

Amstel InnovUnion

**PROJECT BOOK
CHENXI DAI
4512650**



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CREATIVE INDUSTRY

The creative industry is one of the top sectors in the Netherlands. Amsterdam is the biggest creative hub in this nation. There will be many changes within this sector in the next few decades. How can the creative industry in Amsterdam adapt to the new situations? What programme will be needed for creative industry in 2050?

CREATIVITY IS THE FUTURE

COMPETITIVE ADVANTAGE

Creativity will be the source of our next industrial revolution, not machines



Against a backdrop of uncertainty, economic turmoil and unprecedented change a new picture is emerging of the skills and traits for success (and perhaps even simply survival) in the modern era. At the heart of this essential skillset for the future lie on creativity.

A raft of recent research studies demonstrates that creativity is vital from the shopfloor to the boardroom and at the level of the individual to the organization as a whole. What is more... our economic fortunes at a societal level probably rest on creativity too.

- Creativity and innovation are the number 1 strategic priorities for organizations the world over

-Creativity is part of all our day jobs

-Organizational profitability rests on individual creativity

-Creative teams perform better and are more efficient

- Creative organisations are more profitable

-Creative Leadership is fundamental

DEFINING CREATIVE INDUSTRY

Creative Industry (CI) are those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.

1998 Creative Industries Mapping Document, UK
Department for Culture, Media and Sport

The creative industries refers to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. They may variously also be referred to as the cultural industries (especially in Europe) or the creative economy, and most recently they have been denominated as the Orange Economy in Latin America and the Caribbean.

The creative industries have been seen to become increasingly important to economic well-being, proponents suggesting that “human creativity is the

ultimate economic resource”, and that “the industries of the twenty-first century will depend increasingly on the generation of knowledge through creativity and innovation”.

SECTORS WITHIN CREATIVE INDUSTRY



The creative industry comprises advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software, toys and games, TV and radio, and video games. Some scholars consider that education industry, including public and private services, is forming a part of creative industry. There remain, therefore, different definitions of the sector .



Communications

Advertising
Audio Services
Graphic Design
Marketing
Print Production
Public Relations
Publishing
Social Media
Video Production



Design

Architecture
Engineering
Industrial Design
Making
Manufacturing
Textiles
Urban Systems



Entertainment

Animation
Education IT
Film & Digital Media
Gaming
Post-Production
Theme Parks + Recreation
Toys



Fine Arts

Arts Organizations
Arts Venues
Interactive Arts
Museums, Galleries
Music
Performing Arts
Visual Arts



Software & Hardware

Augmented Reality
Education Technology
Health IT/ Medical Devices
Mobile Applications
Responsive Environments
Robotics
Software Development



DATA Science

Big Data
Big Sensor
Embedded Computing
Parallel Computing
Pervasive Computing
Telecommunications



Creative Industry Support Services

Consulting
Corporate R&D
Co-Working Spaces
Government R&D
Incubator/Accelerators
Post Secondary Education
Professional Societies
Selected Business Services
Trade Associations
University R&D
Venture & Seed Capital

DUTCH CREATIVE INDUSTRY



€9.8 Billion
- **€16.9 Billion** Value



261,000 Employment



Top 10 Globally

Dutch creative industry is in the top ten in the world. With regard to trade figures, job opportunities or registrations of brands and patterns, Holland ranks consistently between fourth and tenth place internationally. For example, on the global ranking of creative exporters, the Netherlands is in the eighth place.

In 2011, the Dutch creative industries employed about 172,000 people (including the culture and arts sector). 66% of these are self-employed.

The annual turnover of Dutch creative industries is € 7.1 billion, representing 1.9% of the Dutch economy.

The Netherlands counts roughly 57,600 designers, of which 83 per cent work in communications design and interactive design, 10.5 per cent work in product design (including industrial design) and 6.5 per cent work in interior design.

DUTCH CREATIVE COMPANIES



anomaly



NETFLIX



Calvin Klein

DIGITAS

ESPRIT



Timberland 

Wieden
Kennedy⁺



loveurope

DUTCH CREATIVE HUBS



There are mainly 6 creative hubs in the Netherlands:

Amsterdam, the most important hub, is a creative melting pot.

Delft, hosts the largest and oldest academic program in industrial design.

Rotterdam, the city of architecture.

Arnhem, fashion biennale and known for fashion designers.

Utrecht, hosts the Gaming Institute.

Eindhoven, the technological heart of the nation.

CREATIVE INDUSTRY IN AMSTERDAM



ADVERTISING



DESIGN



FASHION



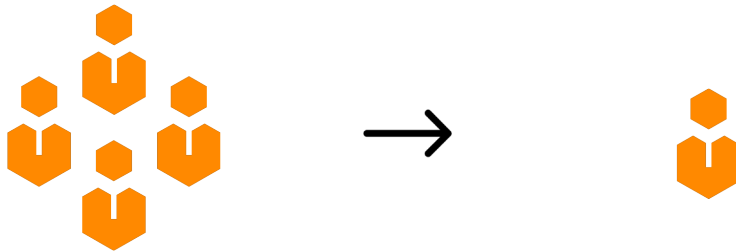
GAMING

- Foreign creative companies: **338**
- Employees of foreign creative companies: **16,642**
- International headquarters of foreign creative companies: **94**

Amsterdam's high quality of life and laid-back atmosphere attract talent, fuelling creativity and ambition. It's a cosmopolitan village and creative capital where award-winning ideas drive international fashion, design, gaming and advertising concepts.

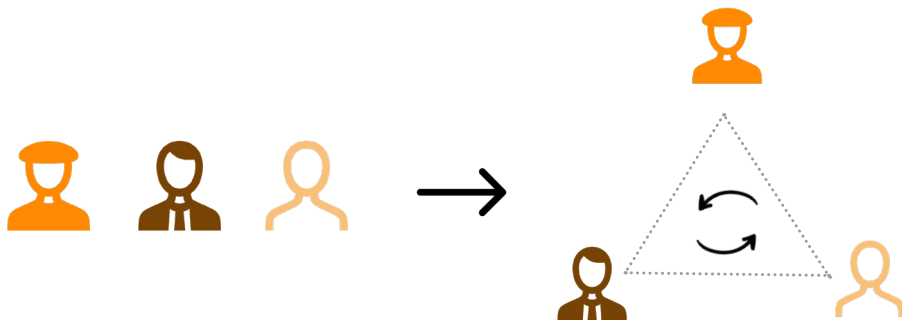
CREATIVE INDUSTRY IN 2050

1. Smaller Businesses



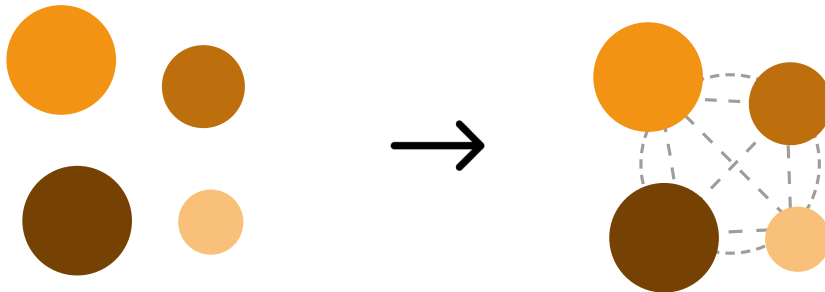
More and more smaller business will appear. One or two persons could form a creative company and it will be more and more common.

2. Co-Creation



The roles of the consumers, designers and producers are more and more blurred. People could enter the creative industry more easily.

3. Crossover Among Different Sectors



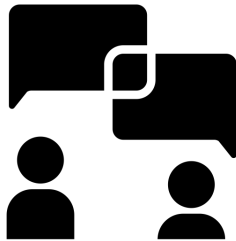
Knowledge from other sectors are more and more important for creative designers in the future. Crossover between different sectors will become common.

4. International Business

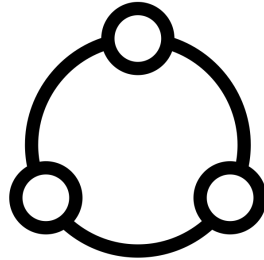


Because of the limited market in the Netherlands, it is more important to design for the International markets for the dutch designers.

CREATIVE INDUSTRY IN 2050



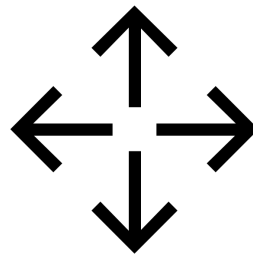
COMMUNICATION



COLLABORATION

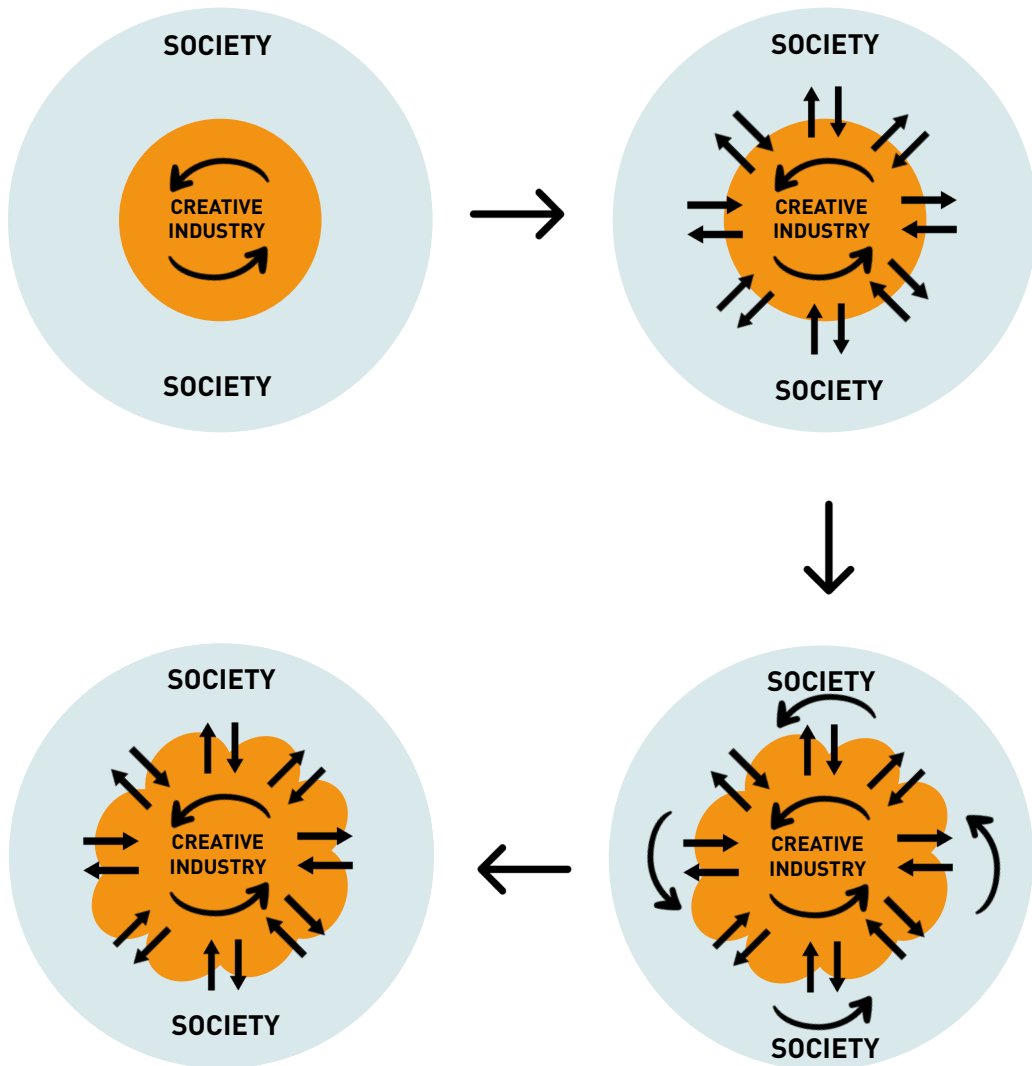


LEARNING



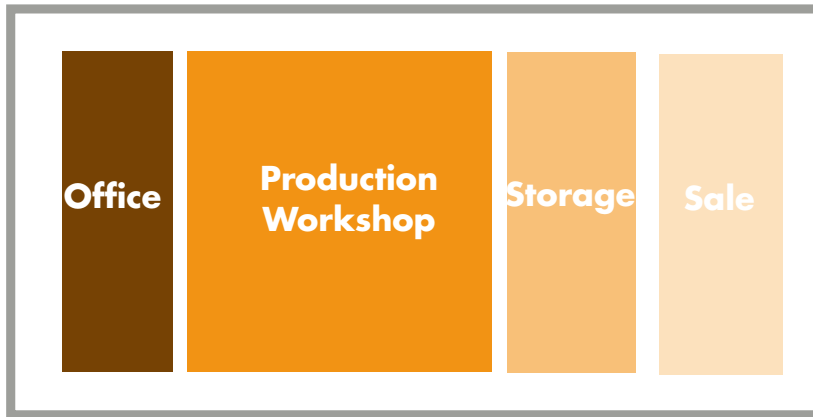
OPEN

Because of the changes of the industry, It is increasingly important for creative designers to collaborate with each other. Communication will be more valued. Crossover learning ensures the creativity for future designers. The sector need to be more open to the public.

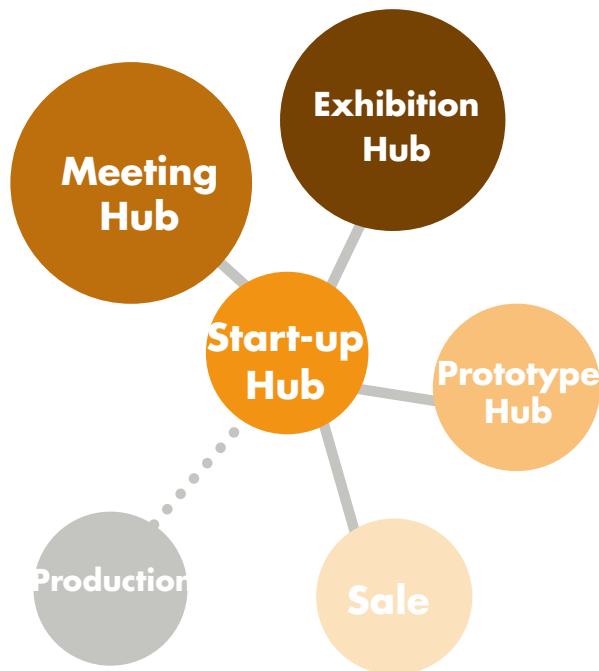


The interaction between the creative industry sector and the society will increase greatly in the future, which is a win-win situation for both of them. The industry could gain creativity and feedback, while the the society will also benefit from it.

CHANGE OF THE PRODUCTION SPACE



Now



2050

Instead of gathering closely, the production space in 2050 will become much more hub-based. The meeting and exhibition hubs are increasingly important as more needs of communication and collaboration with the sector.

RESEARCH QUESTION

How to facilitate the development of creative industry in 2050 by promoting **communication, collaboration** and **mutual progression** within the sector and with the society?

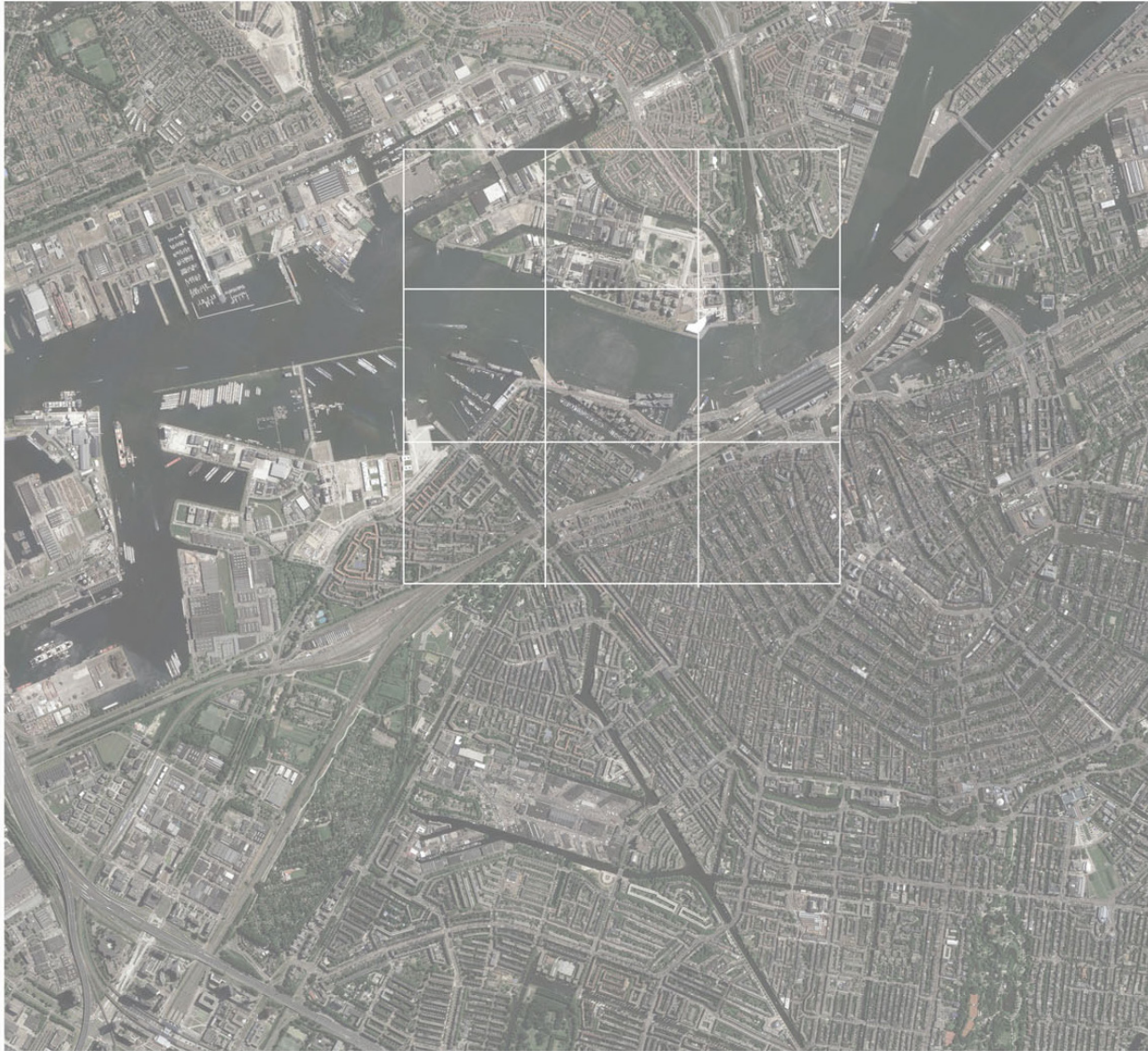
DESIGN ASSIGNMENT

Design a hub for creative industry that could meet the **increasingly needs of communication, meeting, exchanging ideas and crossover learning** in the future, which should benefit the creativity of the society as well.



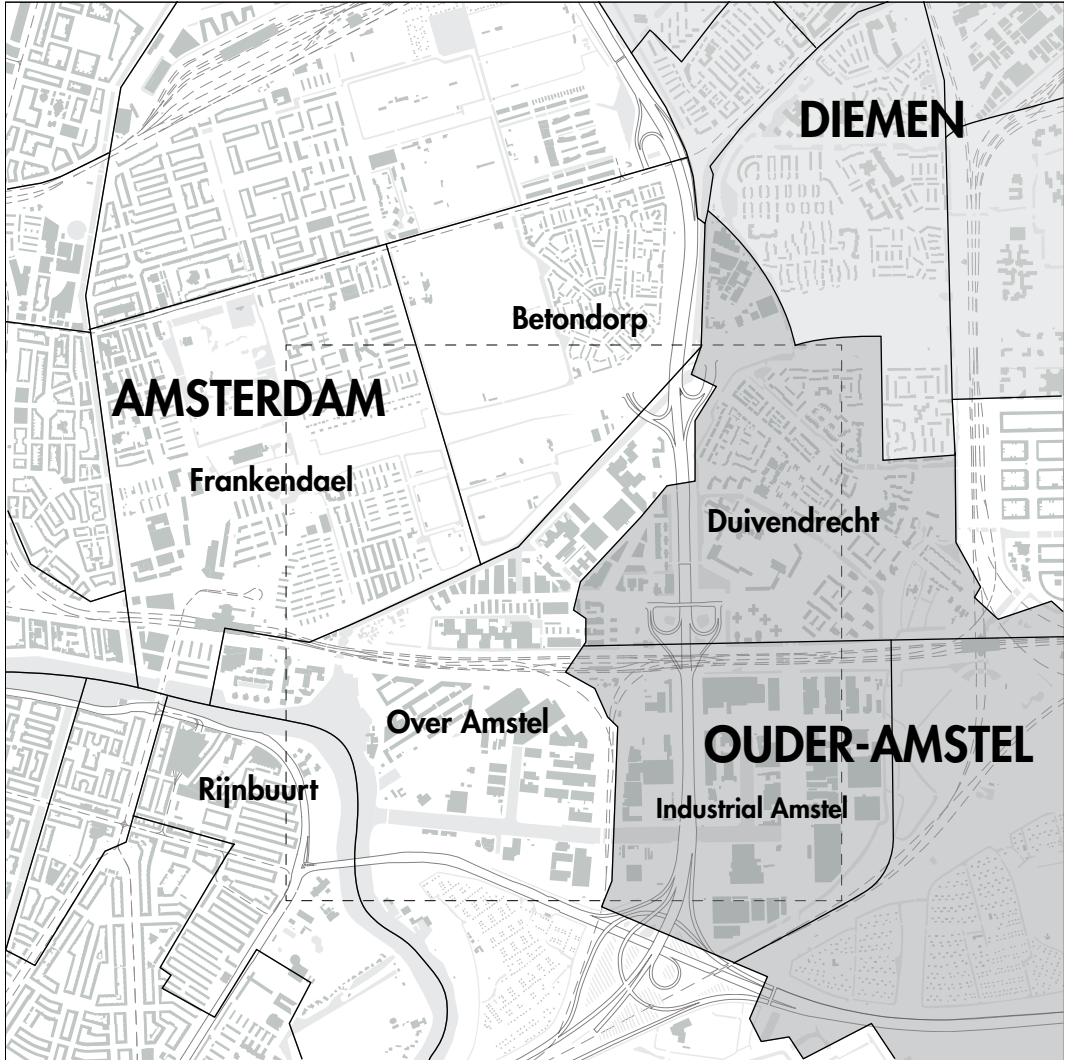
AMSTEL AREA

The Amstel Area is located in the middle of the three sites. It is a quite mixed area. It consists of some old residential neighbourhoods like Frankendael, Betondorp, Duivendrecht. New residential areas like Over Amstel is under fast development, where might be a popular site for settlement of new migrants in the future. It also includes a large area of industrial park, which has a tendency to be transformed into creative industry area.



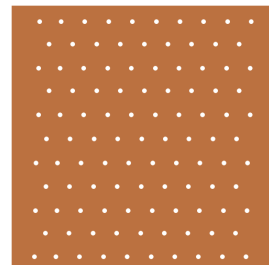




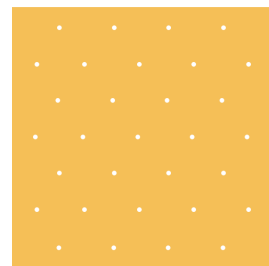


POPULATION DENSITY

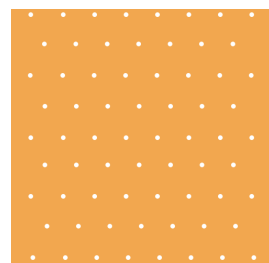
The density of population has a tendency of decrease from Amsterdam Centre to Amstel, from averagely 5065 people per km² to 2630 people /km². From Amstel to Zuidoost the density of population start to grow, which reaches an average of 4302 people per km² in the area of Zuidoost. The relatively low density of Amstel Area offers great potential for densification in the future.



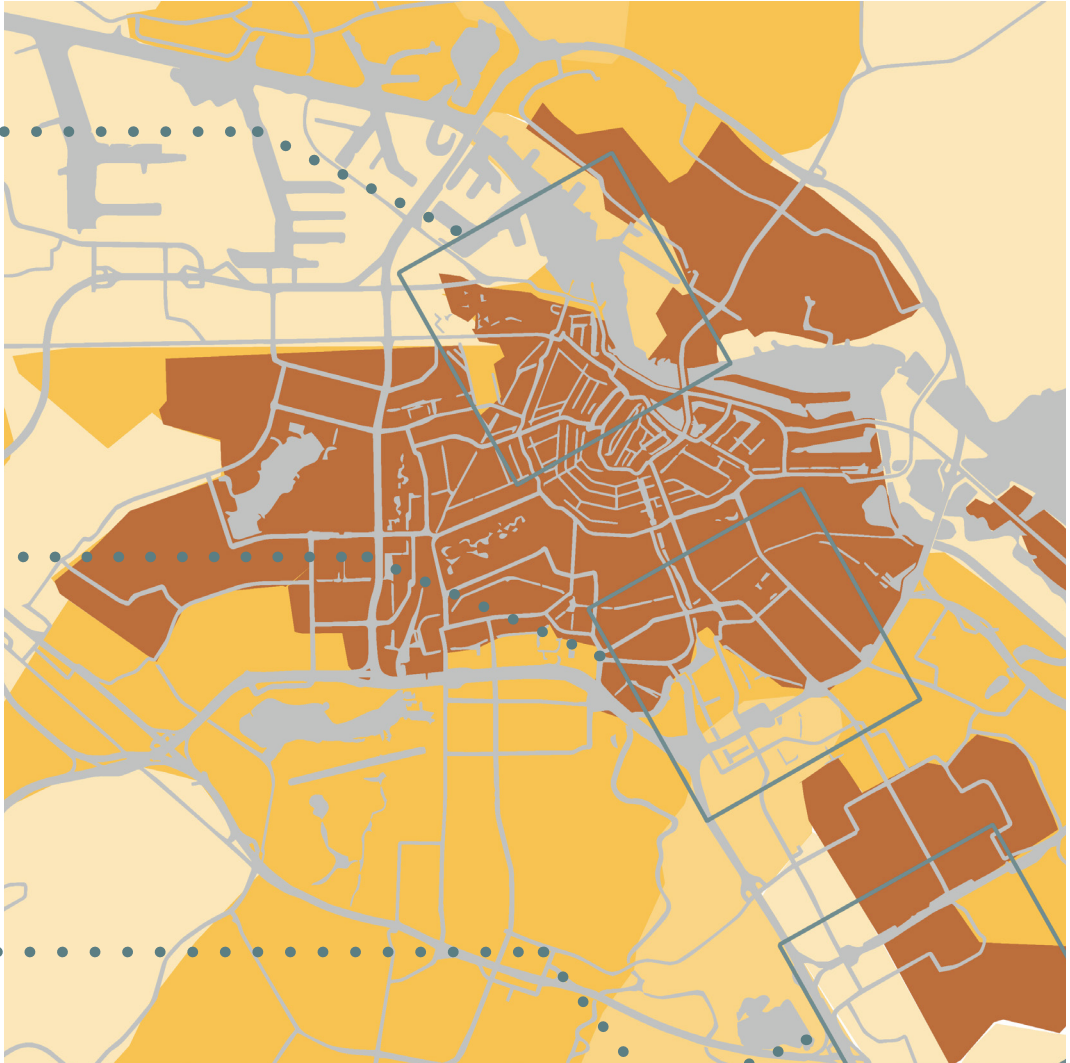
Amsterdam Centre
5065 people/ km²



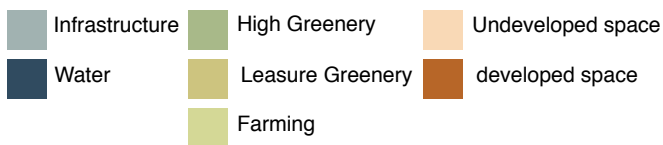
Amstel
2630 people/ km²



Zuidoost
4302 people/ km²

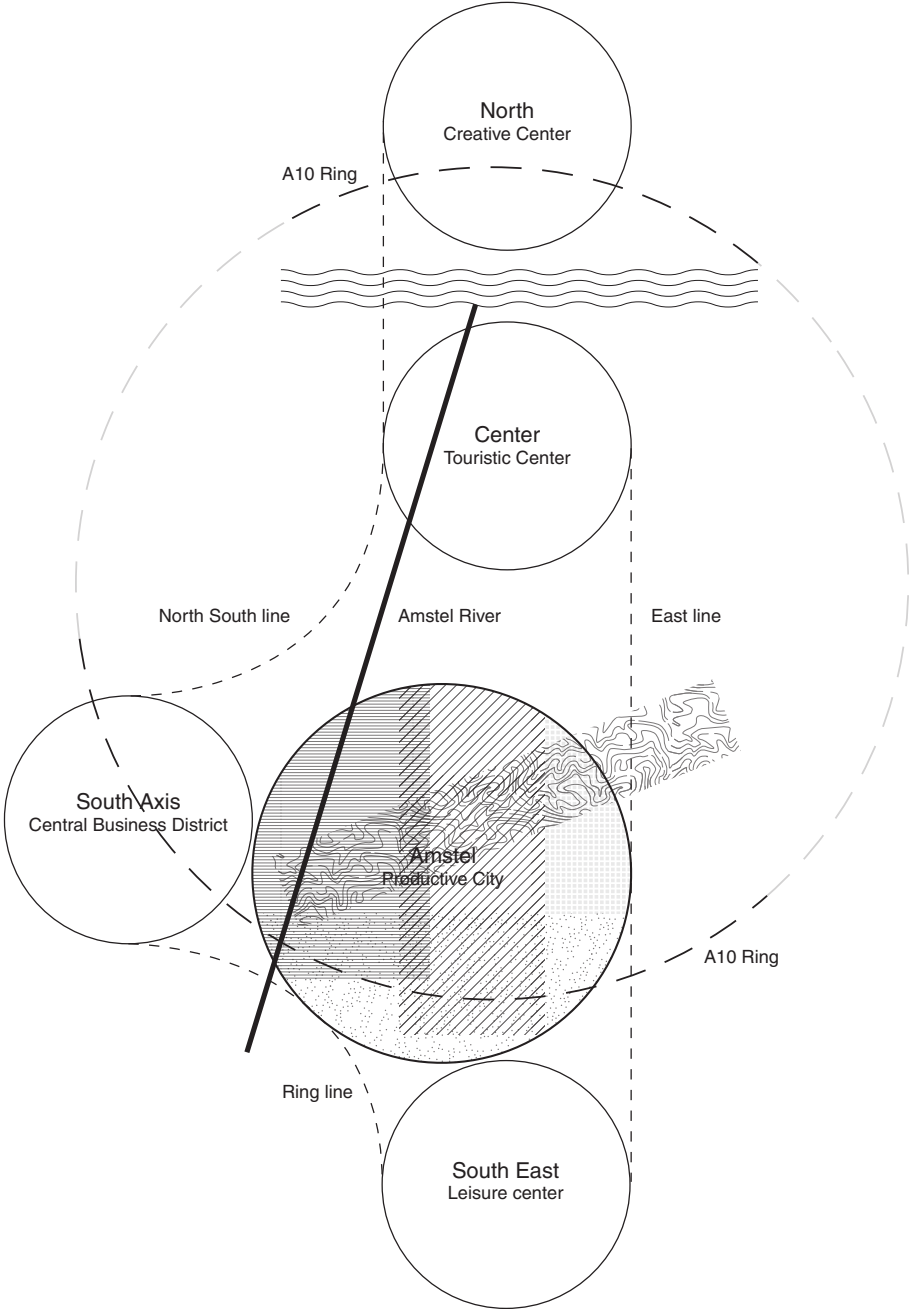


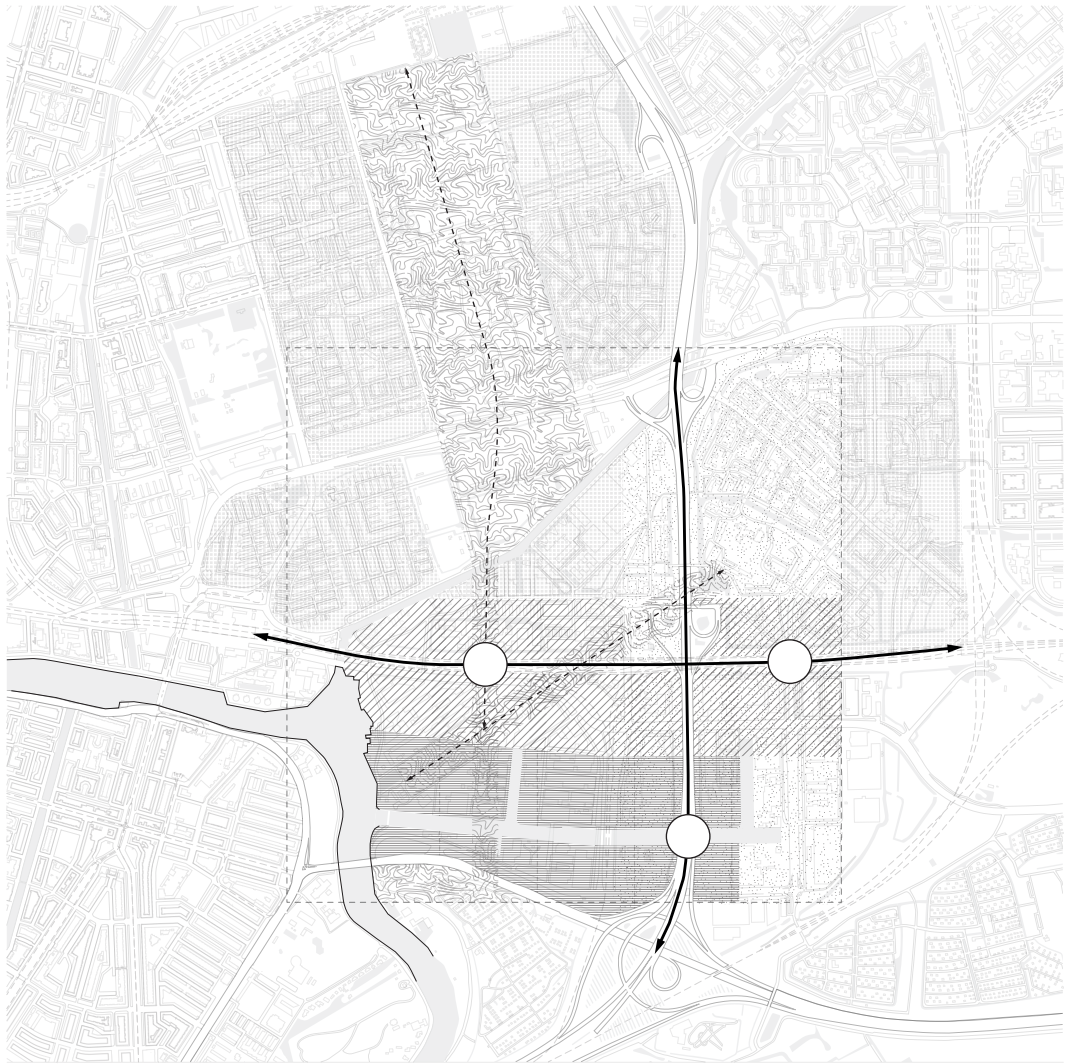
LANDUSE








FUTURE VISION





-  Sport & Gardening
-  Housing, Commerce & Culture
-  Housing & Production
-  Housing & Business
-  Housing & Amenities
-  Major connections
-  New connections

