

PERMANENT TRANSITIONS

MIGRATION OF IDEA OF TEMPORALITY IN ARCHITECTURE

ABSTRACT

The scope of this document is to provide an overall insight into the idea of migration in the urban and architectural context. Migration can be understood as a dynamic process from the perspective of the moving object, or idea; however, it may also be a study of change of factors in the given area. In order to enclose this definition within urban context, it can be said that the migration is the multiplication of the architectural idea with variable alterations in time and space. Migration of temporality phenomena therefore will become of uttermost importance for this article. A method for

the analysis of this migration consists of literature study, and consecutive site research. The city of Rotterdam is used as the case study for this research, because it allows for a valid description and evaluation of all processes ongoing in the migration mechanism. It is necessary to analyze permeability in the search of the solution for the temporality balance. What is more, evaluation of possible design interventions based upon this research will be included in order to deliver a more coherent solution for the particular area.

KEYWORDS: TEMPORALITY, PERMEABILITY, EXHIBITION ARCHITECTURE, URBAN BORDERS



Fig.1 Crystal palace in London, internationally recognised as first temporary icon

INTRODUCTION

The very crude definition of migration is the “movement from one part of something to another” (Hornby, 2010). This interpretation focused around the idea of multiplication of the architectural idea with variable alterations in time and space provides a rationale for the inclusion of architectural design, which allows for the distinction of features specific to the design location and those similar to the global trends (Boxel et al., 2019, p.10-11). Such features can subsequently be used to understand the forces and trends that shape the researched area, as well as derive program requirements and solutions to the upcoming issues.

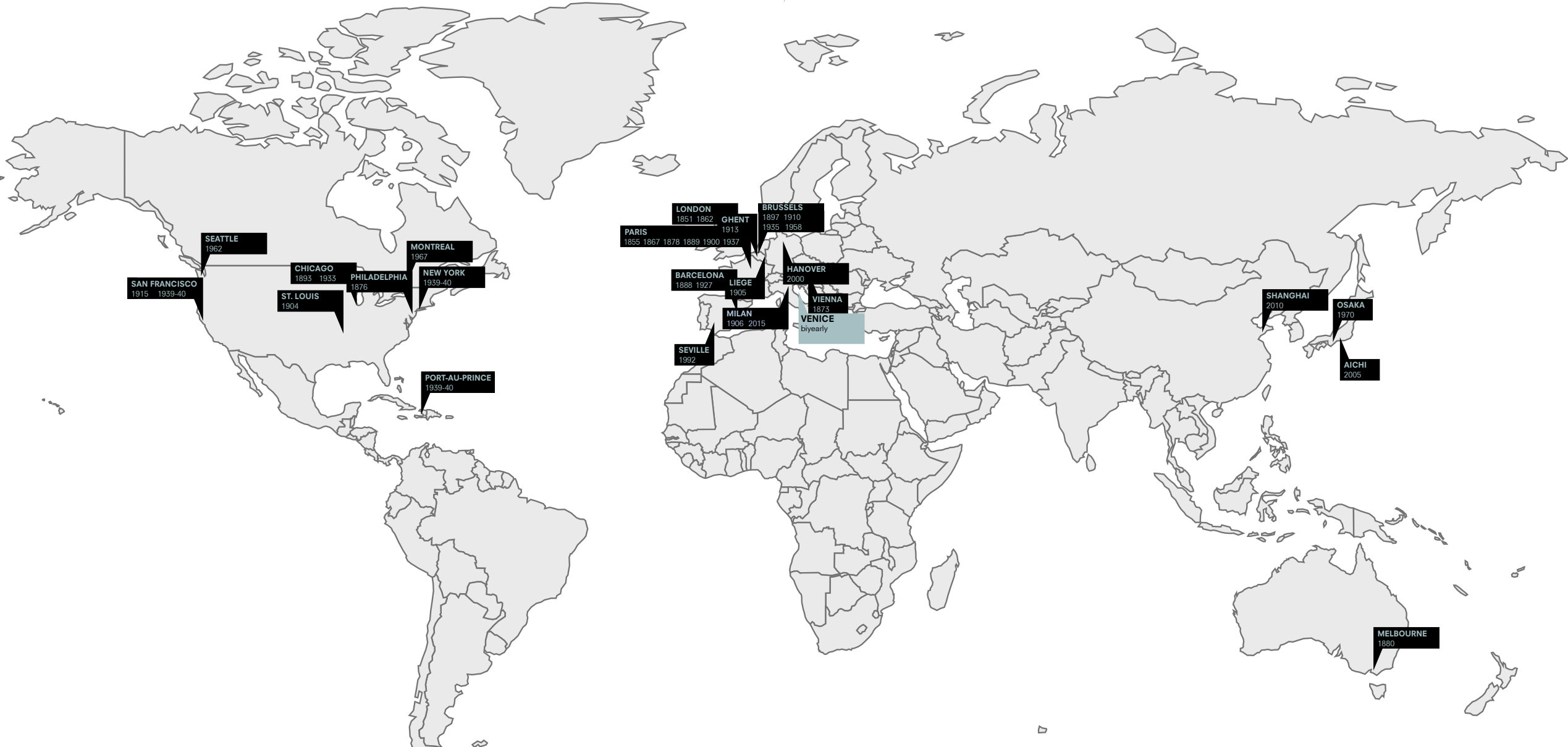
The aspect of “time and space” can be deciphered into architectural temporality. To visualize the phenomenon of migration of temporality, the history of temporal interventions is firstly investigated. The example (fig. 2), shows which ideas became of global importance. The most recognizable temporary architecture is frequently designed for World Fair events. Due to its representative function and reduced building regulations, iconic ideas make bold statements. They might define the future trends by hyperbolizing niche solutions and concepts. Crystal Palace in London (fig.1; the location of the first exhibition in 1851) reputation as an architectural legend continuously gains significance, despite the fact the building has been demolished for almost a century. Furthermore, some elements extend their due date by unexpected interest. Eiffel tower design was such a success that its temporal presence has become a permanent landmark. These landmarks directly contribute to the Expo functionality, as its main objective is to attract visitors to different metropolis every time, and exhibit a new temporary city extension. Therefore, the migration of space can be seen in form of pop-up cities.

Another variation of migration is the temporality in time. With the case of Architecture Biennale in Venice, the same location is transformed every two years to bring attention to emerging issues. Example closer to Rotterdam can be found in Eindhoven district of Strijp-S, where year by year the Dutch Design Week’s more significant part is taking place. Those events, partially organized in old abandoned structures of Philips factories created a permanent interest in the area and

steadily gave it a second life.

A hypothesis is stated that those changes in time play a crucial role in shaping Rotterdam Zuid specifically. The research question is therefore formed: **How to achieve optimal stability in permanent temporality state?**; followed by a subquestion: What creates the permeable design at different urban scales. The initial motivation for the research were the experiences of an architectural company ZUS, presented with the challenges of migration in the urban context. These were described and concluded in the book “City of Permanent Temporality”. Moreover, the origins of the urban decisions that were the causes of said effects are explained in the book “Town planning in the Netherlands since 1800: responses to enlightenment ideas and geopolitical realities”, and were used as a reference for the historic background. Likewise, crucial for the analysis process were the city visions and plans for the future, thus multiple documents defined by the Municipality of Rotterdam were evaluated.

The goal of the project is the definition of necessary interventions on the border between the opposite states, and creation of permeable connection between them. In that way, the spill-over effect of the future city center on Zuidplein can influence its surroundings and make the area liveable and engaged as a whole in the dialogue between the southern states, above the Maas river. Thus, as an enhancement to governmental visions, which lack the emphasis on external factors involved and therefore resemble an ‘urban production line’ a more detailed solution of experimental nature and mixed approaches is needed.



MIGRATION IN TIME
PLACE
time of the event
Ideas migrating towards fixed location with regular time intervals, under the event named Venice Biennale of Architecture

MIGRATION IN SPACE
PLACE
time of the event
Ideas migrating towards various locations every time, under the event named World Exposition

Fig.2 Migration of urban hierarchy principles; image by author

MIGRATIONS OF ARCHITECTURAL TEMPORALITY

MIGRATIONS TO ROTTERDAM

The aforementioned examples can be categorized into two distinct categories. One is an event to attract people to the site for the first time, and the other to intrigue them and convince to come back. Both forms are essential to the balanced temporality state (Boxel et al., 2019, p. 10-11). It can be concluded that temporality of architectural interventions aims at creating a uniform state of intertwining timeframes, and provides stability in ever changing environment. Such proposition defines a framework, with which the existing urban trends can be analyzed.

The issues, which can currently be observed at the researched site can be qualified as matters of time and space. It is worth exploring the introductory and reoccurring temporalities as a plausible solution for migration of time and space in urban context. The idea of creating an impact on the urban situation with temporal architecture spreads all over the world, its examples can be also seen in researched region.

An example that corresponds with the Expo aesthetics of temporary icons is MVRDV staircase (fig.3). The project aims at temporary resurrection of nostalgic cinema and viewpoint, to celebrate a milestone anniversary of Rotterdam's rebuilding processes after WWII. Scope of this work is grand in nature, powerful and overwhelming, yet temporal. The roof of Groot Handelsgebouw, one of the first projects of the reconstruction, is the area of the experiment. Architects' goal was: *"connecting the contemporary icon with a historic monument, whilst through its construction referencing the reconstruction that the city has experienced"* (MVRDV, n.d.). It can be categorized as the event of the initial experience. It meant to introduce the public to the vertical dimension of the city and indicate the future densification in this direction.



Fig.3 Introductory temporality in staircase to Groot Handelsgebouw, project by MVRDV in Rotterdam centre

Another strategy for temporality balance has been developed by ZUS urbanism office (Zones Urbaines Sensibles). Their interest was in the Schikadeblock, one of the back-sides for the Rotterdam center. Even though the surrounding areas were profitable, lack of connection with the block was causing a high criminality and extreme vacancy. Their approach consisted of several experiments, introduced one at a time, and drawing conclusions and facilitating longer lifespan for the ones that proved successful. These actions were less dominant and paramount, especially when compared with the previous example. With that being said, their impact was prolonged and spread through the time. All the interventions were centred around or inside the urban block, aiming to make the area familiar to the visitors and improving the safety. Nevertheless, not all had a function of architectural placemaking. The Luchtsingel bridge (fig. 4) was a first crowdfunding initiative in architecture, where connection between different district was created by pedestrian bridge above infrastructure. Residents were able to buy variable elements of the bridge and that's how financing the project was possible (Boxel et al., 2019).

