

# IRACUN

Presentation EUWSE

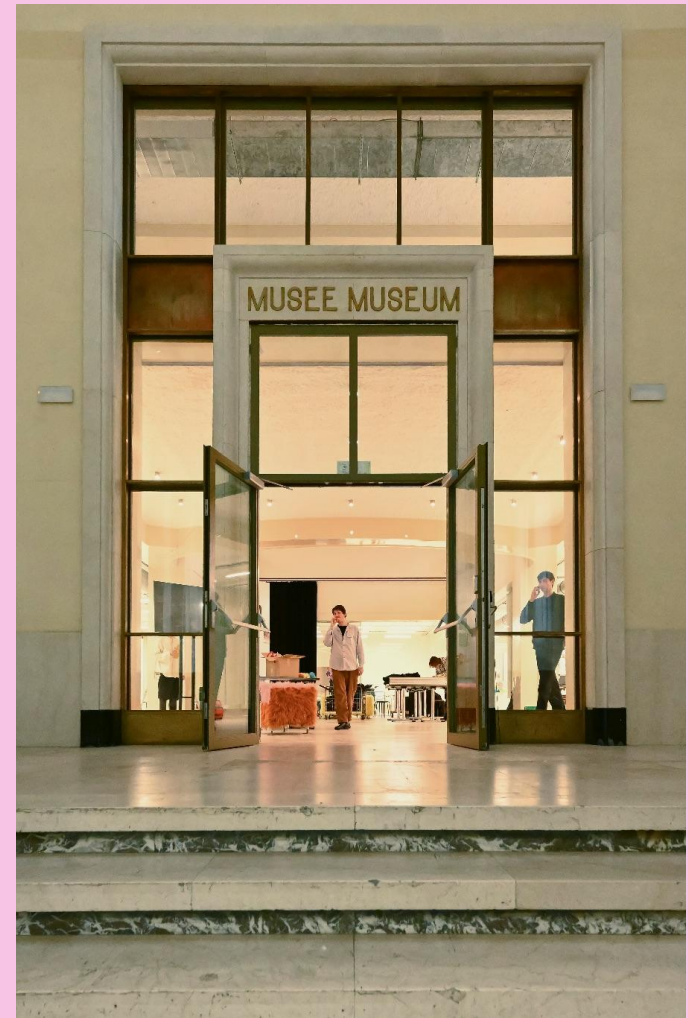
## WHERE IS TRACK?

**TRACK is located in the North Station, at the location of the former train museum**



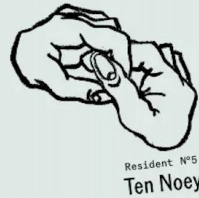
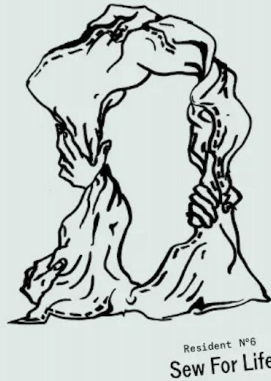
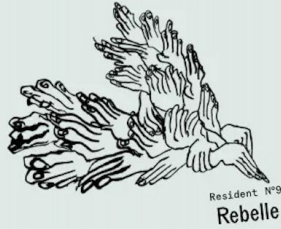
# WHAT IS TRACK?

**TRACK** is a *space* for events and a breeding ground for socially-oriented organizations and businesses in Brussels' North Station. At TRACK creation, education and economic integration are placed central.



