

AMS MID CITY RESEARCH BOOK

# FLEXIBLE WORK, FLEXIBLE STAY

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**COMPLEX PROJECTS**  
DEPARTMENT OF ARCHITECTURE

2018





# SITE IMPRESSIONS

Most of the site belongs to the Oud Zuid neighbourhood. Oud Zuid lies on the south part of Amsterdam. It takes 15 minutes to the canal belt, 6 minutes by train to Schiphol and 23 minutes by train to Utrecht CS. It connects with other regions by bus, tram, and metro. The ring road of Amsterdam (A10) is passing through the site.

From 1998 to 2010 Oud-Zuid was a city of the municipality of Amsterdam in the Dutch province of Noord-Holland. As of May 1, 2010, it has entered the new Amsterdam-South district. The former city of Amsterdam Oud-Zuid consists of eight districts (divided into 41 neighborhoods). The districts are: Oude Pijp, New Pipe with the Diamond neighbourhood, Museumkwartier with the Devil Island, Willemspark, Apollobuurt, Stadionbuurt, Schinkelbuurt, Hoofddorppleinbuurt.

Oud-Zuid (Old-South) is one of the most elegant and well-heeled neighbourhoods in Amsterdam, where impressive mansions line leafy streets, and chic boutiques abound. It is also acting as a cultural gateway from a century ago. Because there are Rijksmuseum, Stedelijk Museum of Modern Art and Van Gogh Museum all of which exhibit the highlights of Western art. The Vondelpark is the city's most popular playground and is a magnet for picnickers and visitors during the summer

months as well as the numerous outdoor performances that take place there. The Oud-Zuid residential area is one of the city's wealthiest district.

Zuidas is also an essential part of the site. According to the masterplan Zuidas and the Vision Zuidas Document in the 21st-century, in the early 1990s, ABN AMRO decided to establish its new headquarters near Amsterdam Zuid station. This decision encouraged Amsterdam to draw up a master plan for the development of Zuidas, which was adopted by the City Council in 1998. The Zuidas masterplan aims to "achieve a healthy balance between living, working, and amenities. It forms the foundation for the current and future development of Zuidas." After development for several years, the Zuidas has grown to a dynamic new part of the Dutch capital with its high concentration of businesses, public institutions, and housing. The ambition of government is trying to make the Zuidas a popular, diverse residential area. Nearly 2000 housing units have already been built. This master plan will be updated in a Vision Zuidas every few years. The last Vision Zuidas was established in 2015. This is based on a distribution of 24% living, 35% work and 41% facilities. By 2030, there should be a total of 7,000 homes Studio apartments, student housing, mid-price and social housing and penthouses with panoramic views.



# **WEALTHY LOW DENSITY**





# **GOOD LIVING ENVIRONMENT**







**LARGE GREEN AREA**





# INACTIVE NEIGHBOURHOOD





# **BUSINESS CENTER**



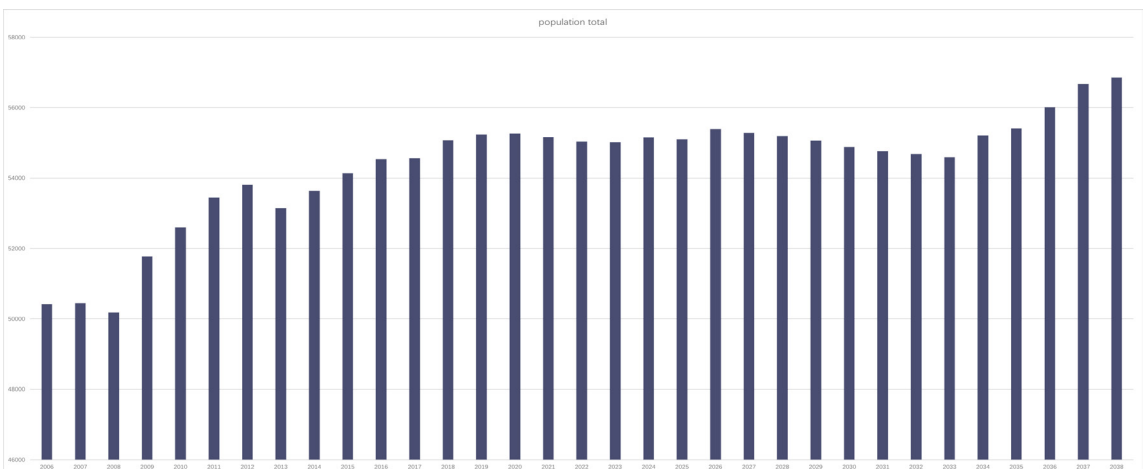
## POPULATION

The population of the whole site is 185,573, and the population of the Oud Zuid is 54,566

The average density of the site is double the average density of Amsterdam, while the density of some area reaches to 5 or 6 times the average. The less dense areas within site are towards to the Amsterdam Zuid station area with less residential houses and more office houses. The area near the station filling with villa also shows less dense. Denser areas appear to spread out around the Oude Zuid and west side of the Oude Zuid. It is surprising that the central city covers more 2nd or 3rd degree of density instead of an expected 4th and 5th. It is probably because there are more tourists, short stayers than

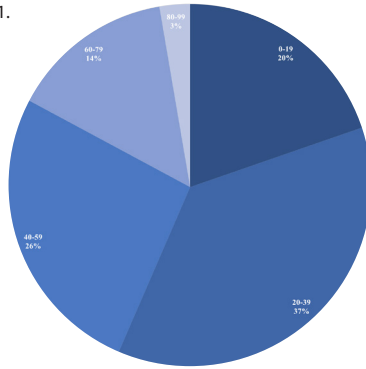
registered residents. The map also gives a clear overview of the distribution of inhabitants of the site.

Amsterdam has shown the fastest population growth rate among major Dutch cities. The municipality provided prognosis on the development of Oud Zuid. It is expected about 2300 residents will grow in the coming years. Therefore, a large number of new housings will be build up in Amsterdam.

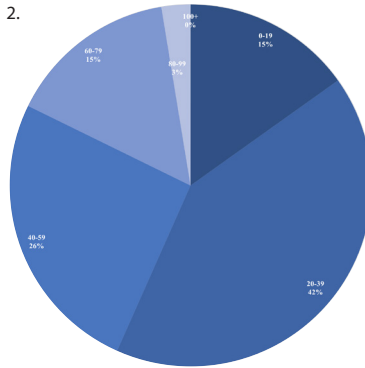




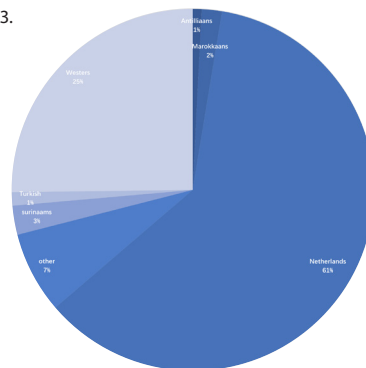
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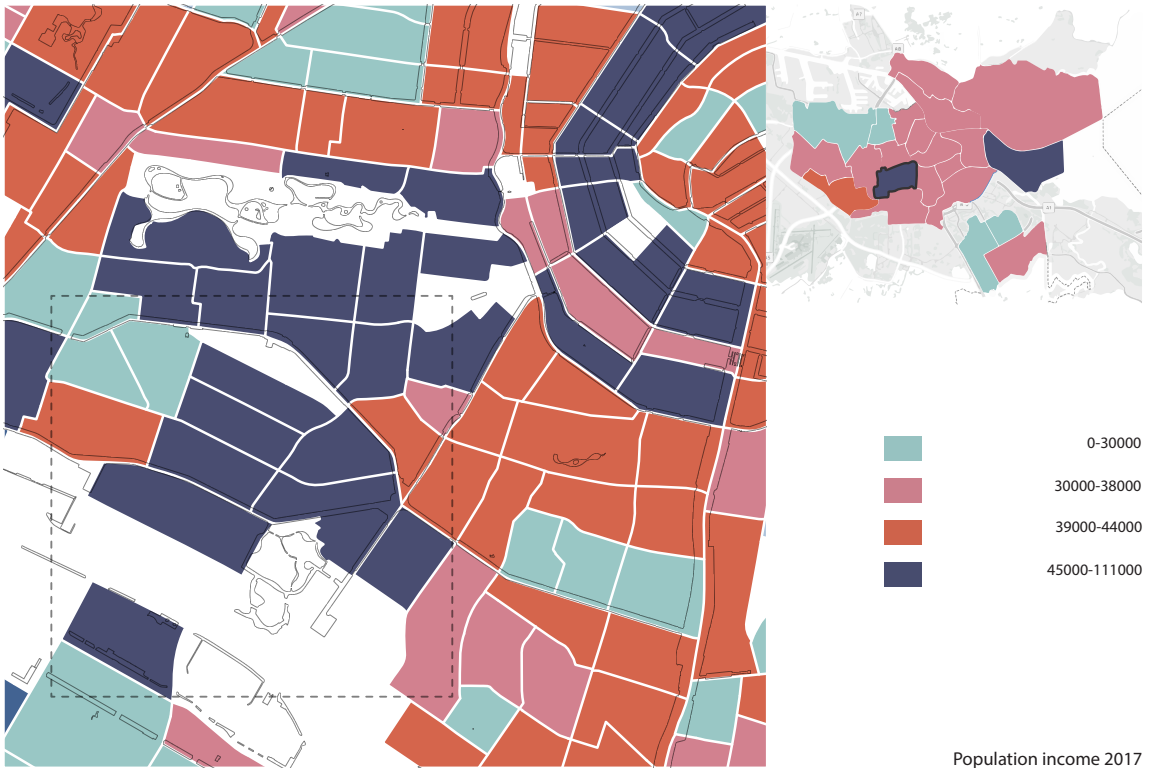
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1. Amsterdam Age Percentage(%)2017

2. Oude Zuid Age Percentage(%)2017

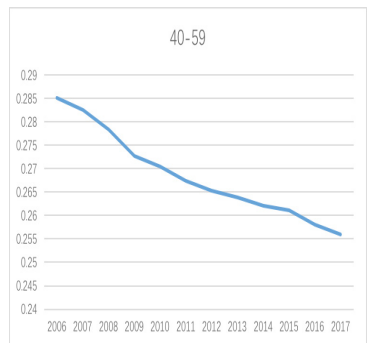
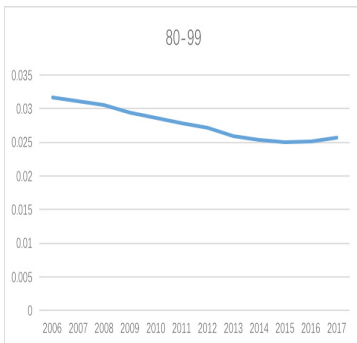
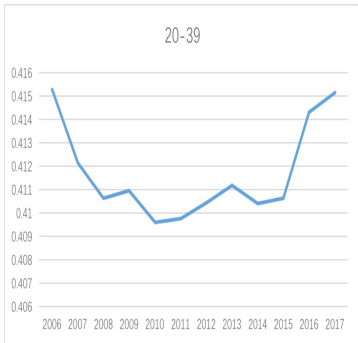
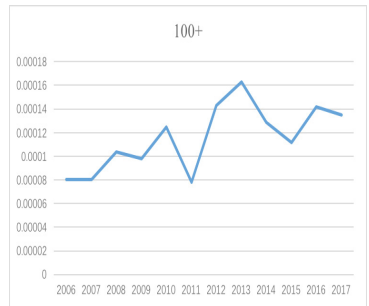
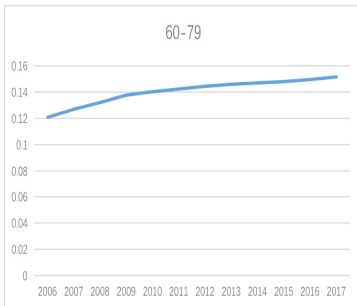
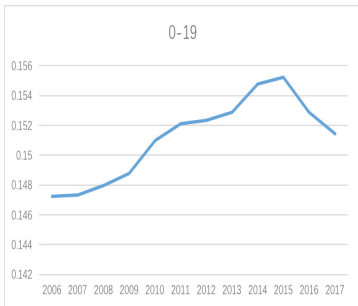
3. Oude Zuid Origins Percentage (%)2017



From the diagrams of age percentage , the proportion of the elder people stays stable. The percentage of 20 to 59 have changed dramatically. From 2006 to 2009, the percentage of the young people was decreased rapidly. After that, the percent began to increase. However, the percent of age from 20 to 39 is almost the same comparing to the ten years ago. There are more residential houses than commercial houses and office houses so that it seems less attractive for the young people. According to the Zuidas Vision Document Ratified by Amsterdam City Council on 9 September 2009, they planned to build more new office buildings and social housing. Moreover, they wanted to change some residential lands into mixed-use lands to increase the diversity of this area. It will bring more diversity to this district.

The population of this site consists mainly of Dutch nationals. Some of them are from a very diverse origin. During the 70s, many labors came to the Netherlands as guest labors, and their generations would follow them to stay in the Netherlands. They are mainly from Marrocan, Turkish, Surinam origins, and other western countries. They came from several immigrations flux last century. Since the economic status of immigrants from non-western countries is usually lower than average, there is no wonder they occupy less percent of the whole population in this site.

When we look at the average income of each neighborhood, we could find how wealthy this area is. They have the highest average disposable income in the Amsterdam region. Indeed, the area is known as the richest town in the Netherlands.



AGE PERCENTAGE(% OF TOTAL) FROM 2006 to 2017



JIMSTRAAT  
2105



R10  
100 De Doolvrou  
8 VRIJ  
100 Mr. H. J. J. J.  
7 VRIJ

# LIFESTYLE

This research tells the lifestyle transition history of the Netherlands from the 19th century by analyzing the transformation of its cities' urban planning and social background, trying to make some prediction for the future. By "reading" their physical and spatial characteristics, it documents historical changes. Every corner of the city is saturated with man's ideas, hopes, fears, dreams, and ideologies. Every change of the urban planning driven by the society or not planned all marked the change of the lifestyle.





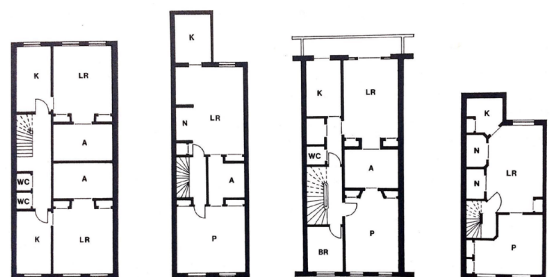
## HOUSING ACT AND PLAN ZUID(1900-1920S)

Overcrowding in inadequate housing was the unavoidable result of the dramatic changes in Amsterdam during the last decades of 19th century. At that time, the Netherlands just recovered from more than a century of economic decline. Thanks to the German industrial strength. Many families flew into Amsterdam seeking for jobs in Harbors, stores, workshops, offices, and factories. The working-class housing was near the place of employment because they lacked both the time and the money to cover the transportation distance. One thing should be noticed is that until the 1920s, most of them walked, and after that, bikes became a household item. Therefore, the worker districts were near the harbor or within the city center.

In Amsterdam before 1900, especially in the Jordann, the Eastern Islands, and the Jewish Quarter, there existed a number of bad and dilapidated dwellings lacking sufficient daylight. Most of them were damp, not fire-proof and lacked any accommodation. The floorplan (Fig 2) newly constructed in the Kalff plan(1875) provided an only minimal improvement in amenity but result in the abuse of slum. Small flats with only one or two rooms per family, enclosed alcove instead of the bedroom. Toilets were shared between families or placed in the kitchen. In 1899, 44.8% of all homes had only one or two rooms. 37.4% of the homes were occupied by more than two people were single-room dwellings, which means all kinds of daily activities, like washing, drying, cooking, working, playing and sleeping, were going on in this space. For many working class, not only they not afford the space and equipment necessary to maintain the bourgeois lifestyle, but their social circumstances constrained their choice. Because of the financial burdens, the elderly were put in institutions. Long hours at workplace made them rarely encountered other family members. The model of the nuclear family could not survive. The children would be sent out to work when they reached the school-leaving age and lived with their employers or in the factory dormitories sharing a small bedroom with four or five workers.



Fig 1 : Groot Hemelrijk alley in the center of Amsterdam



- |                         |                      |
|-------------------------|----------------------|
| A Alcove                | N Built-in bed niche |
| BR Bedroom              | P Parlo              |
| K Kitchen               | s Sink               |
| K-LR Kichen-living room | S Storage            |
| LR Living room          | WC Water closet      |

Dr. S. S. Colonel's reports about the slum in Amsterdam revealed the hazards of poor housing to

Fig 2 : Dwelling plans in Amsterdam in 1900



the educated classes. His ideal of improving the environment of the working-class neighborhood to control the diseases won the support from leading liberals. In the Early in the 20th century, the government considered public health and hygiene as one of its responsibilities. In 1902, Housing Act addressed the perceived need for adequate housing in two ways: increasing quality and increasing quantity, asking for better ventilation, drinking water, fire safety, water closets and even the transition from sleeping cupboards to bedrooms.

In late 19th century, poverty was viewed as the result of character flaws. The lower class usually were lazy, crude, emotional and immoral. In 1913, a lecture given by a reformer presented that bad housing caused bad temper, alcoholism, waste of money, neglect of children. Etc. Thus, the better housing was also regarded as a means to reform working-class behavior. The urban working class was to be encouraged through a variety of means, education, rules, and housing design to conform to a set of behaviors. For example, the housewives would receive the instruction about the household care. In another hand, the reformers and architects were searching for an improving plan in new districts. Amsterdam's reformers insisted on three minimal conditions: the total separation of the workplace from dwellings, the separation of washing and cooking from sitting and living, and separation of sleeping. And then the Amsterdam Housing Council made a study of the most advisable type for the worker's dwelling (Fig 3) to influence the private developer.

The Plan Zuid of 1915 by Berlage combined the broad thoroughfares with the local street, house fronts of high aesthetic quality, public green spaces, and water. The quality of these neighborhood built for working class was much higher than those in the canal rings. The workers moved into the new residential area at the periphery of the city, and the workplace was separated from home. When the housing form was changed, workers were forced to adapt to new surroundings, and their behaviors were changed to conformity with a modern vision of urban life.

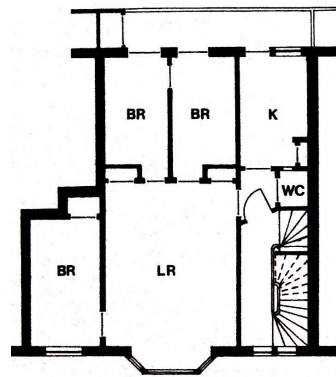


Fig 3-1 : the preferred dwelling type H.P. Berlage, Algemeene Woningbouw Vereeniging Tolstraat 1912

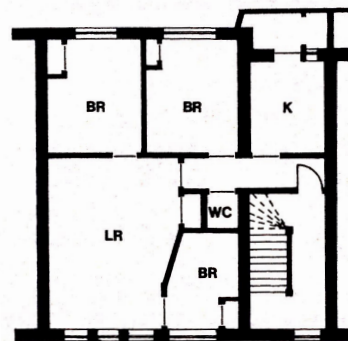


Fig 3-2 : Michel de Klerk, Eigen Haard, Zaanstraat, 1918

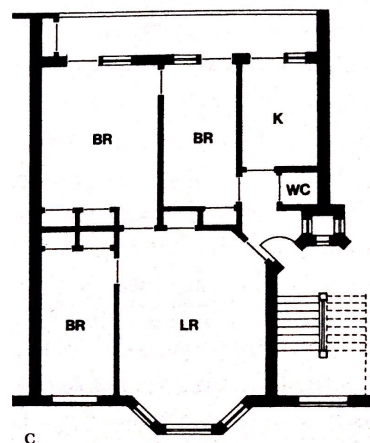


Fig 3-3 : J.C. van Epen, Algemeene Woningbouw Vereeniging 1915

## COMPACT CITY AND GARDEN CITY(1920S-1940S)

In 1924, the international town planning conference was held in Amsterdam combine the former garden city movement with the town planning movement, which focused on urban reform. They believed that the city should be protected against the invasion of industries, and the loss of part of their urban life. Instead of concentric rings, radial expansion was now favored. Zoning was seen as essential. The urban core was destined to become the “city” with banks, cultural facilities, the public administration, and high-quality shops; housing would move to the periphery, and industry would be located in the vicinity of canals or of harbors and also be accessible by train and car. Then the concept of the Functional City came to dominate CIAM thinking after the conference in Brussels in 1933. This idea influenced the latter extension plan of Amsterdam.

Amsterdam’s general expansion plan of 1926 (Fig 4)was designed under the concept of functional city and garden city, and the goal is a compact city. Housing would gradually move to the new neighborhoods in the periphery. The port and the living areas expanded to the western direction. Both parts were separated by a wide green belt. Inside the living area, the neighborhoods were separated from each other by green belts. These neighborhoods were to approach the living ideals of the garden cities(Fig 5) and kept the independence of the separate neighborhoods. Besides, the core would gradually absorb more “city” functions. And to solve the traffic problems, ring roads were planned, among them the present highway A 10. The daily transportation began to gradually shift from the railway to the car(Fig 6). The general expansion plan was a unique balancing act. The plan tried to give up the old urban planning custom of pasting new neighborhoods right up against the old city, but also passed over the concept of satellite cities that grew independently of the urban center.

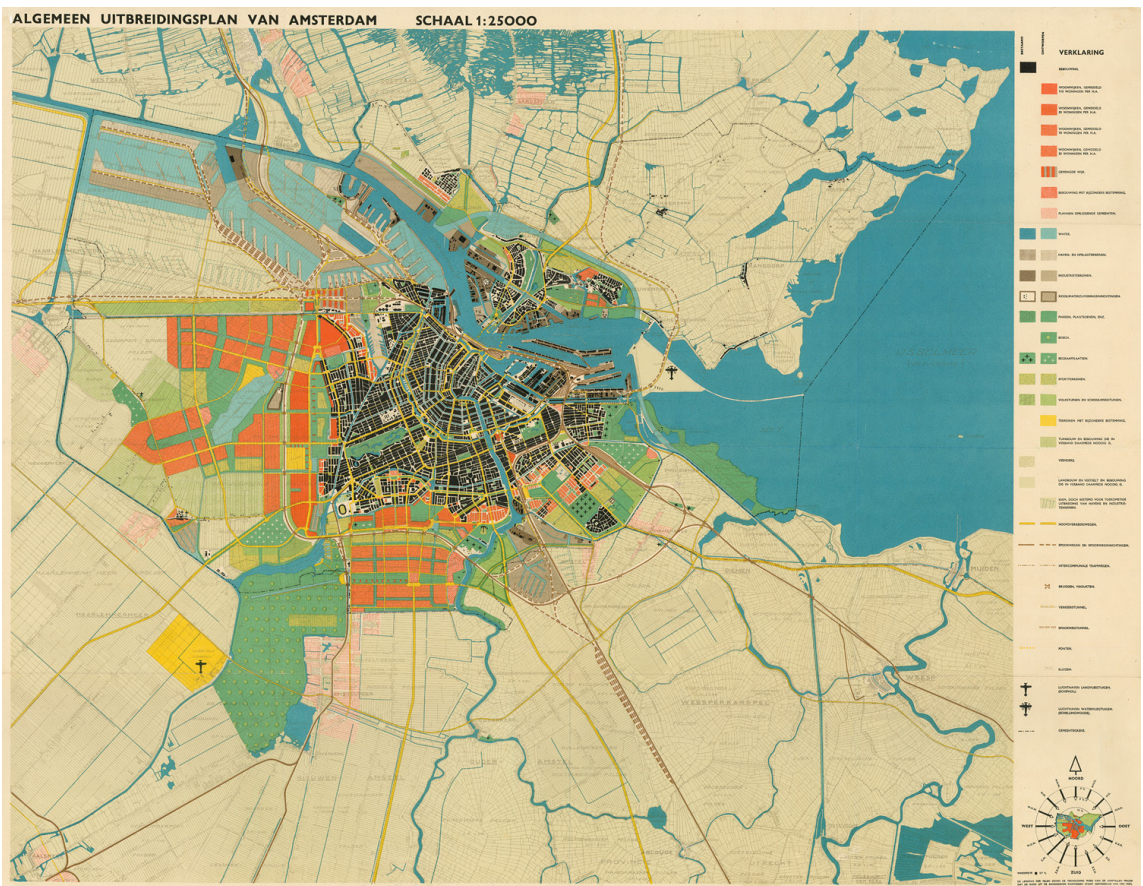


Fig 4: Amsterdam General Expansion Plan 1926



In 1958, the city decided to start a massive expansion from the northern city. Under this decision, in 1965, the city then decided to build a huge urban extension in the southeast of Bijlmermeerpolder far away from the city center(Fig 7). The connection between this area with the rest of the city is a problem. This design was inspired by the functional city ideas of CIAM. This district was characterized by 10-story high-rise in a distinctive hexagonal honeycomb structure and a lot of greenery. It was a forward-looking concept that had a strict separation between living, working and recreating. Part of the philosophy is also the separation of car, bicycle, and pedestrian traffic.



Fig 5: Photo of Buitenveldert-West Neighbourhood 2017



Fig 6: City Center 1930s



Fig 7: Bijlmermeer Project

## THE POSTWAR WORLD (1945-1968)

During the period of WWII, when the Netherlands was occupied by the Nazis, the latter soon embarked on the modernization of Dutch building practice. At that time, unlike most other industries, it had hardly benefited from the prewar industrialization. The building industries were still old-fashioned, and the most firms were quite small. Therefore, here began the large scale of standardization and industrialization. After the occupation, the building industry was hoped to steer the Netherlands out of the crisis. A large number of housings were needed, especially the public housing. Gradually, the industrialization of the building industries led to rows of tenement houses that replaced the blocks. Old city fabric disappeared.

### Suburbia

When the war was finally over, the country had to face its immense damage. Large parts of the Netherlands' industrial facilities had been dismantled and looted. In 1942, there was a ban on all building activities issued by the German authority. It caused the housing shortage, especially the public housing. The lower income groups faced the great difficulties in finding a home. What's worse, the loss of the Dutch East Indies and Indonesia made the countries lost a large amount of colonies profits used to the investment in facilities construction after the war. Thus, the second wave of industrialization was unavoidable. The blooming industries created numbers of jobs requiring more labor immigrants. A consequence of the choice to abandon the concept of the compact city was the unstoppable suburbia. "To work anywhere and live nowhere" became the Dutch daily life. Suburbanization began in attractive areas in the Gooi (Fig 8) connected to Amsterdam by railway. After 1965, the new housings in the surrounding towns especially in Uithoorn and Almere attracted a lot of the lower middle class by offering decent quality for moderate rents (Fig 9,10).

Before the urban planning principles of the 1920s and 1930s were abandoned, new houses were usually added to the periphery of cities or in the villages. In the 1950s to 1960s, the neighborhoods were asking to be part of a brand new urban unit that can cover almost everything they need in daily life. In these new neighborhoods, modernism

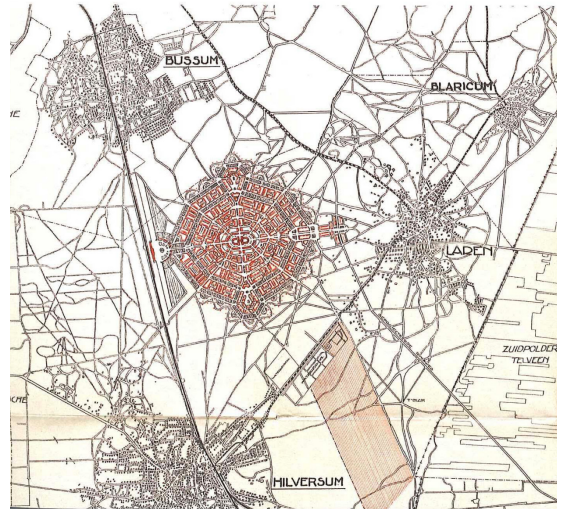


Fig 8: Gooi City



Fig 9: Uithoorn in 1960s-1970s

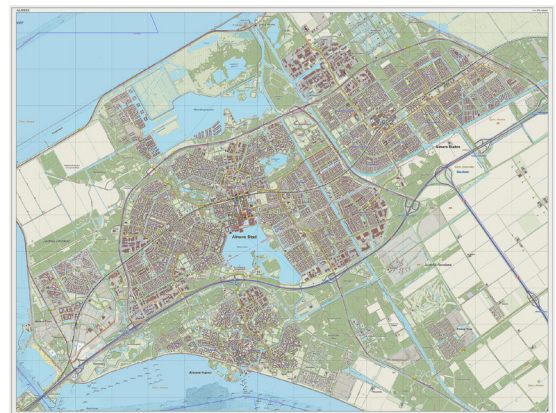


Fig 10: Almere in 2014

manifested itself as uniform and homogeneous. The huge housing shortage gave people no alternative to settling in the new neighborhood. The new neighborhood shows a low density surrounded by large and green space. As the total number of its inhabitants grew from 500,000 to 750,000 during the 1950s, the area occupied expanded from fifteen to two hundred square Kilometers. The traffic and transport grew explosively as the city grew bigger.

### The Cold war as a battle of lifestyle

During the cold war, the world had been divided between two competing systems: capitalism, with the United States as its principal power, and Communism, its counterpart, essentially dominated by the Soviet Union. The cold war is actually the competition of lifestyle between socialism and the welfare state. During the cold war, the western Europe forced to choose sides looked to the USA for the leadership. Its impact on the economy, the military, and the scientific world was tremendous. Marshall plans had greatly enhanced the reputation of the United States by temporarily relieving the country from the serious pain after war, and laying the foundation for economic recovery. The amount of money it devoted into Netherlands during 1948 to 1952 was 3.6 billion Dutch guilders. In addition, the American magazine "Life" (Fig 11) started an international edition in the Netherlands for 80 cents that offered the most appealing view of the American way of life one can imagine: People look very prosperous, addicted to the fun of new consumer society. Consumption and leisure define their lifestyle. The Dutch start to admire the American lifestyle to get rid of the heavy burden of their conventional culture and history. These principles of garden city and compact city are now abandoned. Community concept and the car ownership ushered in a new stage. As most of the facilities required for daily living are concentrated in new neighborhood centers, the link between new settlements and the central region will be weakened, and the role of new communities became the autonomous units. In the 1960s, the neighborhood center was increasingly using the shopping center model, which was invented in American in 1948.

Then the Americans have invented another innovation: "supermarket". In 1953, it also appeared in the Netherlands (Fig 12).

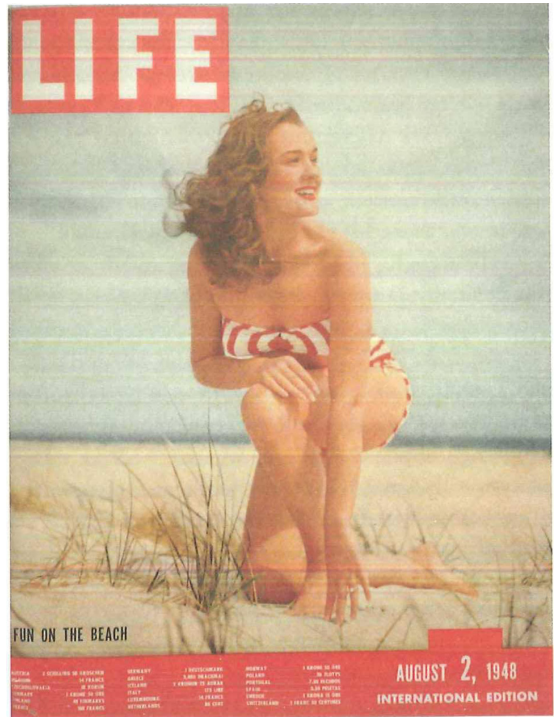


Fig 11: Life magazine 1948



Fig 12: The first Dirk Van Den Broek supermarket at the corner of Kinkerstraat and Bildersijkstraat

### Car

In 1953, there were only cars 300,000 registered in the Netherlands, but by 1962 the number already exceeded 1,000,000. The car became a nightmare for urbanist increasing the volume of unnecessary traffic.

Car freed people from the timetable and the limited number of railway lines and allowed them to conquer space in a different way other than the fixed pattern inherent in the railway. Car allowed people to live far away from the places where they worked and would alter the relations between the rural areas and the city. An American lecturer at the Amsterdam conference claimed that since car ownership had become widespread, urban parks were less frequently used. Generally speaking, it appeared that the greater the number of cars, the fewer people needed to have all kinds of facilities within a short distance from home. The massive mobilization of the whole country is now almost complete. The Netherlands has become a car country. With 8 million personal cars, the regional density is very high: 240 cars per square kilometer highway. Kinds of so "American" things, such as daily commutes to and from work over great distances, routine traffic jams, and ailing public transit in rural areas, are full of now the Dutch daily life. However, in Amsterdam, Car ownership and use are much lower than the rest of the country. Only one family out of two in Amsterdam has one car. Usually, one-third in some older communities, compared to the national average is one car per household. The main reason is the bicycle. Comparing the percent of the vehicle use in four cities (Fig 13), we could find the bike is still the most important way of getting around in the city.

