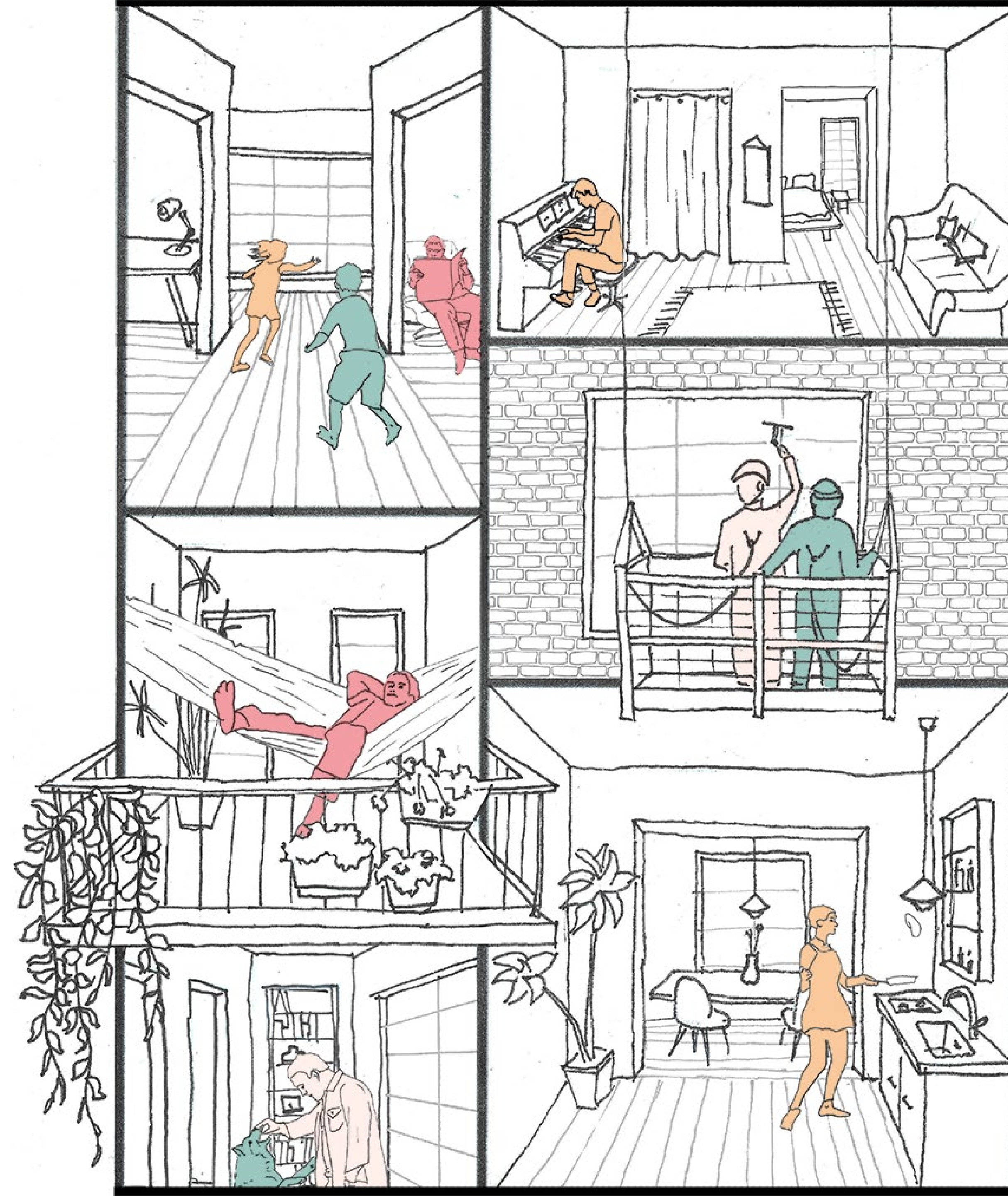


SOCIAAL & EIGEN IN MOOI MOKUM

SOCIAL & PERSONAL IN MOOI MOKUM

Maarten Verheij

Harald Mooij
Robbert Guis
Elina Karanastasi



CONTENTS

research: **standardisation & versatility**

design system

design: **social & personal**

reflecting



RESEARCH

STANDARDISATION & VERSATILITY

The workers (...) see an attack on their personality, on their freedom, on their humanness in the dreaded monotony of the endless rows of the same houses; through this kind of habitation one becomes a herd animal, the slavish treated, the dependent one."

Hendrik Petrus Berlage, 1918

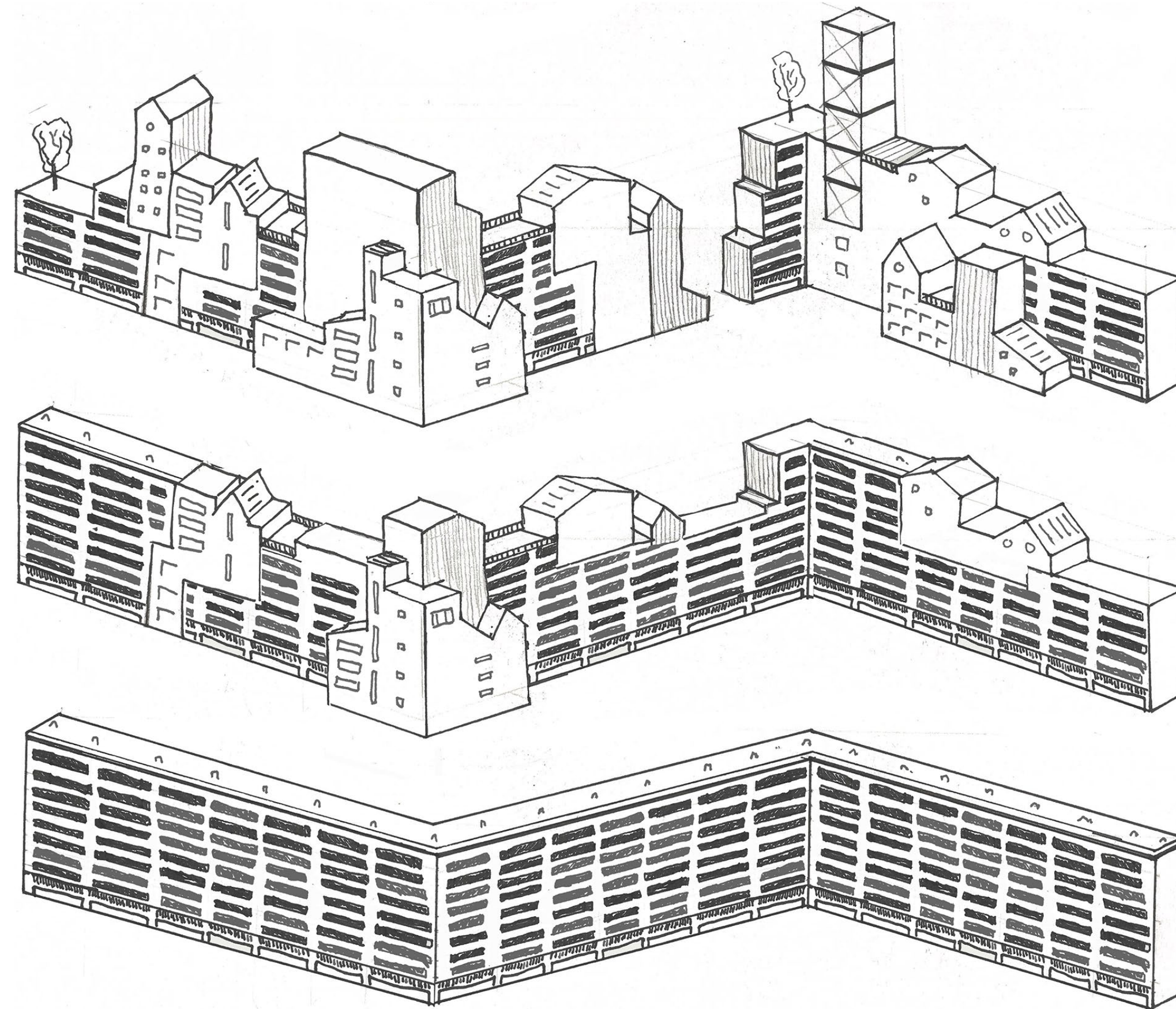
research:
problem statement



research:

problem statement

There is an unwanted lack of architectural diversity and individual living style and freedom, caused by a strong focus on standardisation and its benefits.



research:

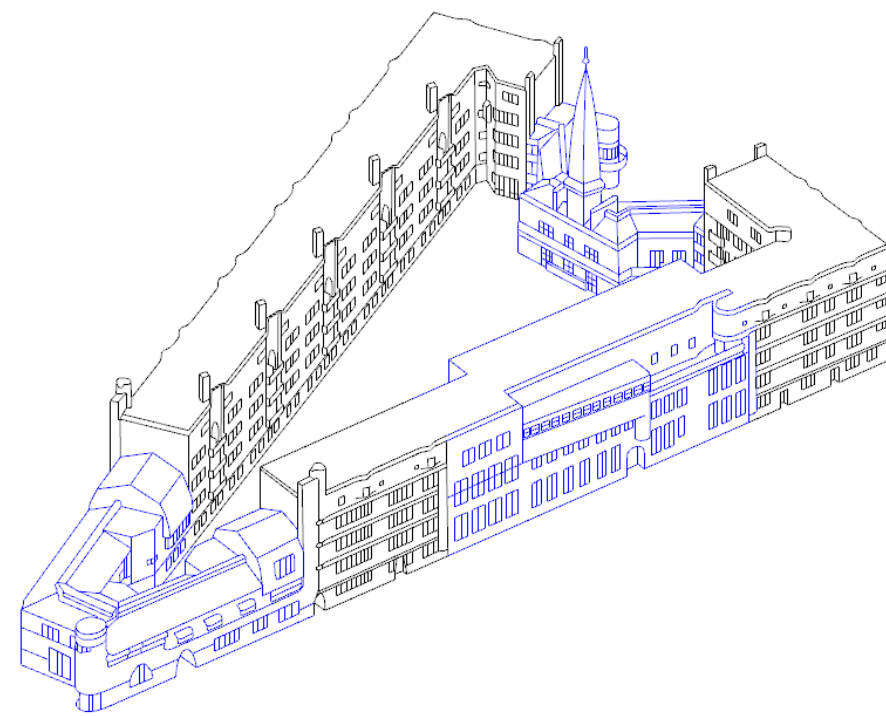
research questions

“How can a large-scale social housing complex with standardised elements still be versatile?”

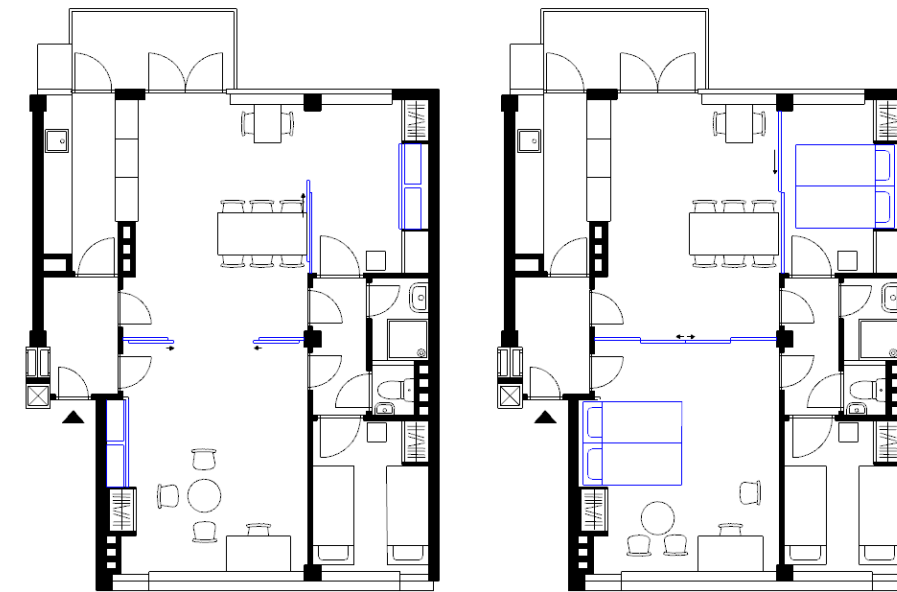
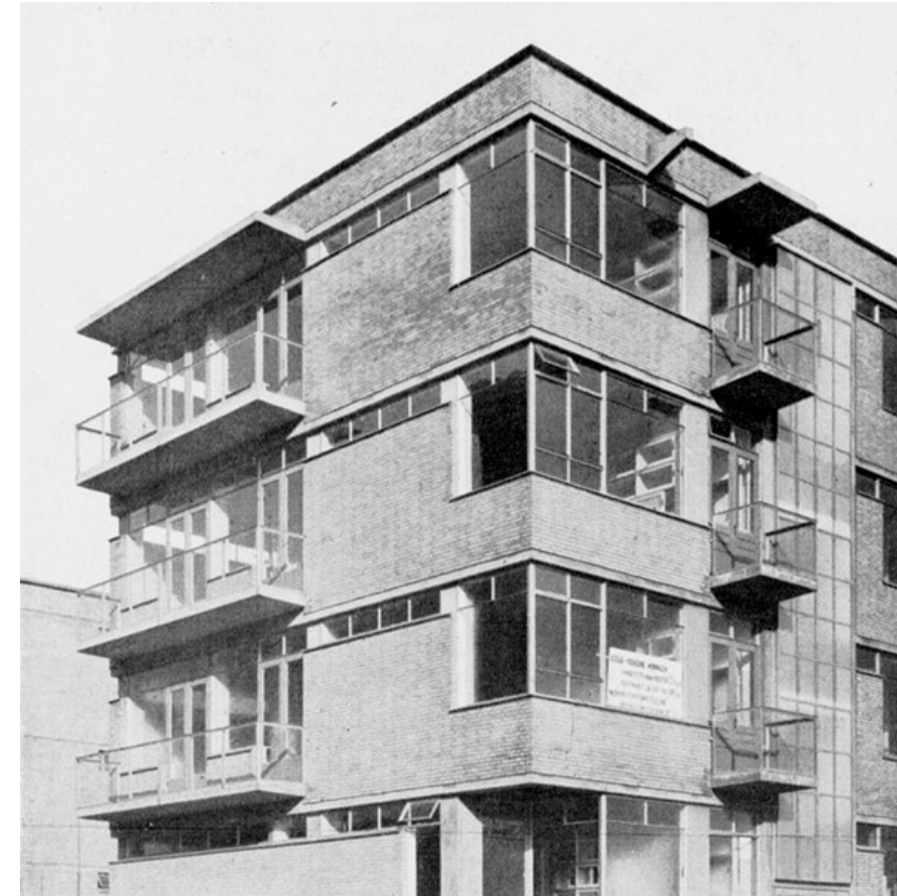
1. desirable elements of standardisation?
2. cohesive, yet visually and spatially diverse?
3. individual styles of living?
4. oppose/strengthen?

research: case studies

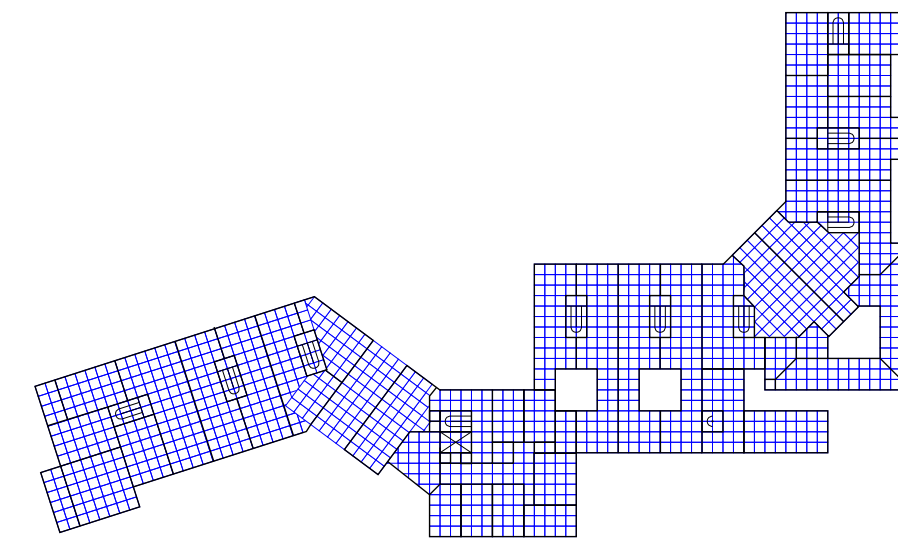
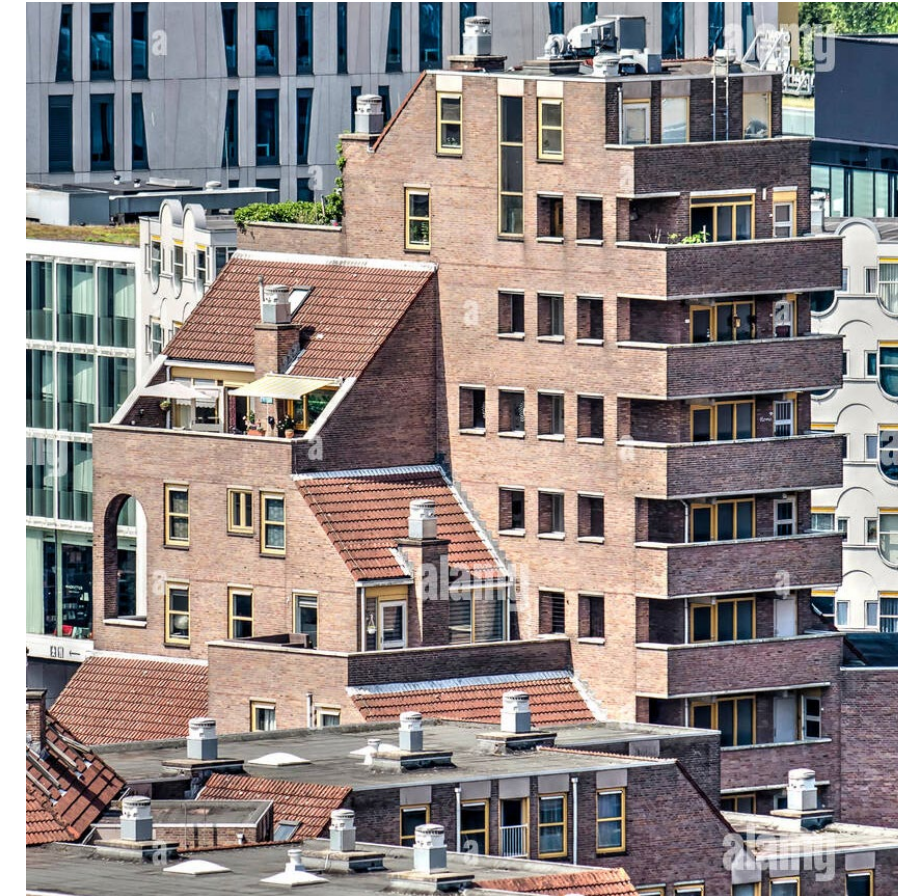
Michel de Klerk (1919). 't Schip.
Amsterdam.



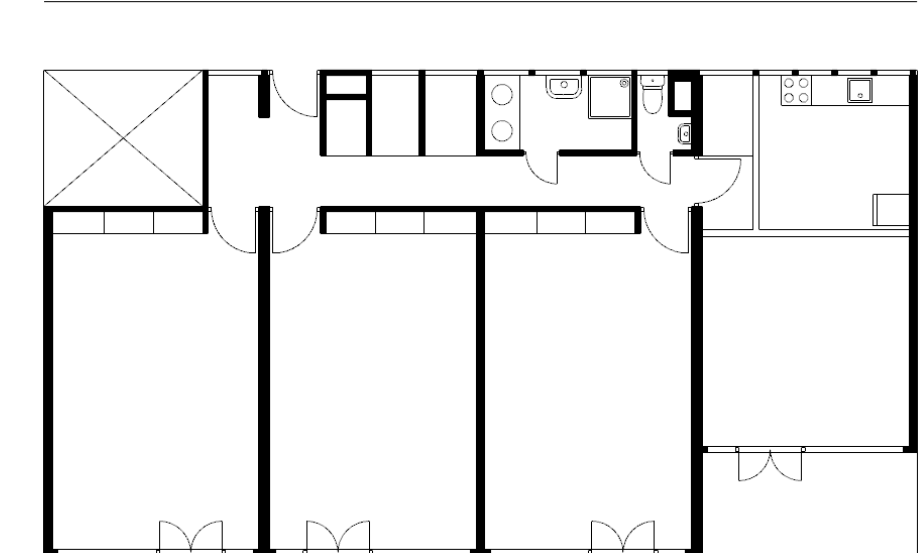
Jo van den Broek (1934). De
Eendracht. Rotterdam.



Piet Blom (1984). Stadsvernieuwing
Spaansekade. Rotterdam.



Mecanoo (1985). Kruisplein.
Rotterdam.



research: case studies

Hans Kollhoff & Christian Rapp
(1994). Piraeus. Amsterdam.



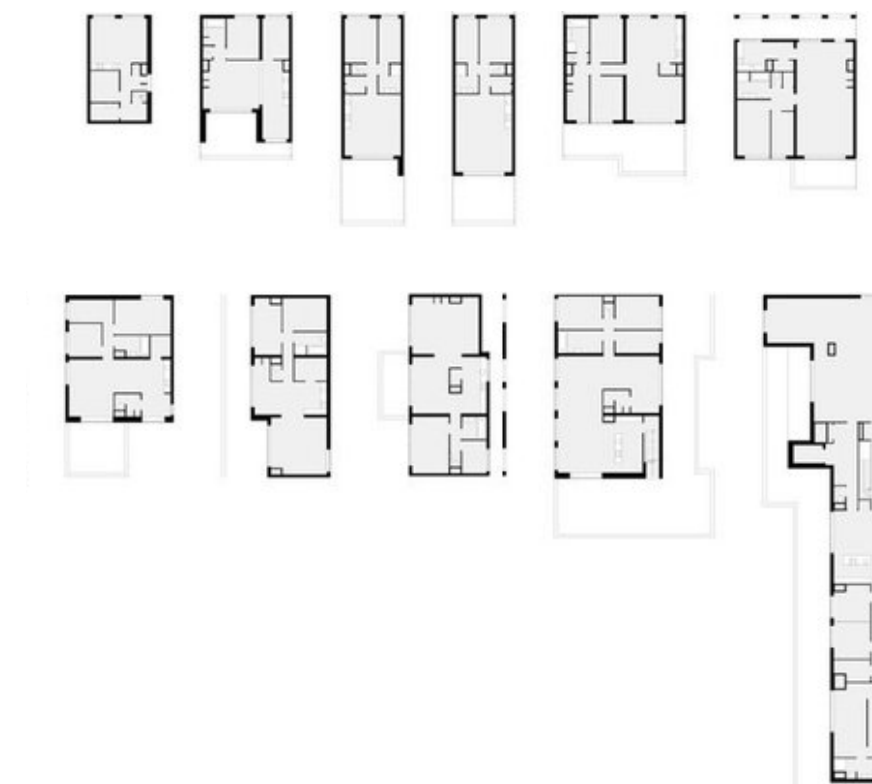
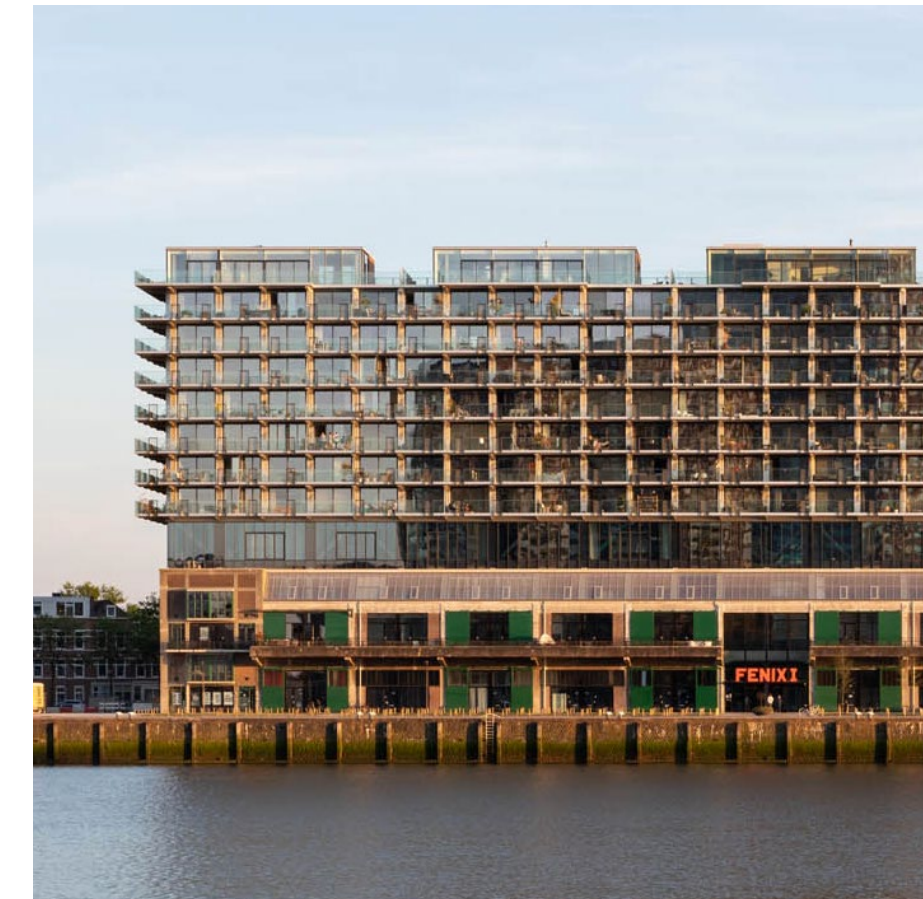
AAUI (2005). De Zilvervloot.
Dordrecht.



VMX Architects (2010). Ithaka.
Almere.



MEI architects and planners
(2019). Fenix I. Rotterdam.



research:
design goals

standardisation goals

versatility goals

affordability

**aesthetic
coherence**

**spatial/visual
variety**

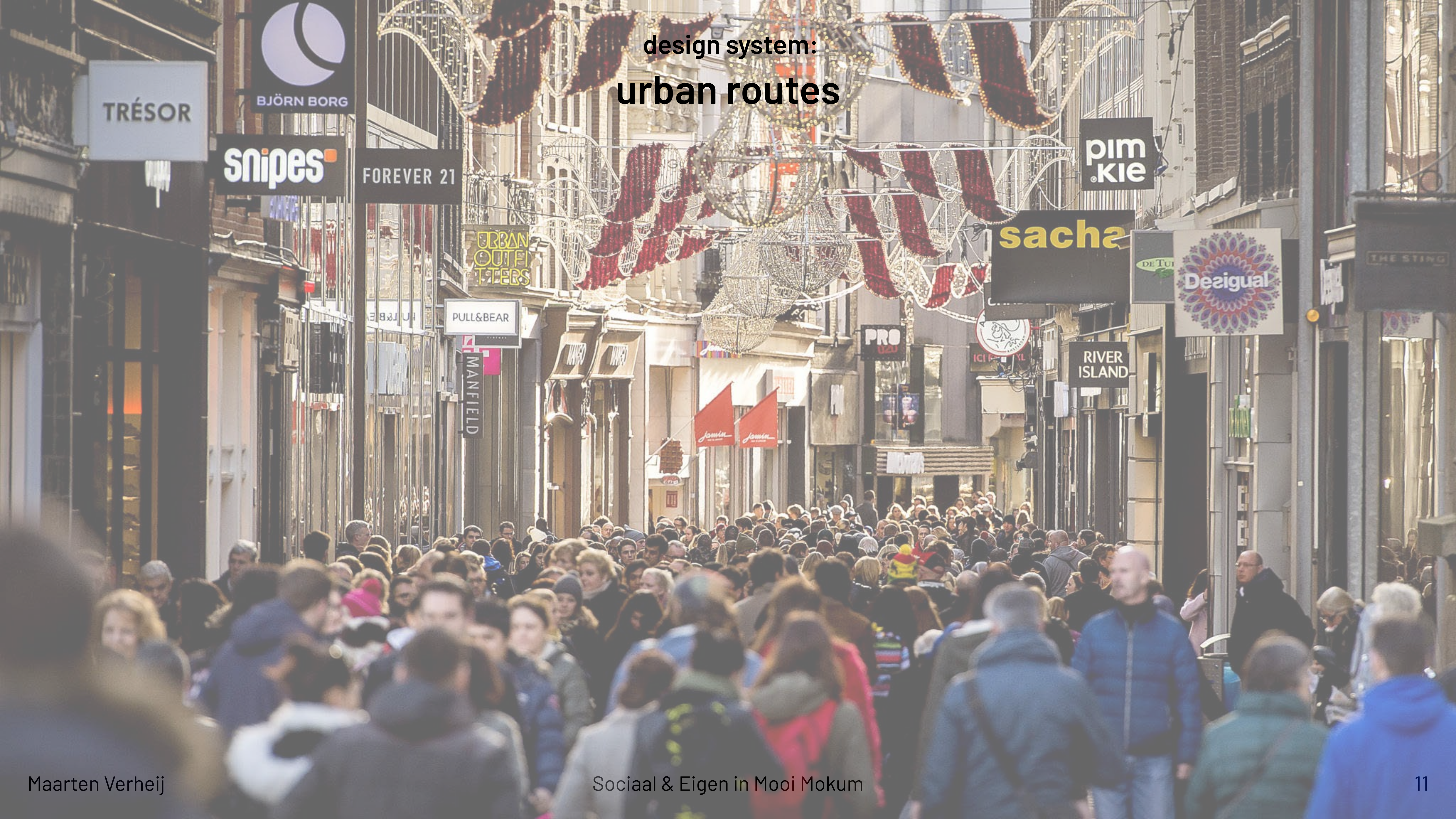
**individual
styles of living**

**mass
production**

circularity

**diversity of
households**

design system:
urban routes



design system:
urban routes



design system:
urban routes

TRÉSOR



snipes

FOREVER 21

pim
kie

URBAN
OUTFITTERS

sacha



PULL&BEAR

MANFIELD

PRO
U2

RIVER
ISLAND

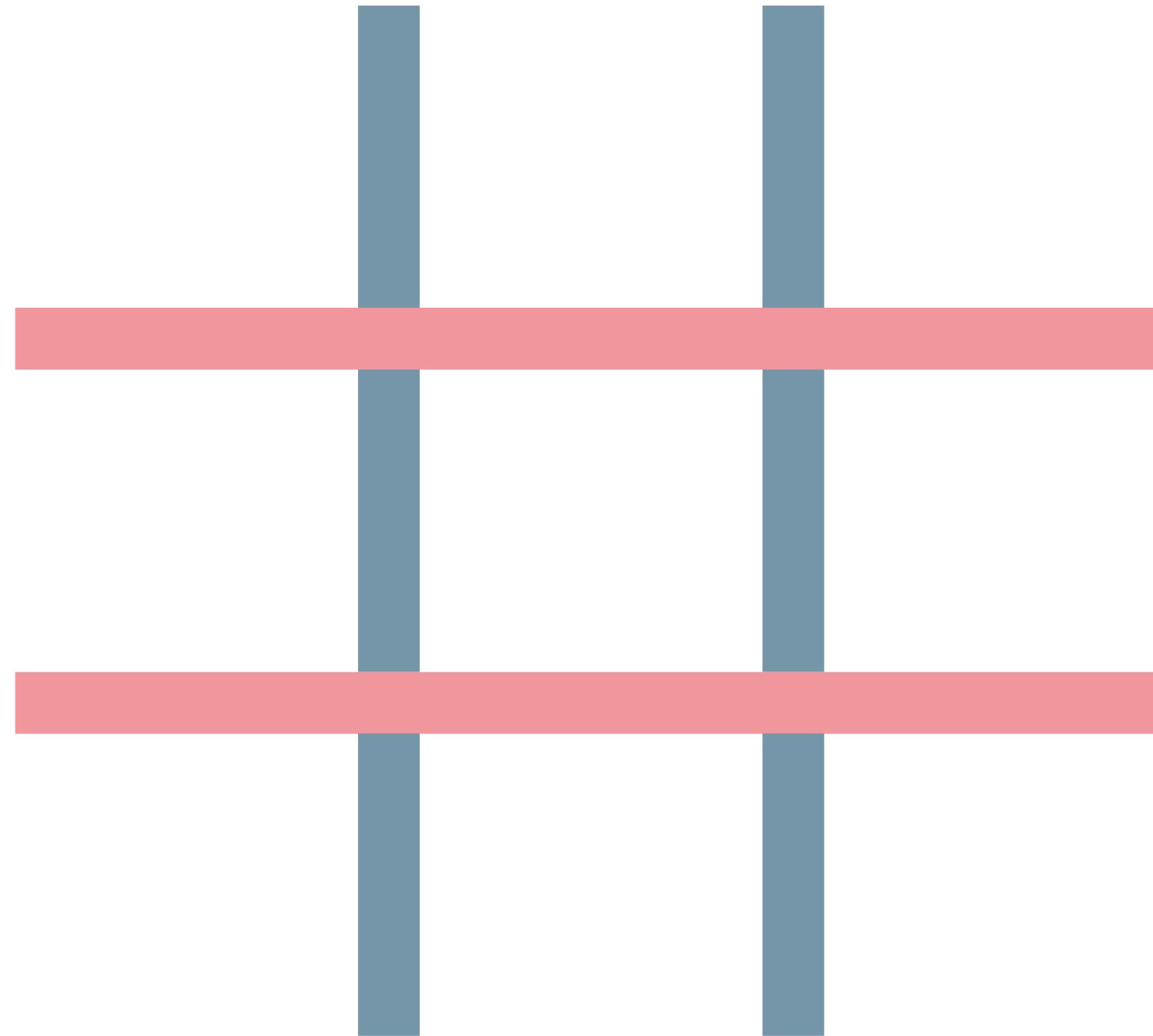


design system:
urban routes

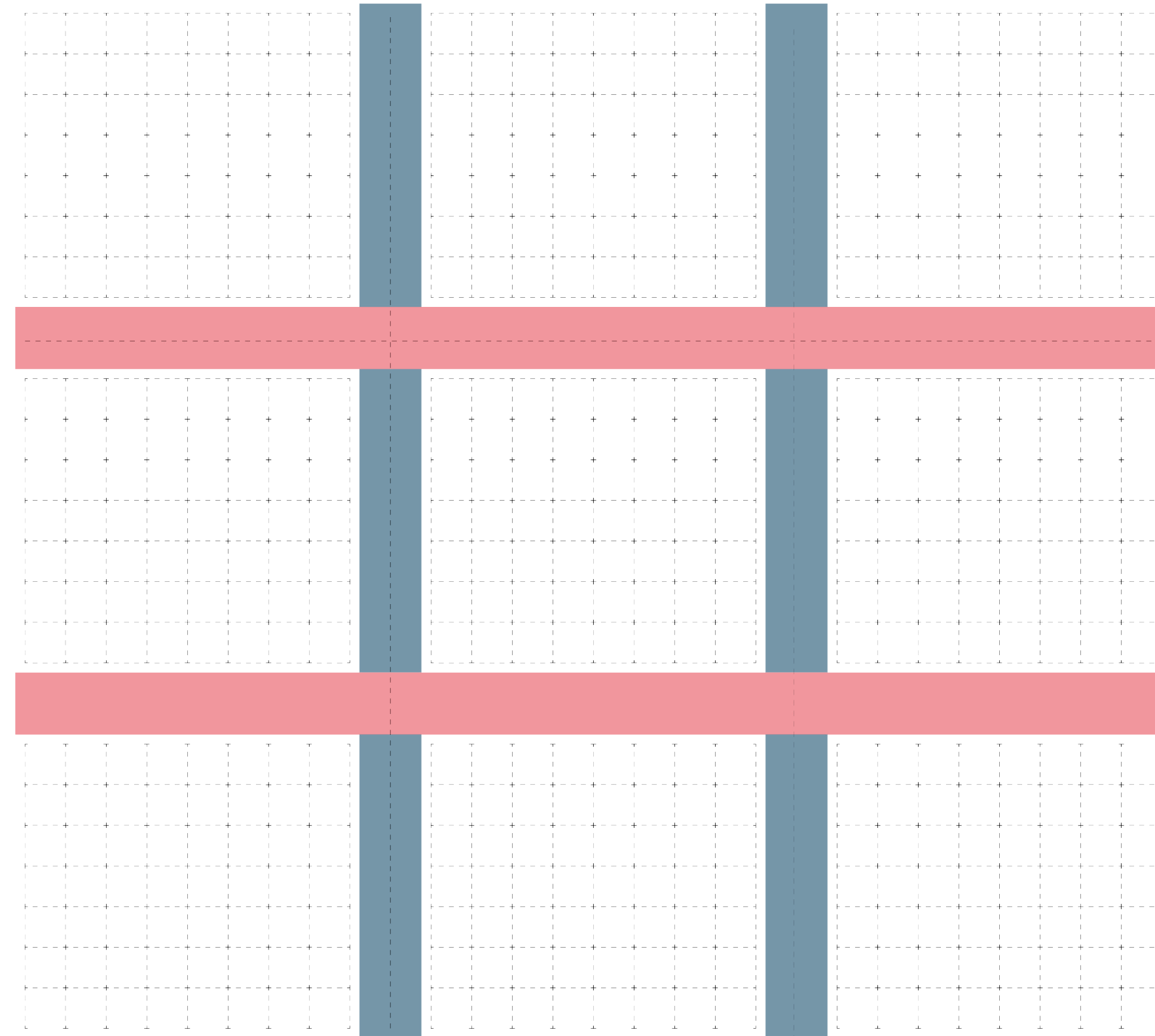
design system:
urban routes

design system:
urban routes

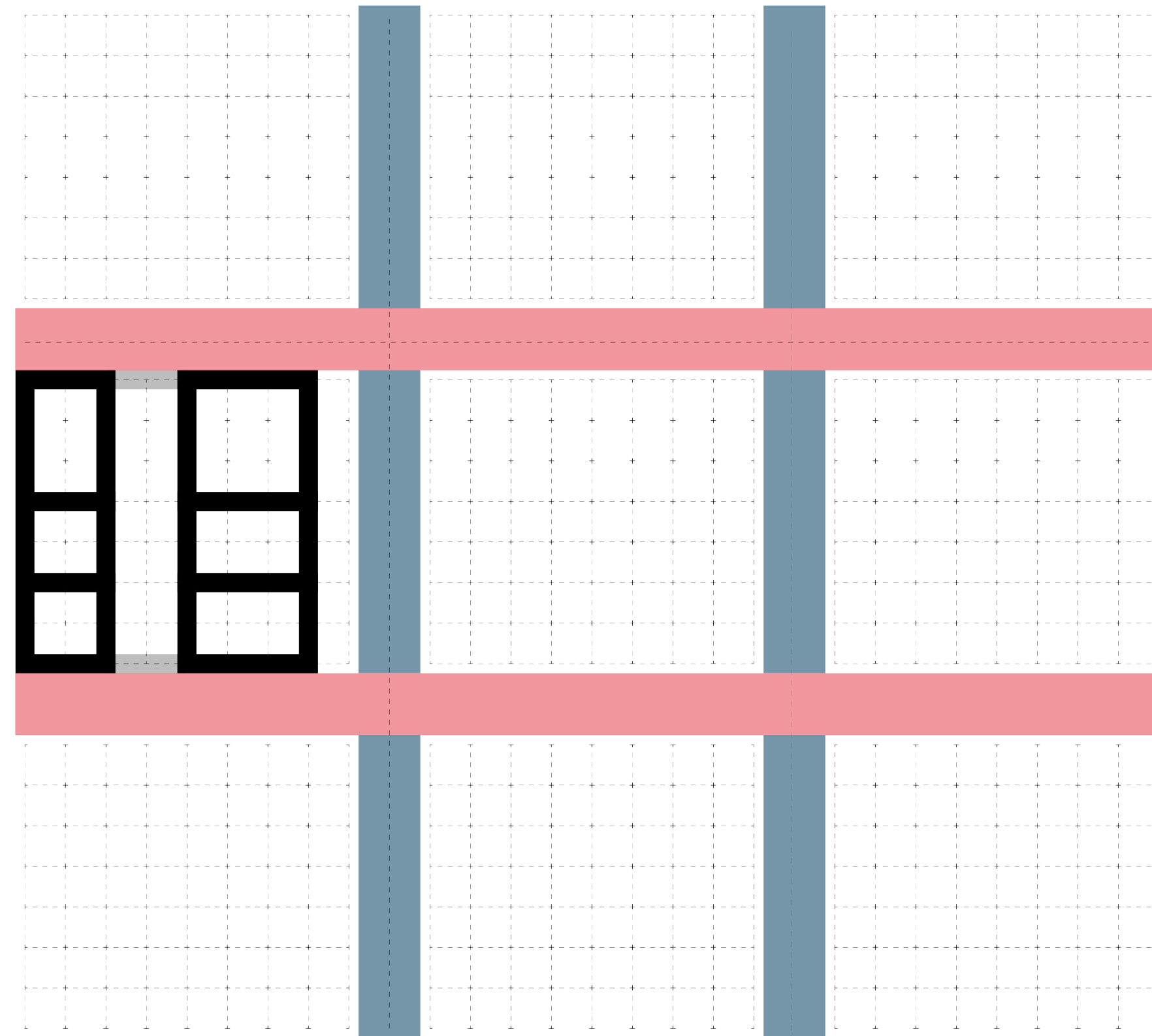
design system:
urban routes



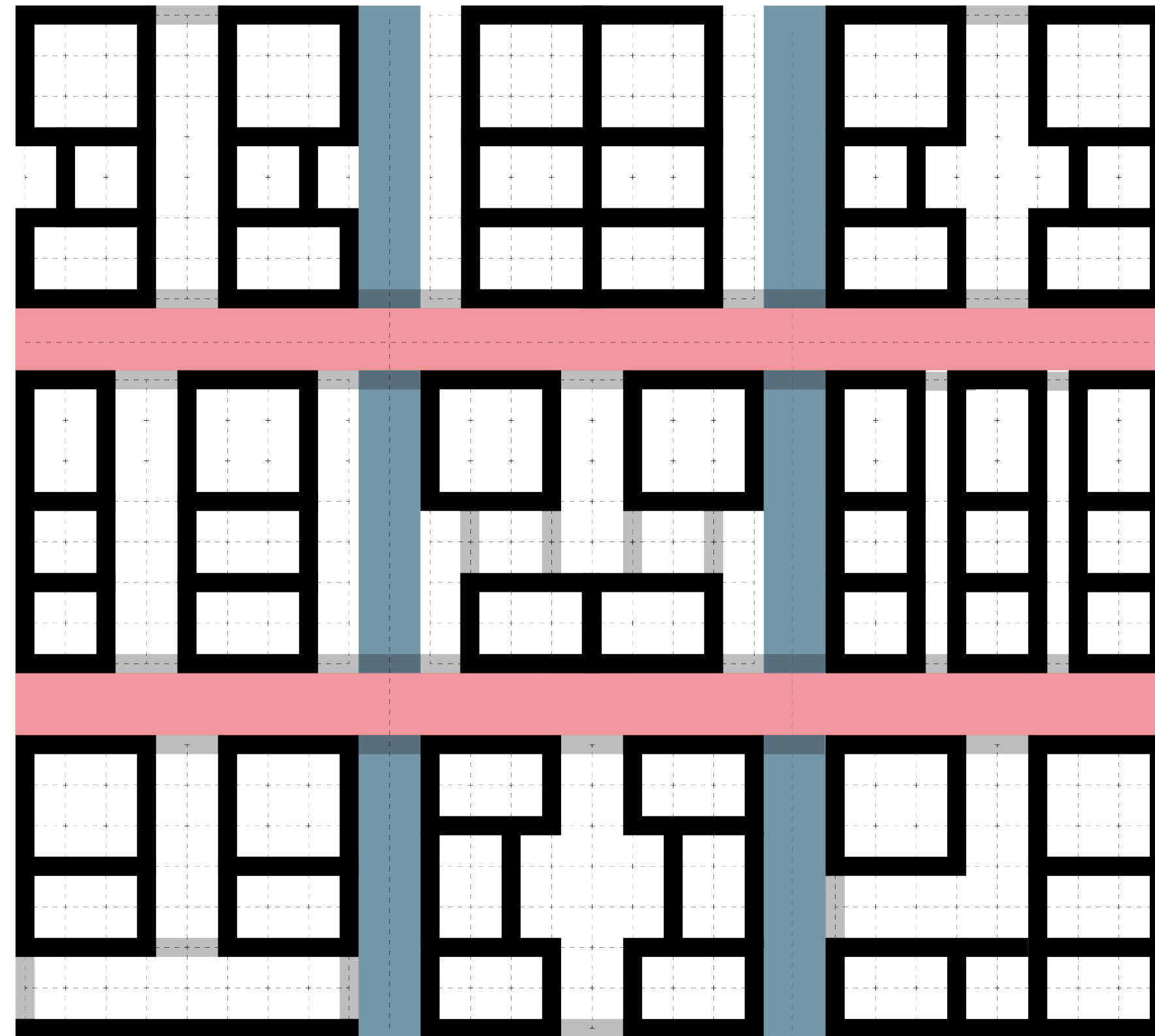
design system:
urban routes



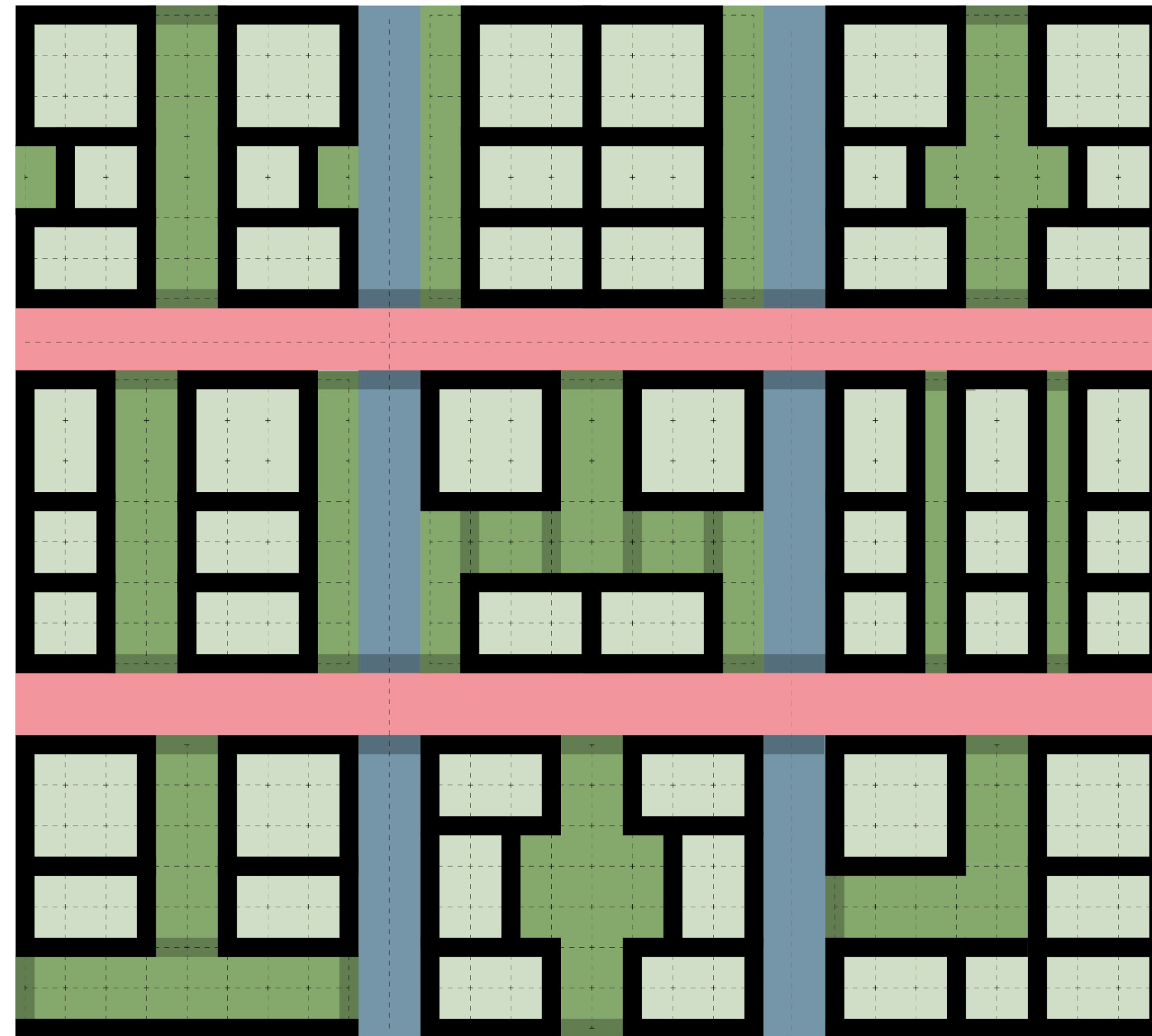
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urban routes



