

RESEARCH PLAN

Interiors Building Cities

City Hotel, Amsterdam

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Table of Contents

Graduation Studio, City Hotel	5
Problem Statement	6
Methodology	6
Research Questions	11
Argument and Relevance	11
Research Plan Diagram	12
Bibliography / References	13

Graduation Studio, City Hotel

In the studio Interiors Building Cities the graduation course 2020/2021, is focused around the topic of the City Hotel in Amsterdam in correlation with a new ethical compass used by the city to create new reforms; The Doughnut Economy.

The aim of the studio is to design a hotel that can go beyond what most hotels represent today. Many social ethical questions are brought up when looking at the effects that mass tourism has on Amsterdam. This adds to the importance that research brings when thinking about building a city hotel.

The MSc3 studio has been structured around 4 briefs that focus on collective and individual research. Each brief highlights different points of interest around the topic of the City Hotel.

The briefs are:

1. Amsterdam; planning and disruptions
2. Models, references, precedents, exemplars
3. City Portrait
4. Programme and Place

Although the briefs vary from topic they give a broad understanding of what a hotel is and in which context it lies.

The first three briefs will be finalized for P2 and will be presented in the form of 3 different books; Amsterdam: Planning & Disruptions, Hotels: Typologies & Precedents, and lastly Doughnut Economy: Interviews & Models. Furthermore, individual research plays a central role in understanding the individual design approach. This individual research starts from

brief 3 where, through a small design project, we zoom in on our personal interests as a catalyst for our thinking.

The three briefs together with the reading assignment of the book: Doughnut Economics, Seven Ways to Think Like a 21st-Century Economist by Kate Raworth, personal research and own experience are the factors that bring the path of interest to base the problem statement and the questions that drive the main project of the studio: the City Hotel.

Brief 3 works as a catalyst of our thinking which in brief 4 it possibly can evolve into the design project. The starting point is the place of the hotel, twelve locations in the city center are offered as possible sites. Each location is different and offers different thinking and interpretations and can also be seen as catalysts of our thinking. Either of a new idea or of ideas that were formed in the previous brief with the small design project.

The location can, in this case, determine what a relevant program for the Hotel could be. Questions are asked around the impact of the location to the hotel and vice versa.

Problem Statement

The city center of Amsterdam is becoming an environment that has adapted itself more to the tourist than to the inhabitants. Plinths are full of shops to attract tourists. In some areas of the city center, the facilities for the inhabitants are decreasing, forcing the Amsterdammers to leave. Locals are not happy with the way Amsterdam is becoming and are urging for change. It is clear that tourism in Amsterdam has not gone through an adaptation that benefited the people of Amsterdam. This type of tourism is one that exploits the city's resources without giving much back. This relationship has to be rethought from the bottom up. A creative solution should come out of this adaptation that brings community and integration between the Amsterdammers and the tourist.

Furthermore current world problems such as the pandemic and the environmental issues are having a great impact on the city and are instigating radical changes. As Li Edelkoort says, the pandemic offers "a blank page for a new beginning". This is the moment to come with creative solutions to solve deep problems in the core of our society.

The hotel typology can use this new beginning to reinvent itself in a way that adapts to the city fabric in a responsible way for the Amsterdammer and it's new environment. The aim of this graduation project is to rethink the typology of the hotel so that it can change the exploiting nature of tourism into one that can give back.

Methodology

In order to have a successful project it needs to be substantiated by research, this also constructs the critical thinking behind ideas. The problem statement is a result of conversations with peers and tutors, research with the reading of the book Doughnut Economics and through research by design with the small project of brief 3.

The project of brief 3 became a research project prompting questions regarding the act of giving new purpose to existing spaces and materials into a tactile object. It is located in an old TU Delft faculty that is now antikraak, where startup and inhabitants are renting old classrooms and repurposing them into their own spaces. The idea of the project is to create a place that would bring people together by sharing their knowledge and specialties. Materials were gathered throughout the whole building to create this space. The main objects are lecture room chairs that are taken out of an old abandoned lecture room. These chairs were stacked to create a bleacher. Other parts of the chairs are used to make two shelves in the back to host a small library. This project is called: A Playground to Share Knowledge.

