

Introduction

In the previous policy plan period (2021-2024), when the foundation was still operating under the name the Lemma Foundation, we explored how to realize our mission of integrating culture into unexpected locations, such as shopping centers, and other commercial and/or corporate buildings. This exploration revealed that many places recognize the added value of art and culture in these spaces. However, while there is often a willingness among these organizations, there is not always the means or mandate to implement cultural initiatives in their operations.

Insights and Adjustments

Our foundation has made significant efforts to fulfill this mission. The results have shown that a different approach is required, one that combines the strength of a location with a creative vision. This realization has led to a refinement of our mission and policy plan, which culminated in the right partnerships with stakeholders that share our long-term vision. This resulted in the development of projects like "Koelhuis Eindhoven" and "Katoenhuis Rotterdam."

Organizational Model

Our organization has evolved from our previous model to one that reflects our new approach. Although the foundation has not yet incurred any costs, nor received funds or donations, this change was necessary to align with our updated mission.

Name Change to Concrete Culture Foundation

Given the refined focus on the relevance of locations, we found it appropriate to change our name from Lemma Foundation to Concrete Culture Foundation. This new name better reflects our commitment to integrating culture into specific, meaningful spaces.

Outlook

As we move forward, Concrete Culture Foundation will continue to pursue opportunities to blend culture with unexpected locations, enhancing both the spaces themselves and the communities that interact with them. We remain dedicated to this mission and look forward to the growth and impact of our initiatives in the coming years.