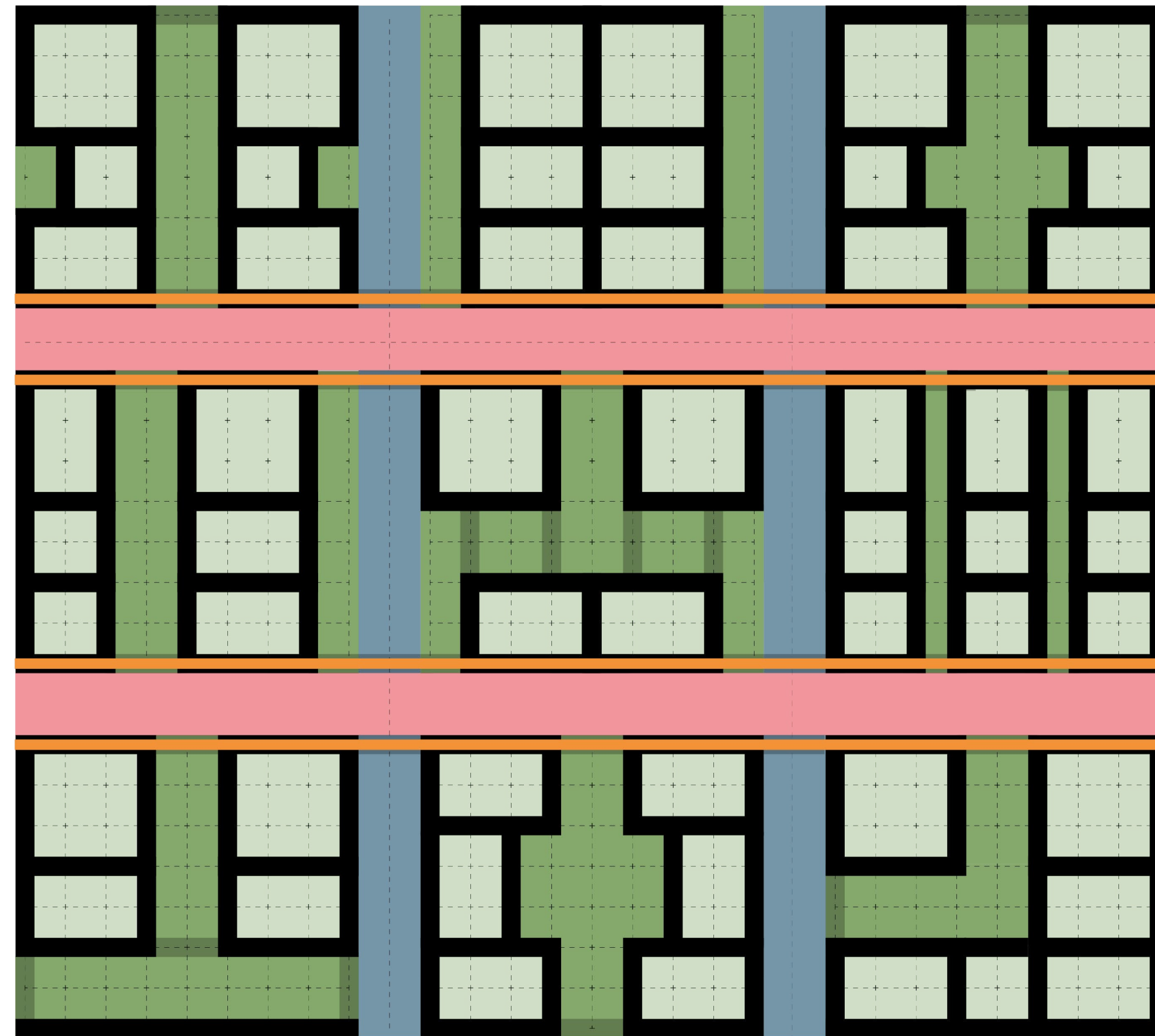
design system:
urban routes



design system:
urban routes

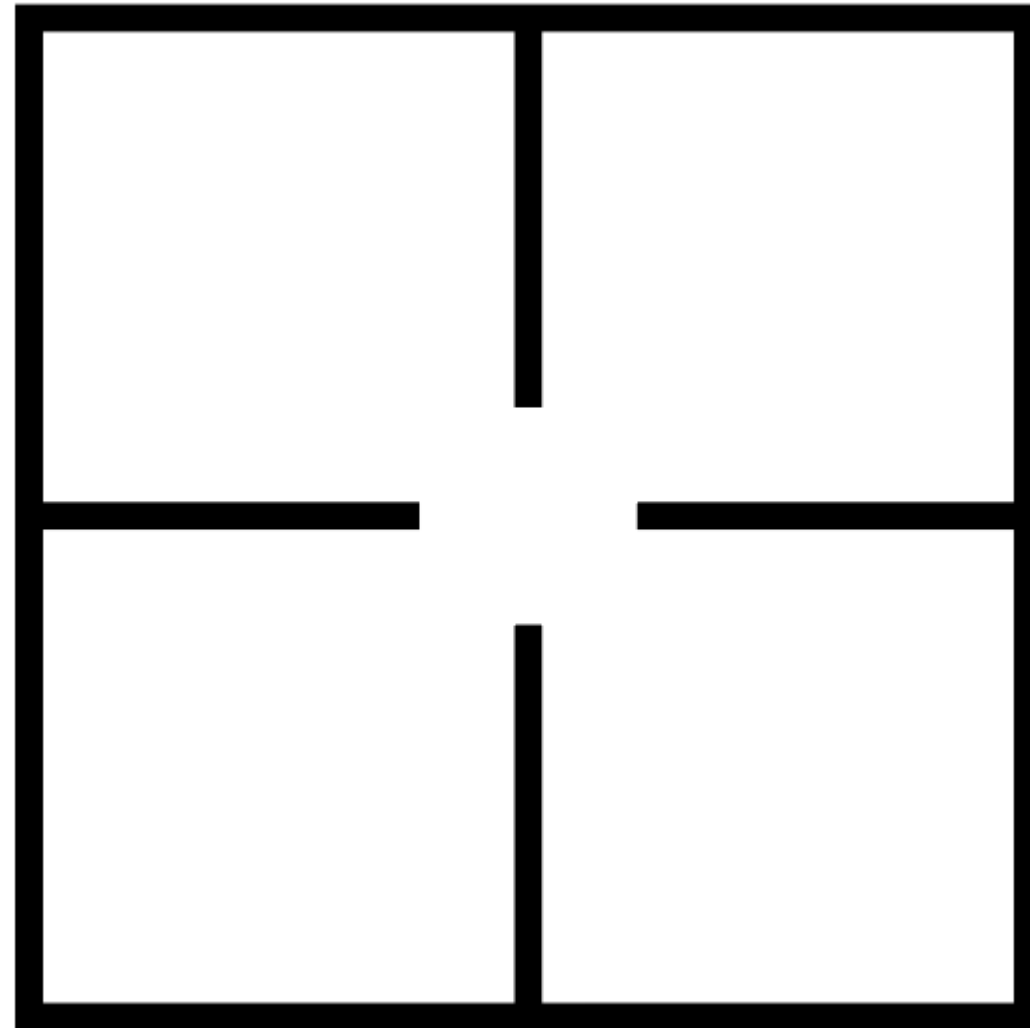


design system:
urban routes

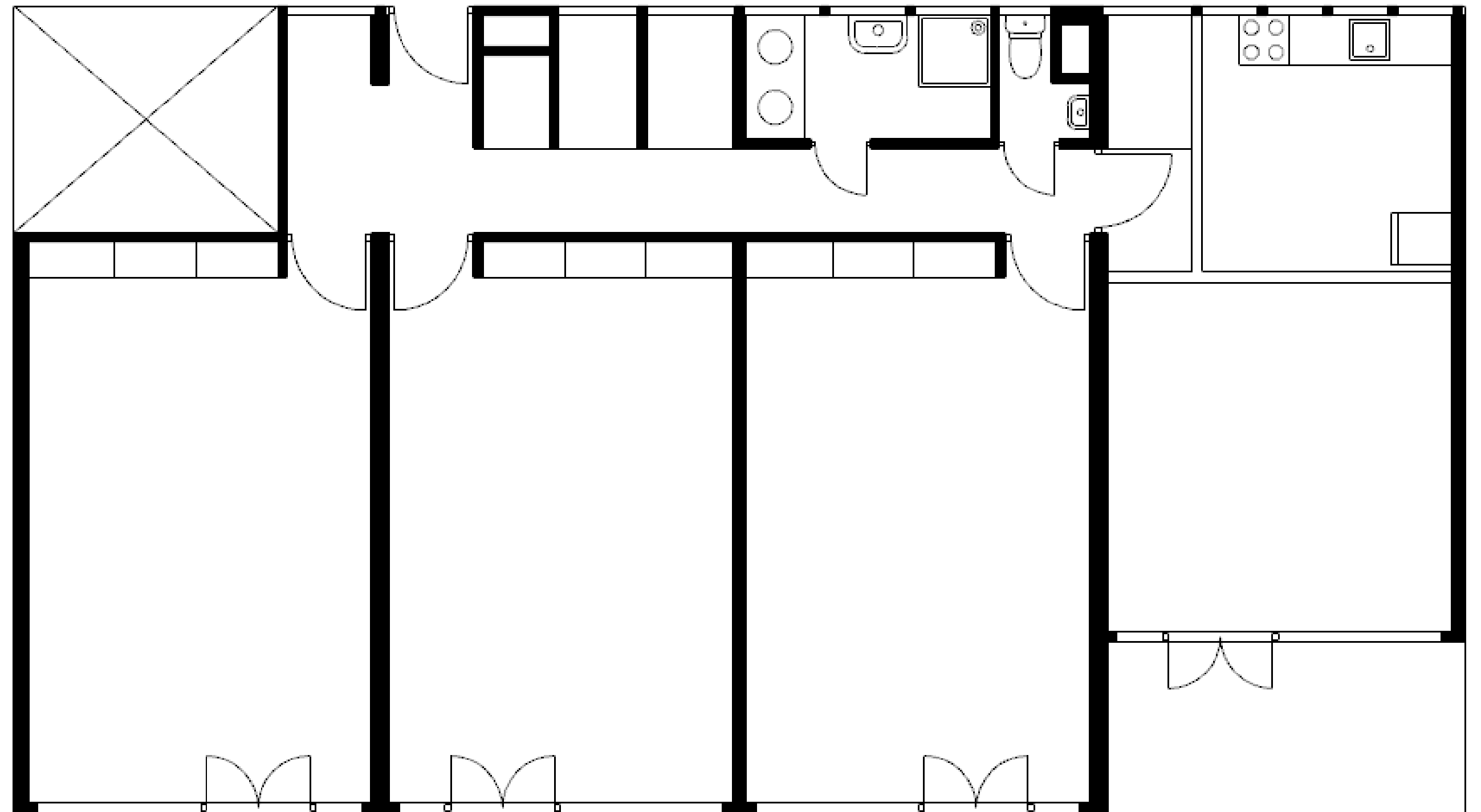


design system:
building structure

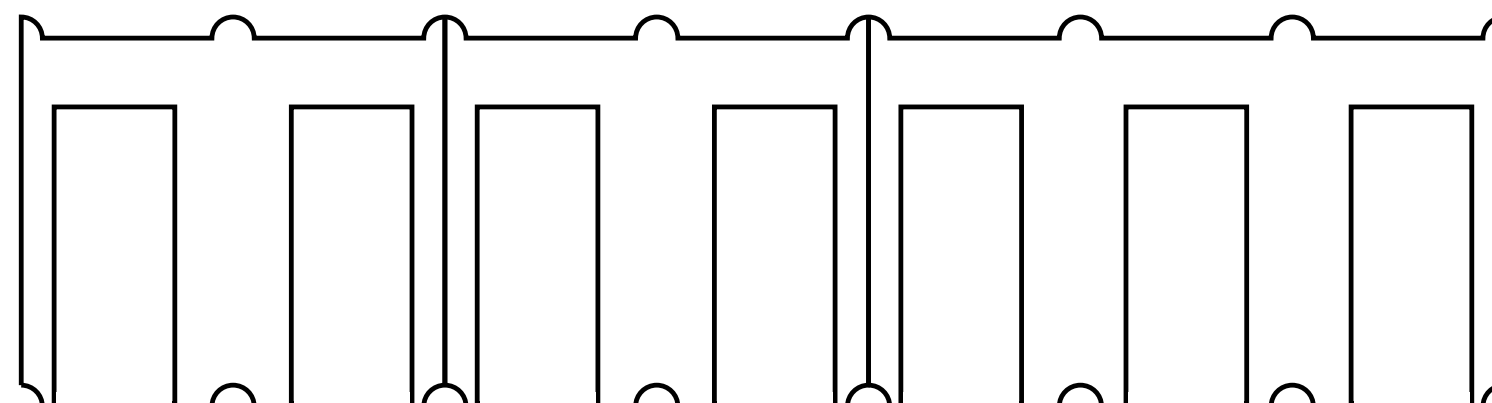
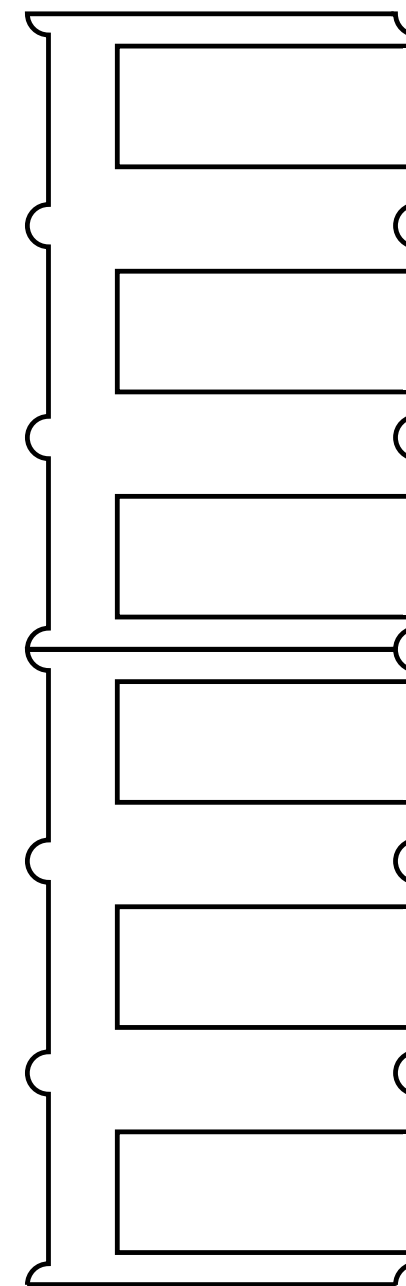
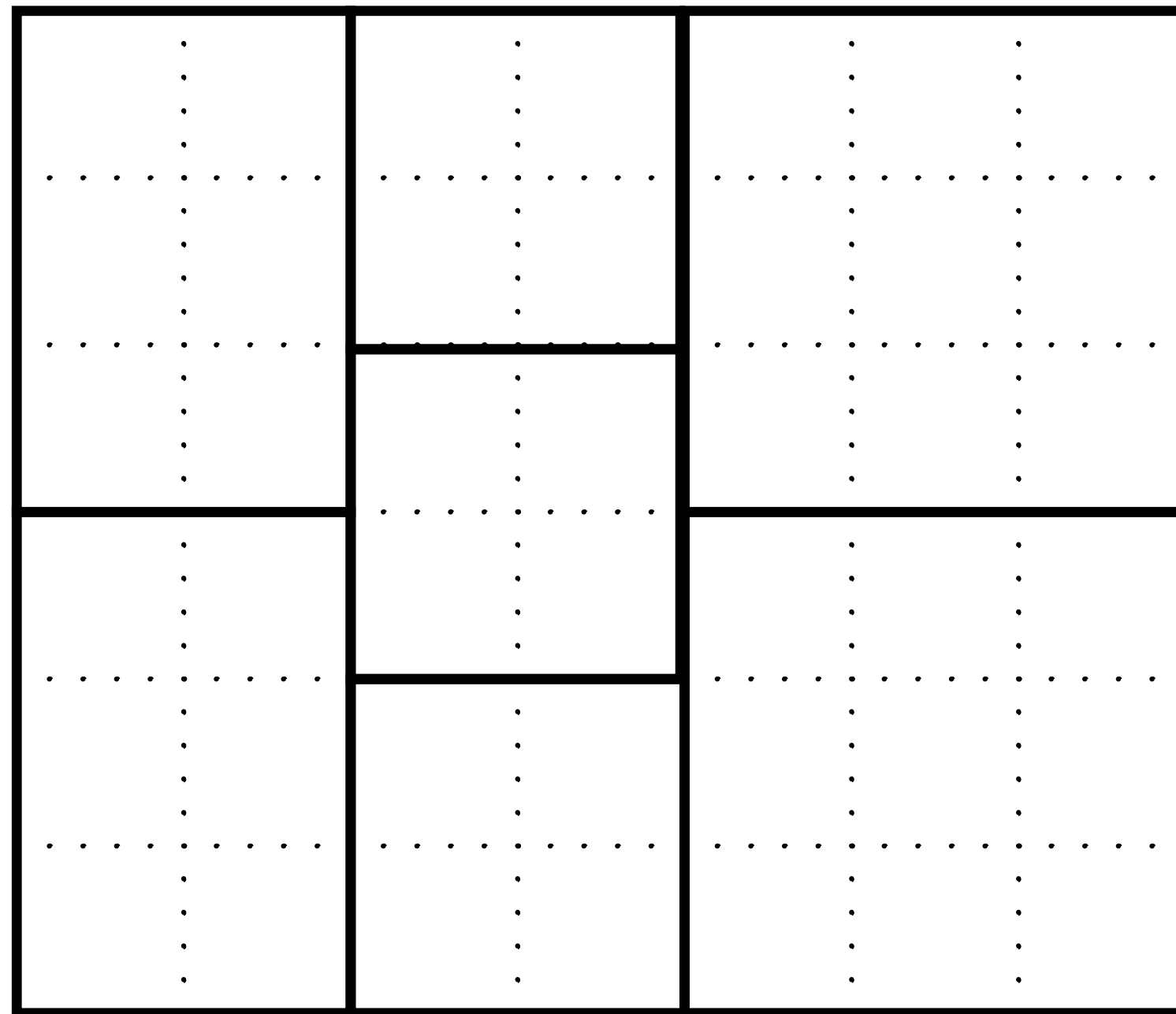
ambiguous floor plan



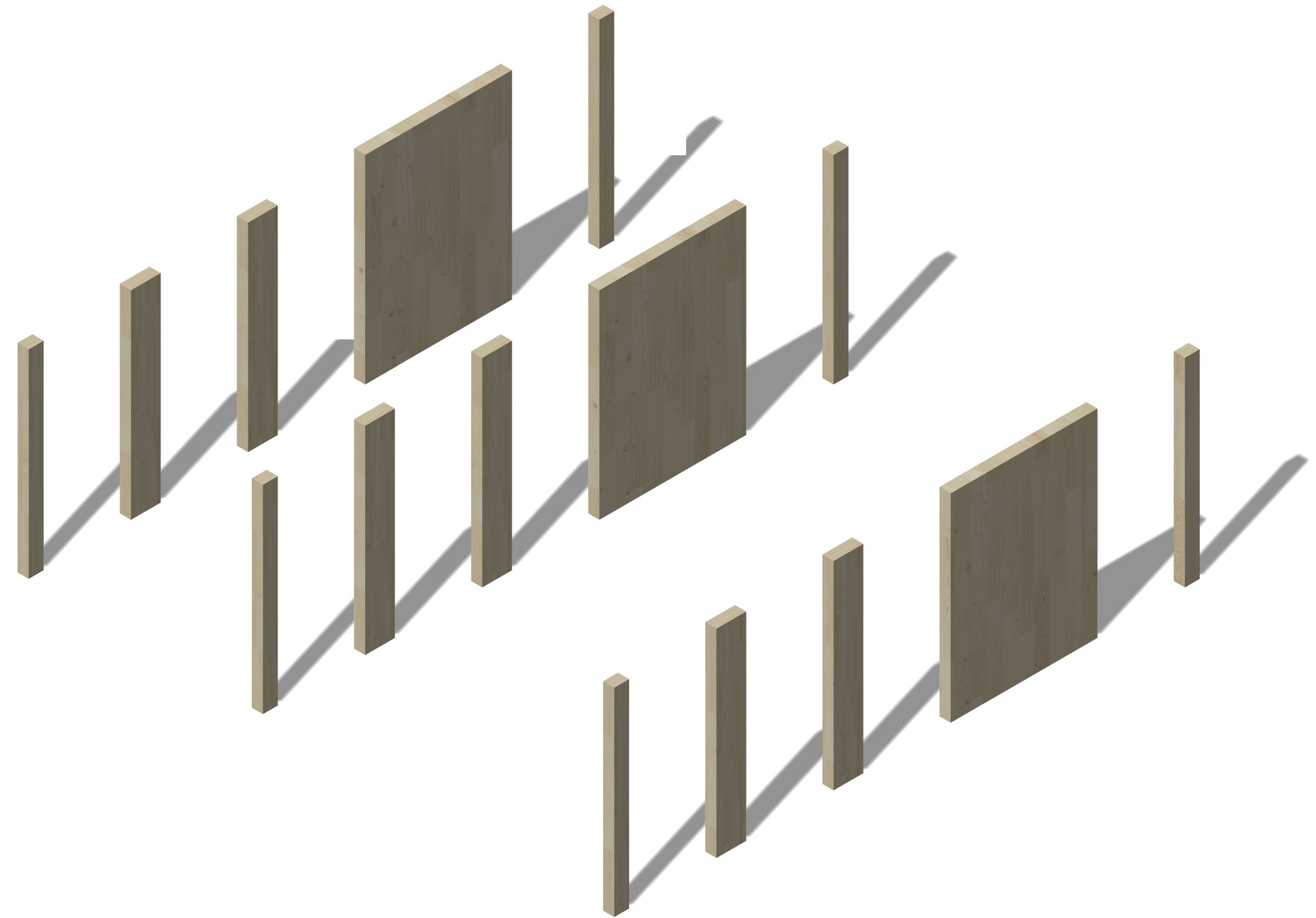
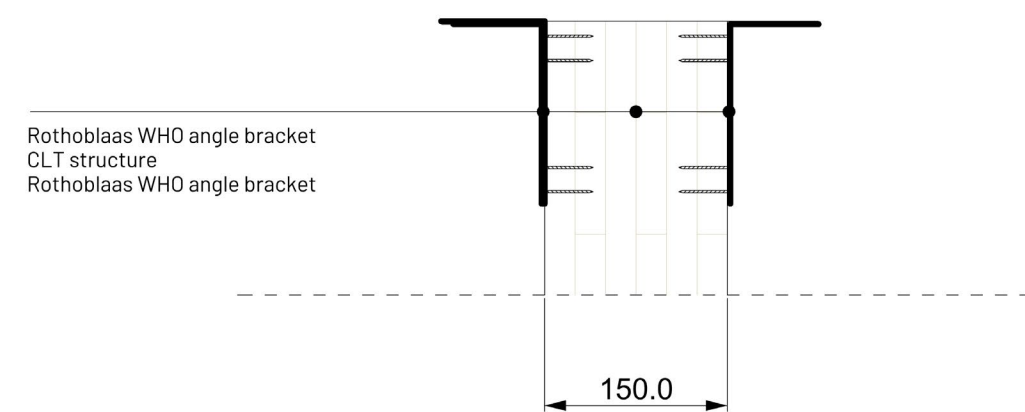
Kruisplein, Mecanoo



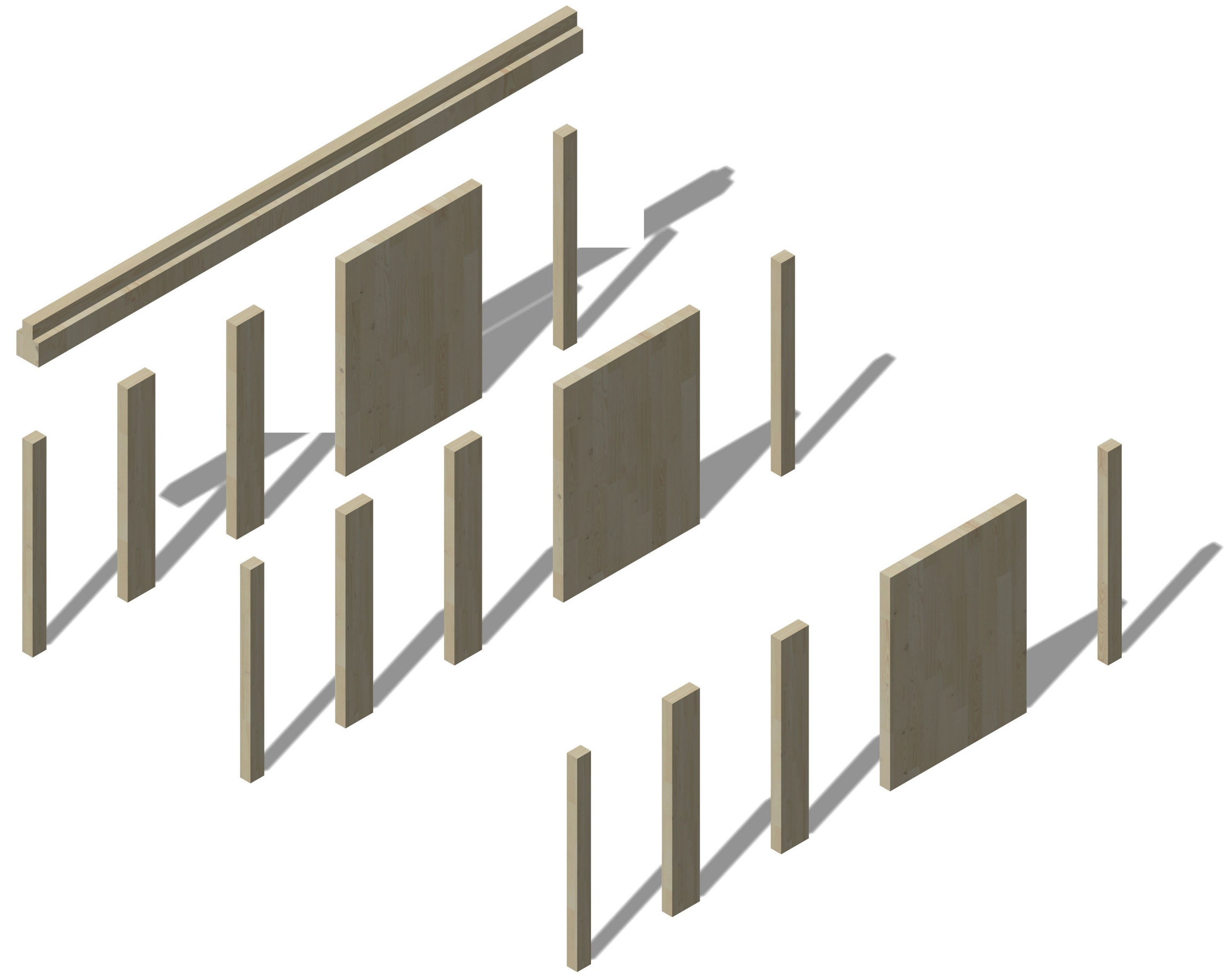
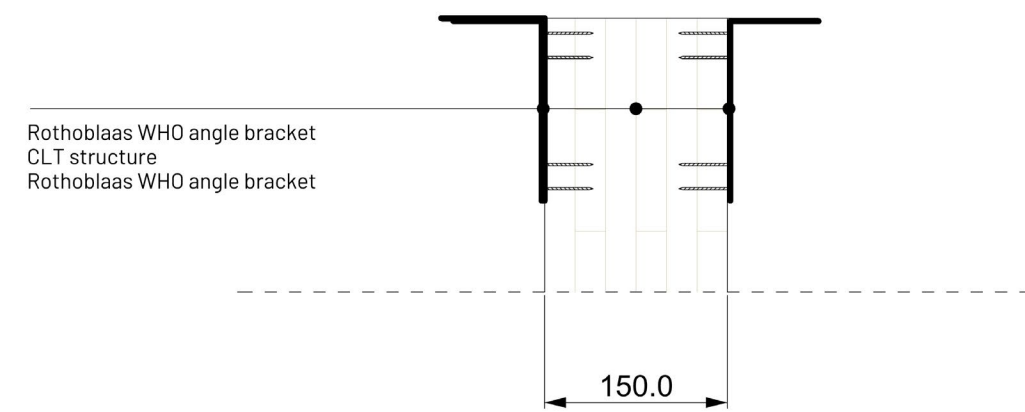
design system:
building structure



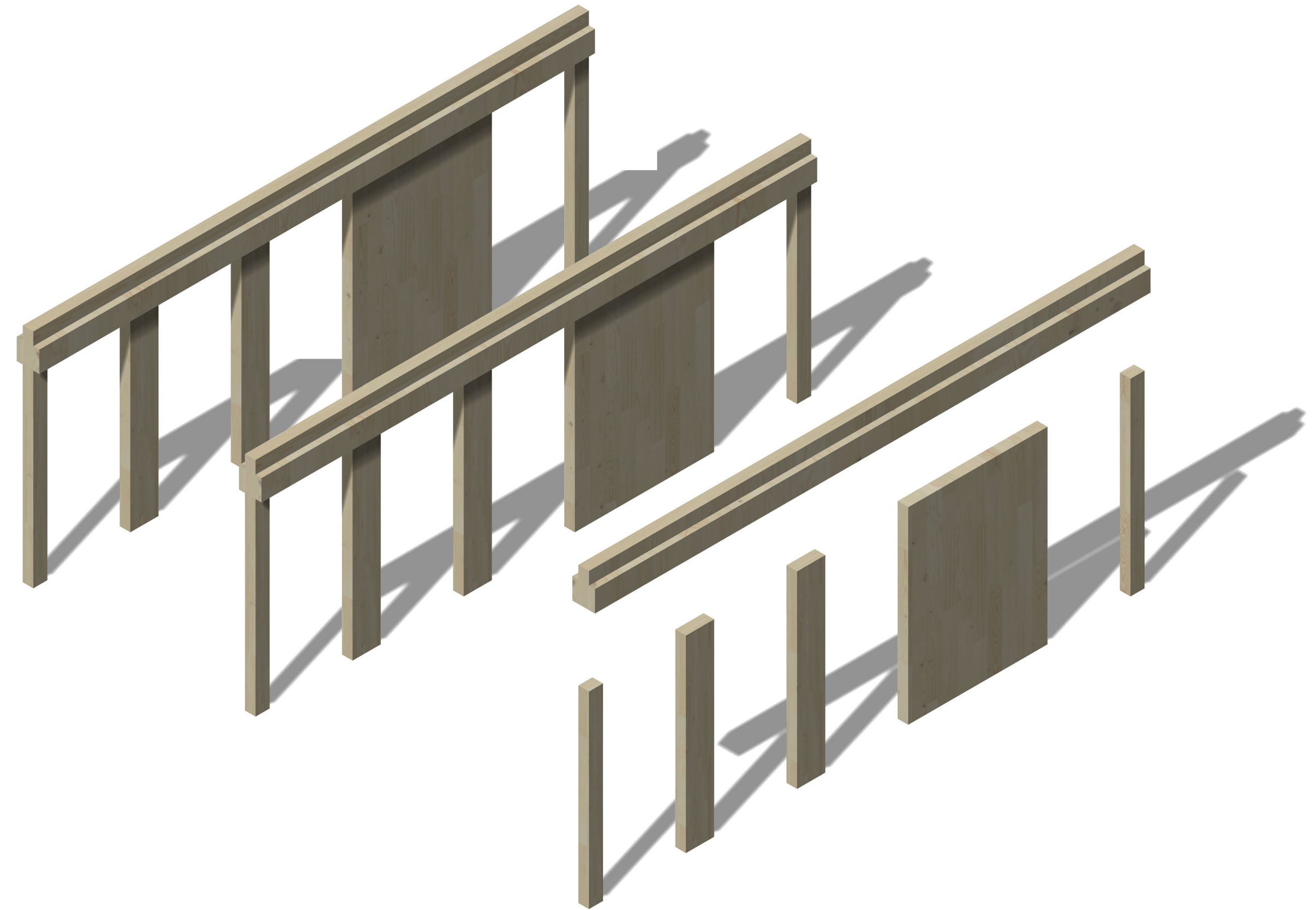
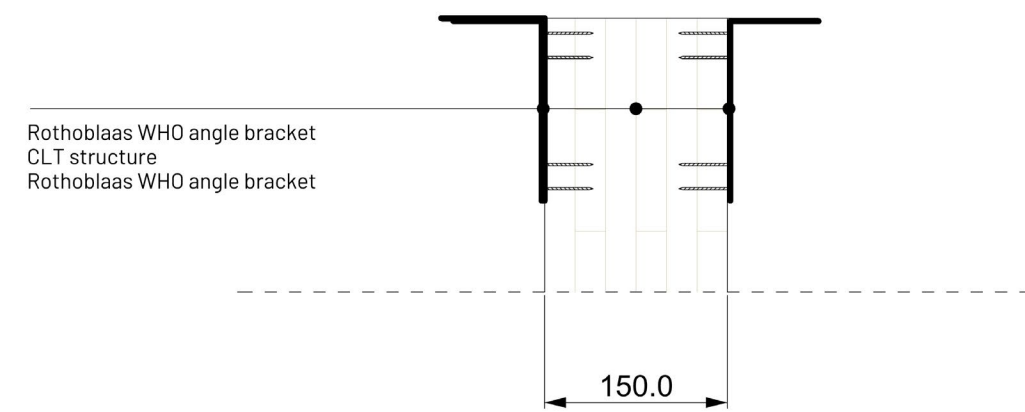
design system:
prefabricated CLT



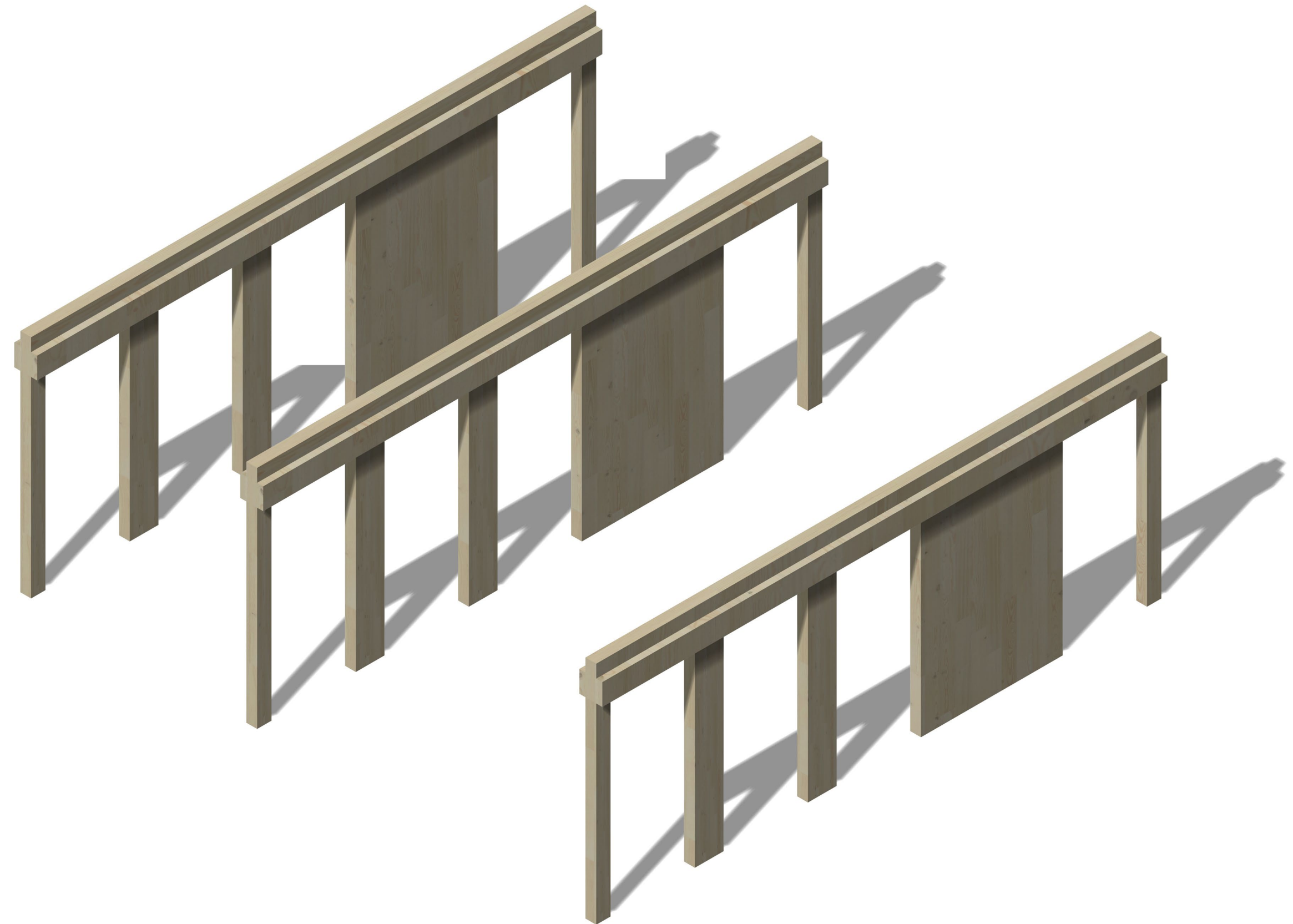
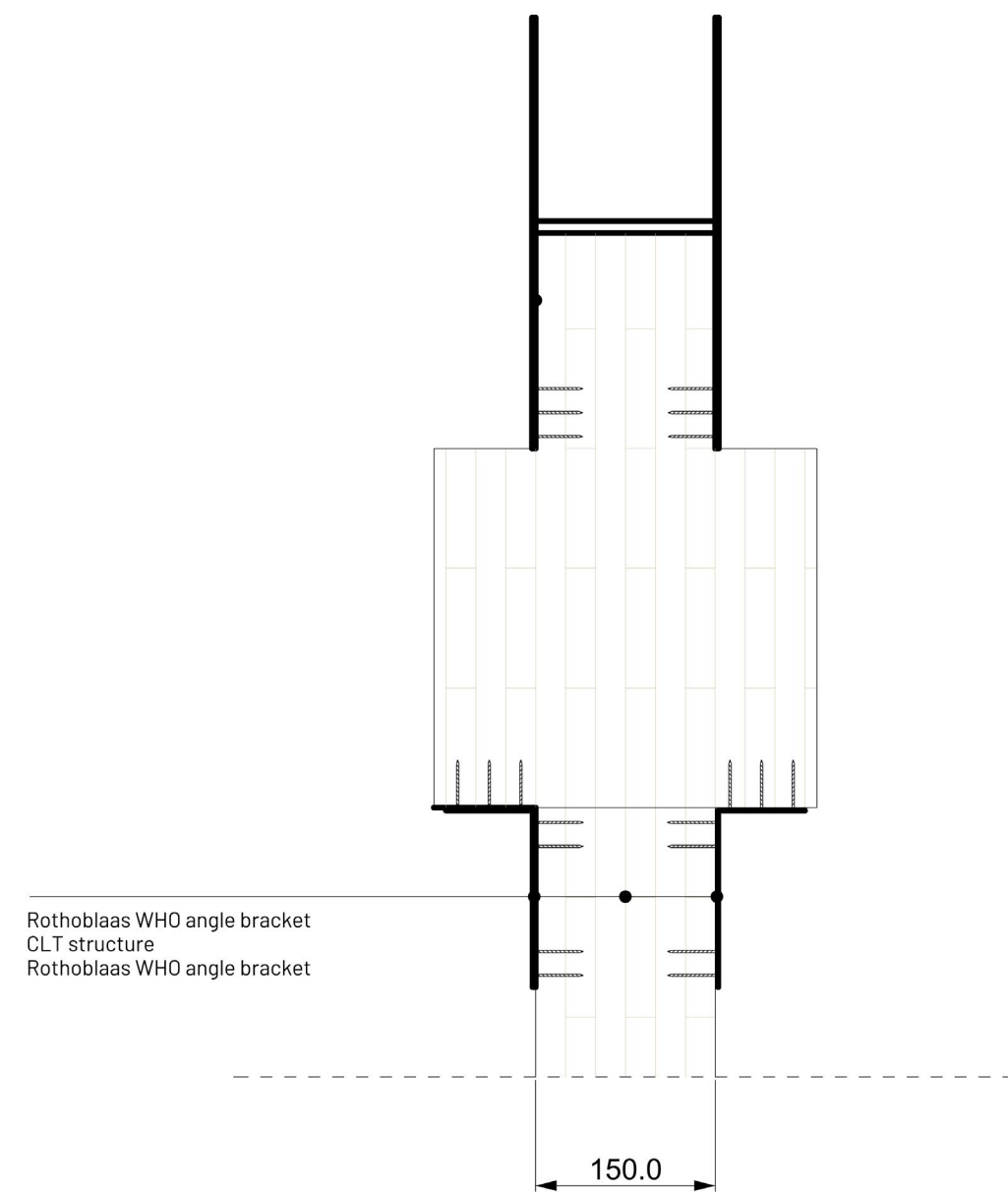
design system:
prefabricated CLT