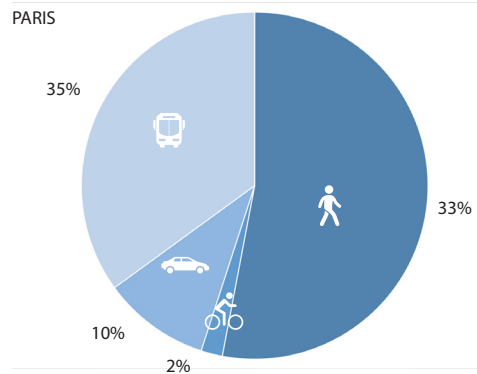
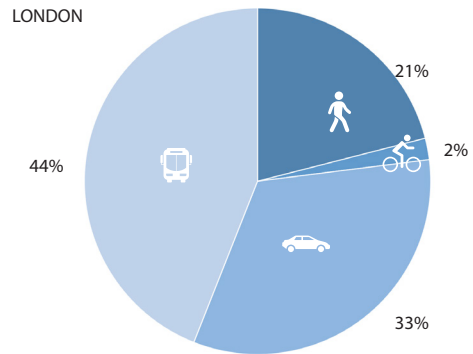
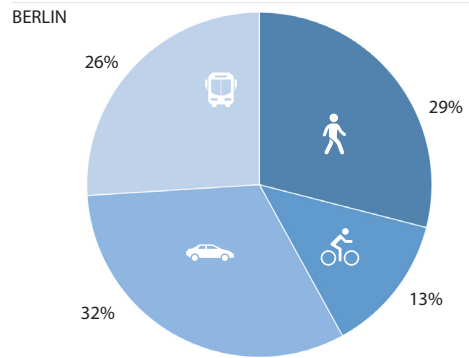
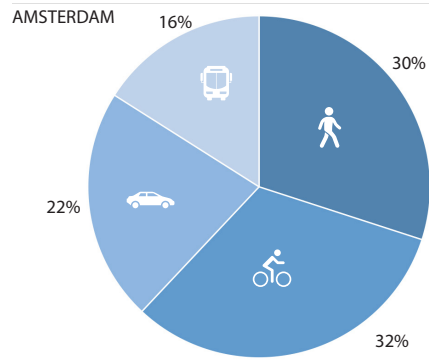


Fig 13 : the Percent of the vehicle use







## Bike

In Netherlands, the bike started out on the city stage around 1900 and never left. Actually, Amsterdam was designed for bicyclists. In preparation for the general expansion plan (1934), it looked at how long it would take to reach the city center by bike. Most people in Amsterdam could reach the city center in 20 minutes. Only from the farthest corner of Osdorp to the left, cycling can take more than 30 minutes. In the new neighborhood, bicycle played a decisive role helping build up a connection between the existing and the new city, between residential and work areas. Before and after the Second World War, bicycles accounted for 80% of all modes of travel, still 60% in 1960. In addition, urban renewal has stimulated the population of bicycles since the 1970s as it ensures the possibility and affordability of living in urban centers. The general expansion plan reflected the reality of cycling in Amsterdam at that time, as it accounted for three-quarters of the rides in the 1950s and there was a dramatic drop to a quarter in 1970, but since then Starting up again. At present, 37% of the sports in Amsterdam are cycling, while in urban areas, the old neighborhood is up to 50%.

## URBAN RENEWAL AND GLOBAL ECONOMY (1970S-THE PRESENT)

In this period, for an increasing number of people, life escaped the duality of the two poles that contained it in the past: work and home. Because the density of new districts is usually much lower, thus emptied the city, prompting its decline rather than recovery. The development of a new approach to the problem coincided with an increasing sense of revitalization. By the mid-1970s, most of the Netherlands cities had changed their course: they ended the demolition of abandoned areas, and maintained existing street patterns and banned high rise. Urban renewal has developed into a favorite area for Dutch architects, many of whom were inspired by Marxism. Urban renewal marks a huge change: an attempt to stop the outward trend toward the suburbs. The mix of functions was seen as valuable and encouraged wherever possible. Thus, the scene of decline for decades, inner cities showed surprising sign of recovery. In the process of this revitalization, the old

citizen gave way to the young citizens because the young urban professionals are more willing to live in inner city and want to invest to renovate the decaying parts of the city, like de Pijp (Fig 14). Why is it so attractive to the yuppies? There was shopping. Shopping became a favorite entertainment for yuppies. Retails and shops were already available at the old city center. The city center is no longer a place of production. They have become attractive consuming places relying on marketing tactics. Implanted in the shopping districts, apartment buildings for the wealthier among them will supposedly provide the spending power for the shops, art galleries and restaurants.



Fig 14. De Pijp 2017

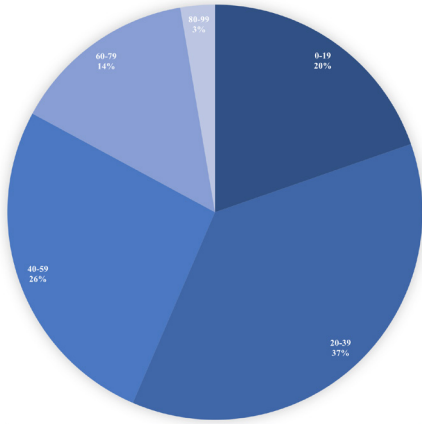


Fig 15. Amsterdam Age Percentage(%)2017

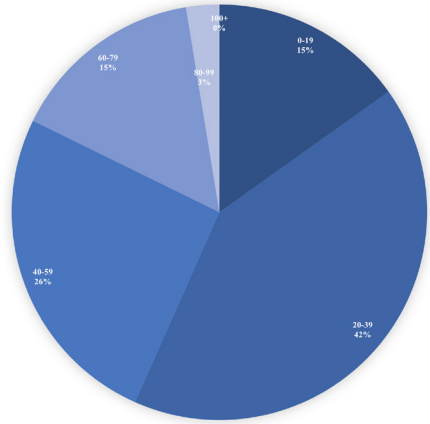


Fig 16. Oude Zuid Age Percentage(%)2017

## POPULATION

From the percentage of the household structure in Oud Zuid (Fig 17,18), we could find Oud Zuid is particularly popular with families and young professionals. Over 50% of household is single person. And over 50% of family are without a kid. Most of them(Fig 19) are working at the commercial service position. Compared to the rest of parts of Amsterdam(Fig 15,16,20), the Oud Zuid is a relatively young district. Only the villa part and Zuidas have an aging population. However, in the future, more social housings and rental housing are planned to be built in Zuidas. It will balance the population structure in the future.

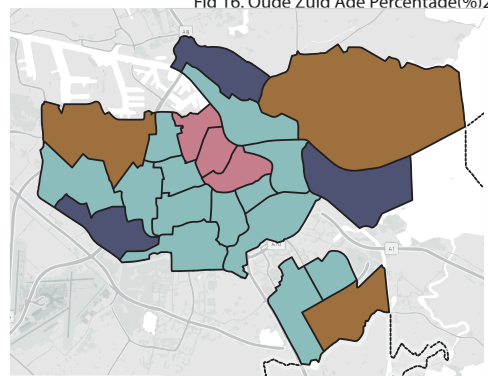


Fig 17: Single(51.3%Oud Zuid)

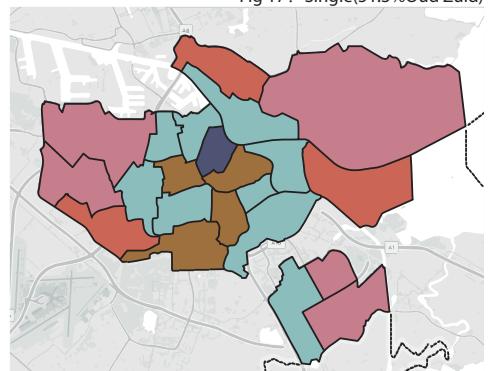


Fig 18: Family with kids(24.1%Oud Zuid)

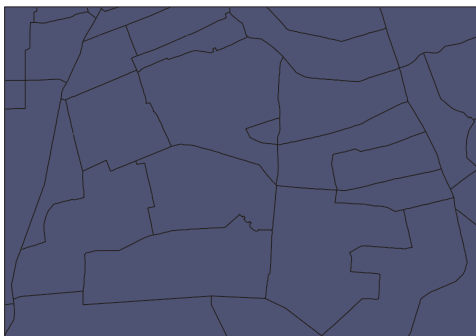


Fig 19: percent of commercial service>50%

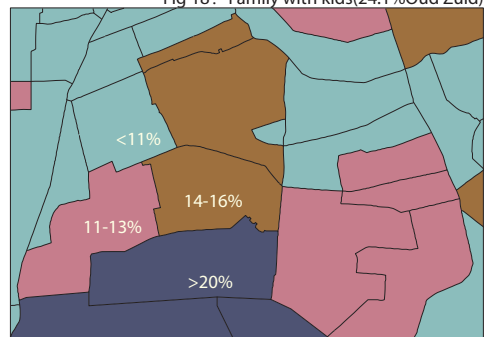


Fig 20: percent of above 65+



1. Zuidas 2017

## FUTURE

To develop the smart city, Amsterdam City Council introduced the 2040 master plan. It includes developing office parts into mixed-use residential communities, redeveloping industrial; riverfronts and building more high-rises, windfarms and public transport networks.

The overarching goal is to densify existing communities and build new suburban business, commercial and residential districts that maximise space as efficiently as possible within the A10 ring road encircling the city.

### Zuidas

Currently, the Zuidas is still an incoherent part of the Amsterdam. Though there are much enthusiastic from the city council and private investors to develop it into a new city center of Amsterdam, the Zuidas is merely at the very beginning of that. The WTC and the main offices of ABN-Amro and ING are located among the out-of-date stations, a university sports center and numbers of vacant lots. The ultimate ambitious for the Zuidas is to make it a business center, as an opportunity to lure highly desirable knowledge workers to the city and as a new center for Amsterdam and the Randstad urban conglomeration. Even more in

the future vision, the economy of the Netherlands could highly depend on the Zuidas.

But before the great goals are achieved, there are still question remain: How a business center can also become another city center, after the historical center of Amsterdam? Usually, a city center serves all section of a city's population, but a business center is some elegant place-like the first class in an airplane-which do not have to serve everyone. For the moment, visions for the future of the Zuidas still involve a new urban society of highly educated knowledge workers with a strongly international orientation. Different from the current center of Amsterdam, of where a mix of housing, employment, and facilities with high density, the potential for the socio-cultural mix is particularly limited. The assortment of shops, the cafes, dwellings, and offices will be aimed at residents and visitors with above-average incomes, turning the Zuidas into a center for a specific group of Amsterdam residents.

According to Jan Winsemius , urban-design consultant, the existing centers like Amsterdam were never "conceived" and could not be brought to another area, so a new identity needs to be developed in Zuidas, besides the salespoint of a hustle and bustle business area.



Nowadays numbers of new trends for cities in next generation are being discussed, here are some proposals for the Zuidas which I think meet the need of it.

### 1. Optimal recycling-More effective recycling

As a part of the circular economy, the optimal recycling aiming to change the way of in which we produce, consume and create waste in a city, by making recycling more accessible to individuals. In the case of Zuidas, that means a more sustainable strategy of urban design and architecture. According to the EU commission, moving towards a more circular economy can result in estimated EU business net savings of up to EUR 600 billion and 2 million new jobs. That could be a chance for Zuidas to become a well-known center in next generation.

### 2. Accessibility Design

Accessibility design is the urban design that not only takes into account the full spectrum of other-abled (including elderly, disabled, and handicapped) individuals, but also different transportation methods used by all of the

people, then creating a user-friendly urban and domestic environment. Now the Zuidas already has a train station in it and Schiphol airport nearby, next goal could design a multi-layer transportation system, providing accessibilities to all of the people who want a visit, work and live in the city.

### 3. Happy city

The Happy City is the concept that cultivating "urban joy" can dramatically improve the city on an emotional level, using the method from infrastructure and economy. Threatened by the high pressure of modern urban working pace, especially in the knowledge economy-which the Zuidas is going to developed-people are more easily to get anxiety and tired. The happy city focuses on creating better working and living environment to give a happier lifestyle to citizens. In Between: They feel at home in intermediate statuses and have grown up with transformation and change. To deal with this, they have developed their personal strategies for handling uncertainty. In order to solve this problem, they developed a personal strategy to deal

with uncertainty. They often move around in their work life as freelancers or project staff, often using “collaborative” workplaces and participating in social centers.

**Young Globalists:** Their identities are defined by work and career. They have gained international experience since childhood. They are highly mobile and have pronounced inter-cultural competencies. Some may even have several homes or are regular commuters through many countries. These are the people that may be approached by the international consulting firm.

**Latte-Macchiato families:** These young start-up families have left their traditional family roles. They may also be called “new city avant-garde” to foster a sustainable and hedonistic way of life. For them, the family does not mean sacrificing their previous way of life. Design, convenience, and sustainability are the main factors in their lives. Both partners usually have jobs, sharing the responsibilities of family. As a result, Latte-Macchiato families need supportive home services - from nursery to laundry.

**Greyhoppers:** They have retired but are still active. They usually have enough passion or fascination to continue participating in social life. They gather in university lecture halls and travel around the world or live in cities rather than in rural areas. They are engaged extensively and are very willing to work, be they social commitments or as part-time or part-time jobs for the company.

**Silverpreneurs:** For them, becoming part of the world means working in particular. Moreover, they do not want to give up. They often start their second career, again bringing new qualities to their lives. This includes a Swiss surgeon who realizes his dream of life by becoming a truck driver. However, Silverpreneurs usually will become an independent consultant in previous work environments. What they find especially interesting is their ability to teach their experiences and expertise again within the exciting company project.





# WHERE URBAN PLANNING MEETS CITY LIFE

Lifestyle organizes the endless possibilities that a consumer society offers and provides a basic rhythm for life. Life does not simply happen to us, we produce it.

What are the challenges contemporary urbanism having to meet? In the Netherlands - and indeed most of the Western world - the prospect of a shrinking population and decreasing economic growth appear to be the most pressing issues. Town planning can greatly contribute to a more sustainable world, and the means it needs to do so are at the heart of the discipline, in the form of rational zoning, that is, the design of urban patterns that minimize the need for traffic. "Densification" is often promoted as a means to achieve this. - though, obviously, everything depends on where it occurs.

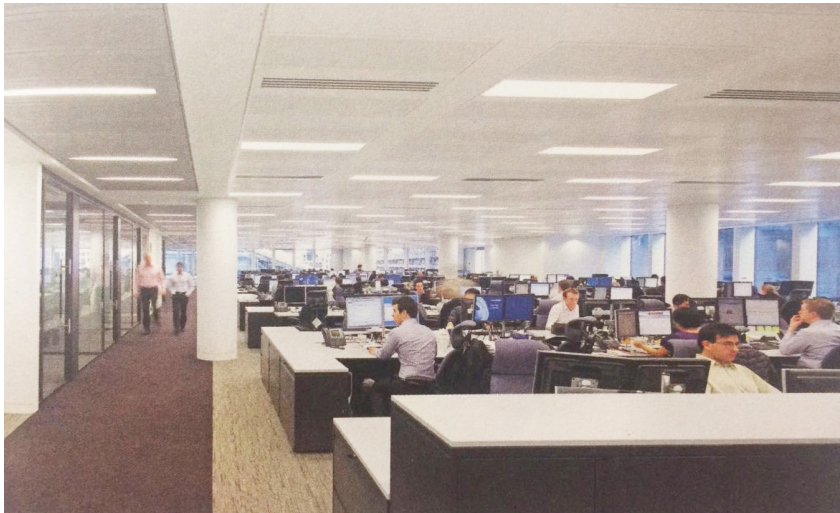




# The Transition of Office Space



interior of the Union Carbide Building  
1959



interior of Markit London 2011

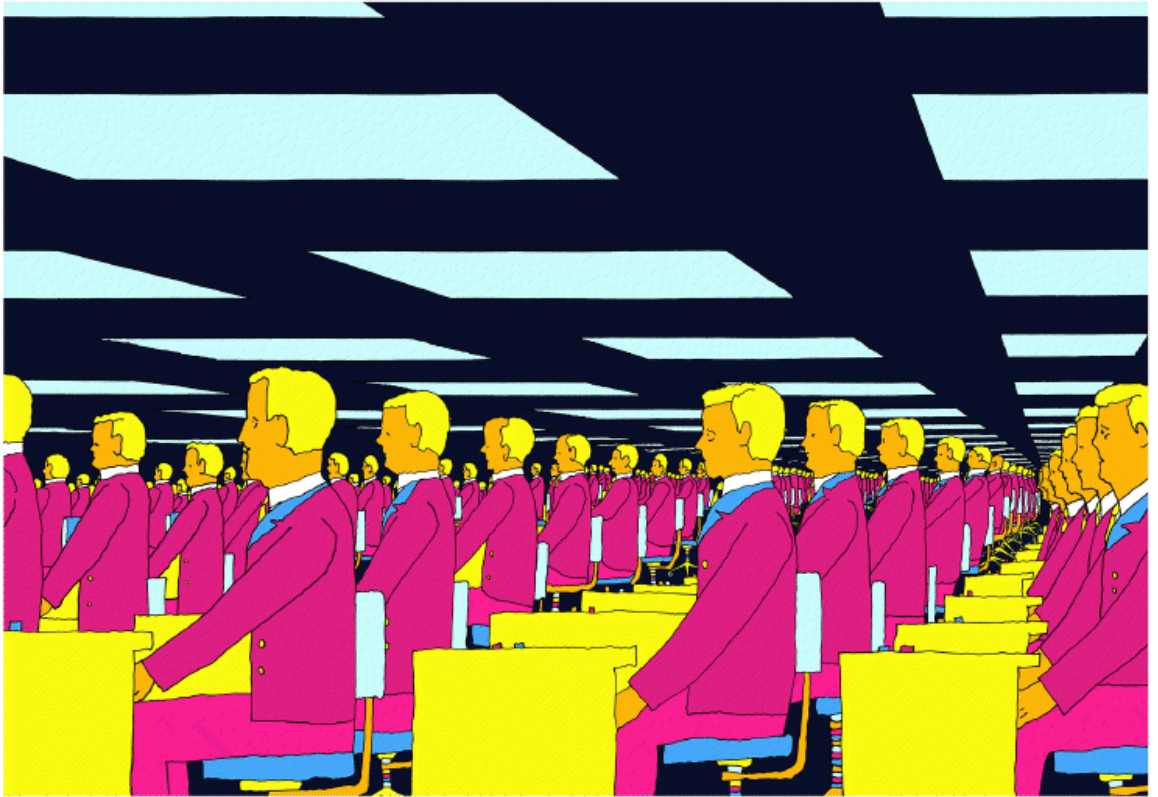
Modernist offices are the stereotypical kind of office one sees in movies and comic books. On the office floors, large numbers of identical desks are positioned on efficient. Corporate modernism has developed into the vernacular of office architecture since the 1950s, dominating business districts across the world. And the design formula of the office building is not much changed by local culture, time or climate. In Zuidas, there is no wonder to see that there are full of high-rise, high-level, fancy office buildings filled in large international companies. The architecture shows the values: The importance of jobs, the predominance of big business in the economy, the significance of money. Oud Zuid is an inactive neighborhood has huge potential to densify and be redeveloped in the future.

In the future, in 2050, people won't put the work in the first place and want to balance the work and life. The employment relationship will be-

come more semi-independent or independent. Urban nomads work style will become more popular, and more residents will have more flexible, part-time employment contract instead of the standard workplace-based employment ones.

These changes can also bring more people into labor market, provide equal opportunities to female employee and the elder, and promote competitiveness. Office buildings will be changed. This will reflect a shift from hierarchy to community. Mixing work with other uses is a growing practice. connecting informally with others in and around the building is a plus. Both will make urban mixed-use locations more highly valued.

In the future, the office space will be more accessible for both locals and international commuters. And it will also have a close relationship with the neighborhood acting as a service facility.



'Getting Up' by Hariton Pushwagner



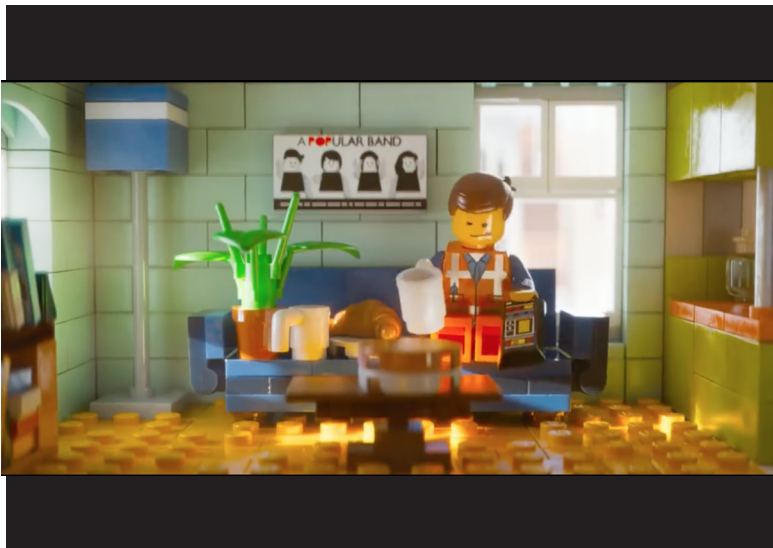
ZUIDAS

# Amazon Warehouse



"We are machines, we are robots, we plug our scanner in, we're holding it, but we might as well be plugging it into ourselves"

## Free time is no free



Retreating to escapist forms of entertainment

Consuming treats which compensate for the day's travails

# External Force



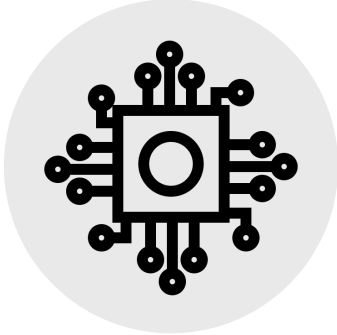
**DEMOGRAPHY**



**ECONOMY**



**PROJECT/JOB**



**TECHNOLOGY**



**ENVIRONMENT**

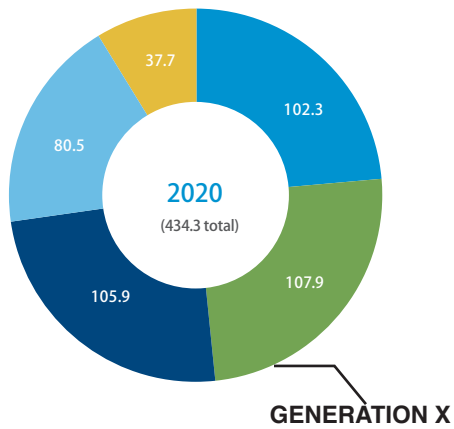
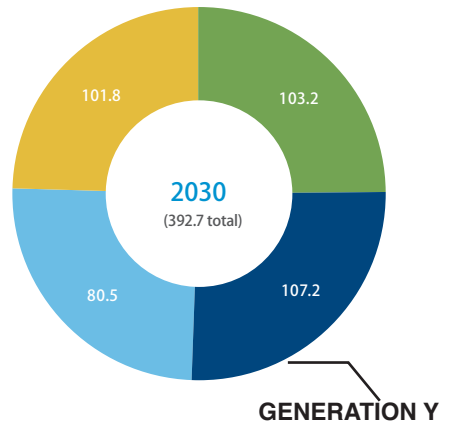
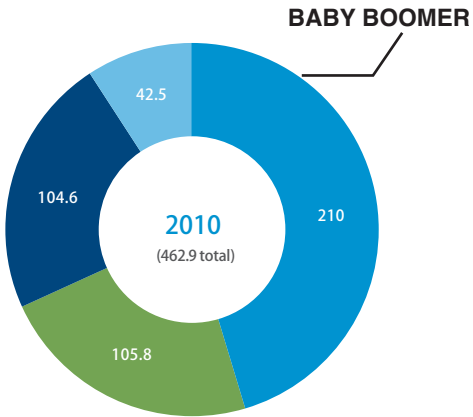


**GLOBAL**



# DEMOGRAPHICS

## Working Population By Generational Style



**BABY BOOMER:** born mid 1950s-1969

**GENERATION X:** born 1970-79

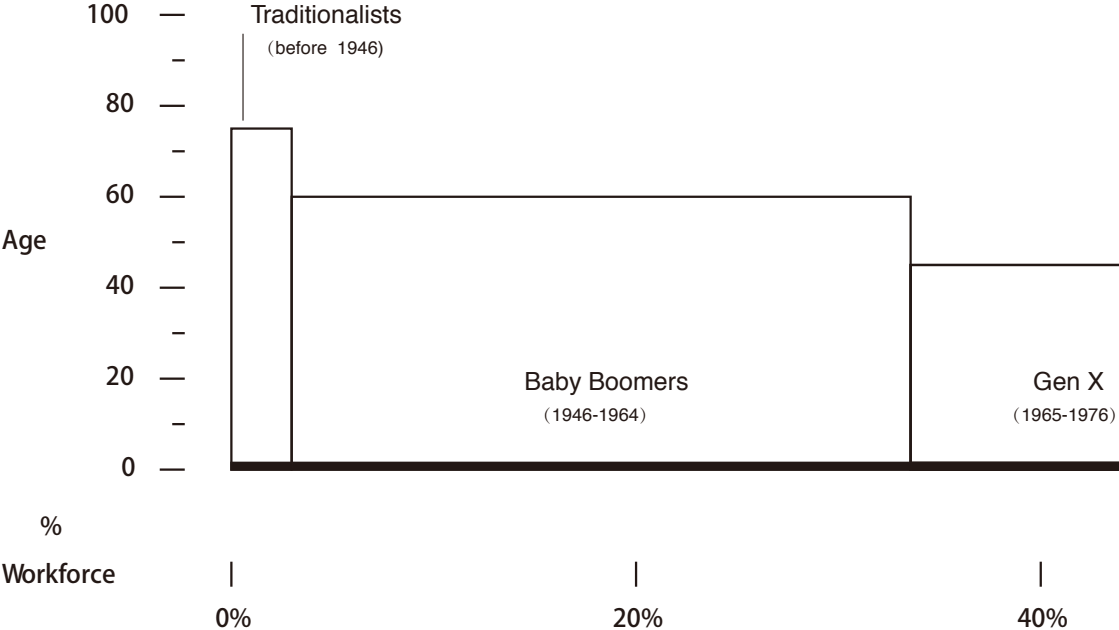
**GENERATION Y:** born 1980-89

**GENERATION Z:** born 1990-99

**GENERATION Alpha:** born 2000+

# DEMOGRAPHICS

2015



## Workplace



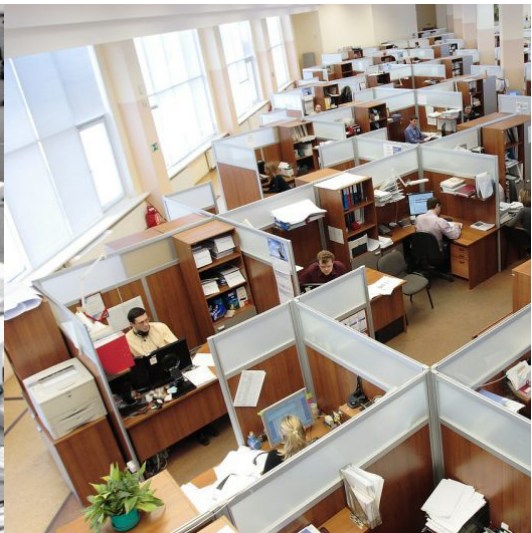
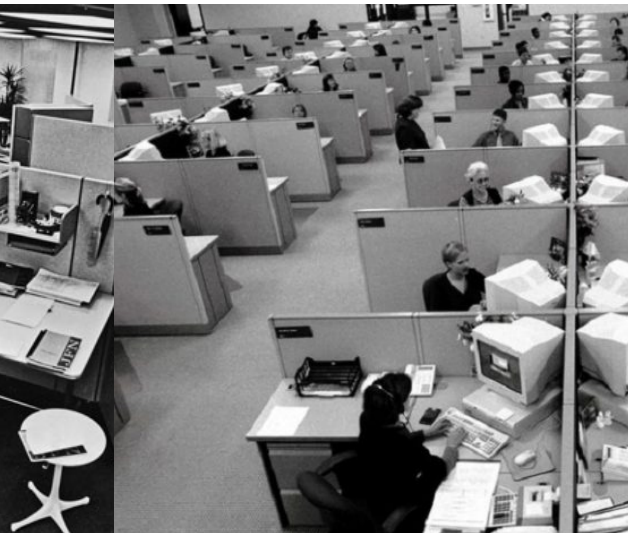
Gen Y  
after 1997

Millennials  
(1977-1997)

60%

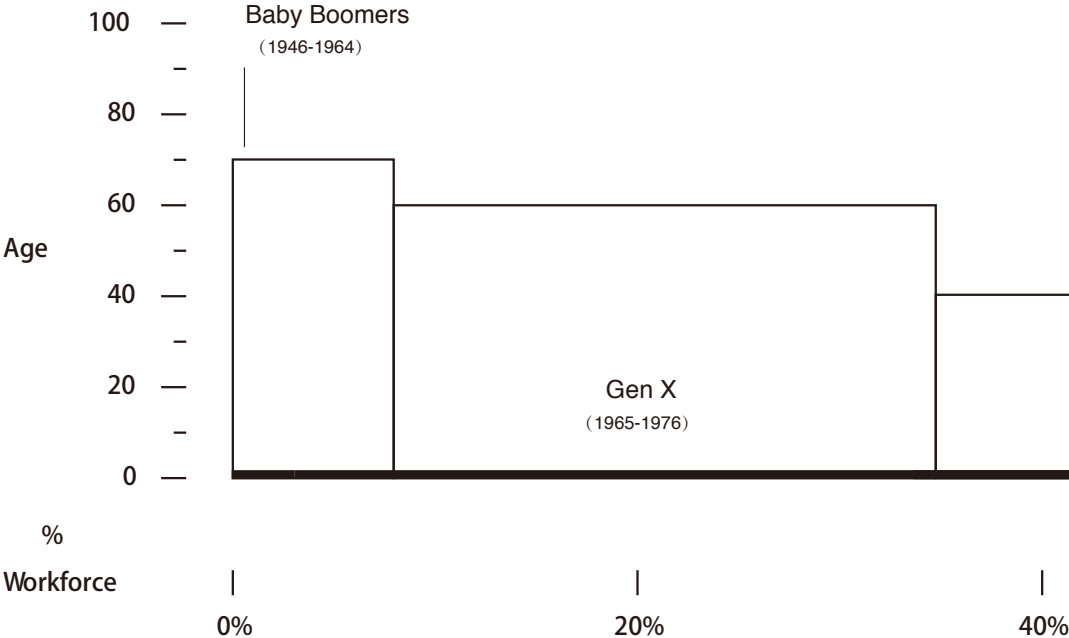
80%

100%



# DEMOGRAPHICS

2030



## Workplace



Millennials  
(1977-1997)

Gen Z  
(after 1997)

60%

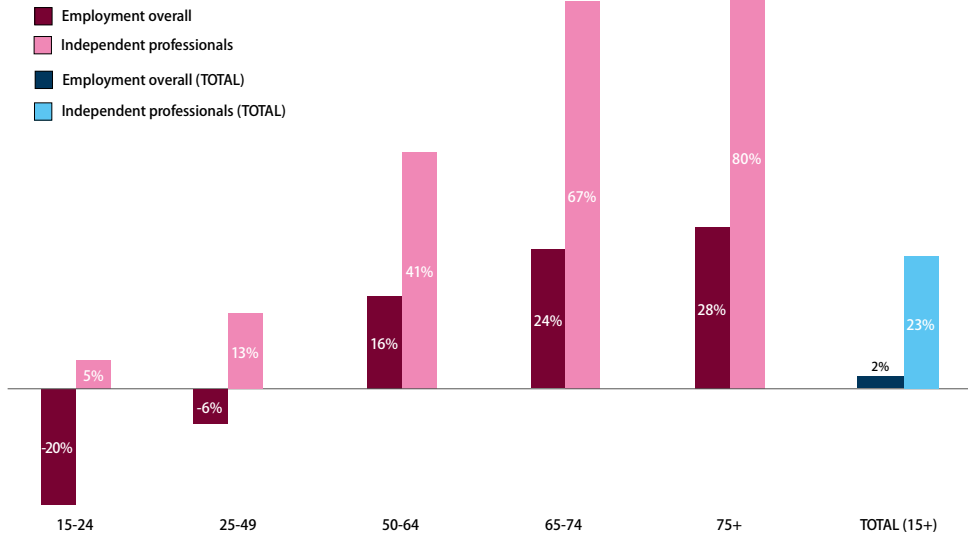
80%

100%

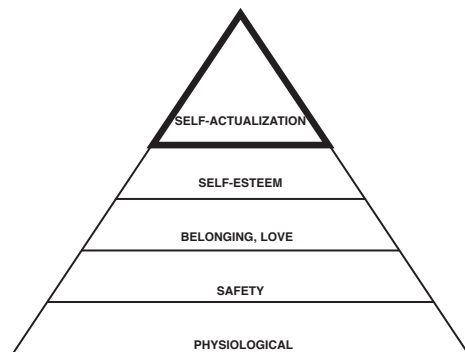




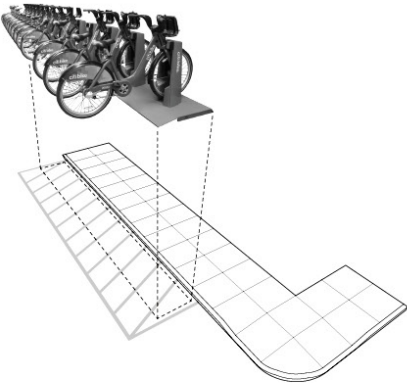
Workforce growth by segment of workers between 2000 and 2014 (millions)



