



IT FITS LIKE A GLOVE

TBV Wonen is a housing organization that manages around 9,000 rental properties in Tilburg and nearby areas. With a history of over 100 years, TBV Wonen aims to provide everyone with a comfortable home. They have a strong focus on catering to the needs of the elderly and individuals with special needs.

Frank Metsemakers has been serving as the Property Manager at TBV Wonen for 4.5 years. In his role, he oversees the development of the housing vision and the renovation of their main office. Frank, along with Nienke van Thuijl (interior designer at Quadrant4) and Maarten Peters (project manager at Quadrant4), shares the success story of how TBV Wonen has accomplished this with their new accommodation.

Frank: “We initiated a thoughtful examination of our accommodation, considering factors such as required space, facilitating flexible work arrangements, the significance of working in the neighborhood, our desired level of visibility, and the integration of our home store and services. When you have a clear vision, it serves as a starting point, and then you collaborate towards achieving a desired outcome. Both Quadrant4 and TBV Wonen have meticulously gone through this process over multiple years.”

Maarten: “It was advantageous for us

that part of this analysis had been conducted prior to and during the pandemic. The concept of flexible working has undergone significant changes in numerous organizations, including TBV Wonen, as a result of the pandemic. In concrete terms, you can achieve more with relatively fewer square meters.”

Accessibility. Visibility. Safety.

Frank: “Our current office is situated opposite Tilburg Central Station, and the accessibility it provides to our tenants (train and bus stations) as well as the

‘At Quadrant4, I always experienced a relentless pursuit of excellence.’

availability of parking spaces played a crucial role in our decision not to relocate. This decision was particularly influenced by the growing number of tenants who no longer own cars and rely on public transportation.”

Nienke: “We also conducted a thorough examination of TBV Wonen’s identity and desires. Working closely with TBV Wonen’s interior working group, we explored possibilities that align with the organization’s nature. It was essential to create an environment where both visitors and employees feel welcomed and at home.”

Maarten: “Visibility, approachability, and friendliness were the primary considerations for the furniture store. We extensively researched how to seamlessly integrate the home and shop elements. In fact, at the suggestion of one of TBV Wonen’s working groups, we recreated and reenacted various customer interactions. This provided valuable insights into these encounters, the processes involved, and the requirements for reception and safety.”

TBV Wonen’s identity can be felt everywhere

Nienke: “The sense of comfort and homeliness – which is so characteristic of TBV Wonen – you truly find on every floor.”

Frank: “We have indeed made fundamental choices that visitors and employees will recognize instantly. For instance, the use of carpet in TBV colors, the homely stair coverings, and the open and transparent character. Even the restrooms resemble those found in our own homes. Nearly half of our organization was involved in the renovation process, so what we have accomplished seamlessly aligns with our work culture. It fits us like a glove.”

Focus on sustainability

Nienke: “We made a conscious choice to repurpose old doors from the TBV Wonen storage facility. These are now the doors to the meeting rooms. In terms of styling, TBV Wonen employees looked at what was already there and what they could



From left to right, Nienke van Thuijl, Maarten Peters and Frank Metsemakers

'You need friction'



The work had not yet been completed at the time of the interview. The photos therefore give an impression of the project in (the final phase of) implementation. The new building was taken into use on April 24, 2023.



Meeting room 'Schuurtje' (little shed) is being decorated

See more of this renovation project [HERE](#)

buy second-hand, including from thrift stores. They really invested in this, and the outcome is truly impressive.”

Frank: “The building has been completely transitioned to being gas-free, and it incorporates energy-efficient air treatment, a heat pump, and solar panels to enhance sustainability and energy conservation.”

Constructive criticism

Frank: “When approaching a project in this manner, you should never do it internally. External perspectives are necessary for constructive criticism. It was important to me that Quadrant4 openly communicated any concerns they had and expressed any potential regrets. They were firm in their approach, which I

anticipated from them. It was a collaborative journey that required open and honest communication. At Quadrant4, I always experienced a relentless pursuit of excellence. That’s precisely what we were seeking. We made deliberate choices that proved to be the correct ones in hindsight.”

New collaboration on residential care location De Eikelaar

Nienke: “I am pleased that we are continuing our enjoyable and long-term partnership. Currently, we are working on the design for the renovation project for De Eikelaar (a residential care location owned by TBV Wonen and part of the care foundation ‘t Heem) in Udenhout. Here too we take care of the interior. Very excited!”