

FUNCTIONS AS A LANDMARK WHILE HIDDEN IN A BLOCK:

ZUIDER KERK

ONE OF THE OTHER ENTRANCES TO THE MARKET WHEN COMING FROM NIEUWMARKT

JODENBREESTRAAT

NEMO SCIENCE MUSEUM

VALKENBURGERSTRAAT

ZWANENBURGWAL

CURRENT WATERLOOPLEIN FLEA MARKET

CHAOS

THIS NODE IS DOMINATED BY TRAFFIC AND GENERATES SIGNIFICANT NOISE POLLUTION

TRAM TO ARTIS

THIS INTERSECTION MAKES THE USERS QUESTION WHETHER THEY ARE ACTUALLY IN AMSTERDAM

WEESPERSTRAAT

FOR MANY PEOPLE THIS IS THE ENTRANCE TO THE SITE BY FOOT

EXCELLENT TOWARDS VIEWPOINT MUNTPLEIN

CAFE & RESTAURANT RIGHT BENEATH THE COUNCILL HALL

MAIN ENTRANCE FEELS UNINVITING

"I DON'T LIKE HAVING MY SPOT AT THE MARKET NEXT TO ALL THIS TRAFFIC, BUT I'M USED TO IT BY NOW"

METRO ENTRANCES HIDDEN TO THE PUBLIC

"I'M NEW TO THIS PLACE & WHEN I STEP OUT OF THE METRO, I GET CONFUSED IT DOESN'T FEEL LIKE AMSTERDAM TO ME"

TRAFFIC DOMINATED STREET PROGRAM STRESS!

A FEW CAFES & RESTAURANTS

"THIS BUILDING DOESN'T BELONG IN AMSTERDAM"

