

New program for the Zuidas

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Contents

<i>Introduction</i>	<i>p. 5</i>
<i>Municipality</i>	<i>p. 7</i>
<i>Hello Zuidas</i>	<i>p. 11</i>
<i>Residents</i>	<i>p. 23</i>
<i>Conclusions</i>	<i>p. 36</i>
<i>Literature</i>	<i>p. 39</i>
<i>Appendix A: Interview questions Frederijk Haantjes</i>	<i>p. 41</i>
<i>Appendix B: Interview questions Olivier Otten</i>	<i>p. 43</i>
<i>Appendix C: Interview questions Fam. De Vet</i>	<i>p. 46</i>



Fig 1. Zuidas viewed from above

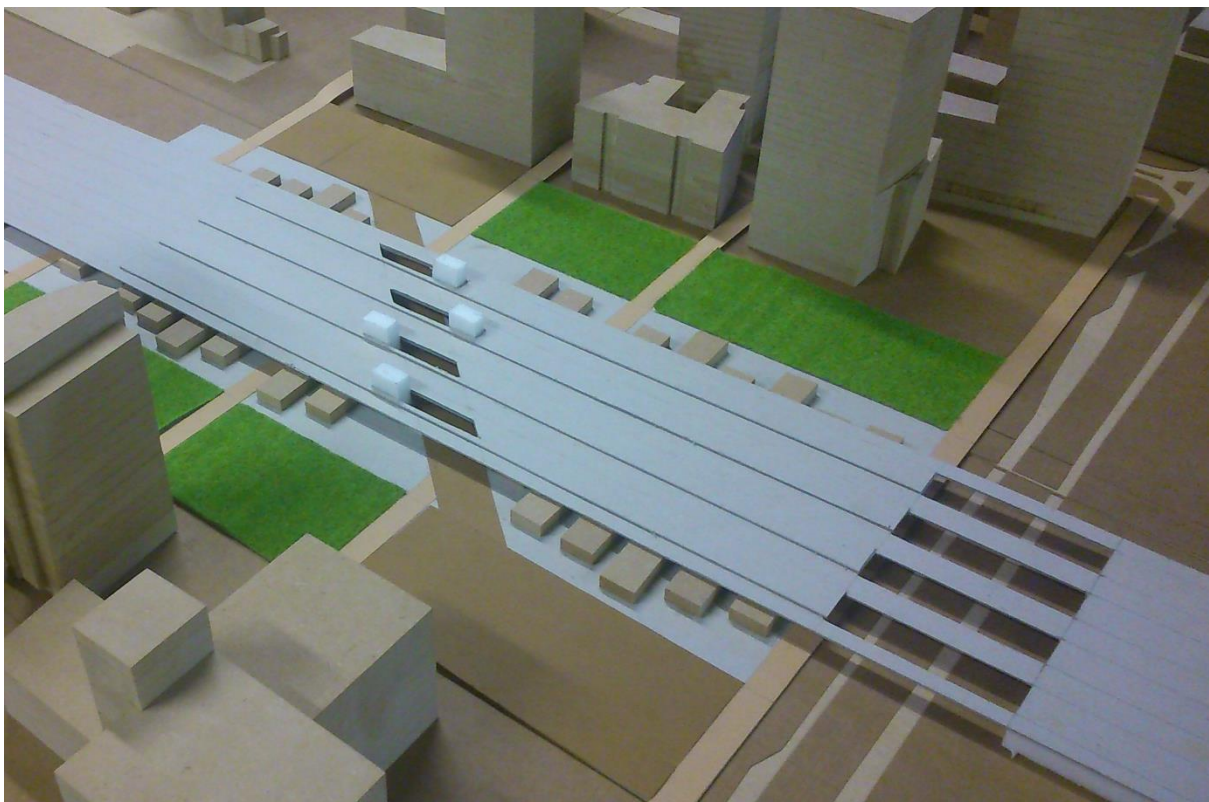


Fig 2. First concept model for the market underneath the railway

New program for the Zuidas

Introduction

The graduation studio *New Directions in the Public Interior* as it is given by the faculty of Architecture at the Technical University in Delft, looks at the Amsterdam Zuid station and its direct urban surroundings; the Zuidas (fig. 1). The goal of the studio is to design a new public interior that can be used by a large and varied public. To found their design decisions, students are also asked to do research. The research part is split up in to two courses: studio specific research 1 & 2.

The first research course consists of an architectural analysis of several large existing public interiors, like the Galleria in Milan, and an analysis of the urban context around the Amsterdam Zuid station. From this research, several architectural archetypes were created and used as starting points for the design studio. The archetype that will be the starting point for my design studio is the so-called *Complex Market*, which consists of a large area underneath the tracks between the old station and the Parnassusweg (fig. 2).

The archetype also forms the starting point for the second research course; the market (hall) as an interior in its broadest sense is a space which can be used for various activities and functions. Combined with a train station; which are also accumulating more functions nowadays, the project offers a platform for a multitude of uses by a large number of people. The question that remains is: *which functions or activities are best placed at or can use the market space underneath the railway tracks?*

In order to get an idea which functions are not only needed at the Zuidas but can also add to the quality of the public interior, I have interviewed three people who are related to the Zuidas in various ways but all three have a good overview of what's currently happening at the Zuidas. The first interview is with Frederijk Haentjes, who is the PR officer at the Dienst Zuidas¹. The second interview is with the director of the Hello Zuidas foundation and the third is with Huib and Gea de Vet who currently live at the Zuidas in the Symphony Tower. I also did a fourth interview with Emile Govaert who recently moved to the New Amsterdam tower at the Zuidas and who also works at the WTC.

The combination of these three interviews should give a good insight into the dynamic of the area. By approaching the issue from the point of view of both the municipality, the Hello Zuidas foundation, which is comprised of over 140 companies, and residents of the Zuidas the research question can be answered based on a broad perspective. All four interviews will be featured in this report².

Based on these interviews, recommendations will be made about which functions are best placed at the market/station. These recommendations will be discussed in the conclusion where the research question will also be answered.

¹ Zuidas Development Office

² In the current version of this report the full interview with Emile will not be featured because it was taken the day before the deadline. Only the main insights are mentioned.



Fig 3. Dienst Zuidas office inside the WTC Building at the Zuidas

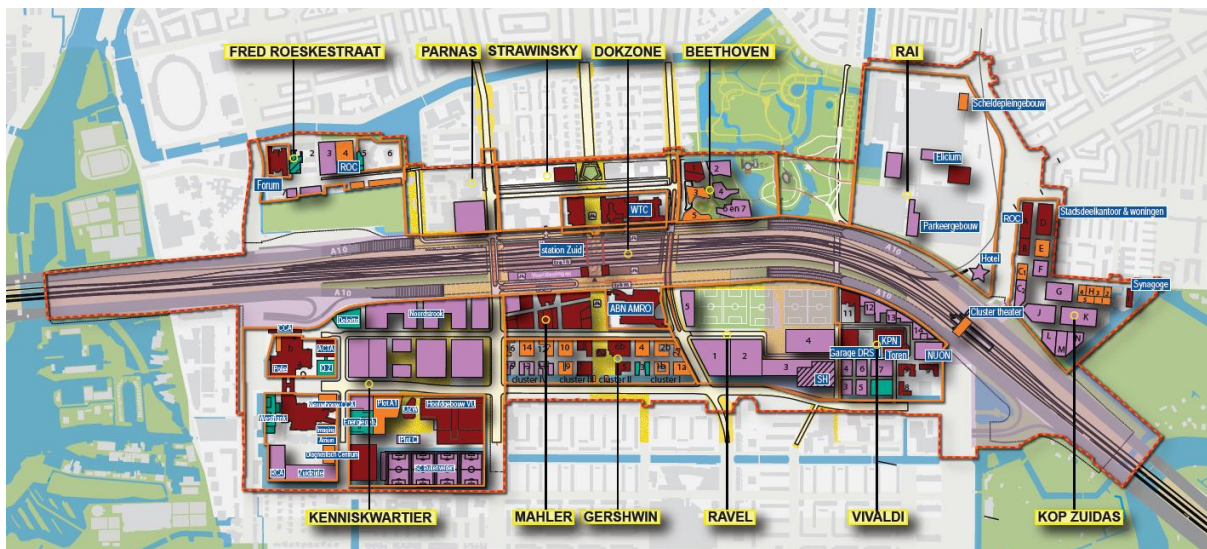


Fig 4. Project area of the Zuidas, spanning from the VU Hospital to the RAI Congresscenter



Fig 5. Concept image of the proposed Zuidasdok

Municipality

Introduction

Frederijk Haentjes is the PR officer for the Dienst Zuidas. The main task of this office is to manage the development of the Zuidas area, in cooperation with the City of Amsterdam and the Amsterdam Zuid district council³.