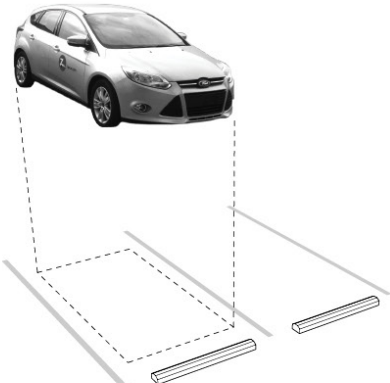
### The need of Self-fulfilment



# SHARING ECONOMY

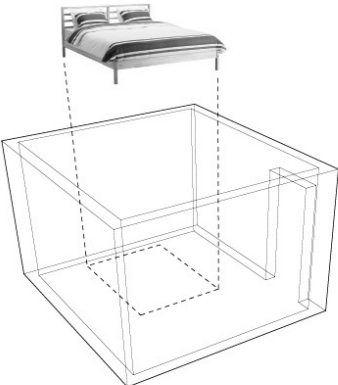


**Bike Sharing**

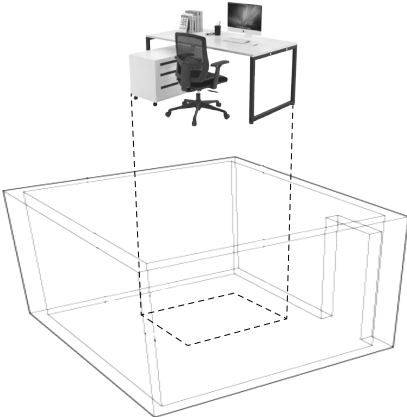


**Car Sharing**

**2050**



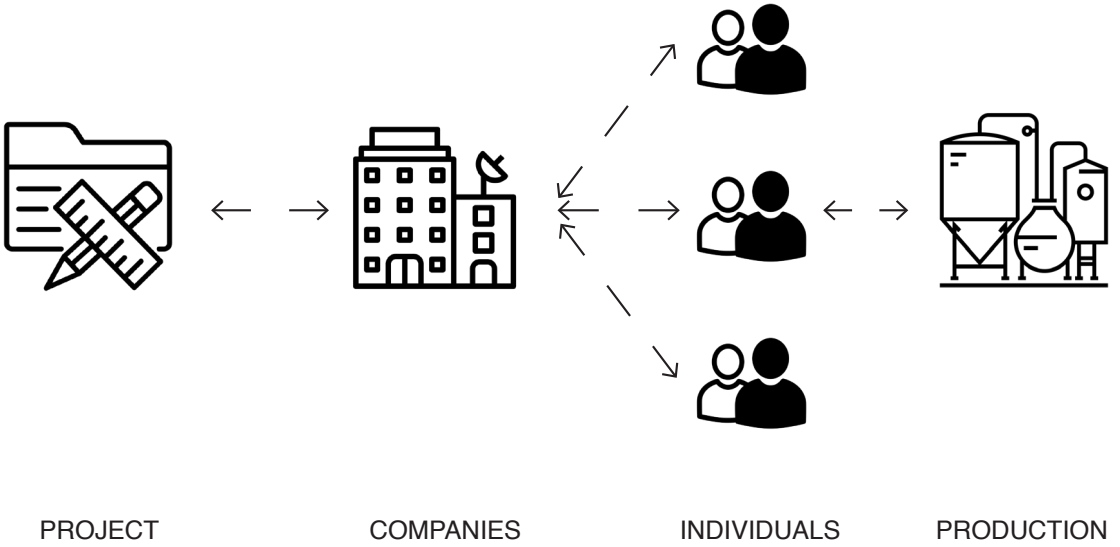
**Home Sharing**



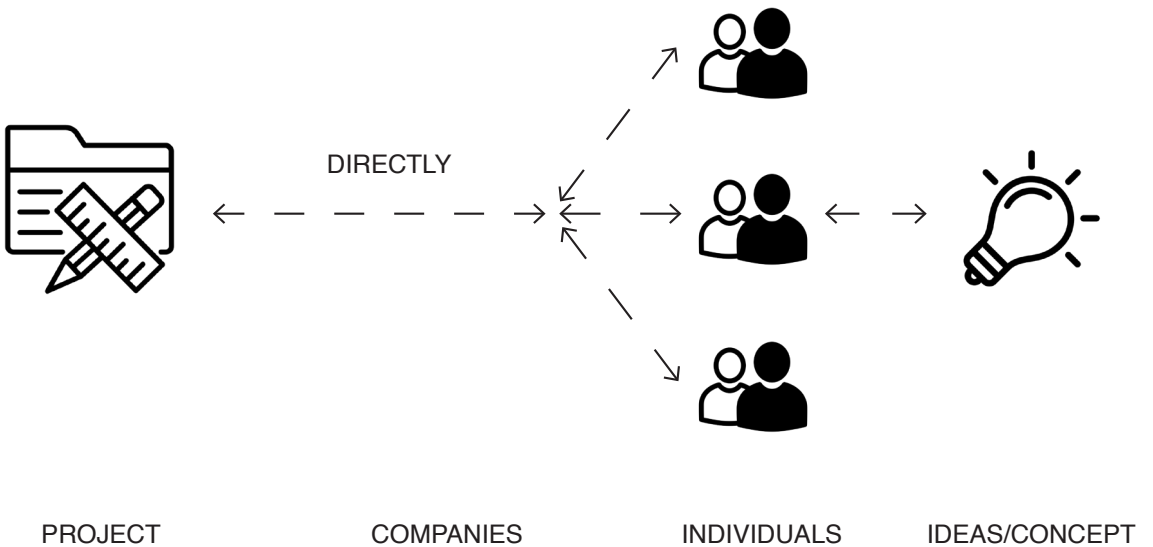
**Office Sharing**

# PROJECT/JOB

## CURRENT

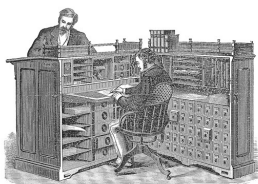


## 2050





# TECHNOLOGY



*Desk Storage*  
1850s

**Desk Storage**  
**1850s**



*Filing Cabinet*  
1950s

**Cabinet**  
**1950s**



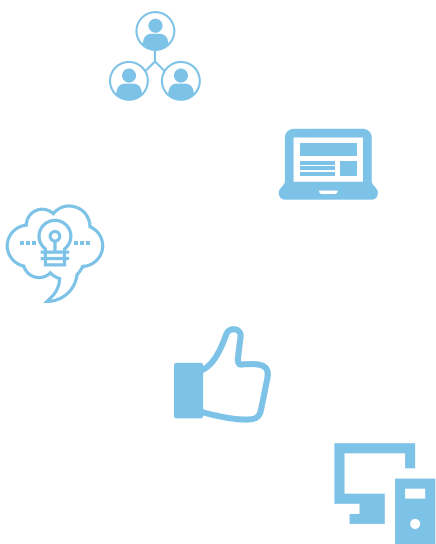
*Desktop HDD*  
1990s

**Desktop**  
**1990s**

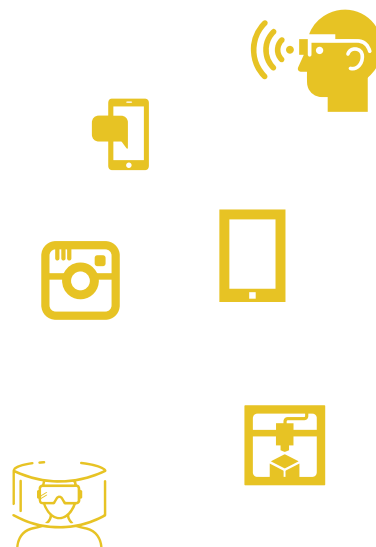


*Laptop HDD*  
2000s

**Laptop**  
**2000s**

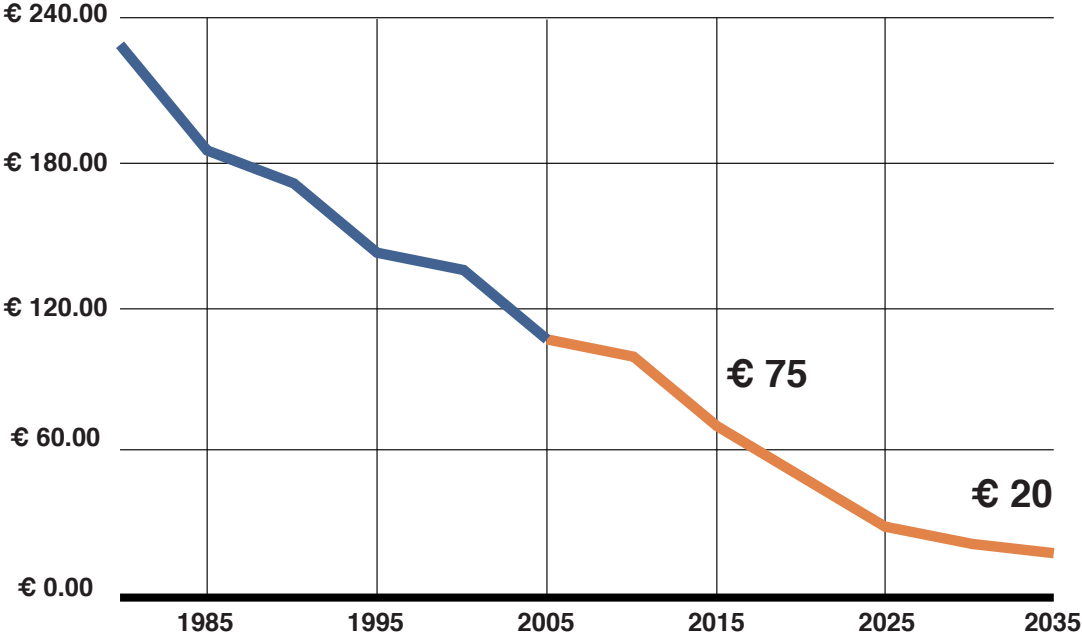


**The Cloud**  
**2050**

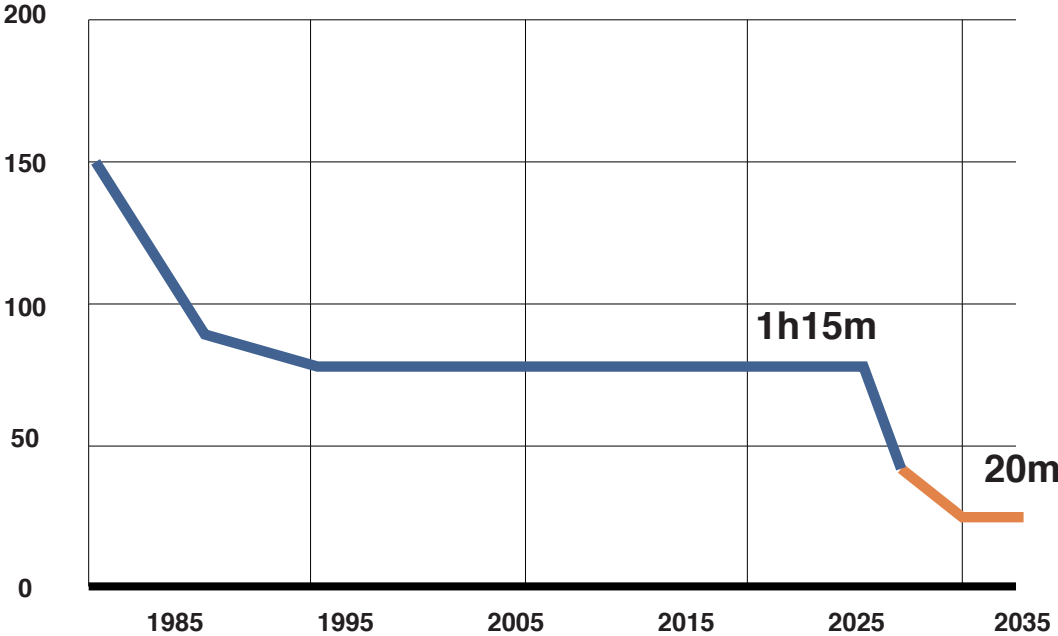


# GLOBAL

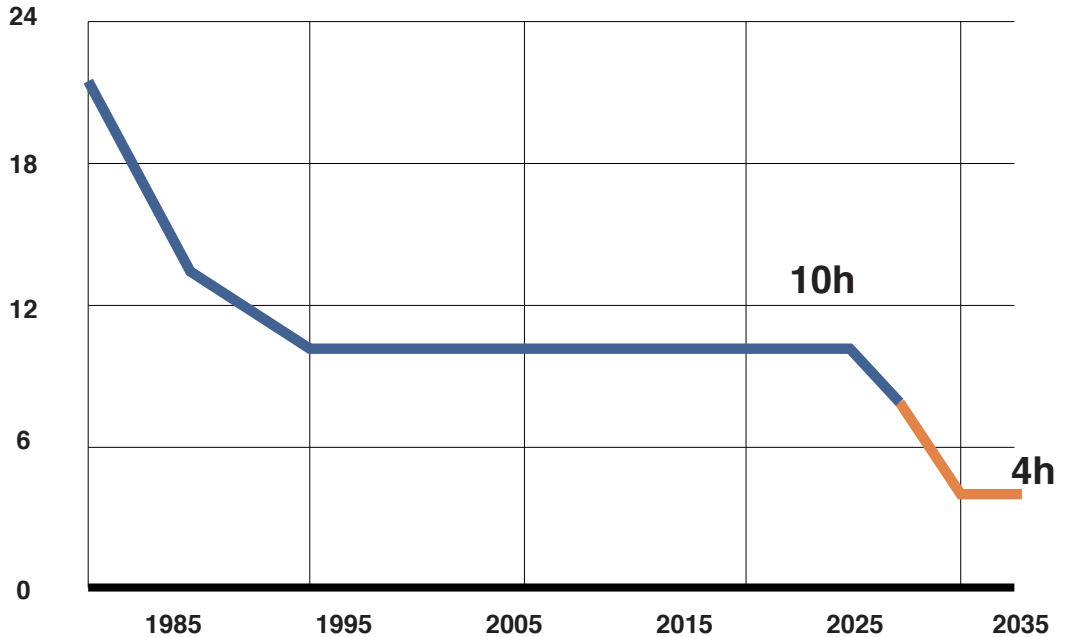
## AMS-LON



## AMS-LON(minutes)



# AMS-SH(hours)



## CONCLUSION

### Yesterday/Today

Fixed Contract Employment

Choice of a profession and employer "for life"

mainly in centralised offices

Training periods formally mainly before entering work

### In Future

Self-employed and Freelance

Multiple, frequent changes of job

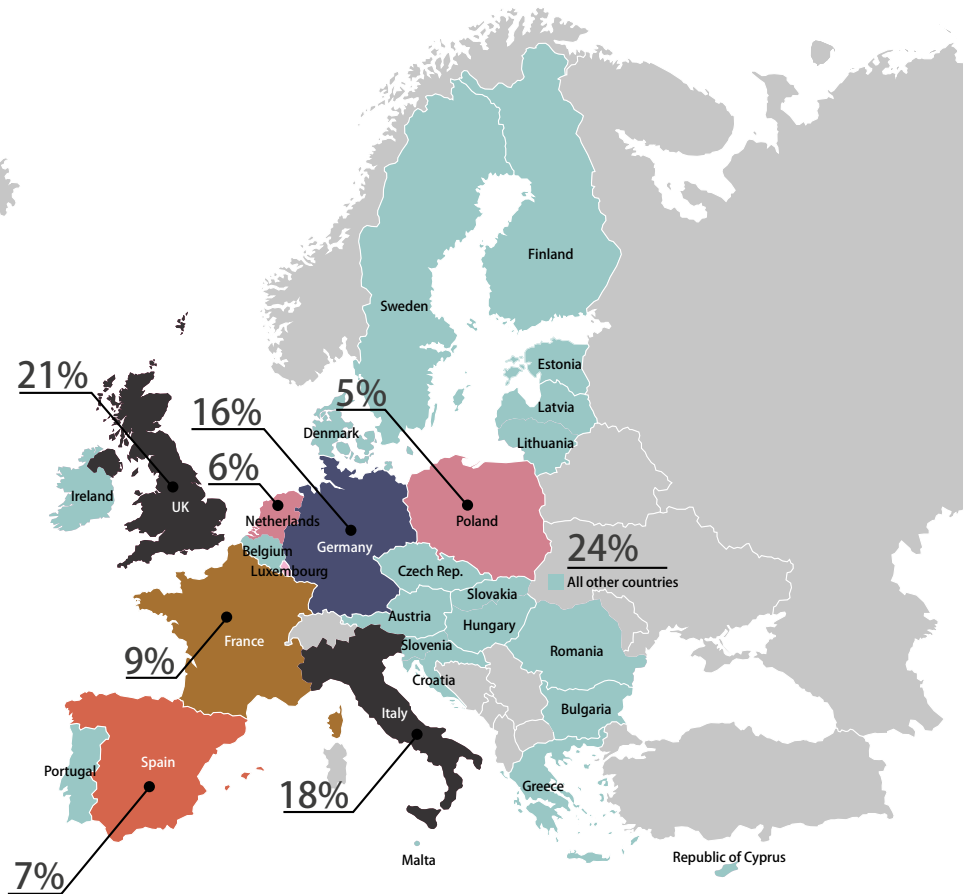
Multi-local work  
.....

Needs driven and self-directed for training periods "Ongoing"

INDEPENDENT PROFESSIONALS



## Geographic distribution

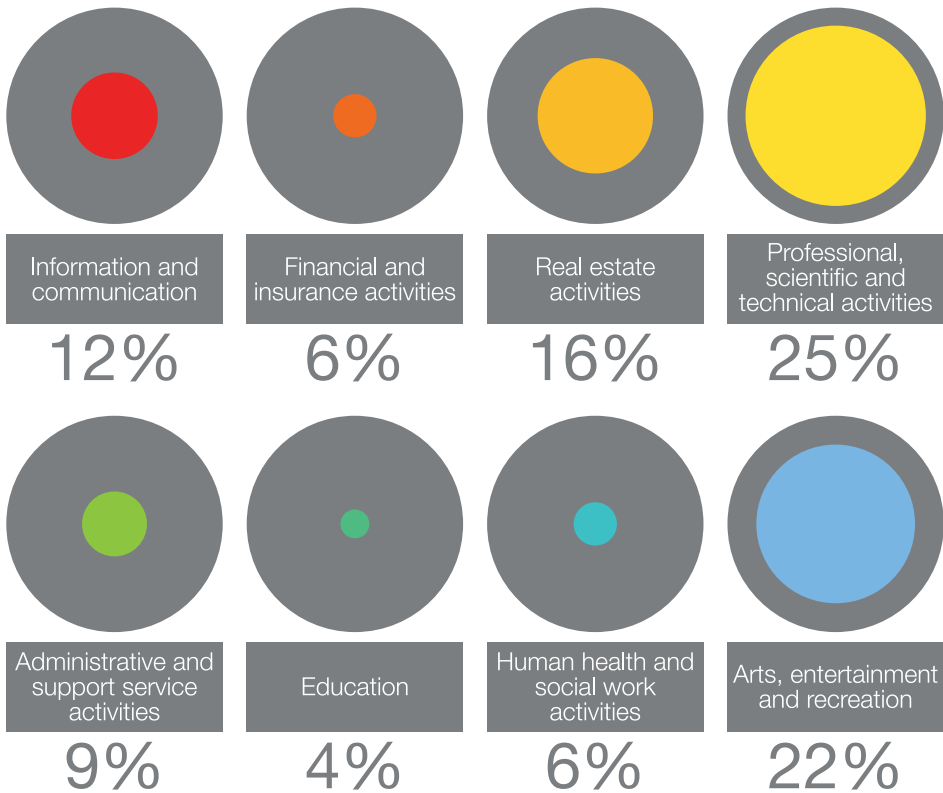


Percentages do not sum to 100 due to rounding

The EU has seen a new phenomenon - the rise of the independent professional, or iPro, often referred to as freelancers. Their rise represents a major shift in the nature of work and ways of working. No longer can work be defined simply in terms of working for a big corporation, public sector employer or an SME. iPros, with their different approaches to work and distinct philosophy, have the ability to be flexible and innovative, and provide value-added to businesses and economies.

The rise of iPro working marks a distinctive shift to a more collaborative way of working. iPros value autonomy and freedom, yet to be effective they need the appropriate support. As their specific needs are not recognized, iPros have developed their own supportive environments in the form of co-working spaces and professional hubs. The current regulatory and support frameworks within which iPros work require adjustment.

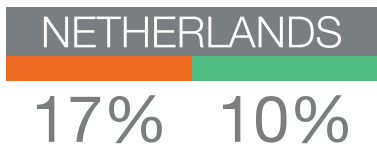
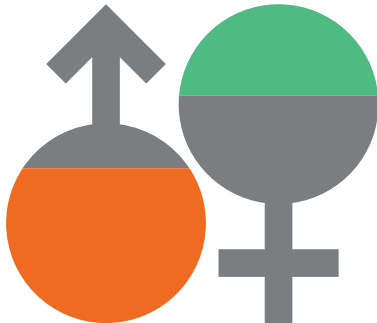
In the first quarter of 2015 independent professionals totaled 9,562,800 in the EU-28. This is 29% of all self-employed people, and 4% of the entire EU-28 workforce. Independent professionals tend to be concentrated in a number of large countries with large services sectors. The United Kingdom, Italy and Germany make the largest contribution to the overall population of EU-28 independent professionals, and together account for more than half the entire independent professional population (within the EU-28). 6% of overall employees' population are iPros in Netherlands but grows rapidly recently.



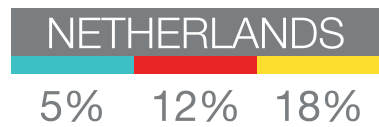
Number of iPros as a percentage of sector employed, by defined iPro sector Q1 2013



Workforce growth by segment of workers between 2000 and 2014 (millions)



iPros as a percentage of professional workforce, by gender Q4 2012



iPros as a percentage of professional workforce, by age group Q4 2012

iPros are highly skilled self-employed individuals who work for themselves but do not employ others. They range from journalists and designers to ICT specialists and consultants. iPros represent a significant segment of professional working generally, making up 25% of all those working in professional, scientific and technical work and 22% of all those in arts and entertainment. The growth in iPros in the EU since 2004 has been remarkable. Numbers have increased by 45% from just under 6.2 million to 8.9 million in 2013, making them the fastest growing group in the EU labour market.

Independent professionals tend to have the highest level of training (e.g. higher education qualification or equivalent) when compared to other parts of the labour market; 57% of them fall into the highest skill level category. The roles they work in require a high skill level and it appears as though people are likely to work independently after acquiring some years of experience in the workforce.

In the Netherlands, where 6% of all the EU-28's independent professionals reside and contribute the largest proportion to the country's overall workforce (6%), there has been rapid growth of 52% since 2008. In absolute terms this is 204,000 more independent professionals.

Within the Netherlands independent professional population, 63% are male and 37% are female. There was a

larger increase in the number of female independent professionals than males between quarter one of 2008 and quarter one of 2015 – 29% and 20% respectively. There is a high proportion of females working in the human health and social work (70%) and education (56%) sectors. The information and communication and financial and insurance activities sectors are heavily male dominated – men accounting for 80% and 70% of these groups respectively.

Surprisingly, the majority (50%) of Dutch independent professionals fall into the 50+ age group. And the number is keeping increasing with time. The second largest segment is those aged 25-49 (34%). Independent professionals tend to be older than those in the broader EU-28 workforce. This remains true when they are compared to others that work in equivalent services sector roles as employees, suggesting that working independently becomes increasingly attractive with age and experience.

The rise of iPro working marks a distinctive shift to a more collaborative way of working. iPros value autonomy and freedom, yet to be effective they need the appropriate support. As their specific needs are not recognized, iPros have developed their own supportive environments in the form of co-working spaces and professional hubs. The current regulatory and support frameworks within which iPros work require adjustment.

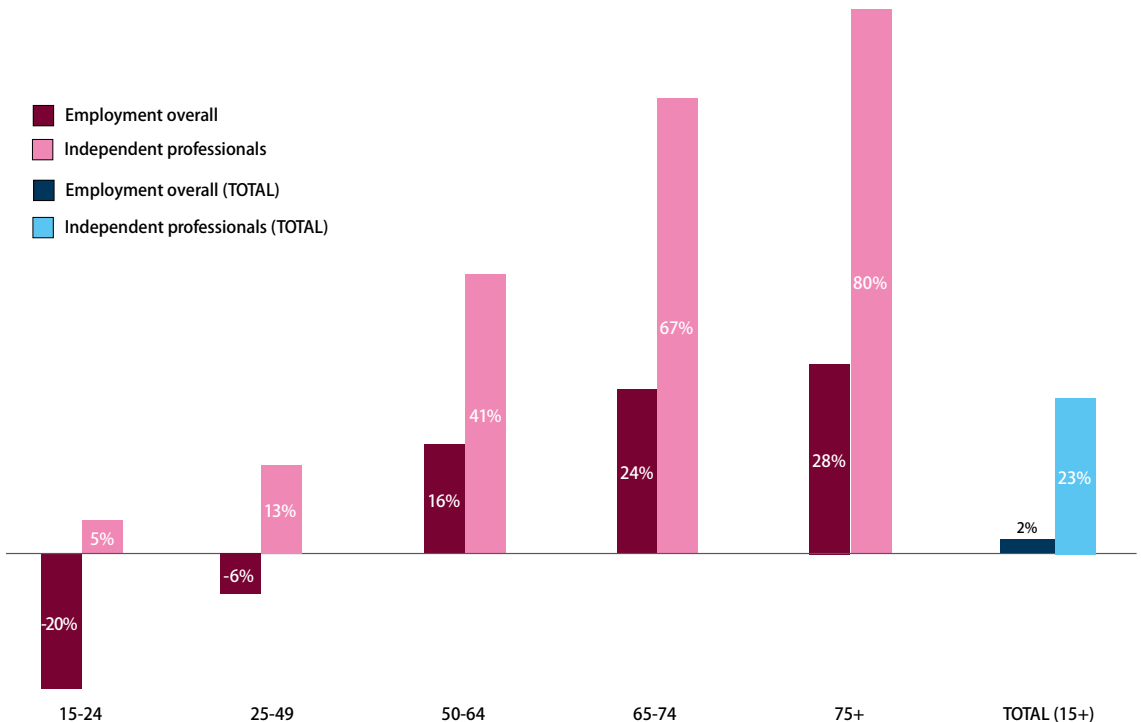


Aggregate data for the years 2008 and 2014 show that there has been significant growth in older workers, exceeding the typical retirement age in the EU. Within the overall EU-28 working population there was a 28% increase of workers over the age of 75 between 2008 and 2014. The vast majority of the increase can be attributed to those working in the services sector. Of the 127,000 more workers aged 75+, 102,000 work in the services sector. The same is true for workers aged 65–74 who have also seen a significant amount of growth concentrated in the services sector. It's not surprising that older workers tend to be engaged in roles that are in the services sector given their years of experience, while younger workers are more likely to occupy roles in the manual labour intensive sectors such as crafts and farming.

the most rapid growth of all age groups between 2008 and 2014, however looking at this cohort against equivalent services sector employees, the rate of growth has not been quite as steady. Independent professionals aged 75+ have grown by 80% while equivalent services sector employees have almost doubled, growing by 94%.

The growth in older workers has generally been more prevalent among independent professionals than it has with the equivalent employees working in the services sector when the age groups over 50 are considered. Independent professionals aged 50–64 have grown 41%, while equivalent services sector employees have experienced growth of 25%. Similarly, there are 67% more independent professionals aged 65–74, while equivalent employees of this age group have seen a lower, but still significant, increase of 57%.

Independent professionals who are aged 75+ have seen

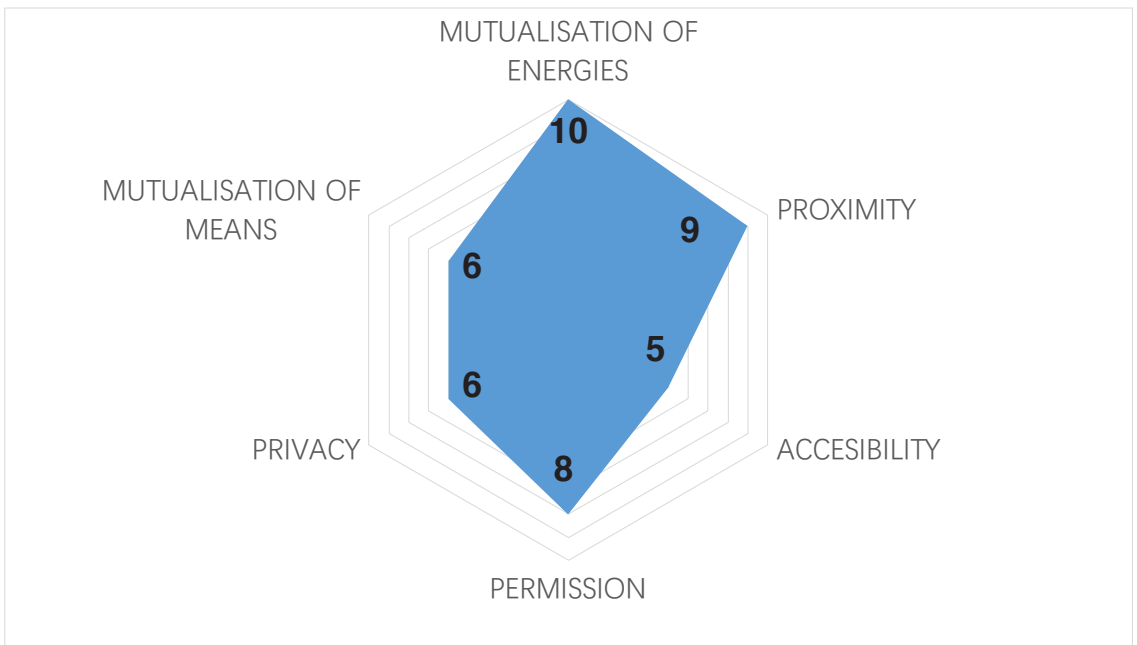


# COWORKING SPACE

Coworking is a style of work that involves a shared workplace, often an office, and independent activity. Unlike in a typical office, those coworking are usually not employed by the same organization. Typically it is attractive to work-at-home professionals, independent contractors, or people who travel frequently who end up working in relative isolation. Coworking is a social gathering of a group of people who are still working independently, but who share values, and who are interested in the synergy that can happen from working with people who value working in the same place

alongside each other. Coworking offers a solution to the problem of isolation that many freelancers experience while working at home, while at the same time letting them escape the distractions of home.

All these sources of inspiration came together to create a visual that joins six axes: accessibility, shared means, shared energies, proximity, permission, and privacy. These axes allow us to position a space (or future space) in a very large universe of needs that are potentially fulfilled by third spaces and shared workspace.

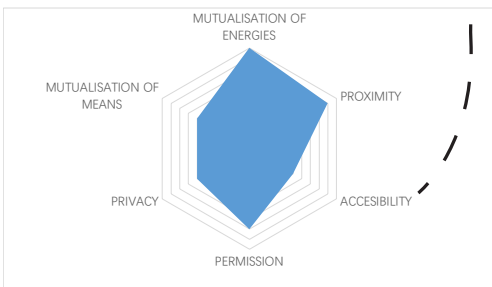


# COWORKING SPACE

## ➤ Accessibility

Accessibility is, of course, the geographical proximity of the space to the coworker's dwelling, but 'accessibility' goes far beyond this. The general rule is that, the easier it is to enter and exit the space, the more 'accessible' that space is.

- near the coworker's dwelling
- public transport nearby
- café, public square



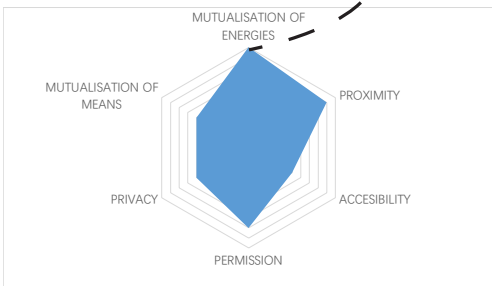
## ➤ Mutualisation of energies

One of the strongest assertions of the coworking movement is that workers need a physical place to work: a place to pool their energies, skills and good ideas, even if they could actually work from everywhere. A coworking space should therefore be designed in a way that allows for the dissemination of energies; a place where ideas and skills can be fertilized and cross-pollinated.

A place highly focused on pooling energies will gather different and complementary profiles. It will organize events, workshops and meetups that help members carry out their projects and deliver them to wider audiences. Space operators will need to help coworkers find the partnerships and the skills they need.

**organize events or workshops; meetups that help members carry out their projects ; deliver them to wider audiences**

**theatre, event space, forum, market place**



## → Mutualisation of means

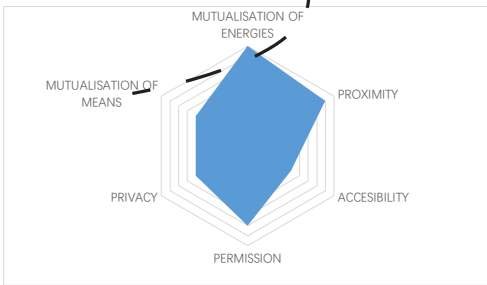
Some kinds of work need a high level of equipment; sewing machines for stylists, 3D printers or specialized tools for artists and creative workers... When workers become independent, their access to this machinery may be limited or more difficult. They are thus highly interested in a shared workspace that gives them access to the tools they need. In a coworking space, equipment can range from a chair, desk and Wifi to a fully equipped workshop that suffice to build a prototype

### Especially Creative industry

#### Equipment:

3D printers, sewing machines, musical instruments, photographic equipment, audiovisual production equipment  
printer, photocopier and scanner

**shared workshop, factory, construction site, garage**

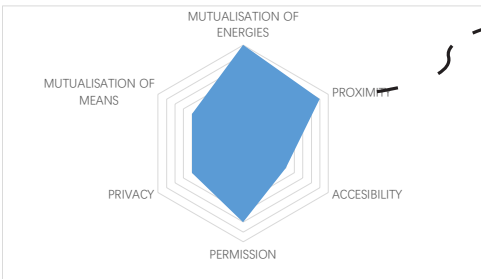


## → Proximity

While pooling energies is about upgrading the coworkers' projects and skills, the level of proximity is more about instilling trust and friendship between coworkers with an implicit (and voluntary) goal of increasing the pooling of energies.

