival has become a household name in Eindhoven, coming up on 3, 4 & 5 November.

Season

Throughout the season, Muziekgebouw Eindhoven offers an array of big names covering all genres. Coming soon is Paul Carrack (28 May), followed by Jonathan Jeremiah (27 Aug.), Nils Frahm (14 Sep.) and Level 42 (14 Nov.). Lovers of classical music can count on a top level programme including 6 symphony orchestras, pianists like Maria João Pires, chamber ensembles like the Borodin Quartet and baroque specialists like L'Arpeggiata. Coming up on 17 May is maestro Lahav Shani's Rotterdam Philharmonic, bringing Mahler's epic Symphony no. 2!

Visit our website to see what's on



Steve Vai



MUZIEKGEBOUW
FRITS PHILIPS EINDHOVEN **M**

Eindhoven parcs

Patat, Paraplu, Piazza & PSV



Eindhoven News

Spring is a great season to enjoy nature, and Eindhoven has so many green avenues that suddenly become lively with fun and frolic, especially with little footprints. Picnics, bbq, sports, or simply bonding in the greens puts a spring in the step for the Eindhovenaren.

Stadswandelpark

A fascinating park, not only because of its diverse nature but also because of the sculptures and lawns with a spectacular view of the water. The park is situated between the Parktheater and the Witte Dorp and is a wonderful place to stroll around or enjoy a picnic. Stadswandelpark is an ideal refuge for a day of rest among the city's activities. The park is picturesquely framed by the rivers Dommel and Tongelreep. In the south, the Stadswandelpark merges with the Genneper Parken and in the north,

it connects to the Dommeltuyn near the Van Abbemuseum. The art quotient that the 30 sculptures offer this park is an added attraction.

Philips de Jong Park

This beautiful park, located in the Strijp district, is named after Anna Philips de Jongh, the wife of Anton Philips. Anton Philips was the founder of the Philips company together with his brother Gerard. In 1920, the couple donated the park to the municipality of Eindhoven under the condition that it always remains a park for residents and visitors of Eindhoven. Frits Philips, son of Anton Philips and Anna Philips-de Jongh, lived most of his life on the Wielewaal estate, which is also part of this park. And to this day, the Philips family is involved in the park. This park is an escape from the bustling city to sit back and enjoy nature. You can have a perfect picnic here or sit on the terrace of the park pavilion Philips de Jongh and enjoy the view.

It is a verdant old park, with lawns interspersed with woodland in a characteristic English landscape style. Here you can wander and get lost on the winding paths past Rhododendrons and old trees that create a special incidence of light.

Genneper Park

Located within Eindhoven's ring, Genneper Park is a unique nature reserve in which sport, culture and recreation are united. One of the attractions is the miniature golf in a beautifully landscaped garden. The kitchens here are quite popular with many regional dishes, honest products and everything fresh on the table daily. Children are spoilt for choice, including fries, pancakes or tasty oven-fresh pizzas.

Henri Dunant Park

The Henri Dunant Park is located in the north of Eindhoven in the Woensel neighbourhood. Alternating rectilinear and curved patterns of paths are a unique feature of this esplanade. Notably, closed areas with short lines of sight are interspersed with distant vistas. The park connects two residential areas via walking and cycling paths.

You pass through forest areas with mainly indigenous plants such as Oaks, poplars, Birches, Alders, Chestnuts, and Willows. In prominent places, you encounter water Cypresses (metasequoia) and white Maples. Height differences have been cleverly created in the park with the excavated soil. You will find a pinetum on one of the hills and the park also sports a water feature and a marsh pond. Interestingly, the pond doubles up as a rainwater catchment body.

Park Meerland

Park Meerland is a sixty-hectare green heart of Meerhoven. With beautiful hills, views, and water, this is a vibrant park. Settle down for a picnic, play a game of cricket, or stroll through the woods. Often, many find a quiet spot to spend an afternoon fishing by the pond near the off-beat tracks. The hillock offers a reasonable view and the open greens are inviting.

Philips van Lennepe Park

Donated to Eindhoven in 1964, the park is located near the highway. Besides being a popular park for barbeque, football and tennis are the other activities. The park located in the Lievendael is named after Frits Philips' wife, Sylvia Philips van Lennepe. Originally intended as an industrial area, the park was donated to the residents of Eindhoven in honour of Philips' 75th anniversary. This park includes a petting zoo, playground, tennis court, rose garden and skate park. Indeed, many walking trails too!

Wandelpark Eckart

This beautiful woodland area borders a large, artificial lake called the Karpendonkse Plas. Once a sand extraction site, it now forms the backdrop for serene relaxation or a spectacular festival. An observant bird watcher will have much to spot here.



About

Beena Arunraj is the editor-in-chief and director of Eindhoven News. She is a freelance writer, creates powerful web content and inks brand campaigns for her living. The most important principle in her life is «equality and fairness» so, a natural fit in the Netherlands.



*The Living In Program is part of the Municipality of Eindhoven/ Holland Expat Center South. We help internationals to settle in and to feel more at home in the Eindhoven region. This time I would like to give information about **Street Art in Eindhoven!***

When you are in Eindhoven you cannot ignore it. The city is full of large and small works with the most cool street art. You will discover them while walking in the small alleys in the city center or when you drive through the larger streets by car.

Since the emergence of graffiti in the 1980s, Eindhoven has had a very lively street art scene. In various places in the city you can find beautiful works that are often commissioned. For example the men of Studio Giftig made this large mural in the middle of the center of Eindhoven.



For more information about the Living In Program, please contact Josine Frankhuizen of Holland Expat Center South:

J.Frankhuizen@eindhoven.nl

Check our free events on our website eventpage: **www.hollandexpatcenter.com/en/events** or follow us on LinkedIn and Instagram.

One of the most famous street artists is Lempke. His trademark, a smiling lamp, can always be seen in his works. The lempke (Brabants for lamp) refers to Philips, a company that has played a major role in the history of Eindhoven.

Tunnel Vision project

Tunnels and viaducts were often perceived as dark, uncomfortable or unsafe. To change this, the municipality of Eindhoven started in 2016 with the so-called 'Tunnel Vision'. If a tunnel or viaduct needs major maintenance over the years, it will be refurbished by means of street art. This way they turn into large works of art that have a positive effect on the environment with their appearance. Since 2016, dozens of tunnels, viaducts, railway walls and other places throughout Eindhoven have been transformed into a beautiful collection of public art.

Silly Walks

Near the railway station you will find the Silly Walks tunnel. The mural was created by Studio Toxic and is an ode to the TV series Monty Python and the famous actor John Cleese. The mural consists of two portraits of comedian John



mural Studio Giftig

Cleese at the beginning and end of the tunnel. In between, 48 templates depict the 'weird walk'. In 2016 he even came to Eindhoven to open his own tunnel!



Depression tunnel

Kerstin Zabransky transformed the bicycle tunnel under the Boschdijk into a beautiful work of art. With the depression tunnel she wants to break the taboo surrounding this subject. The goal is to stimulate conversation about depression.

Women, Life, Freedom

The Kruisstraat tunnel has been given a new mural a few weeks ago. The mural 'Woman, Life, Freedom' is all about the will of women to fight against oppression and violence. The originally Iranian slogan "Jin, Jiyan, Azadi" (Woman, Life, Freedom) is a powerful symbol of women's rights and resistance. The mural stands for supporting and empowering people who fight for

fundamental human rights. The artwork is a joint effort of the Iranian community in Eindhoven, local artists and the municipality of Eindhoven. It is a tribute to Mahsa Jina Amini, who died of police brutality in Iran.

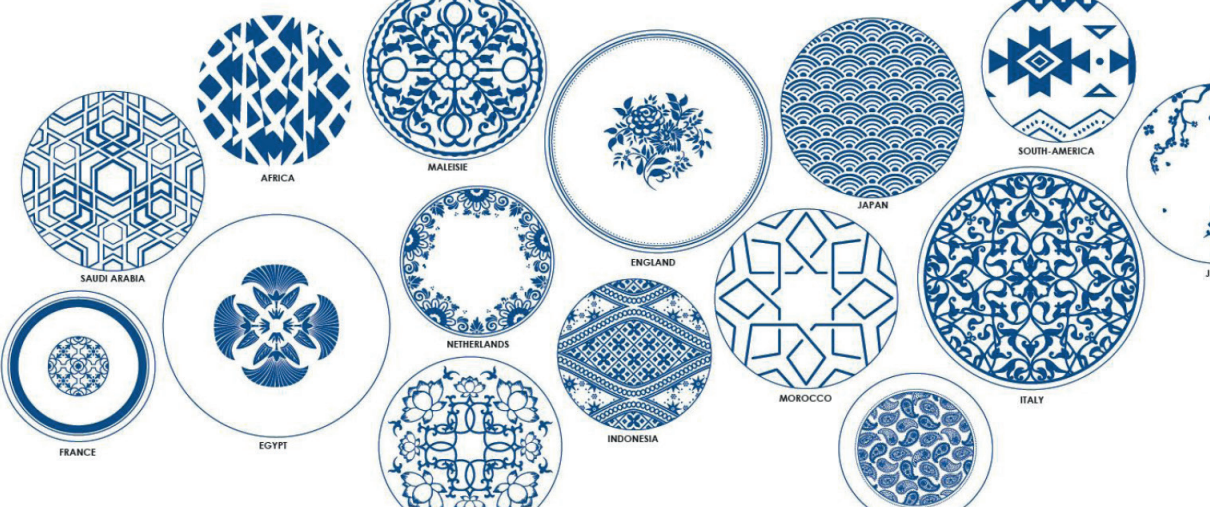
For more tunnels of the project check out the website: www.eindhoven.nl/stad-en-wonen/stad/tunnelvisie

Europe's largest graffiti Hall of Fame: De Berenkuil

If there is one place that you should definitely not skip on your search for Street art in Eindhoven, it is the "Berenkuil". This complex of cyclist tunnels is located at Insulindeplein. This spot has been officially designated a street art gallery by the municipality of Eindhoven. Street artists and graffiti makers are legally allowed to make their work here. The street art in the Berenkuil is known worldwide and since 2010 the street art event Step in the Arena takes place here every year. On June 10 and 11 2023 the **Graffiti festival Step in the Arena** will be again at this location! Check the article by Dynamo in this issue for more information.