FUTURE CONNECTIONS

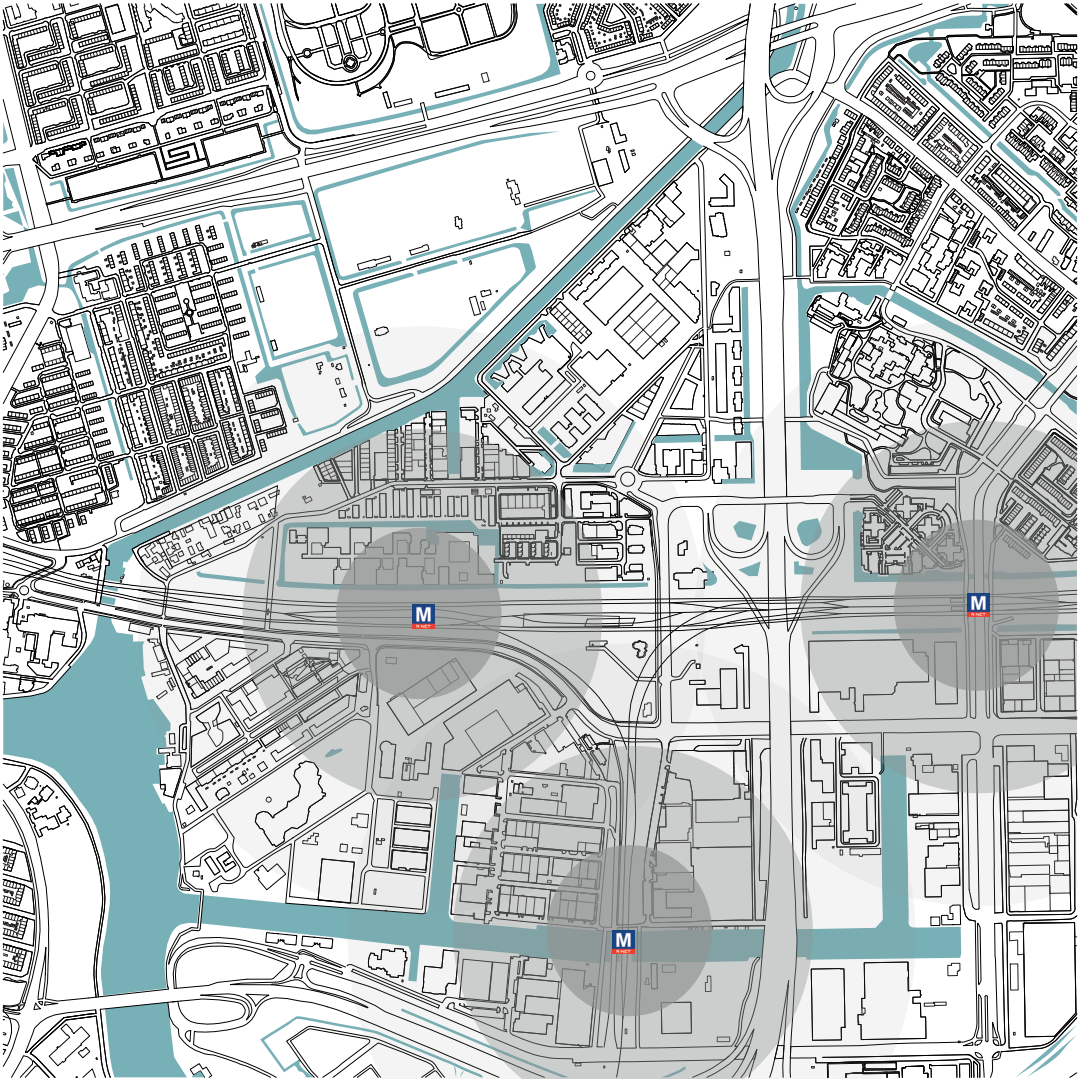


Green Connections



Connections Between Metro Stations

FUTURE DENSITY

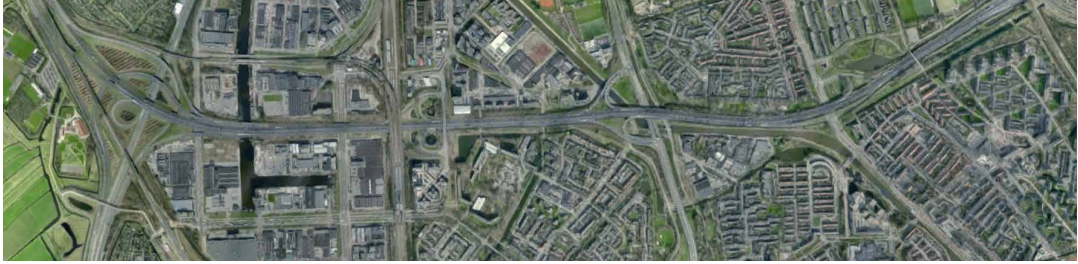


DOWNGRADING A10 HIGHWAY

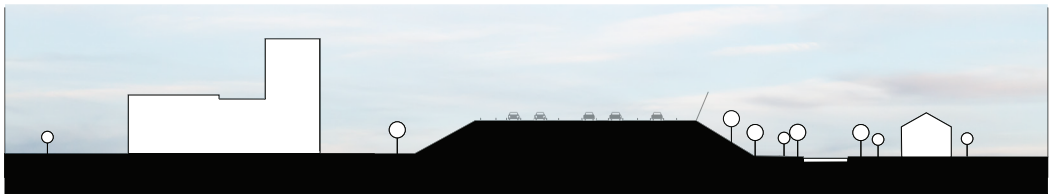


The East part of the ring is located in the city, but at the edge of the municipality of Amsterdam. On the right of the image there is an warehouse area, buildings with a big scale. On the middle a sort of transition zone, with a mi of warehouses, of ces and large residential buildings. On the left there are some neighborhoods with small residential houses. From left to right there is a change in function. The road is forming a scar throw the functions, not through the urban fabric. Different infrastructures are passing the

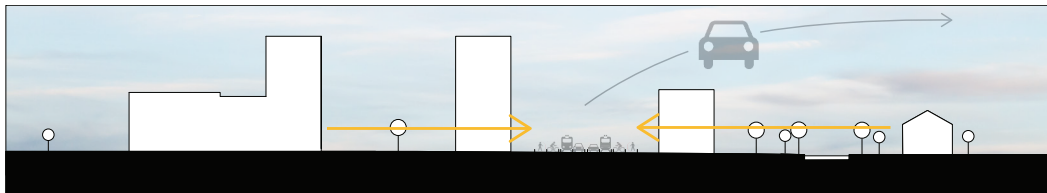
highway. Big roads and train/ metro tracks. Small tunnels and bridges for biking and pedestrian. The warehouses and of ces are located close to the highway. In between the highway and the residential area's buffer zones are located. From highway to residential, rst a wall is placed, behind the wall a green zone like parks and/or water.



A10 Satellite Map



2017



2050



INDUSTRIAL AMSTEL

This area is located inside the municipality of Ouder-Amstel. However, it belongs to the Amstel Business Park, which is a part of Amsterdam. It is a typical area that situated along the Ring Zone. It seems like a deserted area that no one is taking charge of. It is also interesting to see that there is a tendency for this area to transform into creative industry area in the near future. How could this area adapt to this kind of new changes? How could my project help this?

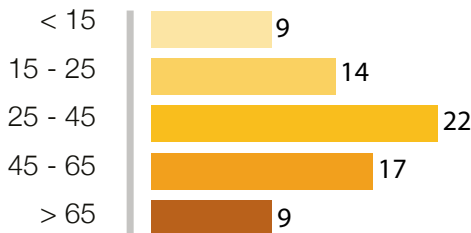
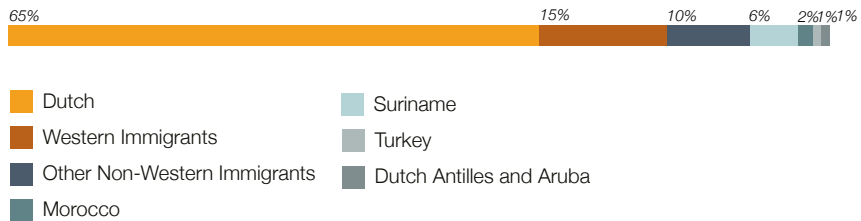
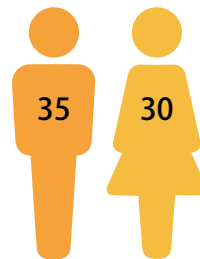
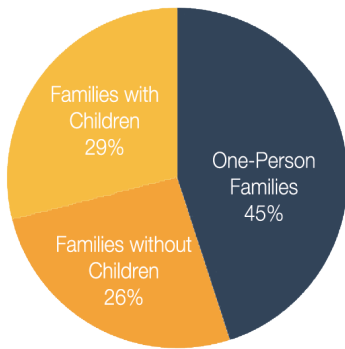
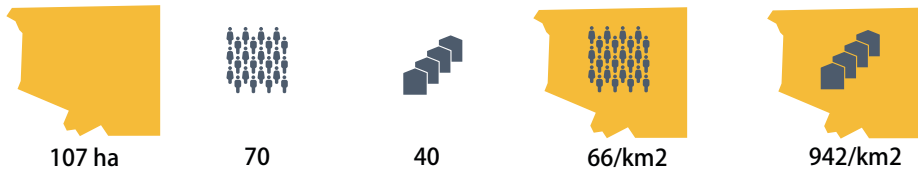
LOCATION





Industrial Amstel

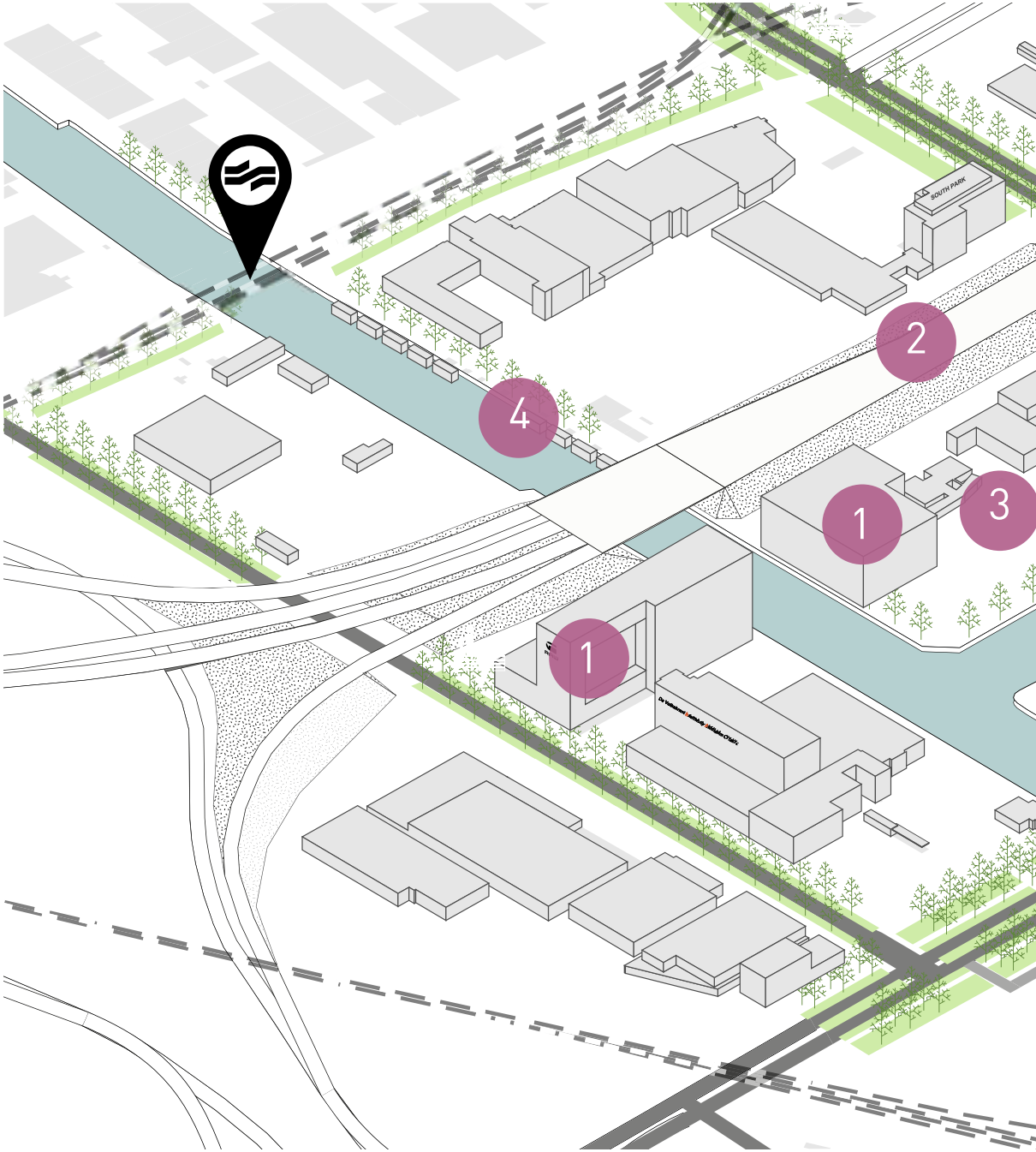
BASIC DATA

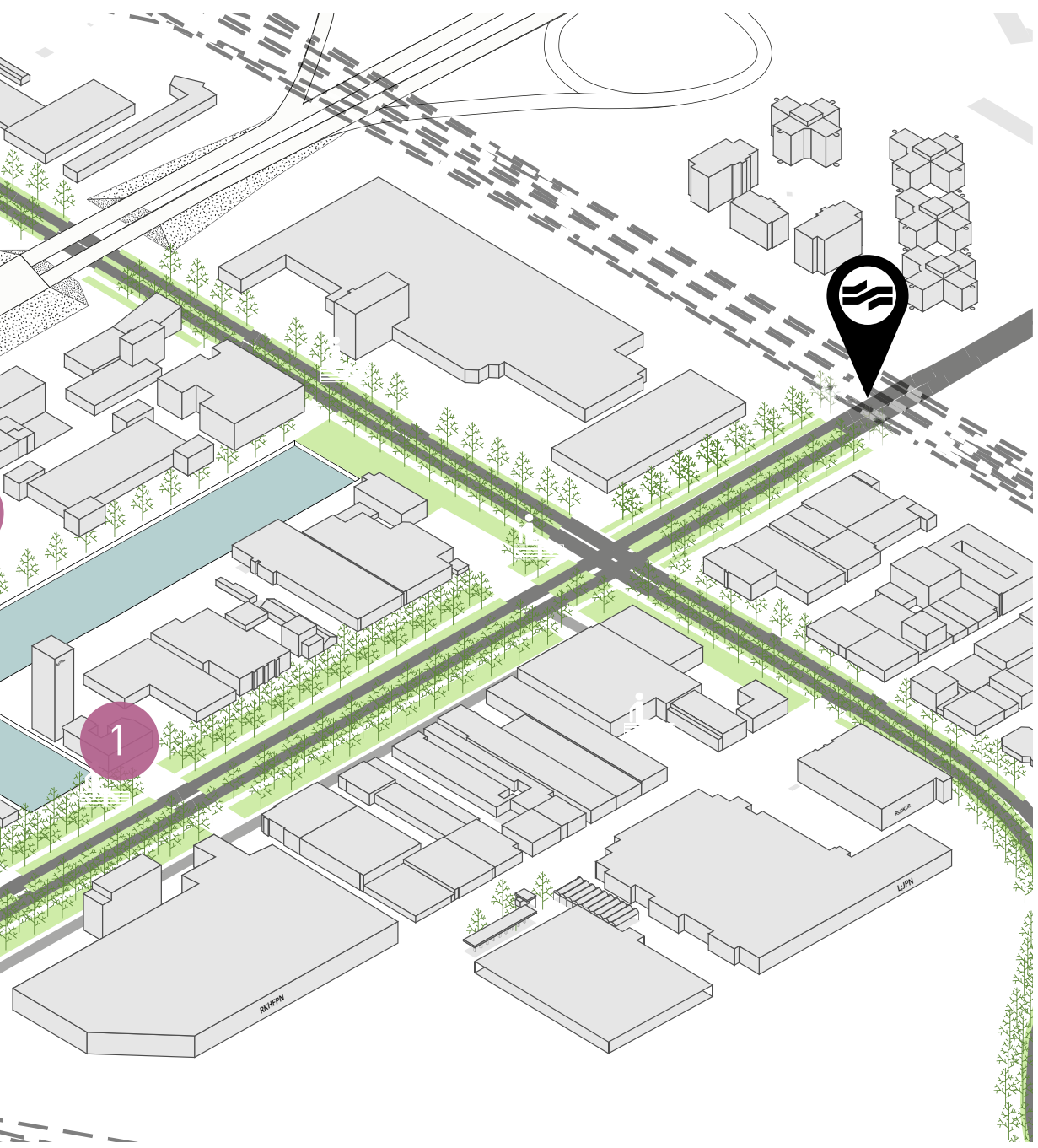


The industrial area belongs to the municipality of Ouder-Amstel. It is full of facilities such as warehouses, construction markets, car companies, wholesales, etc. There are almost no dwellings in the industrial area and this creates a monofunctional atmosphere.



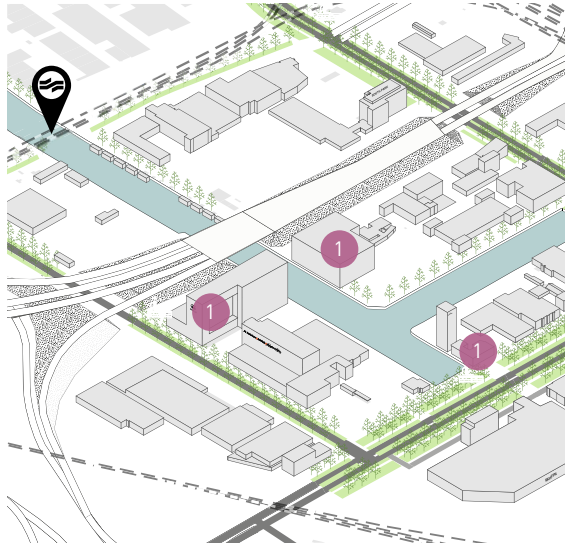
CURRENT OVERVIEW WITH LOCAL POTENTIALS IN THE FUTURE



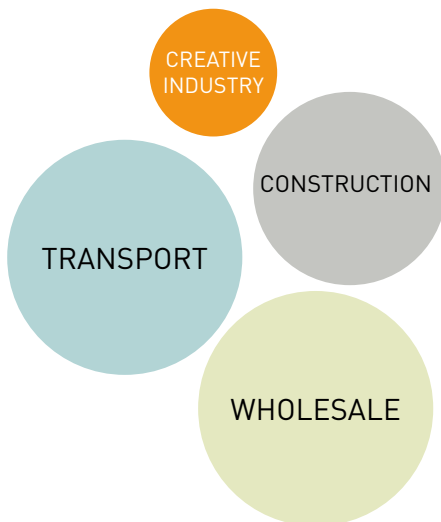


LOCAL POTENTIALS 1

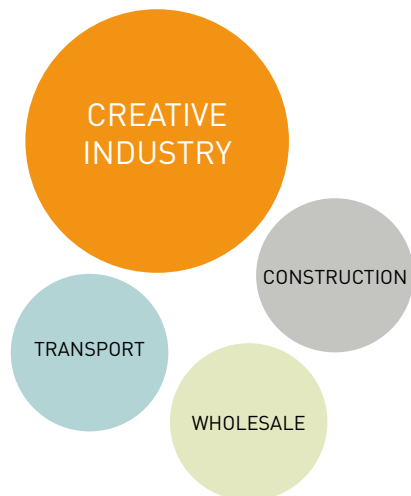
INDUSTRY TRANSFORMATION



One of the most important future tendency for this area is it has a possibility to be transformed into one of the most important creative hubs in the near future. According to the report of the Amstel Business Park, several creative companies have already moved to this area recently. This might be the result of the increasing rent in the city centre. Here the rent is quite low in consideration of its location. For example, G-Star has built their new headquarter here.



2017



2050

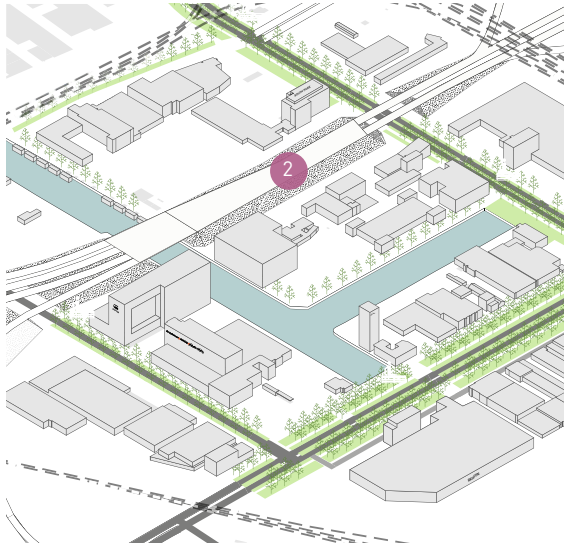


BEAMIX

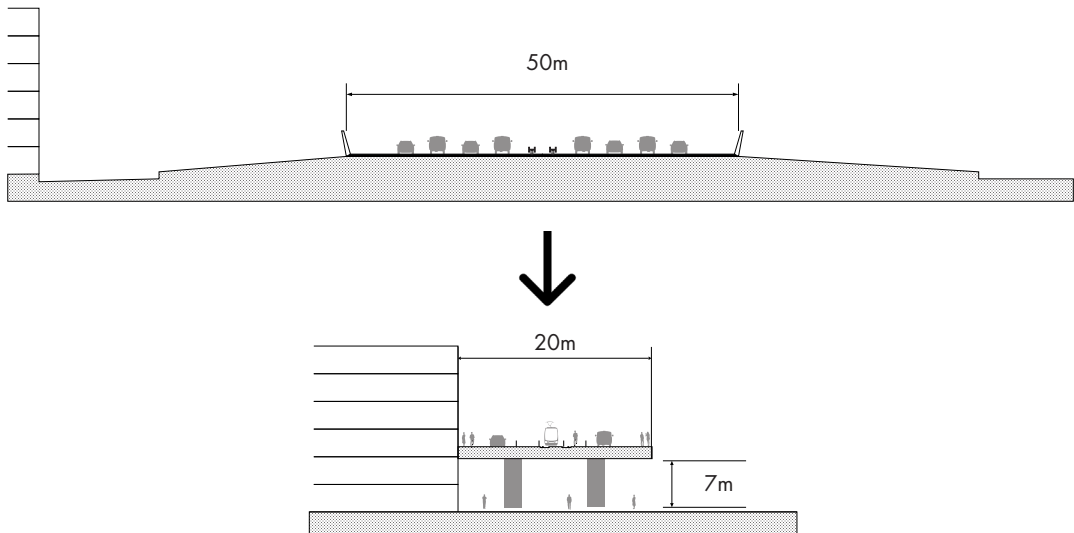


G-Star RAW

LOCAL POTENTIALS 2 REMOVE THE HIGHWAY DIKE



The highway now is a great barrier for this area. According to our group's vision, this highway will be downgraded and transformed into a boulevard in 2050. As a result, the dikes under the current highway are going to be removed to offer convenient access for the two sides of the Ring Zone. It also reduces the areas that it occupies, which will give back new lands for this area.



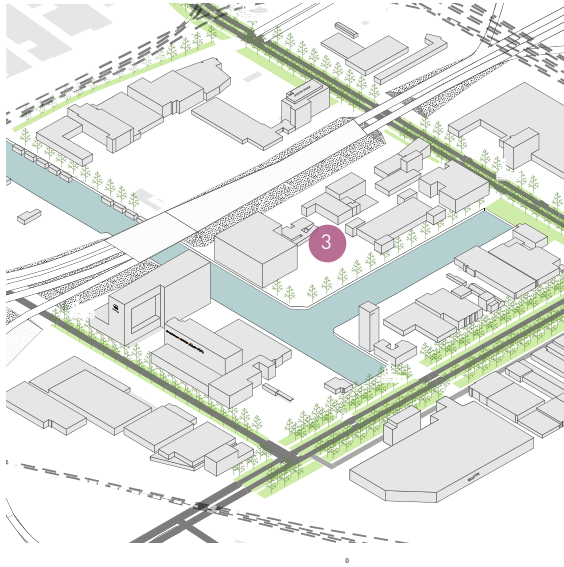


Current Condition



A8ERNA, Zaanstad

LOCAL POTENTIALS 3 PARKING LOT TO PUBLIC PARK



As a result of the last industrial revolution, the main traffic infrastructure inside this area now is for cars. There is quite a lot of areas are used as parking lots at the moment. However, this could be changed as there will be much more choices to move in the future, which will reduce the importance to have so many car parks. Possible transformation could be new public parks. For example, one new green space could be built near the canal.

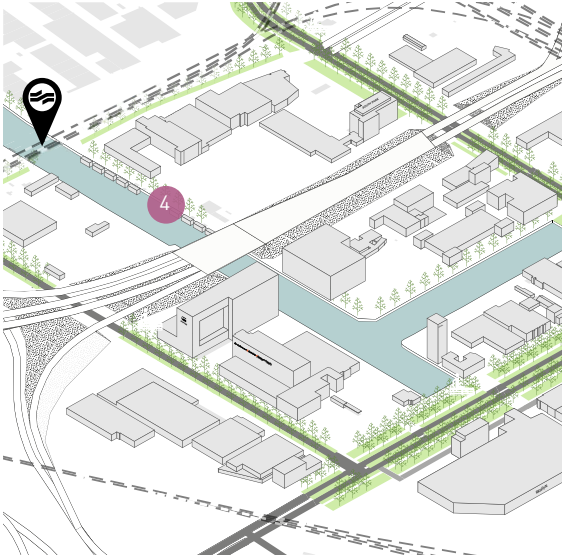


Current Condition



Westergasfabriek

LOCAL POTENTIALS WATERFRONT 4



There is an important canal going through this area. It is now only used as waterways for transportation goods. Along the canal now locate a lot of boating houses, which are blocking the waterfront view. Due to the plan of the Amstel Business Park, a new boulevard could be made along the river bank to connect the two metro stations inside the area.



Current Condition



Canal de l'ourcq, Paris

LOCAL POTENTIALS: NEW MIGRANTS

Major Growth of Population:



Foreign Employee



International Student

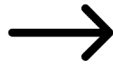
- **Multicultural Background**

- **Talented and Innovative**

According to my research, there are mainly two groups of people in the new arrivals in the future: foreign employees and students. As the low density right now in the Amstel area, it will be a popular place to settle for the migrants in the future. The potentials among these new arrivals are their multicultural background, which will help the creative industry for international designing. Many of them are also quite talented and innovative and they could benefit the CI.

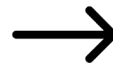
LOCAL POTENTIALS' EFFECTS ON MY INTERVENTION

**Industry
Transformation**



In need of places
for exhibition,
meeting, learning...

**Downgrade the
A10**



New gained space,
no obstacles
good accessibility

Public Park



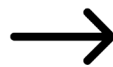
Good environment
and attraction

**Waterfront
Boulevard**



Better waterview,
more visitors








**Talented New
Residents**



Good feedback
Attract more
people to
participate the CI

LOCAL CHALLENGES: LACK OF MEETING SPACE

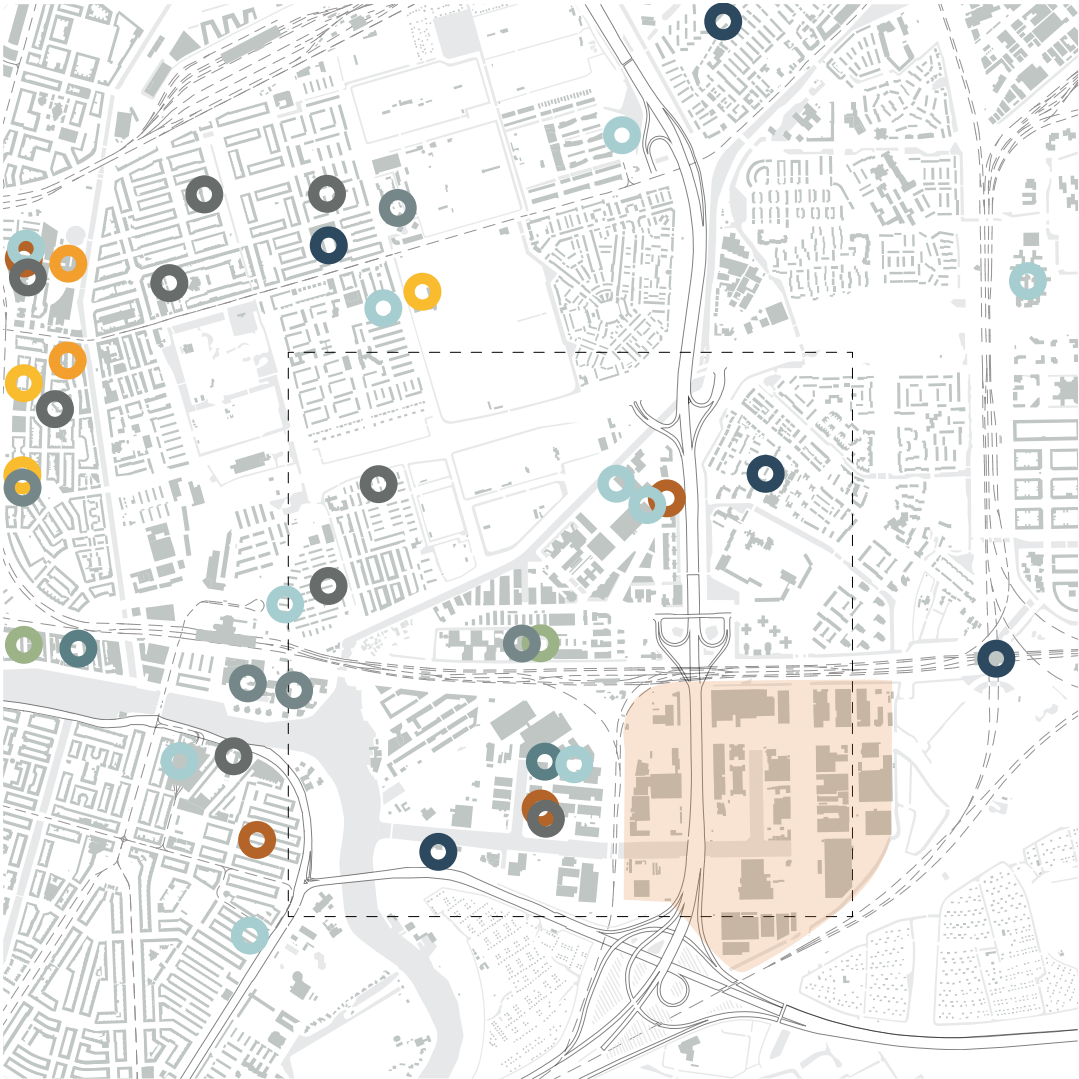


-  Primary school
-  College
-  Sports facility
-  Station
-  Shopping center
-  Sanctuary
-  Horeca

LOCAL CHALLENGES: VOIDS IN GREEN SPACE



LOCAL CHALLENGES: LACK OF ACTIVITIES



- Museum
- Gallery
- Live Music Club
- Theatre & Performing Art
- Bookstore & Library
- Events
- Dance School
- Music School
- Art Studio

LOCAL CHALLENGES: LACK OF IDENTITY

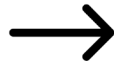


- **No sense of identity**
- **Loneliness**

One major concern for the new arrival people are their lack sense of identity. Most of the foreign employees and students are only staying here in short term. They come here, work and study and then they will go. They have less possibilities to feel participation into the local area. In addition, mental health problems might also be common for them. Reports has shown they might suffer higher level of loneliness.