Proximity does not have a precise or well defined objective. It represents the random, frictional part of coworking. It comes from sharing resources, working side by side with others, sharing joys and sorrows, valuing serendipity

**bar, kitchen, social event, club**

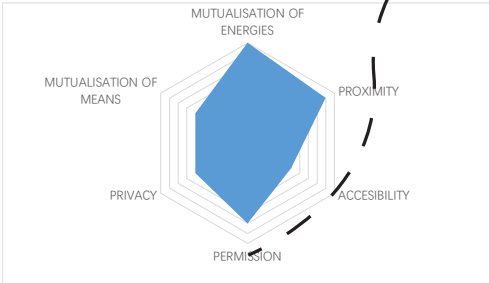


## Permission

A permissive place is easily approachable and customizable. It is designed to have various goals and no limits... In a highly permissive place, coworkers are free to bring their own belongings, to model their own space and propose new ideas, new events or invite new members. These spaces are likely to be multifunctional: places designed for working, socializing, playing or organizing events. It inspires creativity and innovation in members. On the other hand, these types of spaces can be messier, harder to manage and will require a high level of trust between members.

**multifunctional: places designed for working, socializing, playing or organizing events. It inspires creativity and innovation in members.**

**shared kitchen, shared laboratory or workshop**

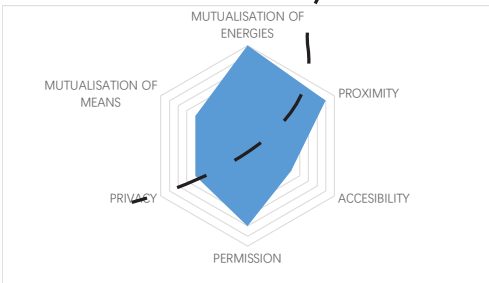
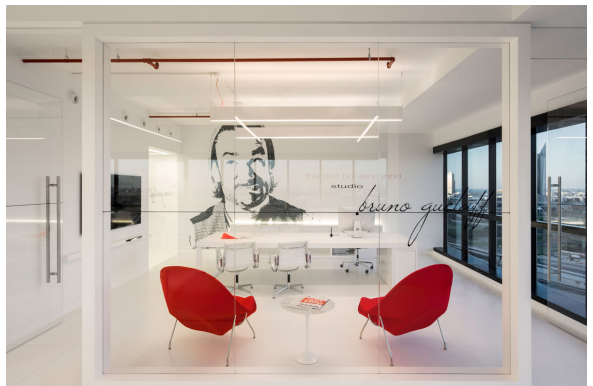


## Privacy

In the context of coworking, privacy does not only mean data security and confidentiality. It also includes isolated, calm and comfortable areas to stay focus as long as necessary. Most coworking communities need these types of areas at some point. Some kinds of workers - like jurisdictional workers, for example - require a high level of privacy, but impart valuable skills to your community. Privacy can be achieved by minimizing the turnover rate of coworkers, establishing a higher degree of trust within the space and providing isolated areas

**isolated, calm and comfortable areas to stay focus as long as necessary**

**Architectural ambiance: meeting rooms, separated workspaces, library, guild or association...**





## the elderly

As more females and older workers become economically active, working independently appears to be more attractive to a larger group of the workforce.

Due to improved education and higher earning potential, the rate of participation in the labour force of young women will increase in all of Europe, from just over 55 per cent in 2004 to almost 65 per cent in 2025. And participation of the older employees is also increasing: "senior citizens" are keen to (and sometimes must) work for longer as from 2017, however, this development will no longer serve to increase the supply of labour and we will be facing firstly stagnation and shortly thereafter a decrease in the employment level in Europe. The consequences are far-reaching: growth is no longer "automatic". To achieve further growth, we must therefore either increase the productivity or – alternatively – accept a decrease in growth. More than 80 % of persons receiving an old-age pension who continue working report that they do so mainly for non-financial reasons e.g. job satisfaction.

In the EU, most women state that they are working part-time because they have difficulties balancing work and responsibilities in private life. The prevalence of part-time employment among women is closely linked to the unequal distribution of the caring responsibilities between men and women. Indeed, when considering 'looking after children' and 'other family or personal reasons' together, the share for men amounted to 13.9%, whereas for women it was 61.1%. The difference was particularly strong for the motivation 'looking after children' (mentioned by 8.0% of men and 42.1% of women).



## women

# THE URBAN NOMANDS

**Digital nomads** are a type of people who use telecommunications technologies to earn a living and, more generally, conduct their life in a nomadic manner. Such workers often work remotely from foreign countries, coffee shops, public libraries, co-working spaces, or recreational vehicles. This is often accomplished through the use of devices that have wireless Internet capabilities such as smartphones. Successful digital nomads typically have a financial cushion. The digital nomad community has had various events established to host members of it, such as the Nomad Cruise. Digital nomads may vary depending on status; common types of digital nomads include refugees, affluent people, younger people, and entrepreneurs. People who become digital nomads often do so due to positive reasons, such as financial independence and a career that allows for location independence. Negative factors for why people become digital nomads include a reduced amount of full-time employment, political unrest, and a high cost of living in their country of origin.



Data collected from 150+ responses in 2016 via an anonymous Typeform survey: "The Digital Nomad Census" By Peter Knudson and Katherine Conaway.

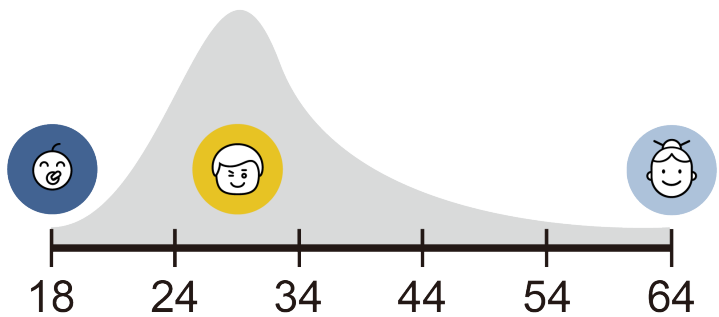
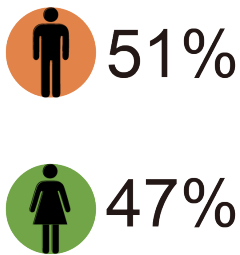
# WHAT IS A DIGITAL NOMAD?

"Digital nomad" is not the only term (or always the most popular or preferred), but it is the current popular term for someone who works remotely while traveling or living away from home.

It quickly and accurately describes both our digital and nomadic lifestyle: our work relies on technology and internet access and we travel from place to place without a permanent home.

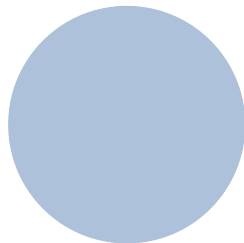
## DEMOGRAPHICS

Evenly split on gender with a small skew toward more female nomads. Most respondents were in the 25-34 range.



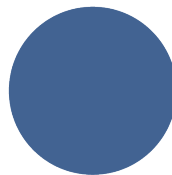
14%

HIGH SCHOOL



55%

COLLEGE



28%

MASTERS



1

DOCTORATE

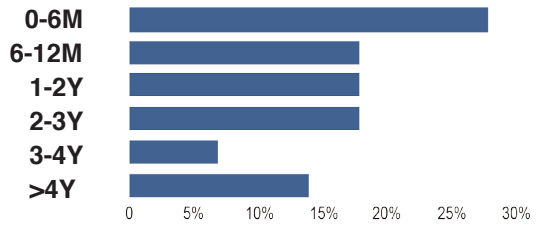
# Lifestyle and Location

About 1/3 of the respondents said they had been living the nomadic lifestyle for 6 months or less. Of those, 2/3 were in the millennial 25-34 age range (22% of total).

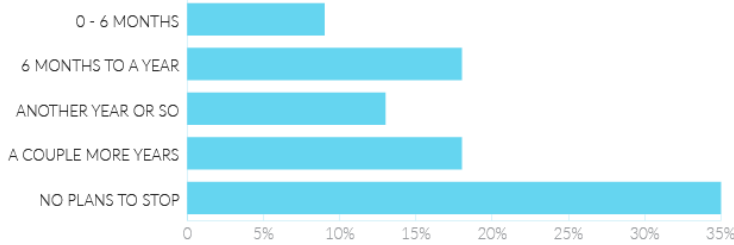
63% of those who said they had been location independent for 3+ years were 44+ years old. Over 60% of all respondents intend on returning home in the future.



89%



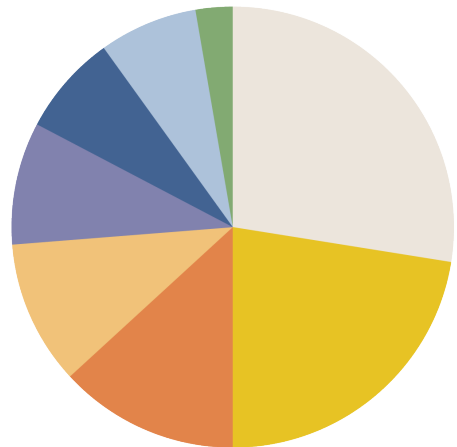
HOW LONG DO YOU EXPECT TO STAY LOCATION INDEPENDENT?



11%  
NO LONGER  
NOMADIC

# Remote Work

The largest group was software engineers at 22%, followed by writers, consultants, and eCommerce sellers. After that, jobs ranged from fitness coach to interior designer to accountant. Most respondents identified as working freelance, on their own startup, or another form of self-employment. However, as this trend continues to grow, more companies are allowing employees to work remotely.



OTHER



SOFTWARE ENGINEERING



WRITING



ECOMMERCE



CONSULTING



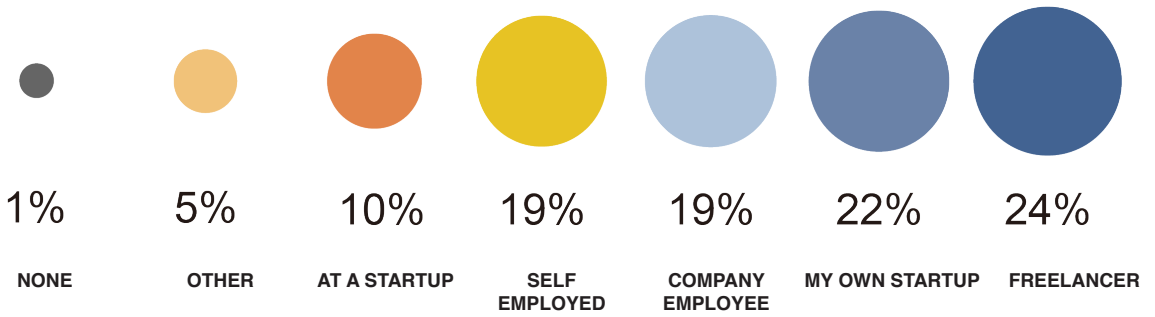
PROJECT MANAGEMENT



GRAPHIC DESIGN



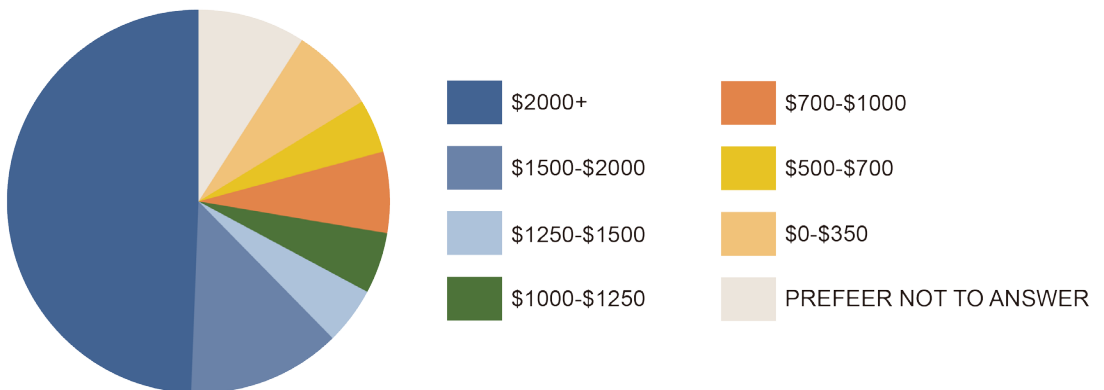
VIDEO EDITING



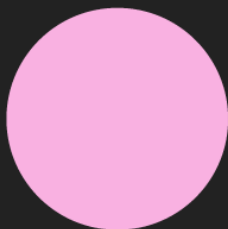
## Financials

50% of respondents had a monthly income of at least \$2000 USD. The average monthly expenses totaled \$1285 USD for housing, food, and entertainment.

### Monthly Income



## AVERAGE MONTHLY EXPENSES



\$660  
HOUSING



\$375  
FOOD



\$250  
ENTERTAINMENT

# NEEDS ANALYSIS



**Higher budget than the  
backpacker**

**Temporary stay**



**private room in Hostels**

**shared apartment**



→ **work from 1 - 3 days a week**  
**Remote Workers**

**Creative industry: writer,  
designer.etc**



**coworking space**

**private workspace**



→ **the desire to communicate  
with locals and be intergrated  
into community**

**find the inspiration**



**community public space**  
**exhibition place**  
**park**

# TYPOLOGY STUDY

OFFICE

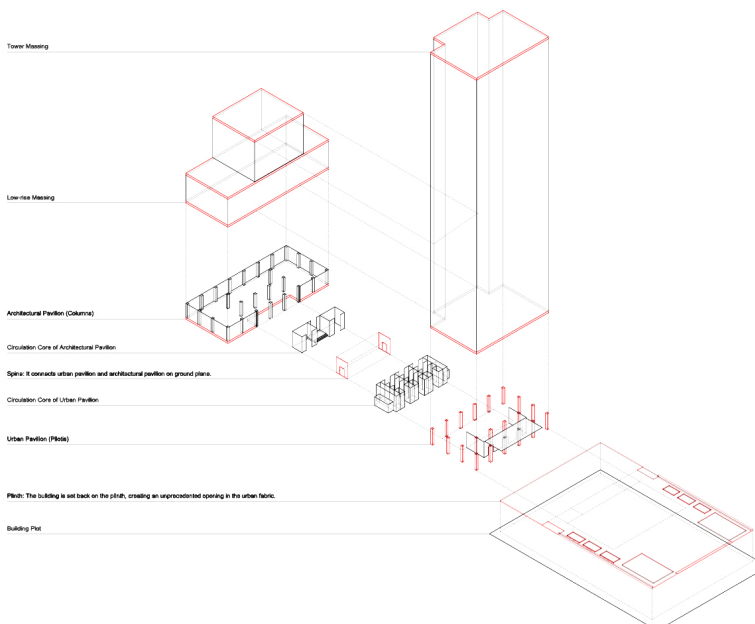


# SEAGRAM

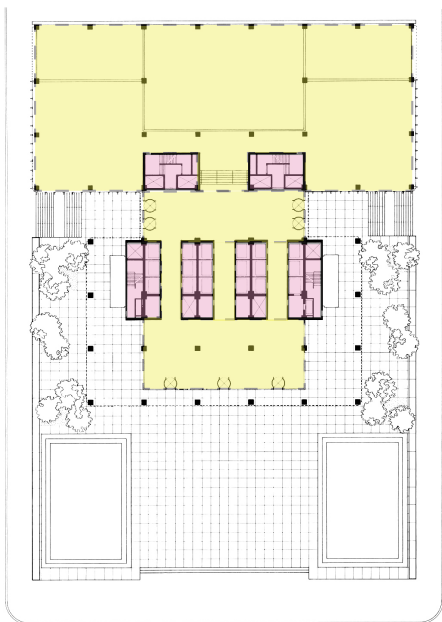
## New York

**Location: New York, American**  
**Year: 1958**  
**Program: Office**

Located in the heart of New York City, the Seagram Building designed by Mies van der Rohe epitomizes elegance and the principles of modernism. The 38-story building on Park Avenue was Mies' first attempt at tall office building construction.







0 10 20 30 40 50

OFFICE  
70%

FACILITY  
20%

FOYER 5%

PUBLIC SPACE 5%

41,600 m<sup>2</sup>

12,000 m<sup>2</sup>

3000 m<sup>2</sup>

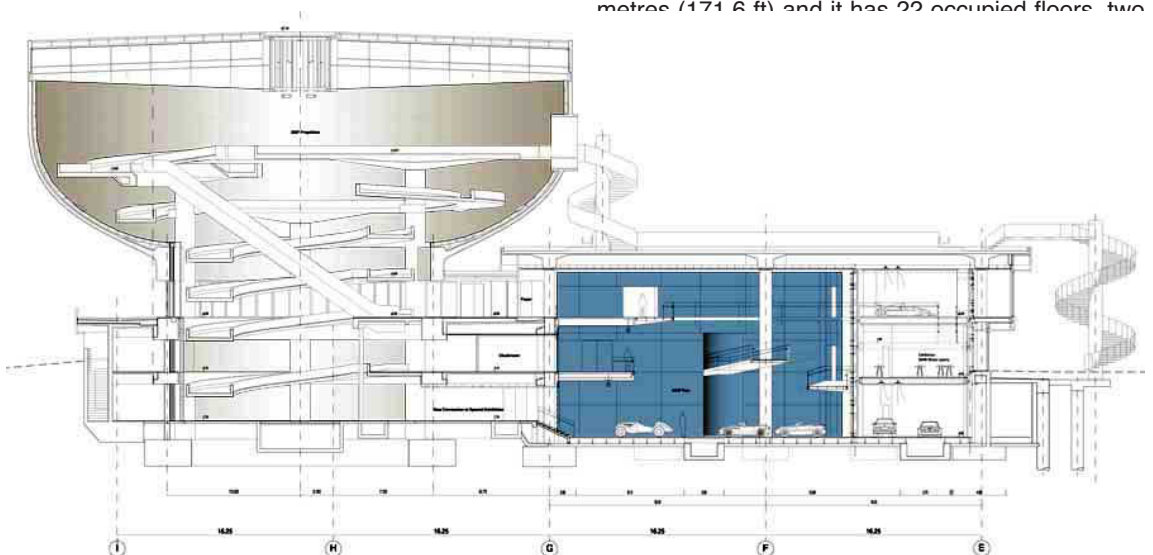
2800 m<sup>2</sup>

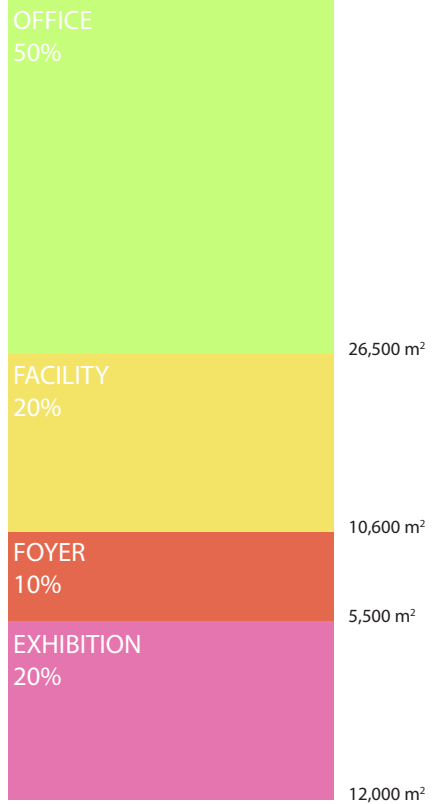
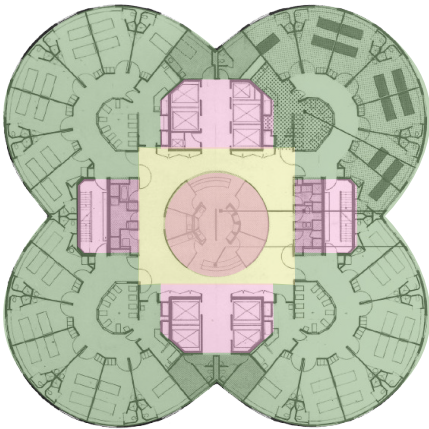
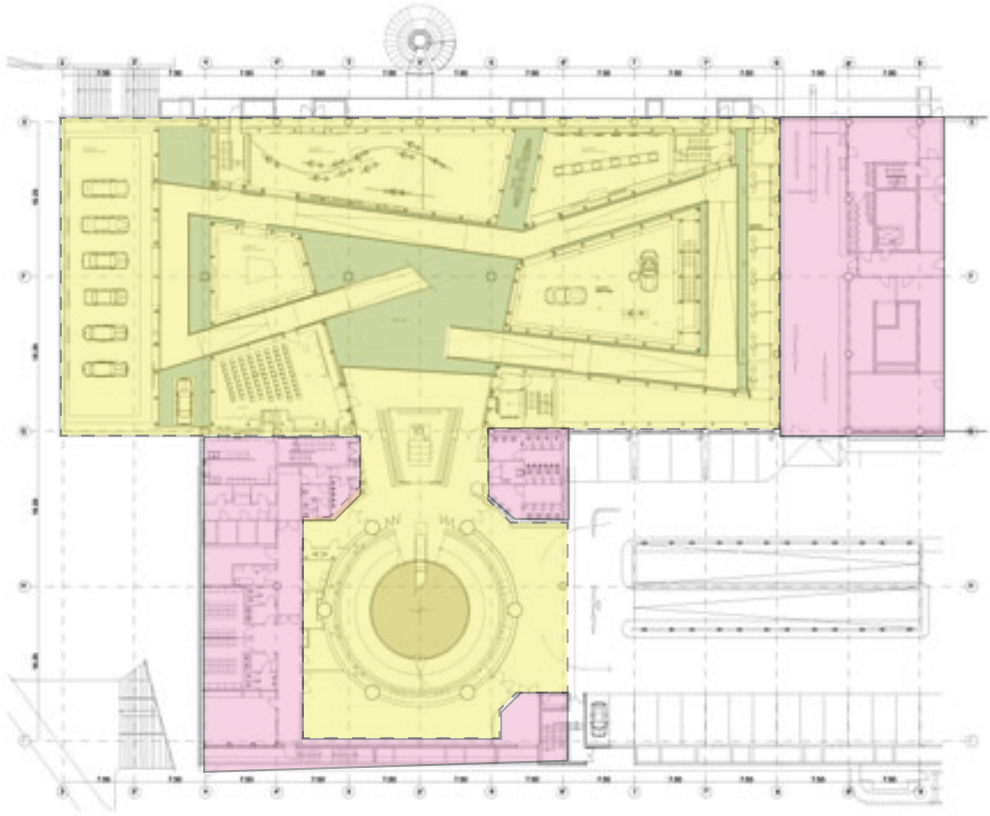


## BWM Munich

**Location: Munich, Germany**  
**Year: 1973**  
**Program: Office**

The main tower consists of four vertical cylinders standing next to and across from each other. Each cylinder is divided horizontally in its center by a mold in the facade. Notably, these cylinders do not stand on the ground; they are suspended on a central support tower. During the construction, individual floors were assembled on the ground and then elevated. The tower has a diameter of 52.30 metres (171.6 ft) and it has 22 occupied floors, two



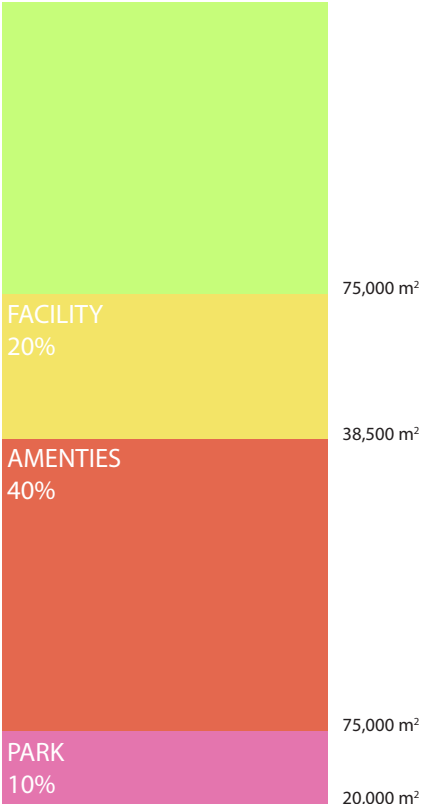
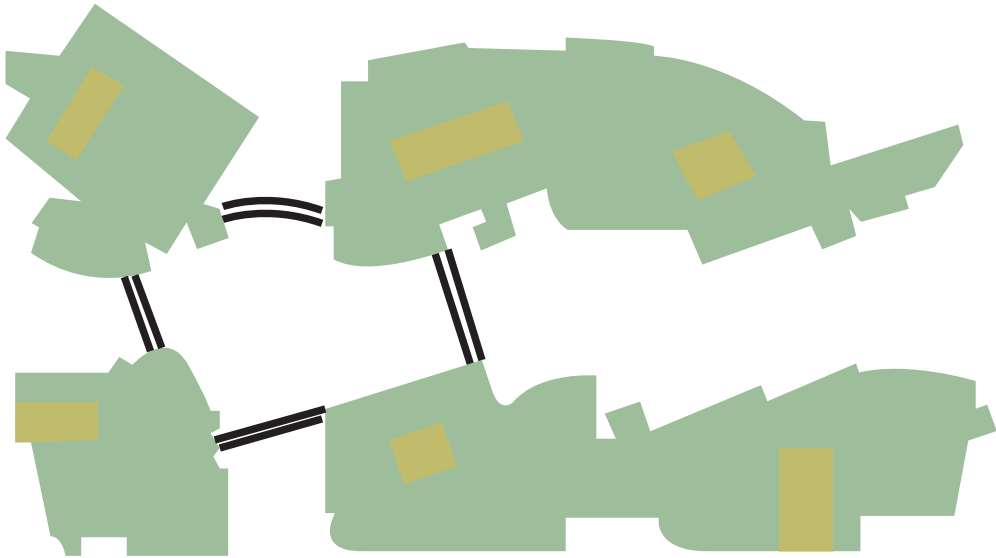




**Location: California, United States**  
**Year: 2004**  
**Program: Office**

The “Googleplex” as Google Inc. corporate headquarters is colloquially known, occupies a series of corporate campuses in Mountain View, CA, bordering the southern shore of the San Francisco Bay. While the landscape of Silicon Valley has, since WWII, been transformed into a largely undifferentiated expanse of suburban residential developments interspersed with low-rise office and research parks, the Googleplex is singular enough that it has become interchangeable with its location.







# APPLELOOP

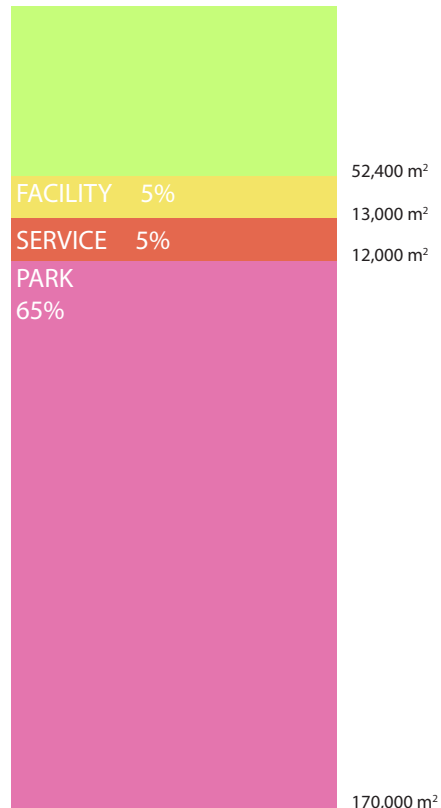
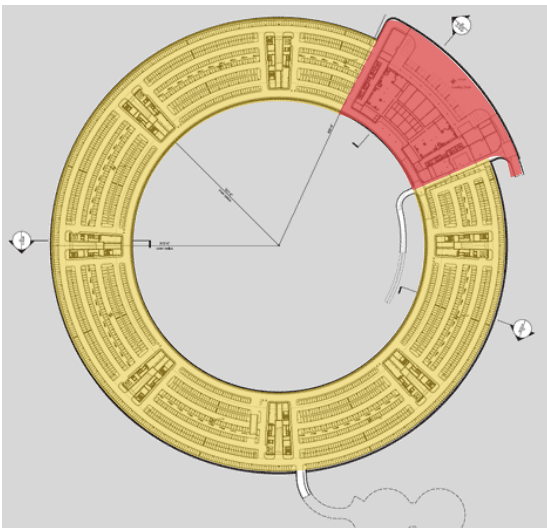
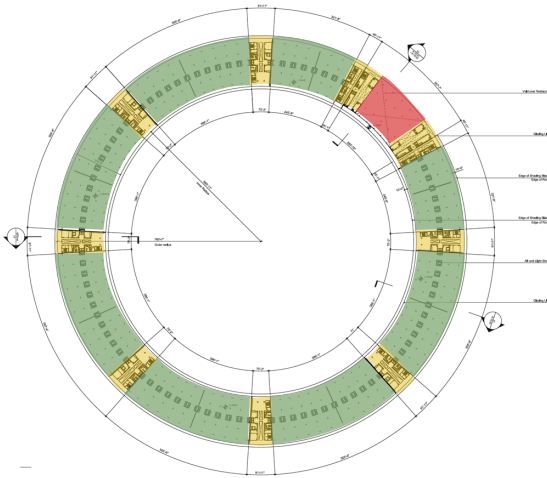
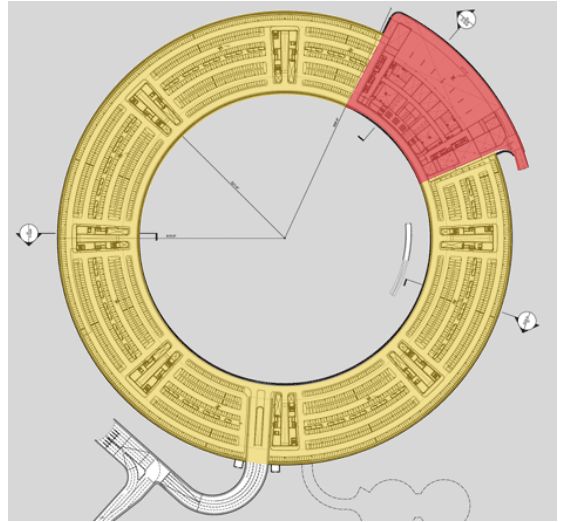
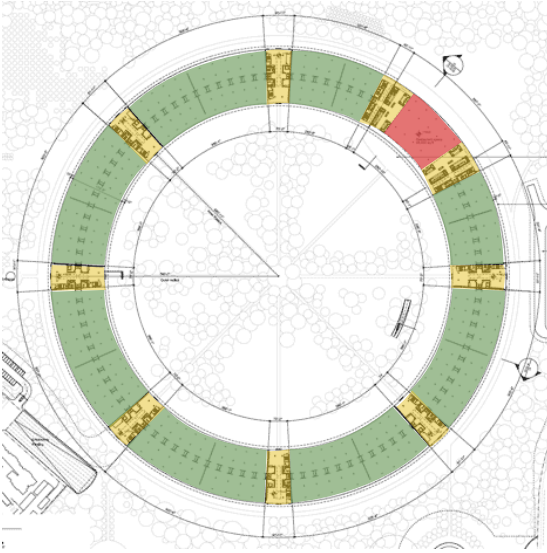
California

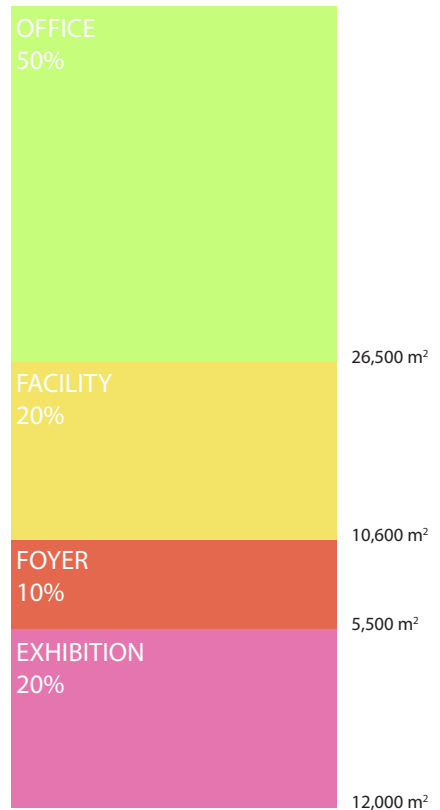
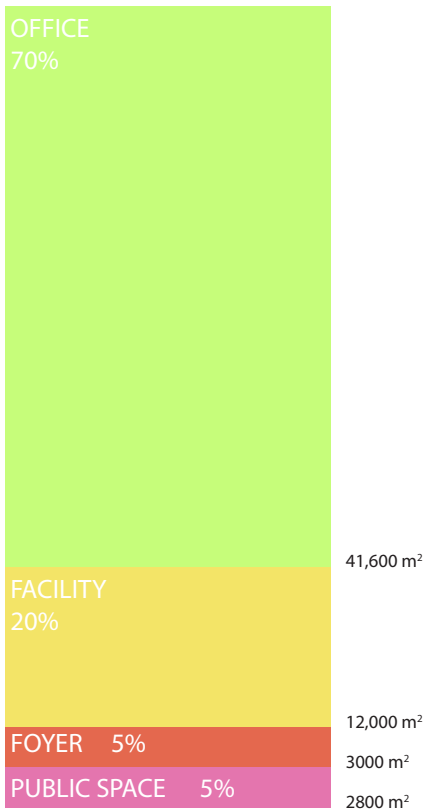
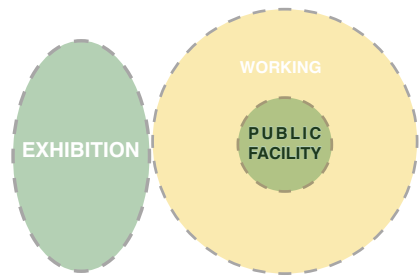
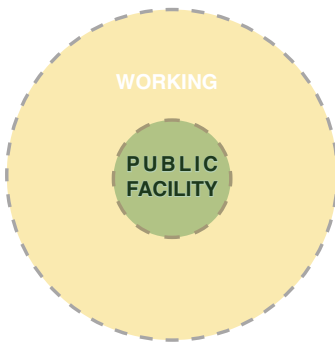
**Location: California, American**

