‘The Public Fibre’

The entering of Culturalfication within the Public Realm

P5 Presentation 20 April 2012 MICHAEL SCHUURMAN

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Research

Research

Field of Interest

Research

Field of Interest

Research

Field of Interest

Research

Rotterdam 1965

Research

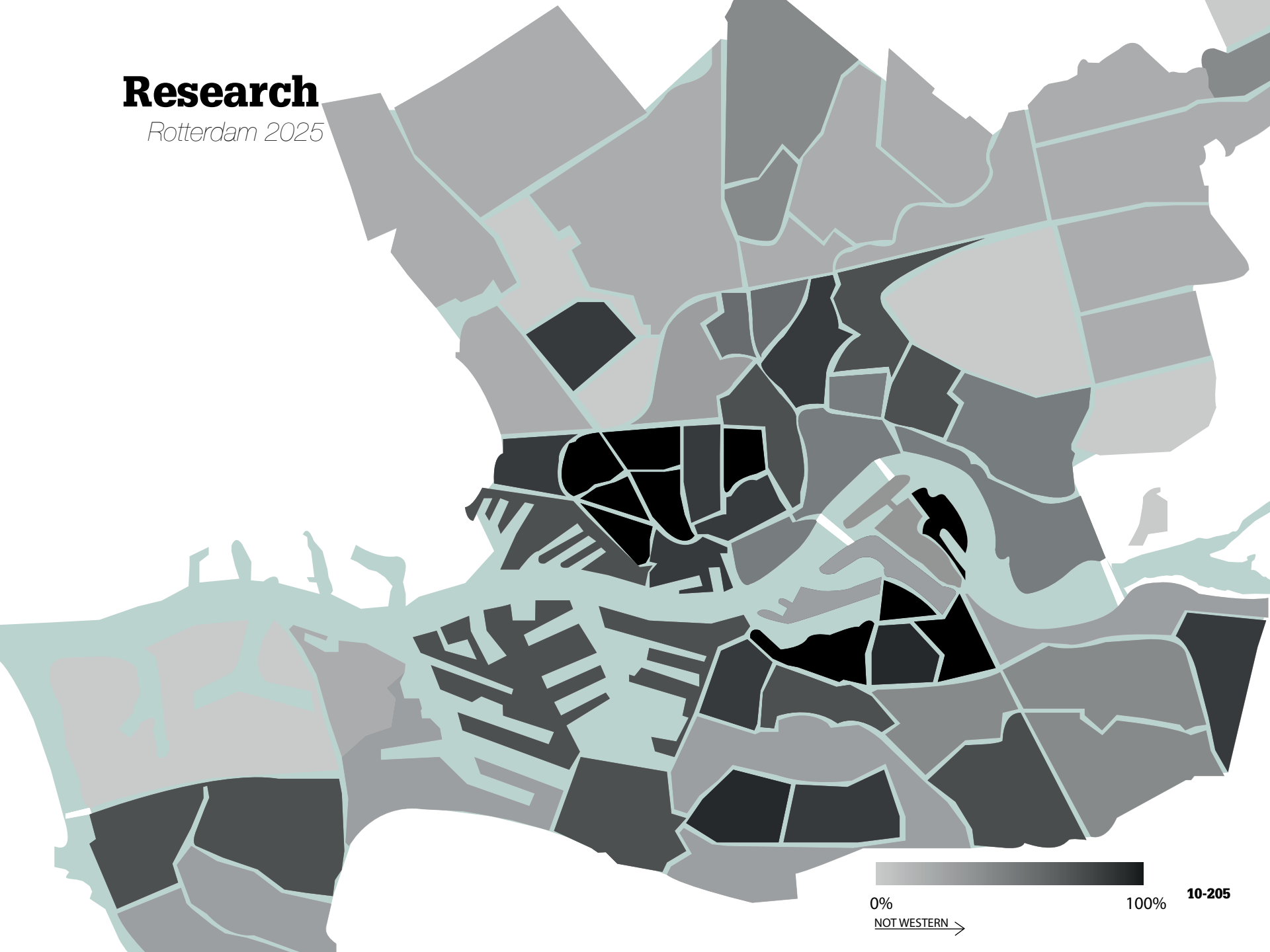
Rotterdam 1990

Research

Rotterdam 2011

Research

Rotterdam 2025



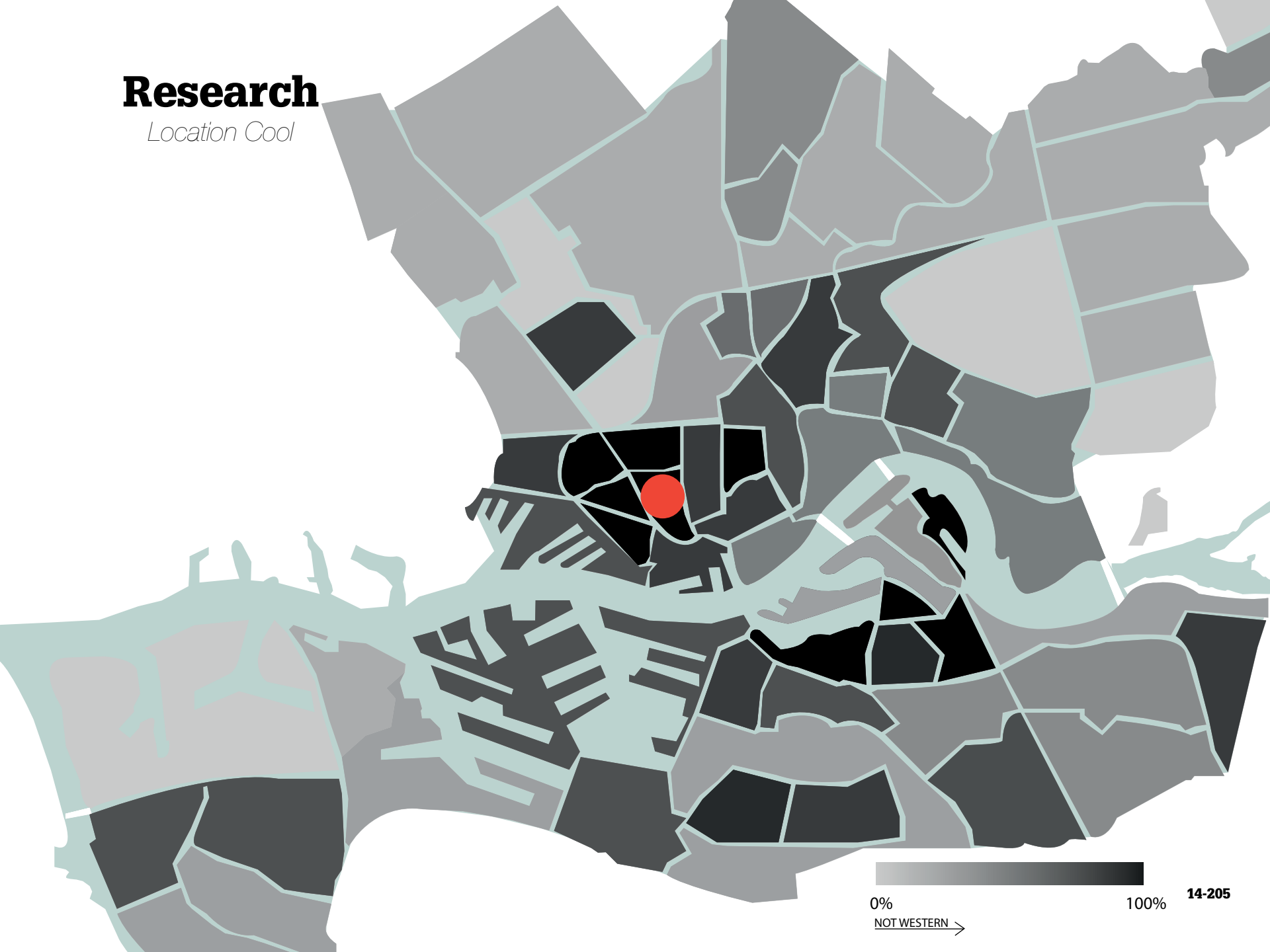
THIS PHENOMENON OF MORE AND MORE CULTURES ISIDE A DENSE SOCIETY IS WHAT I LIKE TO CALL

'CULTURALFICATION'

What impact has this ‘culturalfication’ on the public realm of the city?

Research

Location Cool

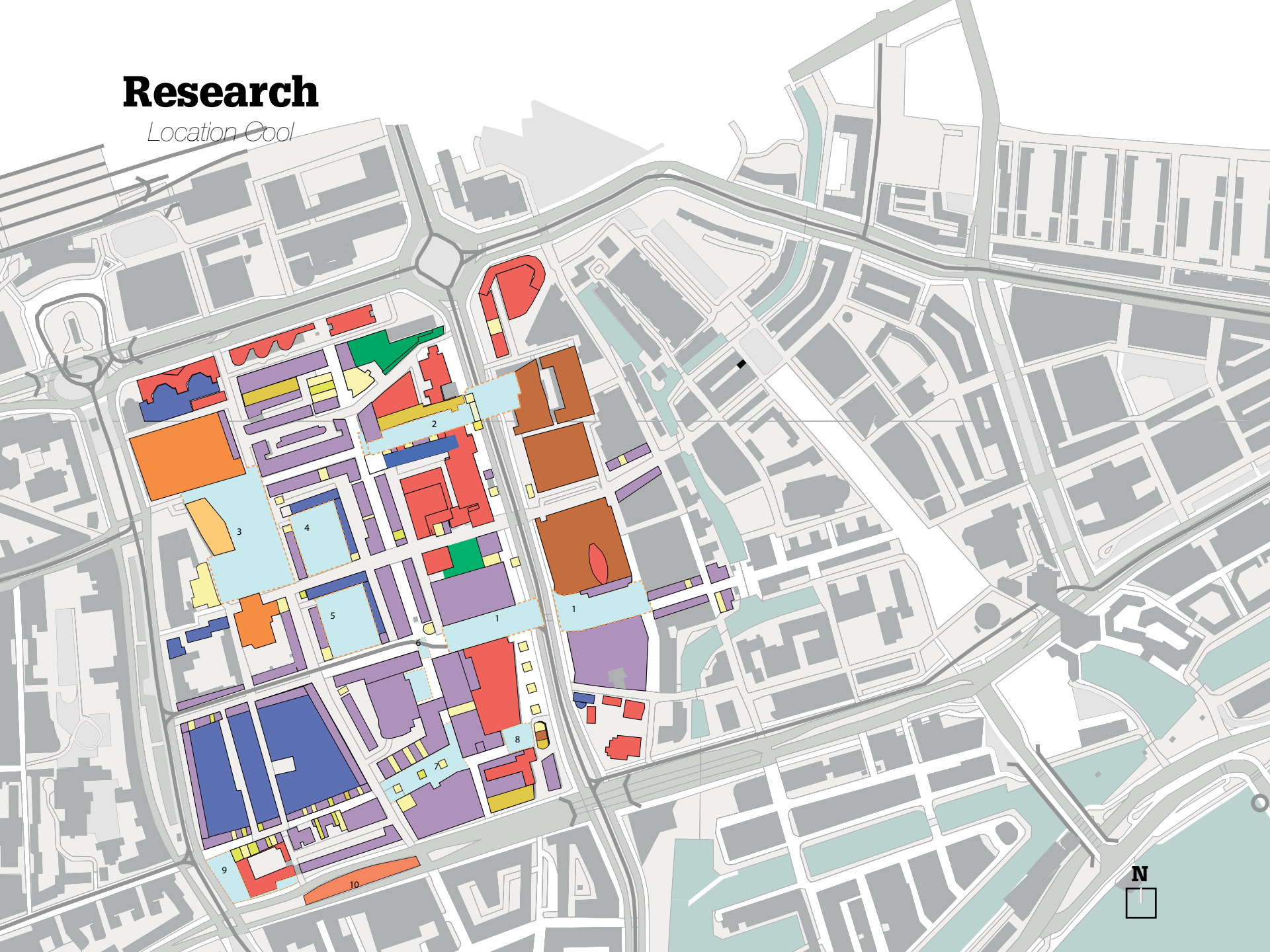


Research

Location Cool

Research

Location Cool

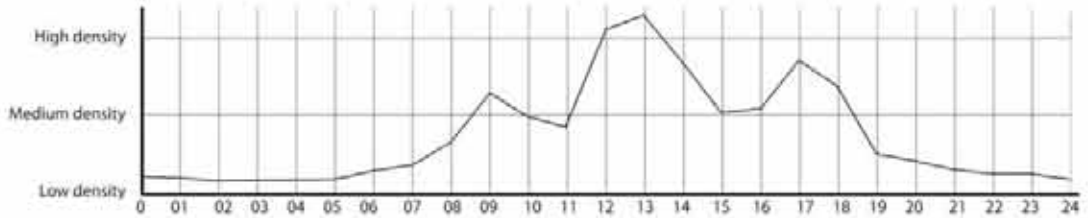


Research

Location Cool

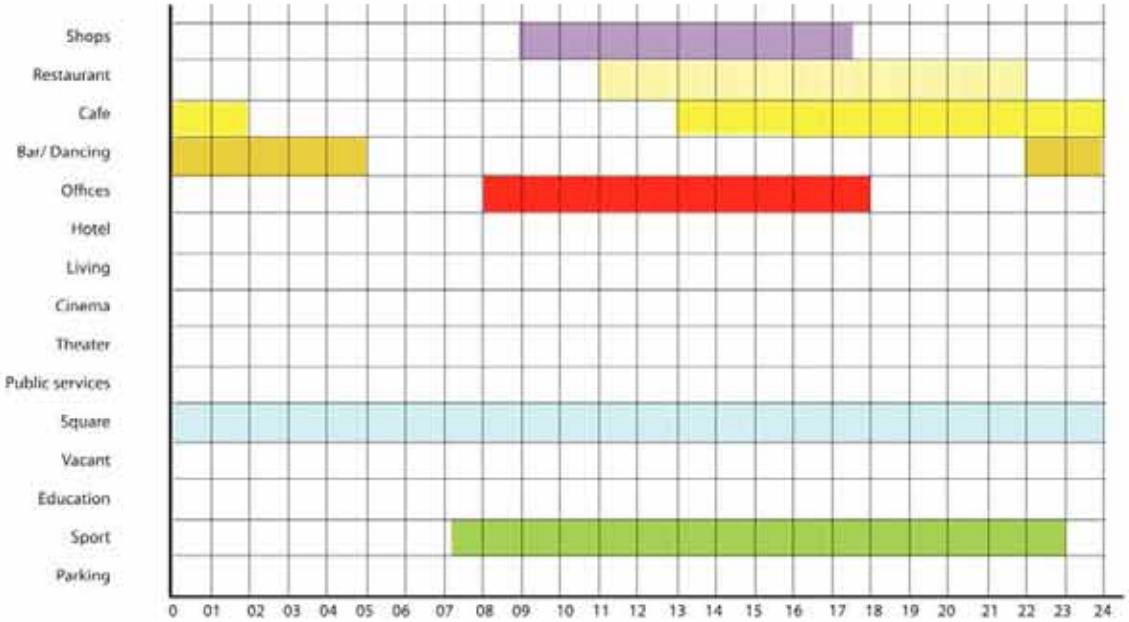
Lijnbaan

intensity of use during day



Lijnbaan

potential hours of use



weekday's

usage per function per ethnic group during daytime in total

	Dutch	Maroccans	Turkish	Surinamese
Shops	15,00%	11,50%	10,00%	13,50%
Restaurant	1,80%	1,13%	1,13%	0,95%
Cafe	0,43%	0,28%	0,16%	0,13%
Bar/ Dancing	1,68%	0,51%	0,42%	0,39%
Offices	26,97%	1,24%	0,93%	1,86%
Hotel	0,00%	0,00%	0,00%	0,00%
Living	0,00%	0,00%	0,00%	0,00%
Cinema	0,00%	0,00%	0,00%	0,00%
Theater	0,00%	0,00%	0,00%	0,00%
Public services	0,00%	0,00%	0,00%	0,00%
Square	2,16%	2,43%	2,34%	2,07%
Vacant	0,00%	0,00%	0,00%	0,00%
Education				
Sport	0,37%	0,16%	0,21%	0,26%
Parking				
total present in area	48,41%	17.25%	15.19%	19.16%

usage per function per ethnic group during daytime in the public domain

	Dutch	Maroccans	Turkish	Surinamese
Shops	22,50%	17,25%	15,00%	20,25%
Restaurant	2,16%	1,35%	1,35%	1,14%
Cafe	0,43%	0,28%	0,16%	0,13%
Bar/ Dancing	1,68%	0,51%	0,42%	0,39%
Offices	0,00%	0,00%	0,00%	0,00%
Hotel	0,00%	0,00%	0,00%	0,00%
Living	0,00%	0,00%	0,00%	0,00%
Cinema	0,00%	0,00%	0,00%	0,00%
Theater	0,00%	0,00%	0,00%	0,00%
Public services	0,00%	0,00%	0,00%	0,00%
Square	3,12%	3,51%	3,38%	2,99%
Vacant	0,00%	0,00%	0,00%	0,00%
Education				
Sport	0,74%	0,32%	0,42%	0,52%
Parking				
total present in area	30.63%	23.22%	20.73%	25.42%

usage per function per ethnic group during nighttime in the public domain

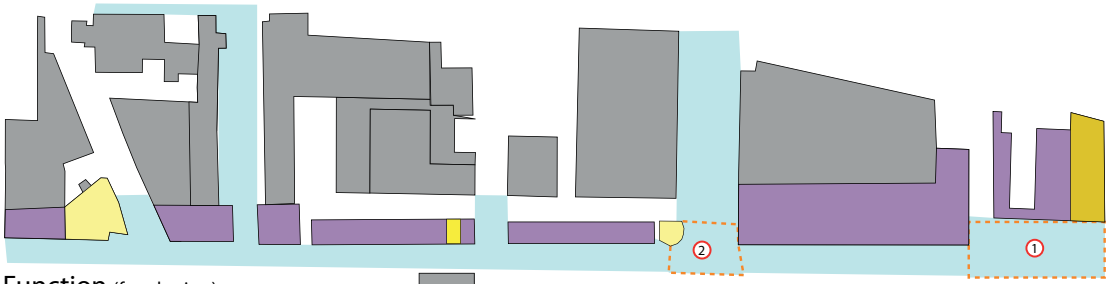
	Dutch	Maroccans	Turkish	Surinamese
Shops	0,00%	0,00%	0,00%	0,00%
Restaurant	7,56%	4,73%	4,73%	3,99%
Cafe	0,86%	0,56%	0,32%	0,26%
Bar/ Dancing	8,40%	2,55%	2,10%	1,95%
Offices	0,00%	0,00%	0,00%	0,00%
Hotel	0,00%	0,00%	0,00%	0,00%
Living	0,00%	0,00%	0,00%	0,00%
Cinema	0,00%	0,00%	0,00%	0,00%
Theater	0,00%	0,00%	0,00%	0,00%
Public services	0,00%	0,00%	0,00%	0,00%
Square	13,20%	14,85%	14,30%	12,65%
Vacant	0,00%	0,00%	0,00%	0,00%
Education				
Sport	2,59%	1,12%	1,47%	1,82%
Parking				
total present in area	32.61%	23.81%	22.92%	20.67%

Research

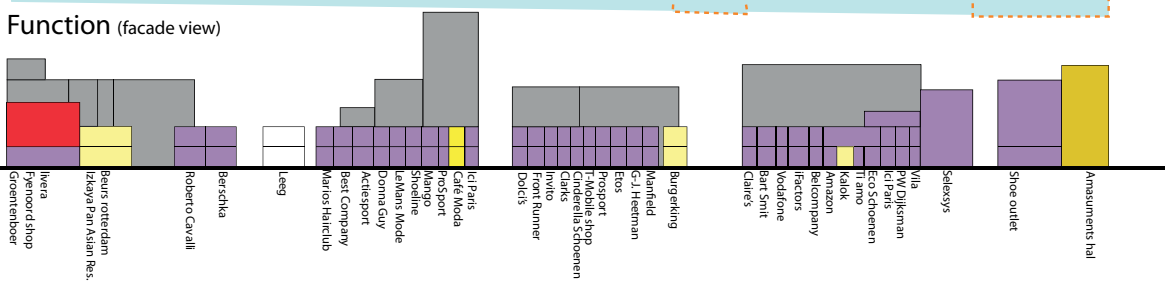
Location Cool

Lijnbaan facing East

Plan



Function (facade view)



Lijnbaan

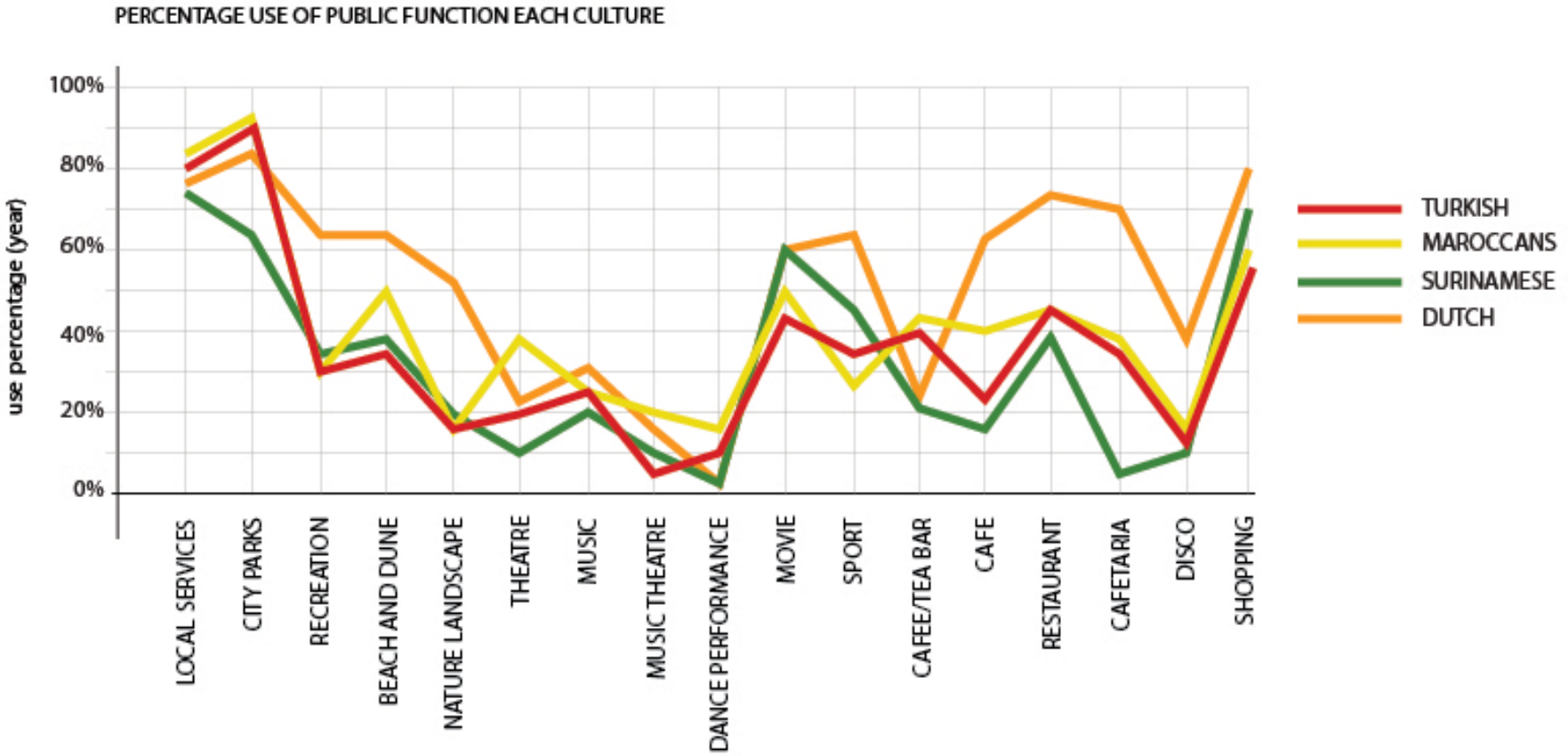
Kind of use Local Not-Local

Percentage Public Functions

67%	28183m2	-		-	
8,9%	3754m2	-		-	
0,7%	284m2	-		12%	5056 m2
3%	1299m2	-		① Binnenwegplein	
5,5%	2298m2	-		② Van Oldenbarneveldplaats	
				vacant 2,5%	1132m2

Research

Program research



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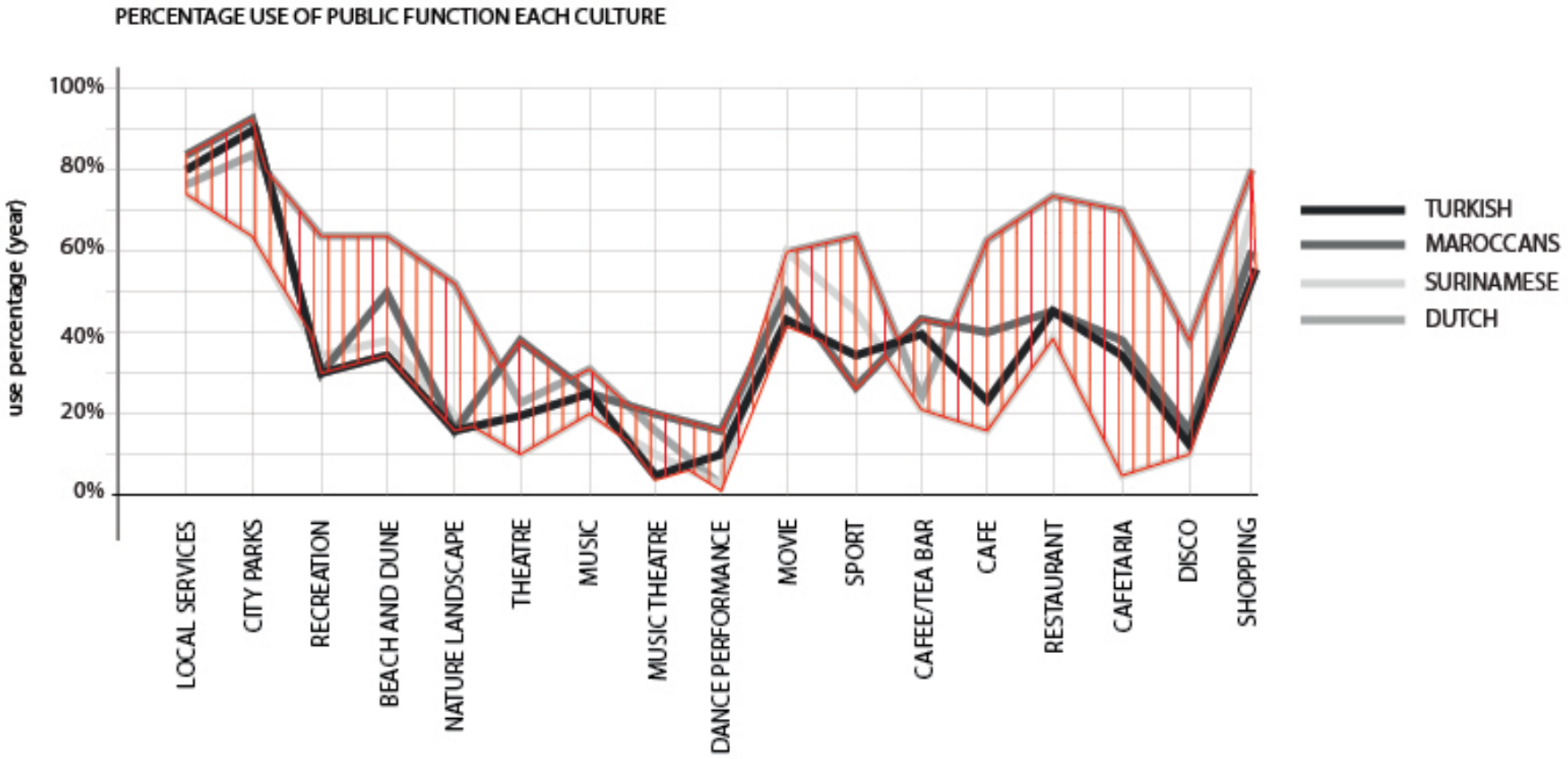

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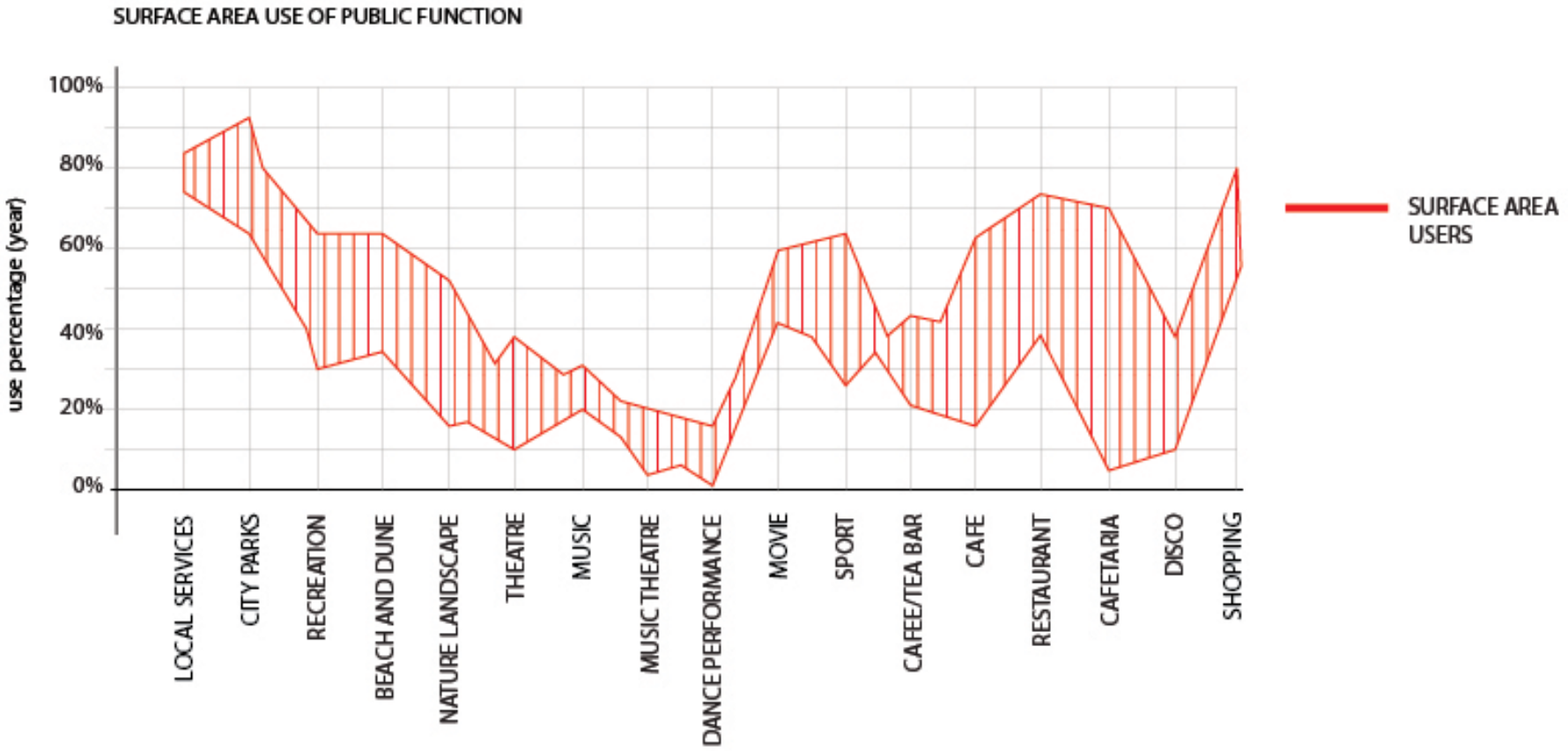

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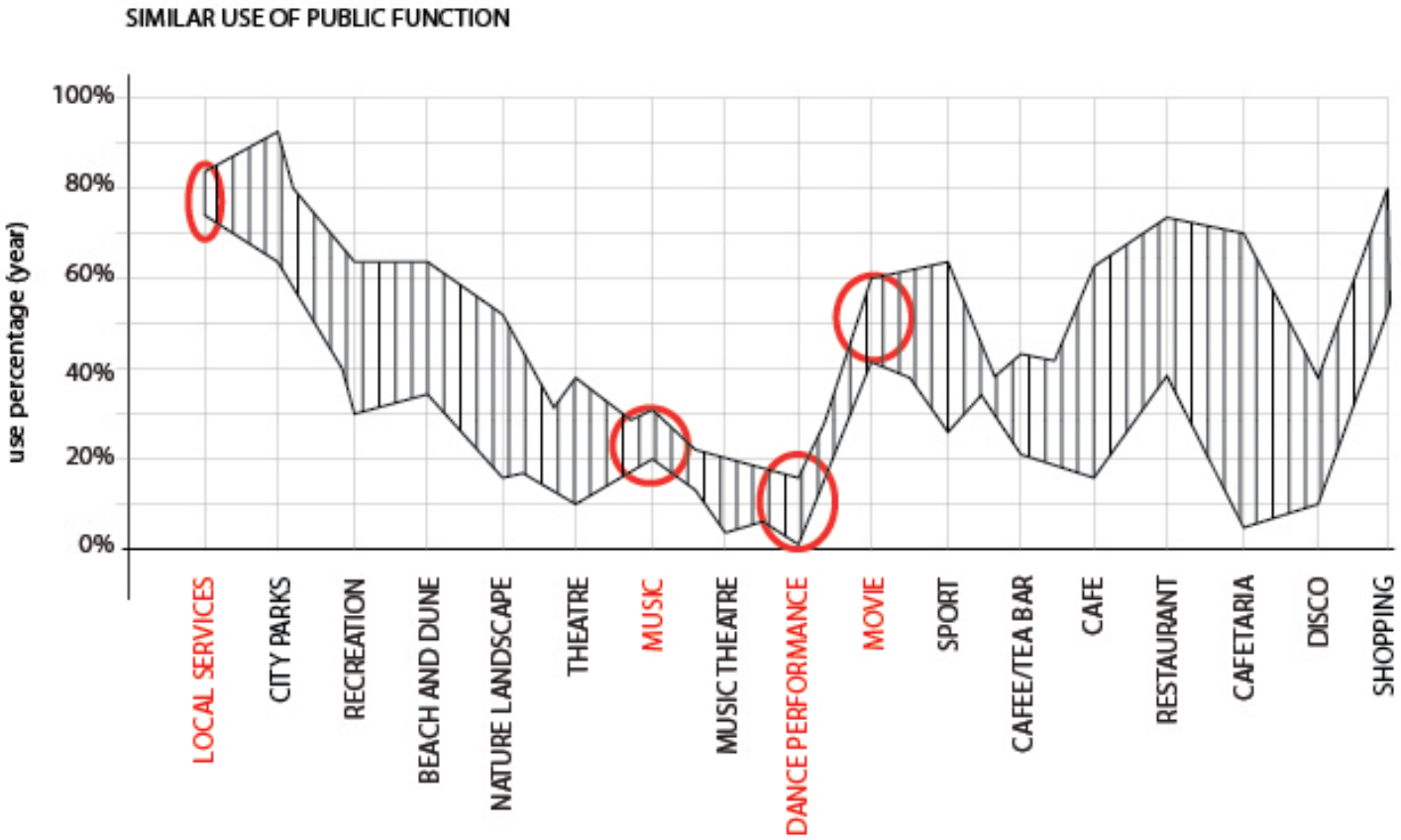
Program research



Questionnaire

Voice of the users

90% notifies a cultural diversity within the center

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Shopping and Eating are the most cultural influenced and used by the society

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Shopping and Eating are the most cultural influenced and used by the society

90% finds that the society should be open for new cultures

Questionnaire

Voice of the users

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Shopping and Eating are the most cultural influenced and used by the society

90% finds that the society should be open for new cultures

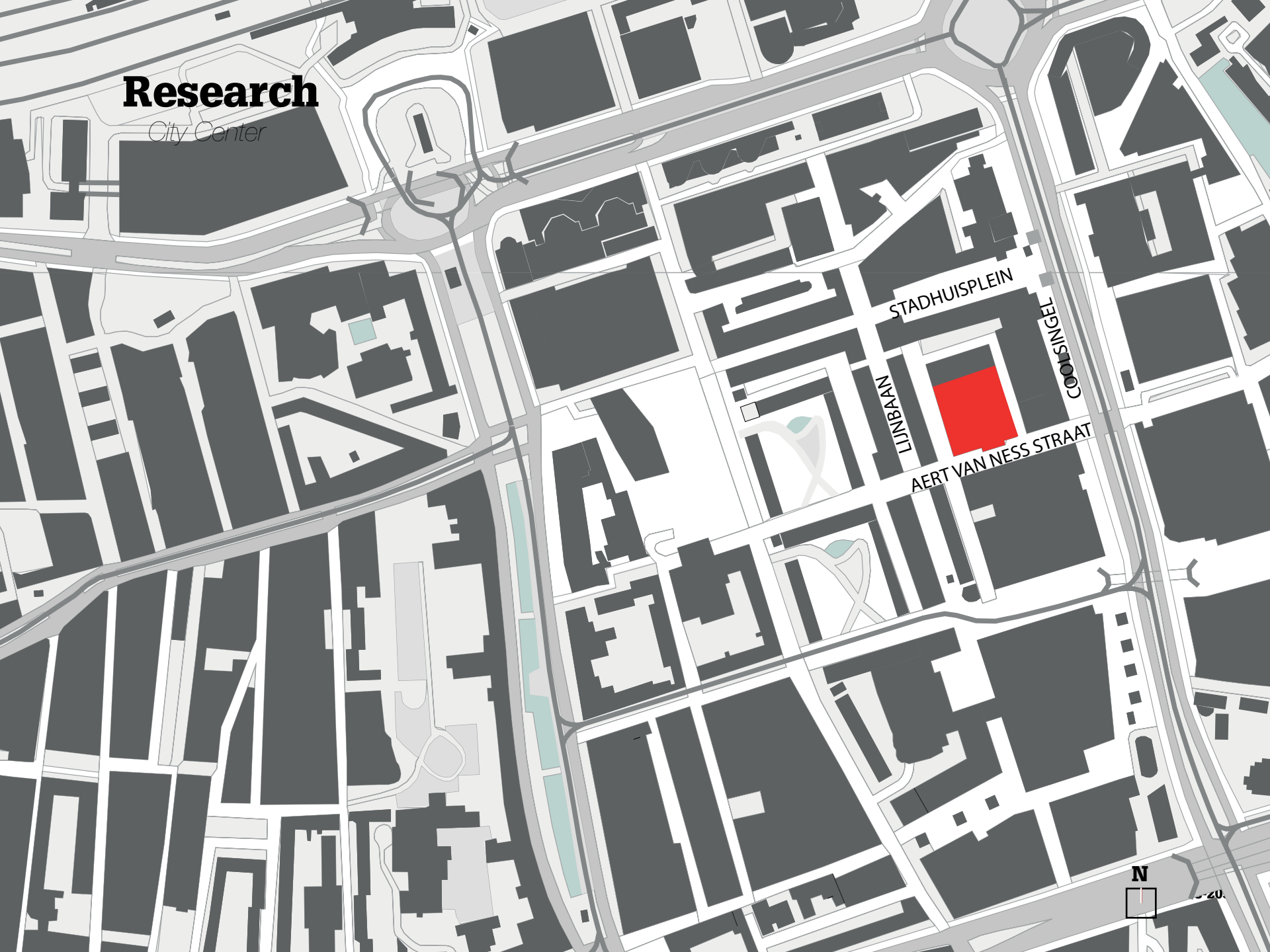
People mis green, outside activities and public atmospere

Research

City Center

Research

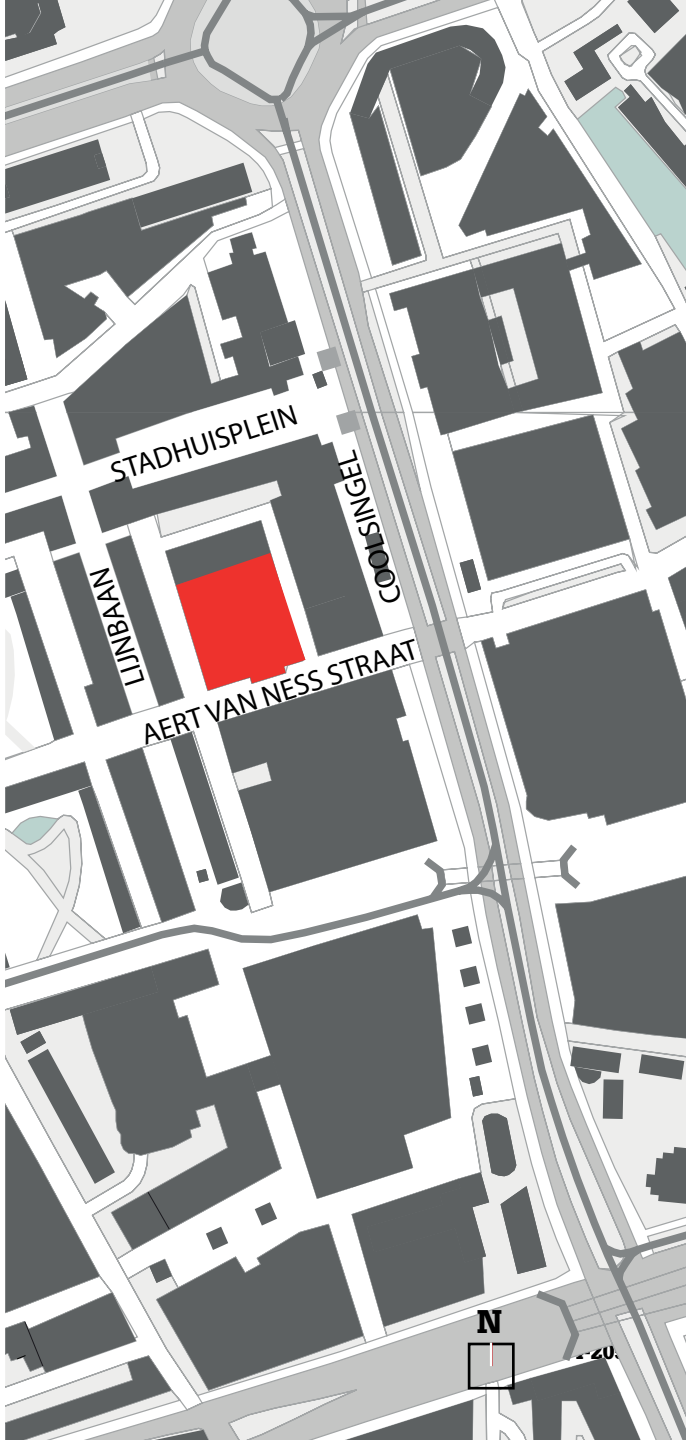
City Center



Research

Location

The Location is bordered by 4 divers streets



Research

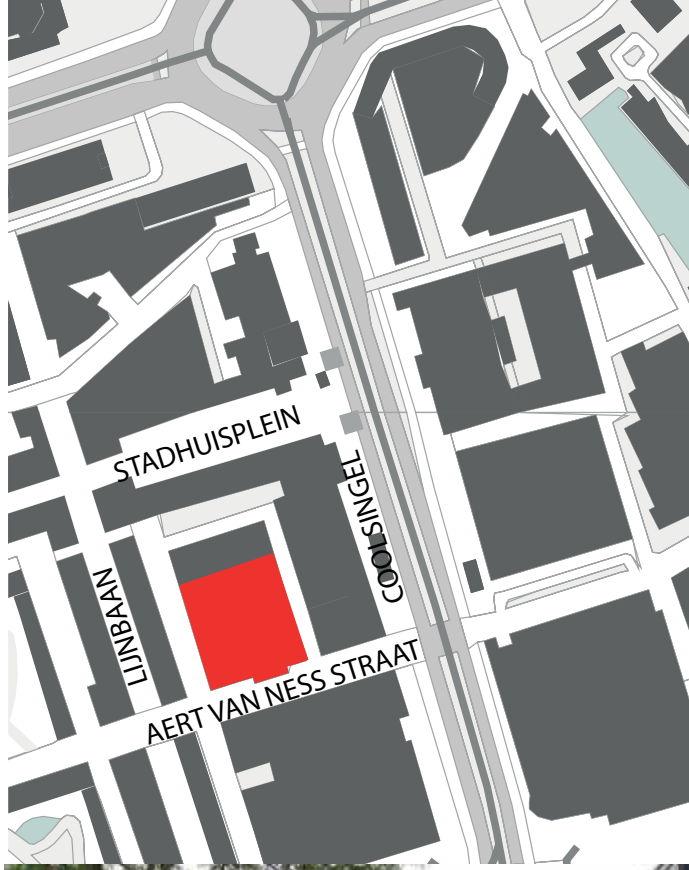
Location

The Location is bordered by 4 divers streets

The Lijnbaan

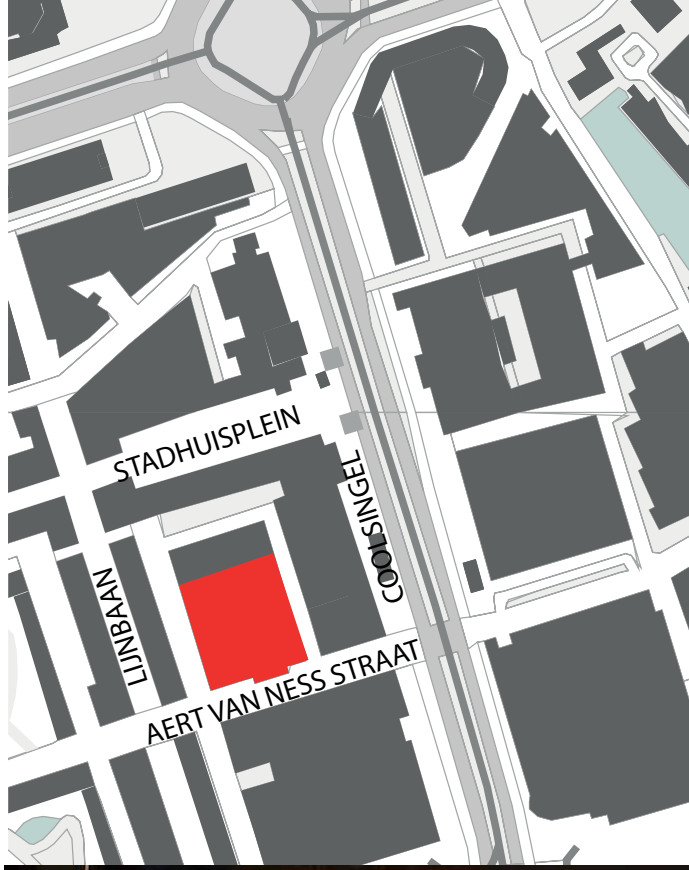
It is a busy shopping street, and only that. Many stores are international known and some buildings are vacant.

very less restaurants or bars are to be found



Research

Location



The Location is bordered by 4 divers streets

The Lijnbaan

It is a busy shopping street, and only that. Many stores are international known and some buildings are vacant.

very less restaurants or bars are to be found.

At night the atmosphere changes and becoumes totaly empty with **no use at all.**

Research

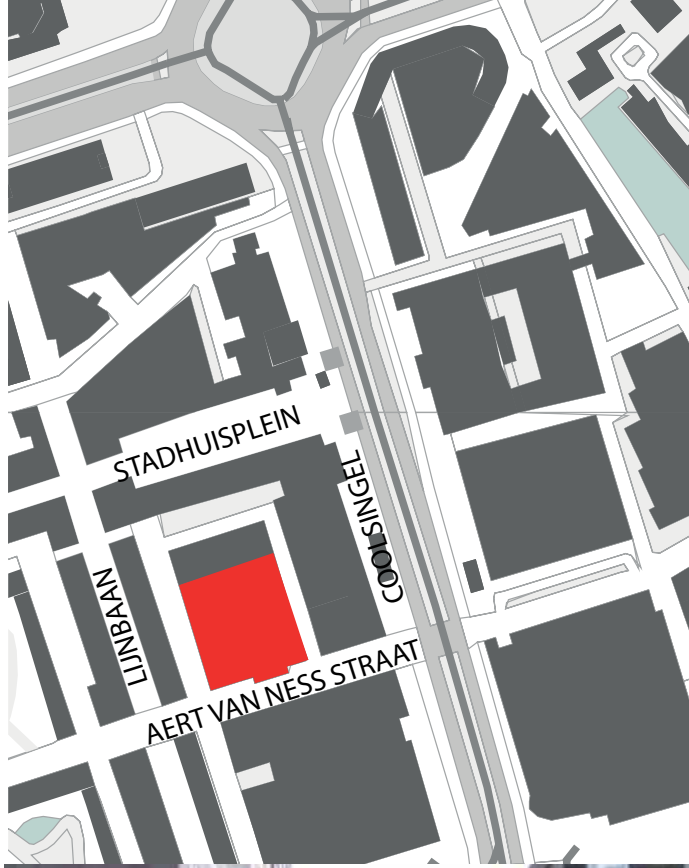
Location

The Location is bordered by 4 divers streets

The Aert van Nessstraat

Main connection between the Lijbaan and the old Meent.

No further use of the street.
Street gives acces to a parkinggarage and to office buildings.



Research

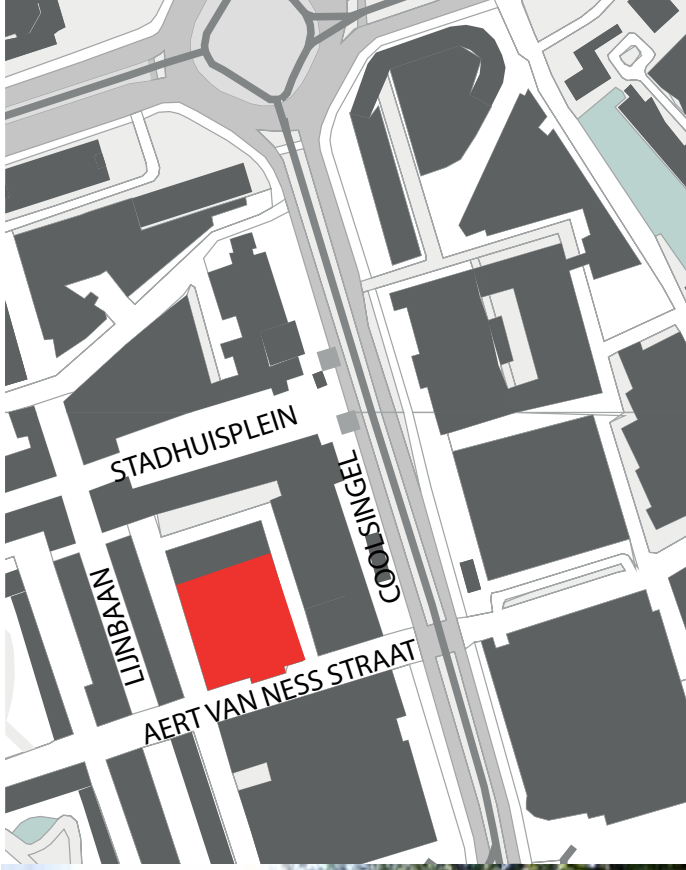
Location

The Location is bordered by 4 divers streets

The Coolsingel

Mainly fast traffic and big office buildings
Small restaurants and shops along the pedestrian sidewalk.

Crossings with the Aert van Ness and the meent and with the Beurstraverse.



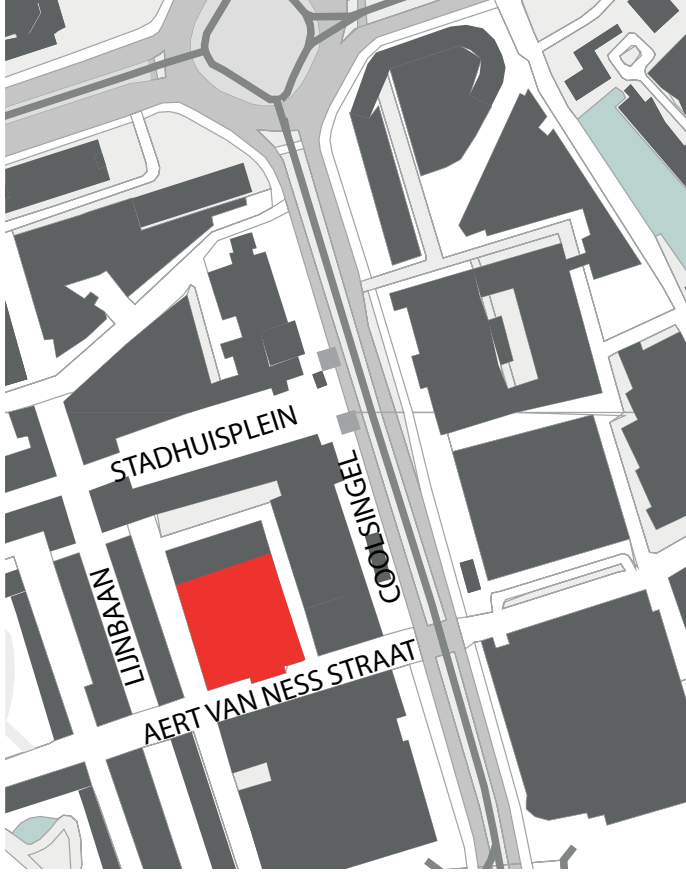
Research

Location

The Location is bordered by 4 divers streets

Stadhuisplein

Mainly restaurants and bars



Research

Location Conclusions

Research conclusions

- Very different atmosphere daytimes and night-times.

