

# 18<sup>th</sup> September project

## Brainstorm

- How to reach out to a big amount of young people – Instagram/TikTok short time span.
- Focus on Eindhoven but also the rest of the world.
- Share stories of sad, good, bad moments/people. (known and unknown)
- Website or a mobile app that
- Instagram account that shares posts about memories of people who experienced war.
- Make it personal, make people feel the “pain”.
- Encourage audience to share their memories/family’s memories?
- Maybe share important locations around Eindhoven that are historical ww2 marks

<https://www.memoirsofwwii.com/> (Less than 3% of those who served during World War II are still alive today. Once they are gone, what will happen to the story of their sacrifice?)

1. Virtual Reality (VR) Experiences: Develop VR experiences that transport users back in time to key moments of World War II. This could include immersive recreations of historical events, battles, or life in occupied territories.
2. Interactive documentary/app/website? – depending on which button you click there is a different outcome to the situation. Kind of like **A way out** game
  - a. Like the Netflix interactive films/documentary where you need to make choices to have different outcomes (maybe do it in a soldier perspective and he has to decide whether he would go left and go to a battle field or take shelter on the right and some different story/perspective happens, maybe he witnessed some discussion between generals)
3. VISUAL NOVEL
4. Geocaching – city game. (decision making e.g. at the spot face a decision to hide a refugee, help SS, join resistance stay neutral etc. Basically what would you do? And see different outcome? Combine with AR
5. AR City: Walk through city center and see what the place, in front of your eyes, looked like in 1942-44 through an AR lens.

## SHOW THAT PEOPLE’S CHOICES MAKE A DIFFERENCE

[f.vandijk@stichting18september.nl](mailto:f.vandijk@stichting18september.nl)

<https://stichting18september.nl/belangrijke-gebeurtenissen-voor-eindhoven-1940-1945/> - a lot of Dutch people were transported to camps in Poland.

## TARGET AUDIENCE:

- Young people with access to social media (?) probably students because they are not bombarded with history class at school anymore so 18-30 years old. Future generations. Try to make it timeless. Trendy, age-appropriate – try to make it interesting to captivate the short attention span? Maybe make the storytelling less historical.

- SHORT ATTENTION SPAN
- DYNAMIC CONTENT
- CAPTIVATING STORYTELLING
- MOBILE OPTIMIZATION – make sure it works on iPhones, Androids, tablets?
- USER GENERATED CONTENT
- 

User generated content – share your family’s memories what happened to them/

#### COMPETITOR ANALYSIS:

- Memoirsoffii.com - it’s a website but mostly a YOUTUBE Channel where they create videos interviews with the survivors. They are quite short (max. 20 minutes) but it can still be too long for young people with short attention spans? Their Instagram is only advertising new content on YouTube but doesn’t hold any short-form content for users (basically useless).

#### DESIGN PROCESS:

Double Diamond – it gives a lot of structure? We can do a lot of creative stuff.

#### EVENTS:

- **12-10-1944 Splinter bombs on Stratum – imagine partying and the club gets bombarded.**
- **On December 6, the British Air Force (RAF) bombs the Philips factories in Eindhoven. Radios for the German occupiers were produced in these factories, among other things. This bombing, which resulted in more than 150 civilian deaths, is known as the Sinterklaas bombing. – imagine you are doing your internship and you never come back home from it.**
- **The fact that the German occupier carried out a raid during the PSV-Longa match in the last year of the war is recorded in many reference works. But Gerda Damen doesn't need a book for it. She was an eyewitness and still remembers exactly what happened on February 27, 1944 – exactly eighty years ago today.**

German Occupation (1940-1944): Eindhoven was occupied by German forces on May 10, 1940, following the German invasion of the Netherlands.

Allied Bombing Raids: Throughout the war, Eindhoven experienced several bombing raids by Allied forces targeting industrial and strategic locations. Specific dates for these raids may vary, but they occurred intermittently between 1940 and 1944.

Operation Market Garden (September 1944): Eindhoven was liberated by Allied forces during Operation Market Garden, which began on September 17, 1944, with the goal of securing a series of bridges in the Netherlands to allow Allied forces to advance quickly into Germany. Eindhoven was liberated by British XXX Corps on September 18, 1944.