LOCAL CHALLENGES' EFFECTS ON MY INTERVENTION

**Lack of
Meeting Place**



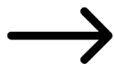
A central place for
people to meet

**Few Green
Space**



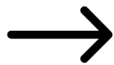
Integrated with
green space or
closed to nature

**Lack of
Activities**



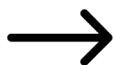
Include more
activities

**Lack of
Identity**

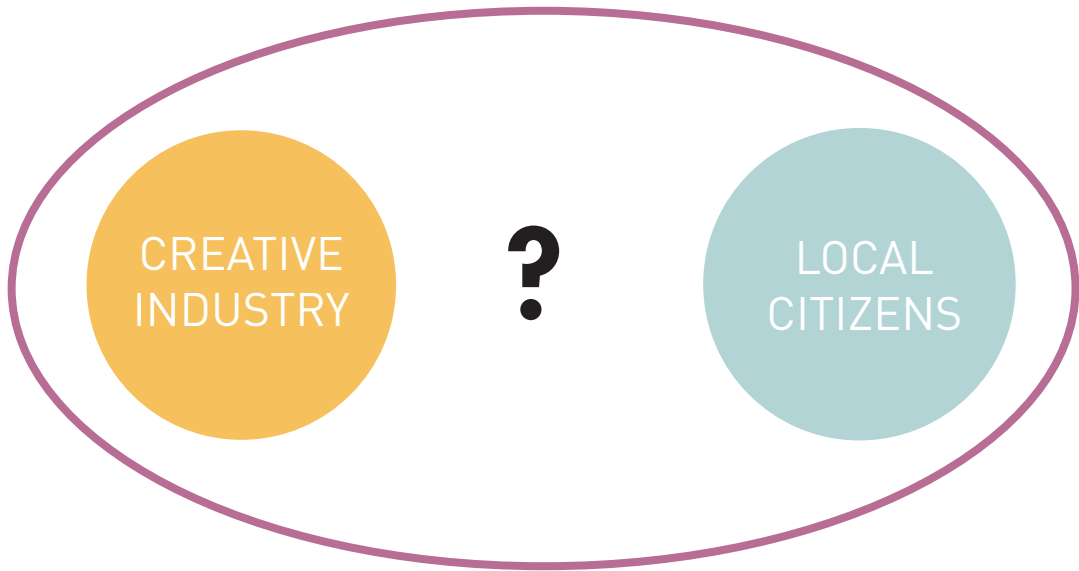


Build good sense
of identity

Loneliness



stimulate
communication
and participation



Meeting

Communication

**Learning from
others**

**Lack of Meeting
Space**

Lack of Activities

Lack of Identity

Loneliness

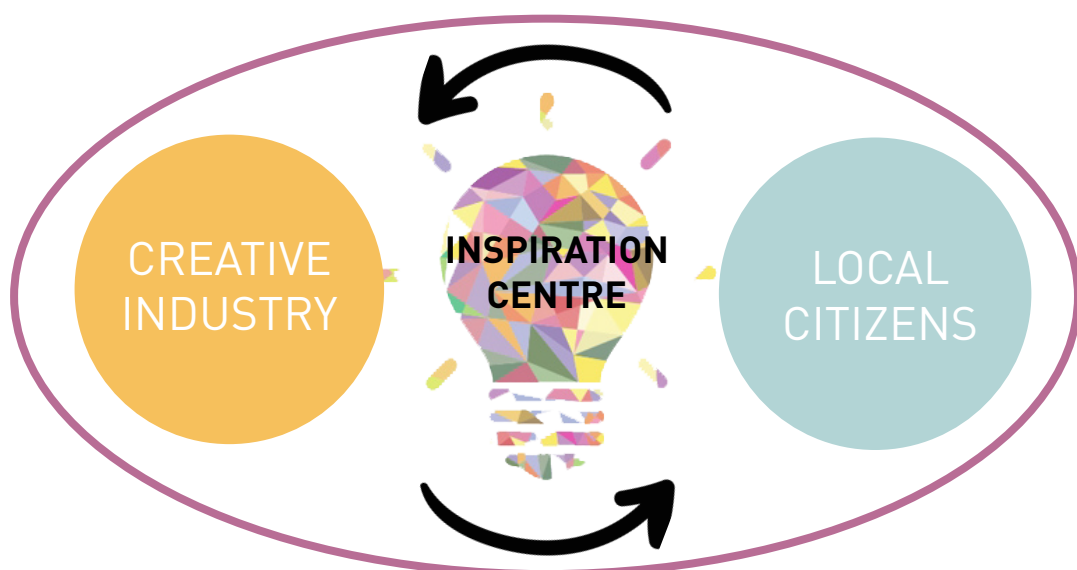
AMBITION

Create an **inspiration centre** that could stimulate the **communication, meeting, learning** and **leisure** among the local creative industry and the citizens for Amstel Area in 2050.

Gain Multicultural Feedback

Attract Talented People

Crossover Learning

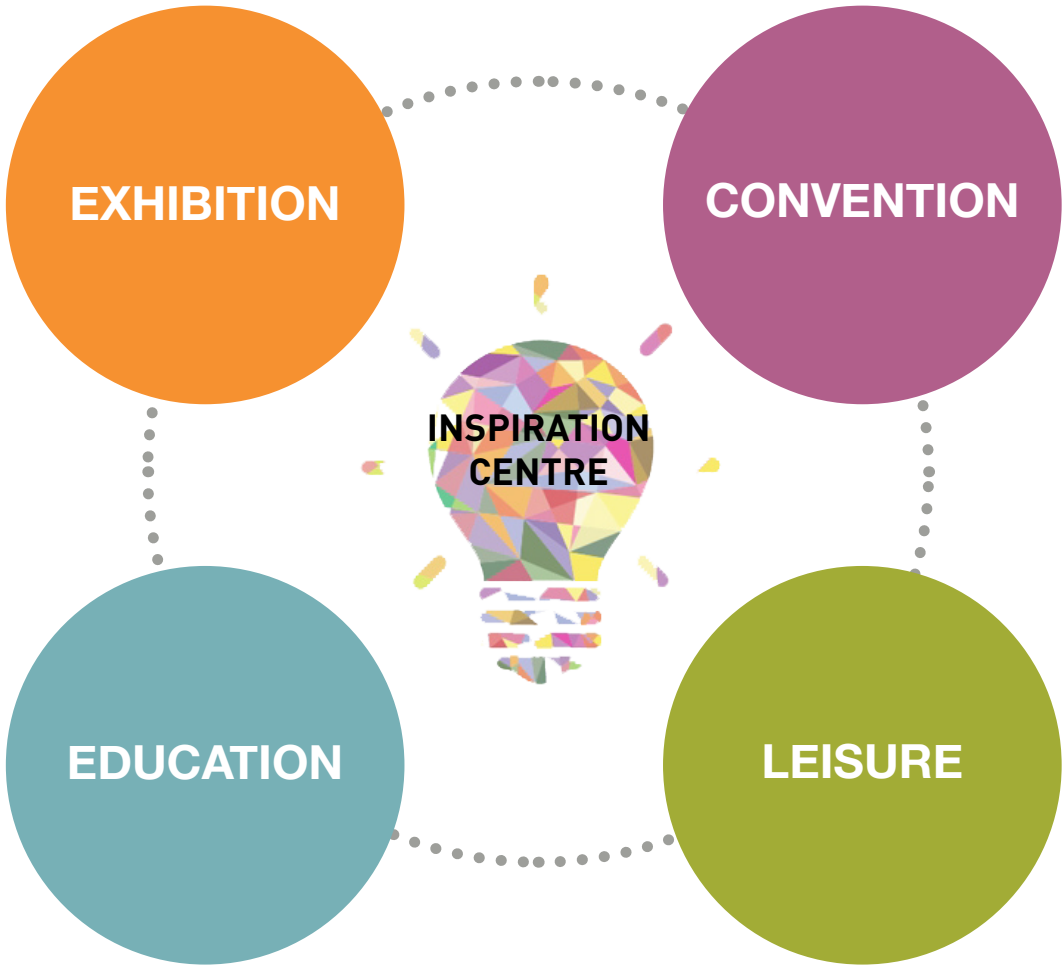


Stimulate Creativity

Leisure

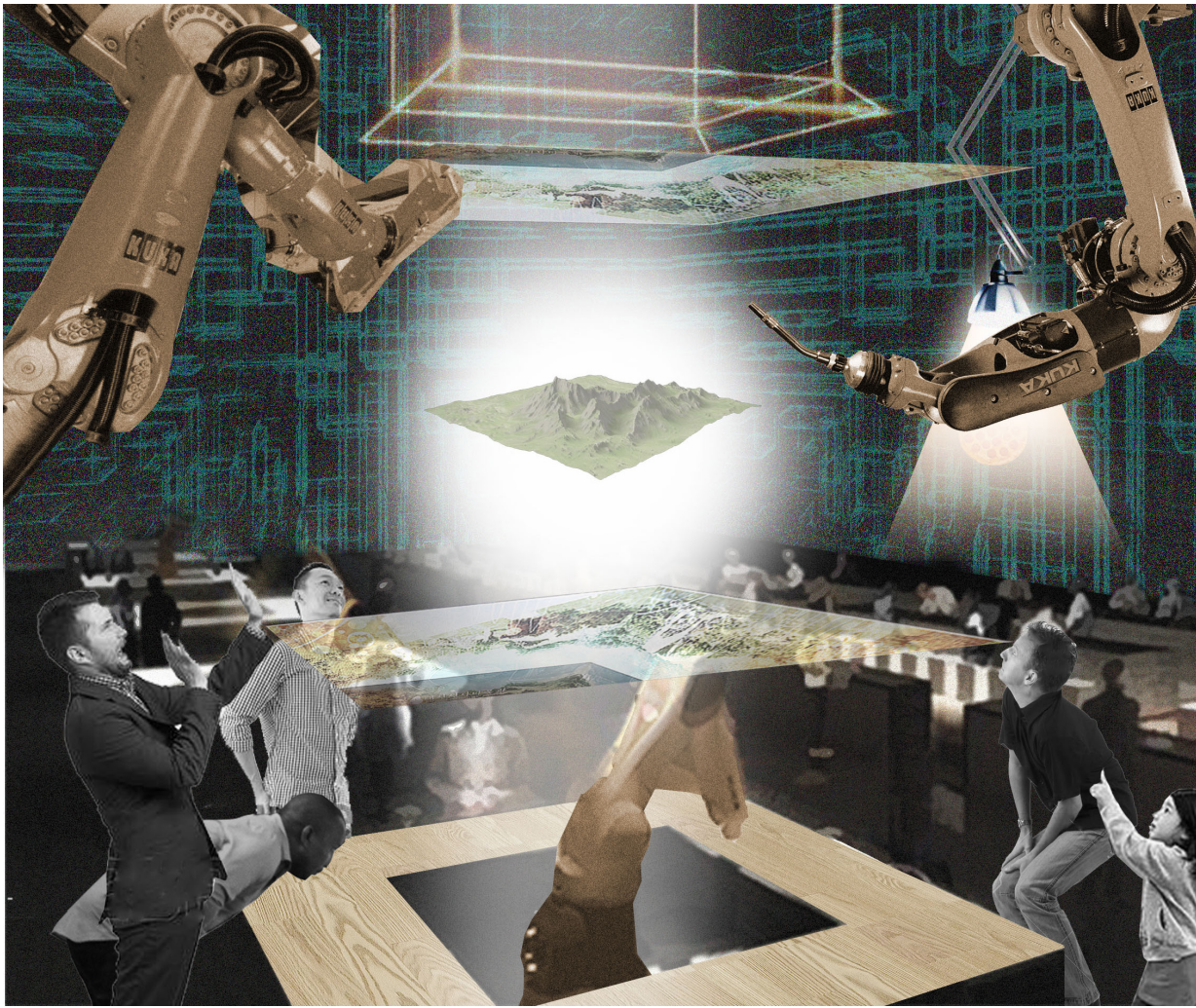
Sense of Participation

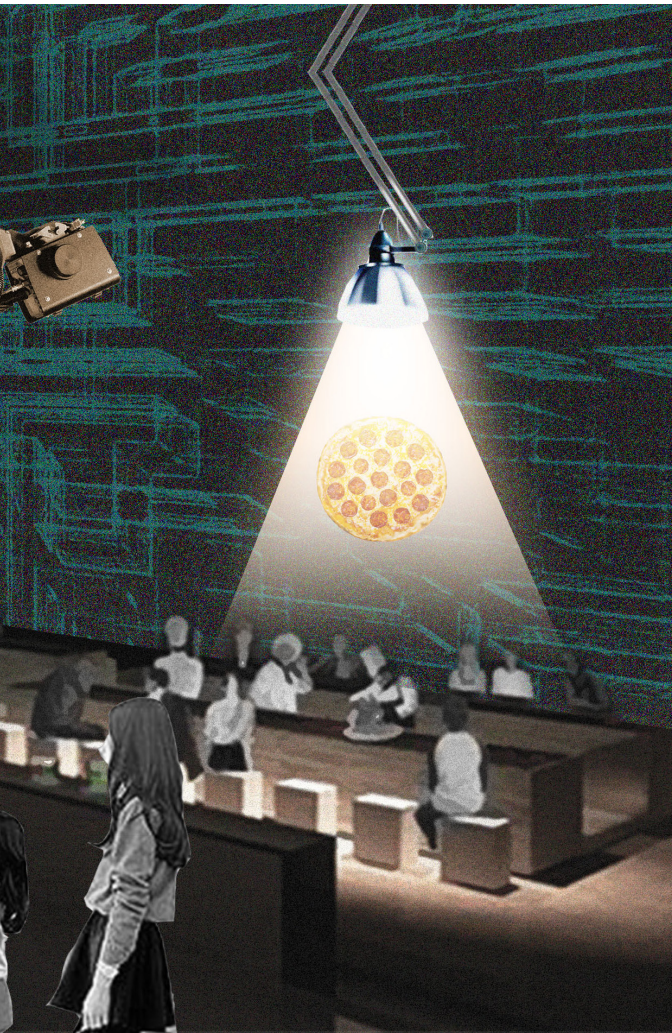
MAIN FUNCTIONS





COLLAGE: EXHIBITON





CHANGES IN 2050:

- LESS EXHIBITION STANDS, MORE ACTIVITIES**
- MORE SHARED STANDS**
- VISITOR PARTICIPATION**
- MORE SPACE FOR COMMUNICATION**

COLLAGE: CONVENTION





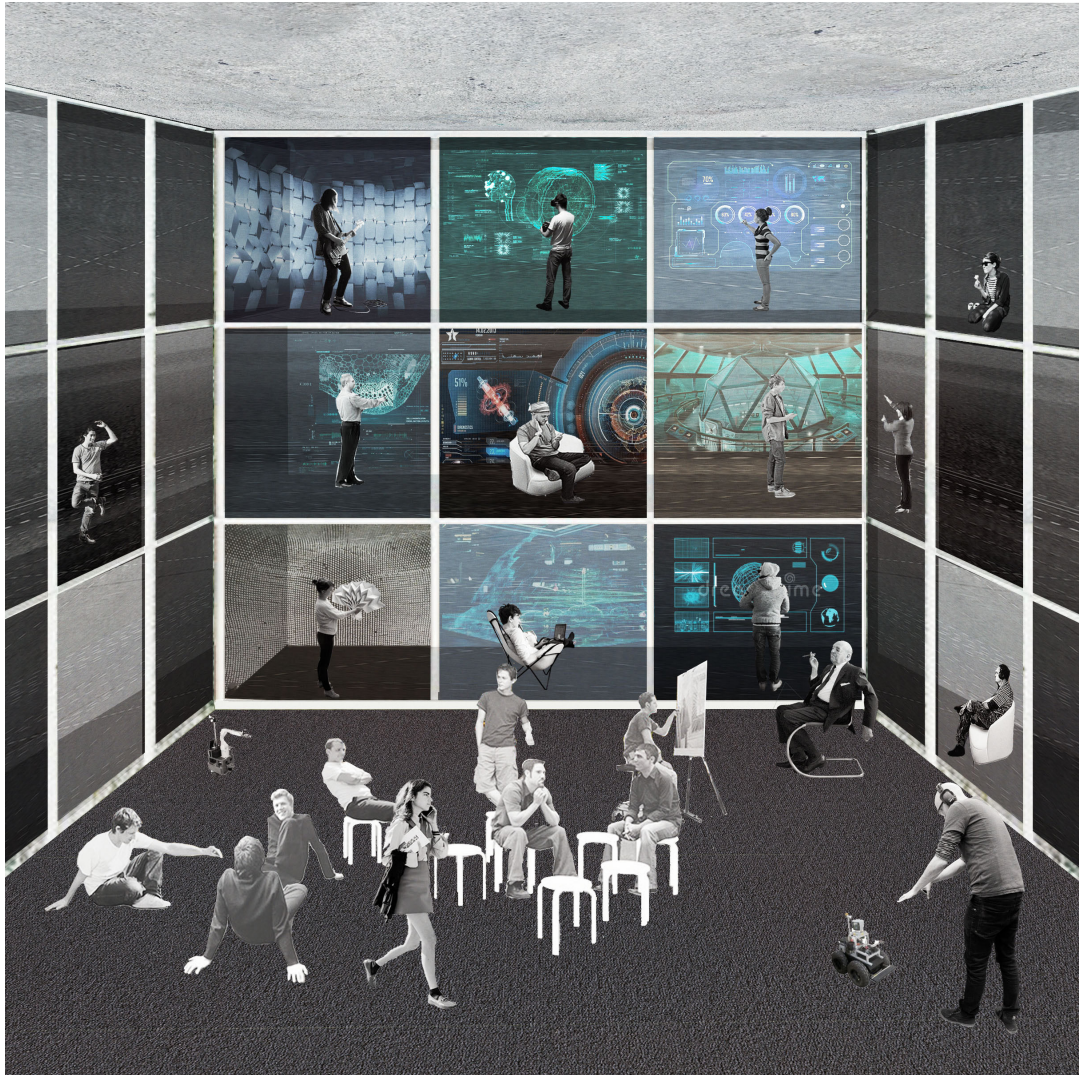
CHANGES IN 2050:

- SITTING IN CIRCLE

**- IMMERSIVE
EXPERIENCE**

**- ACTIVE
INTERACTION**

COLLAGE: EDUCATION



CHANGES IN 2050:

- PRIVATE CLASSROOM
- LARGE PUBLIC SPACE FOR COMMUNICATION

COLLAGE: LEISURE



CHANGES IN 2050:

- MORE SMALL SPACE
- INTEGRATED WITH BUILDINGS
- MORE BIOPHILIC DESIGN



MACAO
澳門政府旅遊辦公室
MACAO GOVERNMENT TOURISM OFFICE
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MELBOURNE

Available July



8400

MAUI AND SUNGLASS



CASE STUDY

To understand better how the space of the inspiration centre could be, several references of similar projects were researched. Among them includes large exhibition and convention centres, community-scale cultural hubs, small-scale cultural centres and museums. It is quite interesting to learn how each programme within a project is arranged and connected with others.

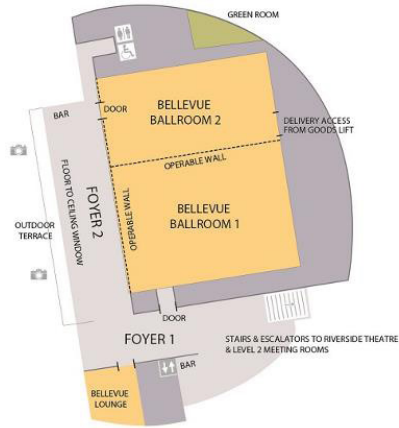


PERTH CONVENTION AND EXHIBITION CENTRE

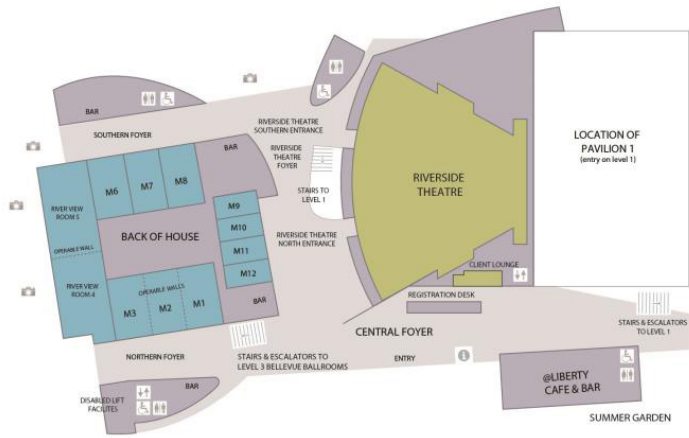
Perth, Australia
Cox Architects
16,500 m²
2004



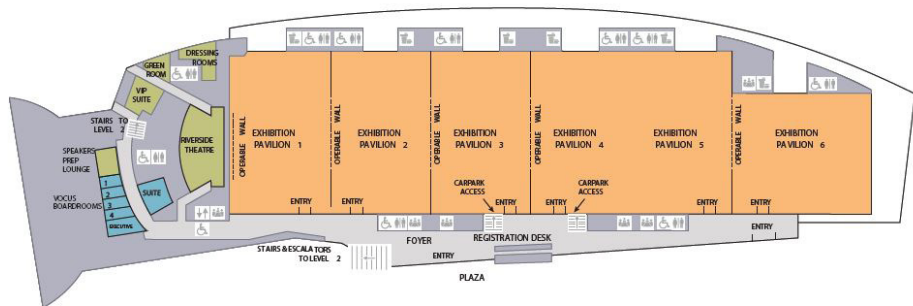
Level 2

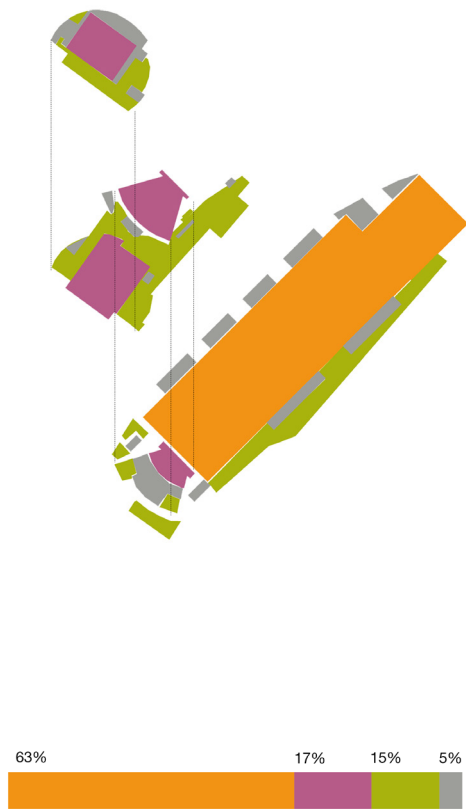


Level 1



Level 0



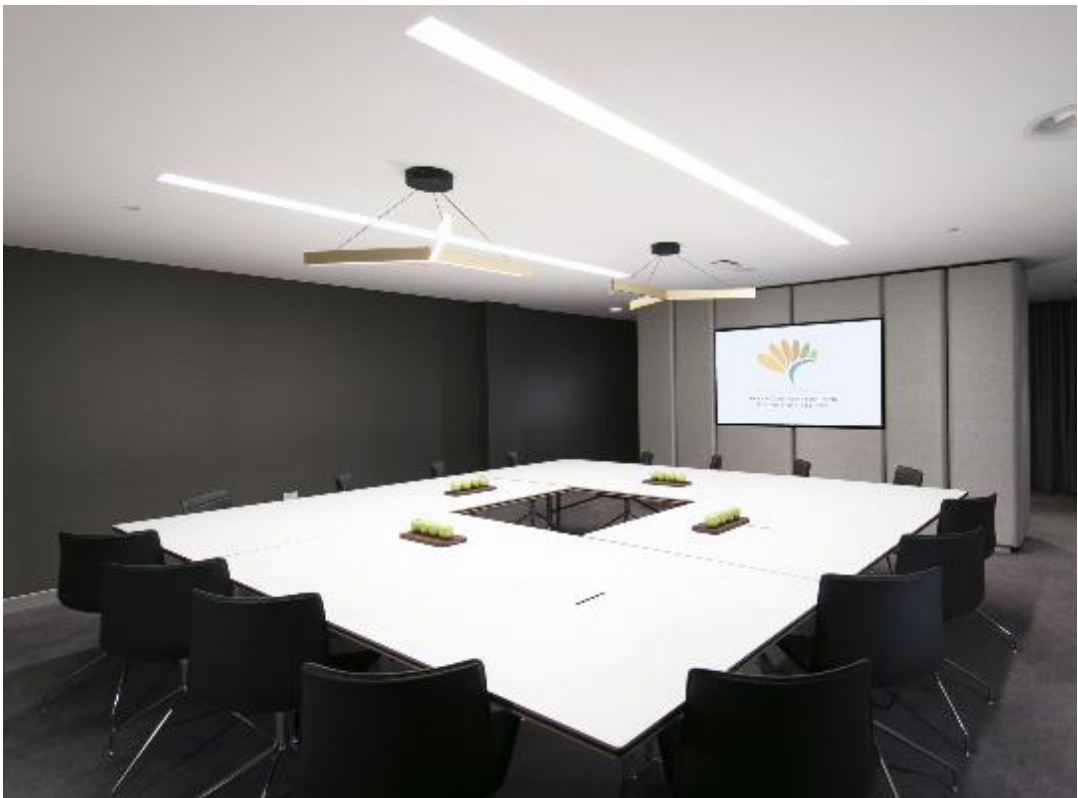


The Perth Convention and Exhibition Centre is a privately owned convention centre located in Perth, Western Australia. The centre has a floor space of 16,000 square metres and can cater for 5,000 delegates. It contains state-of-the-art technical facilities, six exhibition pavilions, a 2,500 seat tiered theatre, banquet/ballrooms and 23 meeting rooms.

The centre is between Mounts Bay Road and the Mitchell Freeway off-ramp, with the Elizabeth Quay development adjacent to the east of the complex. The centre has two public lifts, one travelling from the underground car park, through level one, concluding at level two; the other from level two to level three.



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LOS CABOS INTERNATIONAL CONVENTION CENTRE

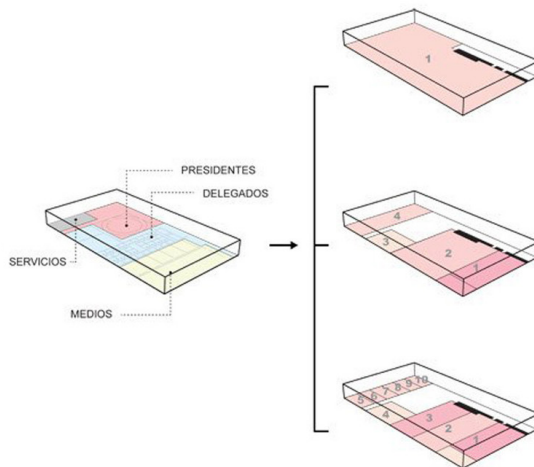
Baja California Sur, Mexico

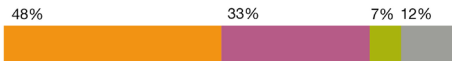
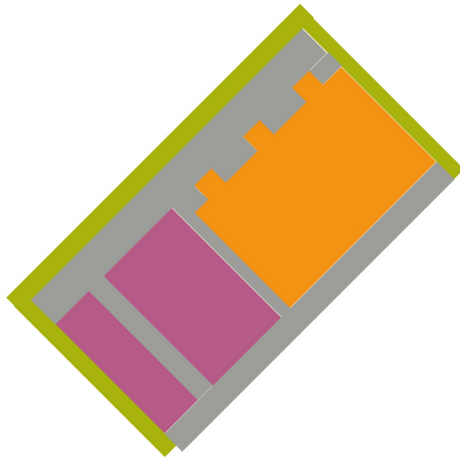
FR-EE

5,400 m²

2012

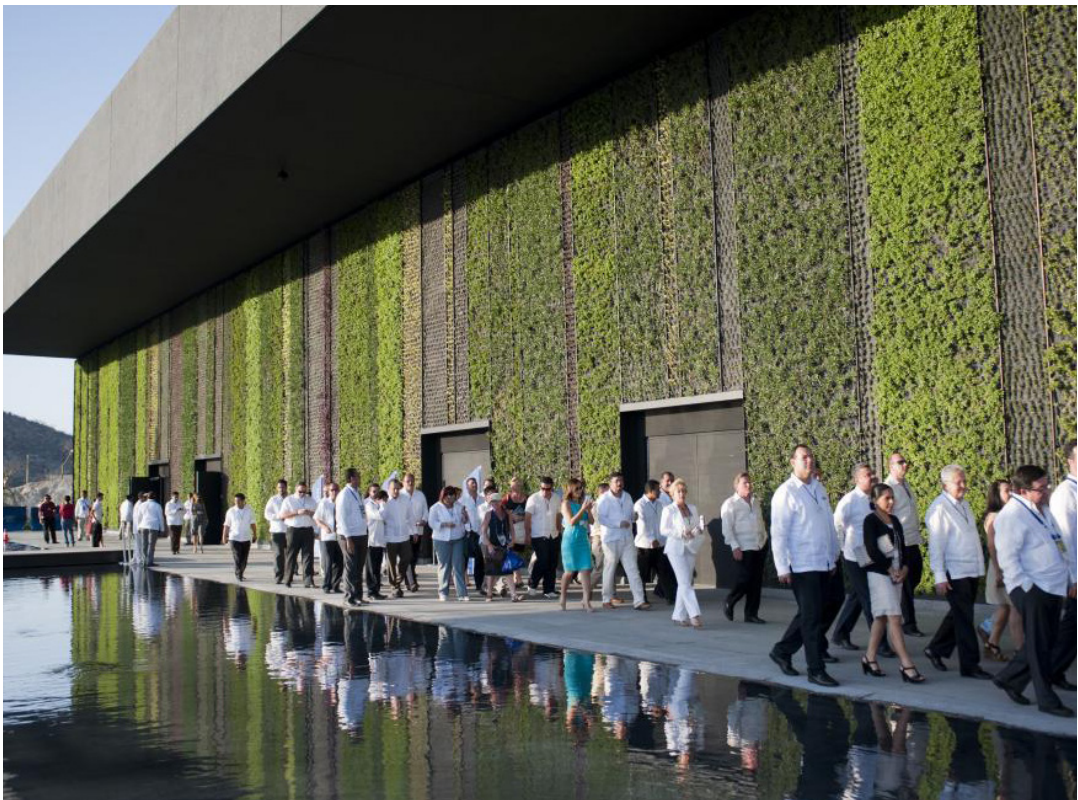






Mexico Federal Government commissioned FR-EE to design and build a convention center for the G20 Convention in Los Cabos, Mexico. The building, with capacity for 6,436 people, count with some of the latest innovations in green technology, such as a 2,700 m² green wall, which will become the largest in the world, a controlled drip irrigation system, and a lobby designed to maintain humidity and reduce the use of air conditioner.

The project also include photovoltaic, which cover part of the building's energy demand, LED lighting, and 18% of the building have natural light coming in from the domes. In order to reduce the amount of water consumed by the building, there is a water treatment plant treating about 2.6 liters of water per second and a rainstorm water storage tank, which is used to supply toilets and to water the green areas.



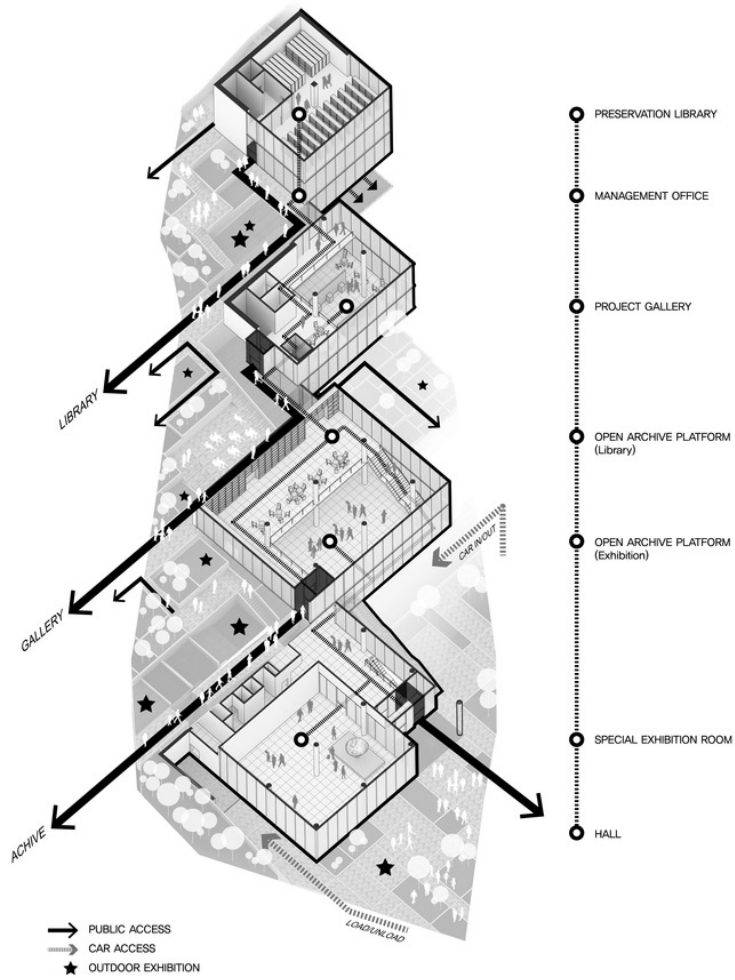




COMMUNITY ART HUB

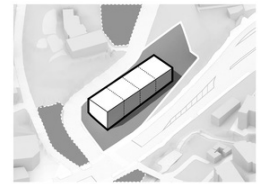
Seoul, Korea
Arcbody Architects
7,347 m²
2017





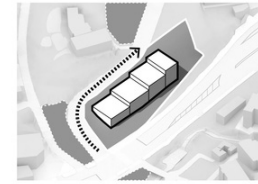


1 Volume



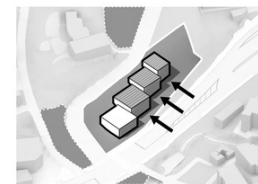
1. Volume

2 Landscape



2. Landscape

3 Outside Space



3. Outside space

4 Flow & Light



4. Flow & sun-lighting

A competition organized by the Seoul Metropolitan Government for the design of a new local art complex has been won by Korean firm Arcbody Architects. The project location consists of four sites that are connected to Seoul's city center via a main artery, Pyeongchangmunhwa-ro. This district is home to numerous art galleries, museums, and workshops, and is also a residential hub for various types of artists. As a result, it holds great potential for further cultural developments and endeavors –

one of the driving forces behind the design team's proposal. While the focal point of the complex is the art archive, this is additionally complimented by related programs, including a library and a museum. These aim to facilitate cultural and artistic research and development, community education and public discourse, through exhibitions based on notions of preservation and collection. Community involvement is integral to the successful functioning of the art complex.



