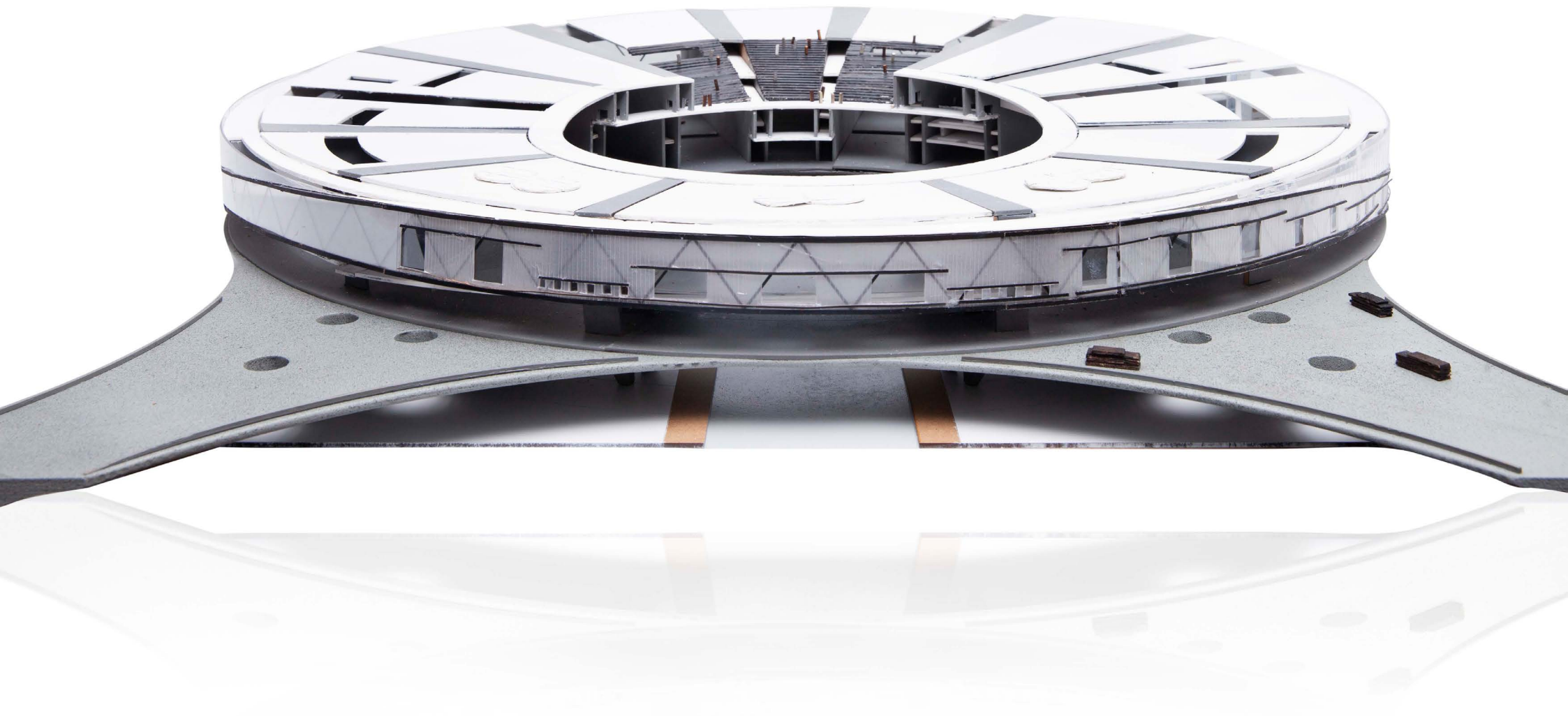


A film in Amsterdam

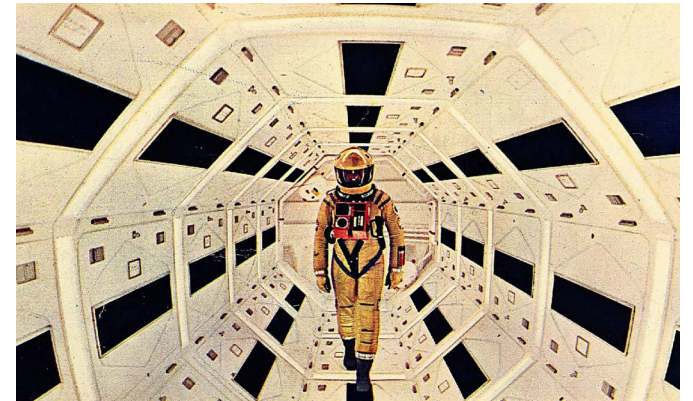
Connecting different worlds by film



Film connects different worlds and life's.

As the different neighborhoods in Amsterdam

By telling stories about **past**, **current** or **future** situations.



2001: A Space Odyssey, Stanley Kubrick

Stories which can be **Fictional** or **Non-Fictional**.

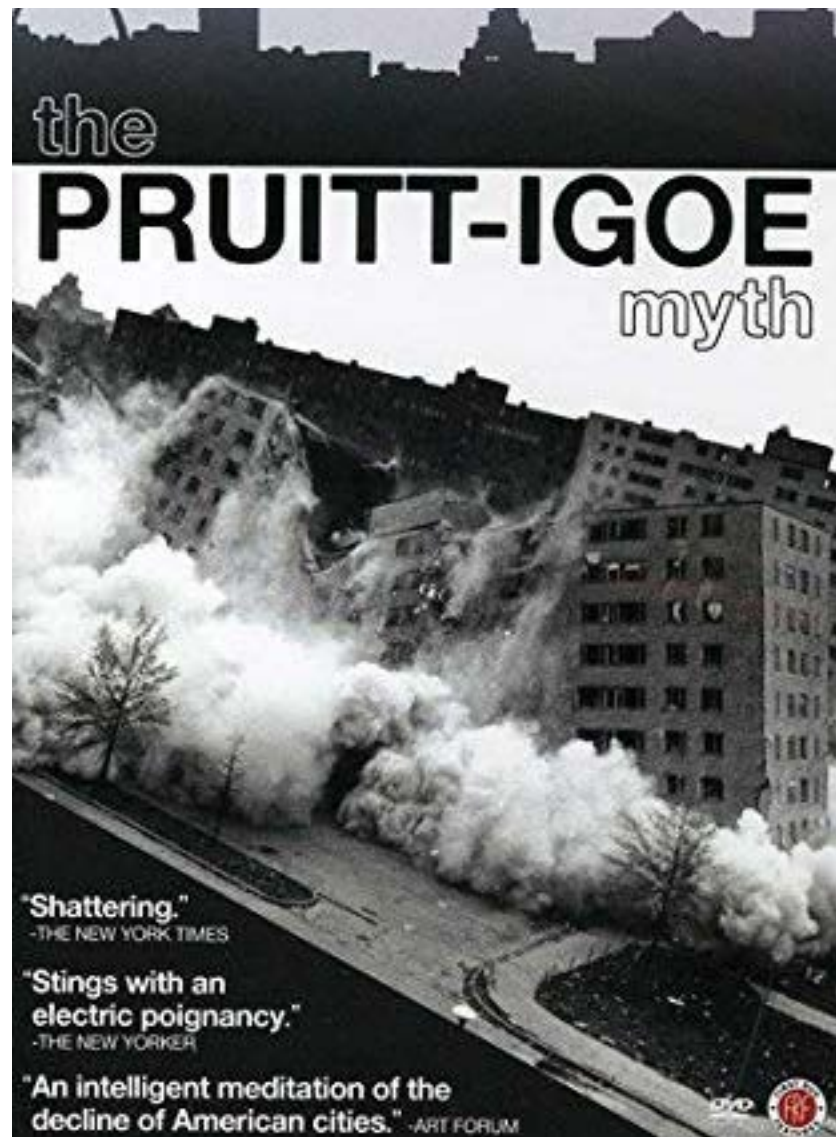


Metropolis (1927), Fritz Lang

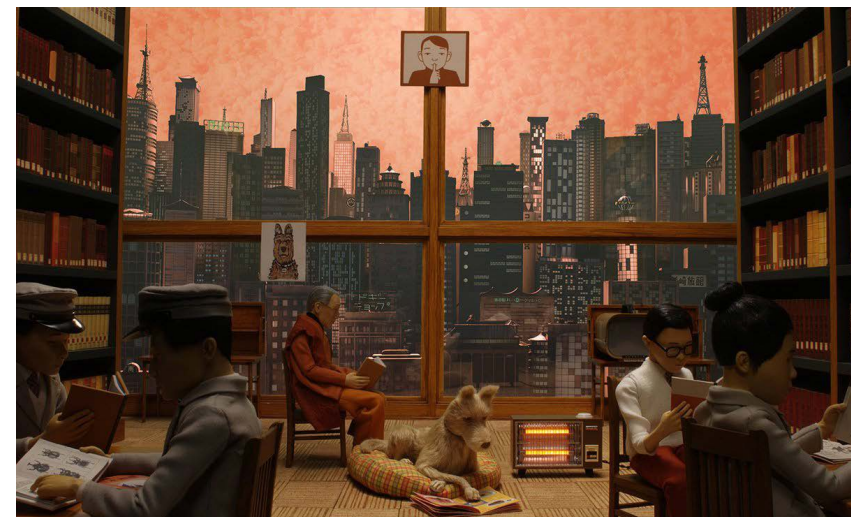


Fietsen (1965), Ed van der Elsken

By being **informative** or **entertaining**.



The Pruitt - Igoe Myth (2011), Chad Freidrichs



Island of dogs, Wes Anderson

Amsterdam exists out of different **neighborhoods**

Neighborhoods who have their own **identity**
Neighborhoods which are **small worlds** on them self

history

inhabitants

problems

function

future



Betondorp

Tuindorp Watergraafsmeer

Designed as a **garden village** in the just annexed Watergraafsmeer.
With a lot of **green an public space** in compare to Amsterdam city center.

workingclass village

Johan Cruijff
Ed van der Elsen





Diemen - zuid

Municipaliteit, Diemen

Rembrand

Problems of annexation by Amsterdam

Keeping its own identity





Bussiness Area Wenckebachweg Overamstel

Office area

Bijlmer bajes





DUIVENDRECHT

Municipaliteit, Ouder- Amstel

Station
Rustic Living

Problems of annexation by Amsterdam

Keeping its own identity



Sportpark Drieburg

Sport facilities
Green structure



Past and current

this neighborhoods all are located next to each other.
they are connected in a circle like a filmroll is.
A filmroll with a script telling a story about the differences of the city.

The battle for a own identity (not to fall in the hands of Amsterdam).

Differences in social classes

With its criminals

With its monofunctionality, working and living.



Betondorp

Bedrijventerrein
Molenkade

Diemen

Duivendrecht

Bedrijventerrein
Wenckebach

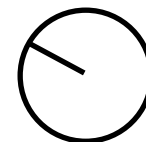
Sportpark
Drieburg



Site

All of the neighborhoods
are surrounding the junction of the
A10 Ring Road
Gooiseweg

Weespertrekvaart

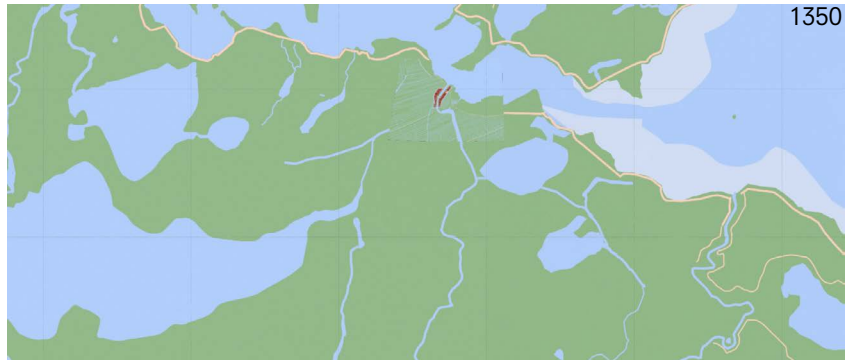


Brief of the studio
Design for Amsterdam in **2050**

Future

Towards 2050 Amsterdam will grow rapidly.

To make this possible a lot has to be build.
Amsterdam will **expand and densify**.



1350



1850

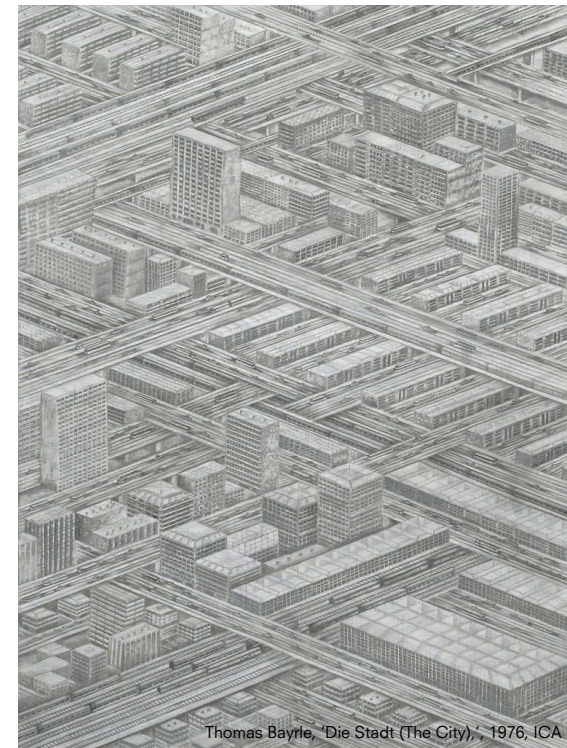


2009

<http://www.mappinghistory.nl/>

Expand

When the city will expand the city gets bigger.
 People have to travel longer distances.
 The outcome is more pressure on the infrastructure network of the city.



Thomas Bayle, 'Die Stadt (The City)', 1976, ICA



Densify

When a city densifies more people live on a square kilometer.

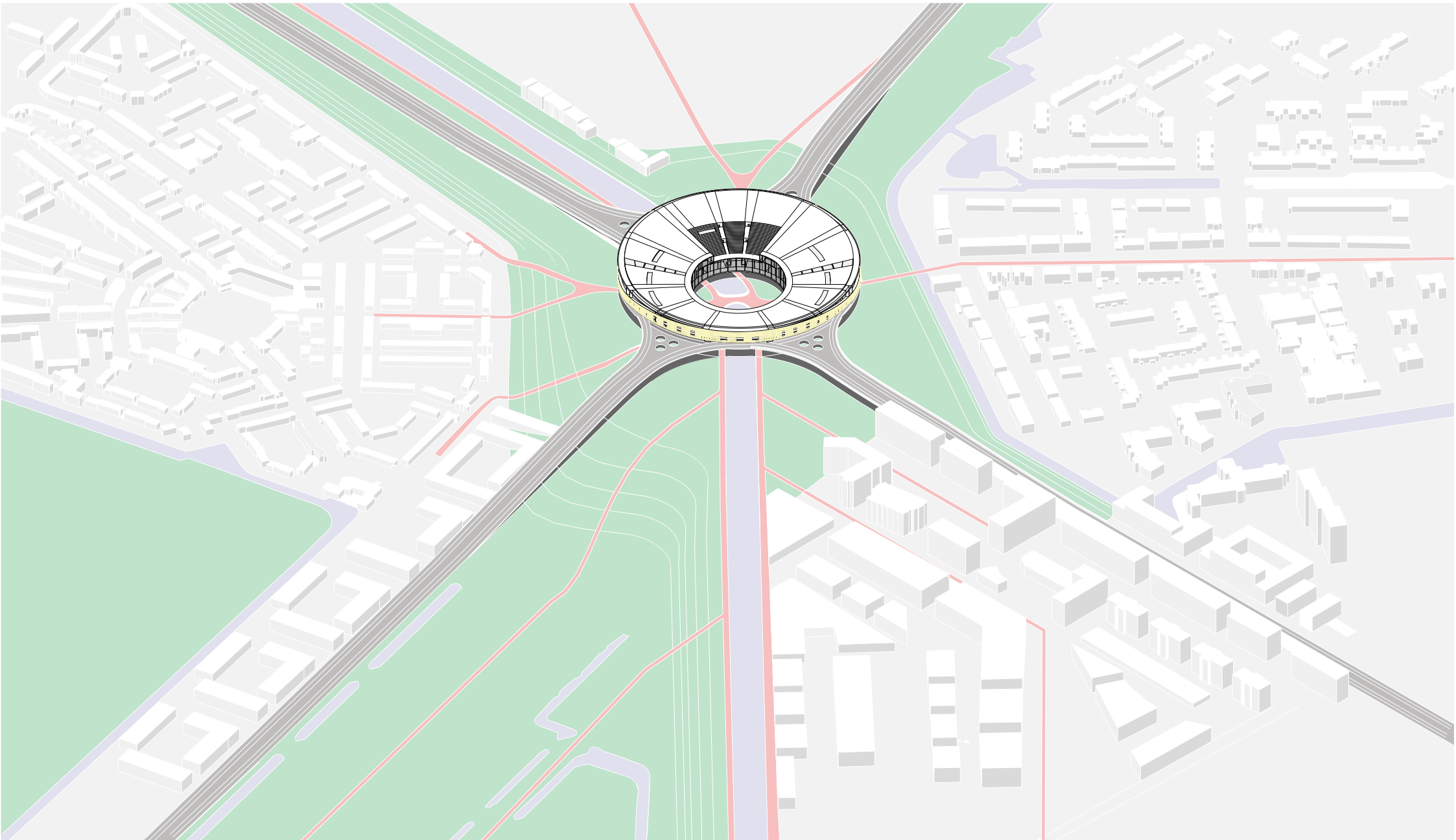
Public space will be build.
Low dense neighborhoods will be demolished to build high dense neighborhoods.

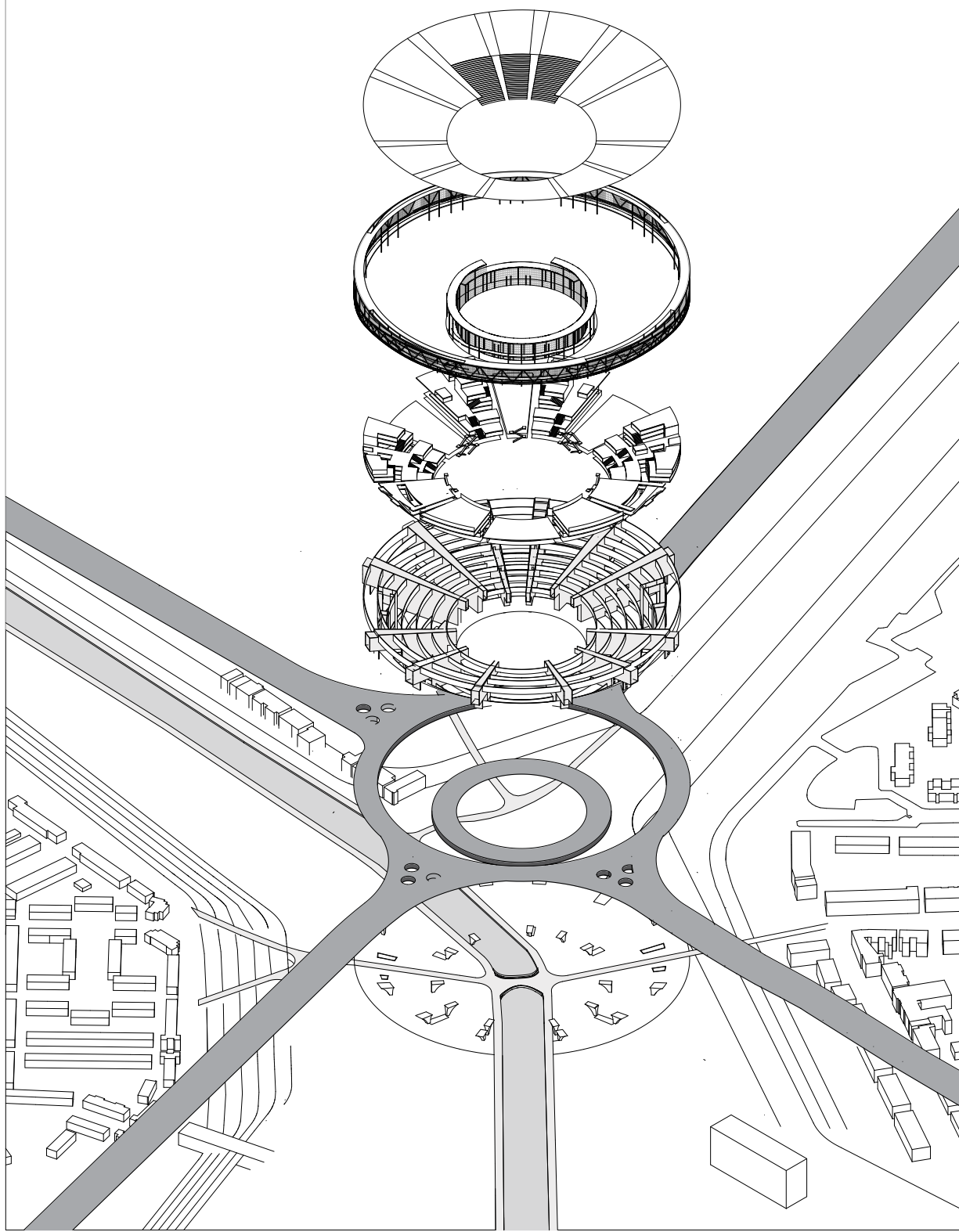
More pressure on the infrastructure network.

Expanding and densifying will have a big effect on different things.

Mobility
Neighborhood “Identity”
Public space

My design will become a **tv / movie studio**. It will deal with the different demands by different 'filmic' **routes**.





Inside the building

Frontstage - is forming the entrances to the studio's

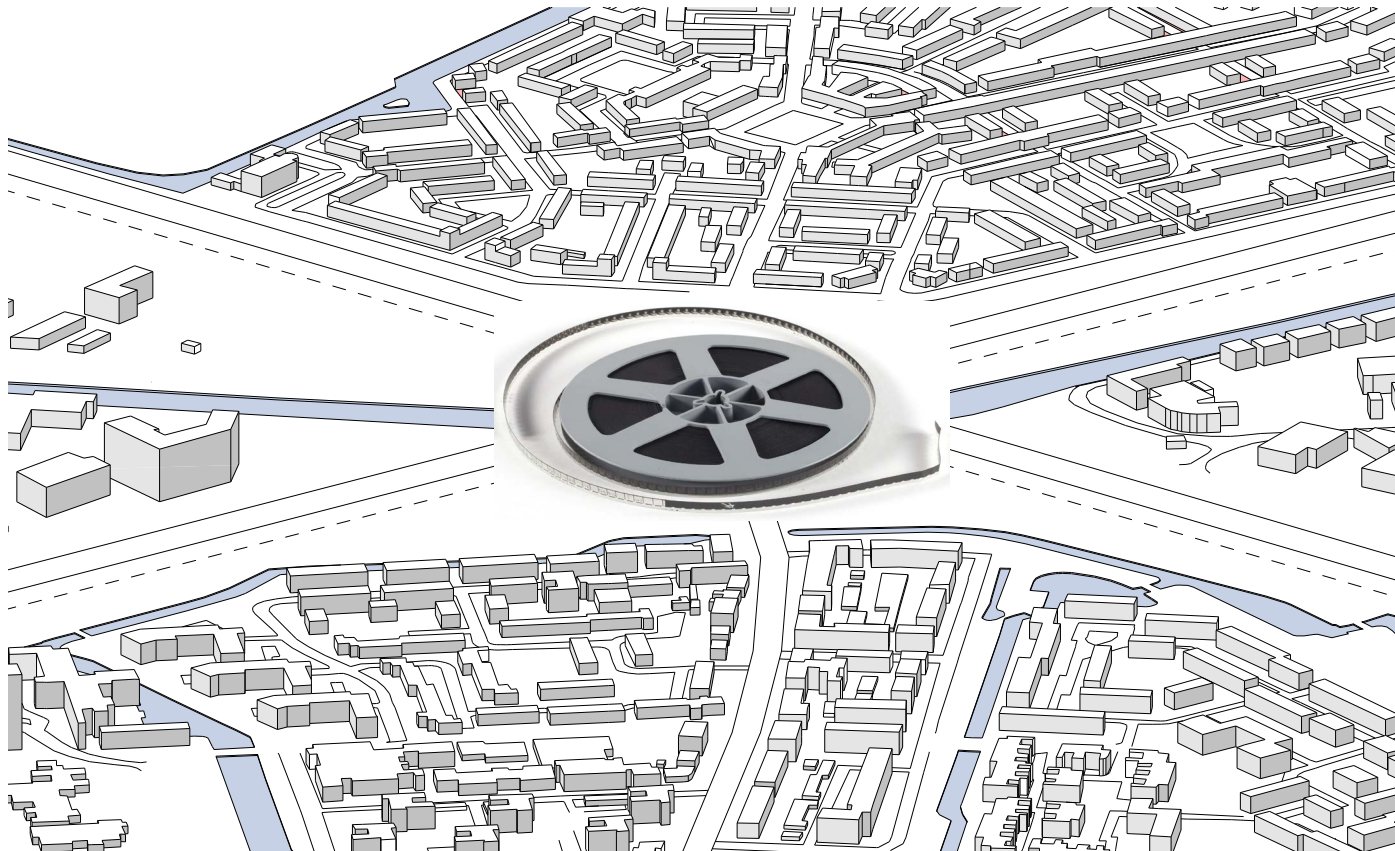
Backstage - is forming the entrances to the offices and roof

Underneath the building

Park - Connecting the surrounding neighborhoods and creating public space

Around the building

Boulevard - connecting the infrastructure of the Metropole



The building will be a filmroll.

Connecting the different routes **visually**.
Displaying a film of the different routes
and their connections.

Between the:

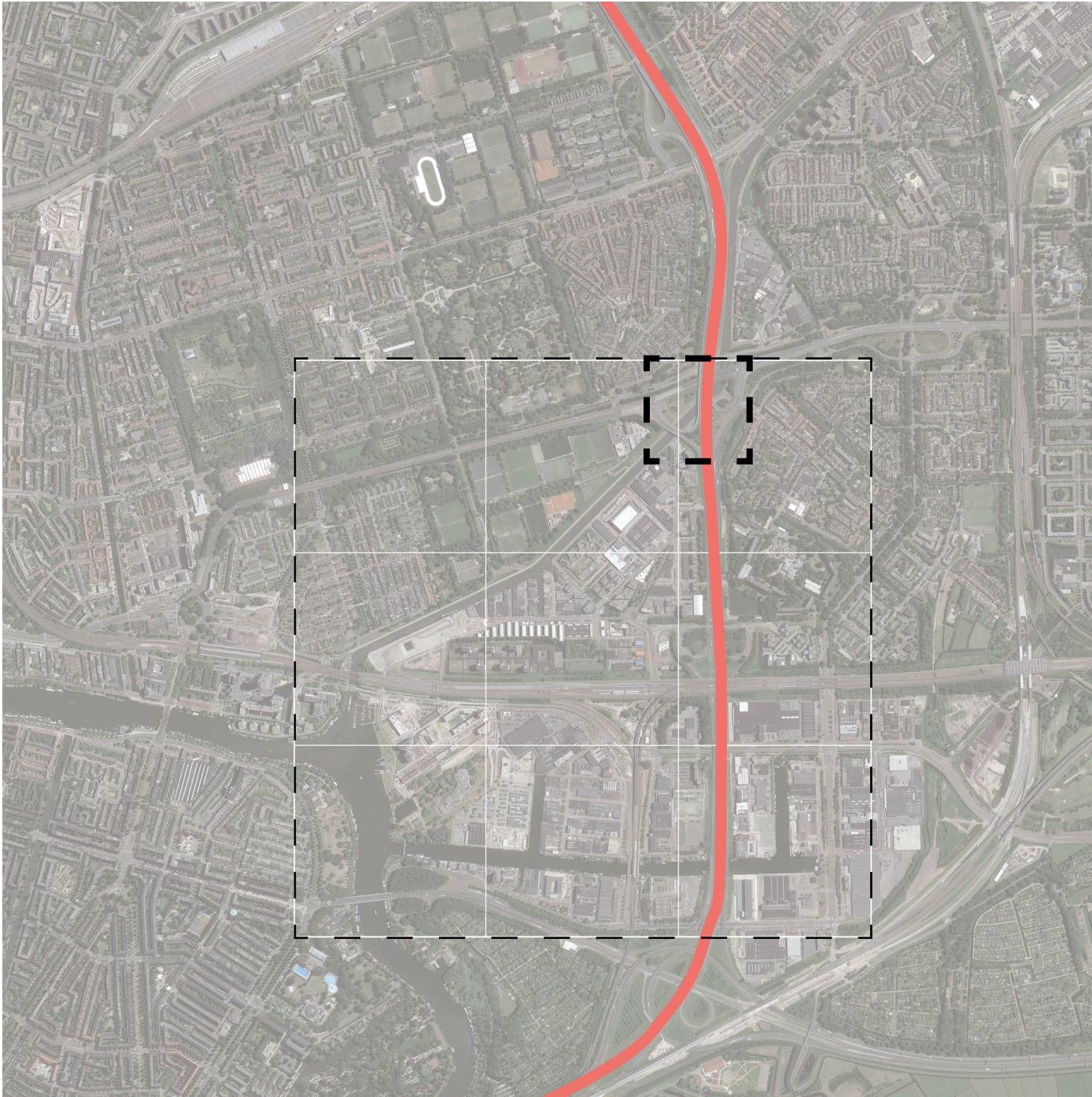
City, Neighborhoods, employees, visitors

...

**The building is a film
which connect different
worlds and lifes.**

The site

Highway A10



THE HIGHWAY FORMS THE CITY
THE CITY FORMS THE BOULEVARD

THE HIGHWAY FORMS THE CITY

THE HIGHWAY FORMS A BARRIER IN DIFFERENT SCALES

THE SCALE OF THE CITY
THE SCALE OF THE URBAN CONTEXT
THE SCALE OF ITS DIRECT SURROUNDINGS

CITY SCALE
HIGHWAY A10 IS A RING ROAD



CITY SCALE
THE HIGHWAY A10 IS SEEN AS A MENTAL BARRIER
IN THE CITY

"IN DISTRICTS OUT OF THE RING ROAD A10 MORE ETHNIC MINORITY'S AND UNEMPLOYED PEOPLE LIVE, LESS SCHOOLS THAN ELSEWHERE IN THE CITY ARE LOCATED." WILLEM BOTERMAN, TROUW, 26-02-2014



SCALE OF URBAN CONTEXT
BEFORE THE HIGHWAY WAS BUILT THERE WAS A
STRONG CONNECTION BETWEEN BETONDORP AND
w



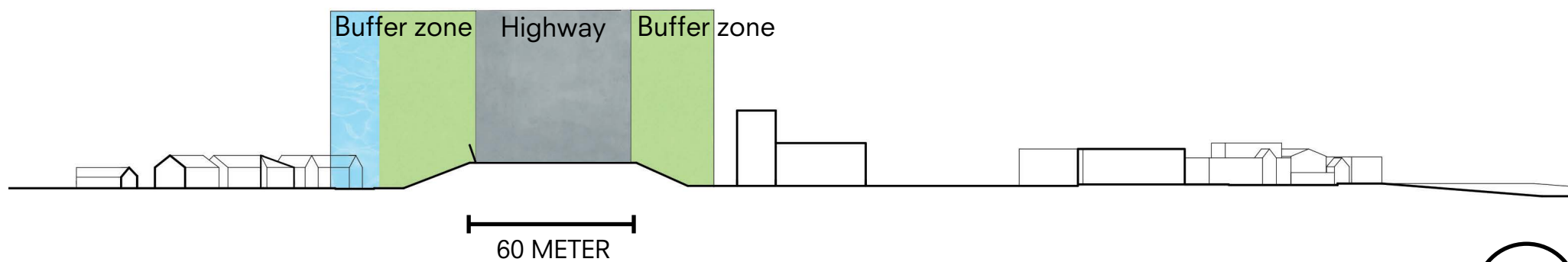
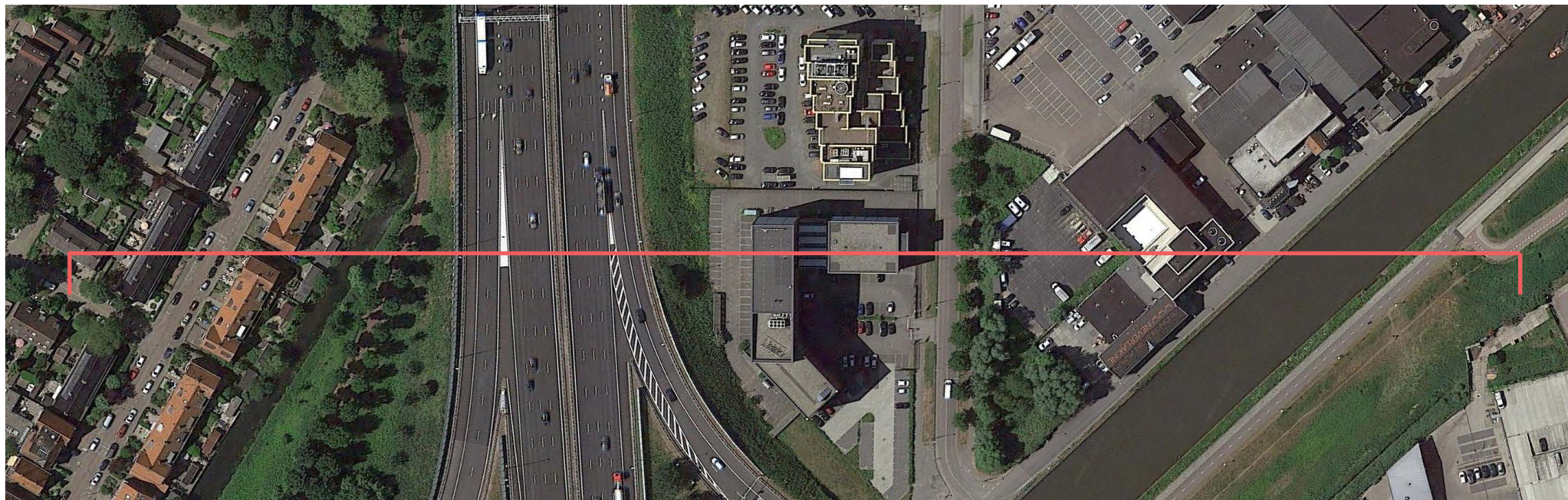
SCALE OF THE URBAN CONTEXT
BECAUSE OF THE HIGHWAY, TO CONNECTION
BETWEEN DUIVENDRECHT EN BETONDORP IS
LOST



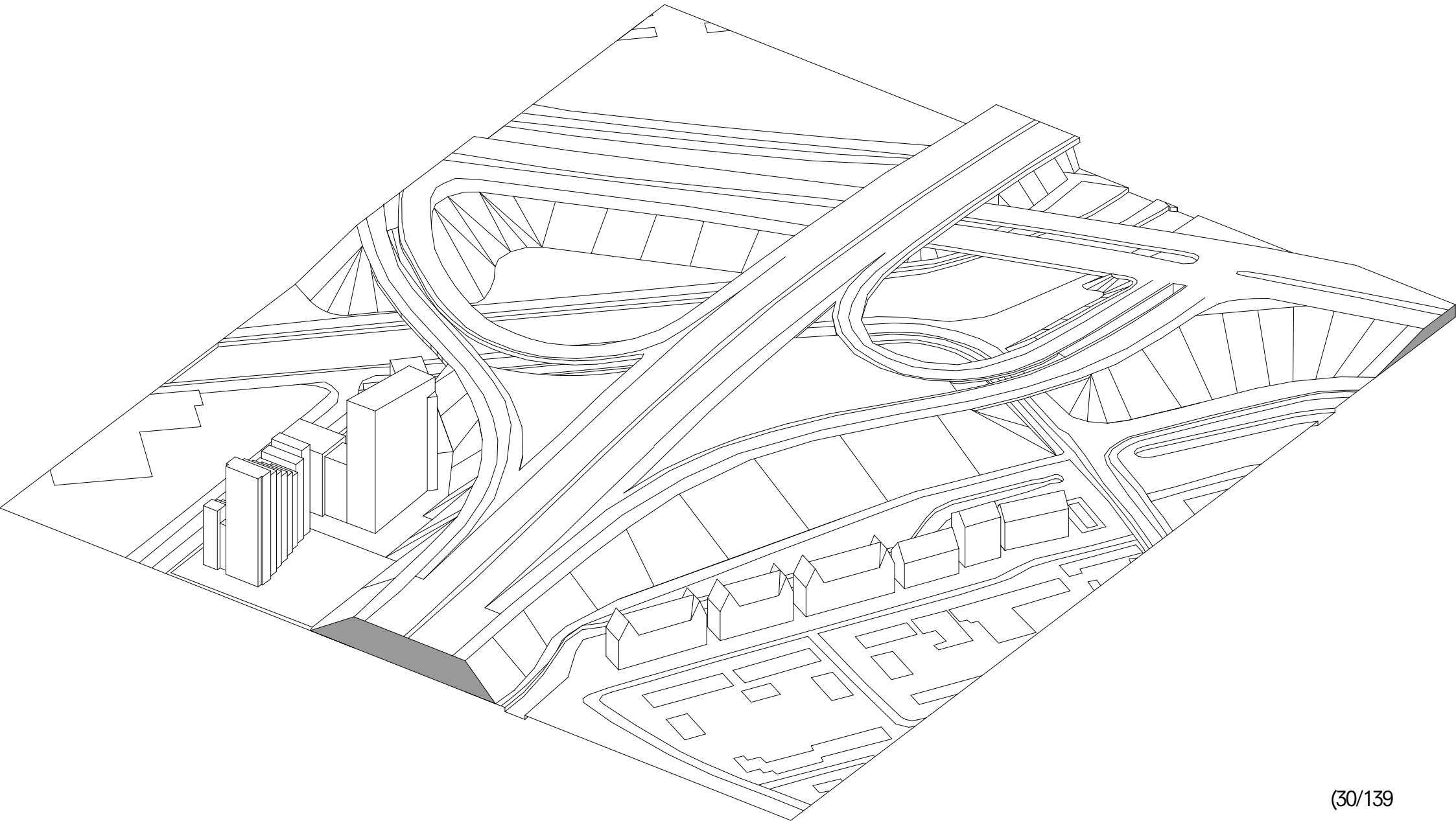
CAR
CONNECTION

BIKE / PEDESTRIAN
CONNECTION

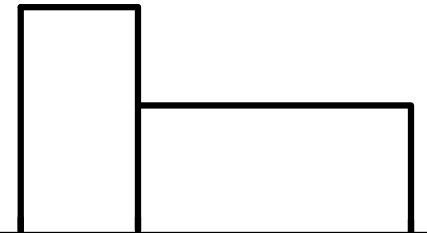
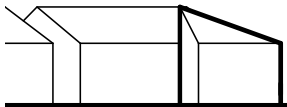
SCALE OF DIRECT SUROUNDINGS
SECTION OF THE A10 HIGHWAY



SCALE OF DIRECT SUROUNDINGS
THE BUFFER ZONE AND THE HIGHWAY OCCUPY
LOTS OF SPACE



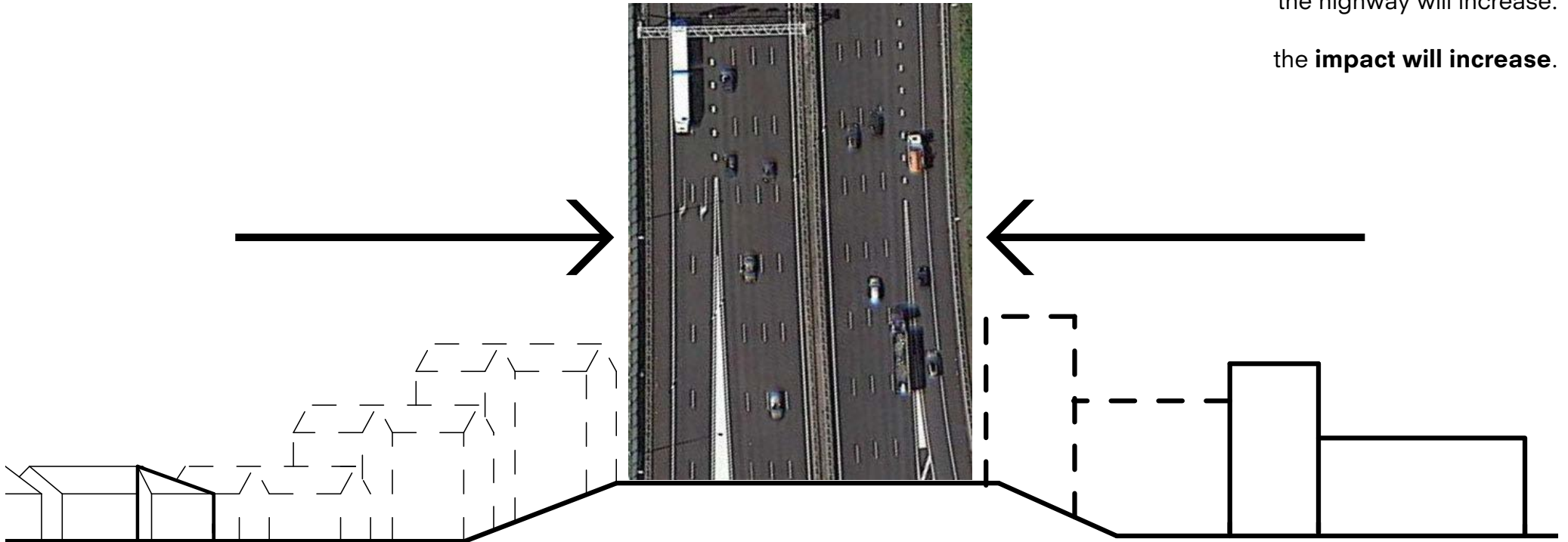
THE RING ROAD HAS A BIG IMPACT ON
THE CITY.

