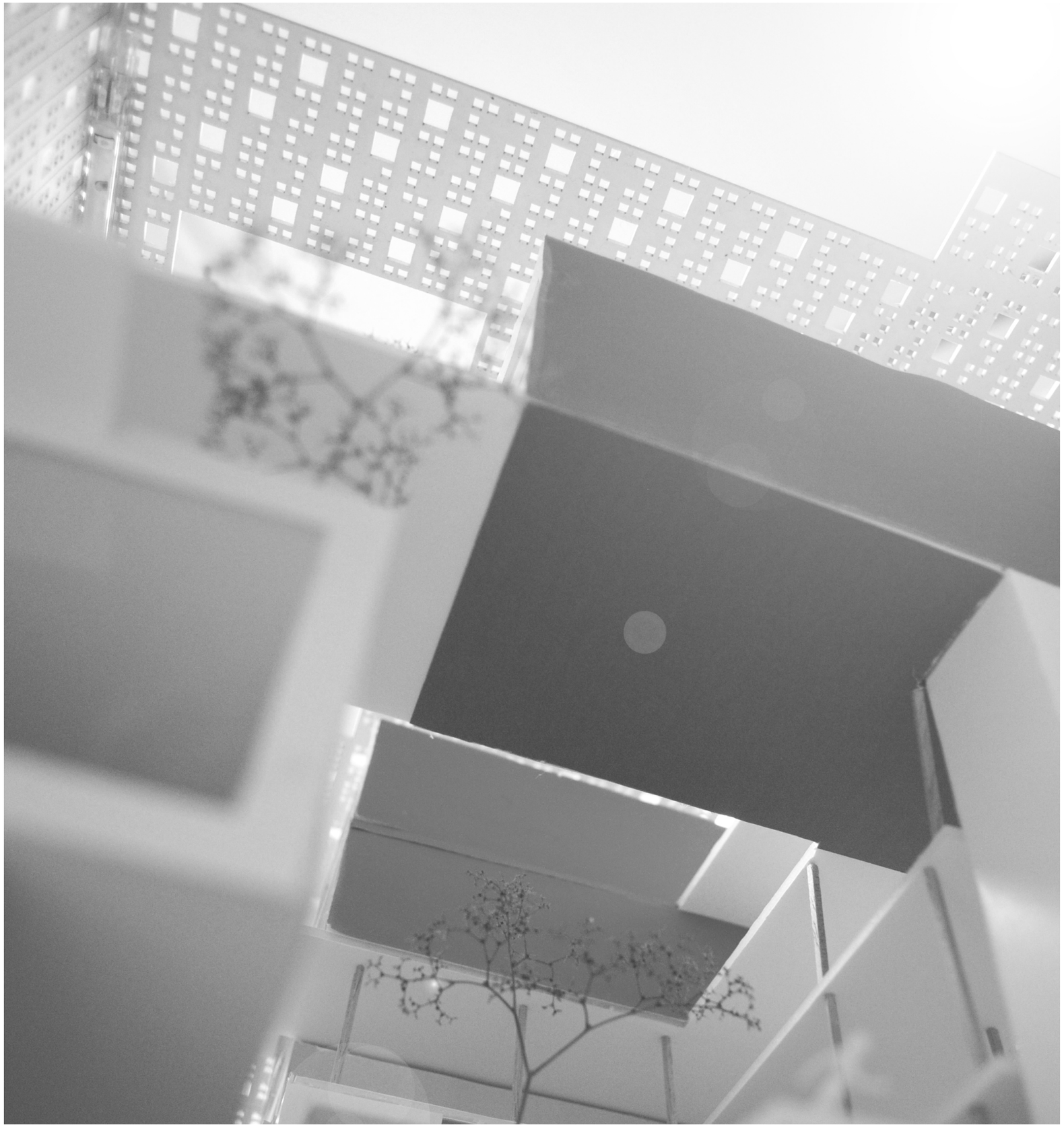
BOX-in-BOX

The cultural experience of Rotterdam



The public realm graduation
studio Rotterdam

tutors:
N. Marzot
S. Komossa
J. Fokkinga
H. Hubers

Januari 27, 2012

BOX-in-**BOX**

The cultural experience of Rotterdam

Introduction > location
assignment
problem statement

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Introduction > location
assignment
problem statement

Masterplan > research topic
research
design Lijnbaan
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Masterplan > research topic
research
design Lijnbaan
the cultural experience

Design > location
concept

BOX-in-BOX > plans
visible connection
construction
climate
materialisation

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The cultural experience of Rotterdam

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Masterplan > research topic
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Design > location
concept

BOX-in-BOX > plans
visible connection
construction
climate
materialisation

Conclusion > BOX-in-BOX

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Januari 27, 2012

01 Introduction

01 Introduction

Location

Netherlands

_Rotterdam

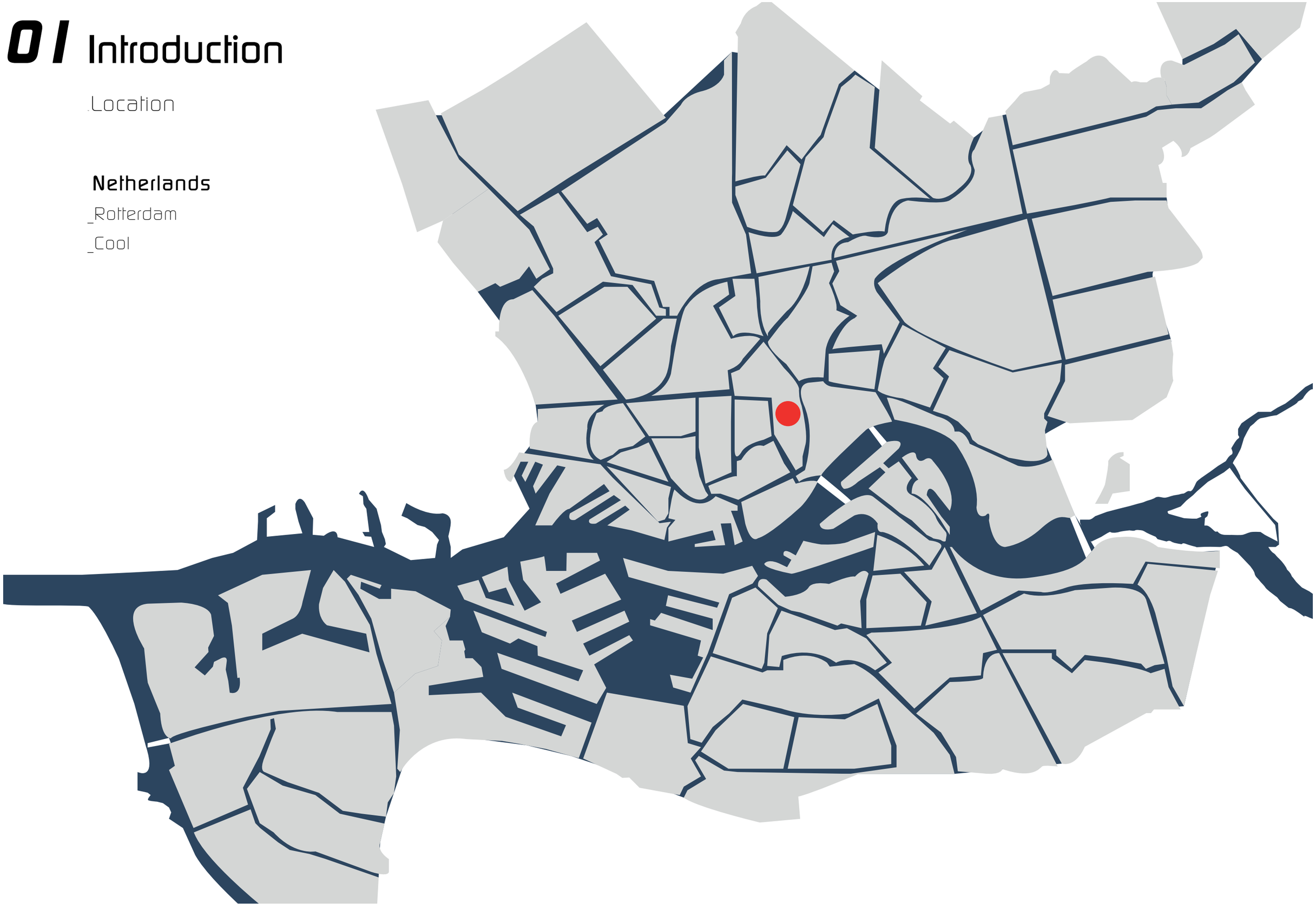
01 Introduction

_Location

Netherlands

_Rotterdam

_Cool



01 Introduction

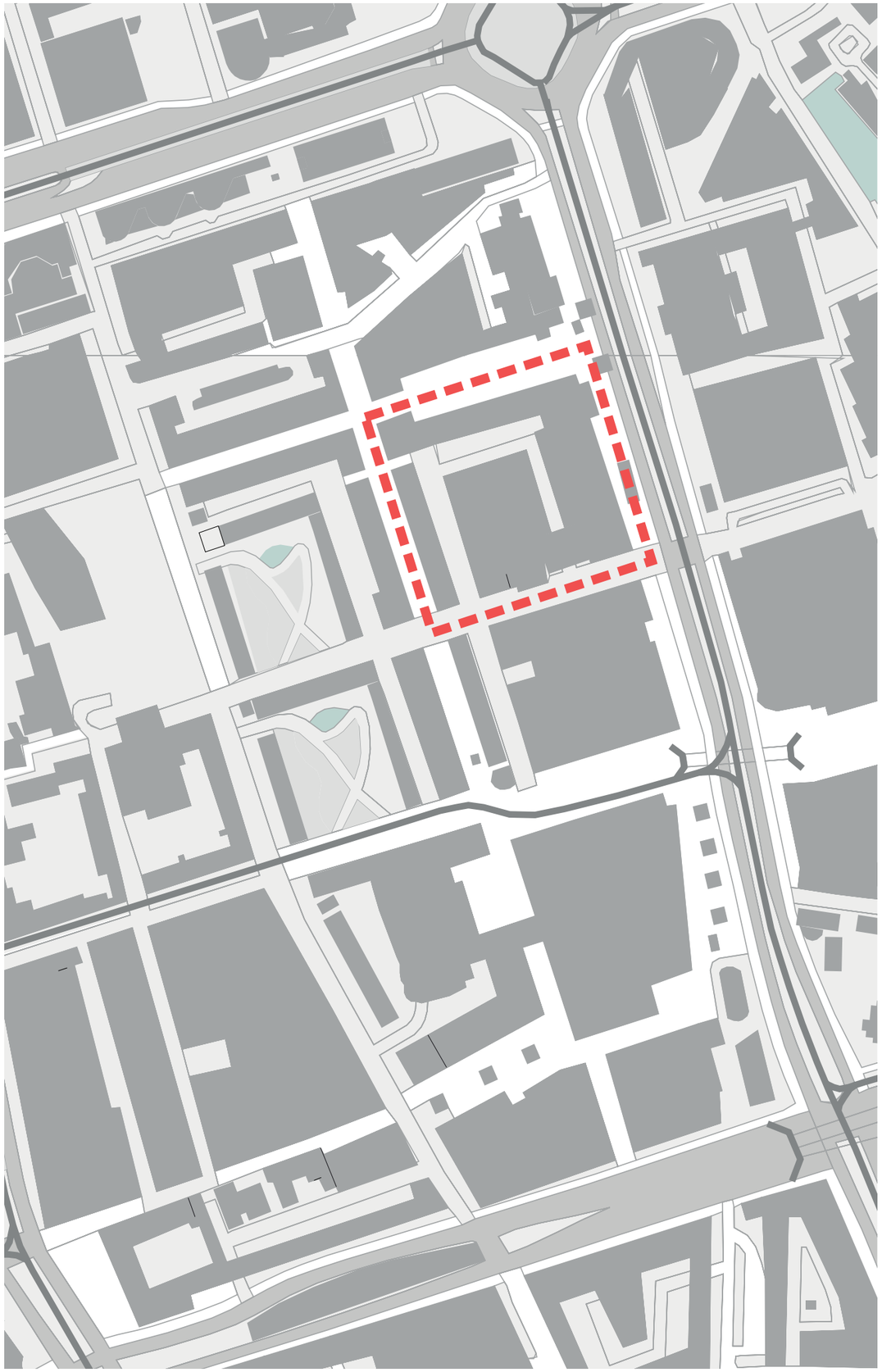
Location

Netherlands

_Rotterdam

_Cool

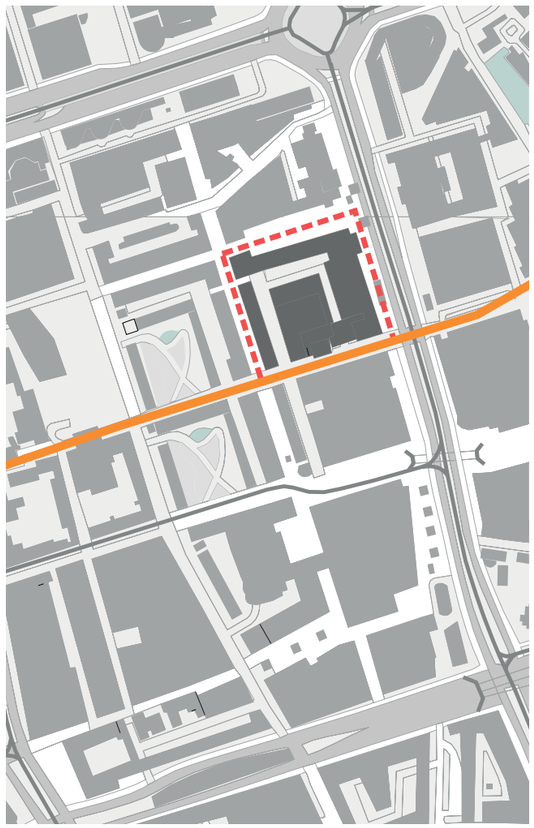
_Lijnbaan area



01 Introduction

Location

Aert van Nessstraat



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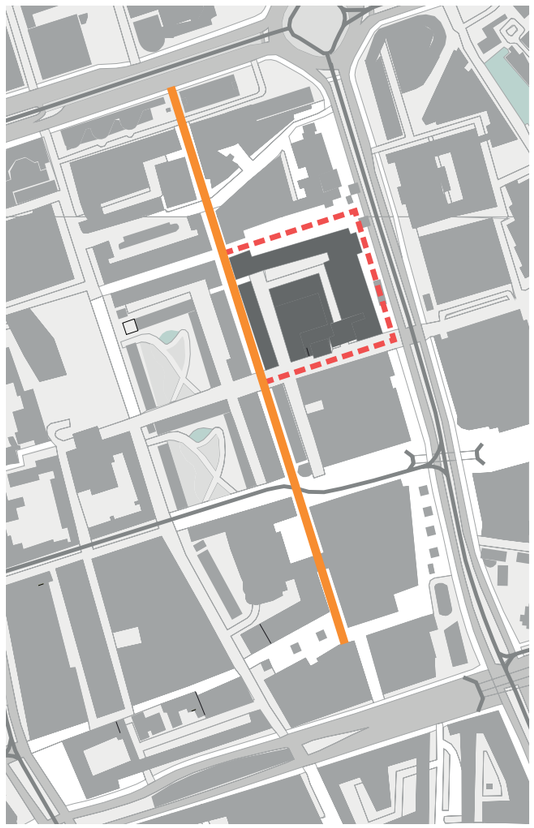
01 Introduction

Location

Lijnbaan



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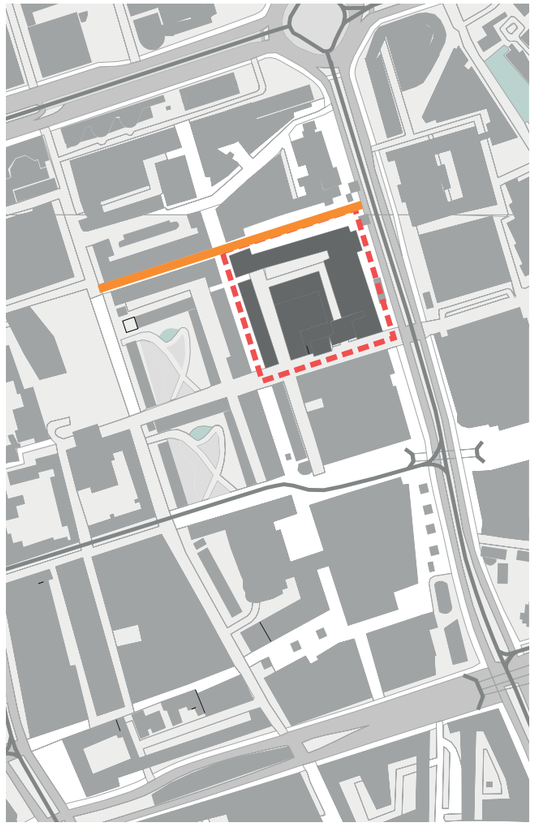
01 Introduction

Location

Stadhuisplein



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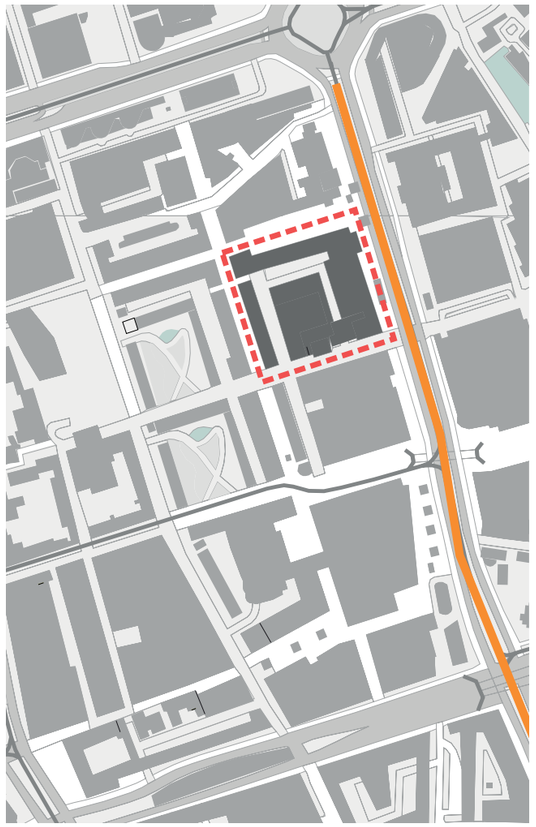
01 Introduction

Location

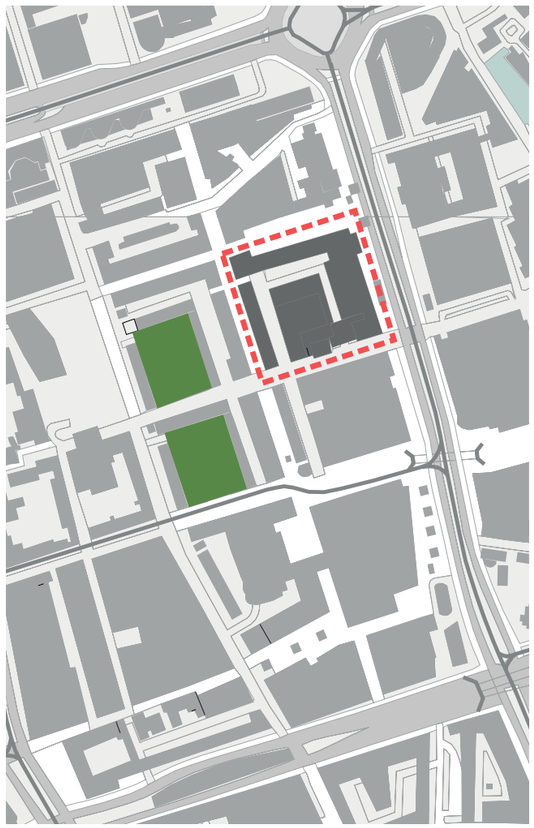
Coolsingel

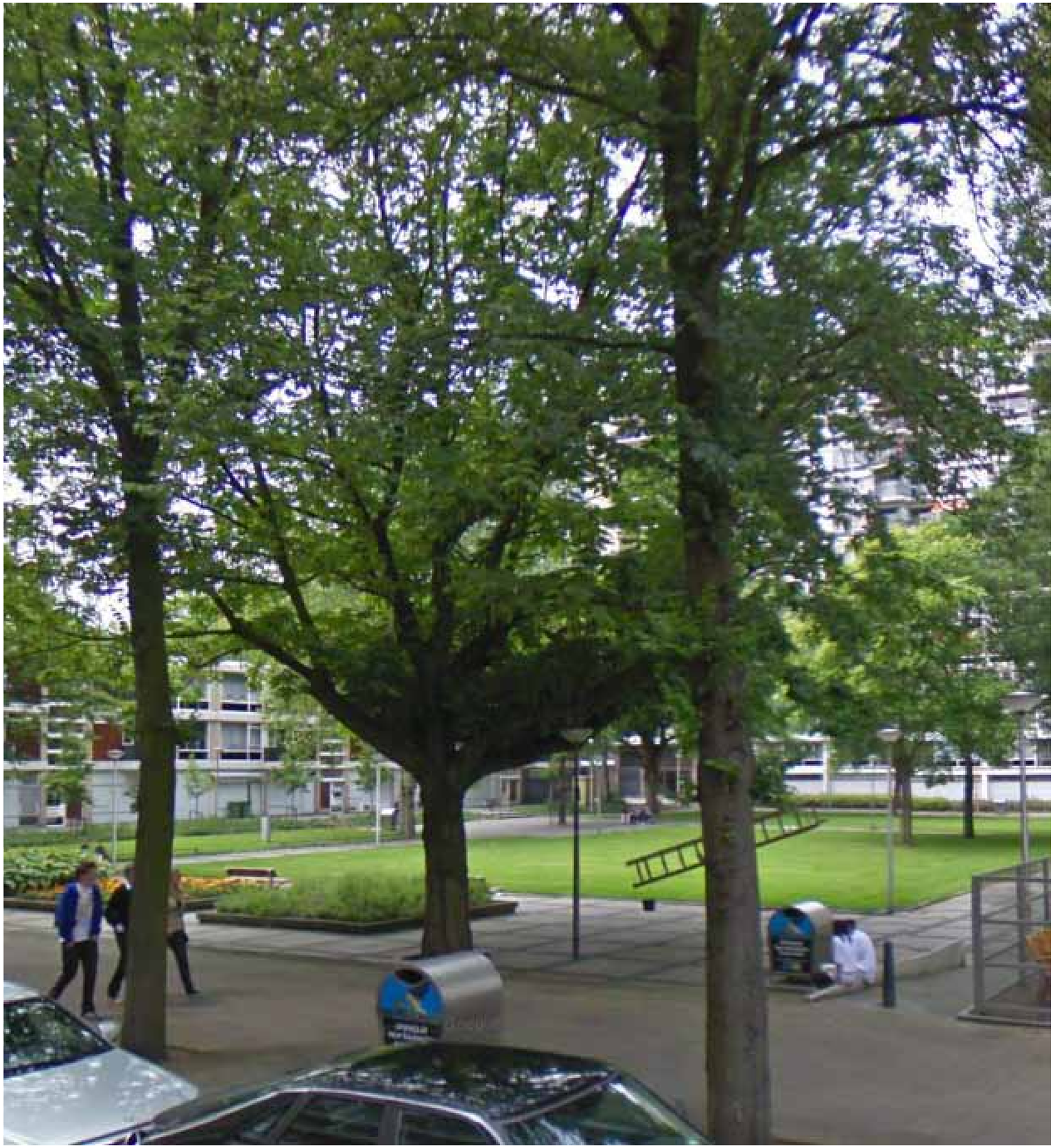


01 Introduction

Location

Lijnbaan hoven

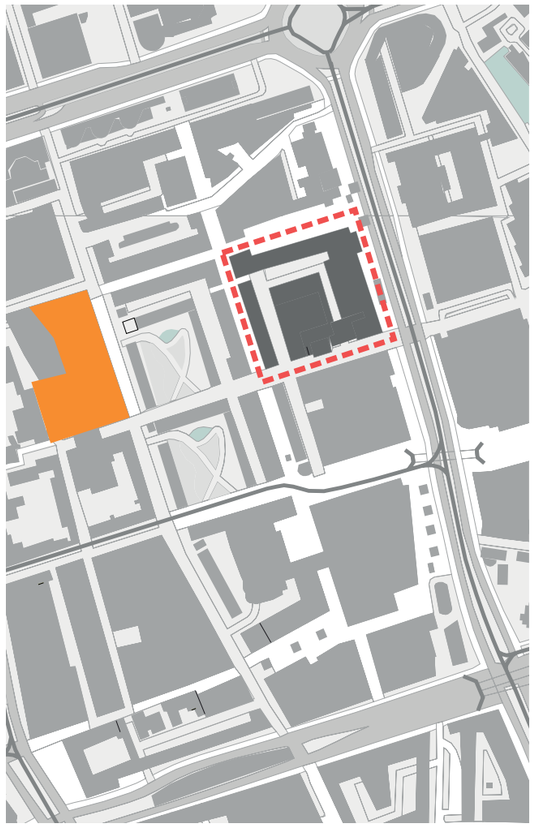




01 Introduction

Location

Schouwburgplein



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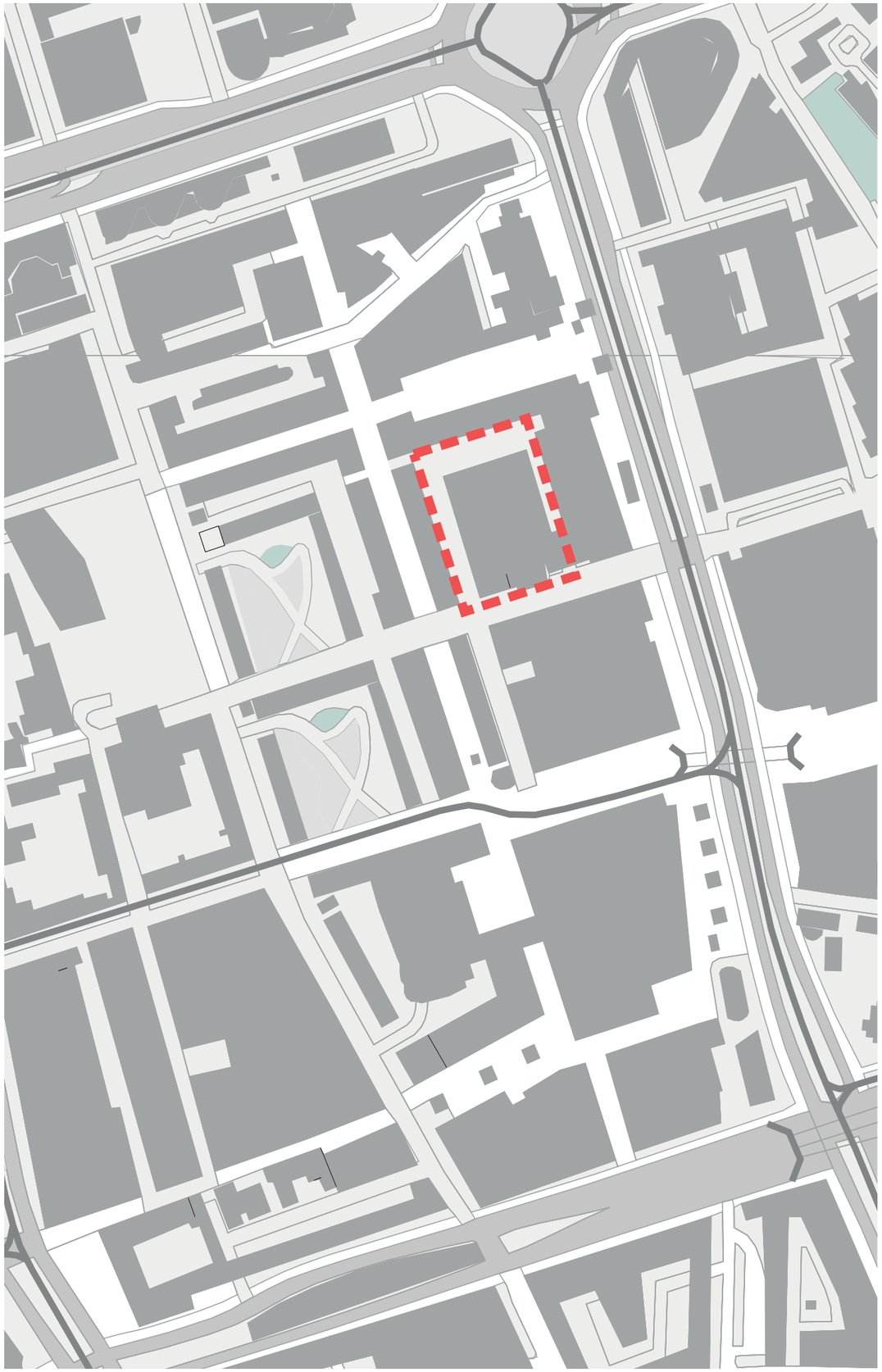
01 Introduction

Assignment

Design location

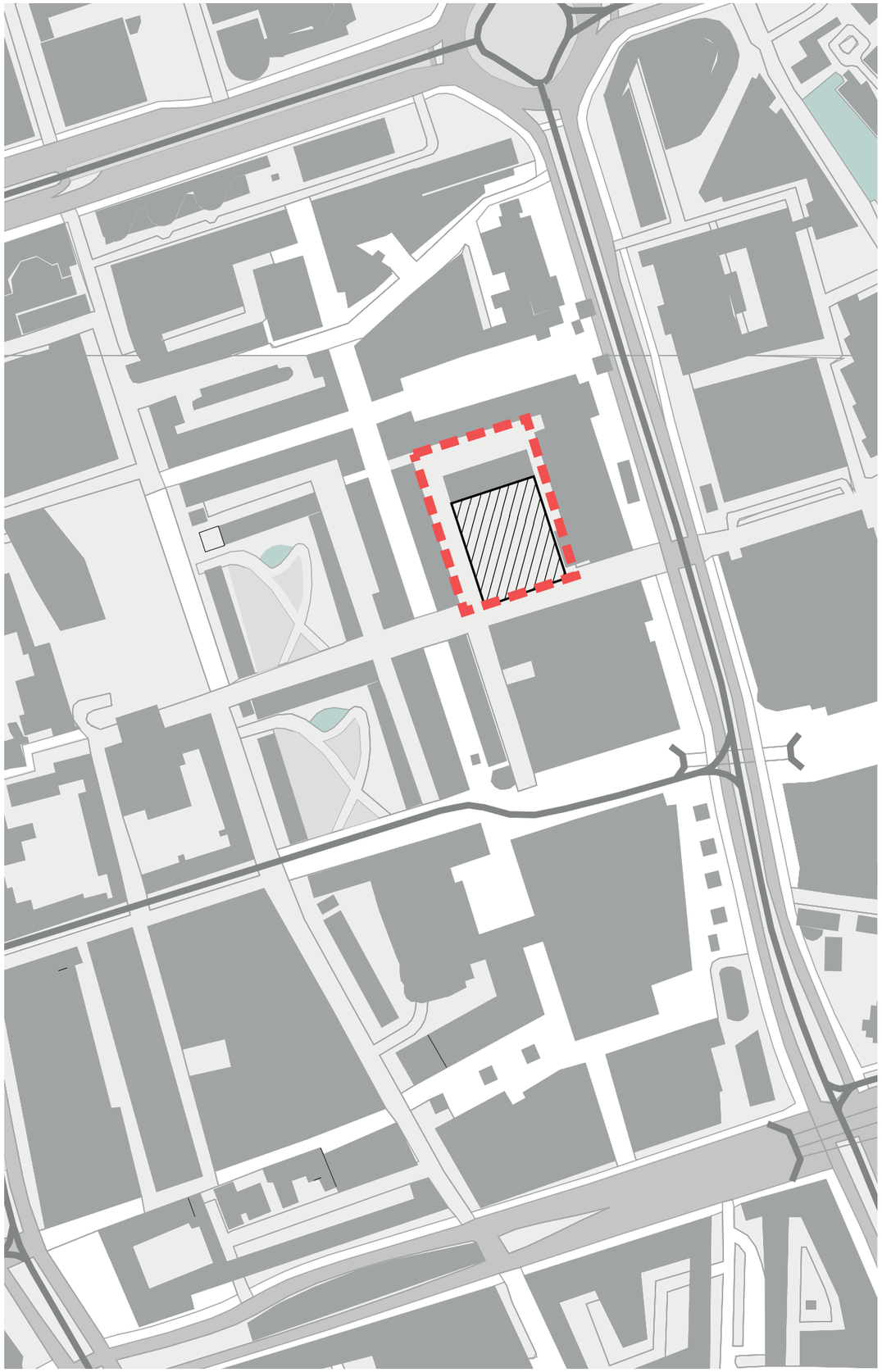


01 Introduction

Assignment

Design location

_Demolishing of existing buildings

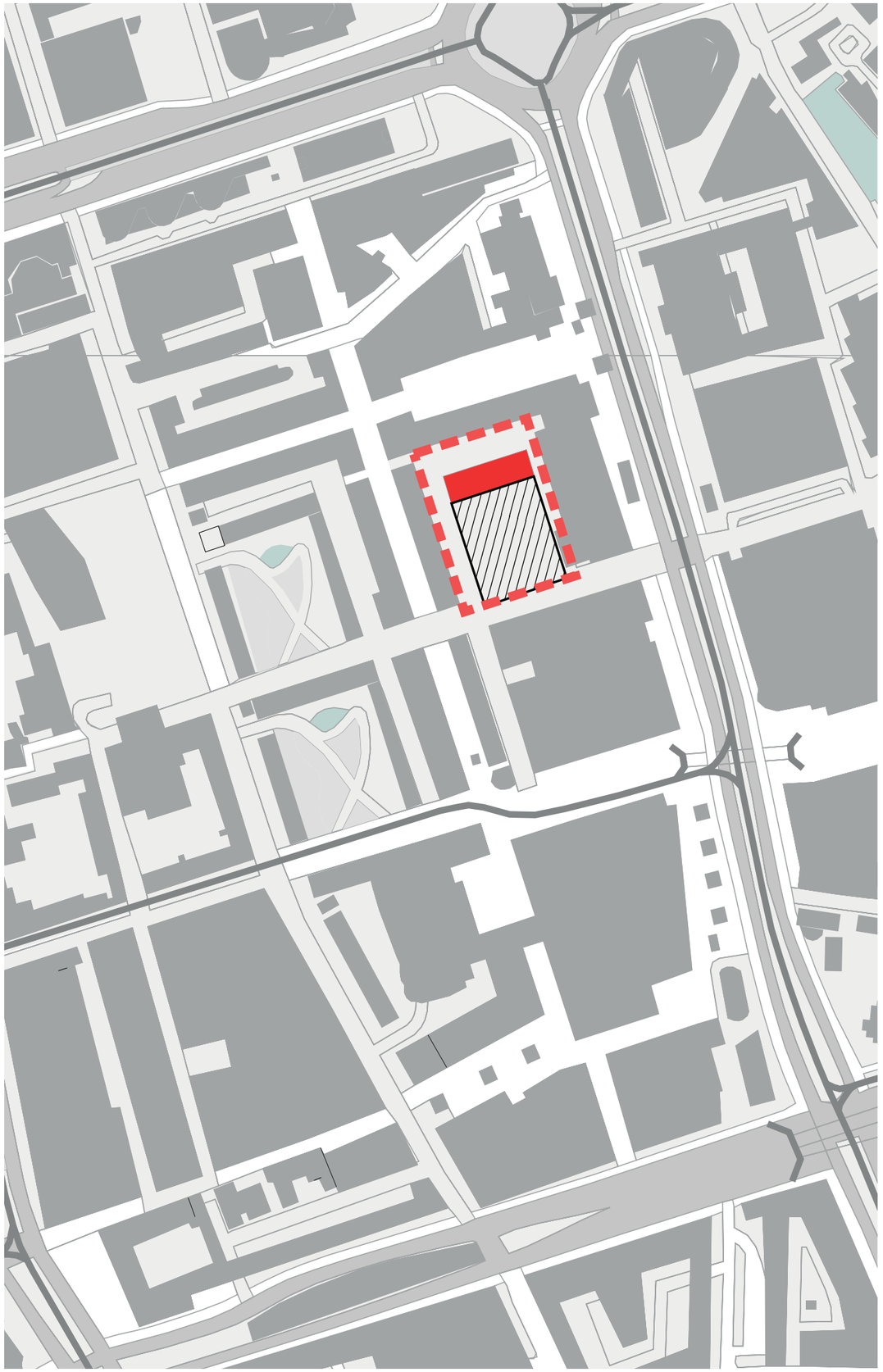


01 Introduction

_Assignment

Design location

_Keep the monument



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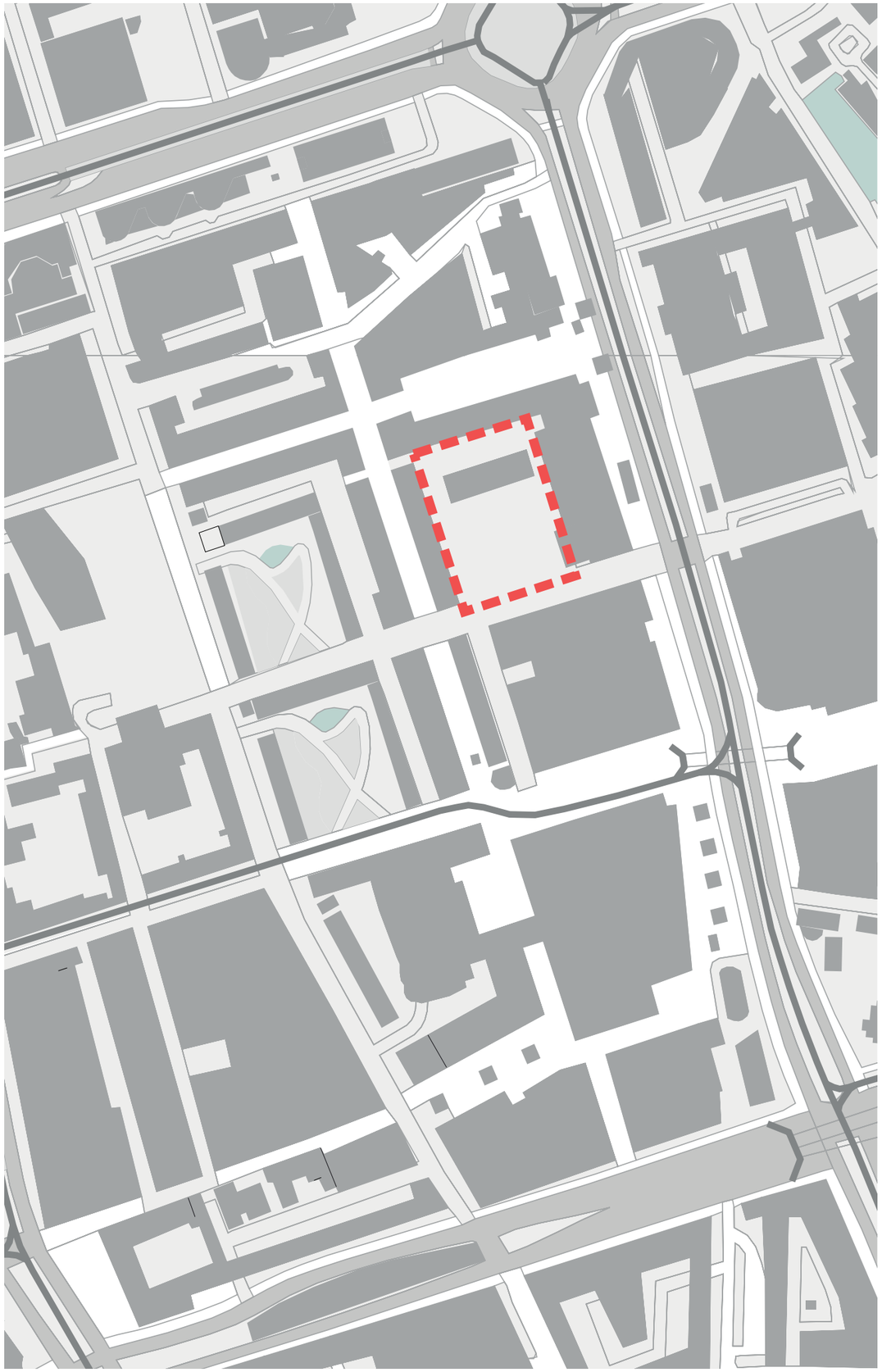
01 Introduction

_Assignment

Design location

_Area for the design



01 Introduction

Problem statement

Rotterdam

01 Introduction

Problem statement

Rotterdam

A city well known as.....

01 Introduction

Problem statement

Rotterdam

A city well known as
- the bombed city

01 Introduction

Problem statement

Rotterdam

A city well known as
- the bombed city
- the ‘grey’ city

01 Introduction

Problem statement

Rotterdam

A city well known as
- the bombed city
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- the multicultural city

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Rotterdam

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The city centre of Rotterdam

01 Introduction

Problem statement

Rotterdam

A city well known as
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The city centre of Rotterdam

well known as.....

01 Introduction

Problem statement

Rotterdam

A city well known as
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The city centre of Rotterdam

well known as
- a shopping centre

01 Introduction

Problem statement

Rotterdam

A city well known as
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- the 'grey' city
- the multicultural city

The city centre of Rotterdam

well known as
- a shopping centre
- a fragmented centre

01 Introduction

Problem statement

Rotterdam

A city well known as
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- the 'grey' city
- the multicultural city

The city centre of Rotterdam

well known as
- a shopping centre
- a fragmented centre
- an unattractive centre

01 Introduction

Problem statement

Rotterdam

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- the ‘grey’ city
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The city centre of Rotterdam

well known as
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- a fragmented centre
- an unattractive centre

Research focus on

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Problem statement

Rotterdam

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- the 'grey' city
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The city centre of Rotterdam

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Research focus on
Public realm and its users

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Problem statement

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Research focus on

Public realm and its users

Research question

01 Introduction

Problem statement

Rotterdam

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- the bombed city
- the 'grey' city
- the multicultural city

The city centre of Rotterdam

well known as
- a shopping centre
- a fragmented centre
- an unattractive centre

Research focus on
Public realm and its users

Research question
What is the impact of a multicultural society on its public realm?

02 Masterplan

02 Masterplan

Research topic

02 Masterplan

Research topic

Mapping Rotterdam and the city centre of

- Multicultural increase in the last century
- Multicultural public use
- Available public space
- Use of available public space

02 Masterplan

Research topic

Mapping Rotterdam and the city centre of

- Multicultural increase in the last century
- Multicultural public use
- Available public space
- Use of available public space

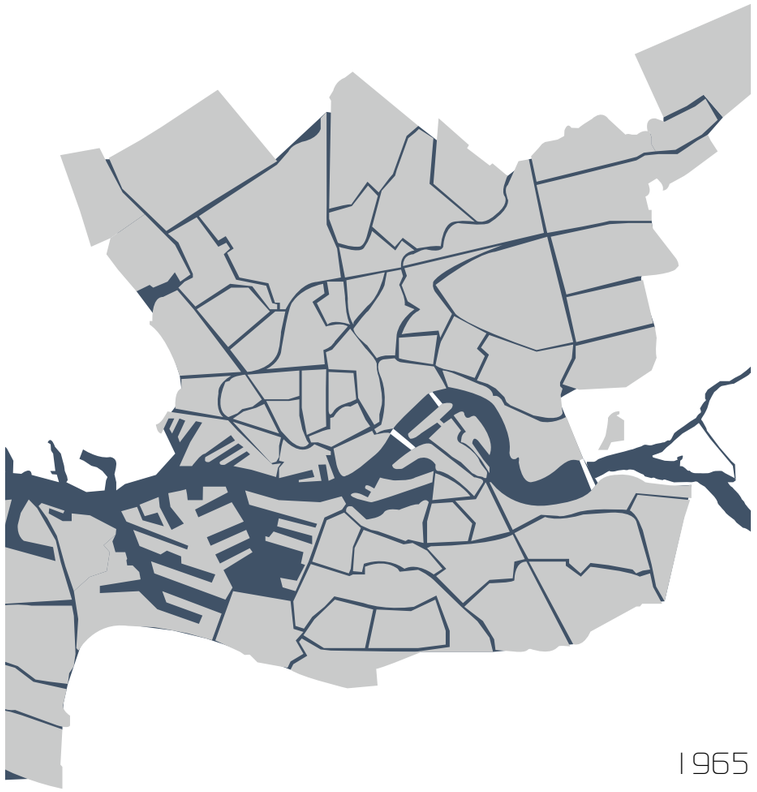
Aim is to understand the relation between

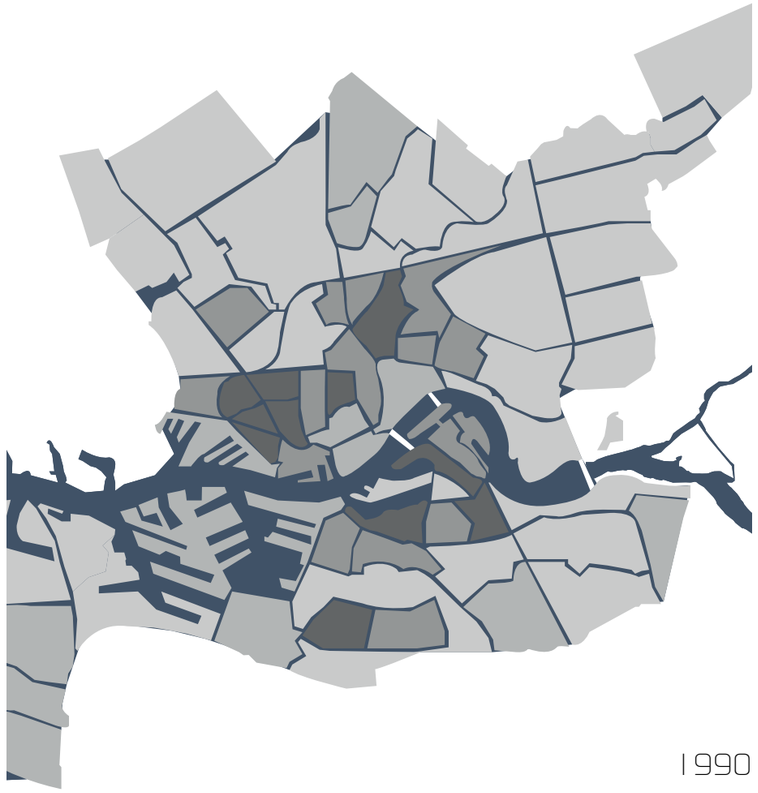
- The multicultural society and the use of public realm
- The use of public realm and an attractive and coherence city centre

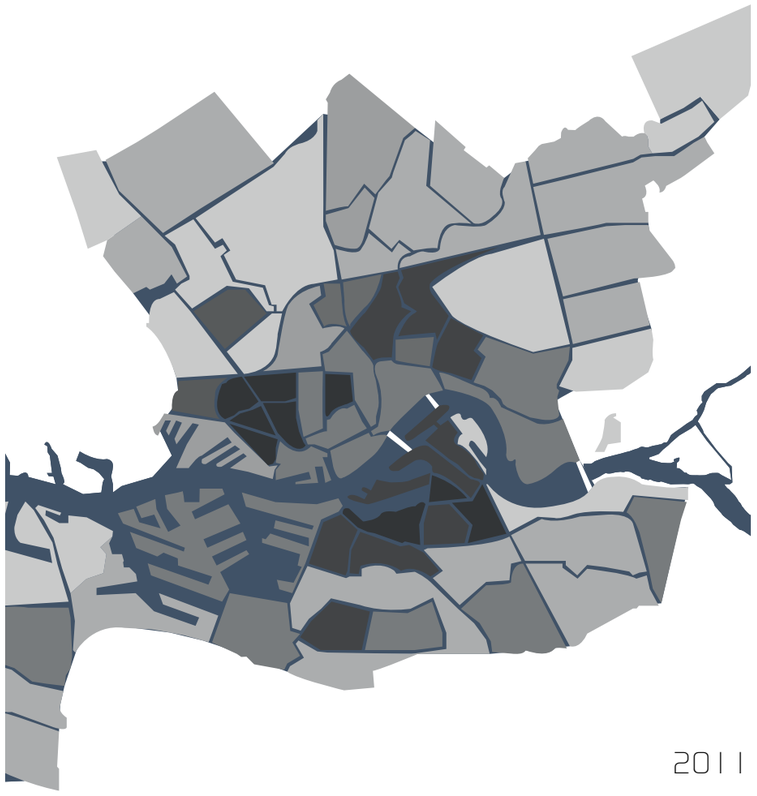
02 Masterplan

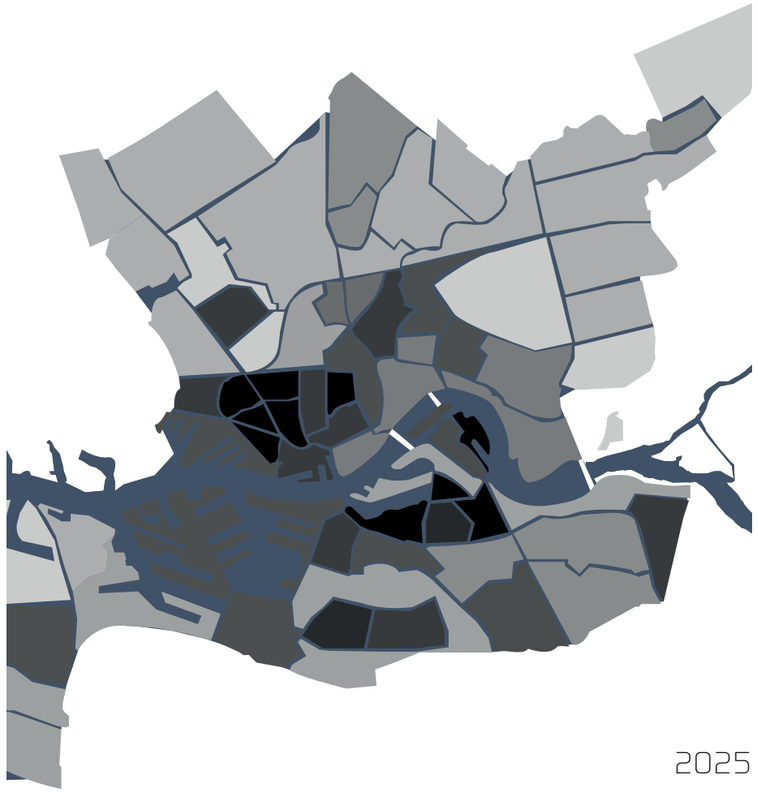
Research

Multicultural increase in the last century





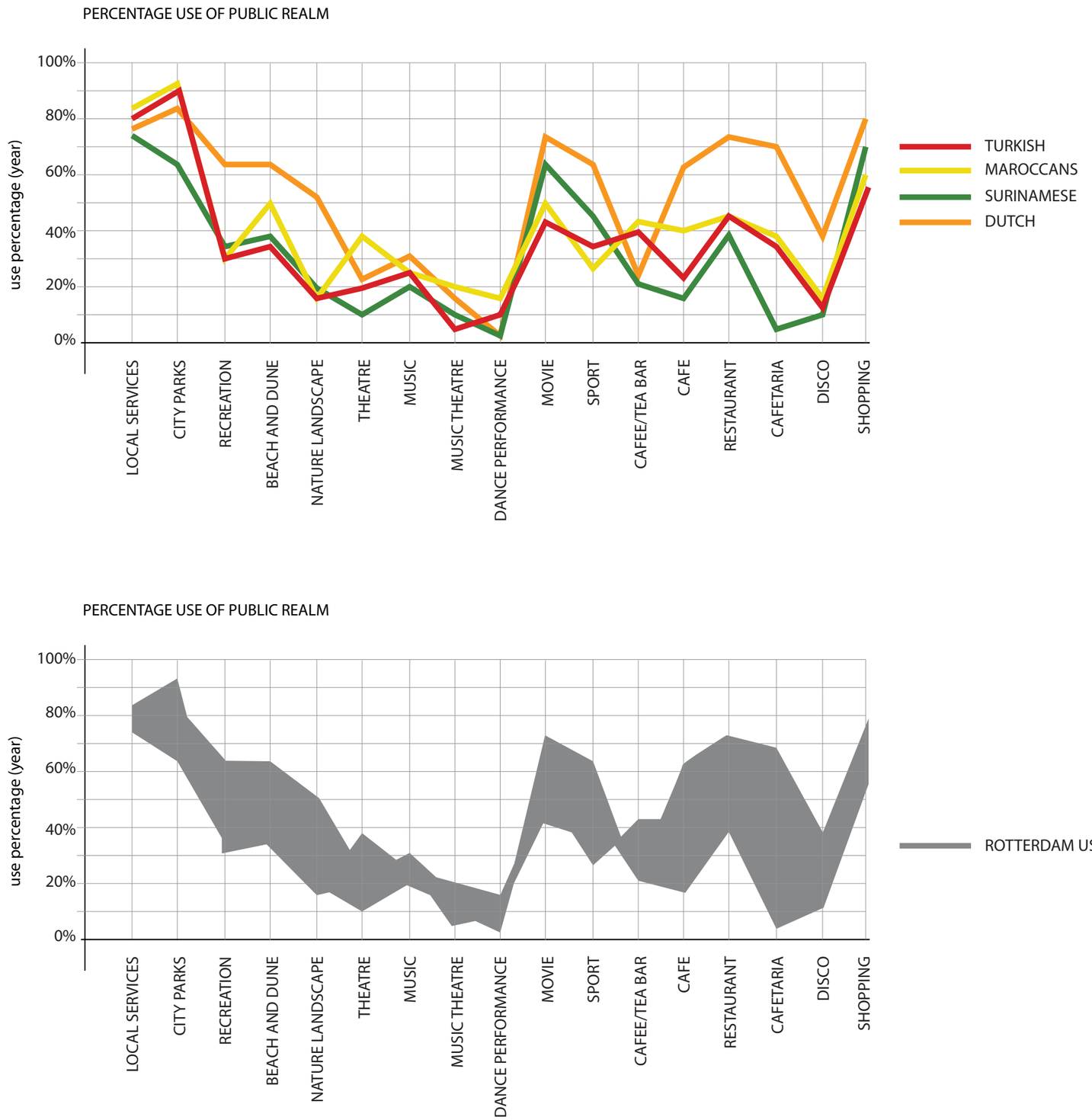




02 Masterplan

Research

Multicultural public use



02 Masterplan

Research

Available public space

Cool

Percentage Functions area	Percentage Public Functions
22%	66%
1,4%	4,2%
0,2%	0,6%
1,3%	3,8%
44%	
2,2%	
18%	
0,4%	1,3%
0%	0%
3%	8,6%
2%	6%
0%	0%
3%	9%
vacant 1,1%	vacant
0,1%	0,2%
2%	

02 Masterplan

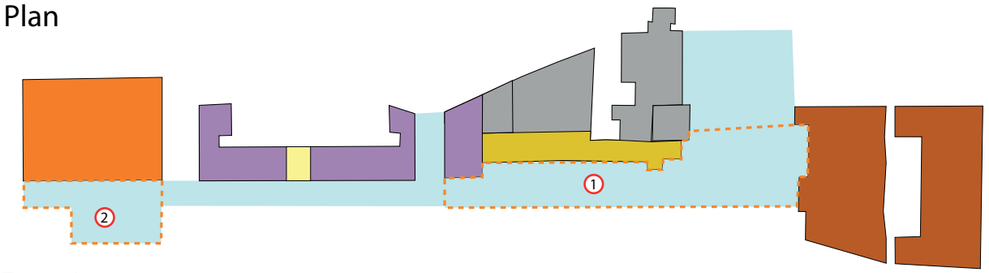
Research

Available public space

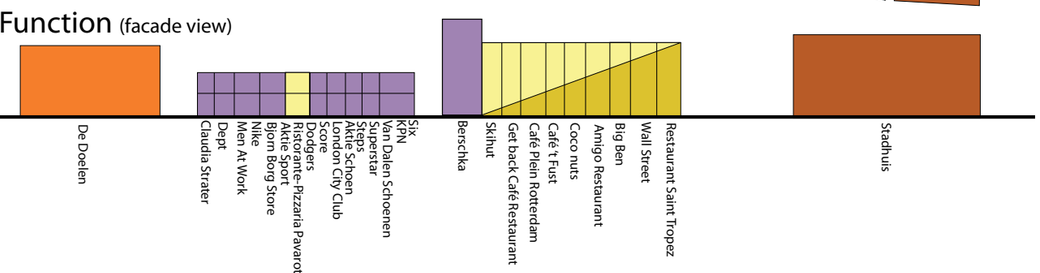
Lijnbaan

Korte Lijnbaan-Stadhuisplein North

Plan



Function (facade view)



Percentage Public Functions

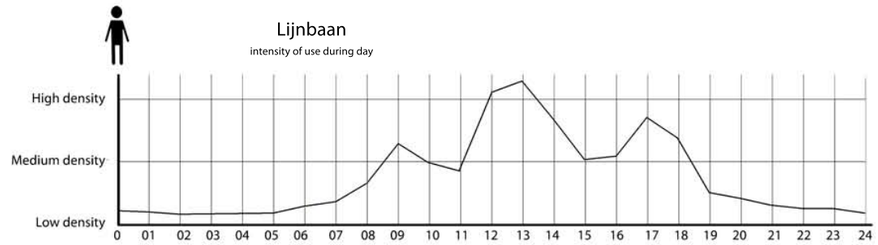
8%	8054 m2	-		34%	34585 m2
1,1%	1200 m2	-		-	
-		-		15%	15145 m2
0,9%	850 m2	-			1 Stadhuisplein
3,3%	3400 m2	37%	37872 m2		2 Schouwburgplein
				-	vacant

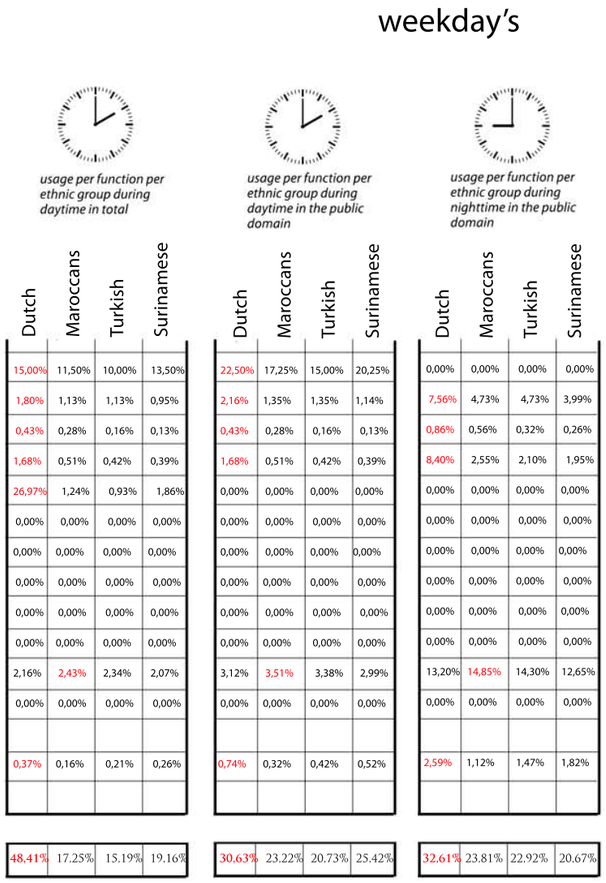
02 Masterplan

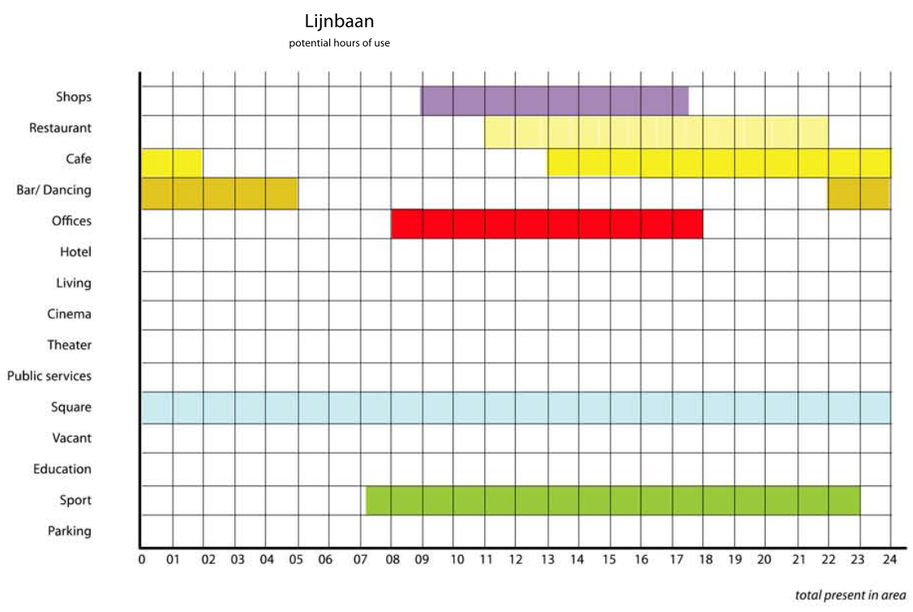
Research

Use of available public space

Lijnbaan







02 Masterplan

Research

Cool, the city centre of Rotterdam

02 Masterplan

Research

Cool, the city centre of Rotterdam

- has very **different** atmospheres at daytimes and nighttimes.

02 Masterplan

Research

Cool, the city centre of Rotterdam

- has very different atmospheres at daytimes and nighttimes.
- has a very multicultural society, but there is **no interaction**

02 Masterplan

Research

Cool, the city centre of Rotterdam

- has very different atmospheres at daytimes and nighttimes.
- has a very multicultural society, but there is no interaction
- is a functionally **fragmented** district

02 Masterplan

Research

Cool, the city centre of Rotterdam

- has very different atmospheres at daytimes and nighttimes.
- has a very multicultural society, but there is no interaction
- is a functionally fragmented district
- has an **unsafe** feeling, there is no night activity, thus **no social control**

02 Masterplan

Research

Cool, the city centre of Rotterdam

- has very different atmospheres at daytimes and nighttimes.
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- is a functionally fragmented district
- has an unsafe feeling, there is no night activity, thus no social control
- lacks **awareness** of the users

02 Masterplan

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- has a very multicultural society, but there is no interaction
- is a functionally fragmented district
- has an unsafe feeling, there is no night activity, thus no social control
- lacks awareness of the users
- has **no connection** with the surrounding streets, very different atmospheres

02 Masterplan

Research

Cool, the city centre of Rotterdam

- has very different atmospheres at daytimes and nighttimes.
- has a very multicultural society, but there is no interaction
- is a functionally fragmented district
- has a unsafe feeling, there is no night activity, thus no social control
- lacks awareness of the users
- has no connection with the surrounding streets, very different atmospheres
- has mainly **non local** use

02 Masterplan

Research

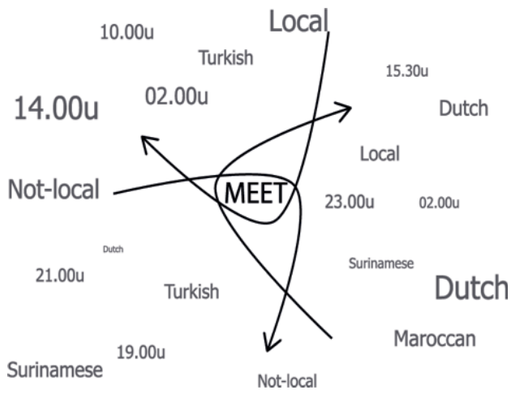
The design opportunities

02 Masterplan

Research

The **design** opportunities

- Implementing functions that stimulate a more **24 hour use**



02 Masterplan

Research

The **design** opportunities

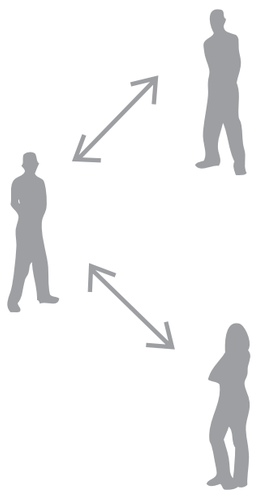
- Implementing functions that stimulate a more 24 hour use
- Create a place to **meet** and **hang out**

02 Masterplan

Research

The design opportunities

- Implementing functions that stimulate a more 24 hour use
- Create a place to meet and hang out
- Stimulate **local use** for more **social awareness**



02 Masterplan

Research

The design opportunities

- Implementing functions that stimulate a more 24 hour use
- Create a place to meet and hang out
- Stimulate local use for more social awareness
- Introduce a **variety of functions** to attract a more **diverse** user group

02 Masterplan

Research

The design opportunities

- Implementing functions that stimulate a more 24 hour use
- Create a place to meet and hang out
- Stimulate local use for more social awareness
- Introduce a variety of functions to attract a more diverse user group
- Make **connection** with surroundings

02 Masterplan

Design Lijnbaan

The design concept

02 Masterplan

Design Lijnbaan

The design concept

Important to make translation of our research on multicultural use into our concept

02 Masterplan

Design Lijnbaan

The design concept

Important to make translation of our research on multicultural use into our concept

We don't want to put emphasis on the cultural differences.....

02 Masterplan

Design Lijnbaan

The design concept

Important to make translation of our research on multicultural use into our concept

We don't want to put emphasis on the cultural differences.....

.....but also look at things that could bind.

02 Masterplan

Design Lijnbaan

The design concept

Important to make translation of our research on multicultural use into our concept

We don't want to put emphasis on the cultural differences.....

.....but also look at things that could bind. **Connect !**

02 Masterplan

Design Lijnbaan

The design concept

Important to make translation of our research on multicultural use into our concept

We don't want to put emphasis on the cultural differences.....

.....but also look at things that could bind. Connect !

How can we make people more aware of one another?

02 Masterplan

Design Lijnbaan

The design concept

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How can we make people more aware of one another?

Every culture has.....