# TRACK RESIDENTS

<https://www.track.brussels/en-eu/residents>



# THE SPACE

**Before we could turn the dream of TRACK into reality, we first had to carry out essential renovation works on the former railway museum in the Northern Station, which had been out of use for over 15 years.**



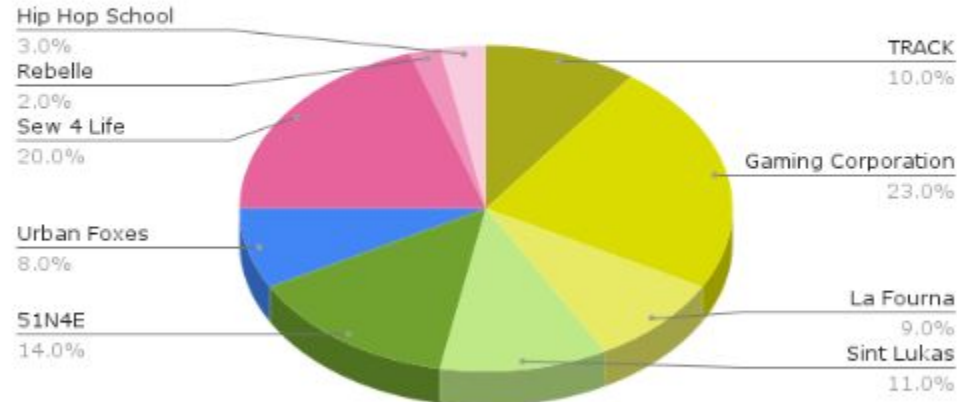


# THE SPACE



# WHAT HAPPENS AT TRACK? - Resident Activities

PERCENTAGE OF USE BY RESIDENT (2024)



# WHAT HAPPENS AT TRACK? - Resident Activities

Event N°46

Literary Café

|                |              |
|----------------|--------------|
| <u>Rebelle</u> | Sep 11, 2024 |
|                | 19:30h       |

TRACK

Public

Event N°42

Workshop  
'Sustainable Expression'

|                     |        |
|---------------------|--------|
| <u>Sew For Life</u> | Sunday |
|                     | 13:00h |

Public

Workshop

Event N°5

Work Session  
#BXNord

|                |                                  |
|----------------|----------------------------------|
| <u>#BXNord</u> | Every Monday,<br>Every Wednesday |
|                | 17:00h                           |

TRACK

Public

#Bxnord

Education



# WHAT HAPPENS AT TRACK? - Resident Activities

Event N°27

## La Fournà Public Lunch

La Fournà

Friday

12:00h - 15:00h

TRACK front space

Public

Food

La Fournà

Community



Every  
Friday



This entrance of the  
station is closed  
often don't  
making the street  
more unsafe  
(~ longer blind  
ride)



Februari  
Opening  
TRACK







**Juni  
Workshop  
Duurzame  
expressive  
Sew4Life**



Juni  
Supper  
club









Oktober  
Trick&Treat  
Ten Noey Sint  
Joost



Spaggett  
islag  
TRACK



December  
Alter workshop  
en discussie  
51N4E





December  
Tribu North  
Sew for life x  
Caming corp



# WHAT HAPPENS AT TRACK? - Commercial Events

|                               |              |
|-------------------------------|--------------|
| Event N°36                    |              |
| visit.brussels<br>Awards 2024 |              |
| visit.brussels                | Apr 25, 2024 |
|                               | 09:00h       |
| TRACK                         |              |
| Private                       |              |

|                                                                                  |                 |
|----------------------------------------------------------------------------------|-----------------|
| Event N°35                                                                       |                 |
| Free Play?!<br>Children and<br>young people in<br>poverty and their<br>free time |                 |
| Demos                                                                            | Apr 24, 2024    |
|                                                                                  | 09:00h - 15:00h |
| TRACK                                                                            |                 |
| Private                                                                          |                 |

|                                        |              |
|----------------------------------------|--------------|
| Event N°37                             |              |
| Bruss-it XL<br>Conference 2024         |              |
| Vlaamse<br>eenschapscommissie<br>(VGC) | May 14, 2024 |
|                                        | 12:00h       |
| TRACK                                  |              |
| Public                                 |              |

# WHAT HAPPENS AT TRACK? - Commercial Events

MONTHLY TRENDS IN RESIDENTIAL AND COMMERCIAL ACTIVITY (2024)