- Rotterdam has a very multicultural society but there is no interaction

- Cool is a functionally fragmented district

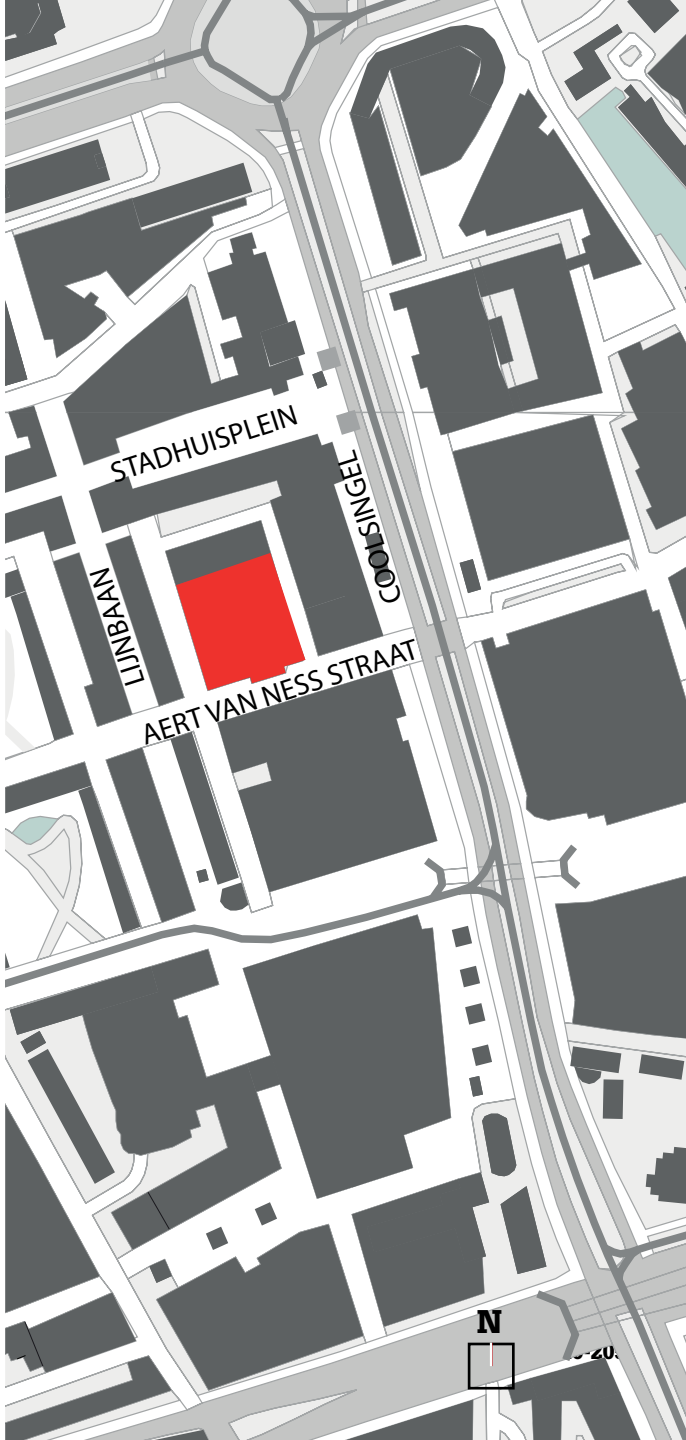
- Unsafe feeling, no night activity, thus no social control

- No awareness of one another

- Surrounding streets very different atmospheres, no connection

- Mainly non local use

- No central point to stay



Research

Location Oppertunities

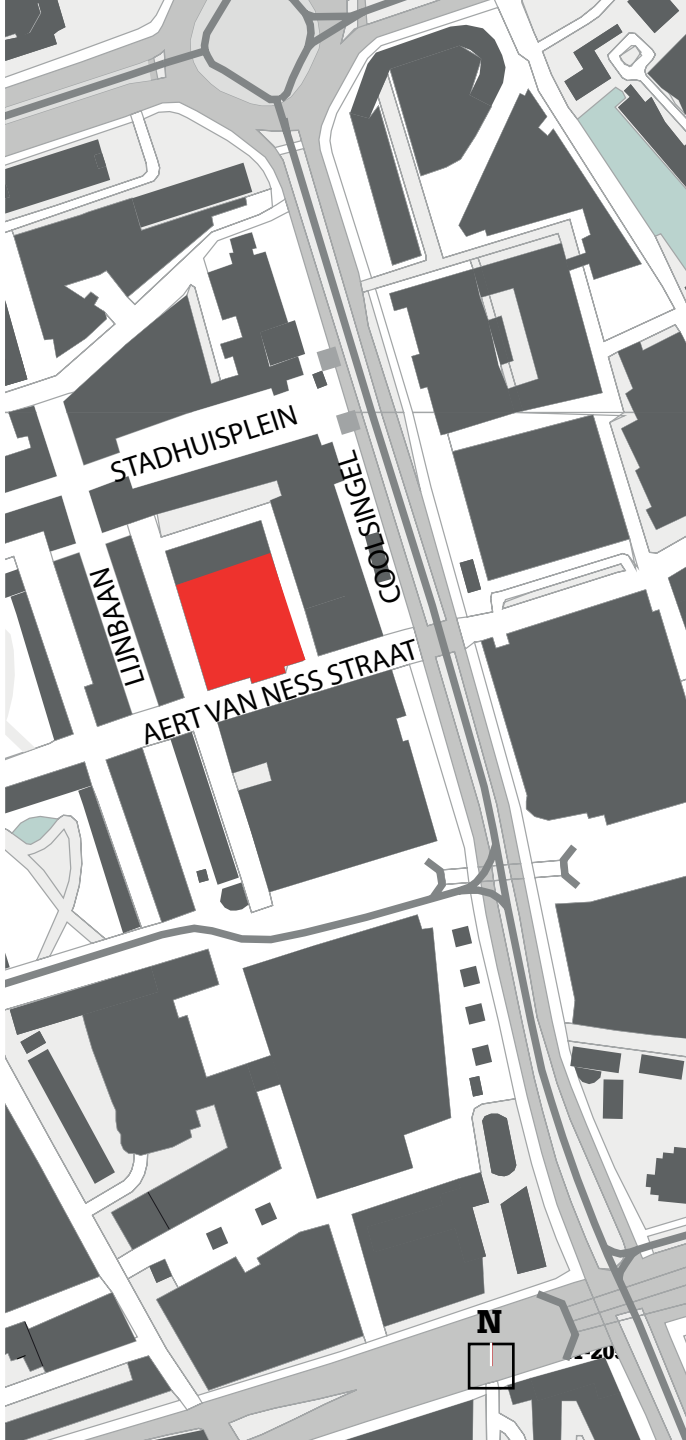
Research Oppertunities

- Implementing functions that stimulate a more 24 hour use

- Create a place to meet and hang out

- Stimulate local use for more social awareness introduce a variety of functions to attract more diversity of people

- Make connection with surroundings



Masterplan

Masterplan

Parameters

Masterplan parameters

- Implementing functions that stimulate a more 24 hour use

- Create a place to meet and hang out

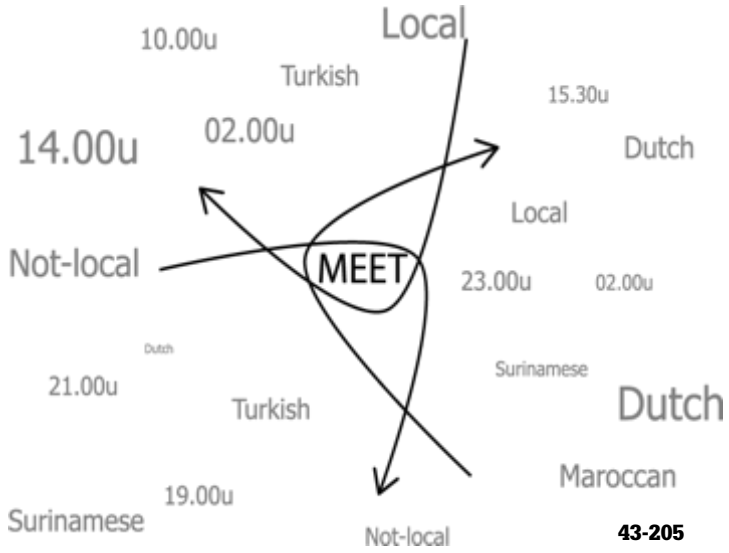
- Stimulate local use for more social awareness

- Introduce a variety of functions to attract more diversity of people

- Make connection with surroundings

- Stimulate multicultural mix

- Respect for existing buildings



Masterplan

Concept

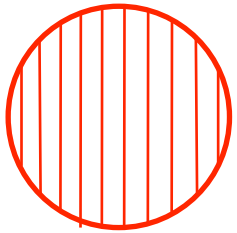
Important to make translation of our research on multicultural use into our concept.

We don’t want to put emphasis on the cultural differences ..

Masterplan

Concept

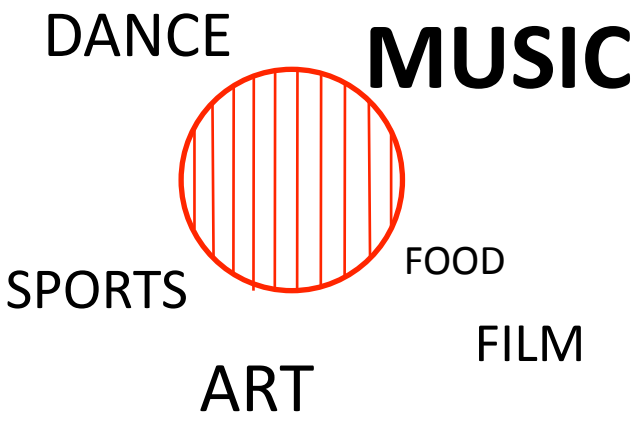
but also look at things that could bind. Connect!
How can we make people more aware of one another? .



Masterplan

Concept

Every Culutre has his own expression in:



Masterplan

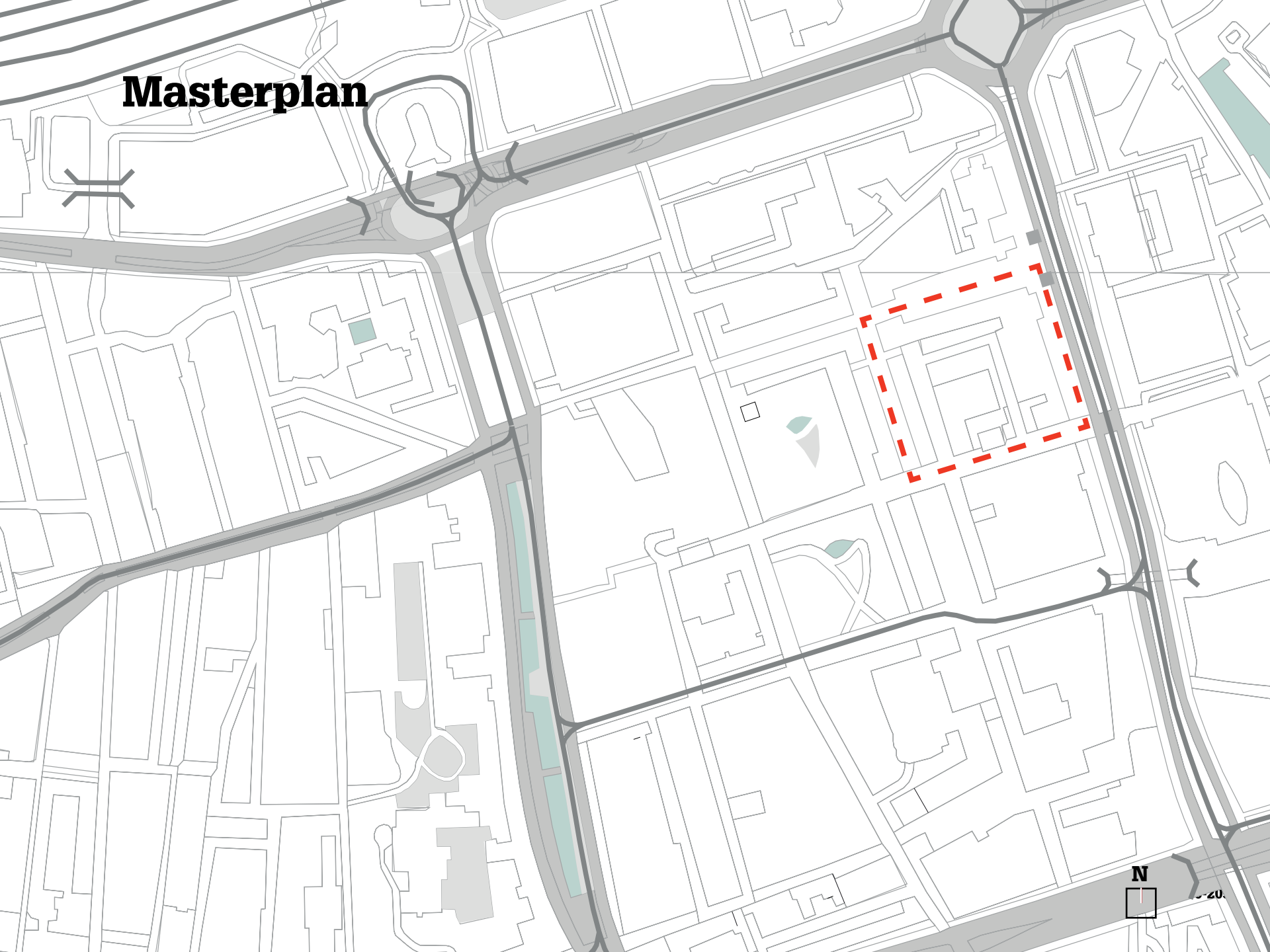
Concept

A Central ‘stage’ where every cultural expression creates awareness for its visitors.

Masterplan

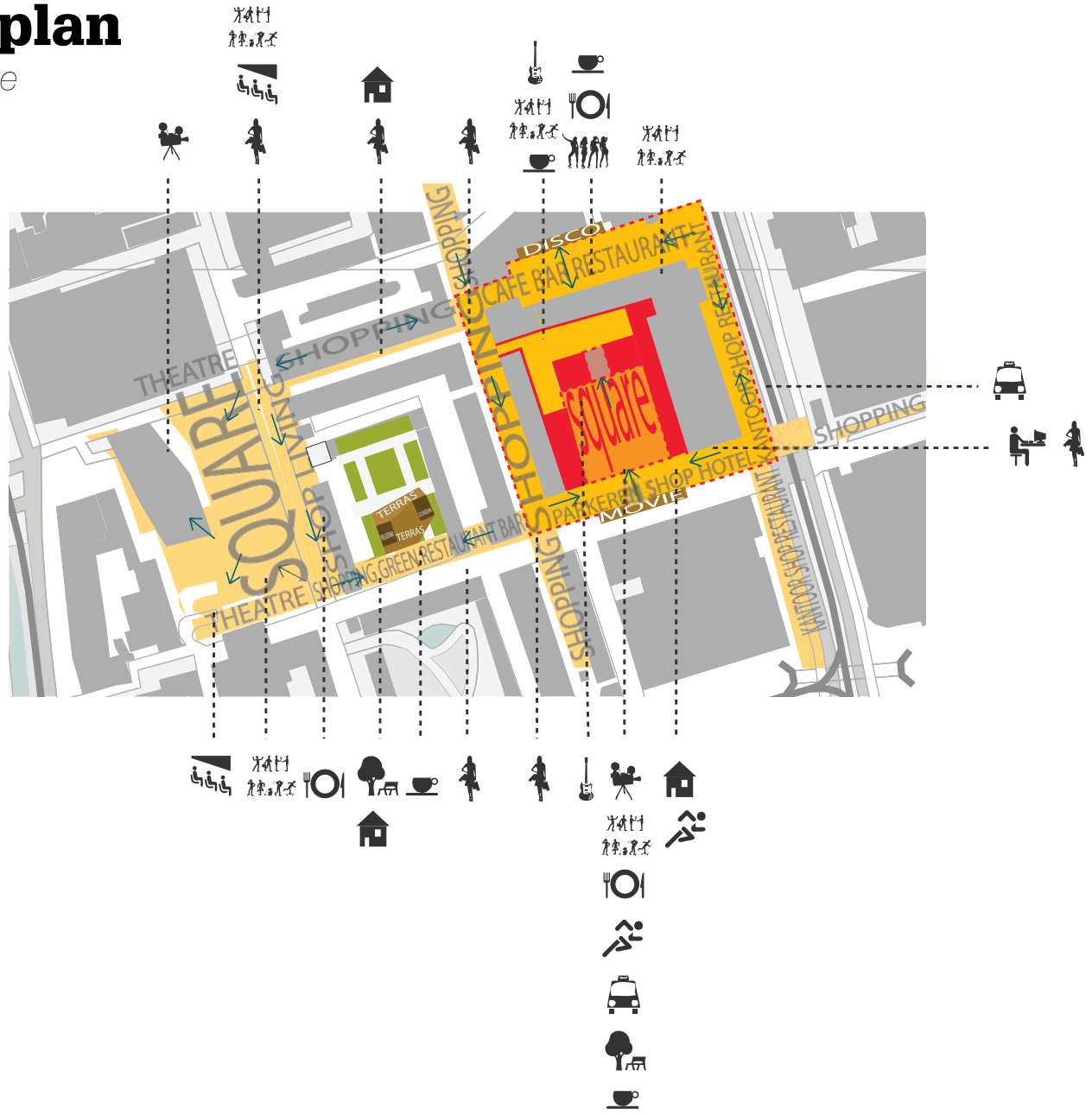
Masterplan

Masterplan



Masterplan

Urban Scene



Masterplan

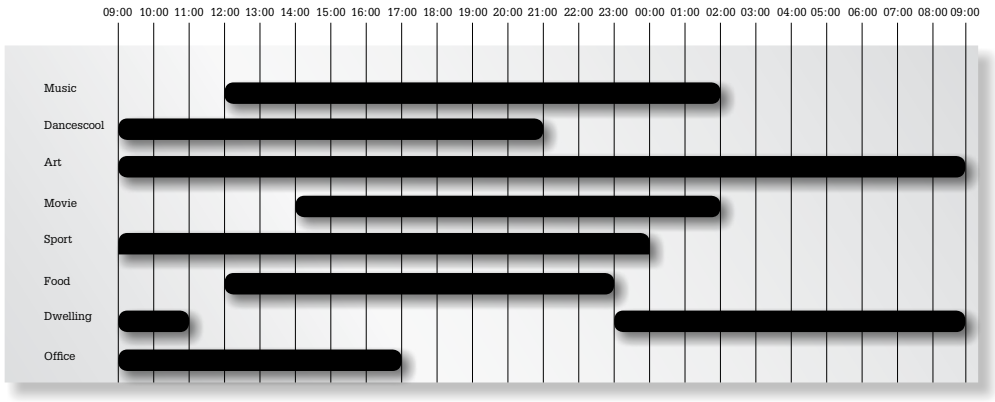
Program

1. The surrounding streets will be supported by the project.
- More diversity
- More local users
- More users at different times

Masterplan

Designrules

The streams of congestion will be connected by the public and private functions on the site. So that they **uncounsiouly get consious.**
The intention of the concept is that these streams are becoming aware of each other by placing them strategicly by **place and time.**

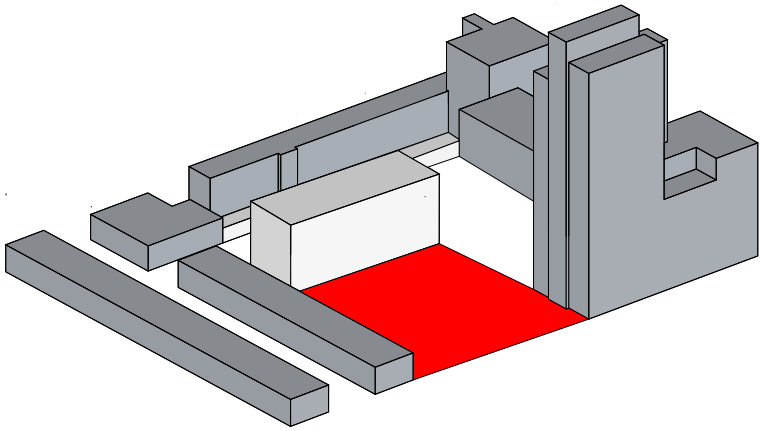


Masterplan

Designrules

A public space to meet, interact, show, express and become aware.

-Open for everyone, at all times
-A central point
-A square where cultural expression determines its sphere

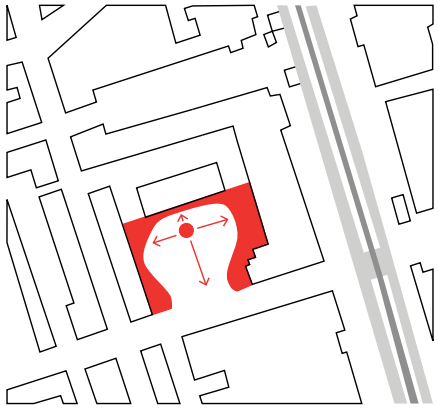


N

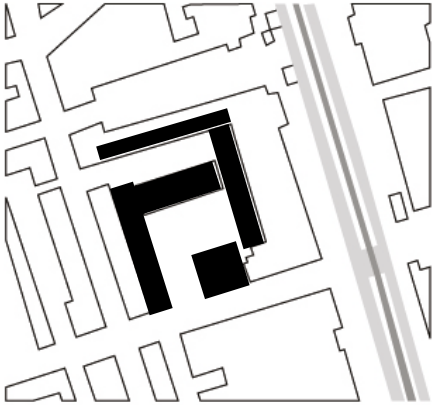
Masterplan

Designrules

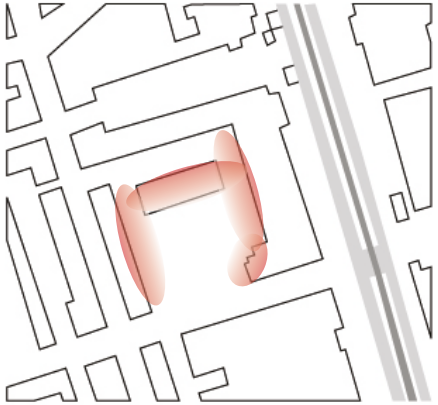
A Square is defined by its surroundings



Use of existing buildings

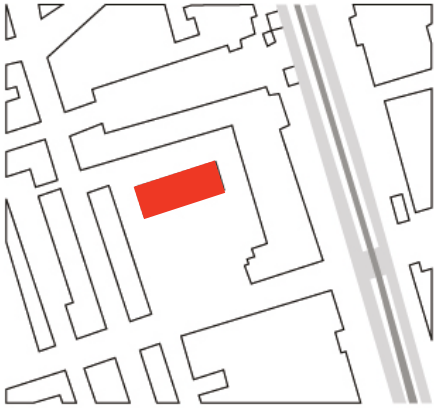


Use of surrounding

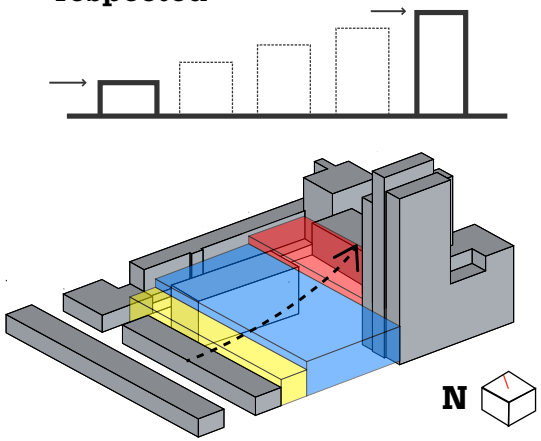


Ecxisting acces points are used or enlarged

Respect for the monumental SKVR building



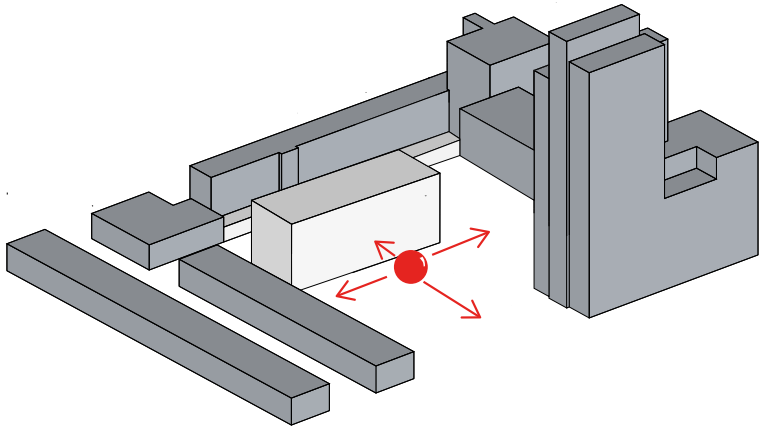
Buildings heigts should be respected



Masterplan

Designrules

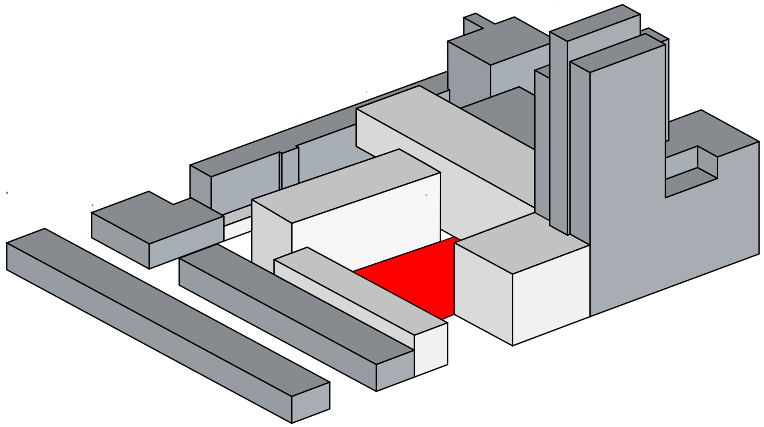
In every direction a cultural expression can be displayed.
Sometimes a dance performance, sometimes a concert or sometimes a movie determine the sphere.



Masterplan

Designrules

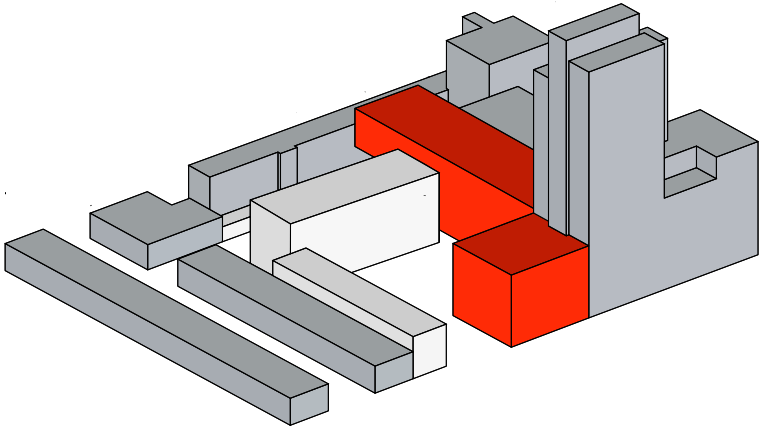
A square is defined by its surroundings, it determines its identity.



Masterplan

Designrules

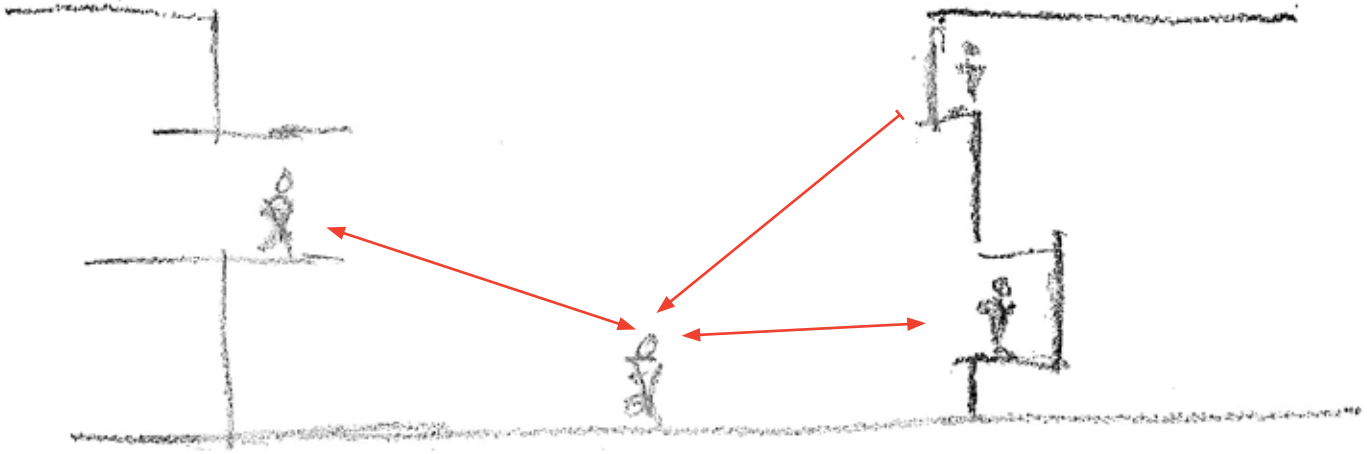
For further development.
the building near to the Coolsingel is choosen.



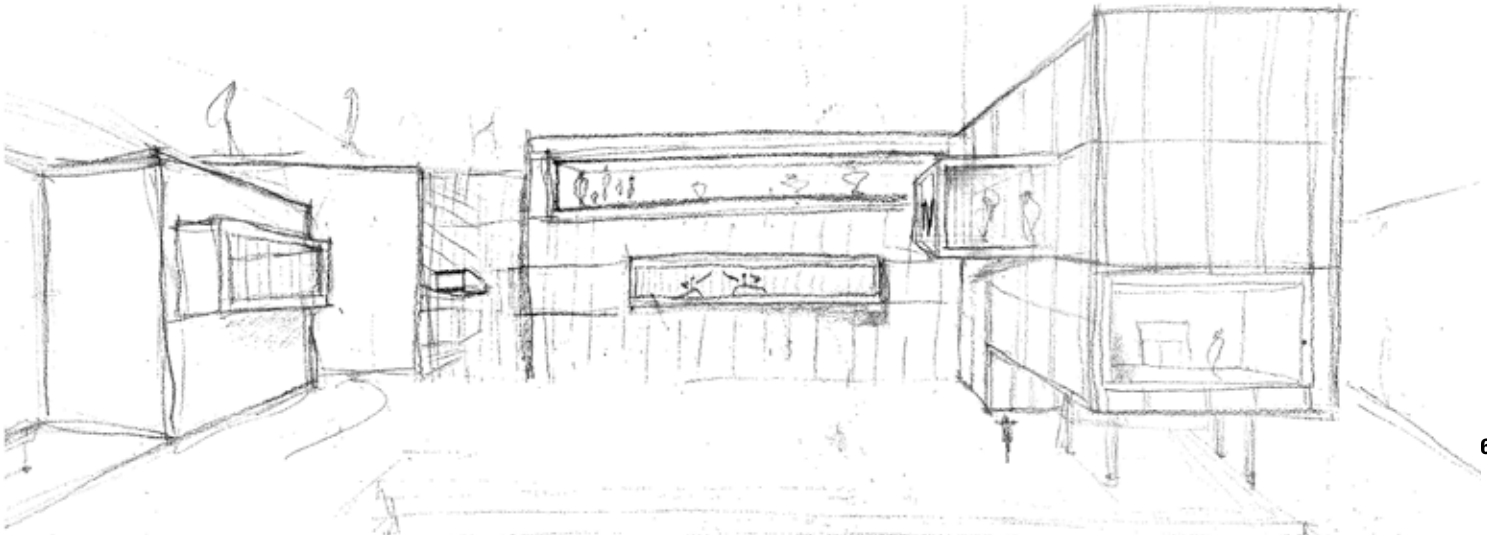
Design

Design

First Skectes

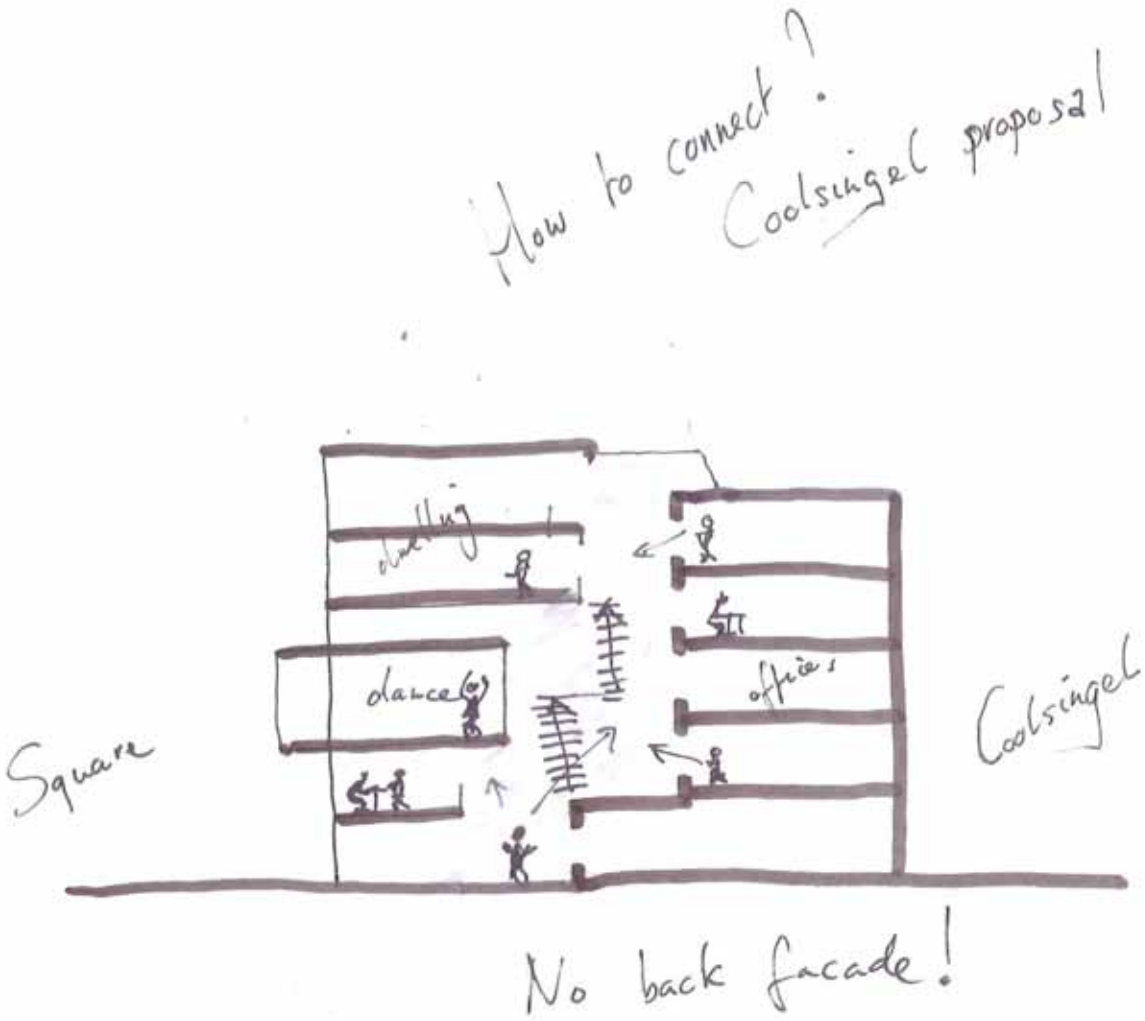


Concept



Design

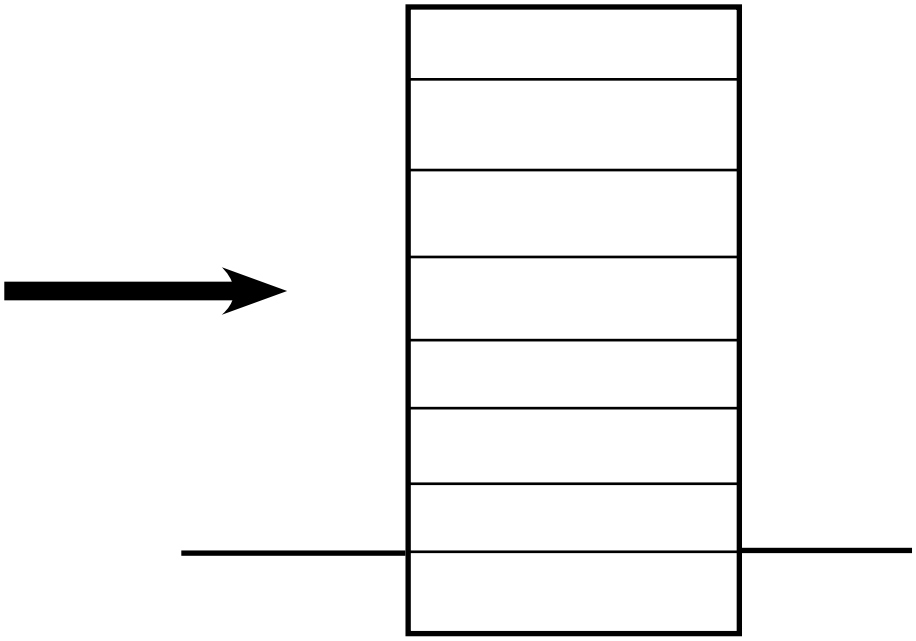
First Sketches



Kampung Kapon Kecang, Jakarta, Indonesia

Design

Inspiration



Design

Theory

‘In the older neighborhoods the streets have degenerated into freeways, leisure activities are commercialized and denatured by tourism. Social relations become impossible there.’

-’Constant, Another city for another life’-

Design

Theory

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‘...The public space is a space for human and social interaction, a rich spatial instrument to see and to be seen, to participate and to withdraw, and to be the actor or the spectator in the theatre of social interaction at one’s will. The public space is also a museum and a library of patterns of life and culture, and an instruction manual for appropriate societal behaviour.’

-’Juhani Pallasmaa, Inhabiting space and time-the loss an recovery of Public Space’-

Design

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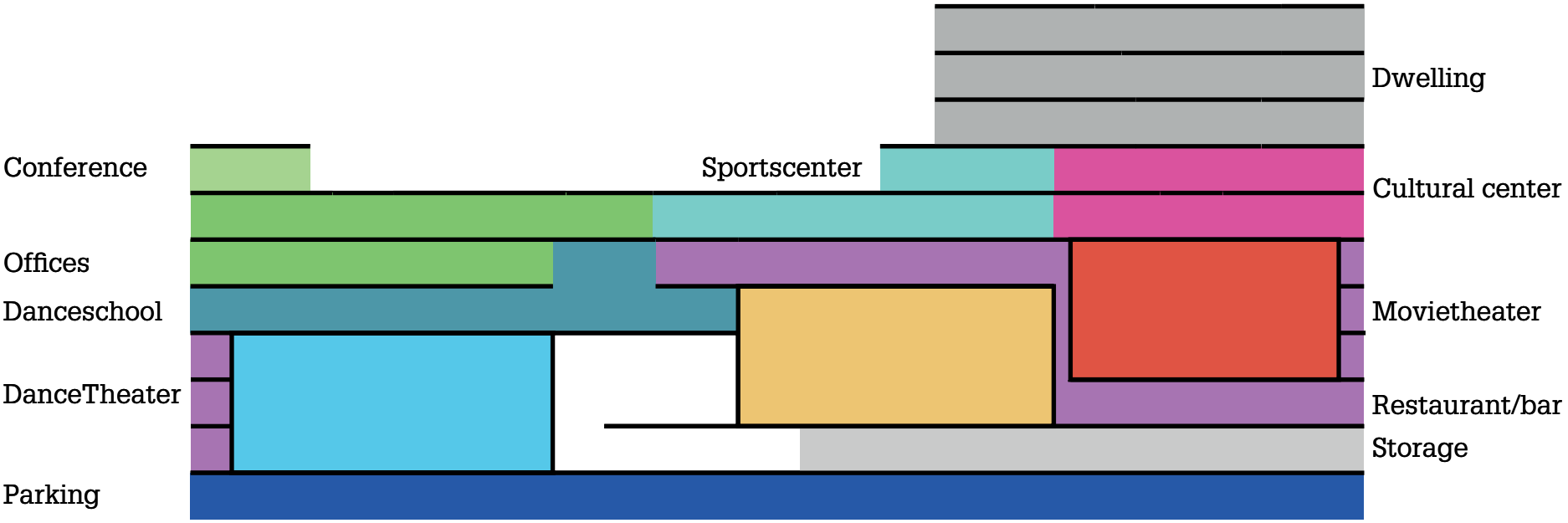
-’Juhani Pallasmaa, Inhabiting space and time-the loss an recovery of Public Space’-

Identity conceived as this form of sharing the past is a losing proposition: not only is there - in a stable model of continuous population expansion - proportionally less and less to share, but history als has an invidious half-life as it is more and more abused, it becomes less significant - to the point where its deminishing handouts become insulting.