Resistance Activities: Dutch resistance activities against German occupation occurred throughout the war years. While specific events may not have precise dates, resistance efforts intensified in the lead-up to and during the Allied liberation of Eindhoven in September 1944.

Strategic Importance of Eindhoven: Eindhoven's industrial infrastructure, particularly its Philips electronics factories, made it strategically significant during the war. The liberation of Eindhoven by Allied forces in September 1944 facilitated the capture of these vital industrial resources.

## Which locations and events are we going to focus on?

### STORYTELLING

#### - Anne Frank monument:

**The monument you are looking at wouldn't be there if it wasn't for a little Jewish girl born in Germany. She is famous for keeping a diary of her experiences during Nazi persecution – a moment in history that 15 year-old shouldn't have had to go through.**

It's June 12 1942, Anne was given a diary for her thirteenth birthday. It was something she really dreamed of. Her parents let her to pick one out herself in a bookshop. She loved putting her thoughts on paper as it was the only way to express herself; she found it to be a great support. It's kind of like playing your favourite Netflix show after a long working day.

"The finest thing of all is that I can at least write down what I think and feel, otherwise I would suffocate completely." - Anne Frank, 1944

*When is the last time you felt like you couldn't express yourself; you felt suffocating?*

During the first half of July 1942, Anne, and her family (Otto – father, Edith – mother, Margot – sister) went into hiding. They were eventually joined by four other Jews as well—Hermann, Auguste, and Peter van Pels, and Fritz Pfeffer. For two years, they lived in a secret apartment at 263 Prinsengracht Street in Amsterdam (it's there to this day!). The apartment was located behind the business offices where Otto Frank had worked as company director. Anne referred to the hiding place in her diary as the Secret Annex. Otto Frank's friends and colleagues, Johannes Kleiman, Victor Kugler, Johan Voskuil, Bep Voskuil, Jan Gies, and Miep Gies, had helped to prepare the hiding place and smuggled food and clothing to the Franks at great risk to their own lives. If someone found that they were hiding there it would have horrible consequences.

This little girl, like your sister or cousin, hoped one day to become a famous writer or journalist.. Although she doubted from time to time whether she was talented enough, Anne wanted to write anyway, and she did - until the police didn't find the Secret Annex.

In August 4, 1944, the German SS and police discovered the hiding place. That day, an SS Sergeant named Karl Silberbauer and two Dutch policemen arrested the Franks. One month later, on September 3, 1944, SS and police authorities placed the Franks and the four others hiding with them on a train transport to Auschwitz-Birkenau in German-occupied Poland.

Anne and her sister, Margot were transferred to the Bergen-Belsen concentration camp in northern Germany in early November 1944, separated from their parents. Anne Frank died in February or March 1945, shortly before British troops liberated Bergen-Belsen on April 15, 1945. Anne Frank died of typhus at the age of 15. Anne's mother, Edith died in Auschwitz in early January 1945. Only Anne's father, Otto, survived the war.

While Anne's story is heart-breaking, it's also a tale of resilience and strength. Her dad, Otto, made sure her voice wasn't silenced by getting it published. Now, her diary isn't just a record of her life; it's a symbol of hope and a lesson in empathy for people everywhere. It's a reminder that even in the darkest times, there's still room for courage and kindness.

*So which side will you be on?*

The memorial is a reminder and a warning against discrimination and persecution of certain population groups. The monument was unveiled on May 4, 1990 by Mayor JA van Kemenade, in the context of activities against racism, fascism and discrimination.

QUESTION CHOICE:

1. If you had a chance, would you hesitate to hide Anne and her family in your house or would you willingly do it knowing what consequences it might lead to?

YES or NO

(gets a badge related with the answer given??)

- **STADHUISPLEIN: BEVRIJDINGSMONUMENT/NAMENMONUMENT:**

The male figures symbolize the citizen, the soldier and the resistance fighter who gave their lives for freedom. 'After all, being able to sacrifice means the most valuable inner freedom,' as designer Paul Grégoire put it.

