

P4 Reflection

MSc 4 Public Interior

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The research and design in MSc 3 interior studio is focusing on the Amsterdam Zuidas area. As the statement of the municipality of Amsterdam, Zuidas is Amsterdam's prime location, an urban hub with international allure. Zuidas is a great place to be: it provides ample space for living, working and studying.

However, people cannot be happy to work or live in a place if only functional demands are satisfied. They need dynamic things, or events, in their daily life.

My research targets on the public events in Zuidas. It 1) reveals the importance of public events in terms of people and communities 2) investigates the current condition of public events attendance in Zuidas 3) explores the way to increase events attendance in architectural perspective.

In the case of Zuidas, an open and centralized space for events may help to increase people's attendance. For my design, I would like to create an open and sheltered space for events. It will be iconic due to diverse kinds of public events. In this way people do not need to exhaust all their efforts to find the locations of events as before. Instead they can easily come and see if there is a special exposition or lecture, while having lunch break.

The location of this space should be close to the route where people pass by. In Zuidas, the railways offer a great opportunity. Currently, they are a considerable barrier that cuts Zuidas into two. The existing passage between Mahlerplein and Zuidplein will be expanded, and a secondary passage will be built in 2020. The space between two passages has a great potential. It can be designed as a large continuous horizontal events hall, containing the events dispersal among the whole Zuidas area. It can also be integrated with two passages, working as a hub to unify two separated parts in Zuidas. There will be lots of

people passing through and waiting for trains. At the same time, the events hall may attract them to stay temporarily for an interesting lecture or special exhibition.

In this events space, there will be no closed-off rooms. Instead the whole events hall will be continuous. The events can take place in the zones freely claimed by light, furniture, and stairs. In this way, people will be able to attend any event freely. Also it can help to motivate people to stroll and look for events of their interests.

Interior elements will play key roles in this continuous events hall. The hanging lamps and hollow columns will help to claim zones. The space under the lamps can be used for book market, or some formal exhibitions. The space surrounding this column is free for some informal exhibitions. And in another way, the lamps and columns can also serve for big events. For example, they can be used as stage properties in the fashion show.

