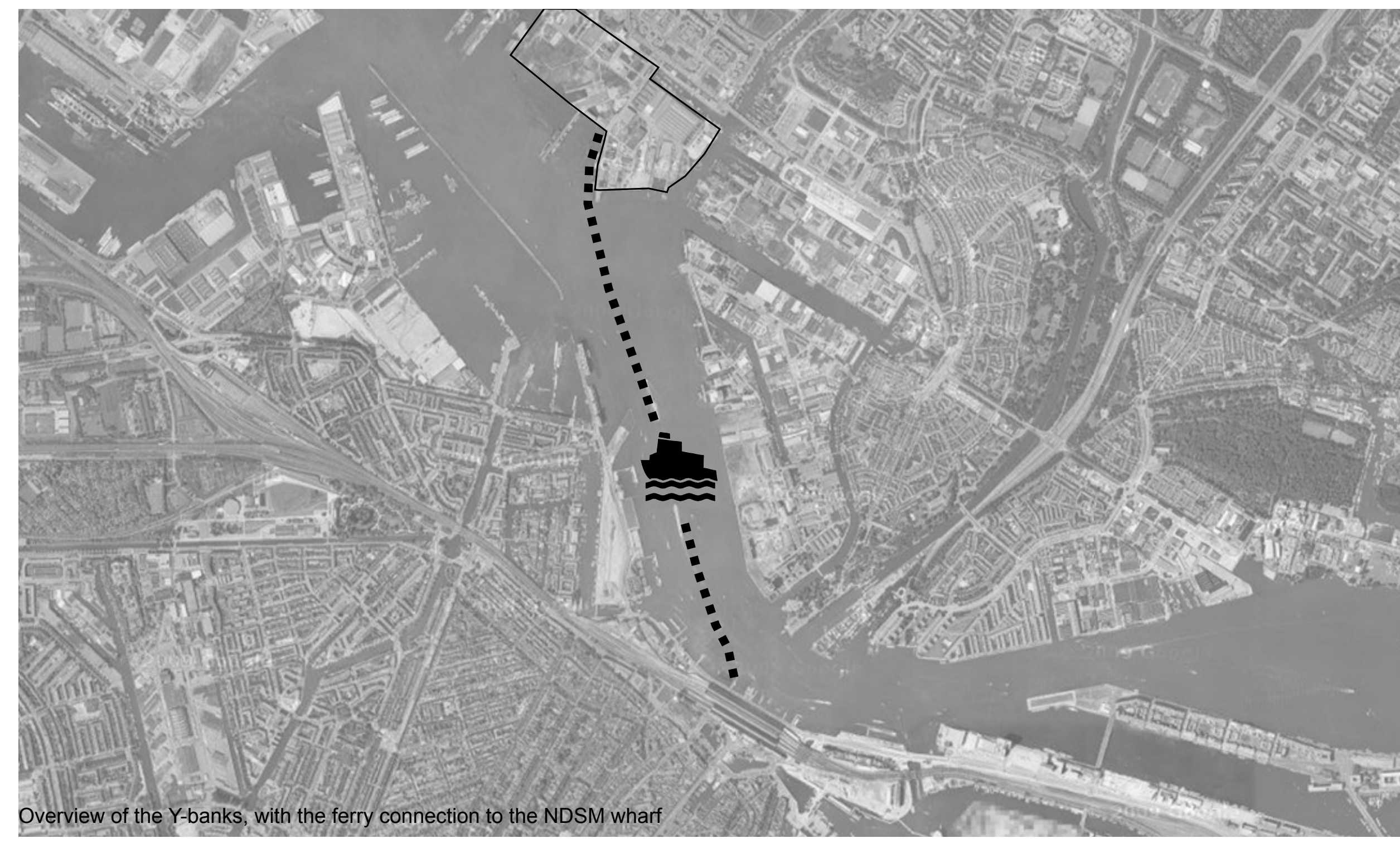


# MEDIA, ARTS AND THE CITÉ

GRADUATION PROJECT // STUDIO: INTERIORS, BUILDINGS AND CITIES, ATELIER: CITÉ NOORD, TEACHERS: JURJEN ZEINSTR, MARK PIMLOTT AND ENGBERT VAN DER ZAAG // STUDENT: JOHAN LOEFFEN, 1330918



