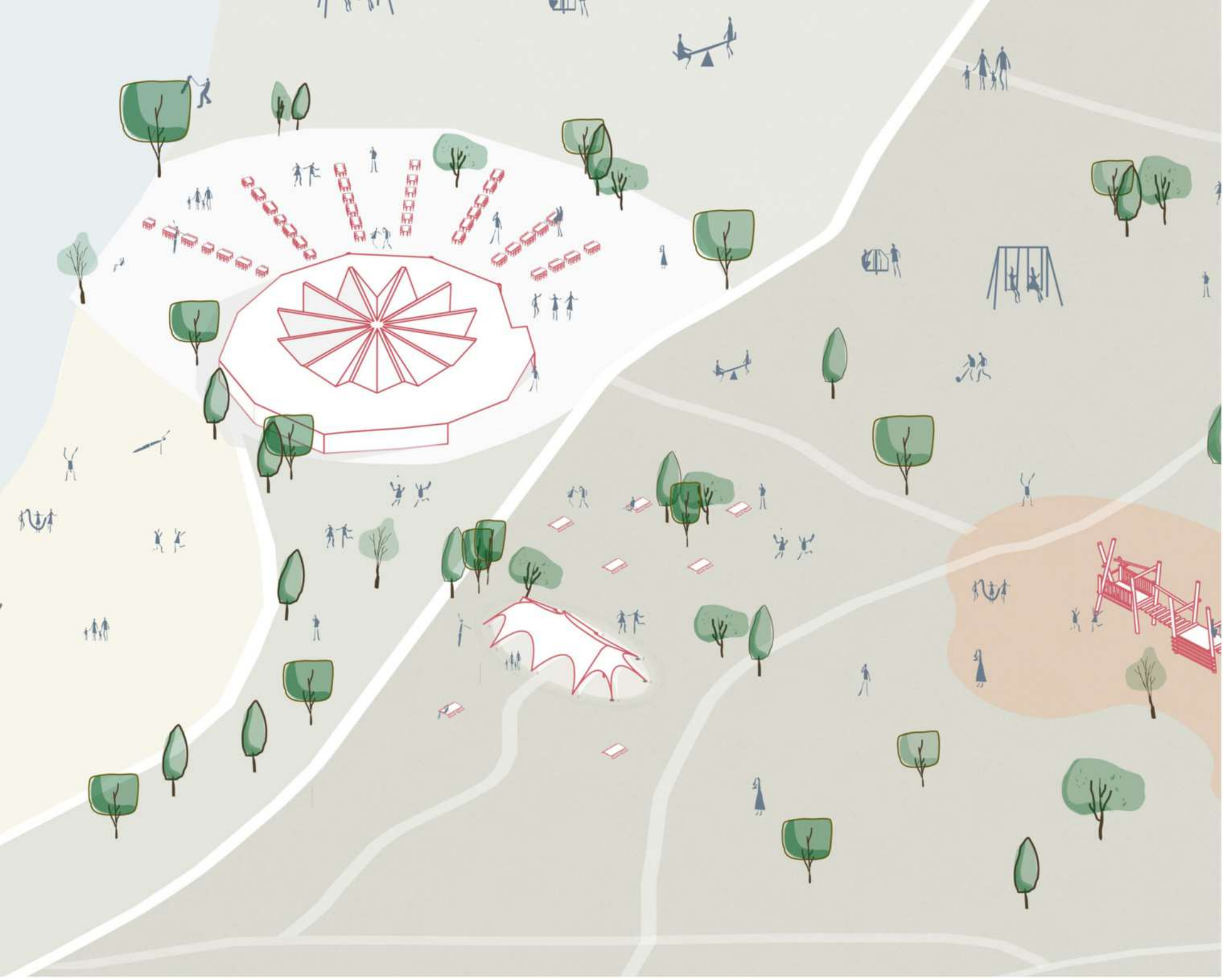
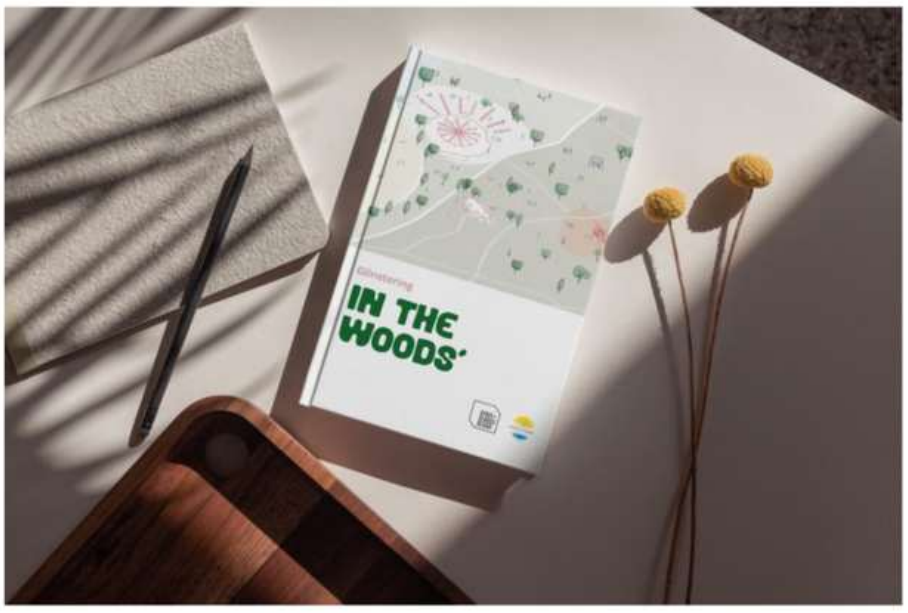


Glinstering IN THE WOODS'

SPACE+ SERVICE DESIGN

zilvermeer


IN THE
WOODS'


IN THE
WOODS'

01

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02

INTRODUCTION



SPACE+
SERVICE
DESIGN

WHAT IS SPACE & SERVICE DESIGN

Space and service design is about creating a complete and meaningful experience within a space. This experience is not only shaped by the physical environment itself, but also by the activities, interactions and services that take place within it.

Everything a visitor sees, uses and experiences should work together as one coherent system. The architecture, circulation, atmosphere, services and interactions all contribute to the overall experience and influence how people connect with a place.

For the Zilvermeer project, this approach was used to create a stronger connection between space, nature and visitor experience. By looking beyond the physical building alone, the project focuses on creating a more connected, accessible and immersive experience throughout the entire park.

zilvermeer

THE DEMAND OF THE PROJECT OF ZILVERMEER

Zilvermeer is a well-known recreational park in the province of Antwerp, situated in the heart of the Kempen. During the high season, the park attracts large numbers of visitors seeking relaxation, nature experiences and outdoor activities. In the low season, however, visitor numbers drop significantly, creating a clear seasonal imbalance within the park.

The park's current situation presents a number of challenges. At present, Zilvermeer's appeal remains heavily dependent on the high season, meaning that during the low season, there are fewer reasons for visitors to come to the park. As a result, the various catering establishments are also heavily reliant on the busy periods, making it more difficult to maintain stable operations throughout the year.

Furthermore, there is currently a lack of a strong and cohesive identity that ties the entire park, its services and its horeca places together. When you walk through the park, certain parts of the site feel less connected as a single entity, and the overall experience remains fragmented.



There are also various opportunities in terms of the visitor experience. By focusing on more diverse, comfortable and interactive activities, Zilvermeer can be made more appealing in both the high and low seasons. There is also scope to place greater emphasis on social interaction and community building, as the park is used less as a meeting place during quieter periods.

Finally, there is a need for further integration of sustainable strategies that respect Zilvermeer's natural environment. It is important to strike a balance between people, nature and economic viability, so that the site remains a high-quality and meaningful place for visitors of all ages, not only today but also in the future.

MORE CONTEXT ABOUT ZILVERMEER & DE KEMPEN

Zilvermeer is situated in the Kempen, a region in north-eastern Belgium that extends all the way to the south of the Netherlands. The region is characterised by flat landscapes, sandy soils, vast forests and small villages. Due to the poor sandy soil, the region remained relatively rustic and quiet for a long time. In the 19th century, this landscape changed dramatically following the discovery of large sand deposits in the vicinity of Mol. The subsequent sand extraction had a major impact on the region and helped shape the landscape as we know it today.

Many of the lakes in the Kempen, including Zilvermeer, were formed from former sand extraction sites that later filled with water. What was once an industrial landscape has gradually evolved into a natural and recreational environment. Today, Zilvermeer is an important part of the Kempen's identity.

Over the years, Zilvermeer has undergone a major transformation from an industrial site into a recreational area. Several key milestones played a part in this:

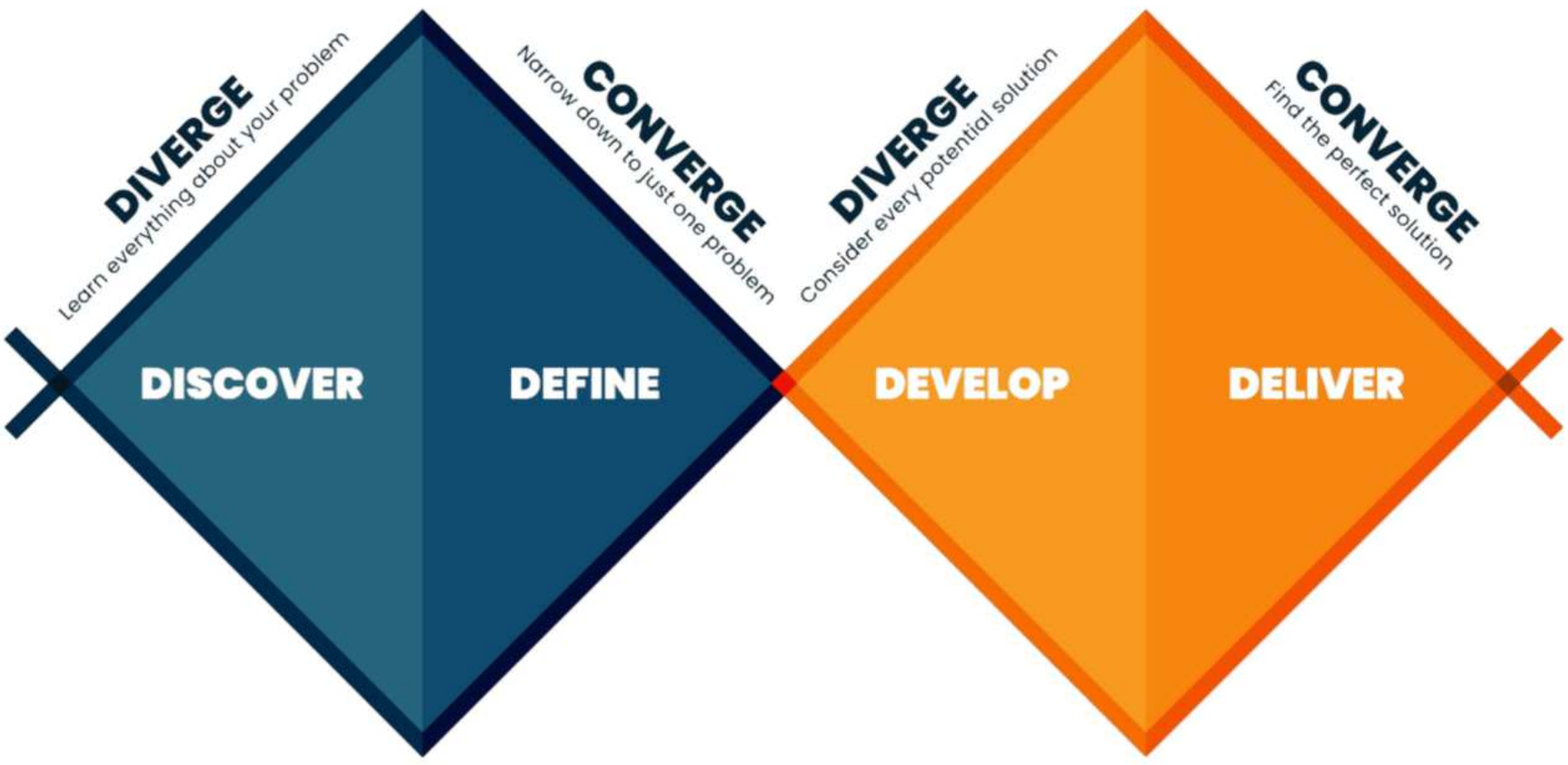
- 1865 – Start of sand extraction in the Mol region
- 1910 – End of sand extraction
- 1930 – Tourism in the region begins to grow
- 1947 – Construction of the first public beach
- 1956 – Decision to transform the area into a recreational park
- 1959 – Official opening of Zilvermeer as a provincial park
- 1980 – 2000 – Expansion of facilities such as camping, sports infrastructure, water activities and events
- 2010 – 2020 – Further modernisation with improved accessibility, adventure zones and new recreational facilities



03

METHODOLOGIES

To move from research to design, our team applied a range of methods throughout the process. Each method was chosen to either open up new possibilities or bring focus to key insights, following the logic of the Double Diamond.



DISCOVER

DEFINE

GENERATIVE

SYNTHETIC

CASE STUDY

MOOD BOARD

BRAINSTORMING

GIGA MAPPING

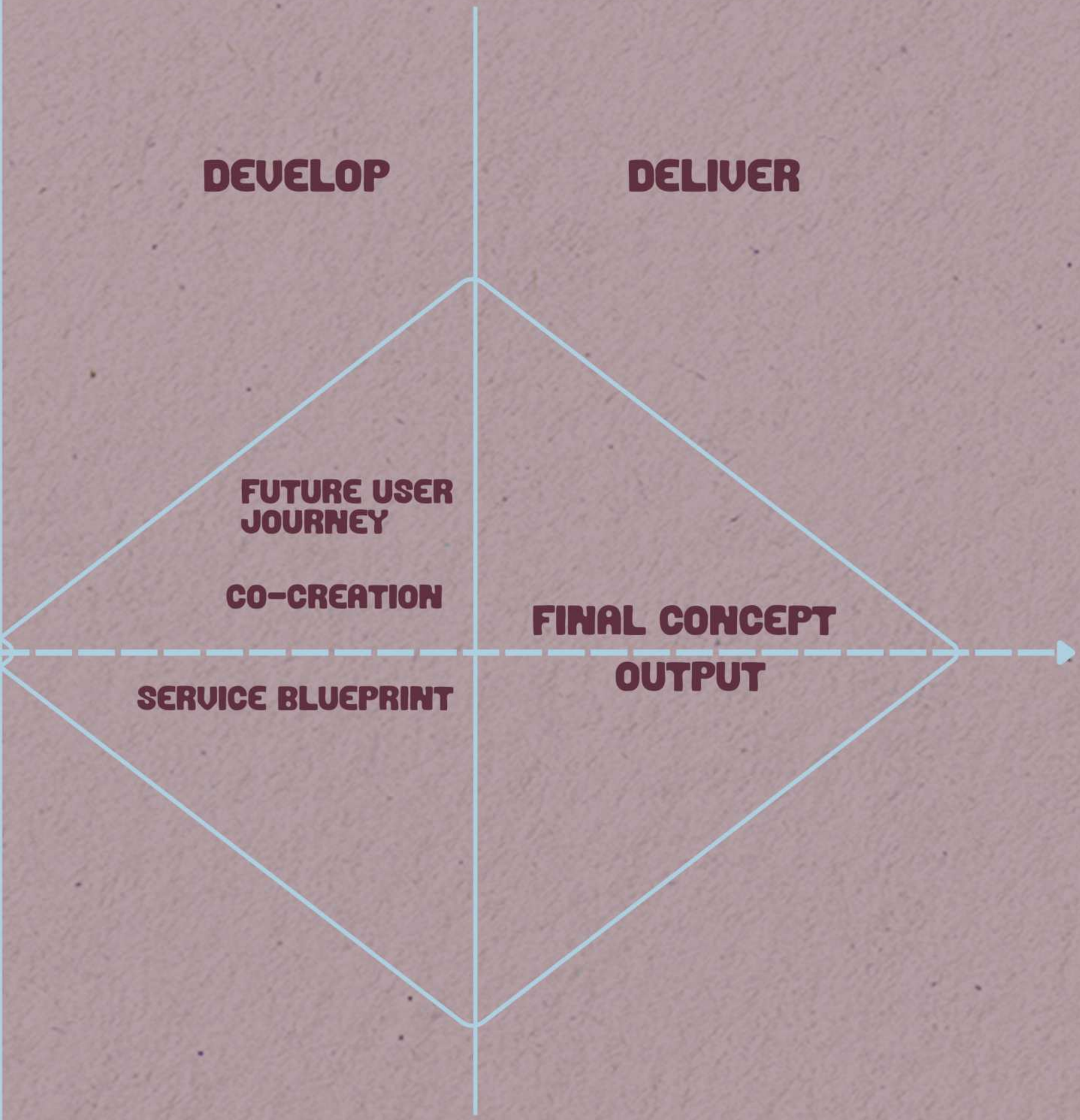
LOTUS BLOSSOM

SERVICE SYSTEM MAP

MIND MAPPING

BUSINESS MODEL

PERSONA



To move from research to design, our team applied a range of methods throughout the process. Each method was chosen to either open up new possibilities or bring focus to key insights, following the logic of the Double Diamond.

DISCOVER

BRAINSTORMING

In the previous semester, students conducted research on Zilvermeer in three teams, focusing on the physical and spatial characteristics, visitor experiences, and the organisational perspective of the client. These studies helped develop a broader understanding of the site, its users, and its main challenges from different perspectives.

At the beginning of the second semester, a brainstorming session was organised to translate the research findings into design opportunities. The insights gathered during the first semester were reviewed, discussed, and grouped into different categories. To create a clear framework for the design process, Zilvermeer was divided into four experiential zones: In the Water, By the Water, By the Beach, and In the Woods. The zone assigned to our group to work on was the In the Woods zone.

This phase helped bridge the gap between research and design by organising the collected information into clear themes and directions that guided the next stages of the project.



CASE STUDY

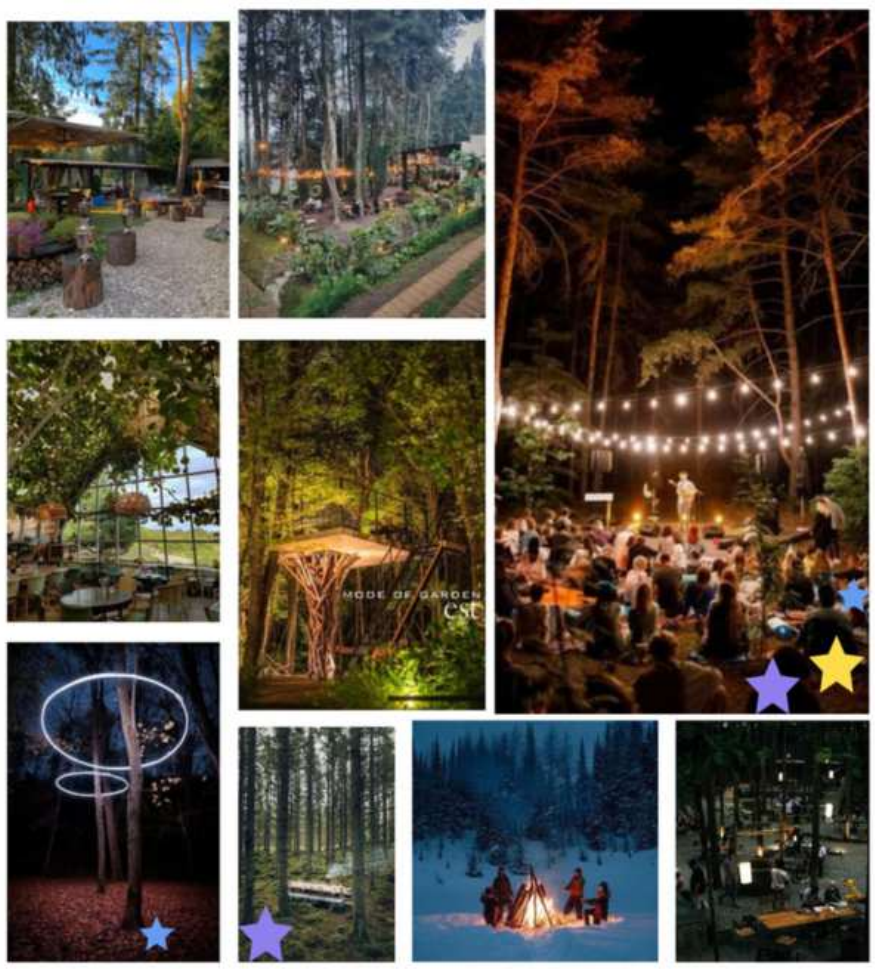
We analysed three case studies: Plaswijckpark Pavilion, Rijnvliet – Edible Neighborhood (Felixx), and Sibeliuspark (KCAP). To gain inspiration and understand different approaches to designing dynamic public spaces.

