



**AMSTERDAM SCHIPHOL**

**COMPLEX PROJECTS 2017 | 2018**

**AMS MID-CITY**

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# AMSTERDAM SCHIPHOL





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## **SPACE DATA**

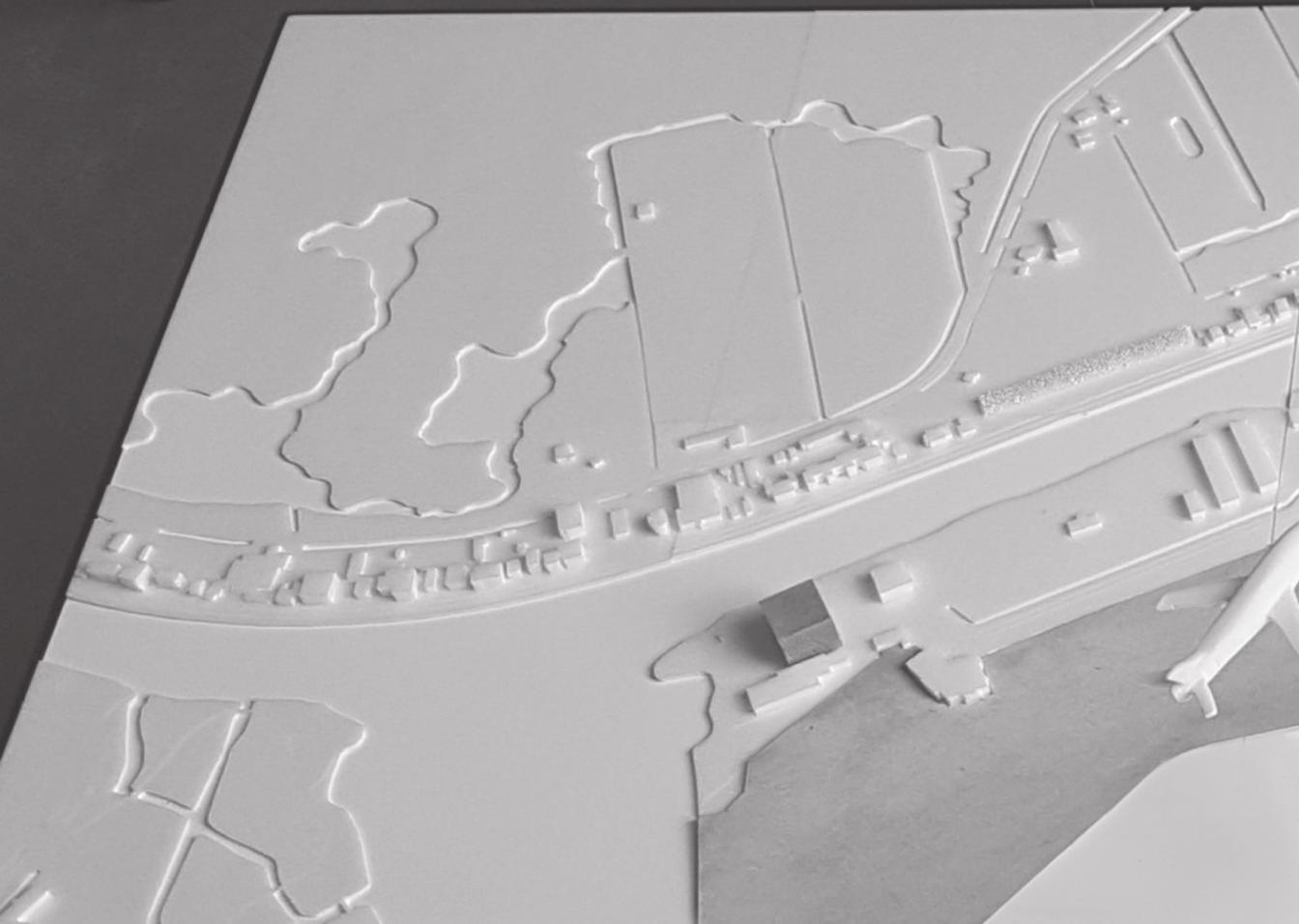
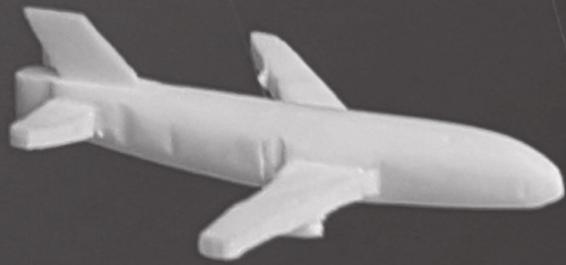
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## **CONCLUSION**

Group strategy	
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Schiphol Site book is a part of the AMS MIDcity studio publications, which present studies of nine areas in Amsterdam. The Schiphol research group focused on the area of Nieuwe Meer, southwest of Amsterdam city centre and in close proximity of the airport. The purpose of Schiphol Site book is to presents conclusive research findings and a strategy for the site. It is to be consulted in conjunction with Schiphol Source book which provides insight into methodology of research and to a list of sources and references consulted during research.



The background of the image is a dark, monochromatic architectural site plan. It features a complex network of lines representing roads, paths, and building footprints. In the lower-left quadrant, there is a distinct, irregularly shaped area that appears to be a pond or a lake. The overall aesthetic is technical and precise, typical of a professional architectural drawing.

# SITE INTRO



## **SITE INTRODUCTION**

mapping the tangible data

This chapter presents objective comparative mapping analysis of the hard data of the site. The topics include site morphological historical development, road network, public transportation, amenities, building ownership, landscape and environment and other topics that form the physical aspects of the site.

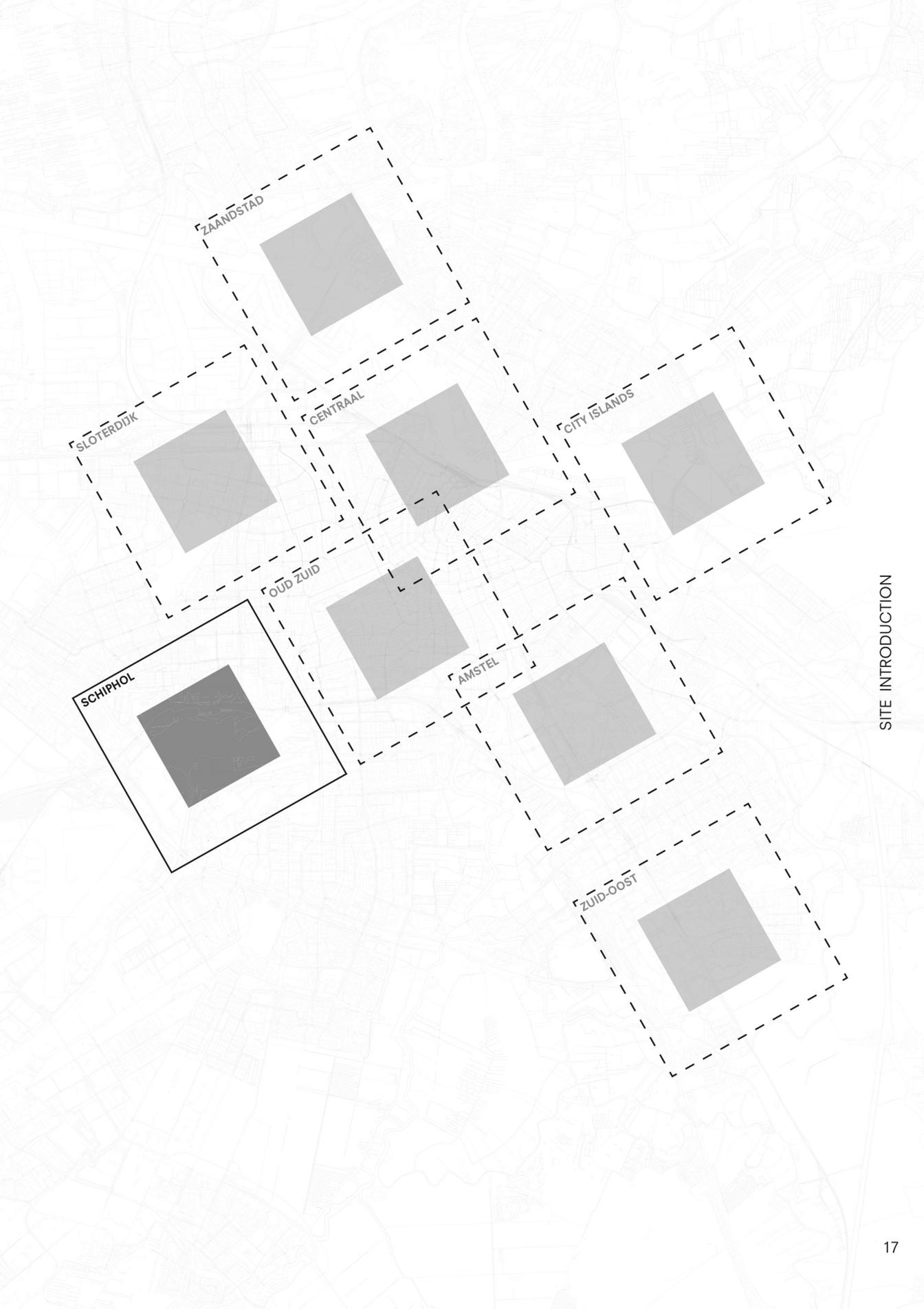




## LOCATION

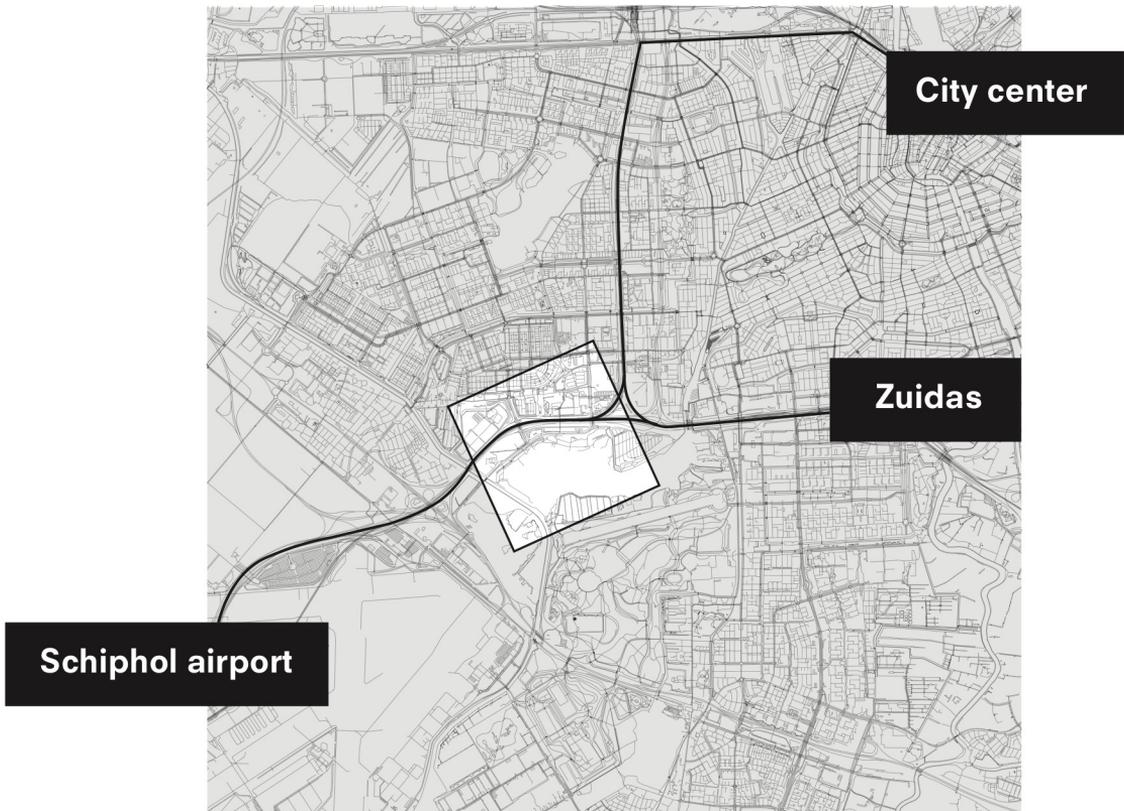
in relation to other sites

The Schiphol site is one of the eight areas of Amsterdam that are the subject of the studio's research. Although the site itself does not include any airport territory - the name implies the importance and influence of the airport on the area



# LOCATION

in relation to Amsterdam

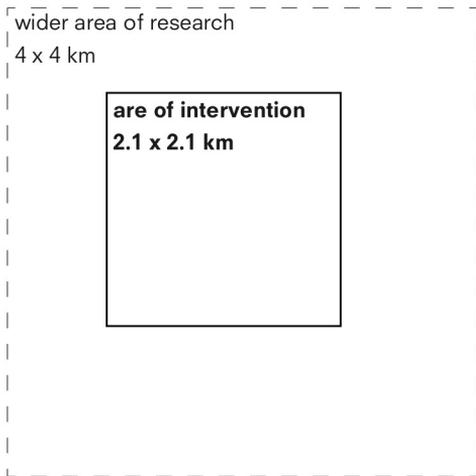


The Schiphol site is located South-West of Amsterdam city center, on the highway that leads to the Schiphol airport. The majority of the site is occupied by the Nieuwe Meer lake and it is on the tip of the Amsterdam forest green wedge.

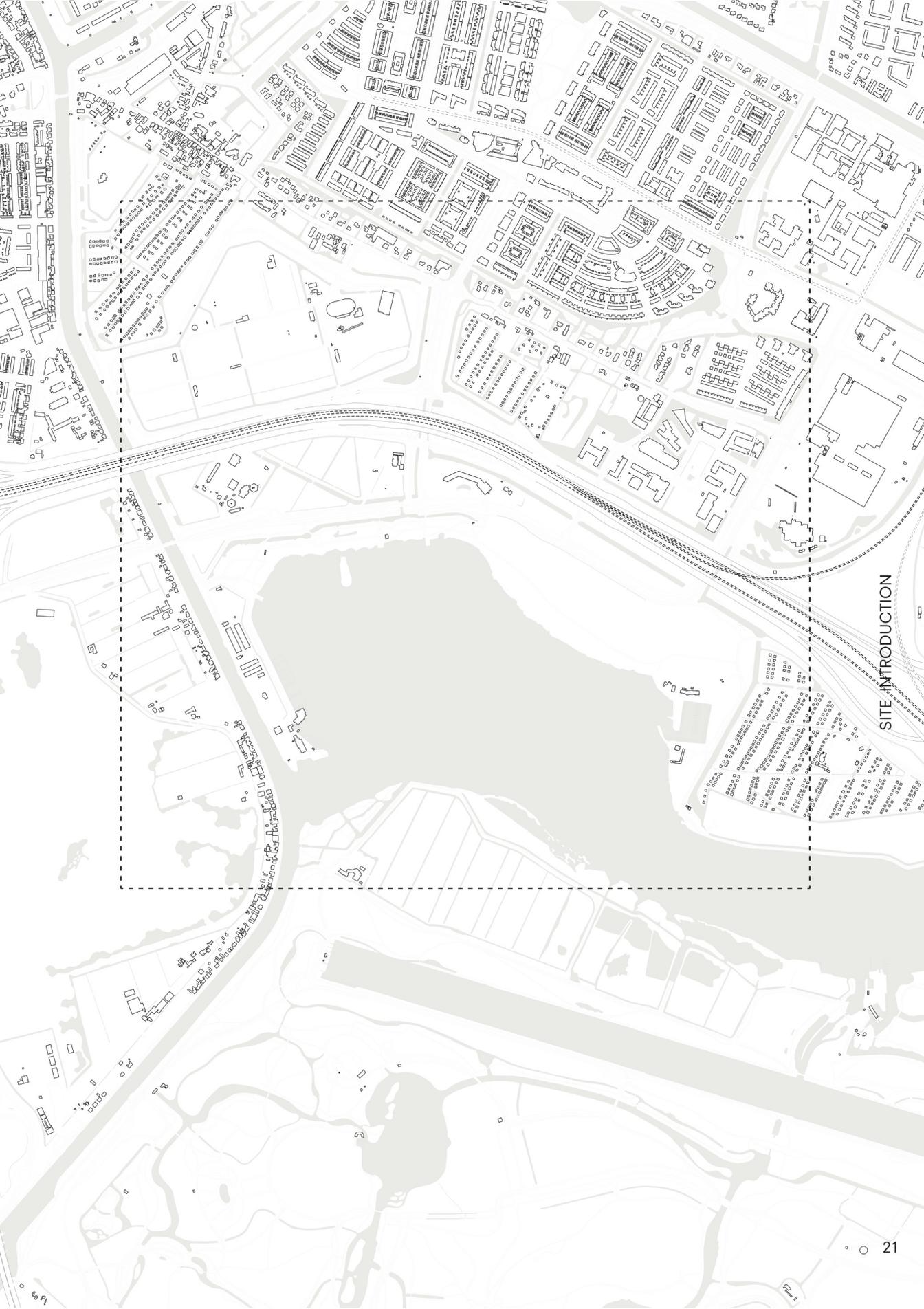


# SCOPE

size of the research area



The wider research are is a 4 x 4 km square. The hard data research was conducted on this scope. After initial analysis the group determined the position of the focus area within it. It is positioned so that the highway and the north lake shore are in the center of the area, as we found it to be the area with the most potential for significant change in the future. The projects and interventions are located inside this frame.



SITE INTRODUCTION



On the northeast of the site there is Sloten, an old village from the 13th century. It was a separate municipality until 1921, but then became the oldest part of Amsterdam.



The canal on the west of the site is occupied by numerous houseboats and often crossed over by a bigger road and the highway.



The highway is a prominent feature on the site and forms a barrier between the residential area on the north and the lake and forest to the south.



Because of that there are numerous underpasses in order to connect the both sides but they are dark and inferior spaces.



Nieuwe Meer lake occupies the center of the site. It also acts as a barrier, since there is no land connection to the Amsterdam Forest on the west edge of the lake.



Polder Meerzich is the north tip of the Amsterdam forest along the shore of the lake. While the rest of the forest was designed as an English park, this area was preserved as a polder landscape.

# MAIN FEATURES

size of the research area

The site is located at the close distance from International Schiphol Airport. Consequently, it is dependent on its development, especially regarding the expansion of airport corridor. Nevertheless, at the moment it is just a “passing through” area, in between the city and the airport, at the same time halfway between Zuidas district and Schiphol. Because of that, the site is under the pressure from all around.

Het Amsterdamse Bos, located on the south side of the site constitutes for another important reference point. Currently, it is one of the biggest recreational areas in Amsterdam, partially protected by the law.

A4 highway is cutting the side on the north, for now being a border between residential areas and the Nieuwe Meer Lake. Nowadays it connects the airport with the A10 ring, but also in a bigger scale the commuters from all over the country with Amsterdam.

Nieuwe Meer Lake stands for the majority of the site area. It is an artificial water basin. Currently, it attracts recreational and leisure functions, being one of the most important leisure-weekend spots in Amsterdam.

All of the mentioned factors have a significant influence on the site. Thereby we find it important, to take all of them to the consideration.



SCHIPHOL AIRPORT



NIEUWE MEER  
LAKE



A4 HIGHWAY



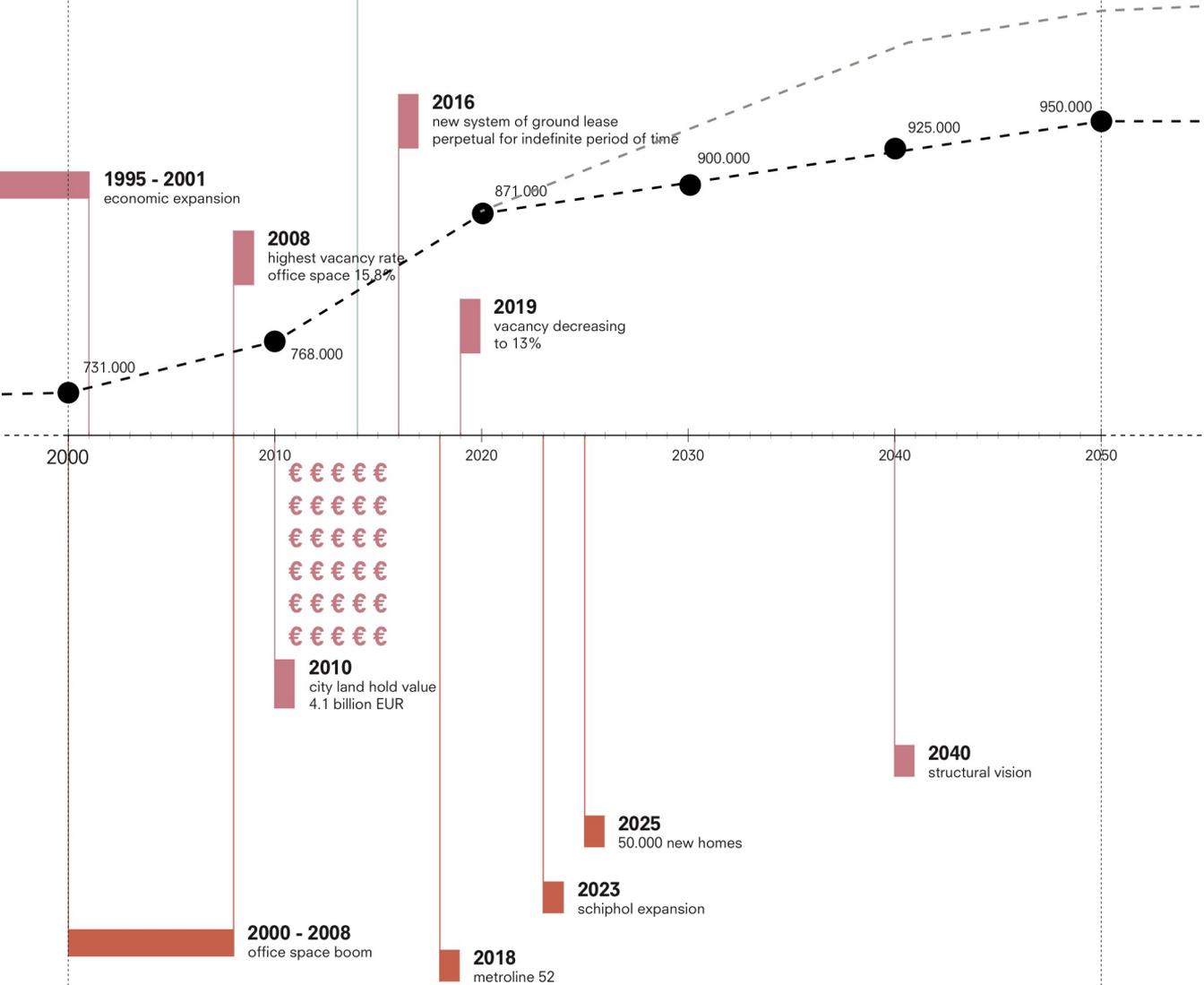
HET AMSTERDAMSE BOS

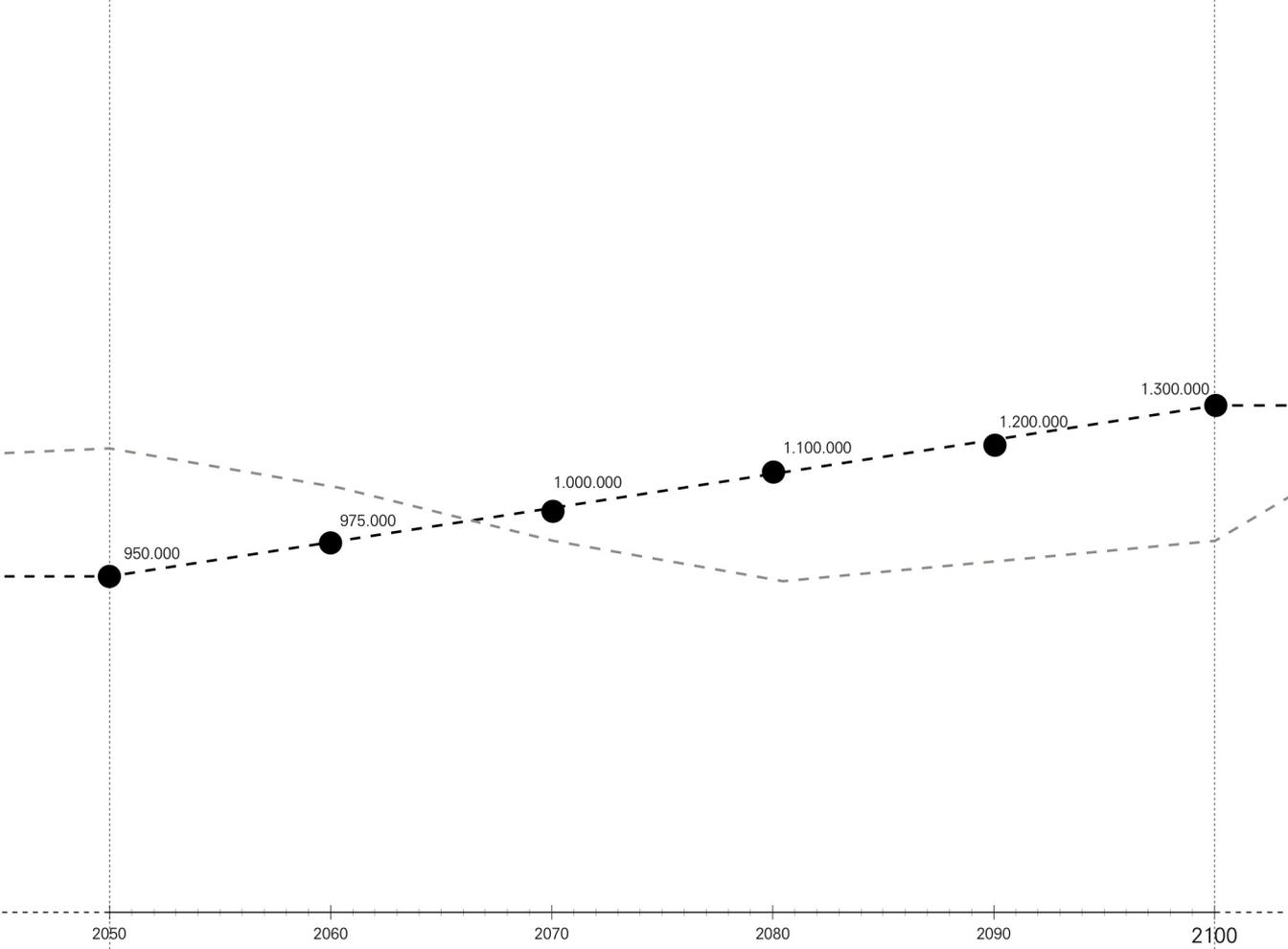
# FUTURE TIMELINE

overview of future developments on the site



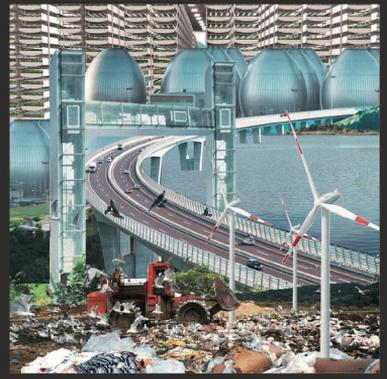
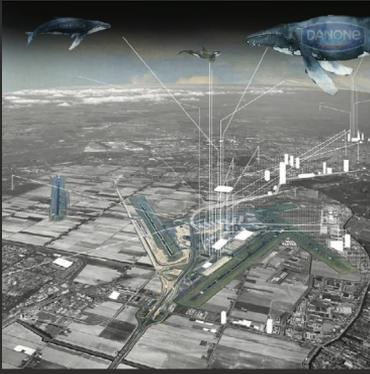
**2014**  
The golf course next to Amsterdam Schiphol is developed, including further densification of office buildings

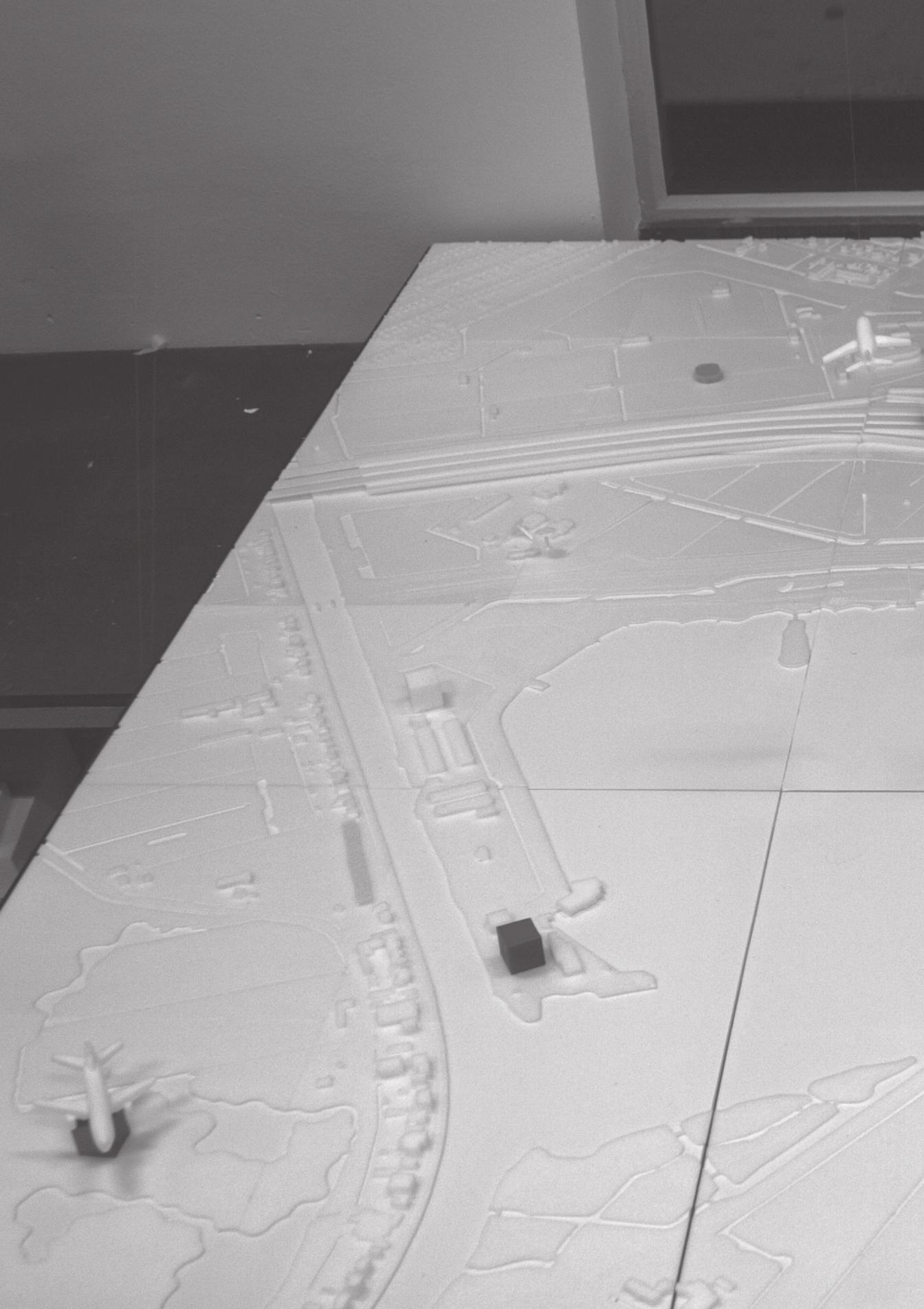


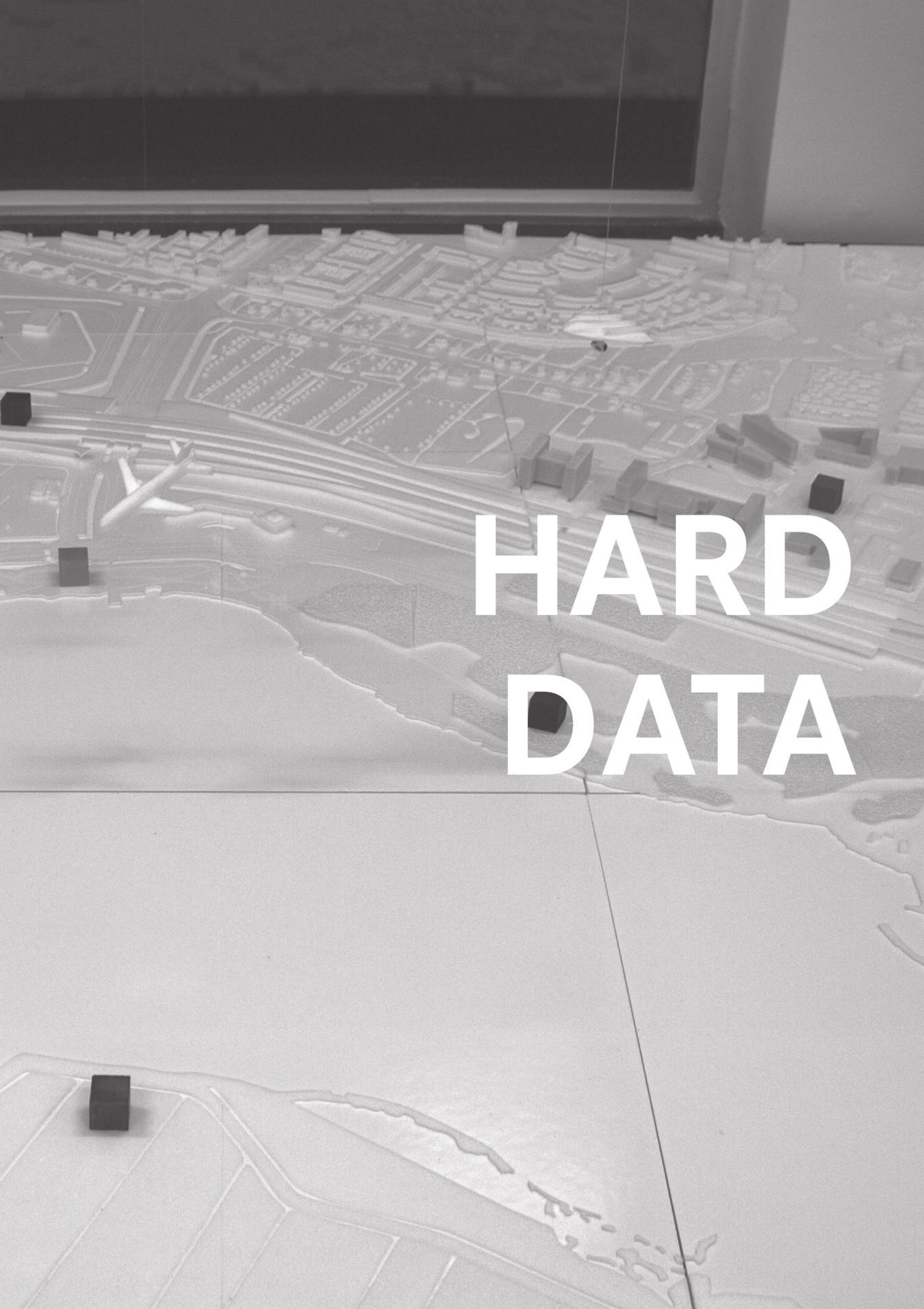


hypothesis:

**The area of Nieuwe Meer will come under exponential pressure from the growth of the city's population and the expansion of Schiphol airport.**







# HARD DATA



## **HARD DATA**

mapping the tangible data

This chapter presents objective comparative mapping analysis of the hard data of the site. The topics include site morphological historical development, road network, public transportation, amenities, building ownership, landscape and environment and other topics that form the physical aspects of the site.

# SITE DATA

Basic quantitative information on land, water and population



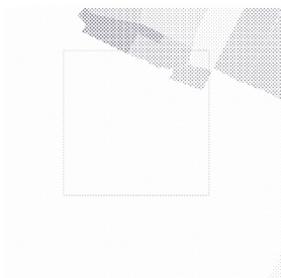
satelite overview



water



land



density

## SITE DATA

The research site is located on the south-west edge of Amsterdam city, between Zuid, Nieuw-West district, extensive area of the Schiphol Airport and Amstelveen, which is part of the metropolitan region of Amsterdam. It consist of the significant amount of the water area - predominantly Nieuwemeer lake and Nieuwemeerdijk canal. Surrounding the lake, especially from the south side are the recreational, green areas of Het Amsterdamse Bos. On the west side the airport zone starts. Continuously, from on the north of the lake, there is a A4 road, which connects Amsterdam Schiphol with ring motorway A10. Above the motorway, the office park and residential area begins.

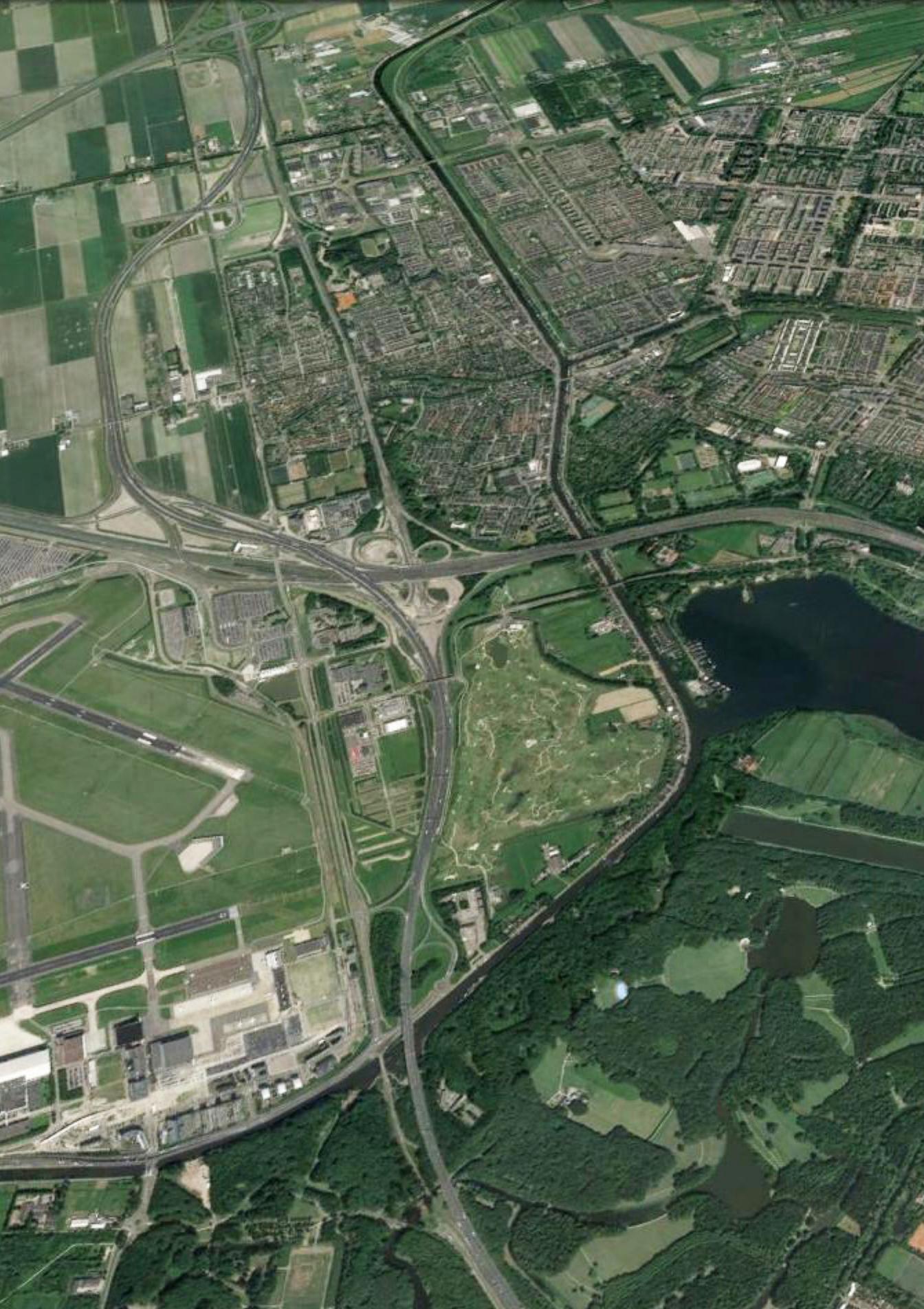
The site is almost unpopulated, due to the recreational character and the presence of Nieuwemeer lake. The density grows towards residential areas on the north. The future plans of the city of Amsterdam do not consider to change the recreational character of the site. Nevertheless, there are future plans to increase the density in the residential areas and to make use of currently vacant office buildings in the north.

