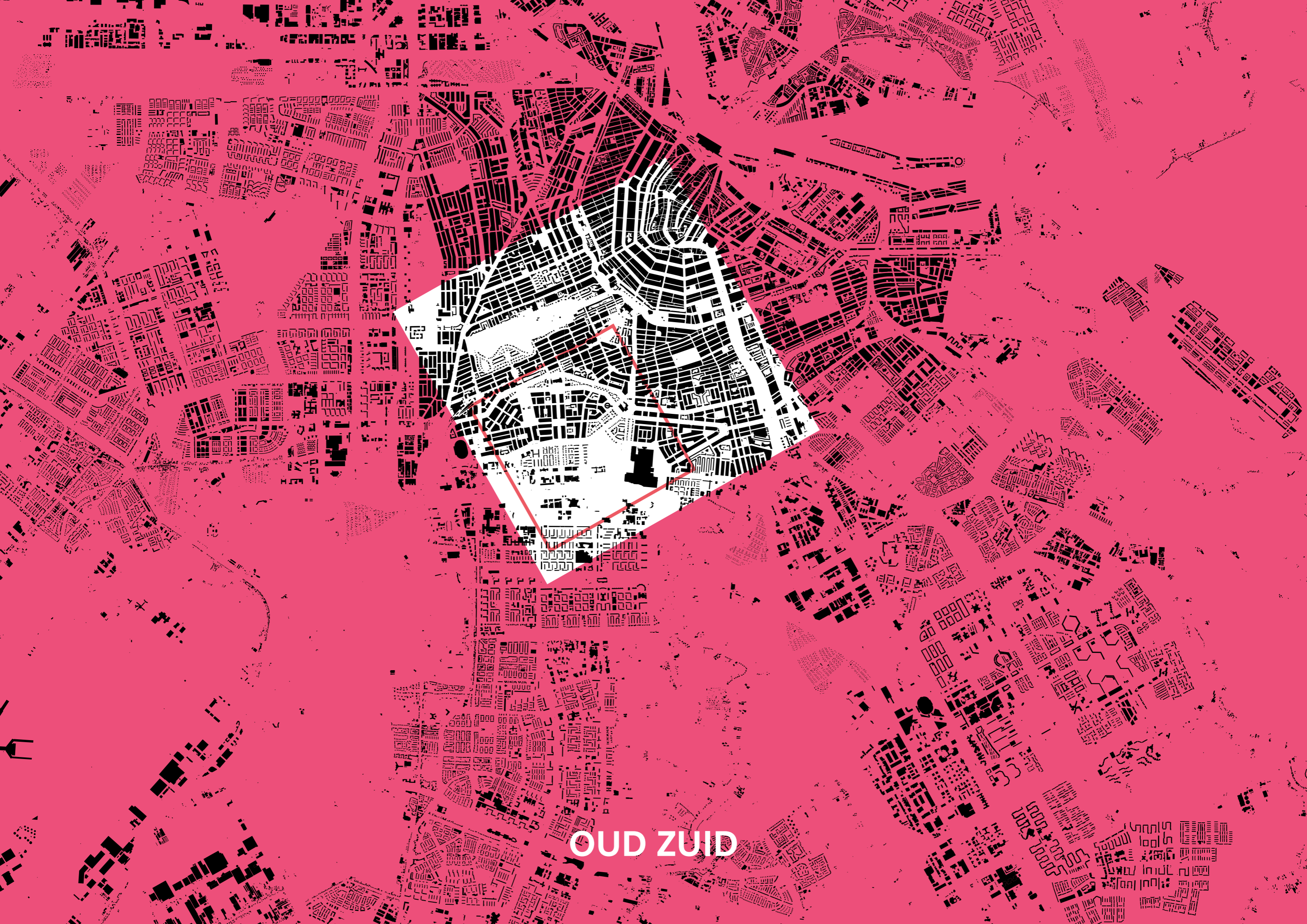




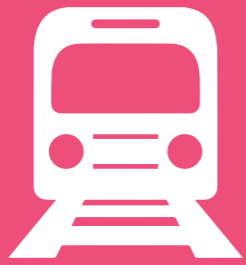
BIKE FACTORY 4.0

YISHAN DU



OUD ZUID

AMS MID-CITY



MOBILITY



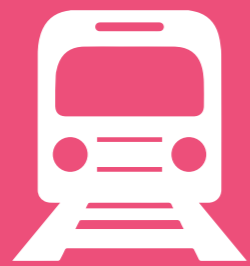
SOCIAL REFORM



AMENITIES

SEMINAR - CITY OF INNOVATION

AMS MID-CITY



MOBILITY



SOCIAL REFORM



AMENITIES

SEMINAR - CITY OF INNOVATION



1. URBAN SCALE: AMSTERDAM

WHERE: ARGUMENTATION OF SITE CHOICE

2. NEIGHBORHOOD SCALE: RAI COMPLEX

3. BUILDING SCALE

TYPOLOGY AND DESIGN PROPOSAL

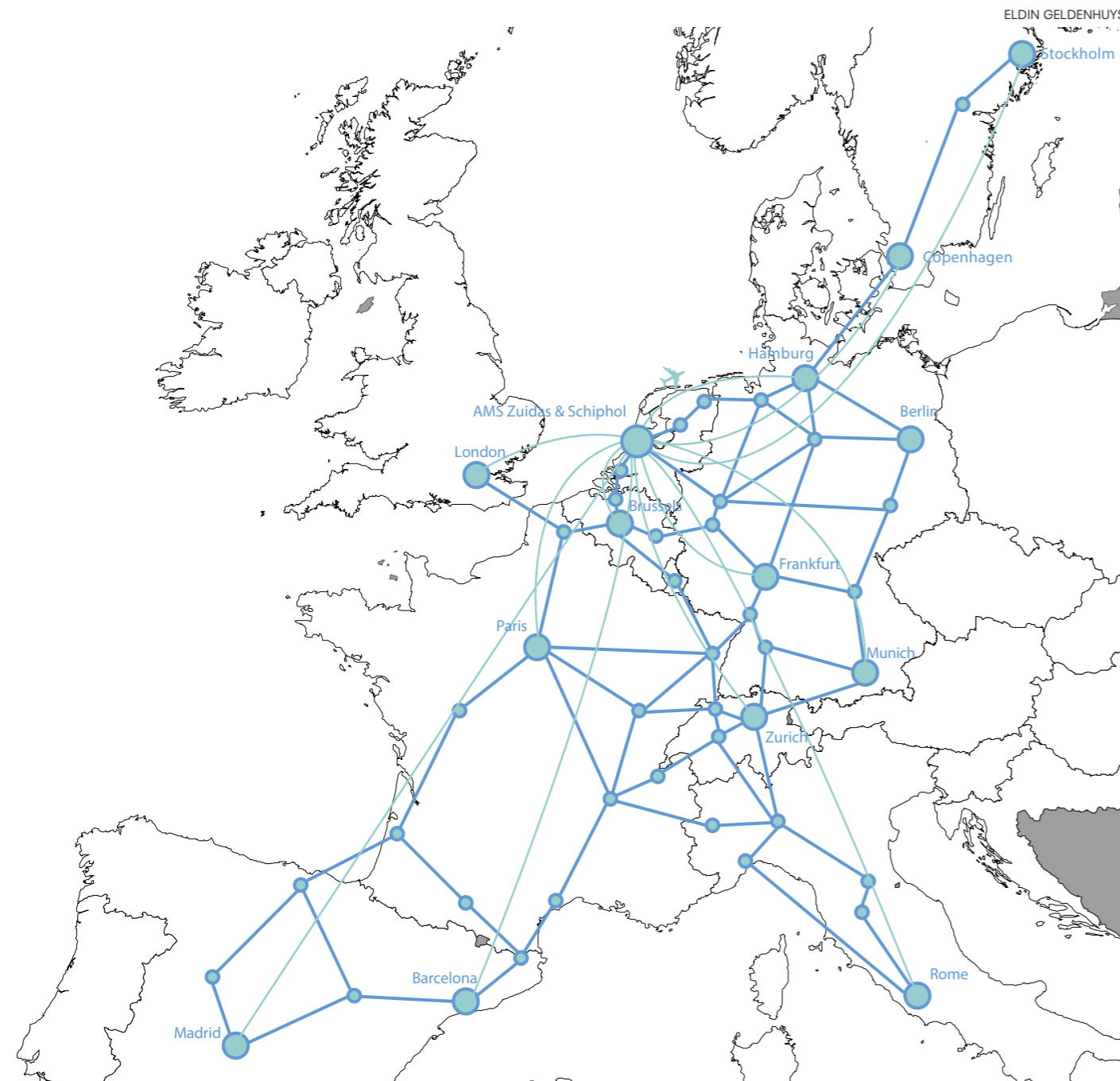
1. URBAN SCALE: AMSTERDAM

WHERE: ARGUMENTATION OF SITE CHOICE

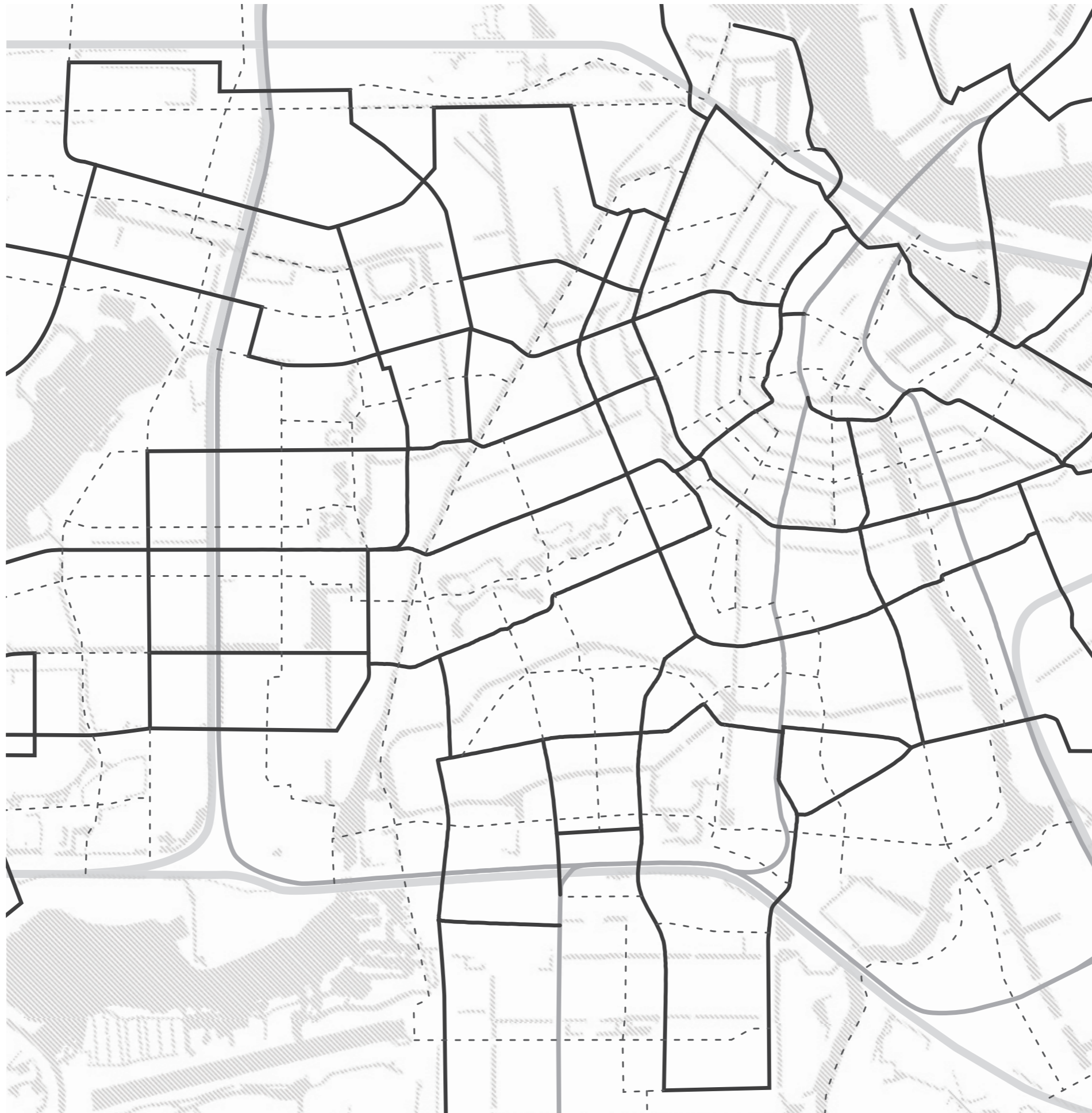
2. NEIGHBORHOOD SCALE: RAI COMPLEX

3. BUILDING SCALE

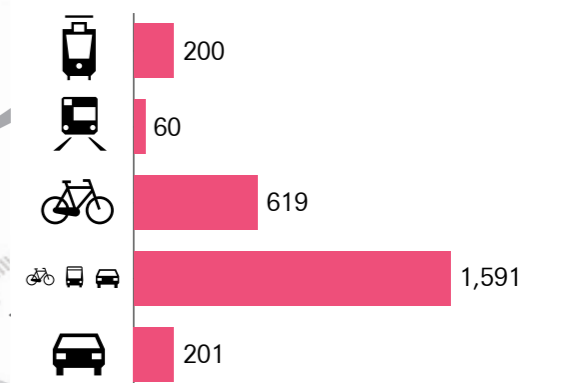
TYPOLOGY AND DESIGN PROPOSAL



BROADER SCALE: AIRLINES, HIGH-SPEED TRAINS



Length of infrastructure per mode of transport



LOCAL SCALE: PUBLIC TRANSPORT, BICYCLE



- Train station
- Parkeren + Reizen (P+R) station

HUBS: TRANSFER FROM "FAST" TO "SLOW"

Residents



2.9
journeys
per day



Visitors



2.2
journeys
per day



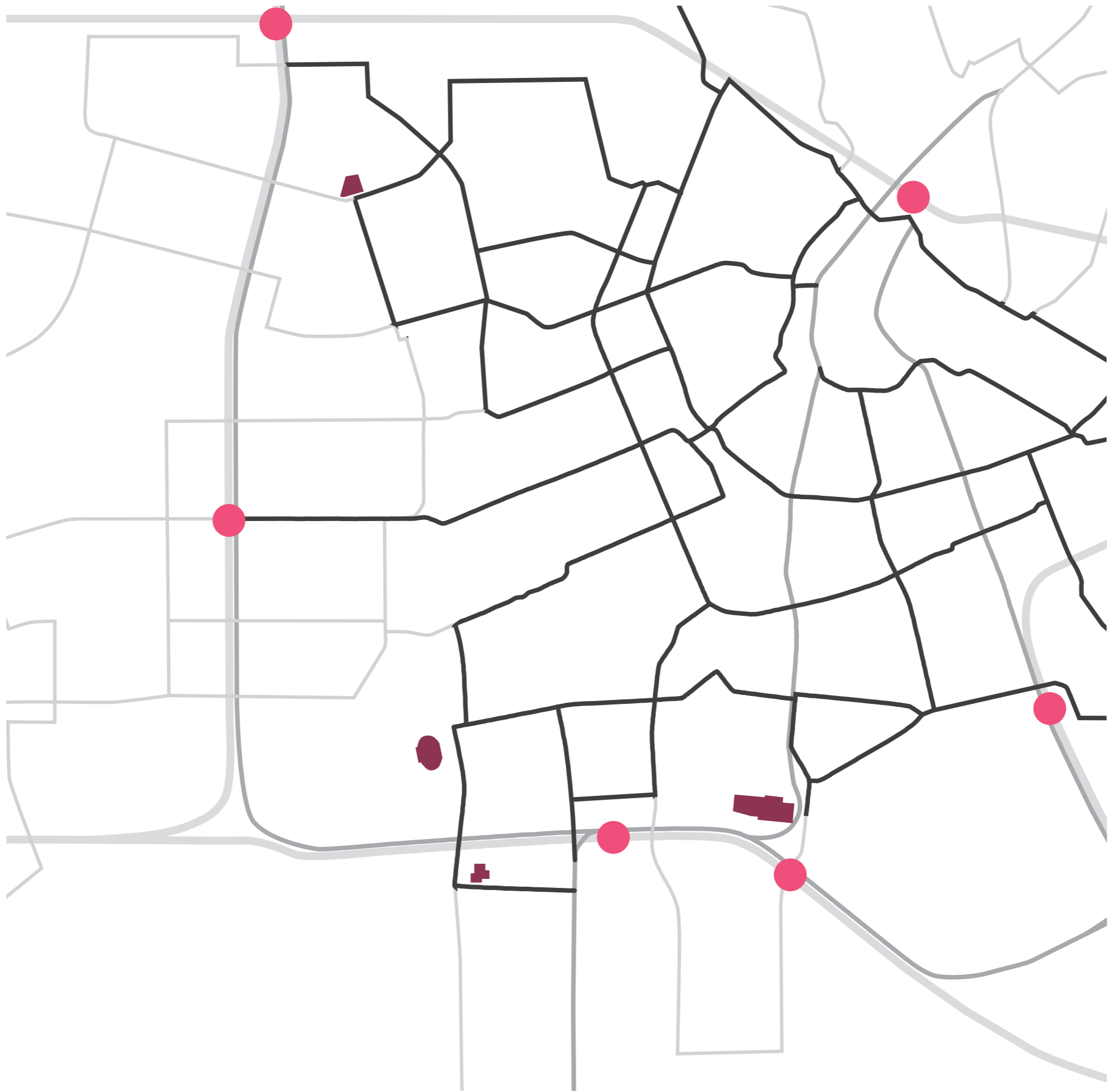
Tourists



4.0
journeys
per day



EXPERIENTIAL KNOWLEDGE FOR AMSTERDAMERS VS COMMON SENSE FOR EVERYONE



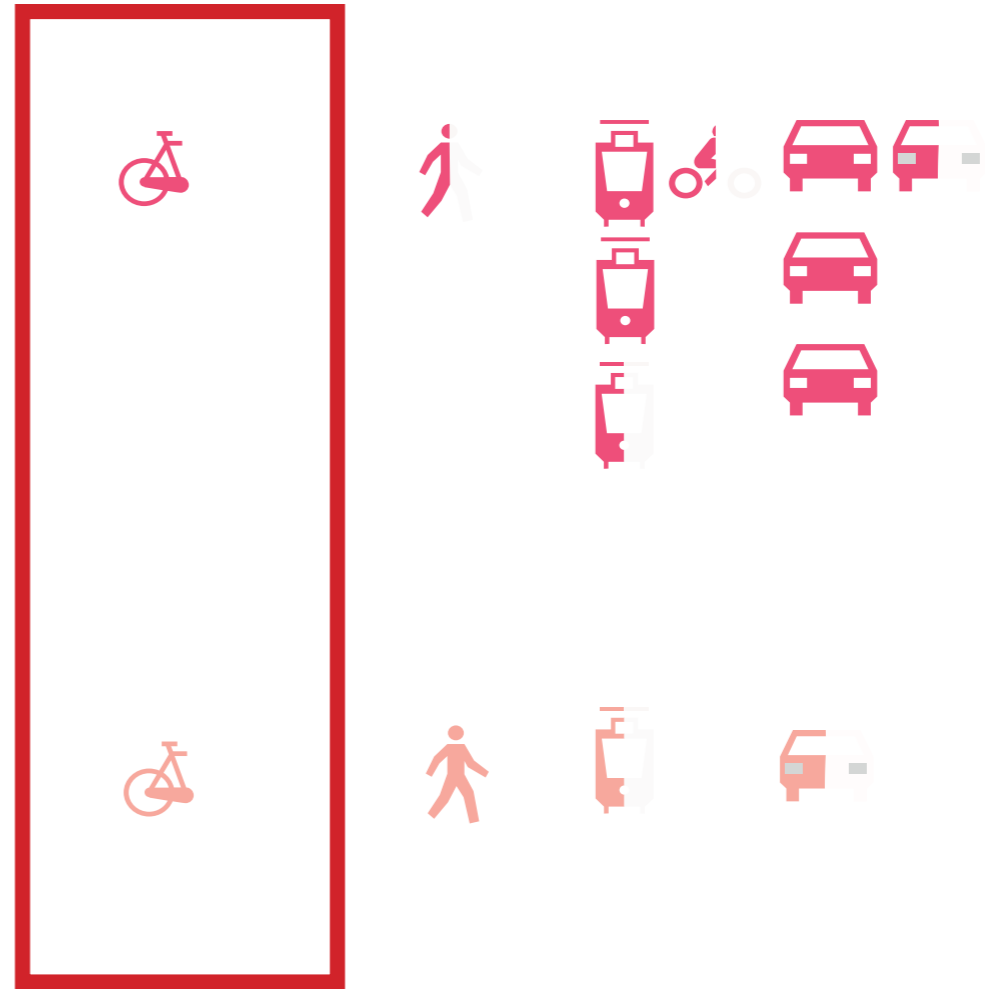
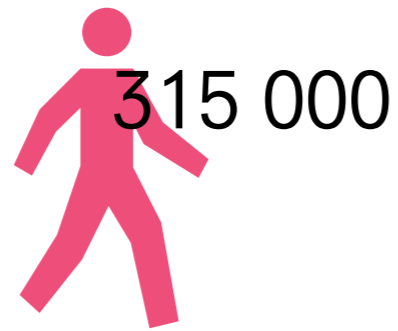
"HUBS FOR TRAM/BUS/METRO USERS"

1/3 OF THE POPULATION

Residents



Visitors



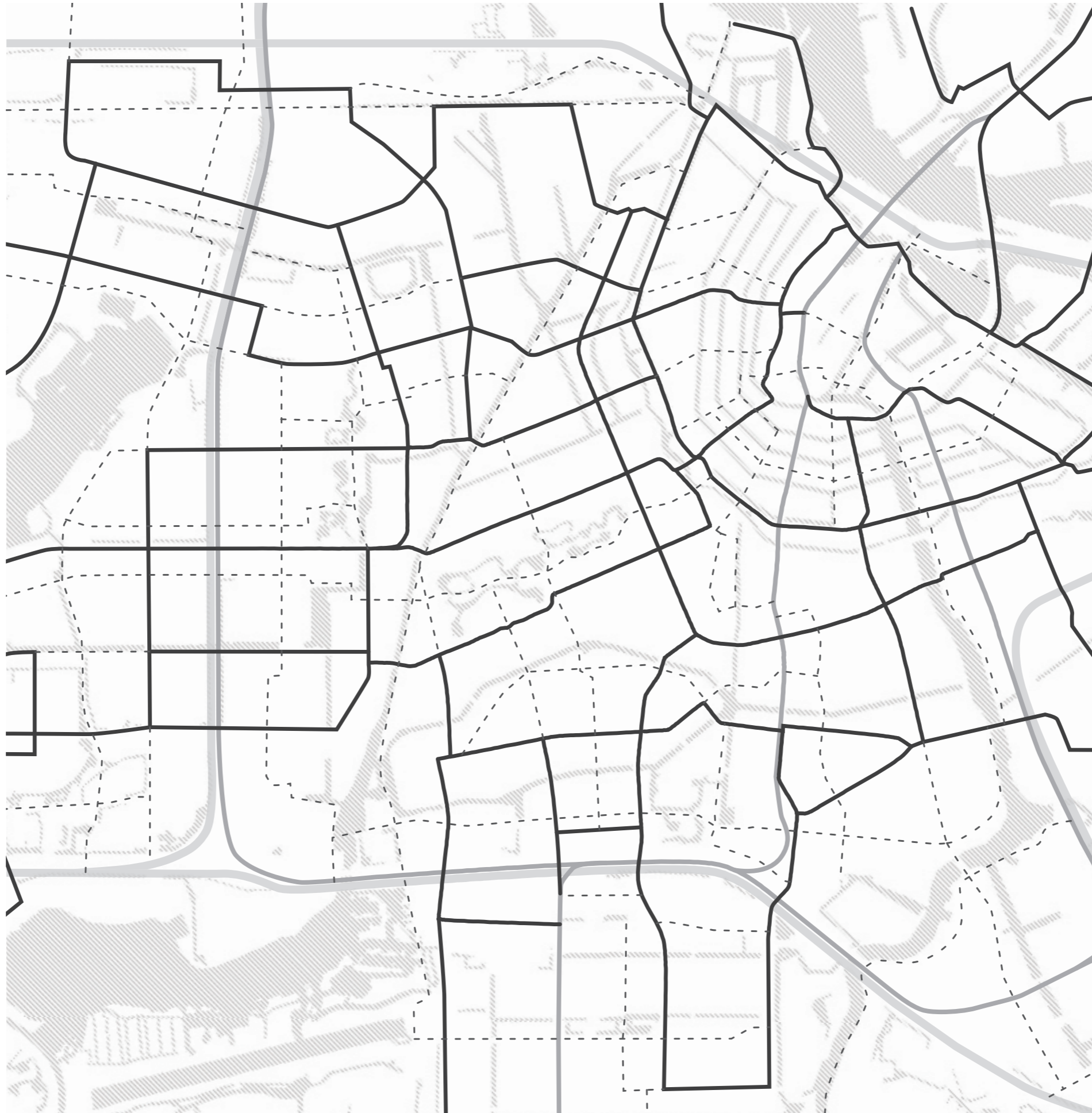
Tourists



EXPERIENTIAL KNOWLEDGE FOR AMSTERDAMERS VS COMMON SENSE FOR EVERYONE

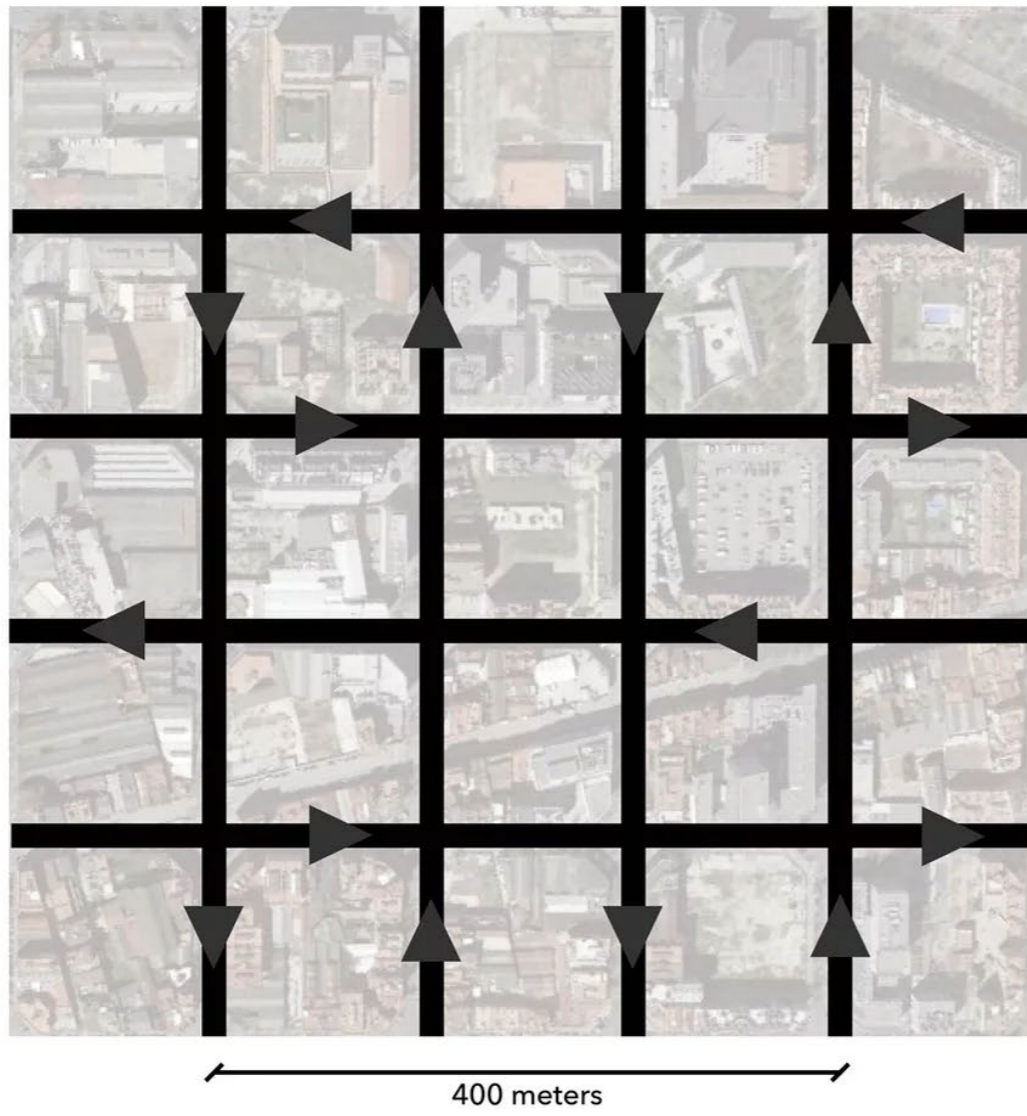


(PROMOTION) HUB FOR **CYCLISTS** SITE CHOICE

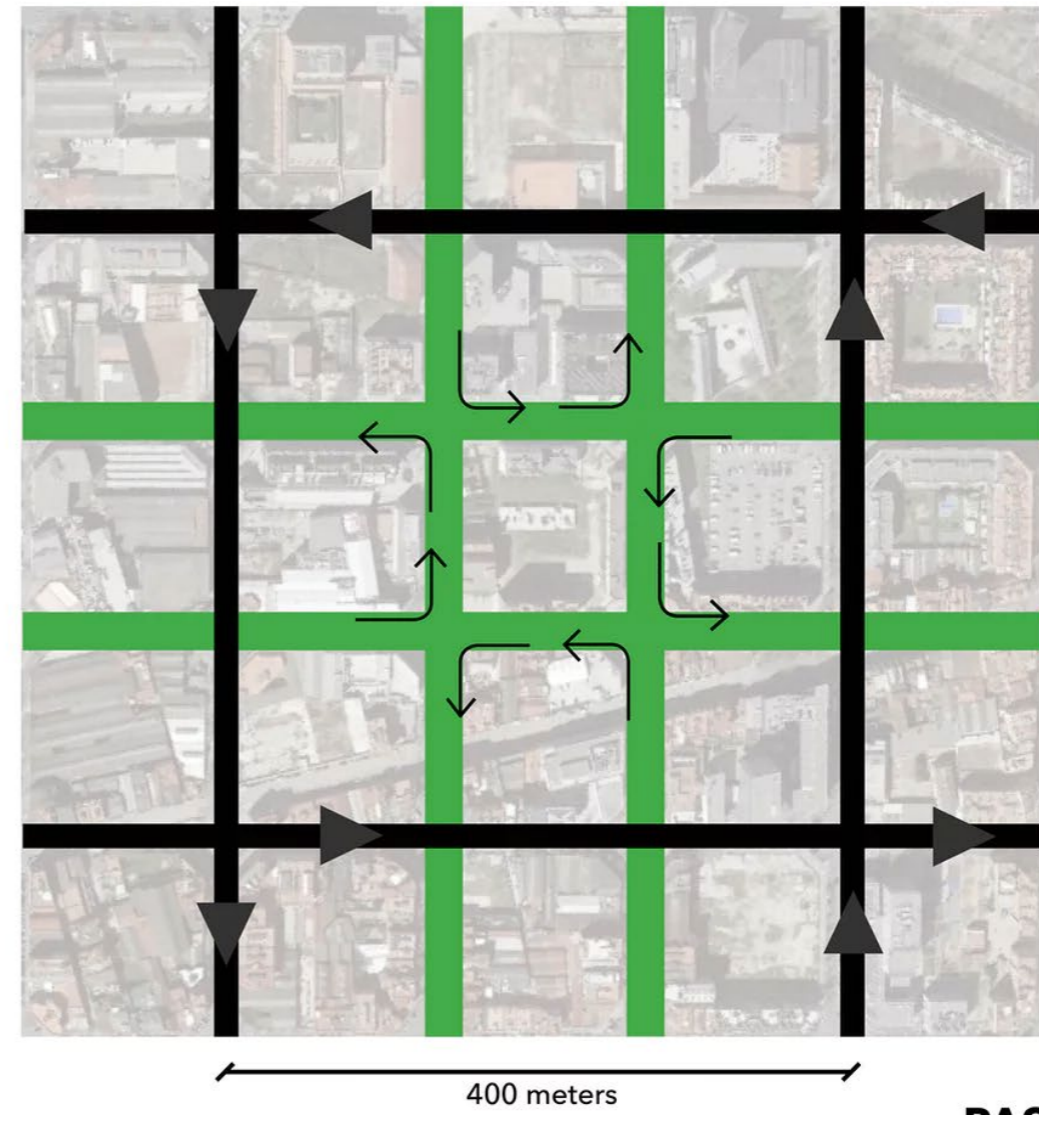


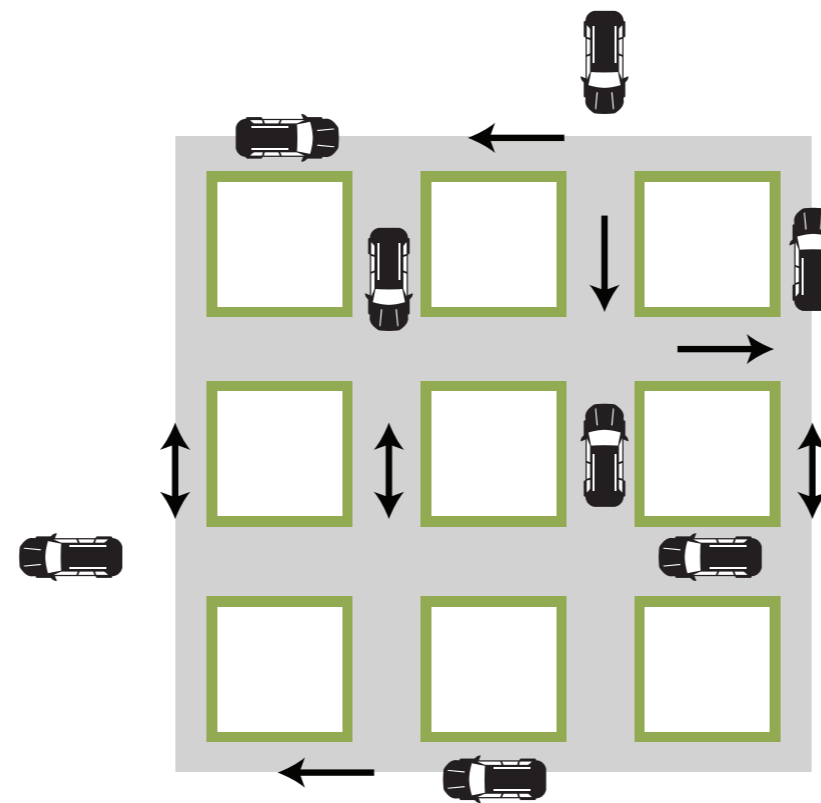
STARTING POINT: SUPER-BLOCK MODEL

CURRENT SITUATION



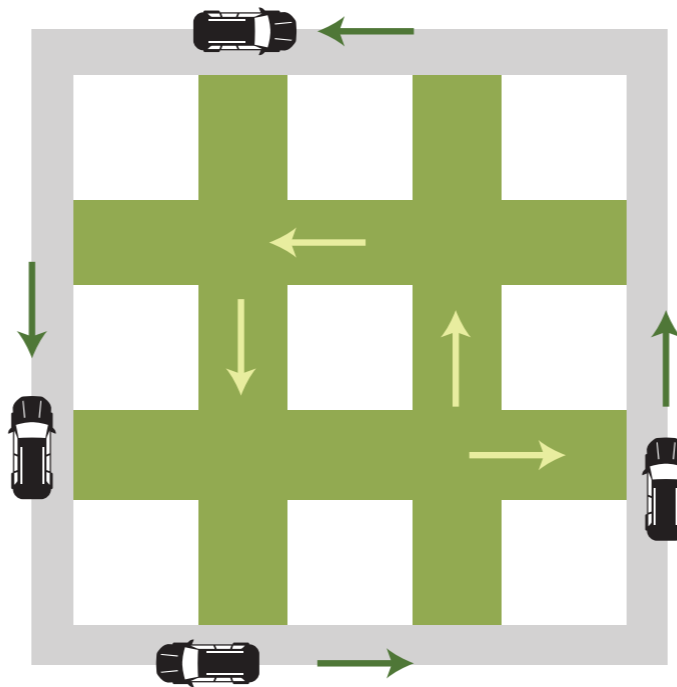
SUPERBLOCK





MIX USED ROAD

- Legend
- Current network
 - Basic network
 - Secondary network
 - 🚗 Residents, emergency
 - 🚗 Private cars & public transport
 - ▬ Pedestrian & cyclists
 - ▬ Motorised transport road