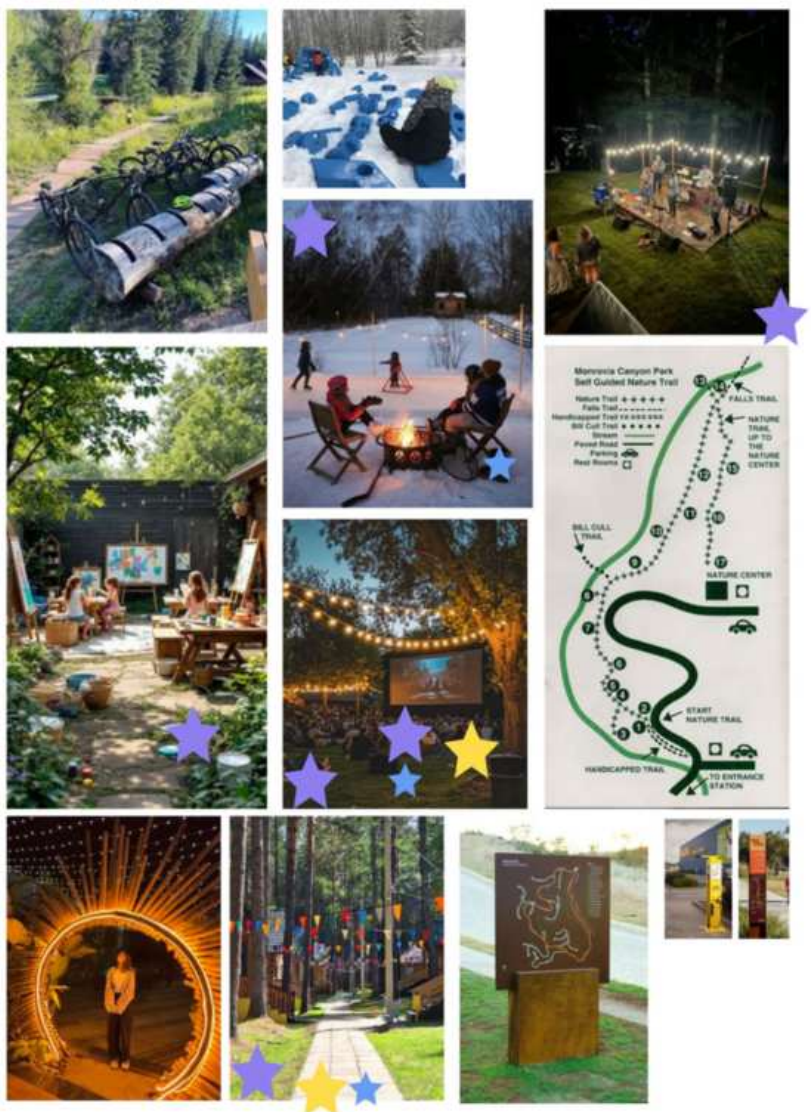
Plaswijckpark Pavilion focused on creating an active play environment, Rijnvliet highlighted user participation and edible landscapes, and Sibeliuspark demonstrated how an underused park can be transformed into a vibrant and multifunctional space.

These studies helped us better understand the role of design, programming, and user involvement in creating more lively public environments.

MOOD BOARD

We created mood boards to define the visual direction and atmosphere of the project.





MIND MAPPING

Mind mapping was used to organize ideas and identify connections between different topics. This helped structure the information and generate new insights for the concept development of the Glinstering building.

SERVICE SYSTEM MAP

Service System Map was created to explore the relationships between different stakeholders and service components within Glinstering system. It visualized how users, organizations, and services interact with each other. This helped to gain a clearer understanding of the current service structure and identify opportunities for improvement.

DEFINE

LOTUS BLOSSOM

Following the Giga Mapping phase, we used the Lotus Blossom method to develop our ideas further. We started from the main themes and turned them into related ideas and directions. This helped us explore more options and better understand the design opportunities.



GIGA MAPPING

After the brainstorming, in which the future direction and intended experience for the In the Woods zone were defined, we used Giga Mapping to structure our ideas. In this phase, we broke down the vision into elements such as functions, services, users, and movement flows to gain a better understanding of the Zilvermeer system. This process helped us clarify our vision for the In the Woods zone and identify key design challenges and opportunities.

PERSONA

Based on the research, analysis, and ideation phases, personas were developed to represent the main user groups in the In the Woods zone. These groups include families with children, nature community seekers, and workshop participants.

Each persona describes the users' goals, motivations, behaviours, and needs across different seasons. This step helped translate complex research information into clearer and more usable profiles, forming a foundation for user-centred design decisions in this zone.



BUSINESS MODEL

A Business Model Map was created to identify the main stakeholders and their connections. This helped us understand how the system works and supported the development of the concept

DEVELOP

FUTURE USER JOURNEY

Based on the personas, future user journeys were created to show how each user group experiences the In the Woods zone.

These journeys show how users move through the park, how they interact with different spaces, and how they use services at different times and seasons. Special attention is given to the connection between horeca areas, playgrounds, and nature, in order to create a simple, smooth, and seamless experience across the entire site.

SERVICE BLUEPRINT

Service blueprints were developed to map the complete user experience within the In the Woods zone. This tool was used to visualise both the visible interactions experienced by users and the behind-the-scenes processes that support them.

It helped to clarify the relationships between users, spatial elements, and service touchpoints, ensuring that all parts of the experience are connected and work together in a coherent system.

By structuring the experience in this way, the service blueprint made it easier to understand how different spaces and services interact and how they collectively support the overall vision In the Woods, resulting in a more integrated and consistent user experience across the site.

CO-CREATION

A service blueprint was developed to map the complete user experience within the In the Woods zone. This tool was used to visualise both the visible interactions experienced by users and the behind-the-scenes processes that support them.

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04

THE PARK & ITS CURRENT SITUATION


P
P
P
P



ABOUT OUR ZONE

The **"In the Woods"** area, with Glinstering as its central building, is situated between the playground, the lake and the surrounding forest. This creates a unique environment within Zilvermeer, where different zones flow seamlessly into one another.

Today, Glinstering serves as a tavern, summer bar and event venue. During the high season, the area is very lively and attracts many visitors thanks to the extensive use of the outdoor space and its connection to the playground. In the low season, however, this activity drops off significantly, making the area feel less connected and underused.

The building itself has a distinct mid-century architectural style and features several terraces and outdoor spaces designed primarily for use during the summer months. Inside, there is a large hall used for events such as weddings and other social gatherings. Although this flexibility means the building can be used in a variety of ways, its operation currently remains heavily dependent on the season.

In addition to the main building, Glinstering, the area also features various adventure play and social spaces, such as a playground, an adventure tower, a fire pit, a lodge and a small raft. These elements encourage exploration, physical activity and social interaction for visitors of all ages. Together, they reinforce the adventurous character of 'In the Woods' and create space for both individual and shared experiences in nature.

Work is also currently underway on a new playground inspired by the 'sand factory' concept. This addition will offer further opportunities for play, storytelling and spatial exploration within the area.

Although the area already offers a wide range of facilities and activities, there is currently a lack of clear cohesion between the various elements. The presence of diverse architectural styles gives the area a fragmented feel, and there is no strong, recognisable identity to tie everything together.



WHAT ARE THE OPPORTUNITIES?

The “In the Woods” zone currently lacks a consistent year-round experience and feels highly dependent on the summer season. In the off-season, the area becomes less active and spatially disconnected.

There is a **weak connection between key elements** such as Glinstering, the playground, and the surrounding natural landscape, making the zone feel fragmented rather than unified.

Wayfinding and spatial orientation are not always clear, which makes it difficult for visitors to understand where to go and what to discover.

The building and surrounding spaces are primarily designed for summer use, resulting in underused terraces and outdoor areas during colder seasons.

There is also a lack of consistent storytelling and identity, both in the physical environment and in communication, which reduces the overall sense of place. Operational complexity and seasonal dependency limit flexibility, making it harder to activate the zone throughout the year.



DESIGN CHALLENGE(S)

How might we transform the “In the Woods” zone into a year-round destination that connects nature, play and explore.

- How might we strengthen the relationship between Glinstering, the playground, and the natural landscape to create a unified experience?

- How might we design a space where children can play freely while adults feel relaxed, safe, and visually connected at all times?

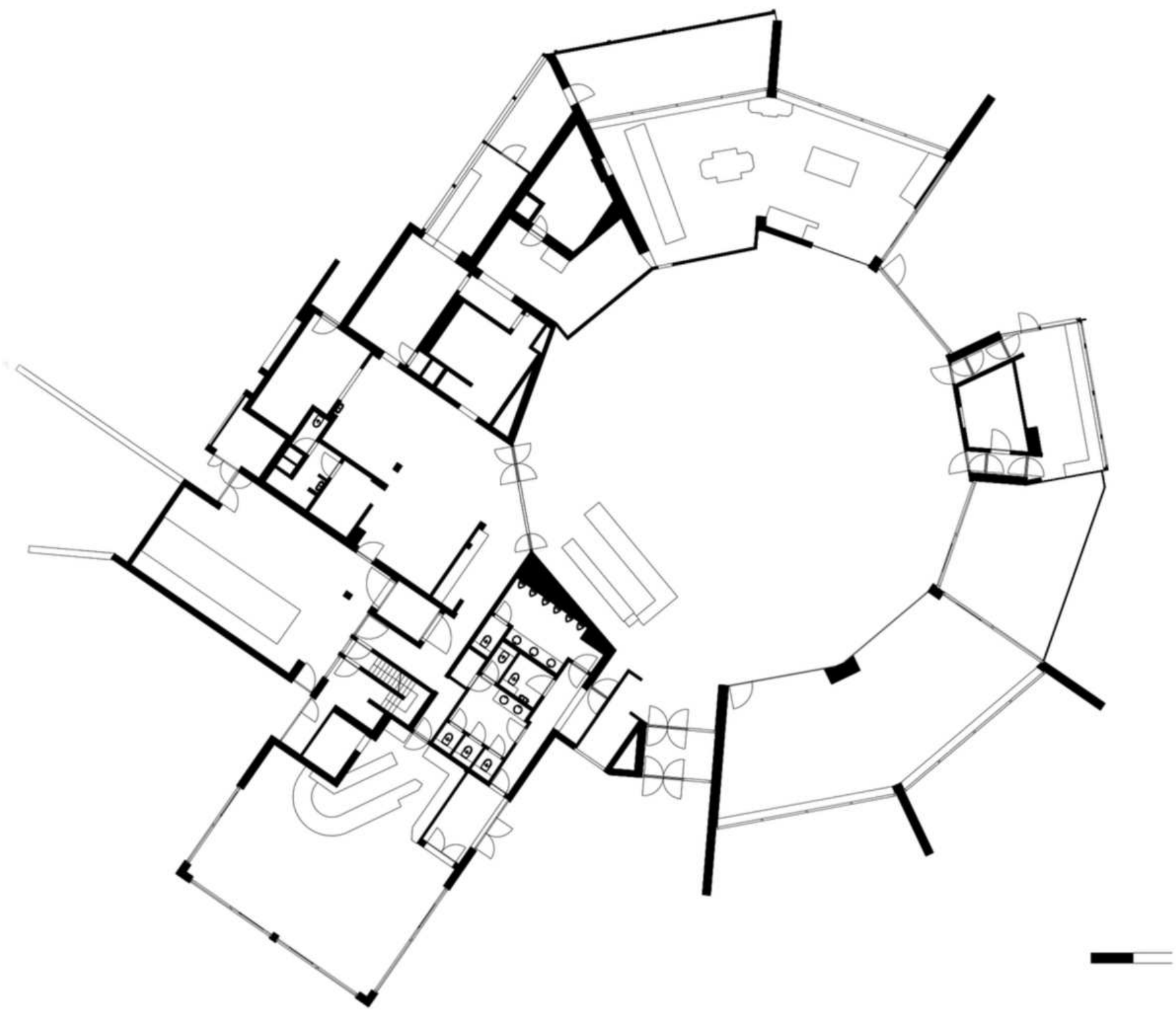
- How might we activate the zone during off-season through minimal interventions such as programming, signage, and spatial adaptation?

- How might we create a clear and intuitive wayfinding and storytelling that improves orientation and strengthens identity?

- How might we turn De Glinstering into a central social hub that supports both daily use and large-scale events throughout the year

GLINSTERING

Today, the Glinstering hospitality building is known as a place where weekly events (weddings, etc.) are held. It also offers a spot where you can sit and enjoy a view of the playground. There is also a snack bar where you can buy takeaway snacks and they have a summer bar. Although this concept works well during the high season, the venue remains largely unused in the low season because the restaurant is closed.











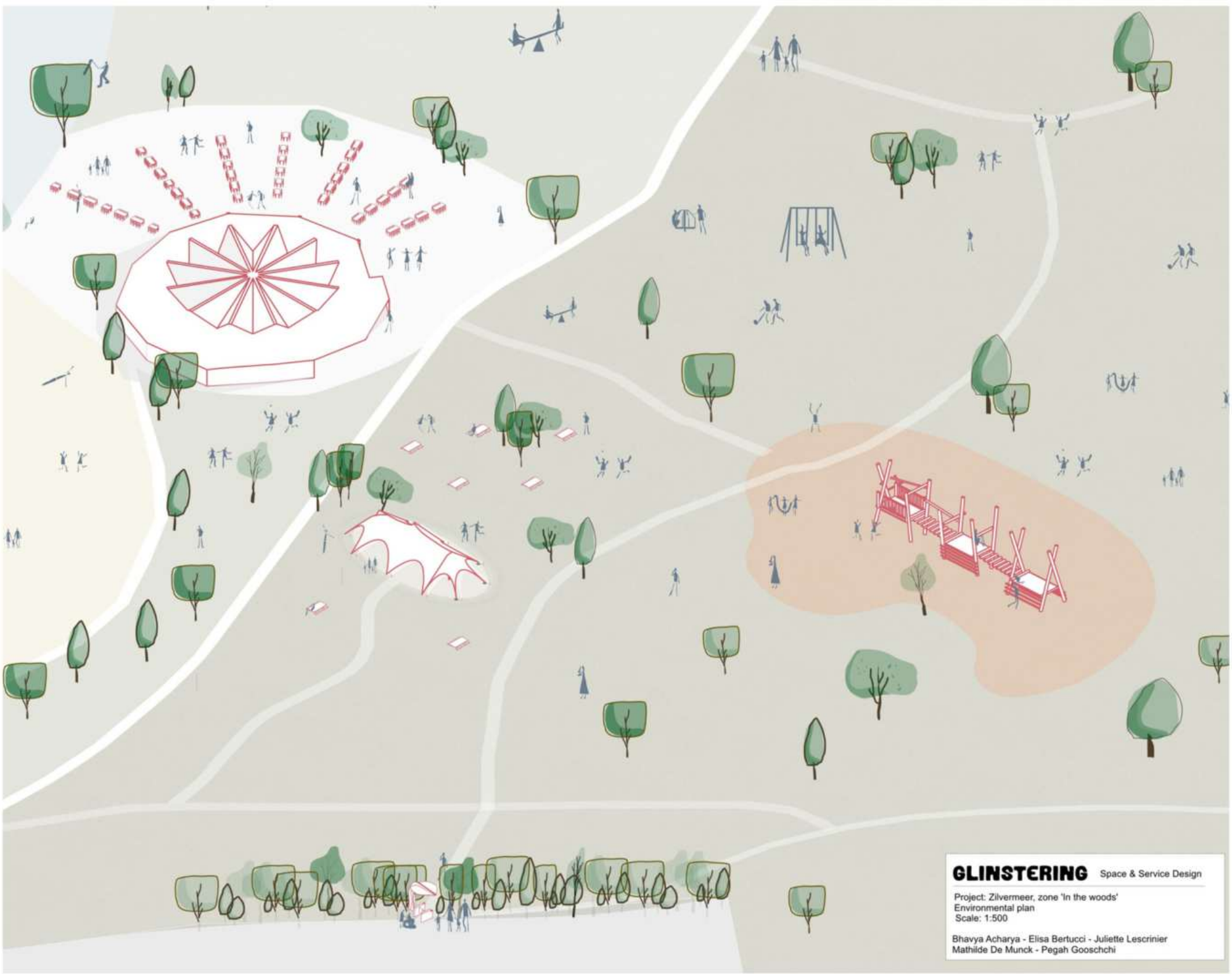




05

DESIGN

We focus on **honoring** regional **nature restoration**. For the birds and plants that live in it. For the **visitors** who walk through it, and for the **community** of the **Kempen** that calls it **home**.



VISION 'IN THE WOODS'

The project "in the woods" focuses on the **connection between people and nature**, where it is designed to escape daily life and invites to reconnect with the nature elements that Zilvermeer has to offer. The Glinstering, the Hospitality facility located there can be seen as the heart of that zone. A social community hub where nature plays its most important role. It does not only reflect on the outside, but it creates an immersive experience that flows seamlessly throughout the space, food and activiteit that are offered. The glinstering is more than just a space waiting to be used, it reflects the playfulness of the playground, the exploring of the forest and the peace that Zilvermeer has to offer. With this, the Glinstering does not just become another destination for a daytrip, but a place that grows with you, through every season, creating memories over and over.





How this vision is translated in a real design concept, will be explained in the following chapters. This chapter of the design report focuses on conceptualR vision of that project such as the link with the Coast in the Kempen, the storytelling of the zones and the space, how nature reflects back on the Glinstering (Biophilic design) and how the glinstering makes the switch between high and low season improves the user experience all year round.

IN THE WOODS AND THE COAST IN THE KEMPEN.

The Belgian coast is 70 kilometres of childhood memories. The wide, open view of the North Sea, sand between your toes. The coastal tram rattles from one coastal city to the next. The smell of sunscreen on a hot summer's day or that sharp salt air when you walk along the waterline in winter. But the Coast was always bigger than the beach. And most people never made it past the last Dune.

Behind every beach, behind every dune, the land shifts. The open sky narrows, and the winds soften. The sand firms up underneath you and slowly, almost without noticing, you find yourself somewhere completely different. Still the same coast, just on the other side of it. At the coast, the dunes don’t stop at the waterline; they stretch back, grow higher and become shrubs, later trees. These are called **dune forests.**





DUNE FORESTS

Sand dunes have formed along the full length of the Belgian coast as part of the dune barriers between Dunkirk and Denmark. The dunes forests are forest who came over time. Open dunes slowly stabilize, plants root in the sand and over generations, these plants turn into shrubs, then trees. What starts as a bare dune gradually becomes woodland. And this is what happens when a coastline is left in peace long enough. But we, humans, are not good at leaving things at peace, so what happens is that most Belgians have never experienced this kind of nature, and that is for a good reason.



These dunes originally covered over 6000Ha of land. Today, however, only 3,800 ha of sand dunes remain, while nearly 50% of the coastline has been urbanised and heavily fragmented. (Sand Dune - Country Report, Belgium - Coastal Wiki, z.d.) During the 20th century, almost all of those dunes disappeared. Where the dunes once stretched back into land, a post-war apartment building arose and created what is now known as the Belgian coastal wall. These a dense, continuous line of construction running almost the entire length of the coast. These dune forests didn't just shrink, it got cut off. (Between Land And Sea: Reshaping The Belgian Coastline A Case Study Between Ostend And Blankenberge | The Plan Journal, z.d.).

"Most" Belgians have never experienced this full experience because the **coastal wall of apartments** was built directly over that transition zone. The connection between shore and forest was not gradually lost; it was built over.







“IN ZILVERMEER, THE COAST OF THE KEMPEN, THE ZONE IN THE WOODS IS NOT AN IMITATION OF SOMETHING THAT EXISTS ELSEWHERE. IT IS A RESTORATION OF SOMETHING THAT WAS LOST: THE FULL COASTAL EXPERIENCE. FROM OPEN SILVER BEACHES TO THE QUIET FOREST: THE WAY THE COAST WAS ALWAYS MEANT TO BE READ. NOT AS SEPARATED ZONES, BUT AS ONE CONTINUOUS LANDSCAPE.”

LINK ZONE.

With the project in the woods, the focus lies on honoring that nature element that makes Zilvermeer an extraordinary recreational domain. The zone in the woods consists of 3 sub-zones. Each zone has their own function, and the nature aspect is never far away.

Three core design elements



Play
Playground
and recreation

Rest
Restaurant and
picnic





Explore
Forest

Play (Playground)

This is the zone where adventure finds its beginning. The playgroup is the first entry point when you leave Zilvermeer beach behind and start exploring. The playground starts on the sand and gradually finds its way under the shade of the trees. The playground in Zilvermeer feels wilder than a standard playground, embedded in nature where there is no room for concrete flooring but sand, wood and uneven terrain.

This recreational area is located at the end of the in the woods zone. The recreational area is where you can find the climbing tower that takes you up to the trees, the tree parcours that take you from trunk to trunk above the forest floor and running tracks that runs trough the forest rather than around. Every activity in this zone has the same underlying logic: you stop thinking about your daily life because the environment and movement demand your full attention.

Rest (restaurant and picnic zone)

At the heart of the woods lies the Glinstering. Not just a restaurant, but the social centre of the entire zone. It is the place where the visit begins and ends. Where you have a coffee before heading into the forest, where you come back after the playground, and where you stay longer than planned. The Glinstering serves all day, from the quiet morning coffee to a full family lunch. Whatever the weather, whatever the season, there is always a reason to be here. And that reliability is what turns a destination into a habit, and that habit is what builds a genuine community.

Beyond the building, the zone offers several spots to sit and slow down. Around the glistering, there are several picnic benches that can be used to take a moment of rest and enjoy the nature view. In this concept, rest is not a place. It is something you find everywhere, but always comes back at the Glinstering.

Explore (forest)

This zone is all about a nature reserve. Dune forests come over time. Open dunes slowly stabilize, plants root in the sand and over generations, these plants turn into shrubs, then trees. What starts as bare dune gradually becomes woodland, and that is what you get when you leave nature at peace. And peace is what visitors find when walking around in the forest. Because this zone is simply allowed to be.

These three elements play, rest and explore form the base of the concept in the woods. These key-elements (design principles) are used tell a story on how to connect people with nature. These elements are inspired by what is present in the surrounding area and run like a red thread throughout the story, the space and everything that is offered.

Later in the report, these 3 words will be used as a way to explain services, how the building is designed and what activities are linked to it.

GLINSTERING

In it's current form, The Glinstering is known as a place for weekly events. A spot to sit, enjoy the view, grab something from the snackbar or to get a drink from the summer bar. These services might work well in high season, but leave the building empty the moment the weather shifts or when there are no events on the calendar. The core question was not how to add more services, but how to give the place a reason to exist beyond them.



Weekly events



Summerbar & snackbar

In its new design, the Glinstering forms the heart of our zone and serves as a central community hub where nature plays its main character. It doens ot only reflect on the outside but it creates an immersive experience that flows seamlessly thought out the space, food and activities that are offered. The Glinstering is more than just a space waiting to be used, it reflects the playfulness of the playground, the exploring of the forest and the peace that zilvermeer has to offer. And with these elements, this space does not just become another destination for a day trip, but a plays that grows with you, through every season, creating memories every time again.

