

de Nieuwe Meent (dNM) OPEN CALL for a mural



dNM, view of the North facade
from Science Park Station

The housing cooperative de Nieuwe Meent (dNM), together with a coalition of Amsterdam-based cultural institutions formed by de Appel, Framer Framed, and If I Can't Dance, I Don't Want To Be Part Of Your Revolution, are launching an open call for the realization of a **semi-permanent mural** on the North facade of the dNM building in Watergraafsmeer, Amsterdam East.

dNM is one of the first housing cooperative pilots initiated by the City of Amsterdam and was completed in the summer of 2025. Recently, it has been nominated for the Amsterdam Architecture Prize 2026. Rooted in the housing rights movement, dNM is a social, political, and architectural project completely developed through a collaborative and community-led process.

The new mural will be realized on the North/back facade of the building overlooking Science Park Station and the railway, transforming a visible urban surface — primarily seen by the local community and train commuters — into an impactful platform for the values and imaginaries of dNM.

In commissioning and supporting the development of the mural, dNM is joined by a coalition of three cultural institutions that share a commitment to experimental, socially engaged, and politically imaginative art.

About de Nieuwe Meent

Literally meaning “the new commons” (from the Dutch word *meent*, meaning commons), dNM is organized around principles of shared use and collective governance. By combining affordable housing, shared living, mutual care structures, and solidarity economy practices, it aims to contribute to a more equitable, inclusive, and sustainable society. The core values of dNM are: Commoning, Care, Diversity, Sustainability.

dNM has been designed by the coop members together with the architectural studio Time to Access in collaboration with Roel van der Zeeuw. The seven-storey building houses around fifty residents in multiple living arrangements, from communal *woongroepen* to individual social housing units. Reflecting the ethos of the project, the building includes several collective spaces both indoors and outdoors, uses sustainable and circular materials and is energy positive. Alongside the housing units, dNM also hosts Woonruimte, a cooperative space home to organizations working on the commons, and Noon, a café, bookshop, and event space centered on Levantine culture.

The design reflects the communal character of the project and reclaims the language of affordability as an aesthetic and ethical value. An example of this is the use of raw materials (such as the red/pink bricks just made of clay and the natural wood for all the interiors), the geometric and diverse detailing of the brickwork and the use of colors (green steel balconies and red windows). The mural forms an integral part of this vision and was imagined by the designers and the community as a **contemporary reinterpretation of the practice of integrating messages of different kinds on blank facades of buildings in Amsterdam.**

Site

The mural will be located on the north facade of the building on a red brick wall. Next to the mural, the facade contains 65 bird and bat nests integrated in the brickwork. The mural will be placed in a recessed, in-built frame of 4,74 x 9,16m (w x h) on the upper part of the facade (11,2 m from the ground). **The dimensions and placement of**

the frame cannot be altered because it is already built and approved as such by the Municipality.

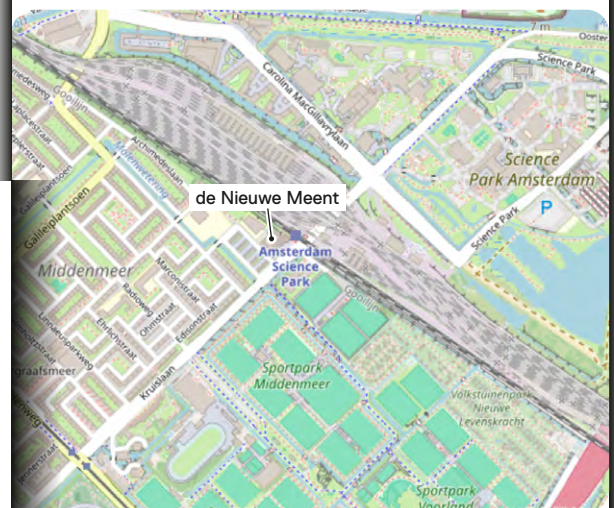
This position ensures visibility from Science Park Station and passing trains. No buildings will be constructed behind dNM, guaranteeing unobstructed visibility.