To show you around the about 200 street art masterpieces please check: Street Art in Eindhoven - Street Art Cities

All photos in this article are by: Josine Frankhuizen



Eindhoven is a global village. People come together from all corners of the world and work together on smart solutions that make a difference. Speaking English will help you get around, but speaking Dutch will allow you to blend in like a local. At STE Languages our highly-trained native speakers will make you feel at home and know exactly what you need to make big improvements in your progress. Attending our small group courses can help you take those first steps! Interested in joining?

Why STE Languages?

- ✓ **Feel confident in speaking Dutch**
Stop worrying and start enjoying
- ✓ **Small groups**
Learn from each other in a supportive atmosphere.
- ✓ **Personal approach**
Tailor-made training based on your personal needs
- ✓ **Skilled trainers**
Highly-qualified, experienced trainers who love to work with the world's citizens
- ✓ **Learn when it suits you**
Before work, during lunch break, after work or even on Saturday and during summer

Speaking the language is one thing...

The added value of being part of the STE Community

Speaking the language is one thing, but feeling at home in the Netherlands is a whole other challenge. With our mission Meet – Connect – Grow we contribute to more than just our students' language skills.

At STE, we have created a vibrant intercultural meeting hub. Being part of our community means having a growing social and cultural network in Eindhoven, all while learning Dutch. STE hosts events and workshops to introduce our community to Dutch culture, but we also like to learn from others.

Maximum mortgage *in the Netherlands*



If you consider buying a house in the Netherlands, you want to enter the real estate market well-informed and confident.

Calculating your maximum mortgage possibilities would therefore be a good way to start. With the help of a professional mortgage advisor, you will get better insight into your financial options, in what price range you can buy and the monthly costs.

20 **What influences your maximum mortgage?**

Basically that would be your income and the market value of your dream house.

Based on your gross annual income and current interest rates, your maximum mortgage will be calculated. You cannot borrow more than this. In case the market value is lower, then the market value is the maximum you can lend.

Would you consider a 10 years or 20 years fixed interest rate?

Also the interest rate influences your borrowing power. The higher the interest rate, the more you need to pay every month. Therefore a higher interest rate leads in many cases to a lower maximum mortgage.

You can calculate your maximum mortgage online for free!

Please visit www.fac-eindhoven.nl/max-hypotheek-calculator/ and get help from our professional mortgage advisor Marco Denis, specialized in expat mortgages.



If you need financial advice and professional purchase guidance, please call our financial advisor Marco Denis

06-11354579
info@fac-eindhoven.nl



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THEATER
COMING SEASON

The Wonka Podia are gearing up for the 2023-2024 theater season. A packed schedule of concerts, drama, dance, theater concerts, cabaret, youth performances, opera and more. The venues are incredibly looking forward to welcoming you all (again)! You can find new names of artists and performances for next season on the websites of all stages and our new No Dutch Required program at wonkapodia.nl/en.

Ticket sales started at the end of May at almost all venues.

Check the web sites for the exact dates:

- parktheater.nl
- deschalm.com
- hetspeelhuis.nl
- hofnar.nl
- kattendans.nl

THEATER DE SCHALM VELDHOVEN • PARKTHEATER EINDHOVEN • DE HOFNAR VALKENSWAARD
KATTENDANS BERGEIJK • HET SPEELHUIS HELMOND • DE CACAOFABRIEK HELMOND

AGENDA

NO DUTCH REQUIRED

MAY

MAY 19

De Cacaofabriek Helmond

**FAITH
A TRIBUTE TO
GEORGE MICHAEL**

MAY 19

Kattendans Bergeijk
**NEIL DIAMOND
MEMORIES BAND**

MAY 24

Parktheater Eindhoven
ALEX AGNEW

MAY 25

De Cacaofabriek Helmond
**DAN PATLANSKY
EUROPEAN TOUR 2023**

MAY 26

De Cacaofabriek Helmond
**STATION TO STATION
THE RISE AND FALL
OF ZIGGY STARDUST**

MAY 26

Theater de Schalm
MOTEL WESTCOAST

MAY 27

De Cacaofabriek Helmond
**STEFFEN MORRISON
SOUL REVOLUTION
TOUR**

MAY 28

Parktheater Eindhoven
**NEDERLANDS
DANS THEATER**

JUNE

JUNE 1

Theater de Schalm
ASHTON BROTHERS

JUNE 2

De Cacaofabriek Helmond
**LAVINIA MEIJER MET
FEICO DEUTEROMY
MINIMAL MUSIC**

JUNE 3

De Cacaofabriek Helmond
**MASSADA
50 JAAR MASSADA
JUBILEUM TOUR**

JUNE 11

De Cacaofabriek Helmond
**PRAAM
BETWEEN TWO POLES
TOUR 2023**

JUNE 13

Parktheater Eindhoven
INTRODANS

JUNE 13 & 18

De Cacaofabriek Helmond
**LIVESTREAM OPERA ROH:
IL TROVATORE**

JUNE 16

De Cacaofabriek Helmond
**HET NATIONALE BALLET
& ISH DANCE COLLECTIVE**

JUN 17

De Cacaofabriek Helmond
**40UP
LET'S DANCE AGAIN**

JULY

JULY 8

De Cacaofabriek Helmond
**NERVANA
THE AMERICAN
NIRVANA TRIBUTE**

JULY 23

De Cacaofabriek Helmond
**PLATENBEURS
OUTSIDE EDITION**

FEATURED



DE CACAOFABRIEK HELMOND

Helmond's cultural hotspot. In this cultural building on the Cacaokade in Helmond you will find a wide range of cultural events and fun times with music, film, visual art and a brasserie. It's partly housed in the original buildings of the Royal Dutch Cocoa Factory. This factory produced cocoa powder and chocolate products from 1894 to 1932. The center is located on the Zuid-Willemsvaart and Cacaokade just northwest of Suytkade. The Cacaofabriek does not have seasonal programming. All year round (including the entire summer) you can come here for the latest movies, cool concerts, tantalizing exhibitions or a drink inside the brasserie or outside on the terrace. Check the website cacaofabriek.nl for the complete program. Hope to see you soon!

THEATER DE SCHALM VELDHOVEN • PARKTHEATER EINDHOVEN • DE HOFNAR VALKENSWAARD
KATTENDANS BERGEIJK • HET SPEELHUIS HELMOND • DE CACAOFABRIEK HELMOND



Lynn's look on...

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Lynn Fletcher

(Urban) Art

Lynn Fletcher moved to the Netherlands with her family in 2020. Originally from the UK, Lynn spent almost twenty years living in New Zealand where they had and brought up their daughter. After spending many years in academia conducting medical research, she retrained as a teacher and spent the last five years teaching in New Zealand. Moving to the Netherlands has been a welcome change of scenery, and Lynn is now enjoying being back in Europe and the opportunities and challenges that provides. Every edition Lynn Fletcher will write about interesting and remarkable events and issues that she experiences since she moved to our region. This edition her subject is “ART”.





What is Art?

In my opinion 'Art' is hard to define. Andy Warhol already said: 'I've got a Brillo-Box, and I say it's art. It's the same that you can buy at every supermarket. But I've got the style it takes.'

'Art' is indeed personal. No one finds the sound of a slamming door is art, but when someone lines up hundreds of different doors and makes them slam in a sequence, he is a genius, pioneering composer. When you look at museums these days, there seem to be strict rules about what exactly art is. We all think 'The Night Watch' is very beautiful, because we were taught that it is art.

So what exactly constitutes art is unclear. A commonly heard opinion is that art is something with which the artist expresses his soul, with which he opens up for certain influences, such as his mood, a certain event, all sorts of things that influence how you create an art piece. When an artist is moody, his work becomes angry, noisy. It will be visible in the work of art.

In terms of art movements, I was surprised by the huge diversity that you can find in the Eindhoven Metropolitan Area. Urban art, street art, modern art, design.... you name it, Eindhoven has it. From the

regular museums to the "factory" museums such as Daf and Philips. From Dutch Design Week to Glow, Eindhoven has it all.

Personally, I think the 'Step in the Arena' graffiti festival (organized by Dynamo) is a great initiative. On 10 and 11 June the 'Berenkuil'(Insulindelaan) will be transformed into the graffiti paradise of the Benelux. During the two days, (inter)national graffiti artists will cover the Berenkuil in different styles of graffiti.

So what is the Step in the Arena festival all about? I asked Mike Dobber, at Dynamo responsible for the event. Mike explains: "It lasts the entire weekend and consists of 150 artists from more than 40 countries. Over the years 17,500 spray cans and more than 3,000 liters of latex were used to create hundreds of pieces of art.

Partly due to the international line up and relaxed atmosphere, the festival is regarded as an important event in the graffiti field for the young and old alike. Over the course of the weekend you will be able to see artists working on all kinds of graffiti and street art: lettering, cartoon, photorealism and post-modern graffiti. On Wednesday the 7th of June, there is even a Kids battle where you can see primary age children learning to work with a spray can and battle it out against each other."



