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# **Research Methodology**

# Typological and field-based ethnographic research on the ephemeral use of space in Amsterdam

## Introduction

In short, the thesis research revolves around a central theme: ephemerality that is the quality or the state of lasting a very short time. The theme was inspired from an exhibition on the research of ephemeral urbanism by Rahul Mehrotra during the 2016 Venice biennale. The exhibition presented various flexible architectural and urbanistic configurations that appear and disappear at a very short period of time across the globe. The research places a particular focus on the dimension of time, which resonates with the bigger theme in my studio chair, Complex Project, which is about the city of Amsterdam in the timeline of 2050. While the dimension of time (vision from 2017 to 2050) plays an important role in the theme of Complex project, it is found that the general research approach mainly focuses on the spatial dimension of urban form at different scales, such as mapping of the city solid/ void in figure-ground representation, analysis of an urban block or drawing details of street element, yet the research on the different dimensions of time seems to be lacking. In this regard, the emphasis on time within the research theme of ephemerality intrigues me to move towards this direction.

“How can the future city (Amsterdam metropolitan area) proactively plan and facilitate the ephemeral use of space” become the central research question after a series of preliminary research and thinking. Pre-given by the studio chair, the site for the thesis project will be located in Amsterdam new west, Sloterdijk. The research question will lead to a thesis design project as a response to the site situation (potentials and current problems). Despite the limitation on the scope of site implementation, the field of research will be expanded to the entire region of AMA (Amsterdam metropolitan area) so that the project will have a more comprehensive insight on the ephemeral use of space across the city and it will eventually inform the bigger urbanistic vision embedded in the design project in Sloterdijk at later stage. The main research question embarks

more questions at different scales . Above all, it is crucial to dissect the main questions into various sub-questions to gain a deeper insight on each key conceptual component within the question. Moreover, each key conceptual component involves different frame of reference and require a different research approach respectively. The ephemeral use of space, for example, is the basic concept in the question. Yet, the method to research on what is the ephemeral use of space will be different from studying how the space is used temporarily. Similarly, the approach to find out the meaning of the phenomenon to the city of today and to the future will be different from the previous. Therefore, the following is a brief account on the research methodologies with respect to each sub-questions.

### Research-methodological discussion

To address the central research question, it is crucial to gain knowledge and have an overview of the phenomenon. What is it exactly and what are the parameters/ characteristics to define it so as to categorize them into different sub-groups? Typological research will suit the best in this regard. In the Ephemeral Urbanism: Cities in constant flux , Rahul defines each of the individual 'event' with parameters such as duration of the event, area used by the event as well as the number of participants. He further proposes 7 taxonomies to put them into different 'types' of event according to the purpose of the event. While Rahul's research contribute knowledge on the urbanistic scale of the phenomenon, there are several researches focusing on small scale temporary use of urban space and vacant space. Temporary city by Peter Bishop and Lesley Williams , Urban Pioneers by Berlin's Urban Catalyst and Loose Space edited by Karan Franck and Quentin Stevens are some of the examples. In order to gain a comprehensive knowledge and overview of the various ephemeral use of space across different scales, an inventory of ephemeral use of space will be established with collection of several factual data (parameters) such as the size of the event (determined by the number of participants), area it occupies, and duration. An inventory of each event venue will also be made including data of the size of venue, configuration of the building footprint, mapping of the location and so on. It is attempted that the research on the typology of event venue will bridge various typologies of ephemeral use with respect to different spatial qualities to generate more understanding on the spatial-temporal relationship between the phenomenon and the city and eventually will be translated into spatial and temporal parameters of the later design project.

Yet, the typological study is limited to only give knowledge on the quantitative dimension of all ephemeral use of space. It is hard to gain insight on how the space is temporarily used and what are the meanings it produces during the process. In this regard, it is necessary to conduct on-site research and participant observation to understand the process. This methodology resonates with a bigger research method which is the site-based ethnographic research on public life. There are few prominent research studies that help frame my approach to study public life, including the case study on urban marketplaces in *Research Method for Architecture*, Jan Gehl's *How to study public life*, *Life between buildings: using public space* and the *Hidden dimension* by Edward Hall. Multiple site visits are made intentionally at different time of a day (e.g. day vs night), different days in a week (e.g. weekdays vs weekends). On site documentation includes photography of the process of ephemeral use (e.g. the set up and close down of weekly market), in-situ sketches on the movement of people with respect to the qualities of the surrounding setting and so on. Post-situ drawings are also made to further analyze and highlight the relationship of materials (e.g. market cart) and the process of the ephemeral use of the space with reference to the photography, the geo-tagged and time information within each digital picture. With such approach, a more detail and emic perspective can be gained on how the phenomenon is produced and how it contributes to the vibrancy of urban space. The knowledge can in turn contribute to the programmatic and circulation requirement of the later design project.

The on-site research helps produce knowledge from an emic perspective, yet it cannot fully answer the meaning of ephemerality. Why do city need ephemerality? What does the city gain from ephemerality? What does ephemerality mean in the future? To gain a bigger picture of the issue, an etic yet qualitative research methodology is needed. Critical discourse analysis is a suitable approach in this regard. A series of urbanistic and architectural research projects and essays are collected to study and compare. These are a broad range of theories and concepts that touch upon any related ideas on temporary use of space. Some are more directly related to ephemerality and some share linkage through urbanistic theories with the theme such as *Open City* by Richard Sennett, *Kinetic city* by Rahul Mehrotra as well as some urban and architectural design project such as *POST-IT CITY*, *PackCity* and more. Using the methodology in comparative literature, a series of future vision documents are also studied to gain insight on the economic and ecological forces and relative perspectives towards the future. It is an attempt that the project will benefit from cross-disciplinary research to enrich and build up an assertive economic, social and ecological argument towards the future of 2050.