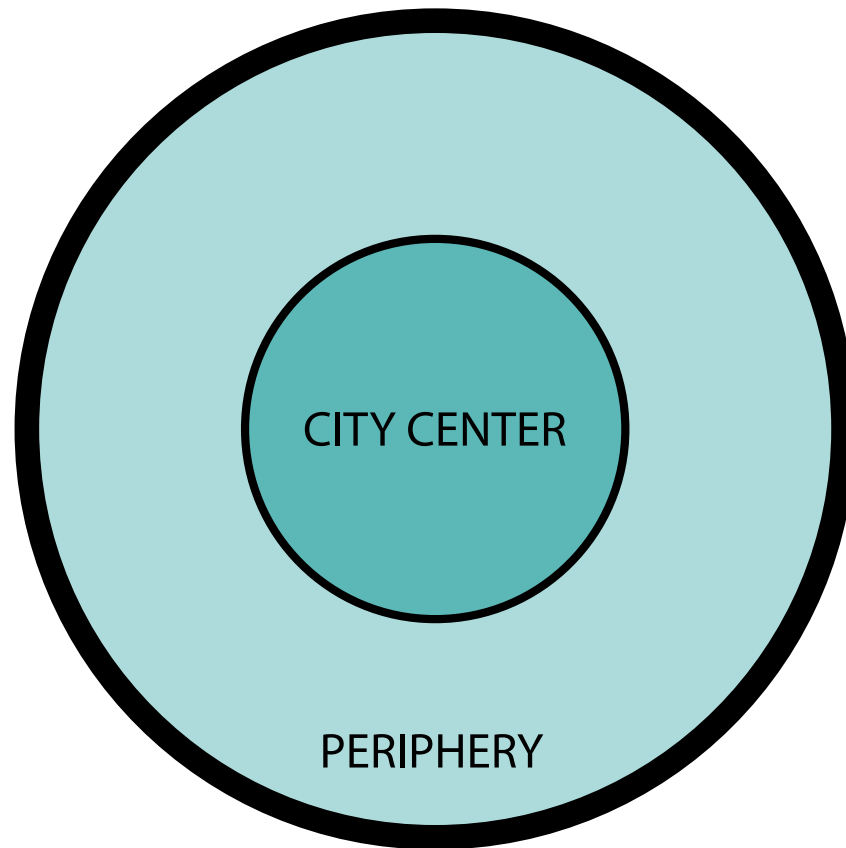


When the city will **expand and densify**

the relation between the urban fabric and
the highway will increase.

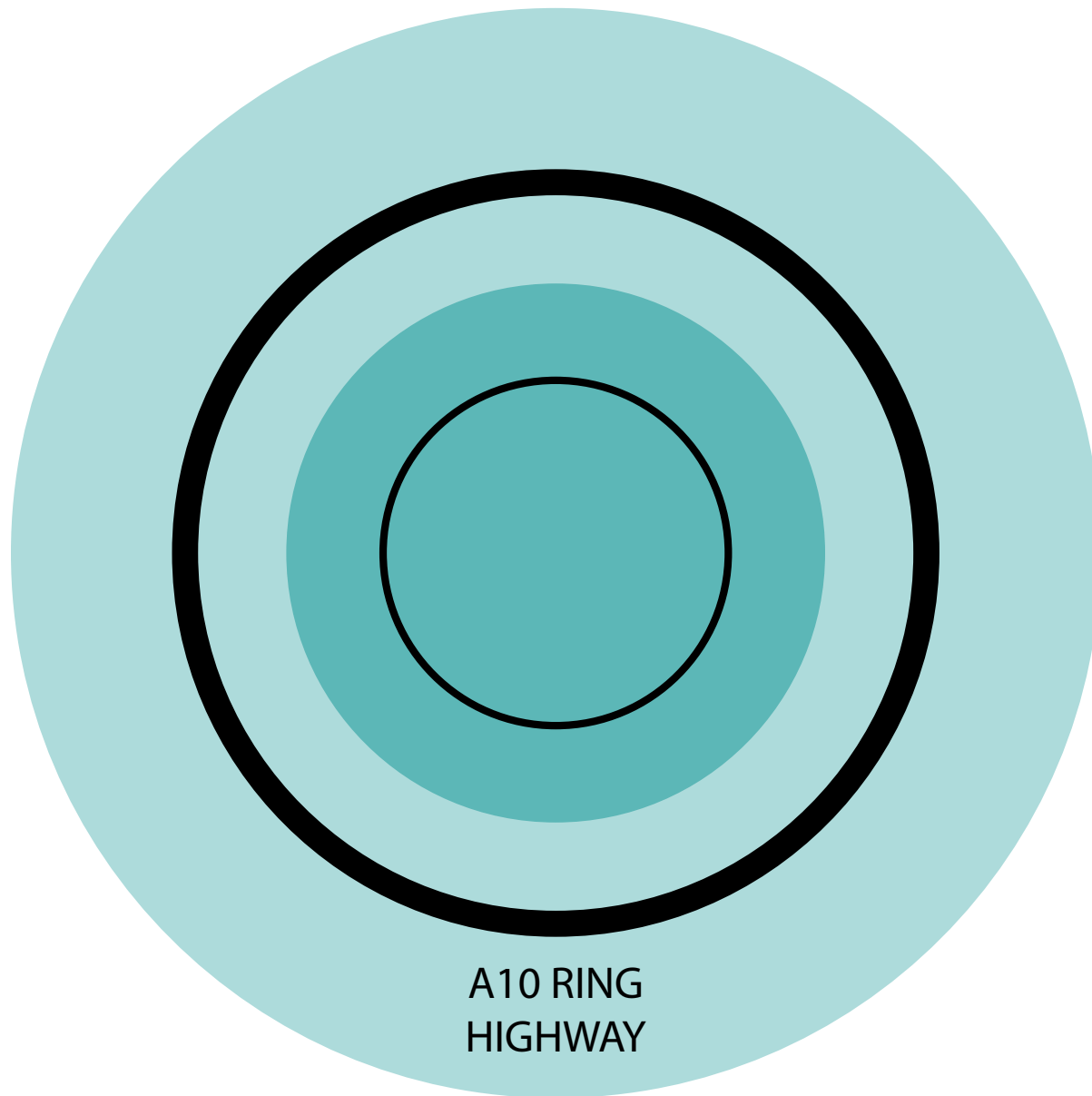
the **impact will increase.**



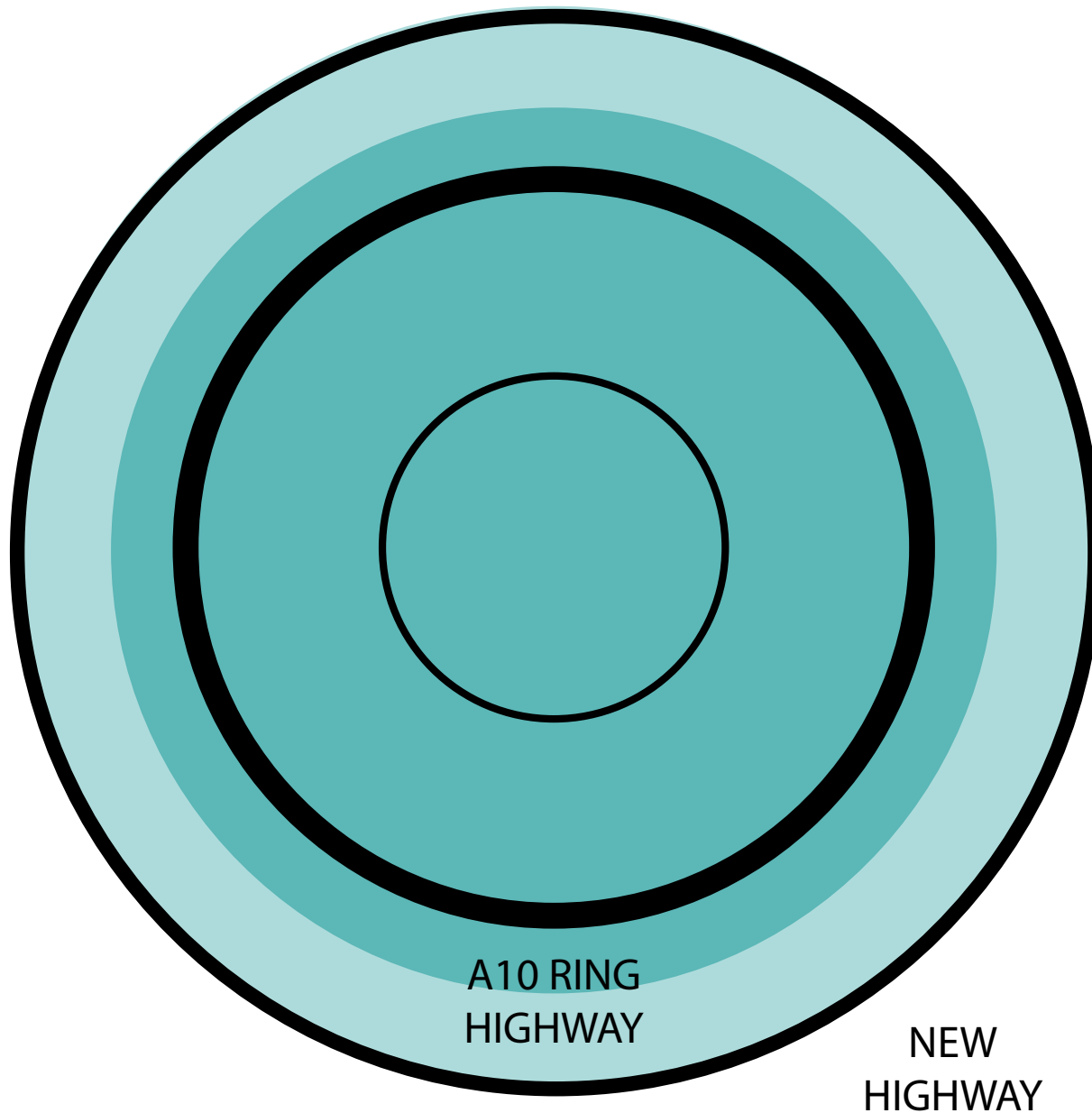


A10 HIGHWAY

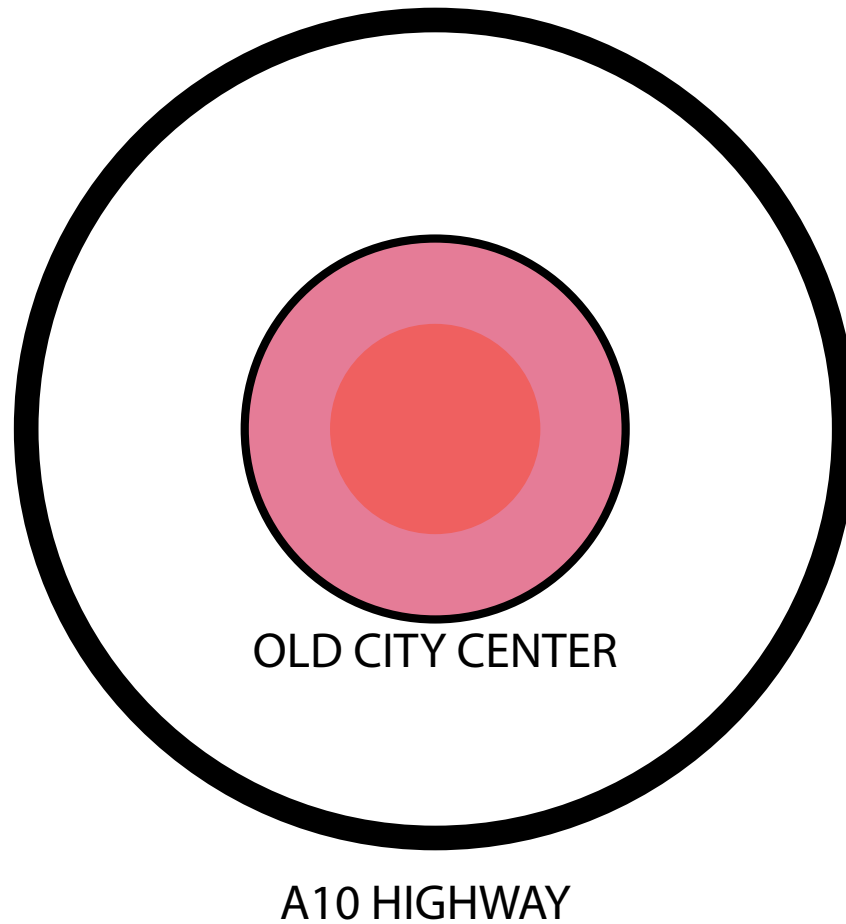
Current Situation

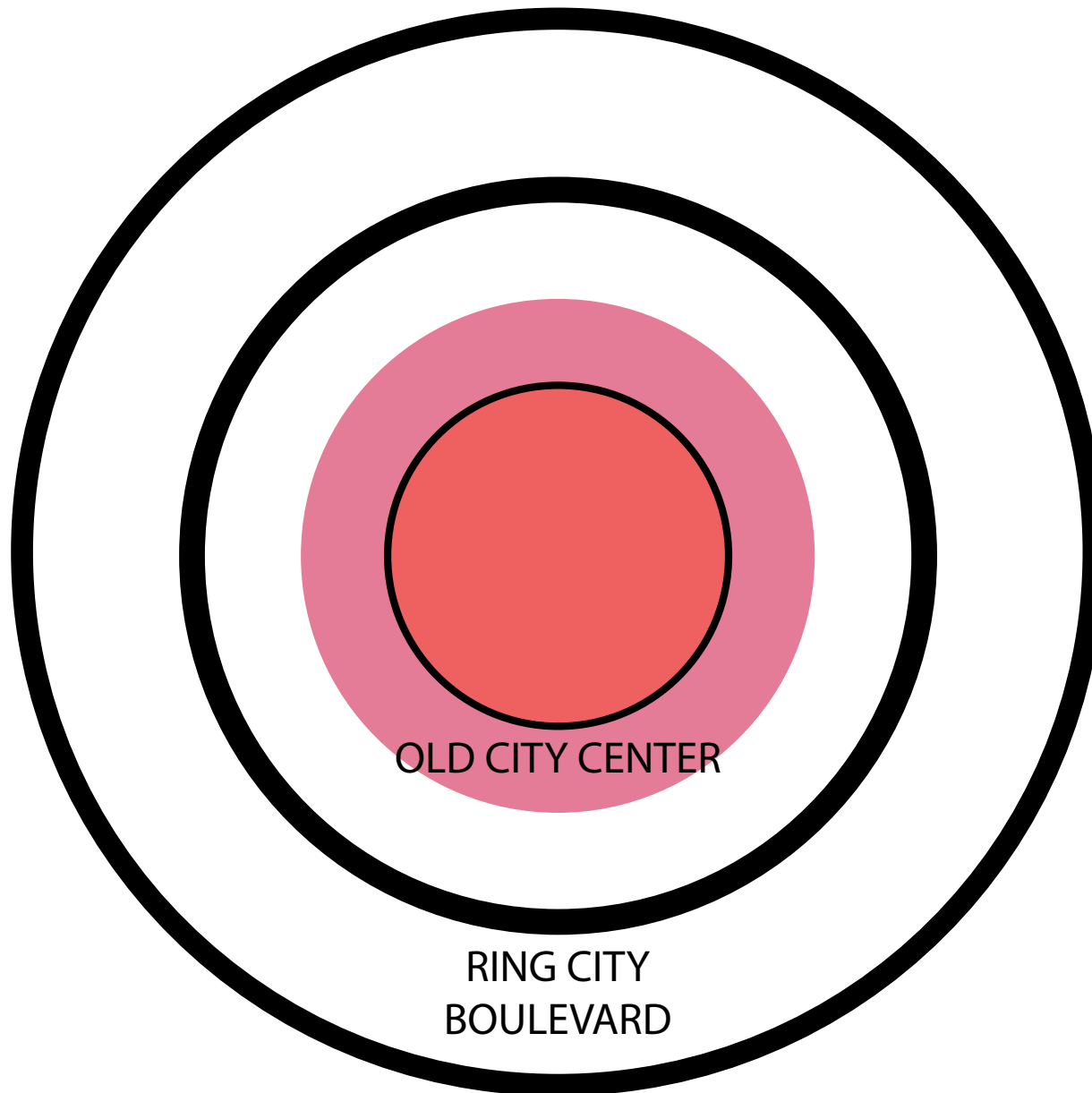


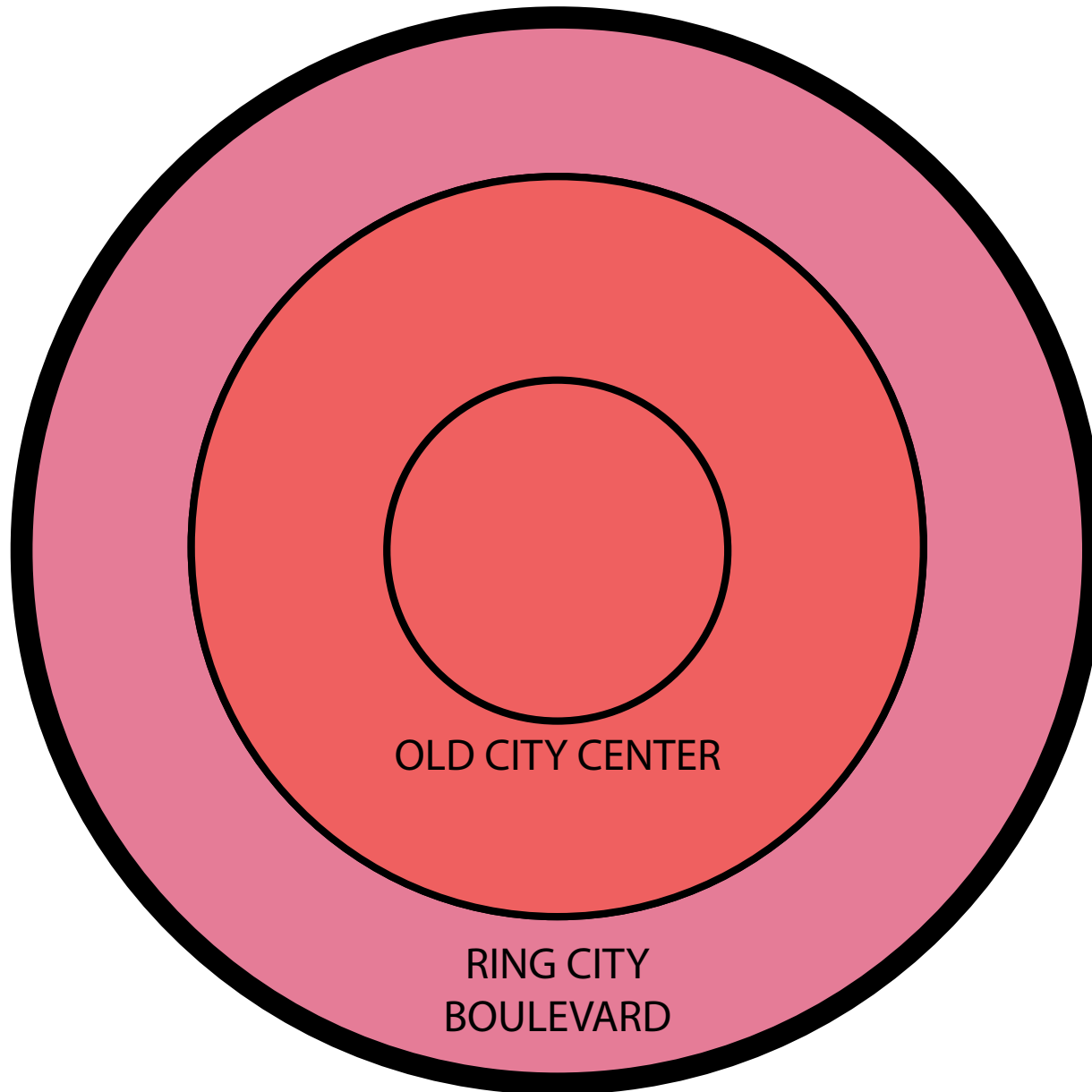
Future situation



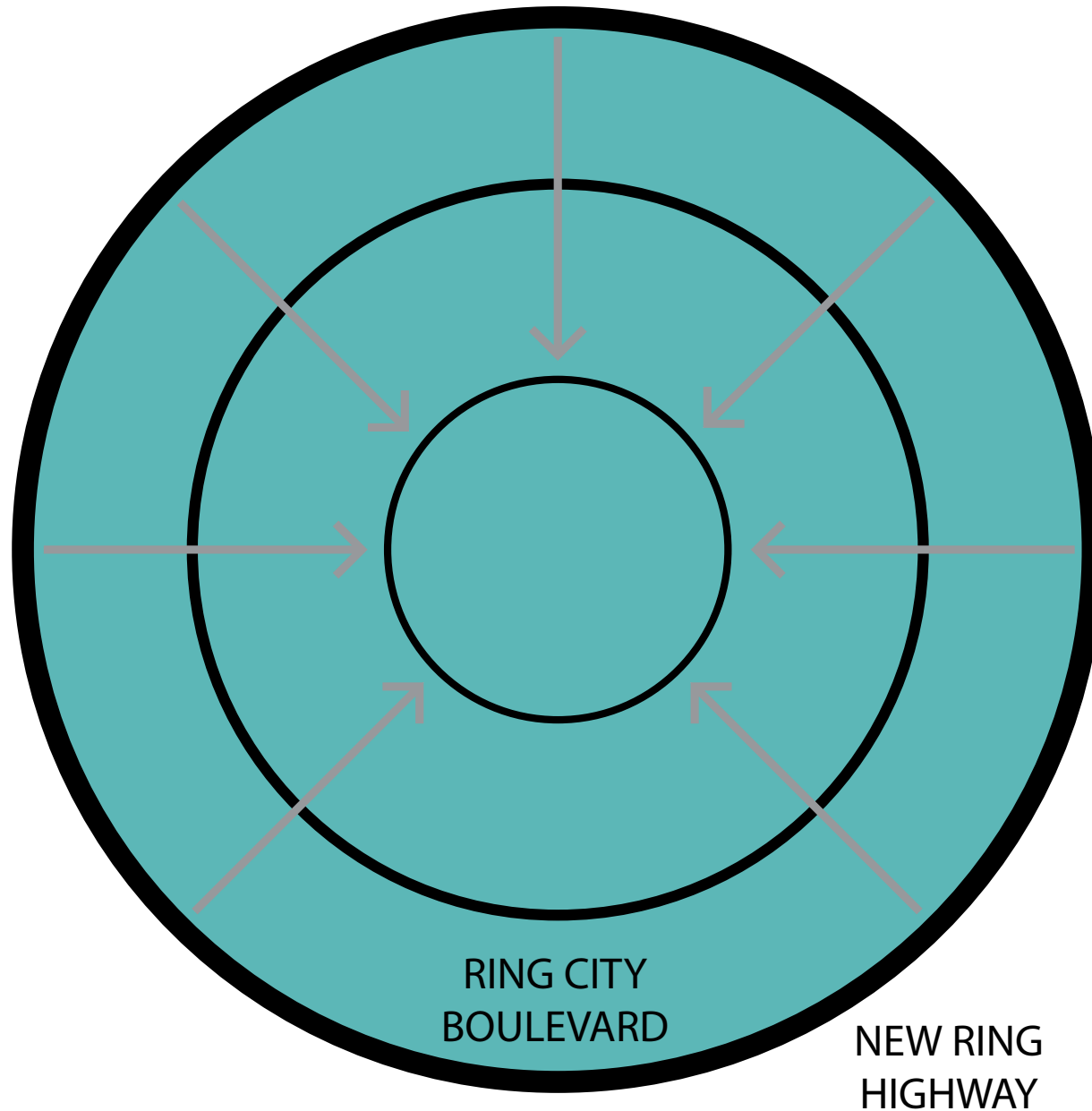
Past situation
Car free tendens







THE HIGHWAY FORMS THE CITY
THE CITY FORMS THE BOULEVARD





CHAMPS ELYSEES, PARIS



PASSEO DE LA CASTELLANA, MADRID



RINGSTRASSE, VIENNA

The road will be
downgraded into a
boulevard

a boulevard with a **strong relation** with the
city.

The building will be explained by the following steps.

Infrastructure

shape / form of the building

programm

structure of the building

climate

routing

material

Infrastructure

Connecting the site physically

City, neighborhoods, programm

Two kinds of mobility

The difference is not in fast or slow mobility
but in distance travelled.

Intercity traffic
long distance

City traffic
medium distance

Neighborhood traffic
short distance

CITY MOBILITY

PASSING THROUGH

**NEIGHBORHOOD
MOBILITY**

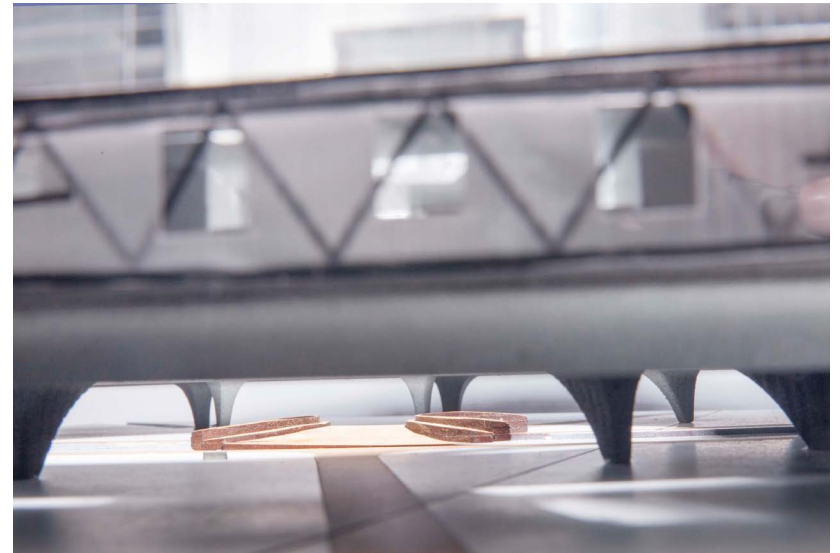
DESTINATION

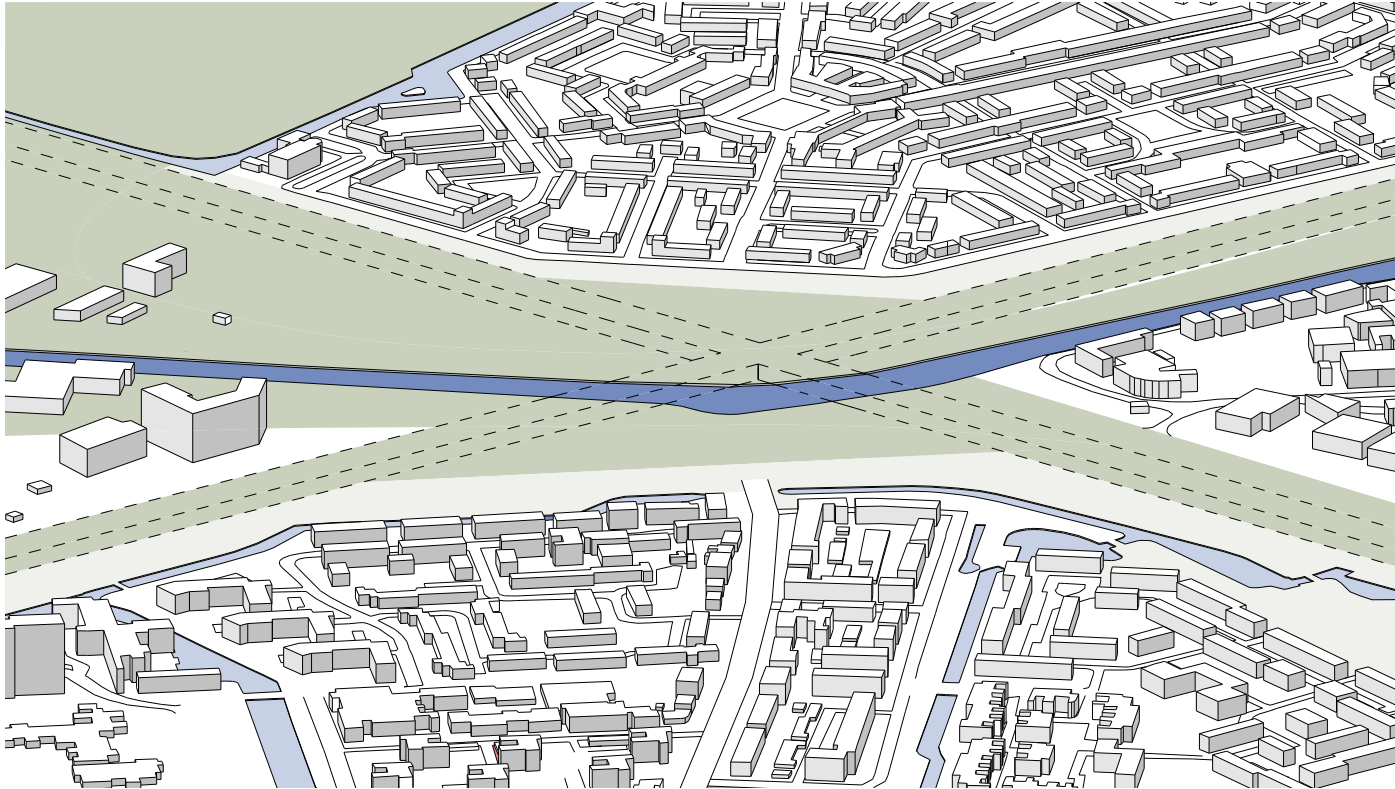
The park route

Connects the different neighborhoods
Connecting short distances by giving space for slow traffic.

As cyclist and pedestrians

The route tells a story about the different neighborhoods surrounding the site.





Park

By connecting the greenstructures
along the **Weespertrekvaart**
the neighborhoods are connected.