There's an interesting change going on in the graffiti scene, according to Mike: The graffiti community has historically been seen as largely a man's world. Recently, however, females have become more and more visible in the graffiti world. These days it is estimated that about 20% of graffiti artists are female. In 2021 we did a screening of 'Girl Power', a documentary about women in the graffiti scene from 15 cities, from Prague to Moscow, Cape Town, Sydney, Madrid, Barcelona all the way to the cradle of graffiti, New York."

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What makes a good piece of graffiti great?
Mike: "From my point of view it has to surprise the viewer and be in balance with everything around it; ideally, graffiti should 'play' with the surroundings.

should only paint over another artists work if he/she can do better.

You might think that sustainability and eco-friendliness have no place in the graffiti world. Not so, says Mike. Participants in the festival are discouraged/not funded from taking planes to the festival to cut down on their carbon footprints. Also, spray can companies are being lobbied by graffiti artists led by the Aerosol Alliance to produce re-usable cans to save on landfill. Mike also suggests that it would be a good idea for local councils to provide small walls for artists to work on. This initiative may help reduce the amount of illegal tagging whilst also providing a safe, communal space for young artists to work.



There are no hard and fast rules in graffiti, says Mike, but an unwritten rule is that any budding artist

So, you're more than welcome to visit the Berenkuil on 10 and 11 June to see some amazing artists and their work. The entrance is free and food and drink trucks will be available for refreshments.



More info? info@dynamo-eindhoven.nl

The EuropArtFair: 14-16 July 2023 at *Westergas in Amsterdam*



Art from Europe

The fourth edition of the EuropArtFair is unique in its kind: visitors will be shown a cross-section of art by carefully selected contemporary artists from all over Europe and even beyond. More importantly, the meet-and-greet with the artists is part of the deal!

Contemporary Art

We do not aim to present a new 'best art' fair. We believe our audience is perfectly able to value the artworks themselves. We show contemporary art from contemporary Europe in a progressive manner: the EuropArtFair Amsterdam 2023.

Meet the artists

The participating artists will be provided with an opportunity to show their work directly to the public. Our task is limited: we believe in creating opportunities for the artist to receive feedback on their work through the organisation of this art fair.

The team

The EuropArtFair is being organized by a small team with a great believe. We create an attractive stage for European professional artists/entrepreneurs in order to create opportunities for these selected artists. Visitors have the possibility to meet the selected European artists and discuss their works right away. In addition, it is possible to buy artworks from the artists themselves, without any third party commissions.

Our team is composed of Raoul Locht (fair manager) and Els van Lent (assistant fair manager). In addition, we thank our passionate volunteers that help us create this fair!

50% discount on tickets

Readers from HOWDO magazine get a 50% discount on tickets for both the VIP-evening and weekend days. Download your tickets via this link with the code HOWDO23: <https://europartfair.com/tickets/> (don't forget to click apply code).

Save the date!

Don't miss out on a great opportunity to enjoy art from all around Europe and meet lots of interesting artists.



More information:

- europartfair.com
- T + 31 (0)475 79 40 03
- E info@europartfair.com



TICKETS



Philips Museum

Exhibition about **Gerard Philips**

From April 5 at the Philips Museum: a unique exhibition about Gerard Philips. The temporary exhibition Gerard offers a glimpse into the thoughts and actions of the founder of Philips.

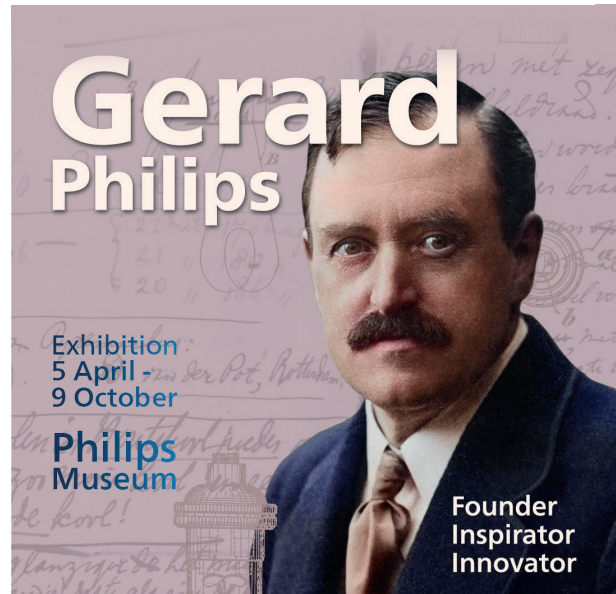
With an eye for technology, entrepreneurship and fellow human beings, Gerard was an extraordinary man who, more than 130 years ago, laid the foundation for the international company that grew into a global concern. To this day, Gerard's passion for innovation and entrepreneurship remains an inspiration.

Notebook

Flip through the 1893 notebook yourself and get closer to Gerard's thought process and experiments. His notebook is one of the few physical objects that is well preserved, as many of Gerard's physical objects were destroyed during bombing raids in World War II. It is therefore very special that this notebook is now available for all to see.

Exhibition 'Gerard Philips' is on view through October 9, 2023.

Learn more www.philips-museum.com



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booth 35

Or online, for:

- Colorful abstracts
- Photorealistic still lifes
- Exclusive fashion & gifts

www.Qeimoy.com





'My embroidery framed so beautifully Thank you Cees, we are happy with it'

Liesbeth Elderkamp

Lijstenmakerij & Kunsthandel van Antwerpen has been a household name in the region and far beyond for more than 25 years. Customers from all over the country know where to find us, sometimes even from the other side of the world!

We translate your wish into a beautiful end result. Our goal is to make something beautiful even more beautiful. Listening to your wishes, we use our expertise to make an end product of inestimable value.

Framing:

Moments are temporary, memories are forever. Therefore choose a frame that keeps the memory alive and that meets your wishes. Modern or classic? Normal, anti-reflective or museum glass? Wood or aluminum?

At Lijstenmakerij & Kunsthandel van Antwerpen, everything is made in our own workshop with high-quality materials. The products we work with are acid-free and therefore of a durable quality that prevents discolouring. This makes your frame a picture on the wall; a valuable and value-retaining eye-catcher! In addition to photos and paintings, we also frame posters, handicrafts, baby clothes and canvases. A birth announcement or prayer card also gets more respect when it is framed.

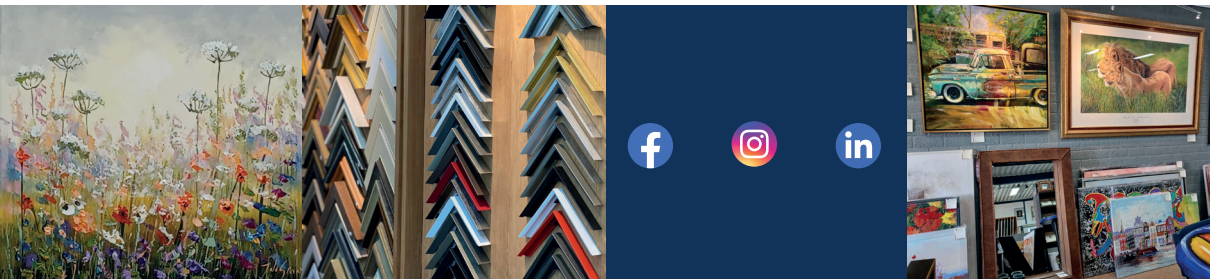
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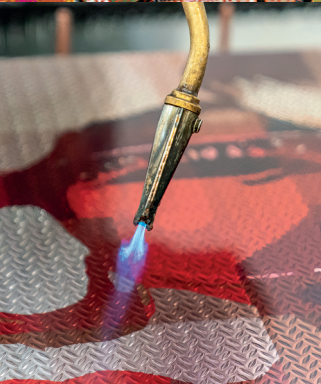
Art dealer:

We have a varied assortment of art – partly in-house, partly on consignment. This means that various artists bring their work to us in order to appeal to a wider audience.

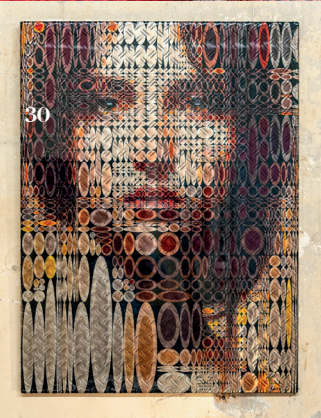
Gifts:

Looking for a nice or suitable gift? In addition to our collection of paintings, you will also find various art-related gifts. Think, for example, of books, puzzles, calendars, posters, graphics (printing) and images and modern wall decorations, such as prints on glass or aluminum. Take a look at our webshop <https://lijstenmakerijvanantwerpen.nl/webshop/> or visit our studio. We'd love to hear if we can do anything for you.





Conquering the world with innovative art



Paul Raats, Eindhoven resident, is well on his way to enter the international art market with prints of his own content on handmade new and complex material. A big step for him, after his first project, 'Tokyo2020', where he photographed top athletes in a completely idiosyncratic way for the Holland Heineken House during the olympics.

His customers are people who like to have beautiful and often large works on the wall in their homes, collectors, art lovers and he is already working with galleries. Amongst others, praising reactions come from Dubai, India, Hong Kong, and America. In France, a number of galleries have now started showing his work: a crown on his work and ambition.

After years of experience as a professional photographer, in which he worked for major brands and sponsors, often with top athletes, Raats fell further and further in love with creating artistic content. Something he applied to top athletes, and



captured them in his own unique way outside their normal habitat. He worked with body paints, black light, photographed in castles, placed Olympic swimmers in a milk bath and even projected images on their bodies with 4k projectors.