## Research-methodological reflection

The study of type has a long history in the field of architecture. Jean-Nicolas Louis Durand and Saveiro Muratori are two of the many architects who contributed to this approach . Durand, one of the initiators of typological study in the 19th century, investigates the build form of churches from different periods and group them into different typological family according to certain spatial characteristic they share .Similar approach was used by Saveiro in his typo-morphological study . In both approach, built form becomes the focus and drawing becomes the main analytical as well as the projective tool. Their research methods provide a very crucial reference to my research. Yet, considering the morphology of the built form is not enough in this case. The typology of sectional relationship between the event venue and its immediate surroundings can reveal more information. It seems rather direct to research the types of event venue where temporary use of space happens. Yet, when the space is combined with the temporal parameters, it becomes harder. Despite the useful historical development of typological study as the point of reference, a series of research on the ephemeral use of space can shed some light on how to research time. The ephemeral urbanism research by Rahul offers a valuable reference. In his research, each individual event is presented by a bar of timeline. When they are put together to compare, it becomes obvious of what type of event it belongs in terms of time (e.g. a continuous event, a one-off event, a regular event every once in a while, etc.) Yet, the time bar fails to incorporate spatial factors. On the contrary, the research by Peter Bishop, for example, on small scale urban temporary intervention produces diagrams and drawings that effectively reveals the size and shape of the space that the event occupies. -Having all the reference in mind, a series of diagram and matrix are produced (shown in figure 1) When we put the matrix and the typological study of event venue together, multiple relations can be drawn to reveal different layers of the question: what is the ephemeral use of space in Amsterdam.

Ethnography has been used in urban anthropology, human geography and sociology to study the lives of people in various places in the world . Yet, it is also a growing practice to conduct site-based research in the architectural professions. Wendy Gunn, Alben Yaneva and Aina Landsverk Hagen are some of the researchers who spent a great amount of time to investigate architectural practice itself on day to day basis . There are some researchers whose investigation are more related to the study of public life. The study of Tokyo fish market in Theodore Bestor's Tsukiji and the research of Porta Palazzo market



in Turin by Rachel Black are both very interesting examples. These are good methodology references yet the output of the research after the period of fieldwork is mainly presented in written form. Despite the power of words, spatial and temporal qualities cannot be fully revealed in detail and visualized. In this regard, the years of research on public life by architects such as Jane Jacobs, William H. Whyte and Jan Gehl can offer an insightful reference. Jane Jacobs is one of the pioneering journalists and researchers in developing method to investigate the interaction between life and space at the beginning of 1960s. In her book, *The Death and Life of Great American Cities*, she wrote about her first person observation in the streets of Greenwich Village in New York City. Inspired by Jane, William H. Whyte started to use camera to take time-lapse photographs to observe social life in small urban spaces. Filming is also another tool he deployed in his research. In 1980s, researchers such as Peter Bosselmann recognize the fact that interaction between life and space takes place in time, therefore it is necessary to study processes to register human activity in relation to physical environment. In Jan Gehl's books on public life study, he introduce and analyze in full detail each method used by previous researchers including the study of process, the use of photography, filming, sketching and so on. These research methods cover a broad spectrum of issues in public life, and not every aspect is relevant to my research questions. Due to the limitation of research time, focus is placed on specifically certain activities (weekly markets, local festivals etc.) rather than a comprehensive and months-long on-site research. This research share more similarities in technical aspect of the method with the above references than the scope and aspect of those studies. Applying the method on focused event can in turn generate precise understanding on how the ephemeral use of space operate in public space and potentially on the meaning generated during the process.

## Positioning

In all, inspired by the theory and research by Rahul, it can be concluded that the research adopt a theory-led approach, using theory as the point of departure. Context as well as methodology come as the second building block to build up the thesis. Different methodologies are used with respect to each specific question. The typological study offer an etic and quantitative approach to generate knowledge on an overview of ephemeral use of space in Amsterdam. To compliment the detachment from real life in the first approach, on-site study of public life offers a qualitative and emic perspective. It is also found that an etic but qualitative research is necessary to generate more understanding in the meaning behind the phenomenon that a first-per-

son experience and typological study cannot offer.

The adopted research methodologies resonate with few epistemes that frame the view to understand the phenomenon and, in turn, to generate new understanding. Typology is an obvious frame of thought throughout the research. With respect to the aforementioned references, it is expected that with the same episteme, the research can generate new knowledge on the typology of event venue as a tool for the city to proactively plan for the ephemeral use of space. On the other hand, praxeology is another frame of thought embedded in the study of public life, viewing the built environment as the stage for everyday practices. Within this thought frame, the research focuses on finding meaning not exactly about the phenomenon in daily life but special moment that happen every once in a while in public life. There are not just value attached to the special moment (temporal factor) but also the space and material at that moment (spatial factor). The enquiry on the meaning of this aspect resonate to the thought frame within material culture studies. Arjun Appadurai, Ian Hodder, Victor Buchli and Joseph Rykwert are some prominent researchers in this aspect . Same lens can be applied when looking at the biography of a vacant space and how it is commoditized when used temporarily . ↯

Research on temporary urbanism is in its infancy . Within the small amount of published work about this area, it appears that there is a clear division and a gap between ephemeral phenomenon at its biggest urbanistic scale and to the other end of the extreme, small scale bottom-up intervention. A research of the overview is lacking and it is partly due to the lack of appropriate research tools to bring different scale of event in a comparable manner. To depart from the established connotation of ephemerality in the city, namely bottom-up, small scale, secondary, transitory and so on, new research tools should be explored by combination of several aforementioned research methodologies and epistemes. Moreover, most of the existing research relate their study to ideas of an alternative or a more flexible urban planning . Yet, it is found that the linkage between the case study and the planning theory is certainly missing. A deeper research into the meaning of such phenomenon to urban planning should be studied before any conclusion can be made on what form of urban planning should the city take. There is a growing interest in legitimizing the temporary use of space in the city especially in Amsterdam, taking the success of NDSM-wharf . Therefore, it is crucial to conduct further research on ephemerality in the city so as to generate new insight into how the city can proactively use ephemerality as a tool in planning.

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# **New Urban question**

# Ephemeral Use of Space From bottom-up, informal use of space to an open city

## Abstract

The essay focus on looking into the bottom-up and informal use of space usually found in urban wasteland. The essay is aimed to explore what is the meaning of temporary use to urban development and its underlying urban theory. What can be learnt and in return, inform the future urban planning.

In short, the thesis research revolves around a central theme: ephemerality that is the quality or the state of lasting a very short time<sup>1</sup>. The theme was inspired from an exhibition on the research of ephemeral urbanism<sup>2</sup> by Rahul Mehrotra during the 2016 Venice biennale. What intrigue me the most the nature of the use of space -- ephemerality.