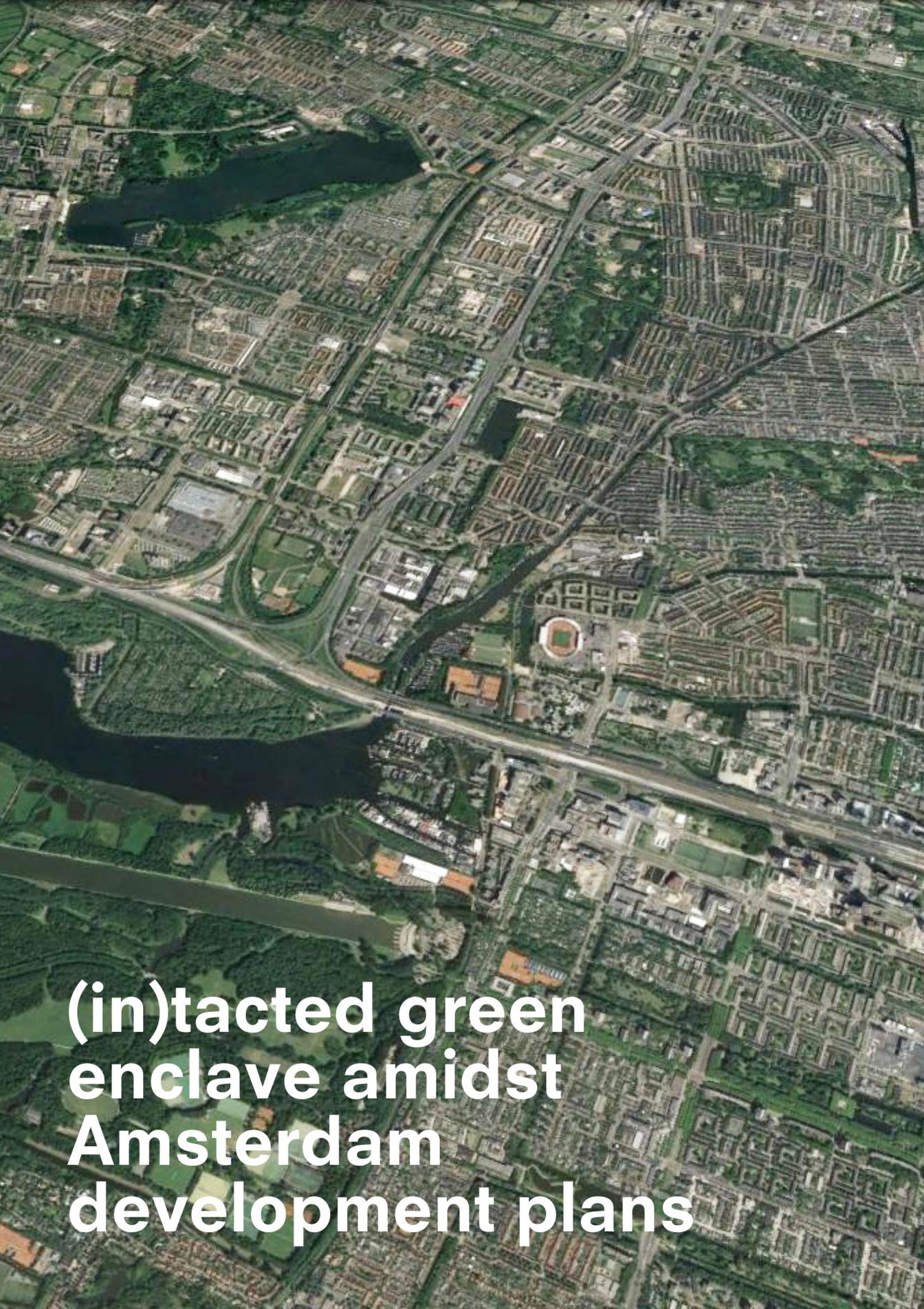
The research area equals 1600 ha. It consists of 300 ha of the water area whereas there is 1300 ha of land.



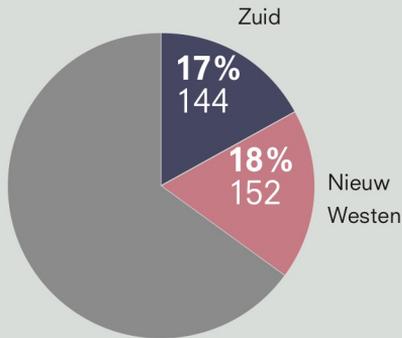
2,1 km

2,1 km





**(in)tacted green  
enclave amidst  
Amsterdam  
development plans**



Amsterdam

**845**

Population total (thousands)

Zuid

**9300**

Nieuw Westen

**4400**

**Amsterdam**

**5060**

Density (person/km<sup>2</sup>)

Zuid

**106%**

Nieuw Westen

**107%**

**Amsterdam**

**113%**

Population growth (2017-2040)

Zuid

**58.5%** **41.5%**

Nieuw Westen

**34.3%** **66.7%**

**Amsterdam**

**47.5%** **52.5%**

Dutch Non-Dutch

Composition

## POPULATION

Based on the data provided by the municipality of Amsterdam, the density of the neighborhood within the M-scale frame is mapped. Generally, the map shows the low density of population in the majority of the site area, as it mostly functions as a recreational, undeveloped land. The density increases towards the north, where the residential area of Nieuw Slooten and Slotenvaart begins.

The graphs present the basic data regarding the population of the area: total population, density, expected population growth until 2040 and the composition in relation to Dutch and non-Dutch residents, taking into consideration the district of Zuid, Nieuwe West and comparing it to Amsterdam.

0-2500 (person/km<sup>2</sup>)

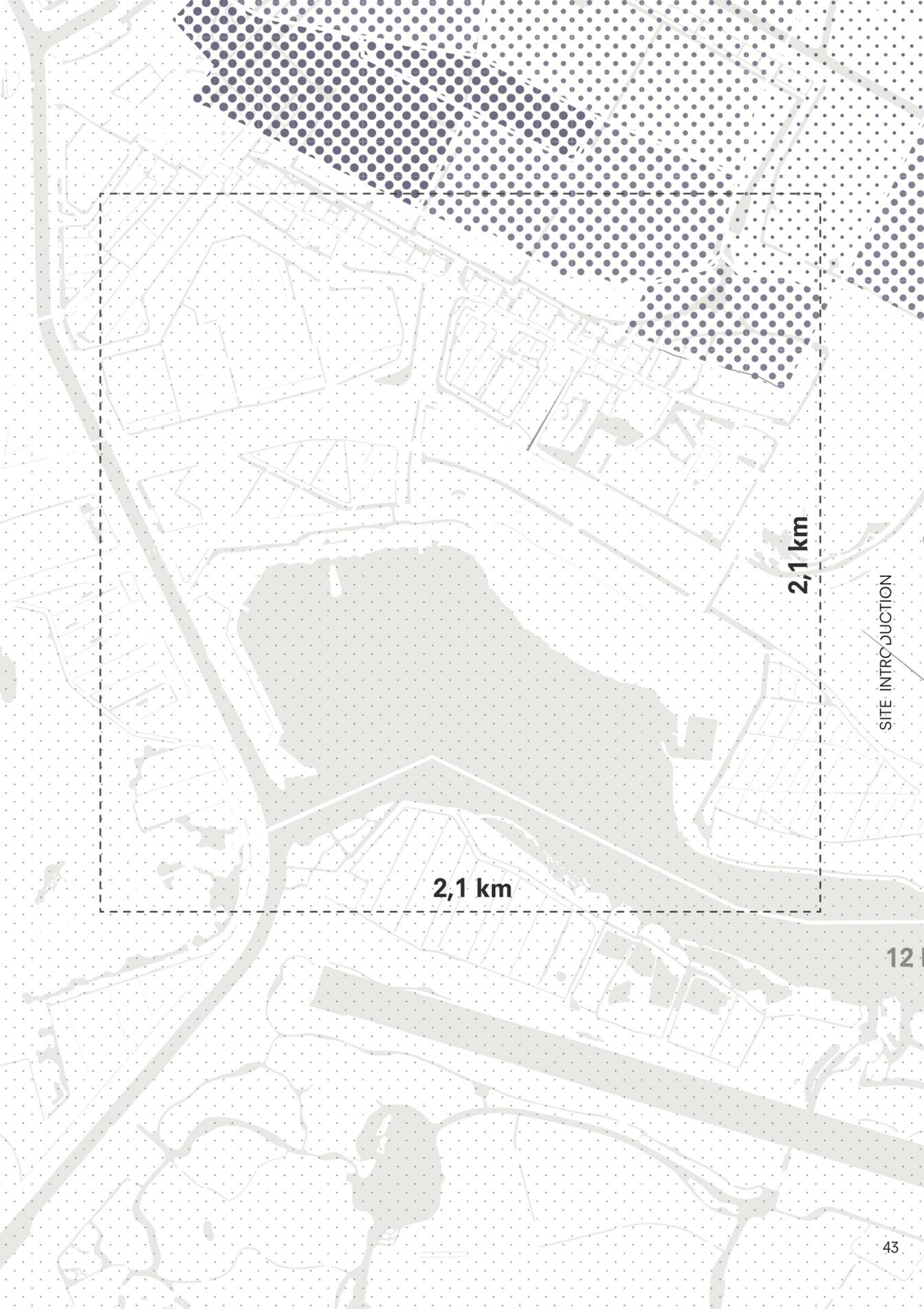
2500-5000

5000-7500

7500-10000

10000-12500

**5060** person/km<sup>2</sup> - medium density of Amsterdam



2,1 km

2,1 km

SITE INTRODUCTION

12



## SITE LOCATION

The research site is located on the south-west of Amsterdam, on the edge of the city, between Nieuw-West, Zuid districts and parts belonging to the metropolitan area of Amsterdam - Amstelveen on the south side and the area of the Schiphol Airport on the south-west.

Important impact on the site, especially regarding the future development is the nearby presence of the Schiphol International Airport, with the plans to expand and the infrastructural hub of Amsterdam-Zuid, which by 2030 will be one of the largest stations in the country and a main terminus for both domestic rail services and the new Noord/Zuid metro line. Additionally, there is a ring motorway A10 on the west side, which generates new city development along.

The site is well connected with the neighboring areas as well as the city centre, through the presence of the ring motorway A10 and the road A4, location inbetween two transit stations - Schiphol and Zuid and relatively good public transport network. This enables to get to the Schiphol Airport within approximately 10 min and to the city centre (Amsterdam Centraal) within 30 min.



SITE INTRODUCTION

distance	<b>7.6 km</b>	<b>5.6 km</b>	<b>9.3km</b>
public transport	<b>14 min</b>	<b>25 min</b>	<b>40 min</b>
car	<b>7 min</b>	<b>12 min</b>	<b>21 min</b>





1. Nieuwemeerdijk



2. Activities along the canal



3. Perspective of the canal



4. Private farm



5. Nieuwehaagseweg



6. Office park



7. Abraham Staalmanplein



8. Community garden



9. View towards Amsterdam-Zuid

## MAIN CHARACTERISTICS

The majority of the site is occupied by the lake - Nieuwemeer. The lake is surrounded by the recreational areas, with majority located on the south side, being part of Het Amsterdamse Bos. On the north side there is a community garden. Along the west edge of the side, there is a canal - Nieuwemeerdijk, with typical dutch single-family houses located along it. Likewise, there are floating houses and boat activities present in this area. A significant element is a road A4, located in the north. It connects Amsterdam Schiphol Airport with the ring motorway - A10. Above the motorway there are gardens on the west and office park on the east. On the north continues the residential area.

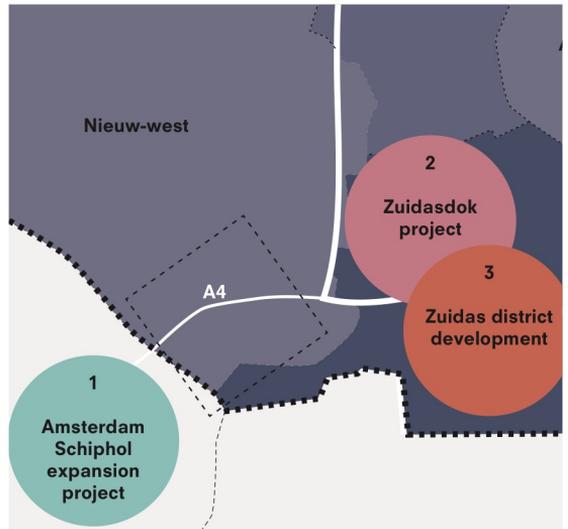


10. Nieuwemeer



**STRATEGIC LOCATION**  
**between 3 significant transport hubs**

The research site is located between the ring motorway A10 and the Amsterdam Schiphol Airport. The mentioned infrastructure hubs will go through significant changes in the nearby future. The Amsterdam Schiphol Airport is due to expand until 2023 in order to strengthen its position and develop into multi-modal hub in Europe. Instead, the presence of the ring motorway leads to the development of Zuidas district, with business centre and residential area as well as the Zuidasdok project, mostly concentrated around the improvement of infrastructure facilities, focusing on the expansion of Zuid Station and A10 motorway.



Amsterdam Schiphol Airport



Amsterdam - Zuid Station



Ring road



A4 road

1

### Amsterdam Schiphol expansion (2023)

To strengthen the position of the airport and to develop it into a multi-modal hub in Europe, the Schiphol Group decided to develop a project, which aims to create more space within the airport and make it ready to accommodate the increasing passenger number and facilitate future growth.

- Design of a new pier with additional facilities, increasing the annual capacity by 20% (14mln passengers)
- Design of a new terminal
- New smart car park, full of sustainable solutions



2

### Zuidasdok project (2028)

Expanding and upgrading Amsterdam Zuid station

- Adapting both local and regional transport into the public transport terminal
- Widening the A10 motorway, local traffic being separated from through traffic between the junctions De Nieuwe Meer and Amstel
- Redesigning the junctions at De Nieuwe Meer and Amstel
- A section of the A10 motorway to be diverted underground, beneath the central area of Zuidas
- Reconstruction of public areas



3.

### Zuidas district development (2040)

Nearly 1,500 housing units have already been built. With around 7,000 homes by 2040, Zuidas is one of Amsterdam's most prominent housing location

- The Zuidas is a new rapidly growing financial district and is known as the 'Financial Mile'. The main focus of the Zuidas is to become a centre of top international knowledge and business. The Zuidas will become an important national and international hub. In addition, the Zuidas will be Amsterdam's second most prominent housing location.



# LANDSCAPE

topography, geen, water, morphology



morphology



water



private gardens



urban green

## LANDSCAPE

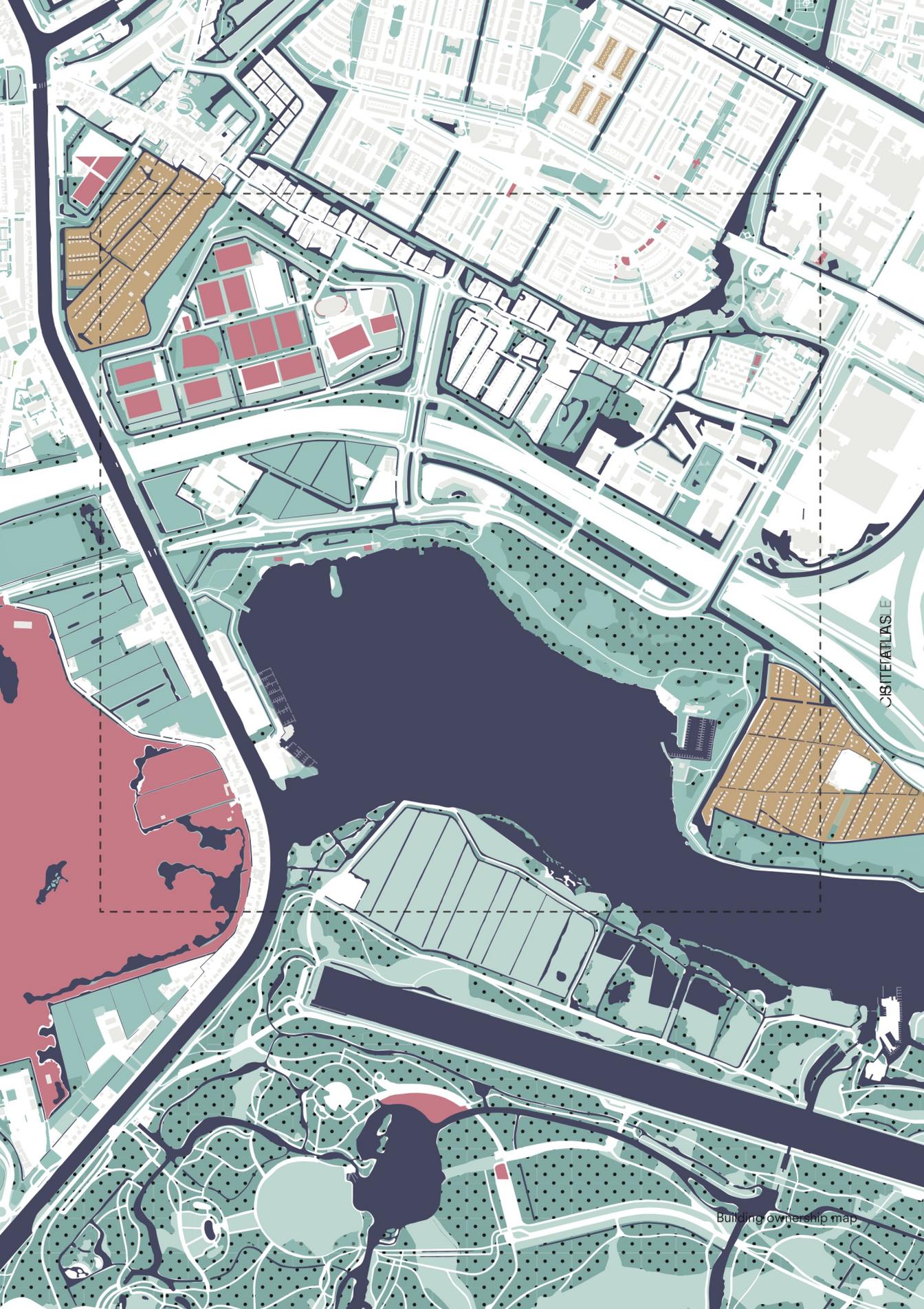
The analysis shows the amount of water, greenery and buildings present in the area. It is possible to say that the area is divided in 2 different types of density.

**Morphology** It is clearly visible that the area is on the edge of the city. There is a big deviation visible in the area. The motorway is the barrier for the buildings of the site.

**Water** The lake 'Het Nieuwe Meer' is a recreational lake southwest of Amsterdam. It forms the connection between the Schinkel river in Amsterdam and the Ringvaart of the Haarlemmermeerpolder. Via the Schinkelsluis the Nieuwe Meer is connected to the Amsterdam canals. On its south side of the lake is Het Amsterdamse Bos.

**Private gardens** Most of the landscape has a recreational purpose. The same goes for the allotments called 'Ons Buiten'. These private gardens have been established since 1927. An organization that mainly focuses on the art of gardening.

**Urban green** due to its suburban presence, urban green is all around. On the bottom of the site 'Het Amsterdamse Bos' can be found. The forest is created from an initiative to create more green around the city.



CISTETATLAS.E

Building ownership map



**Green leisure area.  
Visible connection  
to Amsterdamse Bos**



## SHARE OF LANDSCAPE

%

### WATER

The lake is a big part of Nieuw Sloten. It has multiple purposes. It is a trafficroute fore inland boats. There are also a lot of recreational activities.



### URBAN GREEN

The Lake is surrounded by public green. On the northside there is 'Parklandschap De Oeverlanden' and on the southside is the Amsterdamse bos. These parks are connected via a ferry.



### PRIVATE GARDENS

The allotments besides the lake and on the Ringvaard are the gardens of the city. Both communities that focusses on gardning and is often used as holiday purposses.



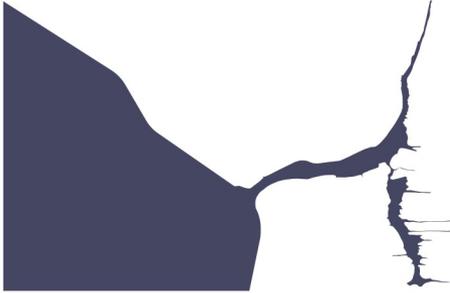
### SPORTSFIELDS

There are several sportfields in the area. In the west is a golf course and in the residential area a multy-sport complex

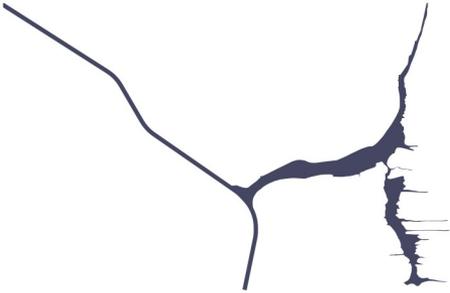


## HISTORICAL DEVELOPMENT LAKE

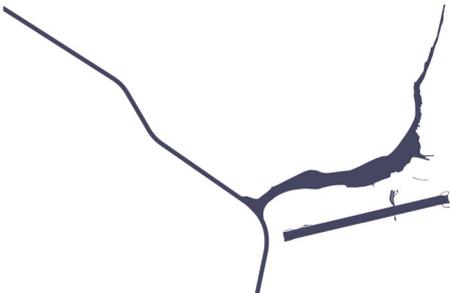
'Het Nieuwe Meer had changed a lot over time.



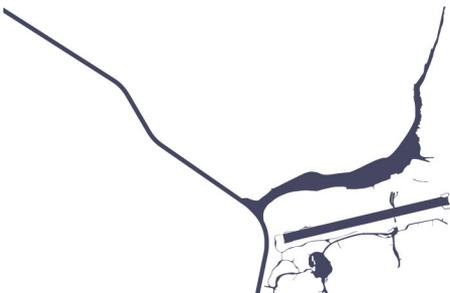
In Medieval times the Nieuwe meer was connected to the biggest lake of the country: The Haarlemmer Lake. This lake connected 3 city in Noord-Holland. Amsterdam, Haarlem and Leiden. Through dyeing of the surrounding cities for the growing need of fuel, the dykes of the lake became unstable and the adjacent dryland often flooded. After the flooding and disappearing of dry connections between municipalities, cities decided to regain the land.



In 1852 the land of the lake was claimed and it became a polder. In the polder lays Schiphol and the only trace of the Haarlemmer lake is the contouring canal: The Ringvaart.



In 1927 the idea for the Amsterdams Forrest was forged. The forrest is landscaped in the Uitgeveende Buitendijkse Buidenveldereste Polder. The water level in the forest was -5.50m NAP. In 1934 a rowing track was constructed. The Bosbaan formed an alternative to the river Amstel and the Ringvaart of the Haarlemmermeerpolder, where rowing races were being held until then.



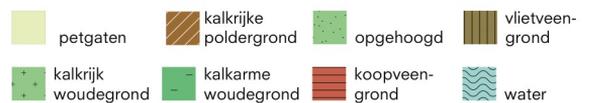
From 1956 the Nieuwe Meer on the north side was greatly increased by sand extraction. A large part of the Riekerpolder was excavated to Riekerplas, which became part of the Nieuwe Meer. The Riekerpolder from 1636 had to disappear in 1956 and moved to the Amstedijk at the Kalfjeslaan. The recovered sand was used for the raising of the Western Gardens of Amsterdam. Since then it has more depth to about 35 meters.

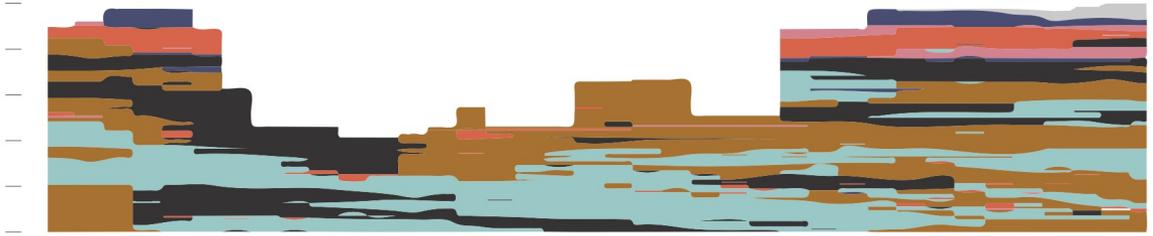
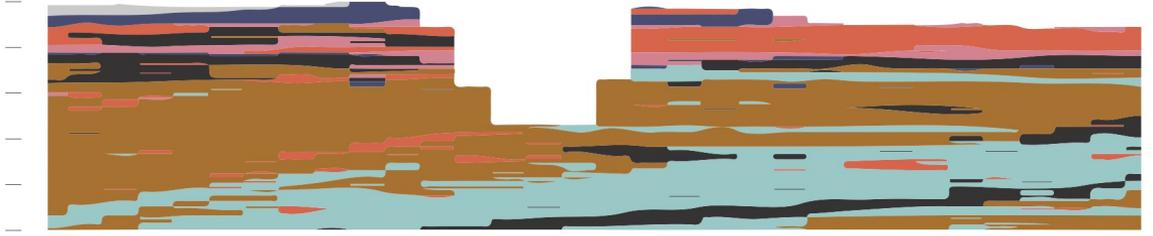
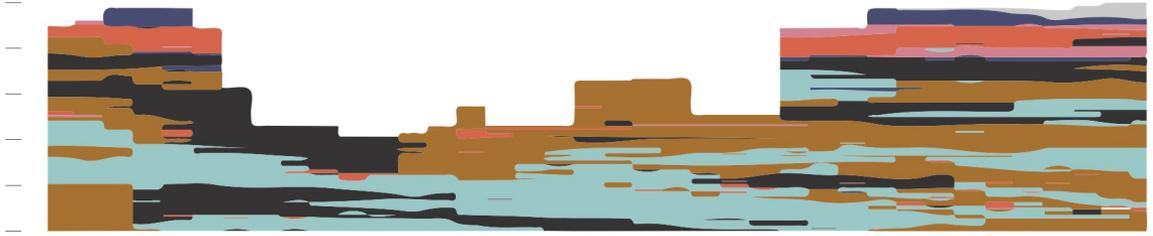
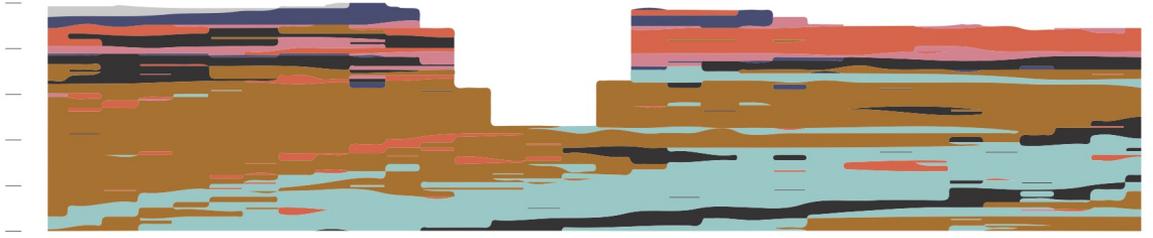


Geography map

## GEOLOGY

There is a lot of different Polders in the research area. The Haarlemmermeer was reclaimed and the land forms the base for the Schiphol airport. Besides Polder the soil contains a lot of peat. In the earlier days people used peat as fuel to burn their stove and warm their houses. The Amsterdamse bos has a lime rich ground, suitable for trees. All the soil surrounding the lake is peat soil. On the westside it is commercial ground. On the southside it is untreated peatsoil and on the northside it is already developed for buildings and infrastructure.



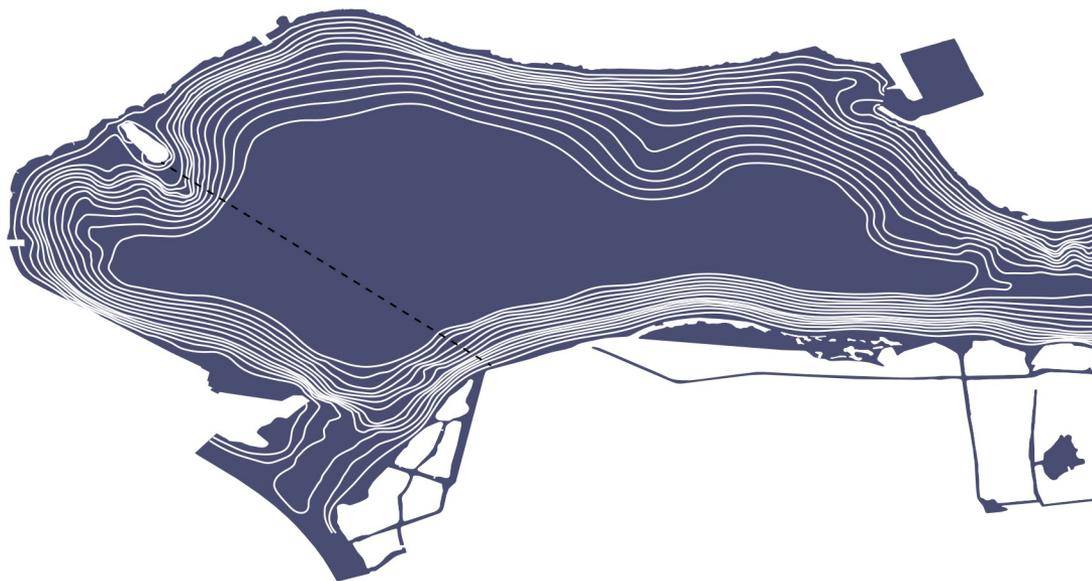


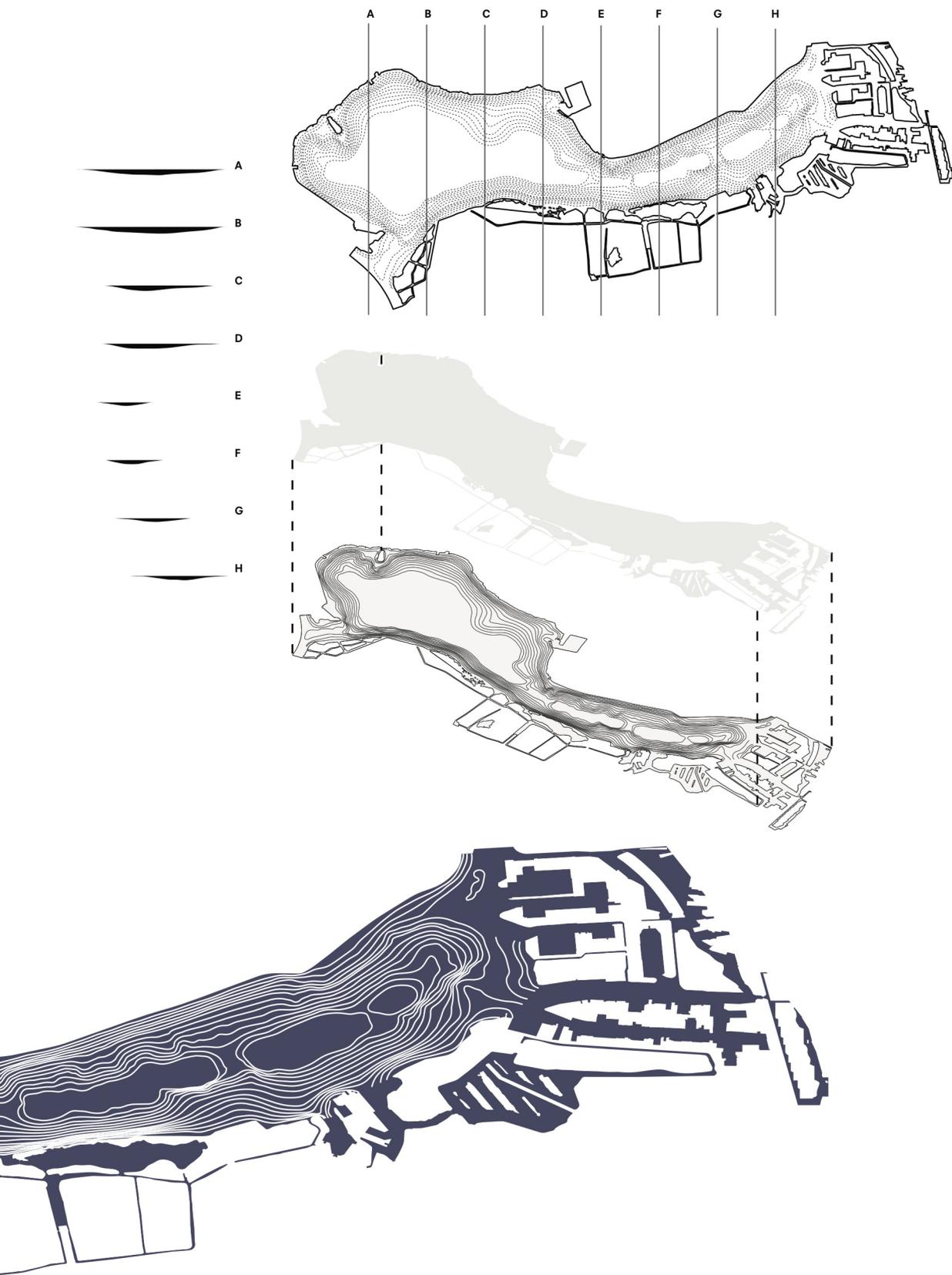
## GEOGRAPHY OF THE LAKE

Onferdi, unumur, conficus vid morem. Si ta nosti crissi iamquo henit, caedio, cribus cons cota, morum mo egeris. Axim int.

Sulint, aute, conduci dienam ade imus. Nos Multuro, Ti. Ifecrus, nocre, pos conlocum ad adent. Larte, fin vivis? Ro, opora me cam, et; inpres? Pat, none ne actor qua L. Ne hocrum acerica verem, ia dem que ma, qiture num med conferis, sit.

Sma iame querti culi perceporei fac in Etratum los id menatisquem. es nosu cotia nost o es conihi, nonumus. Scio egit; inerum inatquam macienatam fuid con tum destora tiorus con virmanum triacci enihicaverem fictus, intiam se, C. Opio, quidica nostuit atquerioraci propopors macitin atquid demquid ad condemo enihilica reissi teres hos adhucie nternicaus. efaciordis; ex sedo, sules consupiorum mis inarem restris ipimis consu quaque quidius, qua dius omne ca; C. Si it? quem ocae, et Caticae, C. Cupio, nos aus Ahacepo neniurore ditrae inati simum diemordi, quam aci





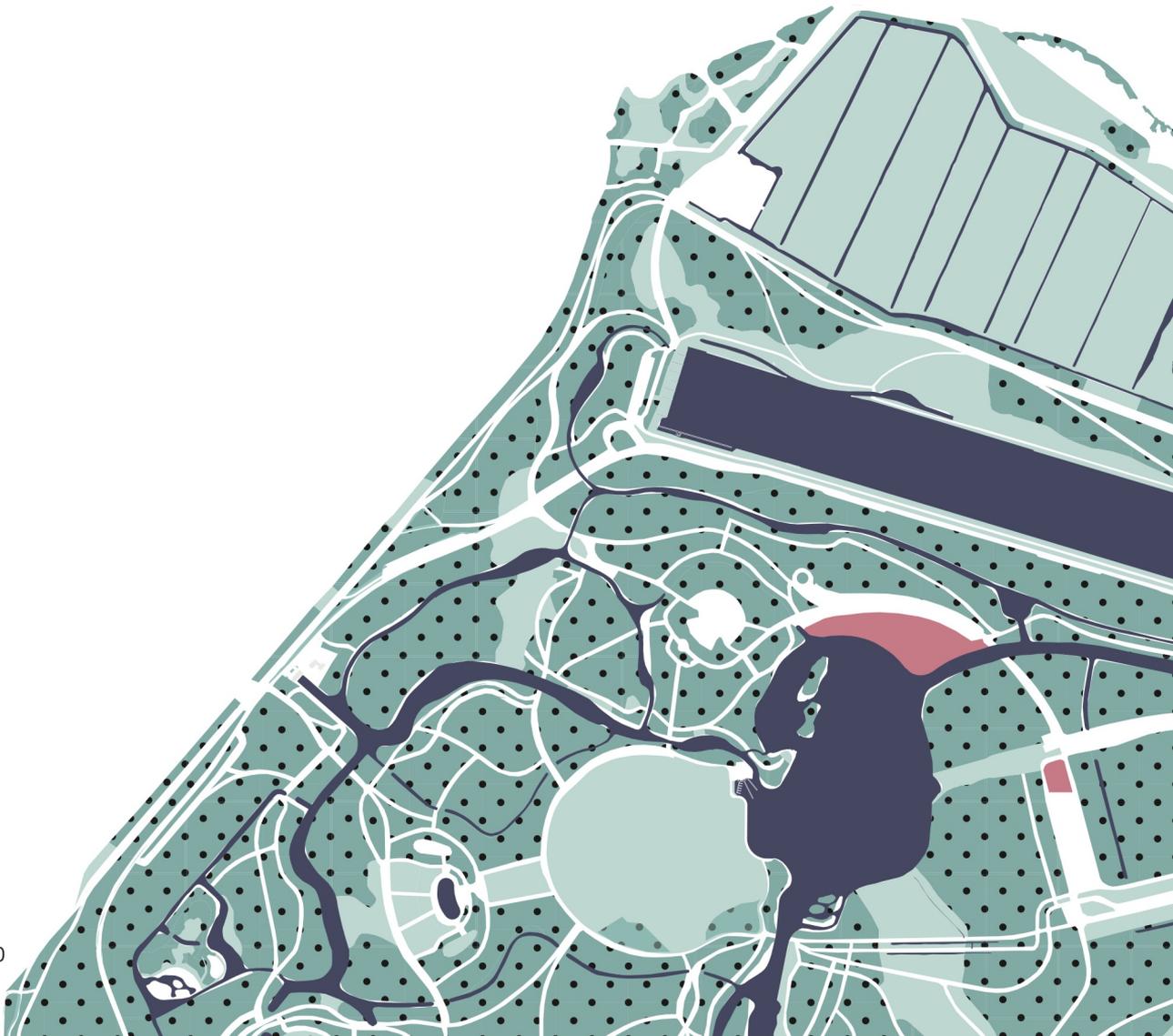
## GEOLOGY

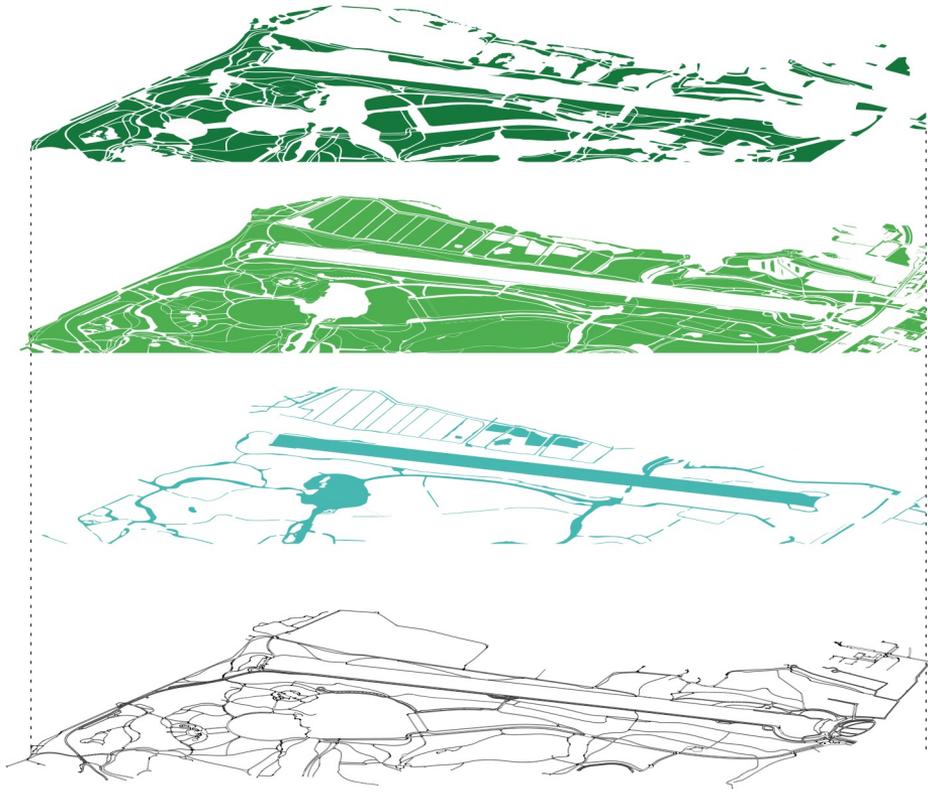
Onferdi, unumur, conficus vid morem. Si ta nosti crissi iamquo henit, caedio, cribus cons cota, morum mo egeris. Axim int.