# WHAT HAPPENS AT TRACK? - Paid Events







MAY  
Bruss'it  
Conferen  
tie



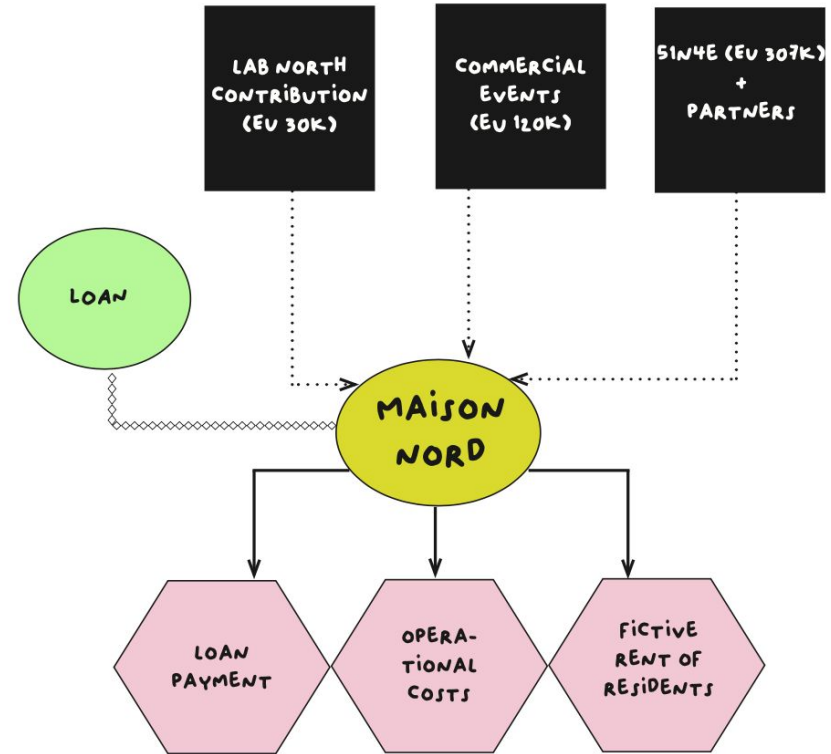
May  
Visit  
Brussels  
Awards

# FINANCIAL MODEL

TRACK received funding from 'Broedplekken' for  $\frac{1}{4}$  of the costs the renovation works of the space. For the other  $\frac{3}{4}$  we have a loan with the bank.

TRACK's income is coming largely from the rent of the space to 51N4E and the organisation of commercial events. Through this model we can offer the use of our spaces to our socio-cultural residents without costs for them.

The timeshare at TRACK is split in 50% for socio-cultural organisations, 50% for commercial events. (Within these commercial events, a lot of events by external social and cultural organisation are hosted as well, at a reduced tariff)



# HOW DO WE ORGANISE OURSELVES?

- **Weekly:** the TRACK team gets together once a week and is responsible for the day to day operation of the space.
- **Residents Meeting:** monthly meeting with all residents to discuss agenda possible synergies between activities of partners, practicalities,...
- **Working groups:** Every resident that has monthly activities in TRACK is asked to participate in one of them: Financing and sponsorship or Residents and governance.



# HOW DO WE ORGANISE OURSELVES?

## SKEDDA LAUNCH

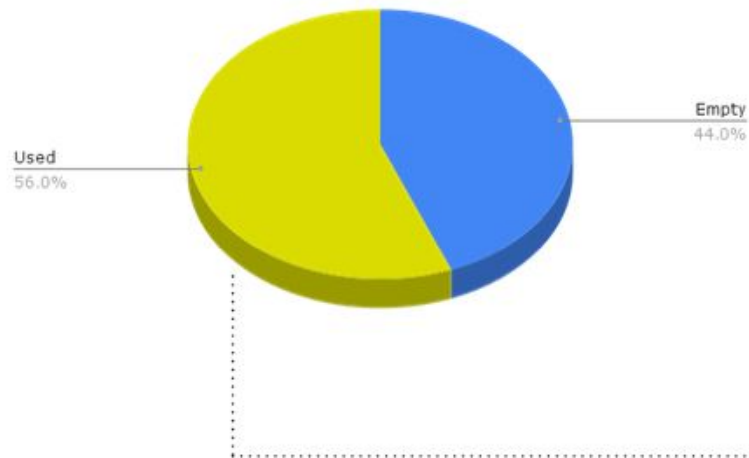
A good shared agenda is indispensable when you are setting up a space sharing system. We gave all our partners access to Skedda allowing them to book in their activities in real time and access the overview of all that is happening in TRACK. Our major challenge here was to learn which types of activities can take place at the same time, or in other words to which extent the space can be shared. As well as to combine the social agenda with commercial events and reach a workable balance.