Temporary uses are not marginal phenomenon nor novel manifestation in urban context. In the second half of the 19th century, shanty towns were widespread on the urban periphery in Europe<sup>3</sup>. From the late 1920s to early 30s, squatter settlements and self-built structures flourished in the wake of great depression<sup>4</sup>. Emergency housing were widespread in Europe's devastated cities after WWII<sup>5</sup>. Closer to recent days, various urban bottom up intervention and temporary programming of vacant space in postindustrial cities are not hard to be found. Temporality can also be found in the rising hip culture of "pop-up" across global cities with various pop-up retail shops, restaurant, theater and so on. This phenomenon seems to be in line with the characteristic of flexibilization and dynamization of social processes found in post-Fordism economy<sup>6</sup>. It also reflects a boarder trend that includes the "eventualization" of urban spaces as well as the spatiotemporal dynamization of services<sup>7</sup>. In many cases of temporary use in cities' neglected space, the stakeholders are usually financially unsound players who are often excluded in the process of mainstream urban development. Yet, they usually hold a great deal of non-monetary resources such as unofficial network, people power, creativity and specialized knowledge. In some successful cases, the temporary users create new urban hot spots or even breeding grounds for innovations and new trends<sup>8</sup>. It raises

questions about the meaning of temporary use in urban development and its relation to the current global socioeconomic forces.

Research on temporary urbanism is in its infancy<sup>9</sup>. Yet, there are several important publications and researches dedicated in this area. The Ephemeral Urbanism: Cities in constant flux<sup>10</sup> by Rahul Mehrotra, contributes investigation of super large scale of temporary phenomenon that, in most cases, appear in city-scale. The Urban catalyst: the power of temporary use written by a group of urbanist based in Berlin provides a deep insight into interim solutions to urban problems and temporary-use projects in disuse site within cities. The Temporary city by Peter Bishop and Lesley Williams<sup>11</sup>, on the other hand, shed lights on the smallest scale of temporary use of space, including little urban interventions, popup art scenes and more case studies. There are few more related research and projects that resonate the theme of ephemerality. In all, with respect to all the valuable literature reference, the essay focus on looking into the bottom-up and informal use of space usually found in urban wasteland. The essay is aimed to explore what is the meaning of temporary use to urban development and its underlying urban theory. What can be learnt and in return, inform the future urban planning.

To precisely talk about the meaning of temporary use in urban development, it is inevitable to visit various case studies in different countries. One of the notable example would be the Spitalfields market in London<sup>12</sup>. The market hall was empty while waiting to be converted into an office complex. Yet, there wasn't enough investment incentives therefore it remained vacant for a long period of time. During the investment crisis, it is the private real estate development agency (USM) initiated the temporary informal use of the vacant space in an attempt to change the image of the place. Retail trade, flea market, covered soccer and cricket fields were the first few temporary programs to kick in. When it further developed, more temporary uses appeared such as photography studios, cultural youth centers and performance venue. From 1999, new investment plan was re-introduce to the area. The temporary use struggle to claim the space for a period of time while some programs relocated. In 2003, construction began on new office complex. In some cases, temporary uses become very successful that it is able to attain a more legitimized and formalized status in the space. The Arena in Berlin is one the successful examples. The story again began from an empty urban area, former bus depot in Treptow of 13,000 square meters. Occupation began in 1993 by actors' collective. The area was transformed into a multi-functional event venue with temporary theaters, art and music events, and sports and dining. The programs went very successful that lead to obtaining a long term lease in 1997. In some countries, the Netherlands, for example, there are attempts to use temporary use as a planning strategy and finally incorporated into a long term planning. NDSM is an example that the city gov-

ernment of Amsterdam North initiated a competition for the proposal of temporary program of the area in order to exploit temporary uses for redevelopment of the area in long term.

The three case studies are a small fragment of the bigger picture of temporary use in various types and scales. Nonetheless, a general storyline can be concluded from all these stories. It all starts with vacancy. Vacancy that is created by various reason such as failed development, contamination, legal transition and so on. People see the opportunity within the temporal windows of vacancy and, mostly illegally first then legally afterward, appropriate the unused space to initiate various temporary programs. The activities create attention which further attracts more temporary users. When there is enough interests generated in the area, investment incentives are stimulated and formal urban development kick in, the initial temporary urban uses are either kicked out or manage to find a way to continue.

It is not hard to relate the entire process to gentrification. From the case studies, it is no question that the appearance of temporary uses help gain a lot of attention to those neglected urban spaces. The image of the area is changed and eventually stimulate the development of the places. In Georg Franck's "attention economy"<sup>13</sup>, he talks about how city planning increasingly functions as city management and city marketing. It is a process triggered by attention-generating projects such as new museum, large-scale exhibitions and events. The goal is to gain attention and eventually stimulate investments and absorb a specific group of population that promises economic success. In such process, there are as many winner as losers since not all places can receive the same amount of attention. For those winners, where temporary uses and bottom-up interventions are employed, specific uses and intervention are selected for strategic culturalization and enhancement leading to social and functional homogenization.<sup>14</sup> The initial stage is filled with excitement and various transformation created by all kinds of temporary uses. Once there are enough attention from established investors and economic actors, the original initiators become the victim of their own success and are eventually excluded from the value creation chain. What takes over are the typical capitalist production, resulting in social and functional segmentation<sup>15</sup>. Taking the Spitalfield and NDSM as examples, it is with no doubt that temporary uses play a certain role in the process of urban rejuvenation. Yet, it makes one wonder if the meaning of temporary use of space only lies in the process of conditioning a place for gentrification.

To find meaning of temporary uses, one can start from looking at the beneficiaries in this process. With no doubt city and properties owners benefit the most from the gentrification process while temporary uses create new perspective on hitherto neglected area and clientele<sup>16</sup>. Besides that, the temporary users also benefit a

lot during the process. Those people are usually financially unsound players with a large amount of social and cultural capital. They usually have a high degree of willingness to improvise and commitment to their passions. The first type of users are young entrepreneurs and start-ups that use the urban niches as a springboard for the realization of an idea<sup>17</sup>. The second group of people consists of actors who see temporary use as a kind of hobby. They belong to the established social structures but at the same time, they are enjoying the freedom to pursue experimental and alternative life practices<sup>18</sup>. Moreover, the activities and uses that these temporary users intended to conduct can only afford very low rent in which private real estate market has nothing to offer. Such demand are very unstable and cannot accumulate sufficient capital to compete in “normal” conditions in real estate market<sup>19</sup>. Yet, it is the means of temporary use and exploitation of those

untapped area that allow those users and activities to survive within the crack of the regular social and economic system. The programs generated from the temporary use are very much important to the diversity of cultural production and creative industry. They also play a significant role in the vibrancy of the city. Since the temporary use offers a low entry threshold and low investment requirement, it bears a strong sense of experiment for the potential establishment of a cultural, economic or social concepts. Many temporary users are pioneers of different uses of space. They are not merely spatial consumer but spatial producers. And in many successful cases, the temporary users, especially in cultural scene, are regarded as trend setters in the city<sup>20</sup>.