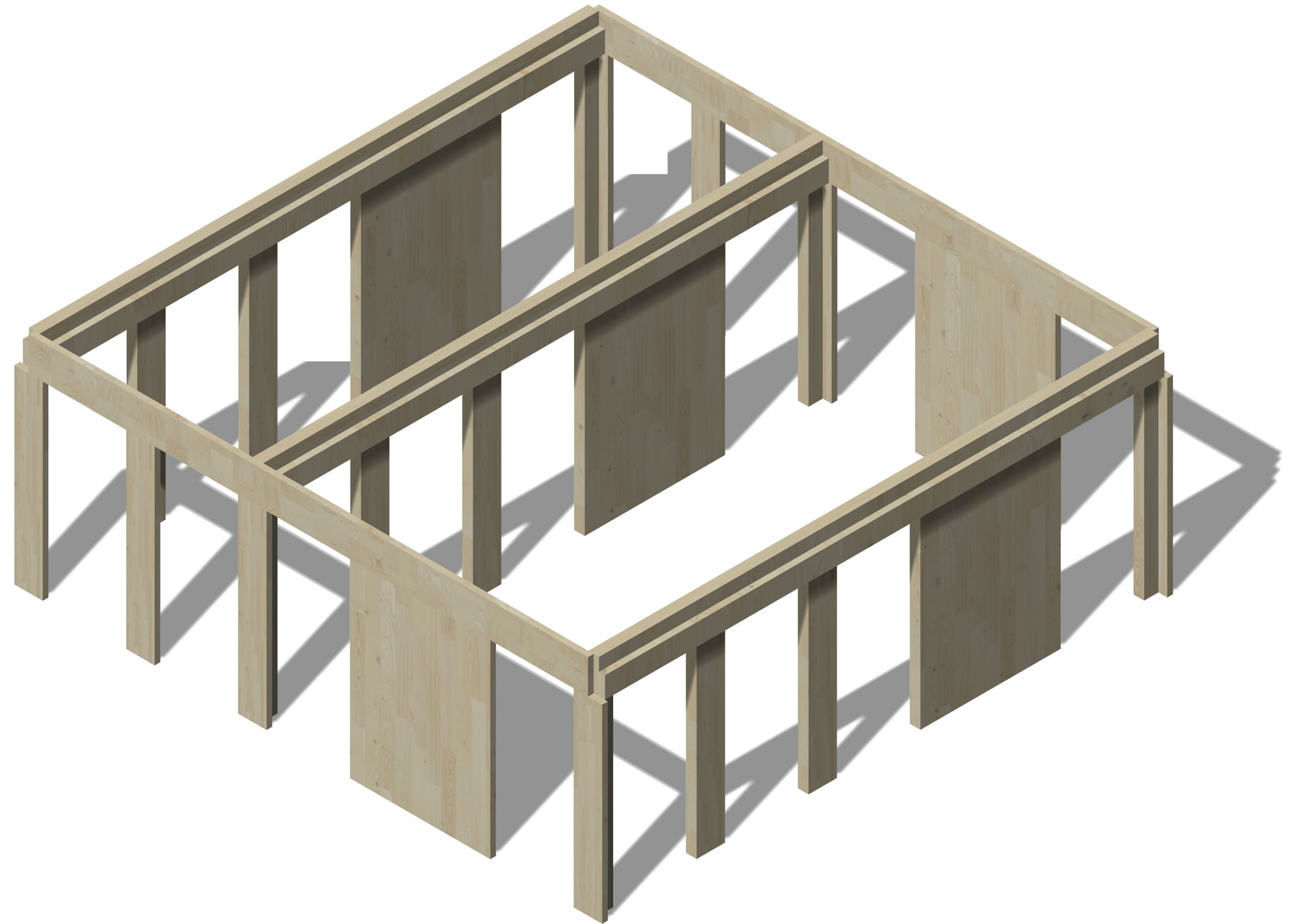
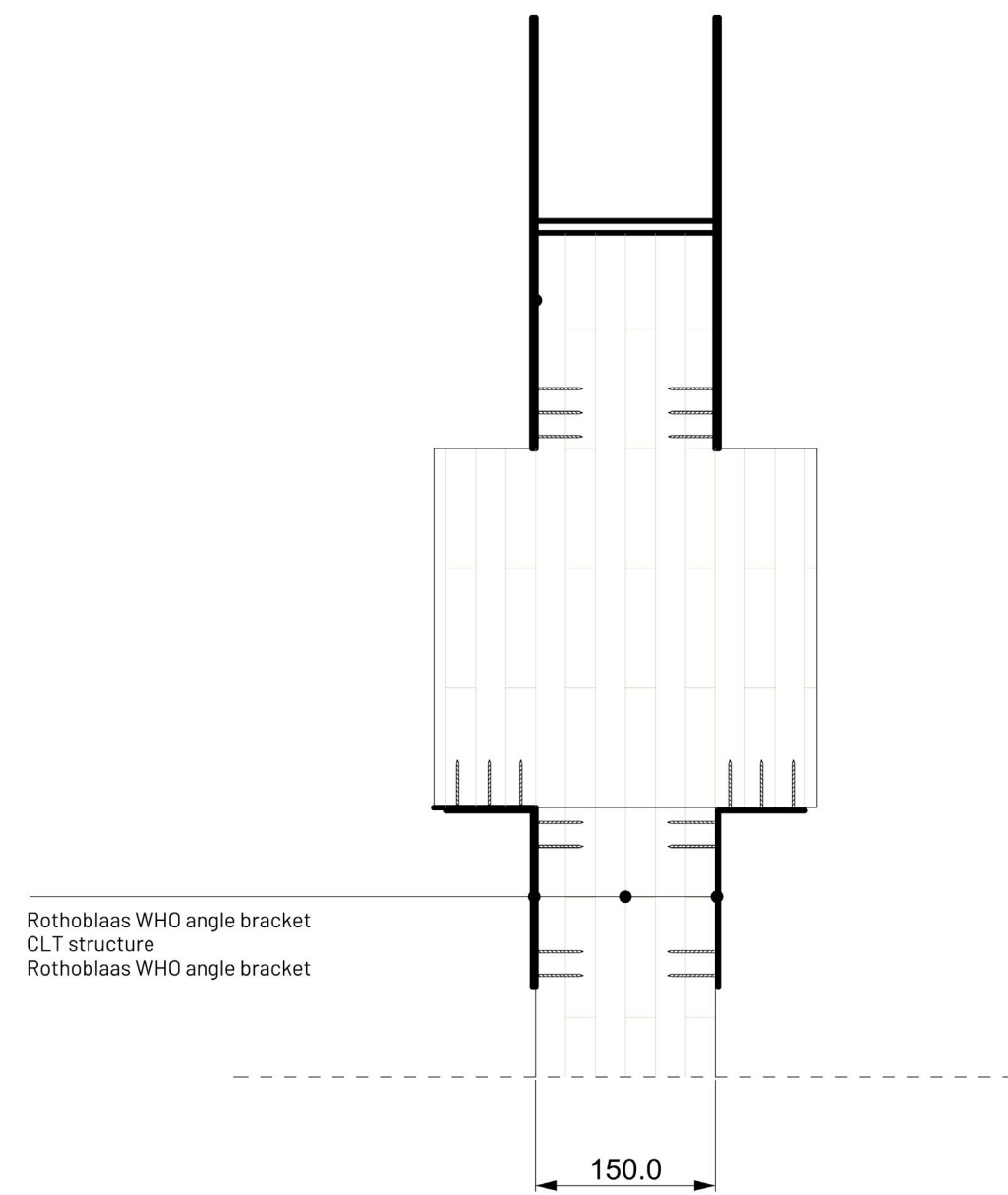
design system:
prefabricated CLT



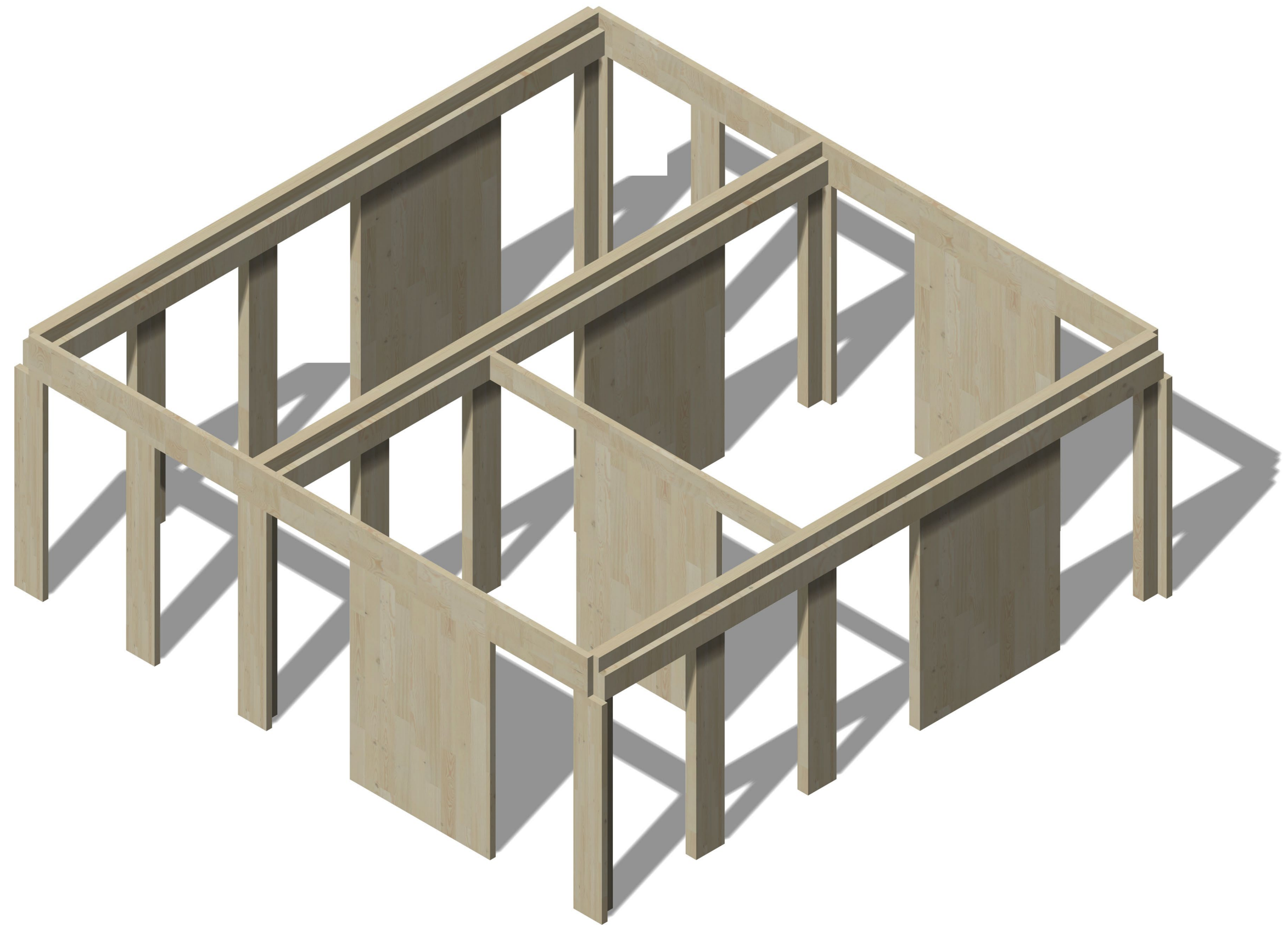
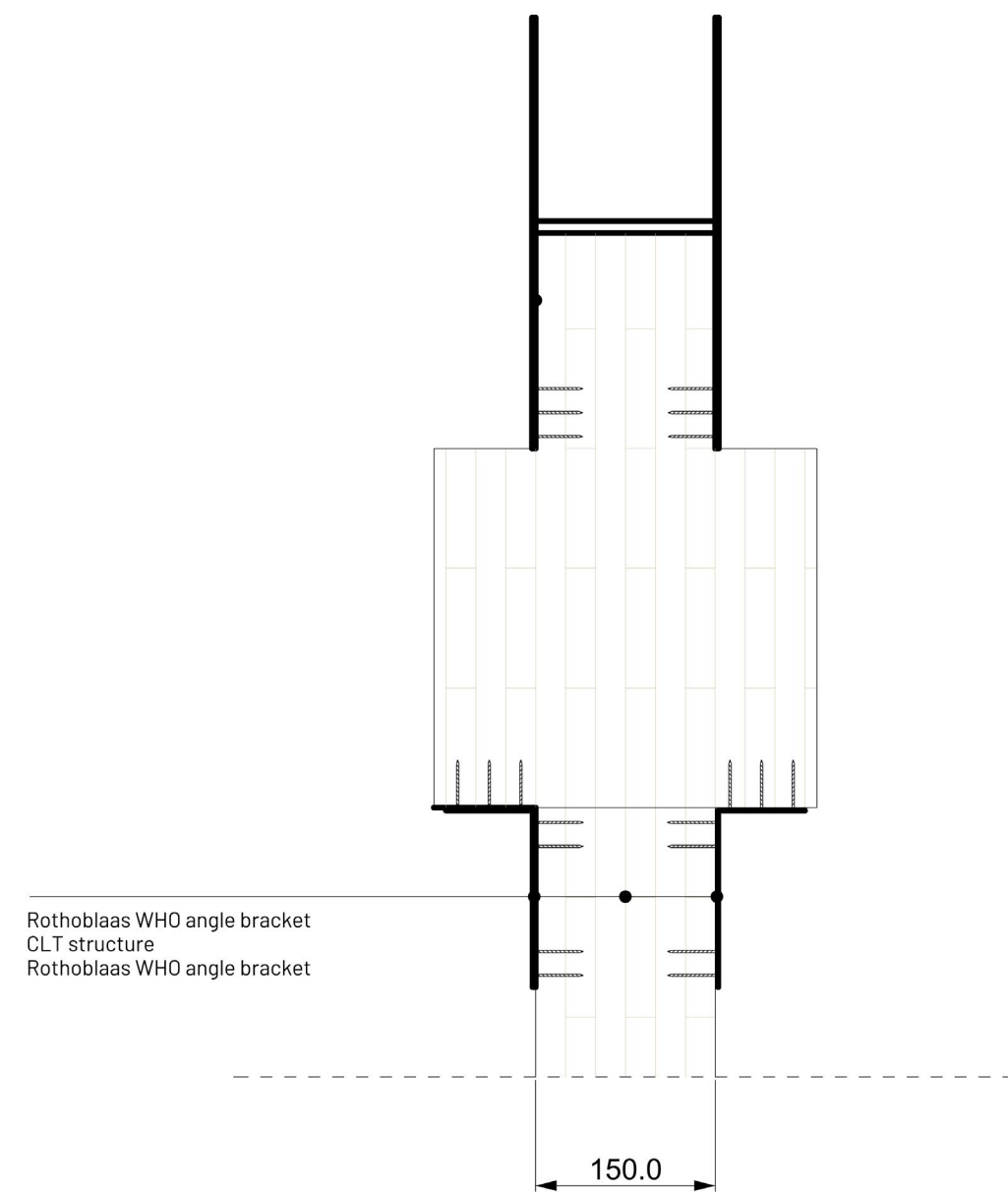
design system:
prefabricated CLT



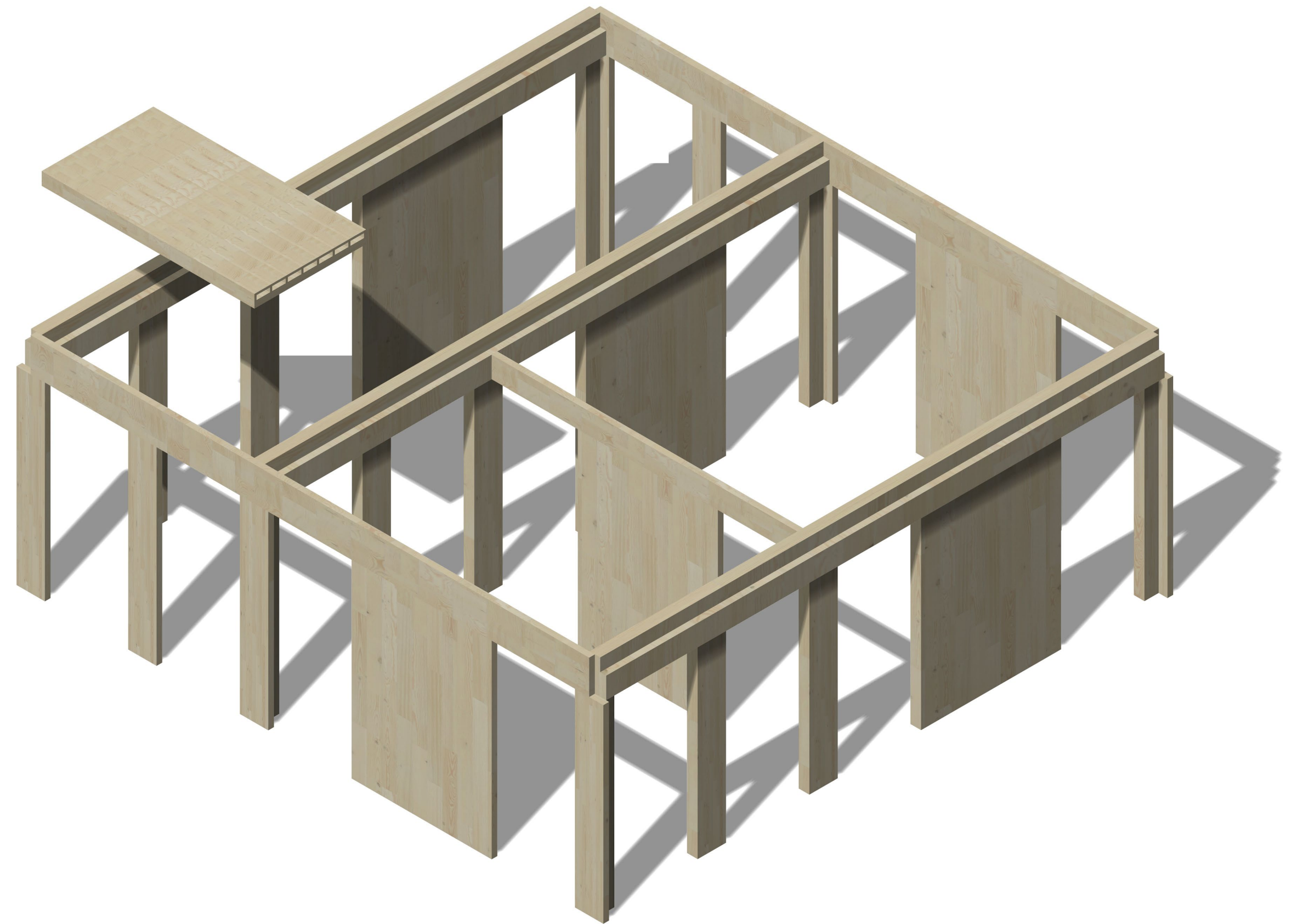
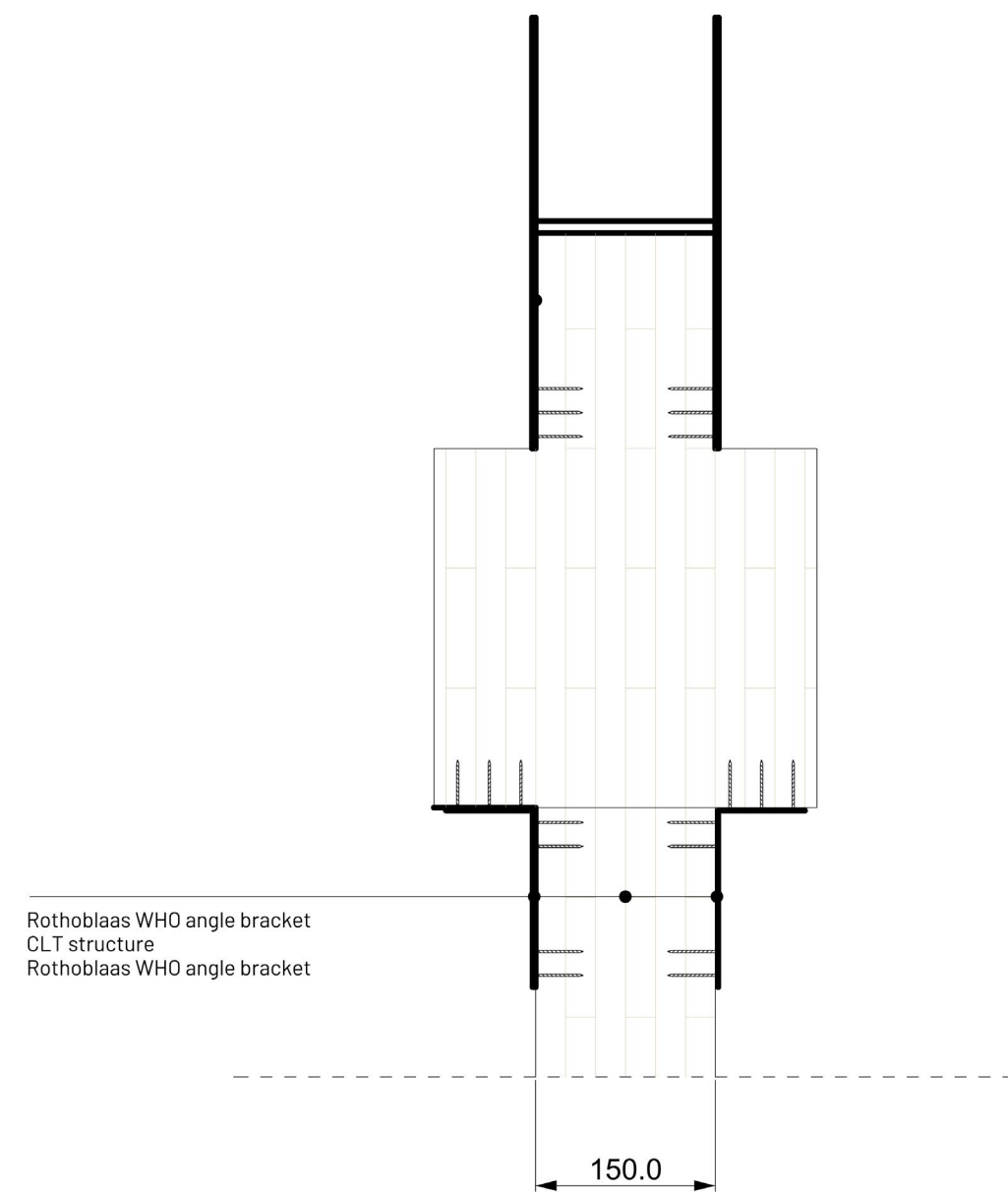
design system:
prefabricated CLT



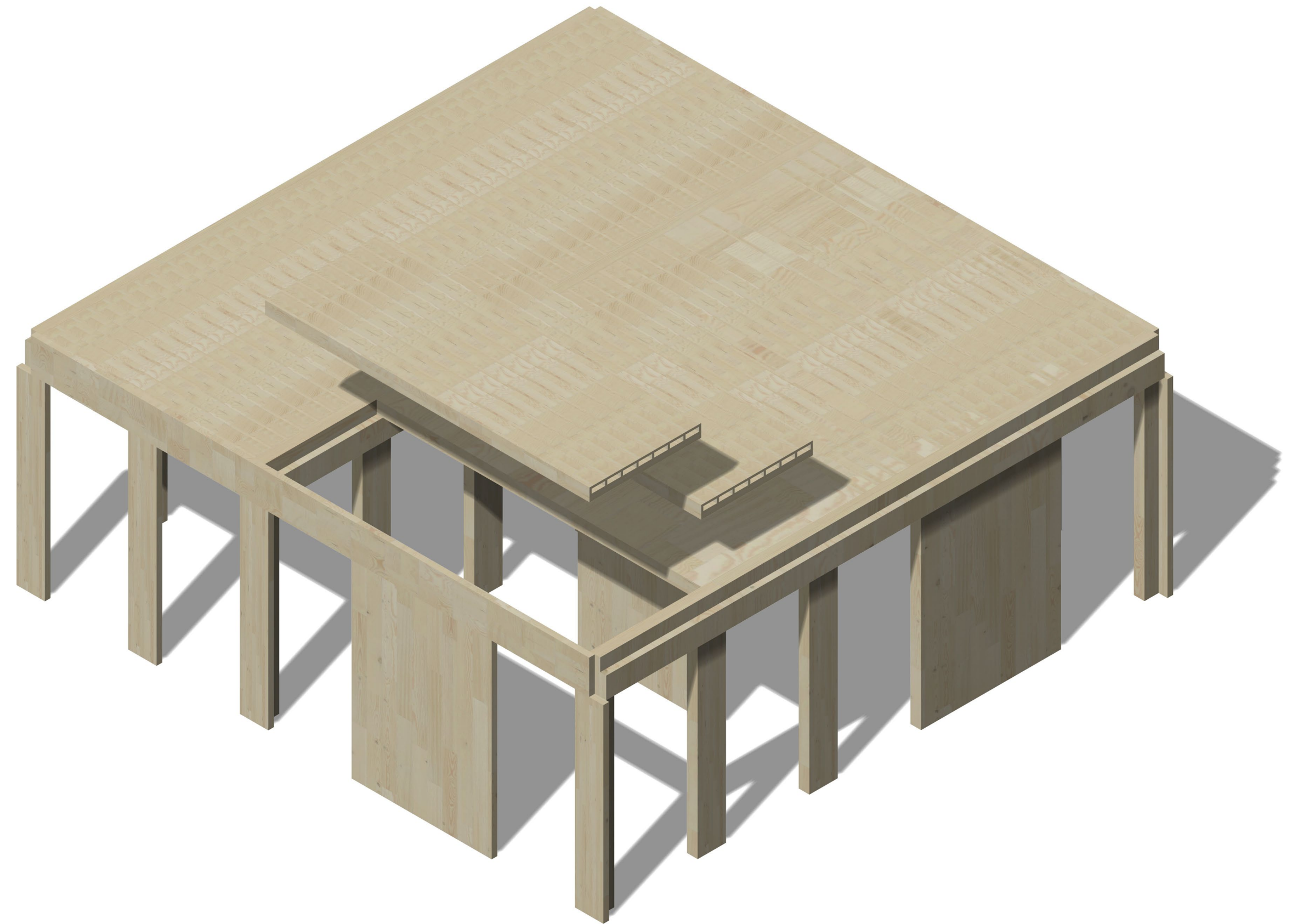
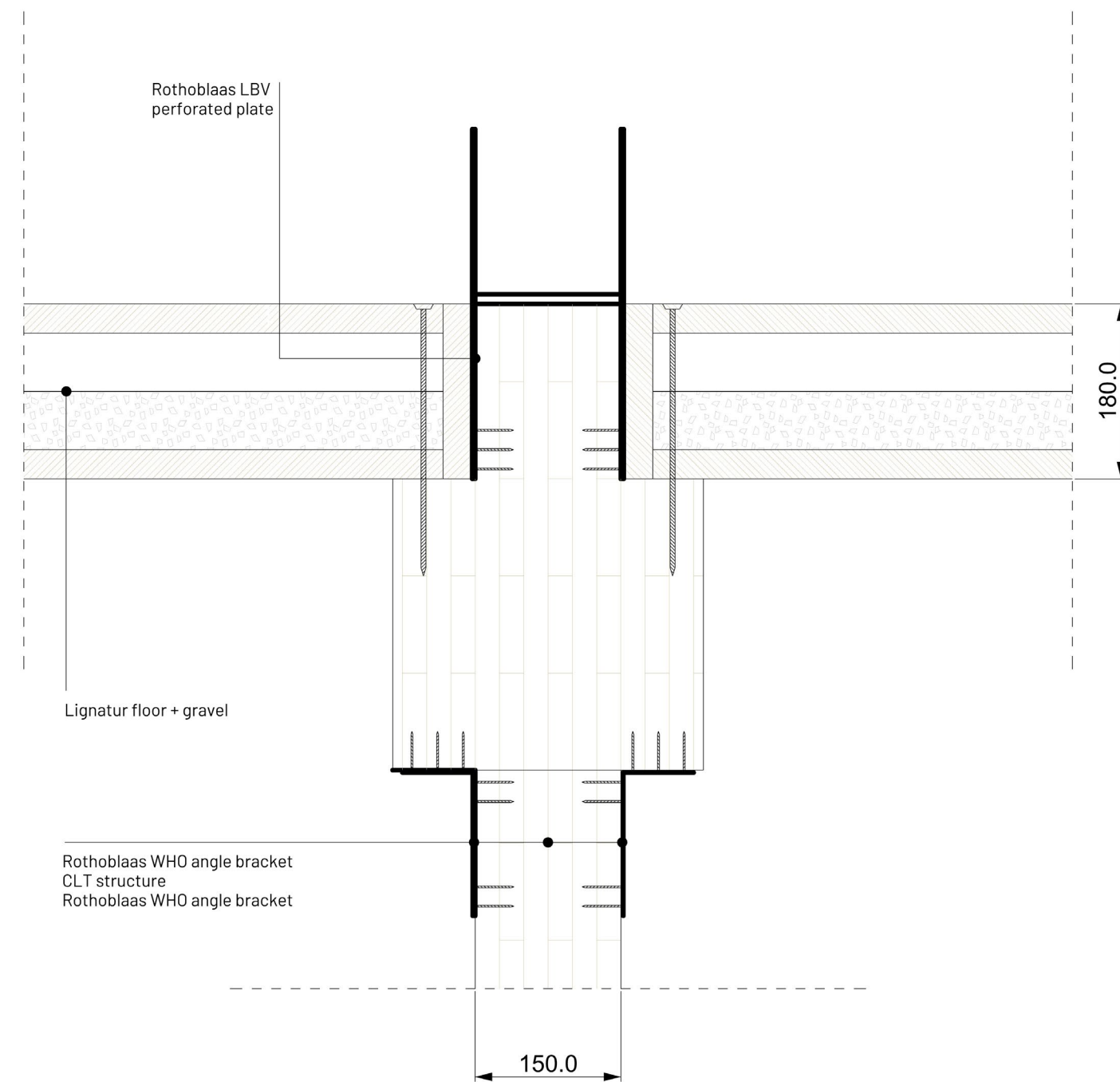
design system:
prefabricated CLT



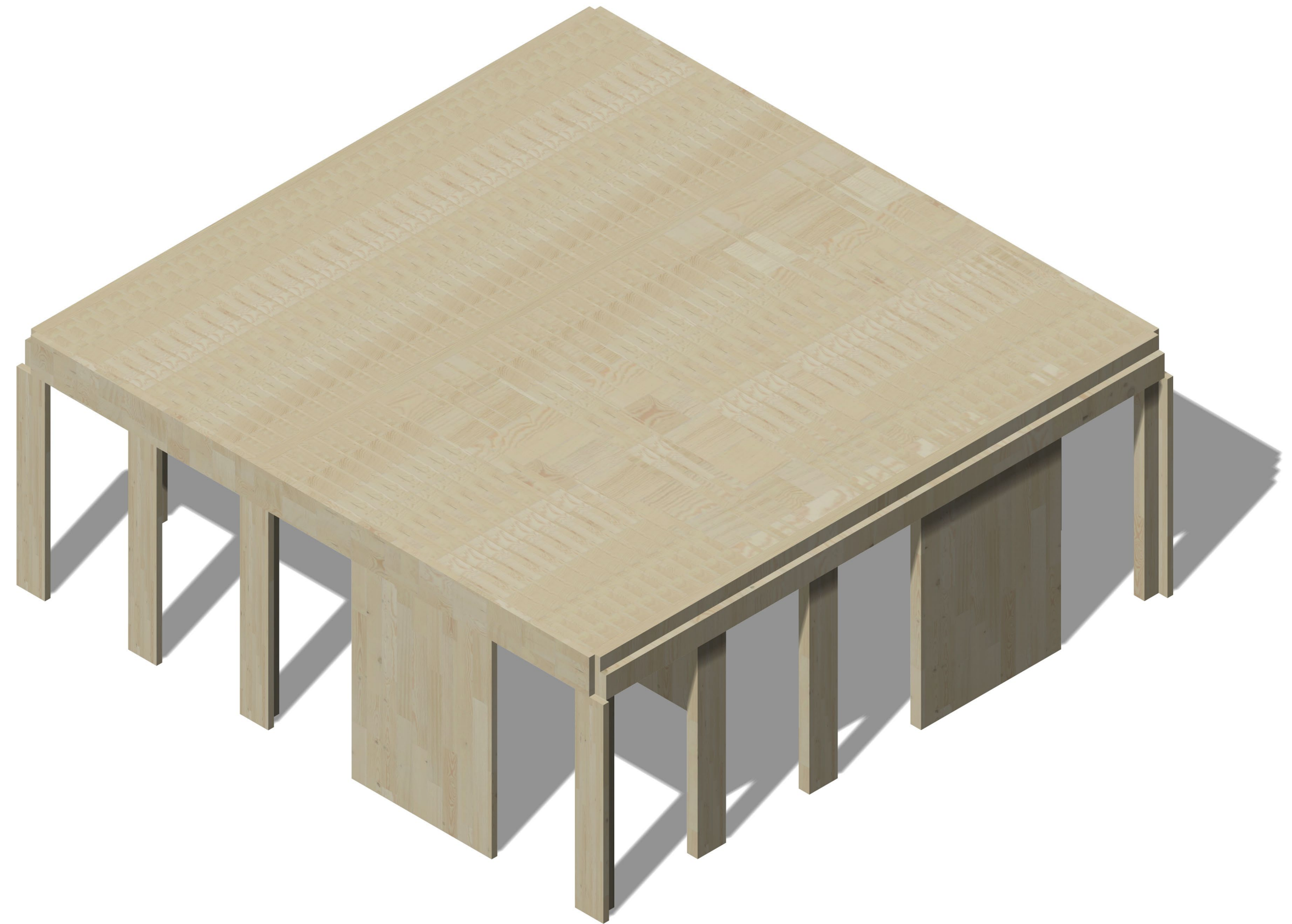
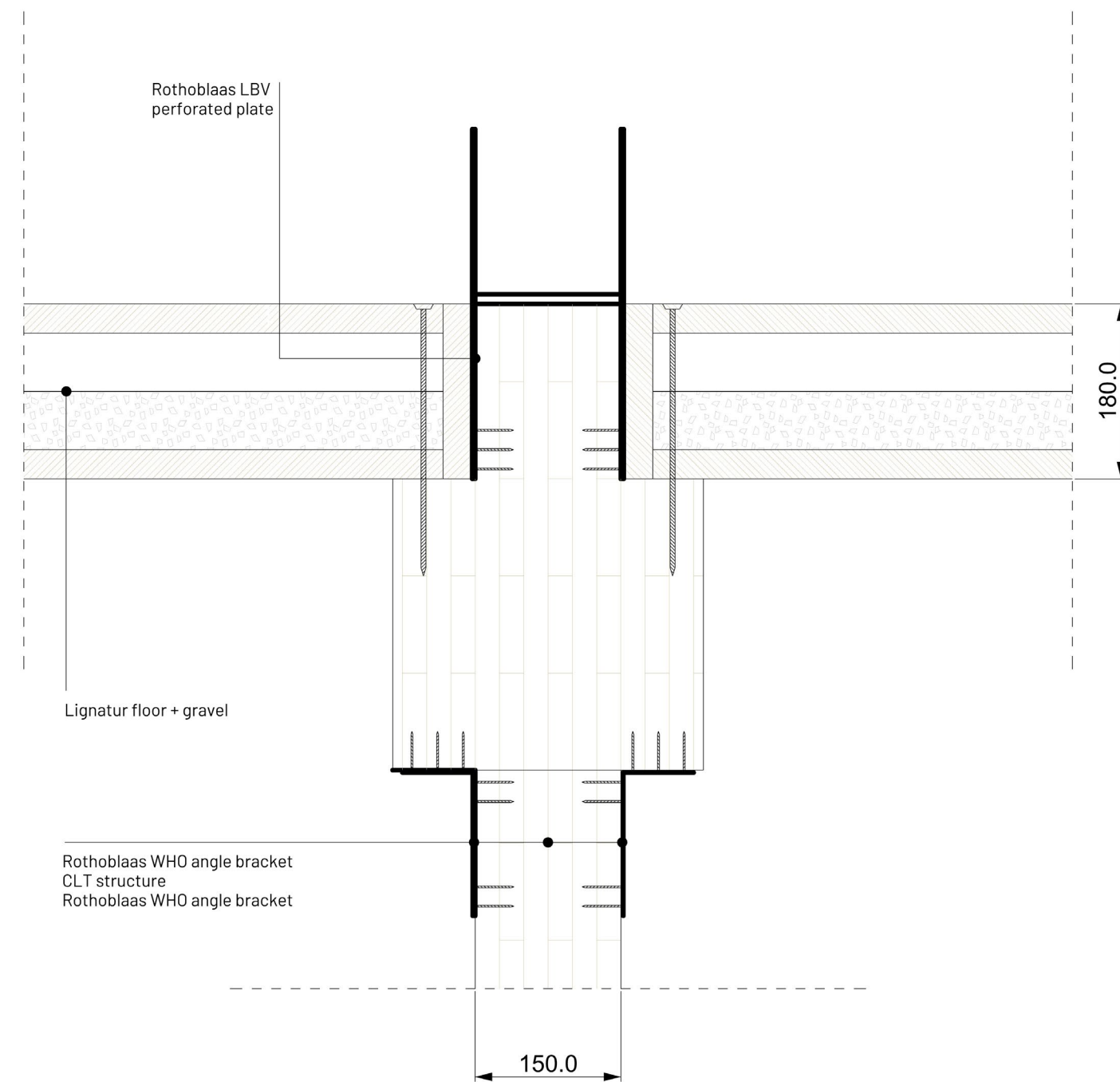
design system:
prefabricated CLT



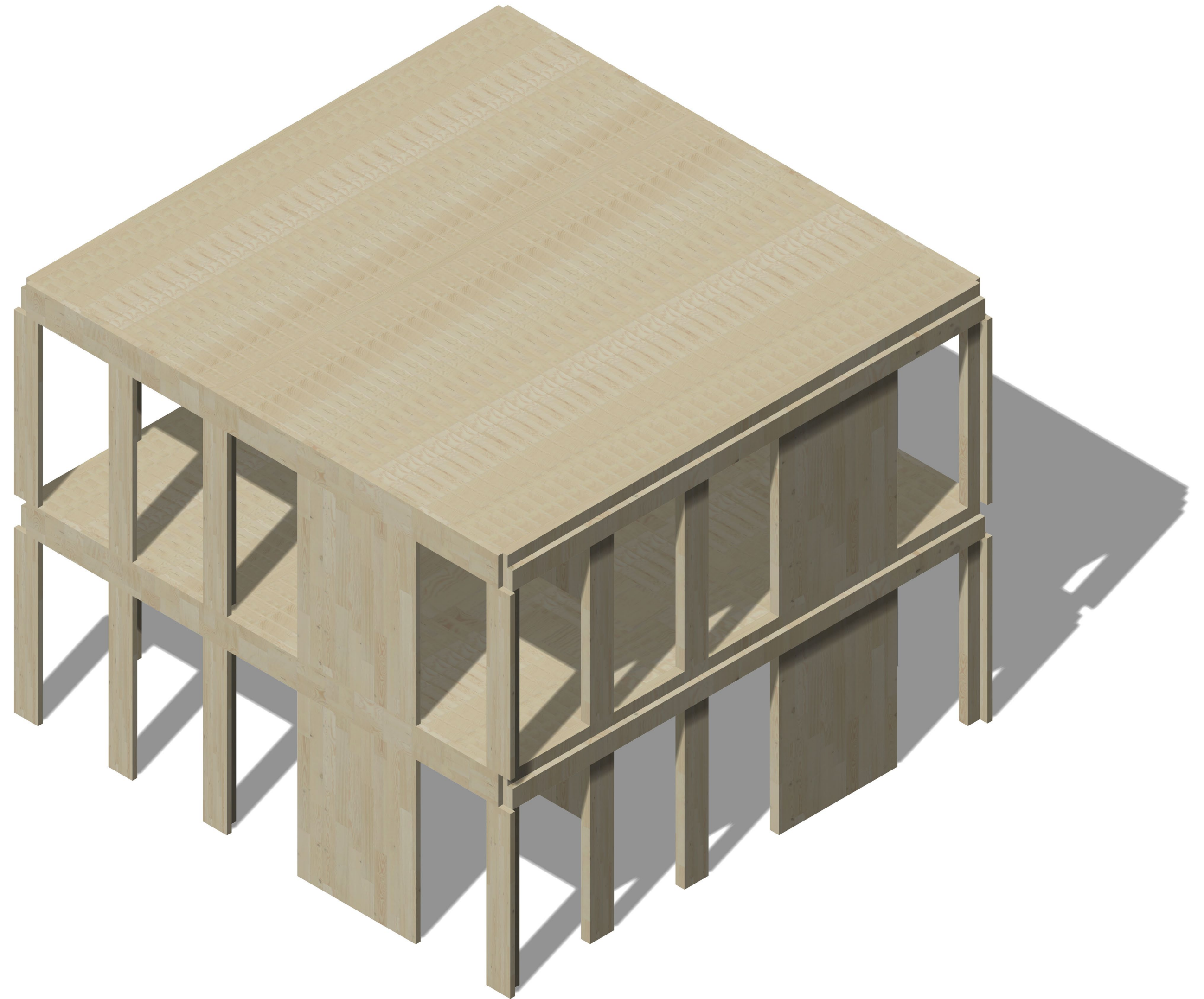
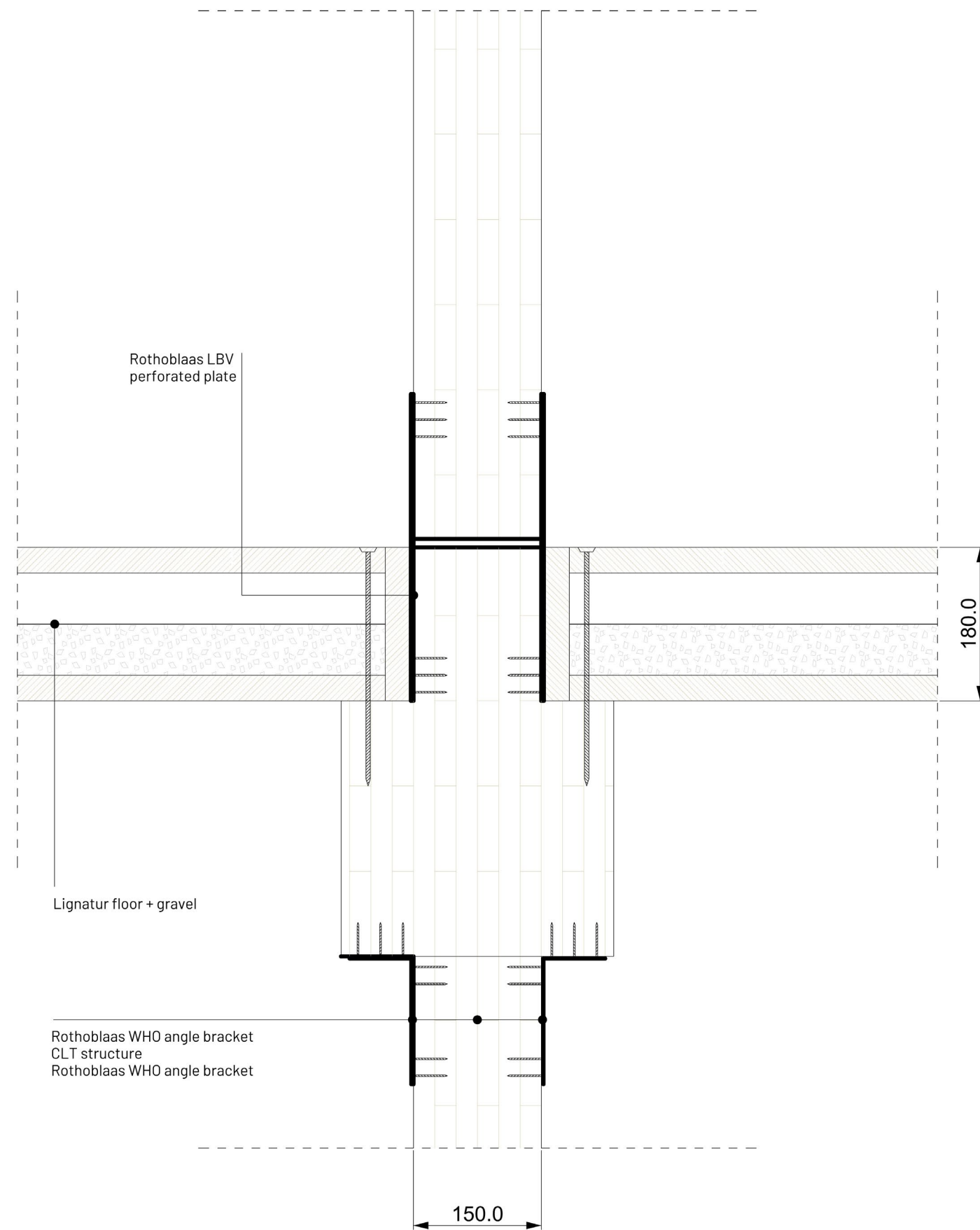
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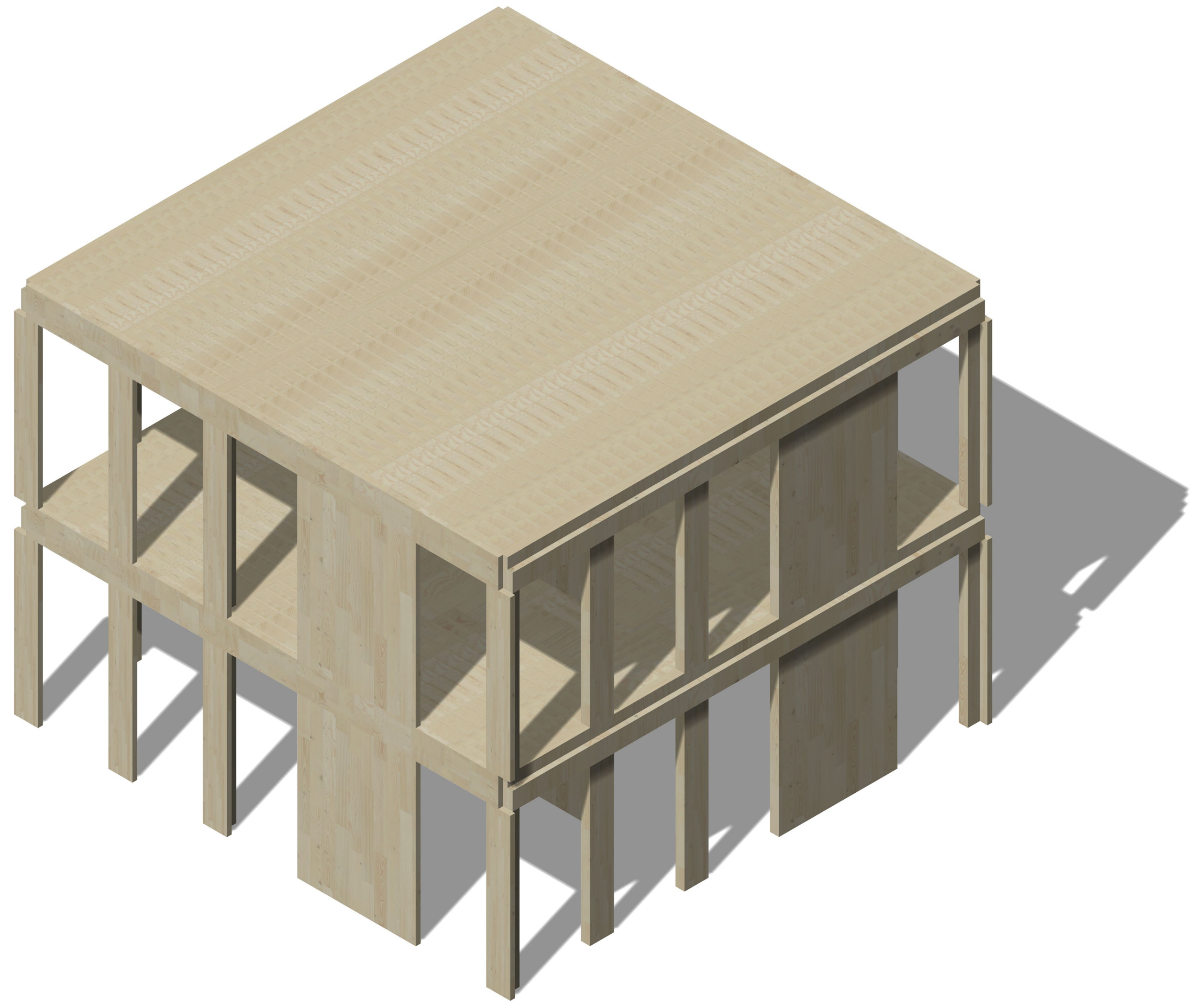
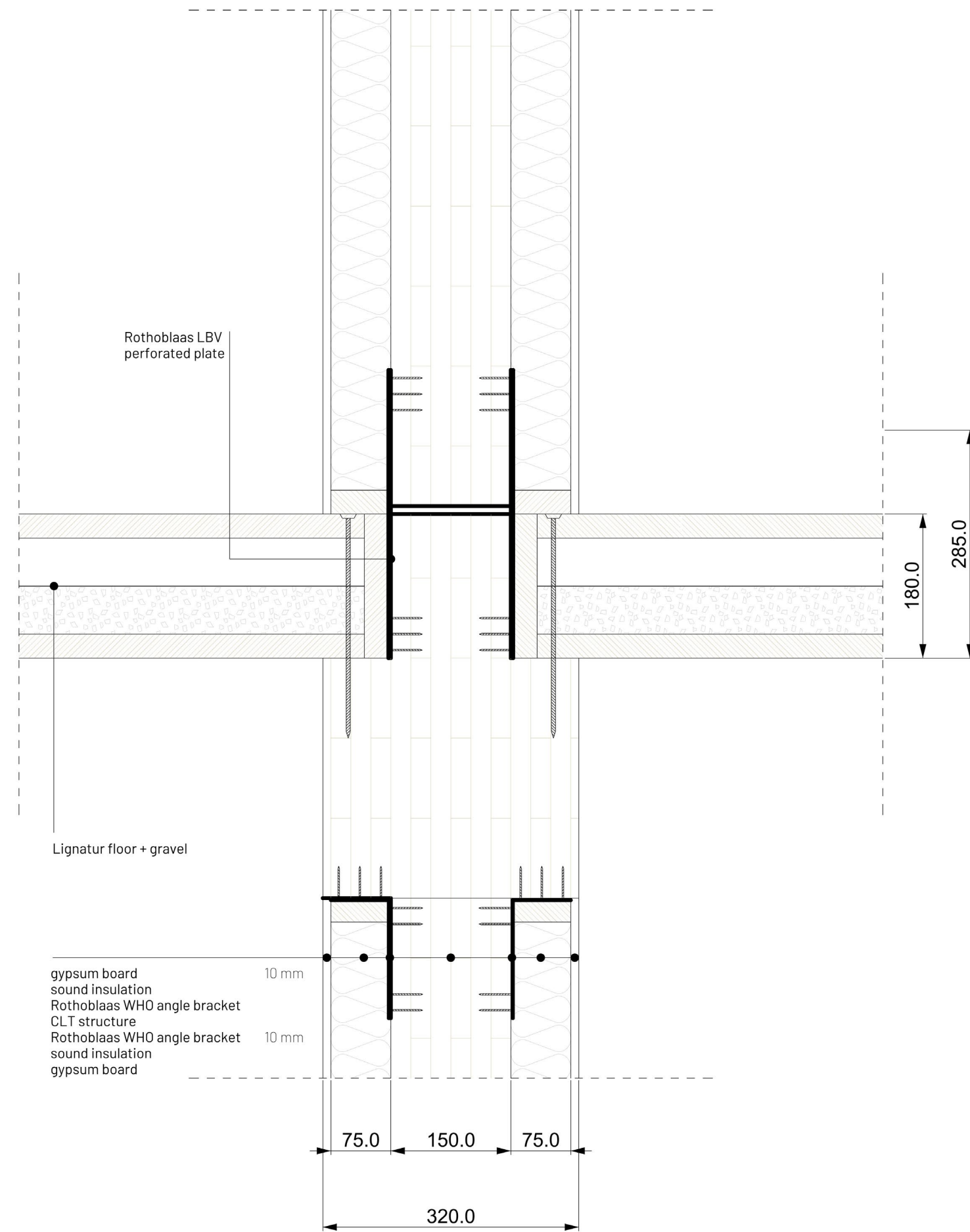
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prefabricated CLT