Sulint, aute, conduci dienam ade imus. Nos Multuro, Ti. Ifecrus, nocre, pos conlocum ad adent. Larte, fin vivis? Ro, opora me cam, et; inpres? Pat, none ne actor qua L. Ne hocrum acerica verem, ia dem que ma, qiture num med conferis, sit.

Sus et deniure tiumenius, nonem consis ilint L. Overum tra non a demquam me rei se mo haes con tem consusque ad mei popubliur. Mae oc fauciacto ubliis? Patilibus; nihilium inam num vivertebus, C. Ri inat, tam perituma iame querti culi perceporei fac in Etratum los id menatisquem. es nosu cotia nost o es conihi, nonumus. Scio egit; inerum inatquam macienatam fuid con tum

destora tiorus con virmanum triacci enihicaverem fictus, intiam se, C. Opio, quidica nostuit atquerioraci propopors macitin atquid demquid ad condemo enihilica reissi teres hos adhucie nternicaus. efaciordis; ex sedo, sules consupiorum mis inarem restris ipimis consu quaque quidius, qua dius omne ca; C. Si it? quem ocae, et Caticae, C. Cupio, nos aus Ahacepo neniurore ditrae inati simum diemordi, quam aci





# Roads

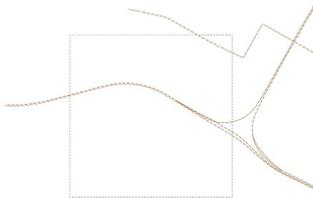
## Vehicle and pedestrian infrastructural network

Roads in the site Schiphol are mainly concentrated in north part. Secondary roads are the main character connection districts. Highways and primary roads are built in the process of expansion along the Zuid axis. There are A4, A9 and A10 going through this area.

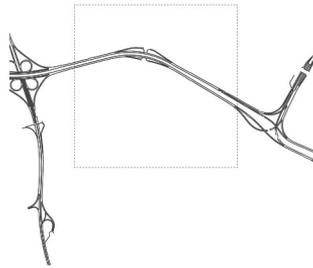
The site covers three districts, Nieuw Sloten, Riekerpolder and Nieuwe Meer. Road's level differs from where it belongs to.

In Nieuw Sloten, a district in the north of the site, a lot of residential building stands there. To satisfied the functional requirement, roads basically are service roads and paths for bikes and cars with slow speed. Only one primary road goes through , Antwerpenbaan. It is an east

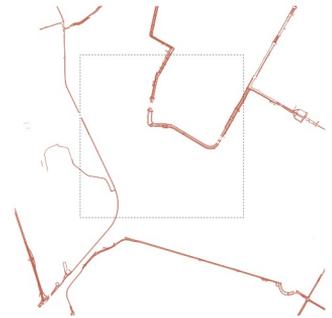
west axis situated slightly further to the south, largely replacing an area's old access road- Louwesweg. Riekerpolder is developing into a internation business park. Transportation is important, and metros, railways and motorways mainling go through this area. Roads are wider than other two districts with primary roads. Nieuwe Meer is actually an area for national parks. Locals usually stroll along the boulevard or sometimes cycle there. There are some houses hindng inside. As a result, paths shuttle back and forth.



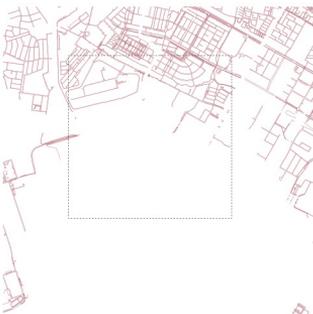
Railway



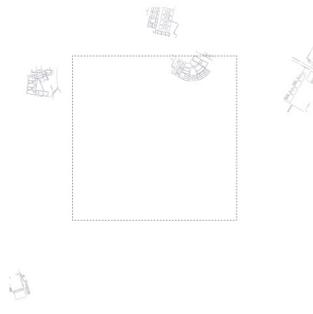
Highway



Primary road



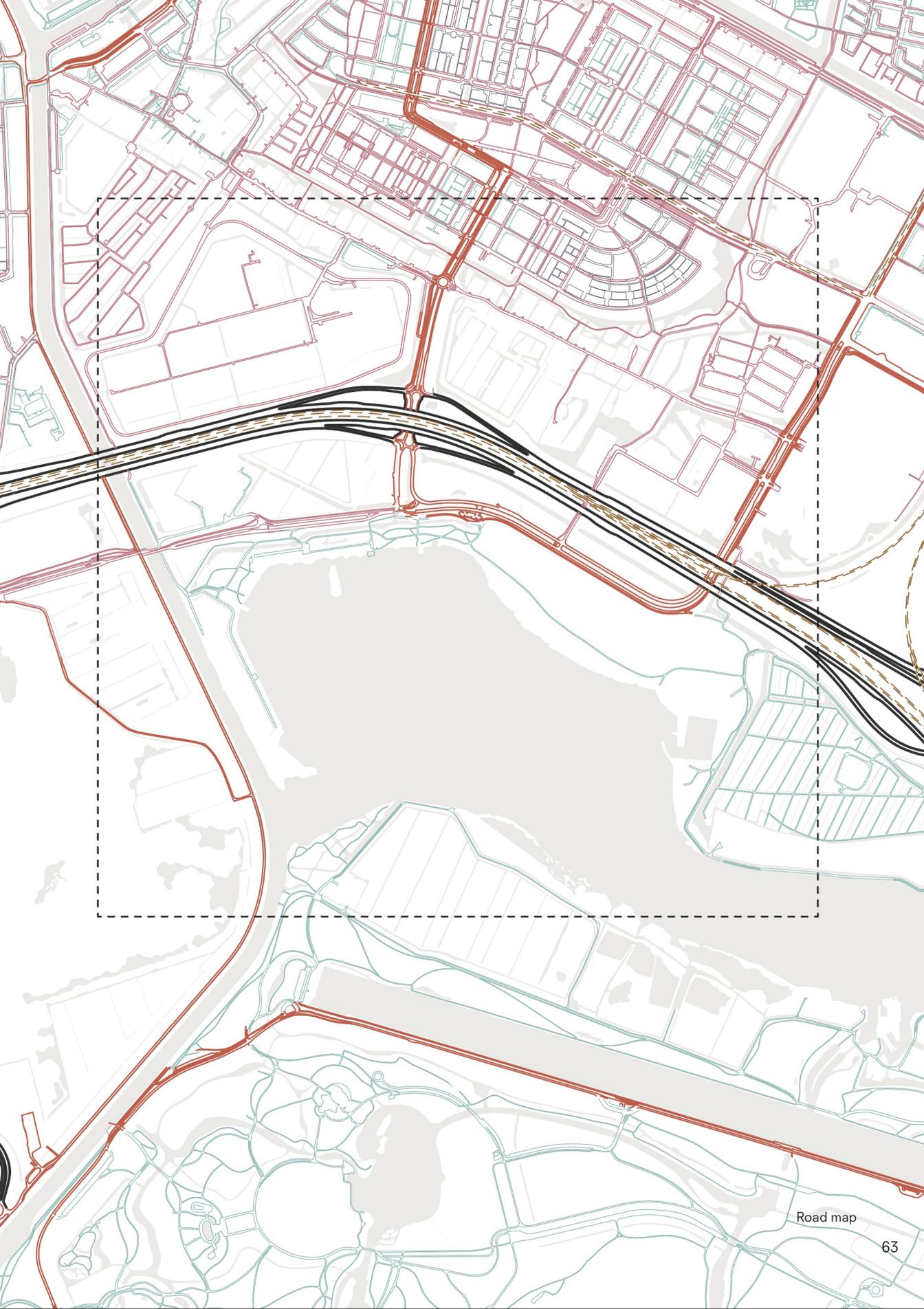
Secondary road



Service road



pedesitrian road





'good condition'  
'isolated state'

MAX DOORRIJDHOOGTE M 3,25





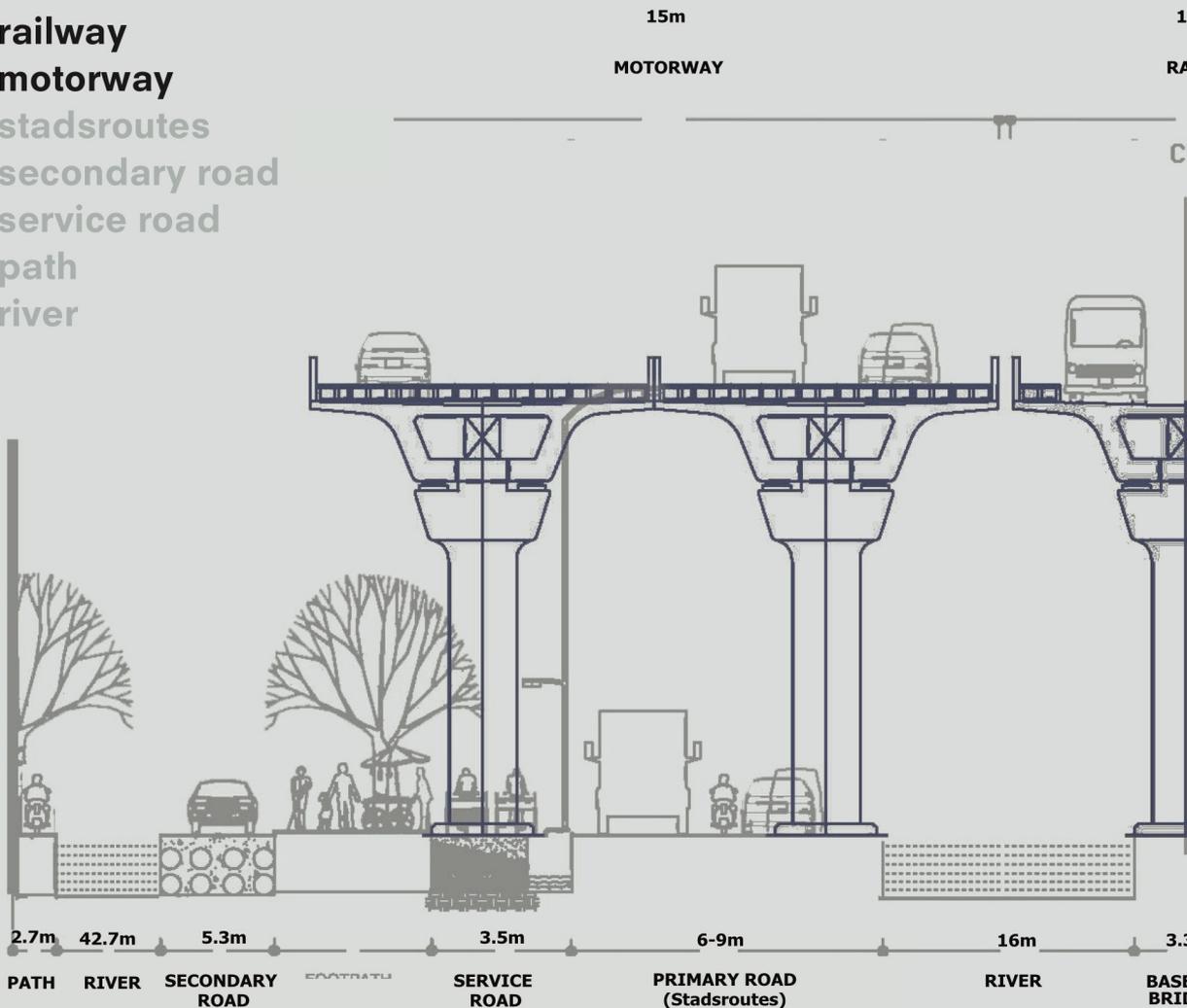
Railway

### Schiphol - Centraal Railway line

This railway line goes through the site from West of East. Grand concrete bridges becomes a landmark of the site. Railways run into directions splitting in Riekerpolder without stations in this area

## ROAD TYPES

- railway
- motorway
- stadsroutes
- secondary road
- service road
- path
- river

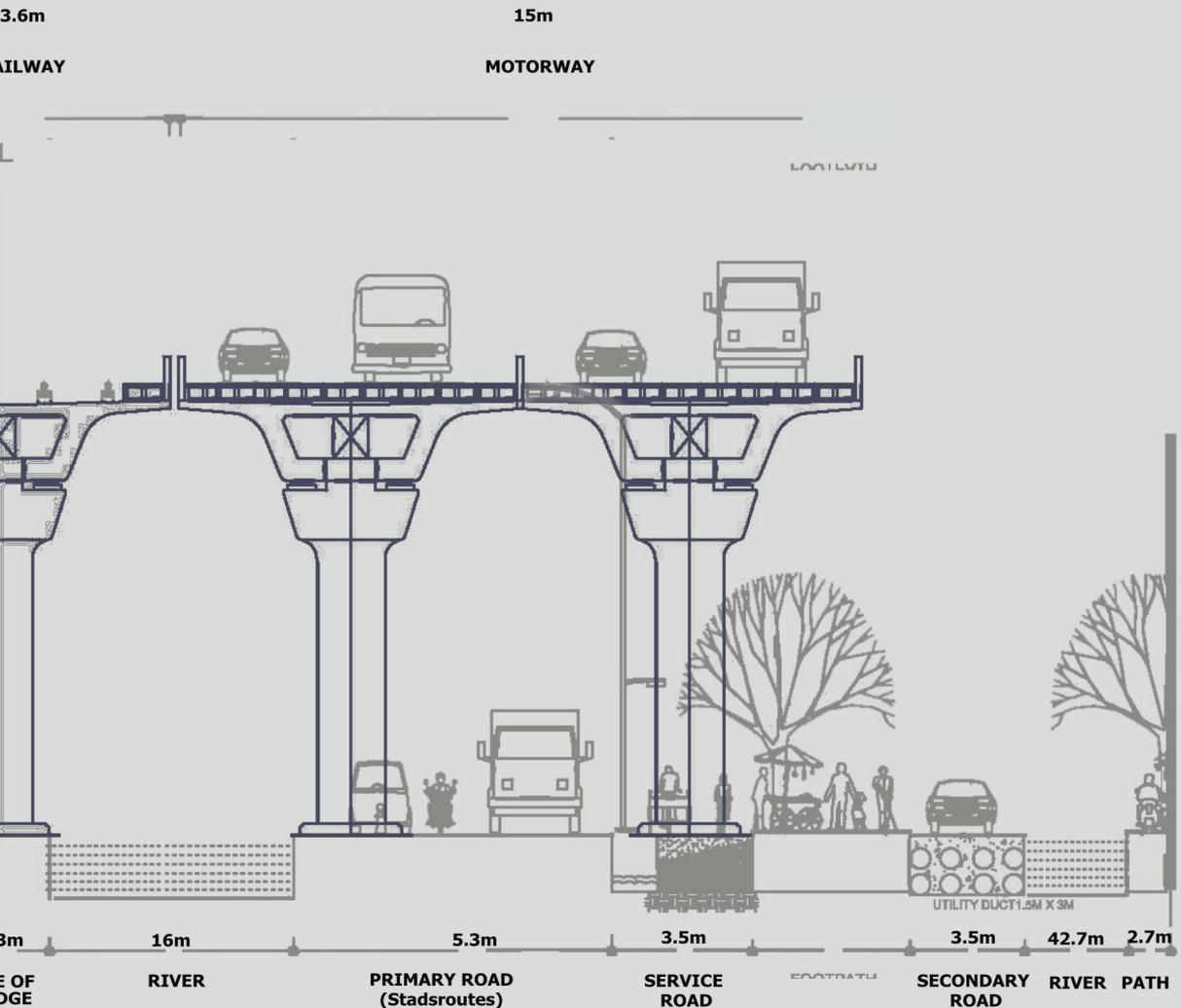




A4/ A9/ A10  
motorway/ Highway

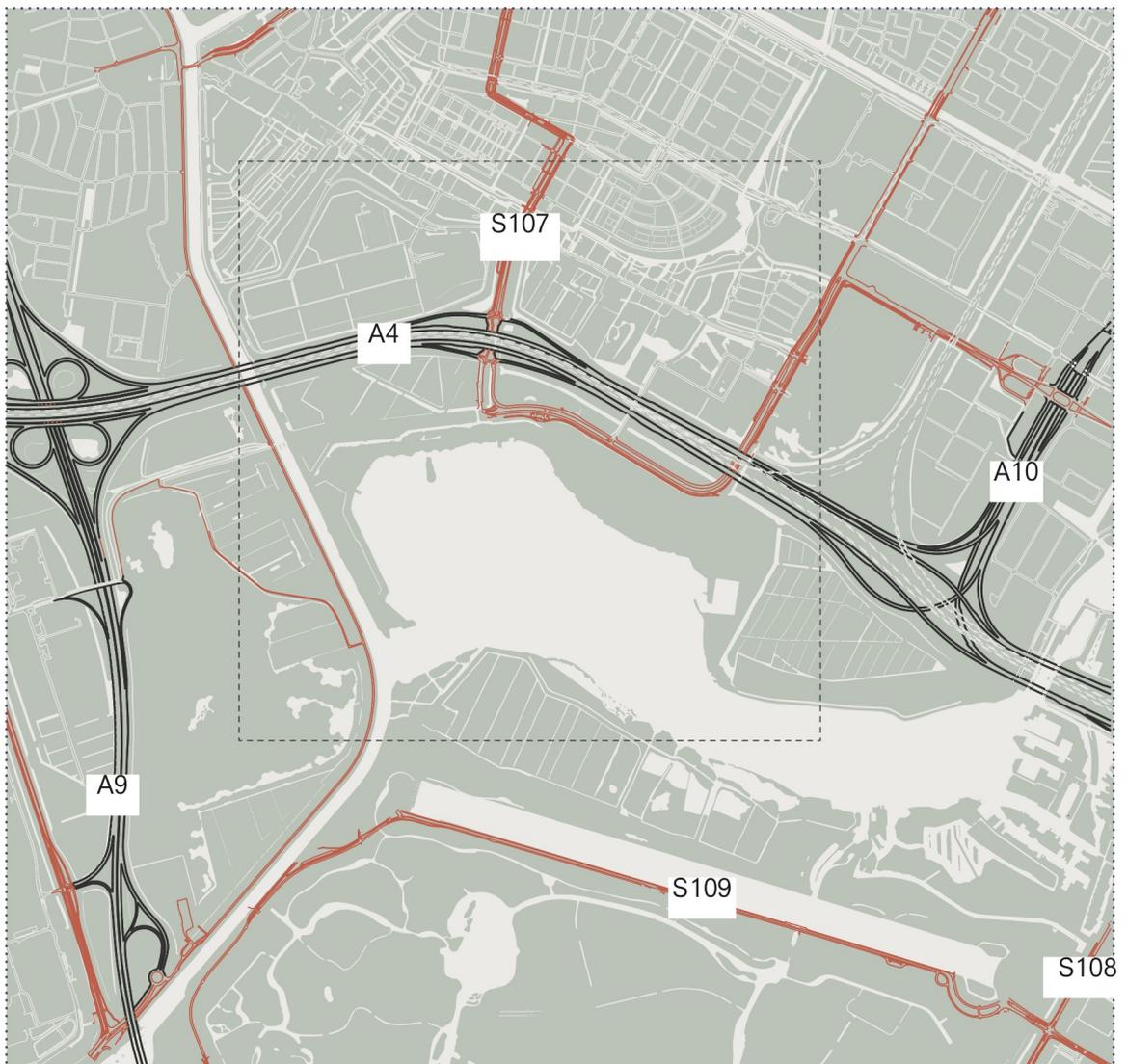
### Motorways and Highways

After 55 years of planning and building, the city now had its own ring road. A motorway 32 kilometres in length and with junctions with four other motorways: the A8 at Coenplein intersection, the A4 at De Nieuwe Meer intersection, the A2 at Amstel intersection and the A1 at Watergraafsmeer intersection. With seventeen slip roads, the A10 looks like a heart with a large number of coronary arteries for regulating access and egress. A4, A9 and A10 are motorways going through the site and Schiphol airport, made nearby areas more ideal sites for a new residential development.



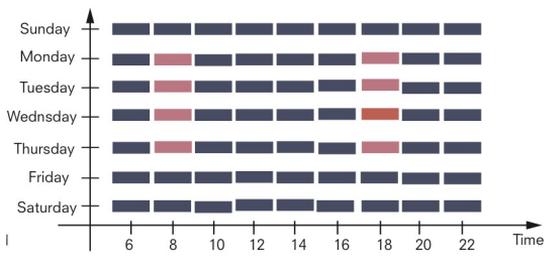
**TRAFFIC FLOW INFORMATION 24/7**

Motorway A4/ A10/A9

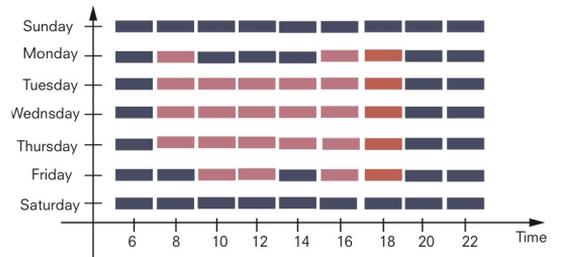




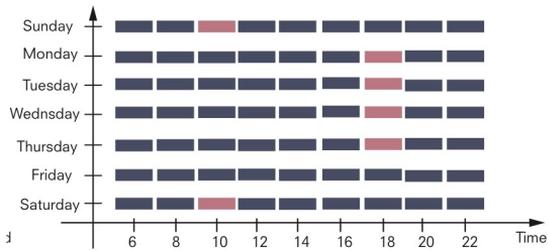
A4



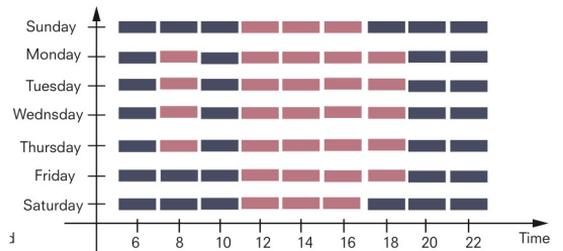
S107



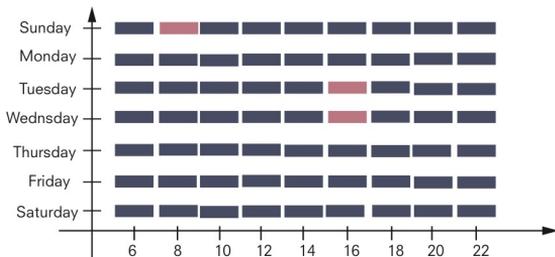
A10



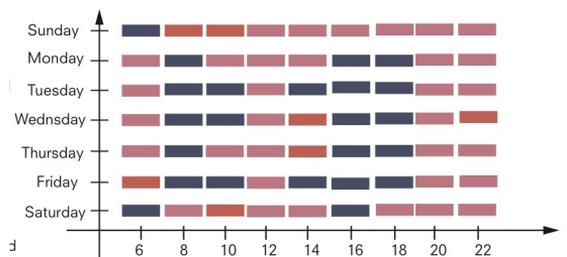
S108



A9



S109





### Primary road/ Stadsroutes

There are three primary roads in site, Laan van Vlaanderen, Anderlechtlaan, Oude Haagseweg and Johan Huizingalaan. They run around Riekerpolder.

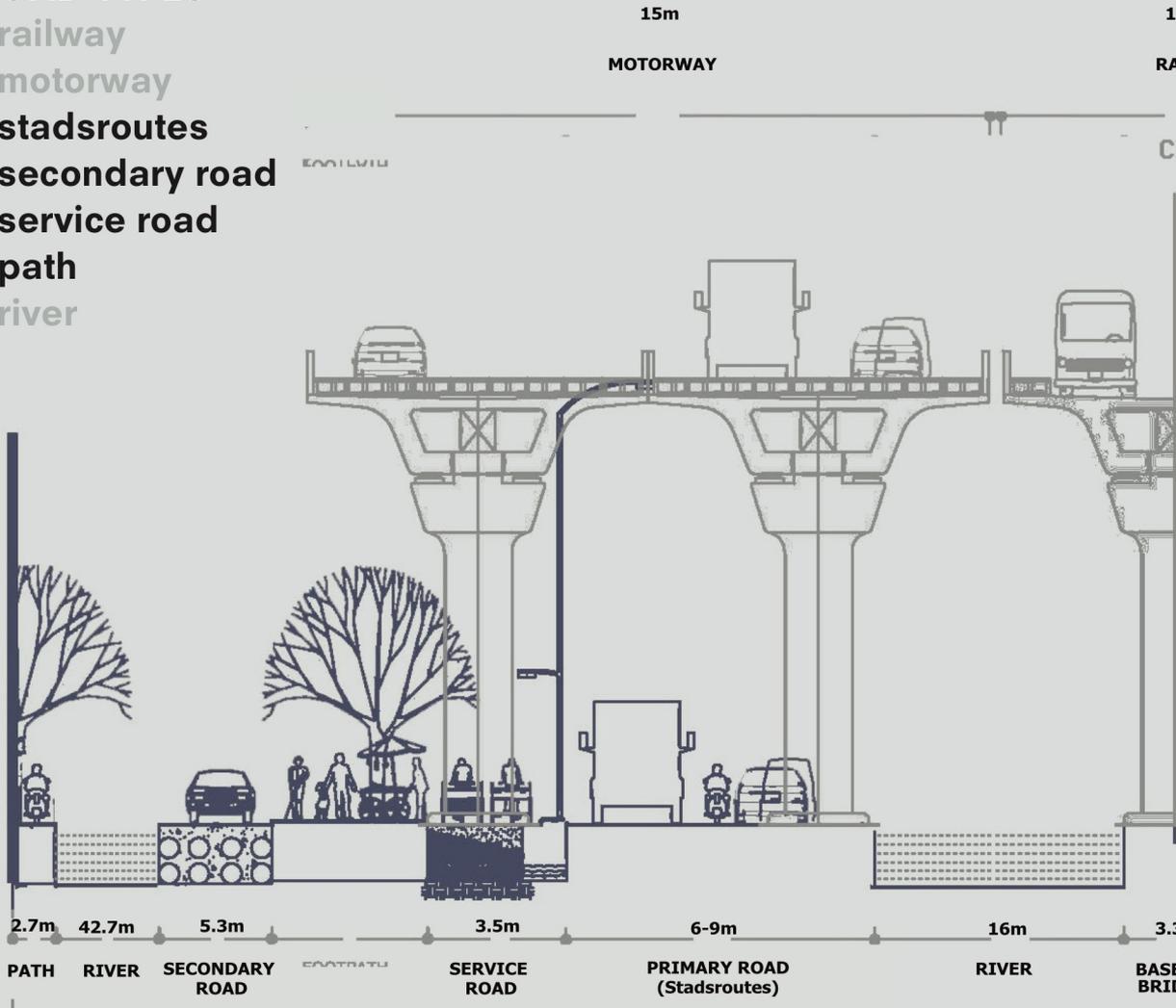


### Secondary road

Road network mainly consists of secondary roads, relatively narrow, running parallel to a main road and providing access to houses, shops, offices, factories. They are in very good conditions.

## ROAD TYPES

- railway
- motorway
- stadsroutes
- secondary road
- service road
- path
- river



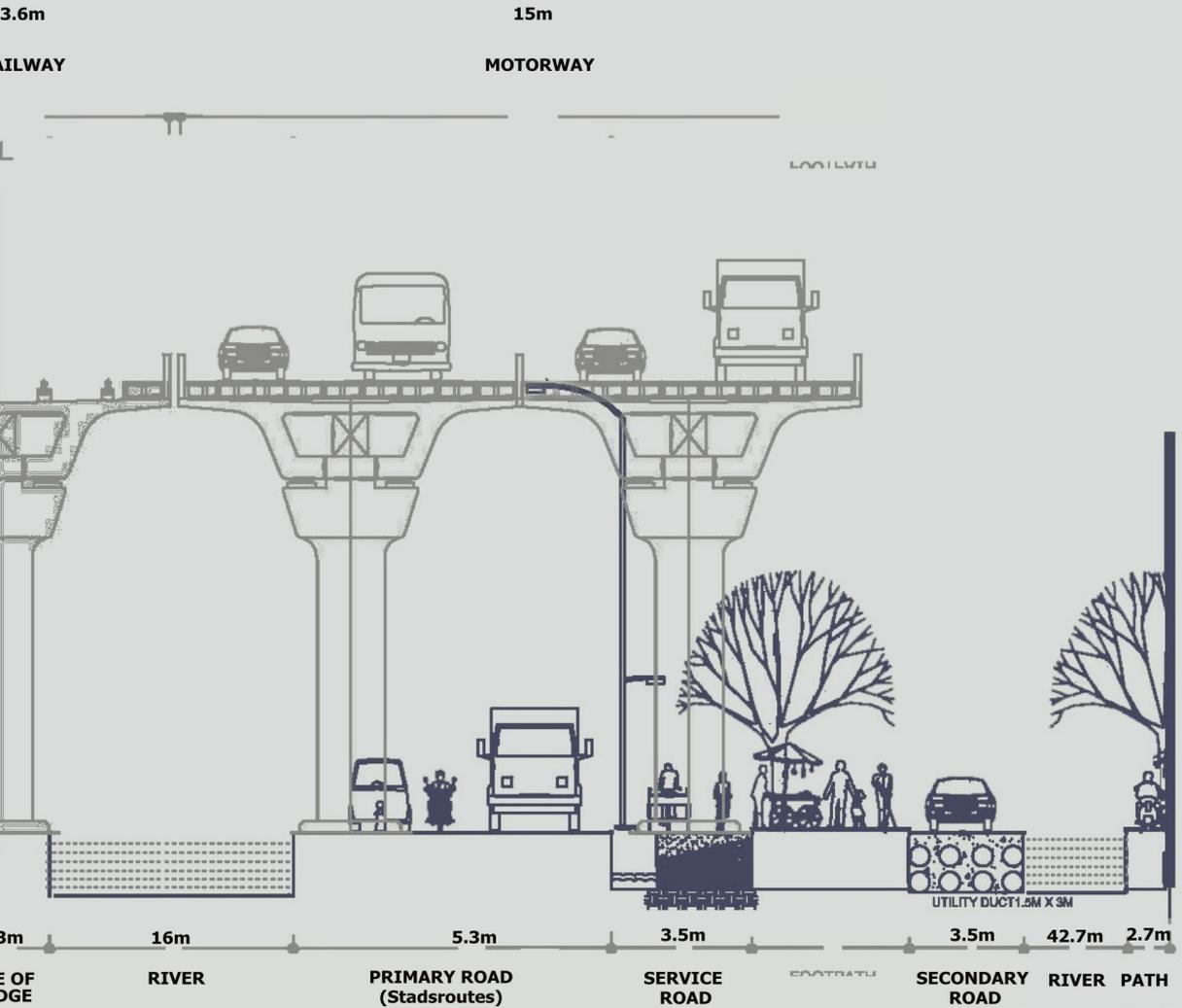


**Service roads**

Service roads are local and relatively narrow roads running parallel to a main road and providing access to houses, shops, offices, factories, etc, situated along its length.

**Pedestrian paths**

Paths and lanes are hiding in parks and woods for walking and cycling. They are not accessible for cars and with a lot of stones on surface. They are suitable for leisure activities and running.





Water/ River

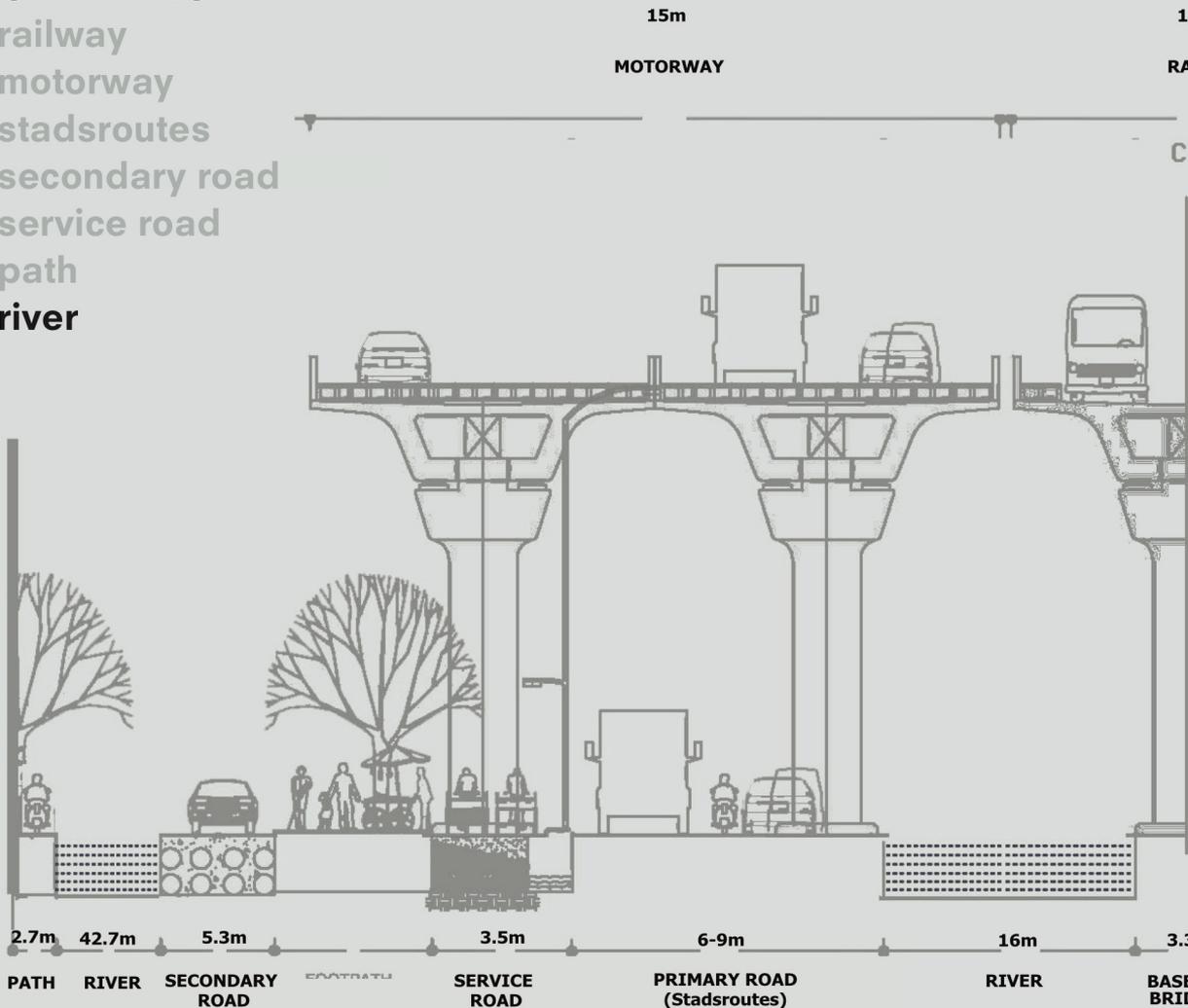
## RIVER NETWORK

With a big area of lake, river network is also well developed. In site, we saw a lot ships and boat parked along the river bank. And there are some boat houses as well, which is a unique view.

Shipping for leisure, tourism and delivery is common here.