Overview of the Y-banks, with the ferry connection to the NDSM wharf

## LOCATION

The cité of media and arts will be placed on the former shipbuilding wharf of NDSM on the Northbanks of the Y. Since the nineties this area is developing as a heart for media and arts of Amsterdam, the Netherlands and even the Benelux. With the headquarters of MTV Benelux, offices of Discovery Channel, architectural offices, media companies and lots of artist ateliers the area is transformed.

The NDSM wharf can be reached by ferry which departs every half an hour from the back of Amsterdam central station.

The square blocks, located on the North and West side of the location, with inner courtyard are part of a plan form the architecten CIE. The buildings on the East are part of the industrial heritage.

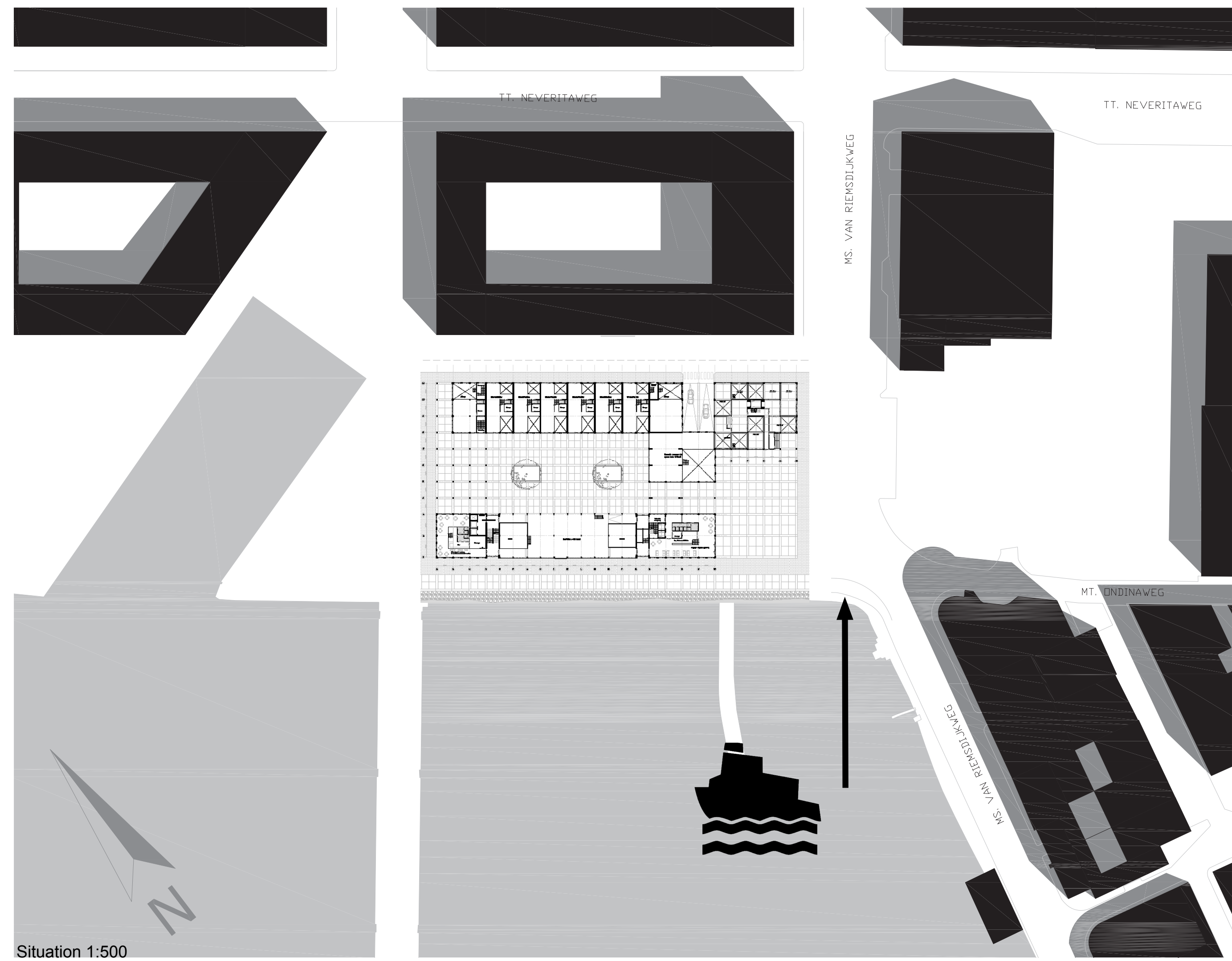
The site incorporates the existing y-canteen which is located directly on the Y.