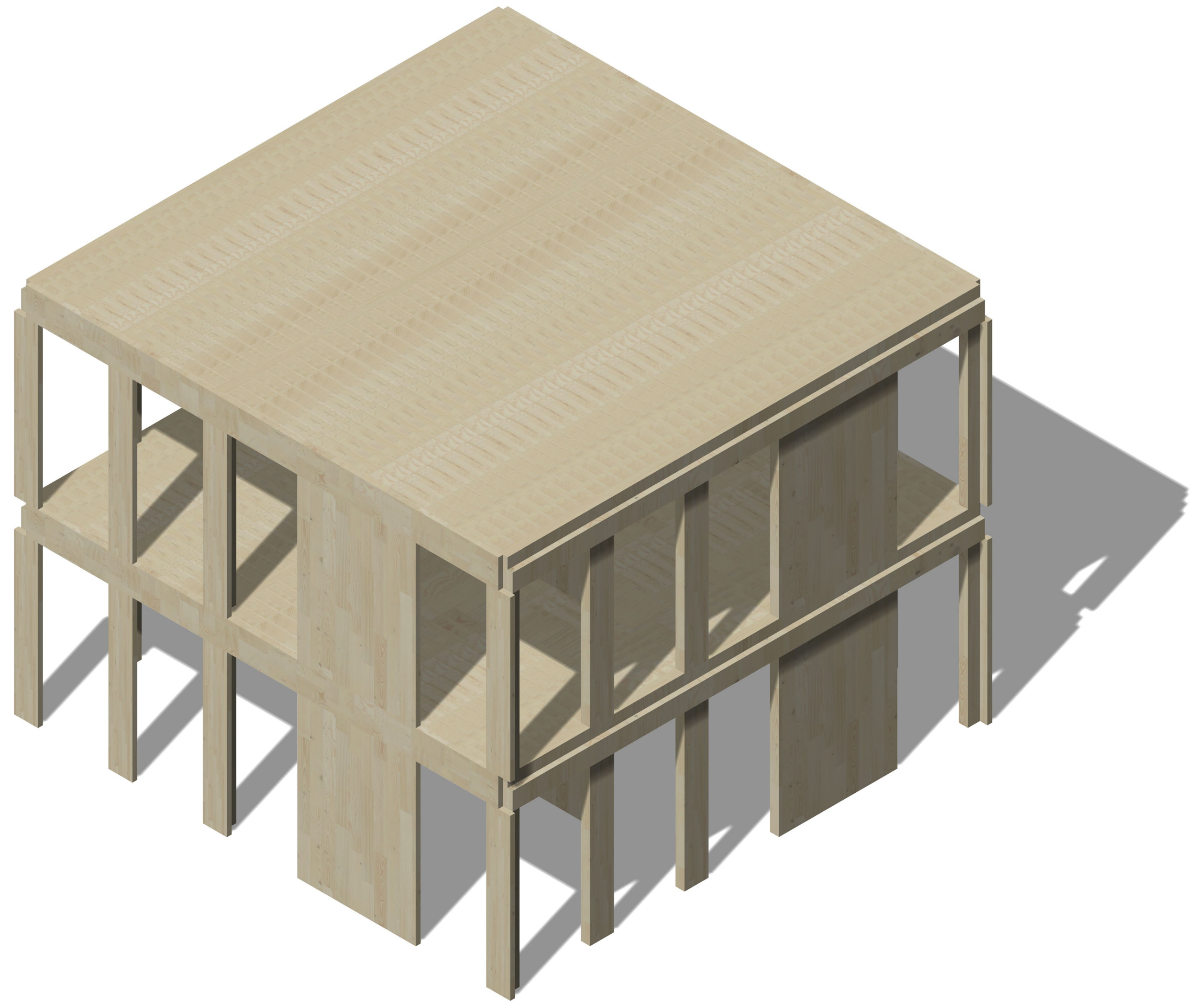
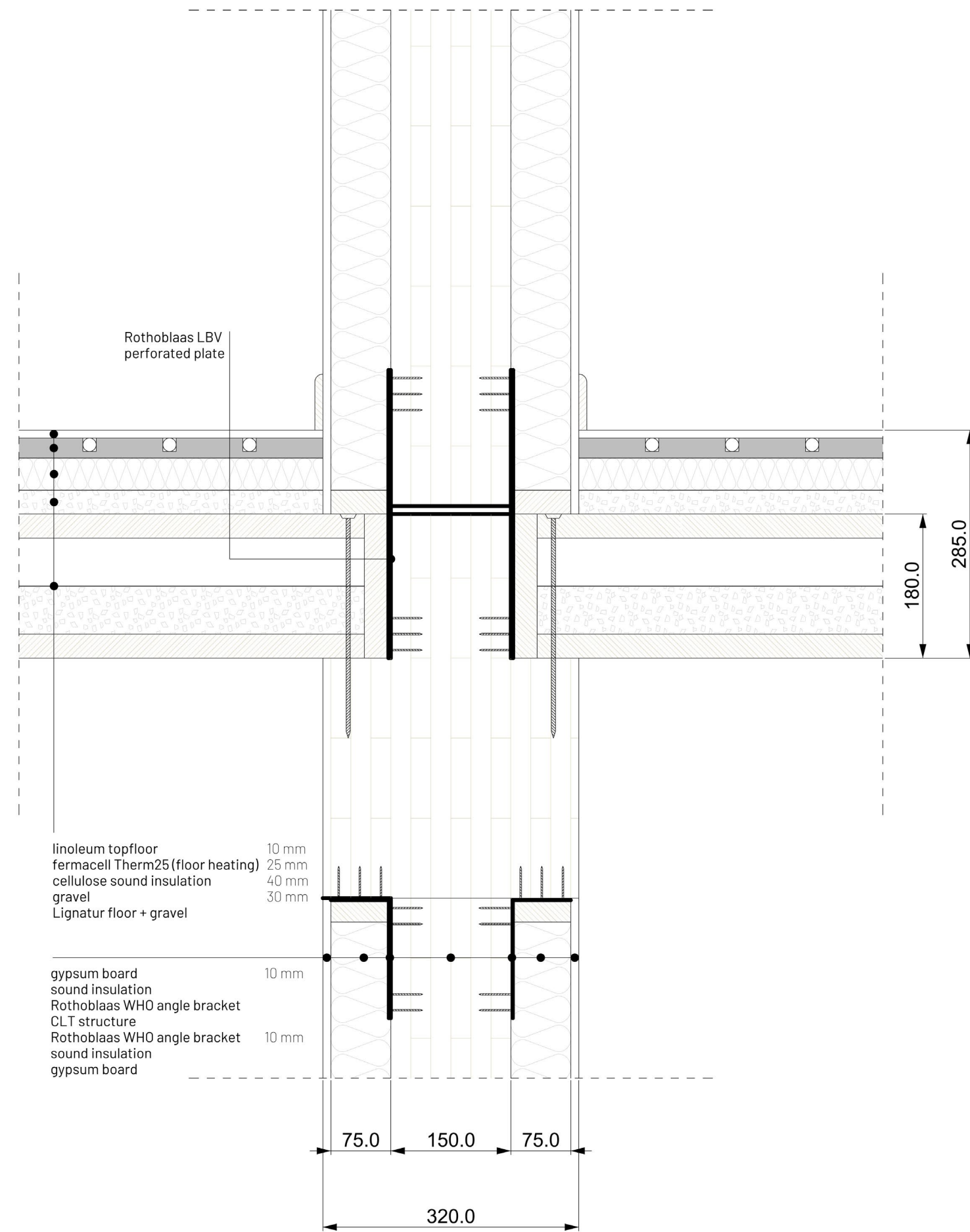
design system:
prefabricated CLT



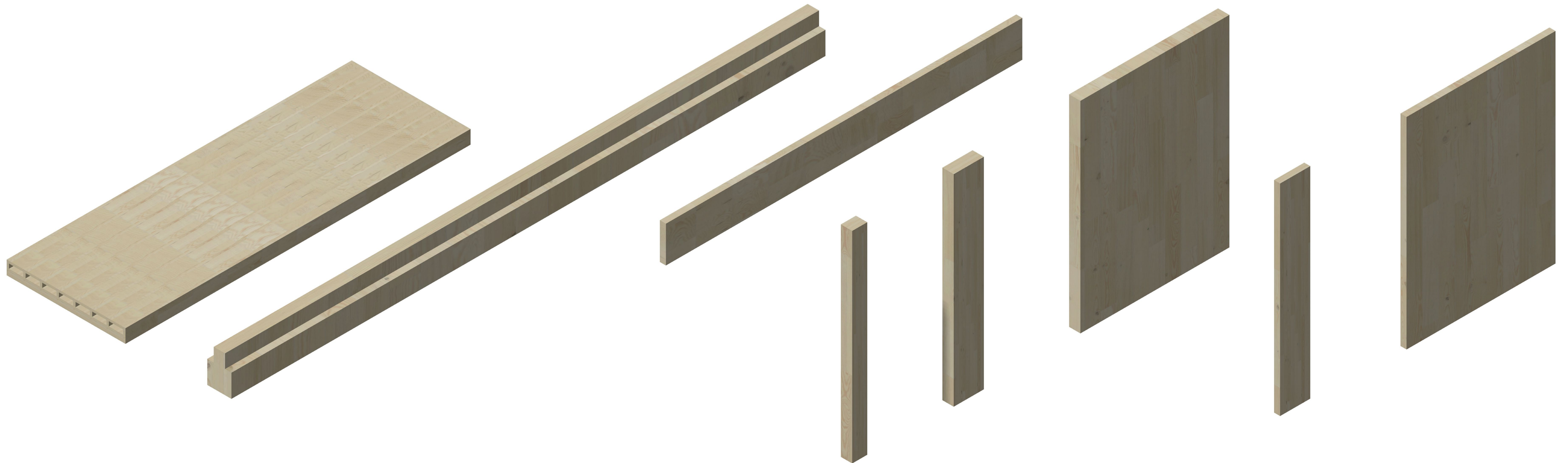
design system: prefabricated CLT



design system:
prefabricated CLT

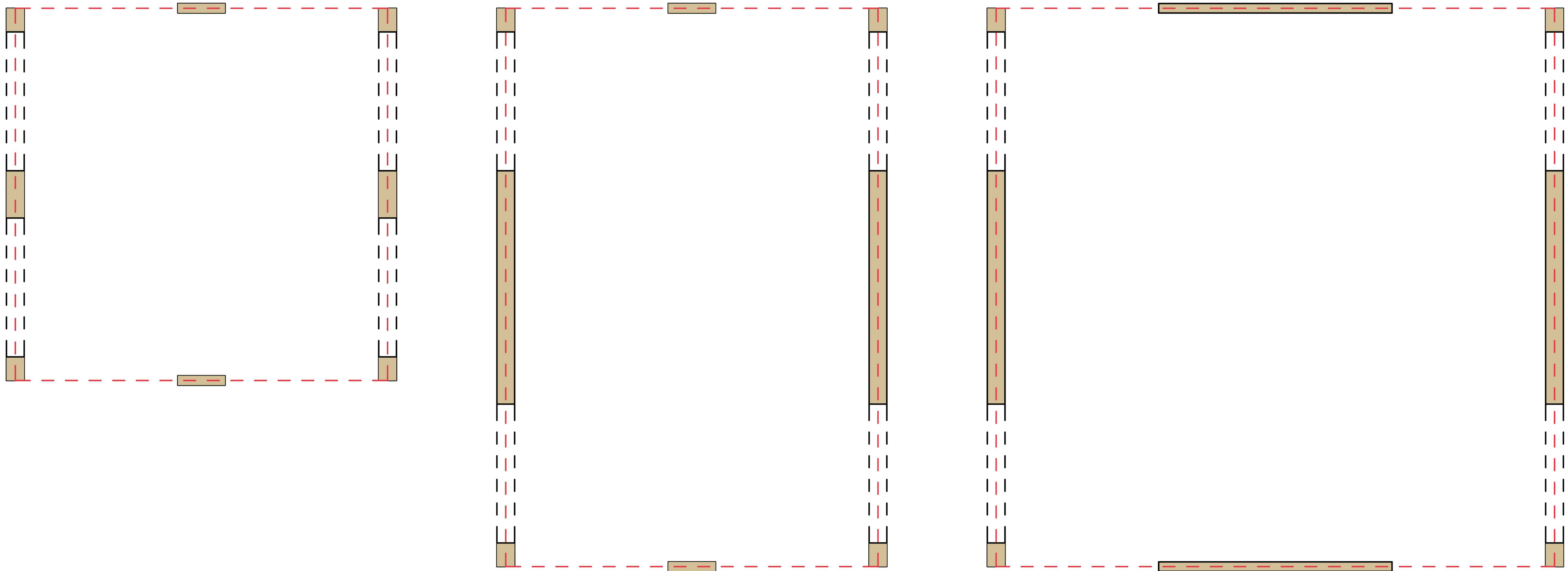


design system:
prefabricated CLT

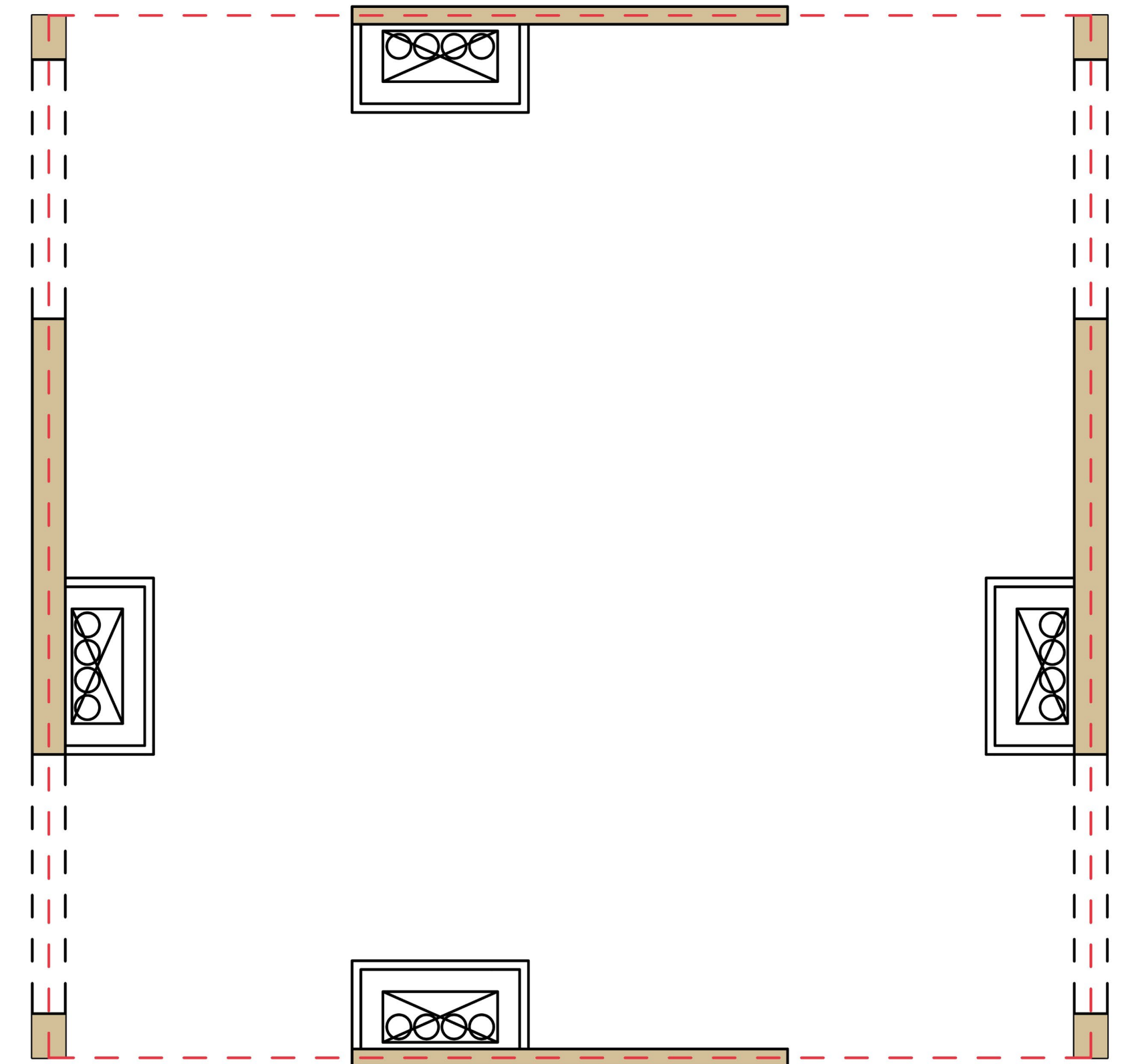
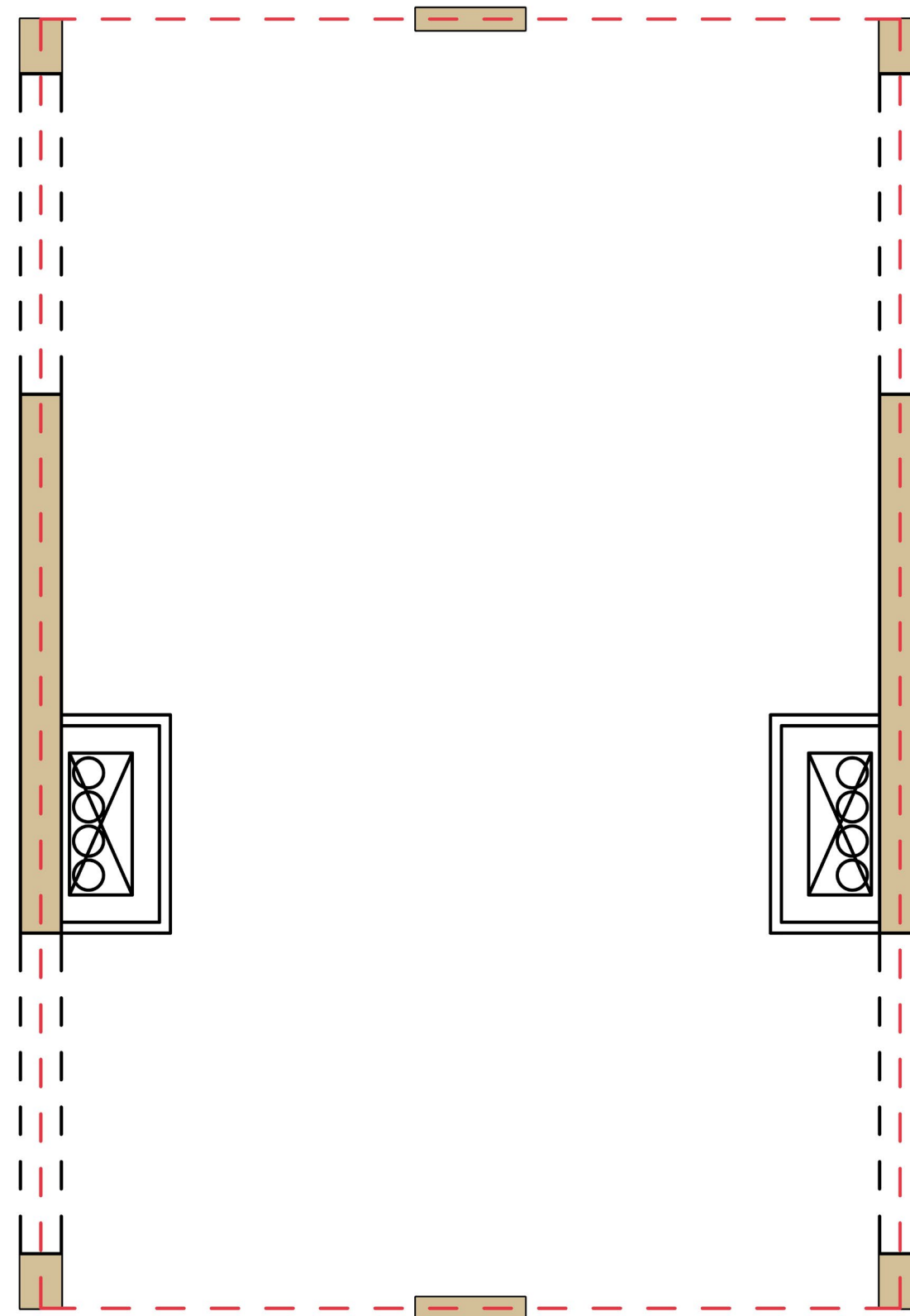
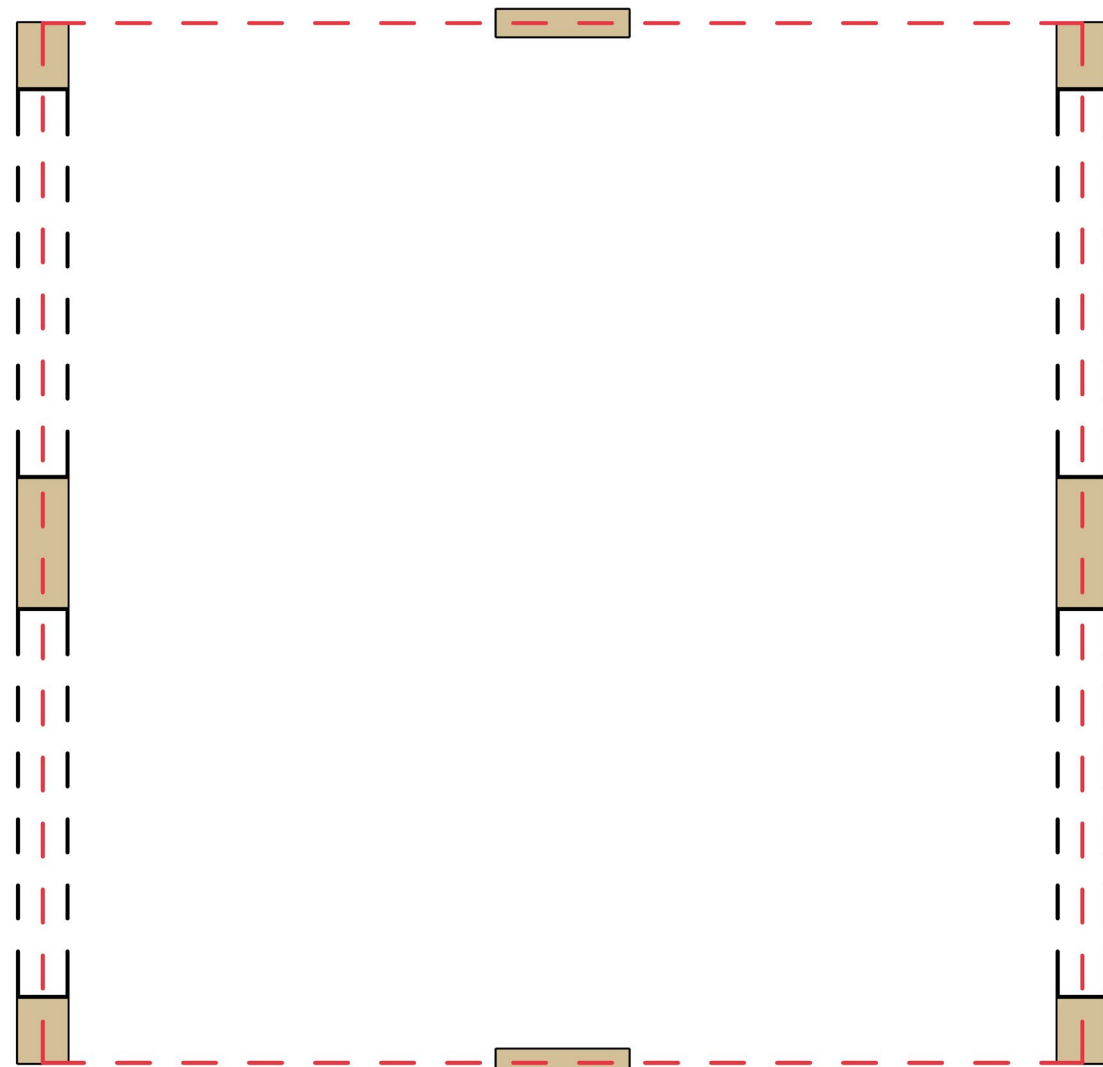


design system:

floor plan modules

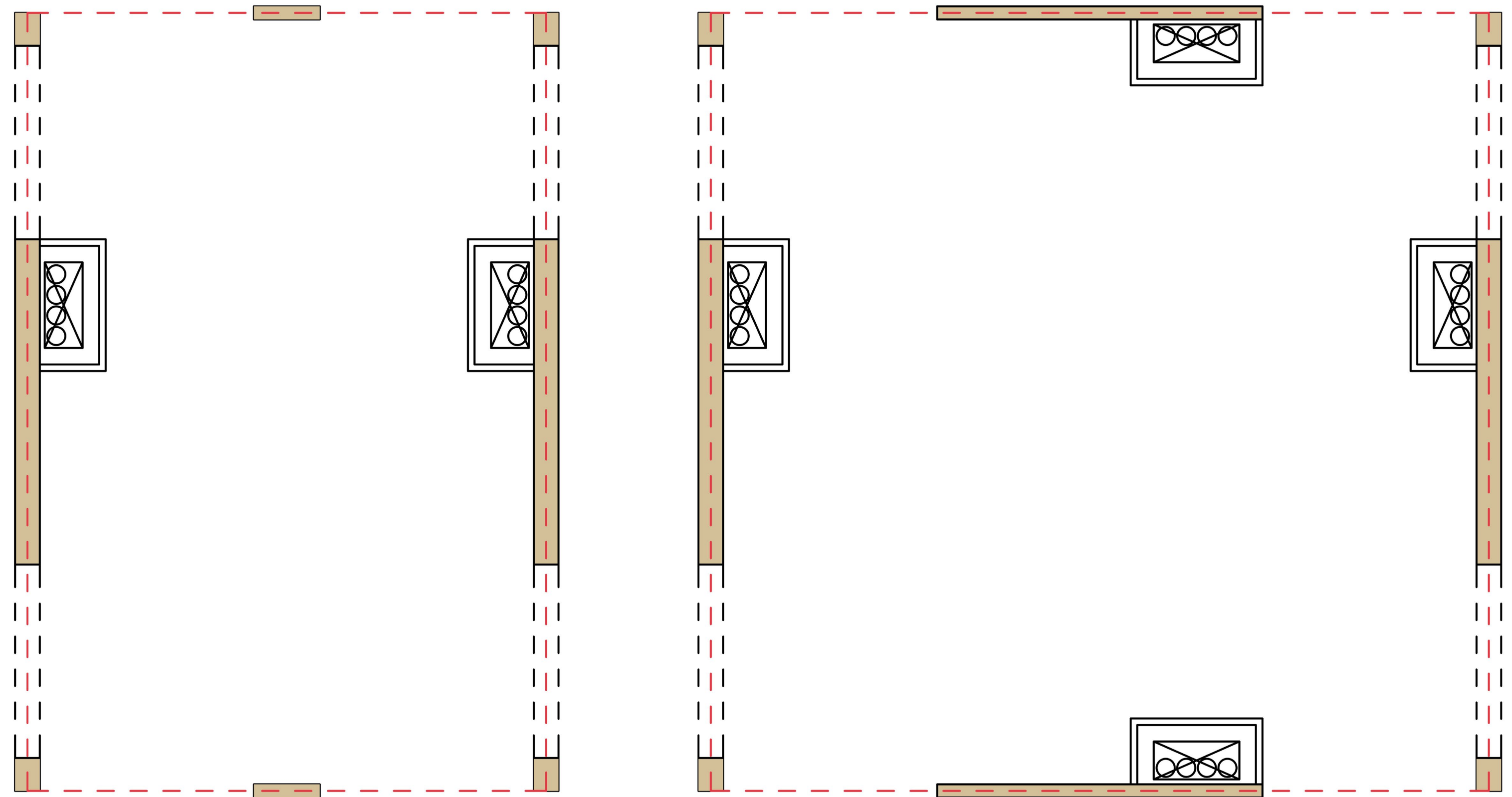
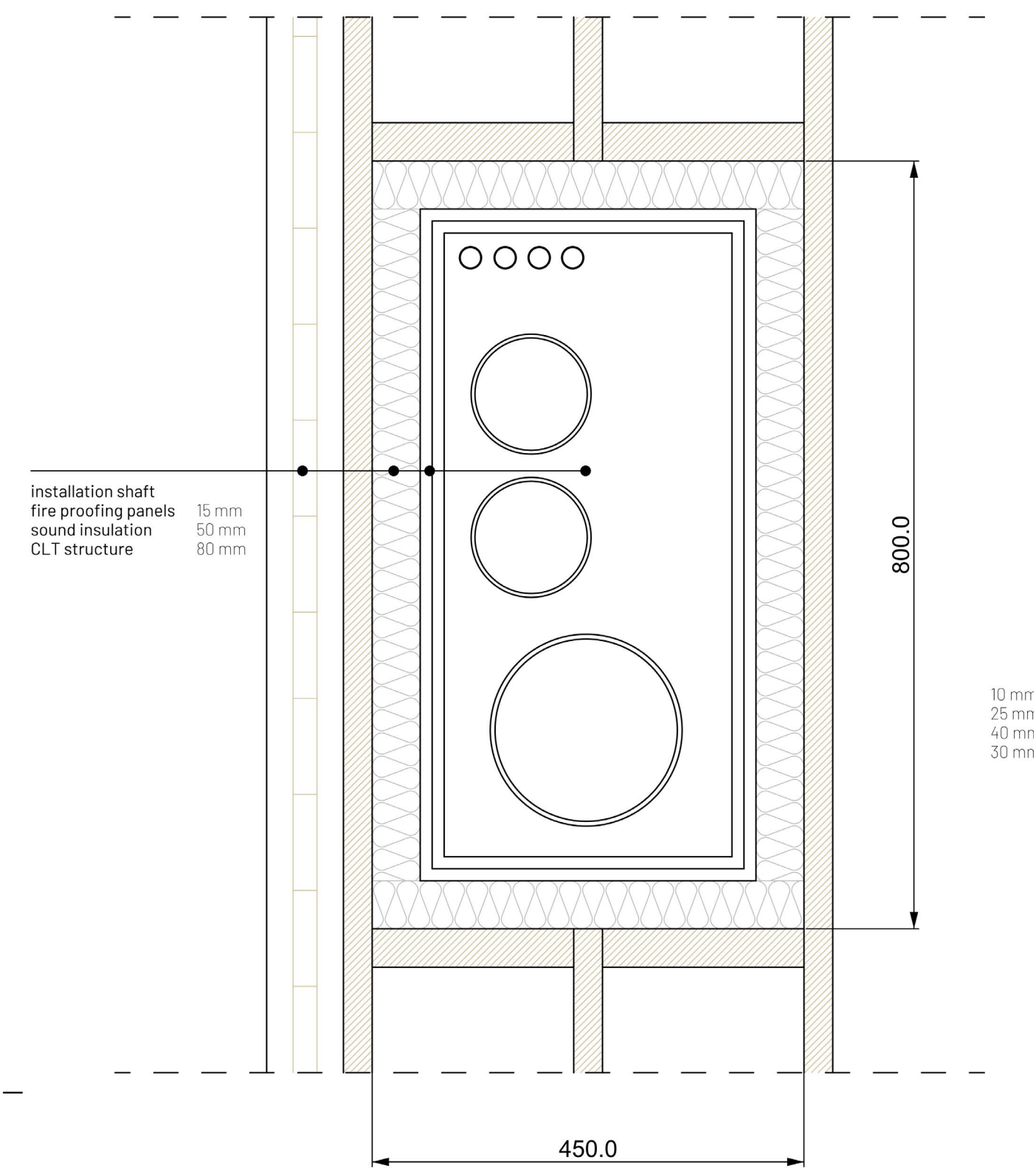


design system:
floor plan modules



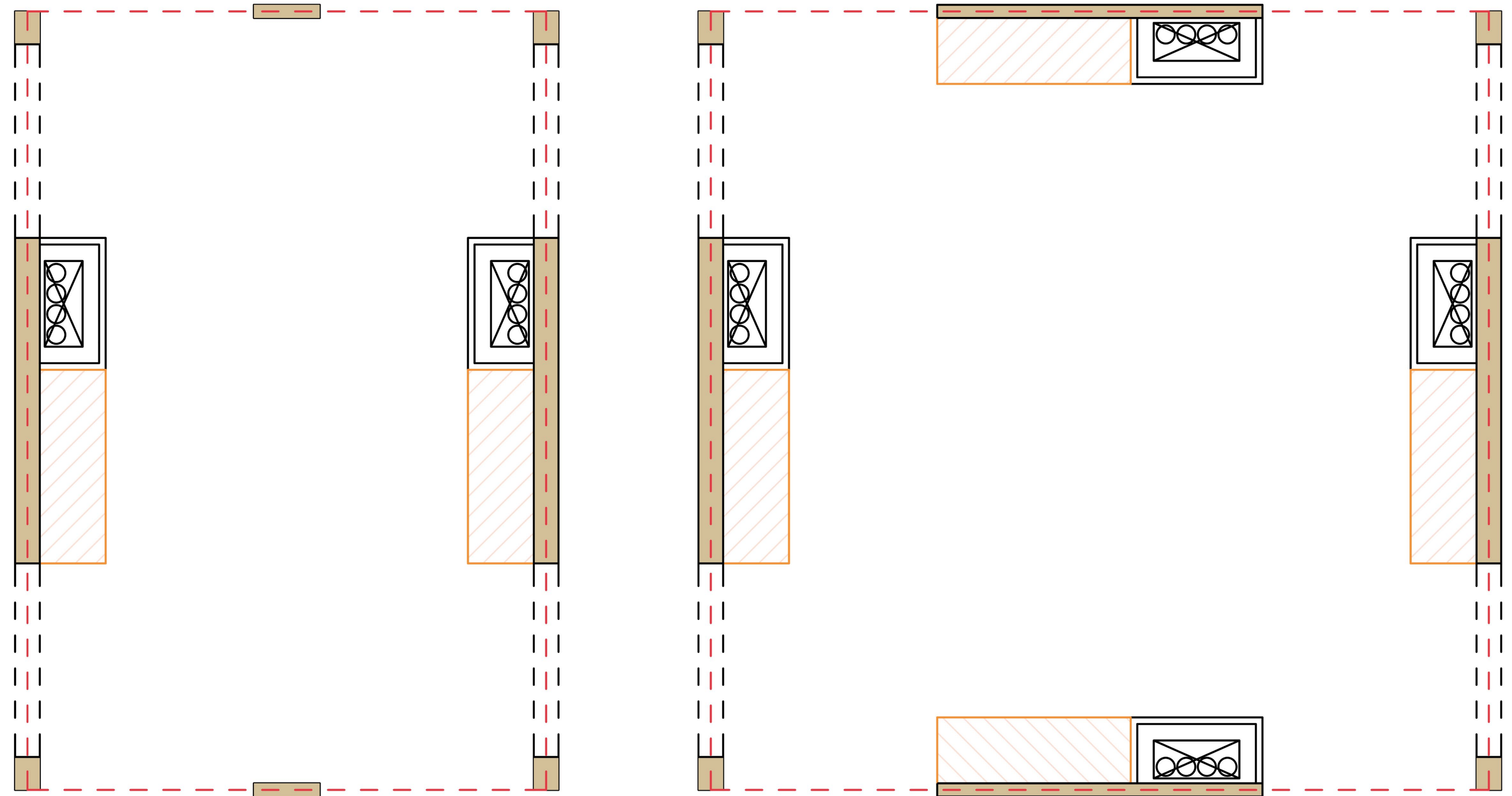
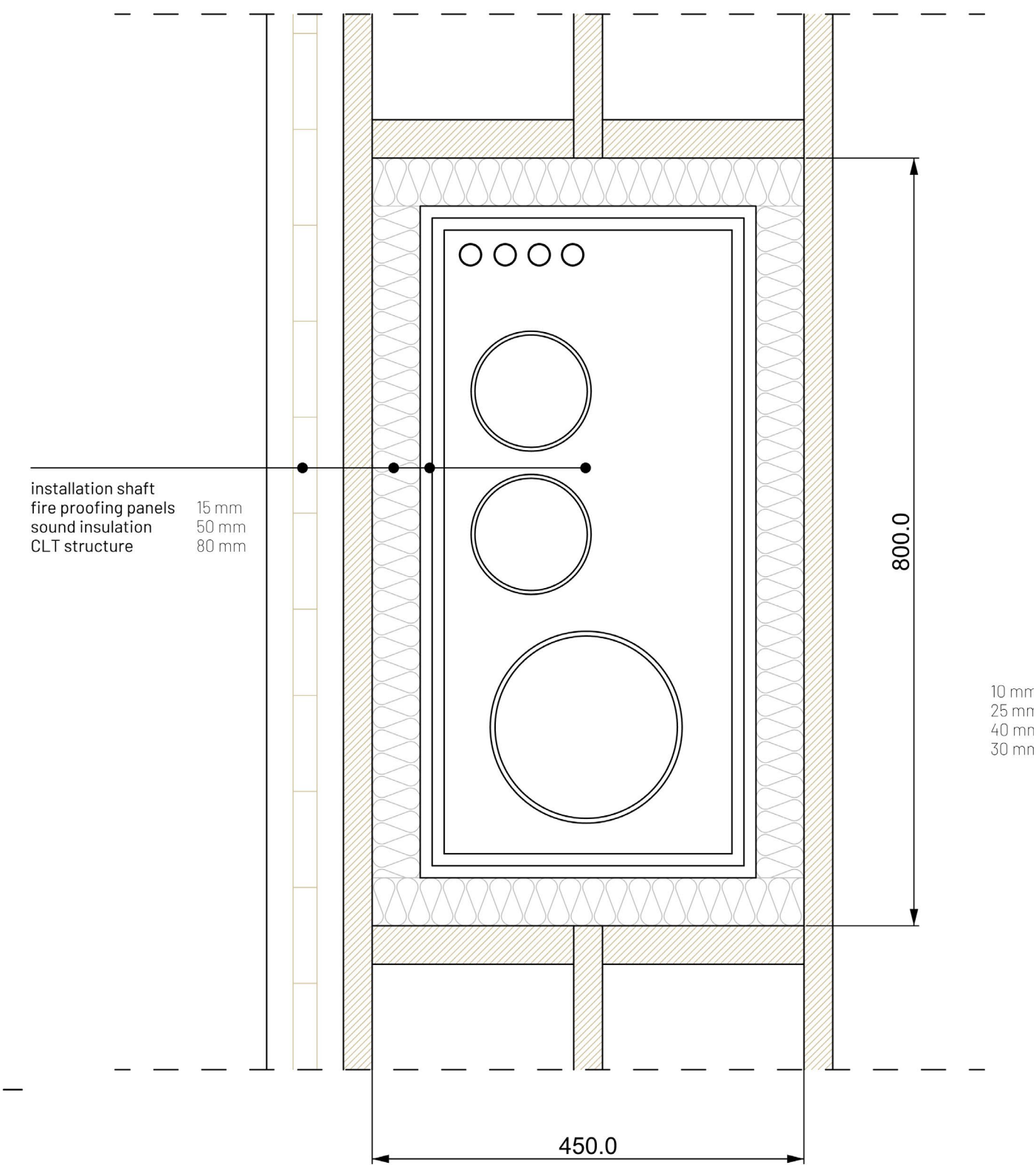
design system: floor plan modules