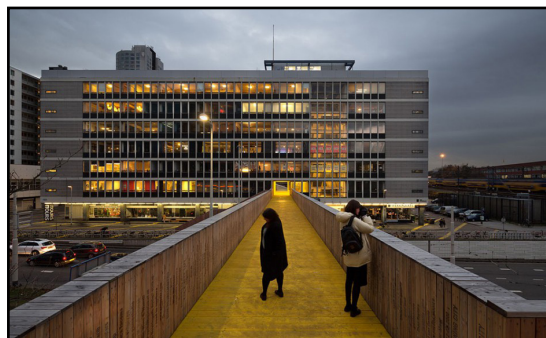


Fig.4 Repeating temporality in ZUS activism on x\ Schikadeblock

In both cases, the permeability factor is crucial for achieving balanced temporality. Staircase to Groot Handelsgebouw explicitly presented the introductory temporality. The necessity of reevaluating the current perspective into urban development was planted in the society's consciousness. Contrastively, the second example introduces the notion of the repetition temporality. In this case, preparing the district for temporary inspections by outsiders allowed for creating sufficient amount of temporarily functioning spaces, that whole district is prospering stably. Therefore, by replacing invisible borders between attractive and abandoned areas with fluent transitions, spill-over effect allows for gradual development of the vacant districts. Consequently, analyzing and understanding the factor of permeability will be greatly valuable for temporality balance dilemma.

MIGRATIONS TO ROTTERDAM SOUTH

Having obtained a perspective and a framework for the analysis of features influencing the temporality, a closer look could have been made on the research site. By extrapolating the resultant factors from the two aforementioned examples, it became possible to obtain a plausible context for the characteristics visible in the area. Initial analysis of researched area and site inspection suggest large disproportion between surroundings of Ahoy concert arena and Zuidplein and surrounding them neighborhoods. The group analysis also unraveled the significant division and literal borders between municipal regions. The proposed future plans for developments may create slight change in the situation but it is doubtful that they will create enough impact to generate long-term interest in the area. Therefore, more probable is the continuation of ongoing scenario: since the housing neighborhoods achieved temporary instability, situation prolonged permanently and resulted in lack of prosperity. Currently, those

areas are the lowest scoring ones in prosperity and living quality.

At its current state, the hub and neighborhood connection are not permeable, and the temporal instability created a permanent state of lack of prosperity. As the situation continues, the lack of connection with its surrounding districts may further isolate the developing area, and the advancements of the neighboring districts will not result in a satisfactory spill-over effect that would impose changes to the Rotterdam Zuid.

The methodology framework used for the evaluation of the research question considering the achievement of optimal stability in permanent temporality state involves a combination of two antagonistic approaches (fig.5), when tackling diverse scenarios. This may be the in-between analysis of the top-down approach of the government, which mostly resembles a production line for drawing plans and visions (Gemeente Rotterdam, 2017), with the bottom-up human scale interventions with a more of a prototyping strategy (Boxel et al., 2019, p.310).



Fig.5 Impressions collage of research findings; image by author

MIGRATIONS OF PERMEABILITY

Urban development changed throughout the history of mankind centering the focal point of the development on the hierarchical structure. As the first cities were emerging, they were established around religious, spiritual centers. There was a porous structure of living quarters, and off-limits spiritual temples, such as Ziggurat and White Temple in the center of ancient Uruk. Later on, the hierarchy shifted towards a social town, with clear distinctions based on class and communal background (Wassenhoven, 2019, p.58). Similarly to spiritual cities, such border was present between zones for working class and ruling class. Cities of Chang'an or Constantinople have been developing with those principles for centuries.

With time, urban evolution shifted towards a task-established city (Cor Wagenaar, 2015, p.40) that grew around a single industry. Those developments overlap with growing freedoms between society and therefore the town as a whole was finally fully accessible. Easily reachable network between houses and single industry was of crucial importance and is still distinguishable in the modern cities of Boston, Liverpool or Manchester. These were then replaced by functional metropolises (Cor Wagenaar, 2015, p.253), where urbanization frameworks provide every district with a specific, and clearly defined role. Growing infrastructure required multiple main tasks to be distributed around the city. Thus, the functions such as production, administration or storage. Moreover, well being of citizens was getting more attention, and functions of leisure or green have been also addressed in urban plans. However, looking into the future the transformations lead to emergence of usability cities (The Economist Intelligence Unit, 2019), where the coherence between several functions play a crucial role. Thus, permeability in time seems to naturally increase in importance within urban development of the city.

When focusing on Rotterdam specifically, traces of different hierarchical planning can be distinguished in several historical periods. Historically Rotterdam was achieving prosperity and stability by clear permeability rules, dependent on hierarchy in urban planning.

In early stages of development, it transformed into a town from a fishing village in the 14th century (Rotterdam | City, Port, History, & Facts | Britannica., 2019). Back then, its purpose was centred around the port and maritime activities, and provided permeability was based on the social status (fig. 6), distinguishing between castle



Fig.6 Initial permeability of Rotterdam (14th century) social accessibility city

inhabitants and ones from the lower city. Throughout the 17th century, the town was changing and entered a phase of functional growth, with singular harbors designated towards product range that were traded there. Accessibility priority was set on maximizing economy, and thus city's developments were oriented towards boulevard on the port edge and entrances for the boats. However, till 1825 city planning was considering only the area between rivers of Coolingsingel, Goudsesingel and the Nieuwe Maas



Fig.7 Rotterdam permeability in 17th century functional system of access

(Cor Wagenaar, 2015, p.112- 118)(fig. 7). The evolution towards the functional city can be noticed after this point in time, as more areas have been developed as the city of Rotterdam (Cor Wagenaar, 2015, p.144) achieving reputation of upcoming metropolis on international arena. Nonetheless, none of those plans include southern neighborhoods, probably because

lack of representative qualities for city planning department and general assumptions towards city permeability end on the bridges on the river.

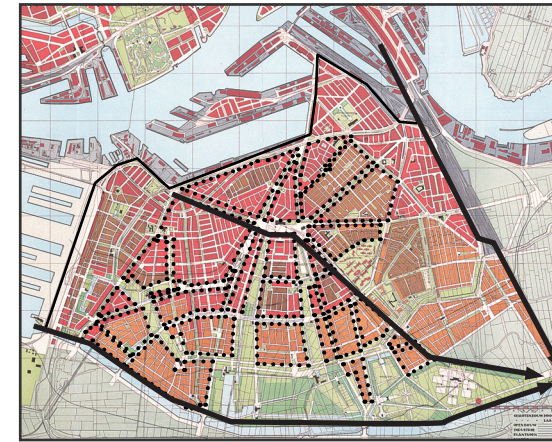


Fig.8 Permeability of Zuid on the expansion plan for Left Bank in Rotterdam in 1926 by Witteveen single function districts

The new expansion plans for South Bank of Rotterdam were drawn in a very functional and practical way (Cor Wagenaar, 2015, p. 212). The districts for housing were clearly differentiated from an urban center (fig. 8) (Cor Wagenaar, 2015, p.289-289)- nearby the bridge connecting south and north part of the city. This urban center got the name of Zuidplein (Cor Wagenaar, 2015, p. 279), and since is the starting point of current district. In comparison with planning for the main city from the same period of time (fig. 9), the same principles were applied, however the prepared districts are definitely larger in size. Consequently, the permeability of those is much smaller as one will not find many reasons to visit monotonic housing estates.

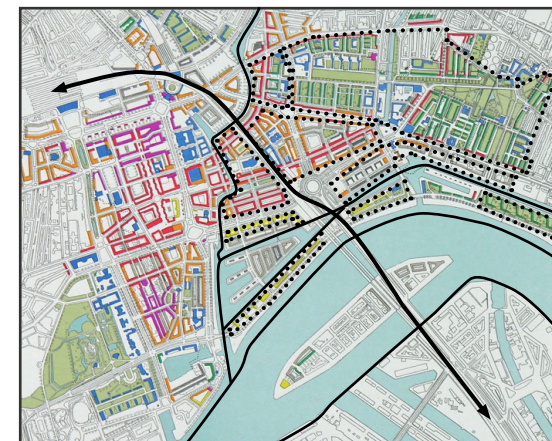


Fig.9 Rotterdam permeability on the reconstruction plan from 1946 by van Traa single function districts

Unfortunately, since then not many adjustments had been completed. The biggest change can be assigned to the opening of Ahoy arena and Zuidplein shopping center in the 70s. Those moments symbol significant changes in the permeability and accessibility structure of the Rotterdam Zuid. Before that, shopping activities were present on the plinth of Pleinweg, a one of the main arteries of the district. Culture of watching window expositions, ritual of entering the store and meeting neighbors on the pavement were part of a larger tradition. Afterwards, with the opening of a large modern shopping center under one roof, it created a hard to resist opportunity for business owners, and soon after most of them moved their activities to Zuidplein. Therefore, earlier location has become increasingly vacant and empty.

The temporary attraction of "modern shopping experience" created a temporary lack of interest, and consequently created no incentive to check the area by the visitors, and hence no permeability in practice. It resulted in temporal state becoming permanent, and soon after lack of prosperity followed. This created further growth of crime rates (Cozens & Love, 2009) and general decay of the culture in Rotterdam Zuid. Permeability of building functions slowly disappeared, generating large areas only with the purpose of housing. Current condition is shown on the figure 11. Moreover, the area started to face various other problems. Lower prosperity caused lack of investments in the state of the housing itself and quality was mirrored in the pricing. Cheap housing was particularly attractive for immigrants with little education, thus communication between cultures of language barriers became increasingly difficult. Exchange of cultures, which distinguishes areas on the southern riverbank from the northern ones, could therefore use improvements to achieve inclusivity.

Lack of reasons to visit their surroundings strengthened invisible borders between inhabitants (fig.10). With many factors intertwining dependencies, temporary lack of prosperity still influences current living situation and attractiveness for visitors from outside. It is hard to believe, that such close surroundings to internationally renowned arena, which is Rotterdam Ahoy, does not create incentive for a day trip to Rotterdam Zuid and only brings people to visit one object.

