

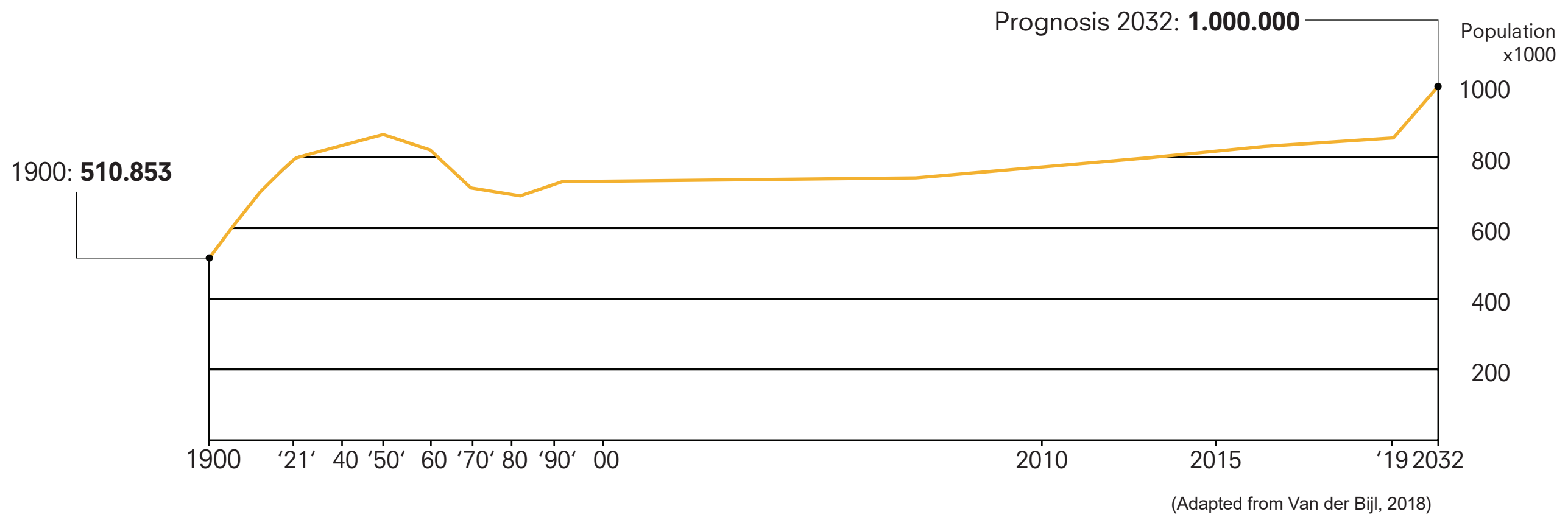
# **54 Koivistokade**

METROPOLITAN HIGH-RISE LIVING IN AMSTERDAM

**P2 PRESENTATION**







# POPULATION GROWTH

**Amsterdammers kunnen  
het tempo niet bijbenen**

(Couzy, 2019a)

**Moet Amsterdam pas op  
de plaats maken, of  
doorgroeien?** (Couzy, 2018a)

**Amsterdam te druk? Wat een  
grote onzin** (Veenhoven, 2018)

**'Wil Nederland ertoe  
doen, dan moeten steden  
als Amsterdam flink  
groeien'** (Hemel, 2018)

**“Amsterdam has reached its third Golden Age”**

**The argument for a the metropolis:**

“big cities are better, the biggest even the best this world has to offer to its people. Metropolises are more wealthy, complex, varied, innovative and sustainable than small cities, they offer each person the best opportunities for development, progress, career, meaning, happiness, also when you’re poor.”



(Hemel, 2016)



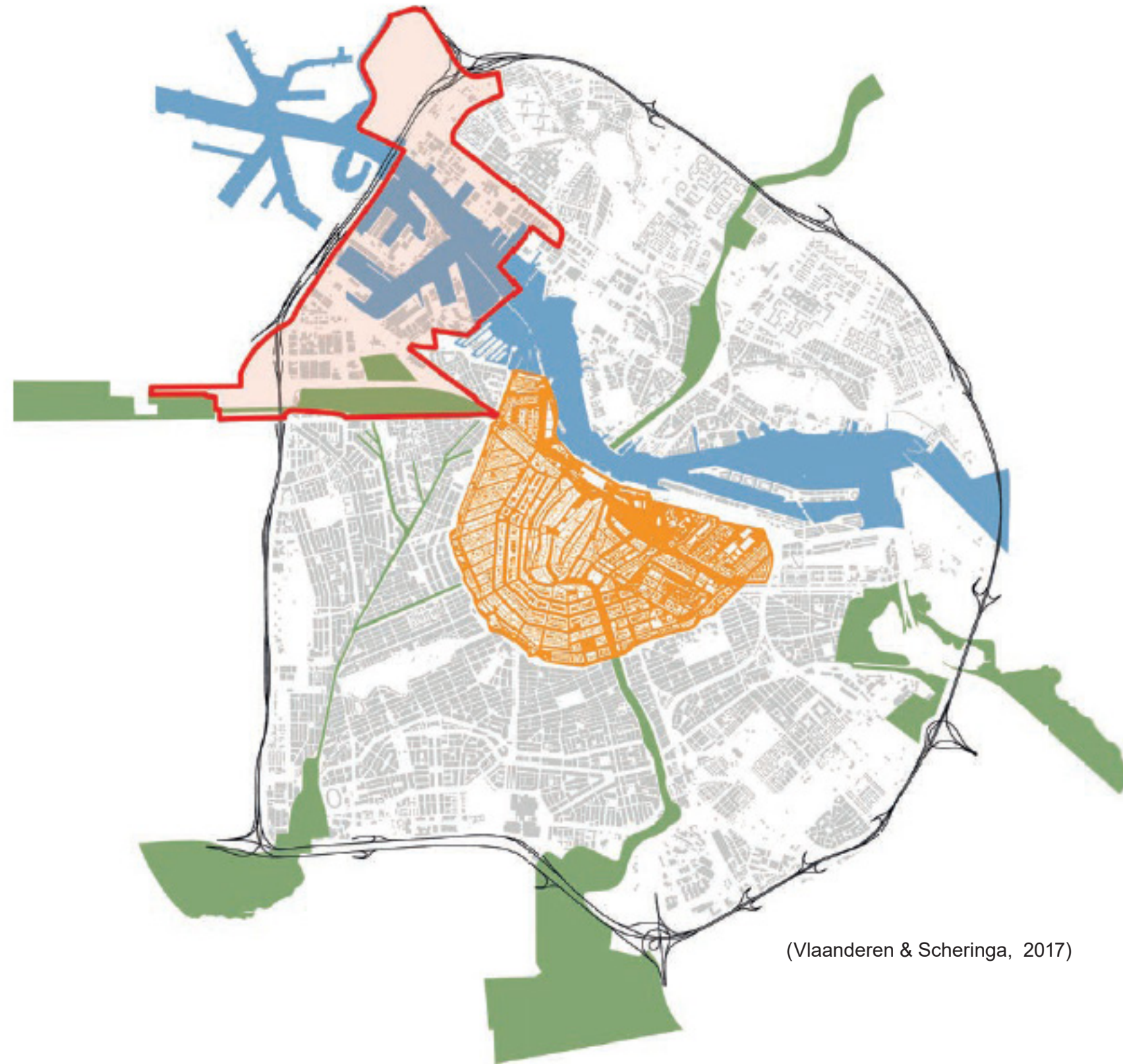
**Metropolis:** “a very large and busy city.” Oxford Dictionaries (2019)

**Metropolitan:** “of, noting, or characteristic of a metropolis or its inhabitants, especially in culture, sophistication, or in accepting and combining a wide variety of people, ideas, etc” (Dictionary.com, 2019).

# 'Doop Randstad om tot Nieuw Amsterdam'



© ANP



(Vlaanderen & Scheringa, 2017)



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In Haven-Stad wonen  
en werken straks  
150.000 mensen

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(Vlaanderen & Scheringa, 2017, p. 11)

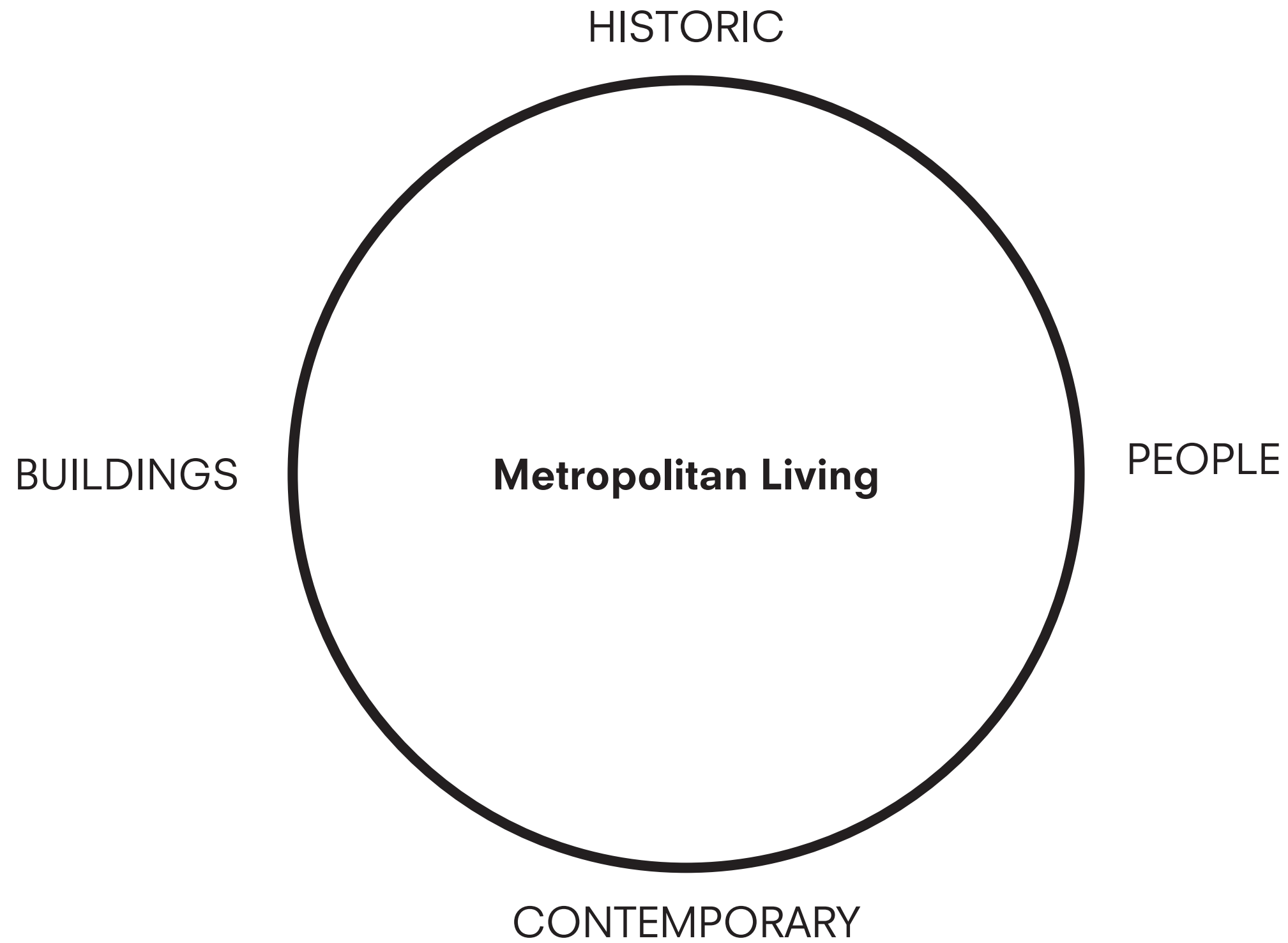
# Metropolitan Amsterdam?

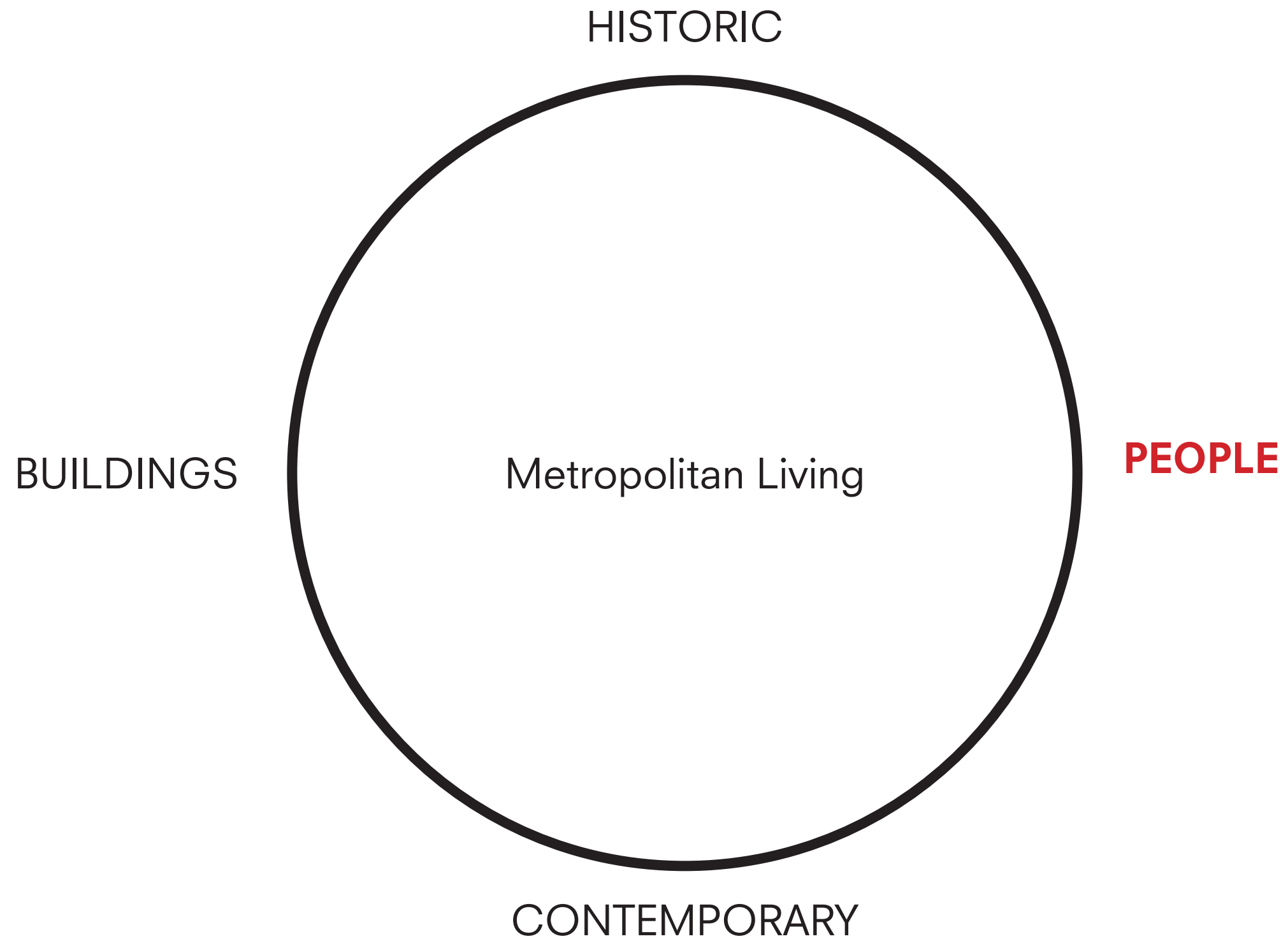




“What constitutes a contemporary metropolitan living and dwelling environment?”



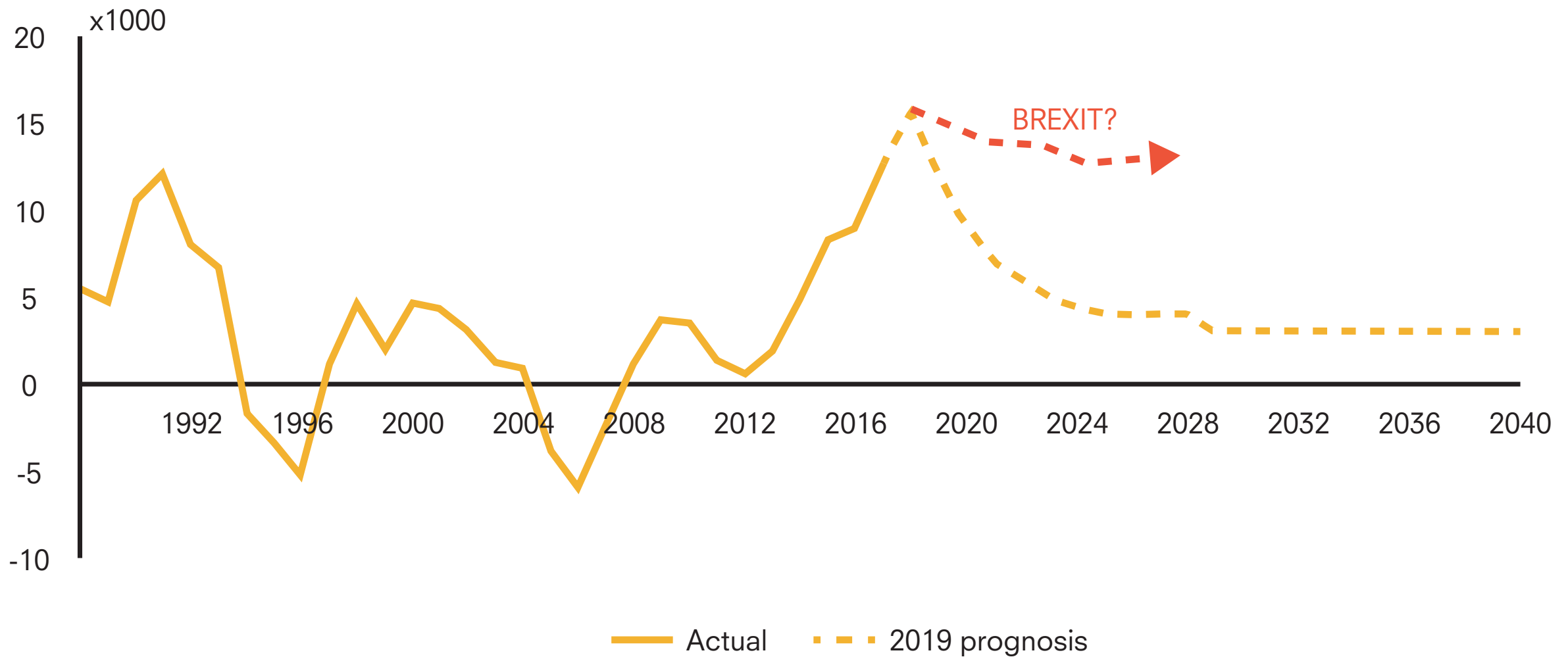




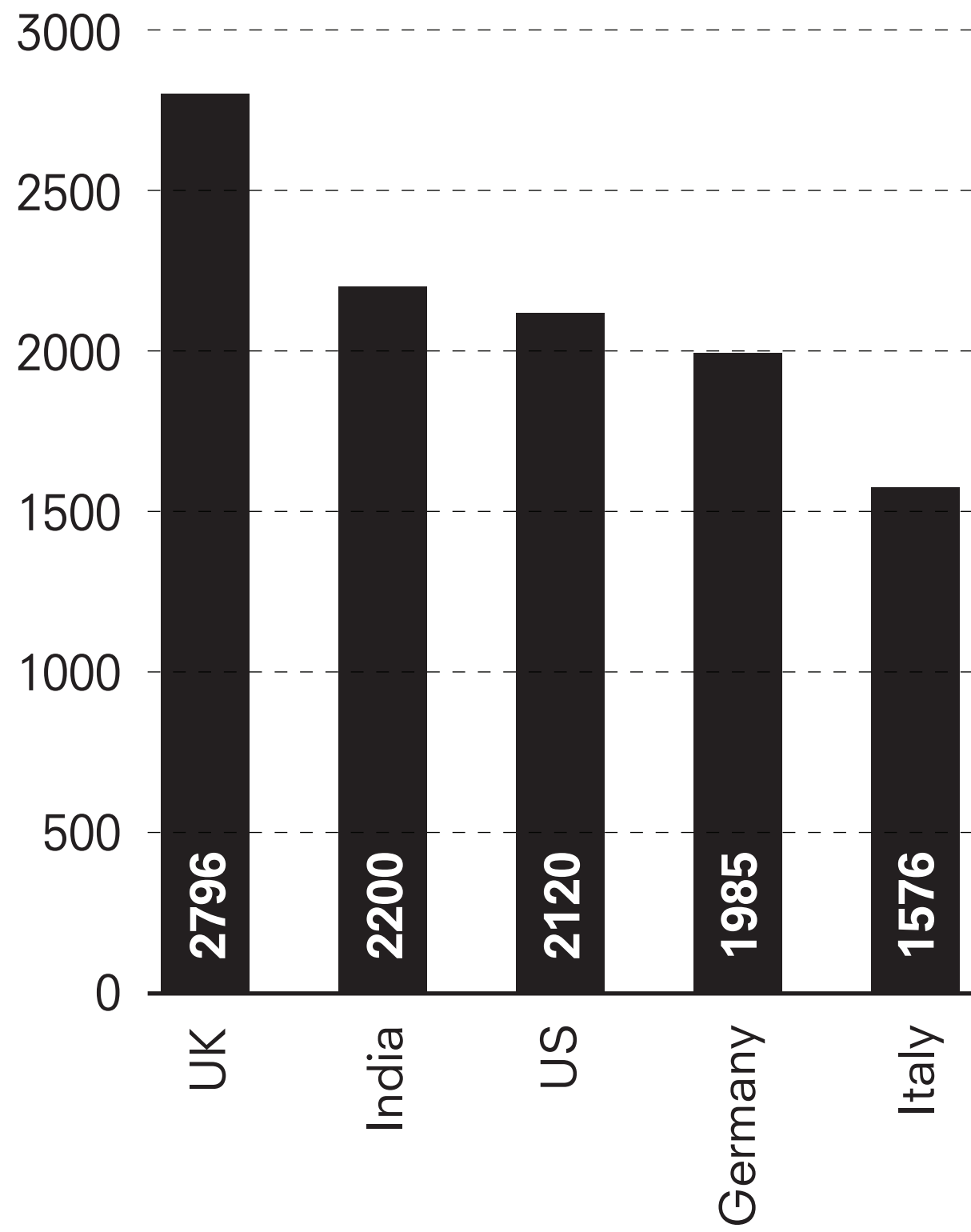
# **Amsterdam groeit vooral door komst van expats**

(Couzy, 2019b).





(Adapted from OIS, 2019)



(adapted from van der Bijl, 2018)

- Decision to live abroad is a lifestyle choice rather than an economic or political necessity**
- Often job hoppers that decide for themselves where they want to work.**
- In Amsterdam mainly knowledge migrants, or 'highly skilled migrants'**
- Highly-educated and well-paid foreigners deemed beneficial to the knowledge-based economy in the Netherlands.**

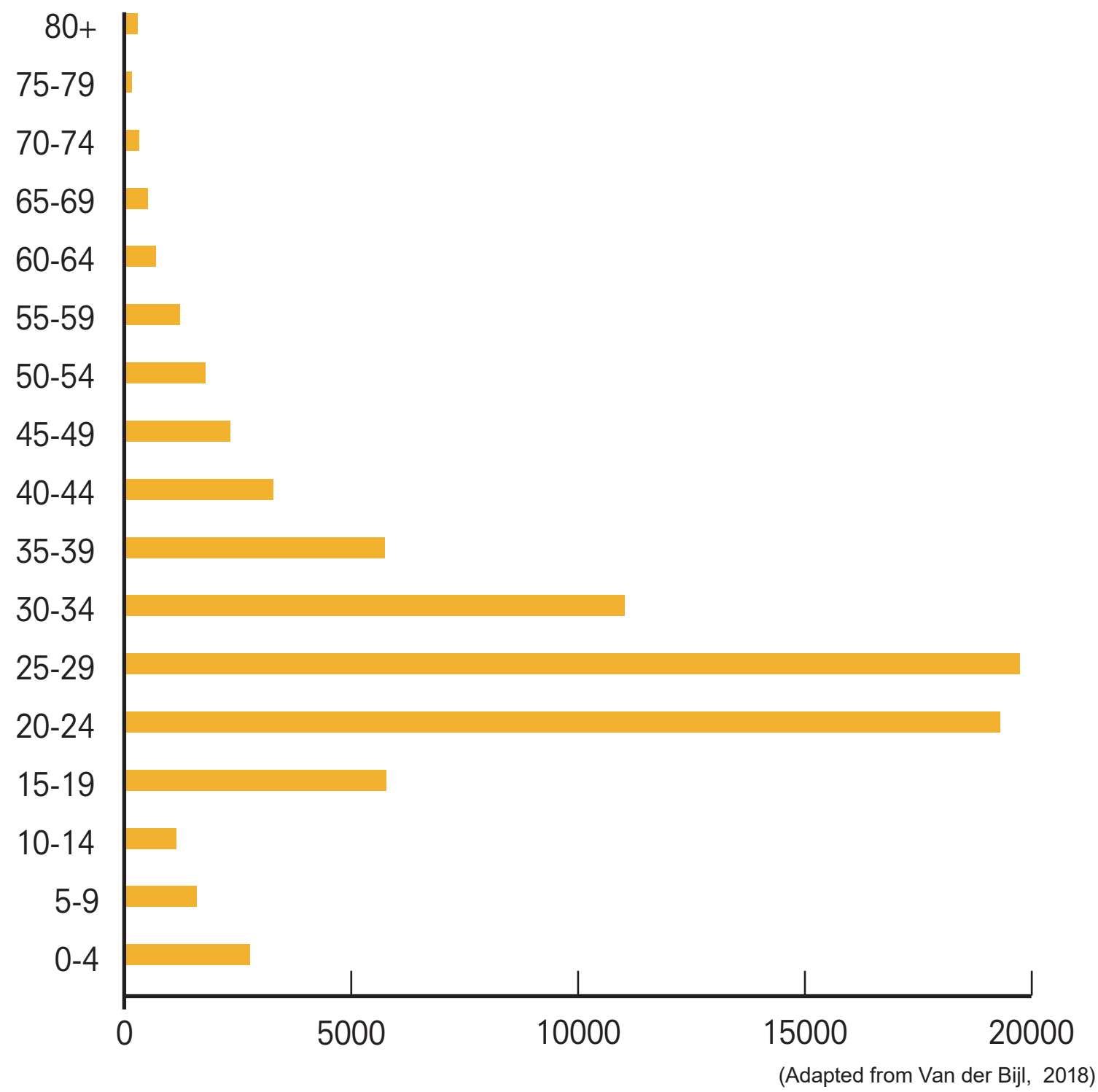
**Voor millennials is  
Amsterdam de beste stad  
om te wonen**

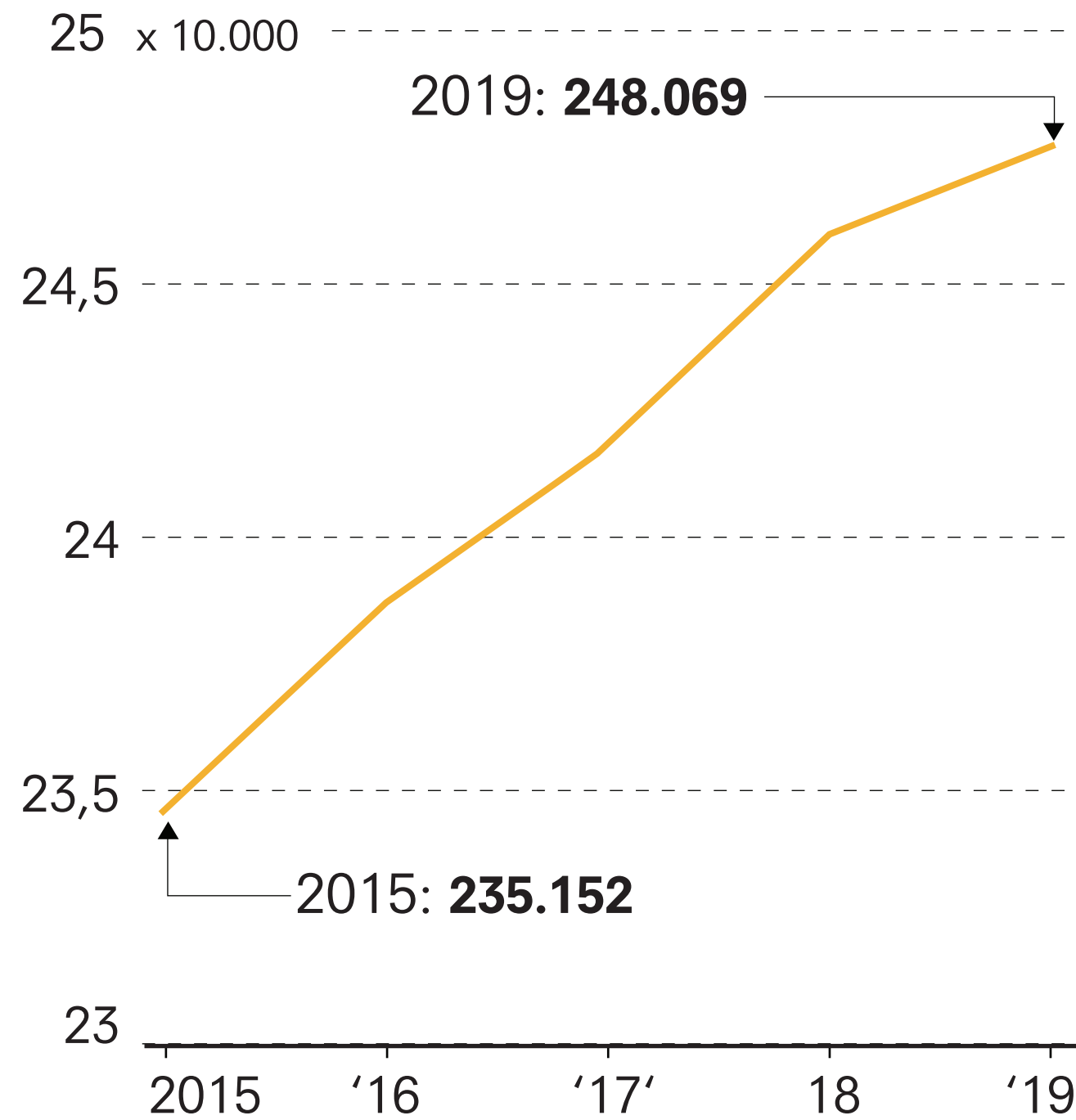
(Obdeijn, 2017)

