



A PUBLIC EXPERIENCE
TO THE OTHER SIDE

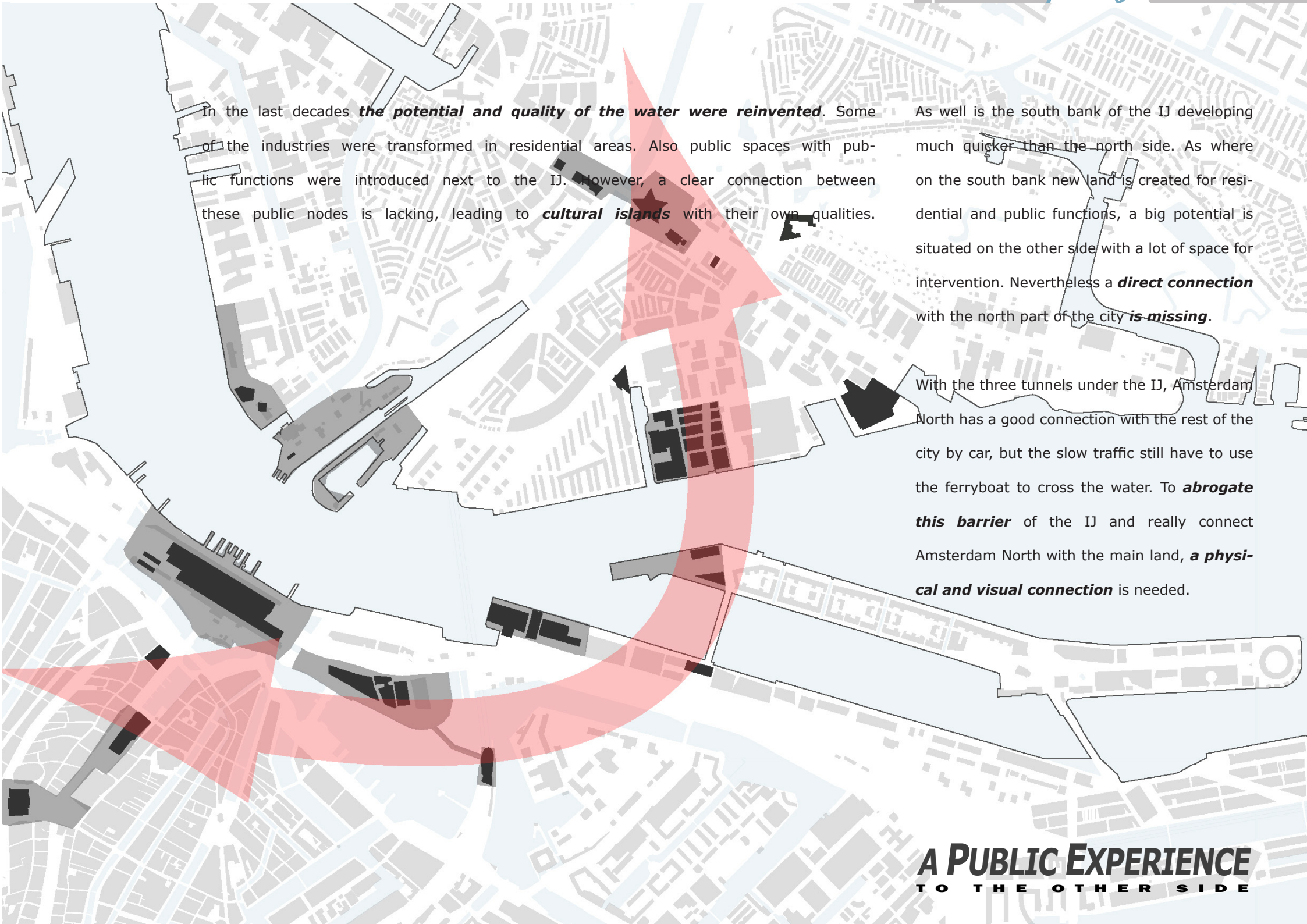


PROBLEM STATEMENT

Over history, Amsterdam has been a city **formed and orientated at the waterfront**. The trade over water influenced the city for centuries, but because of the inventions of train and car the IJ partly lost its transport function. Over time **the industry along the water was neglected** and the warehouses as well as the central station fenced off the waterfront.