The interview took place on the 7th of May 2014 at the office of the Dienst Zuidas, which is located at the main lobby in the World Trade Center building (fig. 3).

Interview

After a brief introduction on the research and its purpose, the interview starts with some general questions about the Zuidas area. In a paper from 2007⁴ I read that the municipality aims for a functional division of 42% office space, 42% housing and 15% amenities. It turns out that this not correct. Frederijk explains to me that a masterplan was made for the area in 1998 in which the city stated their intentions of turning the Zuidas into a second city center for Amsterdam. After 1998, the municipality has made a new vision document every two years, in which some aspects tend to change somewhat. However their overall aim (at the moment) is to make an equal division of 1/3 offices, 1/3 housing and 1/3 amenities.

Although the image that most people have of the Zuidas is one of being a business district with mainly office buildings, the municipality views the Zuidas as a much larger area spanning all the way from knooppunt (intersection) Amstel to knooppunt Nieuwe Meer (fig. 4). This means that functions such as the RAI Congress center, the University and hospital are also included in the 1/3 amenities, besides smaller amenities such as retail and catering functions.

Another big ambition the city has with the area is to create the Zuidasdok (fig. 5). Which means that the A10 ringroad, train and metro lines will be placed in a tunnel, in order to reconnect the inner A10 part of Amsterdam to the outer part. It also creates more space on top of the tunnel to build. This whole operation takes place in two phases. The first phase, which is currently in progress, starts with only placing the A10 in a tunnel. This situation will remain until 2030-2040 when phase II starts and the train and metro lines will also be placed underground. This also includes placing the Amsterdam Zuid station underground and preparing it to become the international train station of Amsterdam.

With the intention of becoming a/the second center of Amsterdam, I was curious whether the Zuidas already functions as a center at the moment and to what extent. The Zuidas lies in between the neighborhoods Buitenverldert and Oud-Zuid where it already has a very central position. However the area at the moment mainly functions as a place for people to work and study. The first sign of it becoming a center for these neighborhoods can be found at the station. According to Frederijk the residents of these neighborhoods are already starting to use Amsterdam Zuid as their primary station instead of Amsterdam Centraal of Amsterdam Amstel.

Looking at Amsterdam on a whole, there are several different types of city centers to be found⁵. The Kalverstraat for instance can be considered to be the shopping center of the city, in the same way

³ www.amsterdam.nl/zuidas/

⁴ Jantzen and Vetner 2008: 150

⁵ This is according to my own interpretation of the city of Amsterdam



Fig 6. Rooftop cinema on top of the VU University



Fig 7. Poster Zuidasrun 2014



Fig 8. Impression of the new design for the Mahlerplein



Fig 9. Canary Wharf, London



Fig 10. La Defense, Paris

that the Leidseplein is the place to go out at night and the Museumplein is the cultural heart of the city. I asked whether the city also has a specific center function in mind for the Zuidas, apart from it being the financial center. The explicit ambition of the municipality however is not to compete with these areas in Amsterdam, but to create a new high quality part of the city with a mixed program.

Besides all the permanent functions, several venues at the Zuidas are also used for events such as the Zuidas run and the annual Rooftop cinema (fig. 6 en 7). Frederijk explained that these events are partly initiated by the municipality through the foundation Hello Zuidas. Which the municipality, along with 140 other companies, are a part of and help to support both financially and in terms of manpower.

Two of the venues used for these events are the Mahler- and Zuidplein on either side of the train station. I was interesting in how these squares function when they are used for events. At the moment these squares differ a lot from each other; with the Zuidplein being a very green urban square with a lot of sitting edges. According to Frederijk this square is used a lot by people who go out during the lunch. The Mahlerplein is a much larger open space with fewer trees and benches. The municipality is planning of changing the Mahlerplein by creating a underground bicycle storage, like there is at the Zuidplein, and also adding more green and changing the overall feel of the square (fig. 8). Having looked at the concept impressions it will essential mean that Mahlerplein will become more like the Zuidplein.

This means that some of the good features of this square, such as the large empty space and the fact that it acts as natural podium because of the difference in height between the entrance of the station and the Gustav Mahlerlaan will also disappear. Qualities that, according to Frederijk come in handy when there are events such as a musical concert. These larger events will then probably have to move to the area in or around the RAI Congress center where there is plenty of space.

Another important ambition of the municipality for the Zuidas is to compete with other (financial) city centers in Europe. In order to achieve this they rely heavily on their international connections, both via train and the airport Schiphol. Another important aspect that the Dienst Zuidas has learned by looking at other places in Europe such as Canary Wharf (fig. 9) and La Defense (fig. 10) is to create a mixed center. With not only office buildings but also a lot of dwellings. In terms of people who will live in these dwellings, the city also hopes to attract a wide variety by offering small and large apartments which can either be bought or rented.

The connection with the international airport Schiphol was also discussed during the interview and whether it had potential to be improved. At the moment the relationship is most economical; companies that are situated at the Zuidas usually have either a connection to companies abroad or are headquarters for an international brand. The Zuidas is therefore an interesting location for them because it's just 6 minutes away by train. The municipality, at the moment at least, doesn't have any plans to improve or change this connection.

To conclude, the goal of the municipality is to keep the important functions such as the university, (international) schools, children day care and RAI. In addition they hope to add more cultural functions, next to the existing Expo, such as museums of theaters.

At the end of the interview I explained that this was the first interview and also served as an exploration of where to go next. My last question was whether Frederijk perhaps knew another who might be interesting to interview next to get another perspective on certain issues. The recommendation was to approach Olivier Otten, who is the director of the Hello Zuidas Foundation and who probably be able to tell me more about the liveliness of the Zuidas. I approached Mr. Otten and made an appointment for my second interview.



Fig 11. Front of the WTC Building



Fig 12. VUmc Hospital at the Zuidas



Fig 13. RAI Congresscenter



Fig 14. Headquarters ABN AMRO

Hello Zuidas

Introduction

Olivier Otten has been the director of Hello Zuidas since 2011. Before this he was responsible for the WTC Amsterdam Business Club, helped to start up VUConnected and was program director for Amsterdam Bright City. He has also worked at Saatchi & Saatchi, FHV BBDO and studied bedrijfskunde (business administration) in Oxford, Barcelona and Groningen⁶.



The Hello Zuidas Foundation has at the moment 141 members, including big companies such as ABN AMRO, Akzo Novel and Schiphol Real Estate but also small business such Caffé Belmondo, Bagels & Beans and ZuidasTravel.nl⁷. Their goal is to promote the Zuidas as "a district that has international appeal, and high quality working and living conditions"⁸.

The interview took place on the 15th of May 2014 at the terrace of the Fitch&Shui located in front of the WTC Building (fig. 11).

Interview

After a brief introduction on the research and its purpose, the interview starts with some general questions about the Zuidas area based on the answers given by Frederijk Haentjes; starting with the given fact that the municipality wants to create "a" or "the" second center of Amsterdam by creating an equal division of 1/3 office, 1/3 housing and 1/3 amenities. My first question was which functions would probably be crucial in order to make a new center out of the Zuidas. Olivier starts by saying that the historic city center will probably always be considered as *the* center of Amsterdam. The Zuidas however does have the ambition to offer an alternative center to add to the city, with its own heritage, qualities and residents.

He then further explains that in the eyes of the average citizen of Amsterdam, the Zuidas is probably considered to be mainly a business center. Instead of being considered a second city center, it will probably become a business center that has something more to offer than just the business part. Regarding the equal division, you could also make a division between commercial real estate, housing both rented and bought and amenities. Where it is an important difference to be made between *voorzieningen* (amenities) and *faciliteiten* (facilities). If we look at the history of the Zuidas we see that the VU Medical Center (fig. 12) and the RAI (fig. 13) are a few of the oldest occupants of the area, along with the VU University, courthouse, Rietveld Academie⁹ and several other educational institutions. These functions can be considered to be amenities, whereas functions such as a theater of cinema are more facilities. In terms of retail and catering, the question can be asked whether these are also part of the amenities or facilities 1/3, or that they are commercial real estate, because they are regarded as such by real estate agents.

So the Zuidas started out as being an area with a lot of amenities. Later in 1997 the first offices where build such as the first part of the WTC Building (1985), the Atrium building (1997), which housed the predecessor of the ING Bank, and the headquarters of the ABN AMRO (1999) (fig. 14). At the moment the third component housing is being added.

⁶ www.hellozuidas.com

⁷ Hello Zuidas 13 p. 51

⁸ ibid

⁹ Rietveld School of Art & Design is a renowned Dutch academy for fine arts and design.