- Legend
- Current network
 - Basic network
 - Secondary network
 - 🚗 Residents, emergency
 - 🚗 Private cars & public transport
 - ▬ Pedestrian & cyclists
 - ▬ Motorised transport road

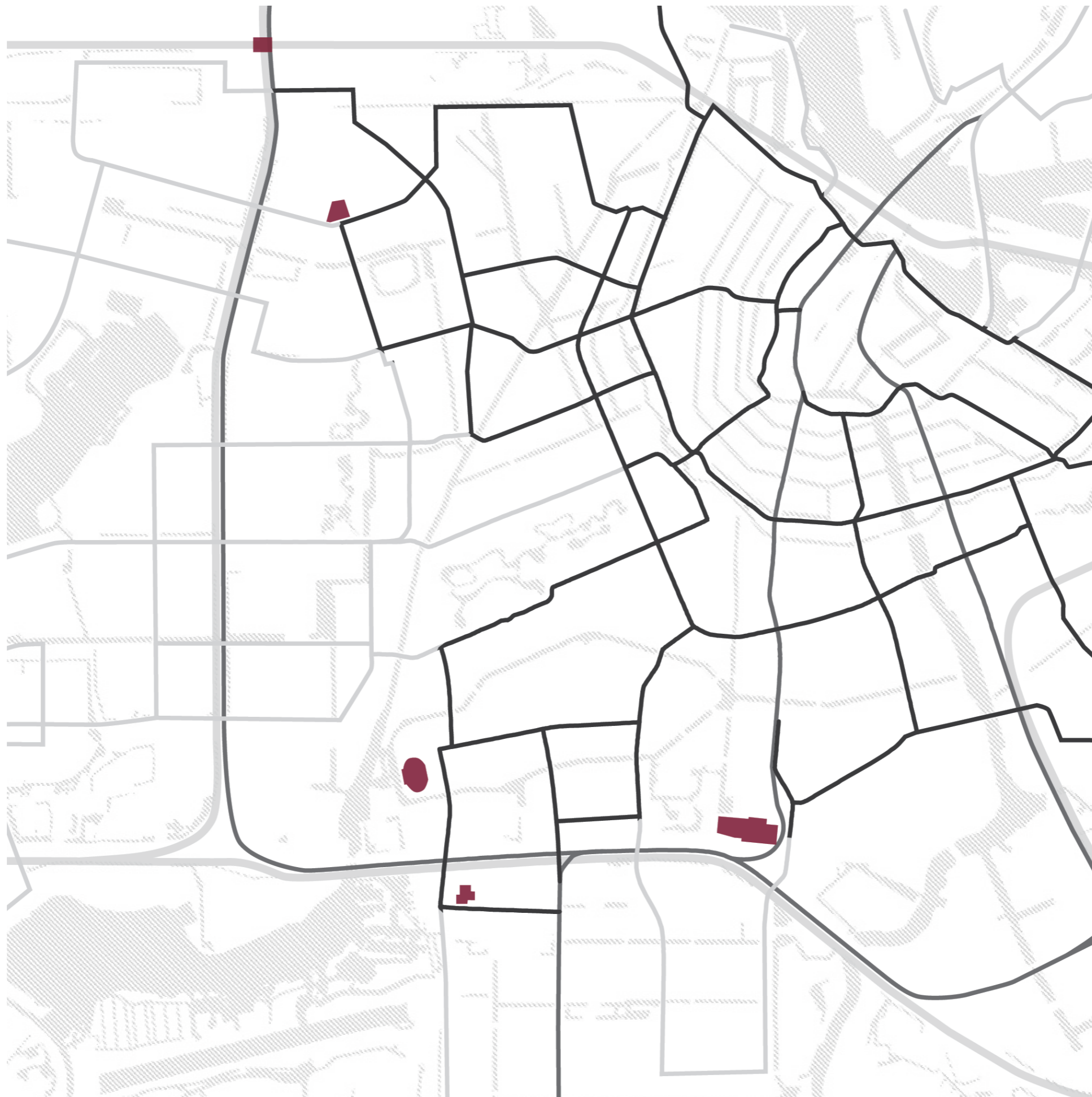
"SUPER-BLOCK"

INTERPRETATIONS

1. P+R SYSTEM

2. BICYCLE PRIOR NETWORK

3. WATER STRUCTURE



1. P+R (PARKEREN + REIZEN) SYSTEM



-



=

2. BICYCLE PLUSNET - PUBLIC TRANSPORT & BICYCLE MIXED PLUSNET =



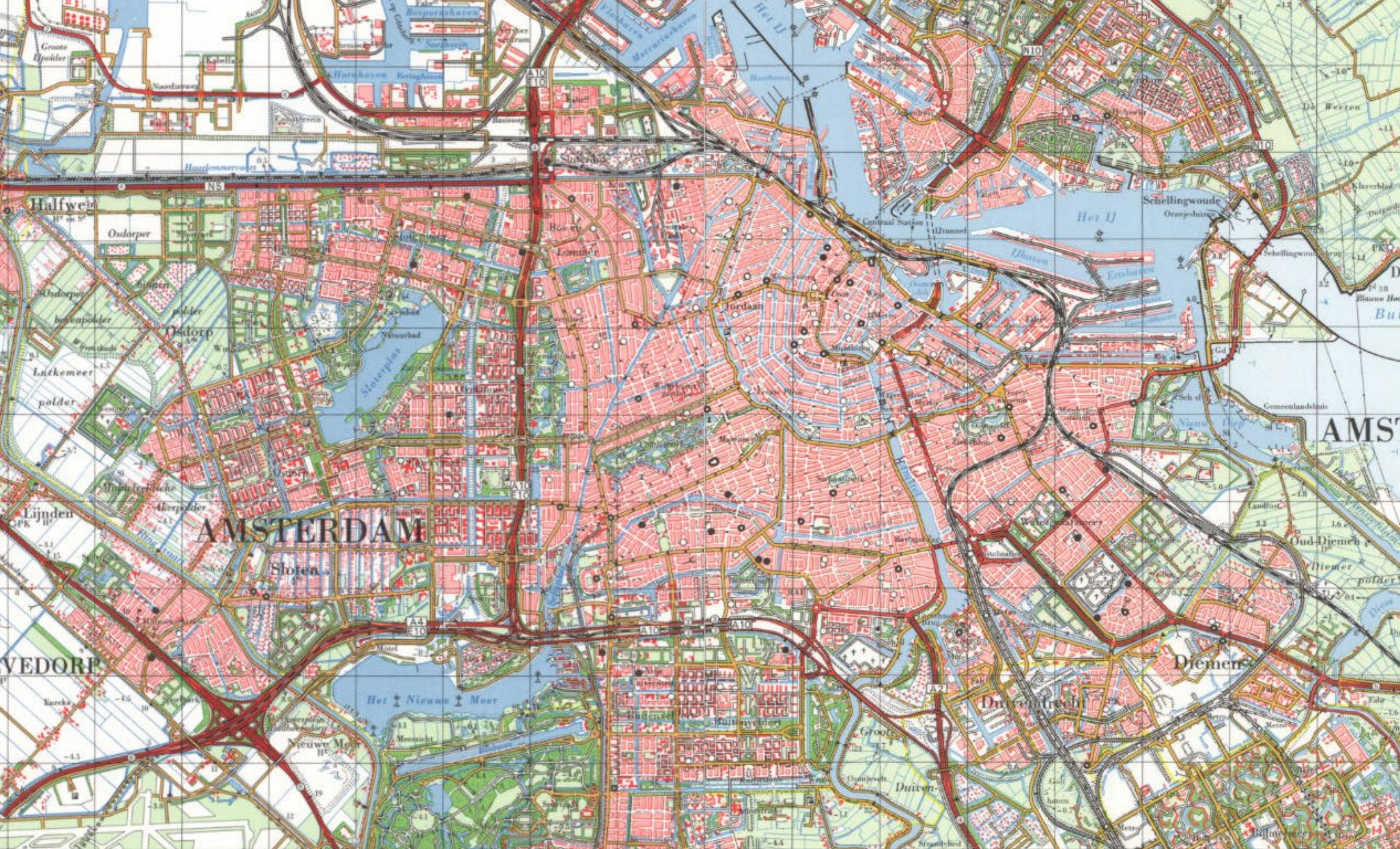
BICYCLE PRIOR NETWORK



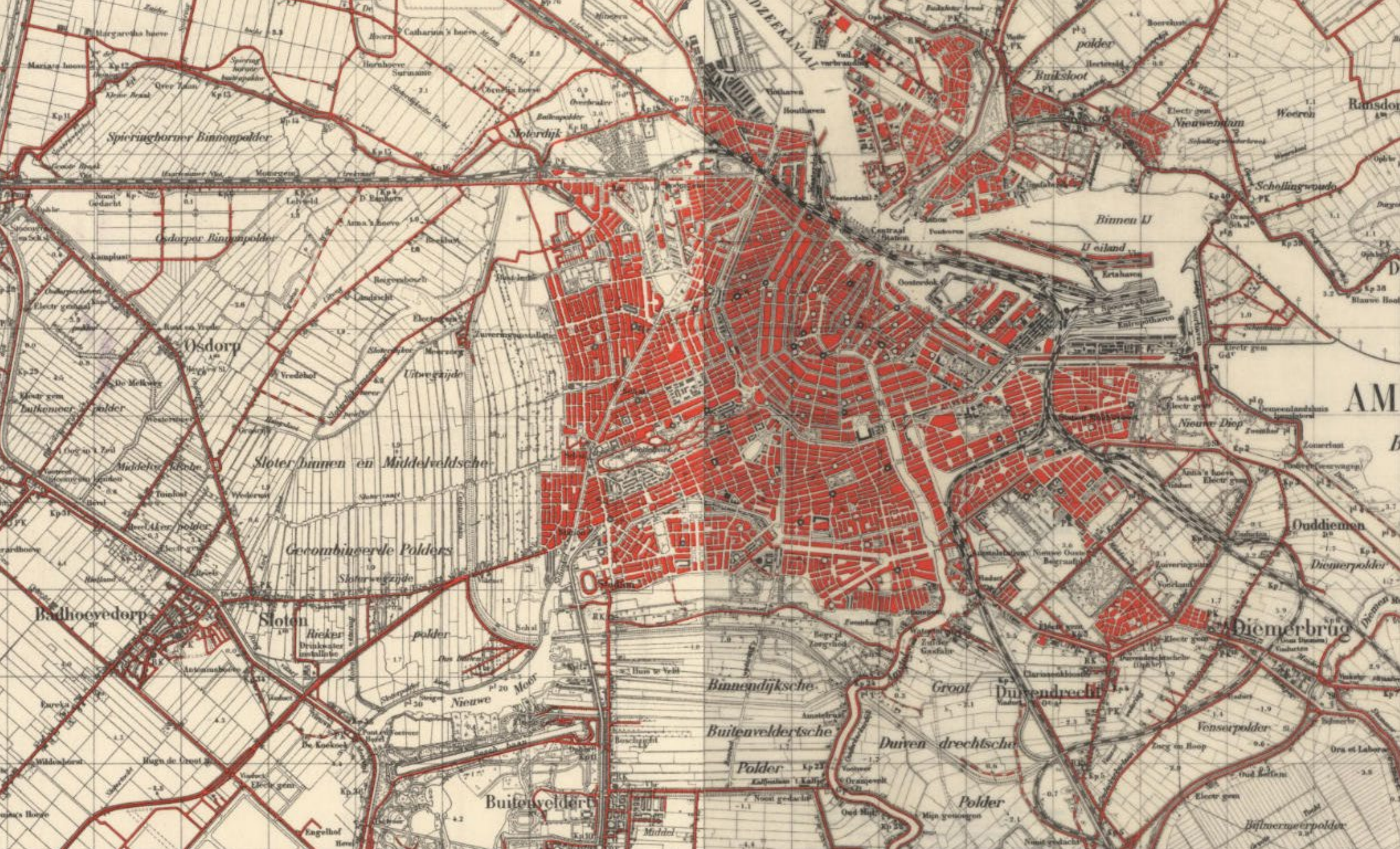
3. WATER STRUCTURE



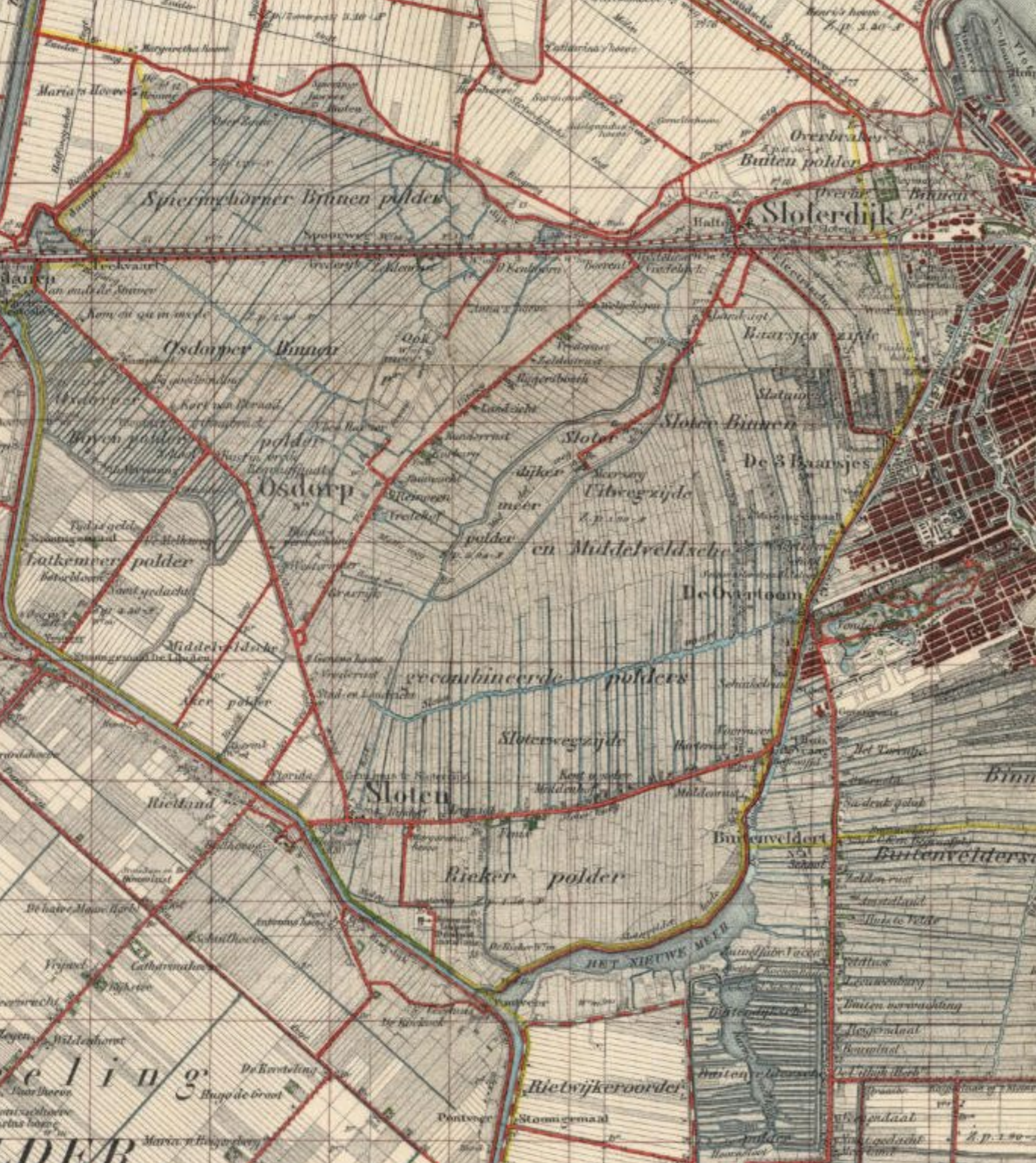
2010s



1980s



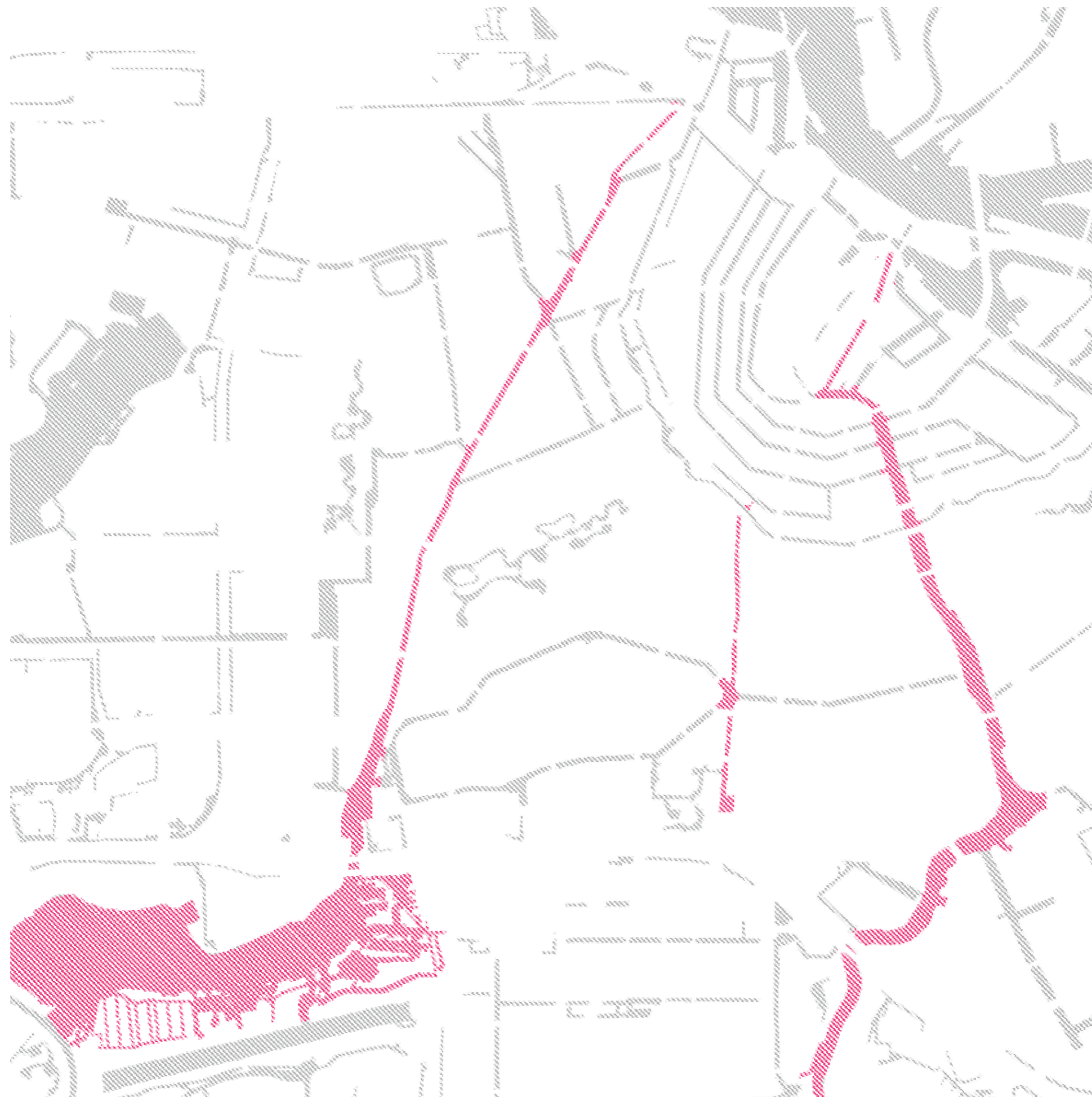
1950s



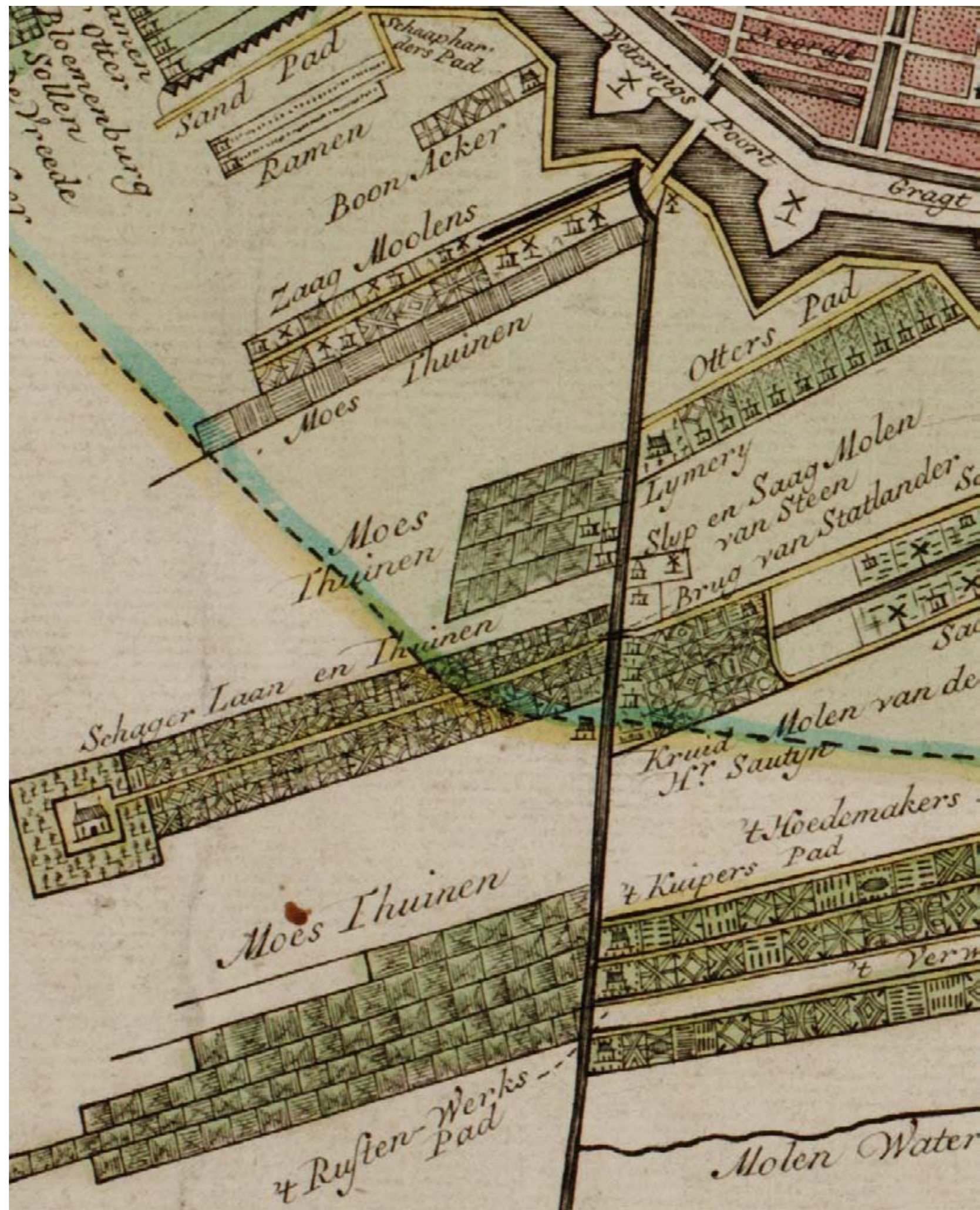
1910s



1810s



WATERWAYS: THE BACKBONES OF CITY EXPANSION TOWARDS SOUTH

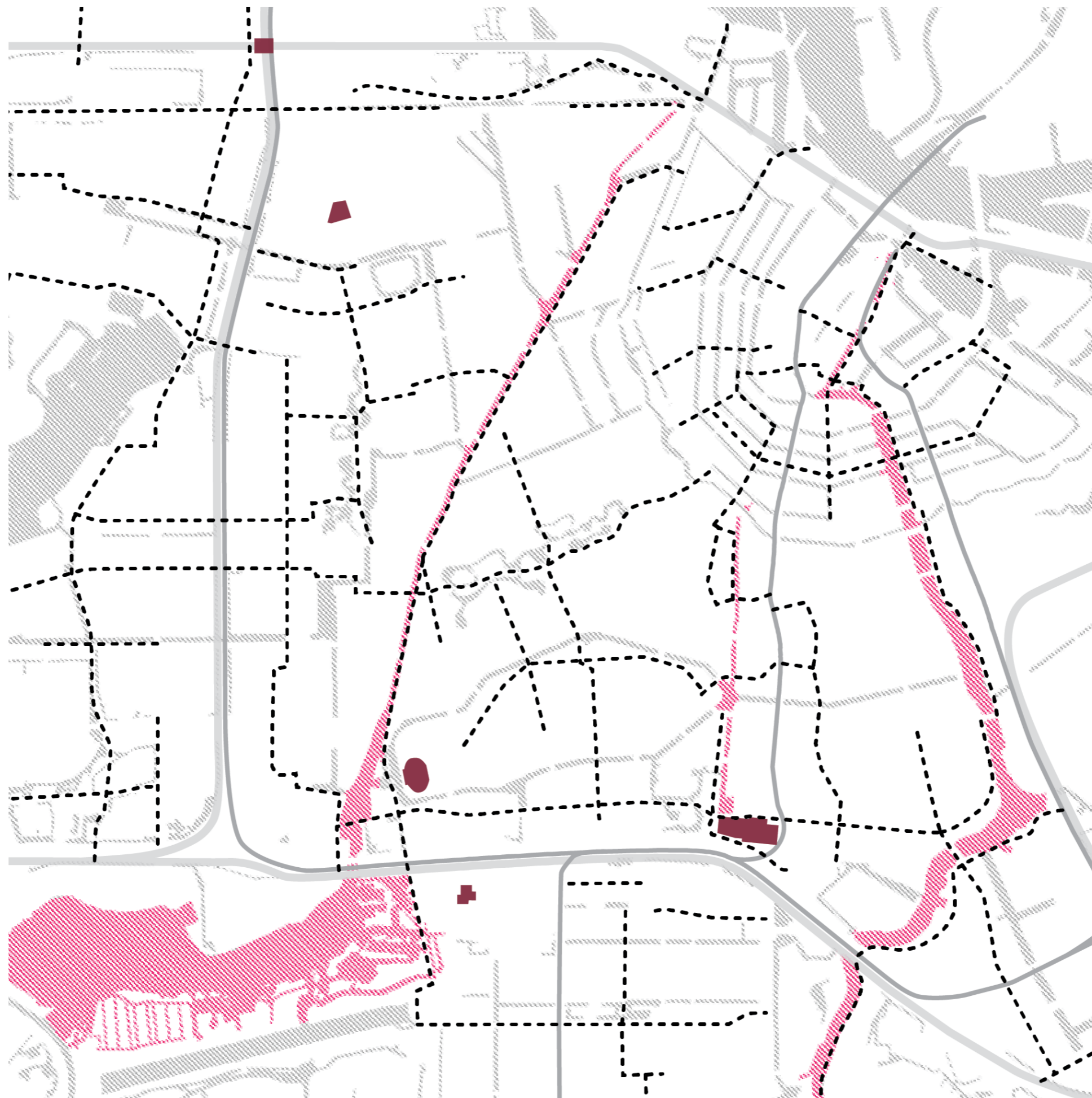




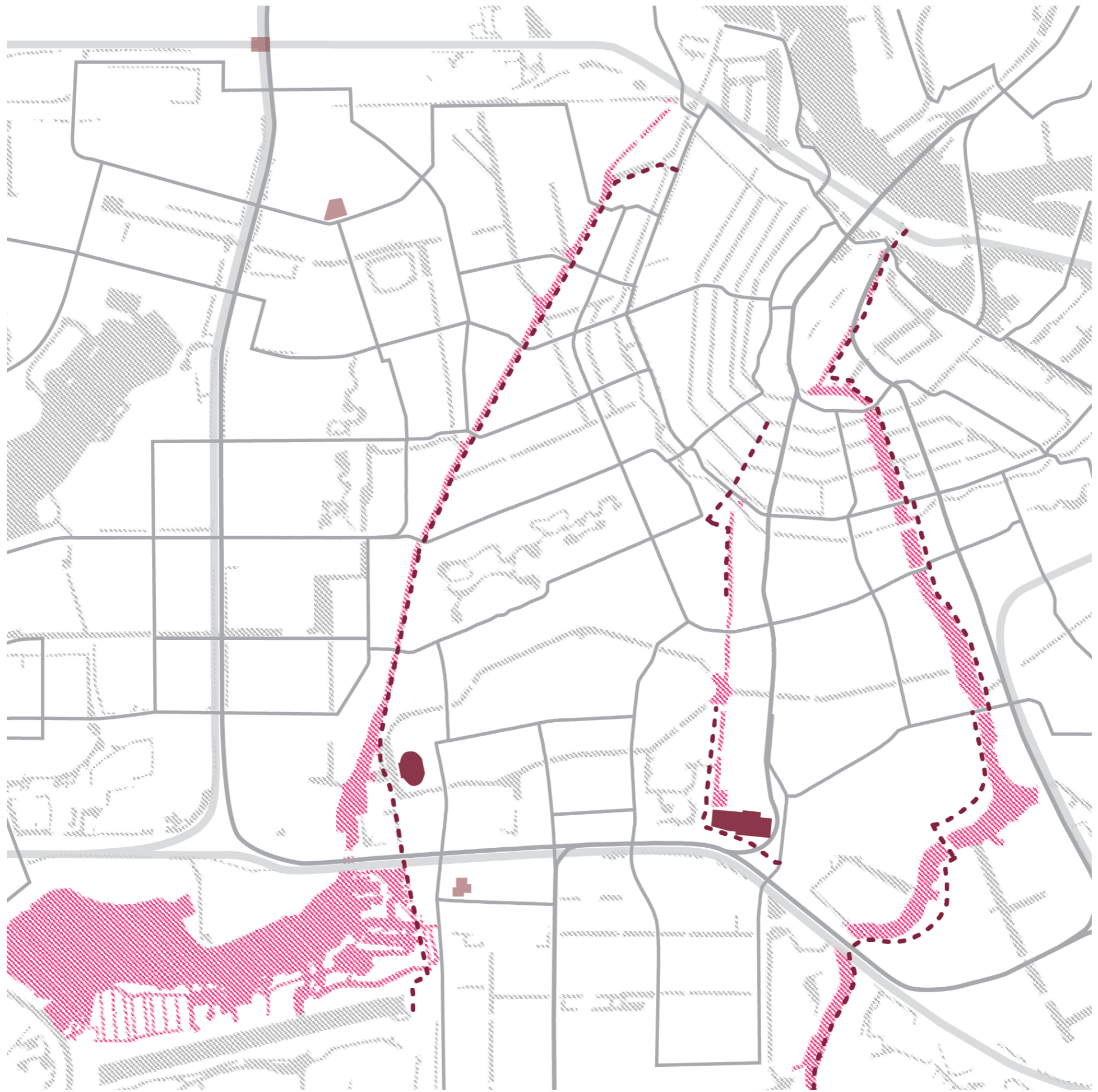


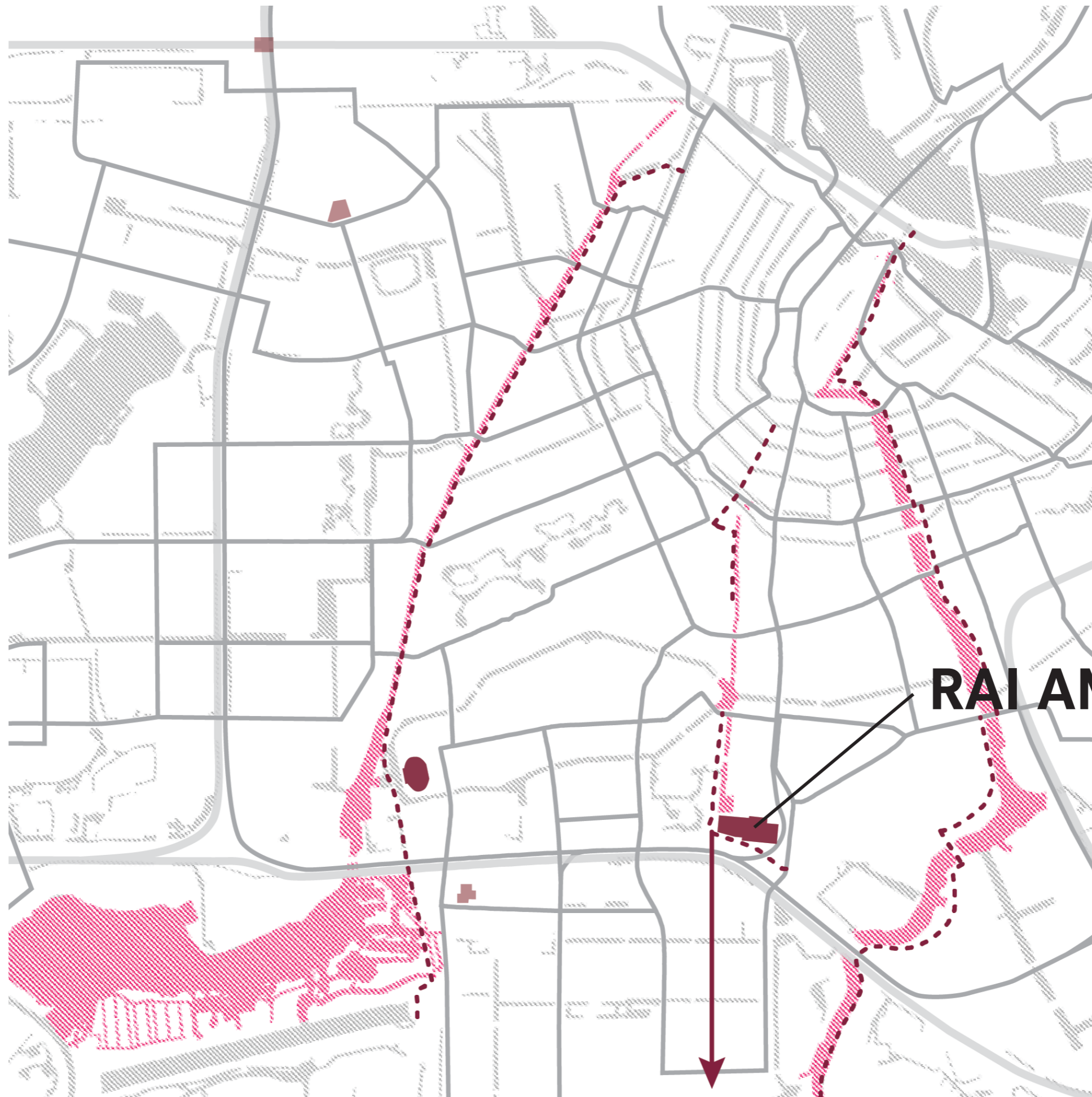






P+R STATIONS & BIKE PRIOR GRID & WATERWAYS





RAI AMSTERDAM

MANIFESTO: RECALL THE LINK



BRIEF HISTORY: R.I. TO R.A.I.