installation shaft detail

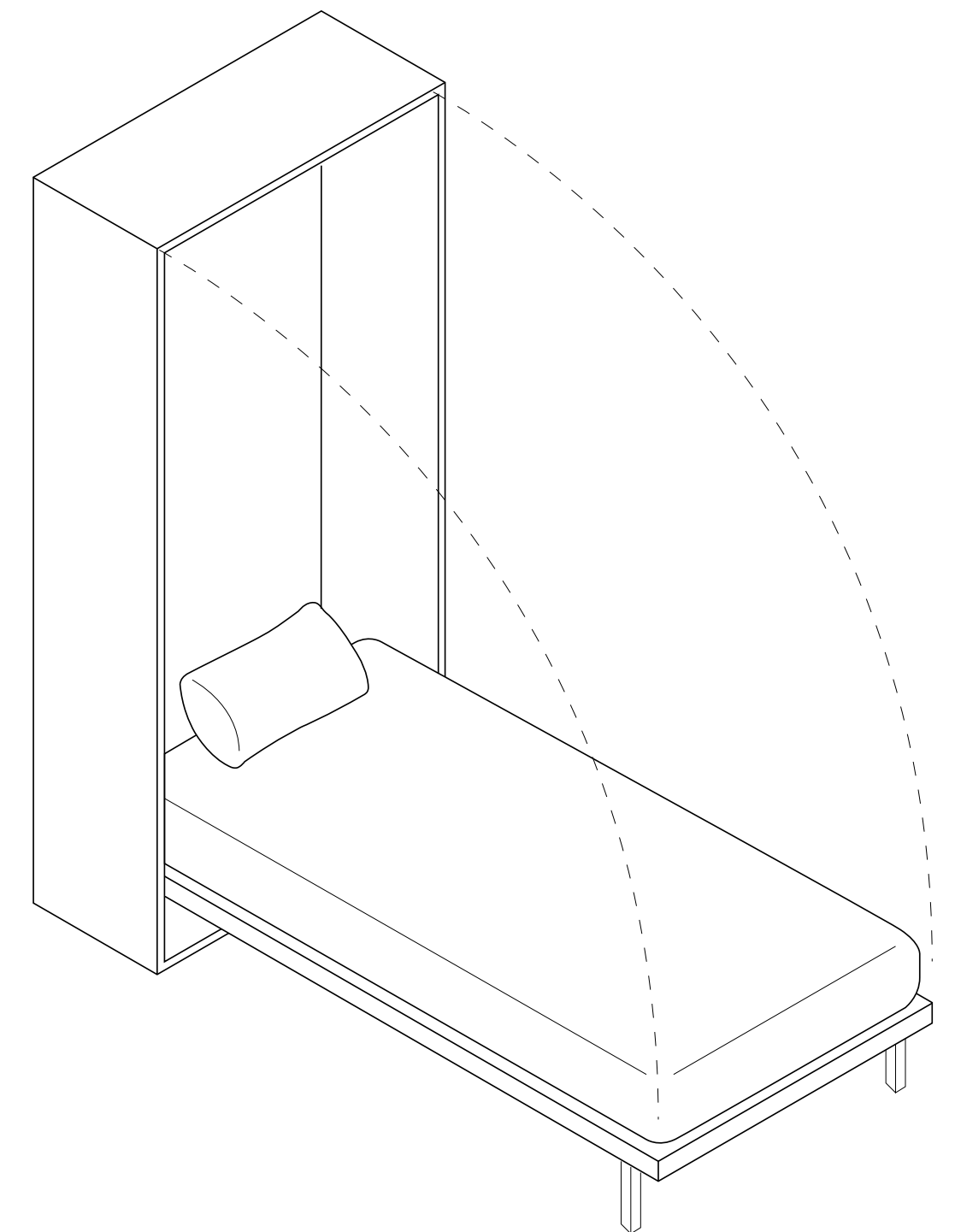
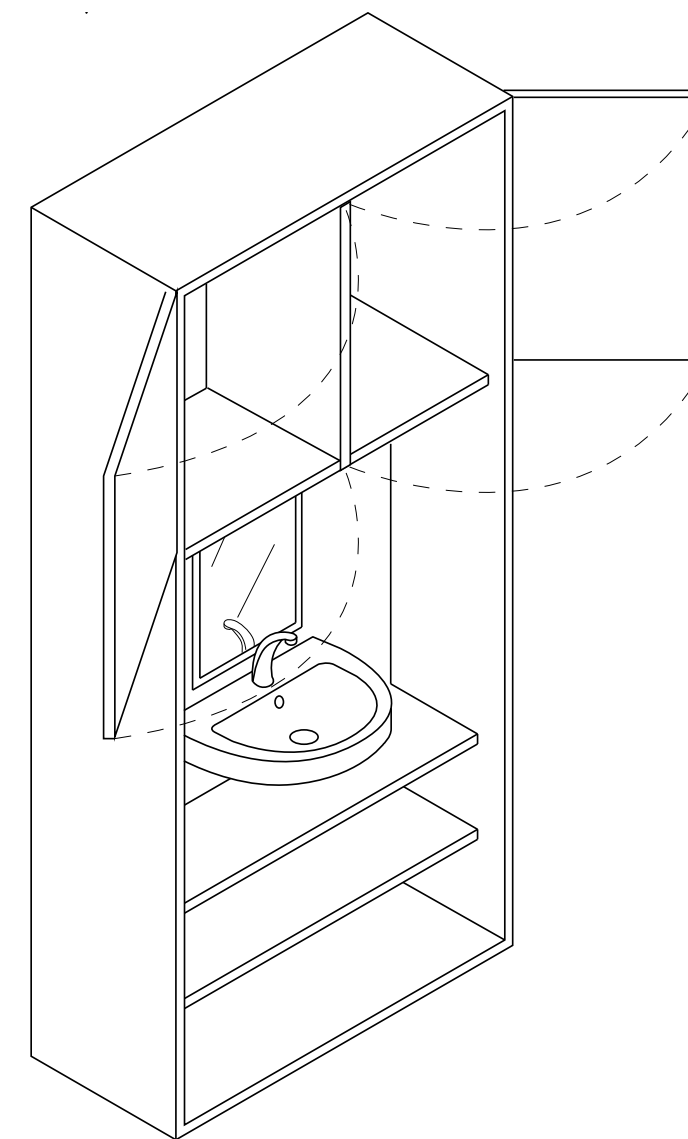
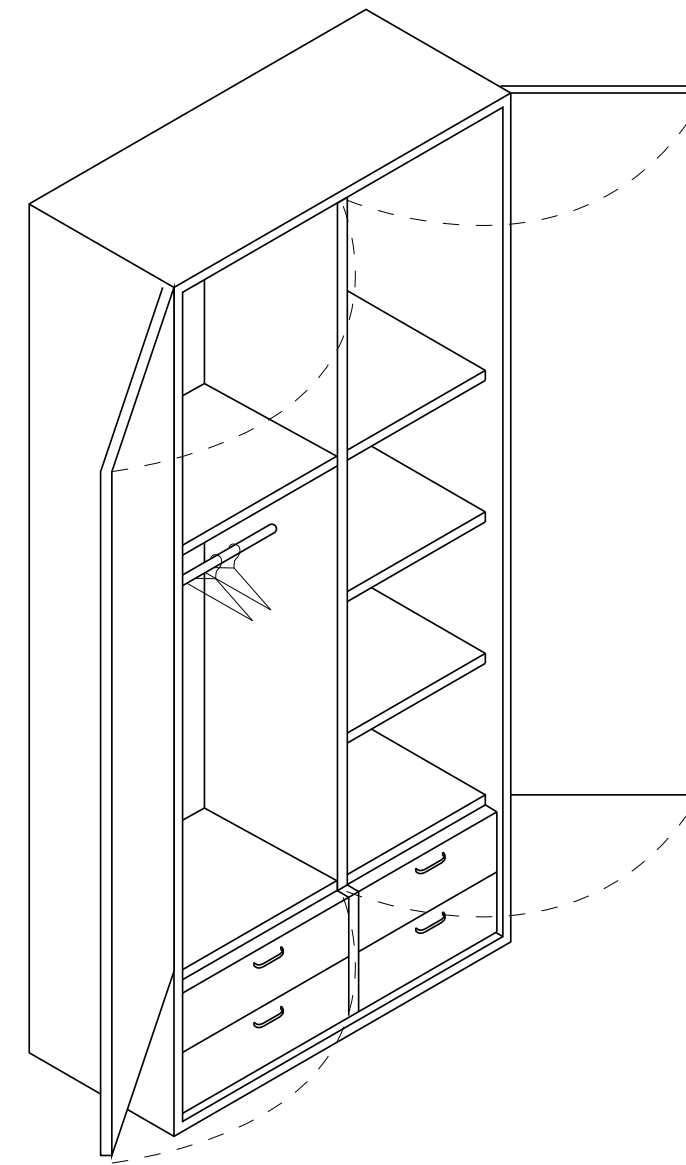
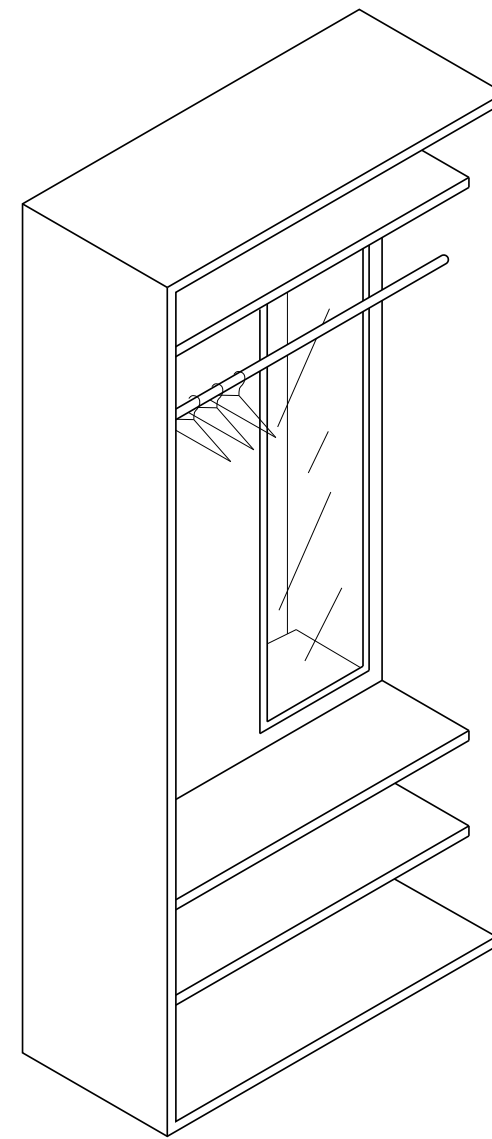
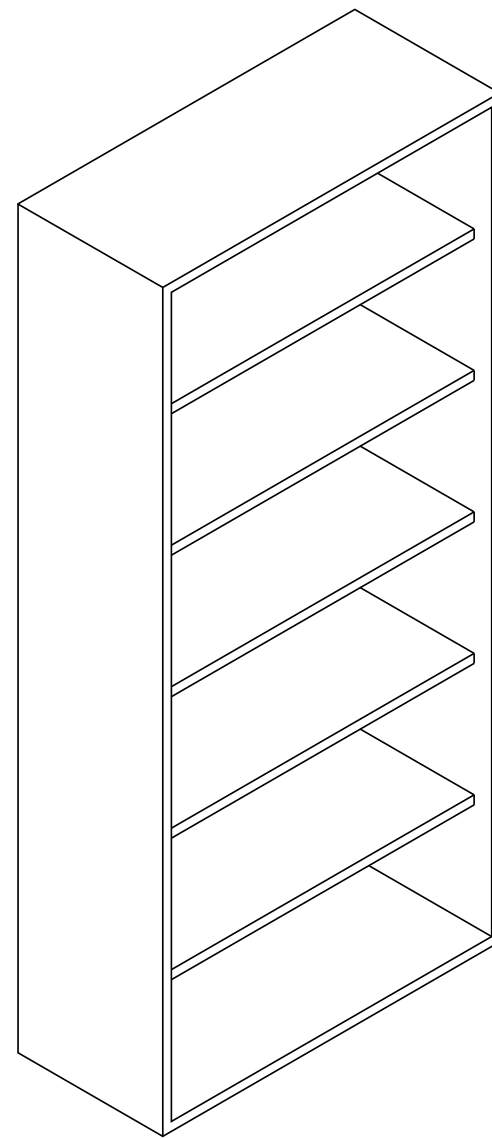
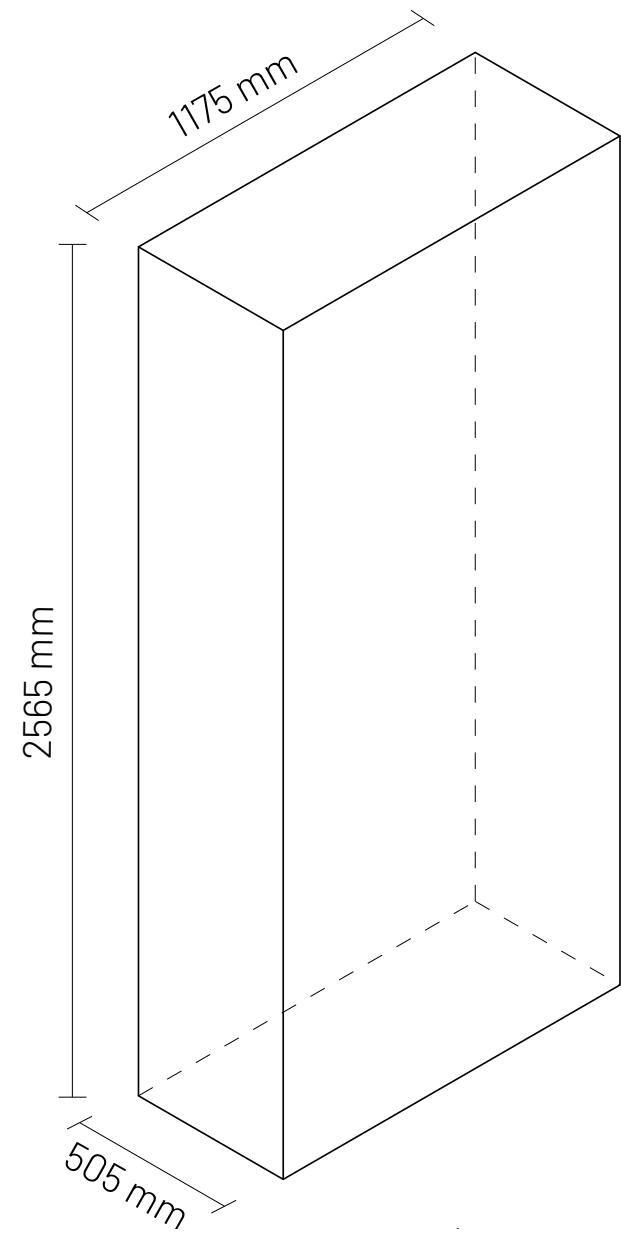


design system: floor plan modules

installation shaft detail

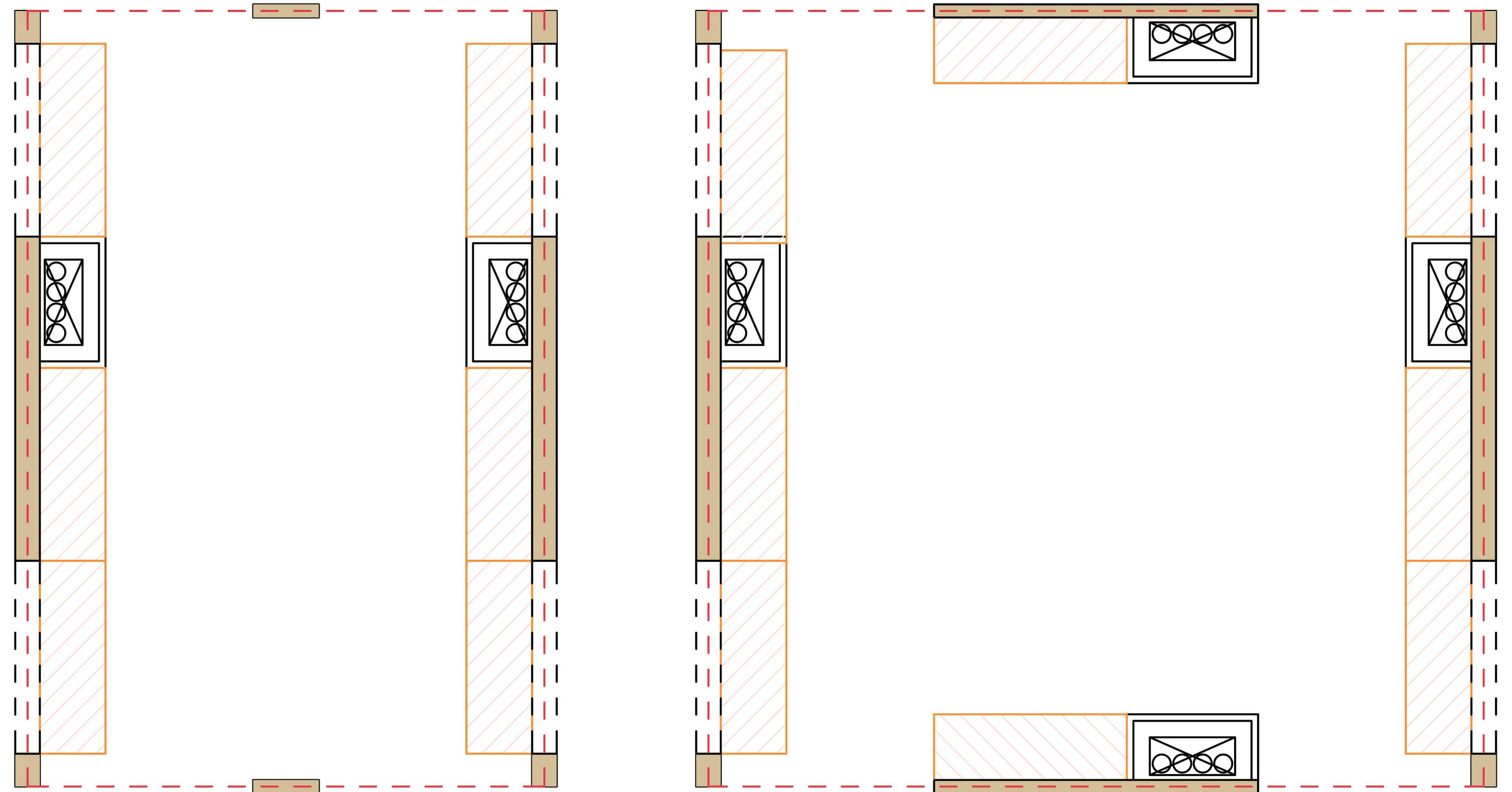
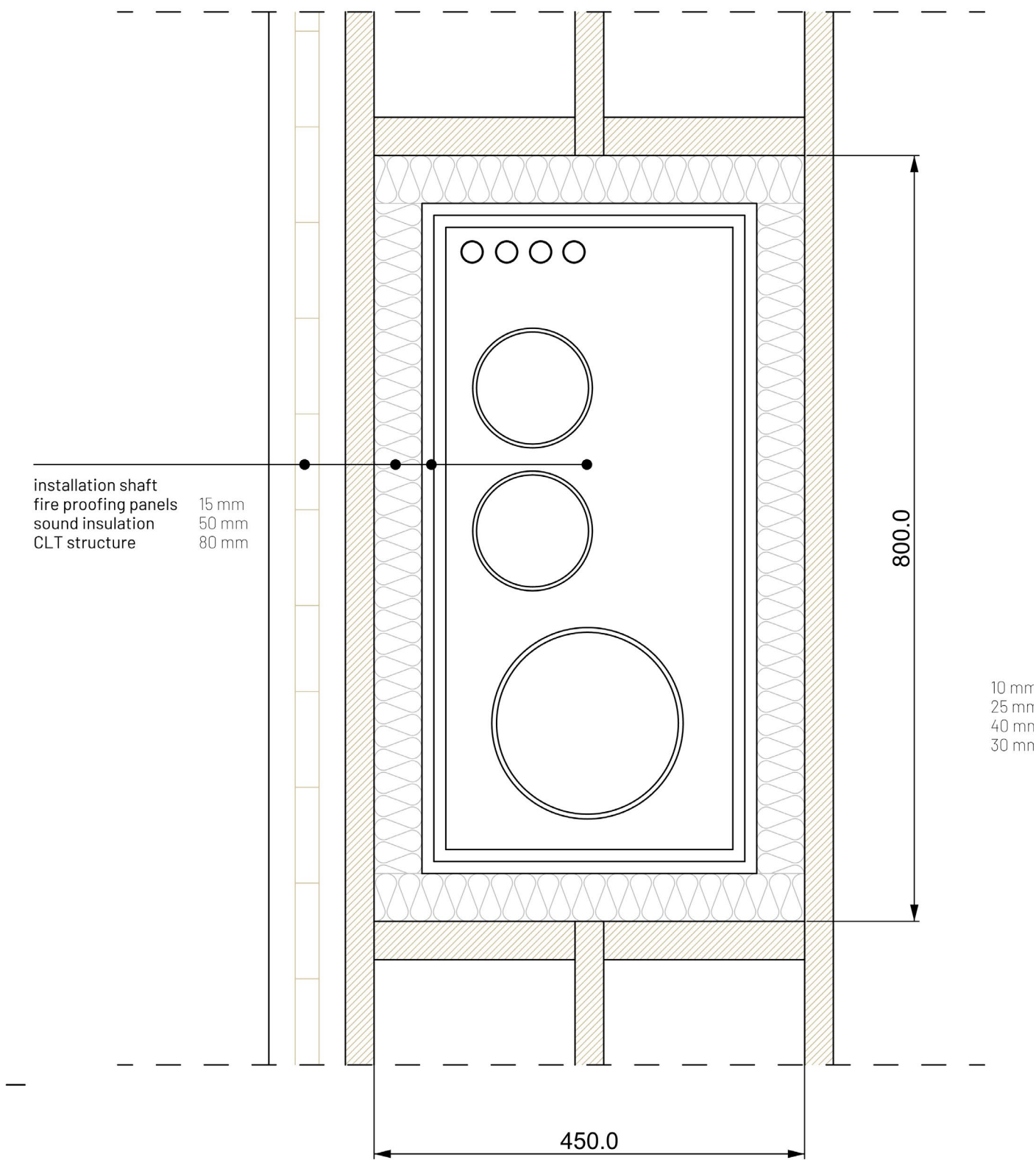


design system: built-in units



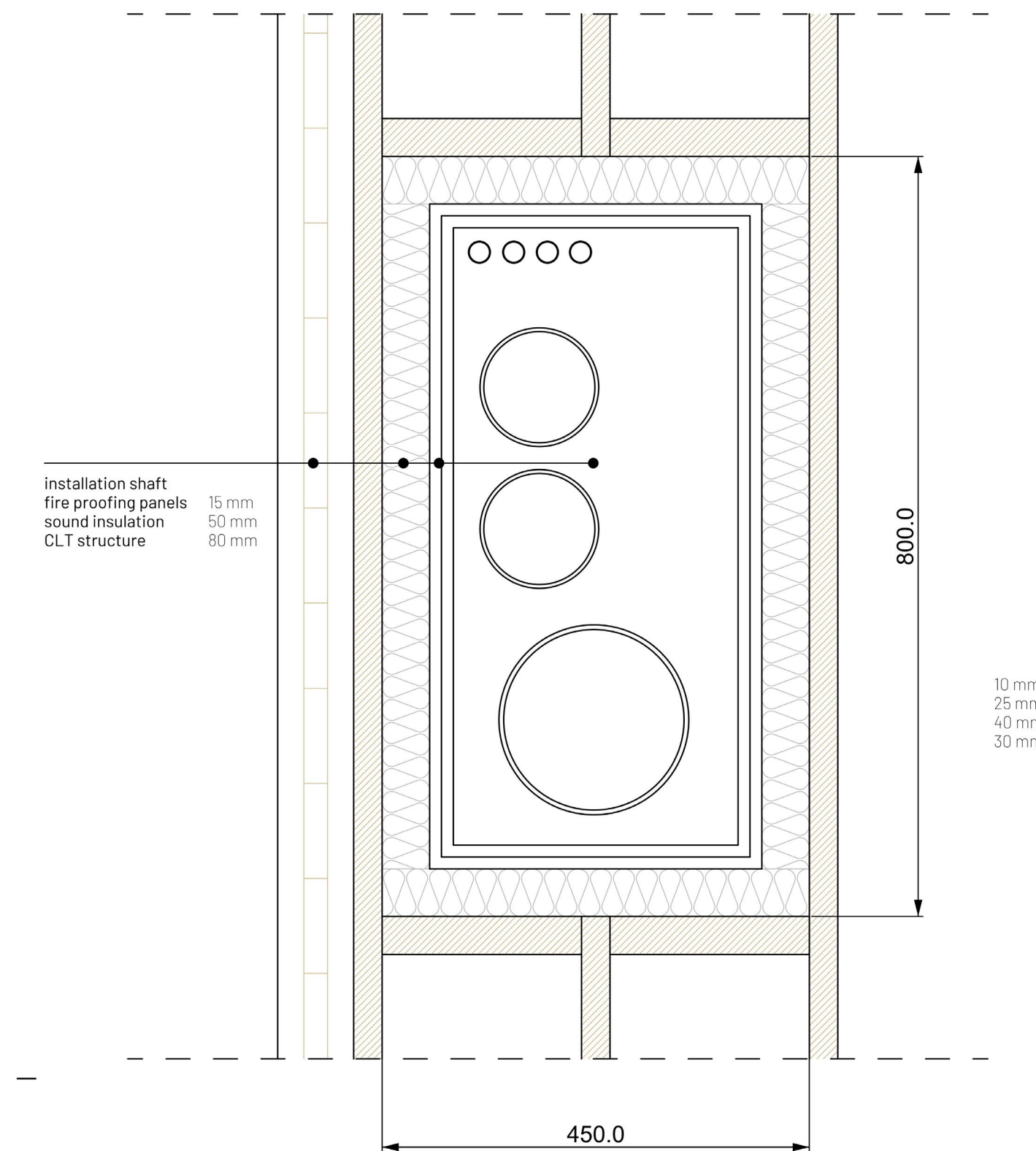
design system: floor plan modules

installation shaft detail

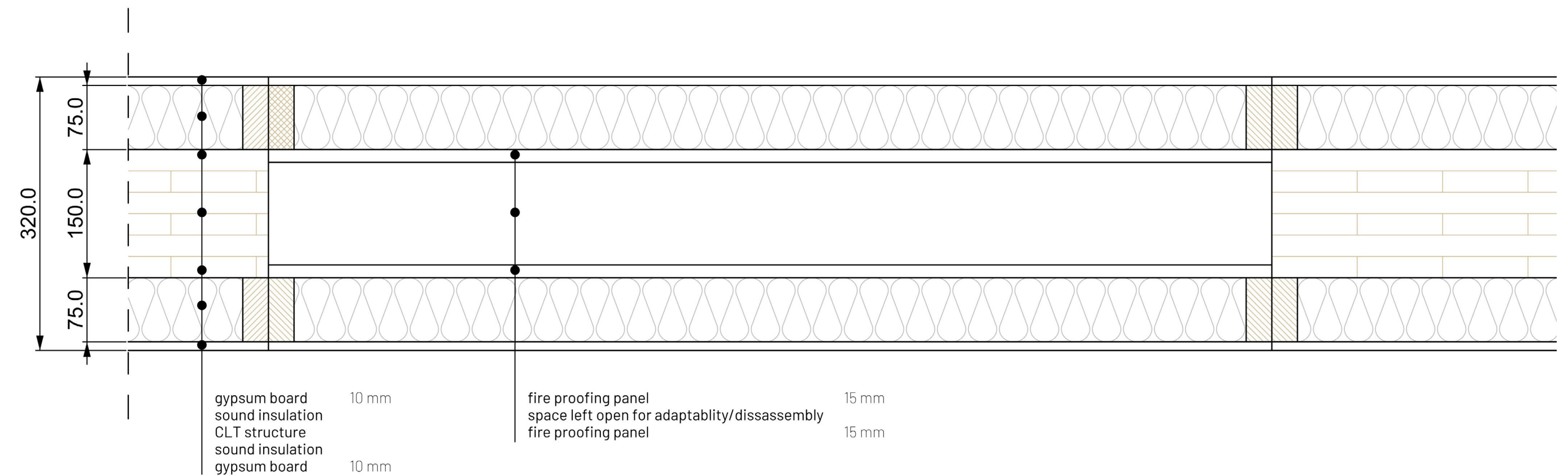


design system: floor plan modules

installation shaft detail



apartment dividing wall detail



design system:



ground

design system:
façade system



DESIGN

SOCIAL & PERSONAL

“Social housing can – no, must – also be beautiful. The city and its inhabitants should be proud of it.”

Mecanoo

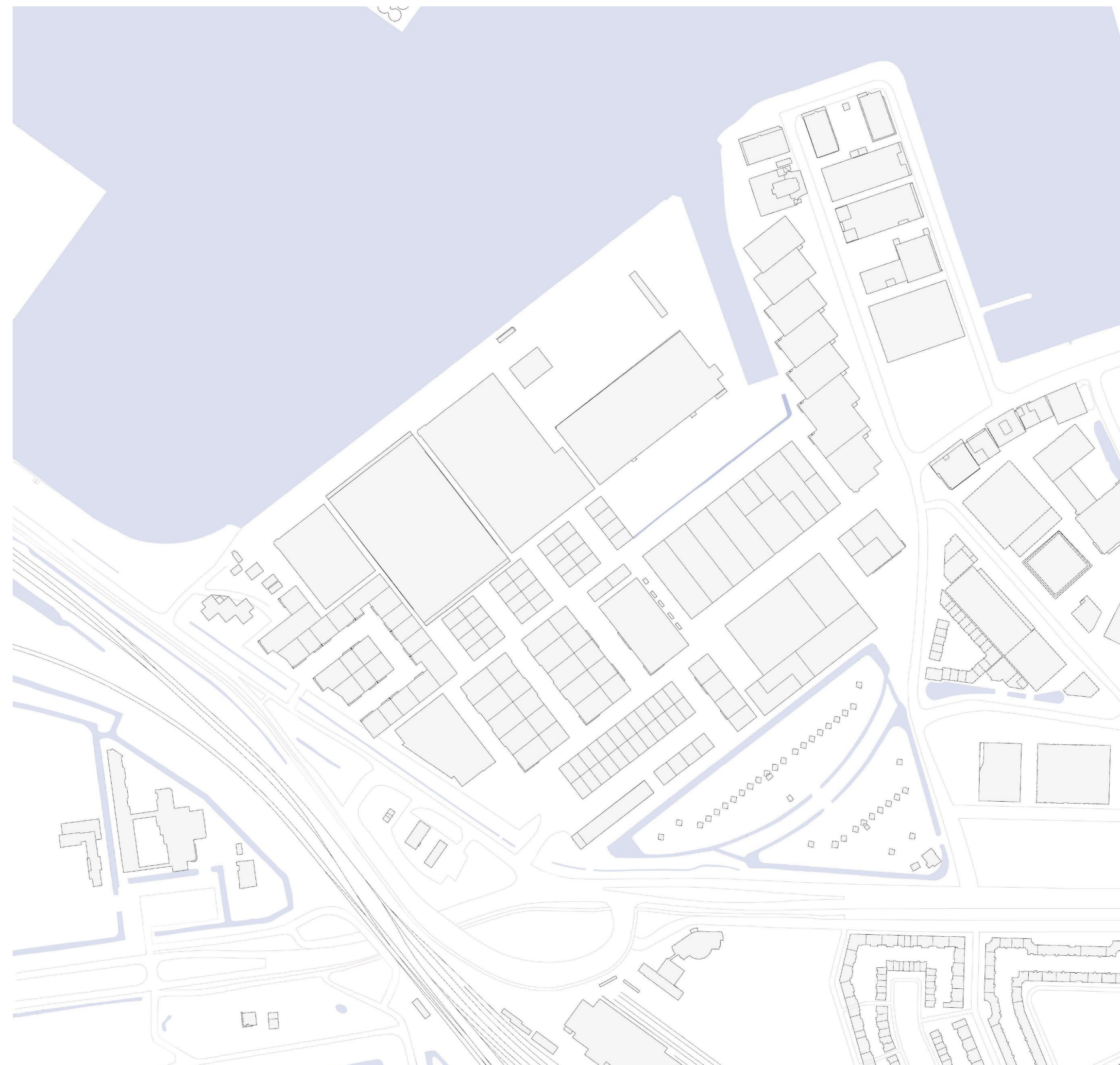
design application:
location



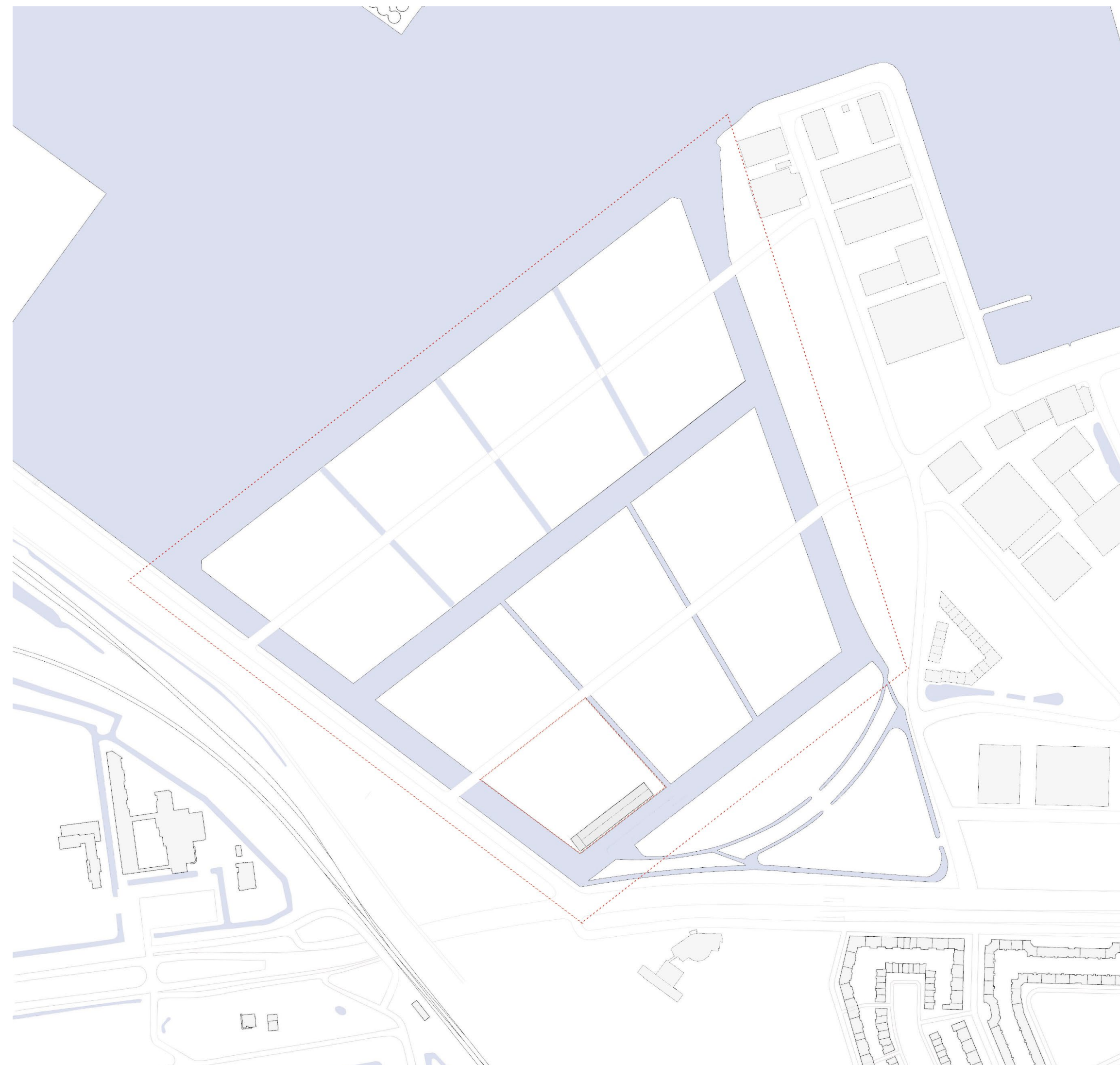
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location



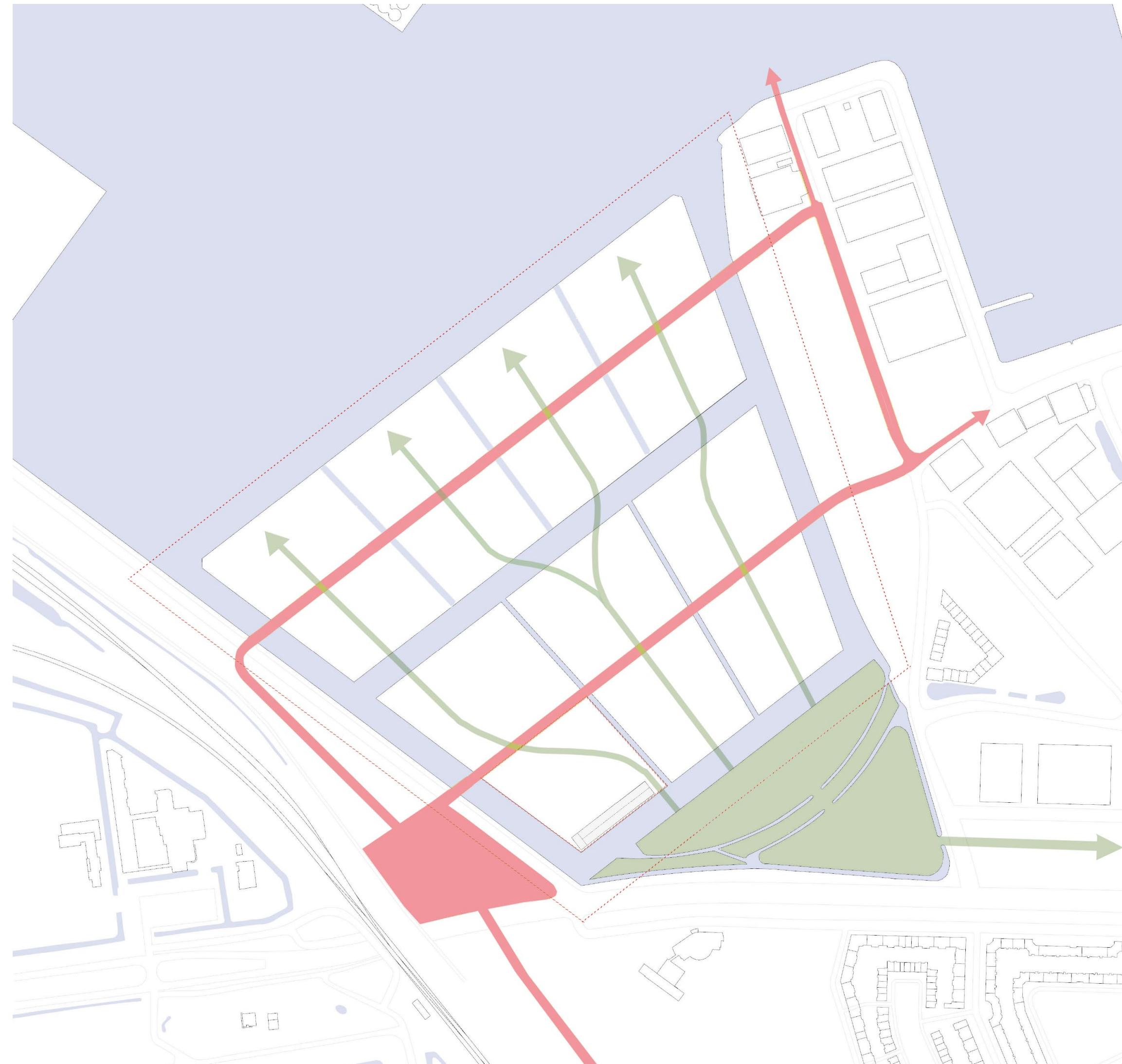
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location



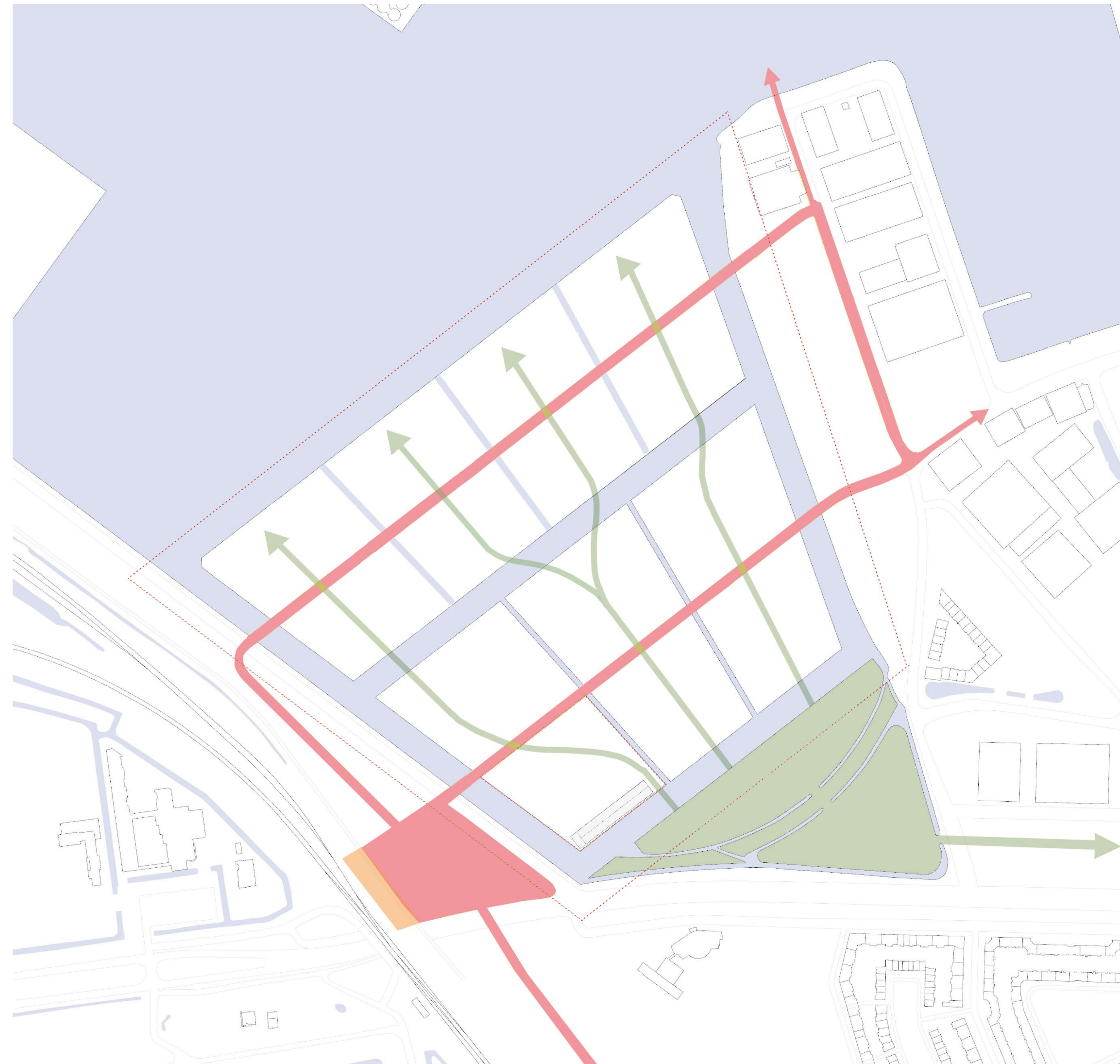
design application:
location



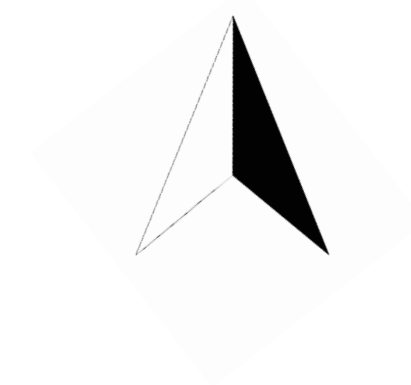
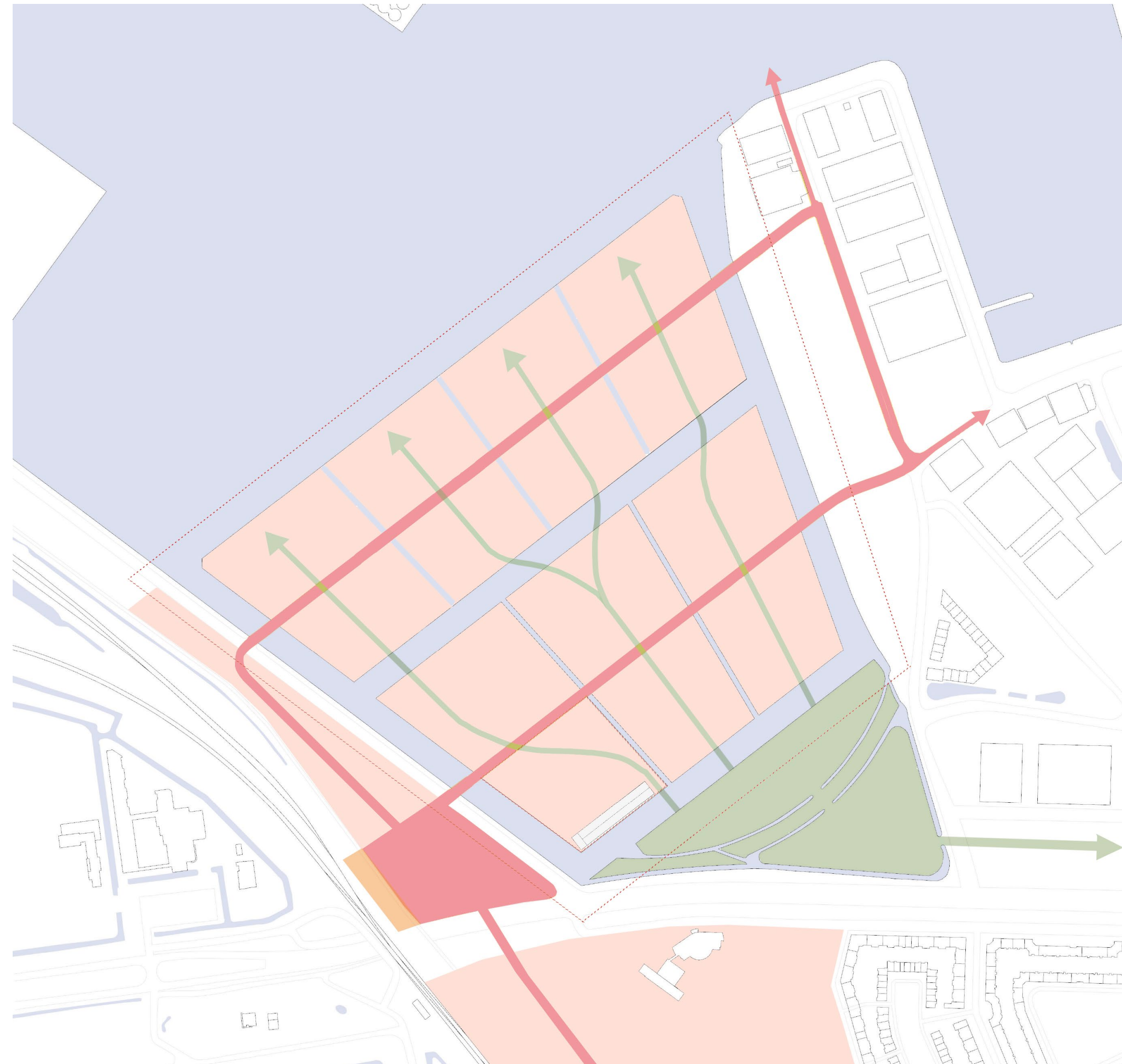
design application:
location