Fig 15. Shopping mall Gelderlandplein in the neighborhood Buitenveldert



Fig 16. Amsterdam Expo with an exhibition on the Titanic artifacts

In order to make the Zuidas act more as a center the most important thing is to create a so called mixed area and to do so in a sustainable way. Not only in terms of carbon footprint or energy consumption, but also to ensure that the city can function for the decennia to come. In order to do so, the Zuidas is looking at areas that have a certain attraction for people of all ages. That the area has something to offer everyone whether you are a student or a pensioner. The thing that makes the Zuidas "buzz", according to Olivier is mainly the business aspect of it. He explains that this aspect is already mixed very well with other functions in comparison to other business districts in the Netherlands and Europe. "There is a certain dynamic at the streets of the Zuidas that you don't find anywhere else".

Facilities

My next line of questioning concerned the facilities at the Zuidas and which ones were needed at the moment. According to Olivier the facilities in the area can be divided into several domains; the culture domain, the sport domain, the art domain and the retail and catering domain. To start with the latter, the area has already seen an increase in this domain over the last decade. Going from three restaurants to twenty and from two hotels to five with two more planned. He expects that this will probably continue to grow, especially with the introduction of more commercial real estate. When more plinths will become available to people who have an idea and want to offer something new.

The retail supply around the Zuidas is already quite extensive. With the very successful Gelderlandplein mall (fig. 15) in the Buitenveldert area and shops on the Stadionweg and Beethovenlaan. In order not to compete with these existing shopping areas, the Zuidas should offer something different, not only to the people who work at there, but also the current and future residents. This could be in the form of more specialties retail, however these shops need a lot of potential customers in order to be successful.

To test whether or not these specialties shops would work at the Zuidas, five new temporary kiosks were recently opened. There were 83 entries to fill 5 positions, with a lot of food related businesses showing interest to land at the Zuidas. Olivier tells me that the first results have been very good, the kiosks have only been opened for a week now and people are already lining up. But he thinks that what the Zuidas probably needs is more non-food related businesses or more food related in terms of a supermarket.

Another domain is the offer of cultural functions. The Amsterdam Expo (fig. 16) already draws between 500.000 and 600.000 people a year, but besides that there isn't anything else at the moment. There are plans to introduce a cultural function in the form of a museum at the Beethoven plot, but there hasn't been a concrete idea yet. Furthermore there are also two locations pending for a cinema; both at the VU campus as at the center of the Zuidas which will become real. According to Olivier they will probably have to offer something else than the usual Pathé cinemas, where people come and go. The idea is to create such an environment that people are triggered to stay longer than just the duration of the film.

He tells me that a recent development in this domain is that Stage Entertainment, one of the largest musical production companies in the Netherlands, has moved from the Museumplein to the Zuidas and has just opened a small theater for tryouts and for people to use.

Olivier then goes on and tells me about the sport domain, where we see that the Zuidas already has two football clubs. The club AFC which is the second club of Amsterdam after Ajax and according to him is very prestigious, and SC Buitenveldert. Both clubs will stay at the Zuidas, albeit with one field less. Another development in this domain is the city's plan to enforce the so called Sport Axis that runs from the Olympic stadium all the way down to the tennis courts and hockey fields at Amstelveen. This should make Amsterdam a more interesting location for Europe or World



Fig 17. Art at the ArtZuid Route of 2013



Fig 18. Art at the ArtZuid Route of 2011



Fig 20. *Hakken en pakken run* at the Zuidas



Fig 21. Entrance to De Nieuwe Poort



Fig 22. WTC Business club

Championships in various sports. Important aspects of this plan are the amenities, both in terms of high quality sports fields but also hotels, but also the wayfinding and branding of this axis. That people know that the Sport Axis of Amsterdam is where it all happens. This axis crosses the Zuidas at the VU campus where there are also several sport facilities.

The Zuidas is still mainly considered to be a business center, but the mix of these domains should make the area a more attractive place to live. That it will become natural if people in a few years' time say they live at the Zuidas. However he doesn't think that it will become just a conventional city center, "the Zuidas it will always strive to maintain its atmosphere of cosmopolitan and high quality to become the New Center of Amsterdam".

Because most of the functions at the moment are rather small scale, I also asked whether there is a need of scale enlargement. According to Olivier the area will probably never become a shopping area, so there isn't a specific need for scale enlargement by for instance adding Mediamarkt. He does feel there probably is a need for densification by adding more specialties shops. Where it is important to consider the fact that these shops will also have to provide the daily shopping for residents of the Zuidas.

Events

Looking at the agenda in the Hello Zuidas magazine we see that's very full every issue. But are all the events equally popular? Olivier explains that one of the main elements of liveliness are the catering services. These are the places where people meet up to lunch or have drink after work, which creates a form of community building which is generated all by its self without having to program it. What we can do to help is to give financial aid to the programmers, help with the organization or simply spread the word.

He also explains that one of the main attractors of the area is the Amsterdam Expo. Which has several major expositions every year which attracts people from all over. Another main attractor is the RAI which is the venue for a lot of large scale conventions and has about 1 million visitors each year, including a lot of people from the Zuidas as well. These events are again aided by Hello Zuidas through finance or promotion.

Apart from the established venues and events there are also events organized by companies or organizations such as Hello Zuidas. A good example of this is Art Zuid (fig. 17 & 18); which is an outdoor art exposition route that runs from the Hilton Hotel in the top of Oud Zuid all the way down to the Zuidas and is open for a longer period of time. This also attracts people from outside the Zuidas who want to see interesting artwork.

Another example of a big event being held at the Zuidas is the Zuidasrun. Which is the largest business run in the Netherlands and is being held for the sixth time this year. This event is superseded by the *Hakken en pakken run*¹⁰ (fig. 19) which is a promo event for the Zuidasrun. There is also an annual culinary event which is combined with a concert and is a local outdoor event is organized specially for the people who work at the Zuidas.

Besides that there are also more special and custom initiatives that Hello Zuidas promotes, like all the activities that take place at *De Nieuwe Poort*¹¹, which organizes several lectures and debates that draw about 40 to 100 people. Another example is the WTC Business Club that hosts six events each year specially for the companies that reside inside the WTC Buildings.

¹⁰ Suits and heels run is a sprint event where (business) men and women run in their suits and heels

¹¹ De Nieuwe Poort is a social organization with a meeting point located at the Zuidas



Fig 22. Qualifying rounds WK Beachvolleybal at the Mahlerplein



Fig 23. George Gershwiplein behind the Symphony Towers

There are also the events that the individual companies at the Zuidas organize, like the lawyer firms and bank corporations who also host drinks, lectures and (new year's) receptions. All in all it means that almost every day there is something being organized at the Zuidas, sometimes very specialized and sometimes very open and accessible. According to Olivier, all of this aids to the community building of area, making it easier for people to get to know each other and meet up.

He also tells me that the Zuidas is also open for more experimental events. Such as the qualifying rounds of the world championship beach volleyball, where a lot of sand get dumped on the Mahlerplein (fig. 22) and stands are erected for people to come and watch beach volleyball.

The advantages of the site is that its relative car free, so that you don't have to reroute a lot of traffic. The only limitation to the area is that at the end of the day it is still a business district where people are working. So the use of loudspeakers and music is therefore limited.

Olivier also explains that something which is often misjudged by initiators is the fact that the Zuidas has a lot of business and big companies, that they are very willing to sponsor an event. Where in fact most companies already have their specific policy concerning the events that they sponsor and aren't necessarily open for new spontaneous events. Which means these events still require a lot of investments for podiums or stands to be able to have your event at the Zuidas.

Most of the larger public events are being held at the Mahlerplein, which according to Olivier offers a lot space but misses a certain intimacy. With the new plans for the square with the underground bicycle parking and the addition of more trees and benches the space will become more intimate, but will lose its ability to house larger events. This means that they will have to move those events to the Gershwinplein (fig. 23) behind the Symphony towers, which has been designated for events. "We will have to find out how this new public space works".

Hello Zuidas

I also asked some more specific questions about the the Hello Zuidas foundation and what its goals and ambitions are. Olivier explains that the foundation sees itself as a communication umbrella; meaning that they not only promote their own events but also events held by others. They have several mediums that they utilize to get the word across; first of all there is the Hello Zuidas magazine that they publish every two months and which has an agenda with all the events. Furthermore they also use the screen at the Zuidplein to show a selection of the events being organized that they think are worth visiting. Finally, the foundation also has a social media employee who communicates several events on Facebook, LinkedIn and Twitter.