**Amsterdam moet  
flexibele millennial  
omarmen**

(Stil, 2018)

**Born between 1981 and 1997 and characterized as the first of the modern generations that prefers living in highly urban environments (>250.000 inhabitants) over living in a suburban or rural setting.** (Florida, 2018)



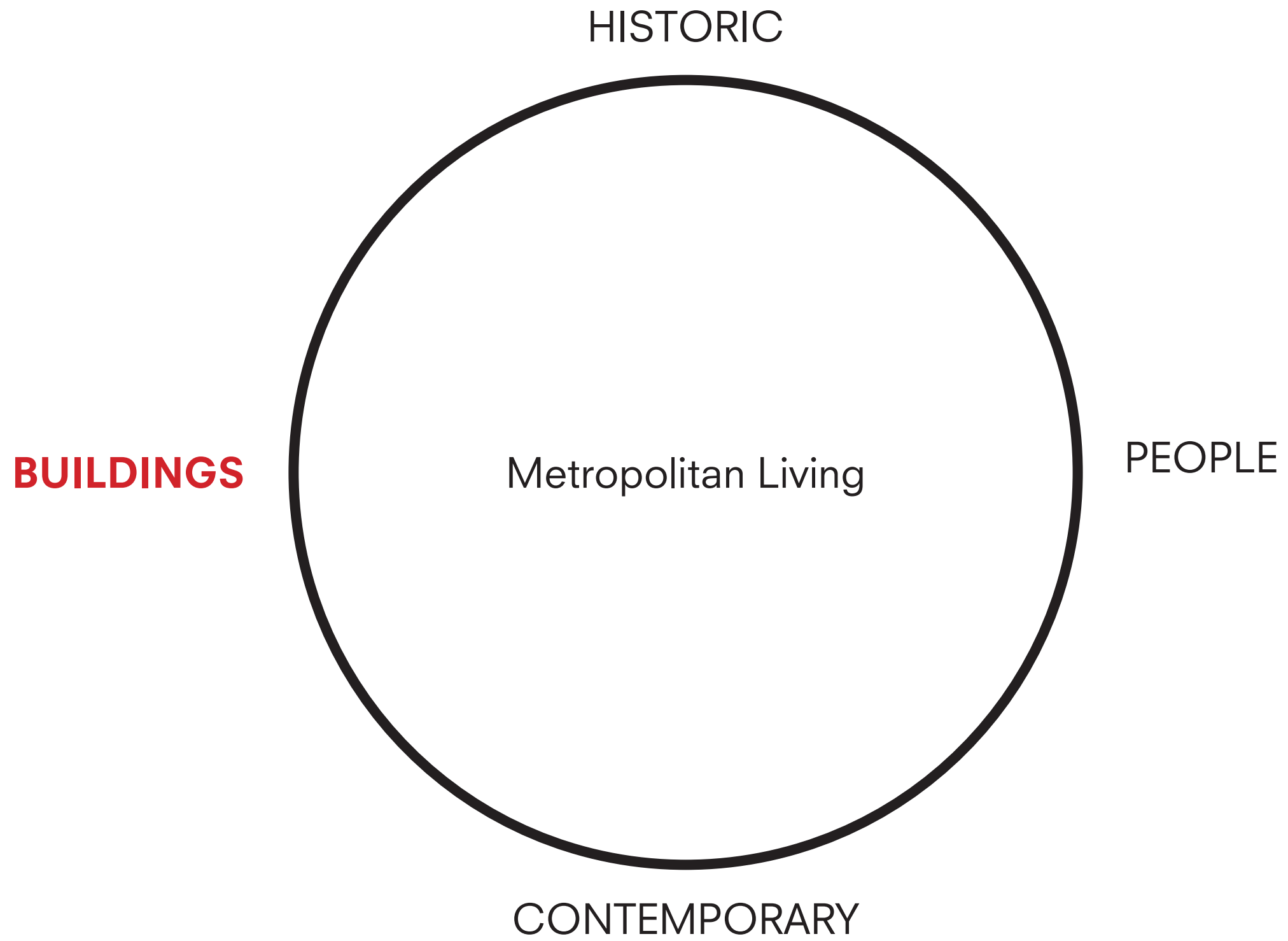


(Adapted from Van der Bijl, 2018)

**MORE SINGLE HOUSEHOLDS**



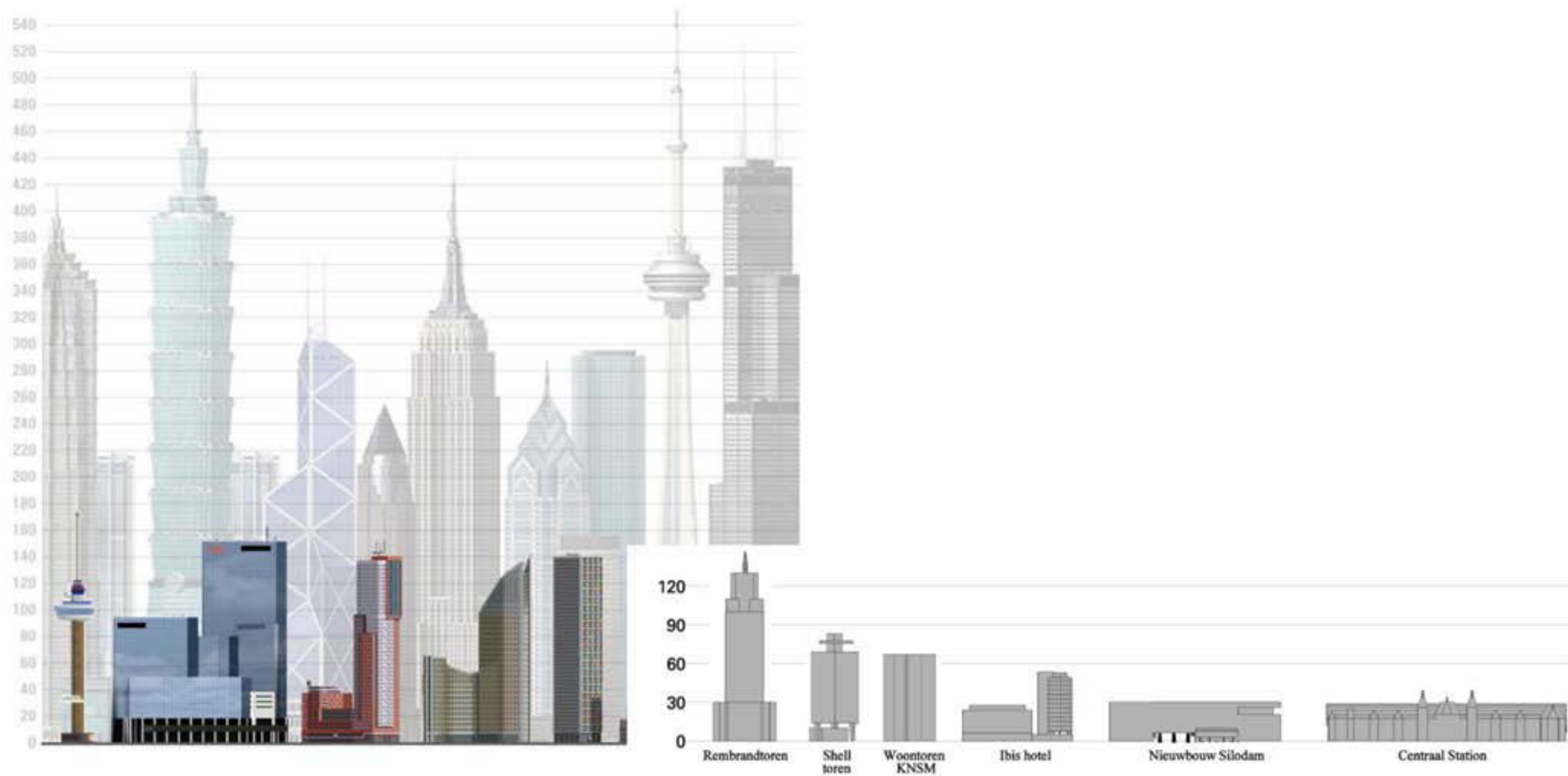
- Drawn to contemporary cities because they offer more and better economic opportunities, afford more chances to make friends or find partners and mates, provide a wide range of amenities, and are more associated with status and “making it.” (Florida, 2018)
- Desire for **flexibility**
- Preference for a **luxury lifestyle without the ambition of ownership.**
- More prone to **rent** and change jobs, more willing to **spend money on experience** vs. material things



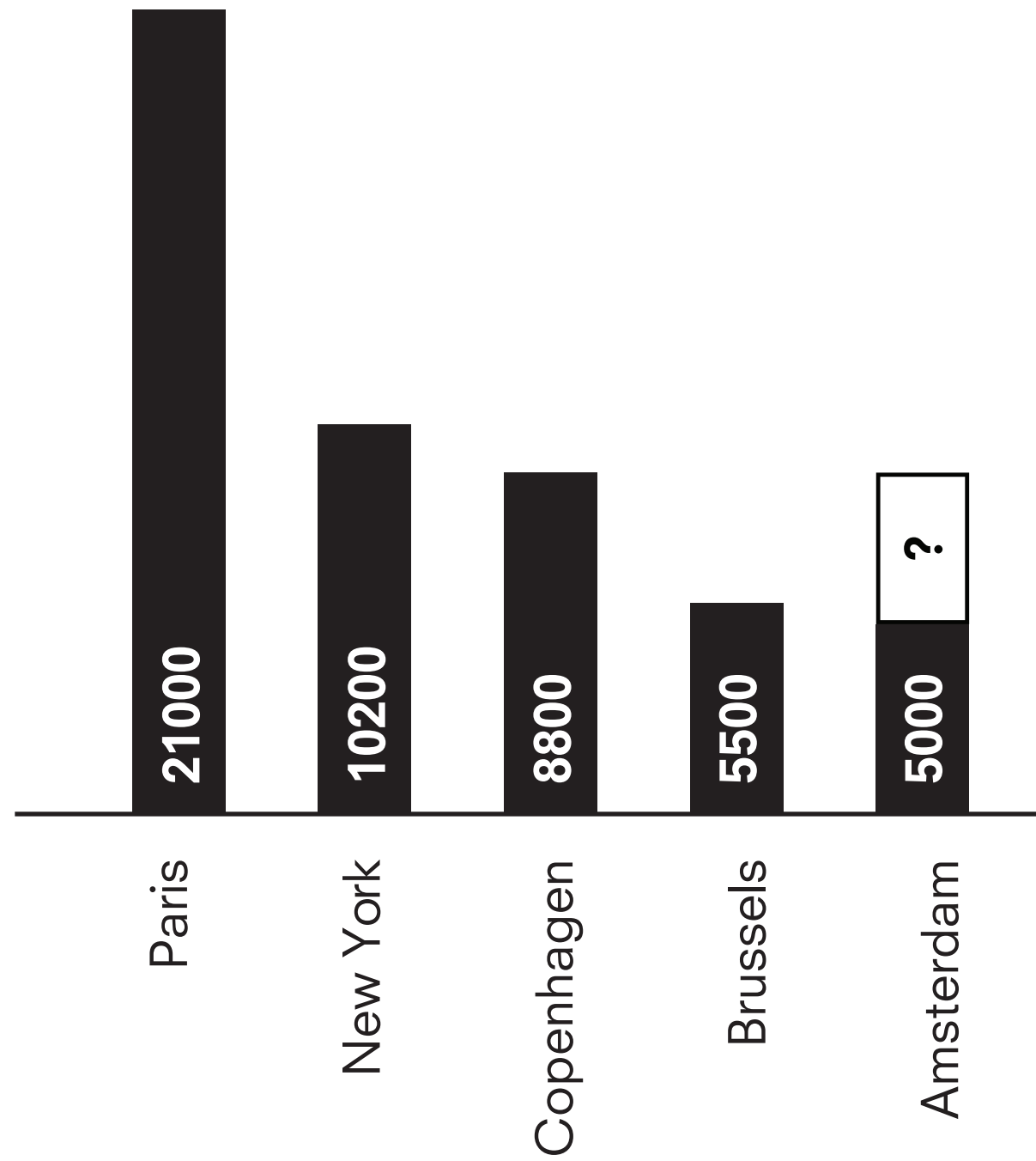
# THE BUILDINGS: HIGH DENSITY HIGH-RISE AS A NEW LIVING ENVIRONMENT



“High-rise buildings are the icons of any self-respecting metropolis”  
- Daan Zandbelt



(Dienst Ruimtelijke Ordening, 2011)



(adapted from Van der Bijl, 2018)

## DENSITY - HOW AMSTERDAM COMPARES



# **Amsterdam wil met hoge torens 'Vancouver aan het IJ' worden**

17 De Volkskrant: With tall towers on its waterfront, Amsterdam wants to become like Vancouver (Gualthérie Van Weezel, 2016).

# **Gemeente Amsterdam gelooft nog steeds in skyline van de Sluisbuurt**

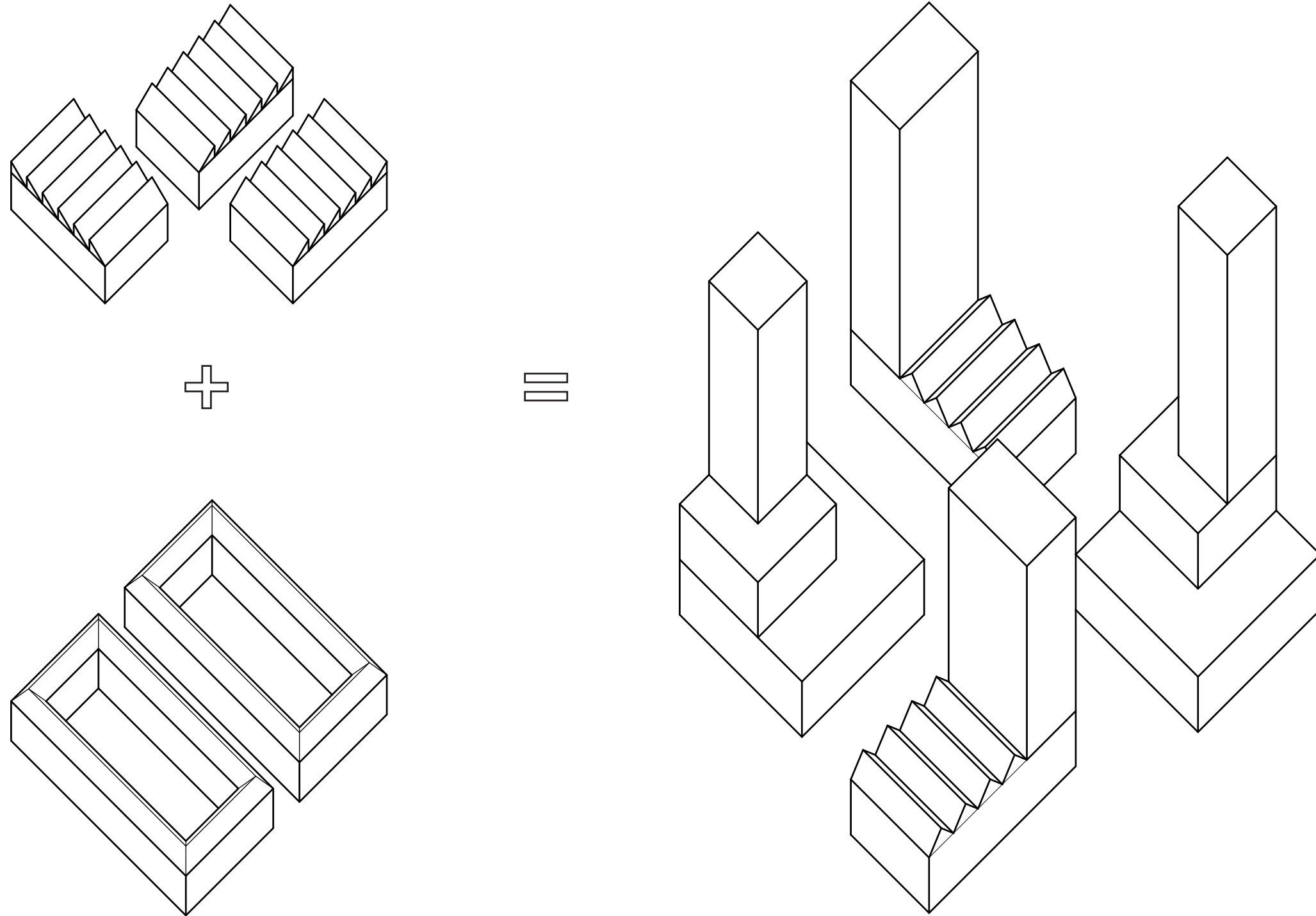
18 NRC: Despite resistance, the municipality still support the plan for the Sluisbuurt high-rise neighborhood (Van den Bergh, 2017).

# **In je eentje huren in de woontoren, dat is de toekomst**

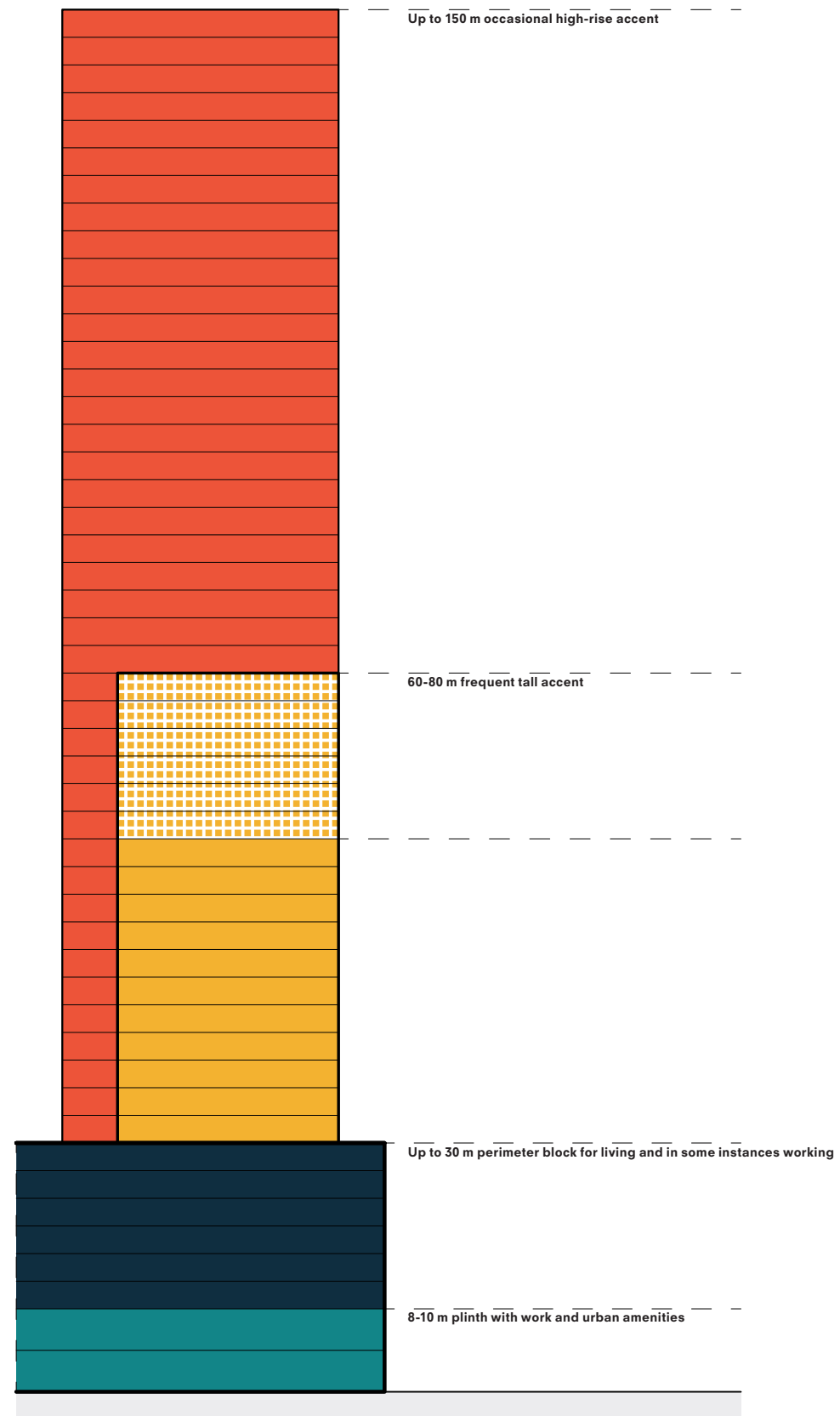
19 NRC: Residential towers are projected to become a more prevalent form of housing in future Amsterdam (De Voogt, 2018).



(Alderschot, 2018)



(adapted from Vlaanderen & Scheringa, 2017)



21 Diagram of Haven-Stad's envisioned building typology and heights (adapted from Vlaanderen & Scheringa, 2017, p.56)



# WHY HIGH-RISE?

Icon of metropolis

Municipality's desire

Projected future demand

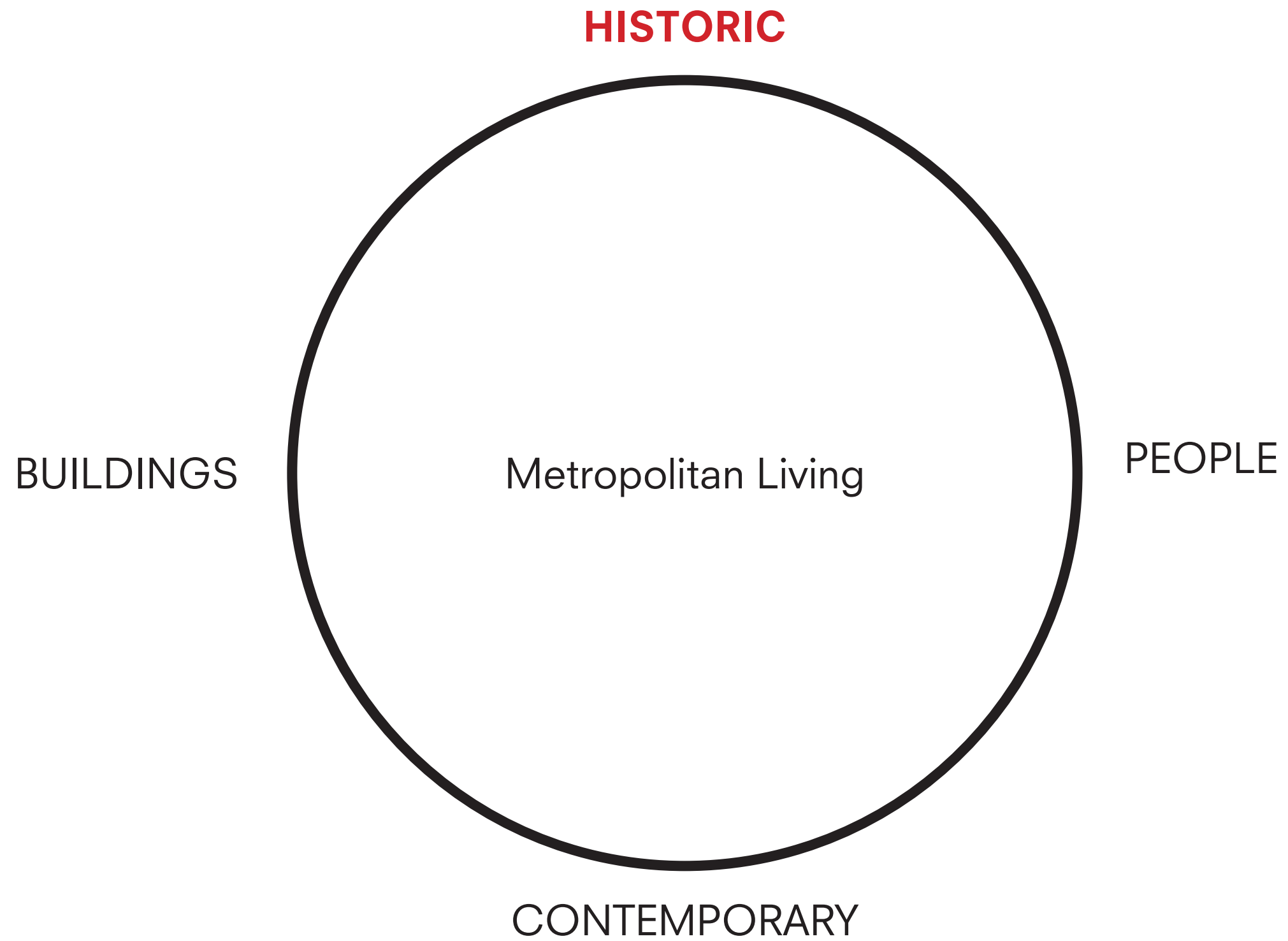
When clustered together, they can create a critical mass for a more intense urban life with more amenities, services and public activity.