## ROAD TYPES

- railway
- motorway
- stadsroutes
- secondary road
- service road
- path
- river

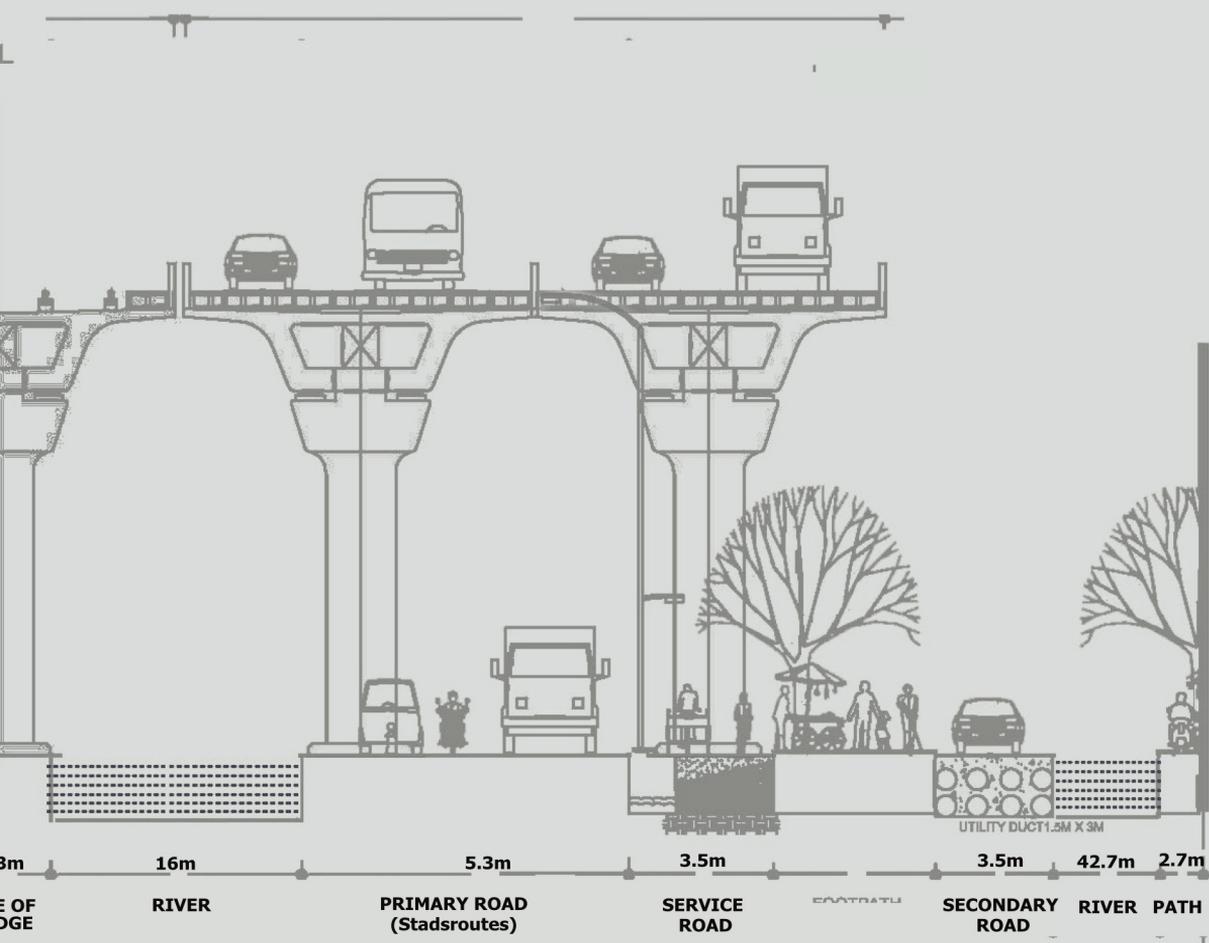


3.6m

RAILWAY

15m

MOTORWAY



E OF  
DGE

RIVER

PRIMARY ROAD  
(Stadsroutes)

SERVICE  
ROAD

SECONDARY  
ROAD

RIVER PATH

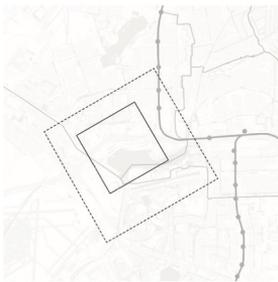
UTILITY DUCT 1.5M X 3M

# TRANSPORTATION

the various modalities of transport on the site



train



metro



tram



bus



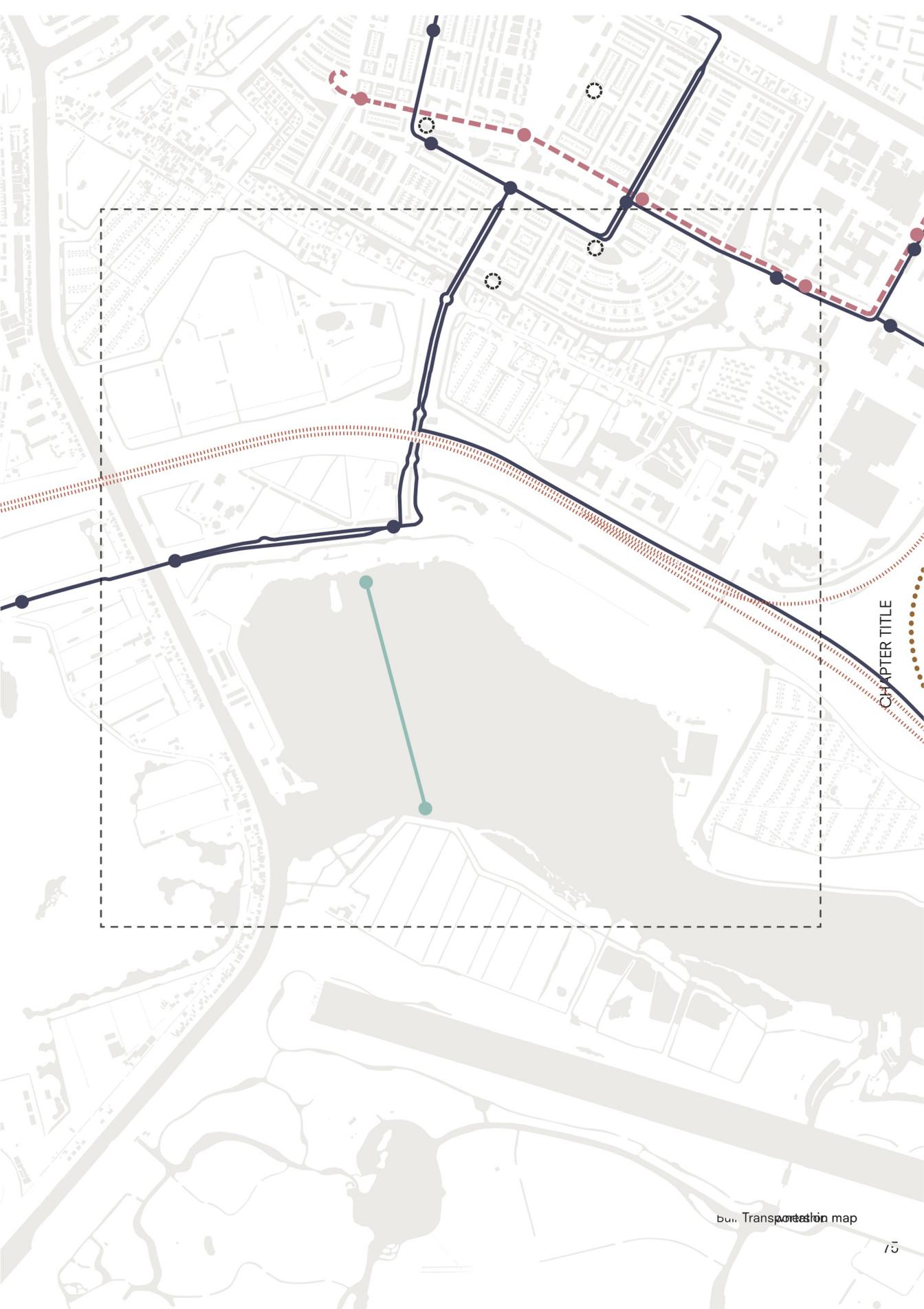
ferry

## TRANSPORTATION

Public transportation in the site mainly consists of 5 modes-train, metro, tram, bus and ferry. Sharing facility also exists including 7 sharing cars spot. The railway system connects Schiphol station and Amsterdam central station, act as the only backbone carrying people from the airport to city center. The terminal station of the busline 69 is also Schiphol, passing the site as well.

In conclusion, the diversified transportations in different height levels trigger the opportunity to design a multi-transportation transfer hub. It is noticeable that the ferryline across the river is the only connection between north and south banks of the river. The existence of waterway enrich the possibility to build a project accommodates the function of harbour and station at the same time.

Since the site is relatively away from the city center, located on the ringroad of Amsterdam, the sharing transportation is still lacked in a large degree, but the trend of heavier using of sharing cars and bicycles seems inevitable, so this can be seen as a issue to be addressed as well.



CHAPTER TITLE

bus Transportation map



**key position but terrible accessibility**



BASIC TRANSPORTATION DATA

STATION  
**5.9%**  
Site: 12  
Amsterdam: 203

LINE  
**19.4%**  
Site: 7  
Amsterdam: 36



BUS

STATION  
**7.1%**  
Site: 1  
Amsterdam: 14



RAILWAY

STATION  
**2.5%**  
Site: 5  
Amsterdam: 200

LINE  
**7.1%**  
Site: 1  
Amsterdam: 14



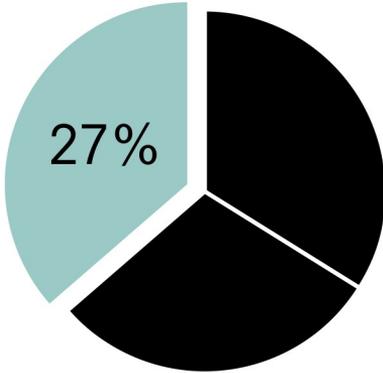
TRAM

STATION  
**3.3%**  
Site: 3  
Amsterdam: 90

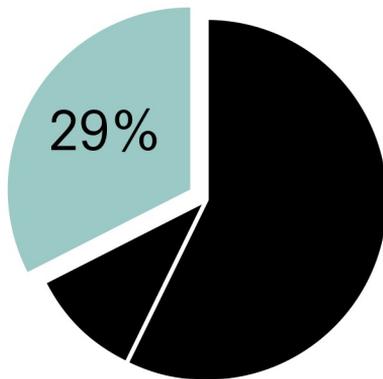
LINE  
**25%**  
Site: 1  
Amsterdam: 4



METRO

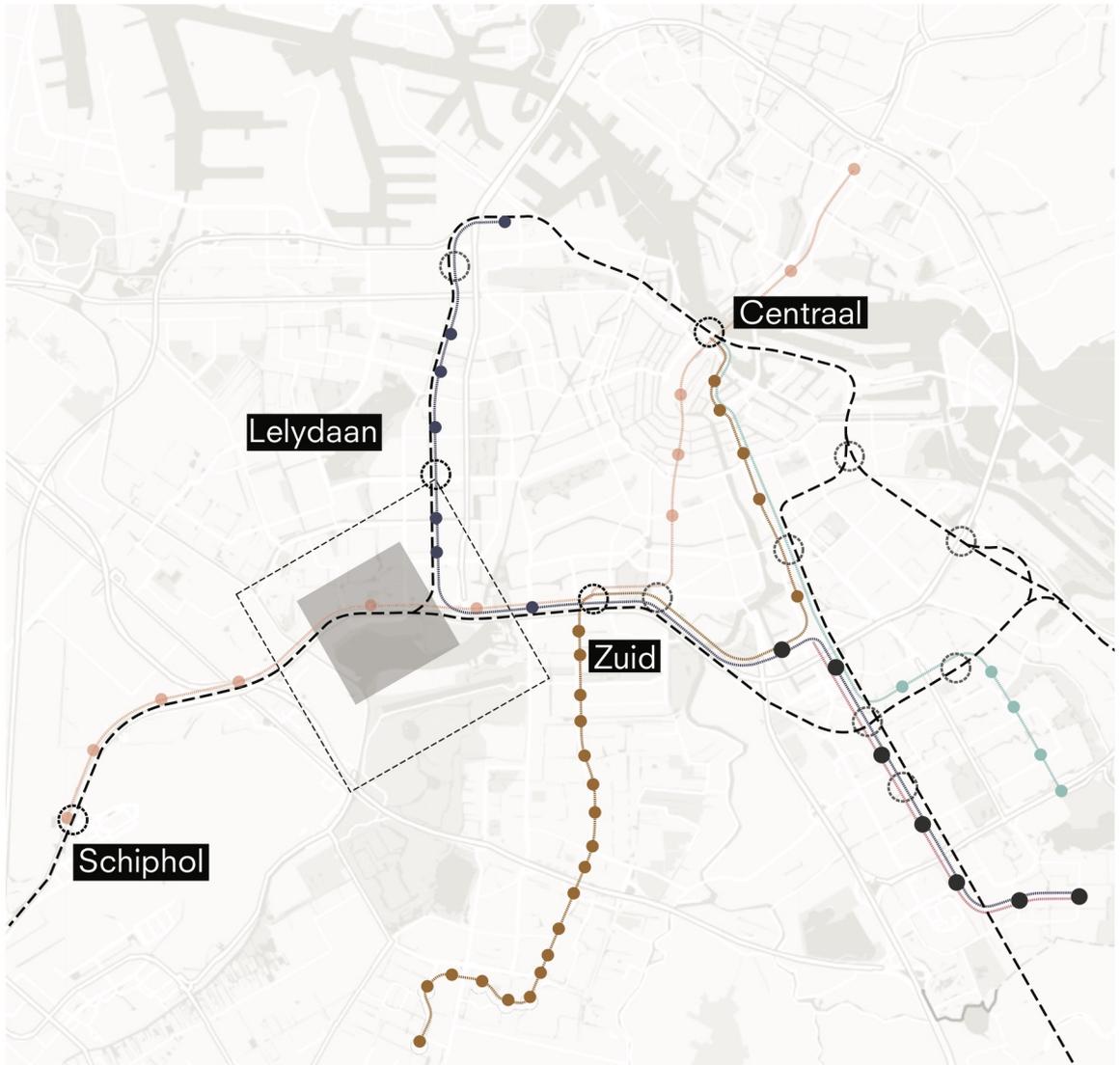


The time that each person in Amsterdam spent on public transport for each day is **16min**, occupying **27%** of total traffic time



The distance that each person in Amsterdam travelled by public transport for each day is **6.8km**, occupying **29%** of total traffic distance

Traveling time by public transport within the site is more often exceed 20min. Compared with the average number in Amsterdam, it is fair to summarize that the accessibility is unsatisfied. Bus is the most flexible transport for the site but in the same time the slowest one. Metro has become increasingly popular in Amsterdam, however, it only covers little area for the site, thus it can be seen as the major reason for increasing the traveling time.



## RAILWAY AND METRO SYSTEM IN AMSTERDAM

There are six railway lines in Amsterdam totally, connecting the city to Rotterdam, the Hague, Utrecht and other Dutch and international cities.

Four metro lines (M50, M51, M53, M54) are operated in the city and one is in construction (M52) which is expected to be finished in 2018. At this stage, railway and metro mainly cover the east Amsterdam, enabling fast traveling to the destinations in South axis.

- Railway
- ..... Metro50
- ..... Metro51
- ..... Metro53
- ..... Metro54
- ..... Metro52

## METRO

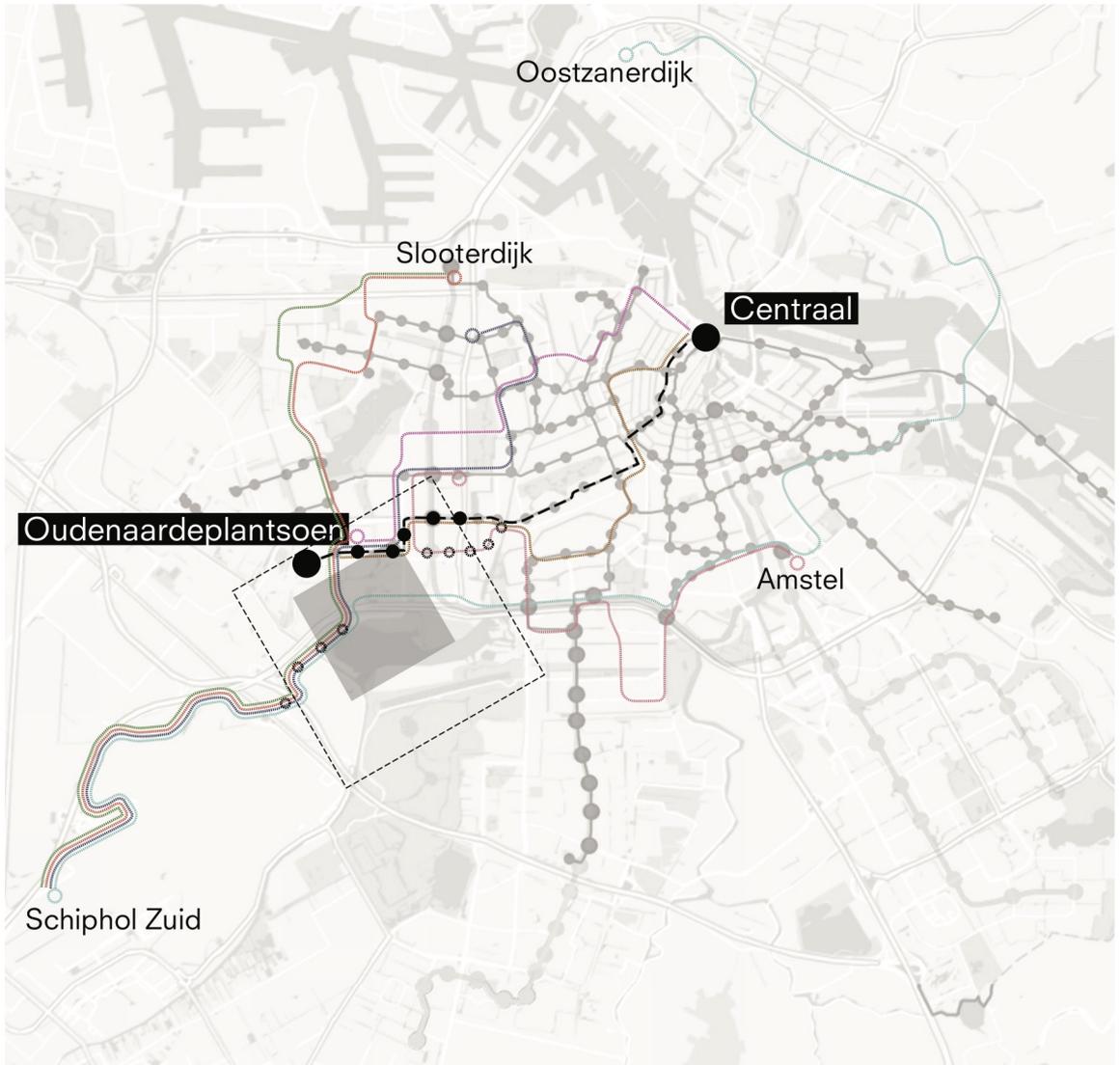
Although there is only one metro line-M50 crossing the site with simply 3 stations, the anticipation for M52 passing along the lake would increase the convenience in terms of public transportation without doubt. But at this stage the metro is regarded as the transport that brings the least positiveness to accessibility. But the statistic showed that metro has become the first popular public transport in Amsterdam due to its fast speed and the character of being uninfluenced by the ground traffic jam. Therefore much potential can be anticipated and achieved in the future in terms of metro.



## RAILWAY

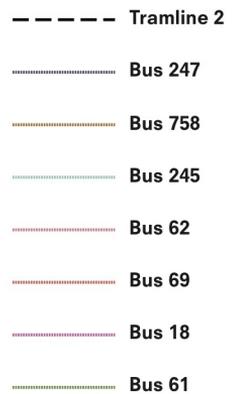
The site is located in the intersection between two railway lines: Schiphol-Centraal and Schiphol-Amsterdam Zuid. Three railway stations are located close to the site which provided decent accessibility in terms of train travel. The closest station for the site is the Lelydaan station combining the railway, metro and tram. It takes only 10 minutes from Lelydaan to Centraal station by train. Zuid station, in the opposite, is not quite so accessible to the site. People have to spend at least 25 minutes to reach by public transport though the distance is only 4km roughly. Thus it can be concluded that the railway accessibility to south is worse than to the city center.





## TRAM AND BUS SYSTEM IN AMSTERDAM

There are 14 tramlines and 36 buslines in Amsterdam totally. The main feature of tram and bus is that both of the transports have short operation distance between each stations, leading to the fact that the moving speed is relatively slow compared to railway and metro. The evaluation statistics also showed that in recent years, tram and bus are becoming unpopular though the time that people spent on them is increasing. Currently tram and bus are mainly used as regional connection instead of long distance travel.



## BUS

The bus covers the largest area compared to other forms of transport for the site. There are 7 buslines running within the site, connecting the site to distant destinations. More importantly, it is the only public transport carrying people in site to Schiphol and south area of the city. In spite of this, the south bank of the Nieuwe meer is not covered by any public transport, which might be improved in the future. In conclusion, the bus is more frequently used as the short travel within 4km, due to the fact that long bus travel will take much more time than metro and even tram.



## TRAM

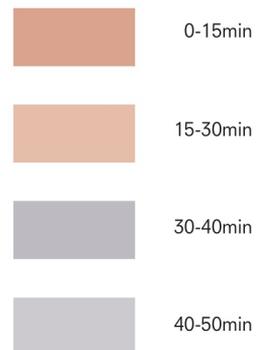
Currently, only one tram(tramline2) passes through the site including the terminal station. The tram connects the central station with the site, therefore it can be seen as one of the most significant public transport route for the site despite the fact that it may take at least 40 minutes. In comparison to railway which only costs 10 minutes, tram is apparently much slower. Therefore a similar summary can be concluded that tram is more suitable for short or medium-distance travel.

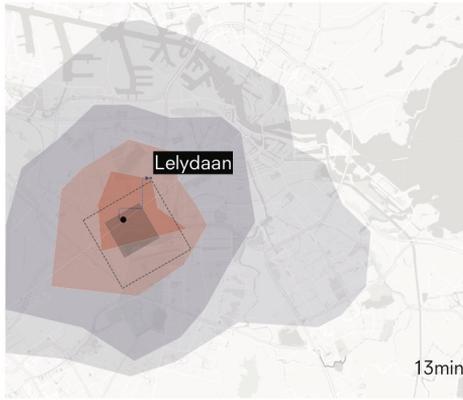




## TRAVELING TIME

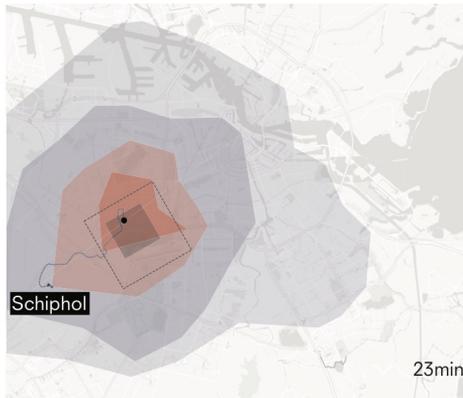
Traveling time by public transport within the site is more often exceed 20min. Compared with the average number in Amsterdam, it is fair to summarize that the accessibility is unsatisfied. Bus is the most flexible transport for the site but in the same time the slowest one. Metro has become increasingly popular in Amsterdam, however, it only covers little area for the site, thus it can be seen as the major reason for increasing the traveling time. But it is fair to conclude that there are large potential in terms of accessibility.





13min

3.6KM



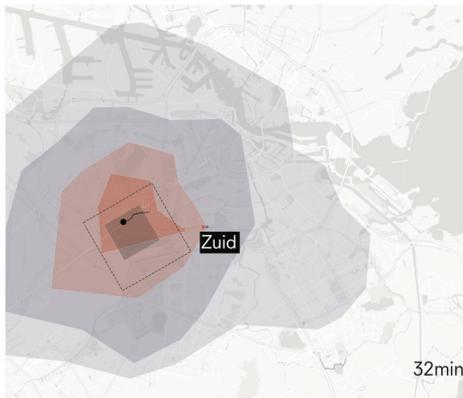
8min



15min

0.55KM

8KM



21min



5min

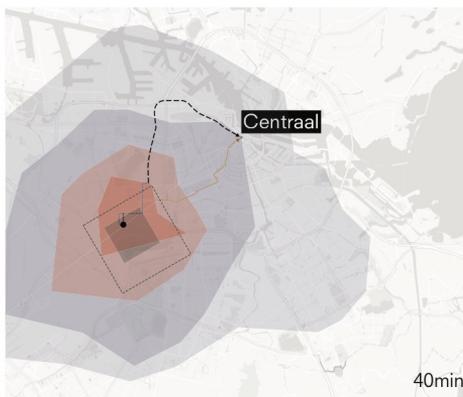


7min

1.6KM

4.0KM

0.55KM



8min



40min

0.65KM

7.2KM



13min



10min

3.6KM

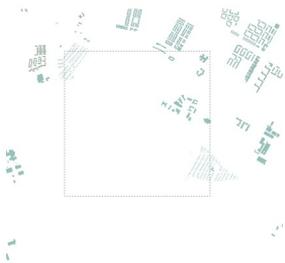
9.4KM

# OWNERSHIP

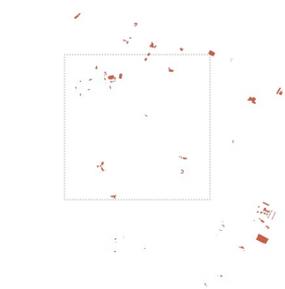
building and land proprietary rights on the site



private



corporative



public



## BUILDING OWNERSHIP

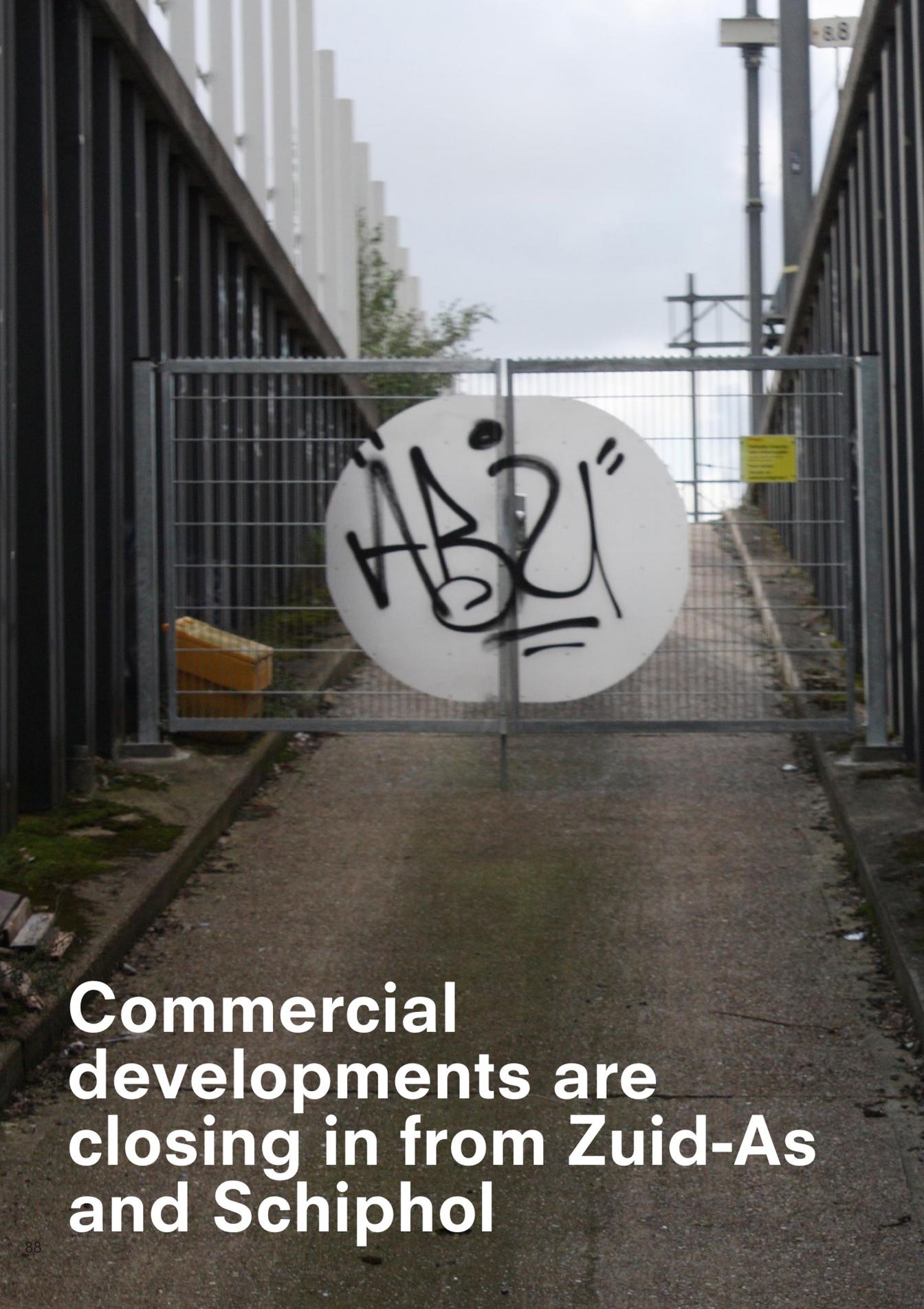
The map aims to establish a spatial and quantitative relationship between different modes of building ownership in the area. It represents a compromise between literal and perceptual ownership due to restricted access to ownership information.

It is divided in four categories which differentiate private/individual ownership, cooperative ownership, public and civic buildings.

The research on ownership also transgresses into the specifics of rental relationships in the area in both real estate and land lease, which are representative of Amsterdam and the Netherlands as a whole.



CHAPTER TITLE



**Commercial developments are closing in from Zuid-As and Schiphol**

Vacancy rates have dropped considerably since 2012.

**SHARE OF BUILDING OWNERSHIP**



**PERSONAL OWNERSHIP**

Individuals own property directly. On the site this are mostly single family homes and single units within apartment blocks



**COLLECTIVE OWNERSHIP**

Ownership of property through structures/legal entities. Cooperatives, corporations, trusts, partnerships, and housing associations.



**PUBLIC BUILDINGS**

Buildings owned by municipality or communal ownership. On the site these mainly include buildings for primary and secondary education, community centers and sports facilities.



**CIVIC BUILDINGS**

Property owned by a government or state that are available for public use to all their constituents. Hospitals, universities, churches.



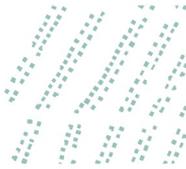
REPRESENTATIVE TYPOLOGIES ON SITE



single family homes



apartment blocks



community gardens



office buildings



sports facilities



hospital



## ACCESS TO OWNERSHIP INFORMATION

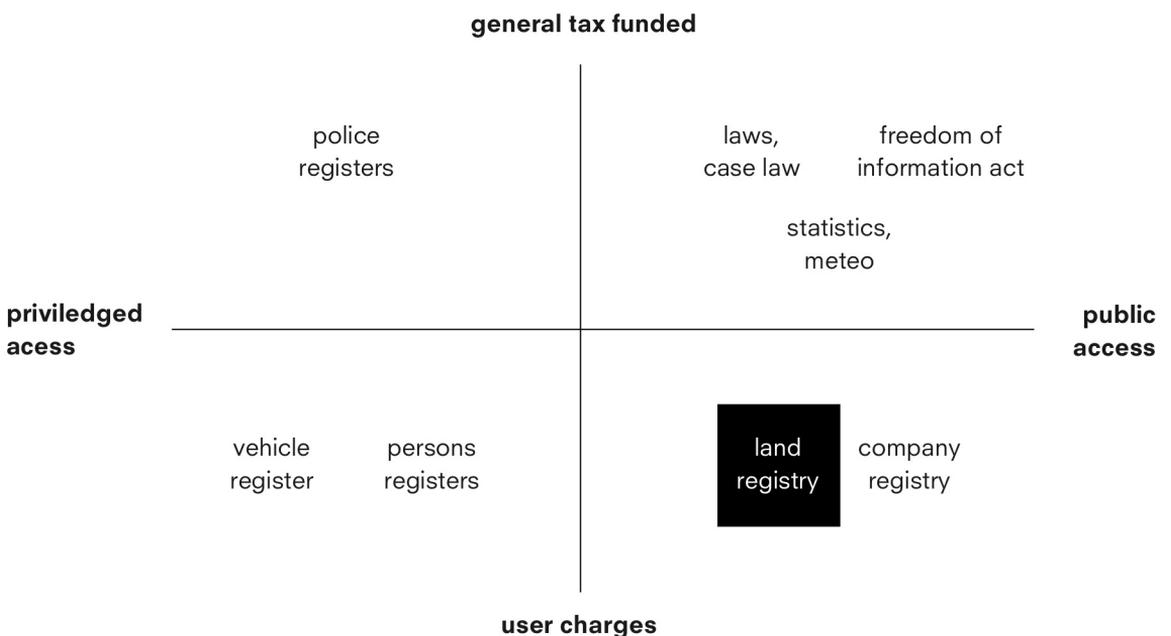
There is no easy way to acquire bulk information about the type of building ownership in a wider area of interest. The Dutch Land Register is owned and maintained by the Kadaster (Cadastre, Land Registry and Mapping Agency), a public authority responsible for registering rights and interests affecting any real estate (including land and buildings) and the specifications of these (e.g. size).

Although all kadaster data is made publicly accessible, every inquiry into a singular building will cost you 2,40 EUR.

Information dating from 1985 onwards is available on line. Historical information (1832-1985) can be accessed in the digital archives.

## 2,40 EUR/building

**Bestelling**



## RENTED HOUSING

The city has a split residential market, with a substantial number of affordable rental units and a small, and therefore relatively expensive, supply of homes for sale. Rented housing is provided by the social housing sector and the private or non-subsidized sector. There are about three million rented homes in the Netherlands. Half of all dwelling units are still in the possession of non-profit housing corporations. Another quarter are privately owned rental properties. The final quarter are owner occupied.

On Pararius, one of the biggest real estate websites in the Netherlands, there are currently 55 apartments/houses available for rent in studied area. Average price is 2.150 EUR/month.



**55 homes for rent**

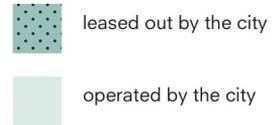
for an average of  
**2.150 EUR/month**



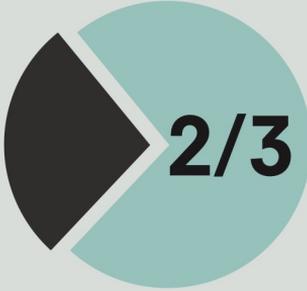
## LAND OWNERSHIP

Historically, Amsterdam never belonged to a feudal lord or absolute monarch, therefore the city has little history of large landowners. In 1578, when the Roman Catholic Church was driven out, the property of the church became city property. When the city expanded in 1613, it immediately benefited from that, as the city's property provided a buffer in cushioning the side effects of speculative private ownership. Toward the end of the 19th century a municipal land policy had been formulated, which has demonstrated great continuance since then. The main characteristic of this policy is that the city of Amsterdam buys a lot of land and rarely sells it. The map below shows the land owned by the city of Amsterdam and parts of it which are leased out to users based on temporary or perpetual leasehold. The City of

Amsterdam owns about 70% of the land within the city limits and some special areas outside its boundary such as Amsterdamse Bos and several dikes on the coast. Today about 80% of al



Land ownership map



**of lands within the city limits is owned by the city**

**80%**

**of buildings in Amsterdam stand on leased ground**

**Schiphol Group owns all of the land on which the airport is situated.**

The Schiphol group is owned by the Dutch Ministry of Finance (69.77%), the municipalities of Amsterdam (20.03%) and Rotterdam (2.2%) and Aéroports de Paris (8.00%).

## GROUND LEASE IN AMSTERDAM

In the Netherlands the law governing ground leases gives the leaseholder the right to use the land as if they are the owner. Since 1896, the City of Amsterdam has largely not sold any more land: it still owns approximately 80% of all the land within its boundaries. On a large percentage of this land a ground lease or *erfpacht* has been granted. This means that the City remains the owner of the land and that the lessee has the benefit of the use of the land for a long period, in return for payment.

There are two types of ground lease in Amsterdam: temporary ground lease and perpetual ground lease with periodic revision.

About 110,000 Amsterdam homeowners pay the municipality *erfpachtcanon* - an annual fee for the use of the ground under their house. In the current 'ongoing' lease system, the height of the lease is re-established after a contract period - usually fifty years. This created a lot of controversies as homeowners often had to pay more because the value of the land increased in the meantime. Banks became hesitant to finance housing on leasehold land.

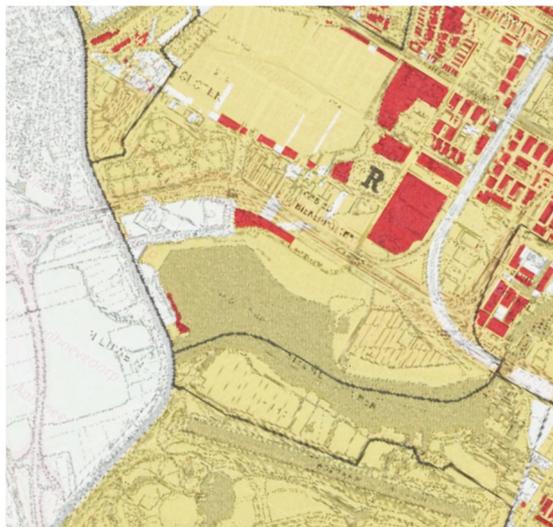
In 2016 a new system had been implemented in the hope of establishing more stable annual fees.

Over recent years only perpetual ground lease with periodic revision have been granted and a temporary ground lease can be converted into a perpetual ground lease with periodic revision.

A perpetual ground lease with periodic revision is one where the land is leased for an indefinite period of time. The City then loses use of the land.

The issue of land lease is a perpetual theme in political discussion. The right wing party announced a re-appeal after March 2018 for an option to buy the land, which will abolish leasehold.

**The system of ground lease or *erfpacht* assures that the city of Amsterdam can continue to assertively guide the development of the city**



Land ownership map from 1990

## THE INTERNATIONAL GOLF COURSE

The golf course was the initiative of Marcel Welling, now the CEO of The International Amsterdam Airport. Schiphol Real Estate, owner of the land, agreed with the plan for a golf course that requires an investment of 20 million euro, including the clubhouse to be built. The land is will be leased form Schiphol Real Estate under a 75-year ground lease contract, under a similar system of that of the City of Amsterdam. Burggolf, a chain of eight Dutch golf courses and Rabobank were the main investors of the project.

The luxurious golf course, targets members who can afford to pay 25,000 euro for a membership certificate with an annual contribution of 2,250 euros. It aims to reach 400 members and does not accept day golfers. According to Welling, the location of the course in

between the airport and the offices on the South Axis justified the realization on one of the most expensive pieces of land in the Netherlands. The golf course is a major feature for the international image Schiphol and Amsterdam and Francine Houben of Mecanoo was commissioned to design the clubhouse.



The International Amsterdam Airport golf course

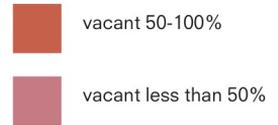
## VACANCY

Vacancy is a recurring urban issue. It's a by-product of urban planning, speculation, societal dynamics and the changing ways in which we work. In the Netherlands, finding solutions for vacancy is subject to a lot of attention in education, nationwide policies and local government action.

Currently there are no many vacant buildings in the area. The ones that are vacant are mainly new office developments that are still looking for tenants. The old IBM building is partly vacant and there are some empty commercial spaces in the commercial area. The Sandberg institute, an academy for fine arts is also partly vacant.

However, vacancy was an issue only few years back. In 2014, around 17% of all office space in the Netherlands

was sitting empty. . Economic expansion between 1997 and 2001 led to an explosive demand for office space. The lagged development of office space followed and in turn led to high vacancy rate, that peaked in 2008 when 15,8% of office stock was unoccupied. In 2010 the area of Riekerpolder and neighbouring areas such as Slotervaart and Zuidas used have one of the highest office space vacancy level (more than 10%).