Immediate surroundings

Science Park Station primarily serves Amsterdam Science Park, a collaborative initiative of the University of Amsterdam, the municipality of Amsterdam and the Netherlands Organisation for Scientific Research (NWO). The campus features research institutions, university departments and companies working in the field of AI & Digital Innovation, Sustainability, Life sciences & (e) Health, and High-tech systems and materials.

The immediate surroundings also include Van Koetsveld-school, a primary school for children aged 4–12 with mild to severe intellectual disabilities or multiple disabilities, and Stek Oost, a residential complex offering housing to youth and refugees.

The wider neighborhood is primarily residential.



With this call we are looking for proposals with a **strong conceptual, poetic, and potentially political message, which reflects the principles of commons, community, co-governance, and equitable living at the heart of dNM**. The proposal can be visual, text-based, or feature a combination of visuals and text. We are interested in proposals that expand our idea of what a mural can be or who a mural artist is, and that open up the process of making the mural to a community-oriented, conceptual and relational approach,

allowing for elements to be integrated in dialogue with dNM during the development phase. Following the co-design methodologies through which dNM came to being, we welcome proposals that envision an experimental process of co-creation or dialogue with dNM, or potentially, with other relevant groups/communities in the immediate vicinity of the building.

1. Typology

- The final artwork may be text-based, visual, or combine text with visual elements. Abstract, conceptual, symbolic, or figurative approaches are equally possible.
- The conceptual and aesthetic clarity of the mural must remain legible at a distance.
- Proposals should show awareness of how text and visuals operate at an architectural scale and within a socio-political urban context.

2. Thematic Core

- The work must meaningfully engage the ideals of dNM: collectivity, shared resources, urban commons, solidarity, and community-led initiatives.
- Conceptual, experimental, and politically imaginative approaches are encouraged.

3. Participatory Approach

- Proposals must include a method of dialogue, co-creation, or participatory exchange with the dNM community, and optionally, with other relevant groups in the immediate vicinity (e.g., youth center, school).
- Elements created with or by the community may be incorporated into the final work, or artists may propose a process-based engagement.

4. Audience & Visibility

- Primary viewers are train passengers, requiring the artwork to be highly legible, visually coherent, and impactful from afar.

5. Technical Requirements

- Weather-resistant, UV-stable materials must be used to ensure a lifespan of 5–10 years. Support on this will be offered during the development phase..
- The design must utilize the specifications of the existing back facade “frame” of 4,74 x 9,16m (b x h) standing at 11,2m from the ground. Technical drawings and pictures are provided in the appendix.
- Execution will be carried out with the support of (or by) a professional mural painter, if needed.

How to apply

Please submit a single PDF containing:

1. A draft proposal using the specifications of the existing mural frame (see attached technical drawing) including a visual render or mock-up.
2. A short outline (max. 500 words) explaining:
 - A description of your idea and how it responds to dNM's values, architectural context, and aims of the open call.
 - How the idea can be further developed, and what support you foresee (for example an indication of whether you require typographic or graphic design support).
 - How you envision community engagement, including which stakeholders might be relevant.
3. A CV and/or portfolio demonstrating the connection between your practice and the spirit of the project.
4. A preliminary outline of how you would use the development budget (optional).

Before compiling your application, please make sure to take a careful look at the enclosed appendix containing a technical drawing and various photographs of the building.

Submission format: 1 PDF, max. 10 pages, max. 10MB
File naming: Surname_TitleOfProposal_dNM-Mural.pdf
Upload your PDF to the following Dropbox folder:
dropbox.com/request/iO5v0IY7wekKxSdXPlxj
Deadline: June 1st 2026, 00:00hr (CET).
If you have problems with the upload, send your submission to dnm.mural@proton.me

Who can apply

Applications are welcome from practitioners in any discipline, including but not limited to: visual artists, writers, poets, activists, designers, architects, typographers, and interdisciplinary practitioners. Duos (e.g. writer + graphic designer), collectives, and non-traditional formations are eligible. However, the budget for the development phase remains the same.

Previous experience with mural-making is not required. A professional mural painter will be hired to support execution if needed.