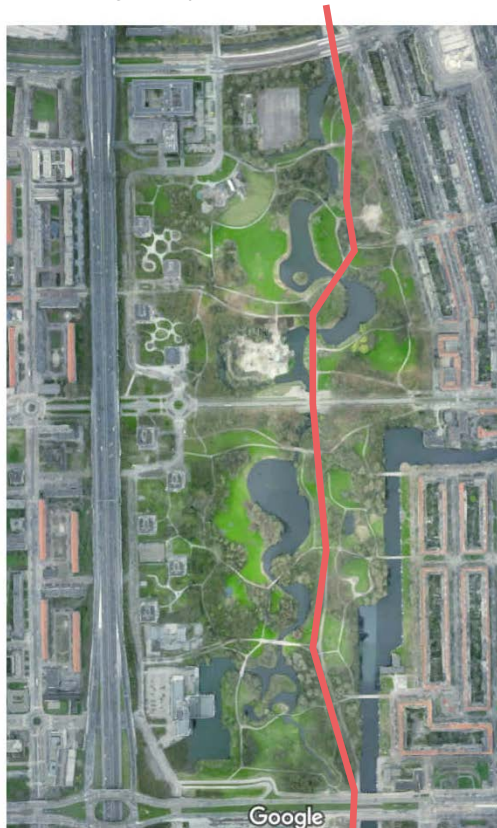


Beatrix Park, Amsterdam Zuid
Google.maps

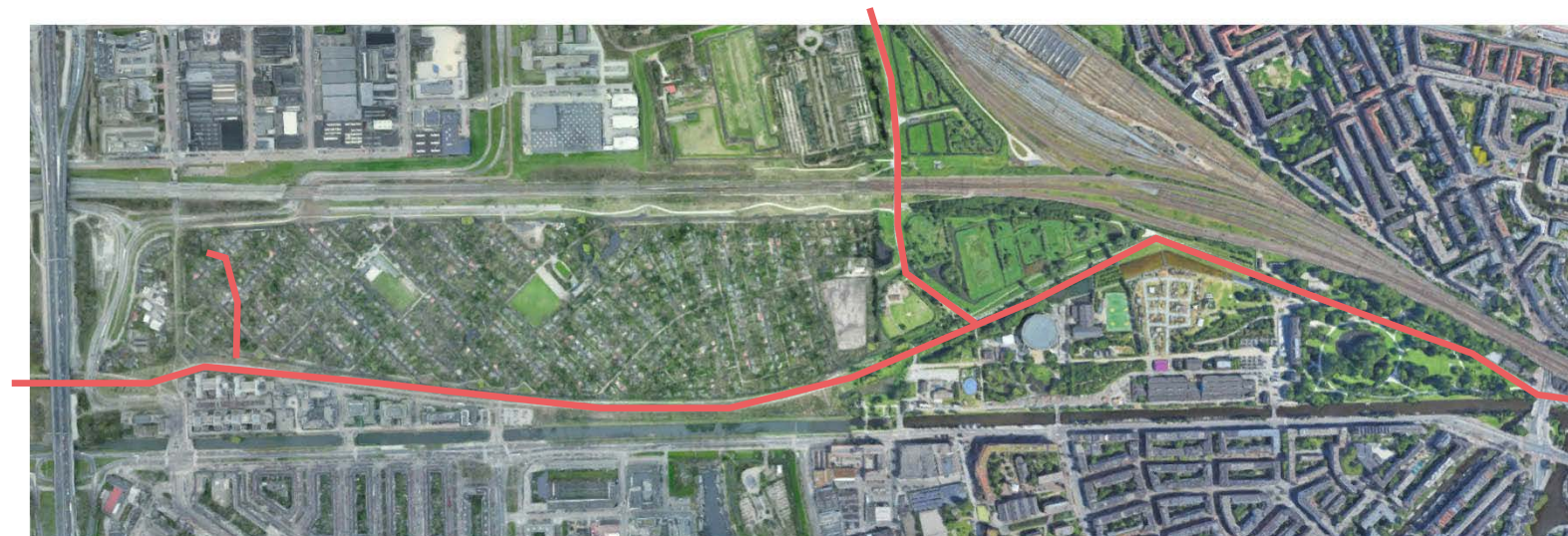


Vondelpark, Amsterdam Zuid
Google.maps

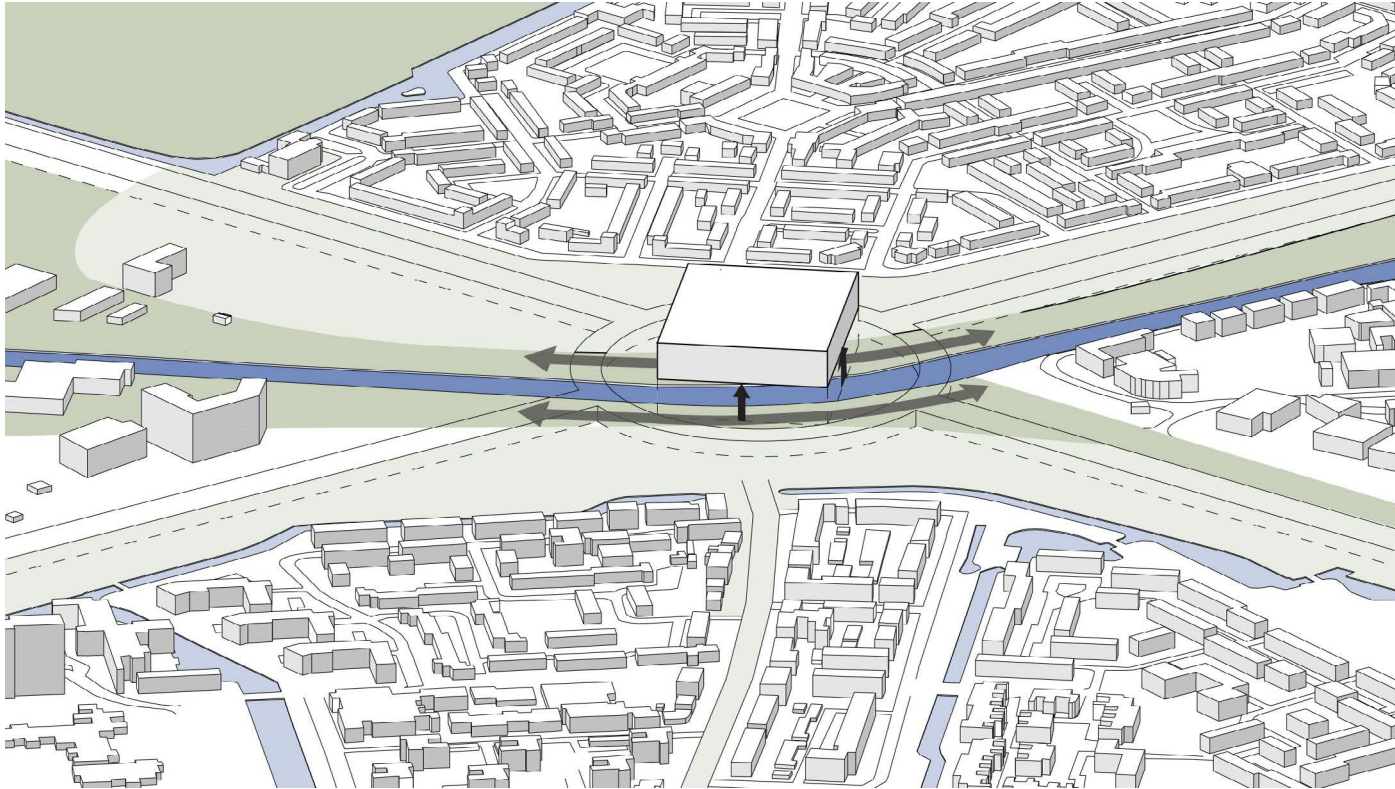
Rembrandtpark, Amsterdam West
Google.maps



Westerpark, Amsterdam West
Google.maps



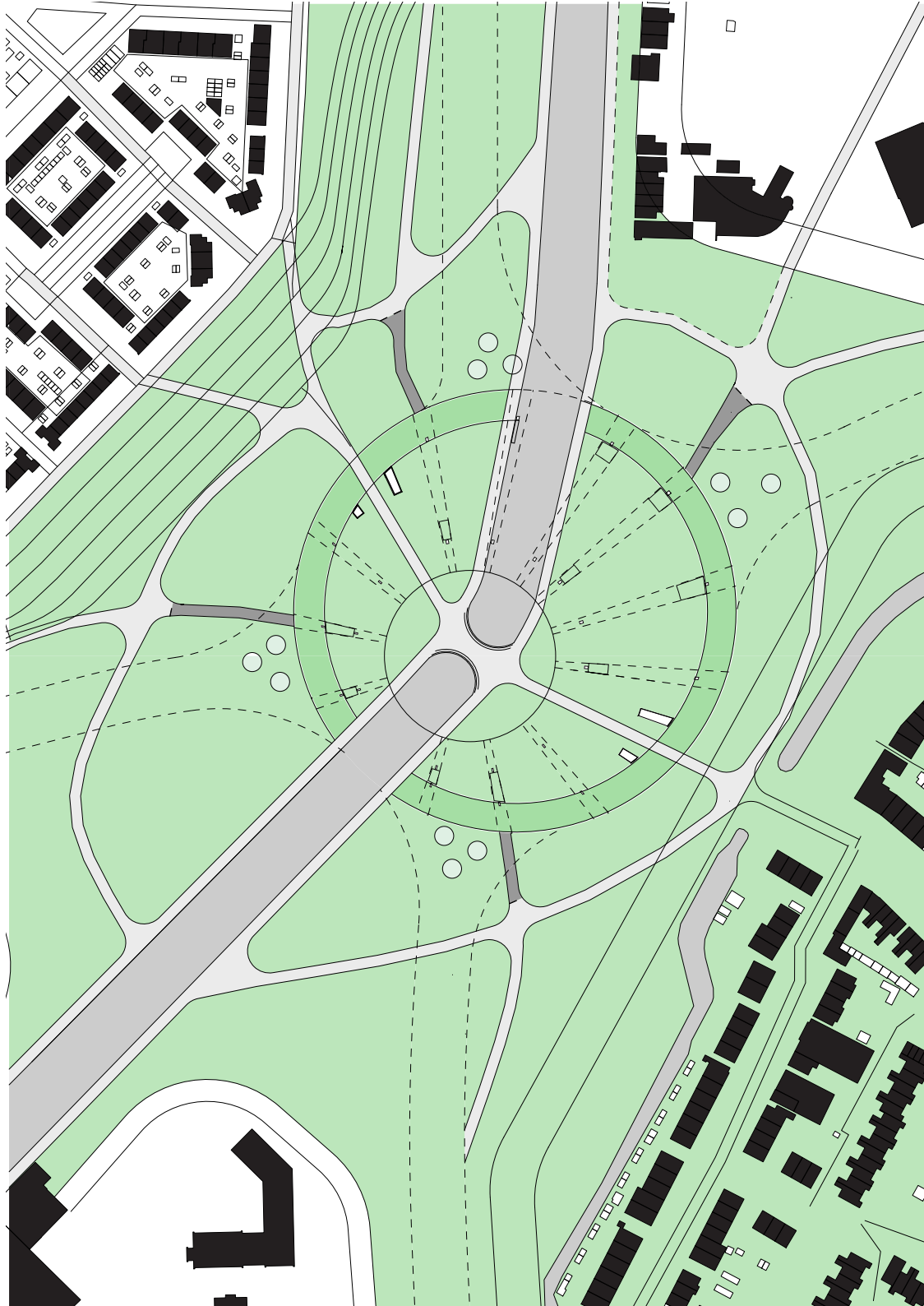
IN AMSTERDAM DIFFERENT NEIGHBOODS ARE CONNECTED BY A PARK
THE PARK AS A CENTRE OF THE SURROUNDING NEIGHBORHOODS..



ELEVATING THE BUILDING

Letting the green structures go underneath
it free.

Creating public space.



PARK

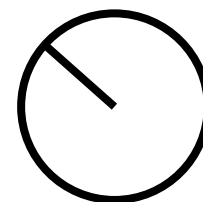
BIG OPEN PARK

BIG EVENTS

BUILDING ORGANISES THE PARK

BUILDING GIVES THE PARK A ROOF

BIKE PARKING UNDERGROUND
WITH ENTRANCES TO THE BUILDING



boulevard route

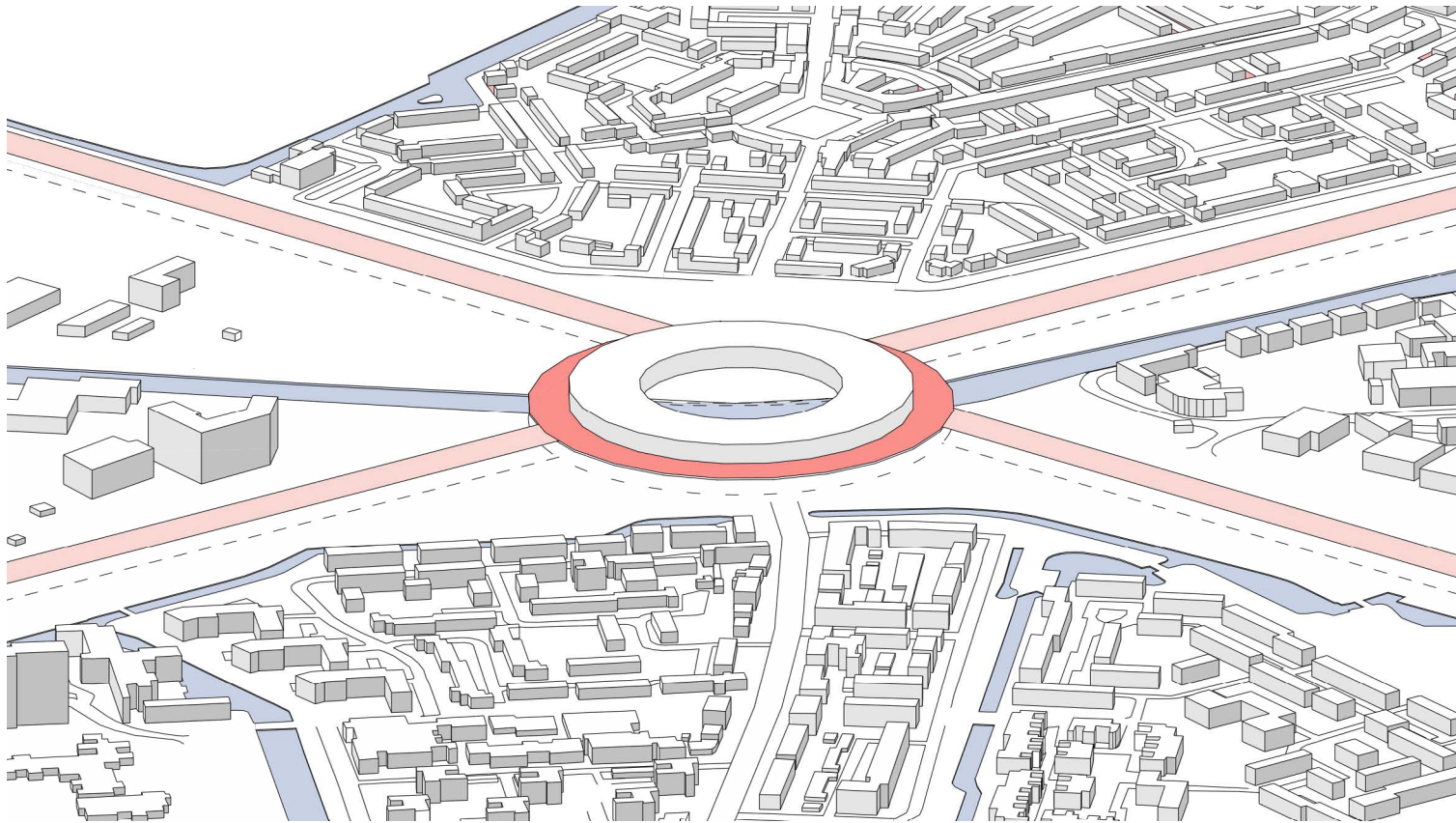
Connects the site with the Metropole Amsterdam

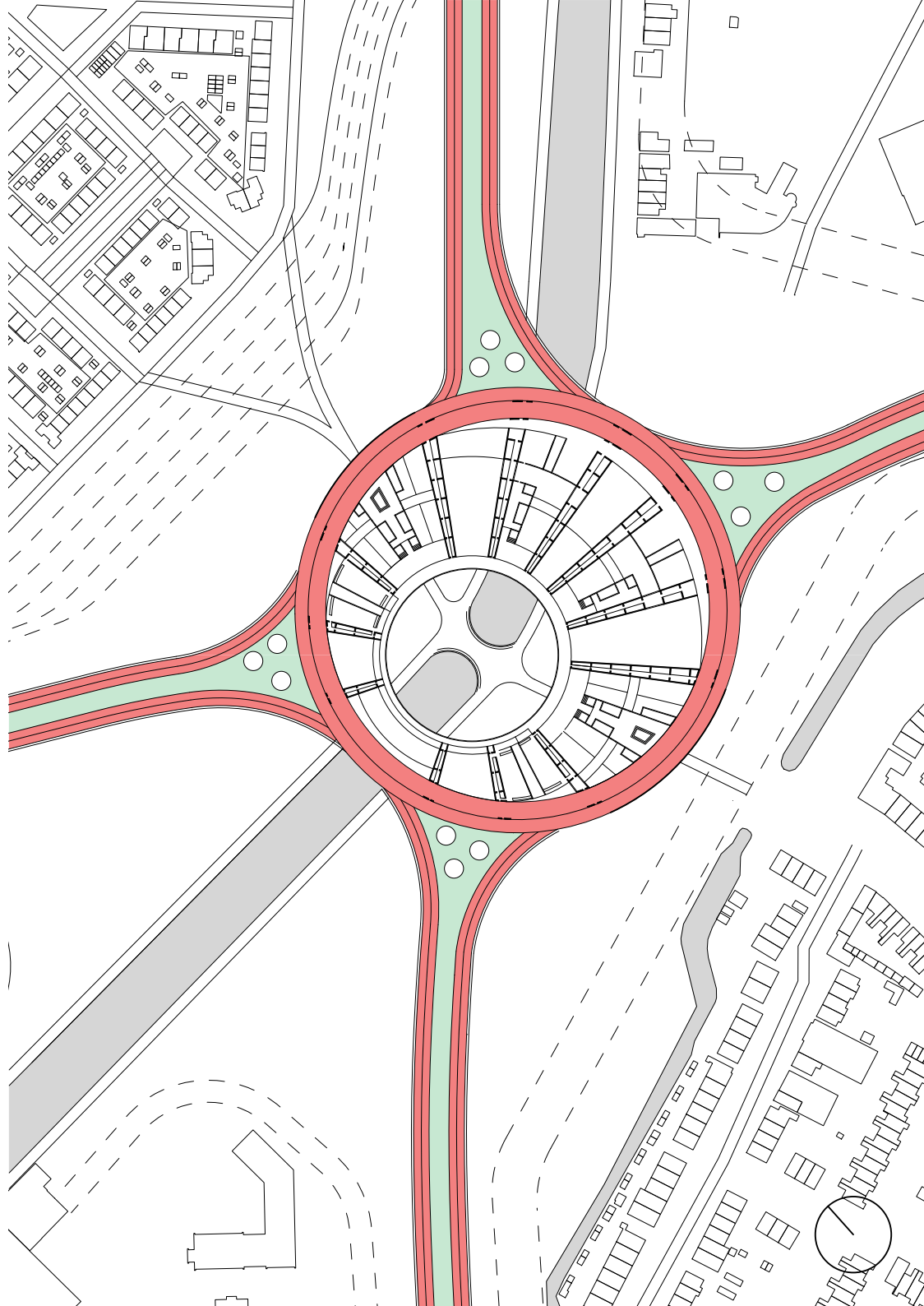
Shows the “filmroll” of the different neighborhoods to the city



Connecting the city

Forming a roundabout around the building





Boulevard

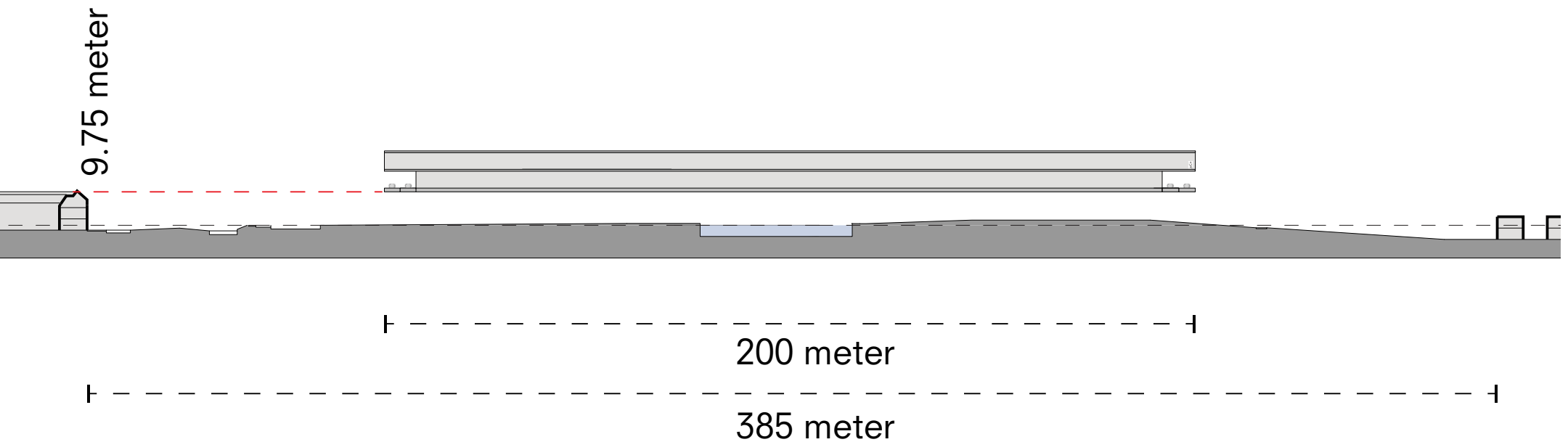
For different mobilities
trucks
cars
bikes
pedetrian

With a green structure in the
middle

SEPERATED MOBILITY

ELEVATED TO THE
HIGHT OF DUIVENDRECHT

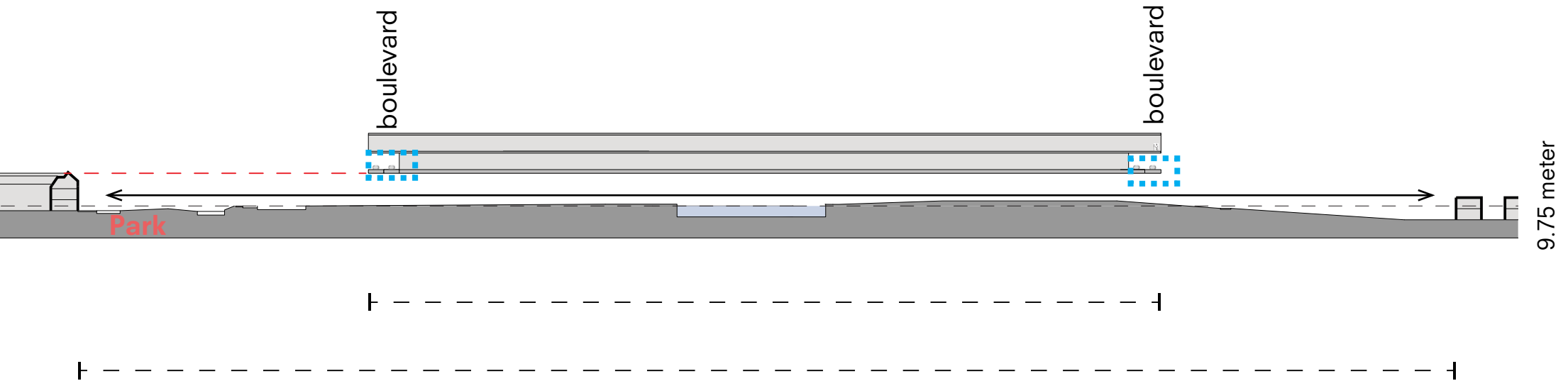
THE BUILDING IS **200 METERS** WIDE



Connection Boulevard and Park

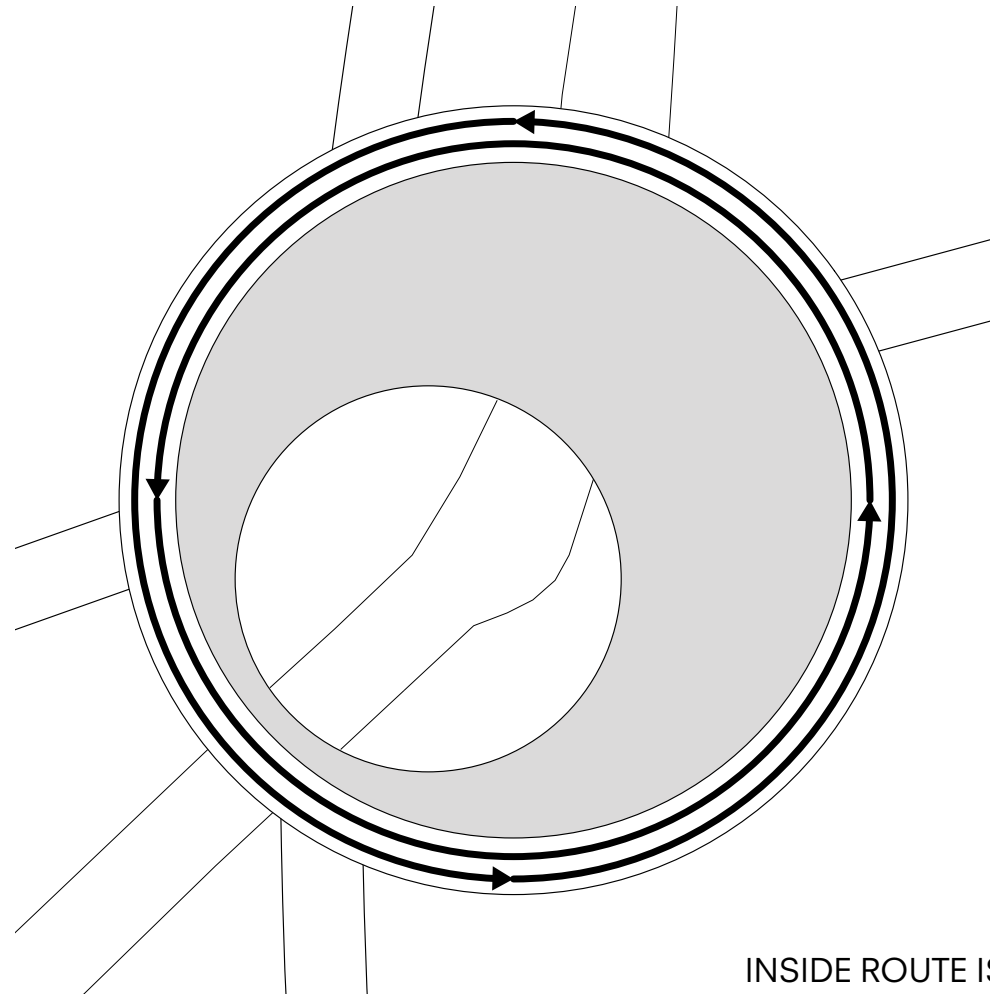
Park, neighborhood mobility ground level

Boulevard, city mobility elevated
together with the building



ROUNDAABOUT SEPERATED

DESTINATION
PASSING THROUGH

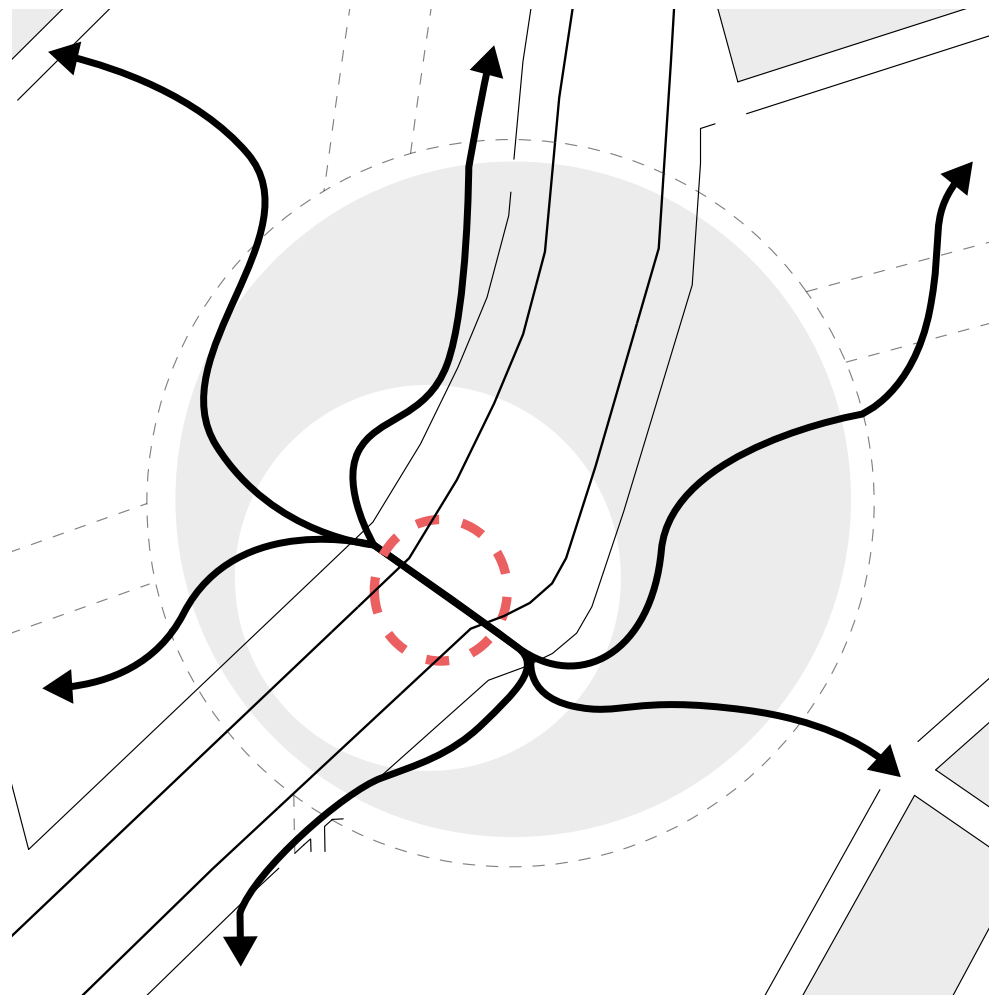


INSIDE ROUTE IS FOR DESTINATION
TRAFFIC

OUTSIDE ROUTE IS FOR PASSING
TROUGH

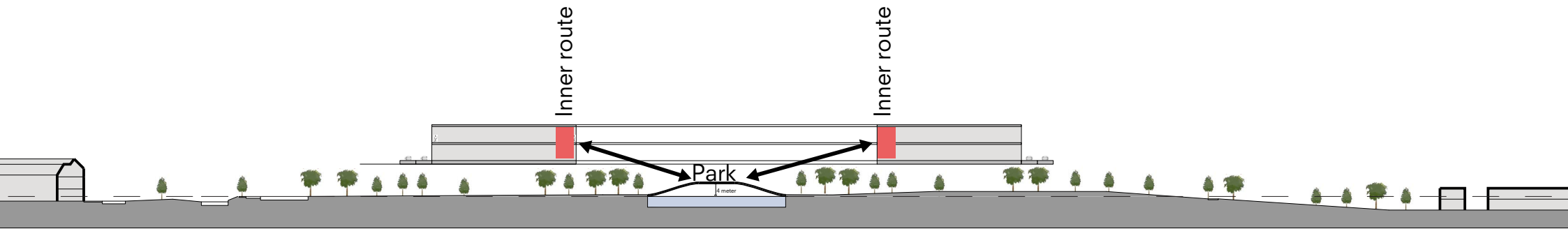
Neighborhoods traffic

connected by a **bridge**
over the
Weespertrekvaart



Connection between Park route and building

To create a strong connection between the building,
The Building will open in the middle to create clear views.



SHAPE OF BUILDING

based on the connection between

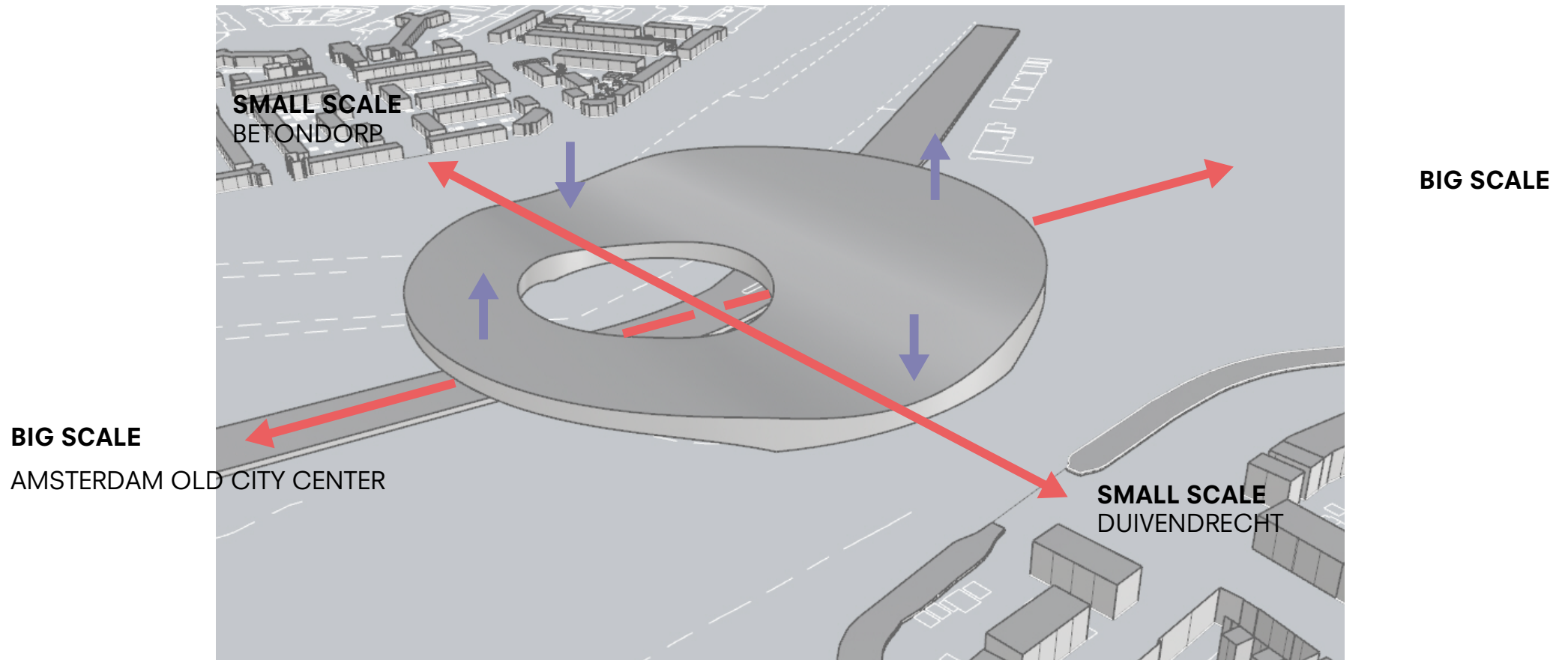
the city

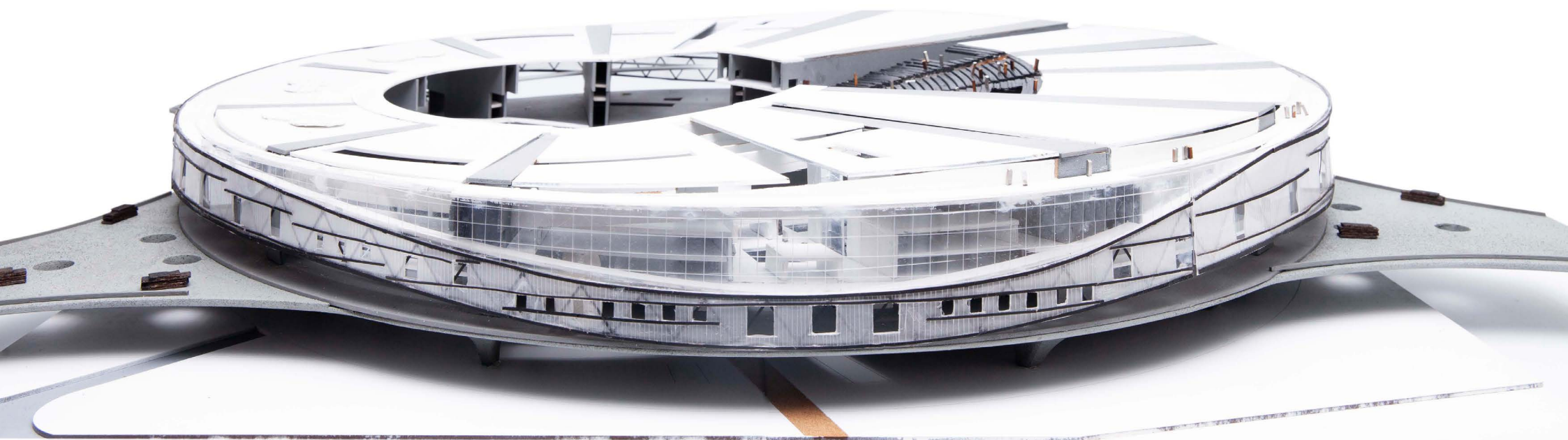
neighborhoods

infrastructure

SHAPE OF THE BUILDING

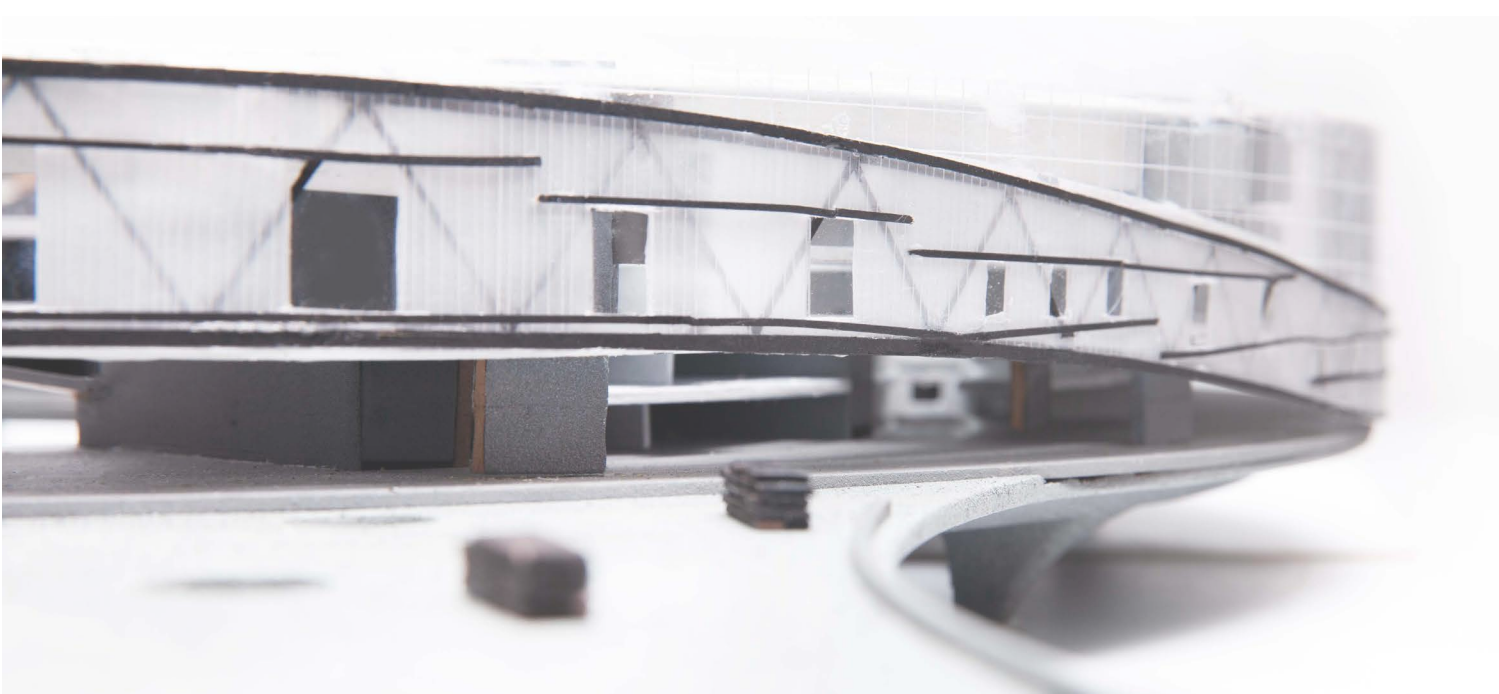
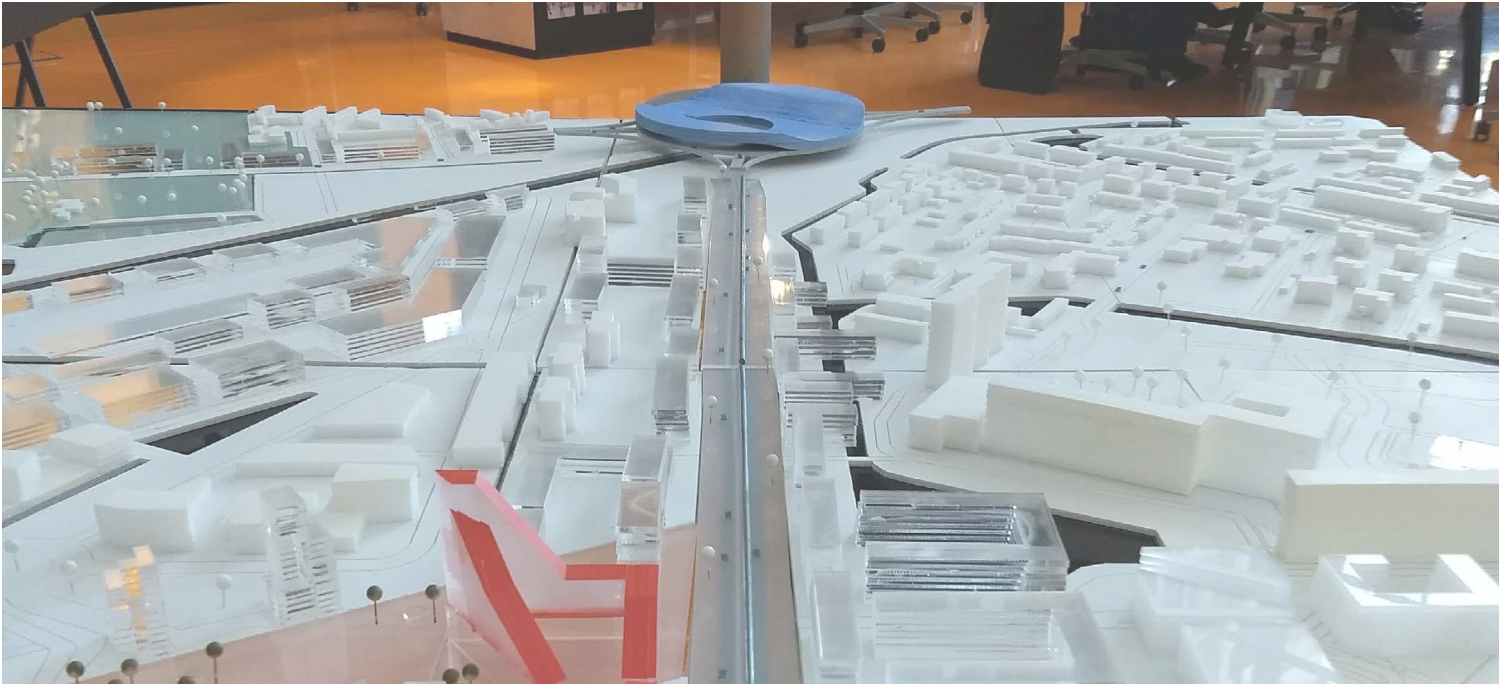
FOLLOWING THE CONTOURS OF THE
NEIGHBORHOODS