RESEARCH APPLICATION

The project's ambition is to act as a catalyst, which will provide a necessary attention to its urban surroundings and therefore allow for their gradual regeneration. In time, with attractive intervention embedded in the boulevard activation of the plinth of buildings surrounding the boulevard could be achieved.

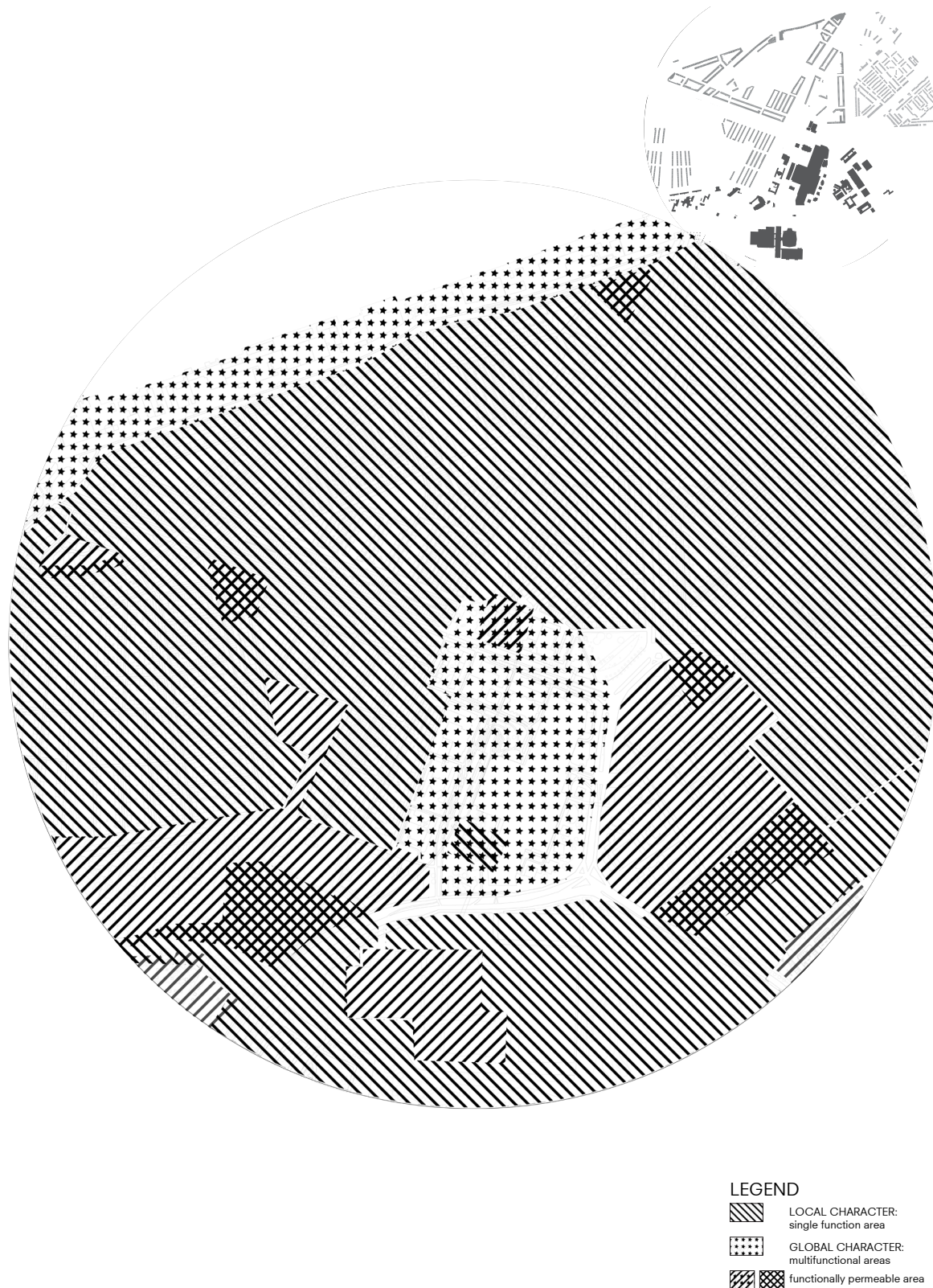
The individual perspective aims at creating a network of temporality moments and achieving stability in socioeconomic circumstances, in order for the new city center to be developed in the south of Rotterdam. Both factors require activation of identity. The reasoning behind this approach is presenting a framework of methods, which will allow for flexible planning in time, due to temporality. The in-between concept can be used with the contrasting skyscraper district of Zuidplein (Gemeente Rotterdam, 2019), and industrial buildings around Maashaven. Its goal is the inclusion of the neighborhoods bounded by the two economic centers. Furthermore, this visualizes the "in-between communication" of the crucial infrastructure for both automobility and pedestrians, making these flows efficient and uninterrupted.

Pleinweg boulevard is therefore chosen as the specific location, based on its historical importance within the local communities (analysis in appendix 1). Historically, Pleinweg was a crucial commercial location (fig.12, 13); yet today it is entirely forgotten. The Ahoy arena is only perceived as a modern landmark, and its history is not being recognized. This perception is incorrect, as the analysis of the archival materials prove its cultural and social importance throughout the years (fig 14,15). It is therefore crucial to merge these elements in a supportive and inclusive way. The street facing blocks have been decaying in the most recent years, with a significant portion being vacant. Currently, only a couple of blocks' corners are operating, providing a variety of businesses, ranging from services, gastronomy to grocery stores. Activating these corners would have a positive impact on the vacancy issues. The internal part of those blocks have only a residential purpose, therefore providing a focal point would help in dissolving the impermeability between the primary and secondary roads.

What is more, the increased permeability could create an incentive to perceive the metro station Zuidplein as a place where one can decide upon their next destination. One direction would provide direct access for visitors to Ahoy concert and exhibition venue, the other one would bring prosperity by encouraging visitors to make a day

trip to Rotterdam South and explore the diversity it will provide.

The analysis also presents the necessity for cultural facilities on the local scale. These will be in a relation with the Ahoy arena as the main event center. The proposed intervention needs to reflect on both the historical character and the future outlook of the area. This means combining the retail as an experience and display of craftsmanship on Pleinweg, with the exhibitions and performances on the Ahoy arena. Such combination of solutions would benefit the area by attracting a variety of dedicated users and investors. It can be seen how both the commercial function with its everchanging window dressing, to follow up with the fashion trends, and the fleeting experiences of artistic performances will further feed the notion of migration of temporalities within the researched area.



Permeability analysis of the researched area

Fig. 10 (top) limits of permeability- borders analysis

Fig. 11 (bottom) permeability of functions analysis



Fig.12 Importance of the Pleinweg street to the Rotterdam South before the construction of Zuidplein shopping center, as seen in the postcard from 1955.



Fig.13 Exposition pavilion in the current location of Zuidplein shopping centre, 1959.



Fig.14 Social importance of Ahoy on local scale: residents gathered in Rotterdam Ahoy protesting social-economic policy of 1978.



Fig.15 Cultural importance of Ahoy on global market: concert of The Rolling Stones in 1973 shortly after inauguration.

CONCLUSION

Within the research group, analysis of different trends led to an overall conclusion that analyzed area is transforming into a new center within the polycentric city of Rotterdam (Gemeente Rotterdam, 2017). It would play a crucial role within this network of centers, and stands out mostly with its cultural events and activities.

The research precedent is of global relevance. In August 2010 the exhibition Vacant NL opened on the Venice Biennale, to make a statement about the sheer number of vacant properties. Exhibition curated by RAAF NL overwhelmed the visitors by gathering the shapes of all vacant buildings in Netherlands. This architectural statement proofed that the issue of vacancy is still relevant globally, and especially in the Netherlands. Architects question the vacancy of the exposition pavilions themselves, by pointing out the fact that except for a few weeks of exhibitions biyearly, the building is vacant. So far, no visible or significant improvements have been made to tackle this situation, hence the necessity of highlighting the problem is genuinely important.

Currently the surroundings do not represent the inhabitants. Characters of neither the native Rotterdammers nor culturally diverse population of immigrants (StatLinepublicatie, 2019) can be distinguished. Hence, the goals and subsequent solutions require a specific involvement of the inhabitants, ranging from temporary engagement and interest, to long term balance of temporary scenes. The ambidexterity of such approach provides feedback from diverse social groups and personalities, as not everyone would actively like to participate. Still, it is important for these opinions to be heard and evaluated within the proposed solutions.

The functions have to be adjusted according to the immediate surroundings, while working on the invisible border. Relating the location towards its historical and future vision, decisions have been taken to position design intervention between the local and global scales. Therefore, it could act as the extension of Ahoy arena and bring the commercial function of the street that almost completely disappeared. Specifically, it will provide the inverted combination of functions and scales to those currently present (complete results in appendix 2). Hence, it will provide exhibitions and event spaces to encourage resident community bonding processes, and consumption and retail program to encourage visitors to spend a day in the area instead of only arriving for the event in Ahoy arena.

The analysis of temporality in the urban context defines a useful template for the development of future design decisions. With the understanding of the processes involved in the migration of time and space within the city, it is possible to create a specific train of thought, which considers the area's past, present, and future evolution.

Throughout the analysis, some conflicts of interests have been noticed. The primary issue is the constantly changing vision of the Rotterdam city officials and subsequent instability of planning. The consequence of such precedent is the inability to foresee the upcoming changes, and therefore adapt the proposed solutions within their environment. As an example, the extension of the Maas tunnel underneath Pleinweg has been proposed in the past and some further evaluations have been made. However, at this point in time its fate is undecided, completely changing the resultant solutions that have already been proposed as a response to its implementation.

Another conflict can be seen on the line of communication between the government and the citizens. The top-down model assumed by the government as a main way of adopting new urban features stands in direct opposition to the bottom-up approach, presented the society members. A new strategy, which combines both spectrums is needed. In this way, firm and organized solutions can be provided, with the consideration of ideas and necessities provided by the locals.

APPENDIX 1.
LOCATION STUDY

Currently, the local residents use the transport node as a means to get home from work. There is no additional necessity to travel around the district. Hence, no elaborate transport network exists, nor is there an effective public transport network. Municipality plans for the future consider bringing the boulevards in that area back. What is more, the traffic is planned to be redirected underground, as an extension of the Maas tunnel. Therefore, there is a chance to bring liveliness, where it once was. The future visions for the developing Zuidplein into a city center under the name of Hart van Zuid draw a strict line, where the plans end, leaving the visitors on a border of a busy, multilane traffic route. The strategy for extending awareness and generating visitors' attention should have a potential to generate a constant influx of customers, previously acclaimed by the global retail. More interest should be generated by the local initiatives, hence creating a more permeable, continuous experience.