DE RIJWIEL-INDUSTRIE + THE 'A' FOR AUTO [CAR]

THEIR OWN BICYCLE EXHIBITION: A NATIONAL EVENT ONCE A YEAR

Upcoming events

**in-cosmetics®
global**

Amsterdam • 17-19 April 2018

17 Apr thru 19 Apr 2018

In-cosmetics 2018



17 Apr thru 19 Apr 2018

Building Holland 2018

**MODERN
BUSINESS
EXPERIENCE**

Presented by

ORACLE®

19 Apr thru 19 Apr 2018

**Modern Business
Experience 2018**

**BioProcess International
European Summit**

23 Apr thru 25 Apr 2018

**BioProcess International -
BPI 2018**

[All events »](#)

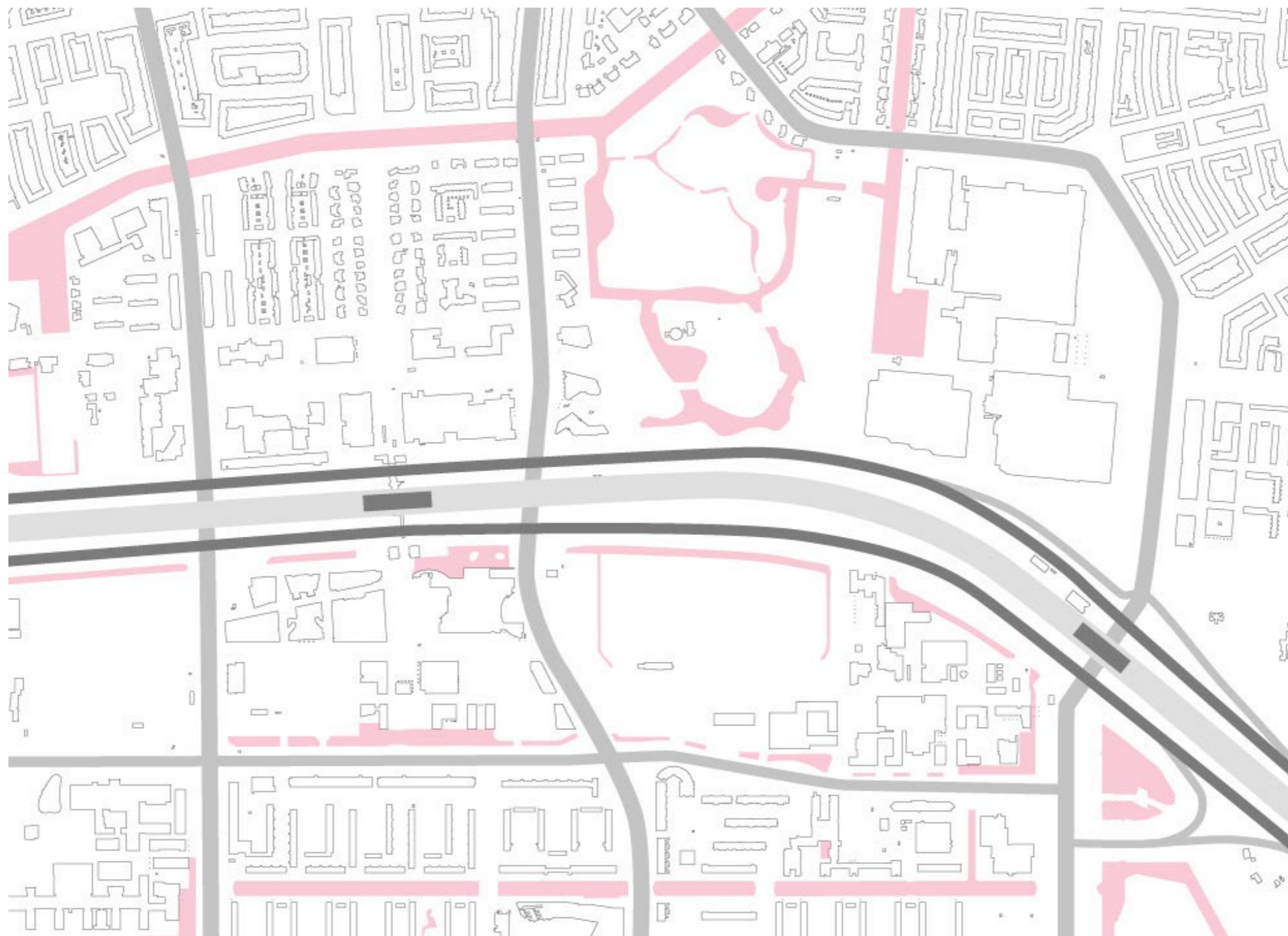
INTERNATIONAL EXHIBITION AND CONFERENCE CENTER



**ONCE A YEAR
MIX-USED EXHIBITION HALL**



**PERMANENT BIKE EXHIBITION
PROMOTION HUB**

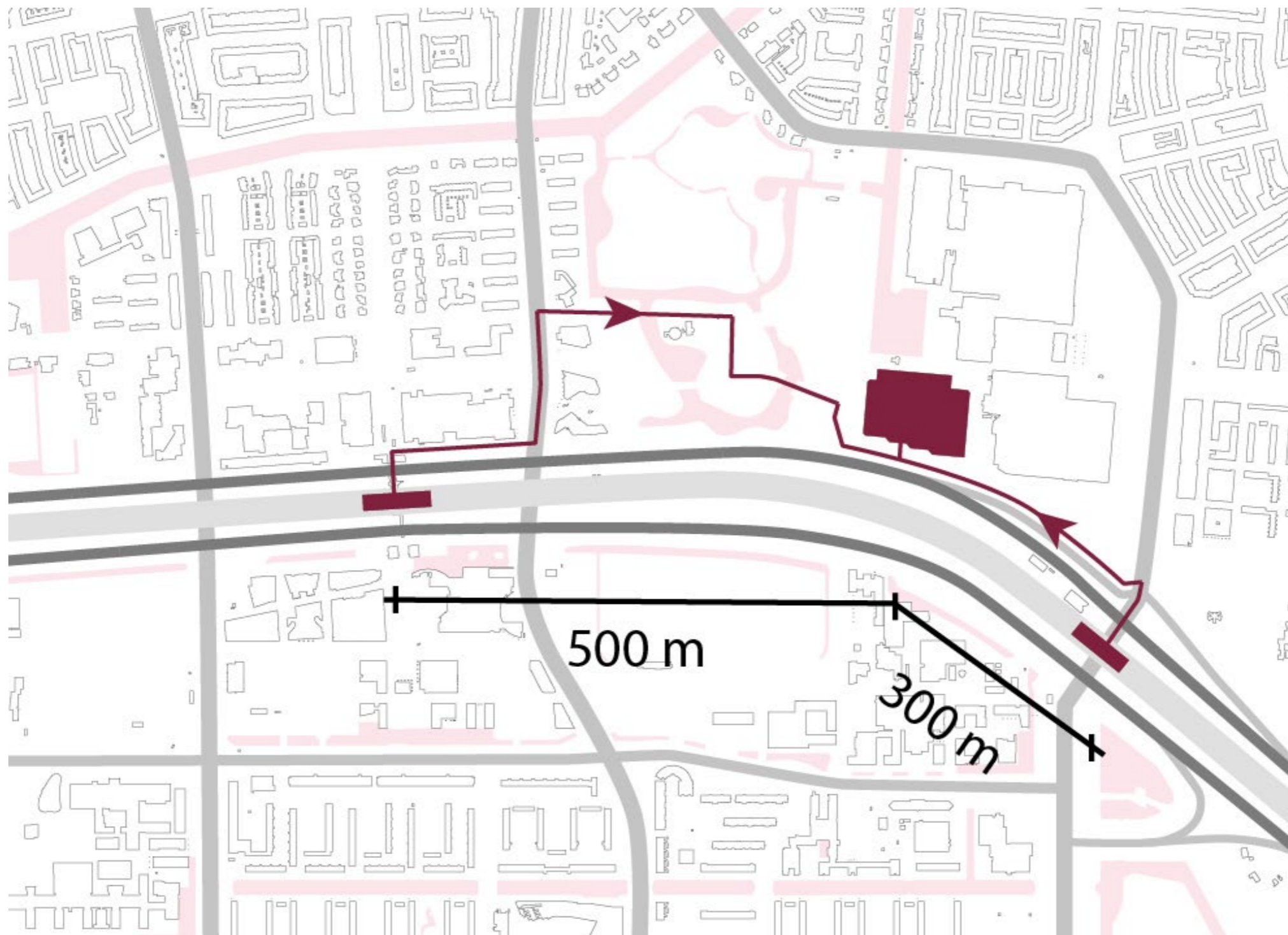


ZUIDAS: BASIC URBAN MEASURES





3 GATEWAYS FROM SOUTH





BOULEVARD: PEDESTRIAN CONNECTION



PUSH THE TUNNEL FURTHER



AMSTERDAM RAI HALL 11





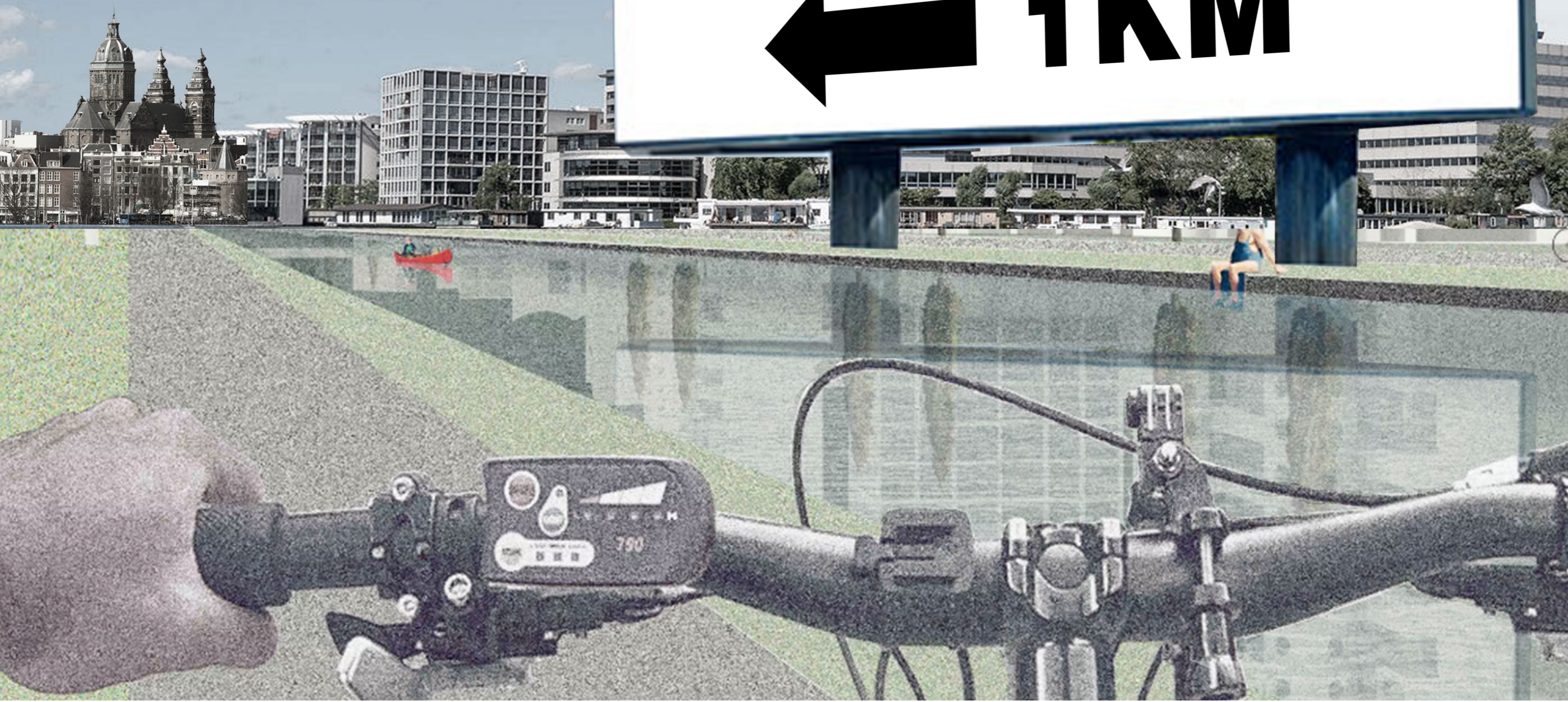
WATERWAY EXTENSION



BICYCLE NETWORK EXTENSION

BICYCLE WONDERLAND

← 1KM

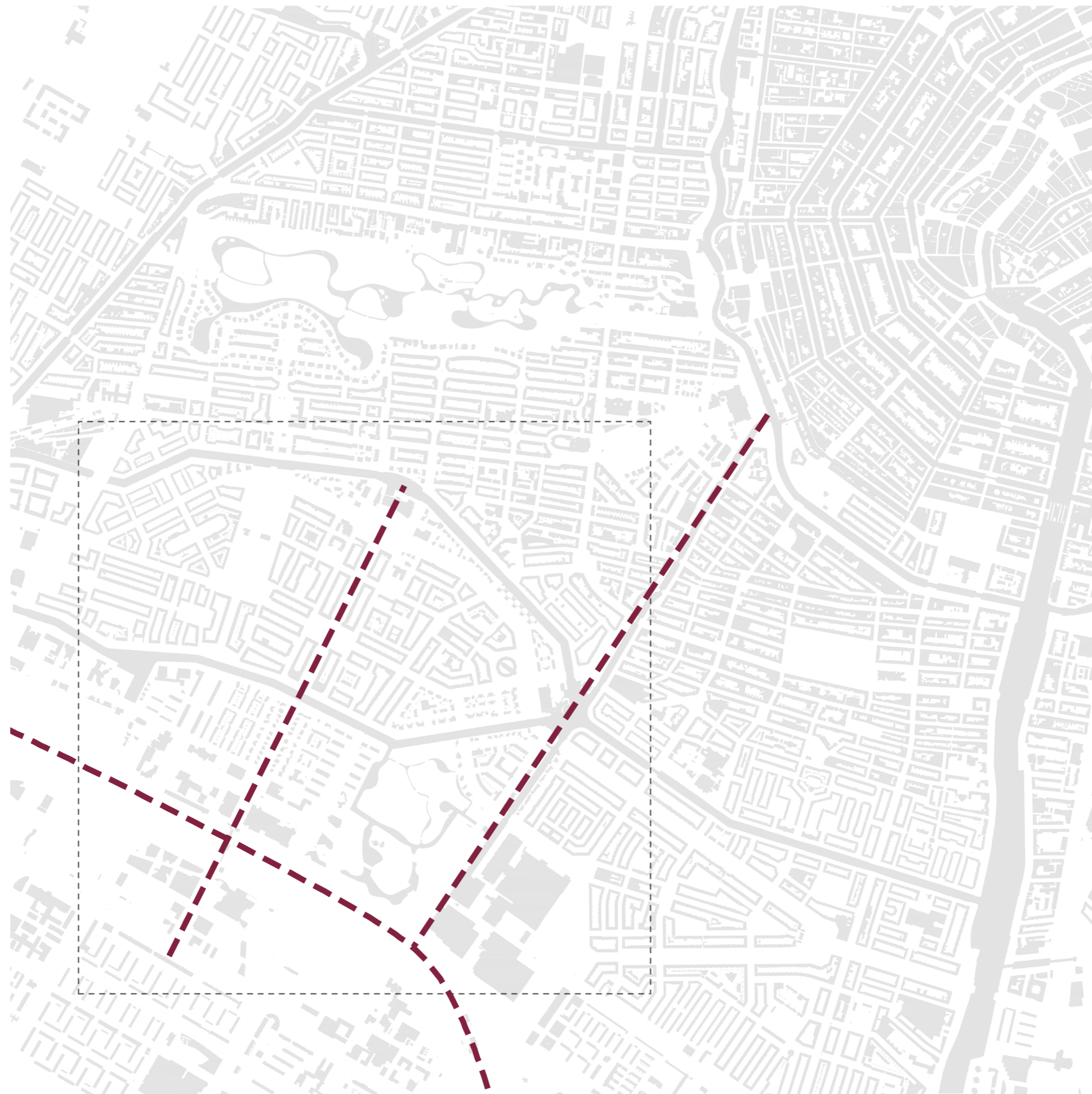




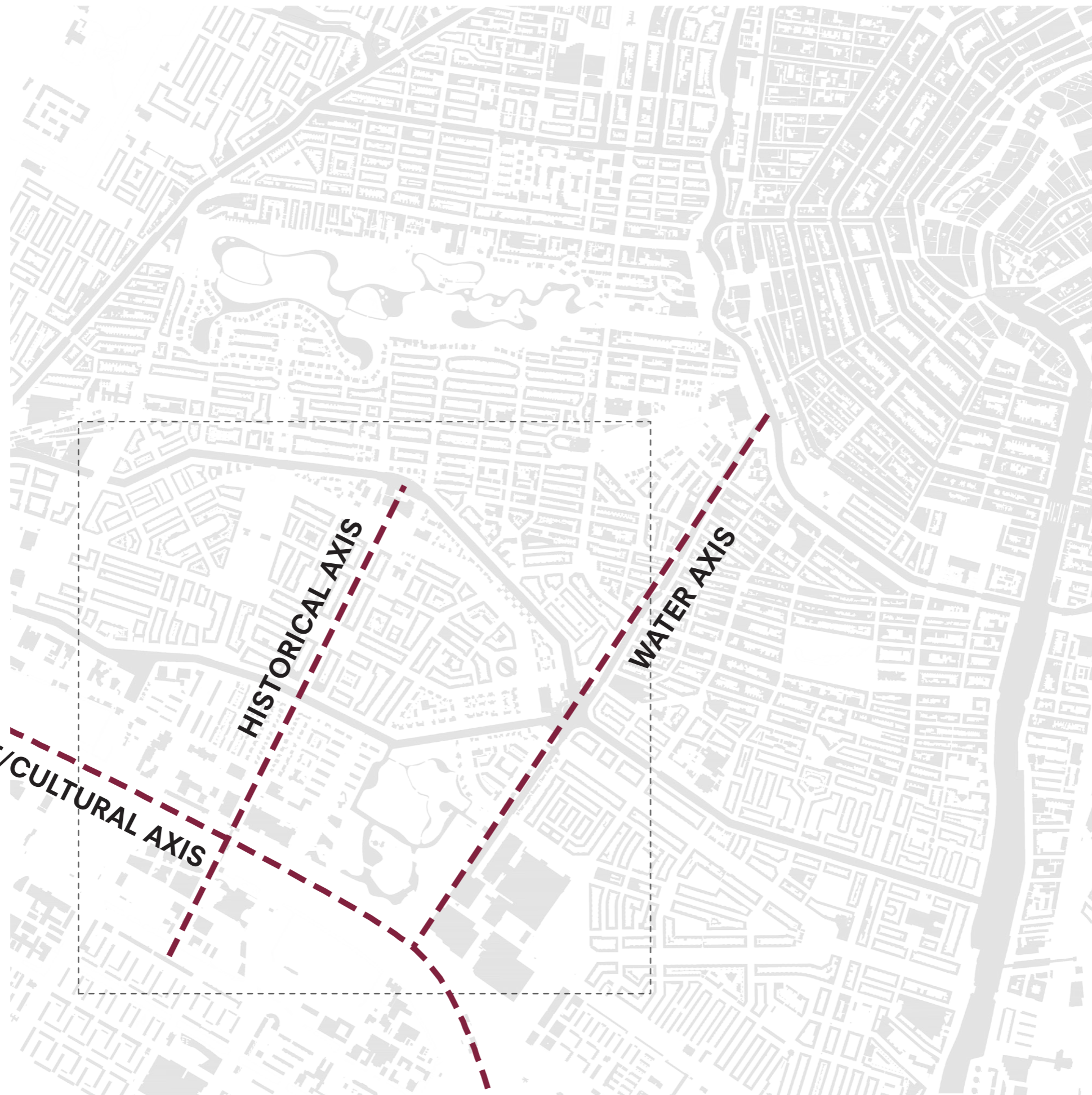
GROUP VISION



GROUP VISION



GROUP VISION

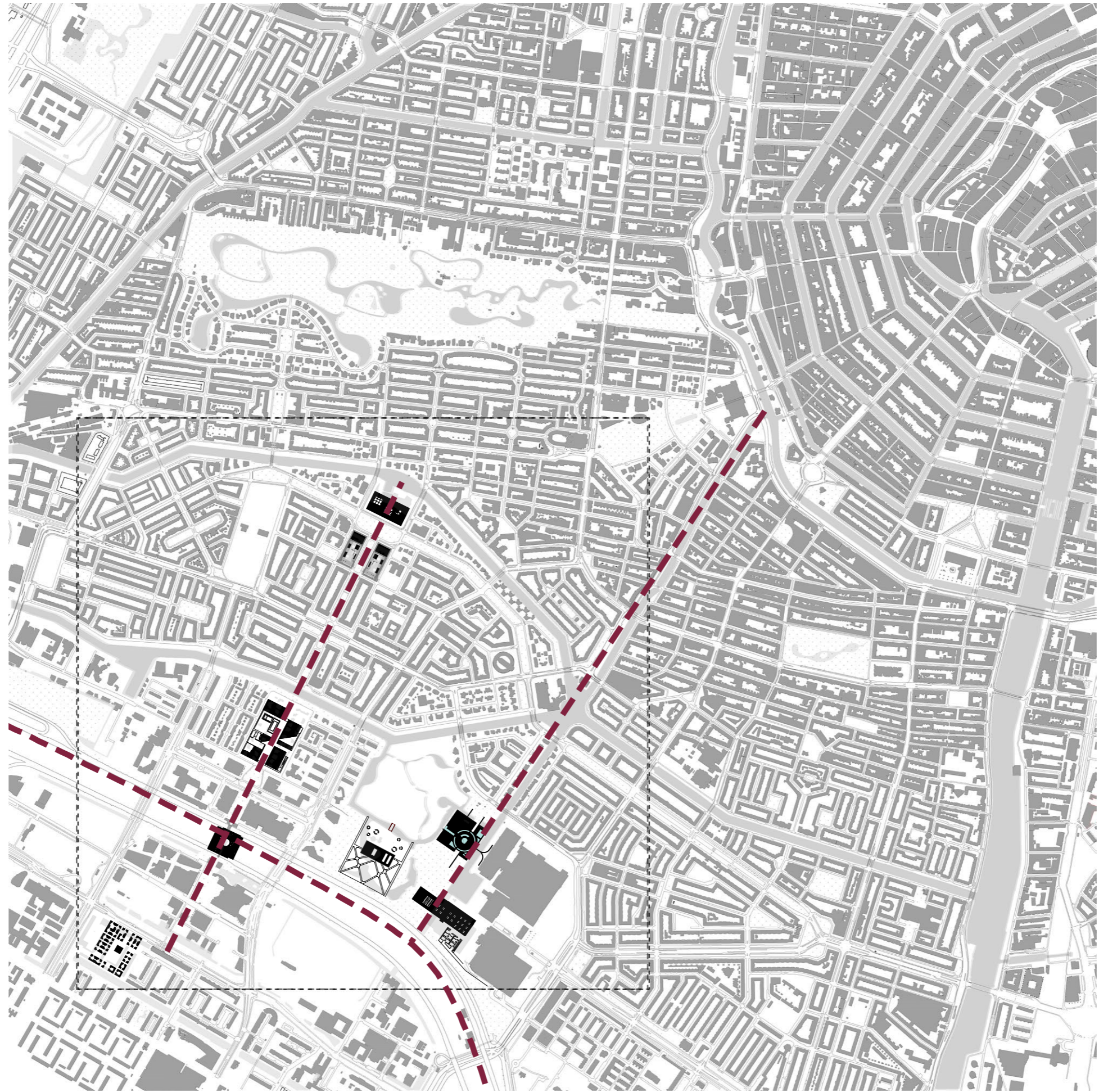


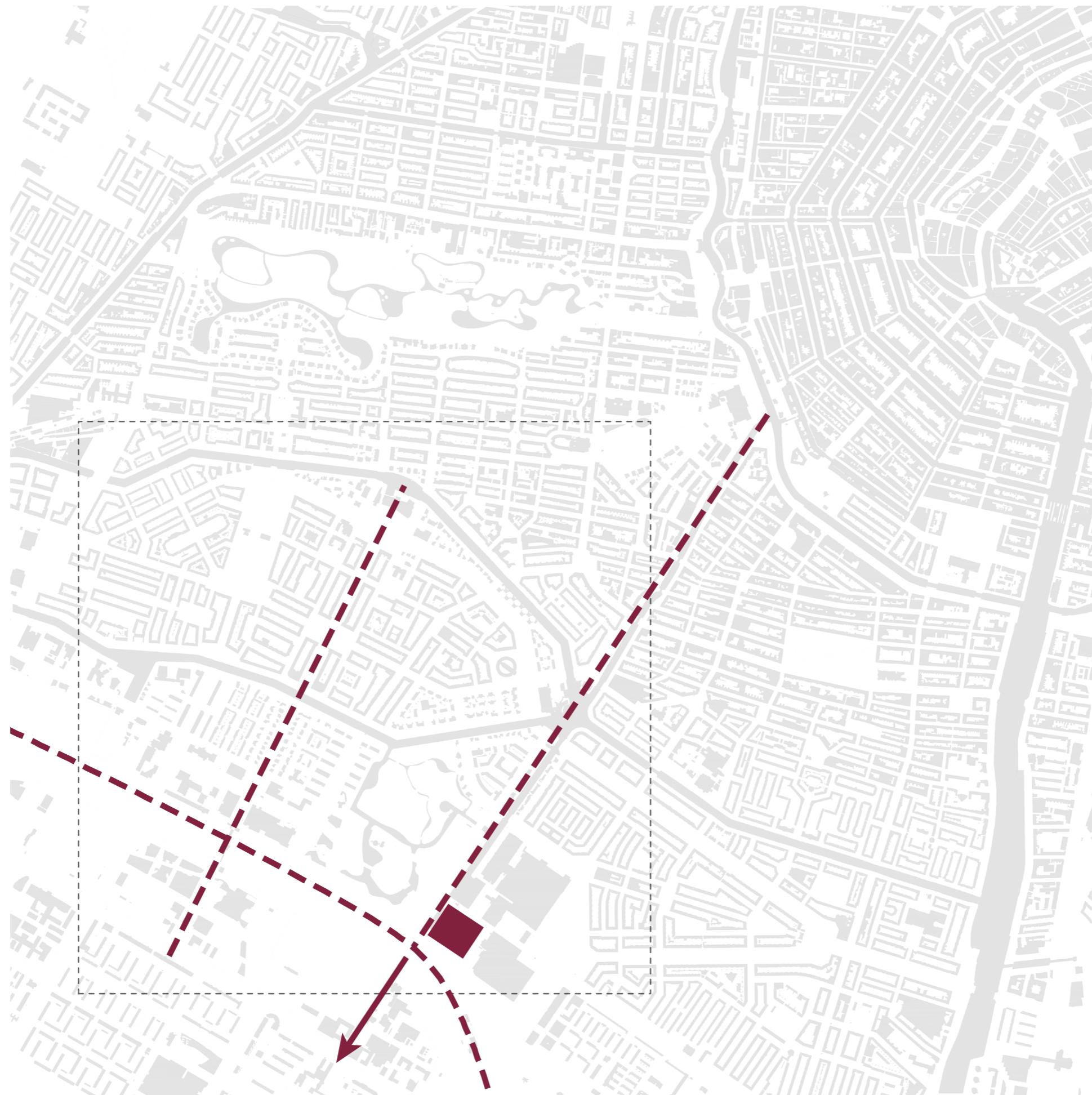
INFRASTRUCTURE/CULTURAL AXIS

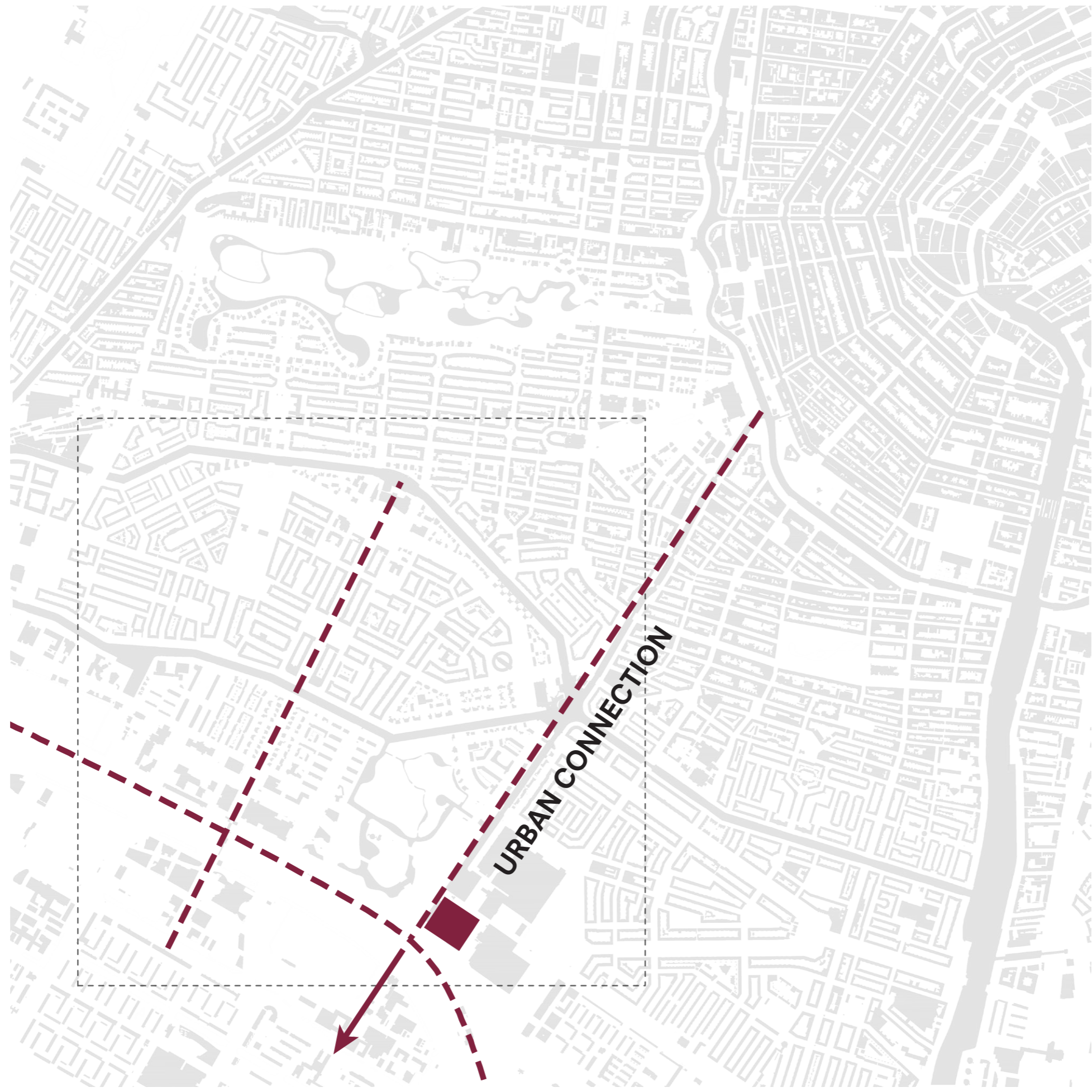
HISTORICAL AXIS

WATER AXIS

GROUP VISION







URBAN CONNECTION

1. URBAN SCALE: AMSTERDAM

WHERE: ARGUMENTATION OF SITE CHOICE

2. NEIGHBORHOOD SCALE: RAI COMPLEX

WHAT KIND OF BUILDING DOES RAI NEED?

3. BUILDING SCALE

TYPOLGY AND DESIGN PROPOSAL

HOE BEREIKT U RAI AMSTERDAM?

Per trein

De RAI heeft een 'eigen' station, Amsterdam RAI. Dit station ligt op een steenworp afstand van het RAI-complex en is vanuit het hele land uitstekend bereikbaar per trein. Volg de borden RAI Amsterdam als u het station uitkomt. Voor meer informatie raadpleeg de NS Reisplanner op www.ns.nl.

Per tram, metro en bus

Tram 4 rijdt tussen de RAI (halte Europaplein), het centrum van Amsterdam en Amsterdam Centraal. Vanaf station Amstel kunt u de RAI bereiken met metro 51 en bus 65. Metro 51 heeft tevens verbinding met Amsterdam Centraal. Metro 50 onderhoudt een regelmatige dienst tussen Amsterdam Sloterdijk en Gein en stopt bij station Amsterdam RAI.

Per Auto

Vanaf de autosnelweg A1 (Amersfoort/ Amsterdam), A2 (Utrecht/Amsterdam) of A4 (Den Haag/Amsterdam) gaat u naar de A10 (ringweg Amsterdam). Neem afslag 9, Amsterdam Rivierenbuurt. Vanaf deze afslag staat de route naar de RAI parkeergarages (P1, P2, P3, P4) aangegeven.

HOW TO REACH RAI AMSTERDAM?