02 Masterplan

Design Lijnbaan

The design concept

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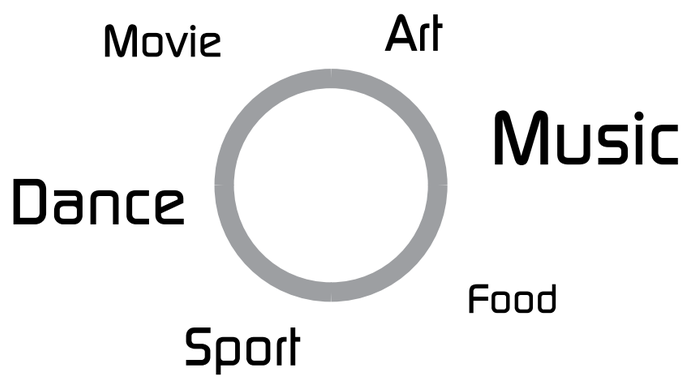


02 Masterplan

Design Lijnbaan

The design concept

A Central ‘stage’ where every cultural expression creates awareness for its visitors

02 Masterplan

Design Lijnbaan

The design concept

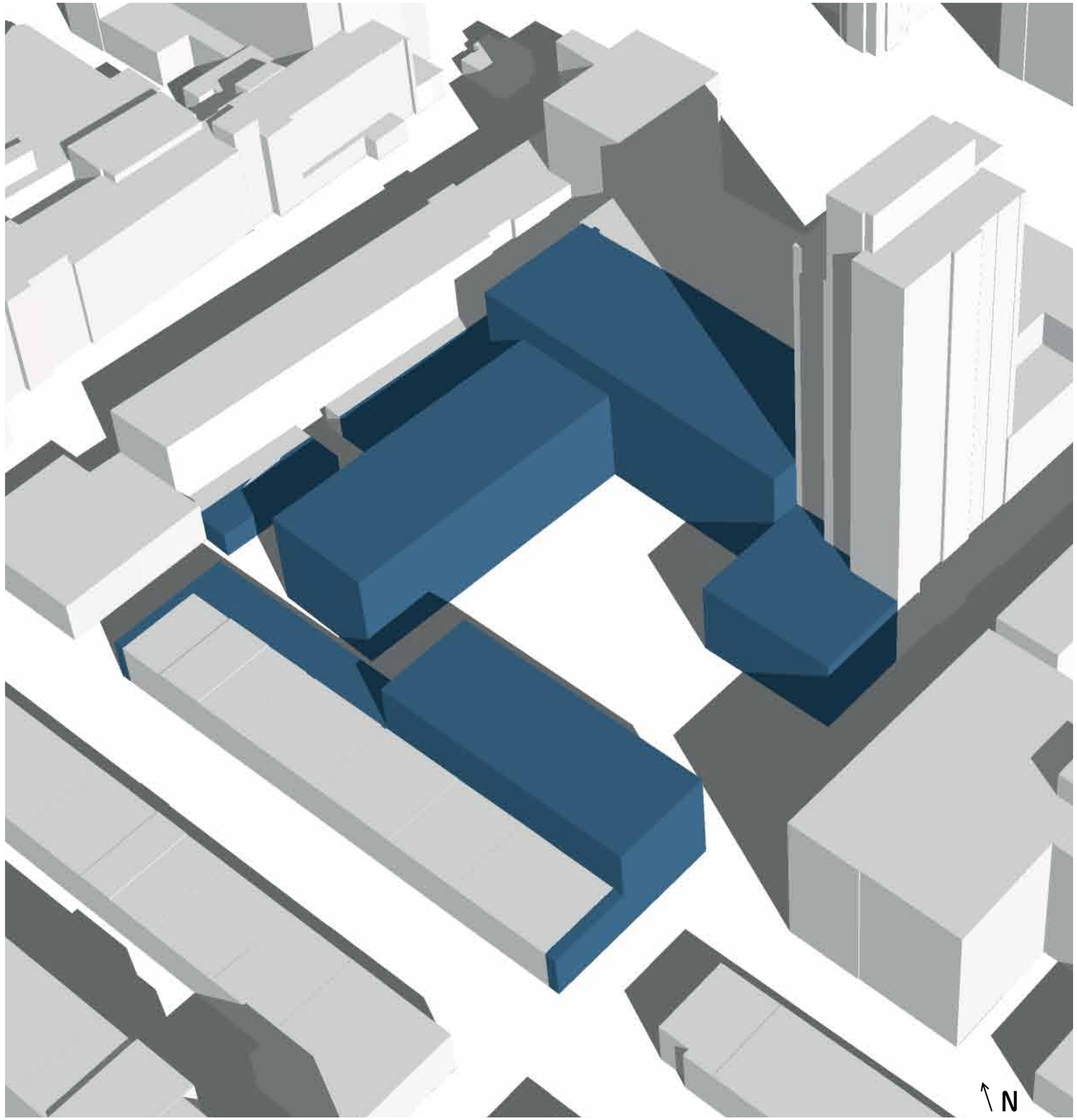
A Central ‘stage’ where every cultural expression creates awareness for its visitors

THE CULTURAL EXPERIENCE

02 Masterplan

THE CULTURAL EXPERIENCE

Introduction

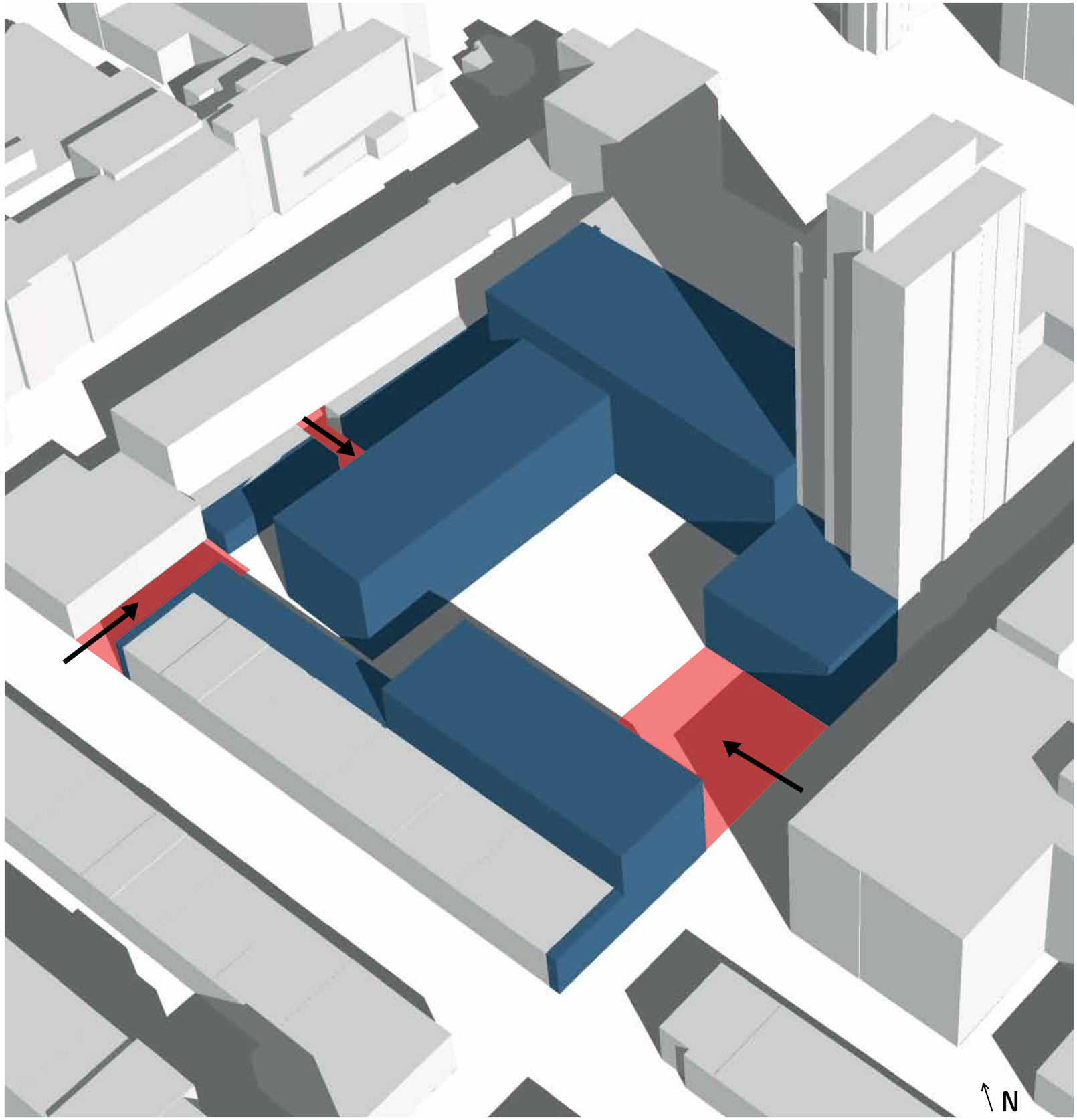


02 Masterplan

THE CULTURAL EXPERIENCE

Access

How to **enter** the area is of utmost importance!
You enter a new place, from one sphere into another



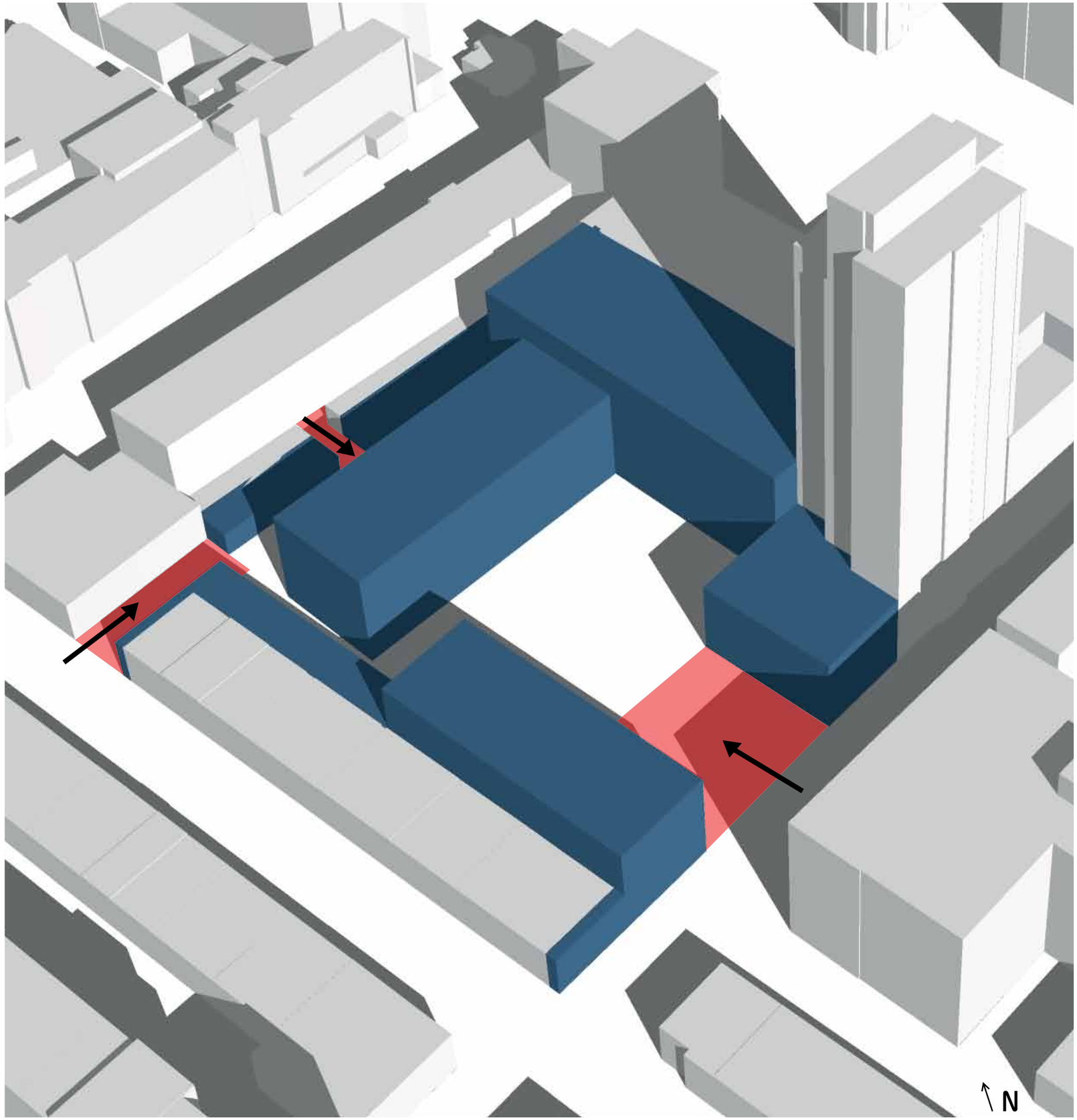
02 Masterplan

THE CULTURAL EXPERIENCE

Access

How to enter the area is of utmost importance!
You enter a new place, from one sphere into another

The **red** areas are **transition** areas which give a **smooth entrance** to the new 'cultural experience' inside.

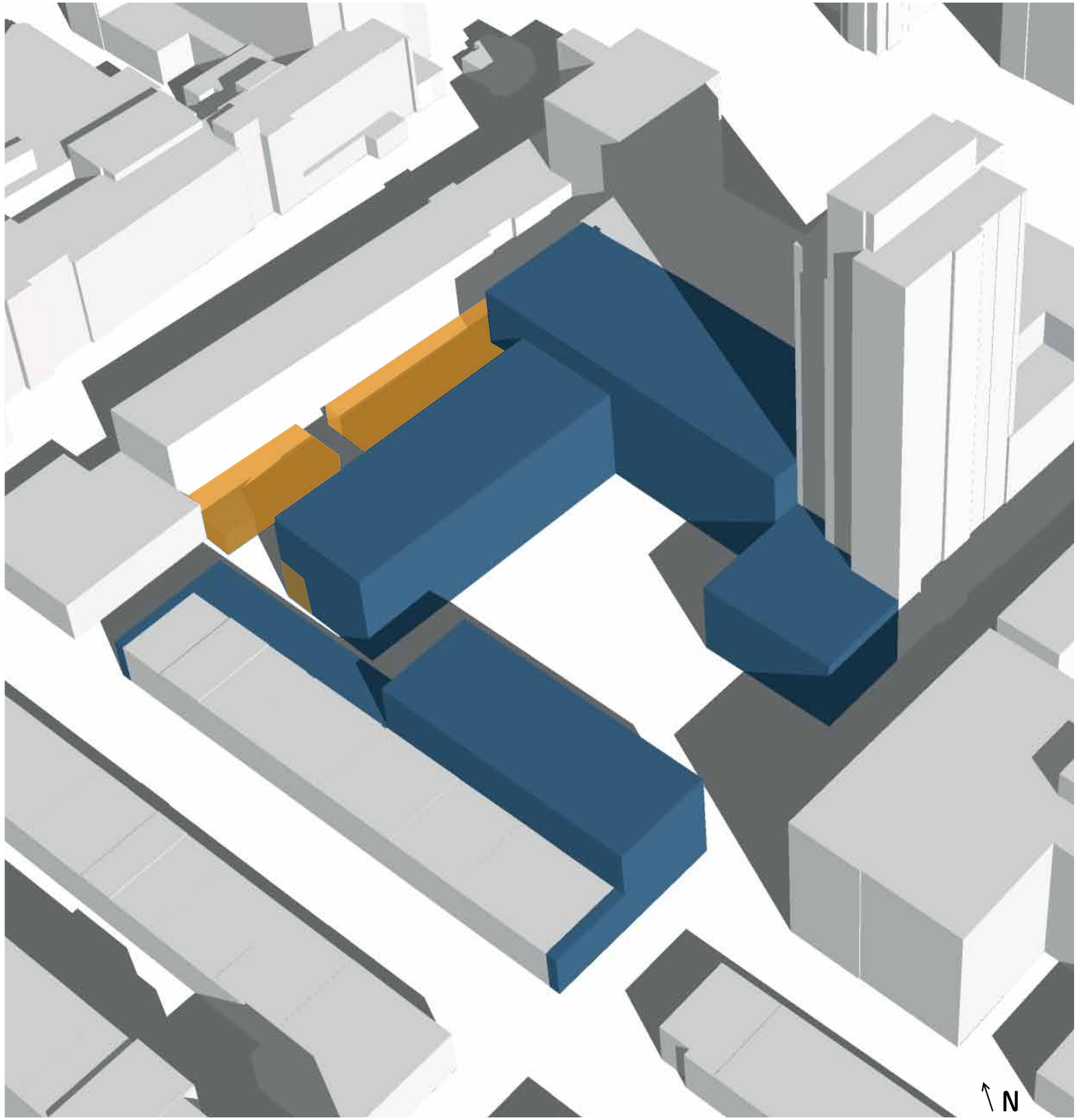


02 Masterplan

THE CULTURAL EXPERIENCE

Diningstreet

Connection with Stadhuisplein and Lijnbaan

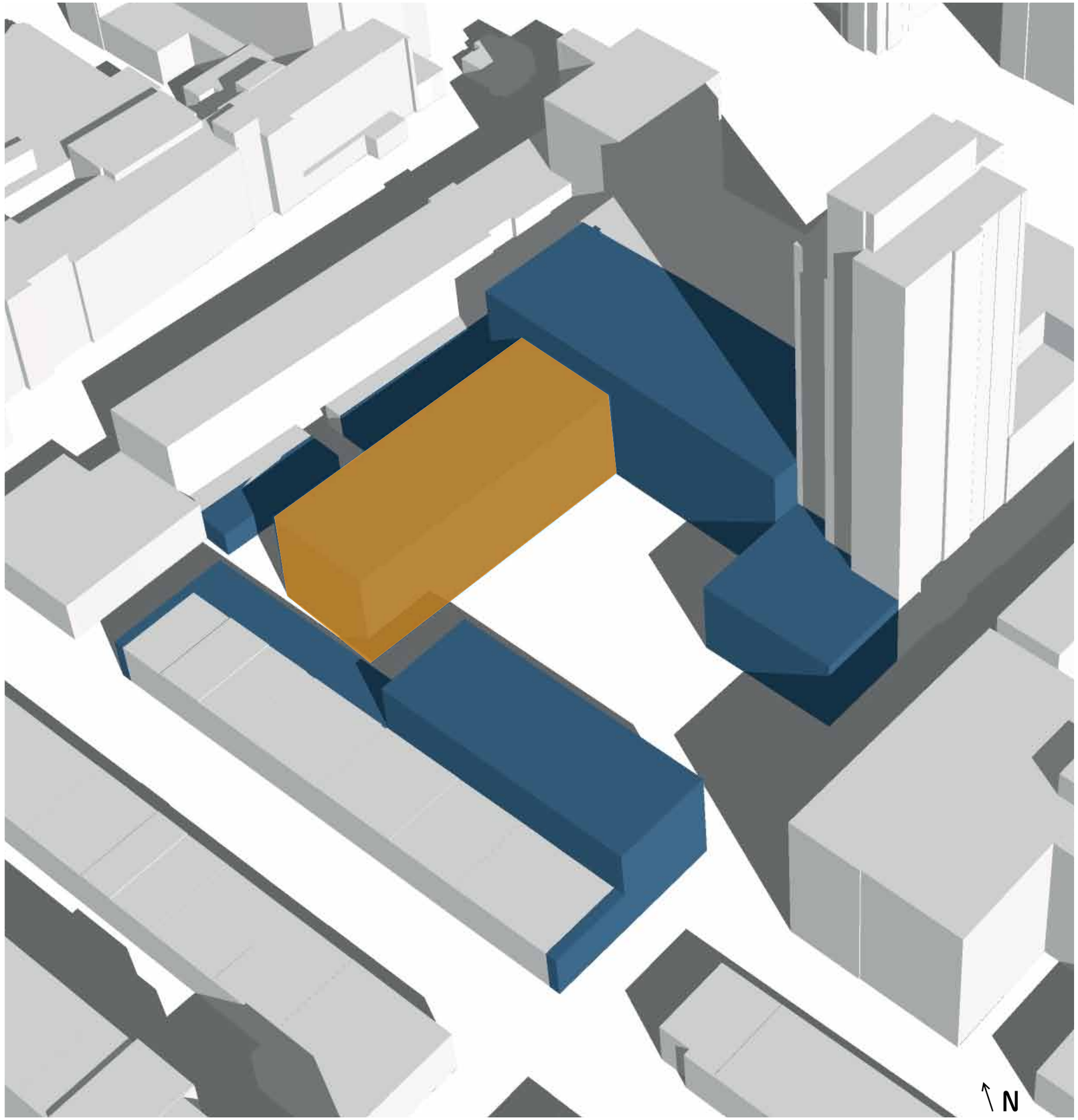


02 Masterplan

THE CULTURAL EXPERIENCE

Design masterplan

Music experience

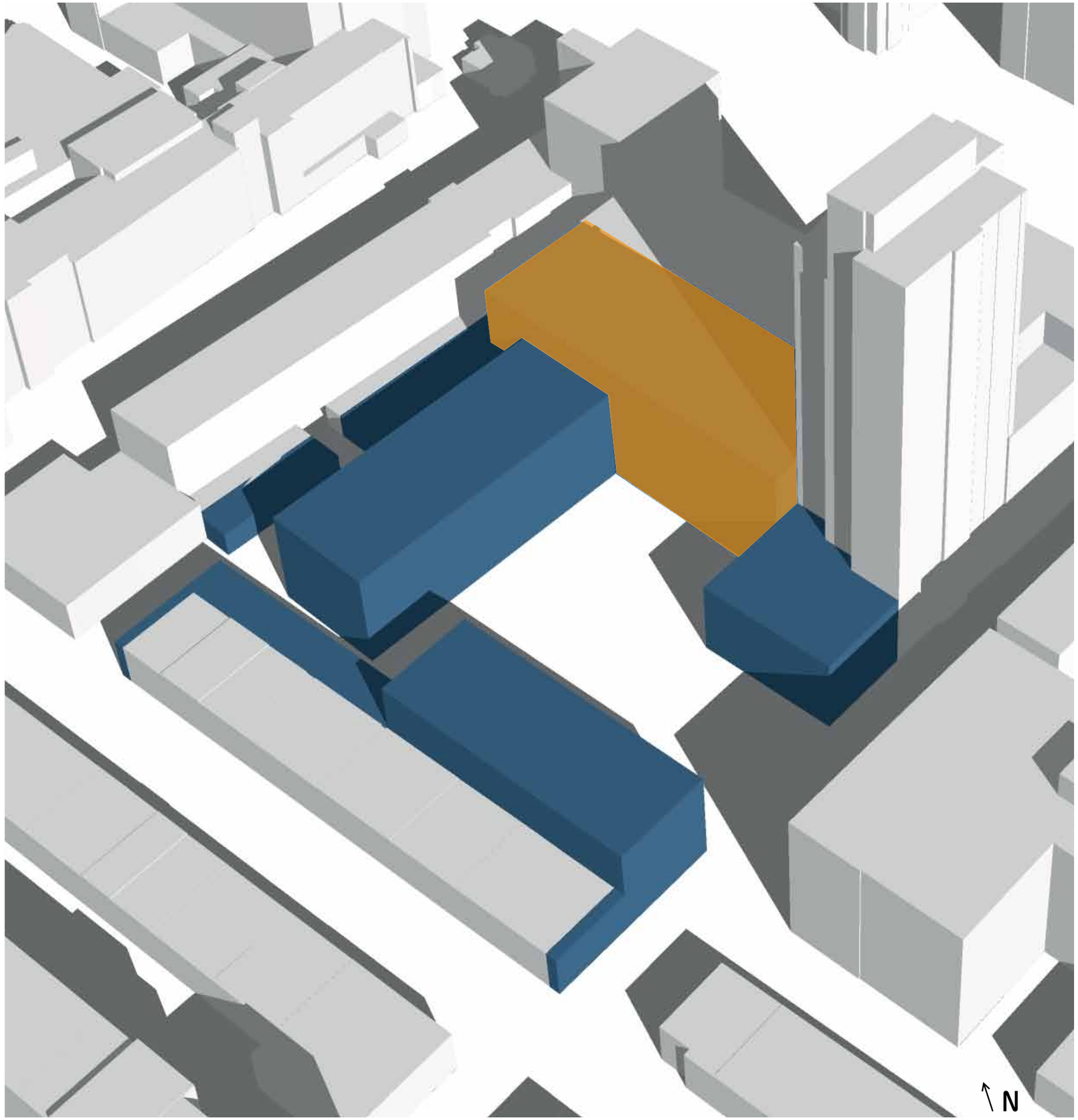


02 Masterplan

THE CULTURAL EXPERIENCE

Design masterplan

Sport/dance experience

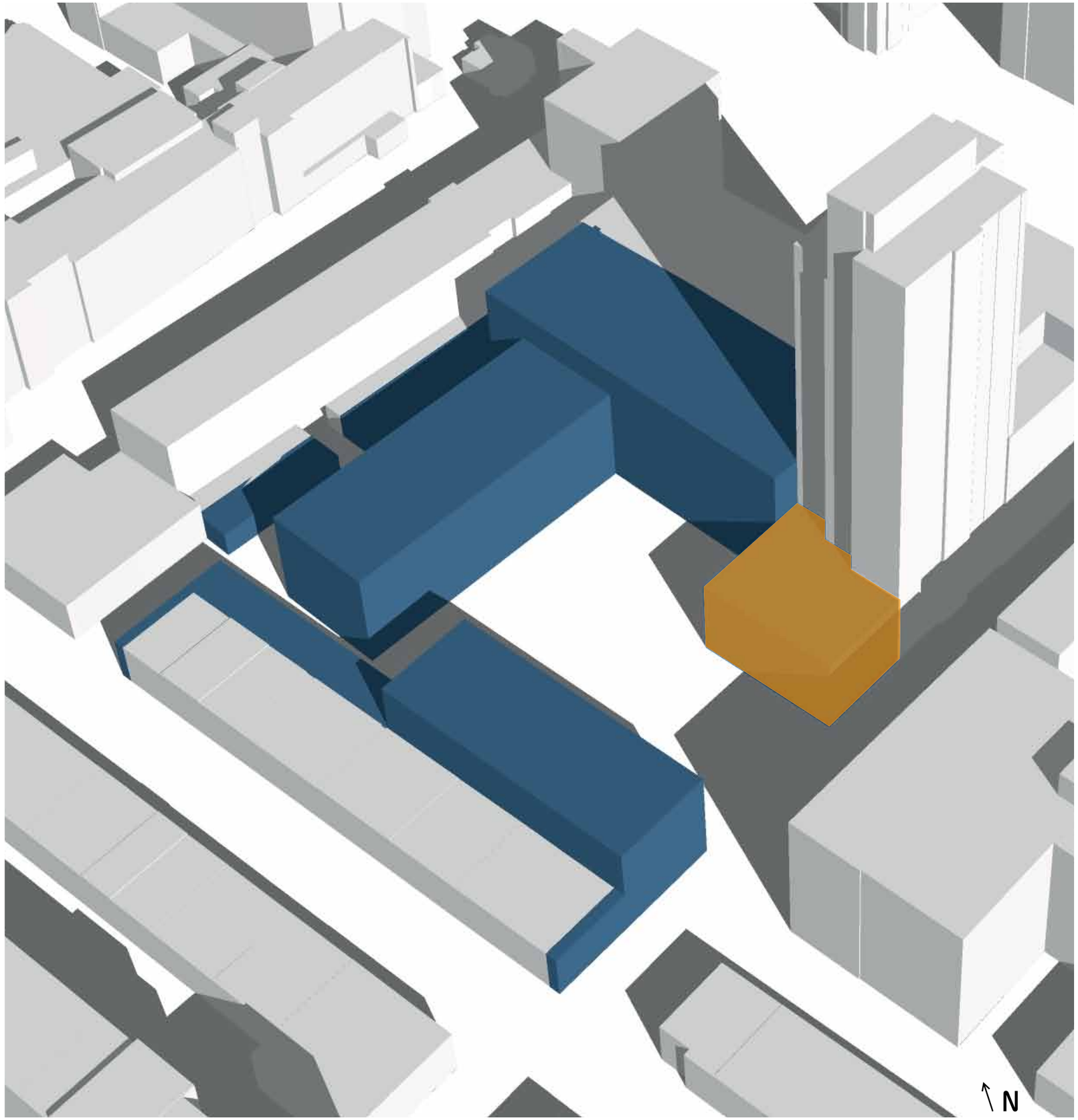


02 Masterplan

THE CULTURAL EXPERIENCE

Design masterplan

Movie experience

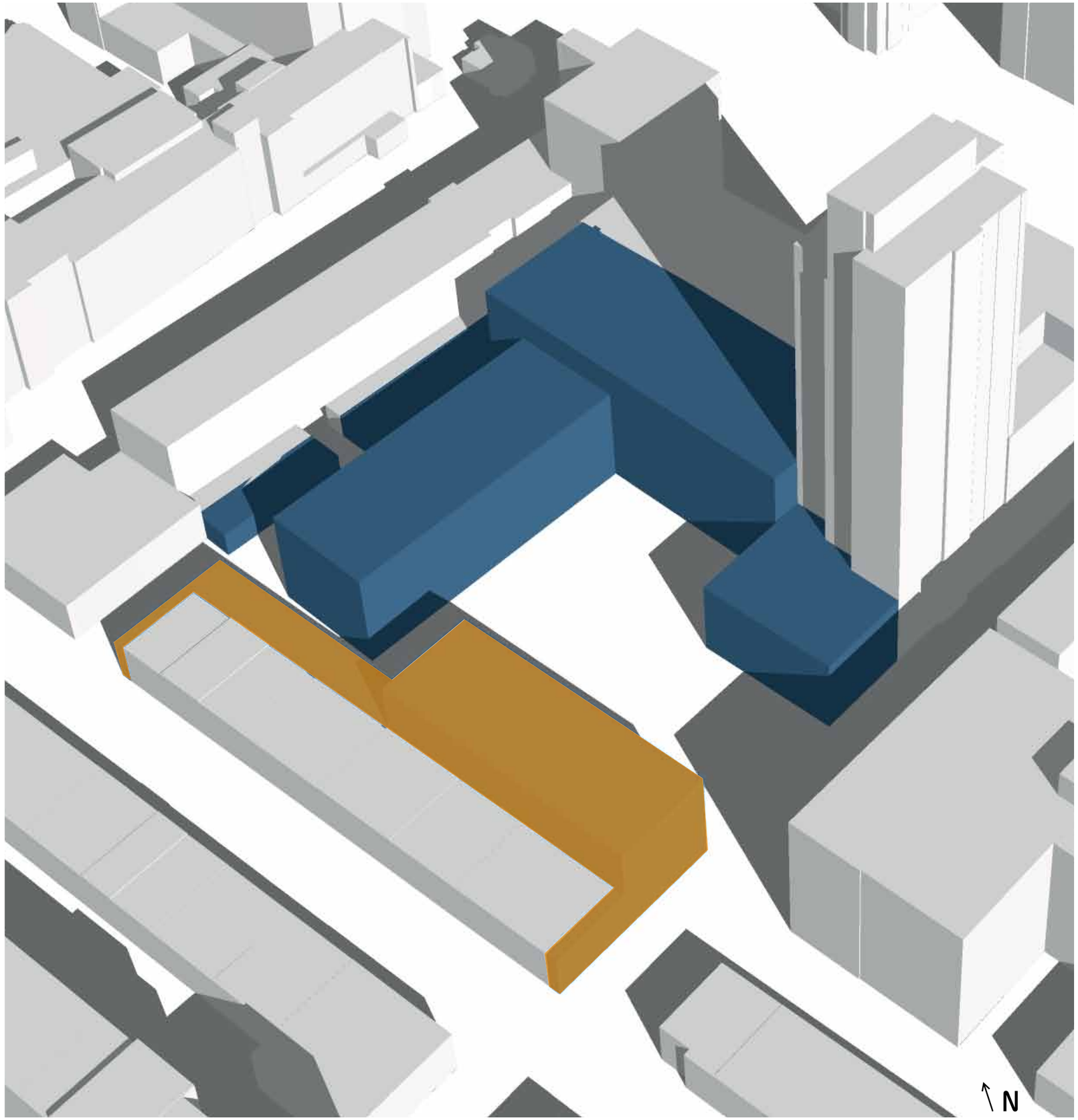


02 Masterplan

THE CULTURAL EXPERIENCE

Design masterplan

Art experience



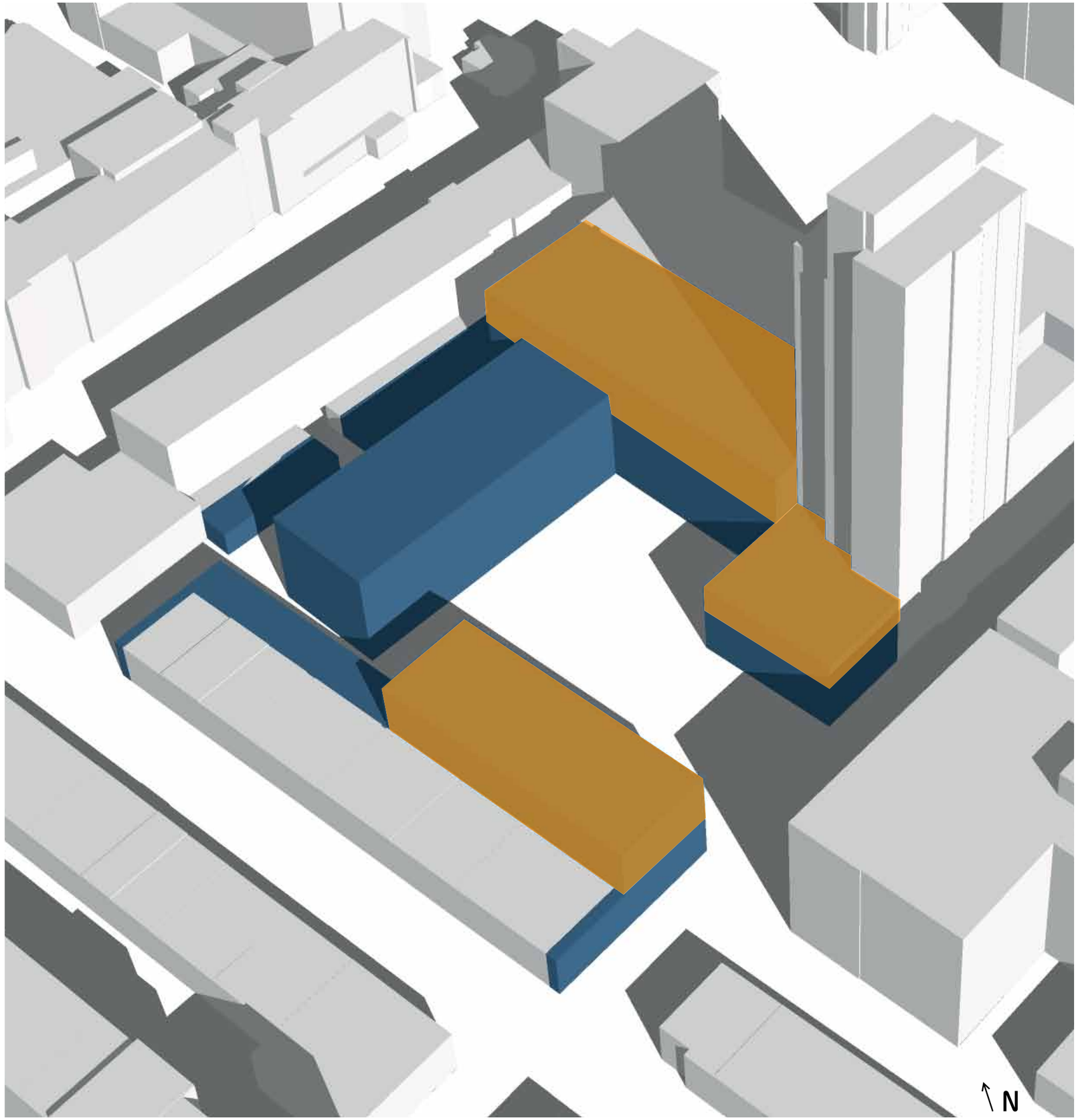
02 Masterplan

THE CULTURAL EXPERIENCE

Design masterplan

Living

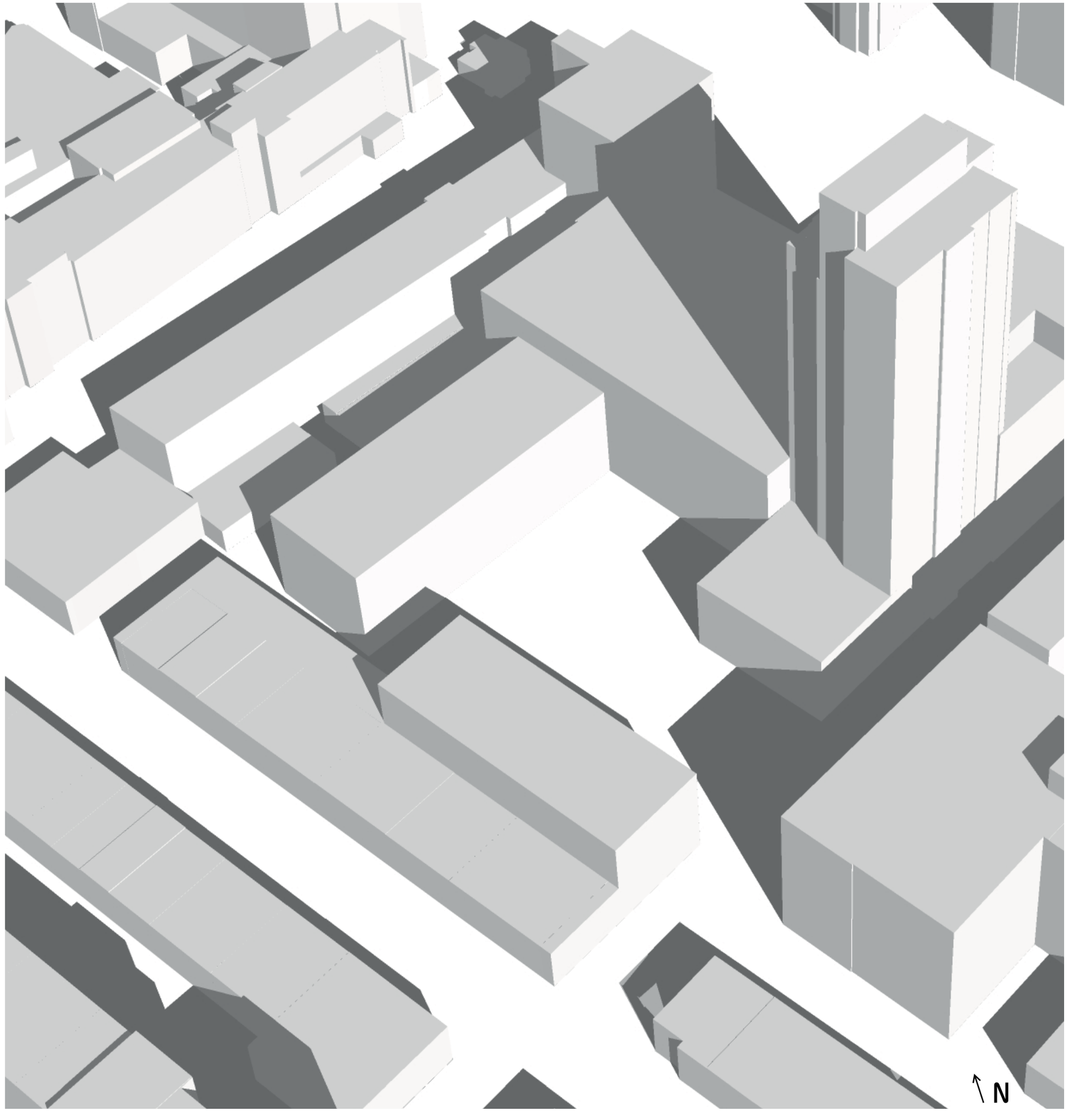
> social awareness



02 Masterplan

THE CULTURAL EXPERIENCE

Design masterplan

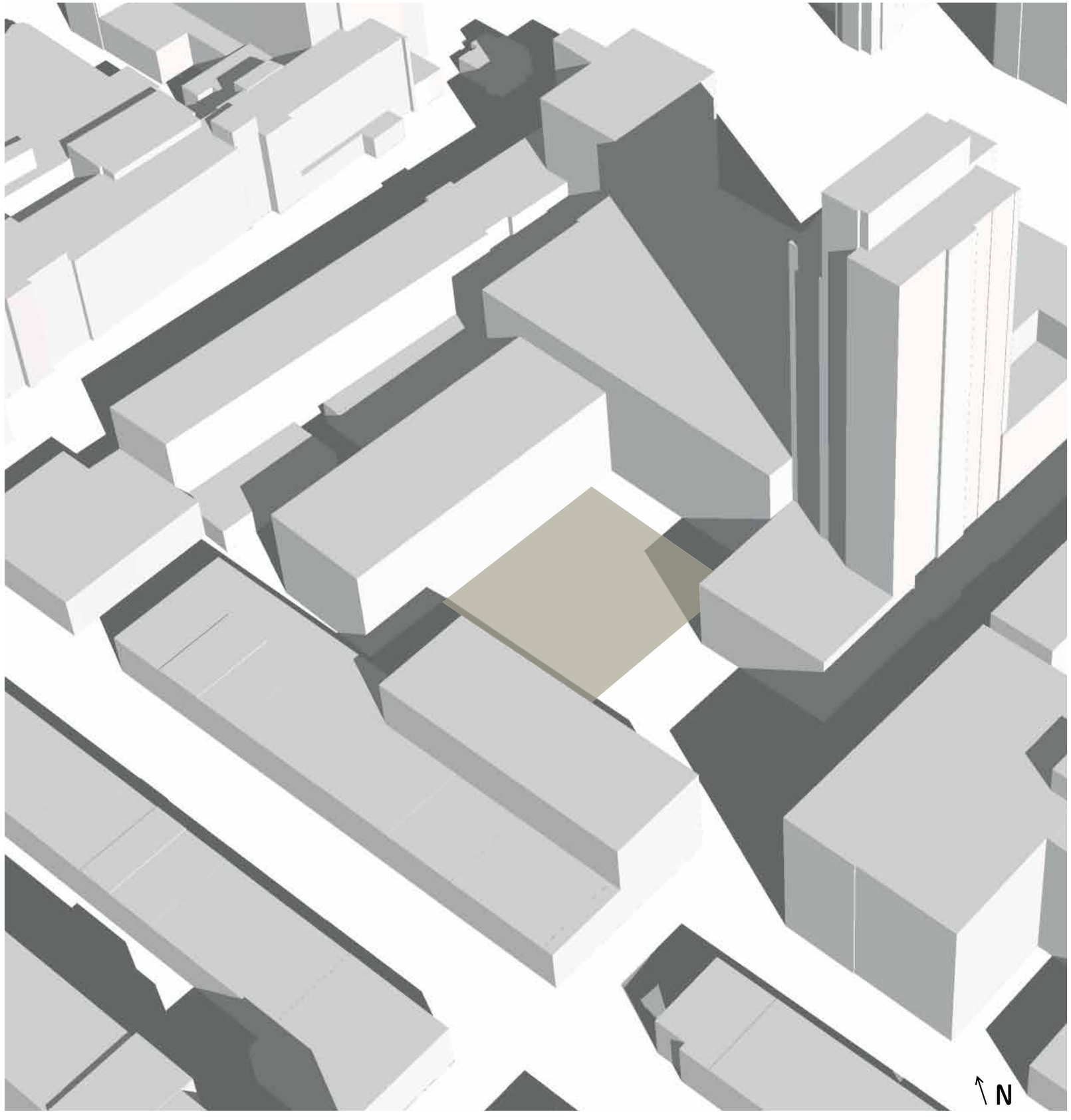


02 Masterplan

THE CULTURAL EXPERIENCE

Square

- Visible connection
- Important meeting and hang out point

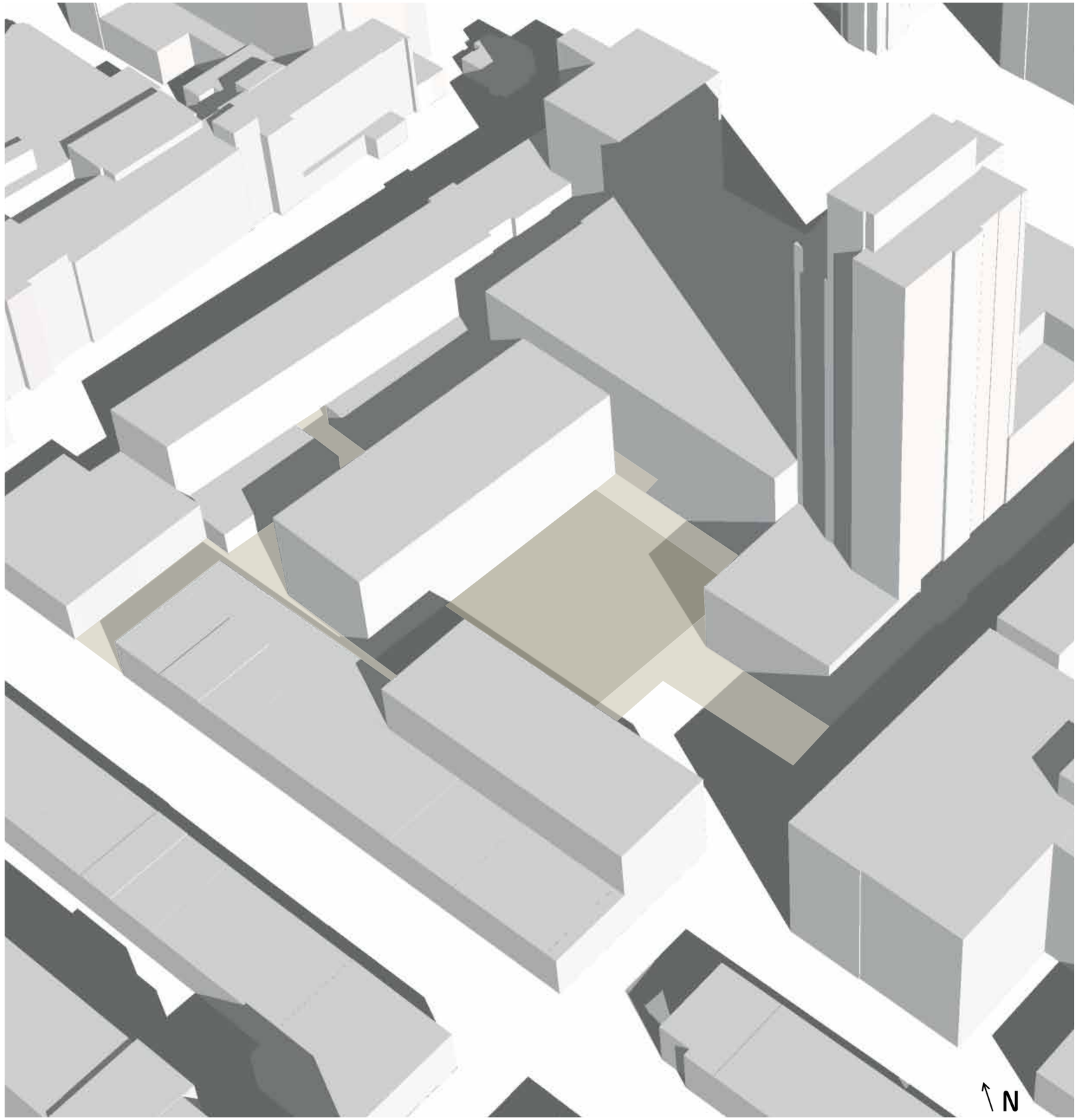


02 Masterplan

THE CULTURAL EXPERIENCE

Square
- Visible connection
- Important meeting and hang out point

Walkingpad
- Leads you through the masterplan

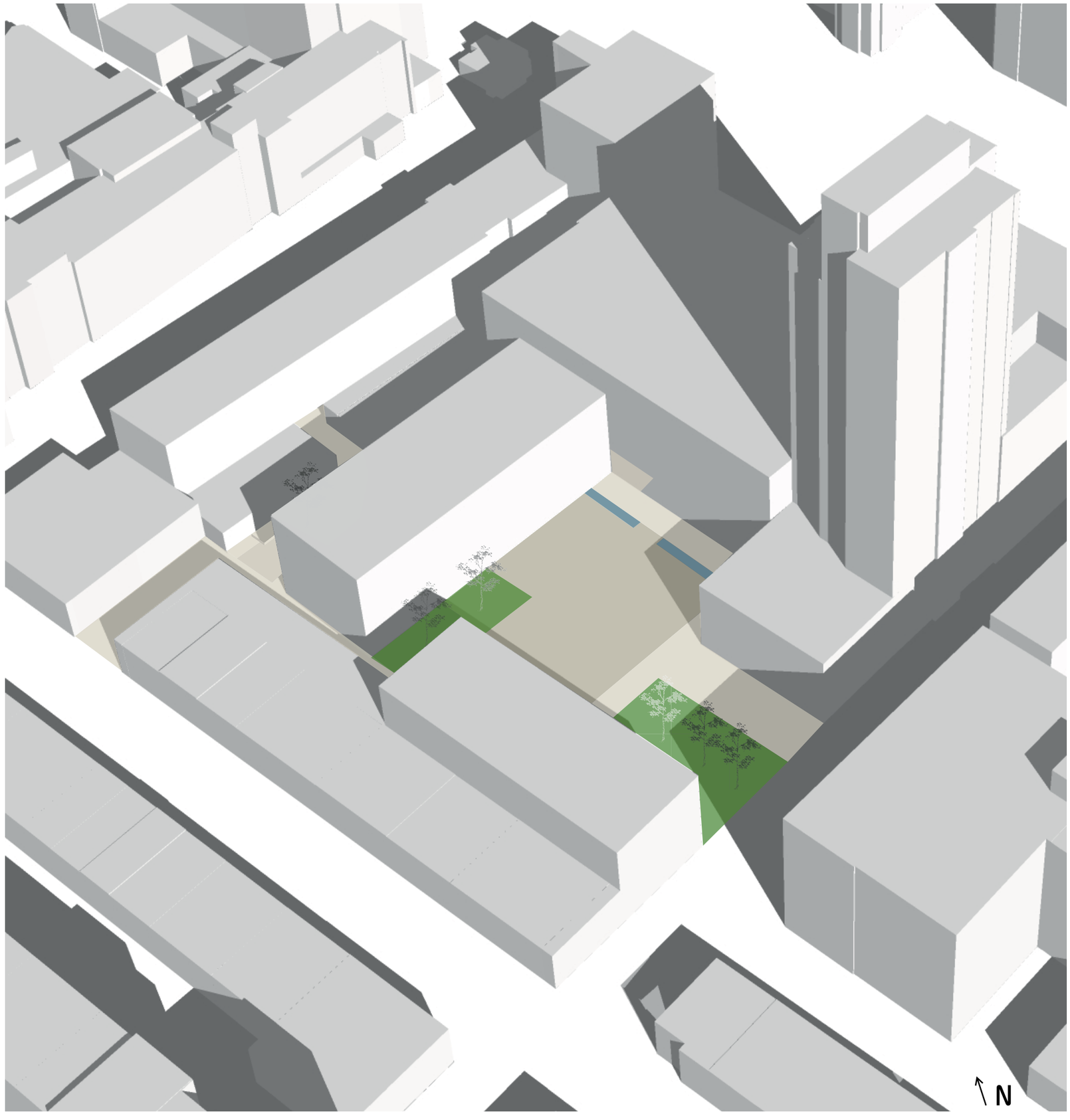


02 Masterplan

THE CULTURAL EXPERIENCE

Square
- Visible connection
- Important meeting and hang out point

Green + water
- Gives the masterpan atmosphere and quality



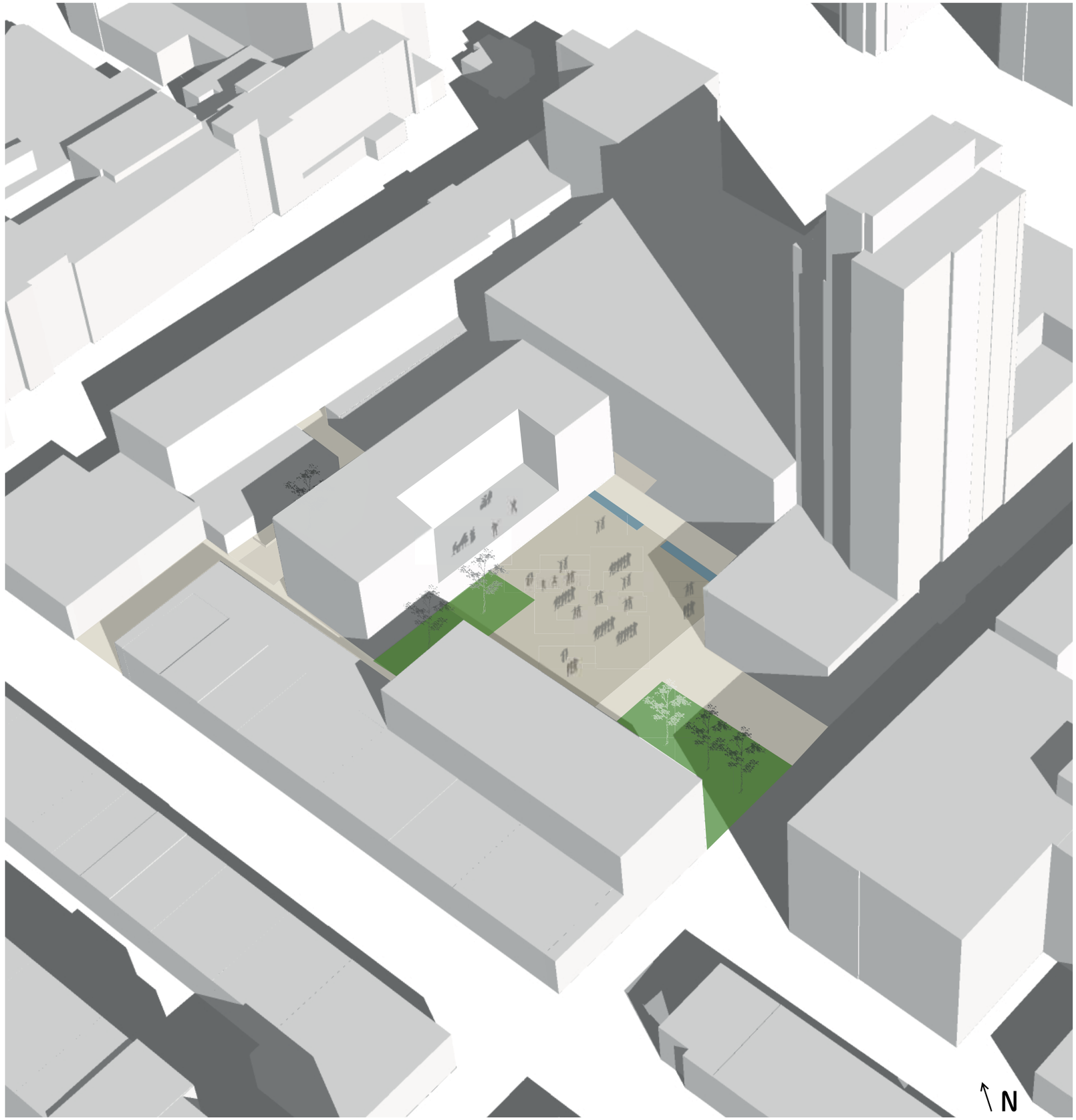
02 Masterplan

THE CULTURAL EXPERIENCE

Square
- Visible connection
- Important meeting and hang out point

Central stage
- Every cultural expression creates awareness for its visitors

Music experience



02 Masterplan

THE CULTURAL EXPERIENCE

Square
- Visible connection
- Important meeting and hang out point

Central stage
- Every cultural expression creates awareness for its visitors

Sport/Dance experience

02 Masterplan

THE CULTURAL EXPERIENCE

Square
- Visible connection
- Important meeting and hang out point

Central stage
- Every cultural expression creates awareness for its visitors

Movie experience

02 Masterplan

THE CULTURAL EXPERIENCE

Square
- Visible connection
- Important meeting and hang out point

Central stage
- Every cultural expression creates awareness for its visitors

Art experience

02 Masterplan

THE CULTURAL EXPERIENCE

Plan

03 Design

03 Design

Location

03 Design

Location

Cultural experience

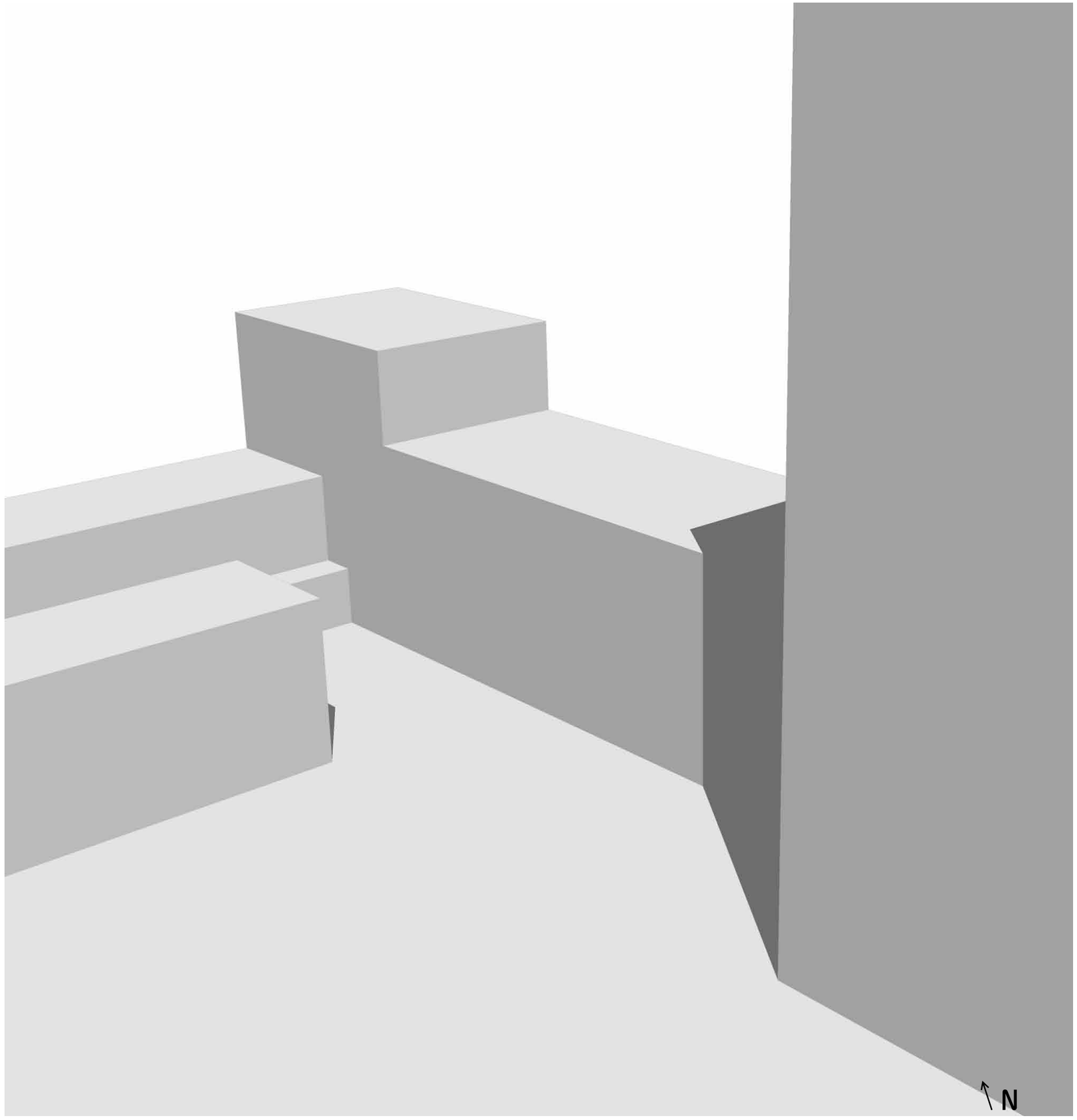
Dance/Sport

03 Design

Concept

03 Design

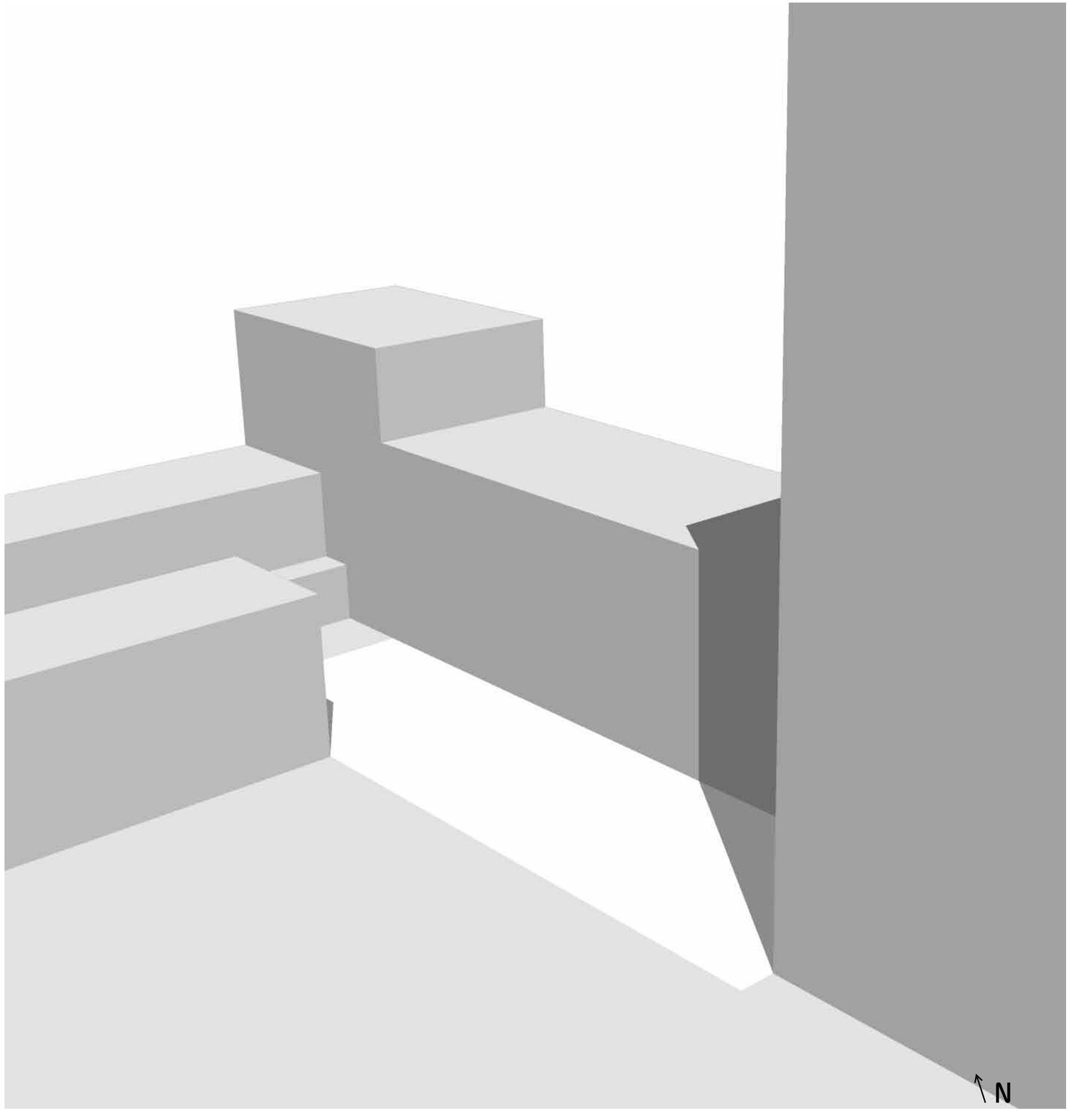
Concept



03 Design

Concept

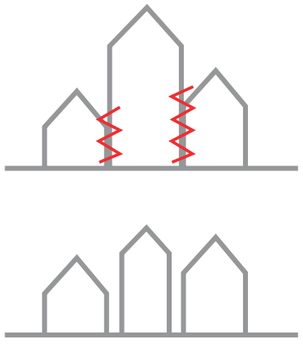
Location

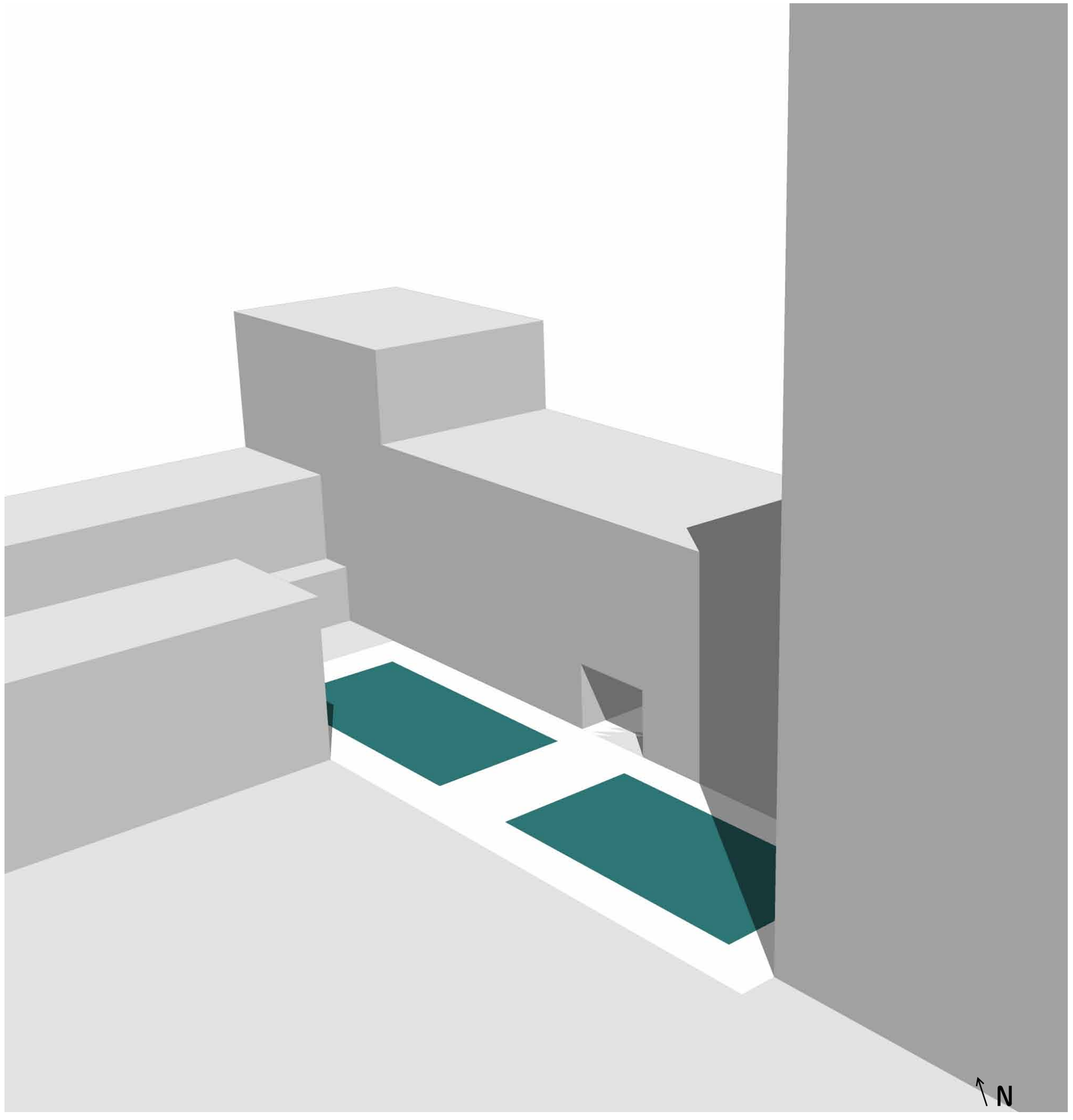


03 Design

Concept

Respect for existing buildings

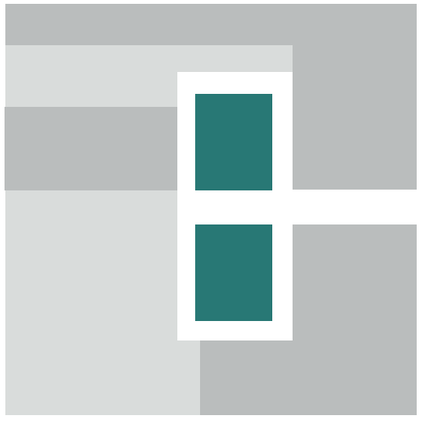


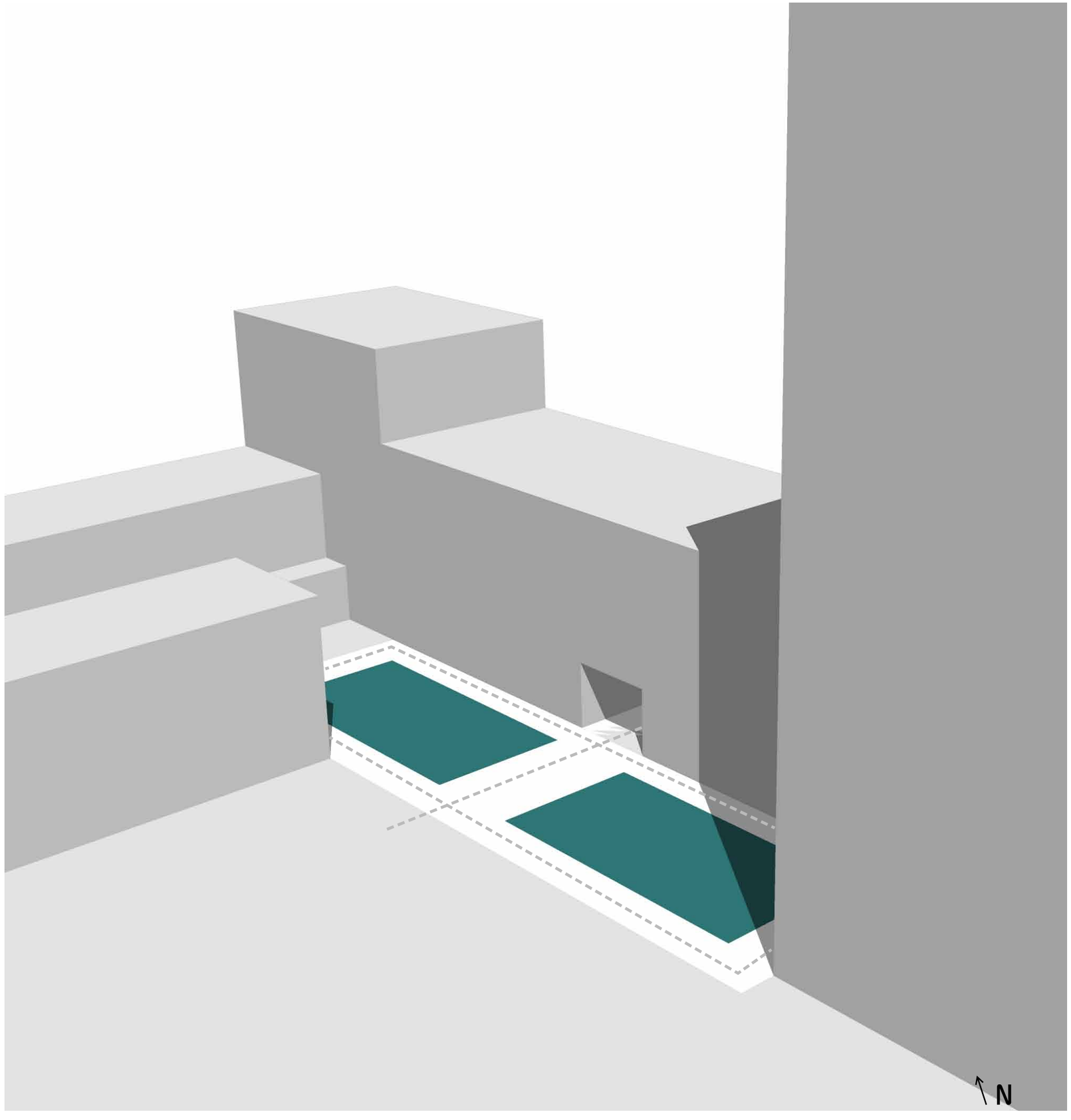


03 Design

Concept

Walkingpath: connected to existing walkingpath

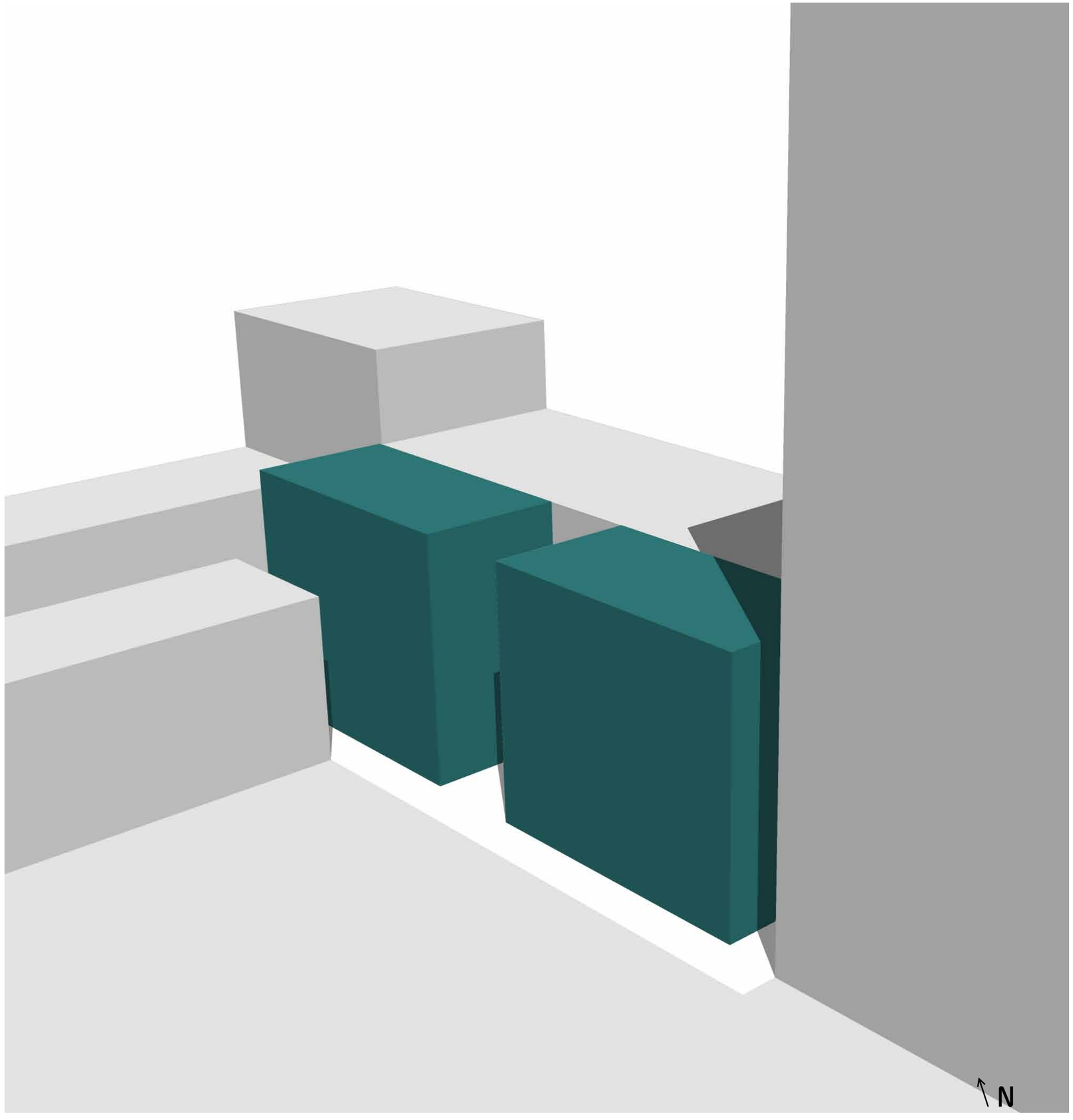




03 Design

Concept

Buildingmass



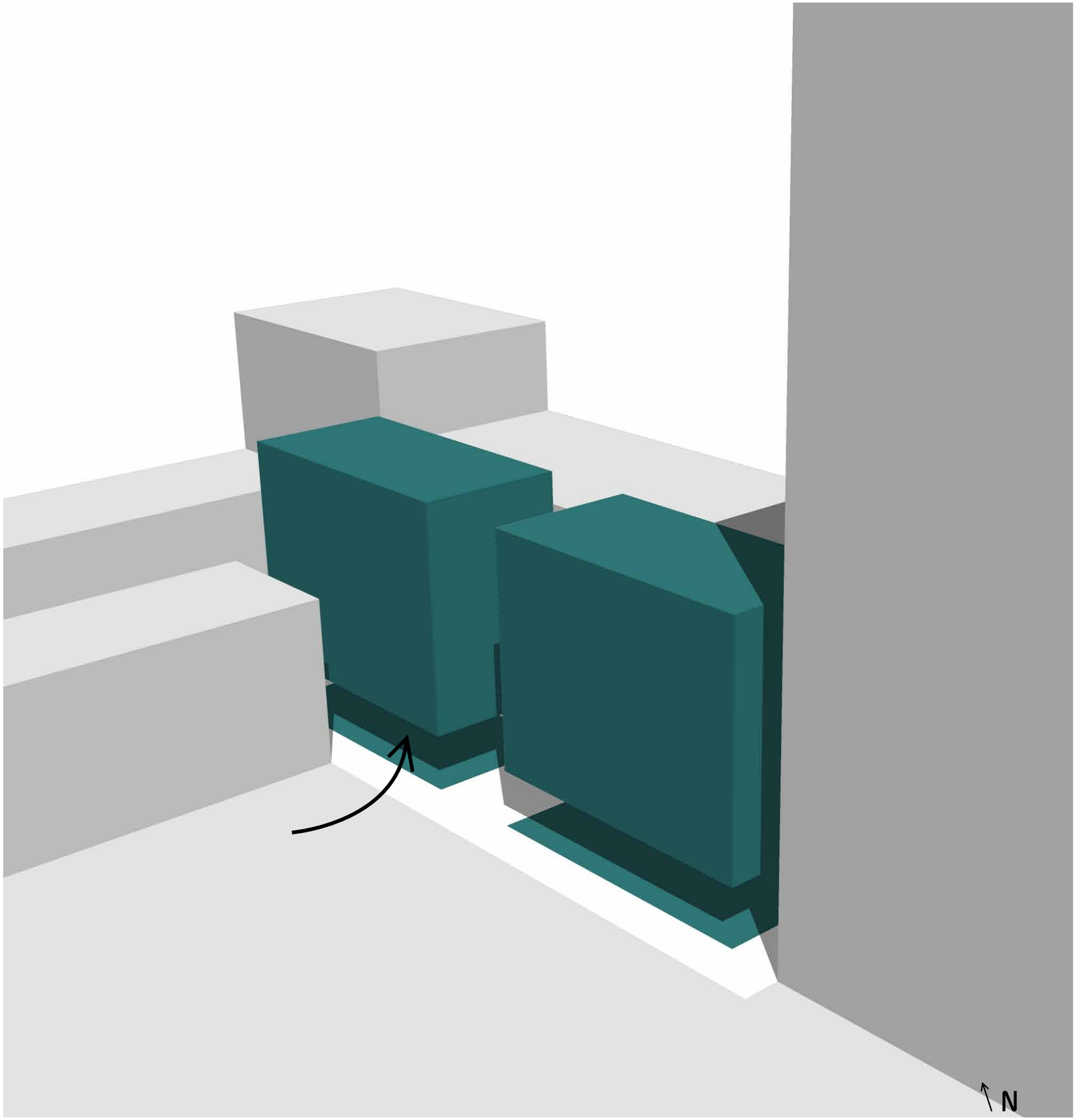
03 Design

Concept

Smooth Entrance

> easily access

> no main entrance door

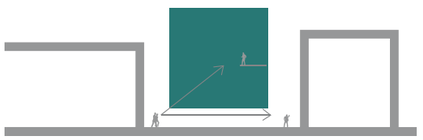


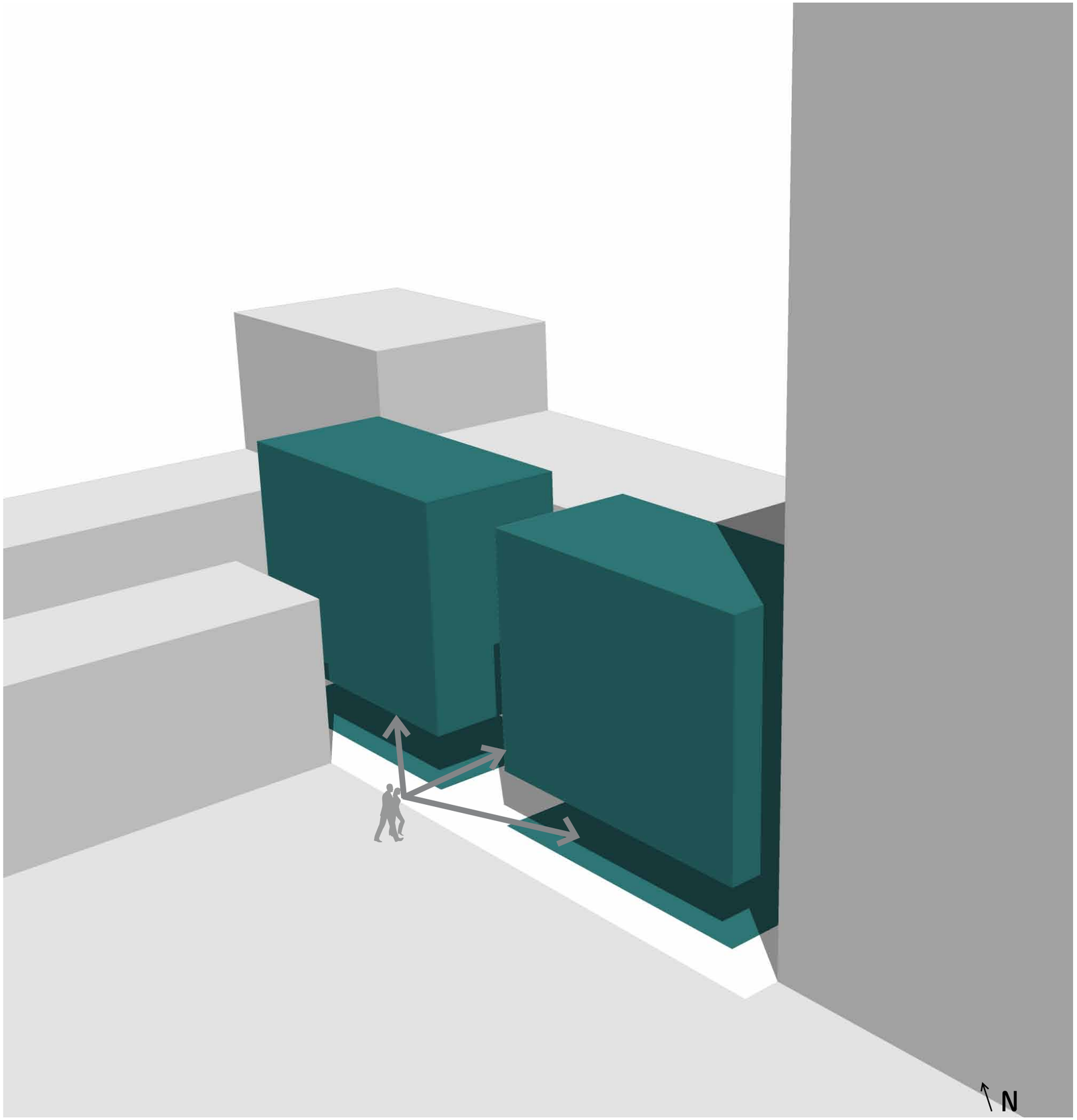
03 Design

Concept

Visible connection

> social awareness



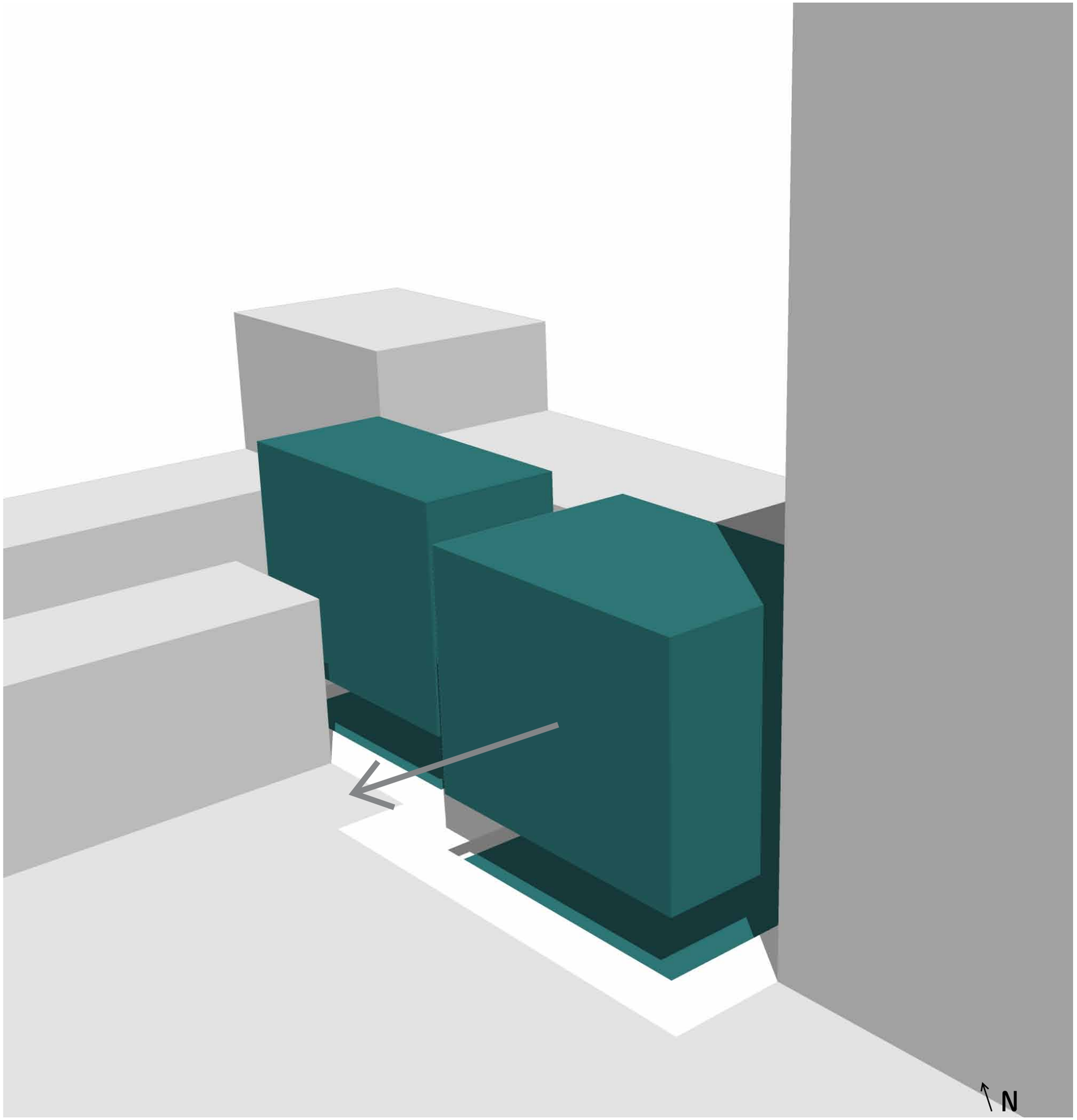


03 Design

Concept

Connection with square

> ‘creating the central stage’



