



“A burn-out saps your energy. And certainly if you just try to ignore it, it goes on and on. In retrospect, I’m so glad I took action and participated in the lottery. Really, you have no idea, what a stroke of luck!”

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?

A fresh start, so anything is possible

Lot number 4

Life is full of ups and downs. Natasja van den Broek (27) knows all about it. She suffered a burn-out, ended up with a sickness benefit, ended her relationship with her partner and came to the conclusion: I need to change my life.

Your own place is a first step in the right direction. Great, but how do you get one? In Tilburg, too, there is a shortage of social housing, and renting privately is too expensive. Let me have a stab at Eindhoven, she thought. On Wooniezie, she took part in a lottery for the Trudo Vertical Forest: 15 apartments, 1700 participants. To her complete astonishment, she was the 4th out of the bag.

Big deal

So, from Tilburg to Eindhoven. Luckily for Natasja, that’s no big deal. She doesn’t feel attached to any place in particular, and has lived in Den Bosch, the Hague, Tilburg - and in Eindhoven: while studying accountancy for three years, close to Stratumseind.

Towards the end of her studies she left for Tilburg and, after a few intermediate steps, started work as a system developer for one of the country’s largest financial service organisations. She also wants to leave this job behind her.

“I really want to start from the beginning again in Eindhoven. Make a fresh start in Strijp-S. I want to have the peace of mind and space to find a job that really suits my personality. Work that gives me energy and that I can put my heart and soul into.”

Two balconies, two trees

Strijp-S seems like the perfect base for starting from scratch. The area is completely under development, just like Natasja. When, for the first time in five years last summer, she visited Strijp-S for a sneak preview of the Trudo Vertical Forest, she was more than pleasantly surprised.

Because the sixth floor was not yet accessible during the tour, she has not yet seen her own place. But on the tenth floor there is an identical apartment, so she has a very good idea.



“A building with such a high forest: how cool is it that something like this is developed for social housing?! I was allotted a corner apartment, with two balconies, two trees and views of the city centre.”

New contacts

Apart from the new surroundings, it is the Trudo Vertical Forest community that Natasja is most looking forward to. She has not yet met anyone, but there has been plenty of contact via the residents app. Lots of fun messages have already been posted there, good ideas passed around and questions asked. Are you all looking forward to this too, how are you tackling things, do you have any ideas about this or that?

All set for mid-September. That’s when Natasja will start over in her brand-new home with freshly painted white walls. A clean slate, so to speak. She still has no idea about the look and feel she is going to give it. It could literally go in any direction.