-’Rem Koolhaas, Generic City’-

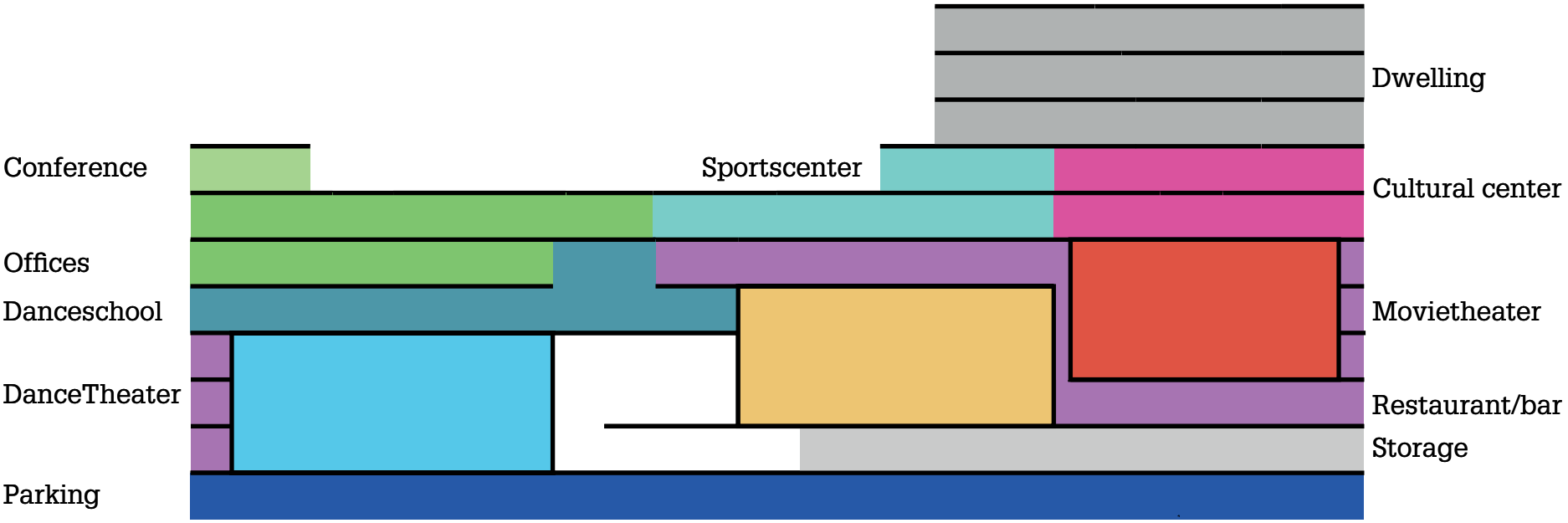
Design

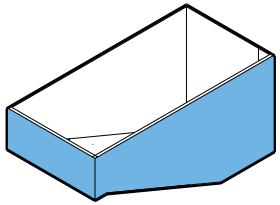
Program



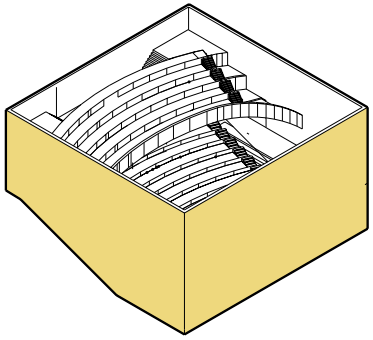
Design

Program

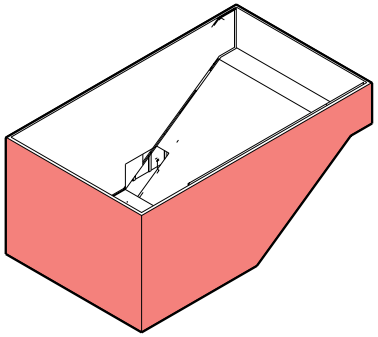




Dancetheater 250 p



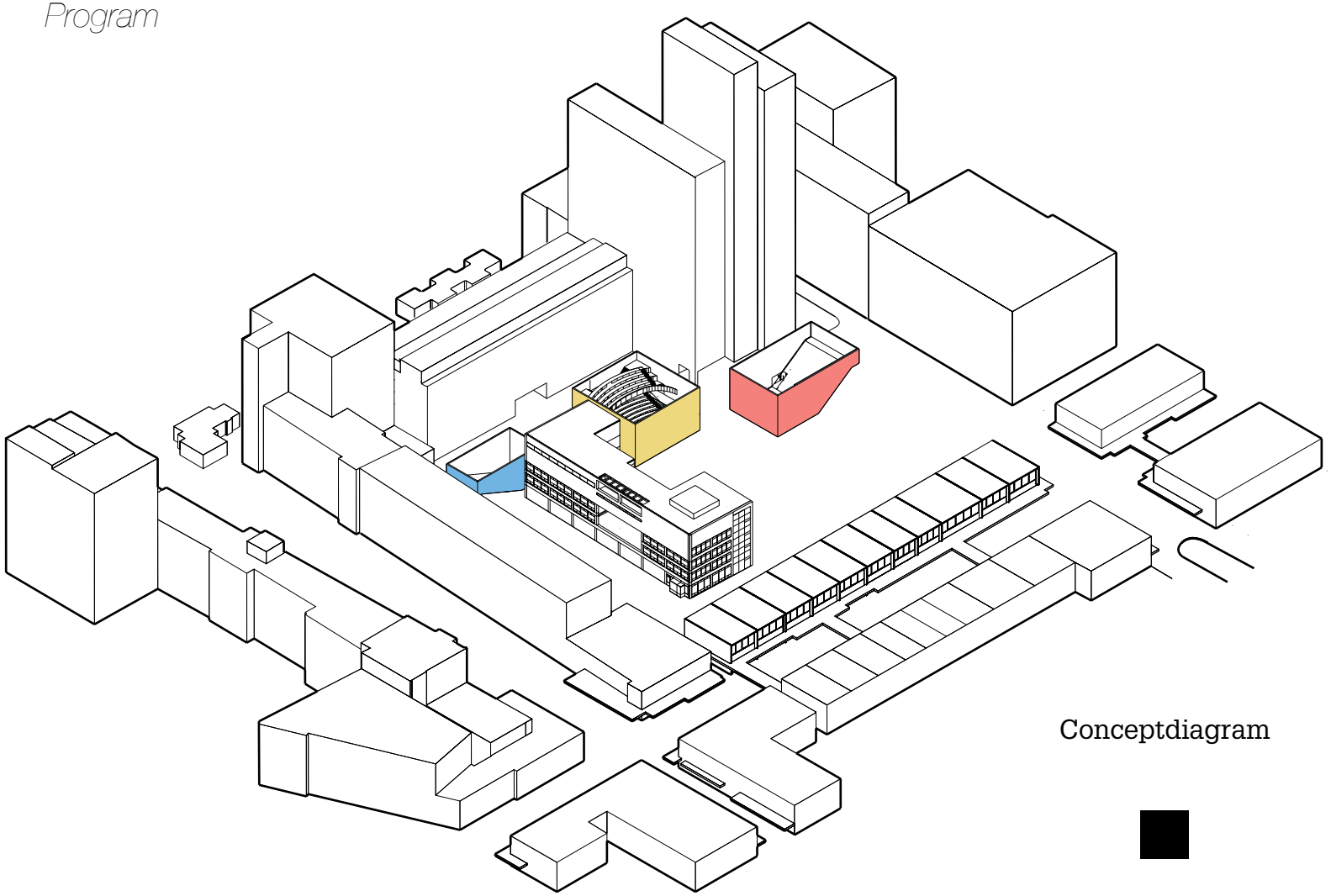
Performancetheater 650 p



Movietheater 350p

Design

Program

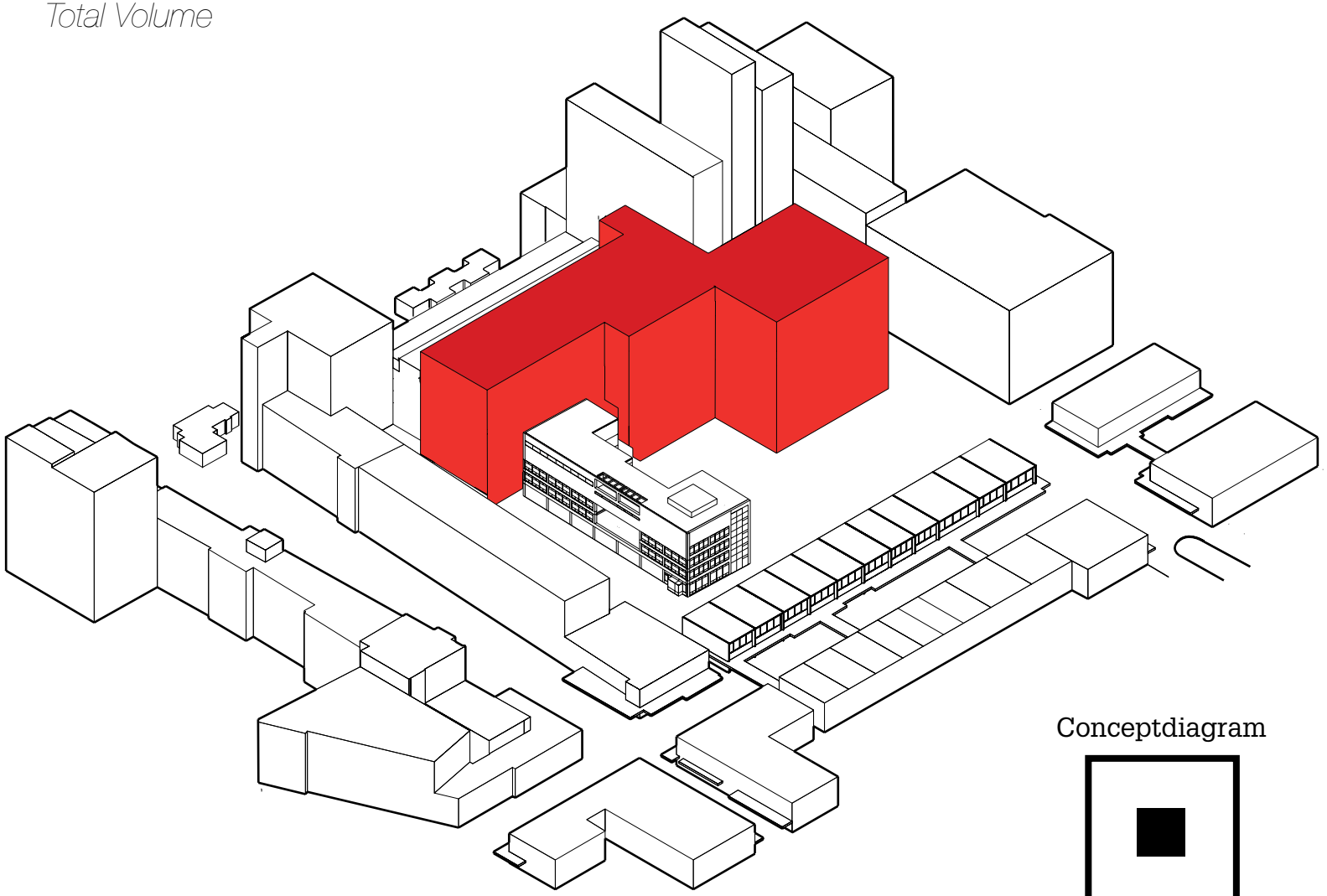


Conceptdiagram

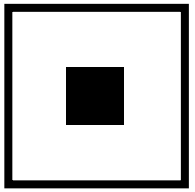
N

Design

Total Volume



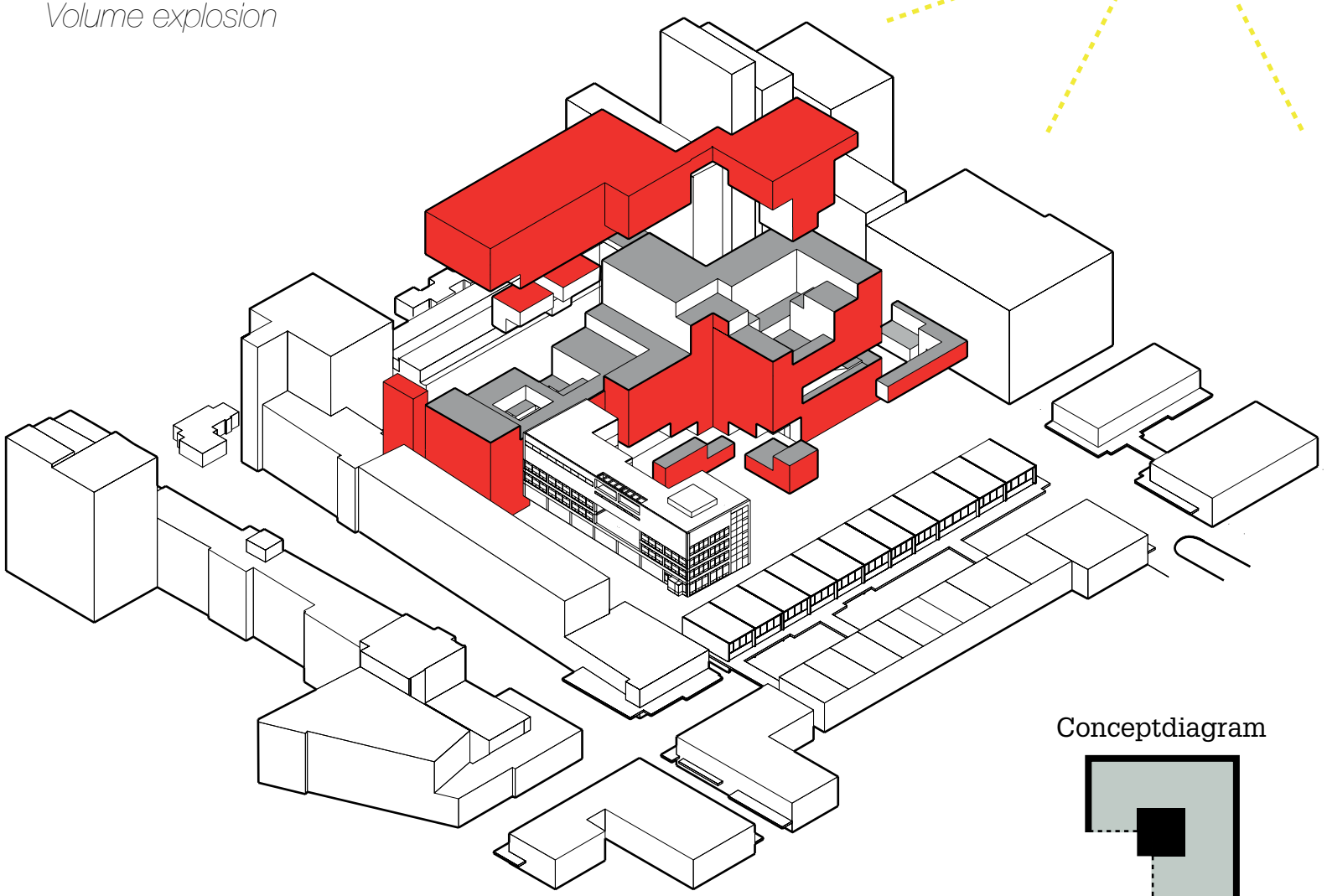
Conceptdiagram



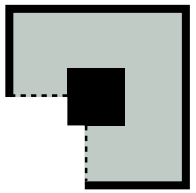
N

Design

Volume explosion



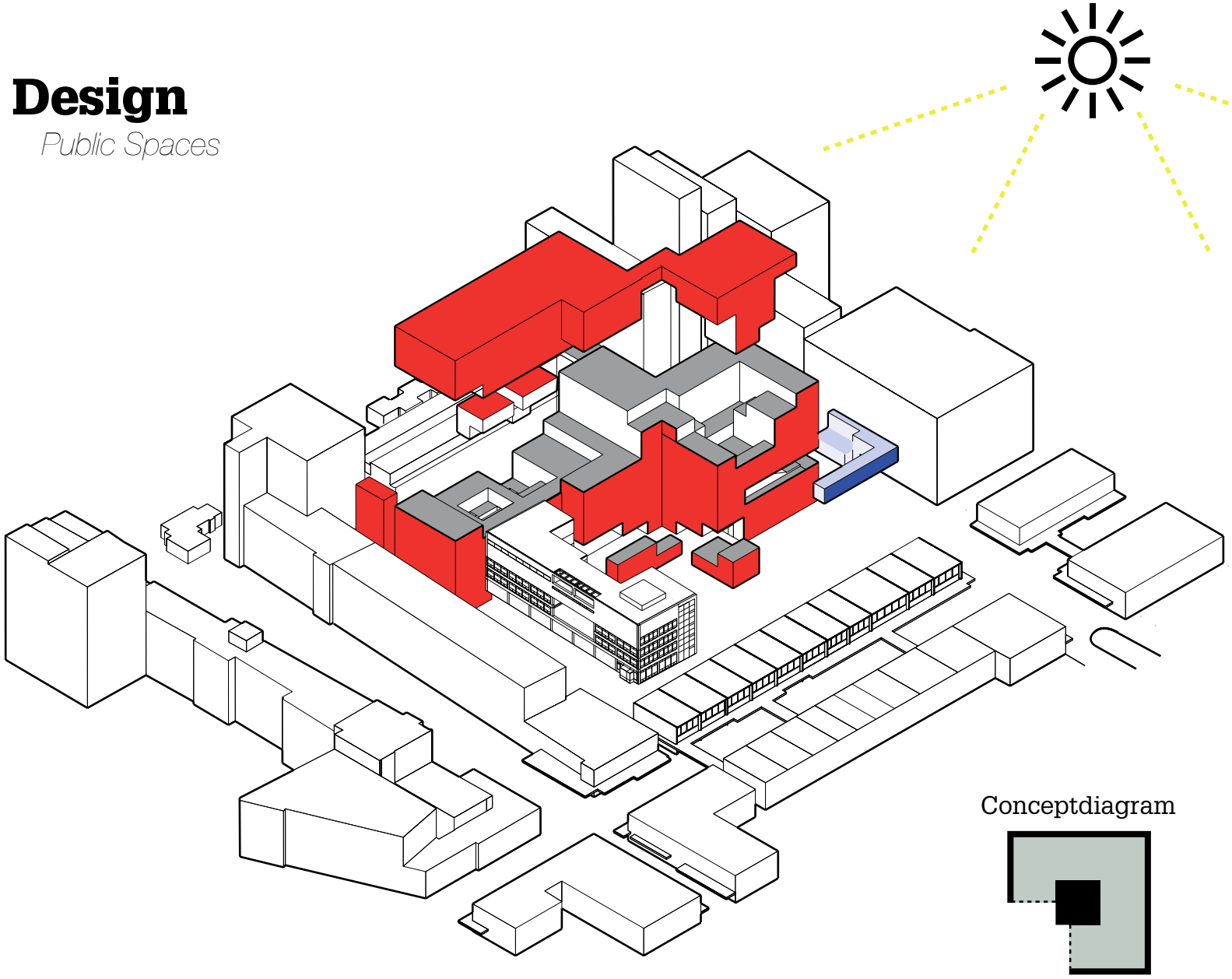
Conceptdiagram



N

Design

Public Spaces

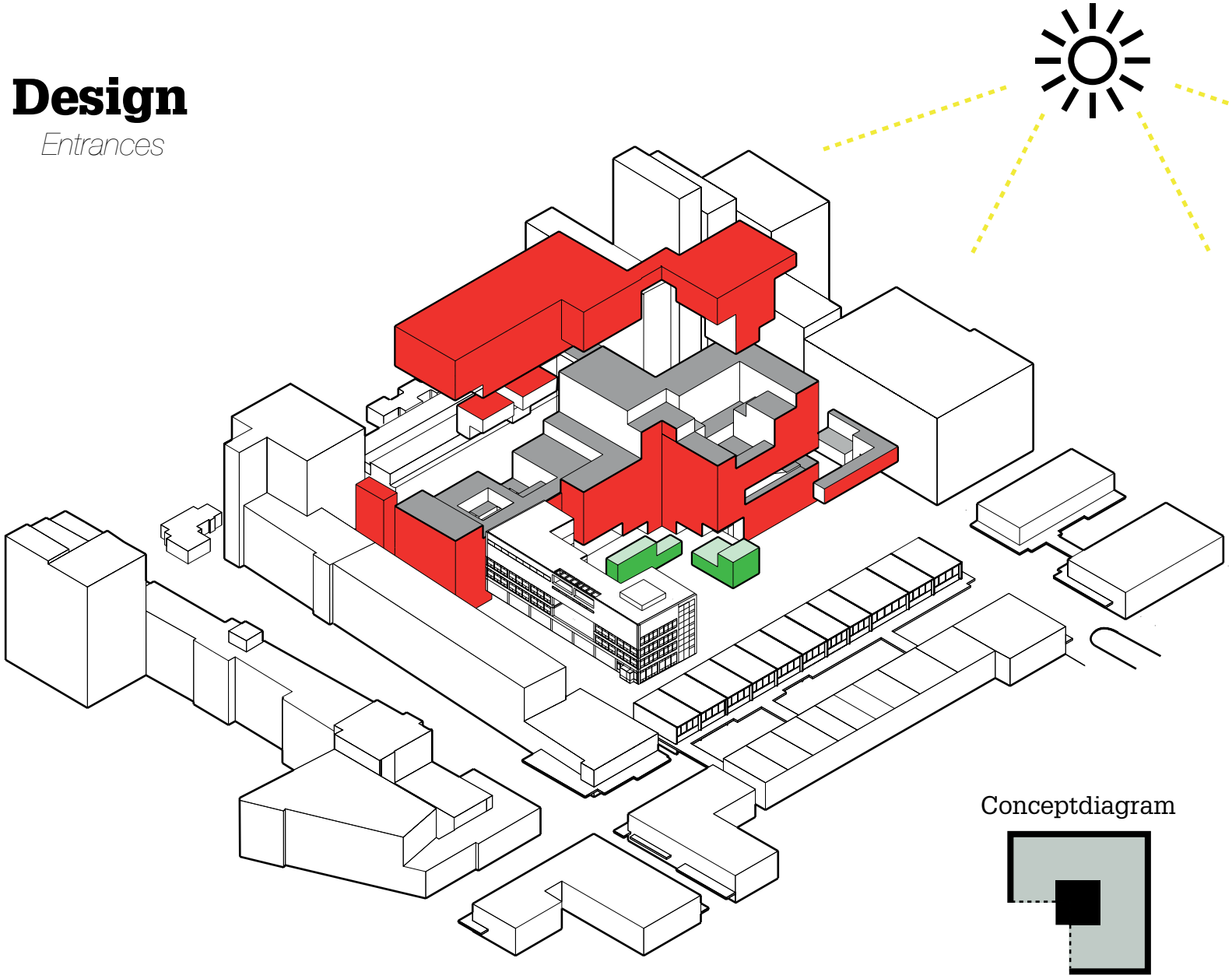


Conceptdiagram

N

Design

Entrances

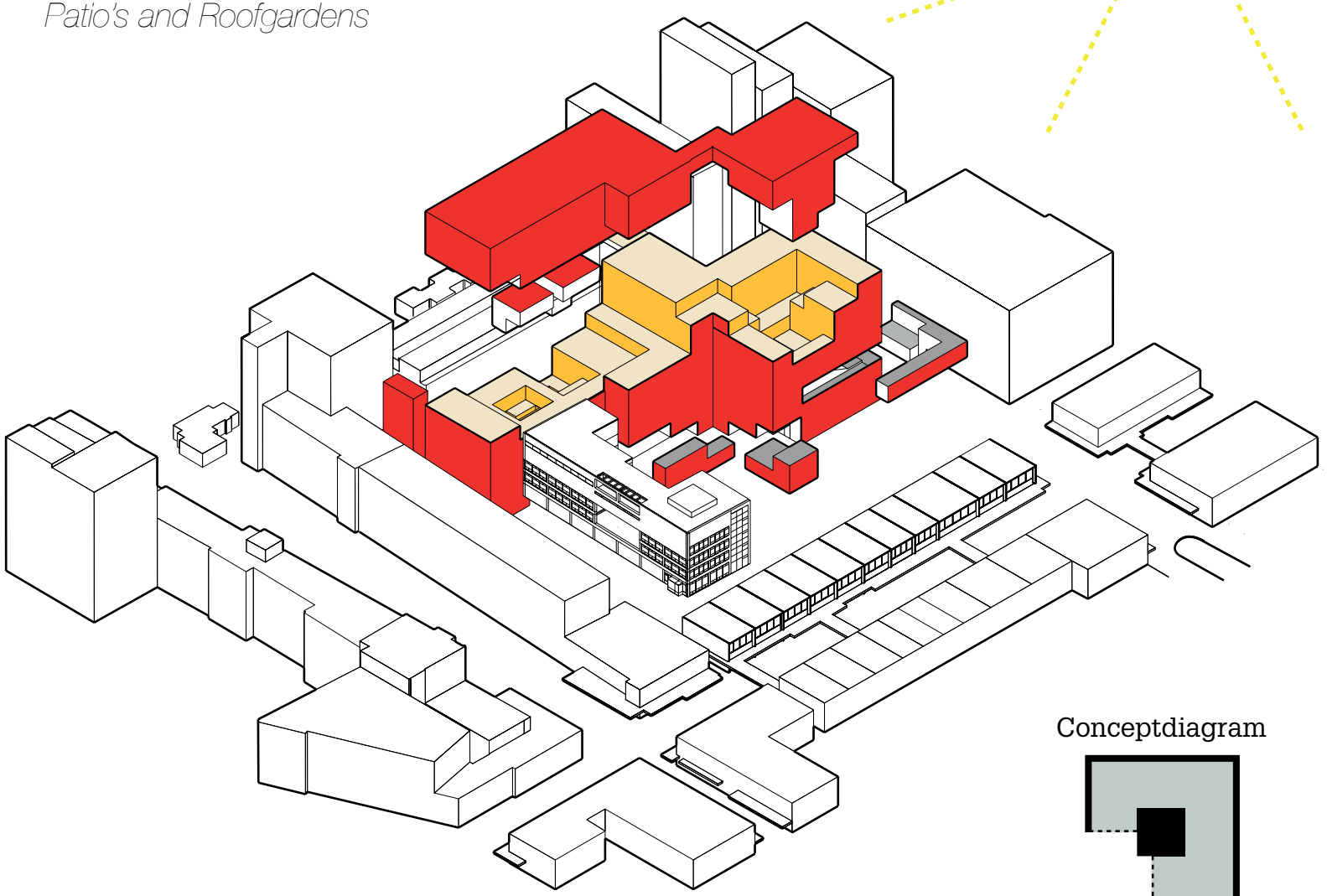


Conceptdiagram

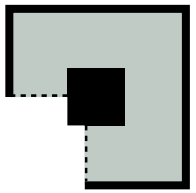
N

Design

Patio's and Roofgardens



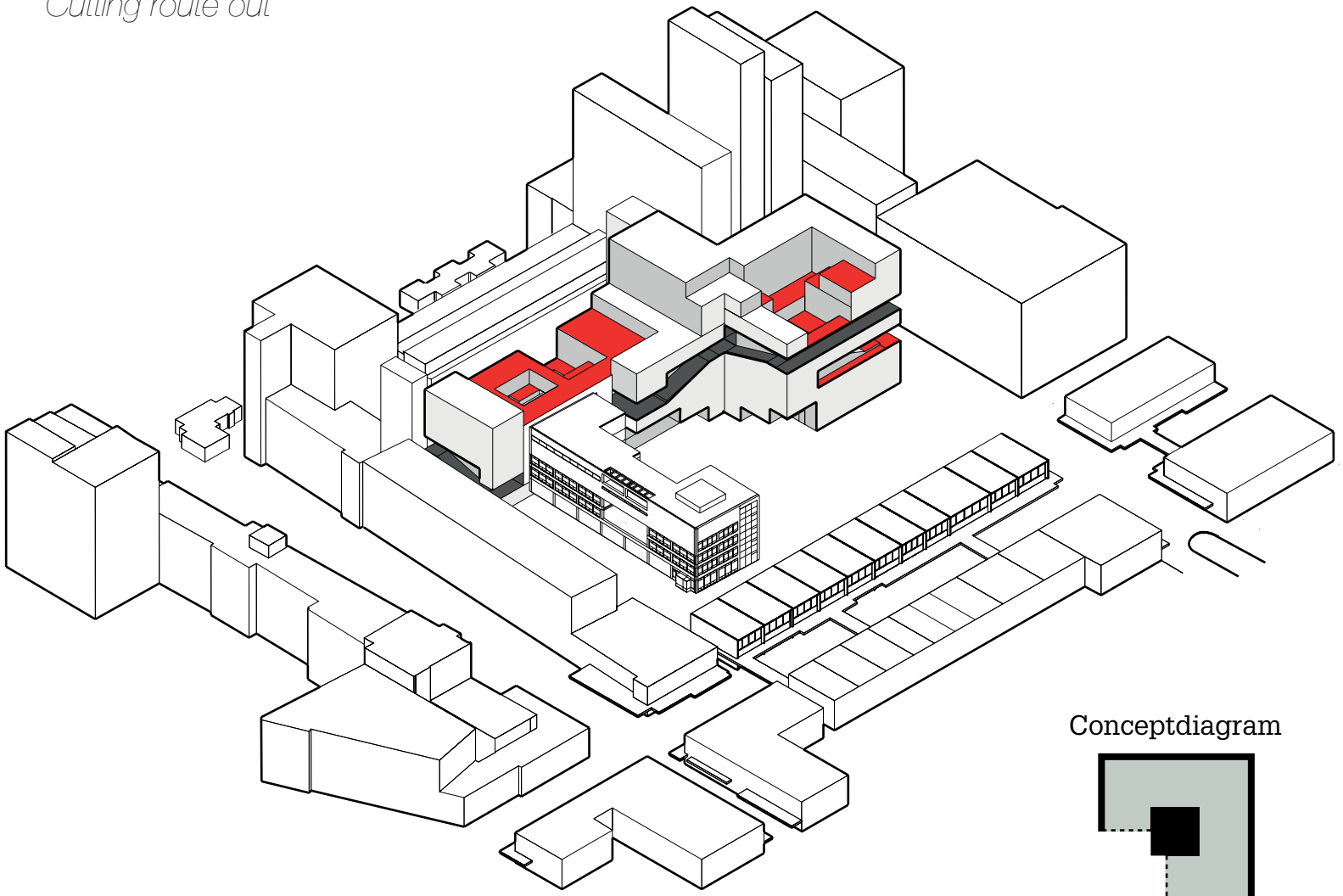
Conceptdiagram



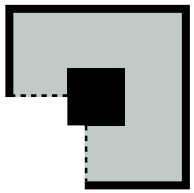
N

Design

Cutting route out



Conceptdiagram



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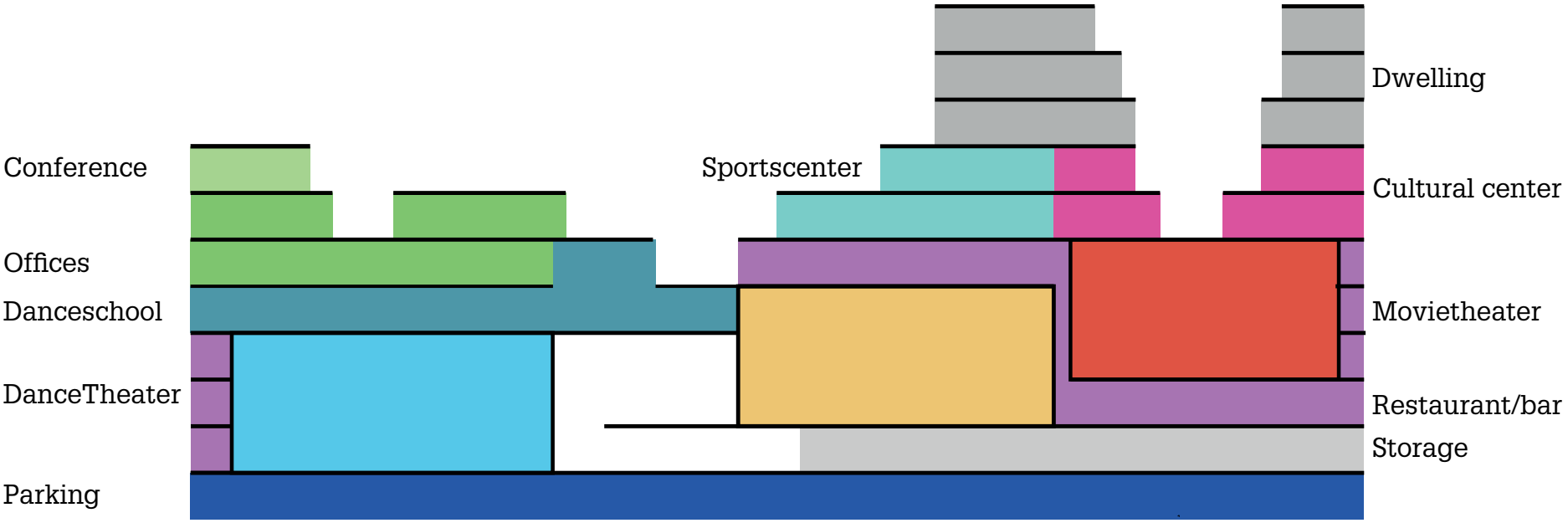
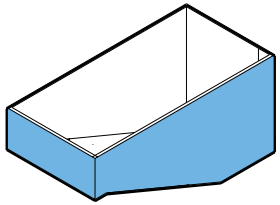
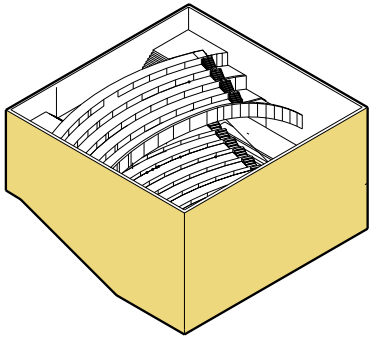
Design

Program generated

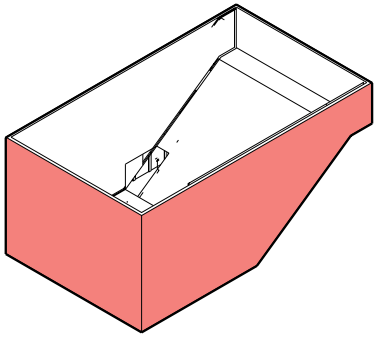




Dancetheater 250 p



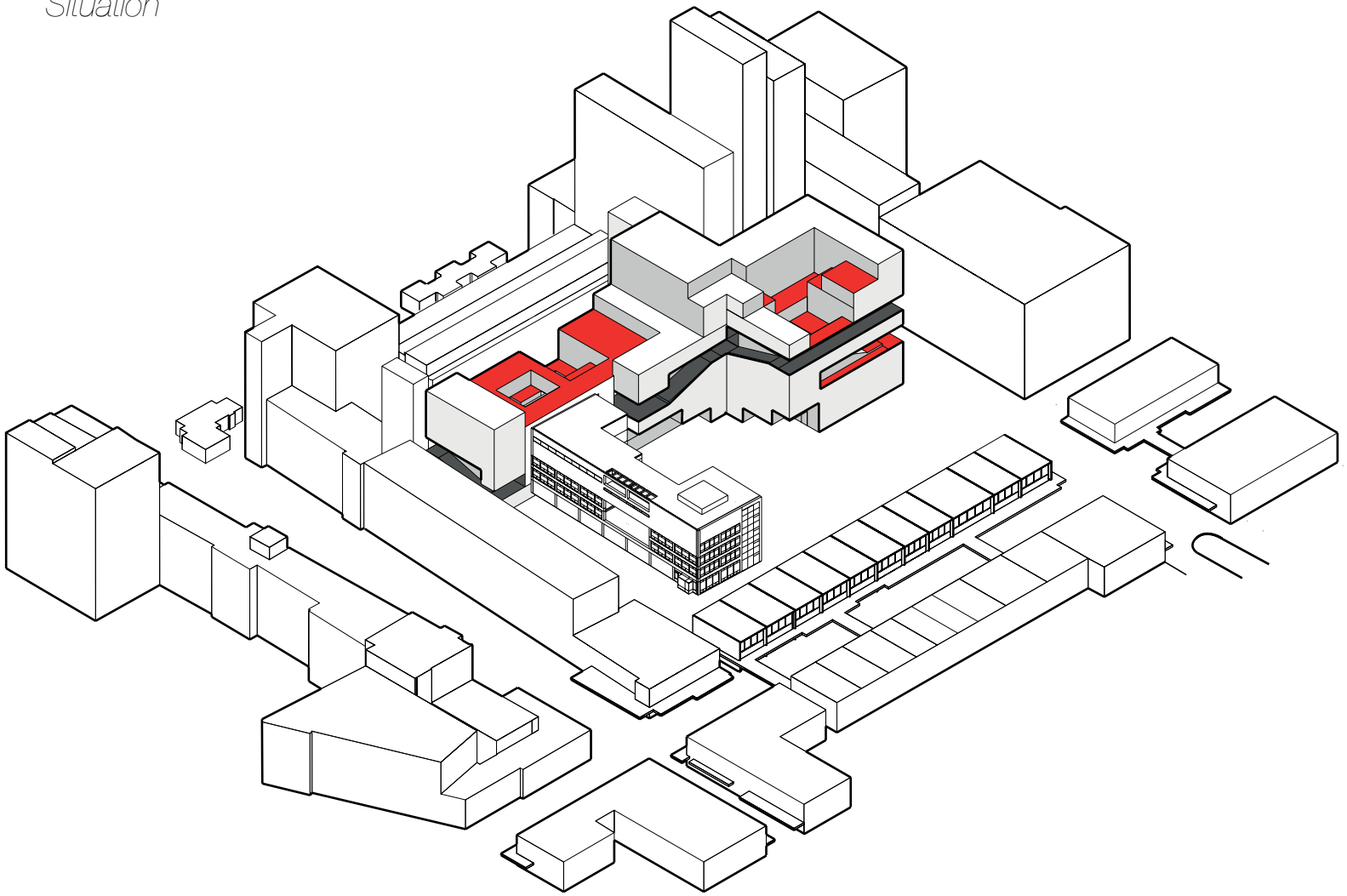
Performancetheater 650 p



Movietheater 350p

Design

Situation



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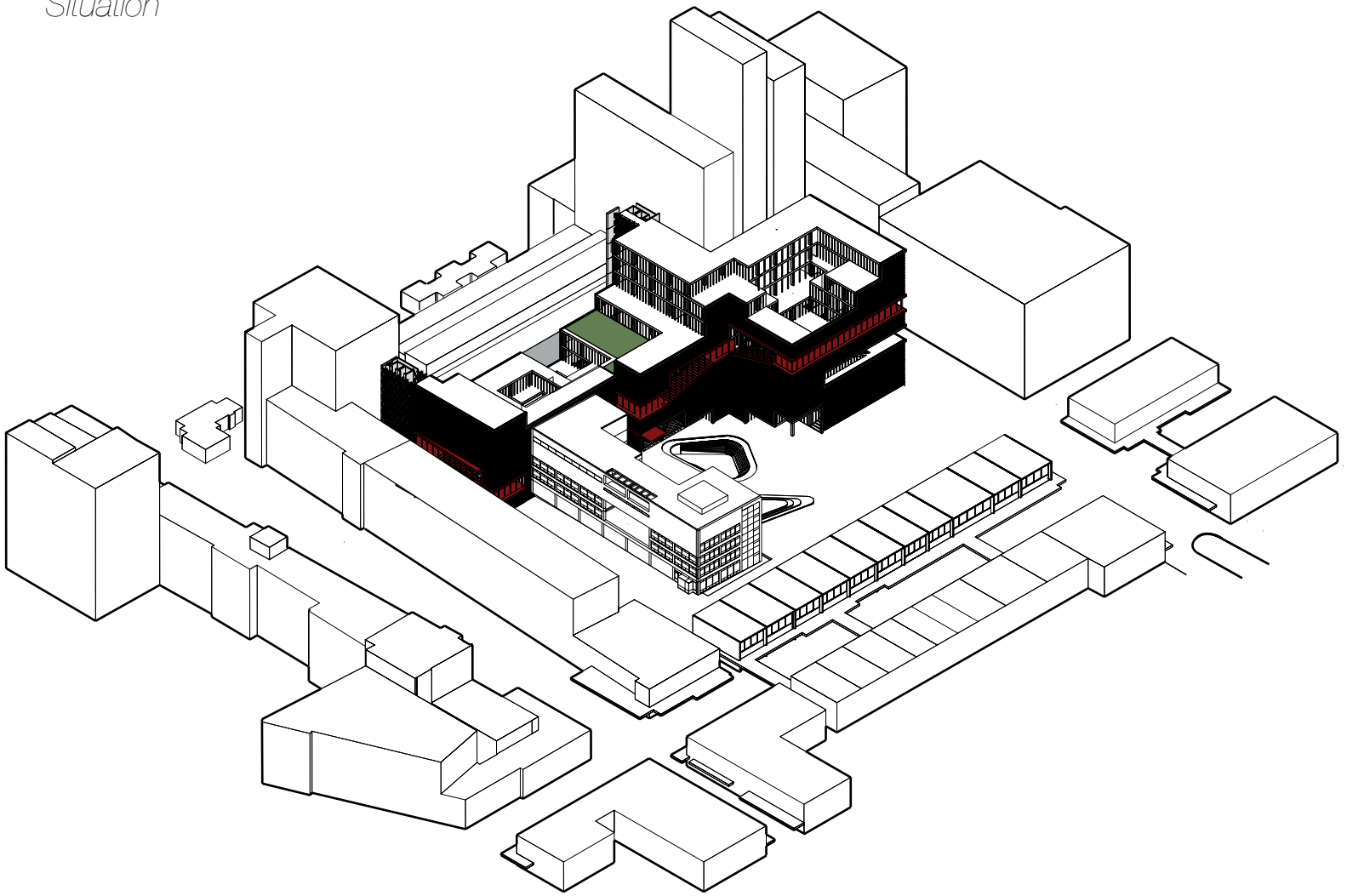
Design

Situation



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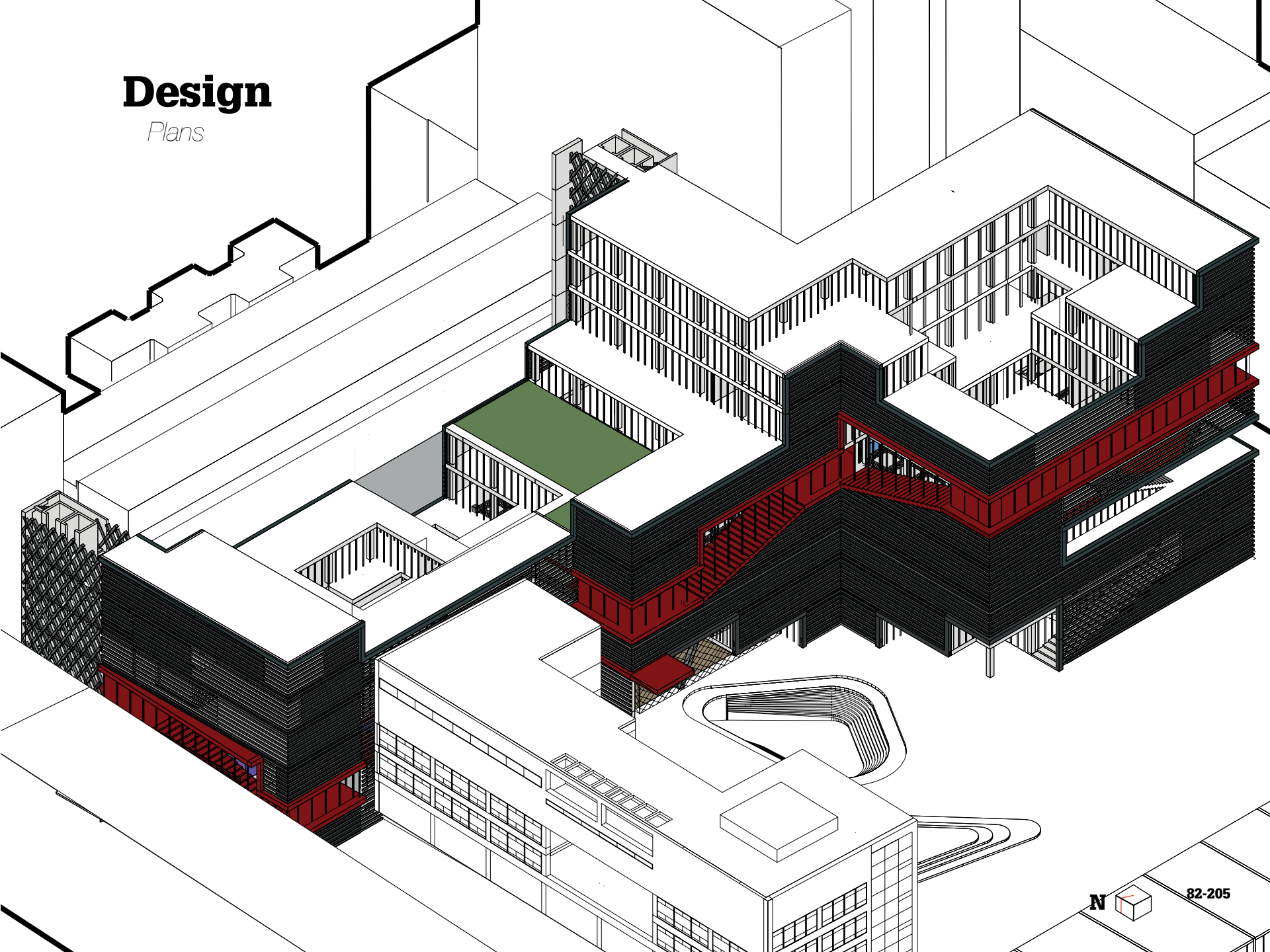
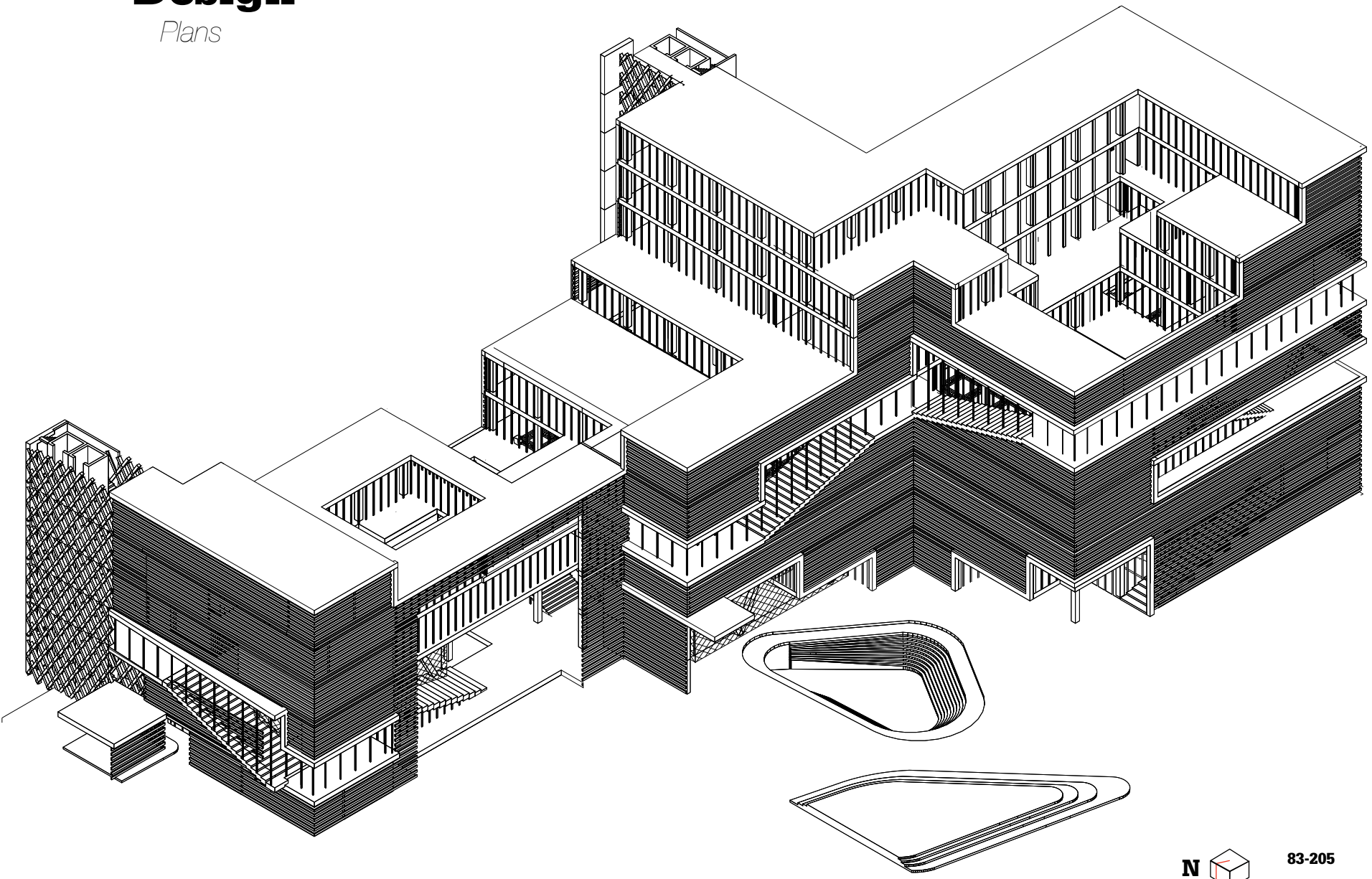
Design

Plans



Design

Plans

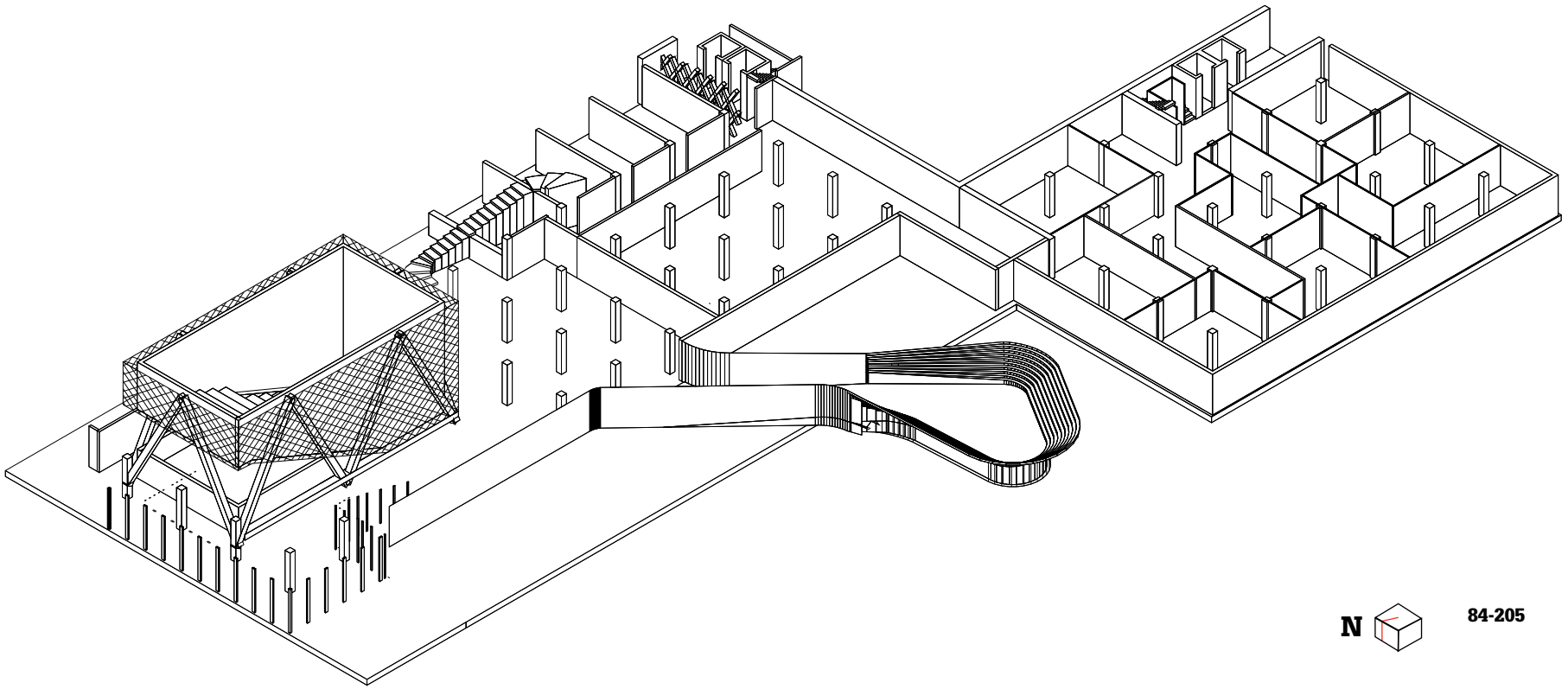


N

83-205

Design

Basement level

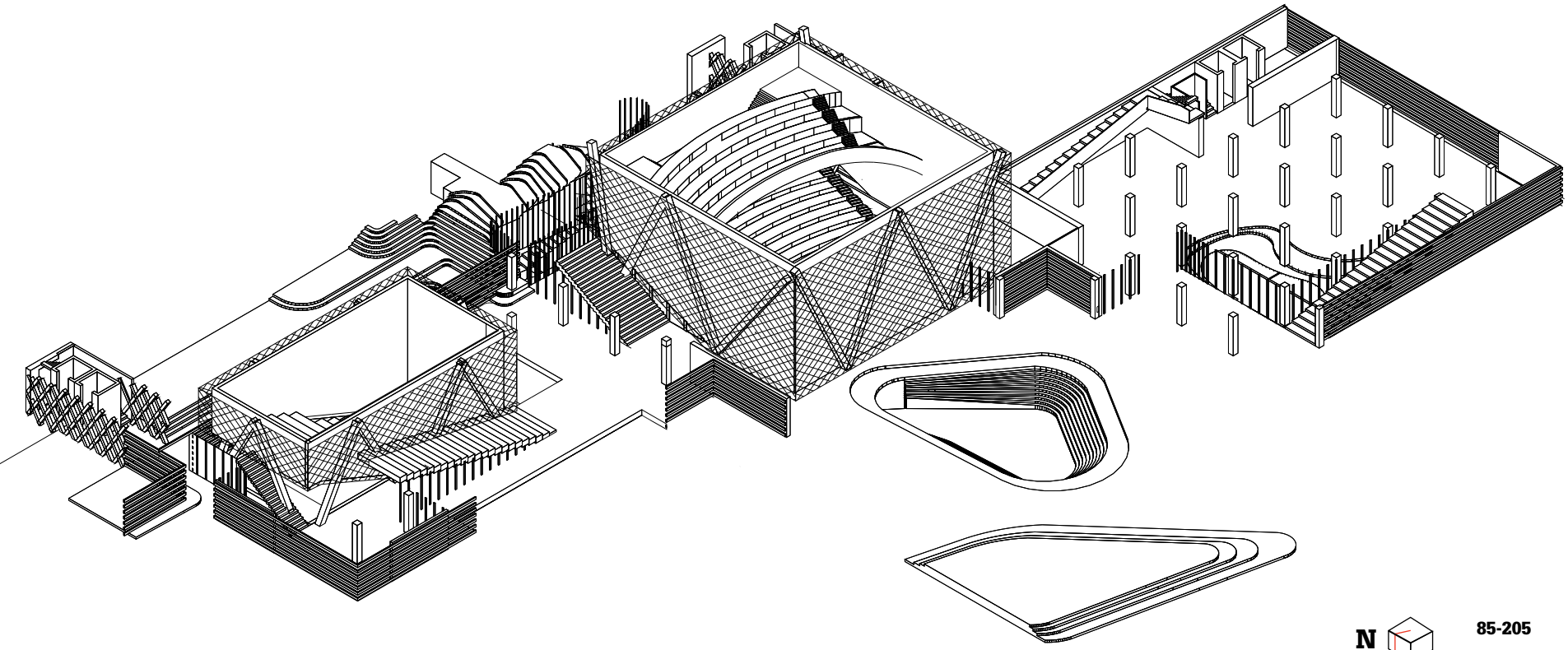


N

84-205

Design

Entry level

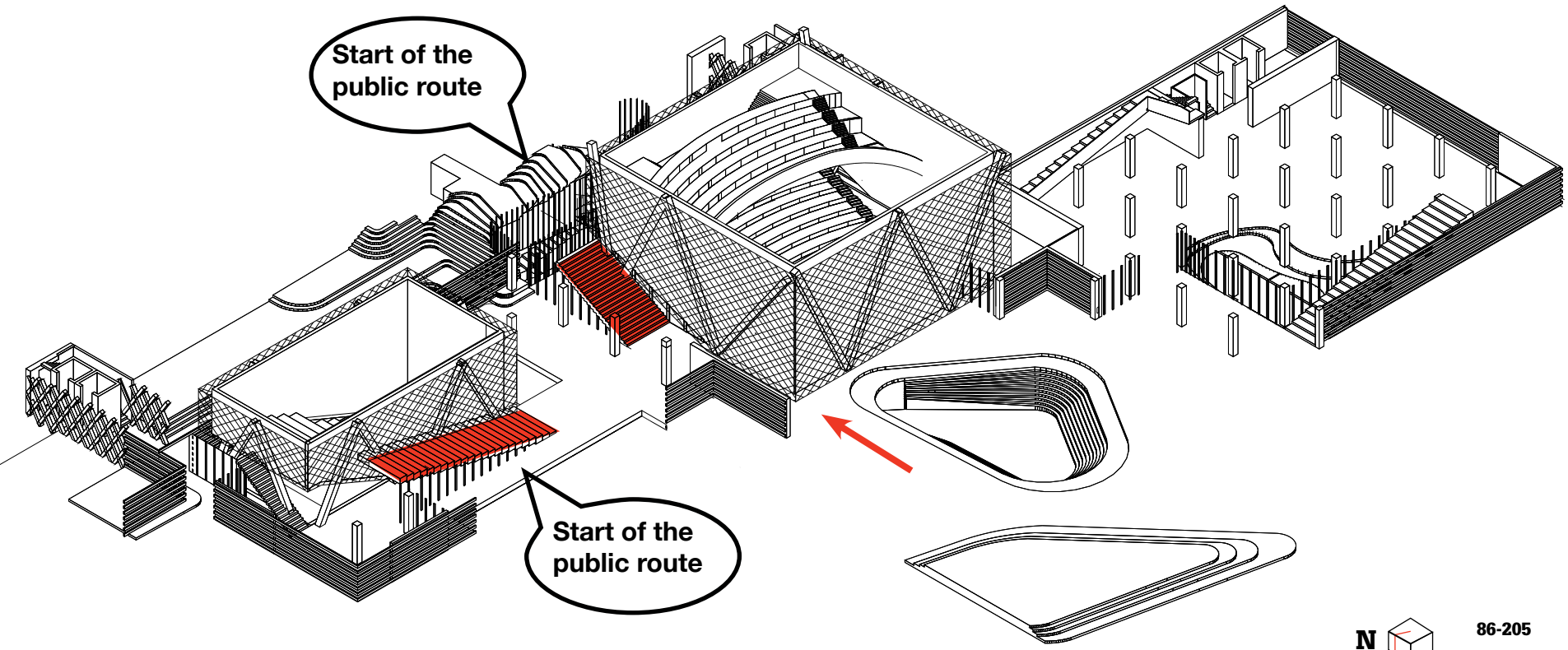


N

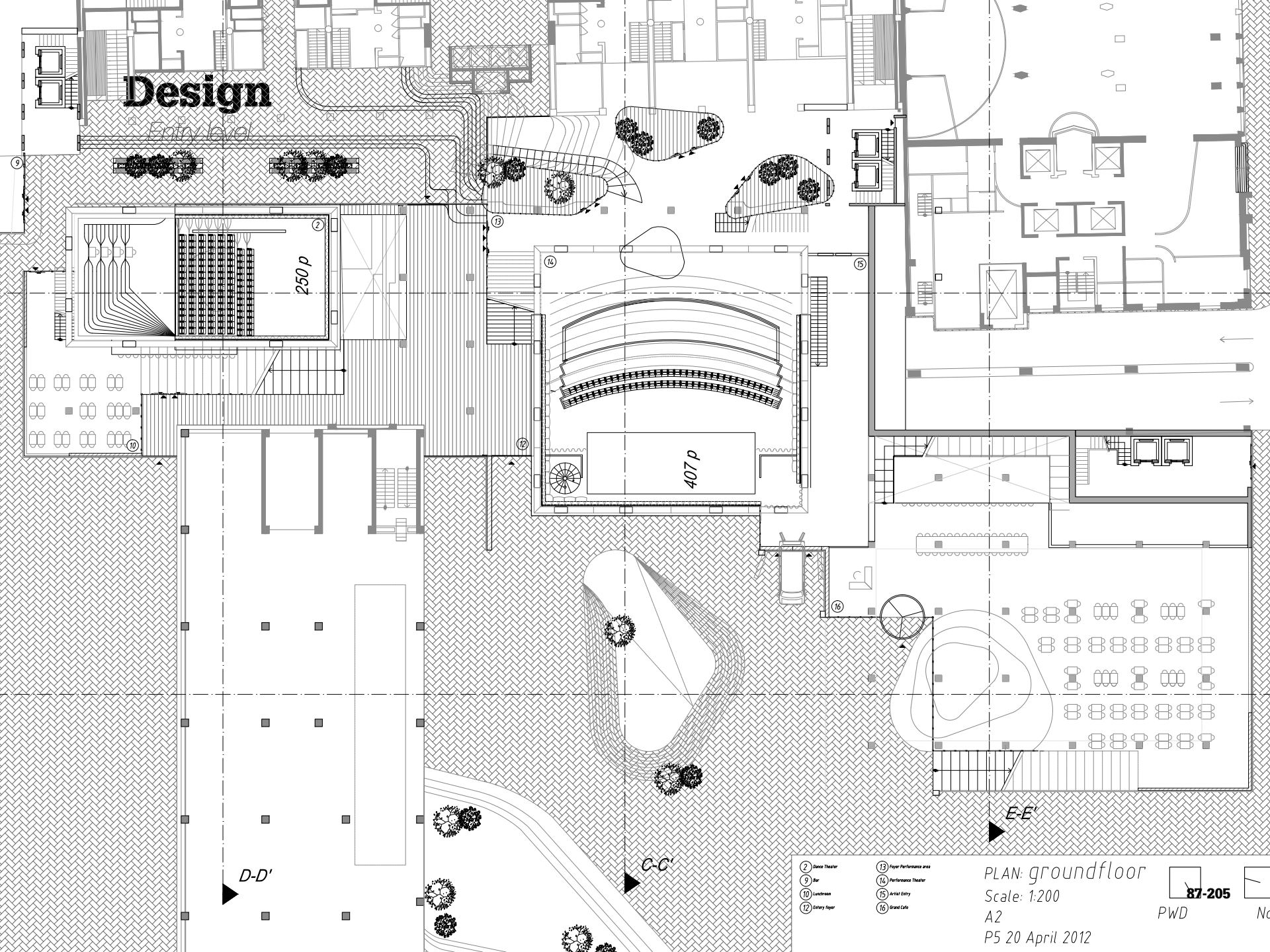
85-205

Design

Entry level

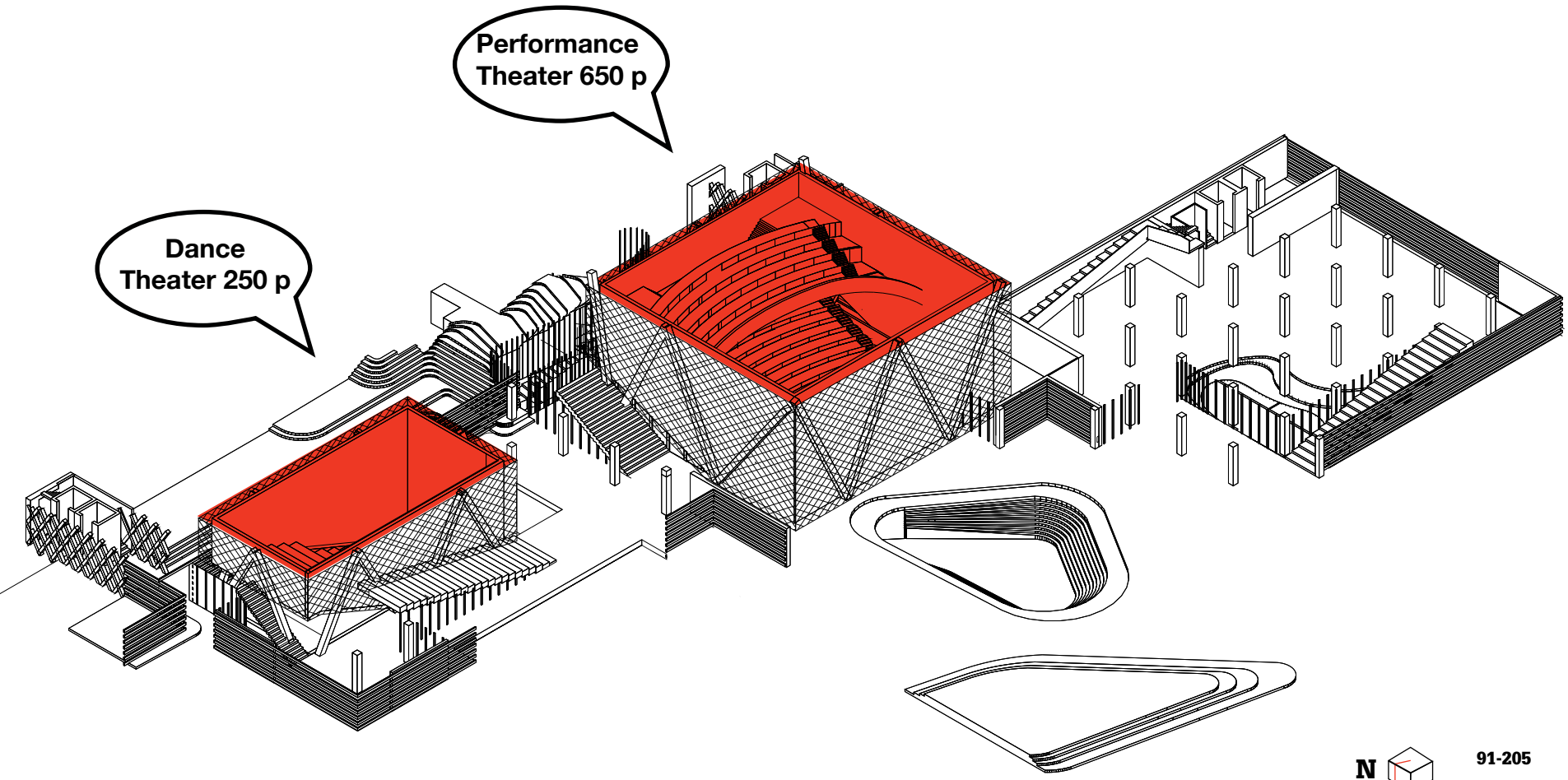


86-205


Design
Entry level
250 p
407 p
D-D'
C-C'
E-E'
2 Dance Theater
9 Bar
10 Lunchroom
12 Entery foyer
13 Foyer Performance area
14 Performance Theater
15 Artist Entry
16 Grand Cafe
PLAN: groundfloor
Scale: 1:200
A2
P5 20 April 2012
87-205
PWD