Olivier also explains about they operate according to their four main pillars; community, public space, mobility and sustainability. The first pillar is to promote community building by keeping the Zuidas lively and also promoting these events using their magazine and social media. The second pillar is to keep the public space both clean and safe by communicating with the city managers and police. They also aid in mobility and accessibility by partly initiating the Audi shared fleet and Greenwheels¹². Apart from that they also inform people of the upcoming changes in traffic routes by using mailing lists. The final pillar is sustainability which is a prerequisite for all their events and the development of the area. Last year, they made a sustainability report, in which they show all the sustainable developments that have occurred in the year 2013.

These developments range from sustainable mobility by adding more electric car charging points to looking at urban development in a sustainable way or finding ways to trigger companies to use their buildings more sustainable in terms of energy and waste disposal. Sustainability also means building a

¹² Initiative where cars are parked at certain fixed positions in the city that can be rented for a day



Fig 24. Cover of the Zuidas Duurzaamheidsverslag 2013 (sustainability report)



Fig 25. Guggenheim museum Bilbao, Spain



Fig 26. Bikes to rent in Valencia, Spain



Fig 27. Tesla store at the P.C. Hooft shopping street in the historic center of Amsterdam

sustainable community by involving the residents and companies of the Zuidas in the development of the area. The idea being that if people are truly invested in their location that it builds a more steady city for the future.

“In the report (fig. 24) we take a critical look at various developments that have occurred in several themes; such as water and energy. The goal is to inspire others to also think about ways to improve and develop the Zuidas in a more sustainable way by either joining one of the current developments or starting a new development on their own.”

The Hello Zuidas is located in the WTC Building on the right side of the Zuidplein. I was curious how they came to be at this location. Olivier explains that they have specifically chosen for this location for several reasons. First of all because the WTC was one of the main participants in the founding of Hello Zuidas. Secondly, the building also offers a lot of facilities that they can use to either host their events or receive their clients. Finally the building is also very centrally located in the Zuidas. All these factors make the current location very ideal and there doesn't seem to be a reason for the offices to move to another location.

At the moment they are in a so-called interior plinth of the WTC building. I also asked whether they have considered to move to one of the new kiosks in order to be more in the public eye. Olivier tells me that they have considered to move to an exterior plinth position or perhaps even a kiosk. They have chosen to stay at their current location, partly because they don't have enough visitors to justify occupying a kiosk but also because it would mean denying a slot for a retail function. However the main reason is that their participants are interested in supporting them because of the combination of the four pillars and they would send out the wrong message if they started profiling themselves as just a programming organization.

International

I also asked Olivier, having worked and studied around Europe, whether he thought there were any cities that the Zuidas could learn something from or should take as an example. He tells me that looking at different international cities and city centers, there isn't one specific city that the Zuidas should take as an example. It also wouldn't be wise in terms of authenticity to want to be something or someplace that it's not. The Zuidas has its own heritage and position, both in relation to Schiphol as well as to the city center.

However, he does feel that there are certain elements that are still somewhat missing in the area. Looking at other cities such as Valencia where the infrastructure is also arranged to offer people the possibility of exploring the city by bike. Something which hasn't really been introduced here in the Netherlands. Although this has probably to do with the fact that almost everyone living has one bicycle or more, the system could be interesting for visiting tourists who want to visit certain cities like Amsterdam.

Another element he thinks could benefit the Zuidas would be to have a museum with a certain name such as a Guggenheim in Bilbao or a Picasso Museum in Paris. Museums such as these have such a high attraction factor that it would be very desirable to have something like that at the Zuidas.

Just as a museum would offer something exclusive to people visiting the Zuidas, so would a flagship store by a certain exclusive brand. A brand such as Tesla, which has just opened a store at the P.C. Hoofstraat in Amsterdam could also be interesting for the Zuidas, especially since there European headquarters is also located here. “We're not looking for something that generates a lot of traffic but more something that offers an exclusive product.”



Fig 28. Schiphol airport with the Zuidas skyline in the background



Fig 29. Schiphol Real Estate

Since the short distance between the Zuidas and Schiphol (fig. 28) is also one of the key factors which makes the location interesting for international companies, it could also be potentially interesting to improve this relationship. Olivier explained that they have used their displays to show whether flights have been delayed and that it is possible to already check in your luggage at the WTC. The facilities that the Zuidas offers also make it a competitor for the airport; he explains that more businesses are choosing to set up shop at the Zuidas instead of Schiphol. A development which is being welcomed by the Zuidas but probably isn't very desirable by Schiphol Real Estate (fig. 29).



Fig 30. Symphony Towers at the Zuidas



Fig 31. Museumplein in Amsterdam with the surrounding neighborhood view from above

Residents

S Y M P H O N Y A M S T E R D A M

Introduction

My third interview was with two residents of the Zuidas, Huib en Gea de Vet. Who are currently living in an apartment in one of the Symphony Towers at the Zuidas. Although currently retired, Huib used to work as a manager at the municipality of Amsterdam and before that as interim manager at other municipalities and city councils in the Netherlands. Both Huib and Gea have a background in the public sector. They also both worked as independent contractors.

The interview took place on June 5th, 2014 at their apartment, which is situated at the 14th floor of the Symphony tower building and has a beautiful view overlooking both the VU side of the Zuidas and the neighborhood of Buitenveldert.

The Symphony Towers (fig. 30) themselves are located at the end of the Mahlerplein and were opened in 2009. The towers are a very presented in the overall skyline of the Zuidas as a couple of the tallest buildings there.

Interview

After a brief introduction about the design studio and the research course the interview begins with several general questions about the interviewees and how they came to live at the Zuidas. As said before, both Huib and his wife Gea have a background in the public sector of Amsterdam. Before they moved to the Zuidas they lived at the Museumplein (fig. 31) in the old city center near the Concertgebouw. Although the location was fine, apart from their old house having a relative low ceiling, the public space did become a little bit too busy, with more and more activities, tourists and people cycling. After the ten years they lived there, they were looking for something new, but which was still located in the southern part of Amsterdam and very accessible.

Purely by coincidence they ended up at the Zuidas where they visited a model apartment in the Symphony tower, which they liked a lot and after some consideration decided to buy. The location offered them a lot advantages such as the fact that, although on the edge, you're still very near the city center (10 minutes by bicycle). They also have the train station, tram and bus stop and the airport all within very short distance. Their apartment offers them a sense of privacy both in terms of view and noise.

The only downsides to the location are the fact that it is still very much a business district. After office hours the area becomes quiet and it also very deserted on holidays. The area is still very much in transition of becoming a neighborhood where more people are living instead of just working.

When deciding to move to somewhere else in the city, they did briefly consider to stay in the city center. This has to do with the fact that living on the 14th floor you are very disconnected from what's going on in the street. Living in the city, you have a much stronger connection to the people which you see and almost talk to from your window and they can see you. Although their lift is very fast and you can be on the street in no time, once you're inside the apartment, you are isolated from what's going on outside. Huib admits, being a city person, this is something which he somewhat misses.

In the first interview it became apparent that the municipality really views the Zuidas as the area spanning from the VU and the ING headquarters all the way to the RAI congress center. I was very curious whether the area also functions as one. According to Huib, being a resident of the Zuidas, you don't necessarily view the Zuidas as being isolated, they view it as being the part of the city where they live. Having also worked at the municipality of Amsterdam himself, he also understands that the task of the Dienst Zuidas is to focus on their location and make plans for it. The slight problem that



Fig 32. Parnassusweg with the tram/metro tracks in the middle



Fig 33. Lex van Delden bridge at the end of the Minerva axis which stops at the apartment building

he feels that this creates is that the municipality tend do sometimes fail to see the bigger picture and view the Zuidas as being isolated and not part of the rest of the city, which of course it is. This is very noticeable at the location where the urban fabric doesn't really connect to the rest of the city. With the introduction of more dwellings this will probably start to change and the area will become more connected to other neighborhoods.

According to Huib, the way you see the Zuidas depends on your position in relation to it. A person who only knows the Zuidas from newspaper articles which always show the block of highrises around the station will see that block as being the Zuidas. However the municipality sees it as a much bigger area and people who live there see it as a part of the city they live in. Being the Dienst Zuidas, it is of course logical that they focus on this area and place it central in their mindset because they want to get this done for the area. Which only works if they focus all their efforts here. However, this is all (hopefully) part of the overall urban strategy of Amsterdam. This should make the Zuidas a more logical connection to the Buitenveldert area.

That the connection isn't there at the moment is clear to see if we look out the window of the apartment. From the apartment we could see the tracks in the middle of the Parnassusweg. The fact that these tracks are also used by the metro means that they have to be bordered by fences (fig. 32), contrary to normal tram tracks which don't have to be bordered. This means that you can't cross the Parnassusweg at any given point, making it a border and blocking the students who are coming from the station an walking towards the university.