# The construction of new office spaces was encouraged by the municipality, who is developing and capitalizing on land by leasehold.



old IBM building, less than 50% vacant

## OFFICE SPACE VACANCY DECREASING

In 2017 the amount of vacant office space in Amsterdam is decreasing below national average. Not only does take-up show signs of increasing demand, but the level of availability is also clearly indicative of office market recovery. As of mid 2016, the amount of available office space in the Amsterdam region dropped by 14% to just over 1 million m<sup>2</sup>. This decline cannot be entirely attributed to the recovery of the office market, however. Various office buildings have also been withdrawn from the market, because they have undergone transformation for other uses, such as housing. The decline in availability also implies that there is less unoccupied office space. Some 959,000 m<sup>2</sup> is currently physically vacant, which amounts to 14.3% of the office stock. The amount of vacant office property in the Amsterdam region has therefore dropped below the national average for the first occasion in quite some time. This market recovery has led to an increase in the rents for office space in various urban districts. For the region as a whole, the average rent rose to EUR 195 per m<sup>2</sup> per annum.



new offices at Thomas R. Malthusstraat 1-3, 50% vacant



Overschiestraat 182, more than 50% vacant

# SITE HISTORY

the development of the site since 1950s



1945



1975



1995



2017

## BUILDING AGE

The map aims to establish a spatial and quantitative relationship between different modes of building ownership in the area. It represents a compromise between between literal and perceptual ownership due to restricted access to ownership information.

It is divided in four categories which differentiate private/individual ownership, cooperative ownership, public and civic buildings.

The research on ownership also transgresses into the specifics of rental relationships in the area in both real estate and land lease, which are representative of Amsterdam and the Netherlands as a whole.

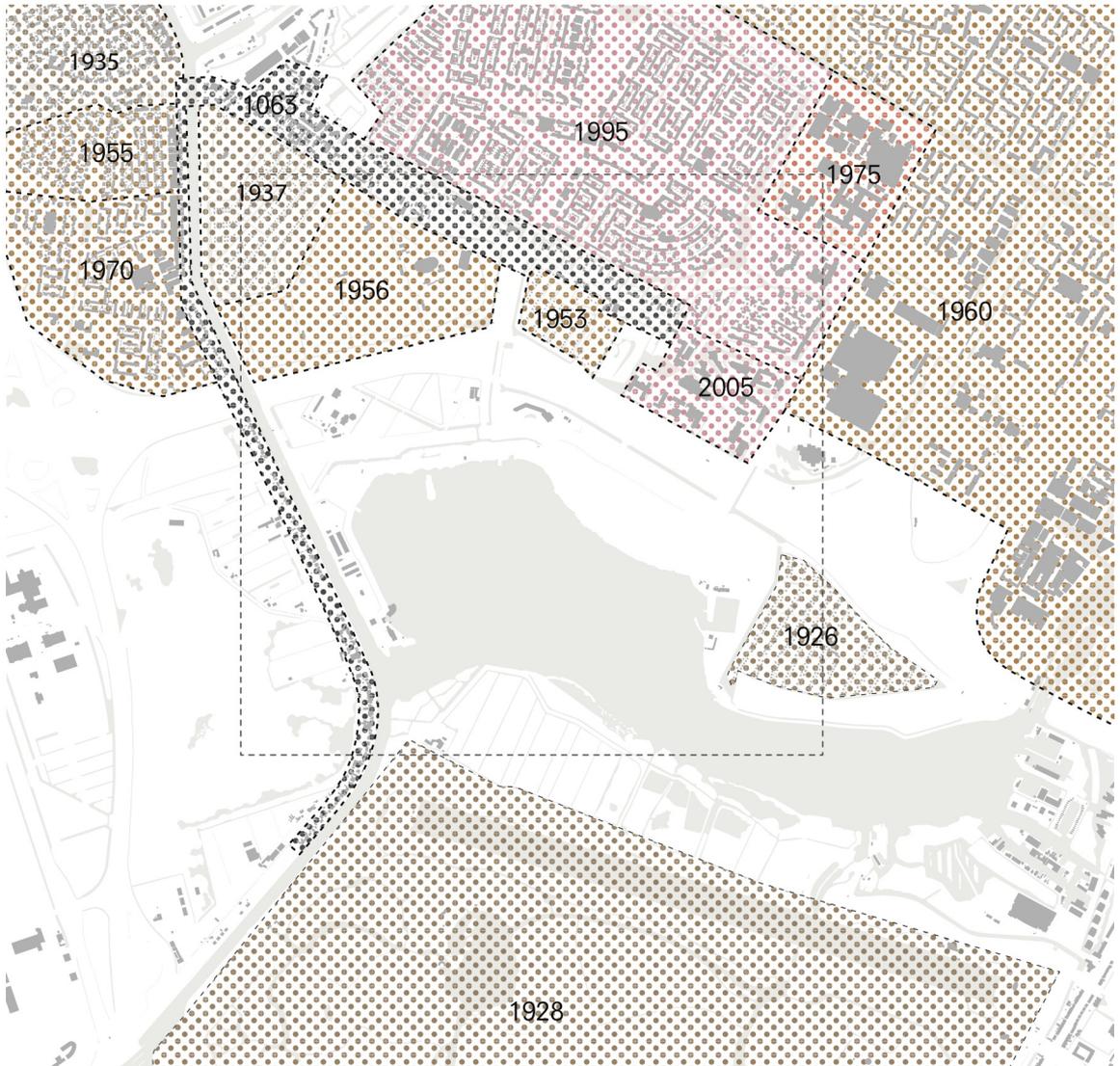




**13th century village  
annexed and  
absorbed by  
Amsterdam**



- 1063** Sloten founded
- 1254** Amsterdam founded
- 1849** Haarlemmermeer is drained
- 1919** Schiphol is opened
- 1921** Sloten is annexed by Amsterdam
- 1928** Start of the planting of the Amsterdamse Bos
- 1935** AUP is adopted, the site is designated a green finger
- 1949** Schiphol becomes the primary airport in the Netherlands
- 1991** Construction of Nieuw Sloten



Development of areas on the site through time

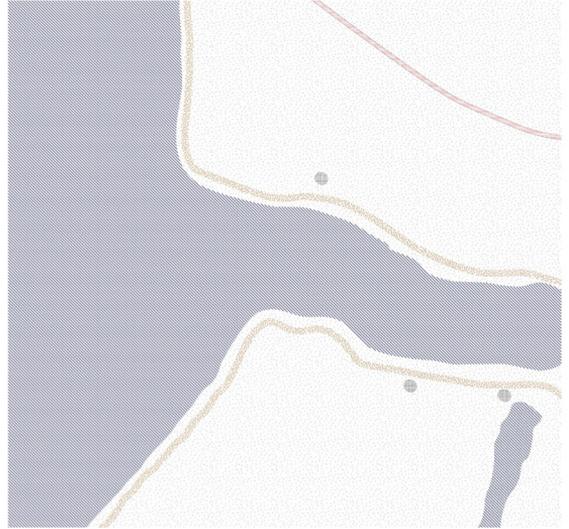
## DEVELOPMENTS THROUGH TIME

The above map shows the timeline of the development of the built environment over time.

The first settlements on the site grew organically along what is currently the Sloteweg since before 1063.

Though Amsterdam was founded some two hundred years later, it grew rapidly and annexed the village in 1921. The expansion since then are more planned, as whole neighborhoods were drawn up and erected.

Especially the eastern part of the site is part of one large development around 1960 and follows the Algemeen Uitbreidingsplan for Amsterdam by van Eesteren. The neighborhood of Nieuw Sloten is another large scale urban development central to the site.



## MORPHOLOGY THROUGH TIME

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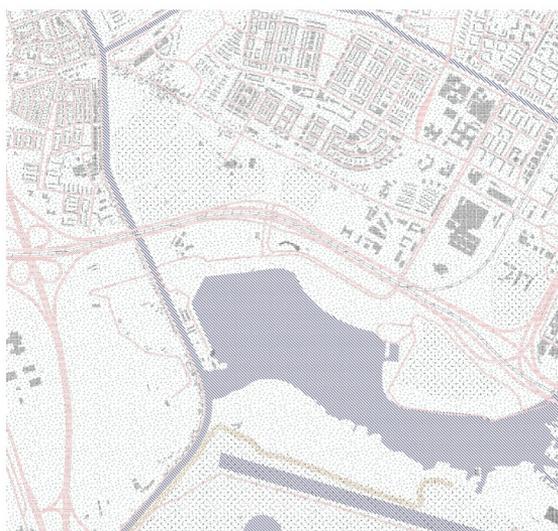
1900

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1945

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1975

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1995

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2018

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caepero

# Schiphol Airport



## FUTURE PLANS

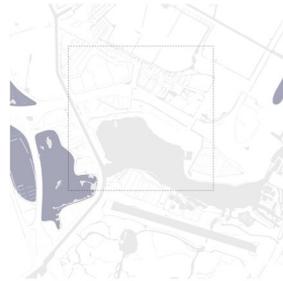
The location of Nieuwe Meer is situated between the ring of Amsterdam and Schiphol airport. Both the ring of Amsterdam and Schiphol are allocated as potential areas for future development by the municipality with a view towards 2040.



future change of use

## SCHIPHOL AND HOTELS

Schiphol airport will expand in the future, a newly proposed terminal building (designed by Kaan Architects) will allow for a larger number of passenger. With this expansion the city has allocated an area for the development of new hotels. These hotels will be built next to the golf course “The International, Amsterdam Airport”. The golf course “The International” with it’s recently completed club house (designed by Mecanoo Architects) is allocated as a asset to the development of the newly developed hotels in the future.



future hotel

## RING OF AMSTERDAM AND CHANGE OF USE

The current office buildings next to the ring of Amsterdam are partially vacant at the moment. The city is planning change the use of these buildings from work towards a combination of work and residence in the future. The ring of Amsterdam is a major point of interest by the municipality.

The ring of Amsterdam is currently a major point of infrastructural interest by the municipality that will have to be improved to serve the city and make it future proof for 2040.

## WATER AND LEISURE

The surrounding landscape adjacent to the city of Amsterdam consists out of a series of small city lakes, this also includes Nieuwe Meer. The future plan is to make the water more accessible for people with the development of facilities like new swimming areas and beaches.

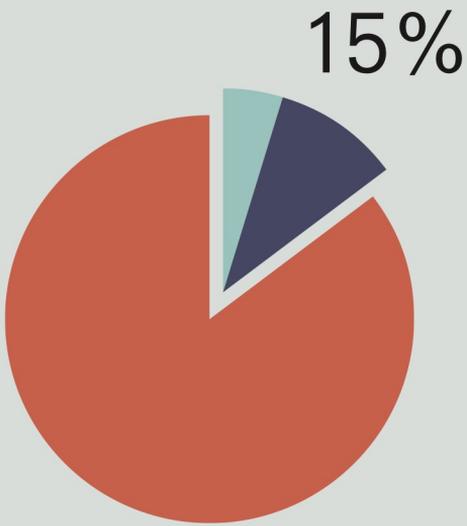


future leisure



future developments

- present change of use
- accelerated change of use
- 2025 change of use
- 2040 hotels
- 2040 leisure
- 2040 mobility



**Schinkelwartier (5000)  
and De Nieuwe Meer  
(2.300) together will  
accommodate for 7.300  
from the 50.000 new  
homes planned in 2040.**



**1815**  
Haarlemmermeer  
is connected to  
De Nieuwe Meer

1800 1810 1820 1830 1840 1850

**1578**  
property of the church  
becomes city property

203.000

201.000

198.000

206.000

214.000

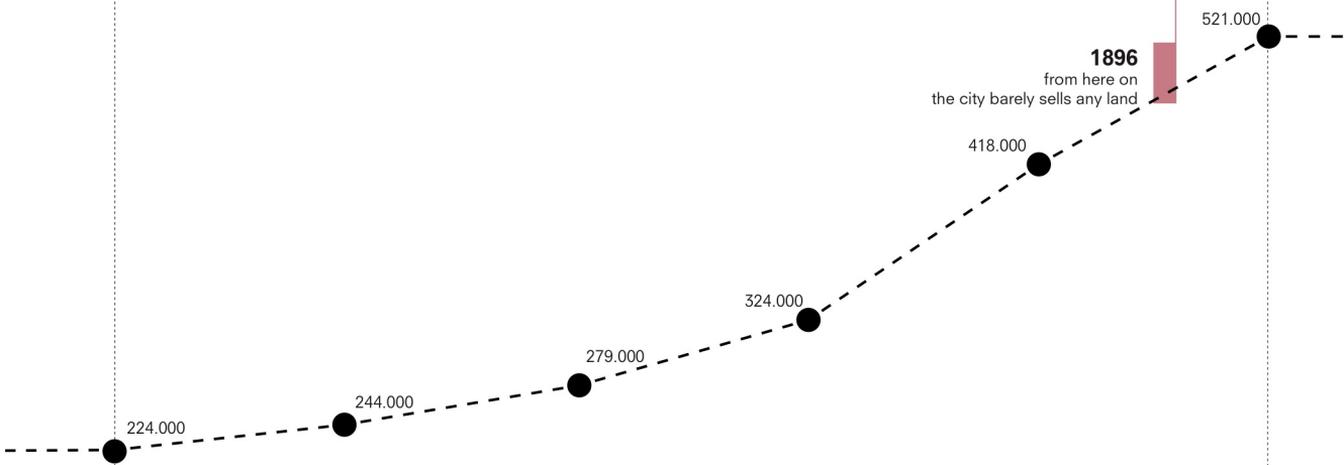
224.000

**1900**  
Haarlemmermeer  
is transformed into  
polder landscape



**1849 - 1852**  
Reclaiming of  
Haarlemmermeer

1850 1860 1870 1880 1890 1900



- Morphology
- Soft Developments
- Hard Developments

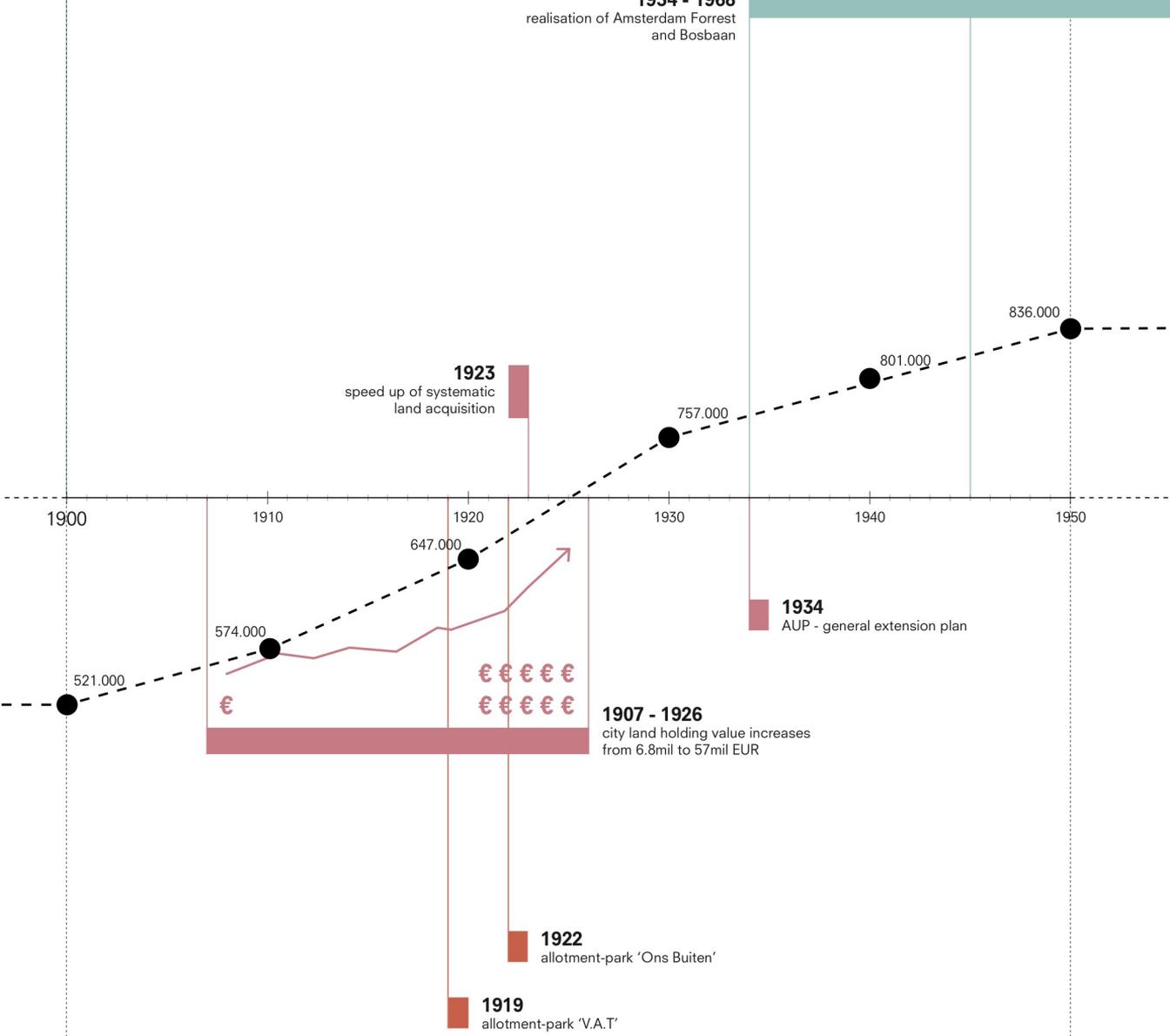


**1900**  
Haarlemmermeer is transformed into polder landscape



**1945**  
The Amsterdam Forrest is laid out including the beginning of a network of infrastructure

**1934 - 1968**  
realisation of Amsterdam Forrest and Bosbaan



**1975**  
Nieuwe Meer is extended for the excavation of sand, the build environment and infrastructure are further developed

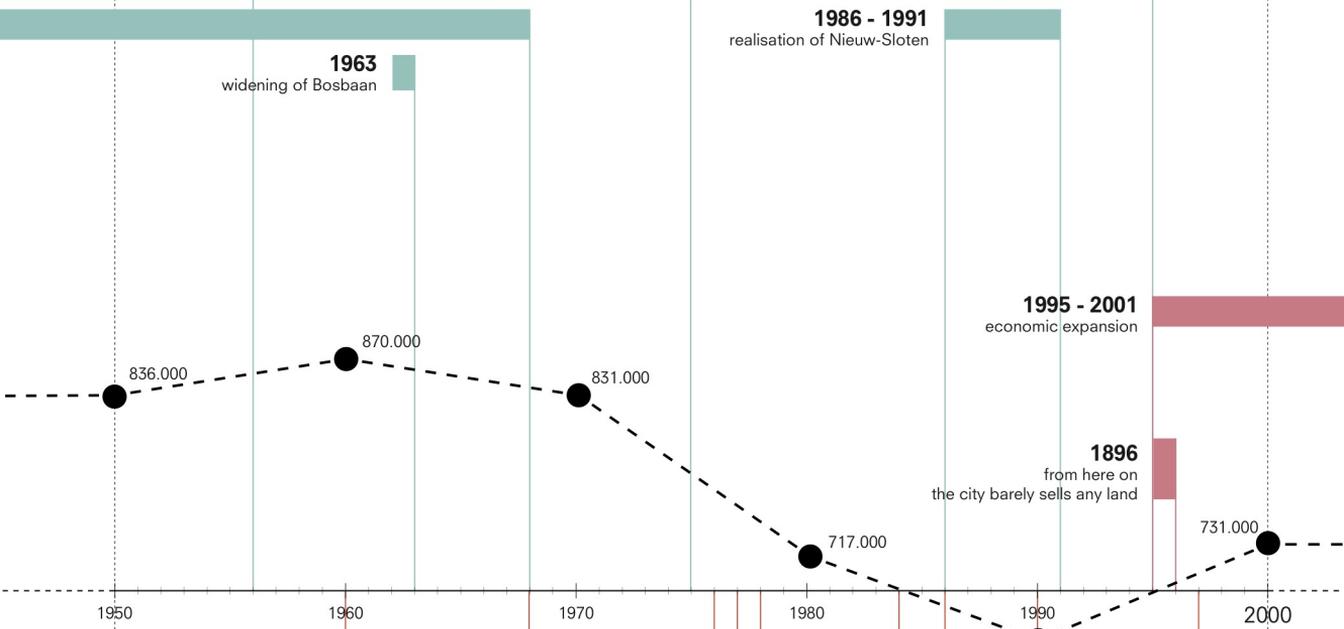


**1995**  
New housing blocks have been added with further densification of the build environment and infrastructure on the north of the area



**1956**  
extension of Nieuwe Meer

**1963**  
widening of Bosbaan



**1986 - 1991**  
realisation of Nieuw-Sloten

**1995 - 2001**  
economic expansion

**1896**  
from here on the city barely sells any land

**1960**  
highway A4

**1968**  
highway A10

**1976**  
hospital MC Slotervaart

**1978**  
South-Schiphol

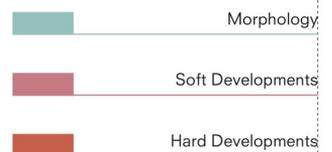
**1977**  
metroline 53 & 54

**1984**  
highway A9

**1986**  
Centraal-Schiphol

**1997**  
metroline 50

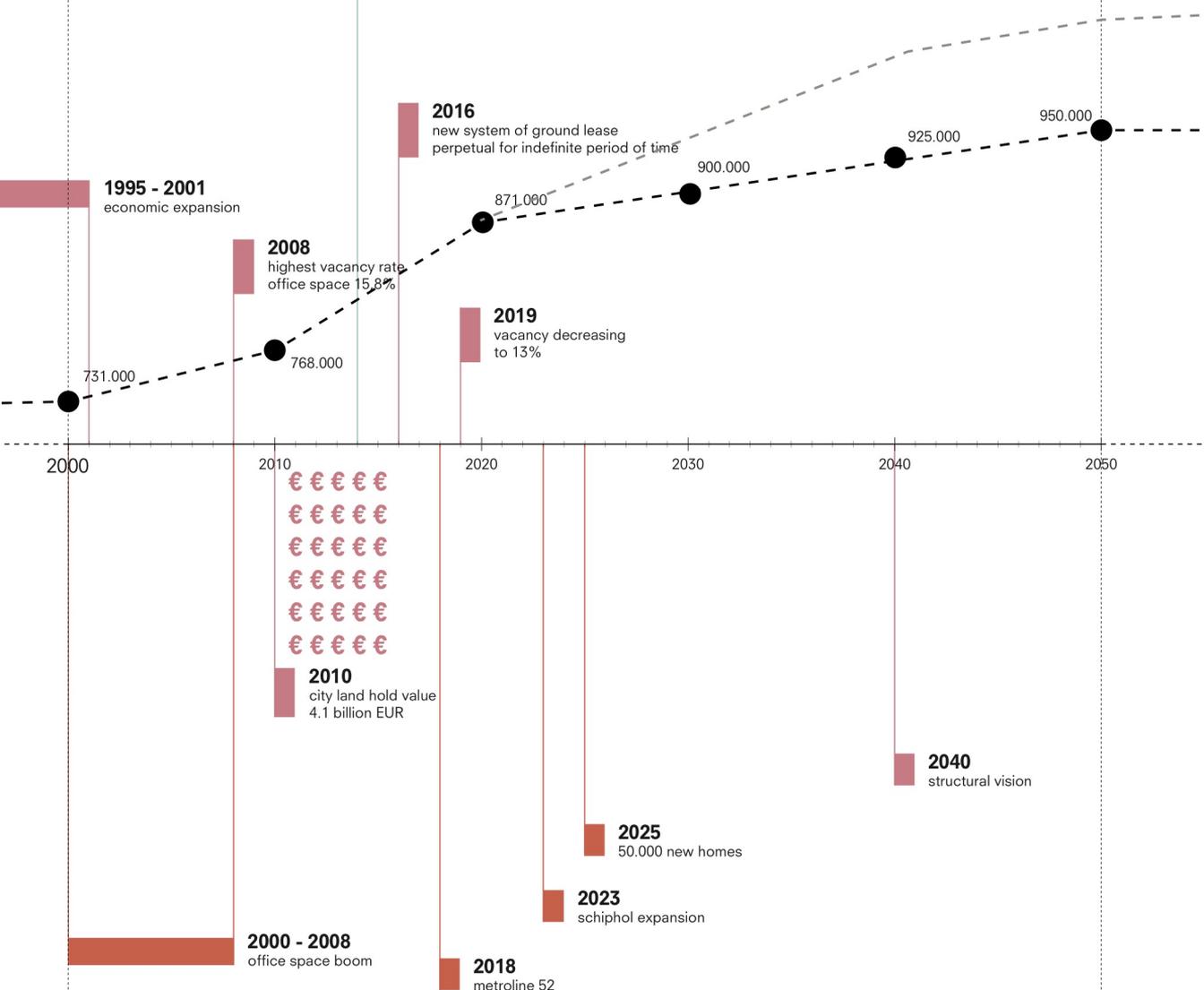
**1990**  
metroline 51

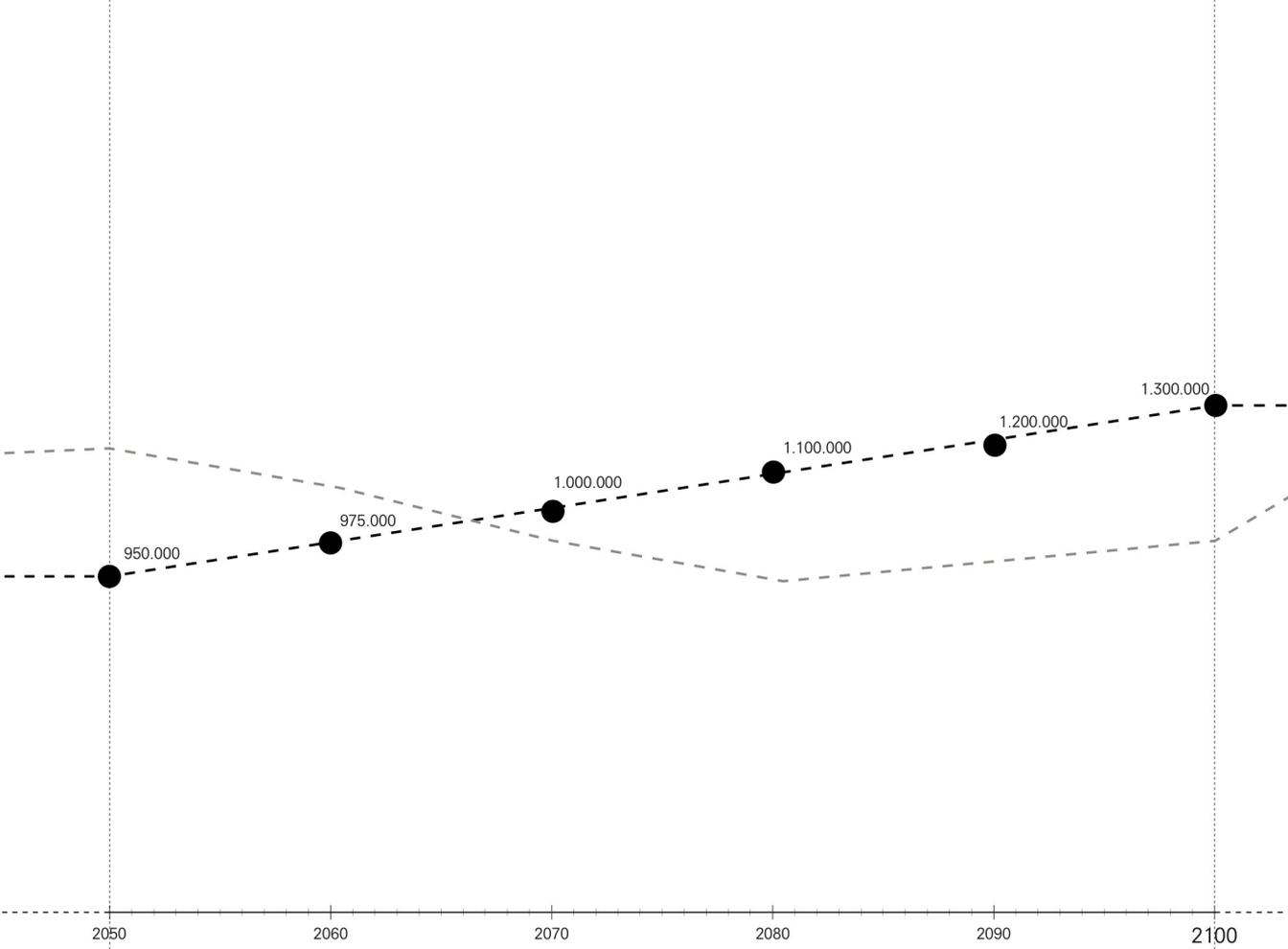




**2014**

The golf course next to Amsterdam Schiphol is developed, including further densification of office buildings





- Morphology
- Soft Developments
- Hard Developments

# LAND USE

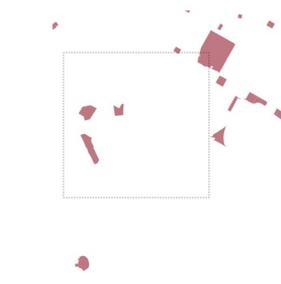
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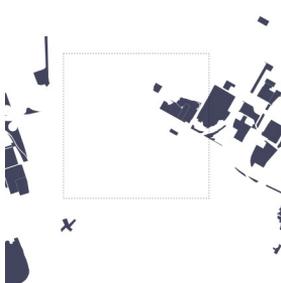
residential



retail  
leisure



public  
facilities



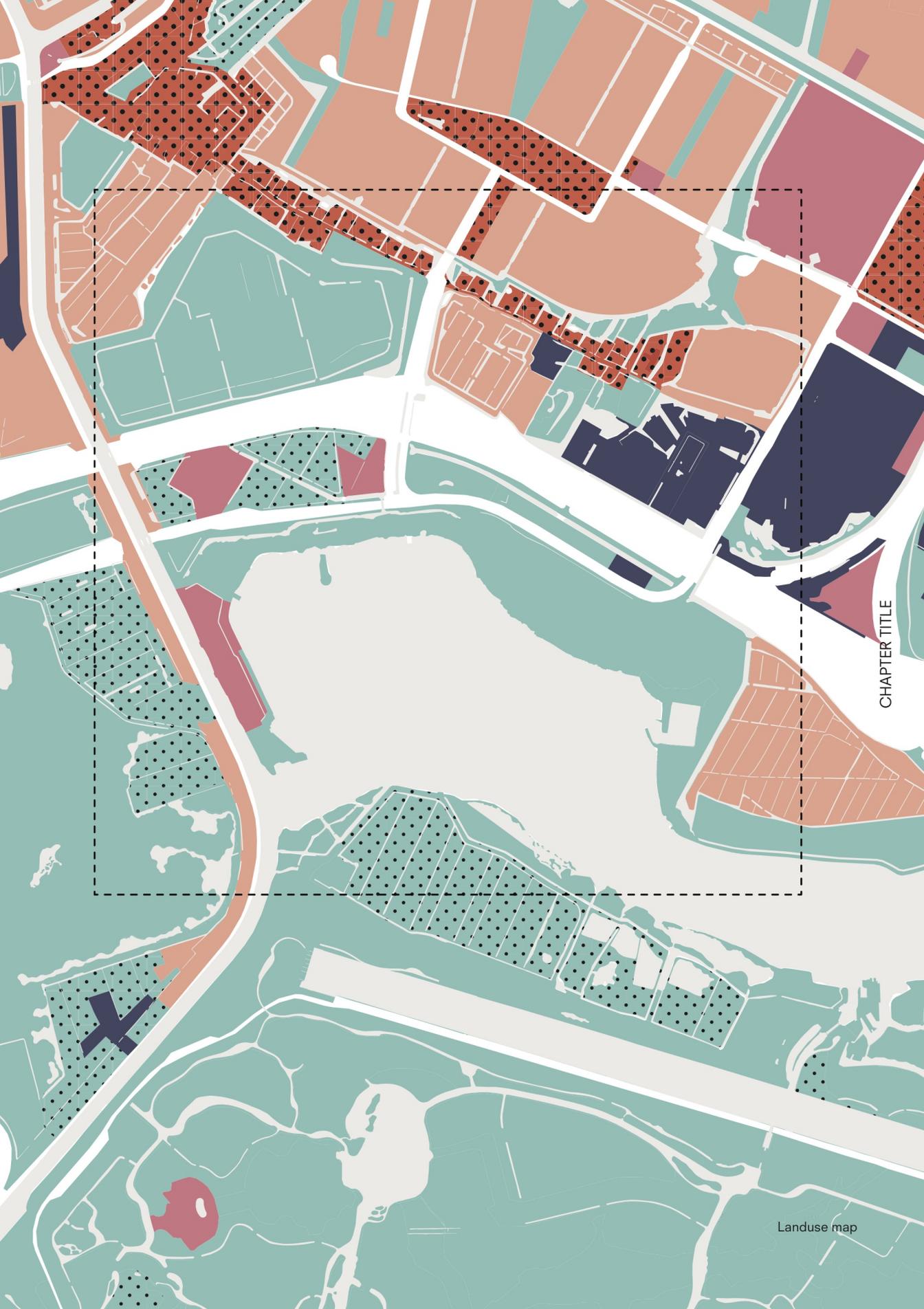
business  
industrial

## MAPPING USE

Our site, located on the south border of Amsterdam, has been mainly allocated for residential, retail and recreational use. For the analysis of land use we made distinction among residential, retail & leisure, public facilities and business & industrial.

It is apparent that the land uses within the site are inextricably tied to the A4 motorway and divided by the road network. The land on the north side of the road has mainly been allocated for residential use, named as Nieuw Sloten. Besides, next to the residential area, a small part of the north lies the Riekerpolder office park, which is in the process of under developing. While on the south, recreational area covers the major land surrounding the Nieuwe Meer. The Amsterdam Bos is just contained inside of our site, covering the mainly the south side of the lake.

In general, our site emerges diverse and balanced use of the land and partially under transition period, which is rapidly developing for residential use.



CHAPTER TITLE

Landuse map



**Diverse usage**

**Ongoing  
development**



ADAMSMITHBUILDING.NL



## TYPE OF LAND USE

### Residential

Originally, the residential area on the North was planned to be the Olympic village between the village of Sloten and the Westelijke Tuinsteden Slotervaart and Osdorp, and later was developed at an accelerated tempo as a residential district for the inhabitants of Amsterdam.

### Retail and leisure

Surrounded the New lake, large green recreational area is kept for different functions, like golf course, natural park and rowing racing course. Besides, vast majority of small shops, hotels, restaurants and shopping center are distributed inside of the residential block.

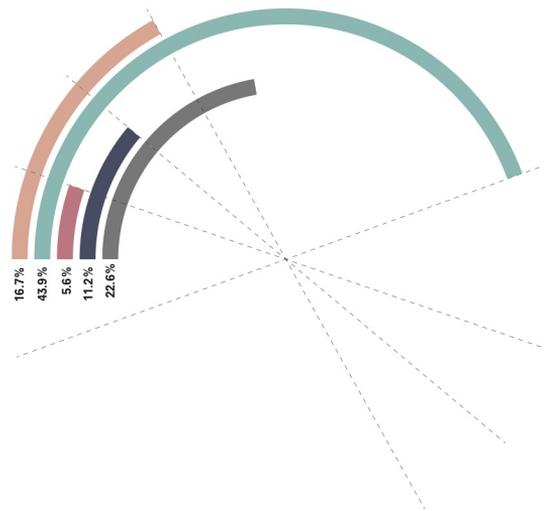
### Public facilities

Culture, social, medical and educational services are mainly located on the northeast of the site, which is unsurprising when considering the residential area covered the mainly north part.

### Business and industrial

The Riekerpolder office park was designed next to the residential area along the A4 motorway. Right now, the office was expanded: the offices of Nissan, Mexx, Atradius and PriceWaterhouseCoopers (PwC) locate inside of the park.

Proportion of the land use



- Residential
- Retail and leisure
- Public facilities
- Business and industrial
- Others (water, infrastructure, etc.)

- 1 Residential - Nieuw Sloten
- 2 Retail and leisure - Amsterdamse Bos
- 3 Public facilities - Nieuw en Meer
- 4 Business and industrial - Riekerpolder Office park





A total of about **5,300** homes have been built in Nieuw Sloten.

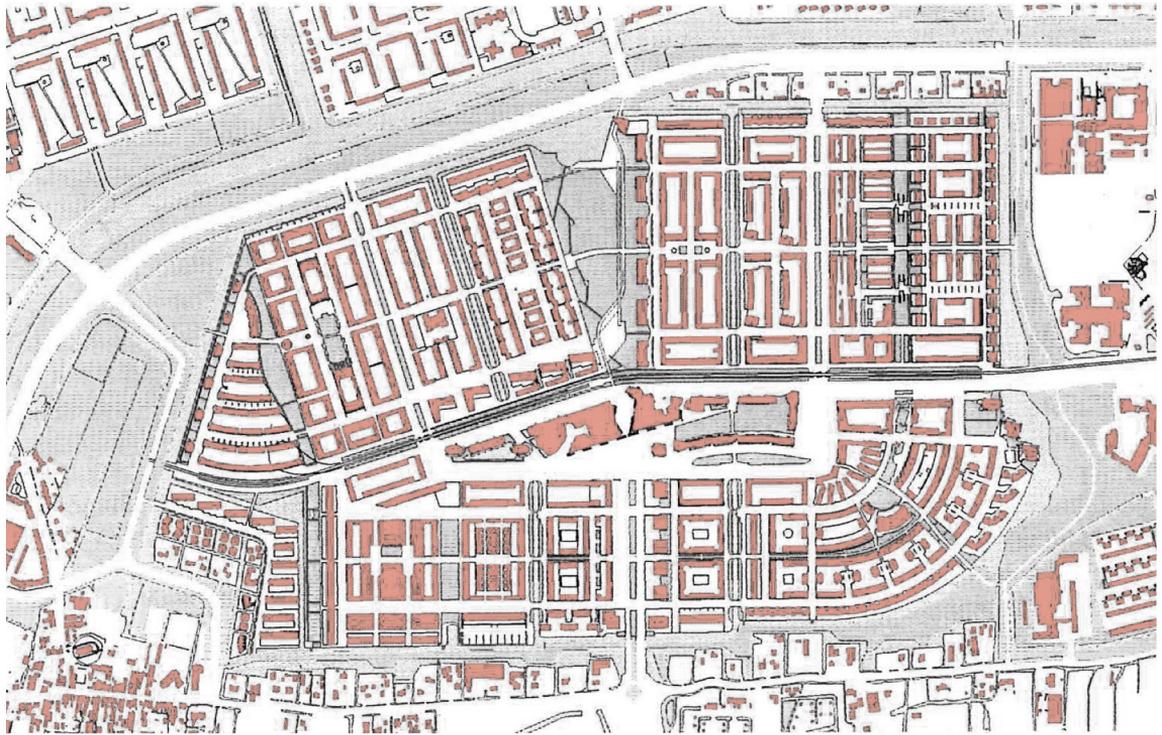
Nieuw-Sloten was realized between 1986 and 1991. The district was originally intended as the Olympic village for the 1992 Olympics that passed Amsterdam. Originally, west of the present district, the grassland of Free Geer would be built. As a result of a referendum in 1995, where all Amsterdam was able to pronounce before or against construction, these plans did not go through.