OPENING TO INFRASTRUCTURE

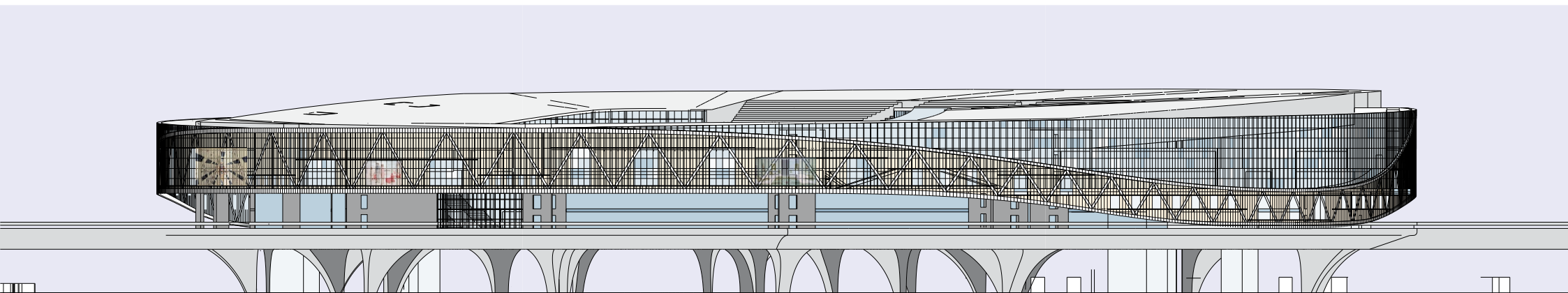
the Boulevard



FACADE TO THE CITY
SOUTH - WEST FACADE

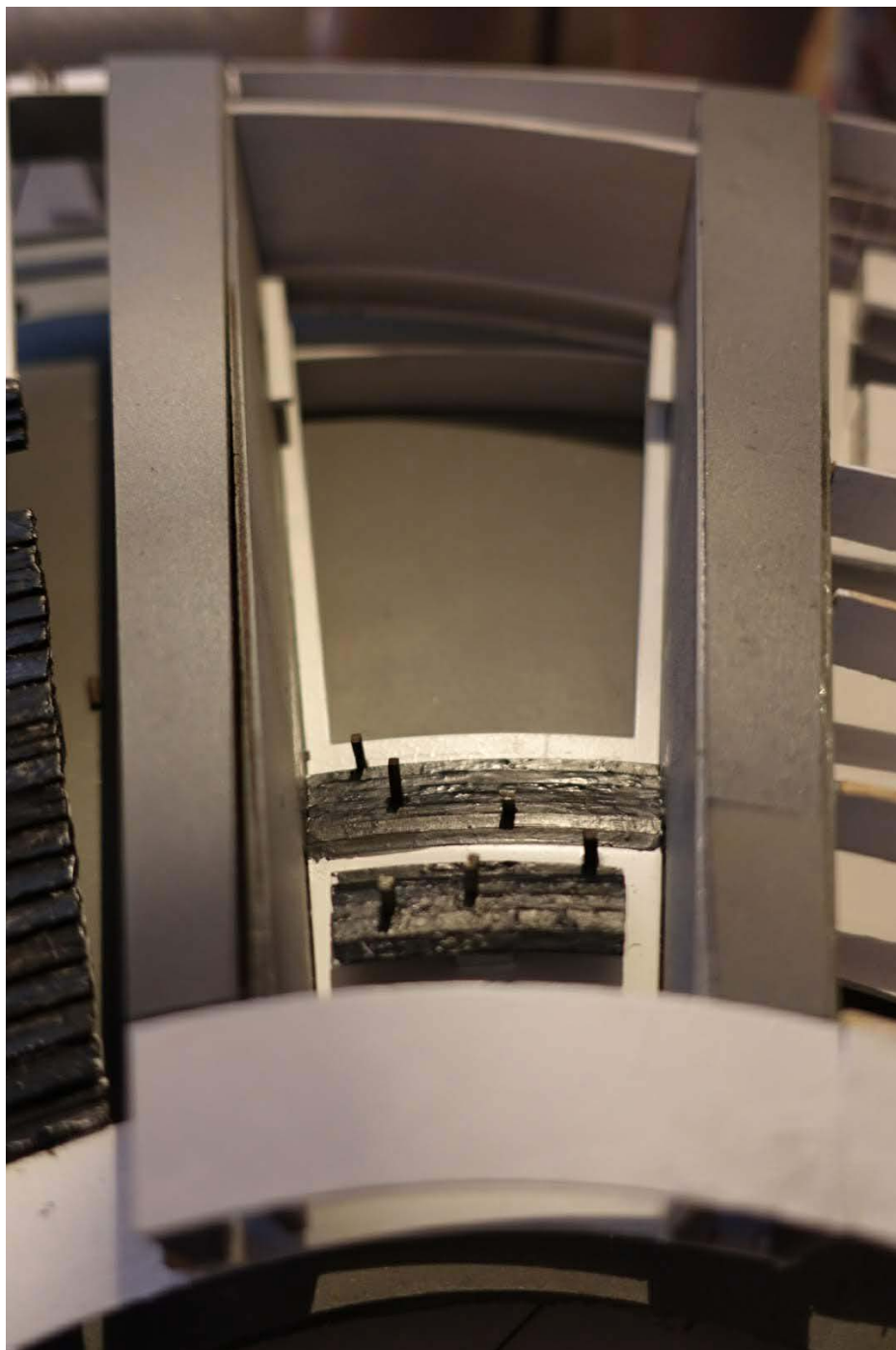
EAST SIDE (LEFT)
THE FACADE OPEN TOWARDS THE OLD
CITY CENTER.

SOUTH SIDE (RIGHT)
THE FACADE WAVES DOWN TO THE
LOW DENS NEIGHBORHOOD OF
DUIVENDRECHT.



PROGRAM

film / movie studio



"WHAT ROTTERDAM IS FOR TRANSPORT, AND EINDHOVEN FOR DESIGN, AMSTERDAM AND HILVERSUM MUST BECOME FOR MEDIA." PATRICK MEERSHOEK, PAROOL, 30-01-2016

"WHEN WE STARTED THE PROGRAM, IN THE PLANTAGE AT ARTIS, OUR FIRST REQUIREMENT: IT MUST BE IN AMSTERDAM, WHERE MOST OF OUR GUESTS LIVE. THEY WANT TO BE ABLE TO COME BY BIKE."
Herman Meijer, NRC.NL, 10-12-2012

"I WANT TO FURTHER PROFESSIONALISE FILM SOUND EDITING IN THE NETHERLANDS. THE NETHERLANDS HAS THE POTENTIAL TO BECOME A MAJOR PLAYER IN THIS AREA. WE ARE OFTEN ASKED FOR INTERNATIONAL CO-PRODUCTIONS." PETER WARNIER, PAROOL, 26-05-2017



MEDIA PARK HILVERSUM PROGRAM

ITS A NEIGHBORHOOD ON ITSELF

**WITH A DIVERS PROGRAM
24/H CITY**



 STUDIO'S +
FACILITIES

 FOYER
MEETING SPACES

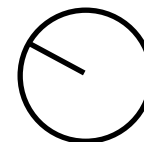
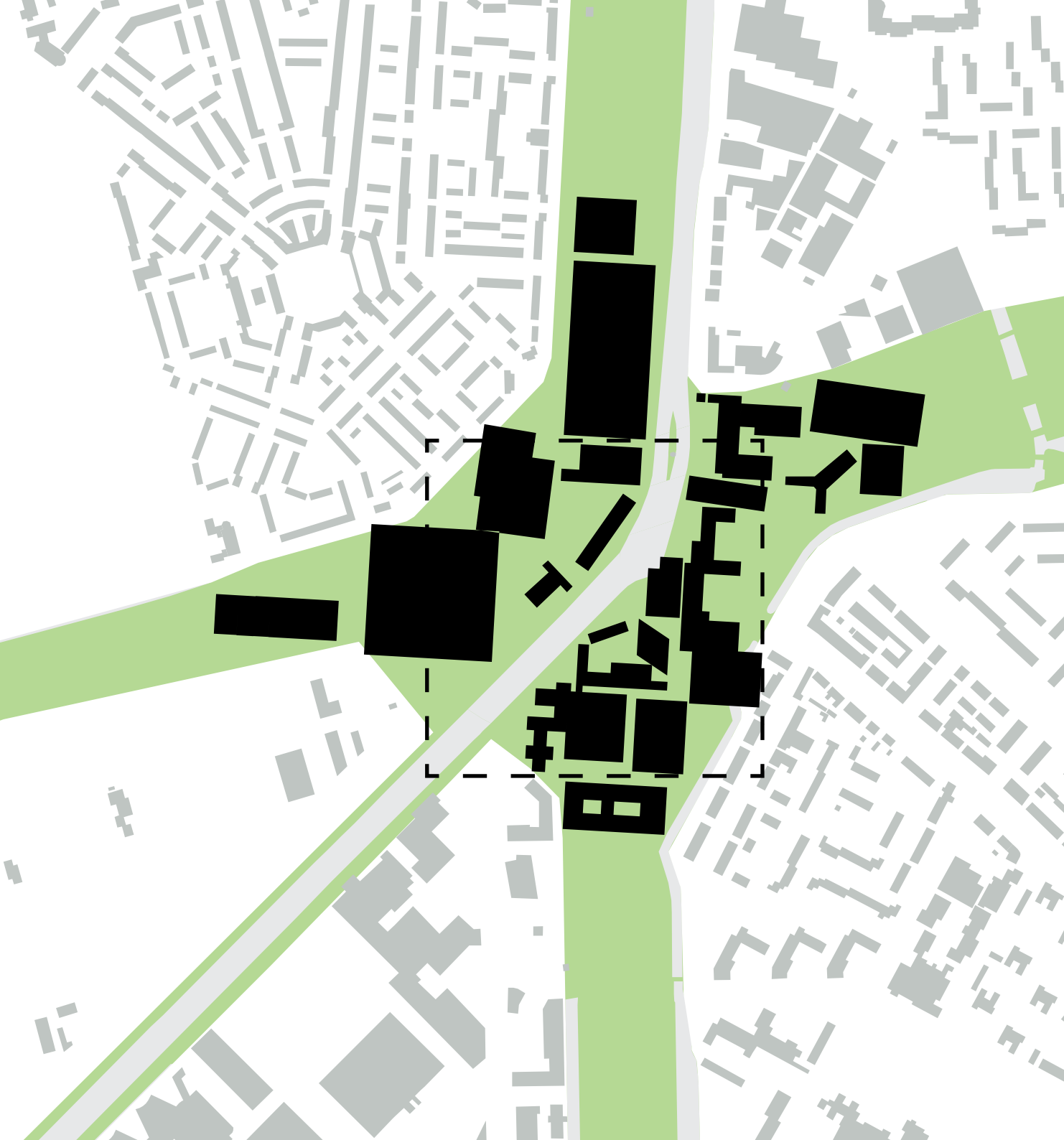
 OFFICES

 CULTURE

Providing a lot of jobs

mediapark hilversum
almost fits int the site

media park capacity
employees 3000
visitors up to 5000



DIFFERENT SIZES OF STUDIOS

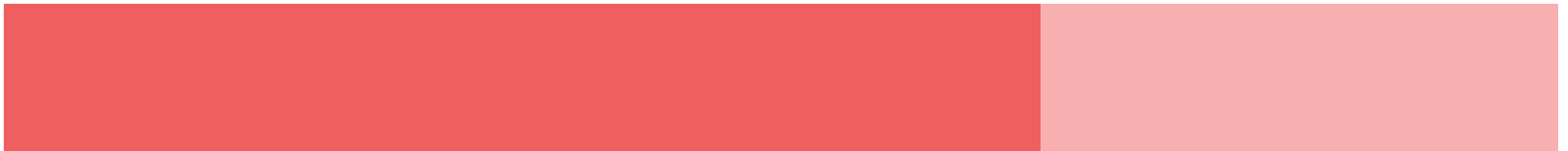
SIZE DETERMINED



SMALL STUDIO
AROUND 300M2



MEDIUM STUDIO
AROUND 1000M2



BIG STUDIO
AROUND 2000 TO 3000M2

FOCUS WILL BE ON
PUBLIC BROADCASTING
CHANNEL

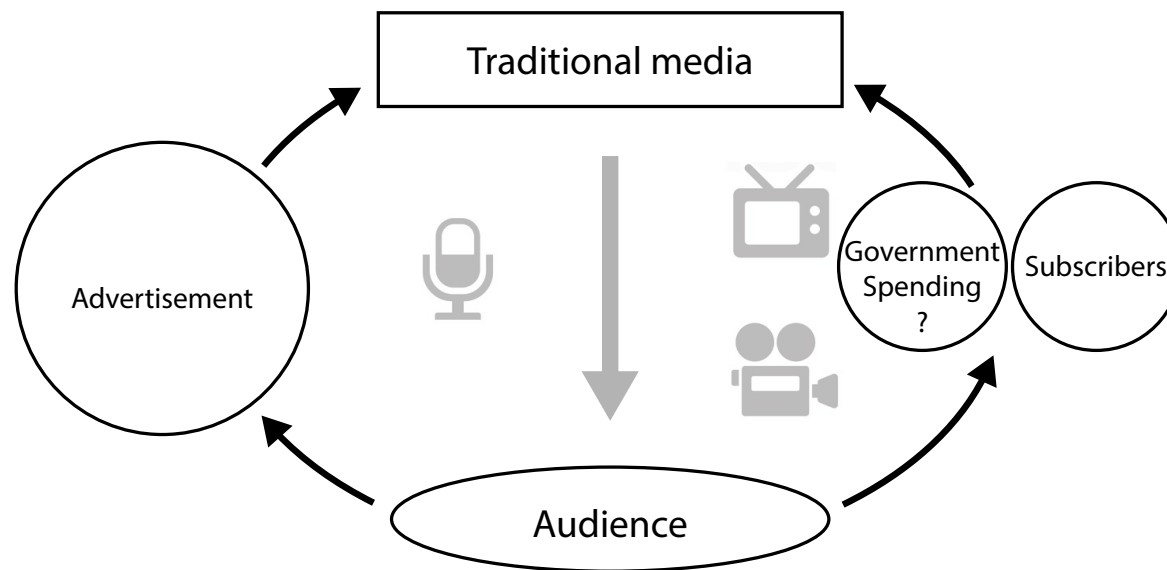


FINDING A NEW IDENTITY

AS IN OTHER COUNTRIES THE DUTCH
PUBLIC BROADCASTING CHANNEL IS
SEARCHING FOR A NEW IDENTITY.

“Swiss to Vote on Mandatory Public TV Fee as Europe Watches.”
The New York Times, 03-03-2018

“In de Tweede Kamer tekent zich genoeg steun af voor **wijzigingen in het publieke omroepbestel**.
Die houden onder meer in dat amusement op de publieke televisie wordt beperkt en dat
buitenproducenten toegang krijgen tot het bestel.”
Het Parool, 09-10-2015



PUBLIC BROADCASTING CHANNELS IN TRANSITION

ORGANISATION

PRODUCTION

FINANCING



ORGANISATION

TRADITIONAL MEDIA VS.
NEW MEDIA



PRODUCTION

HUMAN MADE VS
COMPUTER MADE



FINANCED

GOVERNMENT FINANCED

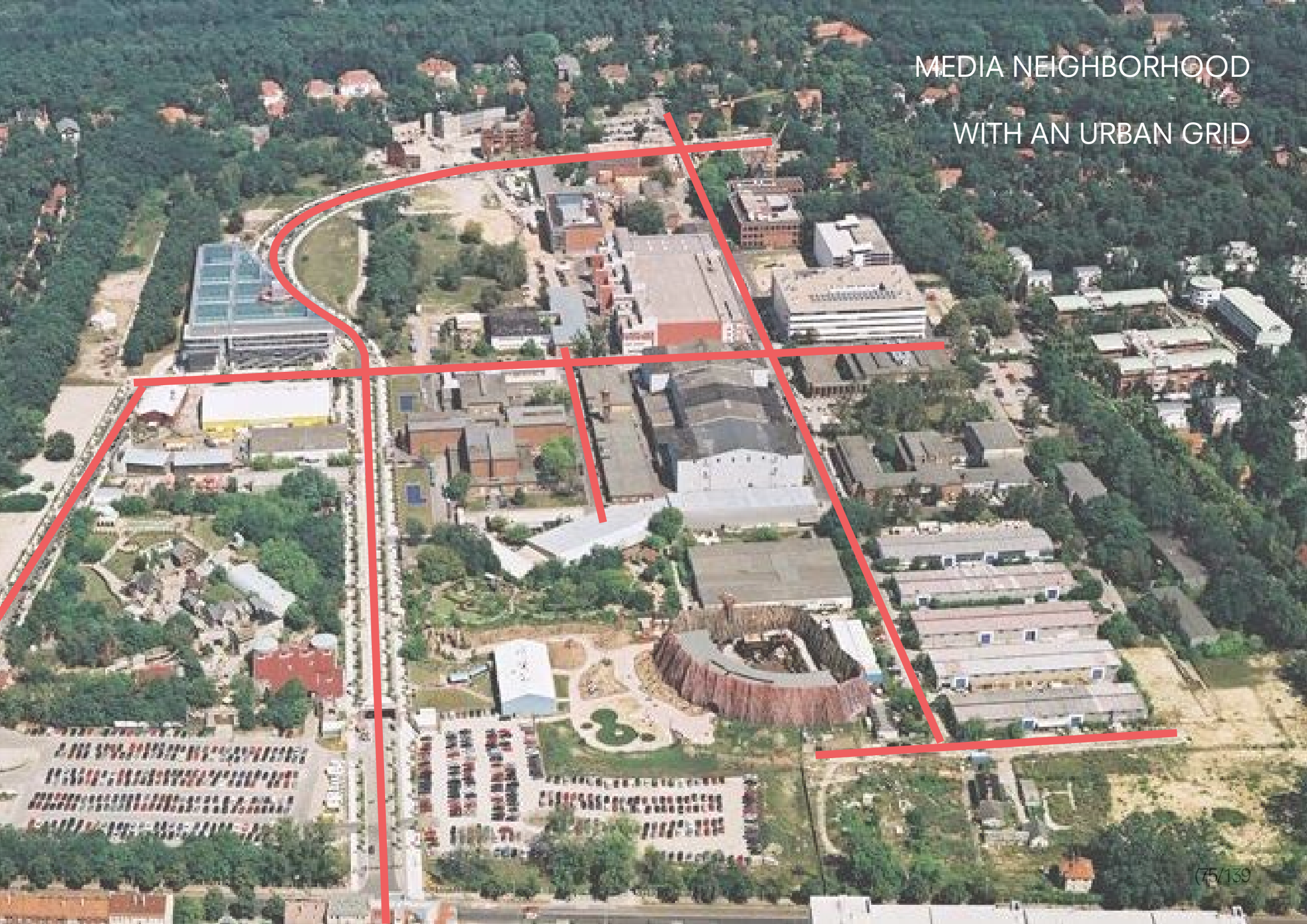
VIEWER FINANCED

ADVERTISEMENT FINANCED

Frontstage - is forming the entrances to the studio's
Backstage - is forming the entrances to the offices and roof

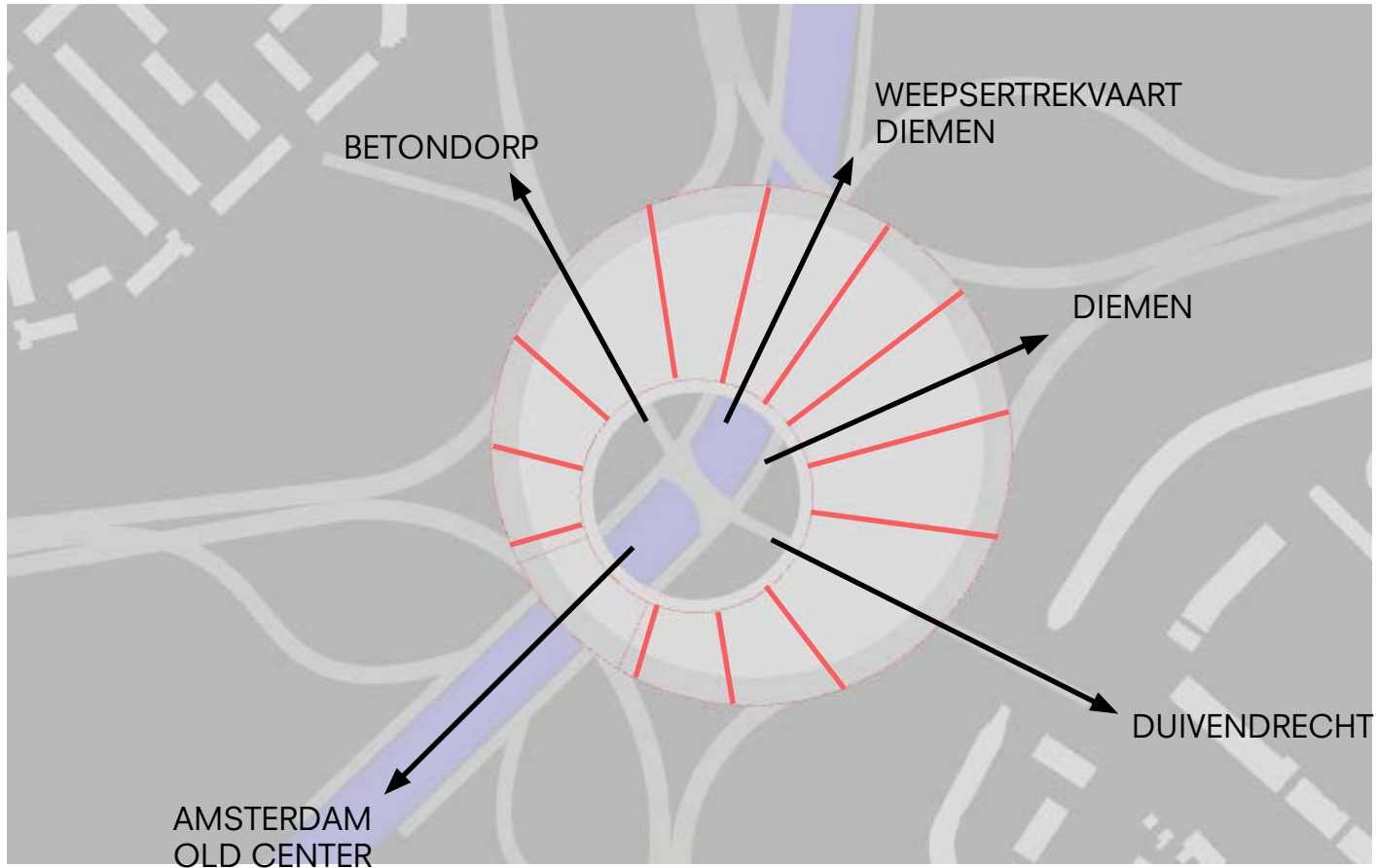
The building has to be a vasilitator of media,
it has **adapt** to its identity and the demand

MEDIA NEIGHBORHOOD
WITH AN URBAN GRID



URBAN GRID THAT CONNECTS

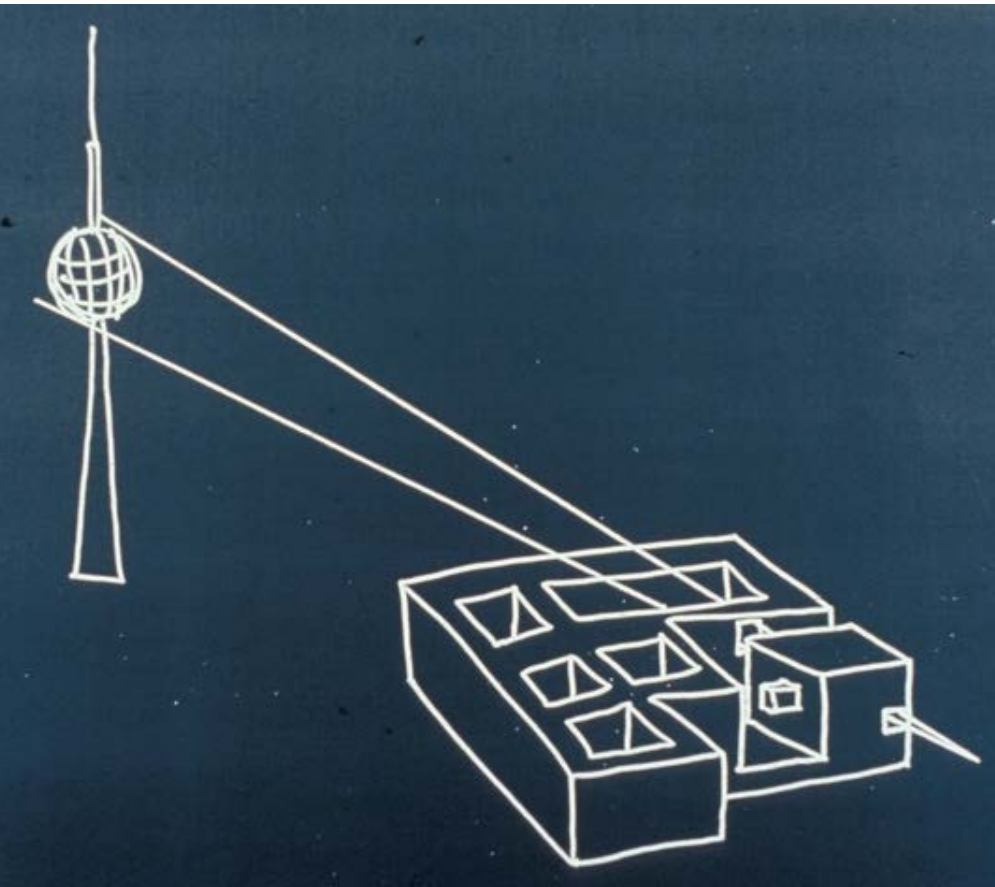
NEIGHBORHOOD WITH AN URBAN GRID WHICH IS CAPABLE OF
CONNECTING



URBAN GRID RADIALS

radials creating sight lines to the surroundings.

making them a part of the building without physically being a part.



Dutch Embassy, OMA,



DUTCH EMBASSY, BERLIN OMA

by creating a sightline to the tower the
tower becomes a part of the concept





URBAN GRID

circles

the front and back stage route

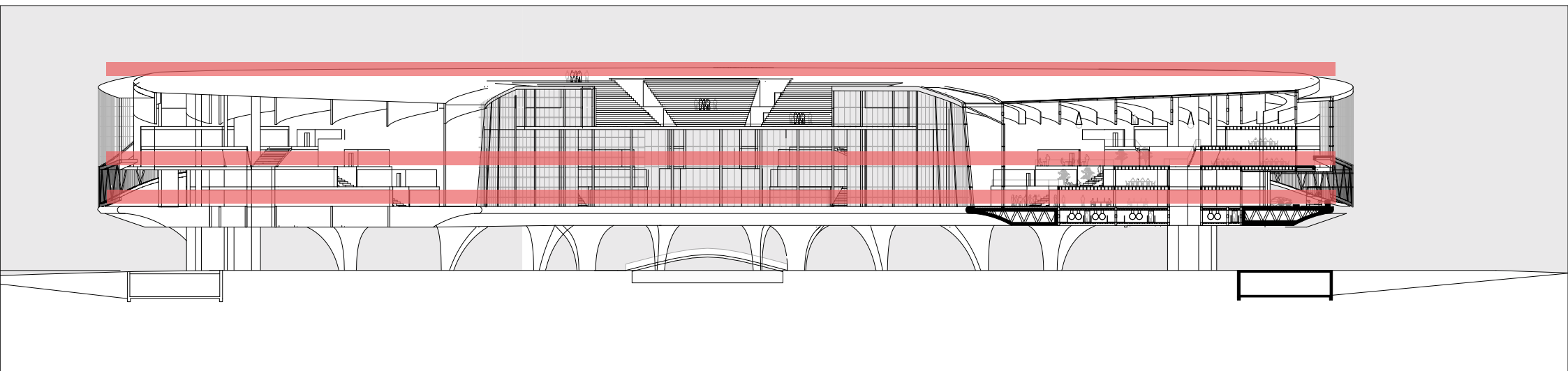
circles are connecting the sight lines **into a film roll**

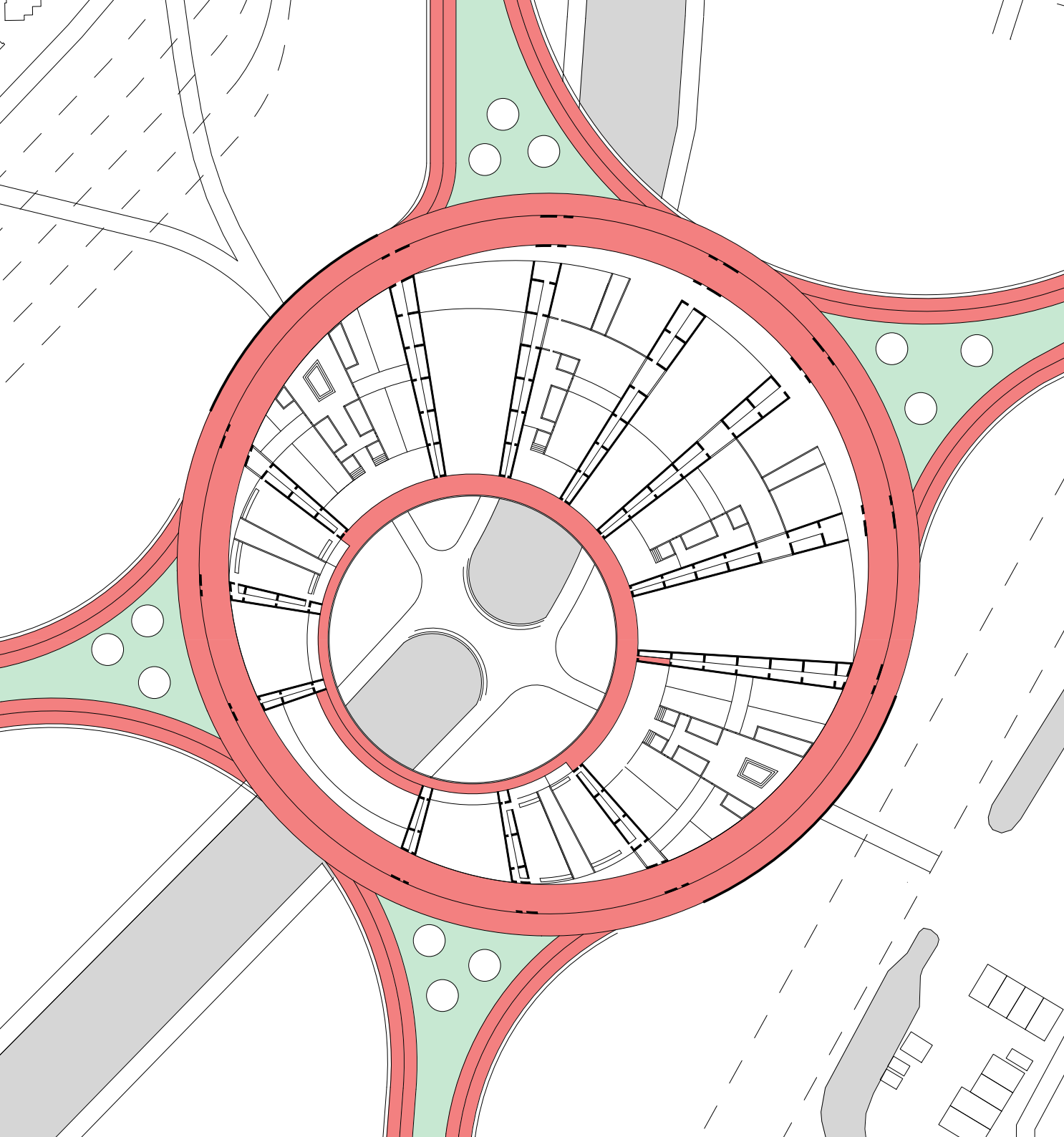


FLOORPLANS

DEFINING FLOORS

THE **FIRST** THE **THIRD** AND THE **ROOF**





first floorplan

Outside boulevard

inside frontstage route

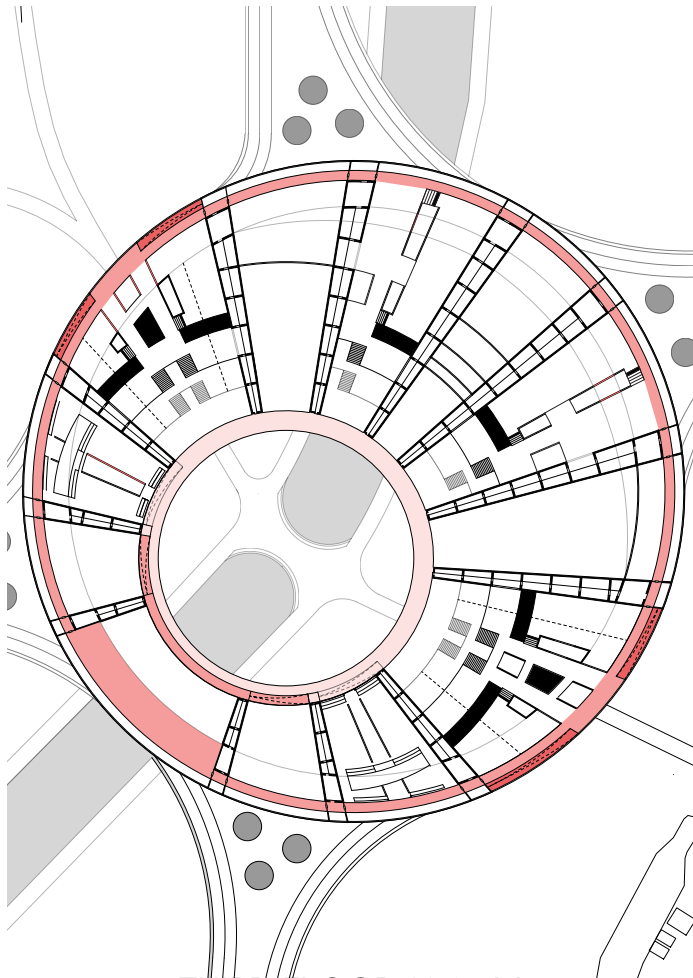
FIRST FLOOR 9.75 M

ROUTING

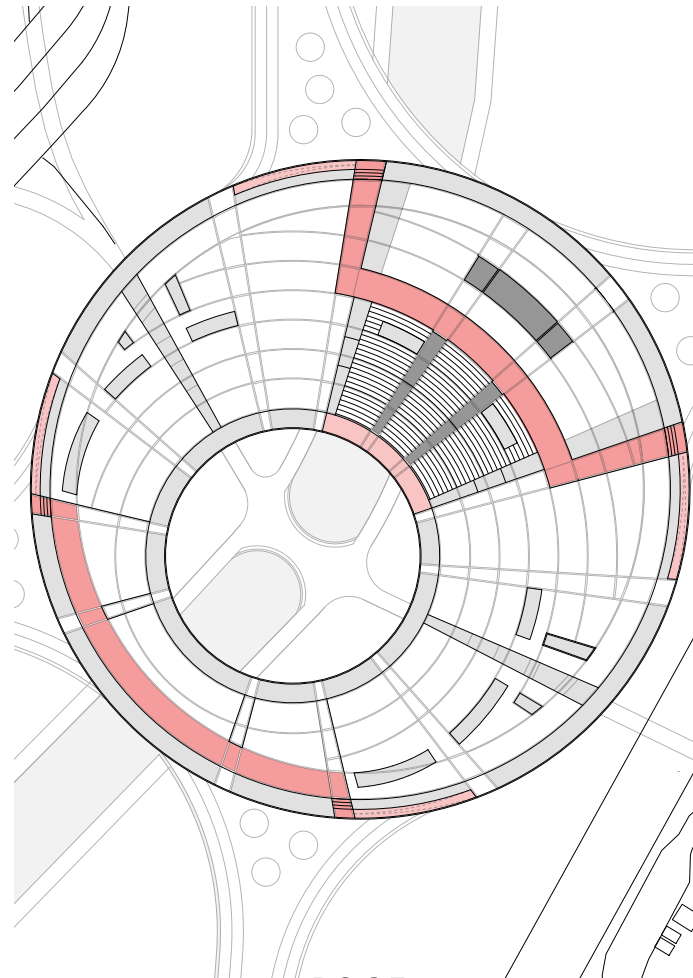
Third floor and roof

transferring

Backstage route



THIRD FLOOR 16.25 M



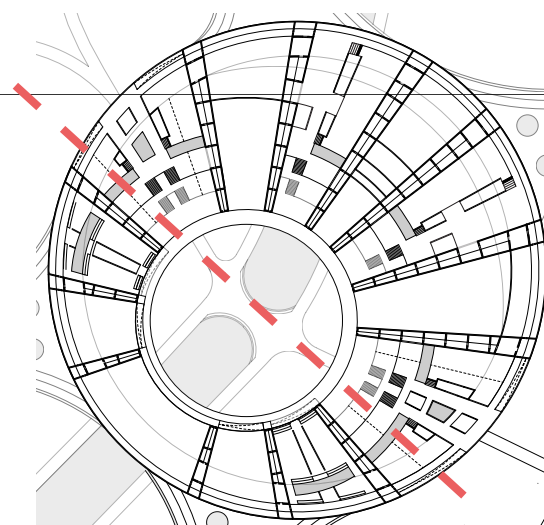
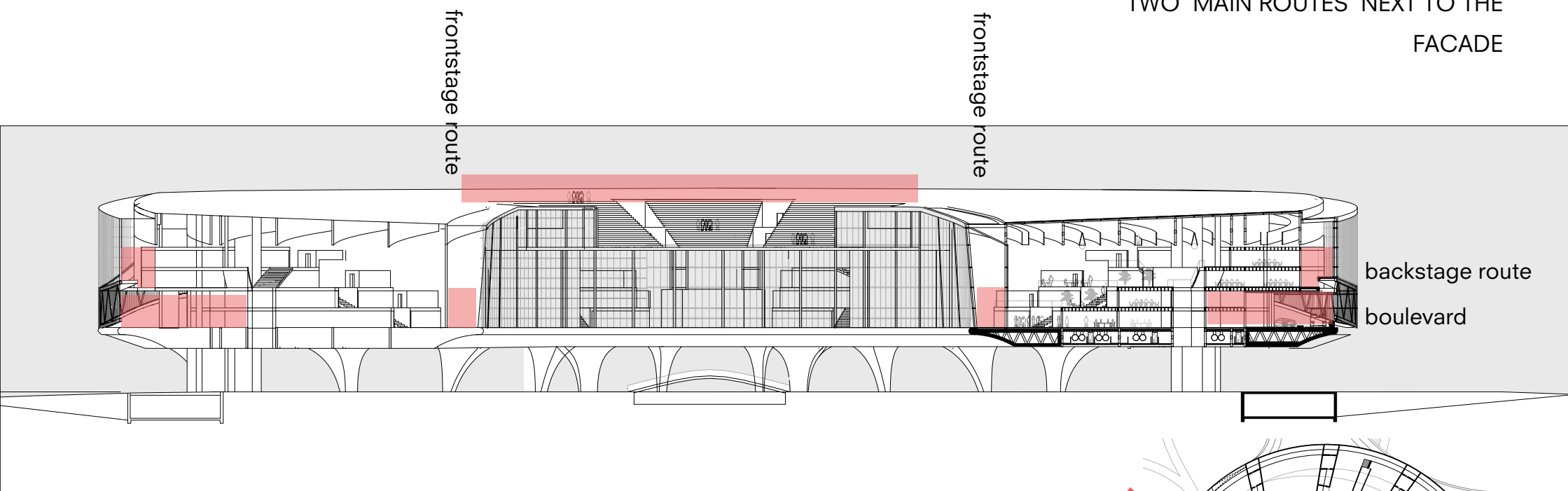
ROOF