Another good example is the infamous Lex van Delden bridge (fig. 33), which was completed last year. The bridge forms the end of the Minerva Axis, which starts at the Hilton Hotel at Oud-Zuid and runs all the way to the Zuidas goes through the station and ends at the George Gershwinplein. The bridge is meant to form a connection between the Zuidas and the Buitenveldert area which is otherwise separated by a stream of water. However once you get a cross the bridge you then have to turn either left or right to get into the Buitenveldert neighborhood because you run into an apartment building, which you will have to go around in order to get to the shopping center at the heart of the neighborhood.

Living at the Zuidas

At the time that Huib and Gea bought their apartment in the Symphony tower, it was one of the few projects that was completed. However, having seen other apartments when visiting people they know at the Zuidas, they still consider it to be one of the best locations in the area. The entrance lobby of the building is unusual for Dutch apartment buildings because it comes complete with a receptionist. This rather American setup does give it a very urban quality and makes you feel like you're living in Manhattan, which the couple enjoys very much.

The way the building is laid out differs a lot from dwellings you find in the rest of the city where you usually just have your door at street level, have a staircase or go up by elevator. Huib explains that he idea behind it is related to the general idea of the Zuidas, which is that it's a neighborhood also designed with expats in mind. Who are used to living high in a tower with car down in the parking garage and can easily get to the airport. Those locations are quite rare in the Netherlands, one of the few examples is the Kop van Zuid in Rotterdam where there are some of the highest towers in the Netherlands. That type of location doesn't really exist in Amsterdam, apart from at the Zuidas.

According to the ambition document of the Dienst Zuidas and their website, there are currently 600 dwellings at the Zuidas and more than 700 companies. When asked whether he was pleased living between all these offices, Huib told me that the fact that there are more dwellings being build makes it interesting. However in terms of amenities, a certain foundation of residents is required to make interesting for them to also settle here. The idea for the Zuidas was to place all the amenities and



Fig 34. AH togo at the Zuidplein



Fig 35. Restaurant Dauphine near the Amstel Station in Amsterdam

facilities in the plinths of all the buildings. This has turned out to be quite difficult. The original idea was that it would become a very high prices area with brands like Chanel having their shops here and that all the international people would come here to shop. That idea however didn't work because the international crowd it was supposed to attract never really came. According to Huib it also has to do with the fact that it's simple not very Dutch. The Zuidas isn't Hong Kong, there aren't that many tourists that find their way here and the people who work here aren't necessarily going to their shopping here, apart from the occasional cup of coffee at the AH togo (fig. 34), Starbucks or HEMA. This means that there aren't that many businesses that settle at the Zuidas which are also interesting for the residents. The area really revolves around the station and everything is designed to be quick; get a cup of coffee or a sandwich and move on. Most of the catering services are opening during lunch but only a few in the evening and in the weekend hardly anything is open.

Even though there aren't a lot of amenities for residents at the Zuidas, Huib does spend a lot of time there. For requisites such as their daily shopping they have to go to either the Beethoven area in Oud-Zuid or the Gelderlandplein shopping center in Buitenvelder. They do however sometimes go out for a drink at the Zuidas itself, but always during the week and never in the weekend. Whenever they do leave the Zuidas it's usually to visit friends, but even most of them are living in Amsterdam, including their children. So even though certain requisites aren't located at the Zuidas itself, they are very nearby. Meaning you can get there by either walking or short trip on the bicycle.

From the interview with the director of Hello Zuidas it turned out that one of their goals is to promote community building with people and companies at the Zuidas. In order to find out whether this was successful I asked Huib if he noticed any of this community building. He told me that he did but that he found it somewhat irritating. The reason why is because in his view this community building mainly focusses on the corporate part of the people at the Zuidas, meaning that the events and activities aren't necessarily interesting for the people who live in the area but don't work there.

This is also noticeable whenever the municipality talks about the Zuidas and starts by saying it's a business district and sums up all the international companies that are located there. Even though most of those companies don't necessarily have a connection to the area but are simple there because of the relation to Schiphol. The fact that it's also becoming a neighborhood where people can live always come second to the business part of the Zuidas. Which Huib agrees is understandable given the history of the area with the amenities and the banks such as the ABN AMRO building there headquarters here. However he thinks that it's time for the municipality to stop referring to just the business aspect of the location and start to consider it more development area of Amsterdam which has several characteristic aspects to it.

In terms their own community and the people they know at the Zuidas, it can sometimes be difficult to meet. Most of the people who live in their building are very busy with a different daily routine than Huib and Gea. Apart from that, most of the buildings are very vertical oriented. Huib and his wife for example share their floor with only three other people, and it becomes even less nearer to the top of the tower. When they do meet up, it's usually outside the Zuidas itself, due to the fact that there isn't really a general meeting point which is open most of the time and also in the weekends. Huib mentions the restaurant Dauphine (fig. 35) which is located near the Amsterdam Amstel station and is open from 7.30 in the morning until midnight. This restaurant forms a place where a lot of people meet up which creates a certain buzz. Something like that just isn't at the Zuidas, but could prove to be very interesting; a meeting point where there is also a cultural aspect and which goes beyond the business.



Fig 36. The Zuidas as public transport hub



Fig. 37 The neighborhood Oud-Zuid just north of the Zuidas

Center & Functions

Regarding the municipality's ambition to create a or the second city center I asked Huib in what way the Zuidas already functions as a center. According to him the area mainly serves as a public transport hub where people come to use the public transport. People from Buitenveldert come to use the station, and people who work at the Zuidas also come a lot by train or metro. The problem however is that they come to the area and almost immediately go inside their building and aren't seen again until lunchtime when the sun is out. When the sun is out then the squares do really liven up and the area functions very well. However, being the Netherlands this is usually only a relatively short time of the year.

The other reason why people come to the Zuidas is to visit the Expo. But even those people are somewhat lost and disorientated by the place, and don't usually stay that long after they visited the exposition they came to see. The area doesn't communicate an image to people of being a center and a place to stay. The people just move between the station and the Expo.

So according to Huib the Zuidas mainly functions as a public transport center at the moment, however it does have the potential to become more because its much closer to a lot of housing neighborhoods than you would realize if you just look at the Zuidas. With about 100,000 people living just south of the location in Buitenveldert and Amstelveen which can and do use the station to get to the city. The area just doesn't really succeed in keeping those people at the Zuidas.

With regards to the 1/3 housing, 1/3 office and 1/3 amenities division of functions at the Zuidas set by the municipality I also asked which functions are needed in order to make it a center. Huib thought the area would probably have to cater more to the elementary aspects of a neighborhood such as a place to do your daily shopping. However he feels that acting as a center doesn't necessarily have to do with the amount of functions, but more how the area is connected to the context around it. Most people in Amsterdam love the neighborhood Oud-Zuid (fig. 37), but they don't see the Zuidas as being part of that neighborhood. It's still very much on its own at the moment. That is something that will have to change in order to experience the Zuidas as a center.

From the facilities that are already at the Zuidas at the moment, Huib and Gea use the sport center and occasionally have lunch at one of the catering facilities. All the other functions such as the AH togo are just not attractive to use, especially because you pay more than at a regular Albert Heijn. All those functions focus either on the worker who goes out for lunch or the commuter on his way who wants to grab a cup of coffee. That is also something that will have to change when more people are also living at the Zuidas.

When I asked what the new target group of the Zuidas, in terms of facilities should be, Huib answered by reversing the question and asking what I as a younger audience would find interesting or attractive because the younger generations will probably become more relevant in the future. My answer was that based on my own love of going to the movies that a cinema would be something that could draw my attention. It would have to be something other than just a regular Pathé cinema, something that shows movies that can be seen nowhere else in order to attract me living in Rotterdam. Huib agreed and said that he was also working on a similar project when he was at the municipality of Amsterdam.

However, the goal of such a facility should not only be to attract people, but also and more importantly to keep them here, by adding places where they can go afterwards. Huib explained that Pathé has already shown interest in placing a venue at the Zuidas, with 100,000 people living nearby and all the students at the university it could be very interesting for them as a business opportunity. The problem with the Pathé is that it does very little to keep people after they have seen the movie.



Fig 38. Pathé Amsterdam Arena



Fig 39. Culinary Concert at the Mahlerplein

Looking at the Pathé at Amsterdam ArenA (fig. 38), families come there by car, go to movies and maybe get an ice cream afterwards. They don't stay there, which is exactly what the Zuidas needs and is looking for.

