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KEILE as a deserted harbor area, with large remnants of idustry and pollution





But also a area full of new ideas and people paving the wat for a vibrant community







## THE AMATEUR LI EDELKOORT

Theamateurisanewly emerging target audience, accelerated by the corona crisis. While stuck at home these people waken an interest in the act of making. Because they make stuff themselves, they also appreciate the craft and quality behind products.









### THE AMATEUR MAKERS OF QUALITY



Start of corona, suddenly the soon to be amateur had a lot of free time



The soon to be amateur uses this free time to explore new passions



The soon to be amateur starts its transformation The amateur is born from his



passion

The amateur enjoys

the fruits of his

labors



The amateur discovers a love for quality and personalisation in his life



The amateur translates these notions beyond his passions







How can I, as a architect, best serve the amateur?











#### PERSONALISATION JOHN HABRAKEN

Giving the resident the ability to personalize their dwelling, and remove the architect from its absolute role of top-down designer.





## FLEXIBILITY BERNARD LEUPEN

Five layers of flexibility The supporting structure The service elements The circulation The skin The staging of the space













Brand diagram 6 elements to a building, each represented by a line. The thickness of each line represents the life span of the element.









'brand' diagram with the layers as proposed by Leupen







## PERSONALIZATION VS. FLEXIBILITY

Personalization



The client has a direct link to the architect



The client is able to tweak their wishes and demands

#### Flexibility





The apartment is able to transform when the wishes change over time The client is able to tweak their wishes on demand





A diverse target group





A architect researches and analyses the target grup

A lineair design process В



The architect creates a generic profile of the target group

The architect presents a 'mass-produced' apartment plan tailored to the target group

SH**J**FT 12









The architect gets to know the clients





A diverse target group

> The individual has insight into their profile and can make adjustments where needed

Together with the architect the resident comes up with a tailor made apartment

The architect comes up with a personalized profile







The individual has

creative control in the design process of their dwelling





#### CASESTUDIES LEARNING FROM MY PREDECESSORS









#### CASESTUDIES LEARNING FROM MY PREDECESSORS



Too many voices participating in design choices



Complex material, without much experience



Dislikes



Difficult to find your way in the design process









### URBAN SETTING ROTTERDAM



Shift is located on the border of Rotterdam with Schiedam in the old harbor district.





### URBAN SETTING KEILE KWARTIER





As part of a new masterplan for the keile kwartier 24 new buildings are to be realized.





### URBAN SETTING GREEN SPACE



### URBAN SETTING CIRCULATION



Most traffic moves from east to west through the area, except for a bike line connecting north to south





### URBAN SETTING CIRCULATION



entrances to the building are created



### URBAN SETTING BORDERS



public areas people can walk much closer to the facade



### URBAN SETTING BORDERS



space to all residents. Aswell as two collective apartments for when residents require more space



### URBAN SETTING ORIENTATIONS



viewlines in all directions



# MASSING Masterplan



A closed building block, located on the waterfront in the Keilekwartier.



# MASSING Masterplan



Adapt massing heights to surrounding building blocks, add tower on the east side to densify





#### SHIFT MASSING TOWARDS WATER

By shifting the tower towards the water the building becomes more dynamic as a whole



# CIRCULATION



By connecting the two galleries, residents can move through the building more easily



## PERSONALISATION



configurations



### SPACES PUBLIC AND COLLECTIVE





By giving residents many multifunctional spaces the building lifespan can be greatly expanded





The rooftop provides a green place to escape to for residents



SUSTAINABILITY		
Pv-Panels		
Heat exchangers		
Shared electric parking		
Collective heating system		





#### Reachable installations.

The installations are placed in such a way they are easily reached, replaced or repaired.



#### Flexibility

The floorplans are aranged to provide flexibility for the residents. This way any resident can feel at home.

#### Natural ventilation



Б

Fresh air is constantly pumped into the apartments to create a healthy living environment.