SECTION

BRIDGE AS THE CENTER

OPEN INNER FACADE

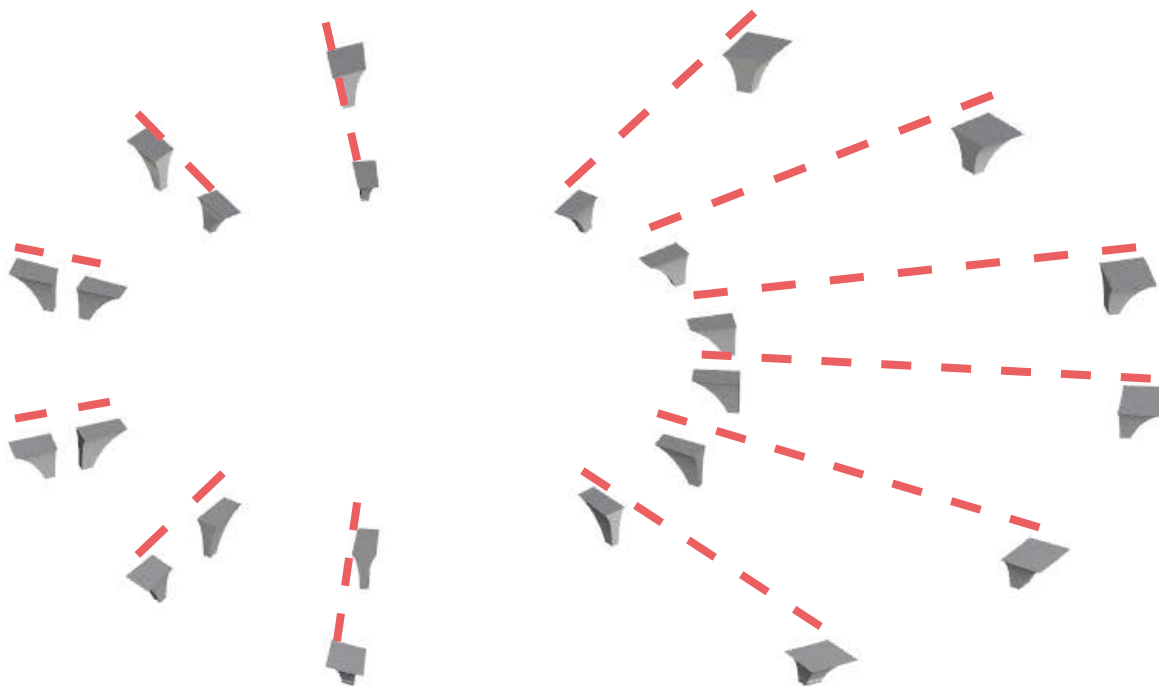
TWO MAIN ROUTES NEXT TO THE
FACADE





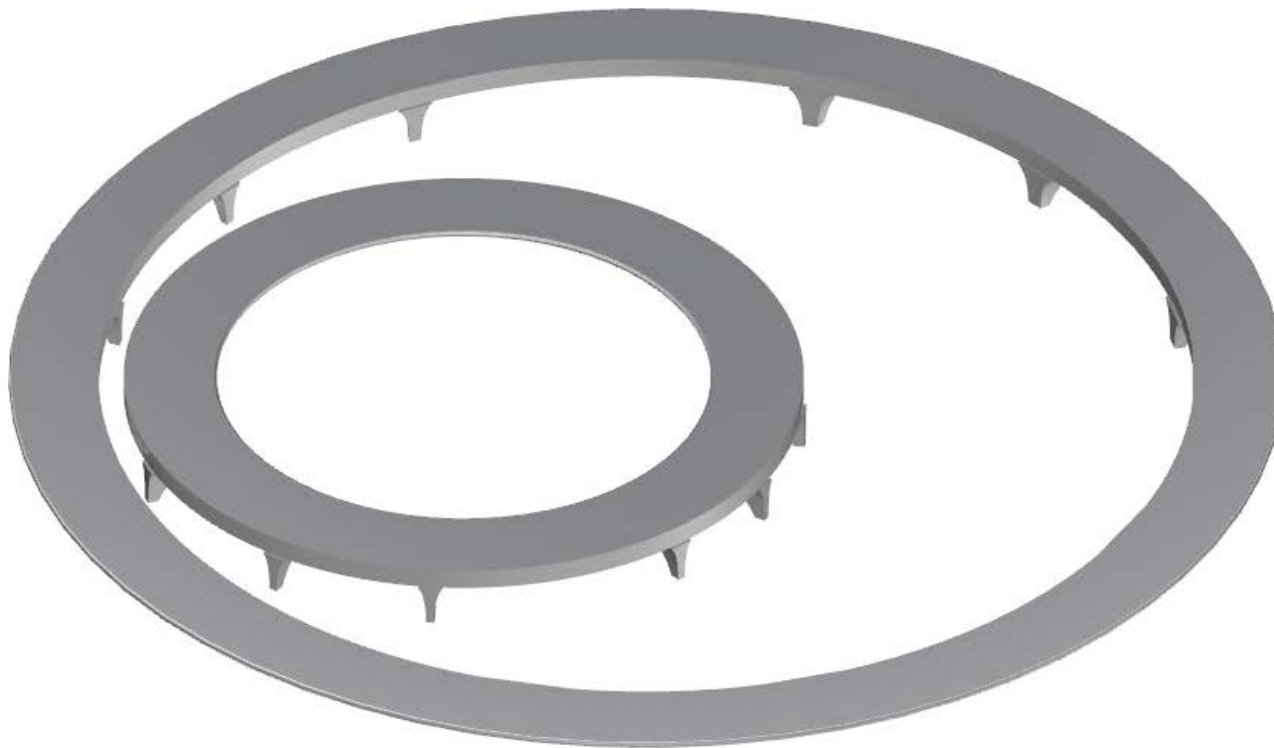
CONSTRUCTION

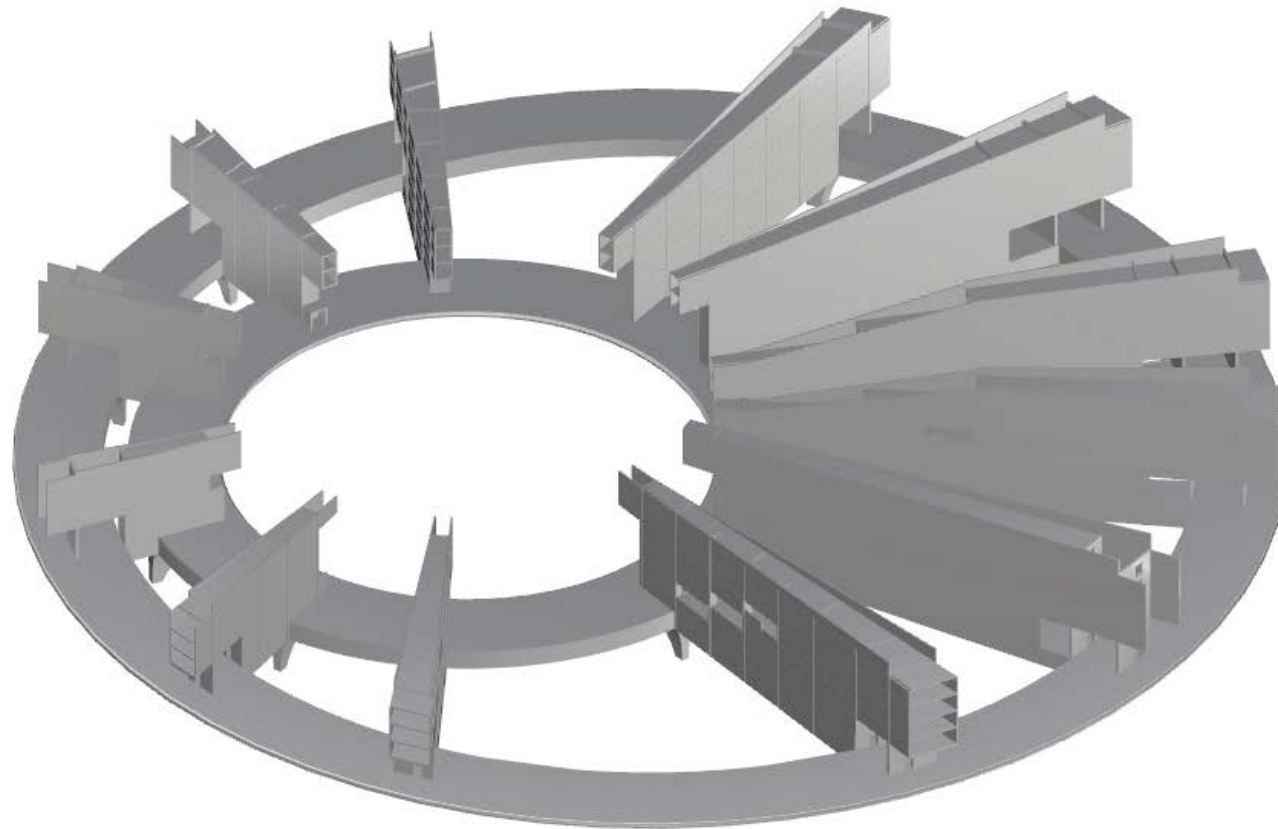
BASE IS FORMED BY **COLLUMS**
AND THE **BOULEVARD**



CONSTRUCTION

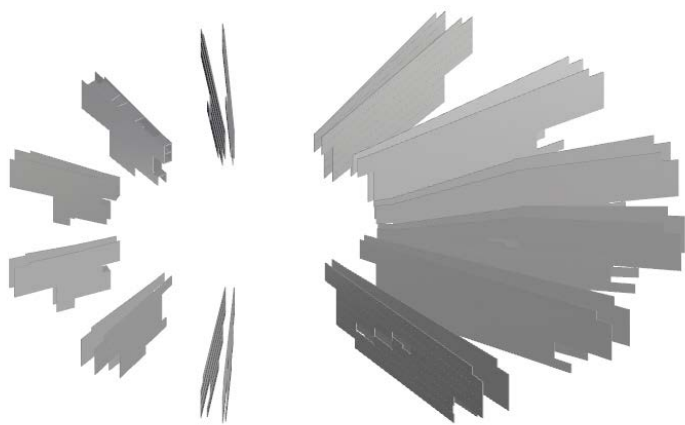
PERMANENT CONCRETE RINGS



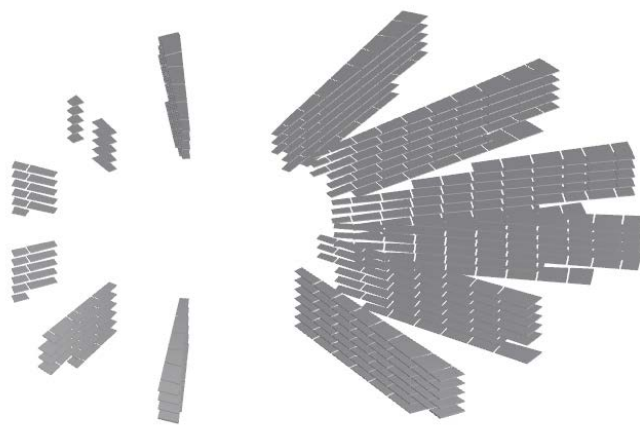


CONSTRUCTION

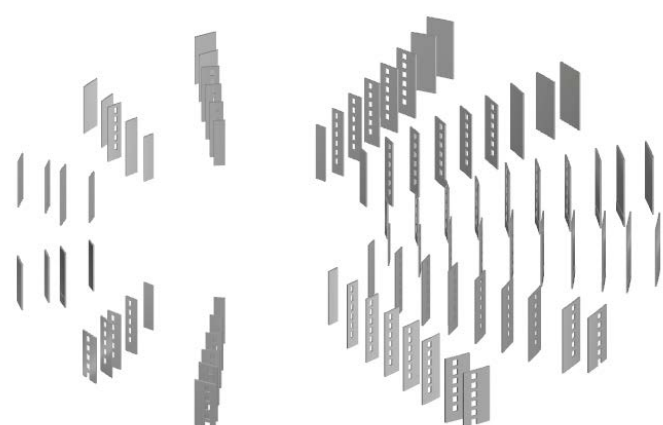
PERMENANT RADIAL STRUCTURES



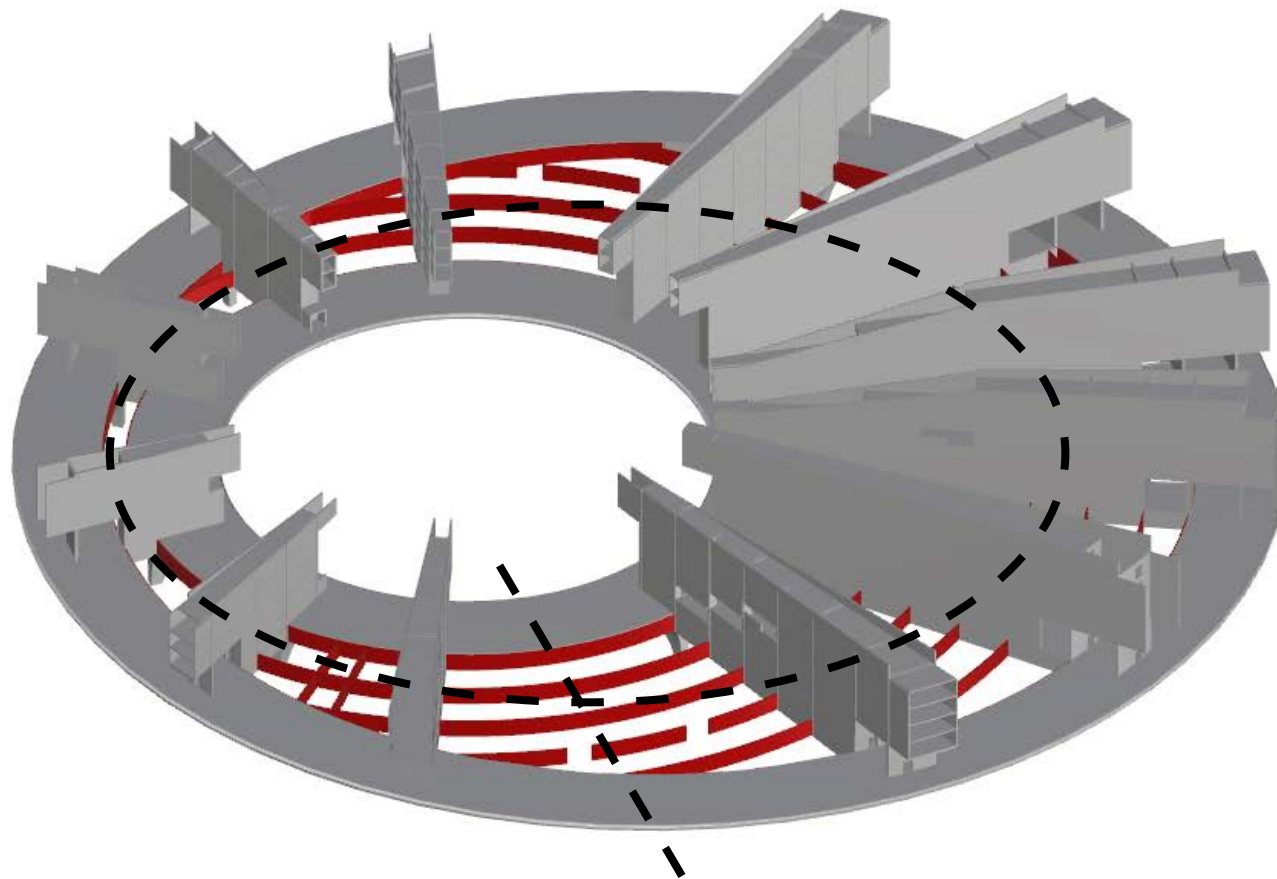
Walls radial



floors radial



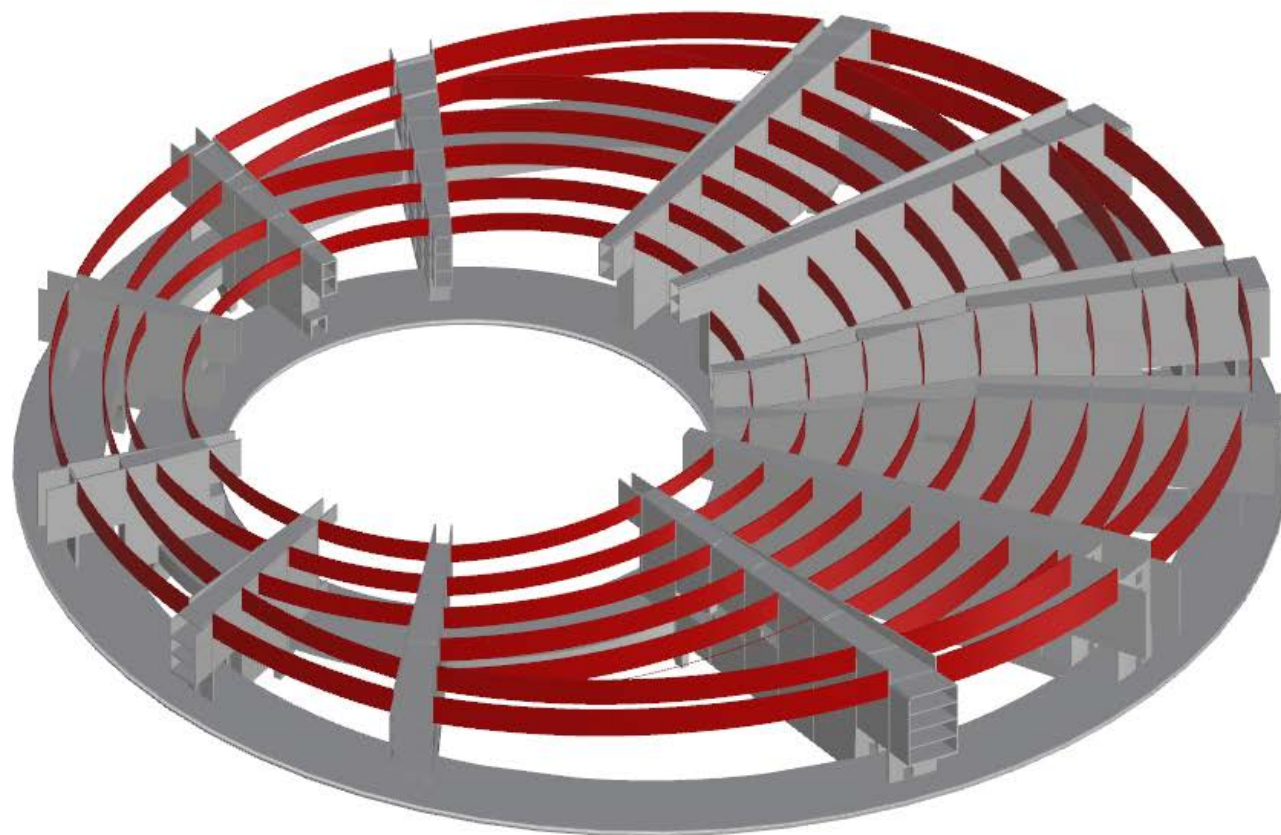
walls connecting



CONSTRUCTION SECUNDAIR

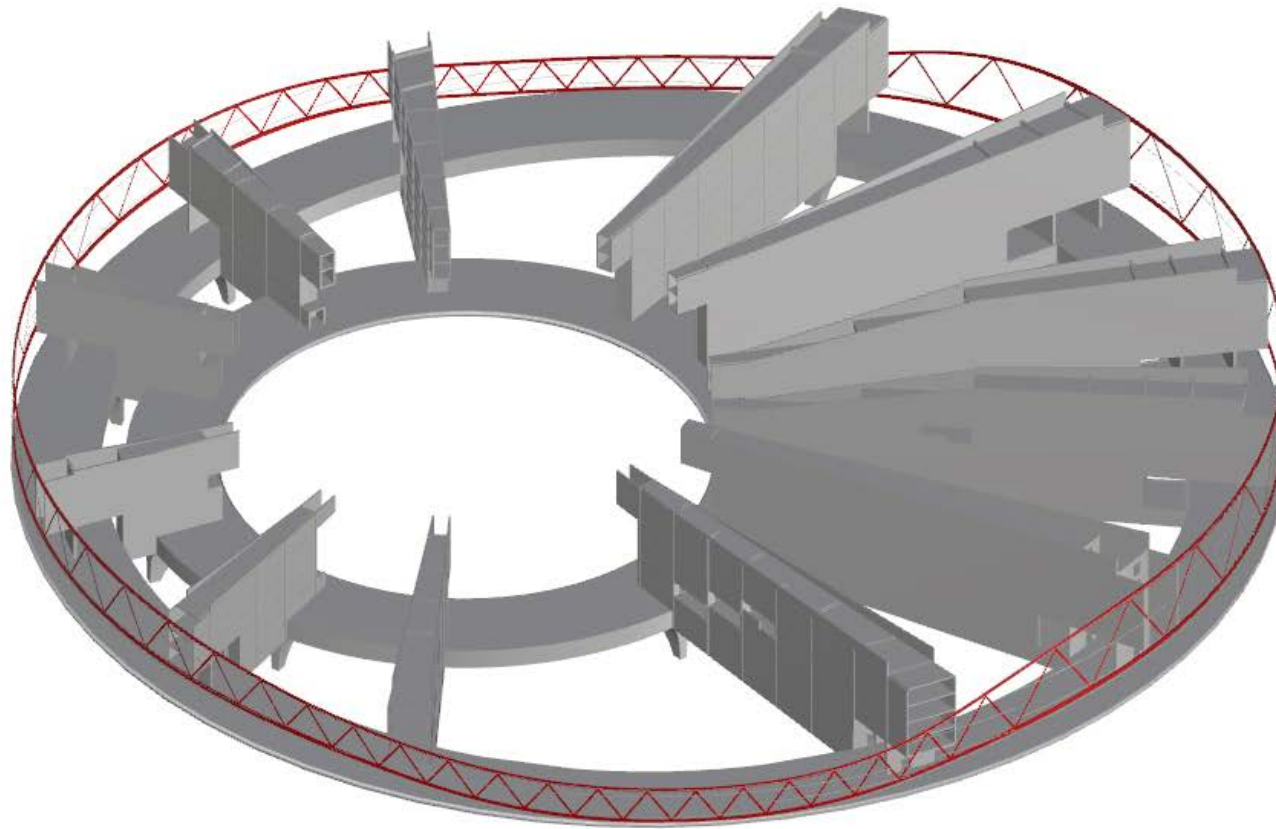
CONSTRUCTION AS FLOORS
ARE BUILD **INBETWEEN THE PRIMARY**
CONSTRUCTION

FORMED BY
RADIALS
CIRCLES



CONSTRUCTION
SECUNDAIR

ROOF



CONSTRUCTION SECUNDAIR

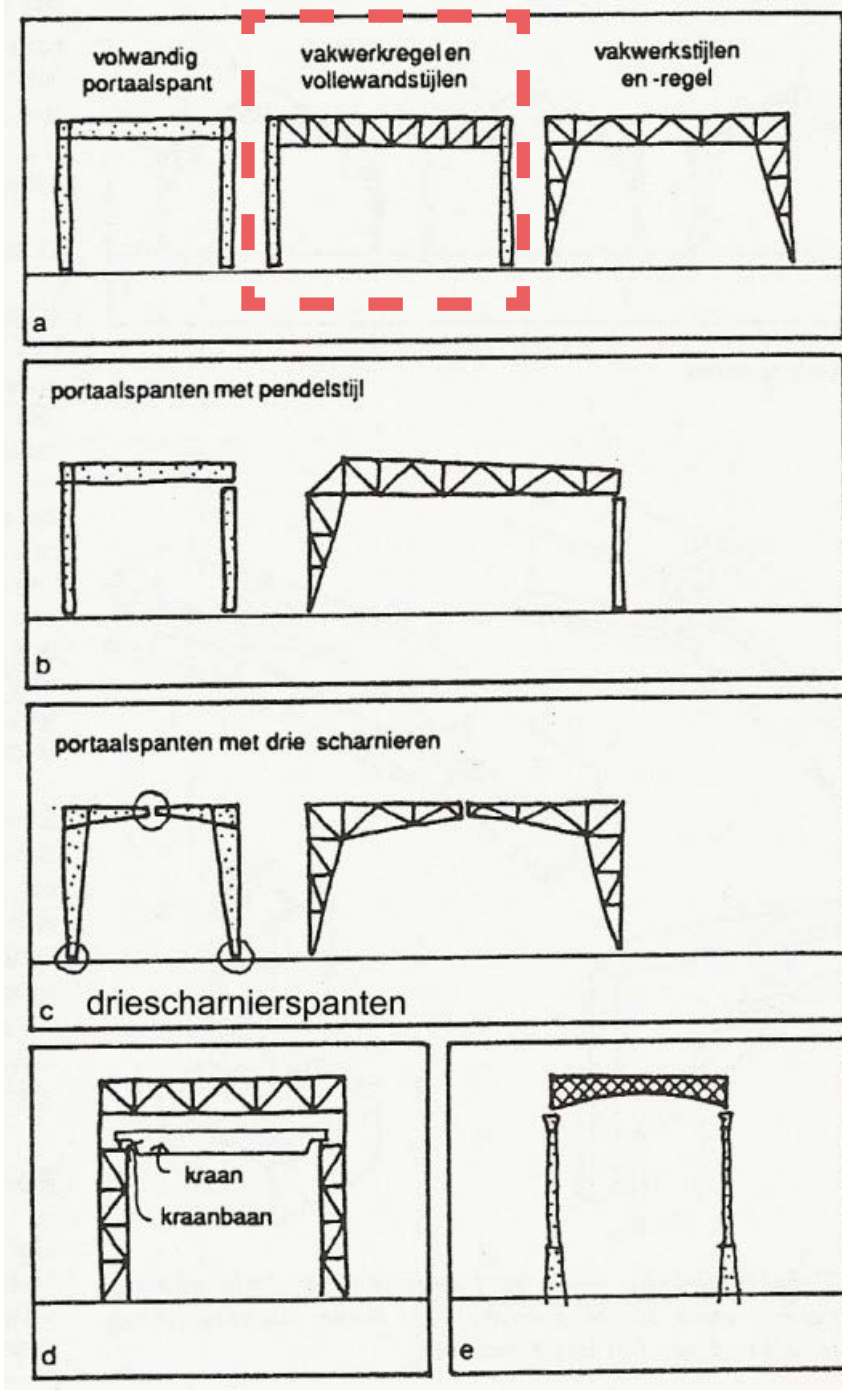
OUTER FACADE

BASIC CONSTRUCTION

PORTALS

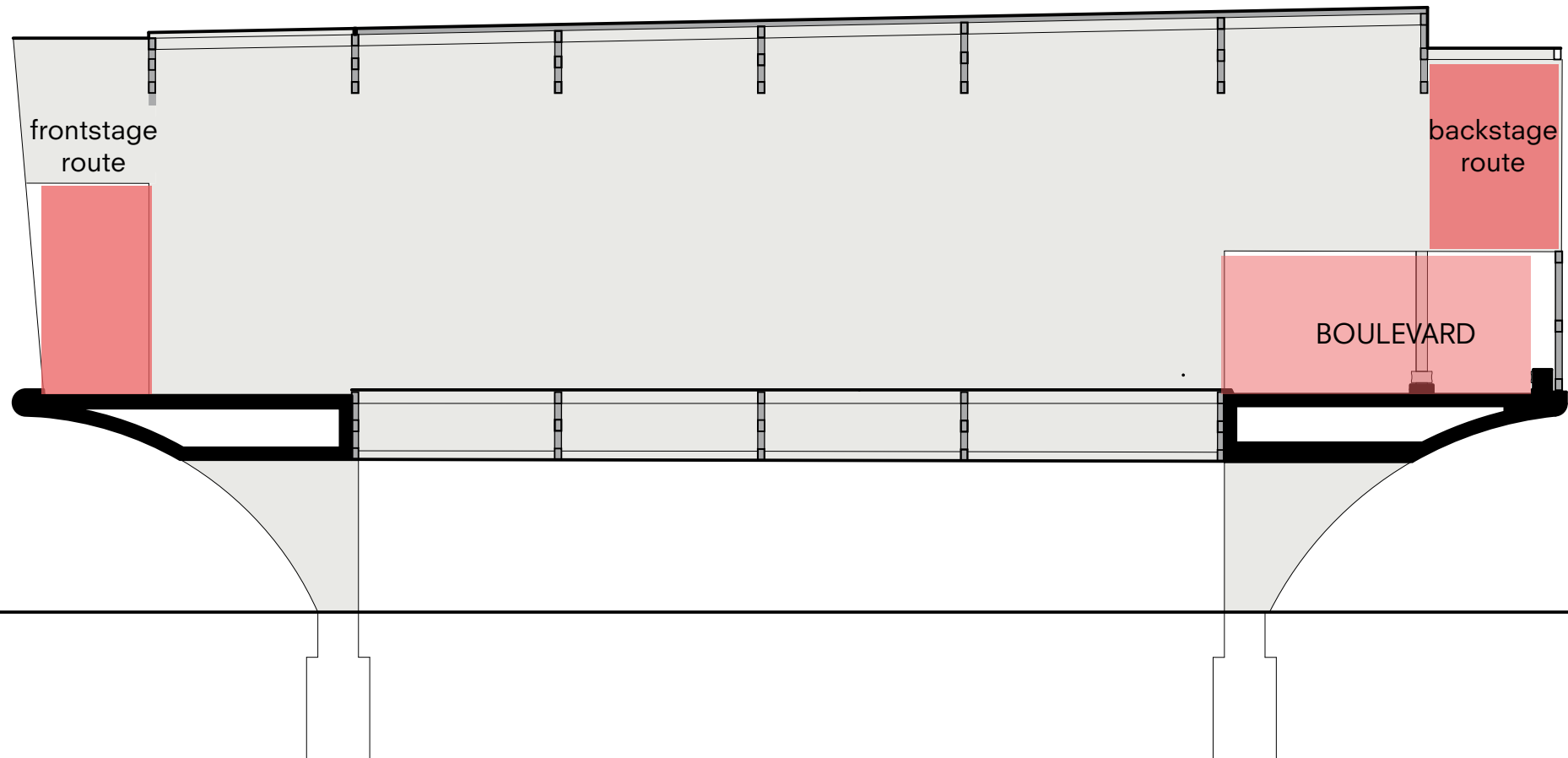
BIG FREE SPACE

INBETWEEN



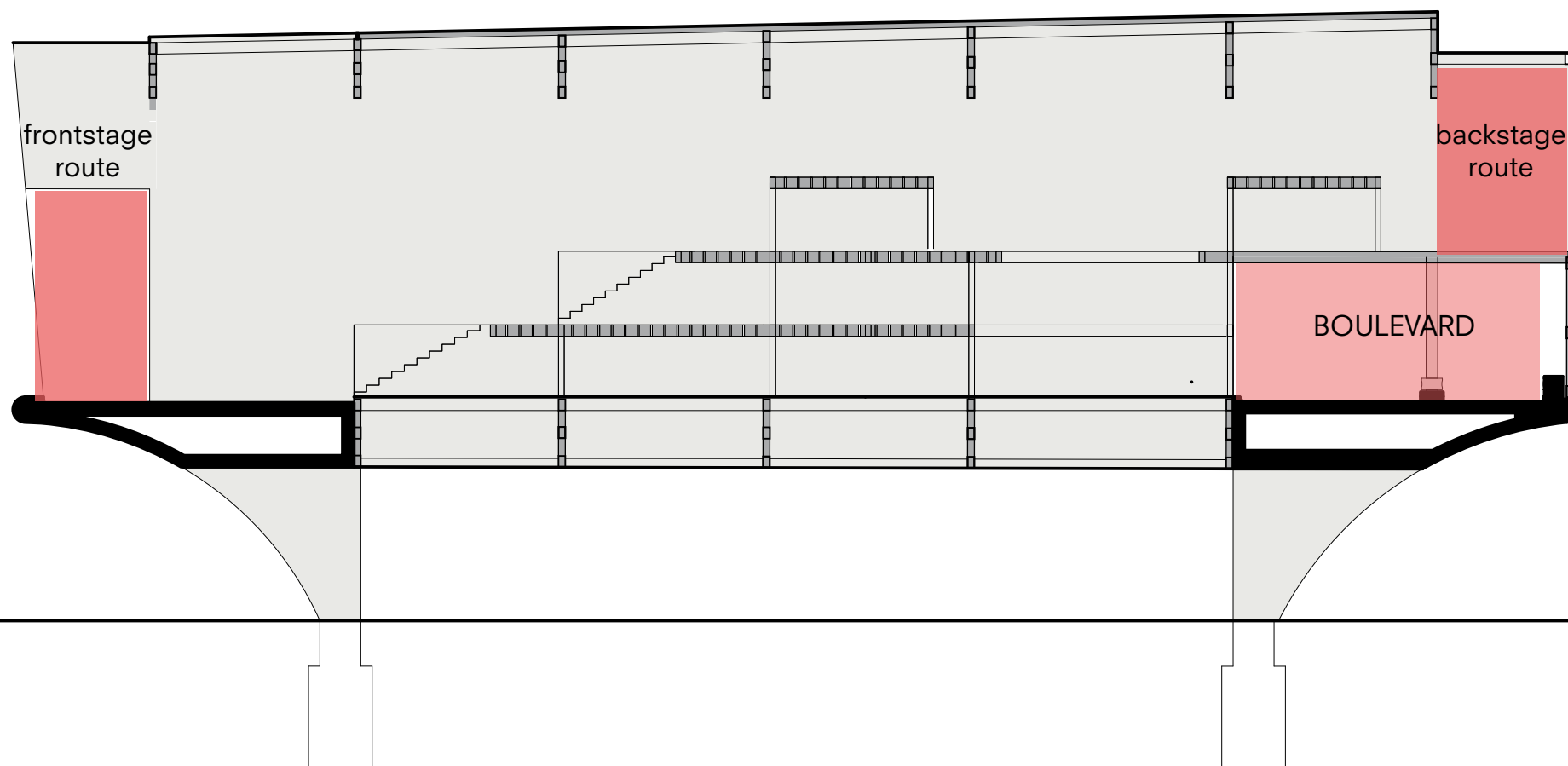
PRINCIPLE

BASIC PRINCIPLE OF THE BUILDING
FLOOR
ROOF
WALL



PRINCIPLE

THE PRGRAMM WILL BE BUILD IN
INBETWEEN THE FLOOR ROOF AND FACADE



PROGRAMM

THE PROGRAMM OF THE BUILDING IS ORGANISED AROUND THE 3 CORES OF THE PROGRAMM

PRODUCTION - ORGANISATION - FINANCE

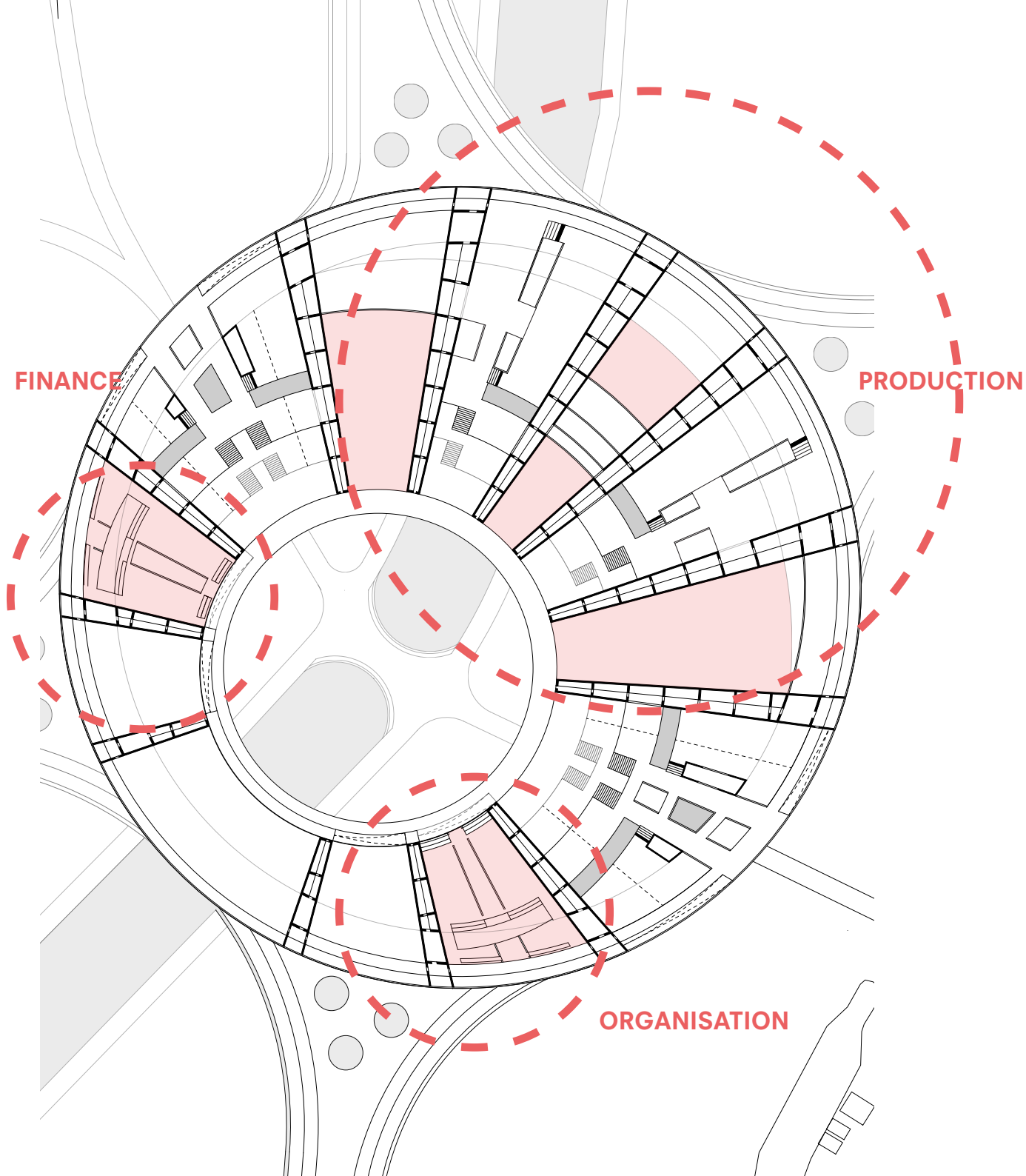
INBETWEEN THESE CORES THERE IS SPACE OF INTERACTION.