By train

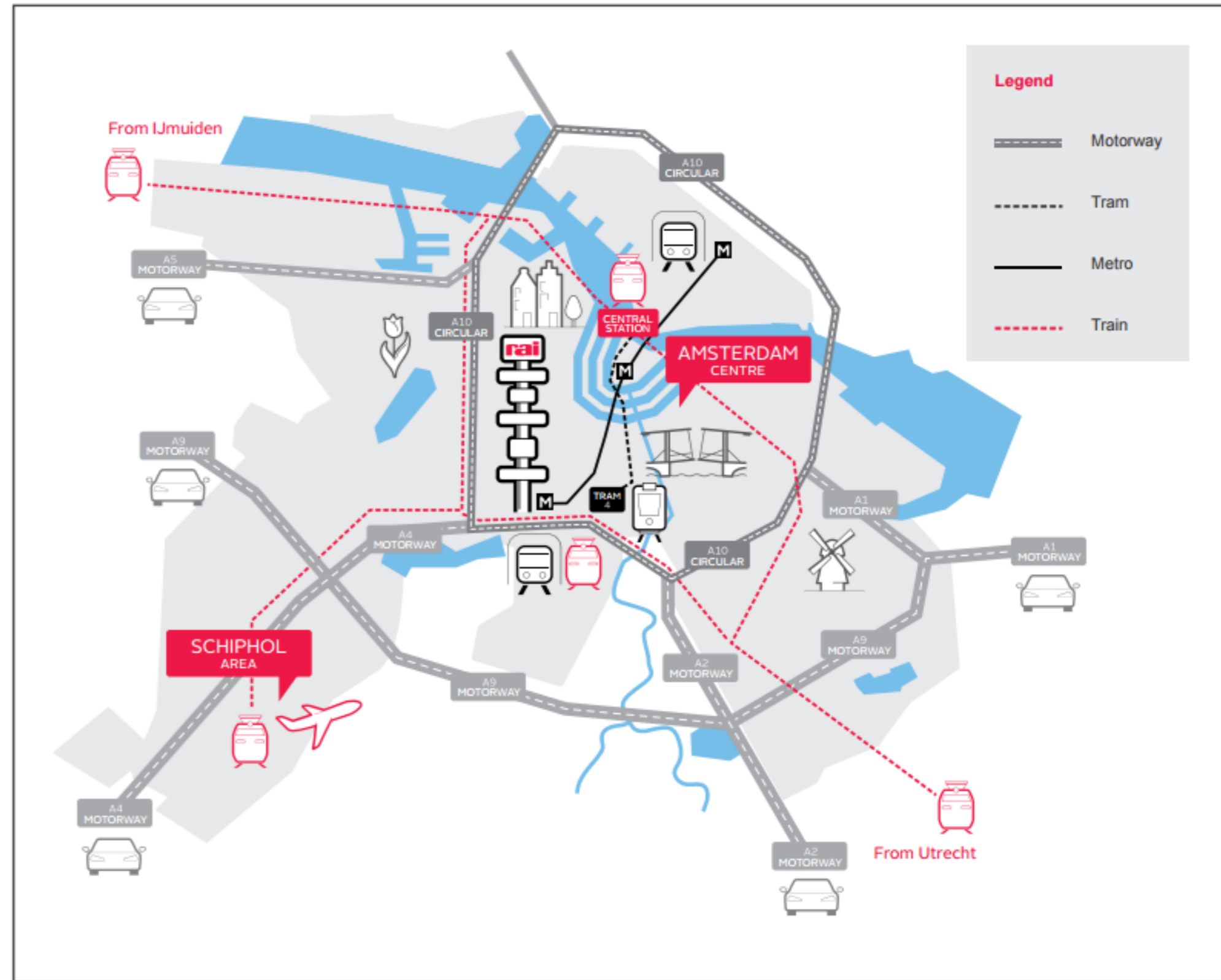
Railway station Amsterdam RAI is 300 metres from the RAI and has direct connection with Duivendrecht, Amsterdam Amstel, Amsterdam Zuid and Schiphol railwaystations, which are linked to the international InterCity network. Follow the signs RAI Amsterdam when you leave the station.

By tram, metro and bus

Tram route 4 between the centre of Amsterdam, Amsterdam Centraal and the RAI (stop at Europaplein). From the Amstel railway station you can reach the RAI via metro 51 or bus route 65. Metro 51 also runs to Amsterdam Central Station.

By car

From the motorway A1, A2 or A4 you go to the ring road (A10) Amsterdam. Take exit 9, Amsterdam Rivierenbuurt. From this exit the route to the RAI car parks (P1, P2, P3, P4) is indicated.



Upcoming events



17 Apr thru 19 Apr 2018
In-cosmetics 2018



17 Apr thru 19 Apr 2018
Building Holland 2018



19 Apr thru 19 Apr 2018
Modern Business Experience 2018



23 Apr thru 25 Apr 2018
BioProcess International - BPI 2018

[All events »](#)



Approval ratings



434
in Amsterdam

9
abroad

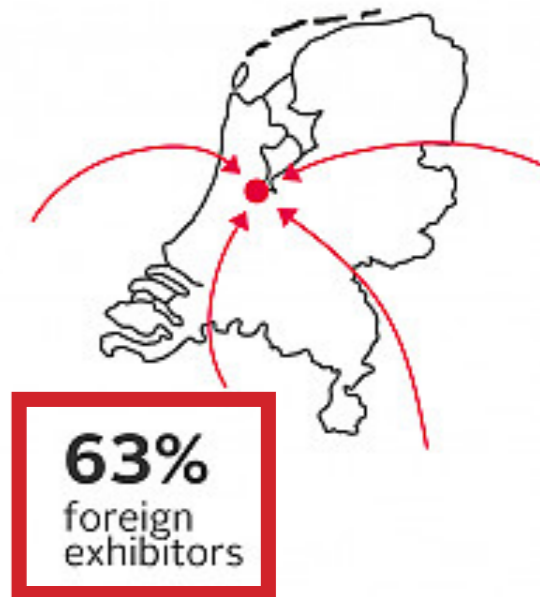
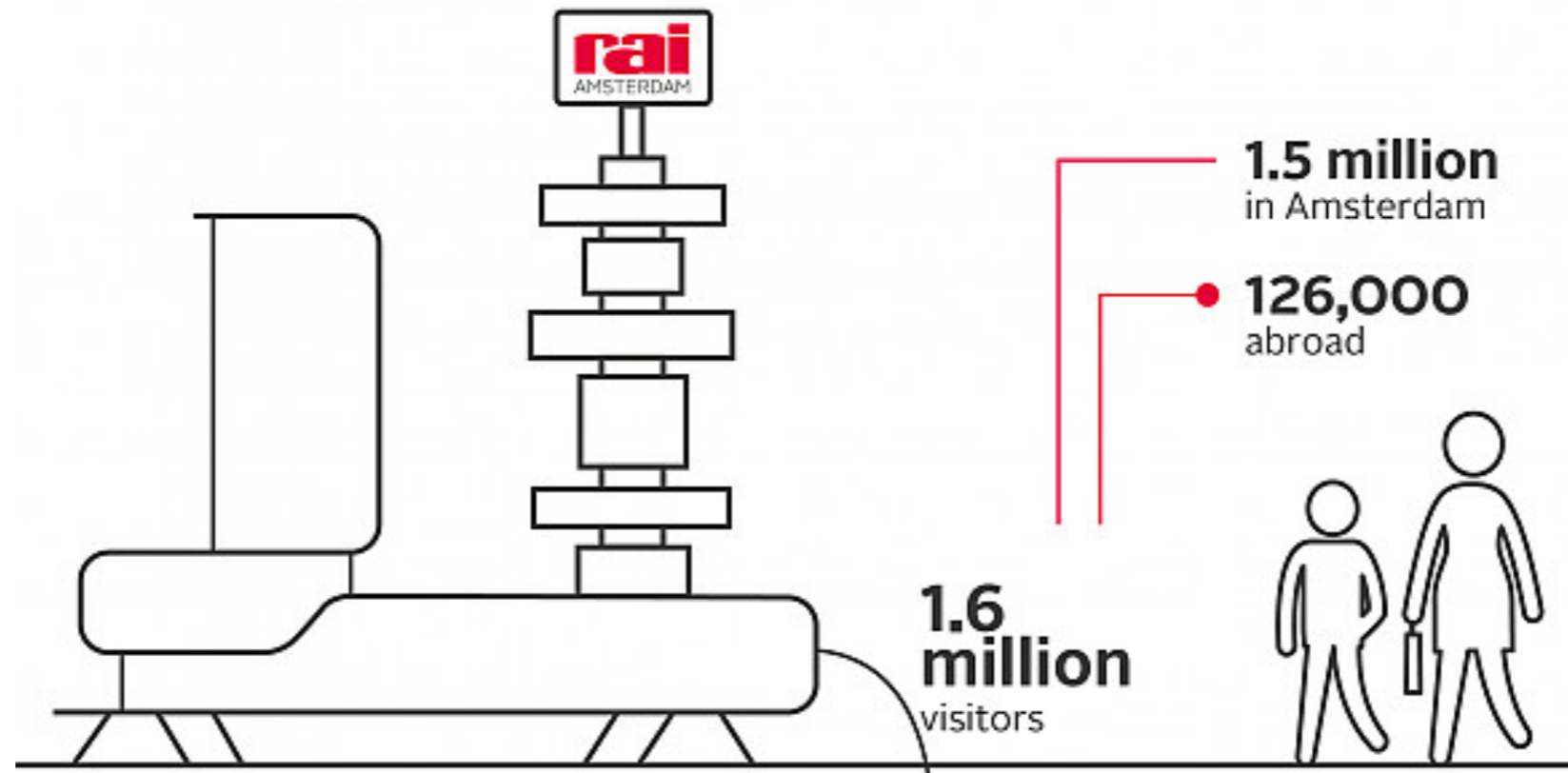
48
stage shows

29
national
exhibitions/
congresses

443
events

73
international
exhibitions/
congresses

293
other
events





P+Bike

Park your car at RAI Amsterdam and explore the city by bike? That is possible!
The RAI is a Hello-Bike parking spot.

The cost of using a Hello-Bike is not included in the car's parking costs.

The Hello-Bike parking spot is located around the corner of Entrance F. The P4 garage is closest to the Hello-Bike parking spot.

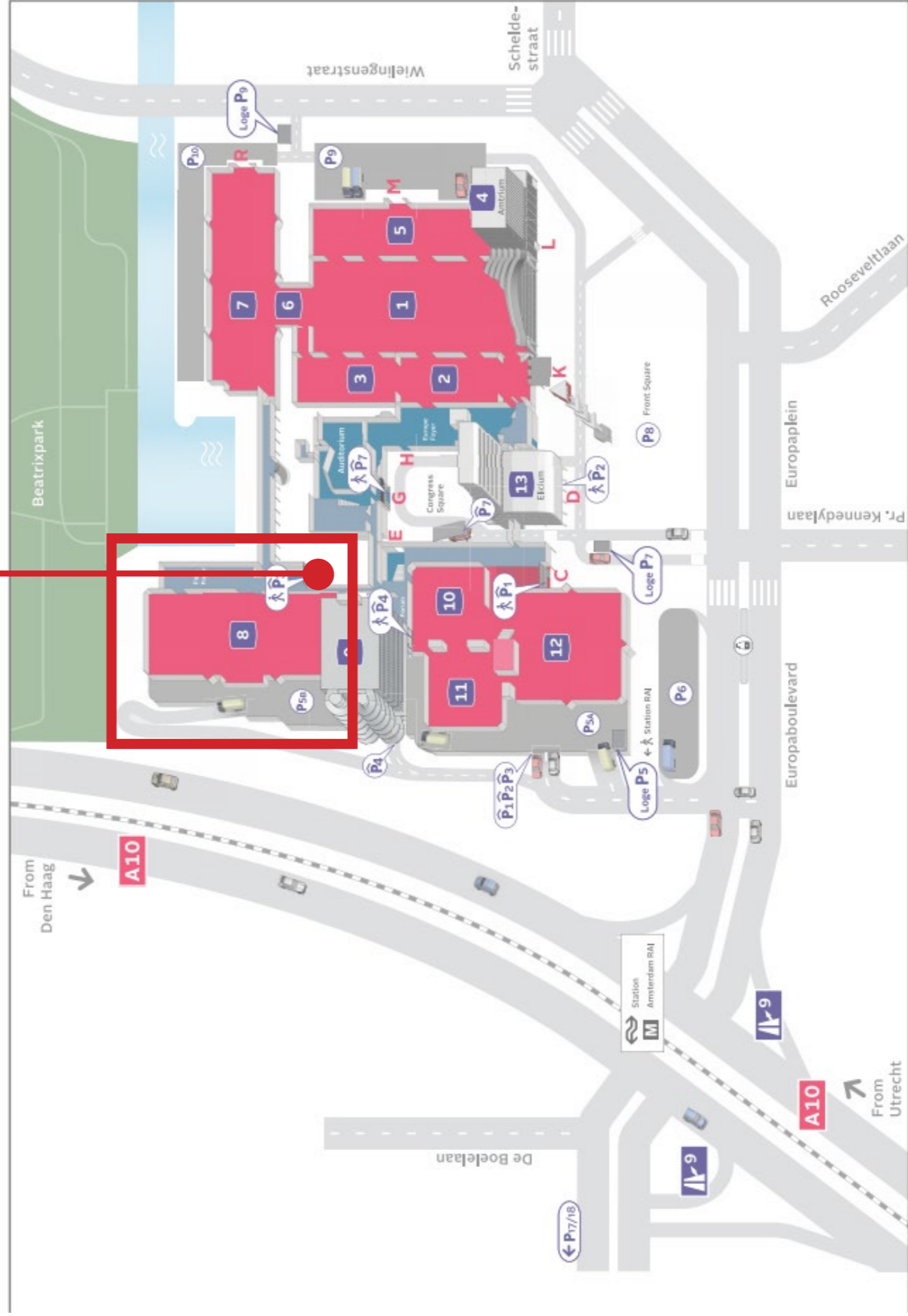
[Hello-Bike information »](#)

Bicycles & motorcycles

There are bicycle stands near every entrance around the RAI grounds. In the case of events where many visitors are expected to come by bicycle, additional bicycle stands will be placed near the entrance to the event. Motorcycles can be parked free of charge next to the bicycle stands. There are no charging points for electric bikes or scooters.



hello-bike.



← Overview

Print webpage



By RAI Amsterdam / Posted: April 19, 2018

GOOD ANNUAL RESULTS FOR RAI AMSTERDAM ARE FOUNDATION FOR SUSTAINABLE GROWTH

More turnover and higher profits in 2017

With a turnover of 123.3 million euros in 2017 and an operating result of 9.6 million, RAI Amsterdam surpassed its turnover and profit of 2016. This was a particularly impressive performance as the cancellation of the AutoRAI and BedrijfsautoRAI events had meant that the prospects for 2017 were only moderately positive. In addition to the good results, the RAI worked hard during 2017 on renewing its organisation and the RAI 2030 spatial development plan.

[Read the annual report 2017.](#)

The 2017 operating result of RAI Amsterdam was €9.6 million, or 7.8% of turnover (2016: €9.4 million/7.9%). The EBITDA in 2017 was at 24.0 and the net result totalled €5.3 million (2016: €5.0 million).

Focus on acquisition and growth of events

Over 1.6 million people visited the 443 events organised and/or facilitated by RAI Amsterdam in Amsterdam or abroad. "In addition to the 73 international and 29 national exhibitions and conferences, we accommodated 48 stage shows and 293 other events," says RAI CEO Paul Riemens. "Our strong focus on acquisition enabled us to attract various new events, which – combined with the growth of existing events – allowed us to fully make up for the lost turnover from the AutoRAI and BedrijfsautoRAI. This is a fine achievement."

Innovating to maintain competitive position

The RAI's strategy will remain fixed on increasing the 'value of meetings', with a special focus on innovation. "Besides our commercial efforts, we invested lots of time and energy in renewing the structure and culture of the RAI," continues Riemens. "All in all, these programmes should help further increase customer satisfaction and strengthen our innovative strength. The latter is crucial to maintaining our competitive position in the future."

Stimulating sustainable innovation

The RAI's strategy and business model are aimed at finding a healthy balance between social (people), ecological (planet) and economic (profit) value creation. In addition to stimulating sustainability and corporate social responsibility in its own operations, the RAI mapped out the ways in which the various RAI events contributed to the UN's Sustainable Development Goals in 2017. RAI Amsterdam aims to target the sharing of sustainable content and stimulate sustainable innovation within the programming of events.

Meeting place for everyone

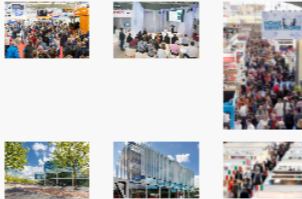
The RAI is also seeking an even greater connection to the city and residents of Amsterdam. The RAI 2030 spatial development plan features initiatives to improve the ambience on and around the Europaplein, reduce the number of logistics movements and increase the links with the city.

Riemens: "The impact that the RAI has is significant. In addition to economic value, we create employment for some 7,000 people while our business contributes knowledge and innovation to the city. At the same time, we are a major fixture within the neighbourhood. To me, it is essential that the social costs and benefits remain in balance. I look forward to meeting parties to transform the RAI into an more open meeting place in the future; a place where exhibition and conference visitors as well as neighbourhood residents, local entrepreneurs, students, start-ups and other groups enjoy spending their time and getting together."

Connect with us



Latest Photography



[View all photos »](#)

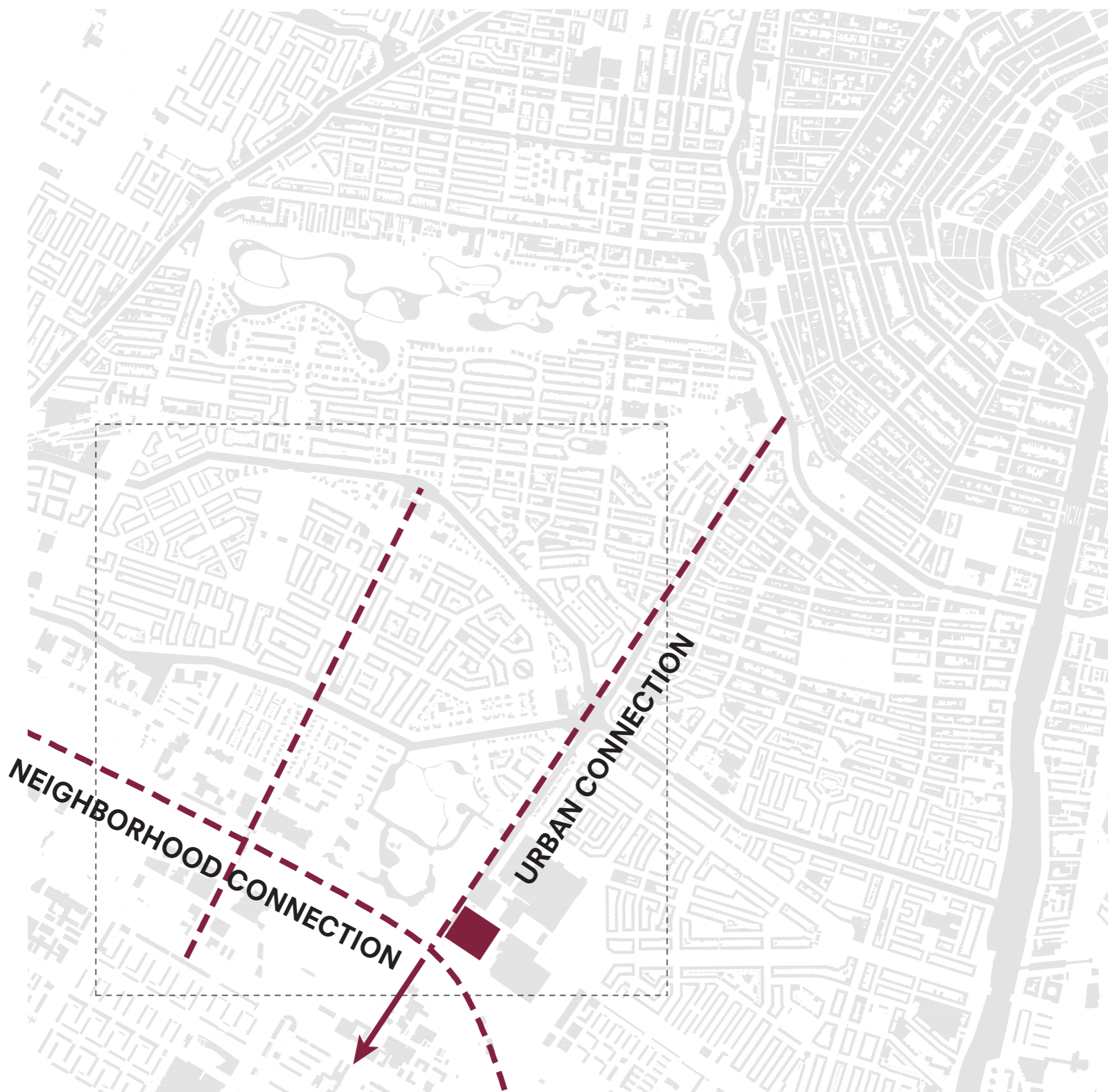
Latest Video



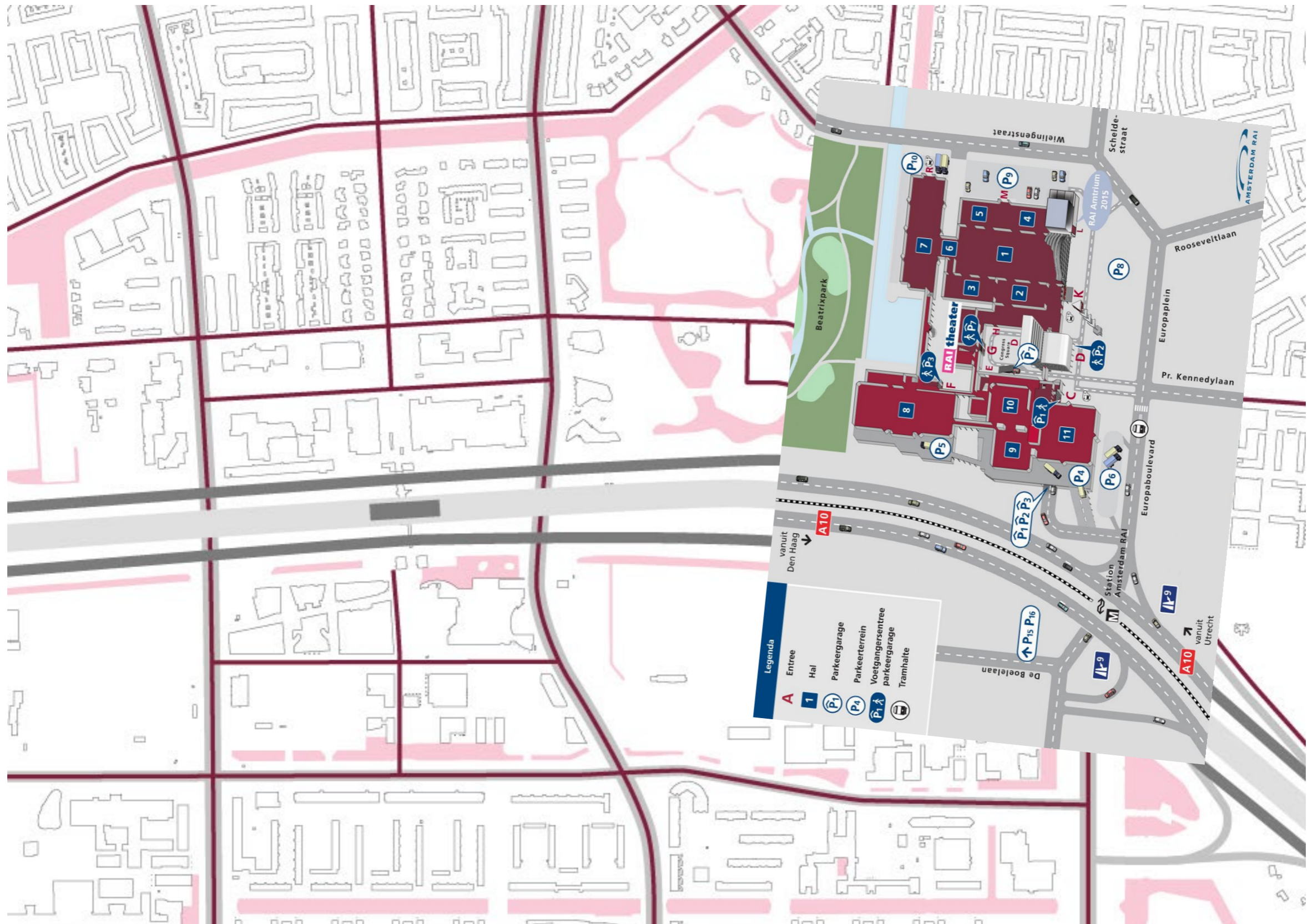
[View all videos »](#)

Meeting place for everyone

The RAI is also seeking an even greater connection to the city and residents of Amsterdam. The RAI 2030 spatial development plan features initiatives to improve the ambience on and around the Europaplein, reduce the number of logistics movements and increase the links with the city.



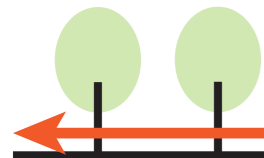




“FRONT DOOR”

BEATRIXPARK

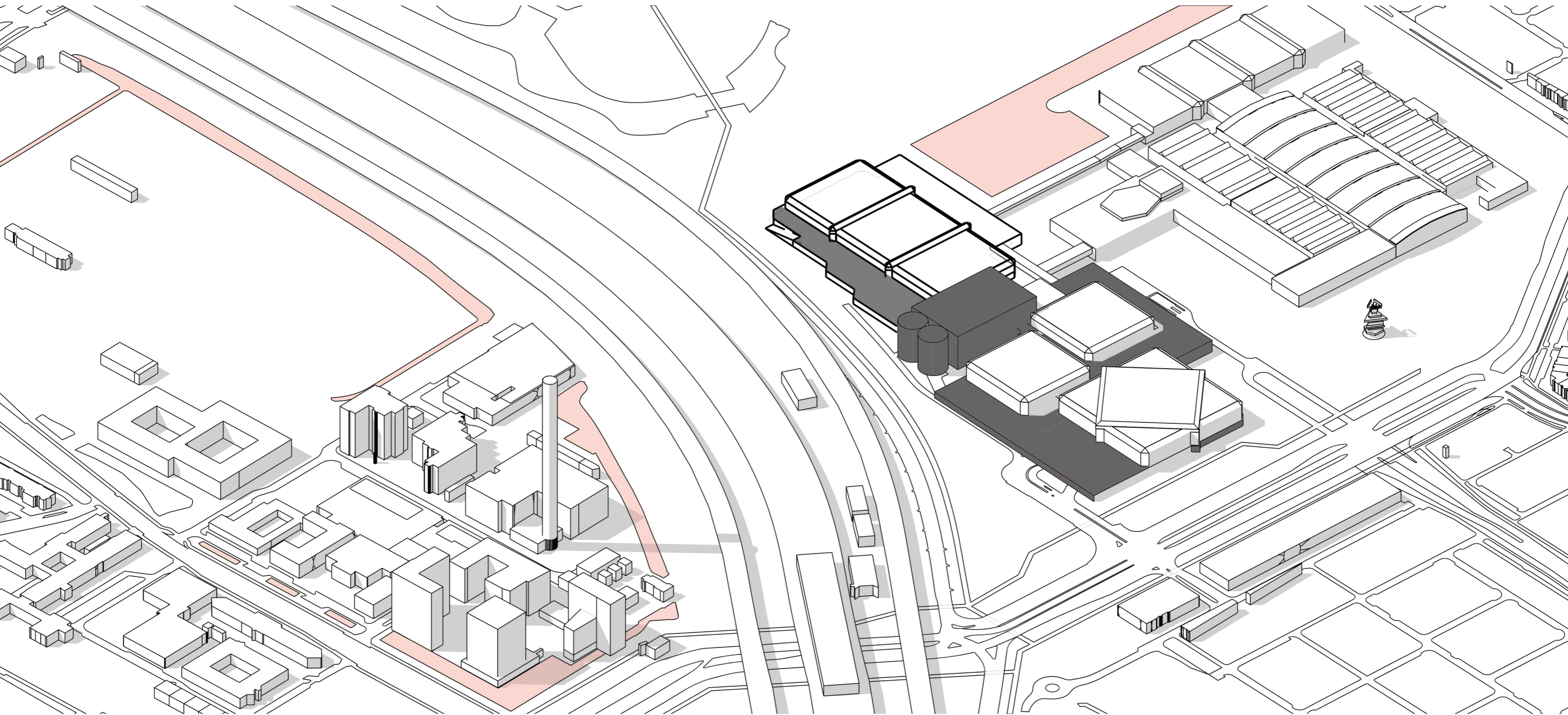
RAI COMPLEX

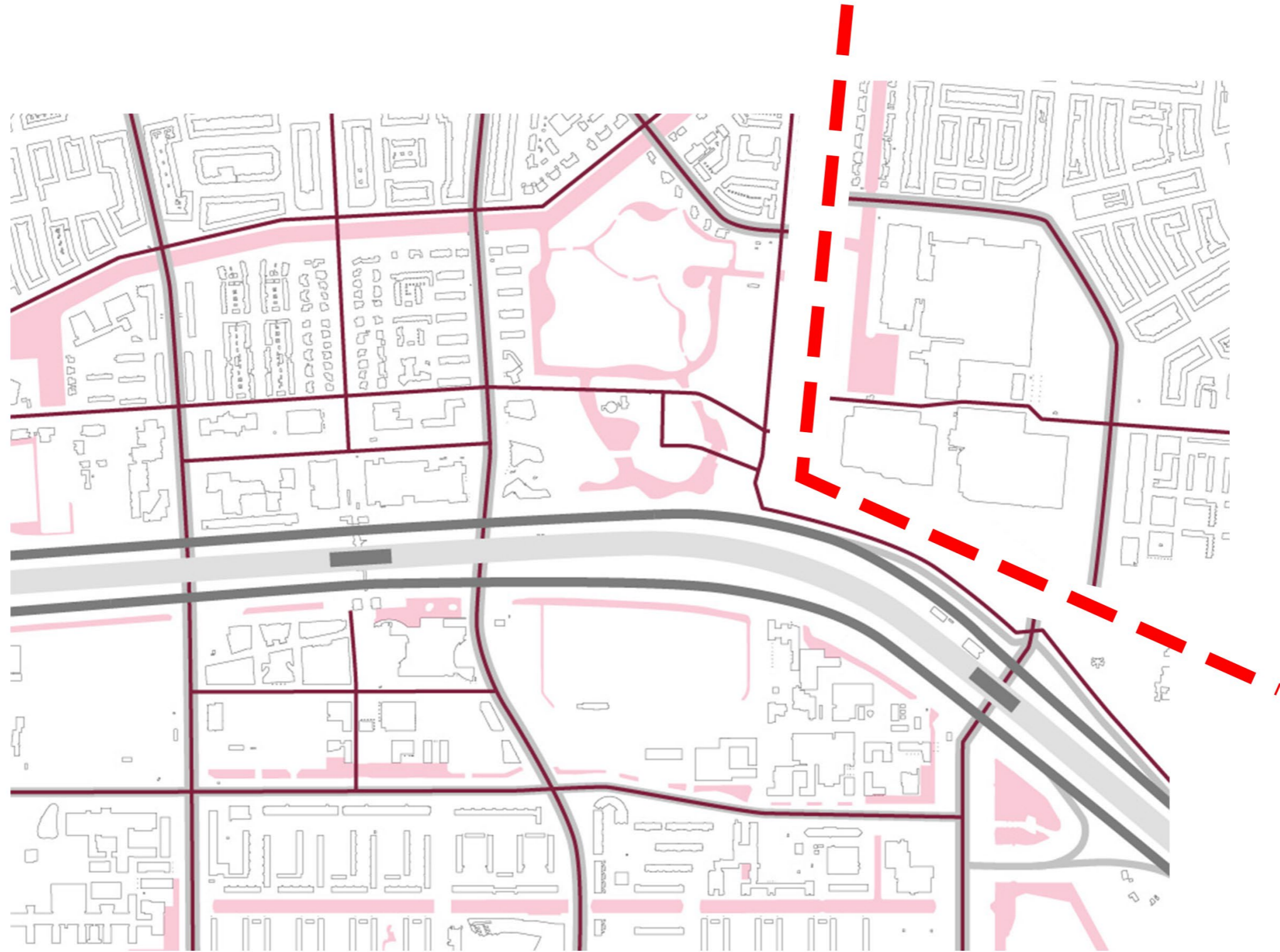


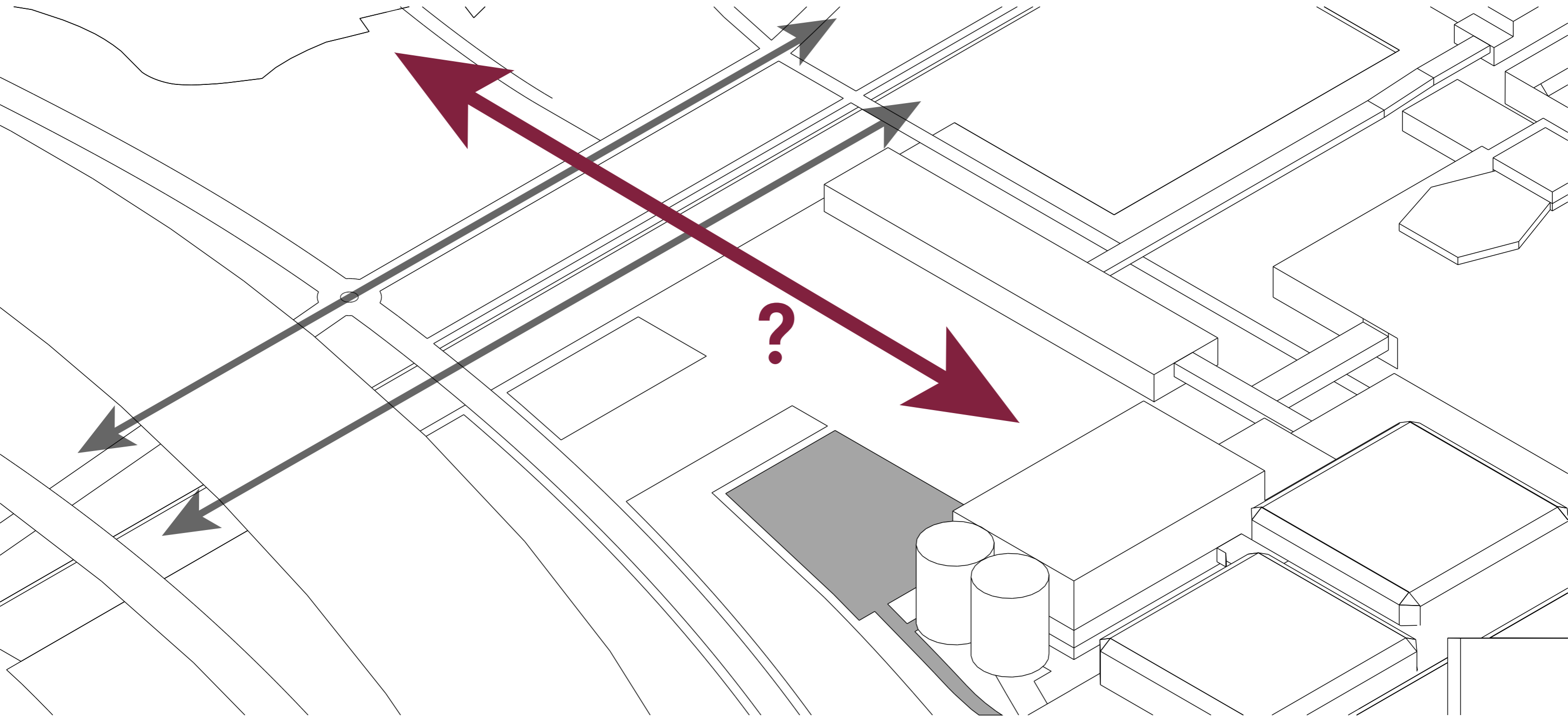
BIKE



CAR

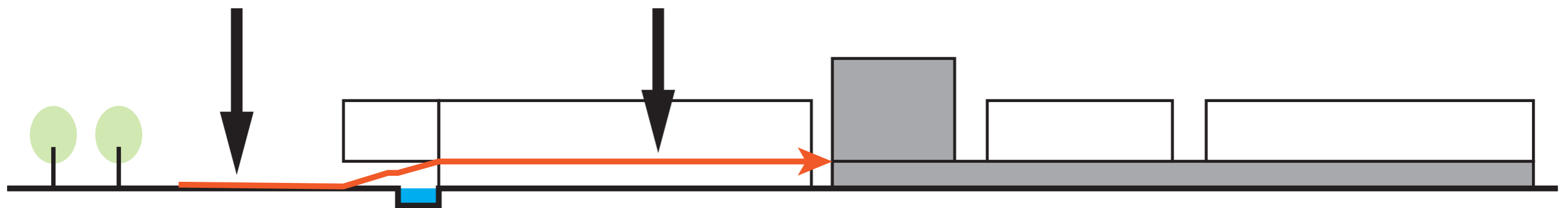
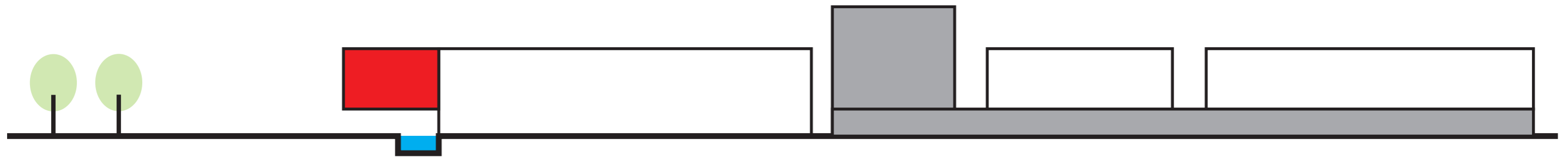
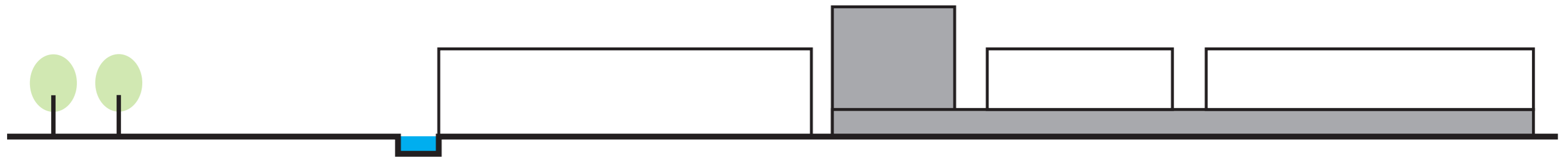
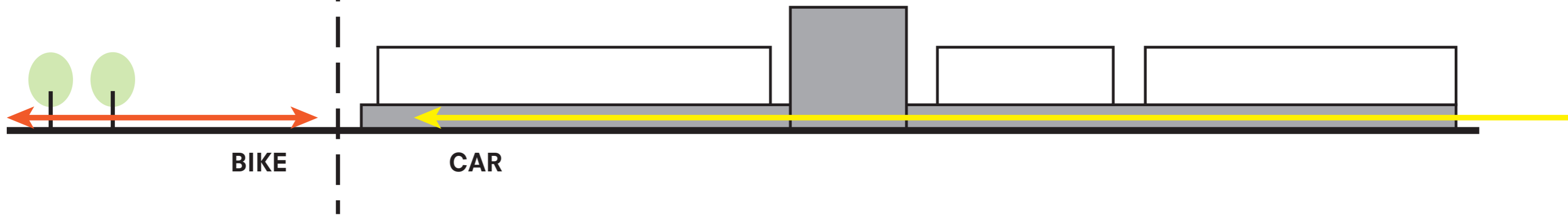