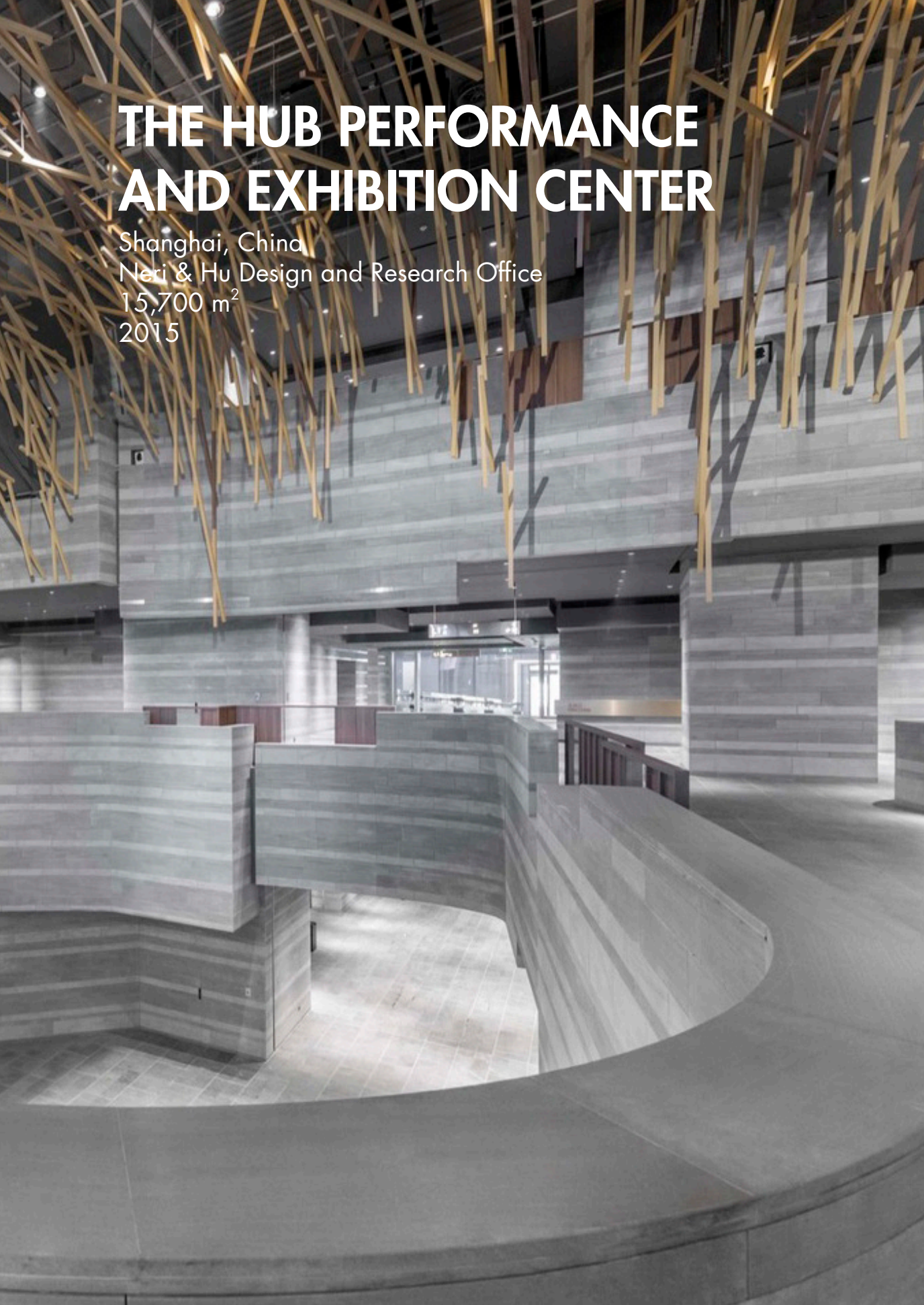


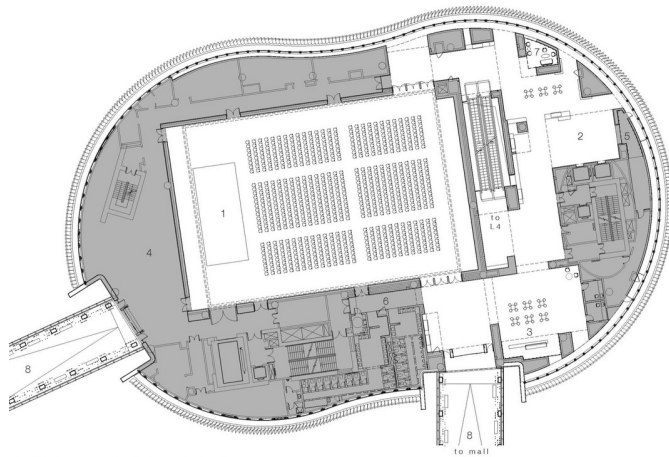


小心階梯
CAUTION OF FALL

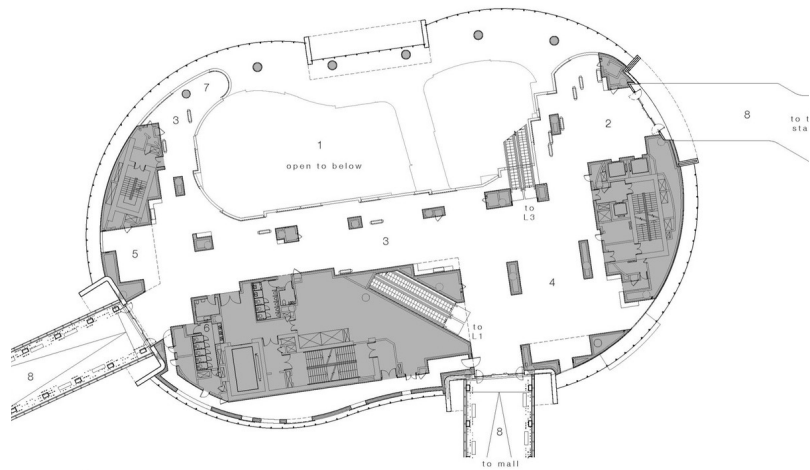
THE HUB PERFORMANCE AND EXHIBITION CENTER

Shanghai, China
Neri & Hu Design and Research Office
15,700 m²
2015

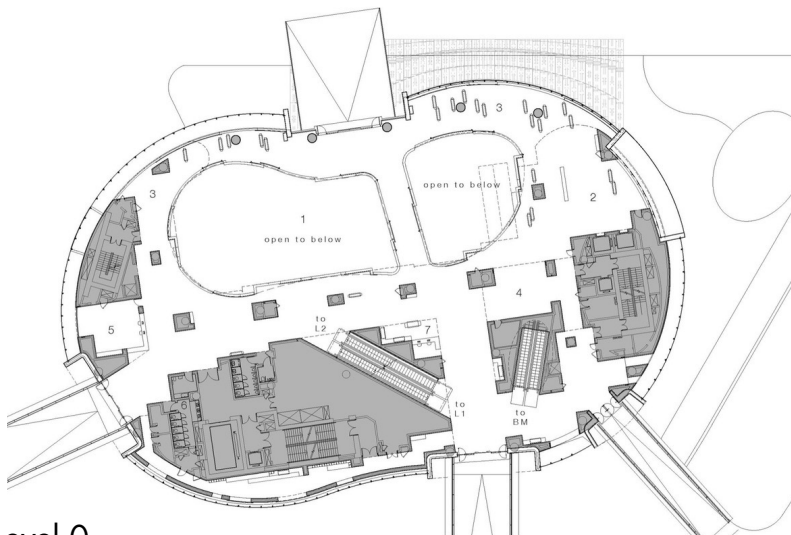




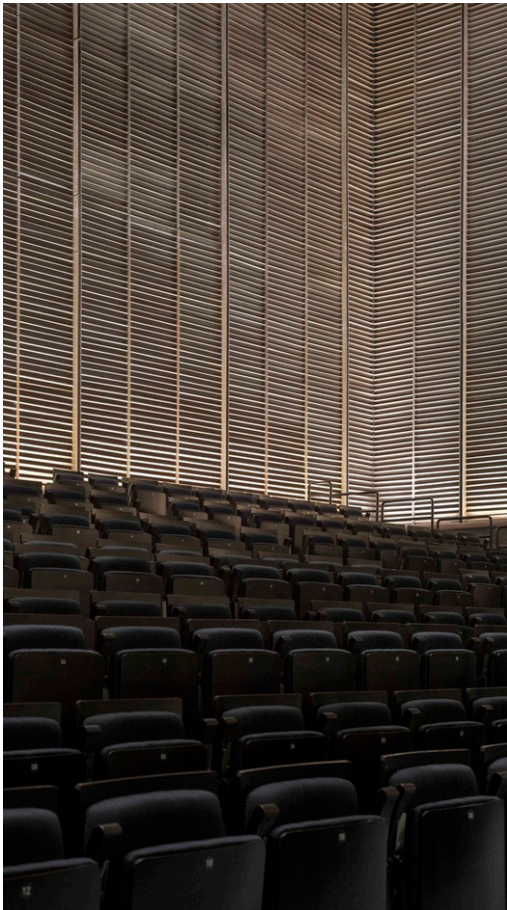
Level 2



Level 1



Level 0

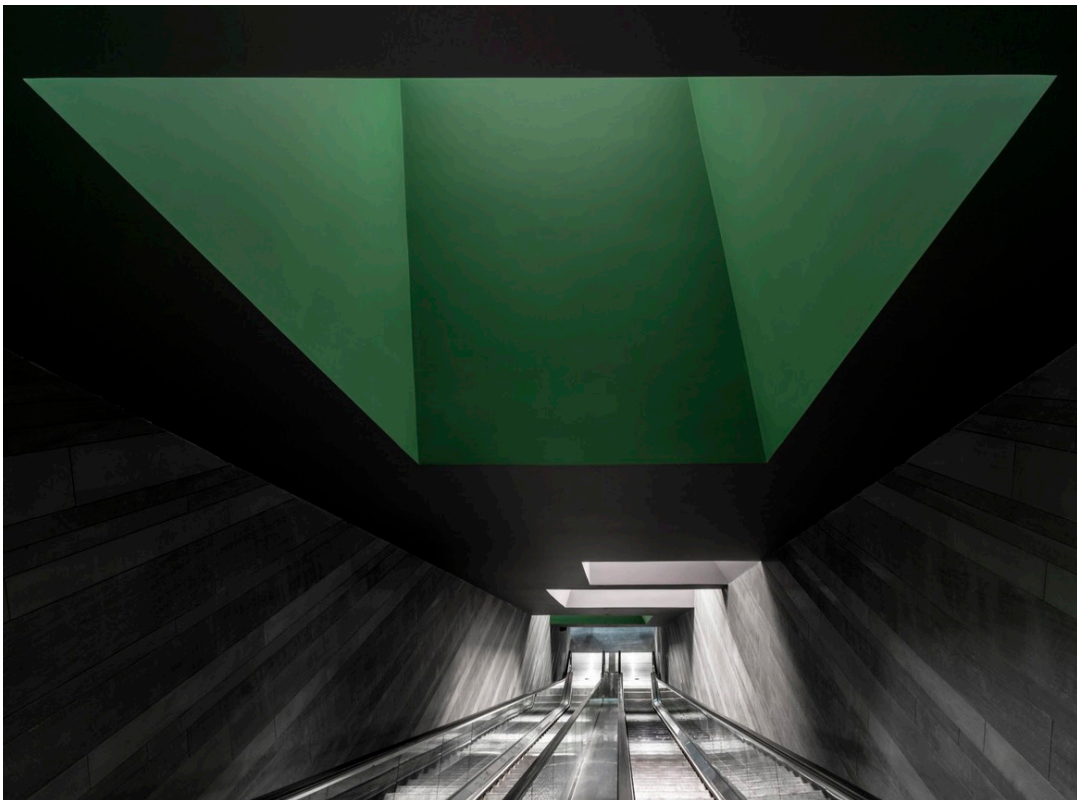


The highlight of this complex is the Performance and Exhibition Center that is envisioned as the “hot spot” of culture and arts of the new neighborhood.

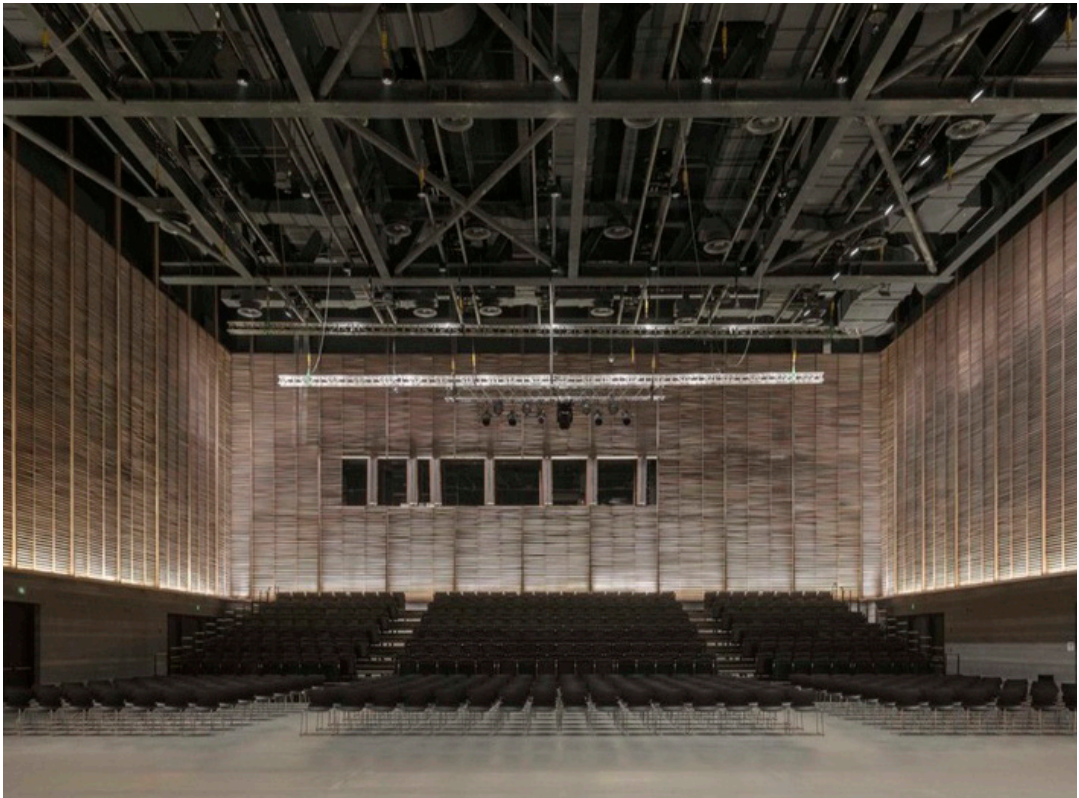
The interior concept draws inspiration from landscape to create a nature-like environment that provides retreat from the heavily built context and visual overload of contemporary culture. The performance center interior is perceived as a five-story urban oasis in the form of as a solid rock set inside the



exterior envelop; spaces are carved out and programmatic elements inserted. Visitors arriving from the subway station find themselves walking into an underground space, with the ceiling covered in metal tubes mimicking the roots of the forest above. A dramatic escalator tunnel with deep ceiling coves brings one out of the ground into the primary exhibition hall. A floating canopy of wood sticks hovering over the three-story atrium transforms the space into a forest.



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PLASSEN

moldejazz

PLASSEN CULTURAL CENTRE

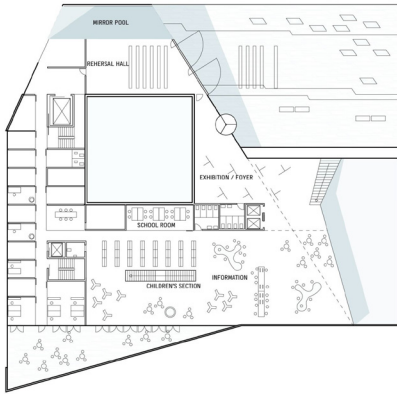
Molde, Norway

3XN Architects

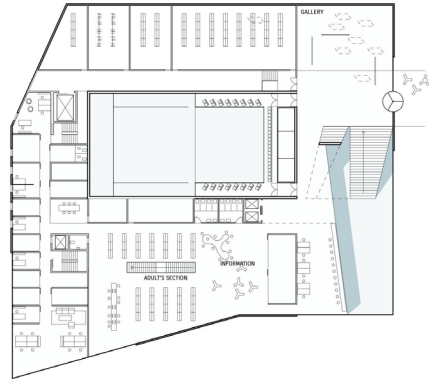
5,800 m²

2012

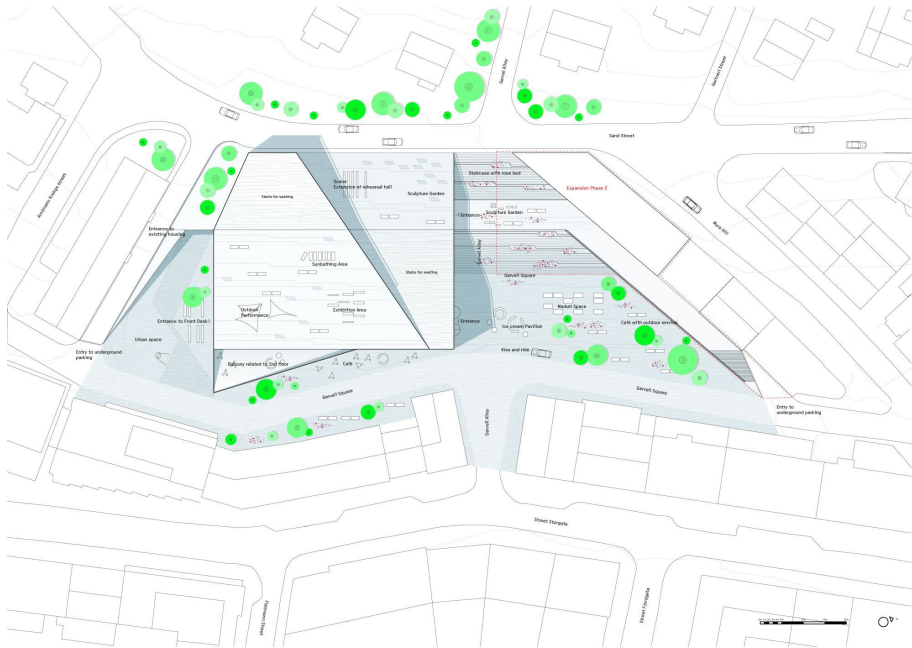




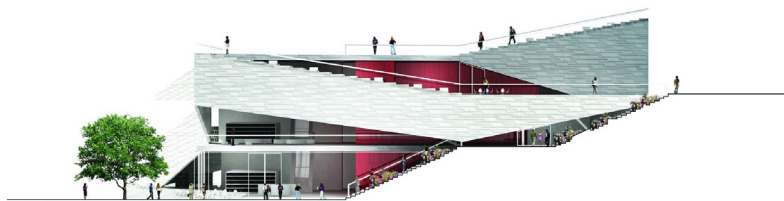
Level 0



Level 1



Site Plan



Elevation



The building literally grabs the city square, Gørvellplassen. It cuts and folds the surface, resulting in a building where the inside and the outside, the surface and the roof, merges into one. The flowing transition between the stages, the gallery, and the café creates the illusion that the inner and outer spaces are one. Emphasizing this principle, the windows of the building can be described as wide horizontal openings allowing plenty the daylight, and providing a splendid view from within as well as from the outside.



The relatively low-rise building consists of just three floors that make room for the local theatre. The heart of the building is the main concert hall, solved in “box in box” room, to ensure optimal acoustics. Therefore, the concert hall is rectangular and stripped of fancy shapes. Finally, ‘Plassen’ contains a library and an arts centre with a gallery facing the upper square. The library is situated in the eastern wing with a strong exposure to the square.



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GARAGE MUSEUM OF CONTEMPORARY ART

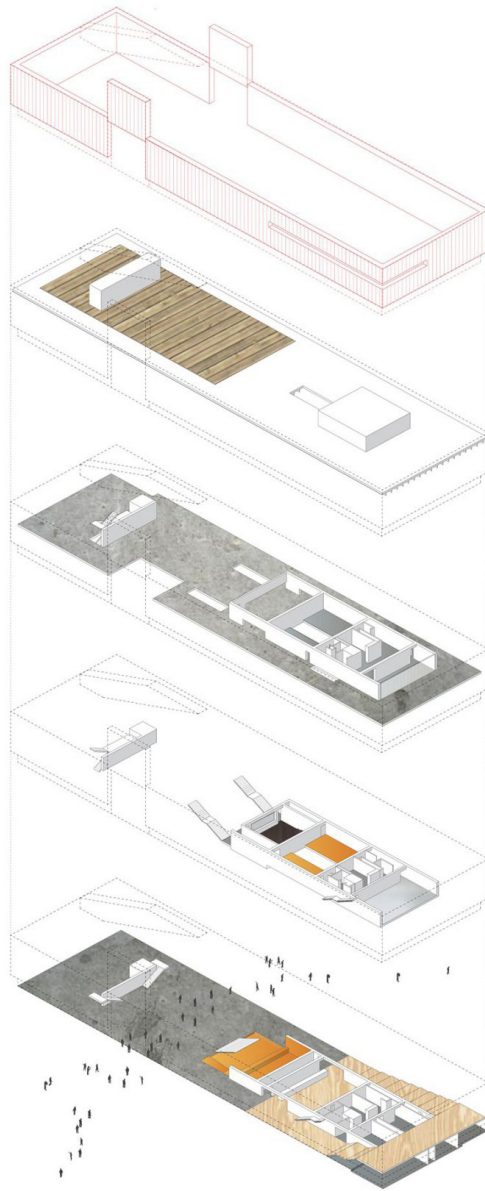
Mosco, Russia

OMA

5,400 m²

2015



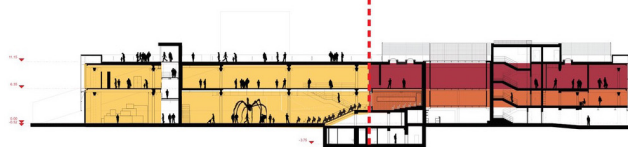


**EXHIBITIONS
& PROJECTS**

First Level:
Solo Exhibitions
Group Exhibitions
Survey Exhibitions

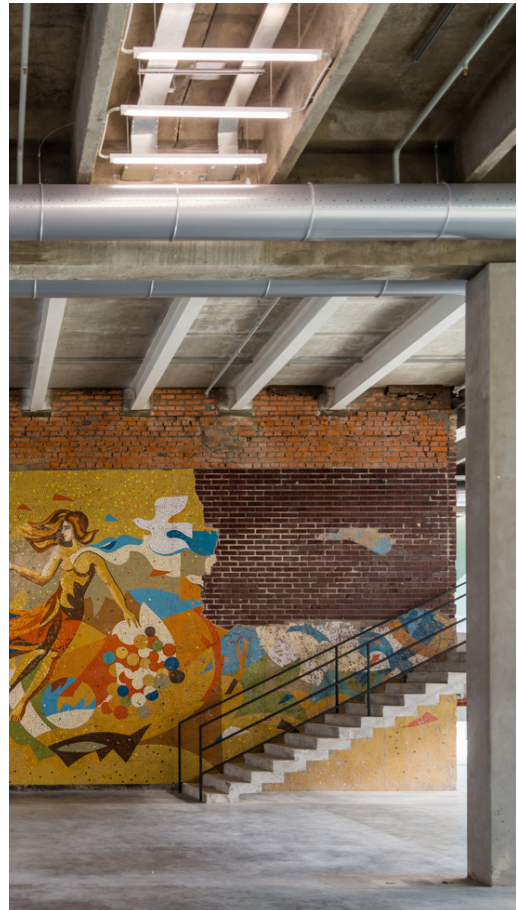
**RESEARCH &
EDUCATION**

First Level:
Archive Displays
Research Projects



Ground Level:
New Commissions
Installations
Experimental Storage

Mezzanine:
Screenings
Children's Workshop
Mediatheque (Research &
Education)



Garage Museum of Contemporary Art is a renovation of the 1960s Vremena Goda restaurant. OMA's design for the 5,400 m² building includes exhibition galleries on two levels, a creative center for children, shop, café, auditorium, offices, and roof terrace. The design preserves original Soviet-era elements, including a mosaic wall, tiles, and brick, while incorporating a range of innovative architectural and curatorial devices. The building offers two levels of unobstructed open space that will be dedicated

to exhibitions, organized around two circulation and service cores. The museum programs occupy three levels, adapting to spatial and structural possibilities of the existing structure. The more fragmented spaces in the North Eastern part of the pavilion surrounding the main core primarily accommodate education and research programs. The large open spaces in the South Western part are dedicated to exhibitions, projects and events.



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MARIEHØJ CULTURAL CENTRE

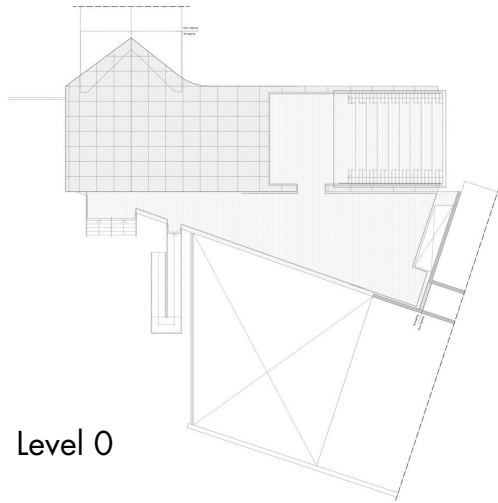
Holte, Denmark

Sophus Søbye Arkitekter, WE Architecture

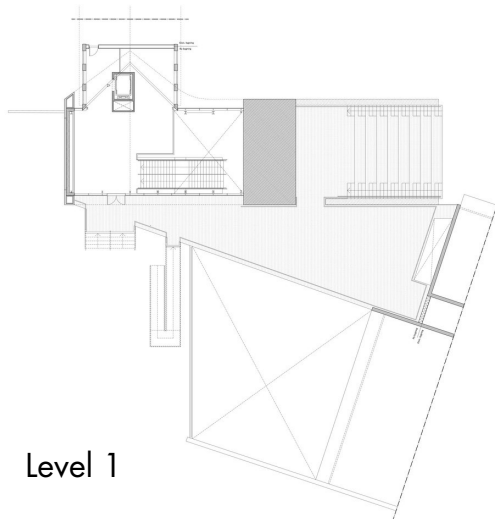
Restoration 8,000 m²; New 800 m²

2015

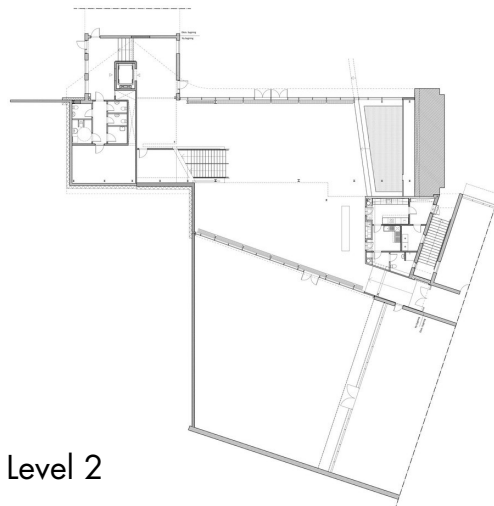




Level 0



Level 1



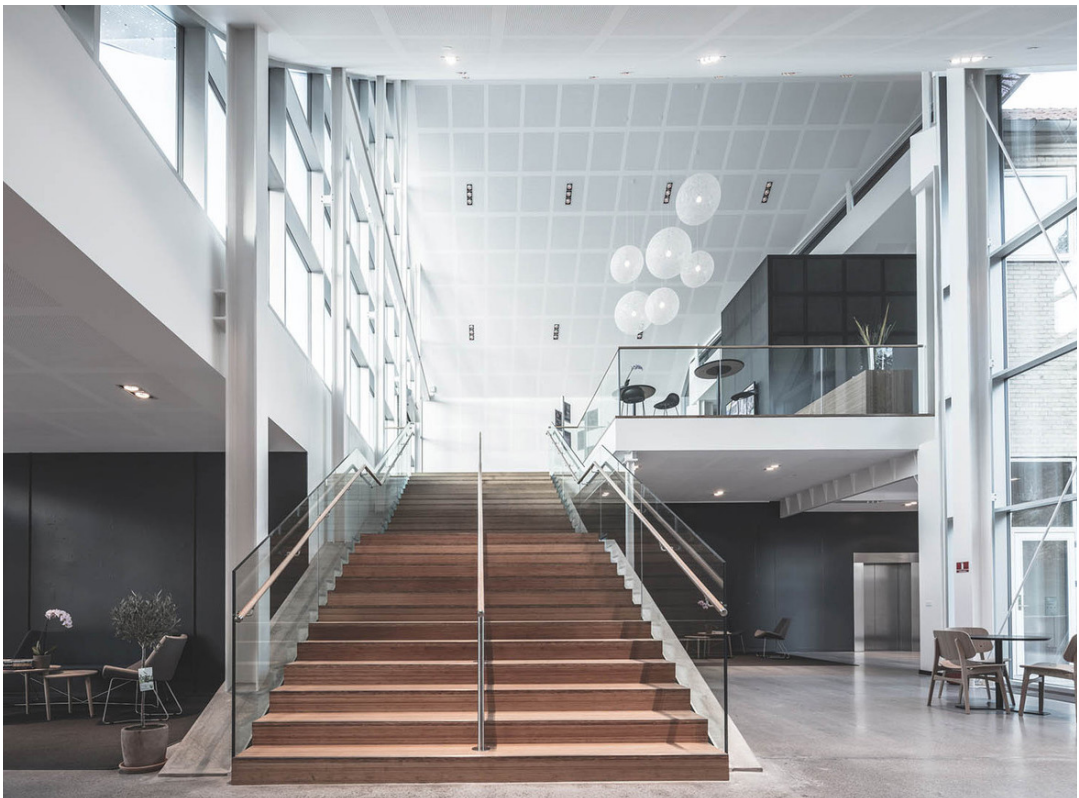
Level 2



Mariehøj Cultural Centre draws a clear profile in the landscape. The new foyer invites all people of Rudersdal Municipality in and functions as a heart that brings people together and highlights the many users and activities in the house. The cultural centre merges together with the green landscape bridging the gap between the arrival area, the cultural plaza and the beautiful backyard of Mariehøj. The building opens up towards the surroundings and incorporates the green qualities to the activities

in the house.

The house is both a cultural activity centre and a well-functioning working place. Through reorganization and rebuilding, better spaces for individual activities and appropriate position of the different functions are created. At the same time more meeting points are created, which bring the multiple activities in the house together and offer a space where new meetings and activities across interest and age arise.