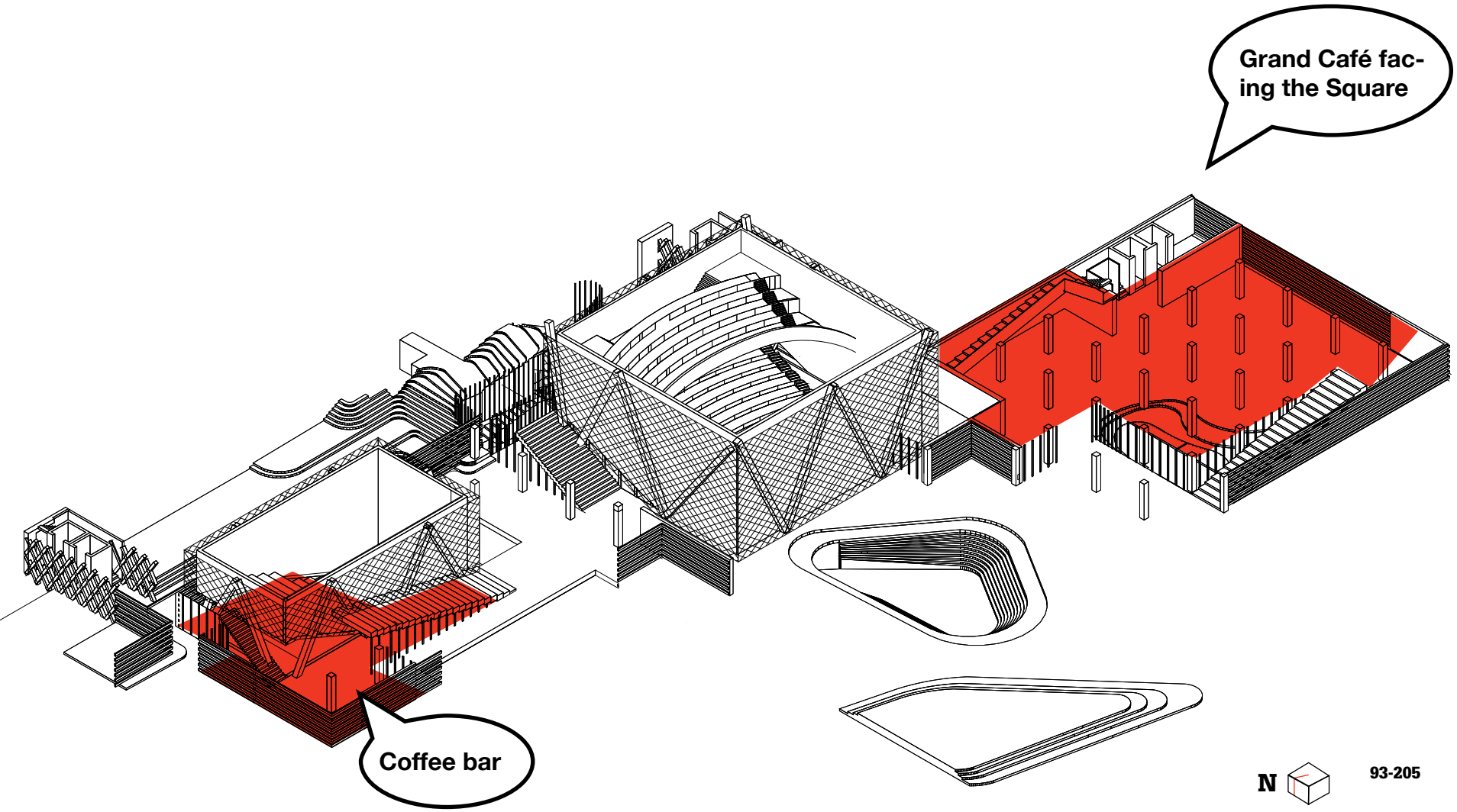
Design

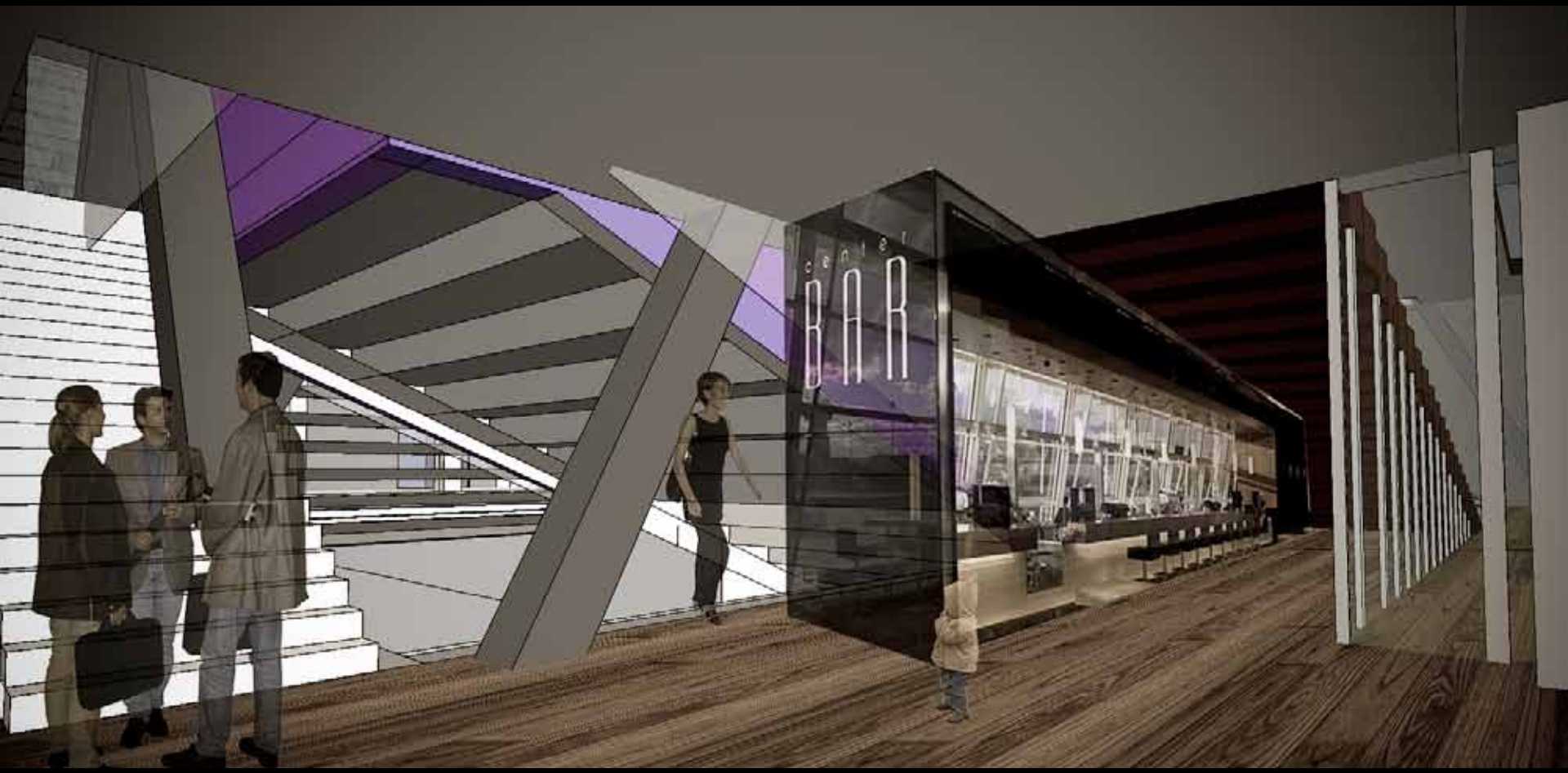
Entry level



Design

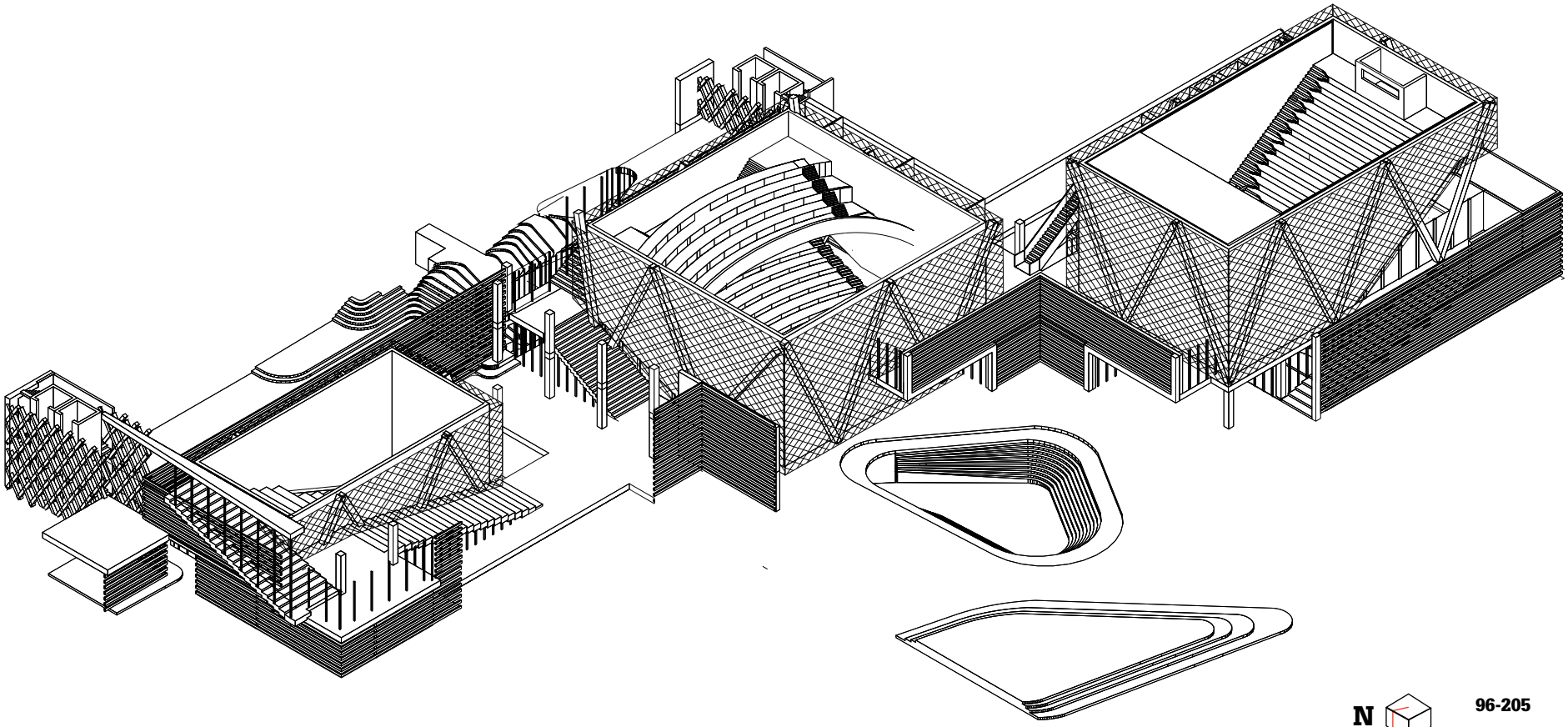
Entry level




BAR

Design

1st Level

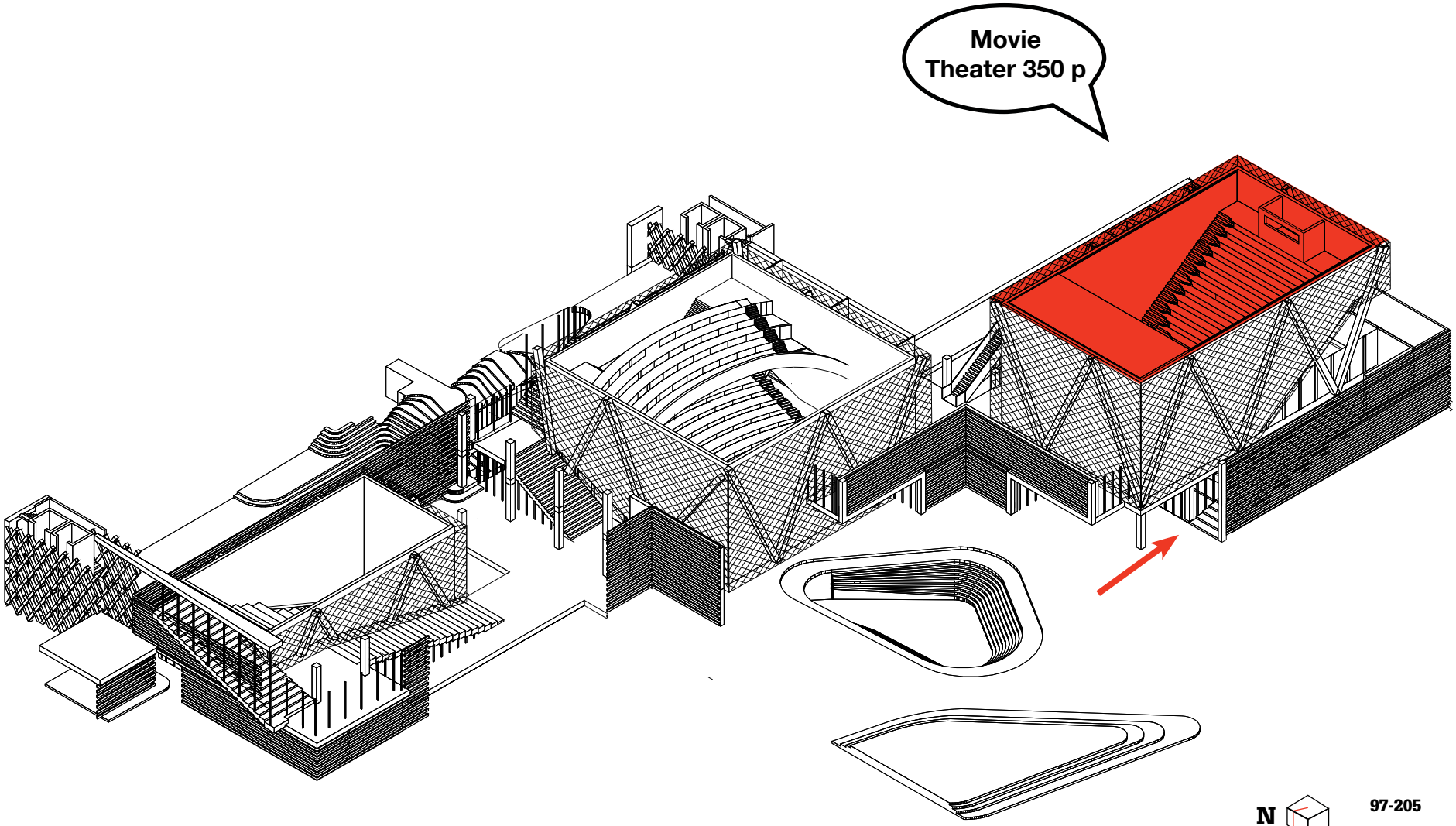


N

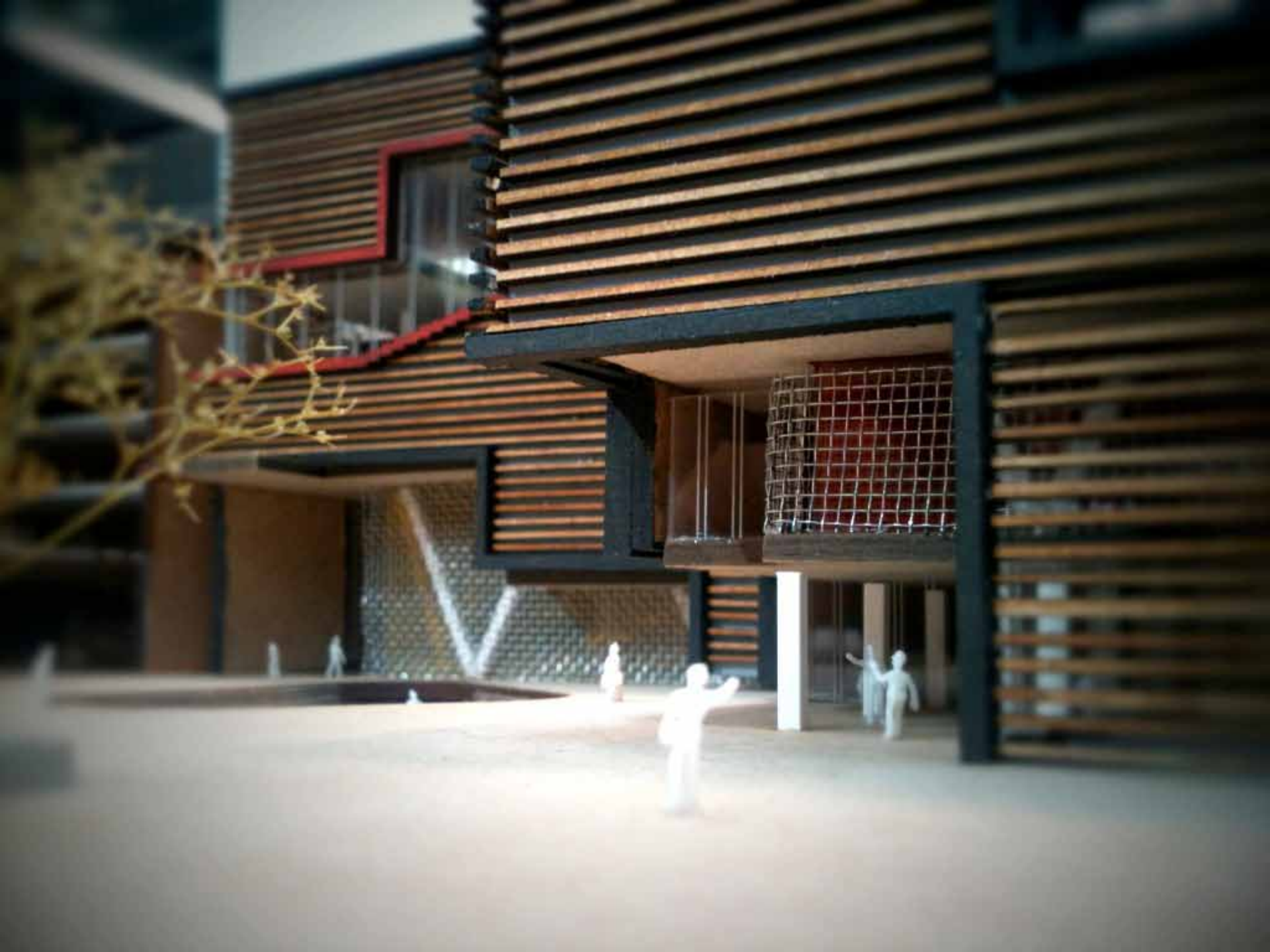
96-205

Design

1st Level

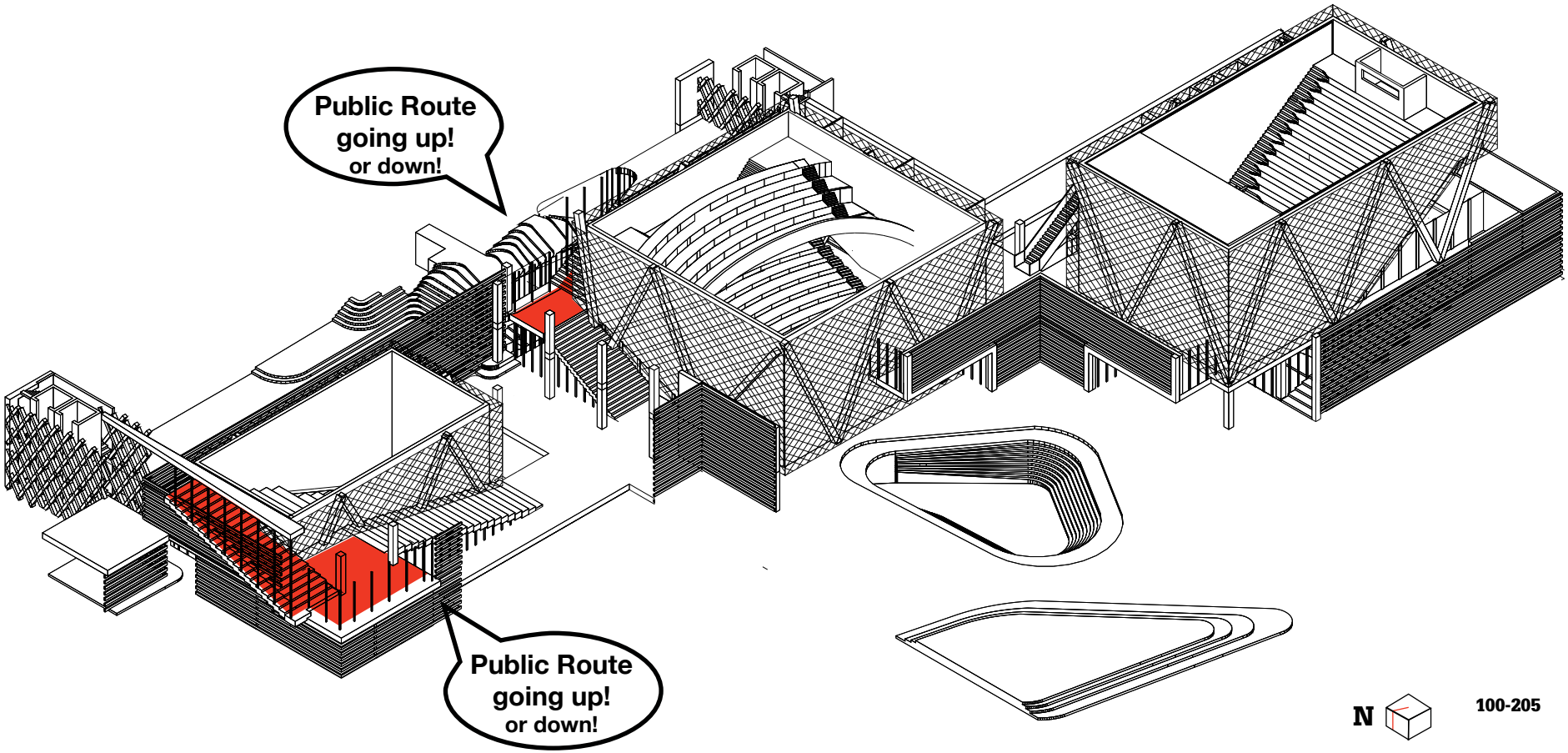


97-205



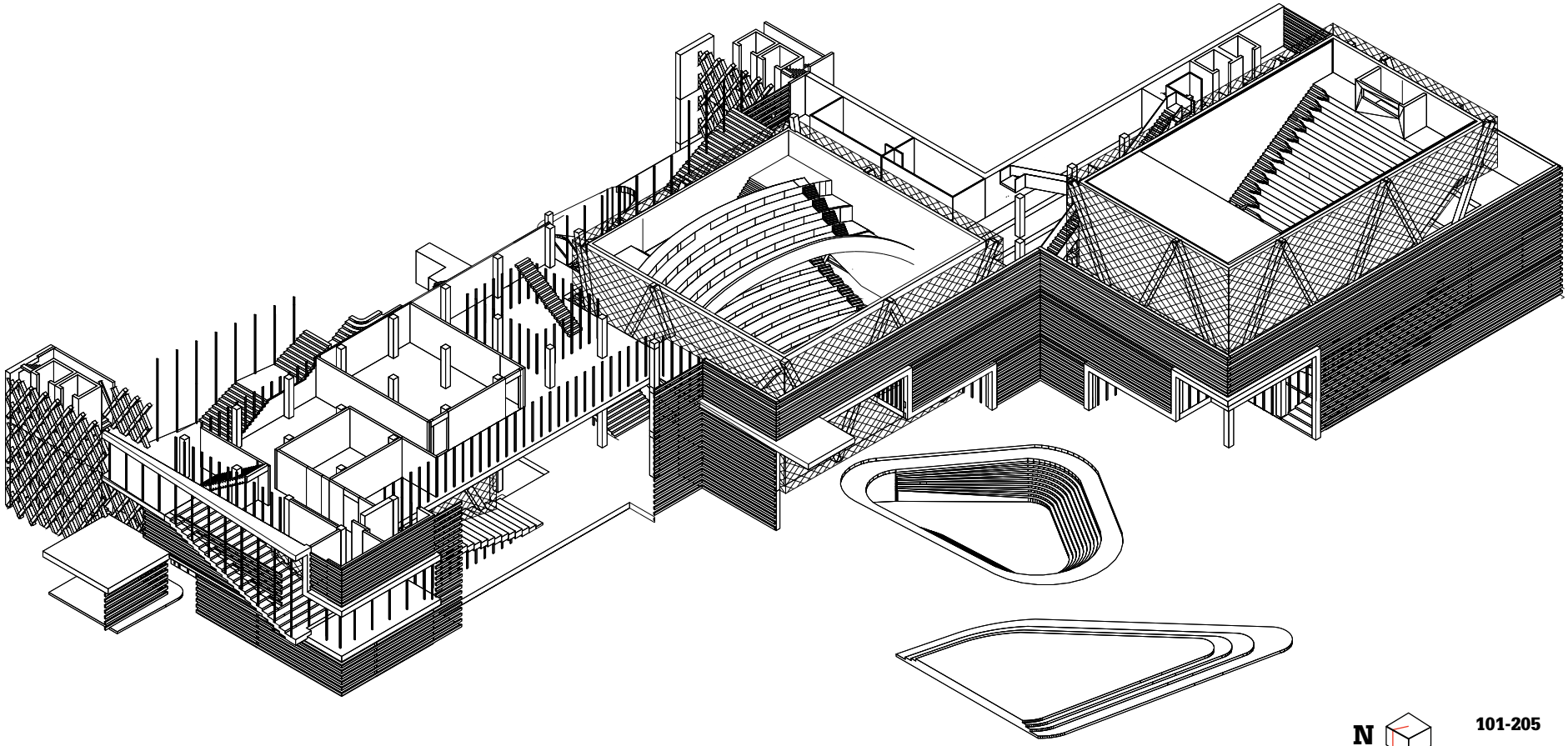
Design

1st Level



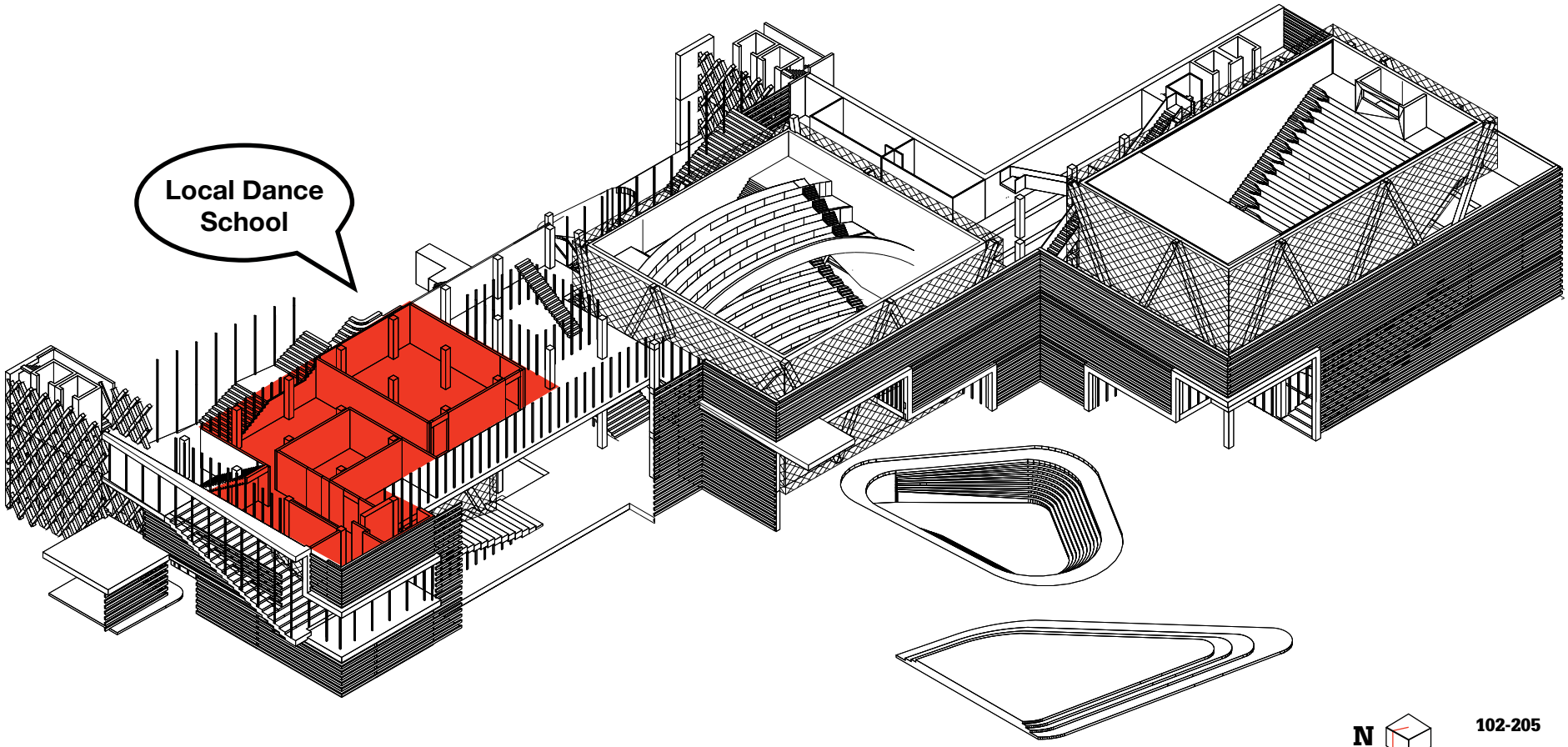
Design

2nd Level



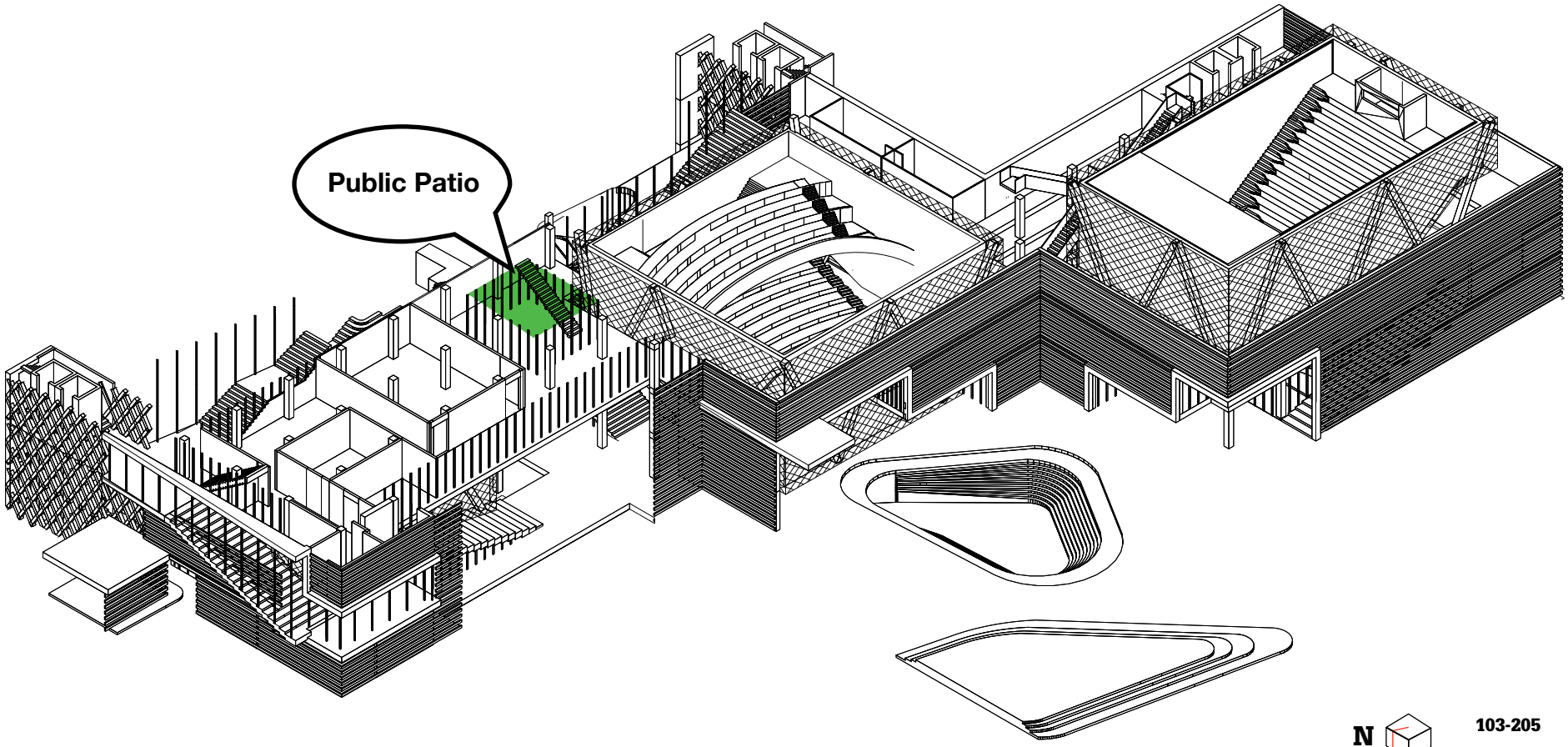
Design

2nd Level



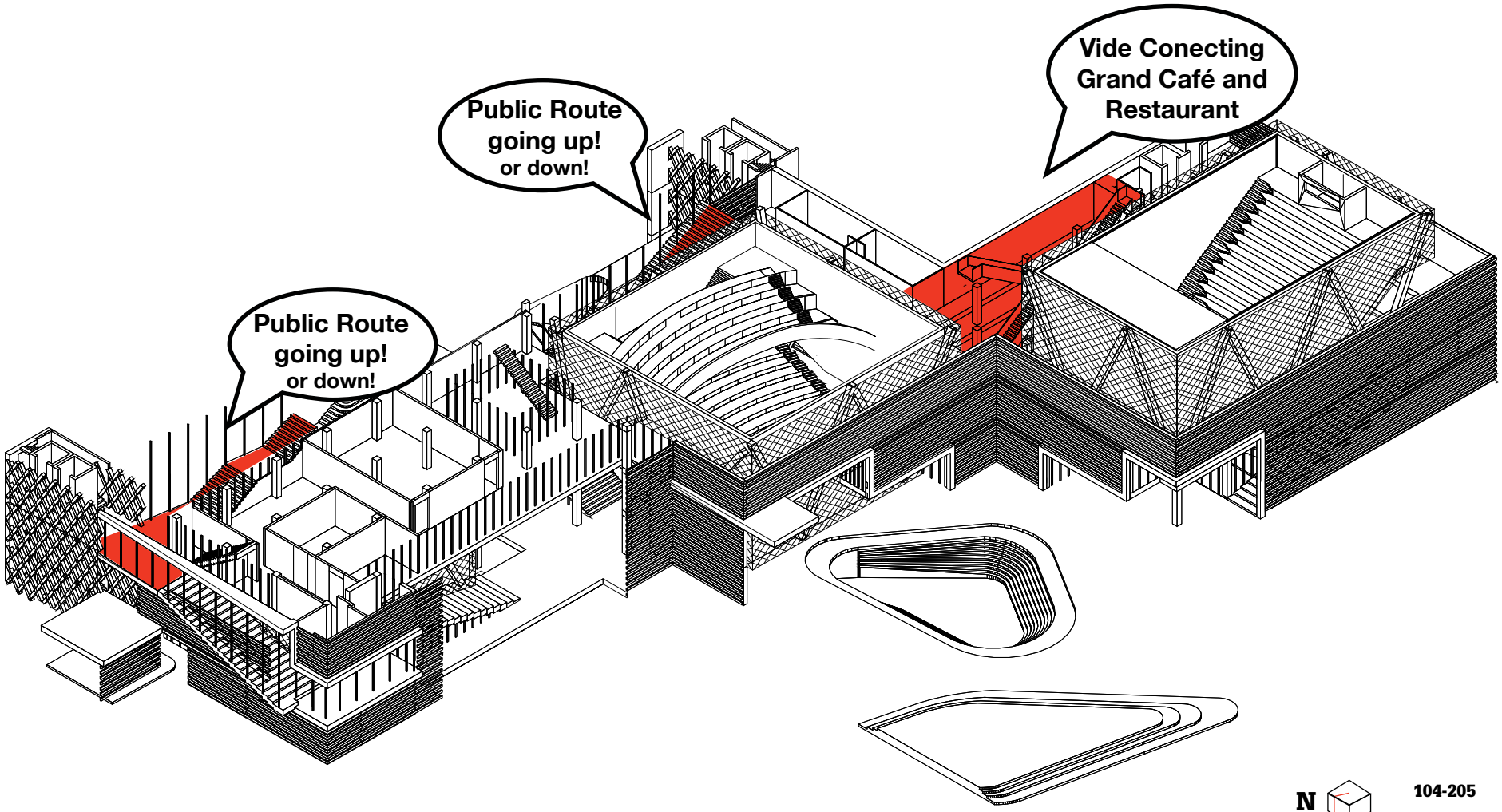
Design

2nd Level



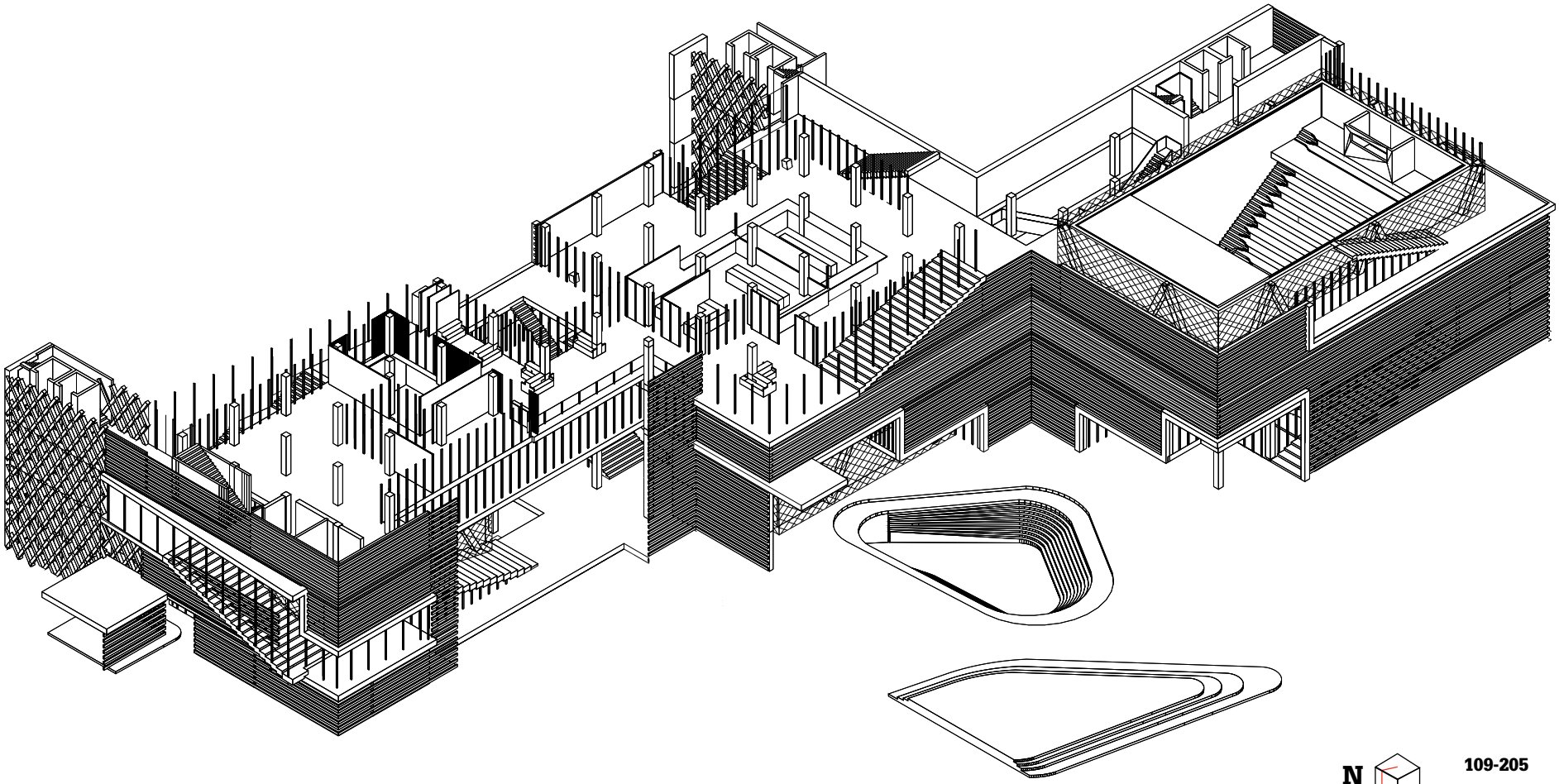
Design

2nd Level



Design

3rd Level



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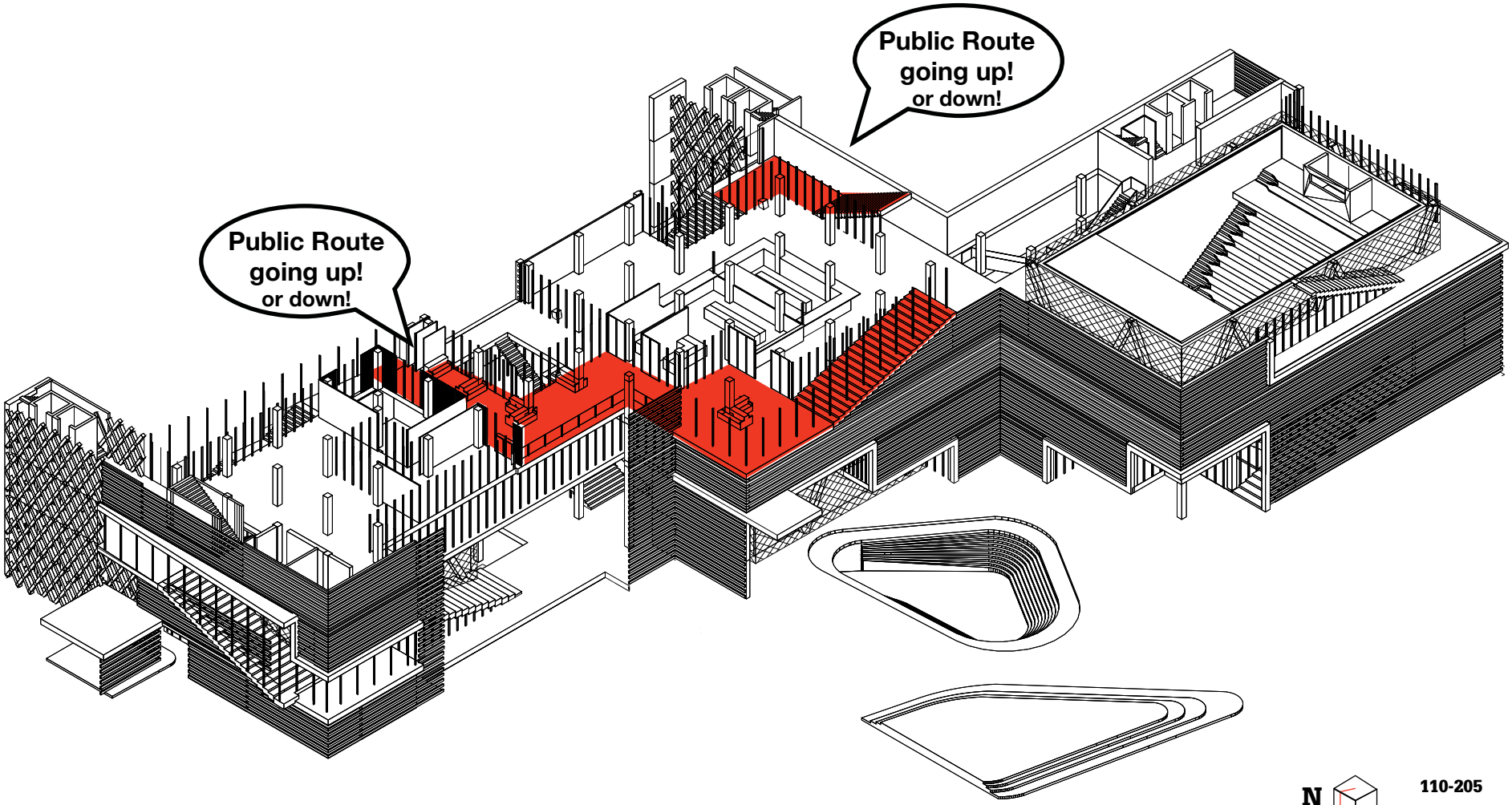
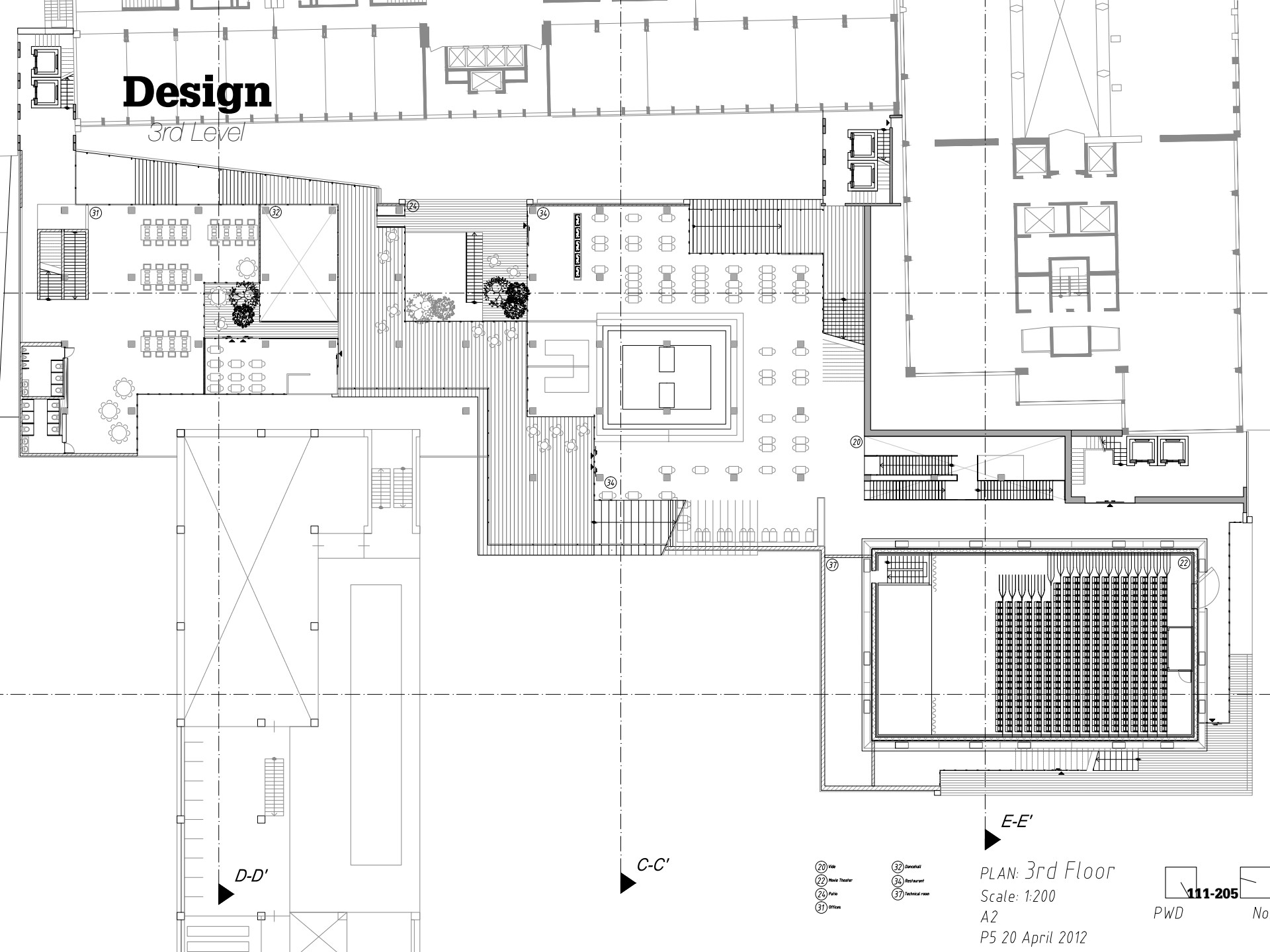
Design

