

TOWARD CITY OF ENJOYMENT

Design An Intense City Model in De Wallen, Amsterdam

2021/22 Graduation Project 0422 Meeting | Design of the Urban Fabric Studio

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A Piece of News

🕒 This article is more than 1 year old

Amsterdam to move sex workers out of city centre in tourism 'reset'

Brothel windows in red light district to be closed and 'erotic centre' set up elsewhere instead



De Wallen Is Going to Die?



New Erotic Centre Vision



Stop!

Short Introduction

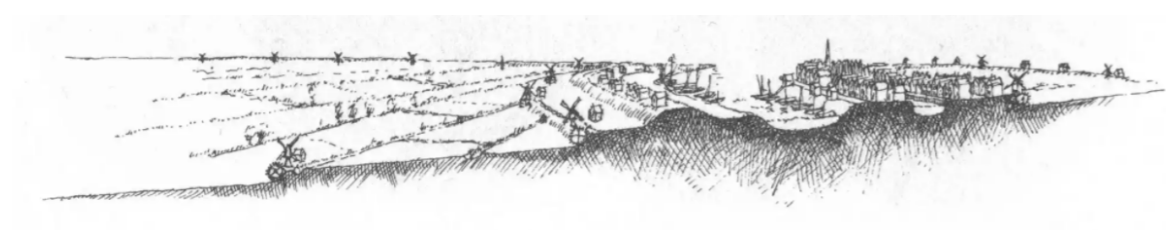
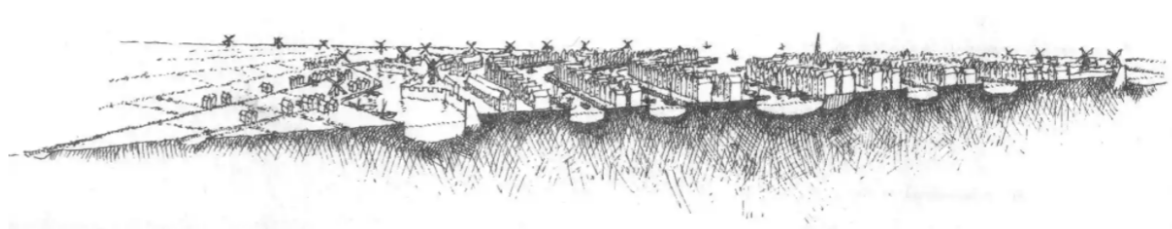
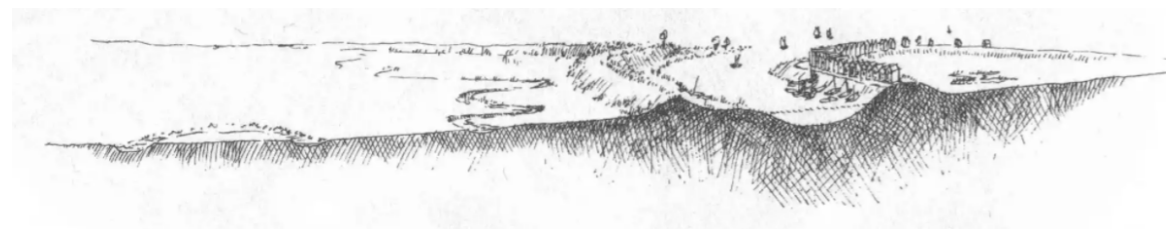
Is De Wallen Going to Die?



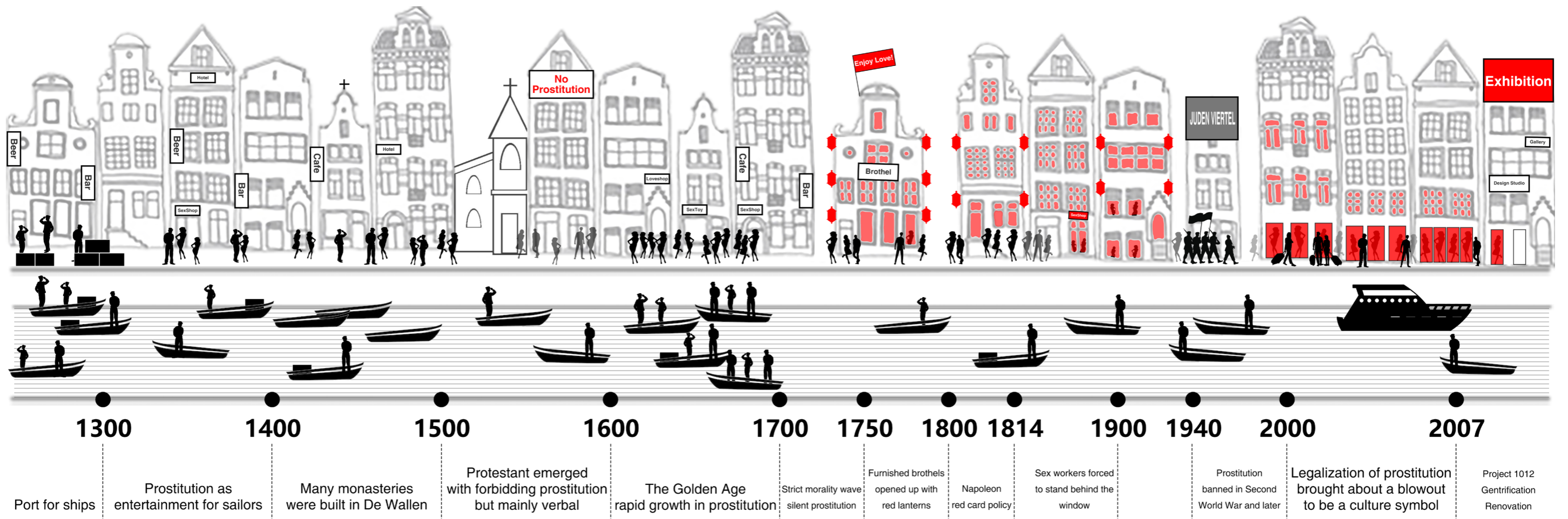
Site Location



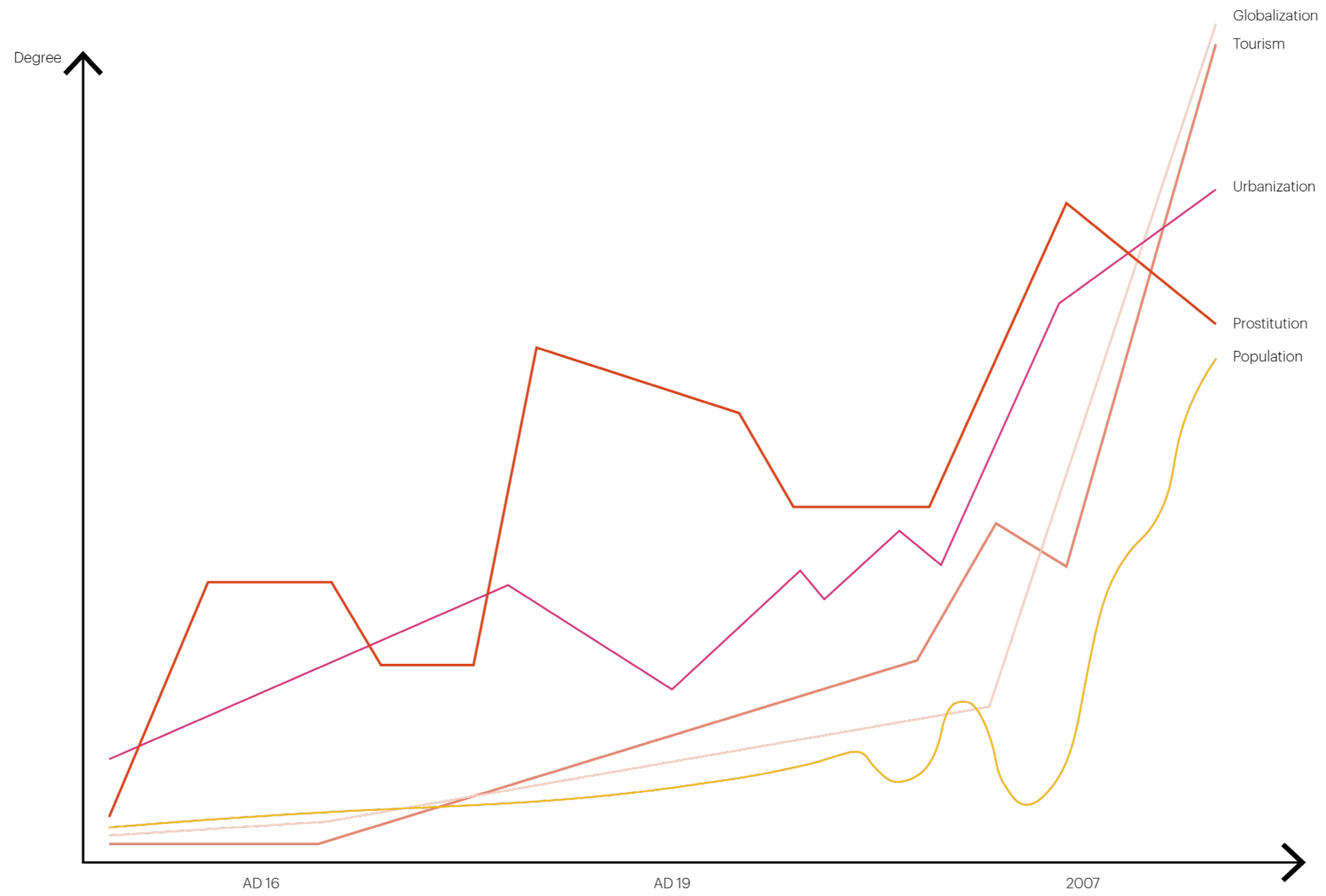
De Wallen



Development of Canal City: Amsterdam



Development of De Wallen



Representation of Tourism and Globalism

OVERTOURISM



Social Conflicts



Consequence



Sex Work is Work

Amsterdam to move sex workers out of city centre in tourism 'reset'

Brothel windows in red light district to be closed and 'erotic centre' set up elsewhere instead



▲ Windows in the red light district of Amsterdam. Photograph: Dean Mouhtaropoulos/Getty Images

The brothel windows of Amsterdam's red light district will be closed and an "erotic centre" will be set up away from the city centre, councillors have agreed.

A proposal from the city's mayor, Femke Halsema, to shut down a significant number of the windows in the narrow alleys around the docks was backed by a broad group of political parties.

The sex workers in the De Wallen red light district will be invited to move to a purpose-built centre elsewhere in Amsterdam, the location of which remains to be determined.

Government

Sex Workers Are Not Happy with the Plans for Amsterdam's Red Light District

The city's mayor says relocating sex workers will improve their safety. Sex workers disagree.

By Dianlisaa Pinonelis

February 12, 2021, 12:10pm [Share](#) [Tweet](#) [Snap](#)

This article originally appeared on [VICE Netherlands](#).

Amsterdam's iconic Red Light District may soon disappear. Known locally as De Wallen, in non-pandemic times the central neighbourhood packed with [cafes](#) and brothels is usually crowded with tourists gawking at sex workers. The area contains some of Amsterdam's [most valuable properties](#), but, as residents protest, has been degraded by mass tourism.

Sex Workers

WALLEN 2020: a counter-manifesto



1.

The Amsterdam Red Light District is a unique part of the city, with exceptional urban qualities and an exuberant diversity of urban functions, inhabitants and users.

The area is excessively layered. Throughout the centuries, all kinds of things have constantly been added, removed, expanded, changed, ignored and improved, to this very day.

Divergent, close-knit communities are permanently based in the area. Sex workers, artists, student fraternities, Coptic entrepreneurs, religious groups, a large Chinese and queer community.

Large crowds fill the area from the late afternoon onwards, enhancing a – for Amsterdam unusual – feeling of sensory intensity, limitless expectation, needless friction and positive disorientation.

Scholar

Amsterdam's red light district clean up has largely failed, says audit office

Society [f](#) [t](#) [in](#) [s](#) June 26, 2018



Photo: Graham Dockery

Amsterdam has not succeeded in its efforts to clean up the city's red light district, according to a [new report by the council's audit office](#).

The old city centre still contains a 'monoculture' of tourist shops and low-value cafes and bars and nor have officials been able to get a grip on human trafficking and

Government

Why Amsterdam's Red Light District May Not Survive the Coronavirus Pandemic



A view of an empty street in Amsterdam's red light district. Due to the coronavirus crisis on April 8, 2020. Photo: Justin O'Connell

Media



Here design for a new 'Erotic Center' in Amsterdam. Source: [Dina, David, & Ross, Architects & Architects](#)

POLITICS INNOVATION ENTERTAINMENT RED LIGHT DISTRICT SEX WORKERS

FEMKE HALSEMA - JORGE TAGS

https://www.vice.com/en/article/2021/02/17/

Another location for possible Amsterdam 'Erotic Center' announced

The city of Amsterdam said this week it would consider the Haven-Stad district as another possible location for a high-rise erotic center that could serve as an alternate location for sex work in the capital. After several years of trying to scale down the number of window brothels in the Red Light District, city leadership announced late last year the erotic center was being considered to also [reduce the level of nuisance and crime](#) in De Wallen, home of the famous district.

The Haven-Stad is an area on both sides of the IJ where [up to 70 thousand new homes](#) will be built in the coming years. The seven other previously announced locations include Amstel III (Zuidooit), Aemrappoort (Zuidooit), Sloterdijk 2 Zuid (Nieuw-West), Sloterdijk Noord (Nieuw-West), Zuid / Rijk (Zuid), Harnemarkter (Noord), Kerkhoengebiet (Oost).

Government



"I live here!" - Lokale campagne van, voor en door bewoners

"I live here", veel bewoners op de Wallen hebben het met name zelf hun raam gemeenschap. Ze hangen borden op of zeggen bij overlast tegen bezoekers "I live here!" De gemeente wil deze boodschap extra onderbrengen met een lokale campagne die samen en met een klankbordgroep van bewoners is ontwikkeld.

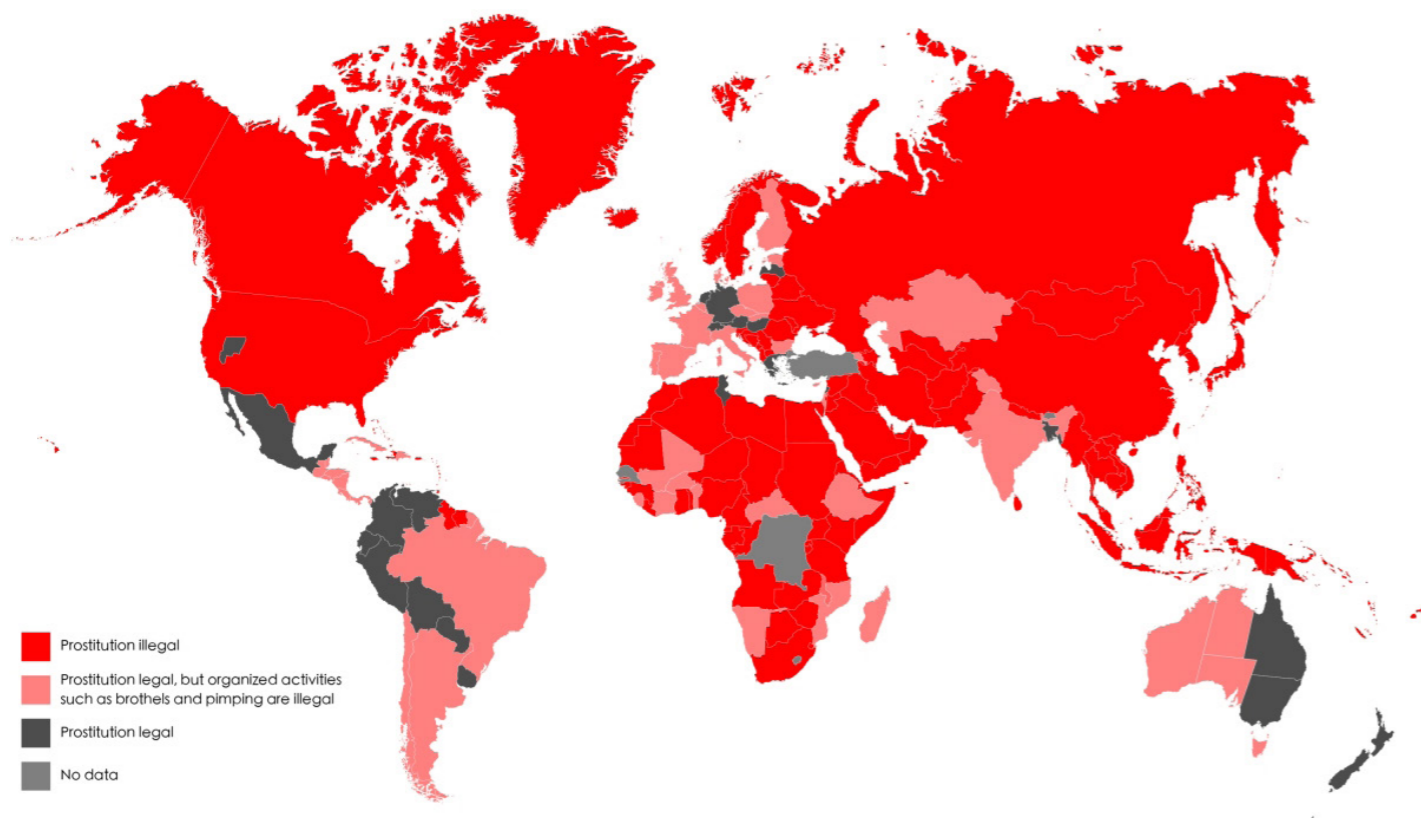
De bedoeling van deze campagne is om bezoekers er meer bewust van te maken dat er in het Wallengebied ook gezamenlijke mensen wonen om rekening mee te houden. Veel bezoekers weten niet dat er mensen wonen, maar de ervaring leert dat ze hun gedrag aanpassen als ze hier actief op gemerkt worden. Met foto's van bewoners op samen en delen kunnen we dat effect versterken. De eerste uitingen verschijnen vanaf begin juni in het straatbeeld in het Wallengebied. NV Zee-dijk, woningcorporatie De Key en 1013 Inc. dragen het initiatief een warm hart toe en stellen samen een deuren beschikbaar voor campagne-uitingen. Er worden ook middelen ingezet als borden en posters in samenwerking met lokale horeca. Eind dit jaar worden de effecten onderzocht.

Residents

Public Debate

De Wallen

Value of De Wallen



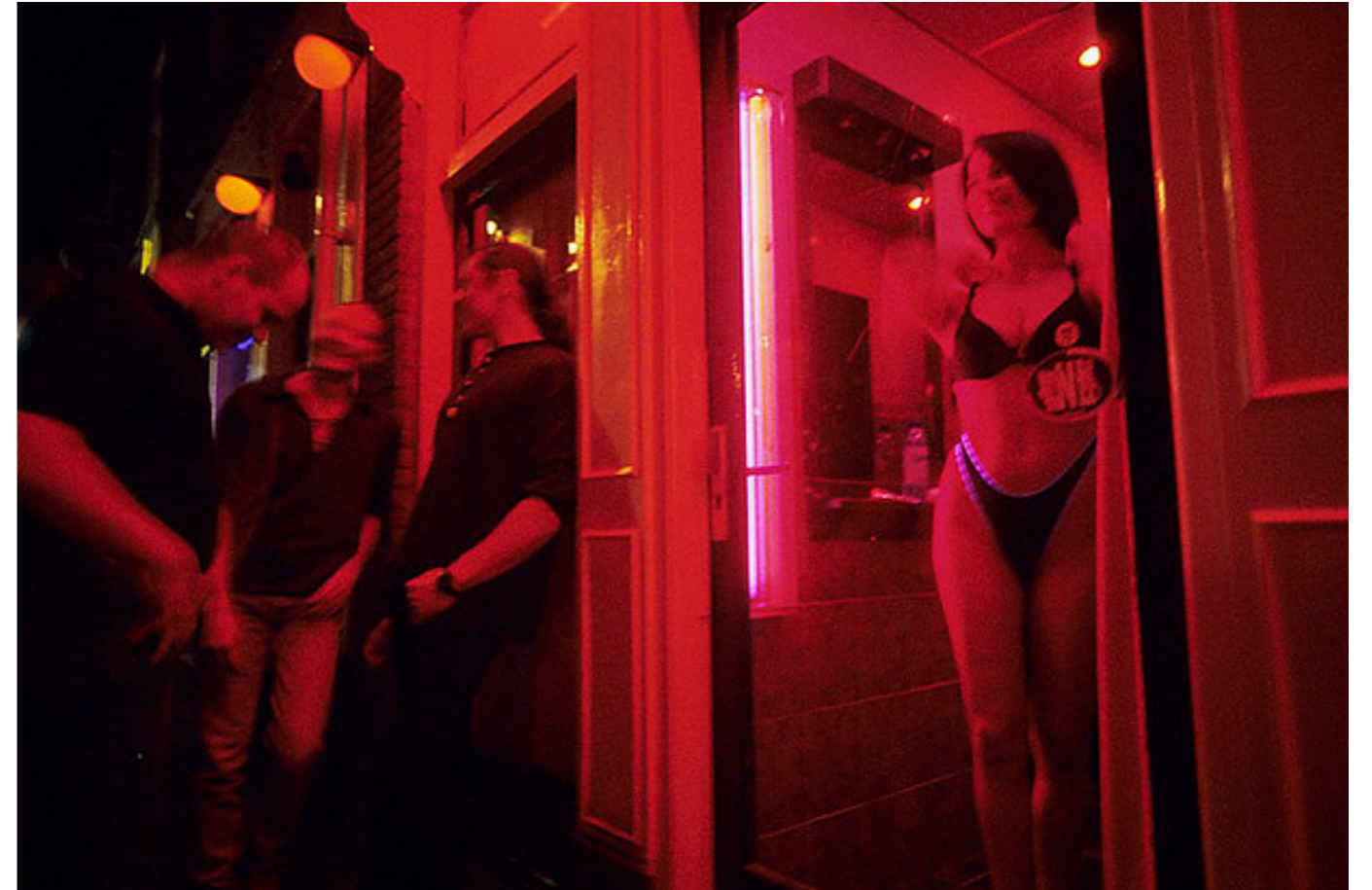
Prostitution will not Die

Perfect Location



Historical City Centre

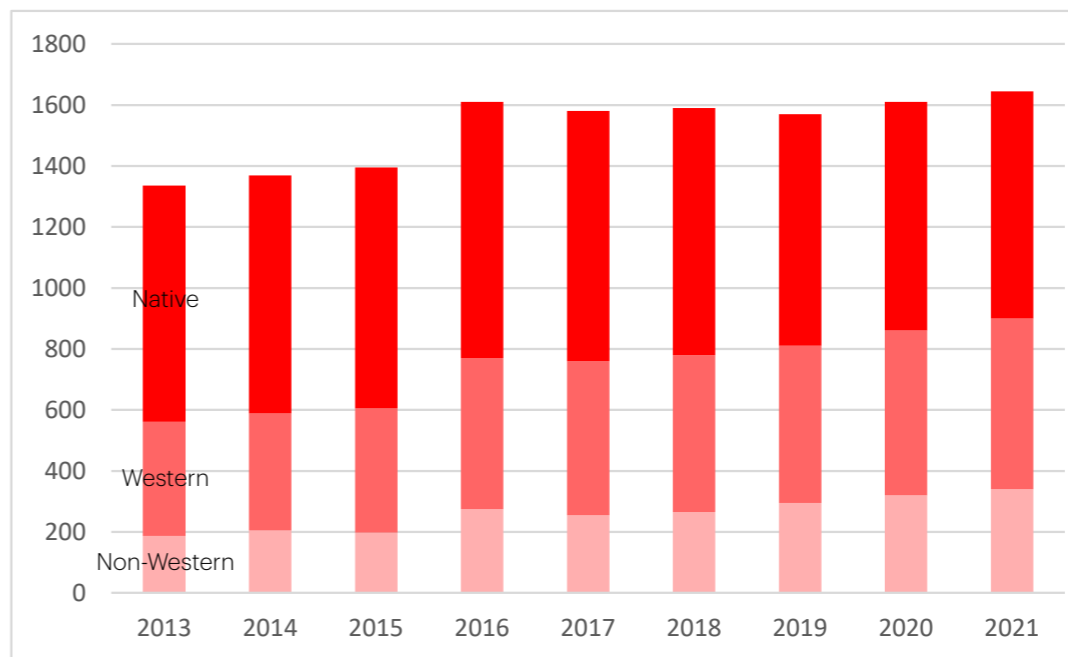
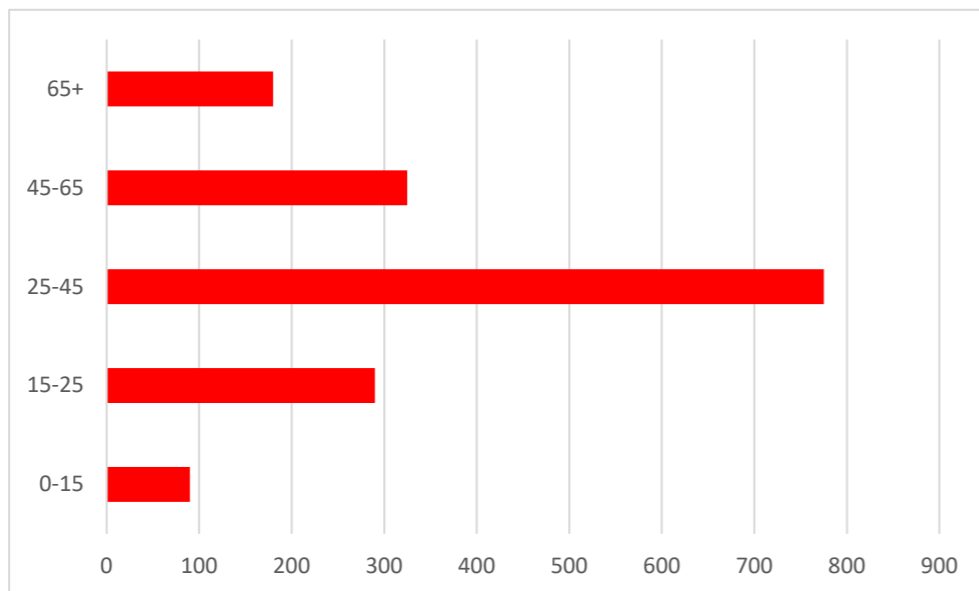
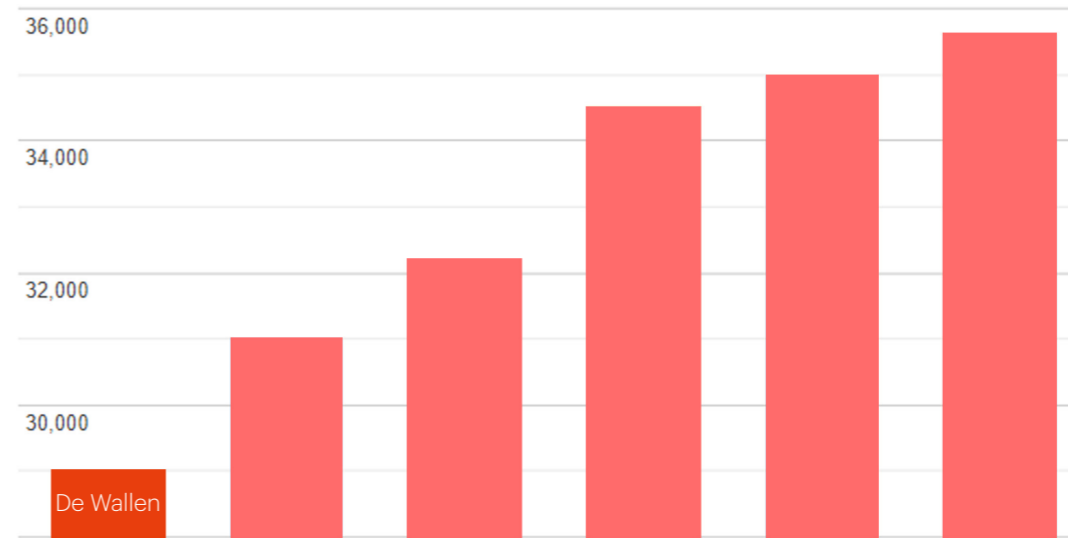
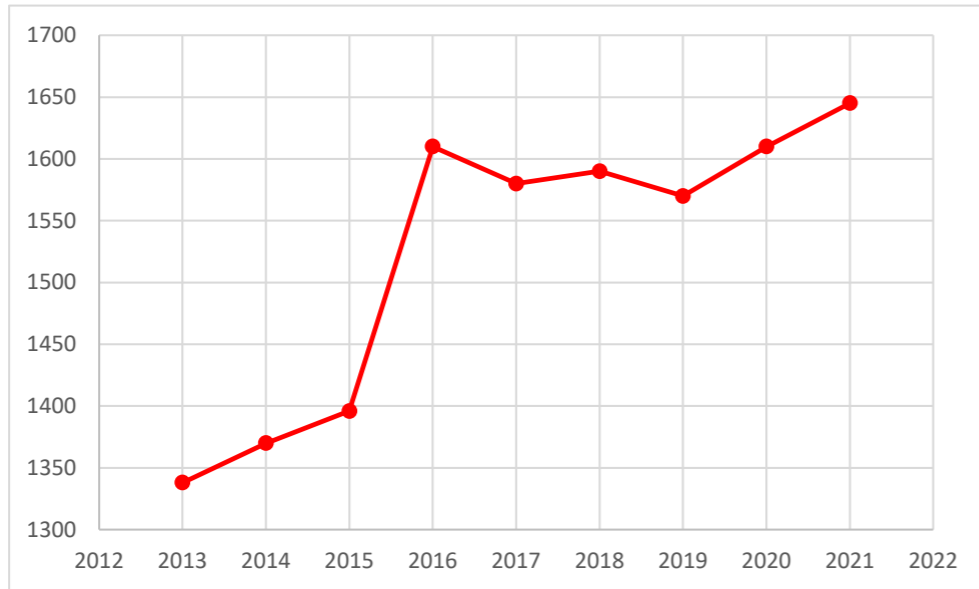
Show the Body



Carnal Desire

Source: <http://beersandbeans.com20121019behind-glass-doors-a-stroll-through-the-red-light-district>

Diversity and Inclusiveness

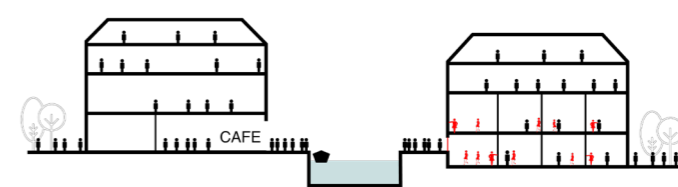
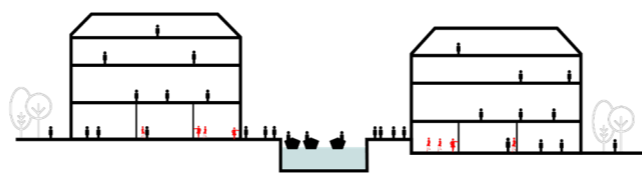
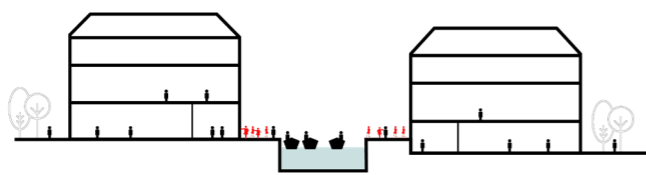


More Intense and Diverse



Diversity and Inclusiveness

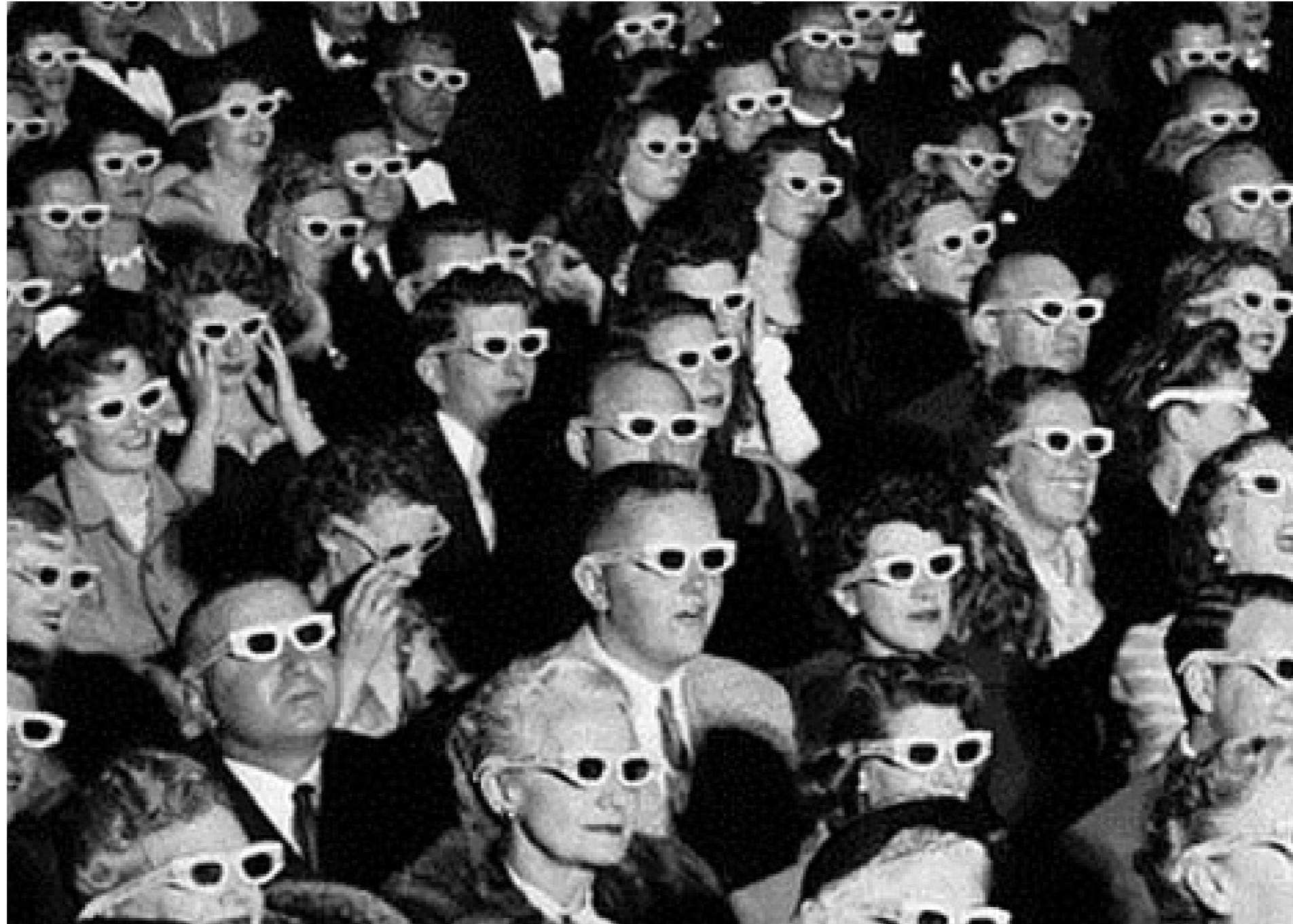
Mixed Public and Private Sphere



Invaded Privacy

De Wereld

De Wereld Is also Going to Die?



