U of U European Reunion 2013
Eindhoven, Netherlands
We welcome the European Alumni Association to Eindhoven, the Netherlands! Here is an outline of the program. We are planning a weekend for everybody to discover Eindhoven and its many highlights.
Friday, May 17  Eindhoven City Center

7 p.m. Drinks at Bar De Gaper
Wilhelminaplein 5, Eindhoven
Evening “Welcome, Utes” get-together for early arrivers.
_Parking nearby at Parking Wilhelminaplein. Walking distance from train station and city center. People pay for themselves._

Saturday, May 18  Eindhoven City Center

9–9:15 a.m. Meet at Usine
Lichttoren 6, Eindhoven
We will start the day by meeting up in front of Restaurant Usine. Usine is on the corner of the Mathilde-laan and the Emmasingel. Usine is housed in the former Philips main office, De Lichttoren (the lighttower), now part hotel, part exhibition center. A brand new landmark of Eindhoven is across the street, a glass store dubbed “The Blob” by the locals.
_Parking across the street at Parking Mathildelaan. For those who park there all day, we will get discount tickets from Usine. You will still need to pay a fee, but not for a full day._
9:30–11 a.m. Eindhoven City Walk

We will start off by getting to know a little bit about Eindhoven. As a city, it was heavily bombed during World War II, which means most of the old buildings are gone. But that gave Eindhoven the chance to become one of the most modern cities of the Netherlands. Eindhoven is the capital of the empire of Philips. That gave the city its nickname “City of Lights.” But it has become the center of (industrial) design in the Netherlands. The famous Design Academy is housed downtown. In 2011, Eindhoven was recognized as “most intelligent community in the world.”

Many modern restaurants are housed in what used to be industrial post-war buildings. They have now become attractive design spots where modern Eindhoven mixes with old industries, as illustrated in the pictures.

11 a.m.–12:30 p.m. Free Time

12:30–2 p.m. Lunch at Grand Café Centraal
Markt 8, Eindhoven
http://www.centraaleindhoven.nl/

We will meet up again for lunch on the main square of Eindhoven, the Market. Lunch is a selection of soup and sandwiches “Dutch style” on the first floor of the restaurant. We will have the whole floor to ourselves, with doors opening to a balcony overlooking the square. If you have kids with you, you can go outside and let them run around on the square; there is plenty of space to move around! People pay for themselves.
2–3:30 p.m. Philips Museum
Emmasingel 31, Eindhoven
http://www.philips-museum.com/

After lunch, it’s a short walk to the Philips Museum.

This museum was opened on April 5 by Queen Beatrix, in one of her last official appearances, before she stepped aside as queen. On April 30, after 33 years, the much-loved queen abdicated to become Princess Beatrix and make her son Willem-Alexander king, giving the Netherlands the youngest monarch in Europe and its first king since 1890.

The Philips Museum is brand new, and not many people have had the chance to visit it yet. We will have the “scoop” before the rest of Europe comes to visit!

The museum provides a fascinating picture of the way Philips evolved from a small lamp manufacturer into a large and prestigious international company. The museum is housed in the building where Gerard Philips started making light bulbs in 1891, i.e. the small factory on the Emmasingel in Eindhoven. The original building has remained the same. A glass gallery and a new entrance were added since last year.

3:30–5:30 p.m. Free Time
Starting at 5:30 p.m. Presentations and Dinner at Usine
http://www.usine.nl/

5:30–6 p.m. Drinks and Appetizers
We started the day meeting in front of Usine, but now we go inside the old Philips buildings. Usine is now a trendy restaurant. We will treat you to some very Dutch appetizers!

6–7 p.m. University of Utah Presentations
• Dr. Michael Hardman
  Interim Senior Vice President for Academic Affairs and Chief Global Officer
• Dr. Sabine C. Klahr
  Deputy Chief Global Officer

7 p.m. Dinner
A small section of Usine is reserved for our use, and the restaurant has selected a few of their favorite dishes for us to choose from. Usine has a large outside seating on a partly fenced square. We can take our drinks outside after dinner and get to know each other even better after this full day!

Sunday, May 19 Visit to Nuenen

9:30 a.m. Meet in front of Usine
Travel to Nuenen

For those who want to meet us at Nuenen, meet at 10:30 a.m. in front of the Vincentre: Berg 29, Nuenen
10:30 a.m. – Noon Visit to Nuenen, Vincent Van Gogh Village
See pages 6-9 for walking tour details

Although Van Gogh only lived in Nuenen from 1883-1885, he made a lot of paintings here, including the famous Potato Eaters. We will walk through the city in groups and see sights including some of the buildings Van Gogh painted, such as a wind mill.

12:30–2 p.m. Lunch at Openwettense Watermolen
Opwettenseweg 203, Nuenen
http://www.watermolenopwetten.com

Every Sunday between 1 and 5 p.m. you can have a look inside the watermill, one of many painted by van Gogh. We have a lunch buffet reserved. People pay for themselves.