One of the reasons why it's very hard to fill all the plinths of the buildings at the Zuidas, according to Huib, is because the price is very high. It's very difficult for people who have a starting business to come to the Zuidas. All the businesses and companies here are already very much established. In order to attract a more creative class of people and also connect with the new innovations that are going on in the rest of Amsterdam, a place is needed where people can easily start up and experiment.

Events

From the event calendar that is published in the Hello Zuidas magazine, Huib and his wife Gea occasionally visit a concert. But most of the other events like the *Hakken en pakken run* are again mainly targeted at the businesses at the Zuidas. This is probably because there is a larger foundation for these types of activities because there are more companies than people living at the Zuidas. Huib does believe that this will change in the future when more dwellings are being build, some of them also meant to be rented, which will attract another type of people. The people who they know that are currently living at the Zuidas also don't necessary come there for the activities but simply live there because of the short distance to Schiphol or because they want a nice comfortable apartment.

Apart from the activities at the Zuidas, Huib and Gea do participate in activities in other parts of the city. Frequently going to the movies or going to the Museumplein for a concert at the Concertgebouw.

When asked what kind of activities could be interesting to organize at the Zuidas, Huib found it hard to answer that. Besides the activities such as the occasional concert (fig. 39), the area can't really accommodate a lot of event such as giant parties or festivals. The urban fabric is simply too dense and would cause a lot of trouble. The solution would probably have to be to focus more on the quality of the catering services, even if it's just simply expanding the opening hours of most restaurants and cafés. Making it possible to have a drink or eat dinner after office hours or in the weekend. At some point this will probably happen, there will be a turning point when there will be enough people to use these facilities so that they can stay open longer. From that point on it will become more interesting for facilities such as cinemas or more restaurants to reside at the Zuidas.

The events that do occur at the Zuidas are always at very decent hours and hardly cause any trouble for the residents of the area. They usually find out about them by the posters that are being put or by seeing them in the agenda of the magazine.

Station & Public transport

Huib uses the station Amsterdam Zuid quite frequently, he feels that station at the moment has an atmosphere of the temporary about it. He understands that they have to make the best out of it for the time being before the new (temporary) station is build, but he does fear for the upcoming years when a lot of construction works will take place at the Zuidas. Not only will the construction of the first part of the Zuidasdok cause a lot of inconvenience, the redesign of the Mahlerplein will also turn the square in to a construction site for the coming year(s). Something he finds very worrying.

He and his wife are also not convinced that the Zuidasdok will be the ultimate solution that it is said to be. The plan is considered to be the only solution to connect the Zuidas with the rest of the city, but at the same time, one of the qualities of the area are the things that you can, especially if you're driving on the A10. By placing everything underground you will probably lose a lot of that quality in terms of how you experience the site.



Fig 40. Amsterdam Zuid Station



Fig 41. The Zuidas by night

In order to somewhat counter the inconvenience, Huib hopes that the new dwellings will soon be completed so that a foundation can be created for new facilities. Which will hopefully compensate for the problems created by all the construction work.

The current station (fig. 40) also doesn't offer much in terms of connecting both sides of the tracks and highway with each other. According to Huib, this has mainly to do with the fact that you can't cycle through the station. For pedestrians, the station doesn't pose much of a barrier, they can simply walk for one side to the other, but because of the plans for the Zuidasdok, they never bothered to create a bicycle tunnel. Which means that people have to go around to either the Parnassusweg or the Beethovenlaan to get to the other side.

However, the overall accessibility of the Zuidas in terms of public transport is very good. There is a wide range of bus, tram and metro lines to choose from, with some busses even connecting directly to Haarlem.

Other stations that have left a good impression on Huib are the new Rotterdam Centraal station and Amsterdam Centraal being just a beautiful monument. Internationally he enjoys arriving at Gare du Nord in Paris, because you smell the city and immediately feel like you've arrived. However, it's difficult to create such an atmosphere. The next few years it will probably be all down to improvisation. Looking at the new plans for the station, it gives the impression that you have to walk a lot if you want to change from one mode of transport to another. Perhaps the fact that the Thalys will stop here will attract more people.

One of the things that Huib has suggested to the Dienst Zuidas is that the proximity of Schiphol should be much more tangible. Some time ago they did have terminals where people could see whether their flights were delayed or could even check in their luggage, as they sometimes offer in other cities in the world. This would not only give some more international quality to the Zuidas, but it would also make it interesting for people to stay here if they have to wait a day for their next flight. This does mean that more facilities will have to be offered, even during the late hours of the evening leading into the night, along with more hotels. By allowing Schiphol to show a little bit of its identity here at the station, it would also add to the international allure that the municipality always promotes the Zuidas to have.

International

This brought me nicely to my next question whether that international allure was in anyway tangible. According to Huib it was mainly visible in the architecture which gives a sense of Manhattan and the fact that you do see a lot of foreigners such as Indians walking around. Especially when the sun is out and everyone is out on the streets then you really get the idea that you're in a very international part of the city.

The international cities that Huib and Gea enjoy the most are cities such as Berlin or other cities where you eat and there is a nice historic part of the city. Coming back to the Zuidas, this will probably never become such a place. According to Huib, it will become at best an international hub with slightly better shops and things to do, but it will never become a city center on its own. Which is also not necessarily something which is needed at the Zuidas.

To conclude the interview, Huib does truly feel that the city and the Dienst Zuidas have done very well and continue to strive to get the best out of the area; with all the new developments and buildings that are being built. In about five years the whole Gershwin area will be completed, which is an impressive achievement considering the high price of the land. Both Huib and Gea are still very happy living at the Zuidas. Especially at night (fig. 41) when the lights are turned on inside the towers and you can see the lights of the planes in the sky, the Zuidas starts to feel like a real city.



Fig 41. The New Amsterdam tower at the Zuidas



Fig 42. Beatrixpark near the Zuidas

Resident and employee

My fourth interview was with Emile Govaert, who is also a resident of the Zuidas and works at the World Trade Center as well. I came by this contact through Olivier Otten who knows Emile from when he worked at the WTC.



Unfortunately, Emile only had time the day before the deadline, so his interview could not be added in the current version of this report. However, the main conclusions from this interview will be briefly discussed.

Emile moved to the Zuidas just recently with his wife, where they bought an apartment on the 11th floor of the New Amsterdam tower (fig. 41) at the Gershwinlaan. Their main reason for moving to the Zuidas is because there are so many functions within a ten minute radius of the location. They also wanted to be able to go to the center if they wanted to, but be able to live in a more quiet part of the city.

Emile doesn't think that the current lack of facilities at the Zuidas is a problem. He feels that because the functions such as a supermarket are so nearby at the Gelderlandplein that it doesn't form an obstacle for living at the Zuidas. He does think that the connections to those functions could be improved.

He also believes that with the current rate in which apartment buildings are being constructed there will soon be a large enough foundation for more amenities and facilities to settle here. He explained that he bought the apartment with the future of the Zuidas in mind, instead of just looking at the current situation.

One of the functions that are near to the Zuidas Emile especially liked, is the Beatrix park (fig. 42), which is just 5 minutes walking and offers a lot of qualities to the people working and living at the Zuidas.

Conclusion

Having done all the interviews and viewed the issue from multiple perspectives there are several conclusions that we can draw regarding what kind of functions or event spaces are needed at the Zuidas. The first thing that is somewhat missing or could be improved at the Zuidas are the cultural functions or events, this is something which became apparent in all three interviews. Initiatives such as ArtZuid, the rooftop cinema and the Expo are steps in the right direction, but there definitely is room for more.

Secondly, because the Zuidas is also the venue for several events ranging from sports to cultural and culinary to musical concerts a space which could accommodate all these different types of activities could also prove to be of benefit to the area. With the Mahlerplein being redesigned to be more like the Zuidplein and therefor losing its quality of being an open and empty space at the heart of the Zuidas, the position of central event space becomes available again. Especially with the other event spaces like the RAI of the VU being at the edges of the area.

The third thing that is needed in the area are places where you can do daily shopping. With more and more dwellings being built at the Zuidas every year, the demand for functions that provide in the daily necessities becomes more important. The catering functions such as the AH togo or the various bread shops are still too focused on the commuter who wants to get a quick meal or the employer stepping out of his offices to get lunch. This is shown not only in what they offer but also in their opening hours, whereas most of them aren't open after office hours or in the weekend.

The success of the pop-up stores¹³ shows that these functions don't necessary have to be in the form of a conventional supermarket but could also be smaller and more specialized. This specialization also means that it can offer something which can be found nowhere else and which draws people from further away, whether the products offered are food or non-food based.