Society of Spectacle, Debord

Source: <https://pruk.org/how-social-media-in-the-society-of-the-spectacle-polices-thought-and-dampens-dissent/>



Spectacle is a social relation among people, mediated by images

Retreated Body



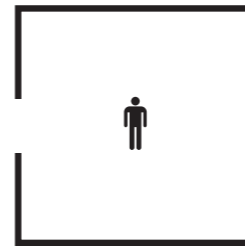
16th Century



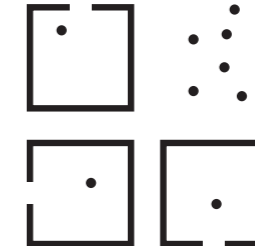
17th Century



19th Century



20th Century



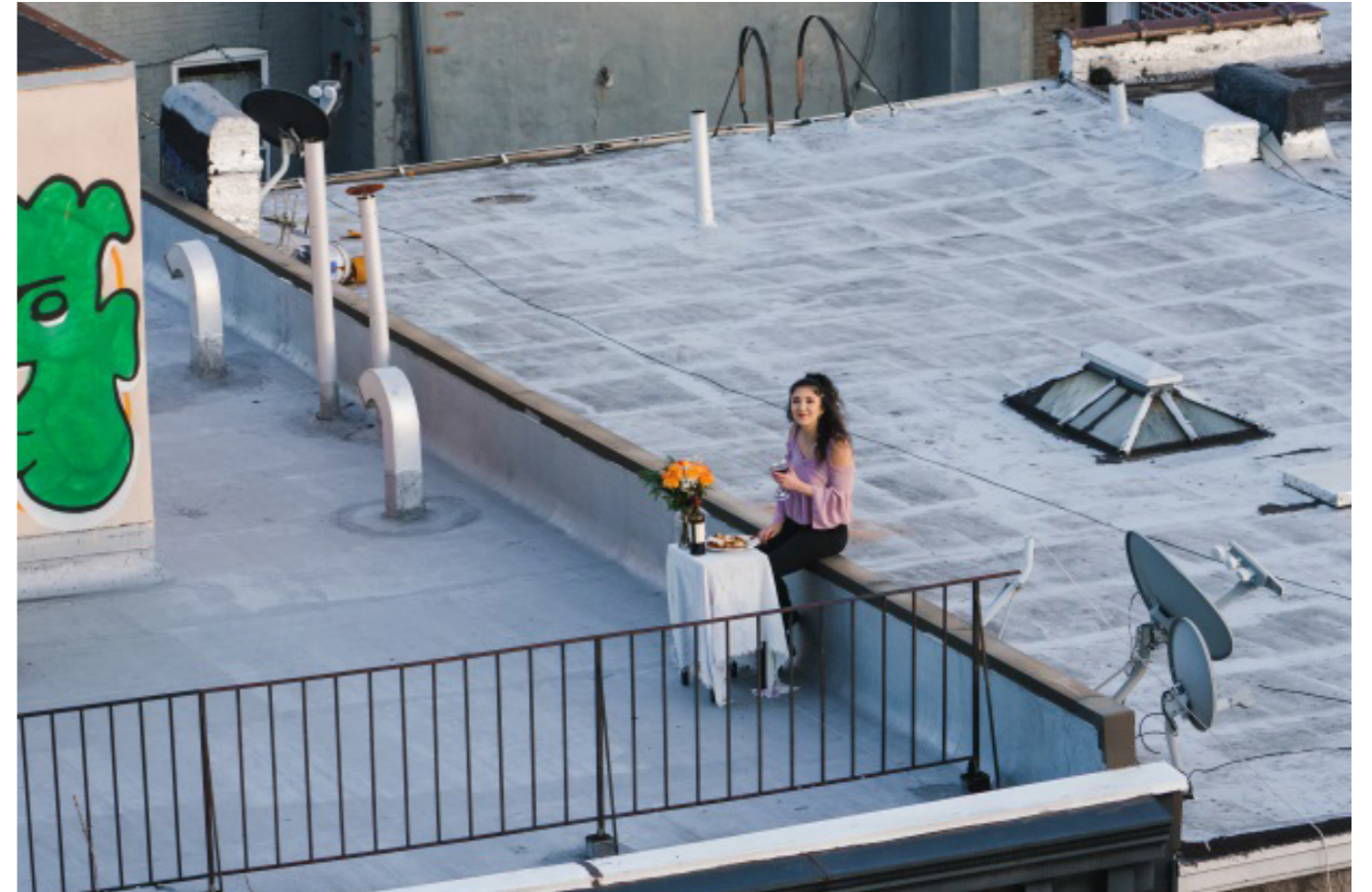
Retreated Body

Homogeneous City



We Are Losing Identity and Authenticity

Disappearing Border between Public and Private Sphere



Publicization and Domestication

De Wereld vs De Wallen

This is Why We Keep De Wallen

De Wereld



Retreated

De Wallen



Carnalized

De Wereld



Homogeneous

De Wallen



Heterogeneous

De Wereld



Mixed

De Wallen

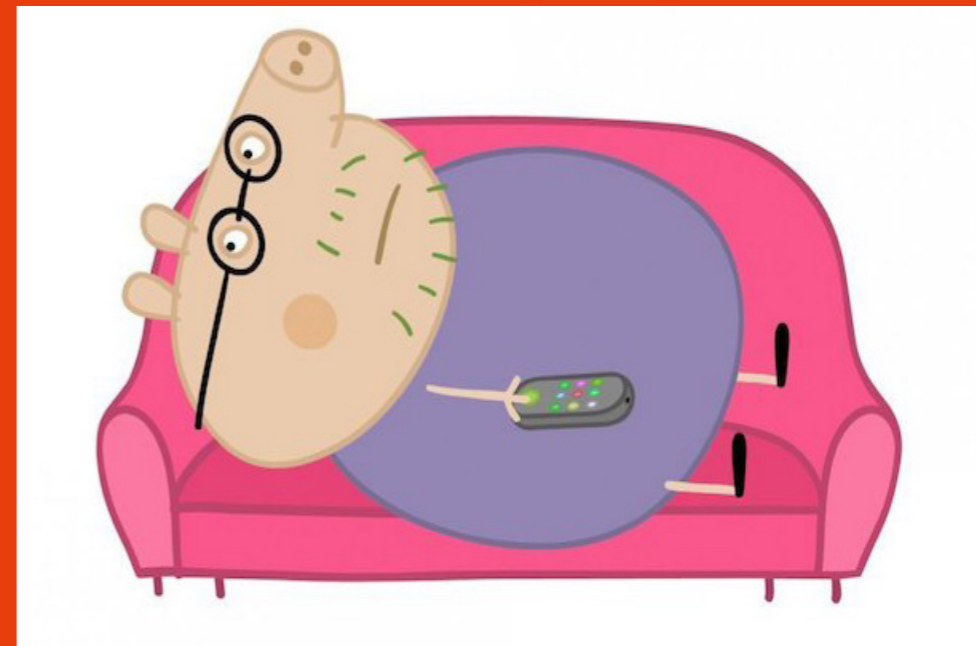


Mixed

De Wereld

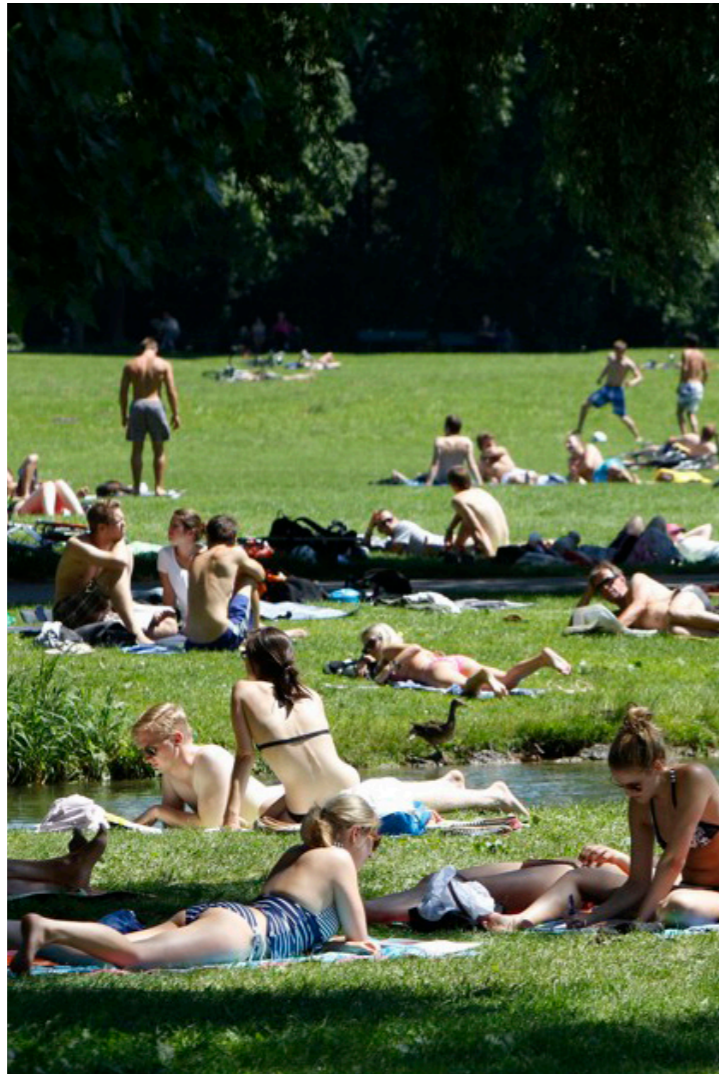


De Wallen

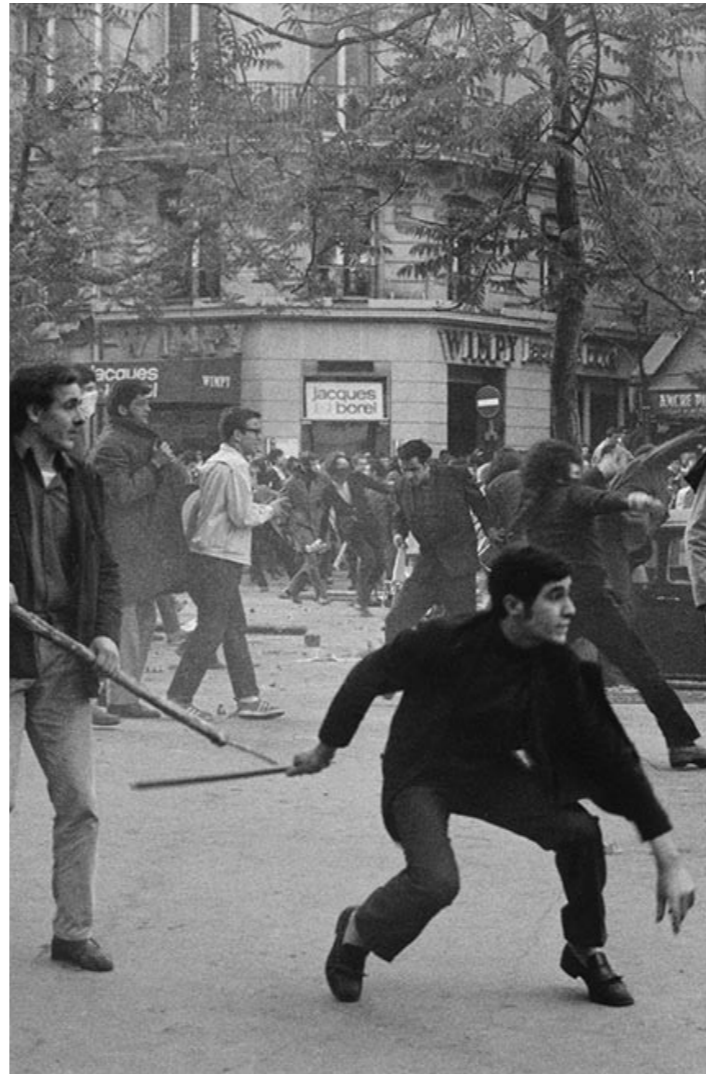


To Find A City Model

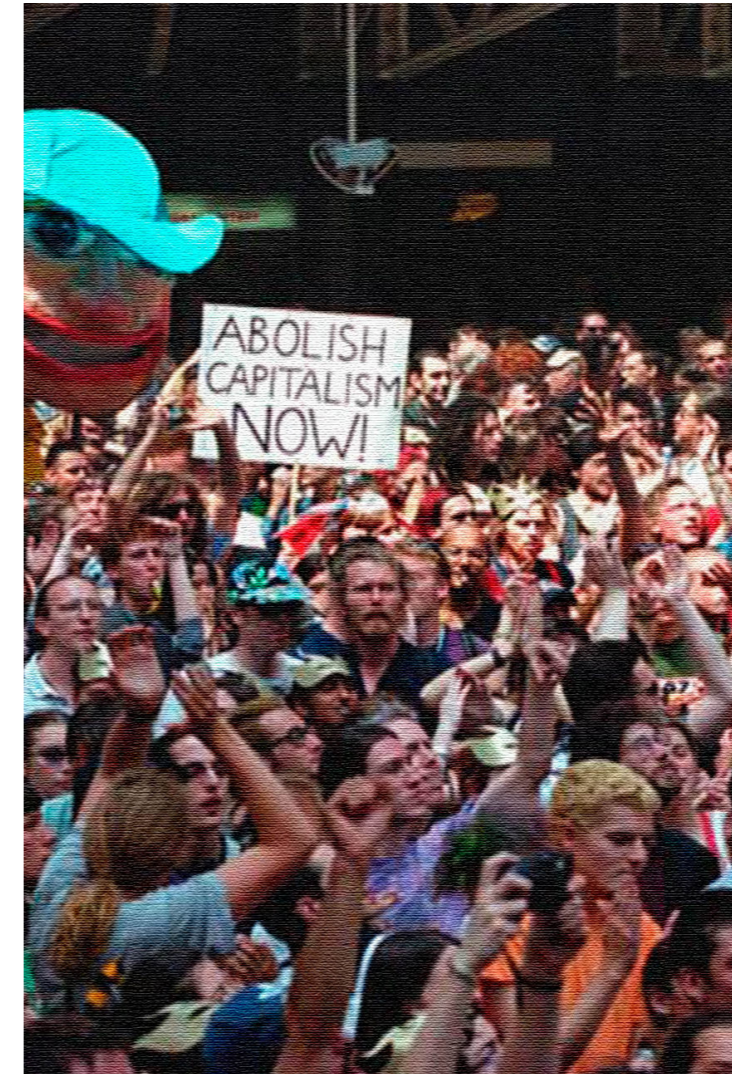
Celebrate Gathering, Encountering and Serendipity



Praise the Body



Enjoy and Play



Collective Activities

Serendipity



Contesting



Risk-taking



Leaving to Chance



Pursuing Vetigo



Meditating



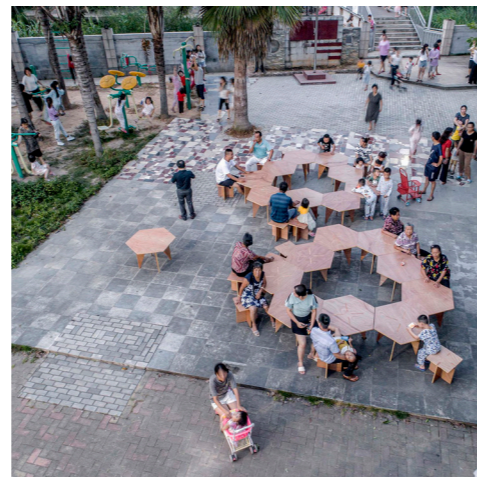
Collecting



Role-Playing



Savoring



Creating



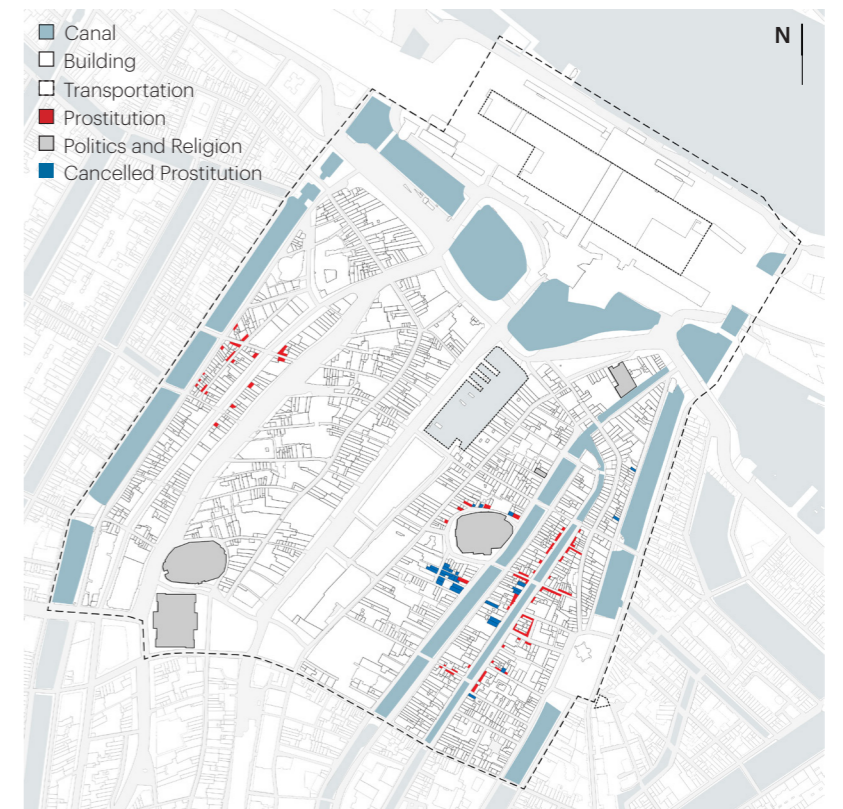
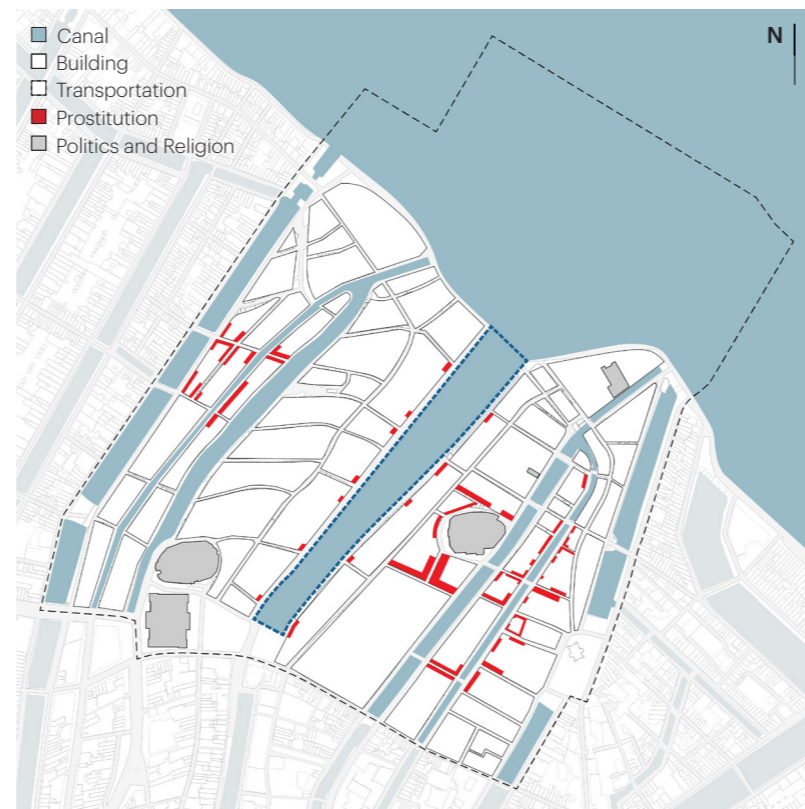
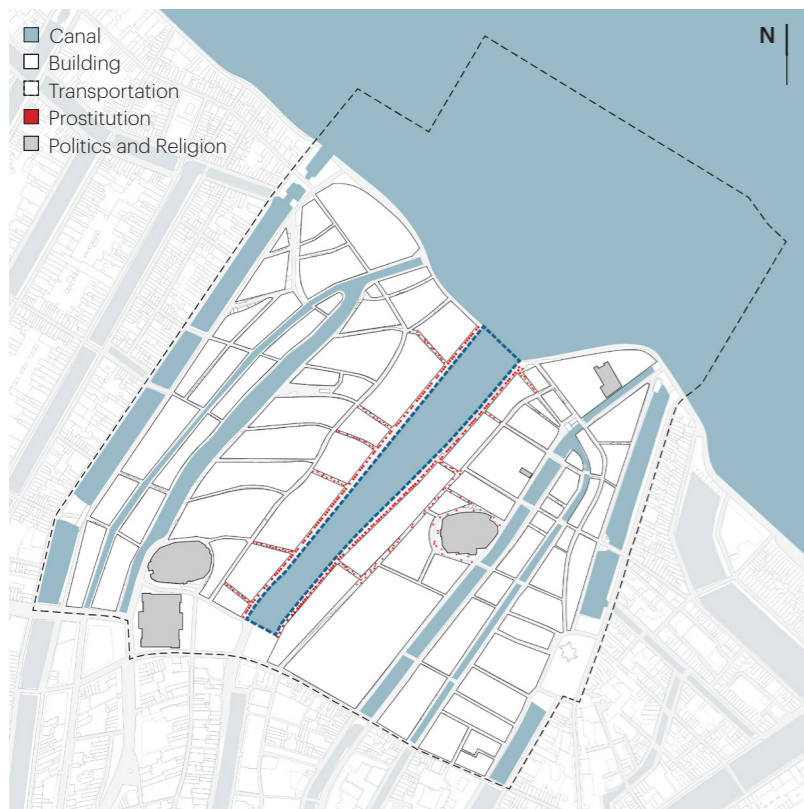
Problem-solving



Amusing

Focus and Problems in De Wallen

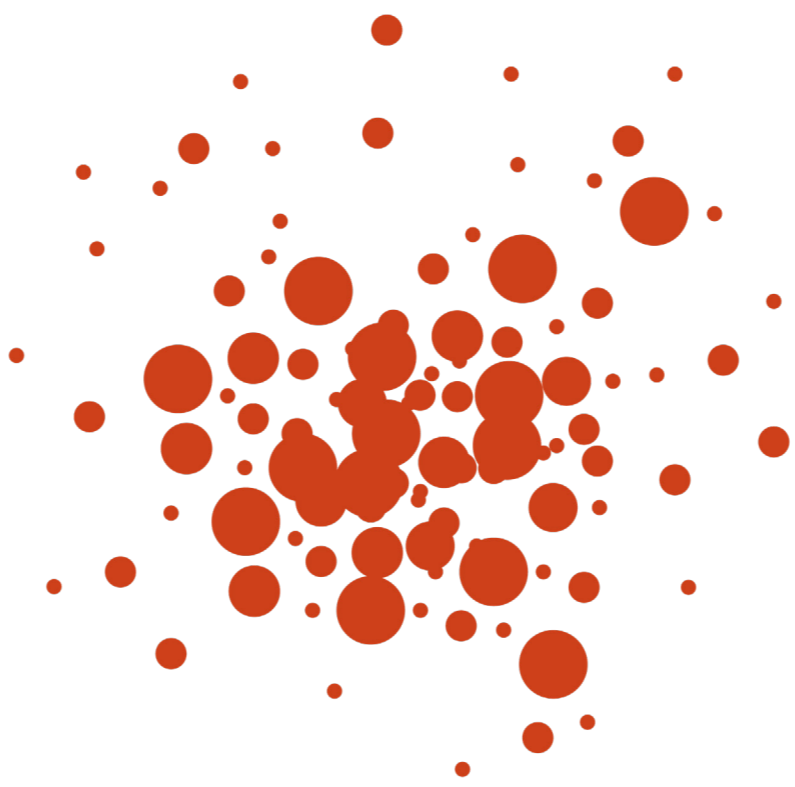
About Over-symbolized, Over-concerntrated and Overflow



Regulated Prostitution

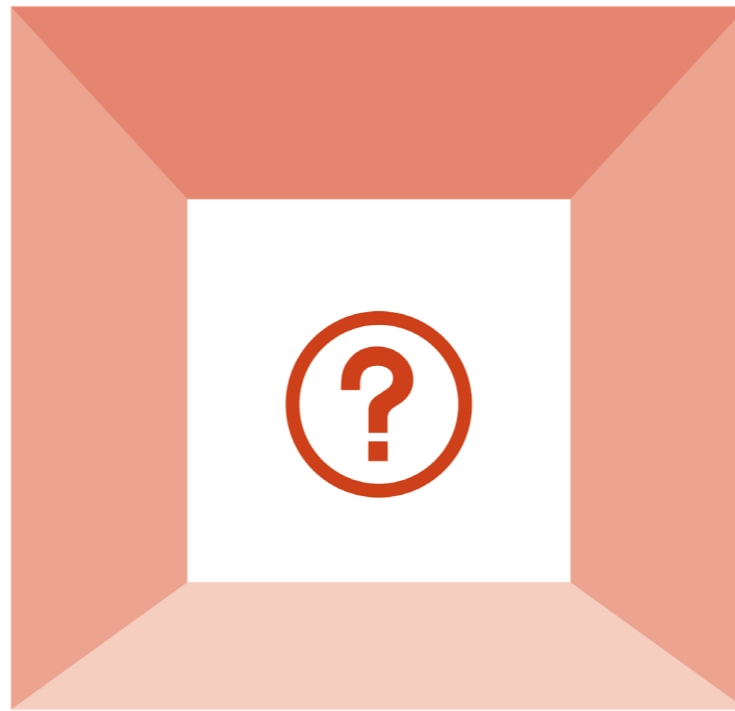


Over-concentration



Over-concentration





Symbolic Space

Outside De Wallen



Tuesday Daytime



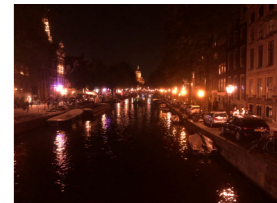
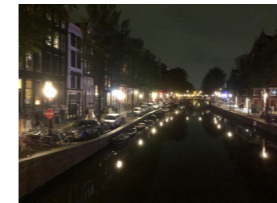
Saturday Daytime



Tuesday Evening



Saturday Evening



Inside De Wallen



Eat



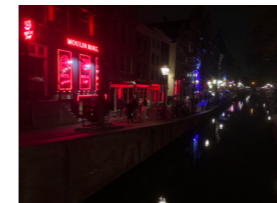
Search



Chat



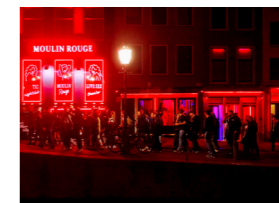
Tour



Eat



Photo



Tour



Chat



Walk



Ride



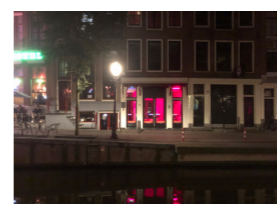
Eat



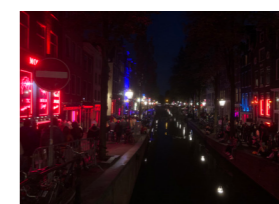
Sit



Wait



Show



Sit



Live



Sit



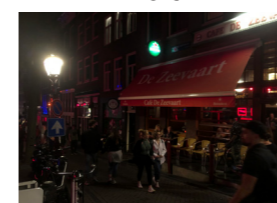
Read



Gather



Eat



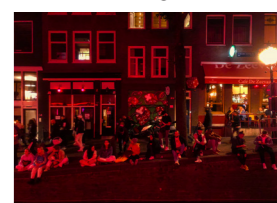
Drink



Wander

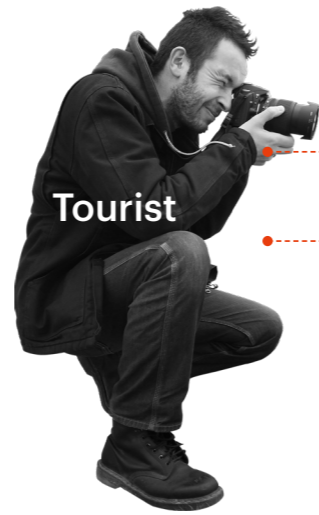


Drink



Drug

Segregated City



Tourist

'Oldest part of Amsterdam, Red Light District is also fantastic with unique scene, you can find a lot of fun here! We found lots of pancake places to shop and super nice waffles! This is a must see while you are in Amsterdam.'

'The rdl and coffeeshops are the main reason people go to Amsterdam. Lets face it, its boring and crap and totally pointless visiting the place if it gets gentrified it any more. Who wants to see arty crap etc when there are half naked women in windows.'

'A normal neighbourhood, but if we can have, why not own a beautiful and comfortable house with a private garden? Everyone wanna that!'

'I miss De Wallen in early corona time! My children can run freely outside, we can walk dogs at any time without tourists! I love the lovely neighbourhood but we need more beautiful public spaces and I hope there can be some more public spaces on the canal in slack season.'



Resident

'A lively place to operate our business, too many tourists here during the whole year! Indeed, you can find anything and any kind of service in De Wallen! I think it's a nice place but now it is getting more and more dirty and noisy!'



Shopkeeper

'I love my job and we just work here as sex workers to earn more money so that we can make a living and support our families. What we do not like is the rude clients and a lot of impolite tourists. I miss the previous areas in the allyes around the old church, secret, quiet and beautiful. Besides, I really love the neighbourhood, nice, friendly and tolerant!'



Sex Worker

'I think we are coming here to seek some enjoyment of sex, and sometimes we come here for a rest from the pressure of life. Regular clients can share the life, feeling and even secrets with the sex workers! De Wallen is an adult amusement park!'