Besides benefiting the financially weak actors, the temporary use of space challenges our contemporary view on the value of land. In contemporary capitalistic market, instead of handed down from generation to another, land is seen as an interest-bearing capital and it is traded as commodity. In Marx's term, the value focused in this process is the exchange value<sup>21</sup>. Margaret Crawford regard the phenomenon of significant transformation of urban space resulting from temporary use as “social decommodification of land” in which the status of land as a commodity is redefined<sup>22</sup>. The use values prevail over exchange values in many situation where, for example, vacant lots are being appropriated and transformed into various use. She take people in Detroit as an example. The residence simply take over the neighboring city-owned lots to expand their property<sup>23</sup>. The land value, i.e. the exchange value, doesn't matter there but the use value increase after being taken over. It is also possible to look at the aforementioned case studies in terms of land value. In spitalfield, the vacant place bore little market (exchange) value. When the temporary uses come in, value of the land increase in terms of use value. And the exchange value of the land increase eventually after a given time and certain attention to this area and investment interests are created. In this process, it engenders a very inter-



esting question regarding the ownership and access. It seems that it is because of the weakening of the ownership of lands make them available for foreign temporary uses. In the “normal” situation, it is the ownership that determine the program of the space and in this situation, it is whoever gain access to this space determine the program and the use. In Netherlands, for example, if the property owner does not use the building there are laws that allow others to use it<sup>24</sup>. After they have been vacant for one year, properties may legally be occupied. The matter of ownership and access also resonates with the new rise concept of sharing resource regarding permanent ownership being replaced by sporadic access<sup>25</sup>. Many examples can be found in our daily life and urban environment, such as the rising trend of car sharing, bike sharing, subscription and access to cultural products (Netflix, Spotify, etc.) and so on. If we apply the new angle regarding permanent ownership and access on the phenomenon of temporary uses, a new meaning can possibly generated. A new kind of the use of space can possibly be developed in the future.

It will be another essay to expand the idea of future implication of the new concept. If we continue to stick with finding meaning from the temporary use of space, we have to look deeper into the attitude and concept behind the idea of permanence that the temporary uses are challenging. The idea of absoluteness and permanence has been dominating the architecture and city planning for a long time. Leon Battista Alberti, in around 1452, defined architecture as harmony and concord of all the parts achieved in such a manner that nothing could be added or taken away or altered except for the worse”<sup>26</sup>. It is also a very intrinsic attitude of the 20th century modernist that every use and functional process has to be fixed and determined in every detail. The proliferation of zoning regulations and bureaucratic rules in that period of time have disabled local innovation and growth, freezing the city in time. From Le Corbusier’s ‘Plan Voisin’ for Paris I the mid 1920s, we can see a sign of the frozen and determined imagination of cities<sup>27</sup>. Such “over-determination” in planning is seen as a weakness, a “particular modern problem” in the essay of Open City <sup>28</sup>by Richard Sennett. Despite the advance of technological tools for city planning of today, the skills and tools developed have been subordinated

to a regime of power that celebrate control and order<sup>29</sup>. Richard Sennett points out that what is missing in modern urbanism is “a sense of time – not time looking backwards nostalgically but forward-looking time, the city understood as process.... An urban imagination image formed by anticipation, friendly to surprise.”<sup>30</sup> Time is as important as space in the case of temporary use of space. The “new” meaning that temporary use of space bring to the table is that it reintroduces the notion of time into the mind of planning. First it is the realization of phasing in planning. With regards to all the storylines of the case studies, it all happened in stages, step by step. And each step is open ended, in which the next step is always undetermined. And

the direction of each step is very much influenced by the immediate actors of the space. This new conception of planning can find its traces back to the 60s and 70s, when the rebellion against paternalism and standardization is high, plans with no communication and regard for local peculiarities become discredited<sup>31</sup>. Departing from planning in the Fordist welfare state, the planning attempt is no longer about producing homogeneous living conditions but about a differentiated space created through projects processually. The focus is shifted from generalizable mass products to the differences among the wishes of different consumers and the selective absorption of their purchasing power. Art and culture, aesthetics, space and planning play a new role in the post-Fordist system<sup>32</sup>. In short, this new concept leads to the rising discussion on participatory urban planning<sup>33</sup>, open-source planning<sup>34</sup> and processual urban development. Planners and architects generate different positions from this stream of thought. Some are emphasizing the integration of user into planning and the construction process, while some are exploring the potential of expanding and ever changing built structure to accommodate unknown growth. The common ground of all these approaches is the attempt to combine openness to unknown development with a degree of stability and continuity in structural and spatial terms<sup>35</sup>.

Derived from the new conception, two contradictory forces are presented: permanence versus ephemerality; rigidity versus flexibility as well as closeness versus openness. In terms of the use of space, temporary uses can be seen as an antithesis to the monetary urban development<sup>36</sup>. While temporary uses concern development without financial means that is solely based on the use of urban space, the capitalistic urban development is urban production of financial markets that is solely based on the organization of money flows that are completely detached from the matter of the use of space; while temporary uses allow the participation of financially weak actors into the development process, the result of gentrification excludes the initiators from the value creation chain<sup>37</sup>. In terms of planning and management, the two-fold dilemma would be found in the attempt to formulate an absolute end result and pursue the result accordingly in traditional planning while temporary uses attempt to engender dynamic without any definitive ideal final state<sup>38</sup>. While existing management tends to maximize control and definition, the user-oriented projects invite openness and autonomous momentum<sup>39</sup>.

Despite the contradictory elements, a synthesis is possible. I would like to borrow the perspective of Peter Bishop and Lesly Williams when they write “the great buildings of church or state were valued as permanent, but the fabric of day-to-day life was essentially temporary”<sup>40</sup>. The historical European cities themselves are already a proof of the synthesis. New conception of urban planning should be further explored and debated over how to incorporate the process of bottom-up within top-down; formalize the informal, establish an open planning and design framework that allow certain degree of flexibility and porosity while vaguely maintaining the long-

term visions from planners and various urban actors.