BIOPHILIC DESIGN

The forest takes a central place in this concept, and that does not stop at the entry of the building. The design is guided by the principles of biophilic design. This is a philosophy that tries to blur the relationship between the inside and the outside. And this design choice in the glinstering can be found back in 3 different layers:

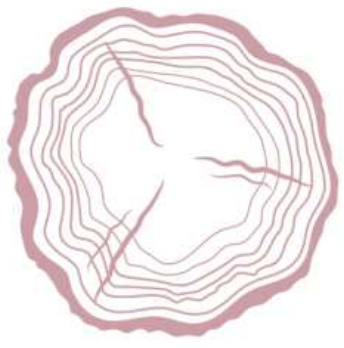
The first layer is the direct connection between the inside and outside. This has been done by extending and highlighting the view to the lake and forest, pulling in natural light and integrating real nature elements.

Secondly, by using indirect references to nature through the use of materials, textures and colors that capture nature.

Finally, by organizing a space so that the outside always feels close, a sense of calmness is created, making visitors relax without them even noticing.



VISION TO THE OUTSIDE



NATURAL MATERIALS & TEXTURES



ZONING

GLINSTERING Space & Service Design

Project: Zilvermeer, zone 'In the woods'
Environmental plan
Scale: 1:500

46

Bhavya Acharya - Elisa Bertucci - Juliette Lescrinier
Mathilde De Munck - Pegah Gooschchi

ENVIRONMENTAL PLAN

06

PERSONA



FAMILY WITH CHILDREN



I WANT

- In summer to enjoy a refreshment while my children enjoy playing on the playground. I told them to follow the clear glinstering signage, so they know where we are.
- When I am lost, i should be able to guide myself back to the glinstering / playground.
- In winter, I want to be more into the woods and enjoy the nature at it most beautiful. But I need a place where my children can play when it starts raining.
- I want to able to go to the glinstering on a random wednesday and don't stand in front of a closed door.
- Not too complicated food (Simple, healthy)
- I want the food and drink system to be clear and runs smoothly so my children don't have to wait too long.

I NEED

- clear and low barrier signage around the zone, so we know when where to go, and what to discover.
- Indoor entertainment and engagement while I read a book and enjoy my coffee on a rainy day.
- Fixed openings hours and routine based activities.
- A not too over complicated menu, with kids options.
- A smooth customer flow in the restaurant

WORKSHOP PARTICIPANT



I WANT

- want to make sure that the participants have fun while knowing that they are safe in the park even if there is not 24/7 observation
- Easy payment system and possible packages (a pre made day trip) for groups. While food being included
- Possibility to book a lot in advance a full day activity, given by a easy flow in the website, knowing clearly what the class is going to do that day
- A plan if the weather doesn't hold the whole day
- A place to eat indoor comfortably even with big groups
- To able to create something with my own hands, and to take it with me as a diy souvenir at the end of the day.

I NEED

- clear and low barrier signage around the zone, so we know when where to go, and what to discover.
- A clear website to book the workshop in advance so we can prepare ourselves for being in nature for a day.
- An easy, low barrier system so we as chaperone don't have to organize everything because we are already busy with taking care of people.
- A not too over complicated menu, with kids options.
- Flexible spaces , tables and accessible furniture with indoor facilities.

NATURE COMMUNITY SEEKERS



I WANT

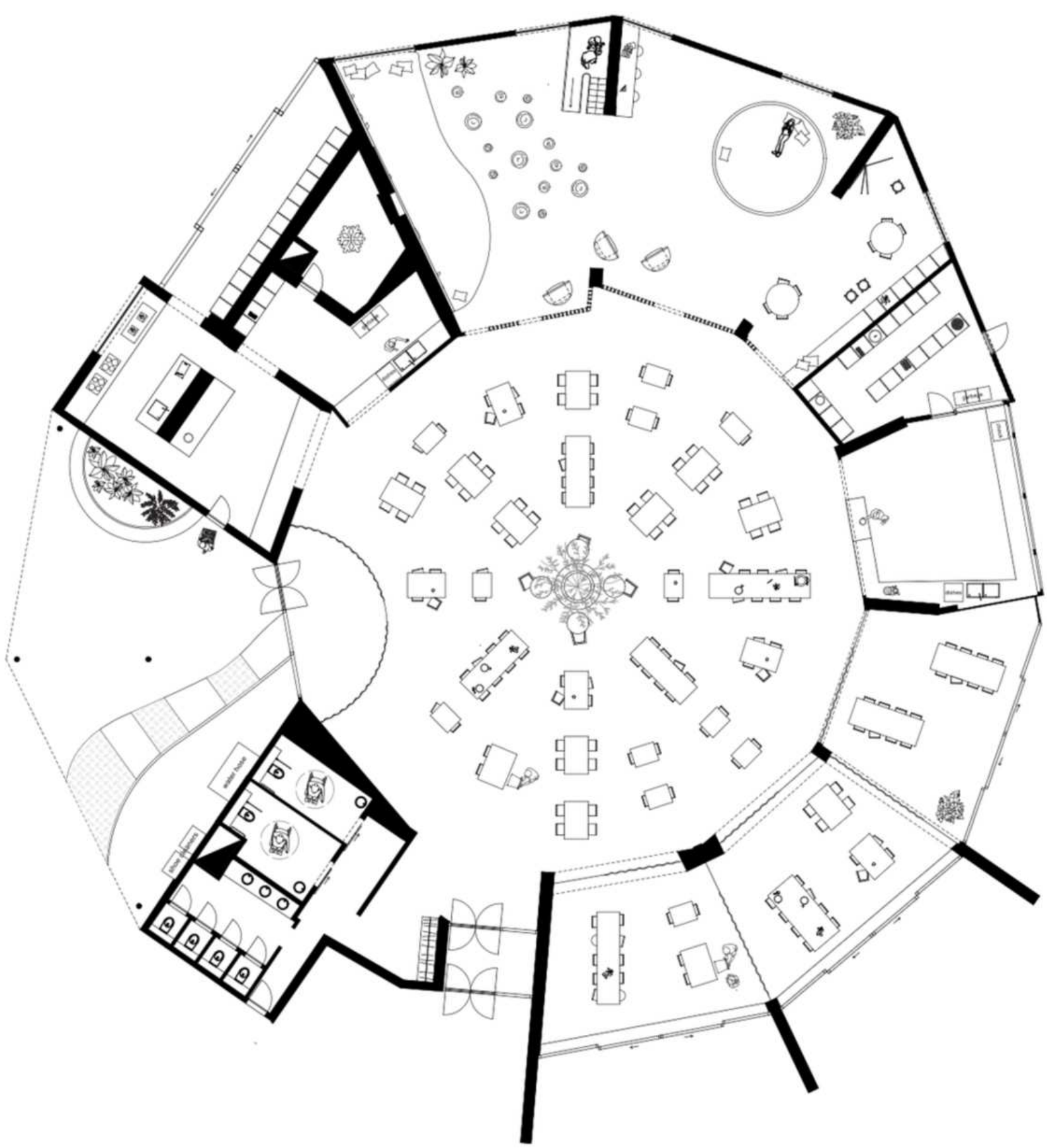
- I want healty menu with high quality food options and to enjoy the view in all the seasons
- I enjoy the scenery also in cold weather, which doesnt stop me exploring
- i want to do trails, walks, cycle and do activities in nature with friends and other nature lovers, I want to experience Zilvermeer as an adventure
- I want to discover and get to know better local plants, herbs and animals with interactive activities and to meet other passionate explorers and recreational enjoyers

I NEED

- Places to gather with other participants and recreational enjoyers to have a strong sense of community
- It would be nice to have a 24/7 open bathroom
- Places to clean my boots before getting inside
- I need to have a clearly signed path, to be able to orient myself everywhere without the help of the staff, signing me where are the activities that i booked and the walking trails
- I don’t mind being outside on a cold rainy day but do like being able to go inside when the weather gets too bad.

07

CREATING SPACES




GLINSTERING



GLINSTERING Space & Service Design

Project: Zilvermeer, zone 'In the woods'
Environmental plan
Scale: 1:500

Bhavya Acharya - Elisa Bertucci - Juliette Lescrinier
Mathilde De Munck - Pegah Gooschchi

GLINSTERING REDESIGN

As part of our vision, we wanted to strengthen Glinstering's connection with the surrounding area and the values of Zilvermeer. In doing so, we are focusing on experiencing nature, sustainability and community building. These pillars align seamlessly with Zilvermeer’s core values: a friendly atmosphere, a sense of togetherness and accessibility for all.

As a result, Glinstering is evolving from a venue focused primarily on events into a welcoming meeting place for families, nature lovers and workshop participants. It will be a place where people can come together, unwind and escape the hustle of everyday life for a while. A place that brings the holiday atmosphere of Zilvermeer to life all year round, close to home.

BIOPHILLIC DESIGN

Throughout the entire zone 'in the woods', we apply the principles of biophilic design wherever possible. This design philosophy is based on the natural connection between people and nature and aims to bring visitors closer to their surroundings. We achieve this by making nature tangible indoors as well.

We translate this into the use of organic forms, natural lines and sustainable materials that blend in with the Zilvermeer landscape. Wood, natural textures and soft colours create a warm atmosphere, whilst the flowing forms are inspired by the structures found in nature. In this way, the boundary between indoors and outdoors becomes blurred, and the natural surroundings become an integral part of the overall experience.



GLINSTERING REDESIGN

Kitchen

Indoor play zone

Bosbar

Workshop space

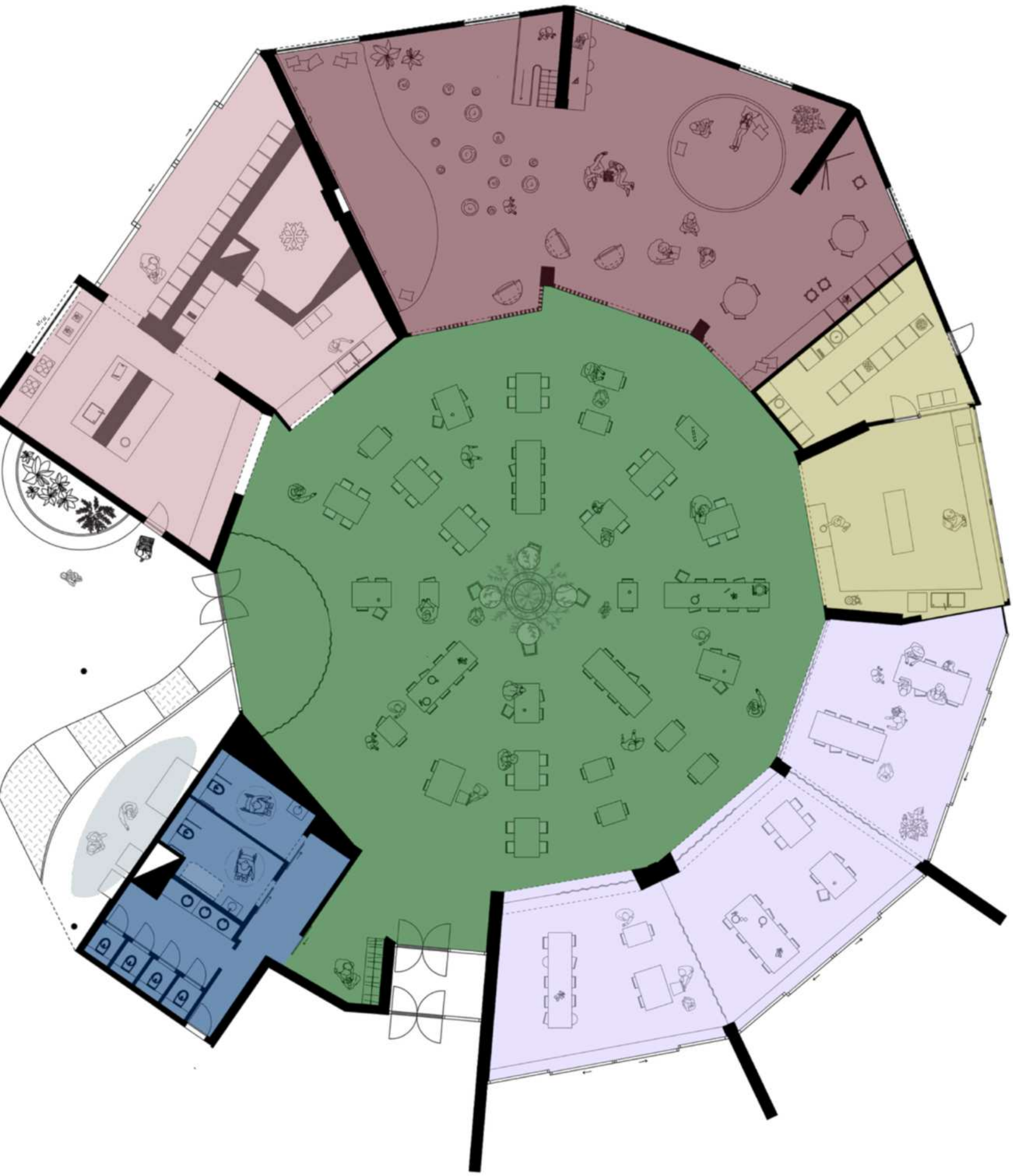
Restaurant

Toilets

Cleaning shoes



0m 1m 5m



m

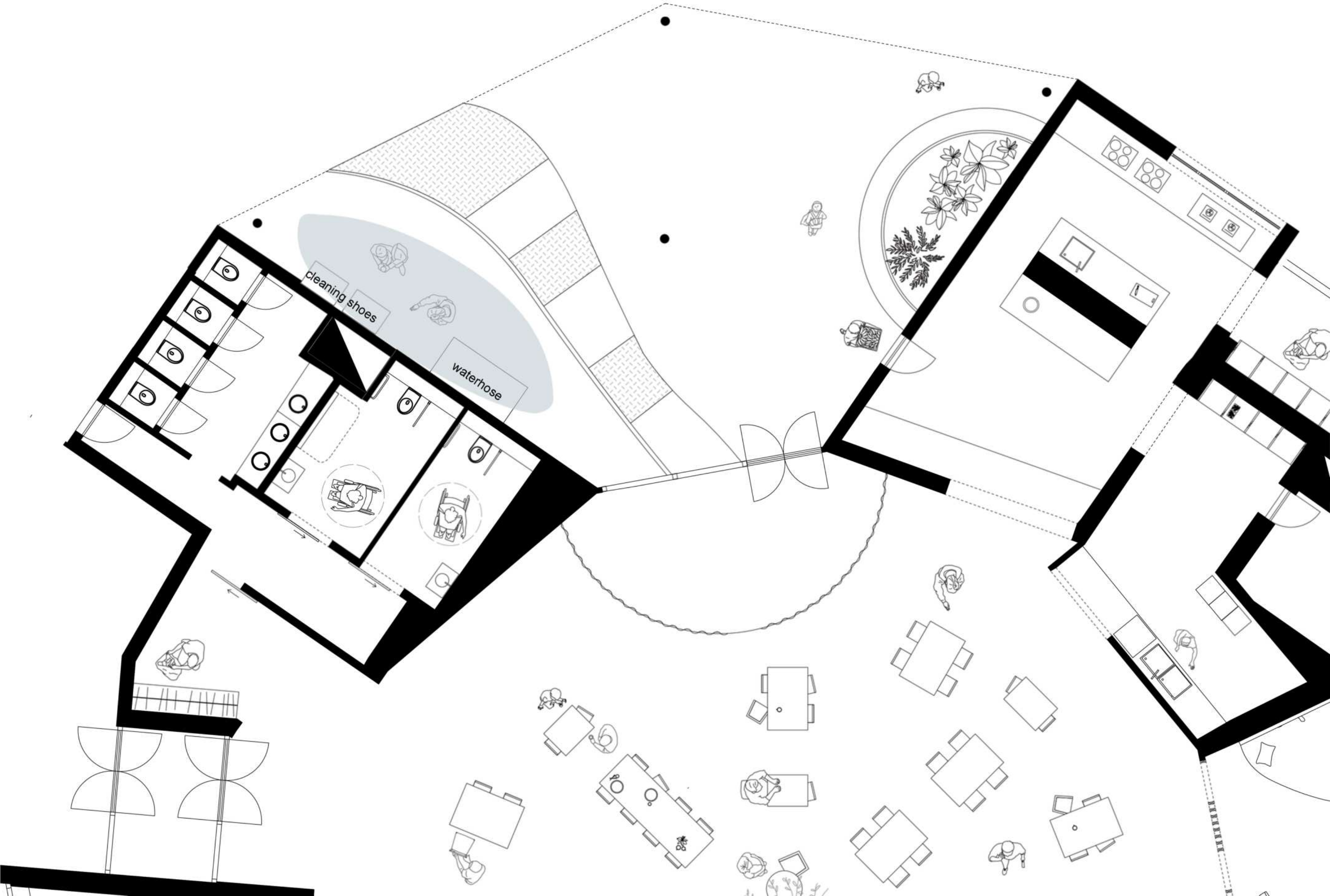
ENTRANCE

As visitors walk into the park and make their way towards the forest area, Glinstering stands out as a landmark in the landscape. The round shaped building immediately catches your eye and acts as a natural link between the beach and the tranquillity of the forest. A walking path naturally guides visitors to the entrance, allowing them to gradually sense the transition into this new area.

The entrance area has been designed to be more than just a point of arrival, it is a space that welcomes visitors. Through the use of natural materials, such as wood, the architecture blends seamlessly with its surroundings. A tree-like supporting structure holds up the roof and reinforces the sense that the building has grown out of the landscape itself.

In addition, attention was paid to ensuring the site is user-friendly for visitors. At the entrance, we have provided a practical area where walkers can clean their shoes and visitors can rinse mud off their bicycles, pushchairs, wheelchairs or other mobility aids. This allows visitors to maintain a connection with the outdoor environment without compromising on comfort.

On the other side of the entrance is a long built-in bench, surrounded by plants. This spot offers a place to wait for a moment, rest or simply enjoy the surroundings. For families with children, it makes for a pleasant meeting place.


cleaning shoes
waterhose

KITCHEN

Efficiency was a key consideration in the design of the kitchen. A semi-open kitchen layout was deliberately chosen, with both the functionality of the space and the comfort of the staff playing a key role. A logical layout and well-planned circulation create a clear workflow.

The left side forms the heart of the kitchen. This is where both hot and cold dishes are prepared, allowing all meals to be prepared from a single central area. A serving area has been created between the kitchen and the dining room, where finished dishes can be placed. This ensures that front-of-house staff can collect and serve orders quickly and efficiently, without disrupting kitchen operations.

On the opposite side is the support area, which includes space for storage, refrigeration and washing up. Grouping these functions together creates a clear separation between food preparation and logistics.

Next to the storage area, we are installing large sliding doors that open directly onto the Glinstering Garden.