Client

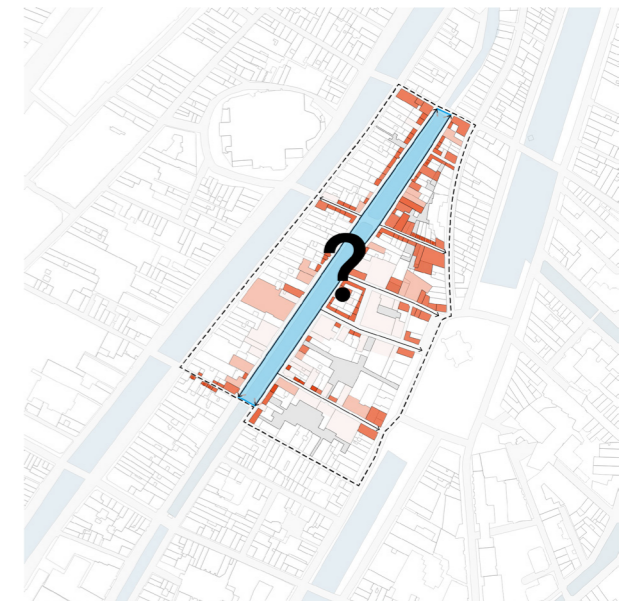
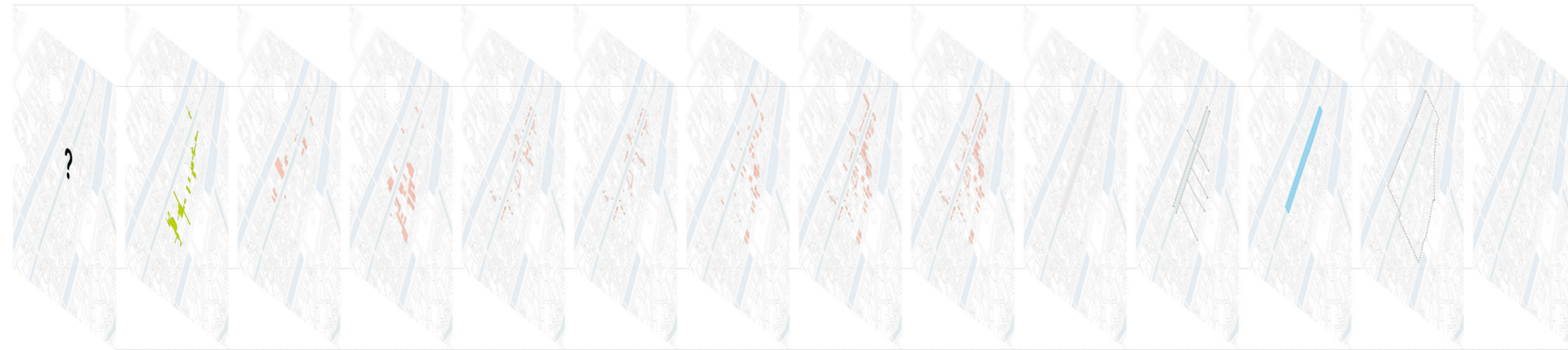
Come to De Wallen for Enjoyment



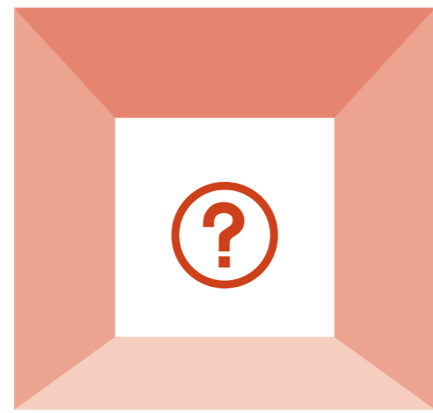
Enjoyment and Play



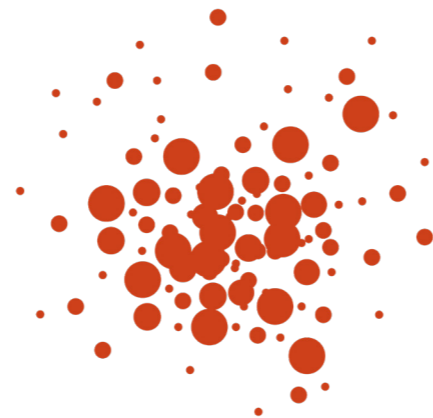
Conflicts between Spaces



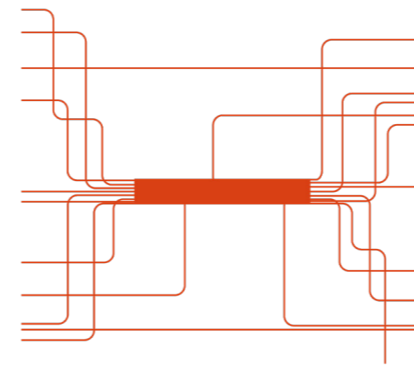
Overflow



Symbolic Space



Over-concentration



Overflow



Enjoyment

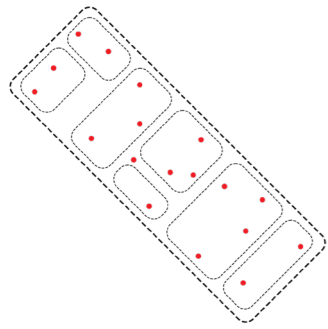
Research Focus

After 2007, with 150 windows closed outside the area, the over-concentrated prostitution windows attract more and more tourists and curious outsiders by the wave of globalization and marketization into De Wallen, the famous Red Light District but also a local neighbourhood with some residents. The spatial overlap of the pursuits from different groups has resulted in overflow, which has crowded out already inadequate public space and caused many social conflicts.

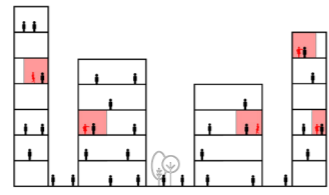
The removal of the Red Light District and the closure of the prostitution window received a lot of opposition, and De Wallen is seen by many social groups as an inclusive and heterogeneous place with a high value.

Thus, the contradictory relationship between overflow, prostitution and the life of the residents became a urgent problem that needed to be solved.

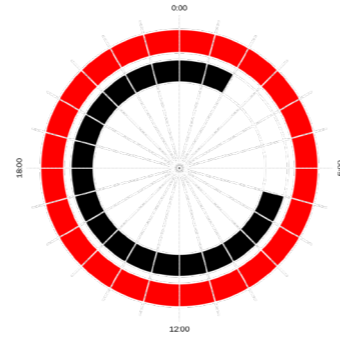
1. Dongguan, China



Pattern: Fragment

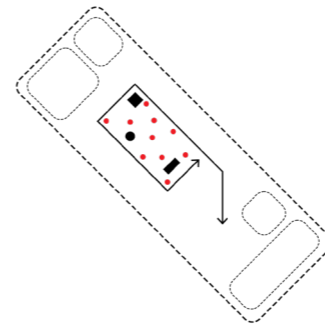


Concept Section

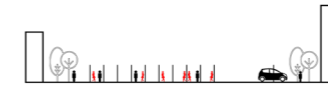


Time Schedule

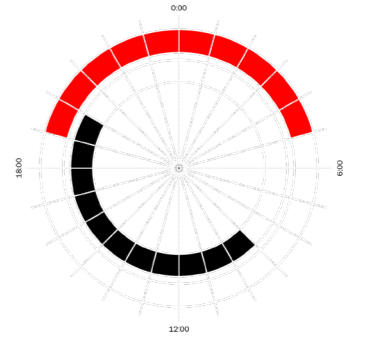
4. Utrecht, the Netherlands



Pattern: Circuit

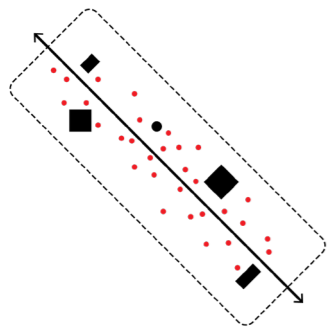


Concept Section

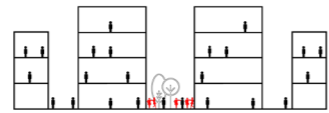


Time Schedule

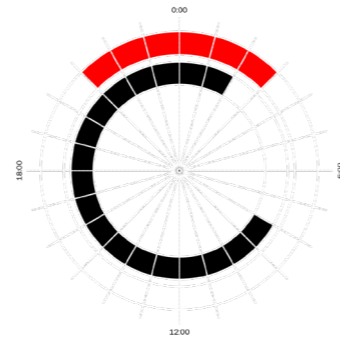
2. Rimini, Italy



Pattern: Strip

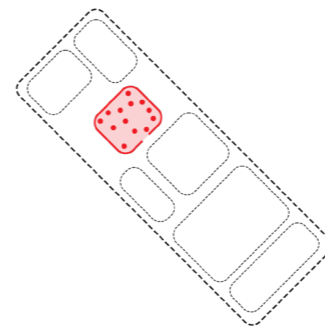


Concept Section

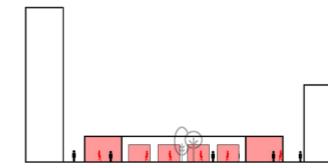


Time Schedule

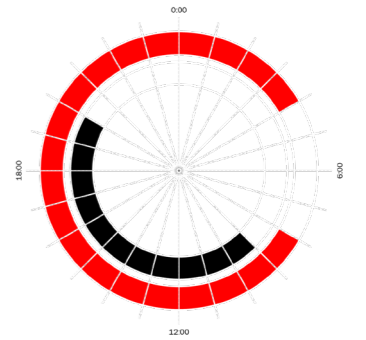
5. Eindhoven, the Netherlands



Pattern: Island

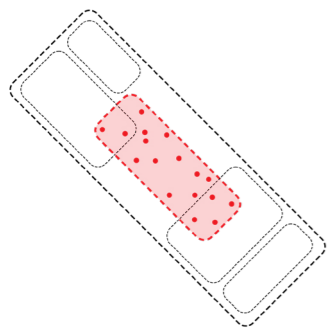


Concept Section

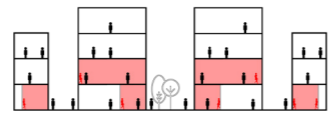


Time Schedule

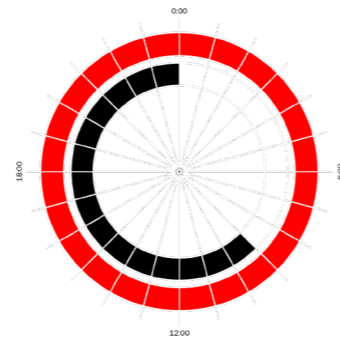
3. Antwerp, Belgium



Pattern: District

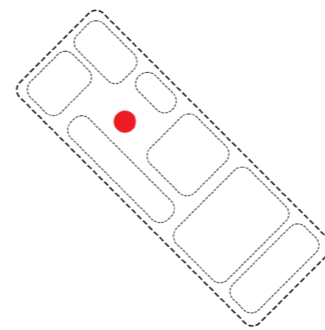


Concept Section

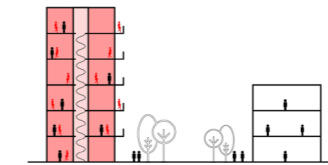


Time Schedule

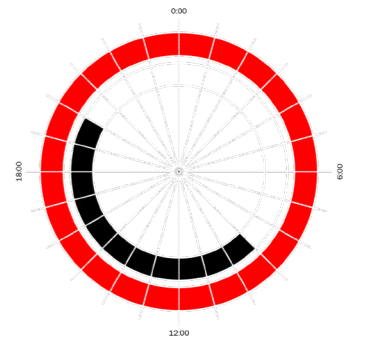
6. Dusseldorf, Germany



Pattern: Tower



Concept Section



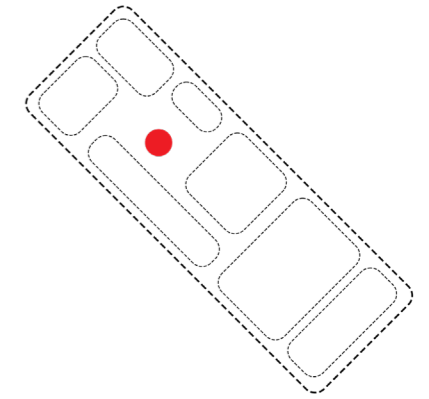
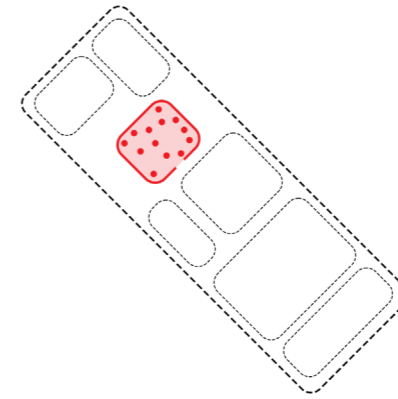
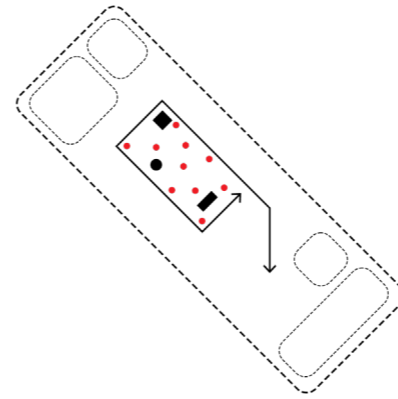
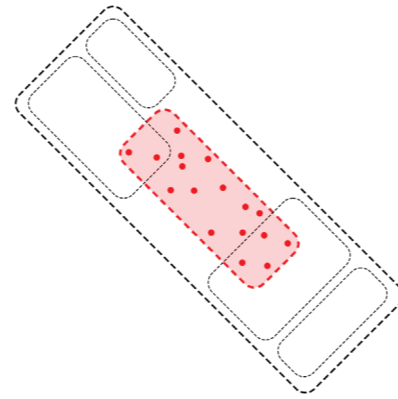
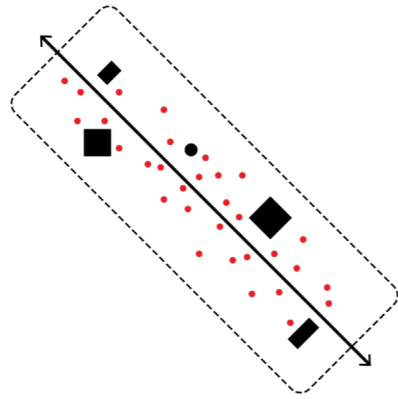
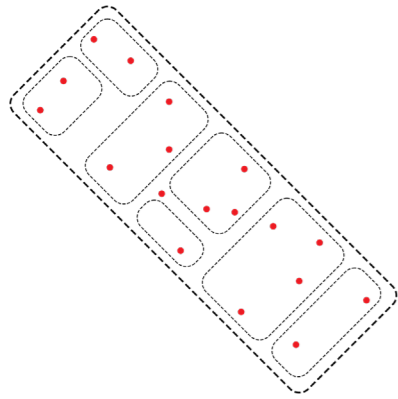
Time Schedule

Dispersed

Agglomerated

For Prostitution

De Wallen



Fragment

Strip

District

Circuit

Island

Tower

A set of units for the use of individuals or for some small groups, scattered and concealed within the buildings

A main road in or leading out of a town, lined with shops, restaurants and other facilities

An area regarded as a distinct unit because of a particular characteristic

An area, establishing itinerary of events used for a particular activity, typically involving public performance

A closed area regarded as isolated, detached, or surrounded in some way from urban environment

A single building, taking on more clustered functions while facilitating more communication

Illegal

Legal but not Regulated

Legal and Regulated

For City

Integrated

Segregated

Define City of 'Enjoyment'

1. It emphasises the full range of sensuality to provide a total body without dependence on a particular function.

2. It does not provide ready-made, consumer forms of pleasure

3. It is open and full of possibilities

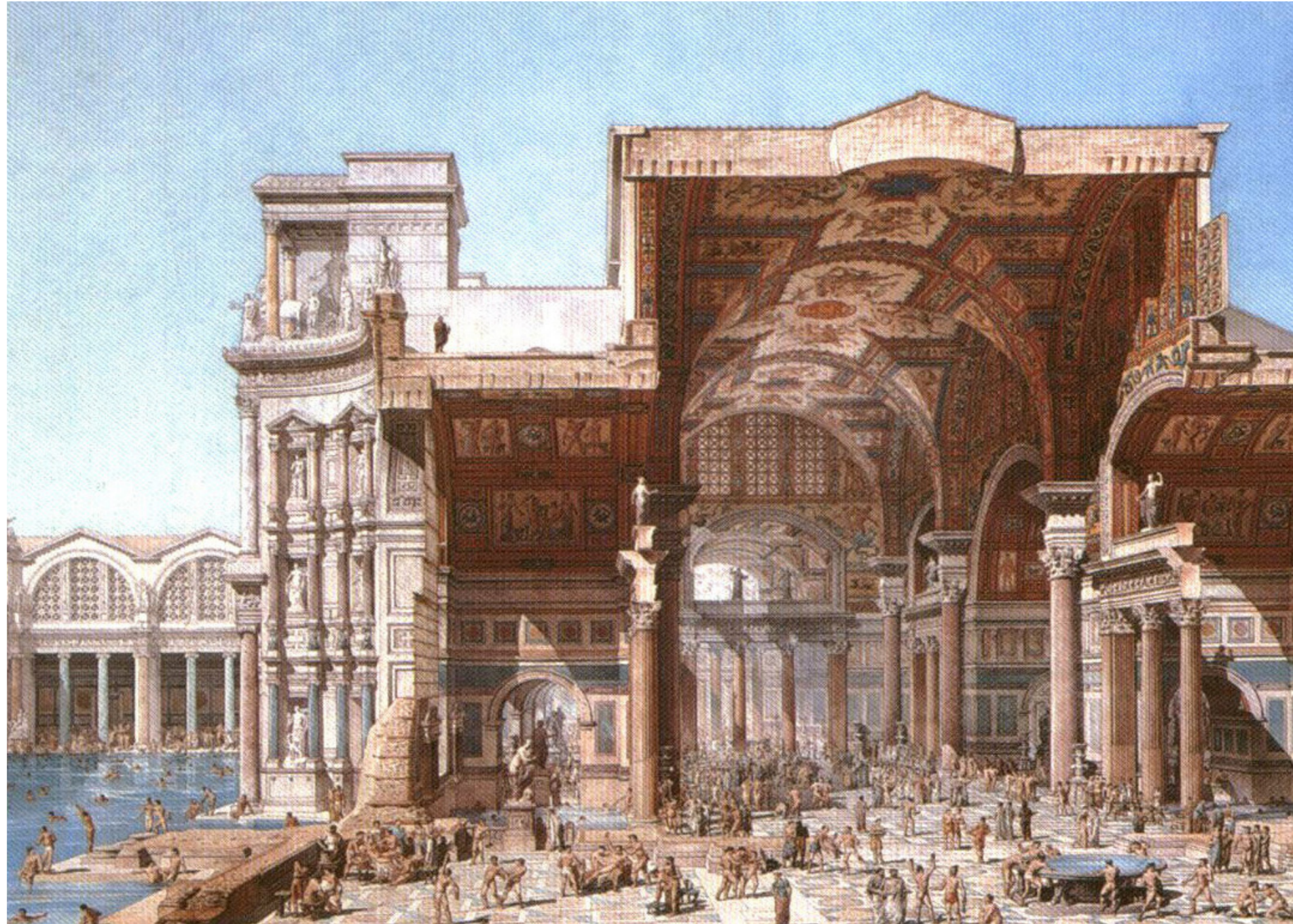
Carnal Desire

Openness

Serendipity



Leisure Space Beach not Space of Enjoyment



The Baths of Diocletian



Enjoyable and Joyful



Free and Random



Sensual and Multifunctional

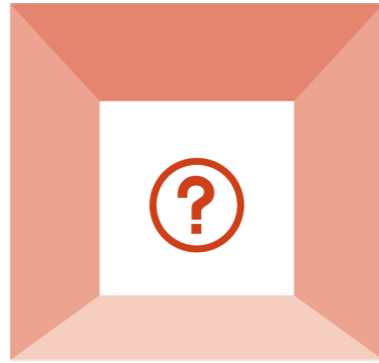


Open and Dynamic



Celebratory and Collective

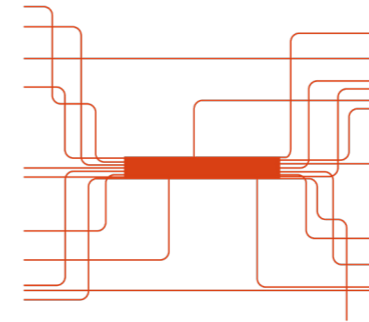
City of Enjoyment



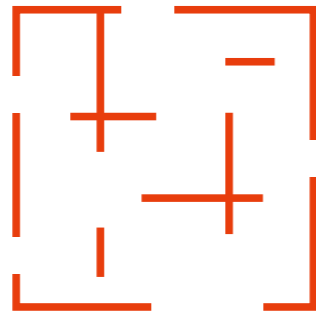
Symbolic Space



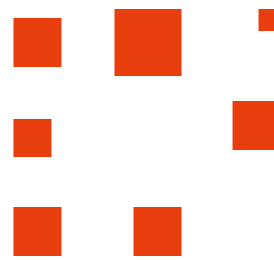
Over-concentration



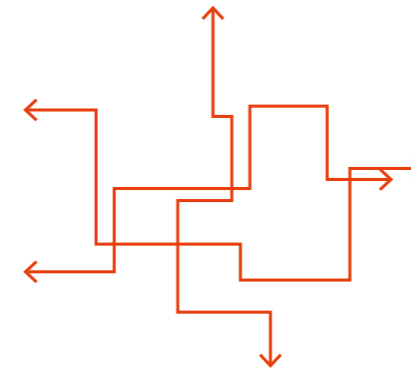
Overflow



Space



Program



Circulation

Design Focus

Main Research Question

How to reconcile prostitution, overtourism and residential life in De Wallen, Amsterdam through the design of the physical space, in order to realize the pursuits of enjoyment from different groups while relieving the environmental and social pressure?

Circulation

Enjoyment: Program

Sub Research Question

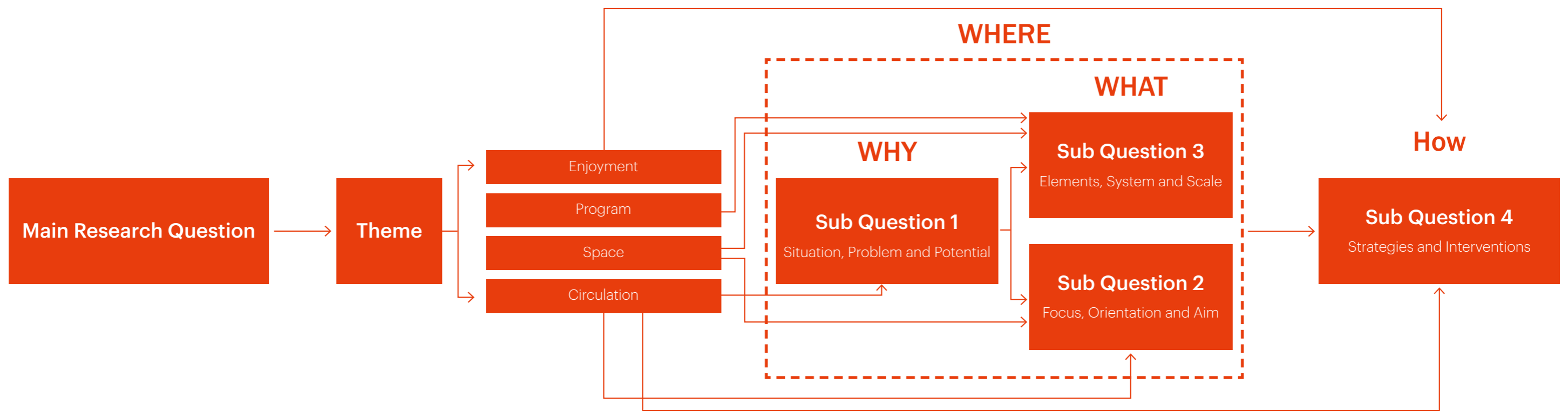
What is the environmental and social pressure in De Wallen and how is this visible in the perspective of space?

What are the pursuits of enjoyment of different groups in De Wallen?

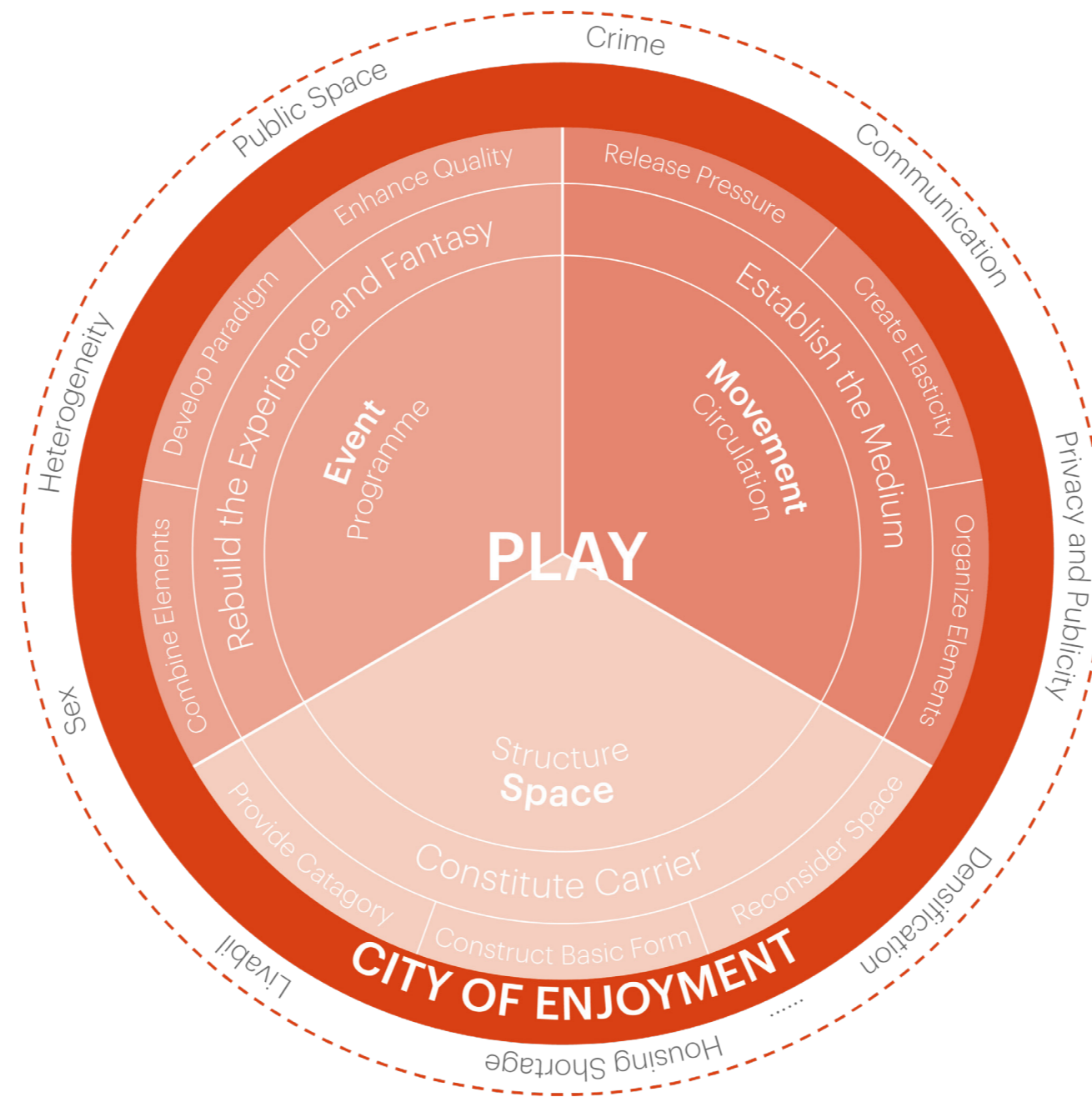
What are the spatial representations of different space of enjoyment?

What are possible physical space that can help realize to reconcile the relationship?