In all, the ephemeral use of space can be found as bottom-up, informal use of urban space with the emphasis on the dimension of time. It is a phenomenon that counters the paternalistic practices of the classic welfare state and neoliberal concept of the entrepreneurial city<sup>41</sup>. The introduction of

temporary uses in urban space play an important role in mediating between big investment projects and the incremental development processes of the city, empowering the local and creative potentials within the global force of liberal market. The appearance of the phenomenon in urban wasteland is the result as well as the solution to the issue of “island urbanism<sup>42</sup>” in which the sites that are relevant for investments are planned as projects and the in-between space disappears from public attention. The temporary use of space also shifts the focus on the use value, as a critique to entrepreneurial urban policy<sup>43</sup> which is geared towards solely the interest of financial investors, turning away from real urban uses and in turn creating a system that is no longer able to trace the real values behind the property, excluding other factors and value such as social obligation, environmental awareness and local commitments.

The employment and involvement of temporary use of space into urban development and planning create an open and kinetic city, where Openness prevails over rigidity and flexibility is values over rigor, challenging the formal notions and expectations for reading a city as a grand and stagnant entity<sup>44</sup>. The synthesis of top-down and bottom up; formal and informal resonates a lot with the view of Richard Sennett on the idea of “open city”: “Open means incomplete, errant, conflictual, nonlinear... The closed city can be designed and operated top-down; it is a city which belongs to the masters. The open city is a bottom up place; it belongs to the people. These contrasts of course are not absolutes of black-and-white; real life is painted in greys...”<sup>45</sup> Indeed, planners and designers have to constantly challenge assumptions which favor closure and embrace the stimulations of differences that produce openness.

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# Research

P0- P2





# [ SLOTERDIJK ]

Vold investigation



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Further questions:

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1. Extra interest : celebration and sustainability

# [ EVENTS ]

on events data



# Trade show/ trade exhibition (B2B)



## IBC International Broadcasting Convention

trade exhibition for broadcast and media technology  
A record number of more than 55,000 professionals from 160 countries came to Amsterdam in early September for the International Broadcasting Convention (IBC) 2016. More than 1,800 companies showcased their latest broadcast and media technology products. No fewer than 249 companies participated for the first time in 2016. An important addition to the 'feature areas' during this edition was the IBC IP Interoperability Zone, an initiative that aims to develop an open standard

## ICT & Logistiek



ICT & Logistics is the annual event where you find the (ICT) solutions that are necessary to efficiently organize and implement your logistics processes. A visit to ICT & Logistics offers professionals in logistics an up-to-date overview of applications and services for the complete supply chain. This year ICT & Logistiek will take place simultaneously with Logistica, the most important trade fair in the field of logistics and goods flow management within the Benelux. With your ICT & Logistics badge you have access to both exhibitions.

Exhibits/main sectors:

Enterprise resource planning, supply chain management, warehouse management systems, transport management systems, manufacturing execution systems, enterprise application integration, product lifecycle management, business intelligence, e-procurement, e-commerce, e-fulfillment, automatic identification systems, system integrators

Business sectors:

Information Technology, Communication Technology, Transportation, Storage, Logistics

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## LOGISTICA

### International Trade Fair on Material Handling

Logistica is changing as well. As the podium for logistics, internal transport and goods flow management in the Benelux area, Logistica wants to be at the head of the trend. That is why the next edition of Logistica will take place in 2017. The exhibition programme will focus on live demonstrations in the form of no less than 4 different Scalas Logistica, showcasing all facets of the Move - Store - Pick - Deliver chain. Exhibitors are offered interactive methods to show their know-how and solutions to visitors.

### Exhibits/main sectors:

Mobile transport equipment, hoisting equipment and cranes, static storage equipment, continuous transport equipment, integrated transport and storage systems, automatic identification systems, packaging machines and systems, distribution and storage facilitating, logistical advisors, logistical organizations and institutions

### Business sectors:

Material Handling, Measurement, Instrumentation, Quality Assurance, Transportation, Storage, Logistics

Further questions:

1. Extra interest : celebration and sustainability

# Consumer exhibiton (B2C)



## Amsterdam Food Festival

large food event

Amsterdam Food Festival organised large indoor food events in venues including RAI Amsterdam.

The November 2015 edition, which required seventy food trucks and attracted 45,000 visitors, was

a huge success, while the Easter 2016 edition was very disappointing. The organisers had

expected at least as many visitors to the latter event as they hosted at the former, even extending

the festival by a day. However, various reasons, including good weather, meant that only 30,000



## Tattoo, Art and Street Art Convention

renowned tattoo artists from the Netherlands and abroad

The twelfth edition of the Tattoo, Art and Street Art Convention was organised in May 2016. It

brought together many famous tattoo artists from the Netherlands and abroad, including traditional

artists from New Zealand and Tahiti. In addition to tattoos, visitors were treated to displays of graffiti

and street art.



## VT Wonen&Design Beurs

largest and most complete consumer exhibition for interior decoration and design

The vt wonen&design beurs took place in the autumn. It was frequented by visitors who are decorating, building, renovating and/or purchasing a house and have set aside a substantial budget.

Organised by Sanoma (vtwonen, Eigen Huis & Interieur and Ariadne at Home), the vt wonen&design beurs is the largest and most complete consumer exhibition of its kind. In 2016, it received 88,000 visitors from every corner of the country.

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## Masters of LXRY

lifestyle exhibition

The largest edition in the history of the premium lifestyle exhibition Masters of LXRY was organised in December. More than 400 different brands and companies showcased the best art, interior design, design, gastronomy, jewellery, watches, travels, boats and cars to some 50,000 visitors.

The fifteenth anniversary of the exhibition was celebrated by having the Ballroom Eliseum C serve as the entrance hall, augmented by a grand exhibition space and walk of fame.



## Nationale Carrièrebeurs

the largest career event in the Netherlands

The Nationale Carrièrebeurs is the largest career event in the Netherlands. It provides a stage for employees to promote themselves, and each day of the exhibition features a large number of substantive, sector-related and career-oriented workshops. The event offers companies an exceptional opportunity to present themselves as employers (employer branding) and come into contact with potential candidates (recruitment). The nineteenth edition of the event in April 2016 welcomed more than 11,000 visitors to the exhibition floor.