3rd Level



Design

3rd Level



PLAN: 3rd Floor

Scale: 1:200

A2

P5 20 April 2012

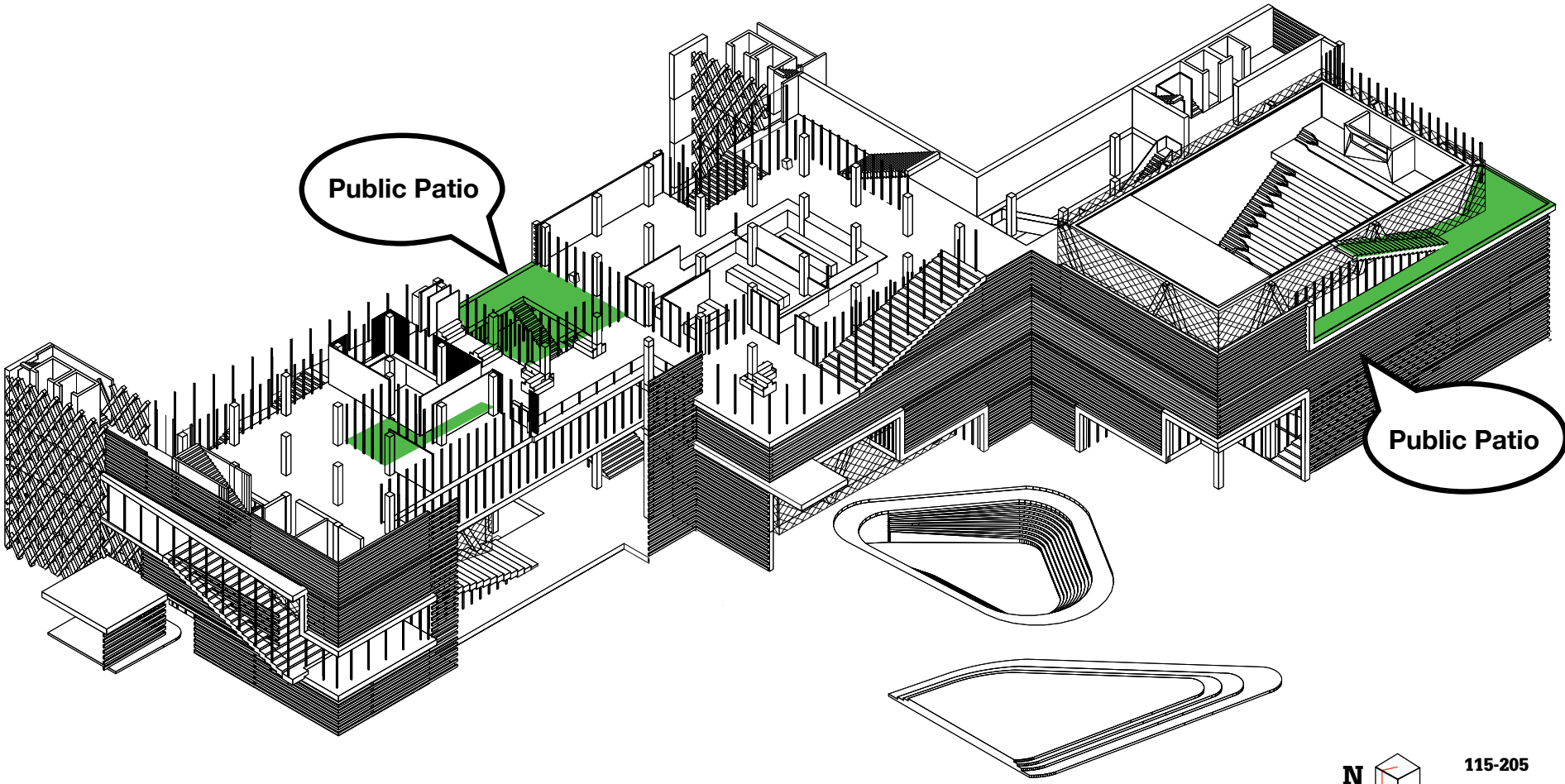
111-205

PWD

No

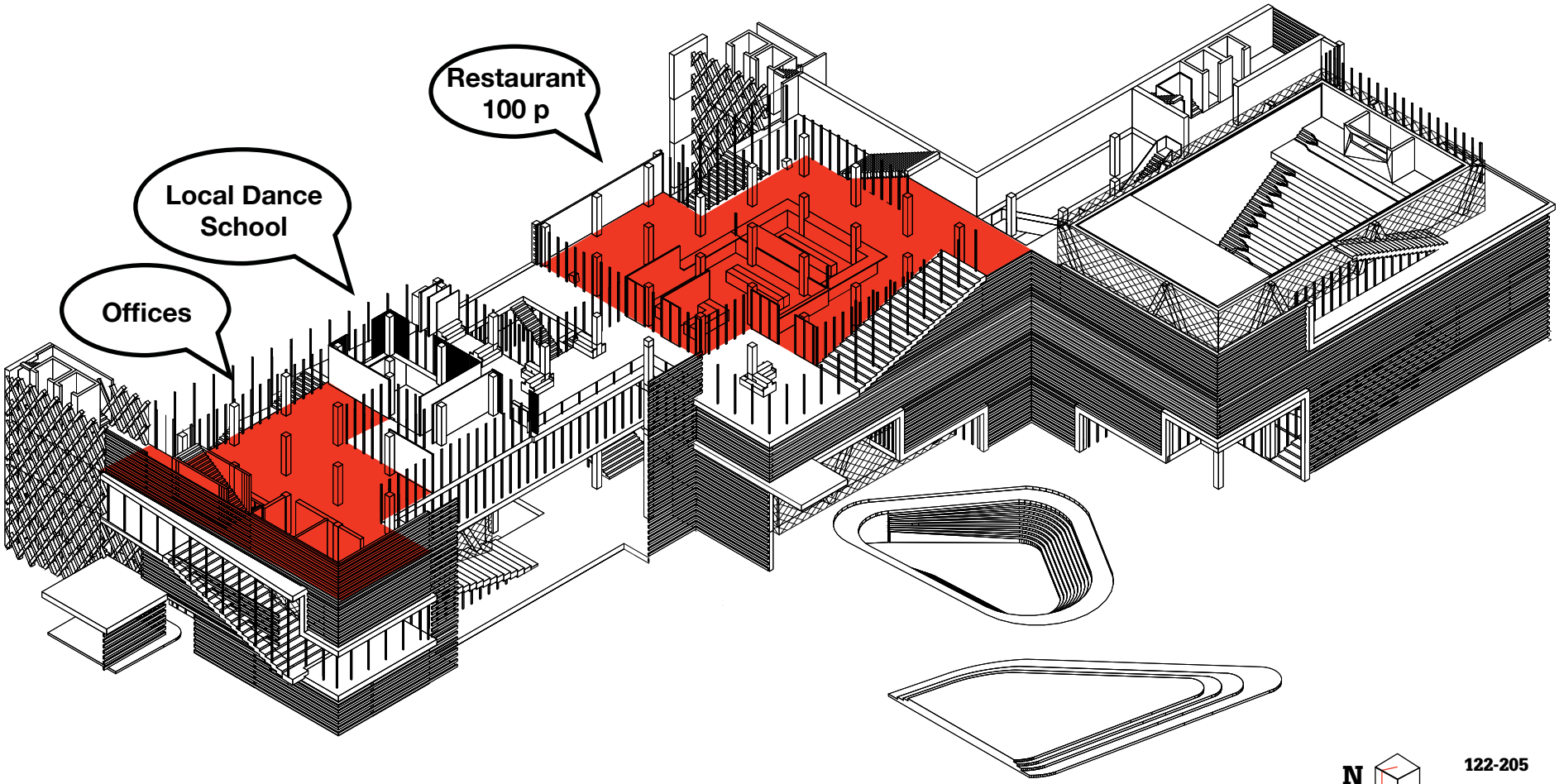
Design

3rd Level



Design

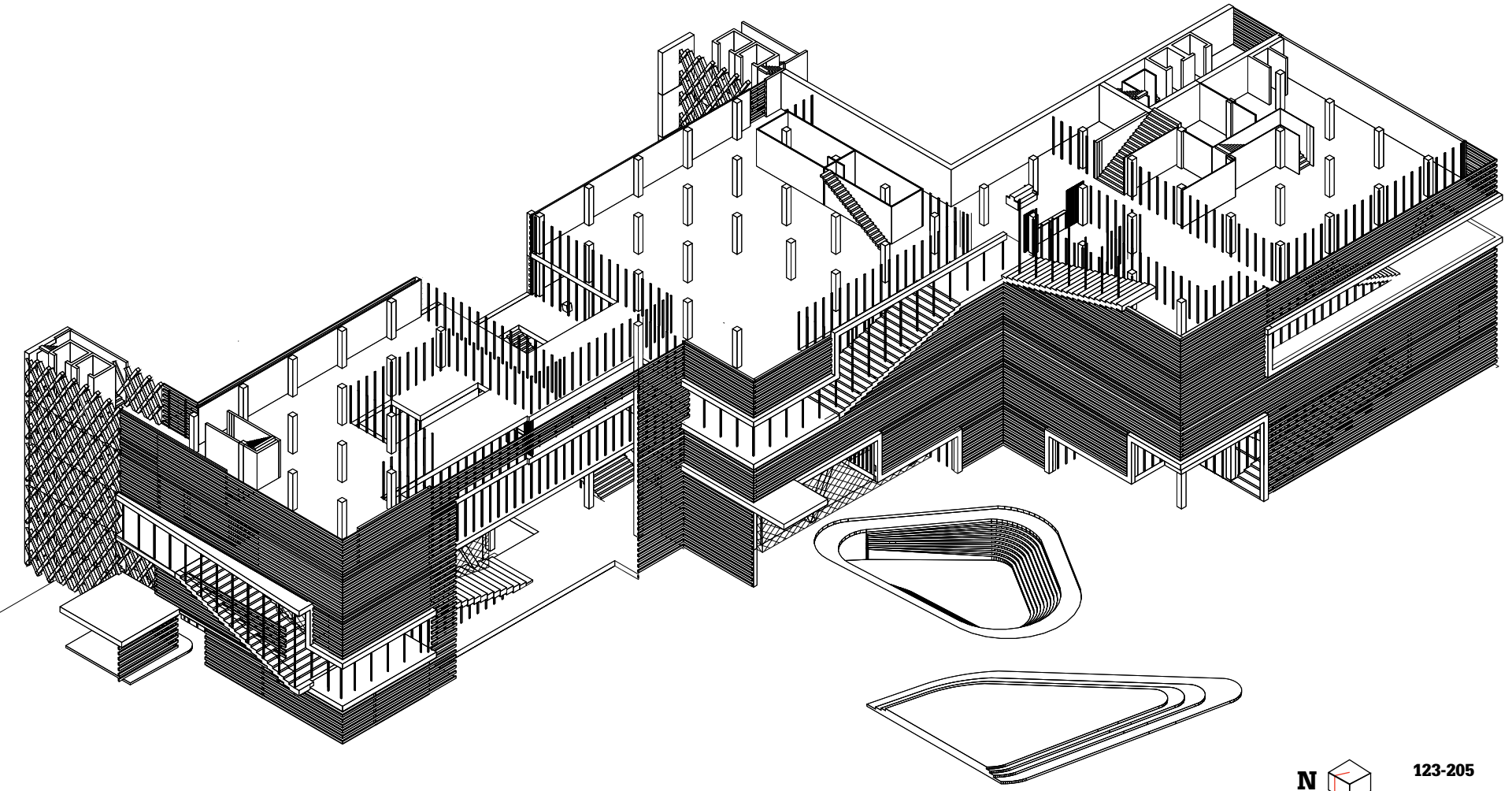
3rd Level



122-205

Design

4th Level

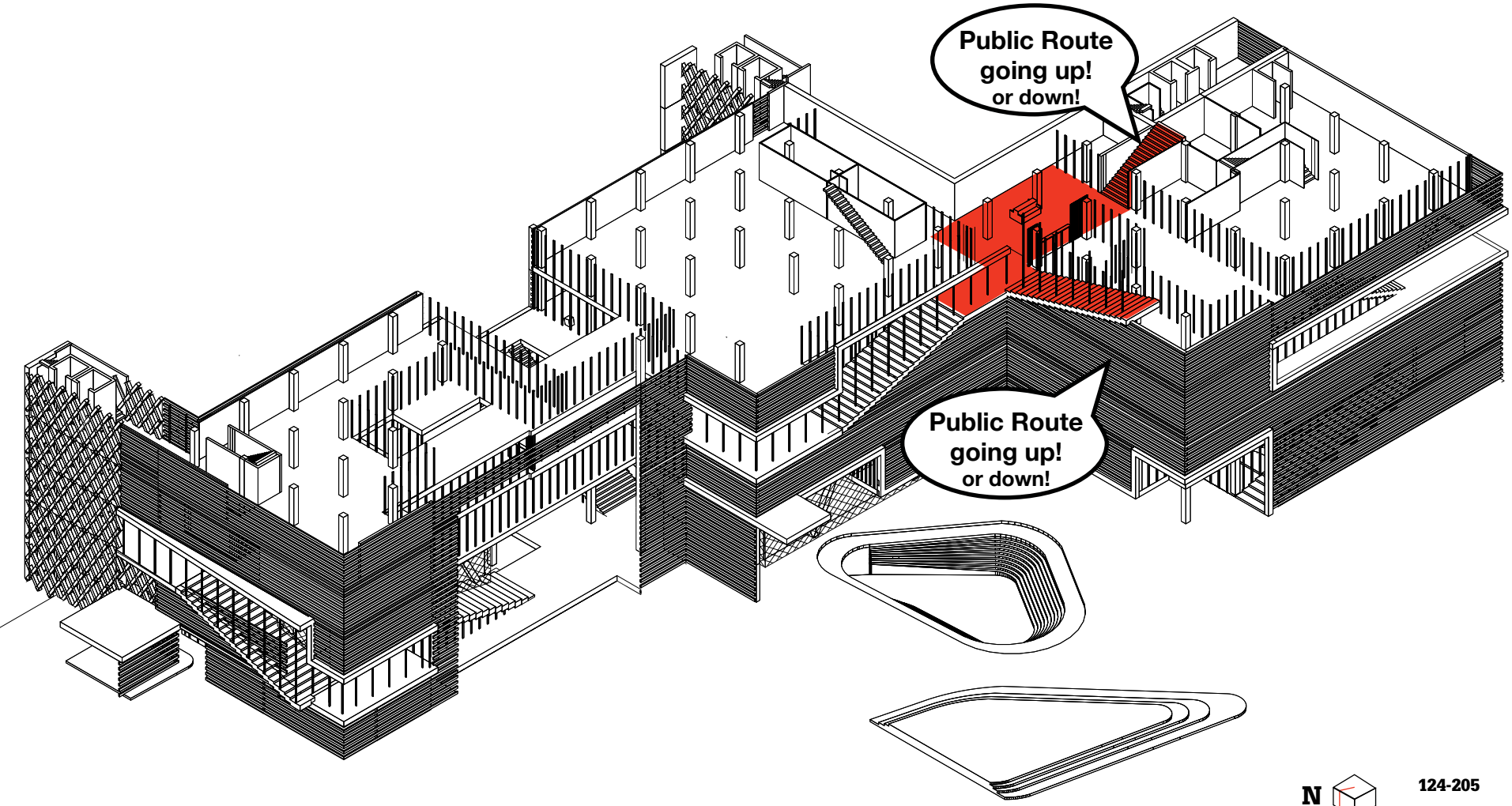


N

123-205

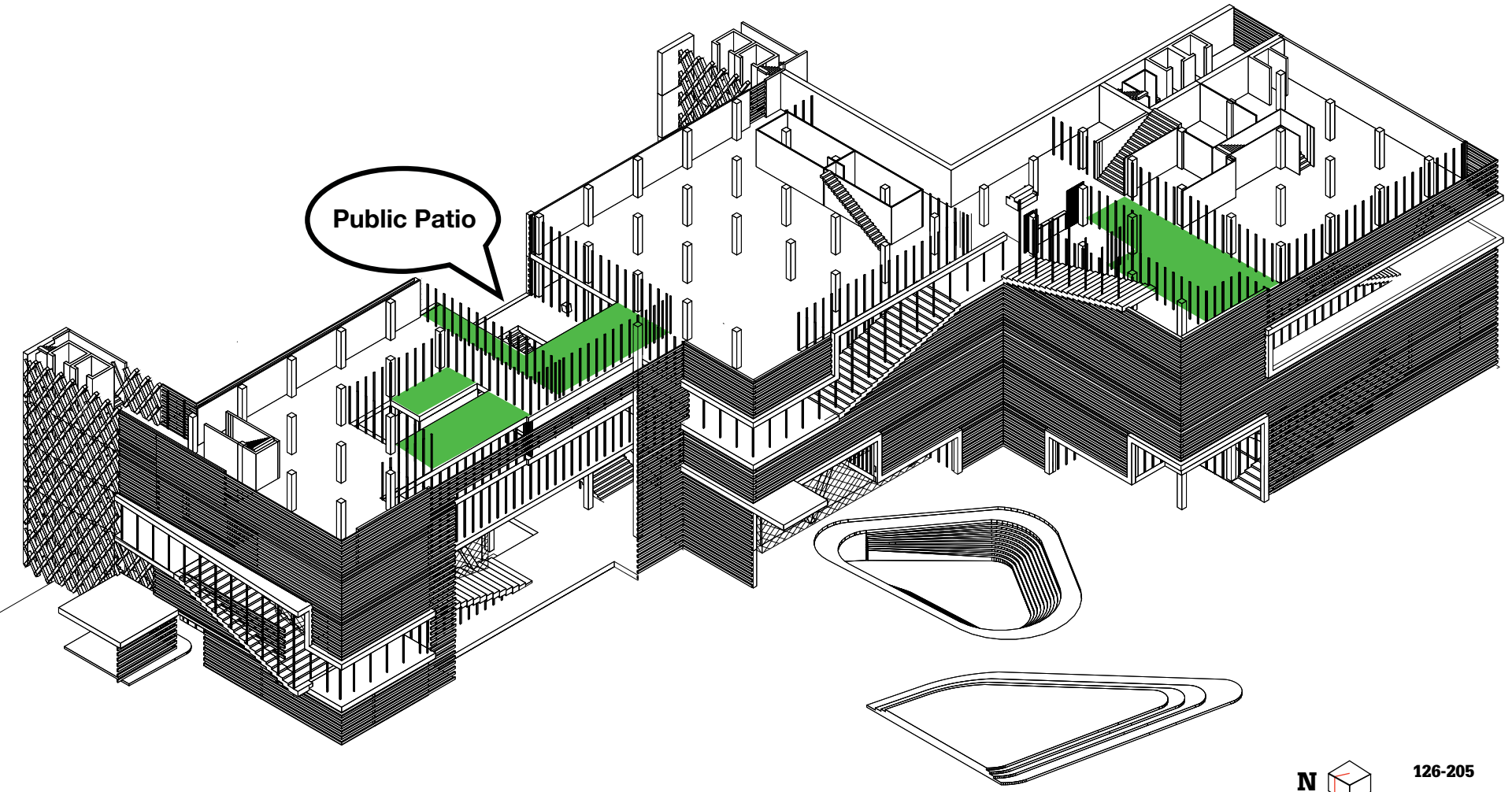
Design

4th Level



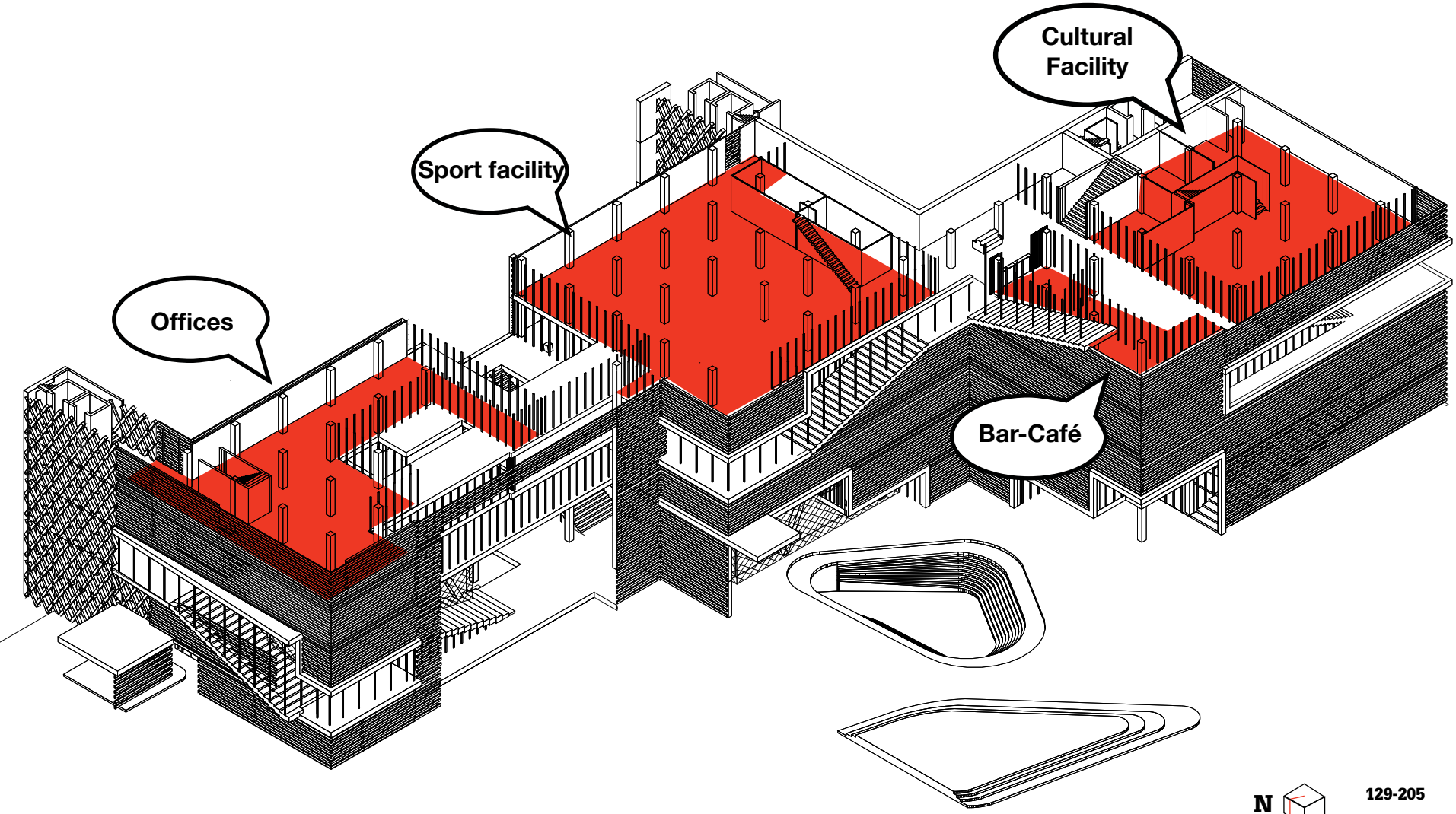
Design

4th Level



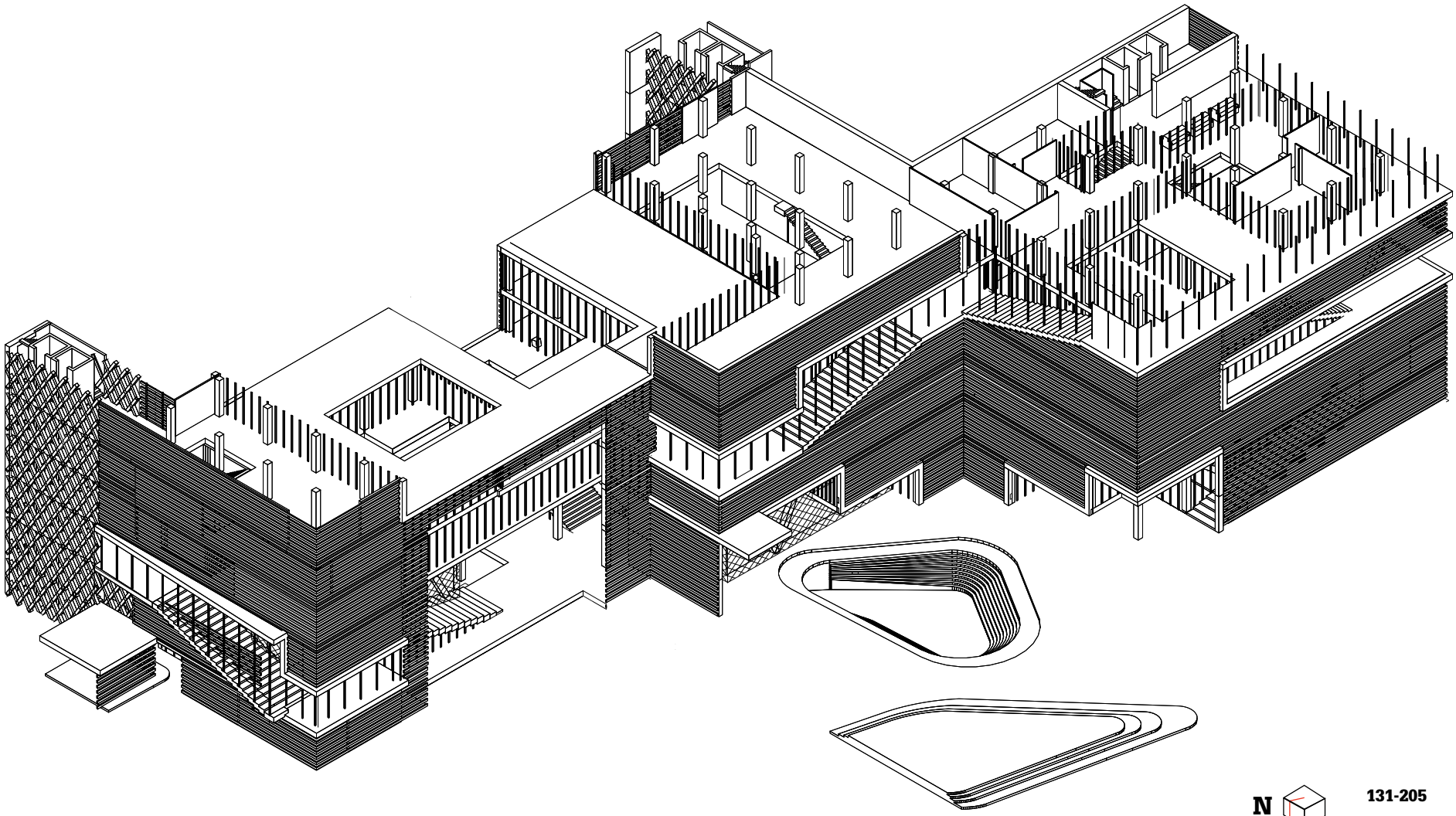
Design

4th Level



Design

5th Level



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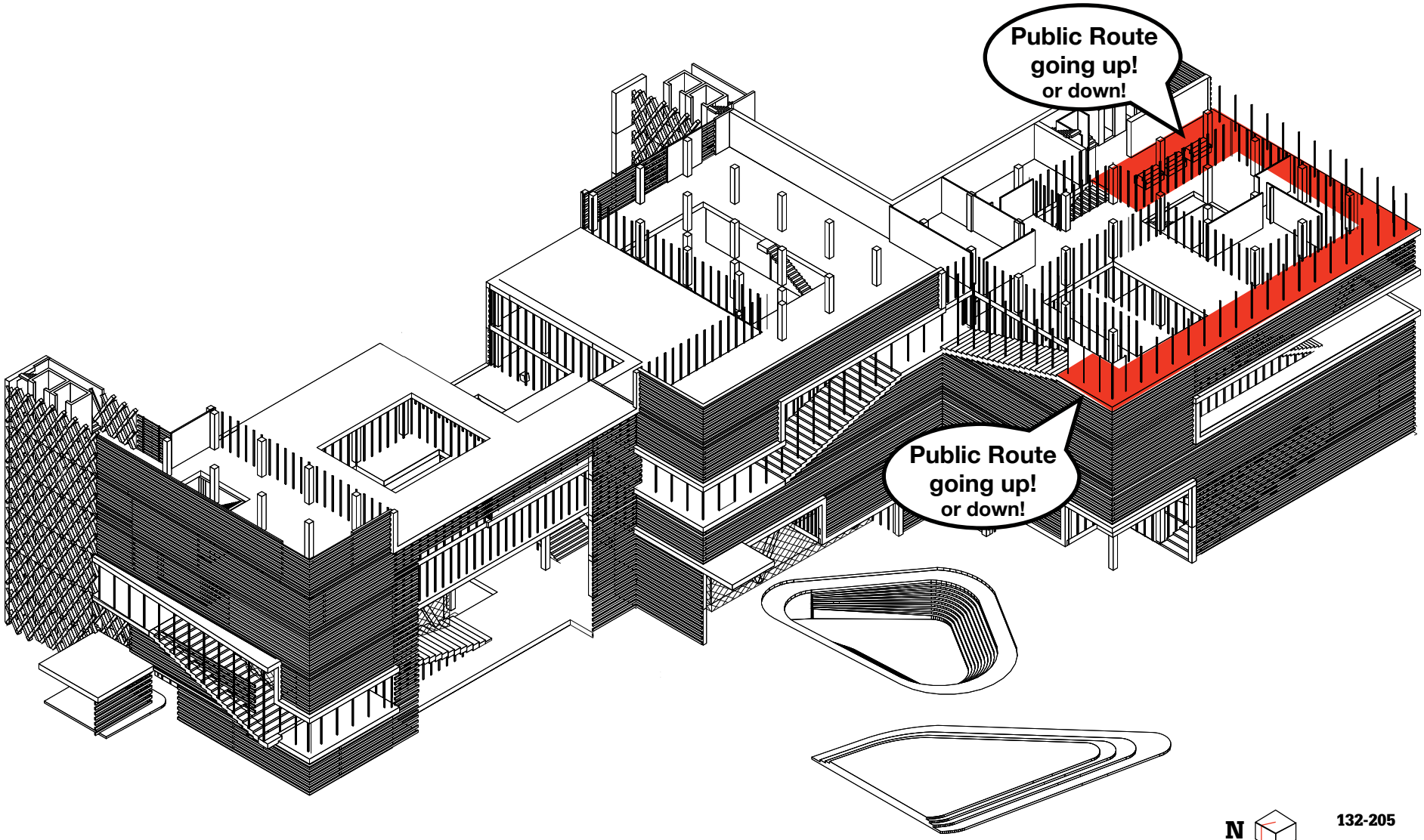
Design

5th Level



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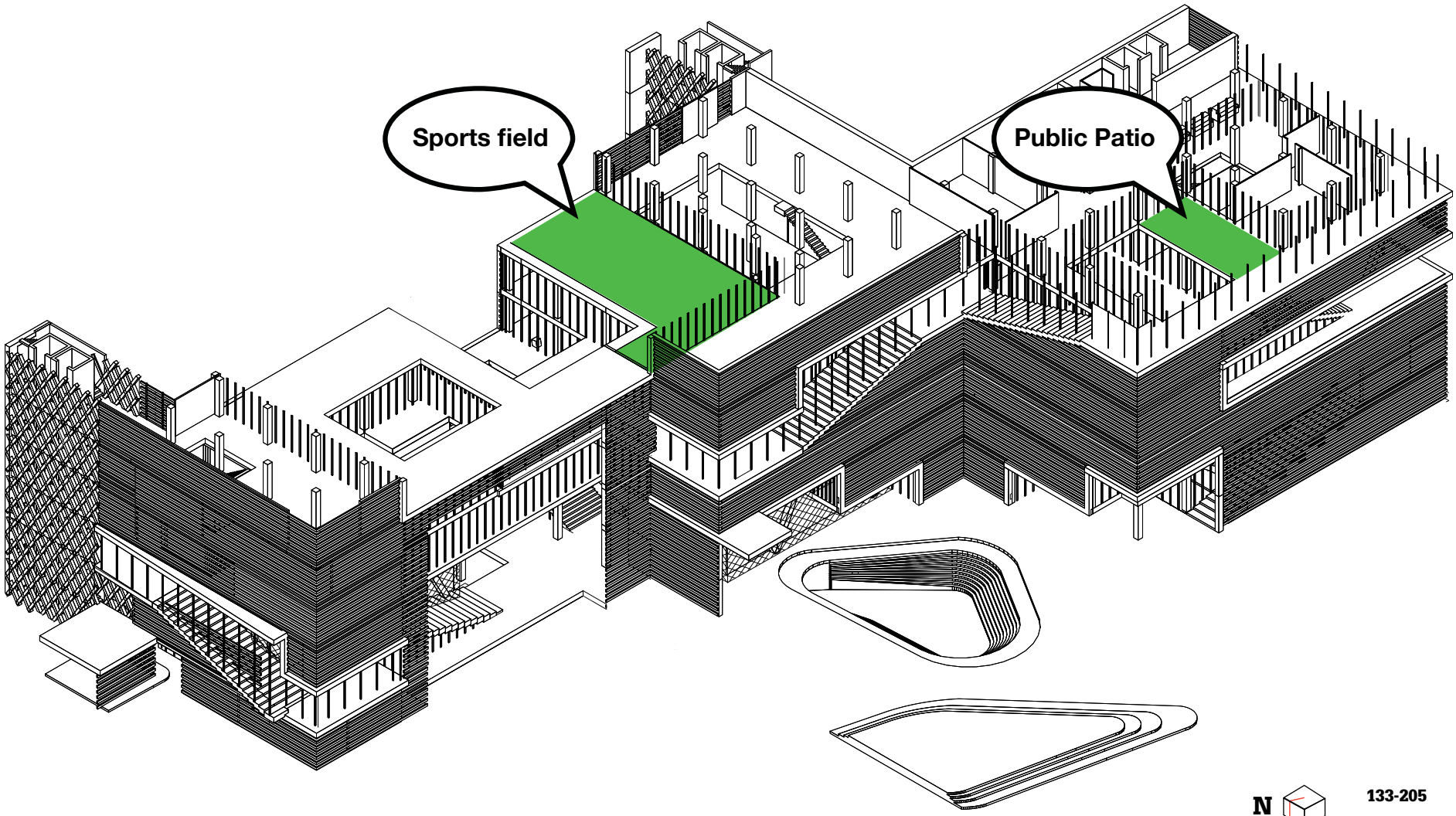
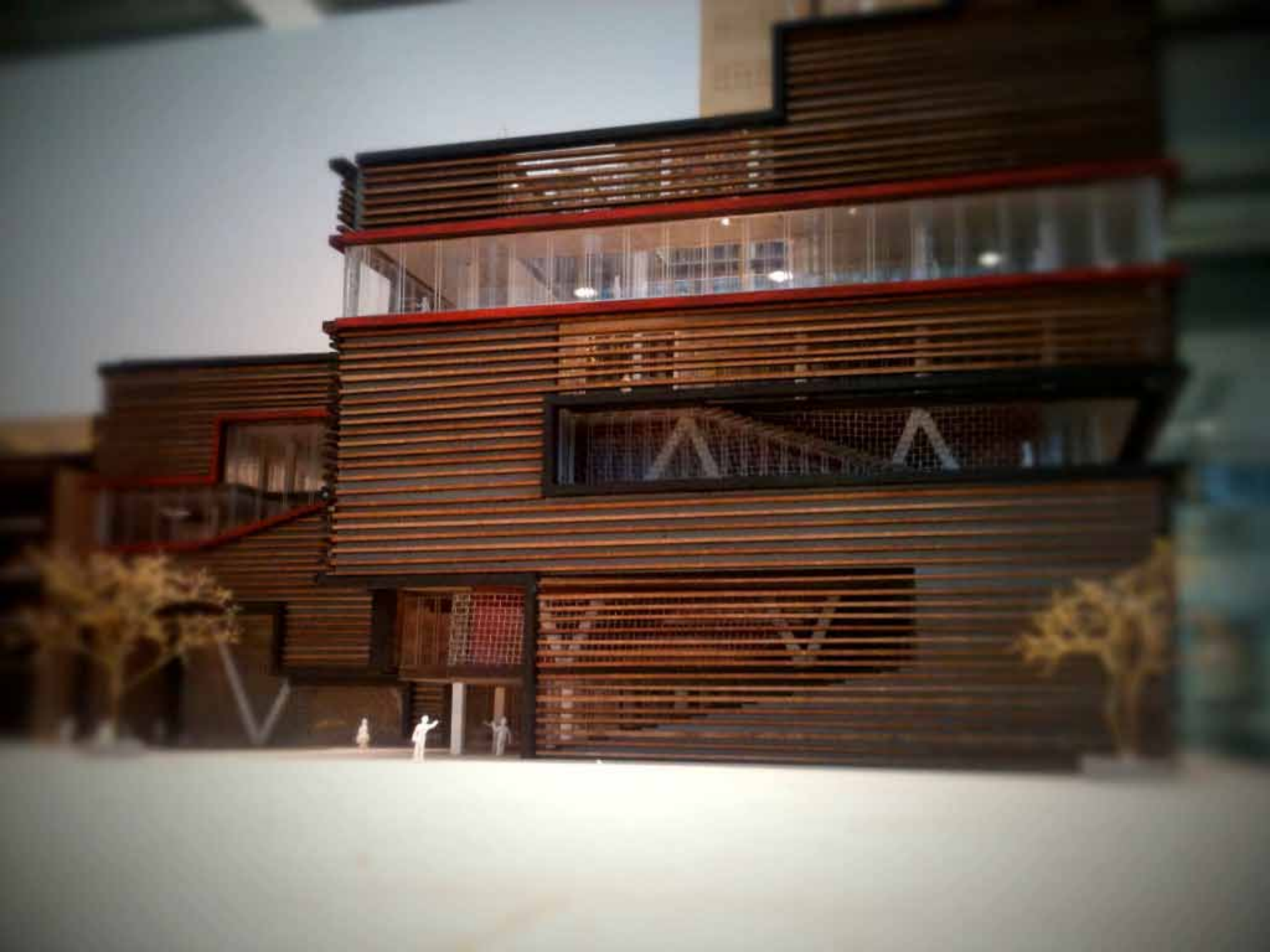
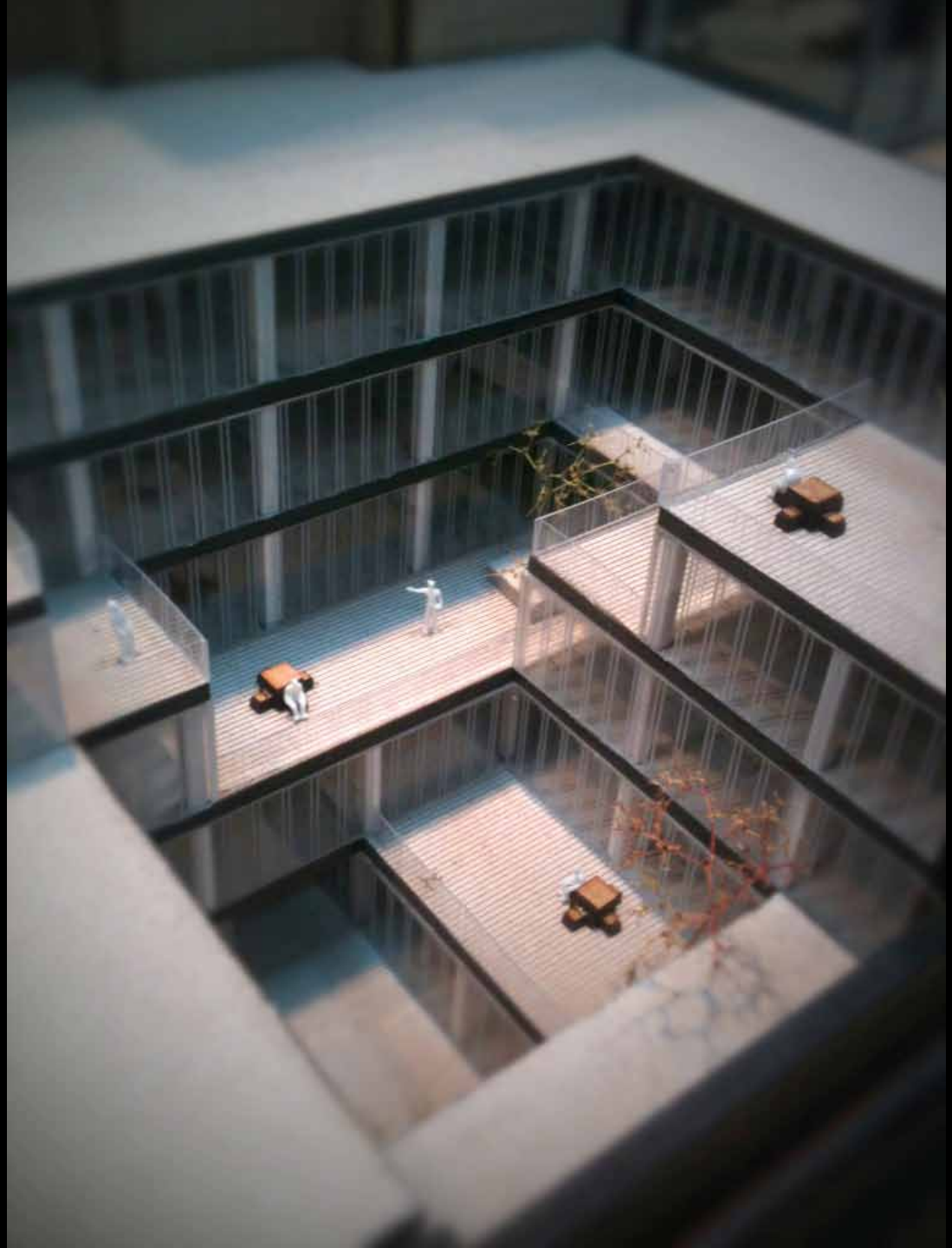


133-205





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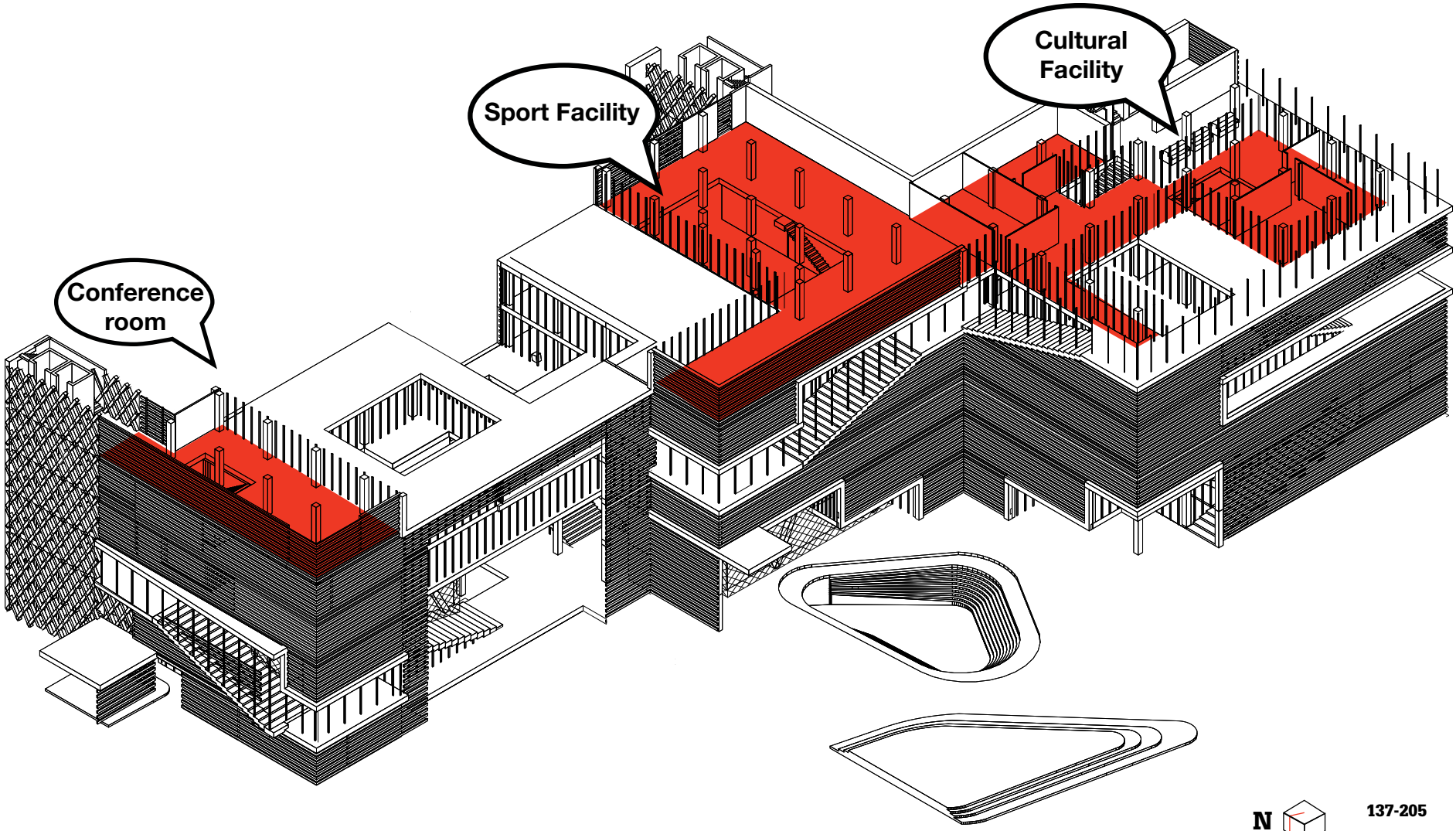

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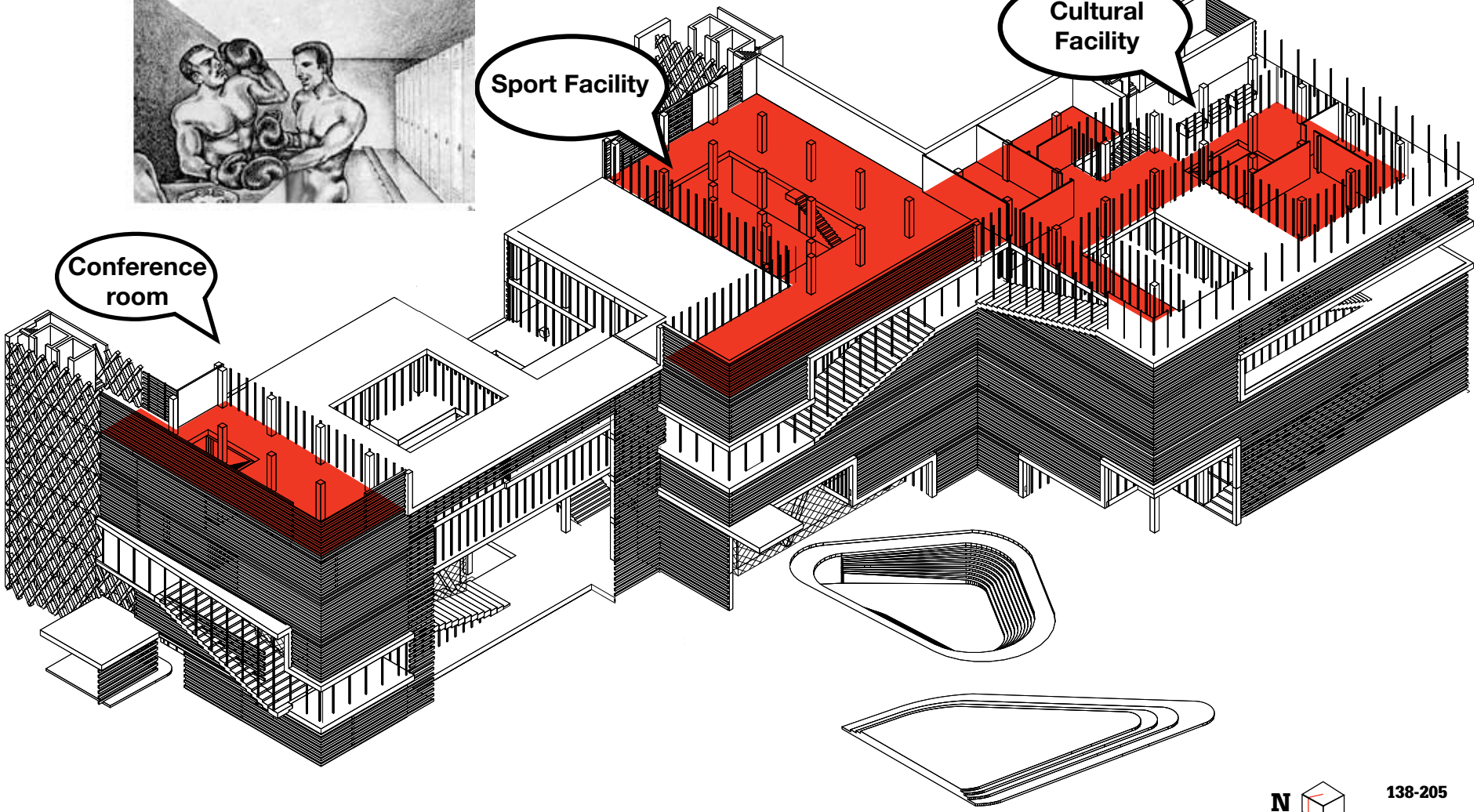
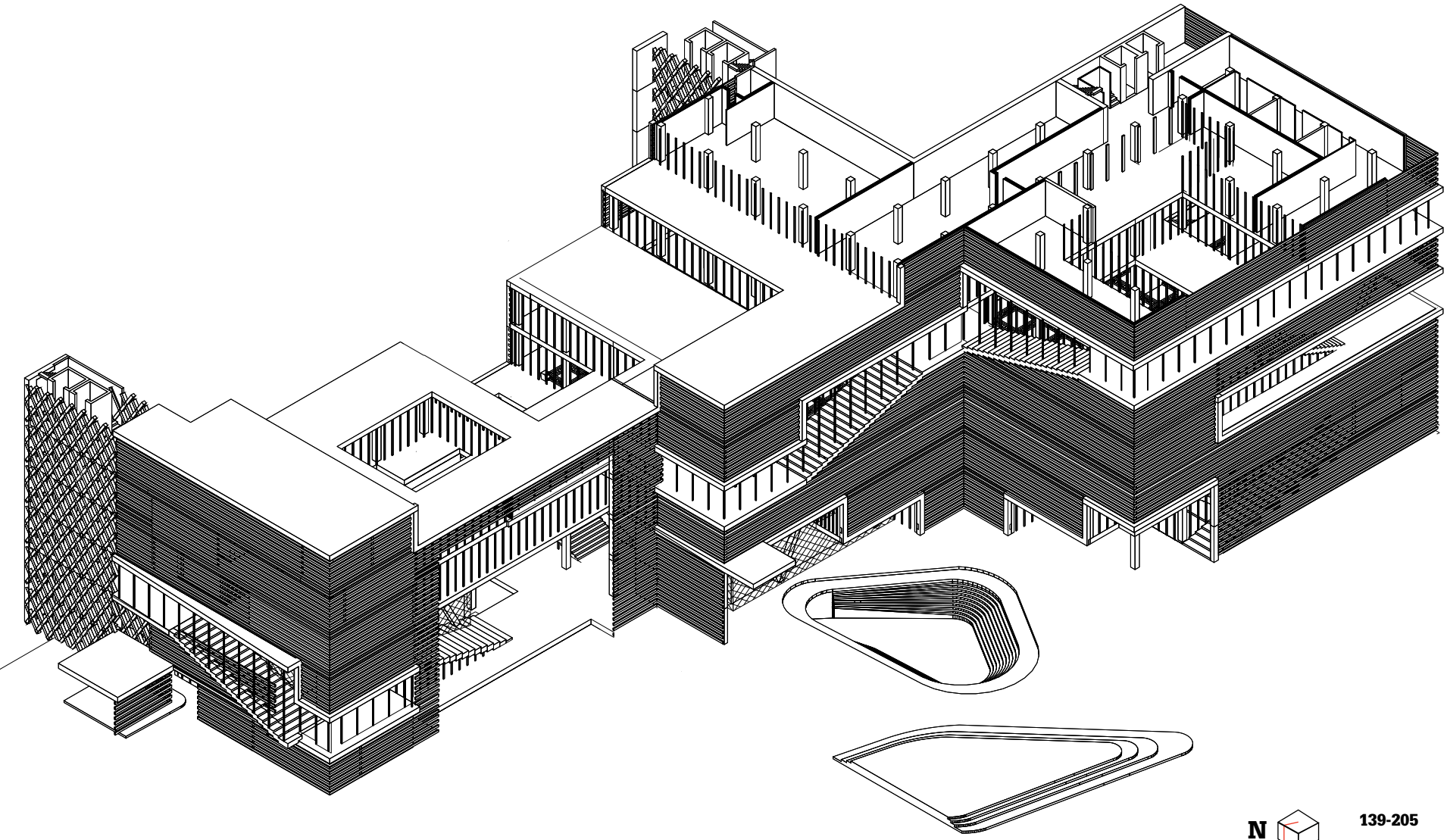


Design

6th Level



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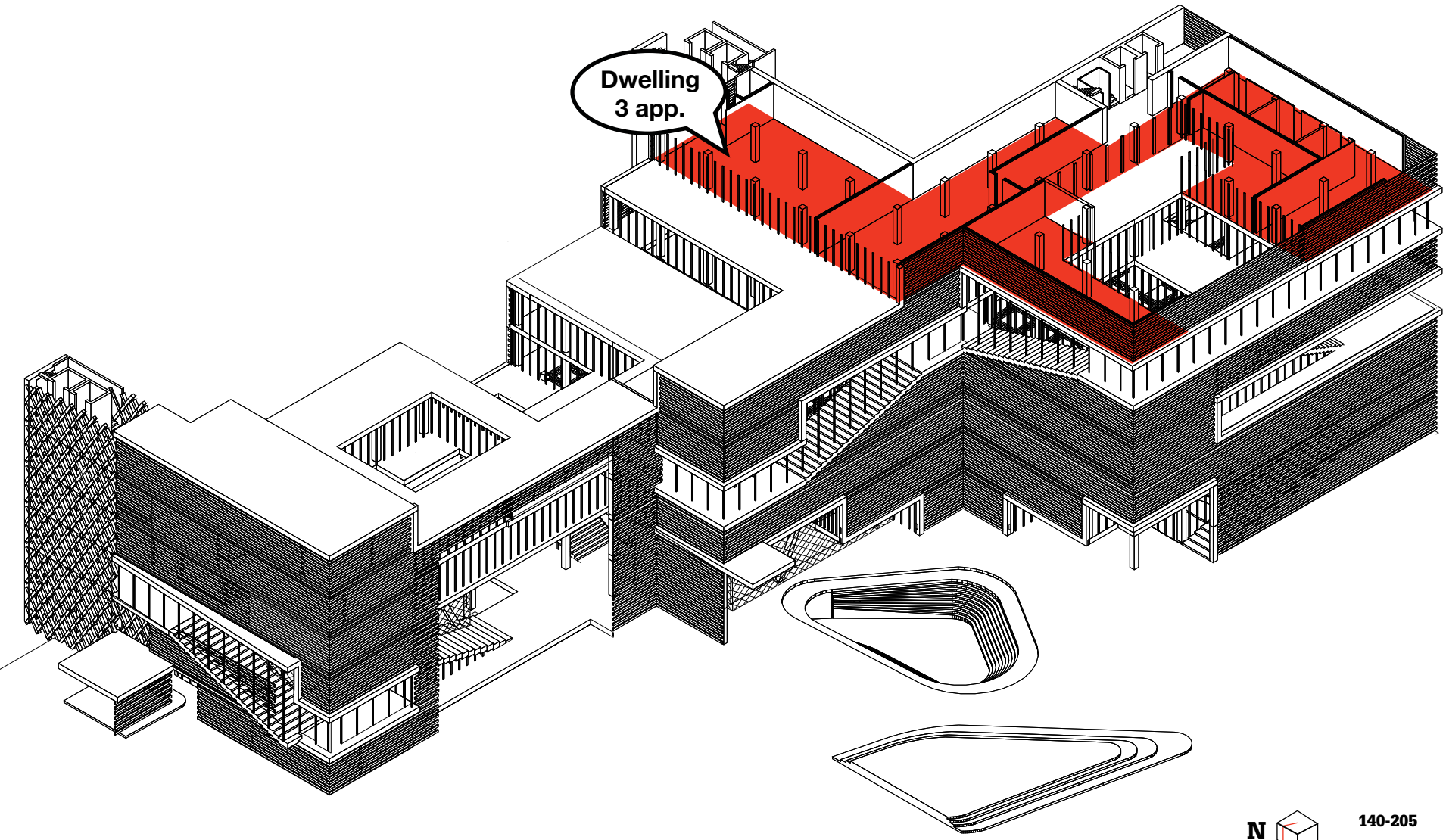
139-205

Design

6th Level



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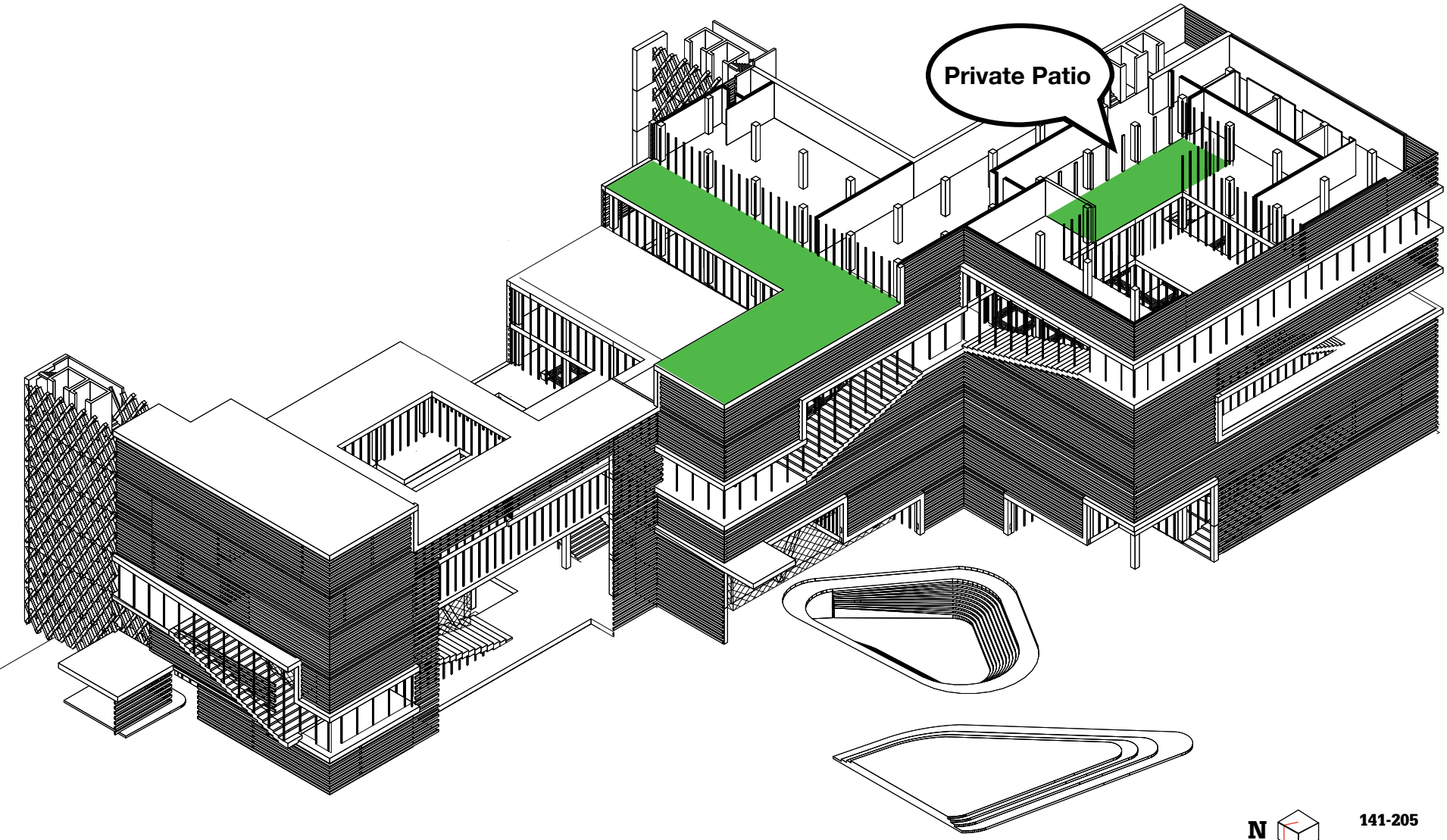