Several factors have been analyzed, and their conclusions combined to find the most accurate location for the intervention. A statement can be made that the historic importance of Pleinweg is gone. Together with it, the incentive to visit the local shops and walk on the boulevards has disappeared. The network of housing district is impenetrable. Therefore, to create a spill-over effect between Zuidplein and the Harbor as previously discussed, interventions must occur. Moreover, this location would provide a significant permeability increase on the invisible border between neighborhoods and the leisure district (fig.16). Thus, we could perceive the entity of the boulevard as an activator of temporality and the building structure intervention in currently its weakest point – intersection as its catalyst element. To facilitate such scenario, an in-depth analysis of temporalities in the movements of inhabitants was needed, as well as an overlay of vacant businesses in time. The first research concluded, that multiple clusters of unliveable conditions are present within Pleinweg boulevard (fig. 17). Secondly, the middle block of the street shown an alarming lack of permeability of functions (fig. 18), with continuous housing layer and thus, has been chosen as a specific area of intervention (fig. 19-20).

The group reasoning brought results in a form of the development a slow transportation network – pedestrians, biking, public transport, and hence switching from the personal cars in that location. This would bring the necessary attention and usability to the boulevards. Bringing interventions

from different temporalities will introduce the use of a transition zone. The general group vision assumes the inclusivity of the city. Thus, these interventions would be in line in creating a stable environment.

The project not only aims at the improvements achieved by architectural intervention, but also an urban design and creation of quality public space on the boulevard. This solution should encourage all age groups to explore the full route, creating the incentive to regularly check for the nuisances along the whole route, in line with the strategy of initial temporality, but with a permanent cycle – introductory, yet repetitive. In the same manner, the principle of reoccurring temporality would constitute the daily usage of the public spaces within one's favorite sections. For some, the most encouraging will be the moment where building blocks disappear and present the waterfront landscape, for others - the very middle of their neighborhoods, while some may favor the direct surroundings of the Zuidplein facilities.

Thus, intersection of the border of Zuidplein with the street of Pleinweg clearly has the largest potential and would have the most significant influence, both local community and visitors. Locals can gain a regional space to present and live out their identity, as well as showcase local businesses. On the other hand, the region would benefit from the influx of outsiders that would visit the area on the occasion of international events in Ahoy. Concluding, the primary users of the building would be region's residents and businesses, with secondary importance given towards the short-stay visitors of the area, traveling in the days of the events in Ahoy complex.

After the completion of programatic study (appendix 2), it was possible to further elaborate on the location research. Therefore, the mass studies have been conducted on its basis. Ten plausible solutions, based on the principles of permeability, were proposed (fig.21). The combination of these are the base for the design proposal. Another principle valued in these studies was the accesibility assumption. The building should attract people from the main boulevard axis, to later spread them into secondary pathways, activating the neighborhood.

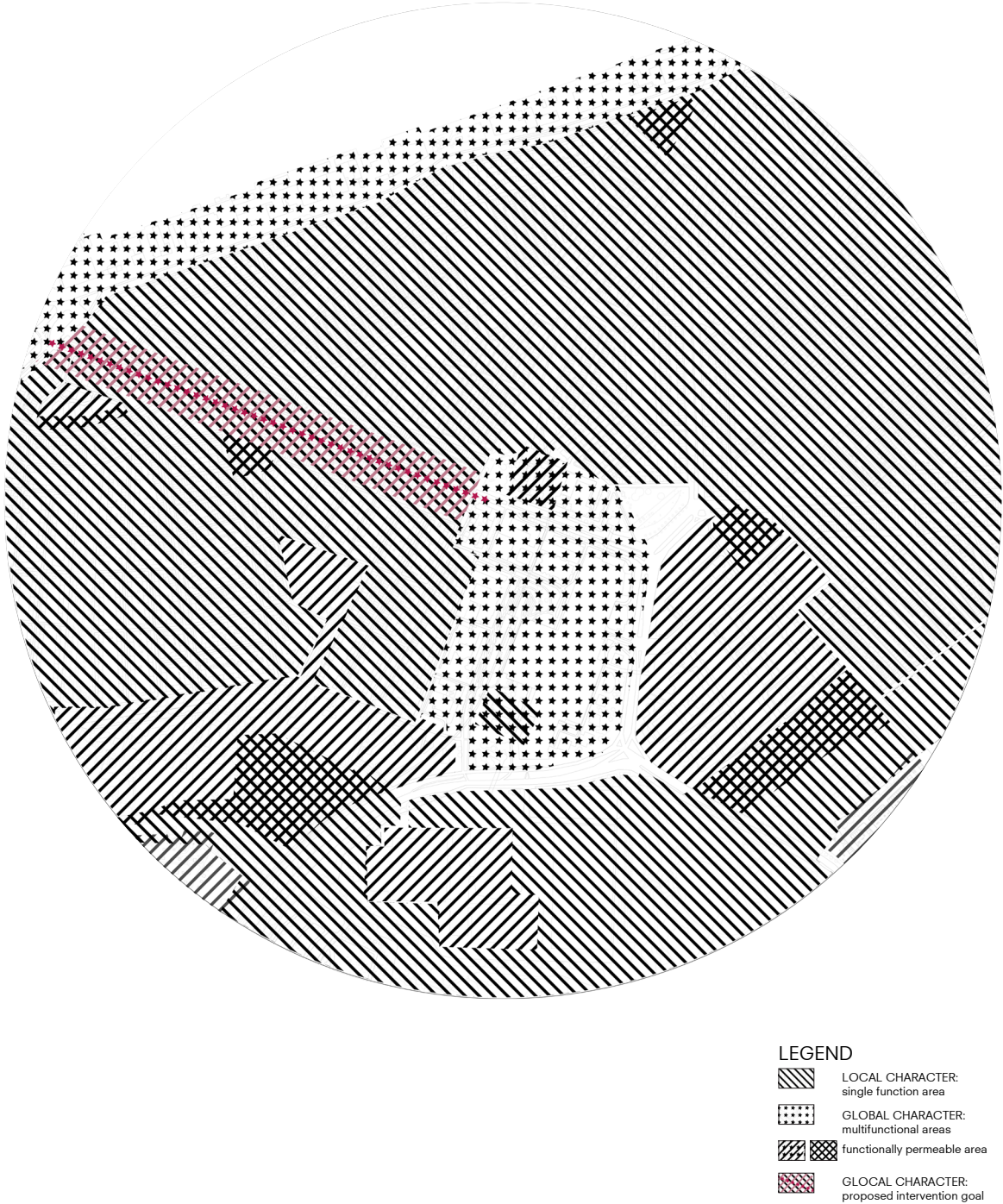


Fig. 16 Intervention ambition: dissolving invisible border

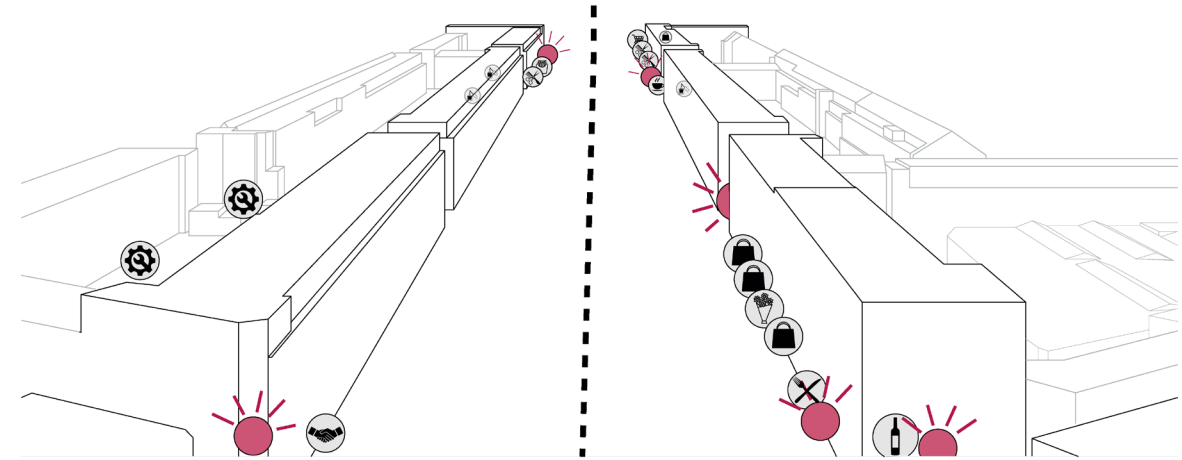


Fig.18 Analysis of buisnesses along the boulevard, (with current vacancies marked in red); image by author