2020 Olympic Games

His work was supposed to be exhibited in the Team NL Tokyo Center in Japan during the Olympic Games, but the world wide pandemic had its own agenda..... A big disappointment after 4 years of photographing, editing images, investing, and various trips to Japan.

Yet, this was the basis for the current work. Immediately after Covid, Raats started developing his own materials for printing, something he had been doing for a long time. After having visited many manufacturers and doing many tests, he succeeded in printing on, among other things, diamond plate, rice grain plate, design wallpaper and even on laminate floors. Always with high quality. The images come from his experience as a photographer, but he also applies a lot of artificial intelligence. Innovation has always played an important role in his life. He was also one of the first drone photographers in the

world back in 2009, with which he still works for clients such as ASML, High Tech Campus and various advertising agencies.

The works are often finished with epoxy, which gives a very nice contrast and depth effect.

See the Instagram account @dutchvizuals for his images and working method.



Studio Paul Raats

Achtseweg Zuid 157 b
StrijpT Eindhoven
www.paulraats.com

Community Art: a powerful tool for integration



Community Art is a form of artistic expression that engages and involves locals in the creative process. It can take many different forms, such as murals, installations, performances, or workshops, and aims to promote social change, cultural diversity, and community empowerment. The expression 'Community Art' arose in the 70s, mainly in the United States and Great Britain. It was born to describe a series of artistic practices that imply the collaboration and participation of the public in the work, and an attempt to achieve a social improvement through art. Thus, two of the basic characteristics that differentiate it from other collaborative practices are: the importance of the social context of the work and the involvement of the viewer.

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Community art can be a powerful tool for communication and integration, particularly for internationals. In Eindhoven, International Creative Women ICW is working to create new projects and spaces that foster collaboration and cultural exchange. Through their art, the women from our community can overcome language and cultural barriers, building connections and relationships that transcend borders.

By working together, these artists create a sense of belonging and community, which is essential for new arrivals in a foreign country. They are able to share their stories, experiences, and perspectives through their art, creating a platform for dialogue and understanding. This not only helps internationals to integrate, but also enriches the local community by exposing it to new cultures and ideas.

The projects and spaces created by these artists are also important to provide a sense of identity and purpose, as they showcase their work and contribute to the local cultural scene. This not only creates opportunities for personal growth and fulfillment, but also helps to break down stereotypes and misconceptions about immigrants and refugees.

International Creative Women has created participation spaces for artists and non-artists in Eindhoven. Among the projects we have carried out in the last two years are: The "Bag-back", where through tote bags and the metaphor of baggage, women told what they brought in their suitcases when arriving in the Netherlands. In the project "Home", presented for the Dutch Design Week, we recreate sensory experiences from memories of our countries and families; and in our latest project "Let



Sandra Cuevas remembers:

“My first community art project with ICW for the Dutch Design Week 2021 was a truly memorable experience. Can you imagine? As a resident of The Netherlands for seven months this was a reality for me. This event was a channel to connect with other talented women and tell my story and dreams to the country.”

exhibition that encouraged viewers to see through the surface of things to the deeper truths that lie beneath.

Her Be”, in addition to connecting different communities in the city, we broke the language barriers through art: 45 women worked together to make 15 tunics, creating a graphic protest in pro of human rights and equity for women in our society. And the last project was “Through the glass” an art

Overall, community art is a powerful tool for building connections and creating a sense of belonging for internationals in Eindhoven. By working together and sharing their creativity, ICW members are bridging cultural divides and creating a more welcoming and inclusive community.

Pagal Puthran says:

“Every project at ICW starts with a few brainstorming sessions and it’s fascinating to see how women from different backgrounds, cultures and languages put their ideas across and work together towards creating something that just strikes the right chords in the viewer. By way of participation, I have been introduced to the locals striving to make art the universal language for many like me that came here as an expatriate. One of the key outcomes of these projects has been to witness the interest of the locals and to have them join in and hear of our hardships, our wins, and our anecdotes, and in turn, tell us theirs and end up empathizing together. Community art is all about creating and sharing this warm fuzzy feeling.”

On the first Tuesday of each month, ICW and the Albert van Abbehuis, have spaces for artistic connection for international and local people to exchange their experiences. Creative Town, the quarters of ICW, also holds monthly events where new artists can showcase their work for two days. Check out the ICW agenda for more information and let’s show our support for local art!

Sally Ocaña

Co-founder International Creative Women



MERLIN SEAFOOD:

The new seafood concept at Stationsplein Eindhoven!

A gem.
The hotspot for the fish lover.

Merlin Seafood - Bar & Shop is all about beautiful products from the sea. Everything is absolutely fresh and of the highest quality.



Enjoy a delicious lunch and dinner in our Seafood Bar or visit our Seafood Shop and 'fish' the tastiest fresh products for home!

'Merlin' is derived from the French 'Mer', combined with the Dutch name Linda. It is a reflection of French gastronomic quality, Brabant hospitality and the richness of the sea. Linda Rovers is at the helm, channeling no less than twenty years of experience into this brand new seafood concept.

She is supported by chef Ralf Smeulders. Since the start of his career, when he was still an apprentice chef, he has been very successful at



**Merlin
Seafood
Bar & Shop:
fish at its
best**

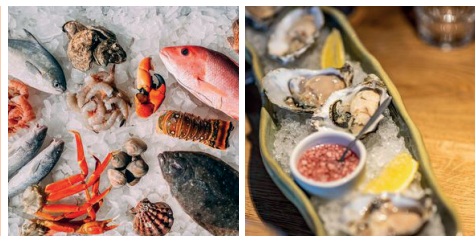
various cooking competitions. He was nominated for the 'Zilveren Mossel' and he came fourth at the Dutch championships for apprentice chefs. Challenged by the versatility of fish and seafood products, he puts together a menu where delicious lunch dishes and beautiful fine dining dishes go hand in hand. His personal favorite? The Eel Brioche. A signature dish that you must have tasted!

Choose a table in our restaurant, marvel at the navy blue and salmon pink interior and enjoy a delicious lunch or dinner. Or pop into our Shop! Here you can easily order a quick 'dish on hand' or fresh Seafood products for home.

Merlin – Seafood Shop: the new seafood shop in Eindhoven.

Our fishermen set out every day for the tastiest exclusive fresh fish. Oysters, halibut, mussels or scallops: these are just a few of the fresh range. In addition to our range of fresh fish and seafood, we also have tasty dishes for home, fish salads and the most delicious to-go meals and sandwiches.

MERLIN SEAFOOD
Stationsplein 26, 5611 BC Eindhoven
info@merlinseafood.com





Wine should be enjoyed

Looking for quality wines? There is still a lot of renovation going on, but at Kerkstraat 13, in the old building of Zwaan Photography, Pieter Goudsmits welcomes you! The official opening of Wijnmeester with special promotions will follow, but already you can choose from a wide range of quality wines from all over the world. Chili? South Africa? Argentina? Or closer to home the traditional wines from France, Spain and Italy? Owner and viticulturist Goudsmits is happy to advise you about the possibilities!

Goudsmits: "Our motto is 'wine should be enjoyed' and that is why we go beyond just selling wine. If someone has a specific wine in mind, we will look for the desired taste together.

"Wine is my passion", Pieter continues, "and I want to share that with our clients. It's not so difficult to advise and sell someone an expensive wine that he's not looking for. You can do that once and then the customer will never come back again. I would like to know why the customer is looking for a specific wine: is it for a certain dish, is it for a cozy evening in front of the fireplace, these kinds of things. If I know that, I can recommend the right wine. We also regularly get

men here who are beer drinkers themselves and buy a bottle of wine for their wife. They drink maybe 2 glasses at the weekend and then the rest is thrown away. That, I think, is a shame, that's why we have a large offer of bottles of 20 and 35 cl, which, although less profitable, is appreciated by customers.

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So, for a quality wine at a reasonable price you are more than welcome at Wijnmeester!

Every day, information about a particular wine is posted on Instagram ([wijnmeester.nl](https://www.instagram.com/wijnmeester.nl)): about its origin, which grapes it contains and which wines are the best with fish/meat.

WIJNMEESTER

Kerkstraat 13, Eindhoven

OPENING HOURS:

Monday to Saturday from 10 a.m. to 6 p.m.

Follow us on Instagram: [wijnmeester.nl](https://www.instagram.com/wijnmeester.nl)



To speak from the heart, don't learn your text by heart

At Radio 4 Brainport, we give the floor to many organizations in the region. In an interview with the Light town Toastmasters, I learned that many aspects of giving a presentation at work or during a toast are similar to presenting a radio program. When I was posting a link to the podcast recording of our toastmaster interview, I started to type: “don't learn your text by heart”. But when I re-read that line, I got confused. Is it “by heart”, or should it be “by hard”? What confused me was that the learning message from the interview was “speak from the heart”, thus engaging with our audience while speaking. Apparently, the English “to learn by heart”, translates into the Dutch “uit het hoofd leren”, thus literally “to learn out of your head”. We all know that the heart is not in the head.

Apprendre par cœur/sich einprägen

Usually, we associate the head with rational structured thoughts that are clean of emotions, while the hearth is associated with feelings and emotions. The meaning of learning by heart is to commit to memory, while the memory is part of our brain, thus in our head, not in our hearth. So I called

our Radio 4 Brainport language expert Bart Bruijnen, and he confirmed that other languages refer to the heart as well. The French also talk about “apprendre par cœur” (learning by heart), but knowing the French temperament, that is not surprising. The Germans use the term “sich einprägen” (to imprint oneself) here; and this also has the matter-of-

factness that we recognize, as a cliché, in the German people.