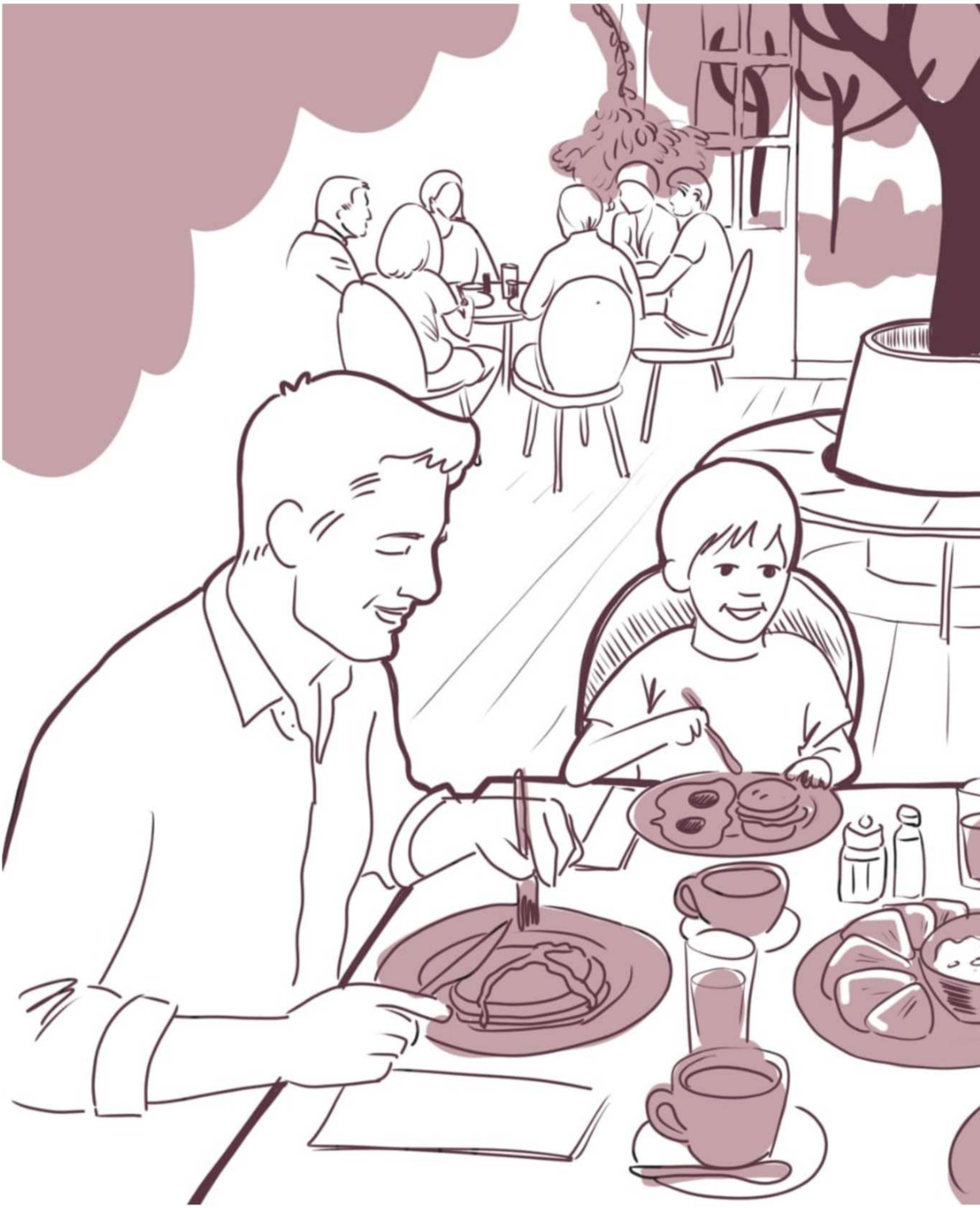


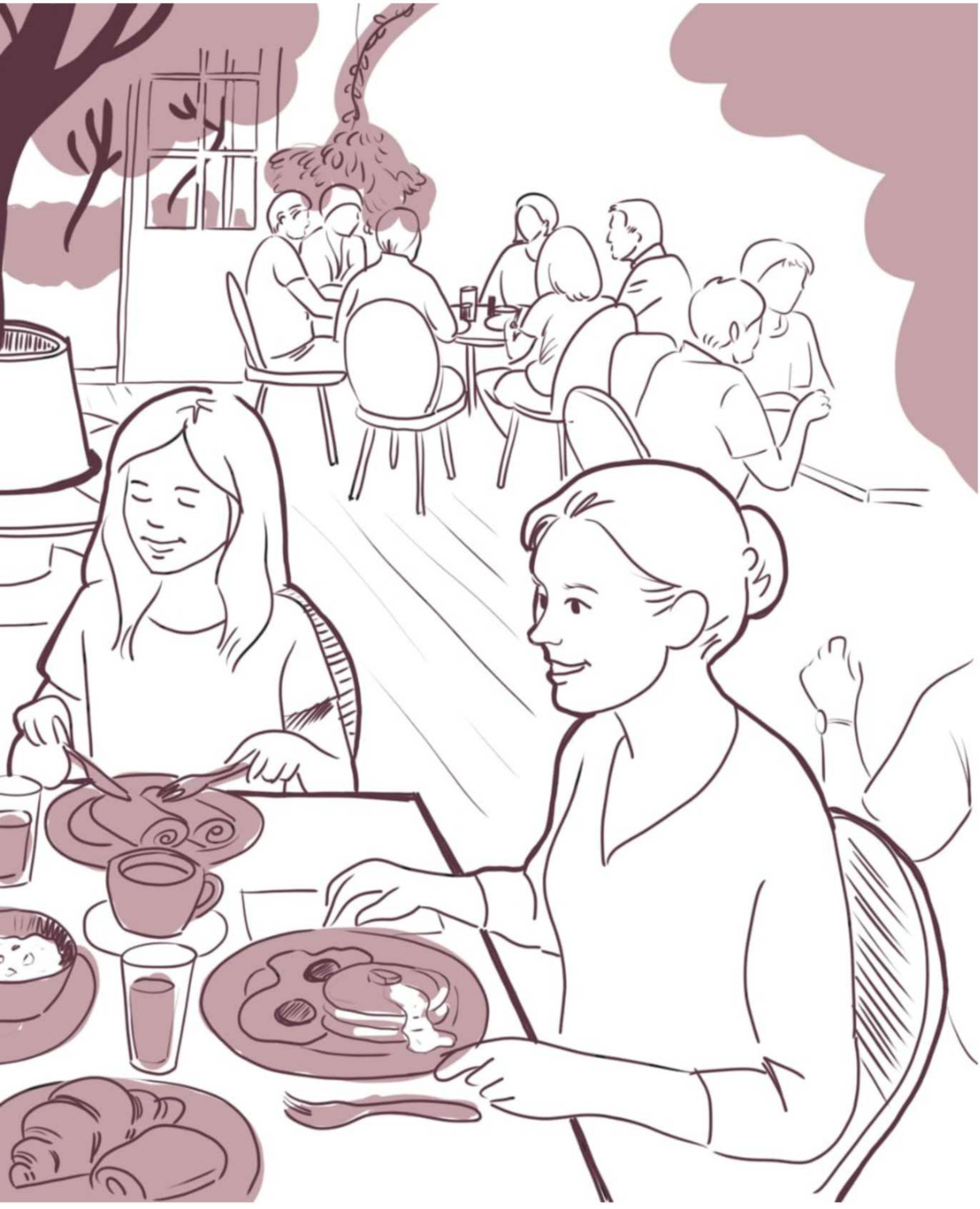
twinslang

afwas

afval

RESTAURANT



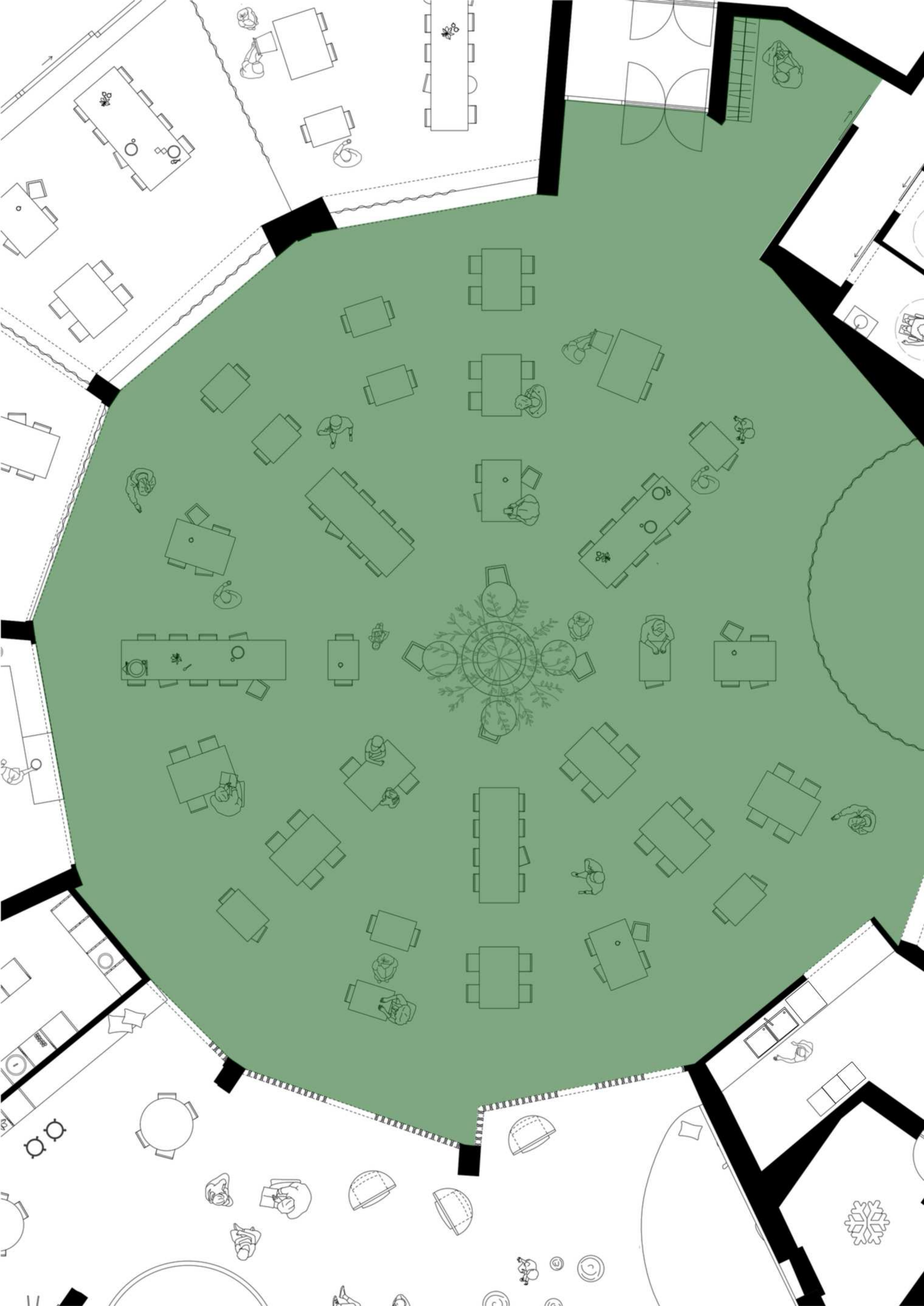


RESTAURANT

The restaurant's layout follows the round shape of the building, thereby enhancing Glinstering's unique architecture. By organising the space naturally around the central point, clear sightlines are created, giving visitors a sense of openness and clarity.

Flexibility is a key principle of the interior design concept. That is why a mix of tables was chosen that can be easily adapted to different situations. Whether it's a family coming in for a lunch, a group of friends getting together, or a larger gathering, the space can adapt effortlessly.
At the heart of the space, we have placed an impressive central feature: a large tree with an integrated bench. This tree forms the natural centrepiece of the restaurant and emphasises the building's height.





WORKSHOP SPACE

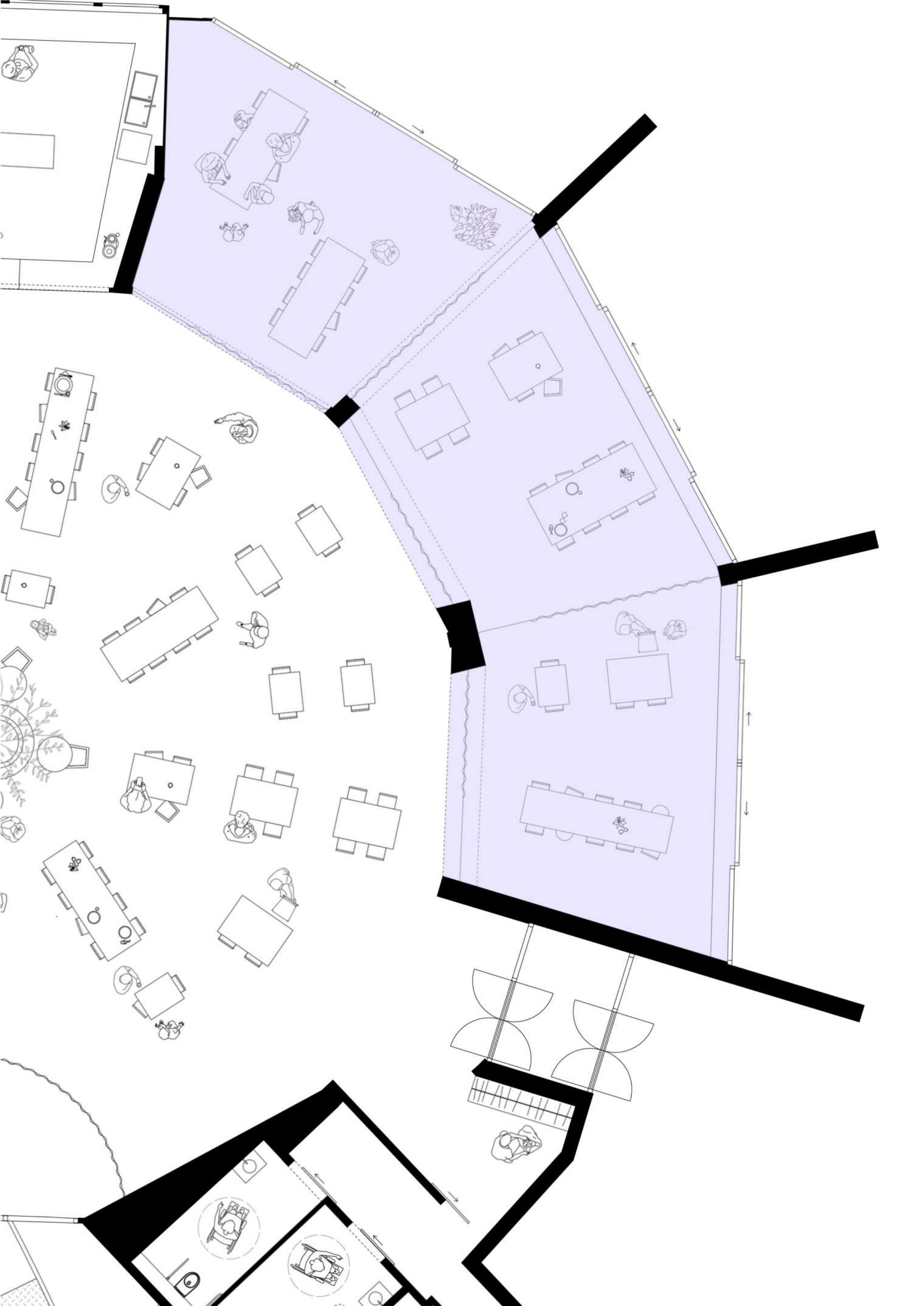




WORKSHOP SPACE

The workshop space has deliberately not been designed as a separate, enclosed room, but forms an integral part of the restaurant. In this way, the space remains closely connected to the day-to-day running and atmosphere of Glinstering. When the workshop space is not in use, it becomes part of the restaurant.

Even when a workshop or activity is taking place, the restaurant remains fully operational. Flexible curtains allow the space to be easily partitioned off, creating a more intimate and focused environment without completely losing the connection with the rest of the building.



INDOOR PLAY ZONE





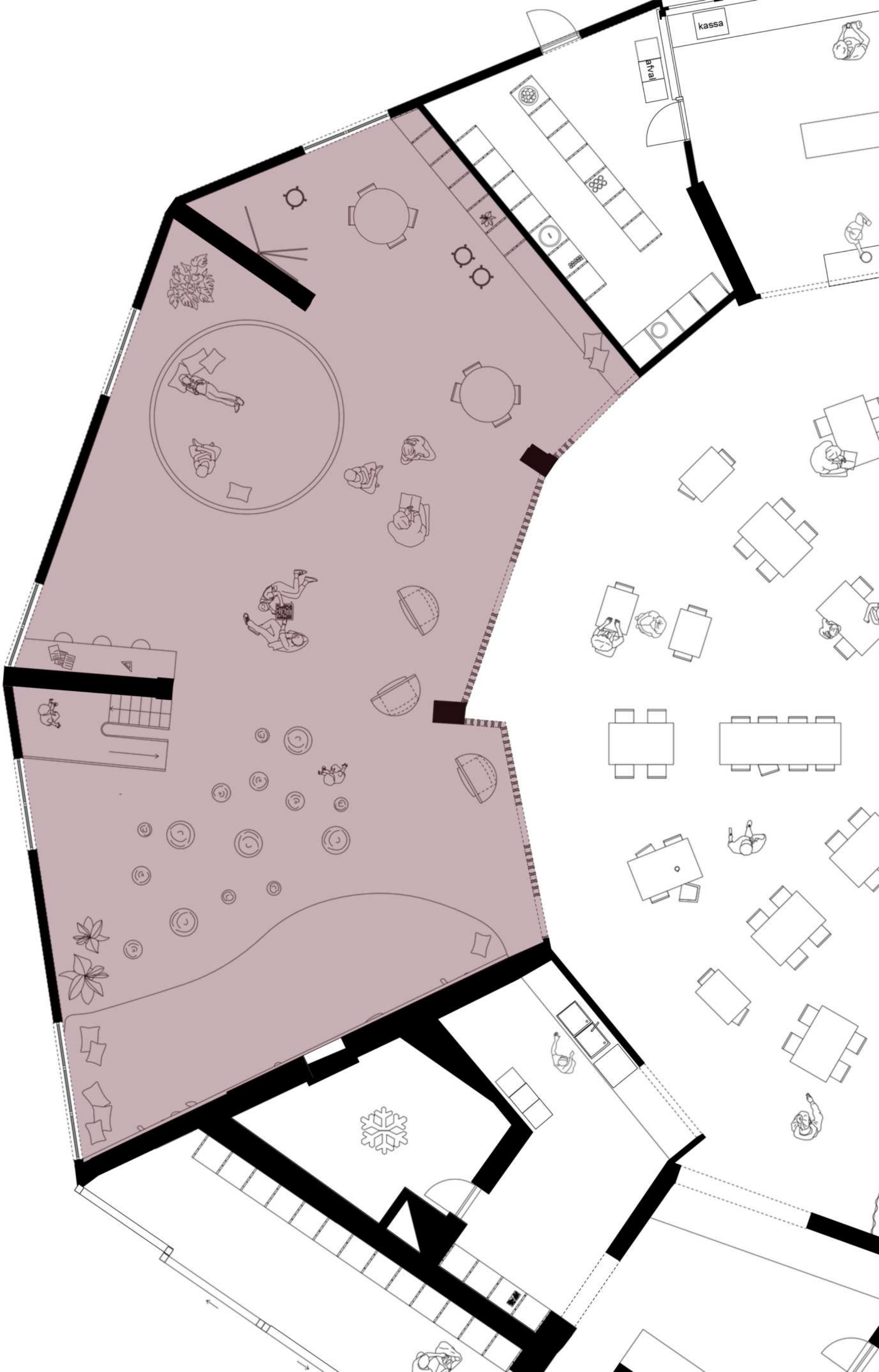
INDOOR PLAY ZONE

Glinstering's indoor play zone is much more than a traditional play area. Instead of a conventional playground, we are creating an environment where play, discovery and learning go hand in hand. The space is divided into 3 zones: the activity zone, the observation zone and the learning zone. Together, they form a place where children can experience and explore nature in their own way.

The active zone is all about movement. A large climbing wall stretches across the entire wall, forming a striking feature within the space. In addition, a slide, tree trunks used as stepping stones, and playful seating elements attached to the ceiling create an adventurous experience.

The observation area offers a quieter space within the playground. At the heart of this area is a large play pit where children can relax and interact with one another in a different way. The view of the iconic lake ensures that the connection with nature remains intact.

The learning zone is all about wondering. Here, we want to introduce children to nature and everything it has to teach us in an interactive way. A large, multifunctional cupboard houses books, board games and educational materials, whilst various reading tables invite children to discover new things, either on their own or together. A special feature within this zone is the large interactive book, which playfully introduces children to stories, facts and insights about the regional nature of the Kempen.


kassa
afval

BOSBAR



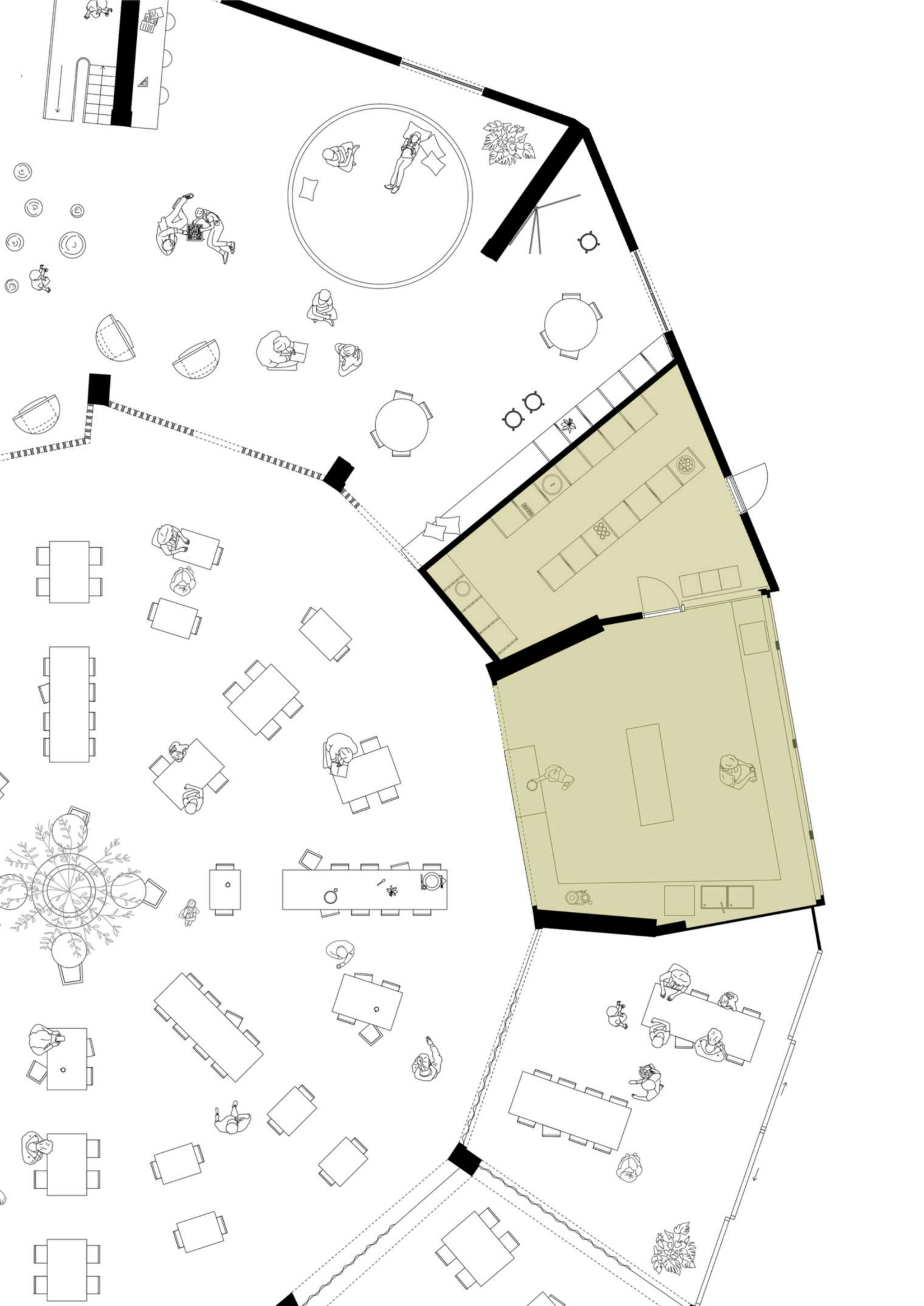

MENU
MENU
DRINKS
BOS BAR

BOSBAR

Glinstering currently has a summer bar that plays a key role during the warmer months. As part of the new concept, we have decided to further enhance this aspect, whilst at the same time clearly distinguishing it from the existing offering at Zilvermeer. As there is already a summer bar at Ijsvogel, we are introducing a new name that better reflects the location and identity of this area: the Bosbar.

The bar is strategically positioned so that it is visible and accessible from both the restaurant and the terrace. Whether you're enjoying a drink on the terrace or sitting inside the restaurant, the Bosbar is always a central and distinctive feature.

Accessibility is also a key factor here. That is why part of the counter is being lowered, so that children and wheelchair users can place their orders comfortably and independently.





TOILETS

Accessibility, inclusivity and ease of use were key elements in the design of the sanitary facilities. That is why we have opted for a gender-neutral toilet concept.

To make the facilities accessible to as many people as possible, we are providing two spacious toilets that are fully accessible to wheelchair users. One of these rooms will also feature a changing table, ensuring that families with young children are fully supported during their visit.