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KATOWICE INTERNATIONAL CONFERENCE CENTRE

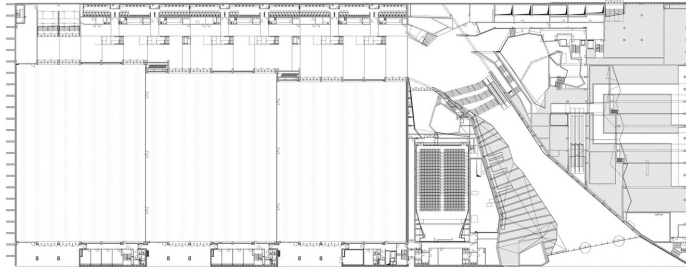
Katowice, Poland

JEMS

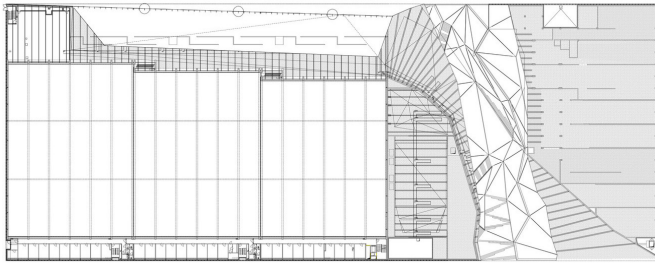
38,948 m²

2015

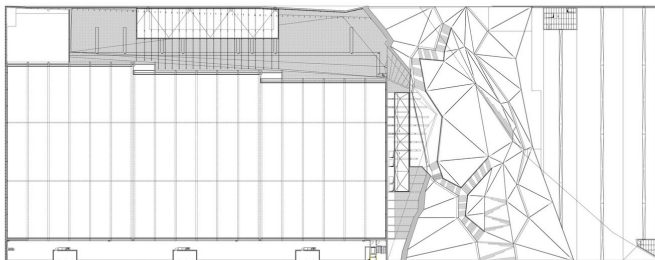




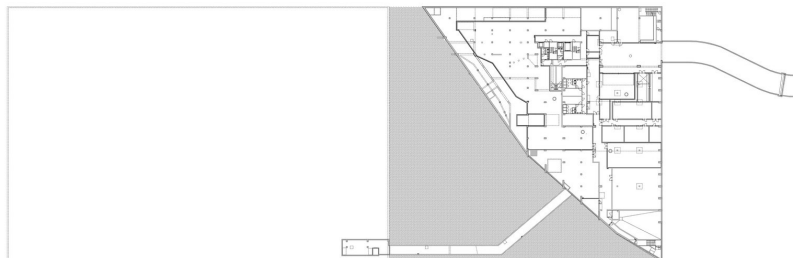
Level 0



Level 1



Level 2



Level 3

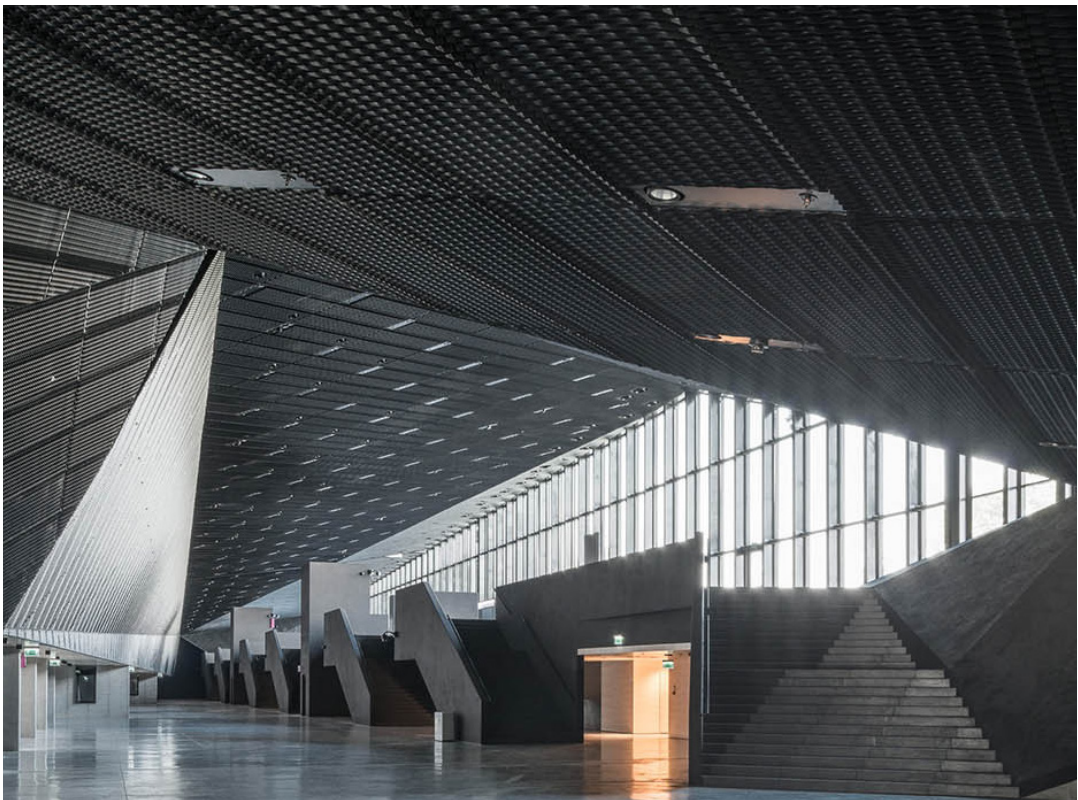


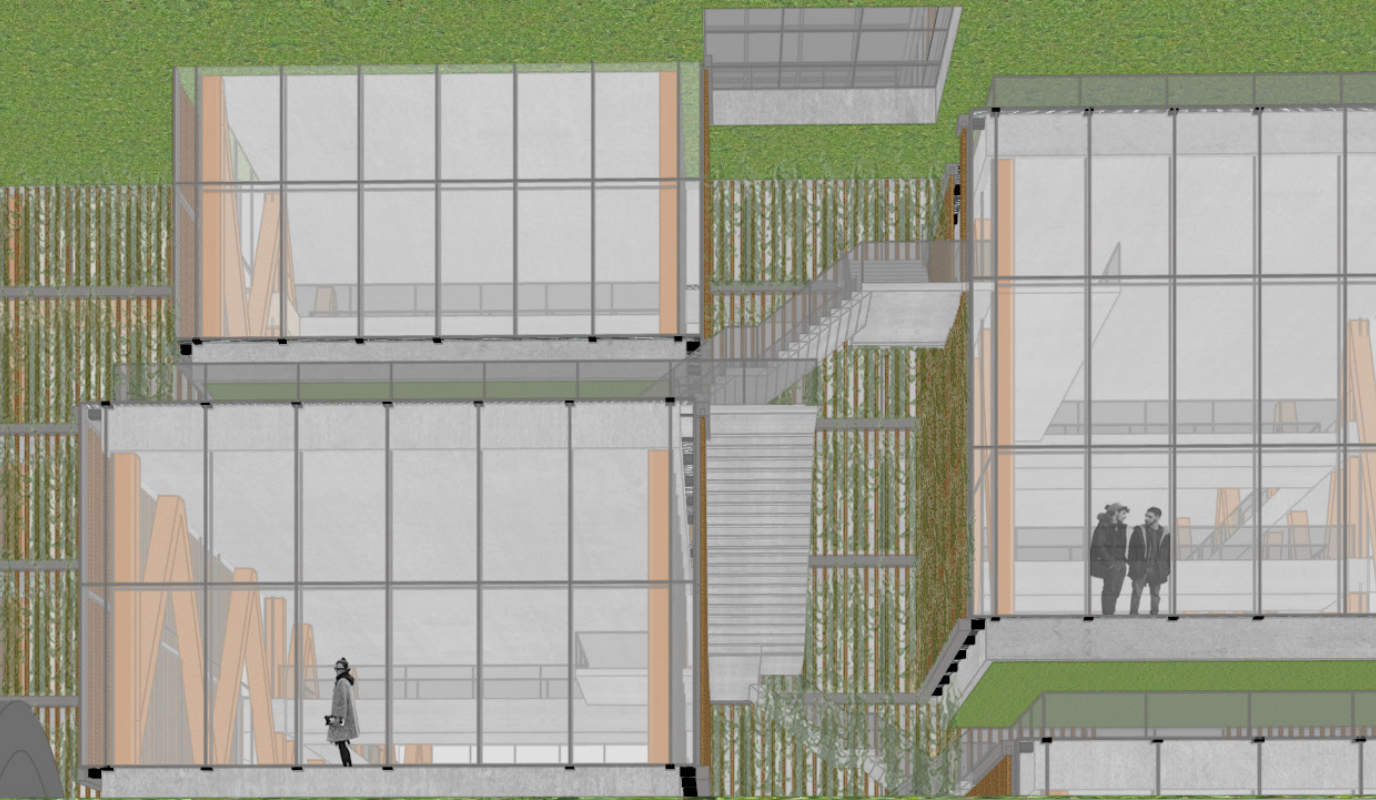
he general philosophy behind the design was to create a facility with a value created not only by providing functional solutions of a utilitarian nature, but also by creating conditions for its existence within the social space of the city. The Centre building, with its straightforward, distinct and clear-cut form, has been integrated into the public space of the city through links provided along the city's key axis connecting the "honorary" square in front of Spodek (also the main traffic node of Katowice)

and the city's oldest, historic district of Bogucice. The links are implemented in a two-fold manner: in the form of a public passageway across the main hall and foyer of the Centre (a link to be used especially during open events, such as fairs or exhibitions) and in the form of an external route running over the building roof (green valley), which may be used throughout the year for events such as outdoor exhibitions or happenings.



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PROJECT

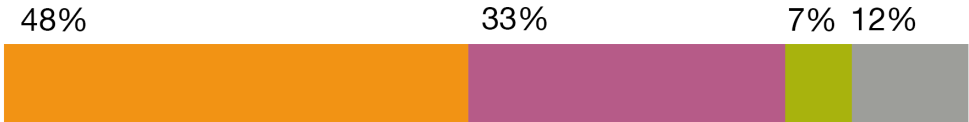
The project is named as 'Inspiration Centre'. Based on the case study, the programmes areas were decided. The site surroundings has a significant effect on the form of the massing. Three forms of massing models were made to test. The final version was a composition of the ideas used in the previous tests. It is well combined with the future site conditions. It could become a centre serving for the whole Amstel area that could stimulate communication and inspiration.

AREA CONCLUSION

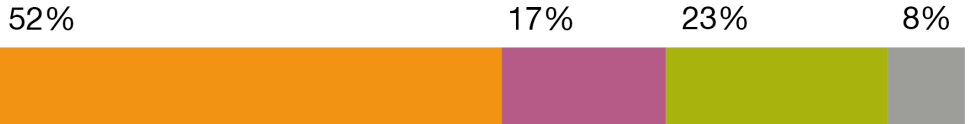
Perth Convention and Exhibition Centre



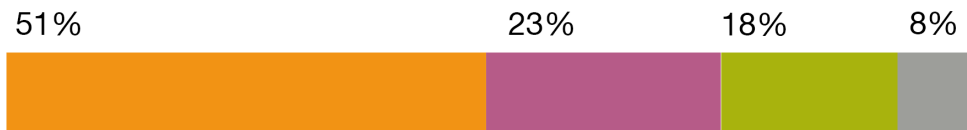
Los Cabos International Convention Centre



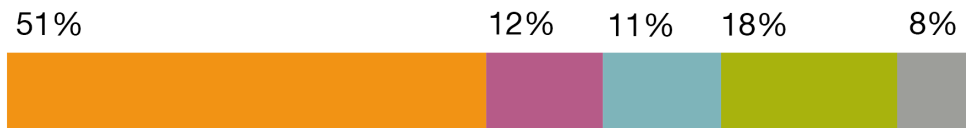
Community Art Hub



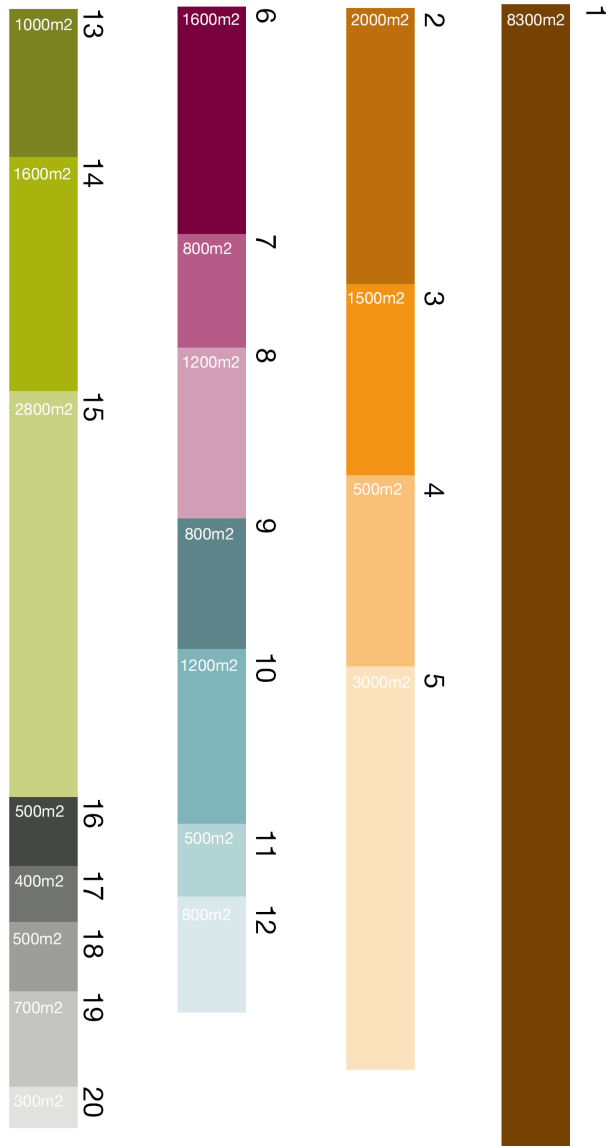
Average Percentage of Area



Adding Education



PROGRAMME



Exhibition - 15,300m²

1 Exhibition Hall	- 8,300m ²
2 Gallery	- 2,000m ²
3 Theatre	- 1,500m ²
4 Open Stage	- 500m ²
5 Exhibition Rooms	- 3,000m ²

Outdoor Exhibition

Convention - 3,600m²

6 Convention Hall	- 1,600m ²
7 Seminar Room	- 800m ²
8 Meeting Room	- 1,200m ²

Education - 3,300m²

9 Classroom	- 800m ²
10 Labs	- 1,200m ²
11 Study Room	- 500m ²
12 Library	- 800m ²

Leisure - 5,400m²

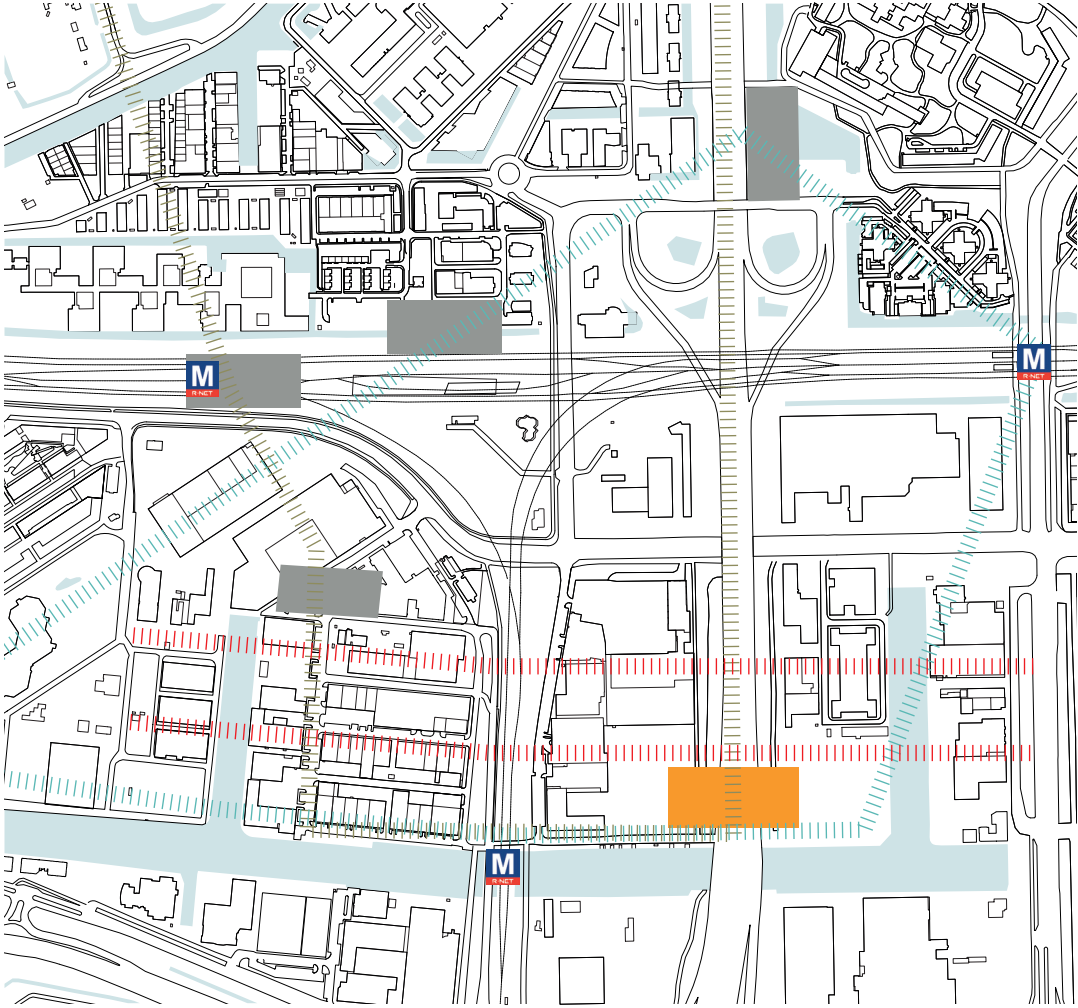
13 Cafe & Restaurant	- 1,000m ²
14 Shop	- 1,600m ²
15 Foyer	- 2,800m ²

Outdoor Park

Service - 2,400m²

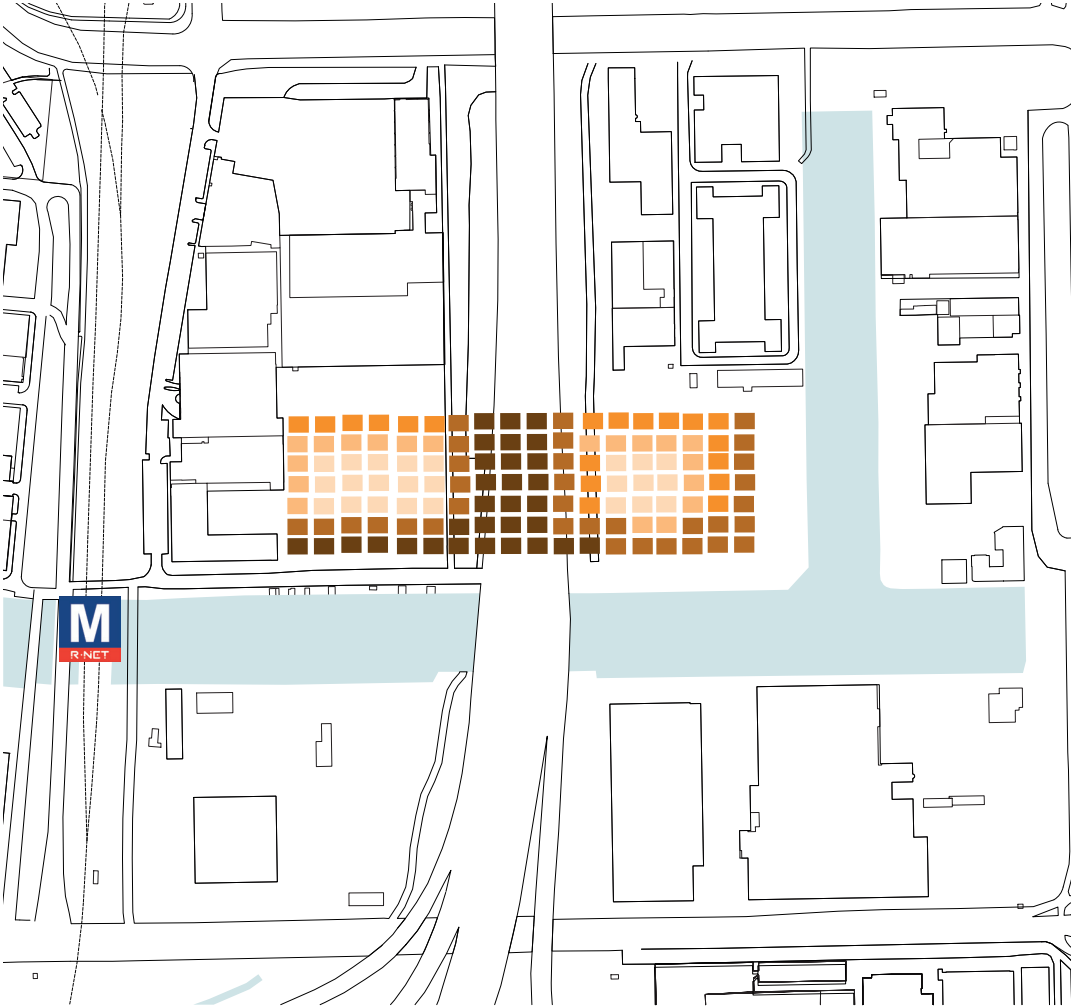
16 Lobby	- 500m ²
17 Offices	- 400m ²
18 Logistics	- 500m ²
19 Storage	- 700m ²
20 Toilet	- 300m ²

ACCESSIBILITY



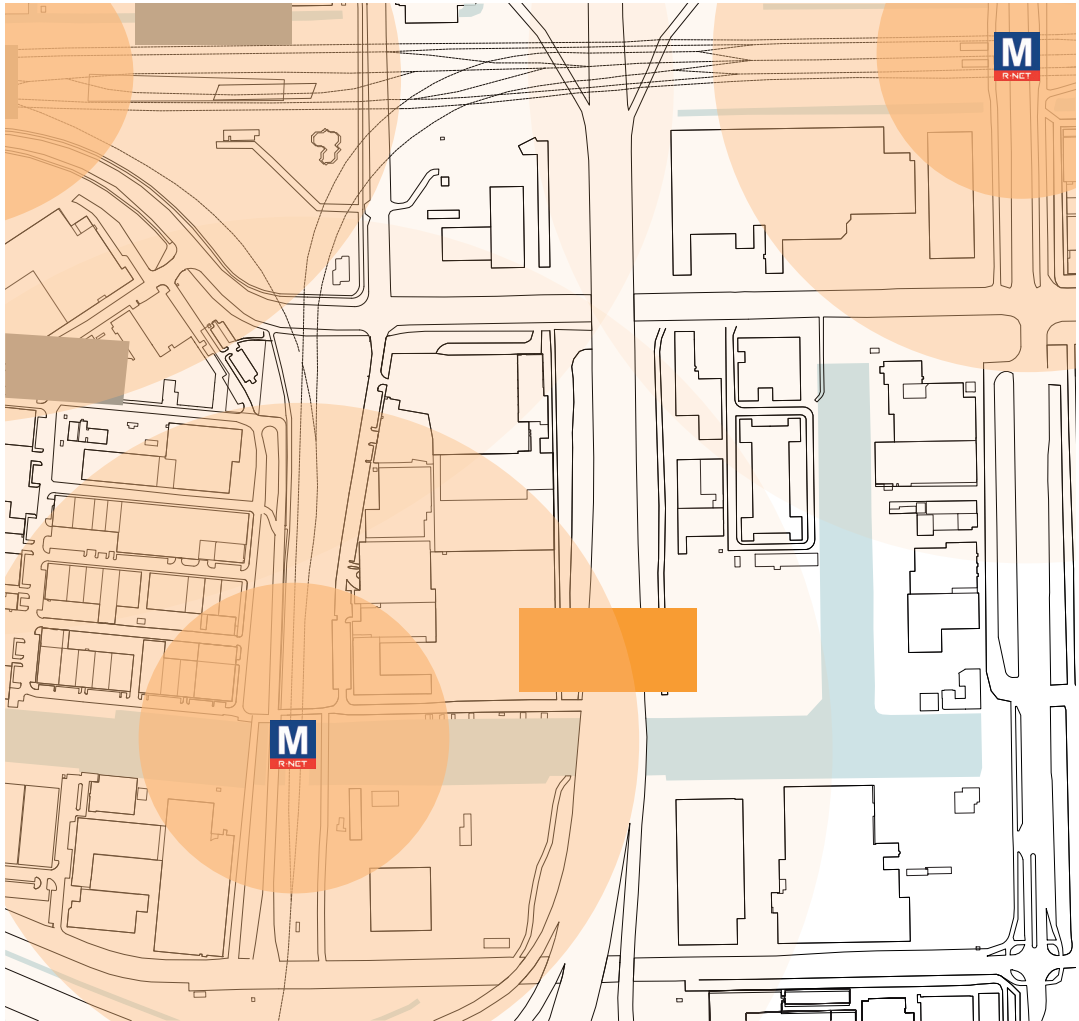
- ||||| In Between
- ||||| Water
- ||||| Green
- Other Program