Resetting the style of speaking

On the radio we like to talk about languages, and this was a trigger for some further invitations to our listeners. But on the other hand, it says a lot about what does it take to give a great speech? Toastmasters are an organization that share a common interest in learning and becoming better. In my interaction with university students, I also emphasize not to overdo the preparation of the final presentation of their master's work. The first minutes of the talk should be rock solid, it should contain the highlights and intrigue the audience. That audience can be diverse, fresh other students who are completely new to the field, but also life-long experts who already know the field inside out. Catching the attention is hard and requires a well-thought through first minute. But after that, you as a presenter may get in the flow, get inspired by attentive body language from the audience, hopefully. Then the moment has come to talk from the heart, to stop relying on preconceived sentences learnt by heart. I must admit that I sometimes just ask a casual question when a student keeps running down his or her script. Quite often that "resets" the style of speaking into a more self-confident, natural way of talking, that is also easier to follow for an audience

I found it interesting to see how much of that resembles hosting a radio interview. You have to keep an audience with different backgrounds, with different interests on board. You have to catch the attention and have to make your guest at ease and "in the flow". On the radio, the worst interviews are those in which the interviewer has a list of questions fully prepared and tries to remember the next question, rather than to listen to the guest and to interact naturally with the guest. Reconfirming previous answers, but gently steering the interview into the direction where you believe the most interesting topics are. It sounds almost like combining the style of a coach, to reassure the

guests, and an auditor, to dive deeper into the real content.

For me, getting that experience on the radio has been very rewarding. It is what I like about making radio interviews and recording podcasts. I also see it line up well with coaching students to present their research work, with doing a job interview with candidates, or with speaking at a conference myself.



Jean-Paul Linnartz is the co-founder and chairman of Radio4Brainport, the independent radio station for the international community in the high-tech region in and around Eindhoven.

R4B can be heard via the internet or on DAB+ and even on 747 AM and is an independent not-for-profit foundation, offering nice volunteering opportunities. Do you create podcasts and like to share these via the radio and like to reach out to other internationals? Do you like the technical aspects of making radio programs or of automating content generation? Do you like to read news bulletins?

Feel free to reach out to Jean-Paul Linnartz via info@radio4brainport.org





Welcome to our new *office!*

By Olivia van den Broek-Neri

Holland Expat Center South was located on the Vestdijk for eight years, but due to the area being redeveloped, we knew that our time there was only temporary. Now we are celebrating our new office that offers us even more possibilities to service the international community!

A lot has happened since we first opened our doors.

Since its opening in 2010, Holland Expat Center South has expanded its services and each year, continues to help more internationals settle into Brabant! A record number of internationals have had an appointment to arrange their formalities at the Expat Center.

In order to assist these persons, we have organized all different types of events, such as a monthly

Welcome Evening, Webinars about Filing Taxes in the Netherlands, a Job, Career & Language Lounge, a Housing Lounge, and more. But did you know that we also organize events for companies who are hiring internationals? Check our website for more information: www.hollandexpatcenter.com/en/employers.

We have also increased the number of publications that we publish to include a "Living in the Eindhoven



Brainport Region Guide,” an “International Student’s Guide to Brabant,” and an “Education in the Netherlands Brainport Eindhoven Region” brochure.

Our team has also grown to include a Living In Program for the Brainport Eindhoven Region and for the Breda/West-Brabant Region. We have also welcomed Account Managers who focus on Breda, Tilburg and the Brainport Eindhoven Region, and have more colleagues working in the back office. Additionally, the Grensinfopunt in Eindhoven is located at our office and offers appointments to those with questions about living, working, studying or doing business in Belgium, Germany or the Netherlands.

Our new location offers plenty of space right in the center of Eindhoven!

Holland Expat Center South’s new office is located inside of Succeed Offices (Stadhuisplein 10, 3rd Floor). Aside from more space for appointments and for our back office, our new location also offers us space to organize events. We have already organized information sessions for employers, as well as our Expat Housing Lounge at this new location, with more events planned for the autumn. But first, we will be celebrating the opening of our new office with a big event in June!

Do you have questions about settling into Brabant? Stop by our Welcome Desk! You are more than welcome!

Save the Date for these Upcoming Events:

- **Welcome Evening: Friday 2 June**
- **Welcome Evening: Friday 7 July**

Holland Expat Center South is a nonprofit governmental agency. Contact us with any questions about settling into Brabant by sending an email to info@hollandexpatcenter.com. We also invite you to follow us on Instagram and LinkedIn!



Olivia van den Broek-Neri is Project Coordinator Communications & Events at Holland Expat Center South.



Discovering the Creative and Artistic Side of North Brabant

Sporzone Tilburg

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Want a unique insight into the world of urban art & design? Are you looking for that one unique experience to return home with? North Brabant is somewhere you can really indulge. Enjoy interesting museums – also the ones on the street! – and numerous unique locations in North Brabant where you can meet creators face to face. Or even get creative yourself! And don't forget the countless creative spots in our cities where old and new come together.

DESIGN EXPERIENCES

Evoluon

The iconic location 'Evoluon' in Eindhoven hosts the RetroFuture exhibition. A spectacular setting that guides visitors through design, art, science and film into a world of future thinkers, dreamers and artists. Step into ten tunnels full of fiction and fact that have helped to shape our future. You can even enjoy a real time-machine journey with the VR time machine.



NextNature - RetroFuture in the Evoluon

Motion experience

In Eindhoven, you can feel what it might be like to be a true influencer as you take the best photos at Motion Imagination Experience. It's a place to completely – and literally – escape from reality for a while, as you are immersed in a fantasy world of light, sound and interaction.



Motion Imagination Experience



Doloris' Rooftop

Doloris' Meta Maze Tilburg

In Tilburg you will find the largest art maze in the world! With more than 40 rooms full of mysterious art objects and hidden passageways, Doloris' Meta Maze is a unique experience! As soon as you enter the Meta Maze, your senses will become alert and stimulated.



Rietveld's 'De Ploeg weaving mill'

Rietveld Safari Bergeijk

One of the greatest Dutch architects of the last century is Gerrit Rietveld. In the 1950s, he designed several unique objects in the green village of Bergeijk: a clock, a shelter, two houses and his only industrial work 'De Ploeg weaving mill'. You will discover the most beautiful designs by Gerrit Rietveld and Mien Ruys, one of the most important garden architects of the 20th century. The tour departs on the first Friday of every month from Rijksmonument de Ploeg.

GET INTO DESIGN YOURSELF



TextielMuseum in Tilburg

Why not check out these inspiring museums and get hands on and interactive? Learn what light actually is and how to create colour at the brand new Vincents Lightlab at the Van Gogh Village Museum in Nuenen. Or watch the professionals at the TextielLab at the TextielMuseum in Tilburg and get involved in

experiments with fabric. You can even design your own socks or scarf! Perhaps you'd like to know more about the creative process behind shoemaking? The Maaklab in the Schoenenkwartier in Waalwijk gives you an opportunity to greet the shoemakers and watch them as they work!

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The Schoenkwartier in Waalwijk

MUSEUMS ON THE STREET

The Blind Walls Gallery in Breda is a street museum, where international artists tell the story of the city through their murals. Cycle or wander by the murals, now amounting to more than 100, guided by the app. The most beautiful creations in Eindhoven are best discovered with the Street Art Tour Eindhoven. It's an ever-changing cycle route that adapts to take in the



Street Art Tour Eindhoven

newest murals. If you're in Tilburg, Het Muurmuseum walking route takes you past eight extraordinary works of art on plain old Tilburg city

walls. Along the routes, you'll find a satisfying selection of places for a bite to eat and a drink.

INDUSTRIAL HOTSPOTS

Aside from Strijp-S and Strijp-R, another lively but slightly less well-known creative spot in Eindhoven is the **NRE site**, on the edge of the city centre. On the site of the old gas works, Restaurant Fifth offers delicious meals in beautiful industrial surroundings.



The **Haveneiland** at Belcrum Haven in Breda is also highly recommended, whether with your toes in the sand, chilling at the skate part or enjoying an ice-cold special beer on the quayside. Don't forget to check out the creative site at **STEK** as well. It's a place where entrepreneurs have the opportunity to realise their dreams – it's something you can feel and taste!



42 If you last visited Tilburg ten years ago, you'll not recognise it today, following tremendous creative redevelopment. A colourful area and great spot for a bite to eat is **Spoorzone**. Gourmet Market Central Station has no fewer than sixteen food concepts under one roof, while in Eetbar De Wagon, you can dine in an old train carriage dating from 1930.



And that is exactly what you will experience visiting the **Tramkade** in 's-Hertogenbosch. A unique location full of entrepreneurs who like to do things a little differently. And that produces unusual concepts. Combine comfort food and beer with retro games at Barkade, visit the Bossche Brouwers and discover the challenging formulas of De Lekker Man and Restaurant Van Aken.



Got inspired?

Check visitbrabant.com for more!

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delivered to your doorstep.



Fun, fast and efficient is more than just a motto at UPB, it is the life we breathe into everything we do. Since our inception 8 years ago, over 1100 students pass through our doors weekly, bringing with them curiosity, and a desire to learn. Una Paloma Blanca has developed into a language hub, through language cafes, events, and an even larger online presence, we are a place you can come to let your creativity run wild.

In these 8 short years, we've gathered a team of 46 exceptional teachers who've expanded our language offering to 9 world languages: English, Dutch, German, Italian, Spanish, French, Portuguese, Russian & Mandarin.

But no matter the language, our approach remains the same. We've built our method on two main pillars: Cultural, and social awareness.