In line with dNM's mission of diversity and inclusion, priority will be given to applicants from marginalized backgrounds, including but not limited to BIPOC, queer, trans, Disabled, and non-binary practitioners, and those whose practices reflect lived experience with the politics of commons, community, or housing rights.

Selection process

4/6

- A committee consisting of representatives of dNM, the cultural institutions coalition, and Time to Access will select three shortlisted proposals.
- The three shortlisted applicants will receive a development budget of €600 to refine the proposal through dialogue with dNM or other local interlocutors. Shortlisted artists will also receive an orientation session and site visit.
- The final selection will be based on feasibility, conceptual strength, clarity of message, and alignment with dNM's values, with priority given to the perspective of the dNM community as a whole.
- The selected proposal must also be approved by Stadscuratorium, the municipal advisory body for public art.
- Please note that the execution of the mural is contingent on securing external funding. Fundraising will be undertaken after the final selection.

Timeline

- Info meetings and site visits:
 - 18th April 2026, 17hr (CET)
 - 8th May 2026, 19.30hr (CET)at Woonruimte Coöperatief/Noon Coffee Culture, Kruislaan 259A, 1098SH Amsterdam
- Open call deadline: 1st June 2026, 00:00hr (CET)
- Interviews: beginning of July 2026*
- Selection of three shortlisted proposals: July 2026
- Full proposal deadline: Mid-November 2026*
- Project selection: Mid-December 2026*
- Fundraising: approx. 5 months
- Execution: May/June 2027

* exact date TBC

Please note that the timeline may shift depending on municipal approval and fundraising outcomes.

Financial arrangements

The execution of the mural is dependent on securing funding via grant applications submitted in January/February 2027. **If funding is not secured, the project cannot proceed to execution.**

Compensation

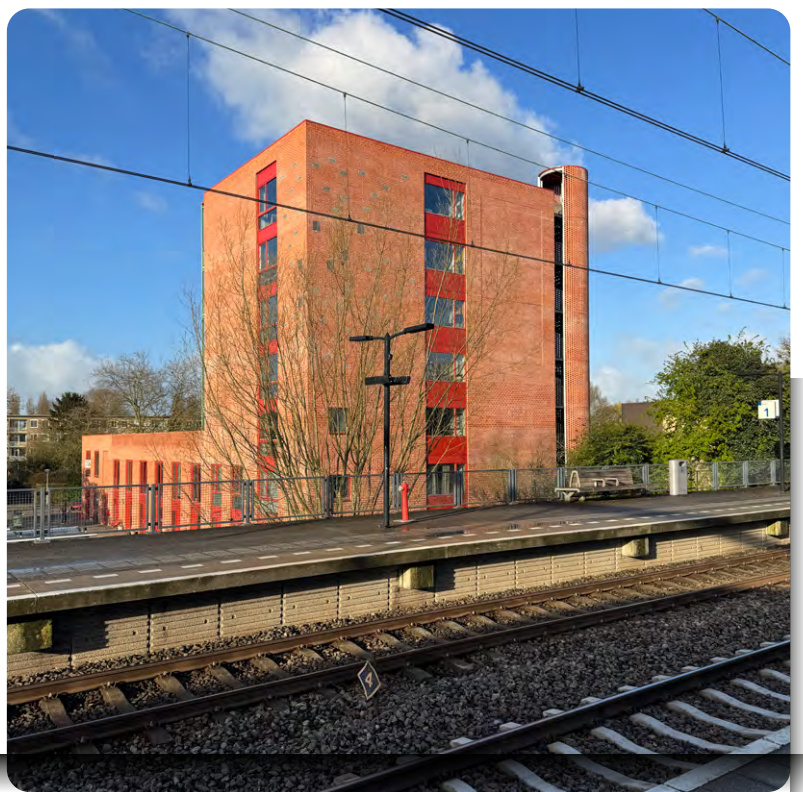
- The three shortlisted artists will receive €600 for the development phase.
- Final artist fees and production costs will be confirmed upon selection and will be formalized in a contract following the sector's guidelines.