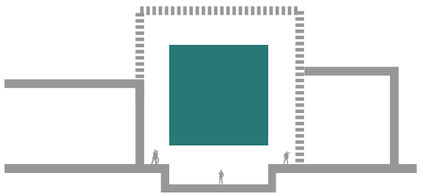
03 Design

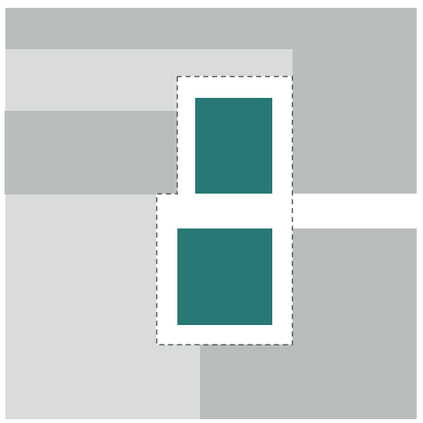
Concept

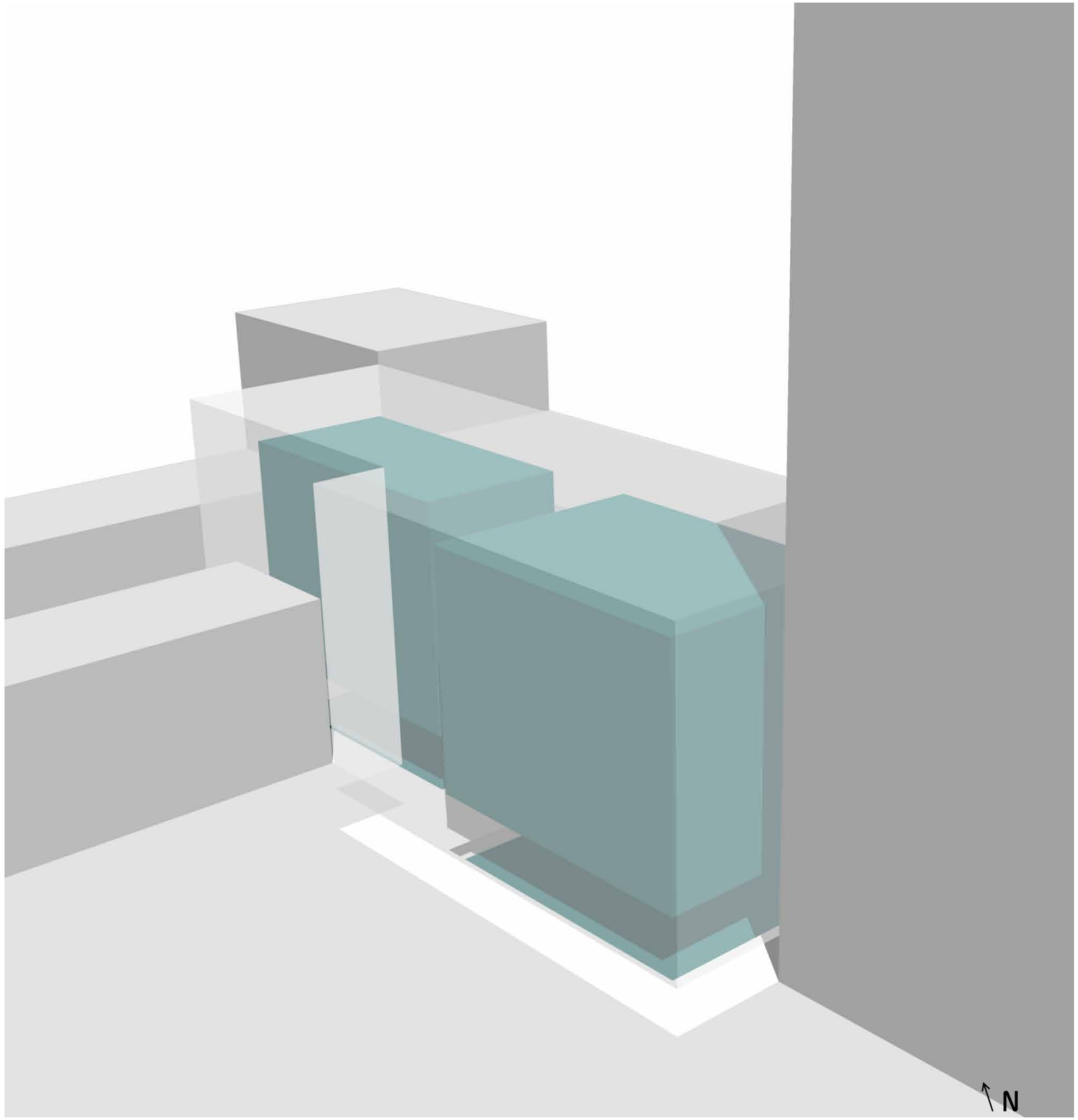
Perforated ‘jacket’

> one building

> attracts people to enter





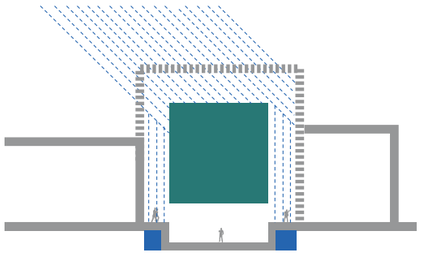


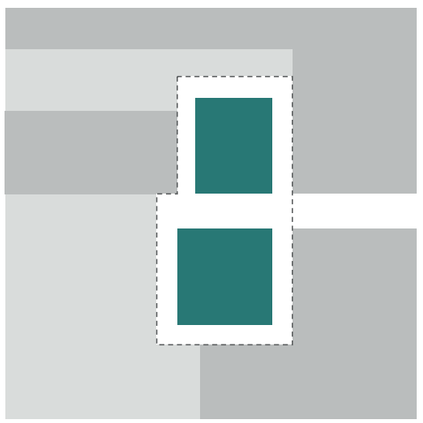
03 Design

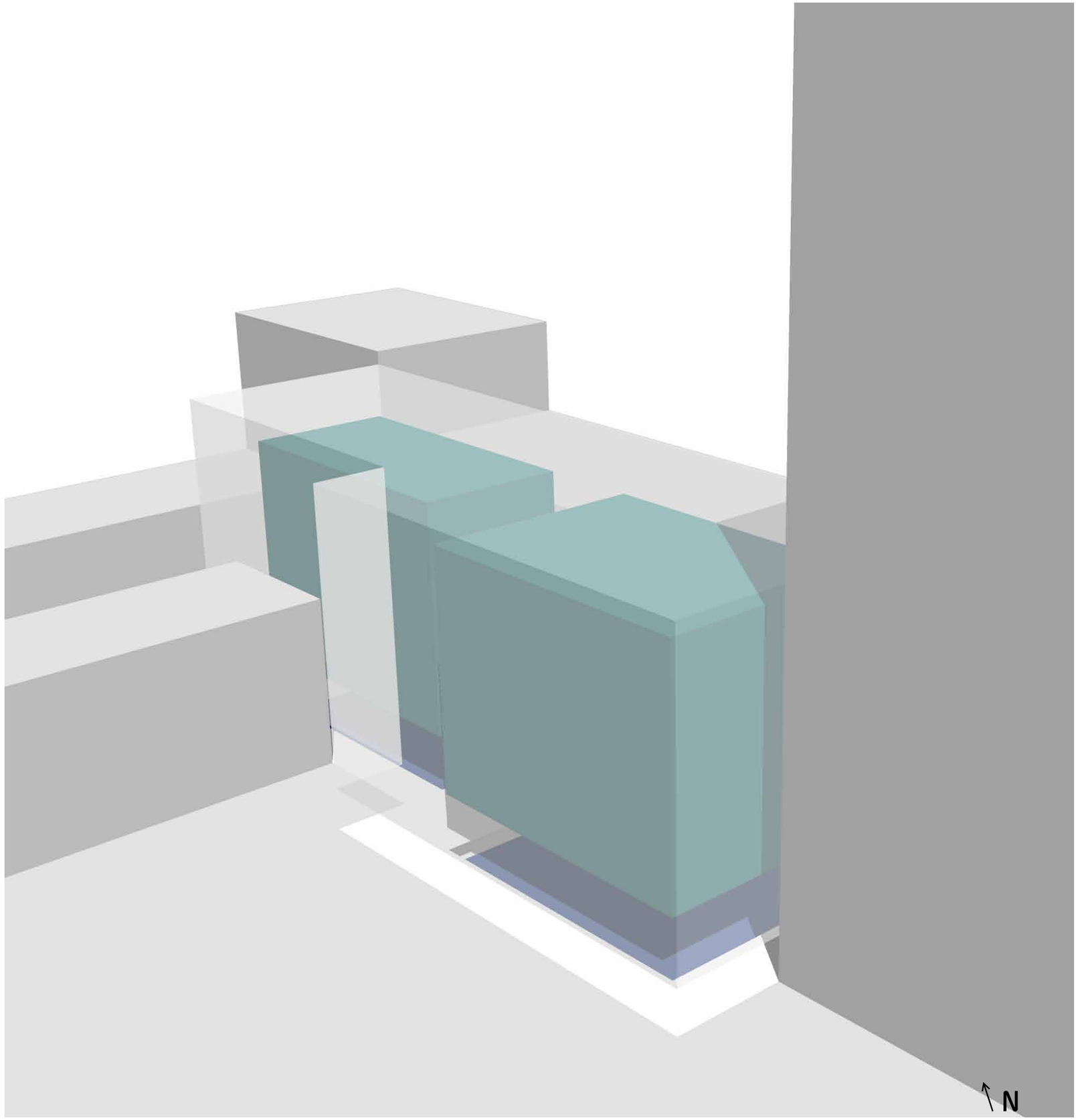
Concept

Perforated ‘jacket’