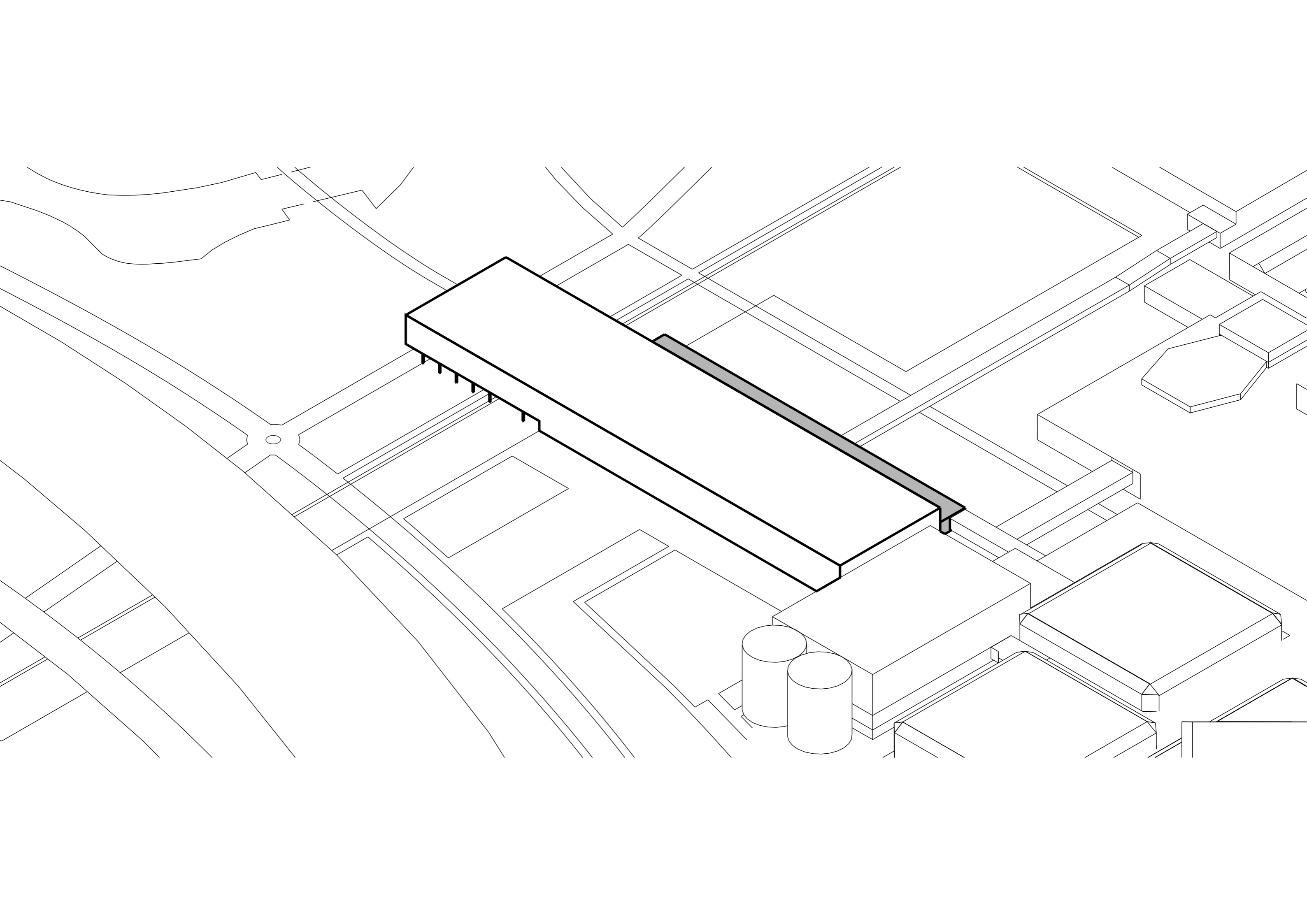


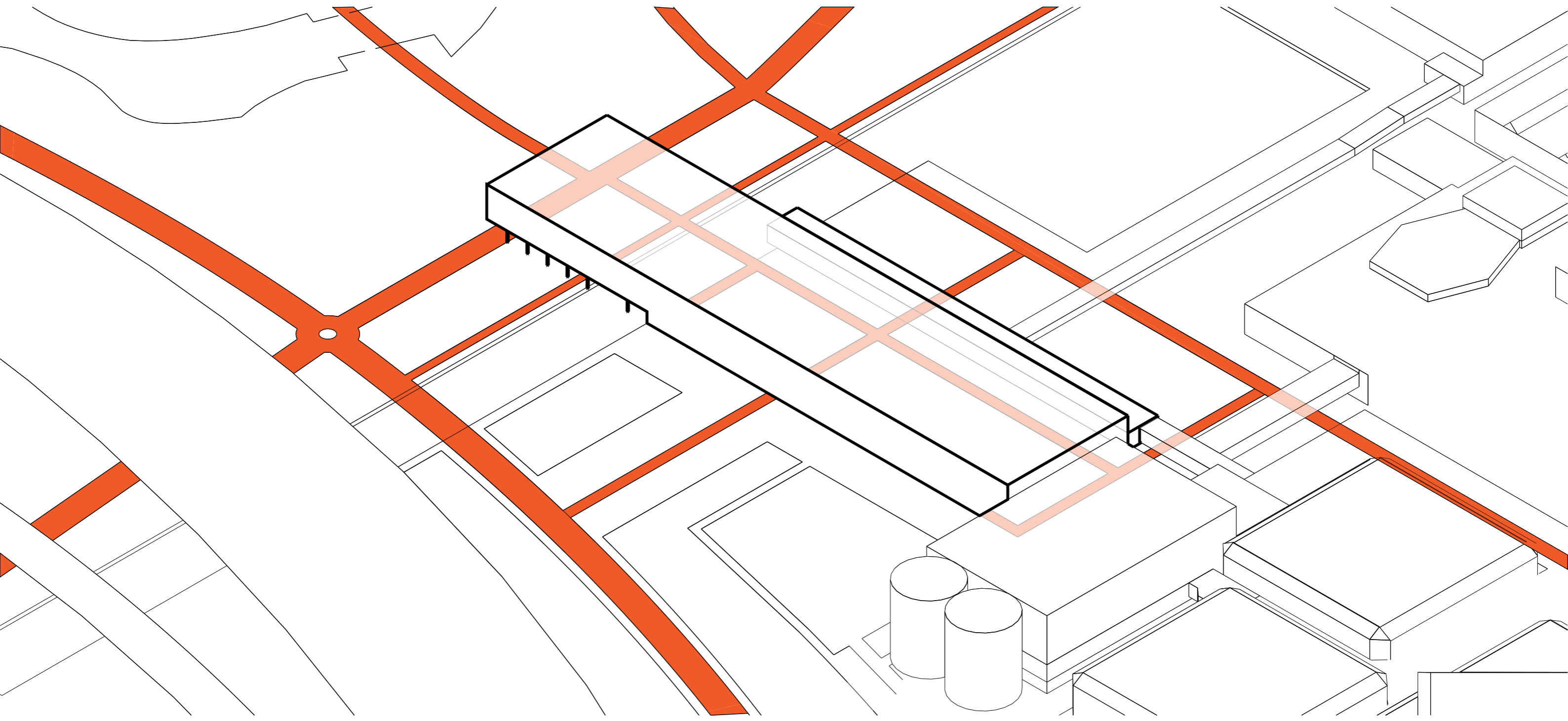


BEATRIXPARK

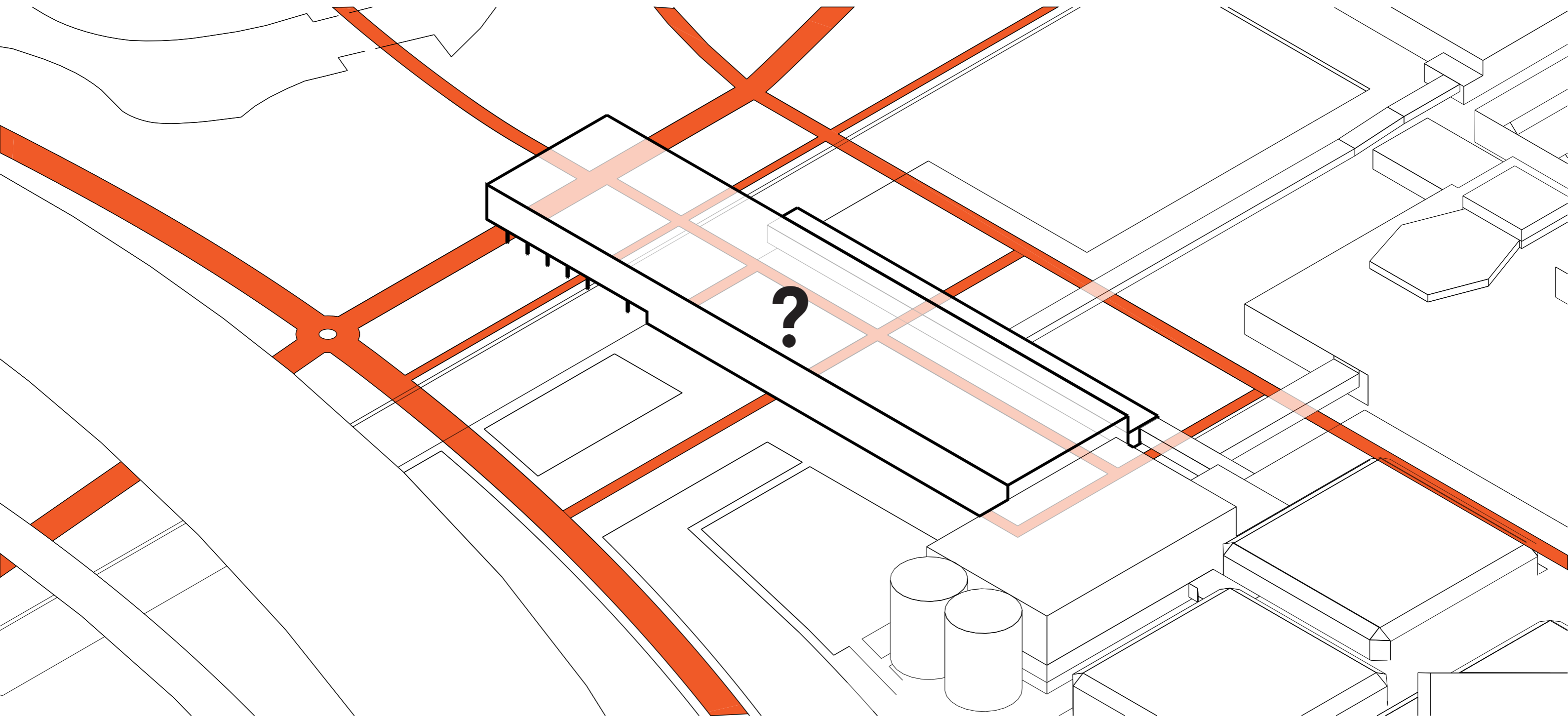
RAI COMPLEX







"OPEN THE DOOR": BIKE THROUGH



WHAT KIND OF EXHIBITION SPACE?

1. URBAN SCALE: AMSTERDAM

WHERE: ARGUMENTATION OF SITE CHOICE

2. NEIGHBORHOOD SCALE: RAI COMPLEX

3. BUILDING SCALE

TYPOLOGY AND DESIGN PROPOSAL

CITY: BICYCLE PROMOTER

RAI NEIGHBOR: BICYCLE BACK DOOR

RAI SHAREHOLDERS



PERMANENT BIKE EXHIBITION

BIKE THROUGH

?

About RAI Amsterdam

A safe and hospitable RAI

Corporate Social Responsibility

Financial

Corporate governance

History

Our shareholders

Our vision for the future

Organisational structure

Art

RAI Amsterdam B.V.'s activities take place under the responsibility of RAI Holding B.V. The Holding's shareholders are: the RAI Vereniging (75%), a sector organisation for manufacturers and importers of means of road transport, and the Municipality of Amsterdam, which has a 25% stake.

The RAI Vereniging's involvement in RAI Amsterdam B.V. is anchored in this organisation's origins and the desire it still has to provide adequate accommodation for trade fairs organised for the sectors it encompasses. The Municipality of Amsterdam's involvement is economic in nature. International trade fairs in particular were and are important drivers for the regional economy.

Extensive information on the RAI Vereniging and the Municipality of Amsterdam can be found on: www.raivereniging.nl and www.amsterdam.nl.

HOW MANUFACTURERS COULD BENEFIT FROM THIS PROJECT?

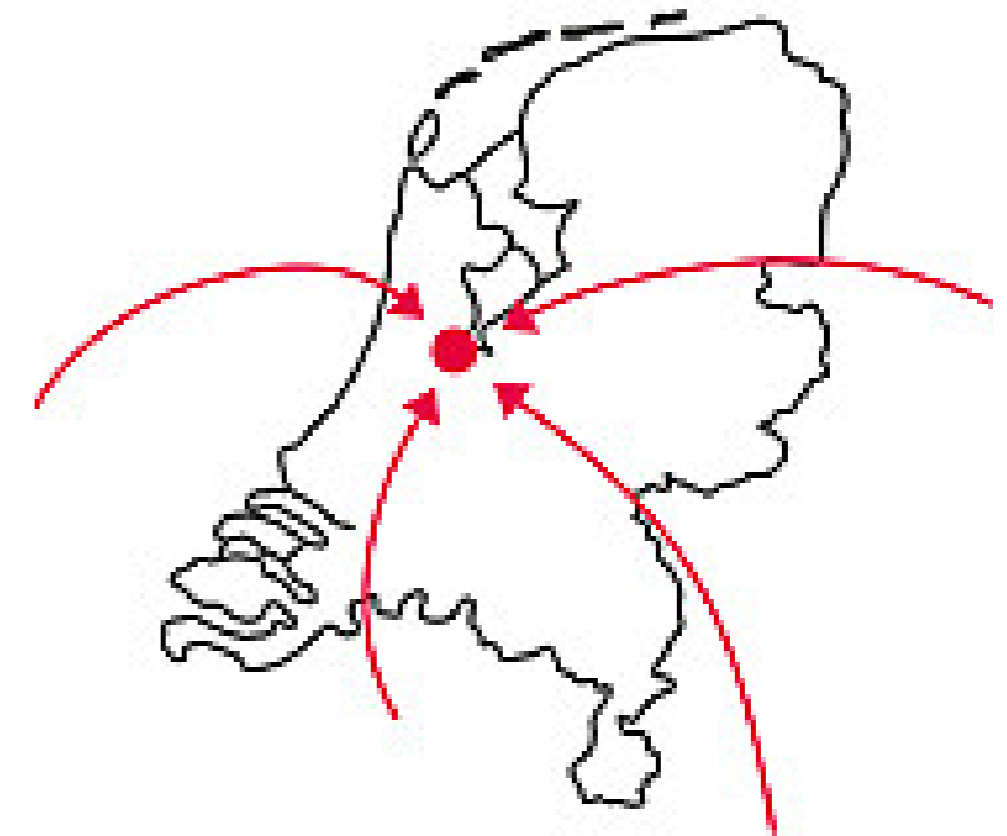
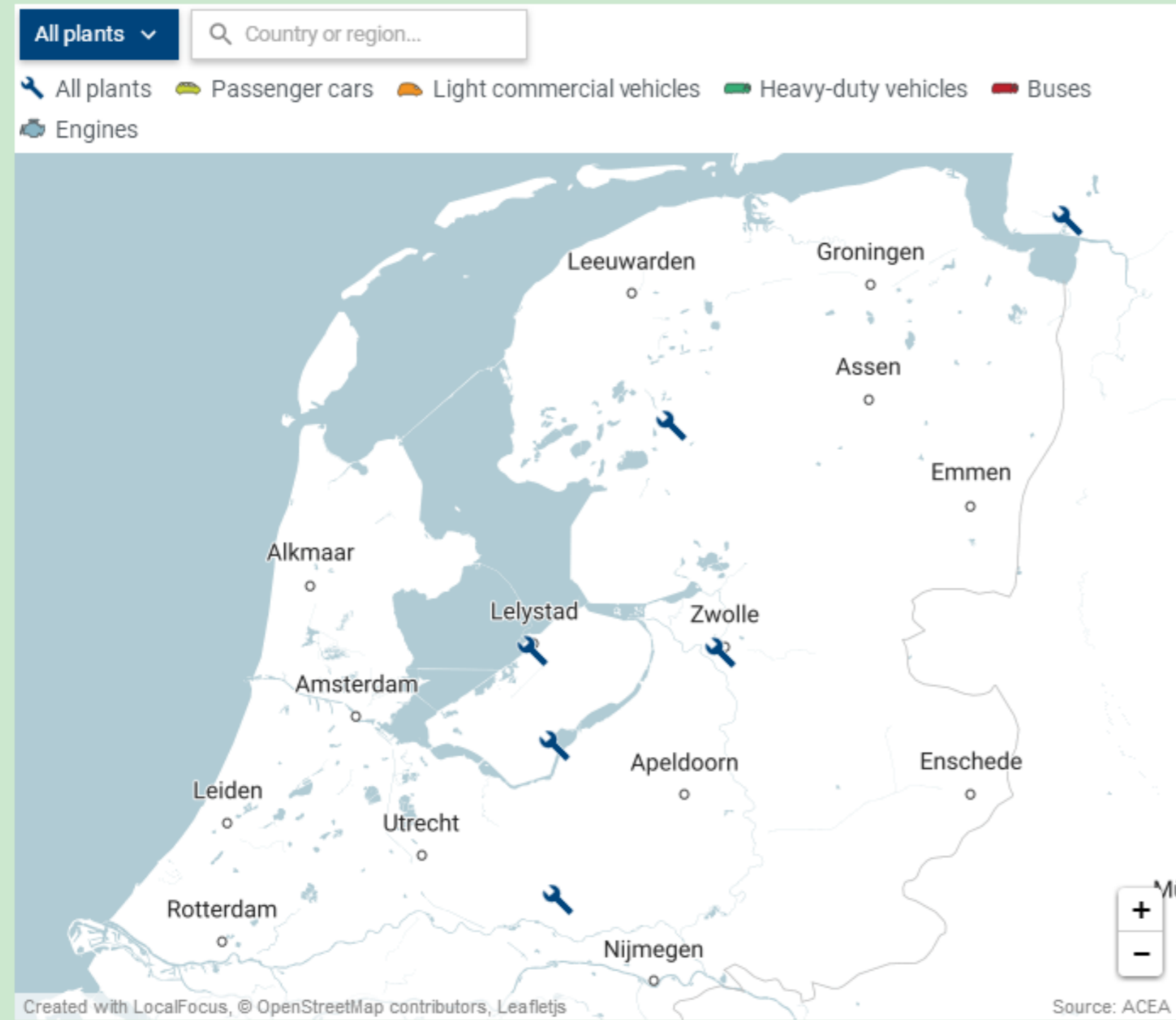
HOW MANUFACTURERS ARE INVOLVED



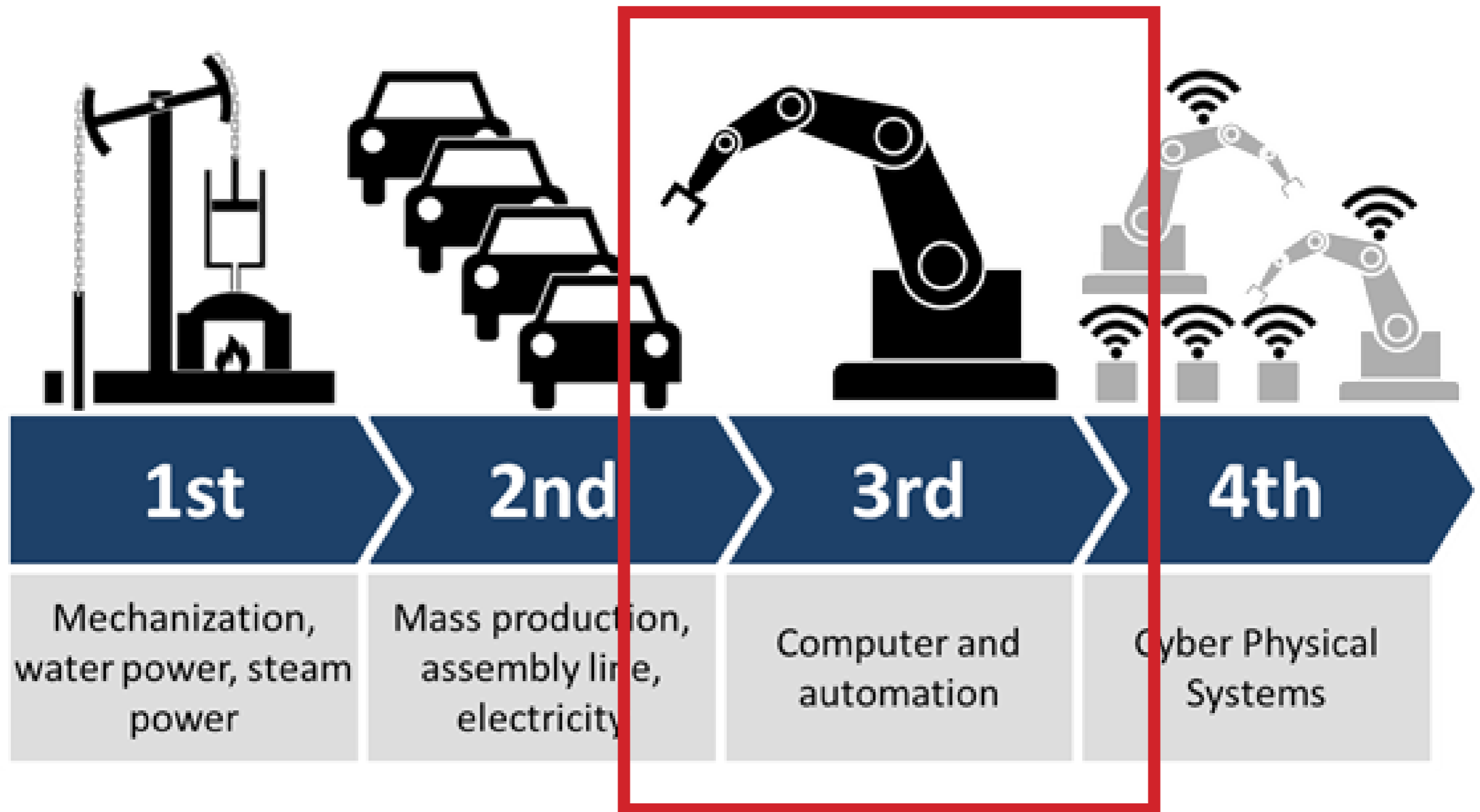
EXHIBITION: MEANS INSTEAD OF FINAL PURPOSE

Interactive Map: Automobile Assembly and Engine Production Plants in Europe

ACEA regularly updates its interactive map of production plants. These plants operate across Europe, producing engines, passenger cars, light commercial vehicles, and trucks and buses.



INDUSTRY 3.0: GLOBAL SCALE



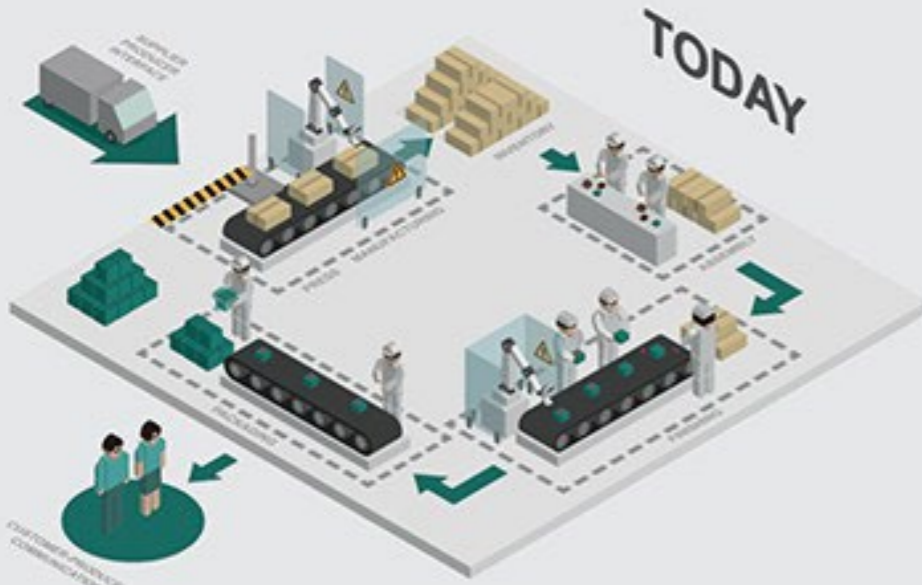
INDUSTRY 3.0 - INDUSTRY 4.0

CAR ERA

BIKE ERA

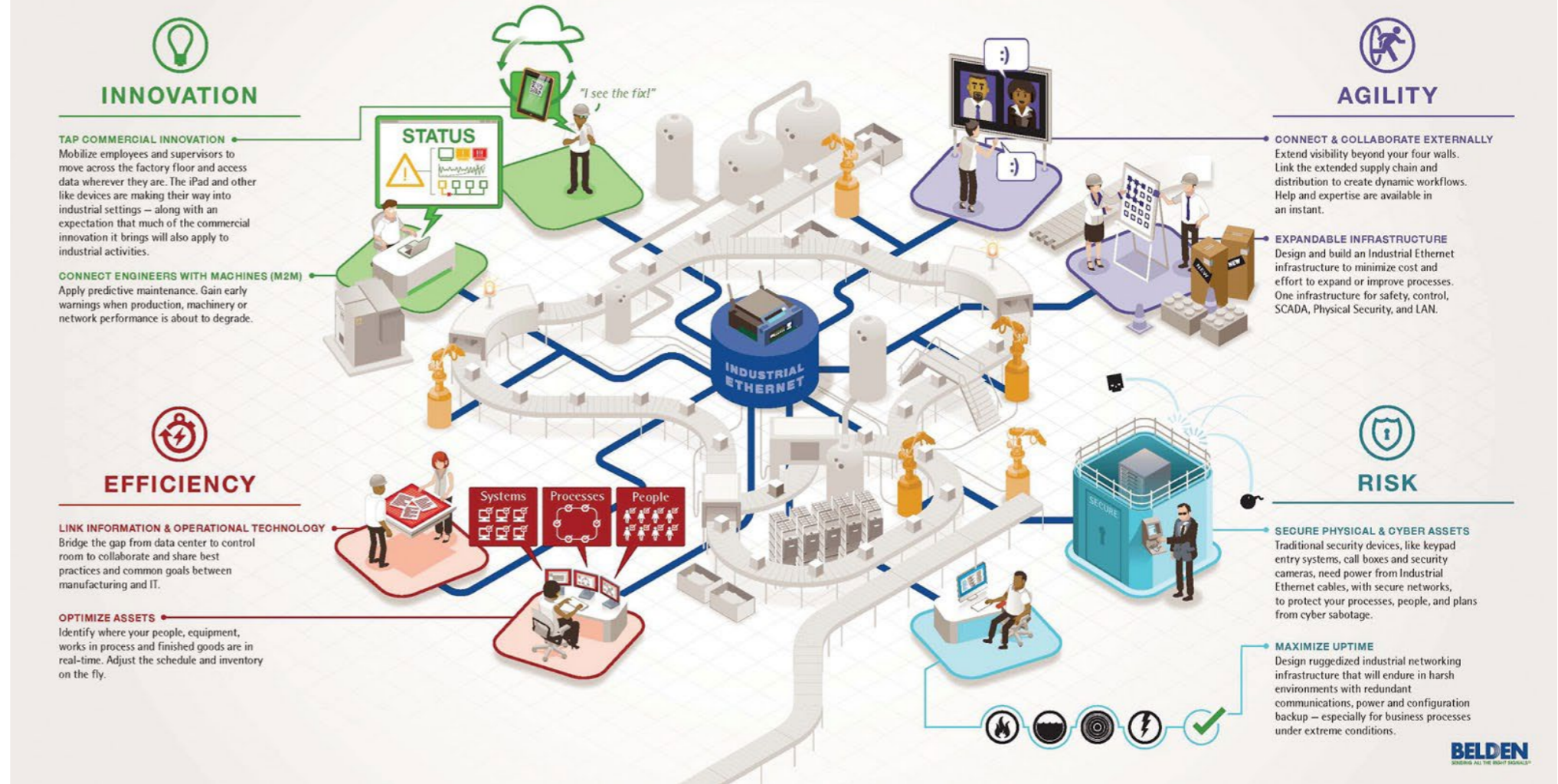
EXHIBIT 2 | Industry 4.0 Is Changing Traditional

From isolated, optimized cells ...

