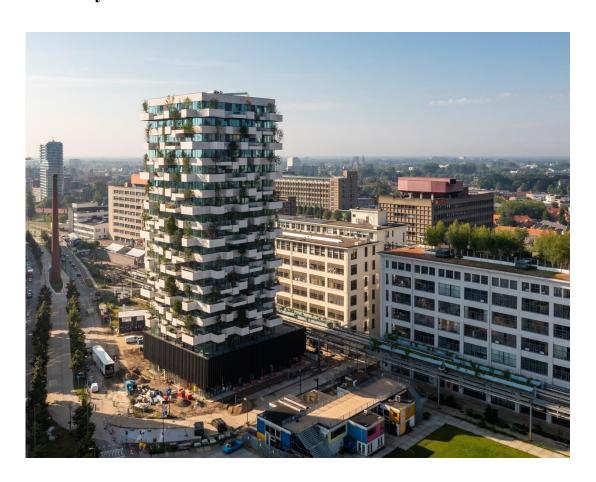# The first social housing Vertical Forest appears in Eindhoven:

Trudo Vertical Forest
by world-famous architect Stefano Boeri & Trudo

The Trudo Vertical Forest: the greenest, most eyecatching in the city

Eindhoven, October 1st, 2021 – **Trudo Vertical Forest** - a superbly designed building for
, covered in trees and shrubs reaching up to a height of 70 meters, officially opens today, October
the 1st, in Eindhoven. The representatives of the **Trudo social housing corporation**, the architect
and urbanist **Stefano Boeri** – with **Francesca Cesa Bianchi**, his partner at Stefano Boeri
Architetti – and **Laura Gatti** (botanist and plantation consultant) gave a press conference inside
the brand-new building.

After the press conference, all the journalists and people attending the event could watch a
demonstration of the **Flying Gardeners** - the maintenance team which will carry out greenery
maintenance from great heights - and a meet & greet with some brand new residents.

A world first
Trudo director **Theo van Kroonenburg**: *"Thanks to ambition, guts, taking up challenges in an innovative way together and of course the wonderful cooperation with the team of Italian architects of Stefano Boeri Architetti, the other executive architects, engineers, green experts, Trudo employees and of course all the builders, we were able to realize this beautiful building with 125 homes. A living green heart in the bustling Strijp-S area in Eindhoven. Worldwide, the Trudo Tower is the very first Vertical Forest designed especially for the social rental sector. And that's also supporting people what Trudo stands for. We are really enormously proud of this achievement".*

The very First Vertical Forest
Trudo Vertical Forest is based on Stefano Boeri's earlier design, **Bosco Verticale in Milan**, inaugurated in 2014. *""The first Vertical Forest of Milan has been described in different ways in recent years: as anti-architecture, or as an Urban Forestry manifesto. In reality, it was first of all an experiment, a prototype of a house for trees, also inhabited by humans (and many bird species). It was an exploration of new ways of how we can relate to each other and to other life forms. A search for a new form for urban renewal, sustainability and greening. It was a great challenge to design this concept in an affordable variant for the residents of the city of Eindhoven. And also a great honor. **The Trudo Tower in Eindhoven represents for all of us the achievement of a great goal: to make the Vertical Forest typology, which we are experimenting in different parts of the world, accessible even for tenants with low incomes; to show that living in contact with trees and greenery -and enjoying their advantages- is not the prerogative of rich people but can become a possible choice for millions of citizens of the world".***

The Trudo Tower in figures

- 70 meters high
- 19 floors
- 8 apartments per floor
- 125 lofts / social housing
- 1 communal space
- 135 trees
- 1,500 bushes
- 8,500 plants
- 4 collection tanks for 20.000 liters of rainwater each

Resident mix
Most residents have already received the key to their homes and some are already hard at work. The residents have been assigned on the basis of motivation and by drawing lots. Thirty homes have been reserved for urgent flex residents, special clients and status holders. They can all live with an affordable social rent (€ 633,20 / month) in one of the most attractive places in Eindhoven and will also contribute to the Strijp-S community.
Would you like to meet some of the first residents or would you like to know more? Then visit www.trudo.nl/trudo-toren **(mediakit with pictures available)**.

The Trudo Tower, made possible by:

Stefano Boeri Architetti:
Founding partner: Stefano Boeri
Partner in charge: Francesca Cesa Bianchi
Project leader: Paolo Russo
Team: Giulia Chiatante, Lorenzo Masotto, Elisa Versari
Facades landscape design: Studio Laura Gatti
Executive architect: Inbo
Renders: The Big Picture

Stam en De Koning, Unica, Westo Prefab Betonsystemen, Adviesbureau Tielemans, Ten Hove techniek, Du Pré Groenprojecten, Van den Berk Boomkwekerijen, HB Watertechnologie, CeletctRon , Ergolift, Eurosafe Solutions, Ennatuurlijk, Wijmoco Geveltechniek, Trahecon, Peter Lubbers, Peutz, EG Projecten, the municipality of Eindhoven, Trudo, Strijp-S and all residents.

About Trudo: supporting people

Trudo supports people who want to move forward in life. Our housing corporation takes a broader view than just housing. We do this with special projects, innovative products and pioneering initiatives. This is how we make a difference for our residents and for the city. For more information, please visit www.trudo.nl.

For more information please contact **Sebastian Mol**, Communication and Marketing Advisor, smol@trudo.nl, tel. 040-235 9896/ 06-44634008

About Stefano Boeri Architetti

Based in Milan, with offices in Shanghai and Tirana, Stefano Boeri Architetti (Boeri Studio until 2008) since 1993 has been dedicated to the research and practice mainly in architecture and urbanism, but also in the cultural, design and interior design fields. Stefano Boeri Architetti has developed architectural designs and regeneration projects in complex environments and in several continents, supporting and enhancing synergies between all the various players, both public and private, involved in the development. In the design process Stefano Boeri Architetti benefits from the assistance of an extensive network of very high-level professionals, ranging from engineering consultants and landscape architects, to agronomists and even social scientists, in a continuous multidisciplinary dialogue which has allowed to develop specific and innovative solutions for a wide range of territorial and socio-economical contexts.

For more information, please visit: https://www.stefanoboeriarchitetti.net/

For more information, please contact Stefano Boeri Architetti's press office:

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