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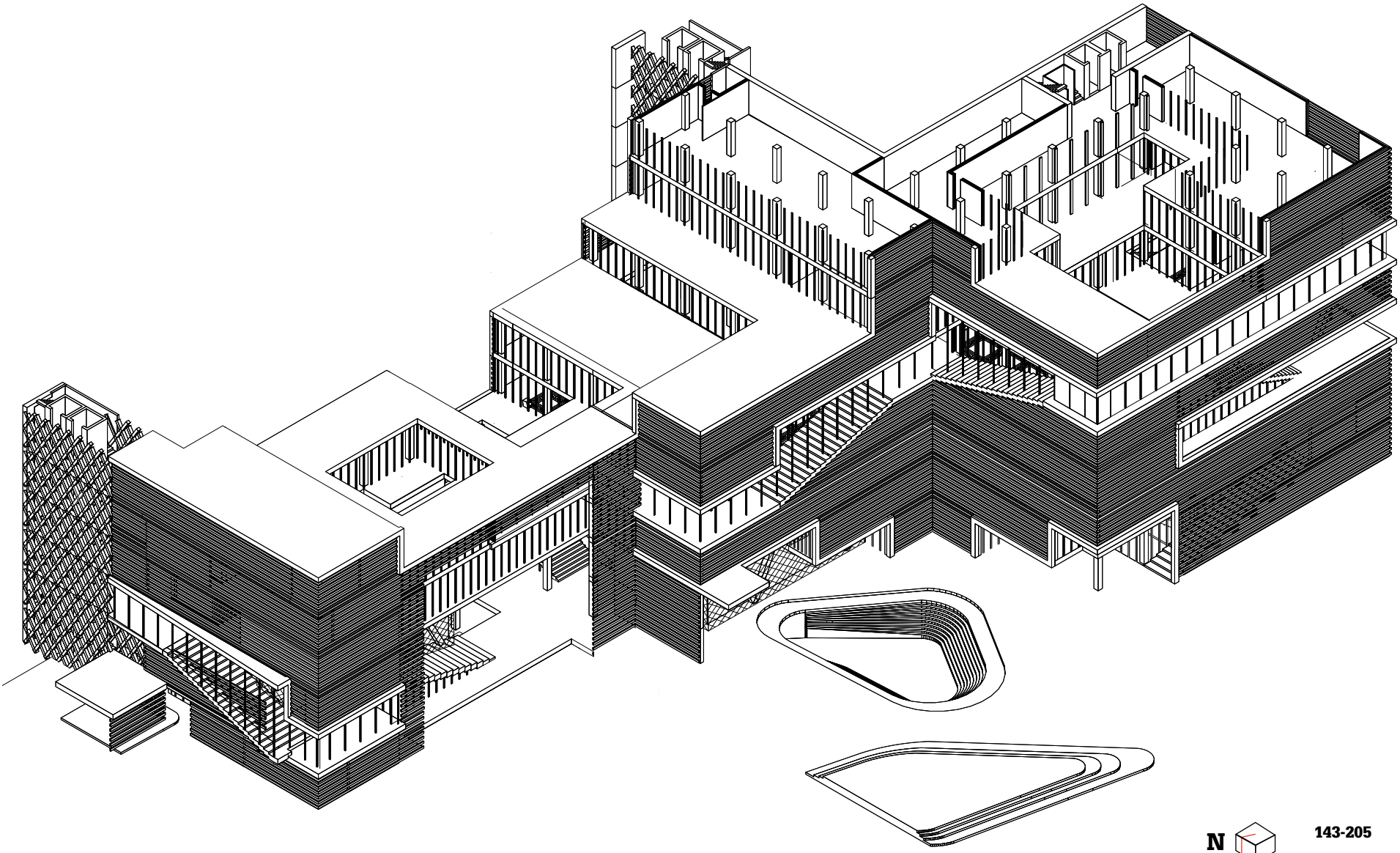
7th Level



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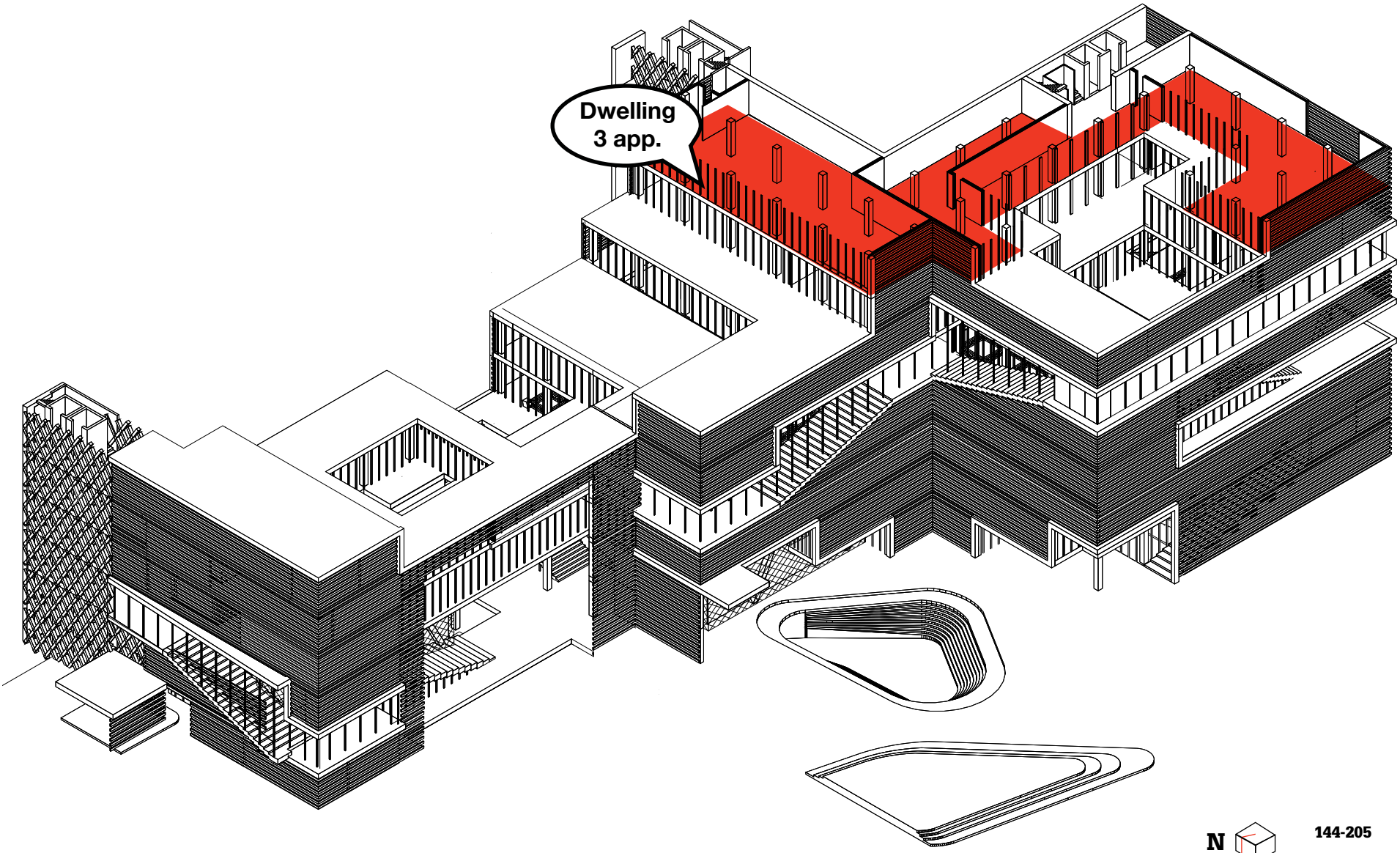

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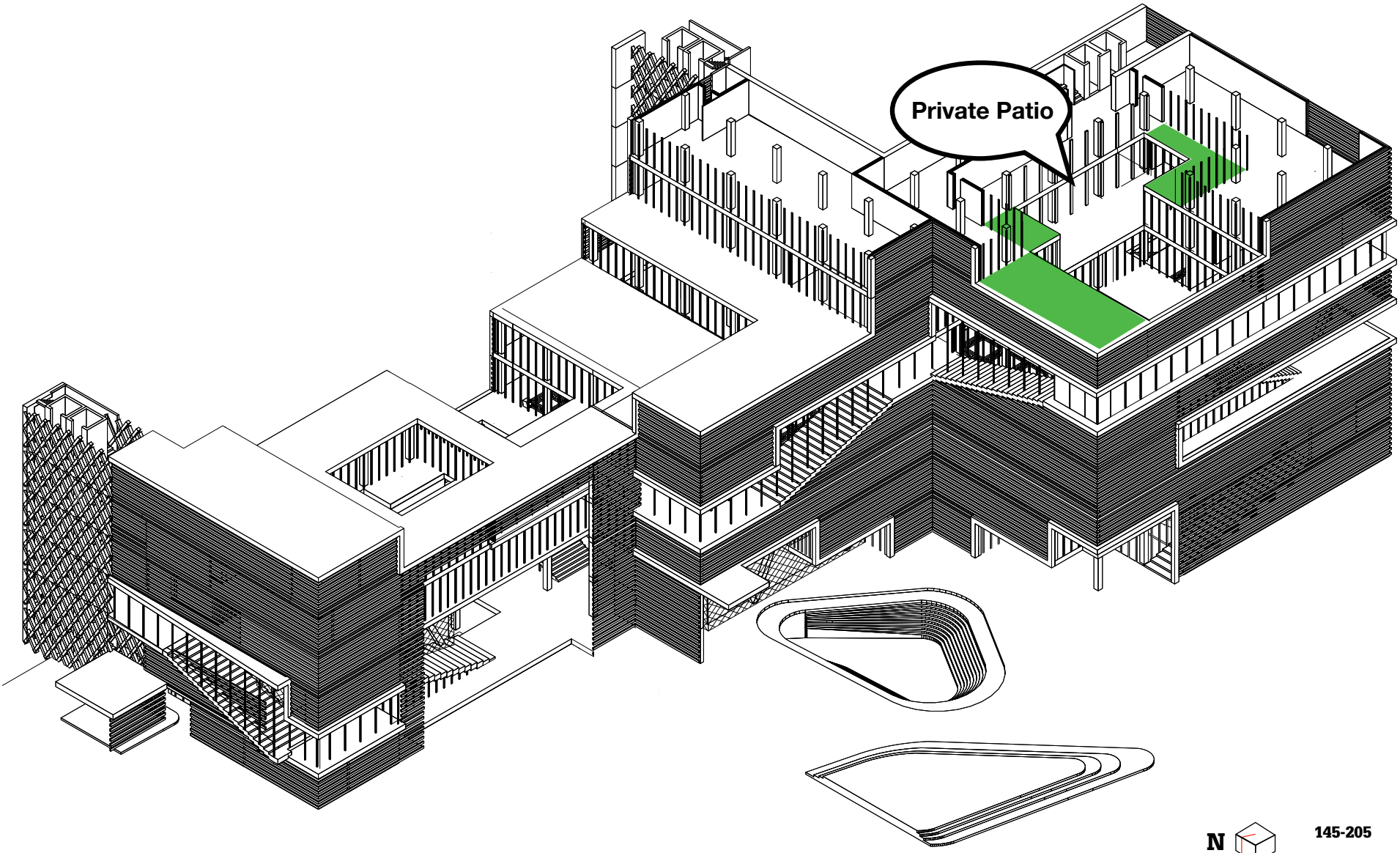

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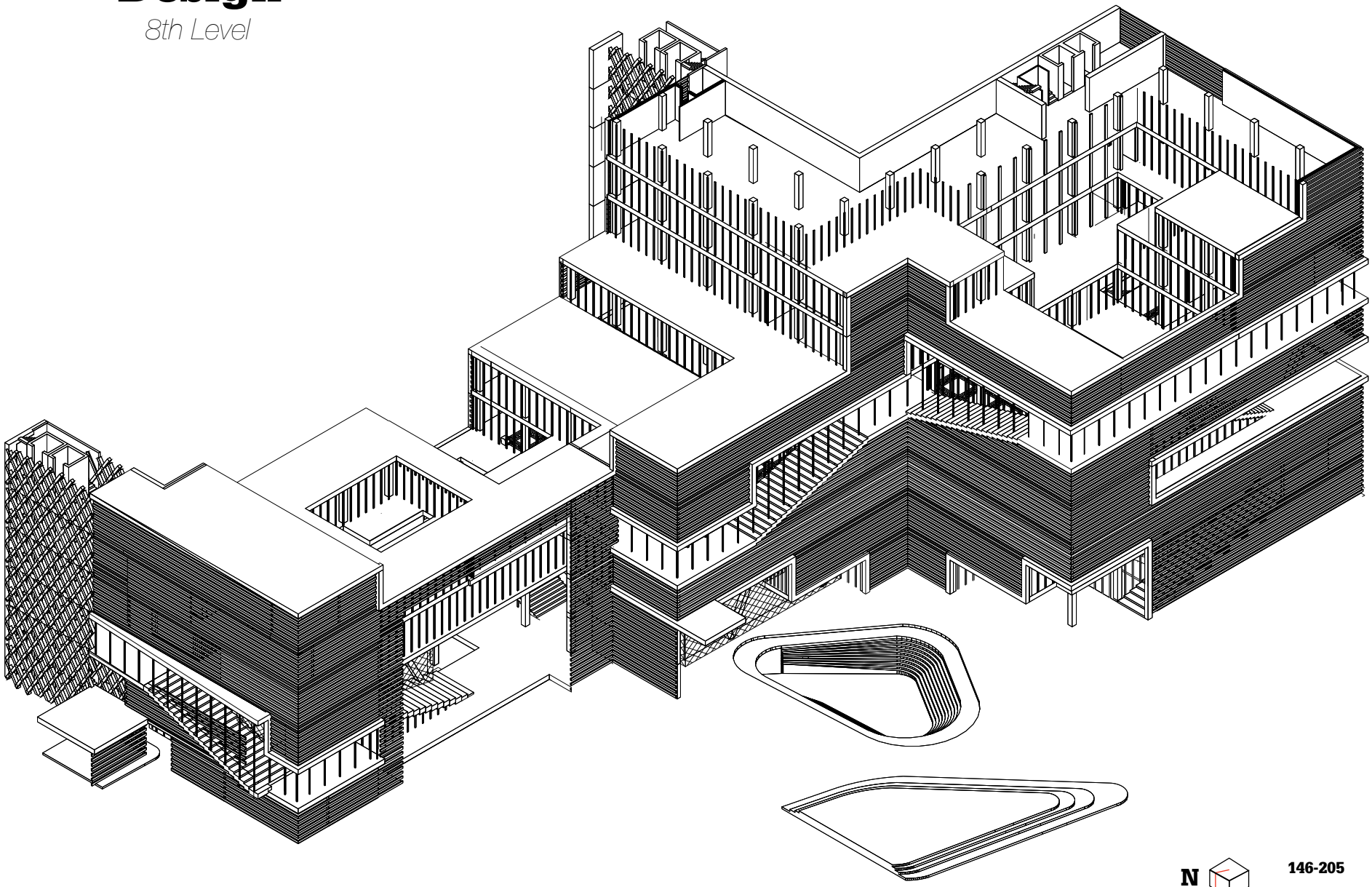
8th Level



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Design

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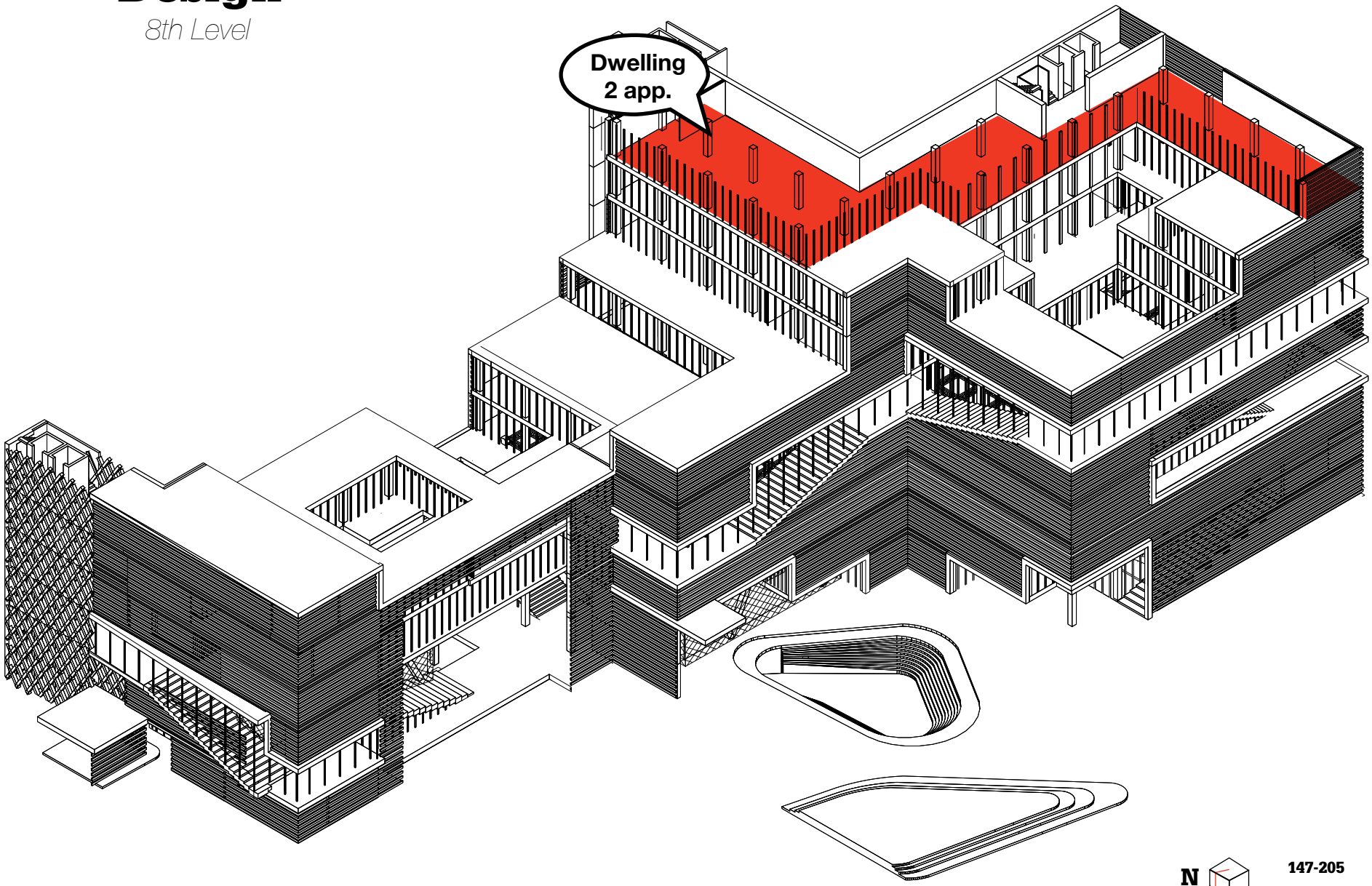

Design

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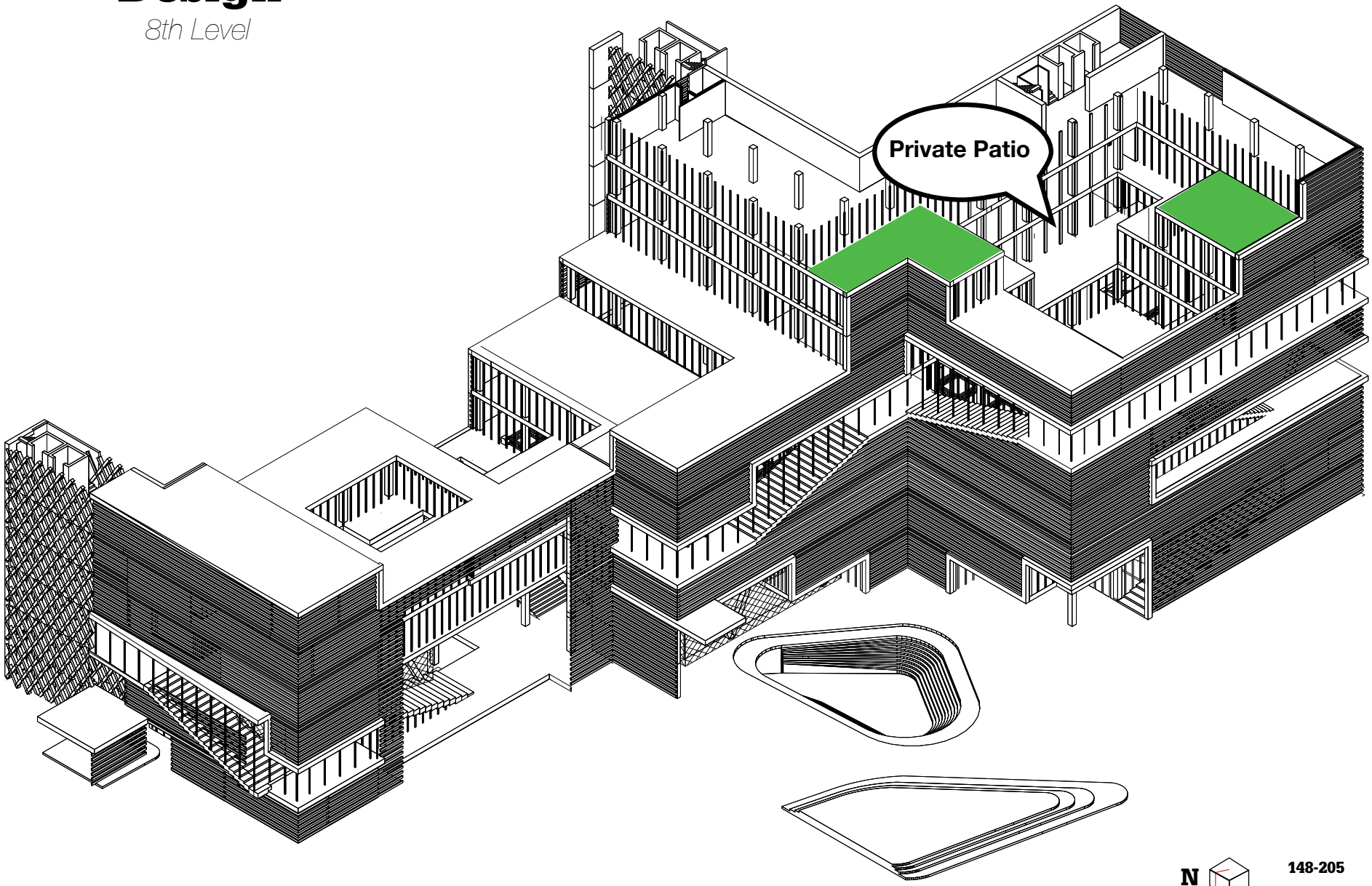
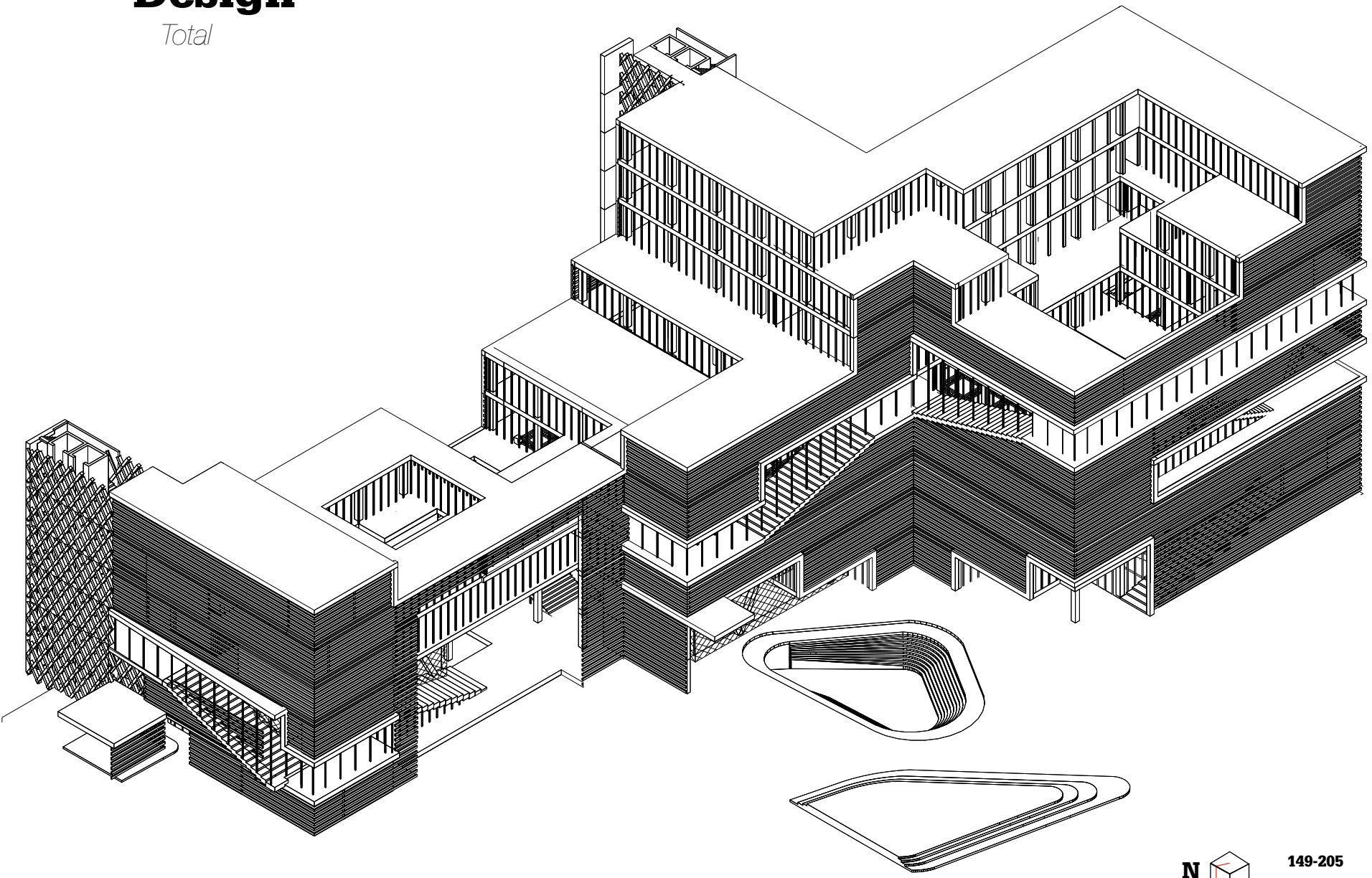


148-205

Design

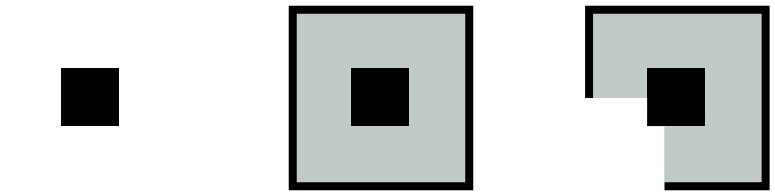
Total



Materialisation

Materialisation

Concepts



Centercore Skin Cut-outs

Materialisation

References

Chu Hai College Campus, China, OMA, Model Proposal 2009

Beaux Arts Museum expansion, Quebec, OMA, Winning competition 2010

Wyly Theatre, Dallas, REX/OMA, 2002

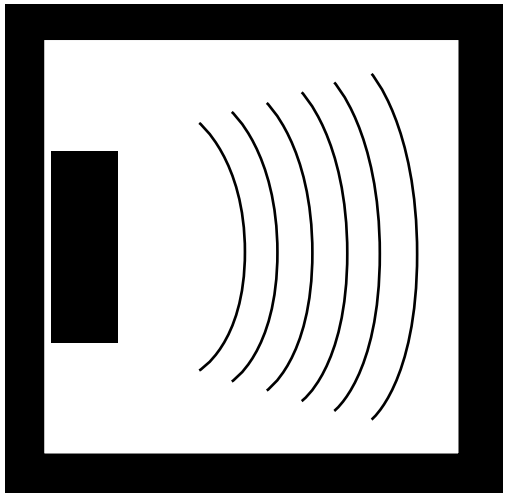
Funf Hofe, Munchen, Herzog&deMeuron, 2003

Materialisation

Referencers

Materialisation

Referencers



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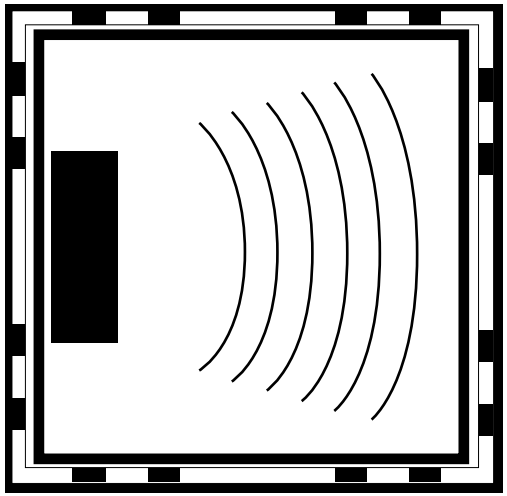

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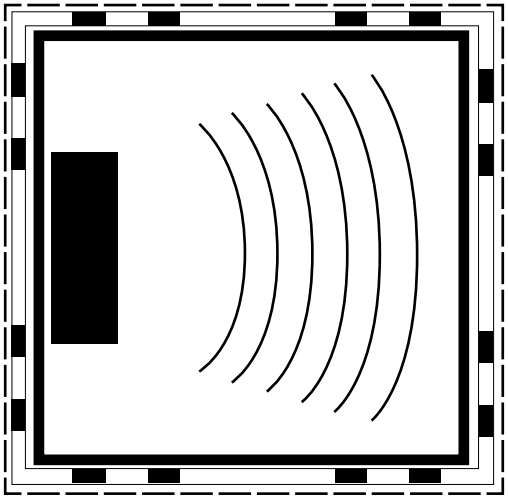
Referencers



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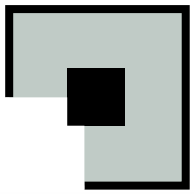
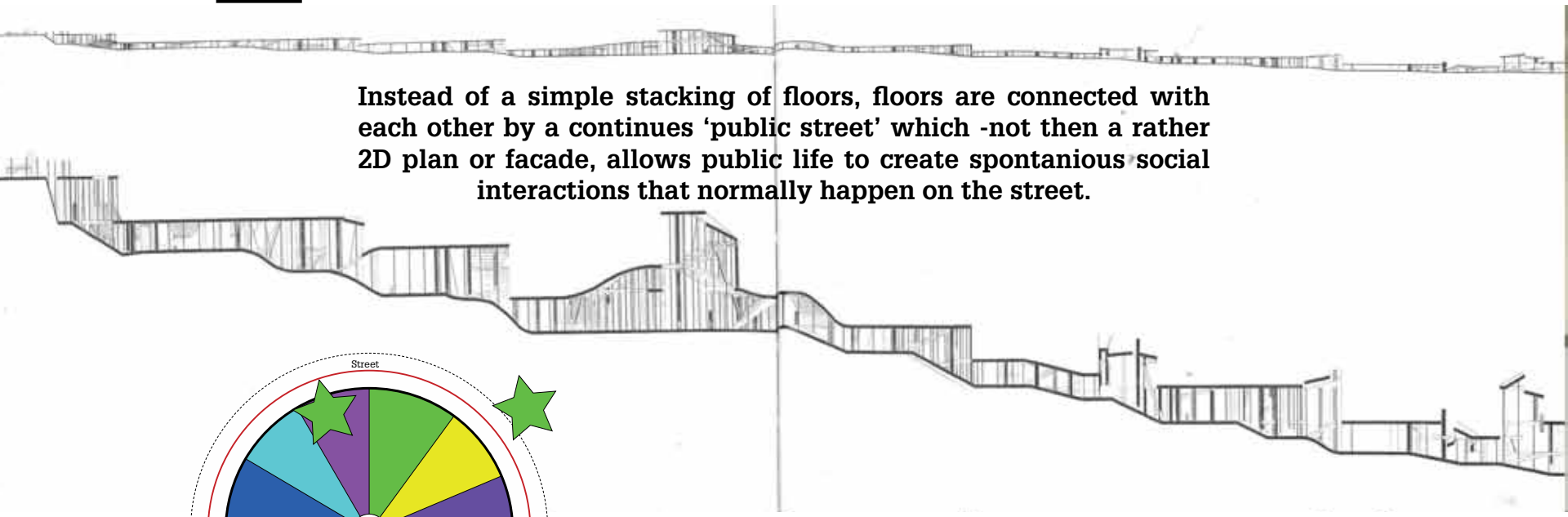
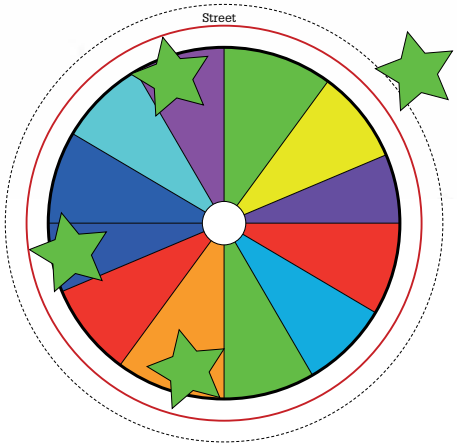




Instead of a simple stacking of floors, floors are connected with each other by a continues 'public street' which -not then a rather 2D plan or facade, allows public life to create spontanious social interactions that normally happen on the street.



Materialisation

Referencers

Metal Foundation, Baragano, Spain, 2011

Dutch Embassy, OMA, Berlin, 2001

Chelsea Market, Meatpacking District, New York

Passage Verdeau, Paris, 1847

Materialisation

Referencers

Millstein hall, University of Cornell, OMA, Built 2011

Chu Hai College Campus, China, Model Proposal 2009

Wyly Theatre, Dallas, REX/OMA, 2002

CLC & MSFL Towers, REX, China, Proposal 2011

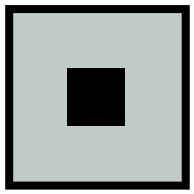
Materialisation

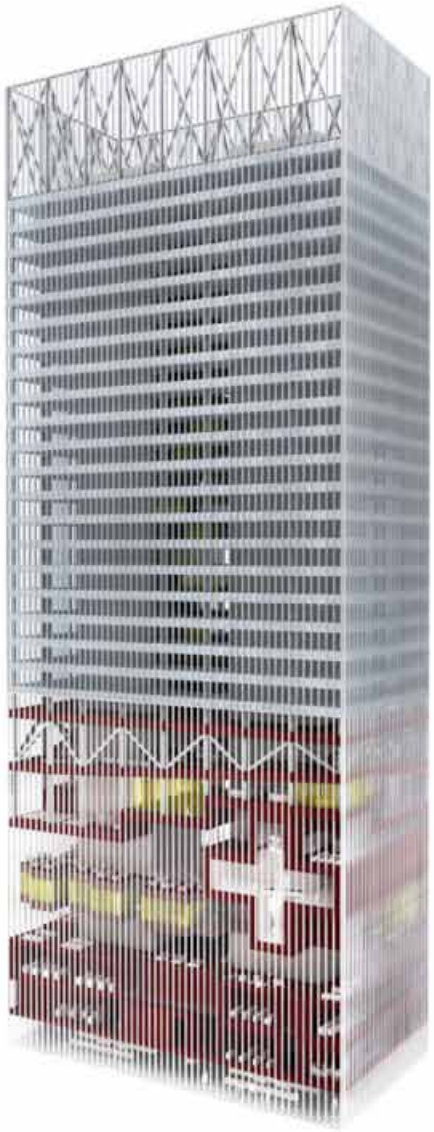
Referencers

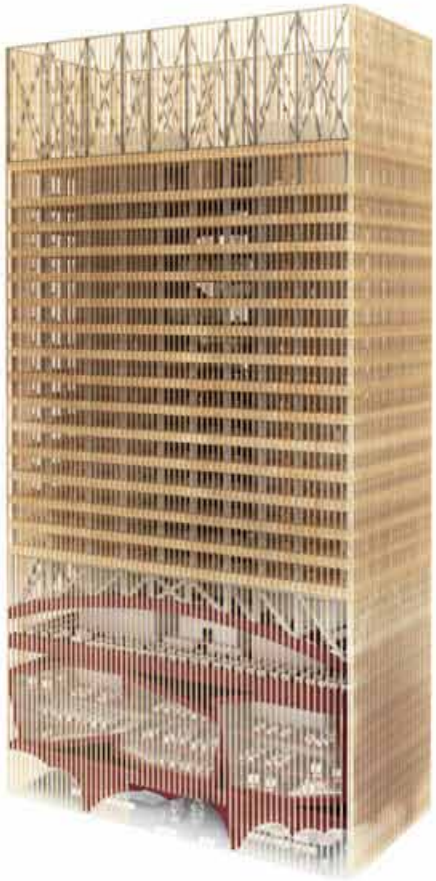
CLC & MSFL Towers, REX, China, Proposal 2011

Materialisation

Referencers



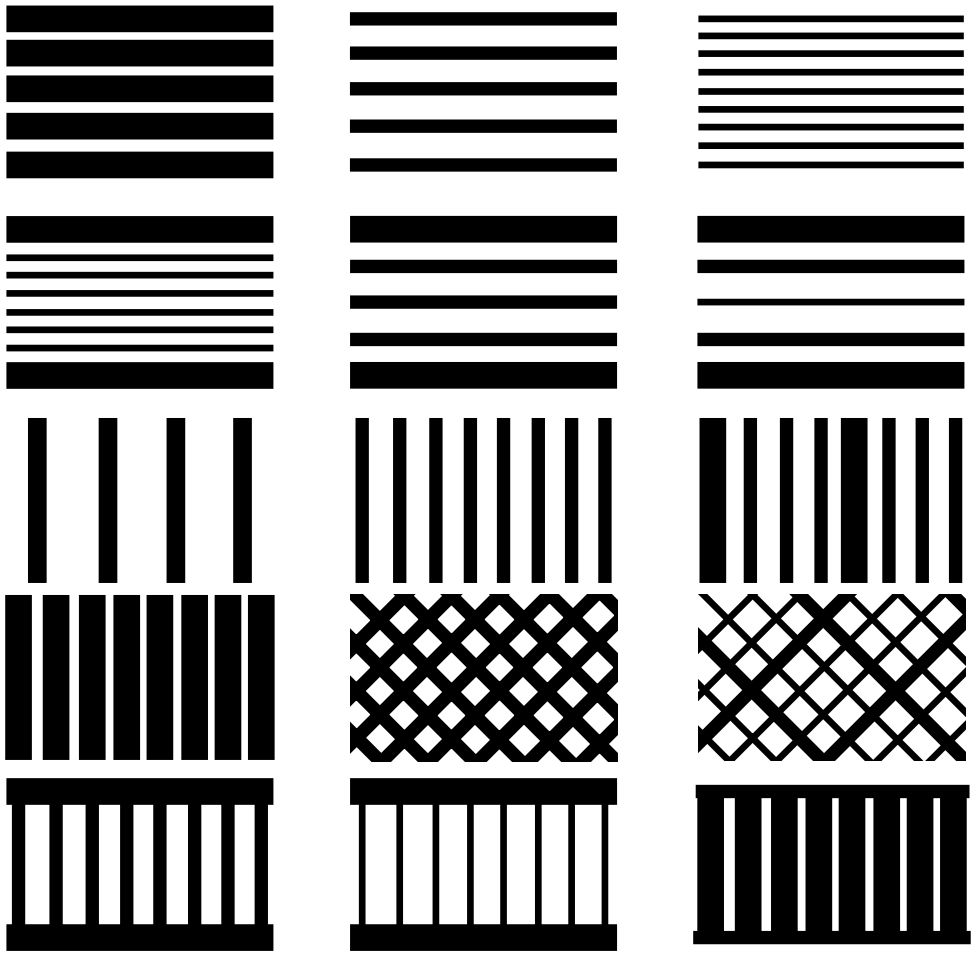




CLC & MSFL Towers, REX, China, Proposal 2011

Materialisation

Study



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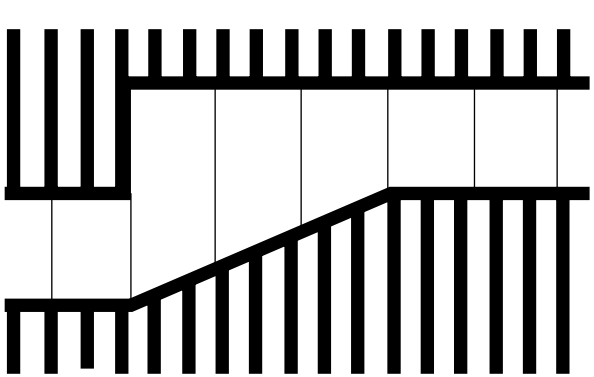
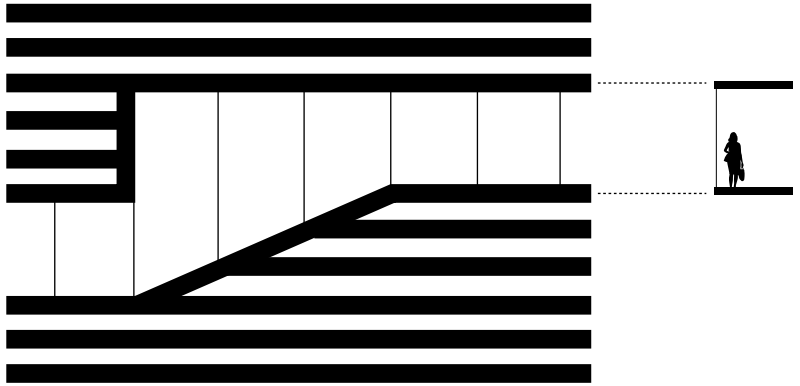
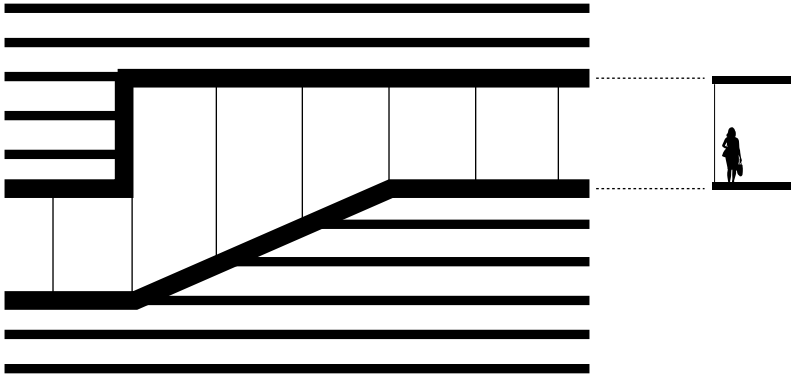
Study







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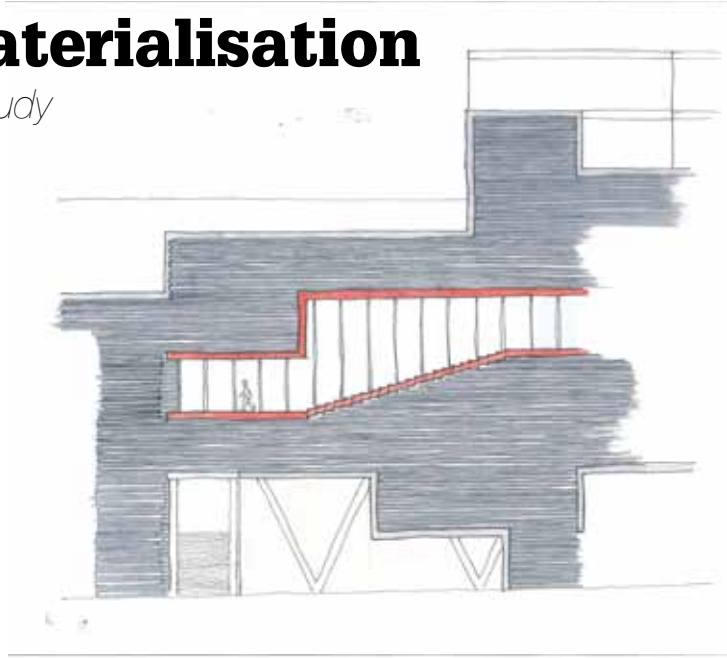

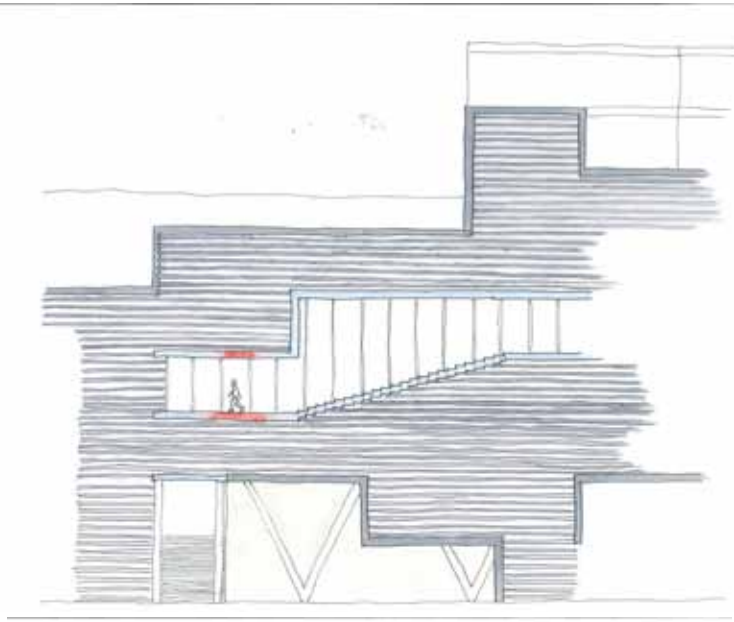

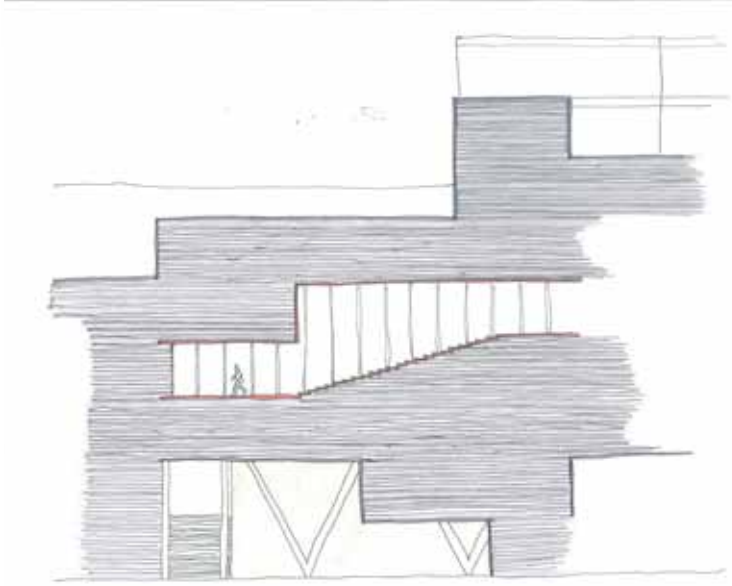

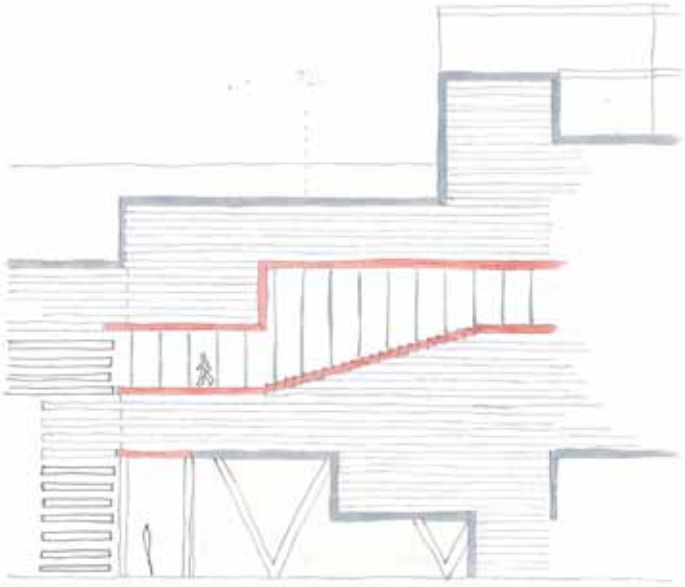

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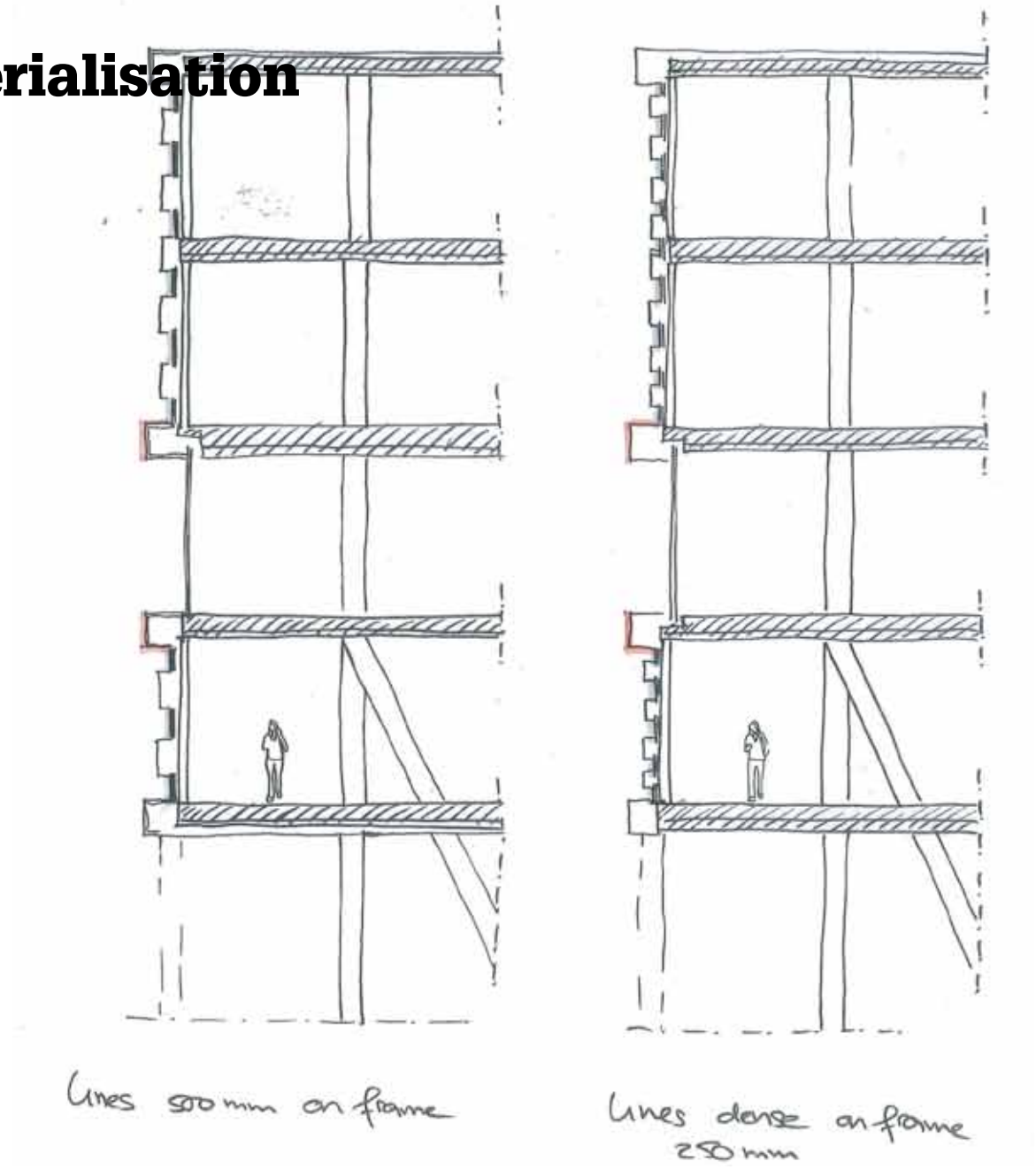