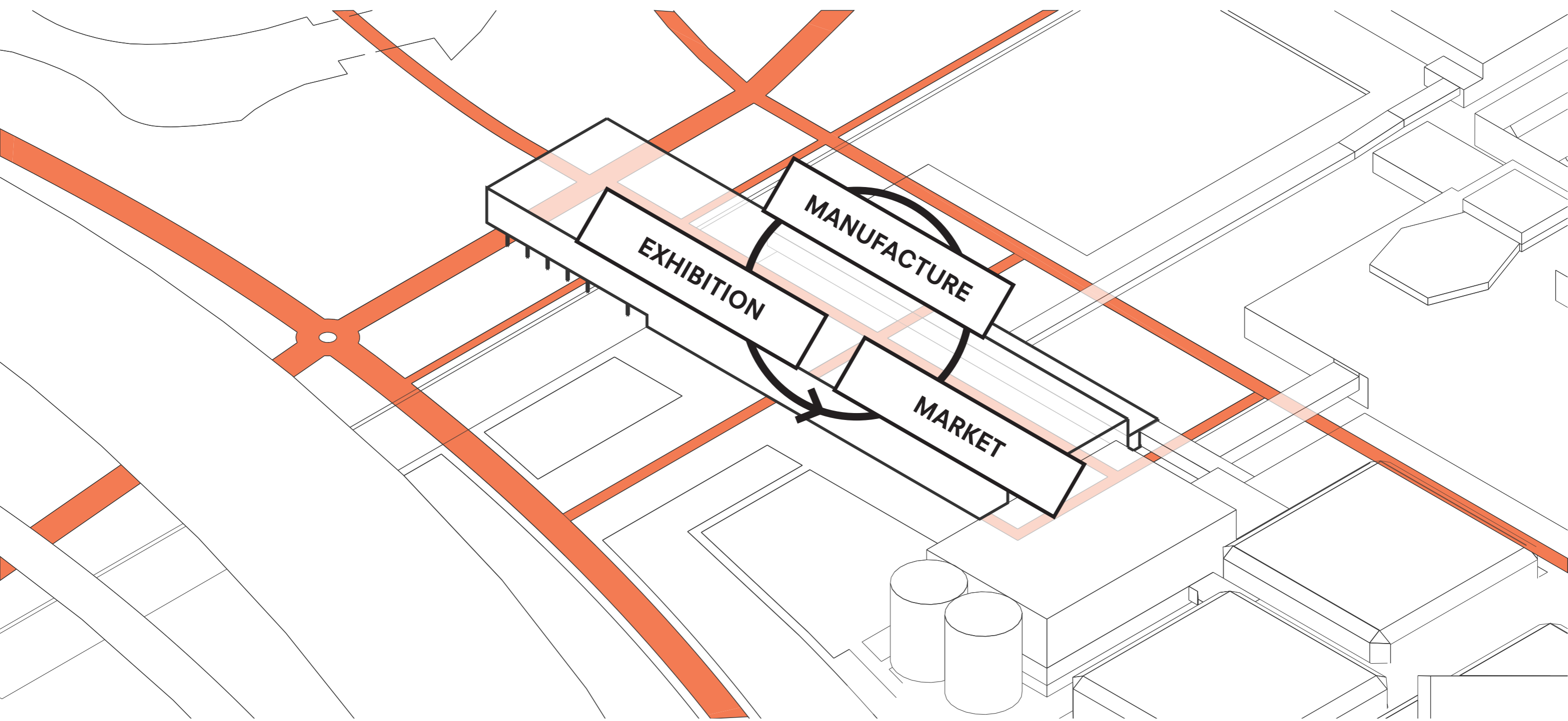


TODAY

The Connected Factory in Action



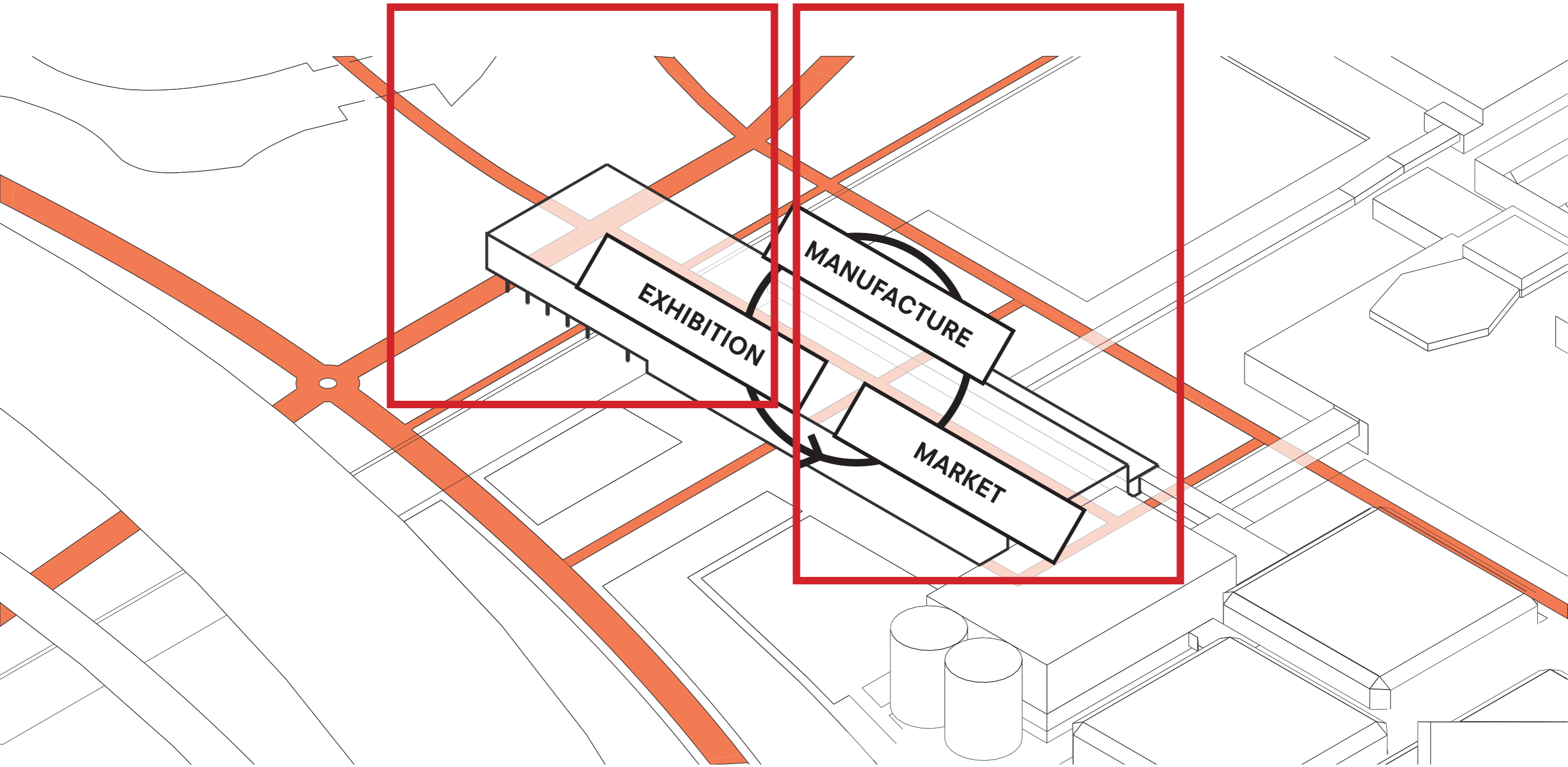
INDUSTRY 4.0



INDUSTRY 4.0: LOCAL SCALE

MEETS URBAN NEED

MANUFACTURERS BENEFIT



FACTORY 4.0 =



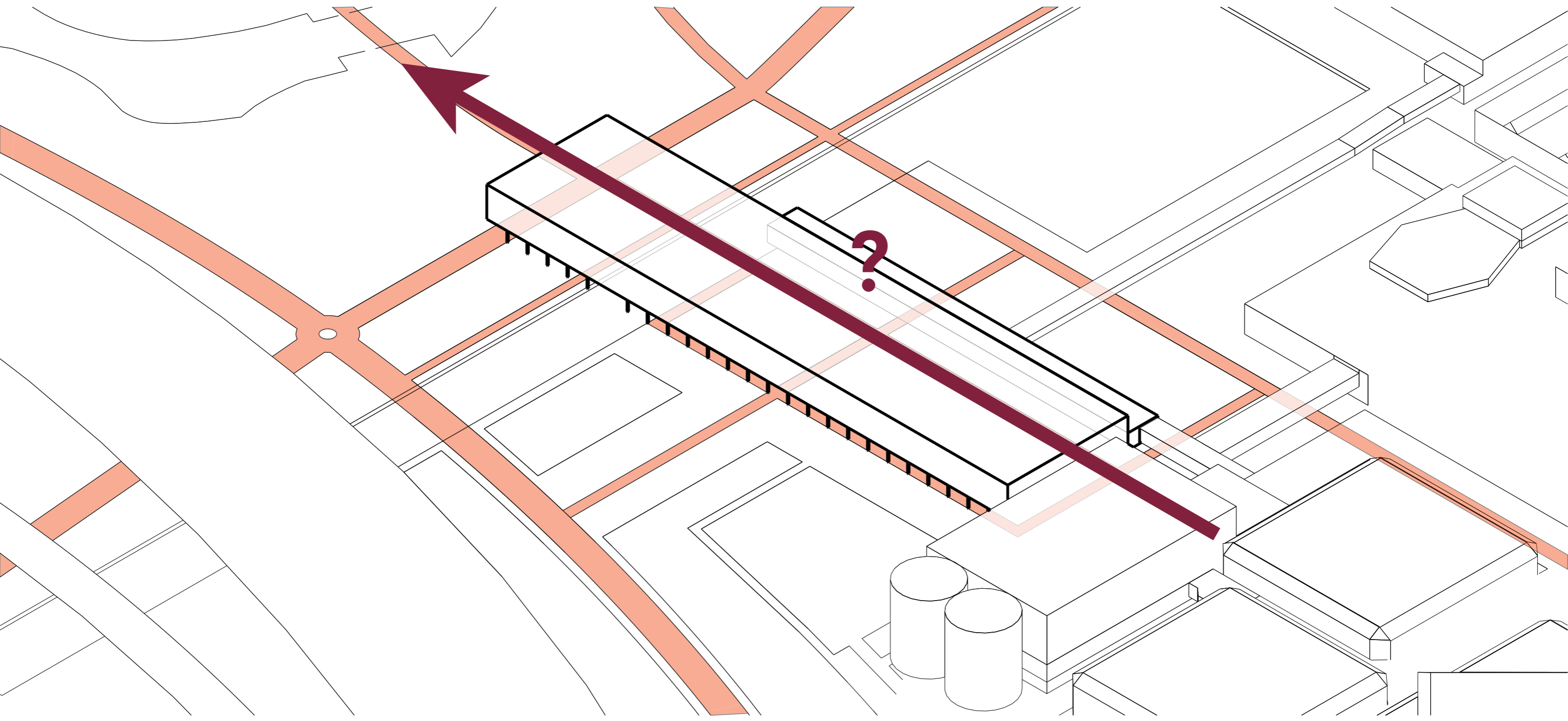
SHOP + EXHIBITION

+ OWN MANUFACTURE

FACTORY 4.0 TYPOLOGY: FUTURE-ORIENTED "BIKE IKEA"?

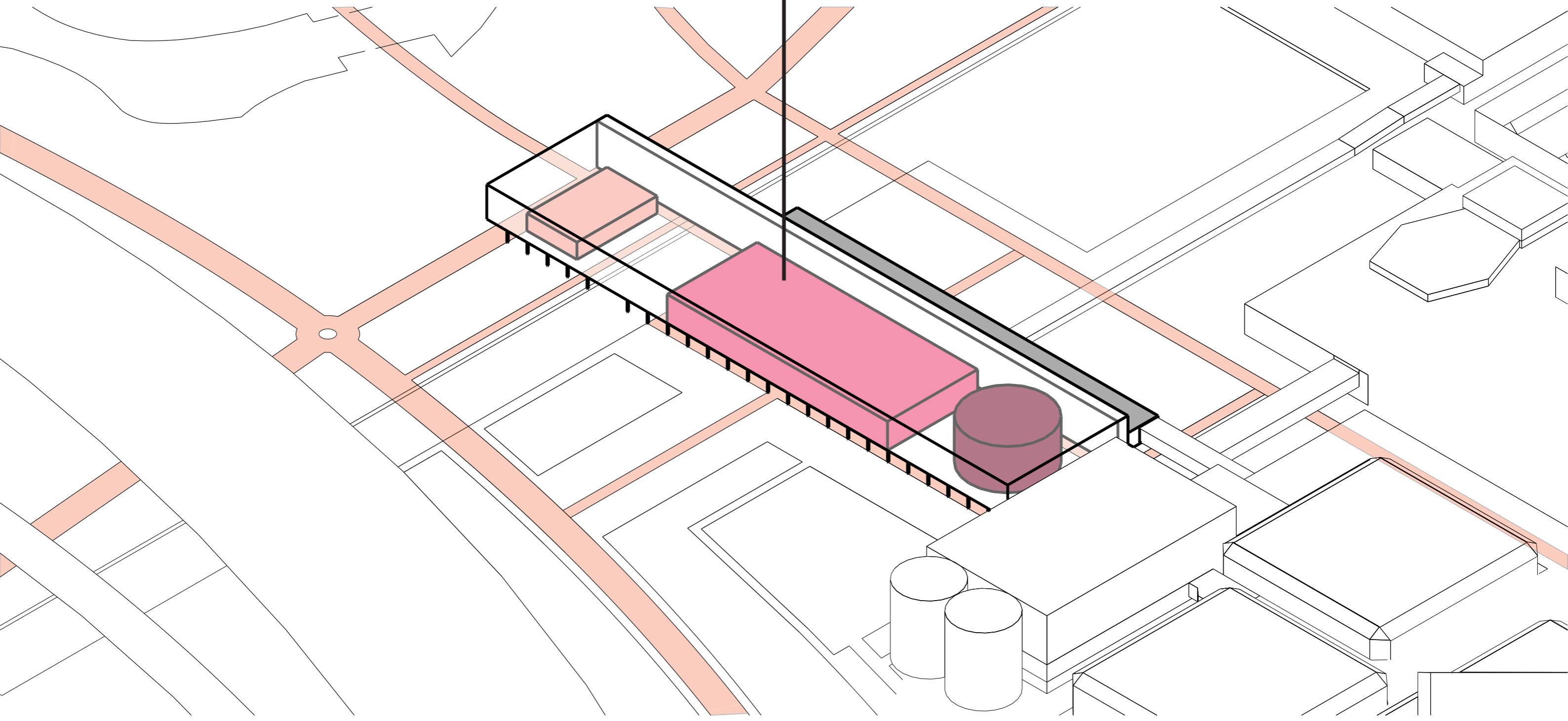
DESIGN PROPOSAL

**PUBLIC
DEMOCRATIC**



**ENCLOSED
BUSINESS**

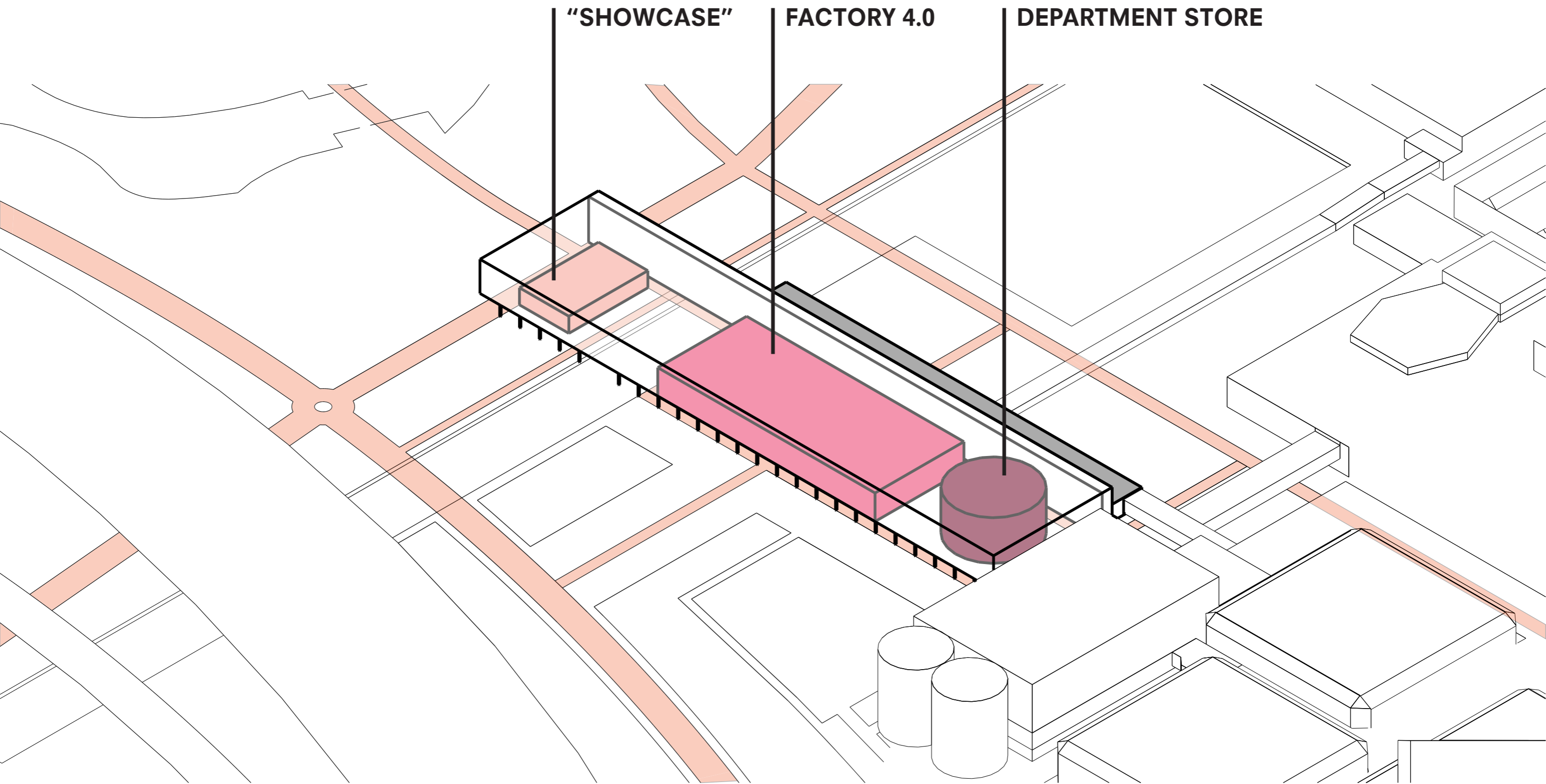
FACTORY 4.0



"SHOWCASE"

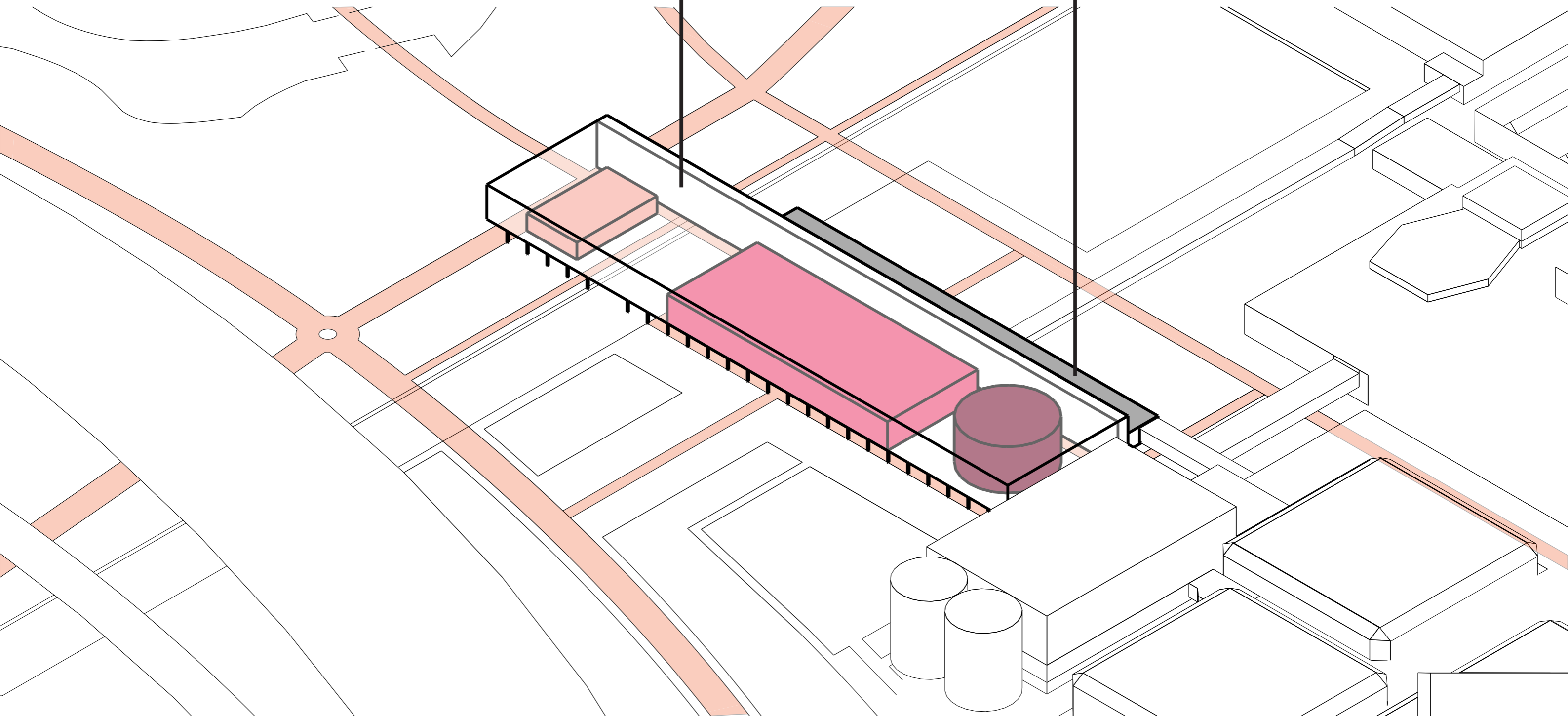
FACTORY 4.0

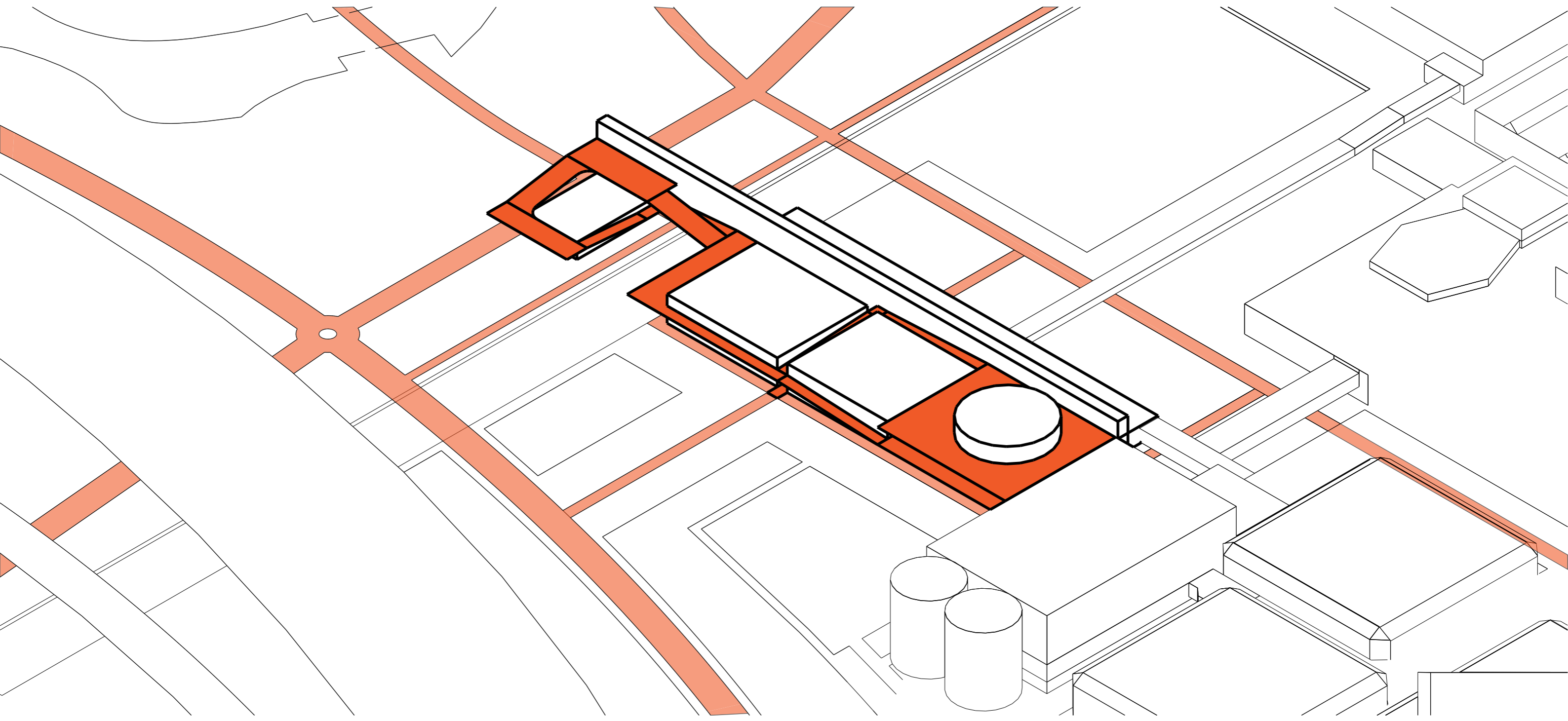
DEPARTMENT STORE



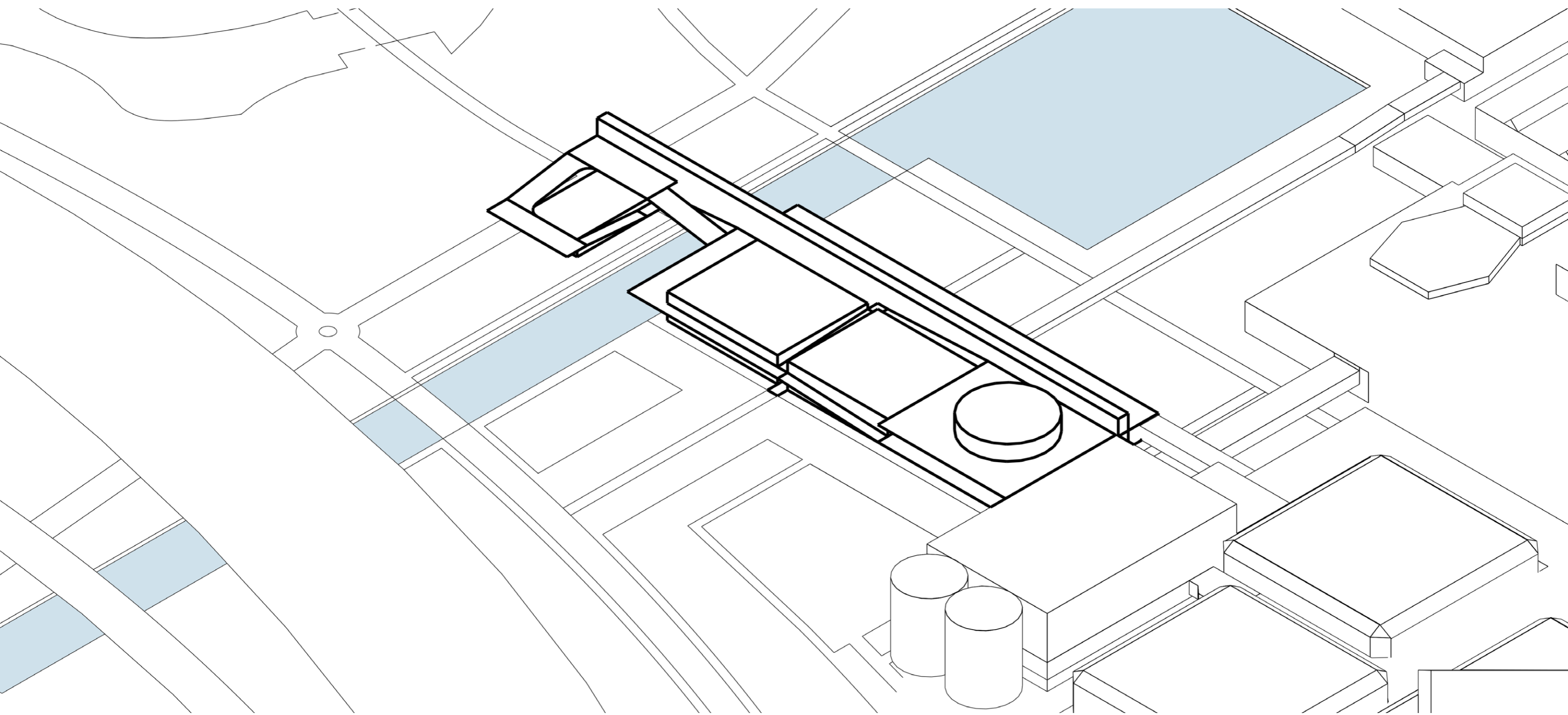
SERVICE FACILITIES

PEDESTRIAN FOYER



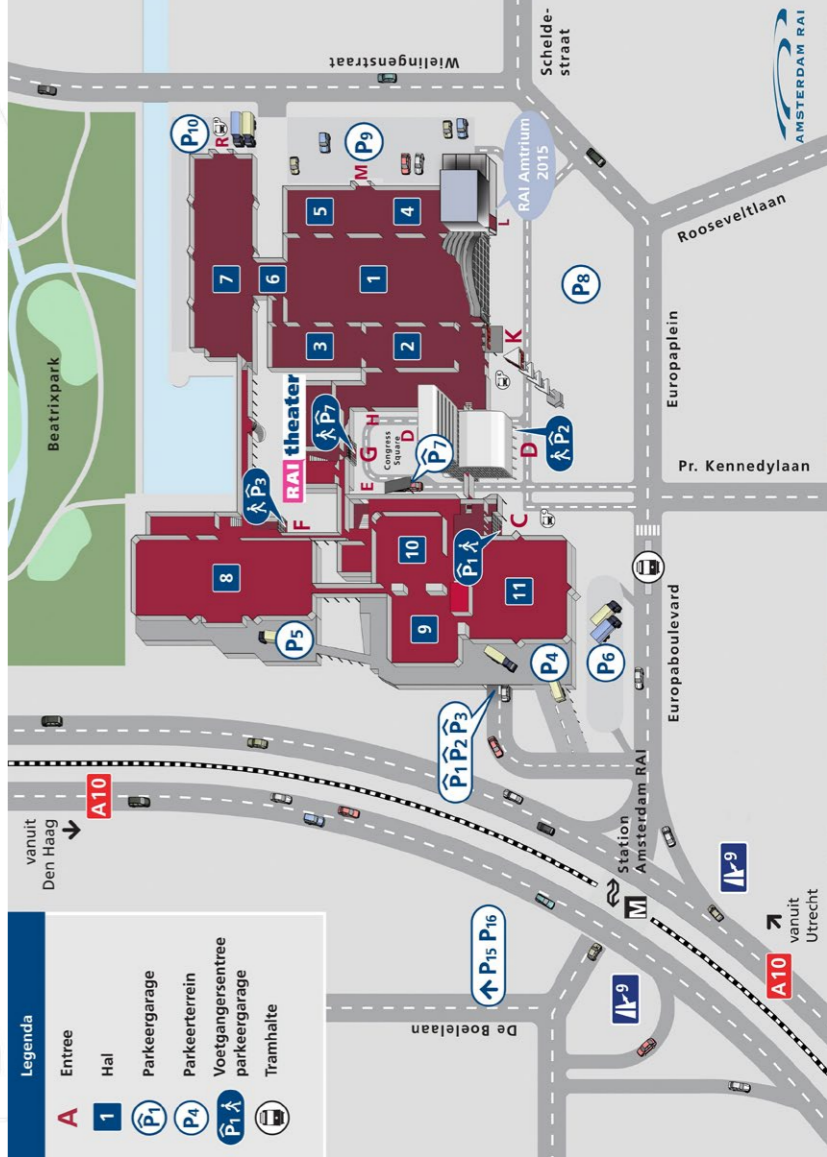


"BIKE GATEWAY" FOR RAI COMPLEX



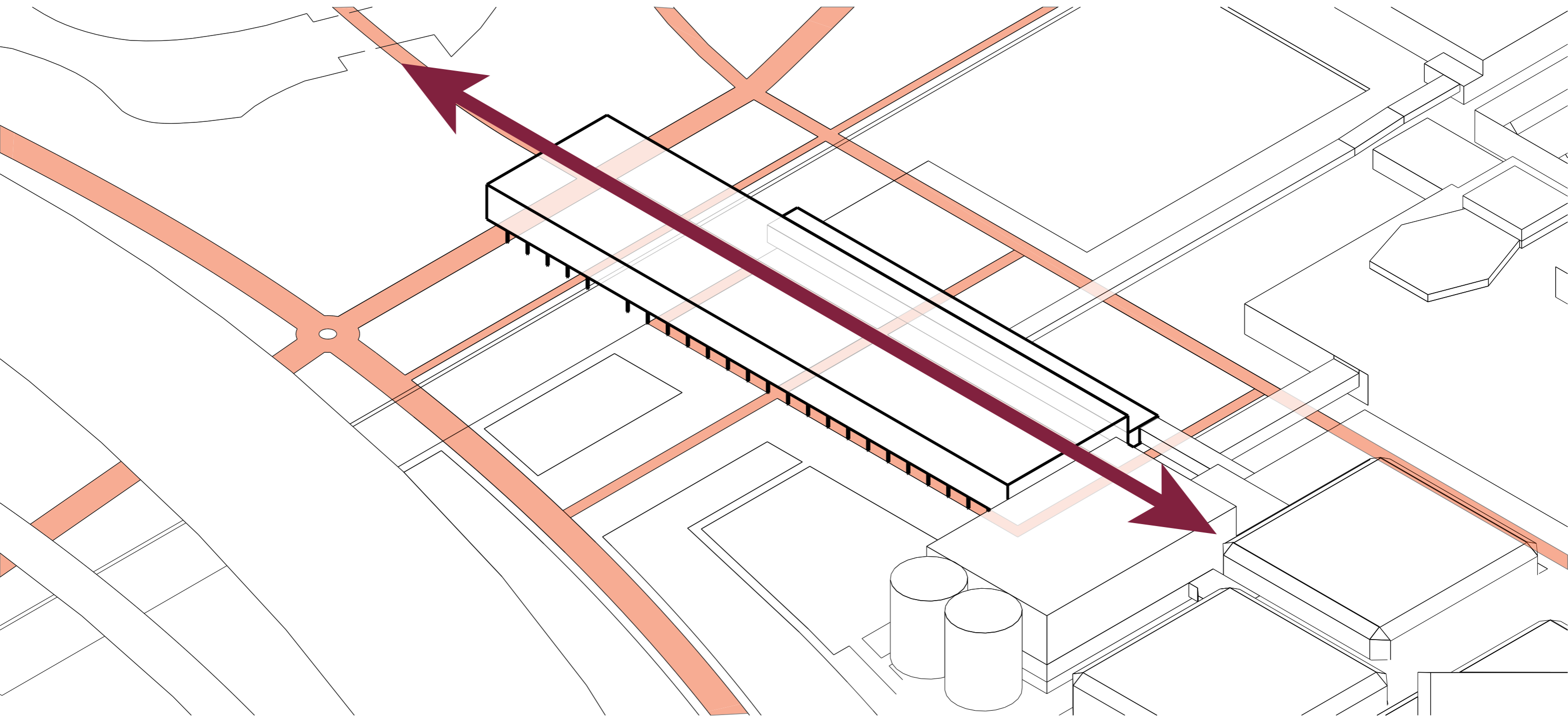


MASTER PLAN: 'NEW FRONT DOOR'