One of those citizens Johannes Theodorus Aarts born in Asten on April 7, 1899. He is married to Maria van der Heijden with whom he has six children. When Maria dies prematurely, he marries Tonia Koolen for the second time, with whom he has another son. However, Tonia becomes a mom to all the children and together they form a close-knit family.

When war breaks out, Jan lives in Eindhoven on the Wolvendijk and works as a manager in the Philips light bulb factory. Jan has an active, optimistic character and is very patriotic.

*And he stayed the same, until the end.*

During the German occupation, Jan played an active role in the resistance. At home he keeps a radio hidden under the couch with which he listens to Radio Oranje.

Because there is a shortage of almost everything during the war, Jan grows corn, potatoes and vegetables in his own garden; he uses the motor of the washing machine to grind the wheat. What a resourceful man!

Eindhoven was liberated on September 18, 1944. The next morning, Jan is visited by a certain Mr. Van Vechel, an official of the Dutch army, who persuades Jan to enlist. Jan, driven as he is, immediately agrees and leaves in the afternoon with his family for the reporting office at the station. Since he was going to stay there the night, he asks his children if they can get food from home. After son Harrie has brought his father sandwiches and pancakes made from potato flour, Jan asks him to quickly return home, because the Germans have announced a bombardment. "And tell them I'll come too," he adds.

When the bombing starts, Harrie is only in Antoon Philips' garden when he has to take shelter. As shards fly around his ears, he jumps back on his bike and returns home. Despite all the warnings, Jan also decides not to wait for the bombing in the basement of the station. Together with neighbor Jan Sleddens they walk home along the unloading line of the railway. When the bombardment starts in full force, they dive into a ditch. There, Jan is killed instantly by a direct hit. Jan Sleddens is seriously injured.

The station they had left, expecting it to be safer elsewhere, was not hit in the bombardment. Can you believe it?

His family waits all night for Jan's return. When they see the red glow above the city from the living room, they fear that Jan will not come out of there alive. Later the next day, after a fruitless search through the hospitals and temporary hospitals, the pastor comes home to inform them that Jan had died on September 19.

Jan, one of the 277 Eindhoven residents who died in the bombing, turned 45 and found his final resting place at the National Field of Honor in Loenen.

*How do you explain to your kids that their daddy is never coming back?*

Interesting facts:

1. The Foundation discovered that 155 names were missing from the monument. These were people who died in Eindhoven directly due to the war, as well as Eindhoven residents who died outside the city, including members of the Sinti and Roma communities. The letter stated that it is appropriate to add these 155 names on the monument.
2. 22 names were removed from the war memorial in Eindhoven after an investigation revealed that the people listed were members of the Dutch Nazi party National Socialist Movement (NSB), the Schutzstaffel (SS), or served in the German military during World War I.

QUESTION CHOICE

2. Would you make the decision to join the fight for freedom, knowing it could cost you your life?

YES or NO

- **Market:**

In the city of Eindhoven, a legacy was born that would shape the course of history. Gerard and his younger brother Anton Philips, fueled by innovation and ambition, laid the foundation of what would become the multinational powerhouse known as Philips. In 1912, they forged NV Philips' Gloeilampenfabrieken, transforming their business into a corporation and setting the stage for future greatness.

Among the heirs to this legacy was Frederik Jacques Philips, affectionately known as Frits. Born into the Philips family on April 16<sup>th</sup> in 1905, Frits grew up amidst the hum of industry and the promise of progress. As the son of Anton Philips, he inherited not just a name, but a vision—a vision of excellence and philanthropy that would define his life's work. Frits Philips, a man ahead of his time, ascended to the controls of the Philips corporation, following in the footsteps of his lineage.

As the war gathered over Europe, casting a shadow of fear and uncertainty, Frits Philips stood as a beacon of hope in the dark. When Nazi Germany's occupation appeared over the Netherlands, his family made the daring decision to escape to the safety in the United States. But Frits chose a different path—he remained behind, determined to maintain the legacy of Philips even in the face of adversity.

During the darkest days of the war, Frits Philips found himself imprisoned in the confines of the Vught concentration camp, from 30 May until 20 September 1943, because of a strike at the Philips factory. Back in Eindhoven, the Philips factory became a sanctuary for hundreds of Jewish employees, thanks to Frits's clever negotiations with the Nazi occupiers.