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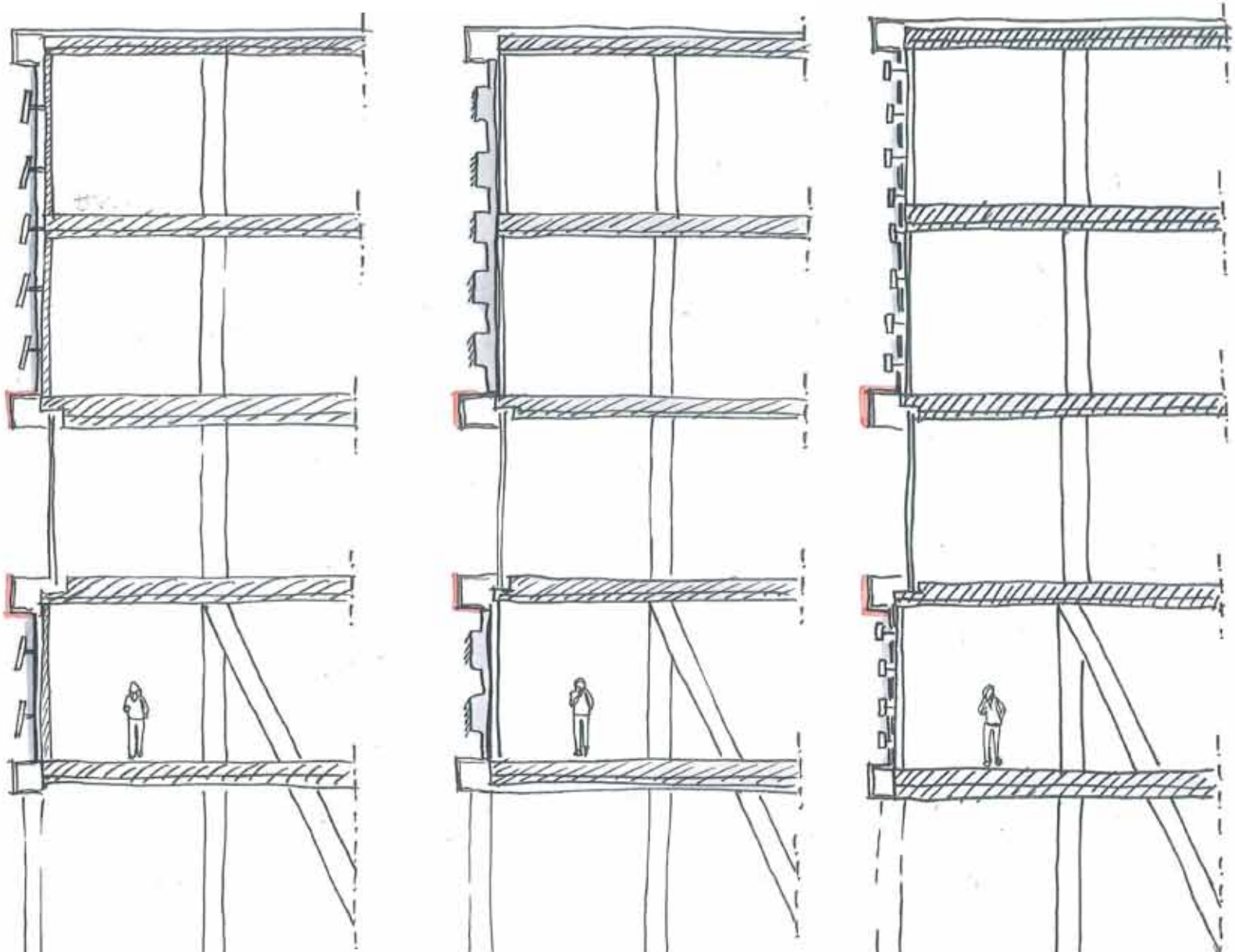
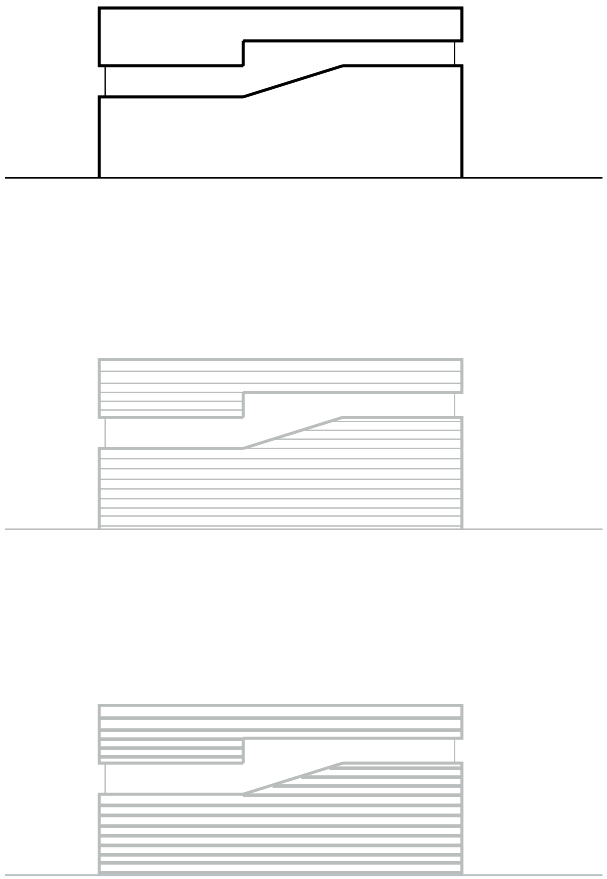


Materialisation

Lijnbaan Stage



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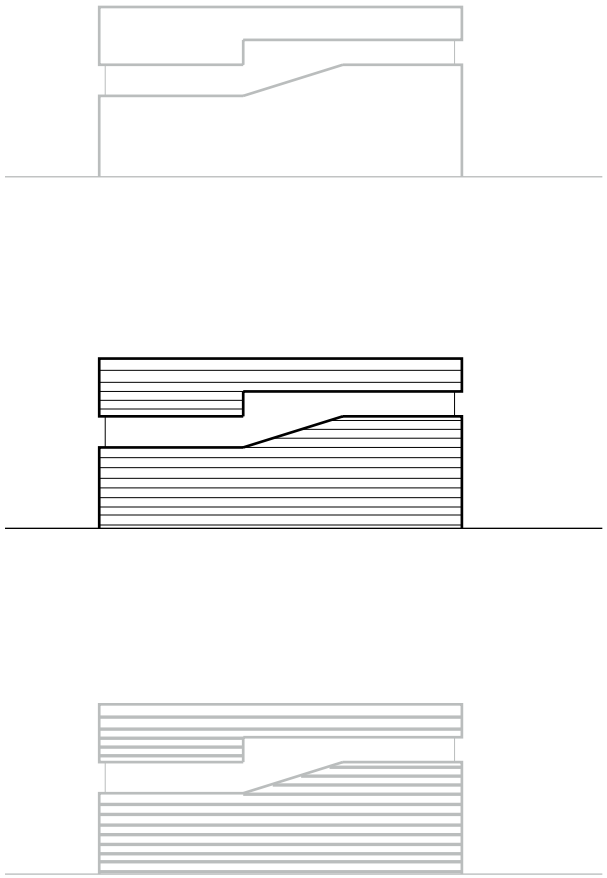
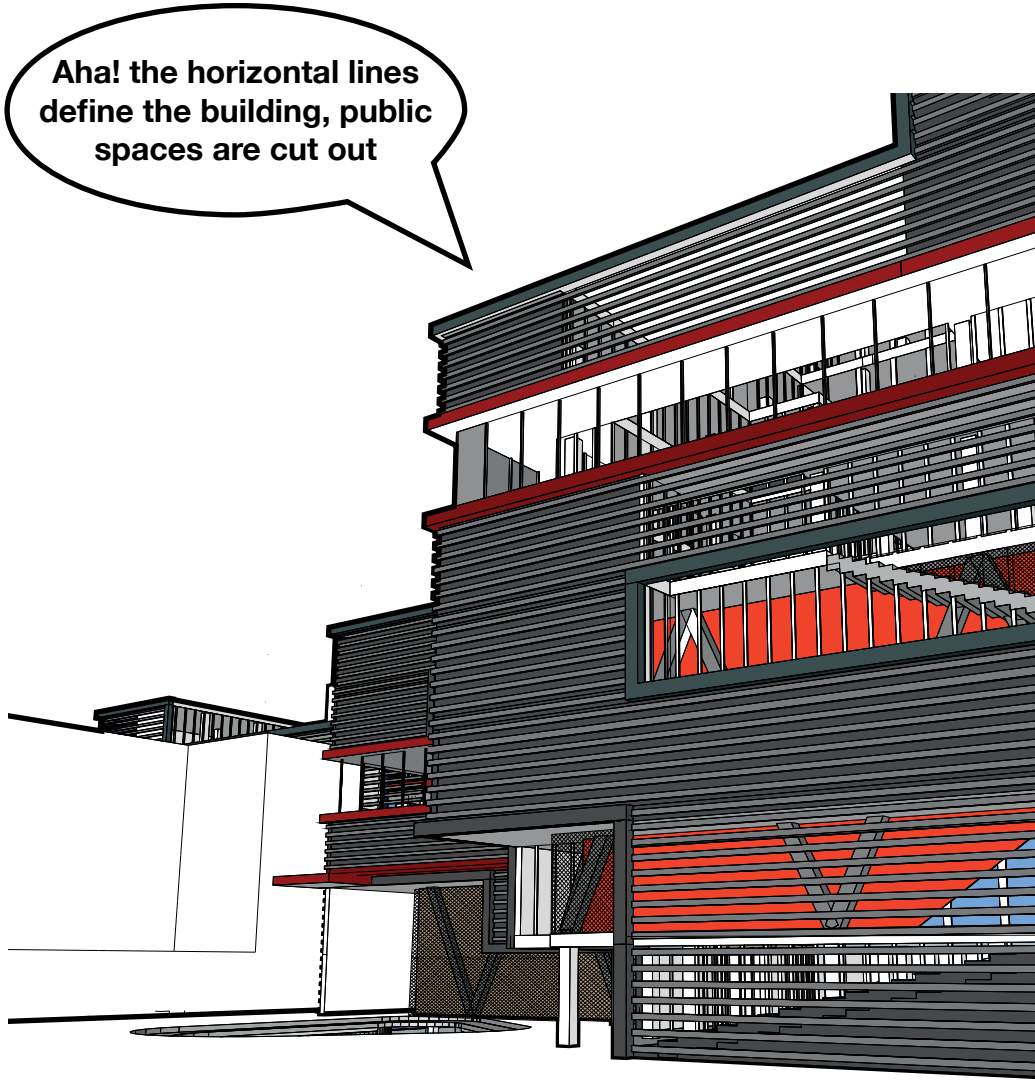
Materialisation

Square stage





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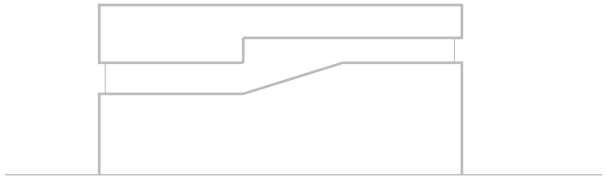
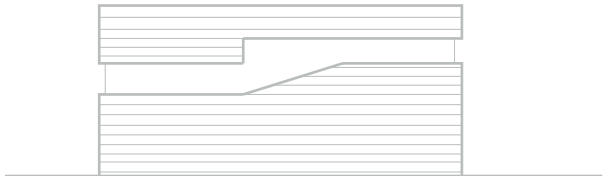
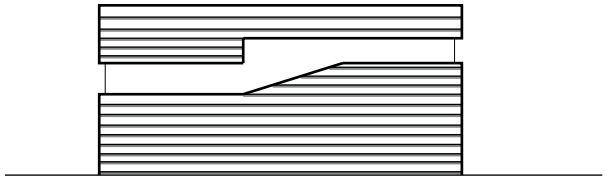
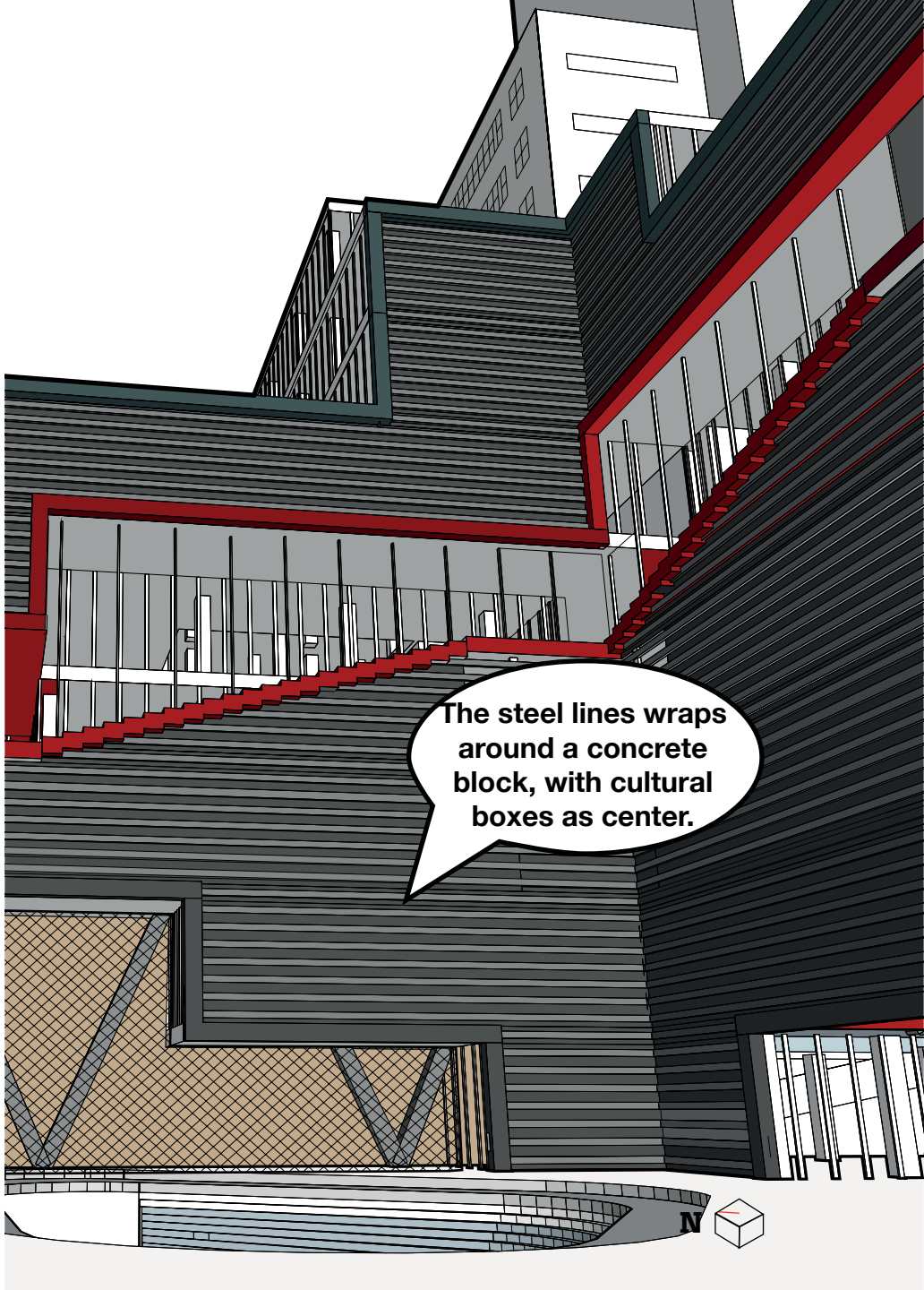
Materialisation

Entry stage









Sustainability

Sustainebility

Conceptstatement

Sustainability is not a question of how much we are able to sacrifice in order to afford to become sustainable?

Let peope want to be sustainable, so that they can be part of the ‘green’ environment

Sustainebiltiy should bring pleasure and fun.
Rather than a moral sacrifice or political challange.

Sustainebility

Functional requirements

MAIN
Dance (performance 200p)
Theatre (600 p)
Film (auditorium 350 p)

SECOND
Sports (fitness, Squash, Massage)
Danceschool (Ballet, streetdance)
Offices with Conferencerooms
Restaurant

THIRD
Social facilities, discoussionrooms, teaching
Small bars (Coffee/functional bar)
Dwelling

Predominance

Theatre, Dance and Film
- Mechanical Ventilation
- Heating trough **ventilation**
- Humidity

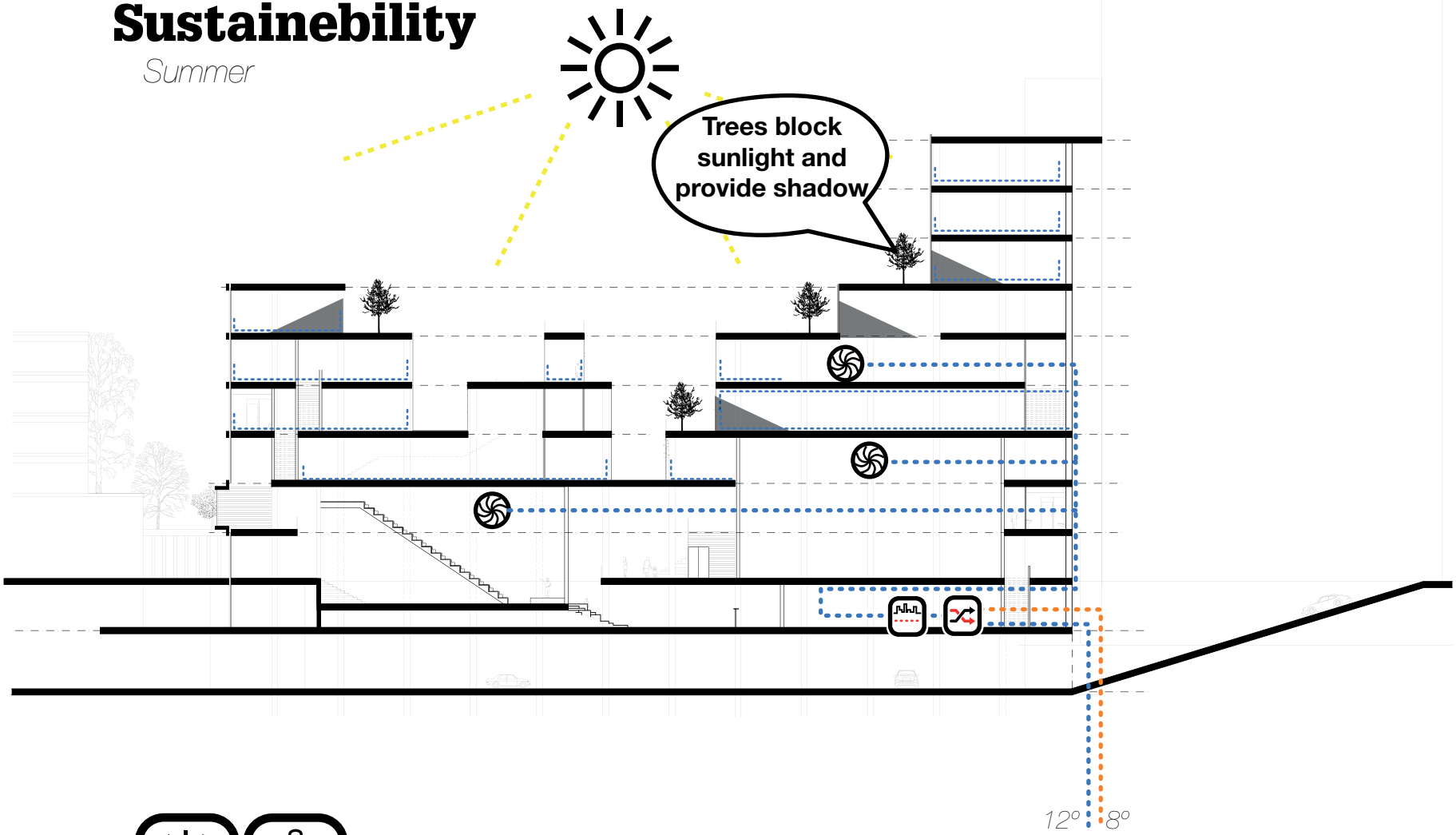
Restaurant and bars
- Mechanical ventilation
- controlable ventilation
- Concrete core activation for heating and cooling

Dwelling, Offices, Social functions and school
- Mechanical ventilation
- controlable ventilation
- Central Heating