**Larger**  
**More populous**  
**More dense**  
**More high-rise**  
**More amenities**

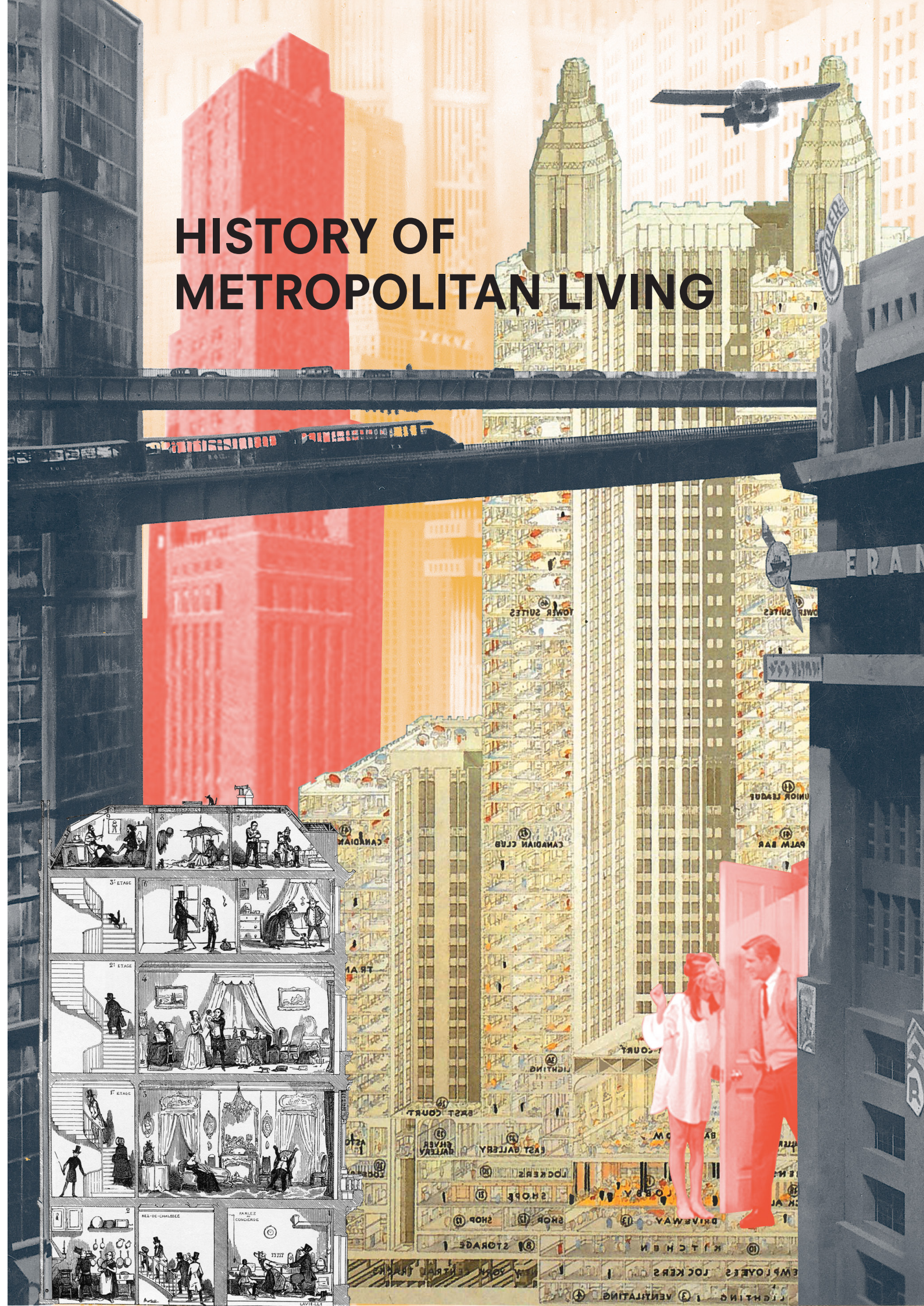


**International**  
**Younger**  
**More educated**  
**More single**  
**More wealthy**  
**Lifestyle-oriented**

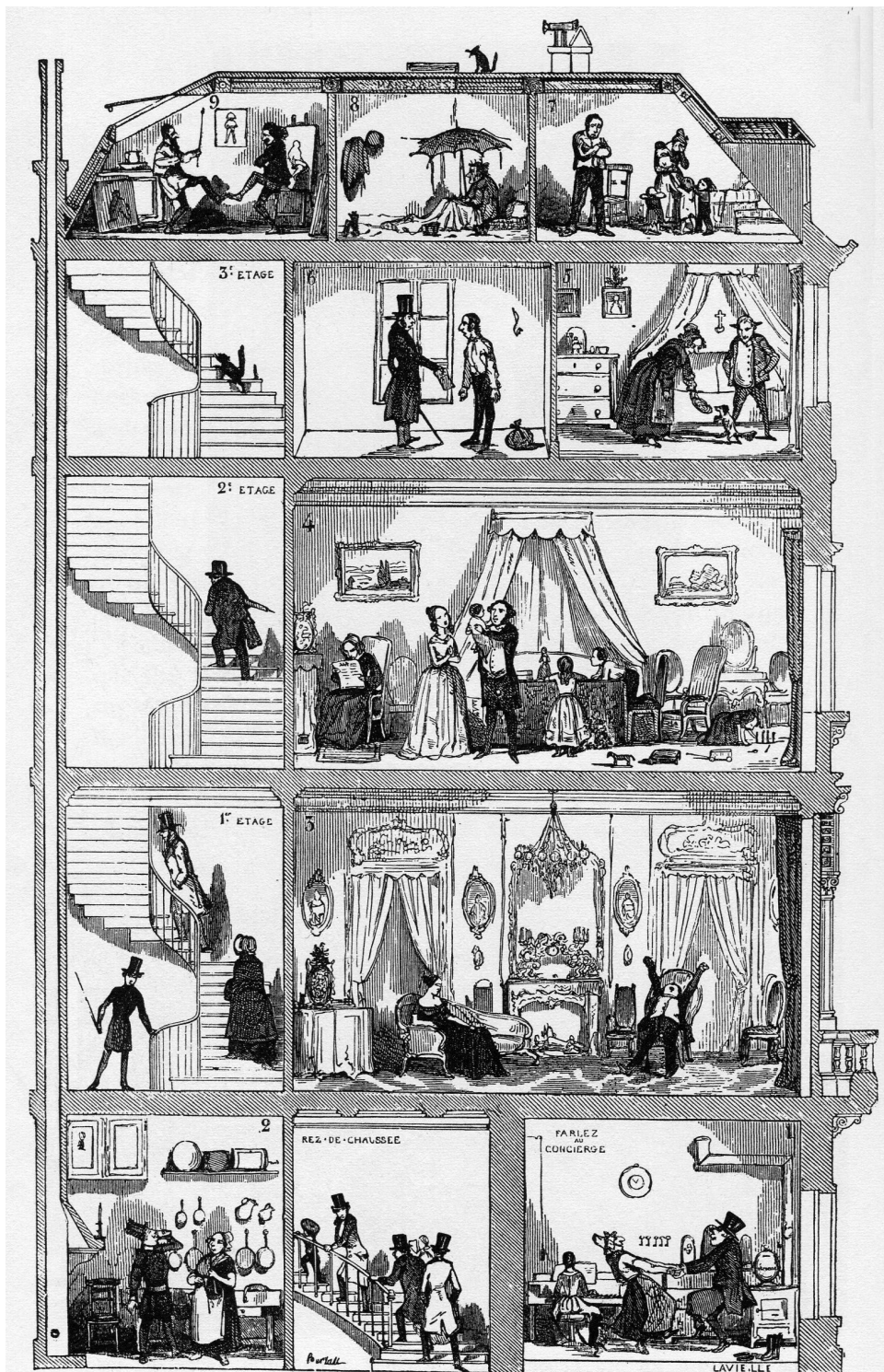




# HISTORY OF METROPOLITAN LIVING







3. Cross section of a Parisian house about 1850 showing the economic status of tenants varying by floors. (Edmund Texier, *Tableau de Paris*, Paris, 1852, I, 65.)

(Texier, 1852)

- Different socioeconomic classes in one building, separating them by floor.
- 5 to 6 floors
- Standardized by Haussmann





(Cassell & Co., 2016)



( University of Cambridge, n.d.)

## MANSION FLATS 1870s



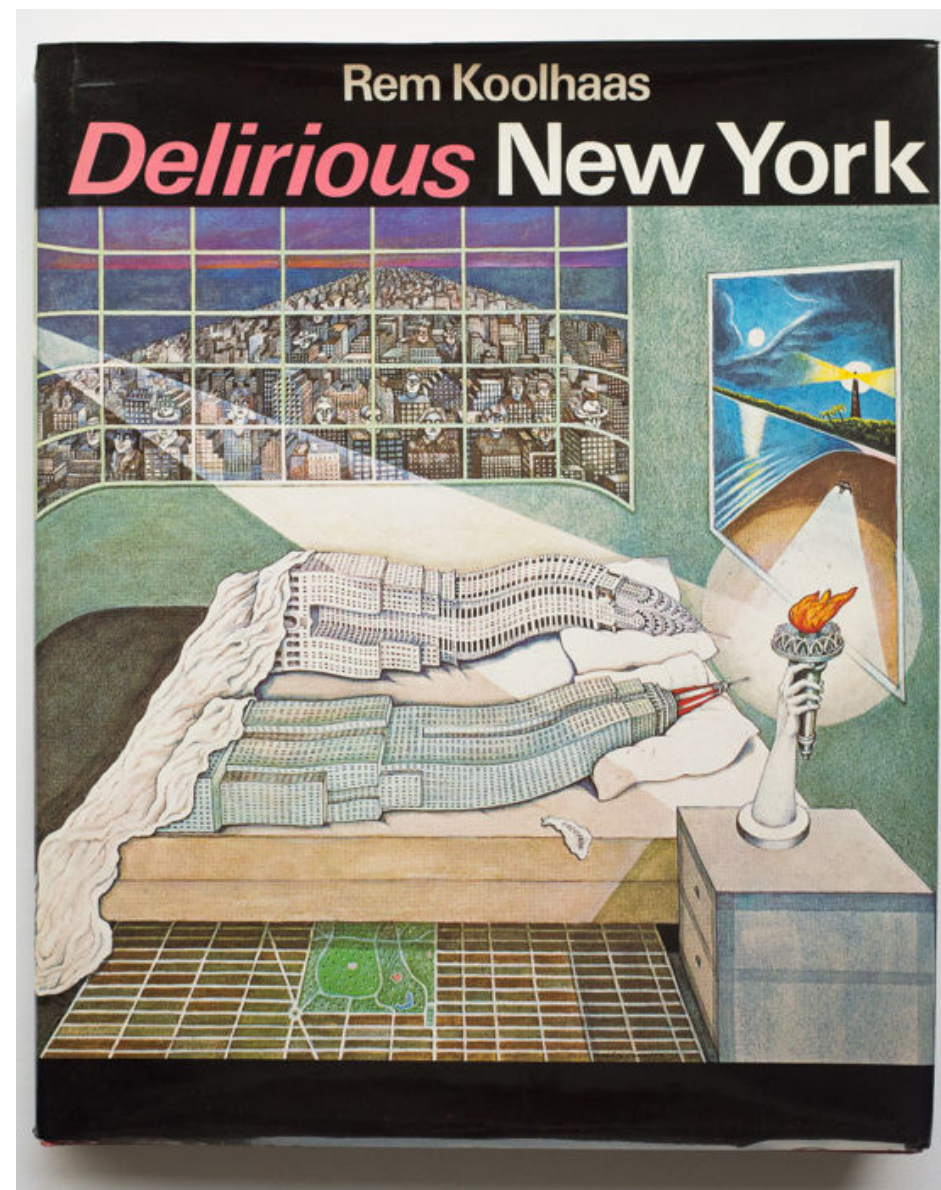


(Lang, 1929)

## Metropolis - Fritz Lang

Separation into  
“tower people” and  
“underground people”





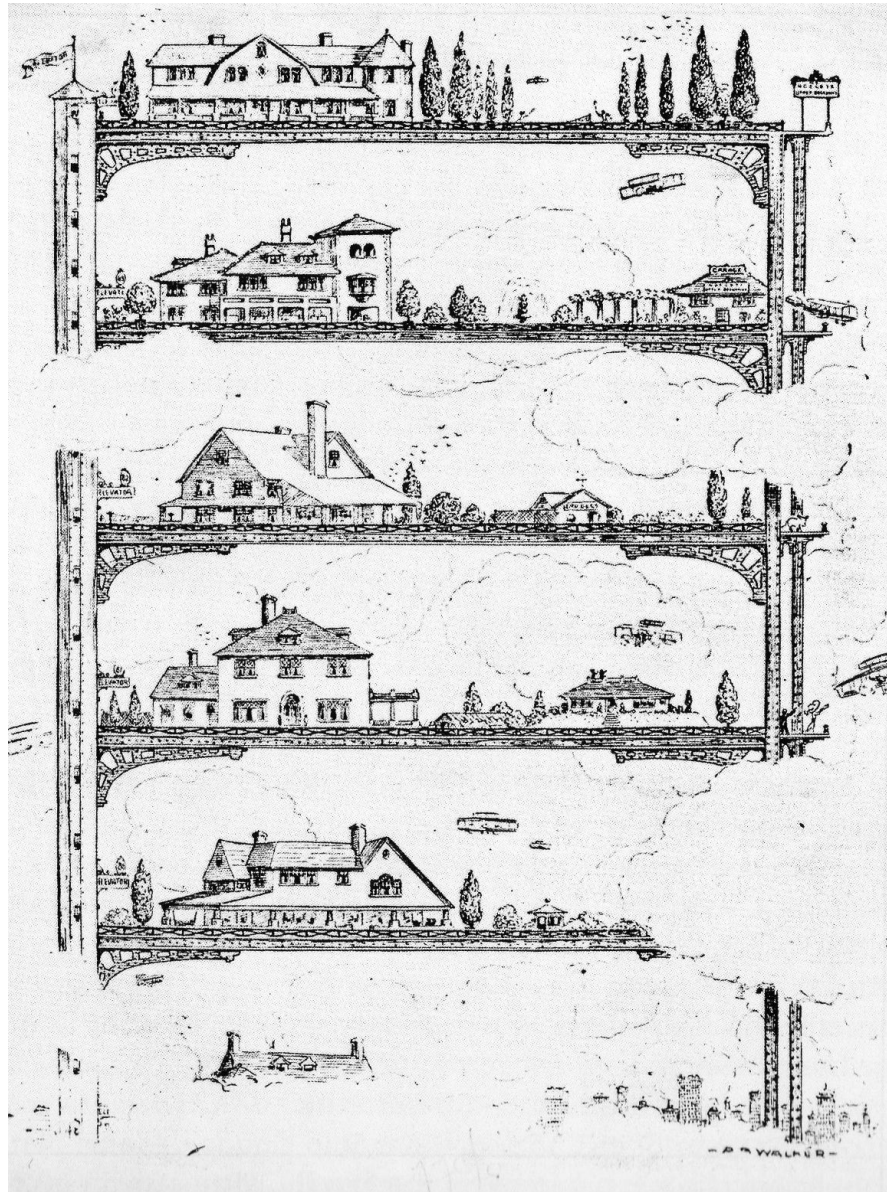
(Koolhaas, 1978)

Retroactive manifesto  
for Manhattan

Culture of congestion

High-rise theorized



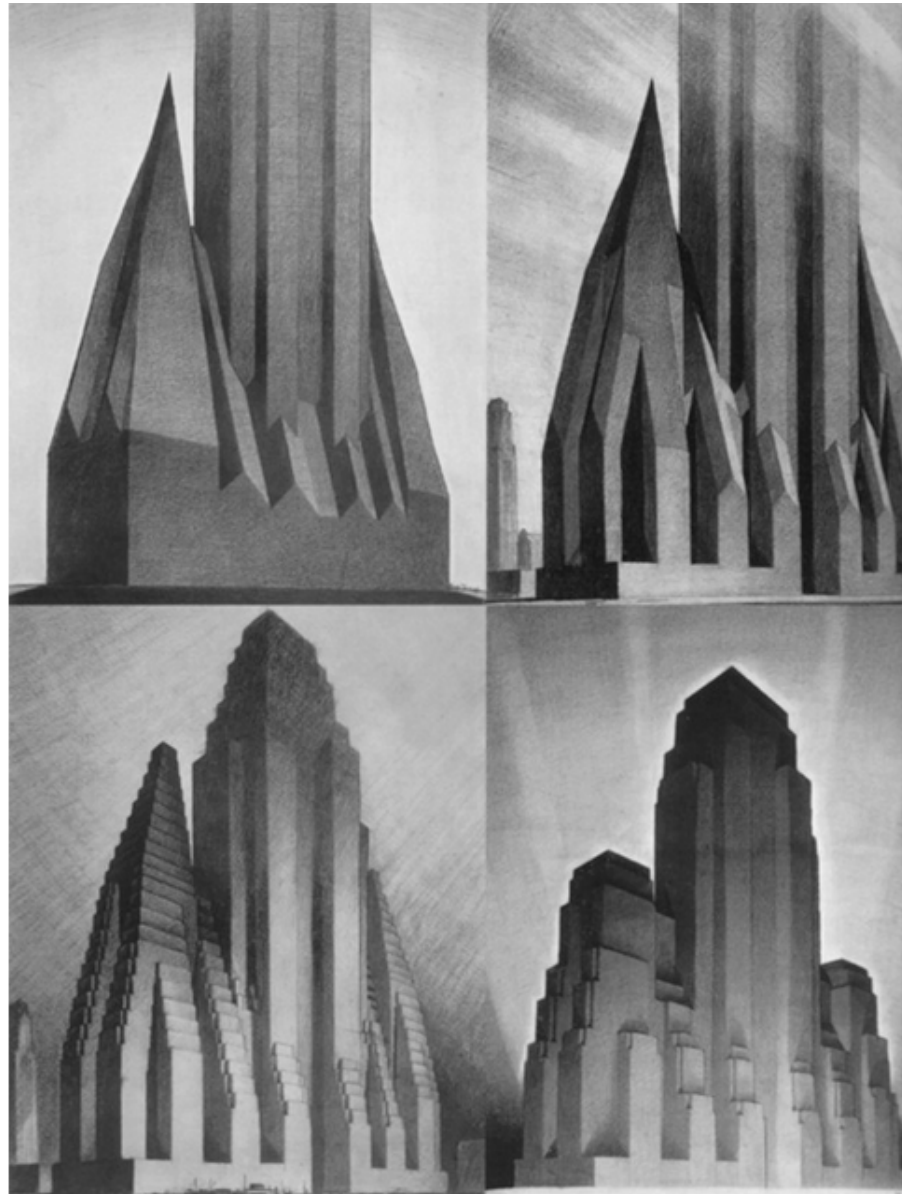


(Koolhaas, 1994)



## EXTRUSION OF VIRGIN SITES





(Ferriss, 1922)







(Koolhaas, 1994)

## Waldorf Astoria

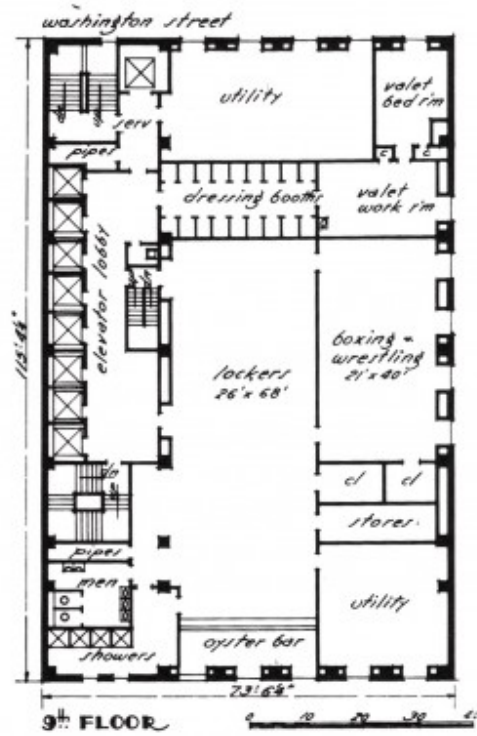
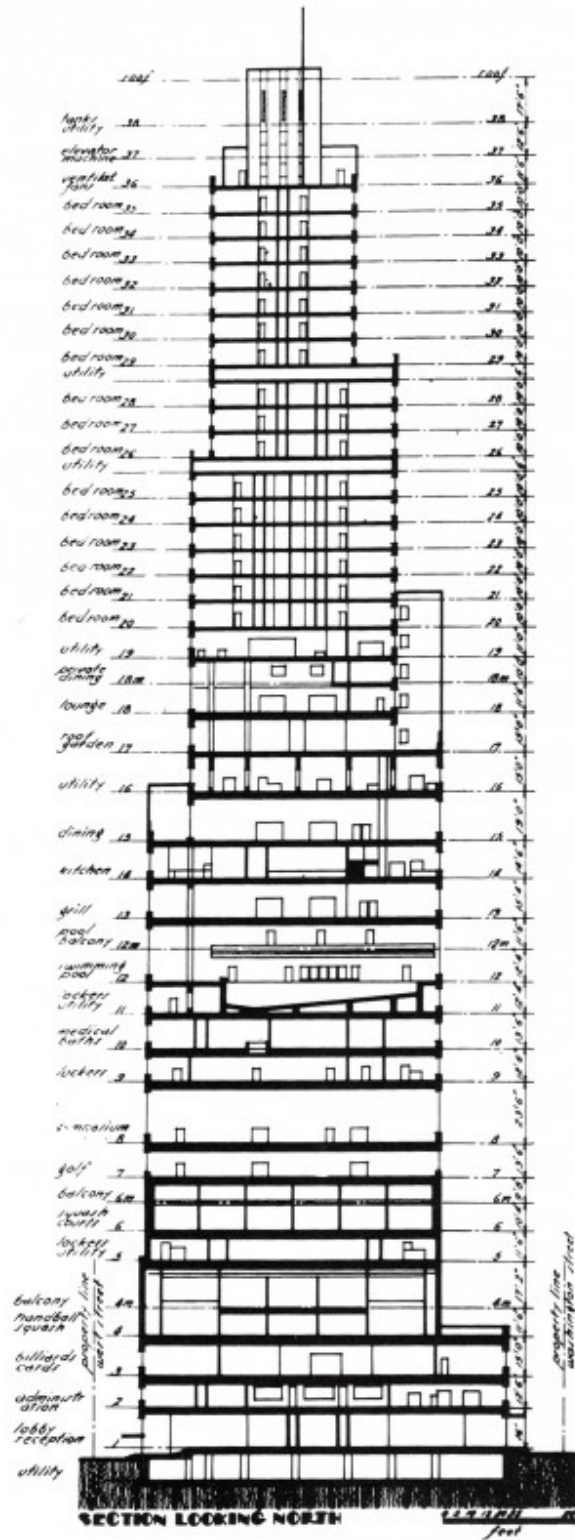
### Residential Hotel

Combines short-stay hotel with long-stay apartments

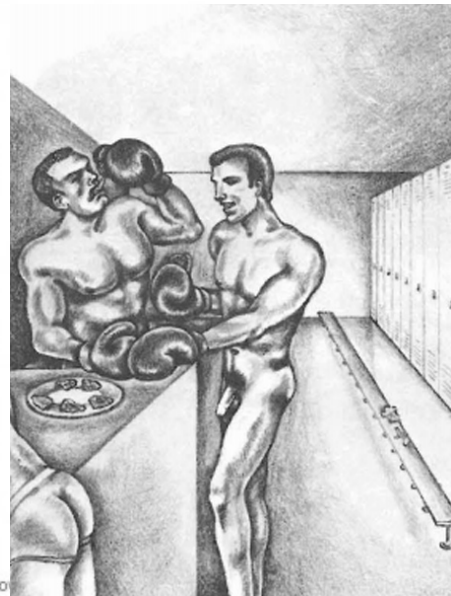
Wealth of entertainment options and services in a 40-story building

“method of modern living”: luxury of a hotel, supplementing own living quarters for more sophisticated activities such as banquets and balls.





Downtown Athletic Club, plan of ninth floor:  
 "eating oysters with boxing gloves, naked, on the nth floor ..."



Downto



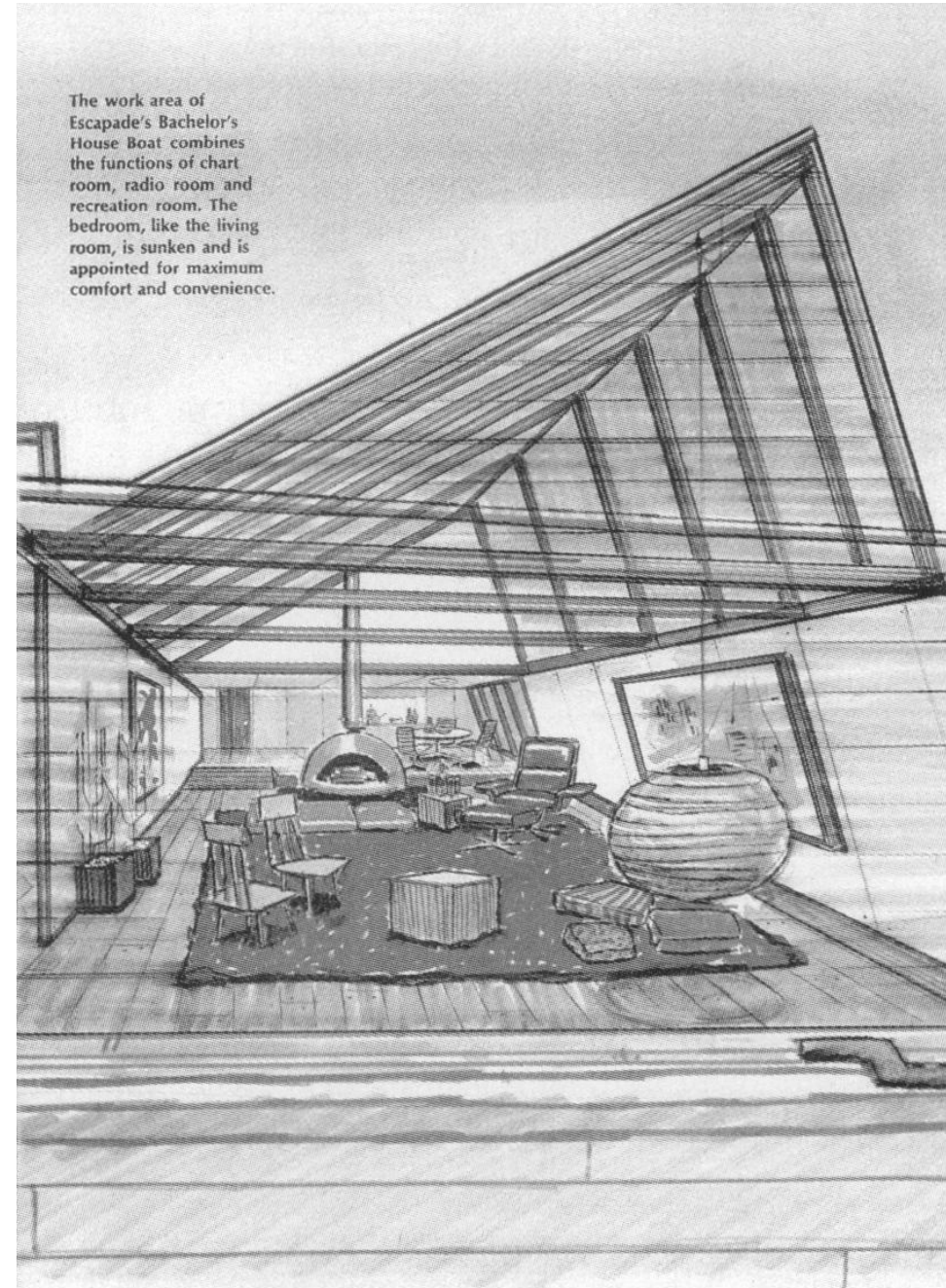
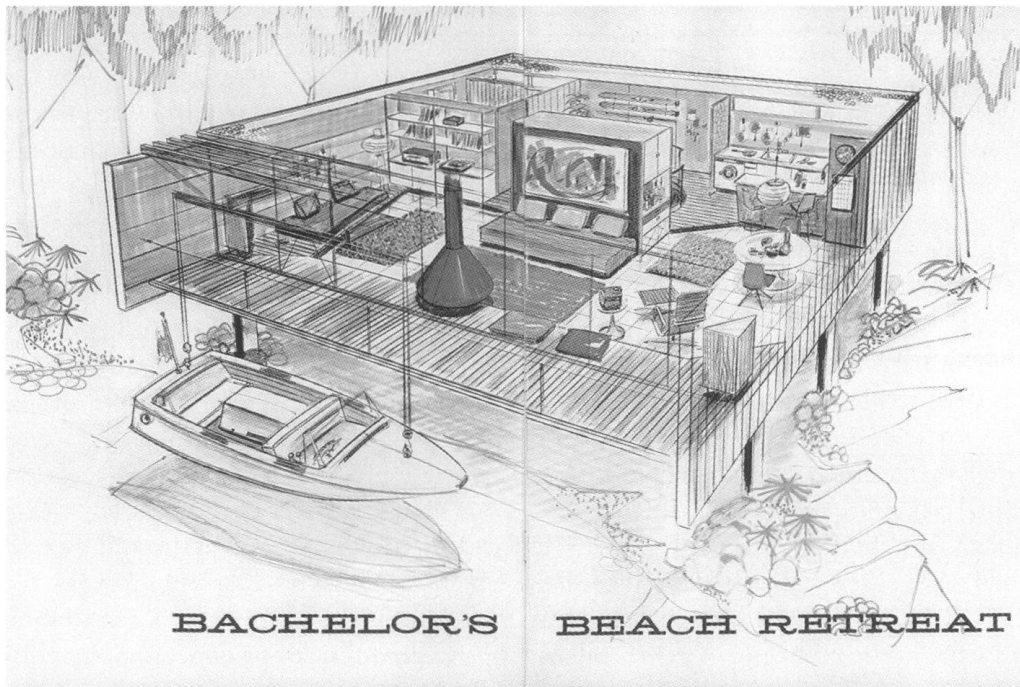
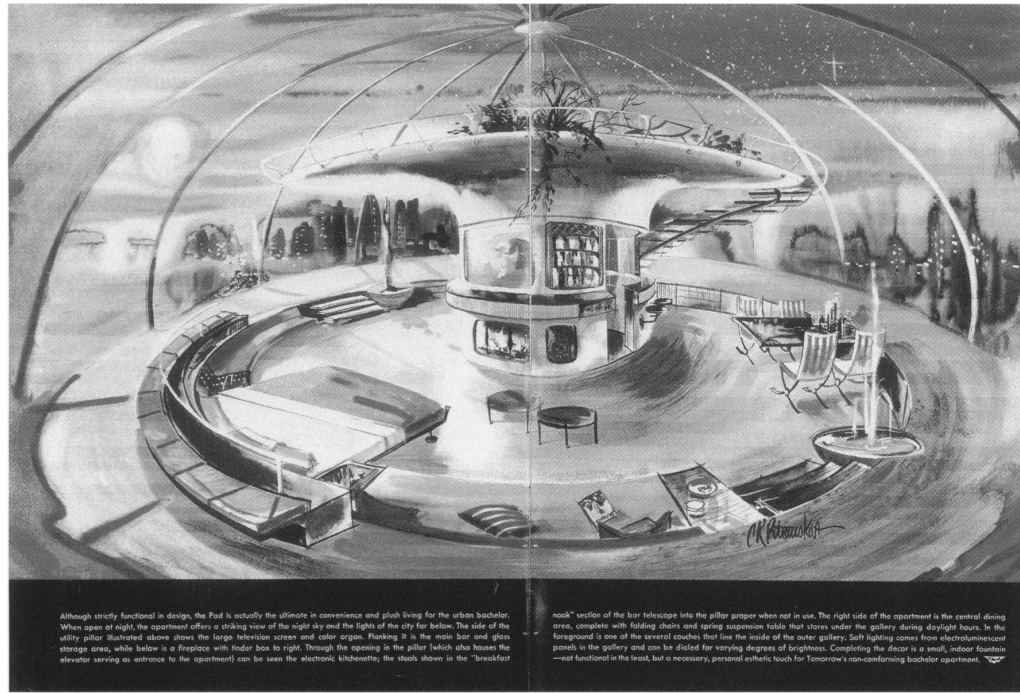
Downtown Athletic Club in New York