This research by design method was a very important learning opportunity to understand the practice of building, and to see how much potential lays behind existing materials. During the same time an interview with Lola (Leegstand Oplossers Amsterdam) showed the opportunities that lay behind existing spaces as well. Lola is an antikraak with open doors, they take temporary empty buildings and repurpose them with little to no architectural intervention

/ Interiors Building Cities /

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A Playground to Share Knowledge, research by design project of brief 3.

into places where artists can work, refugees can stay and tech companies can grow, all with the integration of the whole neighborhood. There are many buildings in the Netherlands and in Amsterdam that don't fit within today's way of living. Therefore, these buildings have the opportunity to be redefined. In antikaak buildings it is possible to see how people become flexible and creative with the spaces they are given.

What resulted from both these experiences is the learned truth that antikaak buildings are not modified in their architectural form, although its purpose is. The new temporary function is given by hearsay without changing the composition of the building. These new functions become fluid in paused places, and adapt into the existing fabric. This adaptation is extraordinary and it stimulates creativity. Such learning prompts a question that Floris Alkemade asks in the book *Rewriting Architecture 10+1 Actions*; "How can architecture be redefined by the act of giving new purpose to existing spaces?" (Alkemade, 2020)

The location of the City hotel is in this regard an important choice that needs to support the

concept of adaptive reuse, meaning reusing a building that already exists and adapting it to a new function (Lehmann, 2016). From the twelve locations, three offered existing buildings to work with and after long thought the chosen location is the **Parking garage of the Bijenkorf**. This decision was also taken based on location, historical research and the accessibility to the buildings today, the second option was the P.C. Hoofthuis by Theo Bosh. This building is a faculty building of the UVA and due to Corona restrictions is not accable for third party visitors.

The parking garage is situated in the heart of the problem of tourism in Amsterdam. It is close to the Dam square, the red light district and the train station. It is also located next to very prestigious buildings such as the Beurs van Berlage, De Bijenkorf and the Euronext Beurs. In the history of Amsterdam this was also an important location, Beurs square was a meeting point for many Amsterdammers as it was the parking spot for horses (Rosenberg, 2009). Warmoesstraat, which is now experienced as the backstreet of the buildings on the Beurs square, was an important street with many local businesses such as the Simon de Vries Ateliers

which was one of the larger Jewish employers in Amsterdam (SIDVA (Simon de Vries Ateliers), 2020), and the Cafe Krasnapolsky which was a public interior for the rich where people could display and gather (Beeldbank, n.d.). This cafe is recognisable for its art nouveau style resembling Victor Horta's, Maison Du Peuple.

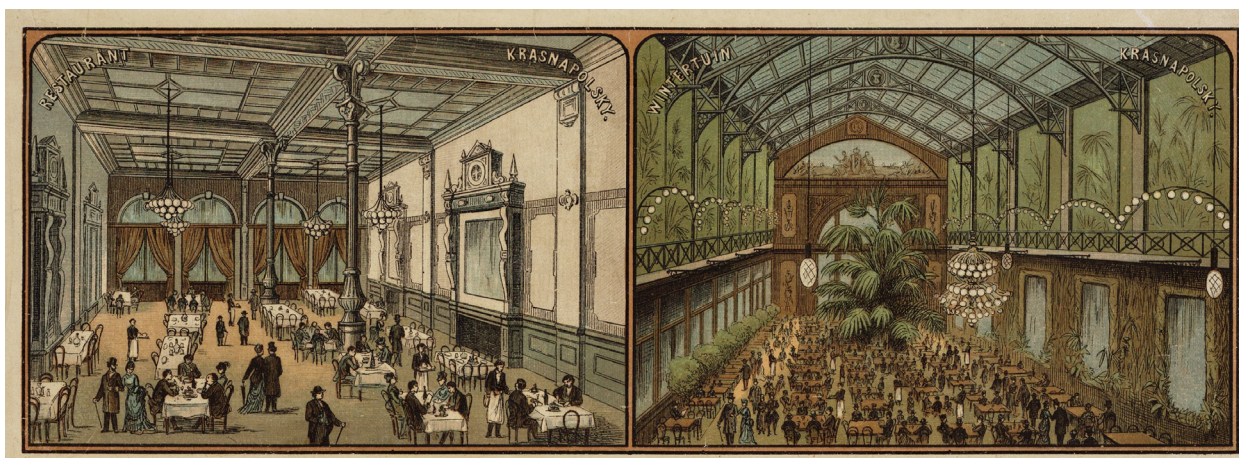
What is important is to rethink the typology of the hotel in Amsterdam to a new hotel that can directly benefit the people of Amsterdam from being exclusive to inclusive. Through this hotel, tourism can be transformed in something that gives back to the people of the city. Starting with the idea of a hotel with open doors, as Lola does with their antikaak buildings, where immediate surroundings are involved in the hotel and vice versa. This can be a place where the earnings of the tourist lodging in the hotel would go directly into subsidising spaces in the same building for the locals. These spaces can go from long/short term office spaces to artists studios and exhibition spaces for affordable prices. Communal spaces and functions would also be a part of the hotel such as a library and a multifunctional tribune. In other words, what if this hotel becomes a multifunctional building for the neighborhood and Amsterdam as a platform to nurture local businesses?