Amsterdam North is a part of Amsterdam that has always had a strong relation with this waterfront. With the opening of the North Sea canal in 1876 Amsterdam was in need of new industries and **created more land in Amsterdam North**. However, these industries were abandoned or transformed over time.



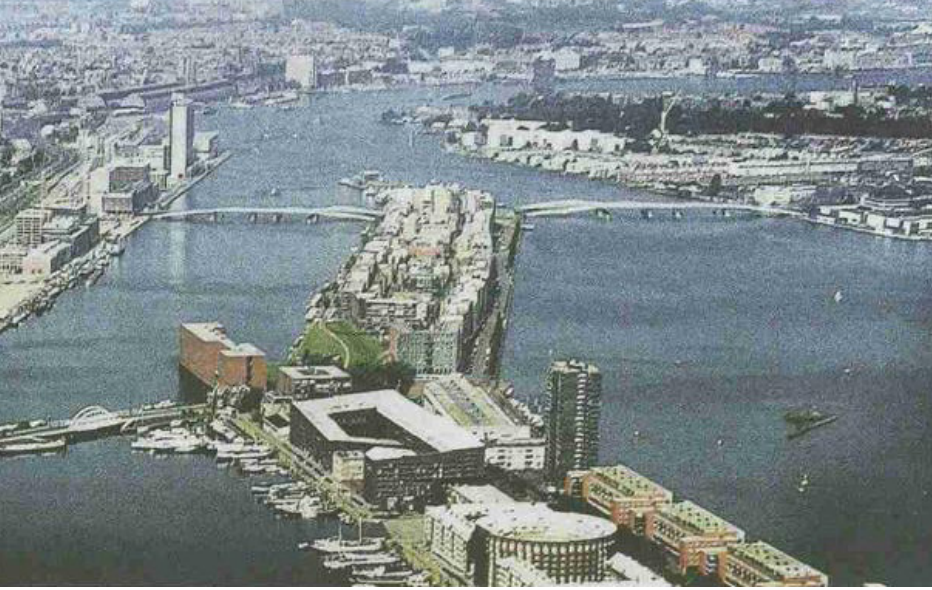


In the last decades **the potential and quality of the water were reinvented**. Some of the industries were transformed in residential areas. Also public spaces with public functions were introduced next to the IJ. However, a clear connection between these public nodes is lacking, leading to **cultural islands** with their own qualities.

As well is the south bank of the IJ developing much quicker than the north side. As where on the south bank new land is created for residential and public functions, a big potential is situated on the other side with a lot of space for intervention. Nevertheless a **direct connection** with the north part of the city **is missing**.

With the three tunnels under the IJ, Amsterdam North has a good connection with the rest of the city by car, but the slow traffic still have to use the ferryboat to cross the water. To **abrogate this barrier** of the IJ and really connect Amsterdam North with the main land, a **physical and visual connection** is needed.