€ 17,50 per adult including drinks (coffee, tea, orange juice and milk
(milk for lunch is typically Dutch))
€ 12,50 per child including lemonade

2:30–4:30 p.m. A Game of Boerengolf
Hoekstraat 52, Nuenen
http://en.wikipedia.org/wiki/Farmersgolf

Farmersgolf (Boerengolf in Dutch) is a farm land game modeled after the sport of golf. Instead of using a golf club, players use a stick with a wooden shoe at the end of it. And there will be prizes!

4:30–5 p.m. Trip Back to Eindhoven City Center

7 p.m. Dinner at Grand Cafe Berlage
Kleine Berg 16, Eindhoven
http://www.berlage.nl/

For those who stay, dinner in the “Quartier Latin” of Eindhoven. You can sit inside or in the garden of the cafe. People pay for themselves.
Vincent van Gogh Walk, Nuenen

Our van Gogh walking tour through Nuenen will take about an hour (including some searching, and picture taking, but without coffee breaks).

Note on safety: Watch carefully not only for cars but also for bicycles. Often they have their own path in between the road for the cars and the sidewalk for pedestrians.

Small children: When walking with little children, either take a stroller with you (push car) or skip the windmill.

Map Description
The map shows numbers corresponding with the numbers on these descriptions. You can go in order numerically or go from number 1 to number 6, and later on go to number 2 and further.

On every place where there is a highlight to see, a pole with a red top and a number has been placed (called Columns below). These poles provide written information in both Dutch and English, as well as a picture of a painting by van Gogh related to the location. A related story is also available to play in either Dutch or English by pressing the corresponding button.

The numbers of the columns do not correspond with the numbers of our route. Some columns are outside Nuenen and not within walking distance, such as where we will be having lunch.
1. Ice cream
2. Bar, coffee
3. Nuenen
4. Bar, coffee
5. Bar, coffee
6. Bar, coffee
7. Ice cream
8. Bar, coffee
1. **Column 01 Vincentre**  
Start in front of the Vincentre, address Berg 29, in Nuenen. The Vincentre is a museum on Vincent van Gogh’s life in Nuenen. It does not contain real paintings, though it does have a small souvenir shop. Unfortunately we don’t have time to visit the museum, but outside you can see the column.

2. **Column 02 Weaver House**  
While standing with your back to the Vincentre, go to your left, to the square in the middle of the road. Here you will see Column 02. See the weaver house as Vincent van Gogh painted it, along with the van Gogh monument.

3. **Column 03 Dutch Reformed Church**  
Go to the street called Papenvoort. (To the left of the weaver house; when standing on the square. Restaurant De Lindehof is on the corner of this road and the Beekstraat.) Column 03 is on the right side of the street. Vincent van Gogh’s father used to preach at this church.

4. **Column 09 Windmill De Roosdonck**  
Follow the road called Papenvoort, and take the first street on the left, Jan van Schijnveltlaan. At the end of this street, turn left on Jonkheer Hugo van Berckellaan. Then turn right at the first street, Jonkheer Marcus van Gerwenlaan. Keep on following this road as it turns left. Turn right at the end of this street, onto the road called Berg. Go to the opposite side of this road for a sidewalk and for Column 09.

Column 09 is on the corner of the streets Berg and Broekdijk. You will see the windmill De Roosdonck to your right. Watch out carefully when you cross the street.

The windmill is open when the wicks are turning; you can buy flour then. From a distance, it is attractive to see and photograph. But taking a close look doesn’t have much added value.
5. **Column 10 Weaving Mill Begemann**
Go back into Nuenen by following the street Berg in the opposite direction, on the right side of the street. On the right you will see Column 10, the weaving mill of Jacobus Begemann.

6. **Column 11 House Van Gogh**
Continue following the street Berg. Turn right at the square (2.) and pass the Vincentre. On the right side of the street you will find Column 11, telling about the opposite side of the street. You will see the vicar’s house, where van Gogh’s parents used to live, and the house of Margot Begemann (Nuneville). Vincent van Gogh was in love with her.

If you want, you can walk into the narrow alley, Achter de Heggen, to the left of the vicar’s house and see the back and garden of the house. Vincent had his studio in the shed next to the house. Turn back to the street Berg to proceed.

7. **Column 16 Statue Van Gogh**
Continue following the street Berg, but now on the left side. Continue straight until you have to cross the street, and then do. Here you will see a statue of Vincent van Gogh on the square (little park). Close to this statue you will see Column 16.

8. **Column 15 Saint Clemens Church**
Follow the park, with the bars on your left side, until Column 15. This column will tell you about the Saint Clemens Church.

**END**
This is the end of the tour. If you have time left, you can have a drink, or buy an ice cream in the Vincent van Gogh street.
Be back in front of the Vincentre in time for lunch. (See the schedule.)