*How can an individual's bravery and compassion truly change the course of many lives?*

With courage, Frits saved the lives of 382 Jews, defying the horrors of the Holocaust and standing as a testament to the power of compassion in the face of evil. His actions earned him recognition in 1965, he was included in the Dutch royal ranks of Orange Nassau (rank of commander). And in 1970, he was knighted as Knight in the Order of the Netherlands Lion.

For his actions in saving those 382 Jews during the Nazi Occupation of the Netherlands in World War II, he was also recognized in 1996 by Yad Vashem as a Righteous Among the Nations.

And beneath his statue, a hidden relic stands as a testament to Frits Philips's enduring legacy—a Cold War fallout shelter, a silent sentinel of a past era. Built as a "learning moment" from the destruction of war, it serves as a reminder of humanity's capacity for both destruction and resilience.

Though the shelter lies inactive now, its doors closed to the world above, the spirit of Frits Philips lives on—a hope in a world still dealing with the shadows of its past. For in the end, it is the actions of individuals like Frits Philips that remind us that one person truly can make a difference in the face of adversity.

#### QUESTION CHOICE

3. Would you follow your family to a safe place or stay back and fight for your legacy?

YES or NO

#### - Monument Sinterklaas Bombardement 6 december 1942:

The day that Dutch children look forward to the most is undoubtedly Sinterklaas (or Sint-Nicolaas) day. Full of happiness, good time and pepernoots (famous Dutch cookies). Not in 1942.

On December 6 1942, the British Air Force (RAF) bombarded the Philips factories in Eindhoven. Radios for the German occupiers were produced in these factories, so to ensure that the Germans would have a shortage of the radios they proceeded with the plan. This bombing, which resulted in more than 150 civilian deaths, is known as the Sinterklaas bombing.

Ninety-three planes flew from Britain to attack Eindhoven. They had no protection from enemy planes, so they flew low to drop their bombs accurately. Many planes were shot down or damaged. In just four minutes, they released their deadly cargo.

Since fortunately it was Sunday, Philips' 15,000 workers were not at the factories. But the factories were in the city center. This led to over 150 civilians and seven German soldiers being killed.

*Isn't it unfair?*

*"My father was sitting at the table at home. Suddenly the glass floor, the connection between the balcony and the store, disappeared. There was a huge blow. All the windows were broken. Then we quickly went to the basement. We sat there until the Air Protection Service got us out, because we could no longer get out on our own. We got soaking wet in that basement because the water pipe and*

*sewer had burst. Once we were above ground there was nothing. The Demer was on fire. My father recovered some things from the rubble. Everything was full of remnants of the phosphorus bombs."*

All of the fine things we store in our homes... It could all be gone within seconds.

*How would you feel to know you don't have a place to come back to anymore?*

There is another woman that lost her life on that day: Johanna Maria Bakers. This is a story of her friend:

*"My aunt played with her friend, Johanna Maria Bakers, until 1 minute before impact. She was sent home by Aunt Mina (the mother of Johanna Maria, who also died) because it was dinner time. My aunt lived a few doors down. When she came home (no. 21), all the windows, frames and roof immediately flew off. Miraculously, no injuries were reported in my mother and aunt's family. A lot of damage."*

Not all had to perish in the tragic situations, some of them were a bit more "lucky"..

#### QUESTION CHOICE

4. Knowing you might kill innocent people, do you proceed to bombard the Dutch factory to impair German forces?

YES or NO

#### - Concentratiekamp monument:

The monument in Eindhoven is in memory of the 1.1 million people, Jews and non-Jews, who died in the concentration camps, but not in a gas chamber. There was no monument for them yet.

1.6 million people went to the concentration camps. That is 1/10 of Dutch population. Turn around to see how many people surround you now. Does it frighten you?

Of the 1.6 million people who went to the concentration camps, only 500,000 returned. One of them was the initiator of this monument, Mr J. van Putten.

To avoid employment in Germany, he went into hiding in the Noordoostpolder with two friends. When they tried to seek their fortune elsewhere, things went wrong, and they were stopped by the Grüne Polizei just before Paris.