NOISE LEVEL

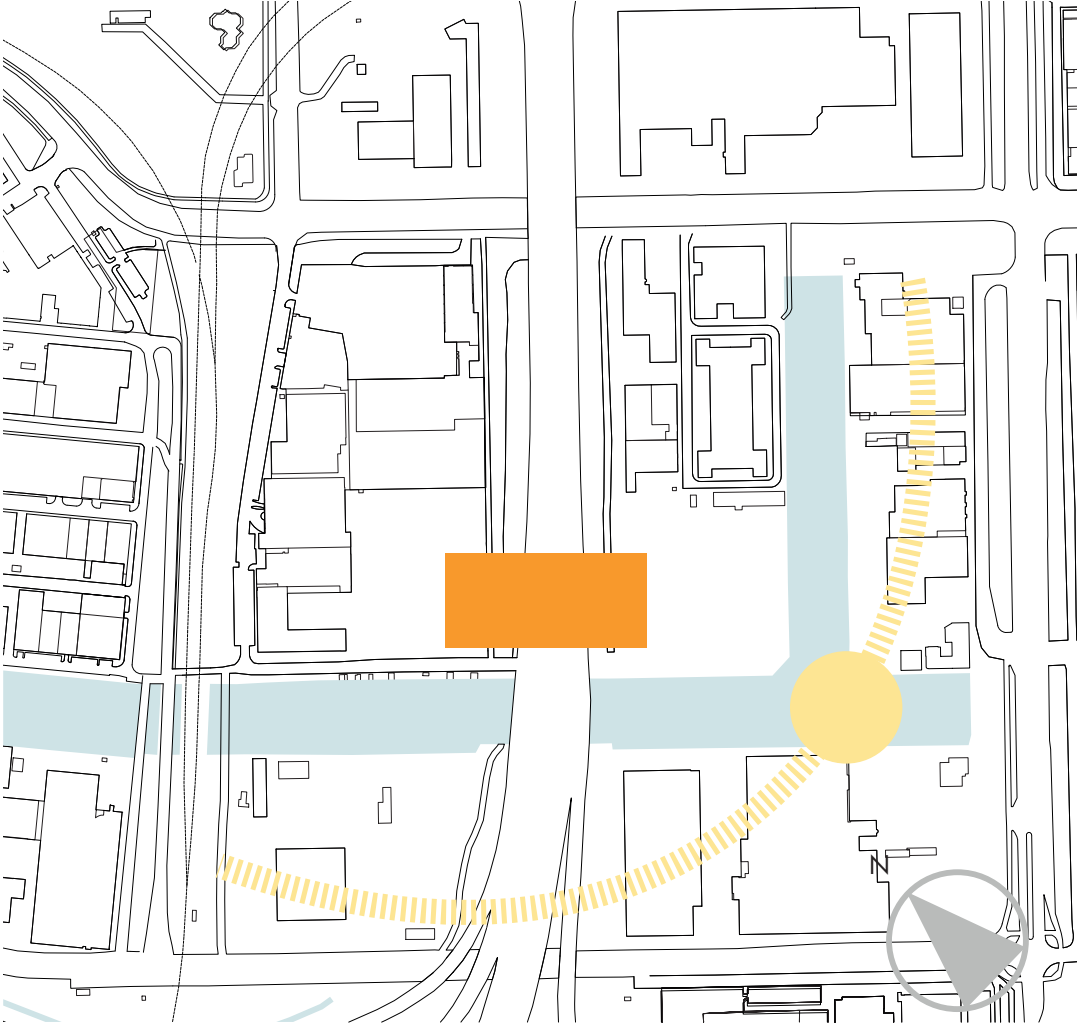


Low  High

DENSITY LEVEL



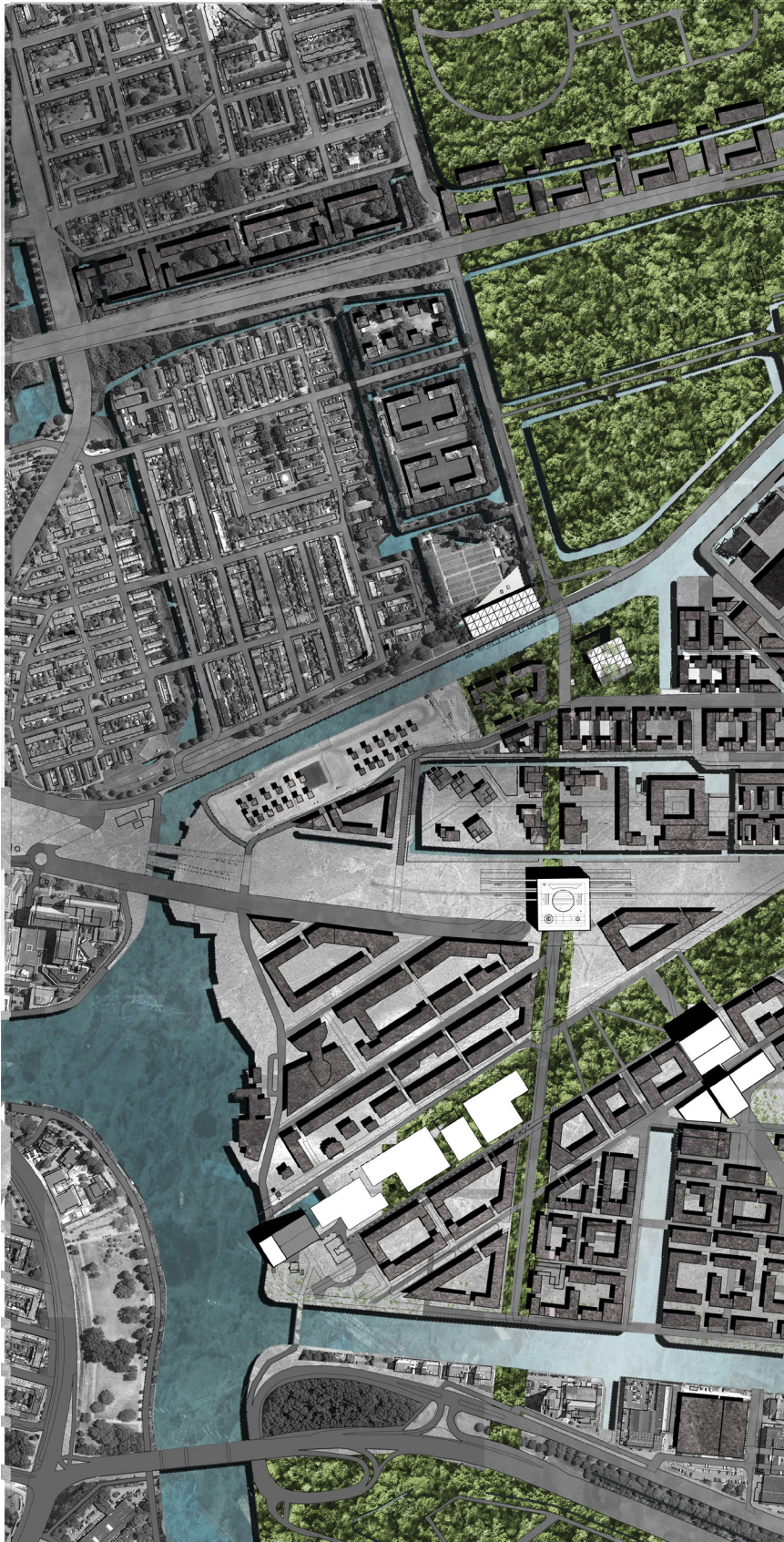
SUN DIRECTION

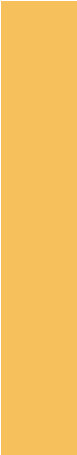


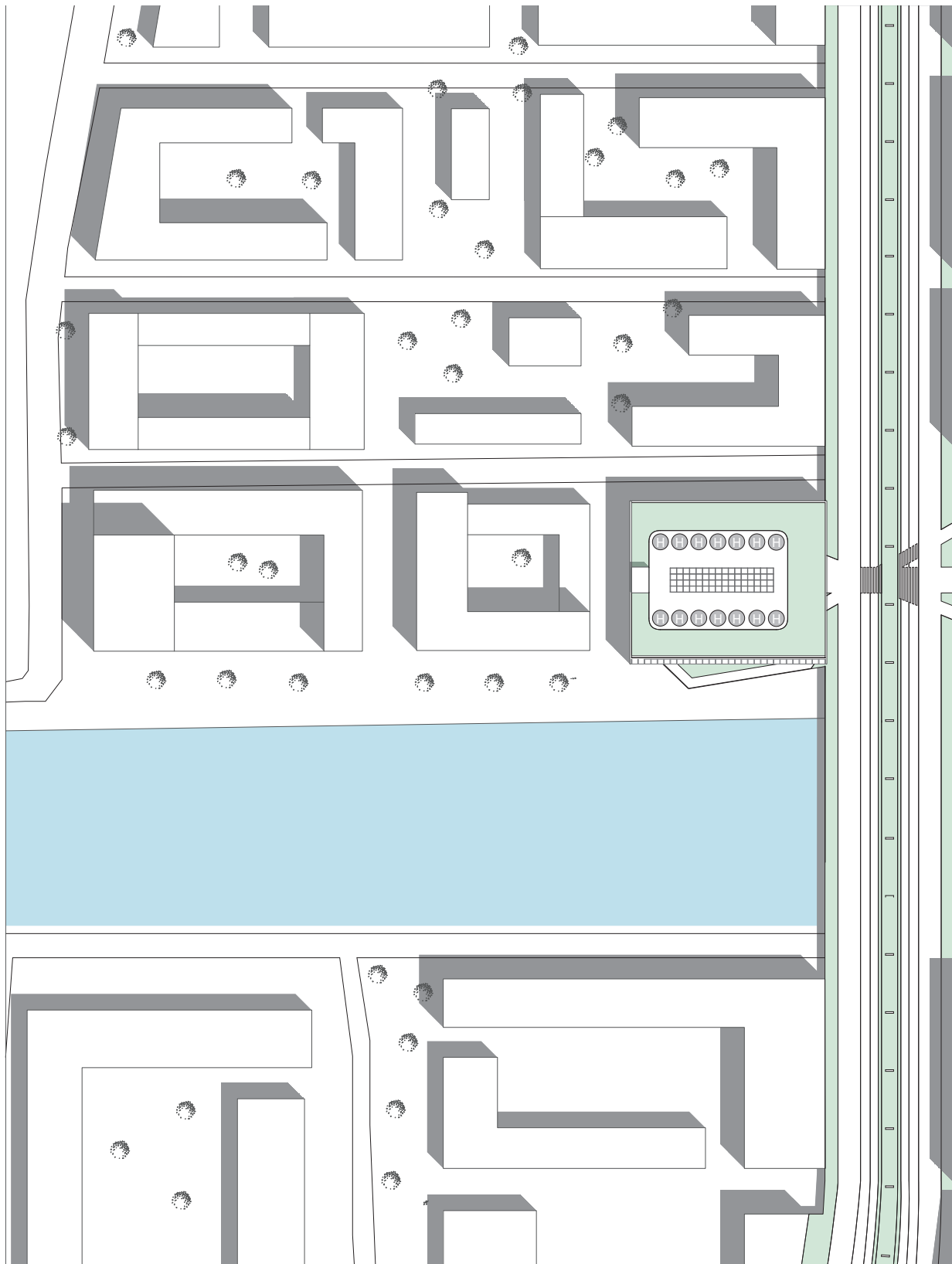
FORM GENERATION

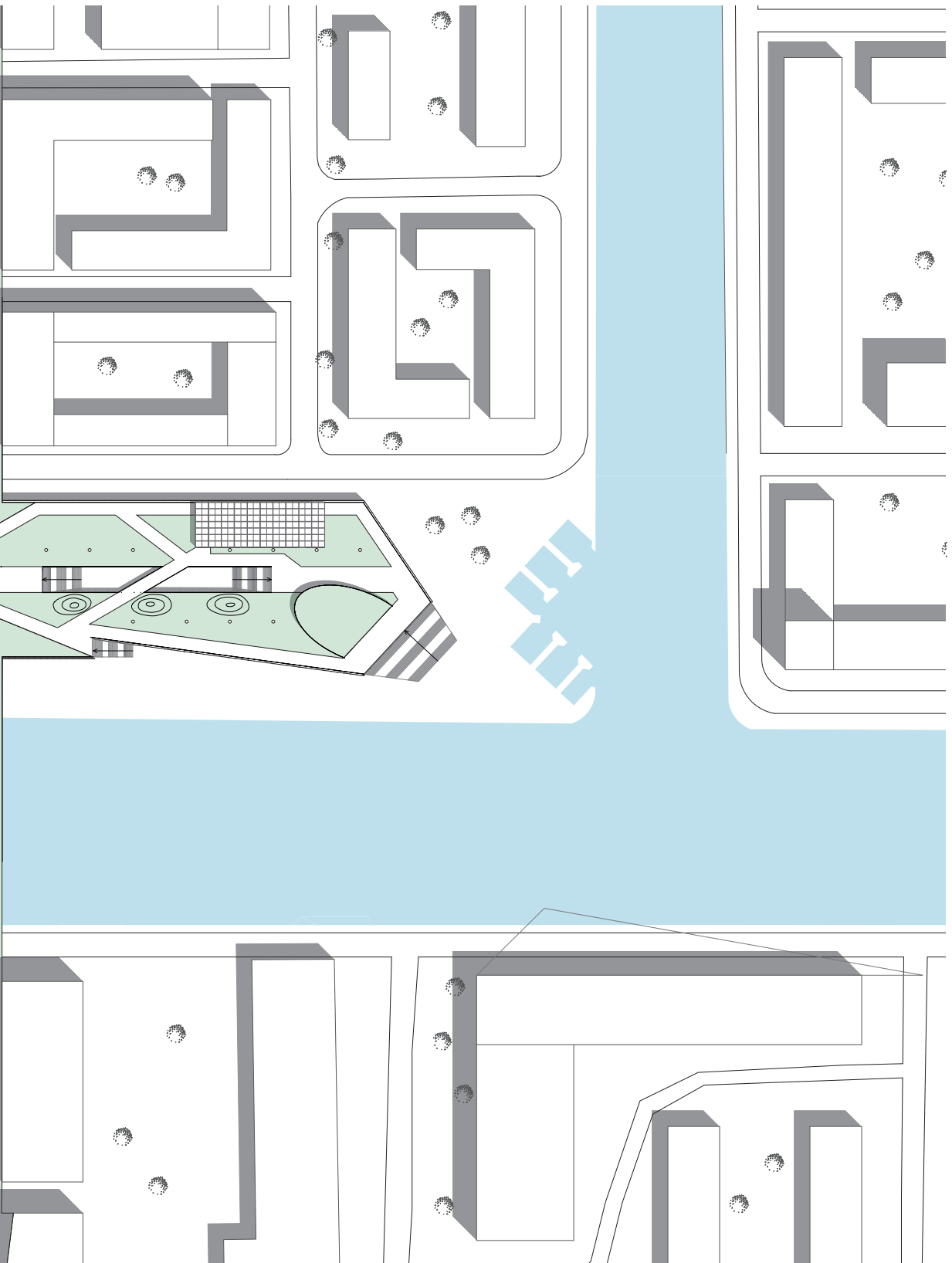




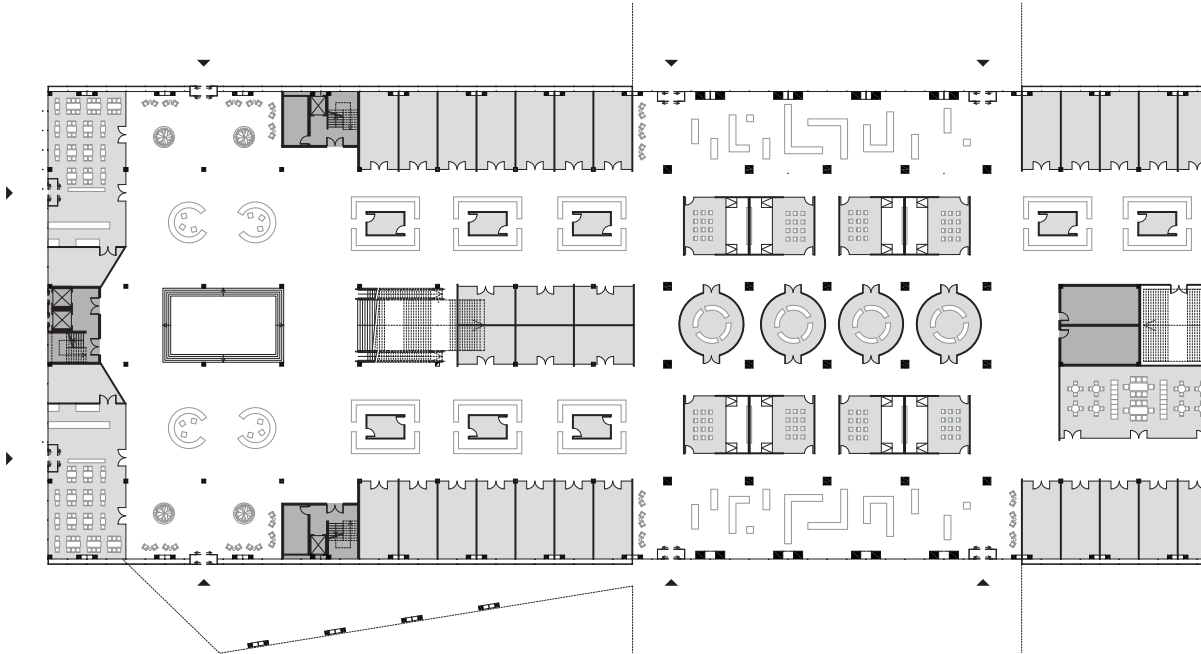




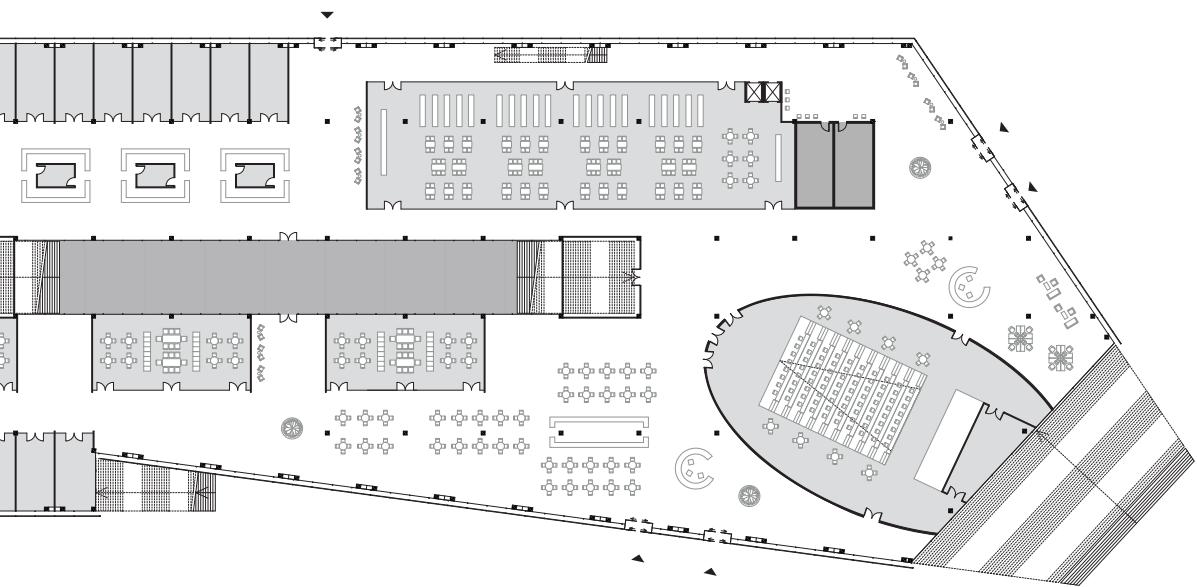




GROUND FLOOR: GROUND ENTRANCE, SHOPPING



G, CONFERENCE





East Entrance Hall & Cafe



The ground floor is the largest among all the floors. It reuses the new gained space under the new city boulevard, which will function in various ways. As it is the most accessible space for the neibouhoods, this level include mainly urban functions. Shops for rent are the most space that could be found here, which will supply creative people with low priced space for selling or exhibition. The space right under the boulevard is used as a gaming and video rooms to make use of the dark environment. On the east side of the boulevard, the main functions of the ground floor are meeting and conference. Abundant space for catering and cafe are also set at this part.





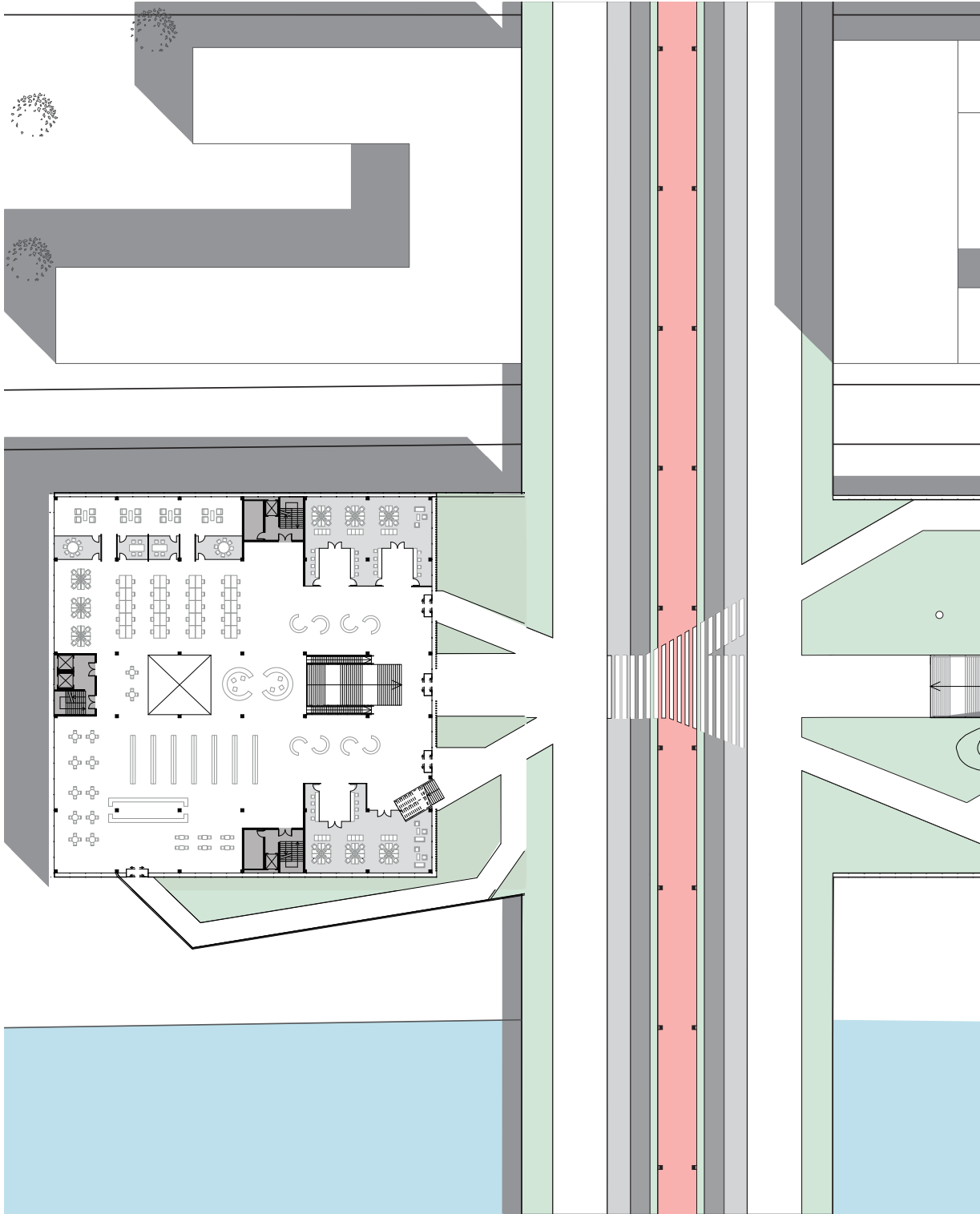
Shopping Street



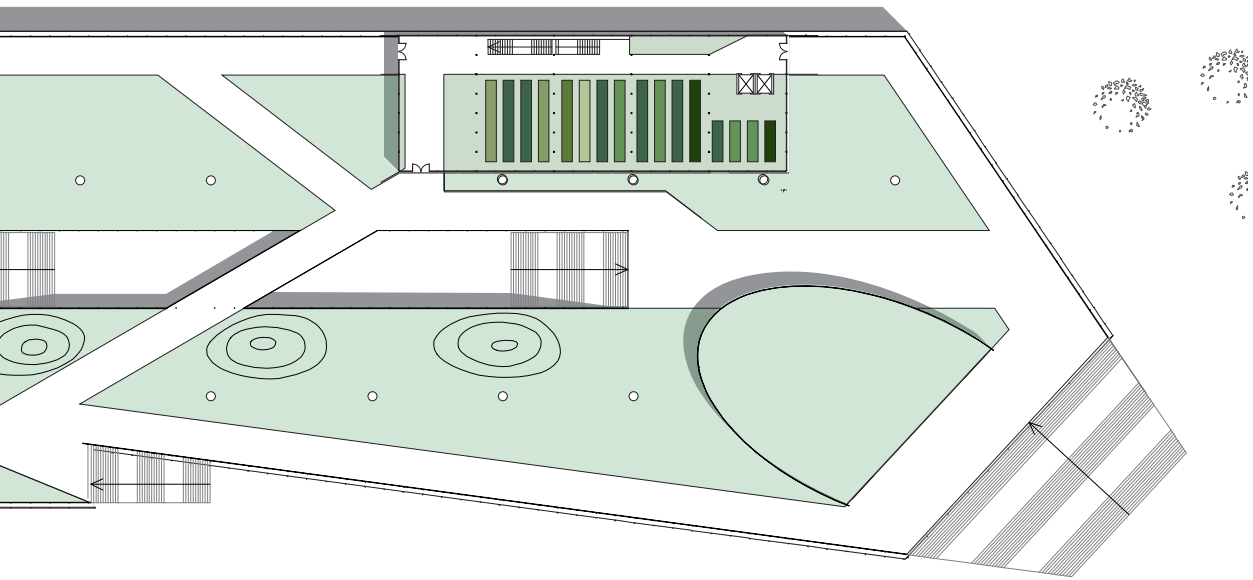
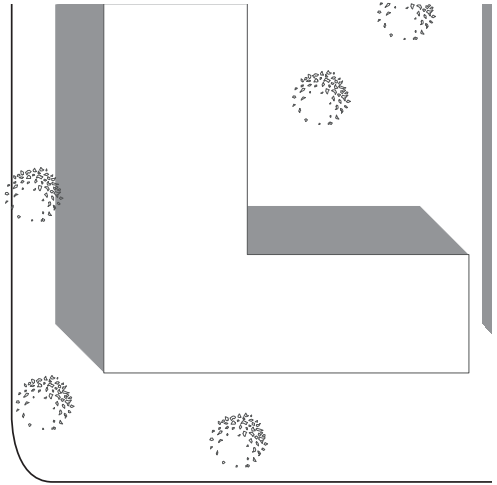
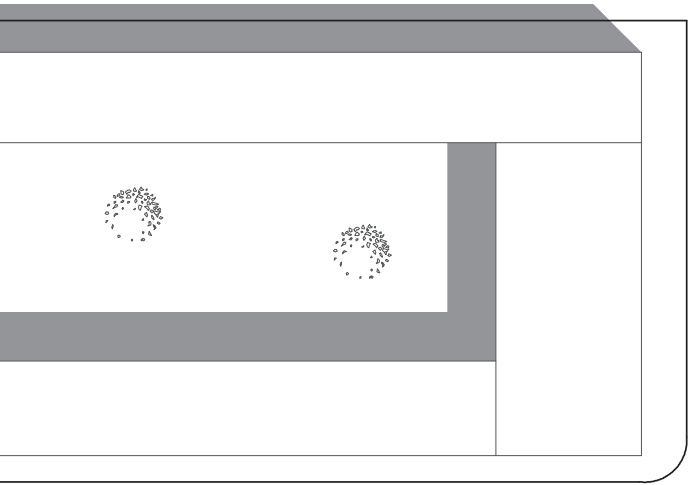


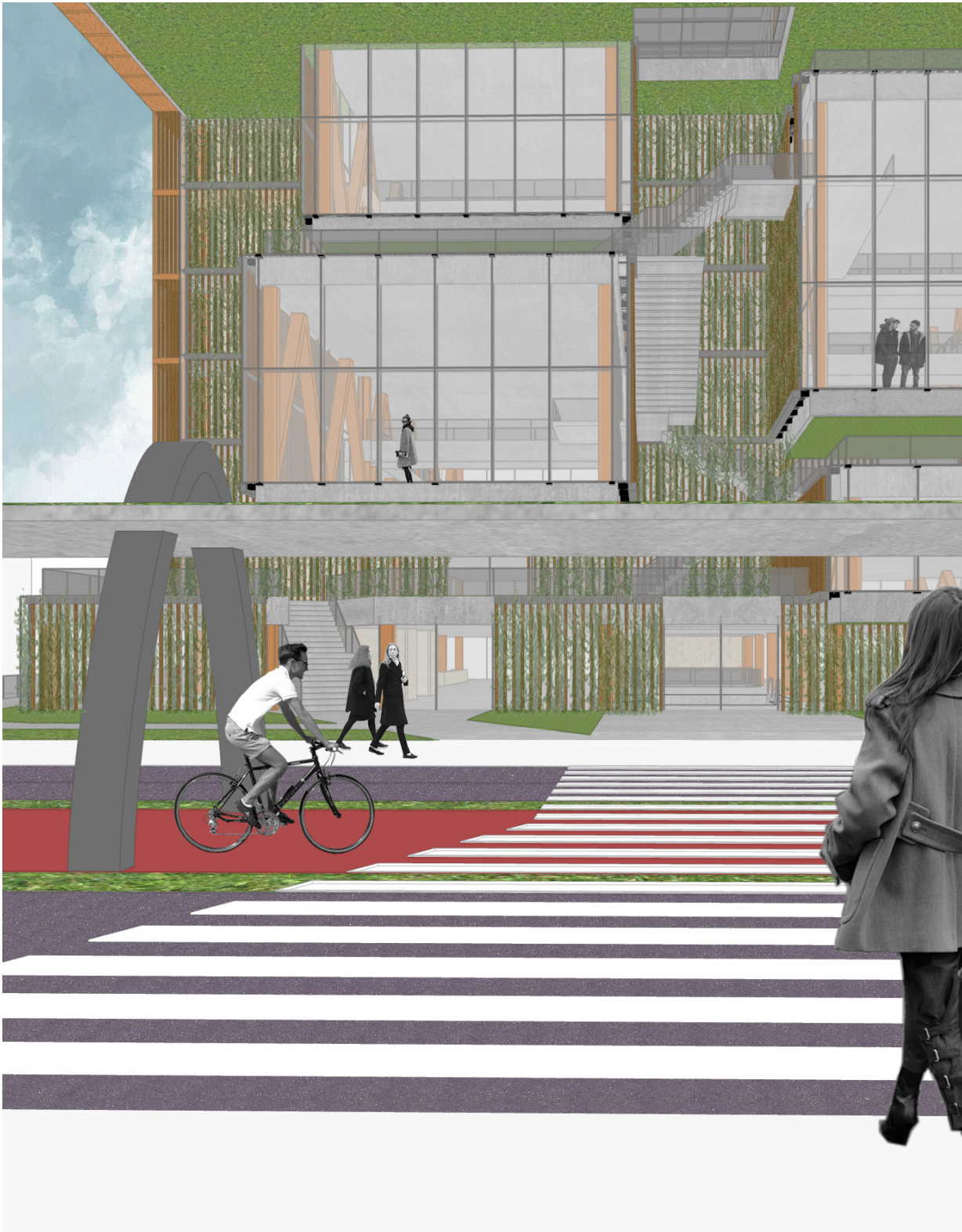
West Entrance Hall & Performance Space

FIRST FLOOR: BOULEVARD ENTRANCE, ADMINISTRATION



ERATIVE, URBAN PARK





Boulevard Main Entrance



The first floor is an important entrance from the boulevard. The building is well connected with the greenness on the boulevard and the green is continuously spread over the building facade in the west or becomes an urban park in the east. Routes are designed to guide people to explore around the whole space. Administrative offices for the creative industry are set at this level. The park area is covered with grass and small trees. A greenhouse is located on one edge of the park, which could be an inspiring and attractive space for the locals. Landscapes are made to make the space fun. A grand stair at the far end of the park leads to the small water taxi port and offers space to enjoy the canal view.





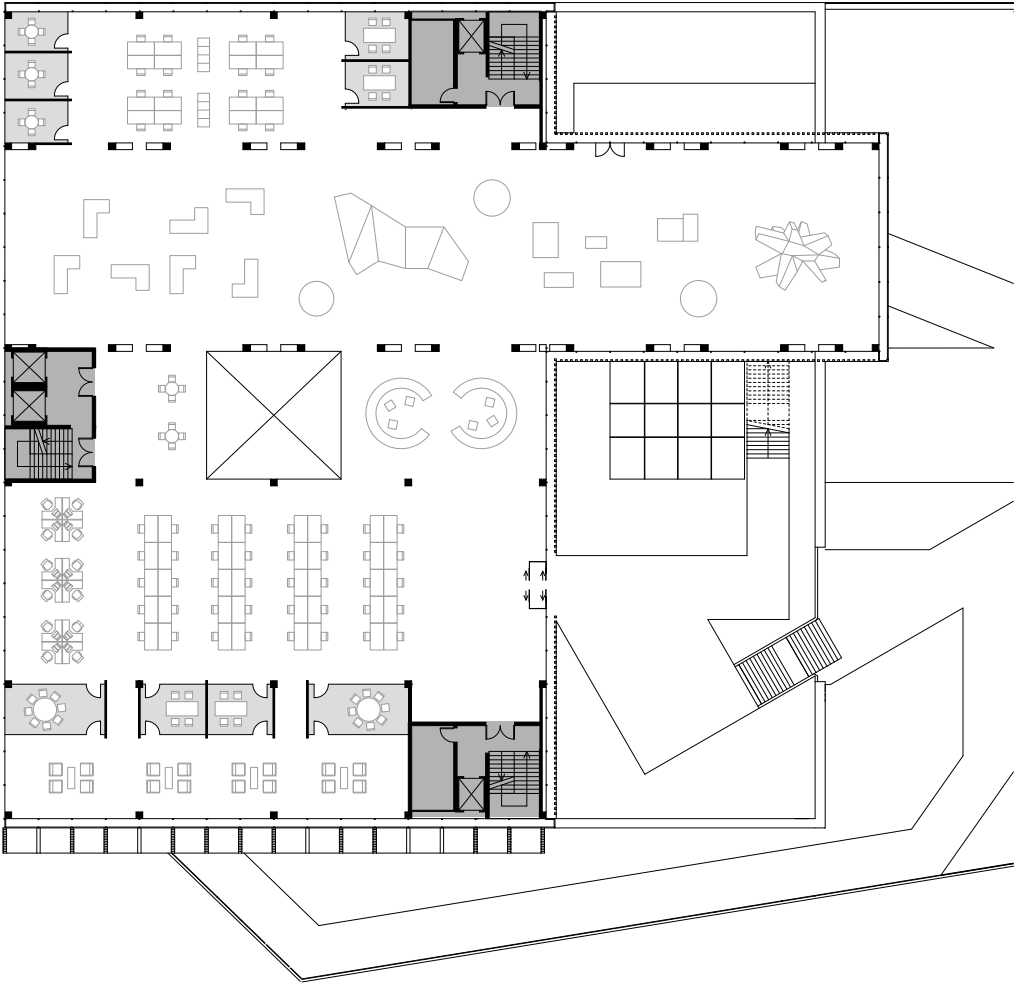
East Park



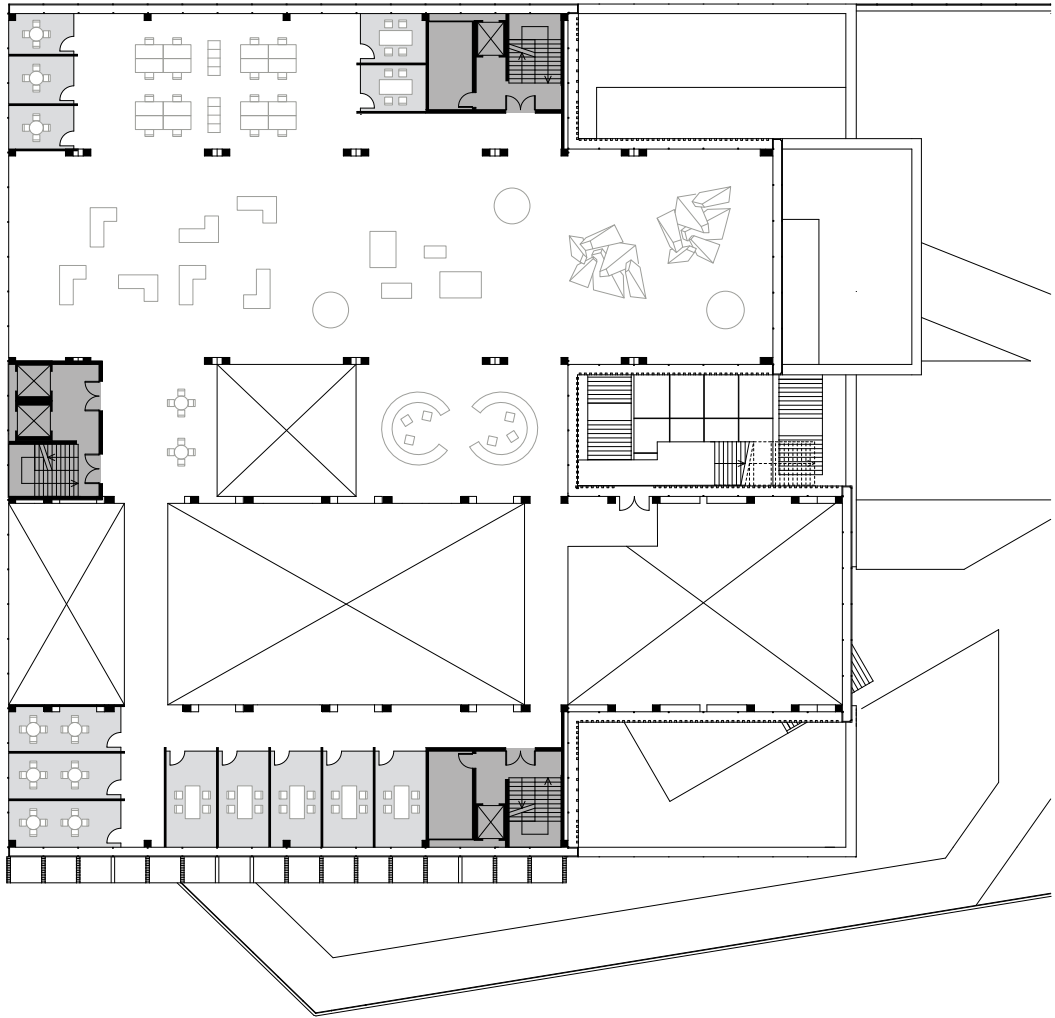


Green House

2ND - 7TH FLOOR: EXHIBITION, WORKSHOP, OFF



OFFICE, TERRACE





Working Office

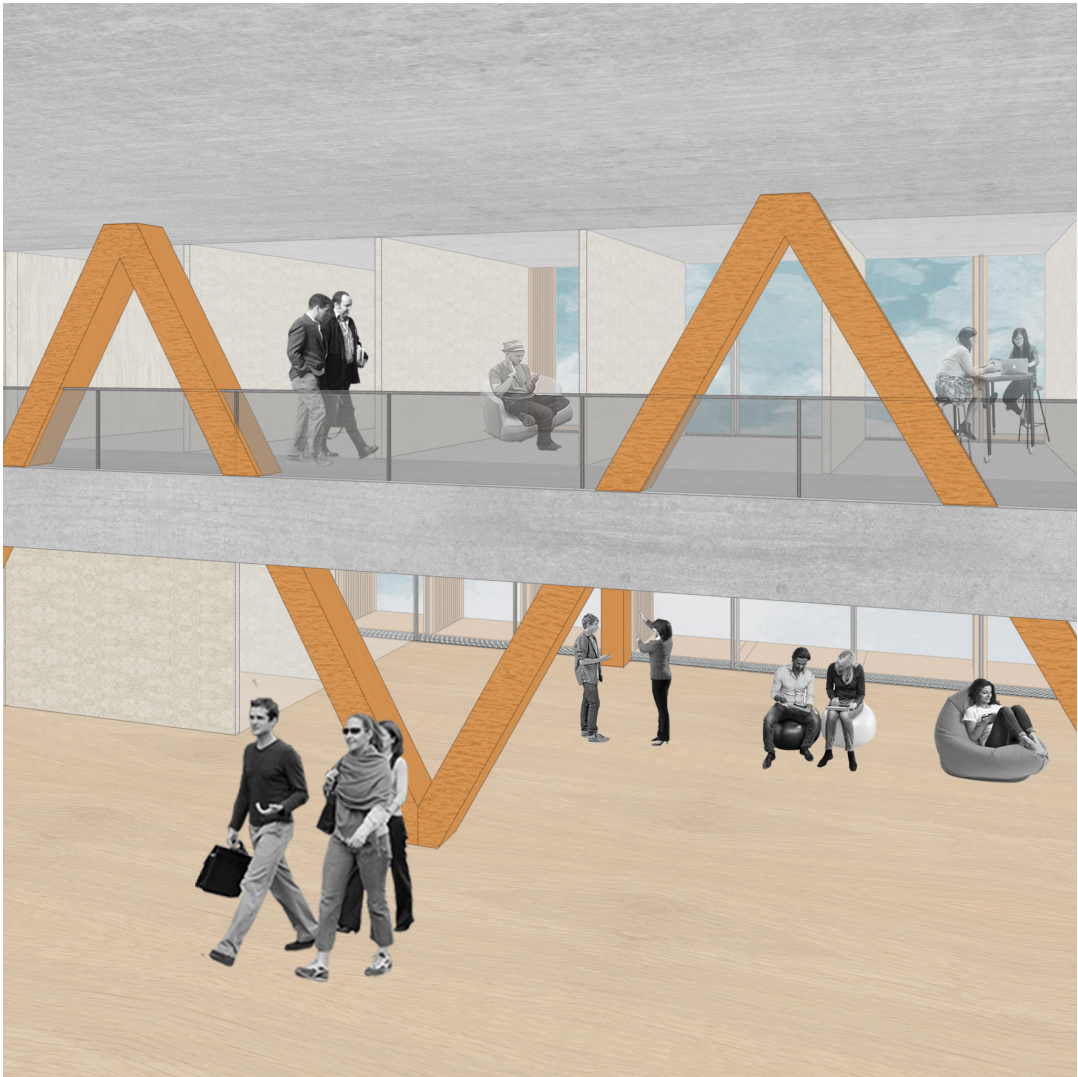


These floors are main body of the building. They contains mainly three different types of offices: working office, workshop and discussion office. The working offices are quite different from the offices nowadays. They do not have to have too much prepared furnitures but instead a large space which are free to use by anyone. The workshops are situated at the side of each exhibition halls. They are used by the crestive designers, but also welcoming the visitors to join thier design. Above the workshops are small rooms for discussion and meetings. They are seperated from the main floor so that they could have more silence. The exhibition halls are extruded out of the south facade, in which way they become green terraces. People could access from the outdoor staircases as well.