GROUPS

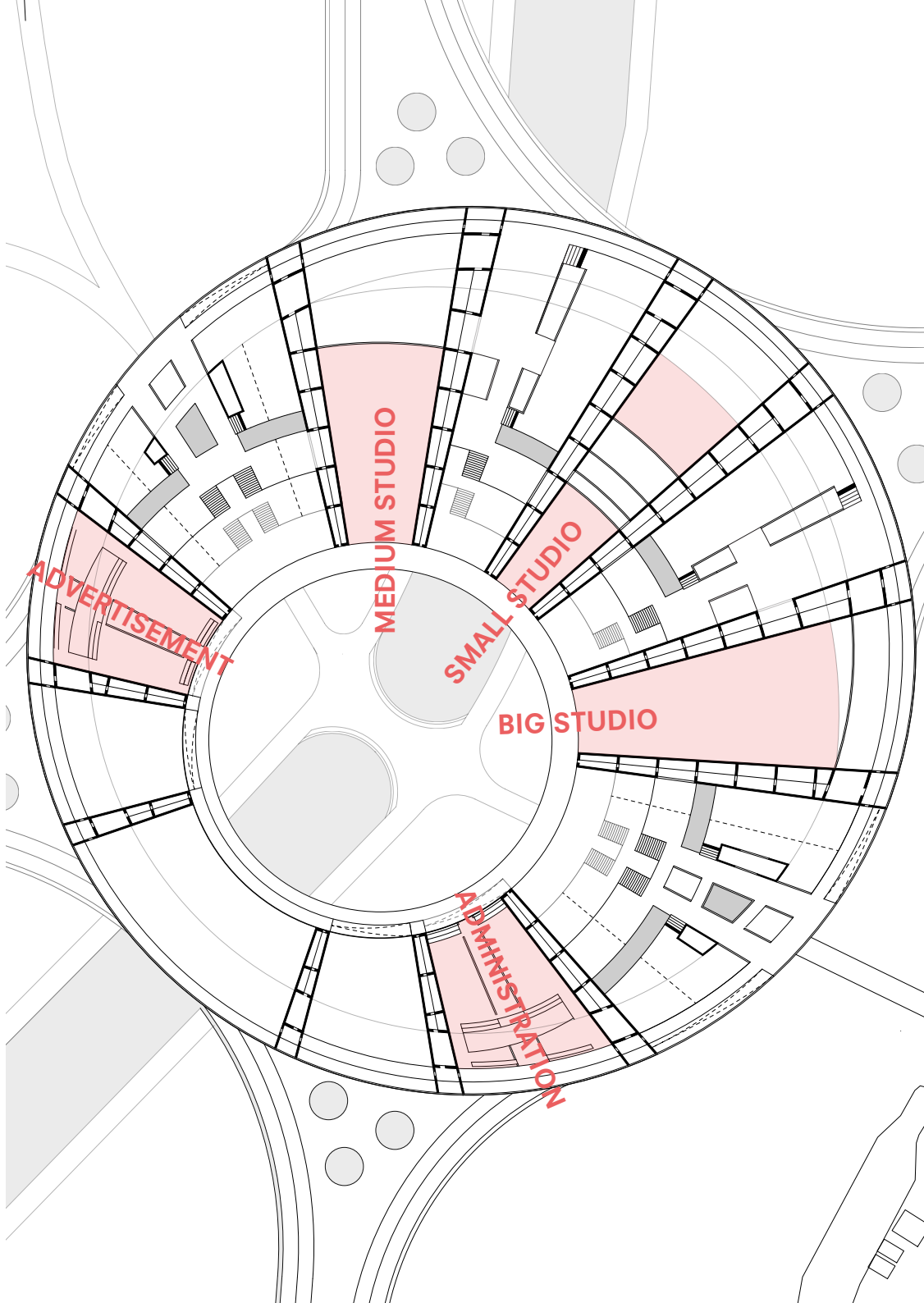
FINANCE :
FOCUSED ON ADVERTISEMENT

ORGANISATION:
FOCUSED ON ADMINISTRATION

PRODUCTION:
FOCUSED ON STUDIO'S



THE CORES



INTERACTION

INTERACTION BETWEEN DIFFERENT GROUPS

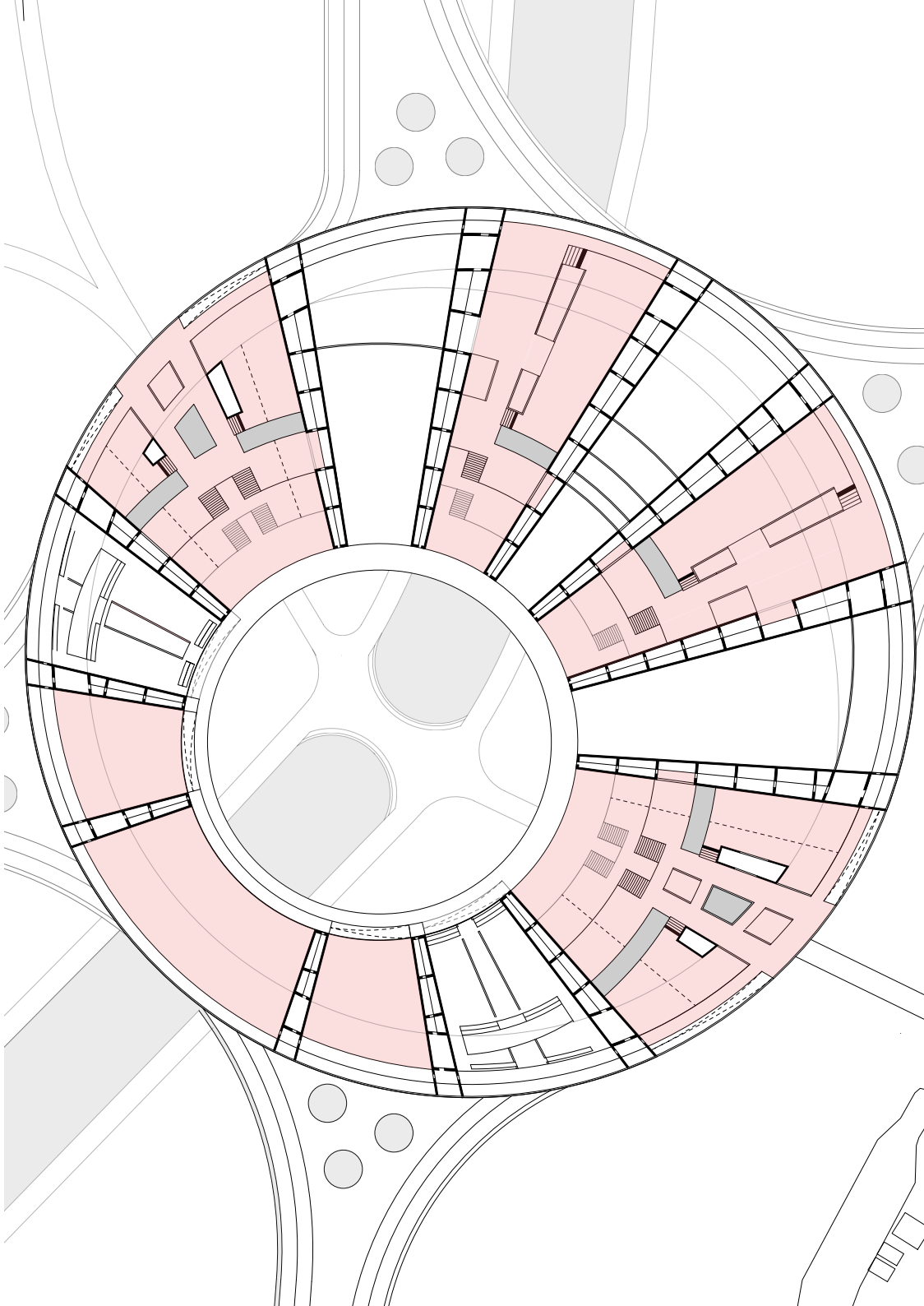
INBETWEEN THESE CORES THERE IS SPACE OF INTERACTION.

INTERACTION BETWEEN

DIFFERENT CORES
DIFFERENT EMPLOYEES

DIFFERENT VISITORS

EMPLOYEE VISITOR



THE SPACE INBETWEEN

Function and routing

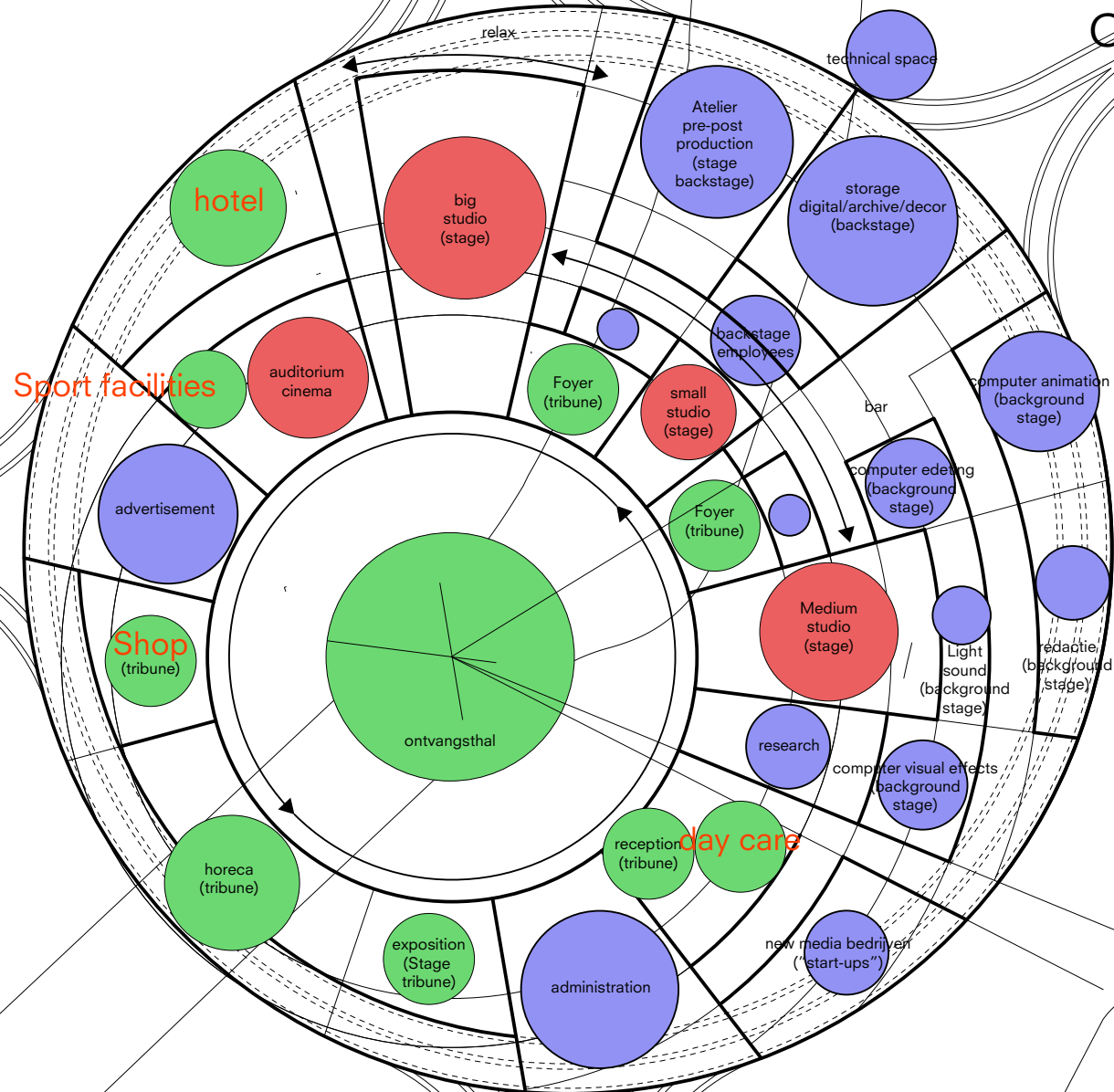
functions so the neighborhood becomes a **24h city**

structure and the function of the space has to stimulate interaction

between the cores and the front stage and backstage route

FUNCTIONS SO THE NEIGHBORHOOD BE- COMES 24H CITY

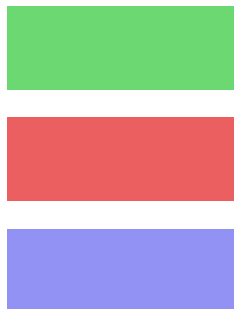
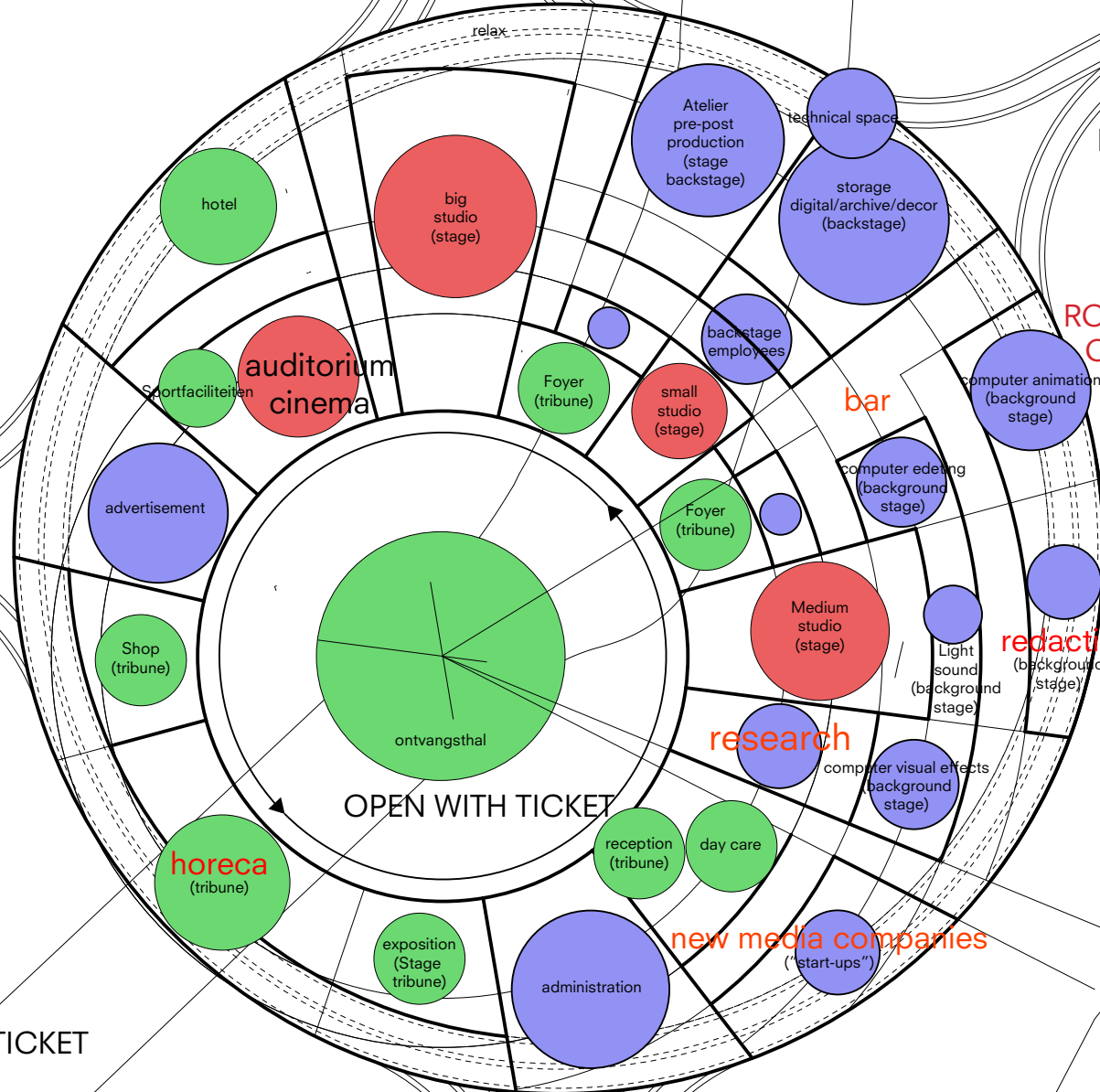
HOTEL
SPORT FACILITIES
DAY CARE
SHOP



FUNCTIONS WHICH STIMULATE INTERACTION

HORECA
BAR
NEW MEDIA COMPANIES
EDITORIAL OFFICE
RESEARCH
AUDITORIUM

ROOF IS A PUBLIC SQUARE
ONTOP OF THE BUILDING



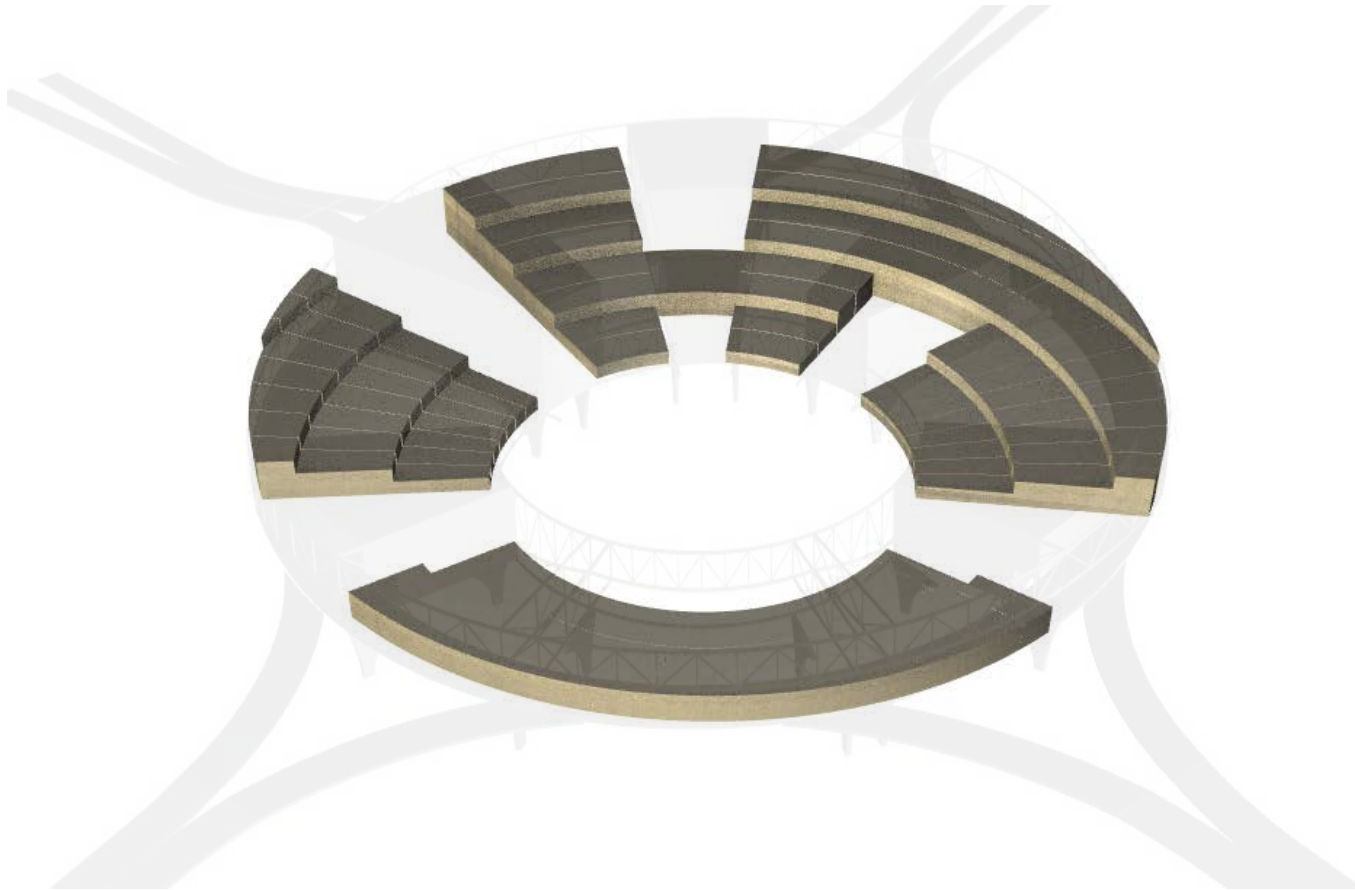
OPEN

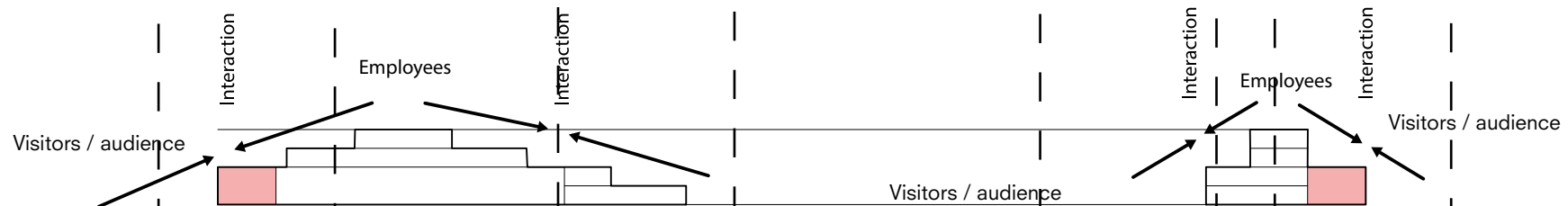
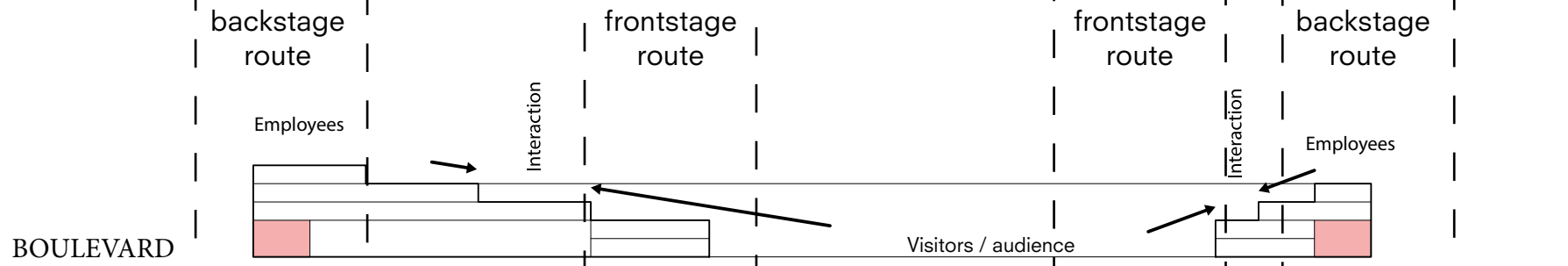
OPEN WITH TICKET

EMPLOYEES

STRUCTURE OF INTERACTION

ORGANISED LIKE A TRIBUNE



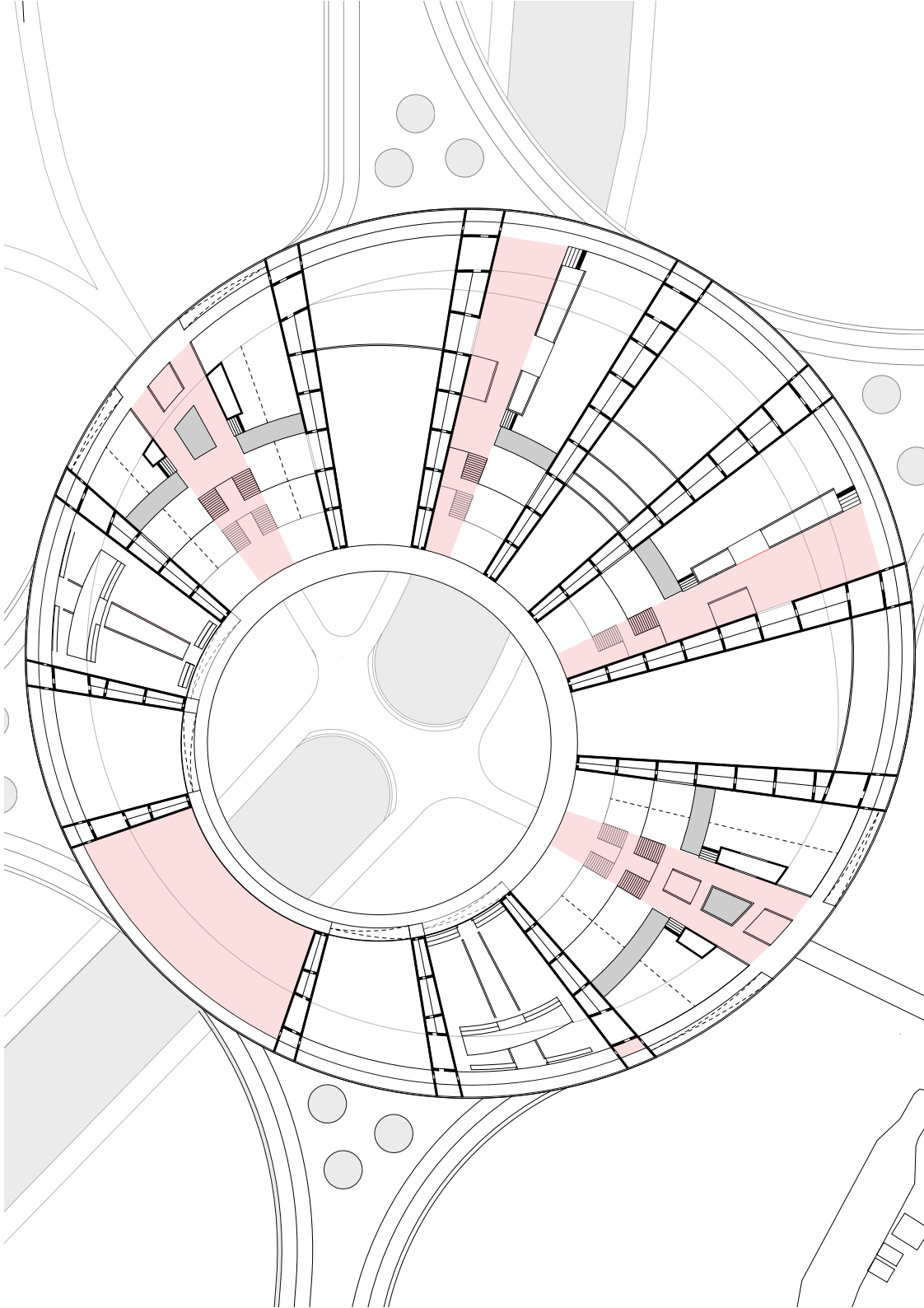


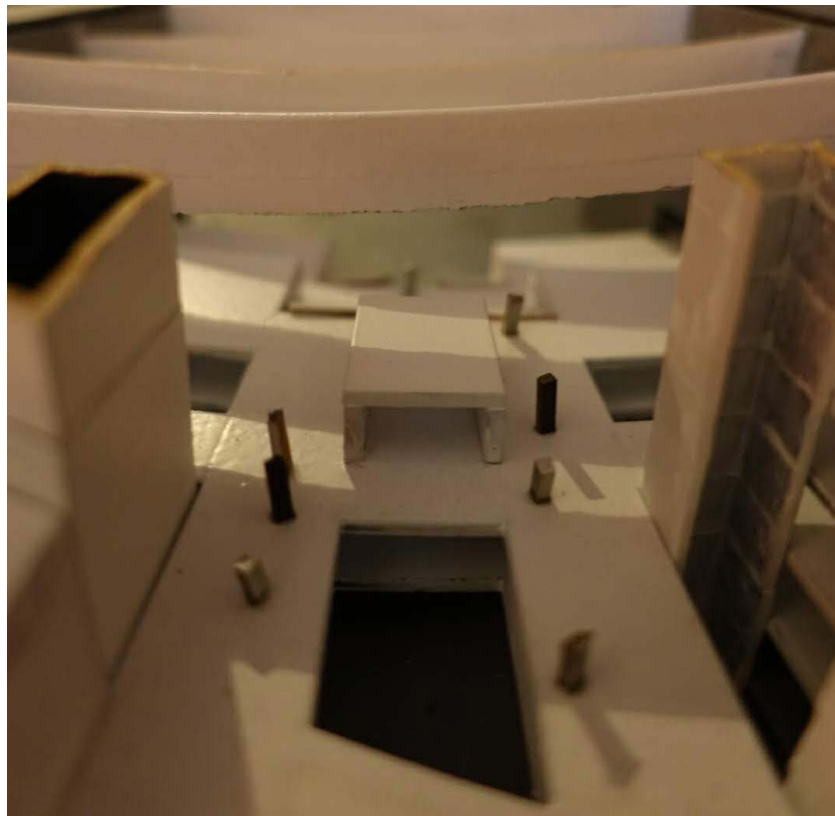
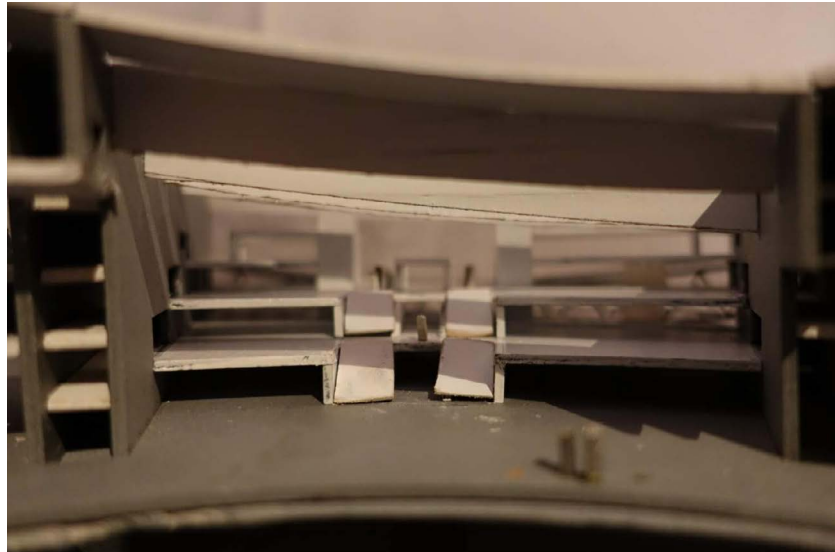
RADIAL STREETS