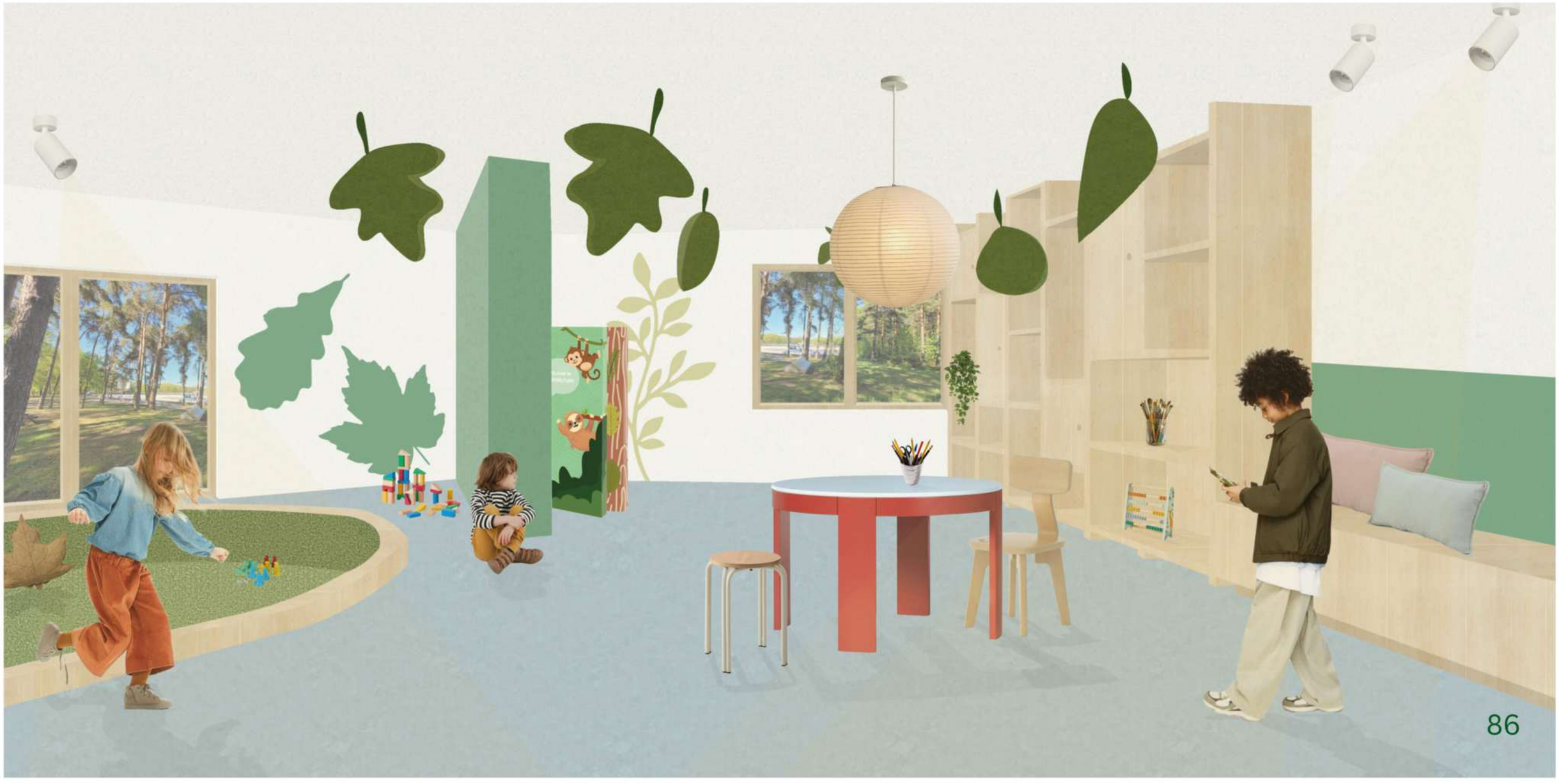
In addition, several toilets and sinks will be provided, tailored to the site's various users. For example, one of the sinks will be installed at child height, enabling even the youngest visitors to use the facilities independently.

The toilet block has been deliberately designed with two entrances: one from the restaurant and one from the outdoor area. This ensures that the toilets remain easily accessible to both restaurant guests and families using the playground and the surrounding outdoor areas.

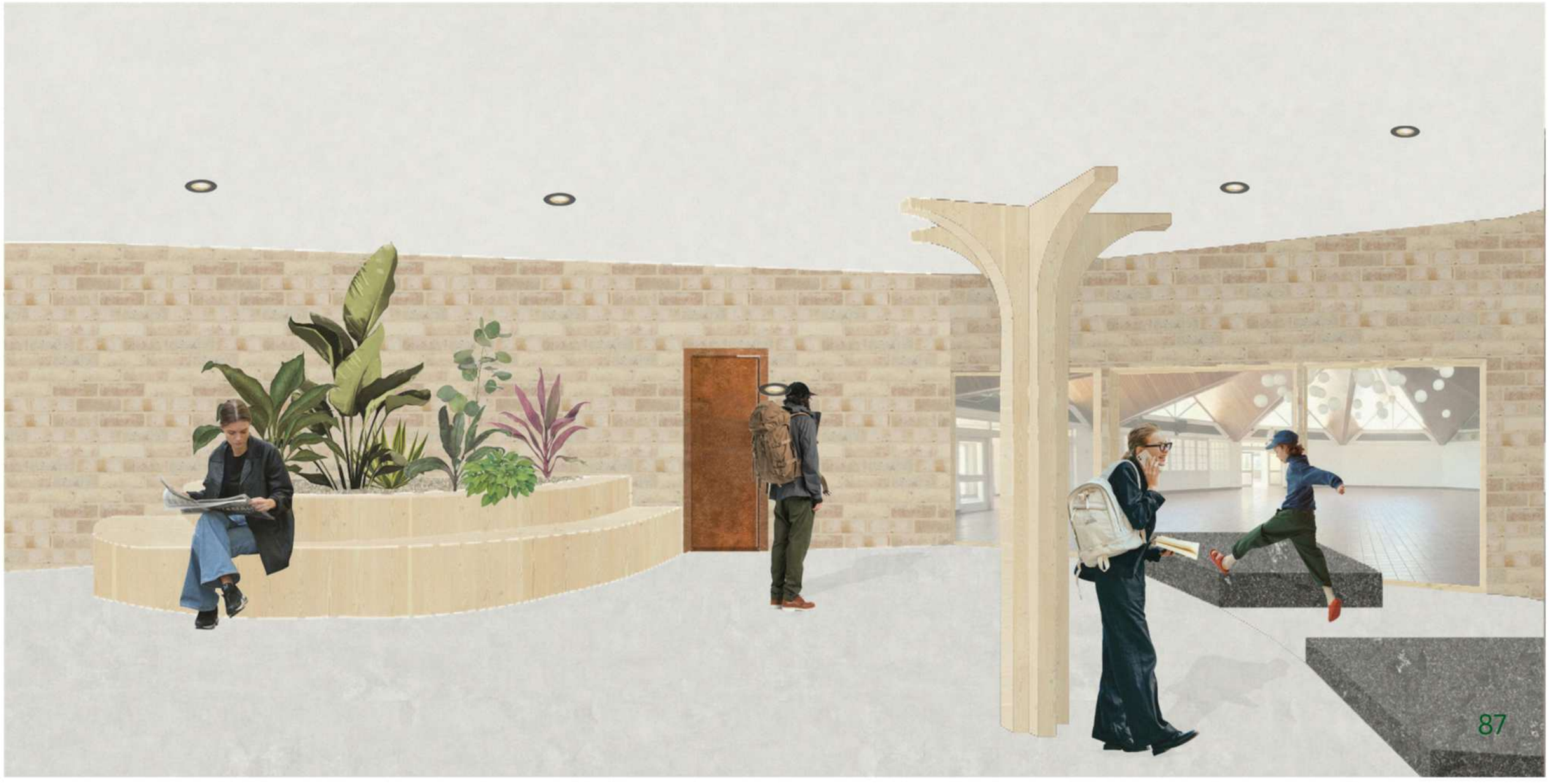
schoenen poetsen

tuinslang

INDOOR PLAY ZONE



ENTRANCE



BOSBAR




GLINSTERING GARDEN



GLINSTERING Space & Service Design

Project: Zilvermeer, zone 'In the woods'
Environmental plan
Scale: 1:500

Bhavya Acharya - Elisa Bertucci - Juliette Lescrinier
Mathilde De Munck - Pegah Gooschchi

“THE GLINSTERING GARDEN, A NEWLY DESIGNED ELEMENT IN OUR PROJECT WHICH BRINGS A RELATIONSHIP BETWEEN PEOPLE. FOOD A LANDSCAPE TO LIFE IN A DIRECT AND TANGIBLE WAY.”

GLINSTERING GARDEN

The glinstering garden has 2 main functions.
It will function as a workshop space. These workshops focus on hands-on activities, offering practical knowledge on how to care for and interact with the local environment such as organic gardening, climate smart landscaping and sustainable cooking such learning fermermation processes. Around it, the garden is planted entirely with species from the Kempen region. Regional fruit en nut trees, berry shrubs. A free flowing field of herbs and other edible plants and beehives. This is not a decorative garden, everything is useful, edible and regional and it gives the Kempse community a living to the foodlandscape of their own region.

The garden will also be used by the kitchen team of the glinstering. not as the only source of food income but as an element on how to show regional, homegrown ingredients can create a real garden to table experience.





RESEARCH SOIL ZILVERMEER

Because the ground of Zilvermeer contains out of sand, and we were not sure whether it is the right soil to plant trees. So research has been done on which plants are suitable and plantable in the area and which are not.

SOIL DESCRIPTION KEMPEN / ZILVERMEER

The soil in the Kempen region around Mol is typically poor, slightly acidic sandy soil. This has specific implications for plant selection:

- Soil type: loose, well-draining sand
- pH: generally 4.5 to 6.0 (slightly acidic)
- Organic matter: naturally low — improvement needed with compost and mulch
- Water management: rapid drying out in summer, risk of nutrient leaching
- Groundwater level: check in advance with a soil auger (ideal: 80–120 cm depth)

Zilvermeer is located in a former sand extraction zone of Sibelco, meaning the soil in some areas may be especially poor. A soil analysis via the Soil Service of Belgium (bdb.be) is strongly recommended before starting.

SOIL IMPROVEMENT BEFORE PLANTING

On poor sandy soil, the following measures are necessary to create a good starting point for the food forest:

- Incorporate compost: mix mature compost or rotted manure into the top 30 cm
- Apply a mulch layer: cover the soil with wood chips or leaves to limit drying out
- Create swales: small ditches along contour lines retain rainwater and allow it to infiltrate
- Plant nitrogen fixers: species such as sea buckthorn, oleaster, and alder enrich the soil from within
- No deep ploughing: use minimal soil disturbance to preserve soil structure

One percent extra organic matter in the soil can retain up to 15,000 litres of water per hectare, a huge buffer for dry Kempen summers.

CANOPY LAYER- LARGE TREES (> 10 M)

The canopy layer forms the roof of the food forest and provides shelter for the layers below.

- Sweet chestnut- TOP CHOICE for Kempen sandy soil. Requires acidic, well-draining soil and does not tolerate lime. Harvest: chestnuts in October, to be roasted, grilled, or processed into purée.
- Walnut- Deep-rooting, suited to fertile spots within the domain. Harvest: walnuts in September–October.

The sweet chestnut is almost perfectly at home in the Kempen: the acidic sandy soil is exactly what this tree needs.

SUB-CANOPY LAYER- SMALL FRUIT TREES (4–10 M)

The sub-canopy layer consists of classic fruit trees and large shrubs.

- Apple- Choose disease-resistant varieties such as Ecolette or Topaz. Harvest: summer to autumn.
- Pear- Does well on sandy soil, tolerates slightly drier conditions. Harvest: late summer–autumn.
- Plum- Versatile, does well on light soil. Harvest: August–September.
- Cherry- Sweet and sour cherries, thrive on sandy soil. Harvest: June–July.
- Elder- Native, adaptable. Elderberries (jam, juice) and elderflower cordial. Harvest: blossom May, berries August.









SHRUB LAYER- BERRY BUSHES (1-4 M)

This is where the acidic sandy soil of the Kempen is most advantageous.

- Highbush blueberry- Excellent on acidic sandy soil (pH 4.5–5.5). Harvest: July–August.
- Honeyberry- Earliest harvest of the year, blue berries with a sweet-sour flavour. Harvest: May–June.
- Sea buckthorn- Orange berries rich in vitamin C. Nitrogen fixer: also improves the soil. Harvest: August–October.
- Hazel- Native, grows on almost any sandy soil. Harvest: hazelnuts in August.
- Oleaster- Edible berries and nitrogen fixer. Essential on poor sandy soil.
- Raspberry- Productive on light soil. Harvest: summer.
- Blackberry- Native, low maintenance. Harvest: August–September.
- Gooseberry and currant- Tolerate light shade. Harvest: summer.

HERBACEOUS LAYER- PERENNIAL HERBS AND VEGETABLES

The herbaceous layer is often sown later, once the food forest already offers some shade.

- Wild garlic- Grows in semi-shade. Edible leaves and flowers. Harvest: spring.
- Mint- Productive, slightly invasive — best contained in a defined zone. Harvest: spring–summer.
- Thyme- Thrives on dry, poor soil. Medicinal and culinary. Harvest: spring–summer.
- Lavender- Culinary use in stews and salads. Prefers poor soil.
- Wild marjoram / Oregano- Grows on all soil types. Harvest: summer.
- Asparagus- Perennial vegetable, ideal on sandy soil. Harvest: April–May.

CLIMBING LAYER- CLIMBERS AND VINES

Hardy kiwi / Siberian kiwi- Frost-hardy, produces grape-sized kiwis without skin. Harvest: September.
Japanese wineberry- Delicious, sweet berries. Harvest: August.
Hop- Bitter shoots edible in spring, also used in beer and tea preparation.

GROUND COVER & ROOT LAYER

Strawberries- Productive on sandy soil. Harvest: June–August.
Jerusalem artichoke- Tuber crop, excellent on sandy soil. Harvest: autumn.
Yacon- Sweet tuber, thrives on light soil. Harvest: autumn.

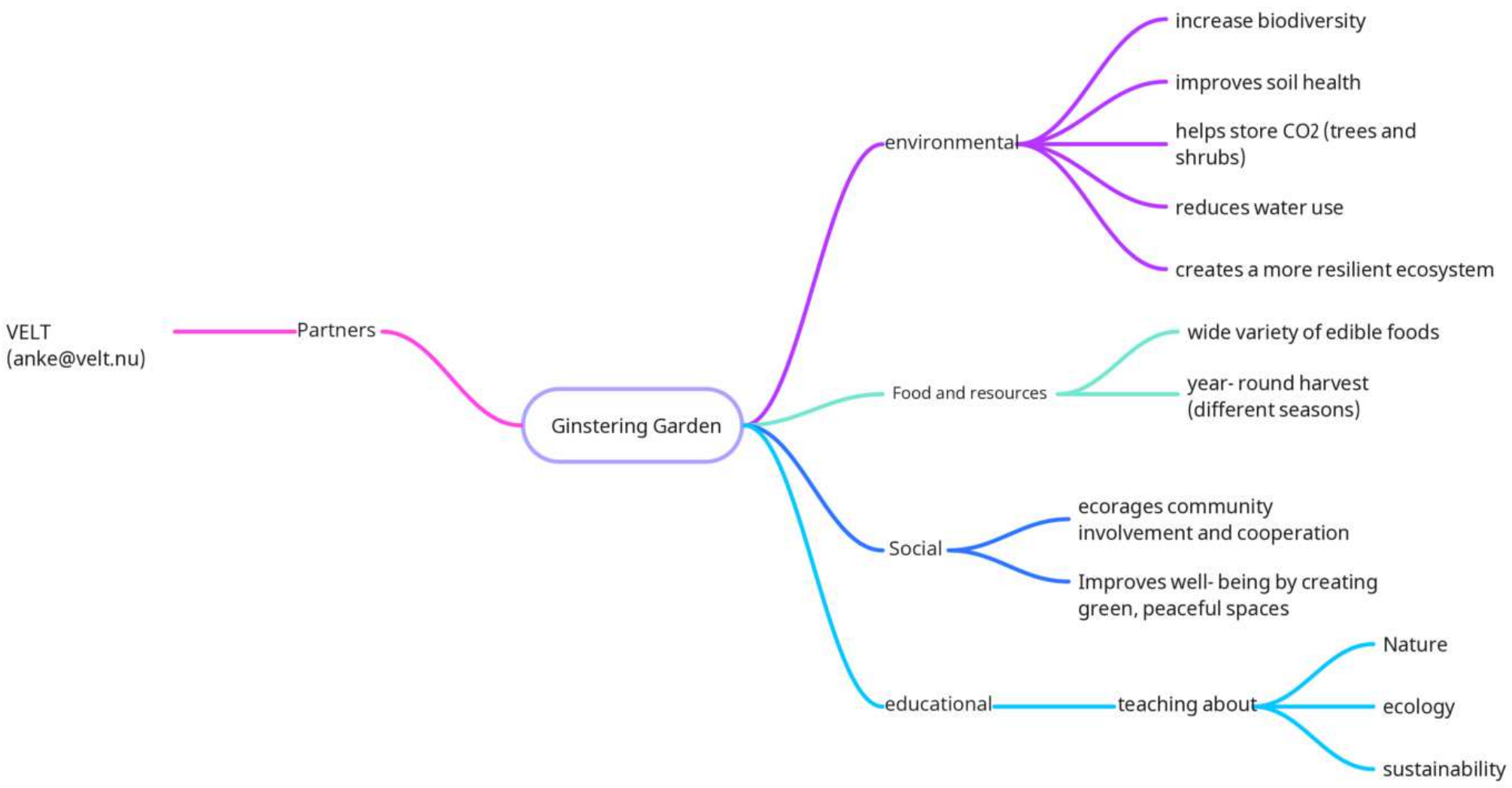




POSSIBLE COLLABORATION

In order to know more about the feasibility, there is also the possibility to work together with VELT. This organization for ecological living and gardening. They not only create workshops, but also help create spaces in local communities such as food forests or communal gardening, like the concept of the glinstering. https://velt.nu/over-velt (maybe nice to see the map of all the community gardens in Belgium and the Netherlands).

From eco workshop and the glinstering garden, a collaboration with VELT could be a great opportunity.



08

SERVICES





HIGH SEASON VS LOW SEASON

The services offered by the zone in woods are based on the 3 key elements: play, rest, and explore. These elements helped us examine our zone for a better understanding. From these insights, we reviewed which services in our zone and the glistering could be reused, further improved, or redesigned.

HIGH SEASON

Play



Recreactional Park



Playground



Indoor-Playground

Rest



Picnic zone



Restaurant & terrace



Local Menu

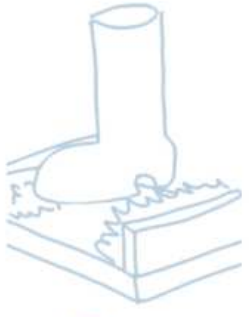
Explore



Walking in the forest



Glinstering garden



Shoe cleaning

In high season, we noticed that there is no problem attracting visitors to the zone and the glinstering. We optimized the space inside and outside the restaurant to attract more customers. We also redesigned the picnic space near the terrace so people can still enjoy the zone without using the space designated for paying customers. By providing this, we play a role in the inclusive economy. In the low season, however. We see that the glistering is less used, especially on rainy days. That's why our focus on newly designed services is more present in the low season than the high season.

LOW SEASON

Existing

Improved

Designed

Play



Playground



Indoor-
Playground

Rest



Picnic zone



Restaurant &
terrace



Routines

Explore



Walking in
the forest



Glinstering
garden



Workshops

KIDS CAMP

Kids camps are organised both in high season and low season, to cover every need of parents.

Different activities are proposed to the families, also with the choice of a full day organization, half a day or participating in the organized activity with the Hero group or Scouts group.

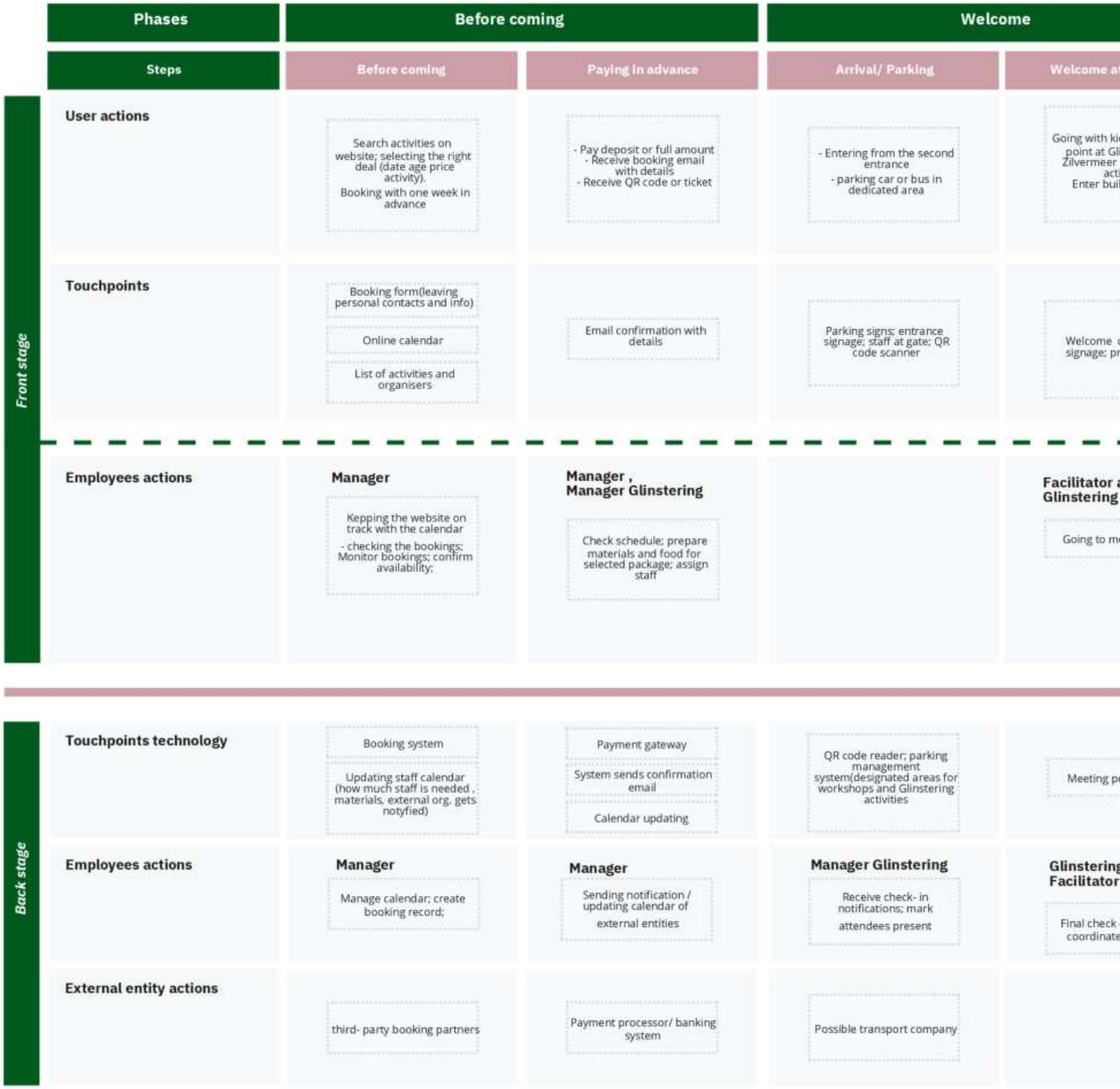
The focus of the camp is nature, eating together and enjoying safely, also in colder seasons, the scenery. It's also possible, based on the booked offer, to have some workshops during the stay, which also gives the kids some education regarding nature and its plants and inhabitants.