THE STOPERA BUILDING IS SEEN AS TOO LARGE FOR THE SITE & NOT CONSIDERED PART OF THE BUILT IDENTITY

AWKWARD MONUMENT CREATES AN EMPTY & UNUSED SPACE

CYCLE PATH

DOCKED BOATS PREVENT THE USERS FROM A CONNECTION TO THE WATERFRONT

MOST CAR TRAFFIC FLOWS IN THIS DIRECTION

BLAUW BRUG

THIS DIRECTION FEELS MUCH QUIETER

HOUSE BOAT ON THE AMSTEL

NIEUWE HERENGRACHT

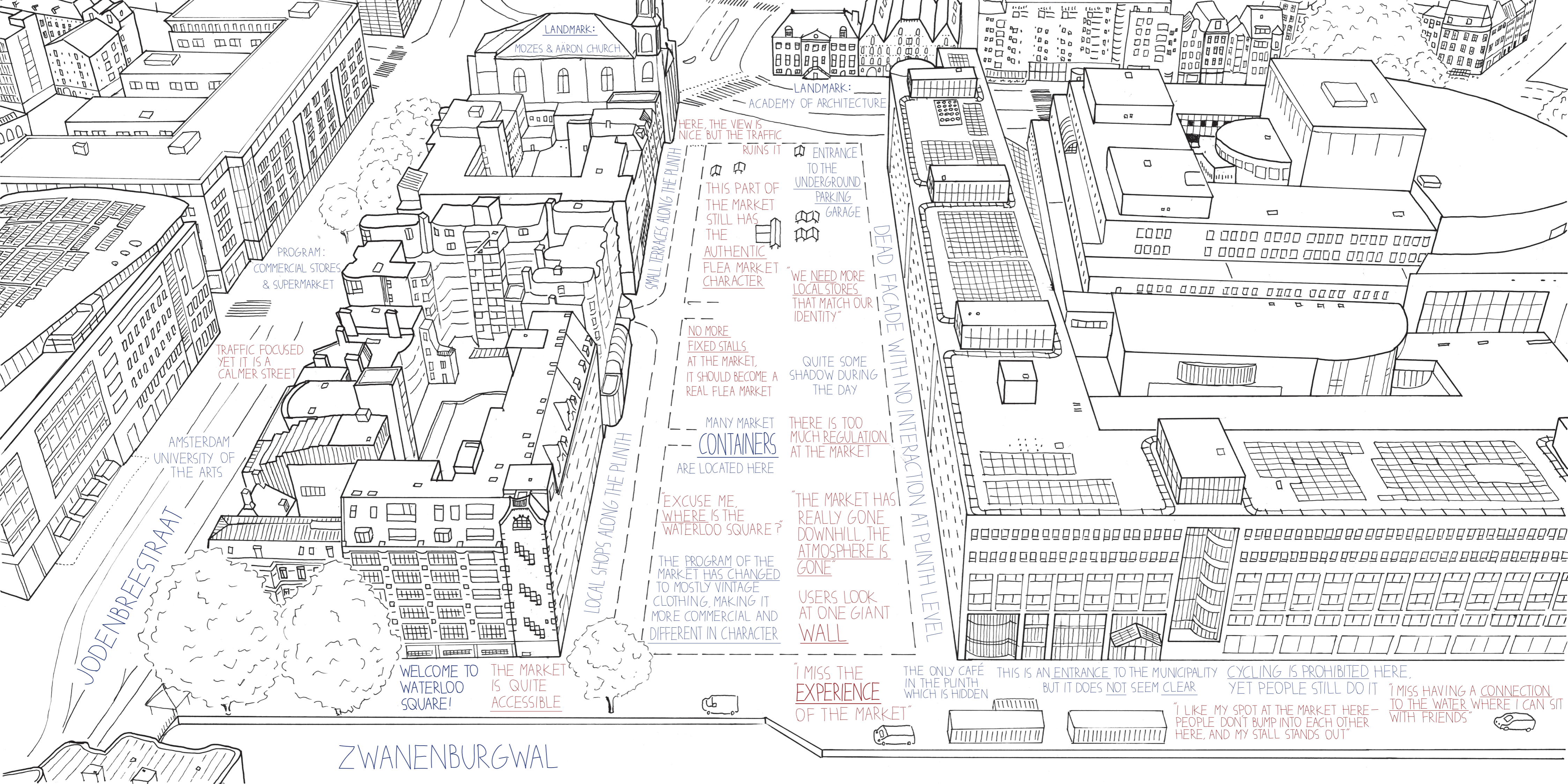
AMSTEL RIVER

REMBRANDTPLEIN IS THIS WAY

THANK YOU! I UNDERSTAND NOW

REMBRANDT SQUARE IS KNOWN FOR ITS LIVELY CAFES AND BARS WICH PEOPLE USE TO NAVIGATE THEMSELVES

THE BUILDING BECOMES MORE SIGNIFICANT FROM THIS PERSPECTIVE



LANDMARK:
MOZES & AARON CHURCH

LANDMARK:
ACADEMY OF ARCHITECTURE

PROGRAM:
COMMERCIAL STORES
& SUPERMARKET

TRAFFIC FOCUSED
YET IT IS A
CALMER STREET

AMSTERDAM
UNIVERSITY OF
THE ARTS

JODENBREESTRAT

LOCAL SHOPS
ALONG THE PLINTH

SMALL TERRACES
ALONG THE PLINTH

DEAD FACADE WITH NO INTERACTION AT PLINTH LEVEL

HERE, THE VIEW IS
NICE BUT THE TRAFFIC
RUINS IT

THIS PART OF
THE MARKET
STILL HAS
THE
AUTHENTIC
FLEA MARKET
CHARACTER

ENTRANCE
TO THE
UNDERGROUND
PARKING
GARAGE

"WE NEED MORE
LOCAL STORES
THAT MATCH OUR
IDENTITY"

NO MORE
FIXED STALLS
AT THE MARKET,
IT SHOULD BECOME A
REAL FLEA MARKET

QUITE SOME
SHADOW DURING
THE DAY

MANY MARKET
CONTAINERS
ARE LOCATED HERE

THERE IS TOO
MUCH REGULATION
AT THE MARKET

"EXCUSE ME,
WHERE IS THE
WATERLOO SQUARE?"

"THE MARKET HAS
REALLY GONE
DOWNHILL, THE
ATMOSPHERE IS
GONE"

THE PROGRAM OF THE
MARKET HAS CHANGED
TO MOSTLY VINTAGE
CLOTHING, MAKING IT
MORE COMMERCIAL AND
DIFFERENT IN CHARACTER

USERS LOOK
AT ONE GIANT
WALL

WELCOME TO
WATERLOO
SQUARE!

THE MARKET
IS QUITE
ACCESSIBLE

"I MISS THE
EXPERIENCE
OF THE MARKET"

THE ONLY CAFÉ
IN THE PLINTH
WHICH IS HIDDEN

THIS IS AN ENTRANCE TO THE MUNICIPALITY
BUT IT DOES NOT SEEM CLEAR

CYCLING IS PROHIBITED HERE,
YET PEOPLE STILL DO IT

"I MISS HAVING A CONNECTION
TO THE WATER WHERE I CAN SIT
WITH FRIENDS"

"I LIKE MY SPOT AT THE MARKET HERE -
PEOPLE DON'T BUMP INTO EACH OTHER
HERE, AND MY STALL STANDS OUT"

ZWANENBURGWAL