Cultural awareness at UPB, means that our 9 languages on offer don't just cover the languages themselves, but rather, our teachers offer insights into life in the countries where these languages are spoken, the memories and cultural references behind expressions and turns of phrase, introducing you to a whole corner of the globe.

Have you ever wondered what the Dutch hold dear? Or have you ever wanted to learn a language spoken by philosophers and poets?

We prioritise this curiosity, so our learners are enriched by the languages they're learning in a communicative, but also cultural way.

Social awareness at UPB prioritises communication. We're a social bunch, and that's emulated through our lessons. We give our learners the tools so that together, they can build language patterns in their minds, and strengthen them through meaningful conversation..

Our "SPEAK-UP" approach doesn't just benefit our students, but our teachers too.

So how do we do it?

Each of our teachers is qualified in the language they're teaching, which means each lesson is carefully constructed to achieve learning objectives. Learning a new language can be daunting, especially in knowing where to start. It is our job, at UPB, to take that worry away, and create meaningful learning experiences.

"What I love about Una Paloma Blanca is that even when class time is up, the communication never stops, and I'm always learning something from my students, whether it's words in a new language, or perspective!"

- Conor, English teacher.



This is how:

Fun

Games are a must-have in any language class and are a staple in our monthly language cafes. They ease the nervousness you might feel, and break the ice with your learning peers. Through games, we develop spontaneous thoughts in our new language, and strengthen bonds between our fellow language learners.

Fun doesn't just mean games either. Fun comes through the content. Our students at UPB are no stranger to weird and wonderful videos/articles/news stories. We bring the language to life through humour, but also enjoyment.



Fast

We don't rush, but we don't 'drag' the process out. One of the main reasons people get demotivated when learning a language is because of the time it takes. But we have some methodology we swear by, to make the process that little bit quicker.

At UPB, we use the 'flipped classroom' approach, meaning knowledge is presented through homework, or tasks your teacher gives you to do at home. Then, in the class, you bring these topics into the conversation and develop your understanding of them through communication.

Efficient

The final element to a UPB language class. Efficiency means learning what is important. If you come to us with specific needs, we will work to prioritise these, teaching you absolutely what you need to know!

UPB offers group classes, private classes, and DUO lessons, and our doors are always open to people who want to explore. So how about it? Call us, and let's see what we can do, at UPB.



The art of looking

We, so-called internationals, and other readers of HOWDO magazine, have a natural interest in understanding people and different cultures. We have in common that we are curious, and that we want to learn as much as possible about the people around us. We come from places across the world but are now gathered in the Eindhoven region. We have lived in at least two or more continents, countries, and cities. We have travelled for holidays and for work. We have seen a lot, and we have experienced the vibe of multiple cities.

There are many ways to look at the same city. The way you perceive a city's vibe or how you rate it, depends on what your frame of reference is. And your expectations also play a part. You value a place based on what you have experienced before, on what you prefer and like. For example, if you are used to cities with skyscrapers, heavy traffic, and pollution, you might experience Eindhoven as quiet, green, and airy. If you come from a place where you are surrounded by nature, silence, and calm, you probably feel that Eindhoven is busy, crowded, and maybe even hard to get used too. If you have lived in Eindhoven for a long time, or if you were born and





raised here, you might wonder what the future impact is of the city's fast growth. You maybe feel puzzled and can't believe what is happening to your city as you miss how it was before or as you saw it in the first place. What we all have in common is the need for social interaction with each other.

Cities and villages develop, expand, and grow, no matter where you are. With the rising number of people on our beautiful globe, this growth is needed. Especially when you live in an area called Brainport! Companies, big or small, must grow. Not because growth is their one goal but because we ask them to, by the demands we have. We ask, they deliver. That is why cities and areas in Brainport will grow, whether we like it or not.

Eindhoven is not known for being the most beautiful of cities, simply because it has lost a lot of its beautiful buildings. Normally, older buildings automatically give a city a certain allure and stature. Eindhoven is not really gifted in that sense. Maybe that's the reason why urban and street artists feel the urge to lift our city with their designs and artwork and why architects want to make buildings more interesting to look at and live in. Together they develop and design 'our Eindhoven' to become not only an appealing and fascinating city, but also inviting and welcoming.

If you develop the art of looking with curiosity and above all without judging too fast, Eindhoven shows you many beautiful things. If you don't know the art of looking around yet, try this: look around, with your head only up or only down. Or look at the things to the left or to the right of you. It's not difficult to find urban art in Eindhoven. It's maybe more of a question about how you experience and value it. If you don't like a certain artwork initially, it may help you appreciate the work more if you ask the artist what the meaning behind it is. There's always an explanation, a reason or a story from the artist, designer, or architect, that helps you to appreciate it more easily.

In the International Women's Club, which this year celebrates 55 years of being active in the Eindhoven area, we have several groups with specific art themes: Crafts for Moms, Handicrafts Group, and the Hobby & Chat Group. Art combined with a social component is the key to a successful group. Being creative with international friends is fun! Another group, the Art Group is especially for artists and art lovers with visits to galleries, studios, and exhibitions in the area. They combine this with being creative themselves by attending various art workshops.

If art is not your thing, don't 'walk away', as the club has a huge variety of groups for you, during the day and in the evening. We have something for all. The twice monthly Coffee in the City mornings are a favorite of many. In the past months, we've been happy to welcome many new members, young and old, working or not. They all joined the IWCE to be among like-minded people. Have a look at www.iwce.nl to see what we have to offer you and feel free to join a group once to check it out yourself!

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A Change of Protocol

A Change of Protocol

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Nergis Düzok

Any kind of career pivot can be challenging but for internationals in healthcare, it can be particularly difficult to continue working in their field abroad. Obstetrician Nergis Düzok managed to leverage her experience into a promising new career with the Talent100 program.

Life as a Doctor

Nergis is an experienced obstetrician and gynecological specialist from Turkey. She became an obstetrician because she wanted to positively “touch people’s lives”. Nergis was set to transition into a university setting in Turkey, but instead relocated to Eindhoven in August 2022 when her partner transferred to ASML.

With her international move pending, Nergis immediately began researching her professional prospects in the Netherlands. “I learned about the process to work as a doctor in the Netherlands. I started Dutch lessons, and I created a LinkedIn account immediately because I was really seeking to do something different with my medical background.”

Finding a New Way to Serve

Nergis knew she wanted to do something else that leveraged her years of experience and education as a doctor. “I want to serve something bigger than me and other job opportunities can provide that.” But she didn’t know what opportunities would be available in her new home. Luckily, this is when she came across the Talent100 program by Expat Spouses Initiative (ESI), Huis Naar Werk, and the LivingIn program of the Holland Expat Center South. Intrigued, she applied.

Talent100 is a new program, launched in March 2022, that merges previous programs by the Expat Spouses Initiative into one. The goal is to take 100

international professionals called Talents, and through a series of guided coaching sessions, get them ready to enter the Dutch labor market in three months. The program is open to all professionals regardless of their educational background, gender, and age. Each accepted Talent is categorized and offered a spot in one of three different program tracks depending on the stage of their professional journeys, participating Ambassadors, and other criteria. The tracks are:

- Career Discoverers: Talents who need to take stock of their skills to discover their passions and/or pivot into new careers.
- Kickstarters: Talents with established careers and marketable skills but need practical support to get into the labor market.
- Women for Women: A longstanding ESI mentorship program for female Talents who are paired with a locally connected women, called Ambassadors.

Transitioning with Talent100

Nergis was a Talent in the Career Discoverer track. "I learned I was accepted in the program when I was in Turkey, the day before I came to the Netherlands. It was really exciting for me." Even later, Nergis was still thrilled with the Talent100 program. "There's no question that the sessions were really, really life changing."

Joining the Dutch Labor Market

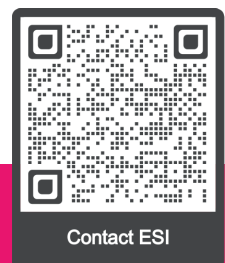
All the sessions and hard work paid off. Nergis

started a new job in January 2023 working as a medical protocol specialist with a medical software startup in Utrecht. "After a session, I came home directly and I was changing something, some information on my LinkedIn when LinkedIn offered me the relevant positions..I applied to one, and after one hour, I had an interview with them."

Just as the interview came soon after applying, so did the job offer. "I had a good feeling about the job and the team. They were like a family. And I wanted to be a part of it. At the end of the interview, the CEO of the company told me: 'We would like to have you on our team.'"

Nergis is in her new role and is very thankful for all the support she received from the Talent100 program and the Expat Spouses Initiative. She advises other international Talents who have medical backgrounds to stay positive and remember that change is possible. "If you want to do something different, outside of a hospital, you should know that you have the power on your CV, and it works for different kinds of job opportunities."

Change while daunting is possible. Nergis accomplished her goal of finding a job in the Netherlands that makes use of her extensive years of experience and education as a doctor with the aid of the Talent100 program. Let 2023 be the year of change and new beginnings for you! Contact the Expat Spouses Initiative and start a new chapter in your professional journey this year.



If you are an international looking for support to get market ready, email ESI at info@expat spousesinitiative.org. They can help you find the job of your dreams.



Urban art and the impact on our kids

Urban art for children can include murals, graffiti, and street art. Murals can be painted on walls or other surfaces, and can be used to create a colorful and inviting atmosphere. Graffiti can be used to create a unique and creative look, and can be used to express ideas and feelings. Street art can be used to create a fun and interactive environment, and can be used to create a sense of community.

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But why is urban art important for children is a question that was on my mind when I was invited to write about it?

