

Talent on the creative campus in Enschede



Artist's impression of TriMM's new premises on CeeCee. Illustration: CeeCee

In Enschede, the creative campus CeeCee is taking shape in the reconstruction district of Roombeek, where various cultural and art institutes are located. The ambition of Enschede municipal council is to turn Roombeek into the city's cultural and creative hotspot, a hotspot that will accommodate 1,200 high-quality jobs, the same number that the area used to have when the textile industry and the Grolsch brewery were located there. Grolsch's departure meant that the former brewery and the head office became available, and these are now part of CeeCee. In addition, space has been created for new housing, says Jessica van Loenen from the council. 'We launched a promotion campaign after the summer.' Self-employed persons working in the media, design, art, culture and architecture sectors can lease space and larger companies can build their own premises. One of the first occupants will be the Enschede-based multimedia company TriMM, which hopes to move into new premises on CeeCee at the end of this month.

In the last fifteen years, the spin-off from the University of Twente has grown into a company with 75 employees, says director Marc Woesthuis. 'In 2005, we bought a second office, but it soon became apparent that it was still too small. We then decided to build on CeeCee because we believed in the concept: several powerful, creative companies that can help one another by working together – established and young companies collaborating.'

CeeCee is ultimately intended to become a creative hotspot on the Amsterdam – Berlin axis. Woesthuis says, 'With CeeCee, we really want to retain creative talent in this region, which is why we have joined forces with educational institutions ranging from regional training centres and Saxion University of Applied Sciences to the University of Twente. At TriMM, we already use the PiT concept – Professionals in Training, a breeding ground for talent – and we will be taking that with us to CeeCee.'

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