**Year: 2015**

**Program: Office**







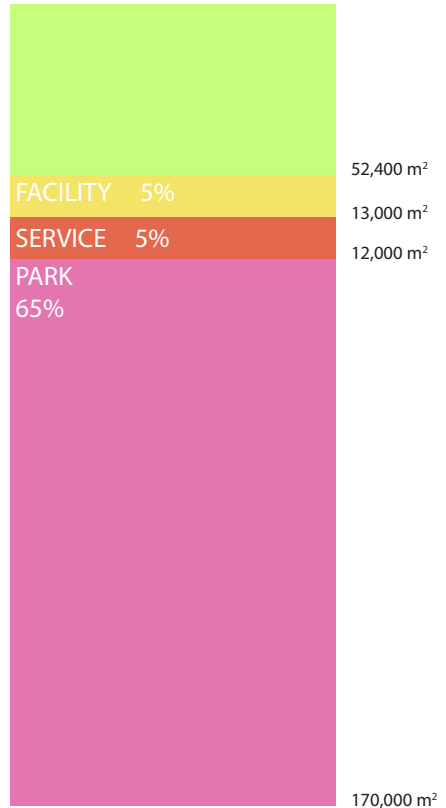
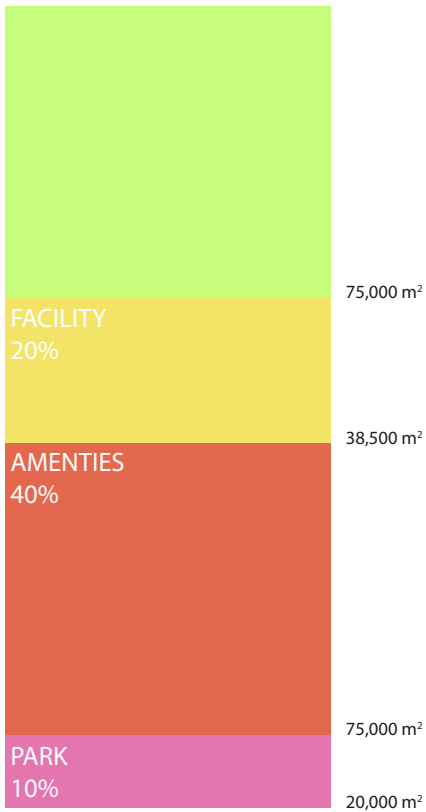
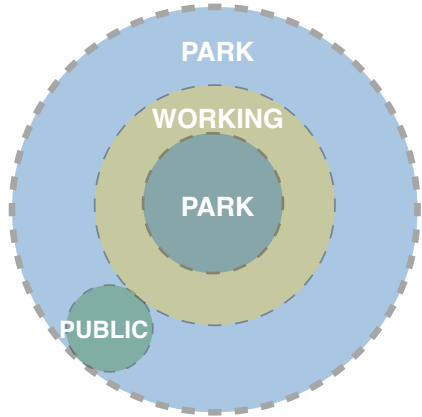
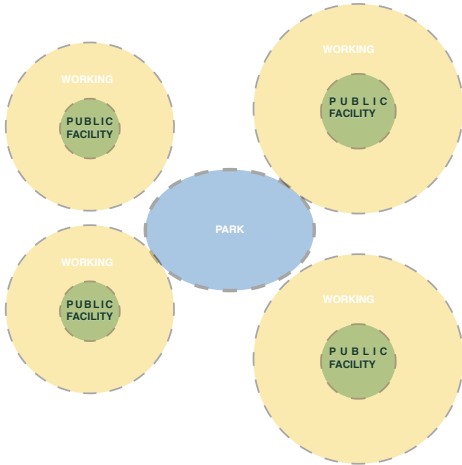




**GOOGLEPLEX**  
California



**APPLELOOP**  
California



COMPLEX



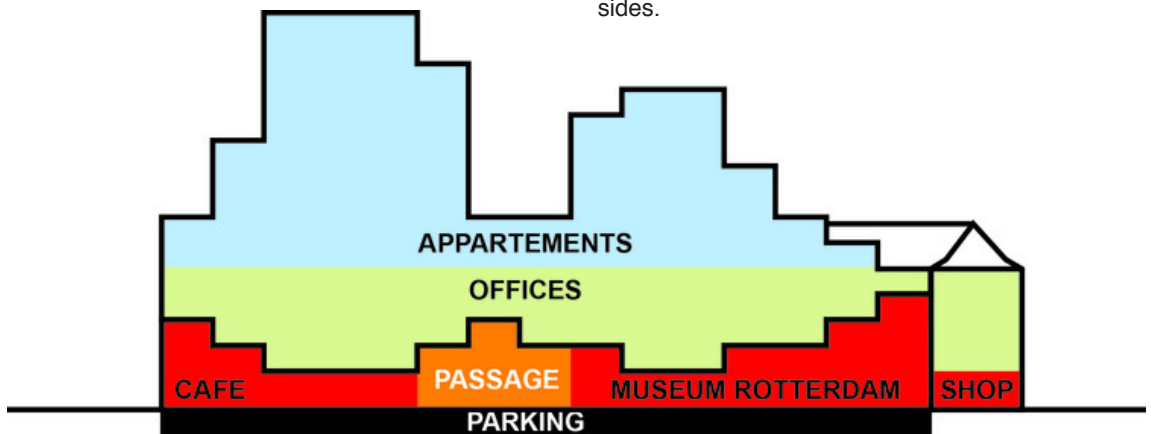


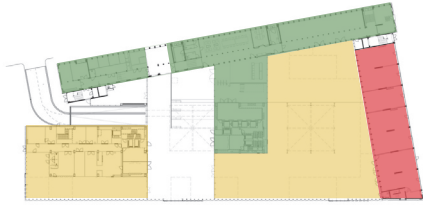
# TIMMERHUIS

## Rotterdam

**Location: Rotterdam, Netherlands**  
**Year: 2015**  
**Program: Mixed Use**

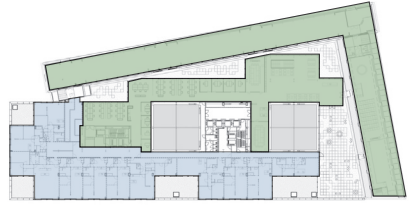
For Rotterdam's Timmerhuis, a new building for the city hall that accommodates municipal services, offices, and residential units, OMA conceived a modular building with repeated units gradually set back from the street as they rise into two irregular peaks. The building's composition of smaller cells creates an impressive, complex form when viewed from Coolsingel, one of Rotterdam's main arteries, and allows for subtlety and adaptability as the new building meets the Stadstimmerhuis (a municipal building, from 1953), which surrounds it on two sides.





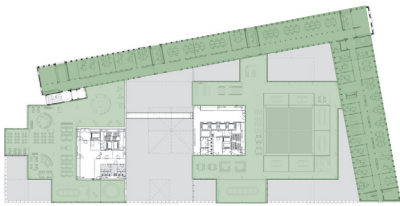
office / housing / museum / retail ground floor

TIMMERHUIS



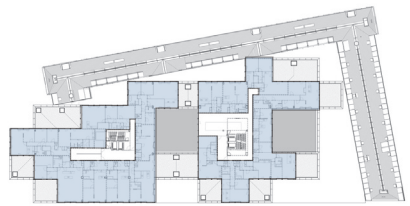
office / housing 5th floor

TIMMERHUIS



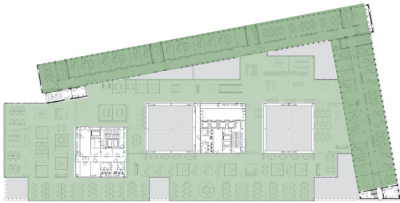
office 1st floor

TIMMERHUIS



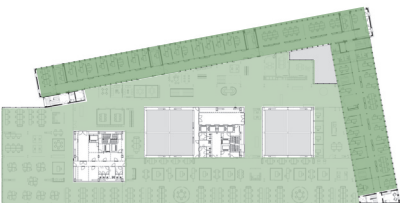
housing 6th floor

TIMMERHUIS



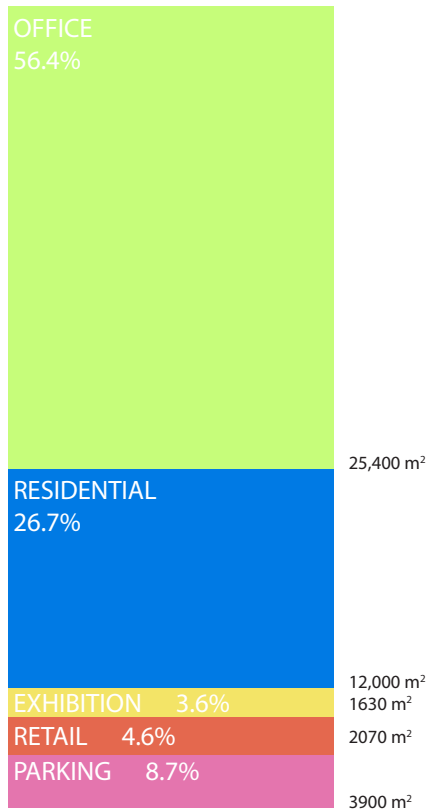
office 2nd floor

TIMMERHUIS



office 3rd floor

TIMMERHUIS

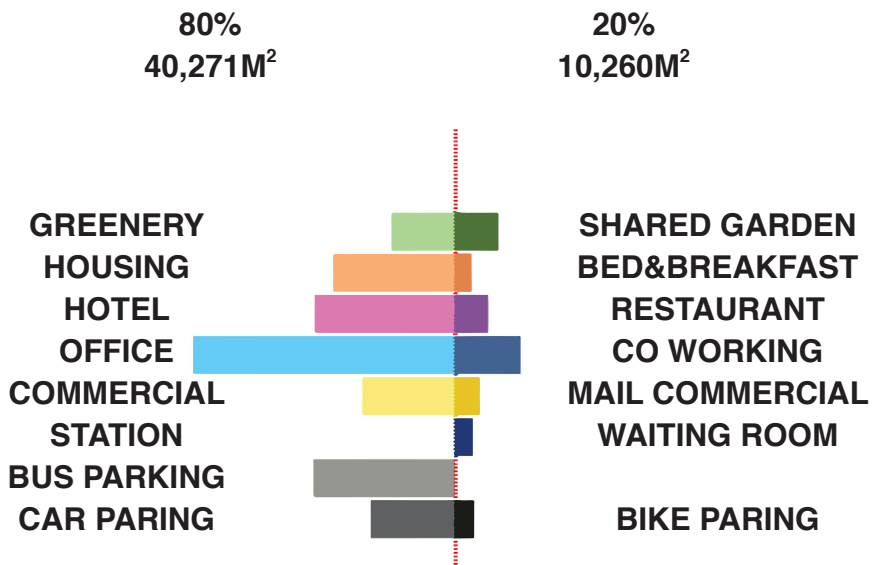


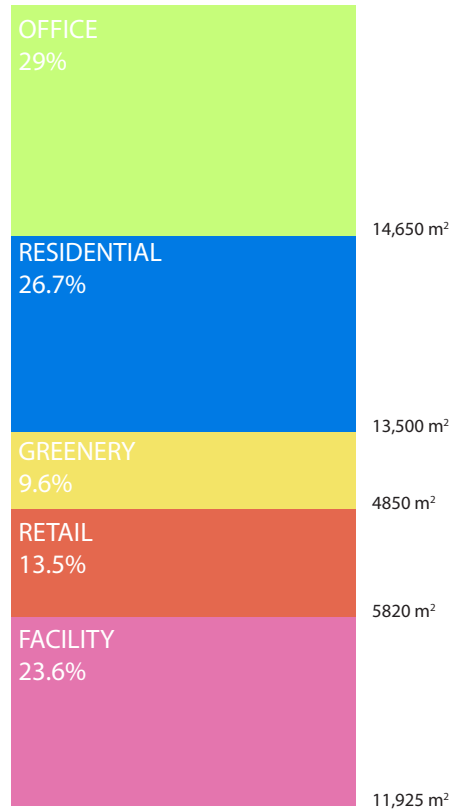
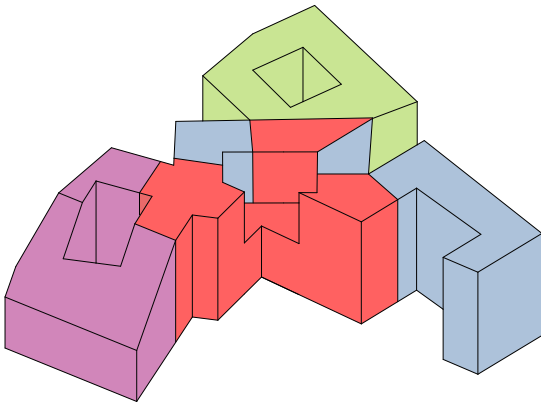


**PXP**  
Paris

**Location: Paris, France**  
**Year: 2016**  
**Program: Mixed Use**

The project PXP: The Shared City proposes to create an urban space dedicated to sharing and innovation. The building, which is positioned on the axis that links the historical tourist areas of Paris and the business district of La Défense, functions as a mixed-use structure with a key position in the development of Greater Paris.

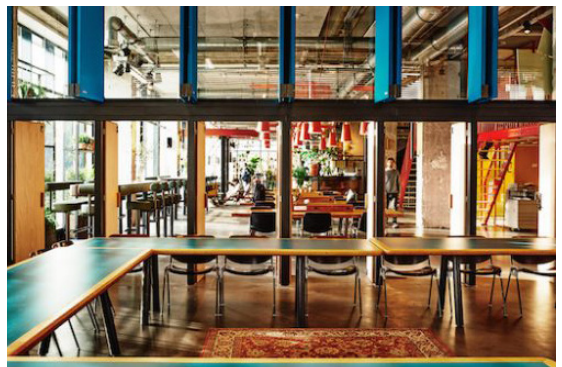




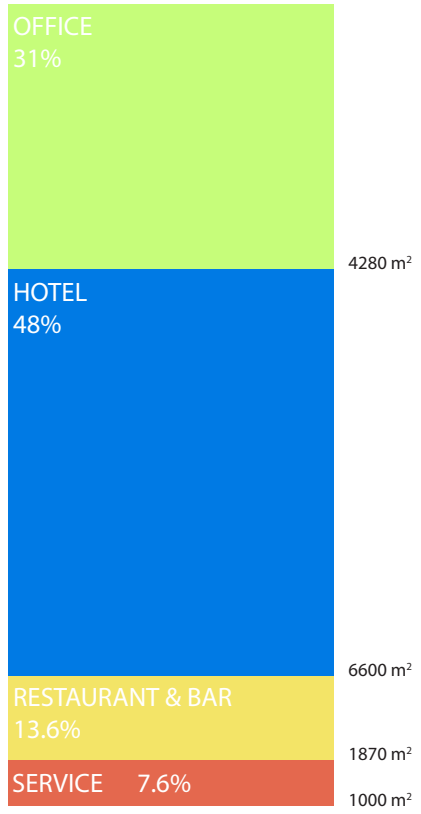
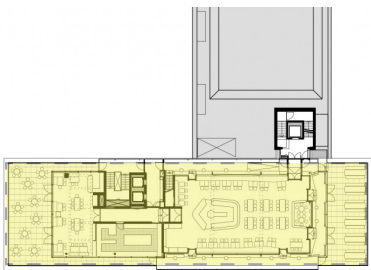
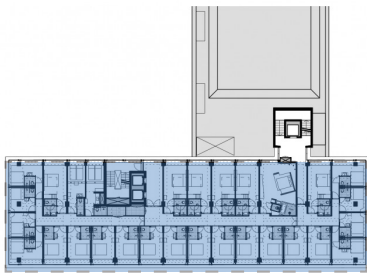
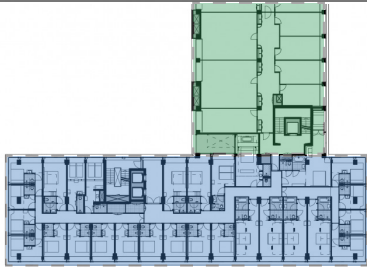
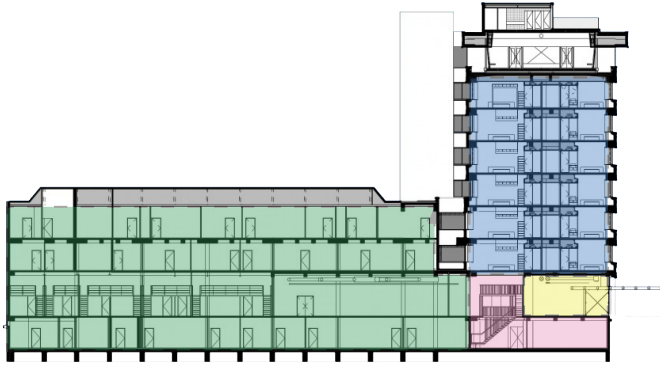


**Location: Amsterdam, Netherlands**  
**Year: 2014**  
**Program: Hotel Mixed Use**

The former Volkskrant building has been transformed into a hotel with 172 rooms. With a restaurant and club on the top floor, a café and flexible workspaces on the ground floor, a cocktail bar in the basement, hot tubs on the roof and a breeding ground in the back building it is not only a place for tourists but also a place for Amsterdammers to work, relax and meet each other







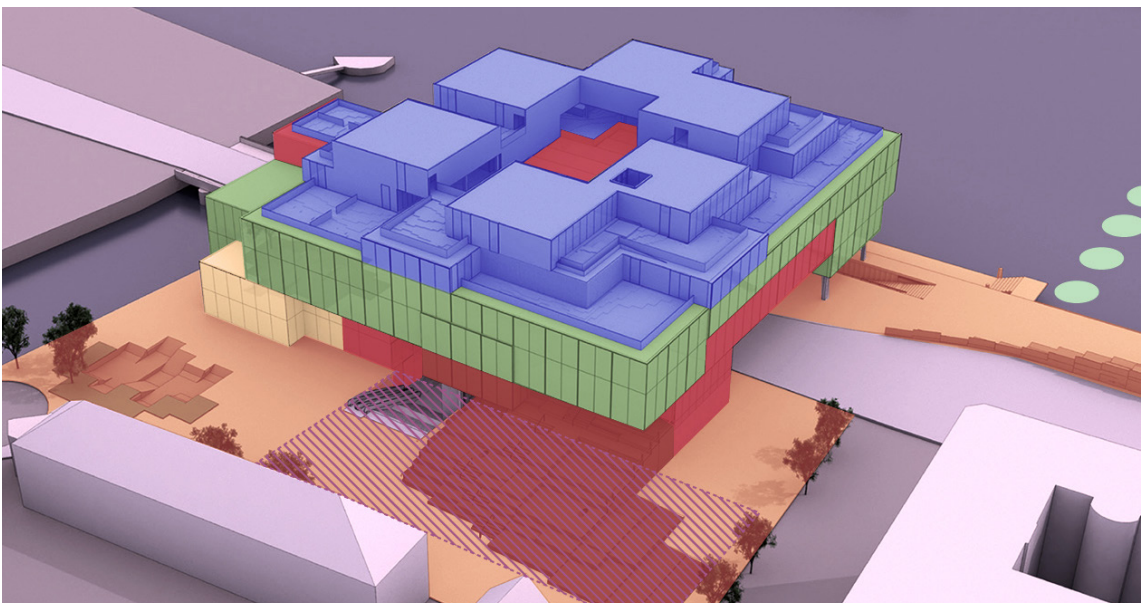


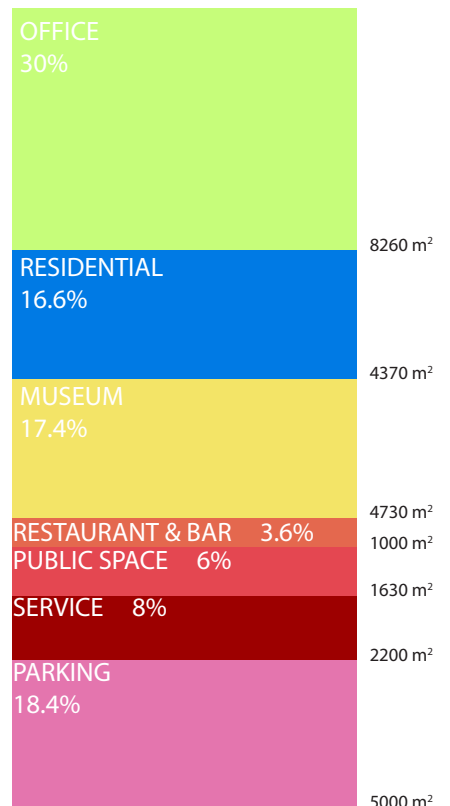
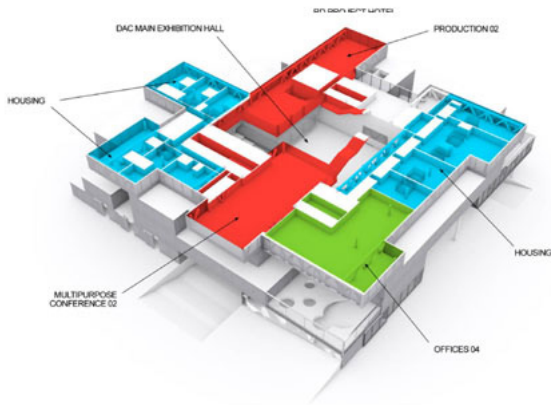
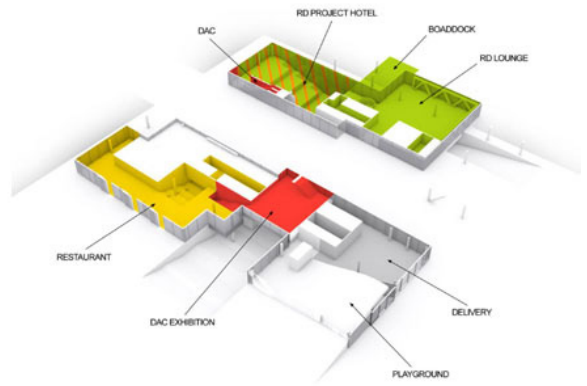
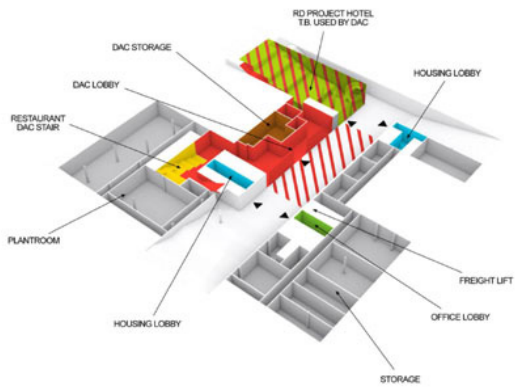
# BLOX

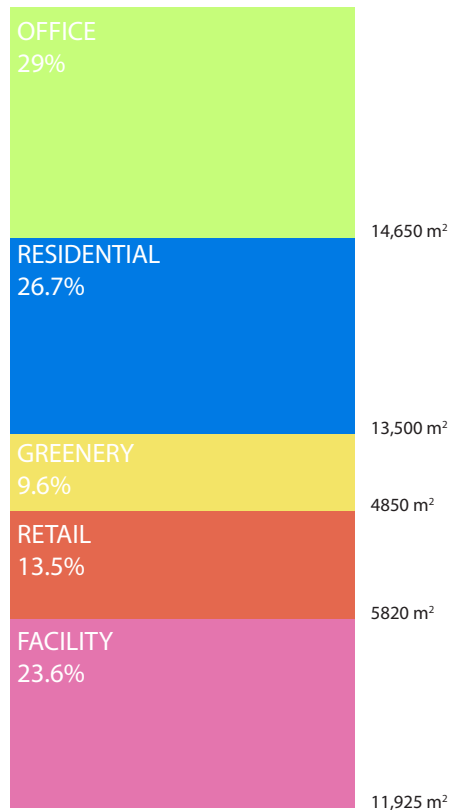
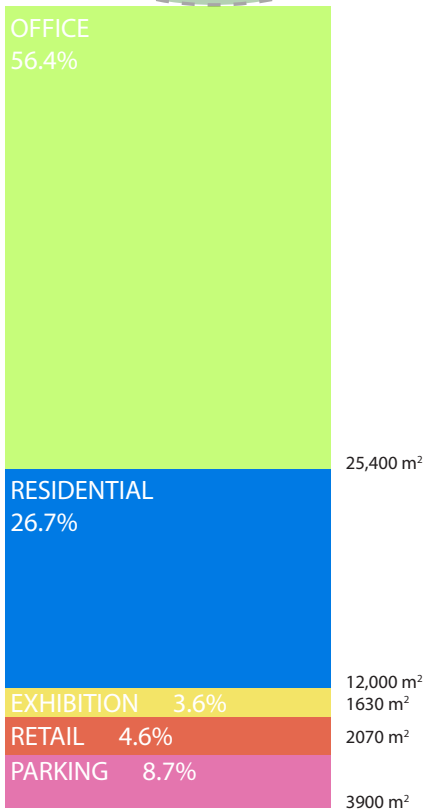
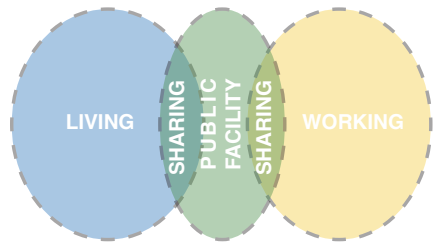
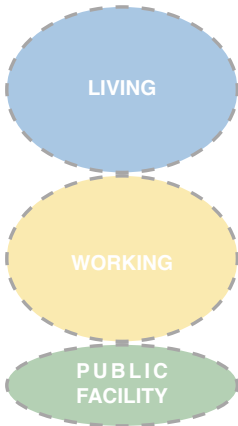
## Copenhagen

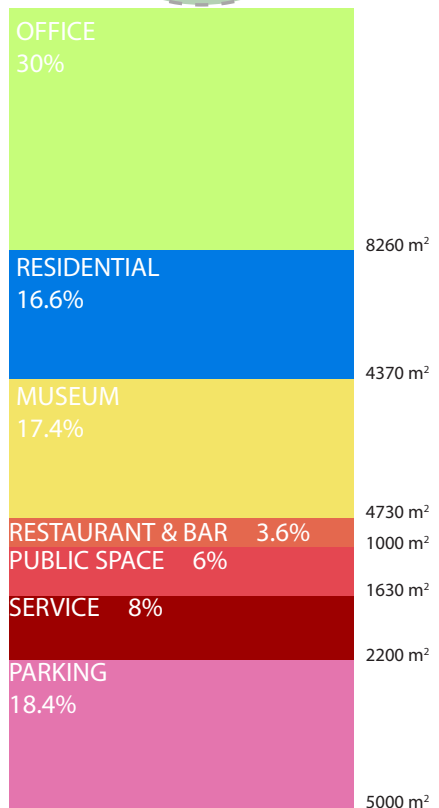
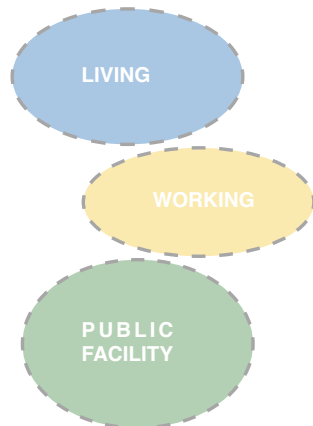
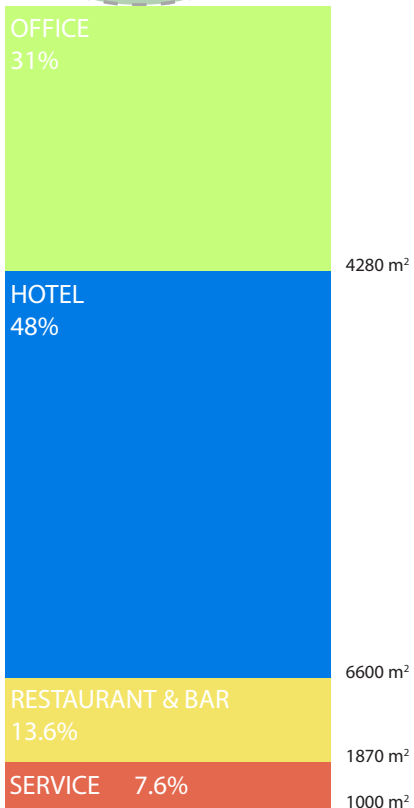
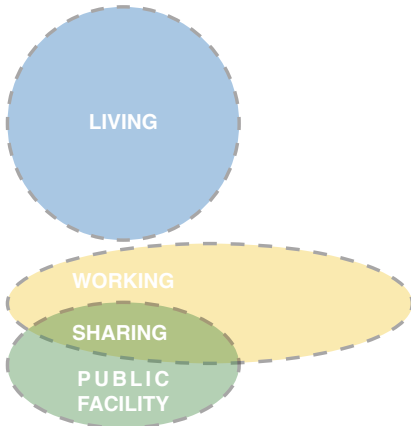
**Location: Copenhagen, Denmark**  
**Year: Under Construction**  
**Program: Museum, Hotel Mixed Use**

The design for BLOX is a linear display of the tenets of Danish Modernism: monumentality, simplicity and politeness. The Copenhagen harbour is experiencing a surge in development, transforming a previously under used natural asset into a new city-wide destination. The Bryghusgrunden site lies in the centre of this transformation.