- Urban art is important in children's lives because it helps to foster creativity, encourages self-expression, and provides a platform for children to explore their identity.
- Urban art helps to build a sense of community and belonging, as well as providing a safe space for children to express themselves.
- Urban art can also be used to educate children about their environment and the world around them.
- Urban art can be used to promote social change and help to create a more equitable and just society.

This concept still has an impact on a topic that we as expat kids in eindhoven are very interested in, the emotional intelligence of our children and the soft skills. Did you know this?

- Urban art has the potential to have a positive impact on emotional intelligence and soft skills

for kids. By engaging with urban art, kids can learn to appreciate the beauty of their environment, develop an understanding of the importance of public spaces, and gain an appreciation for the creative process.

- Urban art can help kids develop their emotional intelligence and soft skills by teaching them to think critically about the messages conveyed in the art, to express themselves creatively, and to collaborate with others.
- Urban art can also help kids develop their problem-solving skills, as they learn to think outside the box and come up with creative solutions to challenges.
- Urban art can help kids develop their communication skills, as they learn to express their ideas and feelings in a constructive way.
- Urban art can have a positive impact on kids in many ways. For example, it can help them to express themselves creatively, build self-confidence, and develop a sense of pride in their community. It can also provide a safe and fun way for kids to explore their creativity and learn about their city.

Examples in the world and How Urban Art had a positive impact on Kids?

One example in the world of how urban art has had a positive impact on kids is the creation of the Wynwood Walls in Miami, Florida. This outdoor art gallery features murals from some of the world's most renowned street artists. It has become a popular destination for kids and adults alike, and has helped to revitalize the surrounding neighborhood.

Another example is the Street Art for Mankind project in Los Angeles, California. This project brings together local artists and youth to create murals that reflect the diversity of the city. The project has been successful in engaging kids in the creative process and has helped to foster a sense of pride in their community.

Finally, the City of Philadelphia has launched a program called Mural Arts Philadelphia. This program works with local artists to create murals throughout the city. The murals are designed to inspire and engage kids in the creative process, while also providing a safe and fun way for them to explore their city.

And what about the Urban Art in our city Eindhoven?

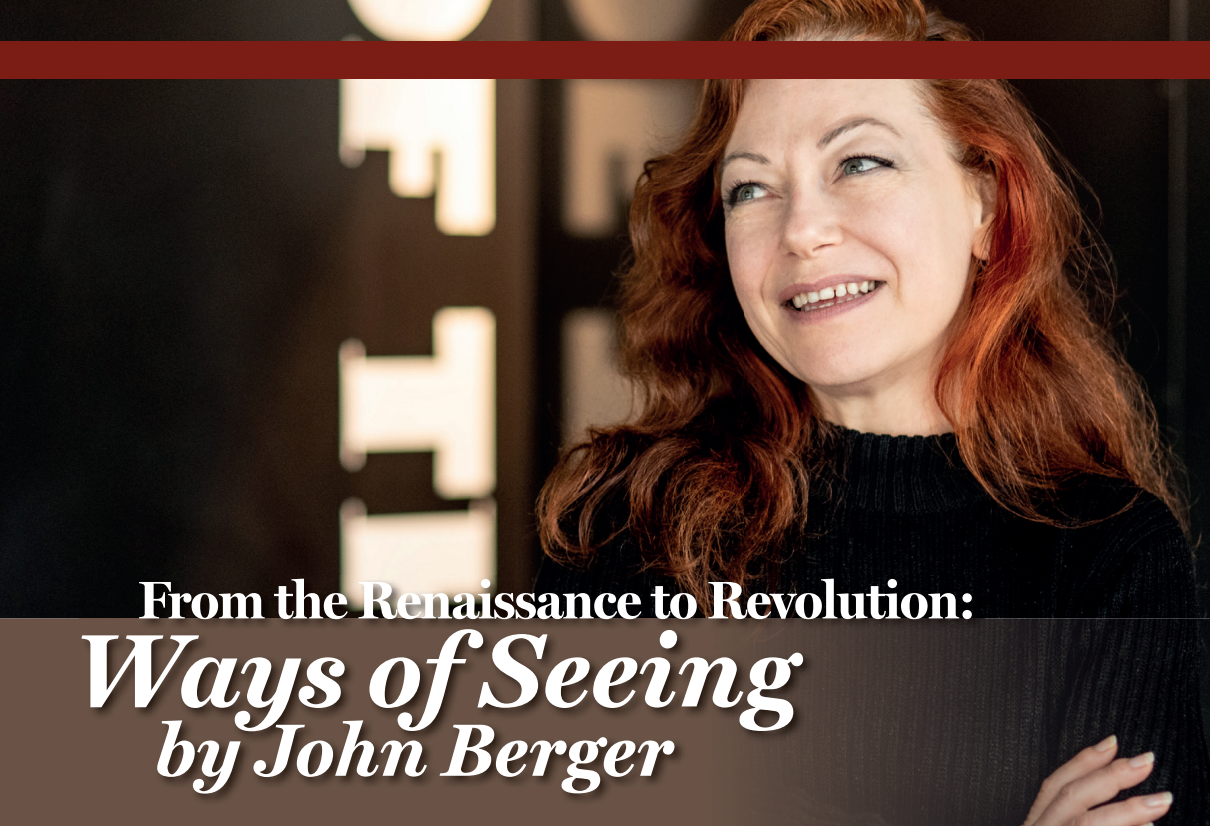
Urban art for children in Eindhoven can be found in many places. The city has a number of public art projects that are specifically designed for children. These include the Eindhoven Step in the Arena, which features a variety of street art installations and murals. The city also has a number of galleries and museums that feature art specifically for children, such as the Van Abbemuseum and the Dommelhof. Additionally, there are a number of outdoor art installations throughout the city, such as the Eindhoven Street Art Trail, which features a variety of sculptures and murals. Finally, there are a number of art classes and workshops available for children in Eindhoven, such as the Eindhoven Art Academy and the Eindhoven Street Art Academy.



Expat Kids in Eindhoven



To find out more about us, visit www.silviaardialovebygrace.com and check out our Facebook page Expat kids in Eindhoven or send an email to expatkidsineindhoven@gmail.com



From the Renaissance to Revolution: *Ways of Seeing* by John Berger

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The art of any period tends to serve the ideological interests of the ruling class. If we were simply saying that European art between 1500 and 1900 served the interests of the successive ruling classes, all of whom depending in different ways on the new power of capital, we should not be saying anything very new. What is being proposed is a little more precise; that a way of seeing the world, which was ultimately informed by new attitudes toward property and exchange, found its visual expression in the oil painting.

John Berger

Written in 1972, *Ways of Seeing* was and is an iconic and important work of art criticism. It's been on my reading list for years, recommended to me by an artist friend and mentor, and repeatedly referenced in various other texts. I just finally picked up a copy and read it for the first time, and was very surprised by it.

John Berger was a writer, painter, poet, novelist, and art critic. *Ways of Seeing* was originally presented as a BBC television series, and later published as a collection of essays. It is most famous for its analysis of the presentation of the nude. In describing how women's bodies are depicted and displayed, presented like objects, Berger introduced the concept of the male gaze for the first time. His analysis was groundbreaking, and the book remains an important work in feminist literature.

One might simplify this by saying: men act and women appear. Men look at women. Women watch themselves being looked at. This determines not only most relations between men and women but also the relation of women to themselves.

John Berger

To be honest, as a contemporary reader, this analysis wasn't very new or exciting to me. The male gaze and objectification of women is well-trodden ground,

and I thought perhaps I was reading the book 50 years too late. I was, therefore, completely unprepared for Berger to take these thoughts about objectification, ownership, and depiction all the way to their natural conclusion, and make a case against capitalism. All real art criticism is, perhaps, revolutionary, but I wasn't prepared for it.

The relation between property and art in European culture appears natural to that culture, and consequently if somebody demonstrates the extent of the property interest in a given cultural field, it is said to be a demonstration of his obsession. And this allows the Cultural Establishment to project for a little longer its false rationalized image of itself.

John Berger

In this way, the book becomes weirdly prescient. Berger draws a straight line from the invention of perspective in art, through the development of oil paintings, through the great works of European art, to images used in advertising and marketing. If it were written today, this connection would naturally go on to social media and the ways of seeing promoted by Instagram. In every instance, art is used to depict objects one does possess or would like to

posses, and the image “is addressed to those who constitute the market, to the spectator-buyer who is also the consumer-producer from whom profits are made twice over – as a worker and then as a buyer.”

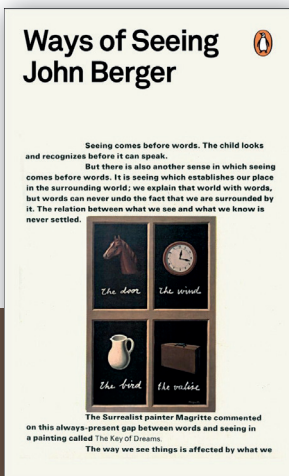
His analysis of what the pressures of commerce and market forces do to the artist themselves is especially insightful and touching, illustrated by these two self-portraits of Rembrandt:



Despite its age, Ways of Seeing remains surprisingly relevant and important, especially for the non-artist who is constantly exposed to commercial images. It presents a new way of thinking about representation, with powerful insight into how we see.

Capitalism survives by forcing the majority, whom it exploits, to define their own interests as narrowly as possible. This was once achieved by extensive deprivation. Today in the developed countries it is being achieved by imposing a false standard of what is and what is not desirable.

John Berger



Questions? Comments?
 Suggestions for what I should
 read next? Let me know at
rebekah@howdomagazine.com

The Ottoman: Turkish cuisine at its best!