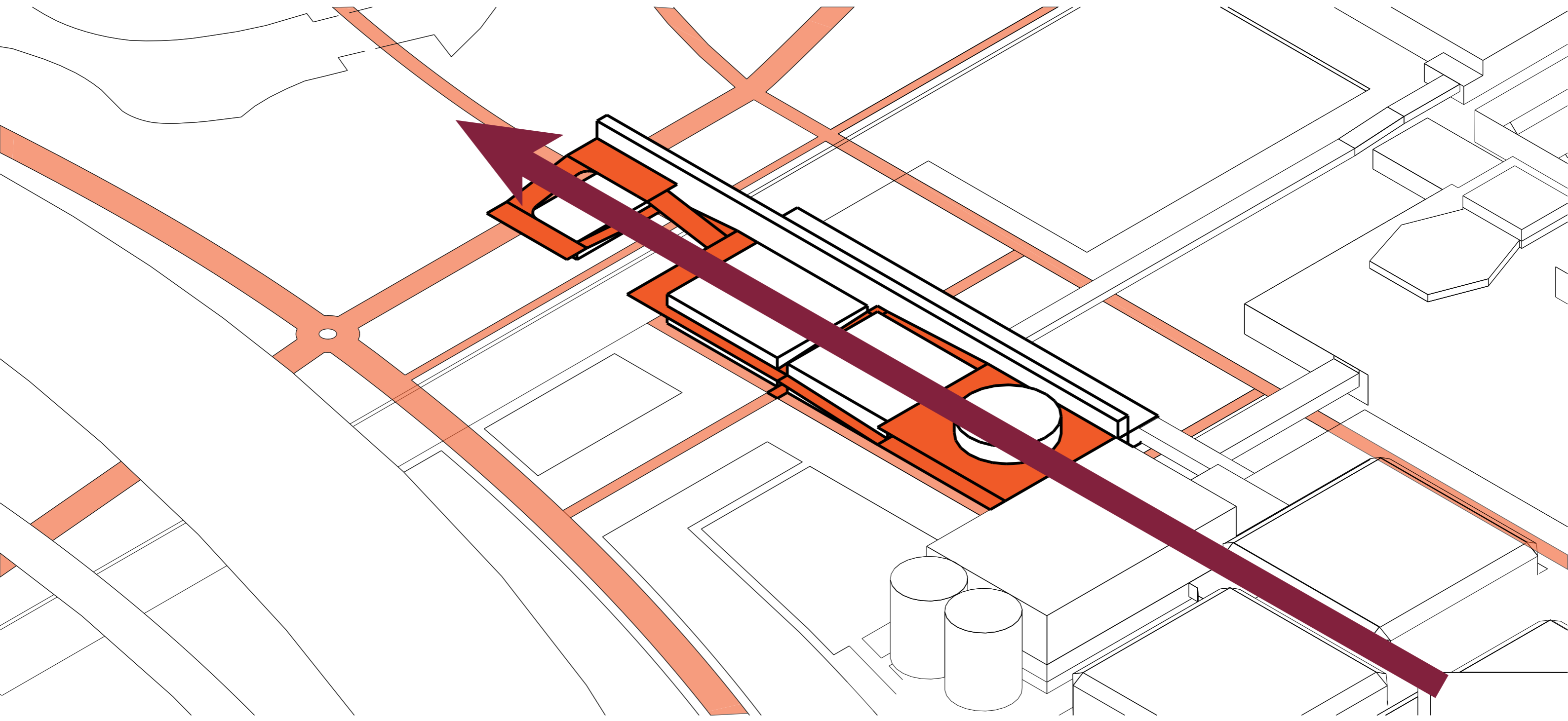




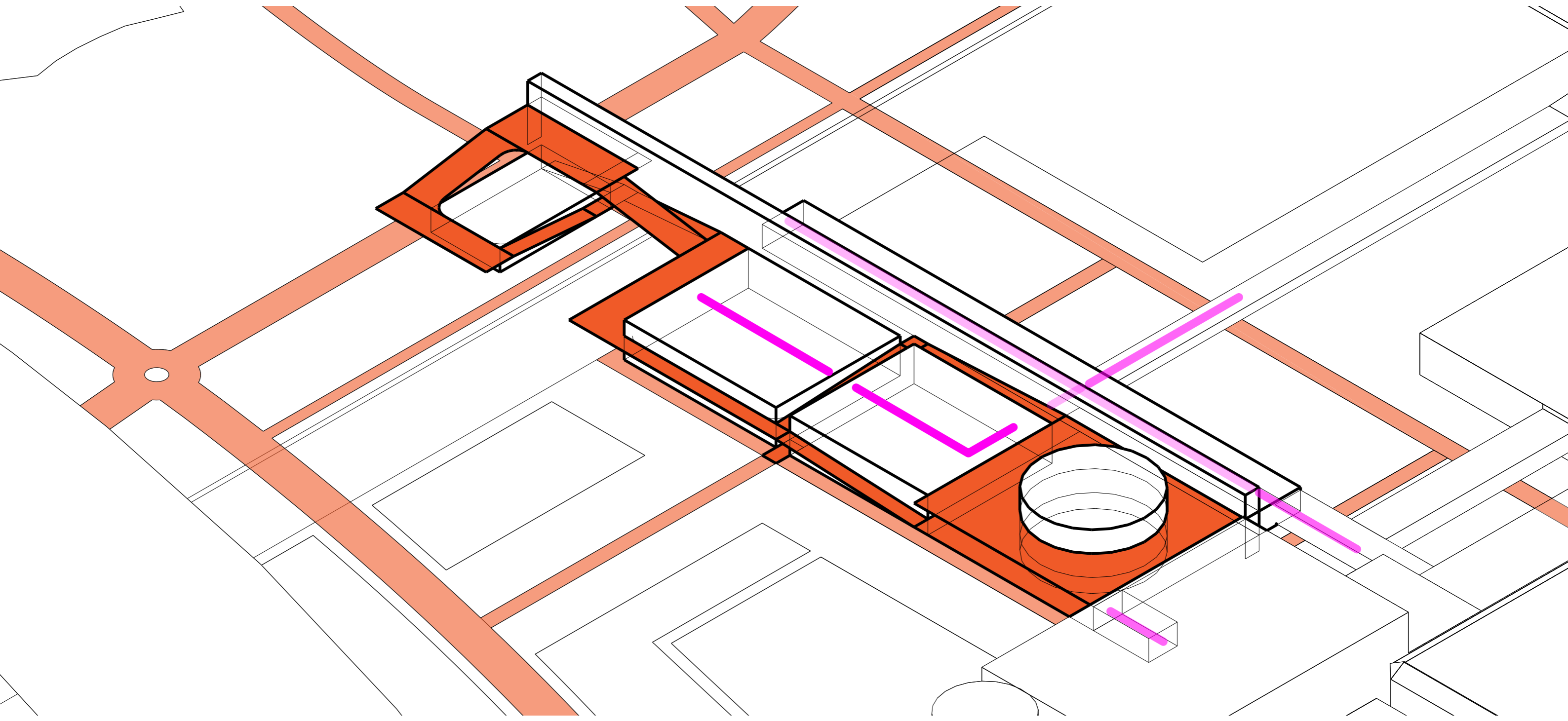
BOAT STATION

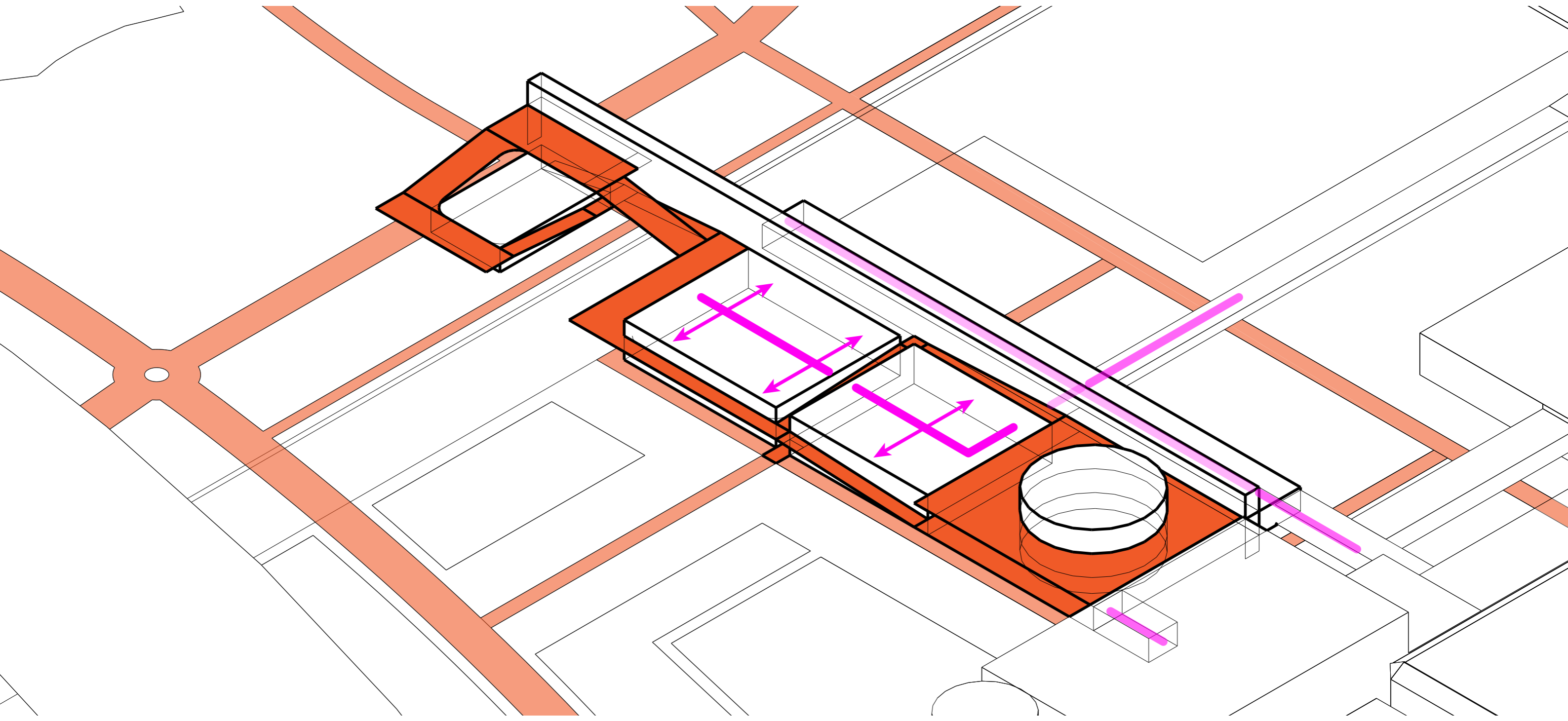


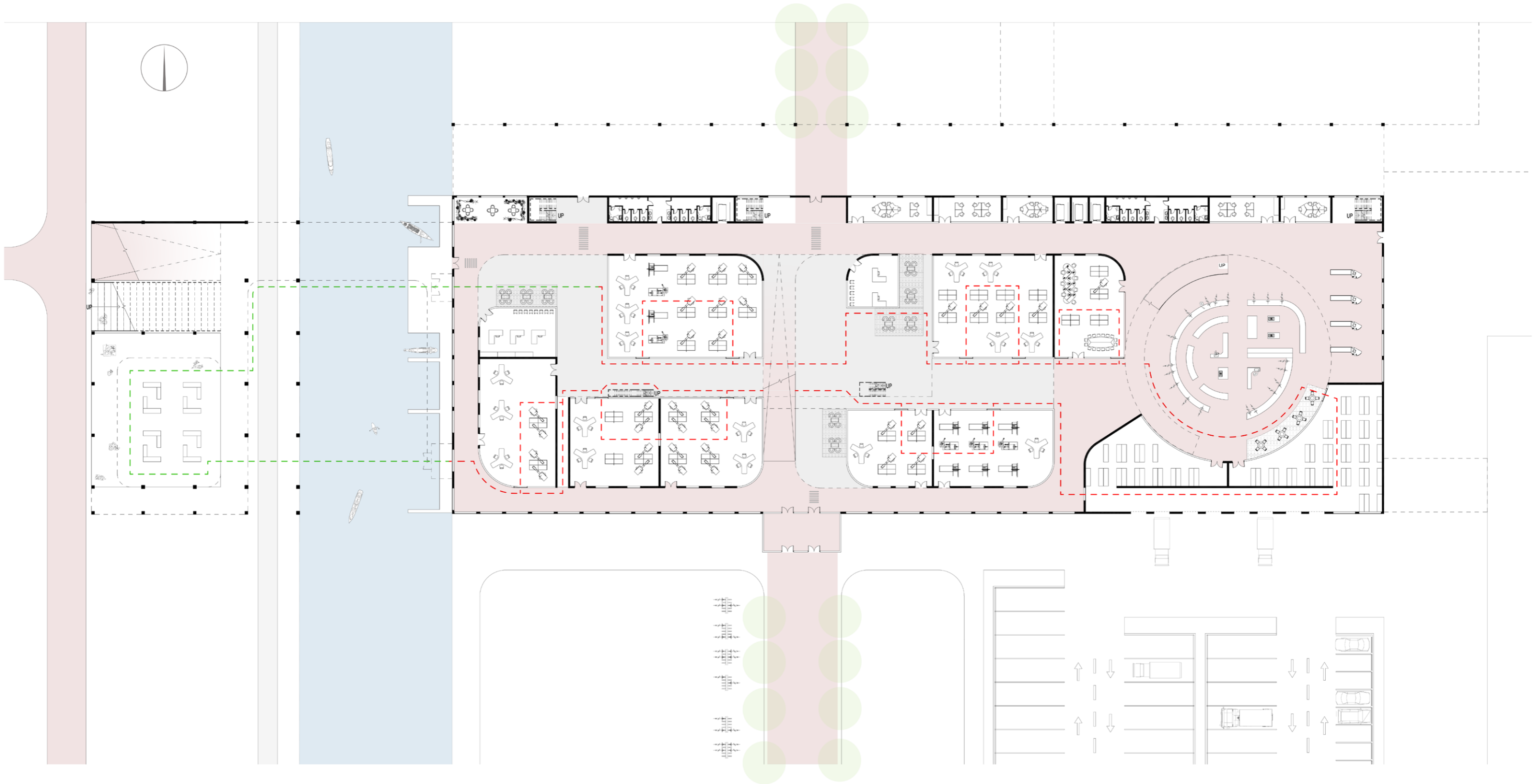
TWO-WAY NEIGHBORHOOD BRIDGING



(FOREIGN) PEDESTRIANS FROM RAI



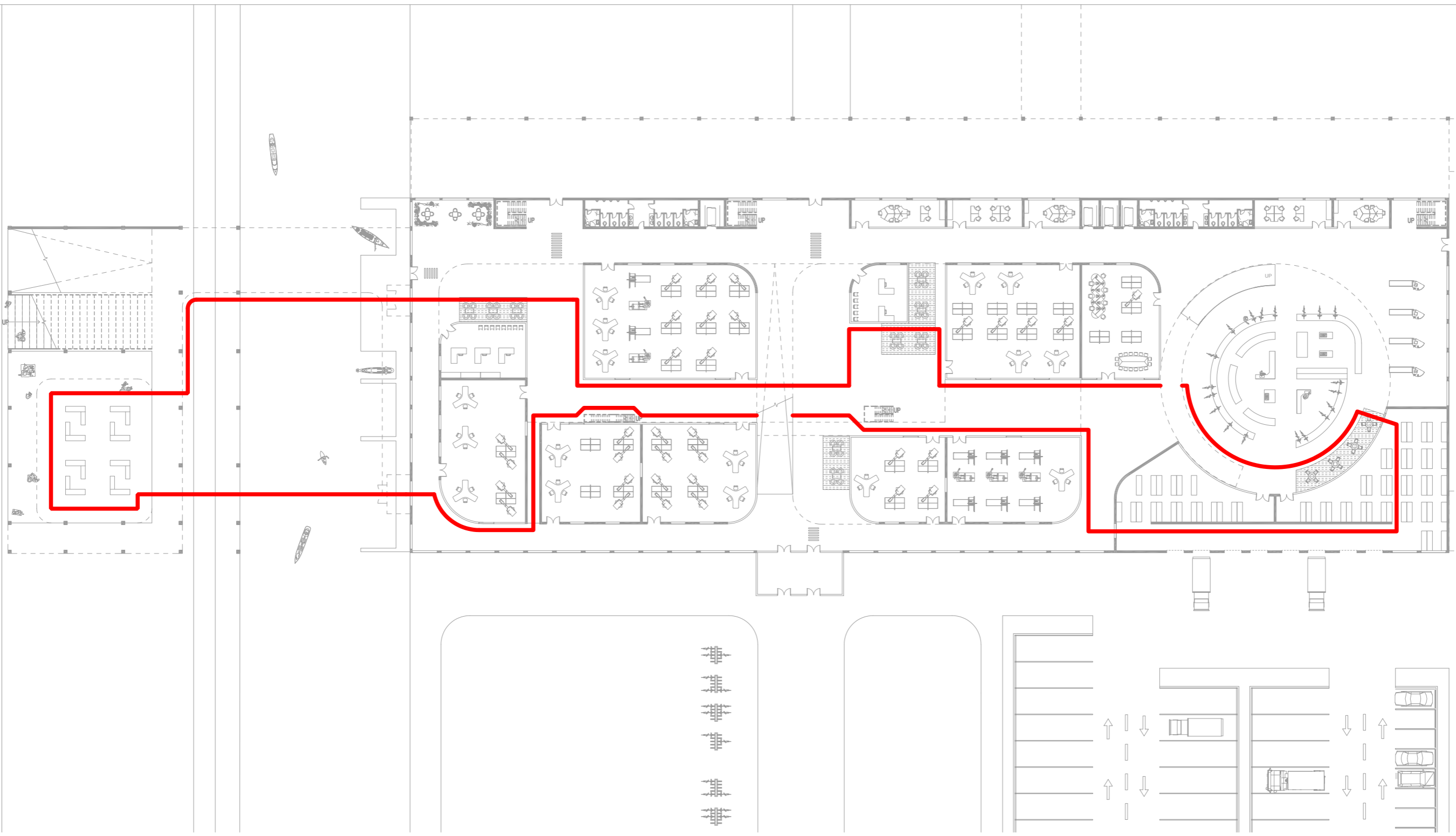




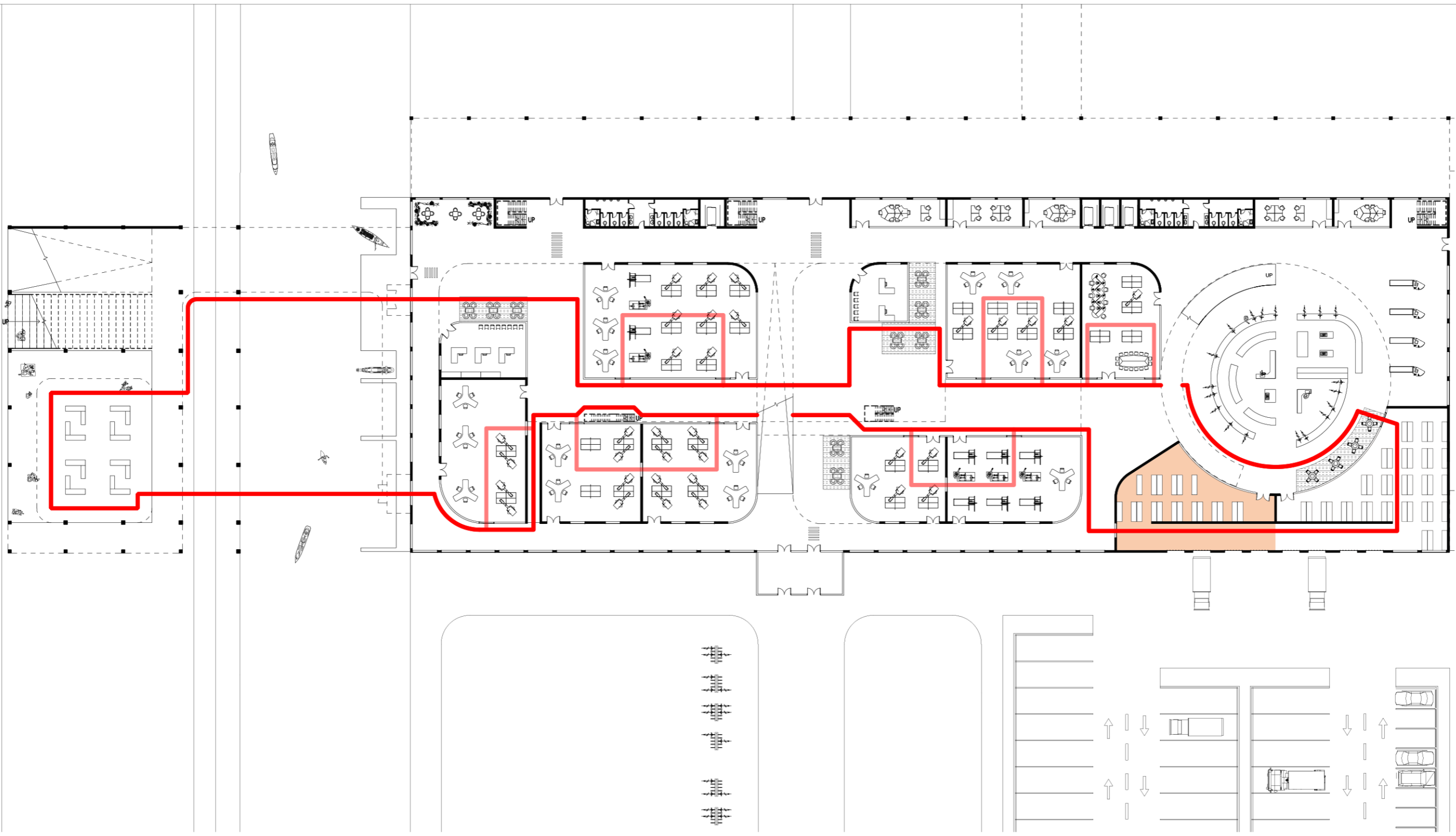
GROUND FLOOR PLAN



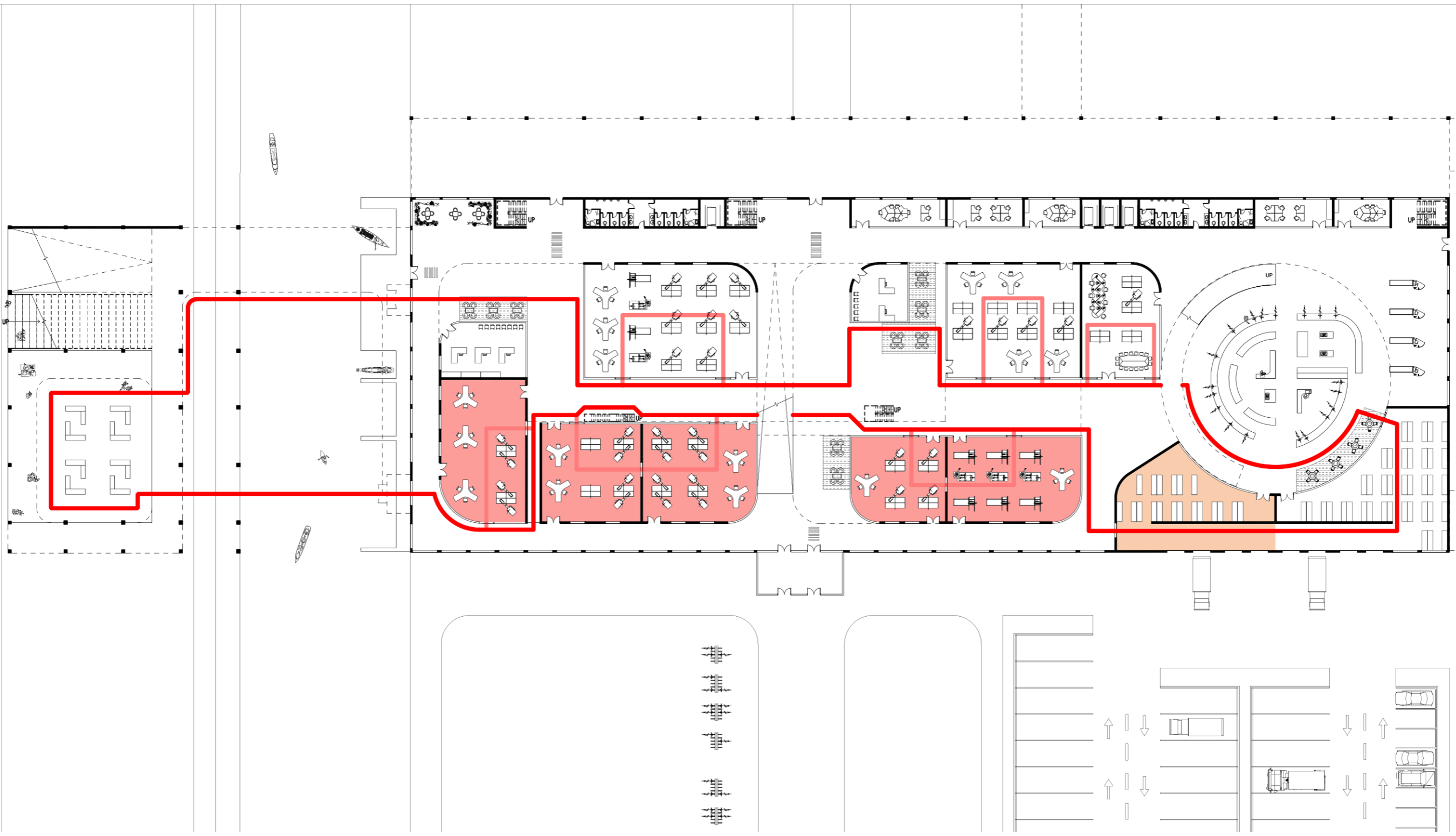
OVERHEAD COVEYOR



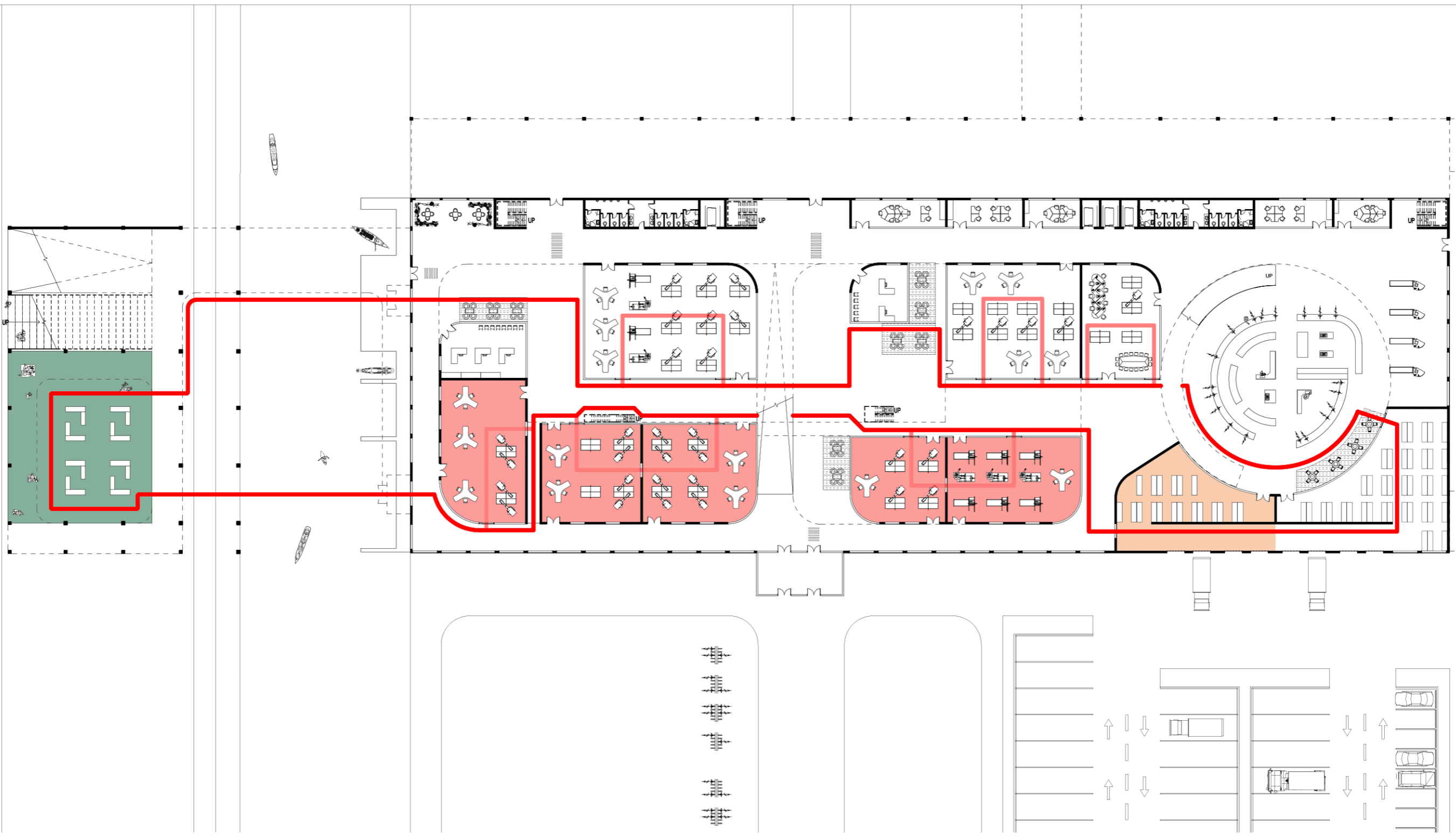
WORK FLOW



RAW MATERIAL STORAGE



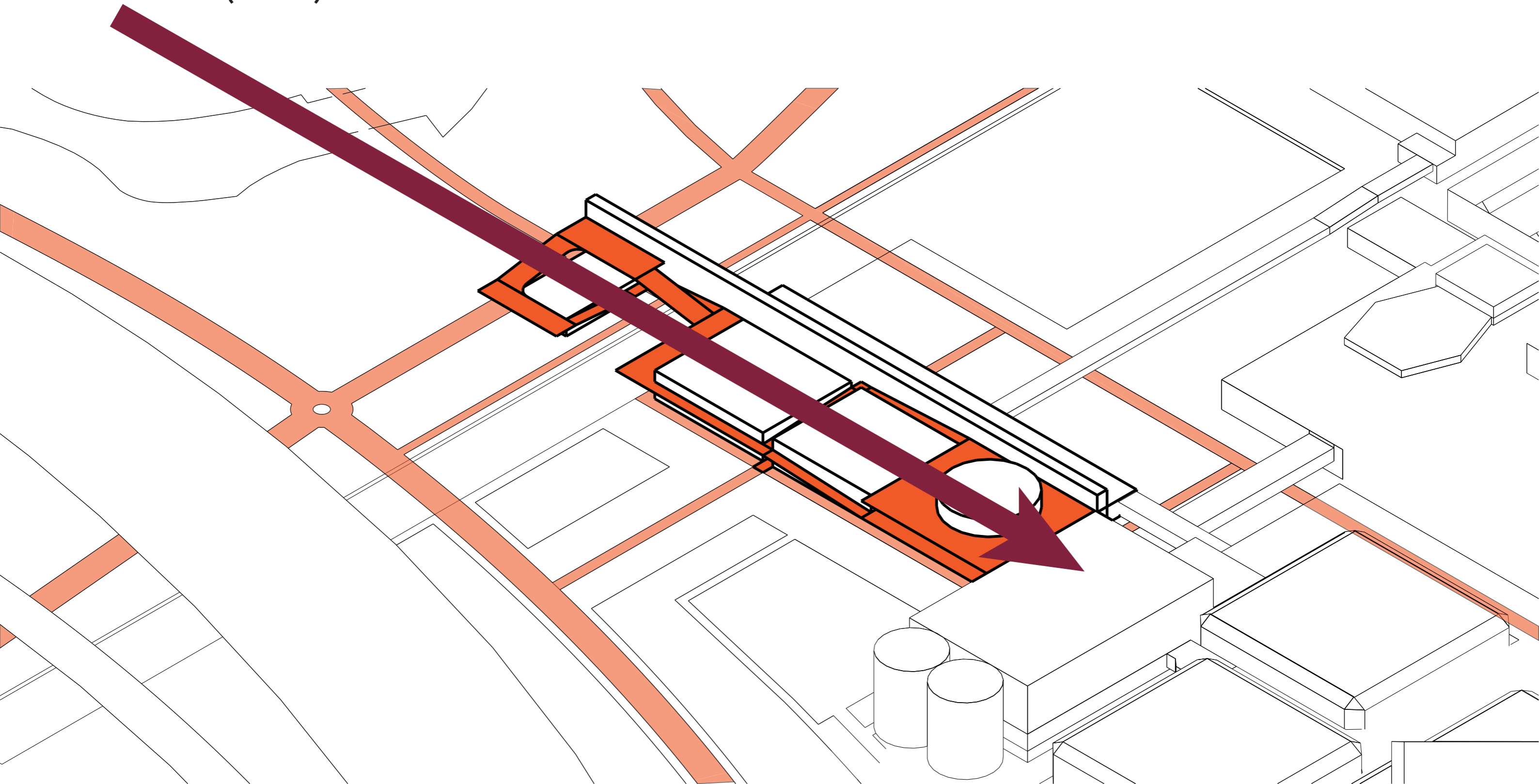
MAIN FRAME ASSEMBLING: WELDING AND GLUING