This hotel is a place of inclusiveness, where people from every age group and background can feel welcome. This hotel also targets a group of tourists that wants to be more responsible when they travel not only from a point of view of the world environment but also of the direct environment. When choosing for this hotel the tourist chooses to actively help small local businesses and artists that also inhabit the building. They would see the direct effect of

their stay on Amsterdam.

On the other hand the Amsterdammers that would choose to rent a space in this hotel are groups of people that look for affordable office spaces, a similar target group that would choose for Lola, an antikaak. This would include startups as the ones that are part of the doughnut coalition in Amsterdam at the moment and artists that want a space to free their creativity around others.

To evolve this project into the next semester further research needs to be done. Regarding adaptive reuse by looking at different pioneers in this field such as Lina Bo Bardi with her projects SESC Pompeia, Teatro Oficina, Casa do Benin and Casa do Olodum (Lehmann, 2016). Boros Collection and Residence by Realahitektur is a project that leaves the facade as a shell of the building untouched and readapts the interior (Boros Collection by Casper Mueller Kneer Architects, 2016). Another example of this readaptation is the Capsule Hotel and Bookstore by Atelier Tao+C (Atelier Tao+C, n.d.). While Rotor gives a new perspective to readaptation and the direct reuse of materials but also shows the beauty behind abandoned places with their project Grindbakken, Dok Noord (*Rotor*, n.d.). The High Line at the Rail Yards by James Corner Field Operations, is an example of a very successful radical readaptation in this case of a public space (Fo. n.d.). LocHal by Mecanoo on the other hand is a repurposing of an old factory into a multifunctional building that acts like a public interior (*LocHal Library*, n.d.). These projects and more need to be researched to understand their concept, methodology and realisation of such successful repurposed buildings.



Print showing on the left the restaurant and on the right the winter garden of the Cafe Krasnapolsky (Warmoesstraat 177-183 [Print], n.d.)

Historical research also needs to be done to understand the context of the project so that this is embedded in its environment. The Cafe Krasnapolsky is a valuable reference for a building in Amsterdam that was used by locals before tourism became such a problem. Cafe Krasnapolsky was a hotel with sequences of large spaces that invited people to gather together. The openness of these spaces made this hotel to become a public interior of Amsterdam.

Further historical and theoretical research can be done with the use of archives as the Nieuwe Instituut and the Amsterdam archive, and through the reading of books and articles.

Model Making is an important tool to understand the project in a deeper way. Models are used as a method to design and analyze through different scales. Site models also help understand the context in which buildings are situated, these can be done in different scales depending on what is important for its argumentation.

Small Scale Design Interventions can work as a catalyst for ideas, these interventions can also be in the form of workshops and gatherings. A Playground to Share Knowledge was a successful intervention for me as it really stimulated the thinking behind the project. More of these interventions can take place in different forms also relating directly to the location of the hotel. Documentation of all the research is a very important part to reorder thoughts and to translate ideas and knowledge into a universal language. This can be done by means of drawings, mapping, models, photography and

videos.

Collective research was also an important part of this studio. This research was done during the first part of the first semester, it was executed in the form of 3 different Briefs, these are:

1. Amsterdam; planning and disruptions
2. Models, references, precedents, exemplars
3. City Portrait

Amsterdam; planning and disruptions, was historically based research, collecting information about the development of Amsterdam through time until today. This brief focuses in particular on the architectural evolution of Amsterdam from a city to the building scale, perpendicular to the social conditions of the city.