Electric cars are parked below the public courtyard and can be used by all residents.



Every apartment is outfitted with large open windows that provide lots of natural daylight.



Sunscreens on the outside of the windows can be used to block out the sun on days that it is not desirerable.

#### Circularity

 $\uparrow \bullet \uparrow$  Circularity is a important theme in SHIFT, many materials used in the fabrication are reclaimed.

#### 📜 Demountable



Large parts of the structure can be taken apart after the building has outlived its purpose.

#### Capture rainwater

Rain water is captured and reused within the building, lowering the amount of water used.

Energy production

Energy is produced on the roof of SHIFT thought PVcells.



#### Wooden structure

The main constuction material is wood, lowering the carbon emissions needed to produce the building.

Recapture energy By reusing the hot air leaving the building, the total energy usage can be kept low.





'brand' diagram with the layers as proposed by Leupen

#### **4. The Skin** 30 - 60 years **1. The Supporting structure** 60 - 200 yea **2. The Service elements** 5 - 30 years **3. The Circulation** 30 - 60 years **5. The Staging of space** 5 - 20 years

#### The site



SHJFT 32





# FLEXIBLE TEMPORARY

# USER

SHJFT 33

#### STRUCTURE CONCRETE BASE



The structure on the ground floor is made of concrete providing stability and strength



## STRUCTURE WOODEN TOPUP



CLT provides light and flexible structure on top of the concrete base



#### STRUCTURE SPECIALS



Additional elements provide stability and strenght to the building




Ground floor



### STRUCTURE DIMENSIONS



A study was performed to determine the optimal positions in of the structural elements to allow residents freedom when planning their apartment











### SERVICE ELEMENTS SECTION



0 2 4 6 8 10 20 meter

Section width





## SERVICE ELEMENTS SECTION



0 2 4 6 8 10 20 meter 

Section length









## SERVICE ELEMENTS PRIVATE SYSTEM



A study was performed to determine the optimal positions in of the structural elements to allow residents freedom when planning their apartment



### SERVICE ELEMENTS PRIVATE SYSTEM



A

#### Flexible floorsystem

top floor to be determined by resident 80mm vermiculite granules with integrated floor heating 40mm soundproofing insulation 100mm vermiculite granules for plumbing systems



100 200 300 400 500 mm

<u>A</u>





## SERVICE ELEMENTS COMBINED SYSTEMS





First floor











# MAIN ENTRANCE

The entrance connects the water front directly with the courtyard, while also giving all residents access to their dwellings.











# SECONDARY ENTRANCE

secondary The entrance gives direct access to the bike and carparking, and to the individual dwellings. The courtyard is not directly accessed from this entrance





# STAIRS

The stairs connect the street and pedestrain life directly with the courtyard, this way people residing in the gallery apartments dont have to travel through the entire building to access their dwellings





SH**J**FT 49



## THE CIRCULATION SECTION



0 2 4 6 8 10 20 20 meter

> Together with the long corridors and the flexible facade system the first resident is able to decide where to place their front door.

Section length





## THE CIRCULATION PLAN



Together with the long corridors and the flexible facade system the first resident is able to decide where to place their front door.

Ground floor



## THE CIRCULATION MULTIPLE ACCESPOINTS



By having multiple access points towards the gallery other than their frontdoor residents have more freedom to include alternative functions in their dwelling







## LAYER 4: THE SKIN





### THE SKIN CONTEXT



#### Lee towers

#### Ferrodome

#### Delfshaven



The three sister towers make use of a very surroundings. sober two-tone color palette.



### Citrushallen

### **Keilewerf 1**

#### **Rotterdam Harbor**



brick and copper detailing.

area. From this location, all the fruits that arrived keilewerf to be converted from a harbor Rotterdam is characterized by its widespread in the harbor were sold and distributed across function to a new maker space. Due to its use of bright and colorful containers constantly Europe. The building uses a combination of pioneering character, the building captures moving and being rearranged into new the ruggedness of the keilewerf perfectly. The configurations. building also adds a much-needed splash of color to the area.