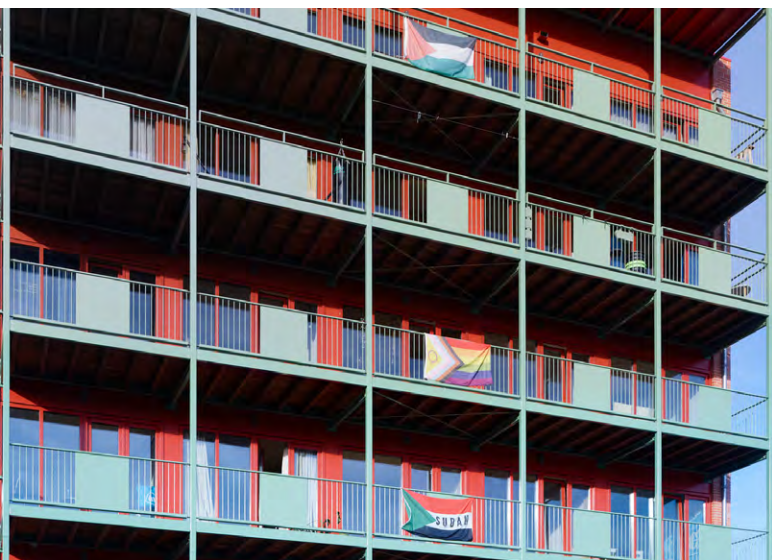
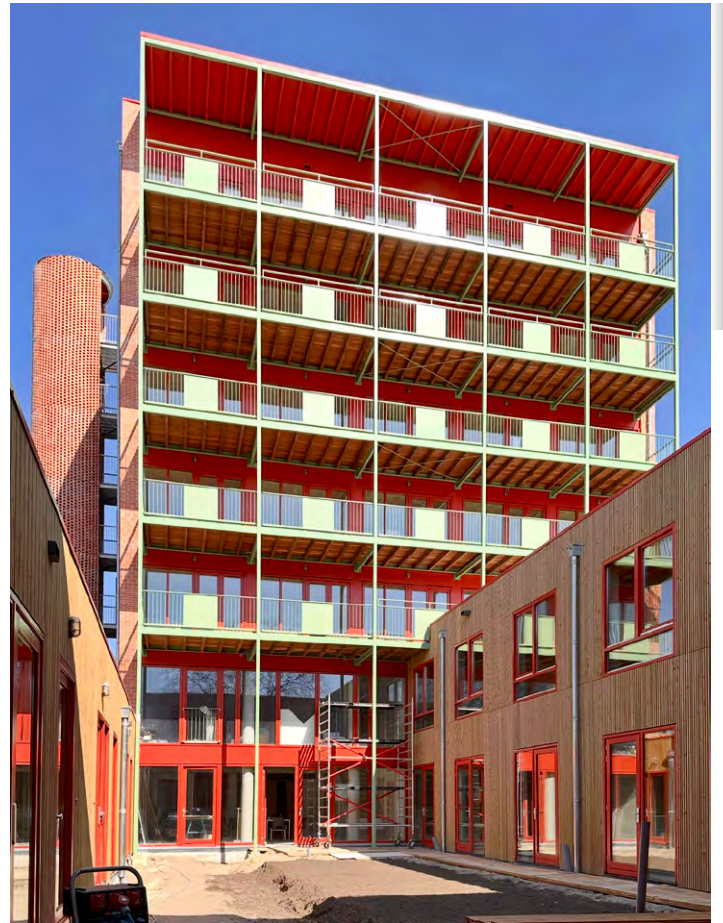


1. ← North facade of de Nieuwe Meent, where the mural is located
↓ View from Science Park Station