> rainwater will be collected







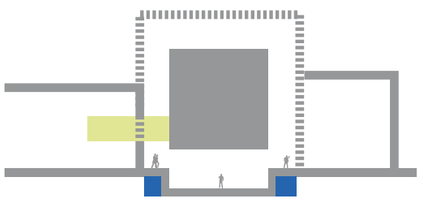
03 Design

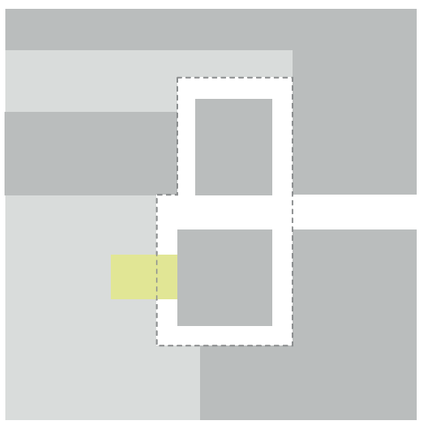
Concept

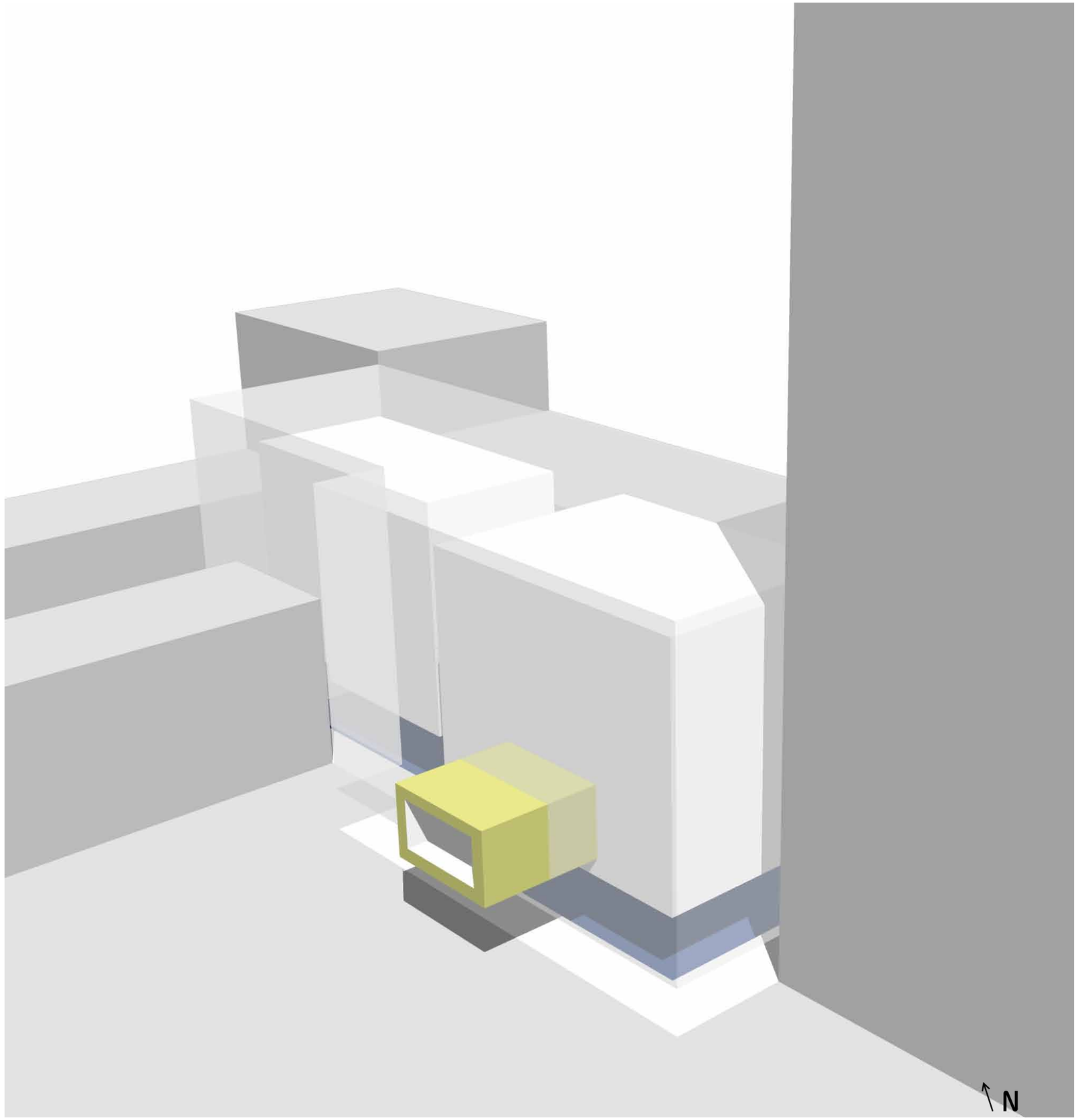
BOX

> visible connection

Performance stage





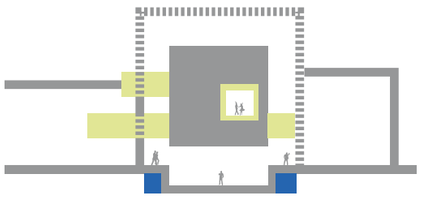


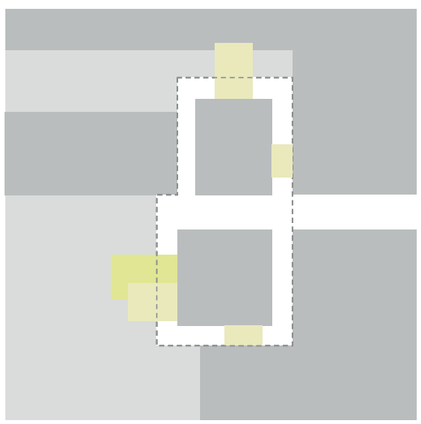
03 Design

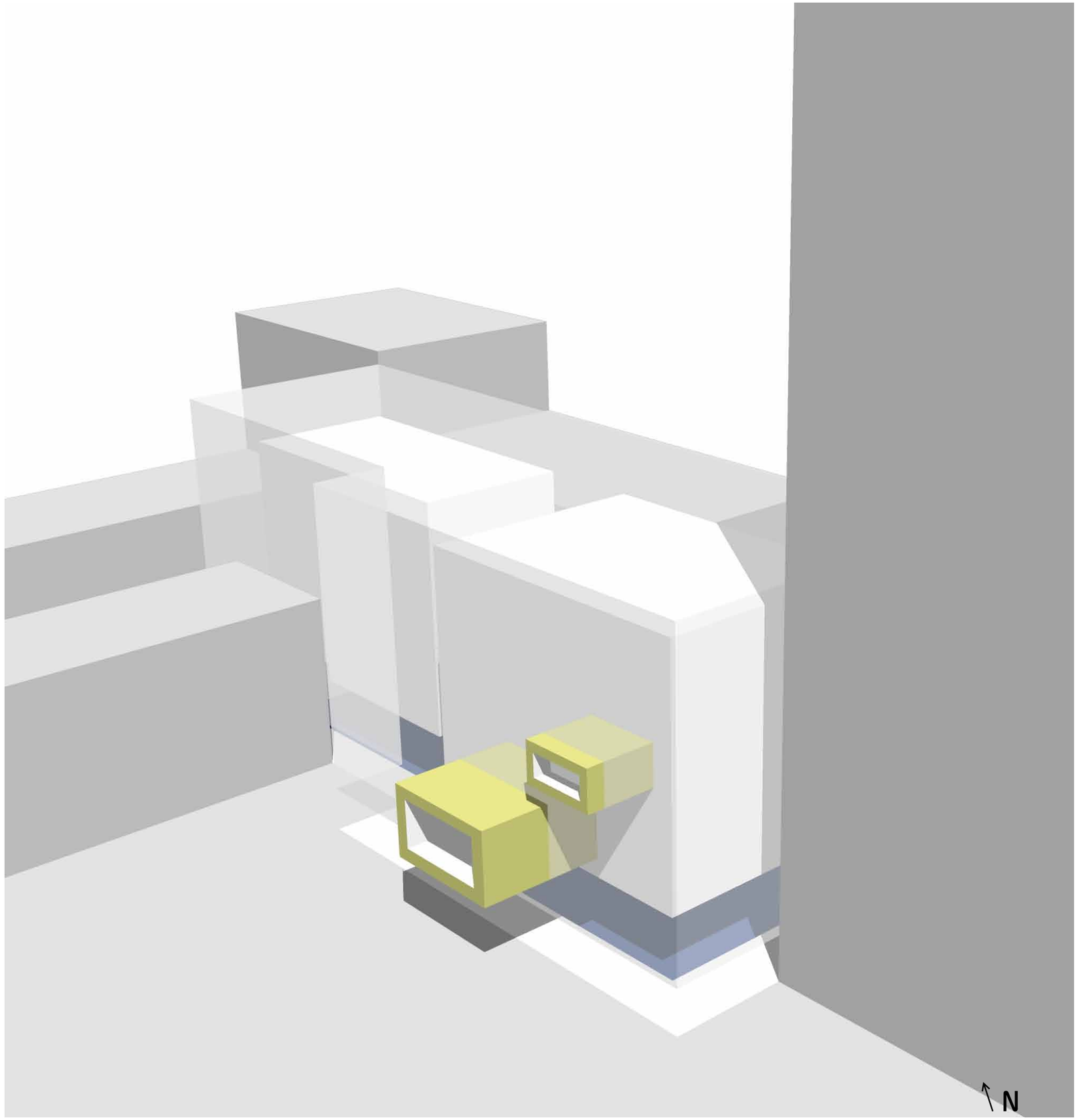
Concept

Green-yellow **BOX**

Sport facilities





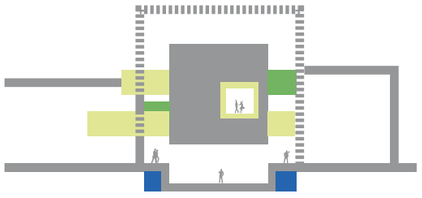


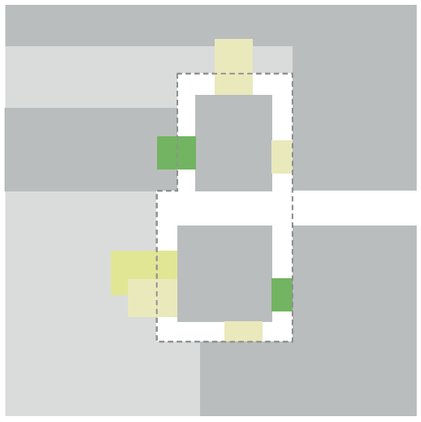
03 Design

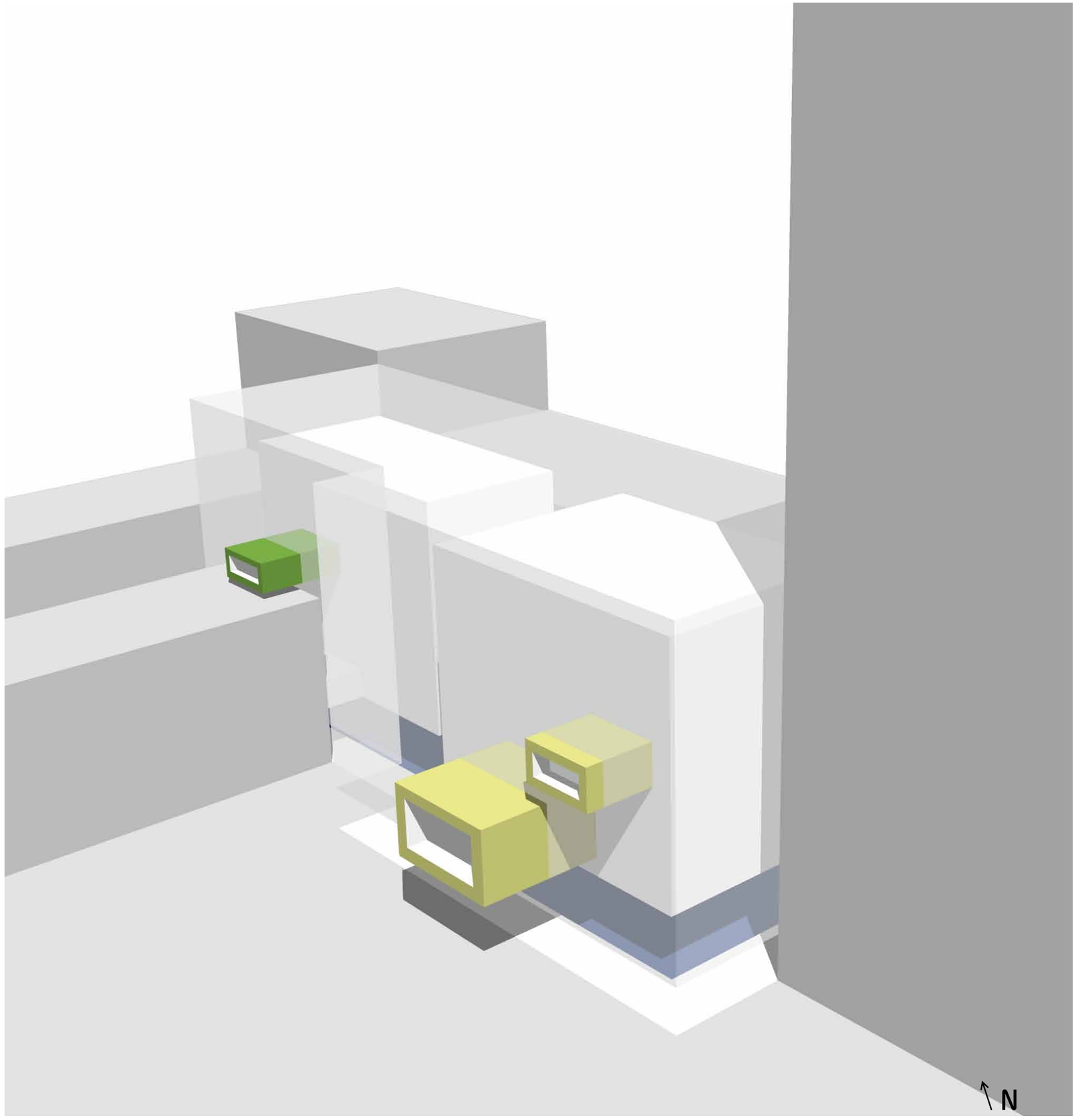
Concept

Green **BOX**

Leisure facilities





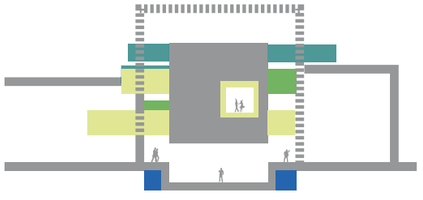


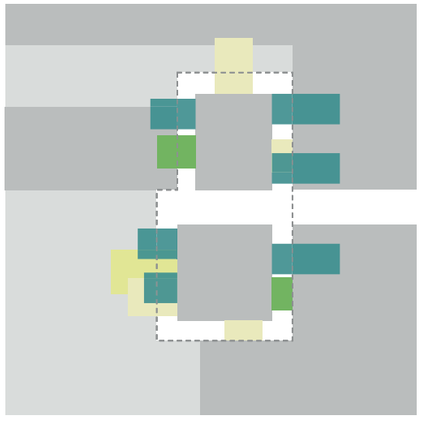
03 Design

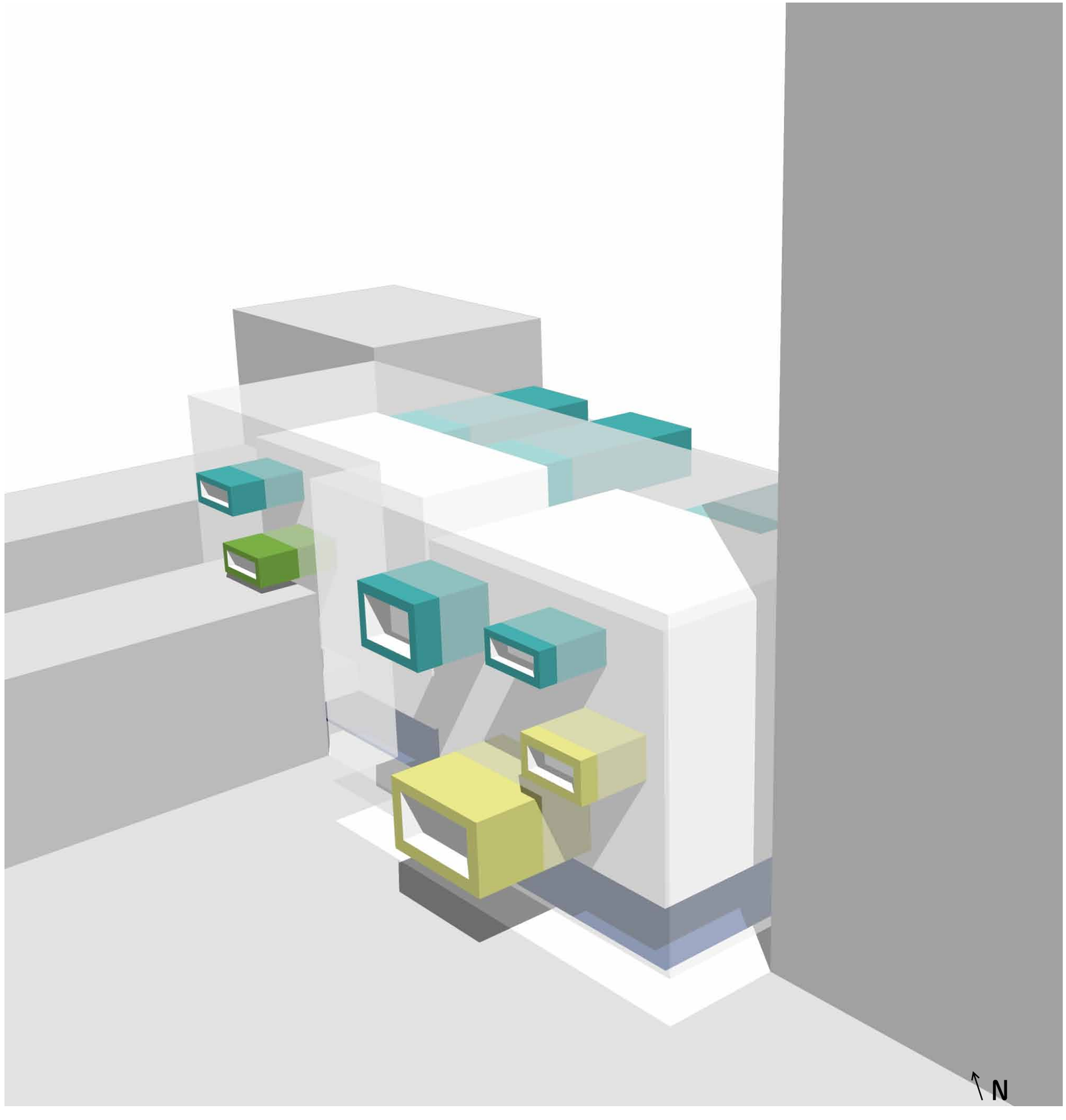
Concept

Blue **BOX**

Living facilities





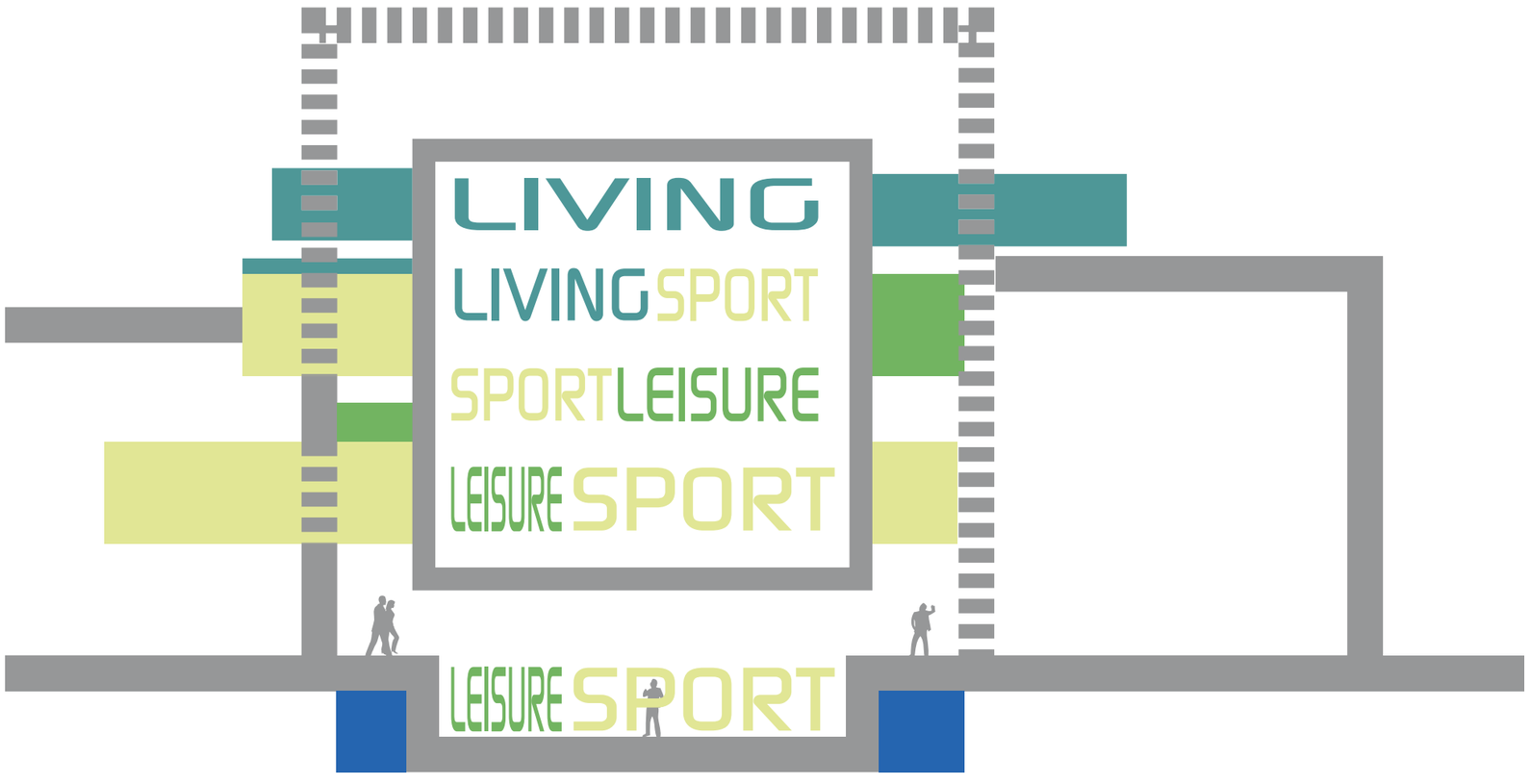


03 Design

Concept

BOX-in-BOX

Program



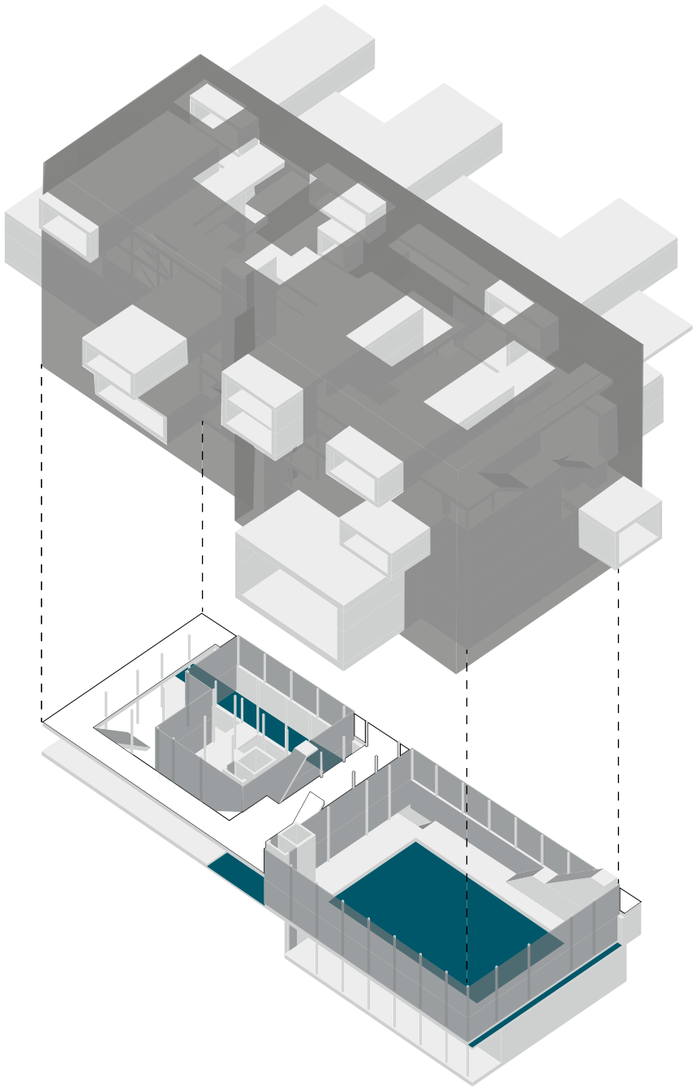
04 BOX-in-BOX

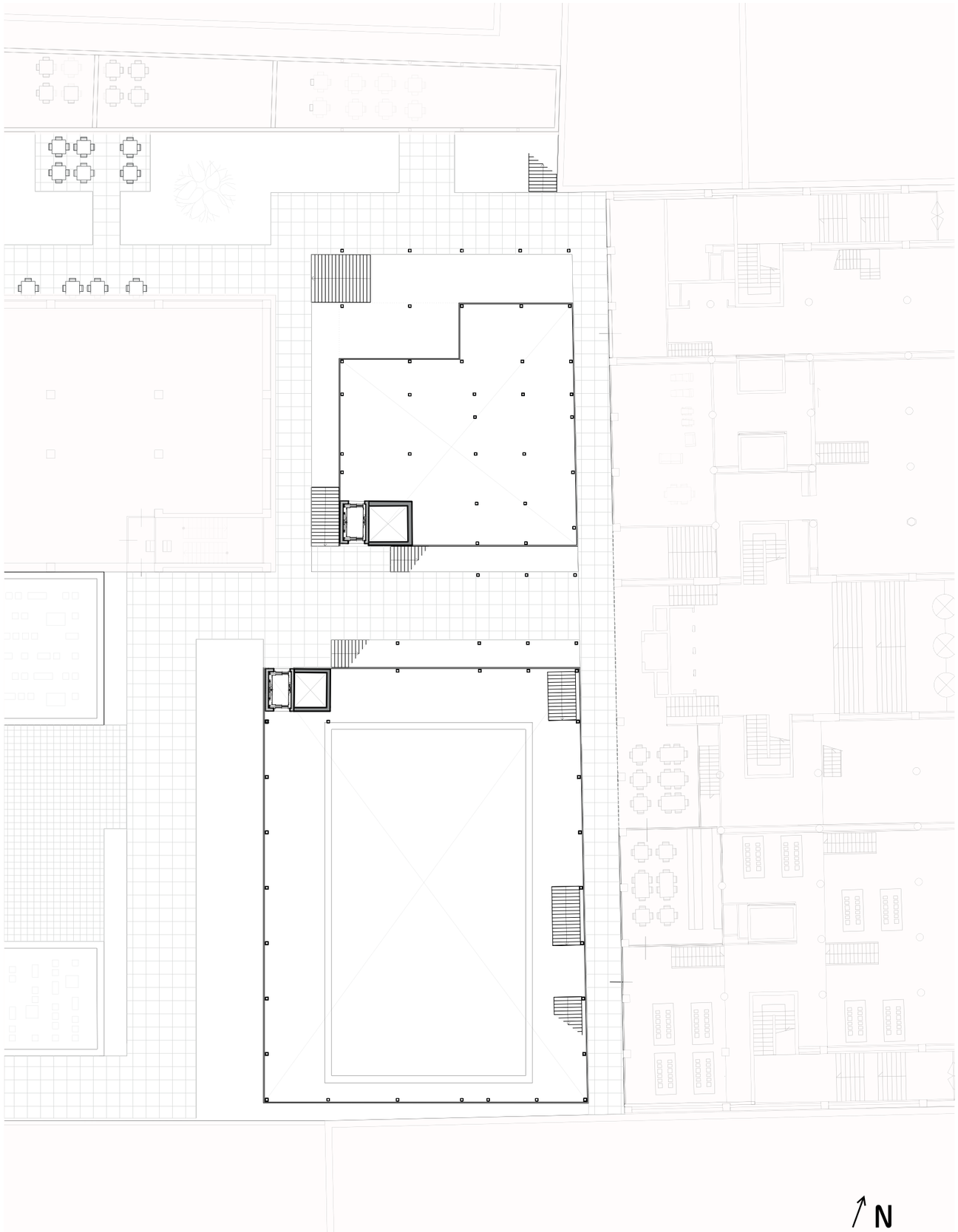
Plans

04 BOX-in-BOX

Plans

LEVEL 0



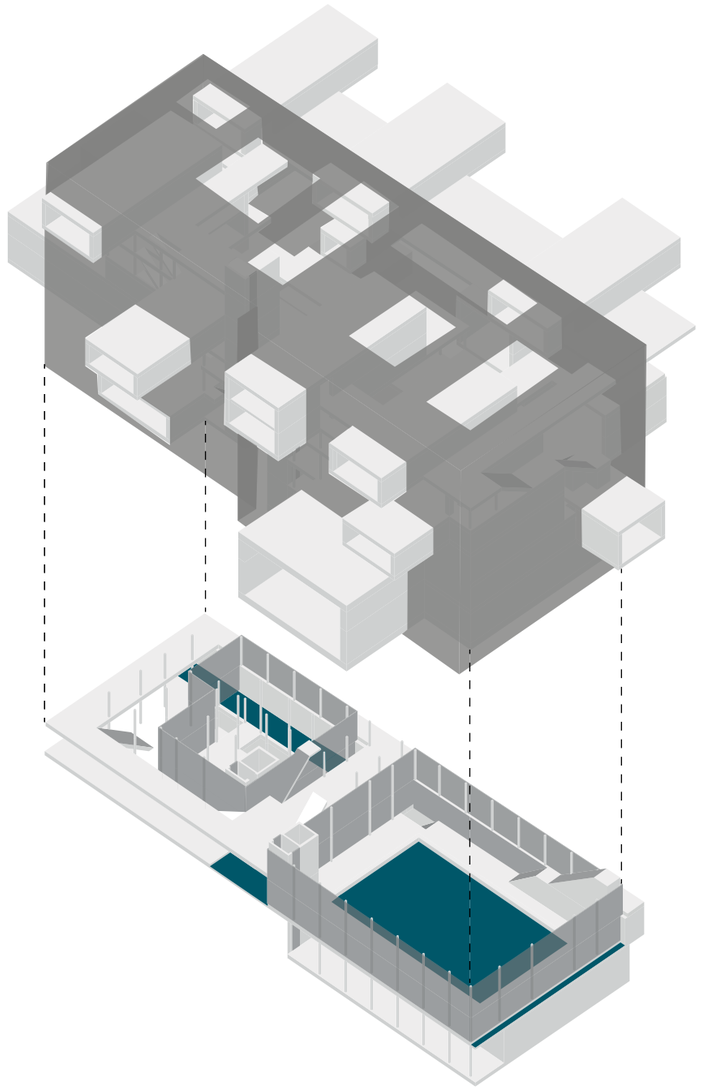


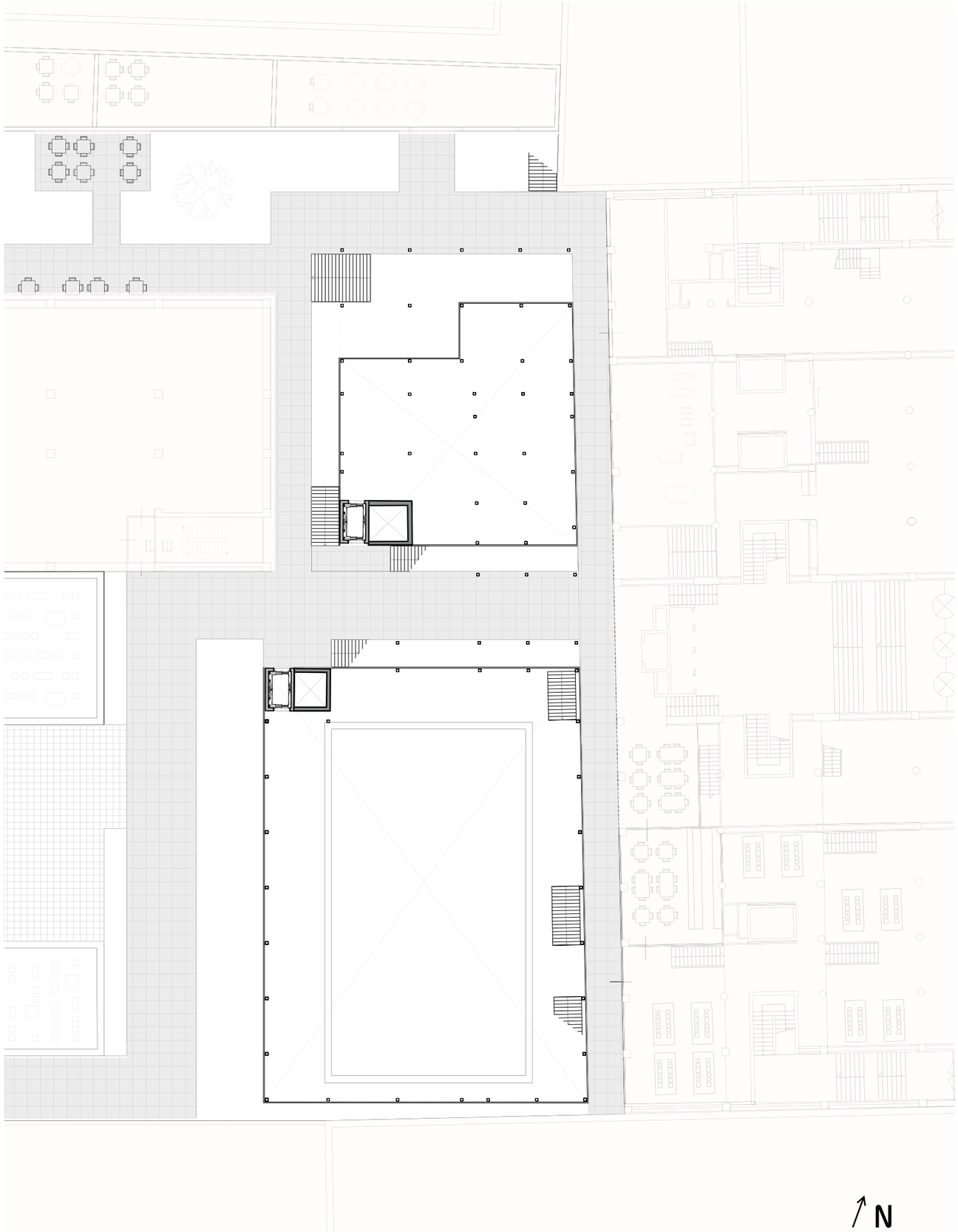
04 BOX-in-BOX

Plans

LEVEL 0

Walking path





Main entrance

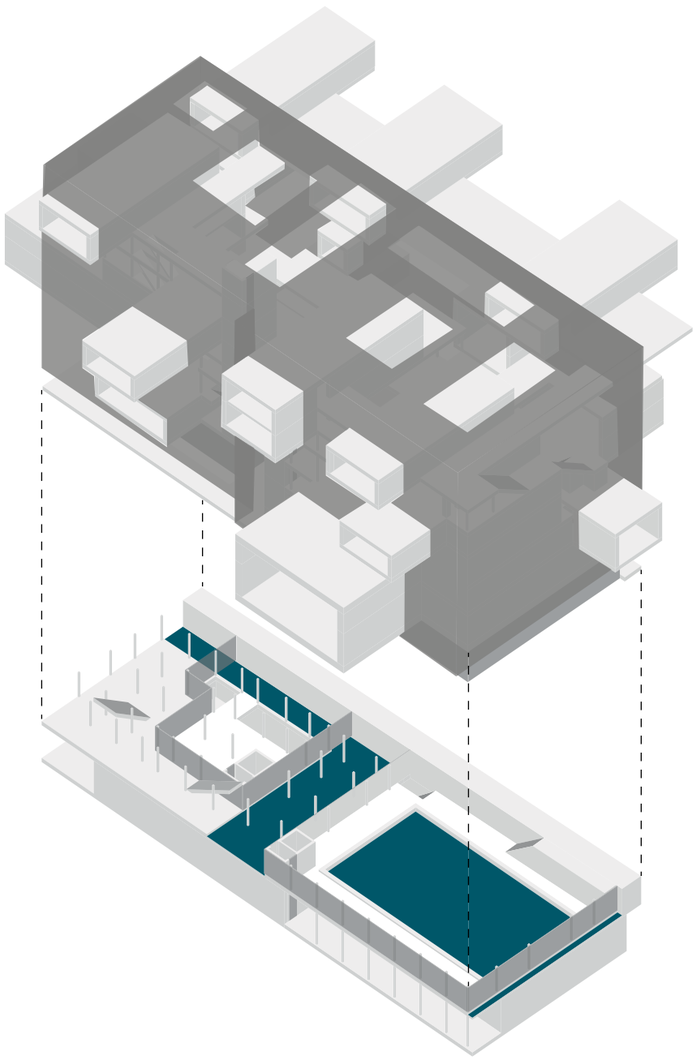
Main entrance

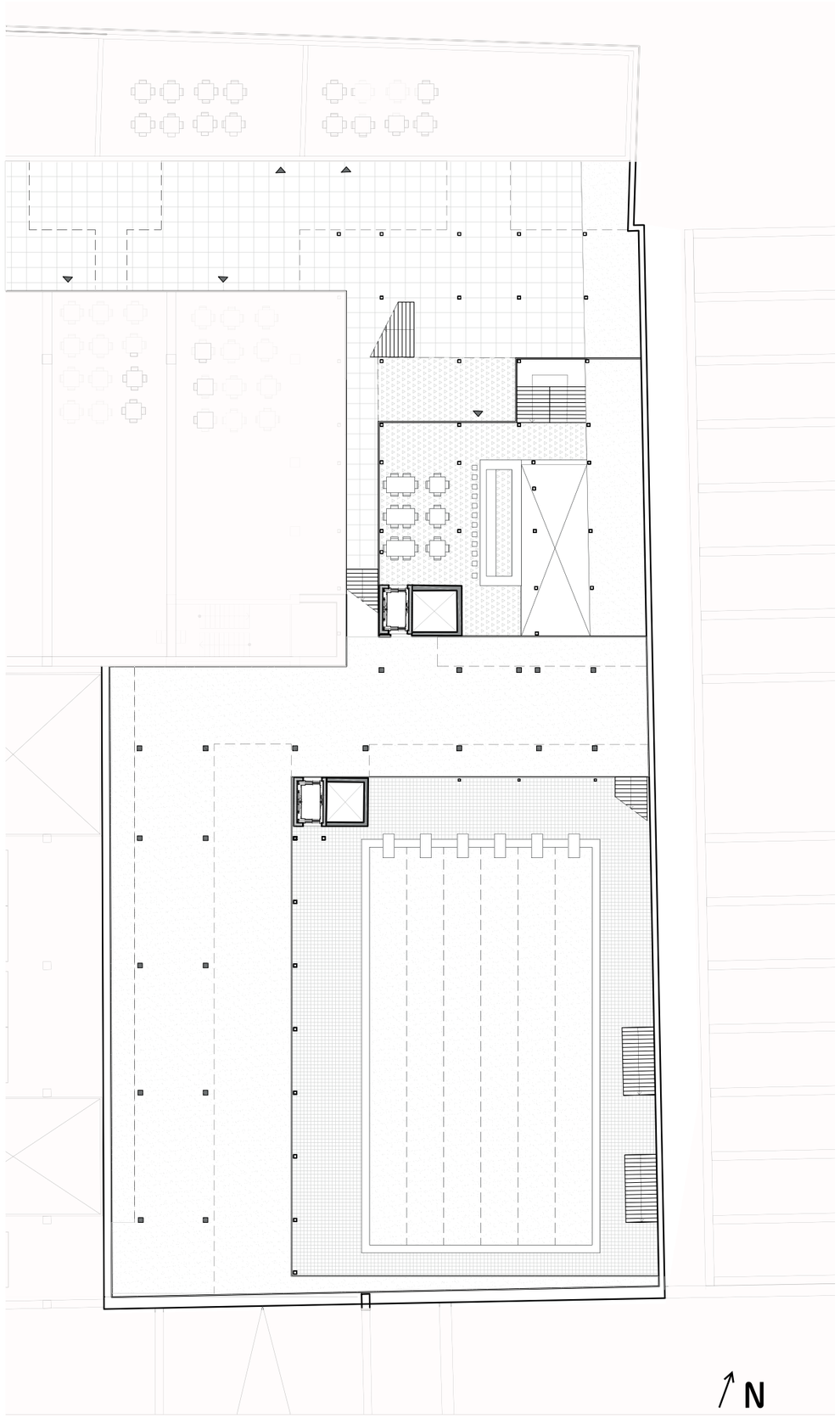
Second entrance

04 BOX-in-BOX

Plans

LEVEL - 1



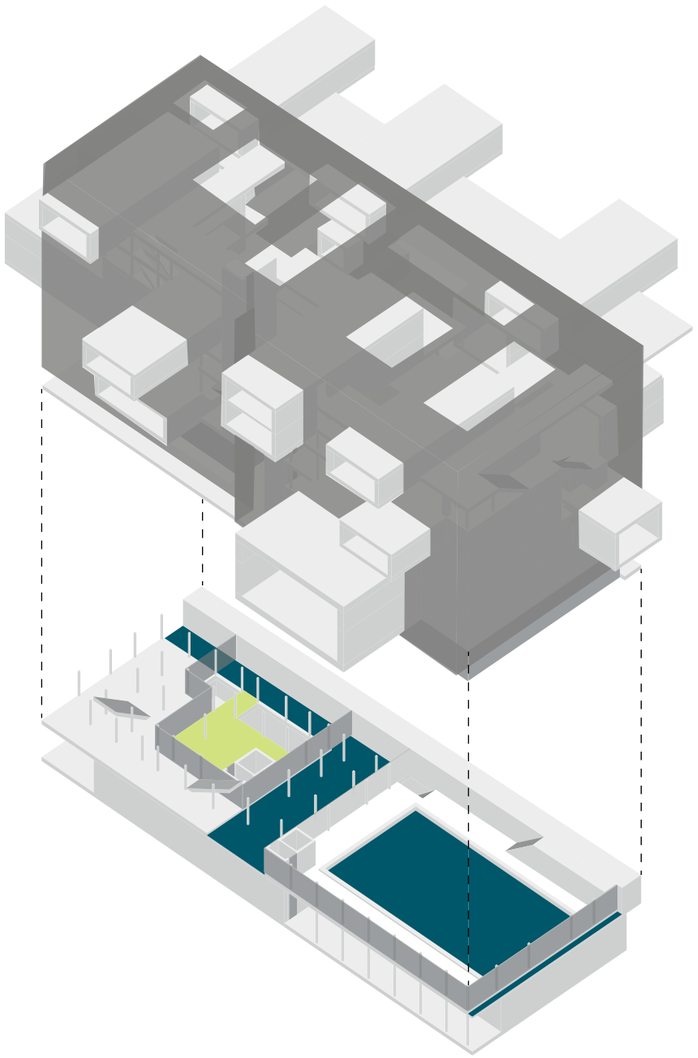


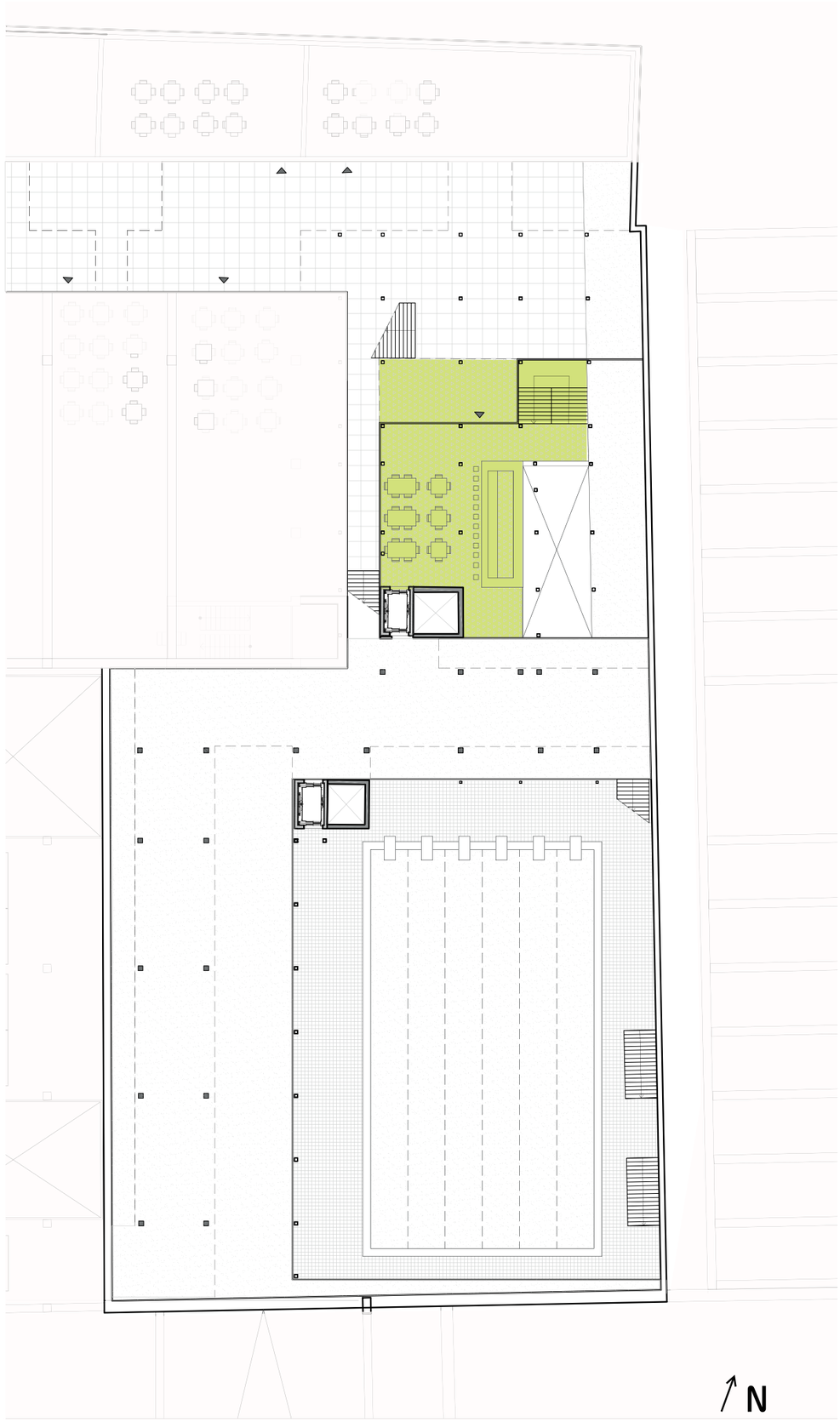
04 BOX-in-BOX

Plans

LEVEL - 1

Sportsbar



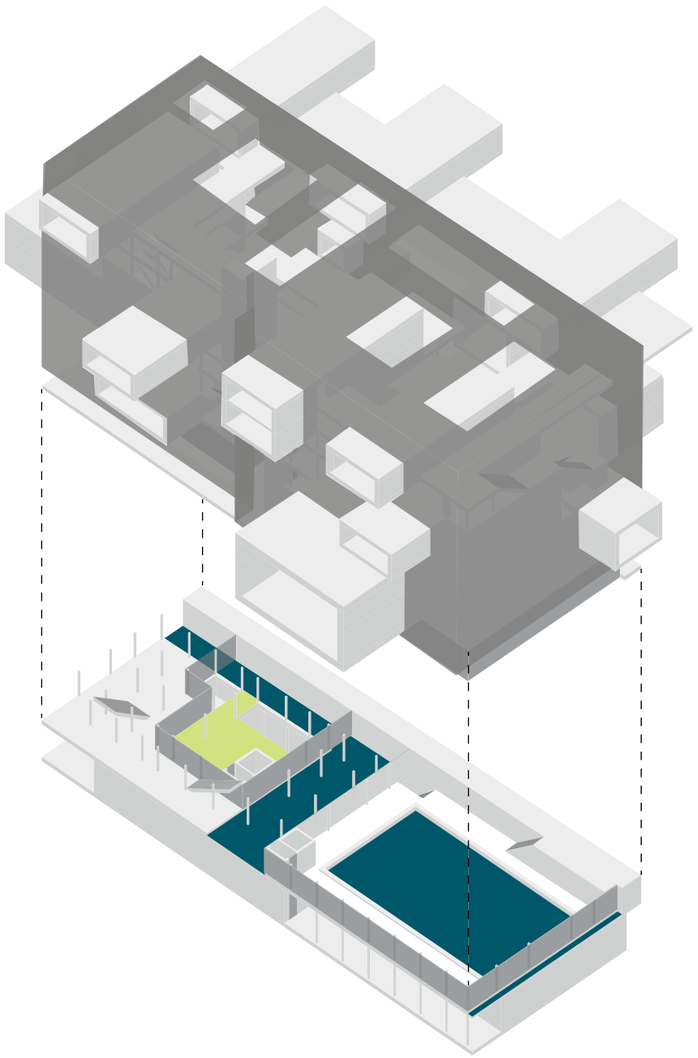


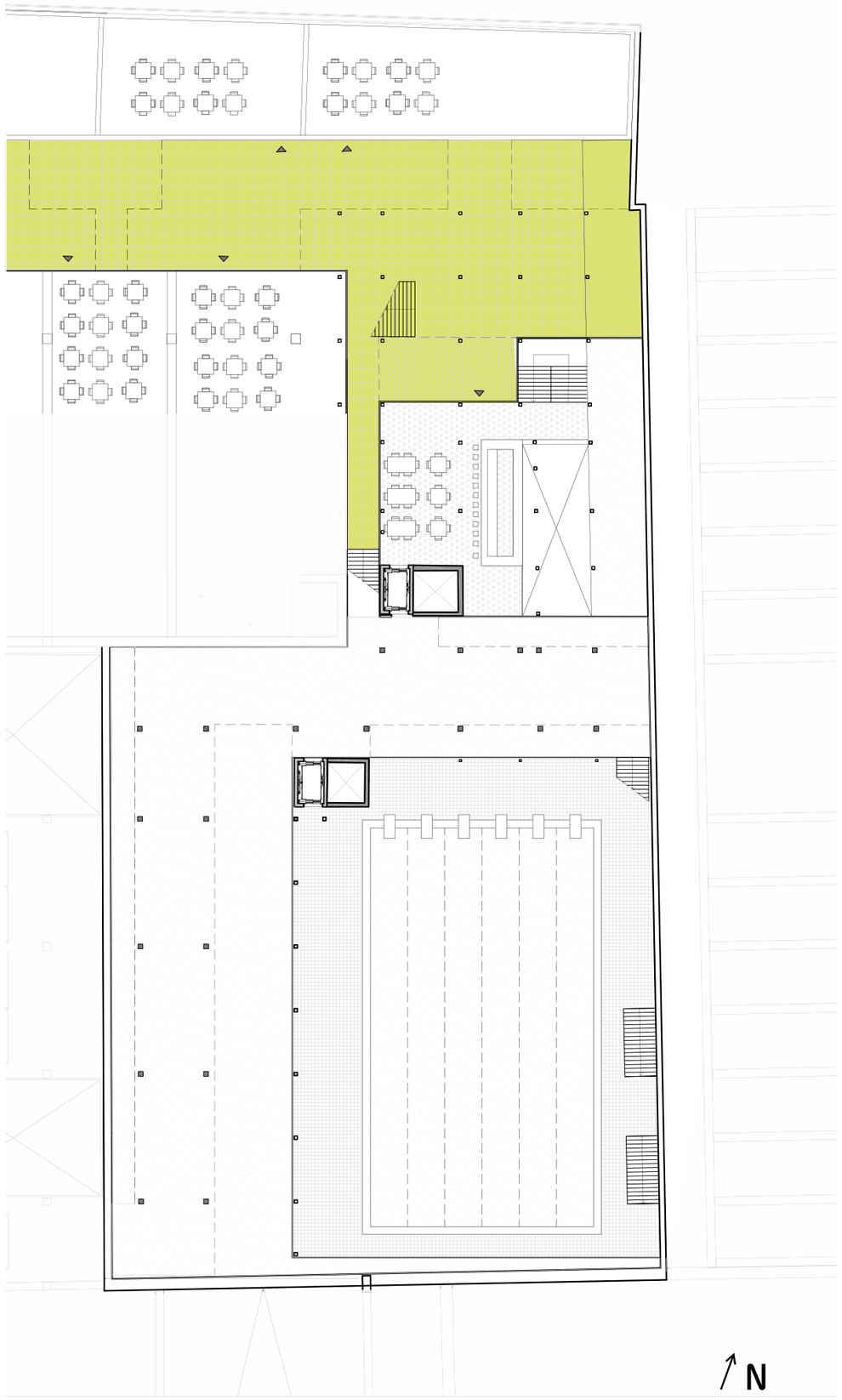
04 BOX-in-BOX

Plans

LEVEL - 1

'Going out' street



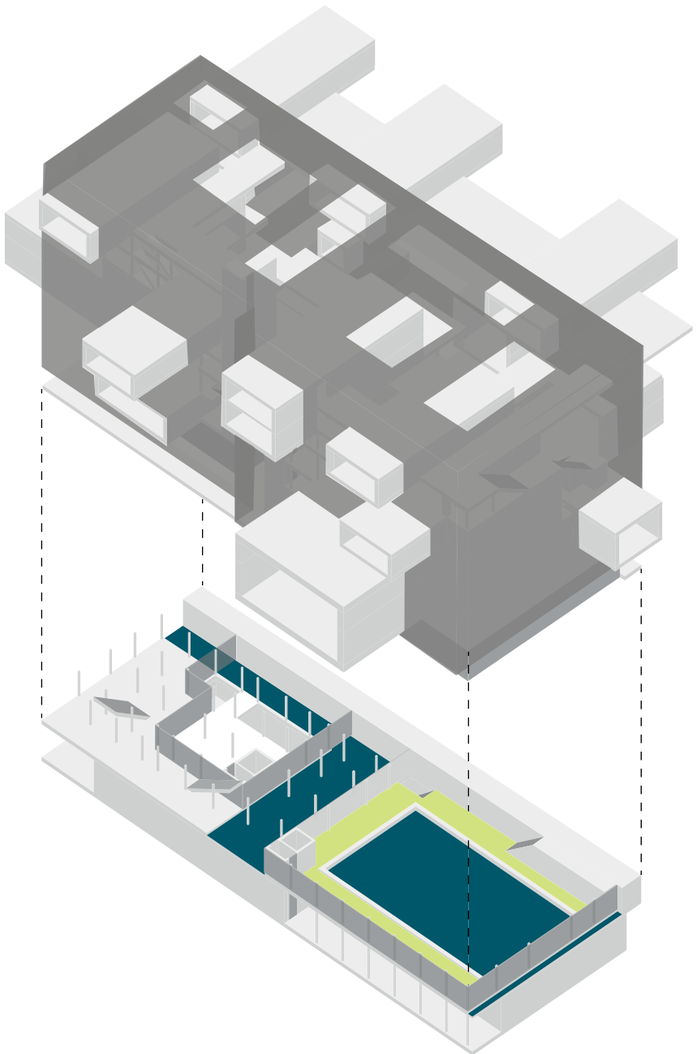


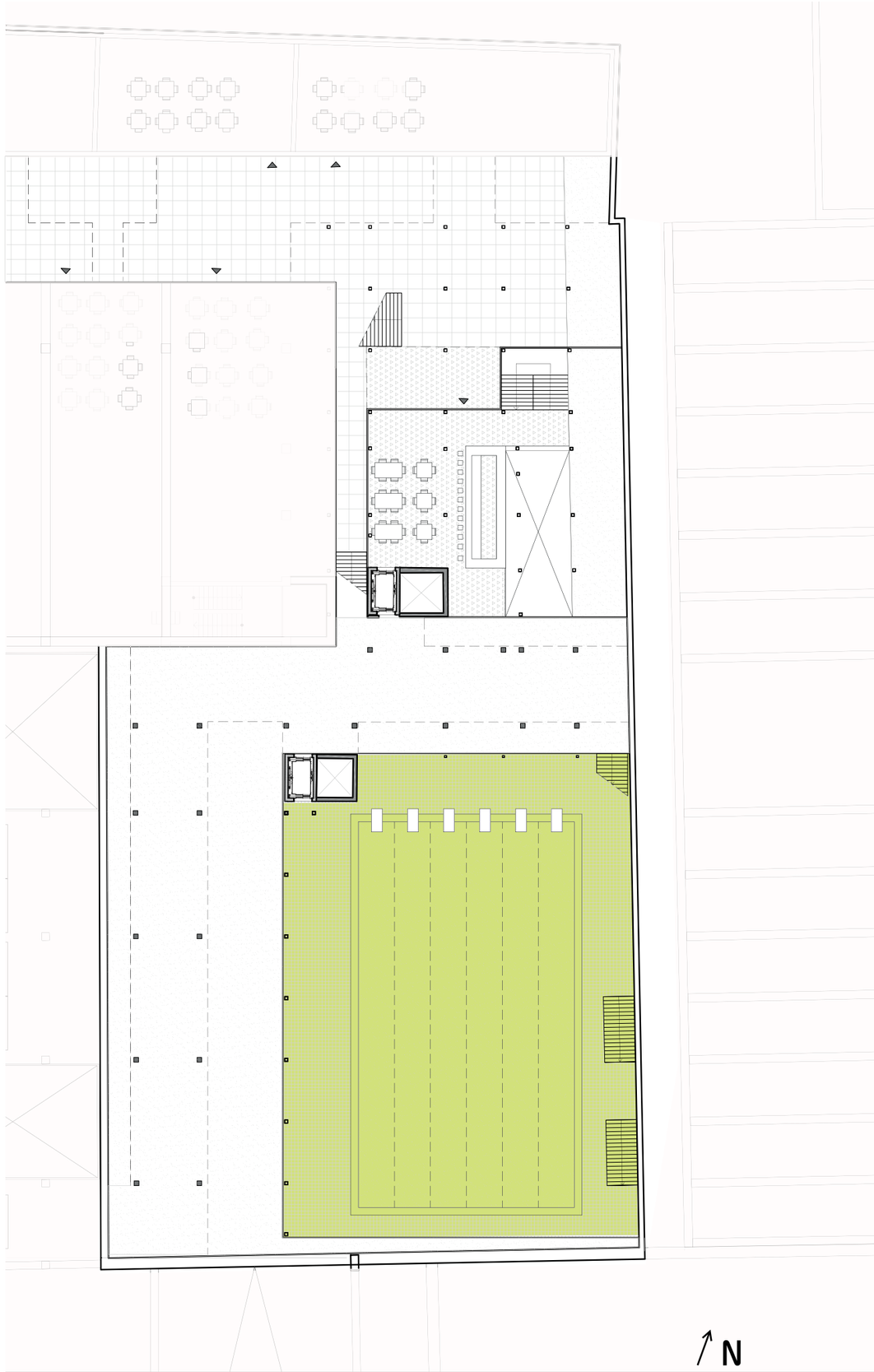
04 BOX-in-BOX

Plans

LEVEL - 1

Swimmingpool





Sportsbar

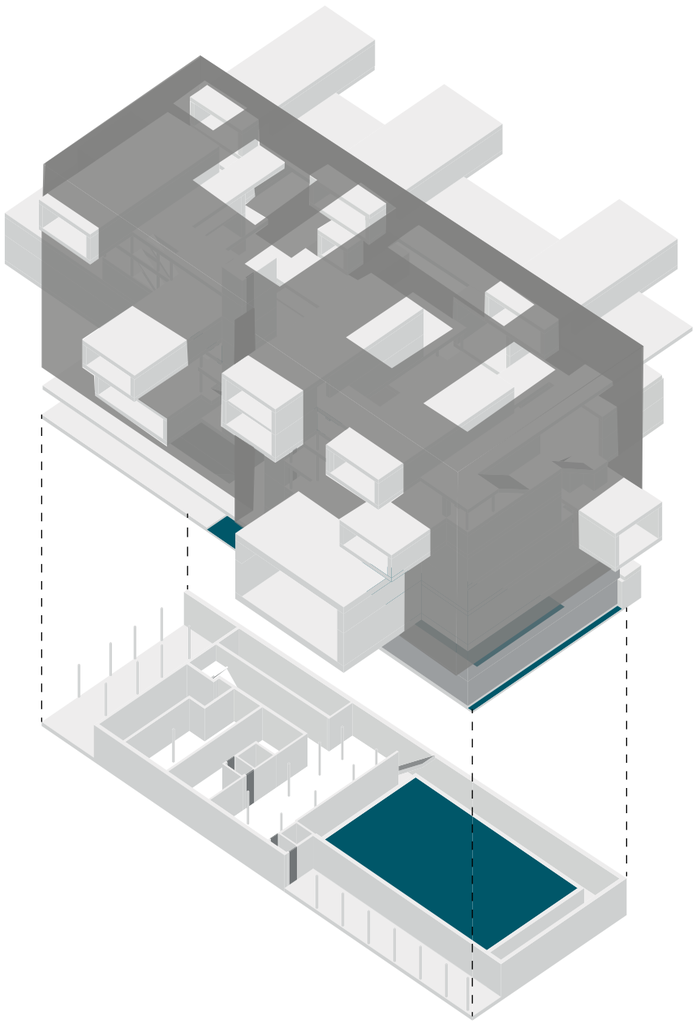
'Going out' street

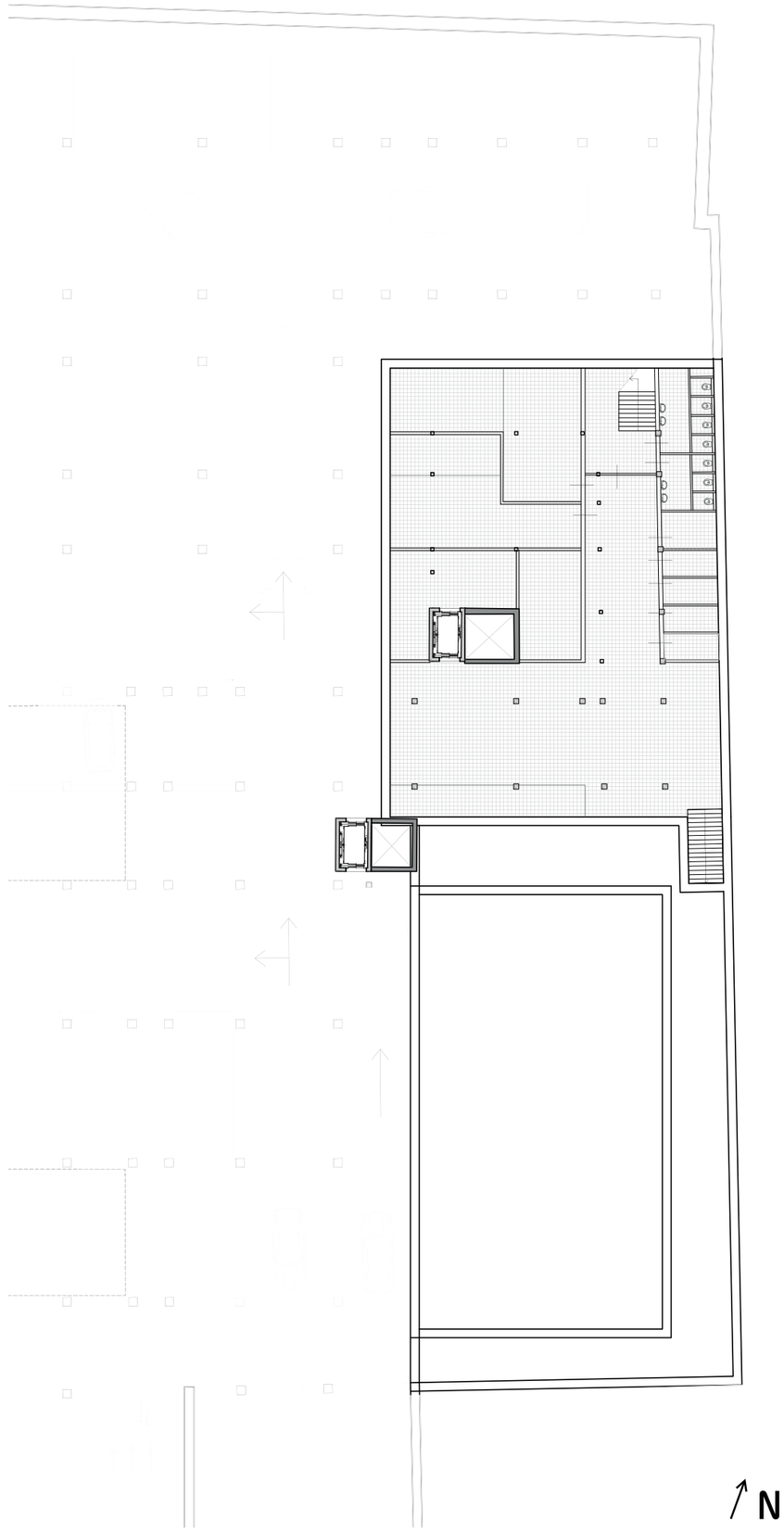
Swimmingpool

04 BOX-in-BOX

Plans

LEVEL -2



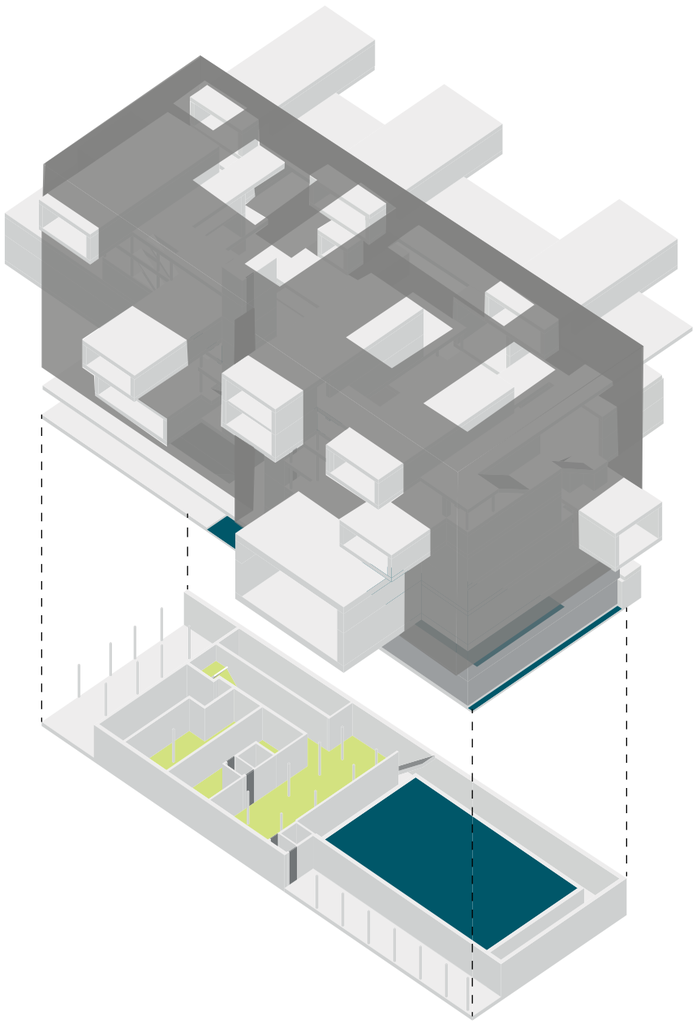


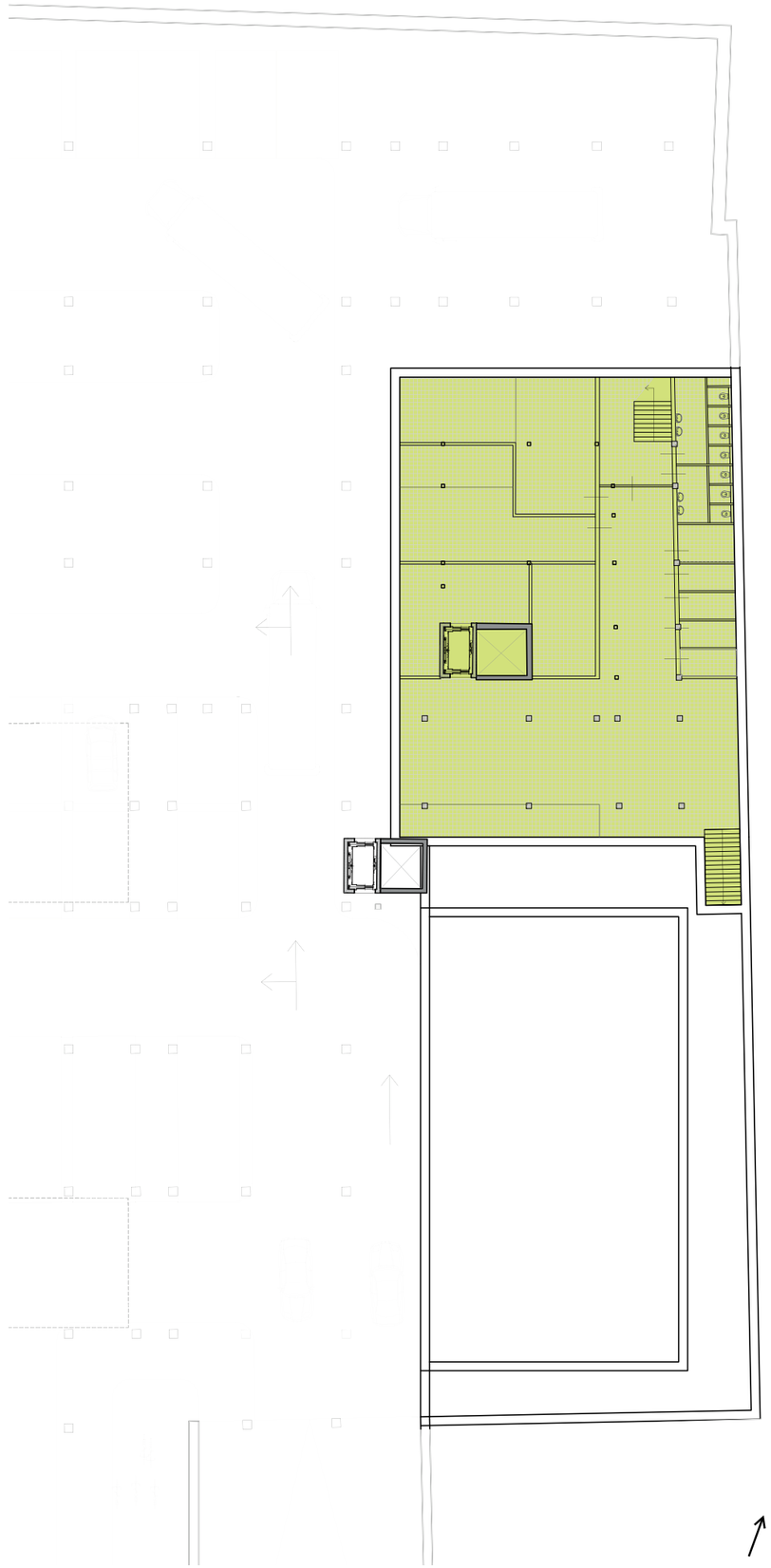
04 BOX-in-BOX

Plans

LEVEL -2

Swimmingpool



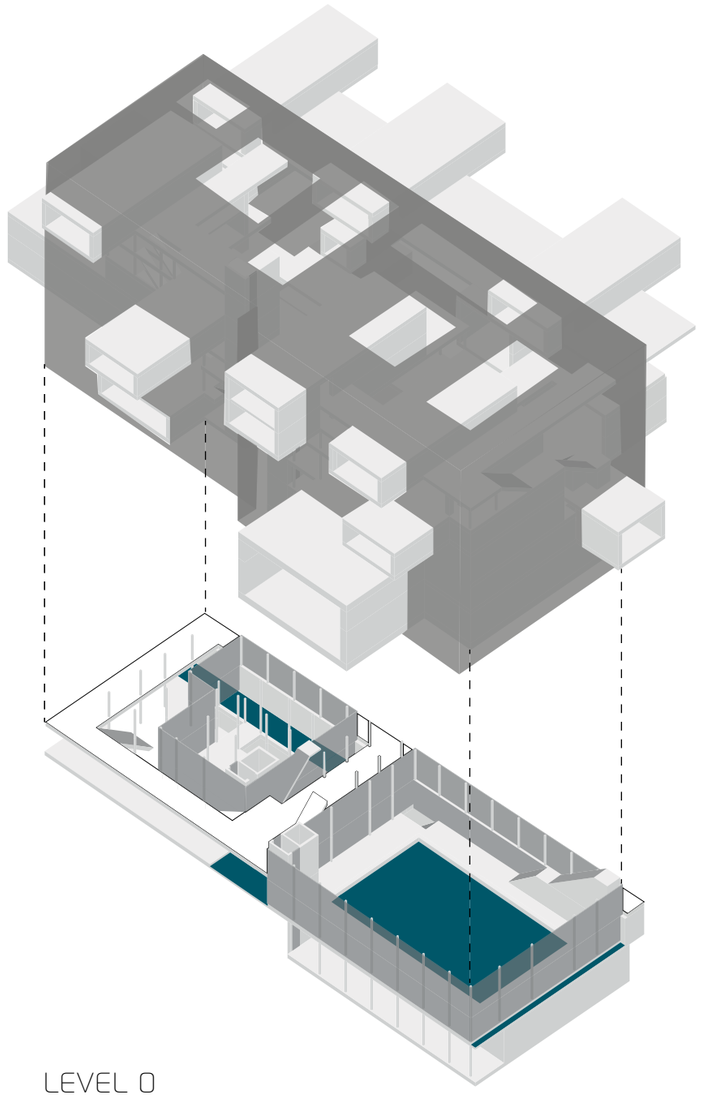


Swimmingpool

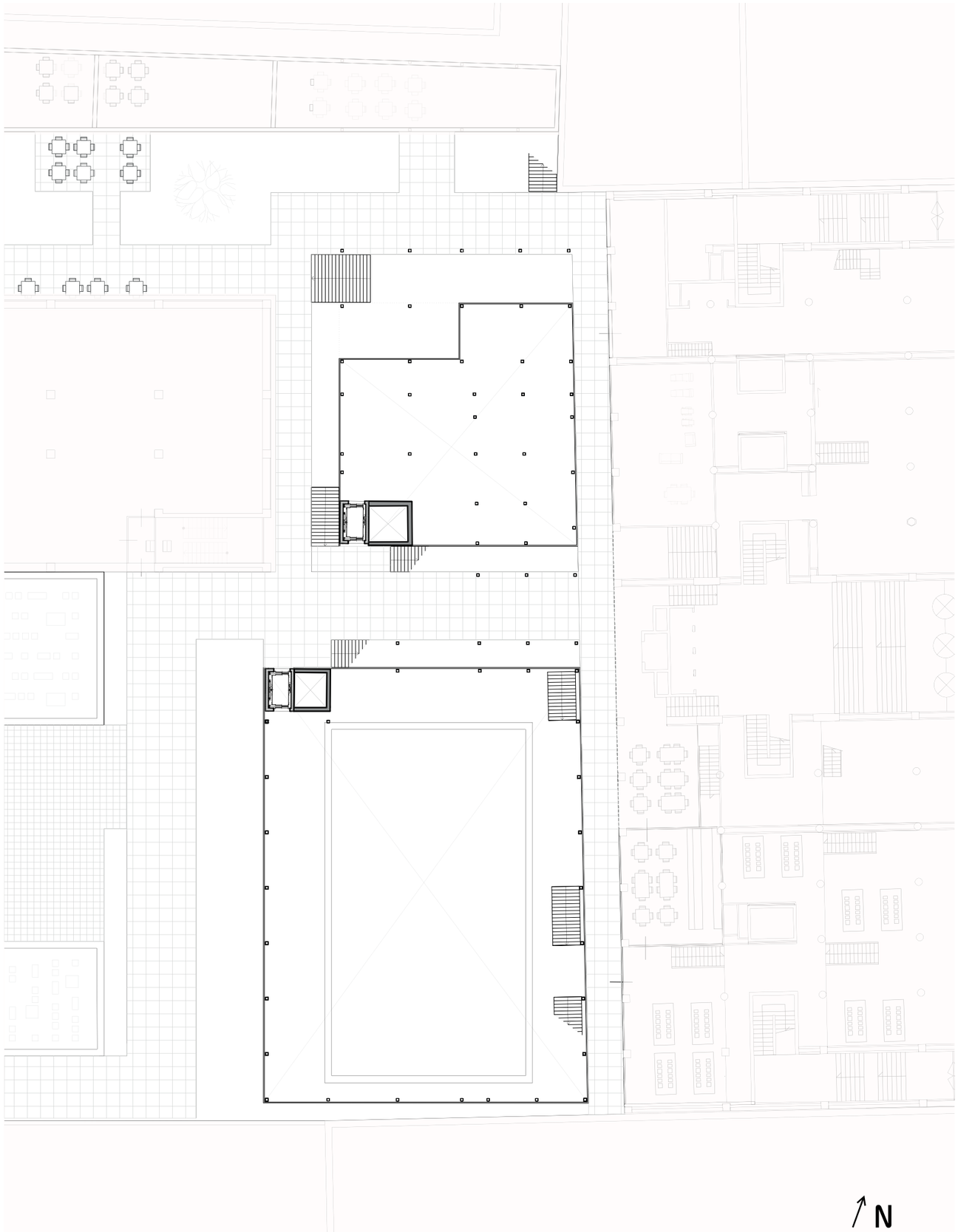
04 BOX-in-BOX

Plans

LEVEL 0



LEVEL 0

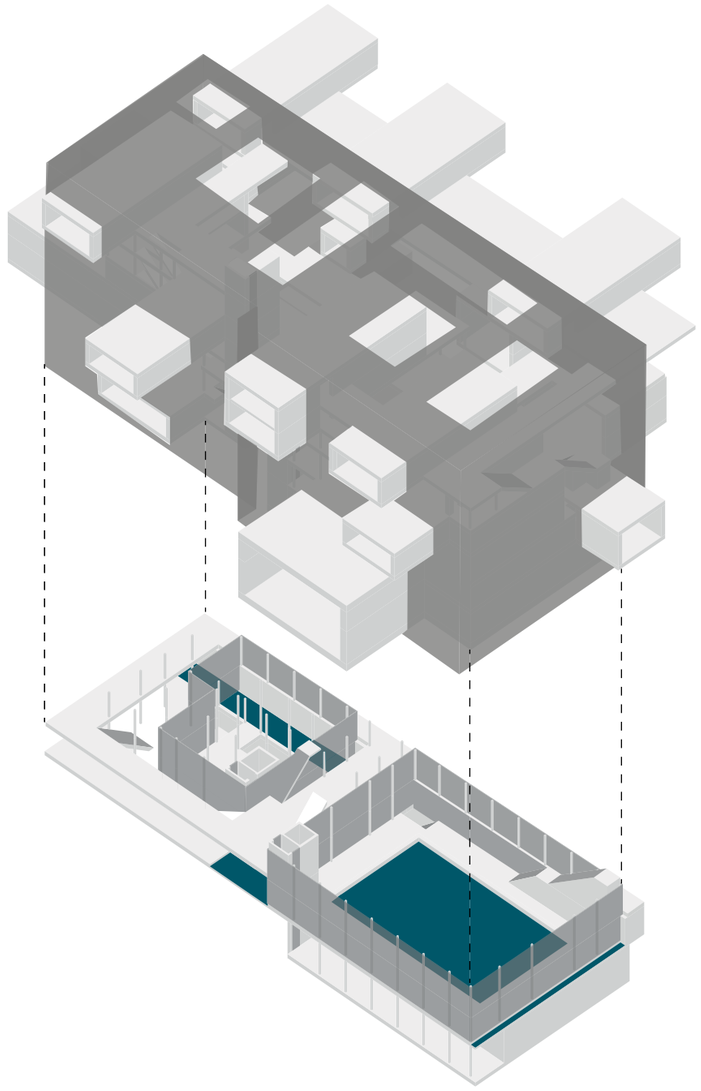


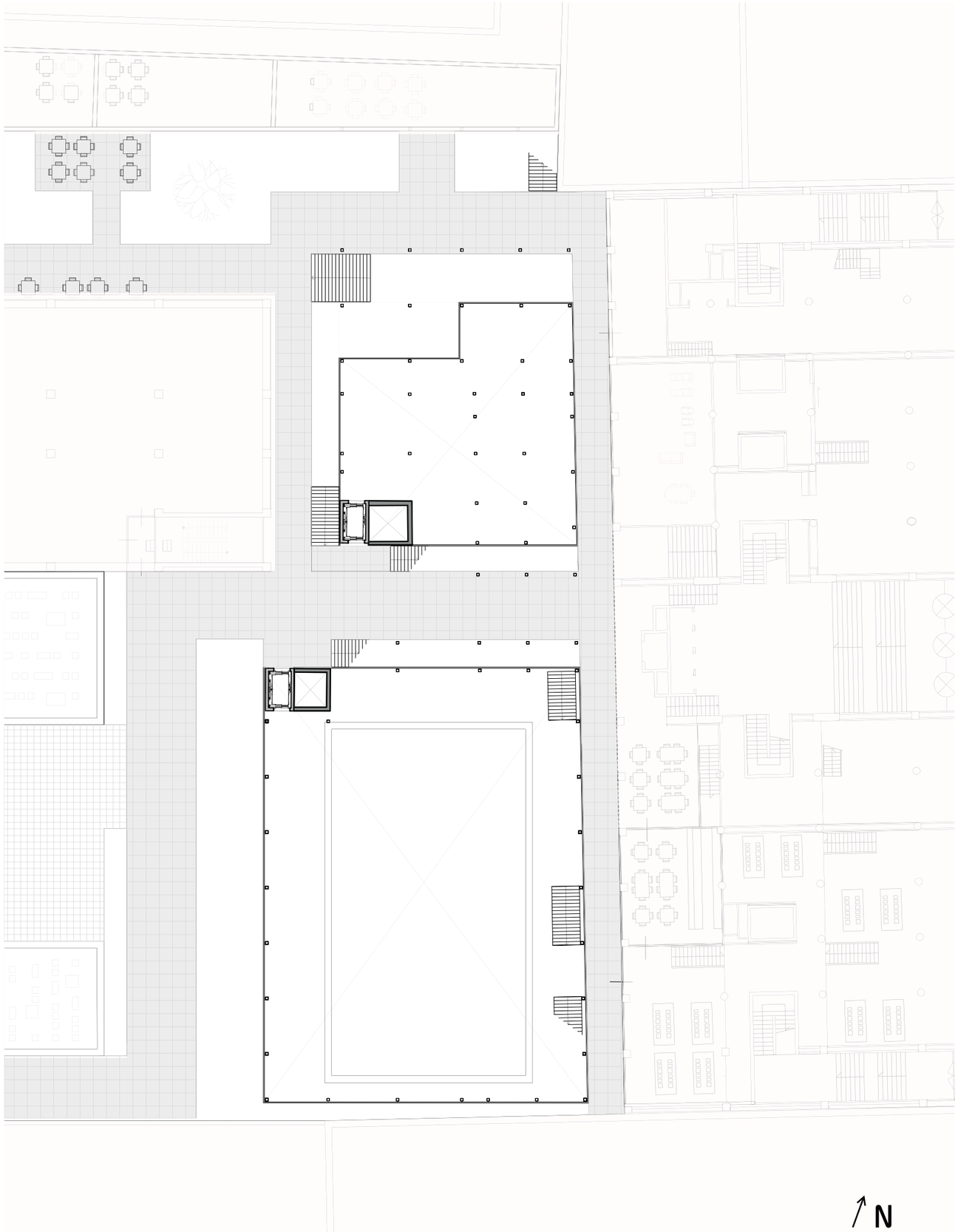
04 BOX-in-BOX

Plans

LEVEL 0

Walking path



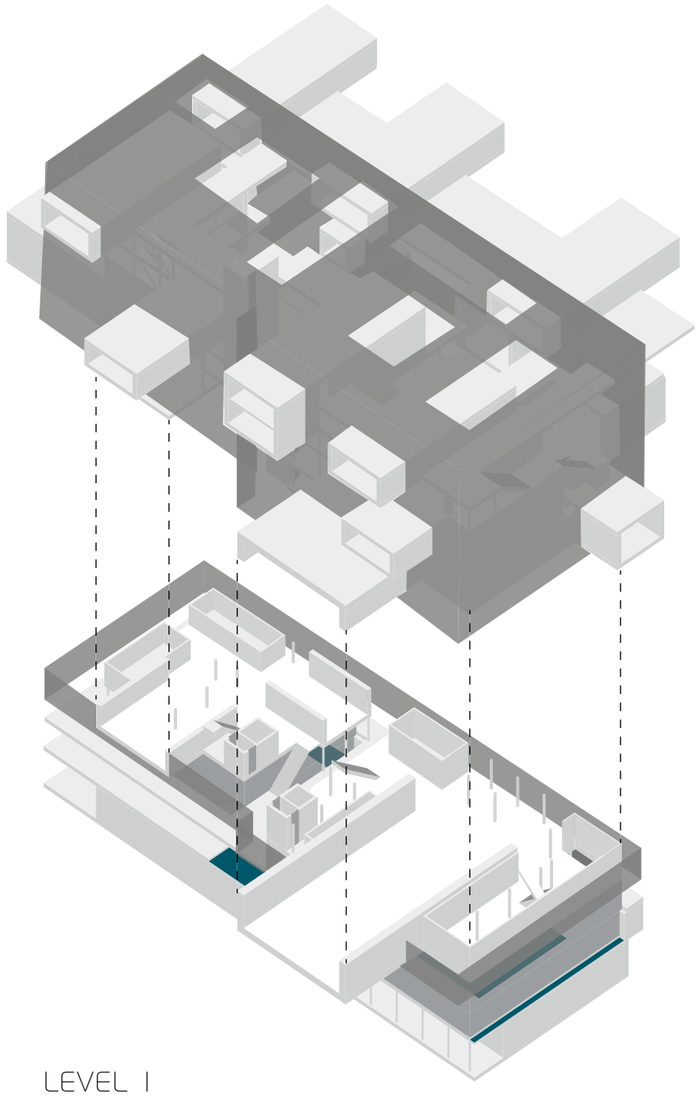


Second entrance

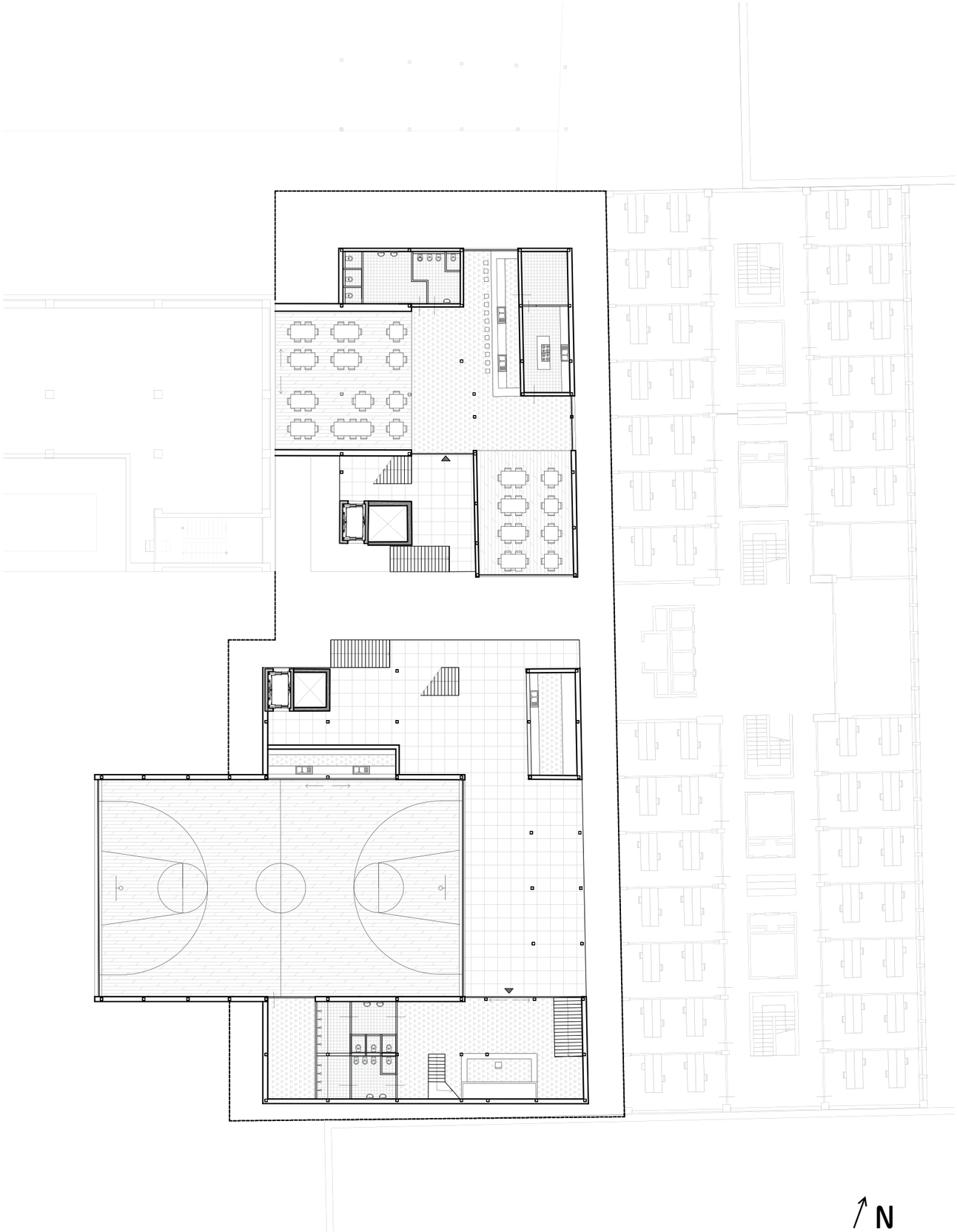
04 BOX-in-BOX

Plans

LEVEL 1



LEVEL 1



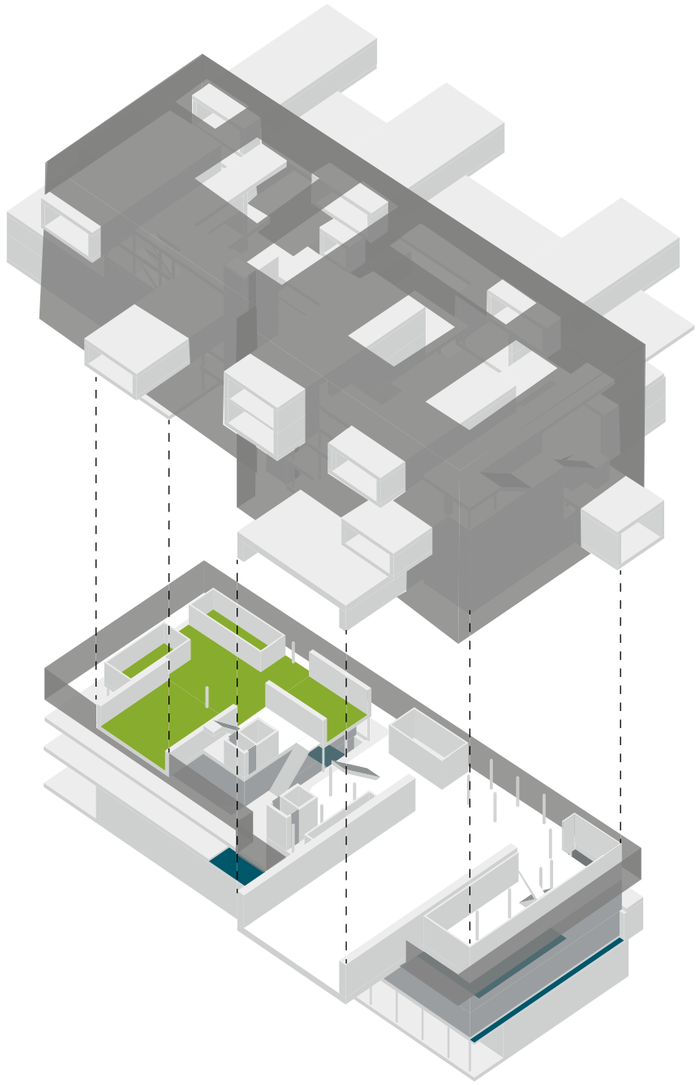
N

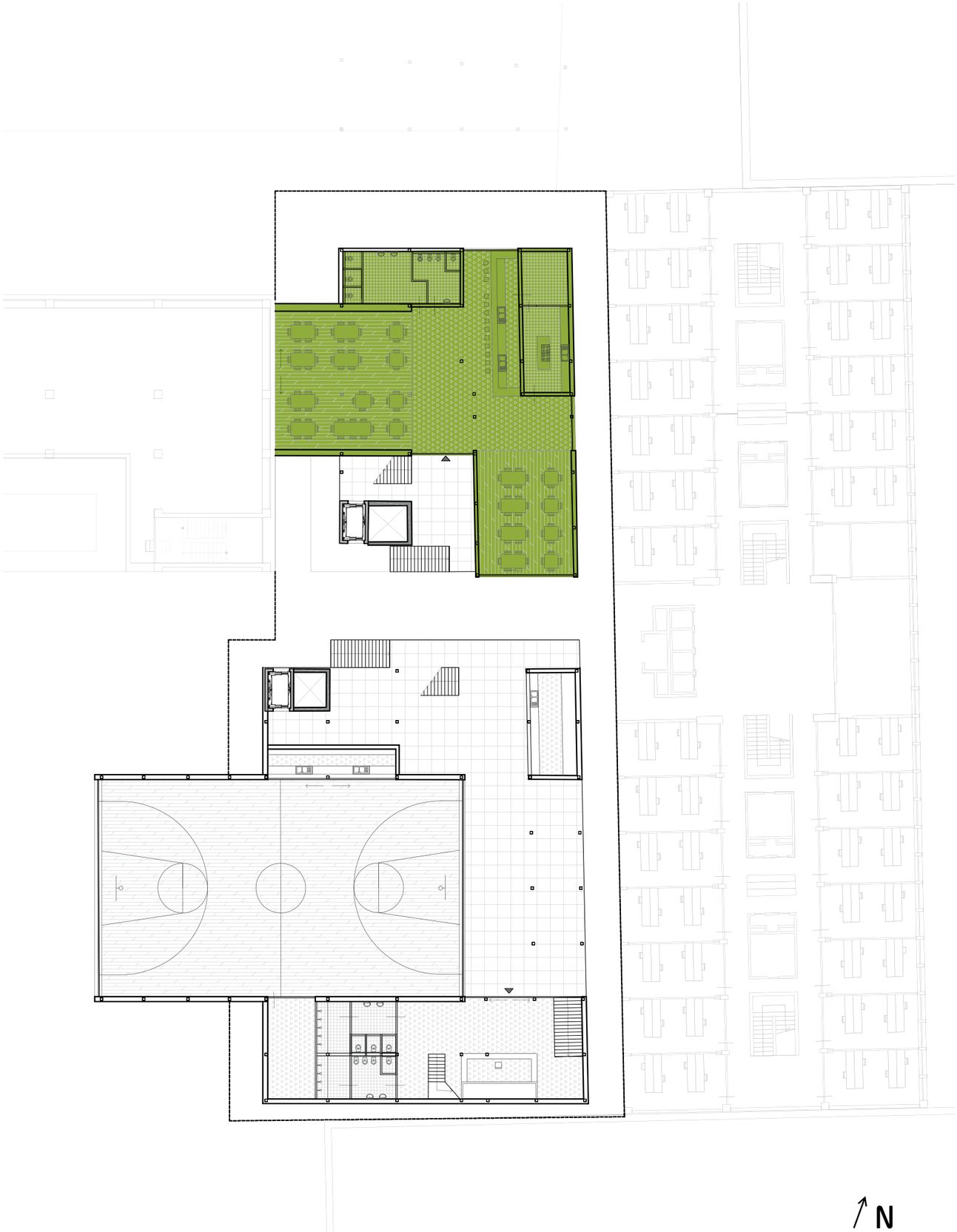
03 Design

Plans

LEVEL 1

Musicbar





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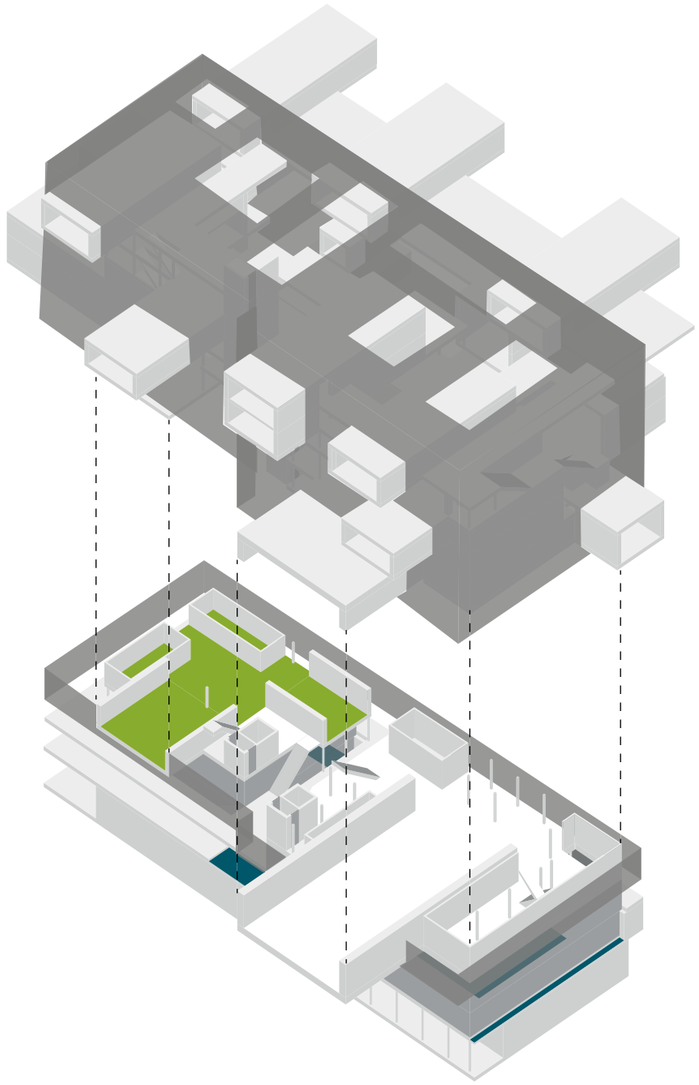
03 Design

Plans

LEVEL 1

Musicbar



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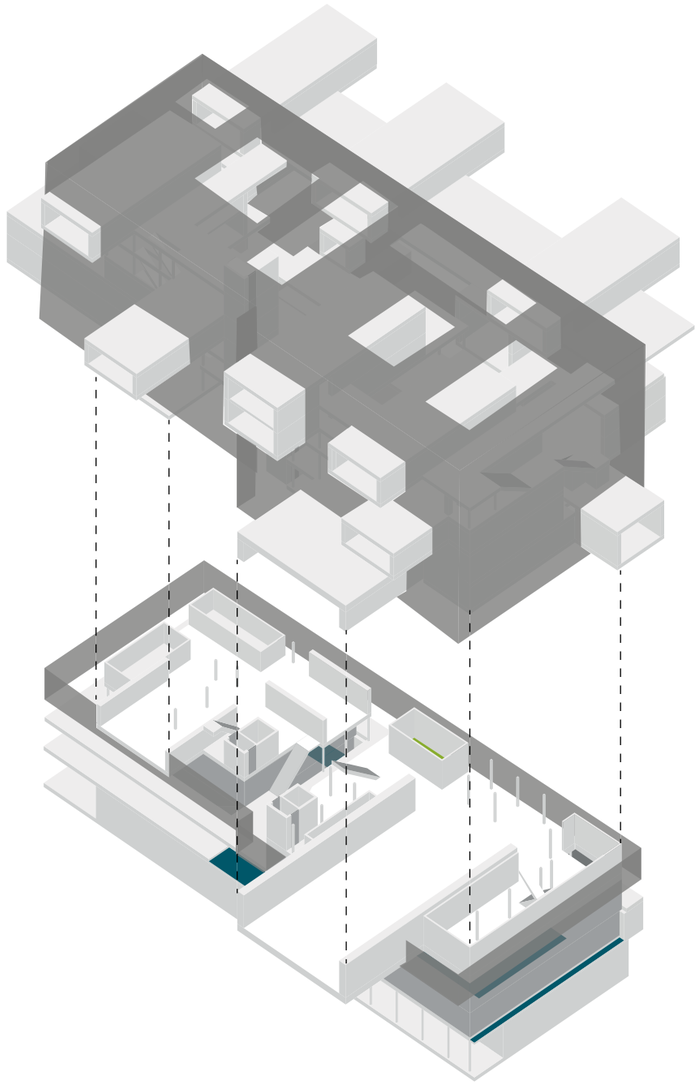
04 BOX-in-BOX

Plans

LEVEL 1

Juice bar



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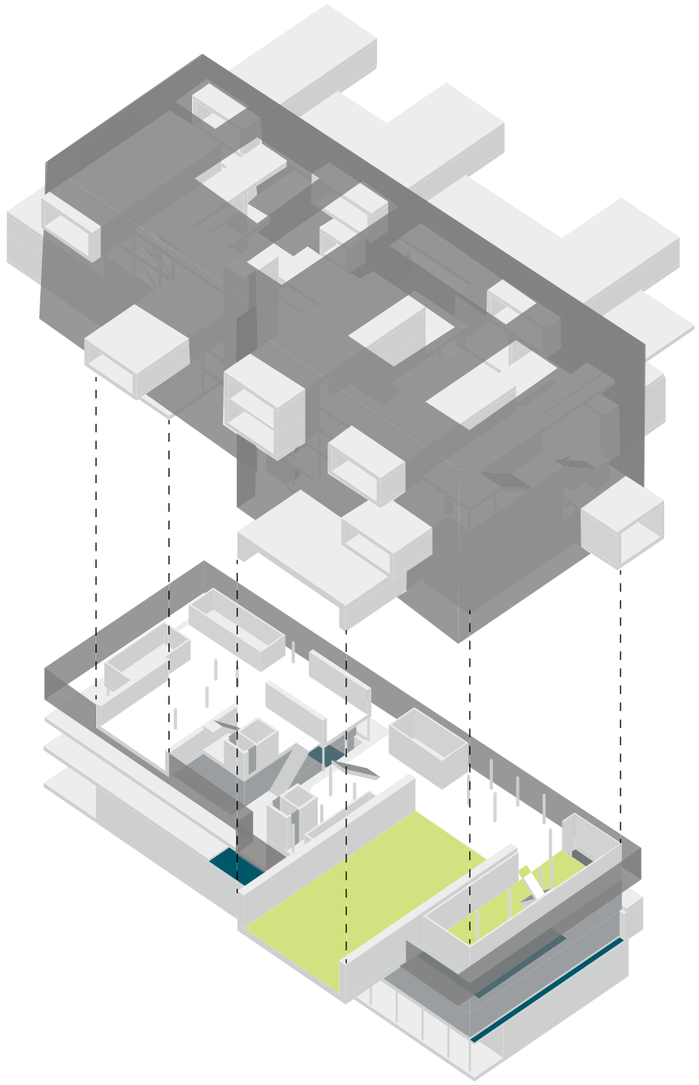
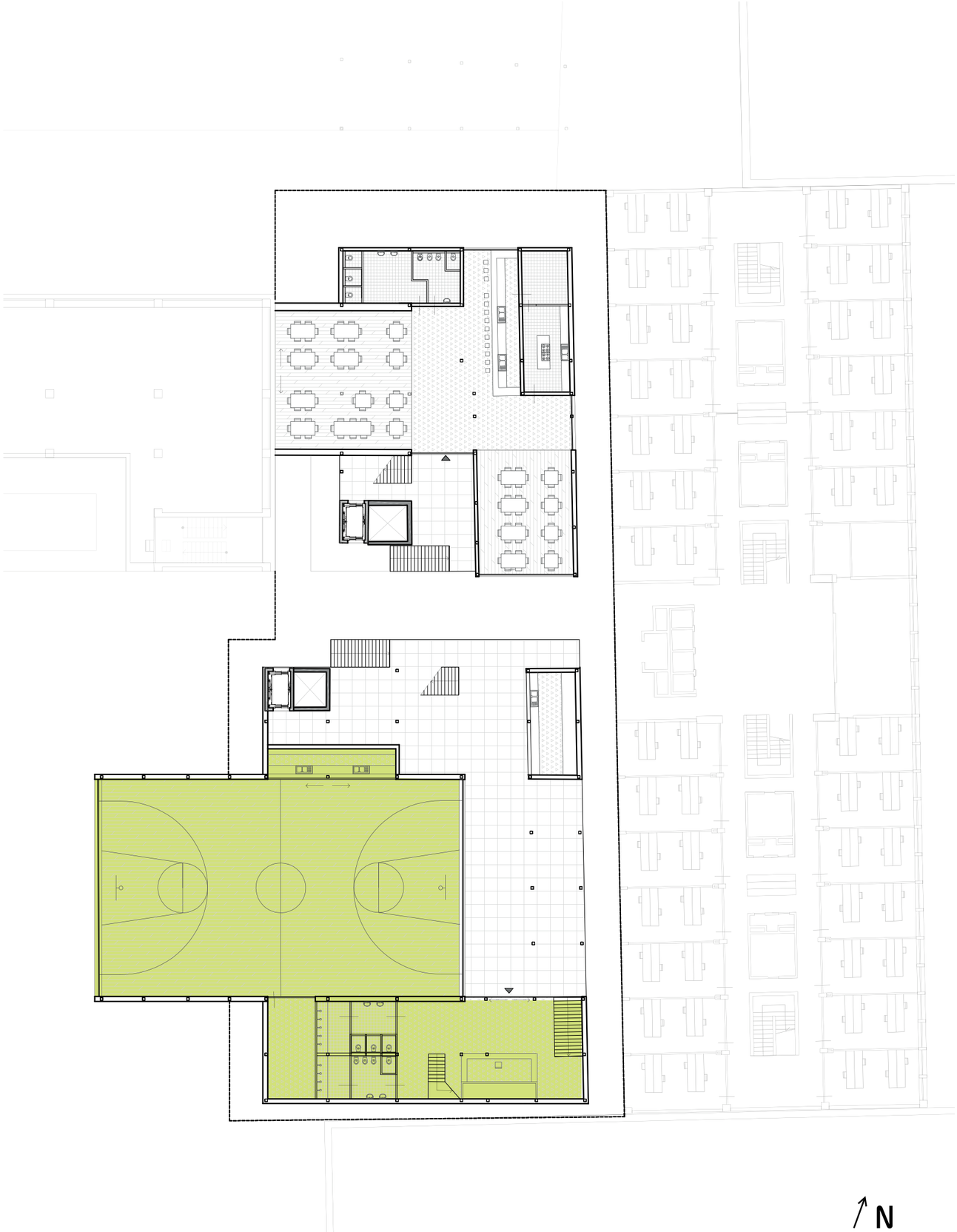
04 BOX-in-BOX

Plans

LEVEL 1

Sports area





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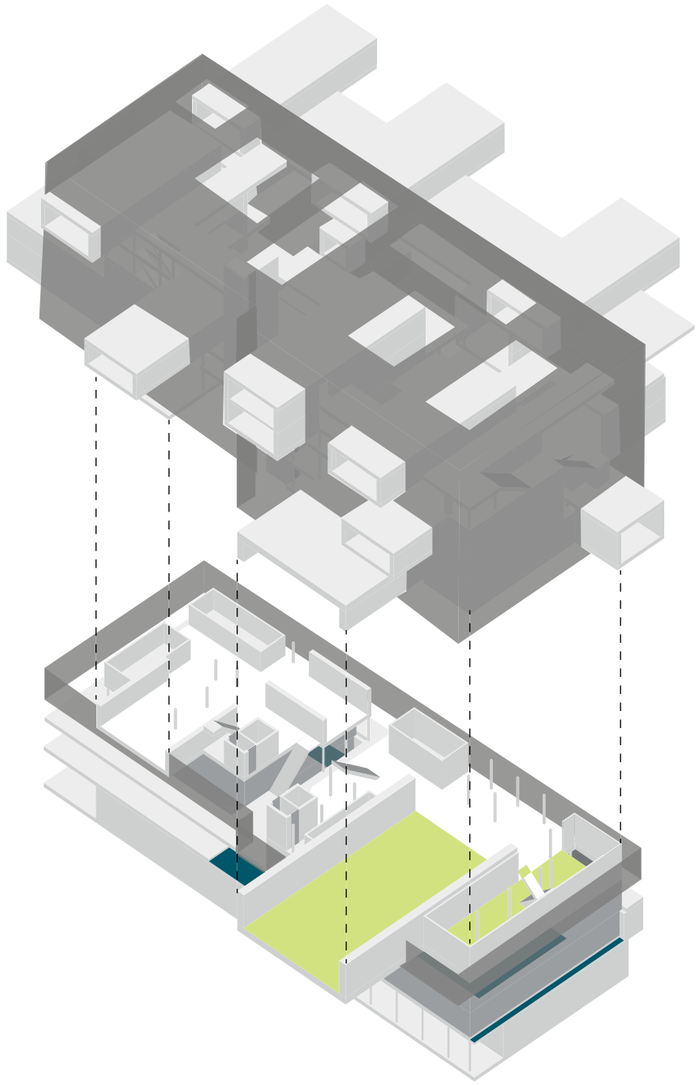
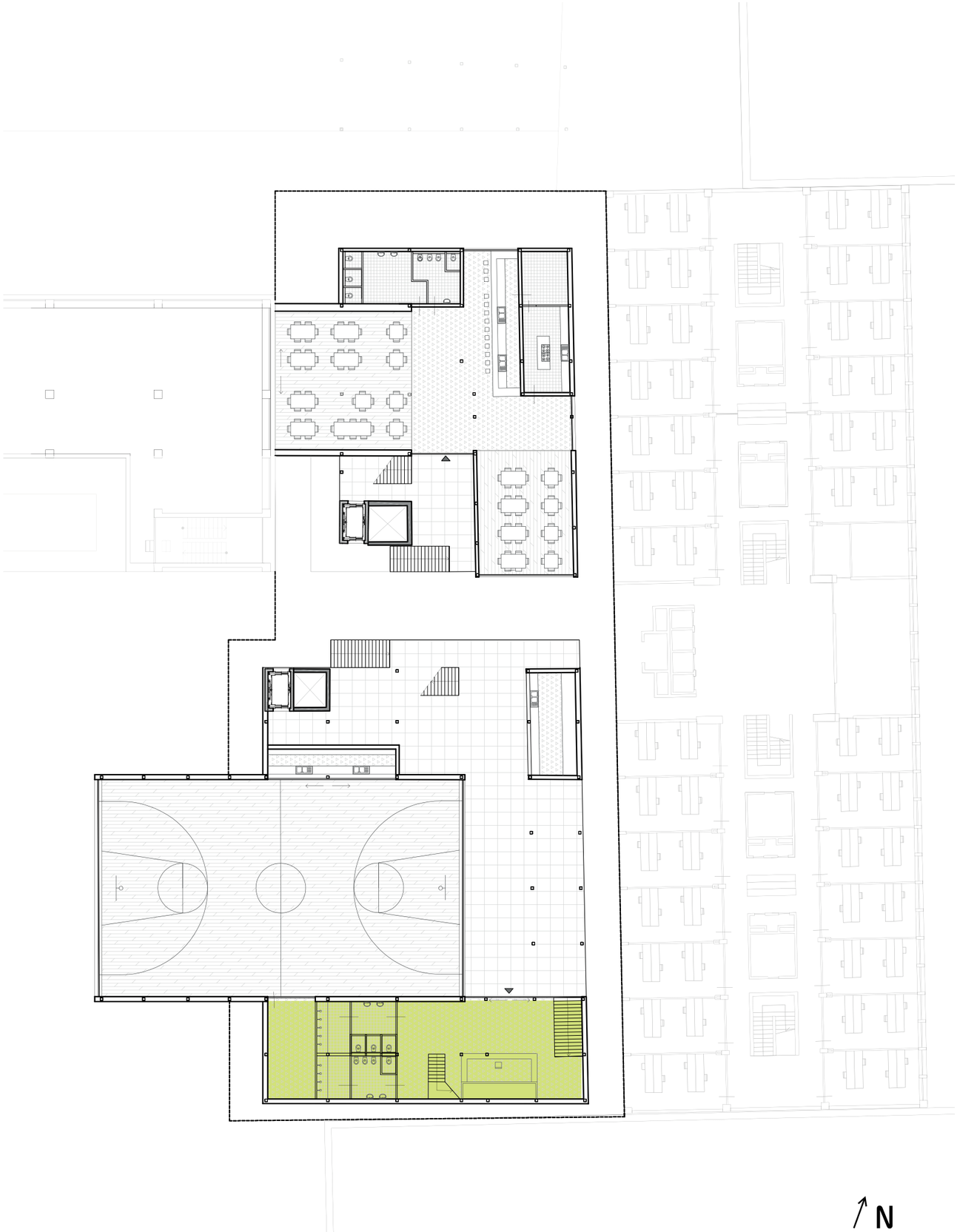
04 BOX-in-BOX

Plans

LEVEL 1

Sports area: entrance/ changing rooms





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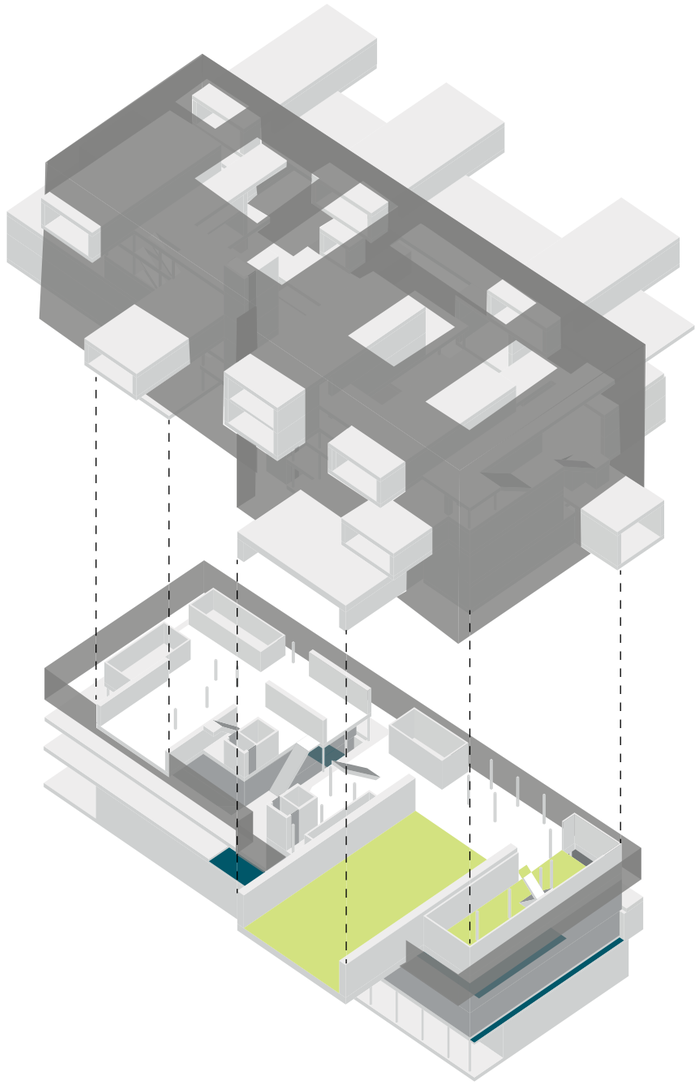
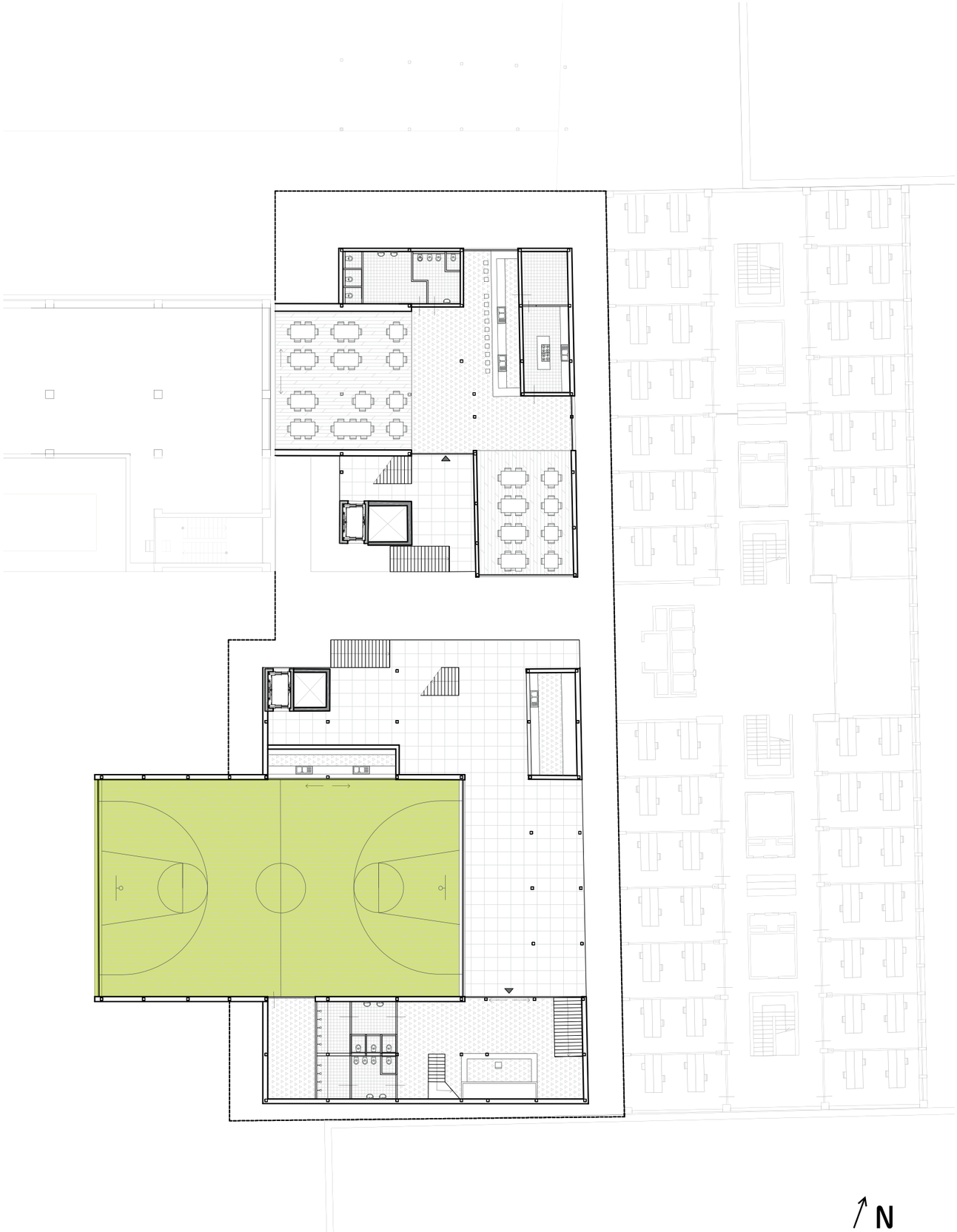
04 BOX-in-BOX

Plans

LEVEL 1

Sports area: sports field





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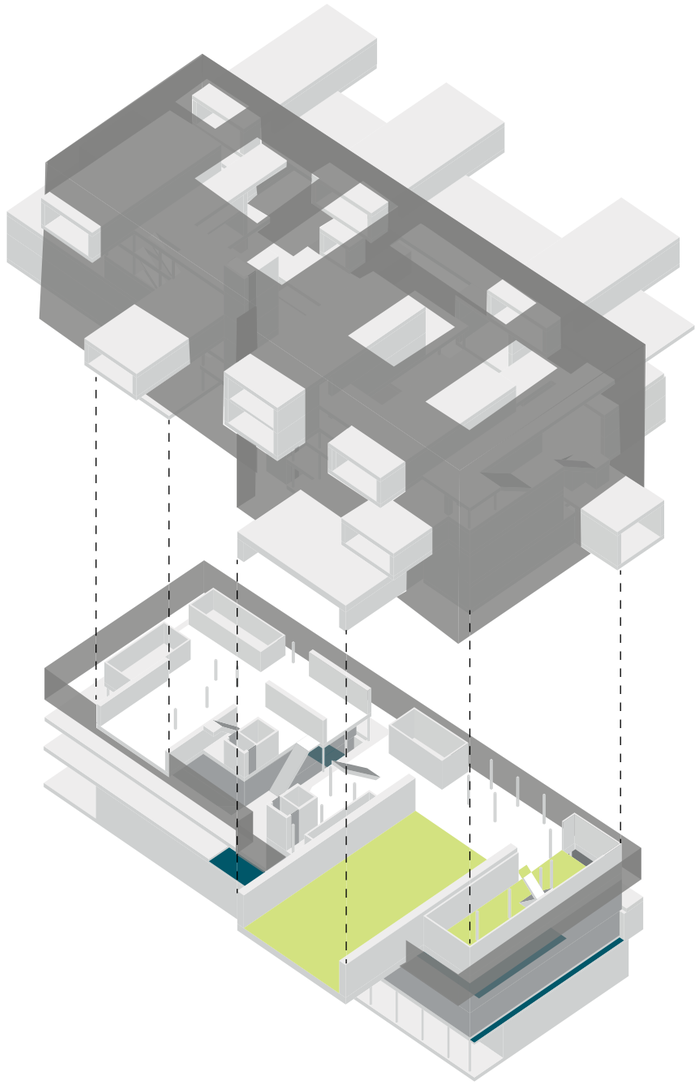
04 BOX-in-BOX