Further questions:

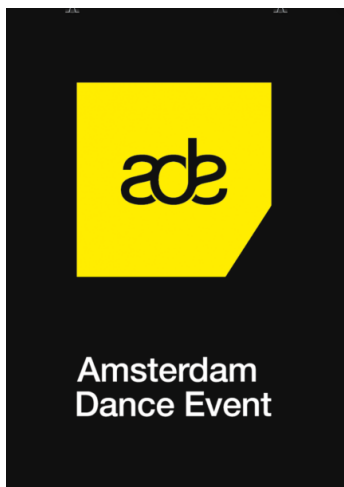
1. Extra interest : celebration and sustainability

# Celebration and festival (indoor)



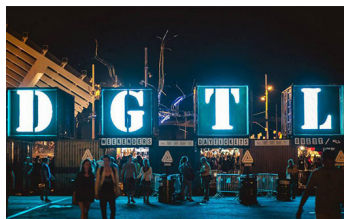
## Comic Con Europe

inspired by the San Diego and New York Comic Con  
The first Comic Con in Amsterdam, held in August, was a resounding success. Emulating San Diego Comic Con and New York Comic Con, RAI Amsterdam was transformed into a true party location for fans. There were 30,000 visitors to this first edition, which was entirely sold out, resulting in busy workshops and full meeting rooms near the stage.



## Amsterdam Dance Event

The Amsterdam Dance Event (ADE) is the gateway to the international electronic music scene. As the world's biggest club festival and Europe's leading electronic music conference, it's a true dance lovers' Mecca. ADE returns to Amsterdam every October, hosting more than 400 events throughout the city.  
The Amsterdam Dance Event never fails to bring in the crowds with world-famous established names on the line-up alongside an enormous list of rising stars. The playlist is always suitably diverse, featuring electro, acid, techno, trance, house, hip-hop, drum 'n' bass and other beat-filled sounds to make you move. With a huge number of events and parties taking place, this annual festival sees more than 2,000 artists descend on 80 locations across the city to provide 5 days of guaranteed partying for in the region of 200,000 clubbers.



## DGTL Festival

Encompassing multiple stages throughout the NDSM Wharf complex, this indoor-outdoor experience is typically the first major festival of the season, mixing up established and new DJs and live acts, along with an artistic flourish that connects modern innovation to industrial nostalgia.

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## Pleinvrees on Tour

Pleinvrees on Tour is a Netherlands-wide music festival that was founded on a passion for all things melodic house. Today, the festival has evolved to cover music from across the electronic spectrum. The next edition is happening on 17 February 2018.



## Sonic Acts

Sonic Acts brings together scientists, artists, theorists, musicians and composers for a series of performances, exhibitions, debates, masterclasses and other events exploring the dark universe we inhabit. The programme covers all the bases, with loads of live music performances, DJ sets, lectures, workshops and installations, lectures by leading lights in the scientific world, installations by up-and-coming artists and much more!

Further questions:

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1. Extra interest : celebration and sustainability

# Celebration and festival (oudoor)



## Mystic Garden Festival

A dance music festival with an extra sprinkling of magic, the Mystic Garden Festival typically materialises at the Sloterpark in Amsterdam around midsummer, will return in June 2018.



## 909 Festival

The 909 Festival is all about sun and beats at the Amsterdamse Bos. Look out for it returning in May and get set for a full day of the world's best techno in this forested park in Amstelveen, just south of the capital.



## Loveland Festival

Amsterdam loves summer music festivals and they don't come much bigger than the annual Loveland Festival, which takes place at the Sloterpark in the Nieuw-West district of the city each August.

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# Cultural event



## ARTWEST - First Fridays Amsterdam

ARTWEST returns on 19-20 November 2016. Expect a weekend full of art in Amsterdam's Hallenkwartier & De Baarsjes. Visit one of the Artist Open Studios, stroll around the Local Art Market in the unique passage of De Hallen, check out one of the exhibitions in the area or join one of the guides along the Public Art route. Artists and creative hotspots will open their doors to the public between 12:00 and 18:00.



## 24H Nieuw-West

24H Amsterdam is an opportunity to experience the city in new ways. 24H West returns on 13 May 2017 as 24h Nieuw-West, showcasing the best of the Nieuw-West neighbourhood of Amsterdam.



## Bredeweg Festival

Characterised by a family-friendly vibe, the (free) Bredeweg Festival in the Oost District of Amsterdam is a bustling street fiesta featuring a street market, fair, theatre performances and concerts. It's set to return April 2018, typically opening on the evening of King's Night with an 'opera on the street' performance.

Further questions:

1. Extra interest : celebration and sustainability



# Culinary festivals and events



## Sloten Bier Festival

Sloten Bier Festival promises to be the perfect place to experience a variety of Dutch craft beers made with care by passionate microbreweries from across the country, such as Erik's Bier made in Diemen or Het Uiltje brewed in Haarlem. In addition to whetting their whistles, visitors can sample fare from a variety of food stalls and tap their feet to live music



## Taste of Amsterdam

Top chefs from leading restaurants in Amsterdam fashion start-sized plates of some of their signature dishes for visitors to sample in this unbeatable al fresco feast. While eating is a fine way to pass the time, don't forget to drop in on a live cook-off (guests judge the winner!), workshop, kids' activities or wine tasting. And finally, shop at the Farmers' Market to stock up on goodies for home.



## Freedom Feast

Shared dining experiences  
Each year, Amsterdammers (and visitors) are invited to participate in the Freedom Feast as part of Liberation Day, bringing together diverse groups of people to dine and enjoy the feeling of freedom. This year's event is set to take place at some 200 big and small locations around the city, so there's no excuse for not getting involved. And, of course, you're still welcome to host your own Freedom Feast, be it for friends, family or soon-to-be friends.  
Street Dinners  
In various Amsterdam neighbourhoods, Amsterdammers can also get together for Street Dinners. Bring the tables outside and have dinner with your neighbours!

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# Children event



## King's Games

A few days before King's Day, more than 1.5 million children at 7,500 schools around the nation will engage in sports and exercise together as part of the King's Games ('Koningsspelen'). On this special occasion the King's Games will replace their regular lessons and kids can enjoy a special national day of celebration, games and health.



