

**Dear Broerstraat community,**

It is an immense joy to welcome you to TEDxBroerstraat 2026.

When we chose to name our event after the beautiful, bustling Broerstraat, it wasn't just about location. It was about everything this street has represented over centuries. Broerstraat is where ideas have passed from one generation to the next, where students from all corners of the world crossed paths with one another to carve out new beginnings, where Groningen's academic and cultural heartbeat has quietly pulsed for decades. It holds a memory of its own, one that has been built by every person who has ever walked on it.

As a team of students who have poured months of work, hopes, late-night calls, and endless love into this initiative, we want our event to feel like that too.

When you walk through our doors, we want you to feel welcomed immediately; not as an attendee, but as part of a community we care deeply about. We want you to see yourself and the community you have built to be reflected in every corner of the room. We want you to leave our conference with something new: a perspective, a story, a feeling, an idea you didn't expect to gain.

To us, our theme, *Memory*, reaches far beyond nostalgia. It is about how we carry our experiences, how we learn from them, and how we build futures shaped by what we choose to remember. It lives in our cultures, our identities, our technology, our institutions, and in the quiet moments that make us who we are.

Hence, we want you to walk out with a renewed sense of gratitude for this city, for the people around you, and for the incredible privilege of being part of a place where knowledge and memory continue to grow endlessly.

TEDxBroerstraat is meant to be something more than a conference, and greater than an experience. It is a space for connection, comfort, curiosity, and community. A space where you can feel at home, even while you're learning something entirely new. A space built by students who simply wanted to give Groningen something meaningful, grand, something that lasts for years to come.

We cannot wait to welcome you with open arms.

With endless love and warmth,

**The TEDxBroerstraat 2026 Board**



Marta



Yeva Amman