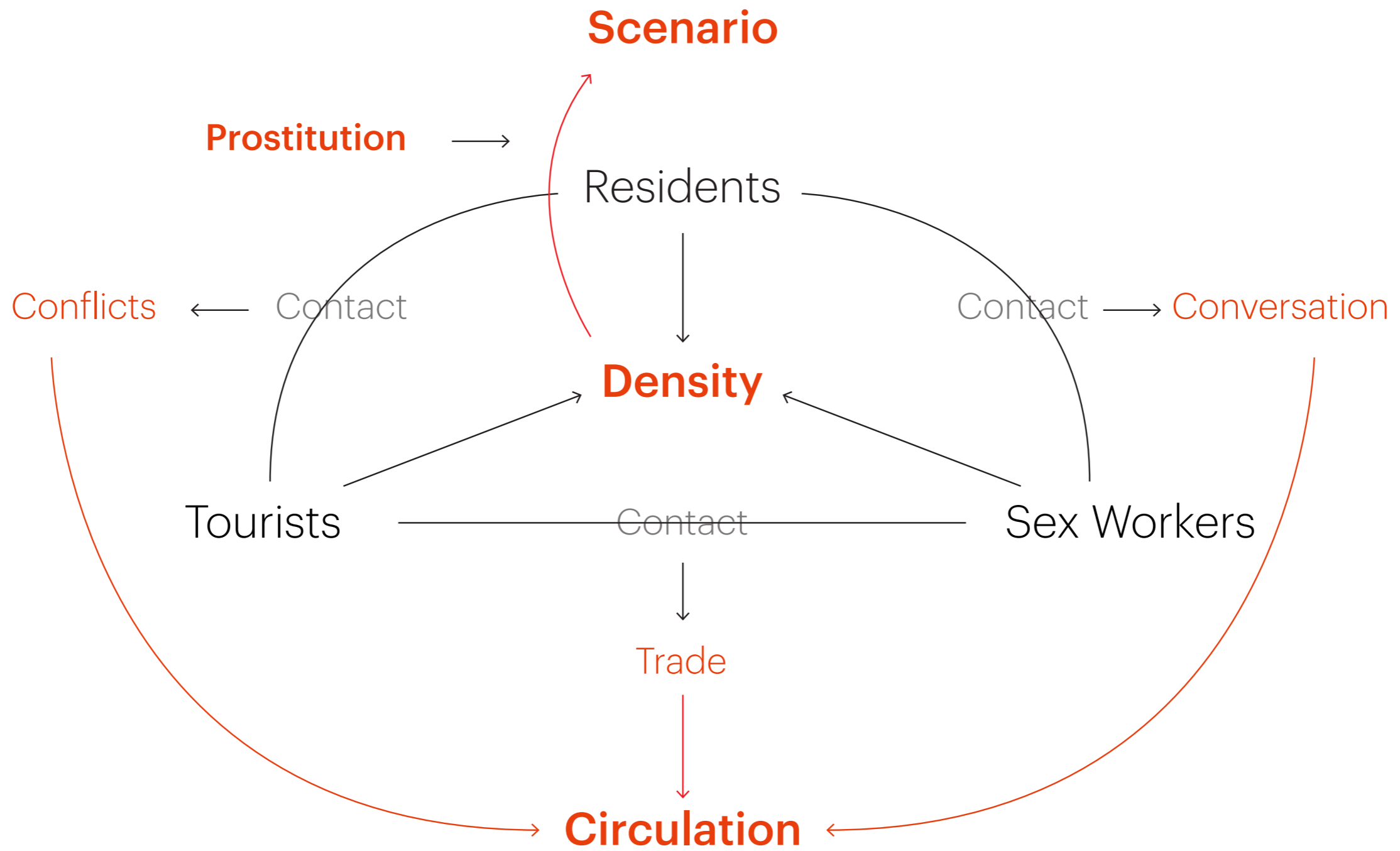
Research Questions



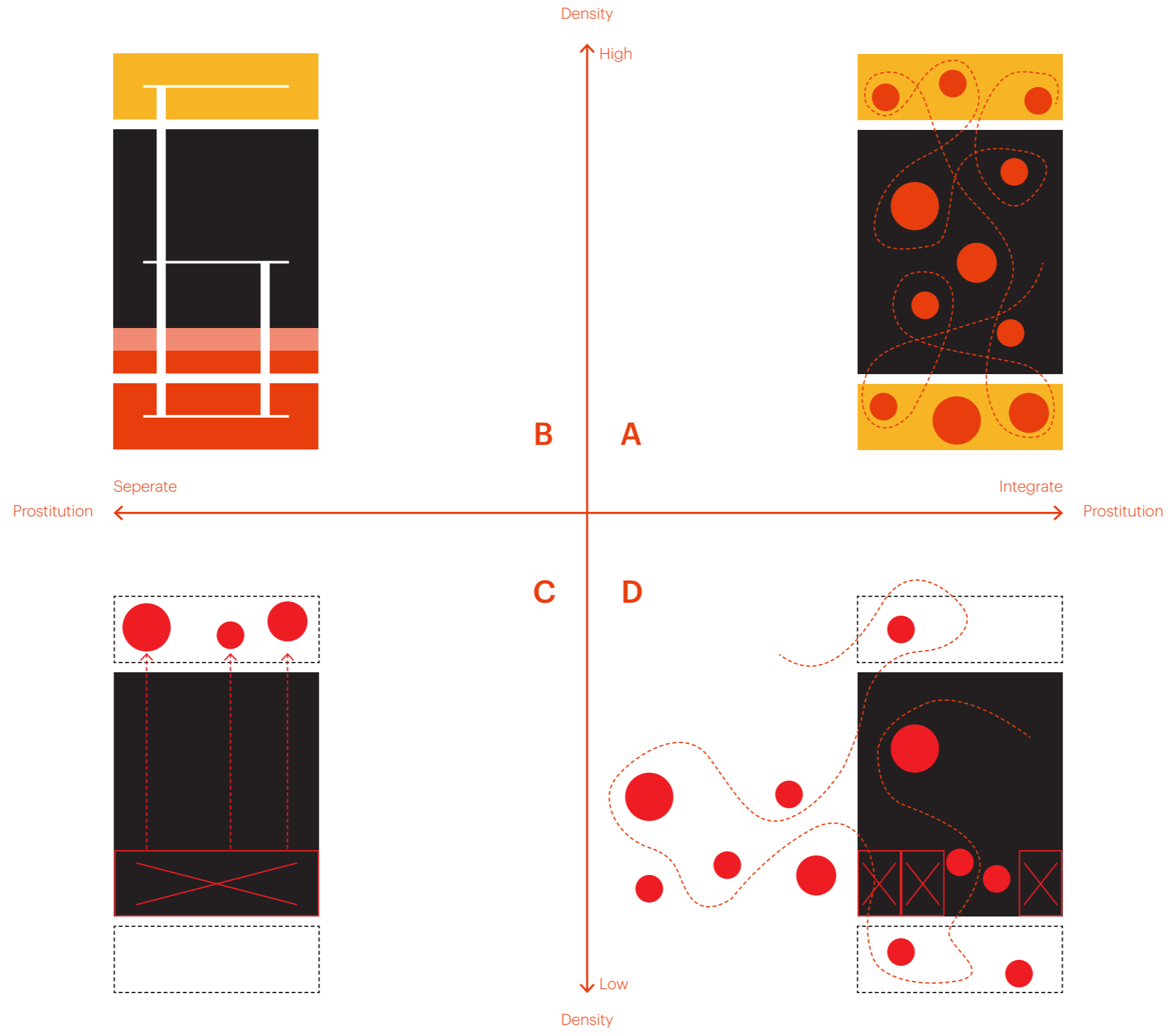
Research Framework



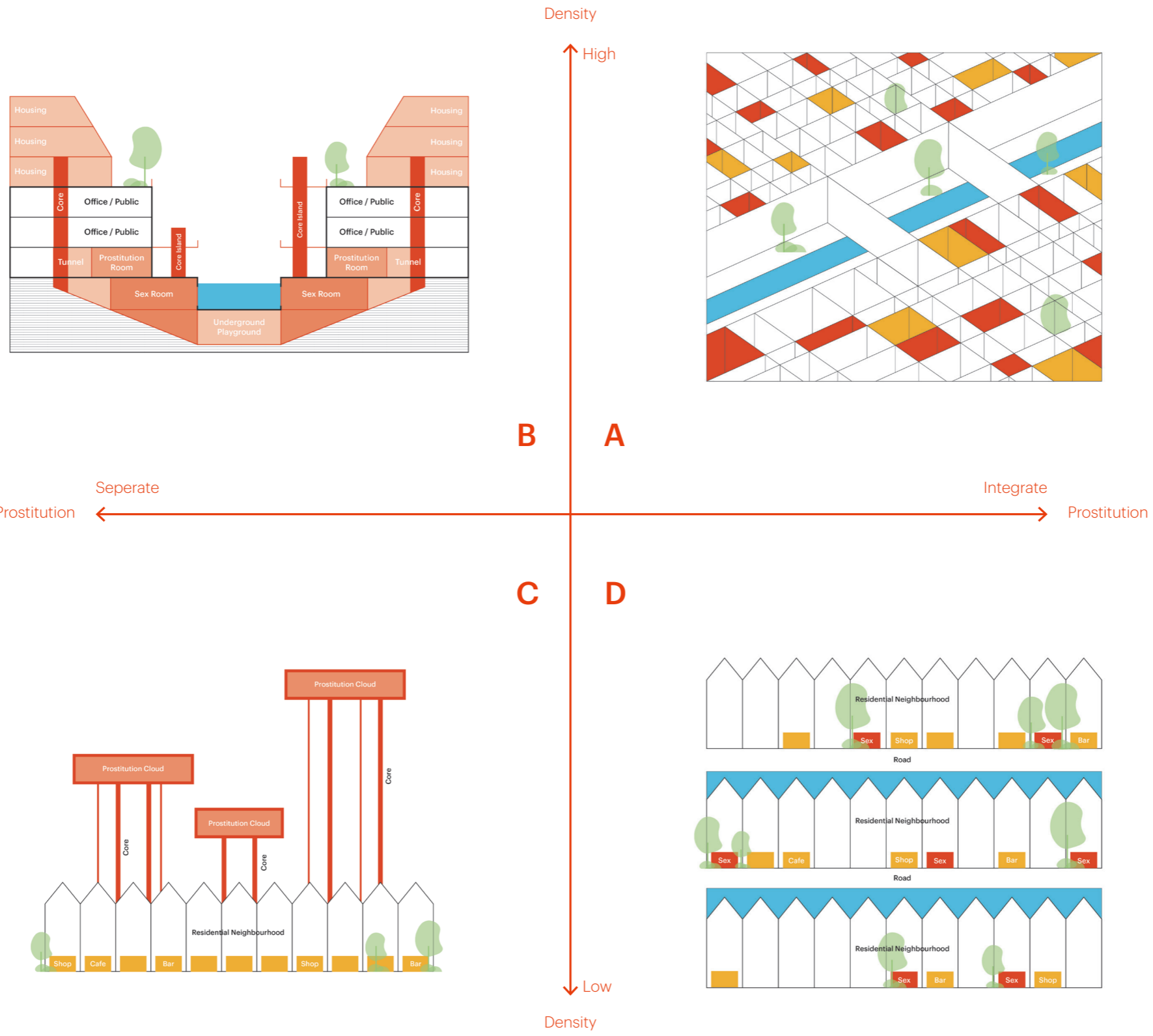
Conceptual Framework



Building Scenario

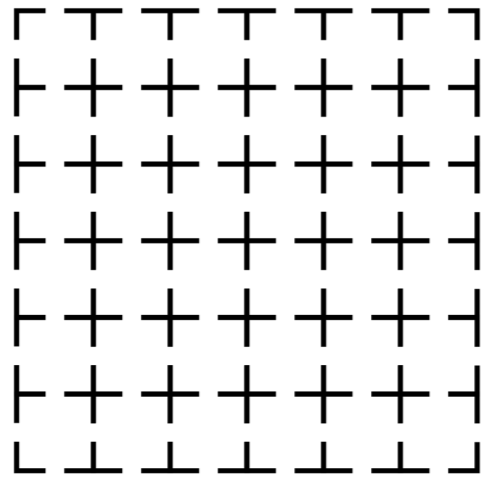


Building Scenario



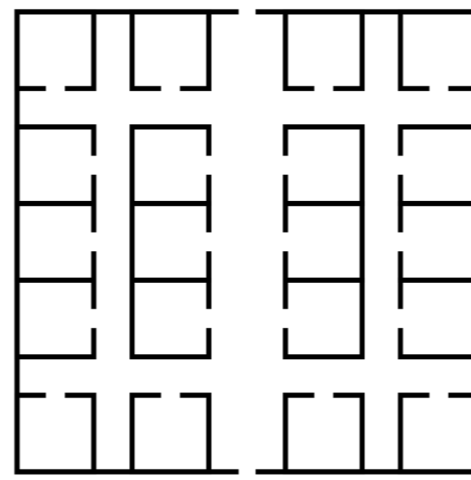
Scenarios





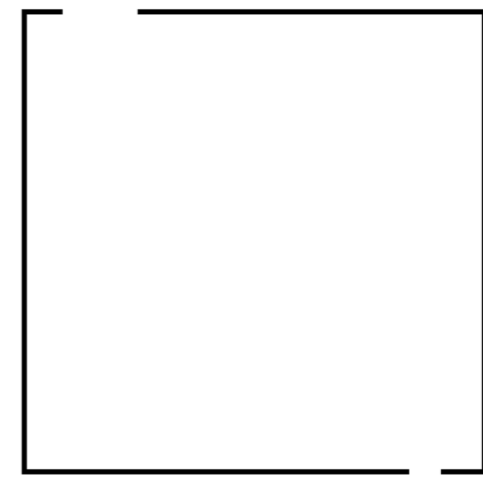
Room Matrix

Individual Contact



Passage System

Individual Privacy



Collective Facility

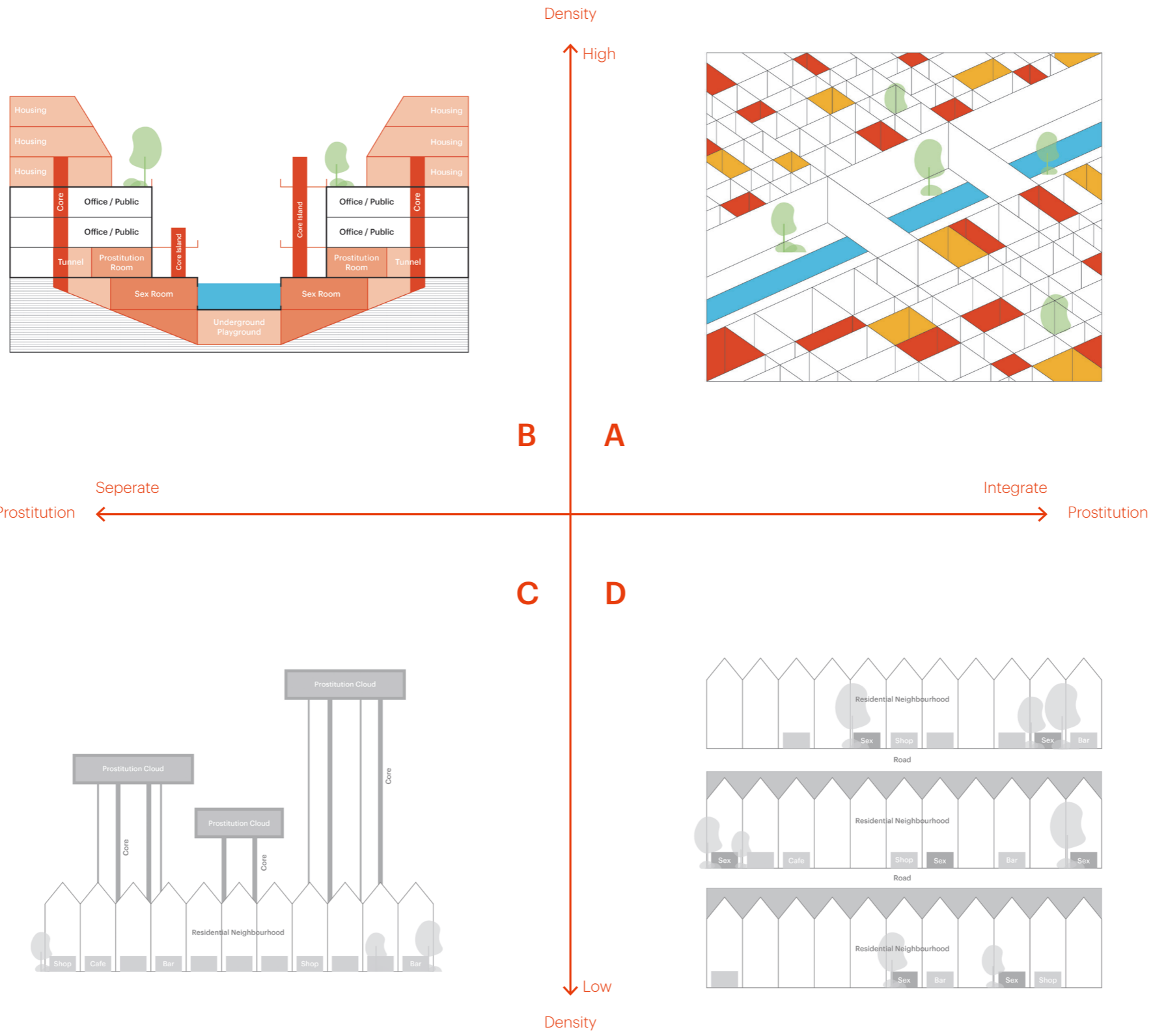
Group Activities

Carnal Desire

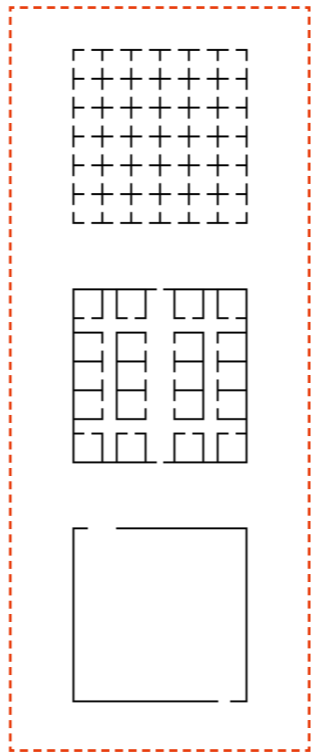


Socialized

Spatial Prototype



Scenarios



Enjoyable and Joyful



Free and Random



Sensual and Multifunctional



Open and Dynamic

- Jouissance Space
- Pleasure Space
- Leisure Space
- Abstract Space
- Everyday Space

Carrier



- Détournement
- Dérive
- Gaming Urbanism



Celebratory and Collective

Counter
 the Control of Spectacle

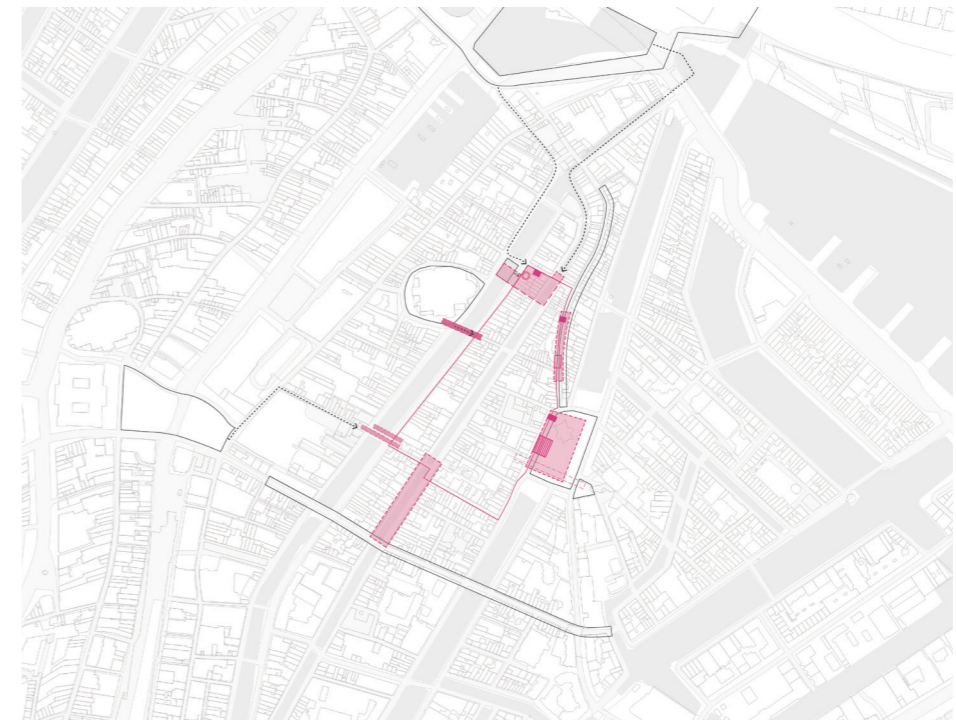
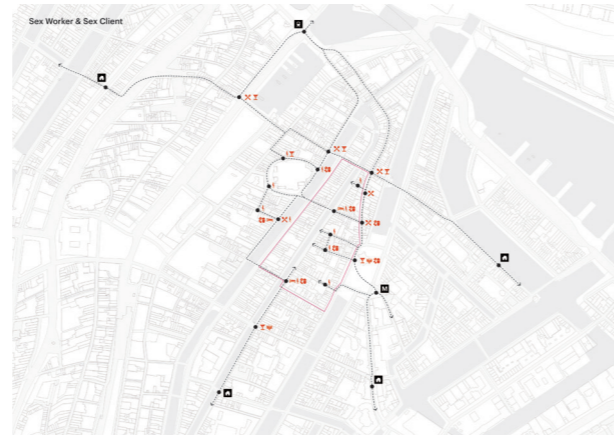
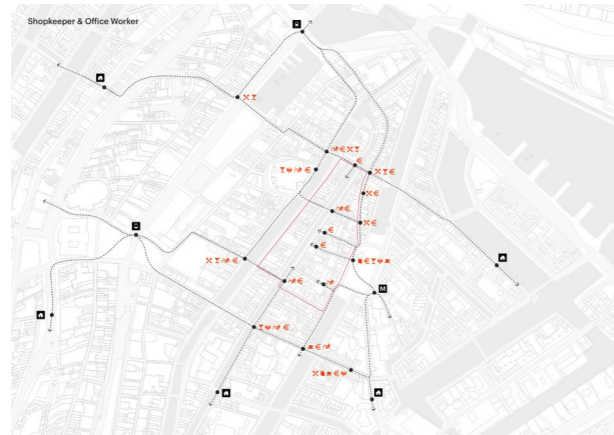
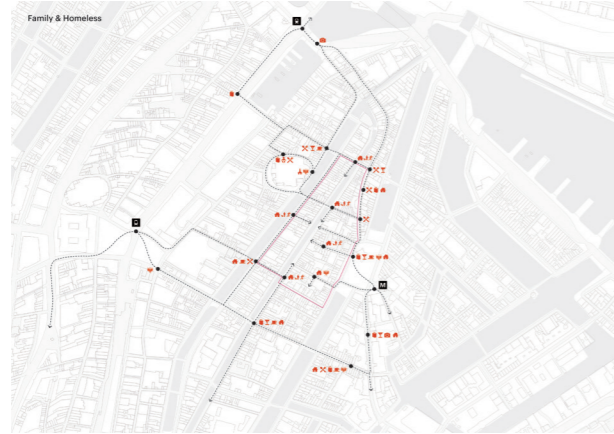
Play

Achieve
 City of Enjoyment





Groups in De Wallen



Connection to City



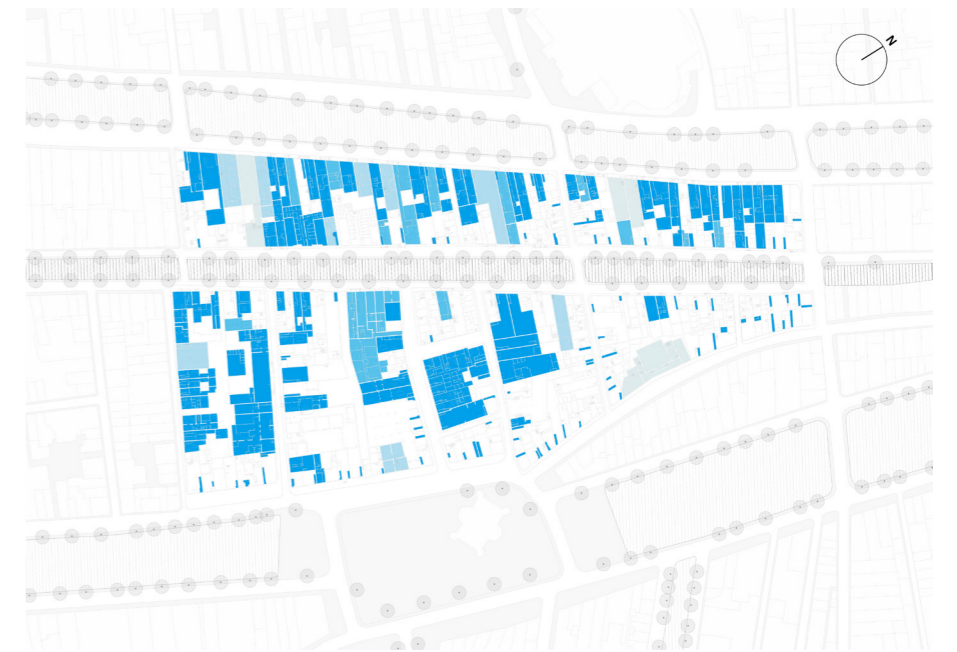
Program in De Wallen



Entertainment



Garden and Courtyard

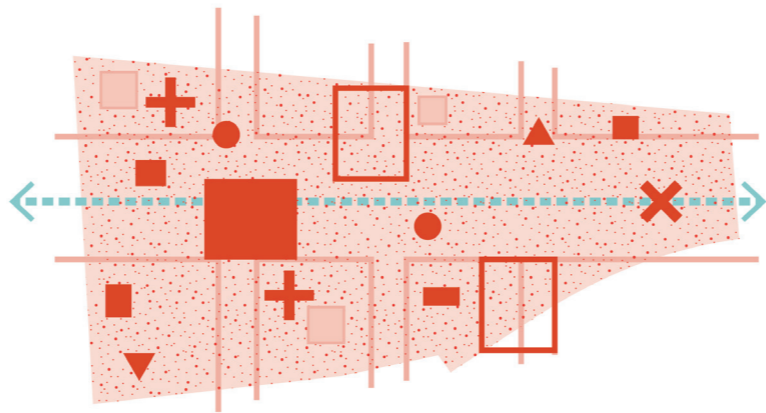
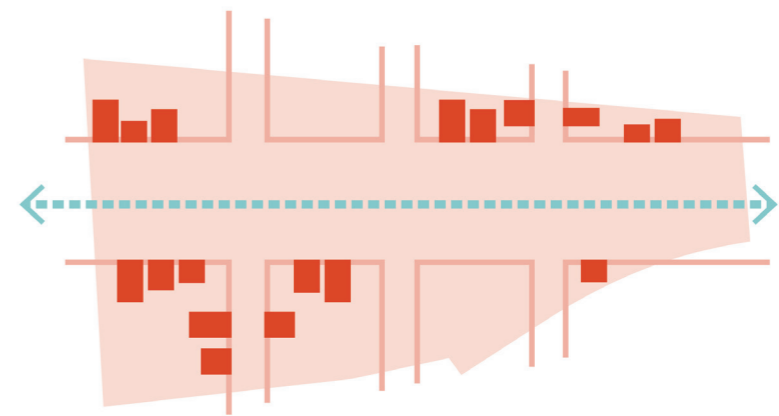
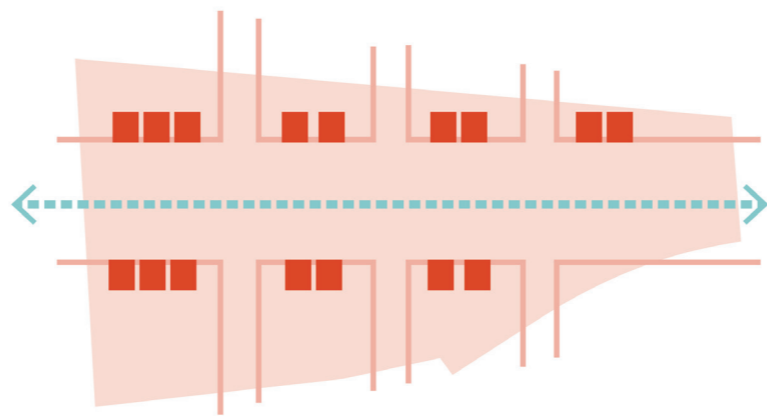
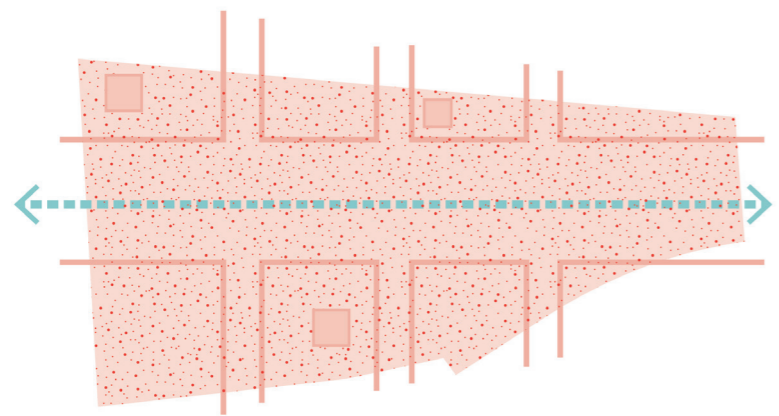


Residence and Storage

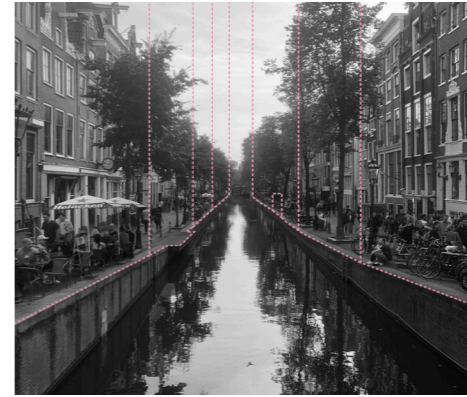
Programs in Contrast



Mixed Publicity and Privacy



Mixed Publicity and Privacy



1



2



3



4

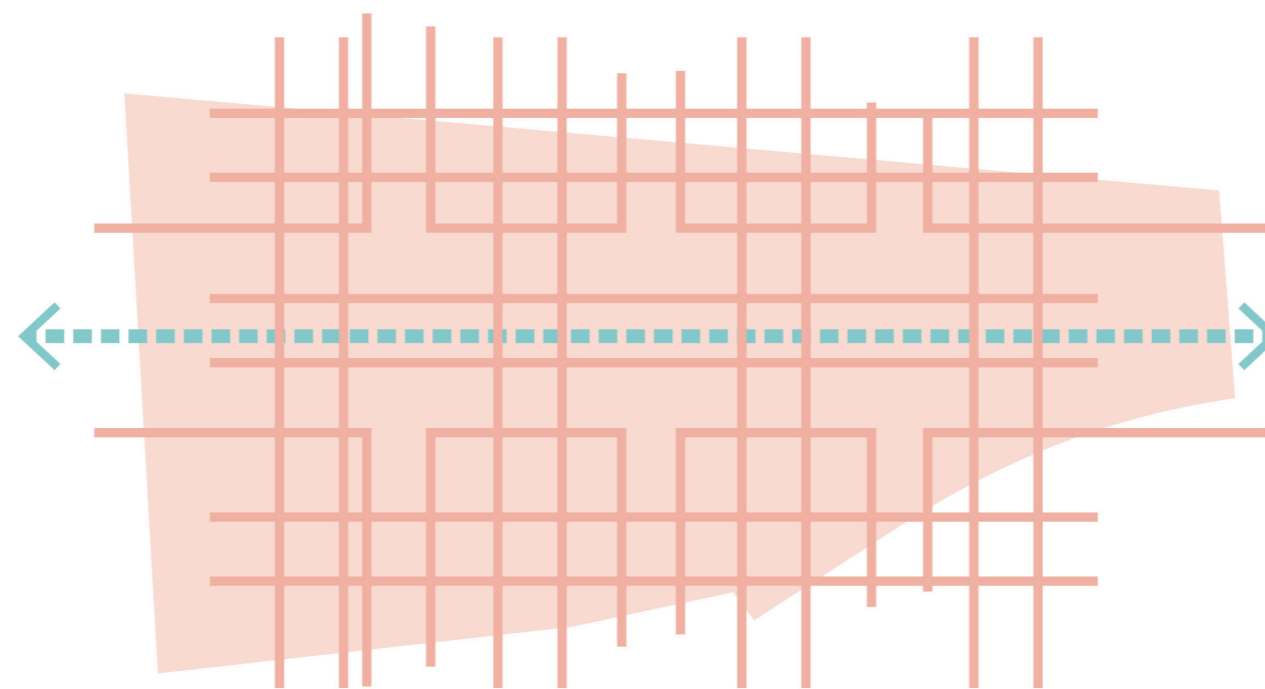


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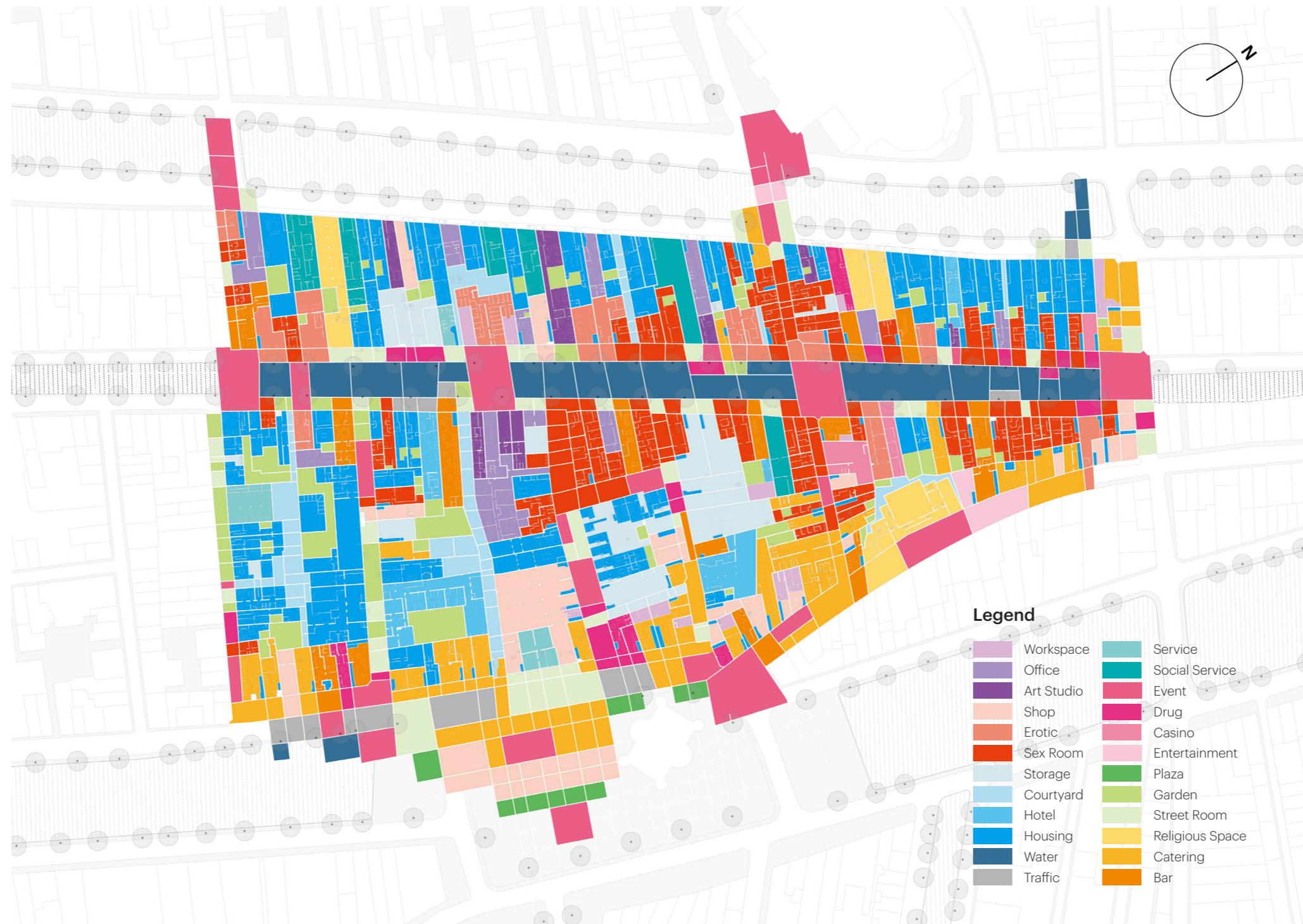