Characteristic of neighborhoods from this period is that historical elements of the past were included in the urban planning plan. In Nieuw-Sloten this applies mainly to parts of the original agricultural polder cultivation. The suburbs of the district are largely derived from this. Some of the gardeners are on the Plesman Avenue and Diltlaar is still preserved. The Louwesweg and the nearby gardeners were largely eliminated. The new district has maintained the old boundaries of the original horticultural area and has remained a polder. The neighborhood is surrounded by watercourses, which means that Nieuw-Sloten has a fairly self-contained character, similar to the gardeners from the 1950s and 60s. On the south side, the difference in water level is captured by a newly constructed quay, a typical landscape element from the original peatland landscape.

The shape of the main structure of the district is determined by the organization of the district axis (car and tram), by directions derived from the edges of the area and by maintaining valuable landscape elements (Kerksloot, Vrijge Geer). Nieuw Sloten consists of a number of distinctly recognizable urban elements, grouped around the shopping mall and separated from each other by means of the neighborhoods, waterways and green zones. The centrally located Center area is distinguished from the other areas, as it incorporates the district functions and the building consists of medium-level and high-rise buildings. Four quadrants are located around the center, which were phased in

Nieuw-Sloten was realized between **1986** and **1991**.

The district consists predominantly of **low-rise** buildings of 2 or 3 floors.



Plan of Nieuw-Sloten, prepared by the Physical Planning Department. The amenities will be sited in the central zone along the tram line. At the bottom the old Sloteweg, left the original village of Slaten, at the top Osdorp.

and divided the district into neighborhoods. There is the emphasis on low-density low-density construction. Parks and watercourses intersected the north-south-oriented the residential quadrants and connected to the green and the water around the district. The watercourses have on one hand a function for water management, and on the other hand, they form spatially structuring elements in the district. The roads, water courses, parks and neighborhoods make for a division of the district in different neighborhoods with various residential spheres: living on the road, living on the edge, living on the water, living in the park, living in the center.

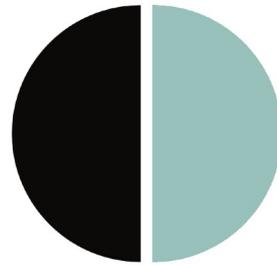


Amsterdamse Bos is an artificially landscaped forest southwest of Amsterdam that lies between the Schiphol and Amstelveen. When designing the Amsterdamse Bos in the 1930s, one thing was found: it had to be a utility boat for all the Amsterdammers.

Amsterdamse Bos is a polder forest that lies in a rare clay soil type. Its diverse landscape of wet and dry patches, wooded areas, grassland, reed and open water provides a unique habitat for many flora and fauna species, including rabbits, squirrels, frogs, salamanders, woodpeckers and birds of prey.

Inside of the Amsterdamse Bos, visitors could find diversity recreational places, like goatfarm, fun forest, miniport, bicycle rental, canoeing, ferries and waterplaygrounds.

It could be seen as a large gymnasium: there are all kinds of facilities for sports, like running, horse riding, cycling, fishing, swimming, canoeing and rowing. There are also many nature areas with different characters: a mosaic of wet and dry, forest, grassland, reeds and open water. The rich water bodies, including many locks, are an important part of the forest. These led to the large number of 116 bridges in the Amsterdam Forest. Due to these bridges, Amsterdam Forest distinguishes itself from other forest parks and recreation areas.



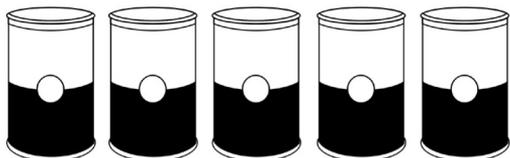
Nearly **1/2** of our site land is used for retail and leisure.

The water bodies led to the large number of

**116** bridges in the Amsterdam Forest.



## PUBLIC FACILITIES - NIEUW EN MEER



Nieuw en Meer is one of the largest studio complexes of Amsterdam. The extensive grounds of 3.7 hectares is located on the outskirts of Amsterdam in a dynamic environment between the Zuidas District and Schiphol. With about 100 studio's this art and business park contributes substantially to the creative urban landscape of Amsterdam. At the same time, there is much attention to the ecological values of the area.

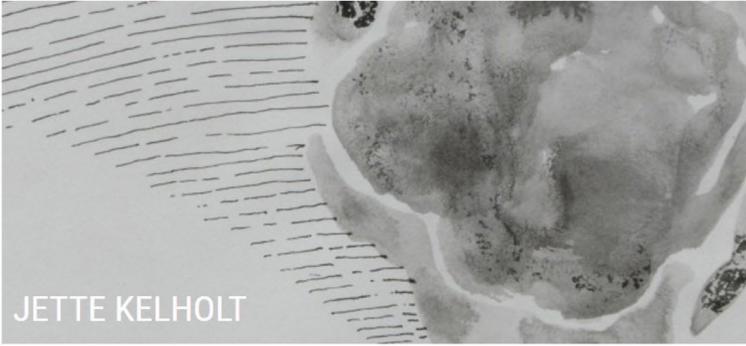
The site is located in an important natural and ecological niche that is part of the Groene As (Green Axis) and borders on the Amsterdam Forest. Partly for this reason it's why the terrain has been managed ecologically for years now.

On a floor space of approx 9000m<sup>2</sup>, over 100 artists and related businesses are established. The former munitions storehouse of Rijksdomeinen was squatered in 1988 and pretty soon legalized. From the start it was aimed to house the widest possible diversity of creative professions and crafts: Nearly all disciplines within the visual and applied arts and various crafts are represented (from painting to web design and from guitar construction to steel structures).

Nieuw en Meer is part of the Culturele Stelling (Cultural Alignment) of Amsterdam (CSA). CSA is a great Amsterdam network of art and culture producers who operate on the fringes of the city. Nieuw en Meer is involved from the beginning in the creation and development of this initiative which focuses on exchange, solidarity and visibility of these production areas.

On a floor space of approx **9000m<sup>2</sup>**,

over **100 artists** and related businesses are established.



JETTE KELHOLT



ROBIN NOORDA



WINNIFRED LOKE



CAROLINE DIEPSTRATEN





Originally the Riekerpolder was designed to meet the needs of the distribution sector, now it is to become an area for top-quality Schiphol-oriented offices. The American firm of Perkins & Will has prepared a master plan that aims to turn it into a highly prestigious area. This means the new offices will have to meet strict design standards. Two squares connected by tree-lined boulevards figure prominently in the plan of the open space. Room has been left for small scale socio-cultural and commercial amenities, so that the desired mixture of functions will be guaranteed here, as in other new employment areas.

The European headquarters of Japanese car-manufacturer Nissan has attracted attention since it was built in 1989. The A4 motorway and the Schiphol railway line, with the new residential area Park Haagseweg towards the left. The building, is approximately **12,000m<sup>2</sup>** with more than **200** parking lots and has been largely empty for most of time.

After 2000, the office was expanded: Atradius and Price-WaterhouseCoopers (PwC) have their headquarters. Since 2005 there is also a hotel : the Dutch Design Hotel Artemis. Right now the former Nizzan and Mexx's office was replaced by B. Amsterdam. It first started over in former IBM headquarters at Johan Huizingalaan 763a in 2012. Recently, B2 opened in the Tiara building around the corner, which had been vacated for 12 years. Both buildings have now been refilled. B. Amsterdam has now become a combined meeting place for entrepreneurs, governments and companies, distinguished itself by being more than just a workplace. What's more, it is also an event, sports and lunch and dinner venue.

The office of Nissan, is approximately

**12,000m<sup>2</sup>** with more than **200**  
**parking lots** and has been largely empty  
for most of time.



IBM



InWork



Aradius



Mexx



B.



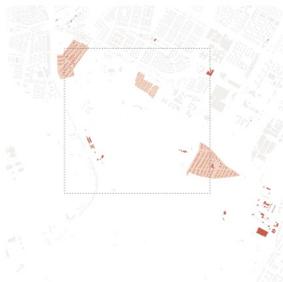
Brunel

# AMENITIES

research on facilities on site



retail  
restaurants



activities  
culture



sports



health  
education  
civic

## AMENITIES

The site - a transitional area between Schiphol Airport and the city of Amsterdam - looks at first glance quite empty in terms of facilities and activities. However, after doing research on these topics the site has more to offer than expected.

All kinds of amenities are represented, although not always in big numbers. Shops, restaurants, hotels, campings, allotments, meeting places, indoor sporthalls, outdoor sport fields, churches, hospital and other health care centres; all these amenities can be found on site.

However, the site still has a lot of opportunities that are not used at the moment. Especially in terms of recreation there is still a lot that can be improved. Besides that, the function and interaction of the facilities that are already there can be strengthened.

The big lake is of great value for the area, although it is not really interacting yet with the surrounding areas. This can also be improved in further future.



AMENITIES

Amenities map



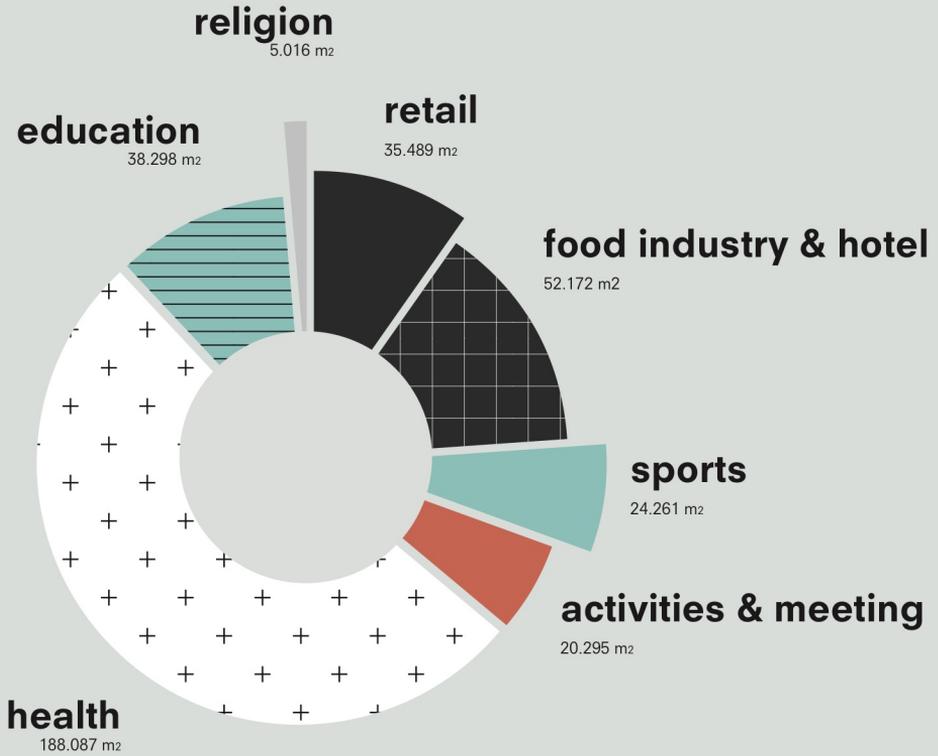
**Scattered facilities  
and widespread  
sport activities**



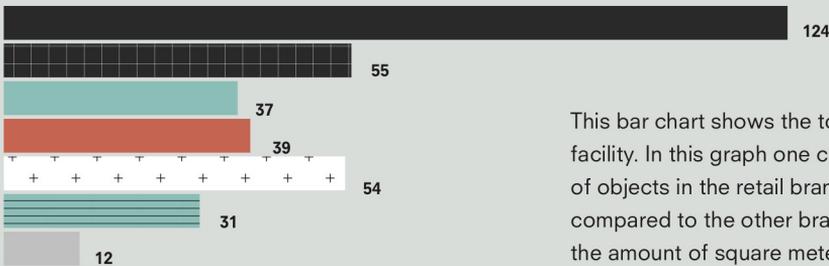
### AMENITIES IN NUMBERS (BUILDINGS)

amount of square meters per category

This diagram shows the total amount of square meters of the buildings for each amenity. Health facilities are covering more than half of the total area of building facilities.



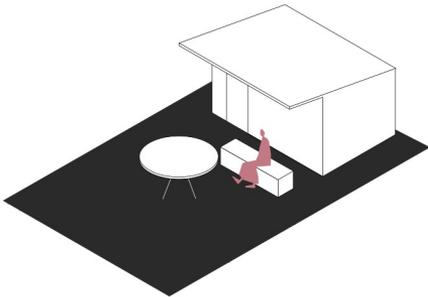
### NUMBER OF OBJECTS PER CATEGORY



This bar chart shows the total amount of object per facility. In this graph one can see that the total amount of objects in the retail branche is by far the biggest compared to the other branches. However, considering the amount of square meters, the retail branche is definitely not the biggest amenity (see pie chart above). We can conclude that there are a lot off small retail-facilities on the site.

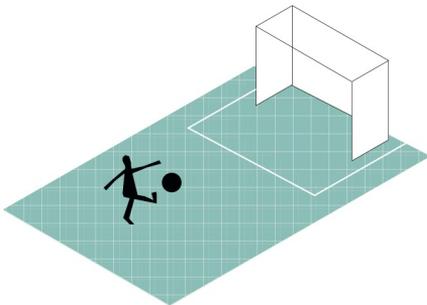
## TYPES OF AMENITIES

Some types of amenities are better represented on site than others. The graphs below show which facilities are offered on and around the site.



Retail - Mainly small, local shops. There are also a some big builder's merchants on site.

Restaurants and hotels - A few large-scale hotels, some restaurants and besides that mainly small-scale take-away facilities.

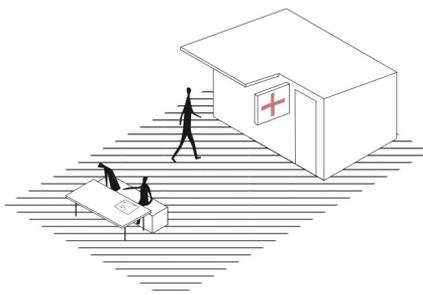


Sports - There are two big outdoor sport-facilities in the area (golfcourse 'Nieuwe Meer' and sportpak 'Sloten'). Both associations have a set of sportfields at their disposition. Besides that there are some small-scale and large-scale sporthals (tennis, fitness, yoga, etc.). Alongside the Nieuwe Meer various aquatics-facilities are established.



Activities - On the east-side of the Nieuwe Meer there are some camping-organisations and other recreation-facilities (like watersports). Other activities are a city beach and children's farms.

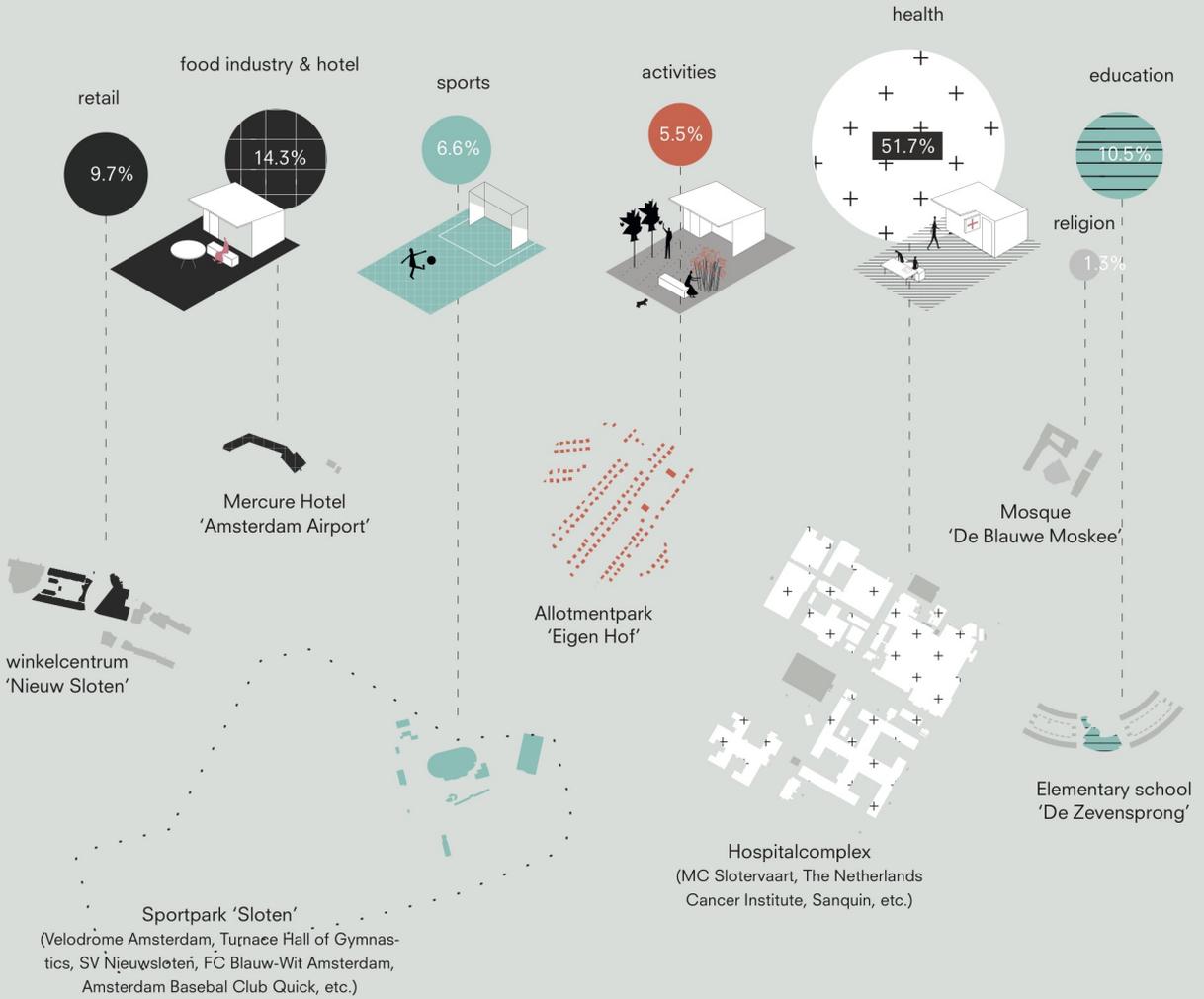
Community garden - Five allotment-/gardenparks are located around the lake ('VAT-Sloten', 'Eigen Hof', 'Lissabon', 'Het Oude Bijenpark' and 'Ons Buiten').



Health - A big hospital complex is situated on the north side of the lake ('MC Slotervaart'). Besides that there are a lot of small health practices.

Education - There are relatively quite a lot of elementary schools and day care centres on site, and a few secondary schools.

Religion - There are a few churches and a mosque.



**more than 50% of the amenity-buildings (in m<sup>2</sup>) on site is related to health**

This diagram shows the percentages of the total amount of square meters (in buildings) per amenity. Besides that, for each amenity a characteristic typology that is built on the site is given.

More than half (51.7%) of the amenities in square meters on site is related to health, in terms of buildings. The main reason for this is that there are quite a few hospitals on site, which consist of various levels.



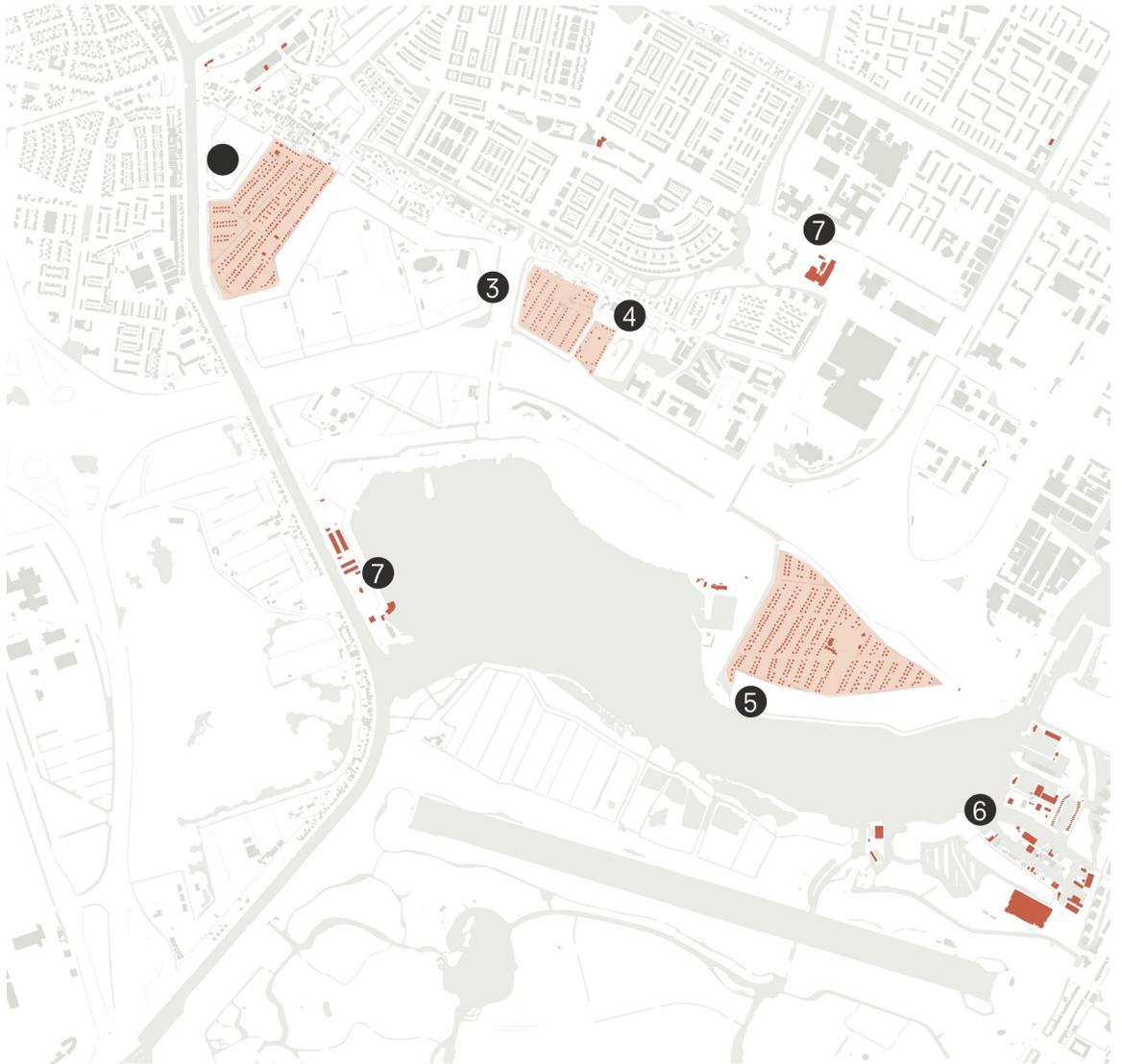
Sportsfields and other sportfacilities on site

**SPORTS AND WATERSPORTS**

- 1 - Golf course 'The International'. Golf terrain of approximately 80 hectares, with height-differences up to 14 meters. The 18-hole course is build on a former sand pit. The clubhouse is designed by Mecanoo and build in 2013.
- 2 - Sportpark 'Sloten'. Complex of different sportclubs and sportfields (about 30 hectares in total).
- 3 - Sportpark 'Sloten West'. Location of soccer club 'SBHC Xenios'. The sportpark (3 hectares is total) consist of three soccesfields.
- 4 - Sportpark Riekerhaven.
- 5 - Manege 'De Ruij'. This horse riding school is established in 1971.

6 - Various watersport-facilities. The 2.2km long rowing track 'De Bosbaan' is located here as well, build in 1934.





Activities and meeting facilities on site

## ACTIVITIES, CULTURE, MEETING AND CAMPINGS

1 - Allotment-park 'Vereniging Amateur Tuinders-Sloten'. Garden park that is established in 1919 and has 201 allotments.

2 - Allotment-park 'Eigen Hof', established in 1937. The garden park consist of 159 allotments (with and without small lodges).

3 - Allotment-park 'Lissabon', a slightly smaller garden park (108 allotments).

4 - Bee-parks 'Het Oude Bijenpark'. Beekeepers have the possibility to rent a bee-garden on this area. The park was settled on this location in 1936.

5 - Allotment-park 'Ons Buiten', settled since 1927. This garden park is by far the largest on site- with a total of

445 allotments.

6 - Harbour-area, with a lot of campings, watersport-facilities and marinas.

7 - Various arts and crafts workplaces.



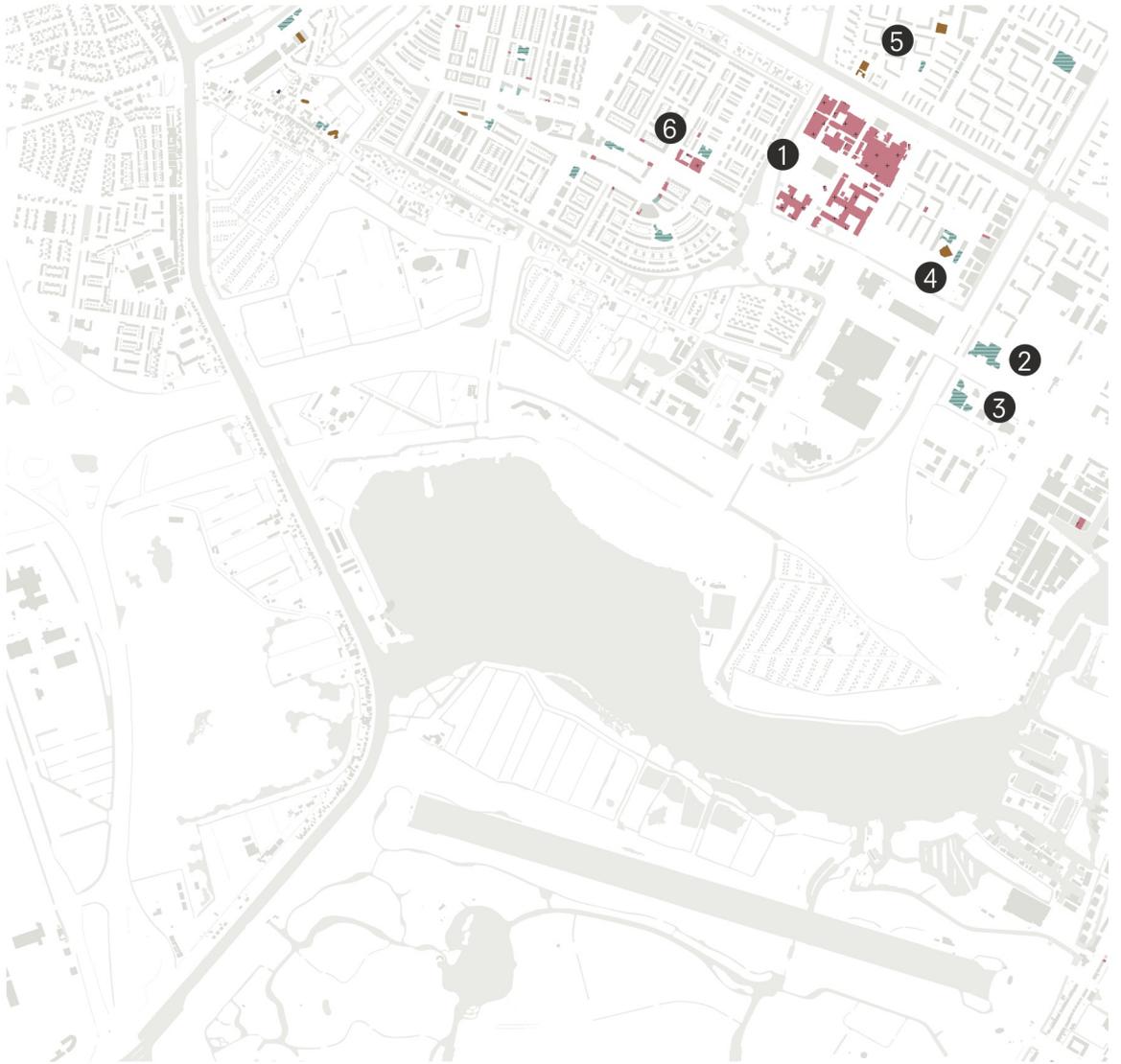


Retail and hospitality facilities on site

**RETAIL, RESTAURANTS AND HOTELS**

- 1 - Hotel Mercure Amsterdam Airport.
- 2 - Business- and large-scale retail area.
- 3 - Shoppingarea 'Belgieplein'.
- 4 - Shoppingarea 'Sierplein'.
- 5 - Big construction-store 'Gamma'.
- 6 - Business- and large-scale retail area.
- 7 - Pancakes-restaurant 'Meerzicht'.
- 8 - Restaurant 'De Daniel'.





Health, educational and religious facilities on site

## HEALTH, EDUCATION AND RELIGION

- 1 - Hospitalcomplex, consisting of hospital 'MC Slotervaart', The Netherlands Cancer Institute 'Antoni van Leeuwenhoek', residential care complex 'Van Leeuwenhoek', 'Sanquin' blood-supply, residential care complex 'Cordaan Slotervaart' and health practice 'Intergraal Kankercentrum Nederland'.
- 2 - Secondary education school.
- 3 - University 'Sandberg'.
- 4 - Mosque 'De Blauwe Moskee'.
- 5 - Churches 'Verrijzeniskerk' and 'De Ark'.
- 6 - Hospital 'GGZ Ingeest'.



## HEALTHCARE ON SITE

As mentioned before, more than half (51.7%) of the amenities on site is related to health, regarding the buildings. The main reason for this is that there are quite a few hospitals and other healthcare facilities on site, which consist of multiple building layers.

A large part of the total amount of square meter health-care facilities (166.000m<sup>2</sup> out of 188.000m<sup>2</sup> in total) is settled in the hospitalcomplex area in the northern part of the site (number 1 on the map of the previous page). This hospitalcomplex consist of five healthcare facilities. The biggest one (Cancer Institute 'Antoni van Leeuwenhoek') is 91.662m<sup>2</sup> in total.



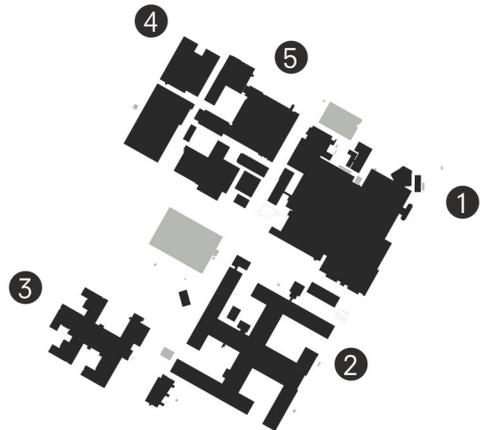
The Netherlands Cancer Institute  
'Antoni van Leeuwenhoek'



Hospital  
'MC Slotervaart'



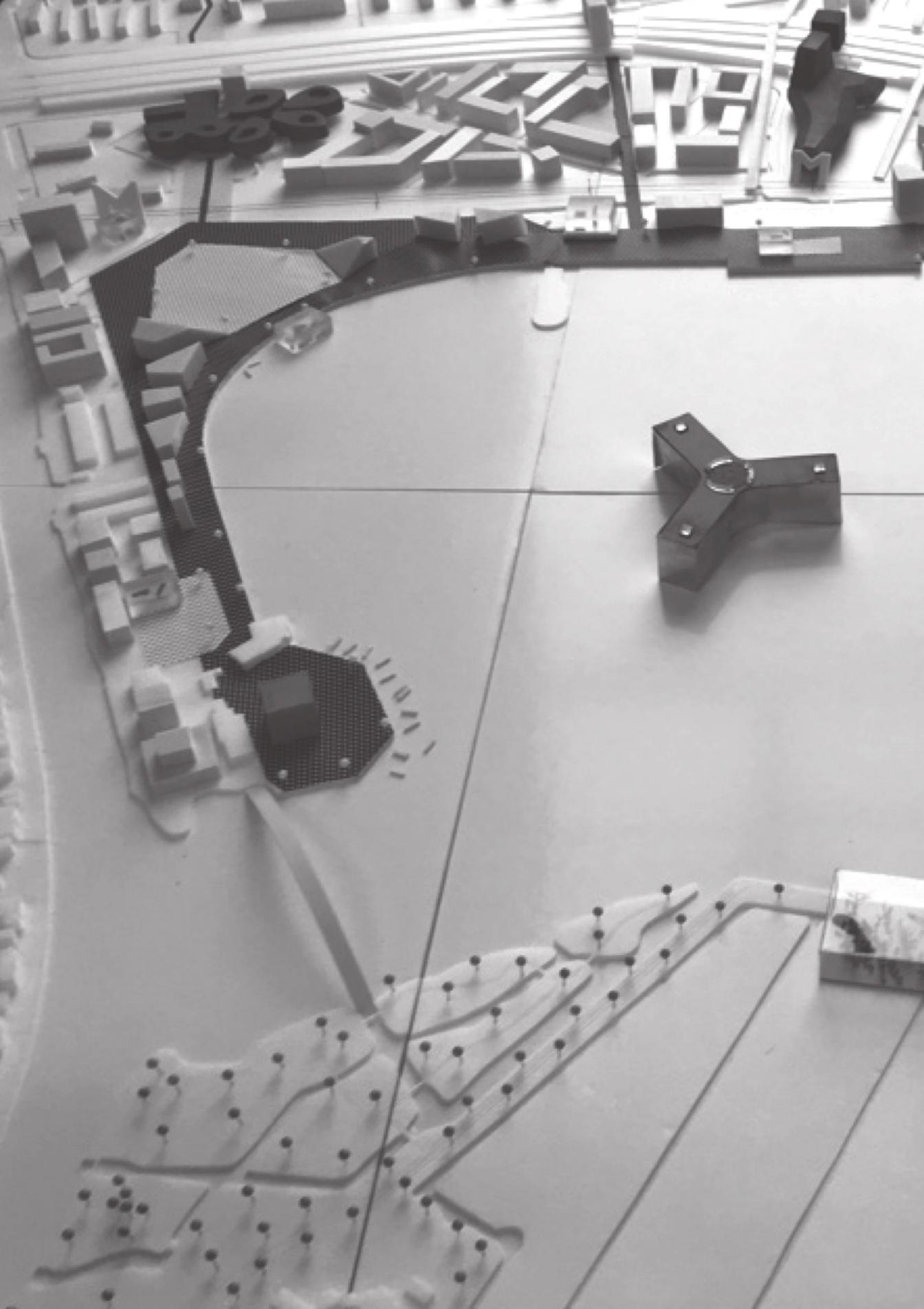
'Sanquin'  
Blood-supply



HARD DATA

- 1 - The Netherlands Cancer Institute 'Antoni van Leeuwenhoek'.
- 2 - Hospital 'MC Slotervaart'.
- 3 - Residential care complex 'Cordaan Slotervaart'.
- 4 - Health practice 'Intergraal Kankercentrum Nederland'.
- 5 - 'Sanquin' blood-supply.

**the hospitalcomplex is covering almost 90% of all the health facilities on site**





**SOFT  
DATA**



## **SOFT DATA**

forces that could shape the site in the future

This chapter presents the topics of our individual research and findings related to the site. The aim is to look at broader issues that have the potential to shape our site in the future. The research topics are group under the categories of Water, Leisure and Infrastructure.



# ENTERTAINMENT

The site of Nieuwe Meer is located between two dynamically developing business hubs of Schiphol Airport and Zuidas Business District. However, the character of the site itself remains untouched and solely dominated by recreational activities. As in the nearby future, the city of Amsterdam aims to significantly densify and develop (expand) existing business districts, the question which appears is how the areas of the city, like HAB and Nieuwe Meer could respond to the happening developments by increasing its recreational potential.

# HOW MUCH LEISURE TIME WE HAVE

1 year = 8760 hours

working time - 20% of the time = 1618 hours

29 days of holidays

7,6 days of sickness

7.4 hours of sleep a day = 2555 hours

obligation time 55% of time = 4818 hours  
(cleaning, sleeping, taking care)

**How much time is left for leisure?**

**Time for leisure is very limited**



Leisure time - when you do something without having to do it  
(freedom of choice).

It depends on the person, for one meeting with relatives is considered  
as leisure, for another one not. Some find sex as leisure, some not  
necessary.

#### Most deserved activities

1. Spontaneously do what you feel like	60%
2. Sleep in	57%
3. Sex	57%
4. Playing with the kids	54%
5. Sports	54%
6. Doing sth for ones health	54%
7. Meeting friends	53%
8. Spending time with the parther	52%
9. Books	51%
10. Meeting with grandchildren/grandparents	50%

# WHAT IS LEISURE

“Leisure is everywhere”

“It is estimated that leisure activities currently account for 35 per cent of our personal consumption expenditures, and up to 9 per cent of our GDP. In the upcoming world of flexible work hours, discount flights to all corners of the earth, and the ability to download any sort of movie, television show or song ever recorded, we have become a society of „leisure aficionados“ and pleasure connoisseurs. We can take away any ethnic dish imaginable, we can shop for everything we have ever wanted, we can custom design the vacation of our dreams – we can order fun 24 hours a day, 7 days a week, 365 days a year. But while we are out having fun, who is monitoring the reserves?

“Cultivated leisure is the aim of man” Oskar Wilde

“Our world was rocked by the industrial revolution in the nineteenth century, the service revolution in the twentieth and the digital revolution at the turn of the twenty-first. Are we about to trigger the leisure revolution?”

“The Why Factory argues that leisure can be found everywhere, all the time, as much on the computer screen, in your garage or university corridor, as well as on a beach lounge. It is so omnipresent in the daily routine that it has become almost invisible.”