Plans

LEVEL 1

Sports area: bar



N

Music bar

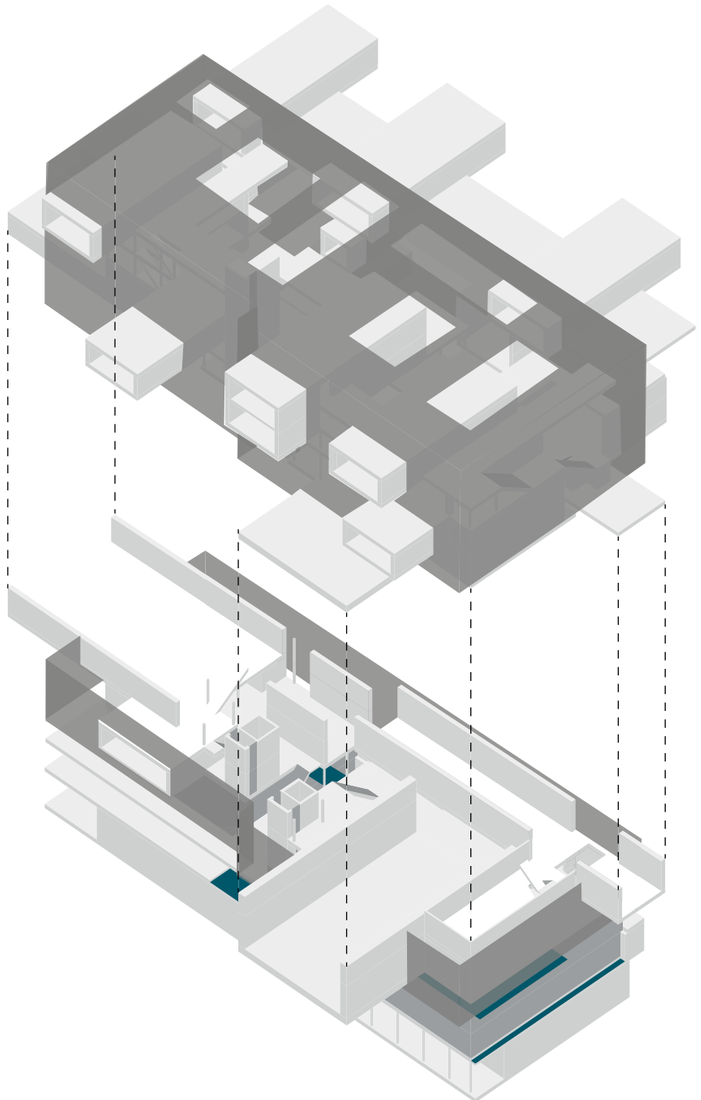
Juice bar

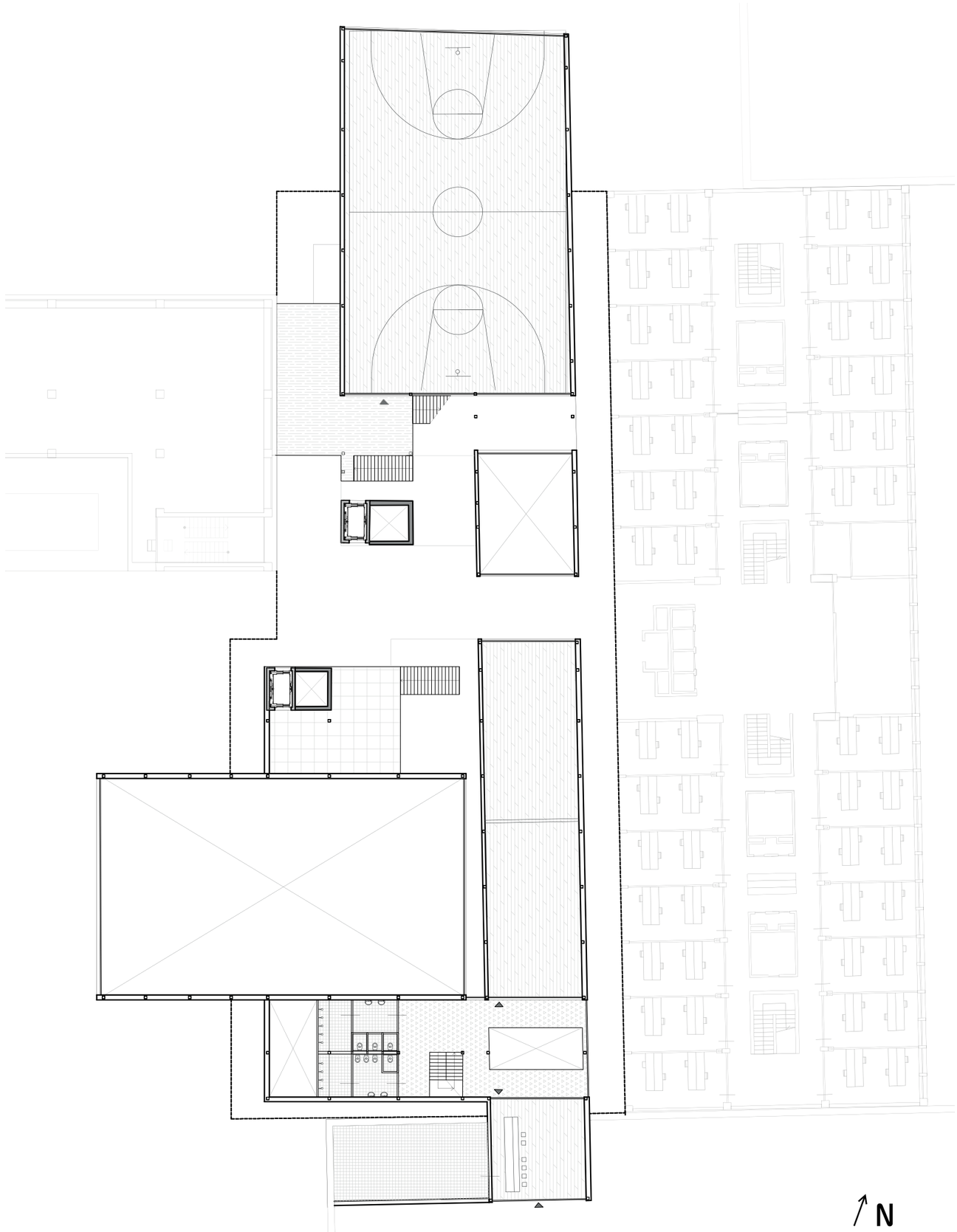
Sports entrance

04 BOX-in-BOX

Plans

LEVEL 2



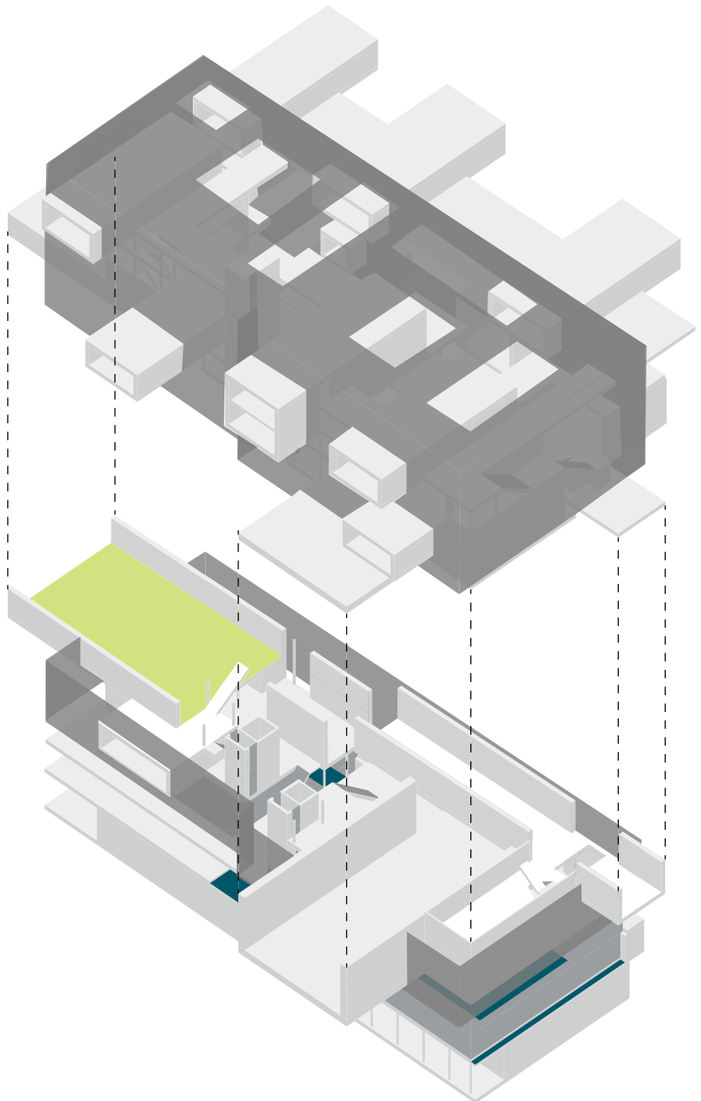


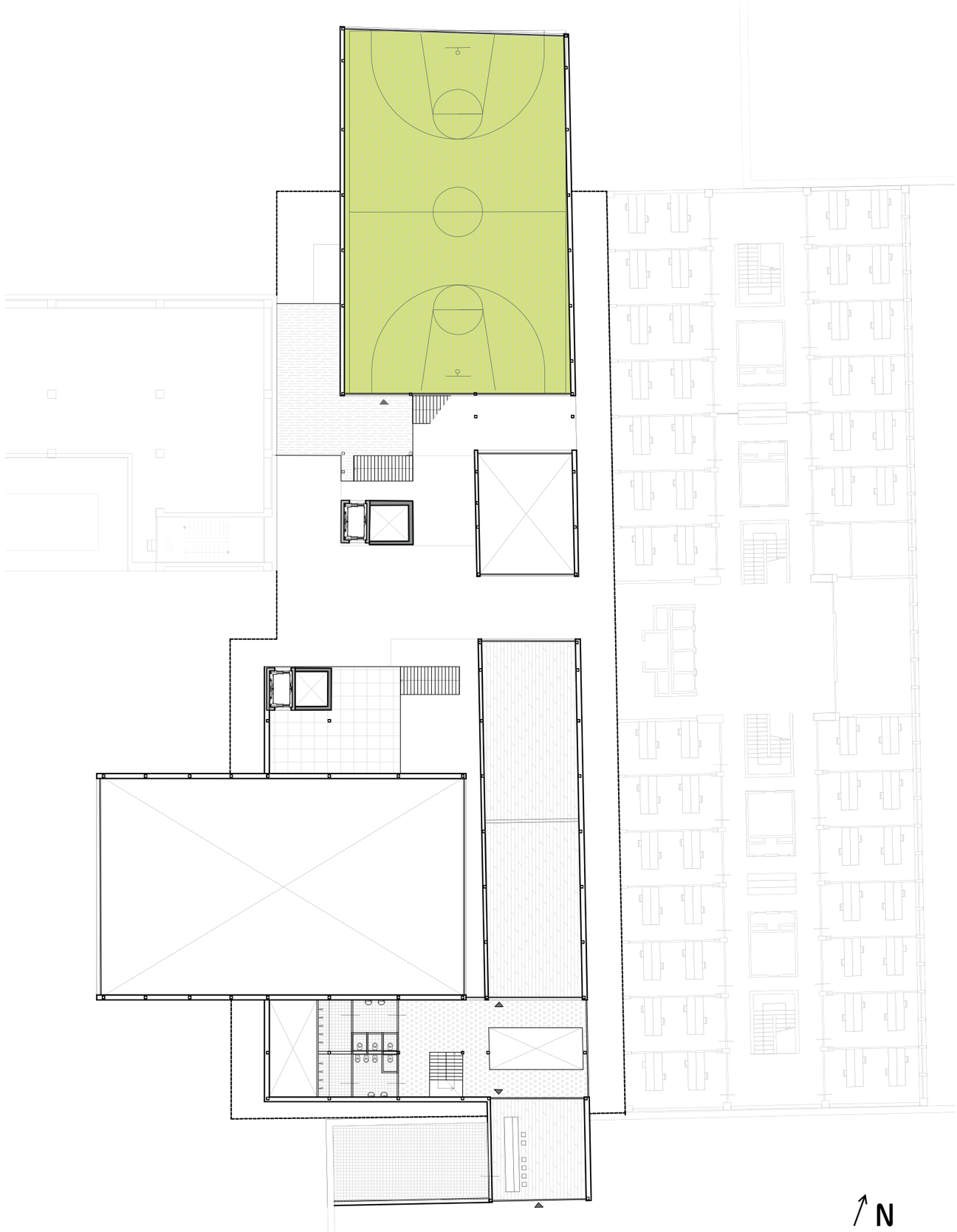
04 BOX-in-BOX

Plans

LEVEL 2

Sports area



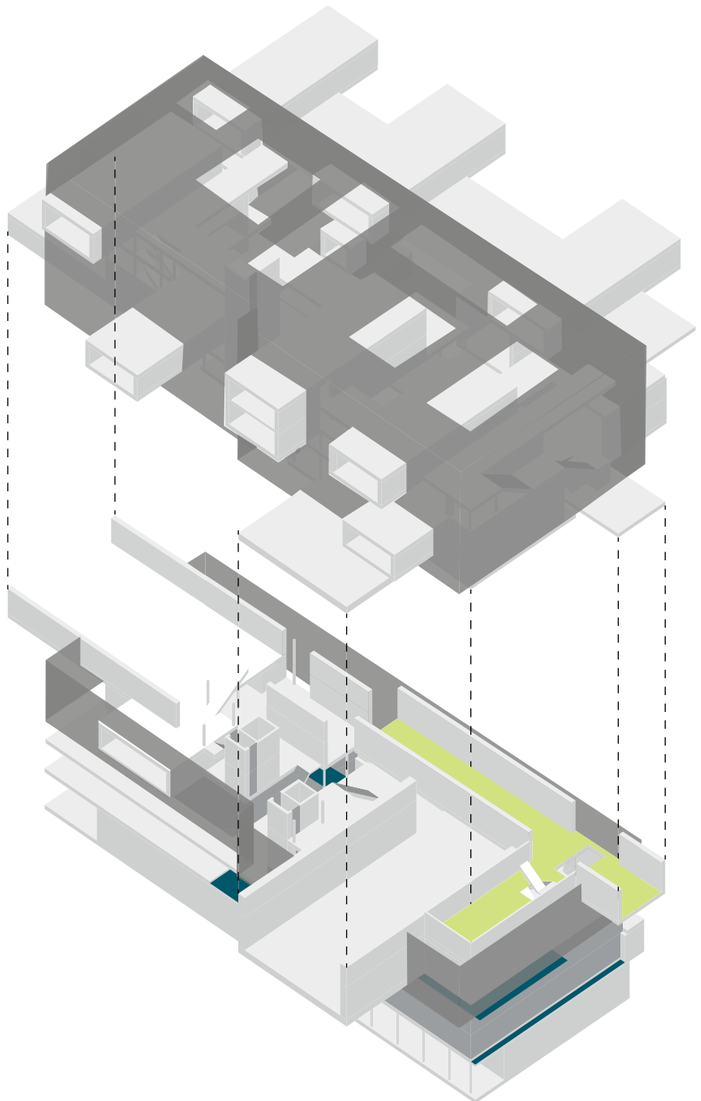


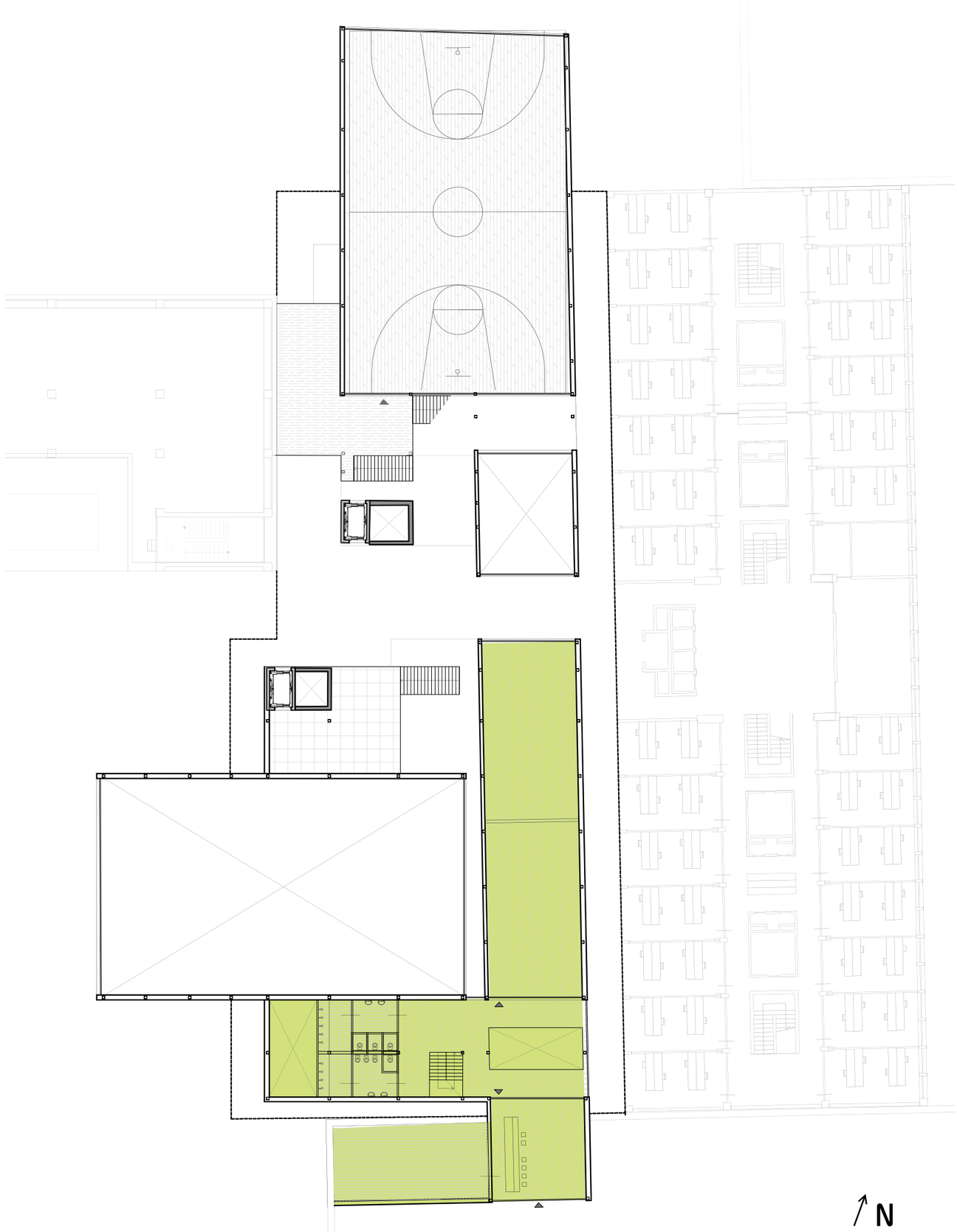
04 BOX-in-BOX

Plans

LEVEL 2

Dance area



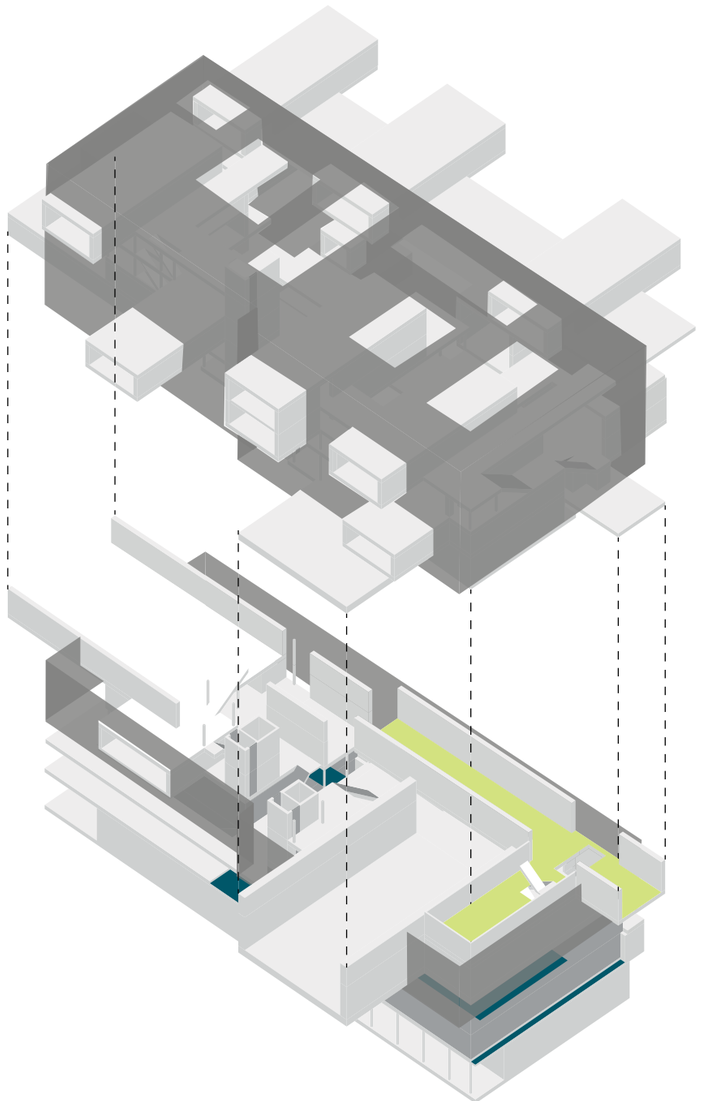


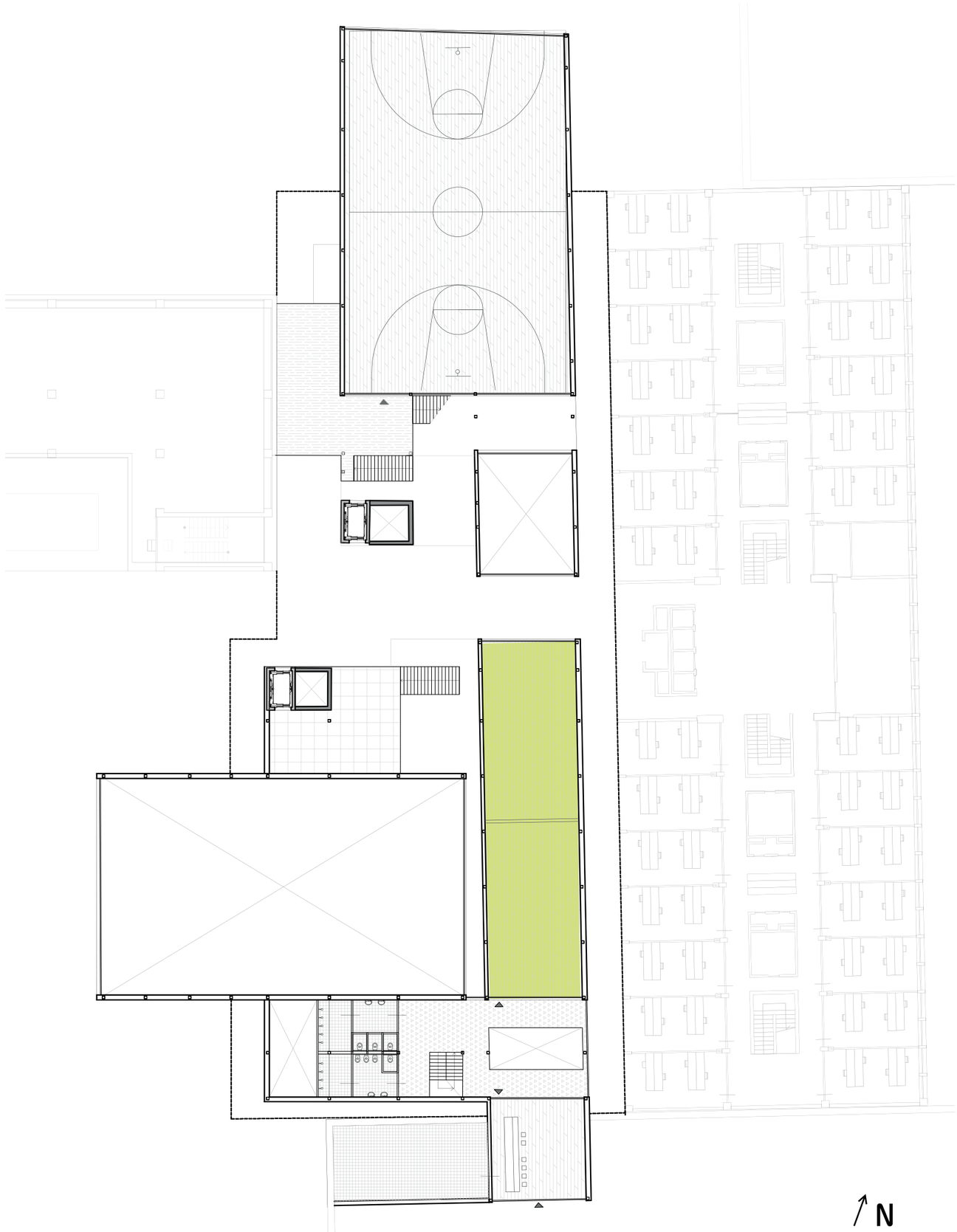
04 BOX-in-BOX

Plans

LEVEL 2

Dance area



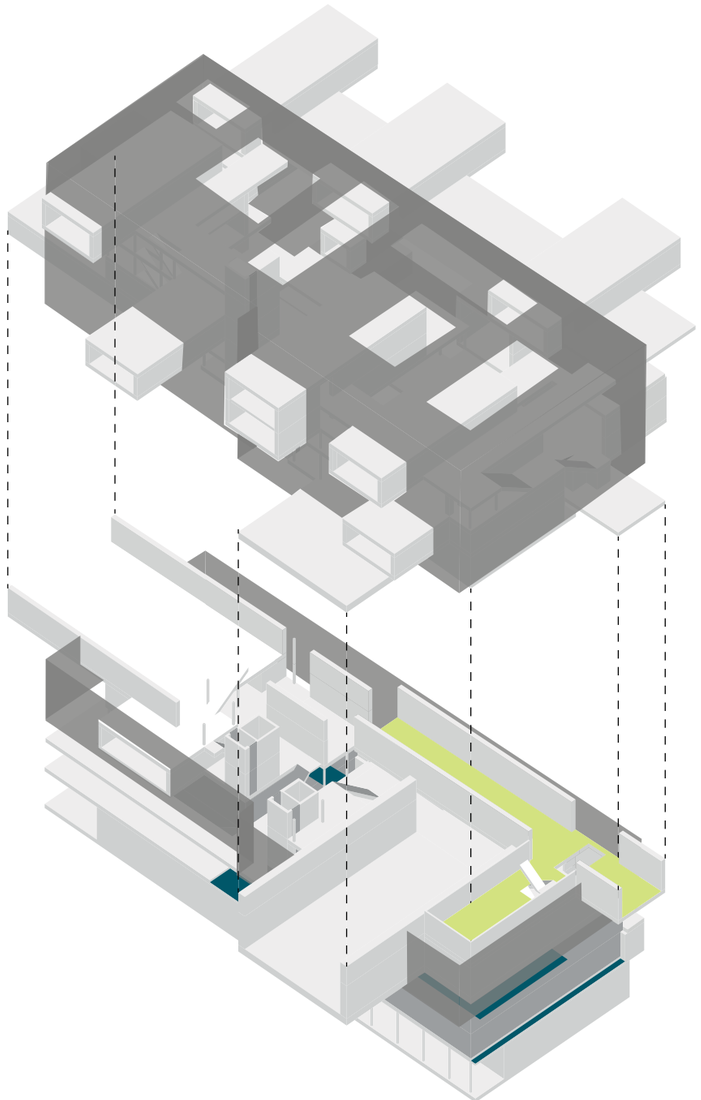


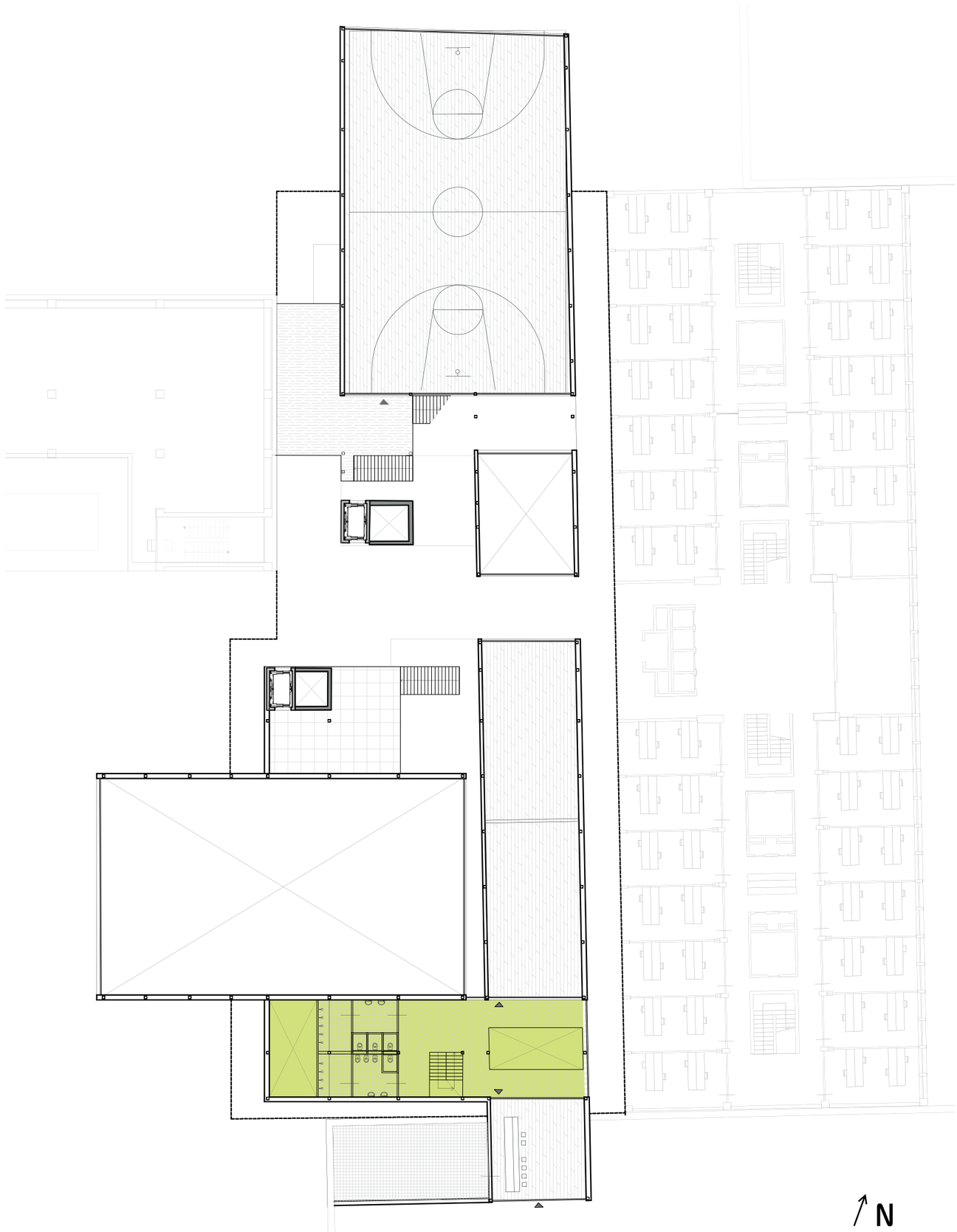
04 BOX-in-BOX

Plans

LEVEL 2

Dance area: entrance/ changing rooms



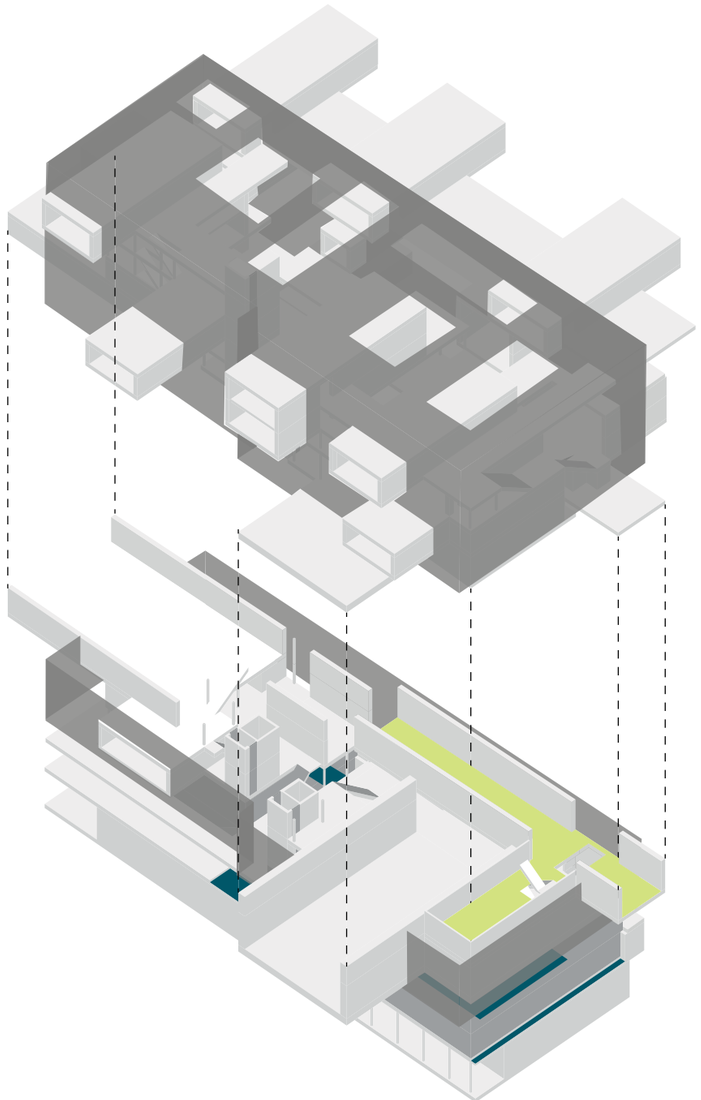


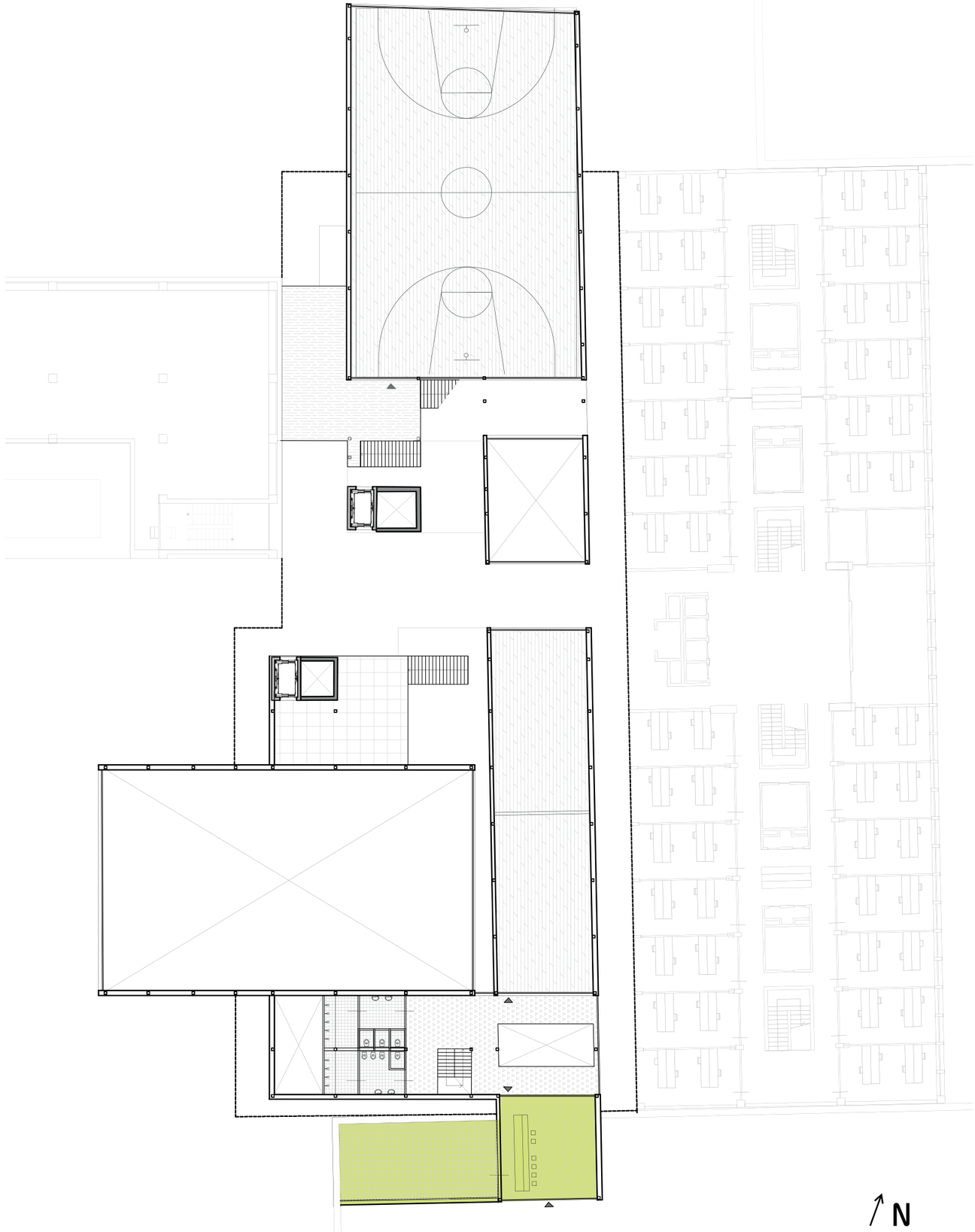
04 BOX-in-BOX

Plans

LEVEL 2

Dance area: sports bar/ entrance offices





Sports area

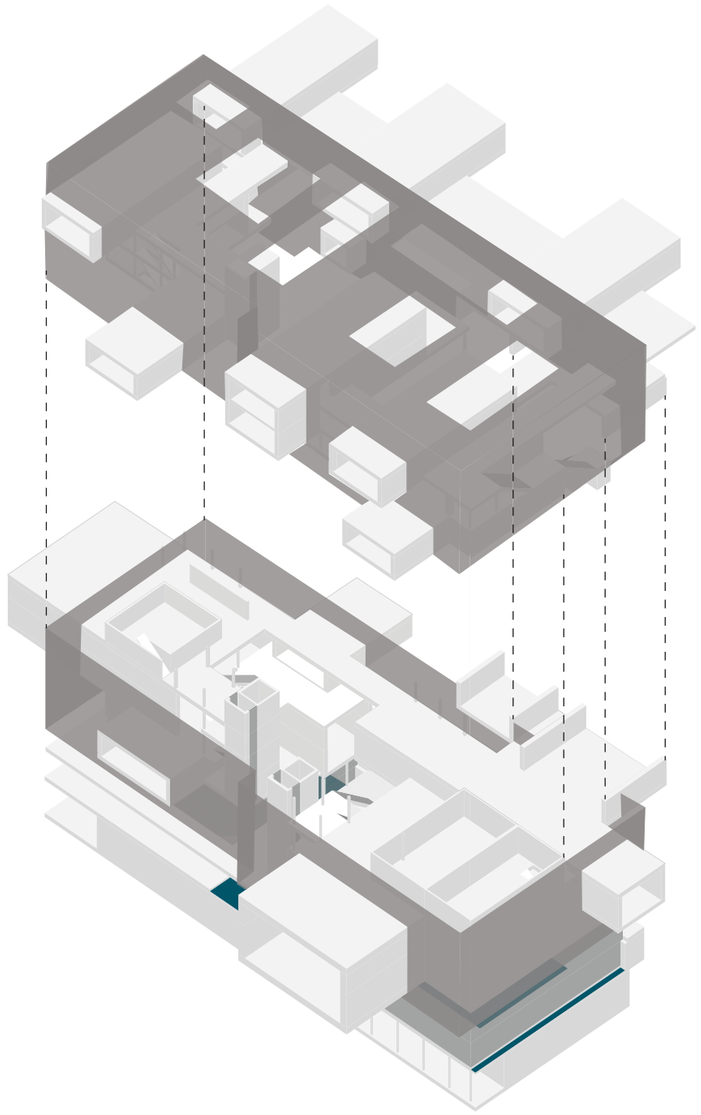
Dance area

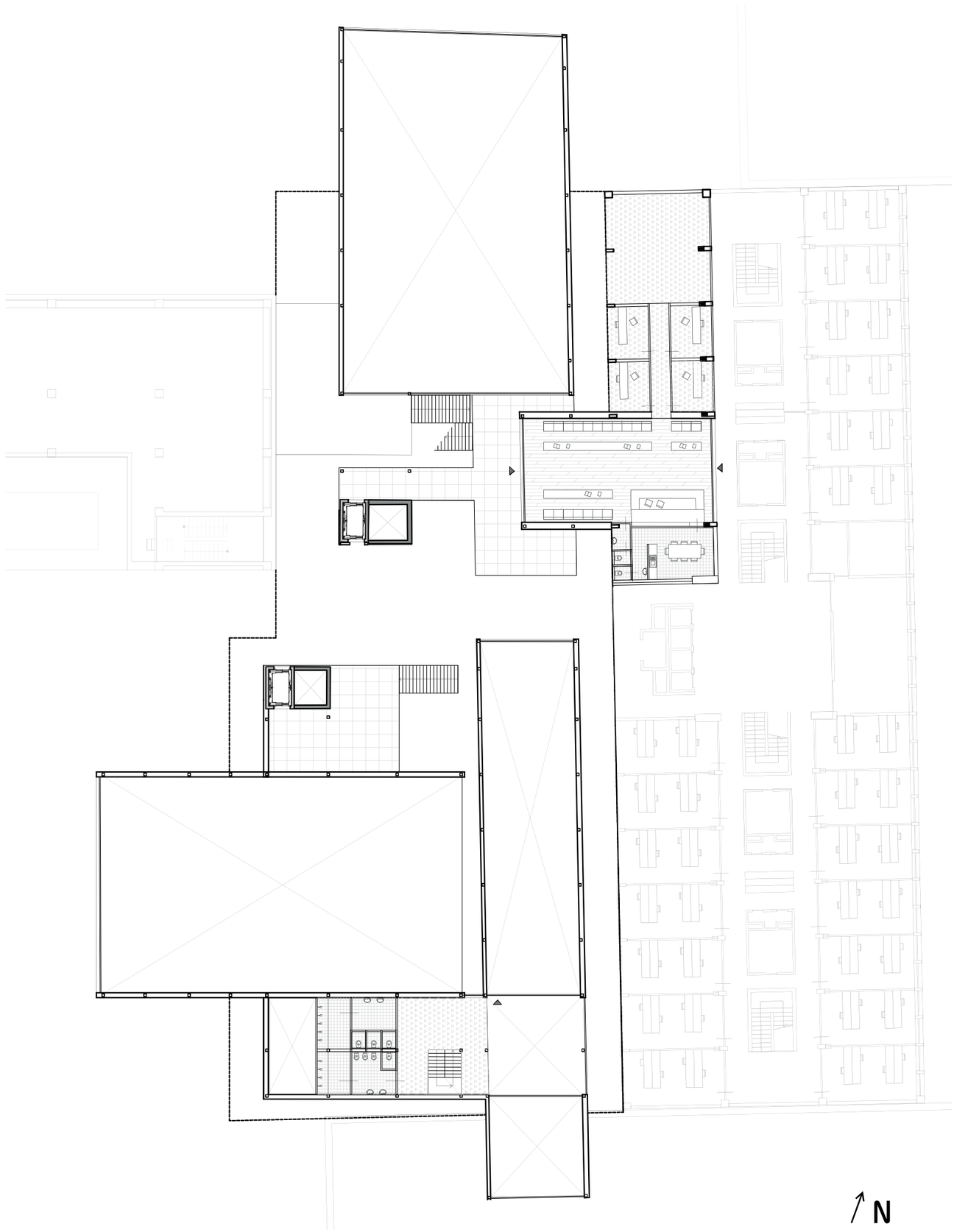
Sports bar

04 BOX-in-BOX

Plans

LEVEL 3



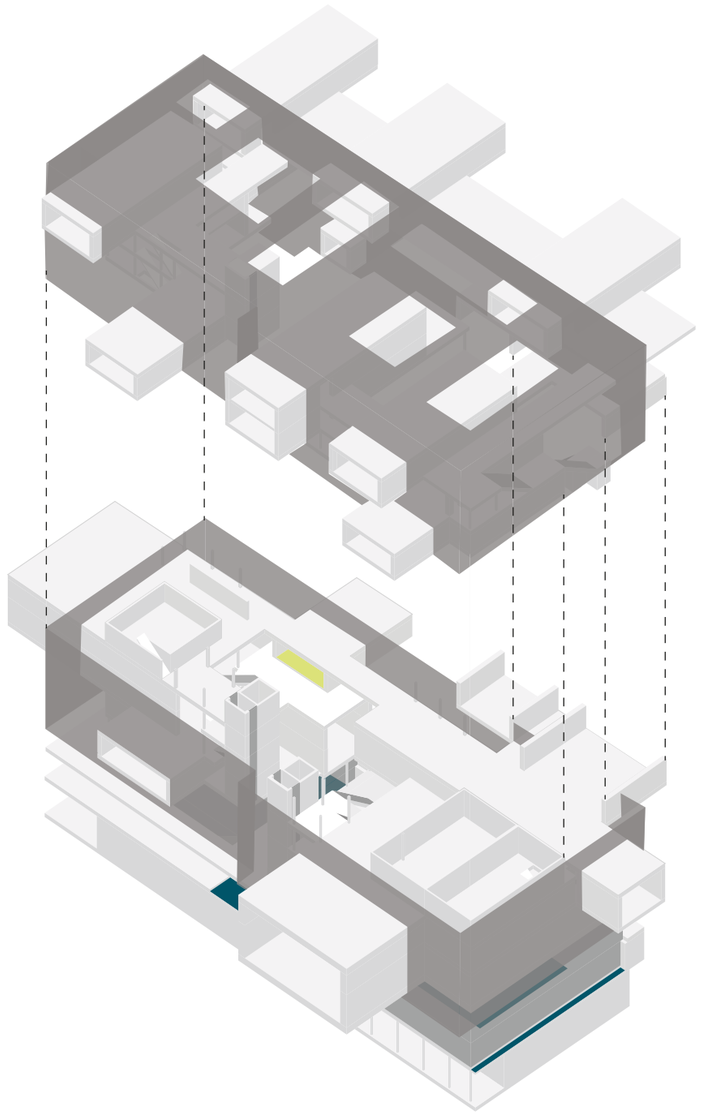


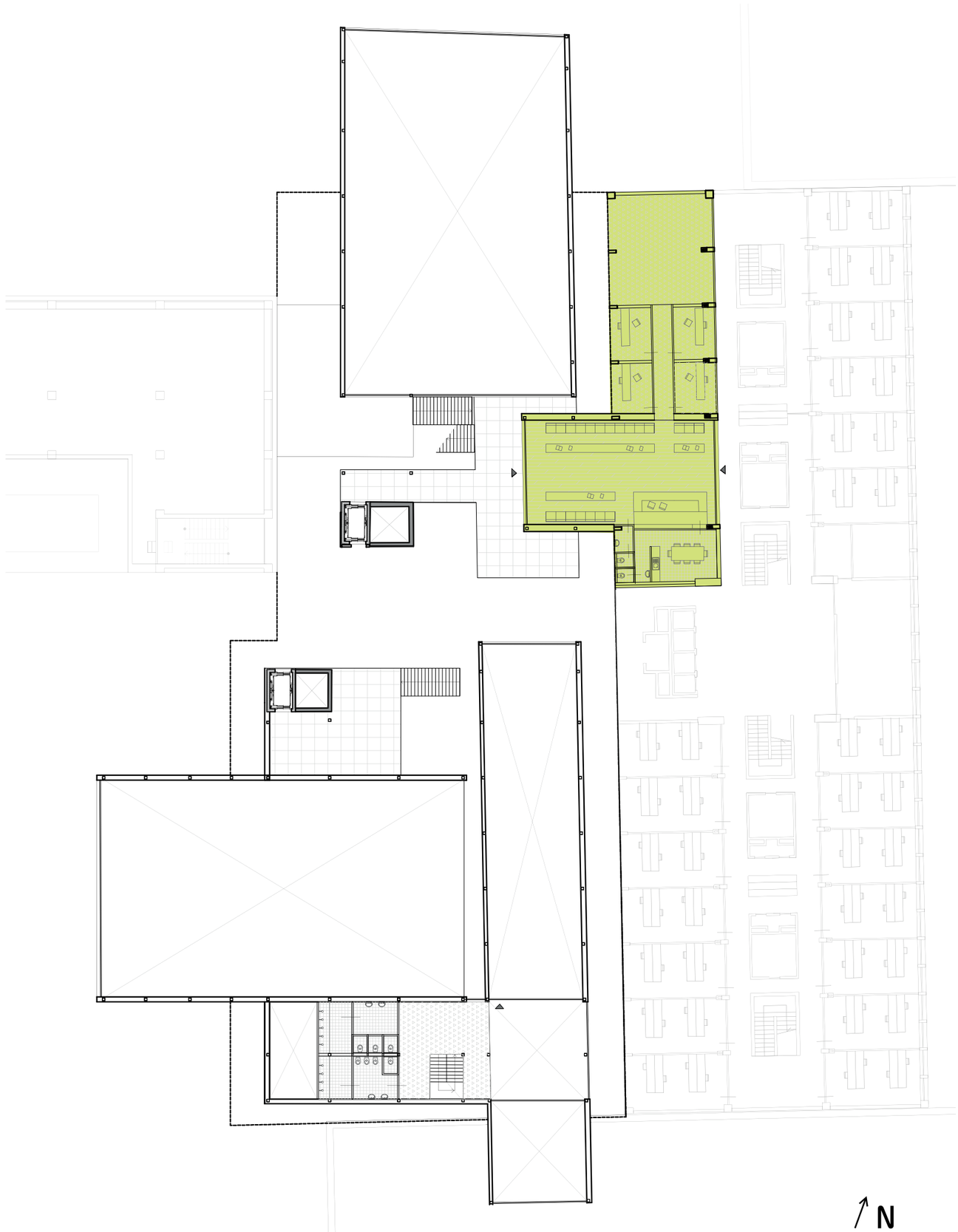
04 BOX-in-BOX

Plans

LEVEL 3

Fysiotherapist



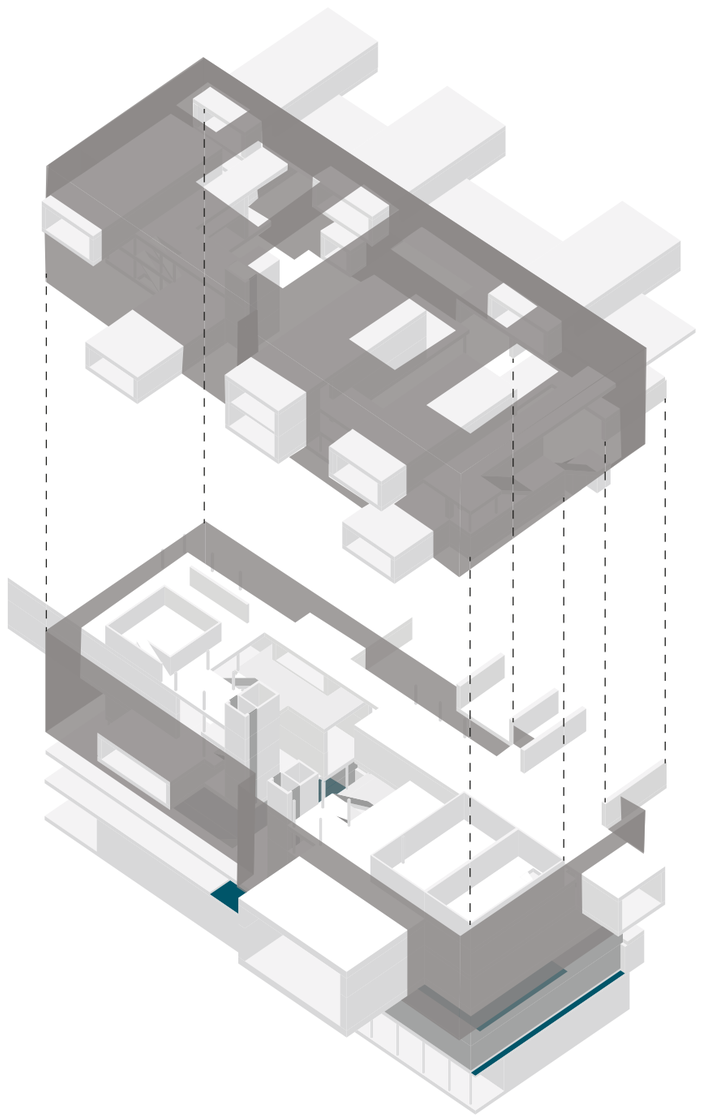


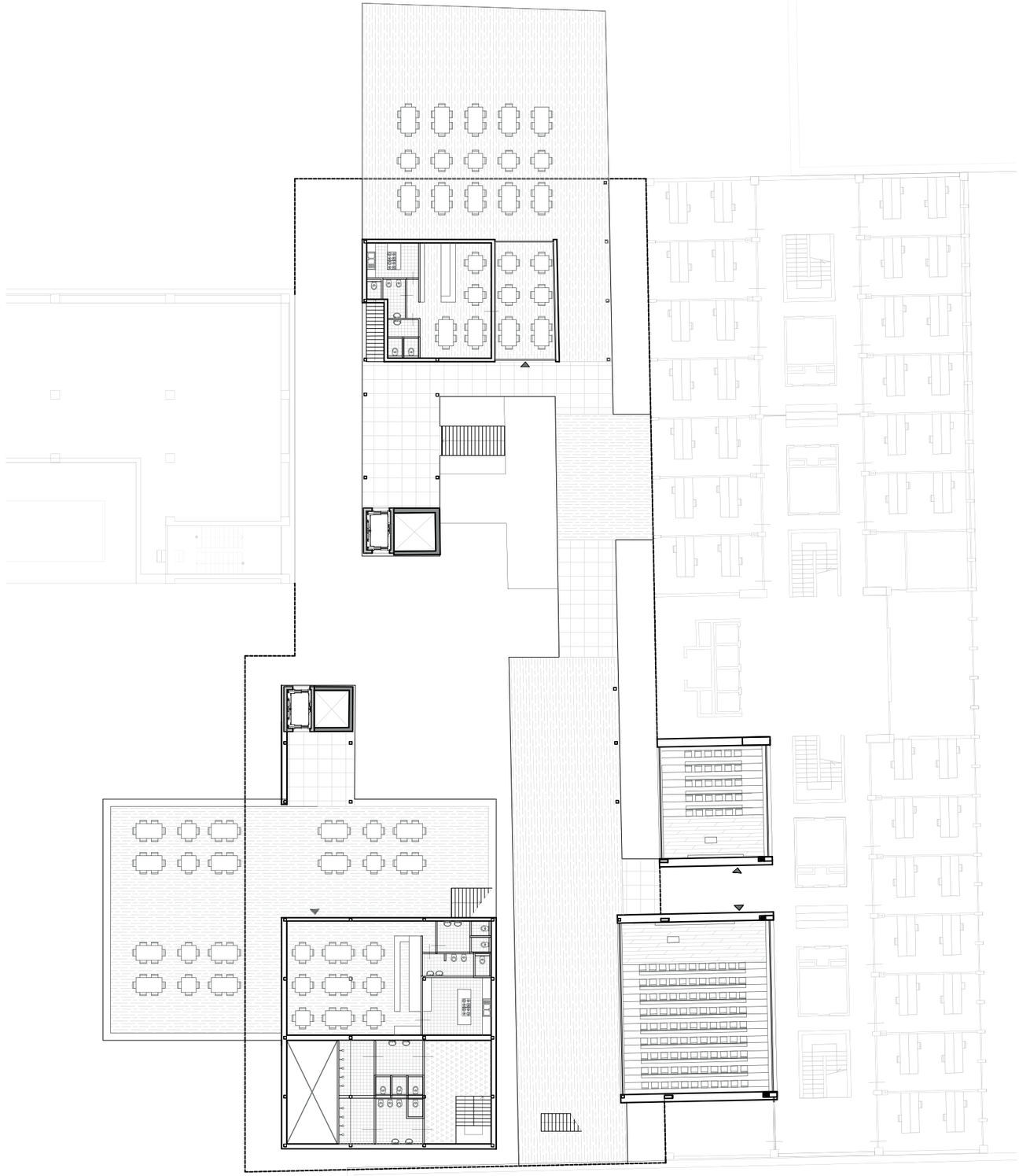
Fysiotherapist

04 BOX-in-BOX

Plans

LEVEL 4





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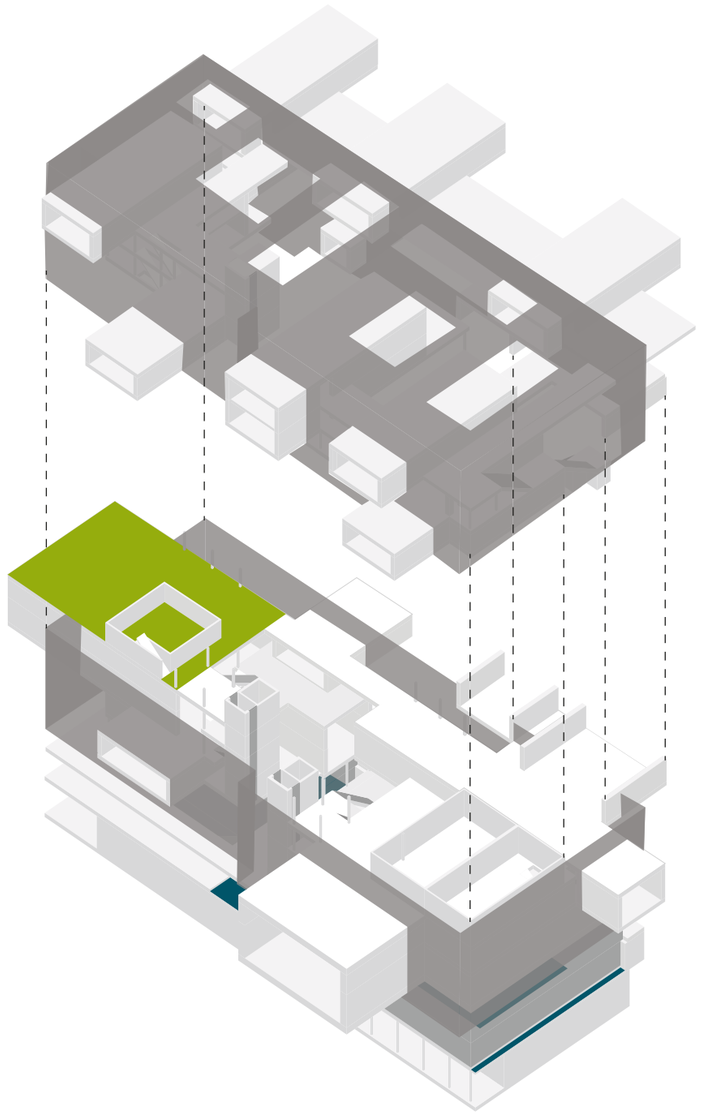
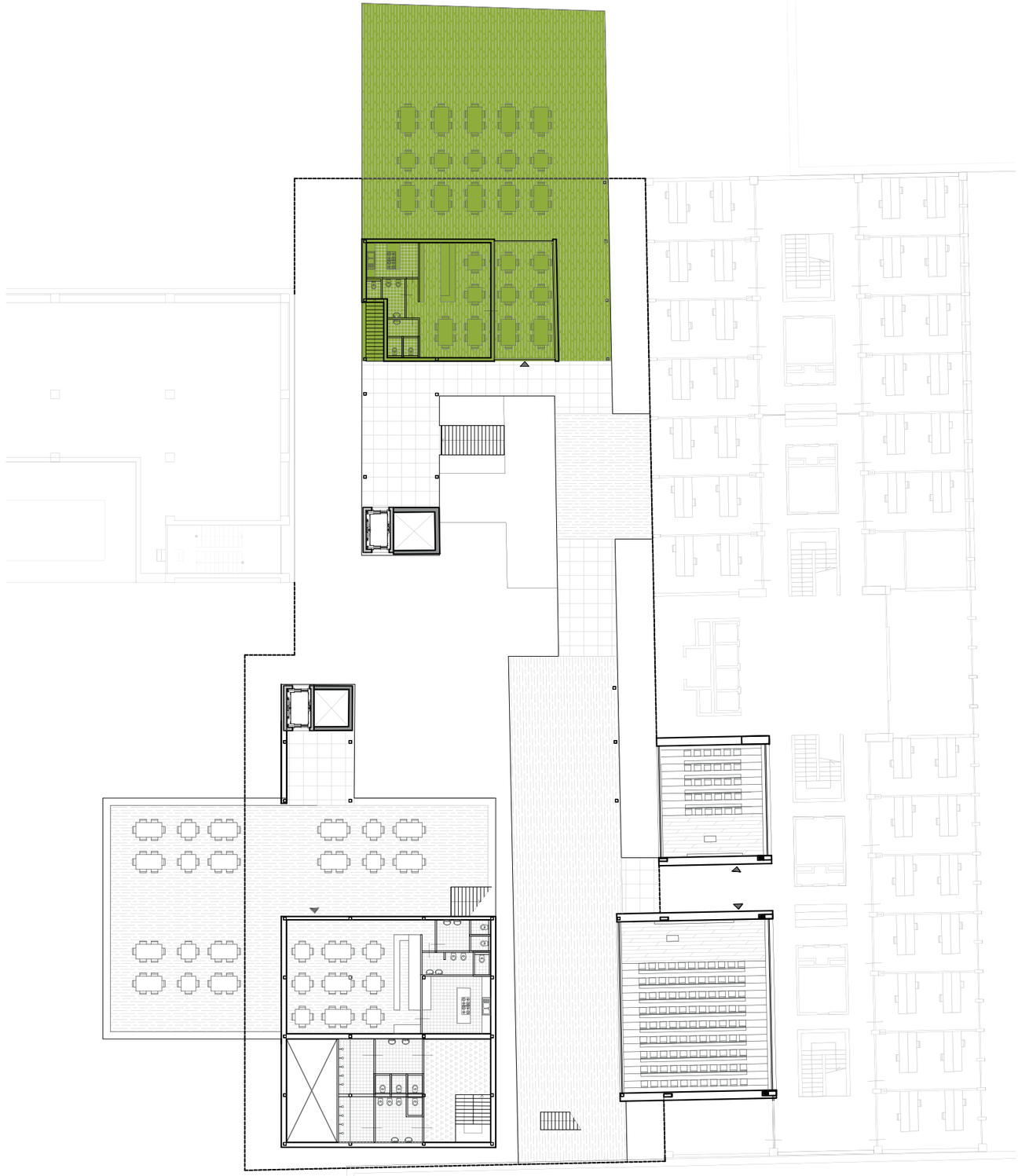
04 BOX-in-BOX

Plans

LEVEL 4

Lunch bar





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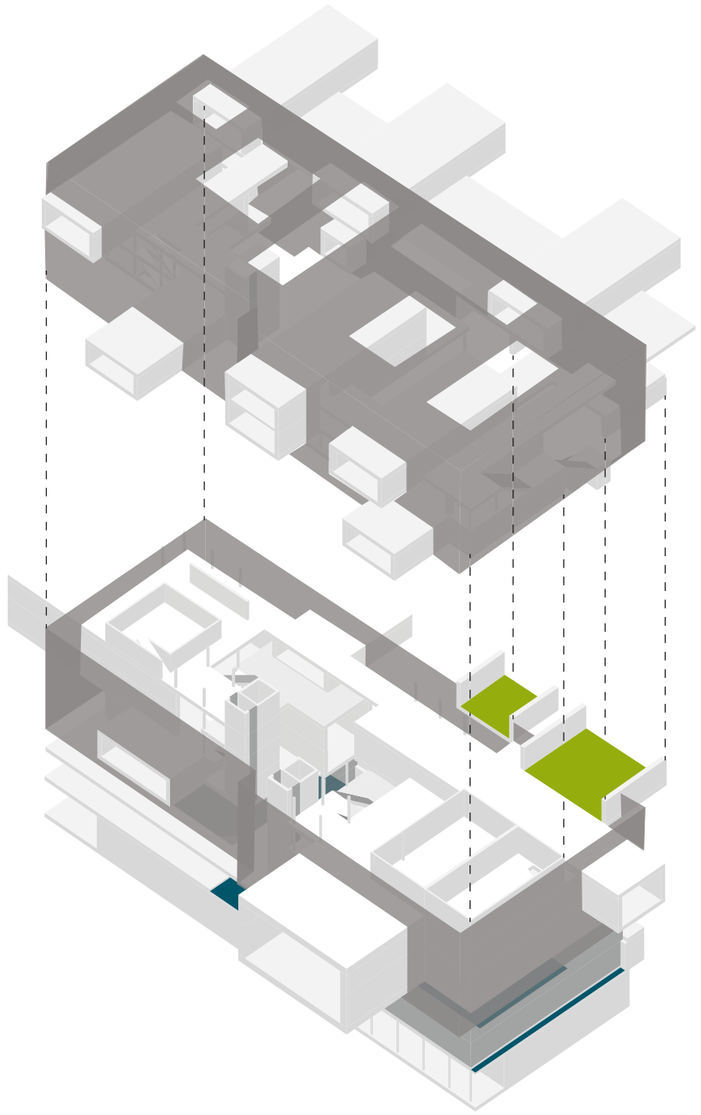
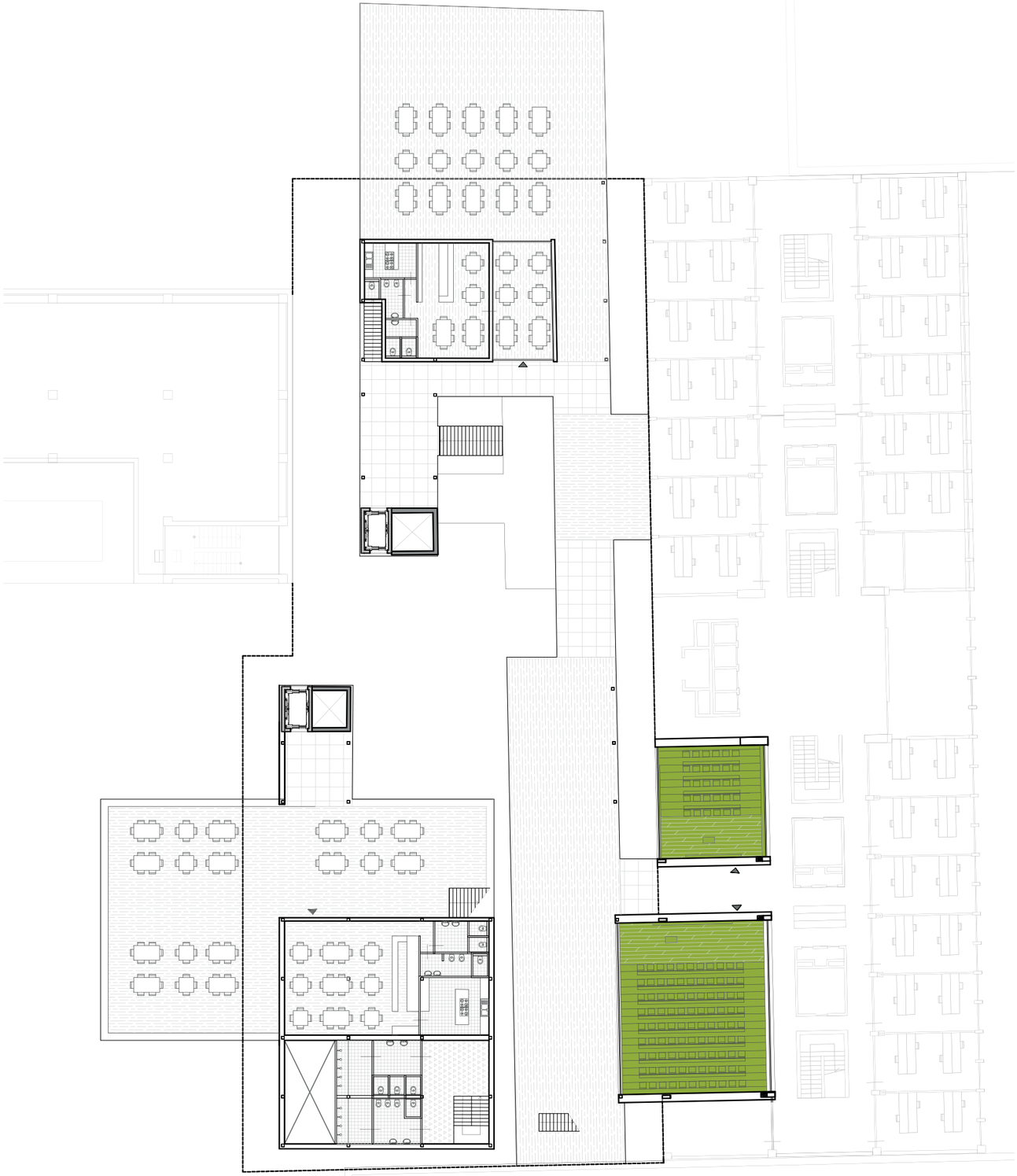
04 BOX-in-BOX

Plans

LEVEL 4

2 Congres areas





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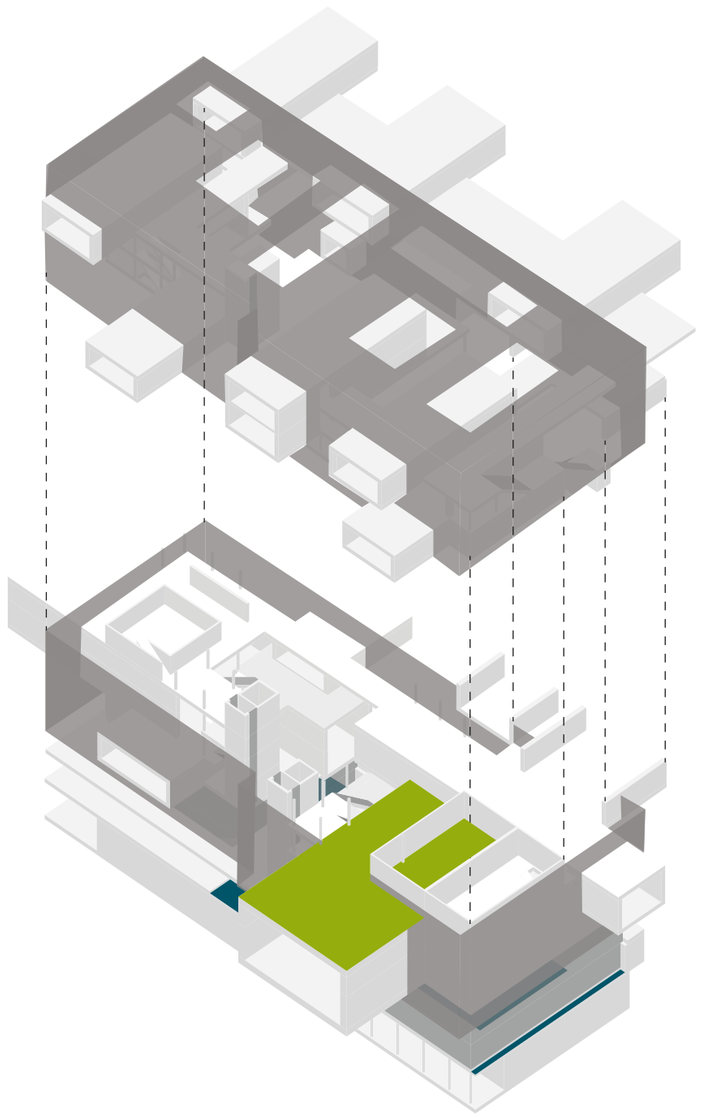
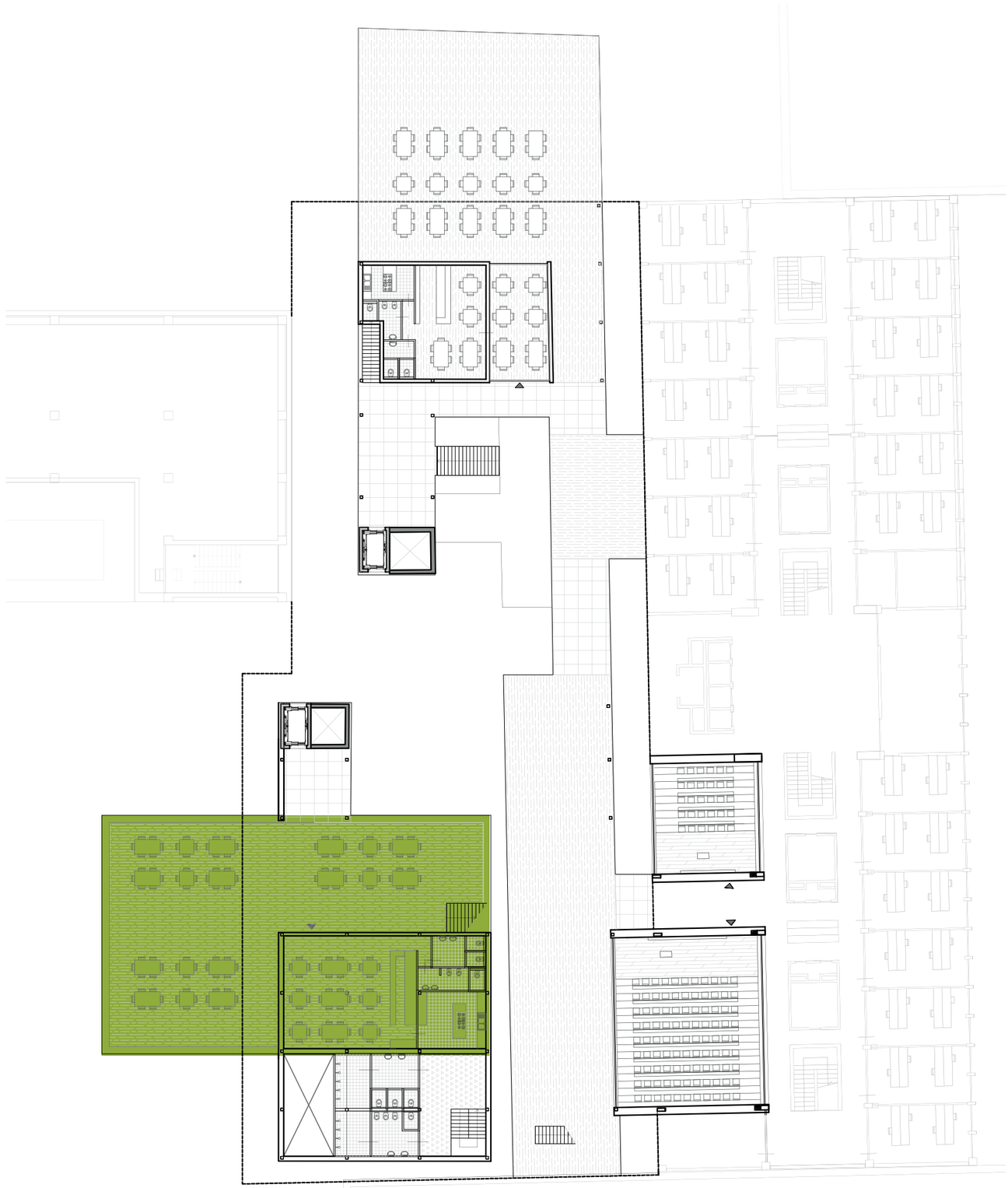
04 BOX-in-BOX