6

Field of Rooms



Field of Rooms



Program Matrix

Desire

Creation, Performance,
Freedom



Artist

Space

Studio, Canvas, Stage,
Bar, Brothel



Desire

Community, Pleasure,
Equality



Queer Group

Space

Bar, Erotic Shop, Hall

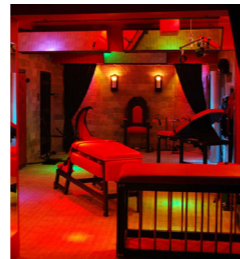


Pleasure, Wandering



Sex Client

Sex Room, Erotic Shop,
Erotic Theatre, Hotel

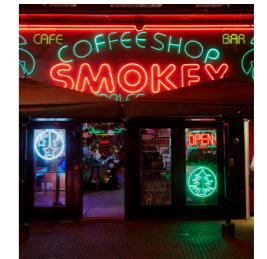


Drug, Wandering,
Shelter



Drug Addict

Coffee Shop, Meeting
Point, Shelter,
Healthcare

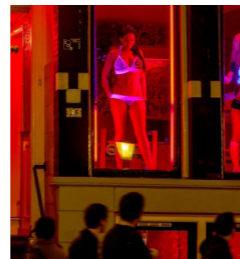


Curiosity, Scene,
Pleasure



Tourist

Sex Window, Erotic
Shop, Theatre, Museum,
Bar, Hotel, Casino

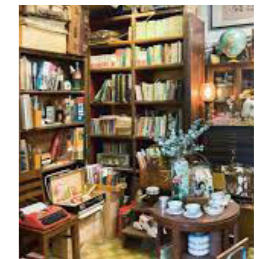


Vintage, Creation,
Exhibition



Fashion Group

Clothes Shop, Studio,
Gallery

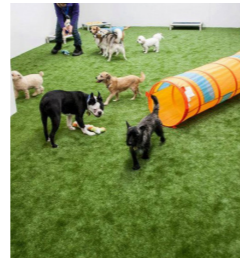


Residence, Pet-walking,
Sport



Couple

Housing, Sportfield, Pet
Ground, Market, Garden,
Terrace

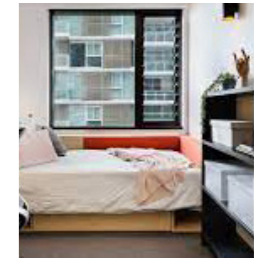


Residence, Amenity,
Sport



Single

Housing, Market,
Sportfield, Sex Room,
Bar



Desire

Religion, Shelter,
Community



Religious Group

Wandering, Deal,
Brotherhood



Gang

Residence, Amenity,
Leisure



Traditional Family

Money, Residence



Shopkeeper

Space

Church, Foundation,
Housing, Hall



Meeting Point,
Chamber, Fight Ring,
Casino



Housing, Market, Cafe,
Playground, Garden,
Plaza, Hall



Shop, Terrace, Housing,
Utility Room, Storage



Desire

Money, Performance,
Community



Sex Worker

Shelter, Food, Help



Homeless

Residence, Community,
Pleasure



Student

Working, Leisure



Office Worker

Space

Brothel, Sex Room,
Erotic Shop, Hall



Foundation, Shelter,
Restaurant

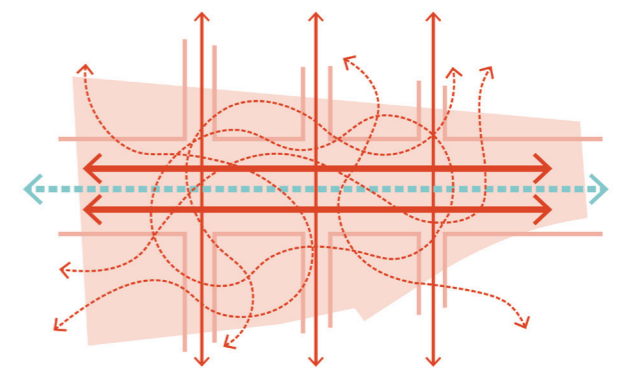
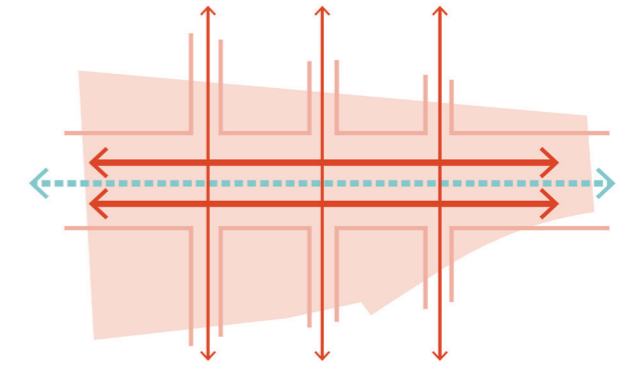
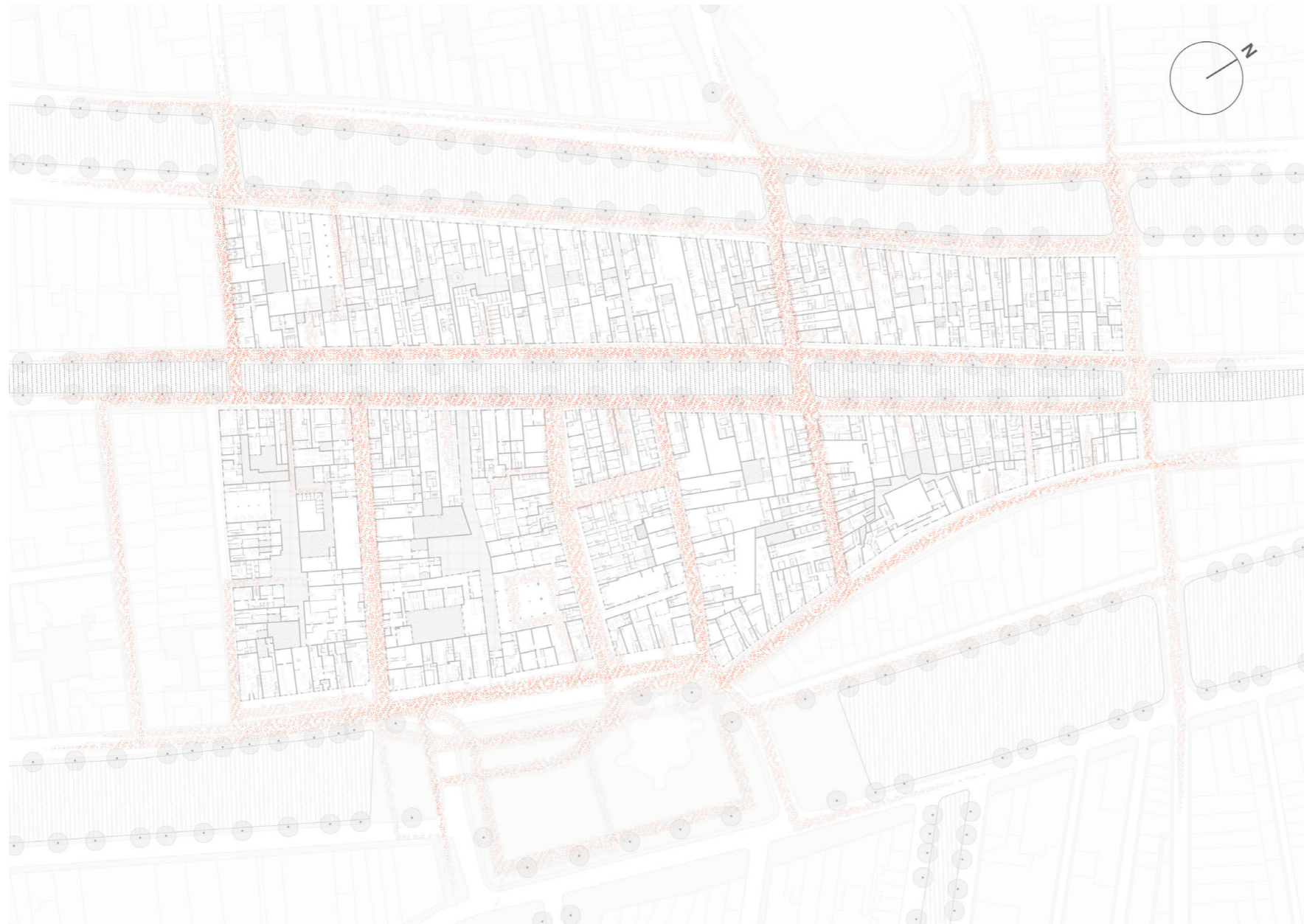


Housing, Bar,
Sportsfield,
Coffeshoop, Venue



Office, Co-working,
Meeting Room,
Restaurant, Bar

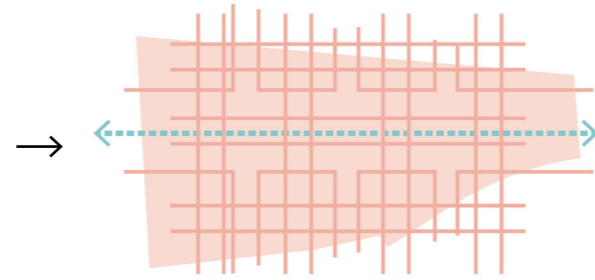




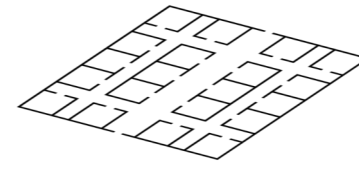
Detour in De Wallen



Carnal Desire



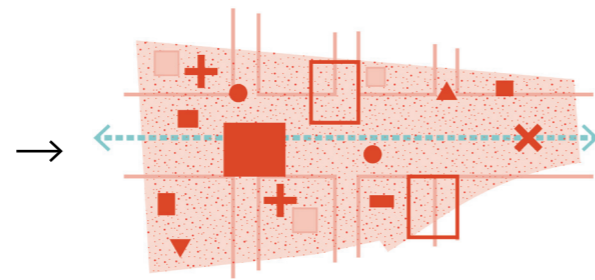
Field of Rooms



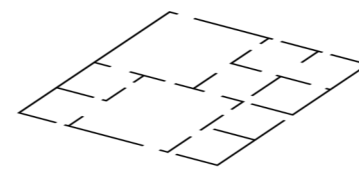
Passage System (Original Residence)



Mixed Sphere



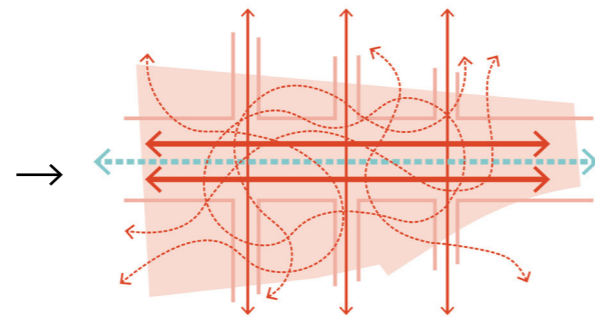
Diversify Connector



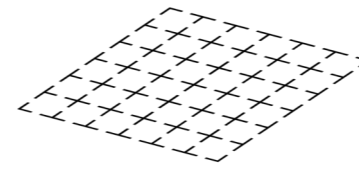
Socialized Facility (Medium Connector)



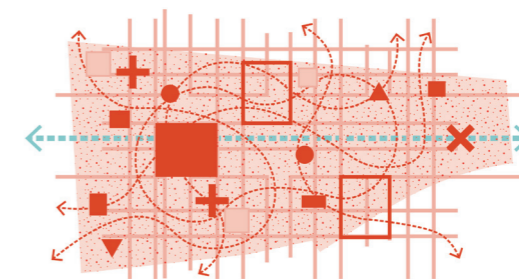
Play Enjoyment



Detour Paths



Room Matrix (Design Focus)



City of Enjoyment

De Wereld and De Wallen

De Wallen Property

Spatial Carrier

Final Concept


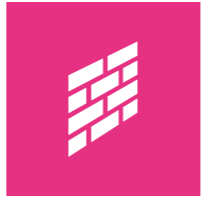















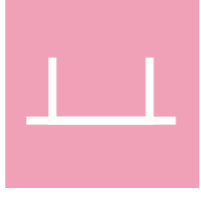
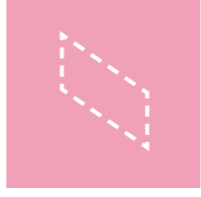

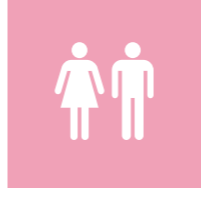

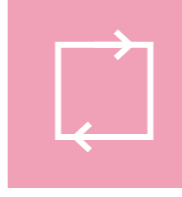
Concept Diagram

Space of Enjoyment

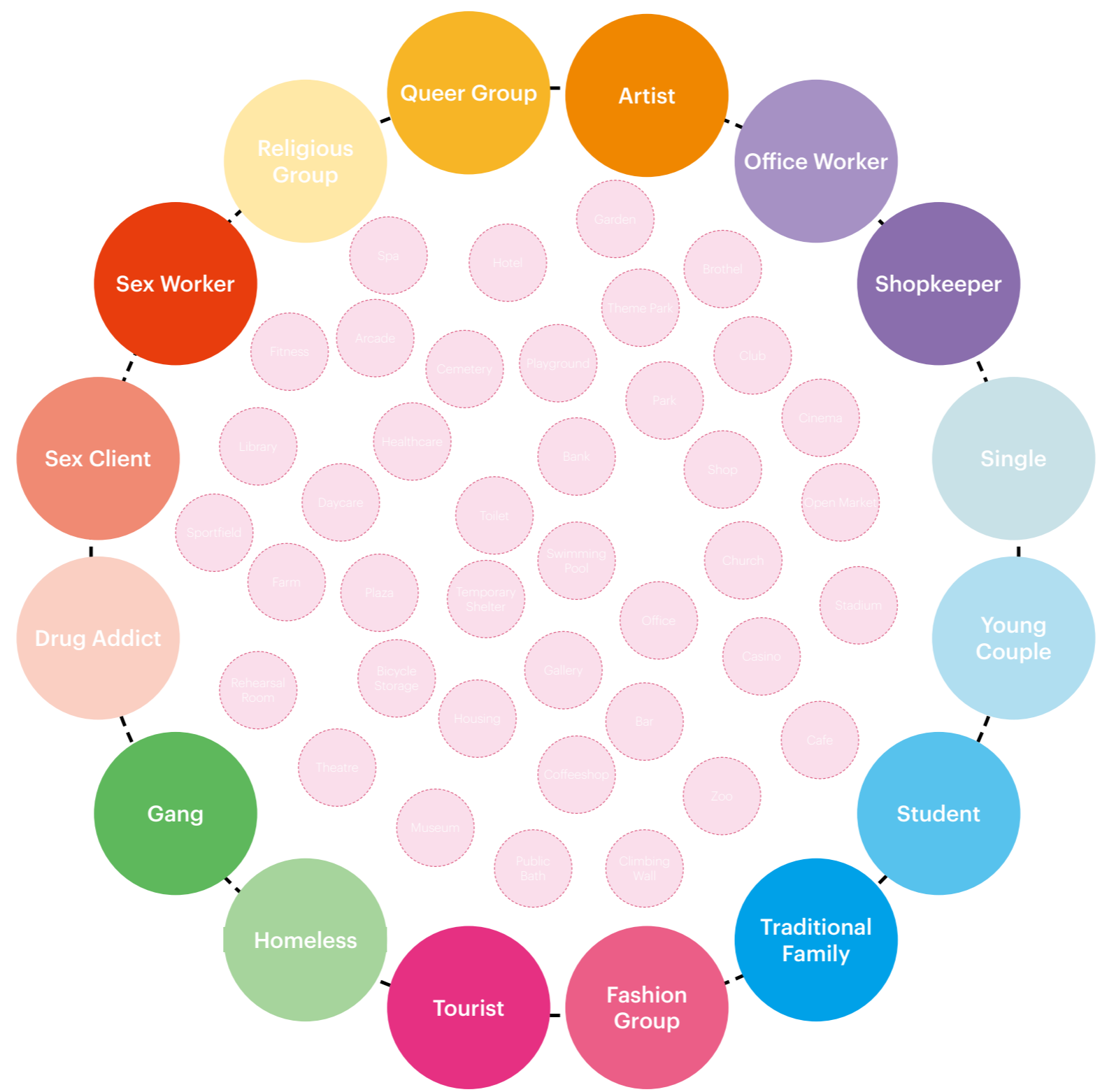
Building Element Catalogue

City Scale

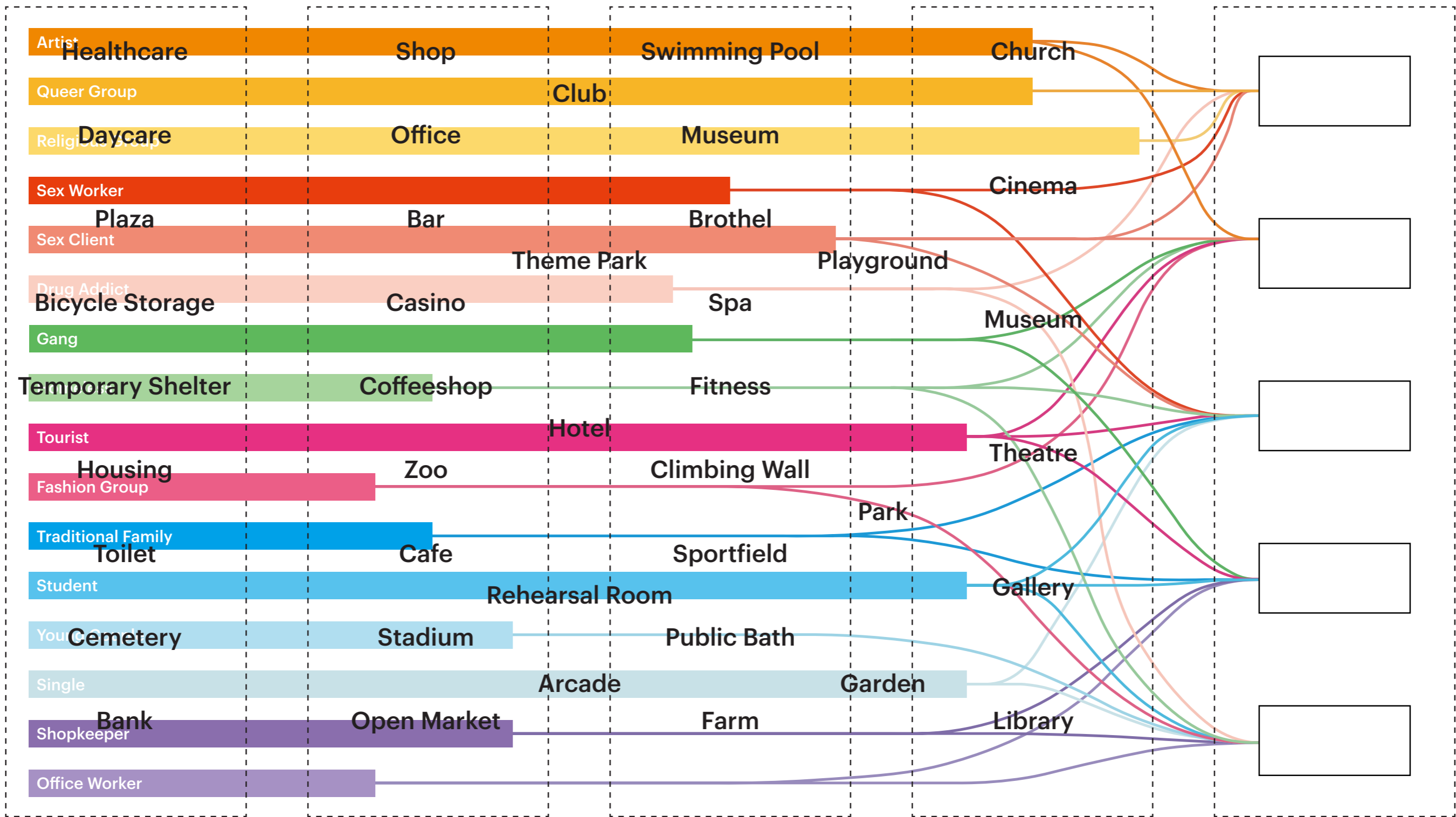
Category / Connection

					
Room	Wall	Terrain	Node	Program	Path
					
Interior	Solid	Flat	Socialized	Public	Direct
					
Transitional	Semi-solid	Wavy	Gathered	Semi-Public	Twisted
					
Exterior	Bare	Empty	Carnalized	Quasi-Private	Closed

Toolbox

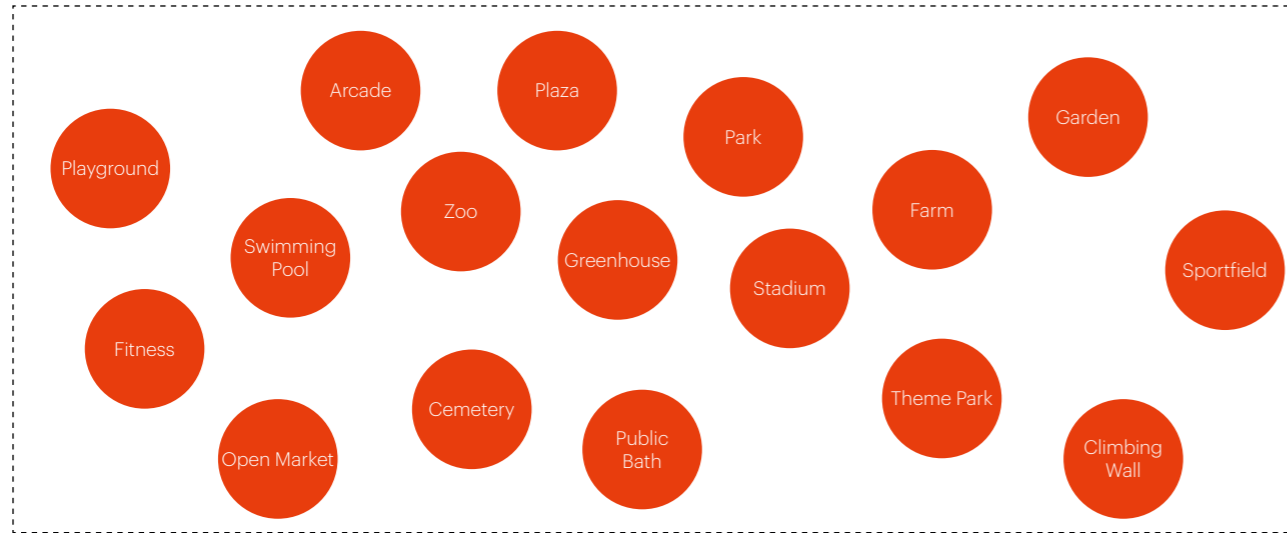


Program Collection

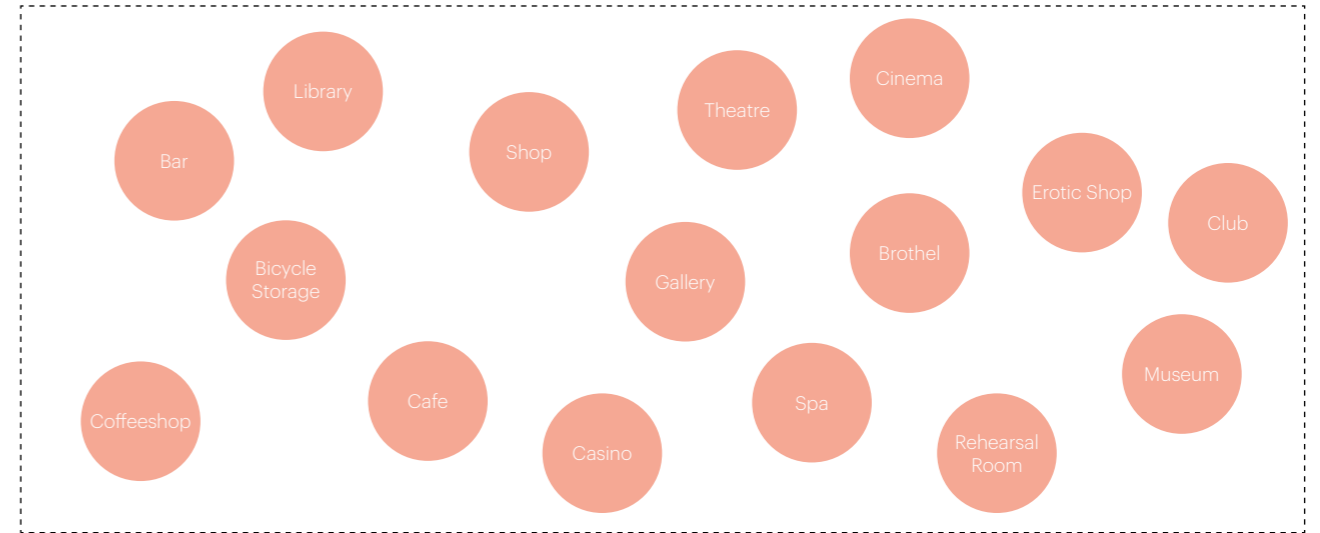


Program with Groups

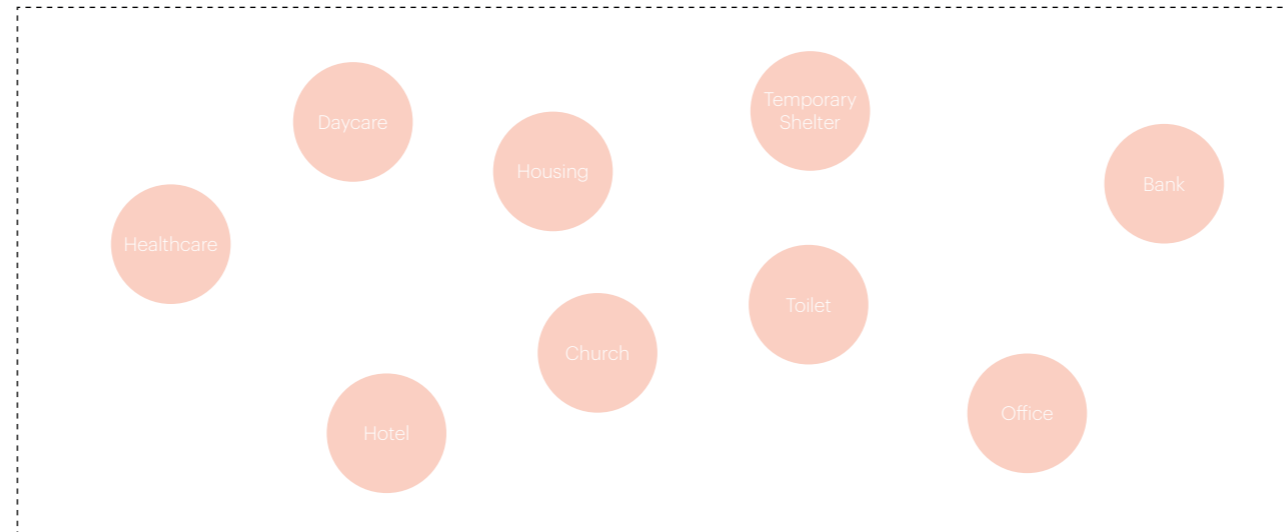
Public Program



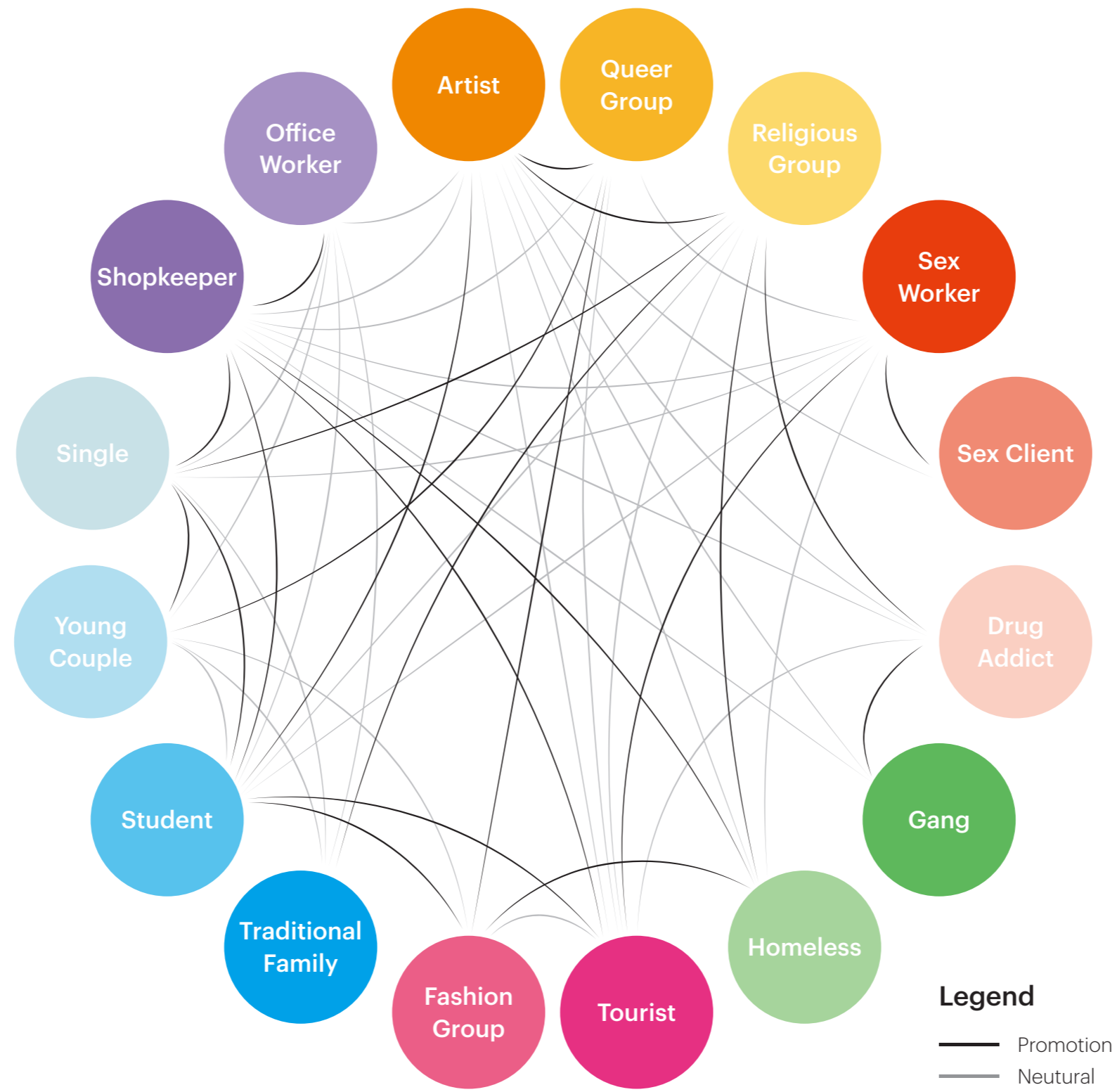
Semi-public Program



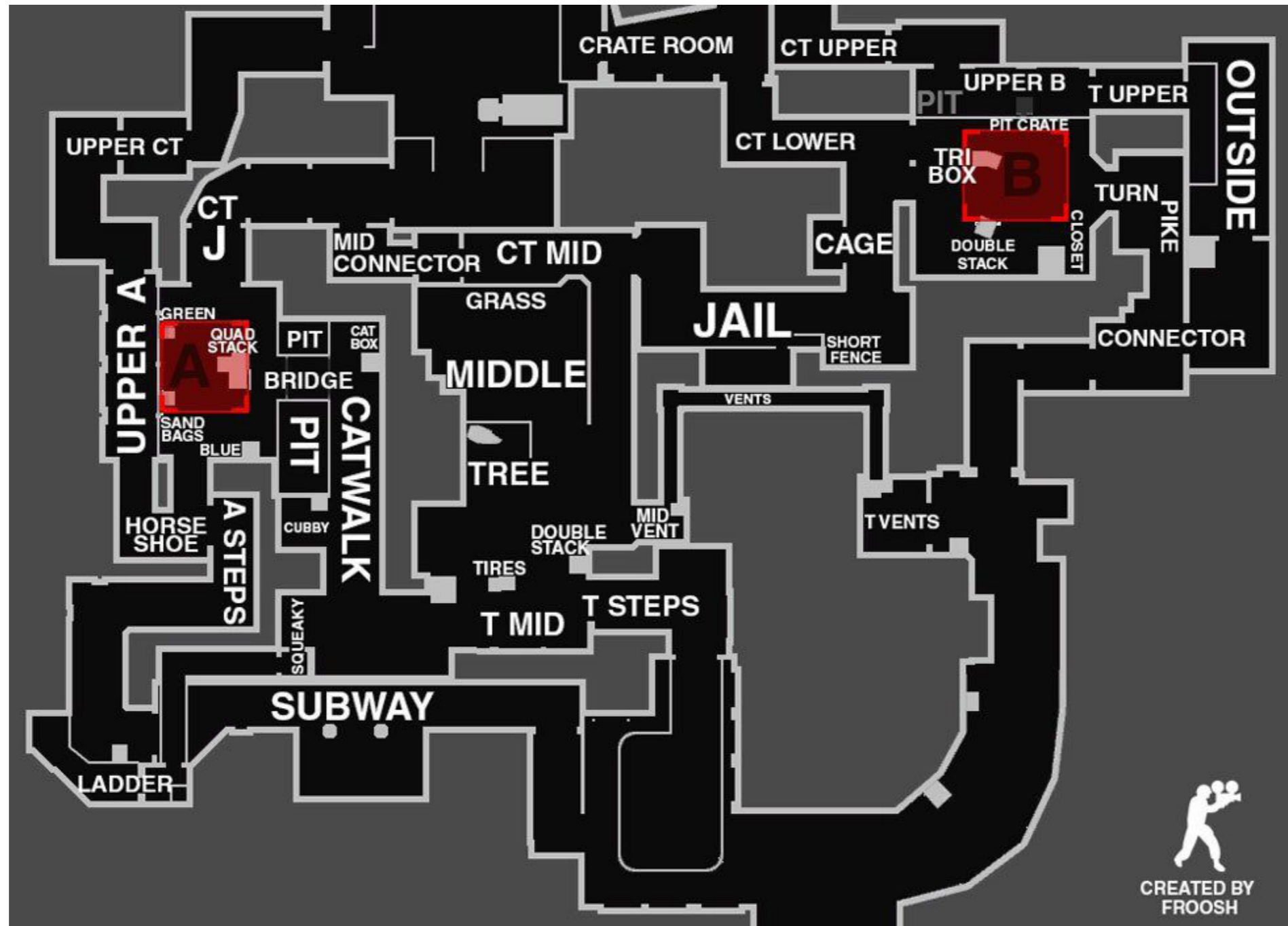
Quasi-private Program



Program Catalogue



Interactions between Groups



Game, Path and Guiding



Objects as Guiding Elements

Architecture Scale

Interaction / Event



Stairs



Elevator



Ladder



Ramp



Furniture



Slide



Canopy



Door



Window



Screen



Signage



Railing



Pillar



Bridge

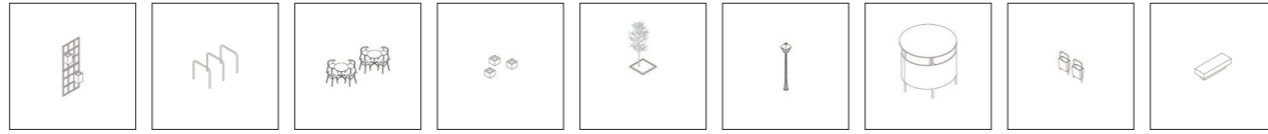
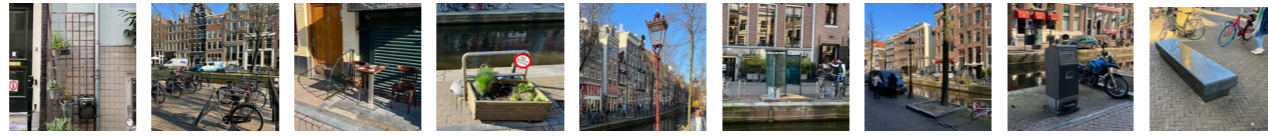
Toolbox