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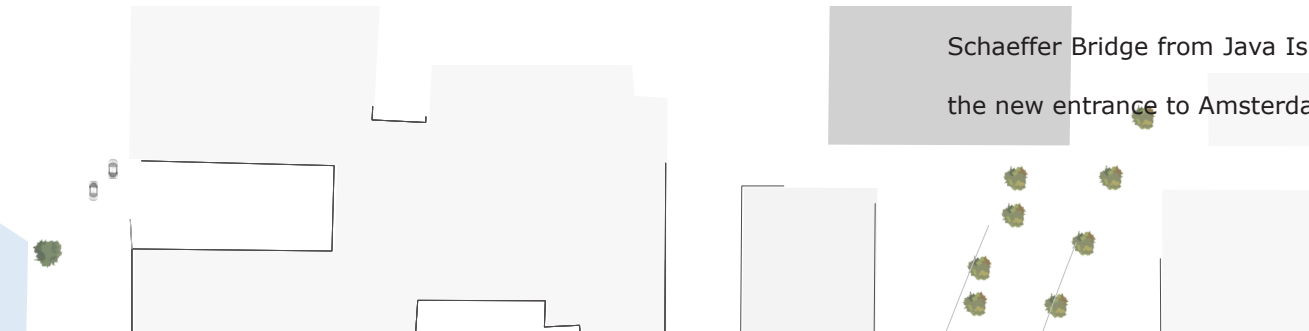
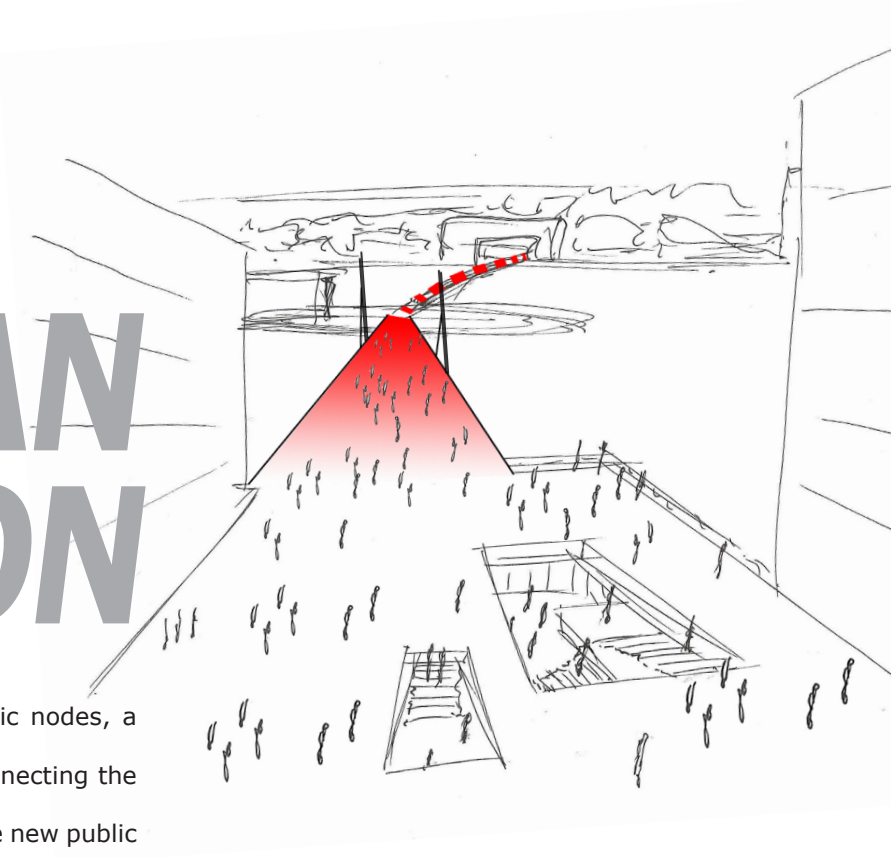


URBAN INTERVENTION

To create a direct connection with Amsterdam North and to link the different public nodes, a bridge for slow traffic over the IJ is needed. Here by **a public route is created** connecting the public nodes to the other side of the water continuing in Amsterdam North towards the new public node created by the North-South line.

A bridge crossing the IJ close to the city center will create **public flows in both directions** and is most obvious where the IJ is the smallest. Therefore extending the Jan Schaeffer Bridge from Java Island will create the new entrance to Amsterdam North.

The Hamerstraat area as the location for this new public node has a strong identity with heritage, abandoned industrial buildings and lots of open spaces near the waterfront. A **higher density** with a variety of functions will create **livability** and together with the bridge will give possibilities for public functions.





The bridge to the other side of the IJ will be an **experience and interaction with the water** ending in a new spot, a new public node as an **entrance and catalyst for Amsterdam North**. This place will become a new public node in the network with public spaces and function interacting with the waterfront.