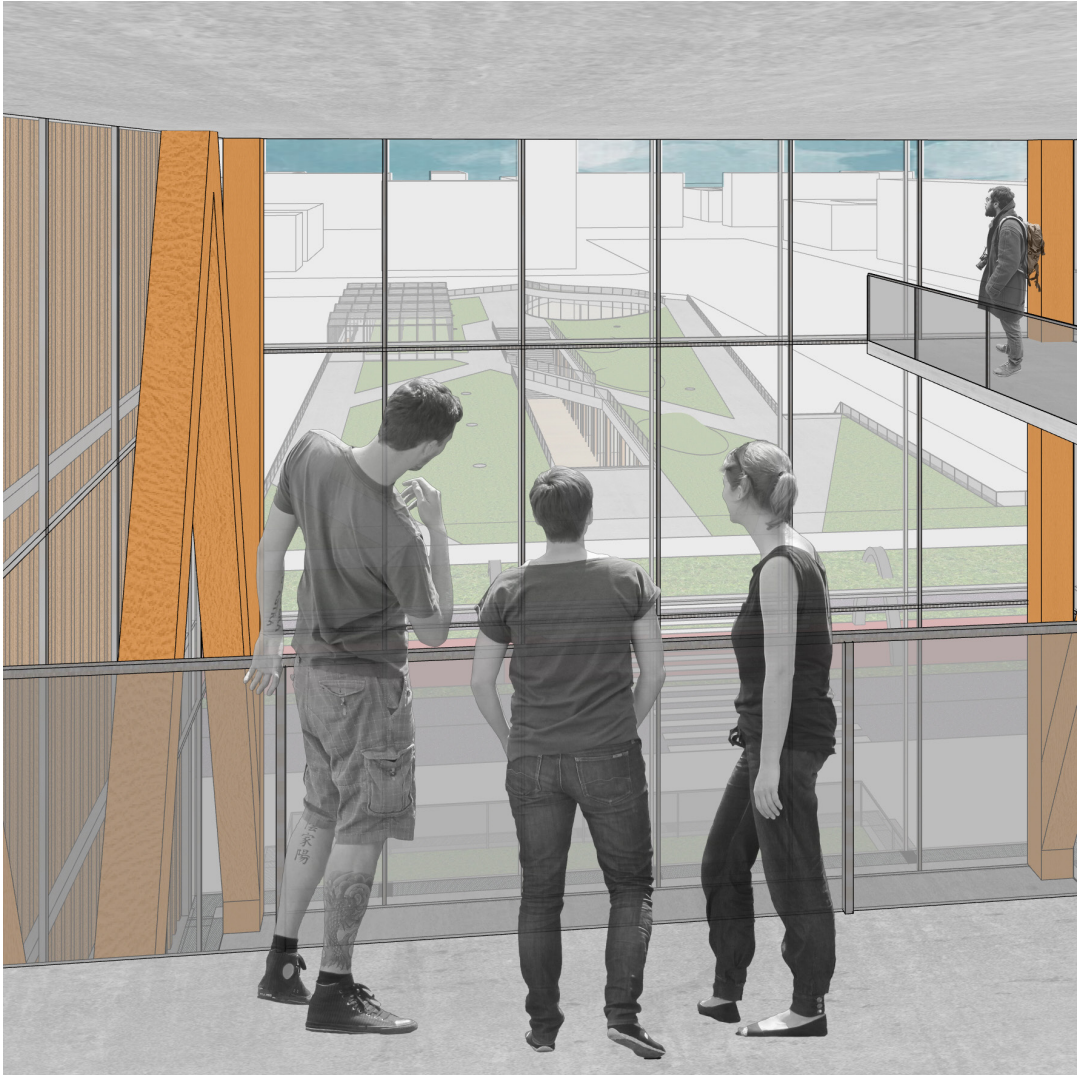




Exhibition Hall



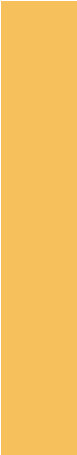
Workshop & Discussion Office



Bridge above the Exhibition Hall

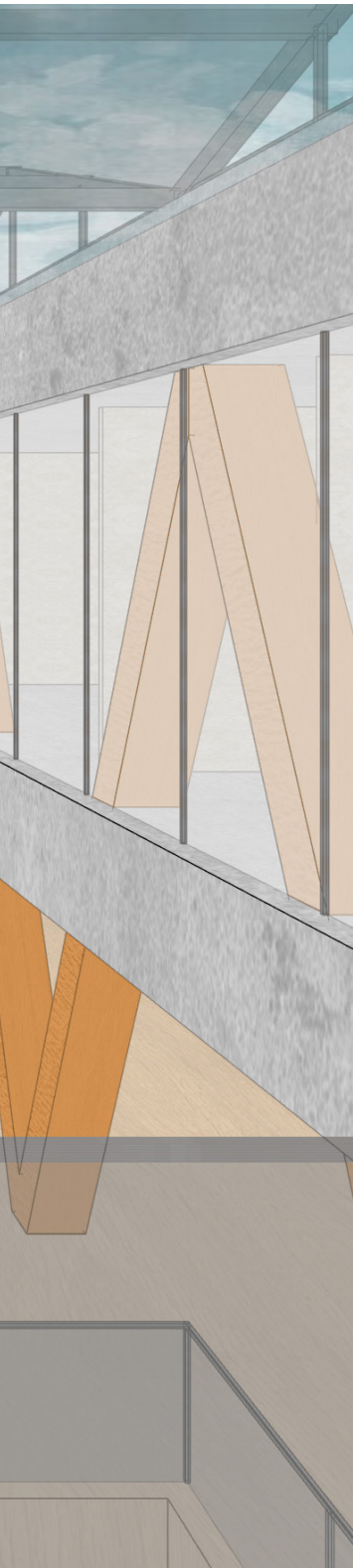
8TH - 9TH FLOOR: HOSTEL





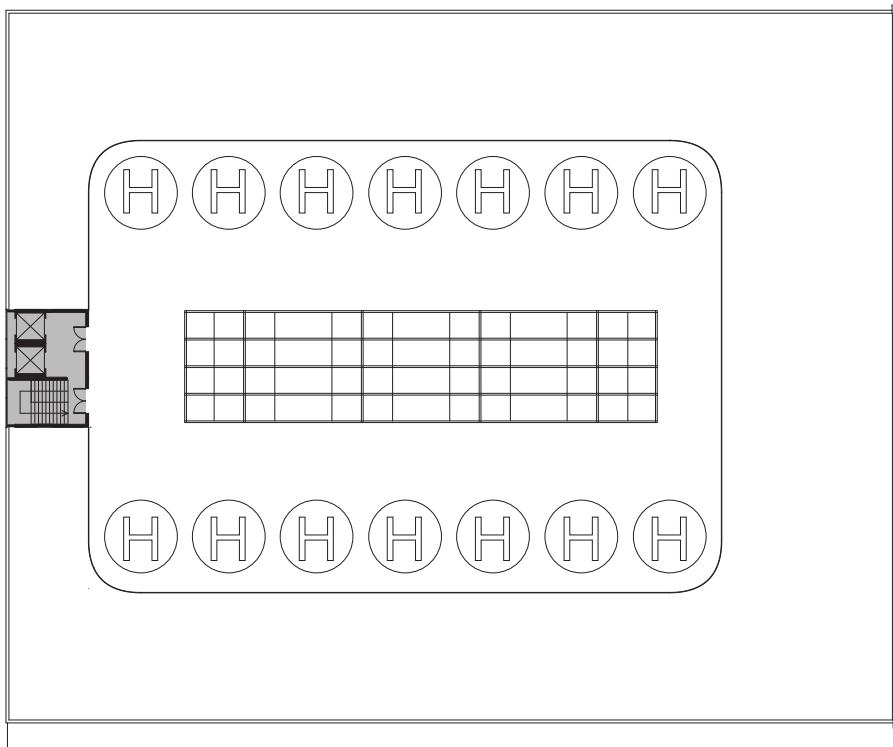


Hostel



To meet the future requirement of Amstel in general, living functions are added to this building. Considering its publicity and location, the living functions are decided as hostels. People could visit this building and have a good rest at the top two floors. The floors are extruded from the main building body, which could achieve the best views. There is a central atrium and they are used as a small catering and cafe places for the occupants.

ROOF FLOOR: DELIVERY, RAIN COLLECTION

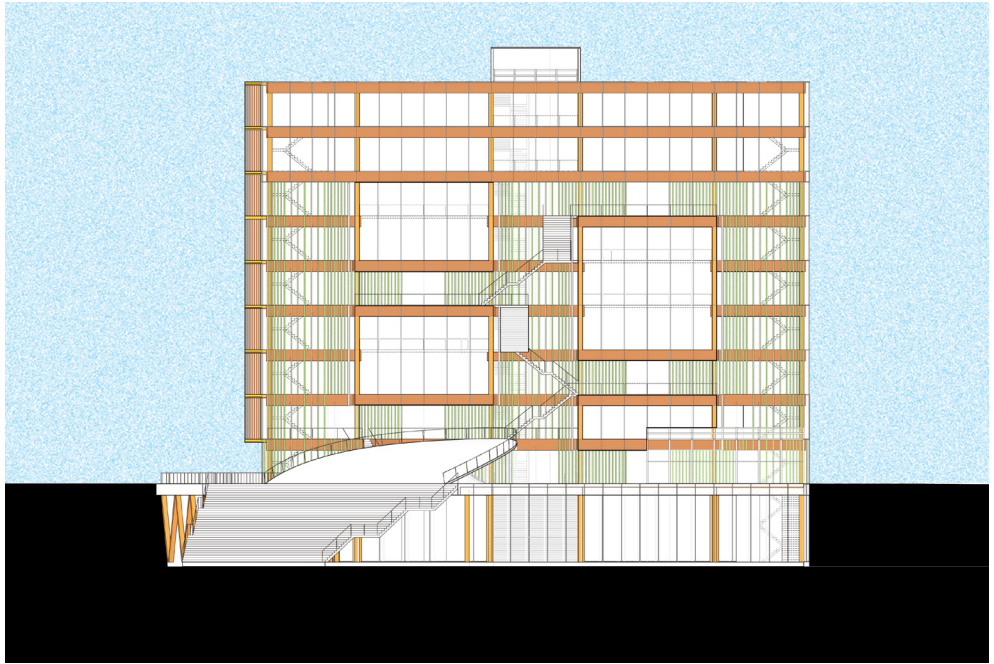


The roof are used mainly as a drone landing place. 14 helipads are set on this level. The future powerful drones will replace the traditional lorris as the mainly delivery tools. Out side the landing space is a extensive green roof space, whcih could used for keep warm and collecting rain.

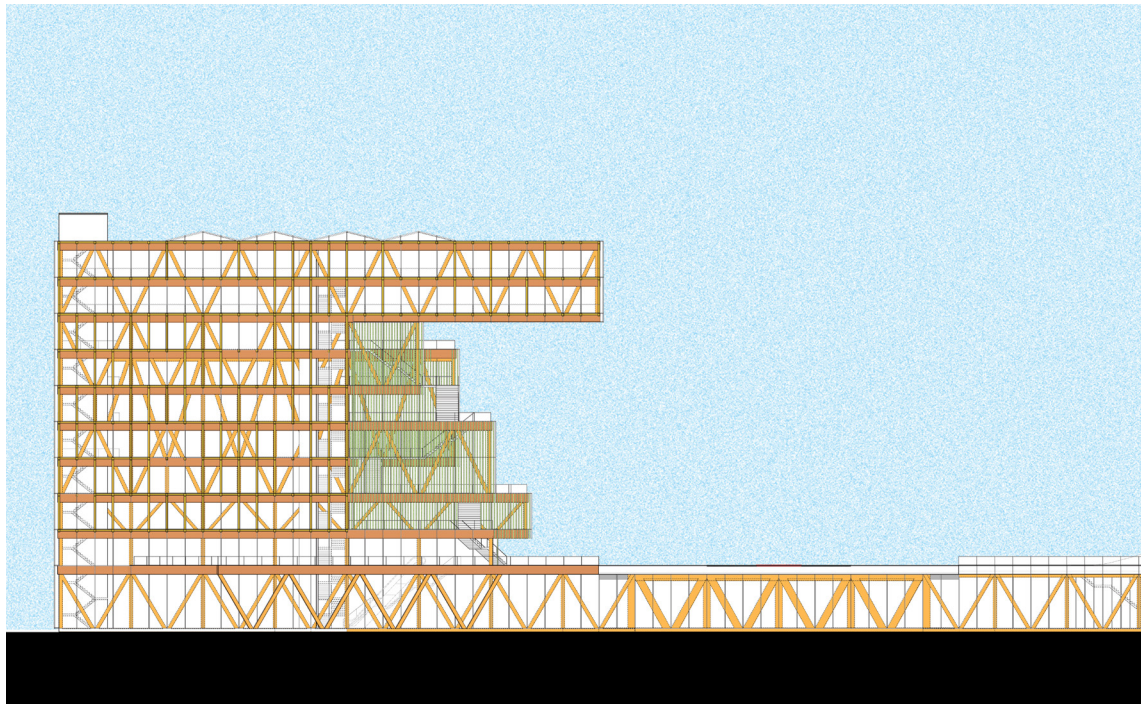


Roof

ELEVATION



East Elevation



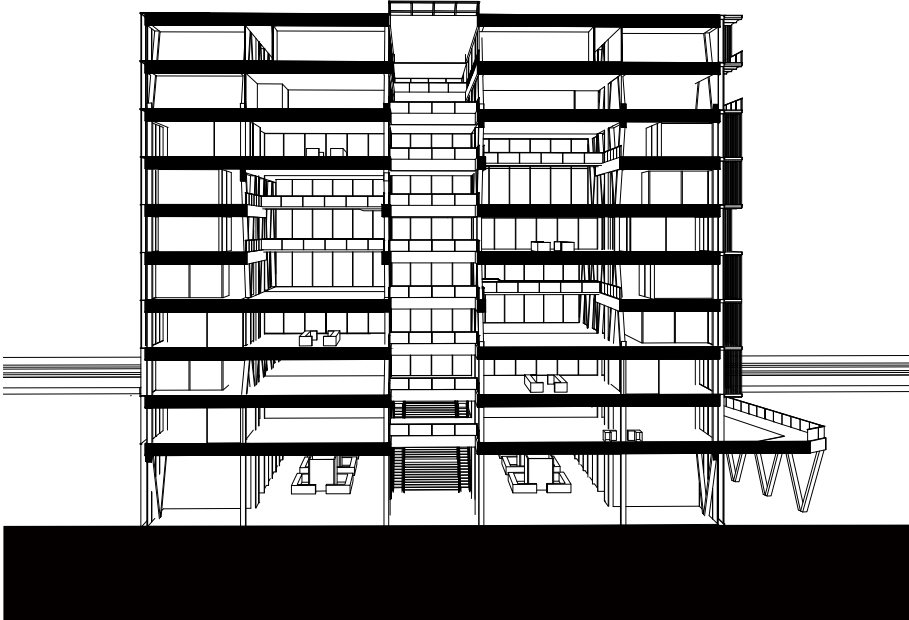


West Elevation

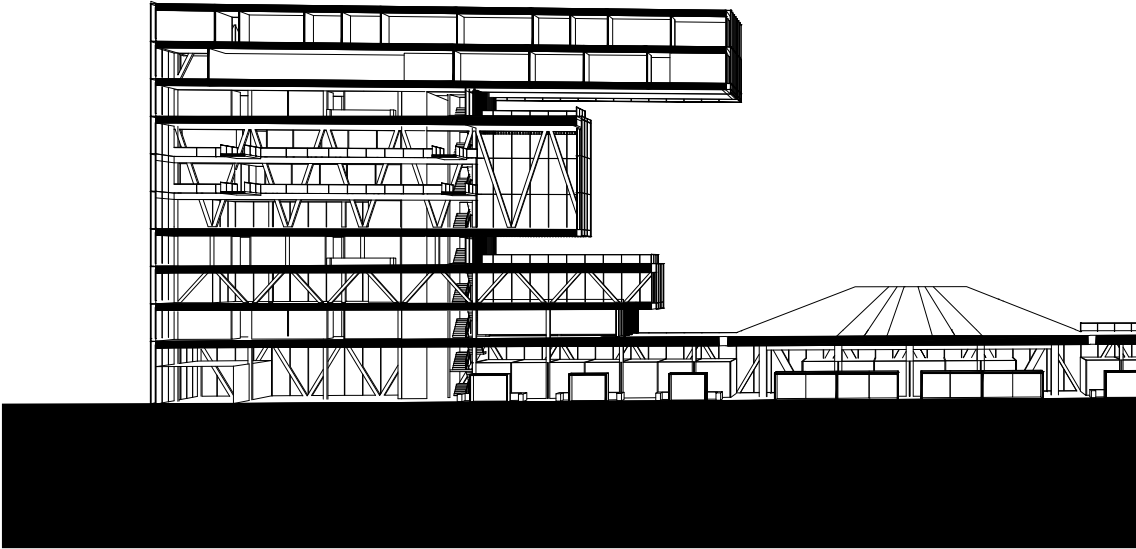


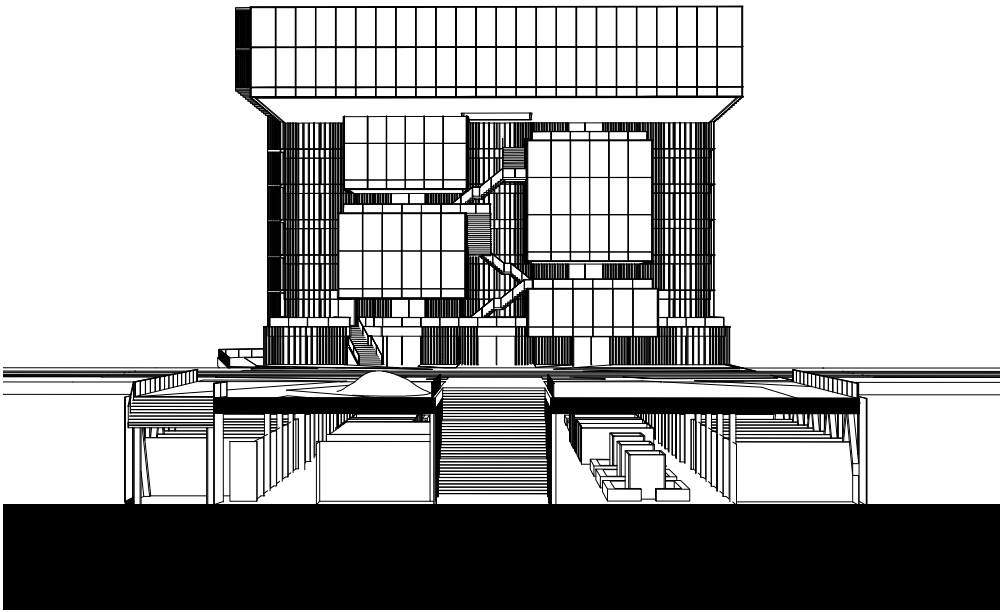
South Elevation

SECTION

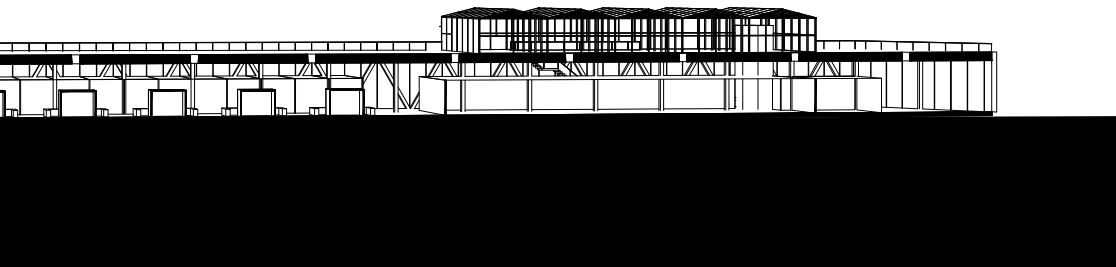


West Section



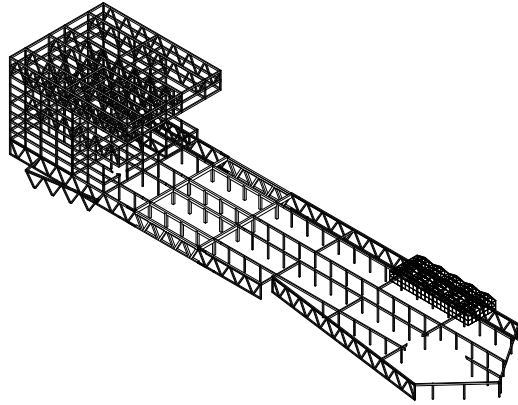


East Section

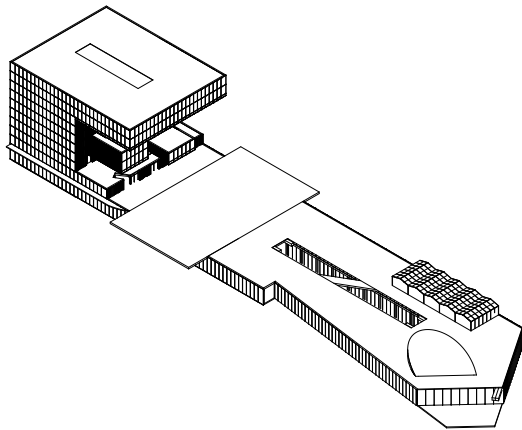
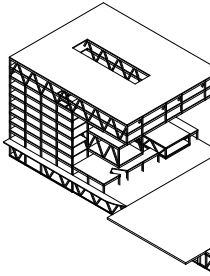


South Section

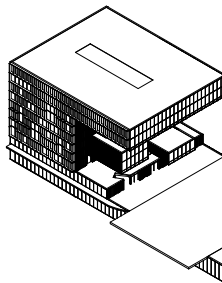
BUILDING LAYERS



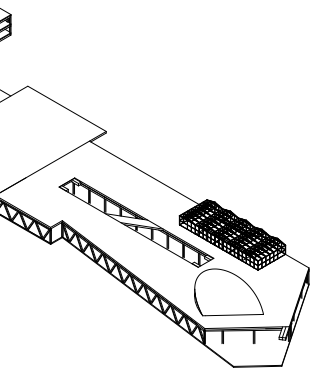
Main Structure



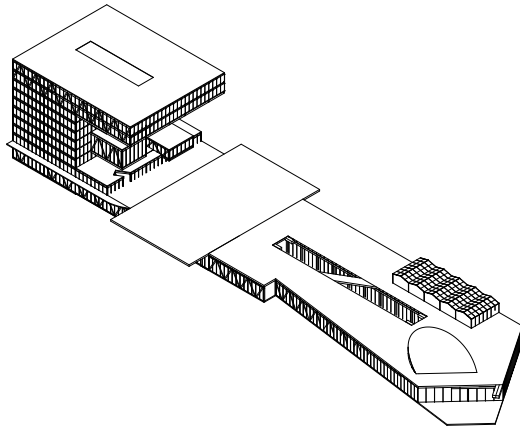
**Outer Facade: Curtain Wall or Timber
Solar Shding**



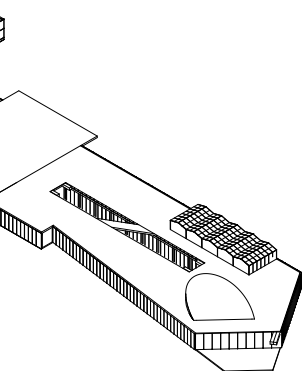
Showi



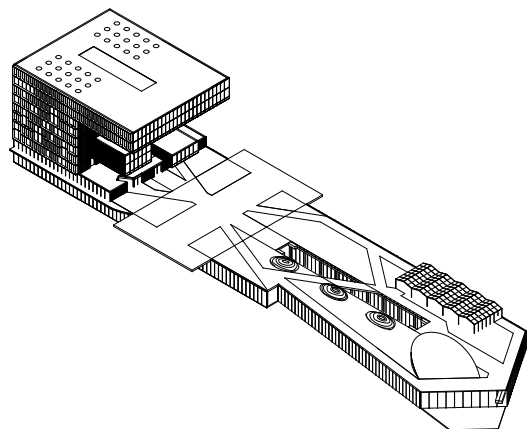
Floor



Inner Facade: Curtain Wall

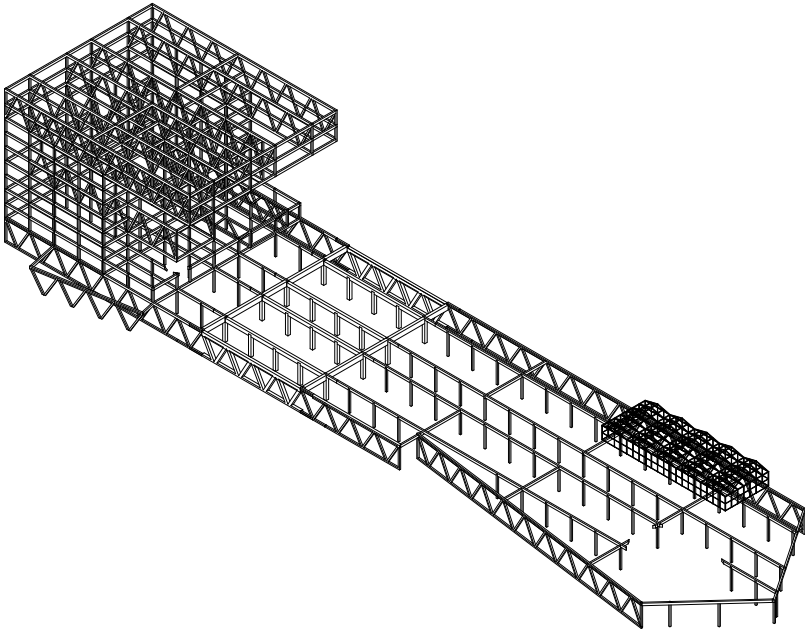


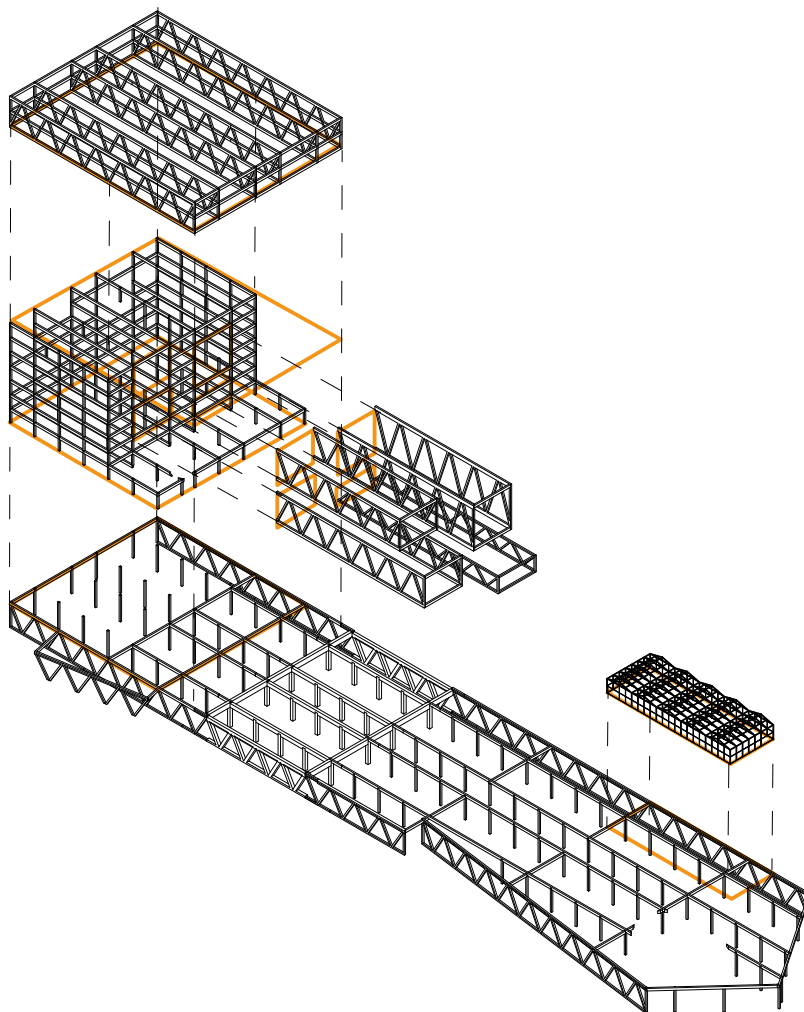
Hanging Shelf and Balcony



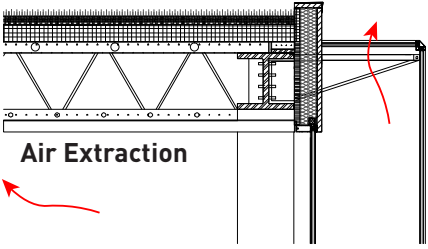
Grass Covering and Landscape

MAIN STRUCTURE

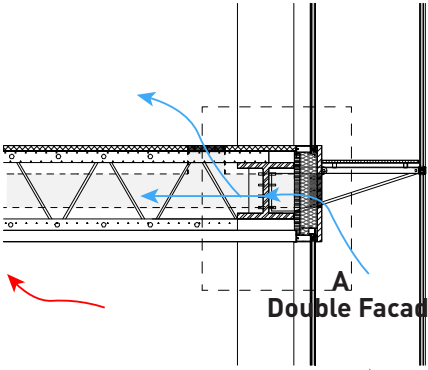




EAST FACADE DETAIL

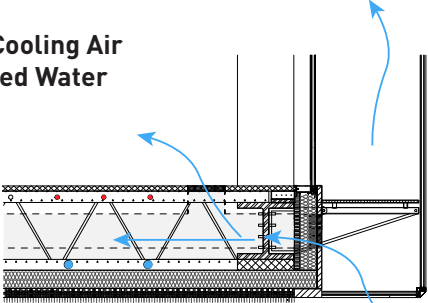


Air Extraction

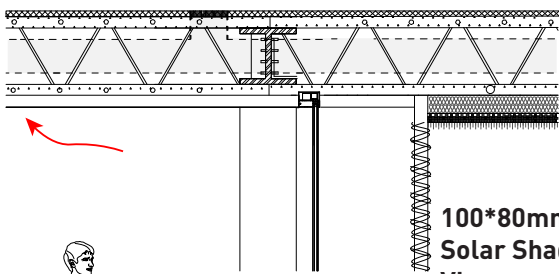


A
Double Facade

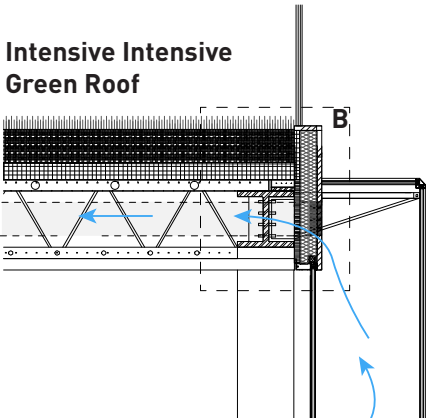
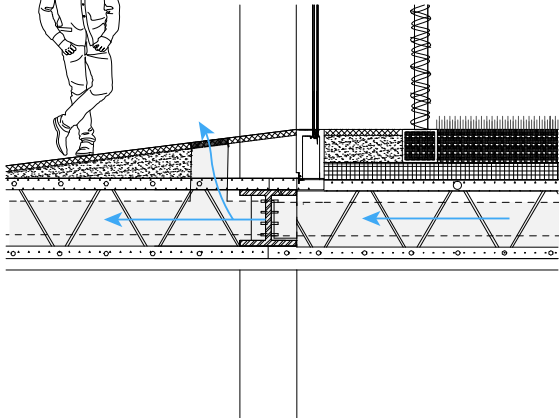
Heating or Cooling Air
by Intergarted Water
Pipes