Documentation



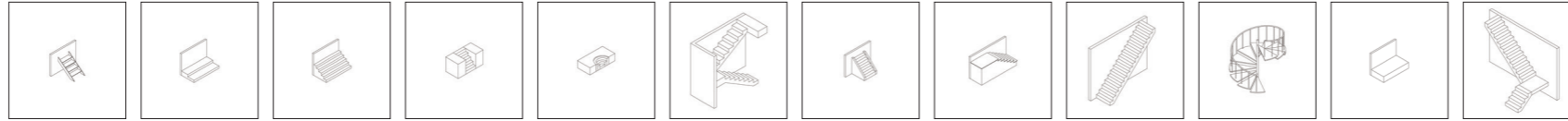
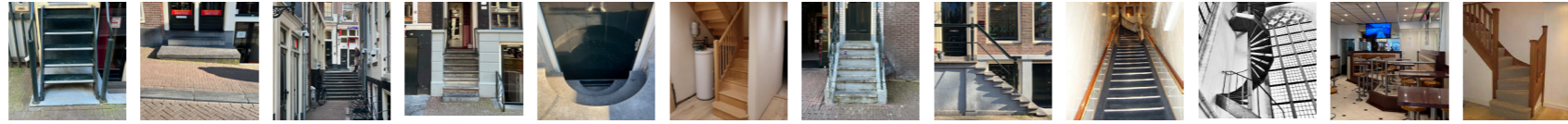
Furniture



Flower Stand Bicycle Stand Chair and Table Garden Spot Tree Spot Street Lamp Pee Curl Rubbish Bin Bench



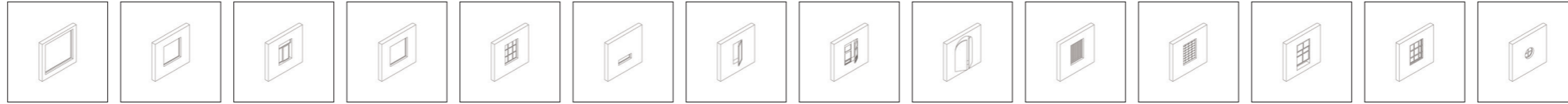
Stairs



Steel Stairs Entrance Steps Street Stairs Embedded Stairs Sunken Stairs U-shaped Stairs Vertical Extension Parallel Extension Canal House Stairs Spiral Stairs Big Step L-shape Stairs



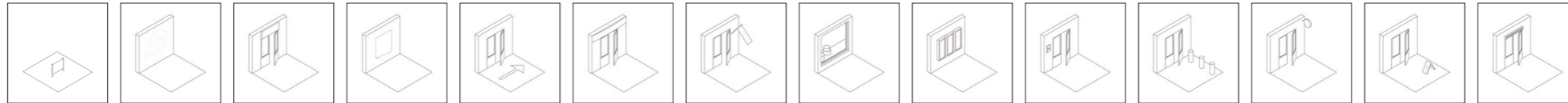
Window



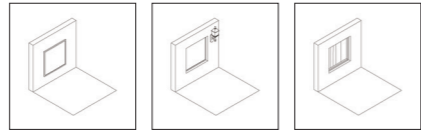
Shopping Glass Covered Window Sliding Window Prostitution Window Grid Window Strip Window Casement Window Double Window Amsterdam Window Perforated Window Glass Brick Frosted Window Lifted-sliding Window Round Window



Signage



Placard Graffiti Wall Sign Poster Ground Sign Banner Flag Shop Window Neon Sign Tablet Road Stake Projecting Sign Panel Sign Light Tube



Digital Screen Lantern Curtain

Object Catalogue



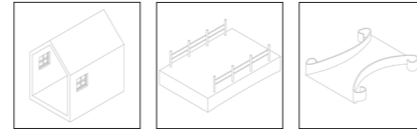
Ladder



Stone Ladder Steel Ladder Wooden Ladder



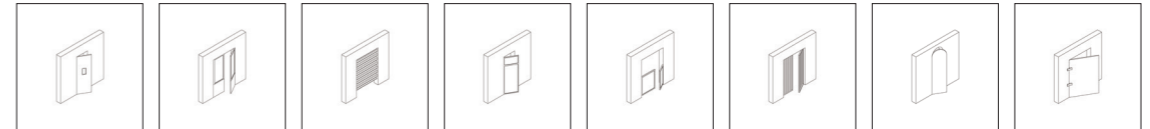
Bridge



House Bridge Flat Bridge 3D Printed Bridge



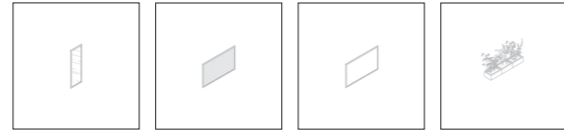
Doors



One-way Solid Door Double Door Shutter Door One-way Glass Dor Fence Gate Perforated Door Arch Steel Door



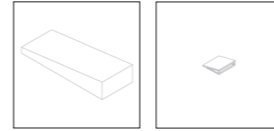
Screen



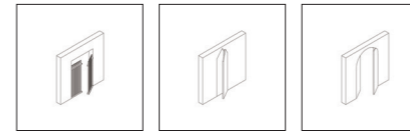
Mirror Screen Solid Screen Glass Screen Green Screen



Ramp



Stone Ramp Steel Ramp



Railing Gate Special-shaped Door Two-way Door



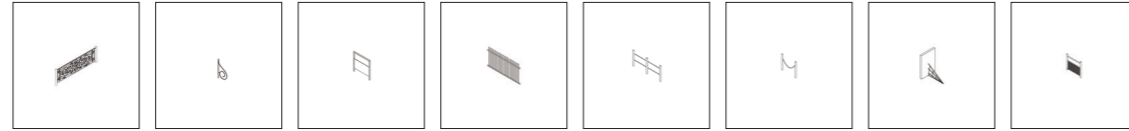
Canopy



Umbrella Triangle Canopy



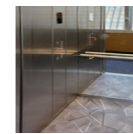
Railing



Classical Railing Curved Railing Glass Railing Vertical Railing Horizontal Railing Soft Railing Ground Railing Perforated Railing



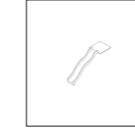
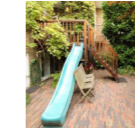
Elevator



Small Lift



Slide



Children Slide

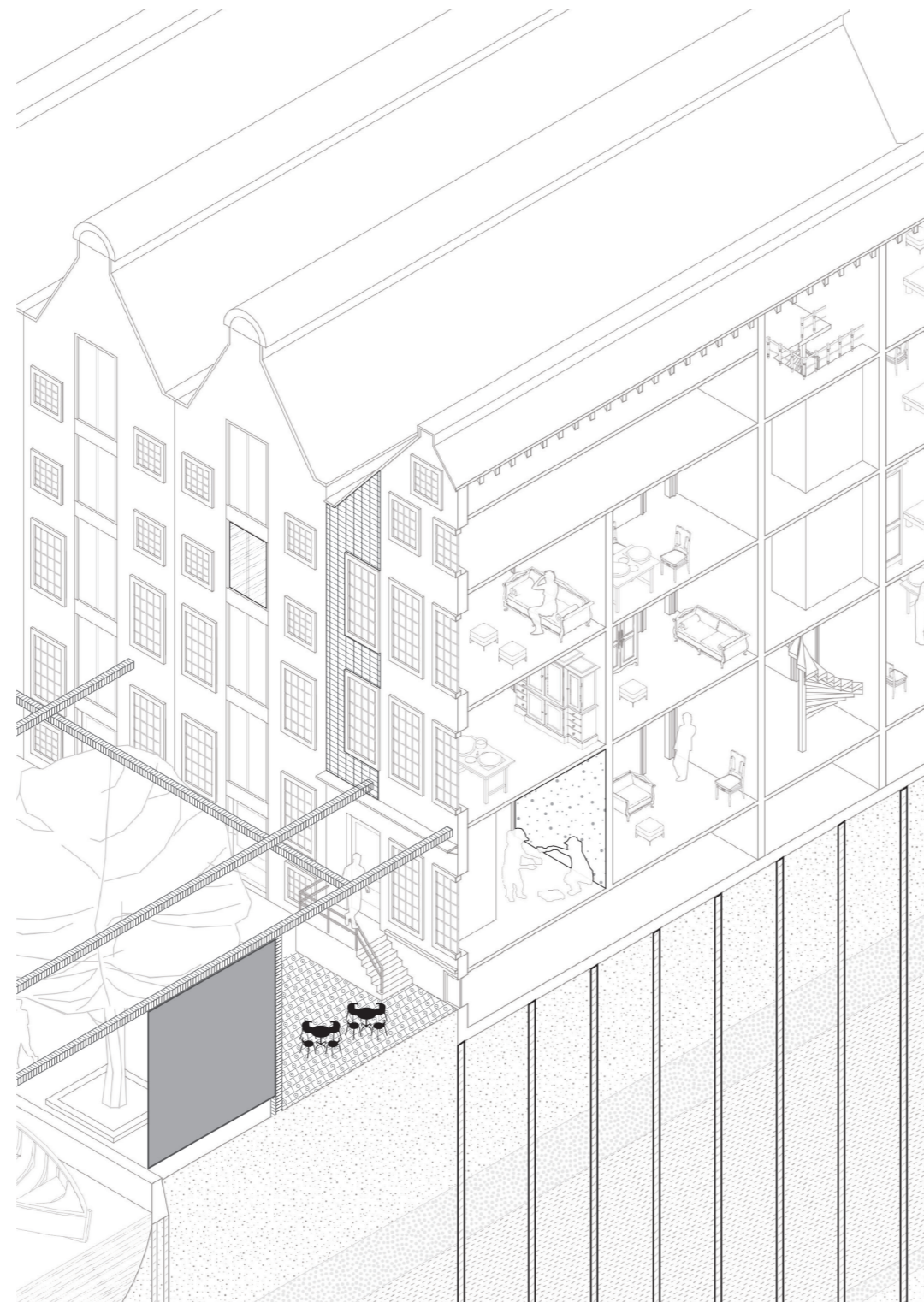


Pillar



Strip Column

Object Catalogue



Sustainable



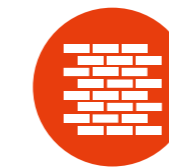
Lightweight



Wood



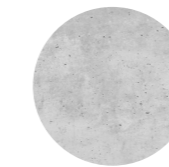
Aluminum Panel



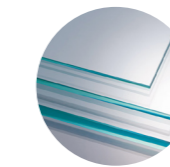
Vernacular



Glass



Concrete



Glass



Brick

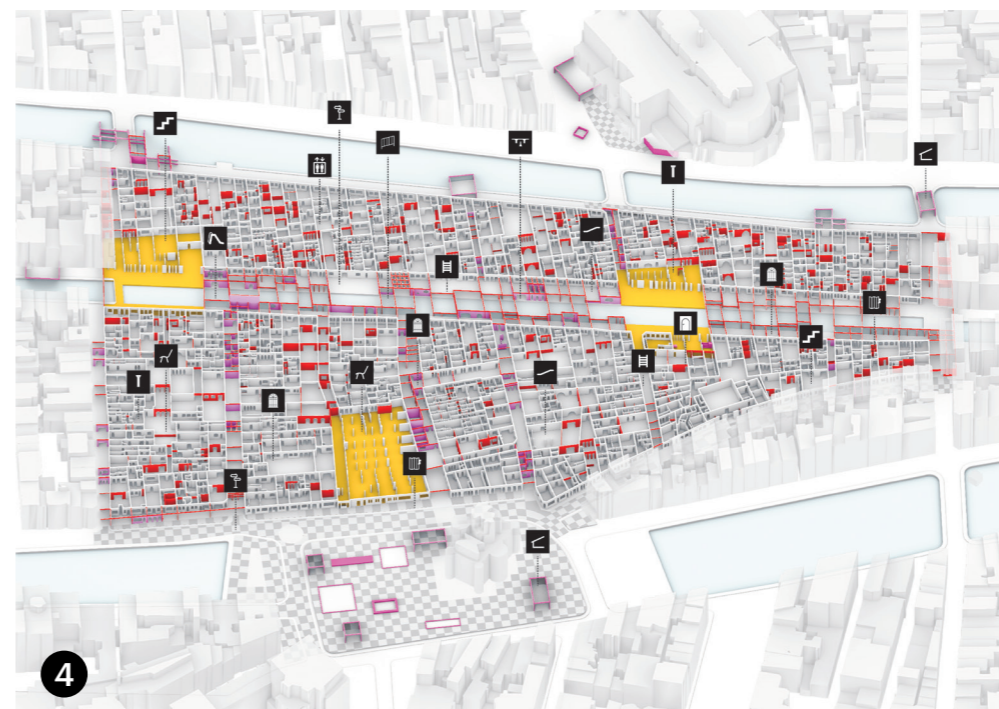
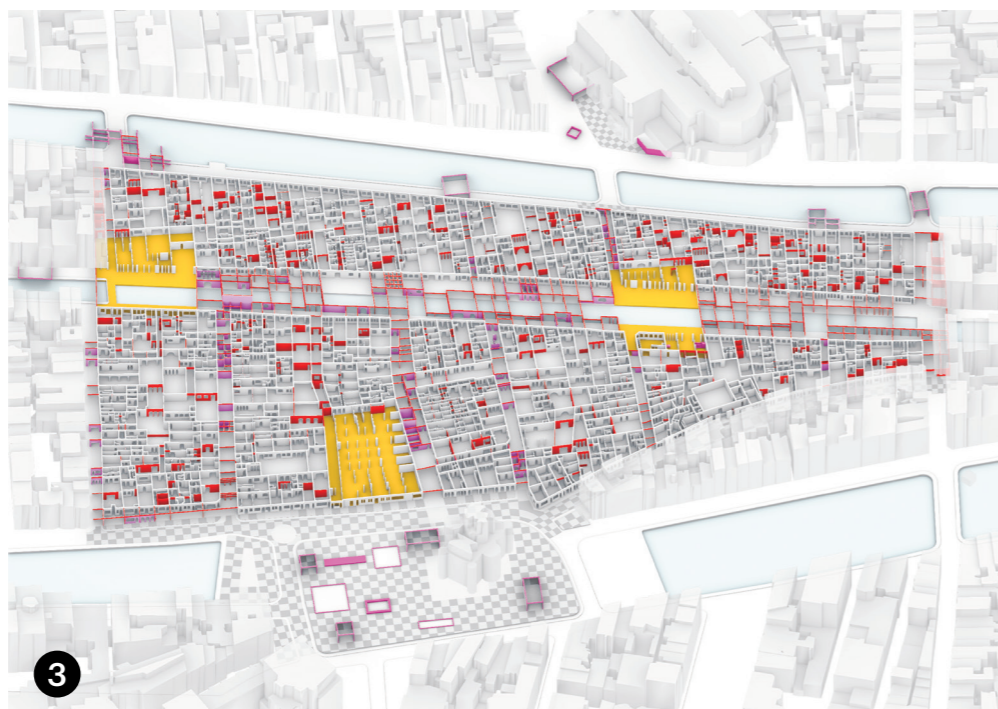
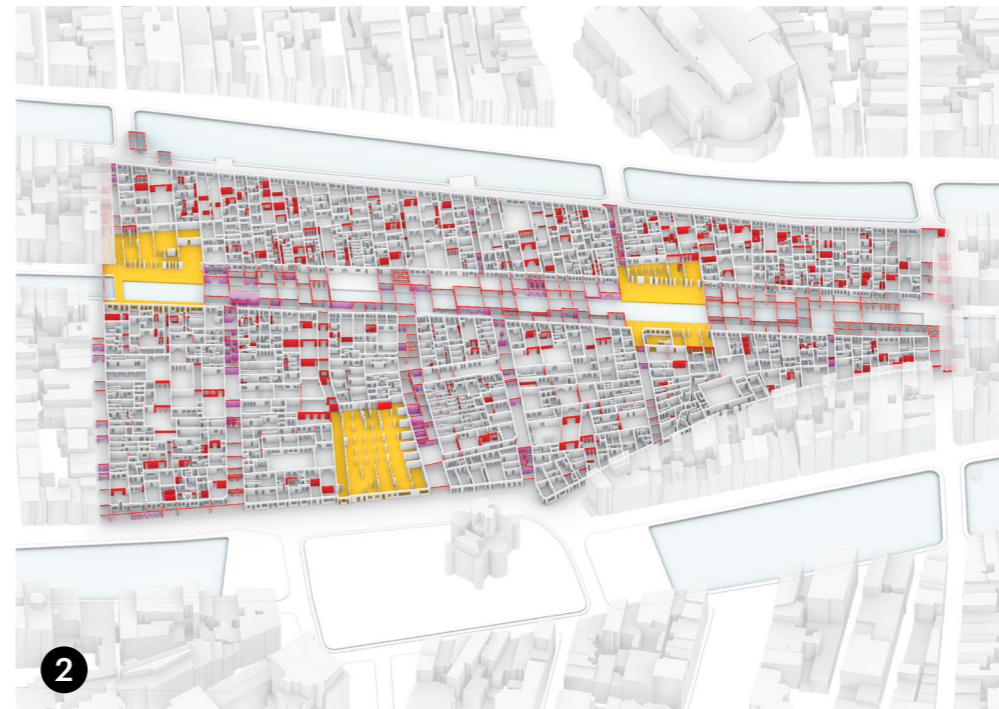
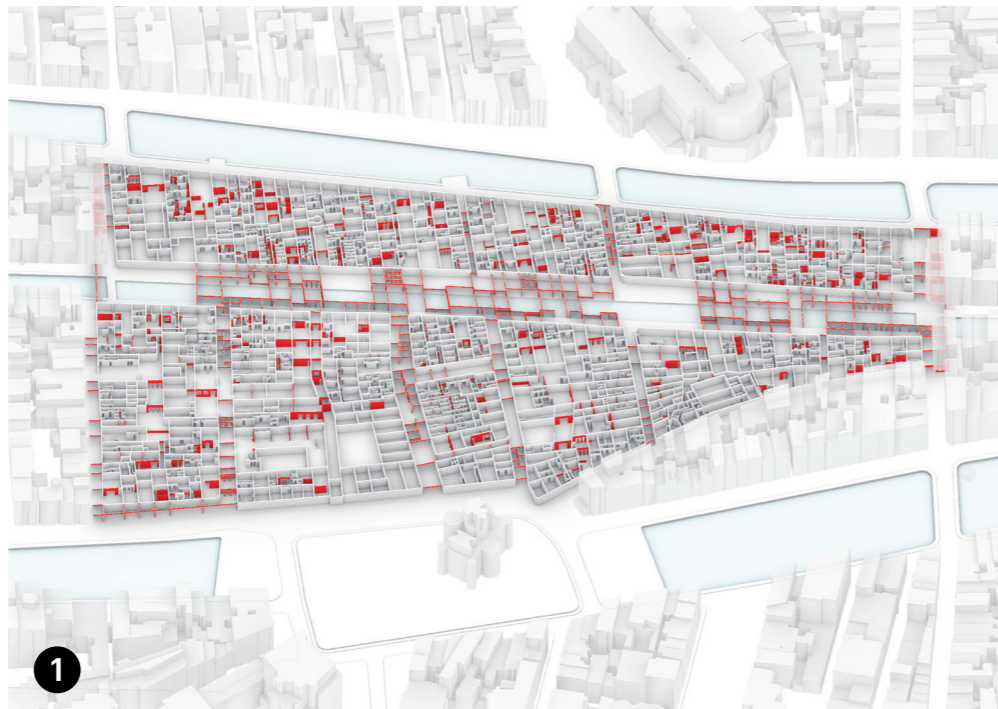