The citrushallen are a staple in the keilewerf Keilewerf 1 is one of the first projects in the Muchlike any harbor in the world the harbor of



### THE SKIN SANITATION GROUNDS



# Brick from sanition ground



StoneCycling was conceived at the Design Academy in Eindhoven, The Netherlands. Then student, Tom van Soest focused on upcycling waste he found in vacant buildings awaiting demolition.

Tom began grinding, crushing, and mixing this waste in his homemade industrial blender and after many, many trials —and even more errors— he found a way to create new materials that were both resilient and appealing.

SH**J**FT 55





### THE SKIN EXTERNAL FACADE

### Airy & light

Dark& grounded

The brick used is a reference to the hostoric and exitsing buildings in the Keiledistrict, while the dark color and colorfull balconies make the building standout in its surroundings





### THE SKIN EXTERNAL FACADE



The brick used is a reference to the hostoric and exitsing buildings in the Keiledistrict, while the dark color and colorfull balconies make the building standout in its surroundings



### THE SKIN EXTERNAL FACADE



The external facade facing the quiet street



### THE SKIN INTERNAL FACADE



The courtyard has brighter, more inviting golden tones to contrast the dark exterior







0 2 4 6 8 10 20 meter 

> The courtyard has brighter, more inviting golden tones to contrast the dark exterior





### THE SKIN INTERNAL FACADE

The courtyard has brighter, more inviting golden tones to contrast the dark exterior, aswell as lush flower beds inviting residents to relax in the communal garden







### THE SKIN PERSONAL CHOICE







### THE SKIN PERSONAL CHOICE





Normal window

Loggia



Balcony















#### Facade system

Stone cycling Waste based strips Trespa TS210 aluminium profile Isovlas pn 180 Isovlas pn 90

### Adjustable guiding element

220mm spruce wood 10mm plasterboard

Window system







#### **Balcony fence**

#### Straight aluminium fence

#### Facade system

Stone cycling Waste based strips Trespa TS210 aluminium profile Isovlas pn 180 Isovlas pn 90

#### Adjustable guiding element

220mm spruce wood 10mm plasterboard

#### Window system







#### **Balcony fence**

#### Straight aluminium fence

### Steel loggia structure

#### Facade system

Stone cycling Waste based strips Trespa TS210 aluminium profile Isovlas pn 180 Isovlas pn 90

#### Adjustable guiding element

220mm spruce wood 10mm plasterboard

#### Window system











#### **Balcony fence**

Curved perforated aluminium fence

#### Steel balcony structure

#### Facade system

Stone cycling Waste based strips Trespa TS210 aluminium profile Isovlas pn 180 Isovlas pn 90

#### Adjustable guiding element

220mm spruce wood 10mm plasterboard





### Window system




























[box]2 is a prefab modular wall system. Easy to integrate into a design using the digital library of walls, roofs and facades. Computer-controlled produced with an accuracy of 0.1mm.







The architect gets to know the clients



A diverse target group



The individual has insight into their profile and can make adjustments where needed

My design process



The architect together with the resident comes up with a tailor made apartment

the design process of their dwelling















Brault













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Ponzanelli









200

Slebioda



de Jong



van Oosterhoudt



- E L

Gollé









Residents buy a empty casco apartment, together with the architect they decide on their facade layout and the initial grid for their systems.





## SPACE STAGE 02





The resident can design their apartment either alone, with the building architect or through a third party completely according to their personal wishes.





## SPACE STAGE 03





After several years the resident is able to completely adjust their apartment to their new needs. For example when the family suddenly becomes a bit bigger.





## SPACE STAGE 04





And the resident can change their minds about their needs however often the want.









In the end all residents of SHIFT can live in their personal piece of paradise.









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0 2 4 6 8 10 20 meter















