Plans

LEVEL 4

Veggie bar





N

Lunch bar

Walking path

Lunch bar - congres area

Congres area

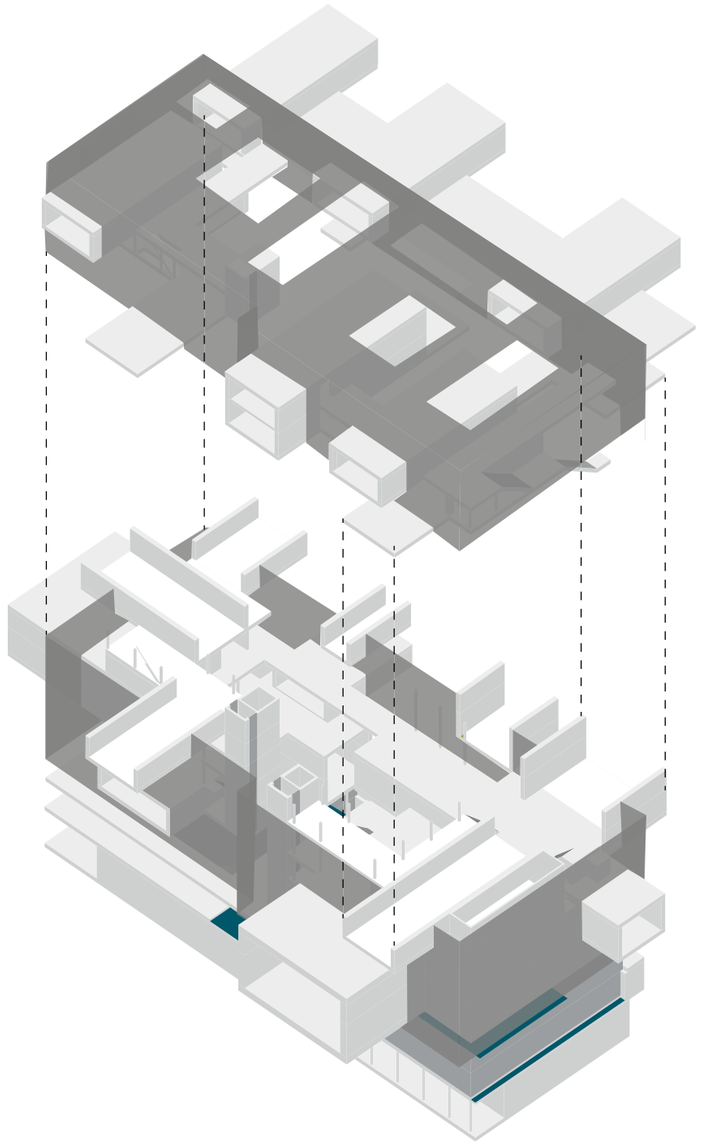
Veggie bar

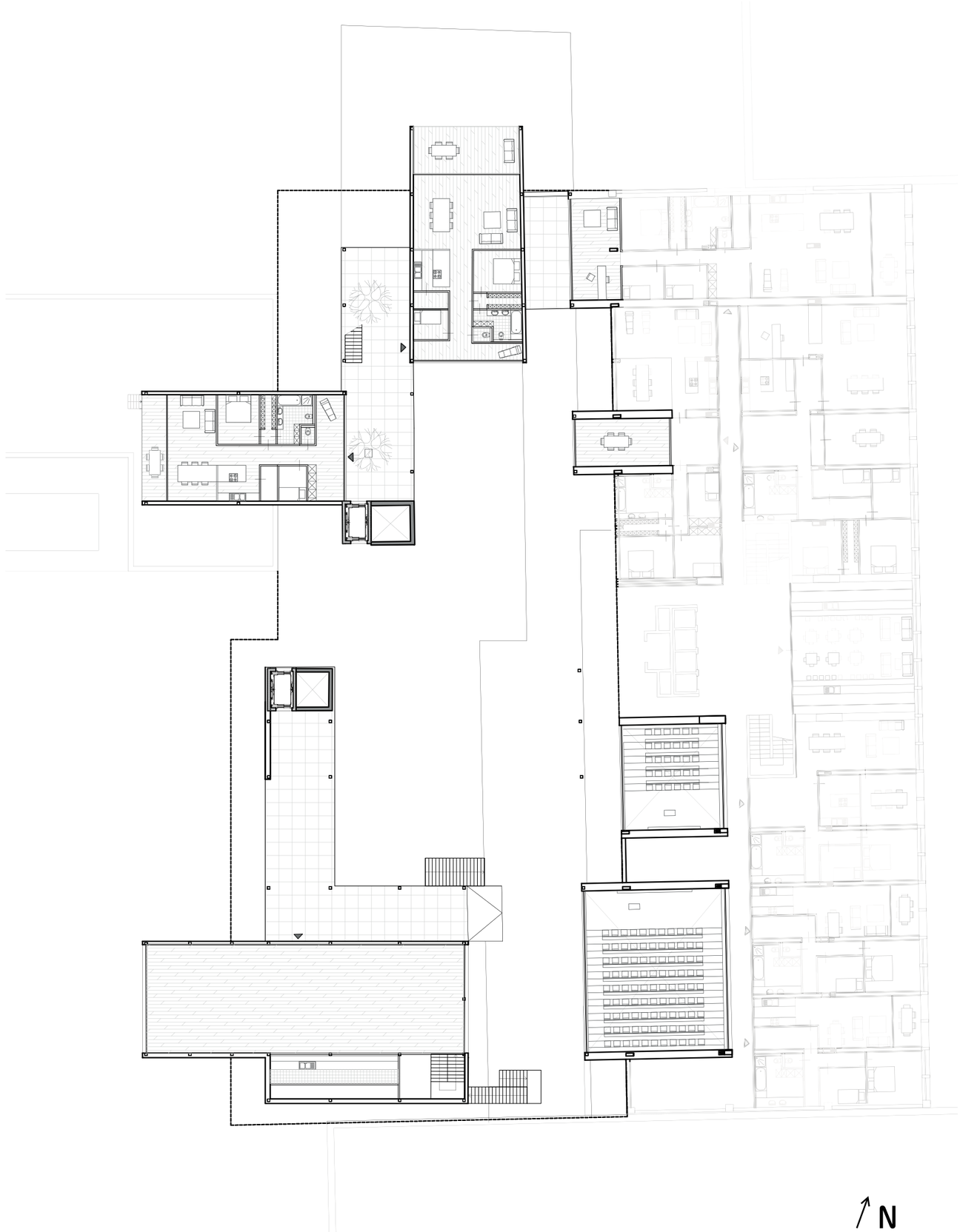
Veggie bar outside

04 BOX-in-BOX

Plans

LEVEL 5



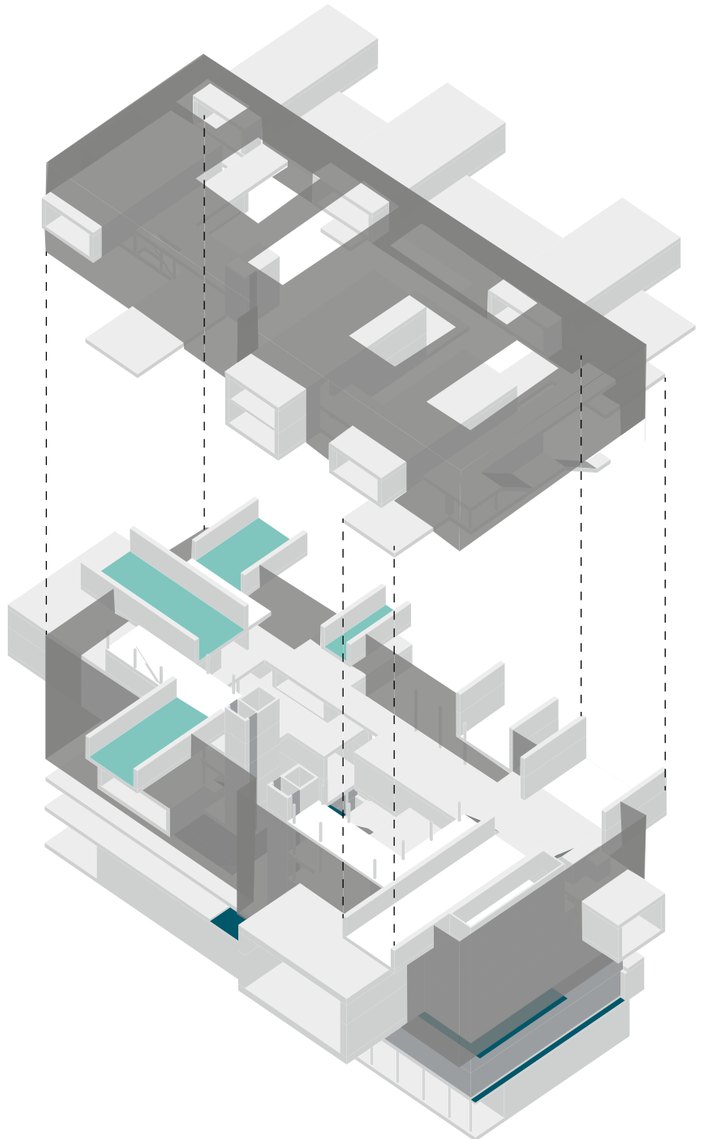


04 BOX-in-BOX

Plans

LEVEL 5

8 Apartments

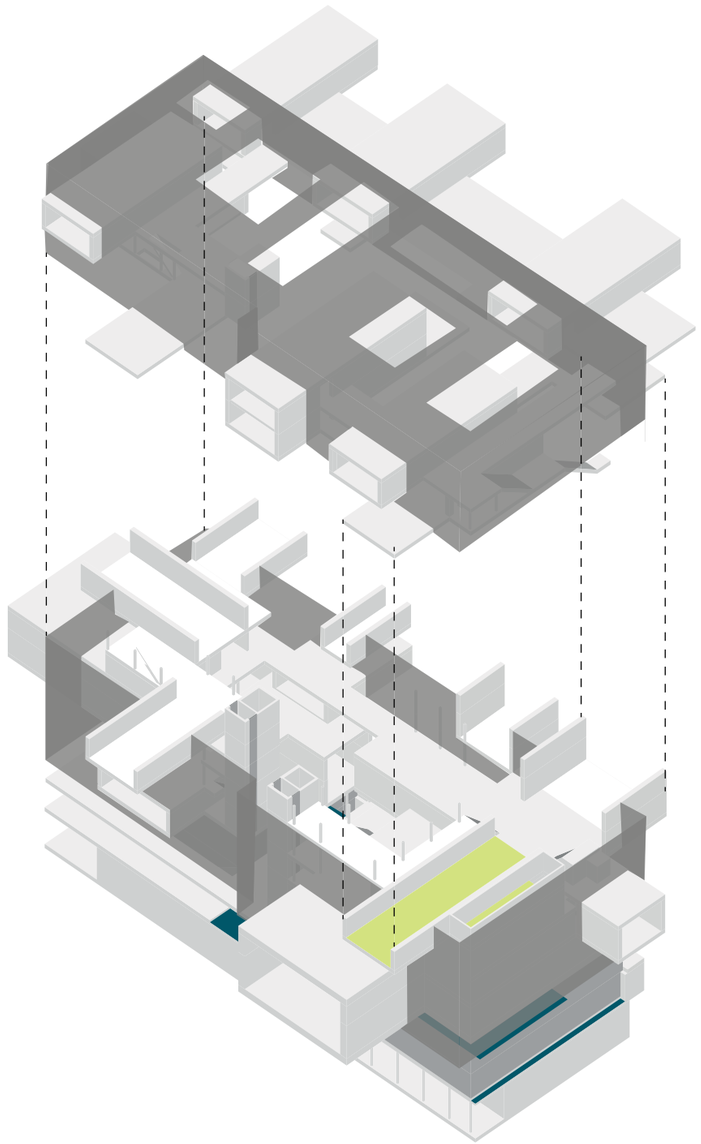


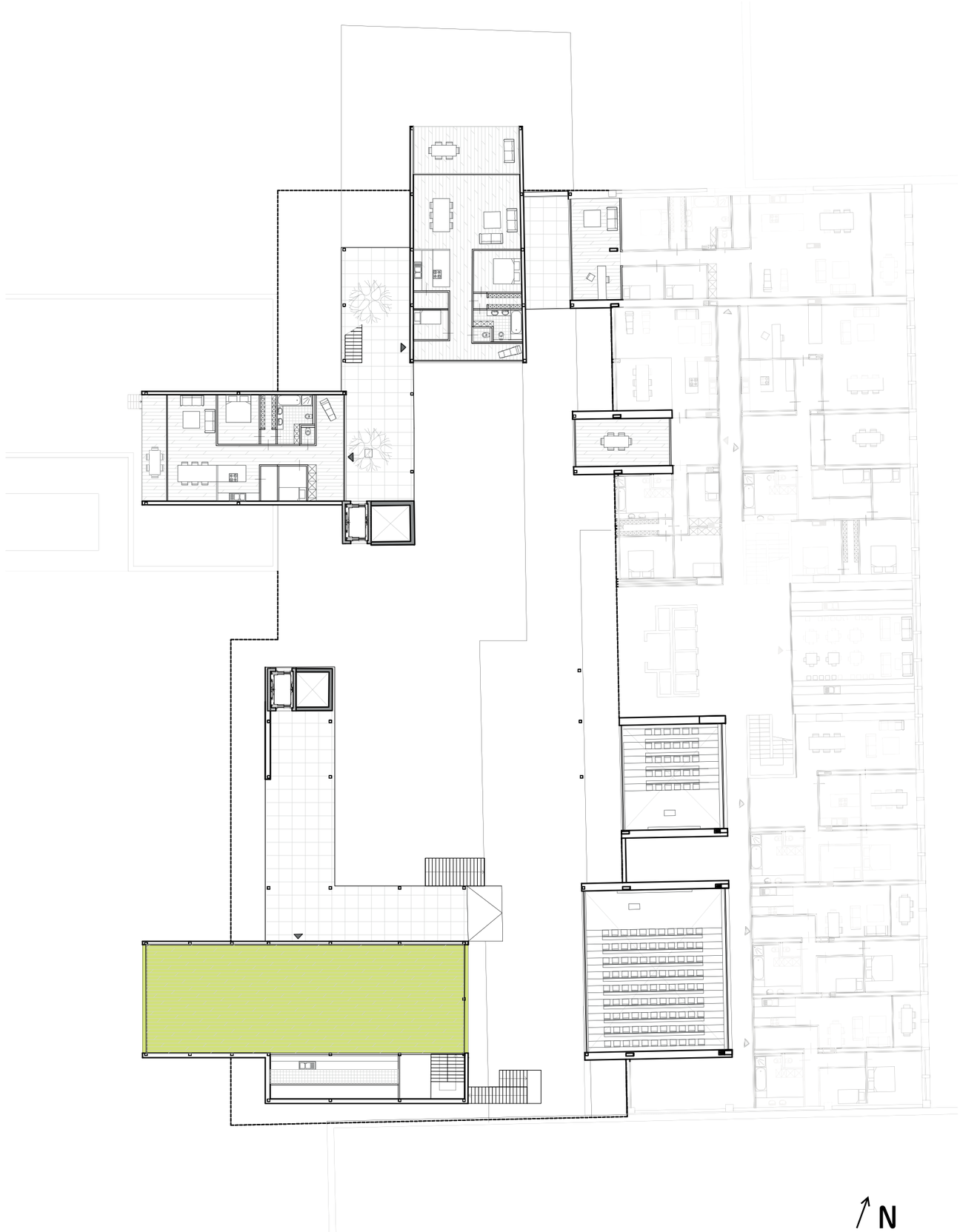
04 BOX-in-BOX

Plans

LEVEL 5

1 Dance area





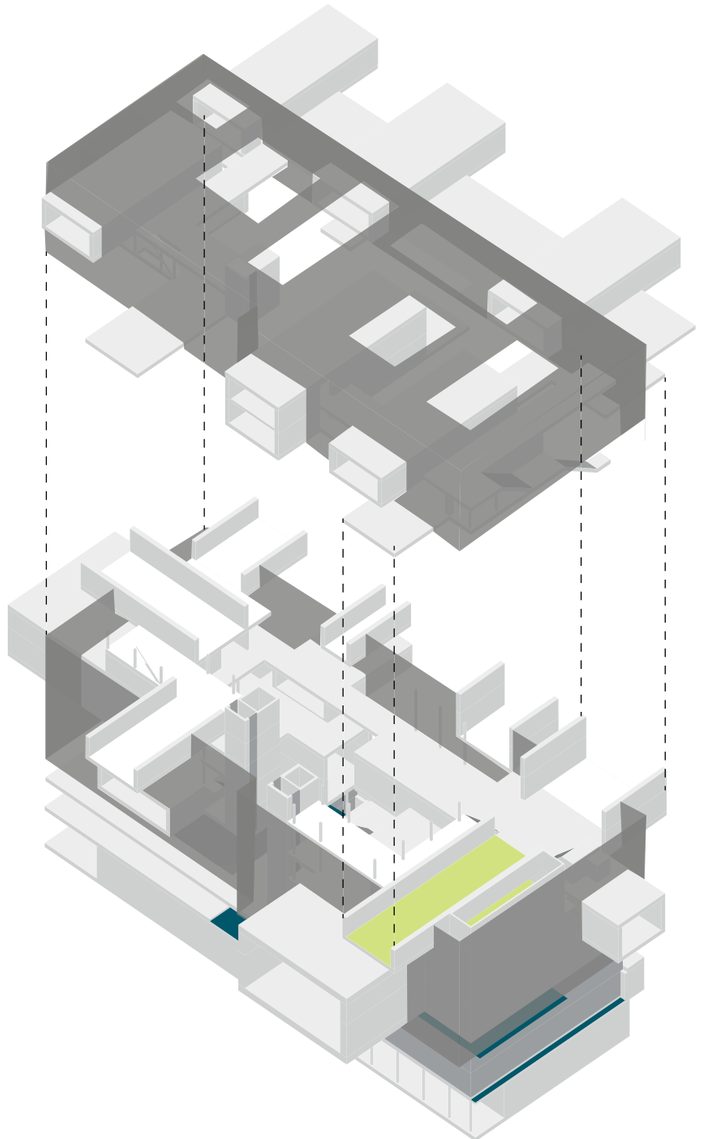
N

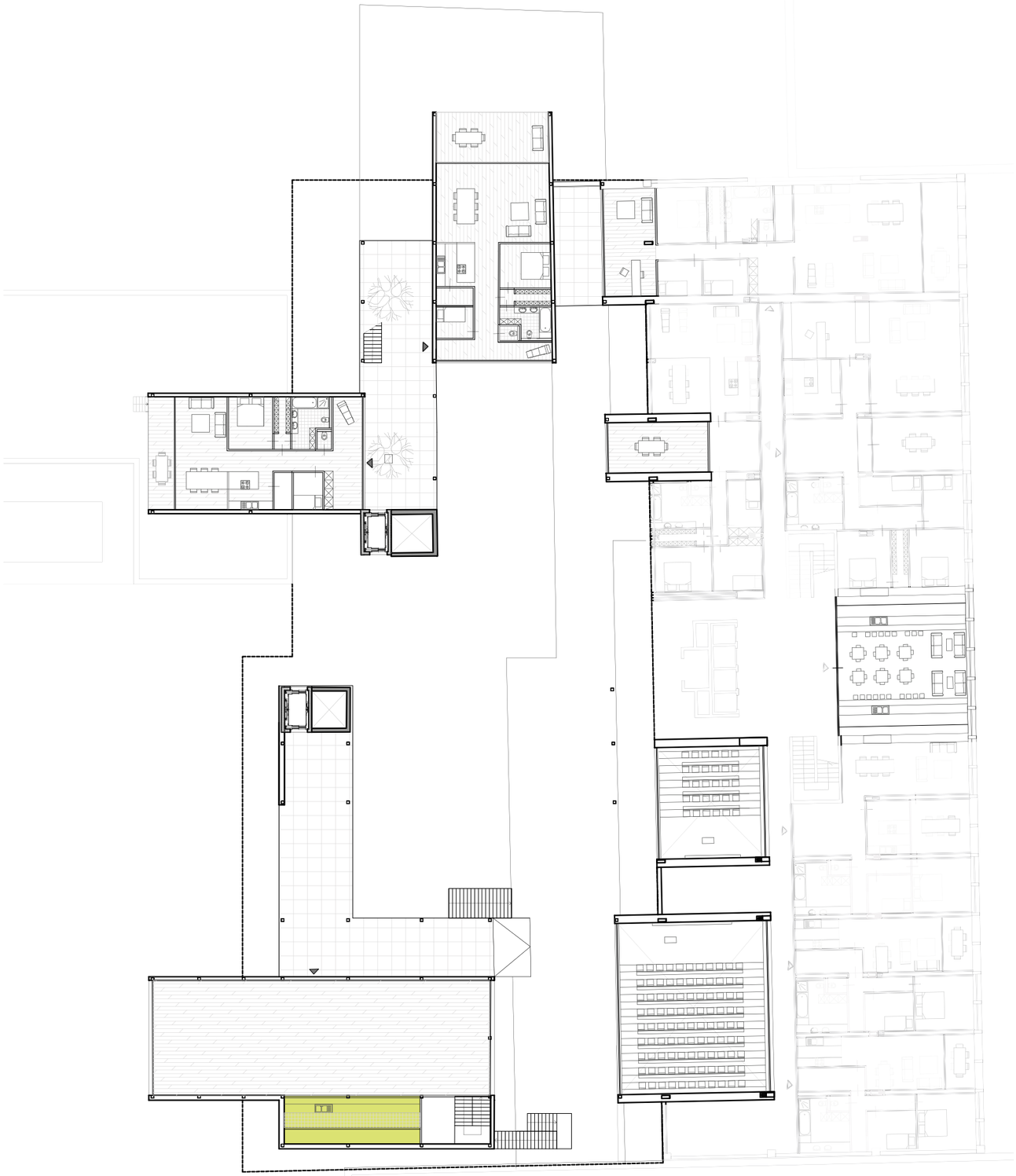
04 BOX-in-BOX

Plans

LEVEL 5

1 Dance area: bar





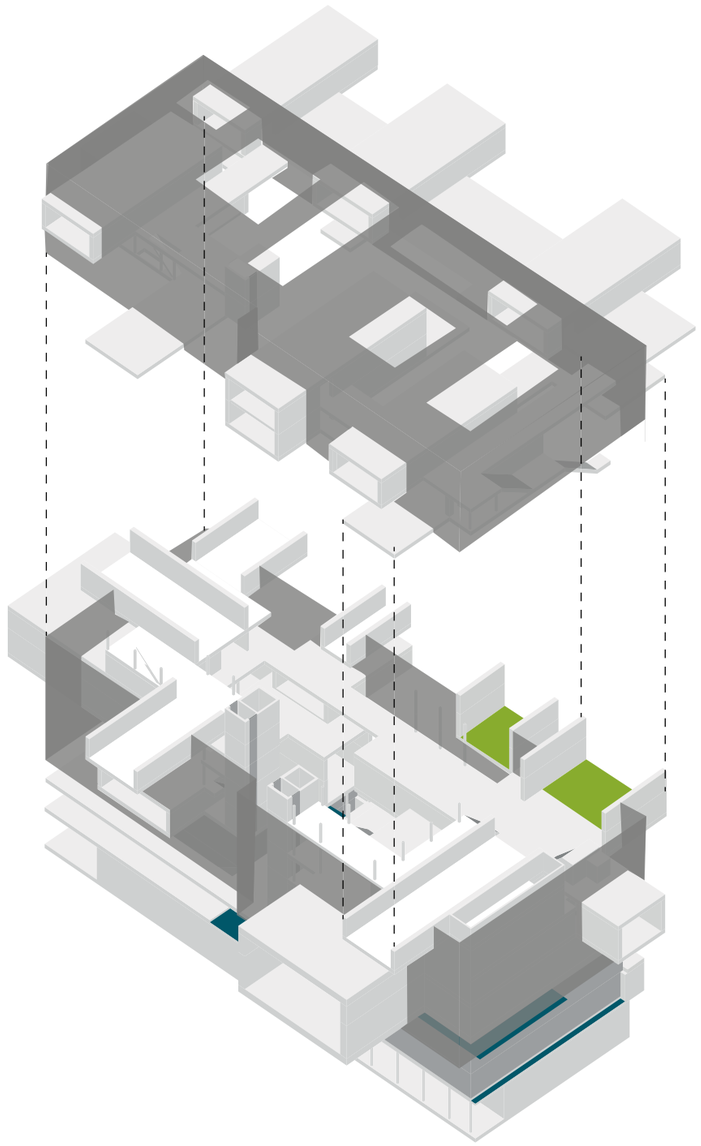
N

04 BOX-in-BOX

Plans

LEVEL 5

2 Congres areas + Skybar



Living

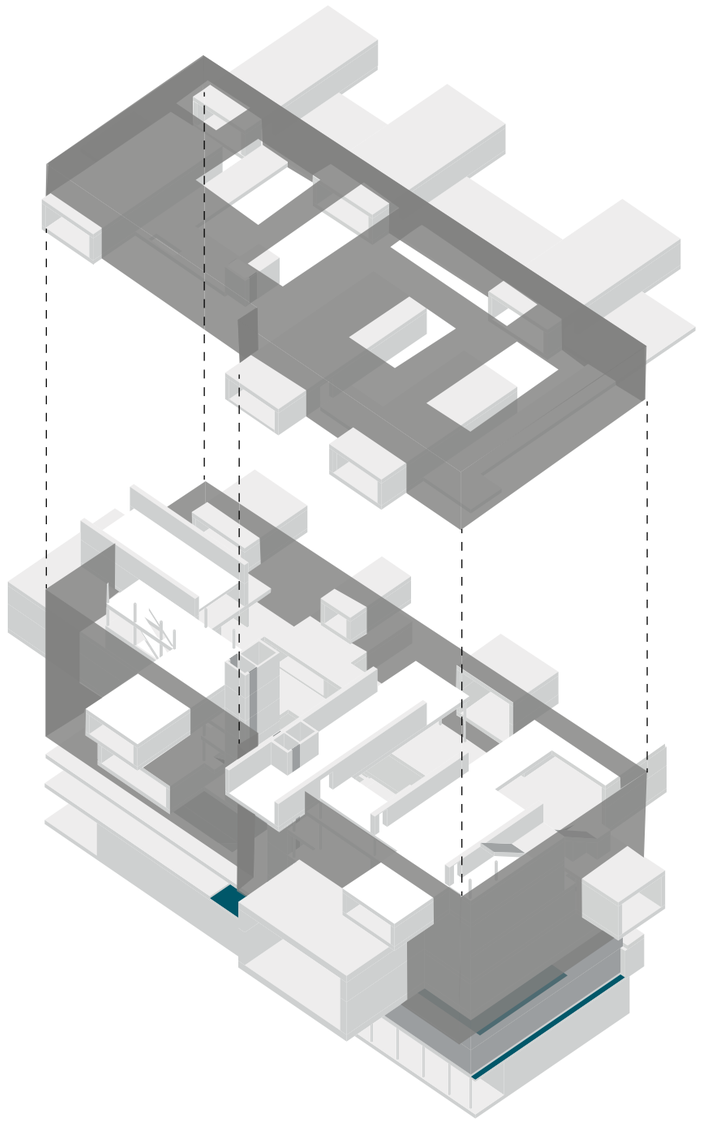
View from living

Congres area

04 BOX-in-BOX

Plans

LEVEL 6



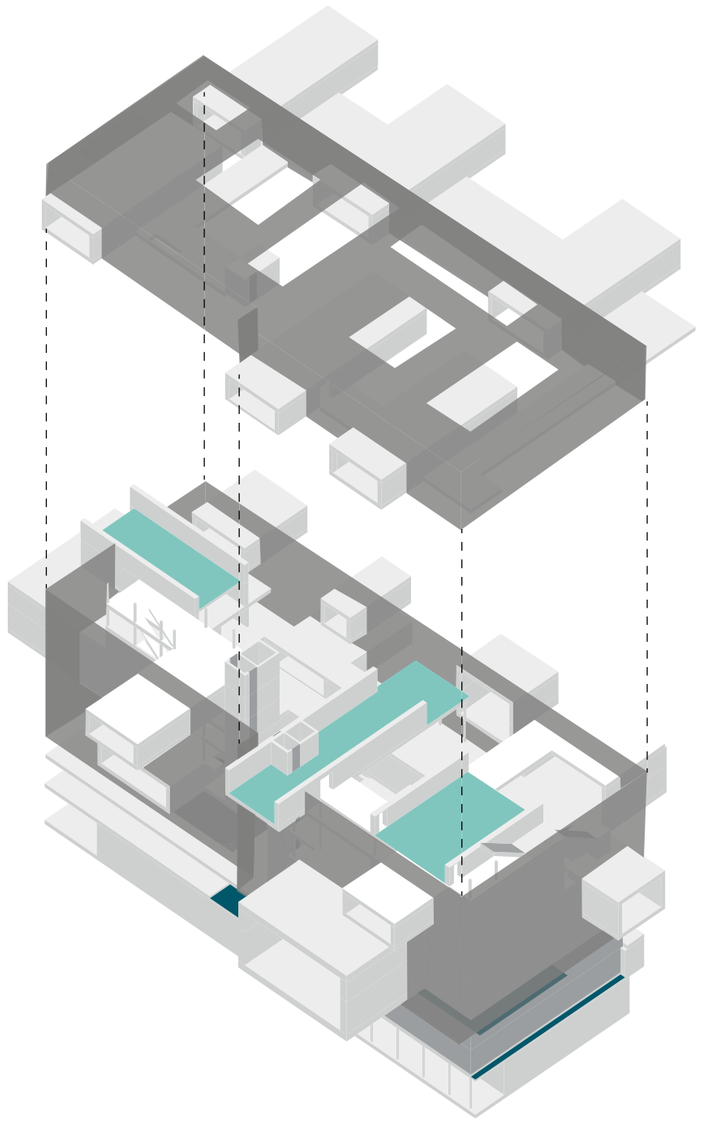
N

04 BOX-in-BOX

Plans

LEVEL 6

3 Apartments



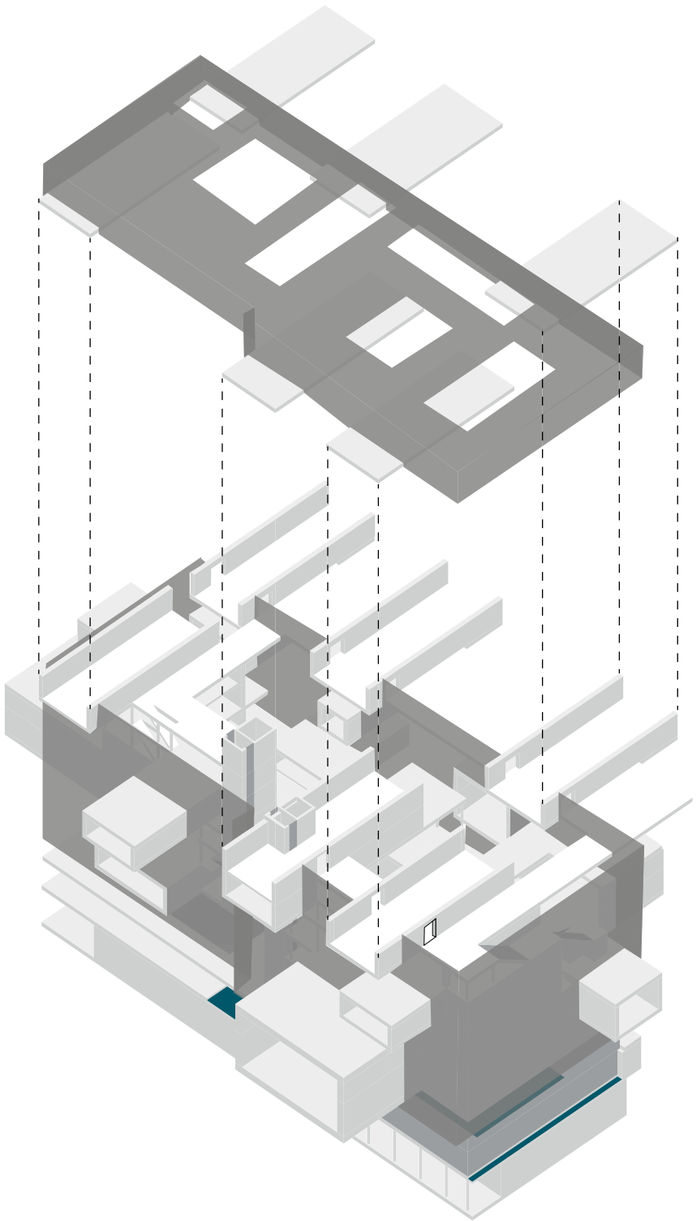
N

View from living

04 BOX-in-BOX

Plans

LEVEL 7



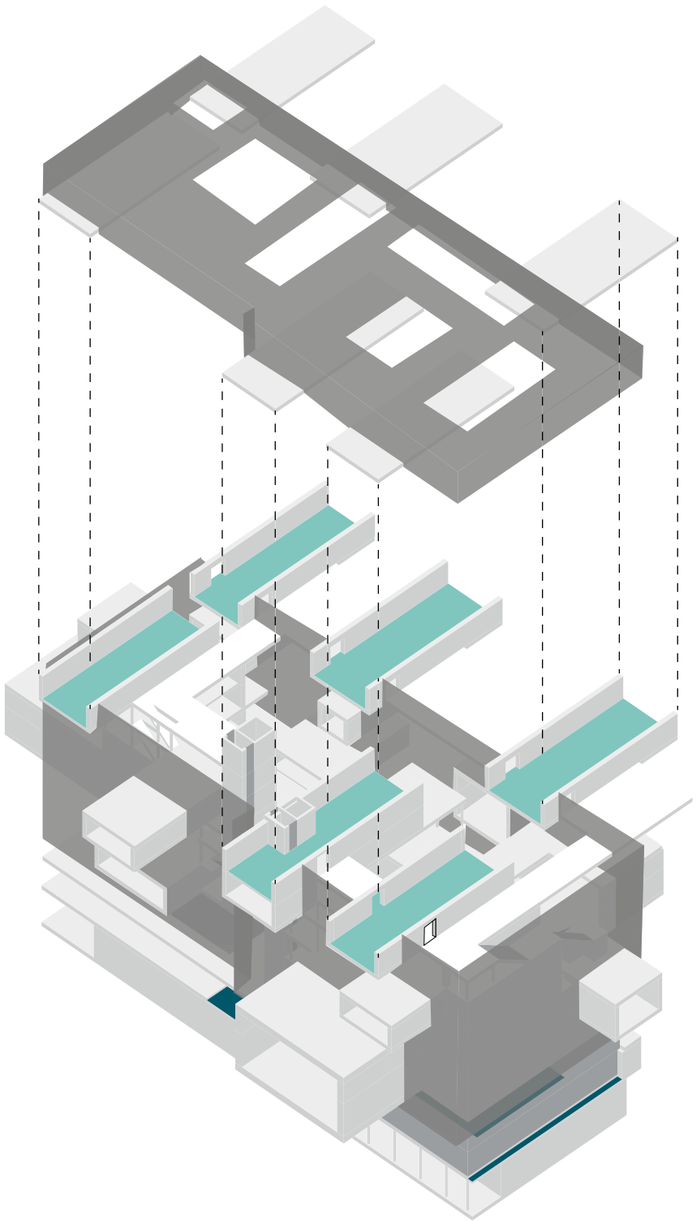
N

04 BOX-in-BOX

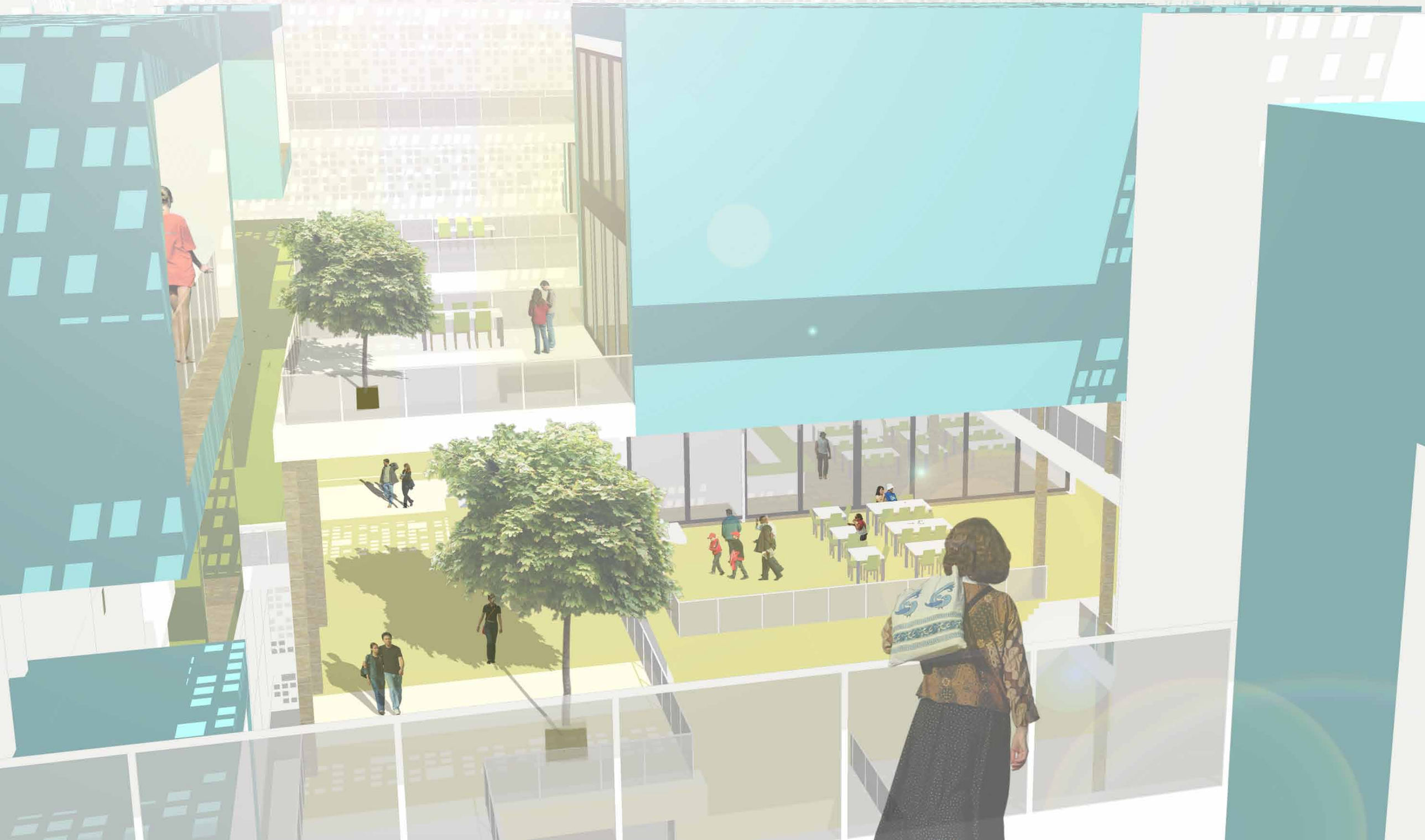
Plans

LEVEL 7

6 Apartments

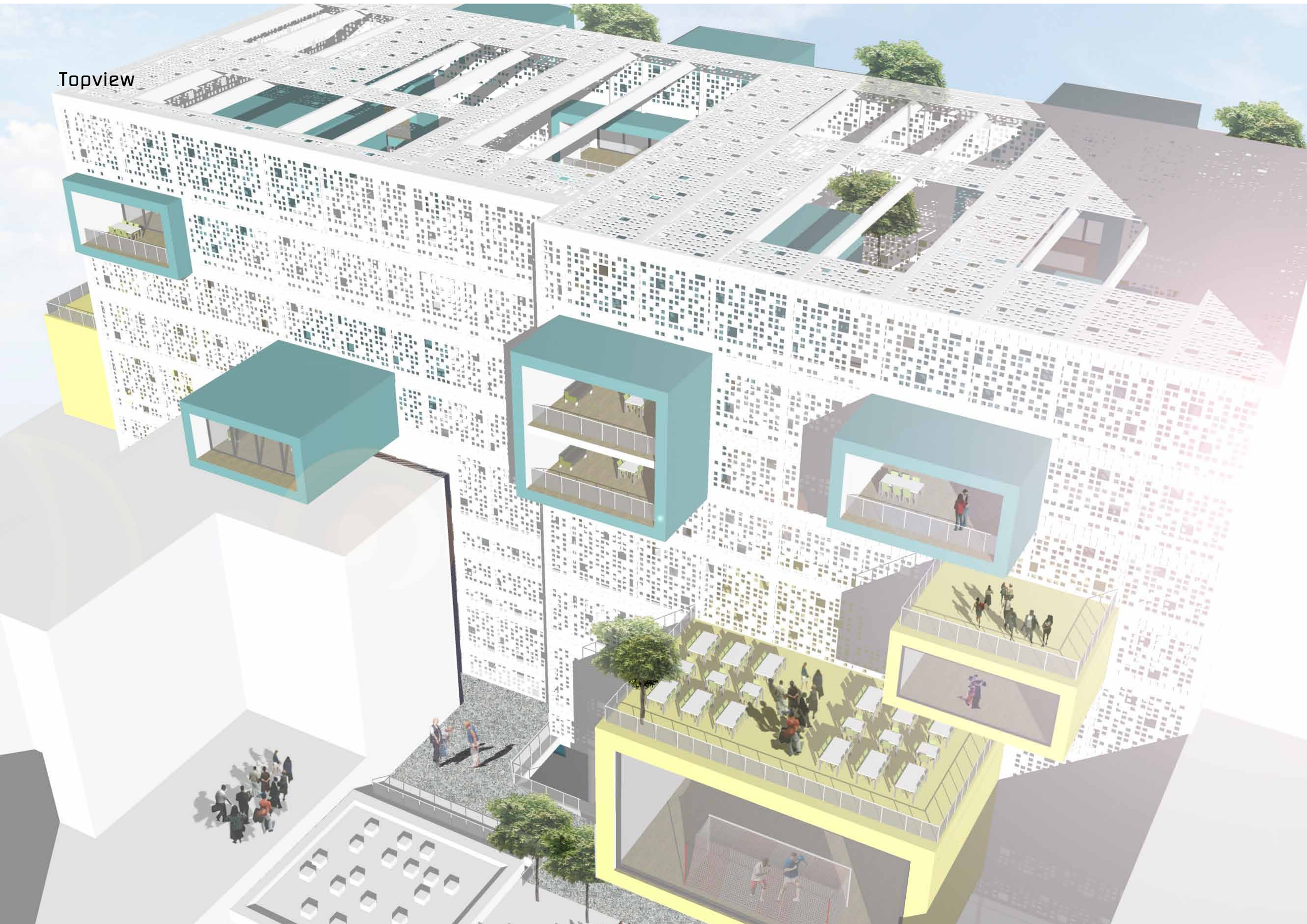


View from living



View from living

Topview

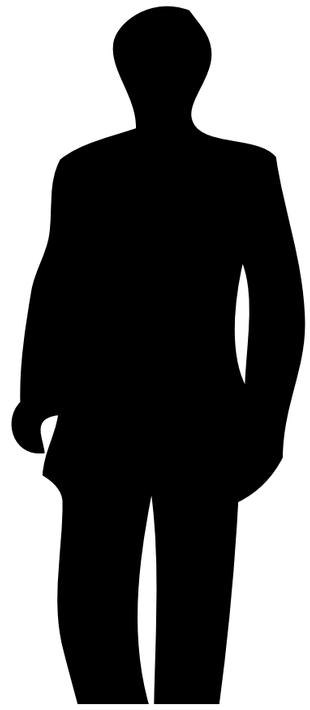


04 BOX-in-BOX

Visible connection

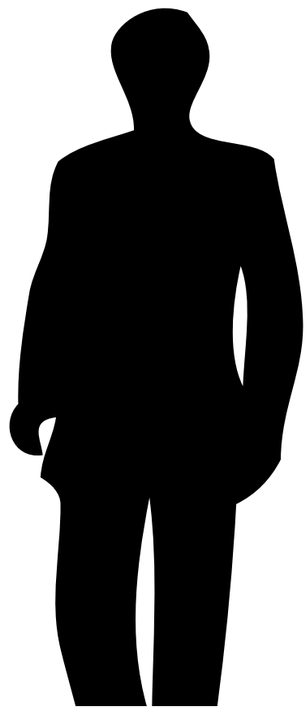
04 BOX-in-BOX

Visible connection



04 BOX-in-BOX

Visible connection



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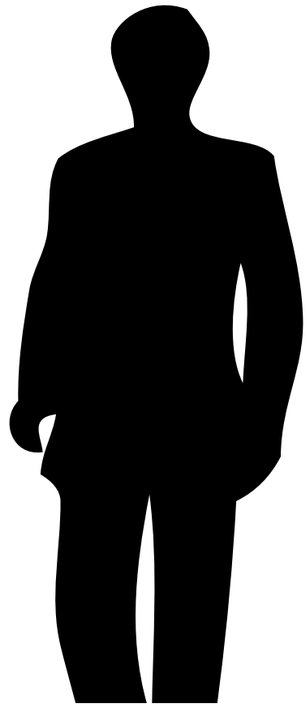
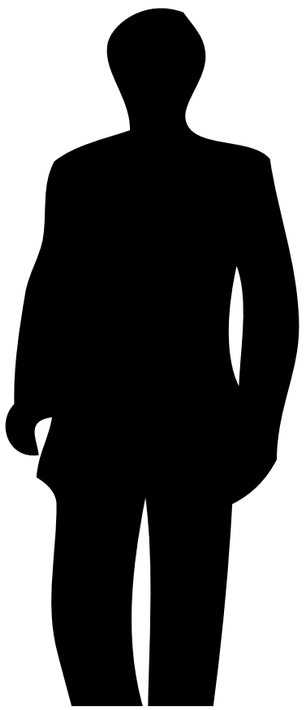


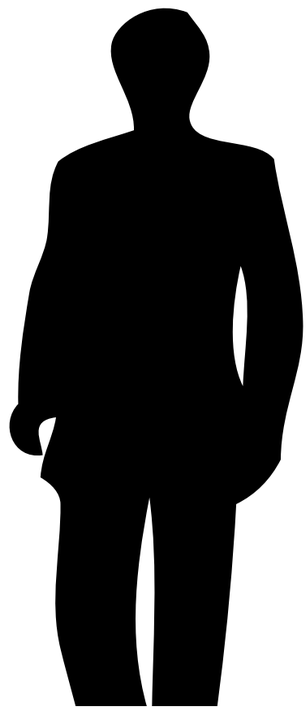
04 BOX-in-BOX

Visible connection



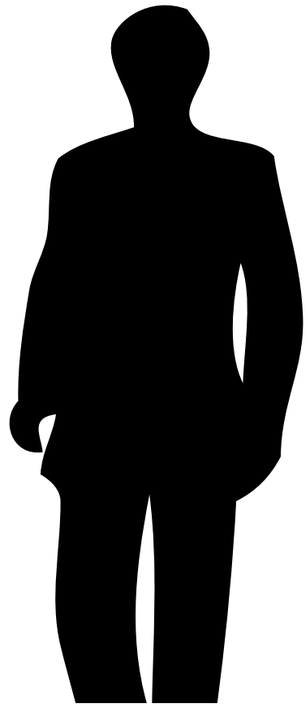
04 BOX-in-BOX

Visible connection



04 BOX-in-BOX

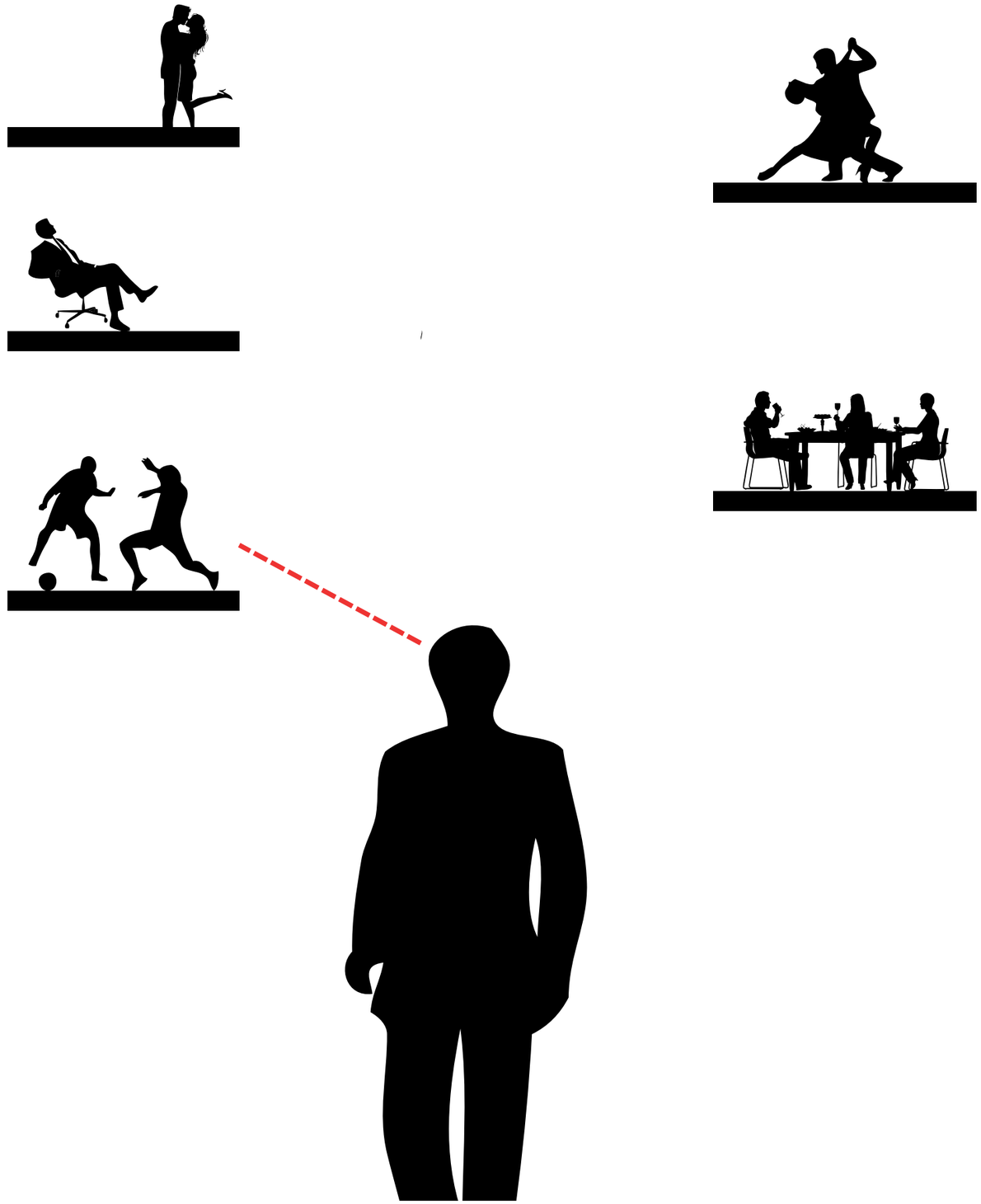
Visible connection



04 BOX-in-BOX

Visible connection

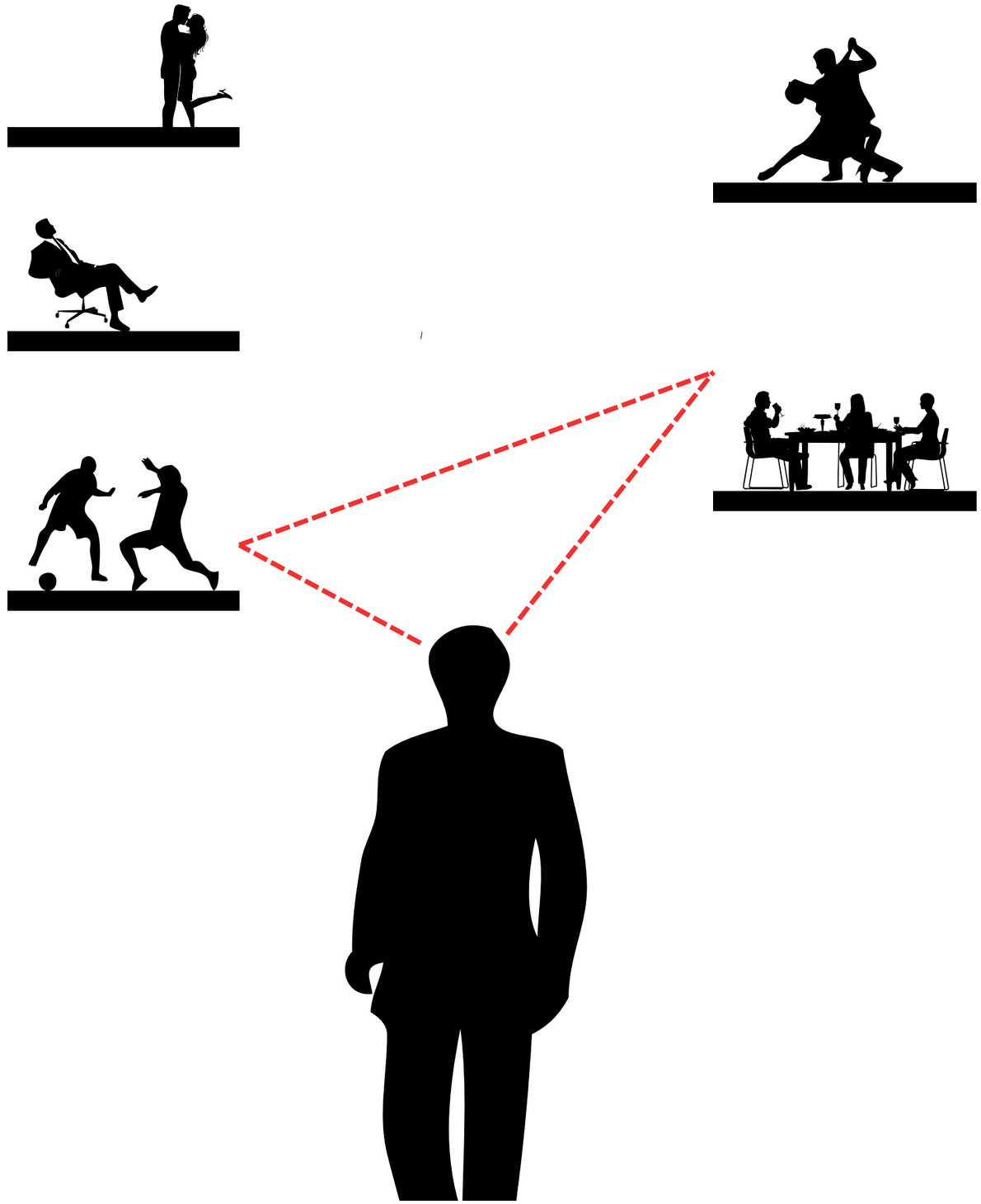
Social Awareness



04 BOX-in-BOX

Visible connection

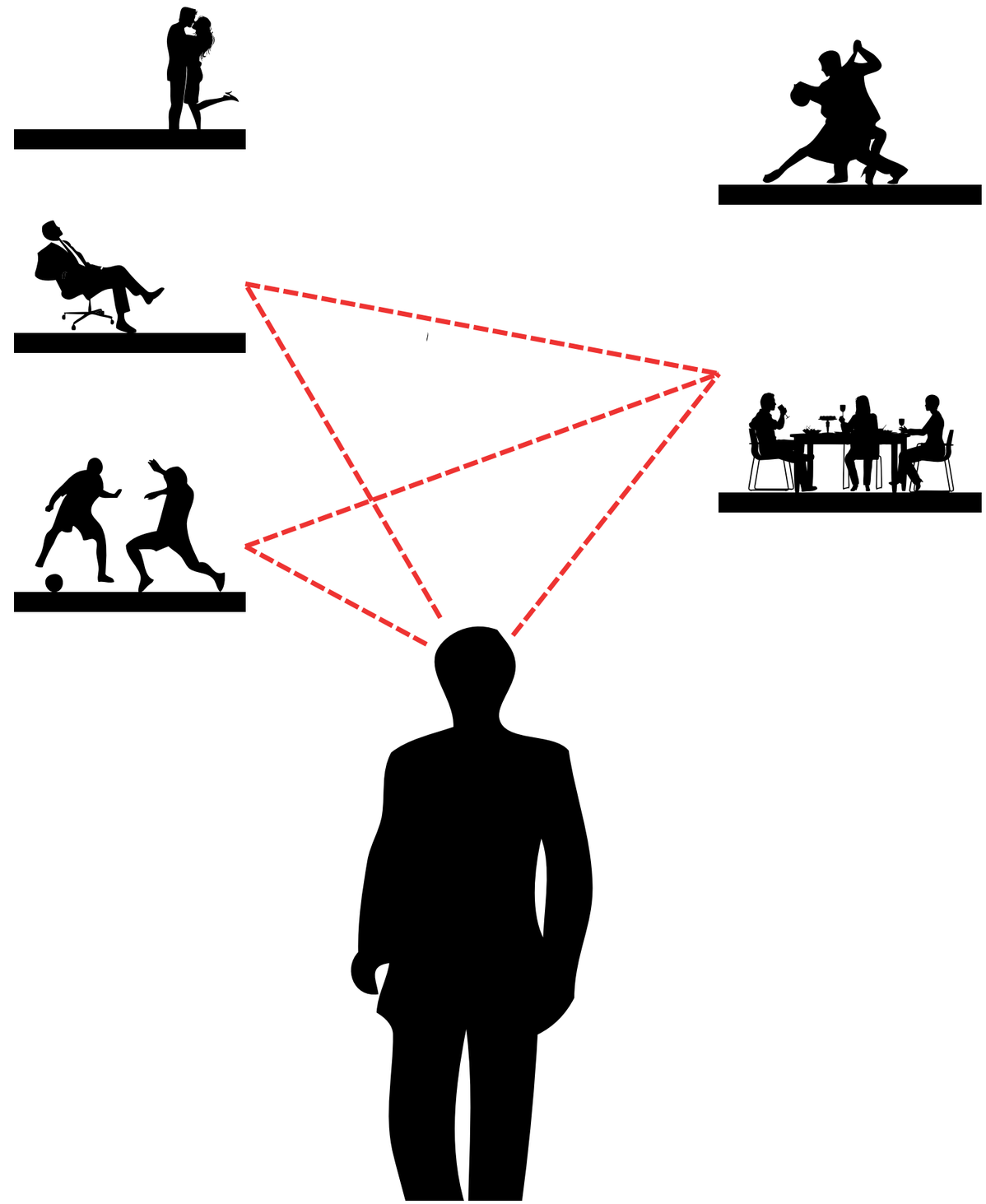
Social Awareness



04 BOX-in-BOX

Visible connection

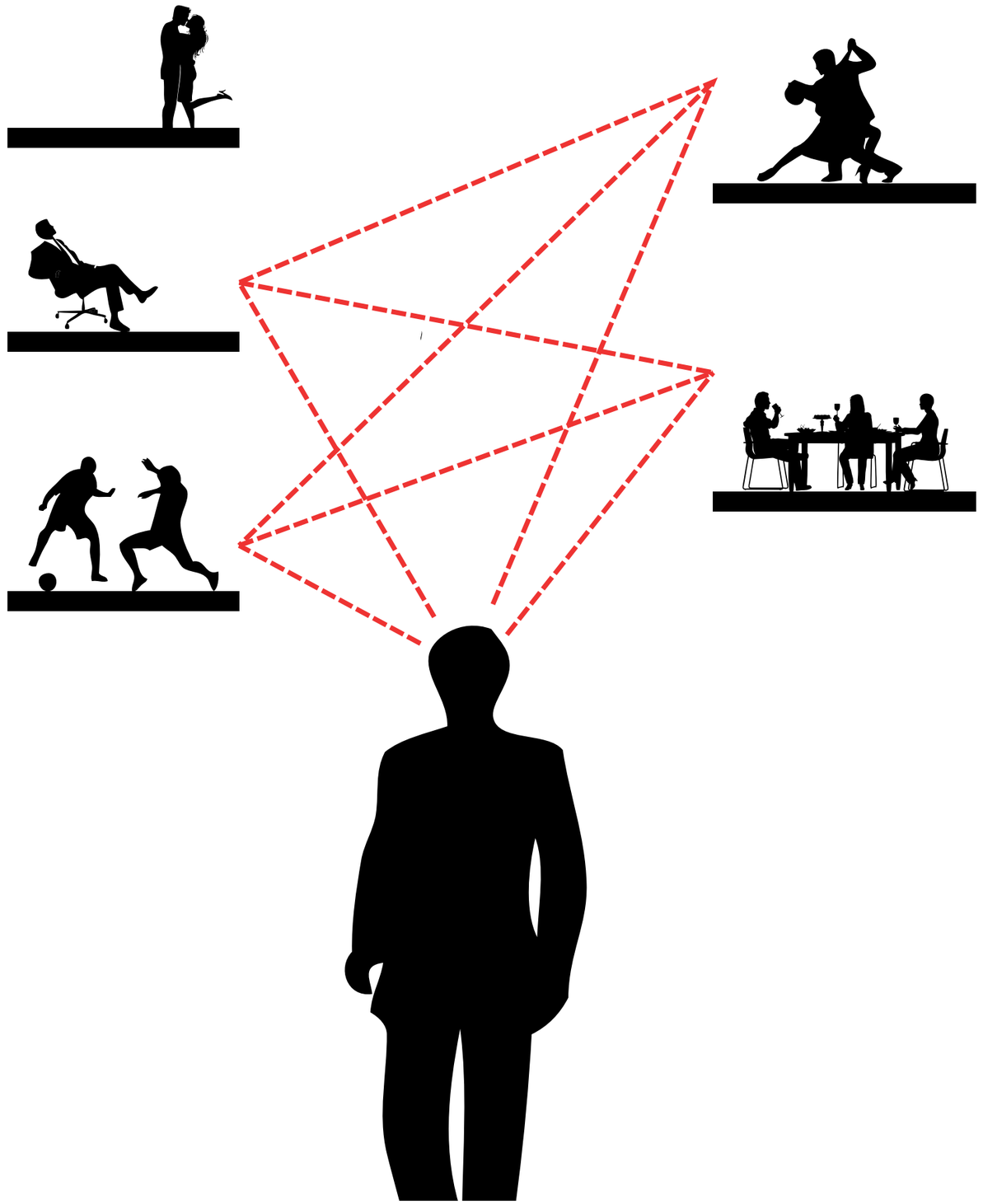
Social Awareness



04 BOX-in-BOX

Visible connection

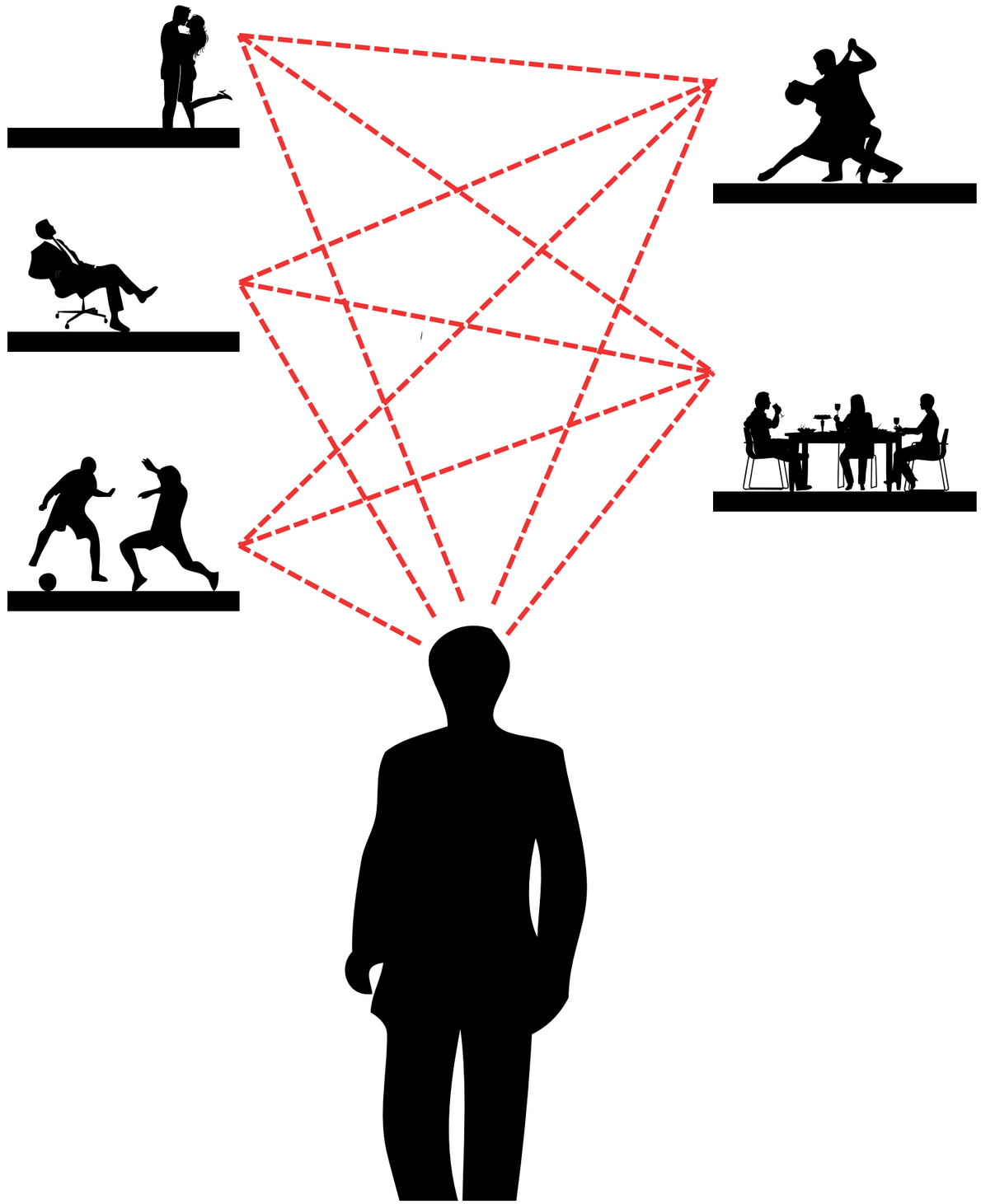
Social Awareness



04 BOX-in-BOX

Visible connection

Social Awareness



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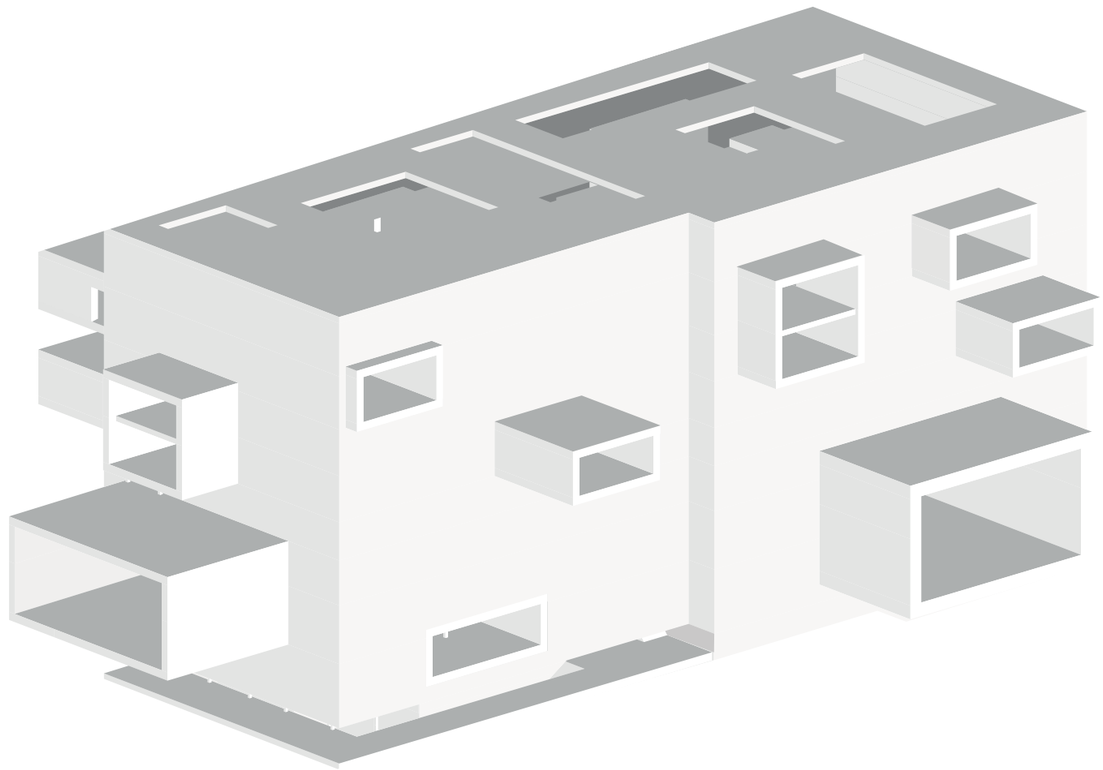

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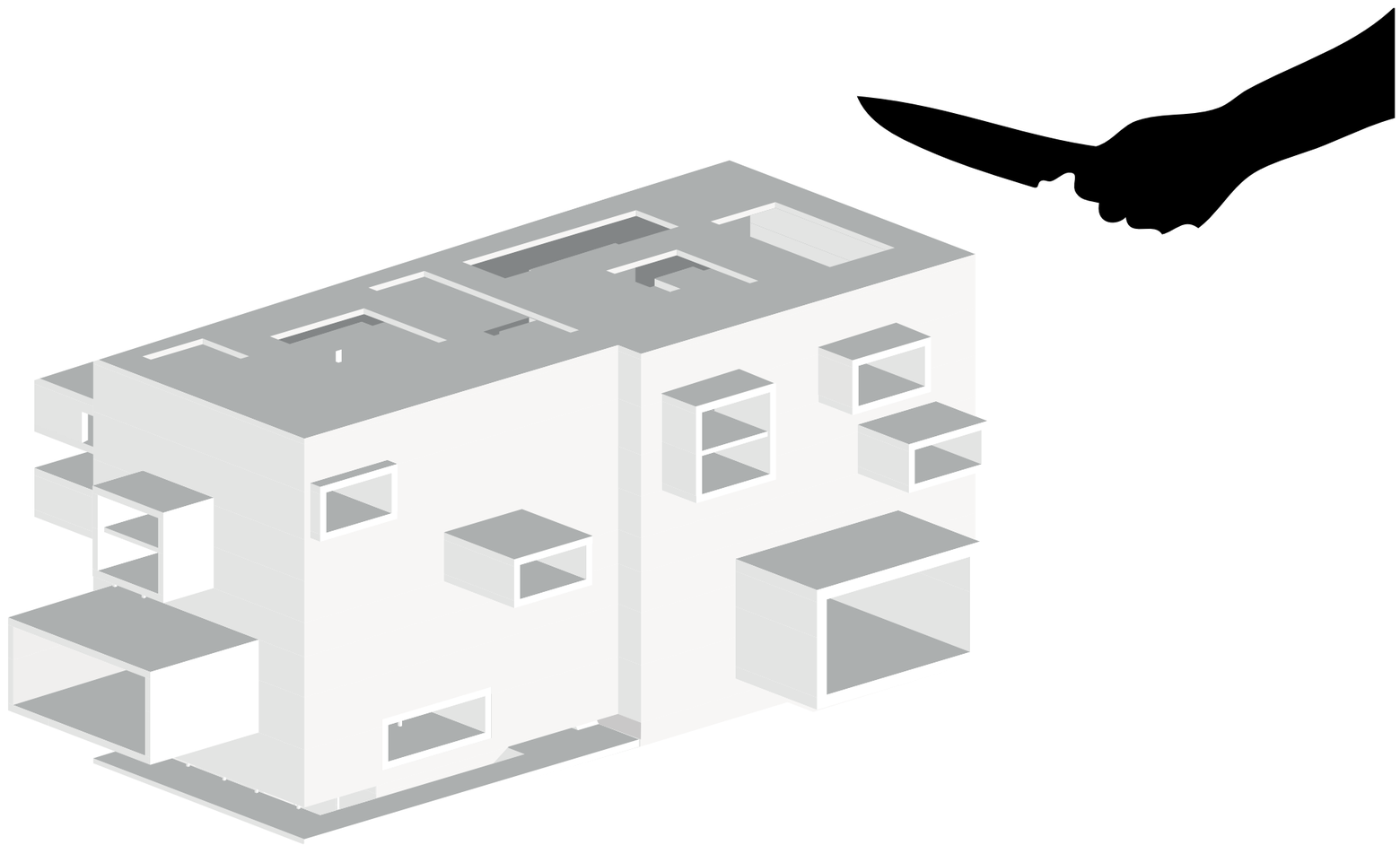