(Koolhaas, 1994)

“Bastions of the antinatural, **Skyscrapers** such as the Club announce the imminent segregation of mankind into two tribes: one of **Metropolitanites** -- literally self-made -- who used the full potential of the **apparatus of modernity** to reach unique levels of perfection, the second simply the remainder of the traditional human race ”

*Rem Koolhaas in Delirious New York*





(Osgerby, 2005)





(Branham, 1956)

“an active part of the city’s excitement and sophistication, and yet to know a measure of isolation from its frantic tempo and noises”

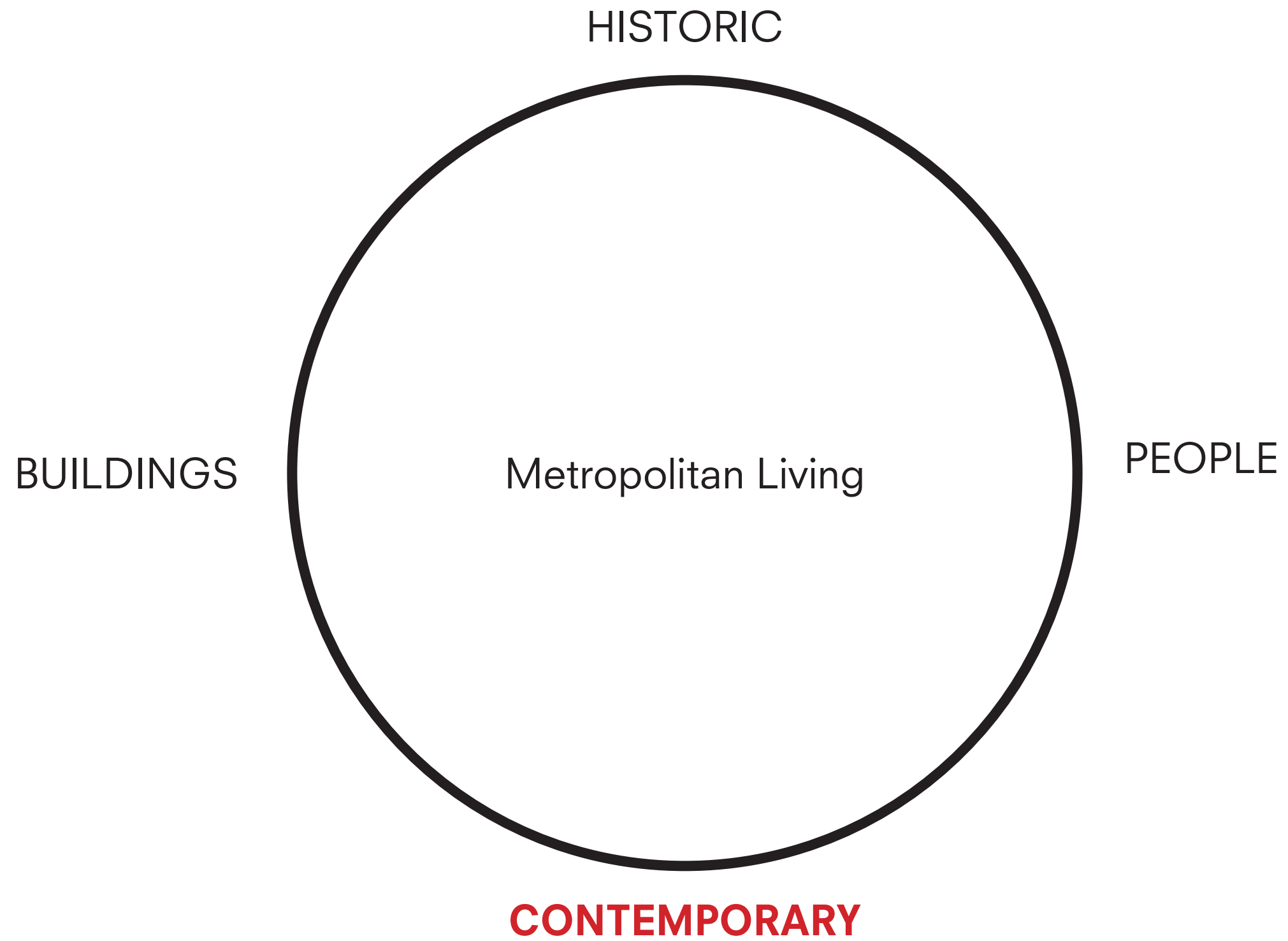


(Edwards, 1961)

## BACHELOR(ETTE) PAD AS A CULTURAL ICON

# TAKEAWAYS FROM HISTORY

- SOPHISTICATED, LUXURY & AMENITIES
- SEEING THE CITY VS BEING IN THE CITY
- BACHELOR/SINGLE CULTURE



# METROPOLITAN LIVING NOW TARGET GROUP PREFERENCES & DESIGN CONSIDERATIONS





## **EXPAT BUDGET**

- Willing to spend more than an economically comparable Dutch person on accommodation
- Top %10 'highly skilled migrants', earn more than four times the average Dutch income (140.000)
- First 90% makes 1.5 times the mean (48.000).
- Not all wealthy Metropolitanites like those that could afford to live in the splendor exhibited by examples like the playboy penthouse and the Waldorf Astoria hotel.

- Majority consists of single households or two-person households
- These prefer a lively and central neighborhood, well connected by public transport
- Parking is less important to them
- Expat families: proximity of dwelling to international schools is of key importance

- Short duration of stay, 50% gone after 5 years
- More likely to rent than to buy
- Majority of knowledge migrants consists of one and two-person households, their typical dwelling is a one-bedroom apartment.

Historic analysis of metropolitan apartment living shows that it is characterized by a certain degree of luxury and sophistication.



### **Exterior appearance:**

The exterior of the building emanates luxury through its formal expression and its materials. Stone, polished metal and glass are often used.

### **Entrance, plinth and lobby:**

Entrance and lobby are spacious, tall, well materialized and detailed, furnished with design furniture and art. It gives off an aura of status to those who enter or pass by. Depending on the level of luxury, the lobby has a doorman, for part of the day or for 24 hours.

## **Dwelling**

Layout should be spacious and flexible. The materials are of high quality. The finishing and outfitting of the kitchen and bathroom are also important. One bathroom for each bedroom is common.

## **Amenities and services**

- Communal gardens, roof terraces, grill areas, health club with gym, pool, sauna and other sports and care facilities like yoga
- Entertainment in screening rooms, activities rooms
- Caretakers, laundry service
- Separate guest rooms
- Home and building automatics
- Serviced apartments





(Schulz, 2016)

# HOUSING THE METROPOLITAN MILLENNIAL LEARNING FROM BROOKLYN



- MAGNET FOR MILLENNIALS FLOCKING TO THE METROPOLIS
- TECH SECTOR JOBS & LIFESTYLE OPTIONS, LIKE AMSTERDAM

**WHAT ARE THINGS WE CAN LEARN FROM HOUSING PREFERENCES HERE?**

1. RENT SMALL APARTMENTS (MORE MOBILE, MARKET IS TOO EXPENSIVE FOR BUYING)
2. EMPHASIS ON COMFORT AND AMENITIES (BUSY WORK/SOCIAL LIFE)
3. FLEXIBLE WORK, LIKES TO WORK FROM HOME, CAFE, NEIGHBORHOOD,
4. SOCIAL SPACES AND ACTIVITIES (RESIDENT'S LOUNGE, ACTIVITIES MANAGER)



(Jarvie, 2018)

**Dwellings:** 500 studios, 1-bedroom & 2-bedroom units

**Amenities:** 24-hour concierge, a garage that is two floors underground and three above, room for 266 bikes, a 700m<sup>2</sup> roof deck with grills and cabana, 200m<sup>2</sup> courtyard on the second floor, valet service with cold storage, residents' lounge with fireplace, chef's kitchen and billiard tables, storage.

## CASE STUDY 1: 325 KENT - SHOP ARCHITECTS





(New York Times, 2018)

**Dwellings:** 492 studios, 1-bedroom & 2-bedroom units

**Amenities:** Collective courtyard, coffee shop, tenant lounge, co-working space, conference rooms, library, fitness center, rooftop pet run, beer/wine brewery, pet space, kids' room with rock climbing, bike parking, demonstration kitchen, 6000m<sup>2</sup> roof deck with landscaped walking areas, seating areas, faux lawn area to walk pets, mini-golf sets, hydroponic urban farm, swimming pool.

## **TAKEAWAYS FROM CONTEMPORARY:**

FLEXIBLE

COMFORT

LUXURY

FURNISHED RENTAL

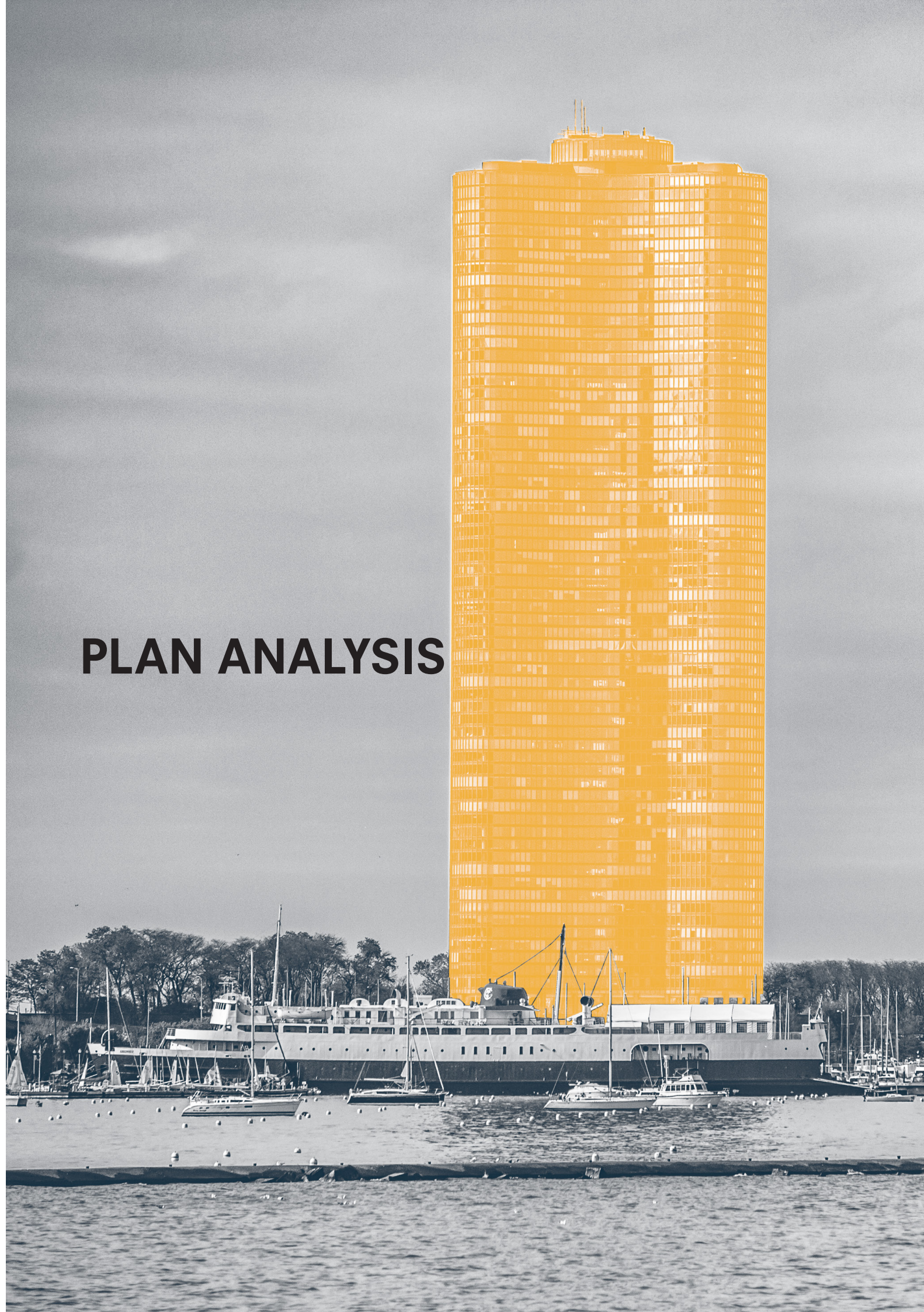
MOST DWELLINGS FOR SINGLE HOUSEHOLDS

SOCIAL SPACES

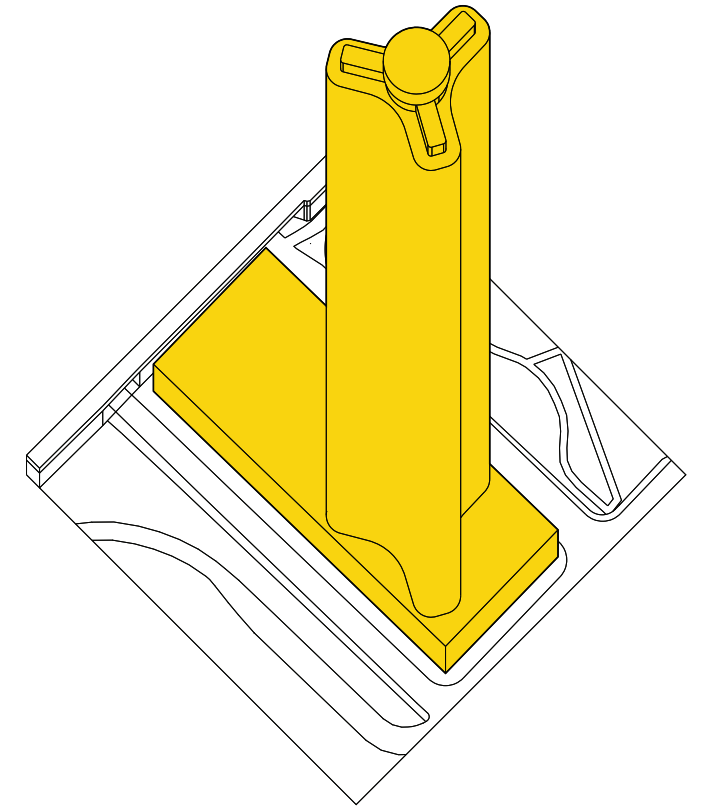
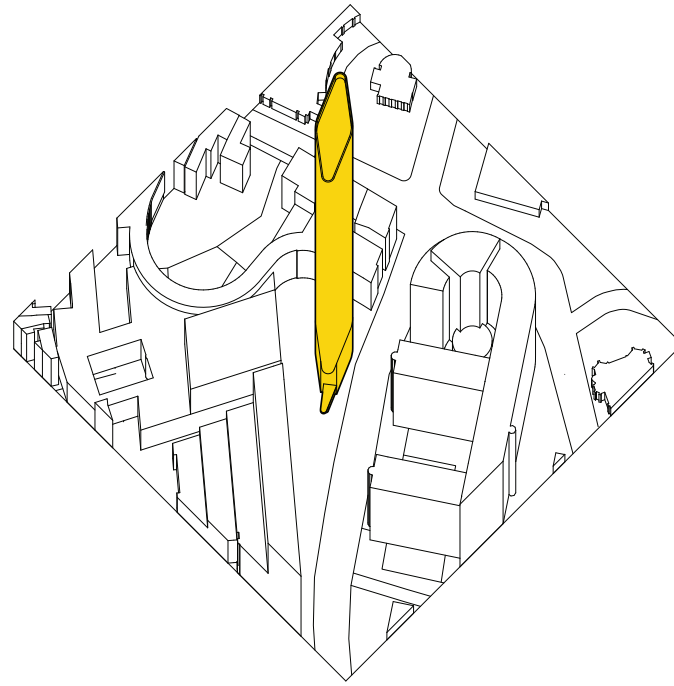
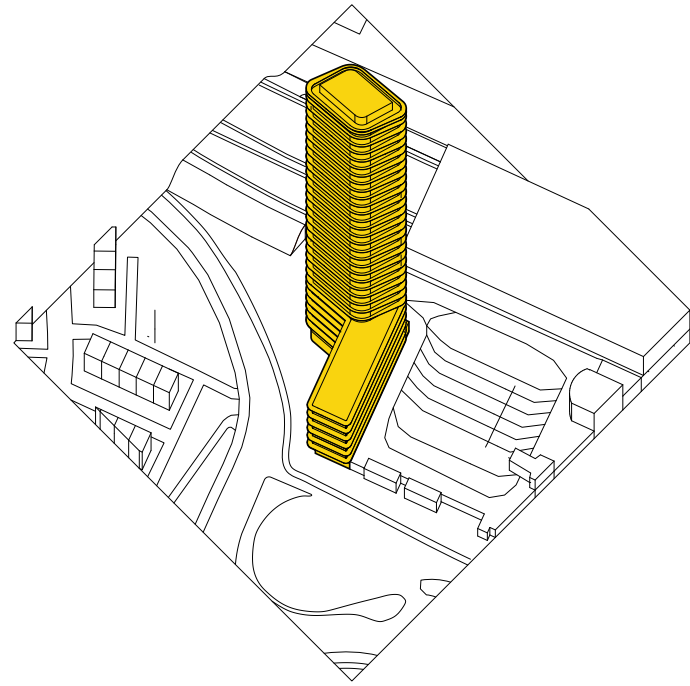
LARGE BUILDINGS WITH MANY DWELLINGS & AMENITIES



# PLAN ANALYSIS







**AMSTEL TOWER**  
AMSTERDAM



**VESTEDATOREN**  
EINDHOVEN



**LAKE POINT TOWER**  
CHICAGO

## **POINTS ANALYZED**

URBAN INTERFACE

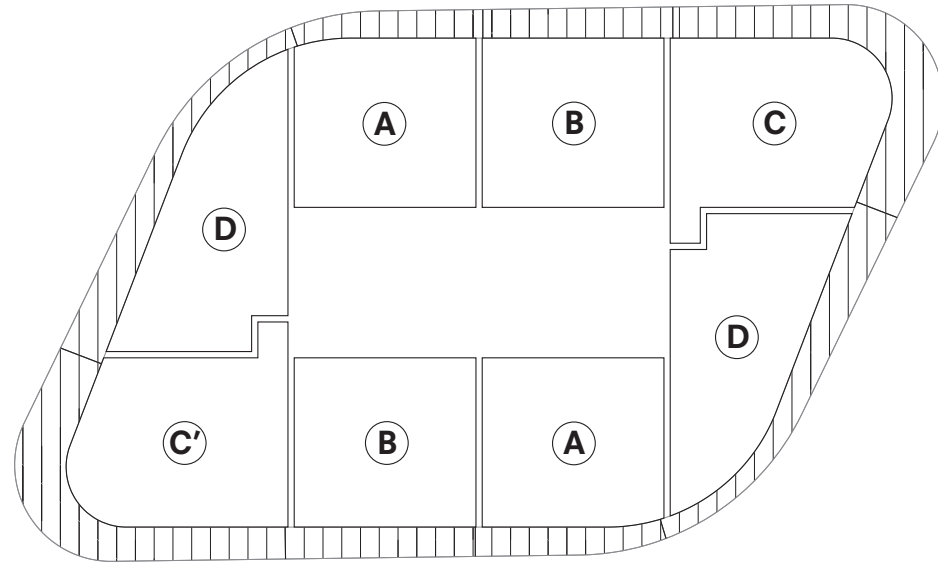
VERTICAL STACKING

DWELLING LAYOUT

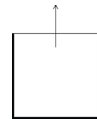


# TAKEAWAYS

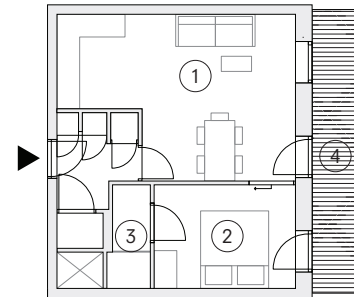
## - COMPACT DWELLING PLANS



TYPE: A (&B)  
FLOOR: 8-31  
AREA: 44 m<sup>2</sup>



1. Living area with open kitchen 24 m<sup>2</sup>
2. Bedroom 10 m<sup>2</sup>
3. Bathroom 3 m<sup>2</sup>
4. Outdoor space 9 m<sup>2</sup>

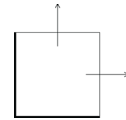


78 Type A (own image)

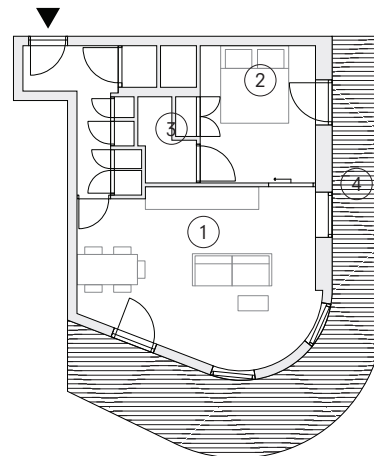


81 Type C interior (Powerhouse Company, 2016)

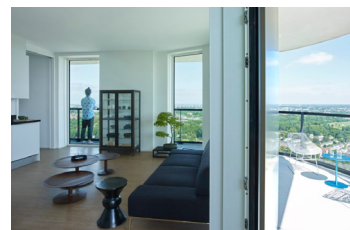
TYPE: C  
FLOOR: 8-31  
AREA: 55 m<sup>2</sup>



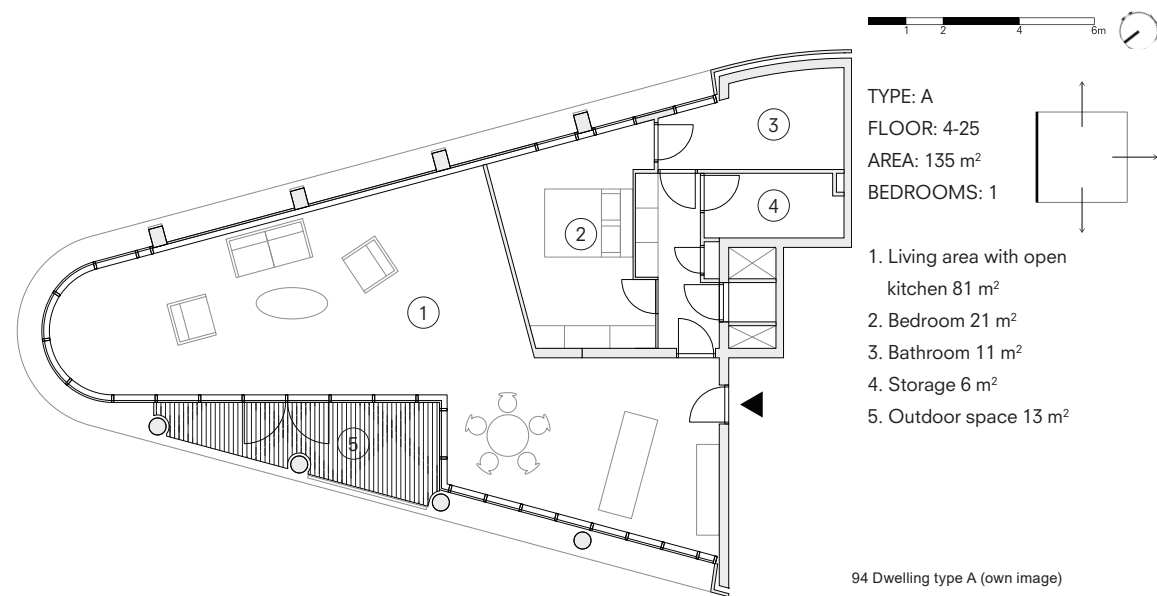
1. Living area with open kitchen 27 m<sup>2</sup>
2. Bedroom 11 m<sup>2</sup>
3. Bathroom 3 m<sup>2</sup>
4. Outdoor space 27 m<sup>2</sup>



79 Type C (own image)



82 Open interior with outdoor space and views (Musch, 2018)

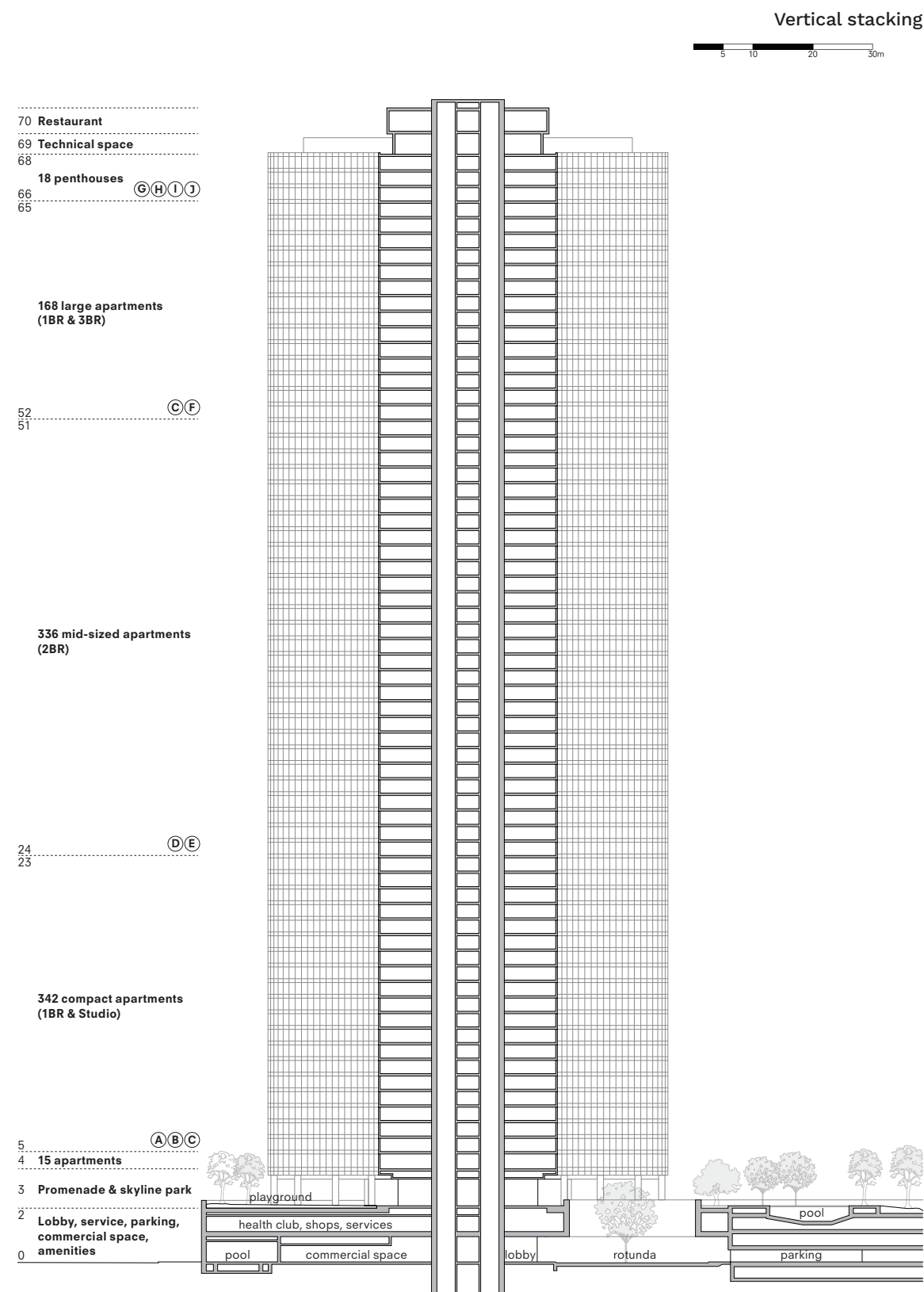


# TAKEAWAYS

## - LUXURY DWELLING PLANS



96 Living room with floor-to-ceiling windows and panoramic views of the city (funda, 2018)



116 Vertical stacking section (own image)

# TAKEAWAYS

AMENITIES: DEDICATED  
PODIUM, SEPARATION OF  
PUBLIC & PRIVATE

STACKING: APARTMENT  
SIZE INCREASES ACCORD-  
ING TO HEIGHT



# DESIGN

How can a high-rise building be designed to accommodate a contemporary metropolitan lifestyle? How does this building relate to its urban environment? How does this manifest itself in the building program and the individual dwellings?

