03

2025–26

Zilvermeer Mol

Reimagining a recreational park experience



MY CONTRIBUTION

Visual storytelling · Concept illustration · Stakeholder workshop materials · Game-card design · Sketching · Service blueprint

METHODS & TOOLS

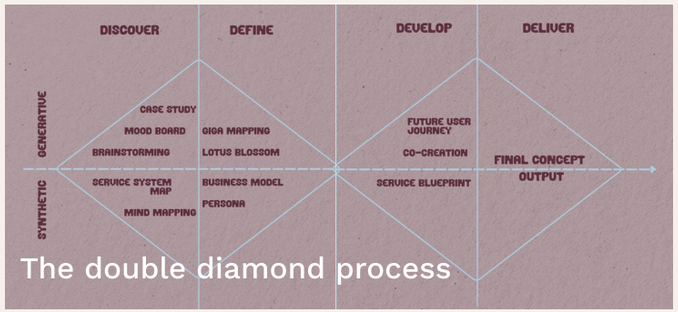
Stakeholder mapping · Co-design materials · Workshop support · Brainstorming · Concept visualisation

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The project: research and first steps



Research reports



The double diamond process

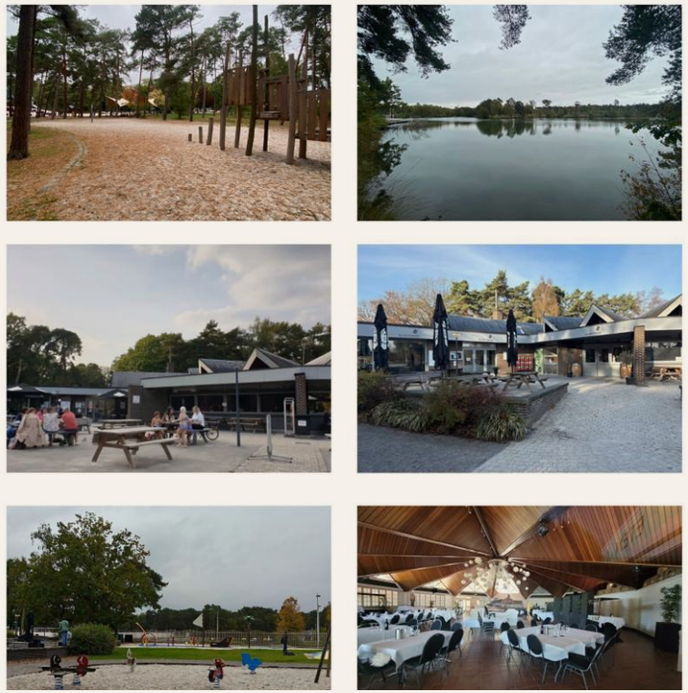
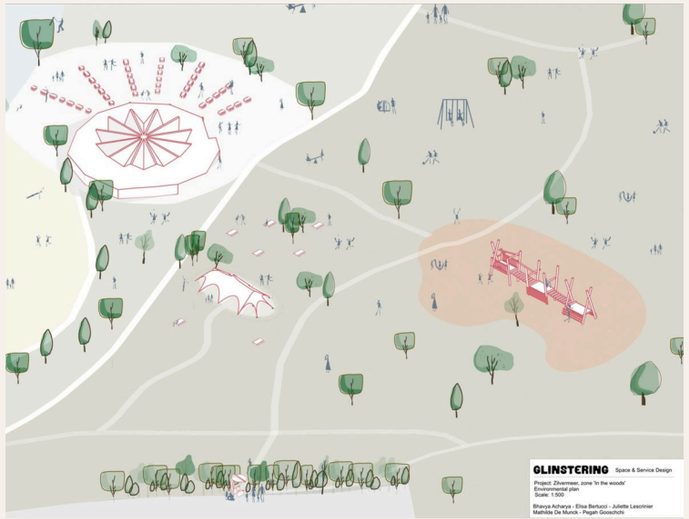


Illustration: Mathilde De Munck



Research and design process

In a team of five, I worked on a service and spatial redesign for Zilvermeer, a recreational park in Mol. We explored how **hospitality, public space and visitor services** could work together all year round, balancing visitor needs, stakeholder priorities and feasibility. It started with **in-depth research on the client, the visitors and the site**.