Fresh Air Input

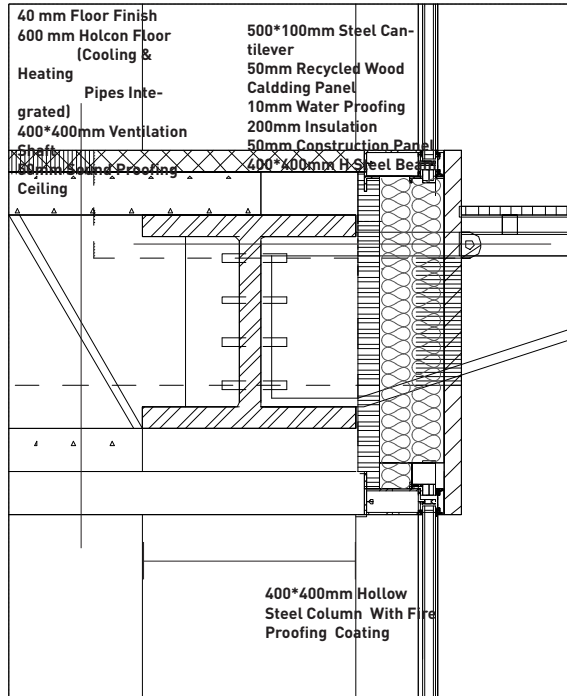


100*80mm Timber
Solar Shading with
Vines

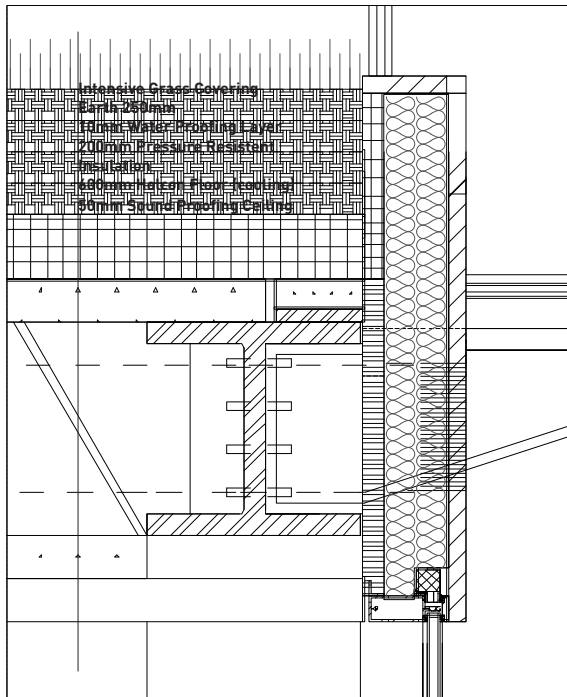


Intensive Intensive
Green Roof

B

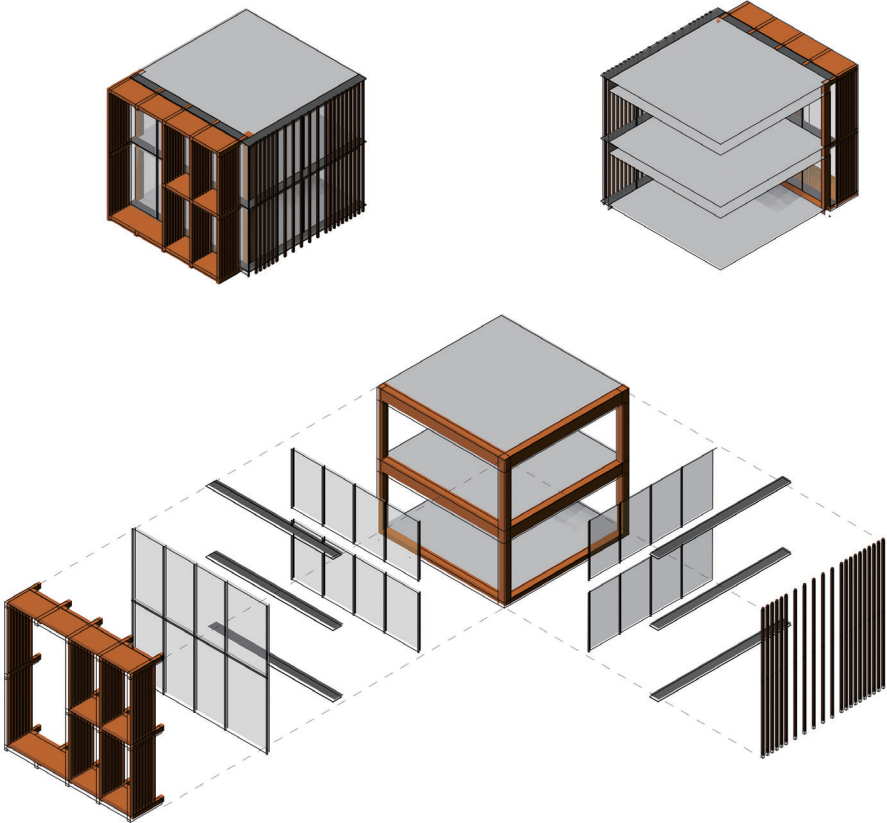


Detail A

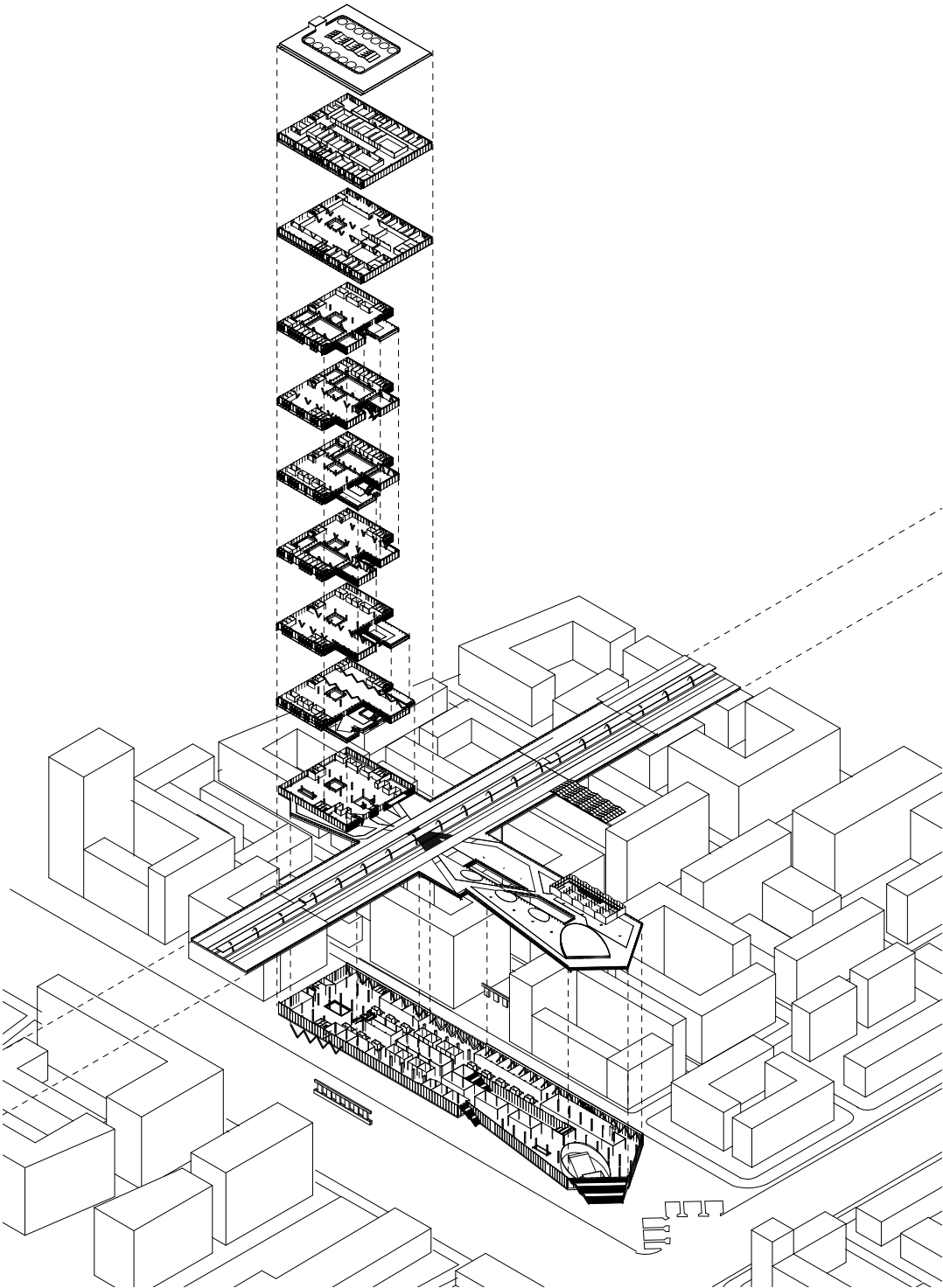


Detail B

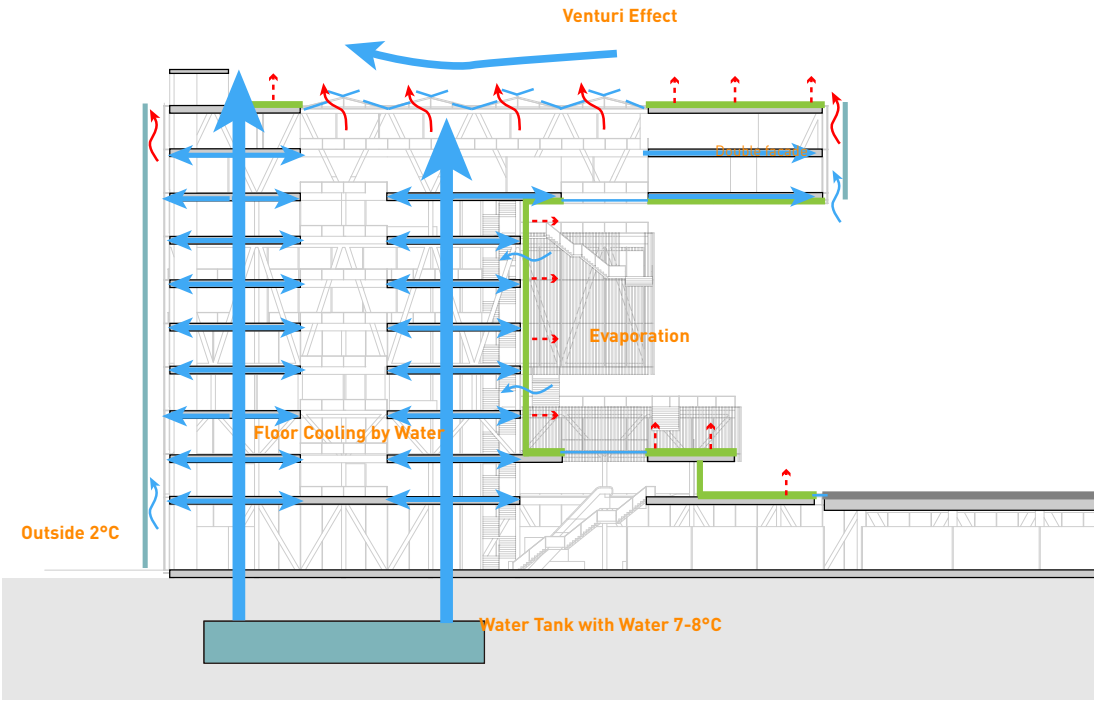
FACADE FRAGMENT



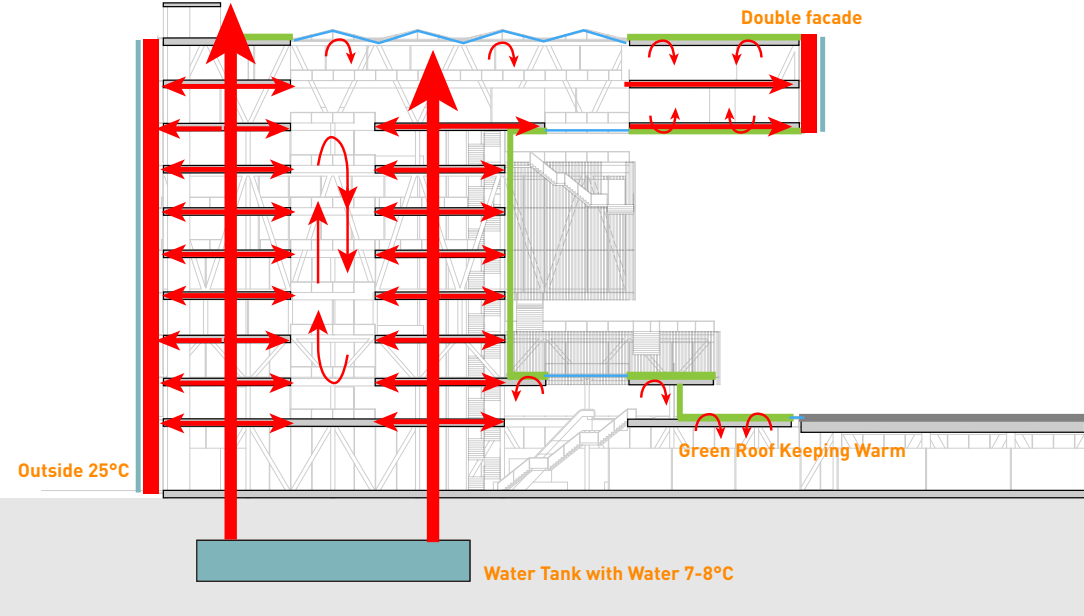
AXONOMETRIC LAYERS



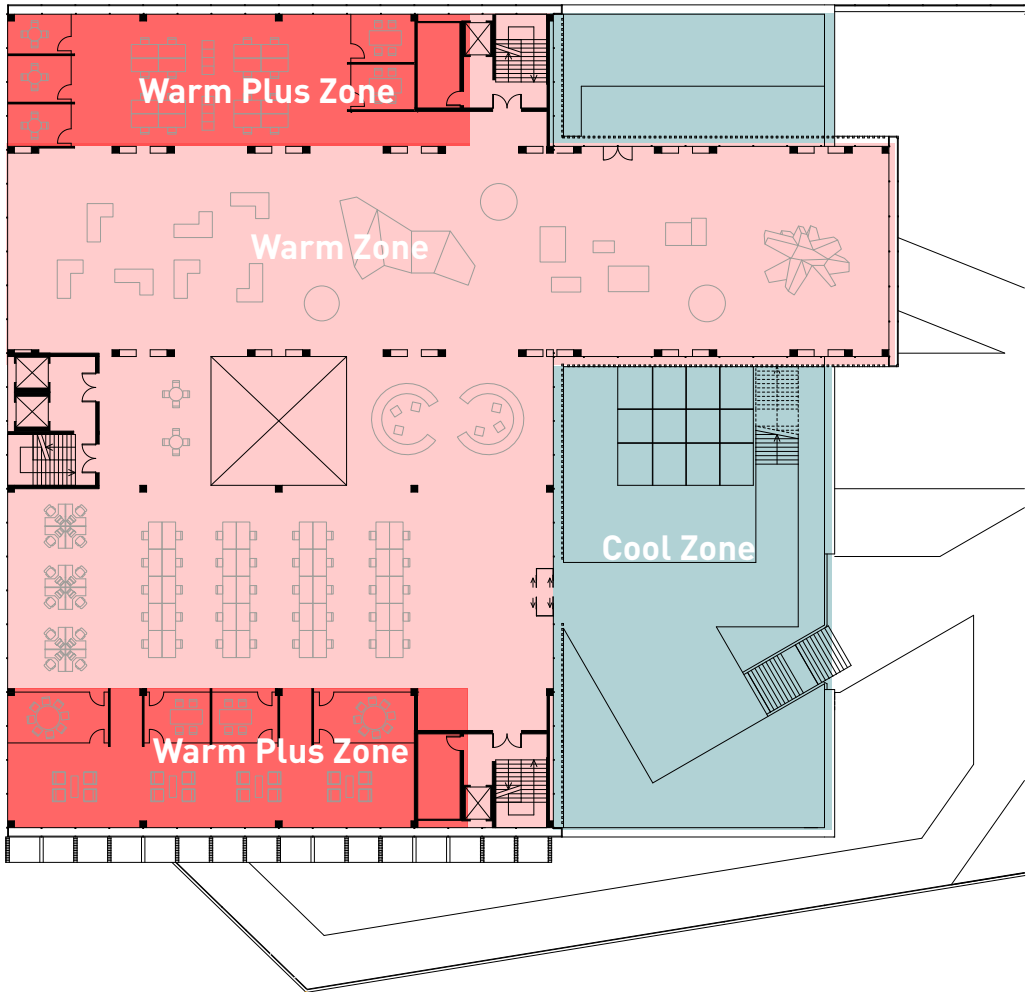
SUMMER STRATEGY



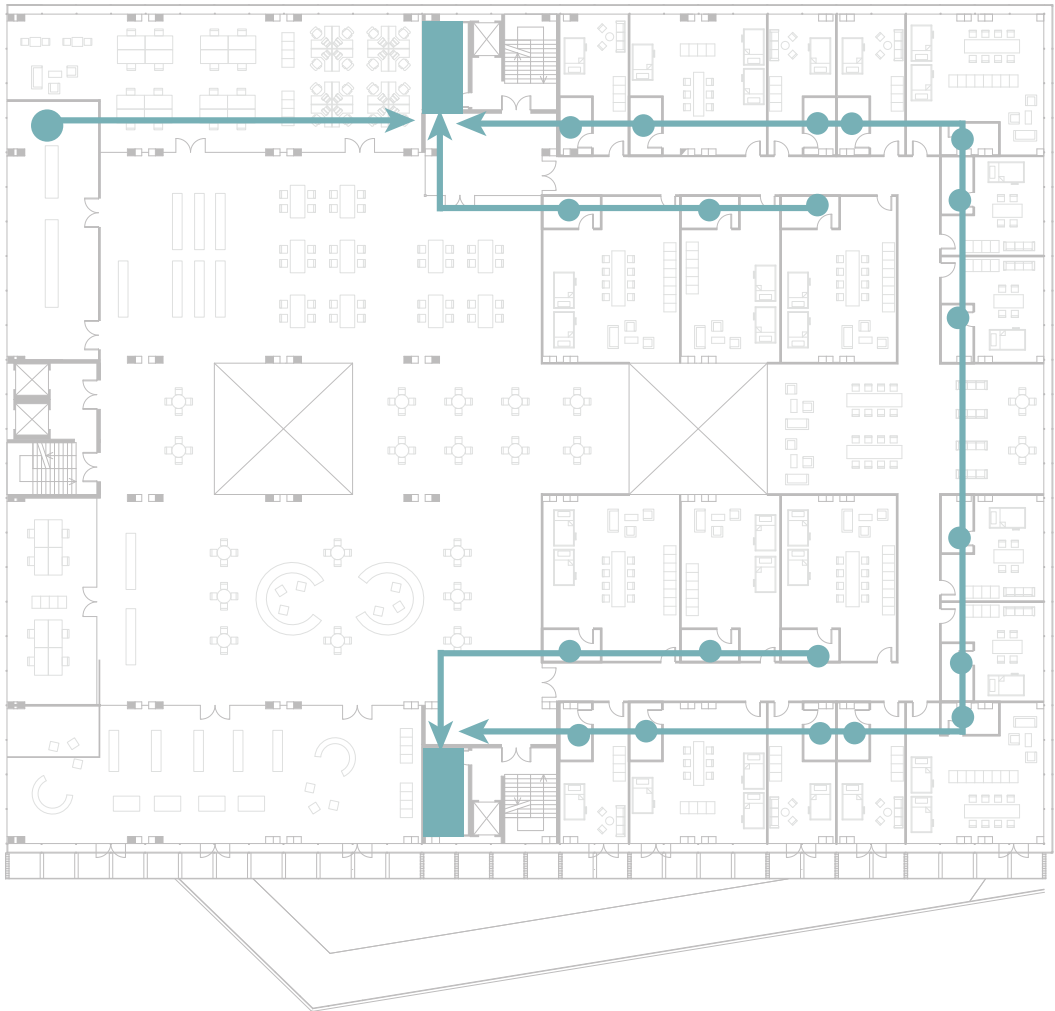
WINTER STRATEGY



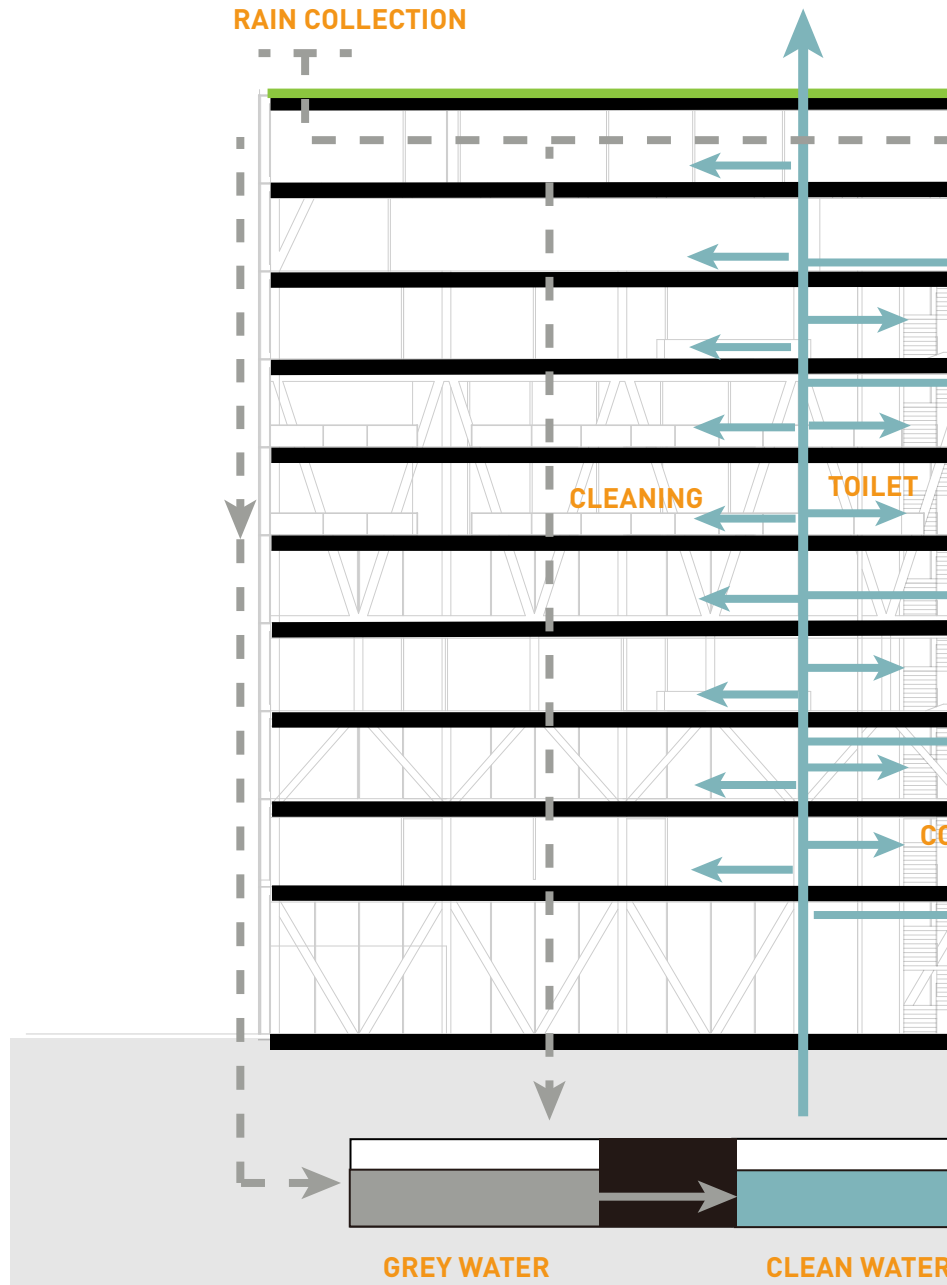
TEMPERSTURE ZONE

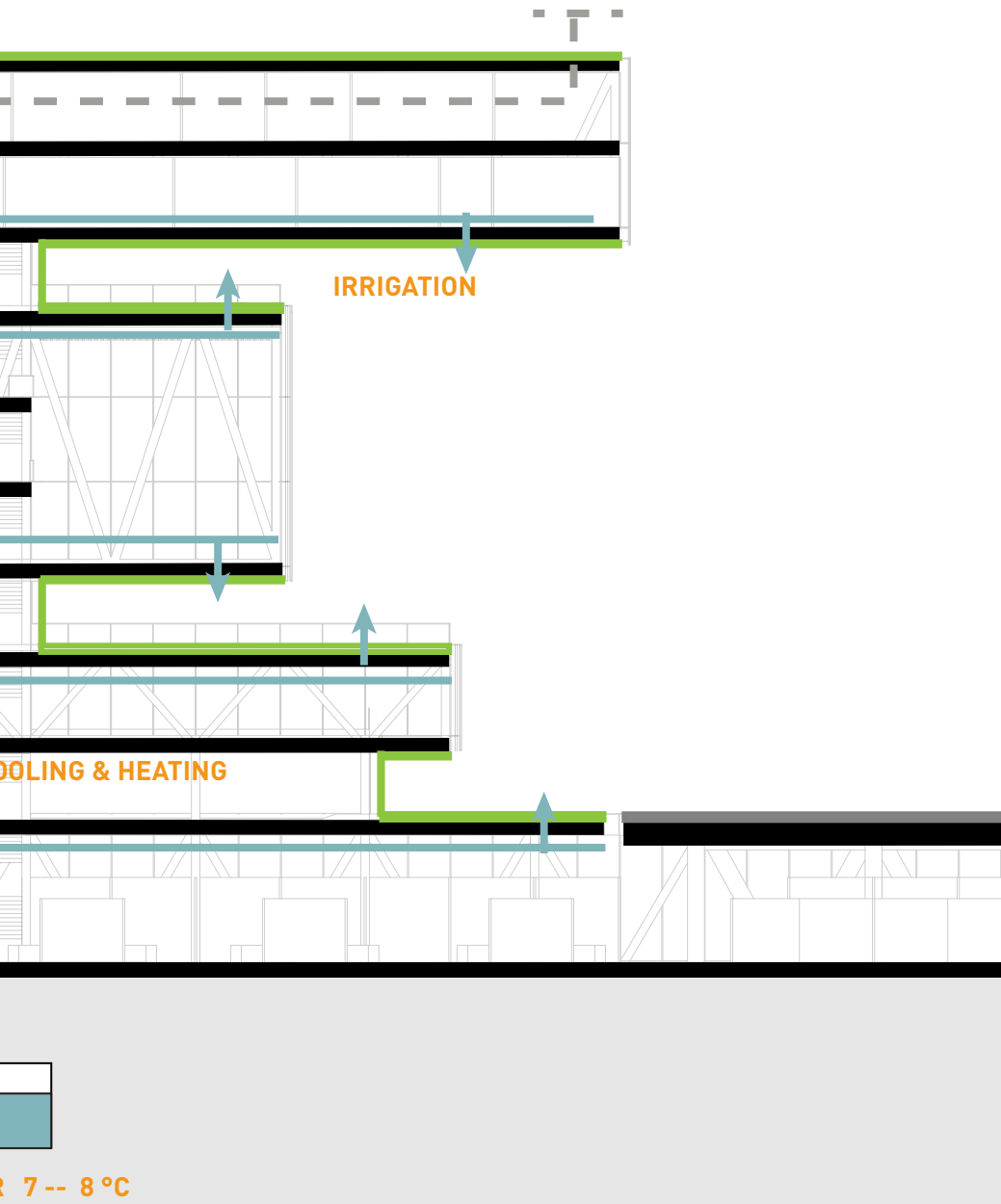


SEWAGE

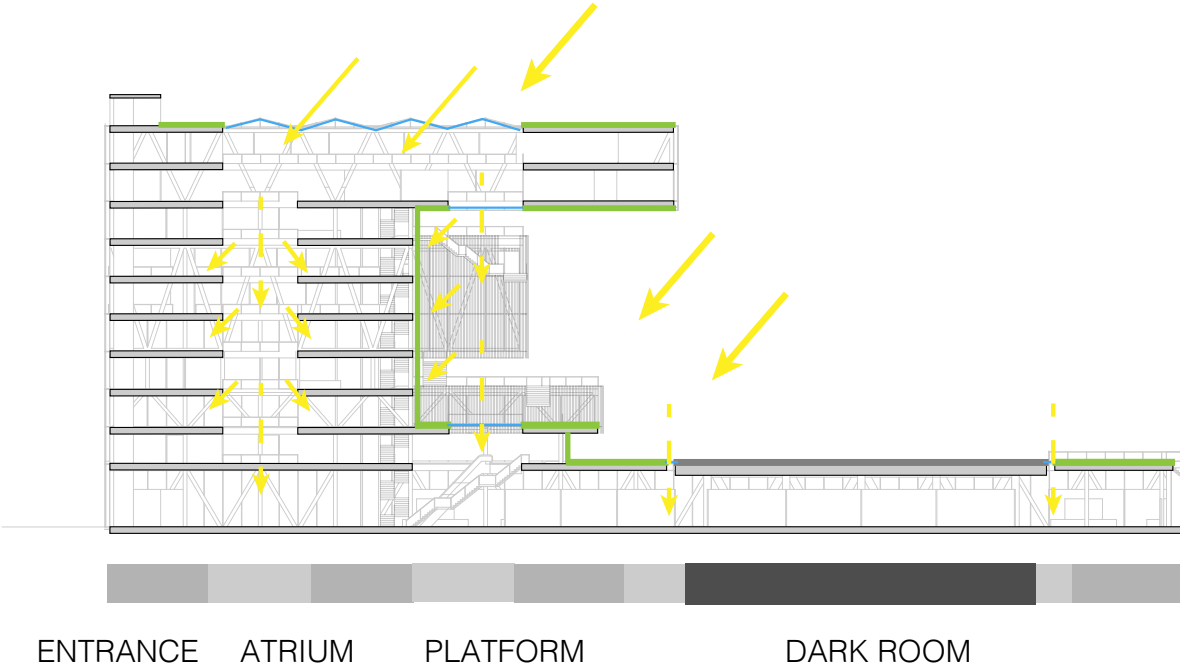


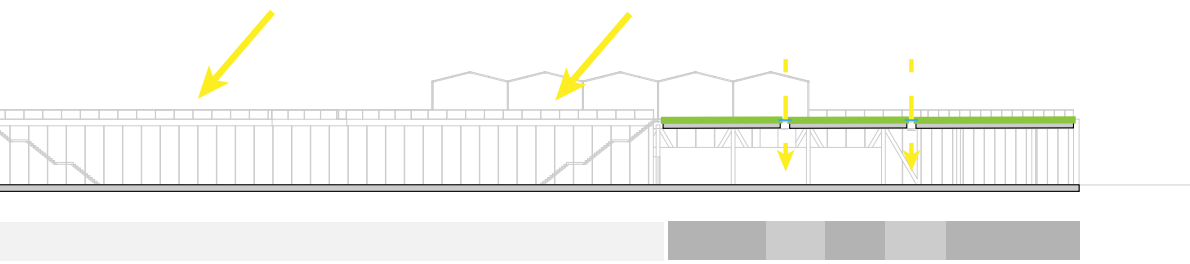
WATER SYSTEM





DAYLIGHT AND SHADOW



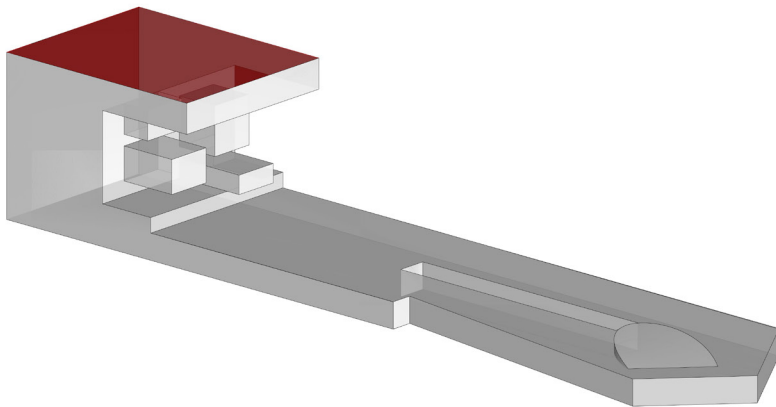


PARK

LECTURE HALL

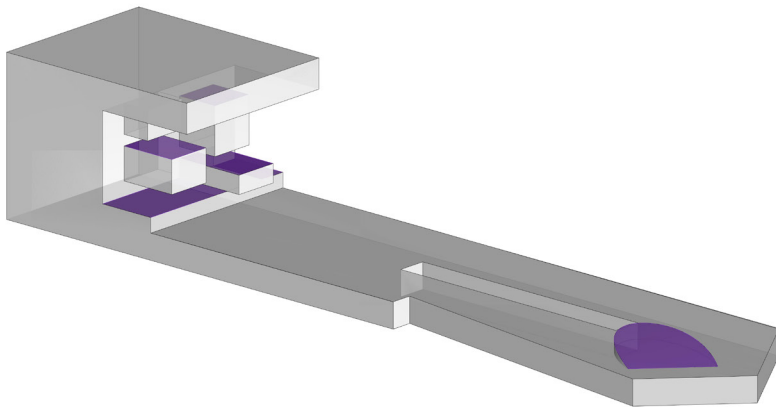
ENTRANCE

EXTENSIVE GREEN ROOF



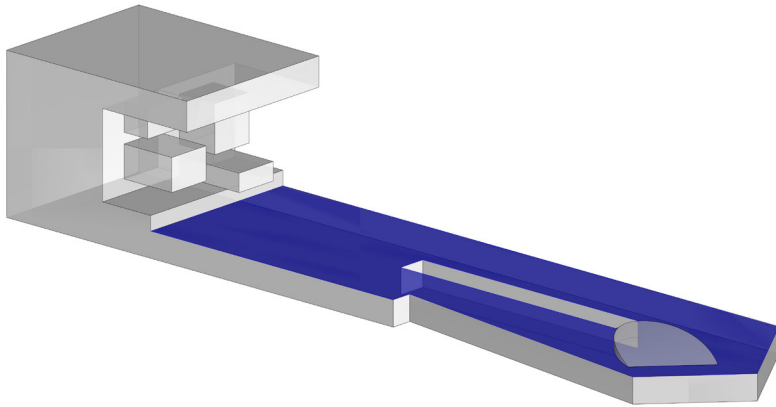
- THICKNESS: 100MM
- WALKABILITY: NO
- MAINTENANCE: LOW
- PLANT TYPE: SEDUM, HERB
- Dead Load: 0.7 kN/m^2

SEMI-INTENSIVE GREEN ROOF



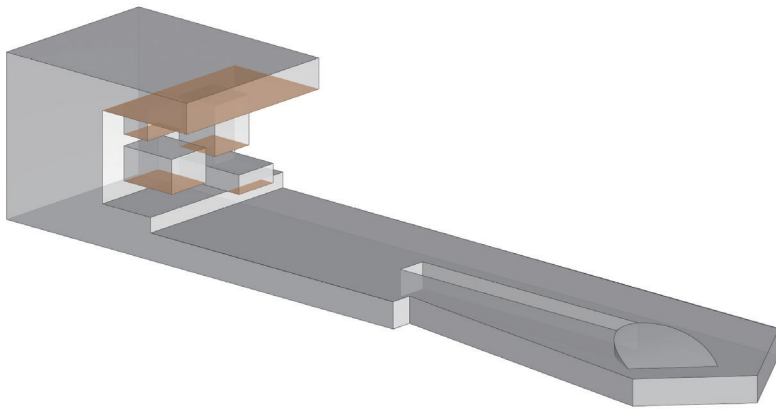
- THICKNESS: 150MM
- WALKABILITY: YES
- MAINTENANCE: MEDIUM
- PLANT TYPE: GRASS, SHRUB
- DEAD LOAD: 5 kN/m²

INTENSIVE GREEN ROOF



- THICKNESS: 250MM
- WALKABILITY: YES
- MAINTENANCE: HIGH
- PLANT TYPE:
GRASS, SHRUB, TREE
- Dead Load: 10 kN/m²

GREEN CEILING



- THICKNESS: 100MM
- WALKABILITY: NO
- MAINTENANCE: LOW
- PLANT TYPE: SEDUM, HERB
- Dead Load: 0.7 kN/m^2

PHYSICAL MODEL