They will be organized by both Zilvermeer and external organizations, and if the bundle also includes meals, also the staff of Glinstering. Kids camp are an all time interest for parents, and if this is also mixed with educational and interactive activities in a natural setting, it can feel even more attractive.
The educational scope is of high importance in the service, as it generates impact in the community and gives parents the chance to get to know the community to the fullest. This creates a climate and socially aware people, and defines Zilvermeer and Glinstering as a social hub.

Where are the activities going to take place:

- Glinstering playgrounds, restaurant, and indoor workshop
- Zilvermeer forest




Phases
Before coming
Welcome
Steps
Before coming
Paying in advance
Arrival/ Parking
Welcome at
Front stage
User actions
Search activities on website; selecting the right deal (date age price activity).
Booking with one week in advance
- Pay deposit or full amount
- Receive booking email with details
- Receive QR code or ticket
- Entering from the second entrance
- parking car or bus in dedicated area
Going with kid
point at Gl
Zilvermeer
acti
Enter buil
Touchpoints
Booking form(leaving personal contacts and info)
Online calendar
List of activities and organisers
Email confirmation with details
Parking signs; entrance signage; staff at gate; QR code scanner
Welcome
signage; pr
Employees actions
Manager
Kepping the website on track with the calendar
- checking the bookings; Monitor bookings; confirm availability;
Manager ,
Manager Glinstering
Check schedule; prepare materials and food for selected package; assign staff
Facilitator
Glinstering
Going to m
Back stage
Touchpoints technology
Booking system
Updating staff calendar (how much staff is needed , materials, external org. gets notyfied)
Payment gateway
System sends confirmation email
Calendar updating
QR code reader; parking management system(designated areas for workshops and Glinstering activities
Meeting p
Employees actions
Manager
Manage calendar; create booking record;
Manager
Sending notification / updating calendar of external entities
Manager Glinstering
Receive check- in notifications; mark attendees present
Glinstering
Facilitator
Final check
coordinate
External entity actions
third- party booking partners
Payment processor/ banking system
Possible transport company

	Activity		Indoor Glinstering		After 14		After 17	Leaving / after 17	
glinstering	Starting activity	Activity session	Meal at Glinstering	Free play	Outdoor play/ second activity	Snack at Glinstering	Evening /night in Zilvermeer	Leaving	Follow up
ds to meeting nstering or depends on vity) ding/area;	get brief safety/orientation; listen to intro;getting assigned the facilitator and going over the schedule. Leaving the kids to facilitator	Kids anticipate in main activity: workshops, guided walk, forest play...	After activity, coming back to Glinstering. Receiving lunch for the group (prebooked and mostly fixed) if part of the paid experience	- free play in playground	- kids play in outdoor playground or go in the walking trail If mid season/full day package : afternoon workshop	Go back for a snack / drink	Grab all backpacks and go to designated cabins with facilitators	Check not to leave any backpack Walking to the parking with parents that came at pick up point	Receiving thank you email and email newsletter with future workshops/deals; receiving pictures
lesk/ point; inted map;	Activity board and activity schedule, kids wristbands/ nametags backpacks storage	Activity stations; toolkits; workshop materials/tools and schedule flexible forniture and walking trail	Dirty zone Flexible and accessible forniture Menu and kids menu	Indoor observational area	Activity stations; toolkits; workshop materials/tools and schedule Observational area accessible trail	Flexible and accessible forniture Menu and kids menu snack and drinks menu at bar	Flexible and accessible forniture NIght illumination and wayfinding	Wayfinding ; activity board; Pick up point	Pre scheduled emails arrive to the clients. asking for feedback
ctivity, staff	**Facilitator activity, Glinstering staff**	**Activity facilitator; volunteers, expert**	**Social workers, Glinstering staff**		**Activity facilitator; volunteers, expert**	**Social workers, Glinstering staff**	**Facilitator**	**Workshop facilitator**	**Manager**
eeting point	Checking the bookings,verify group list, explain zones and rules; give wristbands/kits	Run activity; assist participants; manage transitions; monitor safety	Serve booked/fixed meals; monitor allergies and special requests;		Run activity; assist participants; manage transitions; monitor safety	serve ordered meals; monitor allergies	Guide kids, head count, keeping track of schedule and cabins;	Hand out takeaway materials from the workshops; Guide the kids to pick up point	Keeping track of feedbacks
int signage	- Staff checklist - staff website - Check- in tablet/app(for booked activities)	Activity management website, inventory lists	POS and kitchen display system; dietary notes		Activity management website, inventory lists				email automation
g manager,	**Glinstering volunteers, facilitator activity**	**Activity facilitator; volunteers, expert**	**Social workers, Glinstering staff**	**Activity facilitator; volunteers, expert**	**Activity facilitator; volunteers, expert**				
of materials; volunteers	Update attendance list; allocate staff to groups; note special needs. allocate cabins if necessary	Set up/rotate stations; sanitize tools; restock materials; coordinate specialist facilitators	Manage kitchen operations; track orders; handle dietary needs		Set up/rotate stations; sanitize tools; restock materials; coordinate specialist facilitators				
	External company or Zilvermeer organizes the activity/workshop	External instructors, workshop partners or Zilvermeer staff	Food suppliers, catering partners(depends on the occasion)		External instructors, workshop partners or Zilvermeer staff			too good to go service	

SERVICE BLUEPRINT-
KIDS CAMPS

ABOUT WORKSHOPS

There are different types of workshops that can be held in the Glinstering and Glinstering surroundings, mostly organized by external organizations that collaborate with the owners and Zilvermeer. They are nature focused and family friendly, as they can be both both for adults and kids, based on the activity.

The addition of nature focused workshops in Zilvermeer can attract more clients that want an organized activity for them and the kids, learning something new and bonding with the Kempen (and Flanders in general) inhabitans. This thanks also to the interactive , educative and repetitive routines and activities. This creates the perfect setting to tranform Glinstering into a social hub, offering the best fit for every season needs.

Where are the activities going to take place:

- Tent
- Glinstering indoor workshop area
- Glinstering garden
- Forest trail

INDOOR WORKSHOPS

The infoor workshops offer Immersive and interactive deals, such as Cooking with herbs or Plant printing techniques, where participants learn to create unique, nature-based items/dishes with the help of a expert in the field. Up to 30 participants can be part of these organized workshops, which are family friendly and focused on learning something new of the nearby nature environment. In this seeting its essential to provide a comfortable, warm alternative for families and groups during rainy days or the low season, allowing them to connect with nature indoors and take home a handmade souvenir.

Where are the activities going to take place:

- Glinstering indoor workshop area,
- main kitchen (for culinary sessions),
- surrounding garden for gathering raw material assets



OUTDOOR WORKSHOPS

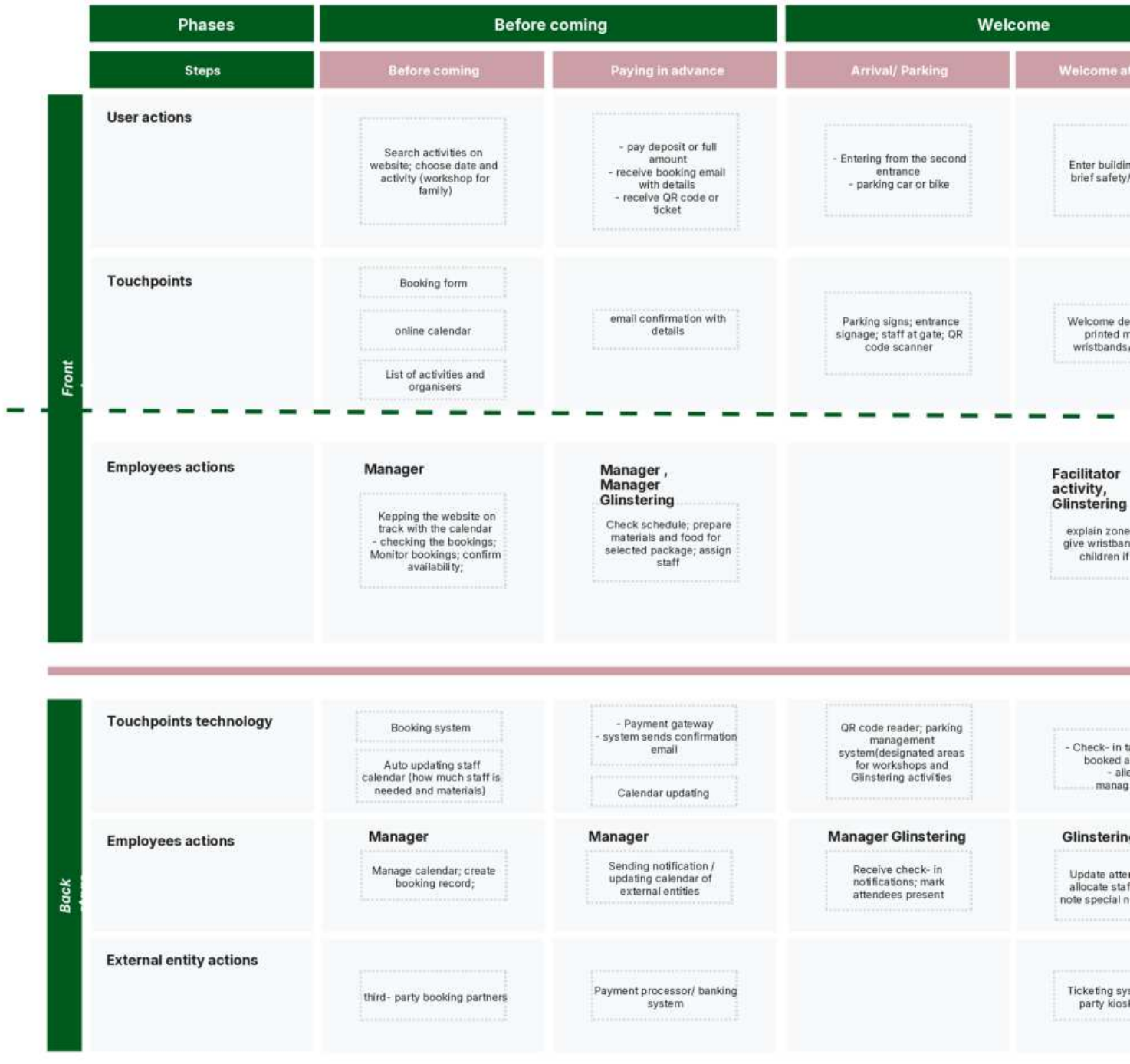
The outdoor workshops offer an interactive, open-air agricultural and botanical activities, situated in the Glinstering botanical garden, and focus on learning how to cultivate, harvest, and care for native regional plants. Different plants can be harvested in the garden, but for some backup of the workshop materials, it's also possible for the staff to gather some supplies from local markets. The reason to held these workshops is to encourage active and tactile exploration of the environment, giving families and kids a deeper education regarding the park's plants and inhabitants while maximizing outdoor spaces during the season.

Where are the activities going to take place:

- The Glinstering garden
- The outdoor stretch tent
- The nearby forest trails



About the QR code: only active during high
mid season, otherwise the gate is always op



season and
en

	Activity			Indoor Glinstering		Free time	Snack	Leaving	
glinstering	Starting activity	Activity session	Wrapping up	Meal at Glinstering	Indoor play	Outdoor play	Snack at Glinstering	Leaving	Follow up
g/area; get orientation	Gather at meeting point; listen to intro; meet facilitator	Participate in main activity: workshops, guided walk, forest play... with kids	Finishing and wrapping up , showcasing the work, what is learned and what is kept	After activity, coming back to Glinstering. Ordering lunch for the family (can also be prebooked for big groups)	- kids play in indoor playground while adults finish eating and relax	- kids play in outdoor playground or go in the walking trail If mid season/indoor : afternoon workshop	Go back for a snack / drink	(If needed, return workshop material) Walking to the parking	Receiving thank you email and email newsletter with future workshops/deals
sk; signage; ap; kids nametags	Activity board and activity schedule	Activity stations; toolkits; workshop materials/tools and schedule flexible forniture	flexible forniture and walking trail	Dirty zone Flexible and accessible forniture Menu and kids menu	Indoor observational area	Observational area Wayfinding, stopping stations accessible trail	Flexible and accessible forniture Menu and kids menu snack/ aperitivo menu		Pre scheduled emails arrive to the clients. asking for feedback
staff s and rules; ds/kits; tag needed	**Facilitator activity, Glinstering staff** safety briefing; explain schedule; the number of participants; assign groups	**Activity facilitator; volunteers, expert** Run activity; assist participants; manage transitions; monitor safety	**Activity facilitator; volunteers, expert** Kepping track of time, putting back in order	**Social workers, Glinstering staff** serve ordered meals; monitor allergies			**Social workers, Glinstering staff** serve ordered meals; monitor allergies	**Workshop facilitator** Hand out takeaway materials from the workshops	**Manager** Keeping track of feedbacks
blet/app(for ctivities) rgy ement	- staff checklist - staff website	Activity management website, inventory lists	Activity management website, inventory lists	POS and kitchen display system; dietary notes					email automation
g manager dance list; to groups; eeds/allergies	**Glinstering volunteers, facilitator activity** final check of materials; coordinate volunteers	**Activity facilitator; volunteers, expert** Set up/rotate stations; sanitize tools; restock materials; coordinate specialist facilitators	**Activity facilitator; volunteers, expert** coordinate specialist facilitators	**Social workers, Glinstering staff** manage kitchen operations; track orders; handle dietary needs					
tem / third- provider	External company organizes the workshop	External instructors, workshop partners	External instructors, workshop partners	Food suppliers, catering partners(depends on the occasion)				too good to go service	

SERVICE BLUEPRINT-
WORKSHOPS

BIRTHDAY PARTIES

The workshop area can also be booked and dedicated to private events for kids, allowing parents to rent up to three modular zones within the Glinstering for a maximum of 30 kids, with options to include catering(in the menu), decor, and structured workshops. The goal of a dedicated area is to maximize the spatial utility of the Glinstering's versatile spaces, generating steady revenue during lower seasons, thanks to the private and expandable area near the windows and terrace.

Where are the activities going to take place:

- Indoor event halls,
- Designated storage zones
- The outdoor play tent



About the QR code: only active during high season and mid season, otherwise the gate is always open

Phases	Before coming		
Steps	**Before coming**	**Paying in advance**	**Arrival/ Parking**
Front			
User actions	Search activities on website; select birthday option, choose add ons, select date from calendar; send guests list	- pay deposit or full amount - receive booking email with details - receive QR code or ticket	- Entering from the second entrance - parking car
Touchpoints	Booking form online calendar	email confirmation with details and pre party coordination	Parking signs; entrance signage; staff at gate; QR code scanner
Employees actions	**Manager** Kepping the website on track with the calendar - checking the bookings; Monitor bookings; confirm availability;	**Manager , Manager Glinstering** Check schedule; prepare materials and food for selected package; assign staff and cake order to the kitchen	
Back			
Touchpoints technology	Booking system Auto updating staff calendar (how much staff is needed and amterials)	Payment gateway system sends confirmation email Calendar updating	QR code reader; parking management system
Employees actions	**Manager** Manage calendar; create booking record;	**Manager** Sending notification / updating calendar	**Manager Glinstering** Receive check- in notifications; mark attendees present
External entity actions	third- party booking partners	Payment processor/ banking system	

Based on the hours of the booking, it could either start at 12.30 or at 16.00. so the meal (if booked)could be served after playing and before the cake

If the family booked a workshop for the hole group, it could also take place between lunch and the presents/cake moment. otherwise it takes place after, but its outside the three hours.

Welcome	Birthday party (3 hour)			Workshop	Free time	Leaving	
Welcome at glinstering	Eating	Party	Cake and presents	Booked activity	Outdoor play	Leaving	Follow up
Birthday Parents take the lead, go over the schedule and welcome the guests	Refreshments and snack food are served / ready on the tables and the kids sit to eat	Roaming and playing either indoor or outdoor. if booked , there can be a workshop now	Gathering again, eating the cake and opening the presents	if booked , there can be a workshop now	- kids play in outdoor playground or go in the walking trail	(if needed, return workshop material) Walking the	Receiving thank you email and email newsletter with future workshops/deals
Welcome point, backpacks storage, weclome and birthdays decorations	Accessible, safe and flexible forniture Snacks trails				Observational area Wayfinding, stopping stations accessible trail		Pre scheduled emails arrive to the clients. asking for feedback
Birthday facilitator(parents) Glinstering staff	**Glinstering staff**	**volunteers, social worker, Glinstering staff**	**Social workers, Glinstering staff**			**Workshop facilitator**	**Manager**
Checking the bookings,veryfy group list, explain zones and rules; organise kids in seats	Food prepared for the booked kids and parents					Hand out takeaway materials from the workshops	Keeping track of feedbacks
- staff checklist - - Check in website/app(for booked activities)	- staff checklist - staff website	Activity management website, inventory lists					email automation
Glinstering manager	**Glinstering volunteers, Parents**	**Activity facilitator; volunteers, expert**	**Social workers, Glinstering staff**				
Update attendance list; allocate staff; note special needs.	Check on materials and headcount						
		External instructors, workshop partners				too good to go service	

SERVICE BLUEPRINT-
BIRTHDAY PARTIES

ABOUT THE ROUTINES

The routines are fixed, recurring community events designed to strengthen local habits throughout the seasons (Breakfast after run, Family brunch Sundays, Pancake Wednesdays). These activities needs to be booked , and sometimes paid, in advance and can be consulted in the website on the activity calendar. The fixed time schedule is to eliminate unpredictability, combat low-season inactivity, and establish Glinstering as a reliable and default destination for locals

Where are the activities going to take place:

- Indoor observation areas
- Window-adjacent lounges
- The Glinstering main restaurant
- The terrace

COFFEE AFTER RUN

This routine is a recurring Saturday morning sports with a breakfast package, featuring a Zilvermeer organized trail run. This is paired with a pre-booked healthy breakfast snack bundles with ecological coffee deals. To foster a strong sense of community among local nature lovers and active trail runners, turning the park into a reliable weekend gathering hub during all seasons.

Where are the activities going to take place:

- Glinstering terrace for gathering
- dedicated indoor window-adjacent lounge area for post-run relaxation



SUNDAY BRUNCH

The Sunday brunch routine is a service offered through online reservations, featuring specific ticket offers (Family, Couple, or Large family bundles) and rotating sweet/salty food combinations. This routine was designed to secure restaurant operations during weekends, ensuring a smooth customer flow and predictable kitchen preparation times. Most importantly, it creates a strong sense of community and trust, creating a structure among citizens with a fixed calendar. Perfect for easily organized family moments.