Steel

Form and Materials

Toward City of Enjoyment

Design



Design Steps



Masterplan



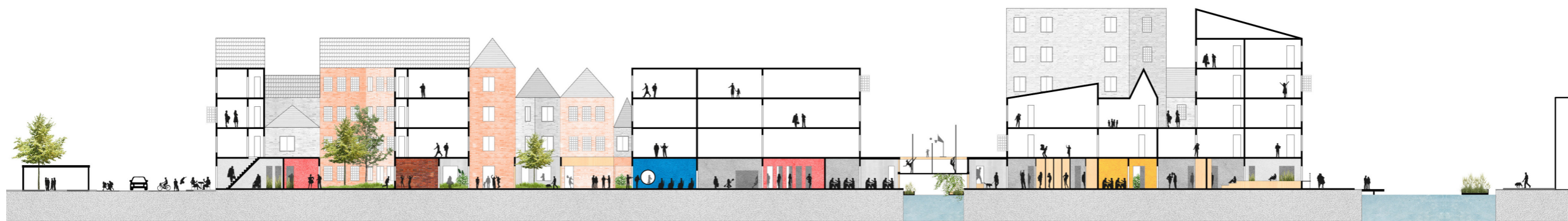
Birdview



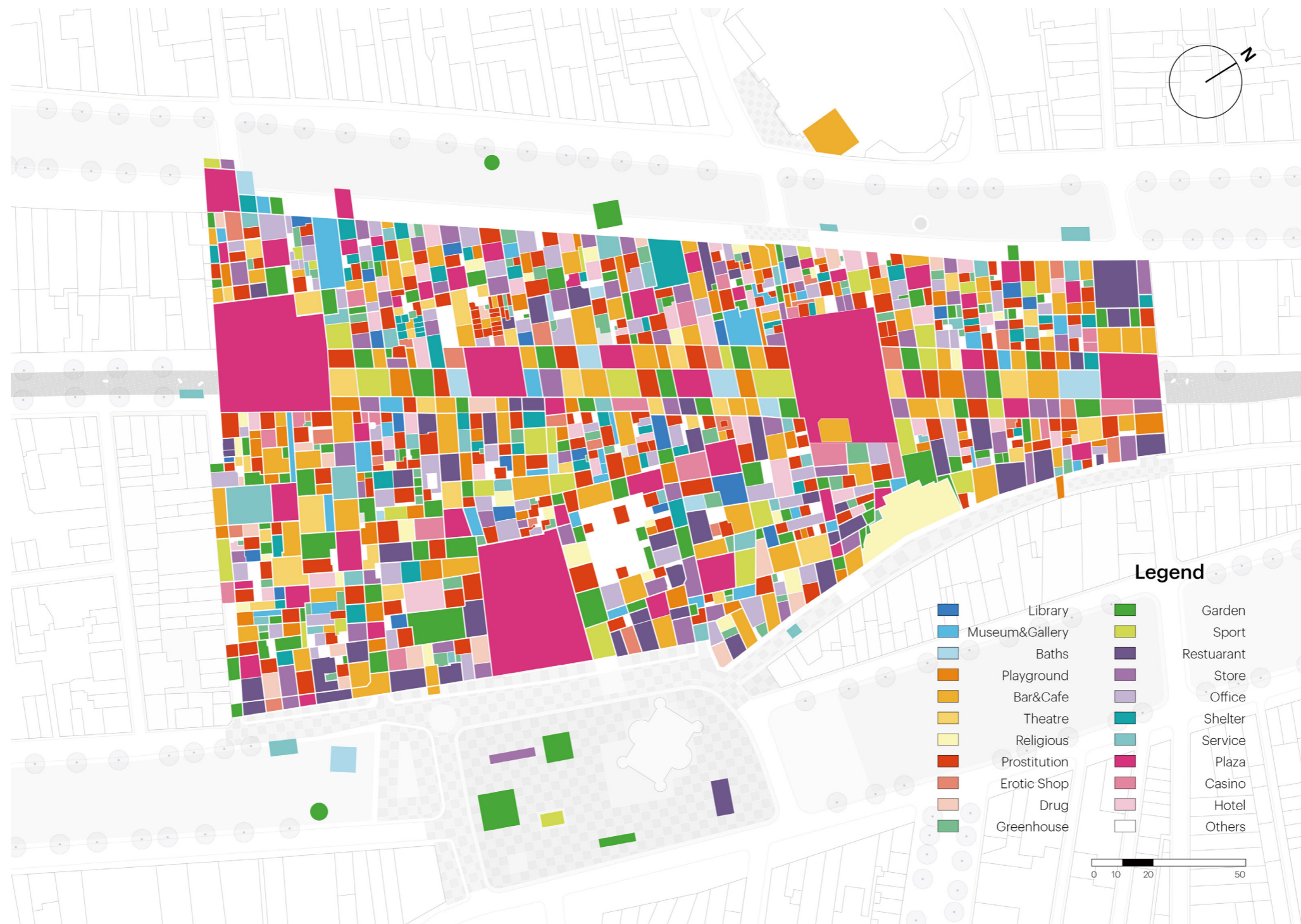
Ground Floor Plan



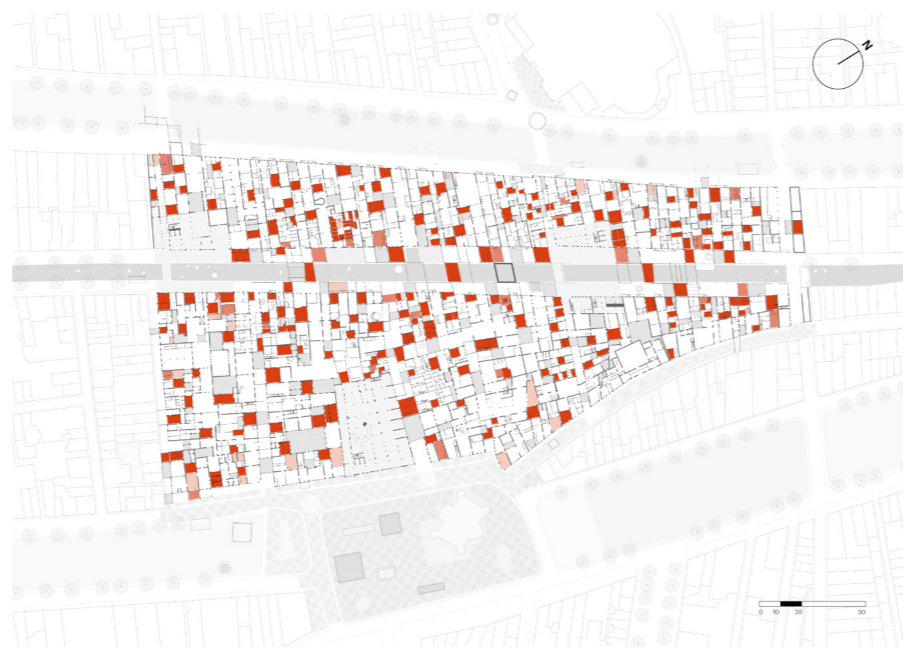
Ground Floor Birdview



Sections



Programs



Prostitution



Public



Semi-public



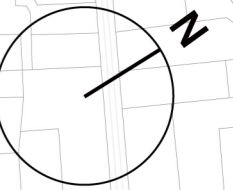
Quasi-private

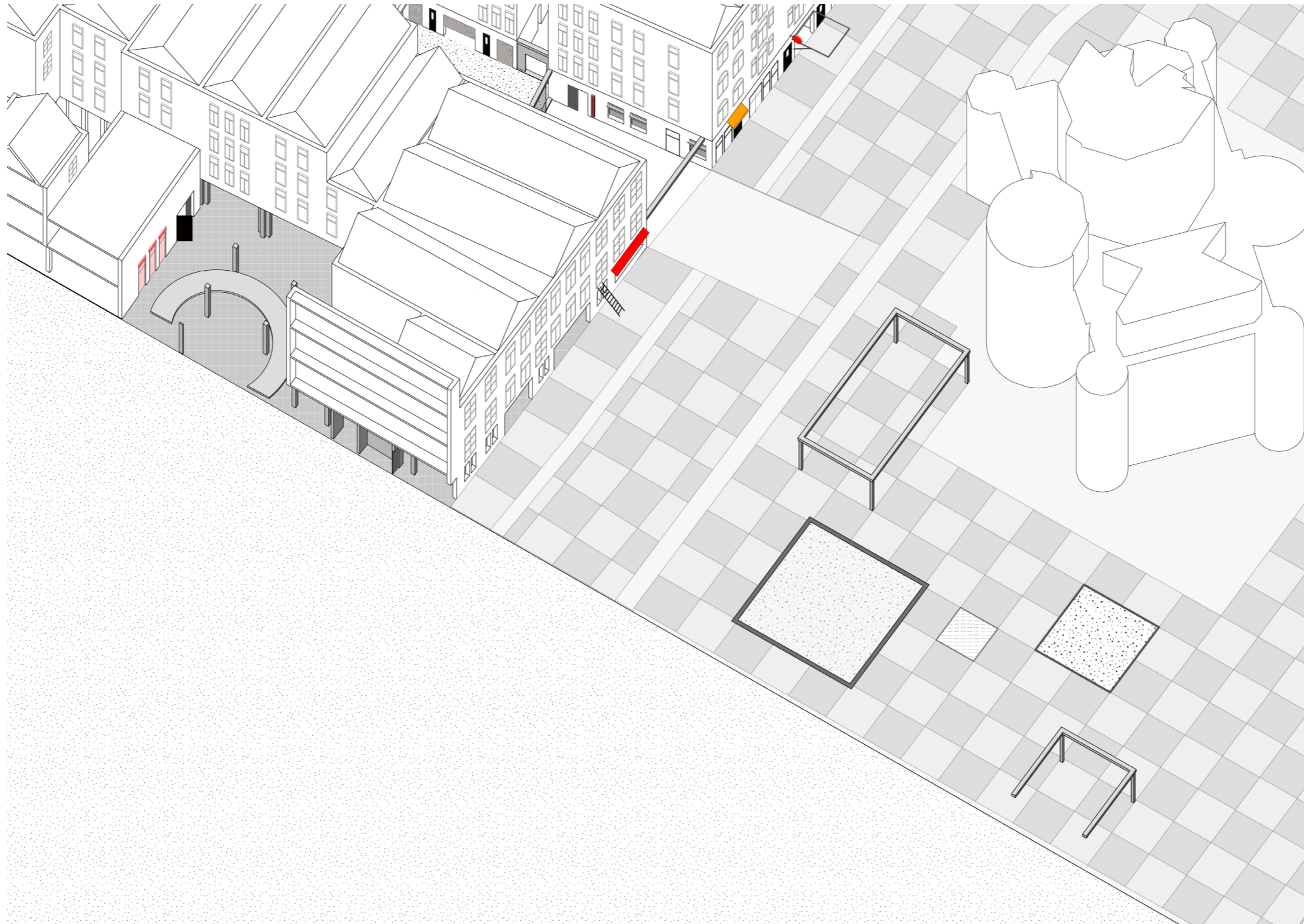
Program Systems



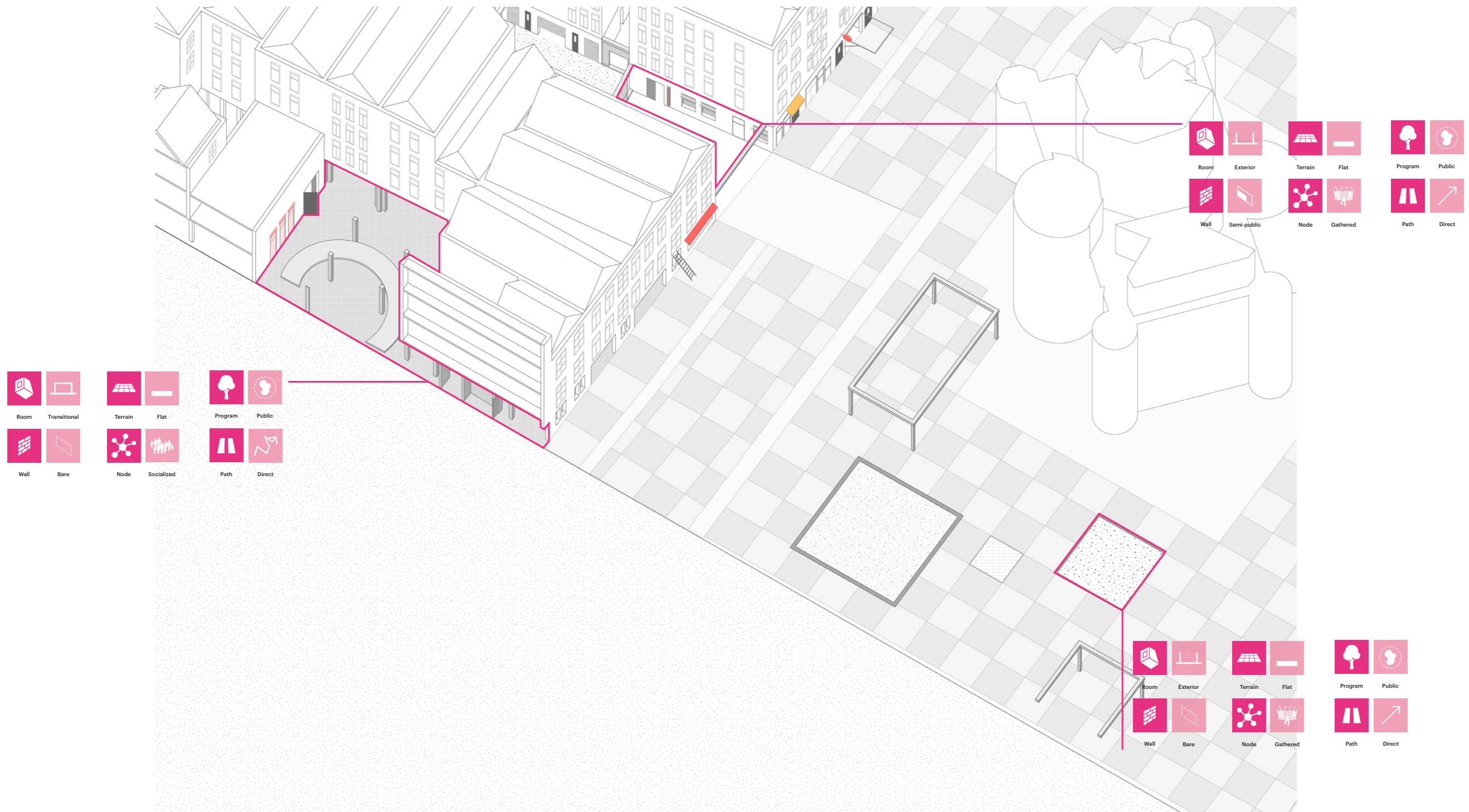
Path Patterns



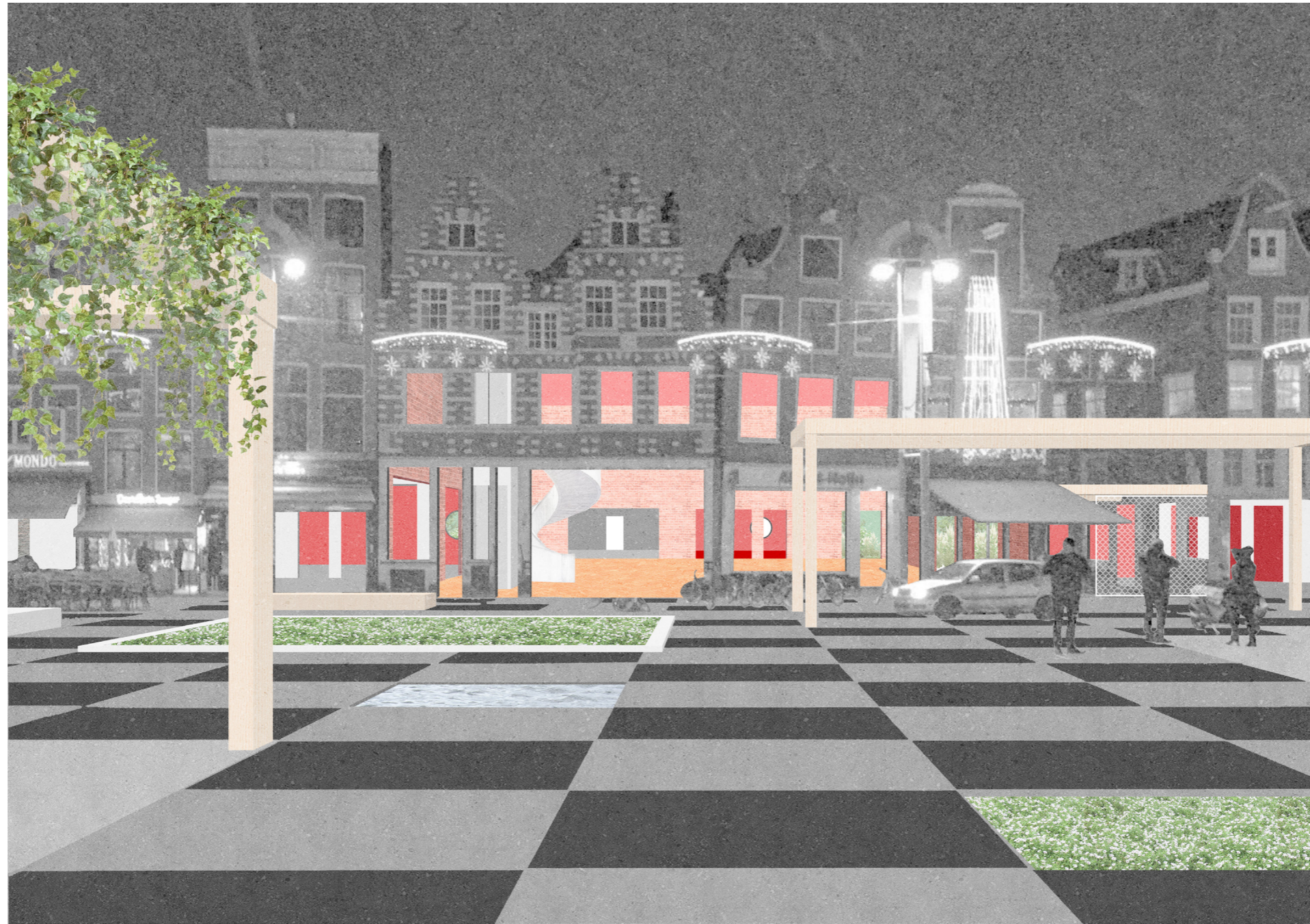




Intervention



Build Field of Rooms

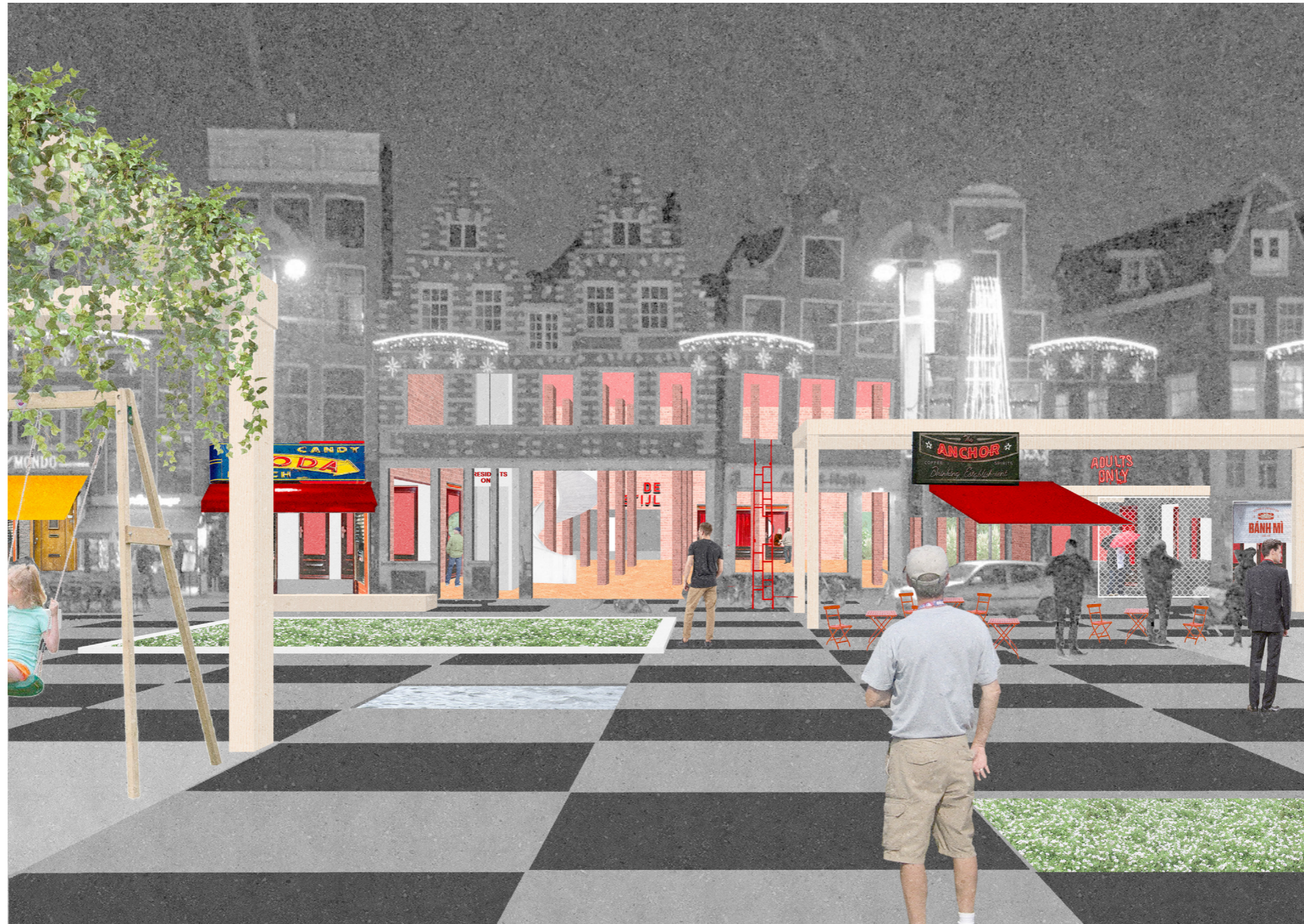




Apply Object Catalogue



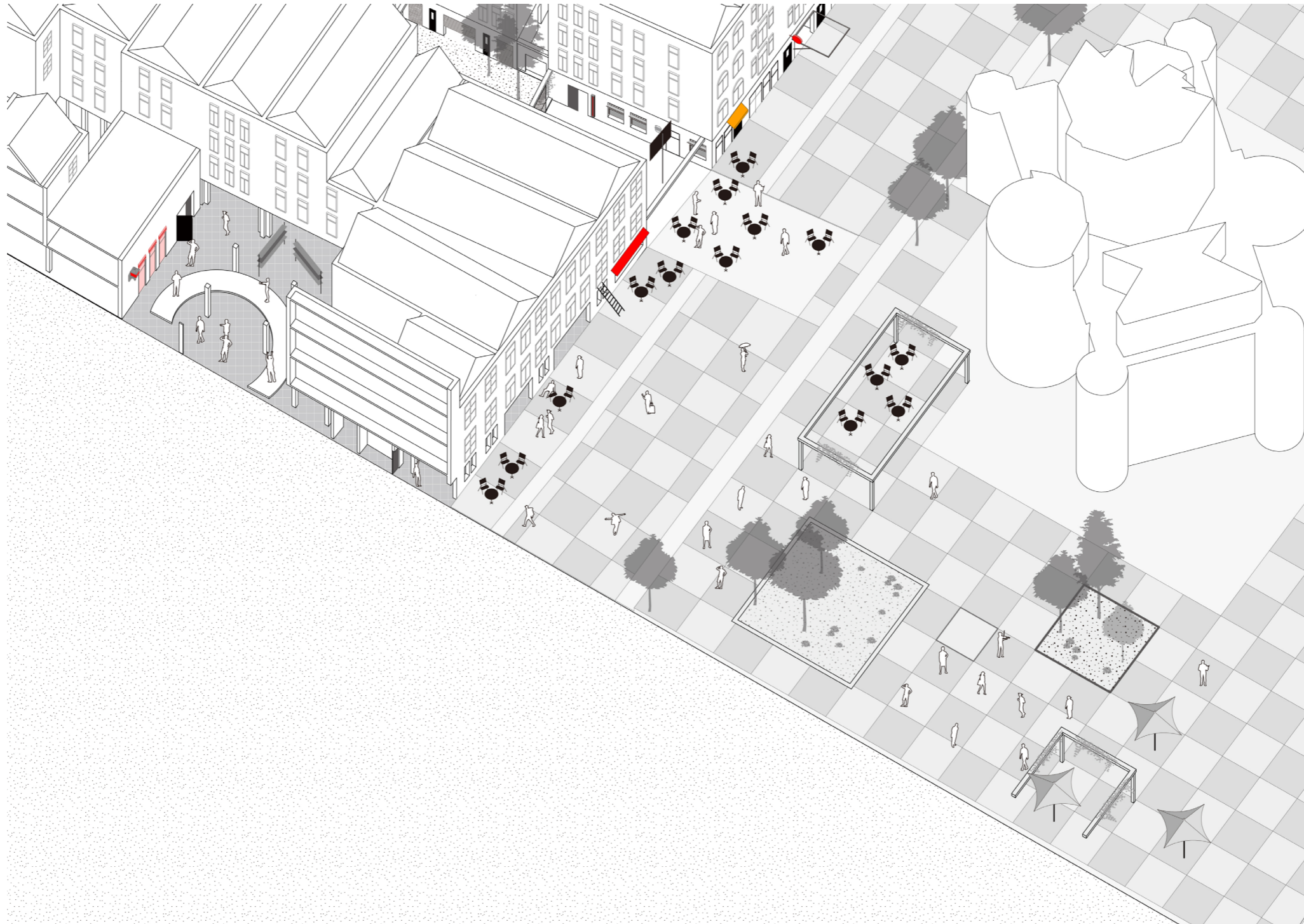
For Residents



For Prostitution



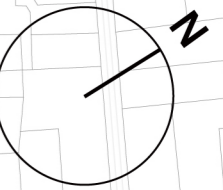
For Tourists

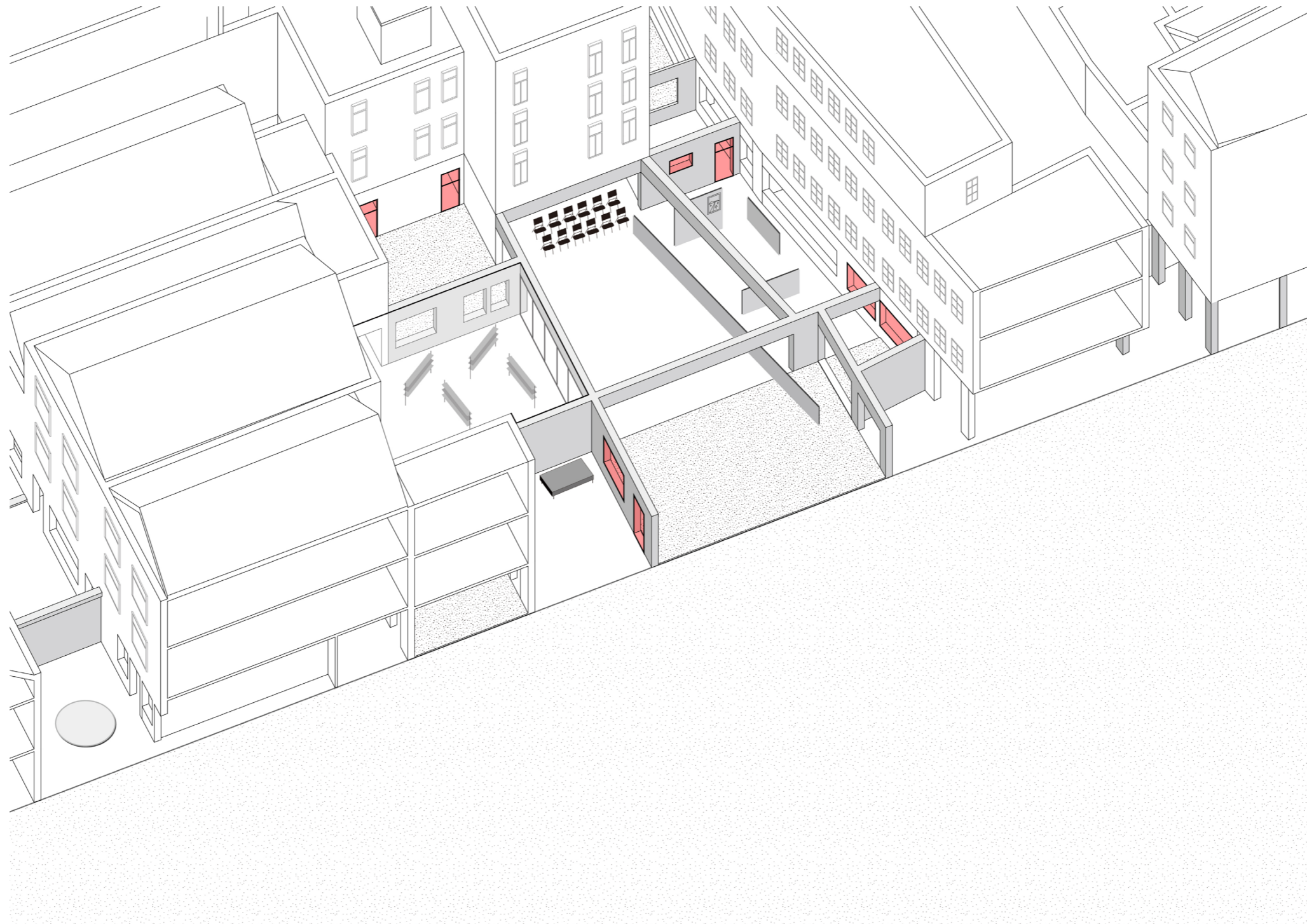


Events

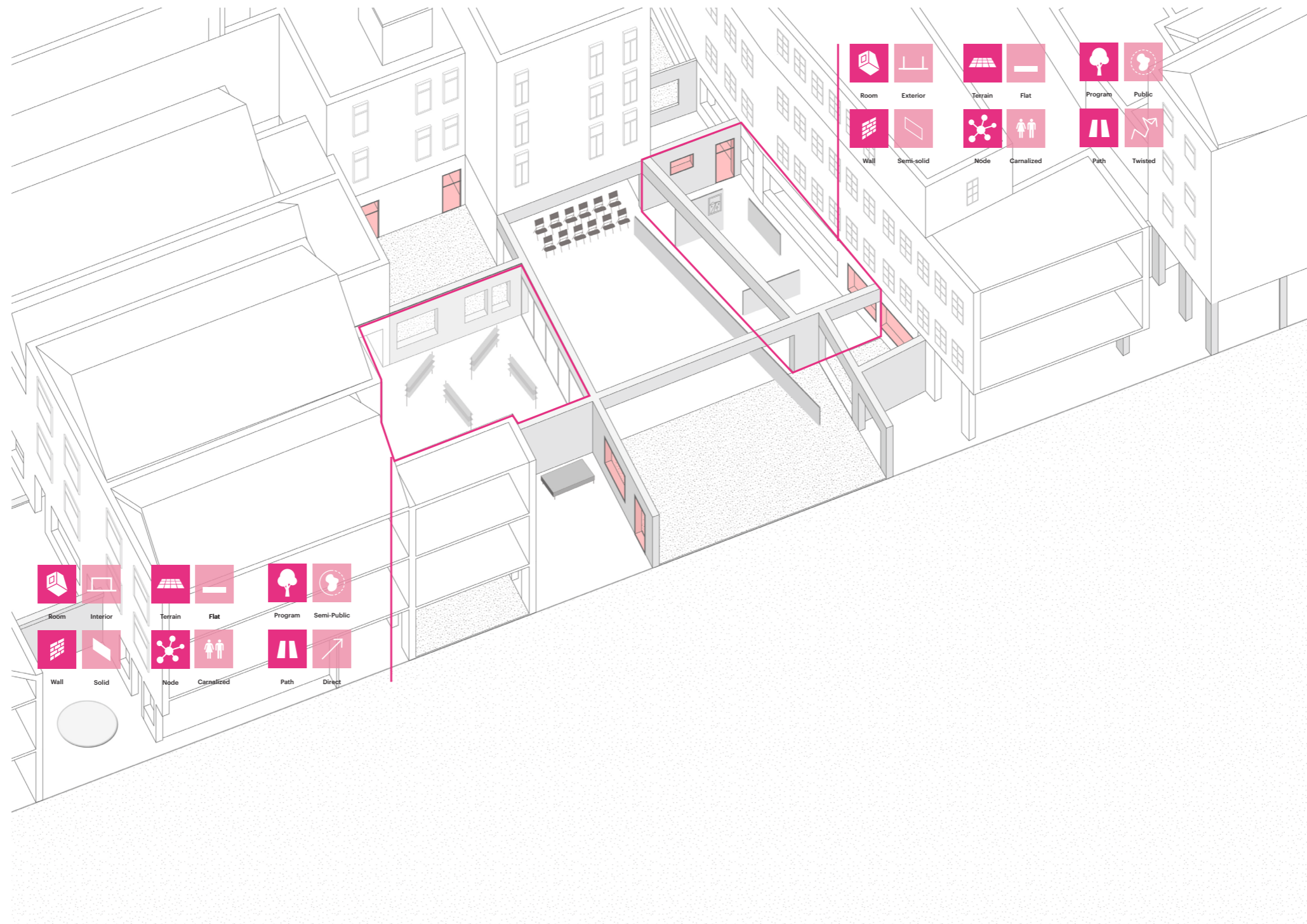






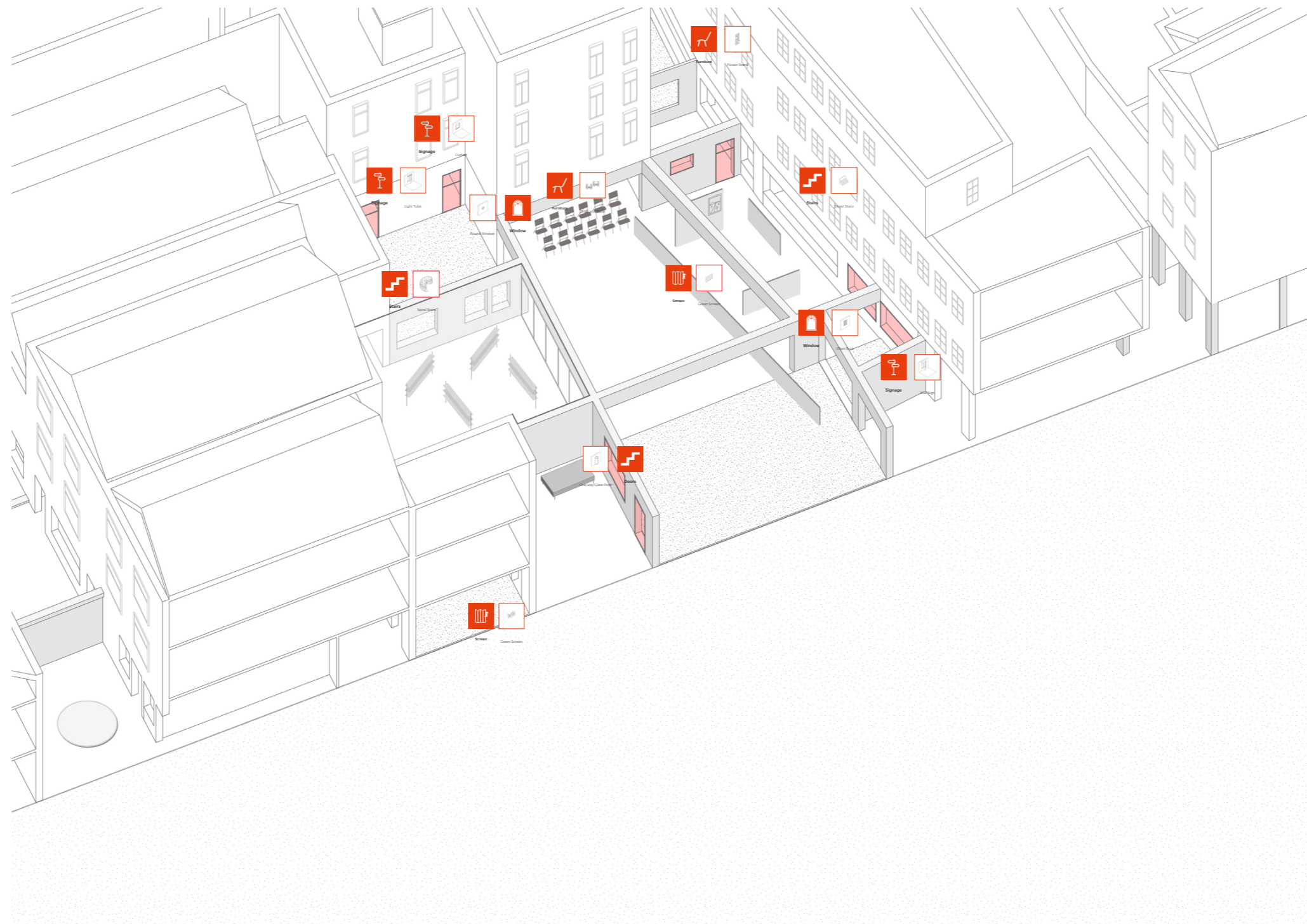


Intervention



Build Field of Rooms





Apply Object Catalogue



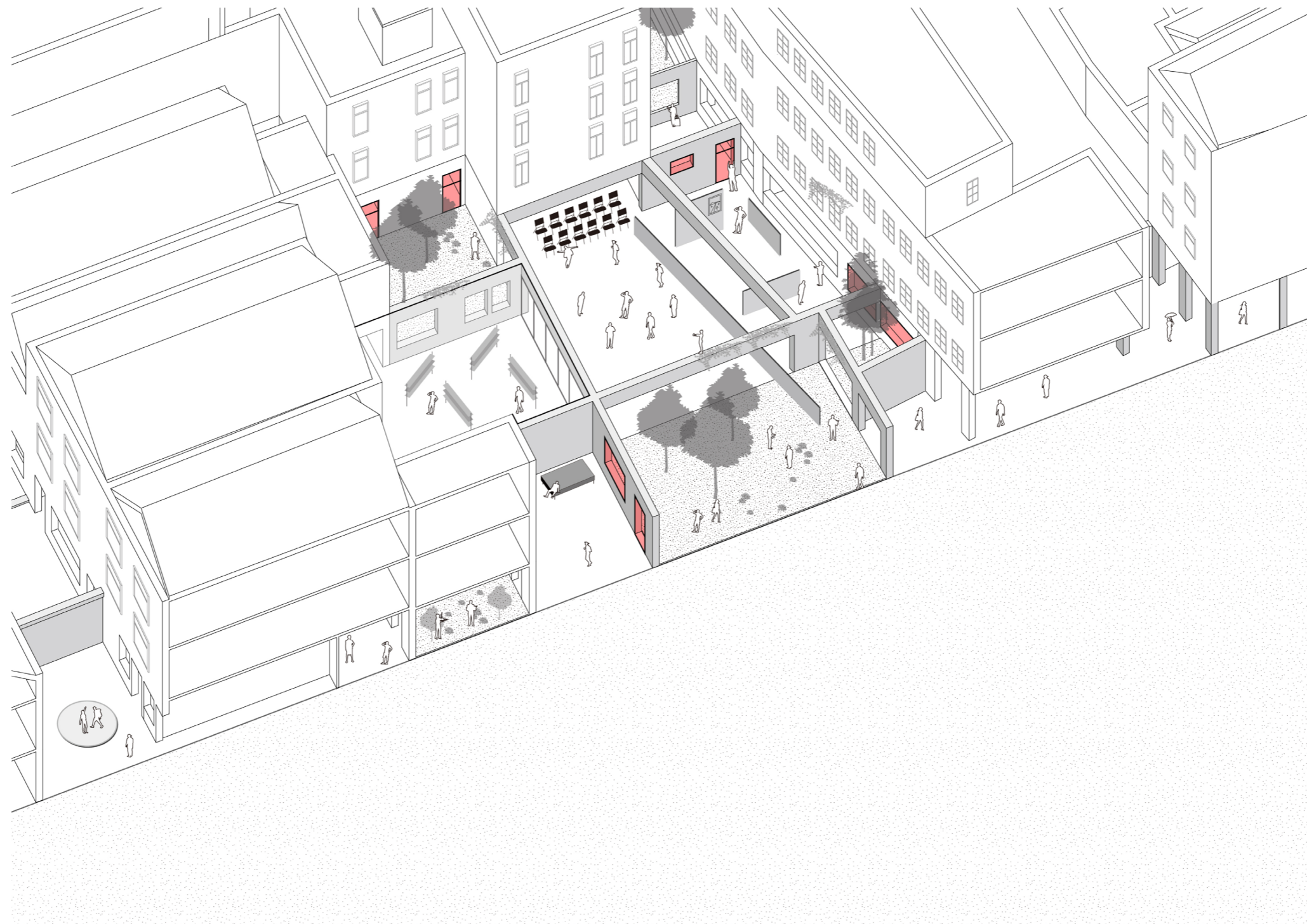
For Residents



For Prostitution



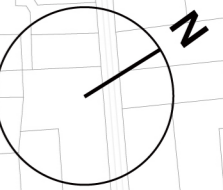
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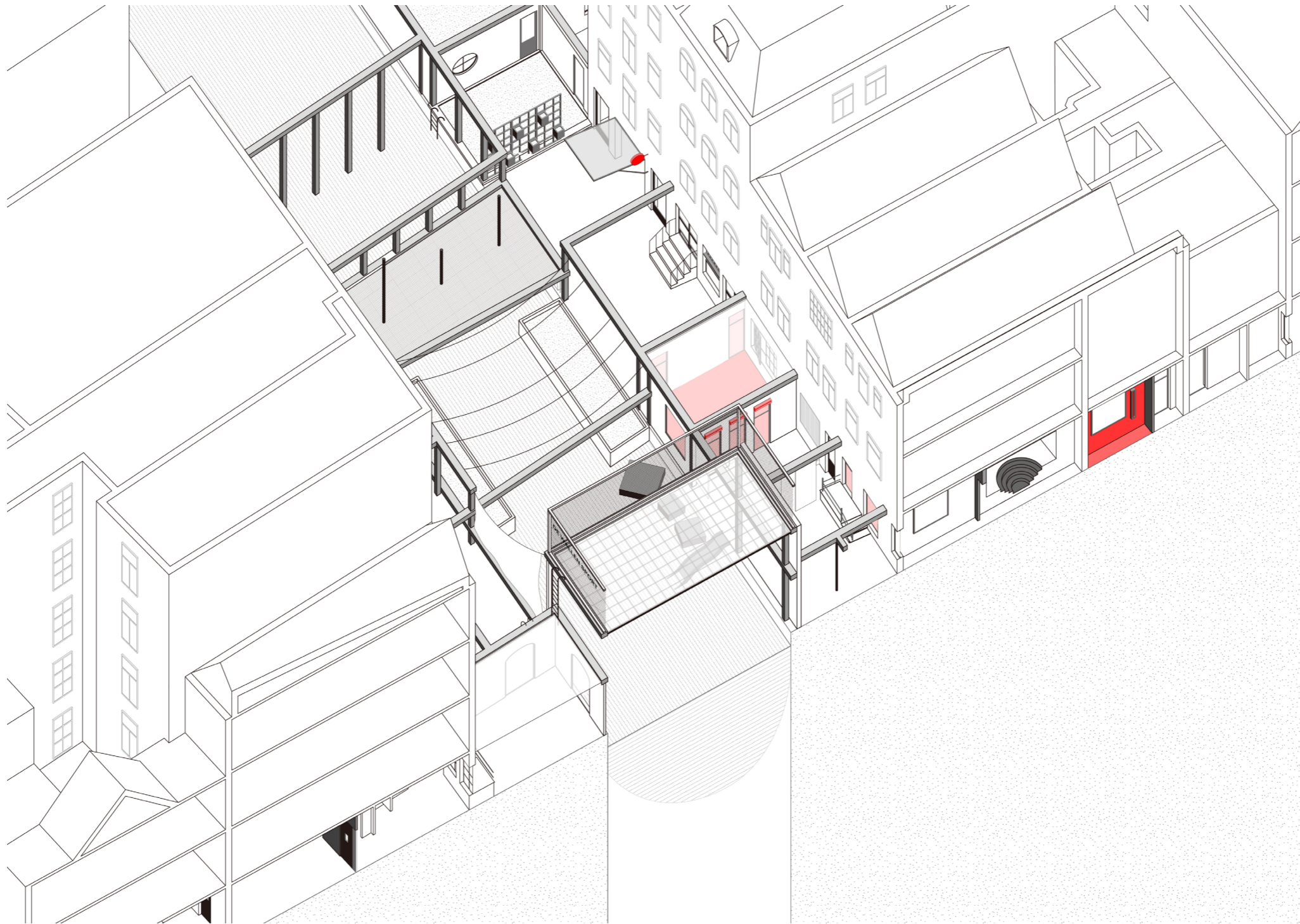