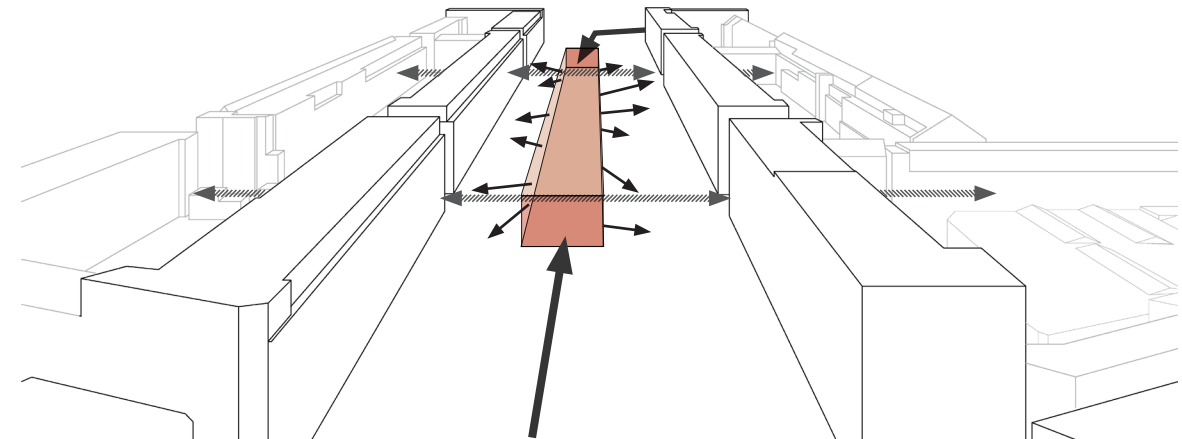


Fig.19 Accessibility conclusion of the location research; image by author

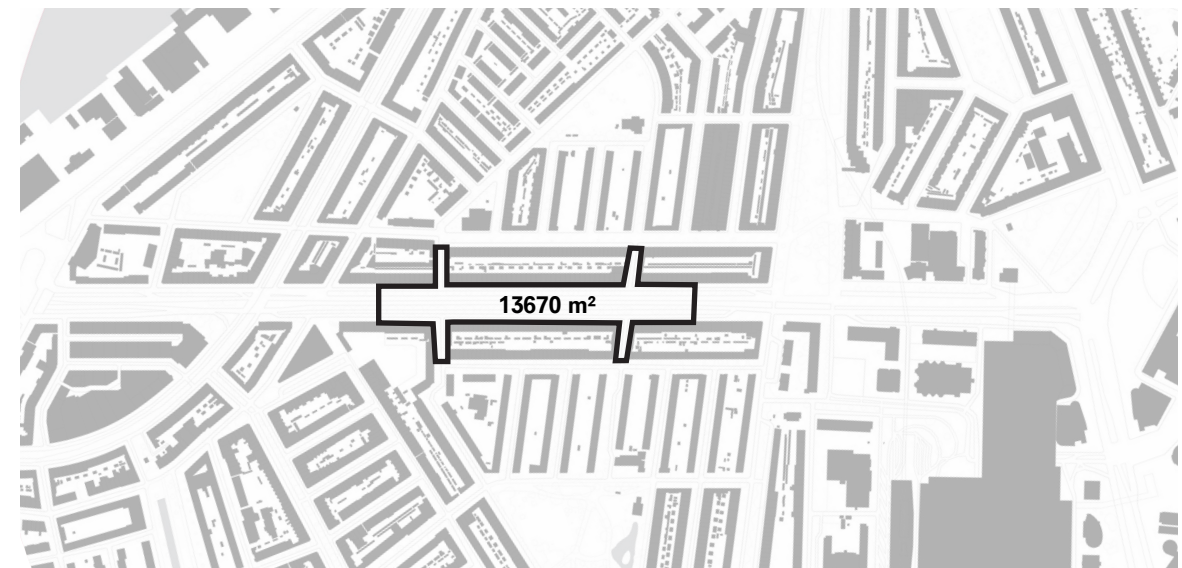


Fig.20 Location for design intervention; image by author

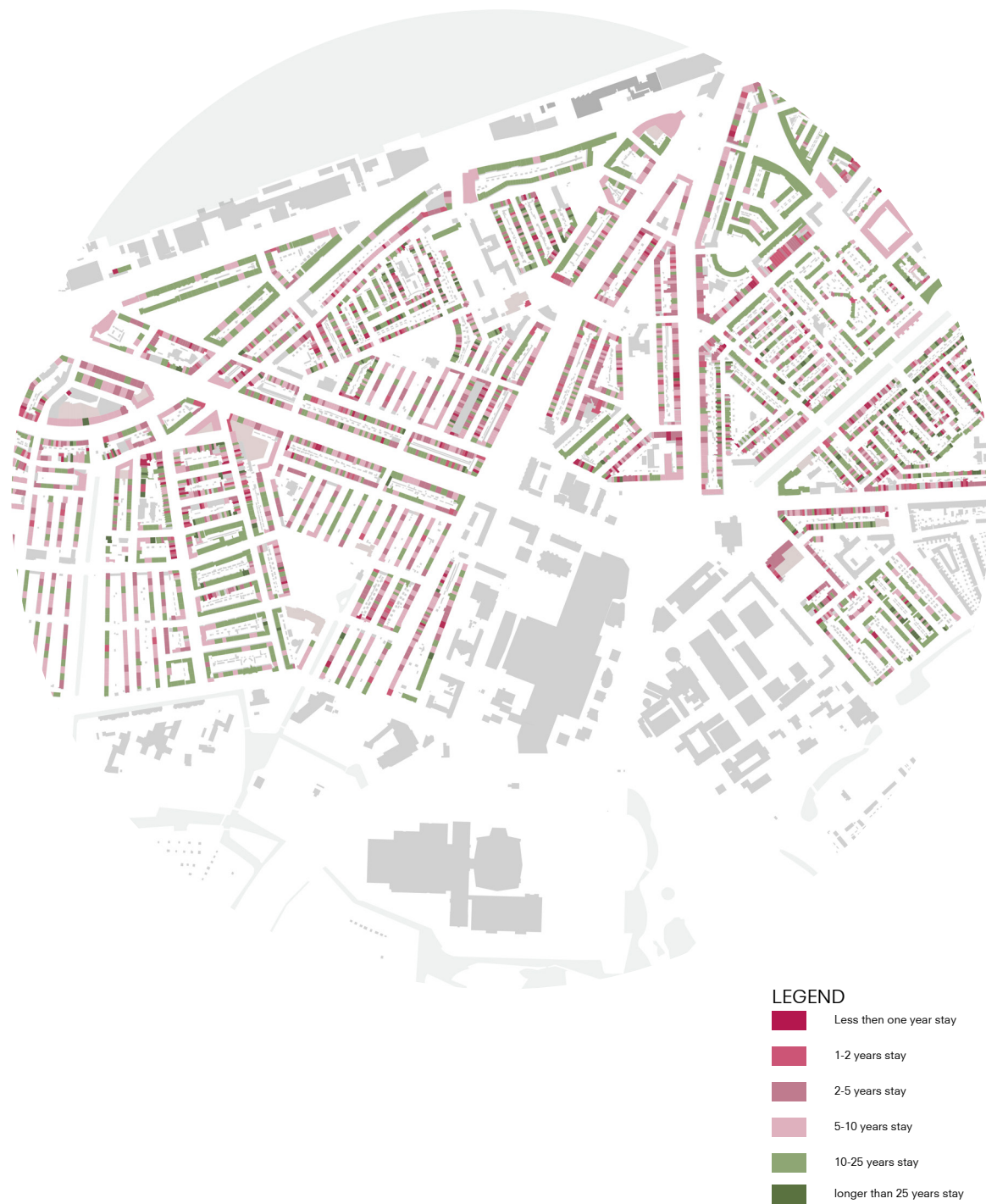


Fig. 17 Housing temporalities map based on length of stay; image by author

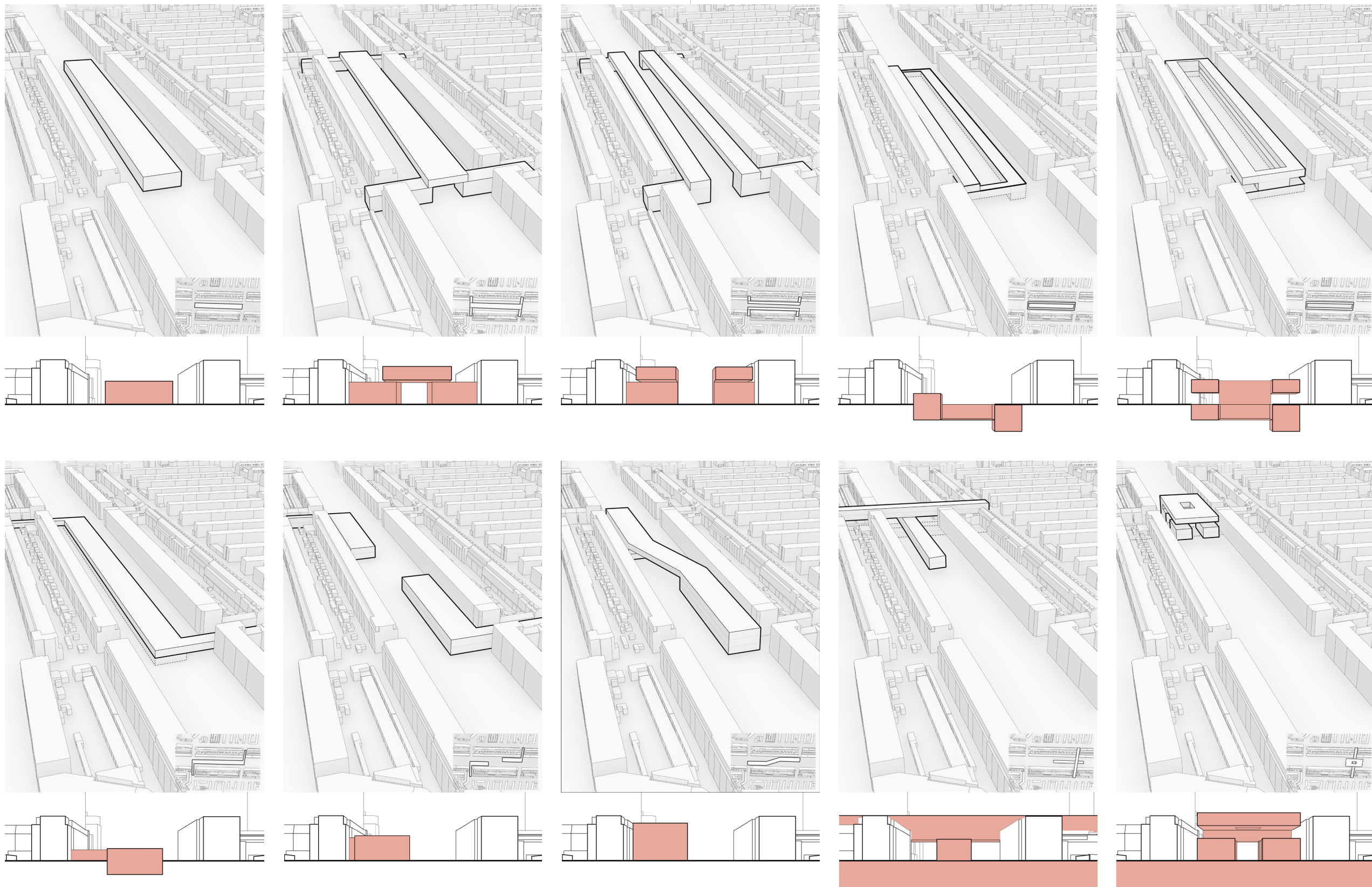


Fig.21 Mass study variants; image by author

APPENDIX 2. PROGRAM STUDY

Urban intervention is meant to address all age groups visible in the community. Such approach would allow for engagement of all the social groups within the area. Quality public space cannot currently be found nearby, and hence the population of the large and repetitive urban blocks does not have access to one. It is important to provide a usable solution, while keeping in mind the different goals and needs of users. Thus, the analysis of the possible function was focused on the global dependency of the users: while external visitors seek commercial and consumption activities, they contribute to creating income for local businesses. The attractor, based on the location and potentials analysis was established as exhibition space. The Ahoy name would provide sufficient interest for the global audience, which could be directed towards community scale exhibition directly after. Furthermore, a liquid transition towards showcase of the local craftsmanship products from the local factories and artists immediately after could provide an increase of sales and further growth of business opportunities.