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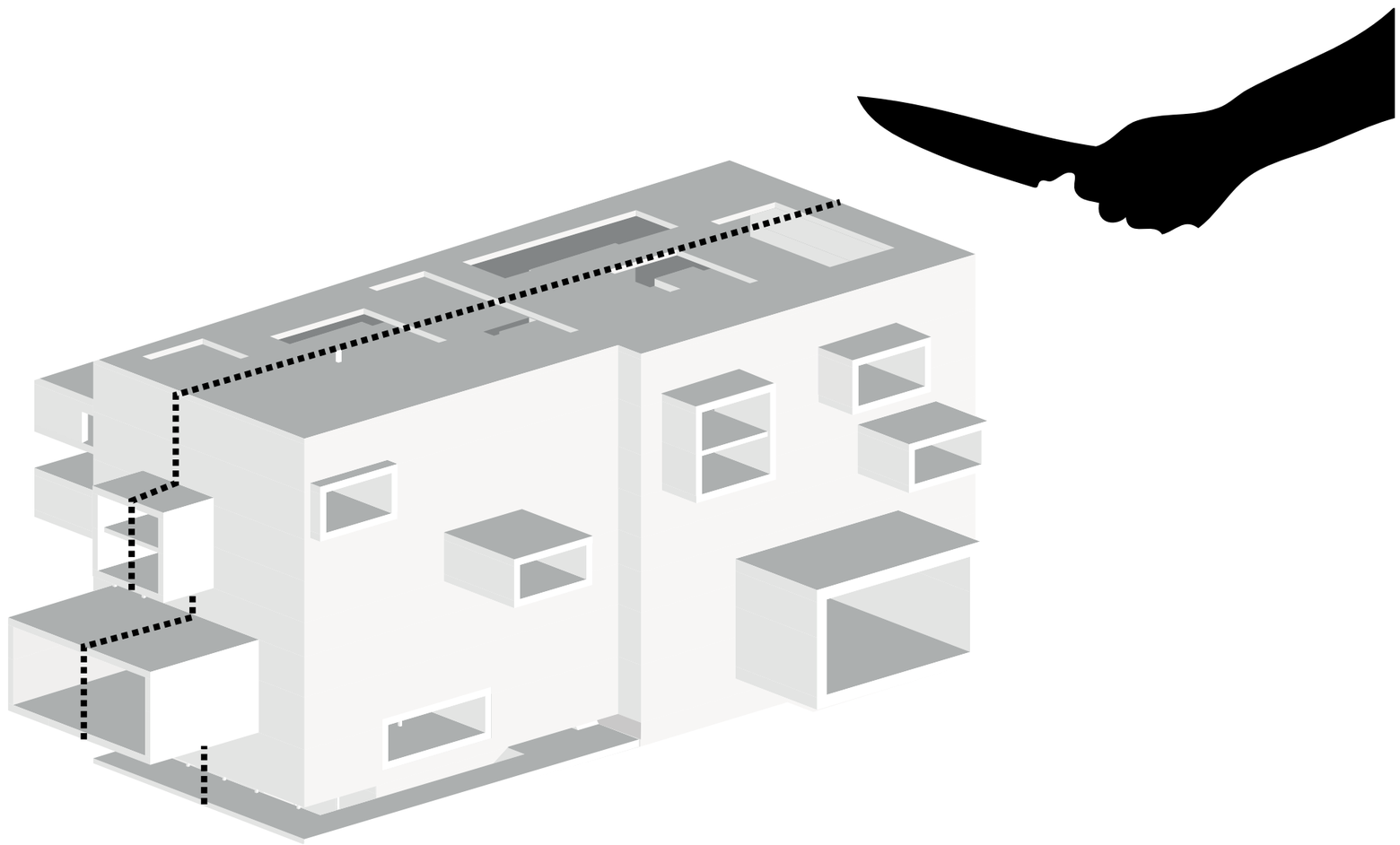

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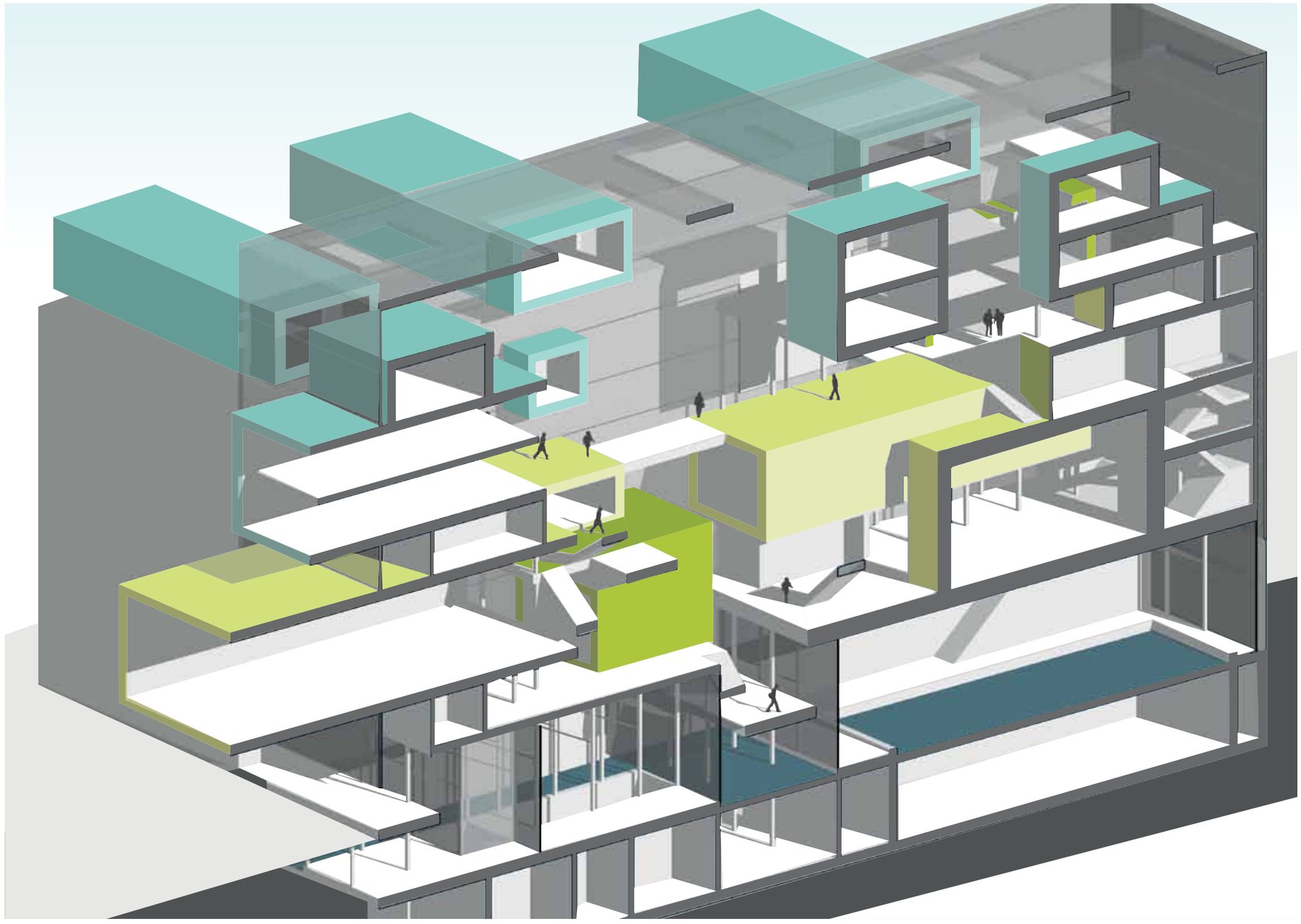
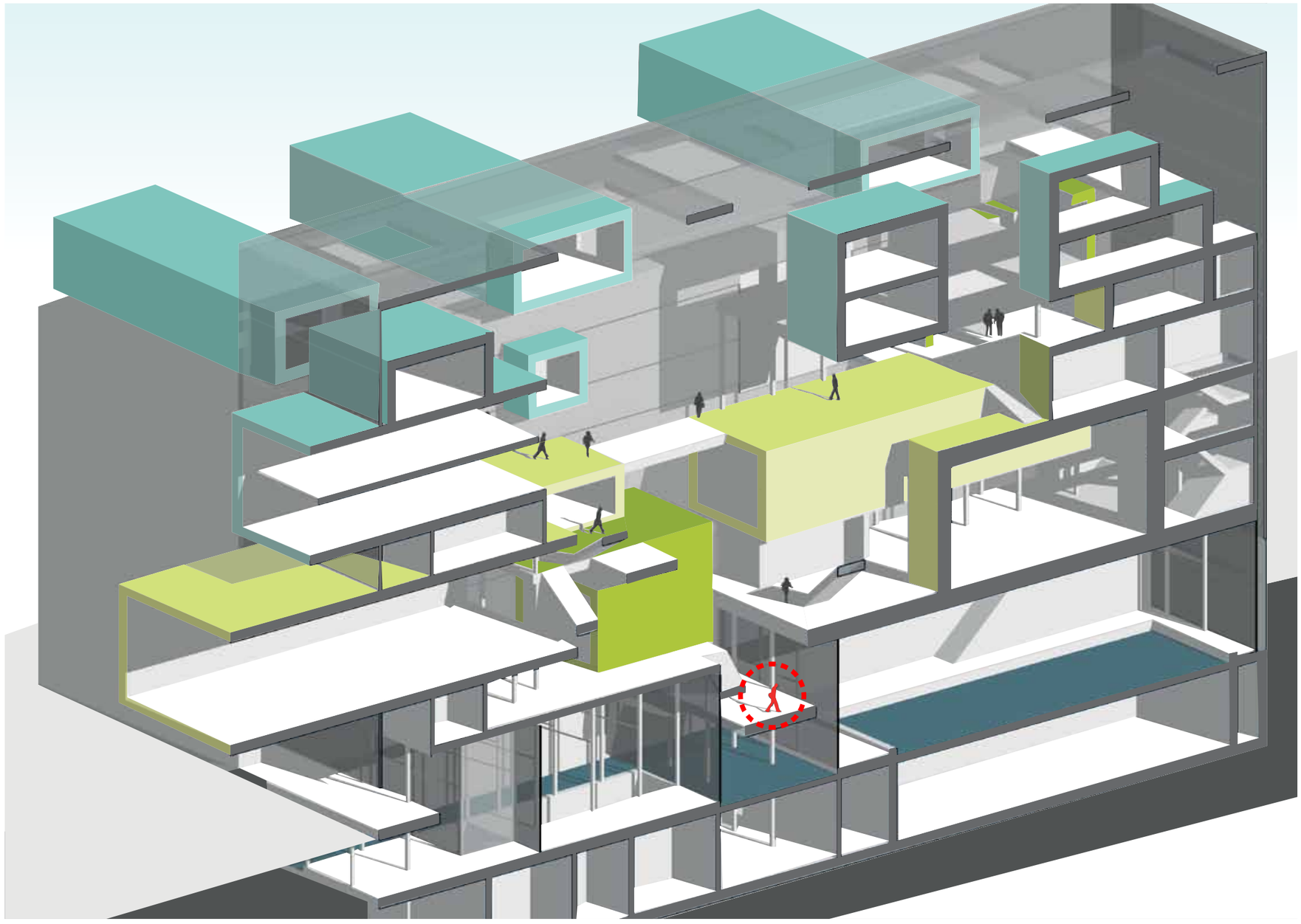


04 BOX-in-BOX

Visible connection



04 BOX-in-BOX

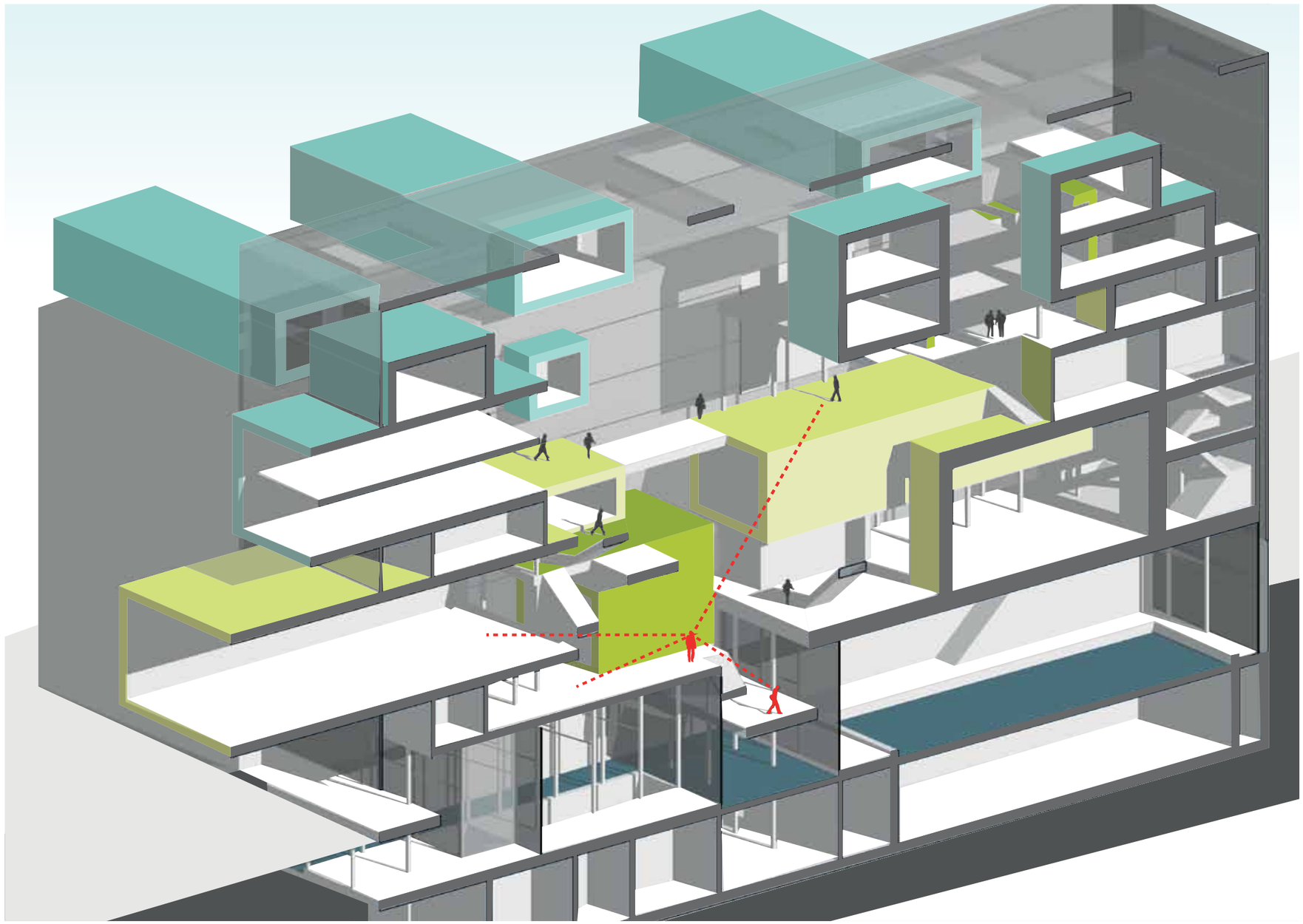
Visible connection

Social Awareness

Dance area

Music bar

Sports area



04 BOX-in-BOX

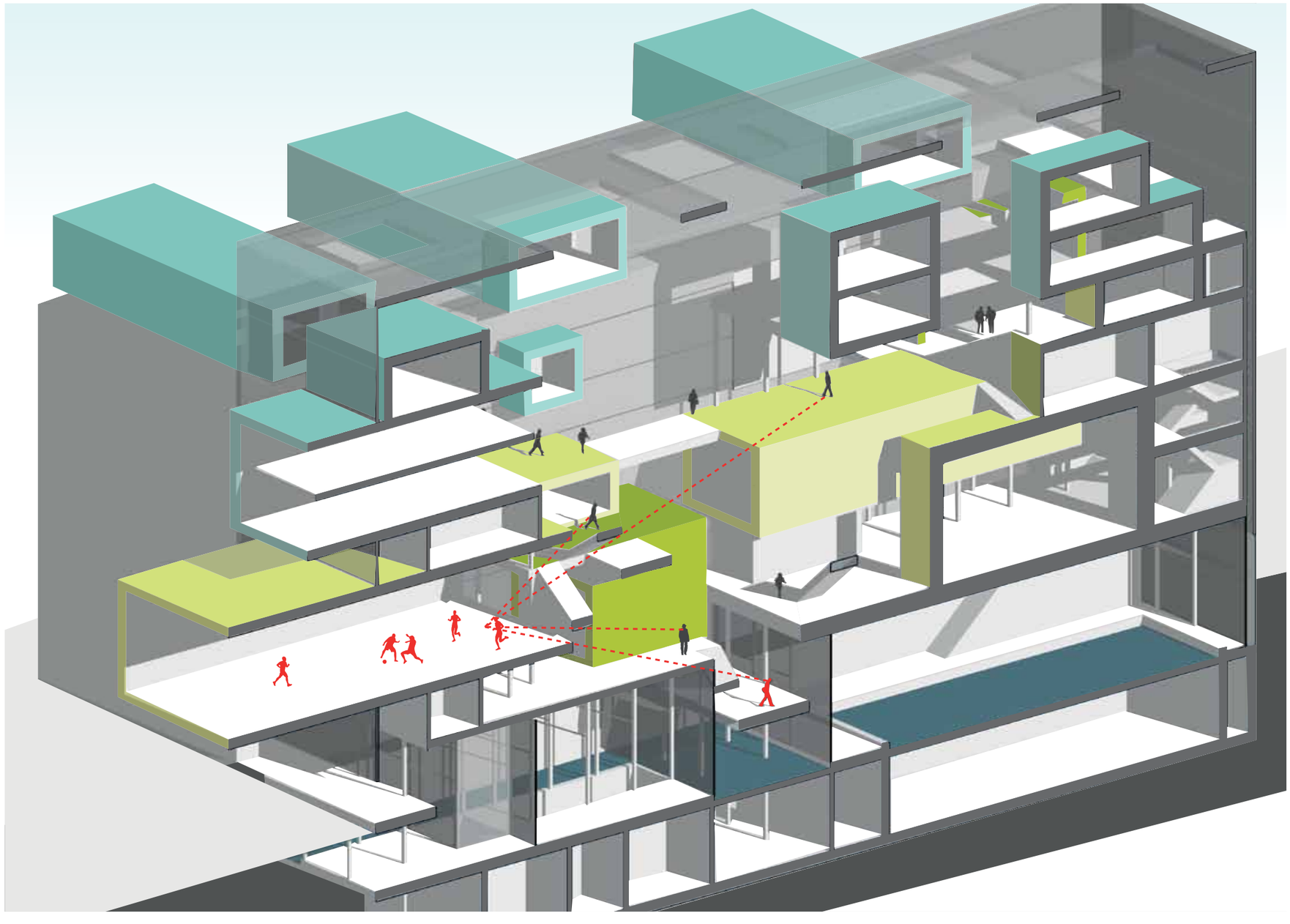
Visible connection

Social Awareness

Dance area

Music bar

Fysiotherapist



04 BOX-in-BOX

Visible connection

Social Awareness

Dance area

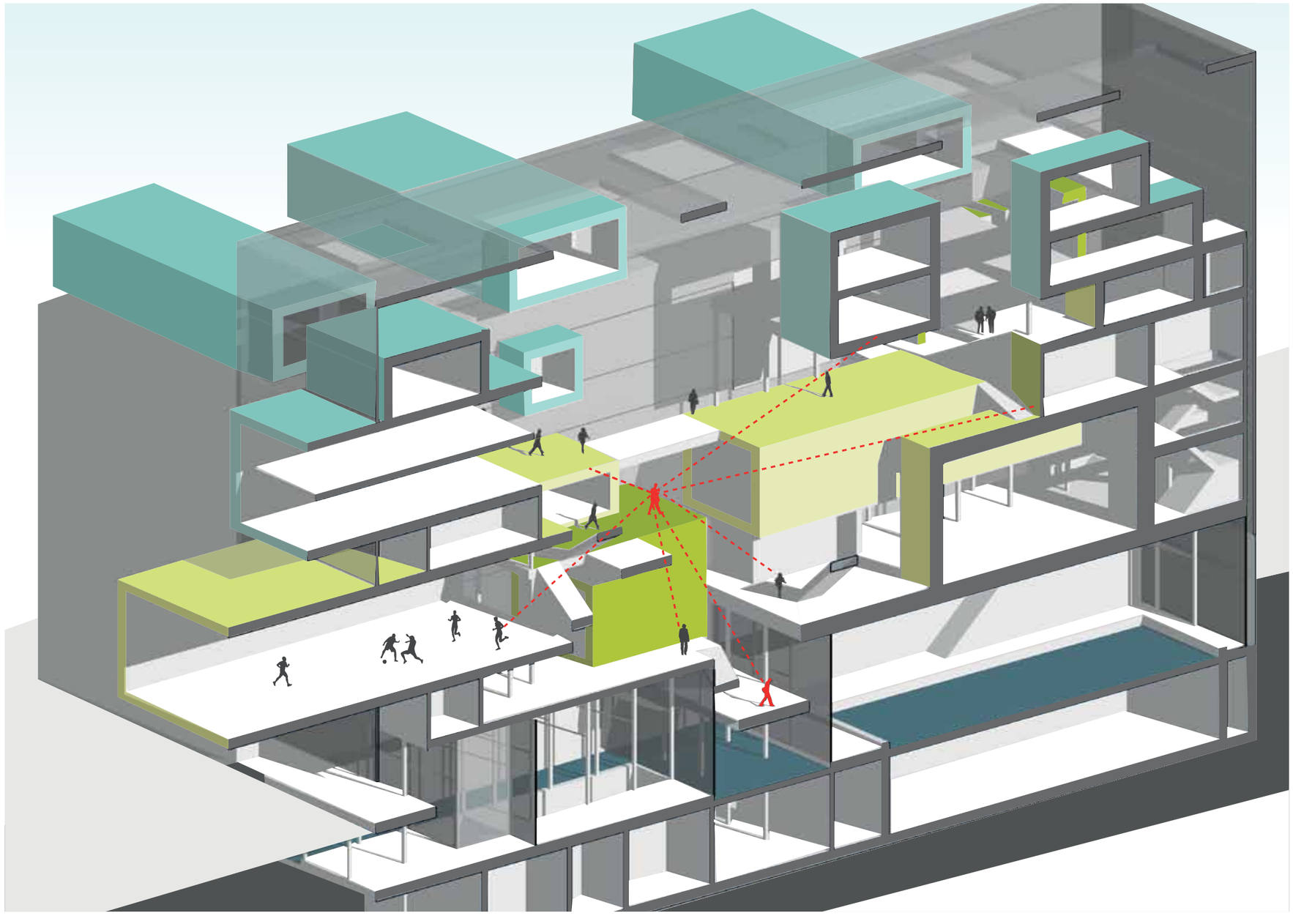
Music bar

Fysiotherapist

Sports area

Congres area

Veggie bar



04 BOX-in-BOX

Visible connection

Social Awareness

Music bar

Fysiotherapist

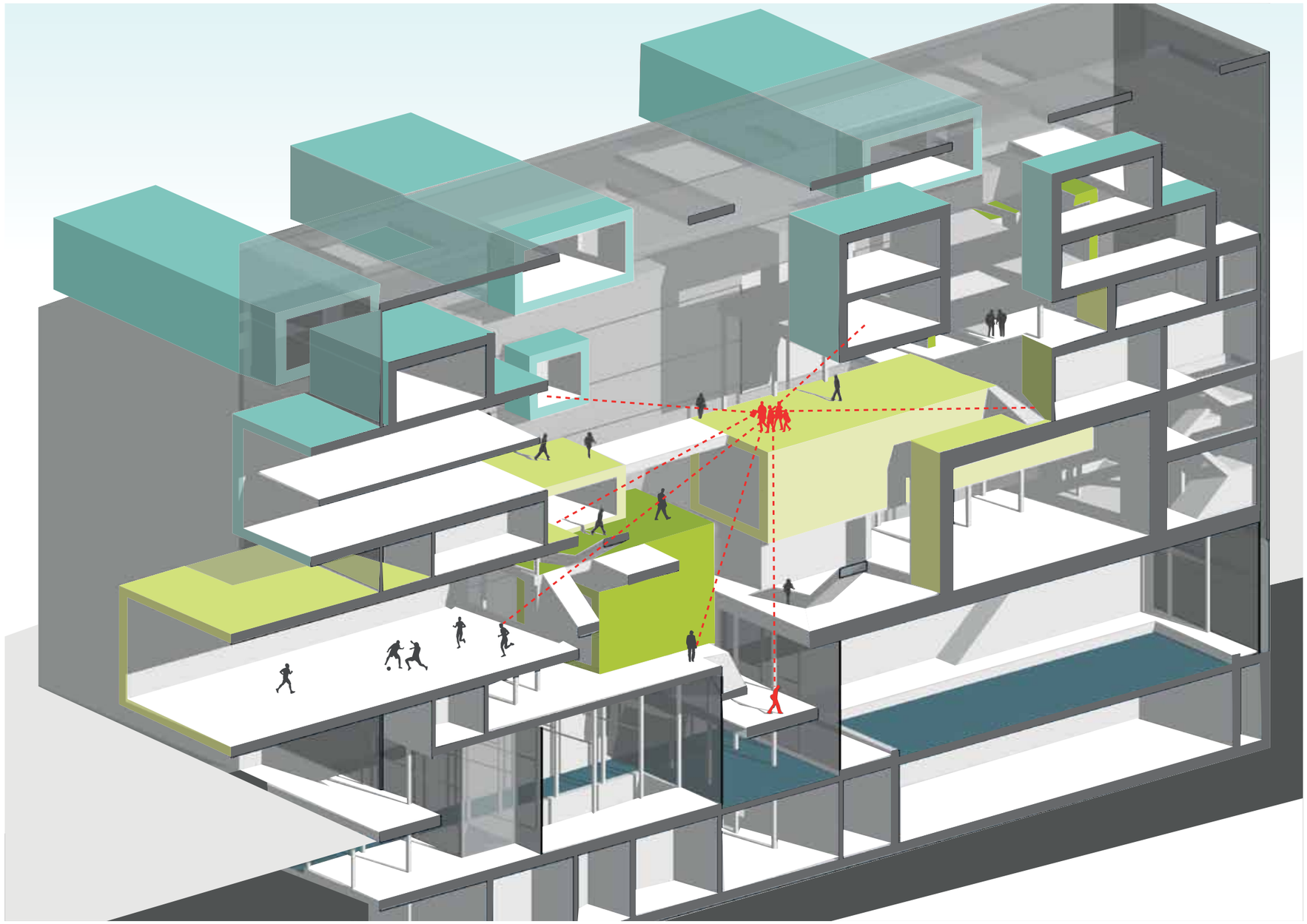
Sports area

Congres area

Veggie bar

Lunch bar

Apartment



04 BOX-in-BOX

Visible connection

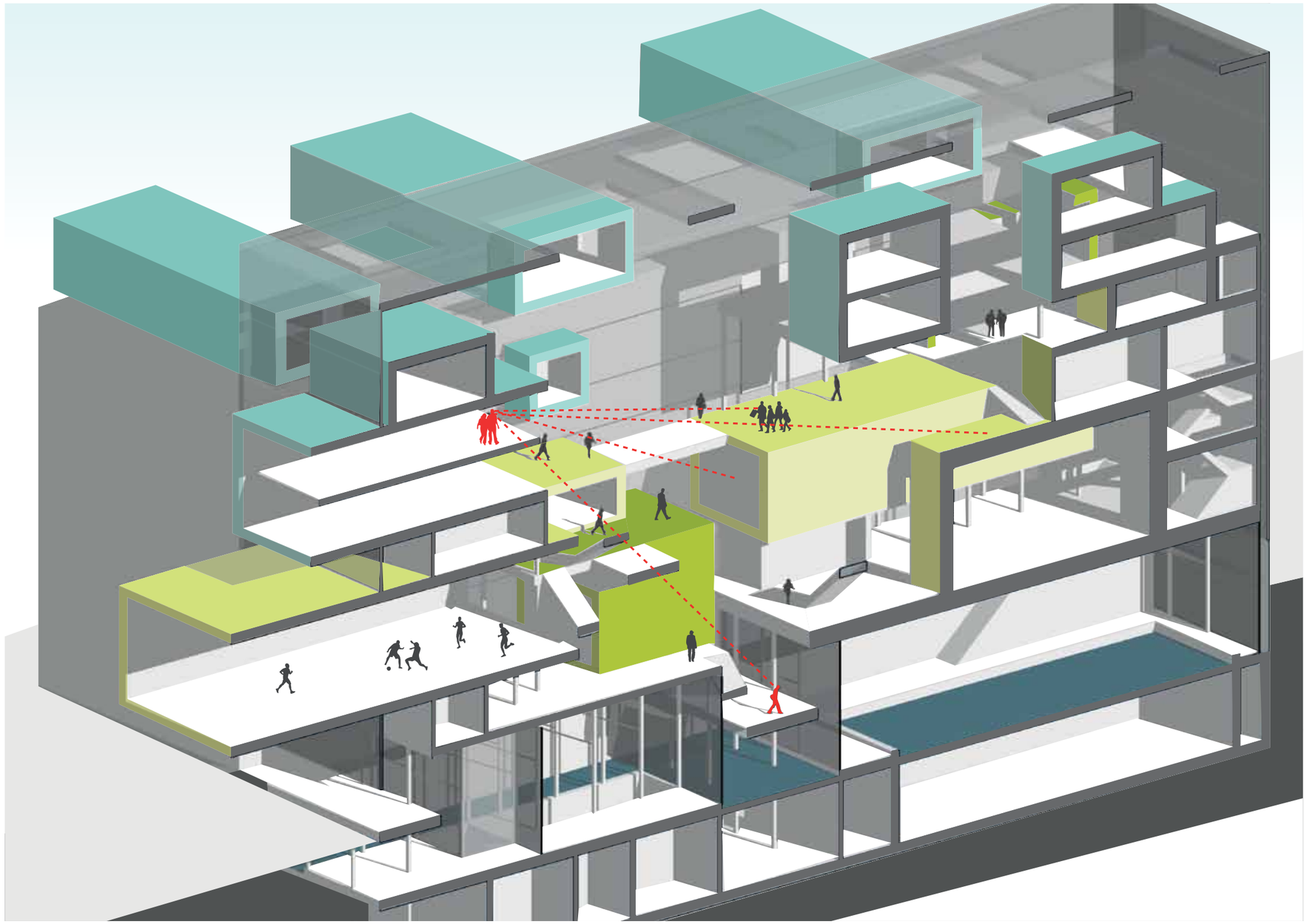
Social Awareness

Music bar

Veggie bar

Dance area

Apartment



04 BOX-in-BOX

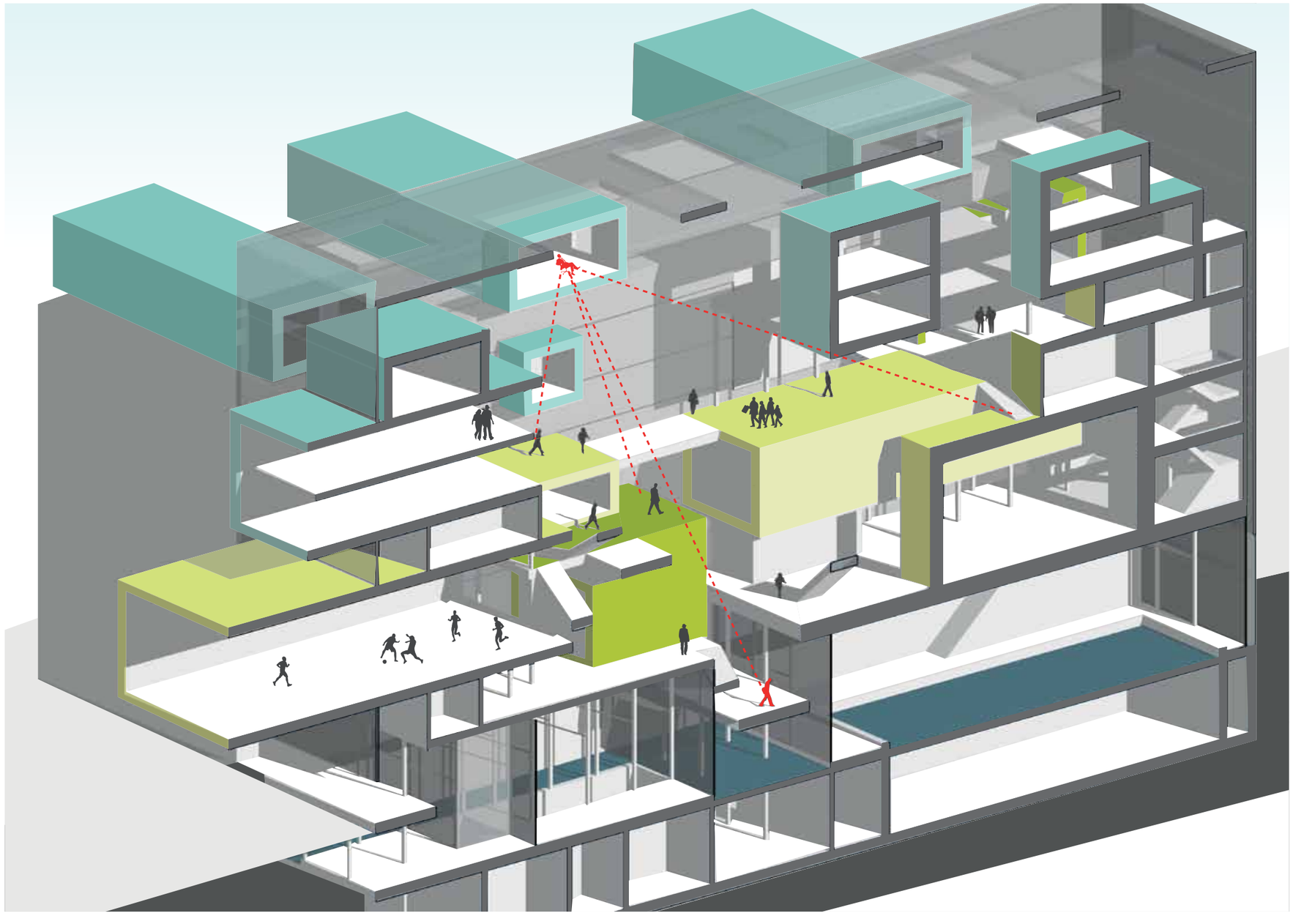
Visible connection

Social Awareness

Music bar

Veggie bar

Apartment

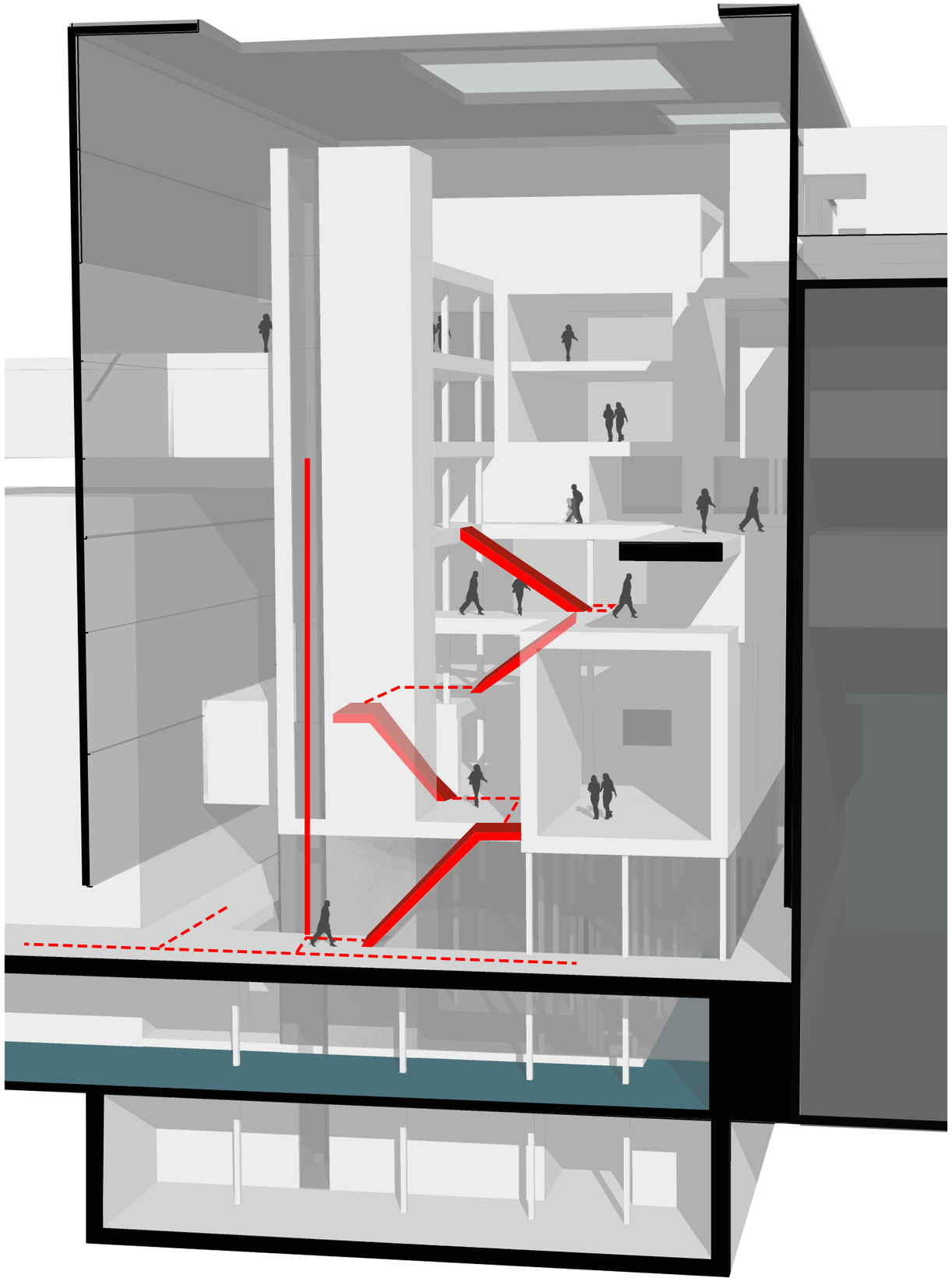


Topview

04 BOX-in-BOX

Visible connection

Public route: left



04 BOX-in-BOX

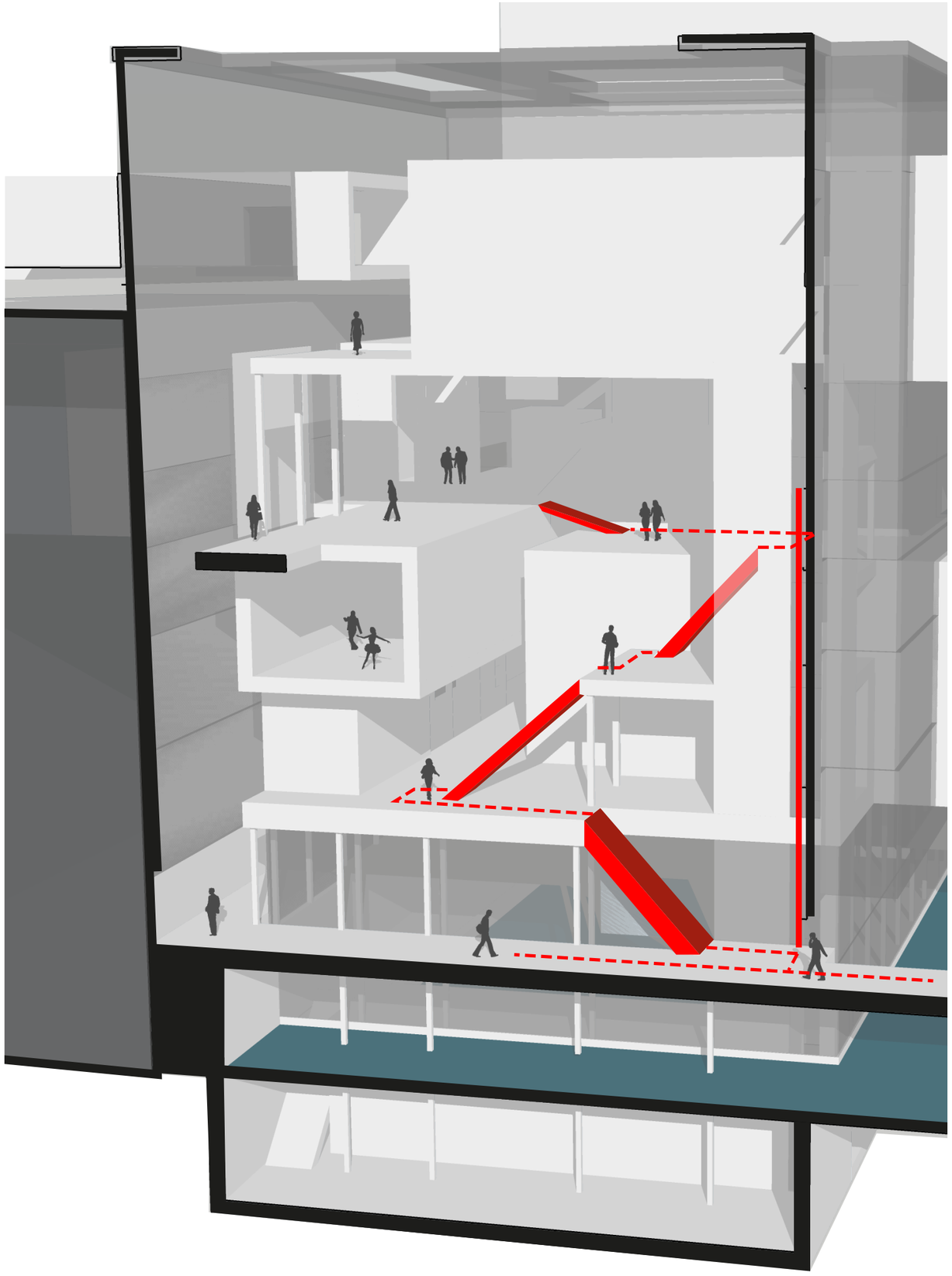
Visible connection

Public route: left view

04 BOX-in-BOX

Visible connection

Public route: right



04 BOX-in-BOX

Visible connection

Public route: right view

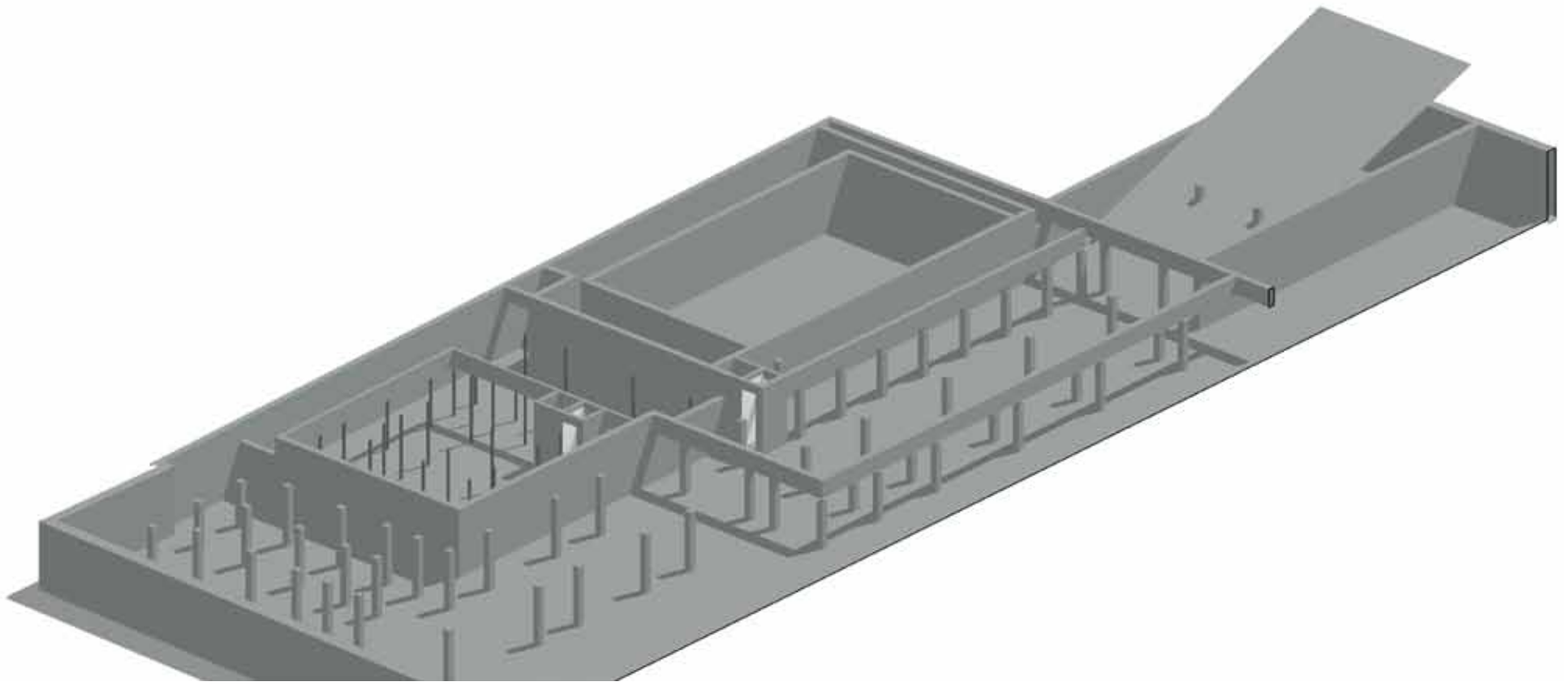
04 BOX-in-BOX

Construction

04 BOX-in-BOX

Construction

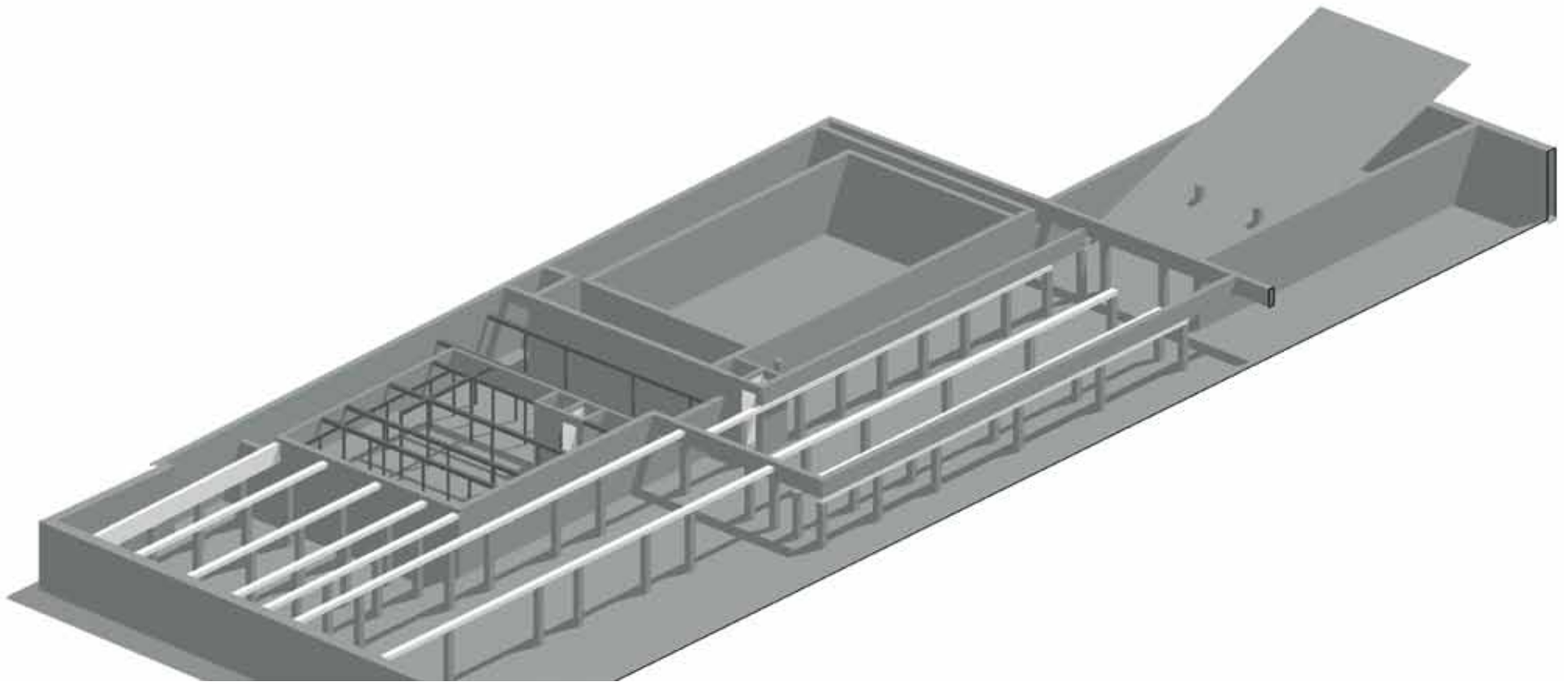
-2 Concrete foundation



04 BOX-in-BOX

Construction

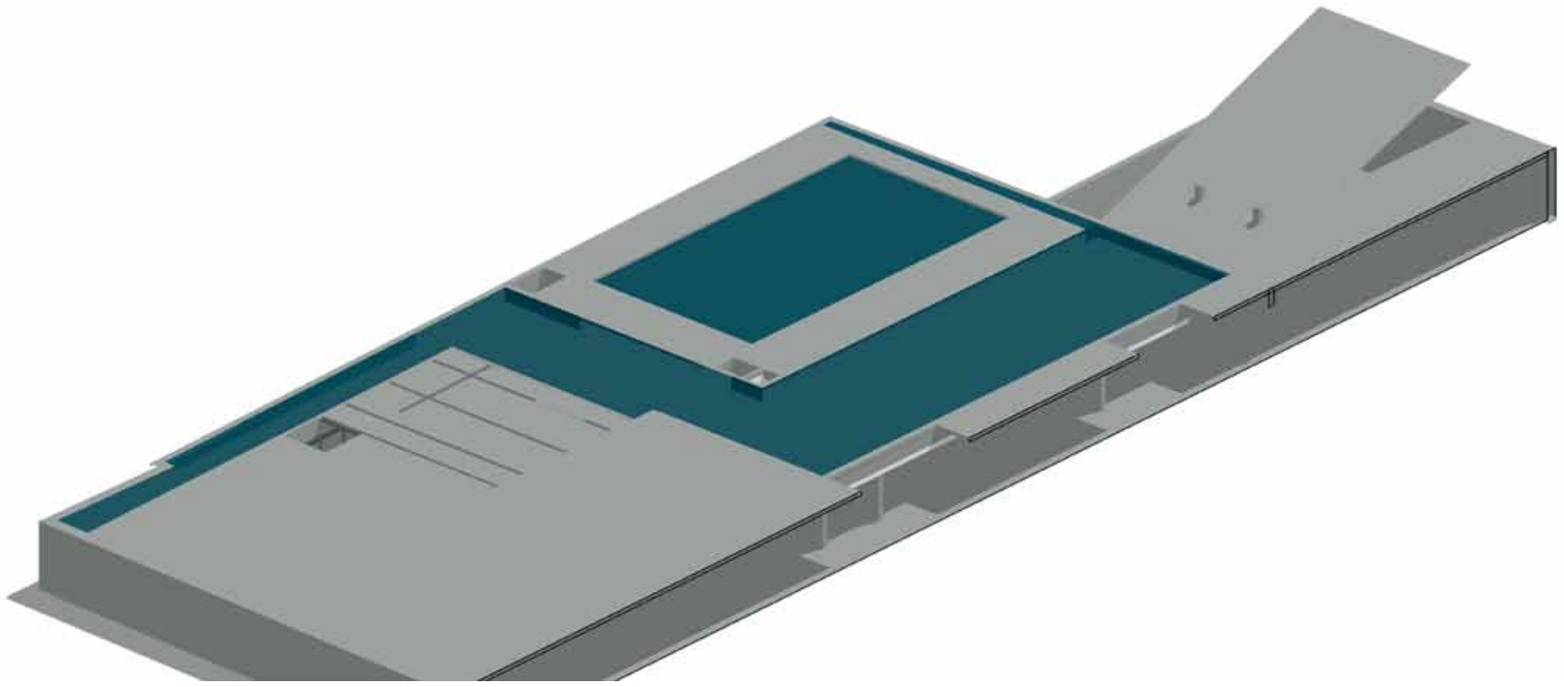
-2 Concrete foundation
Concrete beams



04 BOX-in-BOX

Construction

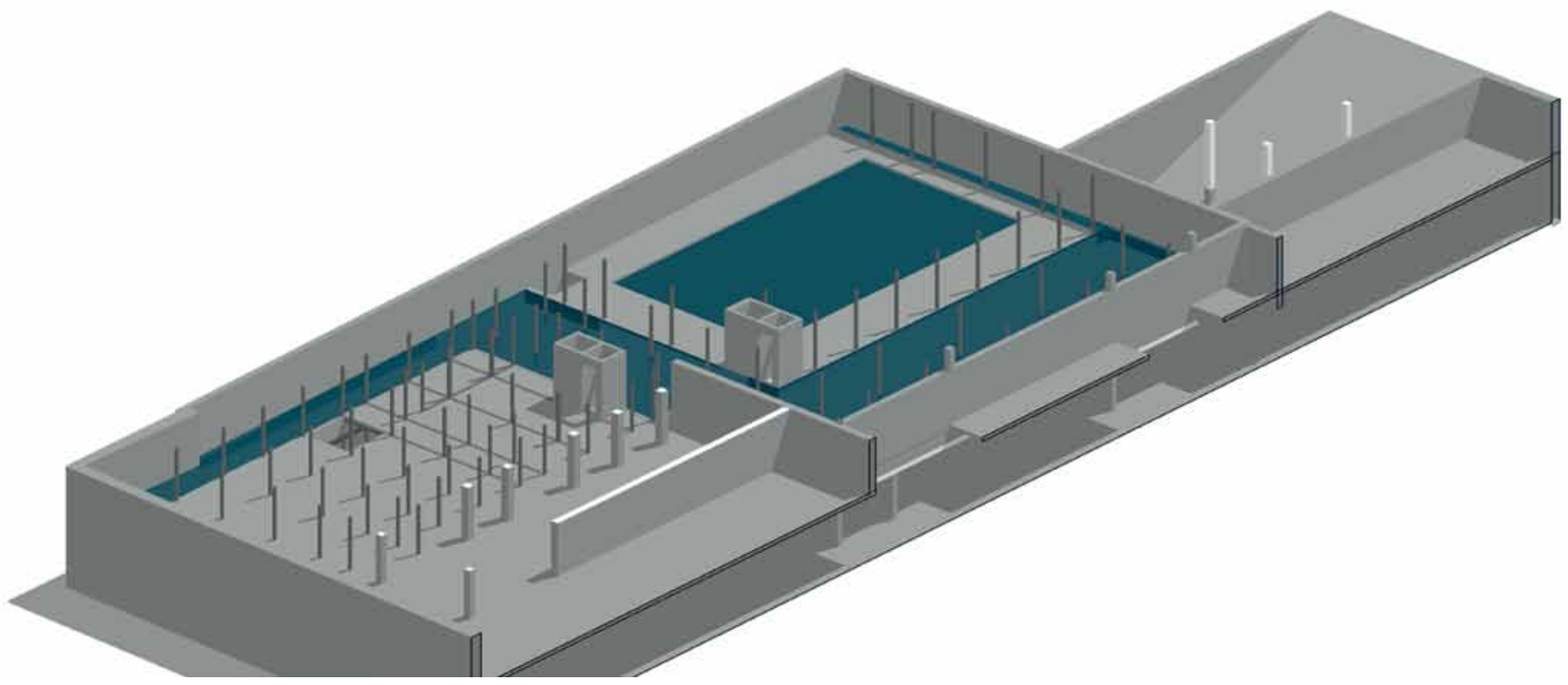
- Concrete floor



04 BOX-in-BOX

Construction

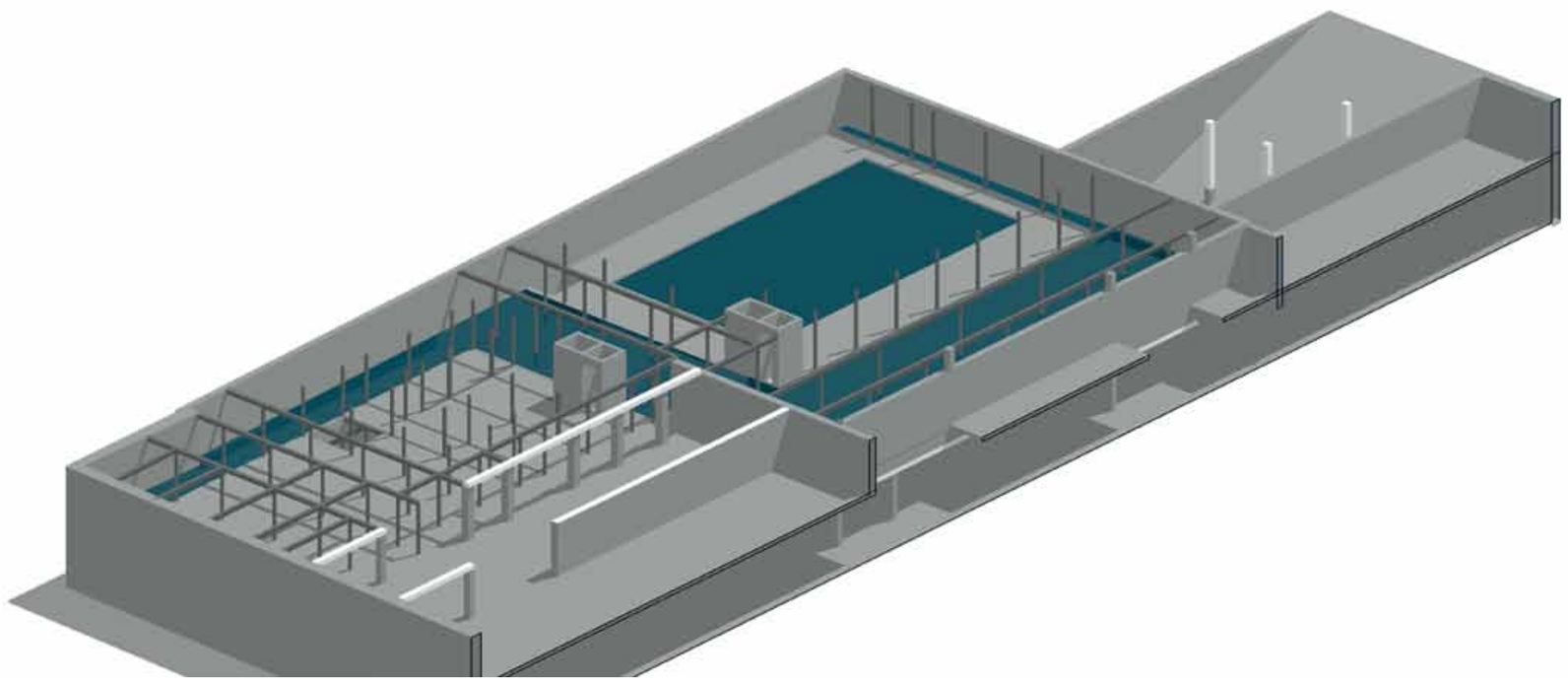
- Concrete floor
  Concrete + Steel columns



04 BOX-in-BOX

Construction

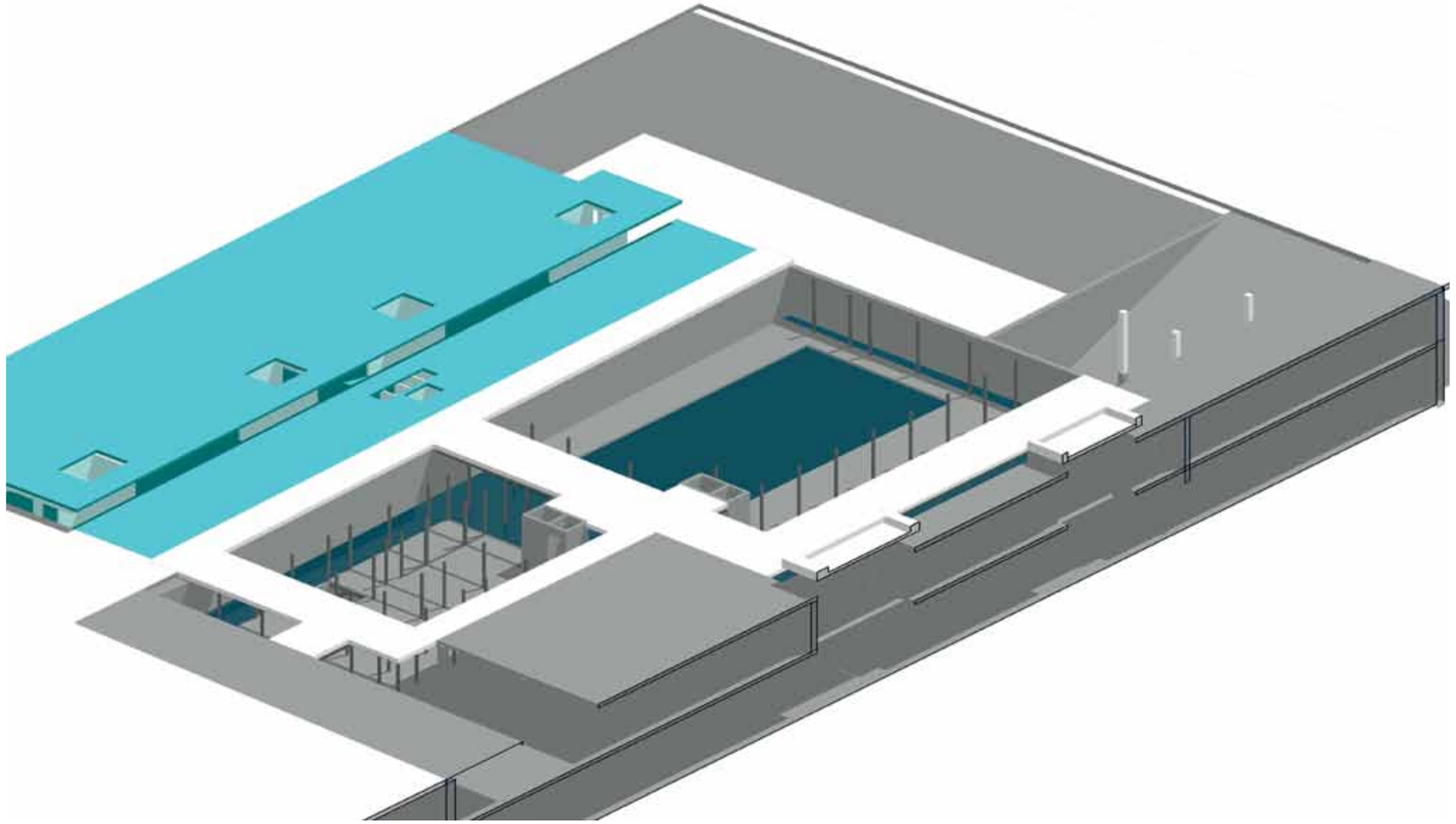
- I Concrete floor
  Concrete + Steel columns
  Steel beams



04 BOX-in-BOX

Construction

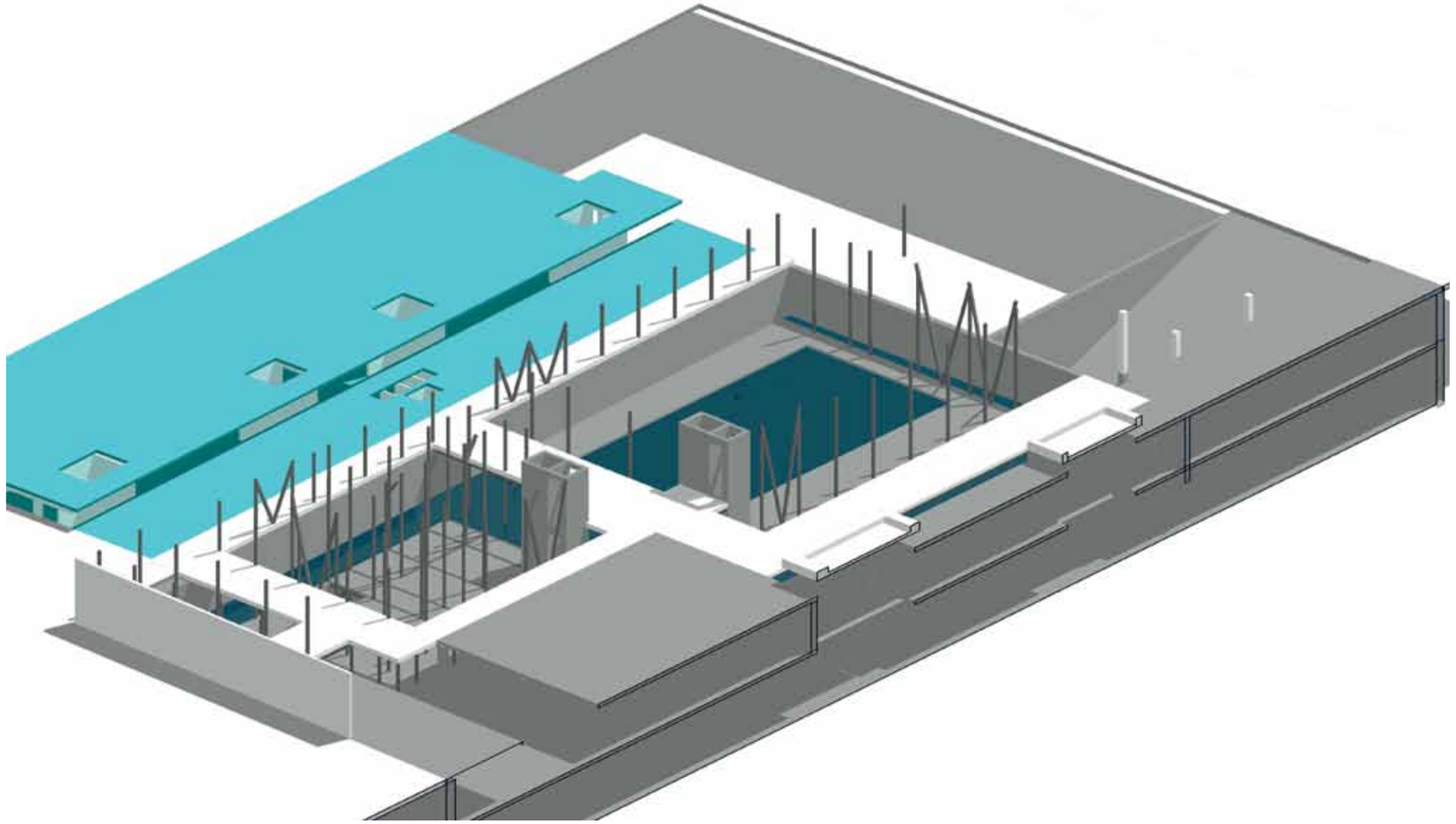
0 Concrete floor



04 BOX-in-BOX

Construction

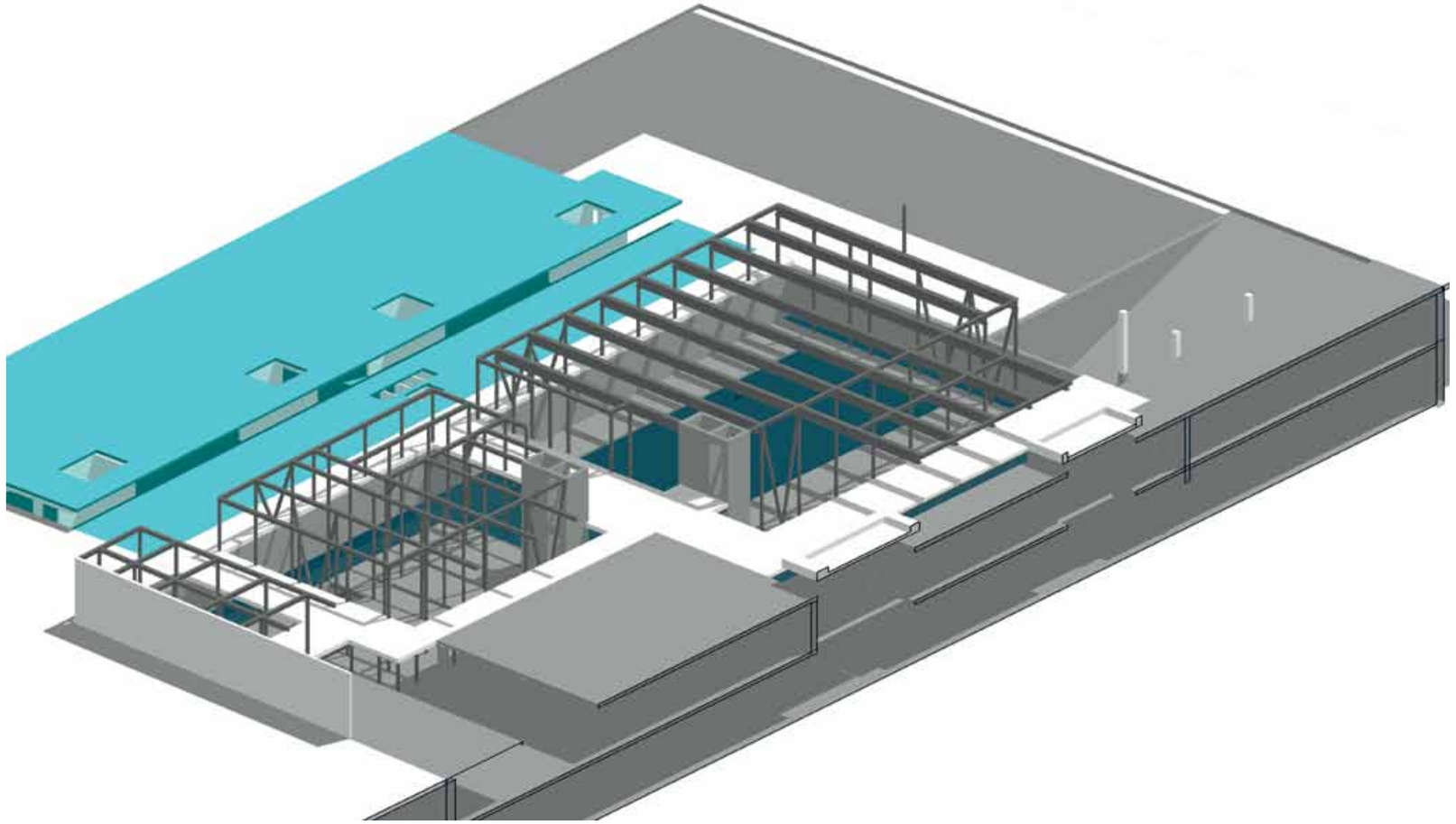
0 Concrete floor
Steel columns



04 BOX-in-BOX

Construction

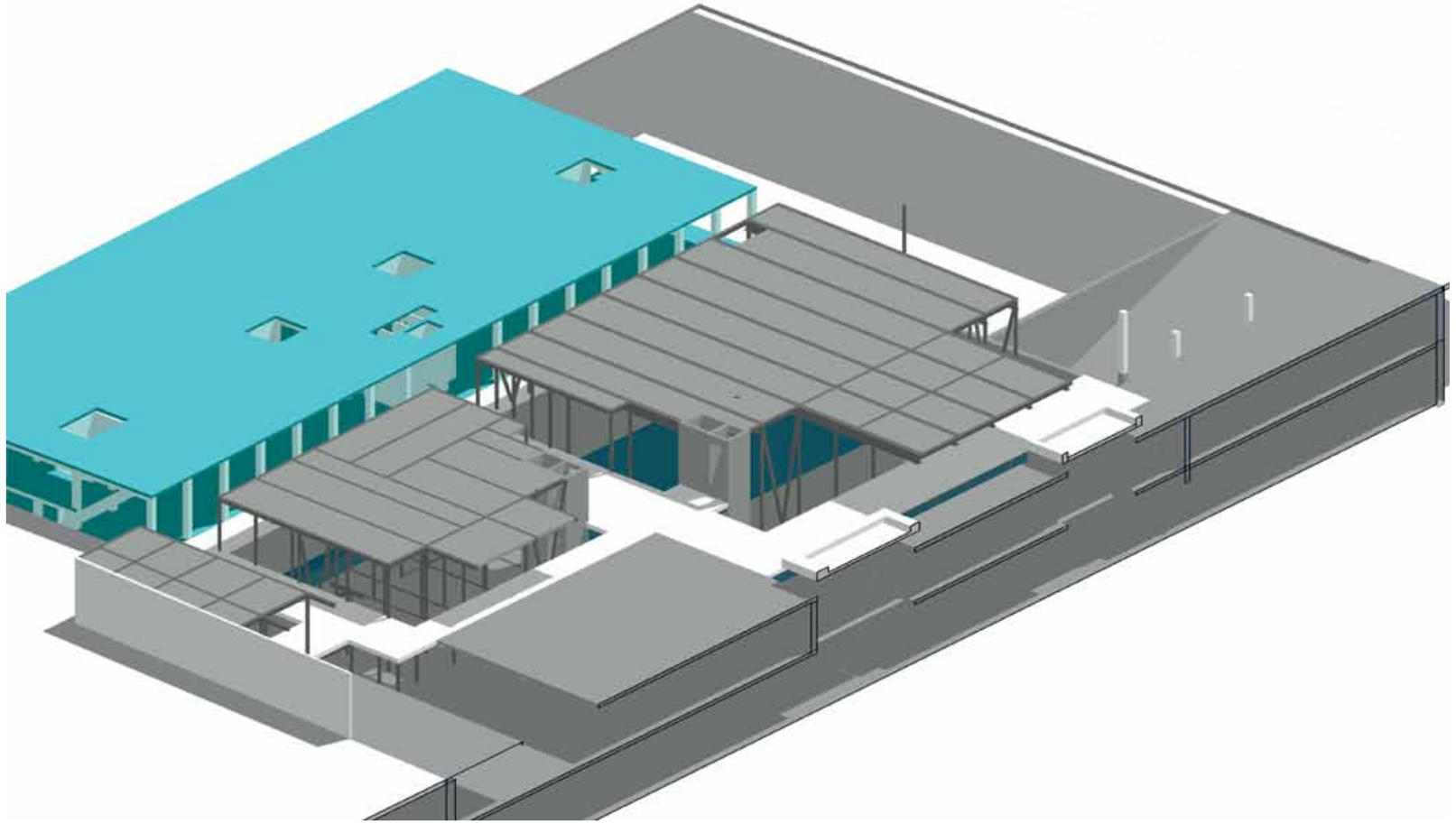
0 Concrete floor
Steel columns
Steel beams