The current situation

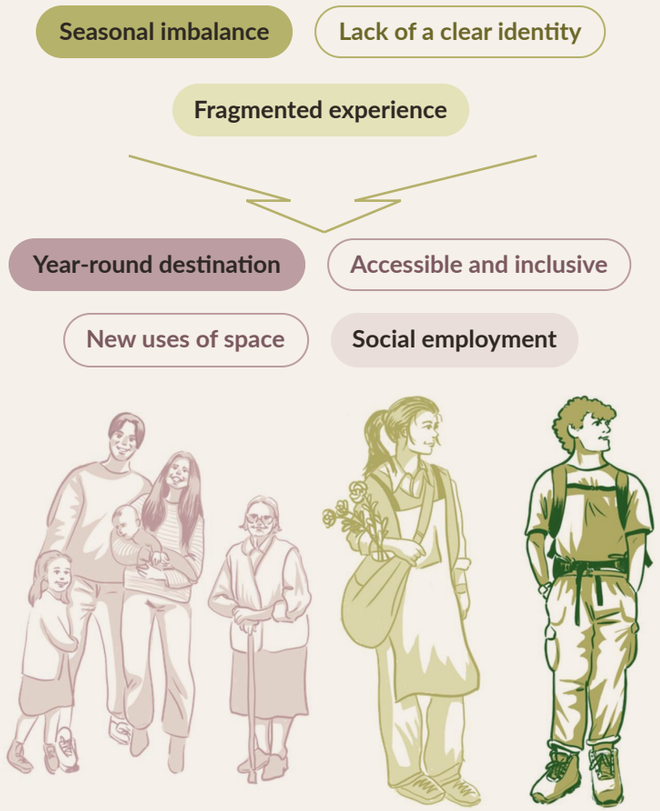
Zilvermeer **depends heavily on the summer season**. When summer ends, visitor numbers drop and the cafés and restaurants struggle to keep going. The park also **lacks one clear identity**, so walking through it feels fragmented.

Focus: Glinstering

My group focused on one venue: **Glinstering**, a mid-century building in the ‘In the Woods’ zone, between the playground, the lake and the forest. Today it’s **a tavern, summer bar and event venue**, busy in summer and underused the rest of the year. We saw it as the natural heart of a year-round social hub.

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Personas and stakeholder co-creation



Research outcome and personas

We used **personas, future user journeys and service blueprints** to map how families, nature lovers and workshop participants move through the zone. The aim: link hospitality, play and nature into one smooth experience, in every season.



Co-creation materials

I designed tools to bring stakeholders into the process, including **a Good, Bad and Wish wall** and guided interviews with my team. These sessions tested our ideas against real operational needs and helped us agree on a shared direction.



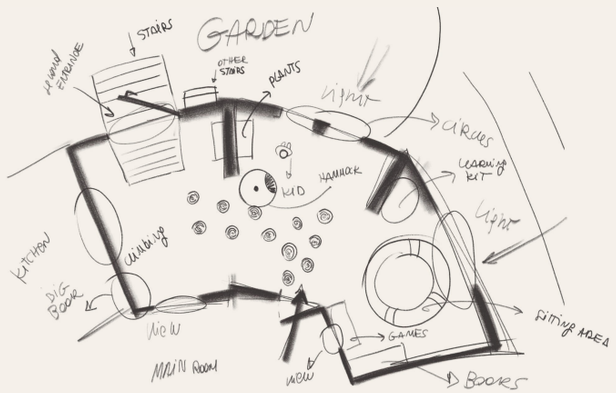
Good, Bad and Wish wall: co-creation activity

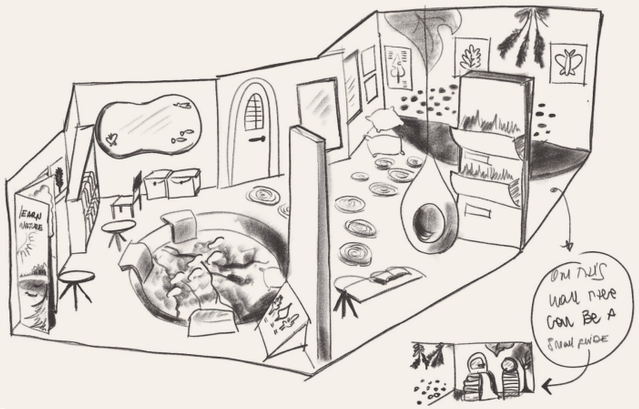


Stakeholder interviews during co-creation

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Concept illustrations: redesigning the services





Second park entrance



New service: birthday parties

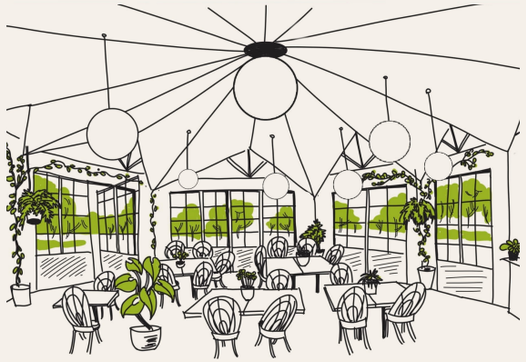


New space: Glinstering garden





New space: indoor play area



New look: glass doors



New activity: garden workshops

New spaces

- **Indoor play zone:** areas for active play, quiet observation and learning about Kempen nature.
- **Workshop space:** part of the restaurant, closed off with flexible curtains when needed.
- **Glinstering garden:** under an existing tent, full of herbs and native Kempen plants.