**Target Group**

Expats (knowledge migrants)  
Millennials (young professionals)  
High-middle to high income 45.000-100.000+

**Building mass**

Two identical towers on podium

**Building height**

18 m podium  
Up to 150 m tower (following master plan)

**Dwellings**

±100x Studio - 30 m<sup>2</sup>  
±200x One-bedroom apartment - 45 to 60 m<sup>2</sup>  
±80x Two-bedroom apartment - 80 to 110 m<sup>2</sup>  
±30x Three-bedroom apartment - 110 m<sup>2</sup>  
4x Penthouse

**Podium**

Lobby with concierge  
Mail and package room  
Co-working space  
Bike storage  
Commercial space  
Café  
Storage  
Service entry  
Parking

**Access type**

Elevator core with 3 elevators + corridor  
Fire Stairs in core and at end of corridor

**Parking**

Automated parking in central part of podium  
parking ratio of 0.1 + Shared cars

**Structure**

Structural core + columns  
Standard bay width: 7200 mm

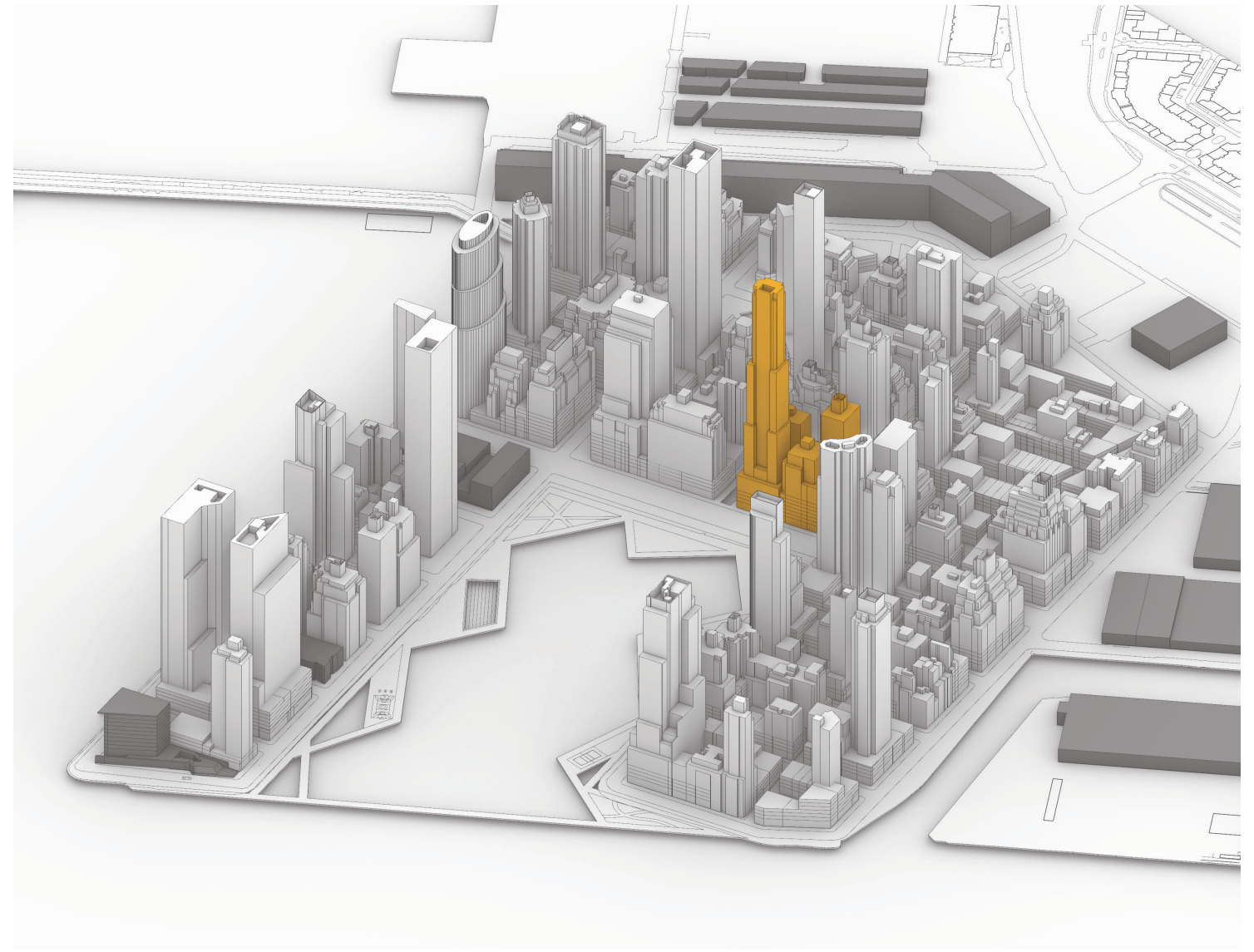
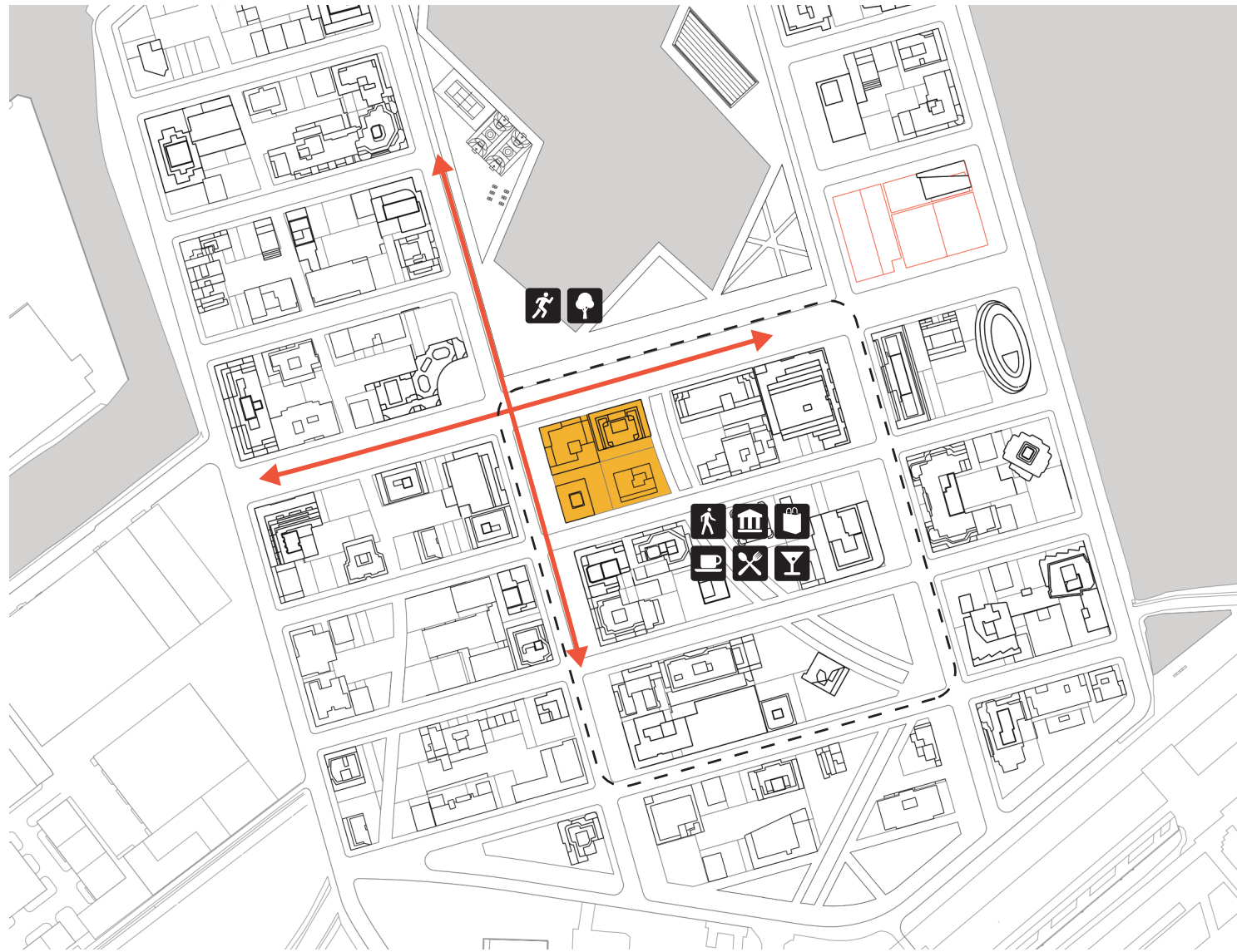
**Facade**

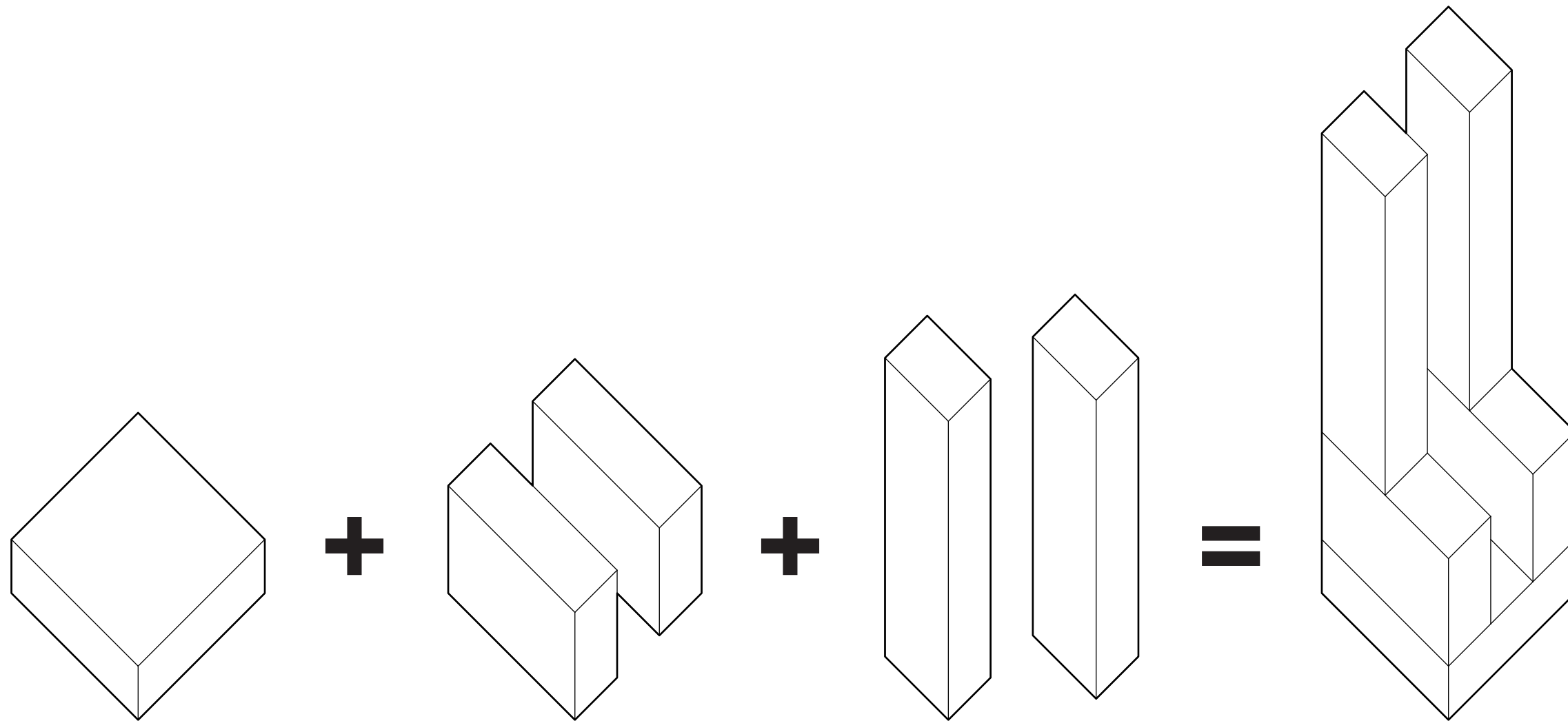
Formal facade with industrial look

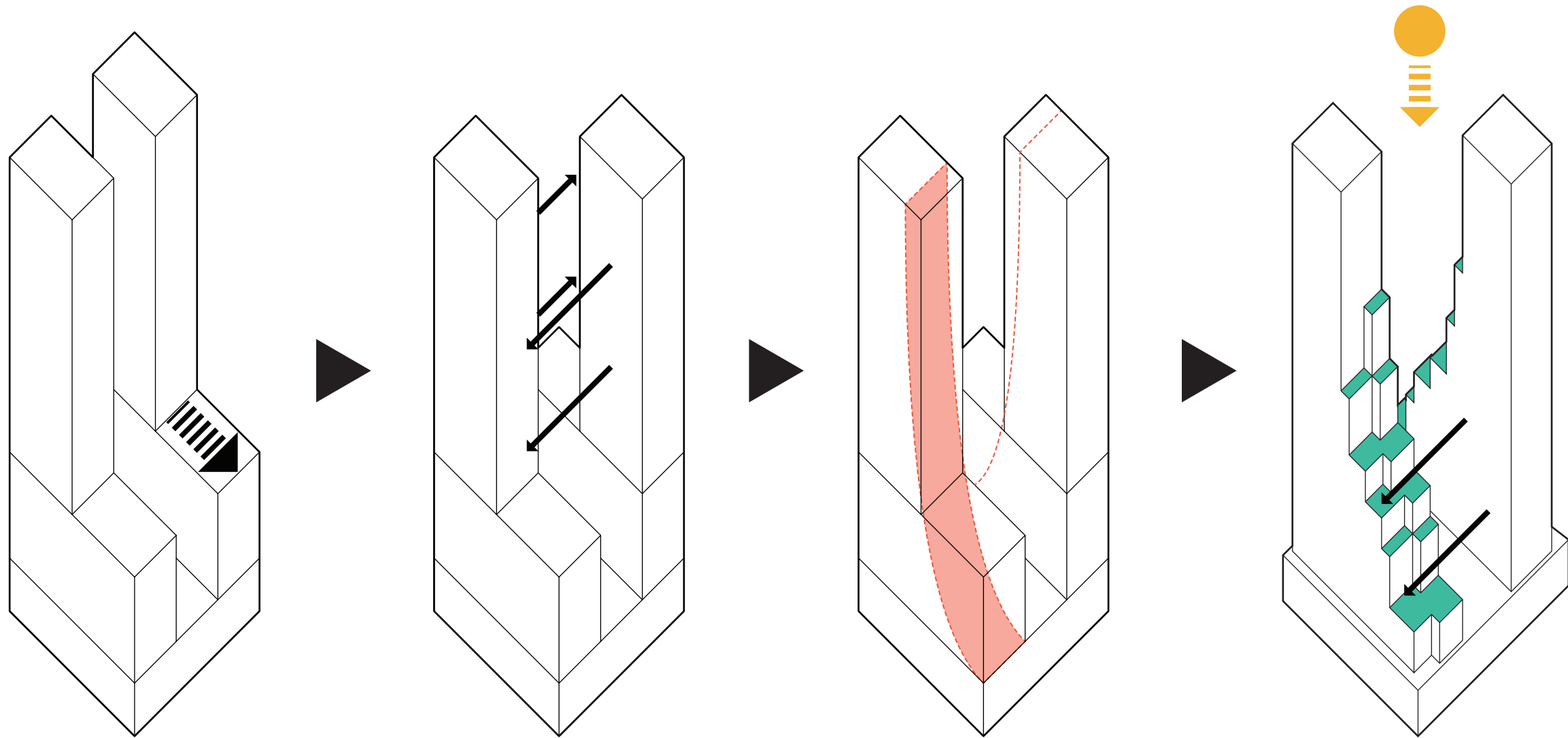
**Other Amenities**

Roof garden on top of podium  
Sky deck on 24th floor of both towers  
Resident lounge  
Health club with pool  
Storage

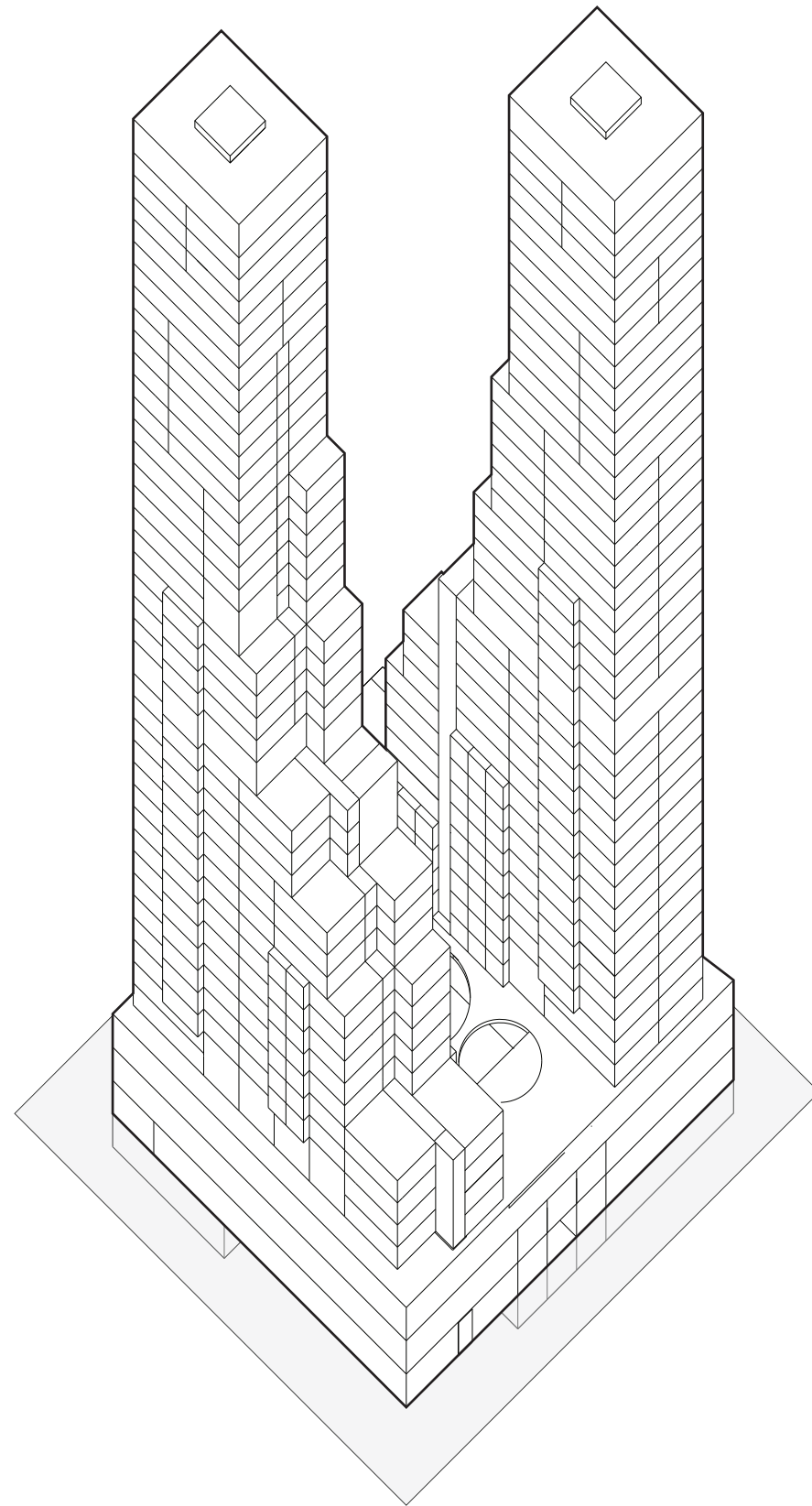


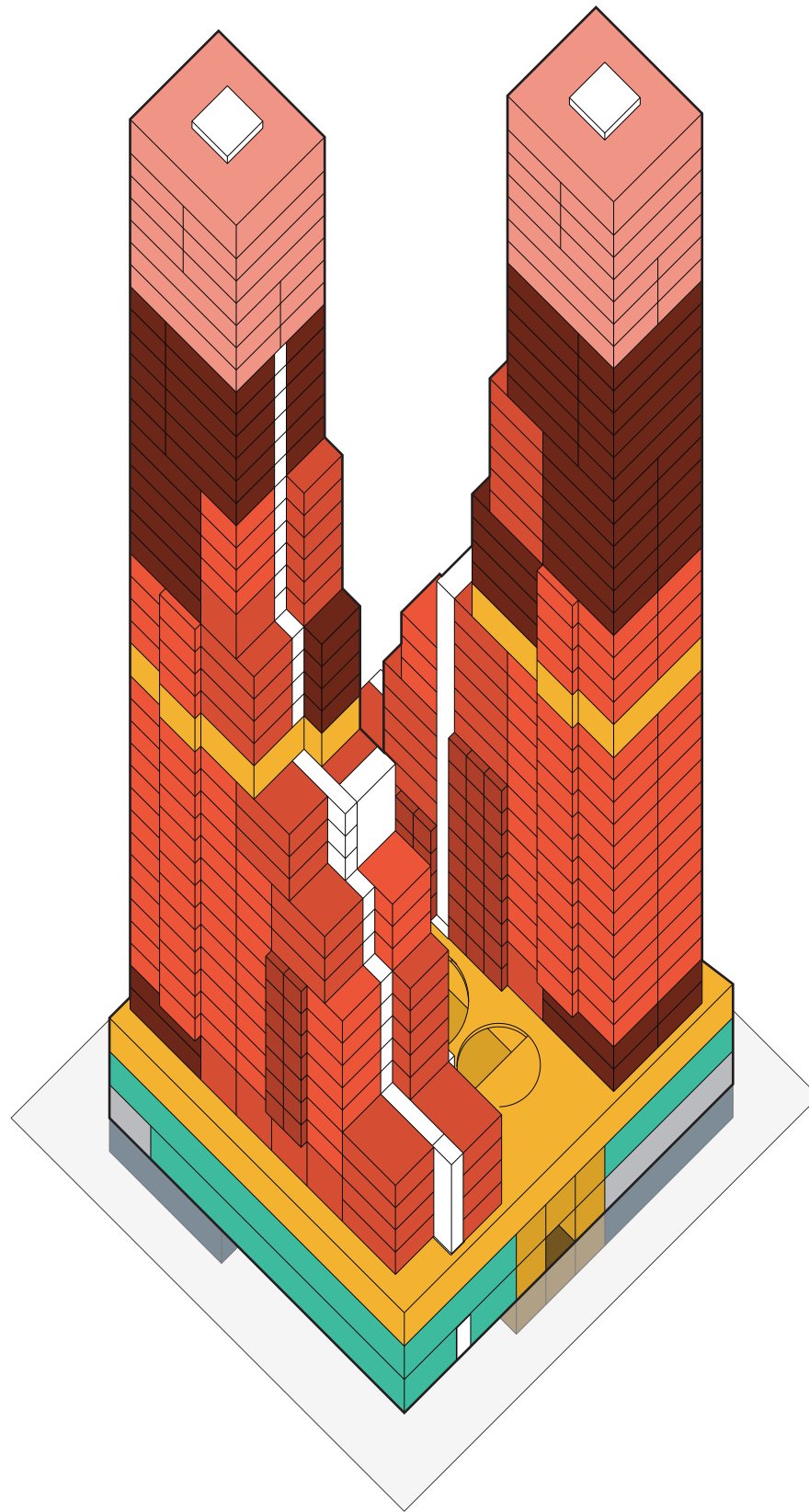






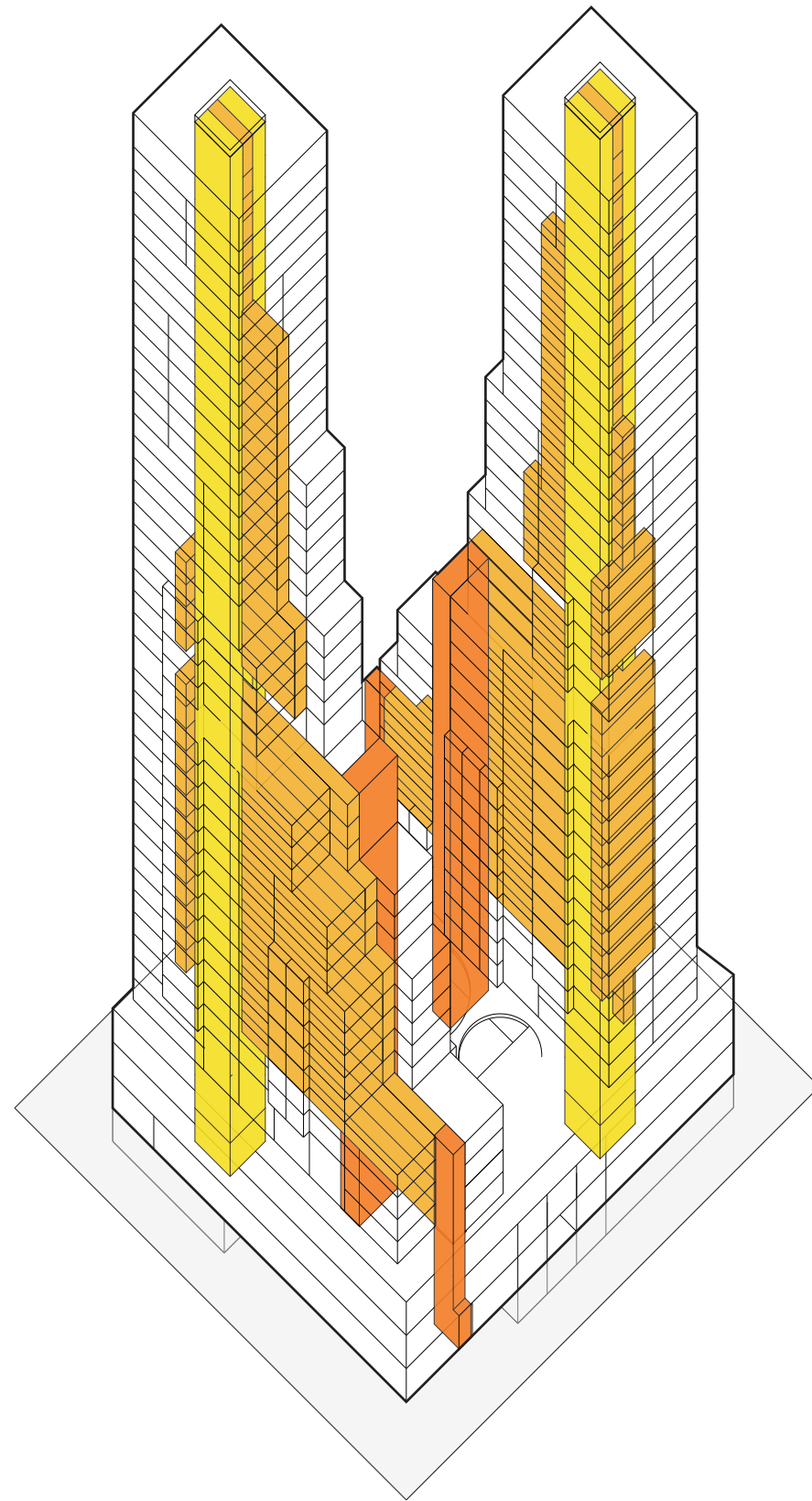






## LEGEND

<span style="display: inline-block; width: 15px; height: 15px; background-color: #cccccc; border: 1px solid black;"></span> LOBBY	<span style="display: inline-block; width: 15px; height: 15px; background-color: #800000; border: 1px solid black;"></span> STUDIO
<span style="display: inline-block; width: 15px; height: 15px; background-color: #ffcc00; border: 1px solid black;"></span> AMENITIES	<span style="display: inline-block; width: 15px; height: 15px; background-color: #ff4500; border: 1px solid black;"></span> 1 BR
<span style="display: inline-block; width: 15px; height: 15px; background-color: #008080; border: 1px solid black;"></span> COMMERCIAL	<span style="display: inline-block; width: 15px; height: 15px; background-color: #d9534f; border: 1px solid black;"></span> 2 BR
<span style="display: inline-block; width: 15px; height: 15px; background-color: #c08000; border: 1px solid black;"></span> SERVICE	<span style="display: inline-block; width: 15px; height: 15px; background-color: #654321; border: 1px solid black;"></span> 2-3 BR
<span style="display: inline-block; width: 15px; height: 15px; background-color: #654321; border: 1px solid black;"></span> PARKING	<span style="display: inline-block; width: 15px; height: 15px; background-color: #f08080; border: 1px solid black;"></span> LARGE/ PENTHOUSE
<span style="display: inline-block; width: 15px; height: 15px; background-color: #444444; border: 1px solid black;"></span> TECHNICAL	