Where are the activities going to take place:

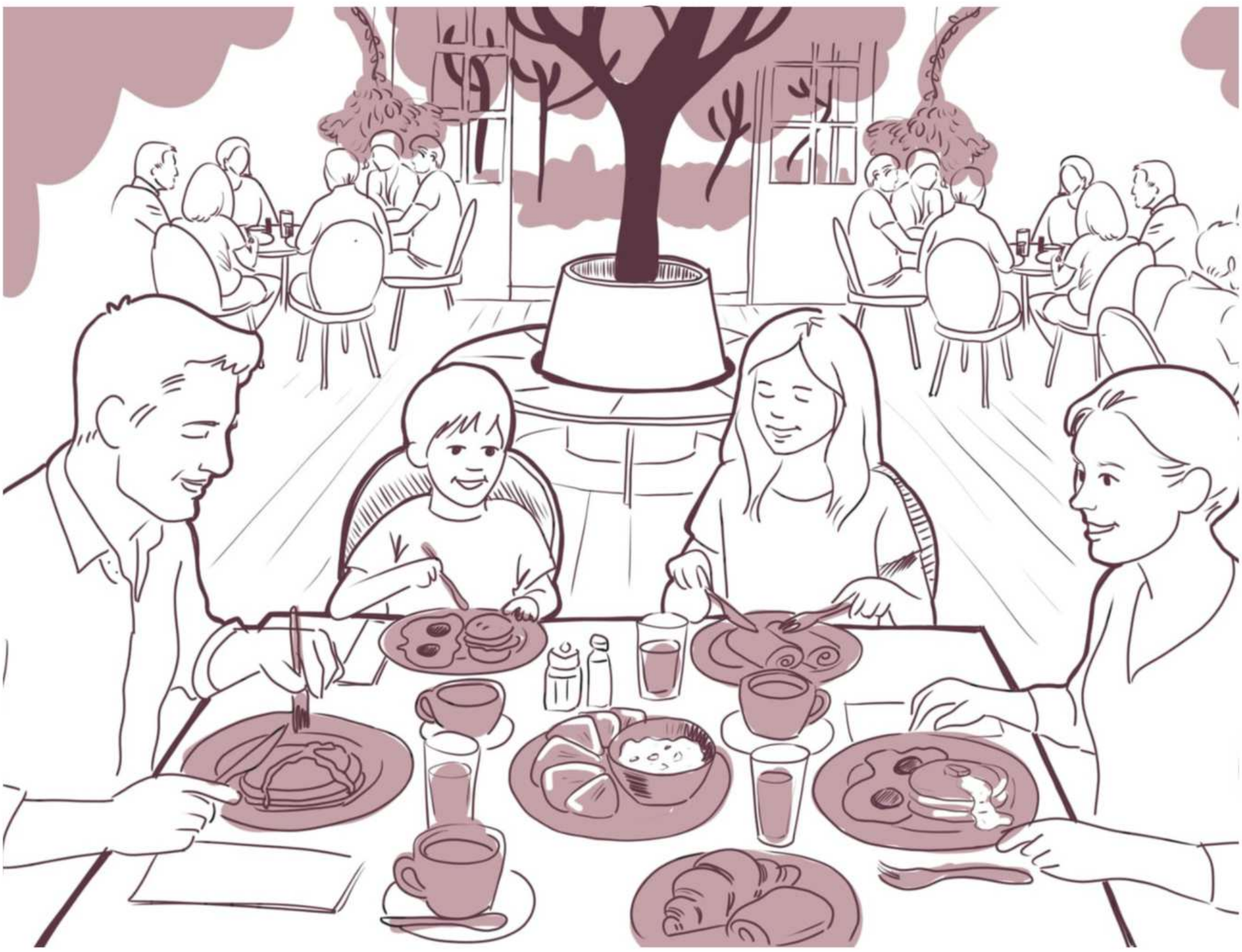
- The main Glinstering restaurant indoor hall
- Outdoor terrace spaces

WEDNESDAY PANCAKE

The Wednesday pancake routine is a mid-week afternoon food deal offering fixed waffle and pancake plates with diverse toppings for children and accompanying adults. It is prepared in the afternoon as a midday snack for the family after playing outside, to have a warm moment with a sweet treat. The goal is to draw local families with young children into the park on random weekdays, ensuring steady off-season engagement.

Where are the activities going to take place:

- The Glinstering indoor restaurant space



About the QR code: only a
season, otherwise the gate

	Phases	Before coming		W
	Steps	**Before coming**	**Paying in advance**	**Arrival/ Parking**
Front stage	**User actions**	Search activities on website; choose programmed activity (routine)	- Pay deposit or full amount for the booked brunch - Receive booking email with details - Receive QR code or ticket	- Entering from the main entrance - parking car or bike
Front stage	**Touchpoints**	Booking form online calendar List of activities and organisers	email confirmation with details(type of order, food, drinks, cost, time stamps)	Parking signs; entrance signage; staff at gate; QR code scanner
Front stage	**Employees actions**	**Manager** Kepping the website on track with the calendar - checking the bookings; Monitor bookings; confirm availability;	**Manager , Manager Glinstering** Check schedule; prepare materials and food for selected package; assign staff	
Back stage	**Touchpoints technology**	Booking system Auto updating staff calendar (how much staff is needed and materials)	Payment gateway system sends confirmation email Calendar updating	QR code reader; parking management system
Back stage	**Employees actions**	**Manager** Manage calendar; create booking record;	**Manager** Sending notification / updating calendar of Glinstering staff	**Manager Glinstering** Receive check- in notifications; mark attendees present
Back stage	**External entity actions**	third- party booking partners	Payment processor/ banking system	

Post - run coffee break(**saturday**)

sunday family brunch

Pankcake **wednesday**

ctive during high season and mid
is always open

The order can vary, it depends at what time the clients arrive.
Early : first activities and park, and then brunch or meal.
late morning: eating first, then activities. then pancake (if that's the case)

Welcome	Activity	Indoor Glinstering		Outdoor	Snack	Leaving	
Welcome at glinstering	Running	Meal at Glinstering	Indoor play	Outdoor play	Snack at Glinstering	Leaving	Follow up
Enter building/area; get brief safety/orientation	- Gather at meeting point - have then the run with the group in the forest trail	After activity, coming back to Glinstering and having the breakfast bundle Ordering meal for family OR ordering brunch (if sunday)	- kids play in indoor playground while adults finish eating and relax	- kids play in outdoor playground or go in the walking trail If mid season/indoor : afternoon workshop	Go back for a snack / drink Going to the restaurant/bar for booked pancakes for family	Walking to the parking	Receiving thank you email and email newsletter with future workshops/deals
Welcome desk; wayfinding; activity board		Dirty zone Flexible and accessible forniture Adults menu, kids menu , and brunch menu	Indoor observational area	Observational area Wayfinding, stopping stations accessible trail	Dirty zone Flexible and accessible forniture Menu and kids menu Pancake deal		Pre scheduled emails arrive to the clients, asking for feedback
Glinstering staff explain zones and safety rules	**Facilitator activity** Safety briefing; explain schedule; the number of participants; assign groups	**Social workers, Glinstering staff** Serve ordered meals; monitor allergies Prepare booked brunch orders			**Social workers, Glinstering staff** Serve ordered meals; monitor allergies Serve pancakes to booked groups(andpossibly more)		**Manager** Keeping track of feedbacks
		POS and kitchen display system; dietary notes					email automation
Glinstering manager Update attendance list; allocate staff to groups; note special needs/allergies		**Social workers, Glinstering staff** Manage kitchen operations; track orders; handle dietary needs Opening Glinstering in the breakfast hours			**Social workers, Glinstering staff** Pancakes machines/ingredients stocked		
	Zilvermeer team organises organizes the running	Partners provide healthy ingredients for the brunch				too good to go service	

SERVICES BLUEPRINT- ROUTINES

EXTERNAL STAKEHOLDERS

Several services and activities provided in this area are, as mentioned, organised by external organisations that partner with Zilvermeer and Glinstering. This is a suggestion based on the services that these organizations. already provided to the public, which could fit well also the storytelling and needs of the Glinstering, as well as the Glinstering garden.

Here are listed three proposals and the services that could collaborate and organize activities within the Glinstering space.

VELT

Velt is an eco-centric non-profit specializing in expert led workshops and lectures covering organic kitchen gardening, biodiversity, climate-smart landscaping, and sustainable cooking (such as fermentation, wild herbs, and plant-based meals).

A partnership with Zilvermeer could expand the park's high foot traffic of nature lovers and families. Key collaboration ideas include offering green herbal packages, organizing family eco-events, and installing a visible garden to supply fresh herbs for the cooking activities. To proceed, the venue should contact the local Velt chapter and align the initiative with provincial park management.

TOEKOMSTHELDEN

Innovative educational and digital extension, specialized in highly structured, multi-season children's camps and interactive workshops. Their pedagogical core revolves around a dynamic blend of physical motor development (Sport), scientific experimentation (STEM/STEAM), and hands-on crafting (Crea).

Beweeghelden serves as the primary operational partner to engage "Families with children" and "Workshop Participants." They specialize in managing large youth groups (typically 20–30 participants). For kids only workshops, they excel at adapting their "Crea" expertise into nature-based environments, hosting sessions where kids build physical structures with natural elements or create custom DIY souvenirs. Acting as an essential External entity ,Beweeghelden eliminates low-season operational predictability, giving parents automated booking confidence and establishing De Glinstering as a default, packed weekend and holiday destination.

NATUURPUNT

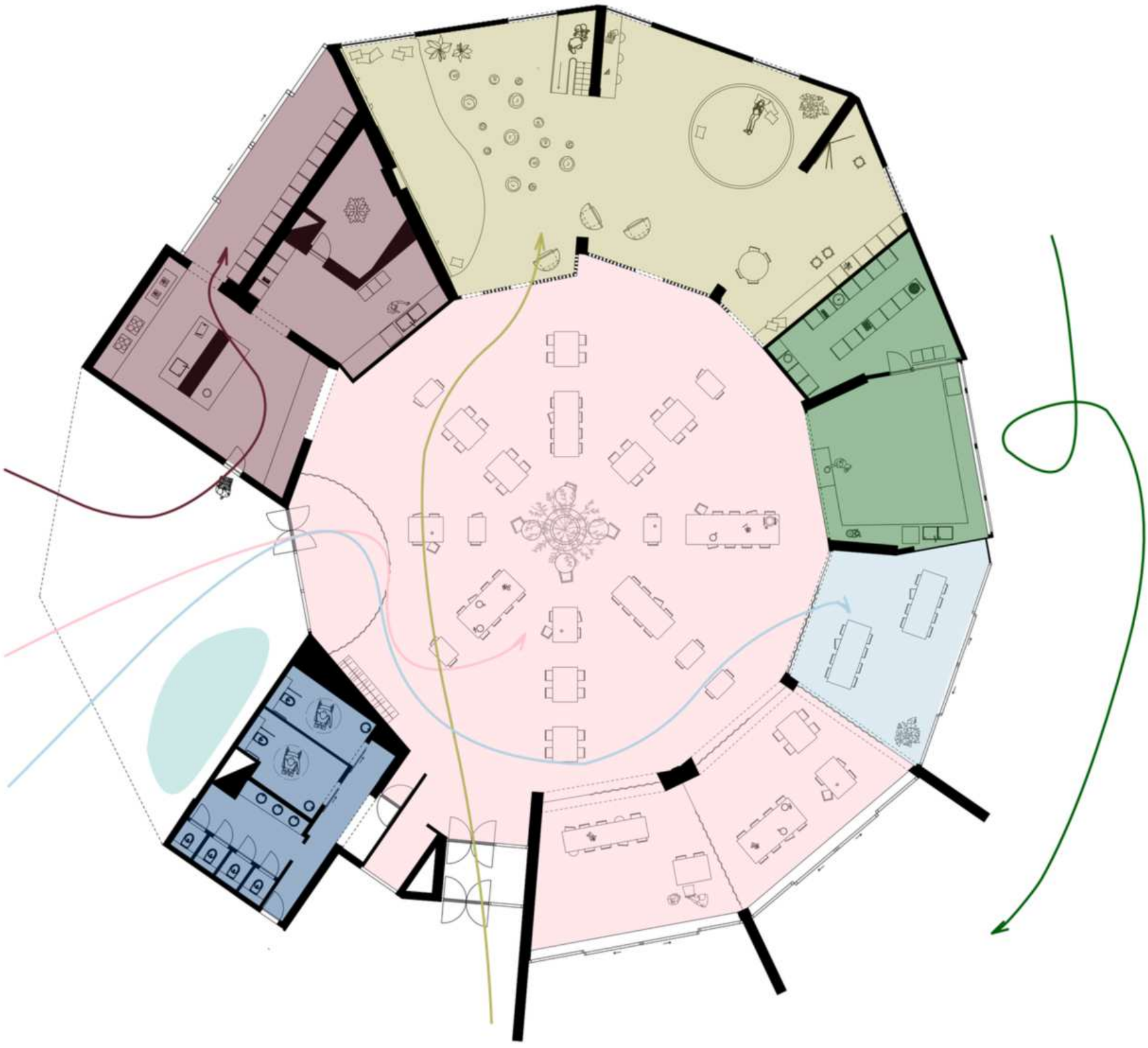
Natuurpunt stands as Flanders' premier non-profit organization dedicated to regional nature conservation, biodiversity protection, and environmental education. Their local expertise aligns seamlessly with the design concept of focusing on the indigenous ecosystems of De Kempen.

Natuurpunt provides the missing educational framework needed to target people looking for a deeper ecological connection by integrating their specialized nature guides into the Glinstering hub. Specifically, their experts can direct the culinary sessions, the creative workshop, and active agricultural sessions under the stretch tent, using seasonal materials sourced directly from the surrounding forest trail, the newly integrated Glinstering garden and local businesses.

This collaboration infuses authentic sustainability, local storytelling, transforming Glinstering into a true community meeting place.

09

FUTURE USER JOURNEY



Main informations

Who

Parent with 2 children.
Living in Mol.
age children: 5 and 8 years old

Stakeholders

Glinstering Zilvermeer

Others

Glinstering staff

Scenario

Mid season, on a **wednesday** afternoon. A parent is going with their children to have
a **adventure day** in Zilvermeer. On wednesday The glinstering hosts an Wednesday lunch including A main dish, a drink and **pancake at 16h** as an afternoon snack. When the lunch is
over, children can enjoy a to play on the playground while the parents can relax. At 16h they can enjoy their pancake with a another drink before heading back home.

User

Stage	Pre			
Illustration				
User actions	Makes a reservation for a table on pancake wednesday	Email confirmation with details	Enter the park via the main entry	Finds their way the glinstering via the newly designed signalisation
Touchpoints	Website calendar Pre- pay for lunch	Emailing automated system	Parking space Main entrance	Signage

Visi							Afte
							
Gets already a first glimpse about what other services Glinstering is offering (birthday parties, nature workshops)	Enters the building , gets greeted by the host and get seated.	After the food order, kids discover the indoor play area of the Glinstering (get to know more about nature.)	After the provided lunch, they go out and discover Zilvermeer at its finest. (walk in the forest, discovery trail)	Return back to the glinstering, following the right signs.	Clean shoes in the cleaning zone.	Zilvermeer provides pancakes at 16h as a part of their menu, (Wednesday special lunch and drinks not included)	The parents pay for the additional drinks	After a final play on the playground, parents meet their children back at the entry of the glinstering to go back home.	Going back home
Activity calendar	Glinstering Interaction with staff	Ordering with the employee Visual recognition of the indoor play area for kids	Wayfinding (signs, and trails)	Wayfinding (signs, and trails)	Shoe cleaning area	Interaction with staff Proof of them coming for luch	Billing counter and staff Payment system- Card only or cash allowed	Signage/ wayfinding	

FUTURE USER JOURNEY-

FAMILY WITH CHILDREN

Main informations

Who

Elderly home in Mol and Primary school from Antwerp

Stakeholders

Glinstering
Zilvermeer

Others

Glinstering
staff
Chaperone

Scenario

Low season, A **workshop** getting together an **elderly home** from Mol and **primary school** from Antwerp. Participating in a combined workshop to get to know nature better and be in more present in the kempen community. Participants come to Zilvermeer to enjoy to **cook your own desserts** with fresh ingredients from the "glinstering" garden. While the deserts are in the oven, participants can enjoy a being outside on the domain while the children are playing on the playground. At the end of the workshop they can taste their homemade desserts with a hot drink and take the rest home with them.

	Stages	Pre visit			
User	Illustration				
	User actions	Looks on the zilvermeer website for a suitable workshop about nature.	Looks at the packages that zilvermeer is offering regarding the different workshops.	Books one of the packages and pays	Gets confirmation mail: - Description activity - What's included - Entry ticket (mid-season)
	Touchpoints	Zilvermeer website Online activity calendar	Different packages	Payment gateway	Confirmation email

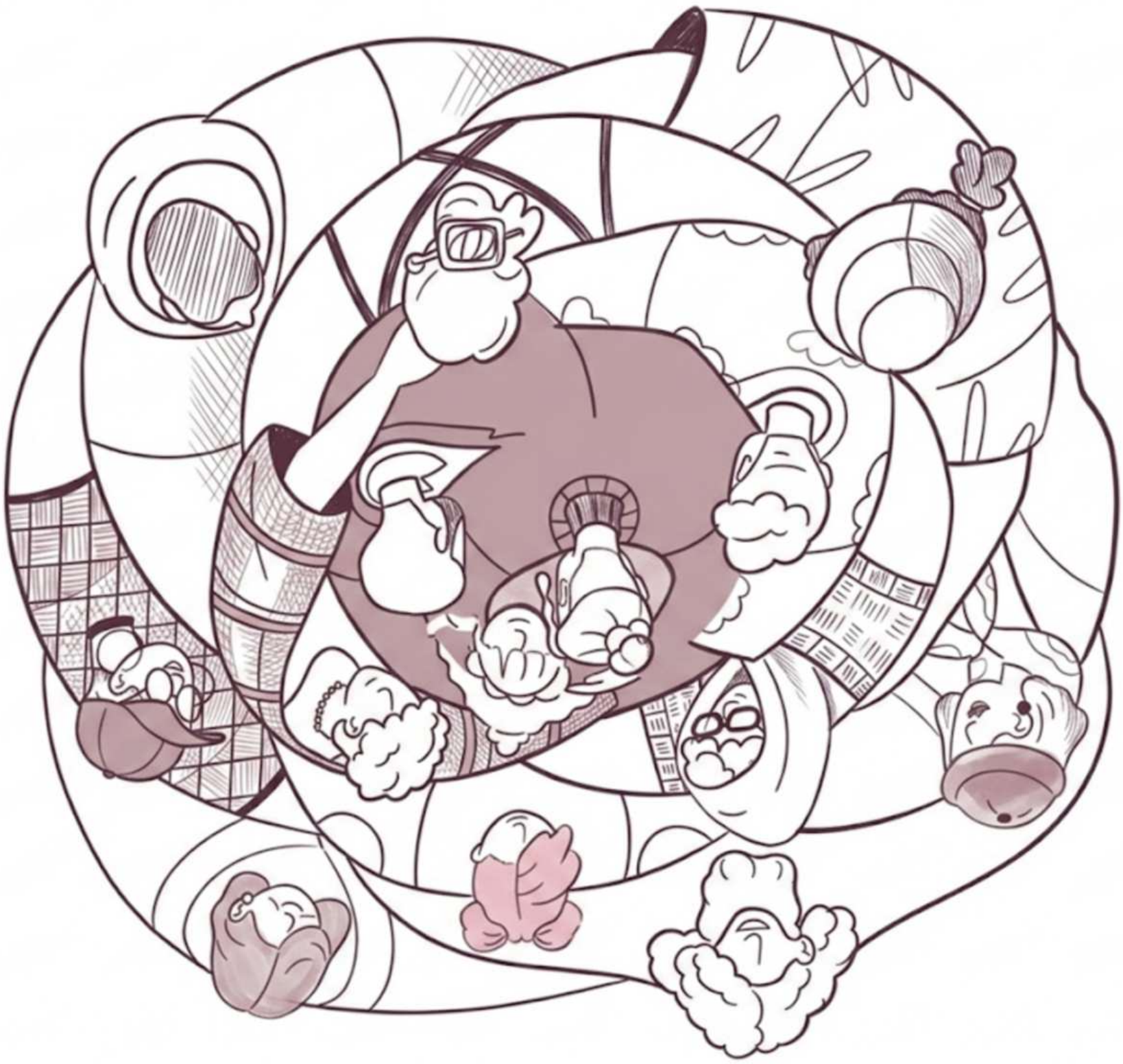
Visit							After	
								
Arrival at the Zilvermeer parking	Follows the signage for the second 2nd entry, designed for workshops and birthday parties	Arrival at the second entry, help from staff (working there)	Entry at the Glinstering Start workshop	Workshop	Lunch(break)	Tour in the forest or park	Finishing workshop Collect products of workshop	Take home souvenir	Return to the parking lot(with help from staff/ facilitators workshop)
Confirmation email and qr code	Wayfinding: outside the park and on the parking	2nd entry nearby the glinstering. Interaction with staff	Glinstering Accessible forniture Workshop facilitator	Workshop materials and facilitator Accessible forniture	Accessible forniture	Accessible roads Wayfinding	Glinstering building Accessible forniture Workshop materials		Second entry Wayfinding

FUTURE USER JOURNEY-

ELDERLY & PRIMARY SCHOOL

10

SOCIAL EMPLOYMENT



INTRODUCTION

The coast in the Kempen is not only about nature. It is about the people who live there. About the community. Certain people rarely end up in the same place, because age, background, and life circumstances tend to sort people into separate worlds that never quite touch.

> **"GLINSTERING IS DESIGNED TO PUSH AGAINST THAT."**

Running a place like this takes more than a good concept. The idea of a social hub embedded in nature, somewhere families return to week after week, where routines form around food and movement and the forest.

WHAT SOCIAL EMPLOYMENT MEANS HERE

Social employment means actively including people with a distance to the labour market in a real working environment. Gaps in work history, language barriers, limited experience, or personal circumstances that made getting back into work harder than it should be.

At Glinstering, this is not a charitable gesture. It is a design decision. The point is not to teach participants how to run a restaurant. It is to find out what they are good at, what they want to learn, and build on that. he experienced staff are there to run the restaurant properly. They also happen to be the people who support and guide the programme participants as they find their footing.

THE SOCIAL EMPLOYMENT PROGRAMME

The programme runs on two groups:

GROUP A- EXPERIENCED STAFF/VOLUNTEERS

Hired on regular contracts, paid from Glinstering's operating revenue or as volunteers. These are people who already know how to run a kitchen and a front of house. They set the standard and they support Group B on the floor every day. Not as a formal coaching role. Just as colleagues who know the place and are willing to help.



HOSPITALITY TRAINING



STRUCTURE MANAGMENT



COACHING GROUP B

GROUP B- PEOPLE WITH A DISTANCE TO THE LABOUR MARKET

Referred through VDAB, the Flemish Public Employment Service, with salaries subsidised by VDAB. No prior skills assumed, no particular background required. What is assumed is that each person has something to offer. The programme is built around finding that and developing it.