An area for **creative industry** with a program complementary to Amsterdam North combining the old and the new buildings will create a public node with **local and city oriented functions**. The interaction between public spaces and public functions in the old and the new buildings will form an area which will be the catalyst for the rest of the district.

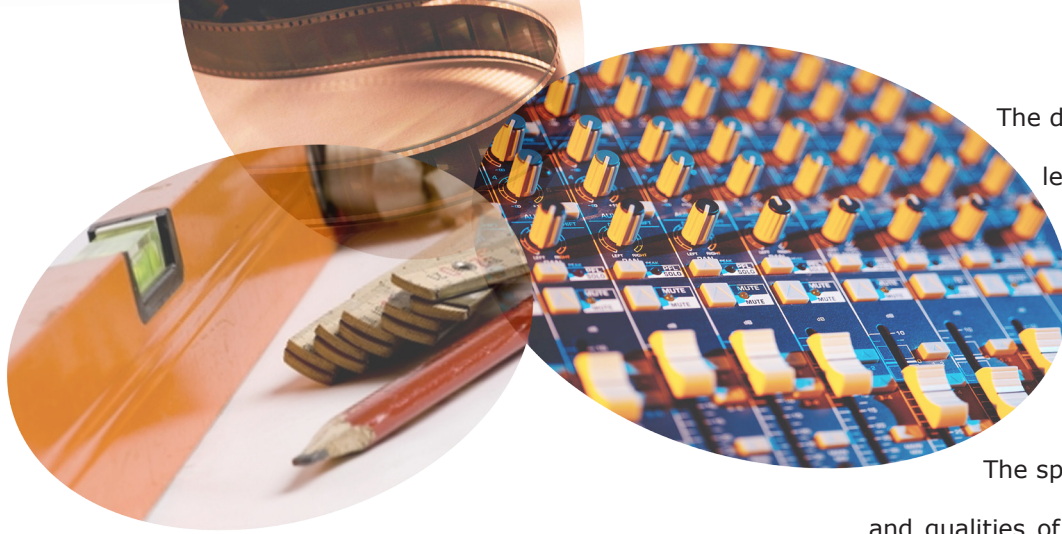


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The background is a detailed architectural sketch of a modern building complex. The sketch uses fine lines to define the structure of several multi-story buildings. One building on the left has a prominent, circular, scribbled-out area on its facade. The foreground shows a street with some figures and a railing. In the bottom left corner, there is a circular inset image of a film reel, rendered in a metallic, copper-like color.