# HOW DO WE ORGANISE OURSELVES?

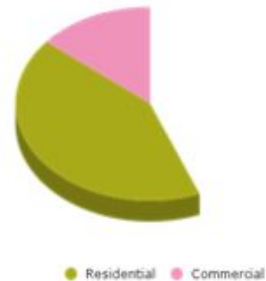
| Day Month Grid List Map < > SEPTEMBER 2025 |                                                                                            |                                                                                                                                                                                                                                         |                                                                                                                                                                     |                                                                                                                                                                                |                                              |                                              | SPACE TAGS                                                                                                                                                                |
|--------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MA 1 SEP                                   | DI 2                                                                                       | WO 3                                                                                                                                                                                                                                    | DO 4                                                                                                                                                                | VR 5                                                                                                                                                                           | ZA 6                                         | ZO 7                                         |                                                                                                                                                                           |
|                                            |                                                                                            | ● 08:00 Pauline Omnes: Event with jsch...                                                                                                                                                                                               | ● 09:00 Freek Persyn (51N4E): Workshop;<br>● 09:00 Mickaël Minghetti: NZL<br>● 14:30 Marta Petrov (51N4E): Tirana pr...<br>● 16:00 Serafina Van Godtsenhoven (TR... | ● 09:00 events , (TRACK); RADIO 1                                                                                                                                              |                                              | ● 10:00 Ismail Al Mokhlis (BXNord): Ateli... |                                                                                                                                                                           |
| 8                                          | 9                                                                                          | WO 10                                                                                                                                                                                                                                   | 11                                                                                                                                                                  | 12                                                                                                                                                                             | 13                                           | 14                                           |                                                                                                                                                                           |
|                                            | ● 13:30 Ismail Al Mokhlis (BXNord)                                                         |                                                                                                                                                                                                                                         | ● 09:00 Serafina Van Godtsenhoven (TR...<br>● 09:00 Mickaël Minghetti: 402 Simonis ...<br>● 10:00 Emma Bourguignon: visit<br>● 10:00 Emma Bourguignon: visit        | ● 09:00 Jitse Massant (51N4E): A_OPP...<br>● 09:30 Andrii Shcherbina (51N4E / TRA...<br>● 11:00 Andrii Shcherbina (51N4E / TRA...<br>● 16:30 Andrii Shcherbina (51N4E / TRA... | ● 12:00 Ismail Al Mokhlis (BXNord): GC...    |                                              |                                                                                                                                                                           |
| 15                                         | 16                                                                                         | 17                                                                                                                                                                                                                                      | 18                                                                                                                                                                  | 19                                                                                                                                                                             | 20                                           | 21                                           |                                                                                                                                                                           |
| ● 09:00 Bram Dewolfs (Urban Foxes): M...   | ● 09:00 Mickaël Minghetti: 402 Simonis                                                     |                                                                                                                                                                                                                                         | ● 09:00 Nicolas Cartilier (Witlof): confirm...                                                                                                                      |                                                                                                                                                                                | ● 15:00 Bram Dewolfs (Urban Foxes): R...     |                                              |                                                                                                                                                                           |
| 22                                         | 23                                                                                         | 24                                                                                                                                                                                                                                      | 25                                                                                                                                                                  | 26                                                                                                                                                                             | 27                                           | 28                                           |                                                                                                                                                                           |
|                                            | ● 08:00 Nicolas Cartilier (Witlof): confirm...<br>● 16:00 Pauline Omnes: Screening Anne... |                                                                                                                                                                                                                                         | ● 09:00 events , (TRACK): confirmed. N...<br>● 09:00 Mickaël Minghetti: 402 Simonis ...<br>● 09:00 Nicolas Cartilier (Witlof): confirm...                           | ● 07:45 Nicolas Cartilier (Witlof): confirm...                                                                                                                                 | ● 08:00 events , (TRACK): option. bel ref... |                                              |                                                                                                                                                                           |
| 29                                         | 30                                                                                         | 1 OKT                                                                                                                                                                                                                                   | 2                                                                                                                                                                   | 3                                                                                                                                                                              | 4                                            | 5                                            |                                                                                                                                                                           |
| ● 08:00 Reine Vanhaeren (Rebelle VZW)...   |                                                                                            |                                                                                                                                                                                                                                         | ● 08:00 confirmed. TRACK_MBRELLA...<br>● 16:30 Emma Bourguignon: presentation<br>● 16:30 Emma Bourguignon: presentation                                             |                                                                                                                                                                                |                                              |                                              |                                                                                                                                                                           |
|                                            |                                                                                            |                                                                                                                                                                                                                                         |                                                                                                                                                                     |                                                                                                                                                                                |                                              |                                              |   |
| TRACK                                      | SYSTEM ADMIN MODE                                                                          | Powered by  AllBooked   <a href="#">Support</a>   <a href="#">Status</a>   <a href="#">Terms</a>   <a href="#">Privacy</a>   <a href="#">Updates</a> |                                                                                                                                                                     |                                                                                                                                                                                |                                              |                                              |                                                                                                                                                                           |