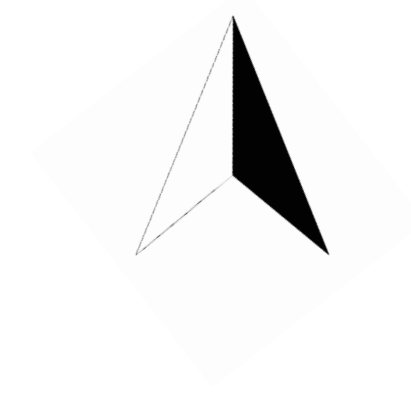
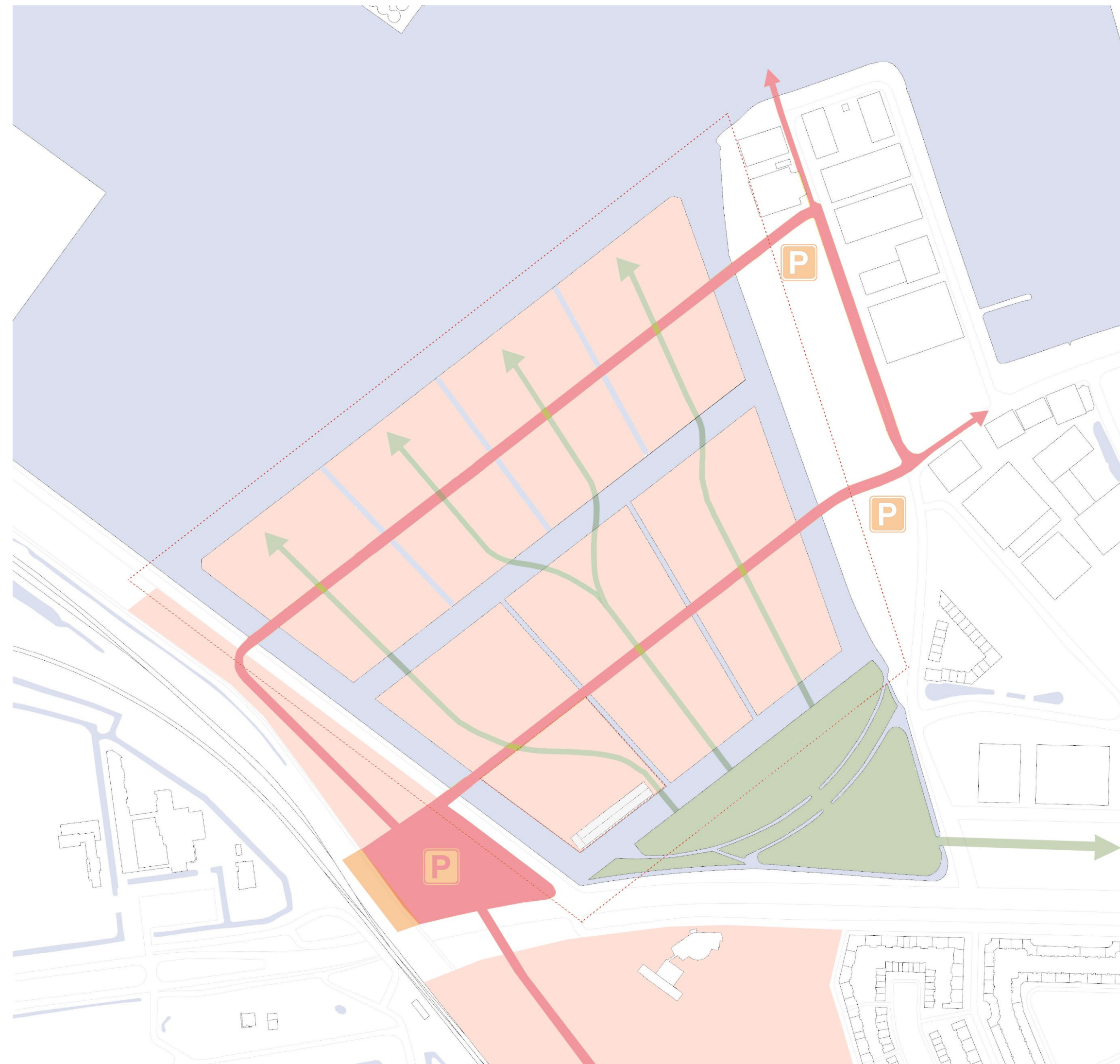
design application:
location



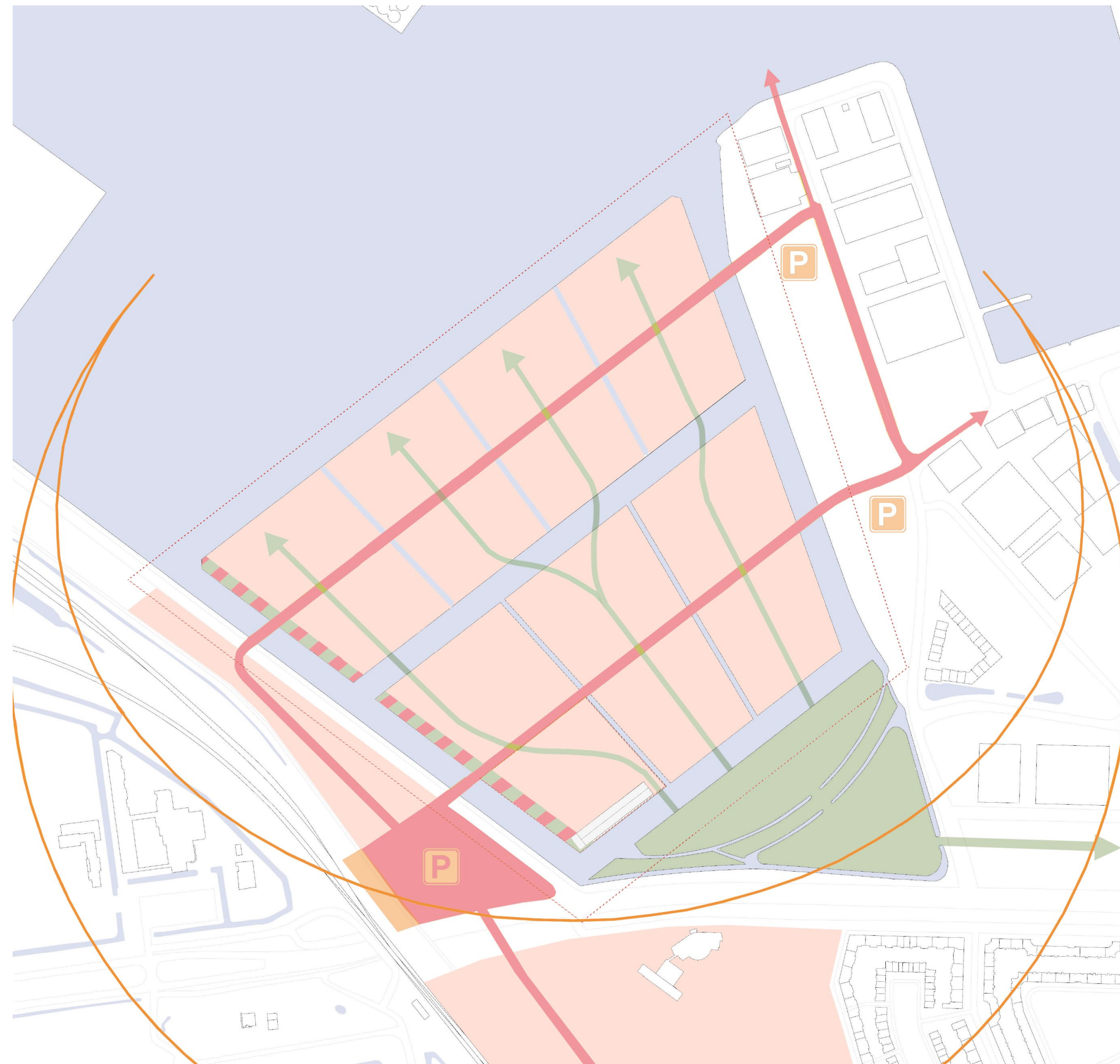
design application:
location



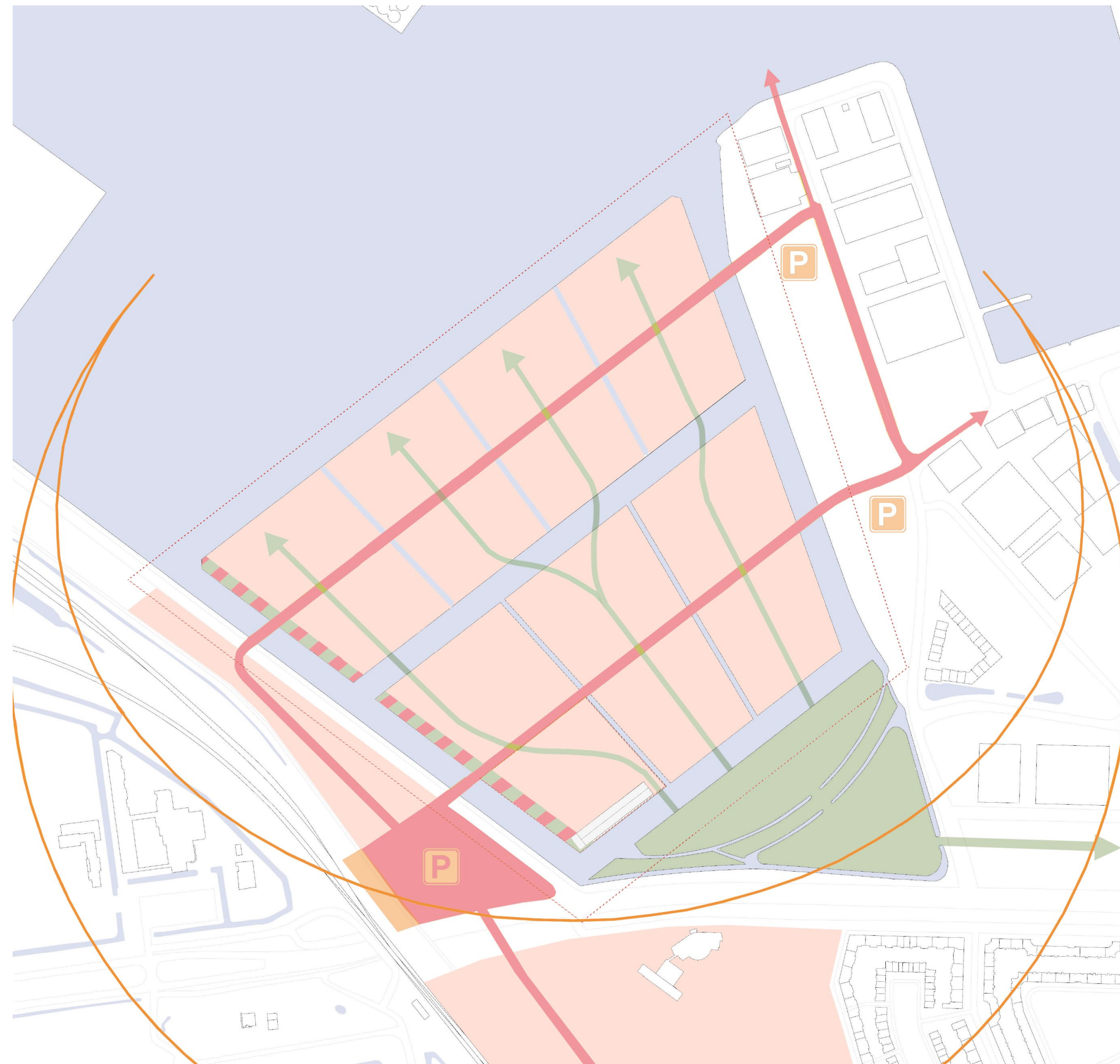
design application:
location



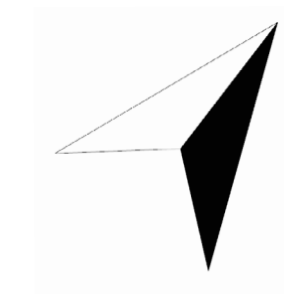
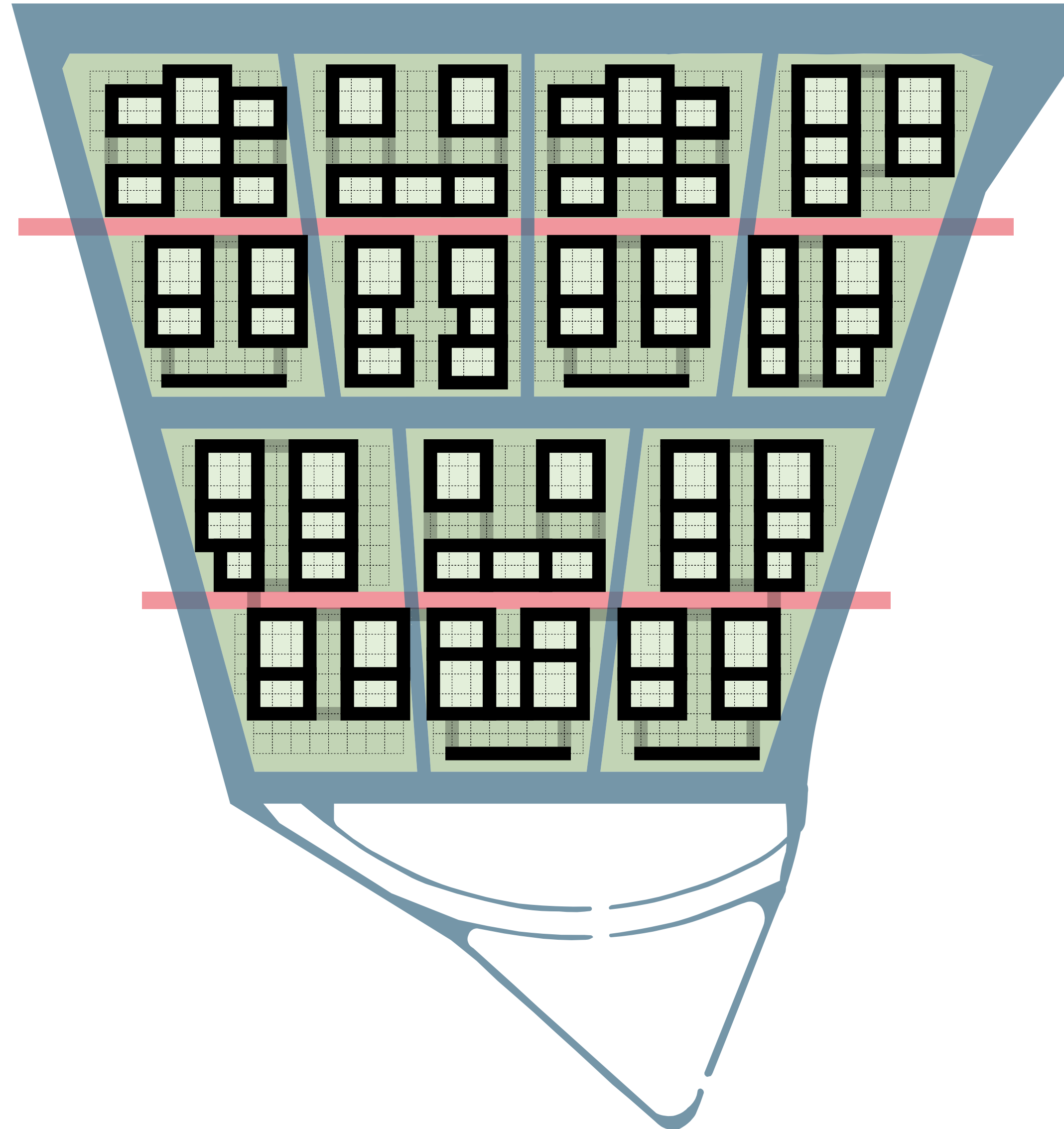
design application:
location



design application:
location



design application:
location



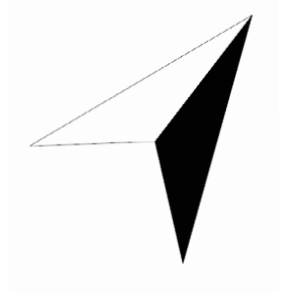
design application:
3D



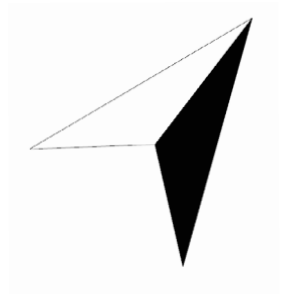
design application: ground floor plan



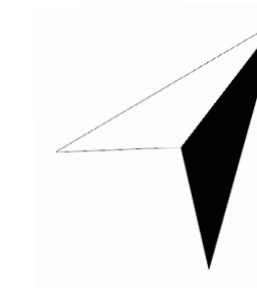
design application: ground floor



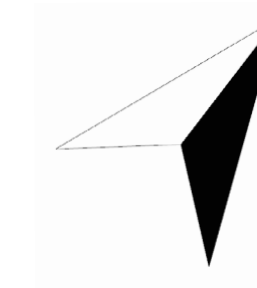
design application:
first floor



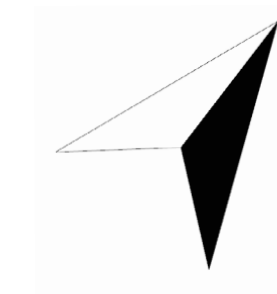
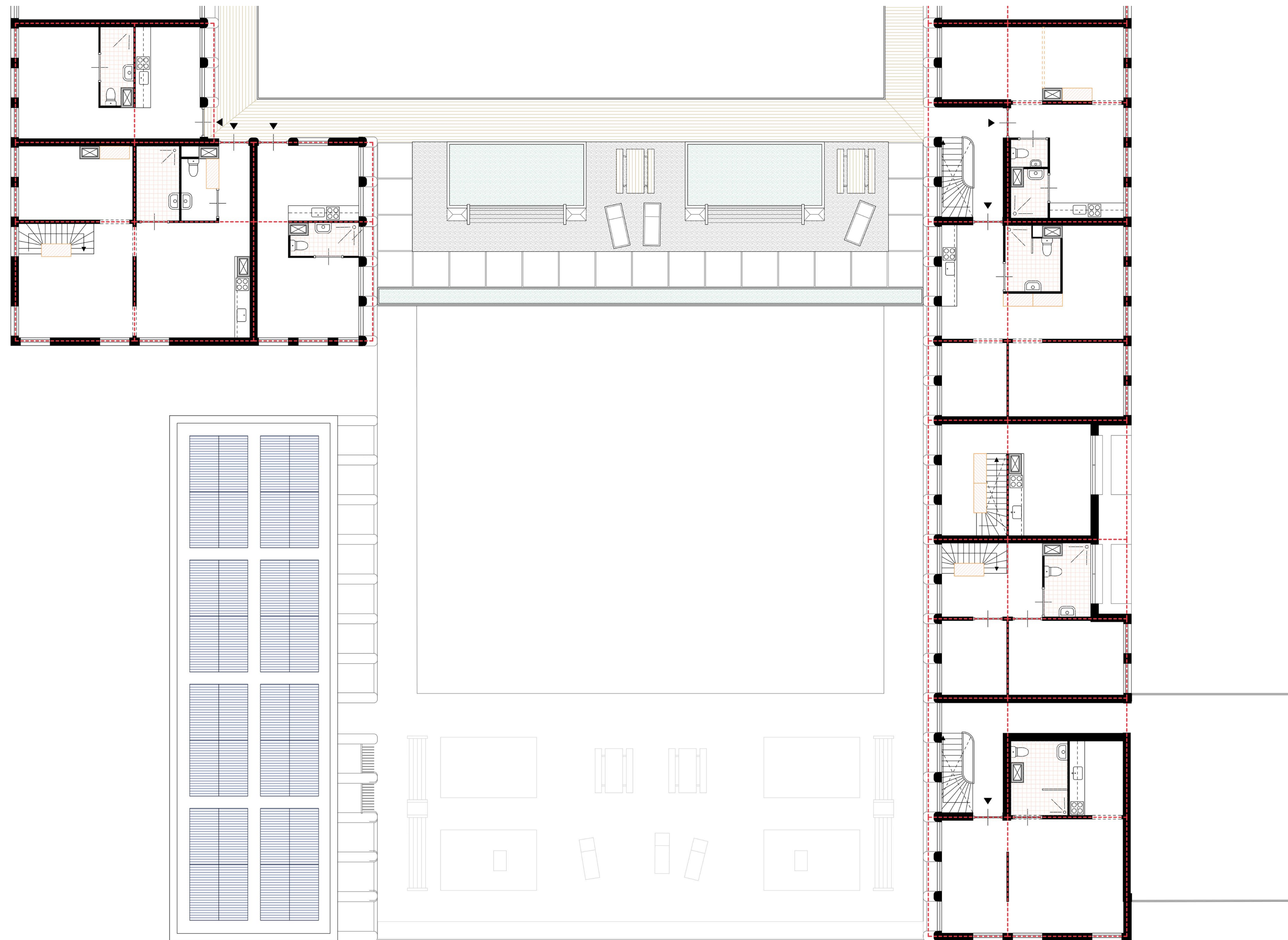
design application: second floor



design application:
third floor



design application:
fourth floor



design application:
cross section

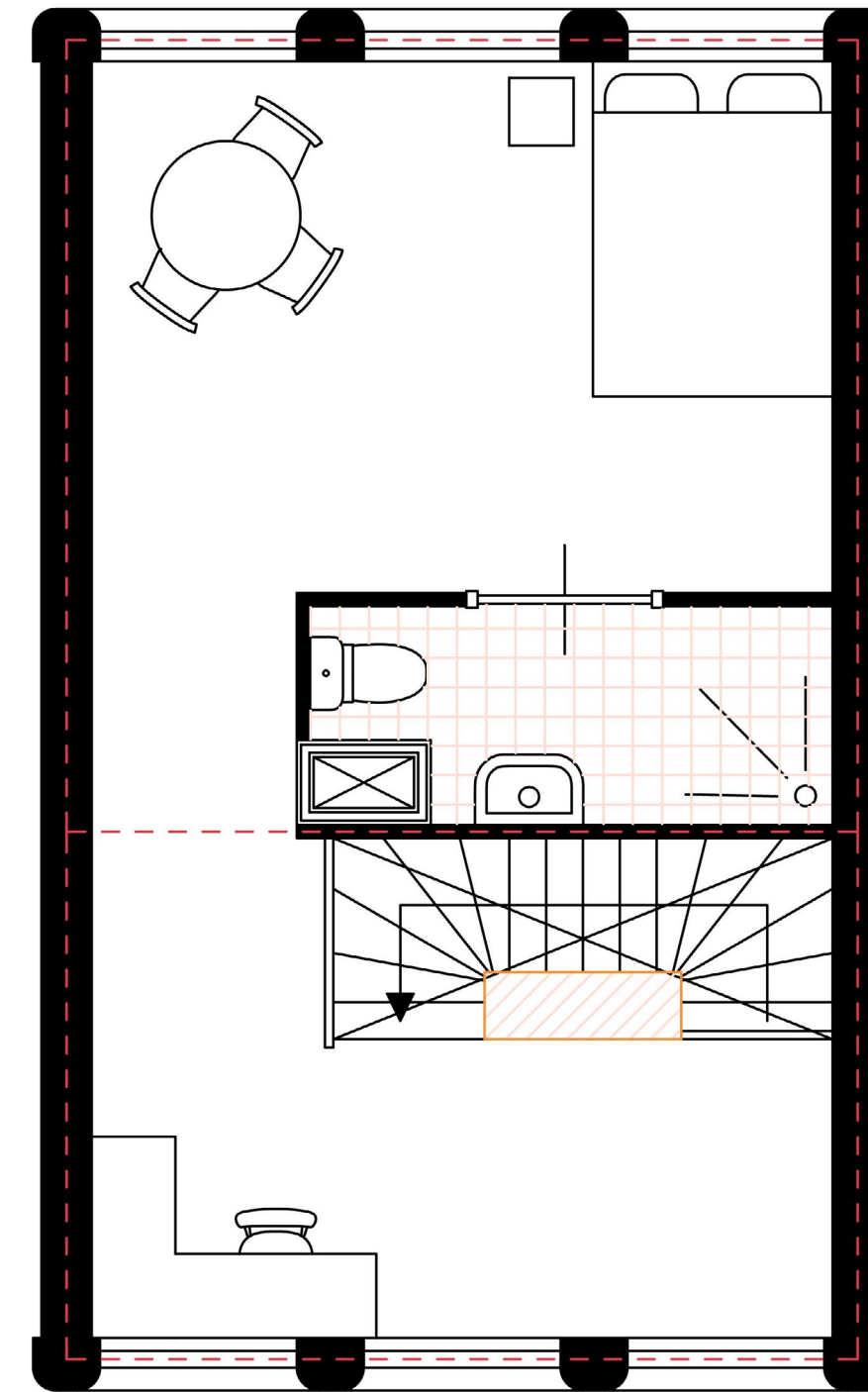
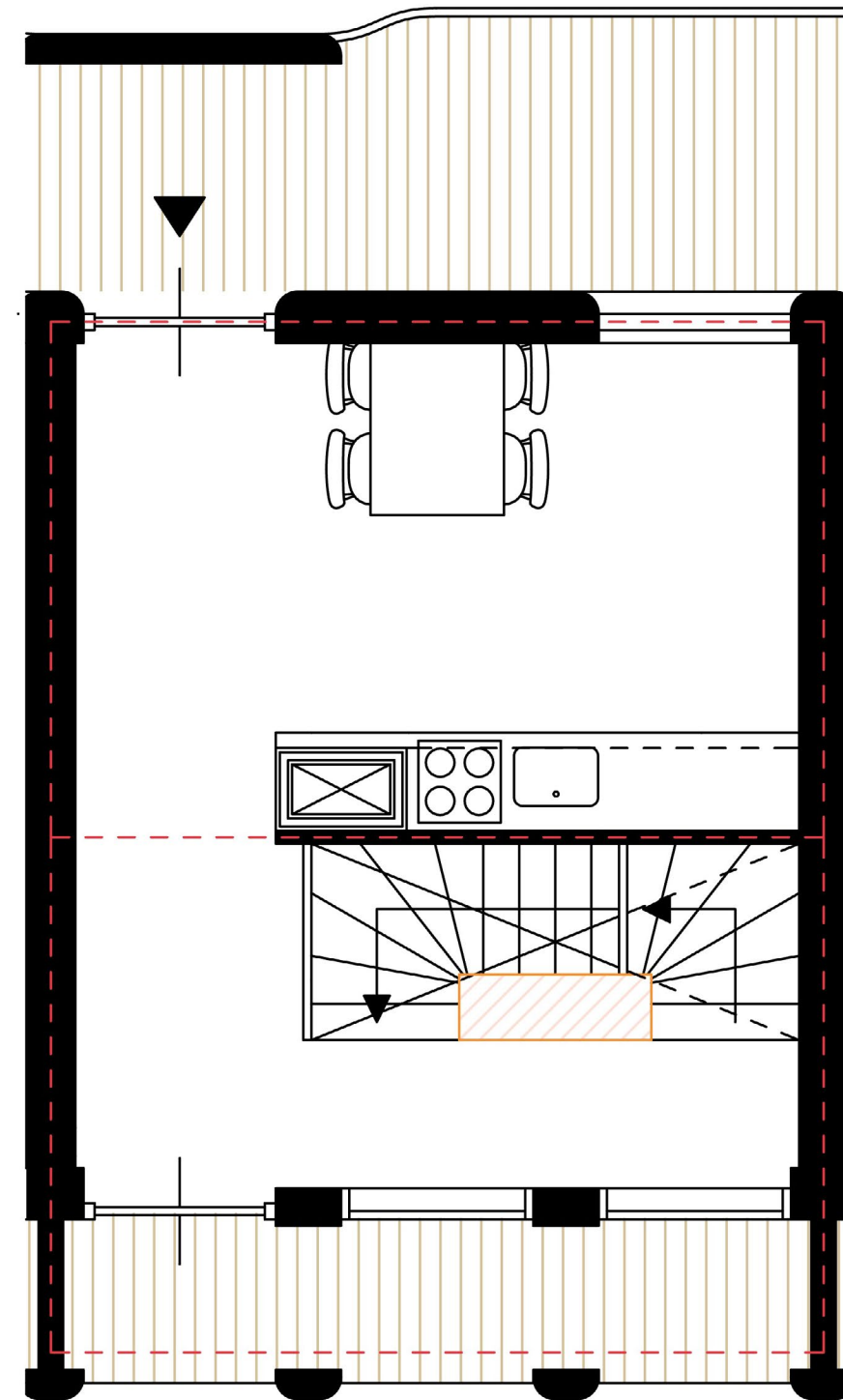
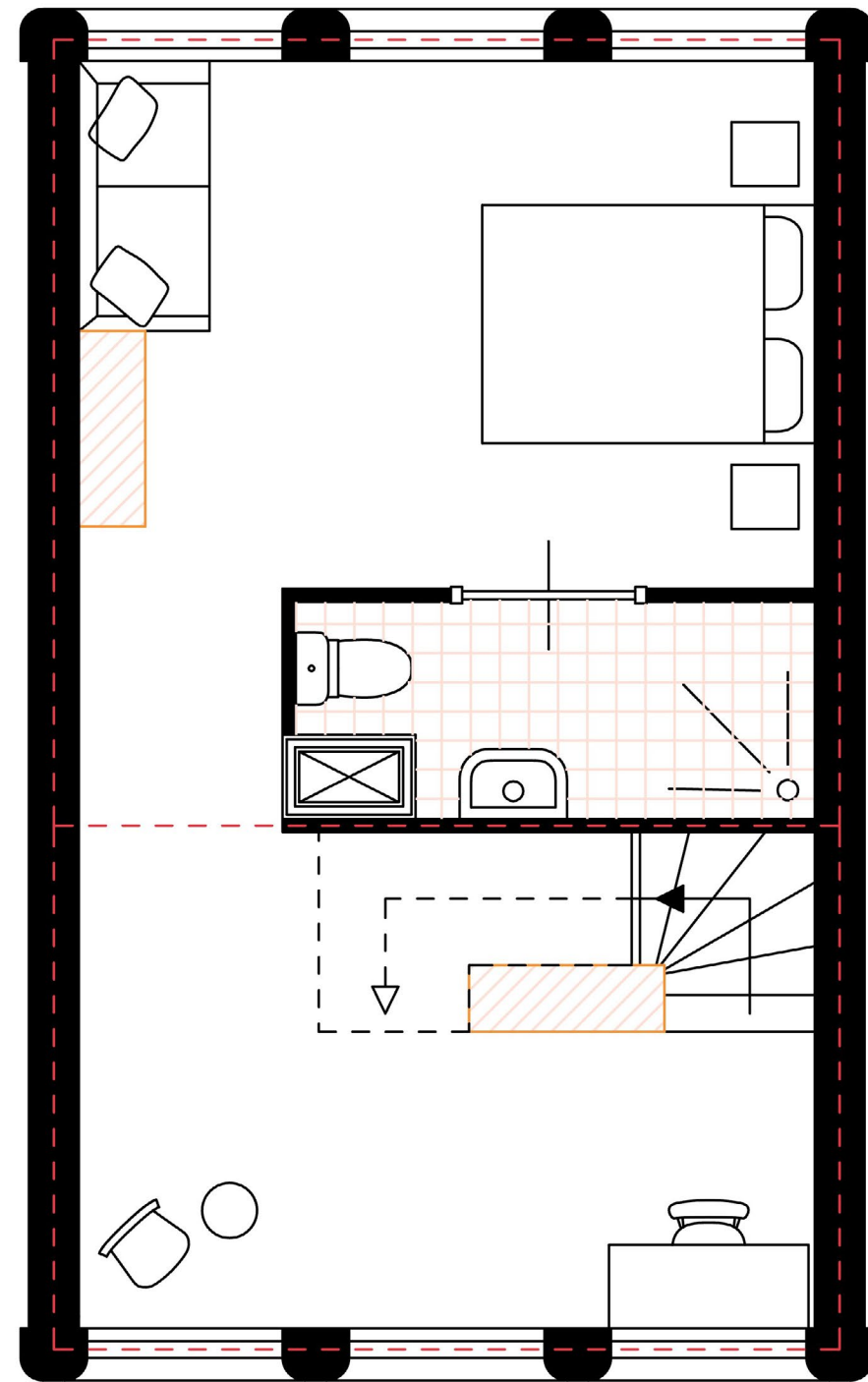