Another key function, related to such scheme is the event venue that could bring the community together for kids’ theatre performances or small music concerts, and would be a local answer to the international Ahoy arena on an affordable scale. Together with meeting and rehearsal rooms it could encourage an establishment of creative environment for all age groups.

Last pillar would be the commercial area. Currently, Zuidplein shopping center provides a very limited option for an original setup of stores and rather encourages chain, repeatable shops. Thus, an intervention would bring an addition of more personalized and flexible retail that could become a representative area, and at the same time provide a range of small-scale spaces with inexpensive rents for local displays of one-of-a-kind products. Finally, a small-scale gastronomy site would be an attractive way to provide a creative and permeable mix of culinary and social experiences. The restaurants units could take form close to a market structure, allowing for small ownership exchanges without losing coherence of the entire venue. The expansion of the gastronomic services could also provide the necessary business boost to the area, as the Ahoy attendees could visit the local sites before or after particular events.

The functions are designed in a way to bring prosperity and stability to the area. Targeted groups for architectural intervention are therefore

mostly a variety of young adults that recently moved to the area. In the present chain of events, once they reach a specific wealth and prosperity level, they tend to move to more suburban areas. With a quality commercial and public spaces, it would be possible to perceive the region as a place to stay. Moreover, it is in line with the average age on the Ahoy visitors, hence outside visitors that happen to spend time in Hart van Zuid might also contribute to the upgrade of the region. Considering this, series of reference studies have been conducted to recognize the network of supporting functions (fig. 22, 25) and the routing within the existing examples of exhibition and commercial architecture (fig. 23, 24, 26). Based on findings of those, final proportions and relations for the intervention have been established (fig.27). Specifically, 13.5% of the total area has been dedicated to the exhibition function, with the distinction towards the global, Ahoy history-related displays and the local craftsmanship exhibition; 9% arranged for theatrical and event spaces. Similarly, commercial spaces have been divided into retail (31.6%), and consumption (13.5%). Other fuctions occupy the remaining surface area (32.4%), and can be grouped into offices, support spaces, technical facilities, circulation and installations.

PERMANENT TRANSITIONS

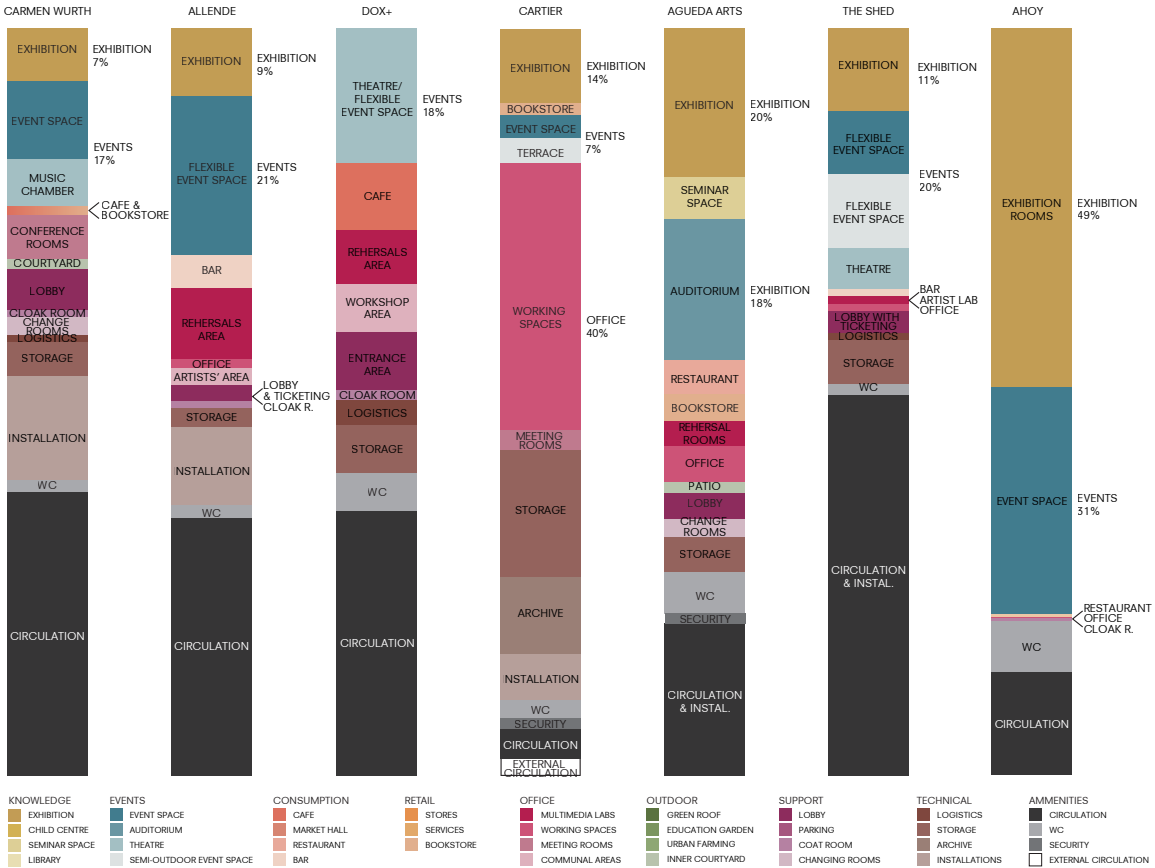


Fig.22 Functional analysis in reference exhibition centers; image by author



Fig.23 Analysis of accessibility in exhibition center Ahoy on site; image by author