## THE CITÉ

- The cité can be characterized by the following:
- spatially defined neighborhoods
  - create urbanity with a high density
  - providing good sanitary conditions, air, light and space
  - elaborated play of the relation between private, collective and public space

## VISION

Its the buildings function to attract to people more to the wharf and its activities. Instead of a closed box as the NDSM hall is now, its important to incorporate the character of the wharf in this new building. So the separation between the existing tissue and the new developments is decreased. The idea for the design is to create two different atmospheres. One very public square on the side of the NDSM wharf and the ferry arrival. On this square the entrances of the public functions, cafe and restaurant are located. The second square which is behind the existing Y-canteen will be public accessible but will get a more collective character, the visitor should feel like being in the backyard of the artists. Around this square the ateliers and dwellings can be found.



Situation 1:500



Y-canteen



Former Forging hall



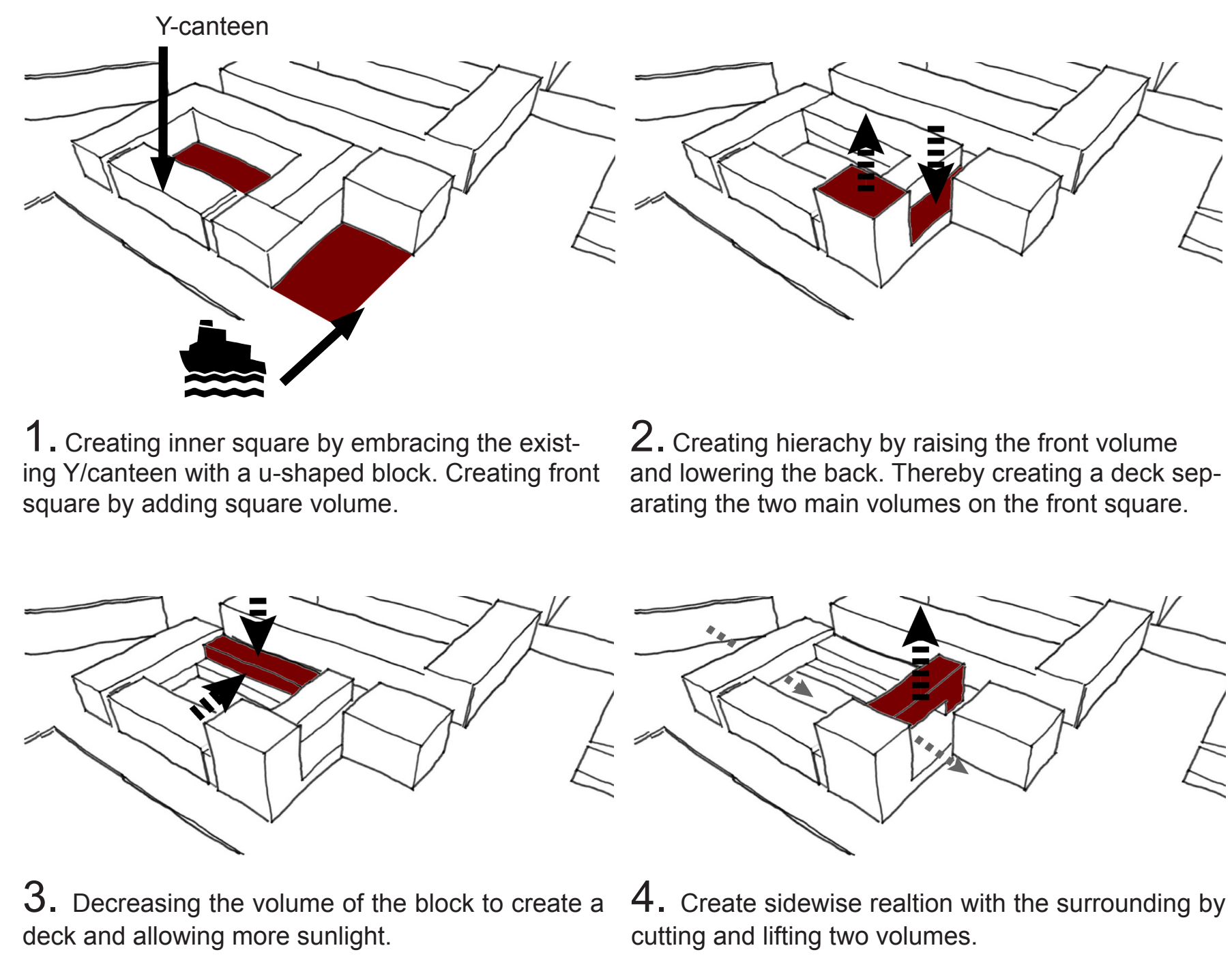
MTV benelux



Interior Y-canteen



Impression on ferry arrival



1. Creating inner square by embracing the existing Y-canteen with a u-shaped block. Creating front square by adding square volume.
2. Creating hierarchy by raising the front volume and lowering the back. Thereby creating a deck separating the two main volumes on the front square.
3. Decreasing the volume of the block to create a deck and allowing more sunlight.
4. Create sidewise reaction with the surrounding by cutting and lifting two volumes.