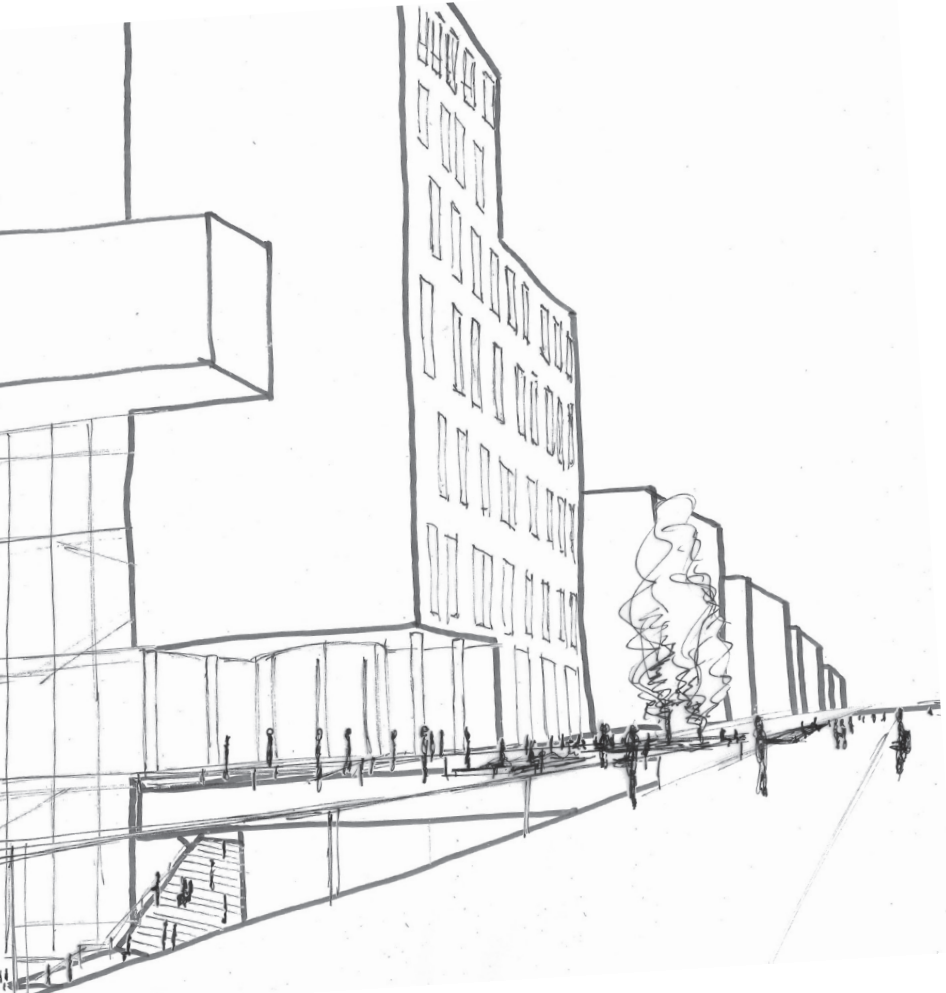
ARCHITECTURAL ASSIGNMENT

This new public node is created by the new route forming an **urban corridor**. Following this route, new blocks are situated in a fragment way with increasing height towards the waterfront. The buildings have mixed uses orientating on a **big variety of public** and compliment on the main programs situated in Amsterdam North which are the **film** industry, the **music** industry and **craftsmanship**. This last one is a common theme in the hamerstraatarea since its existance.

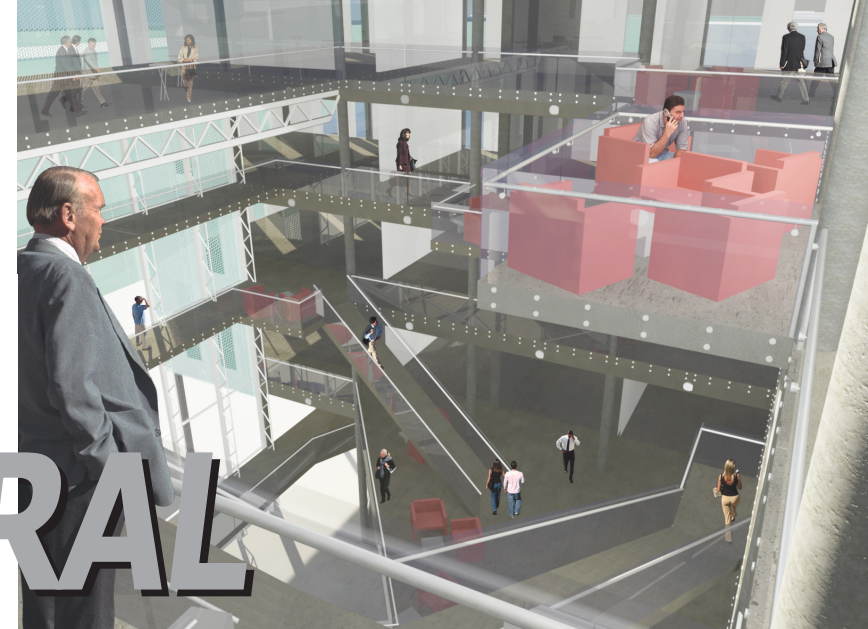


The different public buildings create the connection between the two main levels in this area: the **platform level** with its connection to the old heritage and the waterfront and the **new bridge level** of the urban corridor. Stairs are (in that way) extending the urban route through the building to the other level.

The spot where the bridge from the city center intersects with the heritage and qualities of North, a **gate** is formed by two building blocks creating the **new entrance** to the district. Here a public space will be introduced connecting the **public route** to the waterfront. This public building with the surrounding space will form the architectural plot.