Sports
- Mechanical Ventilation
- Heating trough **ventilation**

Sustainebility

Summer



Summer Day

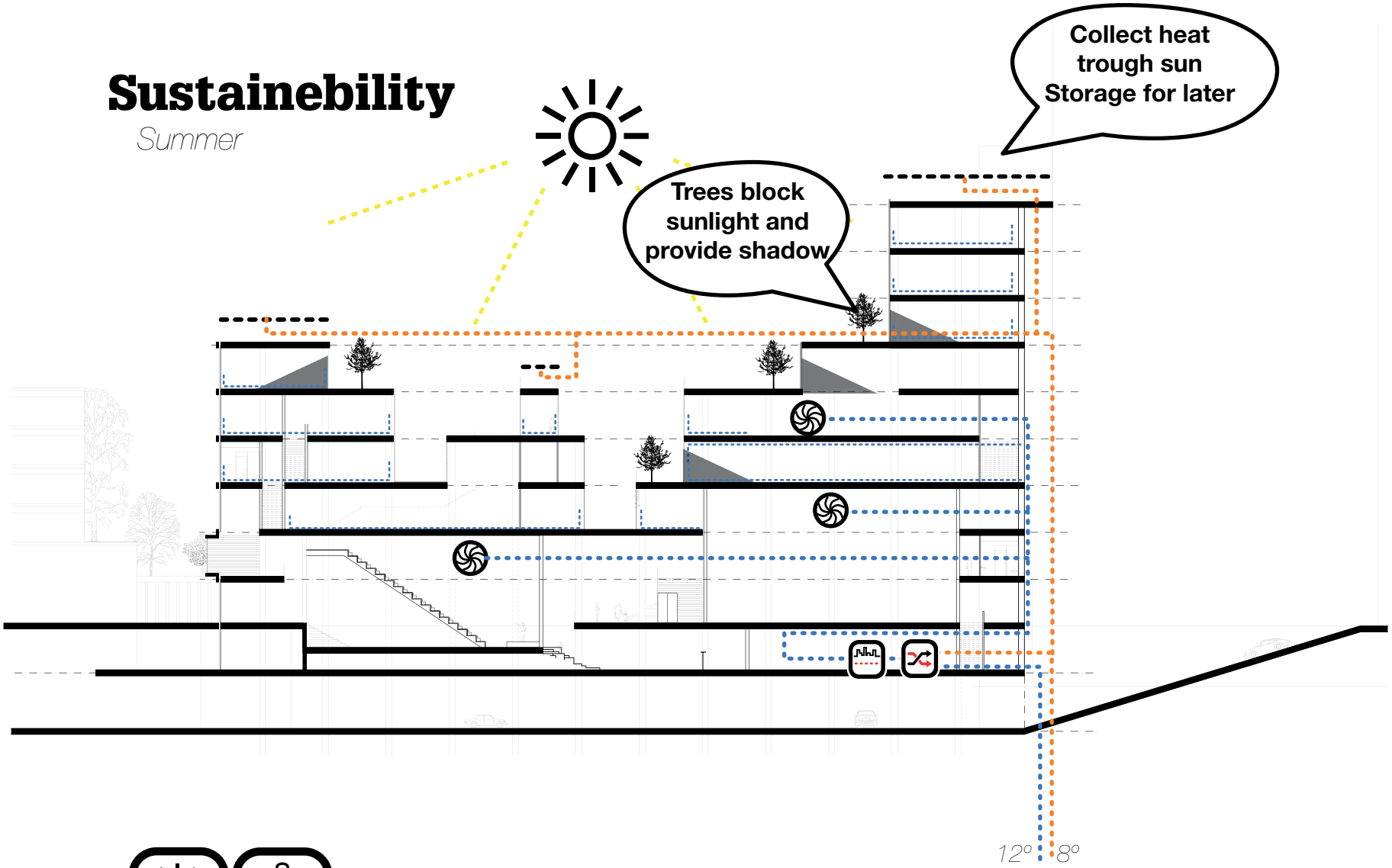
North

PWD

176-205

Sustainebility

Summer



Summer Day

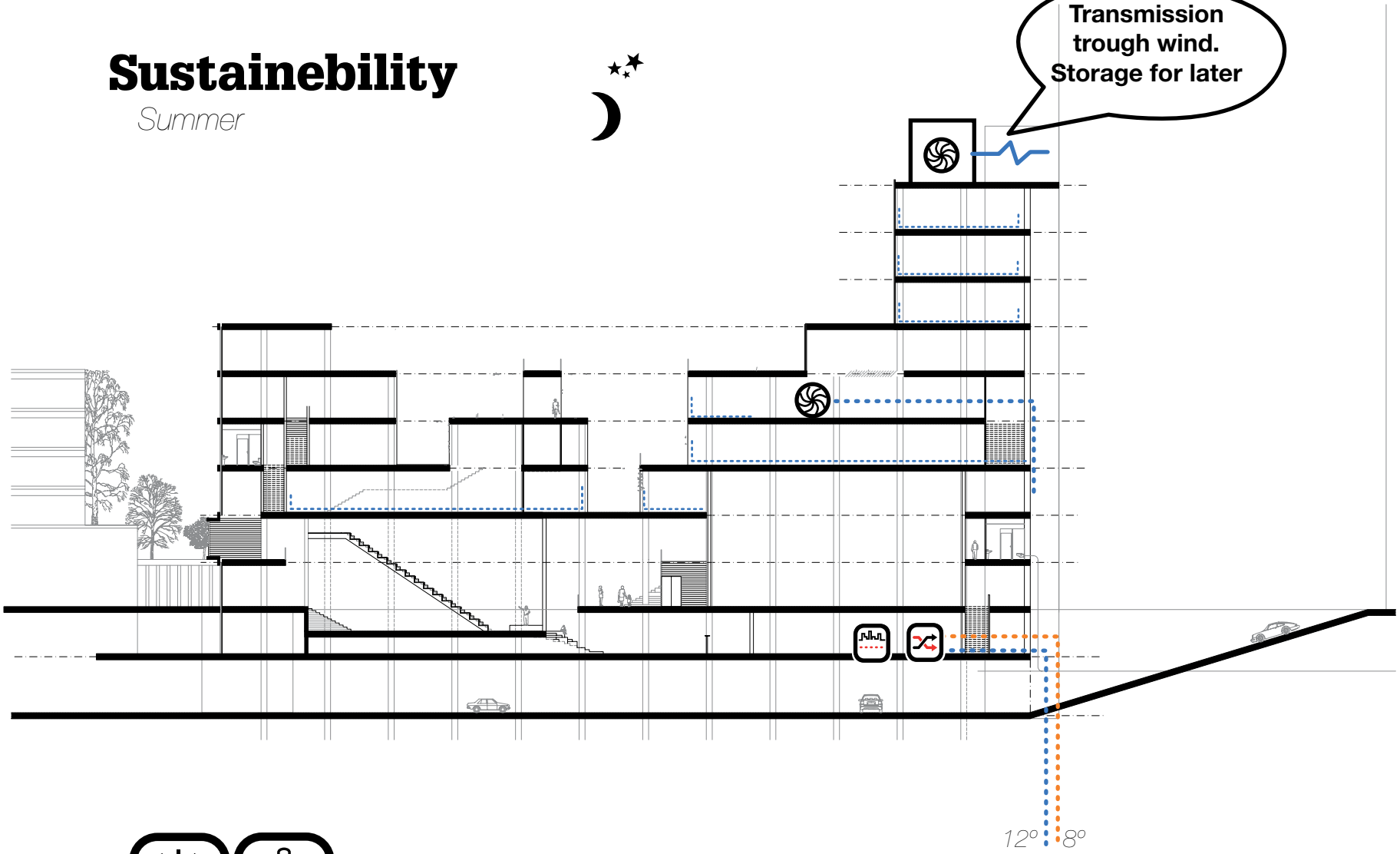
North

PWD

177-205

Sustainebility

Summer



Summer Night

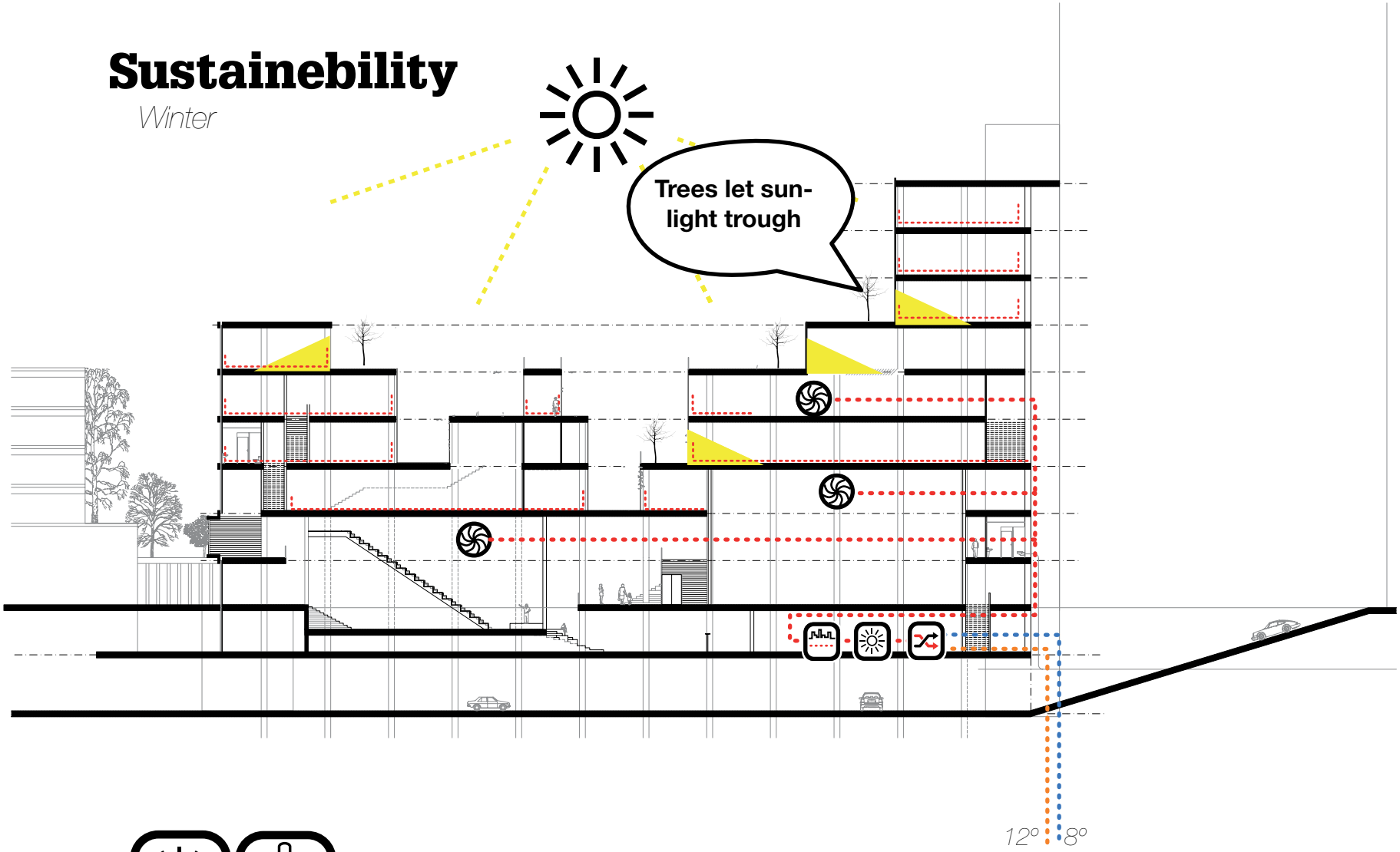
North

PWD

178-205

Sustainebility

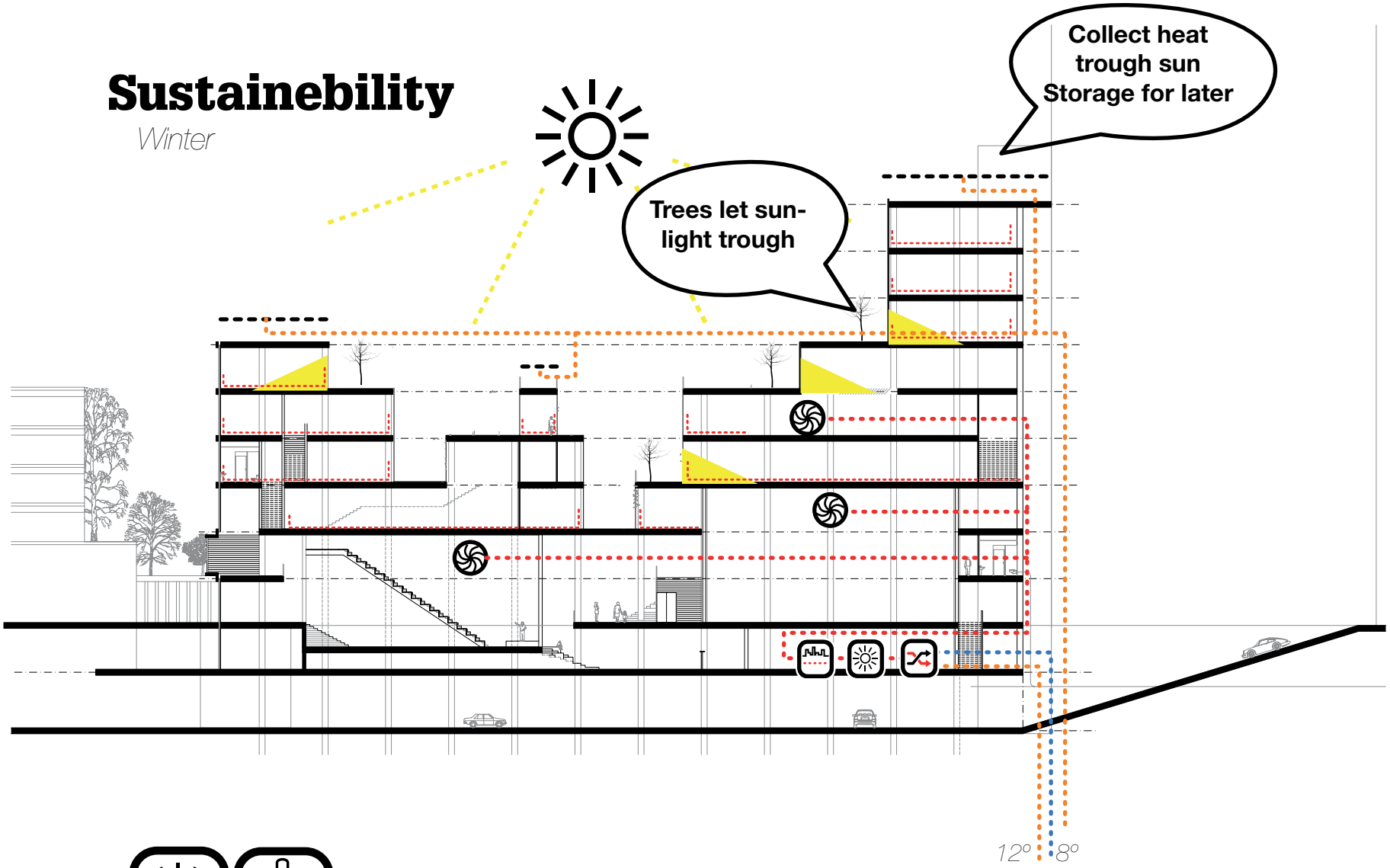
Winter



Winter Day

Sustainebility

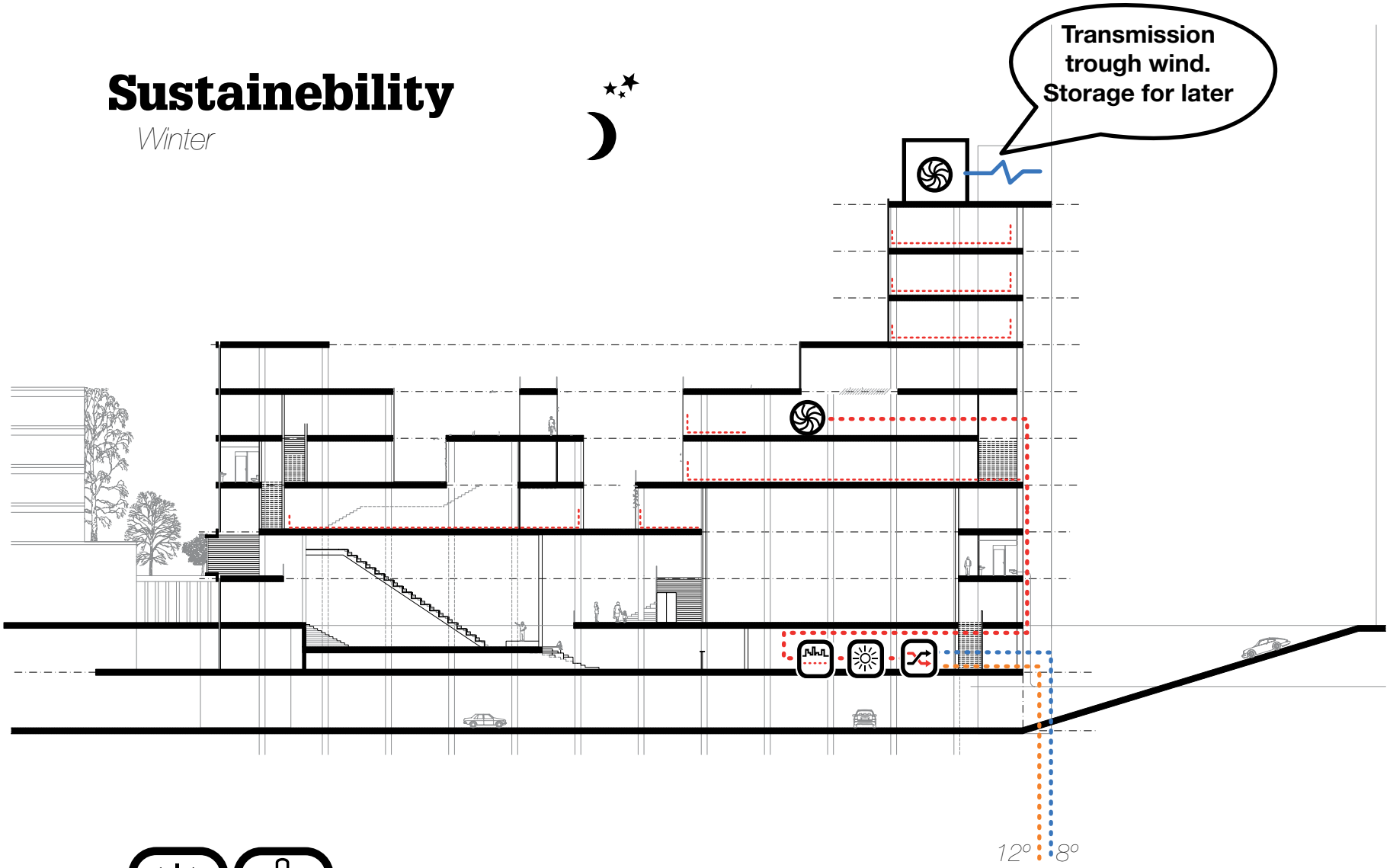
Winter



Winter Day

Sustainebility

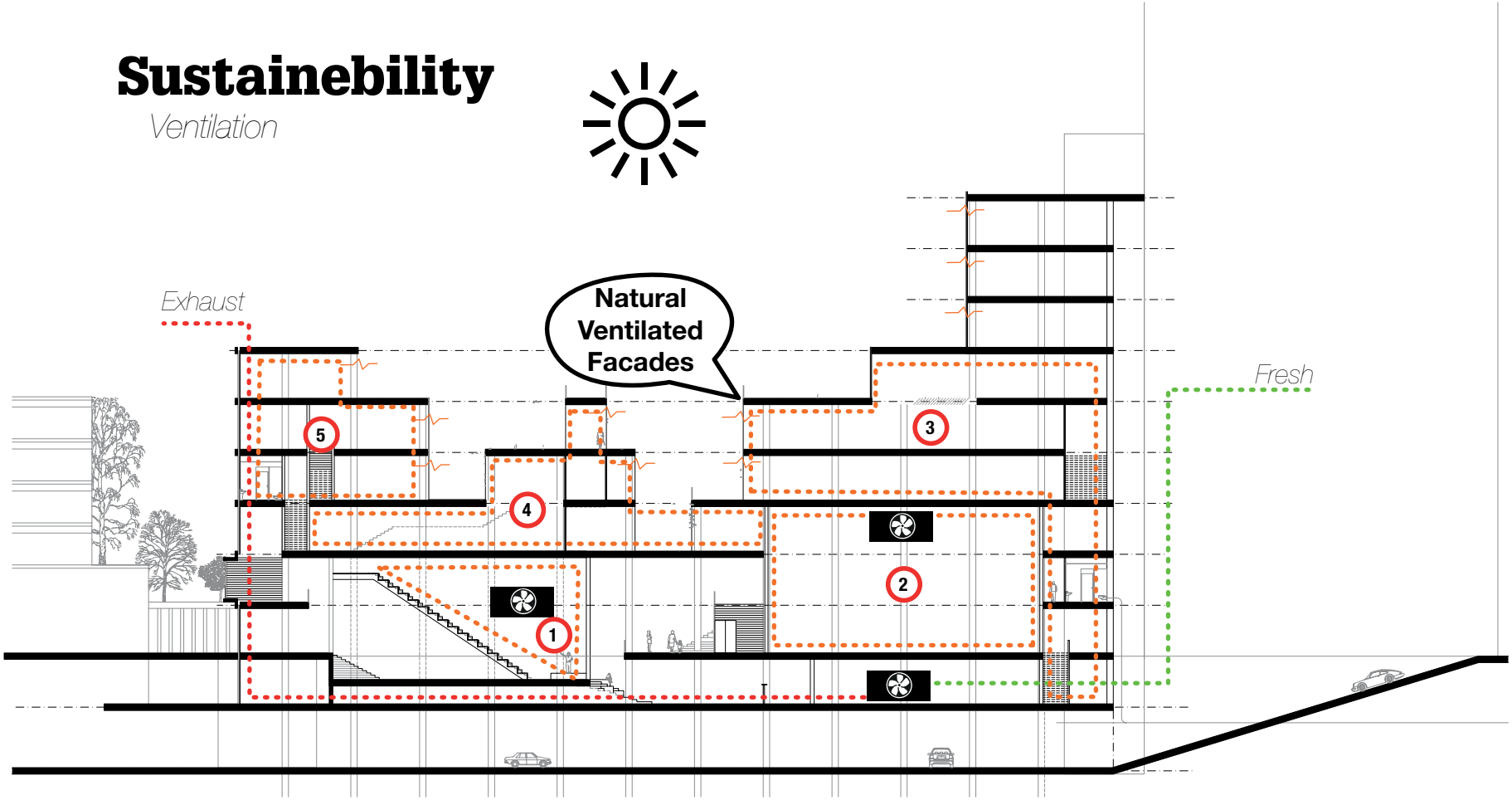
Winter



Winter Night

Sustainebility

Ventilation



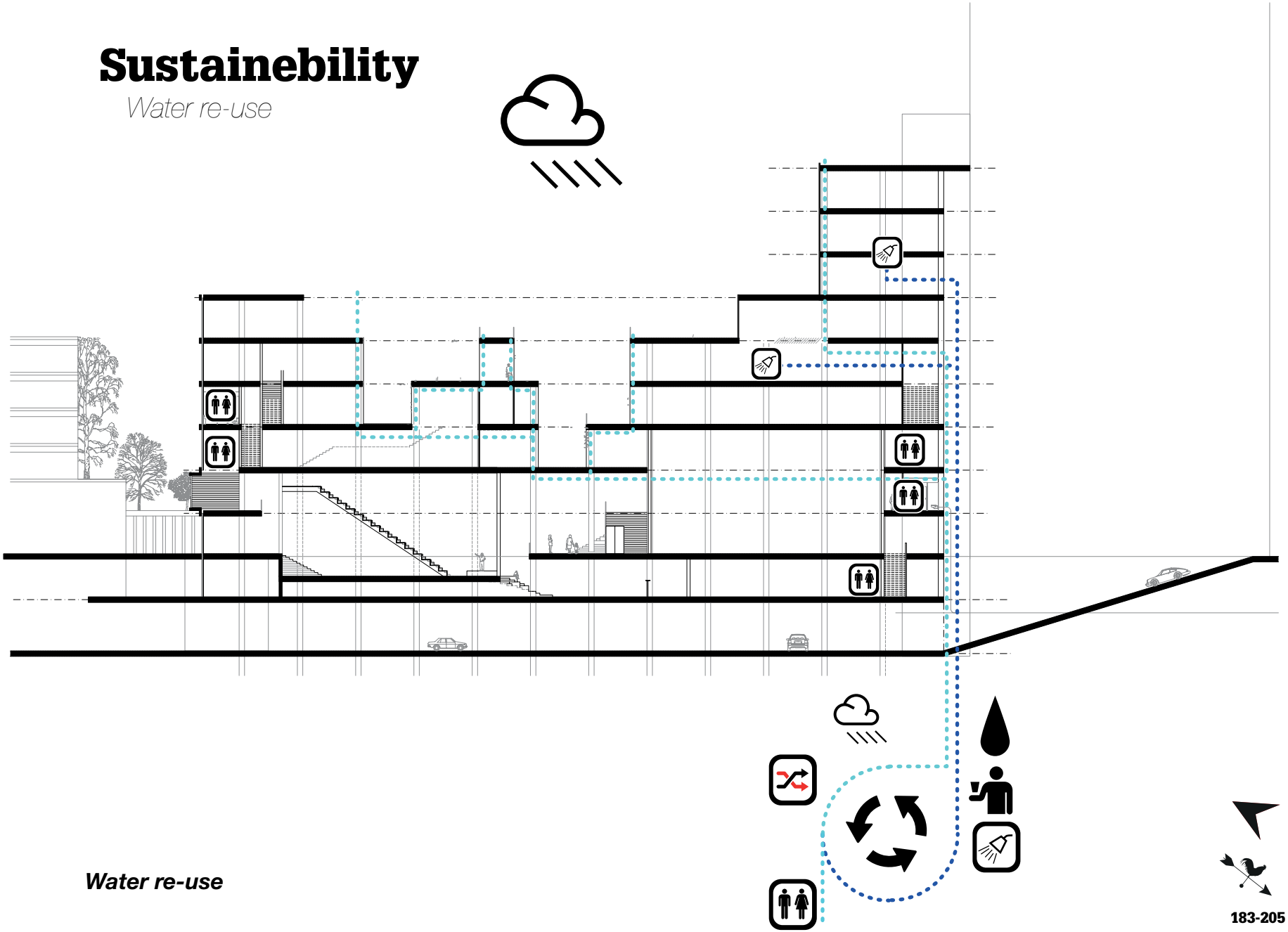
North

PWD

Ventilation

Sustainebility

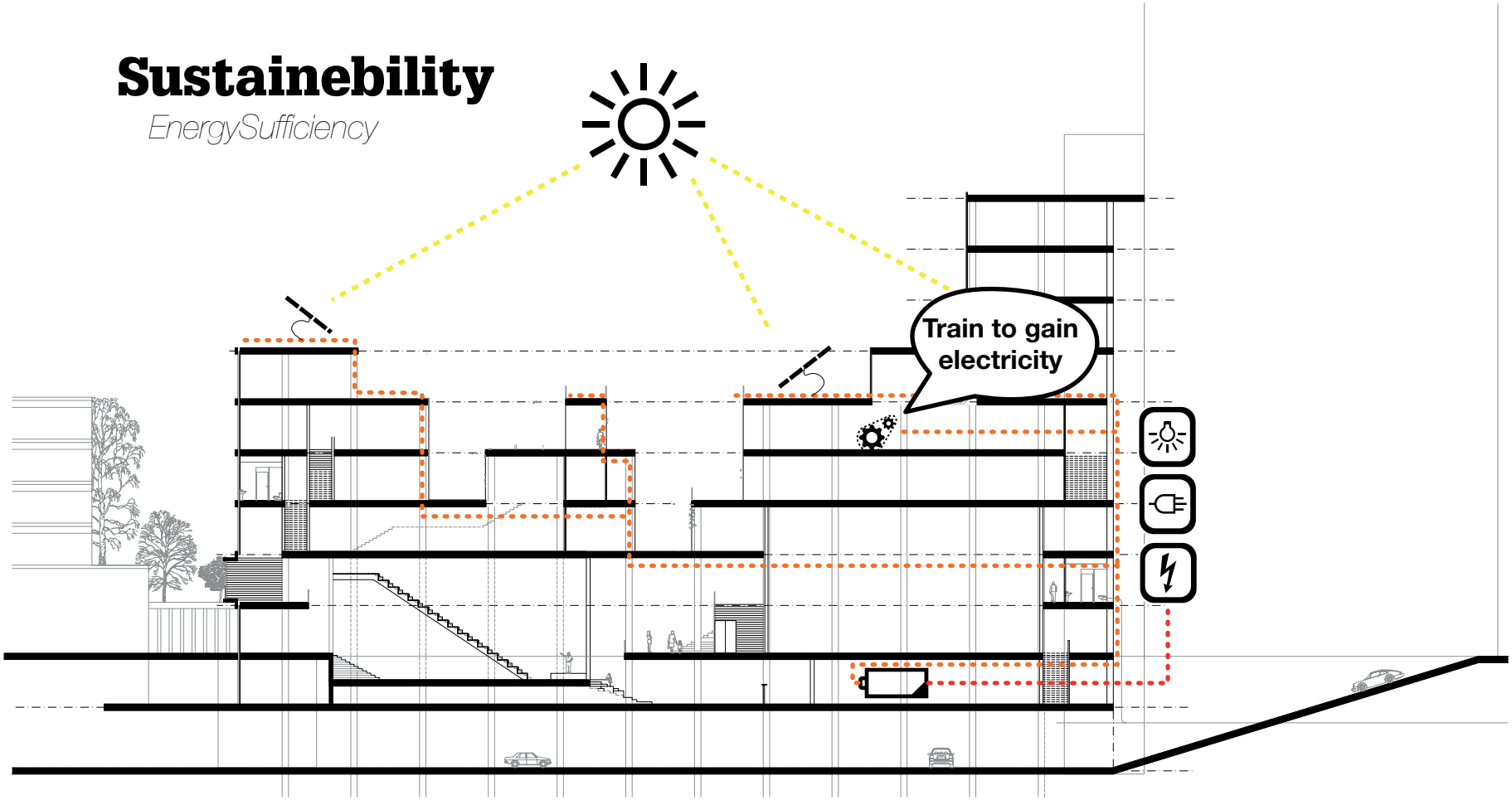
Water re-use



Water re-use

Sustainebility

EnergySufficiency



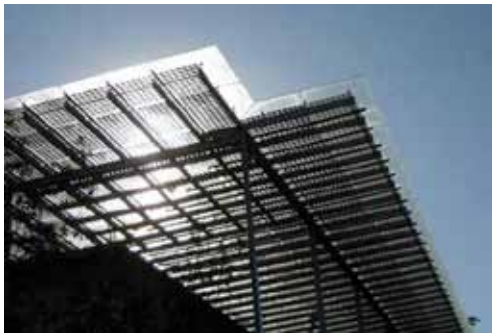
North

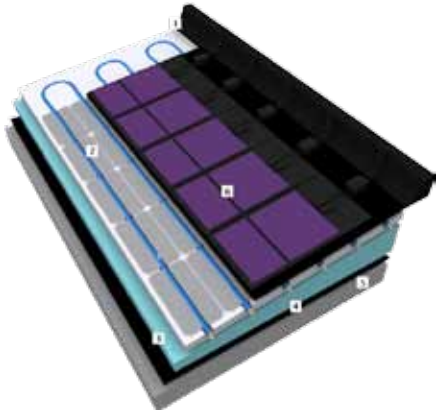
PWD

Energysufficiency

Sustainebility

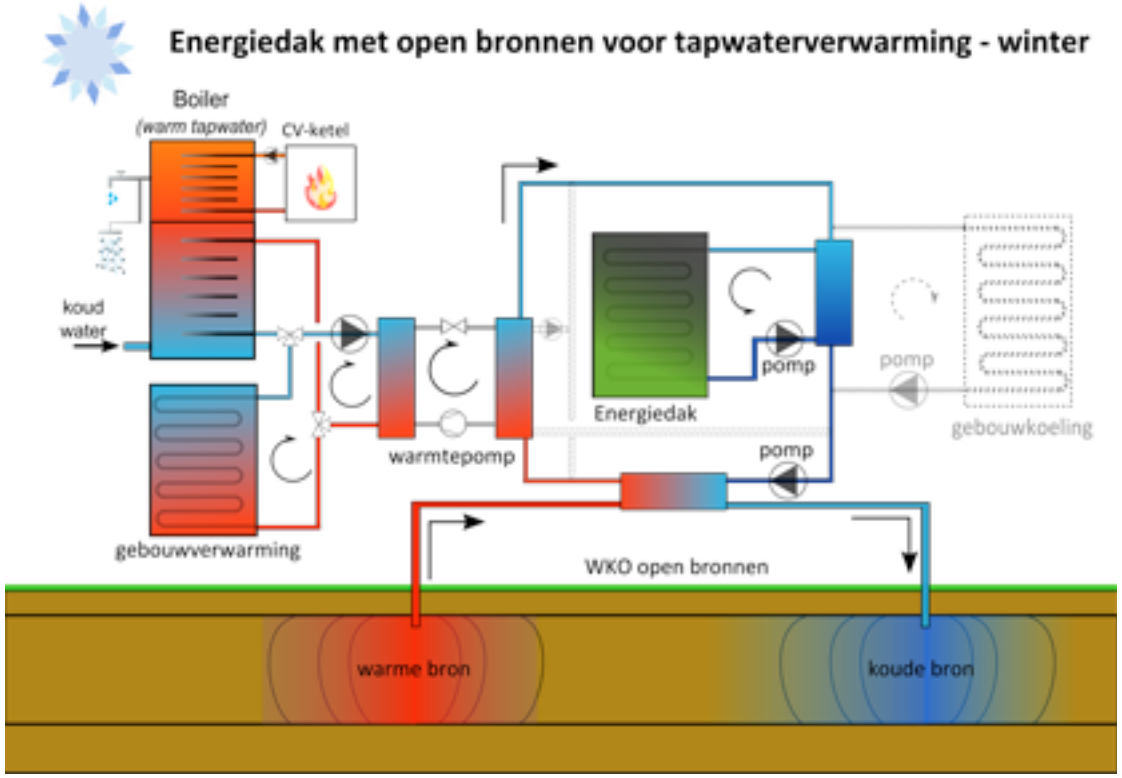
References





Sustainebility

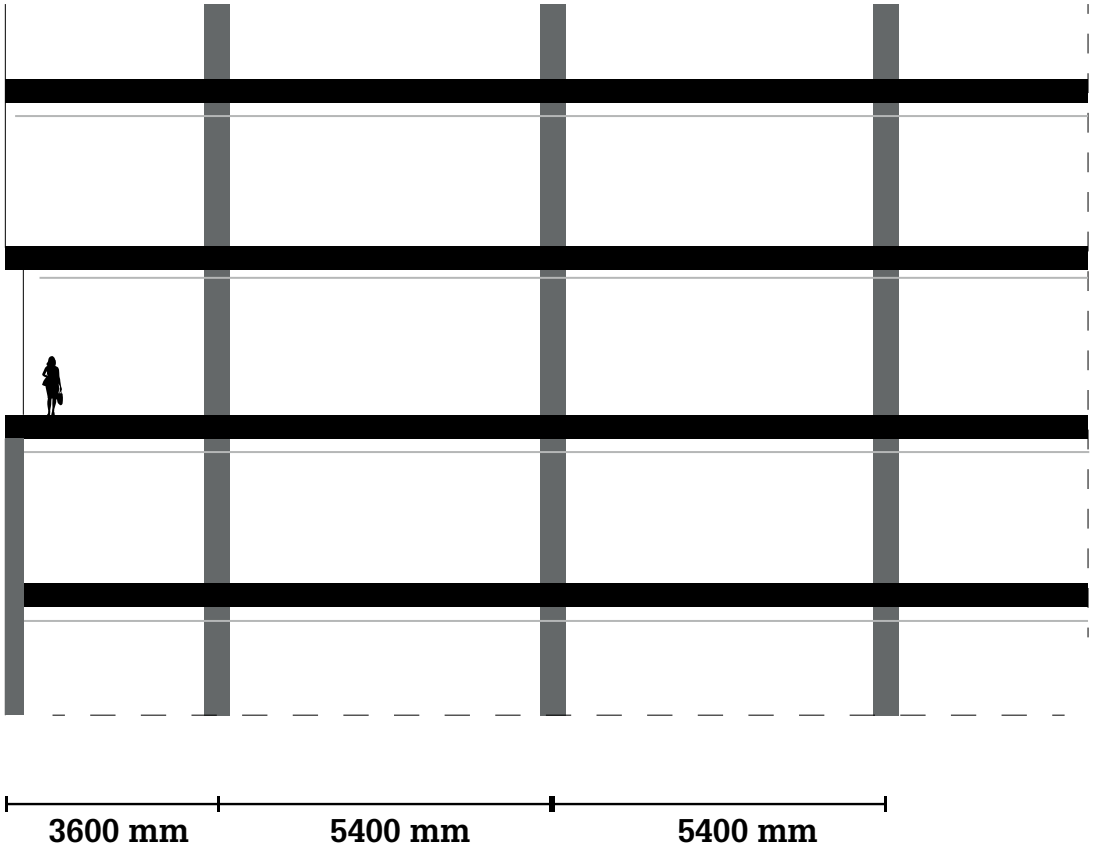
References



Construction

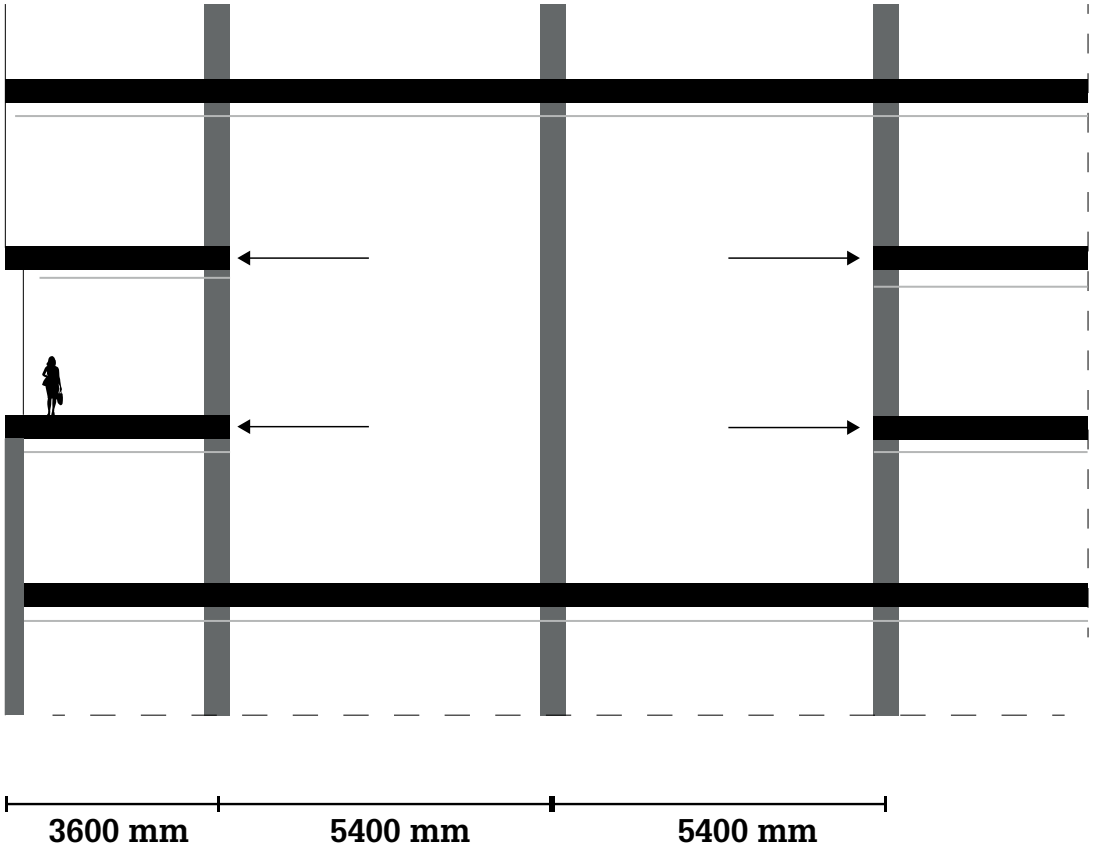
Construction

Principle



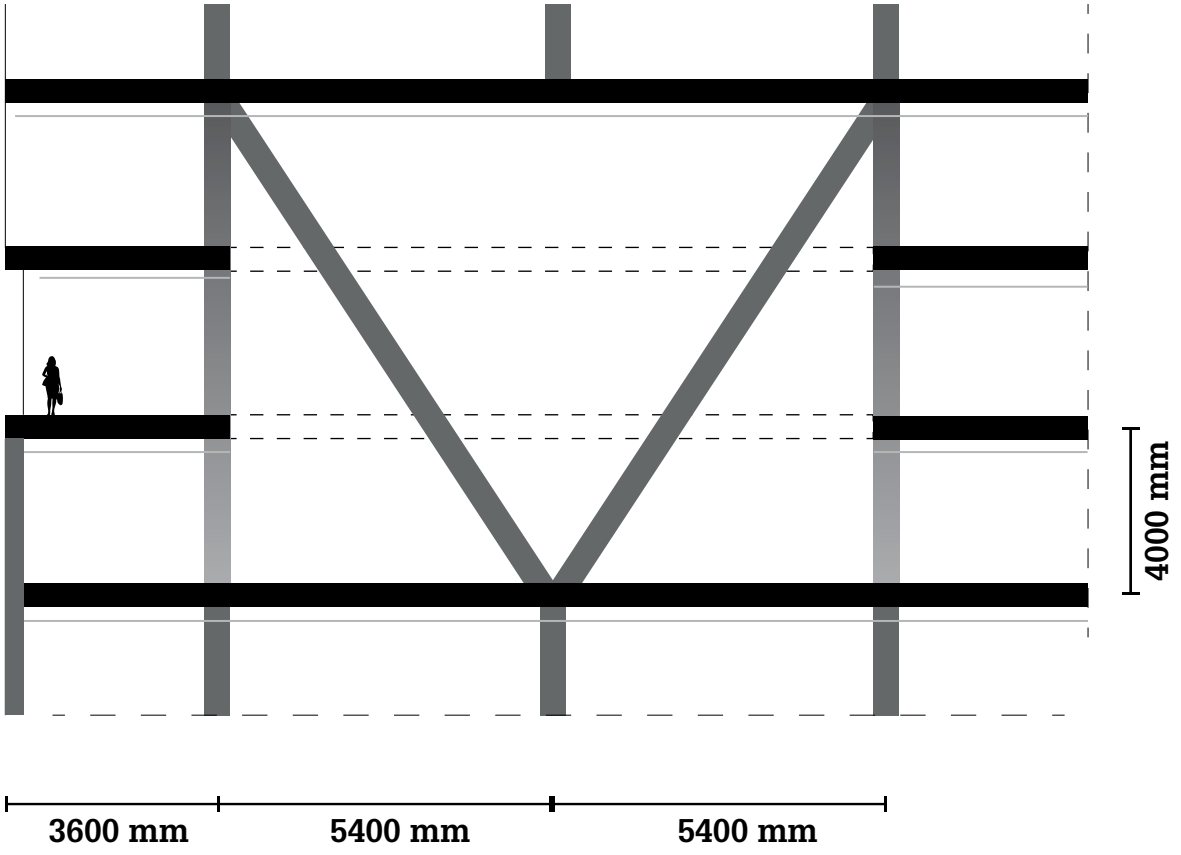
Construction

Principle



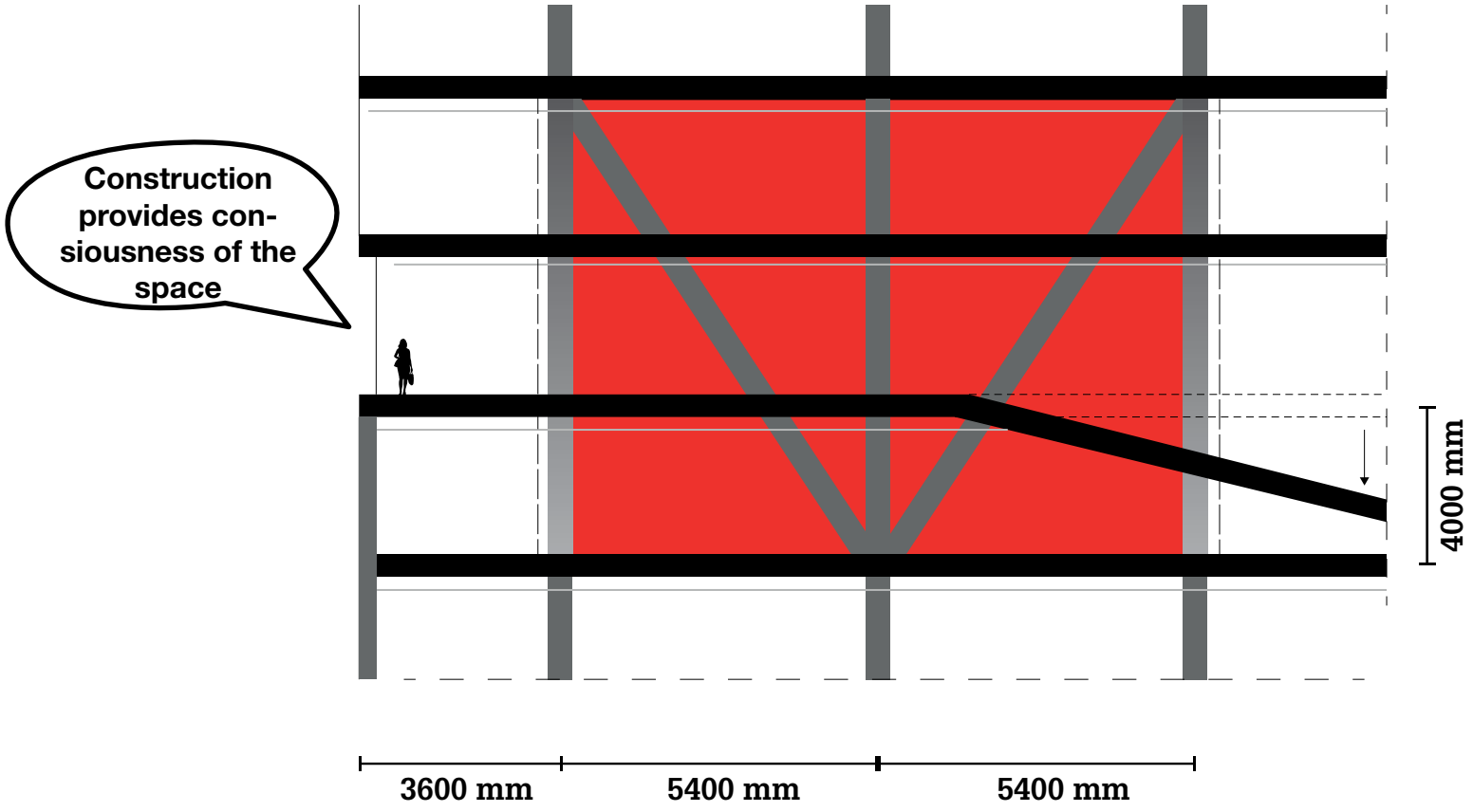
Construction

Principle



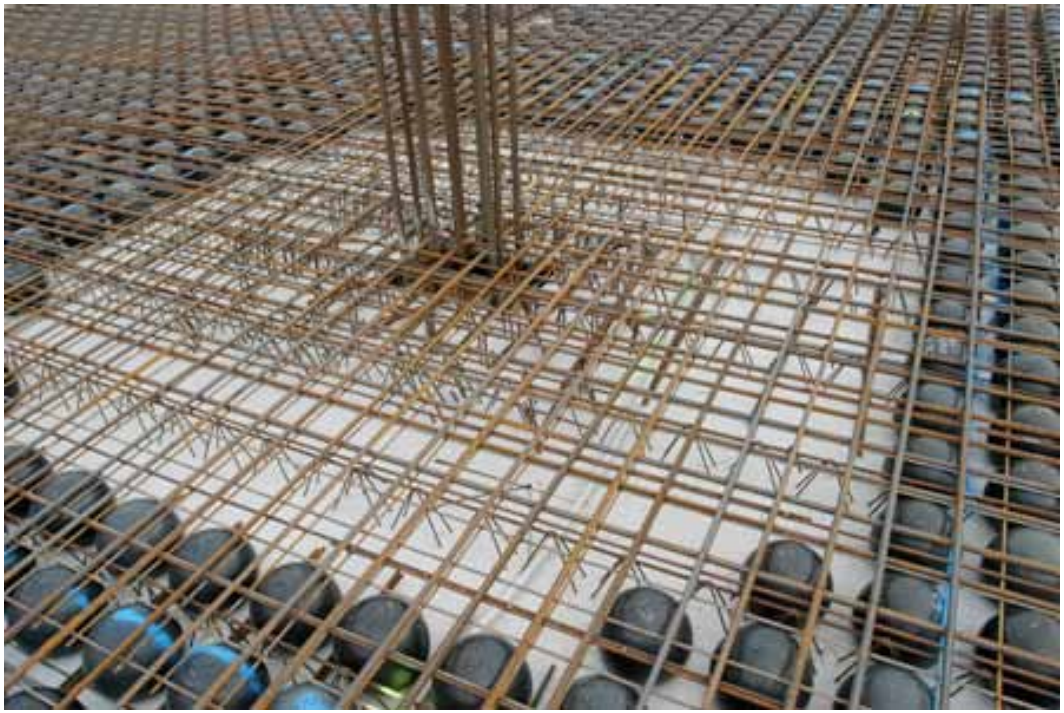
Construction

Principle



Construction

Bubbledeckflooring



Bubbledeckfloor around a Column. More strenght is needed.

Construction

Bubbledeckflooring

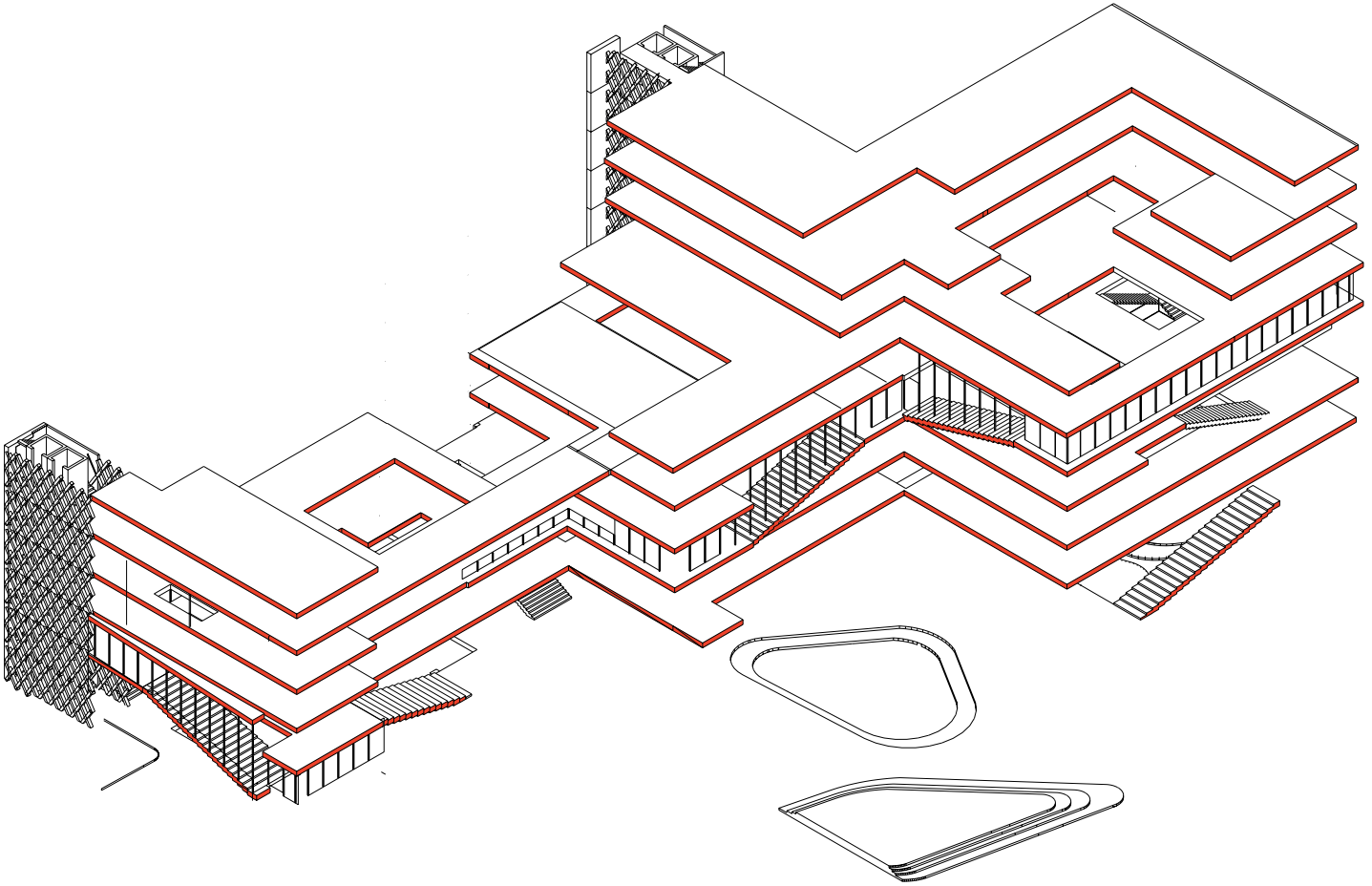
Little ventilationshafts are possible. For bigger, a systemceiling is needed.

Construction

Bubbledeckflooring

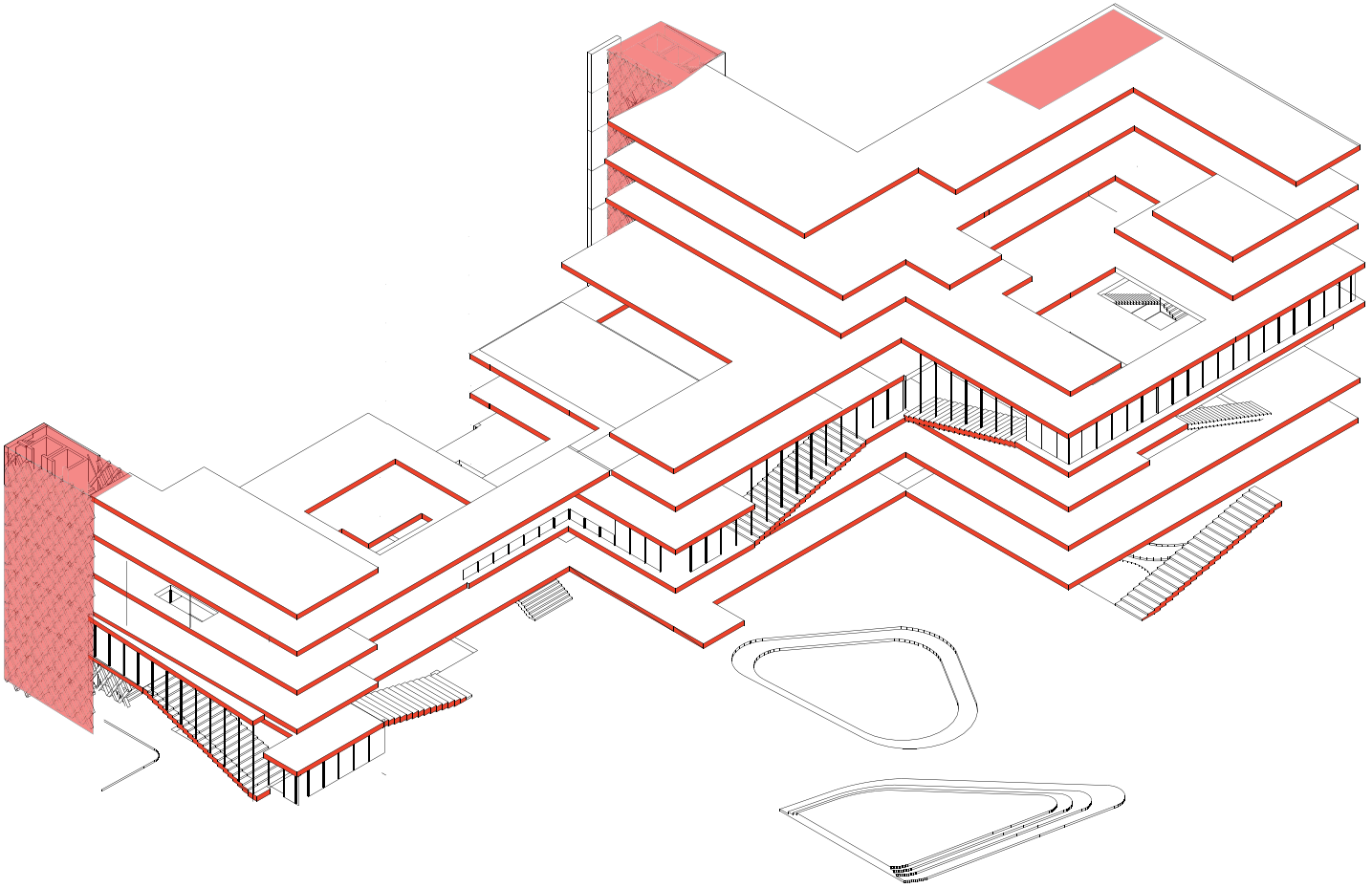
Construction

Principle



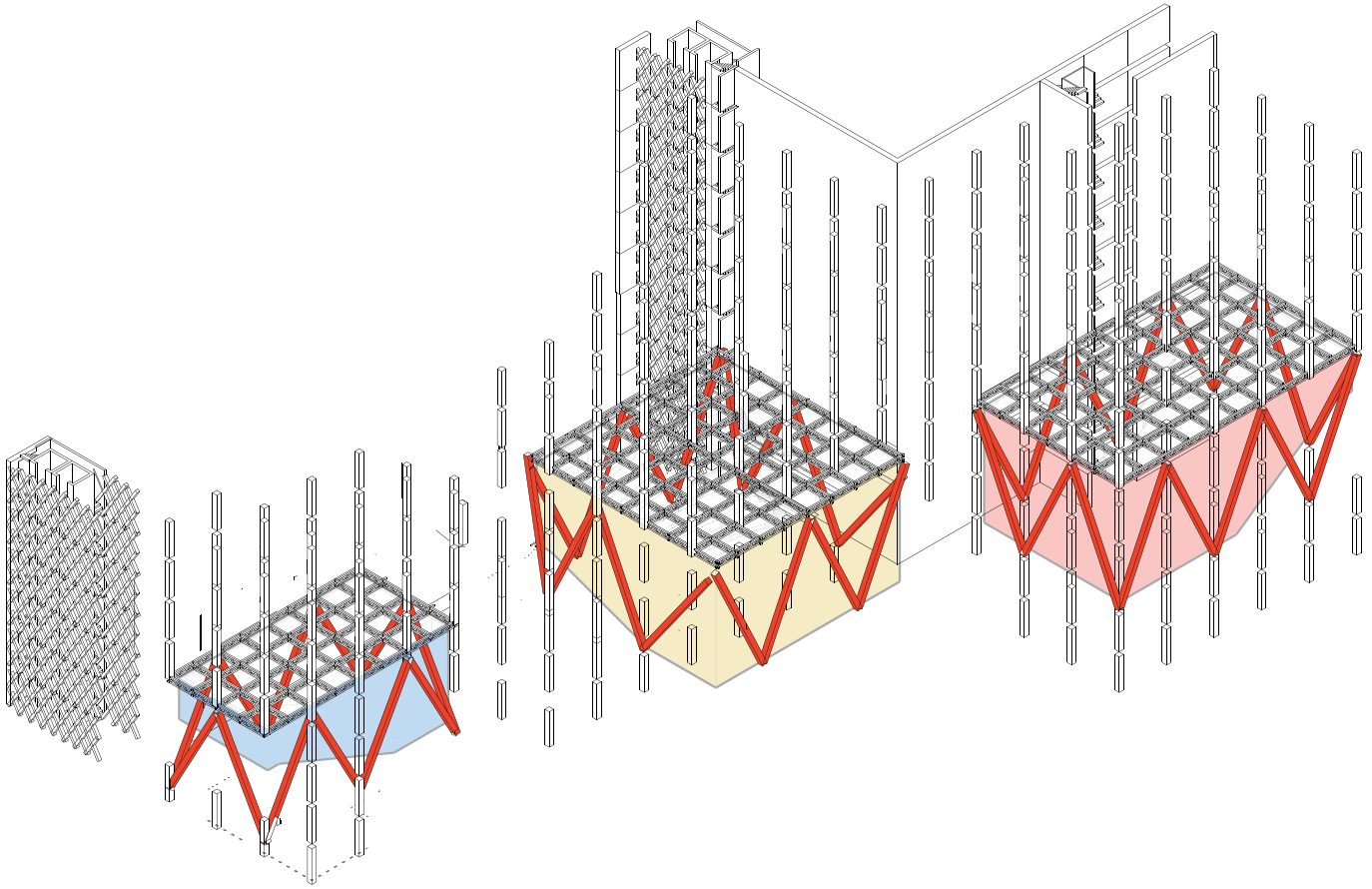
Construction

Principle



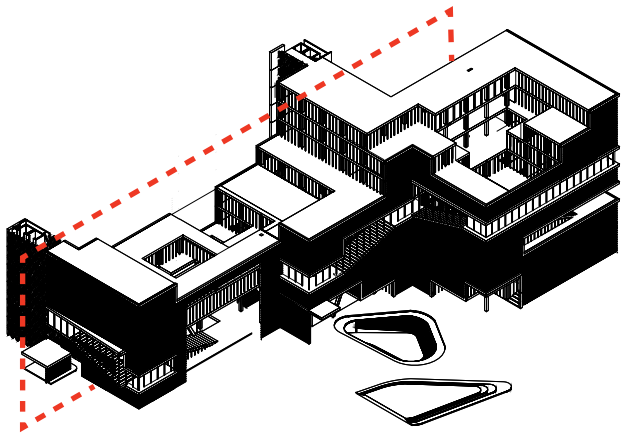
Construction

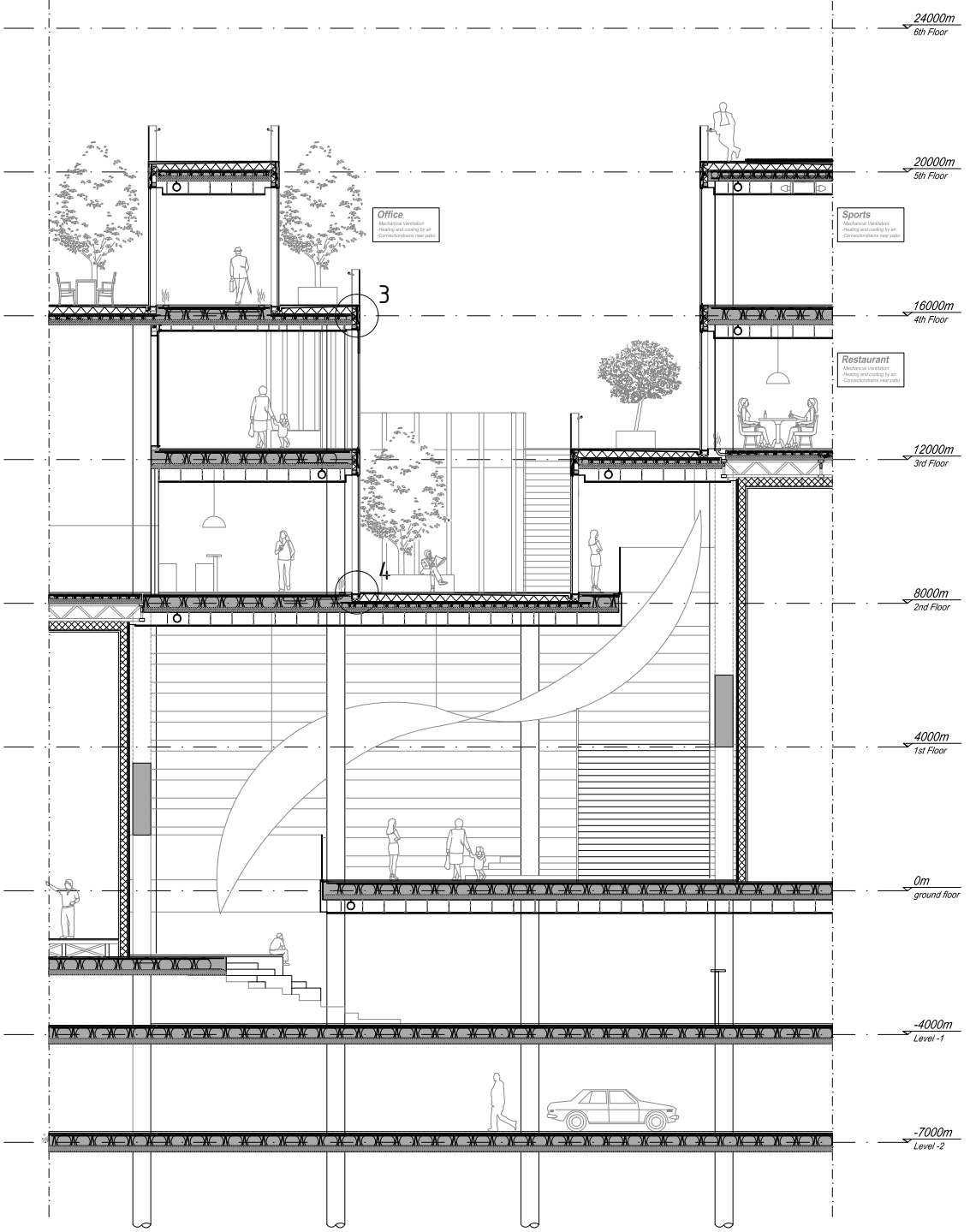
Principle



Construction

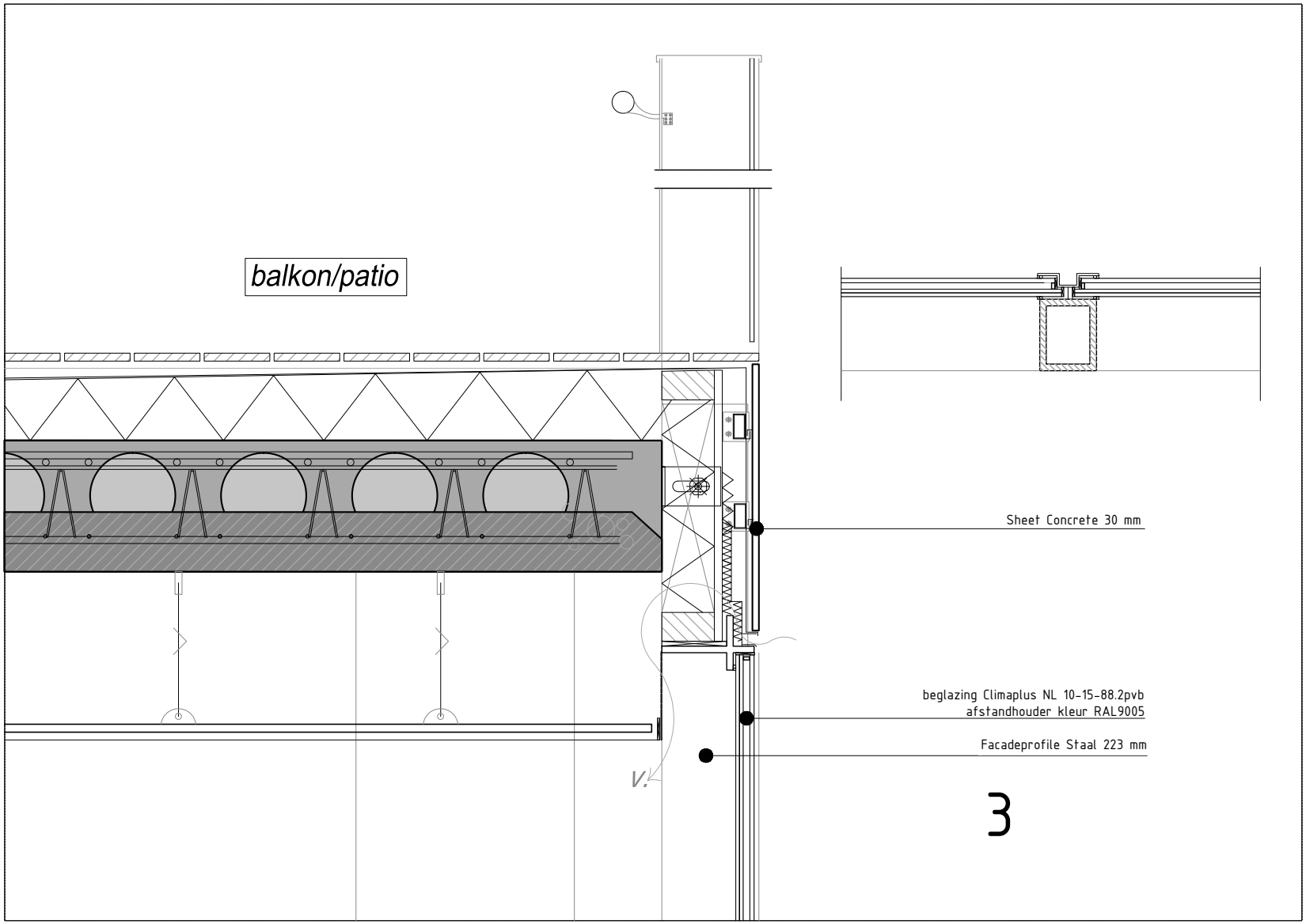
Detailing Patio





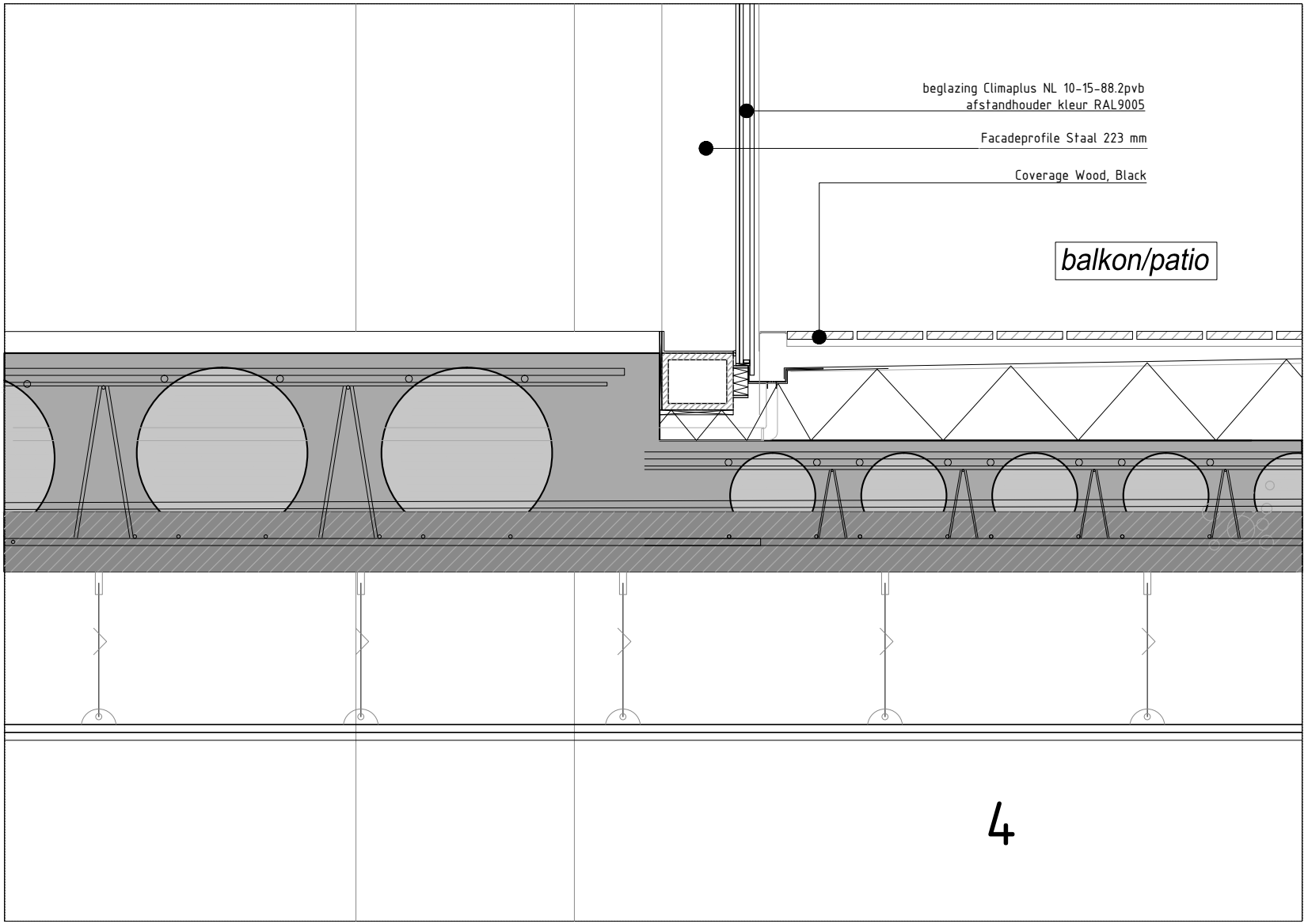
Construction

Detailing Patio



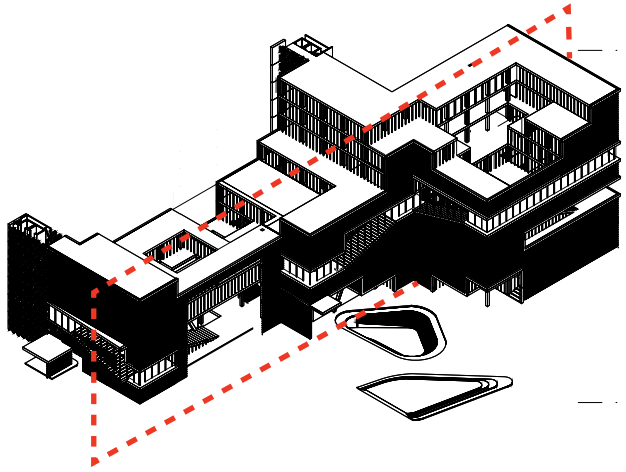
Construction

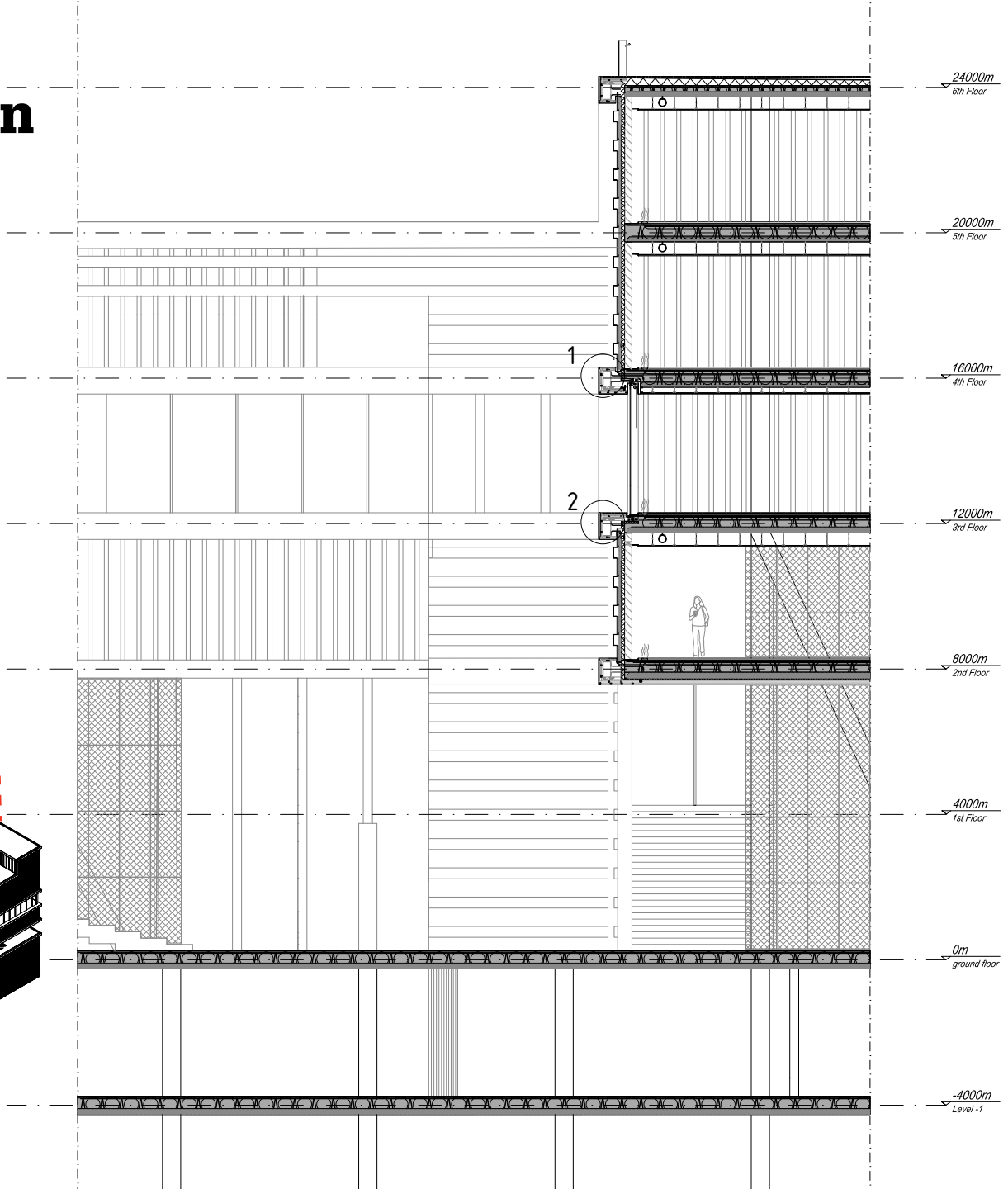
Detailing Patio



Construction

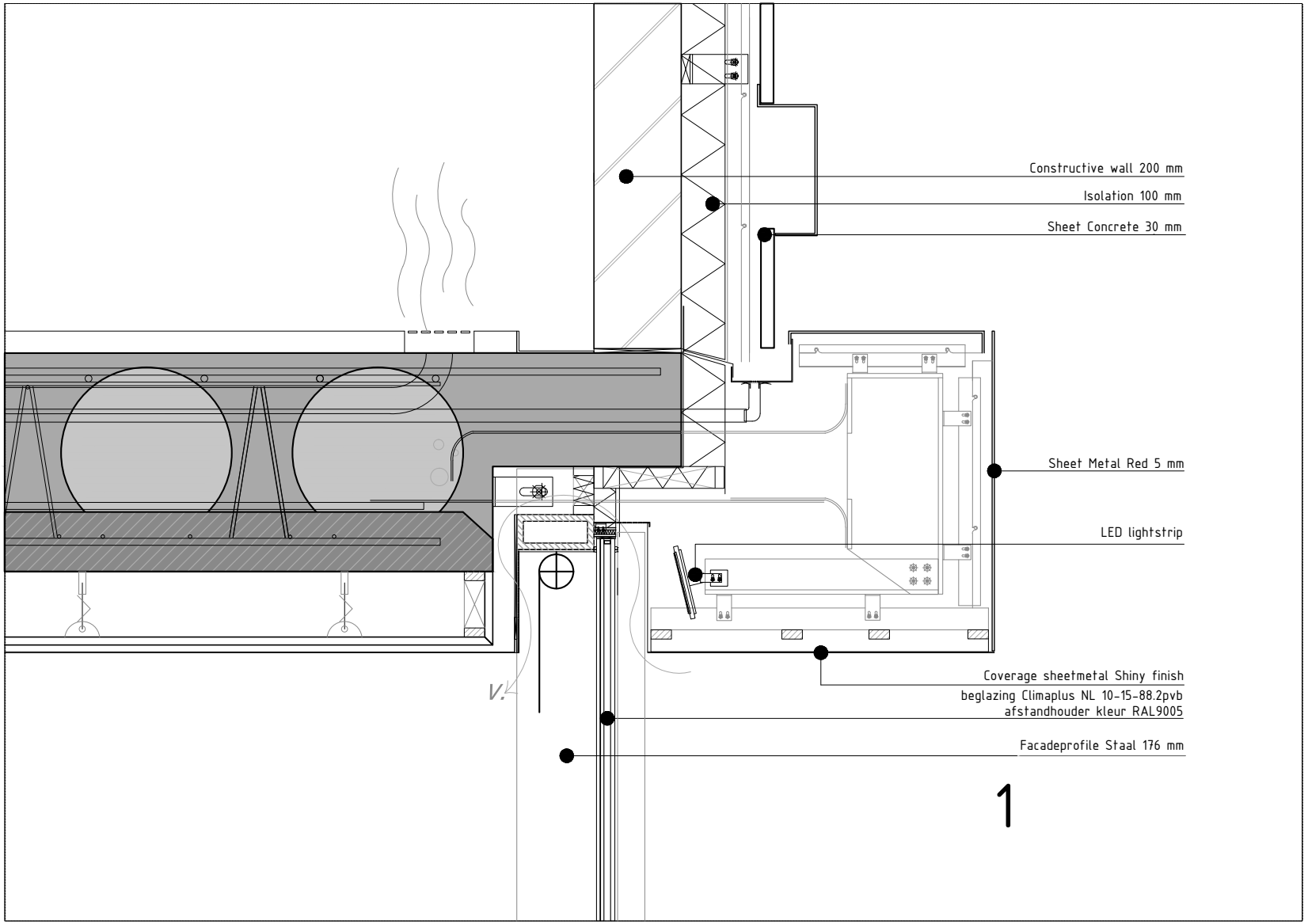
Detailing Facade





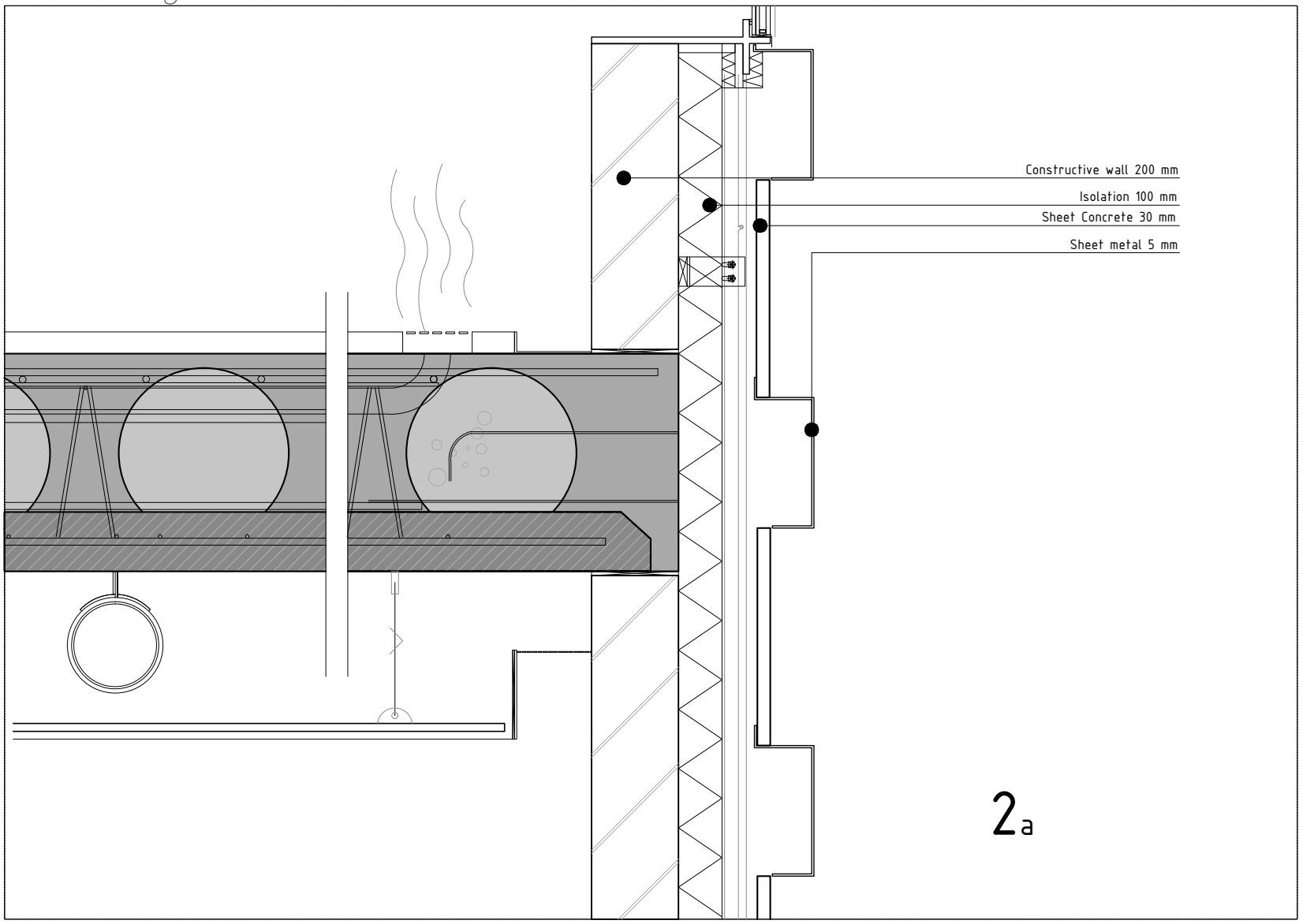
Construction

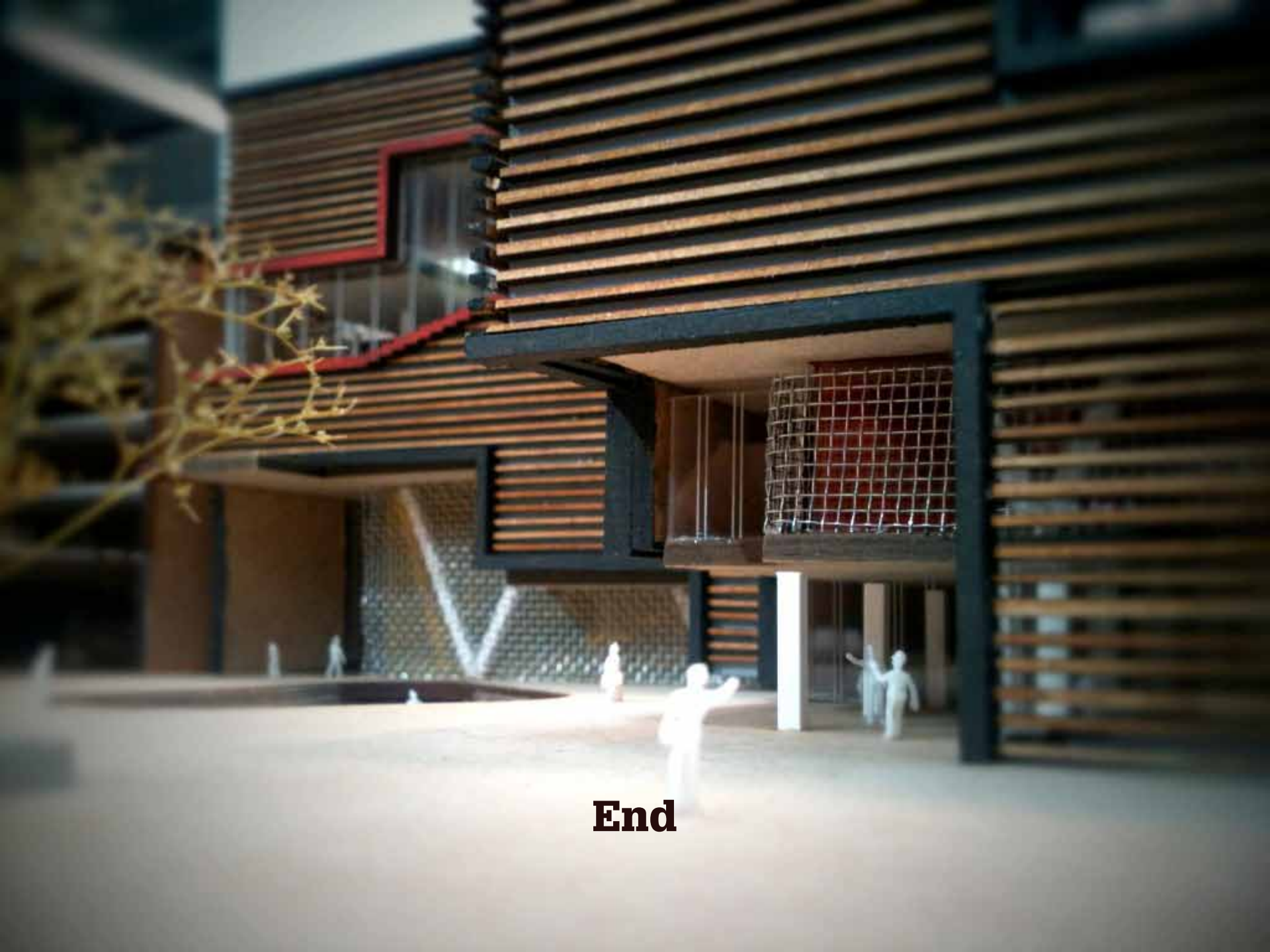
Detailing Facade



Construction

Detailing Facade




End

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End