LEGEND

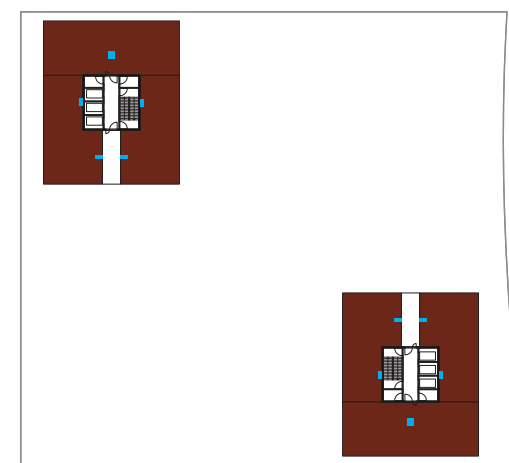
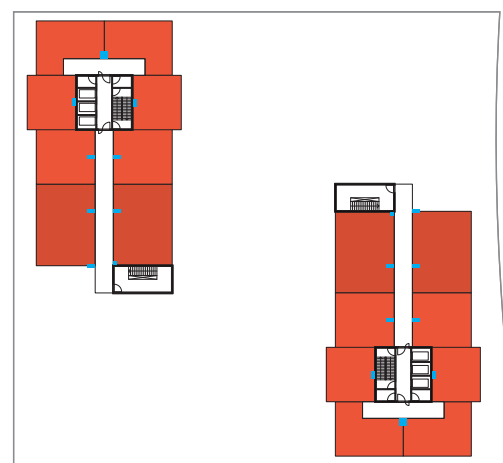
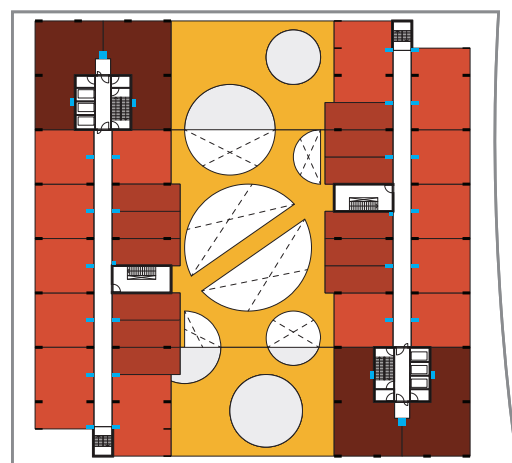
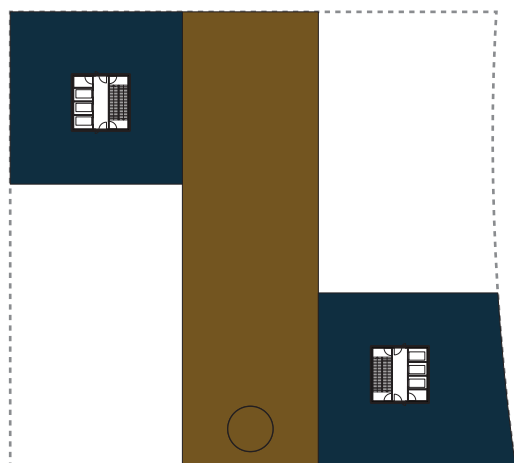
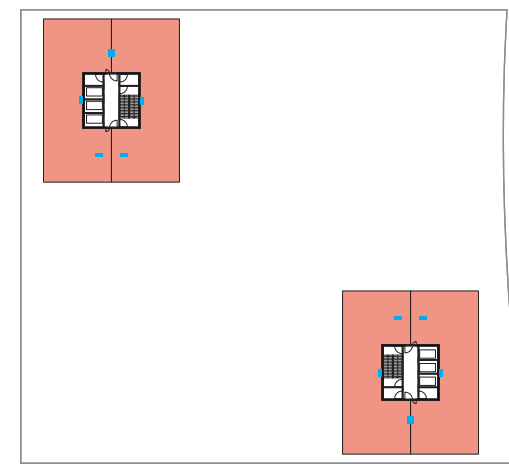
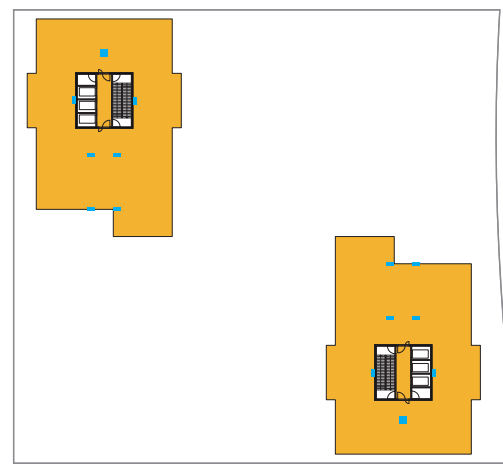
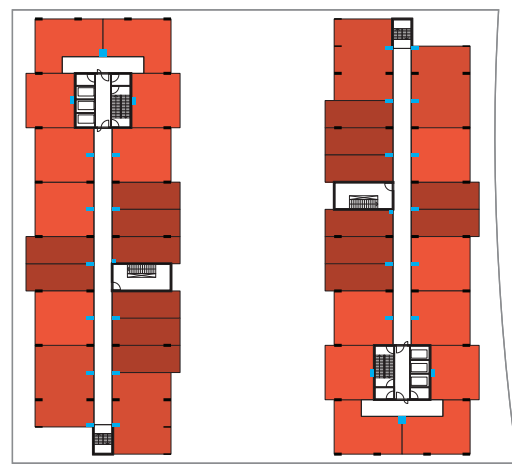
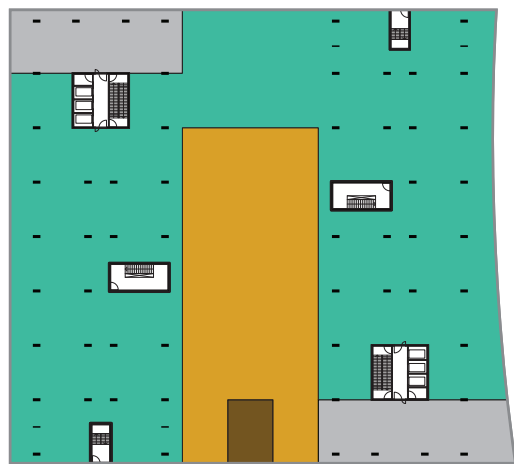
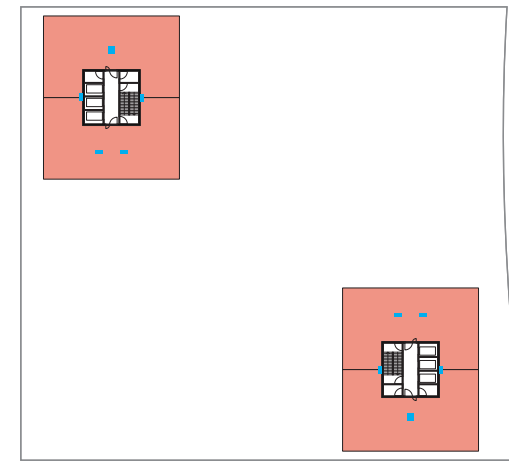
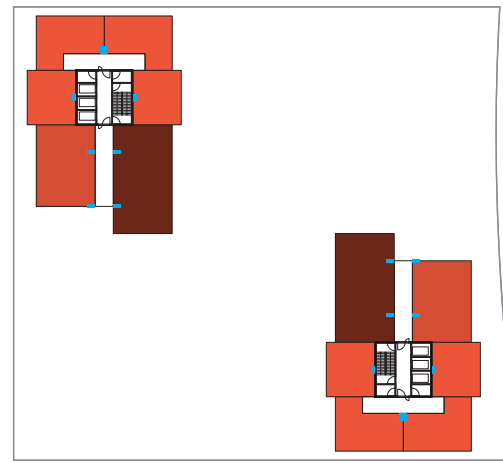
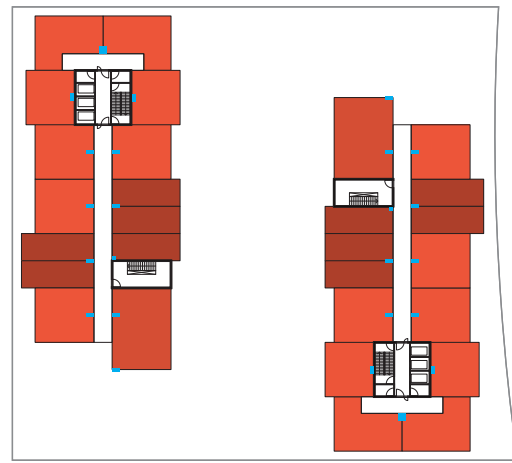
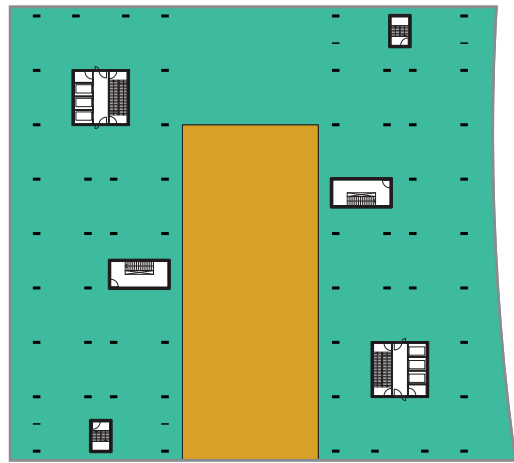
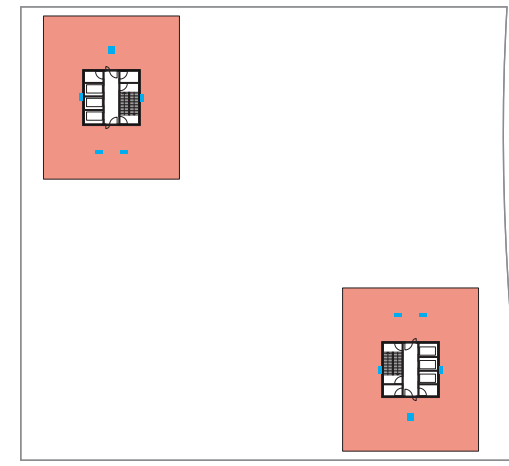
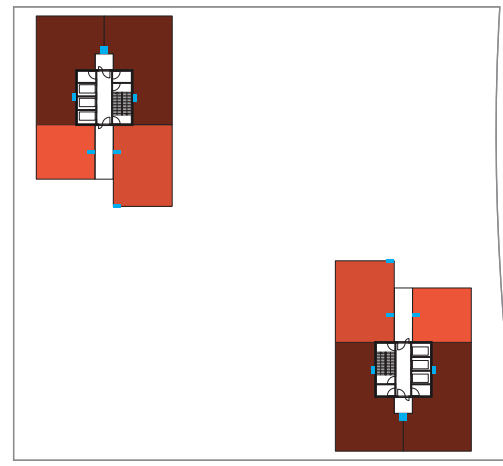
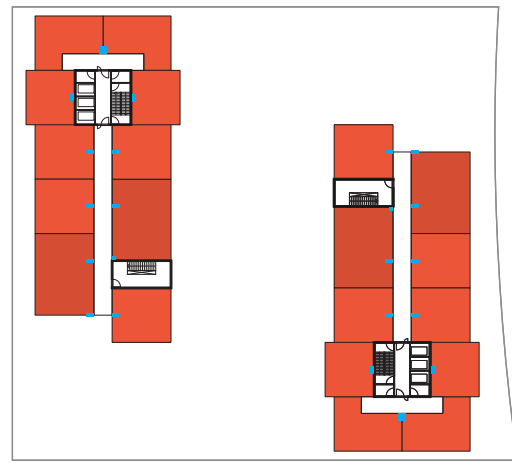
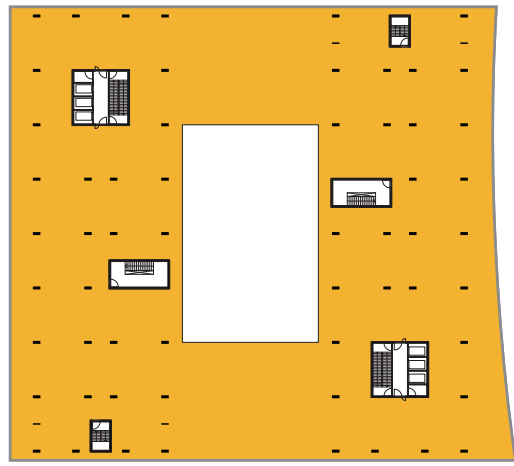
ELEVATOR

STAIRWELL












CORRIDOR

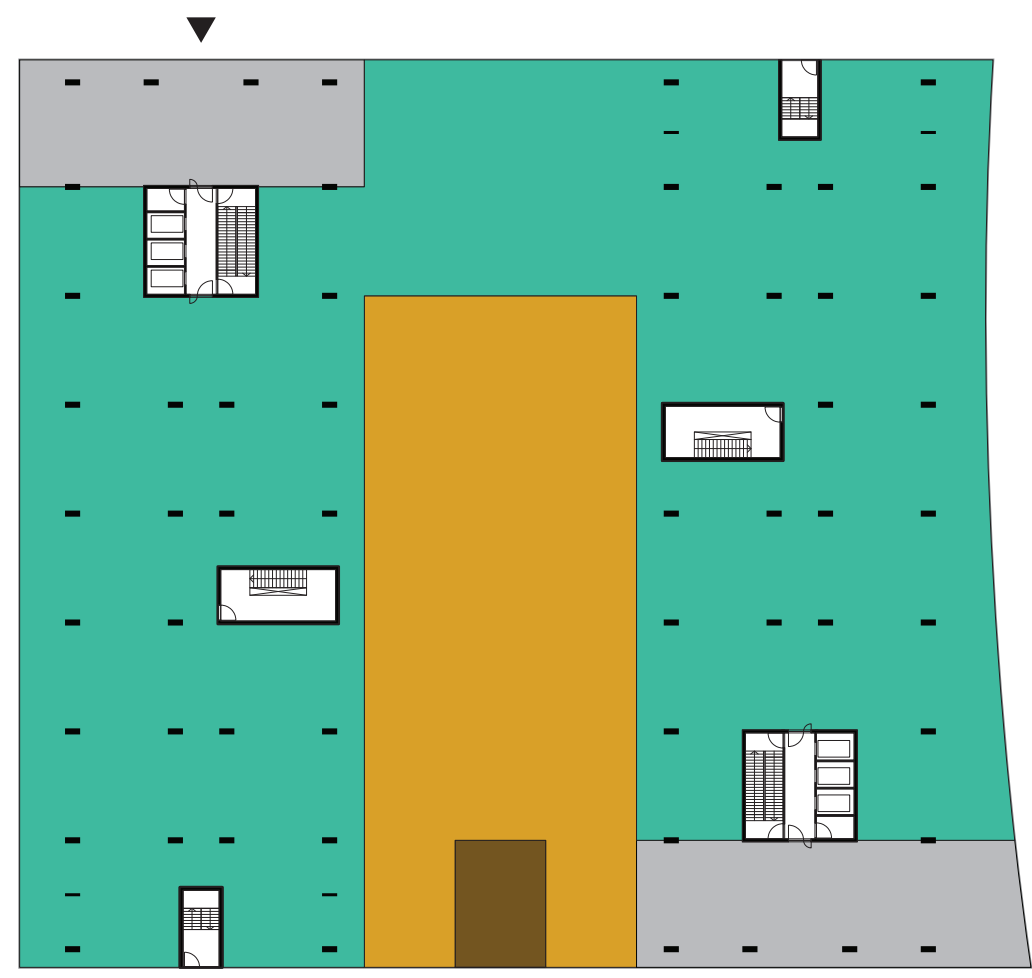
ACCESS & CIRCULATION



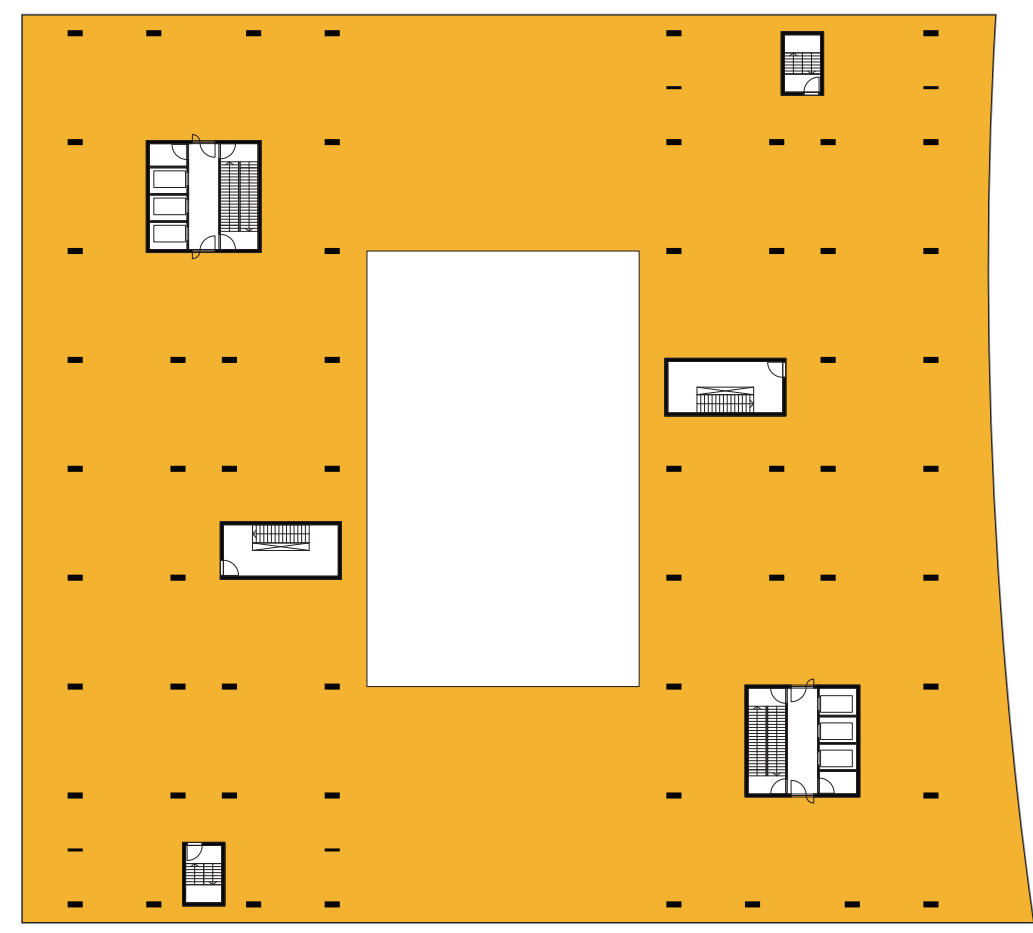


**LEGEND**

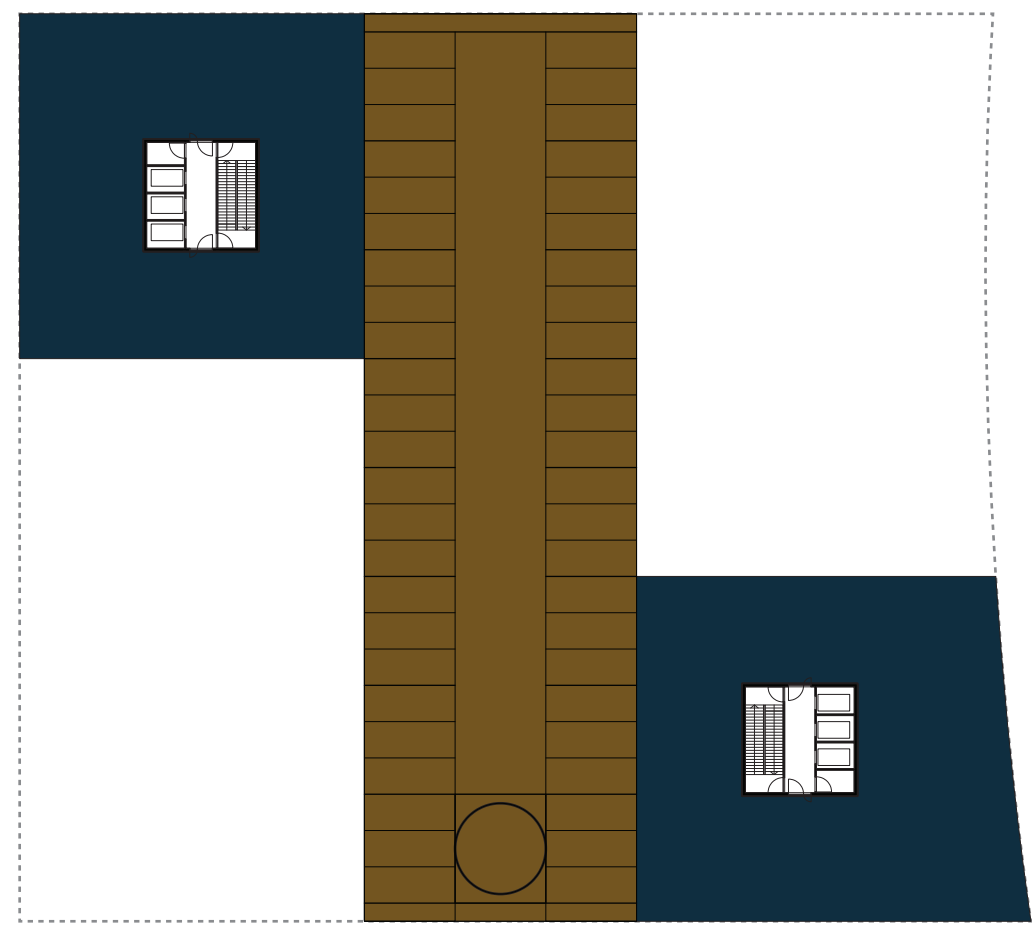
-  LOBBY
-  AMENITIES
-  COMMERCIAL
-  SERVICE
-  PARKING
-  TECHNICAL
-  STUDIO
-  1 BR
-  2 BR
-  2-3 BR
-  LARGE/  
PENTHOUSE