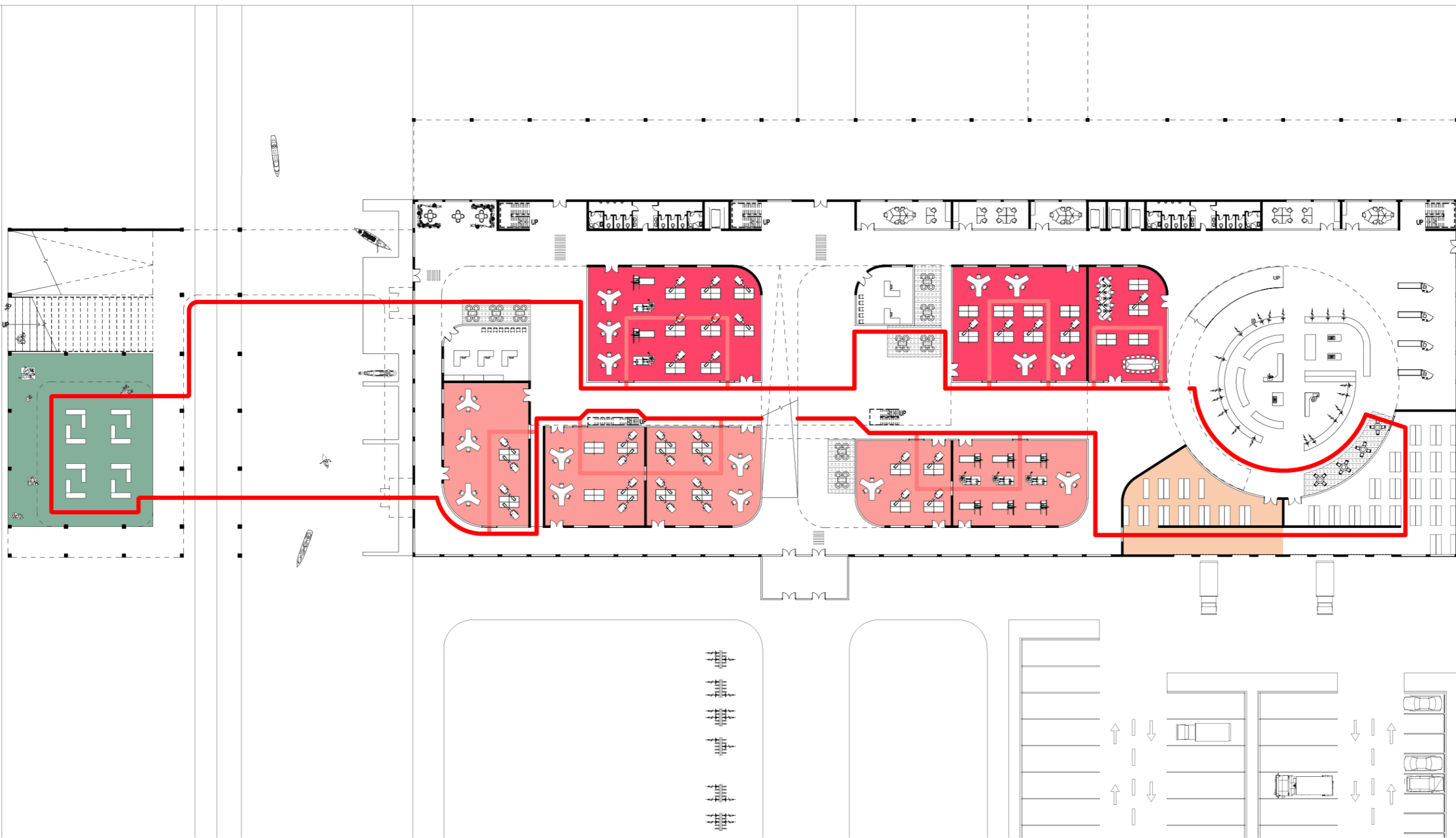


"SHOWCASE" PAVILION

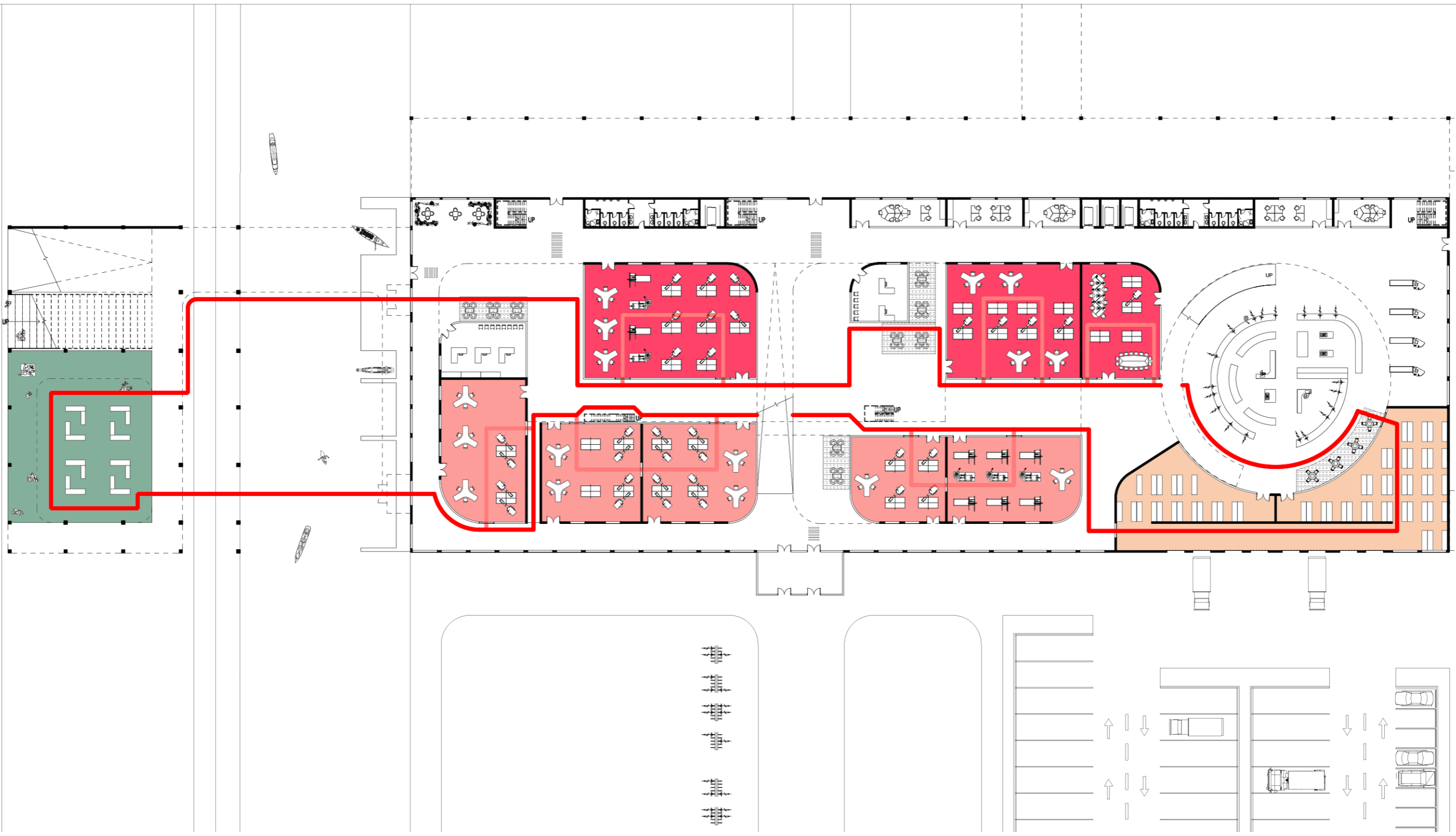


(LOCAL) CYCLISTS

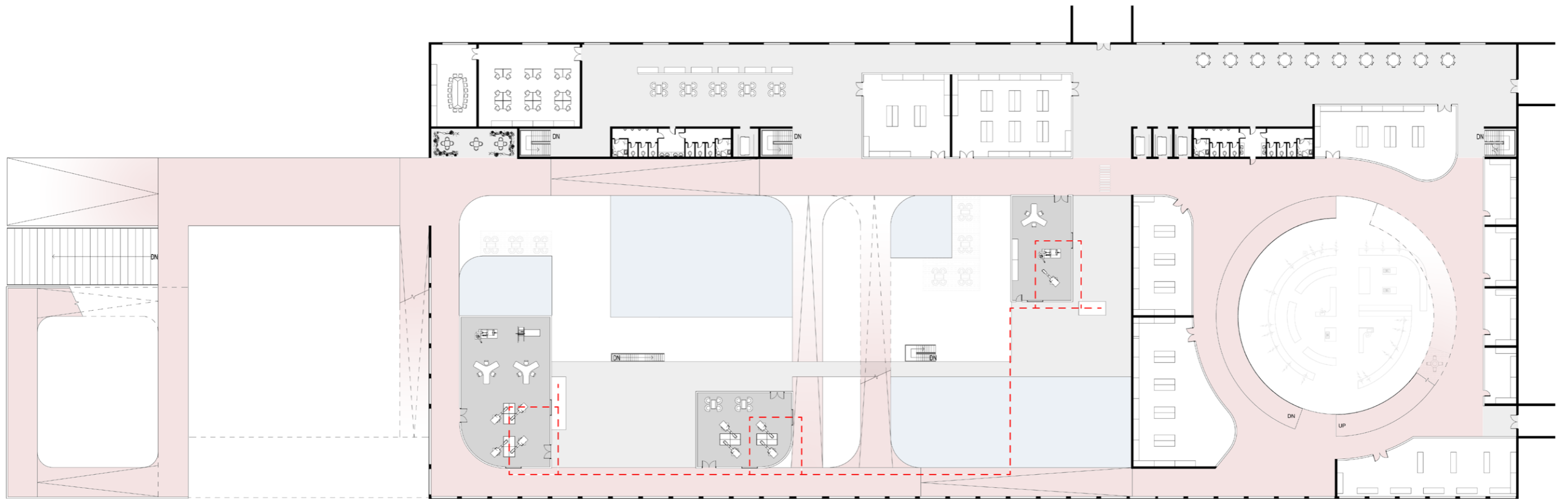




ASSEMBLING THE COMPONENTS: HANDLES, BRAKES AND SADDLES ETC.



PRODUCT STORAGE



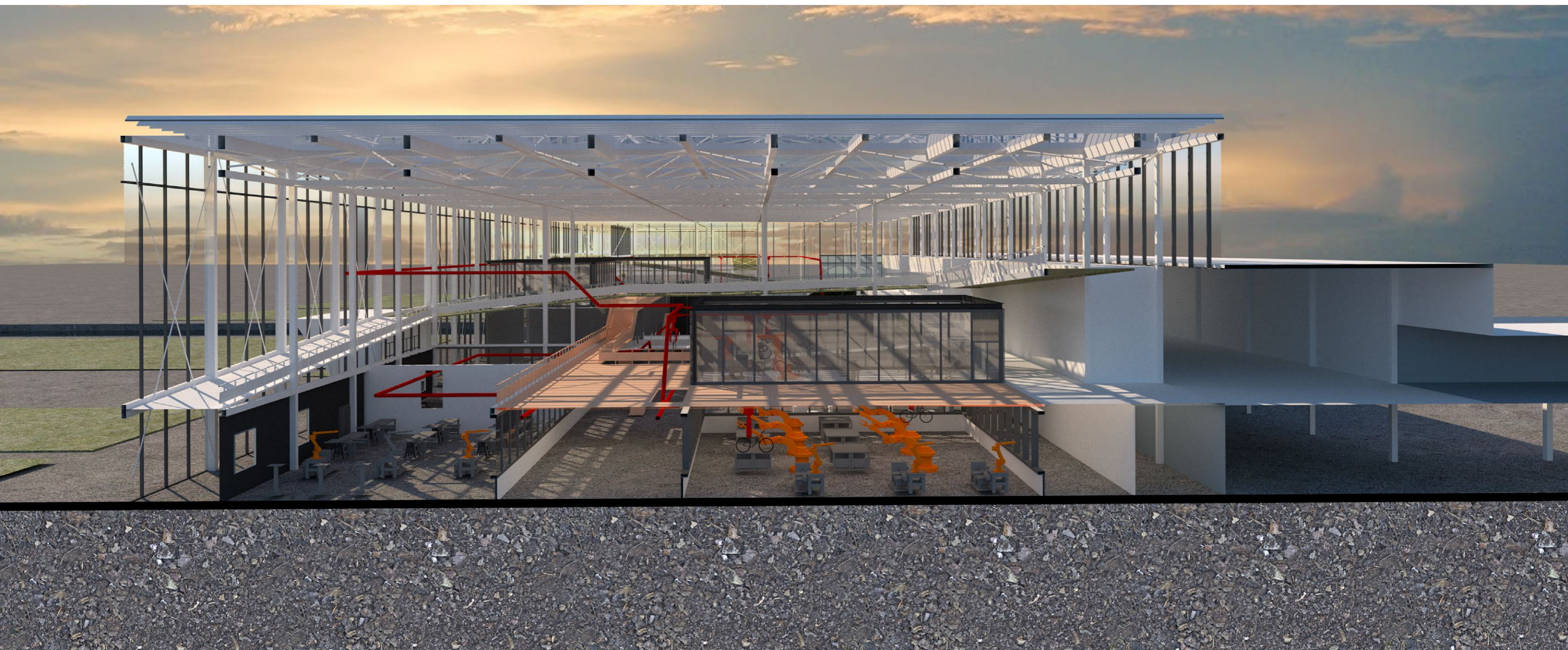
FIRST FLOOR PLAN

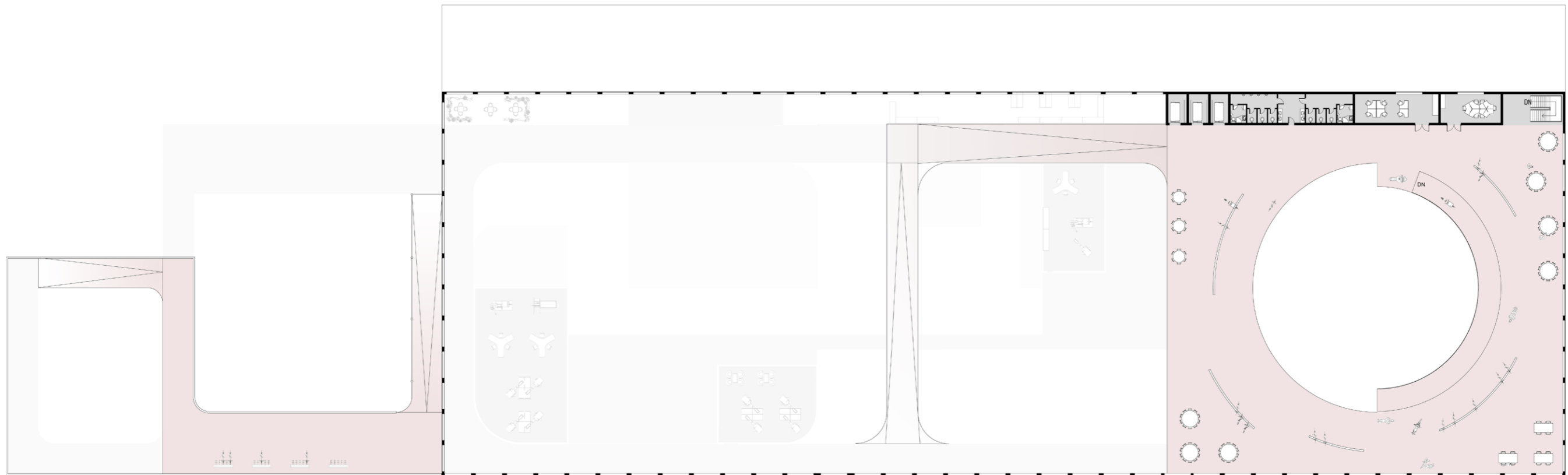


WORK FLOW BRANCH: CUSTOMIZE STUDIOS



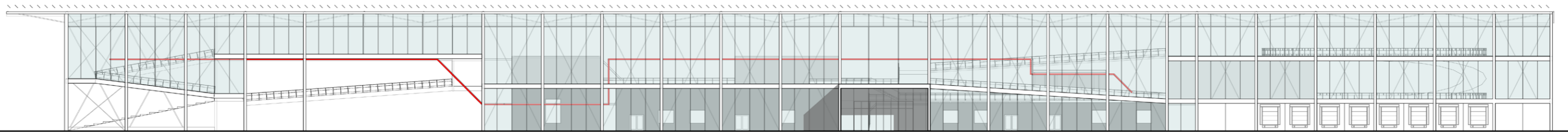
ACCESSORY SHOPS & RENTALS



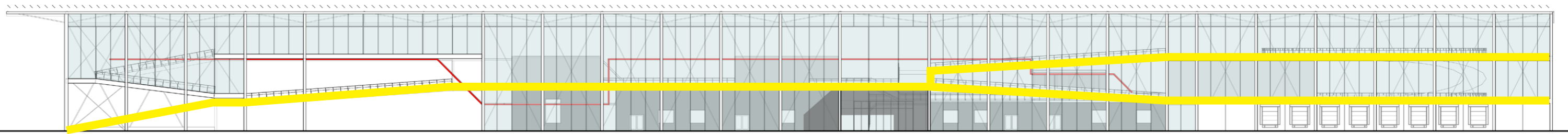






SECOND FLOOR: BIKE TEST FIELD

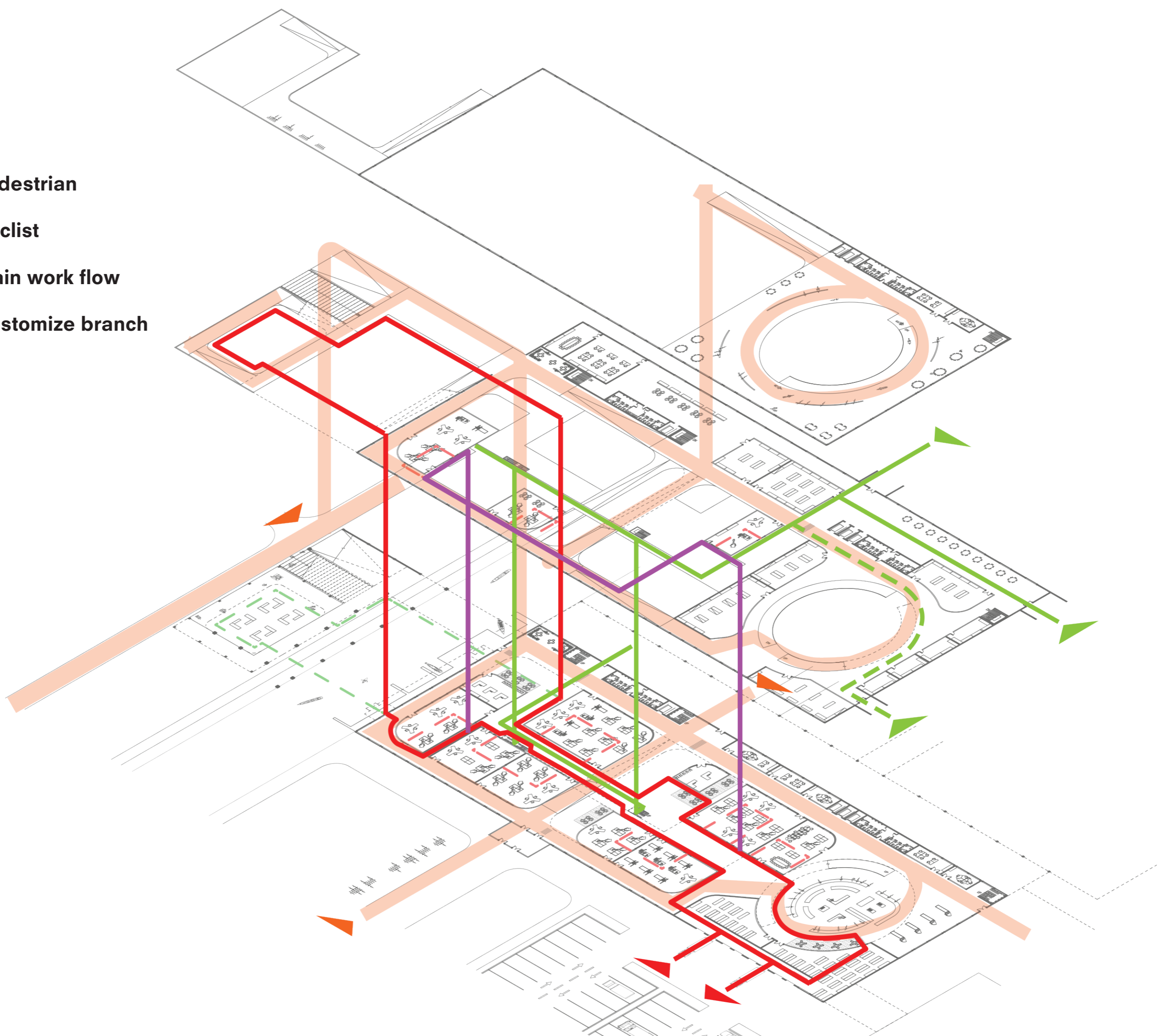


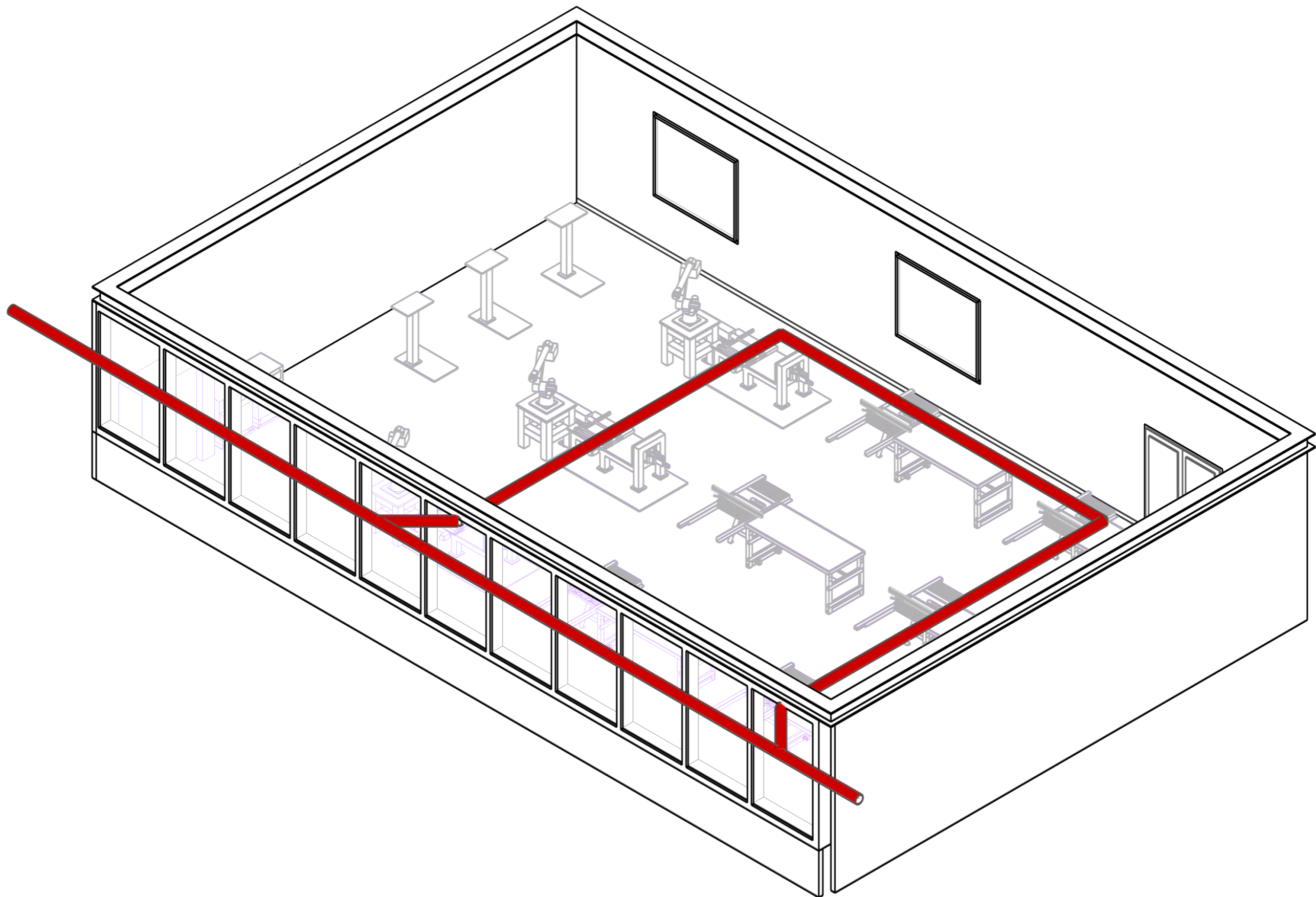


SOUTH ELEVATION

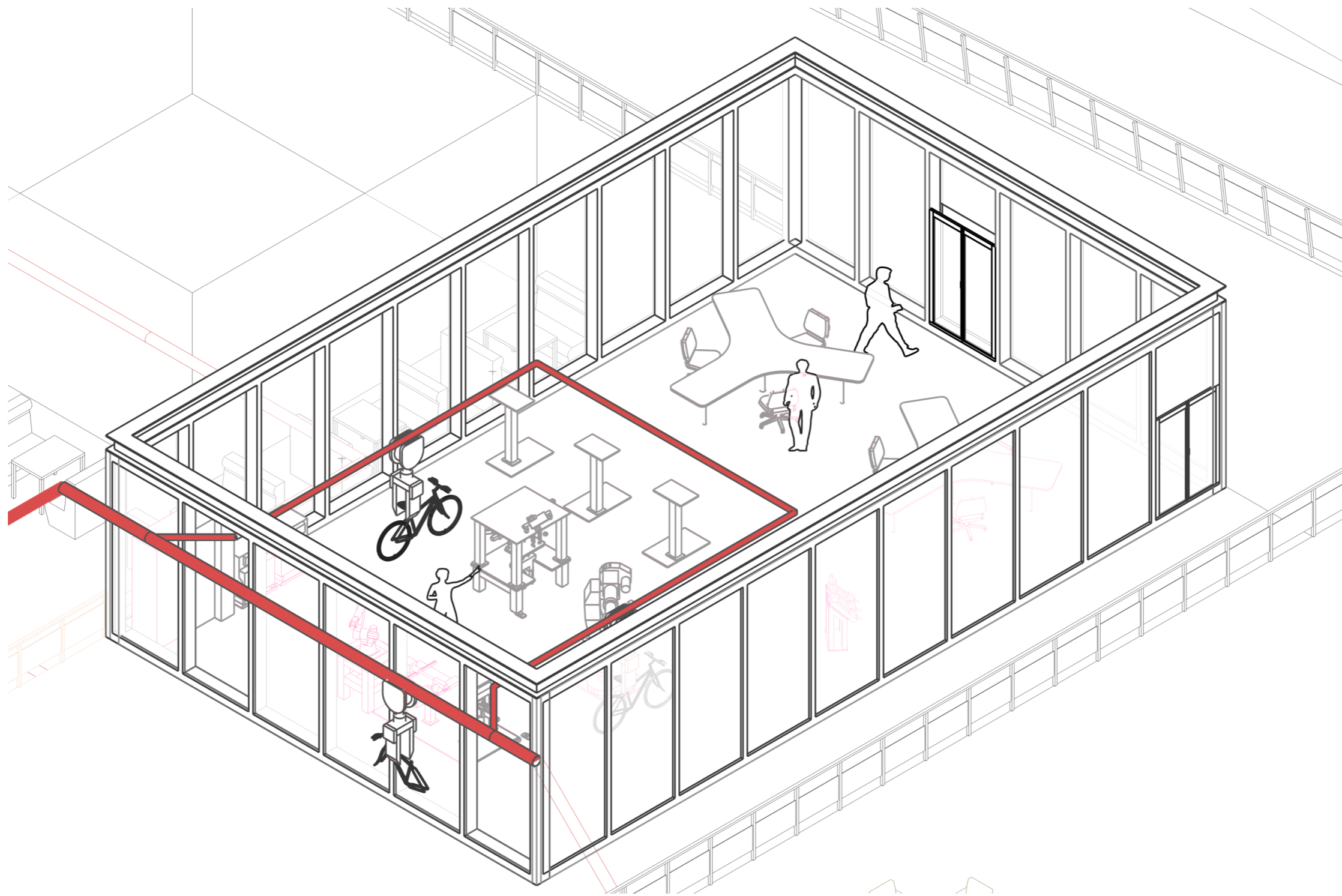


-  Pedestrian
-  Cyclist
-  Main work flow
-  Customize branch

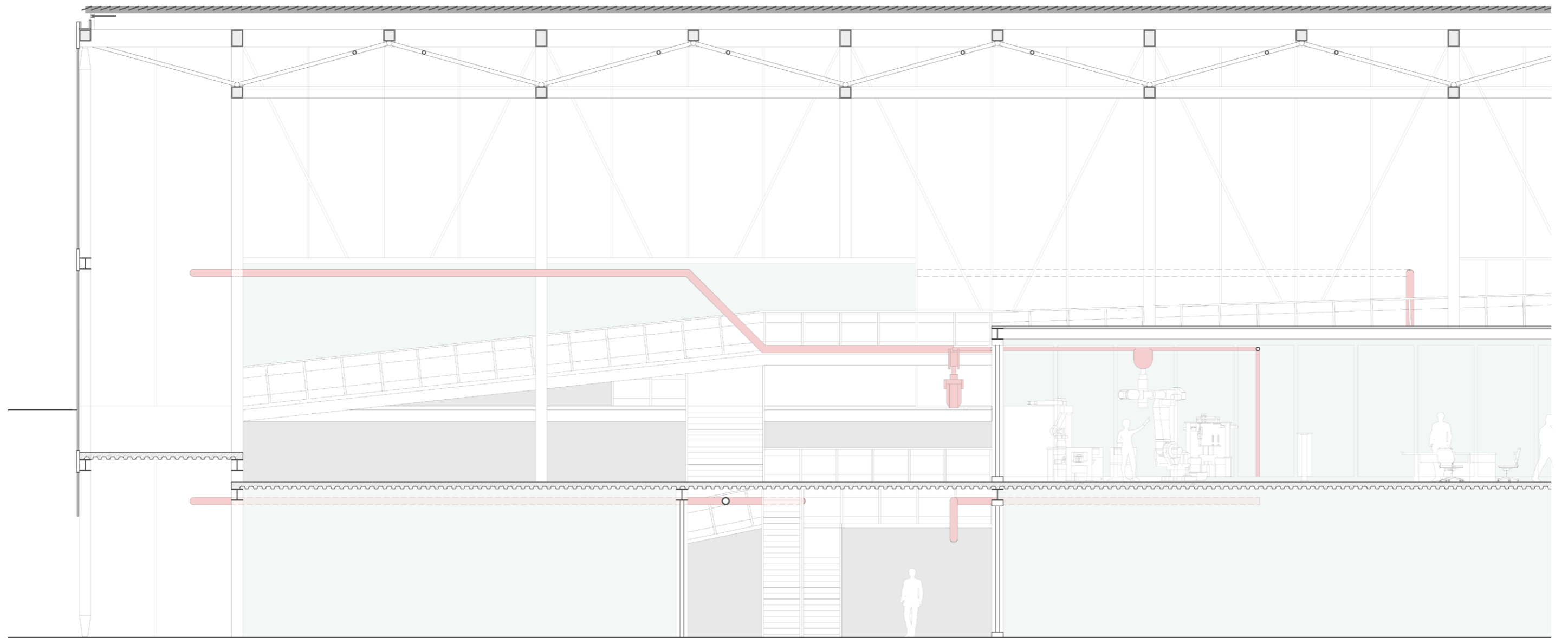


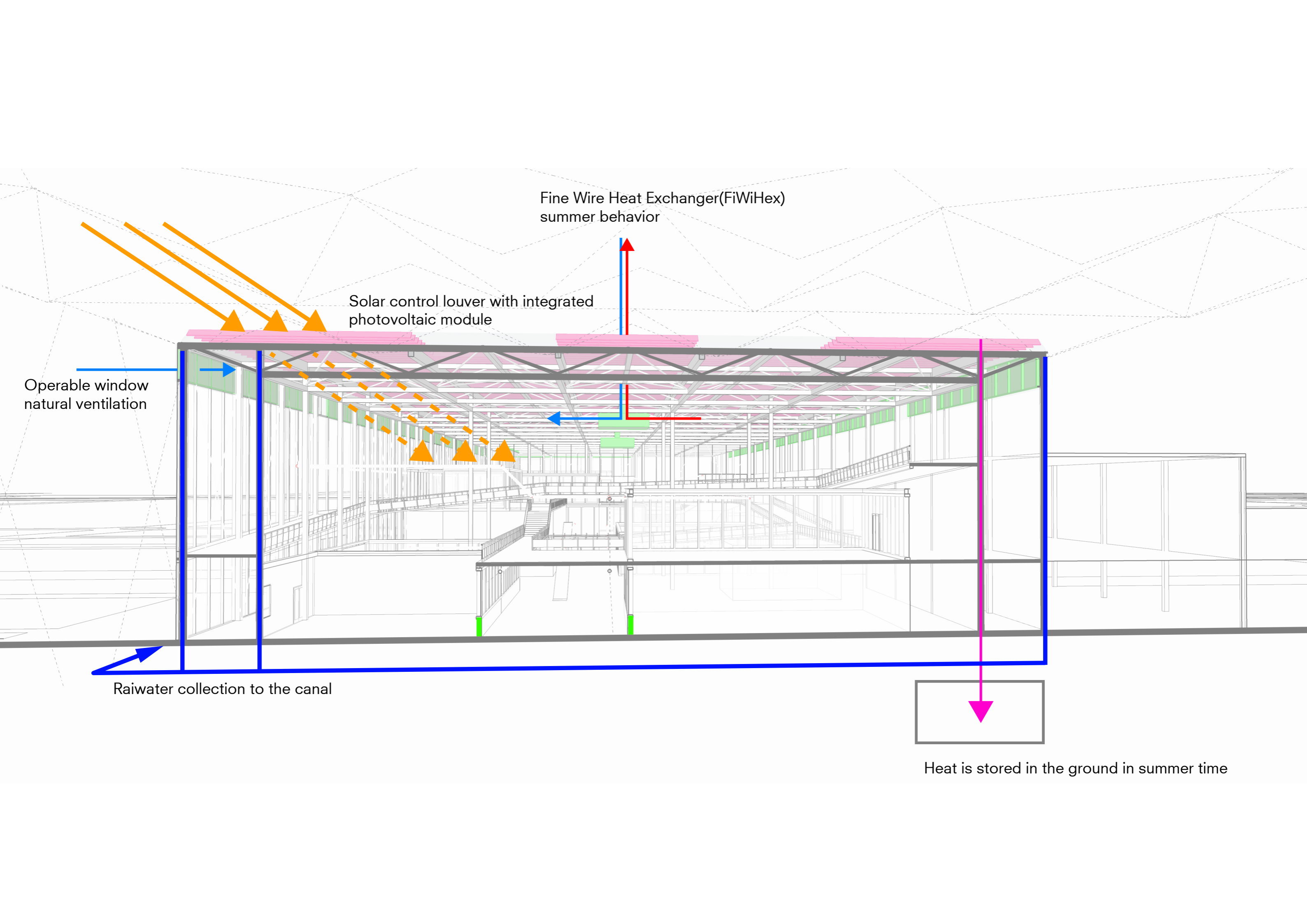


TYPICAL WORK CELL: TRADITIONAL WORKSHOP



TYPICAL WORK CELL: CUSTOMIZE STUDIO





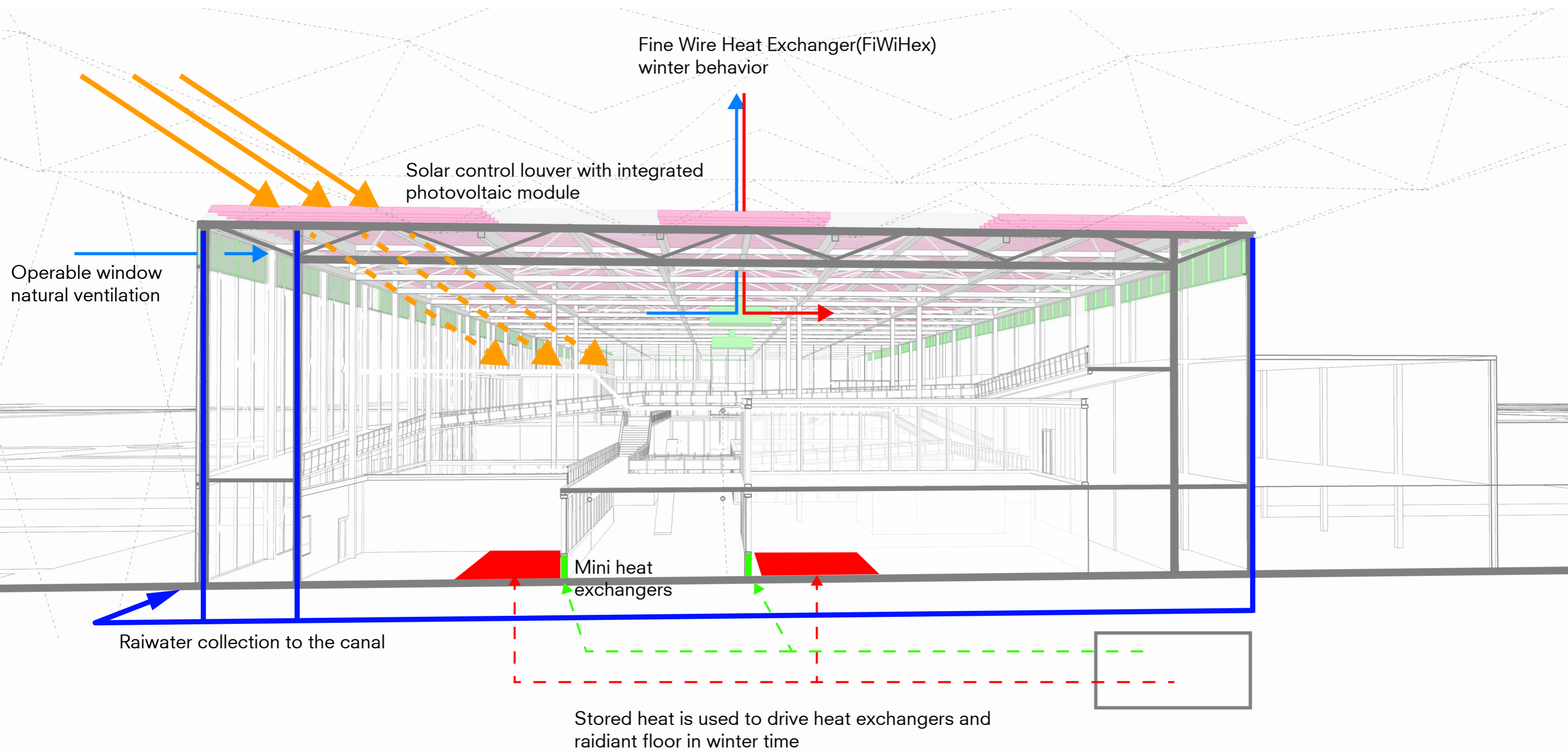
Fine Wire Heat Exchanger(FiWiHex)
summer behavior

Solar control louver with integrated
photovoltaic module

Operable window
natural ventilation

Raiwater collection to the canal

Heat is stored in the ground in summer time





THANK YOU!

ENJOY YOUR ONE-DAY CYCLE TRIP IN FACTORY 4.0!

