



“The green appearance, the social character: Trudo Vertical Forest is the perfect match. I sometimes show friends from Turkey a photo. They recognise the building immediately. You know, one of Boeri’s towers in Milan.”

The Trudo Vertical Forest welcomes its first tenants this month. Who are the residents of this vertical city forest? And what energy and inspiration will they be introducing to Strijp-S?

Green appearance, social character: the perfect match

Great views

During lockdown, Hale Yesilyurt (34) closed the doors to her shop in Urban Shopper. Time for shaping new ambitions: hand-made interior objects and dinner services made from sustainable materials like ceramics and marble. She now runs her own label Kiwano Concept from a studio in Plan-B. Not in Strijp-S, but not far from here, on the Hurk industrial estate.

And now she is moving back to the former Forbidden City. Not for her work, but to live here. On the 14th floor of the Trudo Vertical Forest. With great views over the city, exactly as she had dreamed it might be.

A touch of chaos

It is no coincidence that she managed to get an apartment. The 34-year-old entrepreneur is simply bursting with ideas and knows exactly what she wants. Something she has inherited from her hometown Istanbul, a melting pot of trade and culture.

Her motivation for an apartment was a plea for more diversity and sustainability. She is convinced that Strijp-S especially has potential in these areas.

“Strijp-S could become a very dynamic part of the city. Hopefully a bit like Istanbul: full of contrast, international and a touch of chaos. But very hospitable and sociable too. A place where people know each other or can get to know each other. Where things happen, because they can — and don’t happen, because it is unnecessary. Diversity, but sustainable too.”

More, more, more

With all the new buildings along the Philitleaan and around the Ketelhuisplein, Strijp-S is really sprouting out of the ground. Now the range of things on offer needs to be broadened, Hale thinks. Twice as much if possible, the sooner the better: more shops and eateries, more art and culture.



My favourite place to chill is Bagel & Juice. But a stroll around Strijp-S is still the best. The atmosphere is really great. What a pity that it’s sometimes over before you realise it just now. There is so little to do because of the coronavirus.”

She can’t wait to contribute. She is brooding with her tower co-pioneers on plans for the community space on the third floor. Great for an opening party. But also for special workspaces, yoga lessons and cookery workshops.

Bohemian look

Following this weird COVID period she has more enthusiasm than ever for a new place. And if the residents’ app is to be believed, more people are curious to meet their new neighbours.

The first she is going to do when she gets her keys: furnish her own place. No exact plan as yet, but it will certainly get a ‘bohemian’ look. Warm but minimalist, with lots of natural materials. And own designs of course.