Models, references, precedents, exemplars, is an analytical and historical research about the Hotel typology. The focus is set around the evolution of hospitality from its origins until today with Airbnb. The research has looked through the lens of architecture, these typologies are explained through plans, sections and illustrations through different scales; city, building, interior and component.

City Portrait, is about the Amsterdam of today and of the future. Amsterdam has adopted a new ethical compass to create new reforms, this is the The Doughnut Economy. Centered on circularity through the Doughnut Economy the municipality is trying to create more awareness through the scope of environmental issues that are caused by deep seated values in

society today. With this brief different business and corporations that follow the doughnut model were interviewed. From this interviews inspiration was found to design the small project.

The methods used to compose these briefs are through:
Books, online articles, archives, old newspaper articles, documentaries, mapping, drawings, interviews and photography.

Research Questions

How can a City Hotel contribute back to the existing fabric of the city, and reshape the relationship between the tourist and the inhabitants of Amsterdam?

“How can architecture be redefined by the act of giving new purpose to existing spaces?” (Alkemade, 2020)

How can an architect decide what can be reused or not? What type of methods and guidelines can one take when encountering this decision to ensure small environmental impact?

Can a hotel be for everyone? To what extent do we need to segregate target groups and functions? Can the users interpret the function of the building?

To what extent does an architect need to design a building for the function to work?

Argument and Relevance

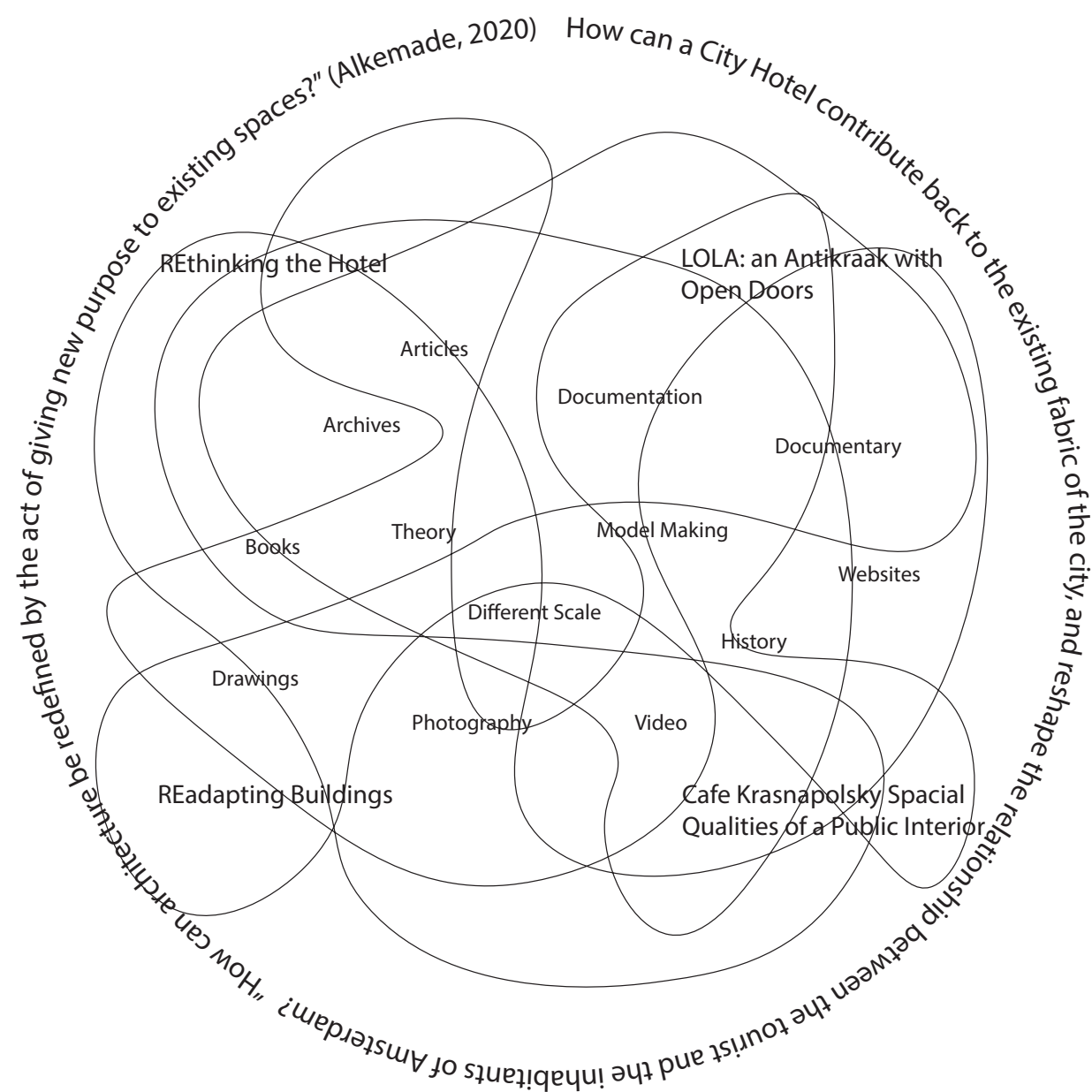
The City Hotel in Amsterdam is a topic of extreme relevance to the current situation in the world. From the pandemic to the environmental issues, this project has to rethink the norms of a hotel to respond to the current issues. The hotel typology has to re-adapt to its new environment, this is an opportunity to reevaluate what is important.