The Ottoman is a modern Turkish restaurant in Eindhoven. Whether you want to enjoy delicious Turkish delicacies or a tasty quick snack? The Ottoman offers endless delicious possibilities! On our extensive menu you will find delicious dishes that are freshly prepared daily with love, craftsmanship and quality.



Lia: "The food was delicious and the delivery person was also very friendly. This was my first order, but there will definitely be more to come!"



Manuela: "Nice place, good food and friendly staff."

OTTOMAN



Meat dishes from the charcoal grill are the basis of our Mediterranean cuisine. The glowing coals immediately sear the meat and give a nice grill taste.

The Ottoman is not just a restaurant, but a complete and unforgettable experience in an atmospheric ambiance. Our restaurant can accommodate more than 50 people. The skilled and hospitable staff ensure that you will have a great time! Reservation is not necessary.

Catering

Having an event on location or at home and you want to serve delicious bites and dishes without being in the kitchen for hours yourself? Let us cater you. You can also contact us for on-site catering for small and large groups. We have already catered many parties and events with our delicacies.

Strijpsestraat 200 A (opposite AH, next to Kruidvat)

5616 GW Eindhoven

T. 040 - 257 29 54

E. info@theottoman.nl

Opening hours:

Mon-Thu 11.00 - 22.00 / Fri 11.00 - 23.00

Sat 13.00 - 23.00

Sun 13.00 - 22.00



Visit the *Eindhoven Geek store!* *Powered by GameForce and Erix Collectables*

We are a playing area, social gathering place and shop for everything 'Geek'!
We have games such as Magic the Gathering, Flesh & Blood, Pokémon, Yu-Gi-Oh, Digimon, Warhammer, Dungeons & Dragons. We are also the biggest shop for Bandai Gundam in the Eindhoven area.

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Also in our shop, we sell pre-owned collectables such as vinyl records & CD's, retro video games, vintage toys (Lego, Movie/TV memorabilia ranging from Star Wars to Power Rangers), and vintage technology such as homecomputers.

In our huge playing area we host weekly playing events and tournaments, and we also serve soft drinks, coffee/tea and snacks.

So visit us! We are a truly unique location for collectors and gamers (and everybody else).
Location: Visserstraat 18-A, Eindhoven (NL), at walking distance from Eindhoven Central Station.

Opening hours: Wed & Fri 15h to 23h, Sat 12h to 17h



THE CREATIVE STORE

Discover the Unique Stories Behind Each Handmade Product and Support Talented Women Entrepreneurs at Our Collaborative Webshop.



From the top left corner to the right: 1. Aleppo Soap | 2. Tagua Necklace | 3. Eindhoven Watercolour print | 4. Plant Markers | 5. Crochet sponge set | 6. Father's day Gift | 7. Mother's day Garden giftbox | 8. Resin coasters set | 9. Giftbox Mother's day

When the Covid-19 pandemic hit, it caused unprecedented challenges for businesses worldwide. We were forced to close our doors and we had to find innovative ways to stay afloat. One such example was "the creative store" a collaborative webshop born out of the need to keep supporting women entrepreneurs during those hard times.



Behind every product is a story of transformation

This webshop is not just a platform to sell unique and beautiful products. It is a platform to support makers, crafters, and designers who have the courage to pursue their dreams.

Many of the products available on this webshop are made by women who have transformed themselves after relocating to the Netherlands. These women turned their passion and hobbies into a business, and the result is something truly special. The products they offer are not just beautiful; they tell stories of creativity, empowerment, and resilience.

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If you are looking for something special, unique, something that also supports the lives and dreams of the talented women entrepreneurs, then this webshop is the place for you.

From handmade jewelry to beautiful home decor pieces, each product has a story to tell. These products are not mass-produced in factories; they are carefully crafted by talented individuals who pour their heart and soul into each piece.

The creative store is more than just an online store; it is a testament to the power of working together, and a celebration of the many incredible things that can be accomplished when we dare to be different and embrace our own unique paths.

Yolima Grandas
Co-founder ICW



**SURVIVALRUN
EINDHOVEN**

Survivalrun Eindhoven: training on technique and strength

Survivalrun Eindhoven is a training group for survival running located at the Urban Sport Park Eindhoven. If you're an expat living in Eindhoven or surrounding areas and you're looking for a challenging and exciting outdoor activity, Survivalrun Eindhoven might just be what you're looking for.



What is Survivalrun?

Survival running is an obstacle course race that requires participants to navigate through a series of obstacles that are designed to test their strength, endurance, and agility. The course is set up on natural terrain, and the obstacles are made up of ropes, ladders, walls, water crossings, and other challenging elements. The course is typically 5 to 12 kilometers long, with the goal to master all obstacles. To participate you need to be prepared for the physical demands of the course. This means that you should be in good physical condition and have some experience with the obstacles. To do so you can join in for a training session at Survivalrun Eindhoven.

Survivalrun Eindhoven

Training group Survivalrun Eindhoven is open to people from 8 years and older. Adults have a joint training on Monday evenings for both beginner and advanced survival runners. The training is focused

on training your technique and strength to master obstacles like horizontal and vertical rope climbing. Survivalrun Eindhoven trains at the Urban Sport Park Eindhoven which is equipped with rope and net obstacles suited for survival running.

In conclusion, Survivalrun Eindhoven is a challenging outdoor activity. If you're looking for a way to stay active, Survivalrun Eindhoven might just be what you're looking for.

For more information or a try-out training:
info@survivalruneindhoven.nl



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Sport**



**Eindhoven Sport is part of the
municipality of Eindhoven**

Cook like a star chef with the
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SPICYCHEF.NL



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Volksuniversiteit
REGIO **Eindhoven**

grenzeloos leren

Limitless
learning at
Volksuniversiteit
regio **Eindhoven**

One language is never enough.

Learn Dutch!

The course season at Volksuniversiteit regio Eindhoven starts in September. We offer Dutch courses at all levels from beginner to level C1, especially for higher educated expats and internationals.

Lessons are given once or twice a week by highly trained teachers at locations in Eindhoven and Veldhoven.

From July 1 our courses are on the website and you can register. An early bird discount of 3% applies throughout July. Keep an eye on our website.

Do you need more information? Call: 040-7820810 (Mo-Th 10.00 AM-12.30 PM) or email us: info@vu-eindhoven.nl or visit: www.vu-eindhoven.nl.



With “Complete” we mean: with a full service and being ready for our customers at all times. We never let you down and charge reasonable prices. With good advisors and technicians, high-quality equipment and unparalleled service, we ensure that our customers never call on us in vain.

Because we are also brand-independent, we not only supply all makes of cars, but we can also provide honest and independent advice. For new and used cars and light commercial vehicles.



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 <https://www.facebook.com/AutoEindhovenBosenSlegers/>

Coming up in Effenaar

10 to 14 May | in Brainport Regio and Eindhoven City Centre

BRIDGE, 5 Days Of Everything Guitar

Saturday 13 May

Desi Bollywood

Summer Edition

Saturday 20 May

00's Alternative

Saturday 20 May

Tula

Amapiano, afro house & more

Sunday 21 May | Altstadt

Nagasaki Swim + Cloud

Sunday 11 June | Altstadt

Rumours – A Fleetwood Mac Tribute

EFFENAAR

SAT 13 MAY

SOLD OUT

**Steve Vai
& Metropole Orkest**

BRIDGE Eindhoven Guitar Festival

pop

SAT 13 MAY

Guitar Convention

BRIDGE Eindhoven Guitar Festival

pop

SUN 14 MAY

Jett Rebel

BRIDGE Eindhoven Guitar Festival

pop

SUN 14 MAY

**Sound & Silence
lie-down concert with
Robin Scherpen**

BRIDGE Eindhoven Guitar Festival
& Light on Yoga

classical

WED 17 MAY

**Rotterdam Philharmonic
Orchestra**

Lahav Shani, conductor

classical

FRI 19 MAY

Cengiz Özkan

Masters of Anatolia

world

SAT 20 MAY

**Marco Beasley
& Franco Pavan**

classical

SAT 20 MAY

**Master Drummers of
Burundi**

world

SUN 28 MAY

Paul Carrack

pop

WED 31 MAY

Pynarello

classical

FRI 16 JUN

Arcadi Volodos

classical

SUN 25 JUN

Amanda Shires

pop

SUN 27 AUG

Jonathan Jeremiah

pop

Steve Vai

MUZIEKGEBOUW
FRITS PHILIPS **EINDHOVEN** **M**



LAURIERS D'ANTIOCHE

In the region of Antakya (Antioch, Turkey), Aleppo soap is a traditional soap and its production has been handed down from father to son for centuries. We managed to produce high quality products and decided that its packaging had to be natural and we named it Lauriers d'Antioche.

The soap has been used in the natural, healthy and ecological care of skin, body and hair and is manufactured in Antakya with the authorization and approval of the Ministry of Health with high quality and according to European Union standards.

Aleppo soap is derived from the hot saponification of two selected oils: Olive oil and laurel oil. Olive oil has excellent softening properties and once transformed into soap, it is a powerful cleaner. Laurel oil has soothing, antiseptic, disinfectant

Aleppo soap is available in 190 grams soap bars (50% laurel oil) and in a gift box (2 soap bars; 150 grams (50% laurel oil)).

and regenerating properties. For this reason, Aleppo soap with a high percentage of laurel oil (30% and more) is recommended for dry and sensitive skin. It cleans and soothes the skin and is recommended for so-called "problem" skin. Aleppo soap cleans the skin thoroughly and is also suitable for body, face and hair. It soothes the dry scalp and helps fight dandruff.

You can order it online at www.thecreativestore.nl