design application:
cross section

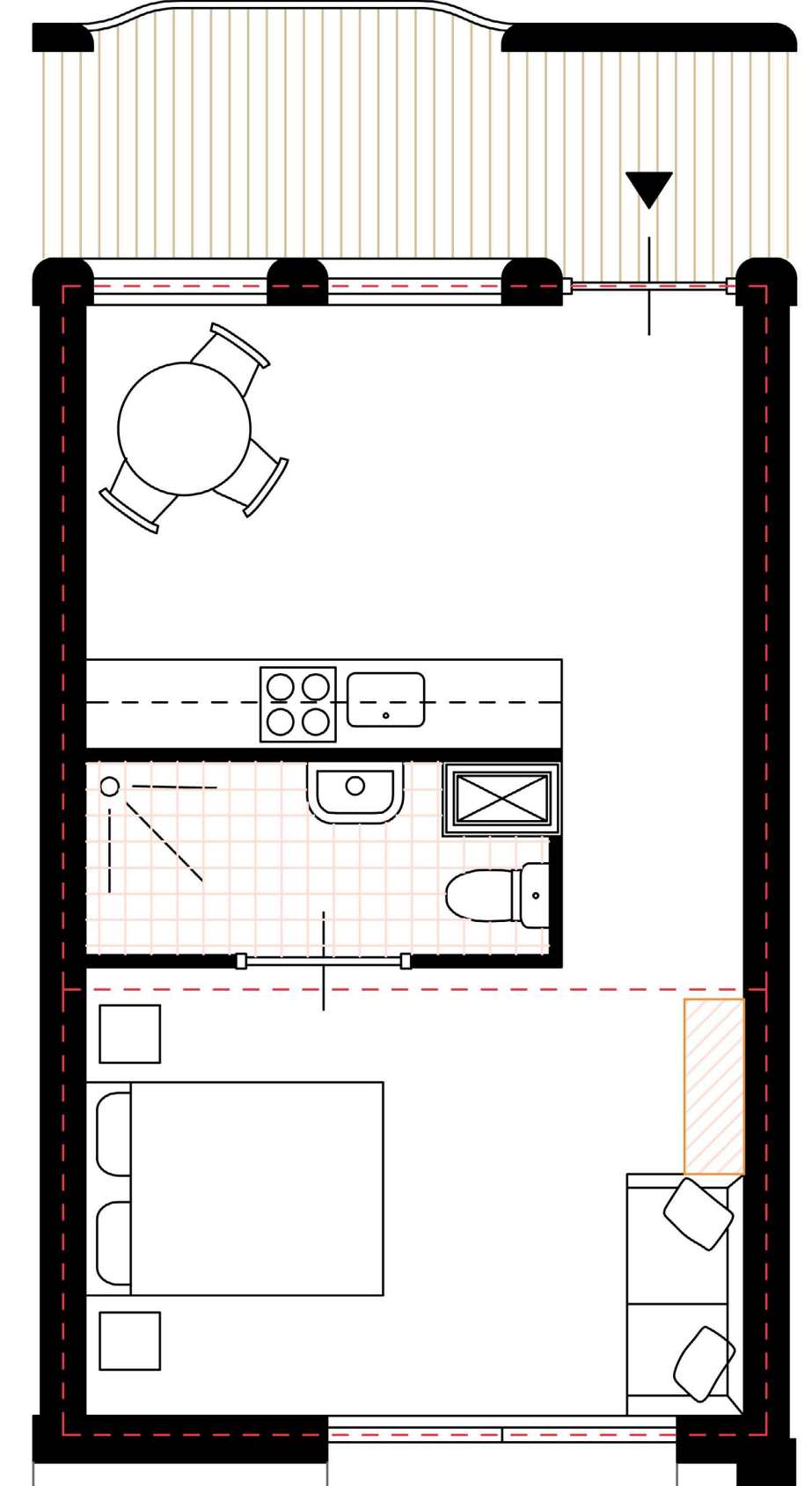


design application: apartment types

friends apartment

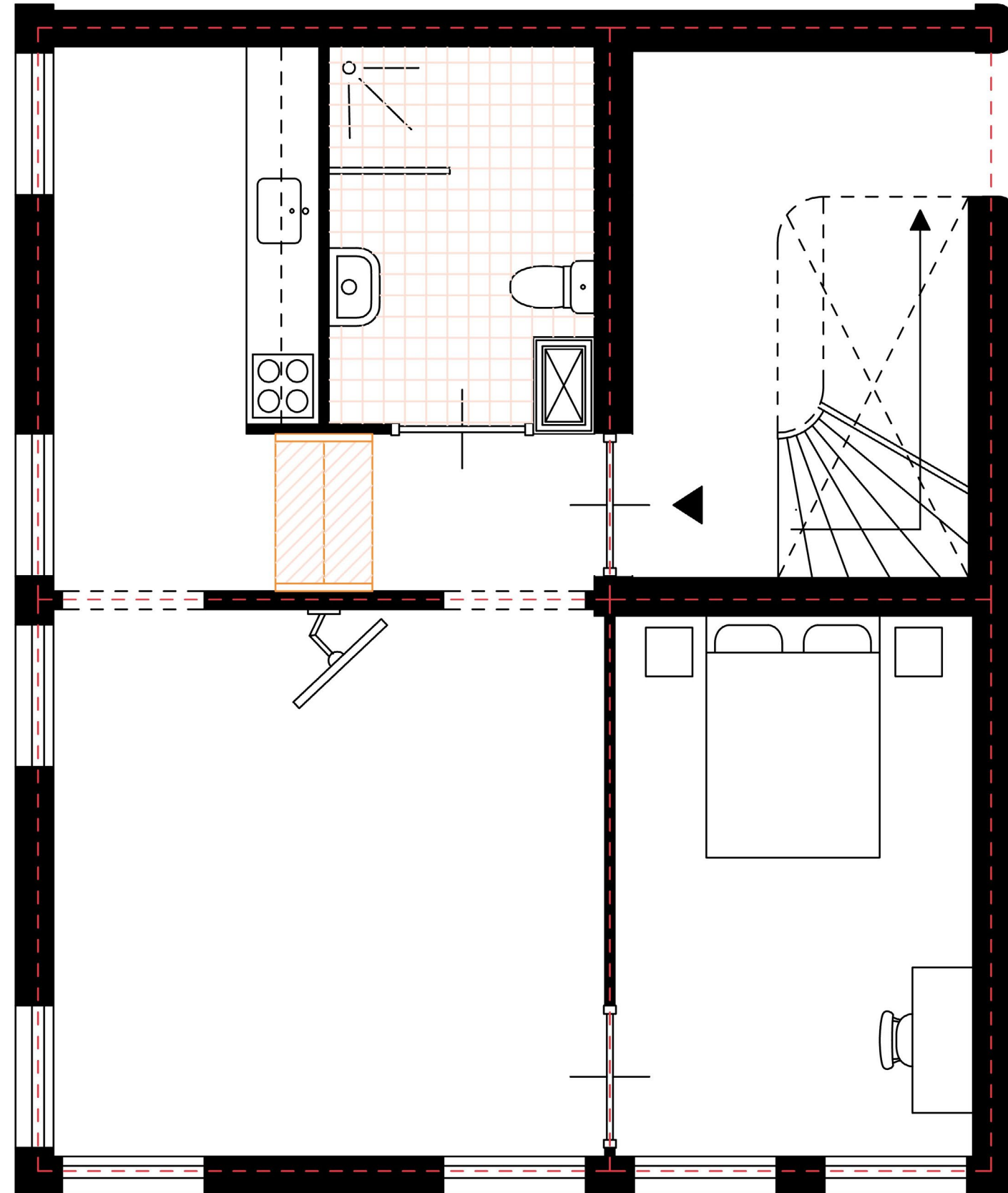


studio apartment

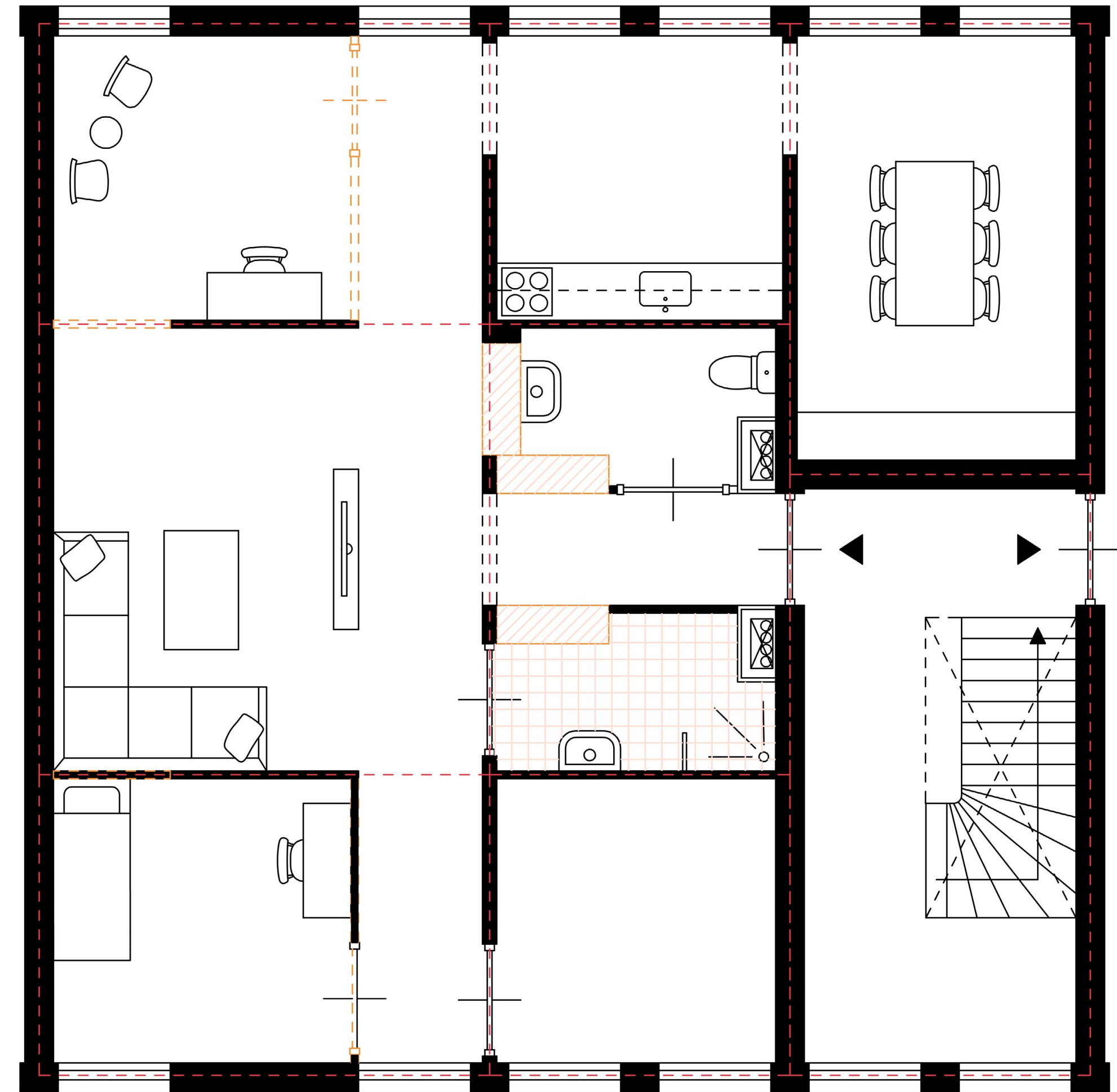


design application: apartment types

corner apartment

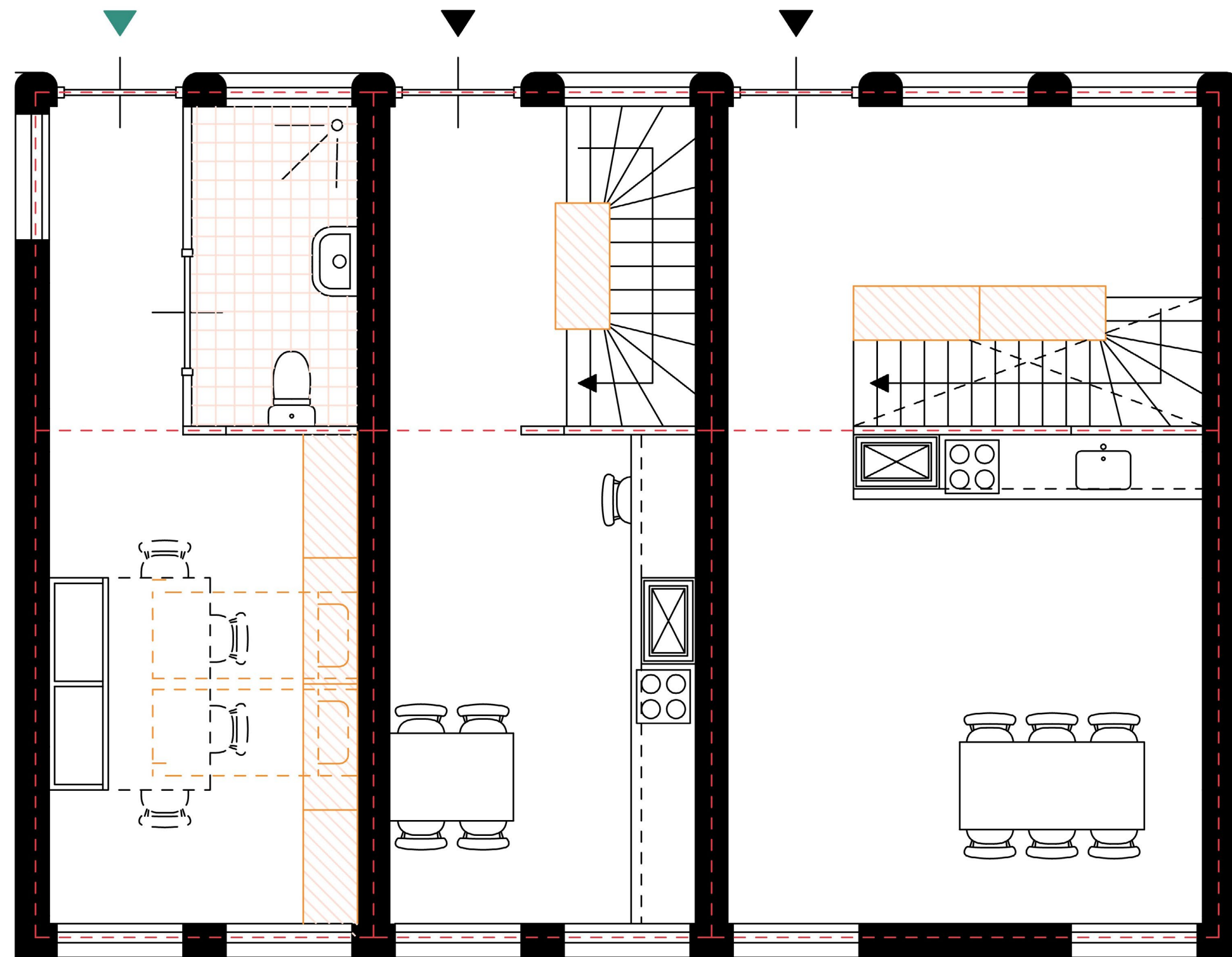


portico apartment

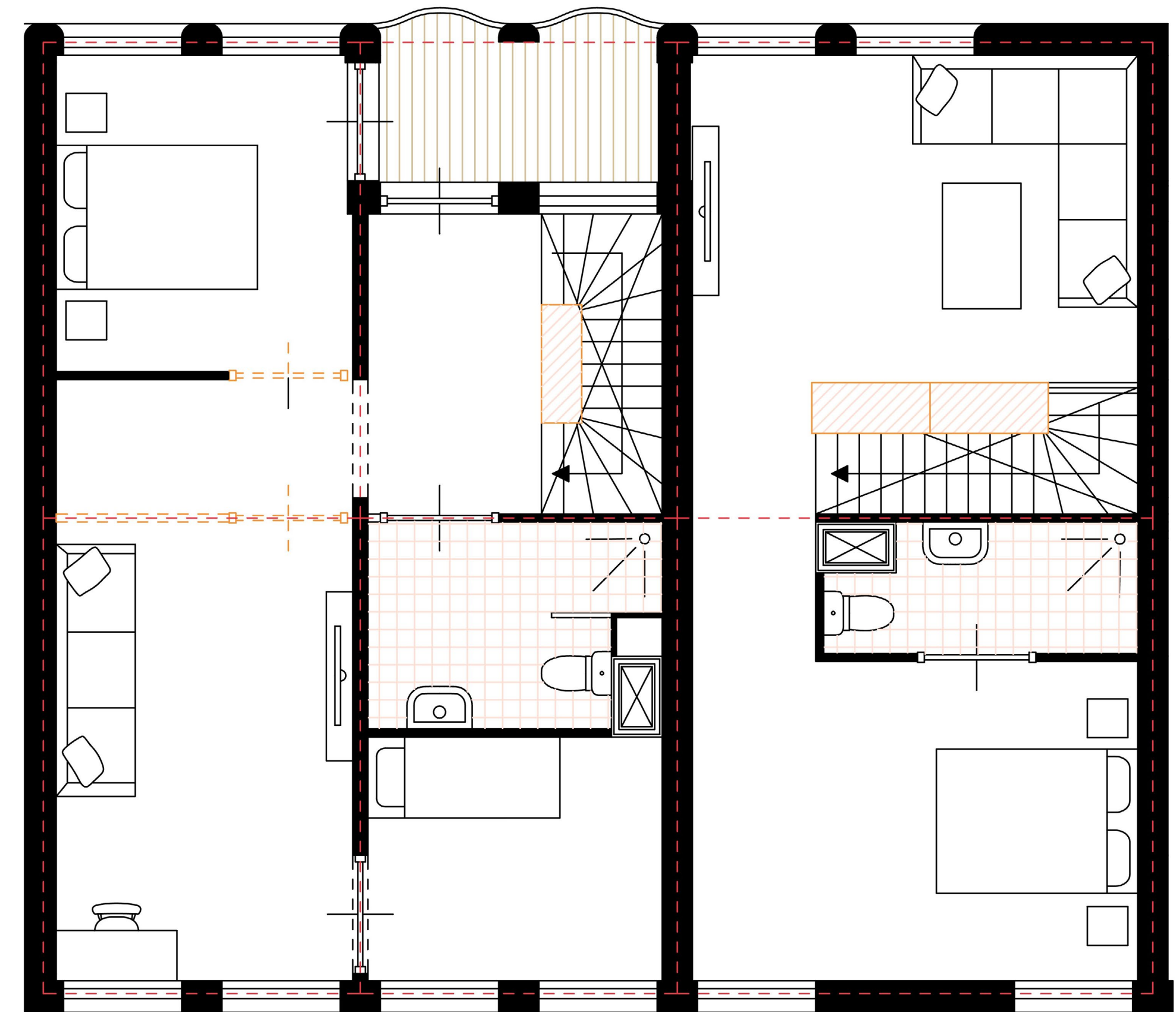


design application:
apartment types

maisonnette apartment



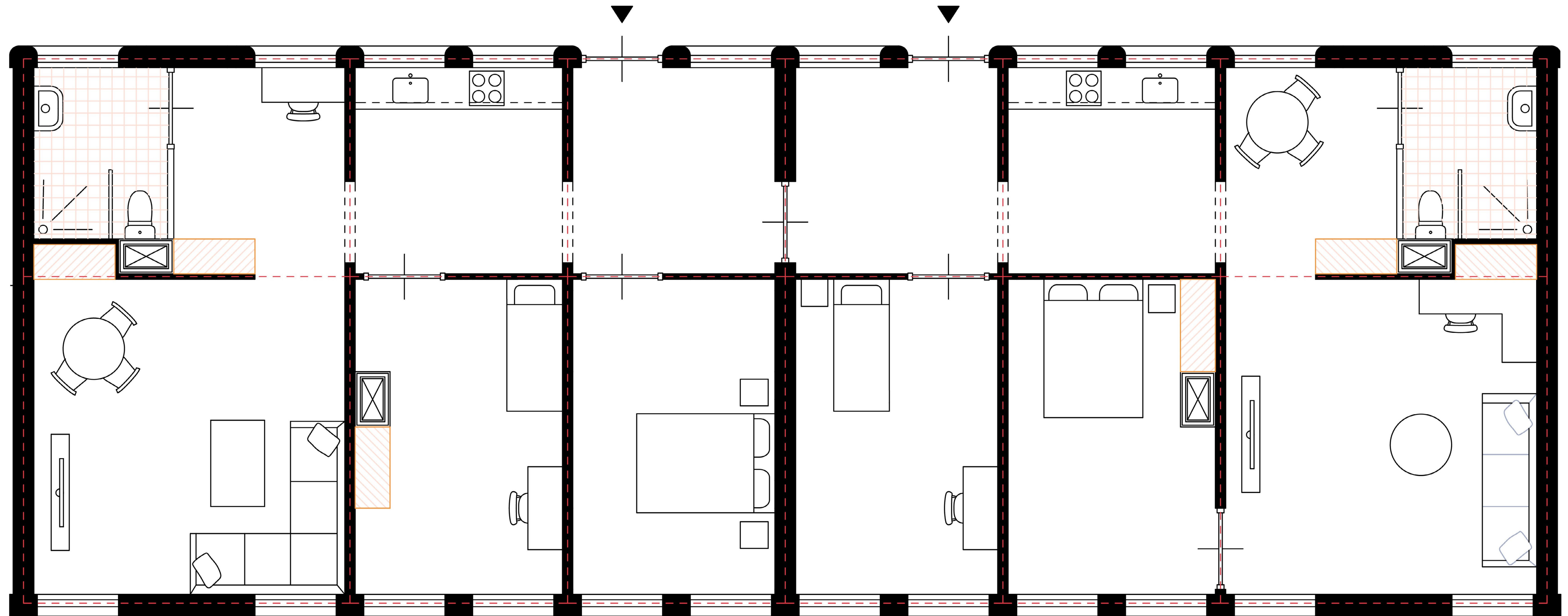
first floor



second floor

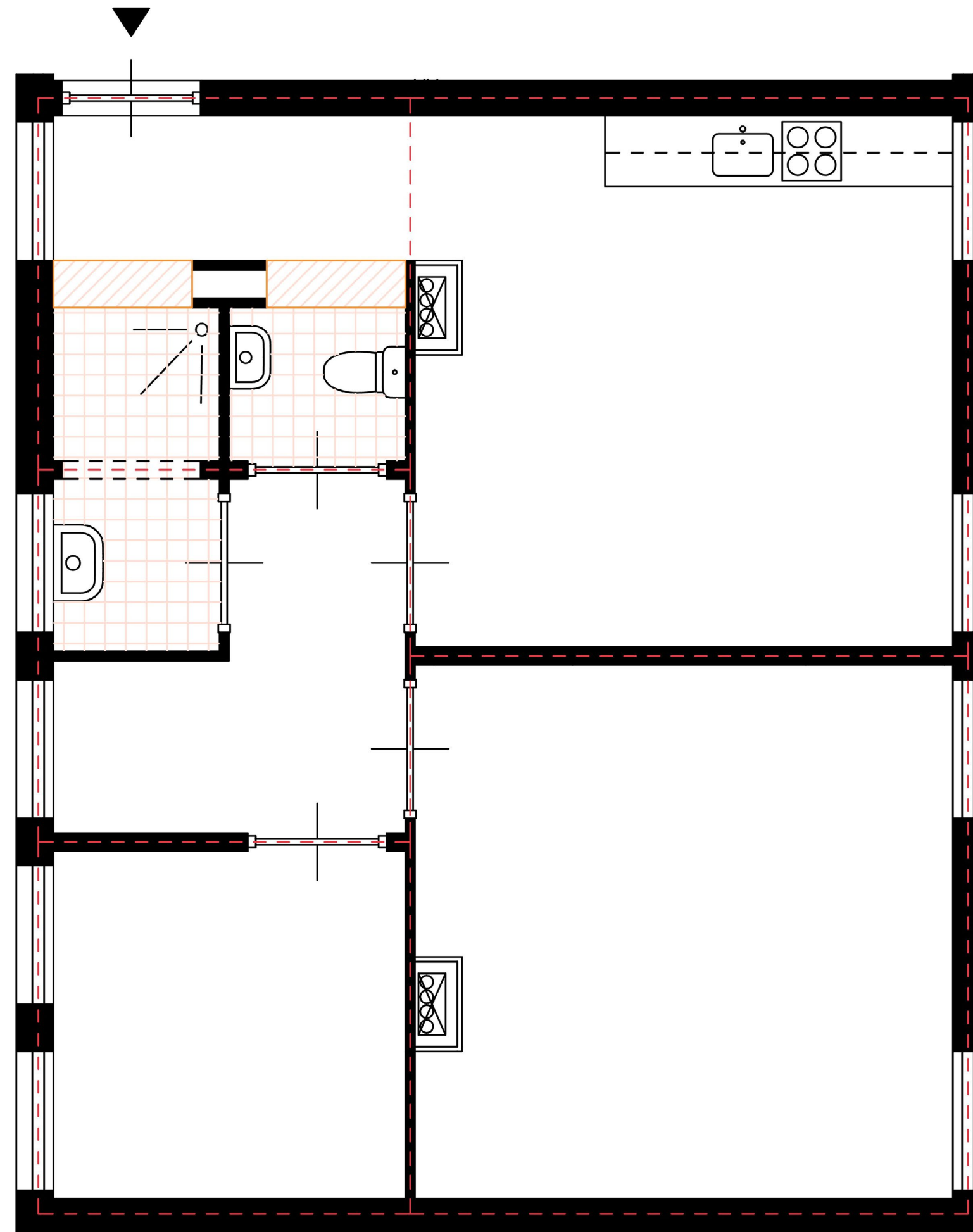
design application:
apartment types

co-parenting apartment



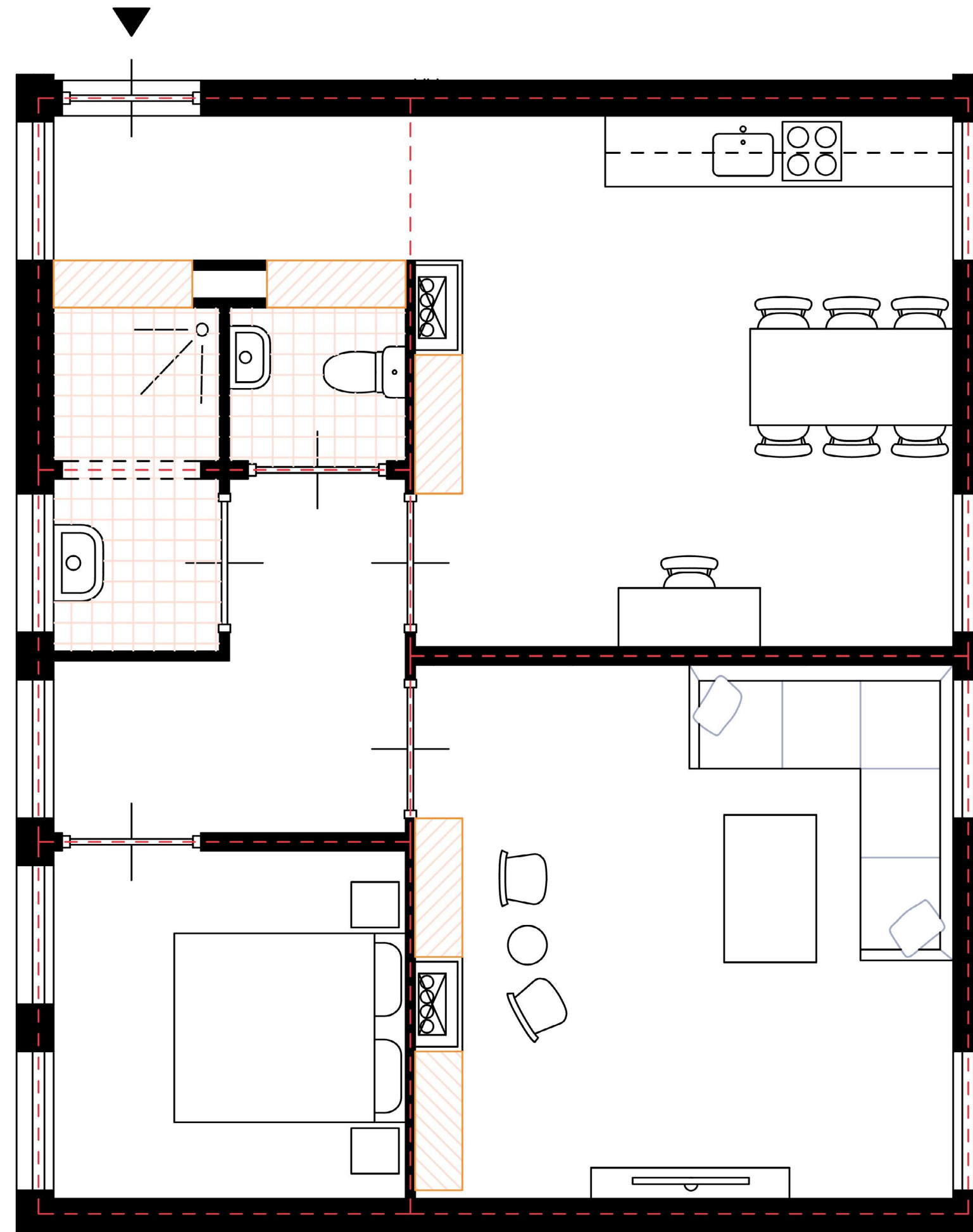
design application:
apartment types

personalisation options



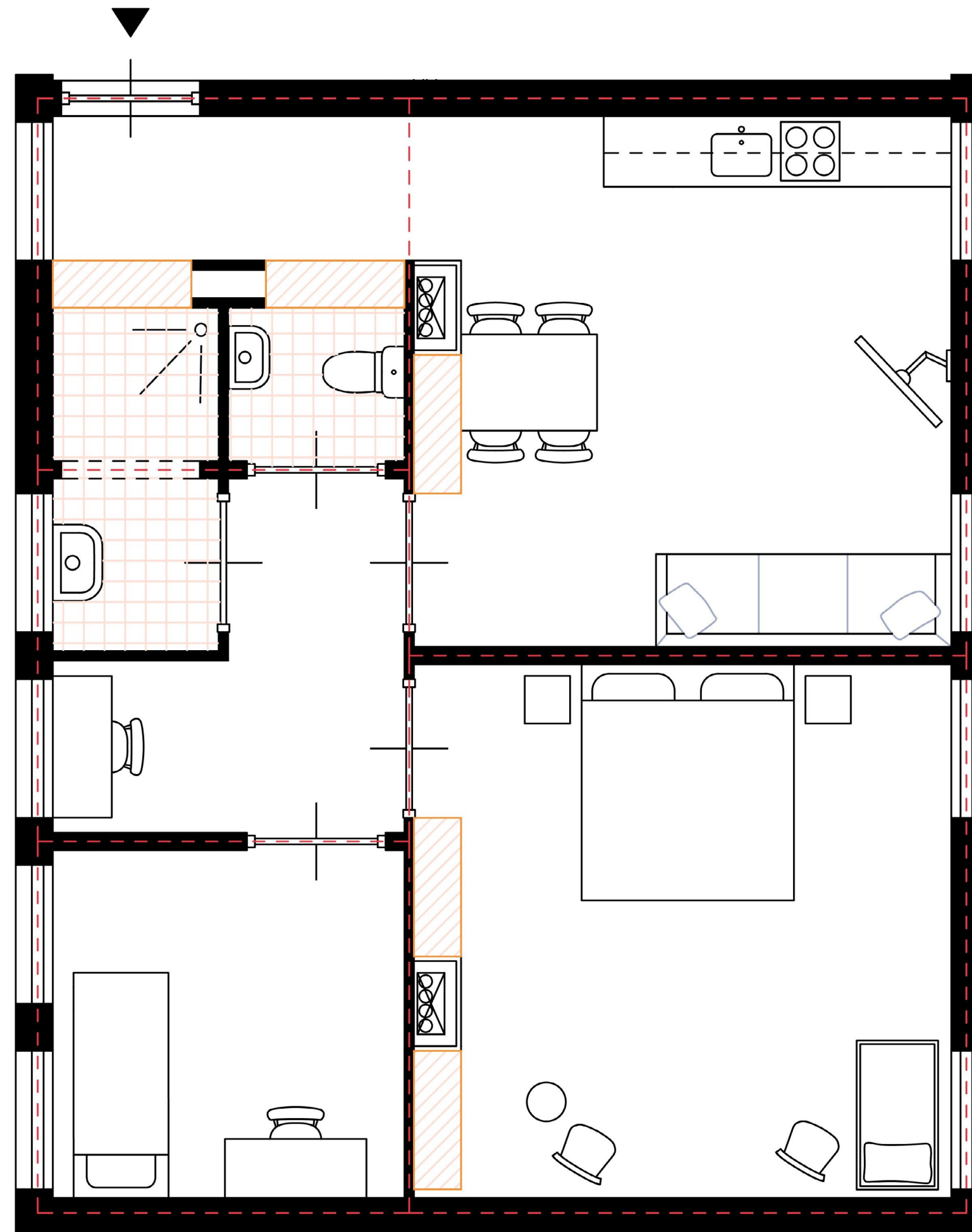
design application:
apartment types

personalisation options



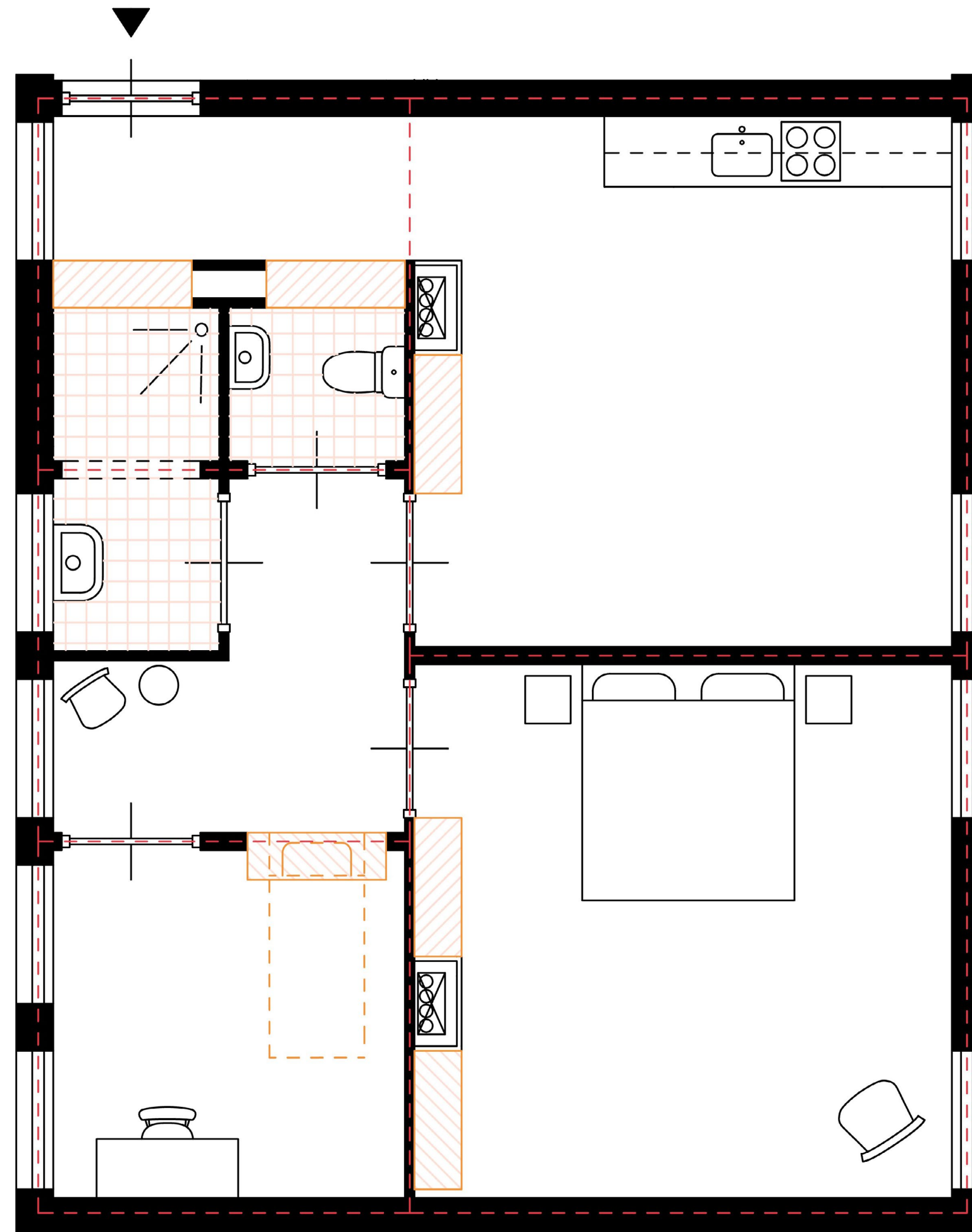
design application:
apartment types

personalisation options



design application:
apartment types

personalisation options



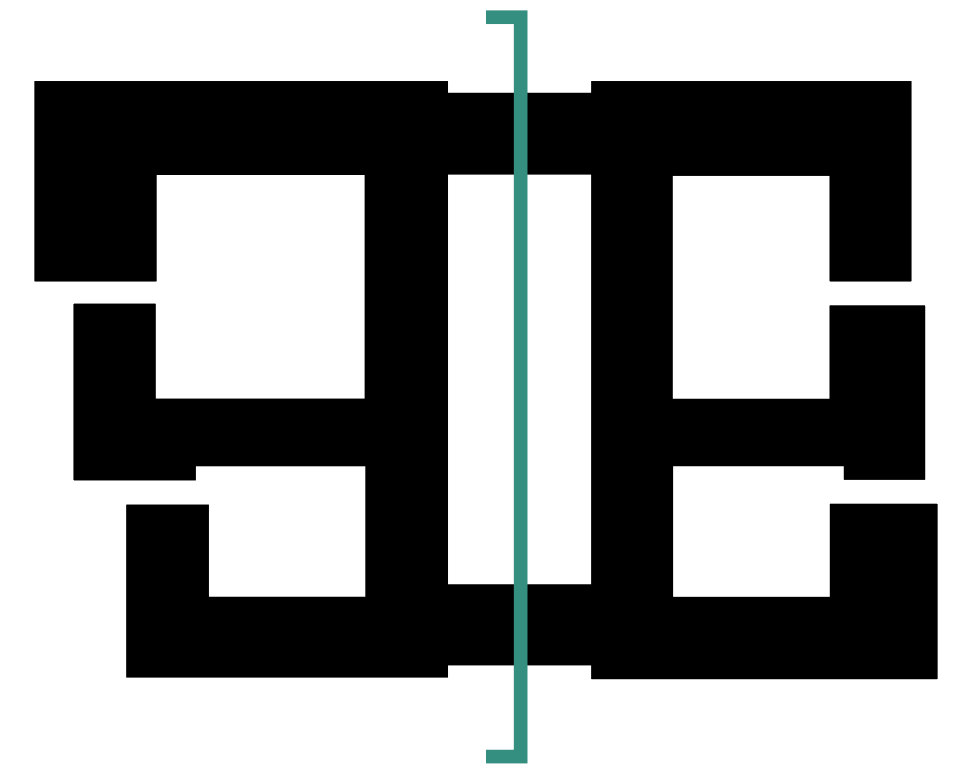
design application:

façades

southeastern façade

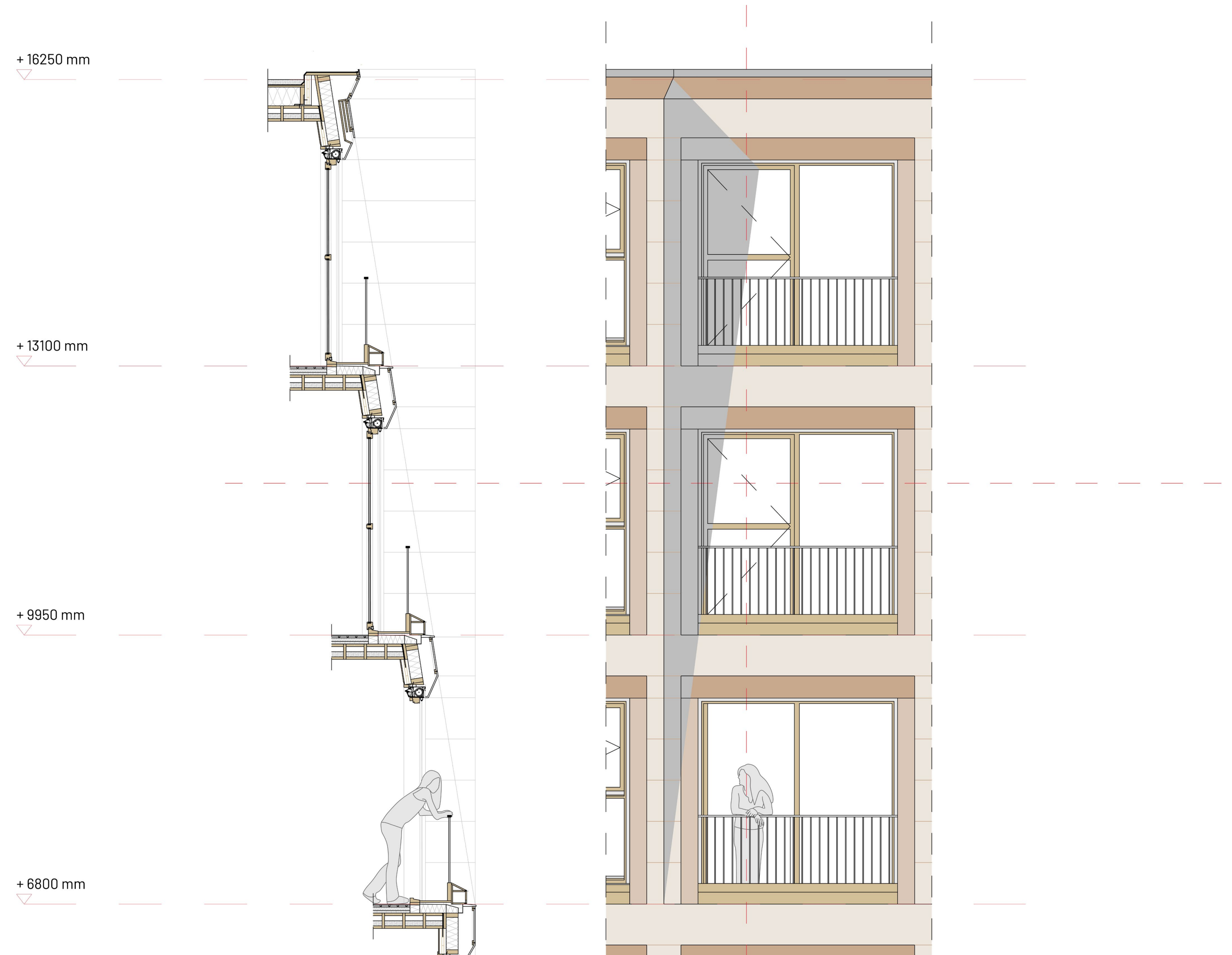


design application:
façades
northeastern inner façade



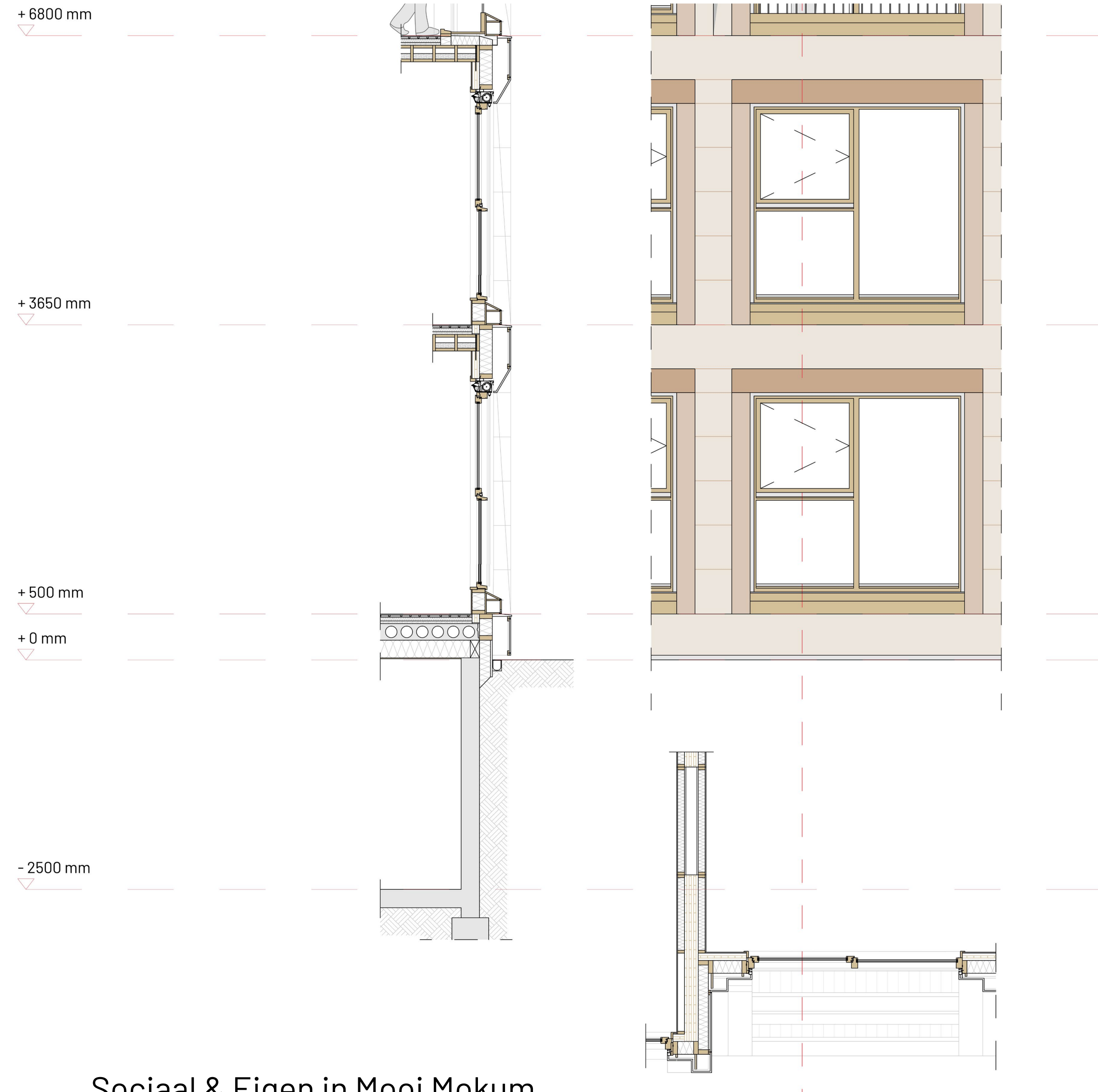
design application: fragment

nabasco panel



design application: fragment

nabasco panel



design application:
maquette

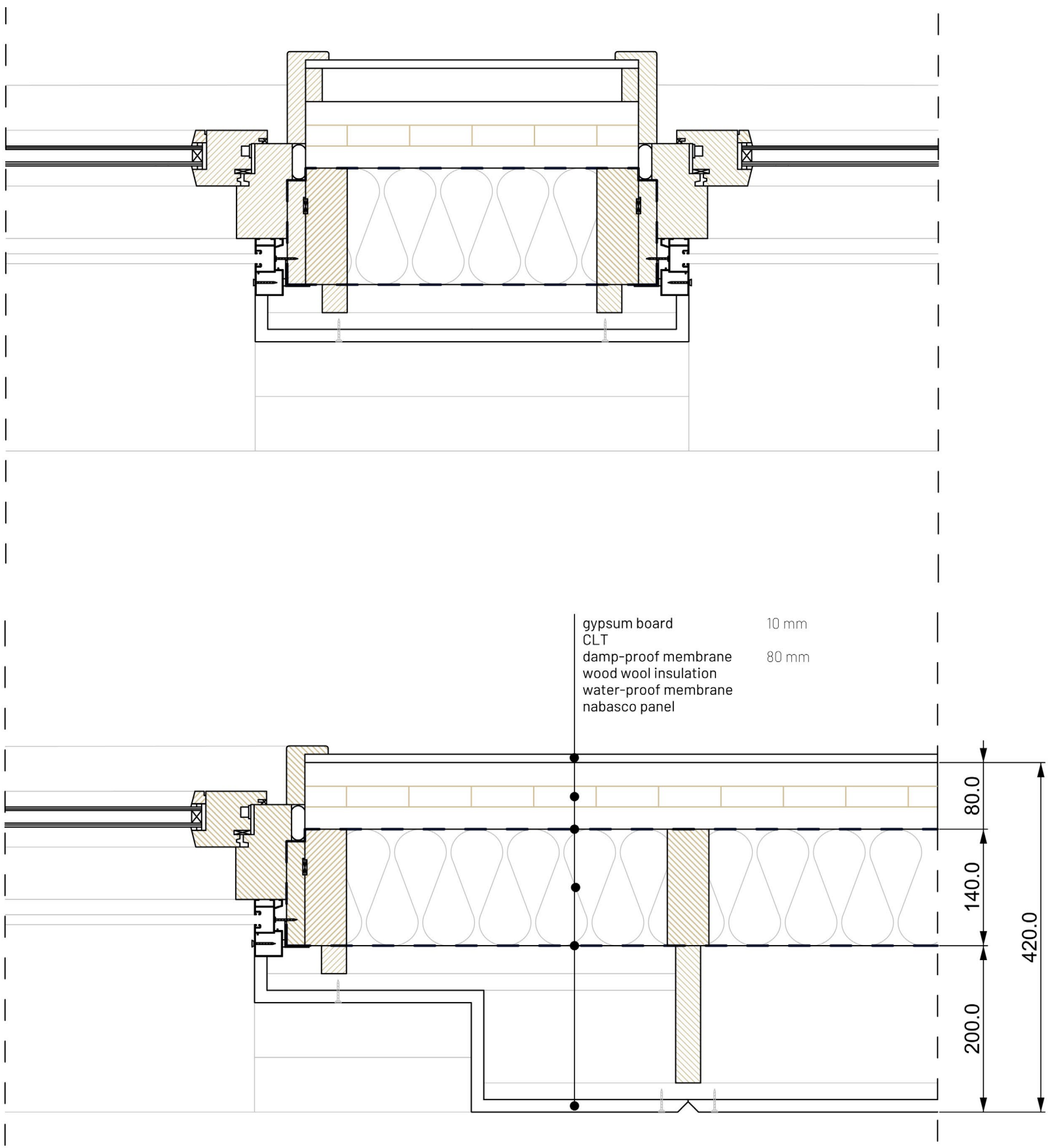
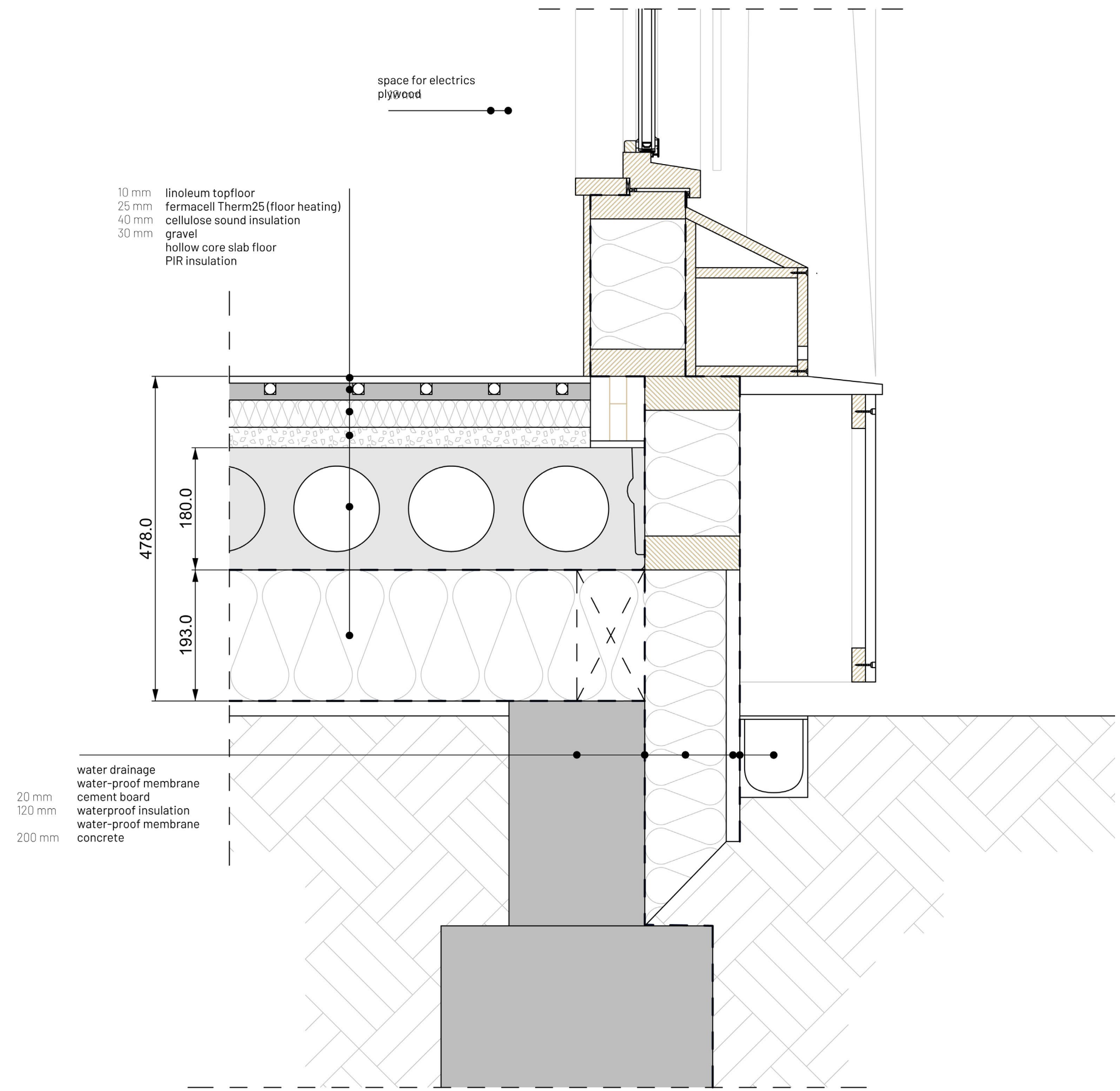