The Parking garage prompts relevant questions in the realm of repurposing that go beyond the City Hotel or the context of Amsterdam. Readapting a parking garage from a place for cars to a place of people is an idea that has the potential to become more frequent in the future. Cars in cities are becoming more obsolete and city centers are slowly given back to the pedestrians and the bikers.

Many cities implement the idea of parking cars outside of the cities and using public transport to arrive at their destination. In the city center of Amsterdam there are 10 parking garages with a total capacity of 4.454 spots and around 55.675m² of parking spaces, without taking in consideration all the circulation (Amsterdam Parking, n.d.). All this space can be given back to the people of Amsterdam.

Knowing the location, its context and its history, it becomes possible to imagine the intentions that fit the thinking of what kind of city hotel can evolve out of this catalyst.

Research Plan Diagram



The diagram above maps the future process of this project. Design and research are constant in the process, and should not be separated as they inform each other. The process of these can not be seen as a linear one. This diagram tries to highlight this belief.

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Research Plan / Overview

City Hotel, Amsterdam

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Problem Statement

Tourism in Amsterdam has not gone through an adaptation that benefited the people of Amsterdam, this type of tourism is one that exploits the city’s resources without giving much back. This relationship has to be rethought from the bottom up. A creative solution should come out of this adaptation that brings community and integration between the Amsterdammers and the tourist. Further more current world problems such as the pandemic and the environmental issues are having a great impact on the city and are instigating radical changes. As Li Edelkoort says the pandemic offers “a blank page for a new beginning”, this is the moment to come with creative solution to solve deep problems in the core of our society. The hotel typology can use this new beginning to reinvented itself in a way that adapts to the city fabric in a responsible way for the Amsterdam and the environment.

Research Questions

How can a City Hotel contribute back to the existing fabric of the city, from the locals to the tourist?

How can architects build responsibly? How much of what is already there can we re-purpose? and with new materials how can architects build with little environmental impact?

Can a hotel be for everyone? To what extend do we need to segregate target groups and functions? Can the users interpret the function of the building?

Methodology

Group Research

Collective research was done in the from of 3 different Briefs, these are:

- 1. Making Plans, decided in two: A City planed and Planned Disruptions
- 2. Models, references, precedents, exemplars
- 3. City Portrait

The methods used to compose these briefs are through:
Online articles, photo archives, old newspaper articles, documentaries, mapping and drawings.

Individual Research

Will be executed with the following methods:
Historical research, by means of online articles, literature, photo archives, old newspaper articles and documentaries.
Theoretical research by means of online articles, literature and documentaries.
Interviews with organizations that can inspire the project and with target groups of interest.
Model Making is an important tool to understand the project deeper way. Models be used as a method to design and analyze through different scales.
Small Scale Design Interventions can work as a catalyst for ideas, these interventions can also be in form of workshops and gatherings.
Documentation of all the above by means of drawings, mapping, models, photography and videos.

Argument en Relevance

The City Hotel in Amsterdam is a topic of extrema relevance to the current situation in the world. From the pandemic to the environmental issues, this projects has to rethink the norms of a hotel to respond to the current issues. The hotel typology has to re-adapt to its new environment, this is an opportunity to revalue what is important.