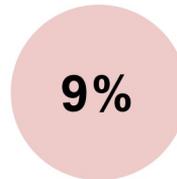
“While most architecture discourse deals in typologies that leave little ambiguity about the places where people (are expected to) work and places where they (are expected) to take time out, this collection takes hybrid work,life habits as a typology in its own right. “

The Why factory in the recently published book: Absolute Leisure seeks for the answer to the following questions:

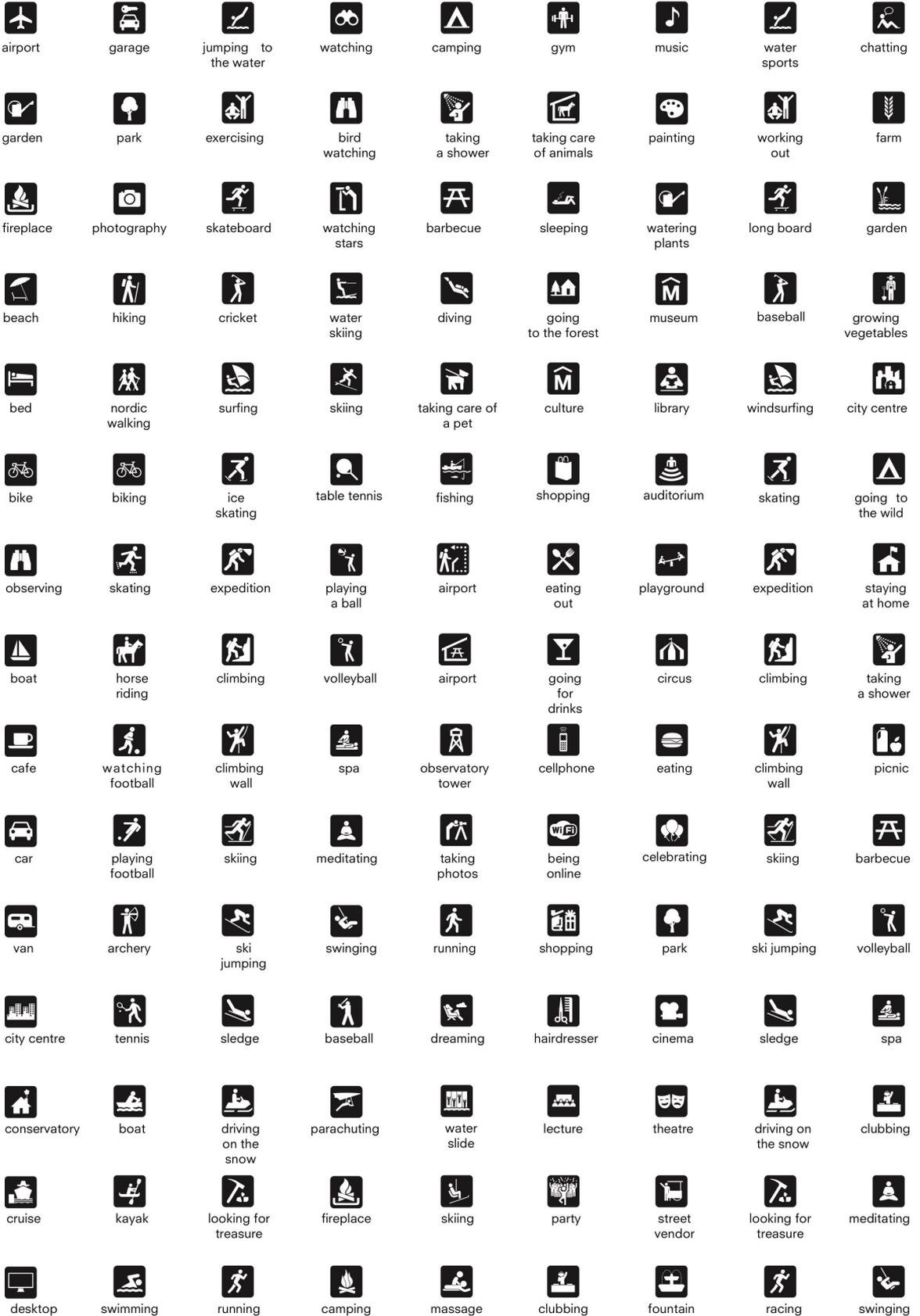
1. How big is the leisure?
2. How costly?
3. Will future cities be founded on pure leisure?
4. Are we already absolutely immersed in leisure that we do not notice it?
5. When did you last take a break from constant fun?



**leisure accounts for 35% of our personal consumption expenditures**



**of our GDP we spend on leisure**



# WHAT IS ENTERTAINMENT

## Definition and types

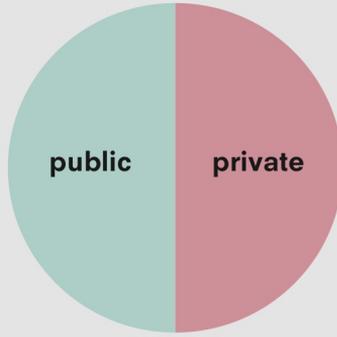
Entertainment is a form of activity that holds the attention and interest of an audience, or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention.

The experience of being entertained has come to be strongly associated with amusement, so that one common understanding of the idea is fun.

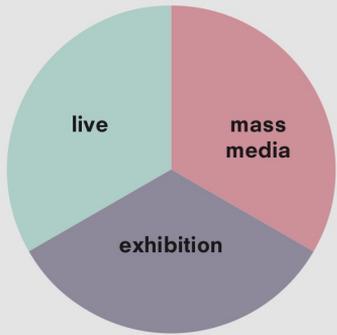
The very importance part of entertainment is the audience, which turns a private recreation or leisure activity into entertainment.

**The very important part of entertainment is the audience which turns a private recreation or leisure activity into entertainment**

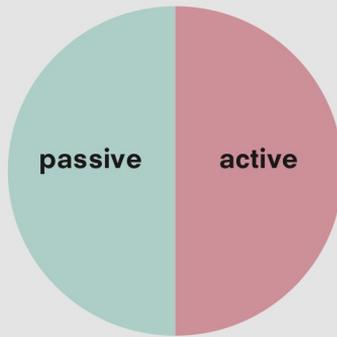




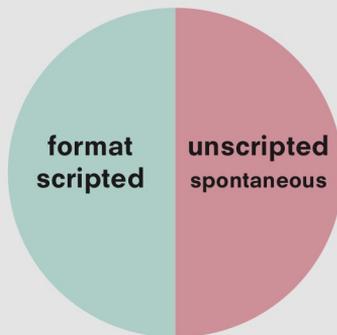
**Entertainment**



**Entertainment**



**Audience**



**Performance**

# THE FUTURE OF ENTERTAINMENT

Definition and types

## CONSUMER ECONOMY



New figures show we are continuing to spend less money on buying things, and more on doing things – and telling the world about it online afterwards, of course. From theatres to pubs to shops, businesses are scrambling to adapt to this shift.

**SHARDED  
ECONOMY**

**SERVICE  
ECONOMY**

**KNOWLEDGE  
ECONOMY**



# THE FUTURE OF ENTERTAINMENT

VR

VR

Augmented reality

Immersive Leisure

Role of the technology

AR and VR

“provide a layer of authenticity of experience”

**With so quick development of the technologies, is it possible at all to forecast the future of leisure, even regarding few next years?**

The attempts to foresee the future of leisure are probably impossible task due to the quick development of related technologies, which constantly improve. Moreover, the social trends are changing.

What is sure, is the fact that the technology will play important role in the future of leisure. The question is in which way. One of the answers is that technology will be able to read our emotions during the leisure time and adapt/express it.

Besides, interesting observation in this sense is that the current society (audience) is more difficult to entertain because of the constant presence of the technology in their life.

“Through the correct use of the technology, the public could have unprecedented control over their environment, resulting in a building that could be response to visitor needs and many activities that take place there.”

**VR :**

No time for favorite singer concert you wear glasses and you feel like being part of it. Even the dead can be brought back to perform

The experiences that are limited in the real life due to the lack of time, space or stage are now being possible due to the VR.

It is predicted that already in 2020 people will be gathering in parks to jointly play VR games.

**Augmented reality:**

AR and VR will offer a completely new creative medium – “an artist’s dream to build worlds, pixel by pixel,” according to Drue Kataoka, an artist and technologist. This promises the replacement of rectilinear devices with technologies that de-

pict worlds in ever-expanding concentric circles, providing a level of immersion and experience that has never been seen before. This could be game-changing: users will no longer view content but will be placed inside ever-expanding virtual worlds and find themselves at the centre, hence the “immersive” nature of the technology.

Computer stimulation as part of our life in 2050.

“We’ve effectively had the same flat screen medium since 1896. VR/AR uniquely provides a sense of presence and immersion, it’s a brand new art form and brand new form of experiencing,”

**Immersive leisure:**

The ability to make the technology invisible and focus on the narrative.



# THE FUTURE OF ENTERTAINMENT

Extreme experience

**Distinctive experiences**

**Oases of deceleration**

**Technology reading emotions**

**Tribes based on passion**

**More about experience than possessing**

**Global nomads need new experiences**

## **Distinctive experiences:**

Help us tell the story about ourselves, discover our identity and share the experiences with our friends.

## **Oases of deceleration:**

Territorial and social niches that have until now been partly or entirely left out of accelerating process of materialization.

Places, where "time stood still".

It is time and activities that help to slow down

Exemplary:

- Meditation
- Slow movement (slow life, slow food, slow sex)

## **Liquid modernity:**

The idea that we differentiate ourselves not by the amount of stuff that we own but by the experiences that we can access. Important in case of global nomads, or expatriates, who constantly travel, as possessing might hinder their movement

Activities that make you happy are the ones that cut you off from the surrounding and make you feel that time has stopped for 2 hours or so.

## **Tribes based on passion:**

In the future humans will create friends, communities not based on nationalities, or affiliation to any organization, like school or work, but by sharing the same interests, passions, hobbies, desires for experiences.

## **Examples:**

- Comedy club, where the entrance fee is based on the amount of times you laugh instead of a fixed price. This means that there will be involvement of the technology, which will read our emotions and respond to them. Likewise, what will matter is the

satisfaction and fulfillment of the desires of consumers;

- Pop up dining events, where you not only eat, but participate in a bigger show, with surprises and experiments on humans - exemplary you do not know what you will eat and drink and what will be the course of the evening;

- Newly emerging sports, like underwater rugby, providing more spice towards already existing ones, more challenge in a way. Moreover, their presence means that humans, although individuals need the society, being in between others and creating communities;

- Tough mother - it is an endurance event series, where participants have to overcome the obstacles related to human fears and durability, the main principle revolves around teamwork

**Activities that make you happy are the ones that cut you off from the surrounding and make you feel that time has stopped for two hours or so**

<sup>1</sup> *The future of leisure*, <https://vimeo.com/139888629>



Fig' Tough mother



Fig' Under water rugby



Fig' Pop up dining in Andsofort restaurant

# THE FUTURE OF ENTERTAINMENT

Slow life

**Voluntary simplicity**

**Down shifting**

**Less is more approach**

**Tribes based on passion**

**Slowing down make live,  
work, sleep better**

For many people, every activity in life is about speed, we eat quickly, we do quick, short travels, there is even speed yoga, we are constantly in a hurry. As a conclusion we are not living our life, instead we are running through it. We are doing more and more in less amount of time.

Things usually start changing when people encounter:

Burn out

Body says: I can not live like this anymore

Wake up call

**Slow living** is a lifestyle emphasizing slower approaches to aspects of everyday life.<sup>1</sup>

Slow Living means structuring your life around meaning and fulfillment. Similar to “voluntary simplicity” and “down shifting,” it emphasizes a less-is-more approach, focusing on the quality of your life. ... Slow Living addresses the desire to lead a more balanced life and to pursue a more holistic sense of well-being in the fullest sense of the word<sup>2</sup>

The concept of “slow” lifestyles started with the slow food movement, which emphasizes more “traditional” food production processes as a reaction to fast food that emerged in Italy during the 1980s and 1990s. Slow food and slow living are frequently, but not always, proposed as solutions to what the green movement describes as problems in materialistic and industrial lifestyles.

People every day are constantly living at a fast pace which is making them feel like their lives are chaotic but with slow living they end up taking a step back and start enjoying life being conscious

of sensory profusion. Slow living also incorporates slow food, slow money, and slow cities. The term slow is a movement or action at a relaxed or leisurely pace

This approach to life lived slowly does not refuse the usage of things such as mobile phones, internet, and access to goods and services.

The term slow is used as an acronym to show different issues:

S = Sustainable – not having an impact

L = Local – not someone else’s patch

O = Organic – not mass-produced

W = Whole – not processed



# THE FUTURE OF ENTERTAINMENT

Can we build a Westworld?

**“We know you’ll enjoy your stay in ‘Westworld,’ the ultimate resort, where nothing, nothing can possibly go wrong ... go wrong ... go wrong ...”**

**Humans pay to visit this world, and act out their gunslinger fantasies — and sexual fantasies. And all kinds of other fantasies. They can do whatever they want to the robots — insult them, have sex with them, kill them. The robots can’t hurt them back.**

**Westworld** is HBO futuristic series. The name relates to the Western-themed amusement park populated by android “hosts” who cater to high paying visitors dubbed “guests” (newcomers). The robots play all kinds of Western archetypes — bandits, saloon keepers, lawmen, prostitutes.

Thereal people, the “guests” who experience the luxury of Westworld’s delights, are all wealthy and their conduct makes everyone look like a model citizen.

Humans pay to visit this world, and act out their gunslinger fantasies — and sexual fantasies. And all kinds of other fantasies. Nothing is off limits — they can do whatever they want to the robots — insult them, have sex with them, kill them. But they also come to find out who they could be, and if they want, they can live like a heroic cowboy “good guy” in a classic Western film. The robots can’t hurt them back.

Its just like living a life inside a role playing video game where you can interact with the game elements. Every host follows a narrative as a part of its life which is decided by some officials at Westworld.

The robots, being robots, aren’t supposed to care. But conflicts arise when the robots do what robots always do in these stories: Seem to become sentient. Feel. Remember.

The purpose of Westworld is to supply the clients with a sense of meaning. The high-stakes adventures, struggles, and resolutions in the park contrast sharply with absurdity and mundanity of real life.

The meaning supplied by narrative can be exqui-

sitely pleasurable, but it has a downside. Searching for meaning can make us slaves to desire, or even moral monsters. Perhaps, the show suggests, we should turn off the television, call off the search – and wake up.

1. Can Westworld’s happen in a nearby future?

2. Is the future of leisure in experience, narrative, cutting off from the real life in order to satisfy our wildest fantasies?

3. How extreme will be the future of leisure? Will it be based on technological advances, robotics, etc. or rather on breaking from technology and going back to the nature or the most primitive settlements?



# STRESS

As a consequence of the future of work

The remarkable progress that we see in the technology resulted in the fear that the majority of jobs will be replaced by automation. However, it is not the first time in the history, that the industrial revolution lead to the concern of unemployment.

False alarm raised repeatedly:

- The luddite revolts in england in the 19th century (200 years ago)
- Triple revolution report - 1964 (50 years ago)
- In the 1960s it was predicted that by 2000 working hours will decrease to 30 hours/week

**Technology might devastate the whole industry**

**It may wipe out the occupations and places of work**

**but on the other hand...**

**Progress is going to lead towards new things**

Learning from the history:

New jobs were better than the old ones (more engaging, safer, more comfortable environments, paid more)

**Thinking, learning, adapting machines**

**Inequality**

**Decreasing wages**

**Meaning fulfillment, time occupation**

**This leads to stress**



<sup>1</sup> [https://www.ted.com/talks/martin\\_ford\\_how\\_we\\_ll\\_earn\\_money\\_in\\_a\\_future\\_without\\_jobs#t-757463](https://www.ted.com/talks/martin_ford_how_we_ll_earn_money_in_a_future_without_jobs#t-757463)

**90% of amsterdamers  
will live like artists  
(having 3 part-time jobs)**

“The future of work will soon  
become “the survival of the  
most adaptable”

fear of inequality

more responsibility

You need to get updated  
With new technologies,  
Otherwise you are not needed

fear  
of unemployment

competitiveness

**be more efficient!**

# STRESS

productivity

**more  
more  
and more...**

**pressure**

low wages  
for less skilled

You need to be adaptable!

making complex decisions – us-  
ing creativity, leadership and high  
degrees of self management.

you have to be  
the best!

freelance job  
no “life time job”

# HOW TO RELAX

Entertainment methods for stress relief

“We are running out of time”. Despite all technological advancements which are geared towards saving time we are shifting from the hope of a better work-life-balance to the unspoken idea of a “work-age” balance.

Whereas the good life seems to begin with retirement, the chronic mismatch between the perceived workload and the available time-resources during the “rush hour of life” and in addition the fear of losing one’s job creates a spiral, which leads to the feeling of no escapes and no control over one’s own life. Burnout and stress are symptoms of that development.

A social basic salary could be a solution, proposed Prof. Dr. Rosa, because it would take pressure from employees. That is why we need **“oases of deceleration”**. Collective time-outs and holidays should be used for reading books, listening to music and playing games instead of buying new ones. Rosa emphasized that “time-politics cannot be an isolated instrument”, but that we need to change the political and socio-economic structures with a new vision of a post-growth society.

We enter an age where business pervades every part of our life, given that kind of social acceleration. People have created, what sociologists call: oases of deceleration- places that help you to slow down.

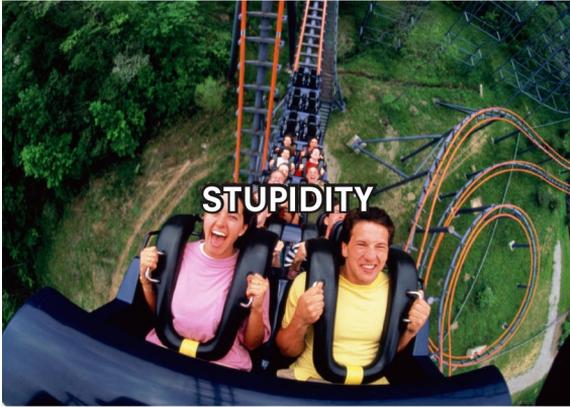
This are times and activities that help to slow down.

‘Living with a sensible, balanced amount of free time promotes well-being not only directly, but also by helping to alleviate some of the negative

side effects associated with living in our consumer-orientated society.’<sup>1</sup>

According to De Kloet, chronic stress can be reduced and burn-out prevented by living a regular lifestyle and daily exercise like running, swimming and walking. Through exercise, you will burn off the extra energy reserves caused by stress that tends to relax and improved sleeping quality.

But not only natural environments contribute to brain restoration; ‘restorative environments require a setting characterized by four features  
But not only natural environments contribute to brain restoration; ‘restorative environments require a setting characterized by four features



# LEISURE IN THE PAST

## Brief History



1377 - 1477

The emergence of the first brothels and bath houses, called stoves

1413

City Justice made use of City Regulations – such as one from the year 1413 in Amsterdam – which held that a prostitute, performing her trade outside the allowed place and after having received two warnings, would be buried alive.



1638

Beginning of Plantage (initially pleasure gardens of Amsterdam)

around 1700

Presence of human trafficking, first actions of the city to government started to seriously clamp down on the organizers behind prostitution



1668 – 1809

New typology of playhouses and music houses serving prostitution, big influx of prostitutes to Amsterdam



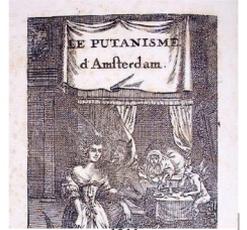
1904

Liquor Law This was to target females in bars trying to get the male visitors to drink beer, wine and jenever



1809

Starting from 1809 prostitution was allowed, under the condition that the women and brothel owners registered with the police. In 1850 both prostitution and brothels become legal



1911

Morality Law from 1911: “. It became expresses verbis and officially forbidden by Amsterdam City law, to accommodate acts of indecency in one's house or trade.”

## AMSTERDAM



## GLOBAL DEVELOPMENT



before 16th century

The entertainment is considered to start from storytelling, through music, dance, worlds, images, gestures and passing it to other people or generations.



17th to mid 19th century

Vauxhall Gardens (pleasure gardens) in Kennington



1896–1930

Blackpool Pleasure Beach



1851

First World Fair in London (Crystal Palace)



1884

World's first rollercoaster Switchback Railroad built by L.A. Thompson

**January 1988**

Prostitution was defined as a legal profession

**the 1990s**

In the 1990s, Dutch attitudes supported the legalization of prostitution: in a 1997 survey, 73 percent of Dutch citizens favoured legalization of brothels, 74 percent said that prostitution was an "acceptable job"

**the 1990s**

In the 1990s, after the fall of the Soviet Union, women came from Eastern Europe. Foreign prostitutes are economically motivated to come to the Netherlands, and they tend to travel to engage in sex work between the Netherlands, Germany, Belgium, and other European societies.

**1 October 2000**

meant for brothels to leave the half-legal status of being tolerated and to become fully legal and licensed businesses. Prostitutes may work as regular employees, though the vast majority work as independent contractors. The Dutch union FNV has accepted prostitutes as members since that time



**from 2007 on**

Project 1012 - is a policy plan aimed to fundamentally change the Red Light District (located in postcode region 1012). Its goal is to decrease the number of windows. In order to do so, the municipality has been buying up brothels with public funds, re-selling the realty to 'high-grade' enterprises: dining, design and fashion.

**1926**

In 1926, Amsterdam had 1900 working prostitutes in town. They worked on the streets, in houses or in cafes. Back then, 855 prostitutes (45%) worked on the streets. 627 prostitutes (33%) worked in houses and stood behind the window or in the doorway. 209 hookers (11%) worked in cafes or so called cabarets.

**Until the 1970s**

Prostitutes in the Netherlands were predominantly white lower-class women from the Netherlands, Belgium, France and Northern Germany. During the 1970s, in the wake of the sex trips to South-East Asia by Dutch men, the sex operators brought in women from Thailand and the Philippines.

**the 1980s**

There was a second wave from Latin America and Africa.

1950 1960 1970 1980 1990 2000 now 2050

48hours/week of work

Relax

Baby boomers

Family time

Playing with kids

Looking out of the window

Consumption Wave

Baby boomers

First cars, TV, washing machine

Cultural activities of high importance

Golden decades

Growing Population

Growing Income

Growing amount of leisure

Emergence of amusement parks

Popularity of bodybuilding and fitness activities

Popularity of sport and music

Private TV channels

DINK dual income, no kids

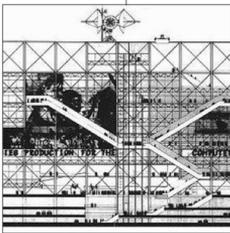
Emergence of the telephone as bridge from one to another

Beginning and growth of social media activities



**1895**

Proposed amusement park in Sea Lyon Park opened in Coney Island (US)



**1964**

Concept of a "Fun Palace" of C. Price



**1977**

Emergence of home computer, in the 1980s home computer become common home device



**the 1990s**

Growing popularity of extreme sports thanks to companies, like: X Games and Extreme Sports Channel



**1900**

World Fair in Paris



**the 1960s**

Radical discos in Italy



**the 1970s**

First discos in NYC



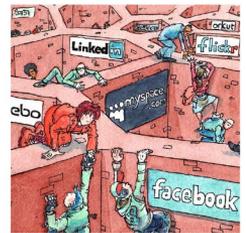
**2004**

The beginning of Facebook, few years later mobile apps revolutionize communication



**Now**

Importance of experience over possession



**Now**

Social disconnection resulting from social media



**Now**

VR

SOFT DATA

# ENTERTAINMENT

Statistics in Netherlands

**The Dutch enjoy nothing more than spending quality time with friends and family and prefer sports and leisure activities, where everyone can get involved, above all others**

The Dutch enjoy nothing more than spending quality time with friends and family and prefer sports and leisure activities, where everyone can get involved, above all others. They sum up the feeling of being together as 'gezellig'. Gezellig is often compared to the English word 'cosy', yet somehow manages to encompass a much broader range of meanings. It is used not only to describe team pursuits, but also convivial surroundings and, in certain instances, people.

The majority of Dutch spend their free time by doing outdoor recreation, sports and shopping. The least popularity is on wellness, beauty and relax activities.

- Over half (**56%**) of the Amsterdammers does sports regularly,

- The Dutch spend an average of **2.6** hours per week on sport and physical exercise in their leisure time. This represents a marked increase over the last thirty years: in 1975 the figure was just 1.5 hours,

- **50%** the Amsterdammers cycle often in the city, 28% never bicycle. In Zuidoost and Geuzenveld-Slotermeer almost half of the residents never-bicycle

- **Two thirds** of the Amsterdammers goes at least once a year to the cinema, in the Netherlands this on average 49%

- Since 2007, more people are members from the Public Library Amsterdam, in 2014, **27%** of Amsterdammers were members of the Public Library (+18)

- **One fifth** of the Amsterdammers never reads a book in his spare time.

- For **20%** of the Amsterdammers TV is the main source of entertainment

- Nearly **three-quarters** of the Amsterdammers goes on holiday once a year, **40%** go on holidays more than once a year.

- **Three-quarters** admits to have a hobby

- **50%** of Amsterdammers have account on Facebook

fig 3 Leisure time use by the age +12 weekly (data from 2010)

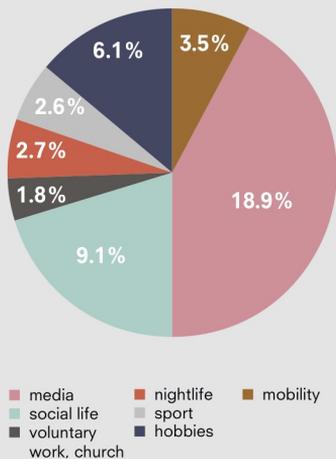


fig 2 Top ten branches of sport practised, population aged 6-79

		total	men
1	swimming	38	34
2	leisure cycling/cycle racing	20	23
3	fitness/aerobics walking	17	14
4	running/jogging	15	13
5	football	12	15
6	in-line/roller skating	12	20
7	tennis	11	9
8	skating	11	13
9	sailing/rowing/canoeing/	9	10
10	surfing	8	9

fig 3 Cultural activities undertaken by Dutch (data from 2010)

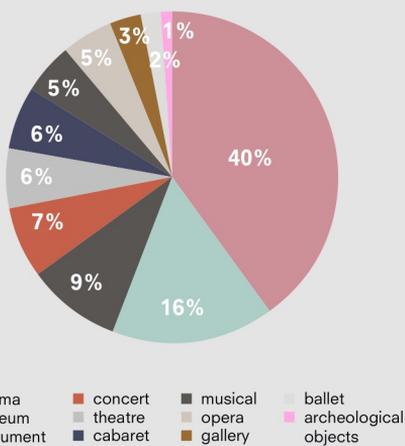
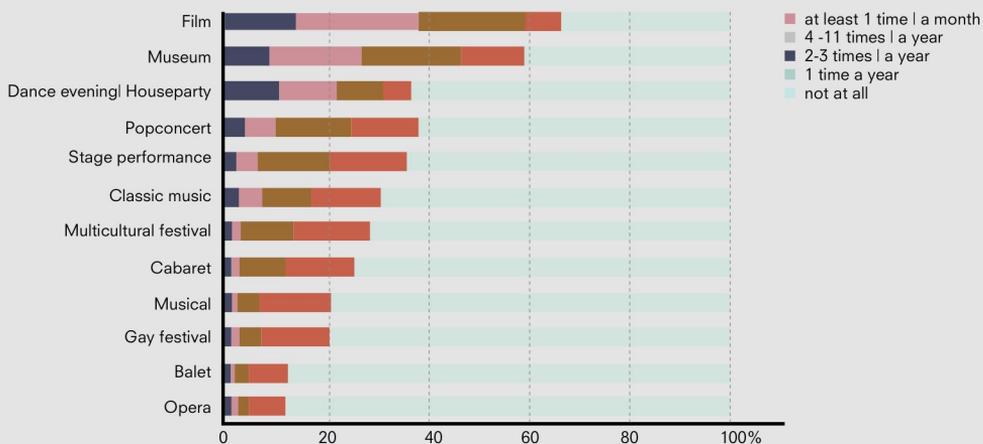


fig 2 Top ten most visited theme, recreation parks, zoos, museums

1	De Efteling	4.125 (tousands)
2	Van Gogh Musuem	1.600
3	Burgers Zoo	1.500
4	Rotterdam Zoo	1.500
5	Slagharen Theme Park	1.450
6	Amusement Park Duinrell	1.362
7	Natura Artis Magistra	1,261
8	Anne Frank House	1,104
9	Rijksmuseum	1,000
10	Ouwehands Zoo Rhenen	935

SOFT DATA

fig 2 Frequency of visiting during a year (data from 2010)

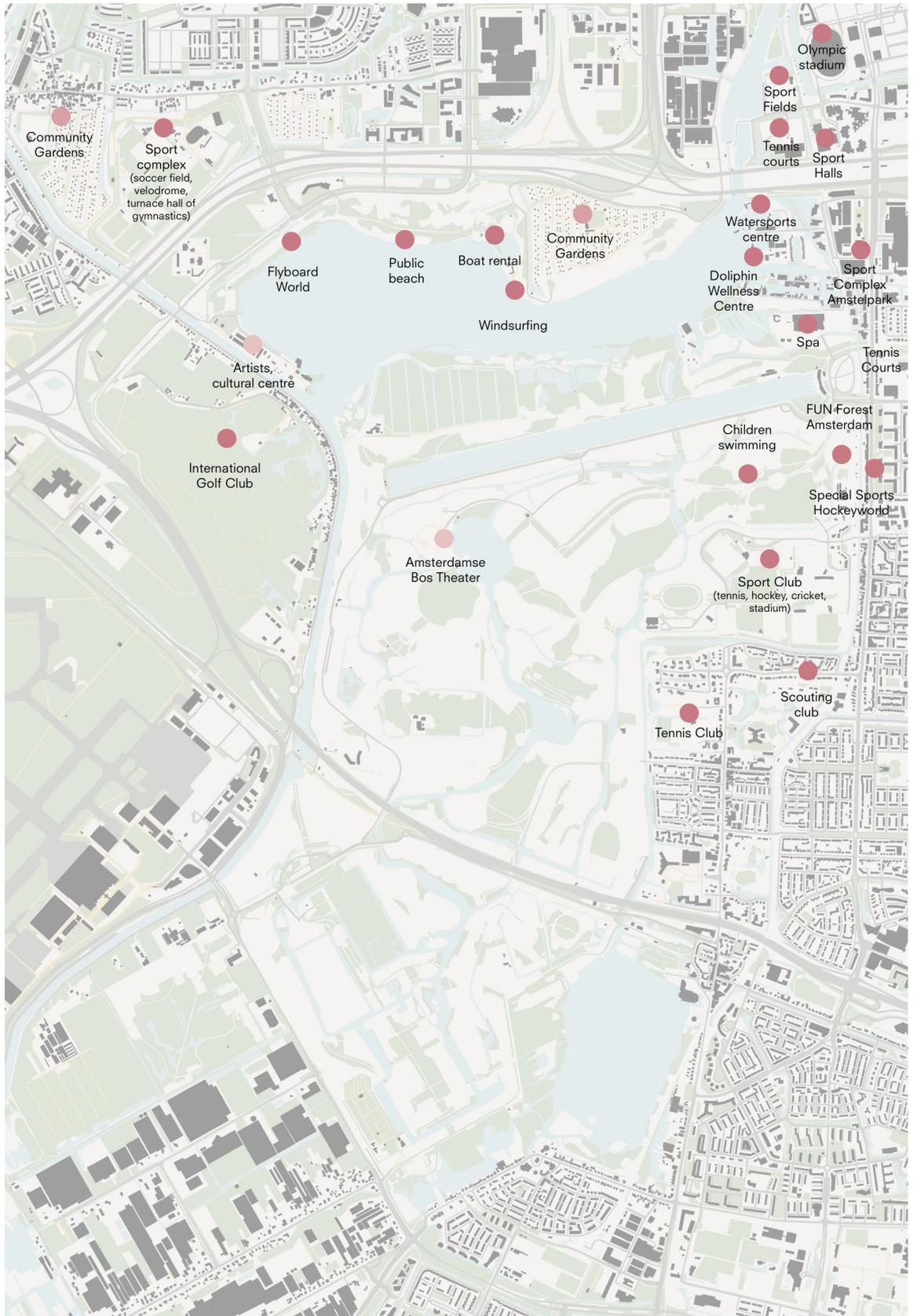


# ENTERTAINMENT ACTIVITIES ON THE SITE

The activities on the site are mostly the recreational ones, related to water or forest - swimming, diving, sailing, running, etc. There are also several sport clubs surrounding the lake - one in the Amsterdamse Bos, one in the Olympic stadiums and one on the north-east. Moreover, there is a golf club on the west south, cultural island next to eat and several spa facilities on the east.

Apart from that, there are temporal events organized on the south side of the lake - music festivals.

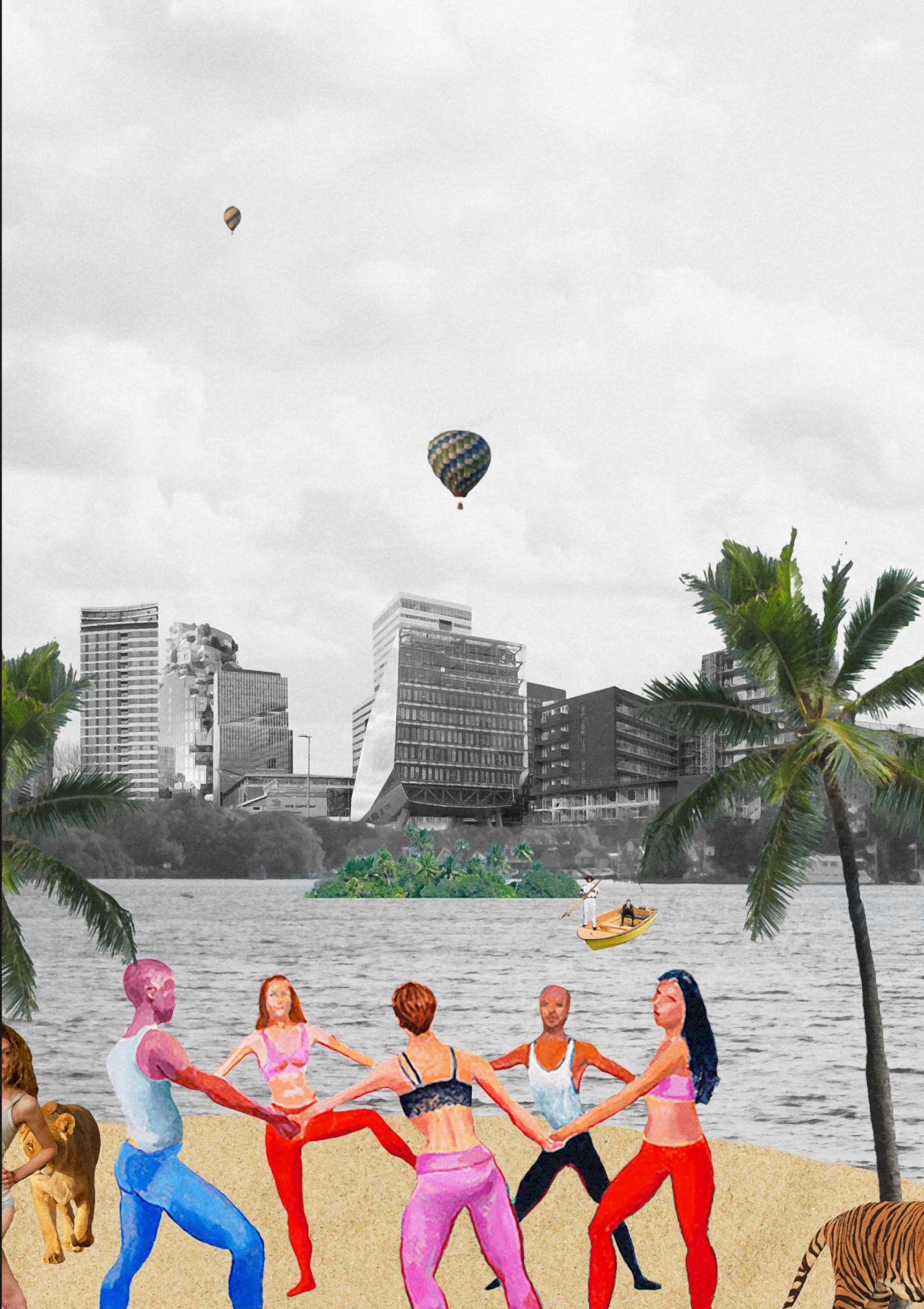




# What will be the future role of entertainment in relation to growing working pressure?

As in the nearby future, the city of Amsterdam aims to significantly densify and develop (expand) existing business districts, the question which appears is how the areas of the city, like HAB and Nieuwe Meer could respond to the happening developments by increasing its recreational potential.

\*For sources and references consult Schiphol Source Book, chapter Polder Meerzicht, pages 56-60.





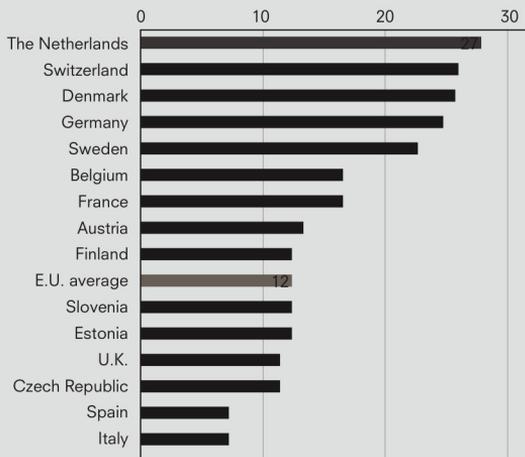
# GAMES AS MASS DISTRACTION

Sports and games have served a number of purposes throughout history. While small scale, informally organized games have been a recreational pursuit since recorded history, for millenniums it has also been a tool of political elites to work towards certain aims. As the goal of the elites changed, so did the nature of the game, evolving from primal contests of strength in oftentimes deadly hand to hand fights to highly abstract sports using specific skills unique to the event. The venues of these spectacles did in essence hardly change between the time of the Ancient Greeks and the beginning of the twentieth century, when broadcasting dramatically increased the reach of an event to a worldwide scale. Today, sports are one of the fundamental acts of leisure, particularly for younger people. Through these games, health, cooperation, and various other aims are stimulated.