# HOW DO WE ORGANISE OURSELVES?

PERCENTAGE OF USED AND EMPTY SPACE (2024)



PERCENTAGE OF RESIDENTIAL AND COMMERCIAL USE (2024)



# SYNERGIES AND COLLABORATION

## SHARING OPPORTUNITIES

In 2023 Urban Foxes launched the DURF call. This was a funding program for projects aimed at strengthening the use of Dutch among young people. The proposals were selected by a youth jury. One of our other residents, La Fournia, learned of the opportunity through sharing this information in the resident meeting and entered a proposal: teaching youth from asylum centers Dutch through cooking workshops. The proposal was selected and throughout the whole year different workshops took place at TRACK, as well as in the Sint Franciscus park over summer.





# SYNERGIES AND COLLABORATION

## SHARING KNOWLEDGE

In this unique workshop, the young participants from Gaming Corporation joined Ftouma and her students from Sew for Life to dive into the fundamentals of color theory. Together, they explored how colors interact, influence perception, and create visual harmony—skills that the Gaming Corporation students could later apply in their study of digital design and gaming. This unexpected collaboration highlighted how principles from textile and fashion design can seamlessly translate into the digital world, fostering a creative exchange between two seemingly different disciplines.



# SYNERGIES AND COLLABORATION

## JOINING FORCES ON PROJECTS

This summer Team Josée (Ten Noey, Bib Joske and the cultural department of Sint Josse) launched another edition of their summer program 'Camping Josée'. For this edition they set foot in the Sint Franciscuspark, a few streets removed from TRACK. Alter, a collective within 51N4E helped out with the construction of the bar, whereas La Fournia and Gaming Corporation both held a few workshops on site, making this a very joyfull example of TRACK residents collaboration outside of TRACK's walls!



## **WHAT'S NEXT?**

**TRACK began as a collaboration between 8 organisations based in Brussels' Northern Quarter. Now that we have laid the foundations for our project, we want to expand our network into the neighbourhood by fostering collaborations with other local actors.**

## WHAT'S NEXT?

**We want to continue to deepen our embeddedness in the neighbourhood. TRACK wants to become a node in the neighbourhood, but more importantly to offer a program that is relevant for the different people residing around.**



## **WHAT'S NEXT?**

**We are preparing a growfunding campaign that will be launched mid October. We want to be able to fund more time to include more organisations and expand our program.**

# IRACUN

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[www.track.brussels](http://www.track.brussels)

Don't hesitate to contact us for a visit!