Finally, the relation between Schiphol and the Zuidas could also be improved to be more than just economical. With the current travel time of six minutes by train and the wish of the airline company to also be connected to the metro network by extending the Noord-Zuidlijn¹⁴, the Zuidas could offer a lot to the people arriving at Schiphol airport. Whether they're tourists, businessmen or people having to wait a couple of hours for their next flight. This would perhaps also add to the international allure that the municipality keeps aiming for with the Zuidas.

Based on these conclusions there are also several recommendations that can be made for the design of the space underneath the tracks at the Amsterdam Zuid station. First of which is that it shouldn't be designed to accommodate one function or activity but a space which can be used for all kinds of temporary events and functions. This implies that space should probably be as open and flexible as possible. Because it combines a station with an marketplace/event space there will still be a need for permanent functions where people who are travelling can get a cup of coffee or go to the bathroom.

The second recommendation is that the space could also be viewed as an extension of Schiphol, offering the visitors of the airport something to or experience during their stay. This could also prove to be beneficial at the other end by offering the people at the Zuidas the possibility to check in their luggage, giving them the freedom to whatever they want in the meantime.

¹³ More information about the pop-up stores can be found in my first article "Pop-up at the Zuidas"
¹⁴ www.ad.nl

To conclude, the combination of an event space and station at the Zuidas would be interesting for many reasons. Not only would one benefit from the presence of the other, it would also offer the Zuidas a space for a variety of activities to take place. This event space could take many forms, it could be in the form of a markethall with various food shops, a culture center that included functions as a cinema or a sports hall where various sporting activities could take place.

Whatever the nature of the space, it will always have to be as open and flexible as possible to accommodate the many different activities. By placing the space underneath the tracks it means that it remains dry all year around and reduces the amount of noise which can cause disturbance for the offices and residents. Not to mention the fact that also being a public transport hub makes the site extremely accessible. The multifunctional station design could therefore prove to be the ideal space to place in the heart of the fast growing Zuidas.

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Appendix A: Questions Interview I

Datum: 7 mei 2014

Interview met: Frederijk Haantjes, Communicatie, Dienst Zuidas

Introductie

Het doel van de afstudeerstudio "New Directions in the Public Interior" is om een nieuwe openbare ruimte te ontwerpen op de Zuidas in relatie tot station Amsterdam Zuid. In mijn geval is het idee voor de opdracht om extra functies aan het station toe te voegen en daarnaast een ruimte te creëren voor evenementen en activiteiten.

Doel

Dit interview maakt deel uit van het vak "Research Seminar" en heeft als doel om te onderzoeken welke functies te Zuidas nodig heeft of kan gebruiken. Daarnaast te onderzoeken wat voor soort evenementen er momenteel op de Zuidas plaats vinden en wat voor soort openbare ruimte daar bij hoort.

Vragen:

1. De ambitie van de gemeente is van de Zuidas een/het tweede centrum van Amsterdam te maken. Hierbij wordt gestreefd naar een verdeling van 42% Wonen, 42% Kantoor en 15% Faciliteiten. Zijn er al ideeën over hoe die 15% ingevuld dient te worden?
2. Deze ambitie hangt sterk samen met de voltooiing van het Zuidasdok. Deze wordt nu maar voor de helft uitgevoerd. Mocht dit de blijvende situatie worden, is dan al een visie voor de situatie waarbij het station bovengronds blijft?
3. De Zuidas ligt tussen de wijken Oud-Zuid en Buitenveldert, in hoeverre functioneert de Zuidas nu al als een centrum voor die wijken? Of op een grotere schaal voor de stad?
4. Als we naar de stad Amsterdam kijken zou je kunnen stellen dat de Kalverstraat het winkelcentrum is, het Leidseplein het uitgaanscentrum, de RAI het congrescentrum, de Arena boulevard als sportcentrum en meubelboulevard en het Museumplein het culturele centrum van de stad. Afgezien van het zakelijke centrum, heeft de gemeente een specifieke centrumfunctie voor de Zuidas in gedachte?
5. Met veel grote maar tijdelijke exposities bij de Expo en alle kunstwerken in de openbare ruimte, is er een ambitie van de gemeente om van de Zuidas een nieuw cultureel centrum te maken? Door de Expo uit te breiden of een extra expositie binnen- of buitenruimte te creëren?

Evenementen

6. Op de agenda site van de Zuidas staan evenementen zoals de *Zuidasrun* en *Rooftop cinema*, in hoe verre zijn deze evenementen geïnitieerd door de gemeente?
7. Het beginpunt voor de Zuidasrun is het Mahlerplein en tijdens het WK werd er op het Zuidplein een beeldscherm neergezet. Hoe werken de huidige openbare ruimten op de Zuidas

voor het organiseren en houden van evenementen?

8. Wat zijn de voordelen van deze ruimten? Wat zijn de beperkingen?
9. Afgezien van de braakliggende ruimte die snel slinkt, is er niet echt een grote openbare ruimte voor het houden van grote publieke evenementen. Is hier een behoefte aan op de Zuidas? En zo ja, waar zou die ruimte dan het beste kunnen worden geplaatst?
10. Mocht er de ruimte voor zijn, wat voor soort evenementen zou de gemeente graag op de Zuidas zien gebeuren? Grote evenementen zoals een Koningsdag viering, Holifestival of Sensation White? Of juist kleinschaligere dingen zoals een kunstexpositie of een buitenbios?
11. Zijn er steden, nationaal of internationaal, die de gemeente als voorbeeld heeft genomen? Denk aan een Canary Wharf, Potsdammer Platz of La Defence.

Mensen

12. Het toekomstbeeld (met Zuidasdok) laat heel veel woningen in de vorm van hoogbouw zien. Wat voor type mensen hoopt/denkt de gemeente aan te trekken met deze woningen?
13. Het huidige beeld van de Zuidas is met name zakelijk, daarbij ook het type mensen dat er rondloopt. Is dit beeld correct? Zonee, wat voor soort mensen trekt de Zuidas dan aan? (afgezien van de werknemers)
14. Een van de grote pluspunten van de Zuidas is de korte afstand tot de luchthaven Schiphol. Zijn er plannen om dit te versterken? Door bijvoorbeeld functies te creëren voor mensen die een paar uur op hun overstap moeten wachten?

Tot slot

15. Hartelijk bedankt voor uw tijd en bijdrage aan dit onderzoek. Zijn er nog mensen die u kan aanraden voor een eventueel volgend interview met betrekking tot (nieuw) programma op de Zuidas?

Appendix B: Questions Interview II

Datum: 7 mei 2014

Interview met: Olivier Otten, Directeur, Hello Zuidas

Introductie

Het doel van de afstudeerstudio "New Directions in the Public Interior" is om een nieuwe openbare ruimte te ontwerpen op de Zuidas in relatie tot station Amsterdam Zuid. In mijn geval is het idee voor de opdracht om extra functies aan het station toe te voegen en daarnaast een ruimte te creëren voor evenementen en activiteiten.

Doel

Dit interview maakt deel uit van het vak "Research Seminar" en heeft als doel om te onderzoeken welke functies de Zuidas nodig heeft of kan gebruiken. Daarnaast te onderzoeken wat voor soort evenementen er momenteel op de Zuidas plaats vinden en wat voor soort openbare ruimte daar bij hoort.

*Vragen:**Centrumfunctie & Faciliteiten*

1. De ambitie van de gemeente is om van de Zuidas een of het tweede van Amsterdam te worden. Hierbij wordt gestreefd naar een verdeling van 1/3 wonen, 1/3 kantoor en 1/3 faciliteiten. Wat voor faciliteiten denkt u dat cruciaal zijn om die centrum functie te vervullen?
2. Op wat voor manier functioneert de Zuidas nu al als een centrum? En op welk niveau functioneert deze centrumfunctie? (wijk, stad, regio, land)
3. Wat voor soort faciliteiten zou u momenteel meer op de Zuidas willen zien? Aan wat voor soort faciliteiten is er behoefte?
4. Welke huidige faciliteiten op de Zuidas zijn cruciaal en zouden sowieso moeten worden behouden?
5. Op welke doelgroep of doelgroepen richt de Zuidas zich, qua faciliteiten, volgens u nu het meest?
6. Welke doelgroep of doelgroepen wordt in de toekomst belangrijk?
7. De uitgaans- en cultuurfuncties zijn momenteel relatief kleinschalig, denkt u dat er een behoefte is aan schaalvergroting?