Maarten Verheij



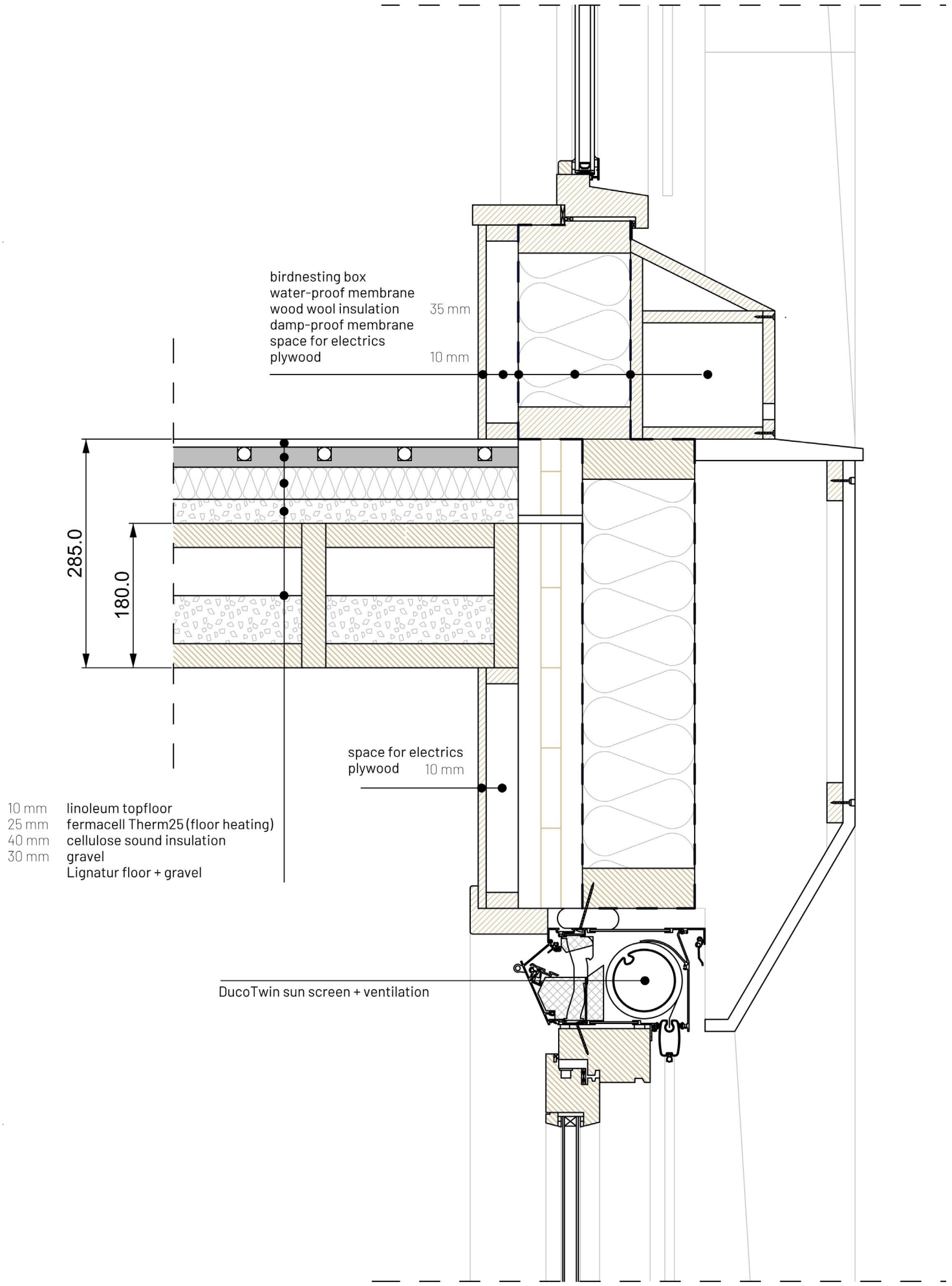
Sociaal & Eigen in Mooi Mokum

design application:
nabasco details



design application:
nabasco details

detail

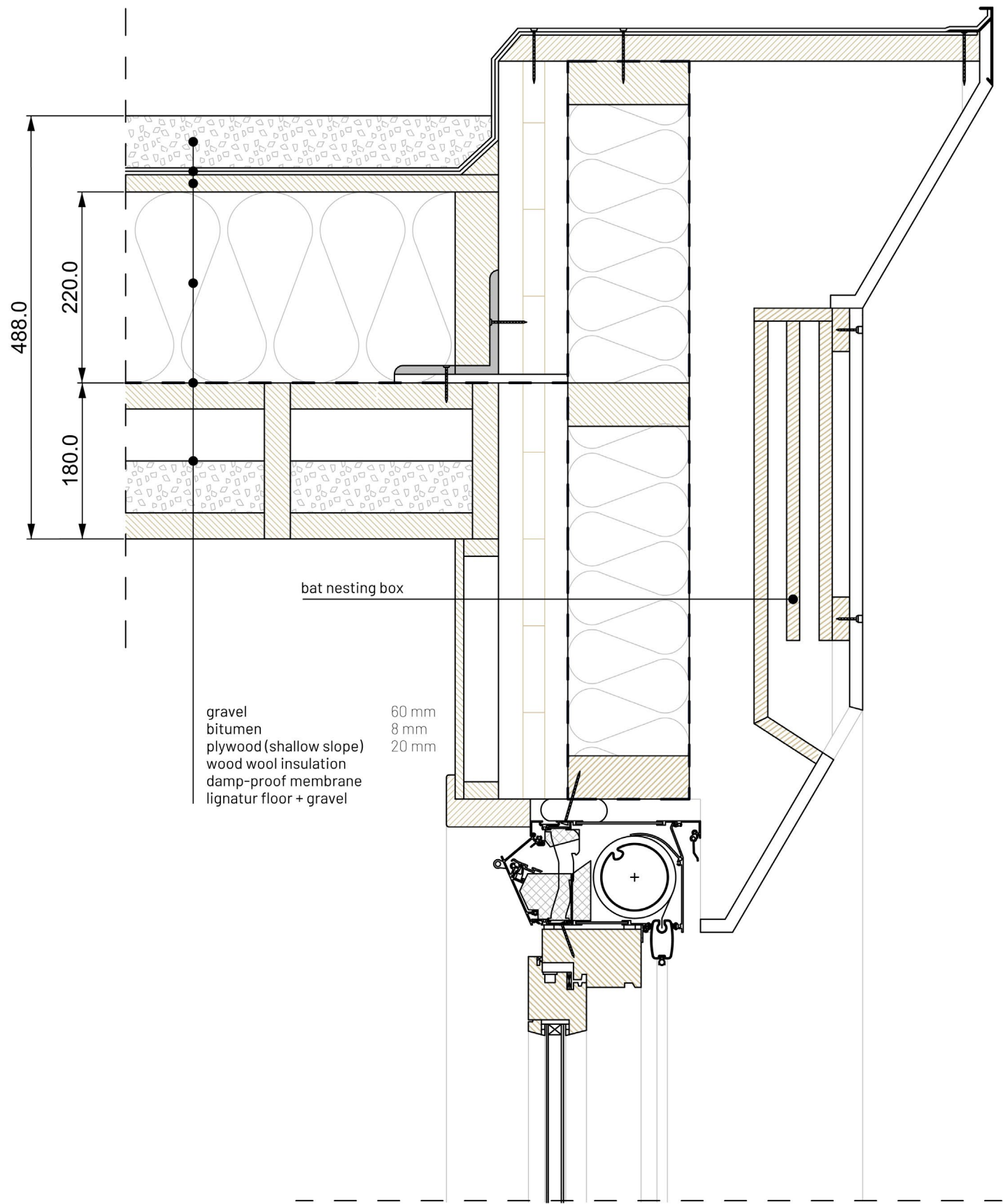


maquette



design application:
nabasco details

detail



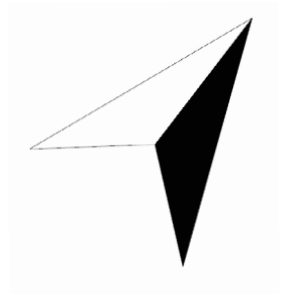
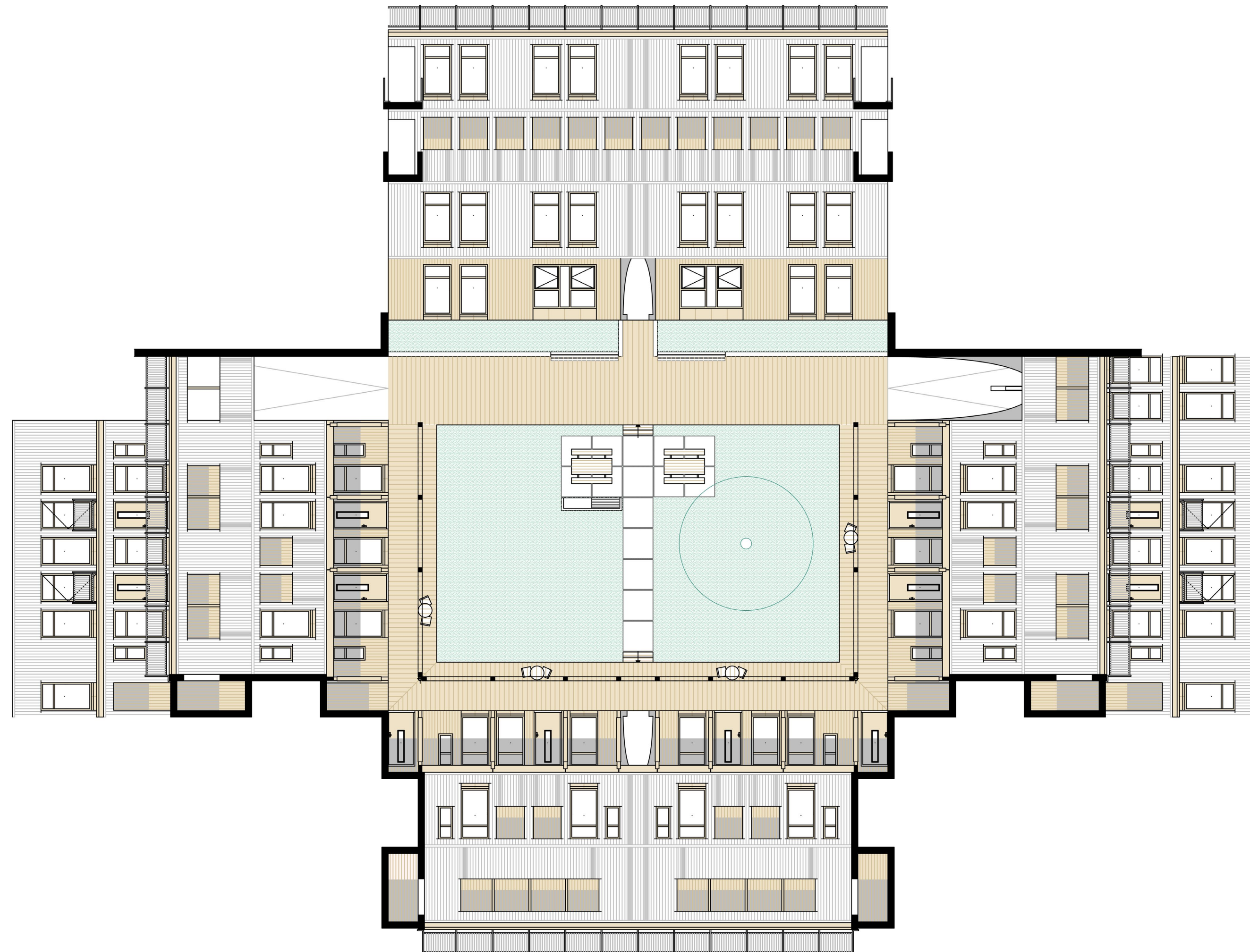
maquette



design application:

façades

courtyard façades

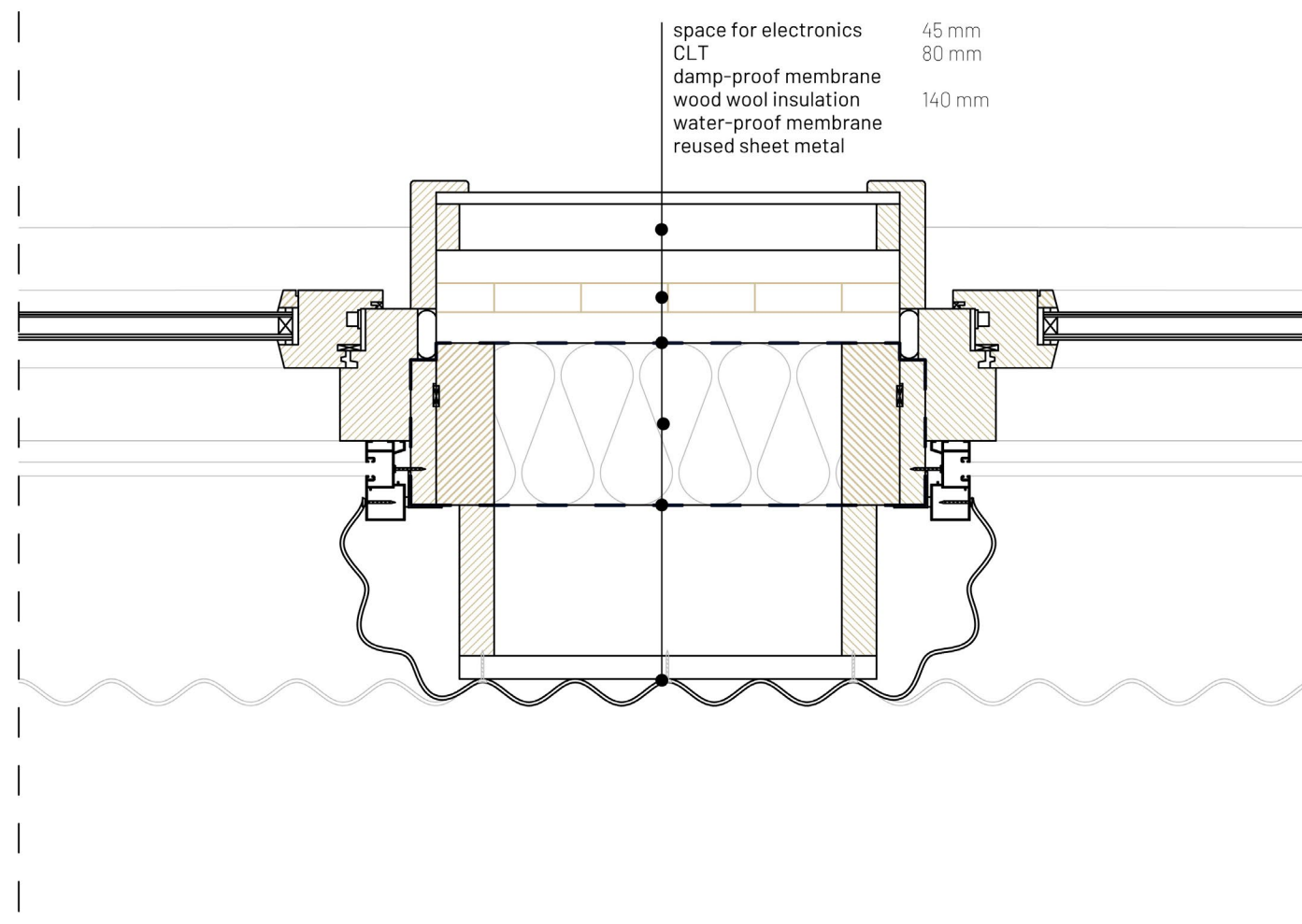


design application:
maquette



design application: nabasco details

detail

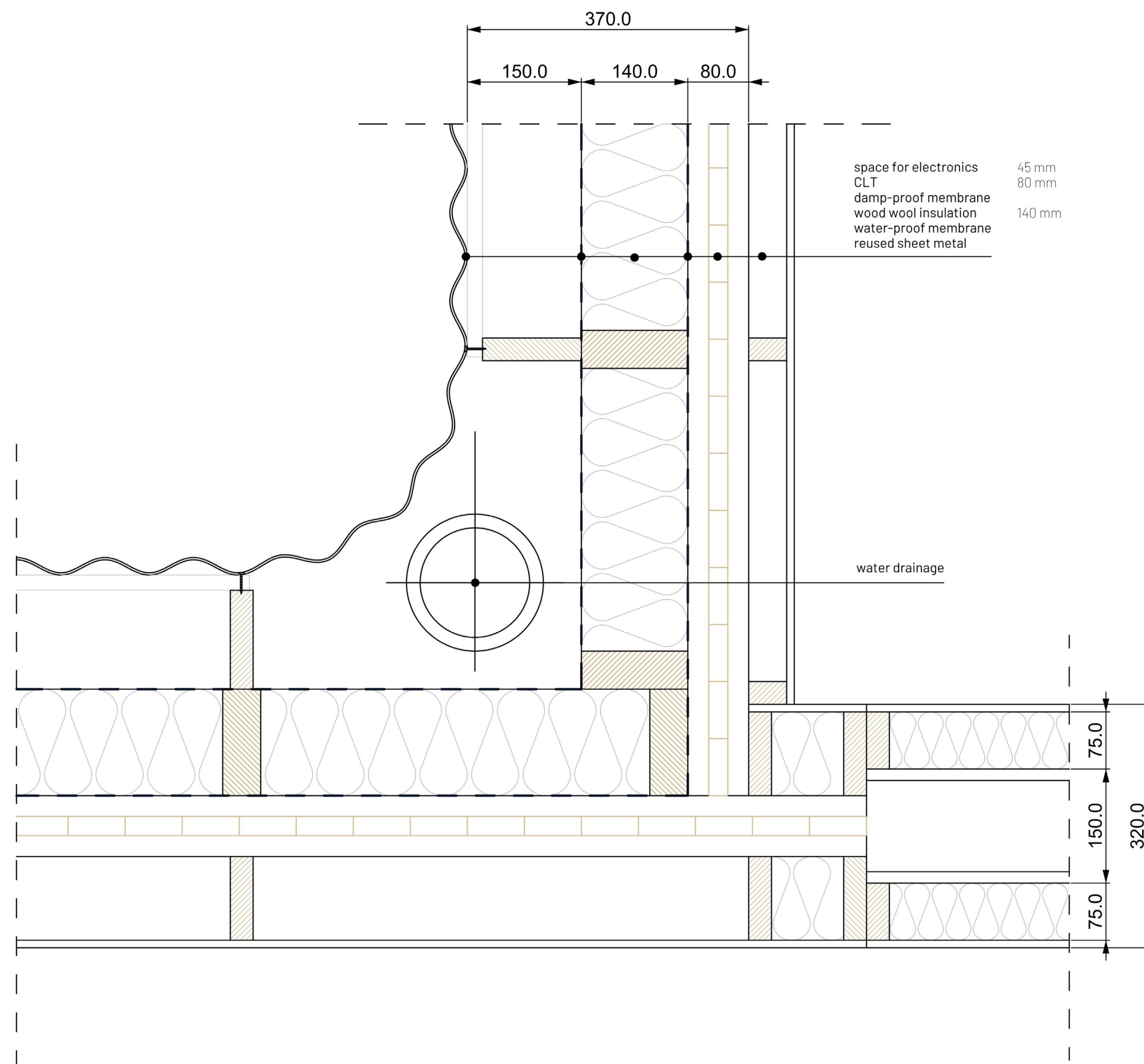


maquette



nabasco details

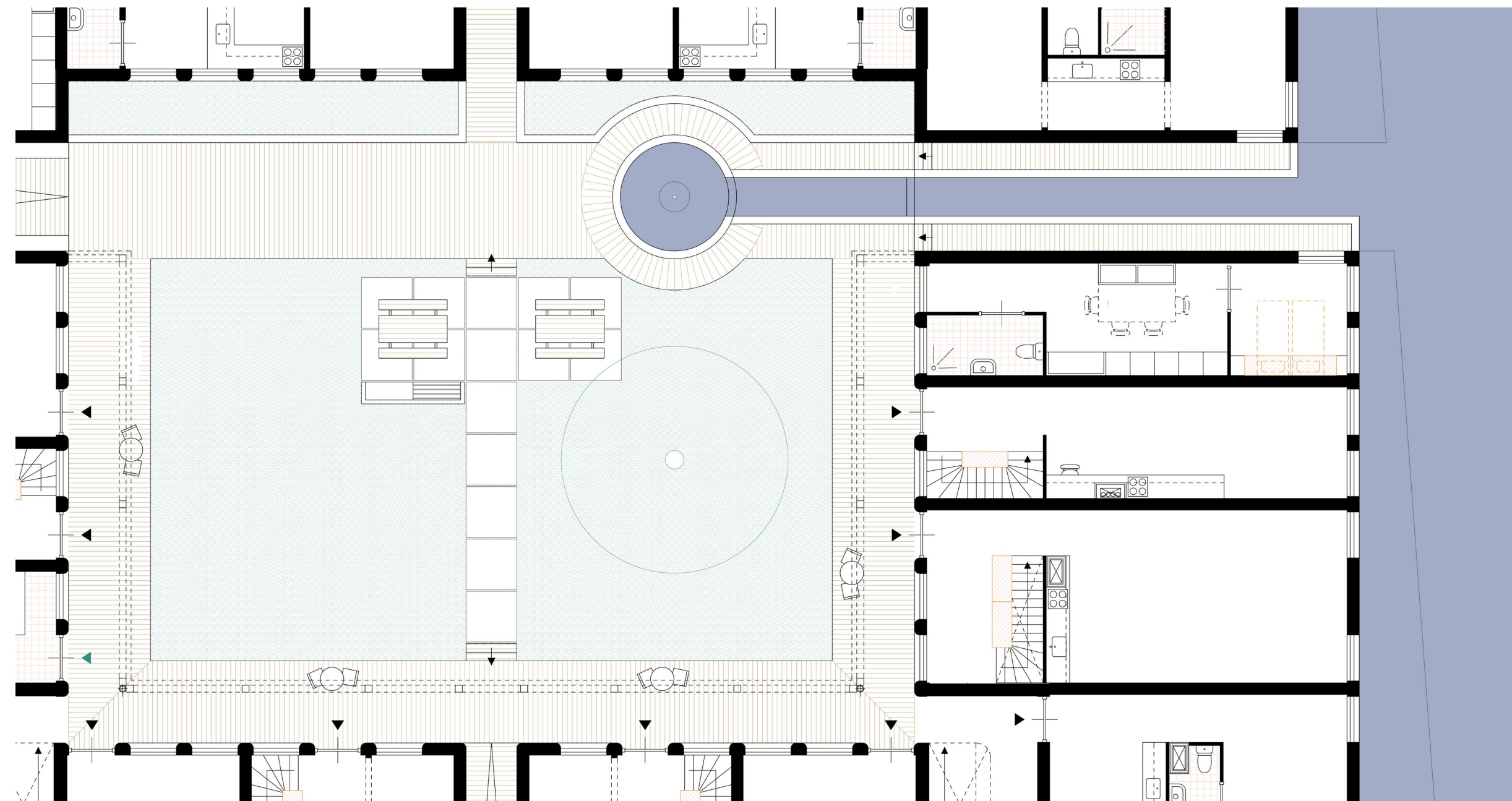
detail



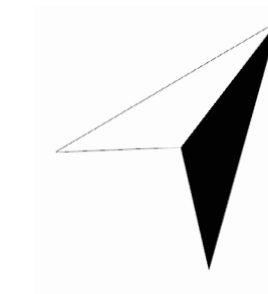
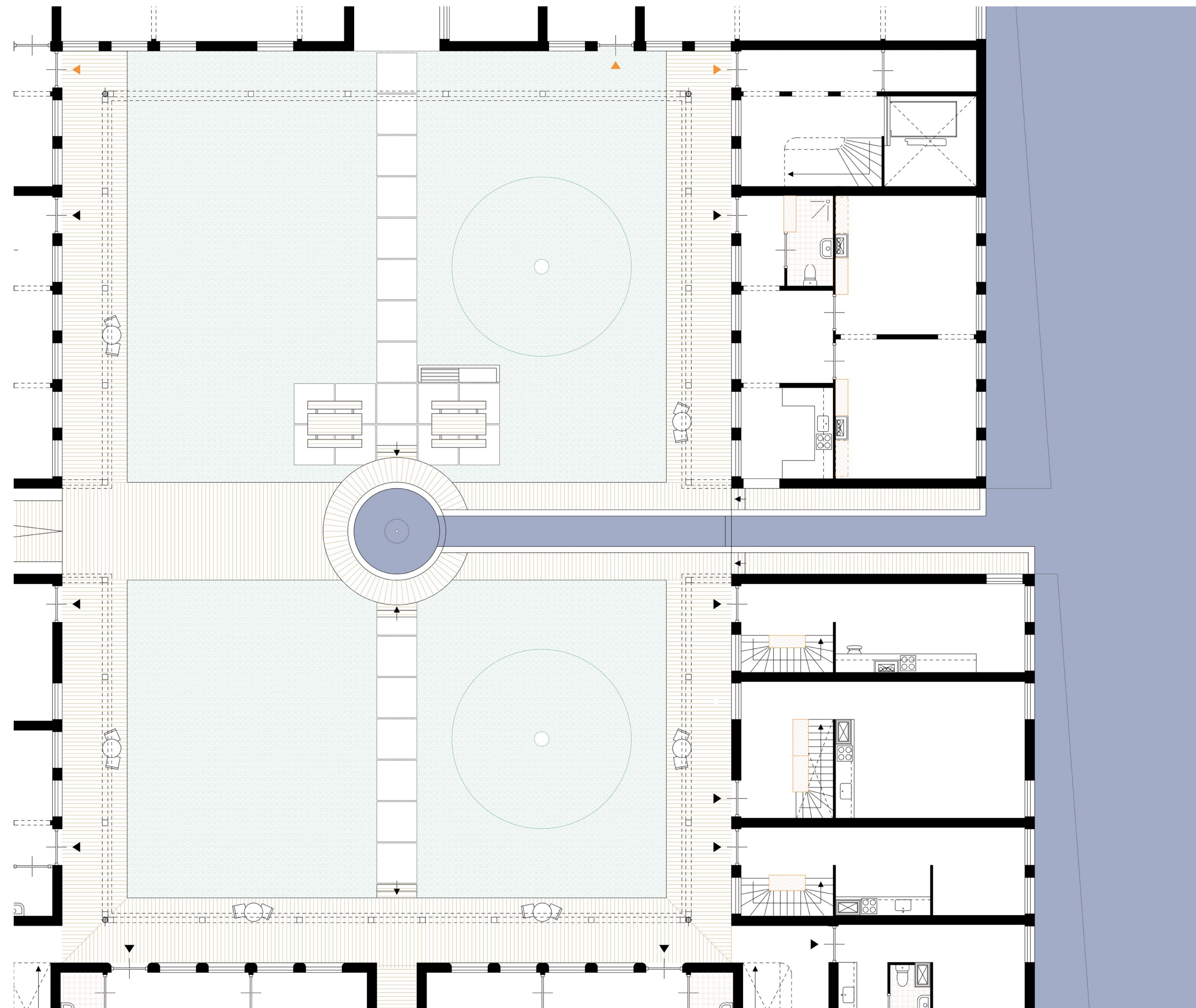
maquette



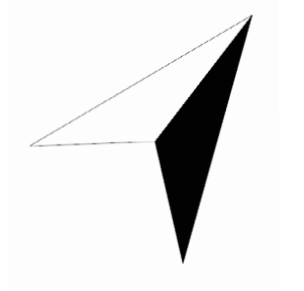
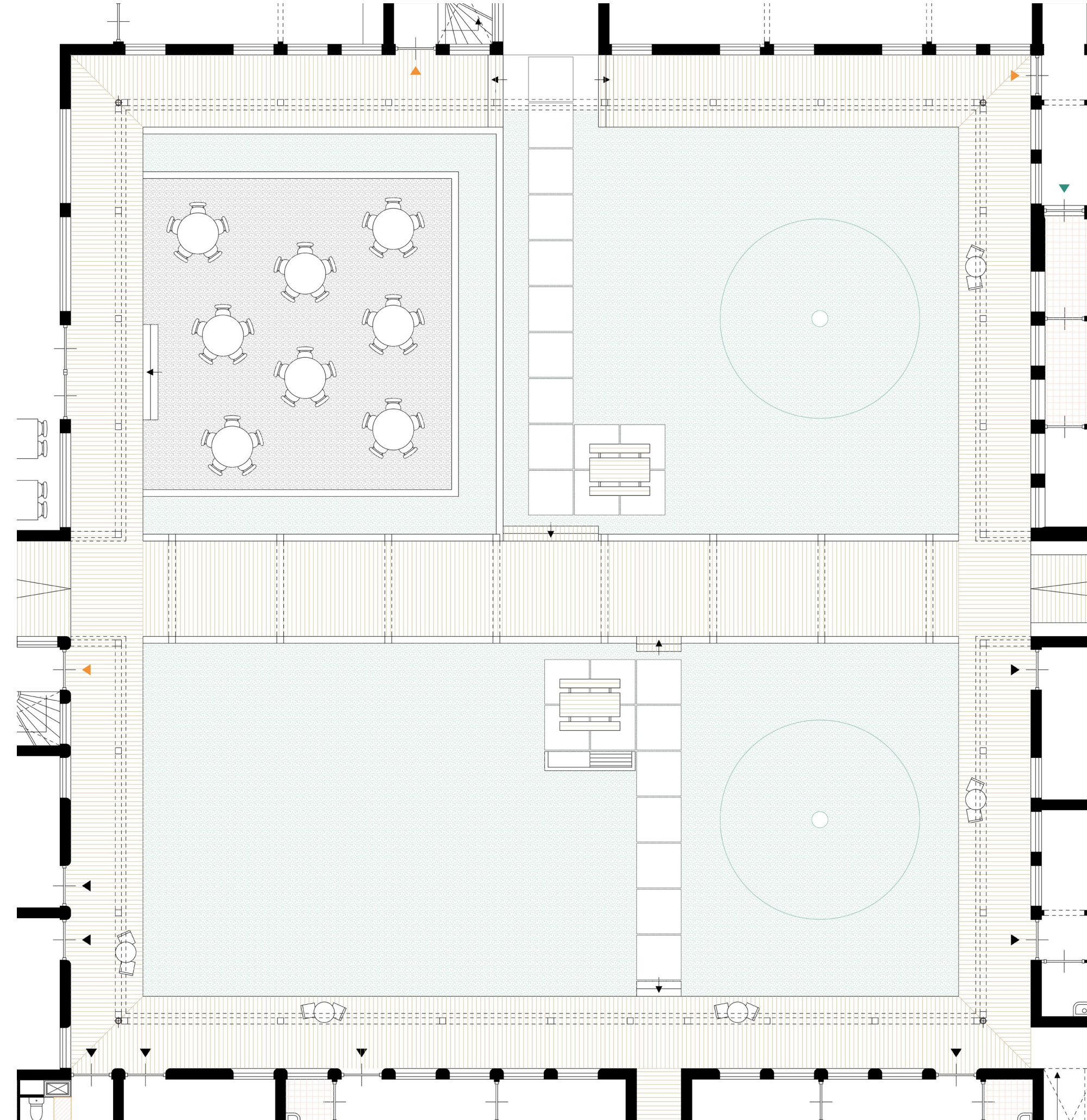
design application: courtyards



design application: courtyards

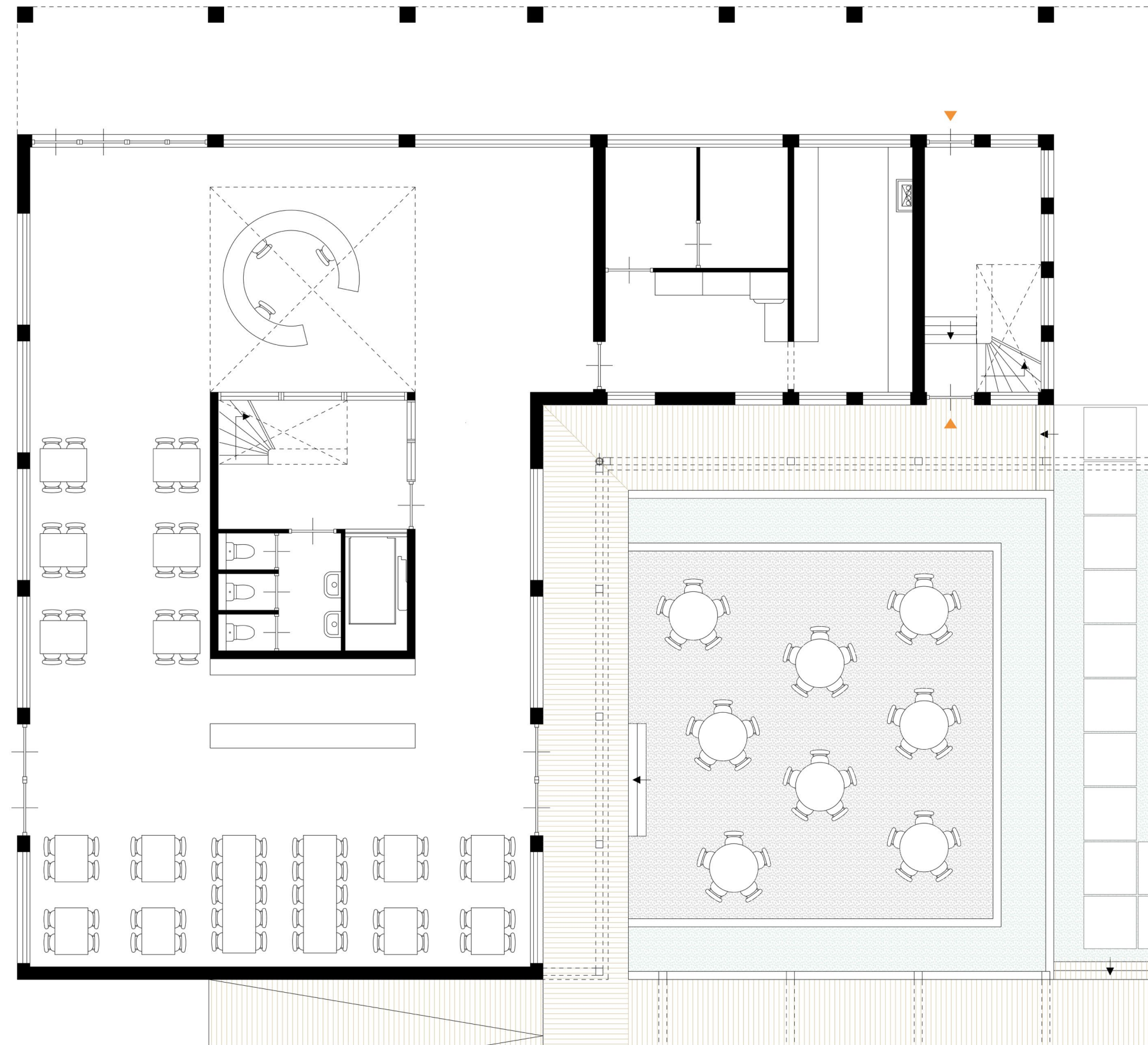


design application: courtyards

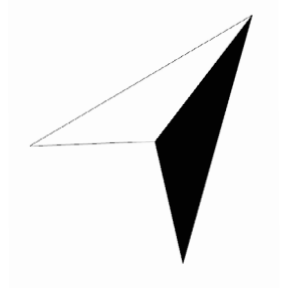
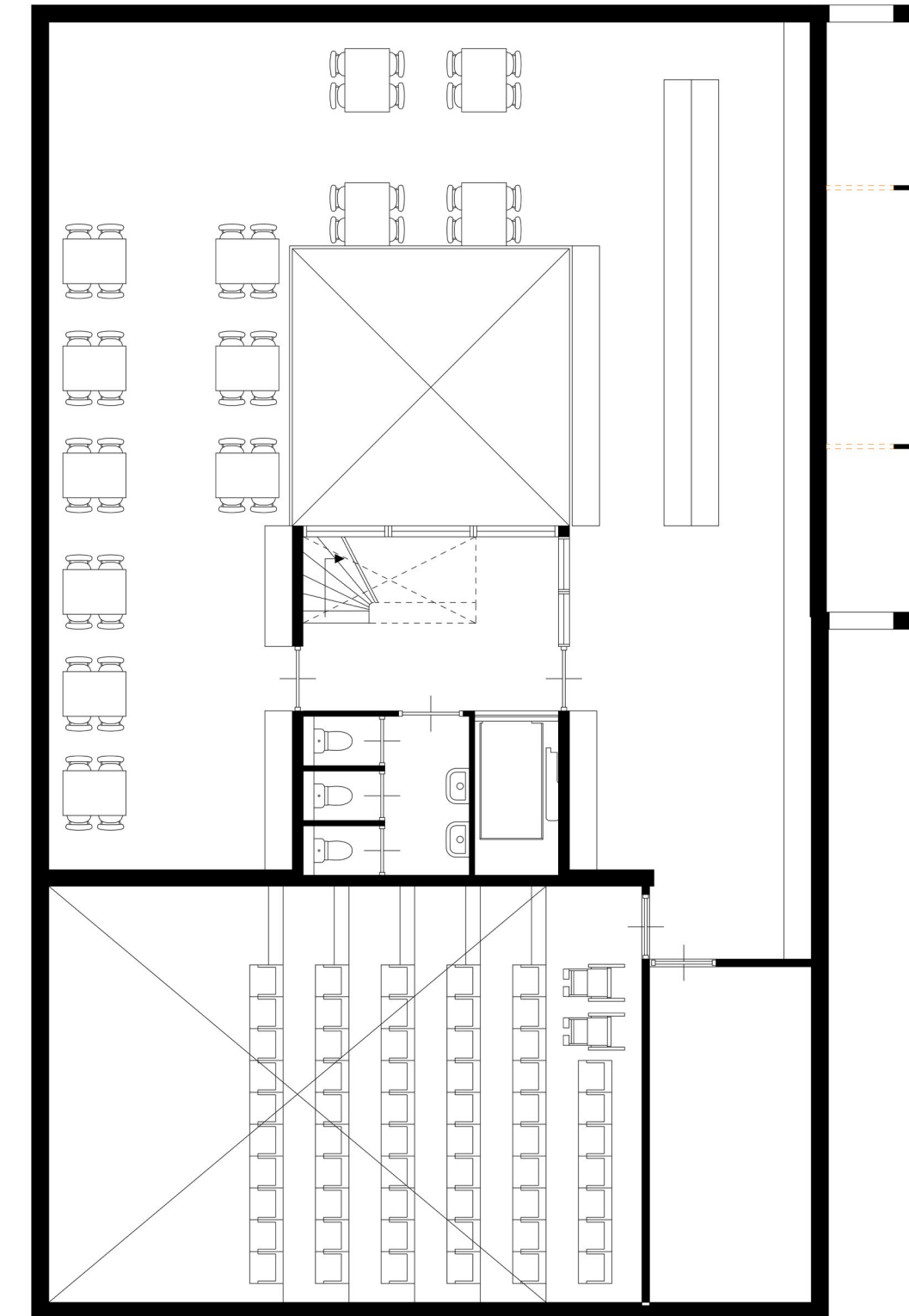


design application:
public building

ground floor

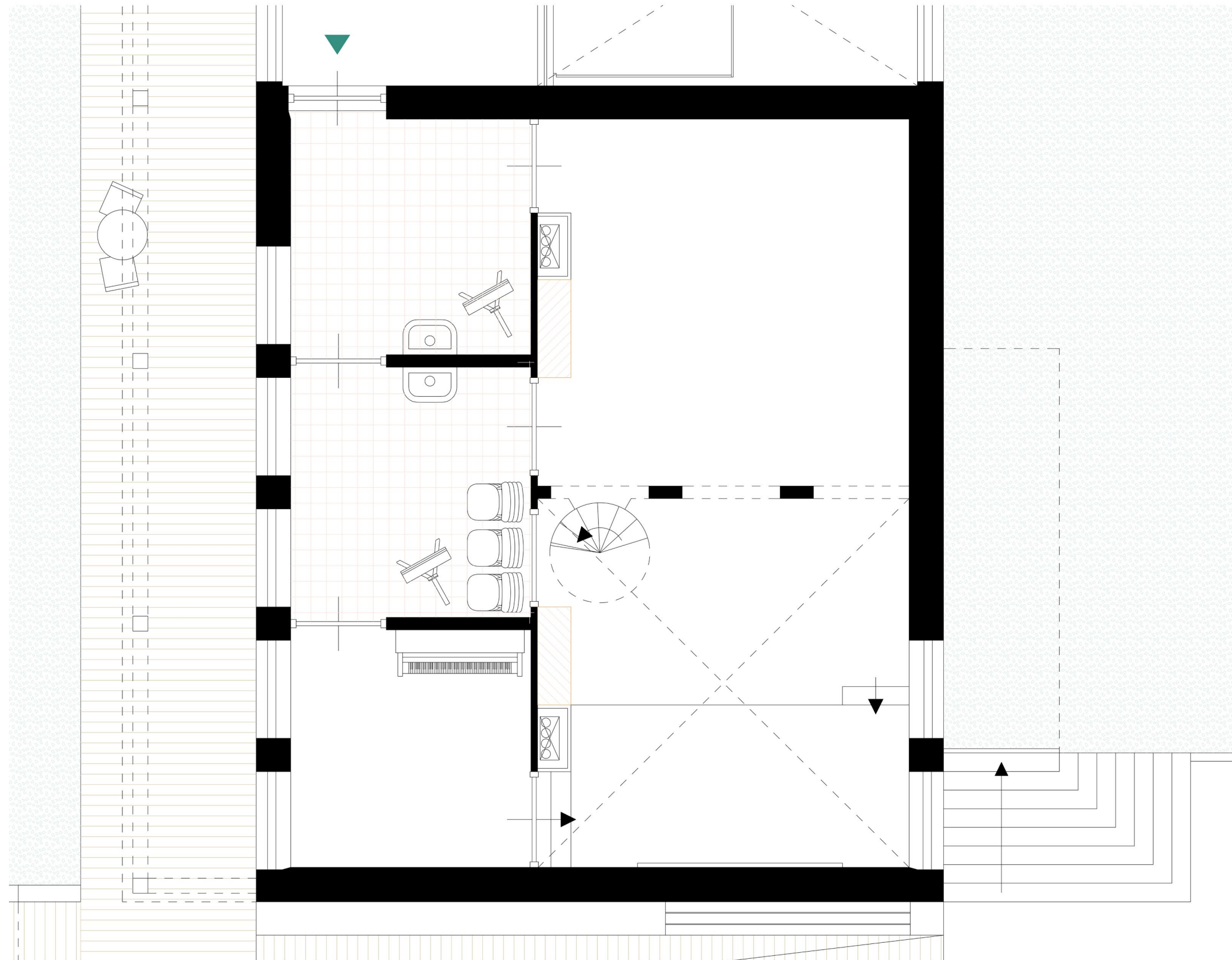


third floor

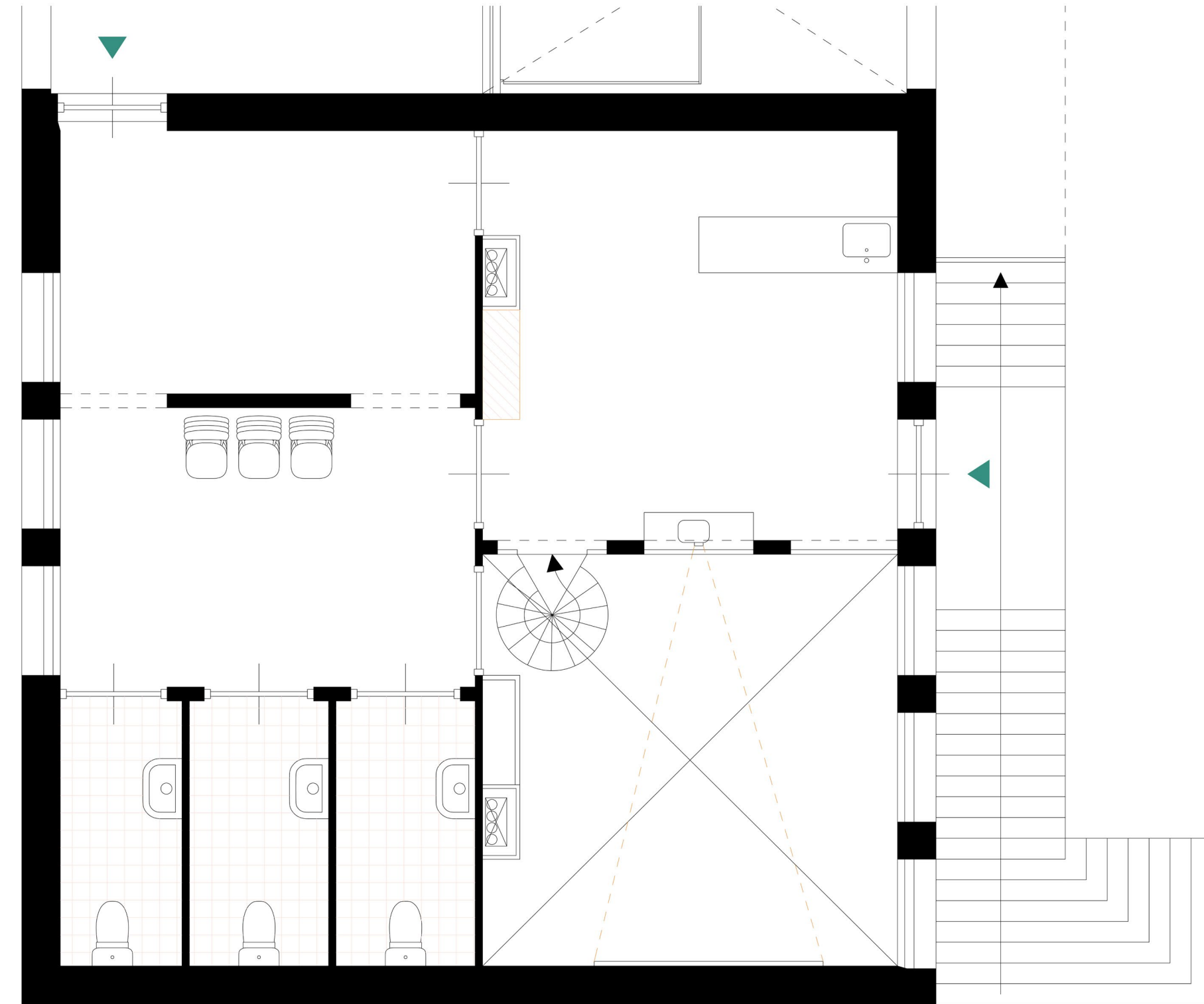


design application:
common spaces

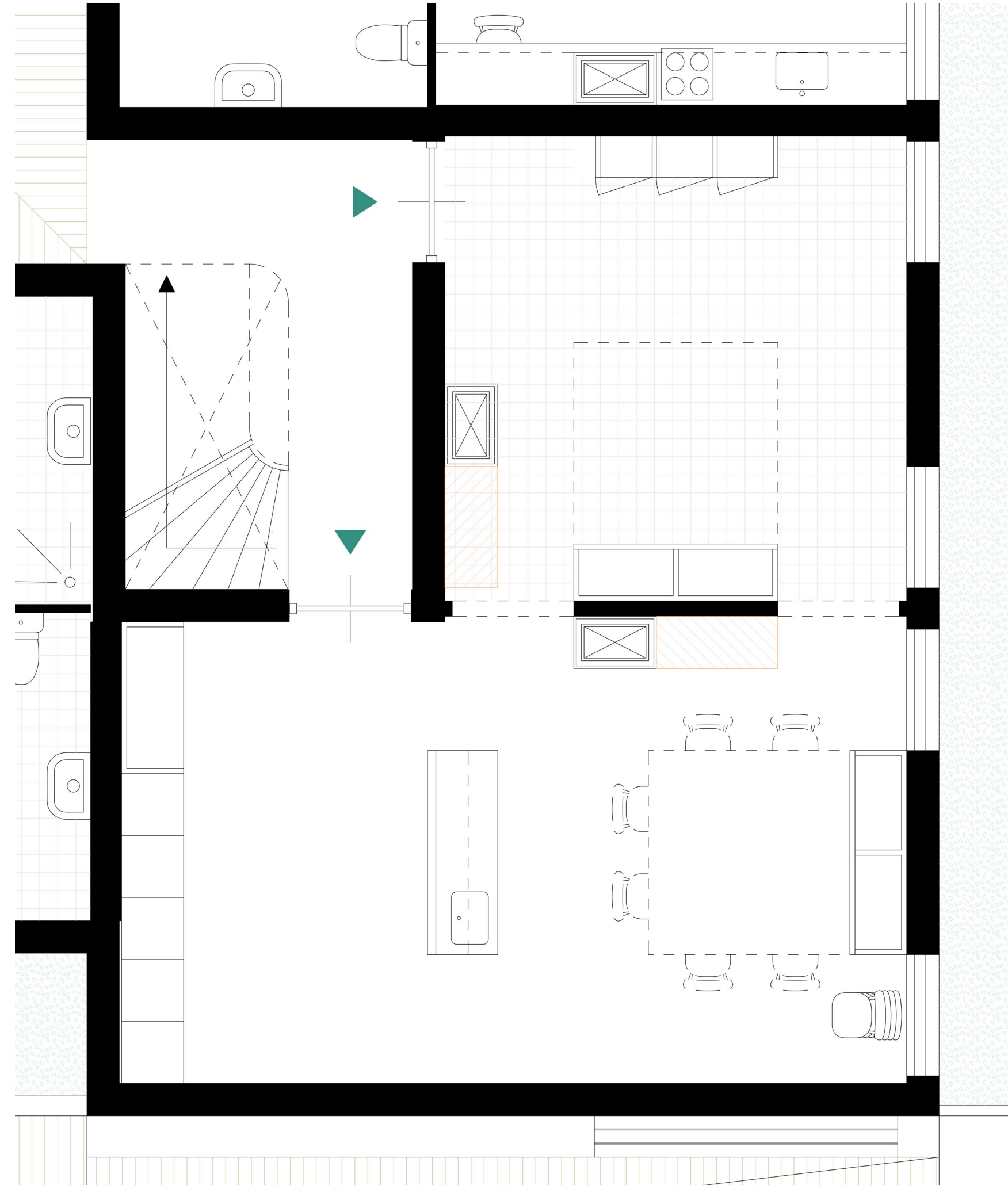
ground floor



second floor



design application: common spaces



REFLECTING

reflecting: design goals

standardisation goals

versatility goals

affordability

aesthetic
coherence

spatial/visual
variety

individual
styles of living

mass
production

circularity

diversity of
households

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