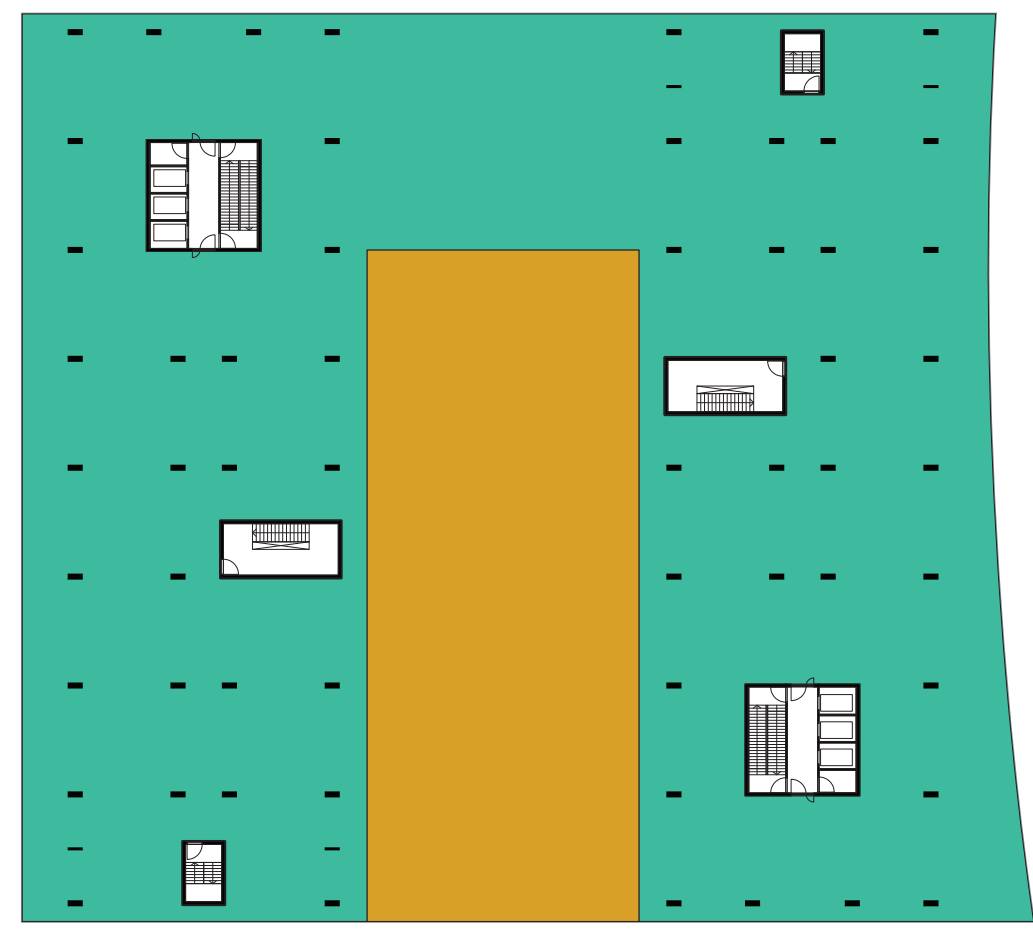
0



+2



-1




+1

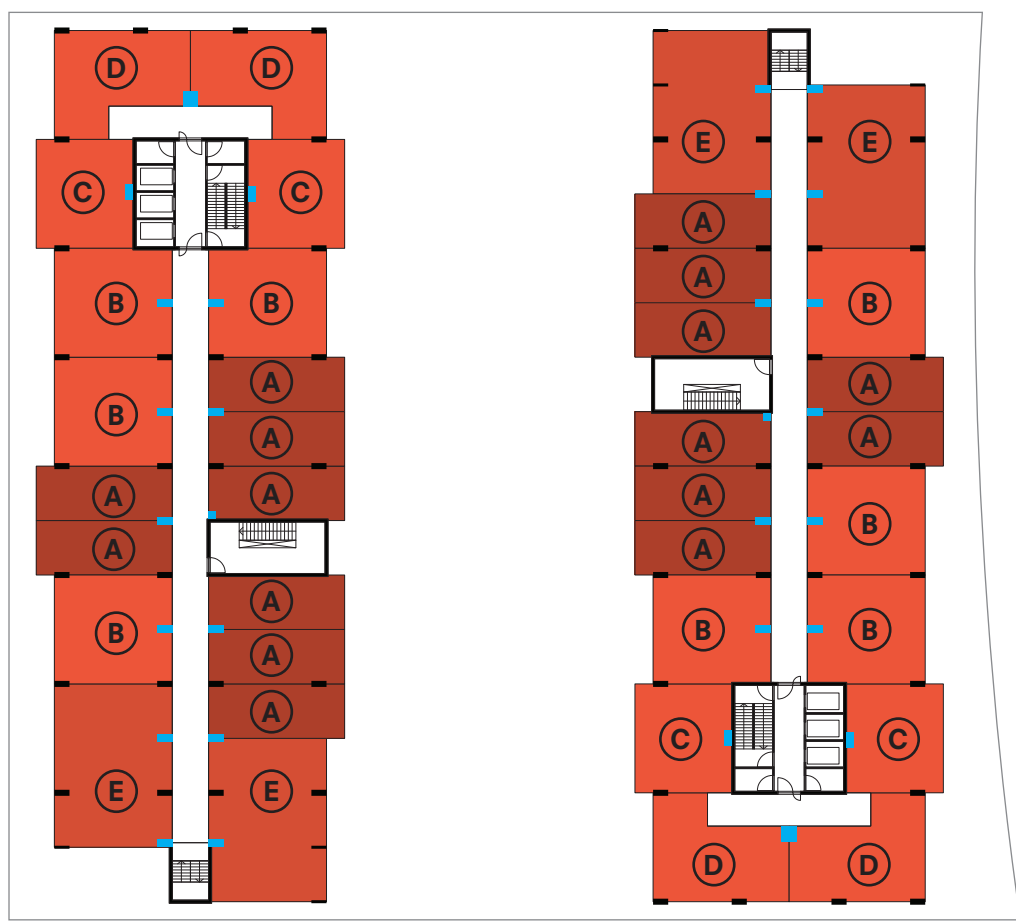
LEGEND

-  LOBBY
-  COMMERCIAL
-  TECHNICAL
-  AMENITIES
-  SERVICE
-  PARKING

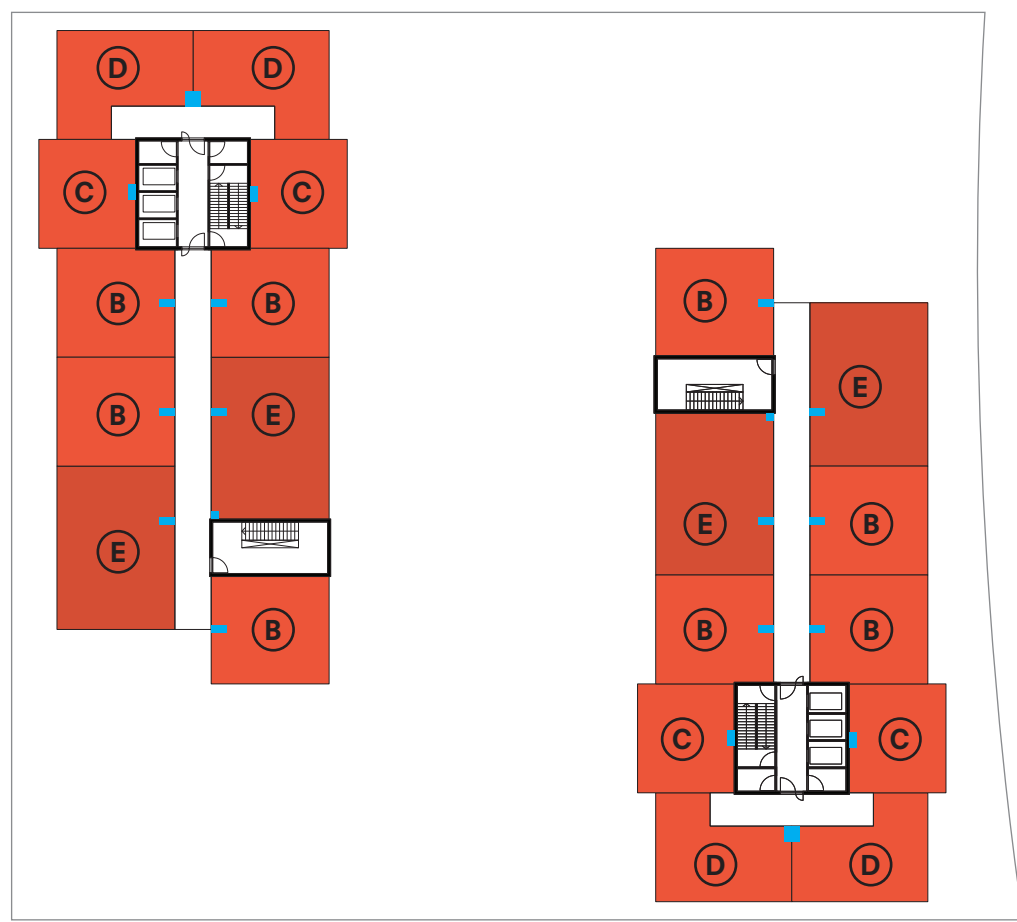
PODIUM PROGRAM

SCALE 1:500 

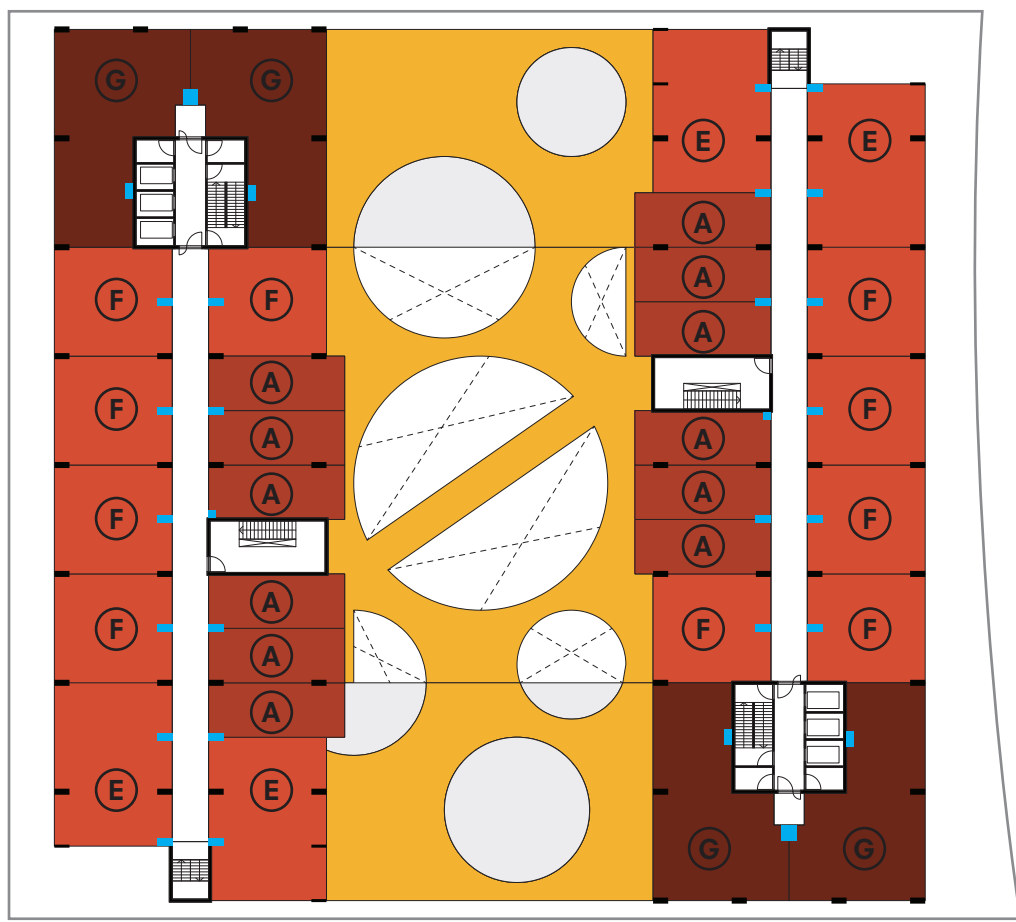
A	STUDIO	32m <sup>2</sup>
B	1BR	53m <sup>2</sup>
C	1BR	45m <sup>2</sup>
D	1BR	50m <sup>2</sup>
E	2BR	80m <sup>2</sup>
F	2BR	100m <sup>2</sup>
G	2BR	95m <sup>2</sup>



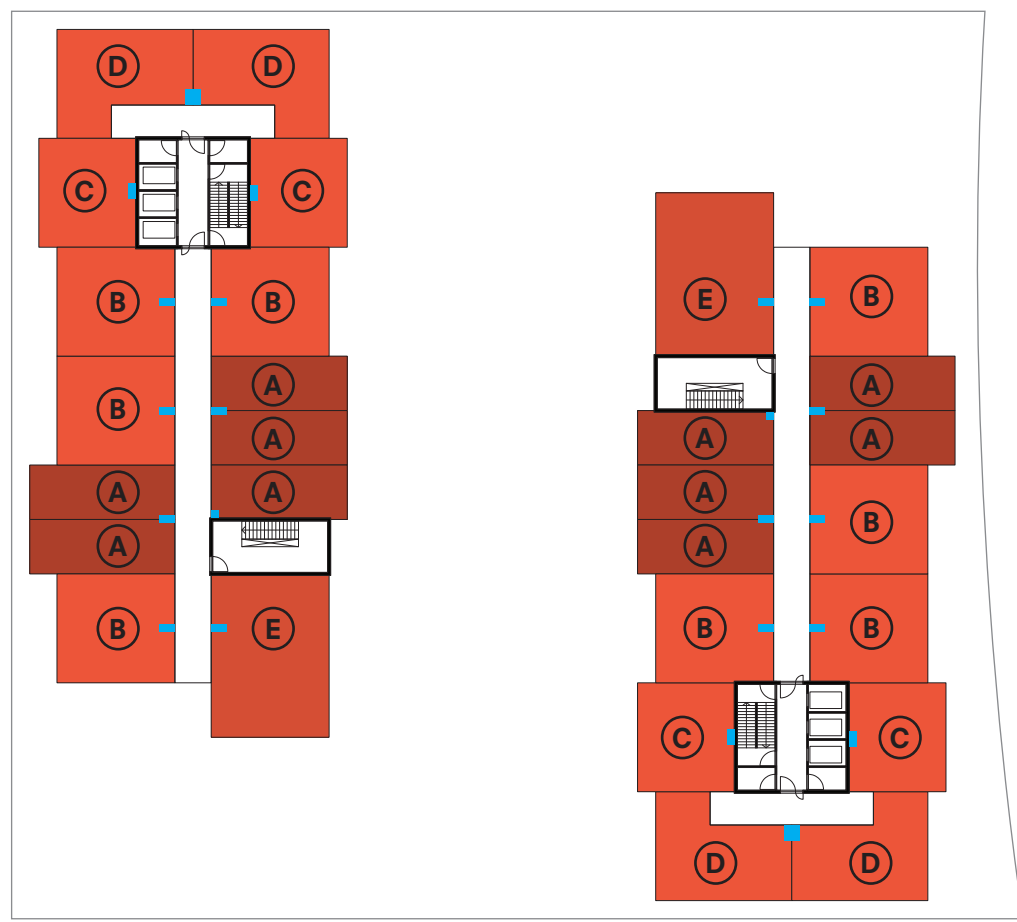
+5-6



+12-14










+3-4




+7-11

**LEGEND**

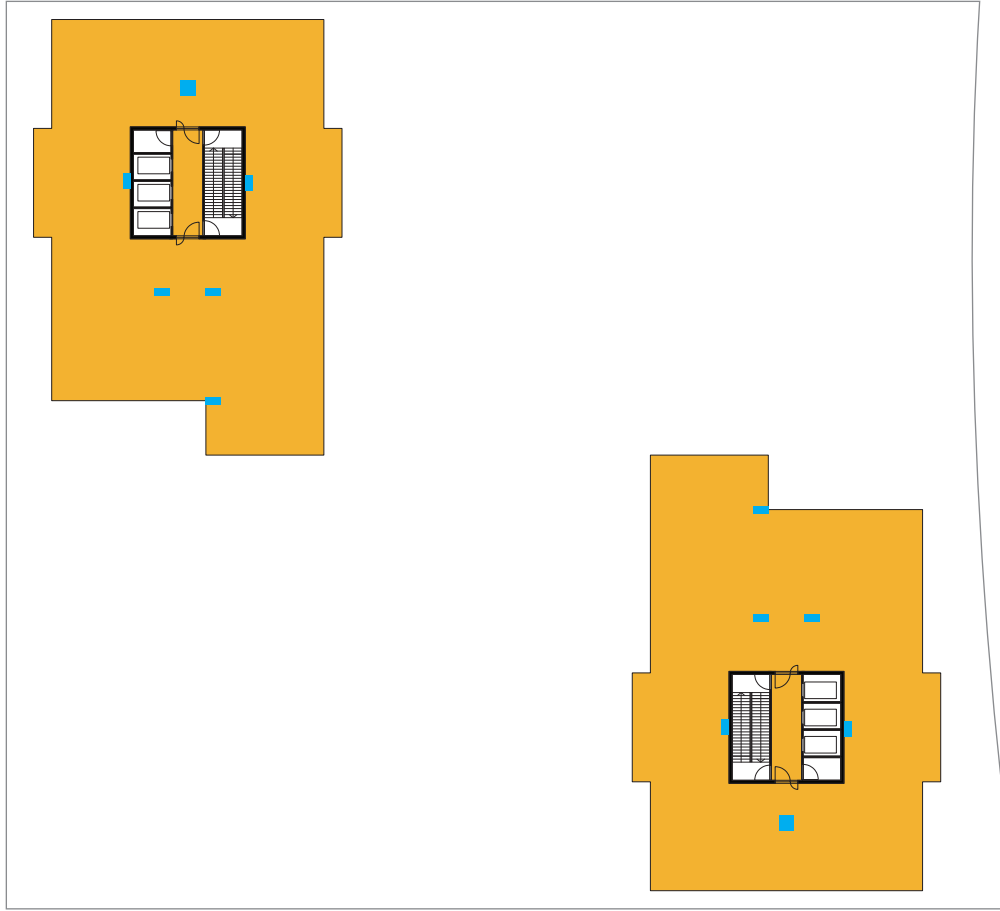
	AMENITIES		2-3 BR
	STUDIO		STRUCTURE
	1 BR		SHAFT
	2 BR		

**TOWER PROGRAM**  
81

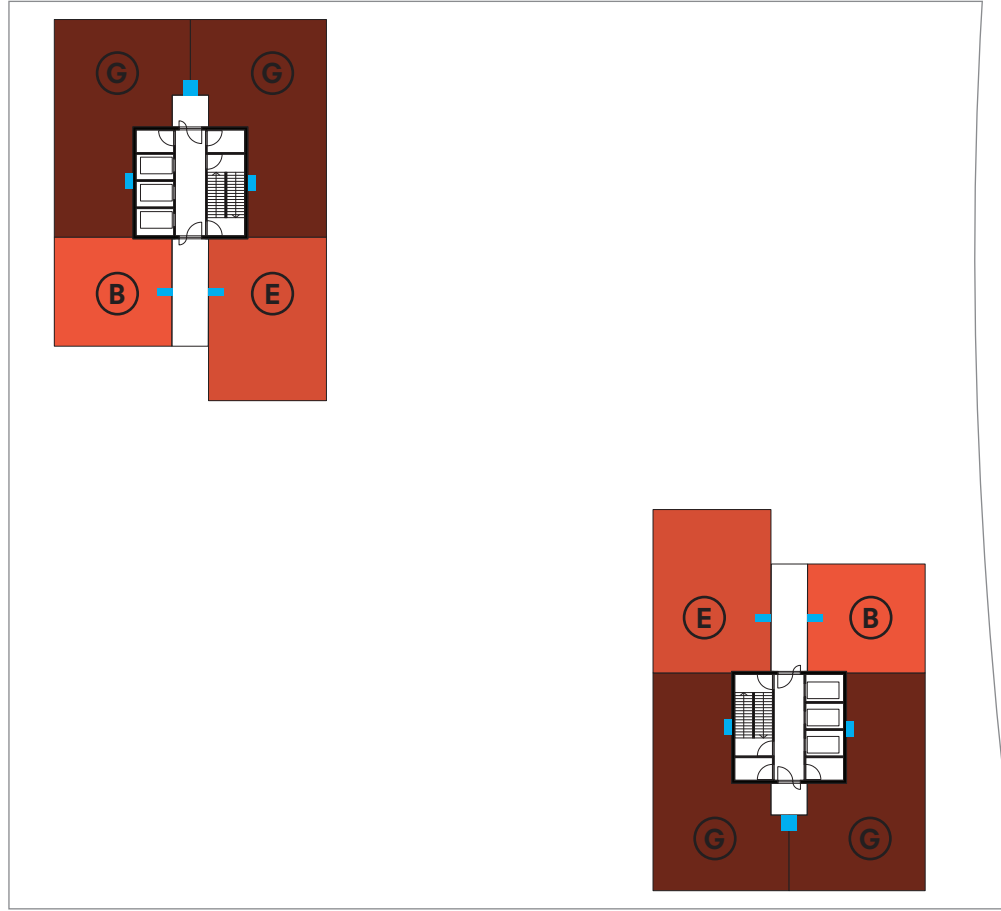


SCALE 1:500 

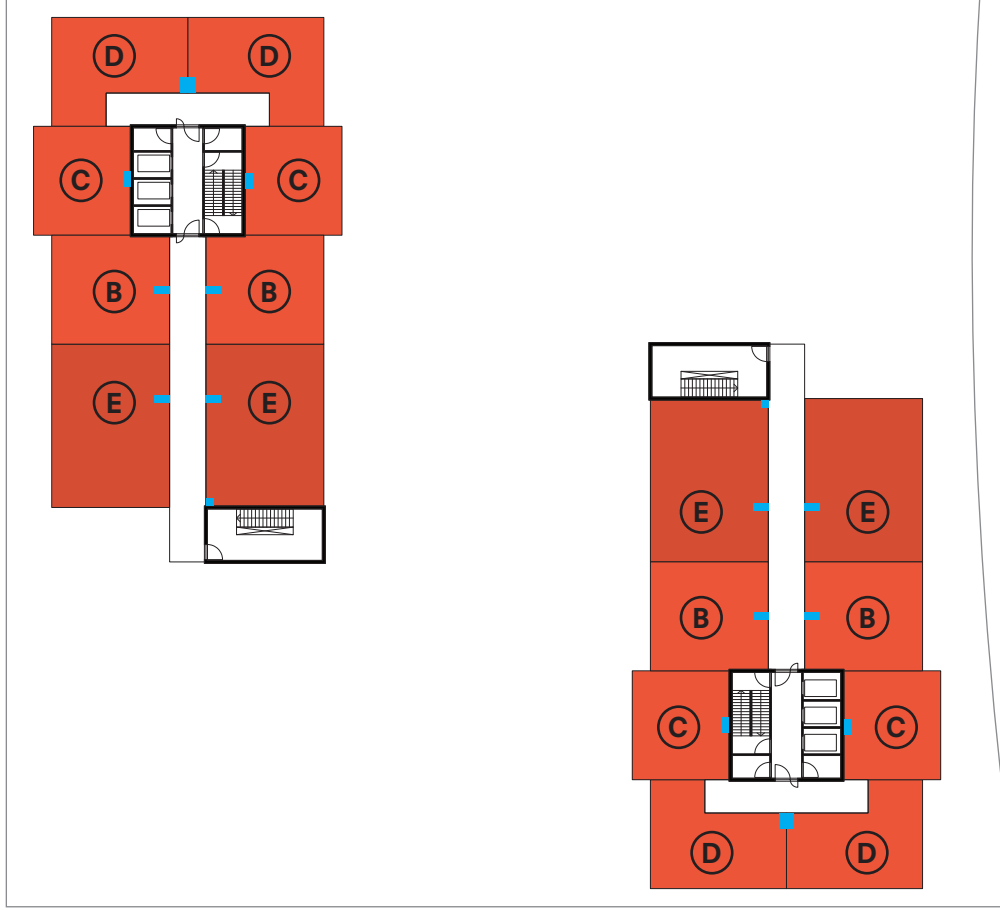
B	1BR	53m <sup>2</sup>
C	1BR	45m <sup>2</sup>
D	1BR	50m <sup>2</sup>
E	2BR	80m <sup>2</sup>
G	2BR	95m <sup>2</sup>
H	3BR	108m <sup>2</sup>



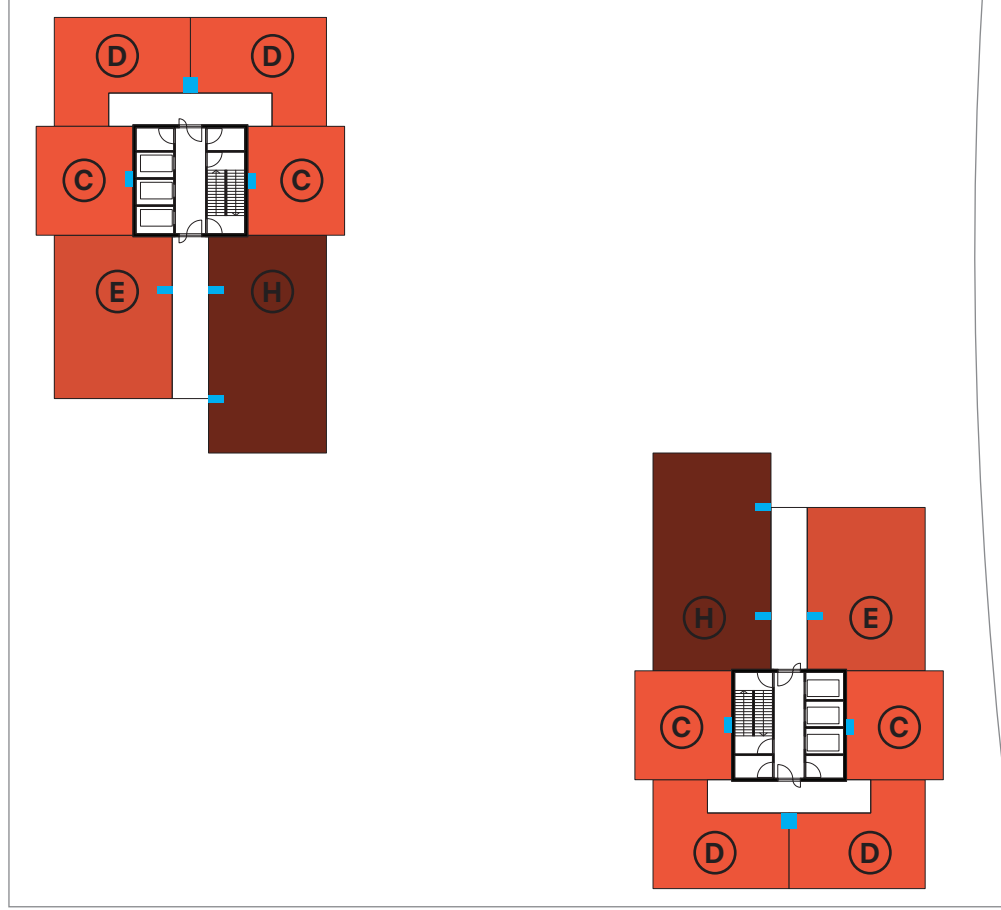
+18



+23-28



+15-17




+19-22

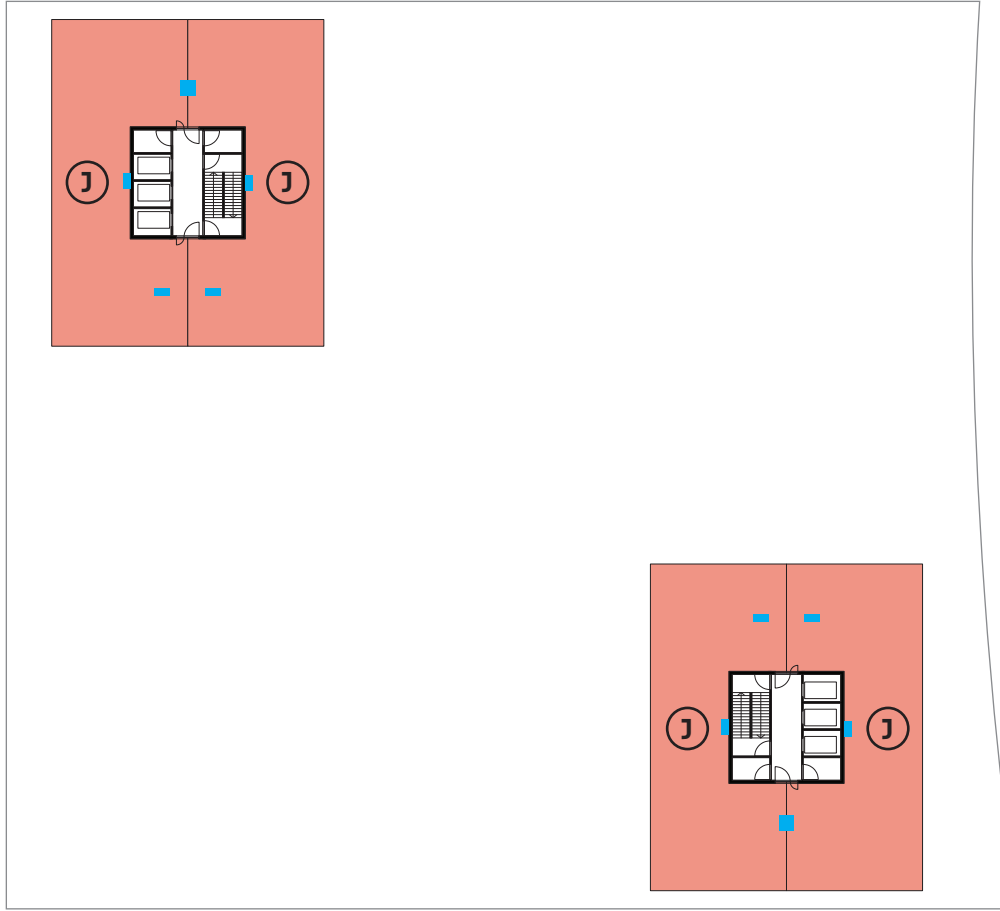
LEGEND

- AMENITIES
- 1 BR
- 2 BR
- 2-3 BR
- SHAFT

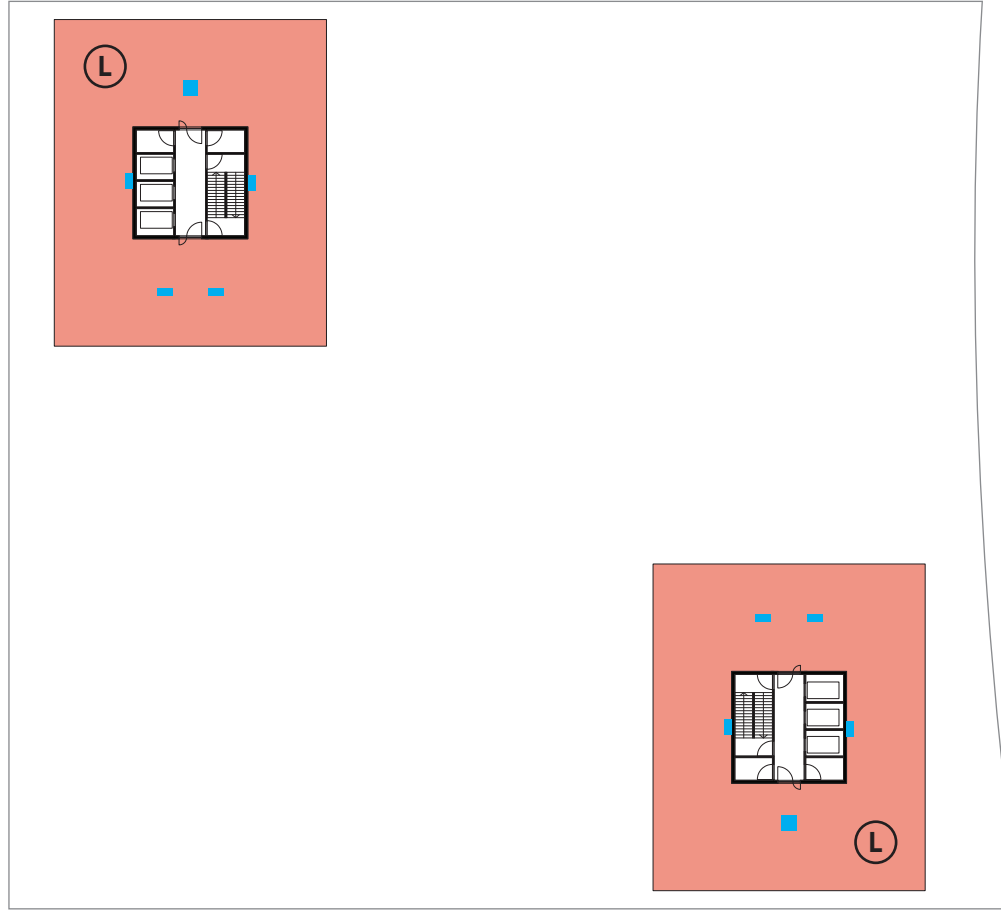
**TOWER PROGRAM**

SCALE 1:500 

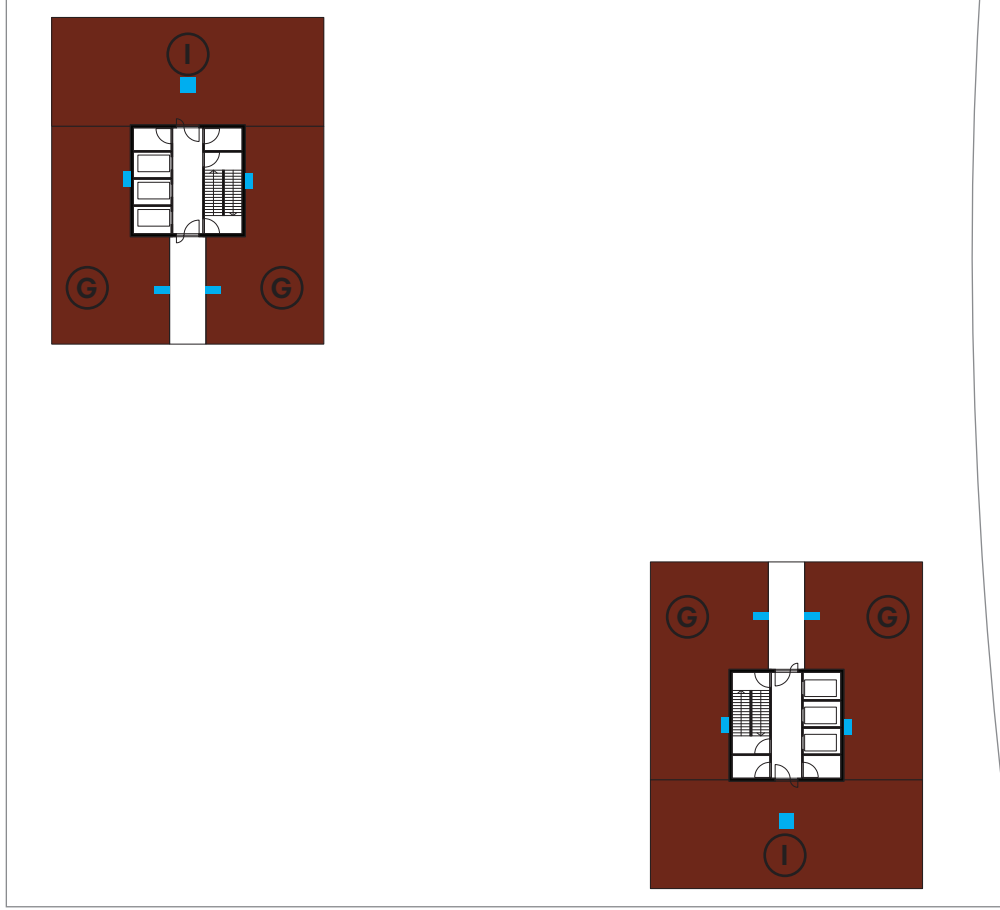
G	2BR	95m <sup>2</sup>
I	3BR	124m <sup>2</sup>
J	LARGE	164m <sup>2</sup>
K	LARGE	164m <sup>2</sup>
L	PENT.	330m <sup>2</sup>