New services

Nature workshops, kids' camps in high and low season, and birthday parties give families reasons to come back all year.

Routines keep autumn and winter alive: **a post-run coffee, Sunday family brunch, pancake Wednesday**.

Partners like **VELT, Natuurpunt and Toekomsthelden** help run them, while Glinstering's kitchen adds a garden-to-table offer.

New activities

Nature workshops give families a reason to visit all year:

- **Garden:** organic gardening, climate-smart landscaping and sustainable cooking.
- **Indoor:** herb cooking or plant printing for up to 30 people, rain or shine.
- **Outdoor:** growing and caring for native plants along the forest trail.

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How the service will feel

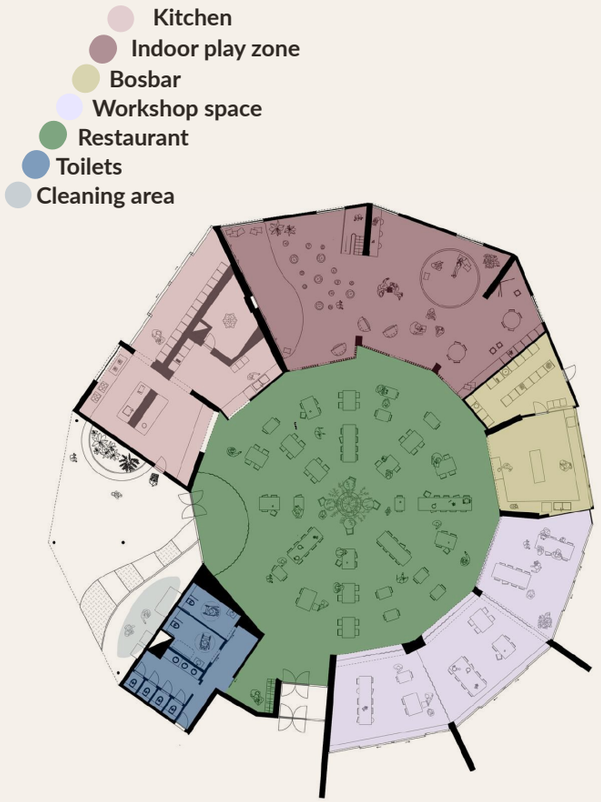
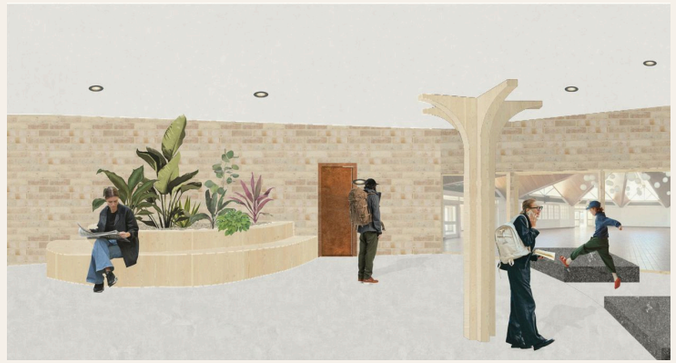


Illustration: Juliette Lescrinier

Floor plan of Glinstering

The plan follows a clear route: entrance and cleaning area, toilets, restaurant, workshop space, Bosbar, indoor play zone and kitchen. **Every space stays visually and functionally connected to the others.**

Glinstering entrance



Bosbar



Illustrations: Juliette Lescrinier

Entrance and bar renders

At the entrance, visitors can clean muddy shoes, bikes, pushchairs and wheelchairs, then rest on a planted bench. The new Bosbar is visible from both the restaurant and the terrace, and **part of the counter is lowered for children and wheelchair users**.

Service blueprint of the routines



The impact

Glinstering becomes a year-round community hub where families, locals and visitors meet around food, play and nature. Through **social employment**, people referred by the Flemish job agency VDAB work alongside experienced staff and build skills for the regular job market.

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