OFFICE  
30%

RESIDENTIAL  
30%

PUBLIC & FACILITY  
40%

PRIVATE OFFICE  
9%

CO-WORKING  
21%

APARTMENT  
9%

FLEXIBLE LIVING  
21%

FACILITY  
12%

PUBLIC SPACE  
28%

OFFICE

ING

ENT

VING

Y

ACE

PRIVATE OFFICE

CO-WORKING

MEETING ROOM

RENTAL OFFICE

EVENT ROOM

WORKSHOP

EXHIBITION

COMMUNITY LIBRARY

APARTMENT

STUDIO

SHARED APARTMENT

HOTEL

BED & BREAKFAST

PARKING

HOUSING FACILITY

RETAIL

RESTAURANT & BAR

SHARED GARDEN

PUBLIC FOYER

4050m<sup>2</sup>

3150m<sup>2</sup>

800m<sup>2</sup>

1000m<sup>2</sup>

1500m<sup>2</sup>

1000m<sup>2</sup>

1050m<sup>2</sup>

1000m<sup>2</sup>

2050m<sup>2</sup>

2500m<sup>2</sup>

4500m<sup>2</sup>

1500m<sup>2</sup>

2000m<sup>2</sup>

1000m<sup>2</sup>

1000m<sup>2</sup>

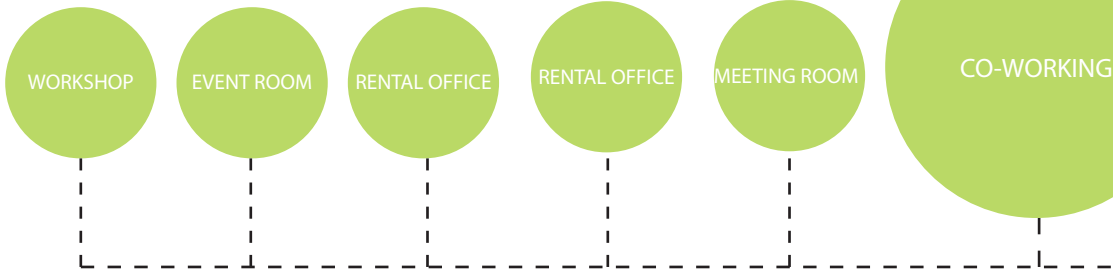
1500m<sup>2</sup>

1500m<sup>2</sup>

6000m<sup>2</sup>

2000m<sup>2</sup>

# PRIVATE



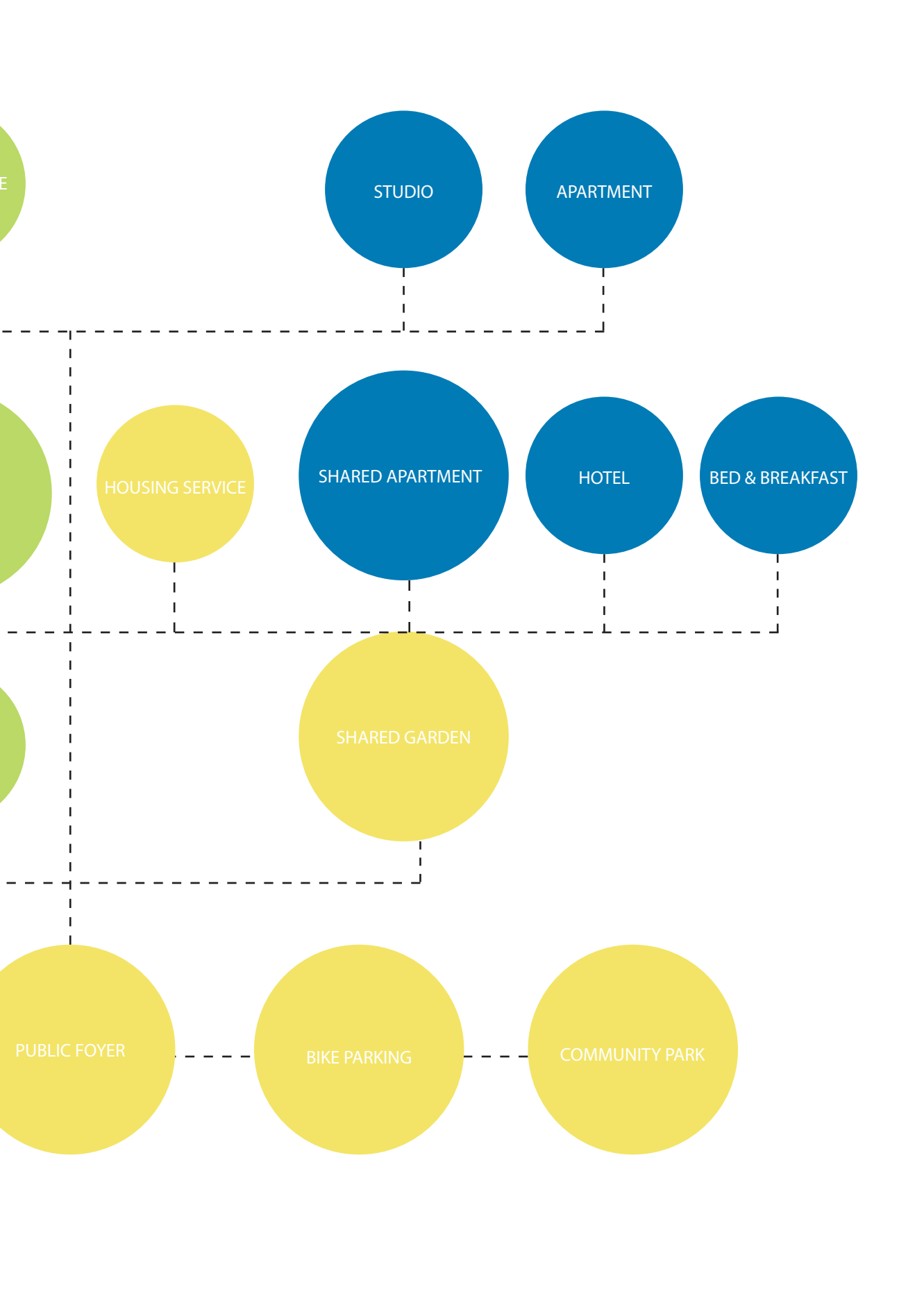
# SEMI-PUBLIC



# PUBLIC







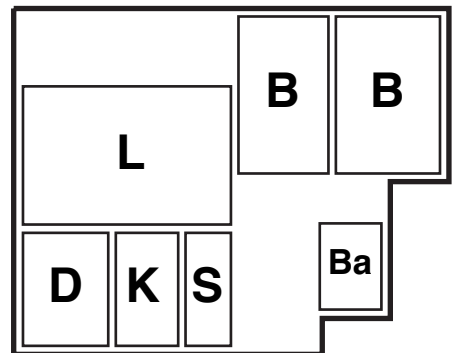
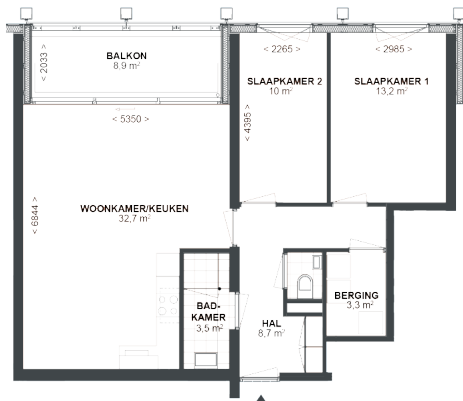
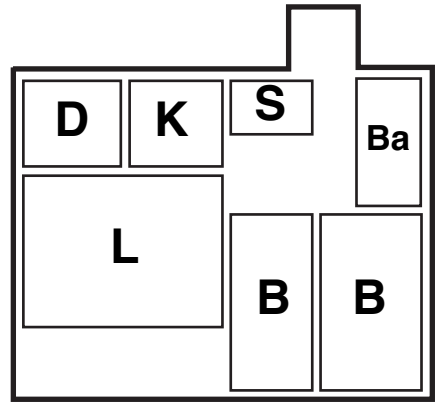
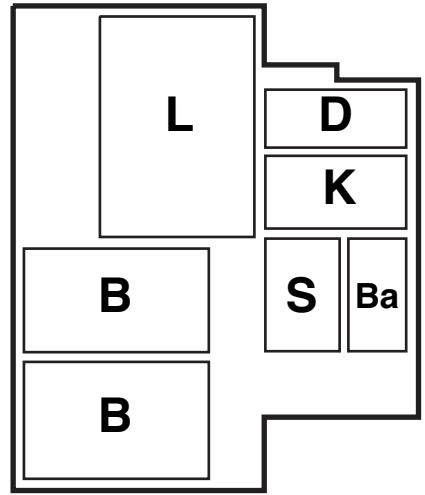
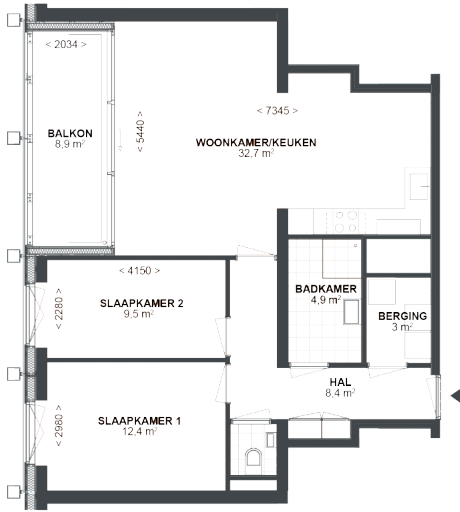
HOUSING



# B'MINE

1 unit = **L** + **D** + **K** + S + B + Ba

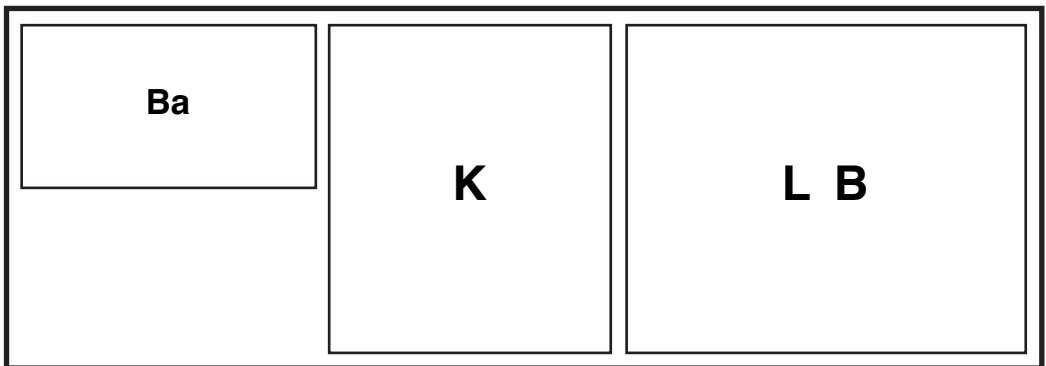
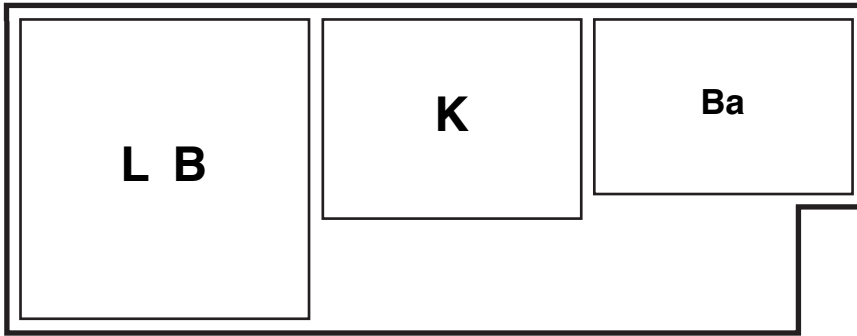
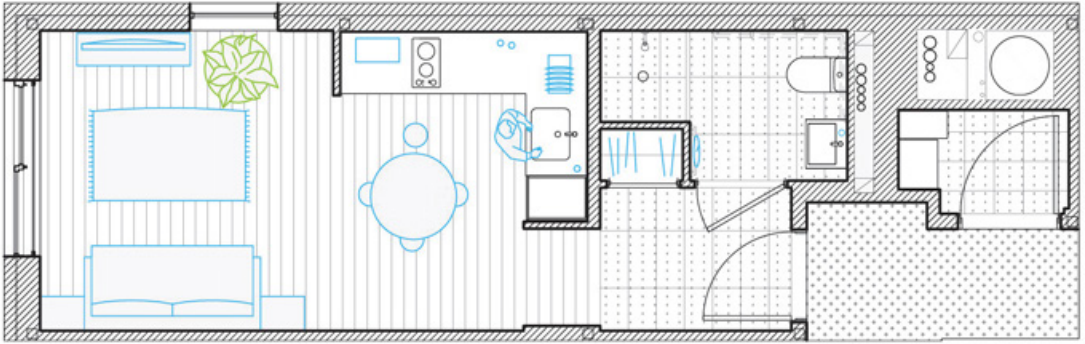




# MY MICRO NY

1 unit = **L** + **K** + **B** + **Ba**



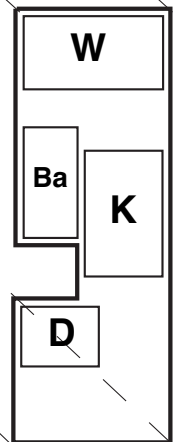
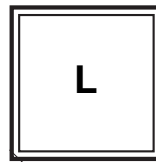
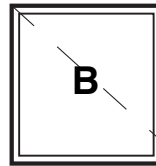
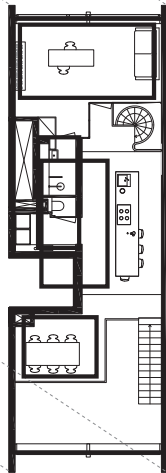
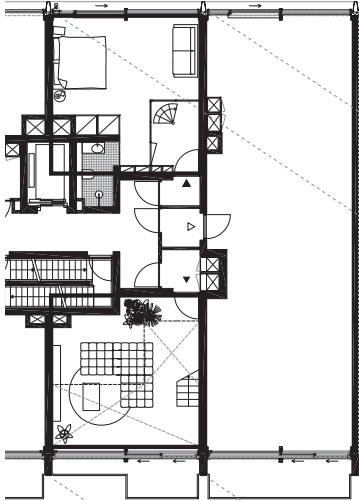
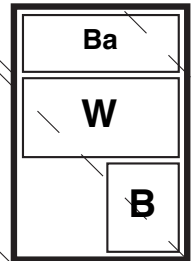
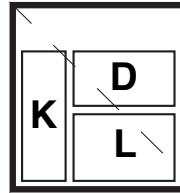
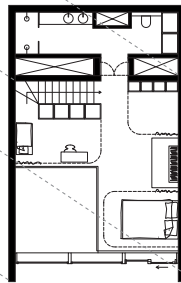
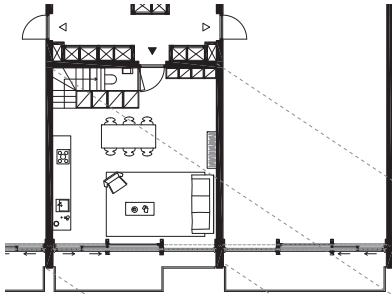


# SUPERLOFTS

1 unit = **L** + **D** + **K** + **W** + **B** + **Ba**



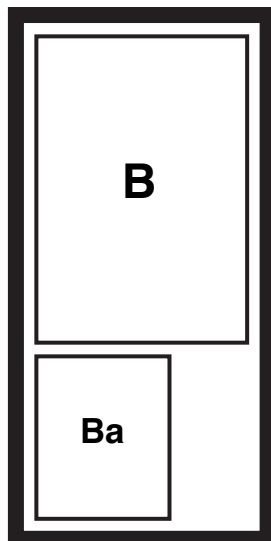
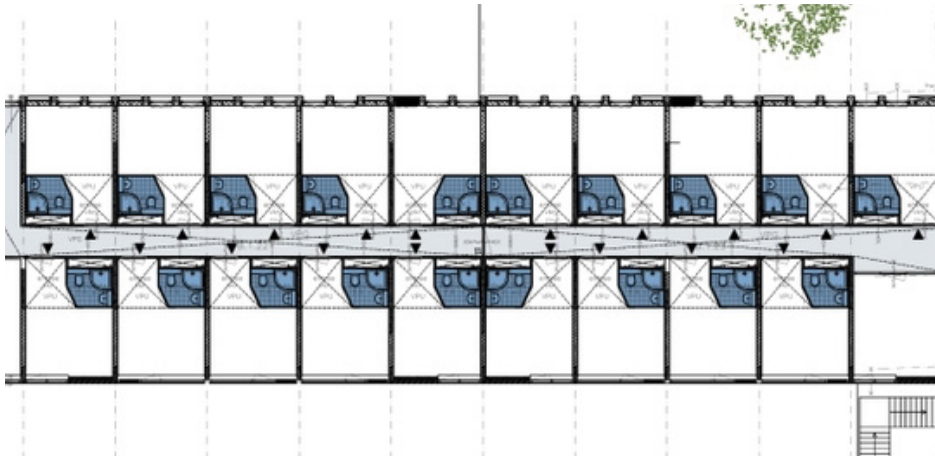
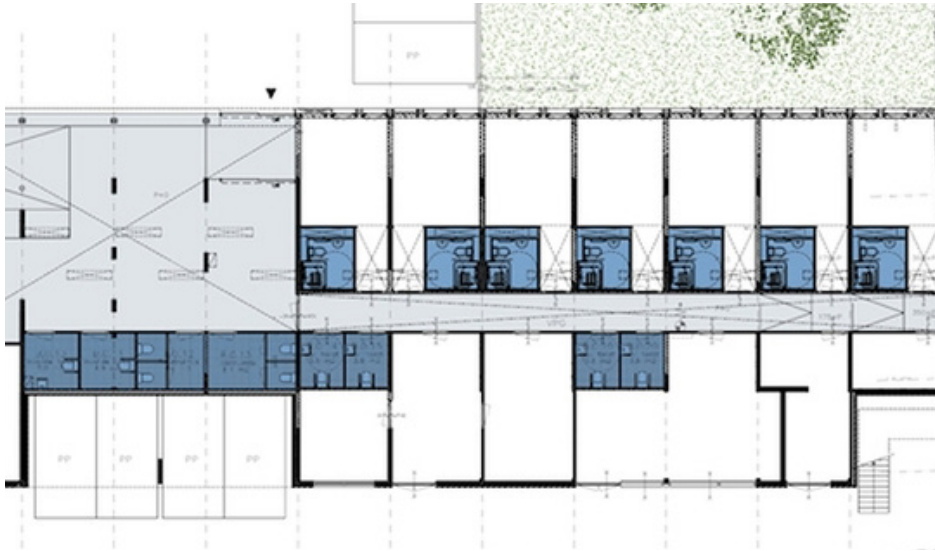




# STUDENT HOTEL

1 unit = B + Ba

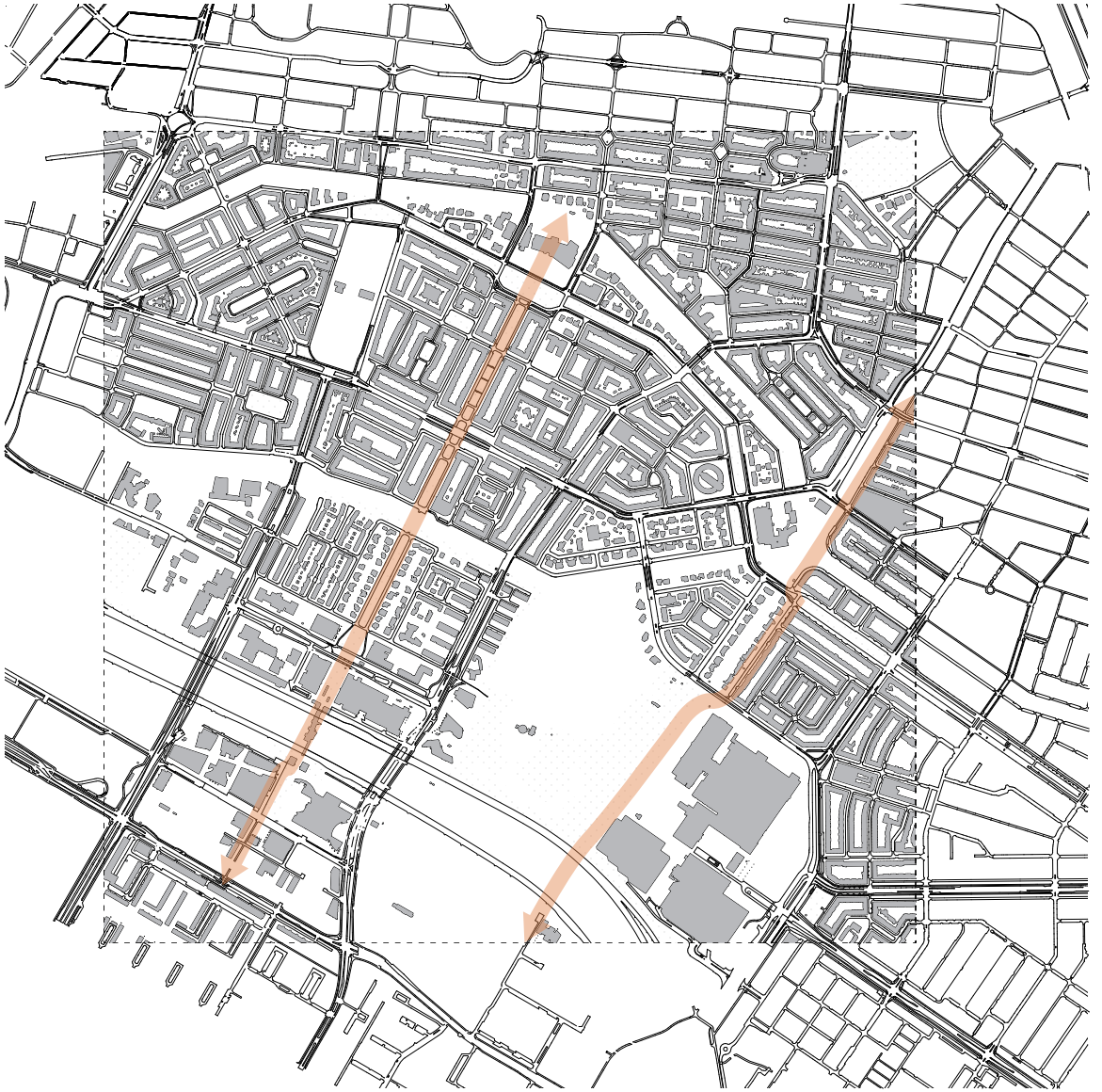




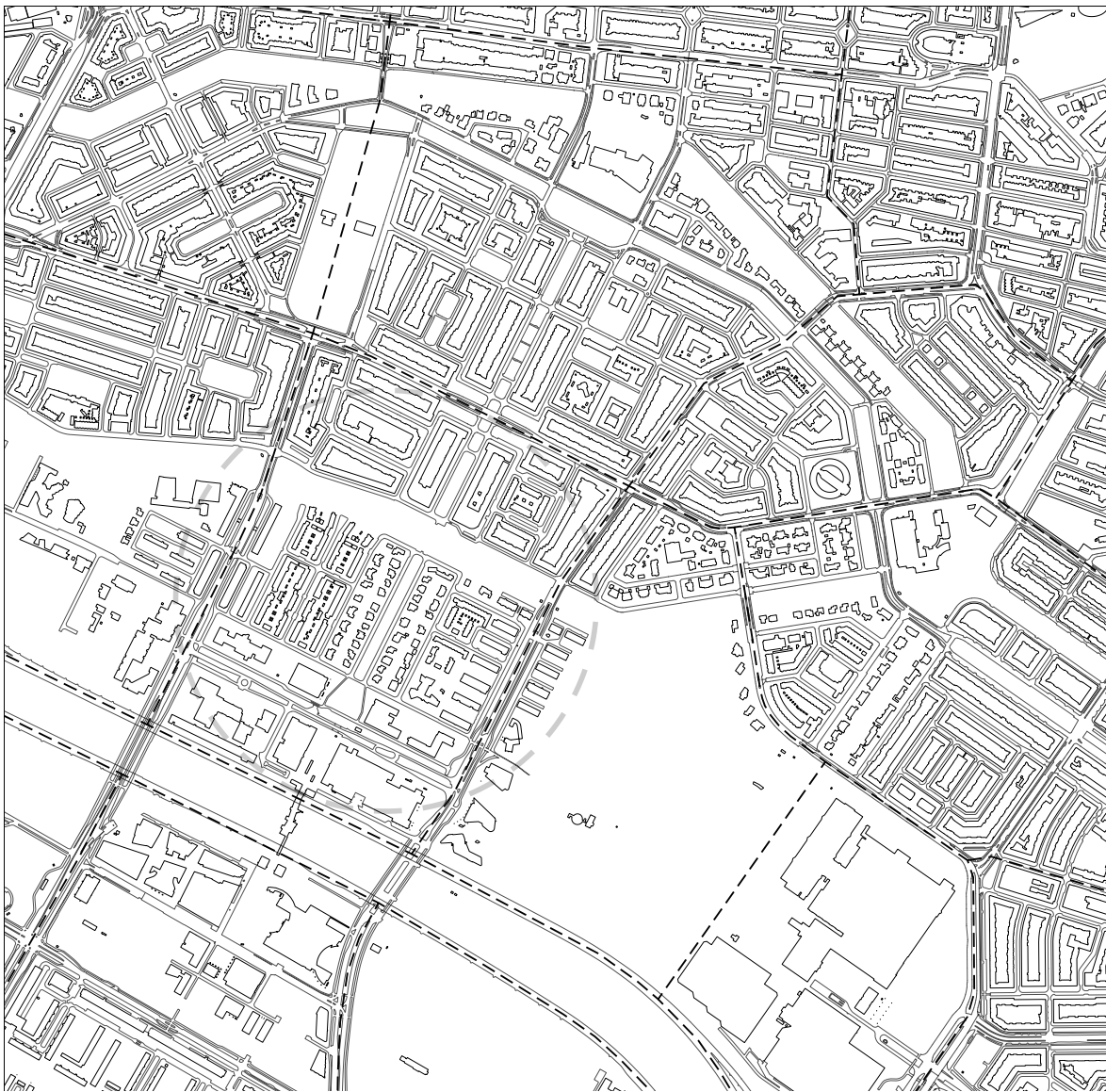
# SITE LOCATION



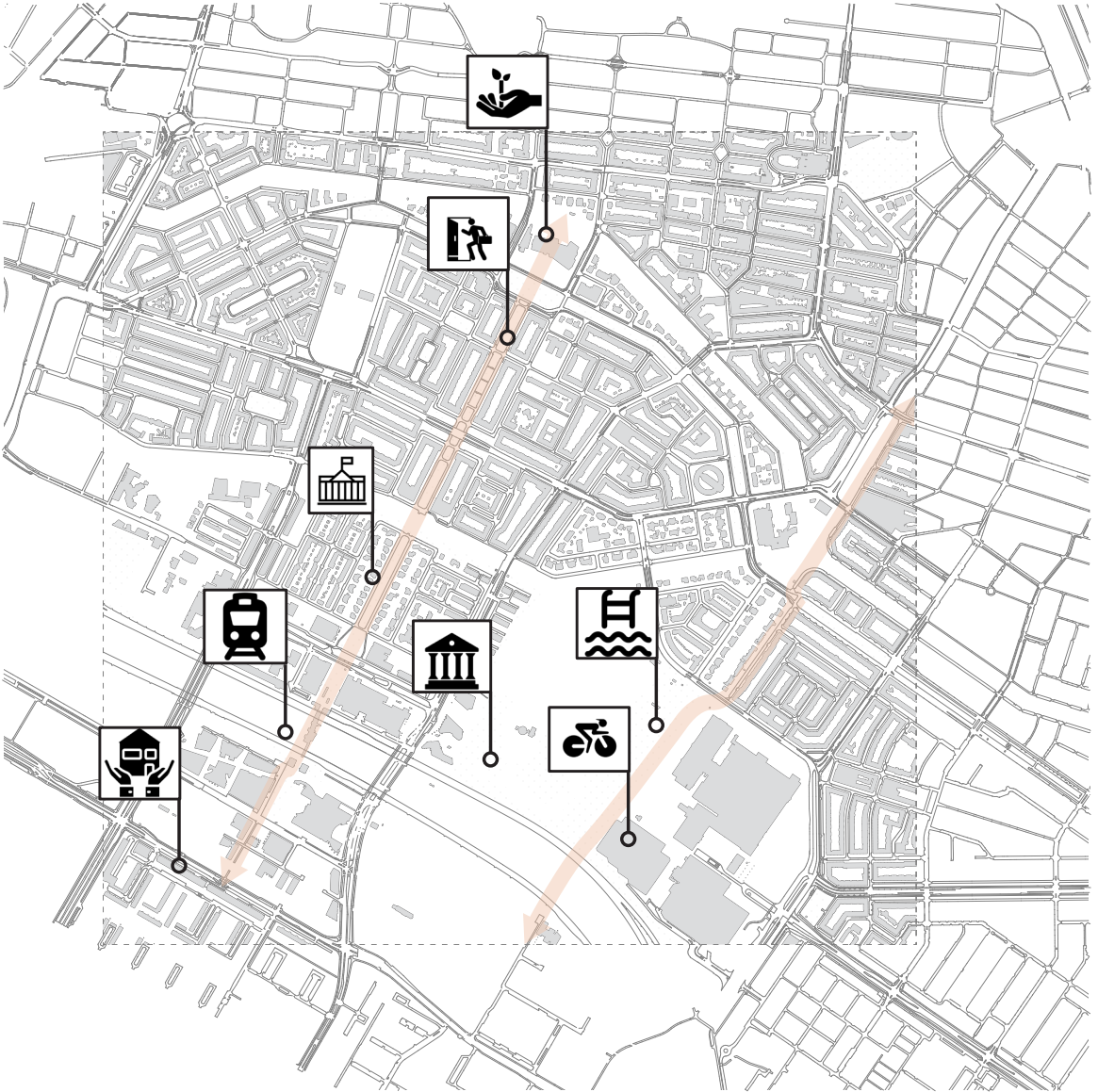
# STRENGTHEN AXISES



# SUPER BLOCK



# PUBLIC FACILITY LINE



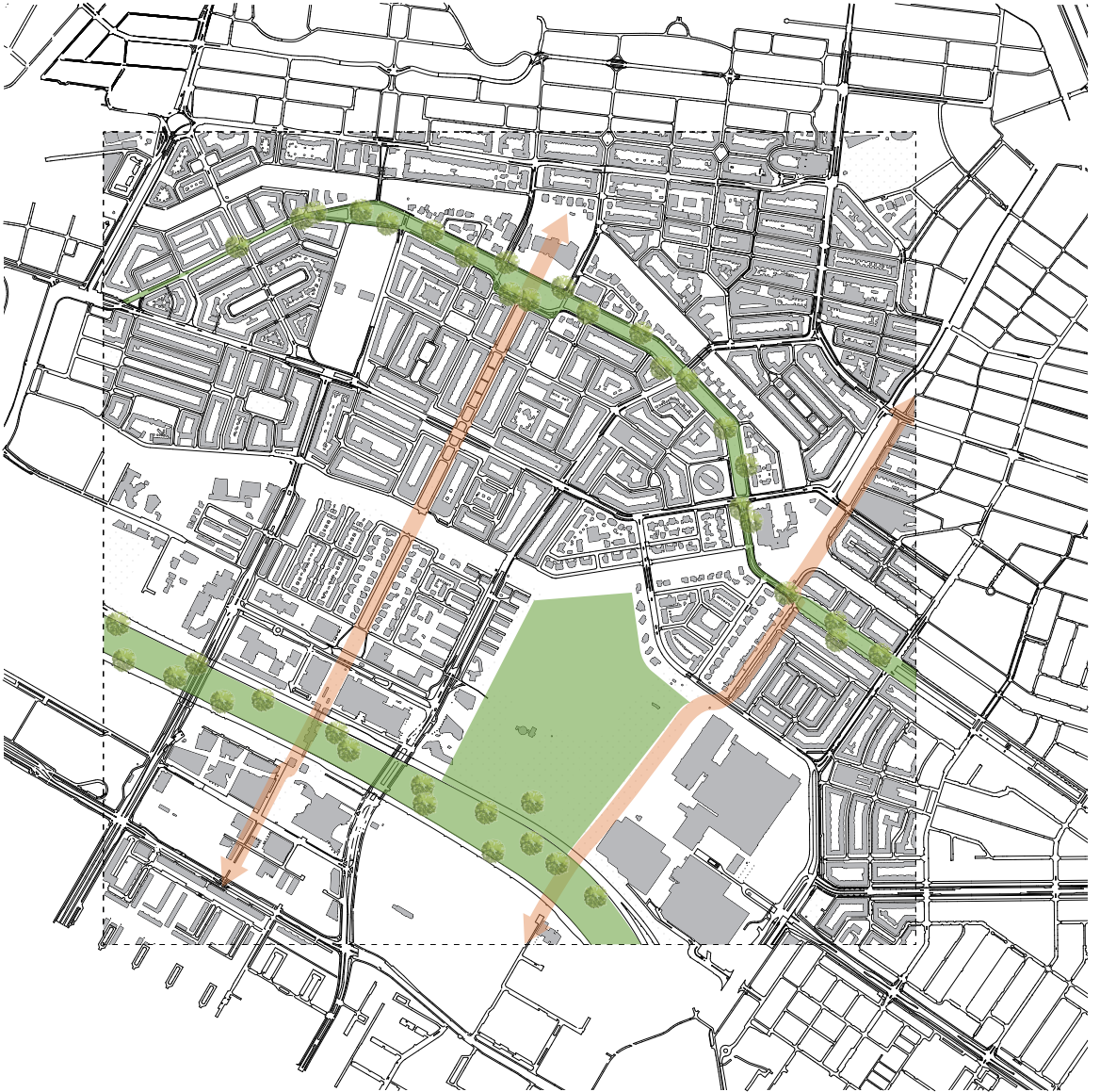
**Amenities**

**Mobility**

**Social Reform**



# PUBLIC PARK

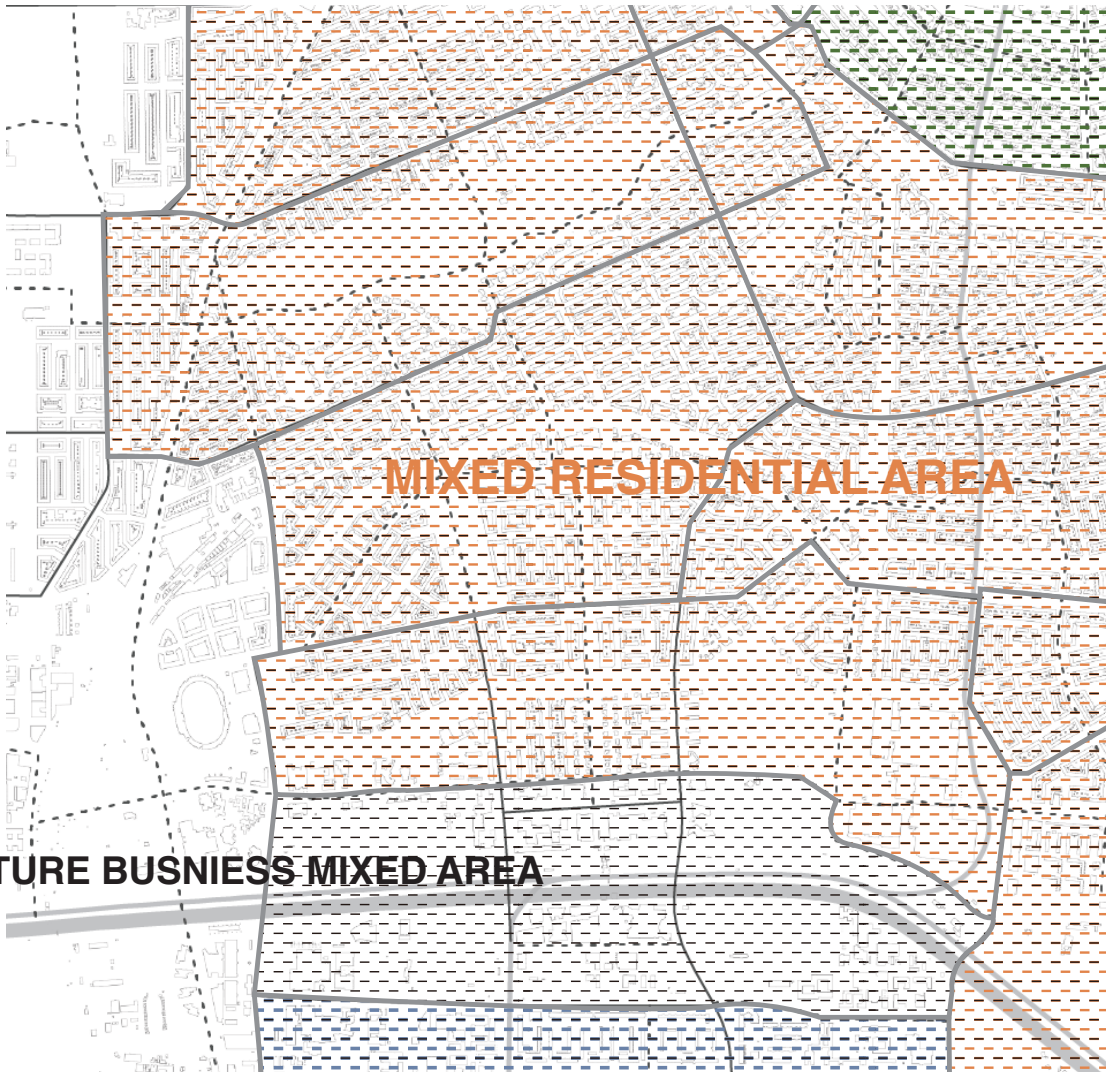


**OPEN-AIR MUSEUM**

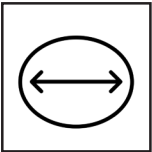
**MIXED RESIDENTIAL AREA**

**FUTURE BUSINESS MIXED AREA**

**SOCIAL HOUSING DISTRICT**



# SITE CHOICE



Helping reshape the public space, strengthen the importance of axis of original Plan Zuid.