Evenementen

8. De agenda van Hello Zuidas is iedere maand goed gevuld, hoe is de opkomst bij deze evenementen?

9. Welk type evenementen (tentoonstelling, optreden, lezing, borrel/diner) wordt over het algemeen genomen het beste bezocht?
10. Waar hangt de opkomst het sterkst mee samen?
11. Het aanbod van de Zuidas qua evenementen is al zeer groot. Zijn er nog evenementen die jullie graag zouden willen houden maar niet kunnen door beperkingen zoals ruimte?
12. Een aantal evenementen wordt gehouden op het RAI terrein, de VU campus en in het Beatrixpark. Deze ruimtes liggen vrij ver aan de rand van de Zuidas, zouden ze niet het liefste allemaal in het centrum van de Zuidas (het gebied rond het station) worden gehouden?
13. Hoe bevallen deze ruimtes voor het houden van evenementen? Wat zijn de belangrijkste kwaliteiten?
14. Hoe worden deze evenementen over het algemeen gepromoot?

Hello Zuidas

15. Het magazine Hello Zuidas wordt verspreid in de Zuidas en is voor de bewoners beschikbaar. Klopt het dat dit jullie hoofddoelgroep is?
16. Heeft de Zuidas/Hello Zuidas de ambitie om andere doelgroepen van eventueel buiten de Zuidas aan te trekken? Zoja, welke doelgroep(en) is/zijn dit dan?
17. Een van de kernpunten van Hello Zuidas is mobiliteit. Wat doen jullie om dit op de Zuidas te verbeteren?
18. Station Zuid is een belangrijk OV-knooppunt in Amsterdam. In hoeverre wordt er voor de trein/metro/tram/busreiziger iets gedaan op de Zuidas qua faciliteiten of evenementen?
19. Hello Zuidas zit momenteel in het WTC-gebouw. Hebben jullie specifiek voor deze locatie gekozen? Wat waren de beweegredenen?
20. Is er een locatie op de Zuidas waar jullie liever zouden zitten?
21. Met de prijsvraag voor de nieuwe kiosks/pop-up stores op de Zuidas, is er overwogen om zelf meer in de publieke ruimte te gaan zitten? Als een soort van VVV-kantoor voor de Zuidas.

Internationaal

22. Op de Hello Zuidas pagina staat dat u heeft zelf op meerdere plaatsen in Europa gestudeerd en gewerkt. Aan welke stad zou de Zuidas een voorbeeld kunnen nemen?
23. Wat zijn de specifieke eigenschappen van de Zuidas die het uniek maken ten opzichte van andere (business) centra in Europa of elders op de wereld?
24. Een van de grote pluspunten van de Zuidas is de korte afstand tot Schiphol. Ziet u kansen voor de Zuidas om zijn relatie met Schiphol te verbeteren? Door bijvoorbeeld iets aan te

bieden voor mensen die een paar uur op een volgende vlucht moeten wachten?

Tot slot

25. Hartelijk bedankt voor uw tijd en bijdrage aan dit onderzoek. Zijn er nog mensen die u kan aanraden voor een eventueel volgend interview met betrekking tot (nieuw) programma op de Zuidas?

Appendix C: Questions Interview III

Datum: 6 juni 2014

Interview met: Fam. De Vet, bewoners Zuidas, Symphony Tower

Introductie

Het doel van de afstudeerstudio “New Directions in the Public Interior” is om een nieuwe openbare ruimte te ontwerpen op de Zuidas in relatie tot station Amsterdam Zuid. In mijn geval is het idee voor de opdracht om extra functies aan het station toe te voegen en daarnaast een ruimte te creëren voor evenementen en activiteiten.

Doel

Dit interview maakt deel uit van het vak “Research Seminar” en heeft als doel om te onderzoeken welke functies de Zuidas nodig heeft of kan gebruiken. Daarnaast te onderzoeken wat voor soort evenementen er momenteel op de Zuidas plaats vinden en wat voor soort openbare ruimte daar bij hoort.

Vragen:

Algemeen

1. Ik begreep van Irene Cieraad dat u momenteel (beide) met pensioen bent, mag ik vragen wat u hiervoor heeft gedaan?
2. Waar woonde u voordat u op de Zuidas kwam wonen?
3. Wat was jullie hoofdreden om op de Zuidas te komen wonen?
4. Heeft u ook nog andere locaties overwogen? Zo ja, wat was dan de reden dat u voor de Zuidas koos in plaats van de andere optie?
5. De gemeente ziet de Zuidas als het gebied vanaf de VU tot en met de RAI. Ervaart u dat het gebied op die manier werkt? Wat zou u omschrijven als zijnde de Zuidas?

Wonen op de Zuidas

6. Jullie wonen momenteel in de Symphony toren aan het Mahlerplein. Was dit jullie eerste keuze of hadden jullie liever ergens anders op de Zuidas gewoont? Zo ja, op welke locatie?
7. Volgens het Ambitiedocument en de site van de gemeente zijn er momenteel zo’n 600 woningen op de Zuidas en zitten er meer dan 700 bedrijven. Hoe bevalt het om tussen allemaal kantoren en bedrijven te wonen?

8. Merkt u er veel van dan er relatief weinig woningen zijn?
9. De meeste mensen zijn op de Zuidas van 9.00 tot 17.00 van maandag tot en met vrijdag. U woont hier, maar hoeveel tijd bent u daadwerkelijk op de Zuidas?
10. Wat is meestal de reden dat u de Zuidas verlaat? (boodschappen, uitgaan, winkelen, (familie) bezoek, recreatie)
11. Kunt u de reden waarvoor u de Zuidas verlaat dichtbij vinden?
12. Als u de Zuidas verlaat, welk vervoersmiddel gebruikt u dan meestal? En waarom?
13. Een van de pijlers van Hello Zuidas is het bevorderen van Community building op de Zuidas. In hoeverre ervaart u dat u onderdeel bent van een community?
14. Uit ons telefoongesprek bleek al dat u heel wat mensen kent op de Zuidas. Waar ontmoet u deze mensen?

Centrum & Functies

15. De gemeente heeft als ambitie om van de Zuidas het/een tweede centrum van Amsterdam te maken. In hoeverre vind u de Zuidas nu al als centrum functioneren? En op welke schaal? (wijk, stad, regio, land)
16. De gemeente streeft naar een verdeling van 1/3 Kantoor, 1/3 Wonen en 1/3 Voorzieningen. Welke voorzieningen of faciliteiten denkt u dat nodig zijn om die centrumpositie te vervullen?
17. Zijn er momenteel voorzieningen of faciliteiten die u mist of waar u behoefte aan heeft of die van toegevoegde waarde voor het gebied zouden zijn?
18. Welke van de huidige voorzieningen of faciliteiten op de Zuidas gebruikt u nu het meeste?
19. Op welke doelgroep denkt u dat de Zuidas zich qua voorzieningen nu het meeste richt?
20. Welke doelgroep denkt u dat in de toekomst belangrijk gaat worden?

Evenementen

21. De agenda van Hello Zuidas laat zien dat er elke maand een groot aantal evenementen wordt georganiseerd. Bezoekt u deze evenementen wel eens?
22. Wat voor soort evenementen (borrel, lezing, concert, expositie, sporttoernooi) bezoekt u het meest of het liefst? Waardoor komt dit?

23. Bezoekt u ook veel evenementen die niet op de Zuidas worden georganiseerd? Wat voor soort evenementen zijn dit?
24. Waar vinden deze evenementen meestal plaats?
25. Wat voor soort evenementen denkt u dat nog ontbreken op de Zuidas of die een goede toevoeging zouden zijn voor het aanbod?
26. Zijn er evenementen die op de Zuidas worden georganiseerd waar u als bewoner last van heeft? En zo ja, welk aspect zorgt dan voor de overlast?
27. Ervaart u vaak overlast van evenementen of activiteiten op de Zuidas?
28. Hoe verneemt u welke evenementen er op de Zuidas plaats vinden?

Station & Openbaar vervoer

29. Maakt u vaak gebruik van het station? Wat is uw algemene indruk van het huidige station?
30. Ervaart u het station in zijn huidige staat als een verbinding of een blokkering?
31. Maakt u wel eens gebruik van andere openbare vervoersmiddelen op de Zuidas? Zo ja, hoe vindt u de bereikbaarheid van de locatie?
32. Zijn er andere stations, nationaal of internationaal die u erg prettig vindt? Zo ja, welke zijn dit en waardoor komt dit?

Internationaal

33. Een van de aspecten waar de gemeente met de Zuidas naar streeft is het creëren van internationale allure. In hoeverre merkt u nu al iets van die internationale allure?
34. Komt u wel eens in steden in Europa of elders op de wereld? Zo ja, welke steden?
35. Is er een stad of steden, nationaal of internationaal, waar u van vindt dat de Zuidas daar een voorbeeld aan zou kunnen nemen?

Hartelijk bedankt voor een tijd en moeite!