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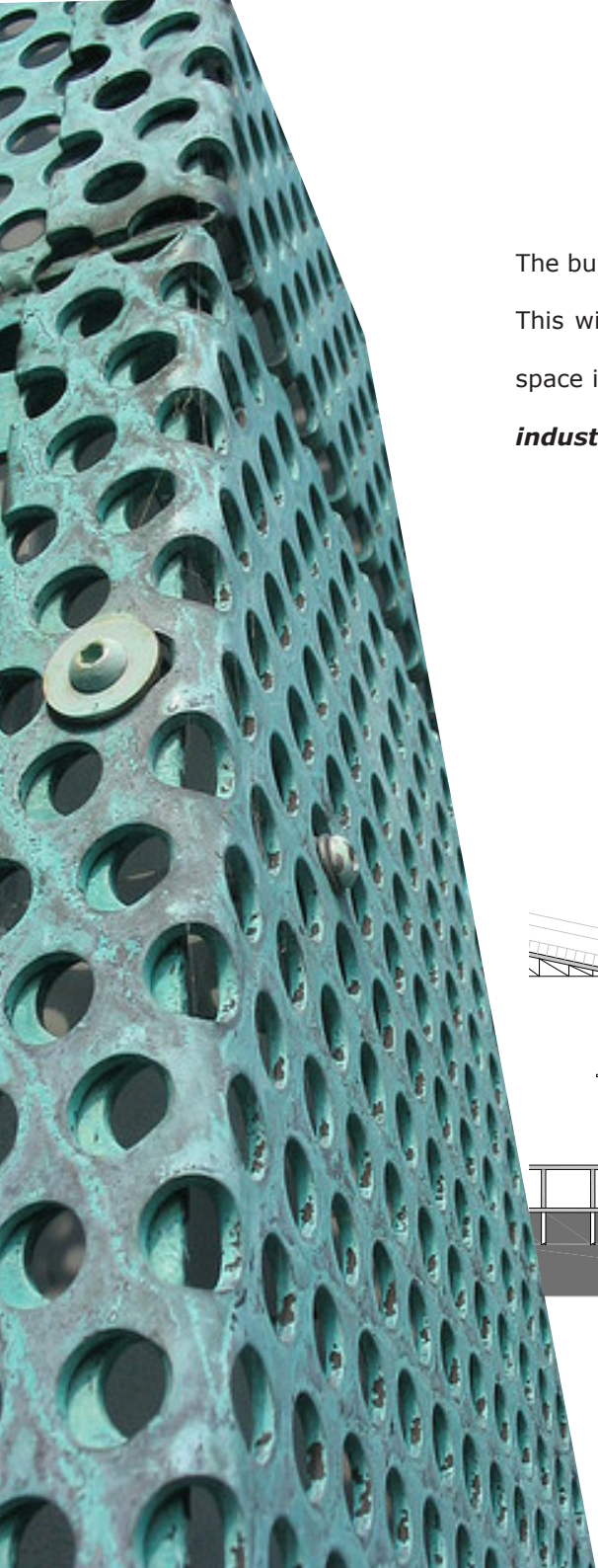
ARCHITECTURAL PROPOSAL

This public building will be **a cultural centre for different tenants**. From conference spaces, meeting rooms, creative studios and working spaces to cafeteria, exhibition spaces, foyers, auditorium and a performance space. A great mix of different users will **meet and interact** at the in- and outside of the building.