CONNECTS THE MAIN ROUTES

THEY TRANSFER FROM LEVEL BY STAIRS

CREATES SIGHT LINES





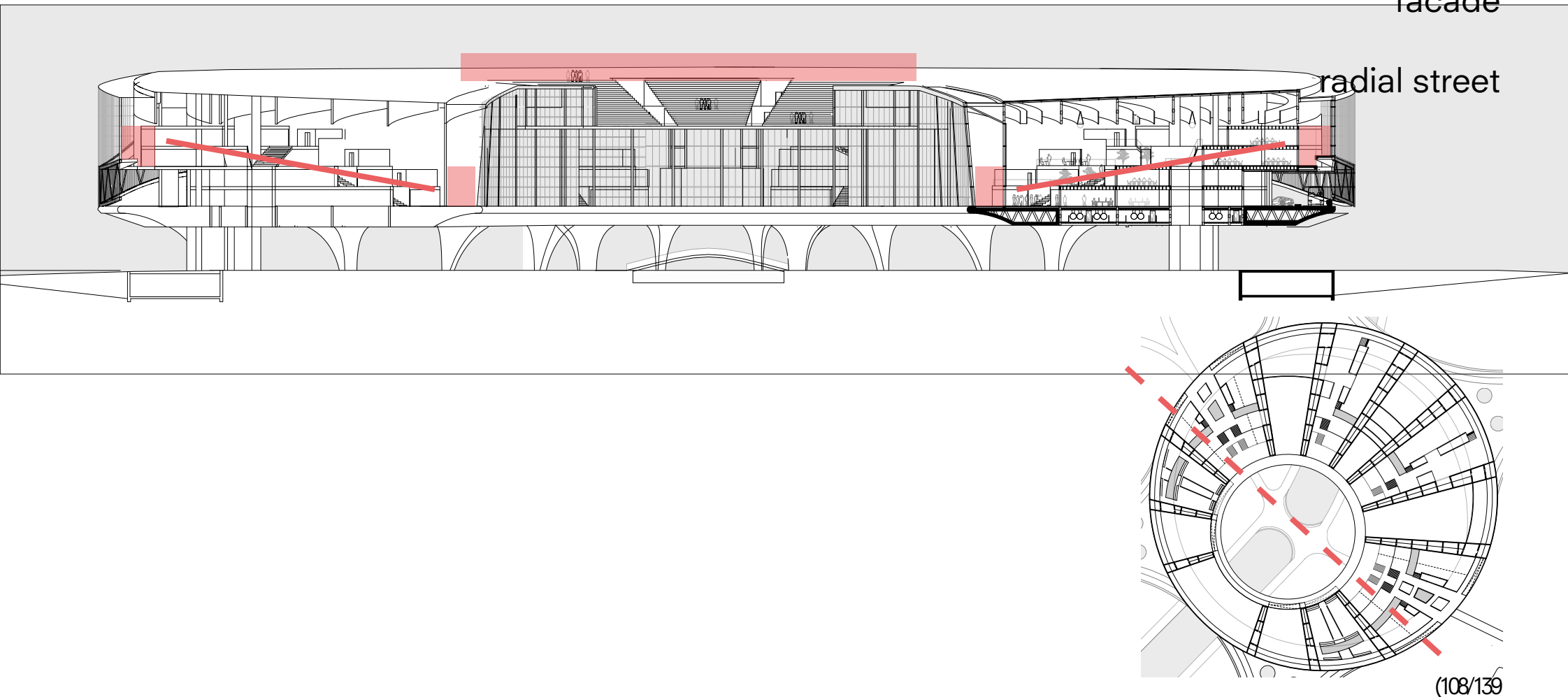
SECTION

Bridge as the center

Open inner facade

two main routes next to the
facade

radial street

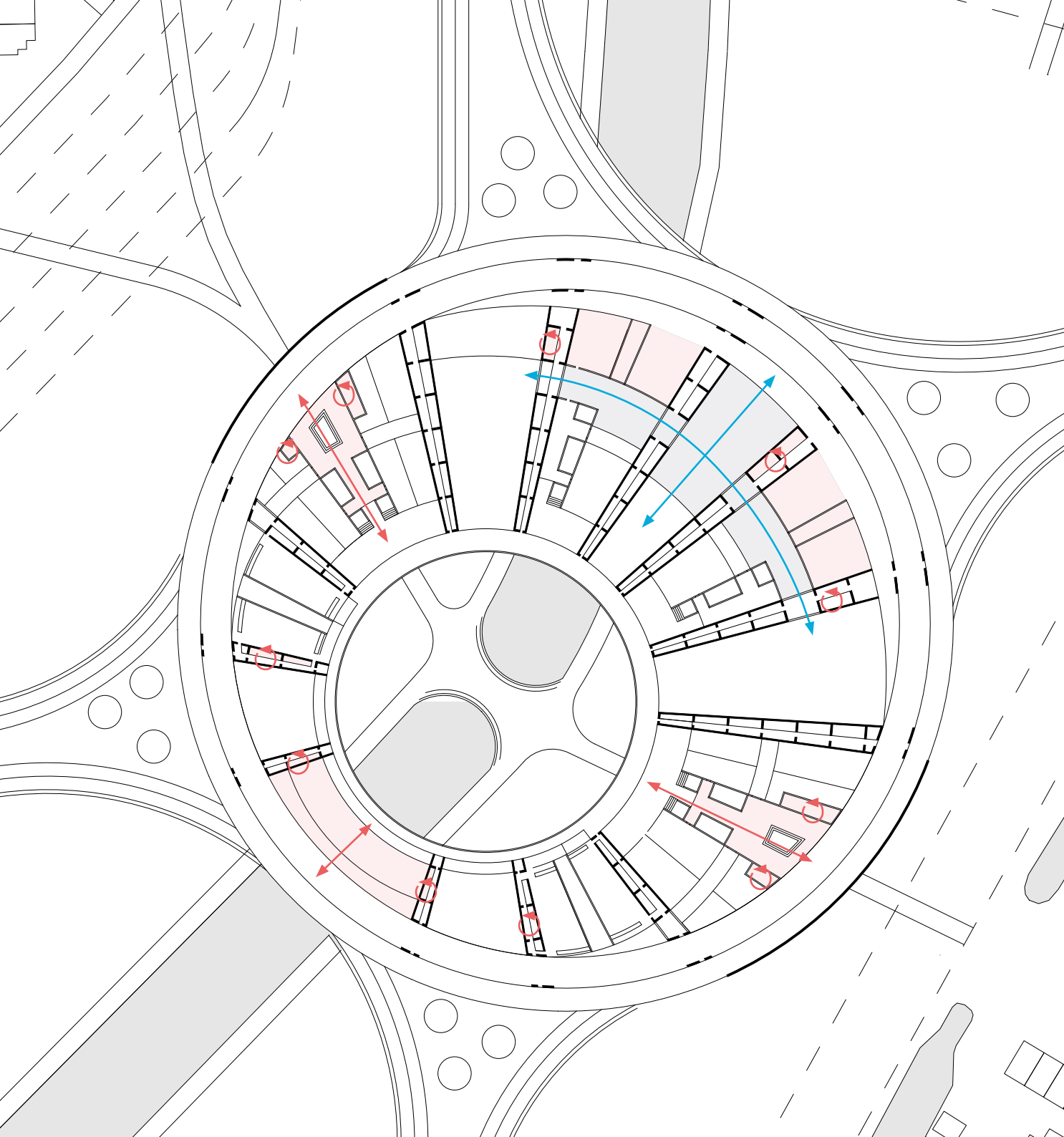


ENTRANCES

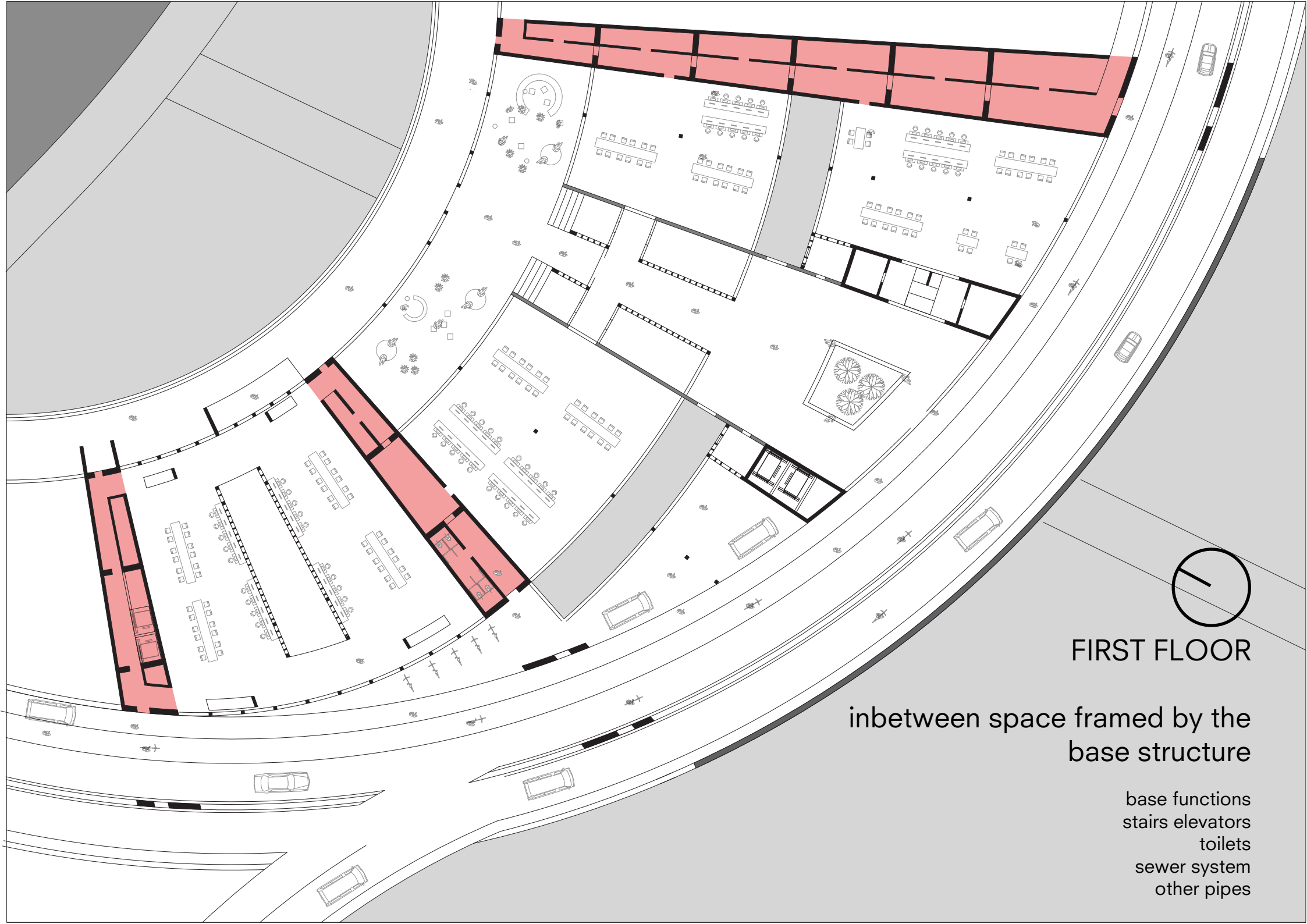
BUILDING OPENS TO CONTEXT

PUBLIC

LOGISTICS







FIRST FLOOR

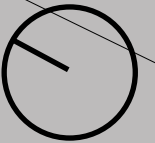
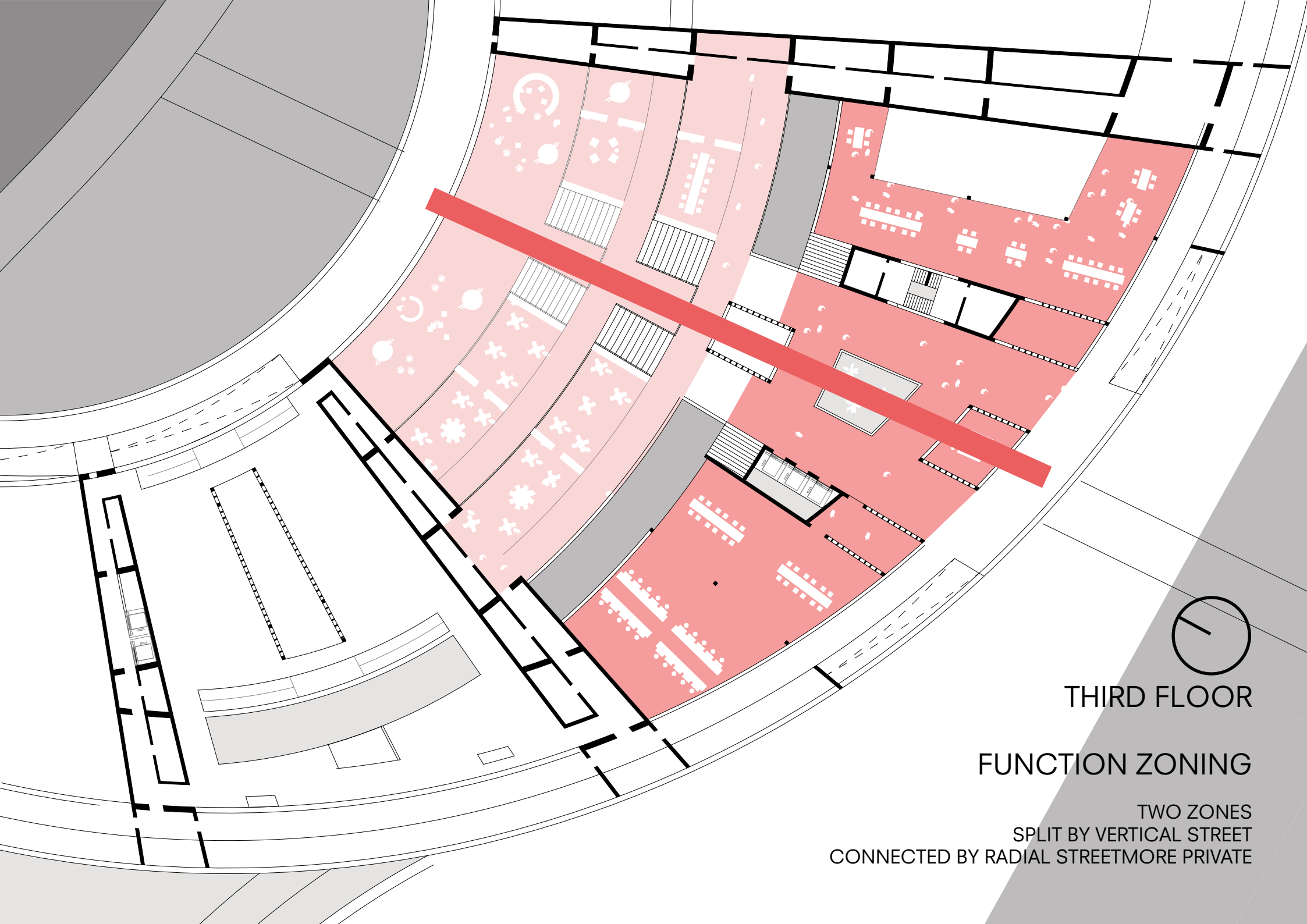
inbetween space framed by the
base structure

base functions
stairs elevators
toilets
sewer system
other pipes



THIRD FLOOR

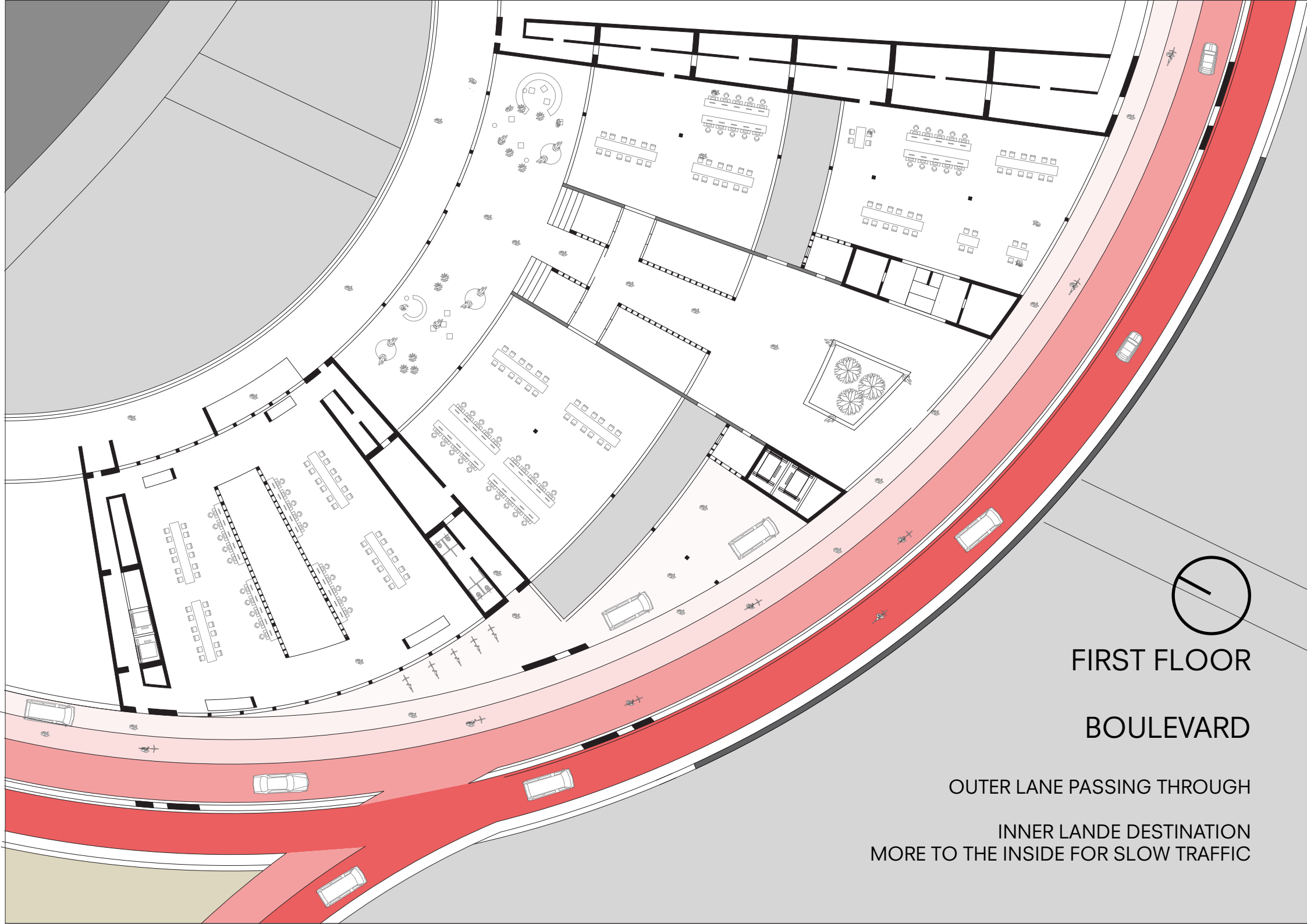
interior landscape,
stage with public working spaces.



THIRD FLOOR

FUNCTION ZONING

TWO ZONES
SPLIT BY VERTICAL STREET
CONNECTED BY RADIAL STREETMORE PRIVATE

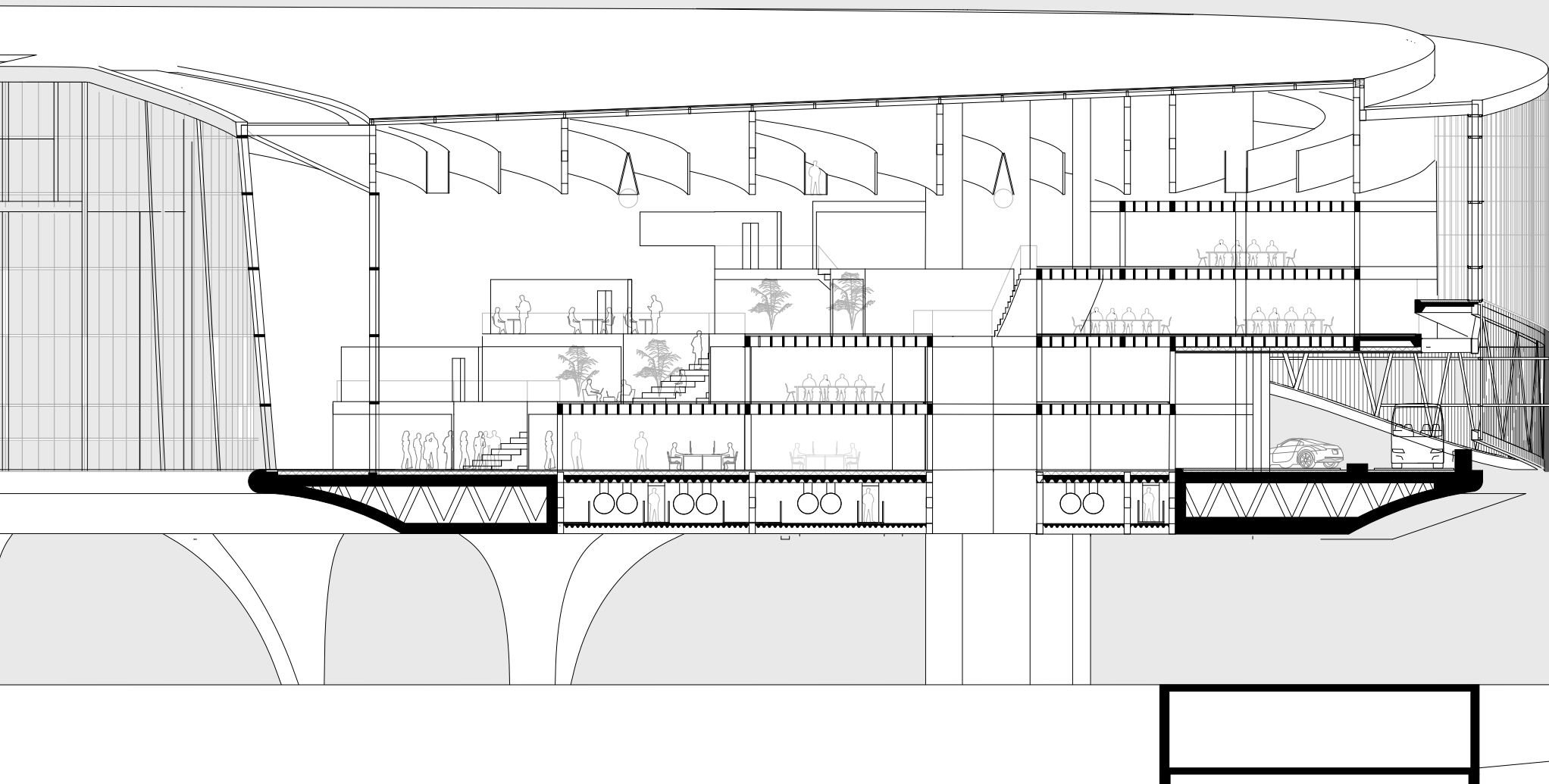


FIRST FLOOR

BOULEVARD

OUTER LANE PASSING THROUGH

INNER LANDE DESTINATION
MORE TO THE INSIDE FOR SLOW TRAFFIC



SUN COLLECTORS

DRONE LANDING POINT

ROOF PLAN

entrance drones

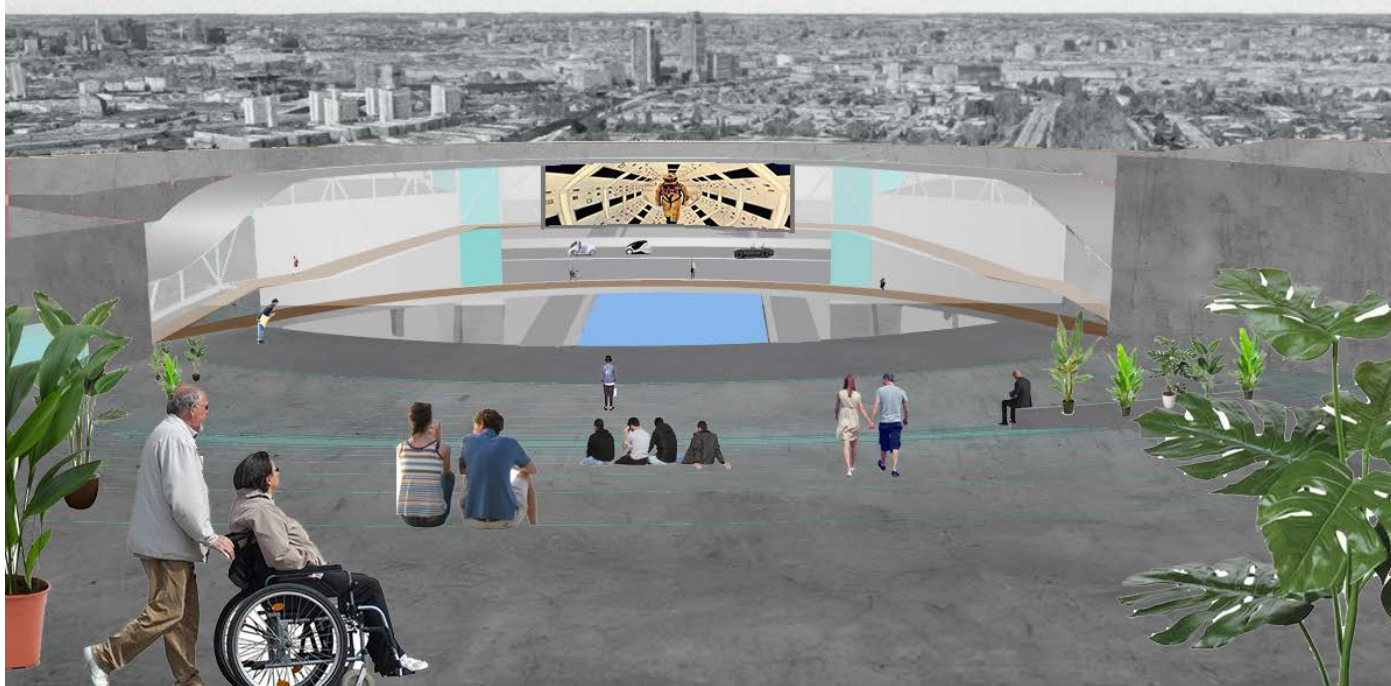
TRIBUNE, FOR PEOPLE TO SIT AND MEET
FOR EVENTS
CLEAR FEW OVER THE BUILDING TOWARDS THE CITY.

SUN COLLECTORS

ROOF TERRACE OUTSIDE GARDEN
FOR PEOPLE TO MEET FROM ALL OVER THE BUILDING



(116/139)

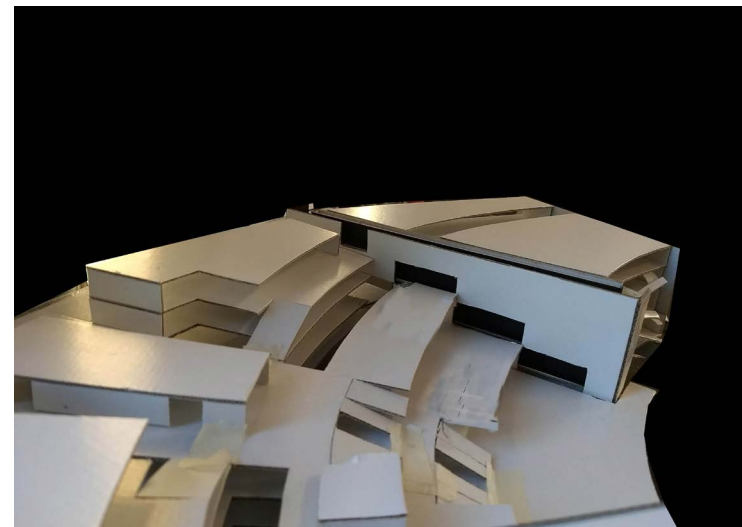
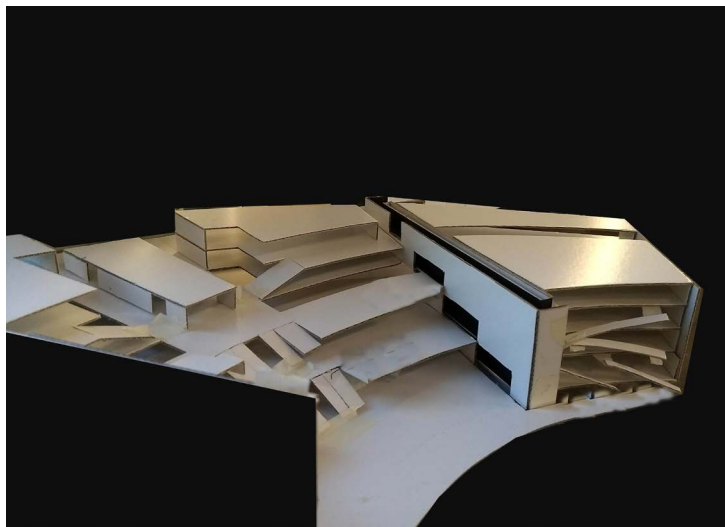
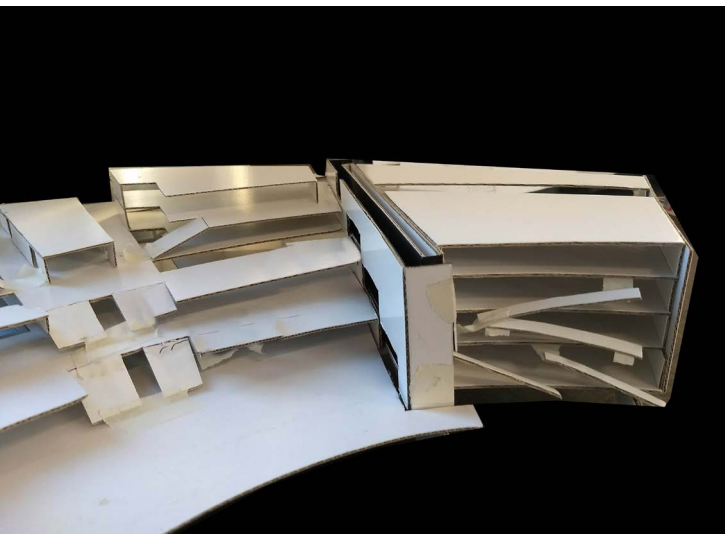


ROOF

IS A TRIBUNE FOR OUTSIDE
EVENTS

GIVES A VIEW OVER THE CITY

A PLACE WHERE PEOPLE
COME TOGETHER

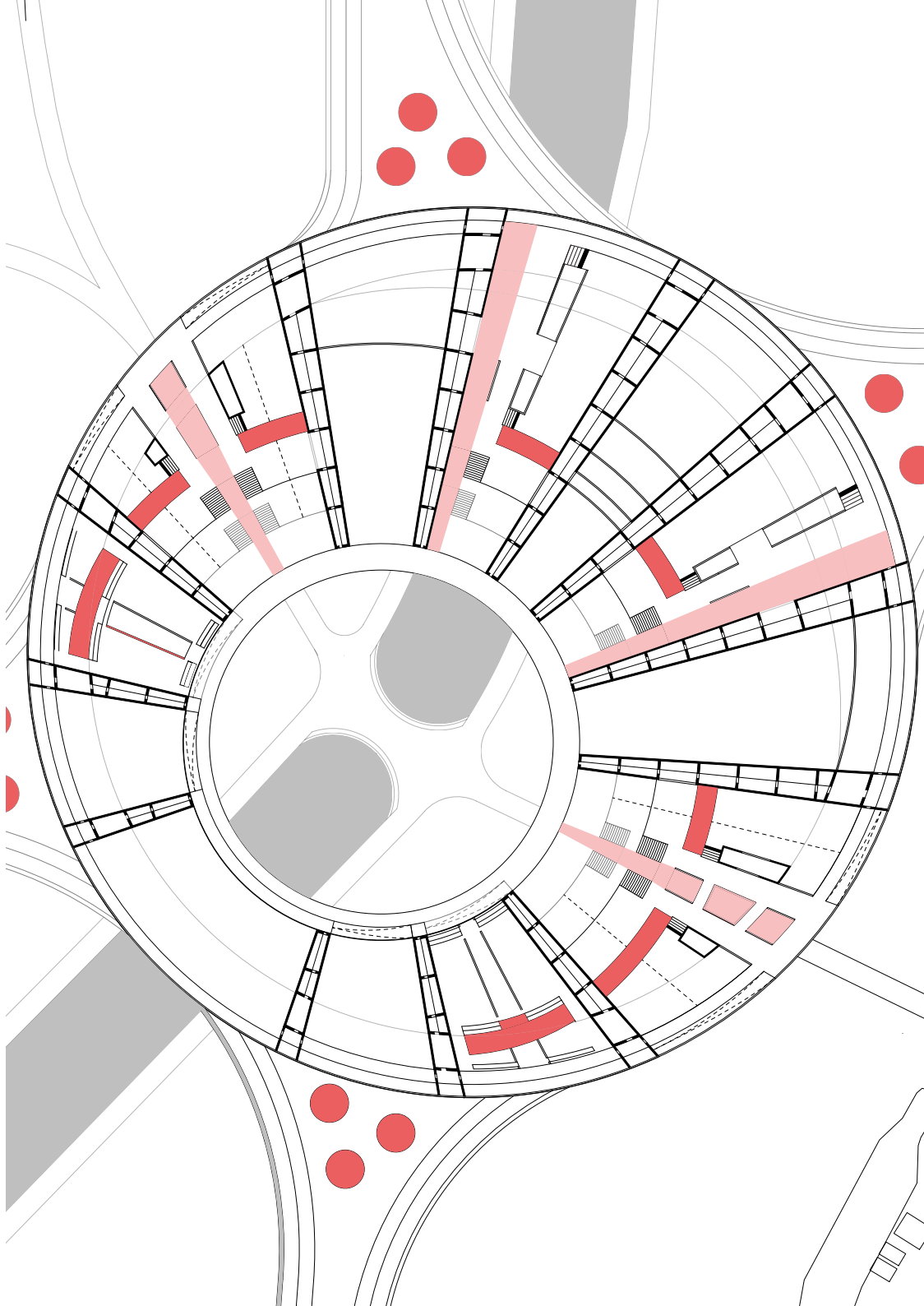


CLIMATE

DAYLIGHT

COOLING WARMING

VENTILATION



DAYLIGHT

SEVERAL STREETS VERTICAL THROUGH
THE BUILDING

CONNECTING THE BUILDING VERTICAL
DAYLIGHT TO FUNCTIONS SURROUNDING
IT

LIGHT TO THE PARK UNDERNEATH



CLIMATE SYSTEM

NATURAL VENTILATION WITH MECHANICAL HELP.

COLD AIR UNDERNEATH THE BUILDING IS
TAKEN IN

VERTICAL STREETS HELP FOR VERTICAL
MOVEMENT OF WARM AIR.

WITH HELP OF THE '**ATRIUM**'

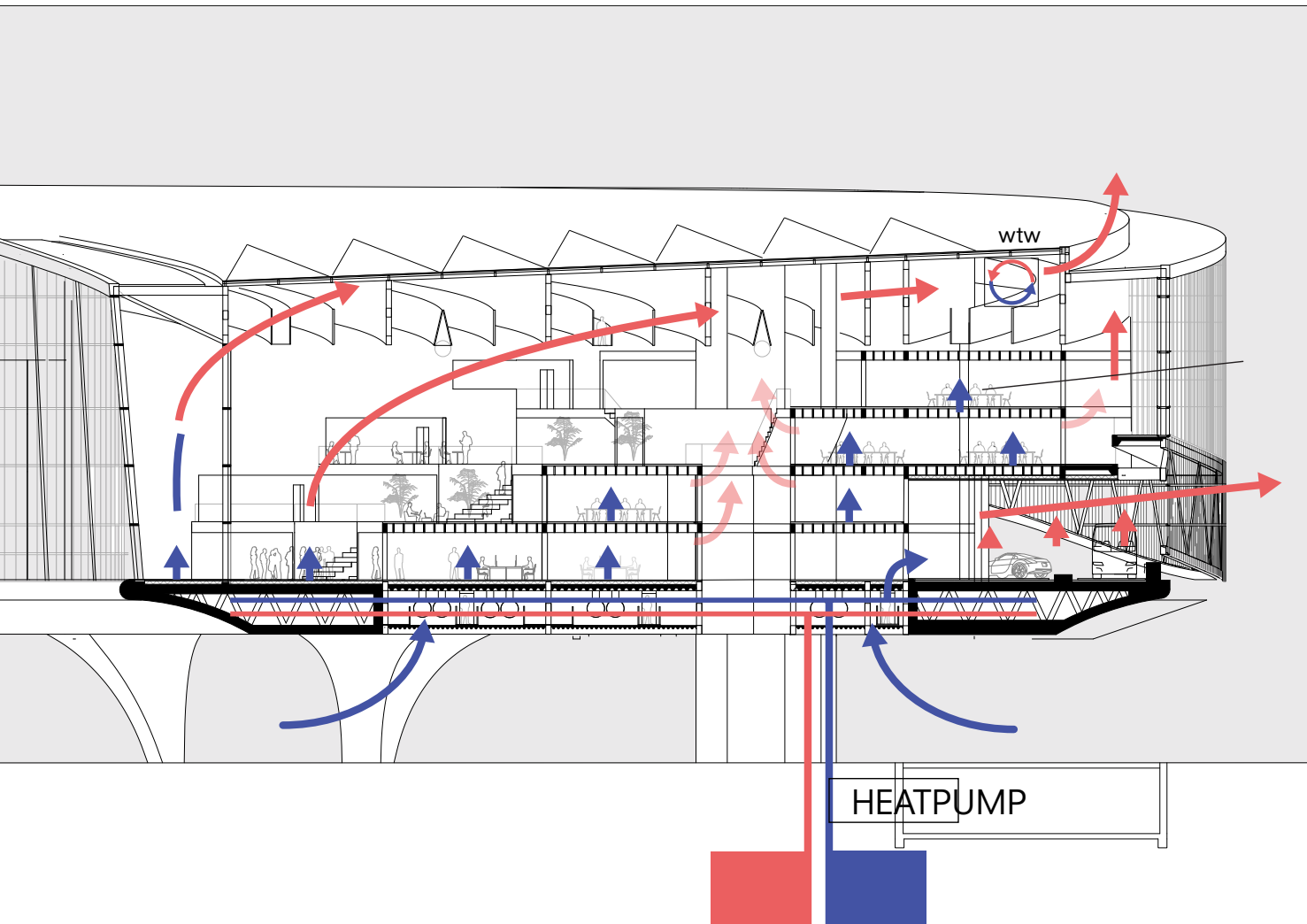
WARM AIR ABOVE IS BLOWN OUT.

TO MAKE THE SYSTEM MORE EFFICIENT.
HEAT RECOVERY (WTW)

WARM AND COLD STORAGE IN THE
GROUND.
WITH A **HEATPUMP** SYSTEM IN THE STOR-
AGE UNDERGROUND.

BIG CONCRETE BASE HELPS WITH
WARMTH ACCUMALATION,
TO KEEP A MORE CONSTANT TEMPERA-
TURE.

PLANTING FOR
ORGANIZING THE **HUMIDITY**



SUNLIGHT

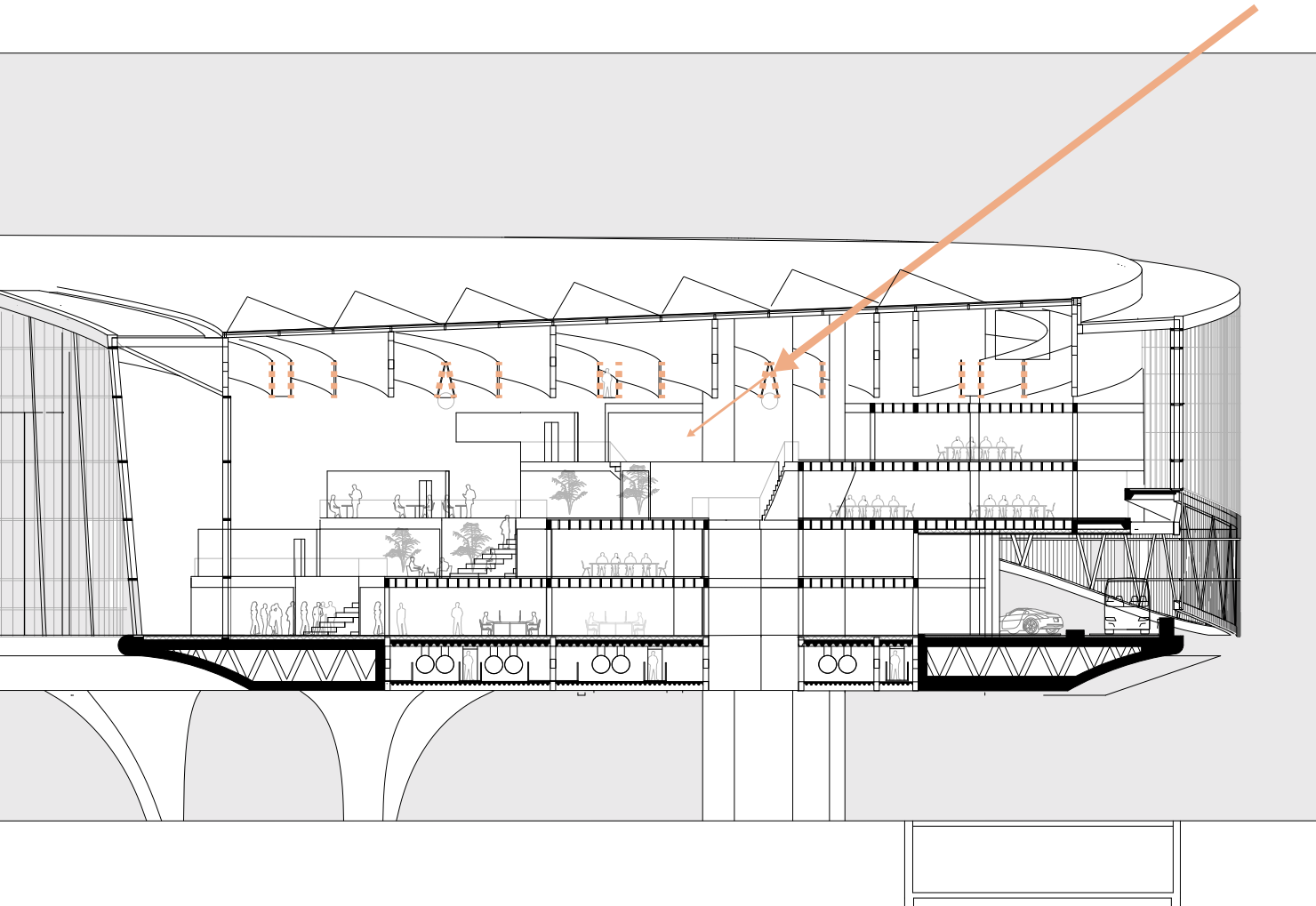
PERFORATED BAFFLES

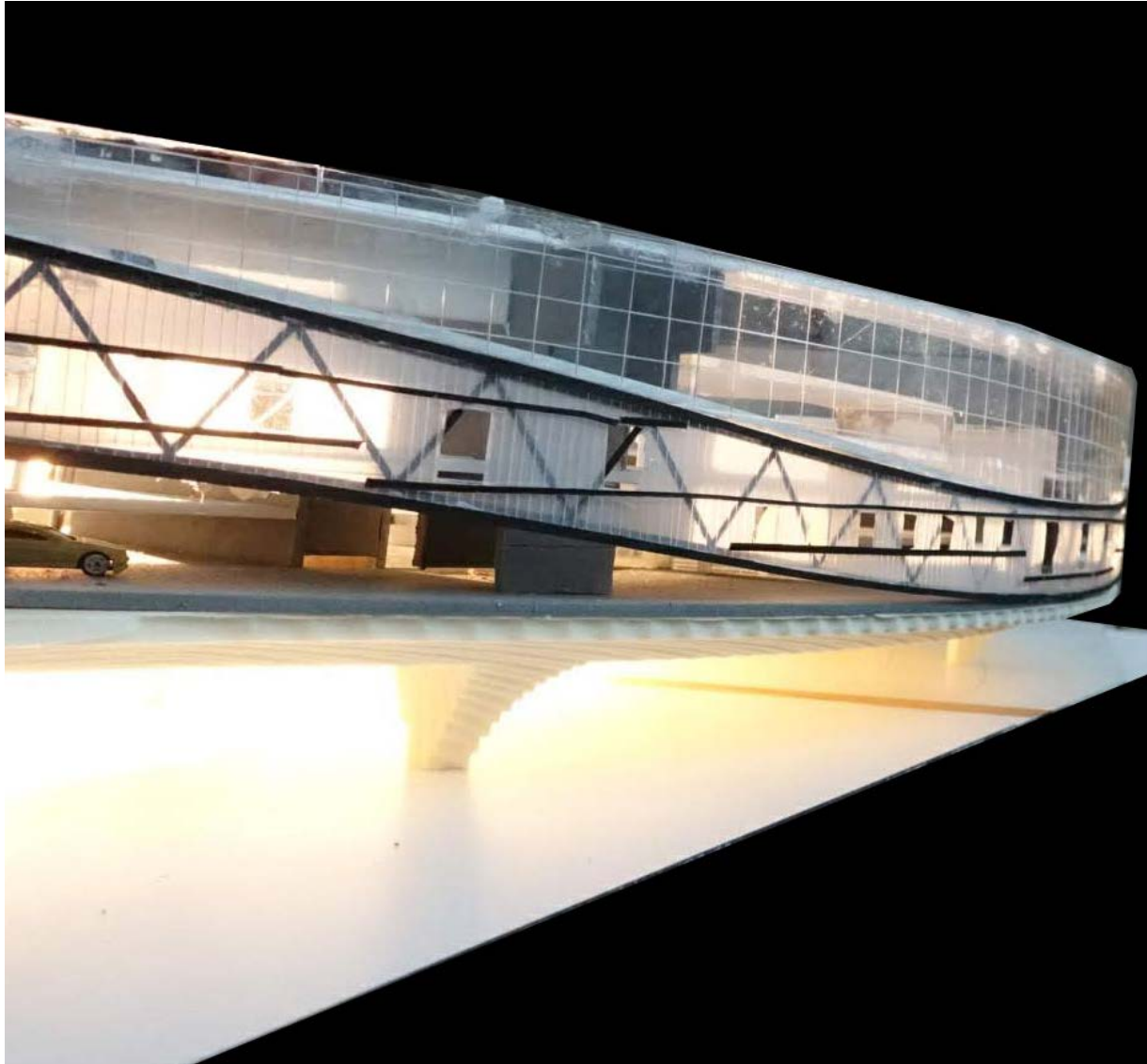
WORKS ACOUSTICALLY DAMPING

BLOCKED LARGE PART OF SUNLIGHT
BUT IT IS STILL TRANSPARENT SO THAT
YOU CAN SEE THROUGH IT

LET THE AIR FLOW THROUGH
BECAUSE THE BAFFLES KEEP LIGHT, THEY
HEAT UP
THIS CREATES AN UPWARD AIRFLOW,
AND PULL FROM BELOW.