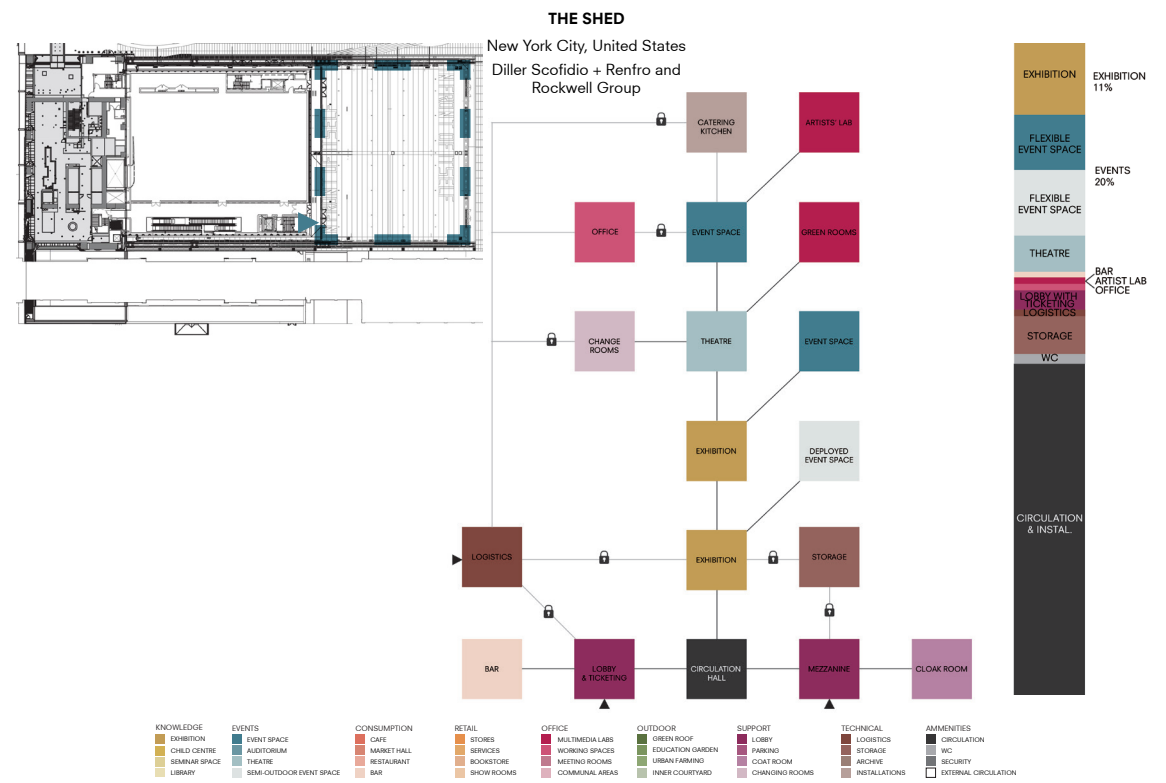
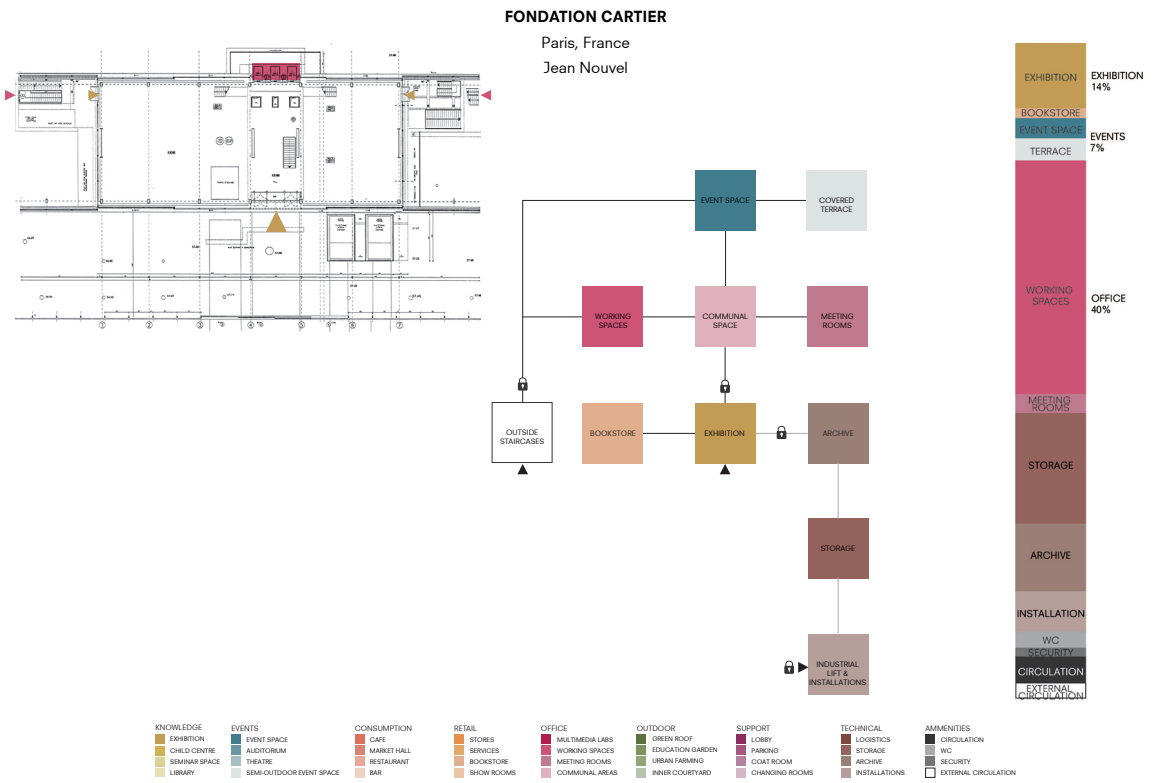
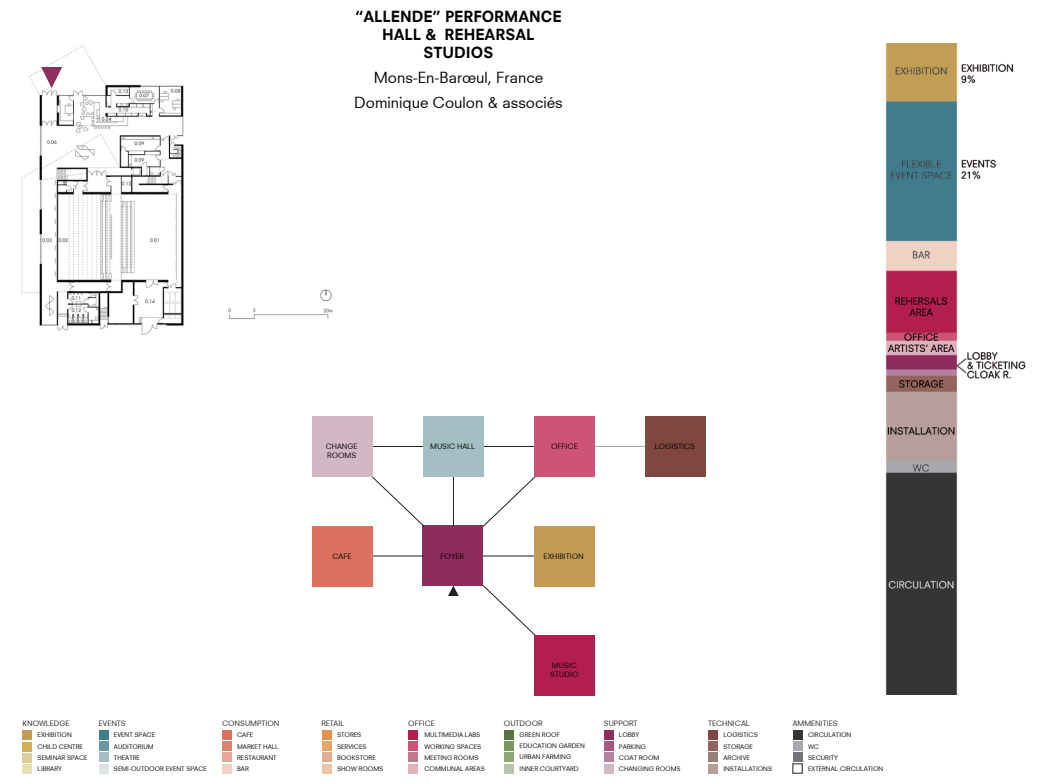
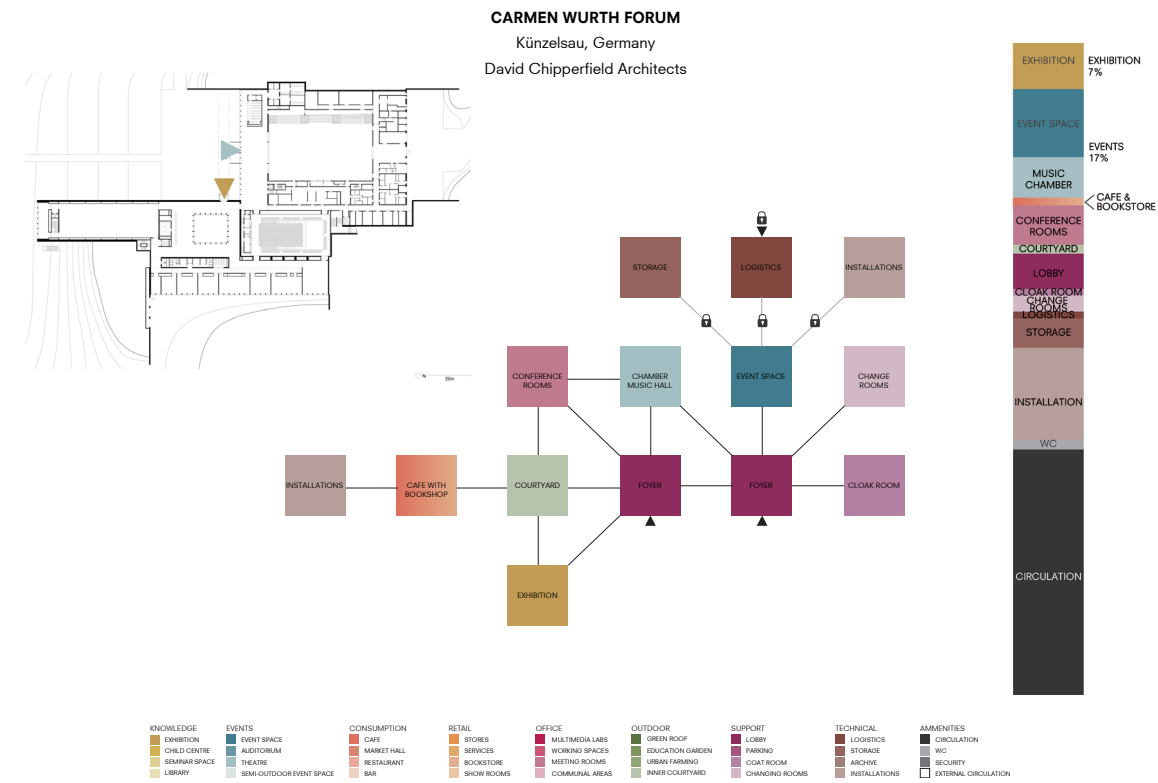


Fig.24 Analysis of accessibility and program distribution of reference exhibition centers; image by author