OPERATIONAL HELP



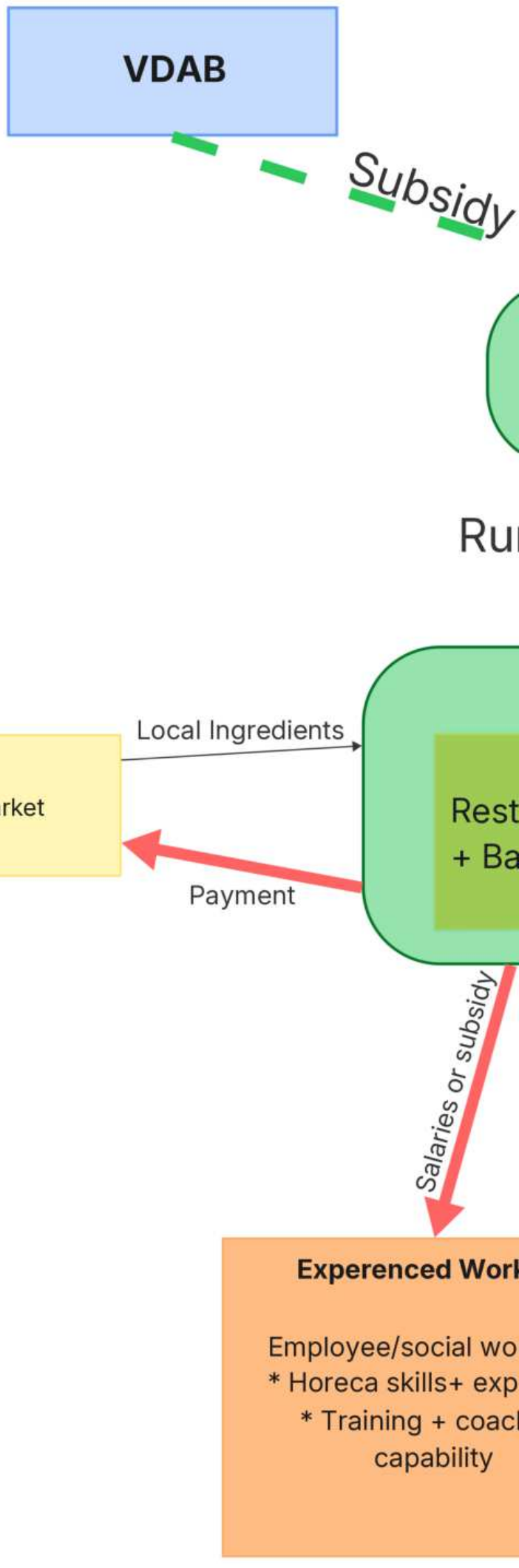
KITCHEN ASSISTANCE



WORKSHOP HELPERS

THE BUSINESS MODEL CONNECTION

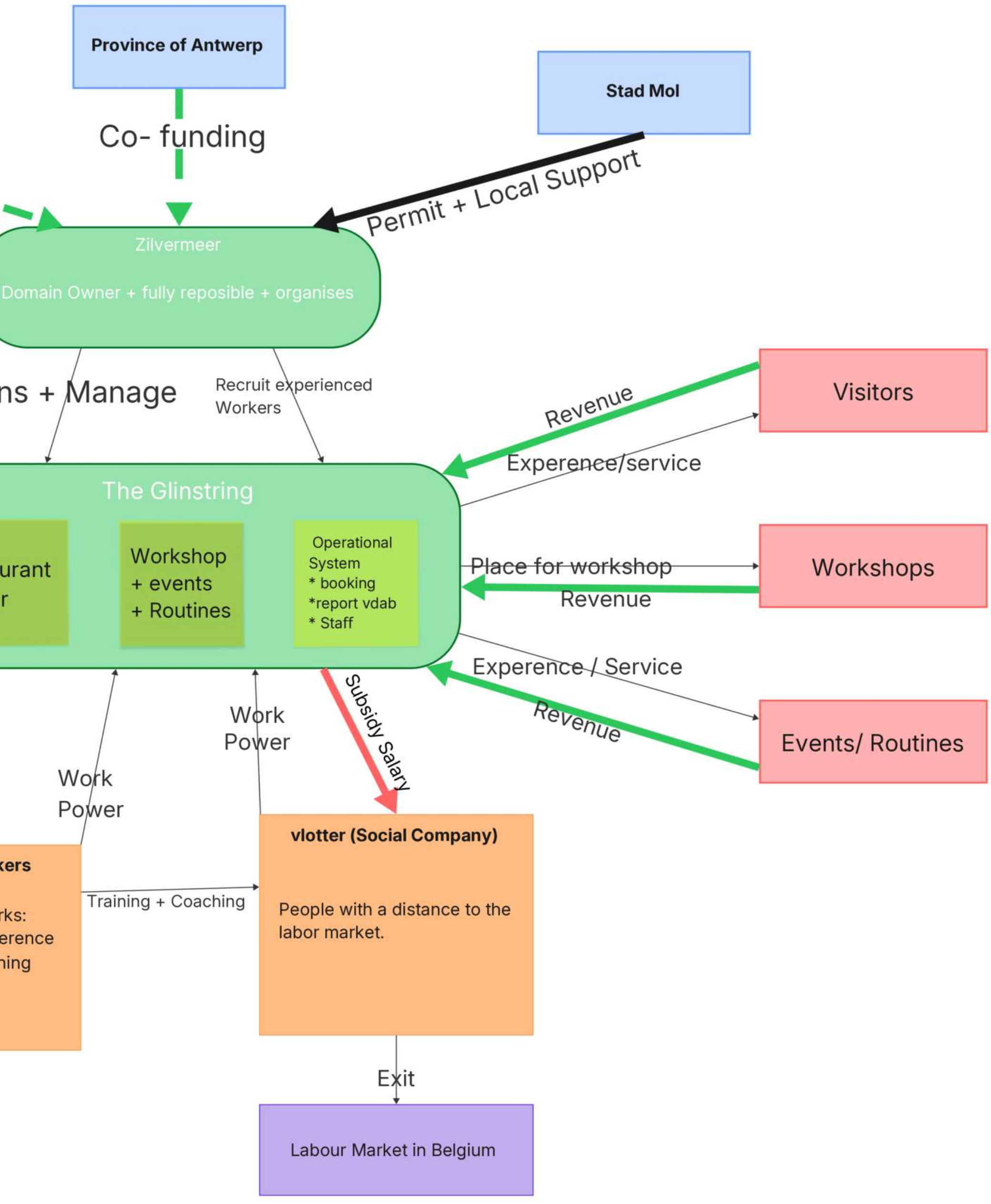
A social mission on its own does not pay the bills. The social employment programme works because it is tied to a business model that can actually support it.



MODEL WITHOUT CONCESSION

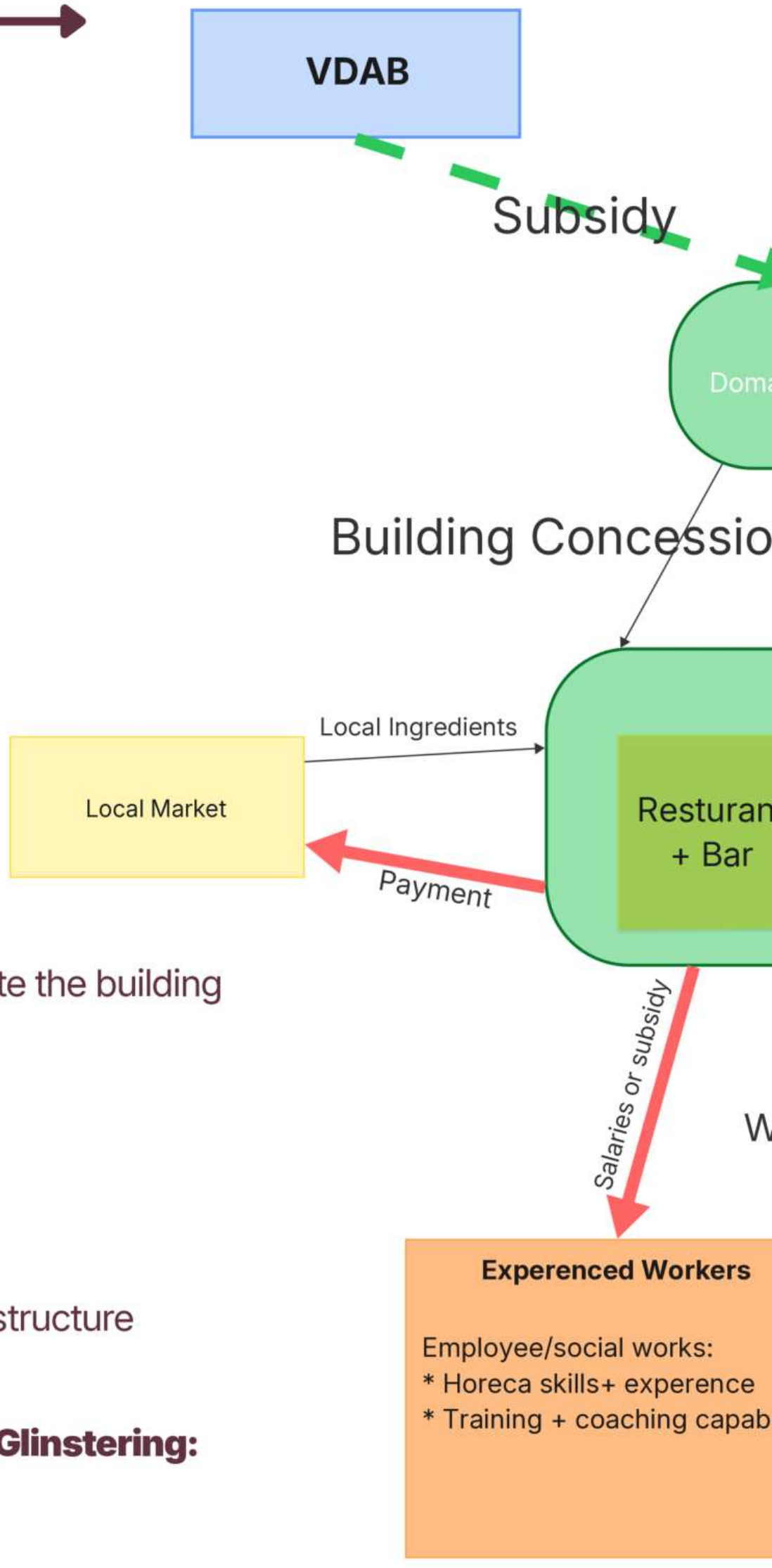
In the first model considered, Zilvermeer would manage Glinstering directly. An arrow from Zilvermeer points inward to all operational functions — kitchen, front of house, hiring, and the social employment programme reporting, meaning the domain absorbs all risk and all decision-making. There is no independent operator. Every choice goes through Zilvermeer's management structure.

To think about it, the model is slow, and it makes the social employment programme feel institutional, a Zilvermeer initiative rather than something that belongs to Glinstering itself.


Province of Antwerp
Co- funding
Stad Mol
Permit + Local Support
Zilvermeer
Domain Owner + fully reposible + organises
ns + Manage
Recruit experienced
Workers
Revenue
Experence/service
Visitors
The Glinstring
urant
r
Workshop
+ events
+ Routines
Operational
System
* booking
*report vdab
* Staff
Place for workshop
Revenue
Workshops
Experence / Service
Revenue
Events/ Routines
Work
Power
Subsidy Salary
Work
Power
vlotter (Social Company)
kers
rks:
erence
ning
Training + Coaching
People with a distance to the
labor market.
Exit
Labour Market in Belgium

MODEL WITH CONCESSION

in this model, Zilvermeer manages Glinstering directly. All operations, all hiring, and all VDAB reporting sit under one organisation. There is no concessic no separate identity, no operator with th own stake in the outcome. It is the path least structural complexity, and for that reason, it was worth examining seriousl before setting it aside.



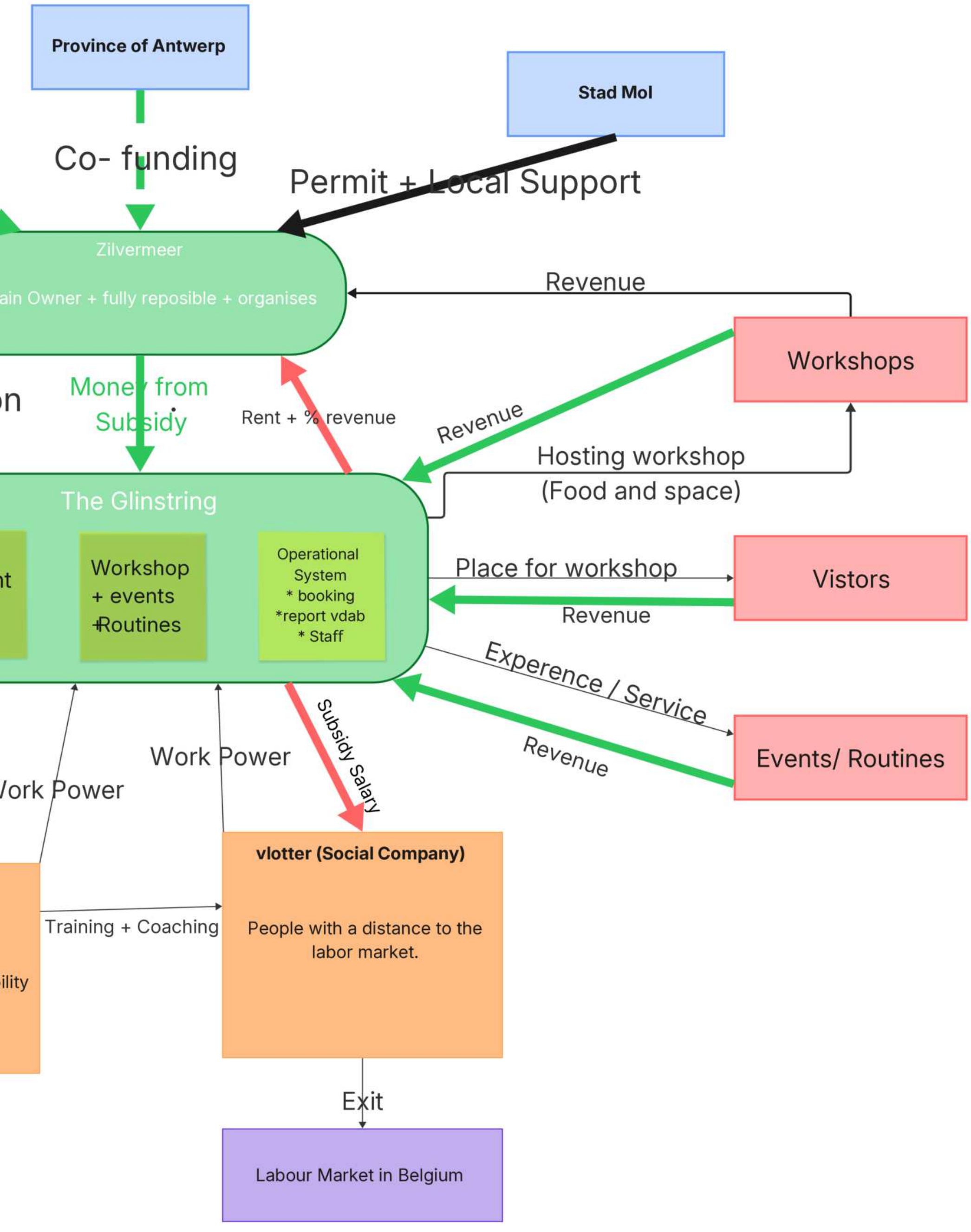
Zilvermeer → Glinstering:
Zilvermeer hands over the right to operate the building

Glinstering → Zilvermeer:
fixed rent plus a percentage of revenue

Glinstering → Vlotter:
Vlotter supports the social employment structure

Province of Antwerp & City of Mol → Glinstering:
co-funding and institutional backing
flowing into the operation

Local Market → Glinstering:
seasonal produce, herbs, and ingredients
moving from the Kempen farmers into the
kitchen and garden


Province of Antwerp
Stad Mol
Co- funding
Permit + Local Support
Zilvermeer
ain Owner + fully reposible + organises
Revenue
Money from Subsidy
Rent + % revenue
Revenue
Workshops
Hosting workshop
(Food and space)
The Glinstring
Workshop + events +Routines
Operational System * booking *report vdab * Staff
Place for workshop
Revenue
Vistors
Experence / Service
Revenue
Events/ Routines
Work Power
Work Power
Subsidy Salary
Training + Coaching
vlotter (Social Company)
People with a distance to the labor market.
Exit
Labour Market in Belgium

STAKEHOLDERS

The concession model brings together a network of organisations, each with a distinct role:

VDAB

The Flemish Public Employment Service refers Group B participants to the programme and subsidises their salaries. VDAB also monitors progress and evaluates outcomes throughout the eighteen-month trajectory, making it both a funding partner and an accountability mechanism.

VLOTTER

A social enterprise based in the Antwerp region with over 400 employees across hospitality, green maintenance, care, and transport sectors. Vlotter brings an established framework for integrating people with a distance to the labour market into real working environments, knowledge that the Glinstering operator can build on rather than develop from scratch.

PROVINCE OF ANTWERP

Provincie Antwerpen

Provides co-funding and regional institutional support for social employment initiatives within the province. As the governing body overseeing the Zilvermeer domain, the Province also has a direct stake in the long-term success of the concept.

CITY OF MOL

Responsible for local permits and planning approvals. As the municipality in which Zilvermeer sits, the City of Mol also plays a role in supporting community-oriented initiatives that benefit local residents.

ZILVERMEER

Owns the domain and the building, and grants the concession to the independent operator. In return, Zilvermeer receives fixed rent and a percentage of operating revenue.

GLINSTERING

Manages all daily operations, runs the social employment programme, and reports to VDAB. The operator is the central node of the model, the party that makes the concept work on the ground, every day.

11

THE INFOBOARD

CONCEPT & PURPOSE

To help visitors find their way and understand what each zone offers, a large infoboard was designed for every zone in the park. Each board is placed within its zone, acting as a landmark. The design stays consistent across all zones, which gives the park a more coherent feel without making every area look the same.

Fixed content, maps, and zone descriptions are printed directly on the board. Changeable content, schedules, and seasonal activities. Uses plexi letters that can be swapped without touching the rest of the board.

For accessibility: key information is lit for low-light readability, QR codes provide multilingual translations, and audio guidance is built into the concept as a future option.

The structure is corten steel. It weathers into a warm rust tone that sits naturally in a forest setting, and it holds up outdoors year-round without much maintenance.

FRONT SIDE- INFORMATION & NAVIGATION

The front carries a small overview map of the full park and a larger map focused on the Into the Woods zone, with key locations and trail entry points marked.

At the bottom, activities are split by summer and winter, a deliberate signal that the zone is worth visiting year-round. At the top, a leaf-shaped logo represents the zone's natural identity. Below it, one question: "In the mood for adventure?" Instead of listing facilities, the board invites visitors to choose based on how they feel.

BACK SIDE. IN THE MOOD FOR...?

The back introduces the other park zones, each with a title, visual, and short description. Same mood-based logic as the front. Visitors who do not know what they want yet can look and feel which zone calls to them, and go. A wayfinding tool that works more like a suggestion than a sign.

IN THE MOOD FOR ADVENTURE?



A vibrant nature area where play, rest and explore come together to create a unique experience that brings people and nature closer together.



Outdoor children's play area

Vuurcirkel

Grote glijbaan

Outdoor children's play area

workshop tent

WELCOME

IN THE MOOD FOR

Group Activities

Welcome to IJsvogel, a place by the lake where every season invites people to swim, move, gather, celebrate, and slow down in nature. From lively beach days to off-season activities and events, this is where the Coast of the Kempen can be experienced at its fullest.



togetherness

Want to connect with your neighbours? Enjoy a cozy meal at Horizon, or relax on the Grand Market Square.
In this zone, everything is possible: visit the shop, library, or information center, or even have dinner by the water.
Welcome to a place of connection, comfort, and cosy moments.



Feeling the water

Welcome to IJsvogel, a place by the lake where every season invites people to swim, move, gather, celebrate, and slow down in nature. From lively beach days to off-season activities and events, this is where the Coast of the Kempen can be experienced at its fullest.



ENJOY!

12

CONCLUSION

With the “In the woods” project, we wanted to create more than just a redesign of Glinstering. Based on the challenges within Zilvermeer, we set out to find a way to connect nature, relaxation, socialising and the visitor experience more closely. The aim was to transform this area from a place that is mainly alive during the high season into an environment that invites visitors all year round to come together, explore and unwind.

Guided by the principles of biophilic design, the aim was to create a design in which the natural environment does not end at the building’s exterior, but remains palpable in the architecture, the interior, the materials and the activities on offer. The story of ‘The Coast in the Kempen’ serves as a common thread throughout.

With Glinstering as the central meeting point, we have created a place where different groups can come together. Families, nature lovers, workshop participants and local visitors are all given the space to experience the area in their own way. By focusing on flexible spaces, recurring routines, educational workshops and seasonal activities, we are fostering a stronger connection between recreation, experiencing nature and community building.

Sustainability also plays a key role in this project. This applies not only to the use of materials and spatial interventions, but also to the way in which the concept remains relevant in the long term. By actively engaging with both the high and low seasons, a more sustainable approach is created, centred on continuity, accessibility and social cohesion.

“In the Woods” demonstrates how Glinstering can evolve from a primarily seasonal event venue into a welcoming and versatile meeting place within Zilvermeer. A place where play, discovery and relaxation come together in a natural setting that invites visitors to take a break from everyday life. With this project, we hope not only to offer a design proposal, but also a vision that can contribute to the future and identity of Zilvermeer.

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WORDS OF THANKS

Now that this project has been completed, we look back on the past year with a positive feeling. It was a journey during which we often had to find the right direction and were constantly challenged to think critically, investigate and make adjustments. Nevertheless, as a group, we can look back with pride on the result that lies before us today. We are pleased with what we have achieved and with the way in which this project has helped us grow both personally and professionally.

This project would never have been possible without the support, guidance and dedication of a number of people. We would therefore like to take this opportunity to express our sincere thanks to them.

First and foremost, we would like to thank Zilvermeer, and in particular Igor, Thijs and Jan, for the trust they have placed in us. Thanks to this project, we had the opportunity to apply our knowledge, creativity and skills within a realistic and challenging context. We would also like to thank you for sharing Zilvermeer's story with us and giving us an insight into the vision and commitment with which you continue to build this unique place year after year.

We would also like to extend our sincere thanks to our tutors. A special thank you to Nansi, Tom and Jo for their expertise, critical eye and constructive feedback. Their guidance has helped us to continually refine this project and take it to the next level.

We would also like to thank everyone who took the time to share their insights, experiences and feedback with us. Their input was a valuable source of inspiration and helped shape the decisions we made during the design process.

In conclusion, we look back with pride on this project and the process that led up to it. We hope that this report not only reflects our commitment, but also serves as an inspiring contribution to Zilvermeer's vision for the future.

THE DESIGN TEAM



MATHILDE DE MUNCK

Interior designer



ELISA MARIA BERTUCCI

Industrial designer



JULIETTE LESCRINIER

Interior architect



PEGAH GHOOSHCHI

Architect



BHAVYA ACHARYA

Product designer