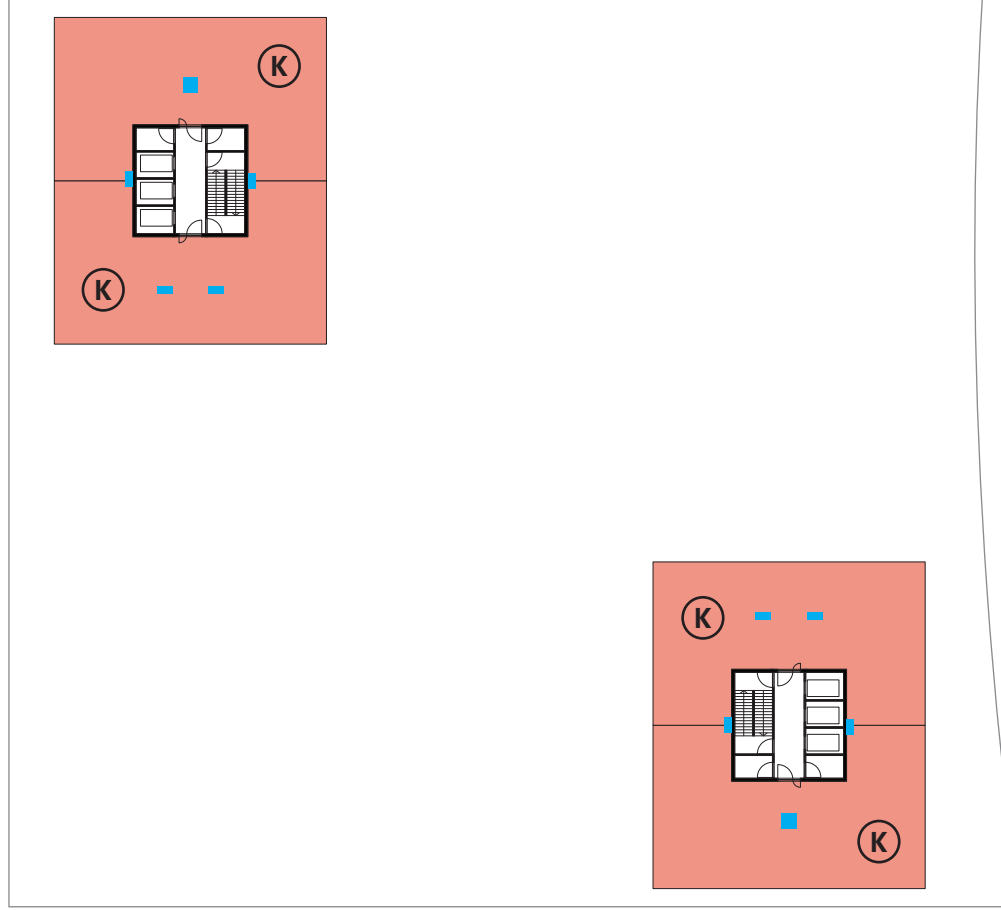
+35-38



+42




+29-34



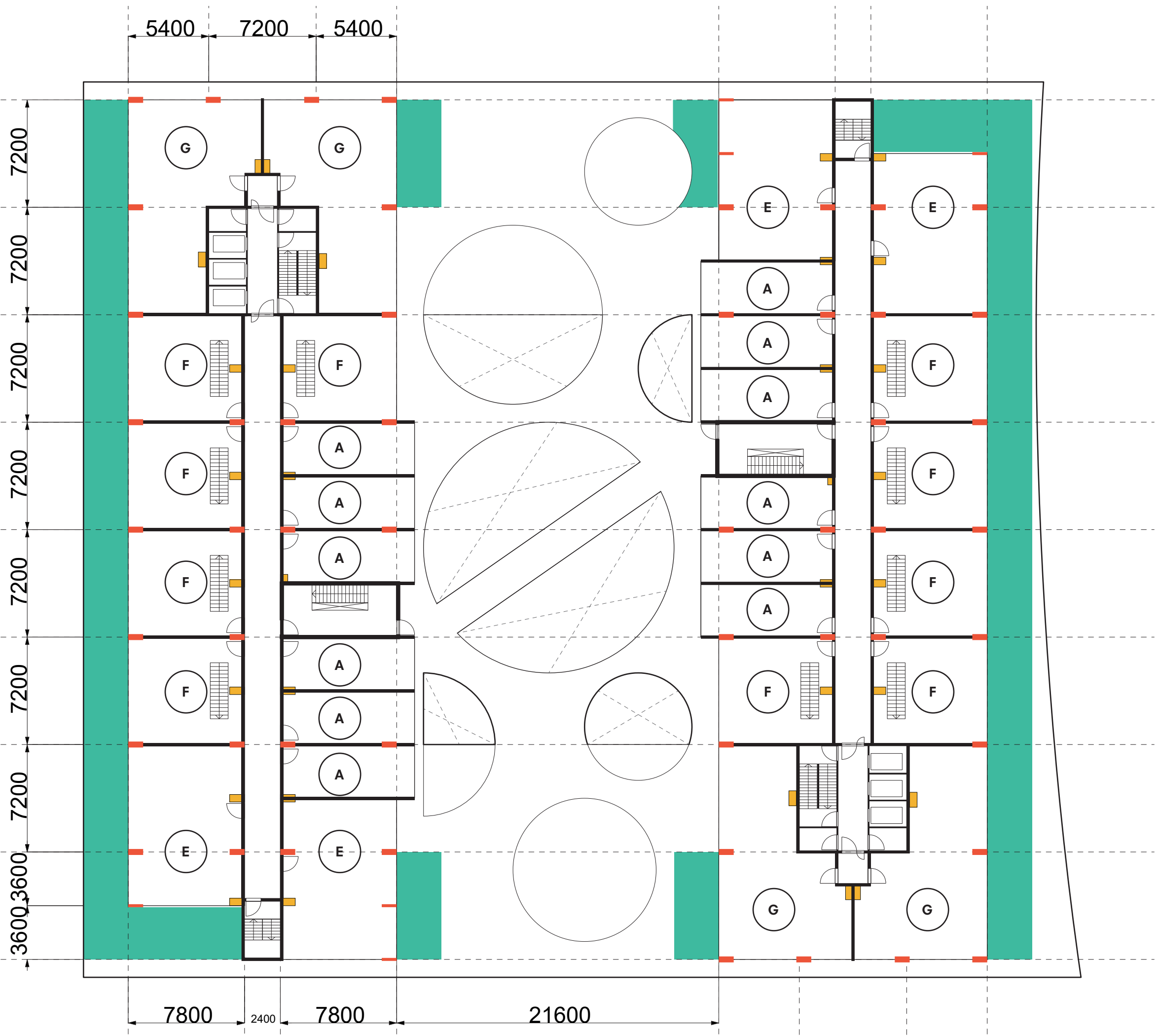
+39-41

LEGEND

- 2-3 BR
- LARGE/PENTHOUSE
- SHAFT

SCALE 1:250 

A	STUDIO	32m <sup>2</sup>
E	2BR	80m <sup>2</sup>
F	2BR	100m <sup>2</sup>
G	2BR	95m <sup>2</sup>




**LEGEND**

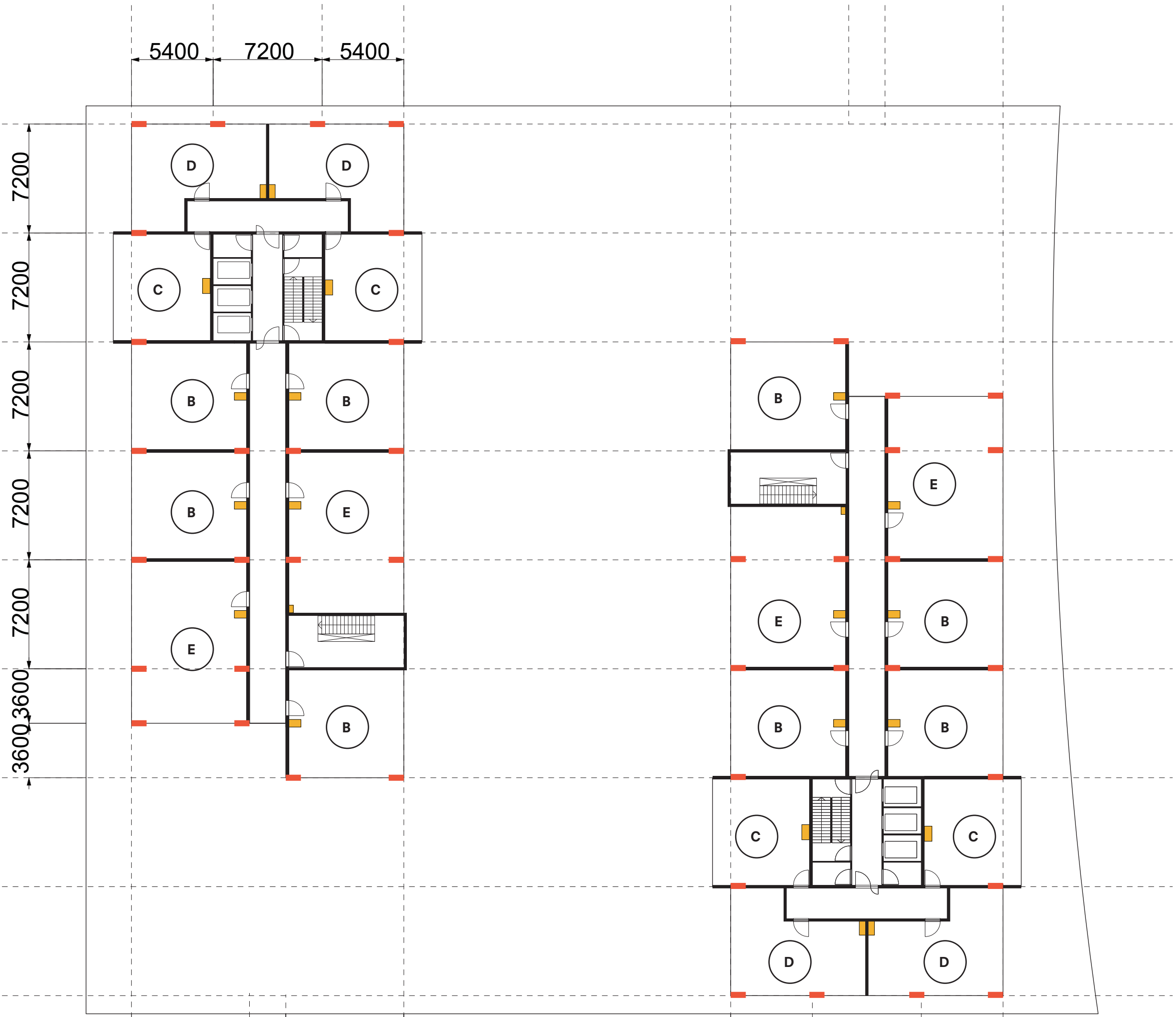
-  OUTDOOR SP.
-  STRUCTURE
-  SHAFT



**+3 PLAN**  
84




SCALE 1:250 

B	1BR	53m <sup>2</sup>
C	1BR	45m <sup>2</sup>
D	1BR	50m <sup>2</sup>
E	2BR	80m <sup>2</sup>

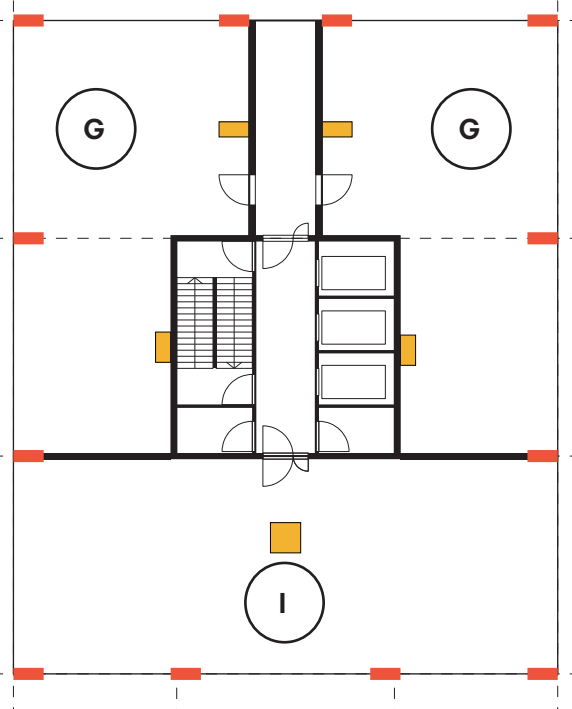
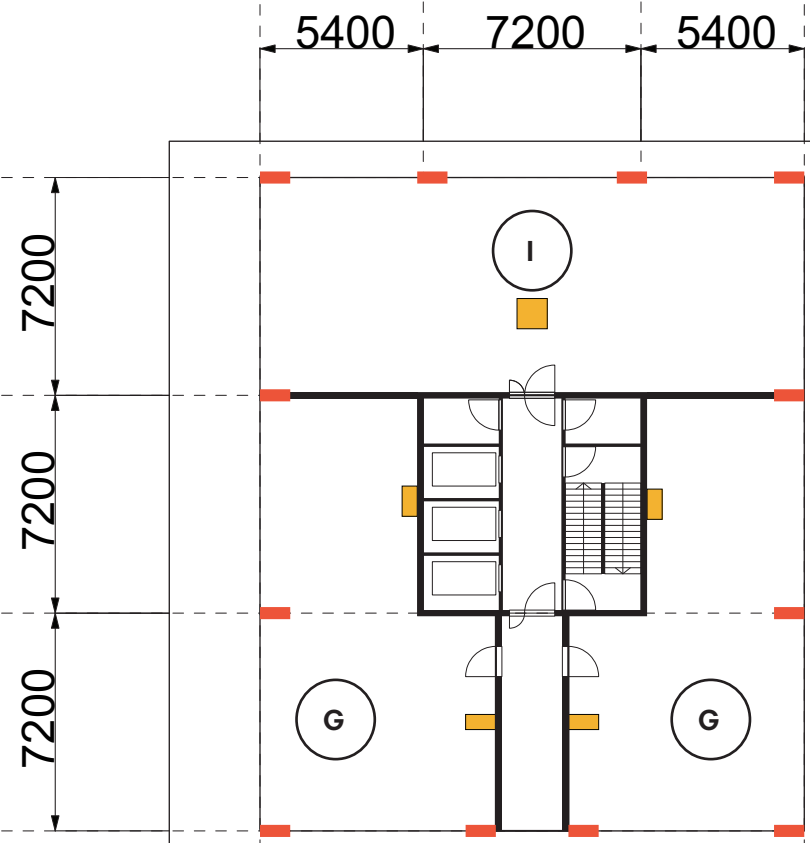


LEGEND  
 STRUCTURE  
 SHAFT


**+12-14 PLAN**  
85


SCALE 1:250 

G 2BR 95m<sup>2</sup>  
I 3BR 124m<sup>2</sup>

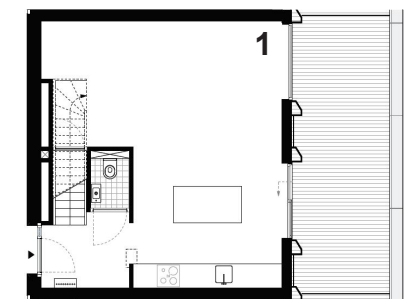
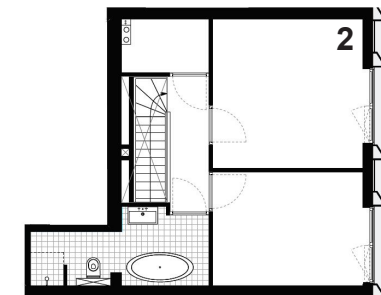
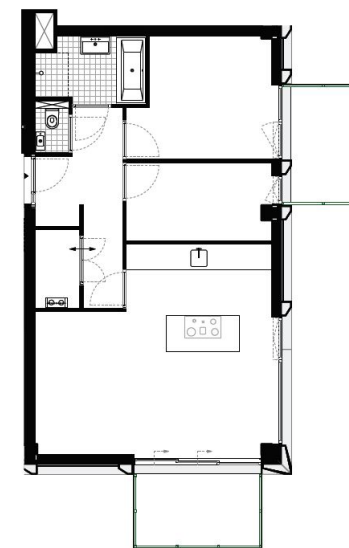
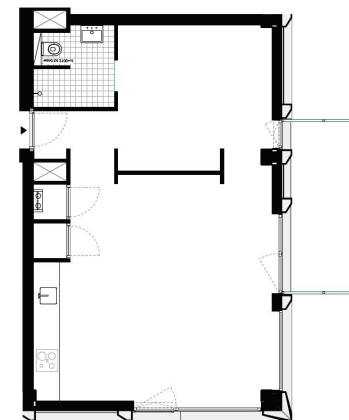
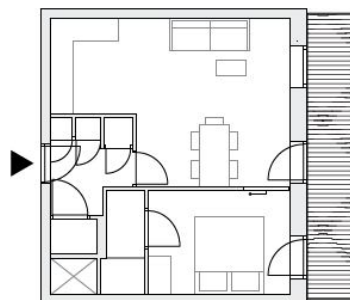
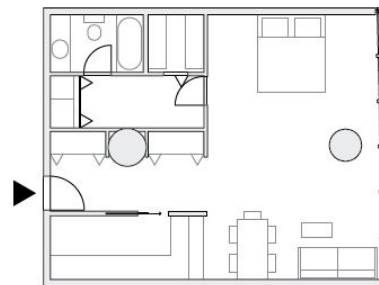
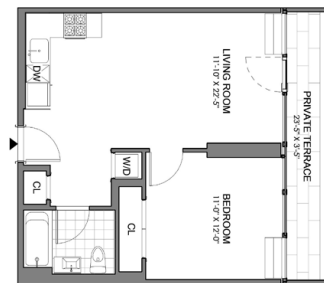
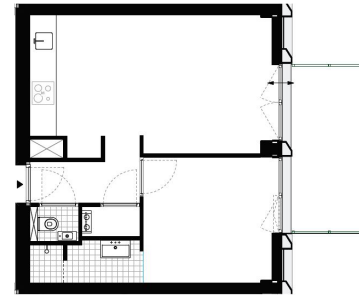
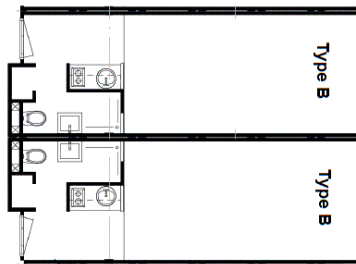
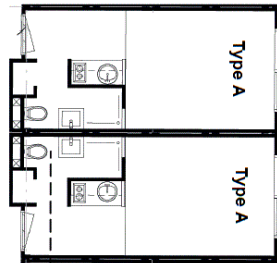
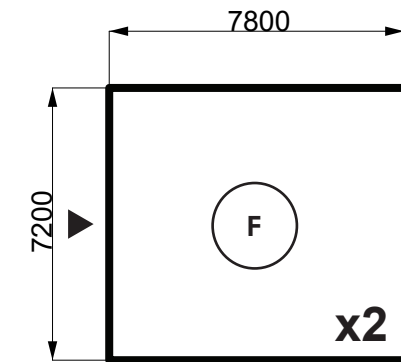
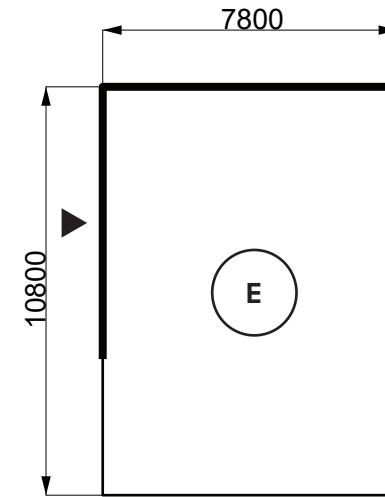
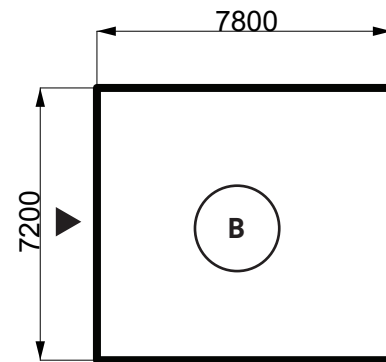
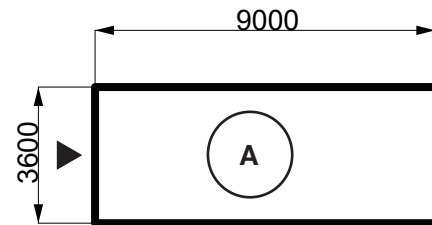


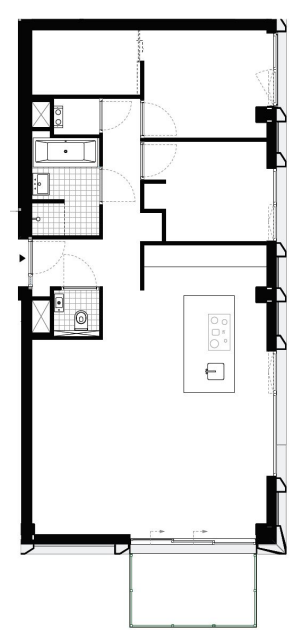
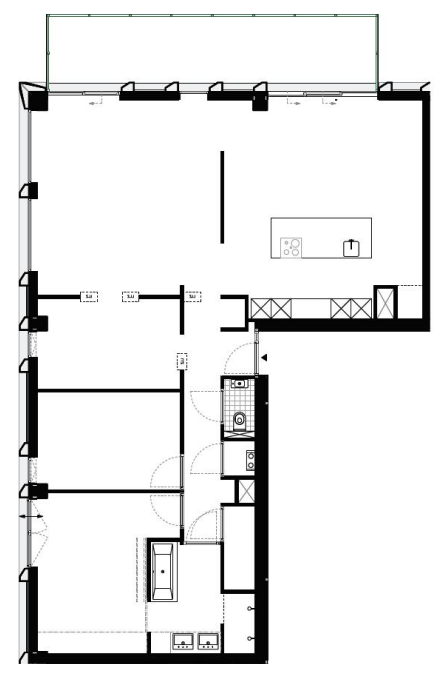
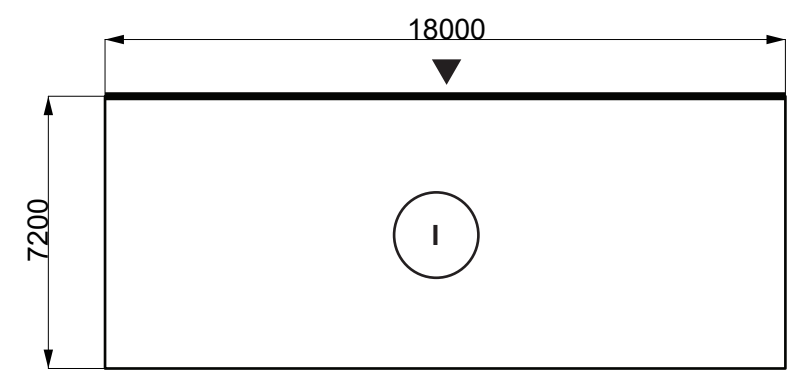
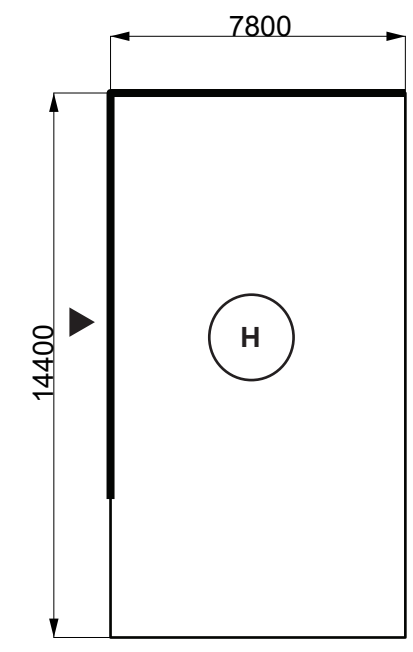
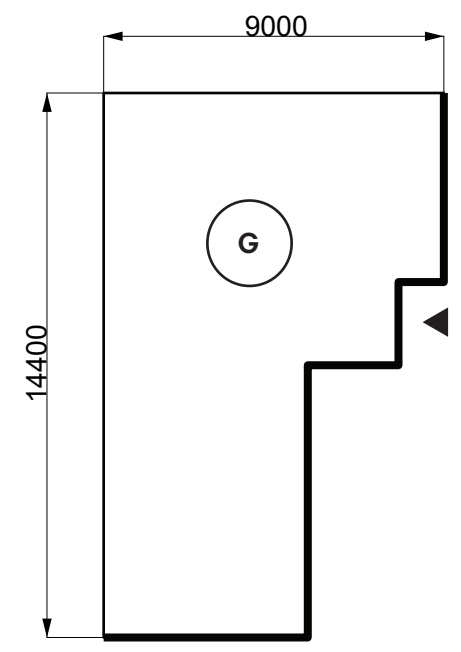
LEGEND

 STRUCTURE

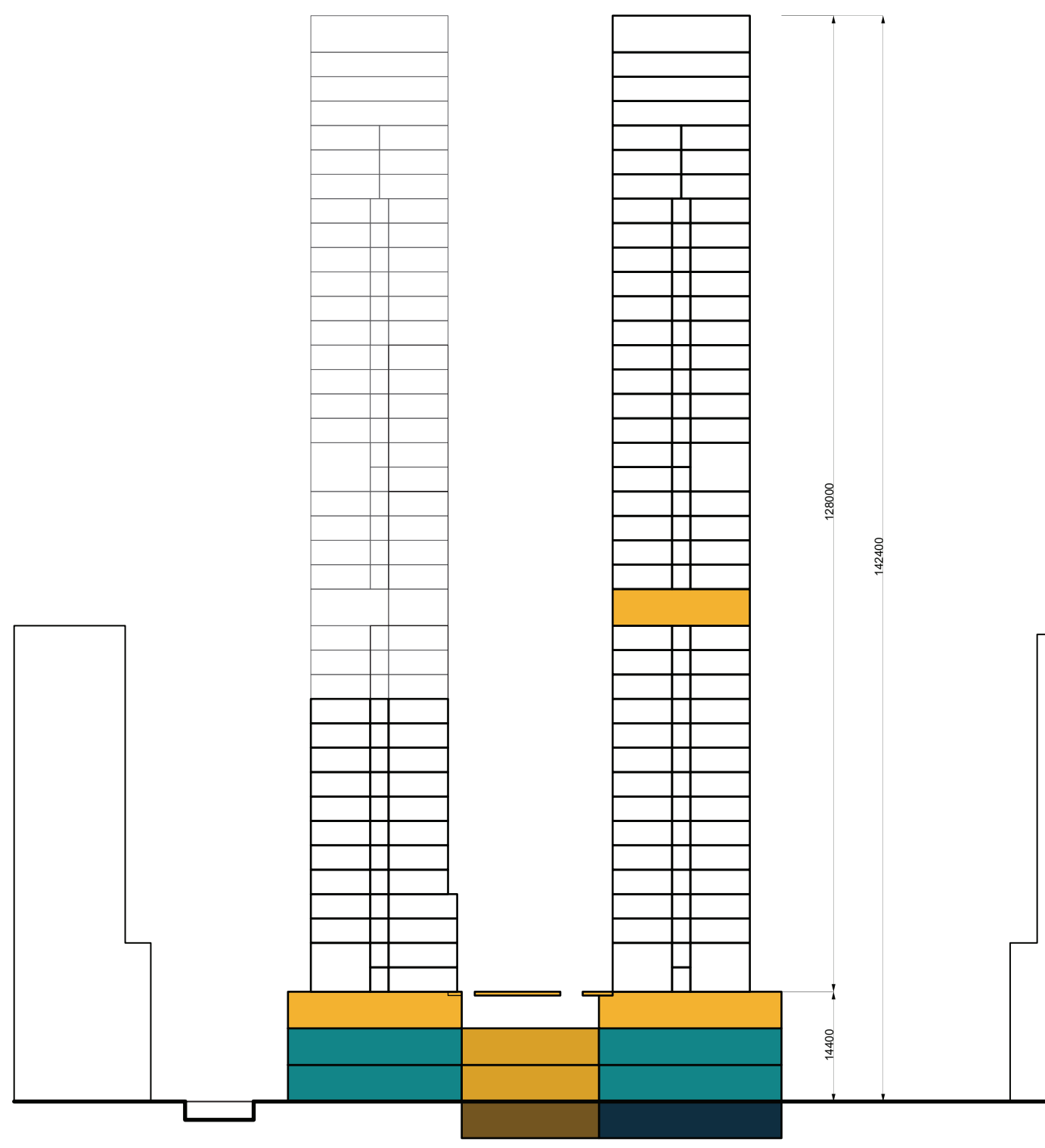
 SHAFT

**+27-32 PLAN**  
86









LEGEND

- COMMERCIAL
- TECHNICAL
- PARKING
- AMENITIES
- SERVICE