Located among the neighbourhood acting as the community service. Providing the employment opportunities to surrounding neighbourhood.



Connected with the infrastructures and facilities on the site.



Inside the superblock, the high-speed e-bike lane become the most important way of transportation. Located near the bicycle lane will increase the accessibility of the building and strengthen the connection with public transport— — Amsterdam Zuid.



**Hilton Hotel**



**Minerva Amsterdam  
Holding B.V.**



**Rabobank**





CAR ROAD

E-BIKE ROAD



RETAIL & RESTAURANT



OFFICE

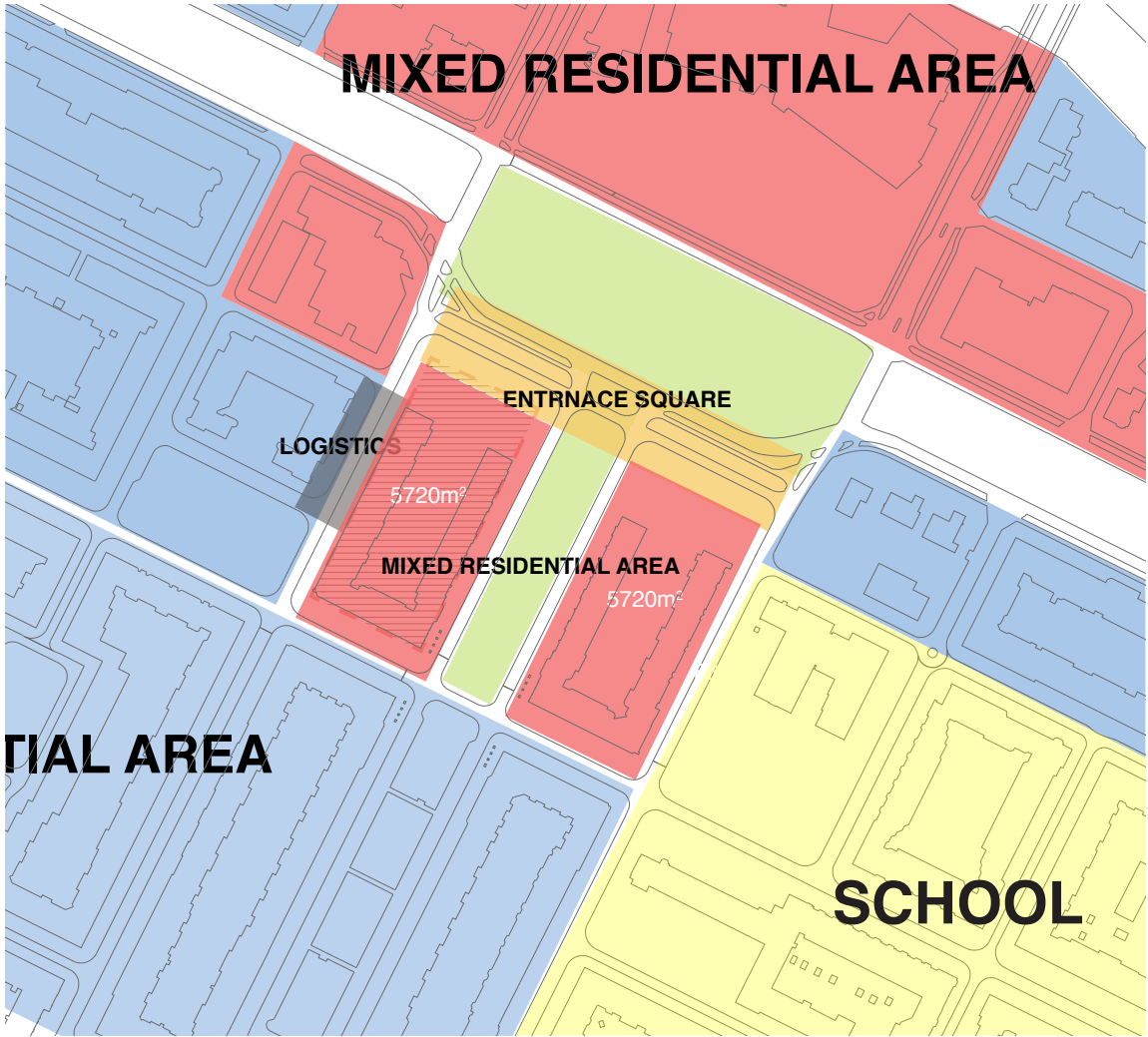


EDUCATION

# SITE STRATEGY









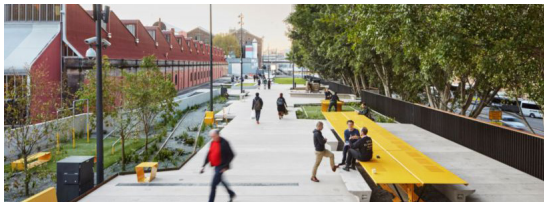
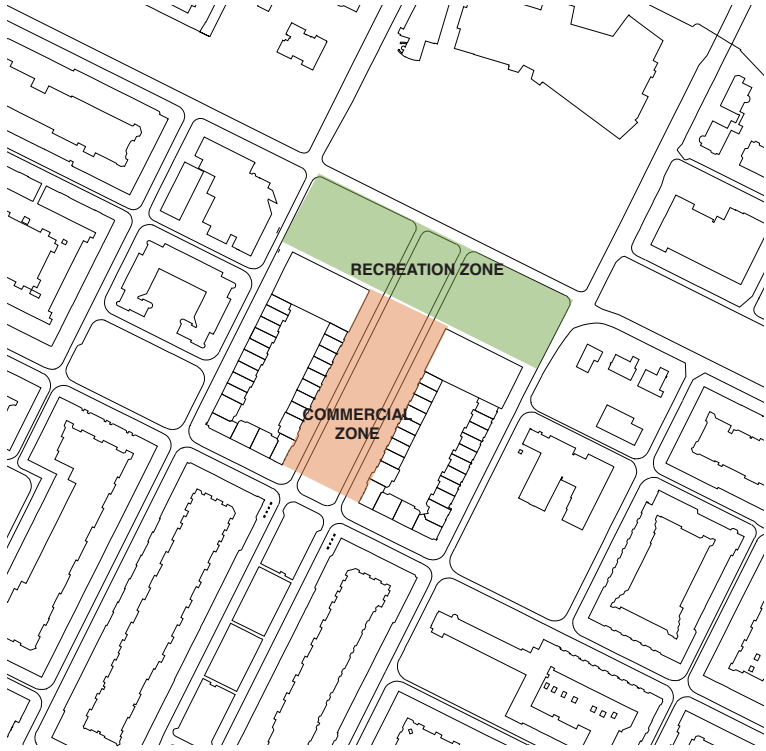
7.5M

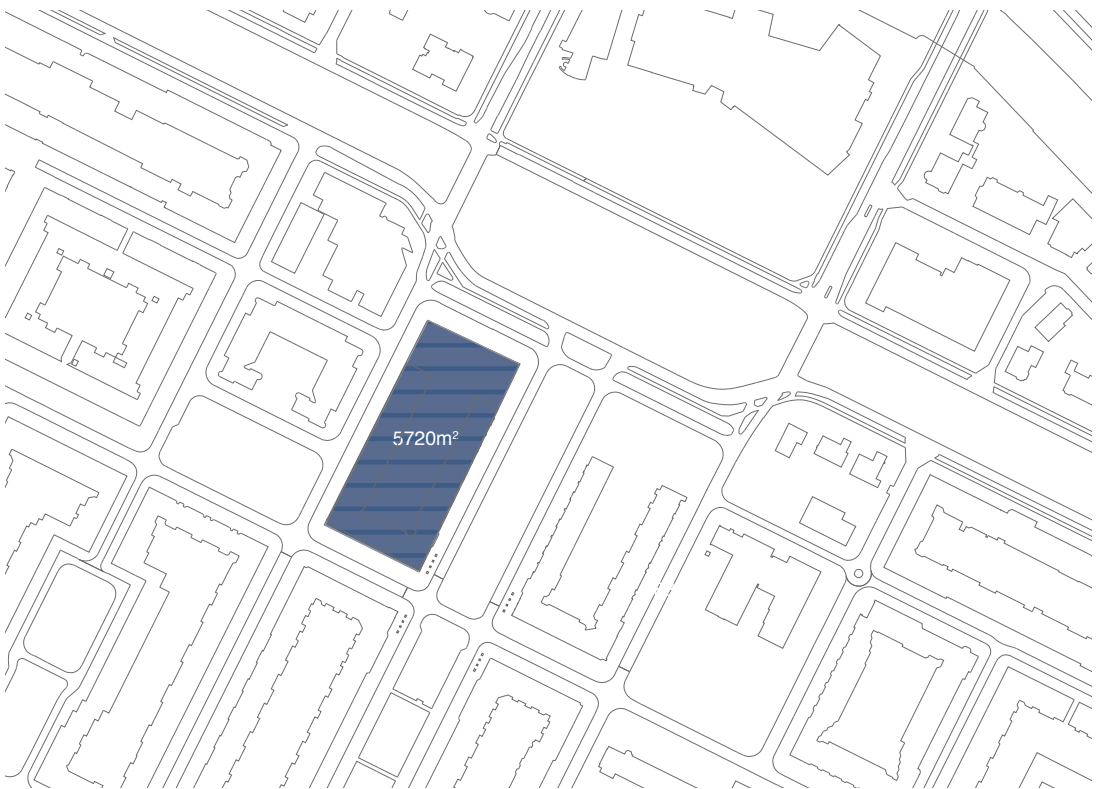
Car

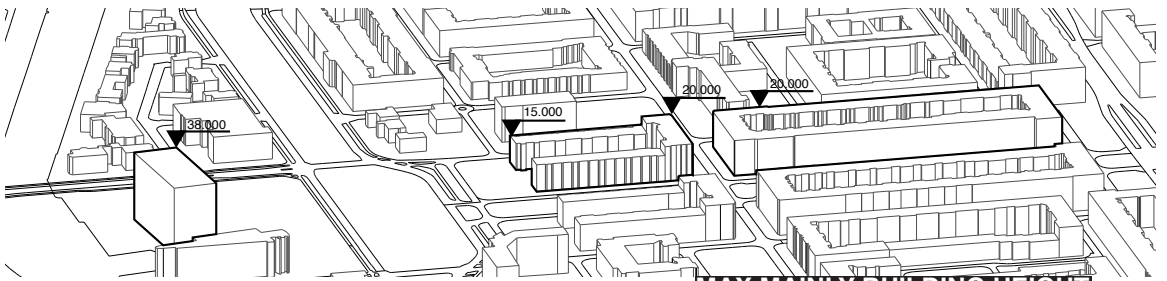
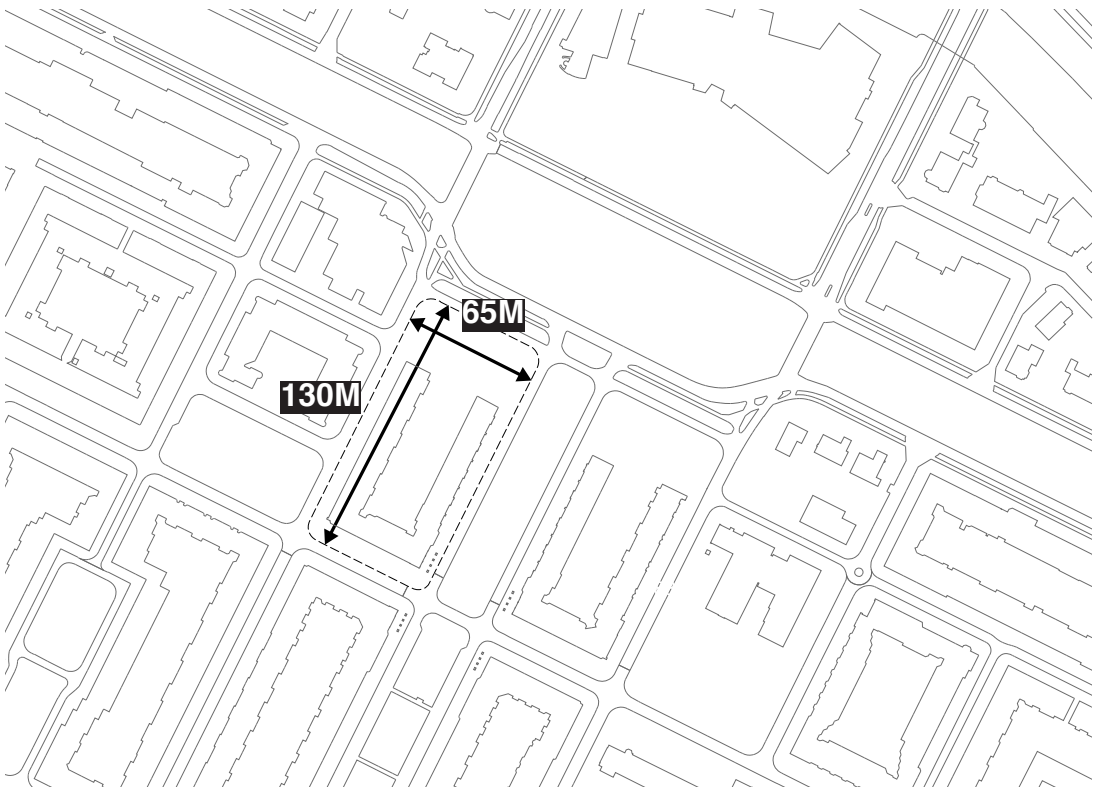


3.5M

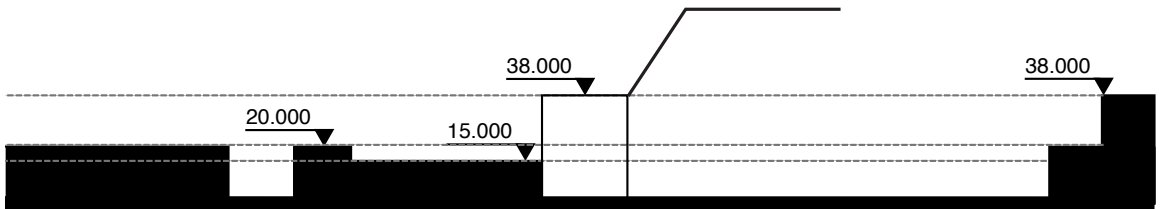
Pedestrian  
Bike



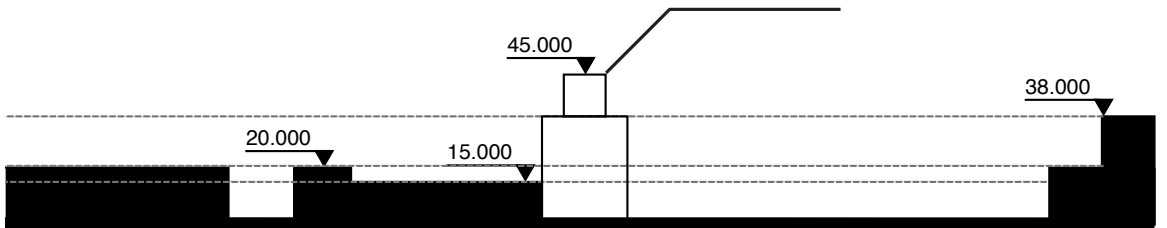




**MAX MAINLY BUILDING HEIGHT**



**MAX PARTLY BUILDING HEIGHT**

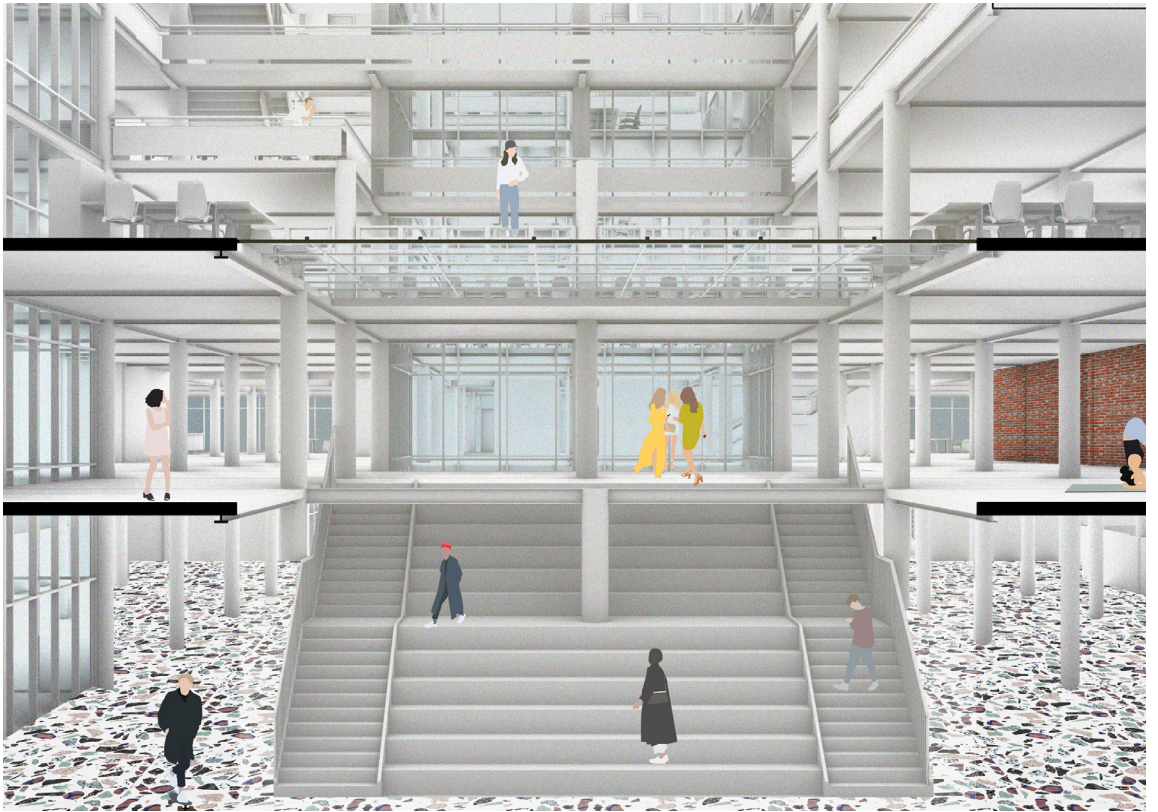




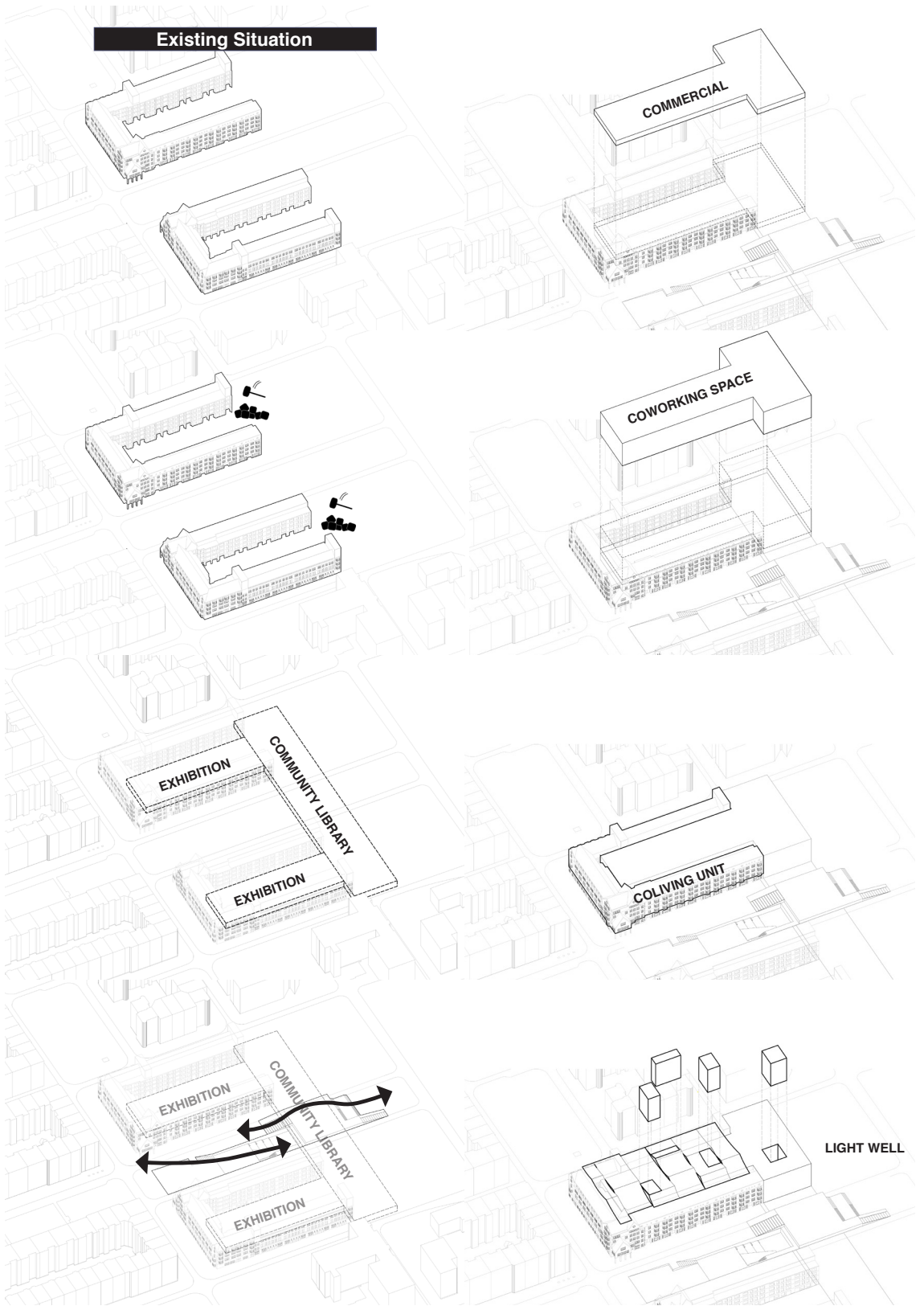


PROJECT

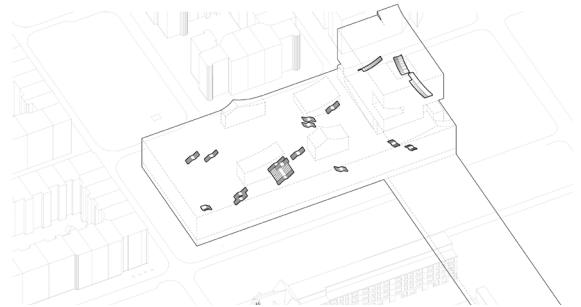
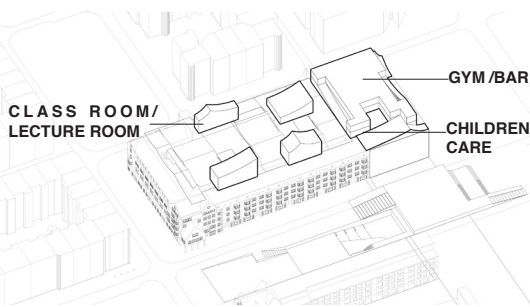




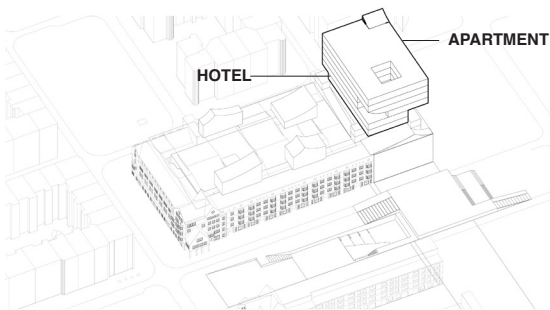
**Existing Situation**



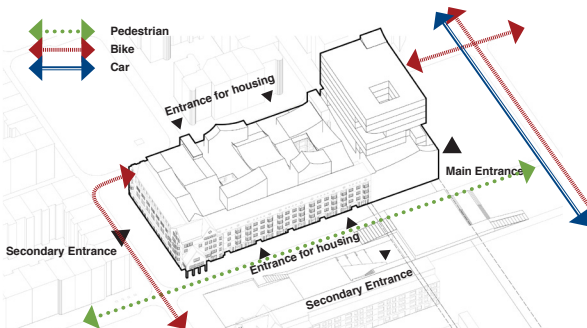
## CIRCULATION



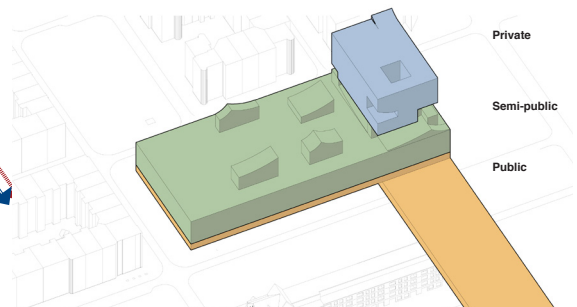
## PUBLIC SPACE



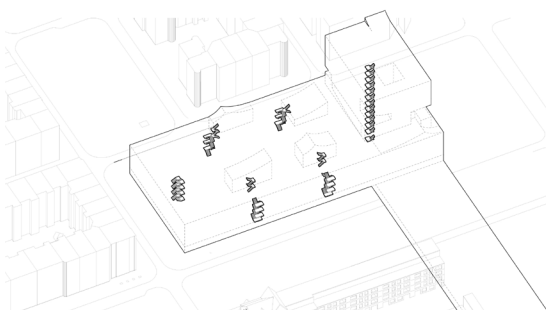
## ENTRANCE & ROUTES



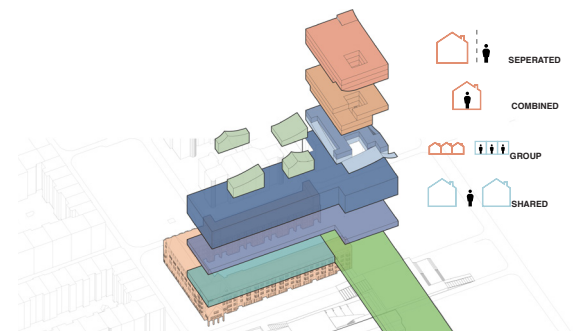
## PUBLIC & PRIVATE



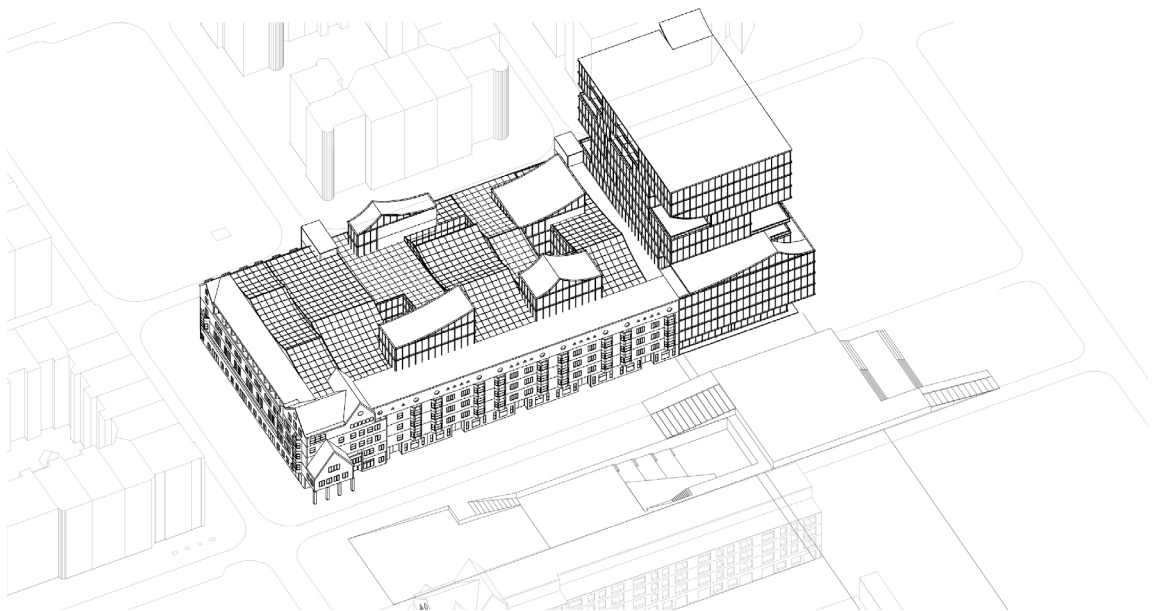
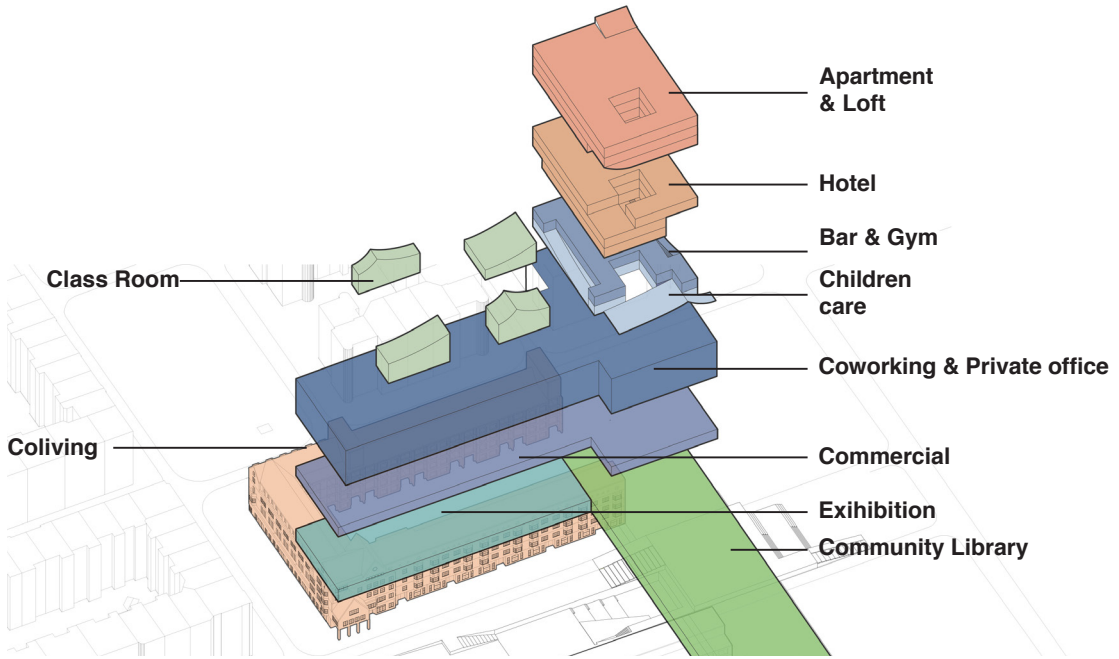
## STAIR CASE