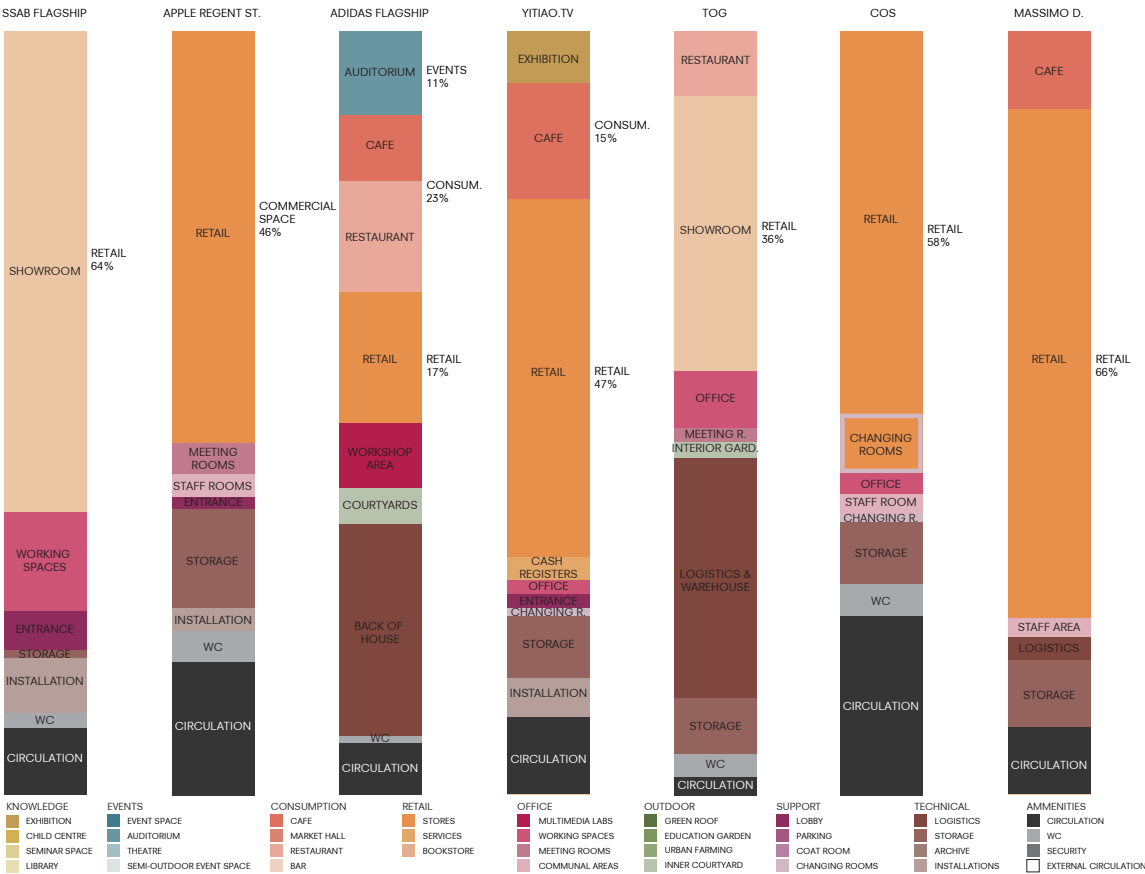
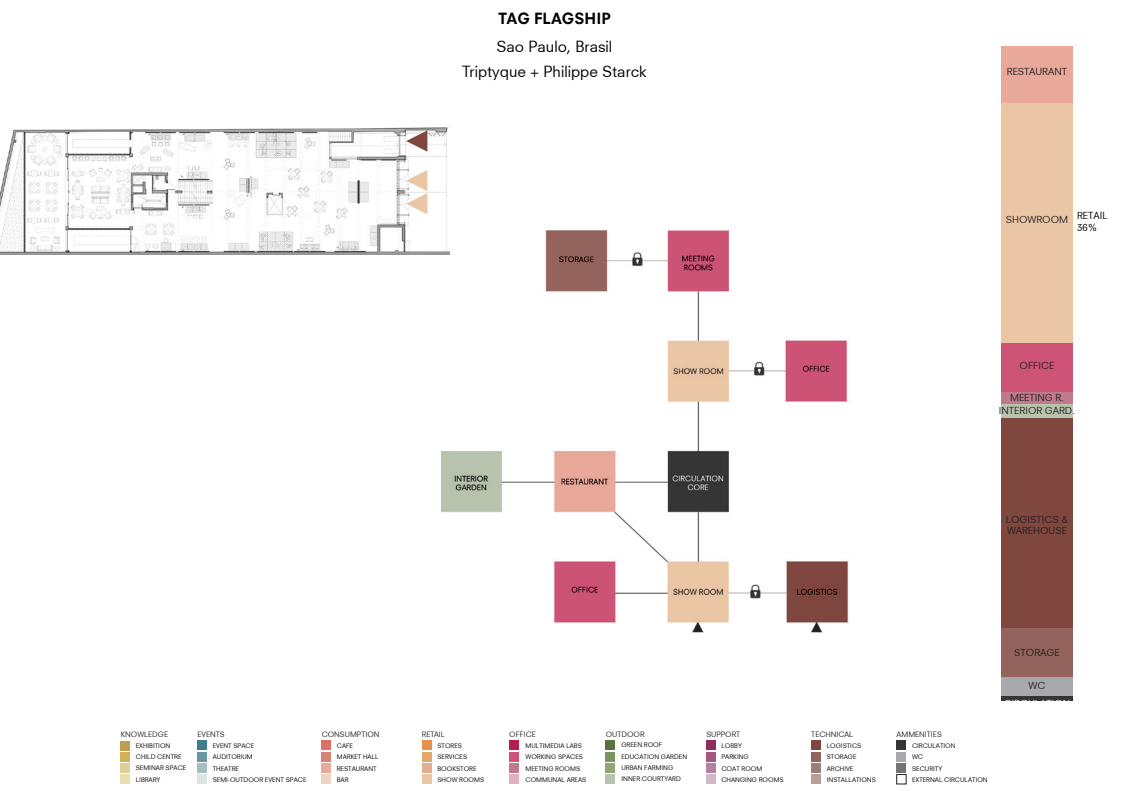
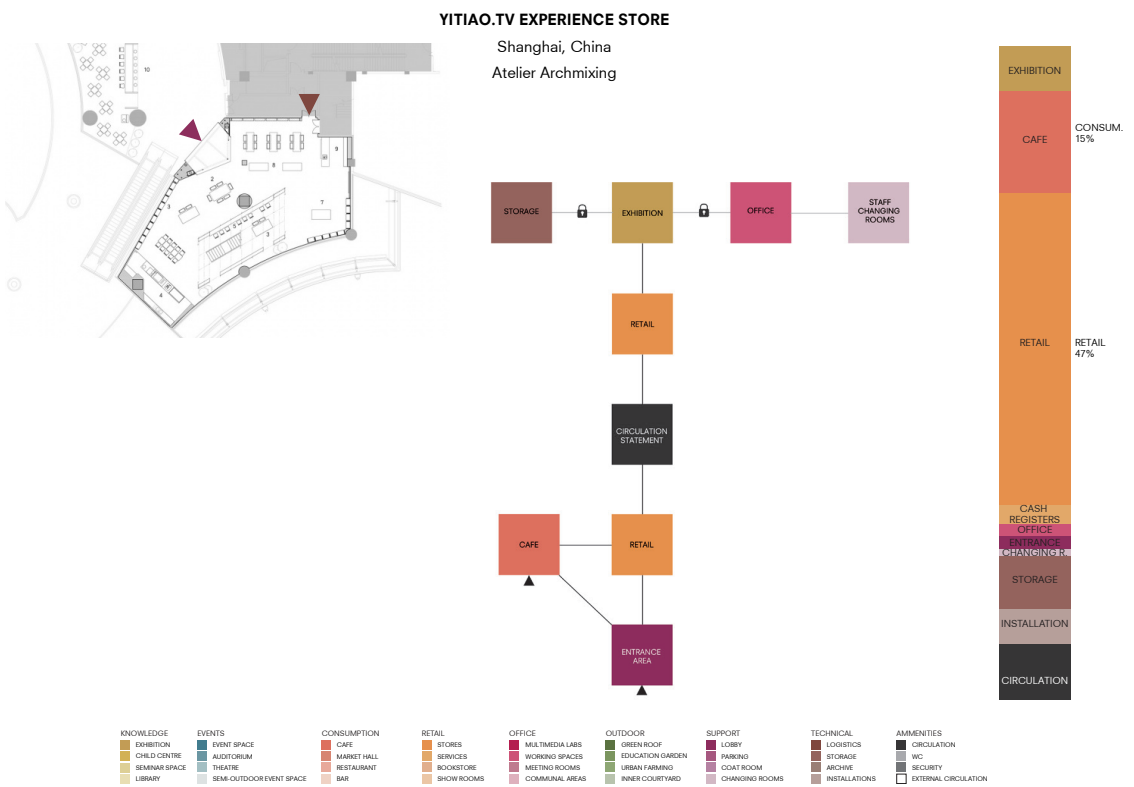


Fig.25 Functional analysis in reference commercial architecture; image by author



Fig.26 Analysis of accessibility and program distribution of reference commercial architecture; image by author



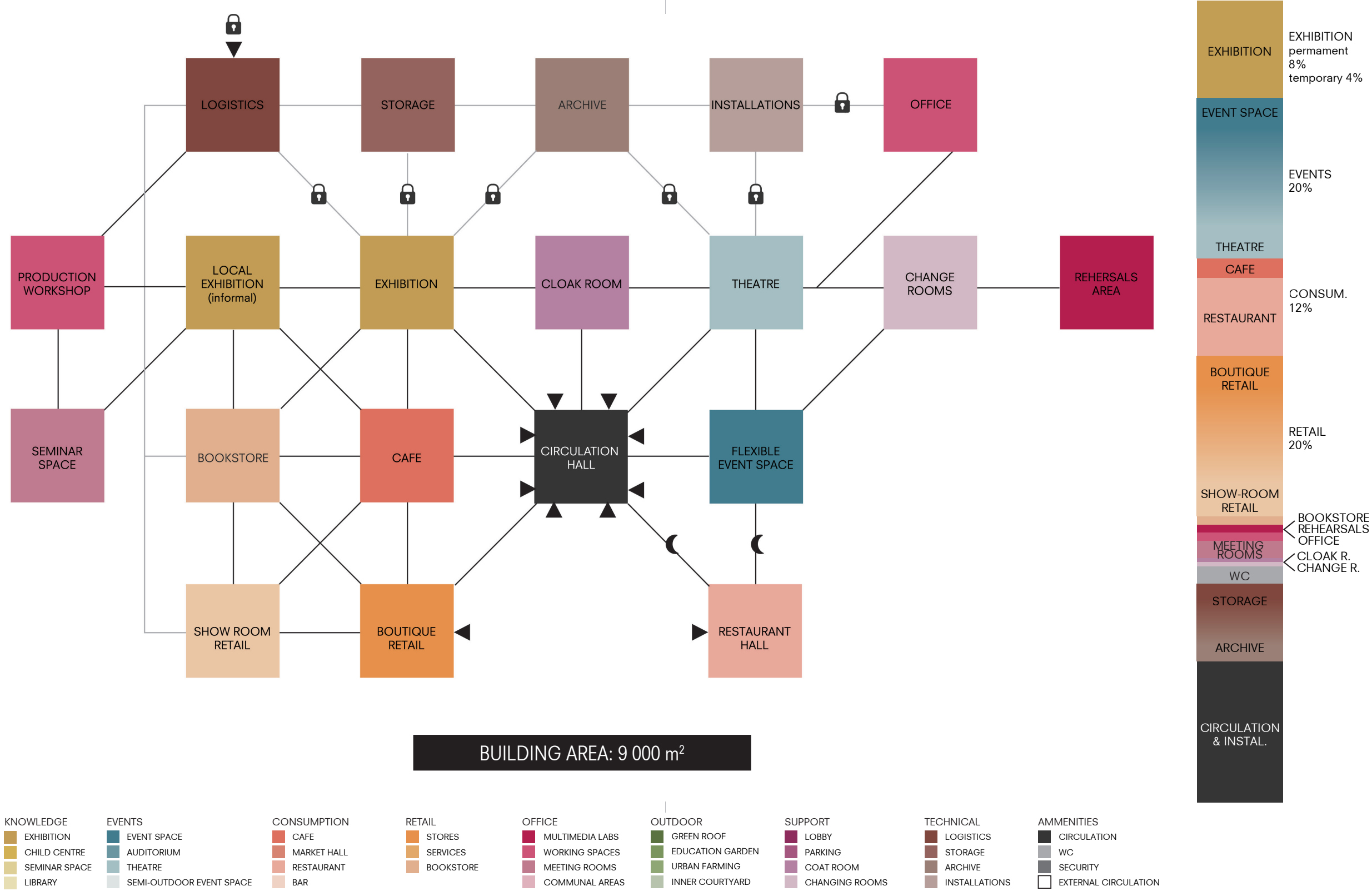


Fig.27 Proposed programmatic brief for the intervention; image by author

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