Events

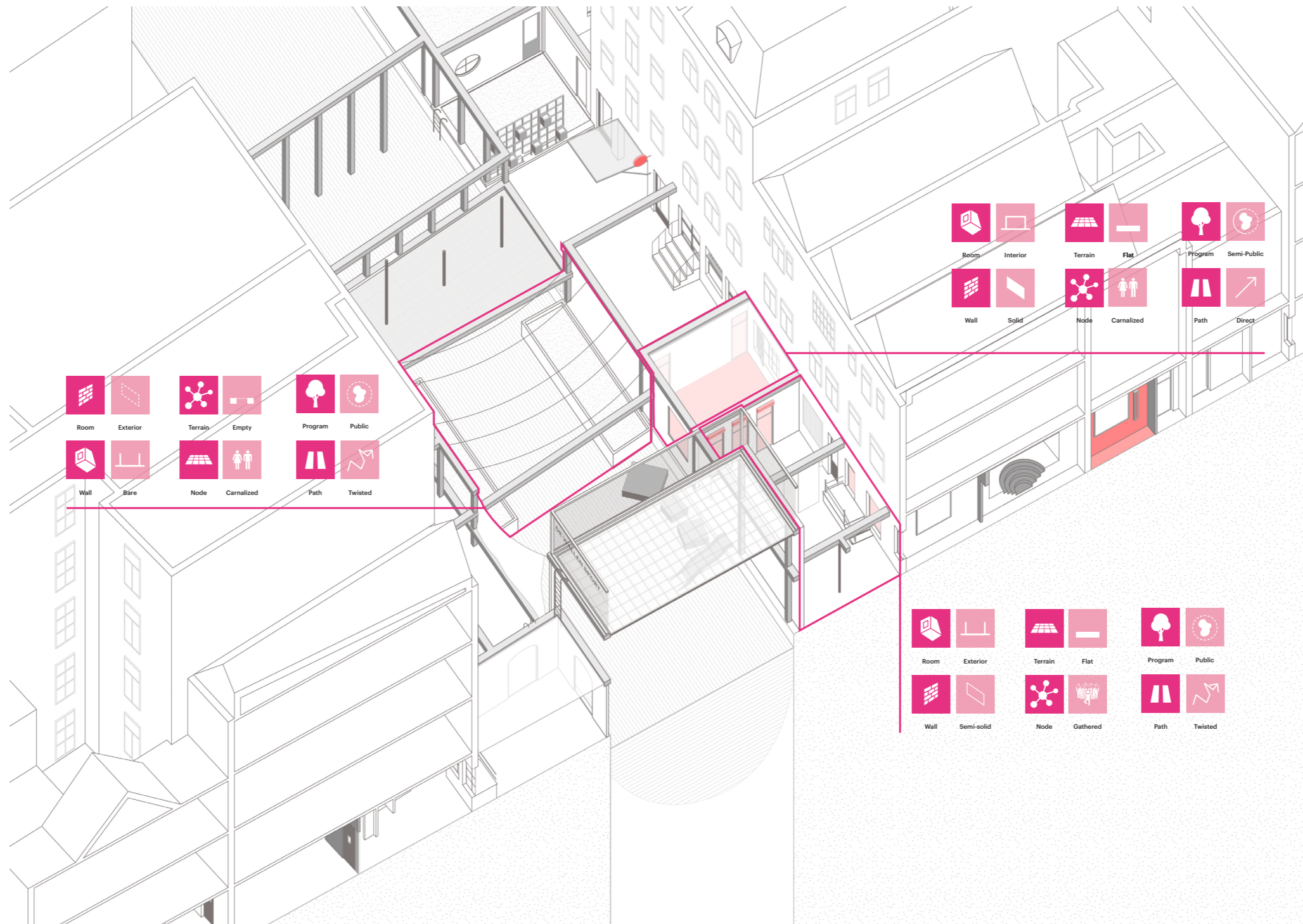




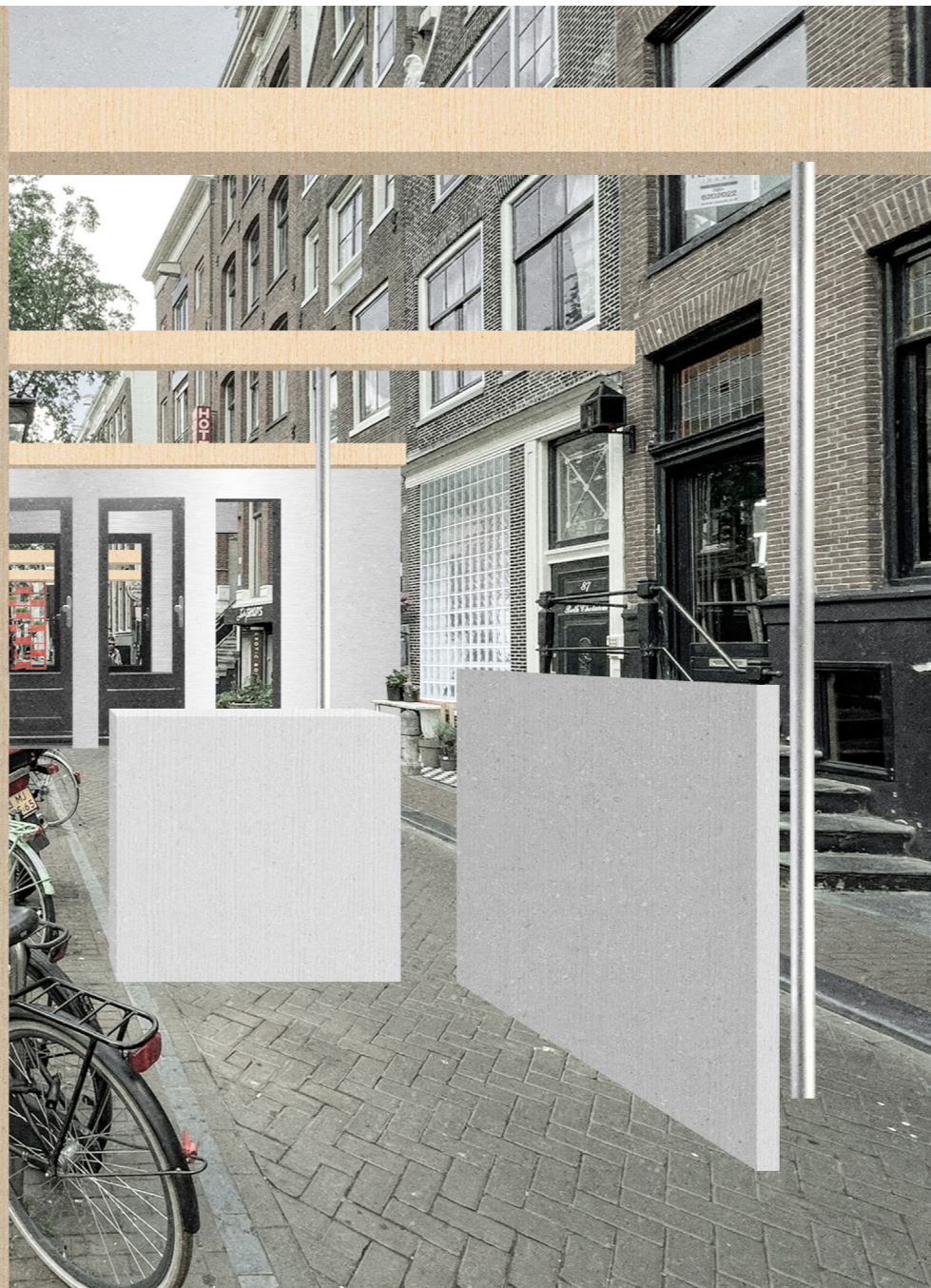




Intervention



Build Field of Rooms





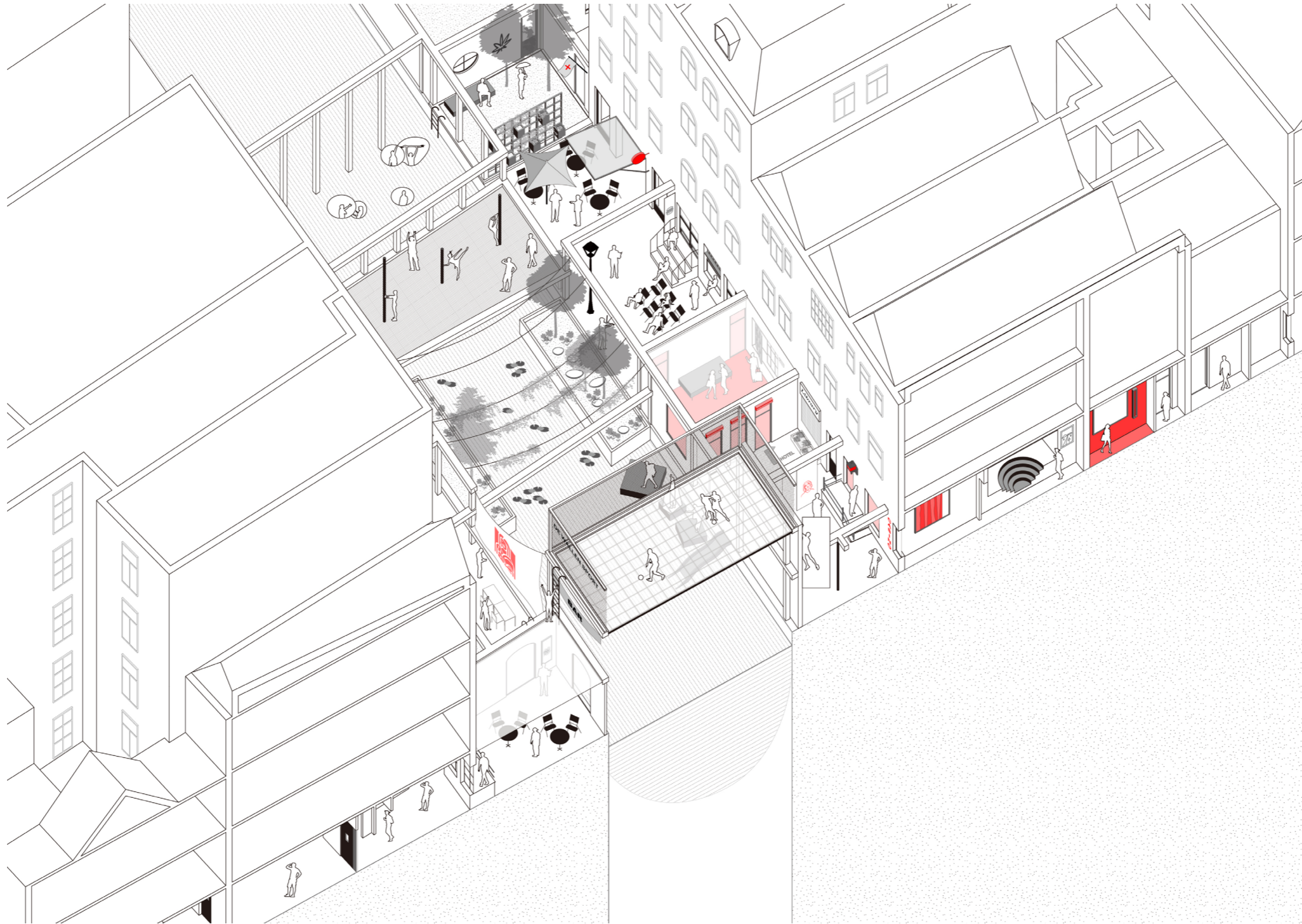
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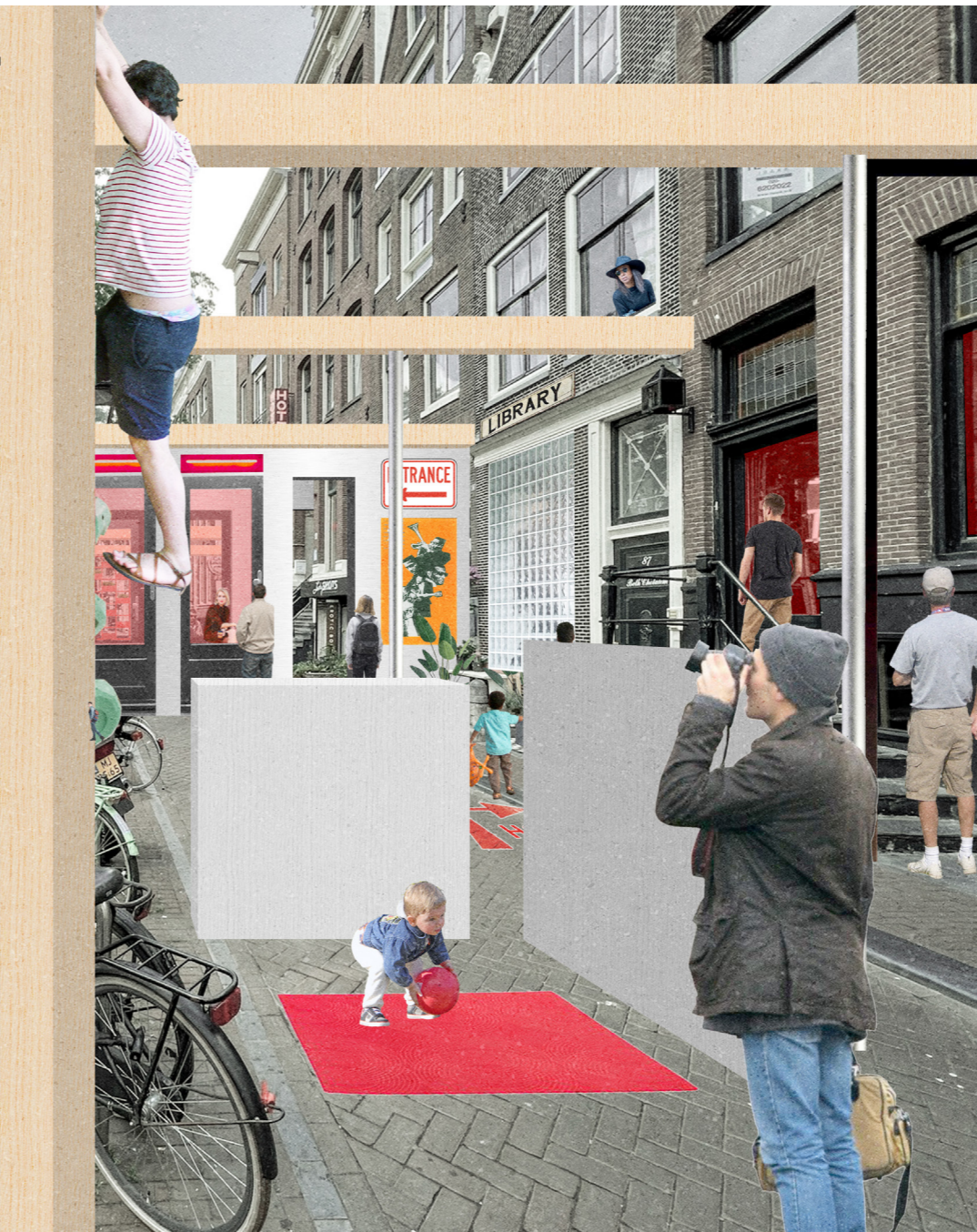
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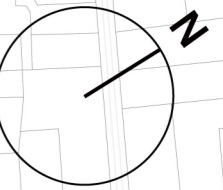
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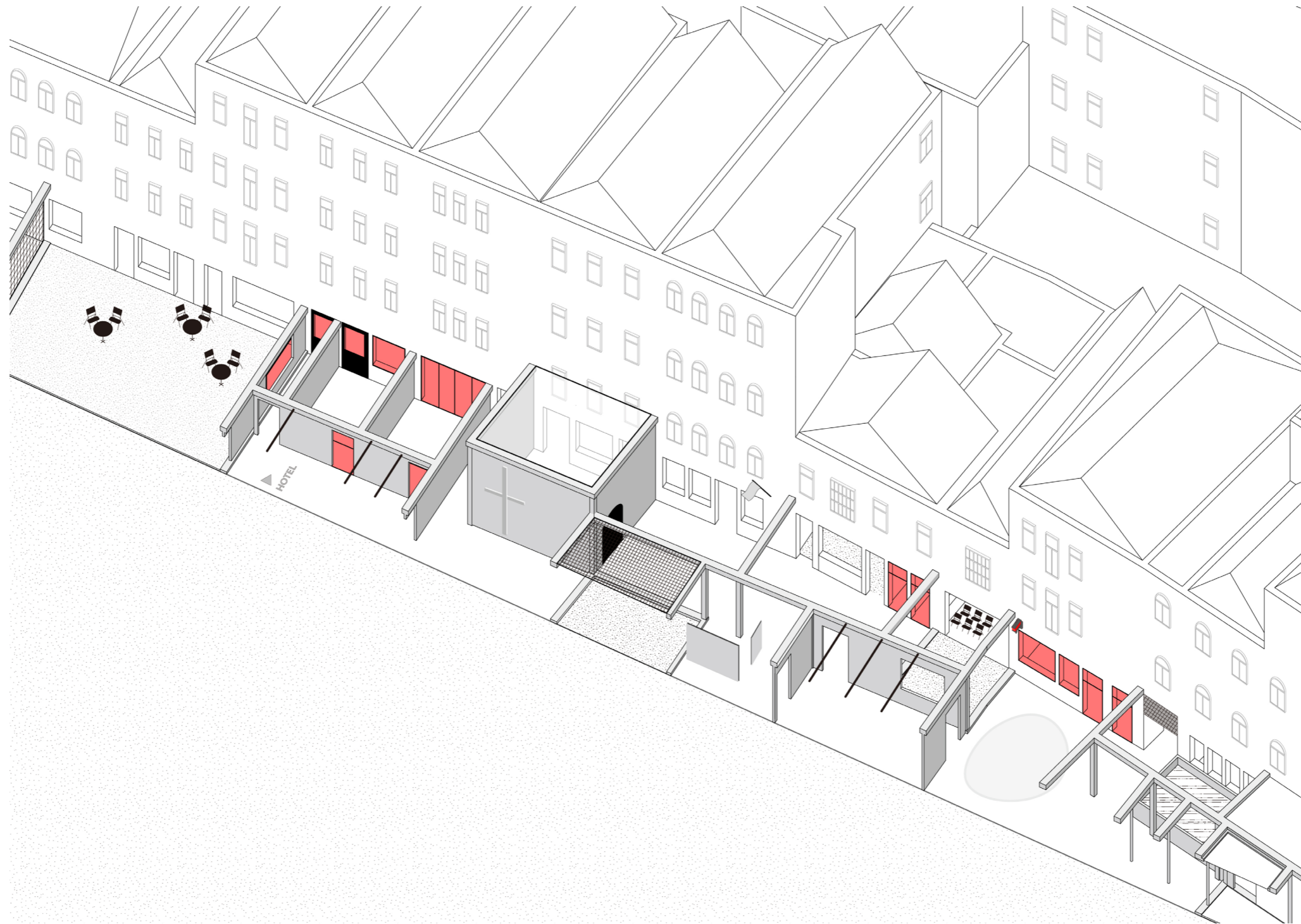


Events

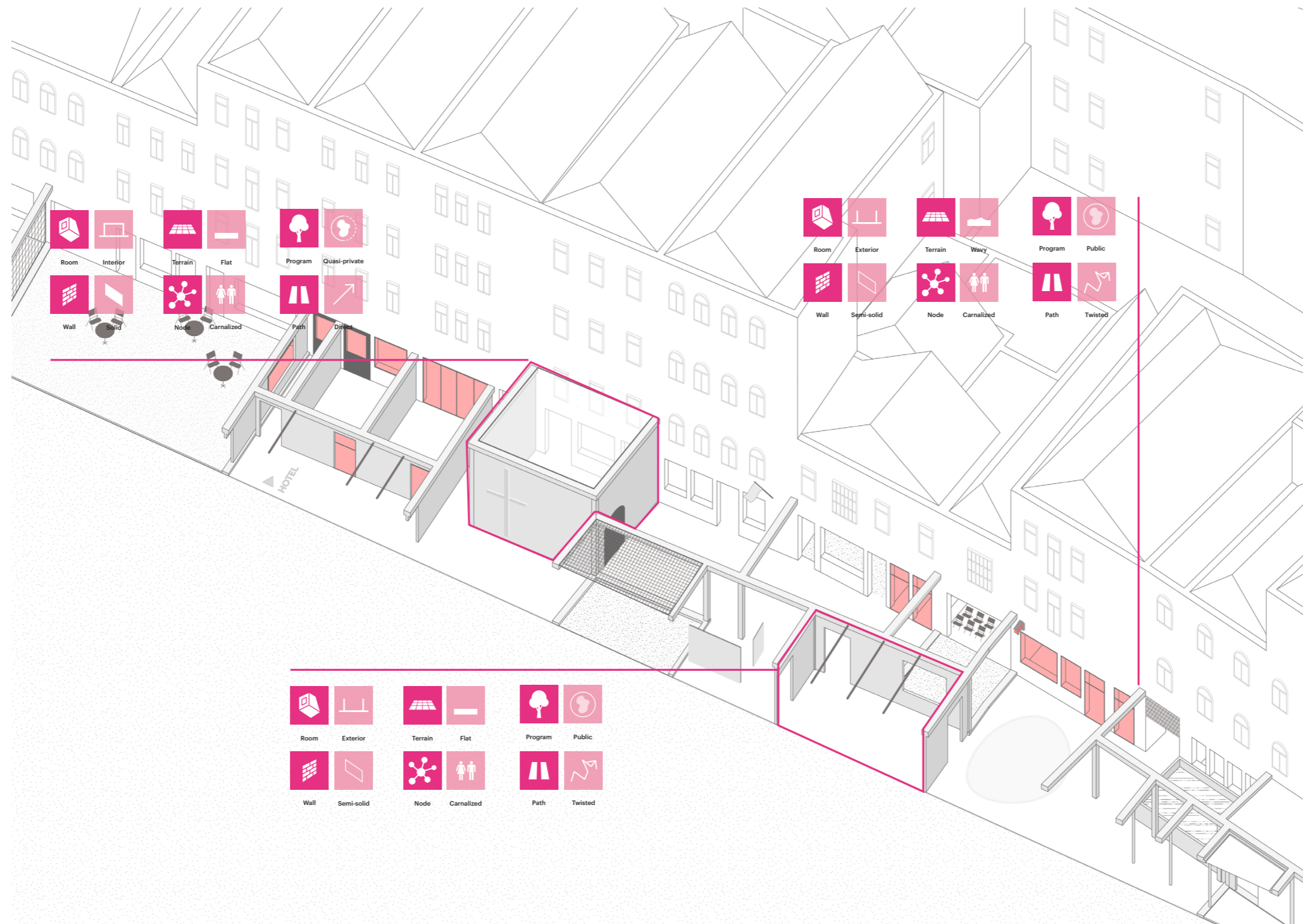








Intervention







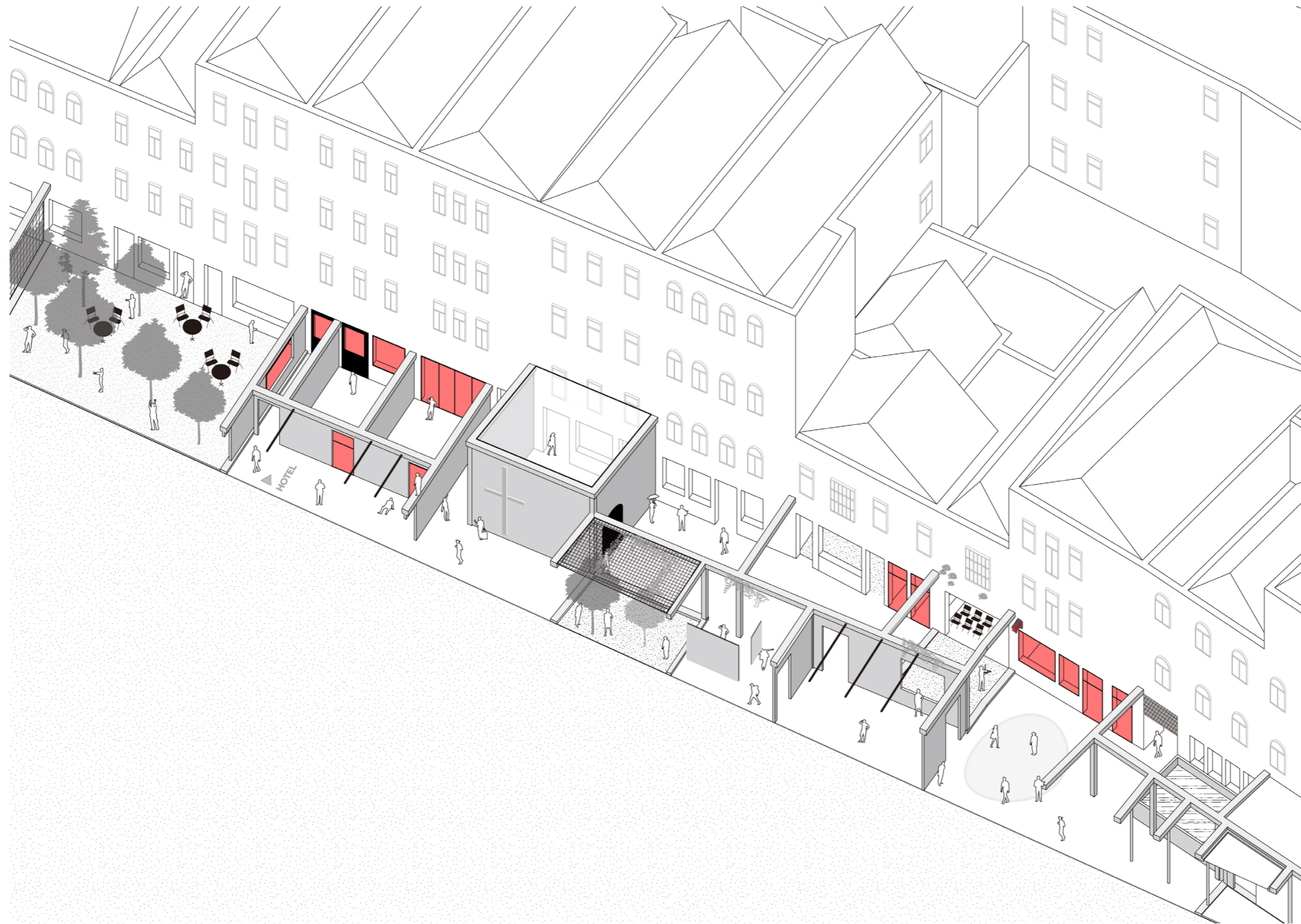
For Residents



For Prostitution



For Tourists



Events

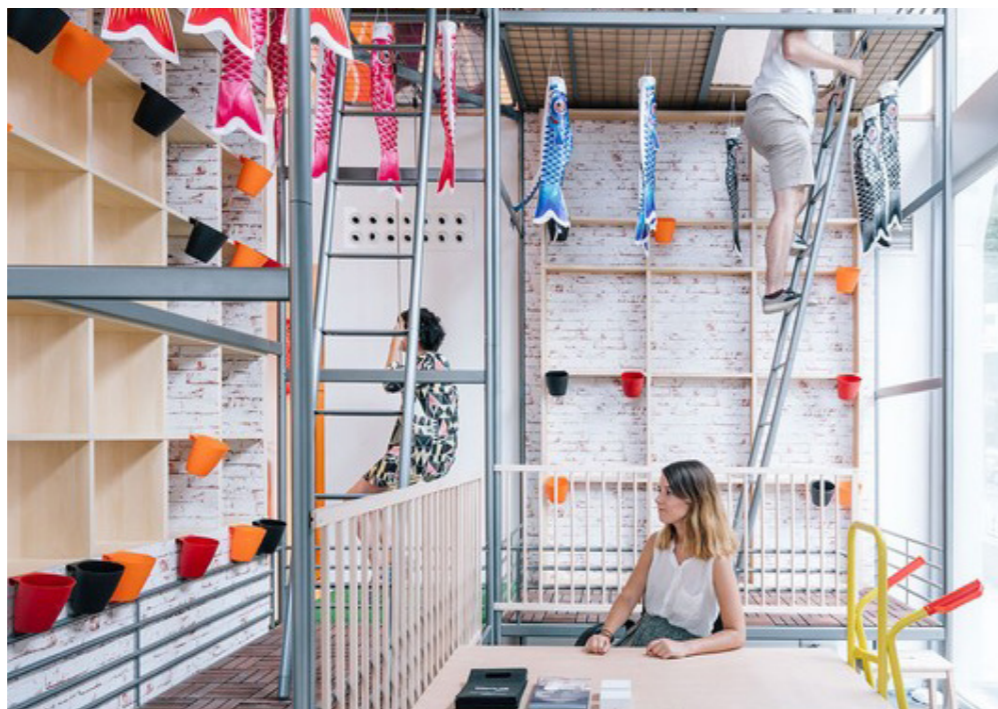




Plaza



Playground



Co-working



Social Housing

Future Application