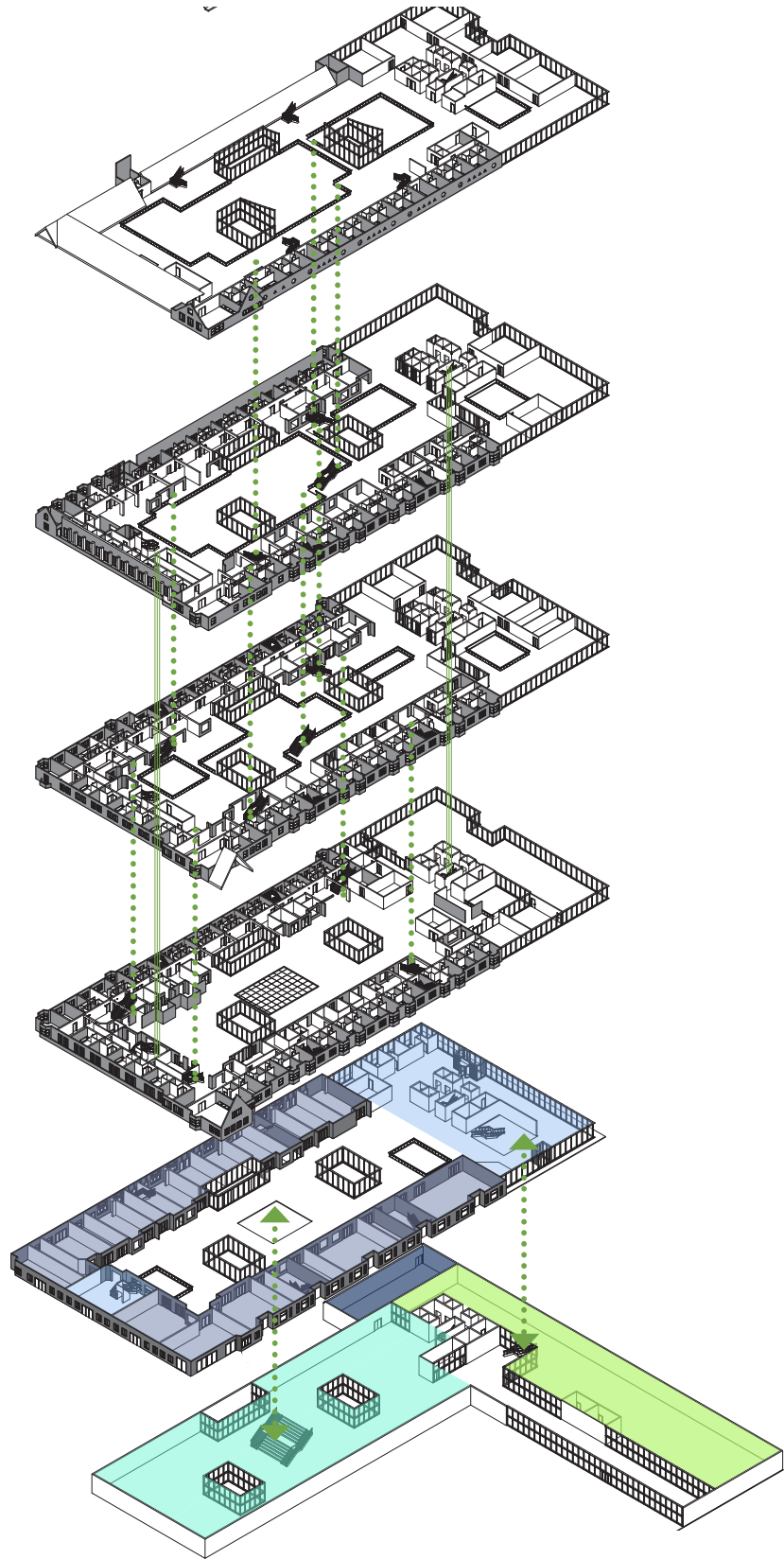


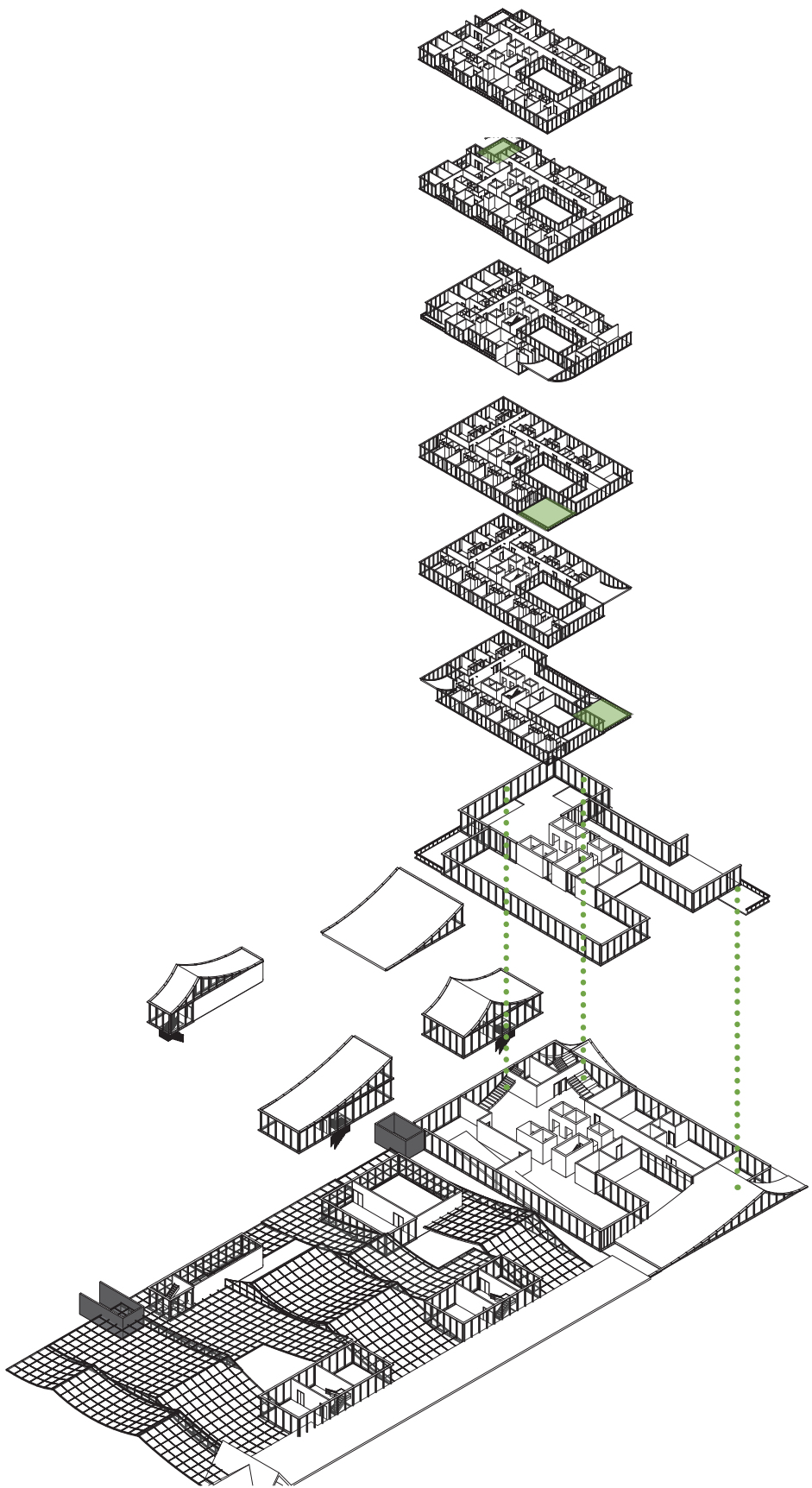
## COMBINATION

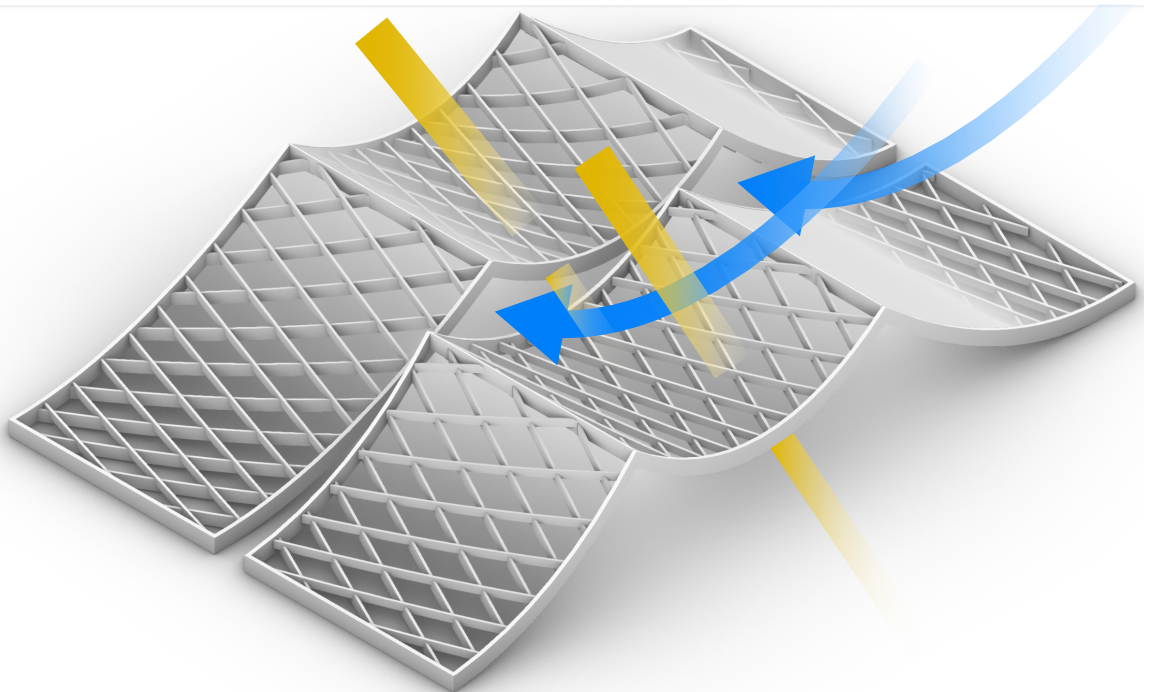
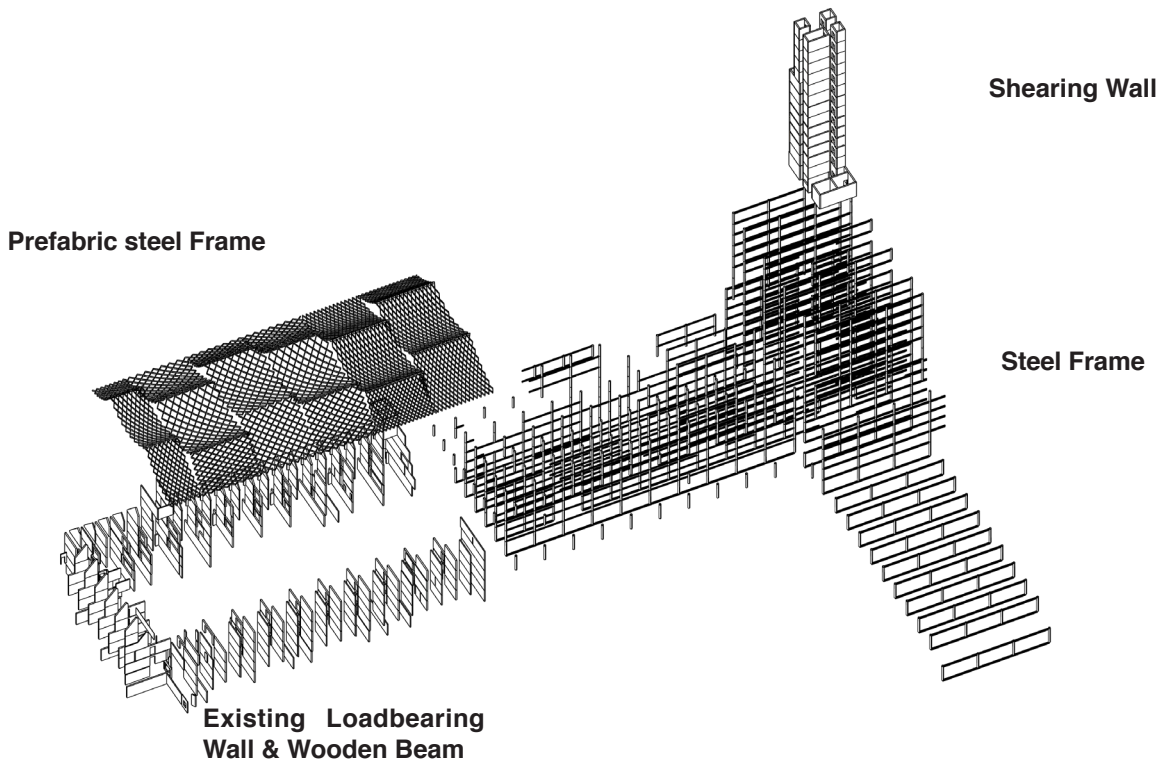


# PROGRAM

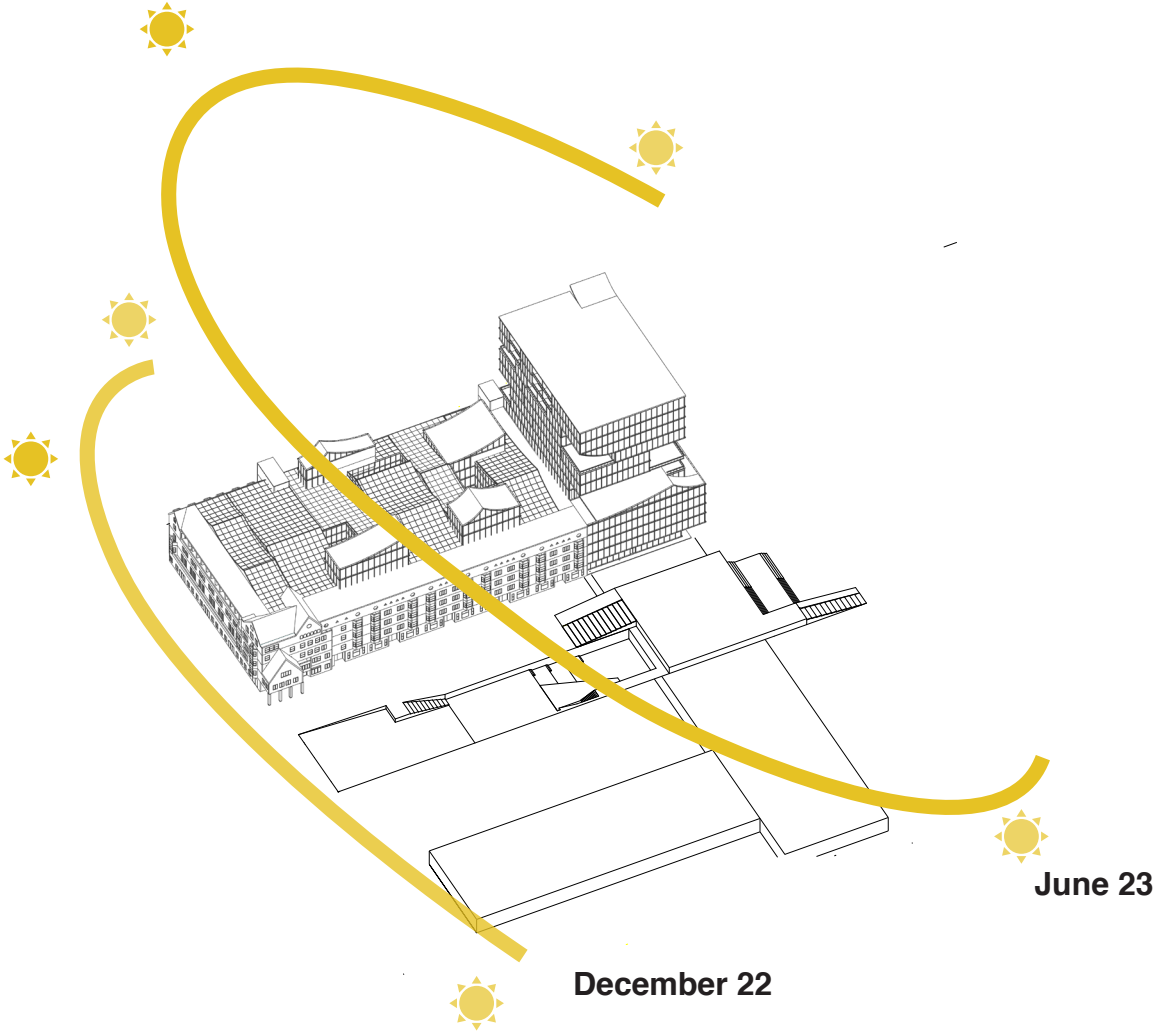






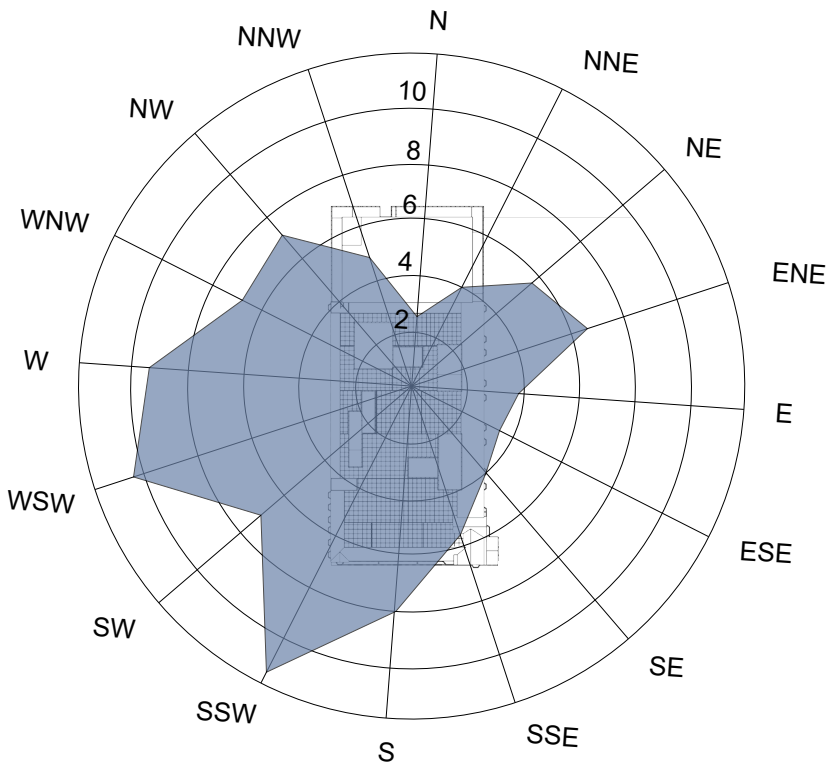


# SUNPATH

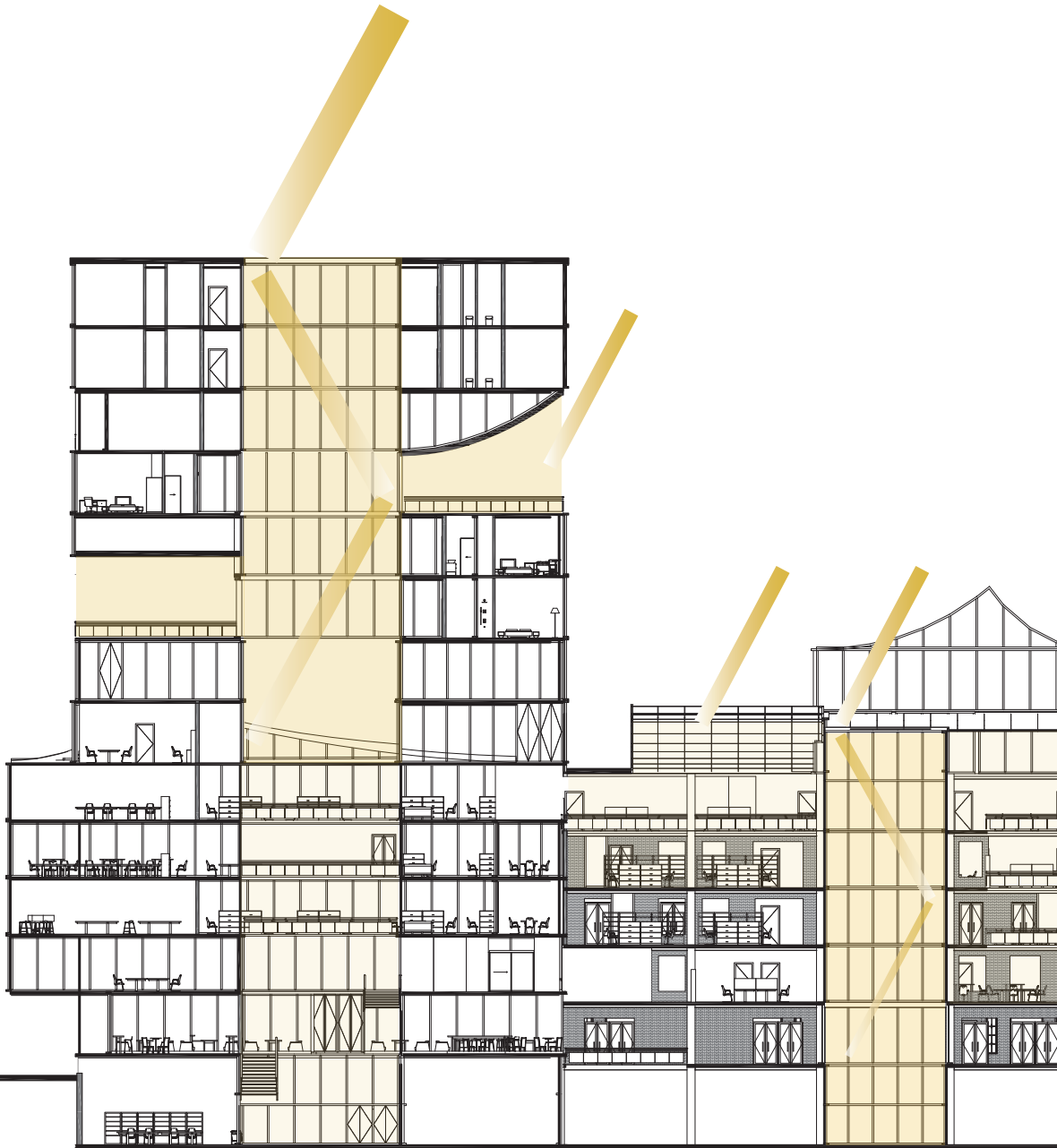




# WIND DIRECTION



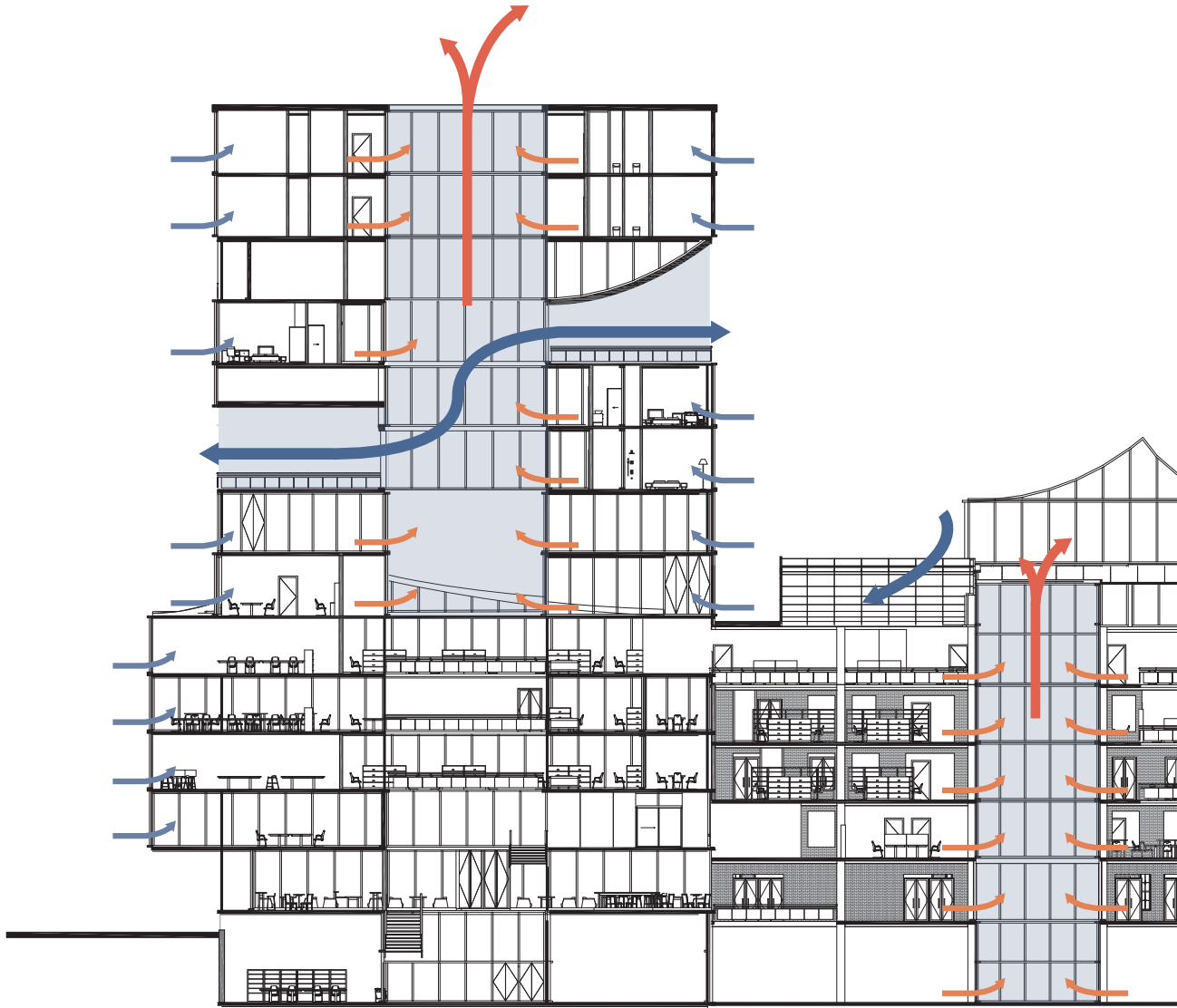
# DAY L



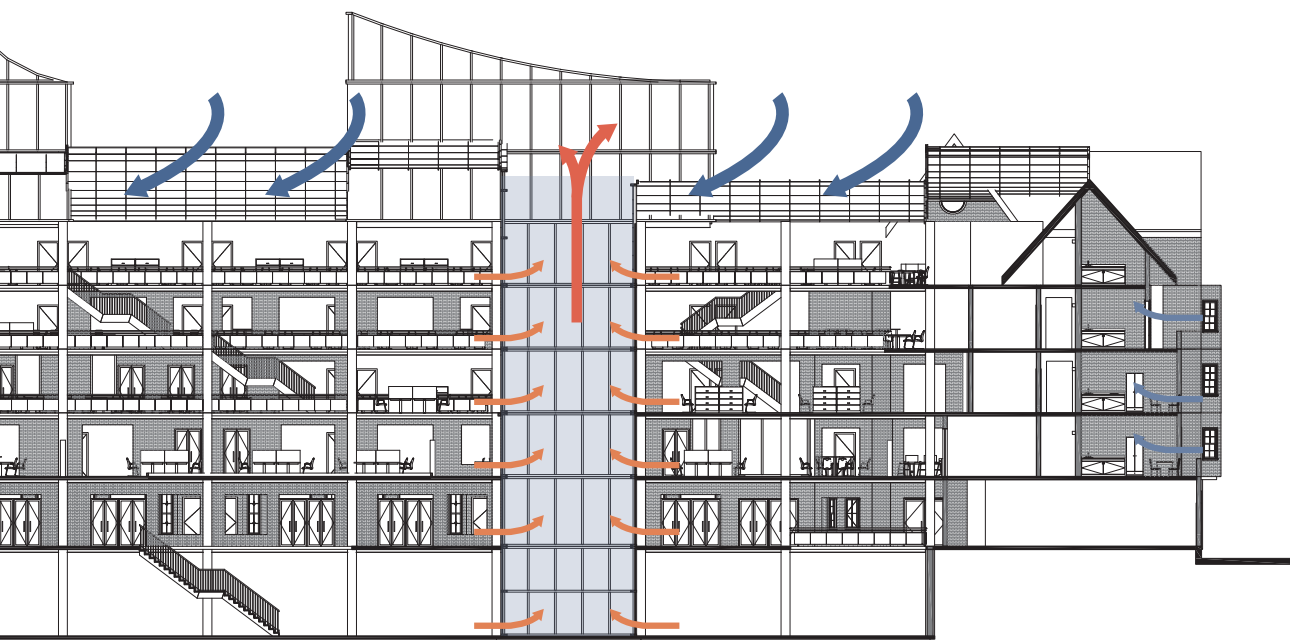
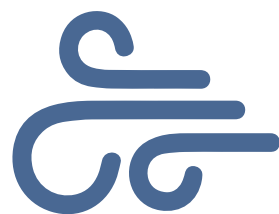
# IGHT



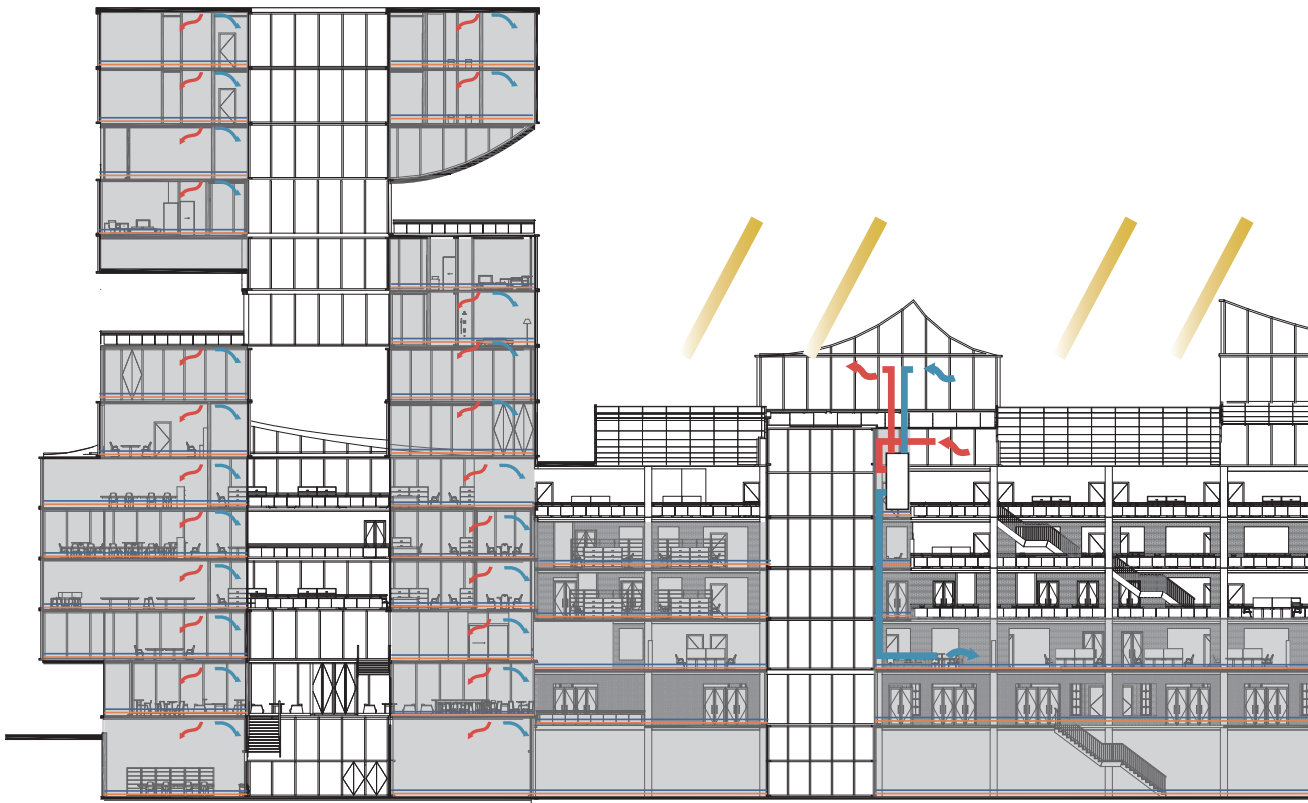
# NATURAL V



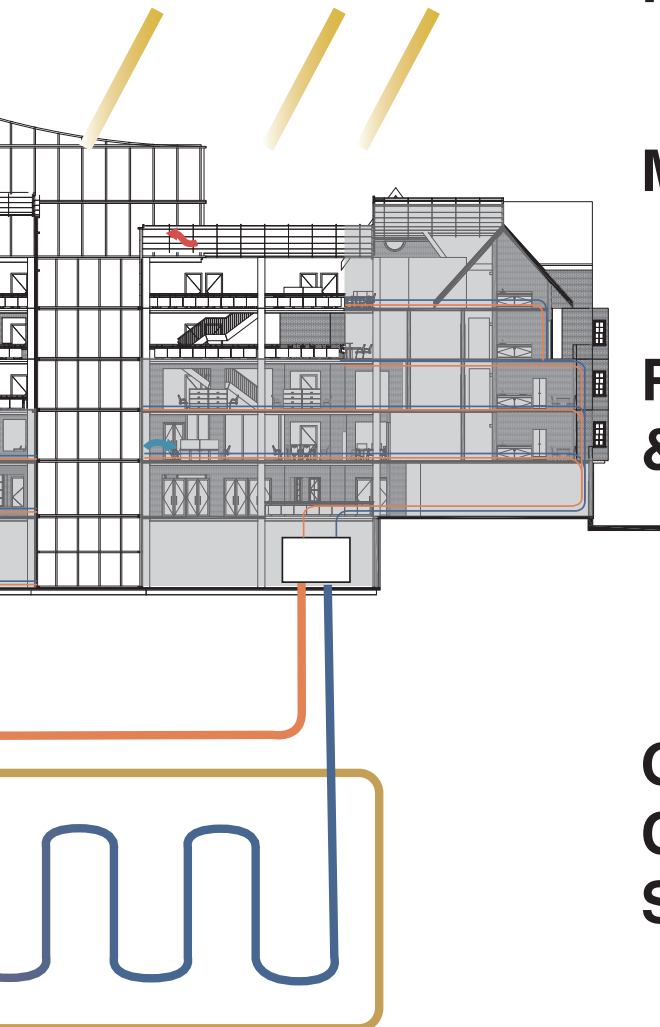
# ENTILATION



# CLIMATI



# SATION



**PV Solar Panel**

**Mechanical Ventilation**

**Radiant Floor Cooling  
& Heating System**

**Geothermal heat  
Cooling & Heating  
System**