## Hemeltjelijef Festival

This family festival steals the show every Ascension Day with an enormous musical and theatrical line-up and plenty of events and activities. The main and DJ stages are traditionally located along the River IJ and play host to acts including up-and-coming Amsterdam bands and stacks of Amsterdam DJs. There's always a packed programme of art, theatre & crafts to keep the family entertained the entire day.

# Major festival

**Liberation Day Amsterdam**

**King's Day**

**Amsterdam world pride**

Further questions:

1. Extra interest : celebration and sustainability

# Event venue



## RAI

RAI Amsterdam Convention Centre creates the ideal conditions for inspiring meetings to take place in and strong ties to develop in. As the organising party, RAI Exhibitions connects context, content and communities utilising national and international consumer and professional exhibitions.



## NDSM-wharf

A former shipyard located on the banks of the River IJ in Amsterdam Noord, the NDSM Wharf has blossomed into an enormous cultural hotspot in recent years with a vibrant artist community and an ever-expanding variety of bars and restaurants. With grounds exceeding the size of ten football pitches, the area hosts multi-disciplinary festivals, performances, exhibitions, dance parties and a wide range of other events in unique, post-industrial surroundings.



## Poppodium P60

Since P60 opened in 2001, it has been Amstelveen's premier gig venue and centre for all things pop culture, hosting around 200 concerts, club nights, workshops and other events annually. The complex houses a concert hall with a capacity of 600, a café/bar (which also serves food on Thursdays, Fridays and Saturdays) and several rehearsal studios.



## RADION

Multidisciplinary location in Nieuw-West  
From a swordplay class to booming techno nights: the former office block is now a multidisciplinary creative haven, hosting exhibitions, workshops, club nights and many other events. This creative space, located in a former medical office building in Amsterdam's District of Nieuw-West hosts art, music, dance and other cultural events. It's also home to a cinema and a café/bar serving lunch and dinner (and drinks). In the former dental center ACTA, now better known as incubator ACTA, is RADION. A cultural free port where we constantly search for the boundaries and interfaces of experi-

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## Ziggo Dome

The Ziggo Dome opened its doors in June 2012 to provide a stage for leading international artists while also offering family entertainment and a host of other events. Holding up to 17,000 people per concert or event, the arena has hosted some of the world's biggest stars since opening: Lady Gaga, Pearl Jam, The Eagles, One Direction and many more. Throughout the venue are a wide variety of bars and eateries, ensuring the thousands of visitors are satisfied before, during and after the performances



## AFAS live

The AFAS Live (formerly known as the Heineken Music Hall) is a renowned multi-functional concert hall for pop concerts, dance parties, events and large-scale theatre productions. Situated in Zuidooost, directly opposite the Amsterdam ArenA, it hosts concerts and events with a capacity up to 5,500. Most famous for hosting some of the world's biggest pop and rock acts and DJs, the AFAS Live can be configured for standing or theatre seating, meaning it also hosts a wide variety of comedy, theatre and family-friendly



## Paradiso

Housed in a former church, Amsterdam's Paradiso is a true temple of live music. Its atmosphere and acoustics are internationally renowned making it a popular venue for live music as well as club nights, festivals and more. This former church first became a music venue when it was squatted in the mid-'60s, and it remains one of most memorable and busiest venues for live music in Amsterdam – rock, pop and beyond. Paradiso's main hall has a sense of grandeur about it, with large stained-glass windows behind the band and two levels of balconies providing great views down onto the stage – the first balcony also has unassigned seating. A smaller room upstairs plays home to independent bands and breakthrough talents, while its basement café can also host gigs and events. All together, it's not uncommon for the venue to host four or five

Further questions:

1. Extra interest : celebration and sustainability

# Event venue



## Q-factory

Q-Factory is the largest music center in Europe and offers musicians, actors and dancers all possibilities to rehearse, perform or make recordings. On the ground floor there is a nice café / restaurant and on the third and fourth floor is the Q-Factory Hotel, which opened last June. Finally there is a programming in our small and in our large room. Q-Factory is the place to be in Amsterdam Oost. Located near train station Amsterdam Muiderpoort, it's a hotspot for bands and musicians looking for a place to rehearse, as well as a cool spot to relax and enjoy a drink and/or a snack in the Q-Café. And now it's also the place to catch a concert by locals or touring acts in its extremely modern performance halls. If you're business-minded and working in the creative professions, you can even establish your own office at Q-Factory, with flex workspaces also planned. And with a Q-Hotel set to open in January 2017, Q-Factory can house musicians,



## P3 (Purmerend)

P3, which stands for Pop, Podium and Purmerend, is a pop and culture stage of the city Purmerend. The hall can accommodate 1000 pop, dance and theater lovers. The stage consists of two rooms. In addition, it offers pop musicians the opportunity to rehearse in the rehearsal room.

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## Amsterdam bos

lifestyle exhibition

The largest edition in the history of the premium lifestyle exhibition Masters of LXRy was organised in December. More than 400 different brands and companies

Further questions:

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1. Extra interest : celebration and sustainability

# [ Convention center ]

programmatic and typological analysis



# What are the ephemeral element in a convention center ?

## Physical : the stand



### Modular stand construction

Modular stand construction consists of the use of standard panels which can be linked together in various (unique) ways. This alternative occupies the middle ground between uniform stand construction and traditional wood construction.

Modular stand construction is ideal if you wish to customise your stand with text and logos (which is impossible when using the other options). Modular construction is available for stands between 12 m<sup>2</sup> - 50 m<sup>2</sup>



### Traditional wood construction

Traditional wood construction has a more luxurious appearance than uniform stand building and can be ordered in a variety of colours. Constructing in wood means there are almost no size or shape limitations and you can develop your own special design. Here too you can opt for a comprehensive package that includes electricity, furniture and stand cleaning. Wooden stands are available from 12 m<sup>2</sup> and up.



### Shell scheme exhibit

Shell scheme exhibit ensures that all the stands have a uniform appearance. Depending on the agreements made, it is possible to order a comprehensive package including electricity, furniture and stand cleaning as well as the walls. Furthermore, the stand can always be modified upon request and can be set up in a very short period of time which makes it ideal for last-minute participation. Shell scheme exhibit is an option for stands measuring 6 m<sup>2</sup> and up.