SUNCOLLECTORS CREATE ENERGY FOR
THE BUILDING.
BIG ROOF, HALF AS A PUBLIC PARK, HALF
AS A SUNFARM.





MATERIAL

film is about how you see things.
what you see and dont see

FROM SOLID TO TRANSPARANT

The building is made up from a
base structure and a adaptable interior.

FROM PERMANENT TO TEMPORARY



SOLID
PERMANENT
Concrete
CLADDING
STRUCTURE

TEMPORARY TO PERMANENT

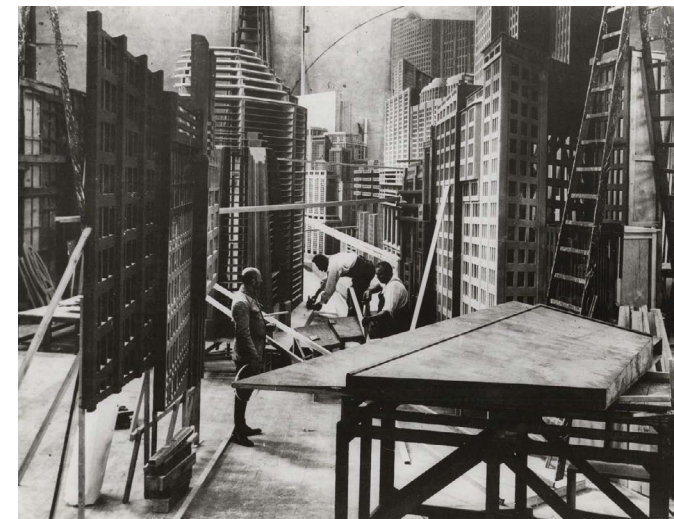
TEMPORARY FILM SETS MADE FROM WOOD



Wes Anderson, *life aquatic*



Stanley Kubrick,
2001: A Space Odyssey



Fritz lang,
Metropolis

TRANSPARANT TO SOLID

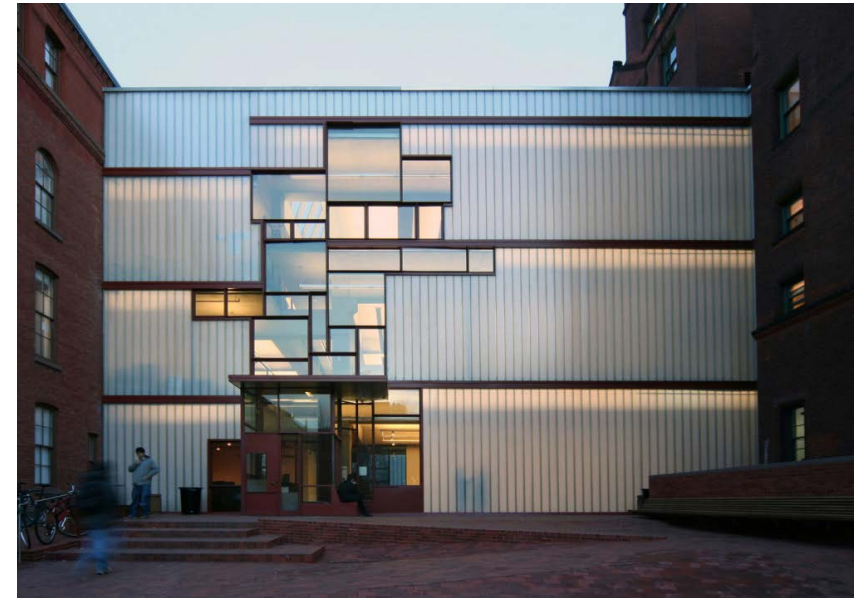
GLASS



TRANSPARANT
CURTAIN WALL



INBETWEEN
REFLECTING / PROJECTING
MIRRORED GLASS



TRANSLUCENT
CHANNEL GLASS WITH
OPTION OF ISOLATION INSIDE



TRANSPARANT GLASS

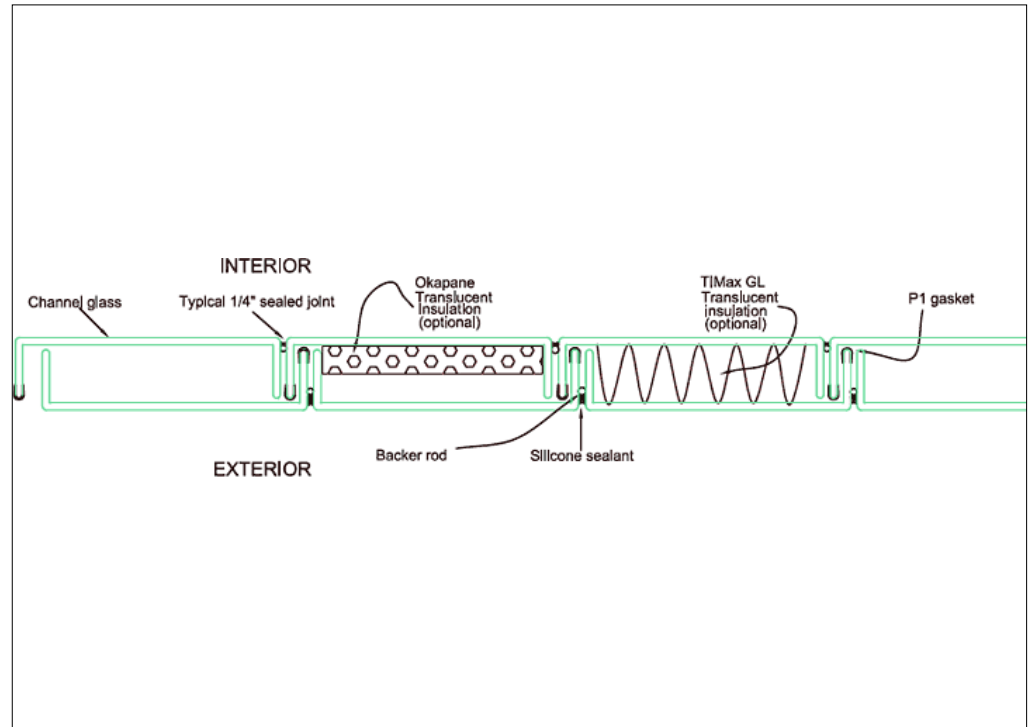
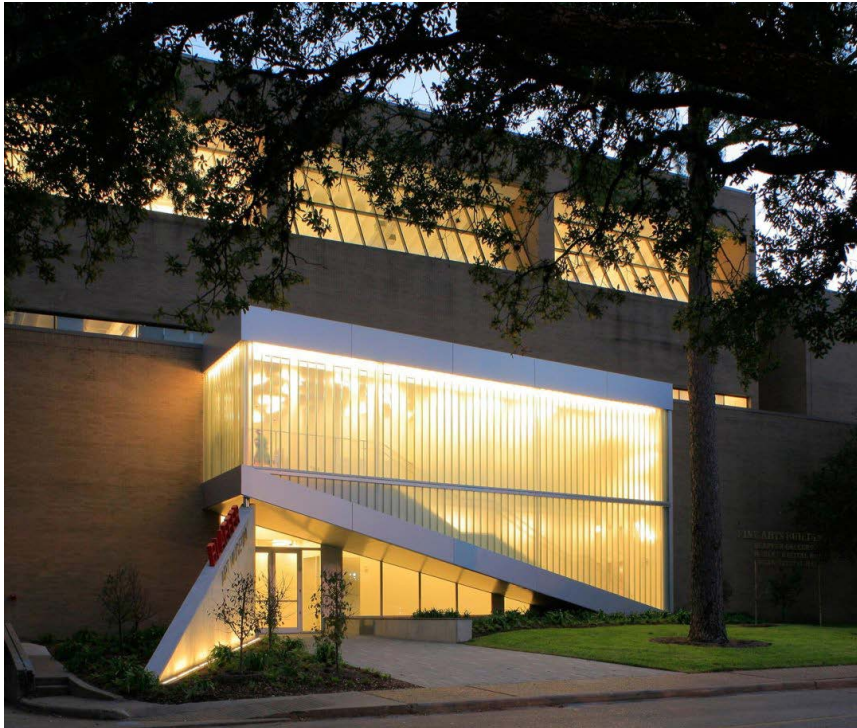
PILKINGTON CURTAIN WALL
WITH A GLASS STRUCTURE

TRANSLUCENT GLASS

CHANNEL GLASS

ITS ABLE TO REACH A HEIGHT OF 7 METERS BECAUSE OF ITS PROFILE.

OPTION OF ISOLATION INSIDE



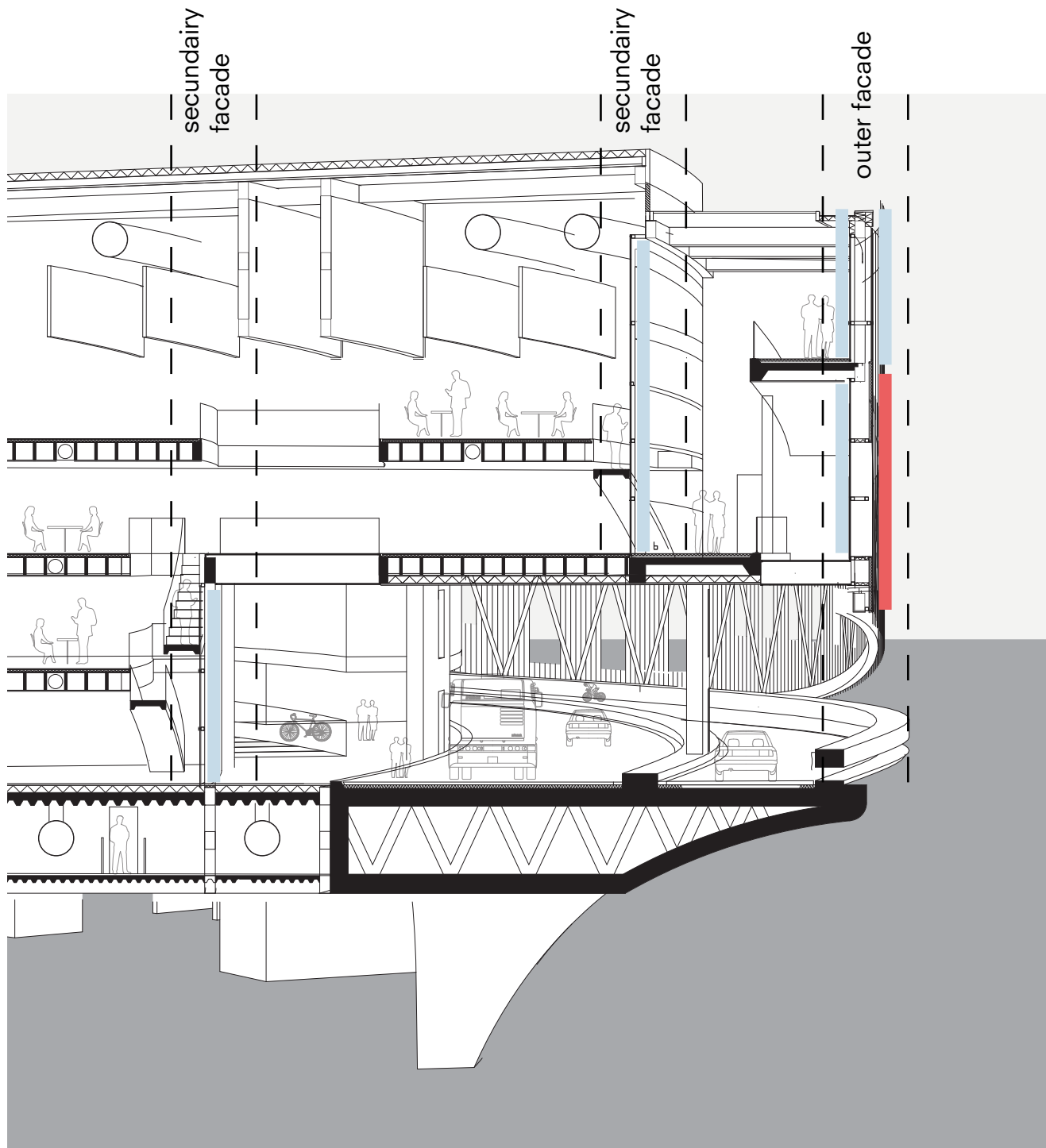
Using differences in translucent glass

Different abstractions
different colors
Creating focus points



PLAYING WITH DIFFERENT TRANPARANTIES
DIFFERENT SCALES OF ABSTRATION ARE CREATED
WHICH CREATE DIFFERENT SCENERIES





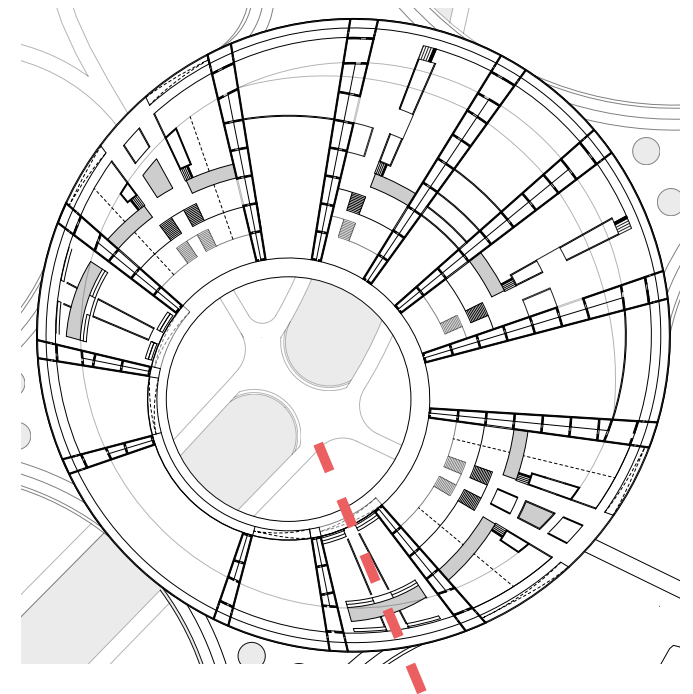
OUTER FACADE

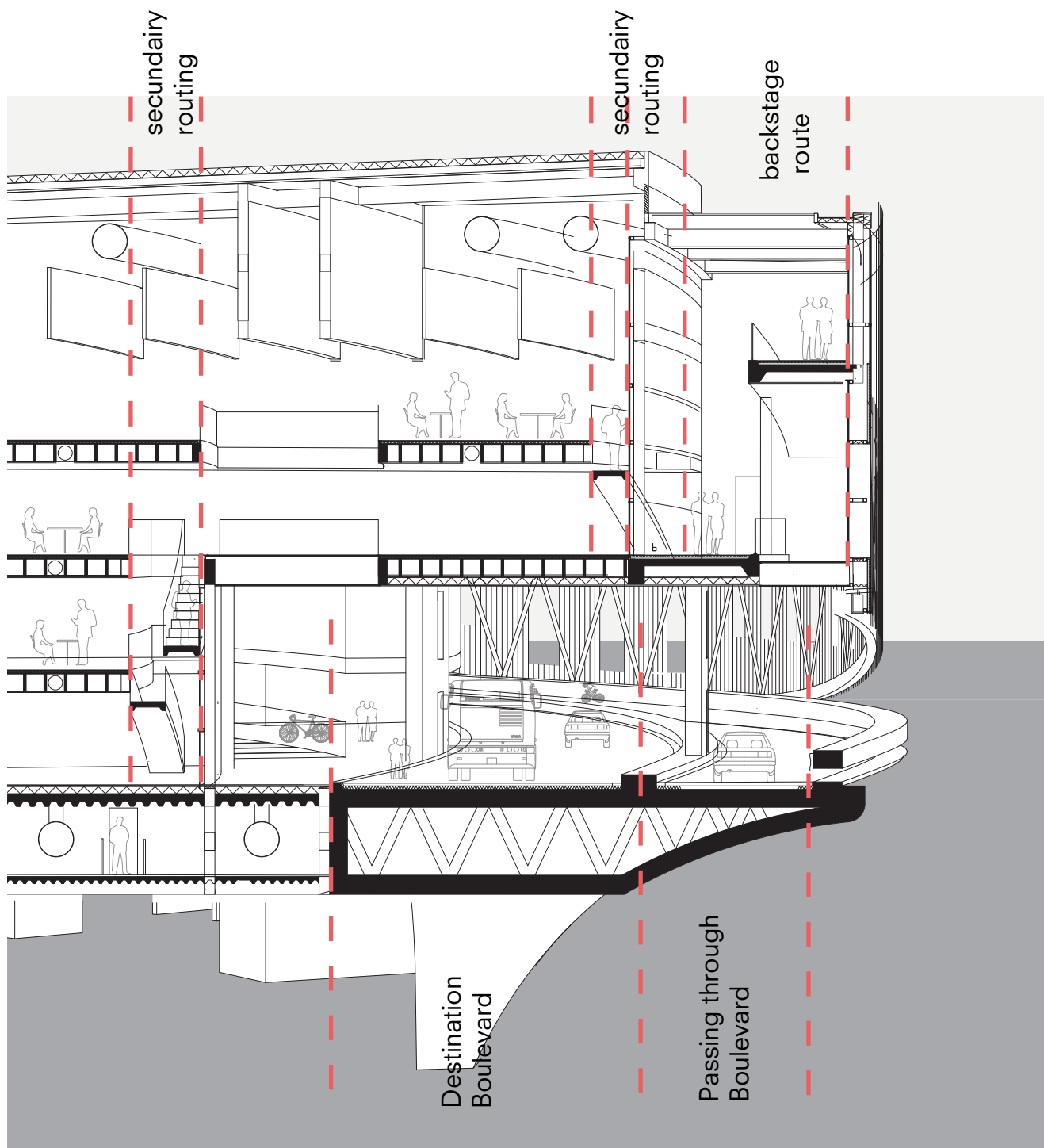
DIFFERENT LAYES

FACADES

ROUTING

SEPERATING THE OUTER ROUTE FROM THE BUILDING





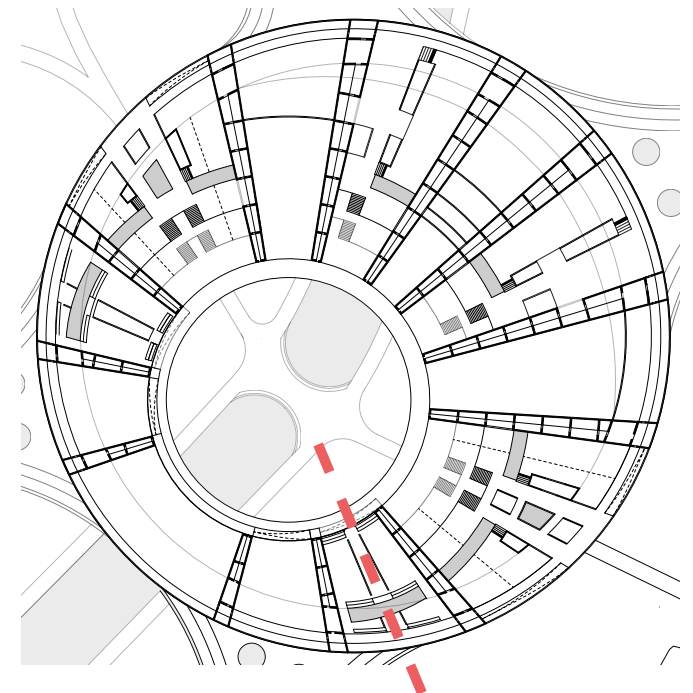
OUTER FACADE

DIFFERENT LAYES

FACADES

ROUTING

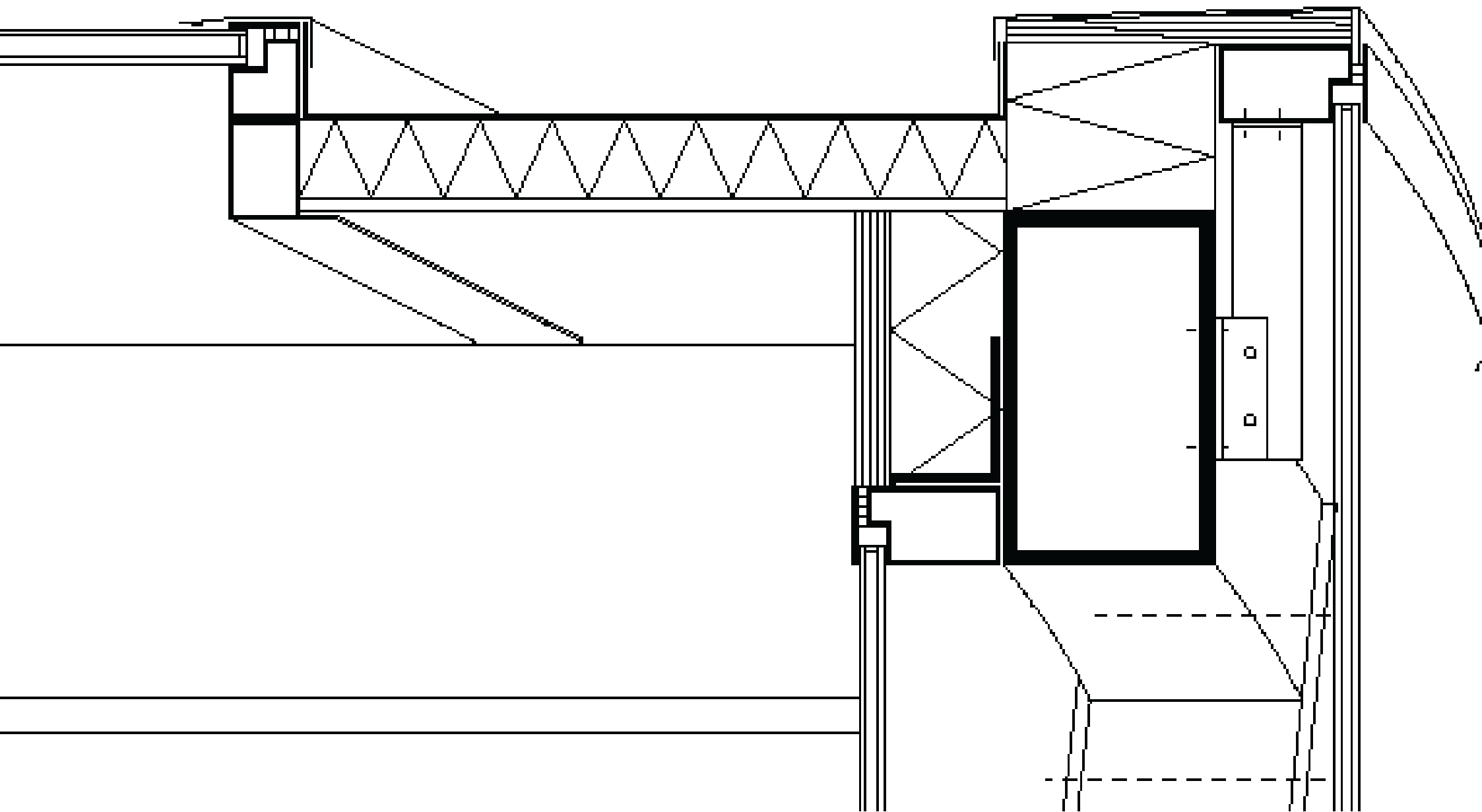
SEPERATING THE OUTER ROUTE FROM THE BUILDING

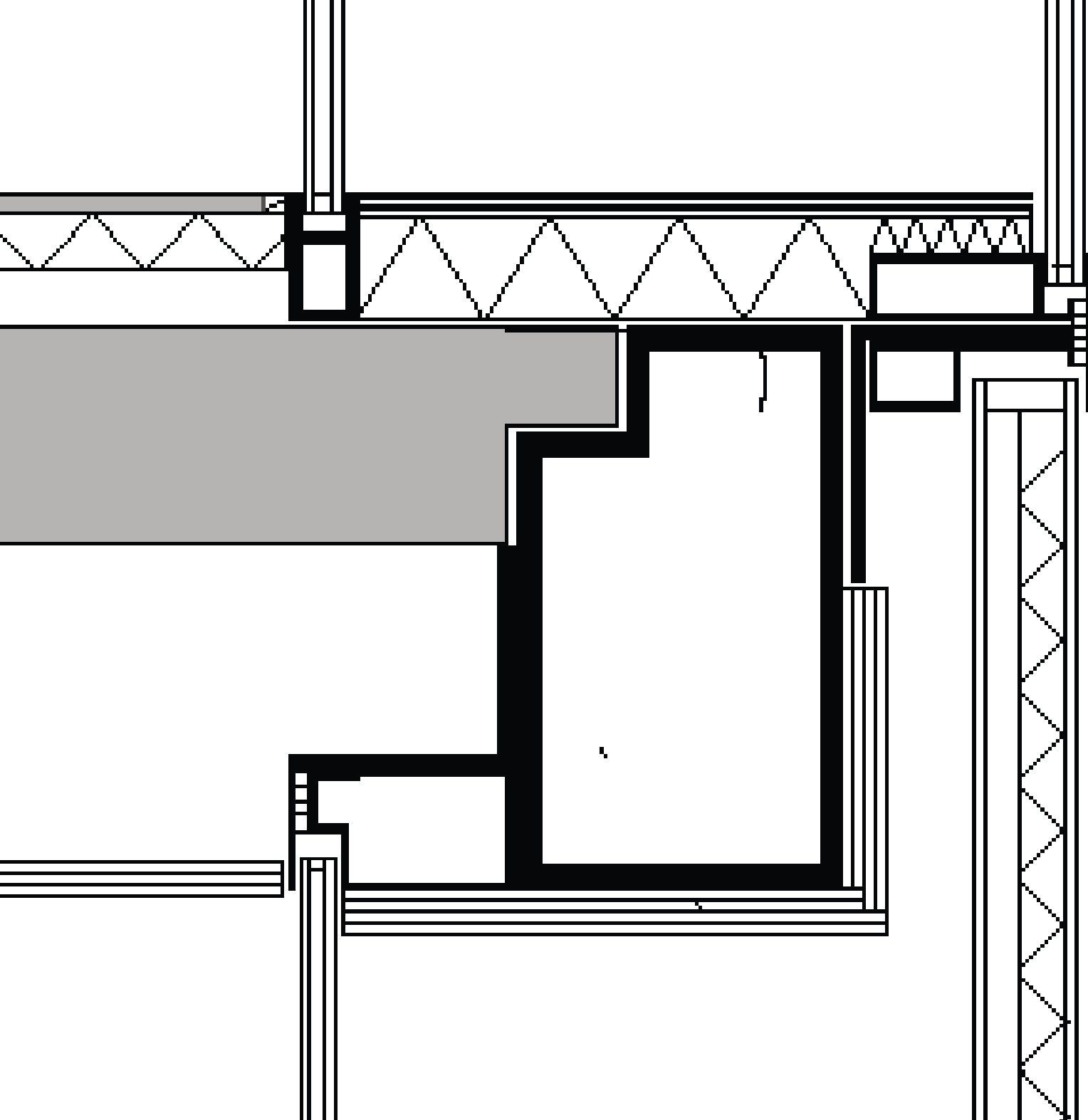




HCEK DETAIL
1: ■
ROOF EXTERIOR FACADE

DOUBLE FACADE CURTAIN WALL GLASS ROOF
RAINWATER



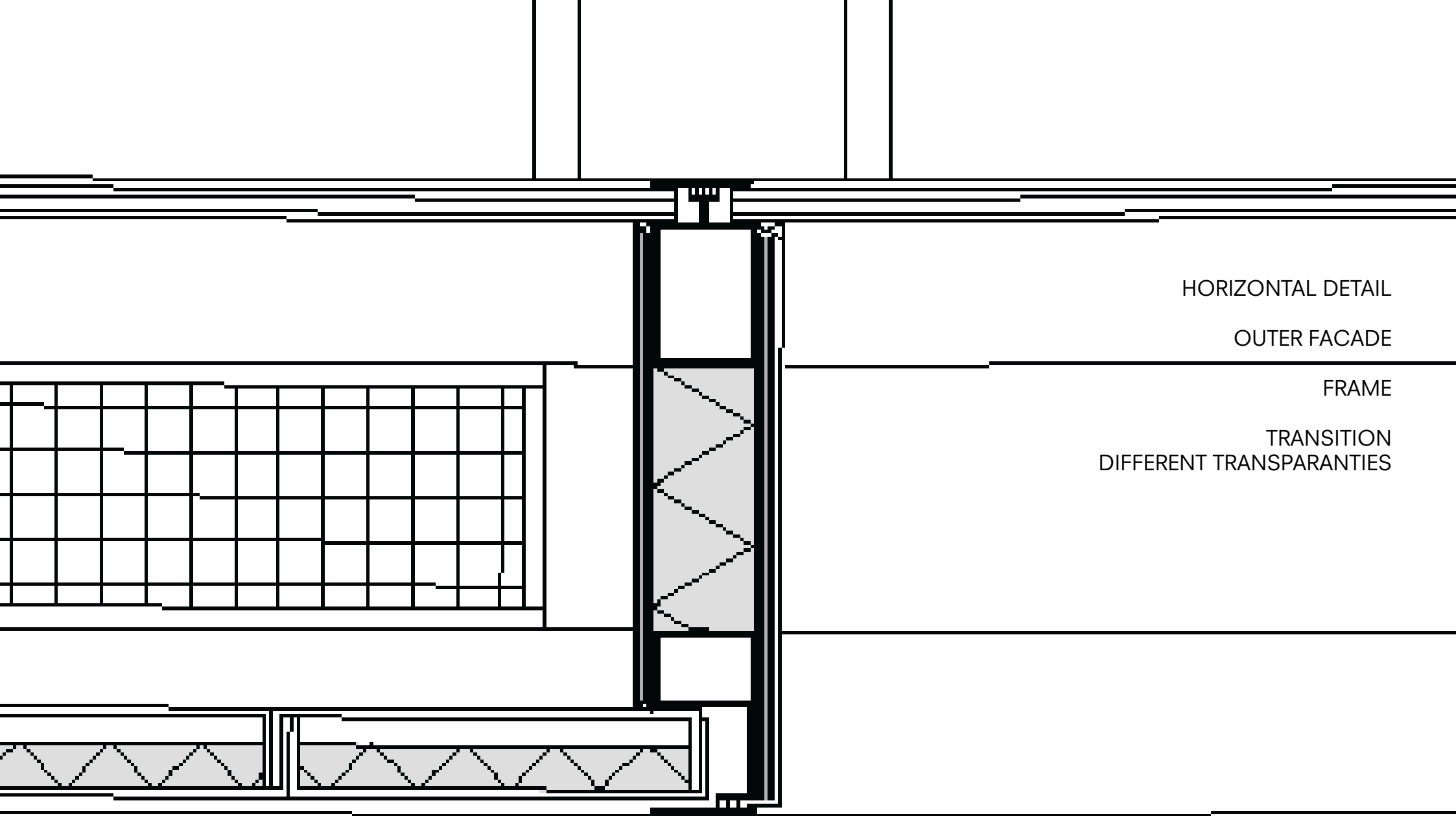


DETAIL

OUTER FACADE

TRANSITION FROM
CURTAIN WALL
CHANNEL GLASS

OUTER ROUTE

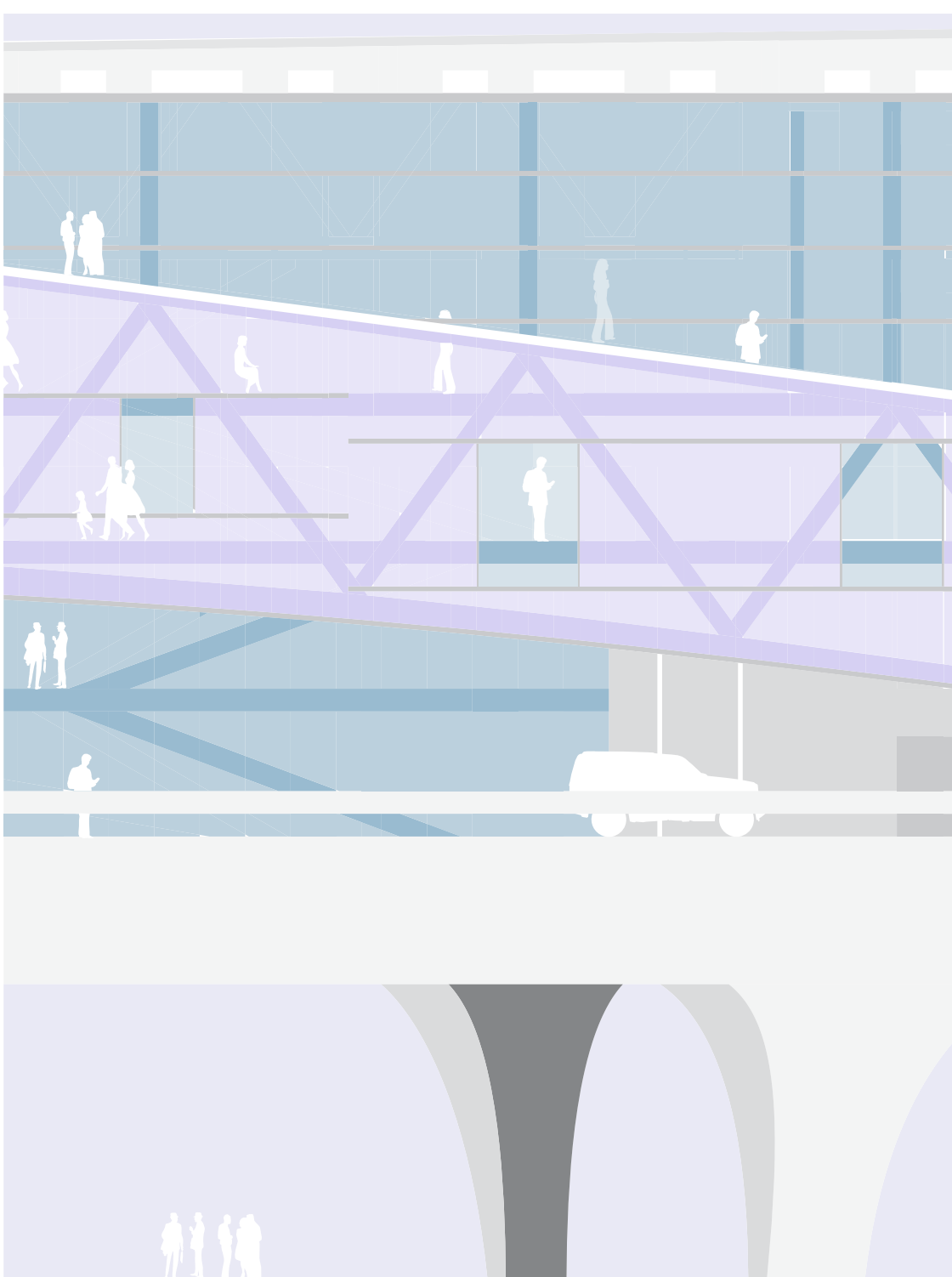


HORIZONTAL DETAIL

OUTER FACADE

FRAME

TRANSITION
DIFFERENT TRANSPARANTIES



Filmroll coming to life

Different layers of movement

Show different shadow and abstractions
on the different layers of facade.