# SPORT IN AMSTERDAM

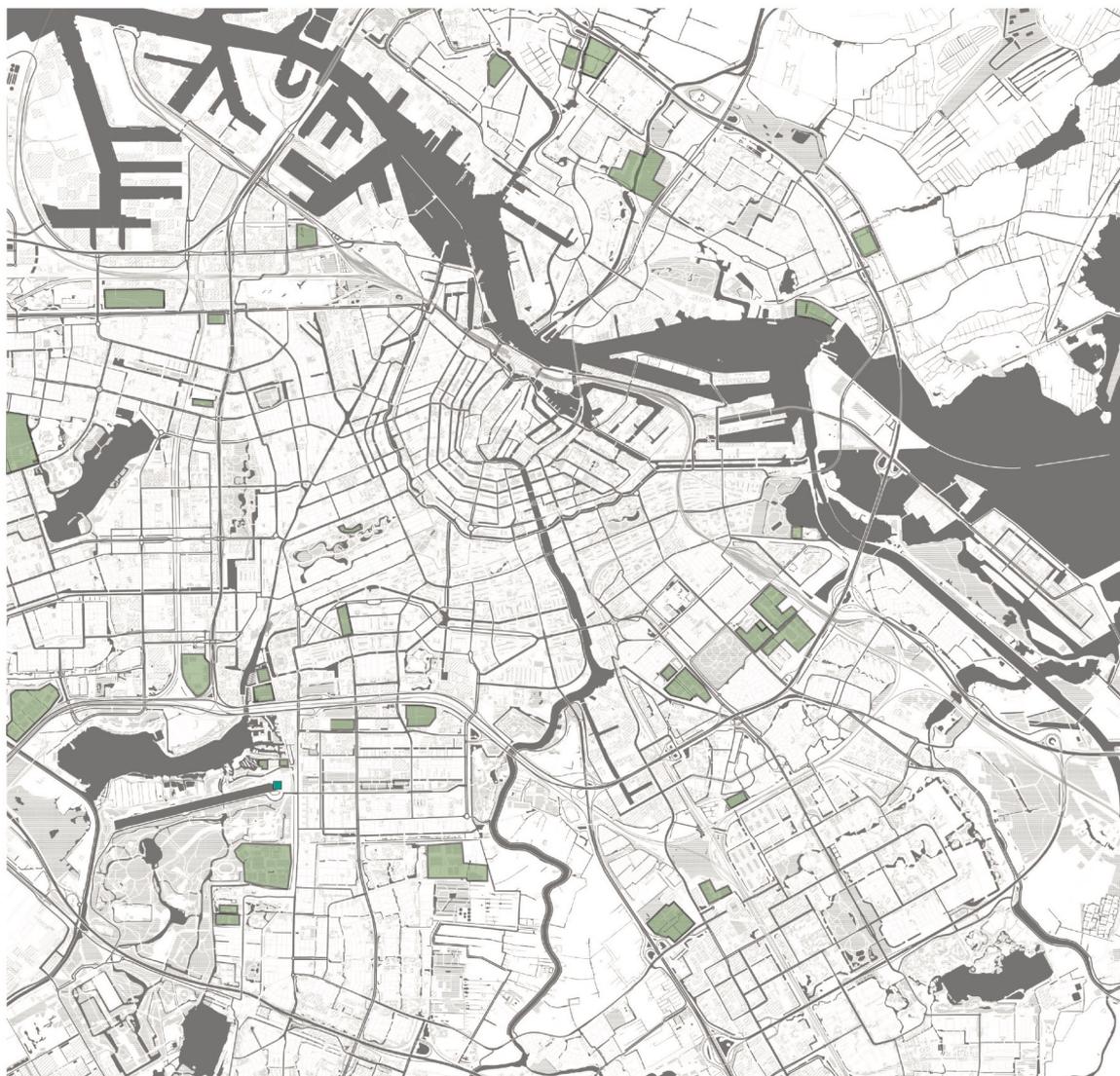
one of the key expressions of leisure

**145 football fields**  
**78 gymnasiums**  
**12 swimming pools**  
**11 rowing associations**



Share of population (>15) that is a member of a sports club

- 1893 Speed Skating World Championship**
- 1928 Olympics**
- 1954 Start of the Tour de France**
- 1962 European Cup Final**
- 2010 Giro d'Italia**
- 2014 World Rowing Championships**
- 2015 World Beach Volleyball Championships**
- 2016 European Athletics Championships**
- 2017 European Hockey Championships**
- 2018 World Speed Skating Championships**
- 2020 European Football Championships**
- 2028 Olympics?**



**Legend**

-  Tennis courts
-  Grass sports fields
-  Major stadium
-  Ice skating rink
-  Swimming pool
-  Rowing club

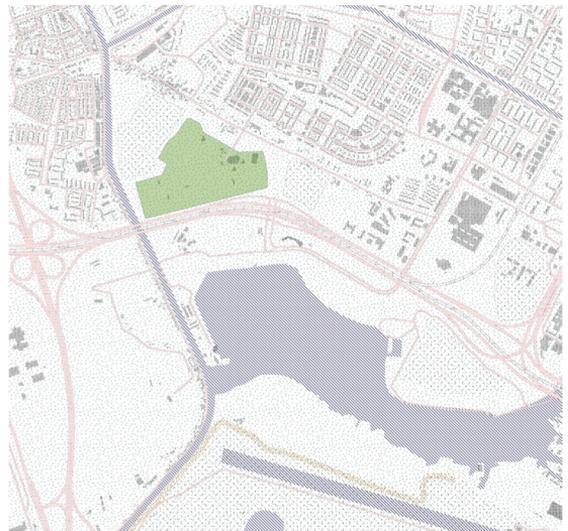
This map shows the location of all larger scale sports facilities in the Amsterdam metropolitan area. Though there are countless gyms and other small indoor facilities throughout the city, the larger and outdoor sports fields and facilities are along the ring road and outside it. By far the most common type of sport field is the football pitch, followed by hockey. There are also a number of tennis courts spread through the city. Swimming pools are arranged more centrally around the old part of Amsterdam. Rowing clubs have lined the river Amstel since the middle of the nineteenth century.

# SPORT IN AMSTERDAM

one of the key expressions of leisure

## SPORTS ON THE SITE

This map shows the location of all larger scale sports facilities in the Amsterdam metropolitan area. Though there are countless gyms and other small indoor facilities throughout the city, the larger and outdoor sports fields and facilities are along the ring road and outside it. By far the most common type of sport field is the football pitch, followed by hockey. There are also a number of tennis courts spread through the city. Swimming pools are arranged more centrally around the old part of Amsterdam. Rowing clubs have lined the river Amstel since the middle of the nineteenth century.



## SPORTPARK SLOTEN

Established: 1956

Owned by: Gemeente Amsterdam  
Stadion Amsterdam N.V.

Total area: 308,000 m<sup>2</sup>

Velodrome

Gymnastics hall

8 football pitches

3 American football fields

1 softball field

1 hockey field

1 handball court

2.5km cycling track





Sportpark Sloten counts 8 full sized football fields, it is the most frequently played sport in the Netherlands and Amsterdam



The site contains one of the three covered velodromes in the Netherlands, hosting national championships and other large scale events.



Though American football does not enjoy widespread popularity, the Amsterdam Crusaders play their matches in Sportpark Sloten.

# OLYMPIC AMSTERDAM

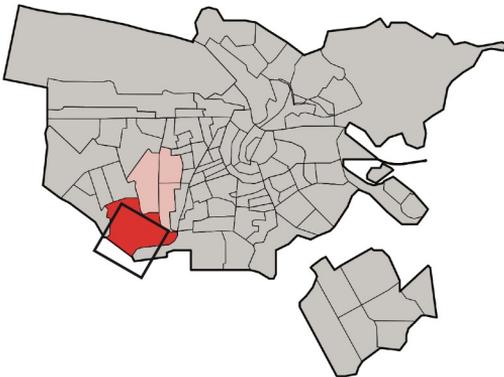
competition at the city scale

## THE 1928 SUMMER OLYMPICS

Frederik van Tuyl van Serooskerken first proposed Amsterdam as host city for the Summer Olympic Games in 1912, even before the Netherlands Olympic Committee was established. In 1916 the Olympic Games were cancelled due to World War I. In 1919 the Netherlands Olympic Committee abandoned the proposal of Amsterdam in favour of their support of the nomination of Antwerp as host city for the 1920 Summer Olympics. In 1921 Paris was selected for the 1924 Summer Olympics on the condition that the 1928 Summer Olympics would be organized in Amsterdam. This decision, supported by the Netherlands Olympic Committee, was announced by the International Olympic Committee on 2 June 1921. During the Summer Olympics, there were 14 sports, 20 disciplines and 109 events in the tournament. Fourteen sports venues were used for the 1928 Summer Olympics. The most important of these was the Olympic Stadion which was renovated in 2007 and still hosts sporting events today. The Olympic Stadium was designed by architect Jan Wils, and is an example of Amsterdamse School architecture. When completed, the stadium had a capacity of 31,600.

The 1928 Olympics introduced the idea of the Olympic Flame. The flame burned for the first time ever in a tall tower, known as the Marathon tower, adjacent to the Olympic Stadium.





## The 1992 Olympic bid catalysed the development of Nieuw Sloten

### THE 1992 SUMMER OLYMPICS

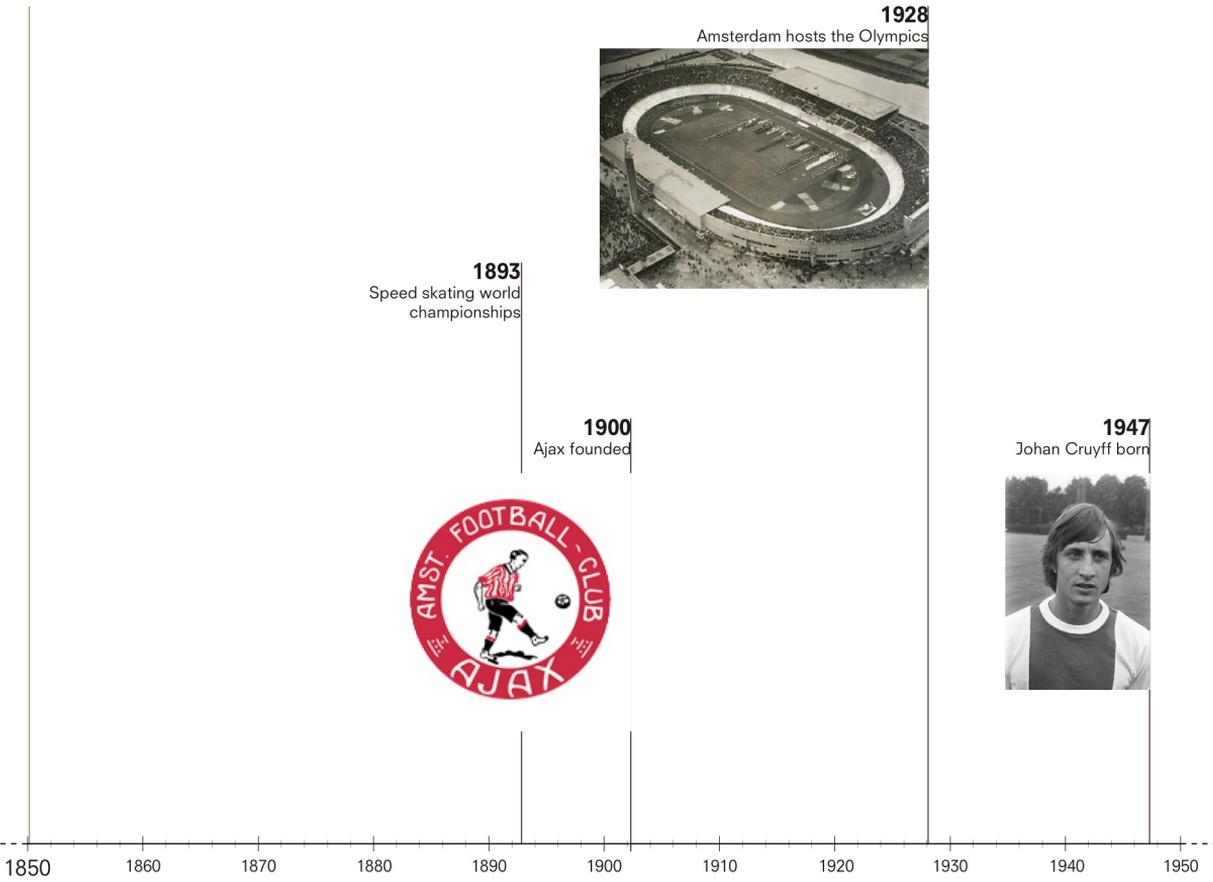
In 1984, the municipality of Amsterdam, the Dutch Olympic Committee, and the national government agreed to be a candidate for the 1992 Olympic games. After an initial competition between Amsterdam and Rotterdam, the former was chosen due to the concentration of existing facilities and the city's touristic reputation. From 1985 onwards lobbying efforts commenced. The 1928 Olympic stadium was outdated and of insufficient size, hence a new venue was proposed in Amsterdam south east. A partially covered structure accommodating some 70,000 spectators was proposed. The proposal for this venue included a plan for beyond the Olympic games, to become a multifunctional sports venue and congress center, with a reduced capacity of

around 40,000.

The location for the Olympic village was selected to be Sloten, in the area around the Schiphol site. An agreement was made with gardeners who then occupied the land, and long term plans were drafted to make this into a residential neighborhood.

Though the Amsterdam Olympic bid was thoroughly beaten by Barcelona and the city has yet to host another Olympics, the effort did have some impacts on the city; the hypothetical Olympic stadium was, in some form, built as the Amsterdam Arena. Additionally, the planned development of Sloten was also catalyzed in altered form with the construction of Nieuw Sloten between 1994 and 1995.

## TIMELINE



## GAMES IN AMSTERDAM

**1995**  
Ajax wins Champions league



**1962**  
European Cup Final hosted in  
Amsterdam



**2014**  
World Championship rowing



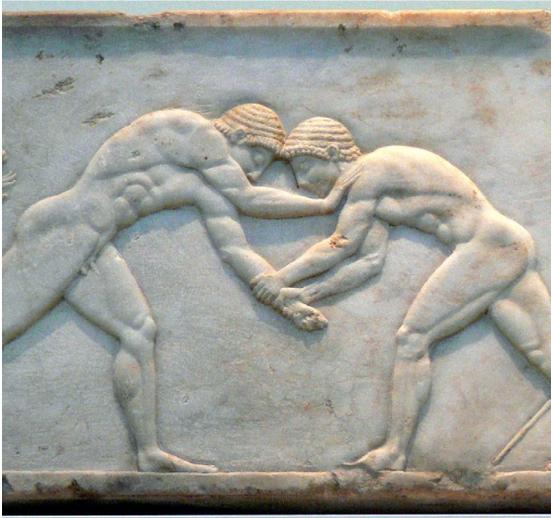
**2020**  
European Football Championships

**1954**  
Tour de France starts in  
Amsterdam

**1992**  
Failed Olympic bid

**2028**  
Retracted Olympic bid

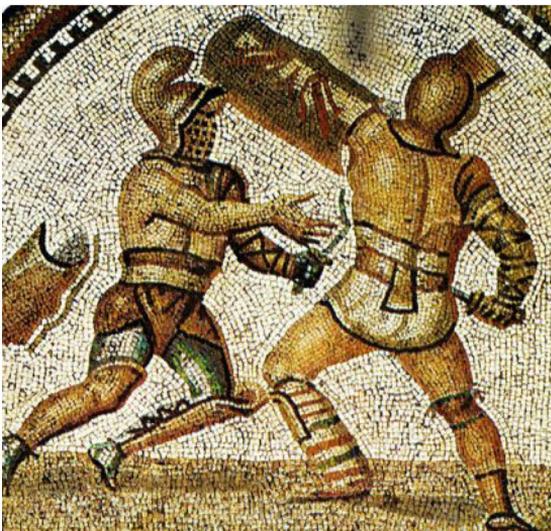
1950 1960 1970 1980 1990 2000 2010 2020 2030 2040 2050



## THE ANCIENT OLYMPICS

The original Olympic games served a threefold purpose; the original being religious worship. Over time, the more important reasons for the event were as a peaceful means of competing, and a reflection of the power of city states. Additionally, they provided a forum for the elites of each city state to meet for political negotiations.

The events included in the games changed through the years, but were individual competitions of strength and physical prowess in one on one unarmed combat. These included running races of varying lengths, and a number of different fighting sports such as wrestling, boxing and Pankration.



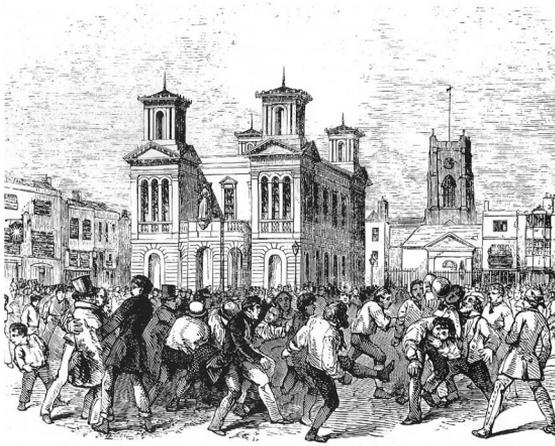
## ROMAN GLADIATORIAL GAMES

The gladiatorial games hosted in the colosseum offered spectators an example of Rome's martial ethics. In fighting or dying well, the gladiators could inspire admiration and popular acclaim. Rome was essentially a landowning military aristocracy. *Devotio* (willingness to sacrifice one's life to the greater good) was central to the Roman military ideal, and was the core of the Roman military oath. As such, gladiatorial battles were used to exemplify these ideals and glorify warfare. The earliest types of gladiator were named after Rome's enemies of that time: the Samnite, Thracian and Gaul



## MEDIEVAL HASTILUDE

Medieval games are marked by an abstraction from the sports of the Greeks and Romans, which embraced displays of strength and military prowess very literally. Though this was initially the case as well with jousting and melees, over time these became more 'gentlemanly' affair. As such these became public and social affairs with elaborate clothing and highly decorated armor. The prize for winning tournaments was honour and improvements to social standing. The relation to the origins of the sport, cavalry charges in battle, became increasingly distant.



## EARLY BALL GAMES

These games may be regarded as the ancestors of modern codes of football, and by comparison with later forms of football, the medieval matches were chaotic and had few rules. They would be played between neighbouring towns and villages, involving an unlimited number of players on opposing teams, who would clash in a heaving mass of people struggling to drag an inflated pig's bladder by any means possible to markers at each end of a town. Any means could be used to move the ball towards the goal, as long as it did not lead to manslaughter or murder. Resentment of football up to this time had been focused on its capacity for public disturbance.



## 20TH CENTURY POLITICIZATION OF GAMES

The beginning of the twentieth century marked a period of sports being utilized as a representation of nations and political systems. This certainly applies to the revival of the Olympic games in 1896. Particularly the 1936 Olympic games in Nazi Germany were heavily politicized and were essentially a massive spectacle of propaganda. The Nazi's saw the games as an opportunity to show off the organizational talent and physical superiority of the German people. Stadia were used as the site of political mass gatherings, and as tools of propaganda in themselves, as is the case in Spier's 1936 Olympic stadium.

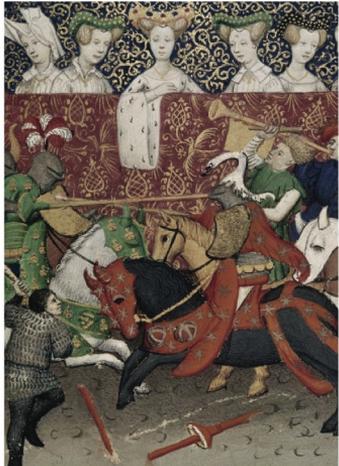
SOFT DATA



## 21ST CENTURY COMMERCIALIZATION OF GAMES

The second half of the twentieth century was marked by a professionalisation and commercialisation of sports. Stadiums became a point of competition between cities and sports became a business worth billions of Euros. First radio, then television, then the internet extended the range of these sports from the stadium into the living room, cementing a fundamental place in everyday life. With this reach, money became the key player in modern games, with spectator sports becoming increasingly commercial. Recent years have seen football transfer fees in the hundreds of millions of Euros, with similar trends in many other games.

# CONCLUSIONS

200 BC	300 AD	1400
 <p data-bbox="168 1190 409 1256">Display of physical strength Religion and politics</p>	 <p data-bbox="561 1190 782 1256">Display of military ability Social and entertainment</p>	 <p data-bbox="954 1190 1142 1256">Abstraction of warfare Status and Prestige</p>

1930	today	2050
 <p data-bbox="181 1190 396 1252">Mass spectatorship Political and Nationalism</p>	 <p data-bbox="571 1190 772 1252">Commercialization Economics and Status</p>	 <p data-bbox="981 1190 1128 1252">Mass distraction Control</p>

SOFT DATA

Political elites have used games throughout history to further a range of causes. Where the ancient Olympics originally started as a religious affair, they quickly became politically natured; primal sports such as wrestling and boxing came to represent city power and were used to popularize leaders. The Romans took this a step further by offering deadly gladiatorial battles as entertainment to the masses. Medieval hastilude abstracted these displays of strength and military prowess into more personal competitions of status and prestige. This period also marks the popularization of ball games, a sport of the people that was originally outlawed and condemned by elites. As it was formalized with official rules it became accepted. The twentieth century marks the period of mass spectatorship, which turned it into a

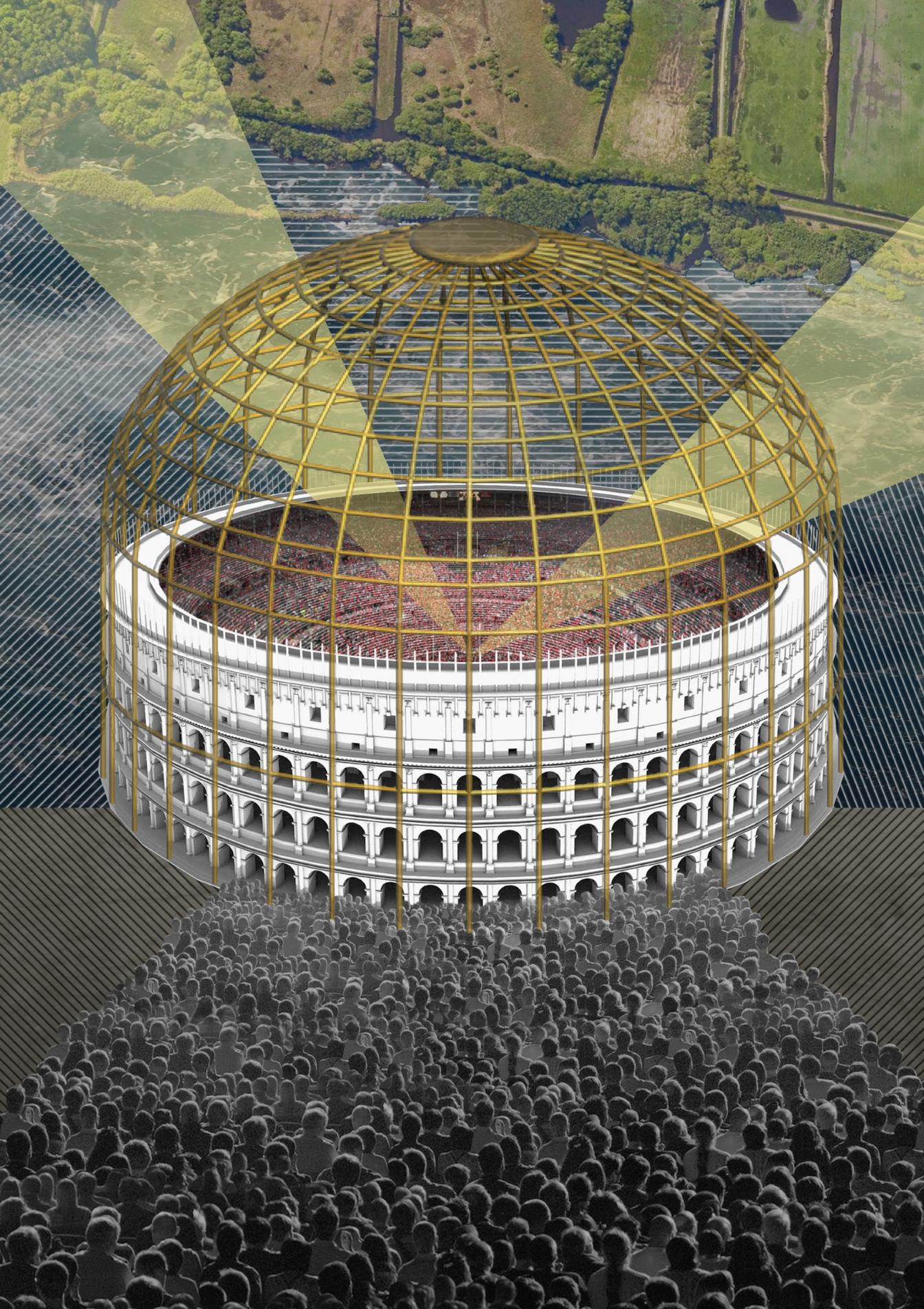
political tool once again; particularly the 1936 Olympics was a showcase of propoganda and turning sports into a tool of nationalism. In the following period of peace this was transformed into a commercial enterprise worth billions and creating an almost religious-like admiration for top athletes and teams.

In a future where a large segment of the population no longer works and thus lives from a basic income and has a plethora of free time, I predict it will become an increasingly powerful tool to pacify these masses and distract them from more meaningful societal questions of meaning and fairness. Mass spectator sports can harness the energy that would otherwise be devoted to bringing on societal change, and redirect it to arbitrary rivalries.

## How will games be used in the future as a tool of societal control?

Political elites have used games throughout history to further a range of causes. In a future where a large segment of the population no longer works and thus lives from a basic income and has a plethora of free time, I predict it will become an increasingly powerful tool to pacify these masses and distract them from more meaningful societal questions of meaning and fairness. Mass spectator sports can harness the energy that would otherwise be devoted to bringing on societal change, and redirect it to arbitrary rivalries.

\*For sources and references consult Schiphol Source Book, chapter Schiphol airport city, pages 56-60.





# FUTURE OF ART

Amsterdam is renowned for its diversified culture and brilliant art history. Various art museums collect and exhibit thousands of famous paintings, sculptures, and other artworks. On the other hand, the contemporary art developed swiftly as well in Amsterdam, thus more young artists emerged, attempting to express their voice and power in a more modern way. Therefore the city of Amsterdam stands in between a contrast with traditional and contemporary art, which makes the city more attractive to international artists to live and work.

# MILITARY WAREHOUSES

L scale block

## **Military warehouses**

Originally the Nieuw en Meer complex was a weapons and ammunition depot of Defense. The first buildings date from 1918 and were part of the Defence Line of Amsterdam. Until the early eighties of the 20th century the site was in use of Defense. After the last conflict in 1962 in, at that time, 'Dutch New Guinea', the military stores fell into disuse.

## **Squat**

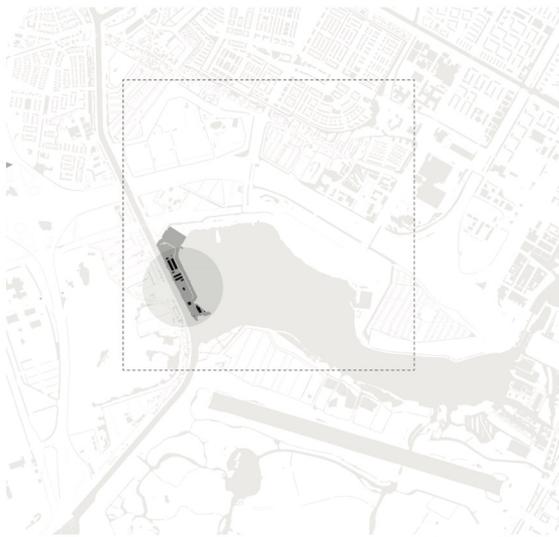
On June 25, 1988, when Marco van Basten caused a collective ecstasy in the Netherlands, the buildings at Oude Haagseweg 51 at the outskirt of Amsterdam, were squatted by a group of artists and activists from the squat at Conradstraat 11. One and a half month later, at August 10, 1988, Stichting Nieuw en Meer was founded, paving the way for legalization.

## **New destination**

The formal legalization in 1991, the lease contract between Stichting Nieuw en Meer and the City of Amsterdam marked the start of extensive renovations. Especially the two large warehouse buildings with a total floor space of 7200 m<sup>2</sup> had to be transformed into more than 80 smaller individually accessible studio's. The construction supervision was done by Casa Architects (Hein de Haan). A large part of the work was carried out by the tenants themselves.

The establishment of the tenants association Niks Minder (Nothing Less) on June 24th, 1991 was the formal end of the legalization process of the former squats.

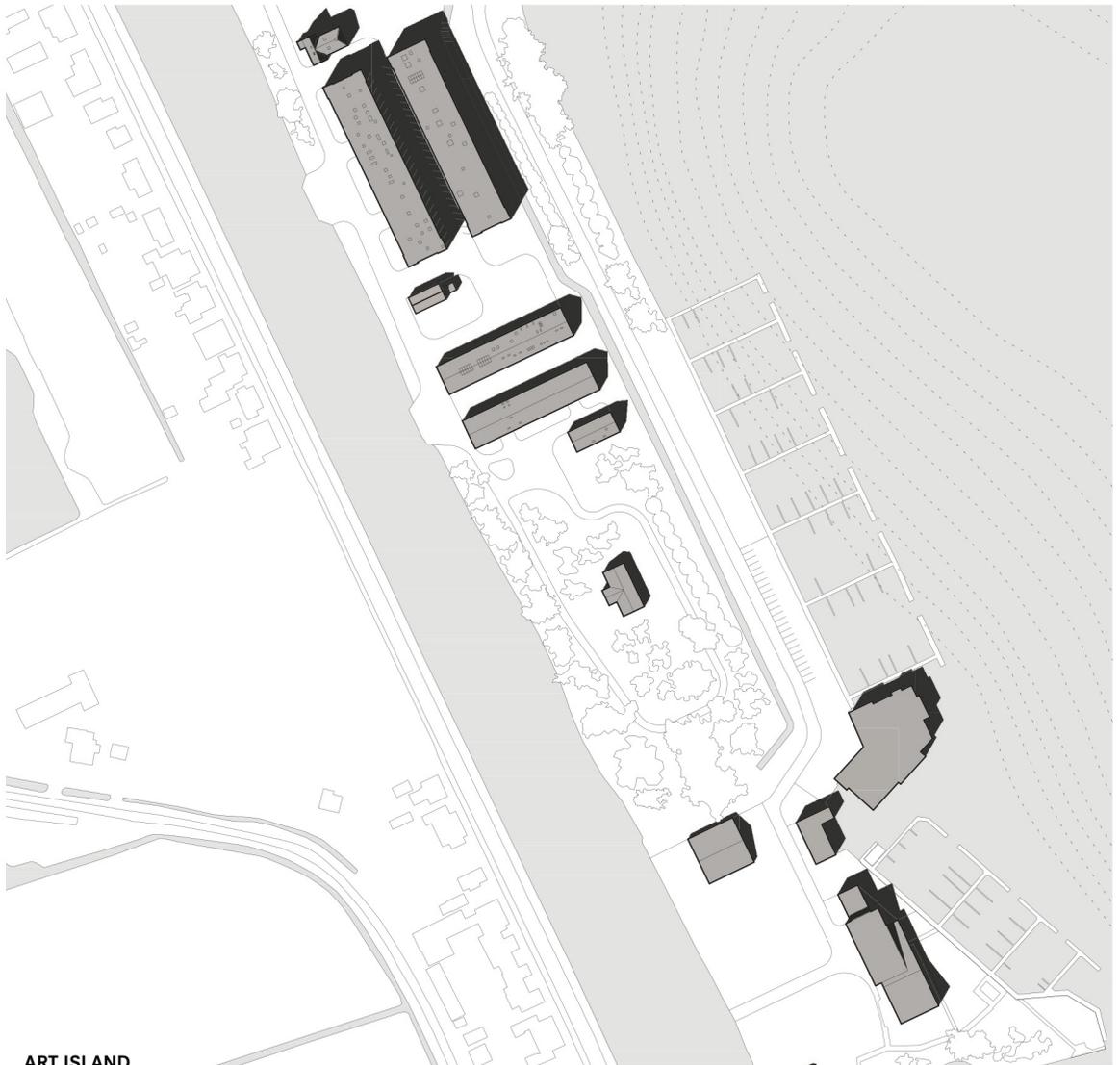
The Association represents the interests of the tenants and responsible for the maintenance of the public space in the area.



Location on the site



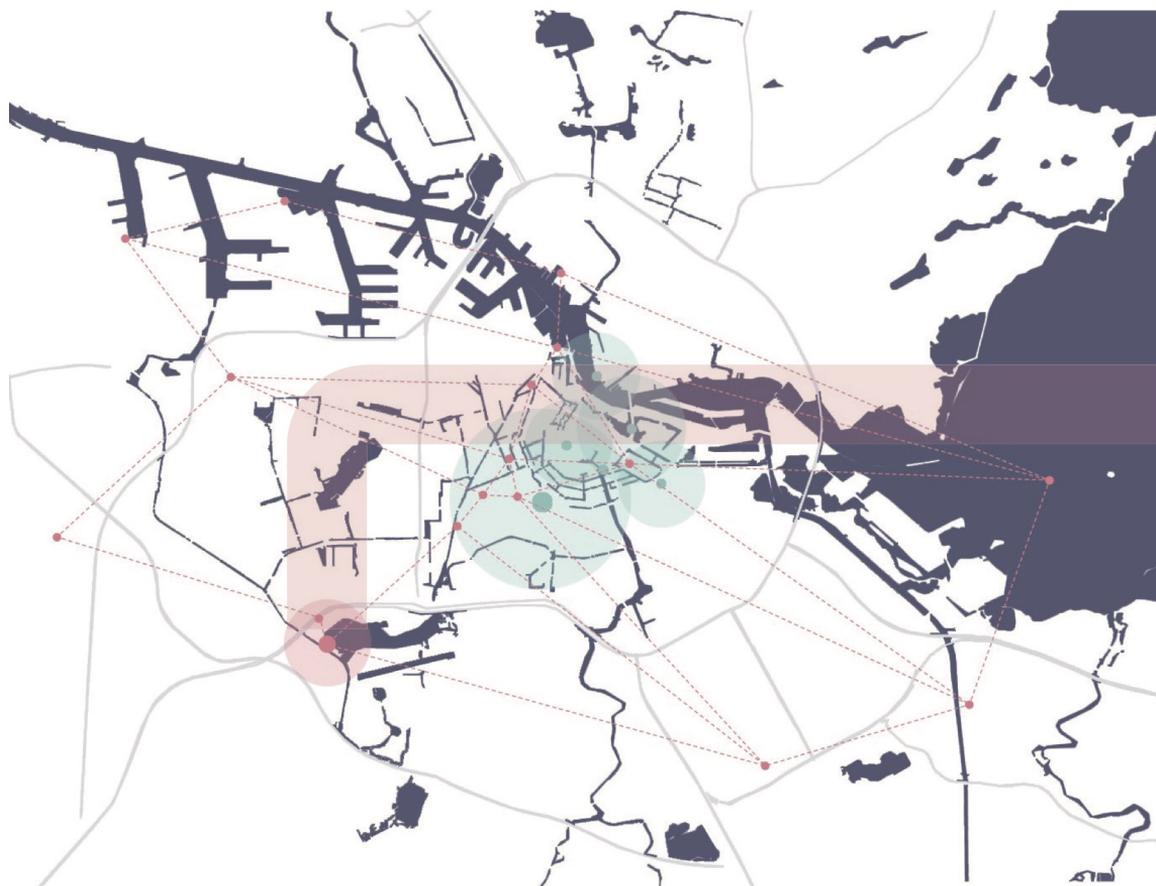
View of the radio towers from the South



ART ISI AND

urban formation

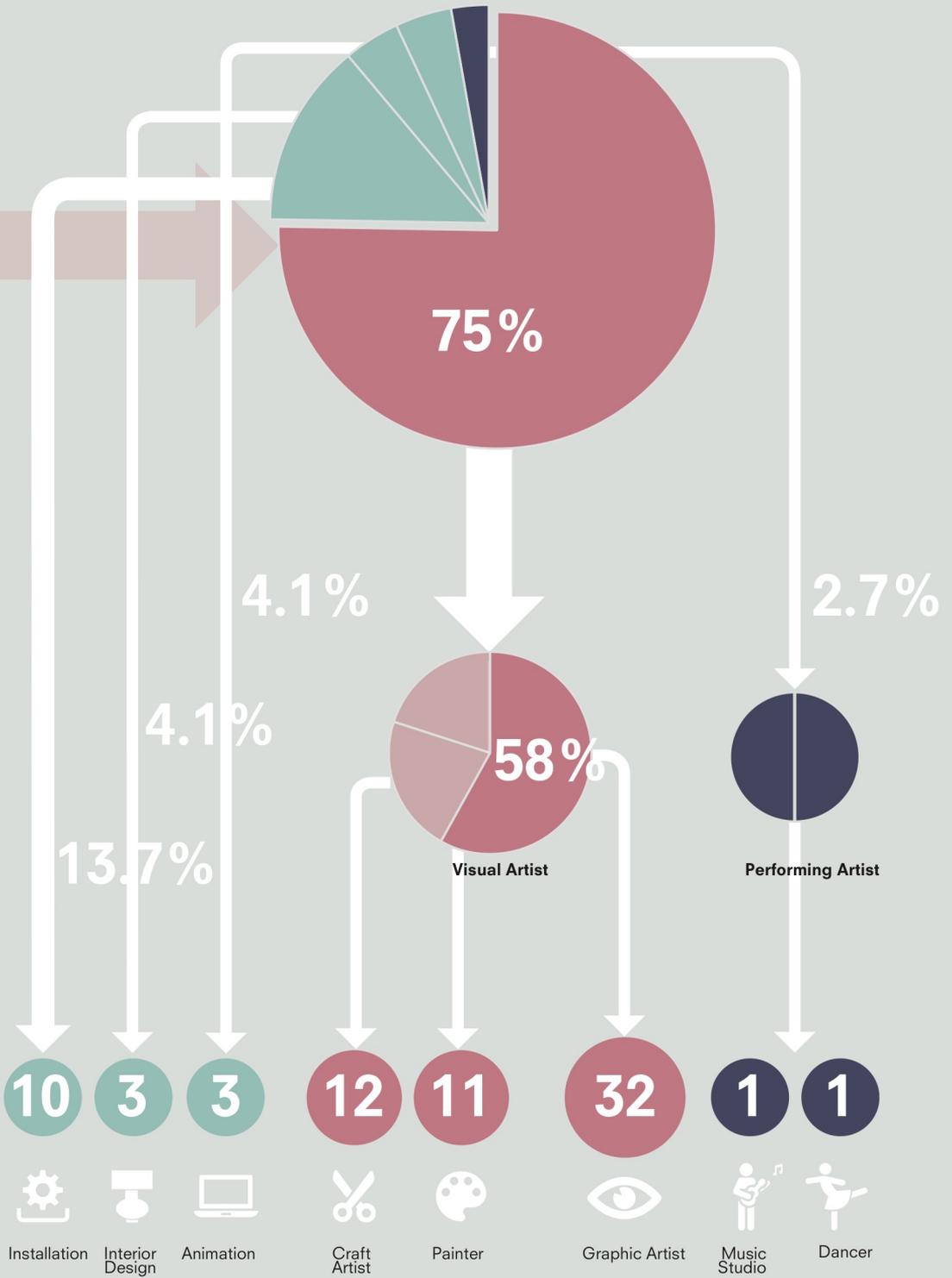
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### **Art museum and artist communities**

Amsterdam is famous for its rich art history and diversified art institutions. Hundreds of museums scattered at the city center and old town including Rijksmuseum, Van Gogh museum, Hermitage, Maritime museum and Nemo science museum, etc. All these diversified museums constitute a brilliant cultural journey for domestic and international tourists, but also provide much opportunities for local artists to exhibit their artworks.

On the other hand, museums is not the only important part of the art system in Amsterdam. There are multiple artist community in the city, and many of them are located in the peripheral area including the Nieuwe meer area. The Culturele Stelling Amsterdam organisation consists of 17 sub-organisation involving foundation Nieuwe meer, mainly with the vision of reuse the military fortress around the city into artist community and venue to provide more living and communication space.



### Nieuw en meer foundation

Nieuw en Meer is one of the largest studio complexes of Amsterdam. The extensive grounds of 3.7 hectares is located on the outskirts of Amsterdam in a dynamic environment between the Zuidas District and Schiphol. With about 100 studio's this art and business park contributes substantially to the creative urban landscape of Amsterdam. On a floor space of approx 9000m<sup>2</sup>, over 100 artists and related businesses are established. Now the area is owned by the foundation which is made up by 9 members instead of certain person.

### Yacht club

The artistic area is surrounded by a high-end yacht club currently. The existence of the club has increased the intensity in the island including some contradictory emotions. In recent years, there was once a hotel plan on the south but was objected by the nieuw en meer foundation fiercely. Besides, financial gap in the two areas is not so small, which can be another reason causing the conflict and argument. Therefore it is fair to say that the relationship between the artists and the public need to be dealt with necessarily in order to reach a double-win situation.