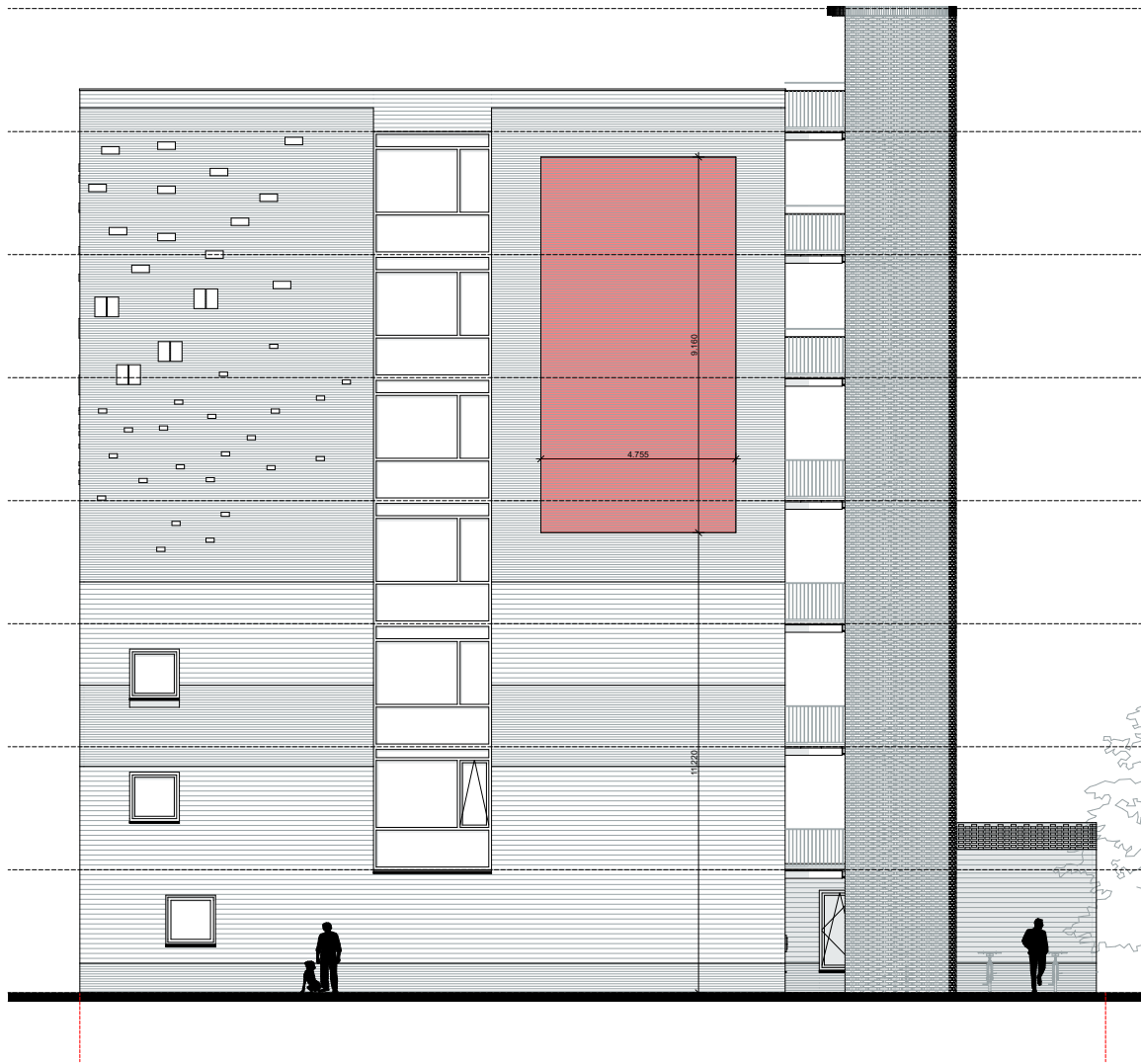


2. View of dNM from the Middenmeer area
ph. Ruben Dario Kleimeer

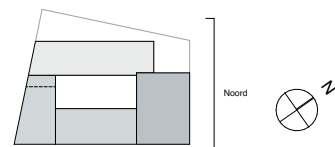




3. dNM, views of the building
ph. Ruben Dario Kleimeer



4. Technical plan of the North facade of dNM, where the mural is located.



5. Building specifications



red paint
(window frames)
RAL 3016
RGB 166, 61, 48



green paint
(balconies)
RAL 6021
RGB 138, 152, 119



double format bricks
200 x 100 x 110 mm

wallon format bricks
200 x 100 x 50 mm



wood cladding in spruce
(patio facades)
allowed to grey naturally