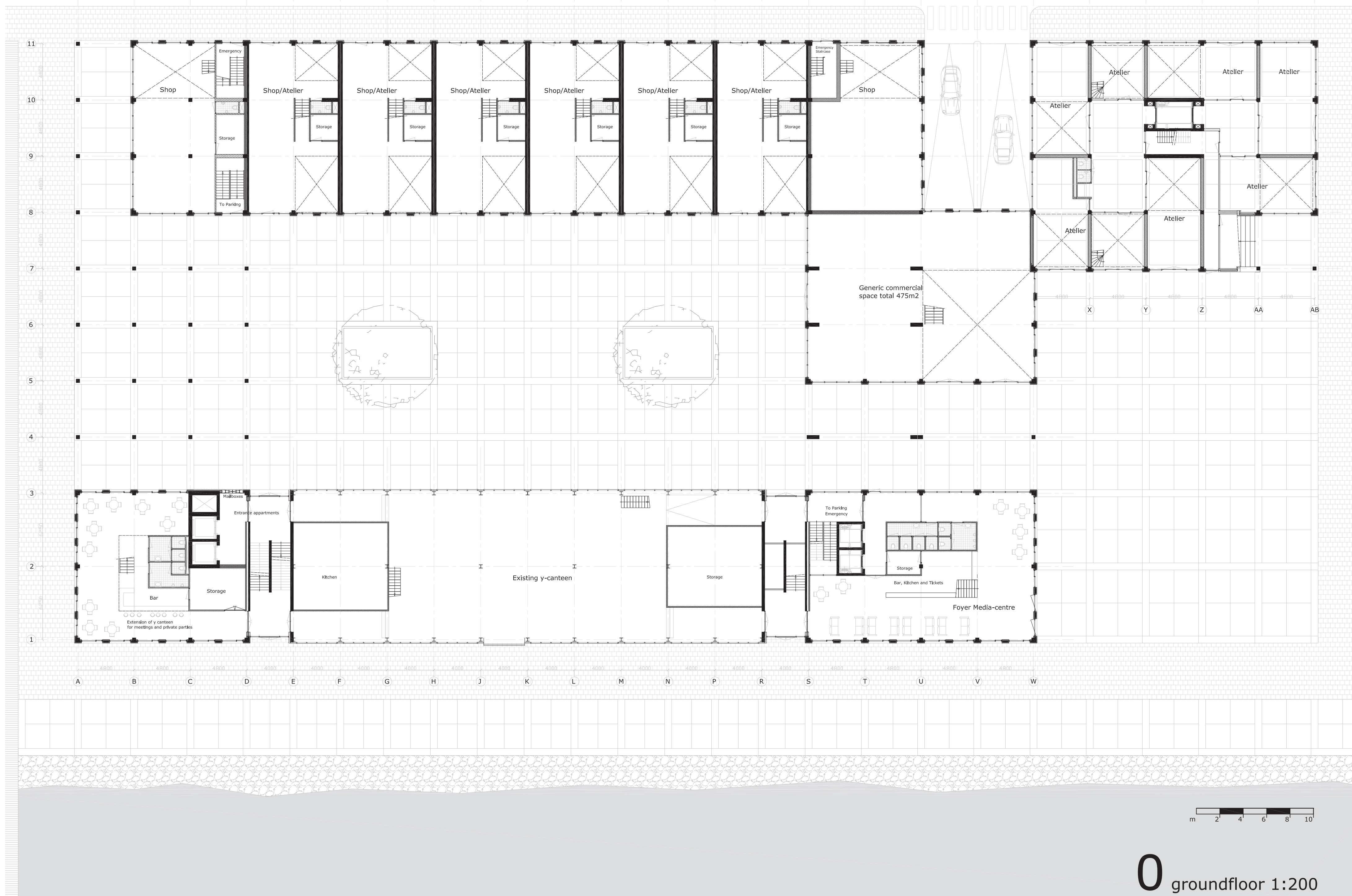
Street impression



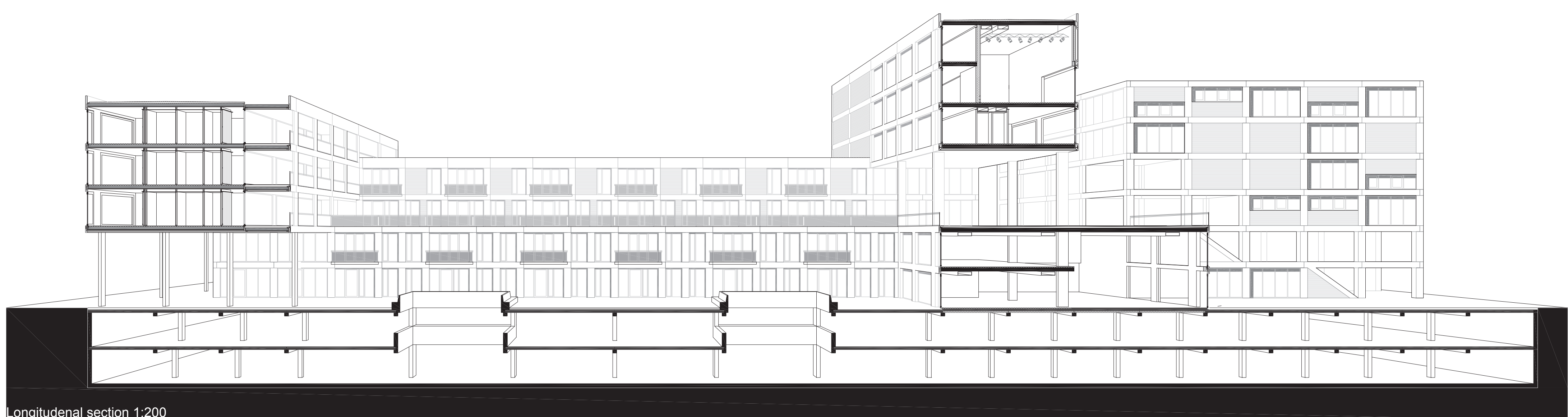
Studio space impression



Foyer media centre impression



0 groundfloor 1:200



Longitudinal section 1:200



Front square on Y-banks impression



courtyard