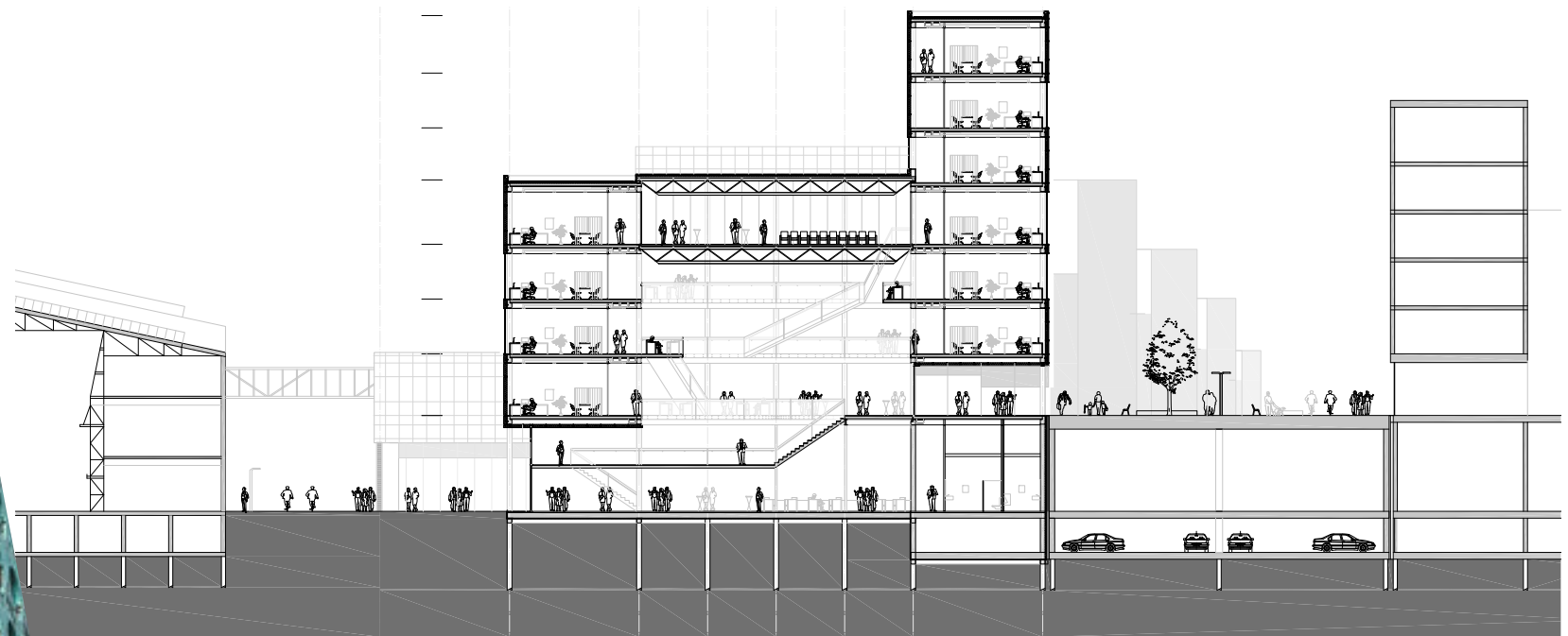
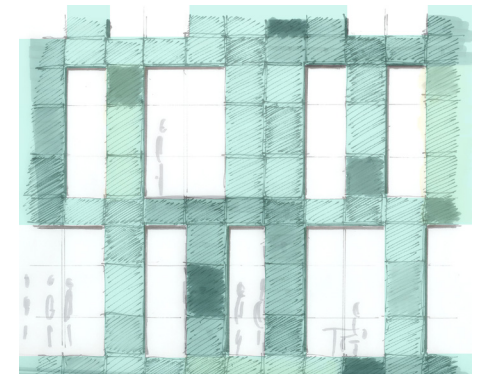
The building has a strong **composition orientated on the waterfront**. An atrium is introduced so all the different functions have an interaction with the waterfront and the public space created by this atrium.

Continuing the urban intervention inside the building will create spaces where public flows and different tenants of the building will interact. This **interaction between movement and stay**, the gathering of different public using this spot and activating the potentials of this location on the waterfront will change this space into a place.





The building itself creates a cultural and creative environment for a ***diversity of activities***. This will be mostly be orientated on the first two floors with the continuity of the outside space inside. Esthetic will the building react on its surroundings and will have a ***rough and industrial appearance*** with materials expressing the composition of the building.



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SPECIAL THANKS TO

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