Van Putten ended up in camp Buchenwald and was confronted with the suffering there:

*'Everywhere you encountered dead people. In the last weeks, fifty thousand people stayed, while the camp was designed for seventeen thousand. I was seriously ill, had TB and was in the death barracks. Yet it was not an accumulation of misery. I also have good memories. There was laughter and life.'*

He was in camp Buchenwald from October 1943 to April 1945.

On April 11, 1945, in expectation of liberation, Buchenwald prisoners took control of the camp. Later that afternoon, US forces entered Buchenwald and found more than 21,000 people in the camp.

*That's around the number of people that live in Nuenen; a town close to Eindhoven.*

However, the liberation of the camp by the Americans under General George Patton was a mild experience. 'Not a festive feeling, but a quiet, happy realization: now it's over!'

The monument was unveiled on April 10, 2009 by initiator Mr. J.. van Putten and the then mayor of Eindhoven Rob van Gijzel.

Interesting fact:

- In 1944, Danish physician Dr. Carl Vaernet began a series of experiments that he claimed would "cure" inmates who had been imprisoned for homosexuality. These experiments involved transplanting an artificial male sex gland. The experiments proved a failure. Vaernet quickly lost favor with Nazi officials.

#### QUESTION CHOICE

5. Do you think you could maintain a sense of humanity and compassion in the dehumanizing conditions of a concentration camp?

YES or NO

- **Hornemann brothers monument:**

In the heart of Eindhoven, full of life and people, stands a monument telling you a sad story of innocence of lost lives and the brutality of the war.

Philip Carel Hornemann was born on February 7, 1900, in Vlissingen. His wife, Elisabeth Docters, was born on January 15, 1907, in Boxtel.

Together, Flip and Bets have been blessed with two amazing boys: Eduard born in January 1, 1933 and Alexander born in May 31, 1936. Their aunt later reminisces that Eduard (Edo) dreamt of becoming a doctor, while Alexander (Lexje) envisioned a future in the kitchen as a chef.

Boys' father is employed by the SOBU group during the war. At that time, Elisabeth was hiding on a farm with her son Alexander. The older son, Eduard, stays on another farm.

*The struggle of being separated from your child was already painful enough.*

When she hears that her husband and his colleagues have been taken to Camp Vught, she follows him with her two sons on August 20, 1942. More than nine months later, on June 3, 1944, the Philips-Kommando employees were deported to Auschwitz. From Auschwitz, Hornemann was sent to Camp Langen Biellau where he worked in the radio factory of Finna Hagenuk.

*What kept the parents going was the faintest glimmer of hope for the survival of their children. But it wasn't enough in the horrors of their camp struggles.*

In January 1945, just before the liberation of Auschwitz and Langen Biellau, a transport followed to Gross Rosen and a few weeks later to Dachau. Philip Carel Hornemann was murdered during this transport on February 28, 1945.

His wife has already died. Weakened by the physically demanding work and violence in Auschwitz, Elisabeth Hornemann fell ill and died of typhus on December 31, 1944.

After the death of their mother, the two brothers are sent to the Neuengamme concentration camp outside Hamburg. There they are used together with other children for medical trials with a drug against tuberculosis. Eduard and Alexander Hornemann are ONLY 11 and 8 years old at the time.



In April 1945, news arrives from Berlin that the children and nurses must disappear because the advancing Allies are not allowed to know anything about the experiments. The children are taken to a school building in Hamburg at Bullenhouse Damm 92-94. They are injected with morphine in the basement of the school building, together with 18 other children and 28 adults, and hung to sleep. It is then April 20, 1945.

*As you stand before the Gebroeders Hornemann Monument, can you feel the weight of history bearing down upon your shoulders, urging you to remember, to reflect, and to never forget the human cost of hatred and intolerance?*

The 'Gebroeders Hornemann Monument' in Eindhoven stands as a tribute to the memory of all Jewish children from the community who suffered and perished at the hands of the occupying forces during the dark days of the World War II. It serves as a reminder and a warning against the dangers of discrimination and persecution, motivating us to cherish diversity and uphold the dignity of every human life.

The monument was unveiled in 1988.

#### QUESTION CHOICE

6. War forces you to do unthinkable things, but when is it too much? Would you be able to murder children in the name of your country?

YES or NO