### Custom built exhibits

Custom Built Exhibits means you arrange the furnishing of your stand yourself including the walls. Amsterdam RAI works closely together with well-known, reliable suppliers: our preferred suppliers. We can put you in touch with them to equip your stand with the best possible materials.

What if the stand become units of ephemeral event module not only used for exhibition also as a small shop, a market store, a workshop place and more ?

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## **Program :**

**Public event**

**Exhibition**

**Conference**

**Theatre**

**Meeting and training**

**Functions and event**

**around 500 events**

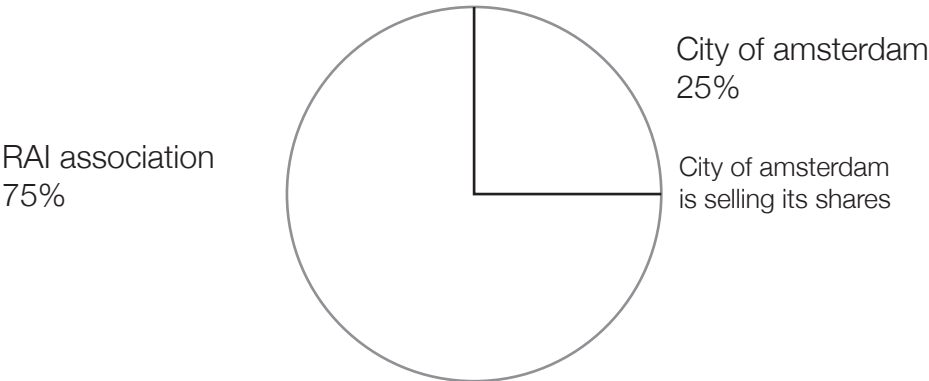
**1.5 million visitors/year**

Further questions:

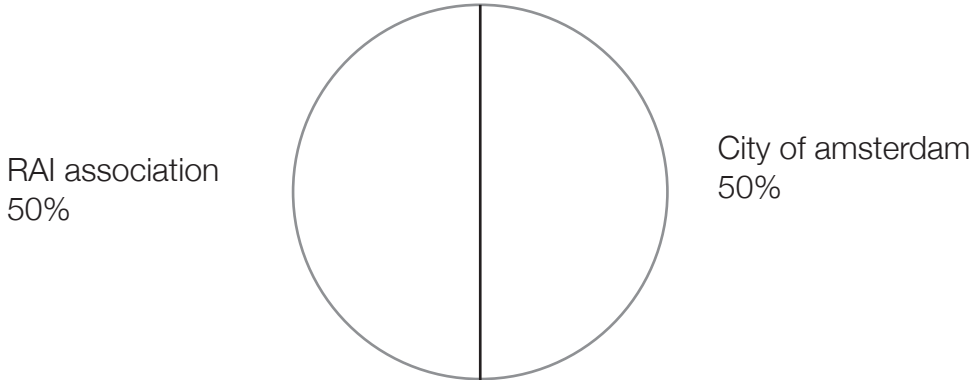
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1. Extra interest : celebration and sustainability

# Who owns RAI ?



What is



What if

Notes:

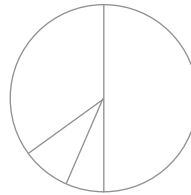
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# Who works in RAI ?



400 permanent employees

33%  
operational



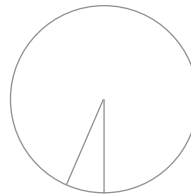
50 %  
commercial  
position

10%  
management



3000 flexible workers

90 % temporary  
workers



10% regular  
flexible  
workers

What if it creates permanent and flexible jobs for people in sloterdijk? Especially the public side of the complex, managed by the local

Further questions:

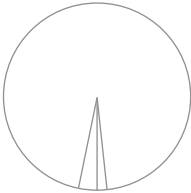
1. Extra interest : celebration and sustainability

# What are the major events in RAI ?

total 477 events in 2016, 292 days of international events

## What is

What is happening inside the complex is more related to the world than the country, more to the country than the city, and it is totally out of context in the



96 % organized by clients , RAI as facilitating roles (458 events)

1 % organized by RAI abroad, as organizing role(13 events)

3 % organized by RAI (13 events)

# 96 %

## Events organized by third parties

### International exhibitions:

- ISE (intergrated systems europe)
- IBC (International broadcasting convention)
- Fespa Digital
- PLMA (Private Label Manufacturers Association)
- World Bulk Wine Exhibition
- MRO Europe Aviation Week
- Electric & Hybrid Marine World Expo
- Helitech International
- EFTTEX 2016
- Crop World
- Dutch-Bangla Expo

### National exhibitions:

- VT Wonen&Design Beurs
- Amsterdam Food Festival
- PAN Amsterdam
- Modefabriek
- Masters of LXRY
- PROVADA
- Comic Con Europe
- Nationale Carrièrebeurs
- Offshore Energy
- KunstRAI
- Building Holland
- Wine Professional
- Tattoo, Art and Street Art Convention

### Internation conferences:

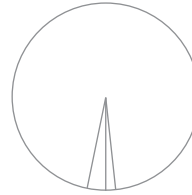
- ECCO Congress
- European Congress of Clinical Microbiology and Infectious Diseases (ECCMID)
- European Breast Cancer Conference
- International Child Neurology
- Salesforce World Tour Amsterdam
- Silver jubilee conference for D66
- GRI Global Conference on Sustainability
- EAES European Association of Endoscopic Surgery
- Euthanasia

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## What if

What if there are events that serve the neighbourhood and the city. The complex provides a space for the



96 % organized by clients  
, RAI as facilitating roles  
(458 events)

1 % organized by RAI abroad, as  
organizing role(13 events)

3 % organized by RAI (13  
events)

# 3 %

### Events organized by RAI

#### International exhibitions:

ISSA/INTERCLEAN Amsterdam  
Intertraffic Amsterdam  
METSTRADE  
GreenTech

#### National exhibitions:

Huishoudbeurs  
Negenmaandenbeurs  
Horecava  
HISWA Amsterdam Boat Show

#### Conference:

Amsterdam Security Conference  
ICOMIA World Marinas Conference

# 1 %

### Events organized by RAI abroad

Aquatech China  
FlowTech China  
Aquatech Mexico  
Intertraffic Mexico  
Big R/ReMaTecUSA  
WaterEx Beijing  
ISSA/INTERCLEAN Istanbul

Further questions:

1. Extra interest : celebration and sustainability