04 BOX-in-BOX

Construction

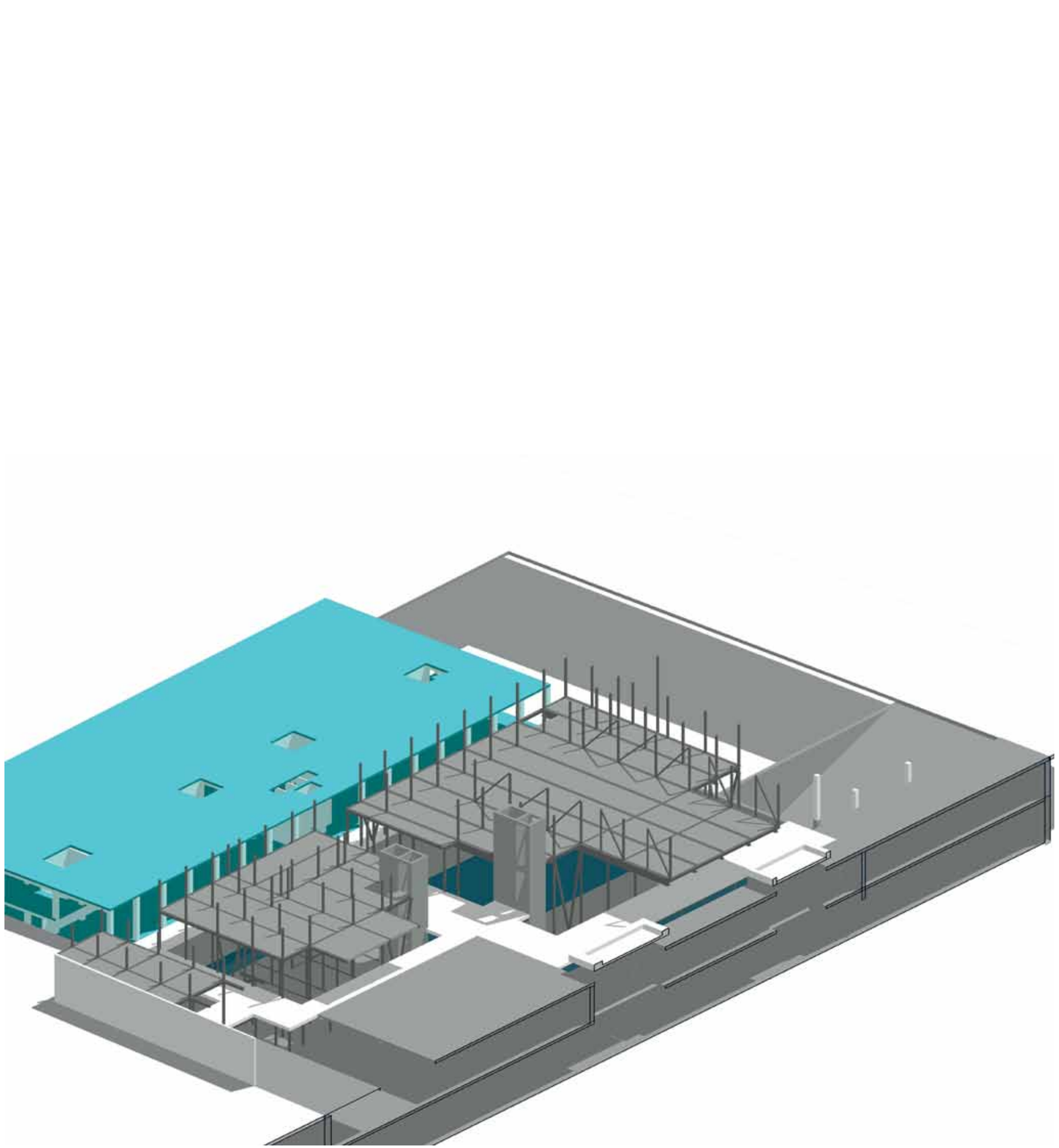
- Concrete floor



04 BOX-in-BOX

Construction

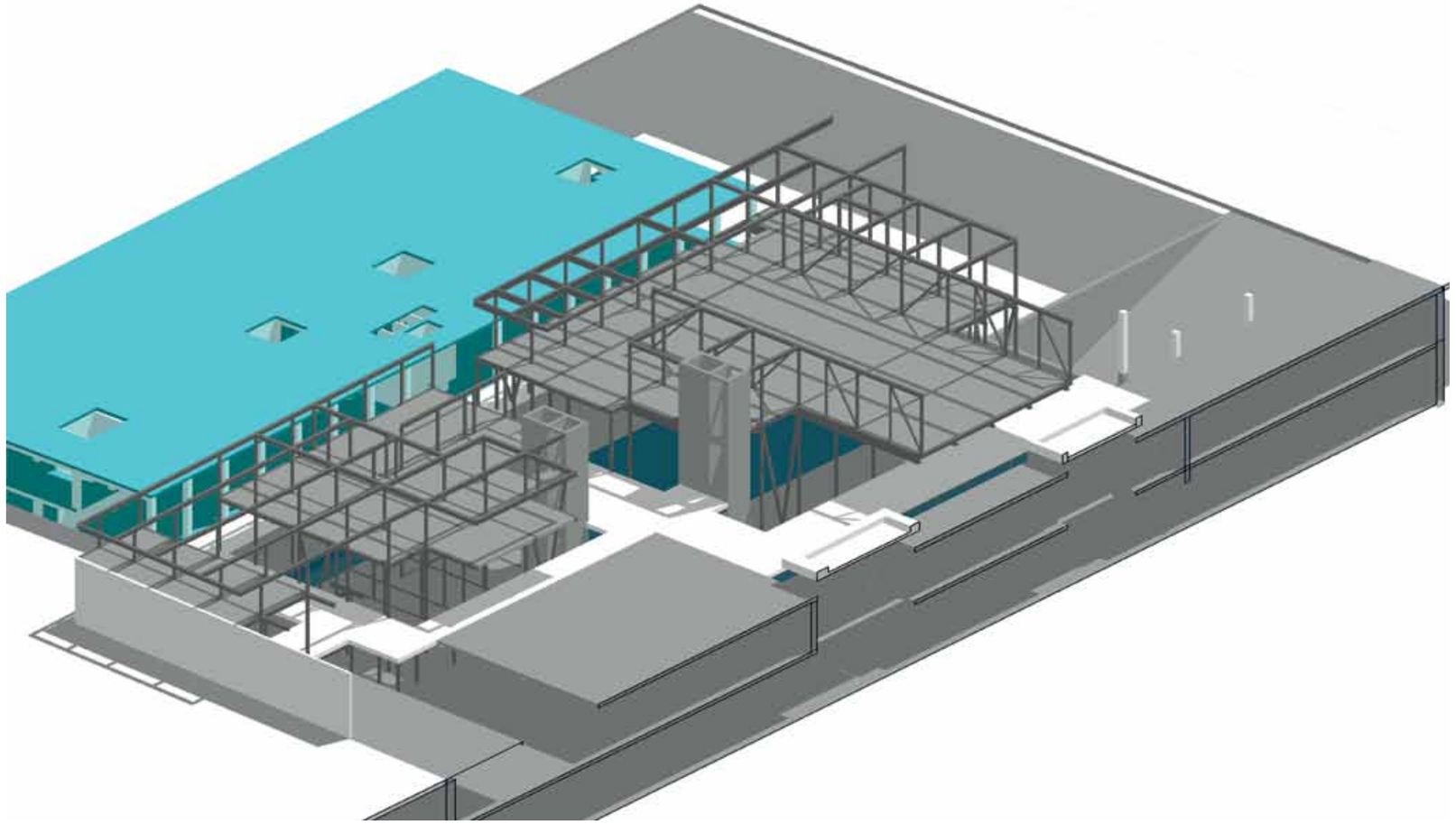
- Concrete floor
  Steel columns



04 BOX-in-BOX

Construction

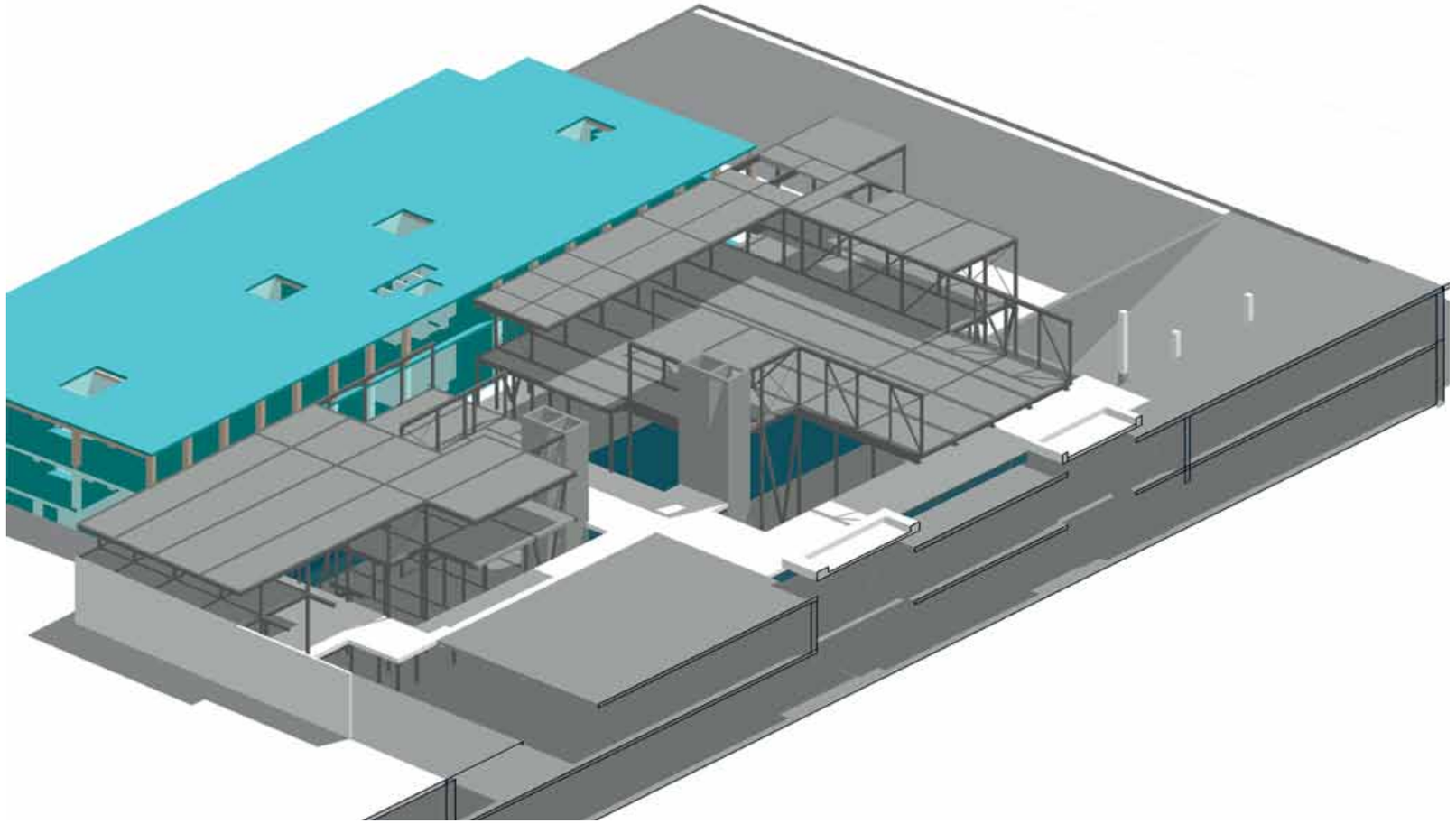
- Concrete floor
- Steel columns
- Steel beams



04 BOX-in-BOX

Construction

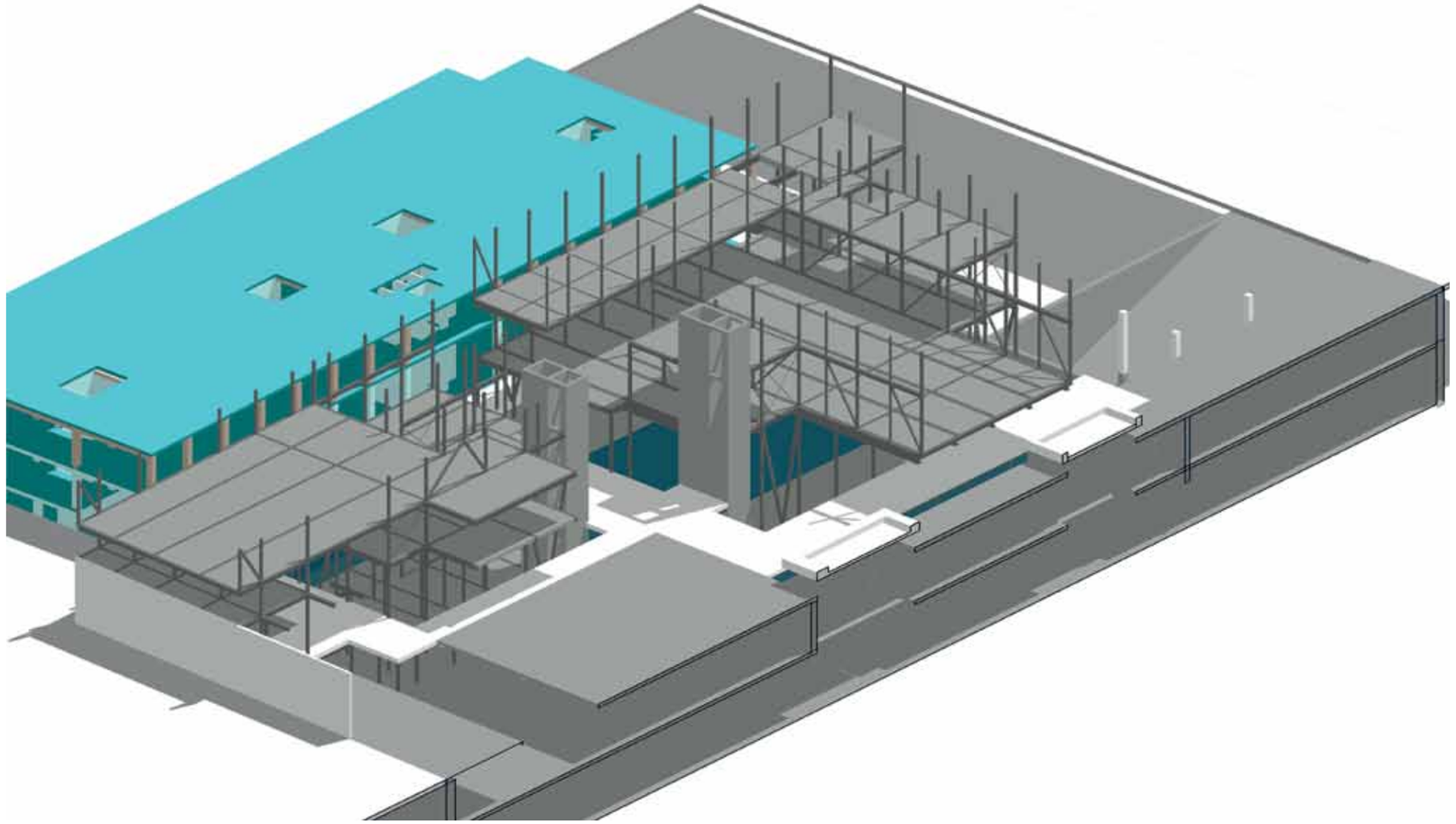
2 Concrete floor



04 BOX-in-BOX

Construction

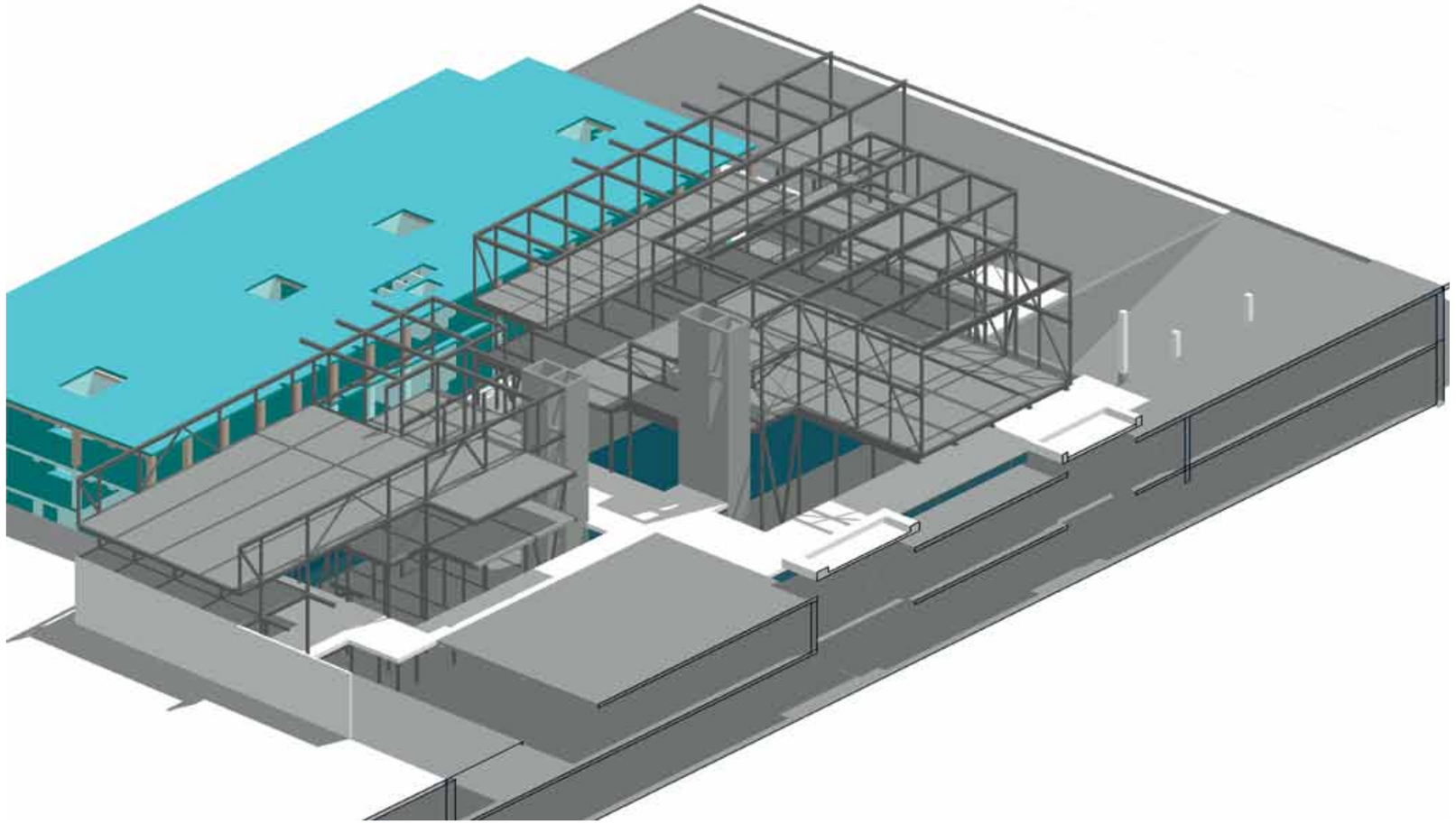
2 Concrete floor
Steel columns



04 BOX-in-BOX

Construction

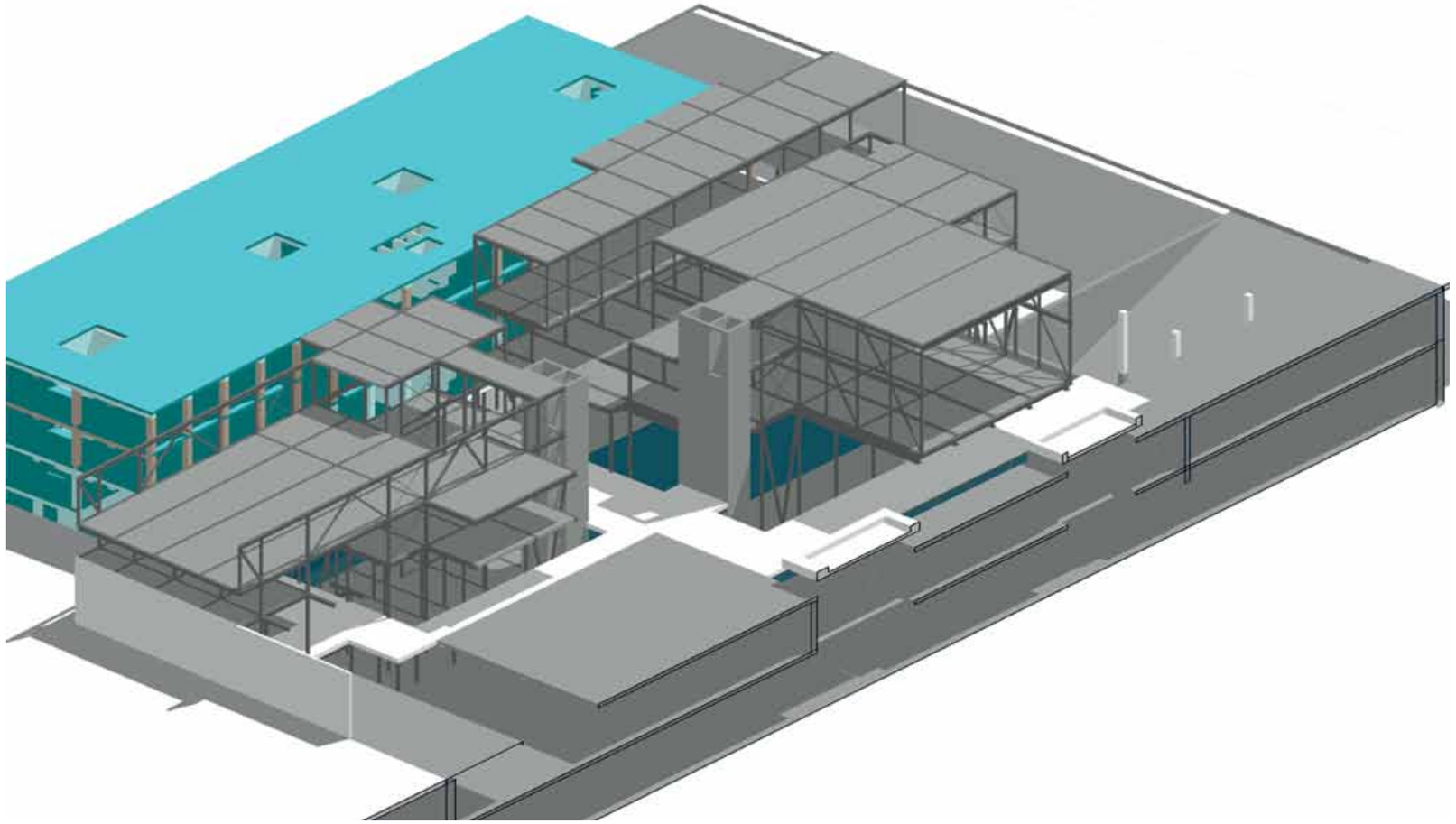
2 Concrete floor
Steel columns
Steel beams



04 BOX-in-BOX

Construction

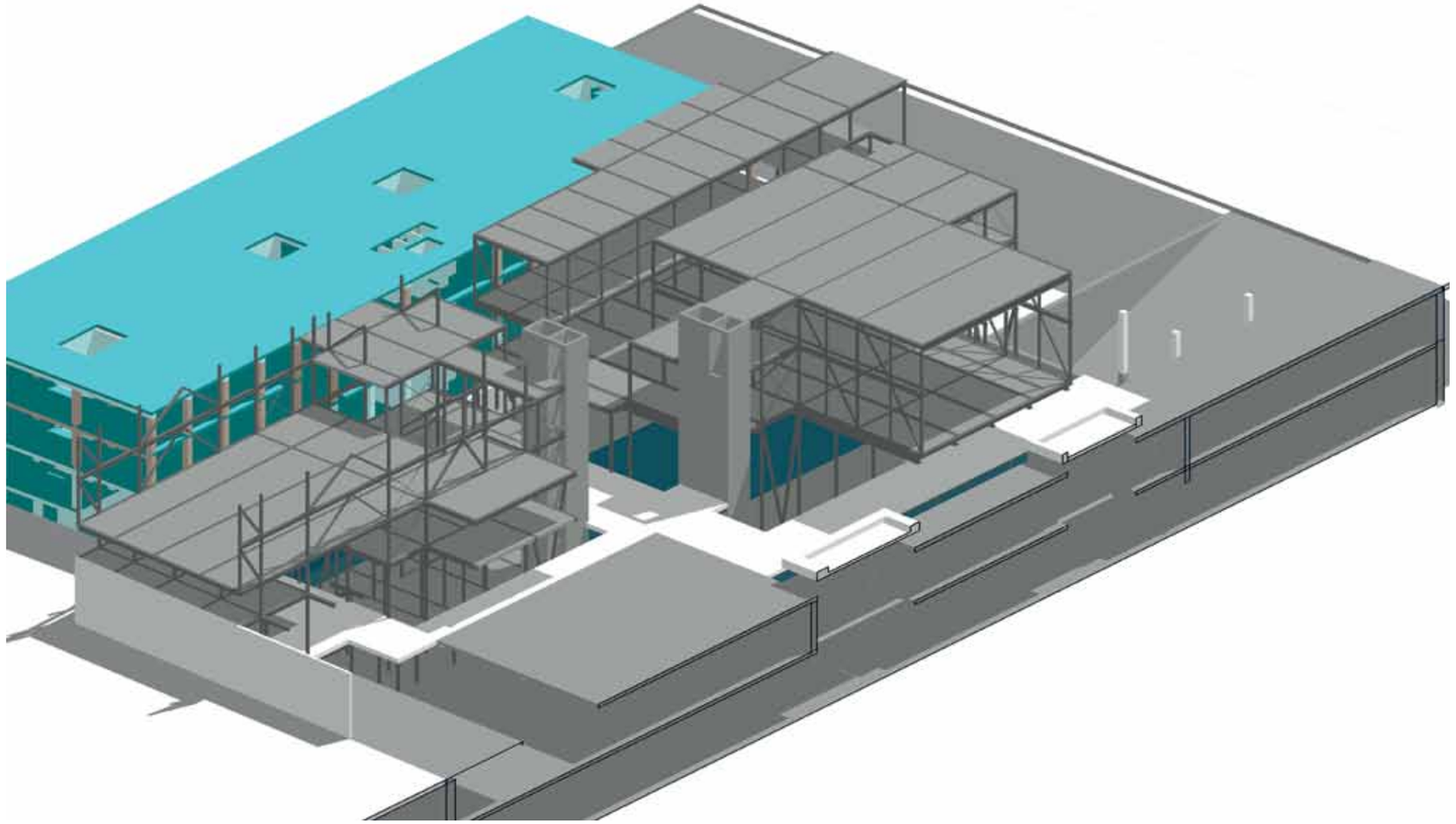
3 Concrete floor



04 BOX-in-BOX

Construction

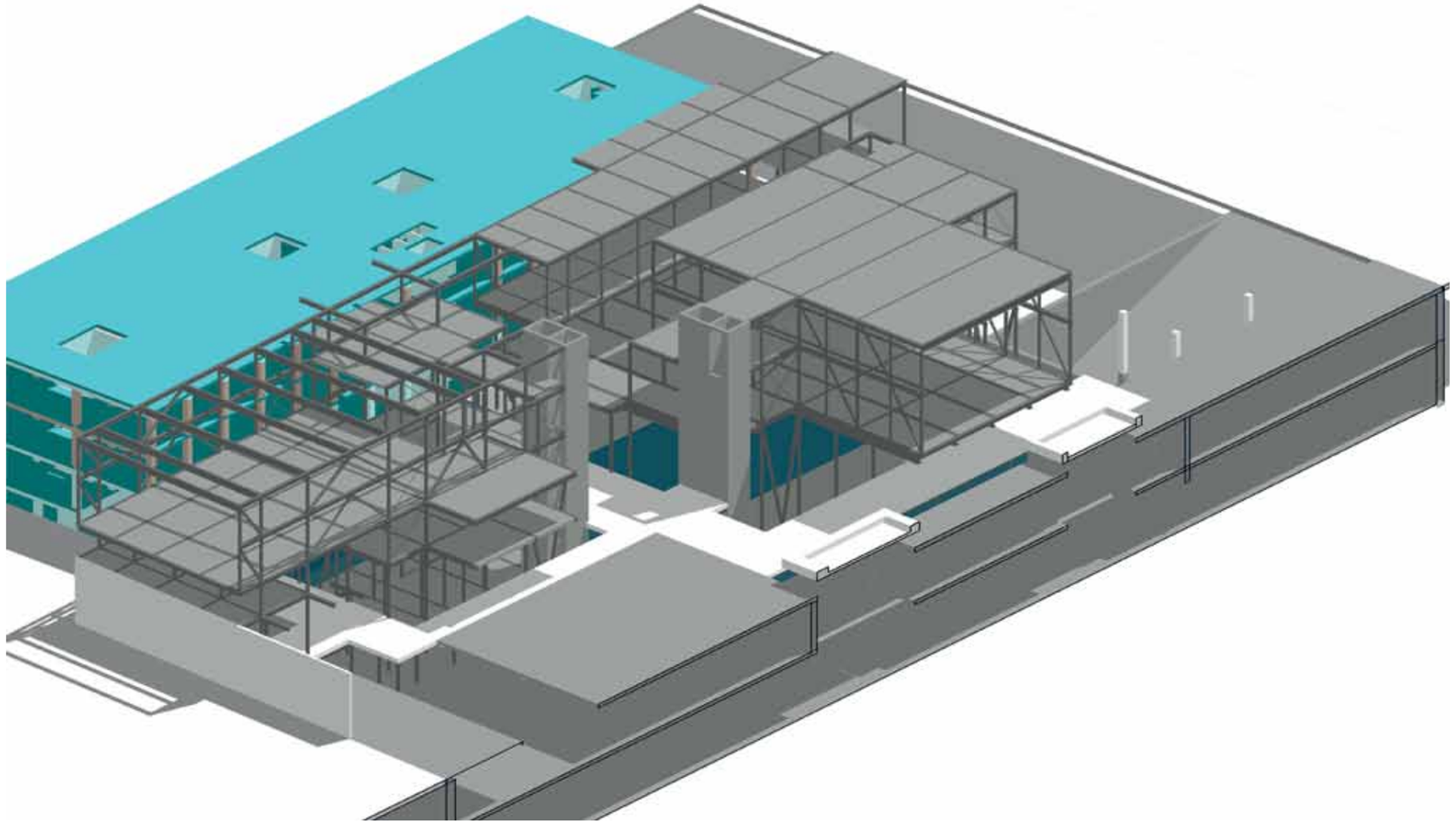
3 Concrete floor
Steel columns



04 BOX-in-BOX

Construction

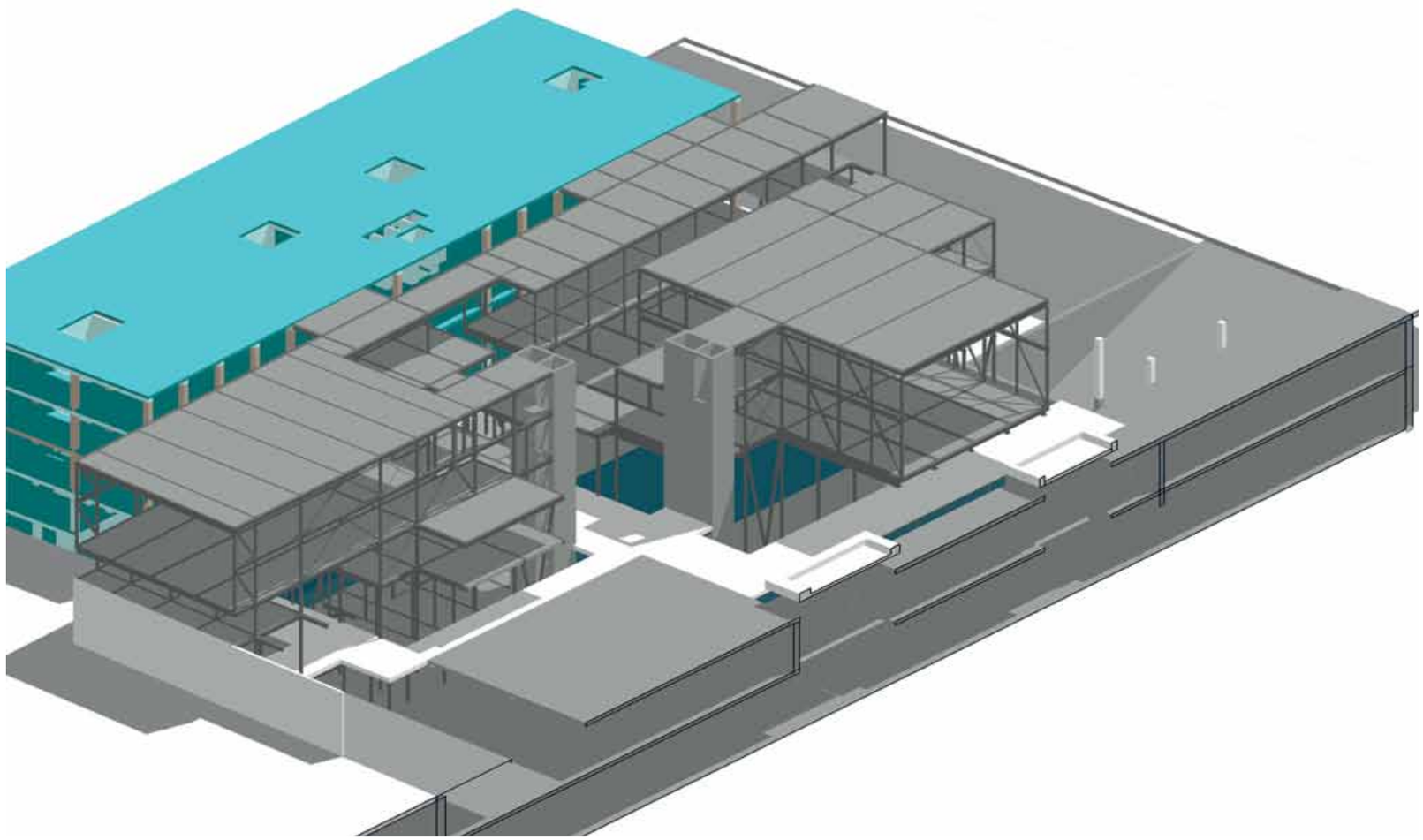
3 Concrete floor
Steel columns
Steel beams



04 BOX-in-BOX

Construction

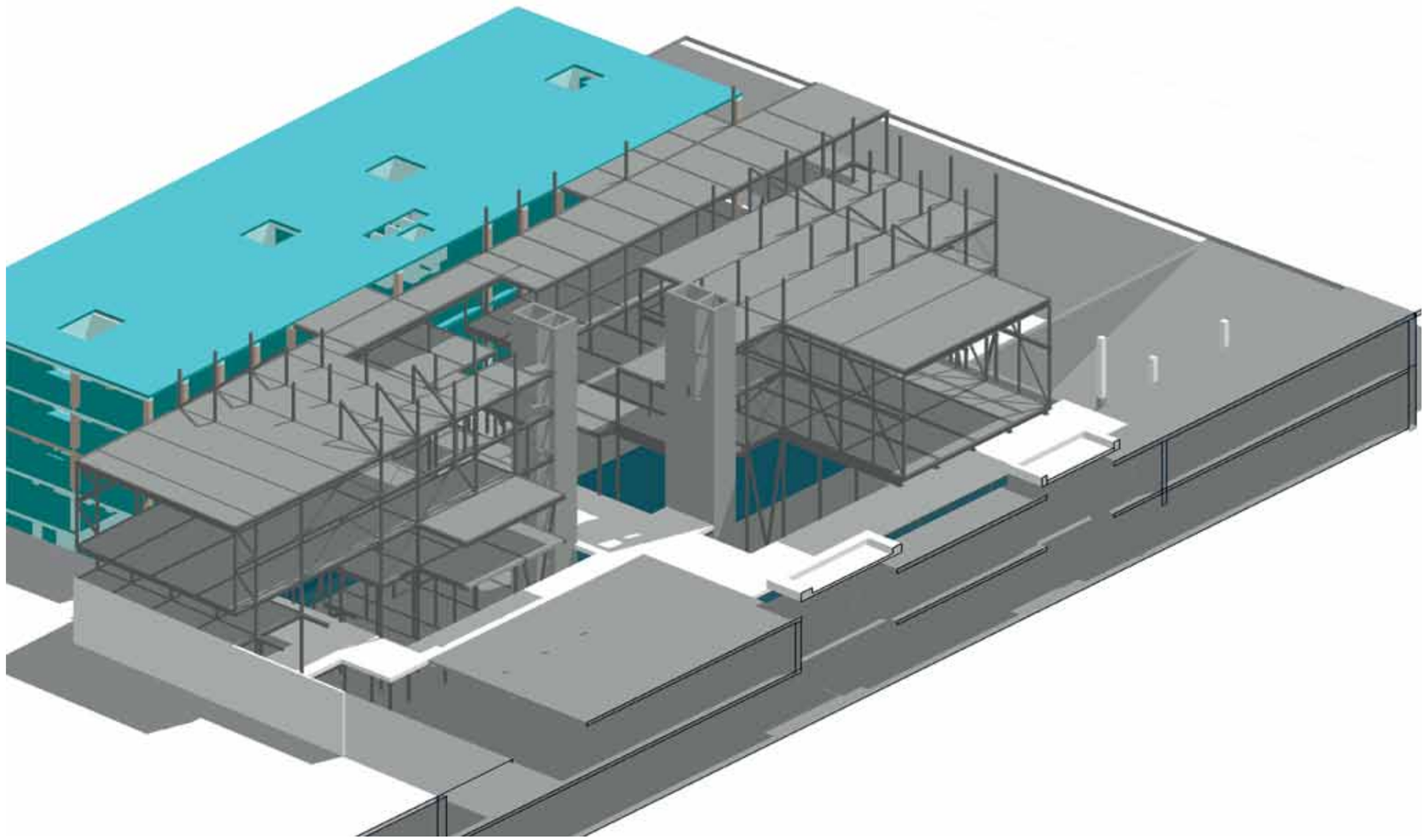
4 Concrete floor



04 BOX-in-BOX

Construction

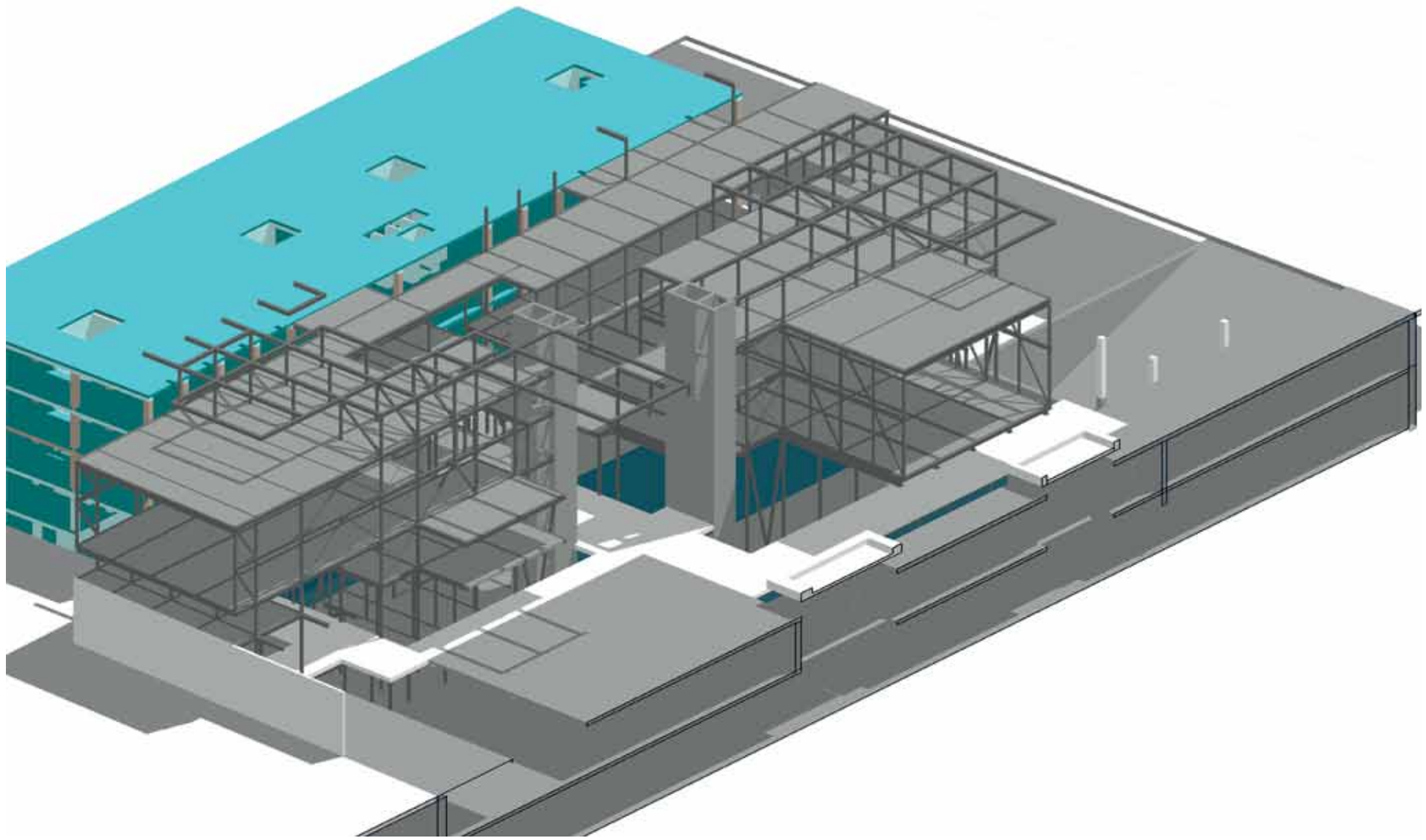
4 Concrete floor
Steel columns



04 BOX-in-BOX

Construction

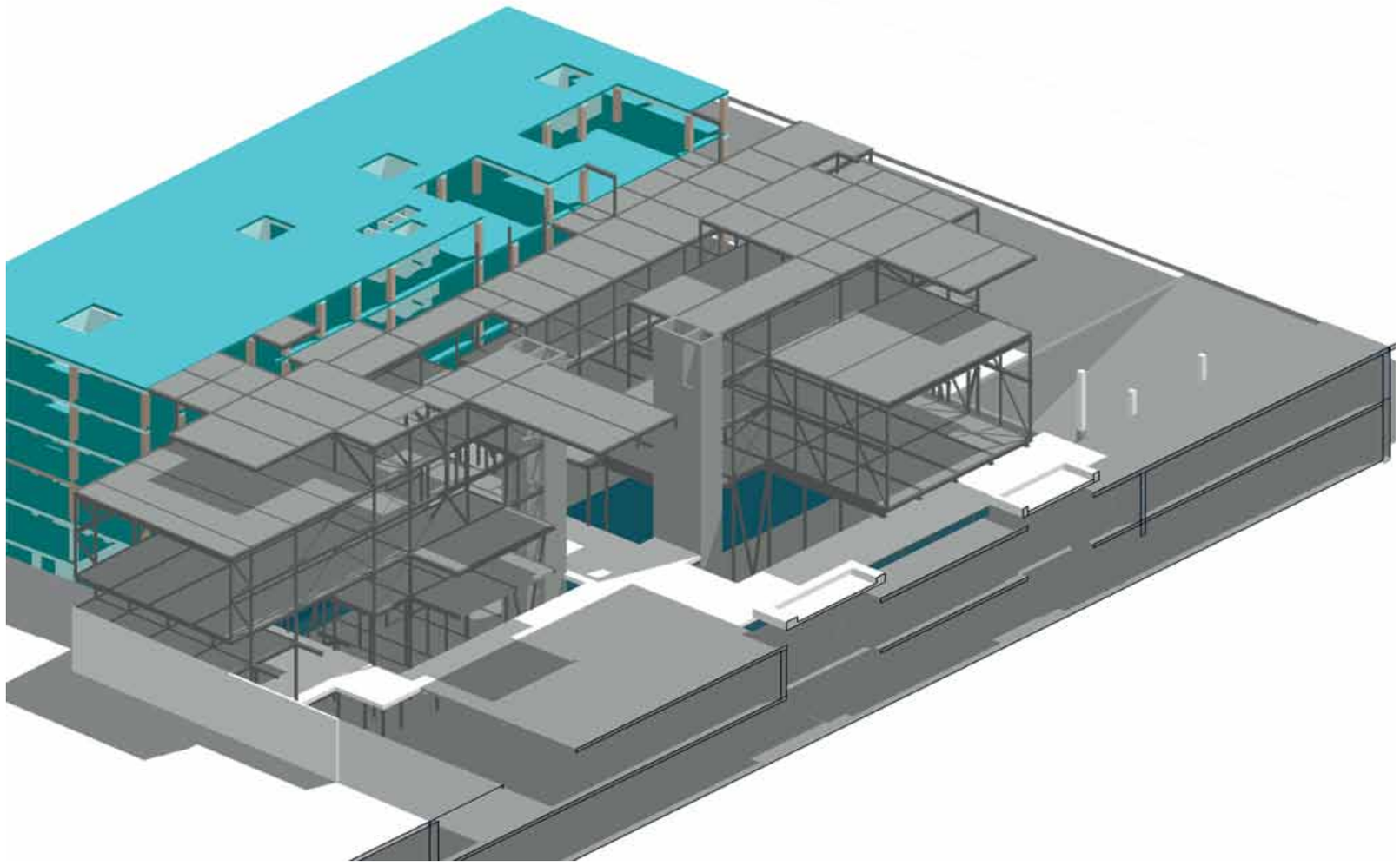
4 Concrete floor
Steel columns
Steel beams



04 BOX-in-BOX

Construction

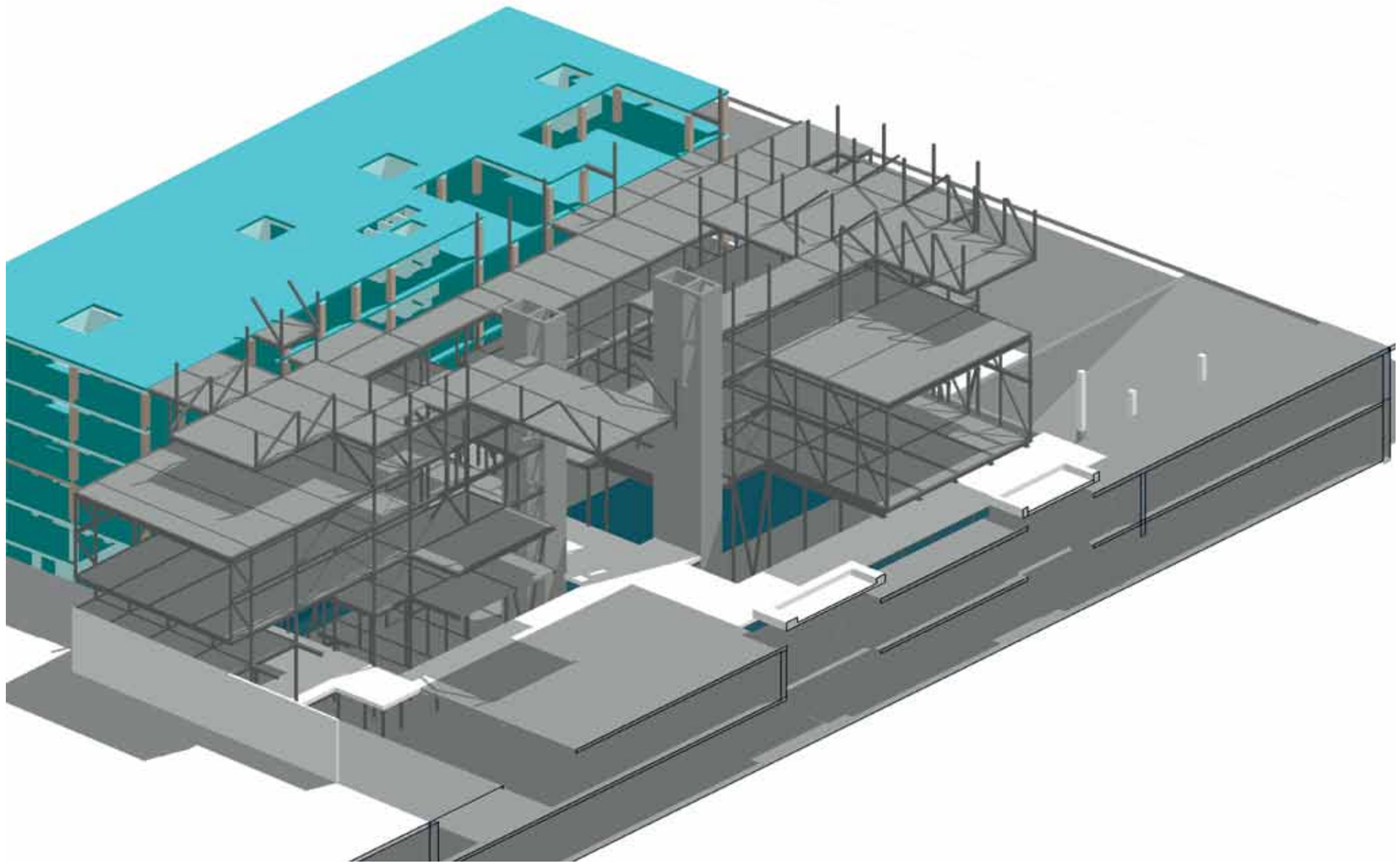
5 Concrete floor



04 BOX-in-BOX

Construction

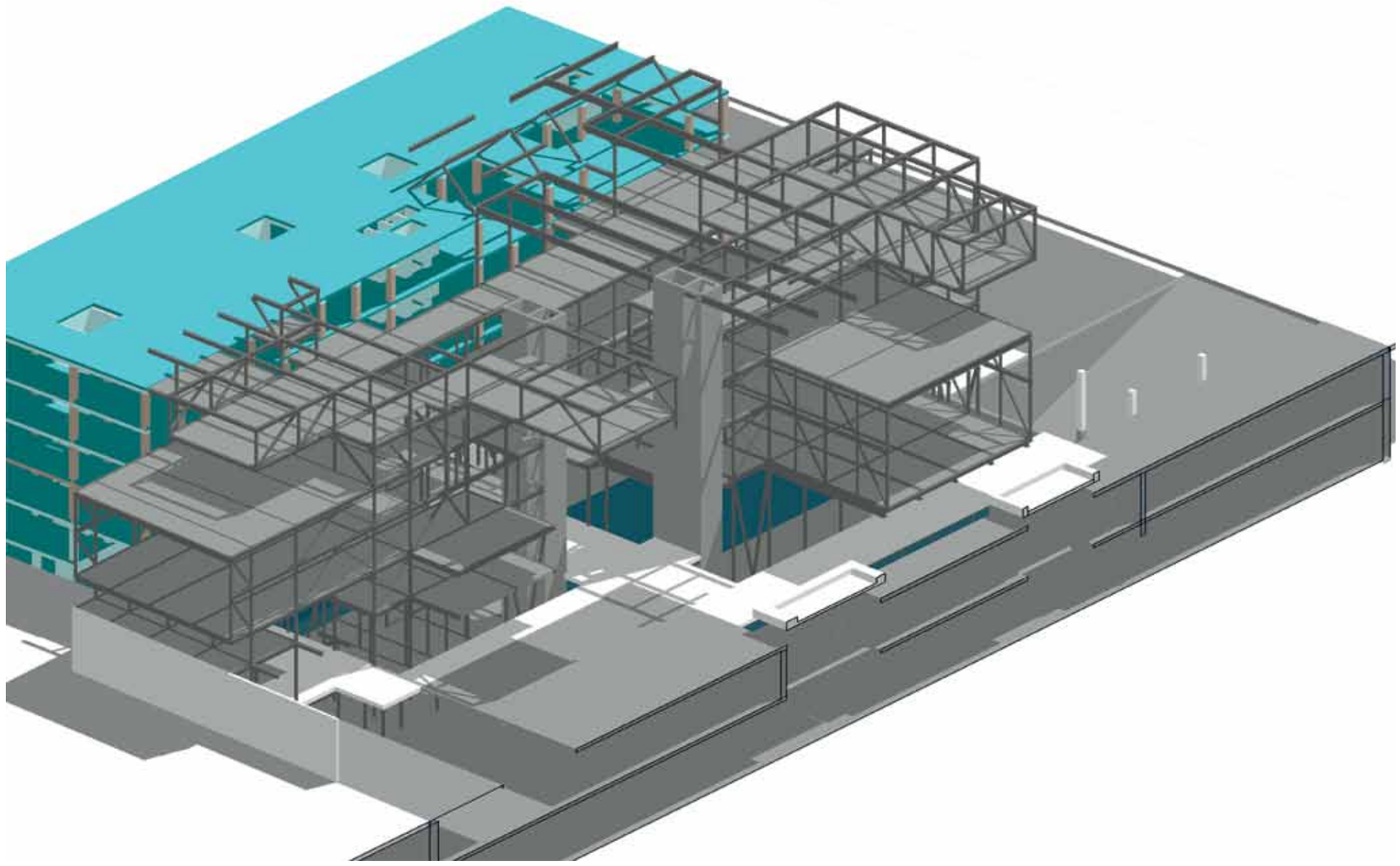
5 Concrete floor
Steel columns



04 BOX-in-BOX

Construction

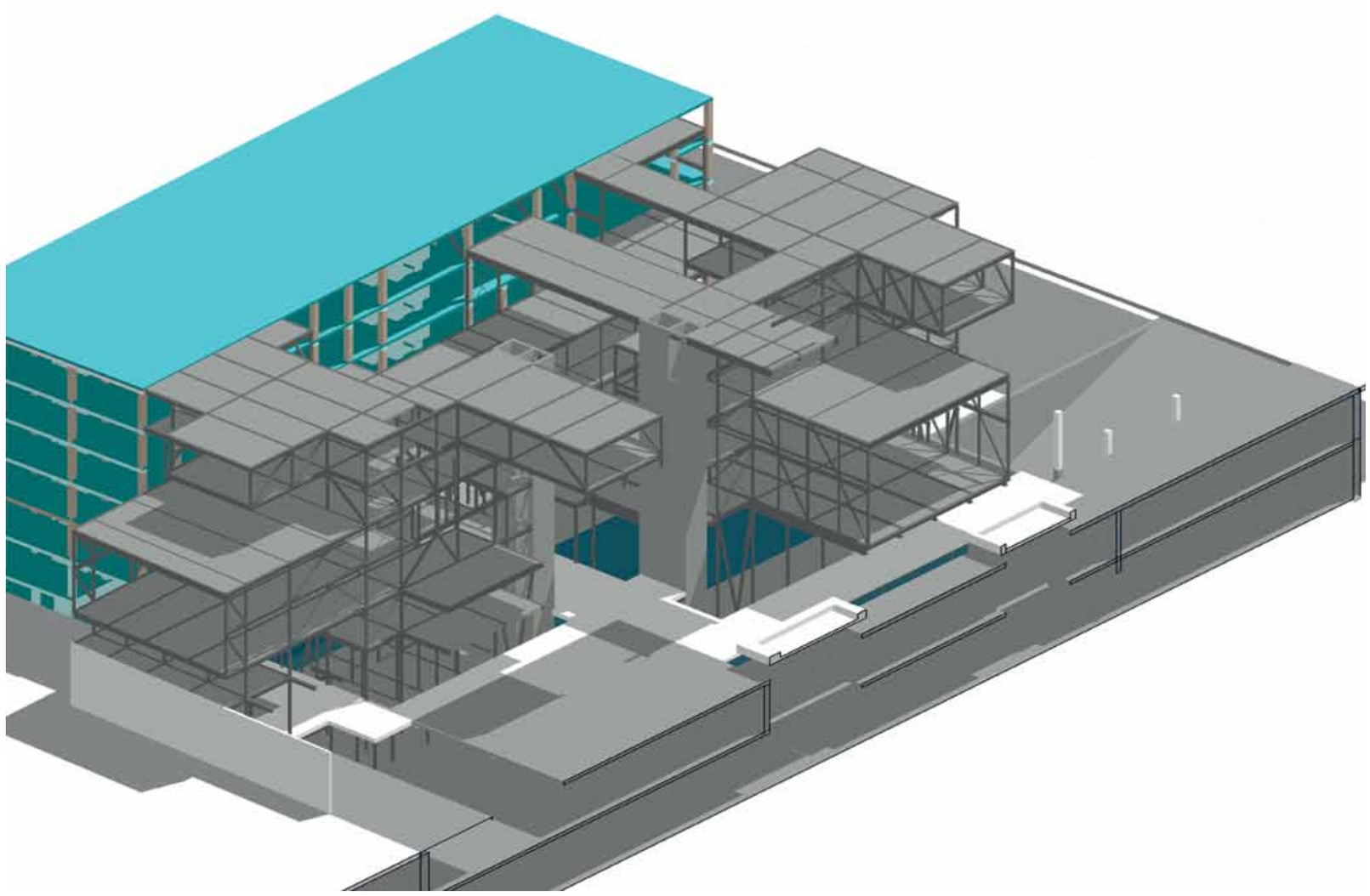
5 Concrete floor
Steel columns
Steel beams



04 BOX-in-BOX

Construction

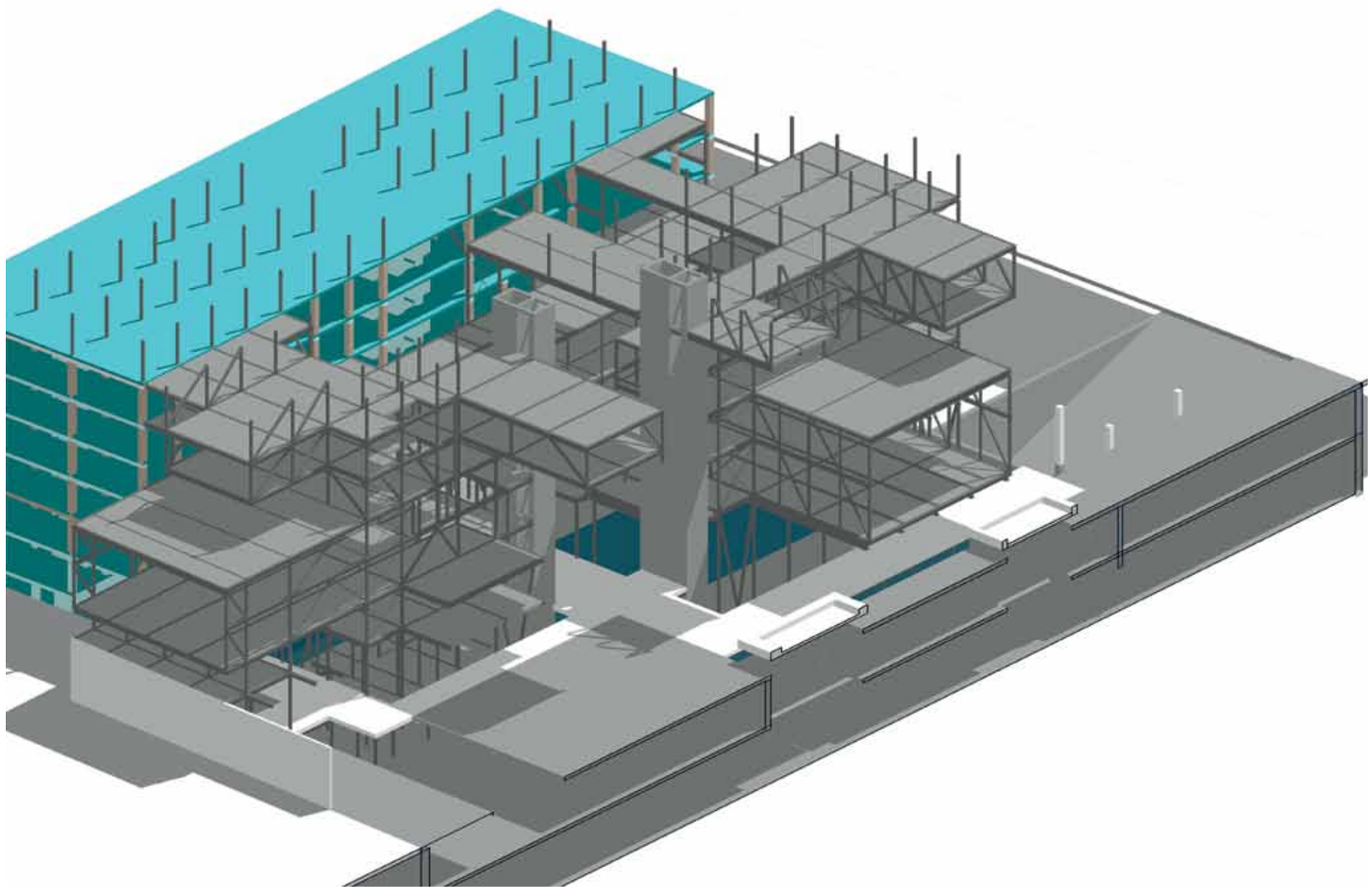
6 Concrete floor



04 BOX-in-BOX

Construction

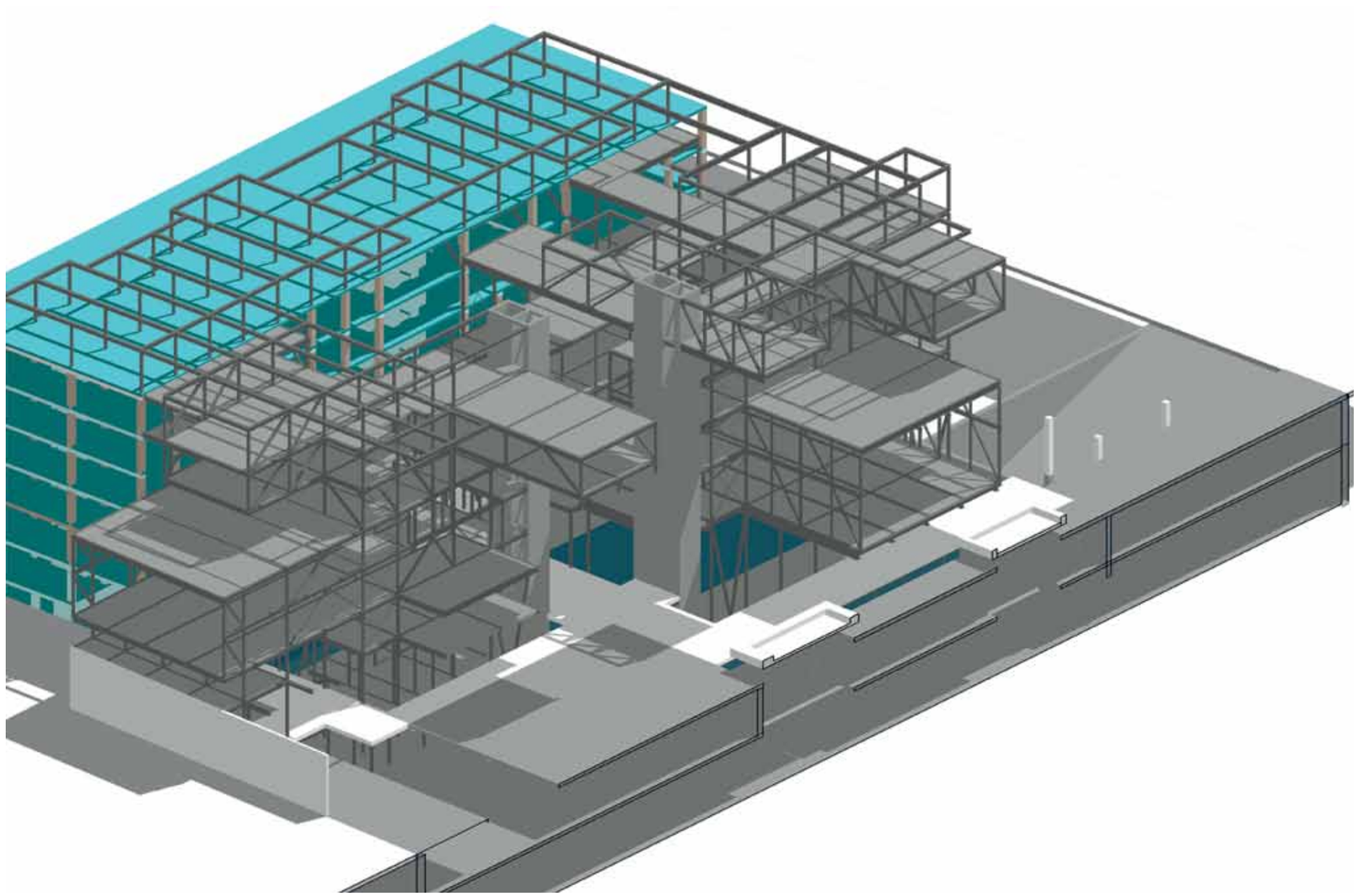
6 Concrete floor
Steel columns



04 BOX-in-BOX

Construction

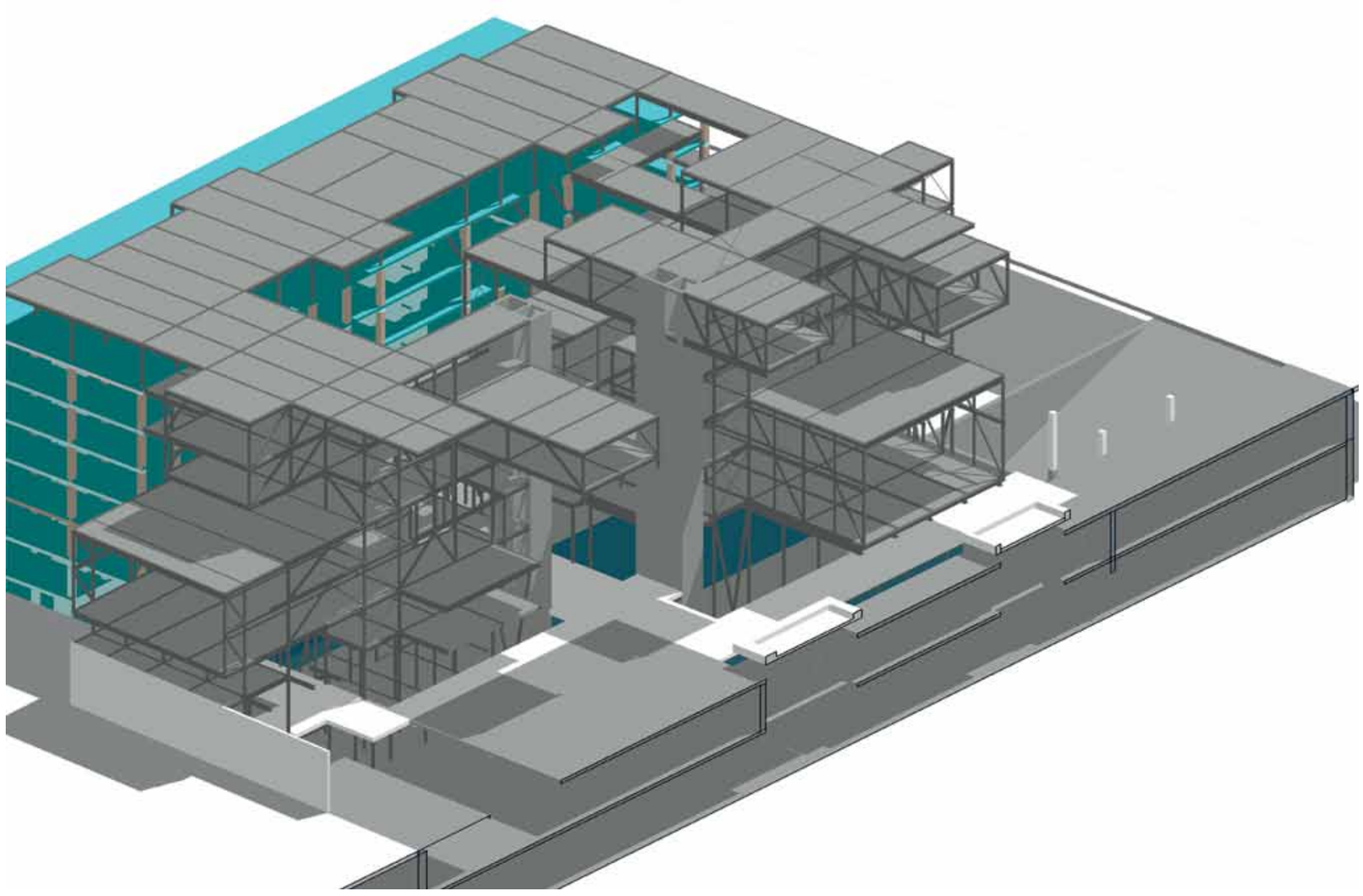
6 Concrete floor
Steel columns
Steel beams



04 BOX-in-BOX

Construction

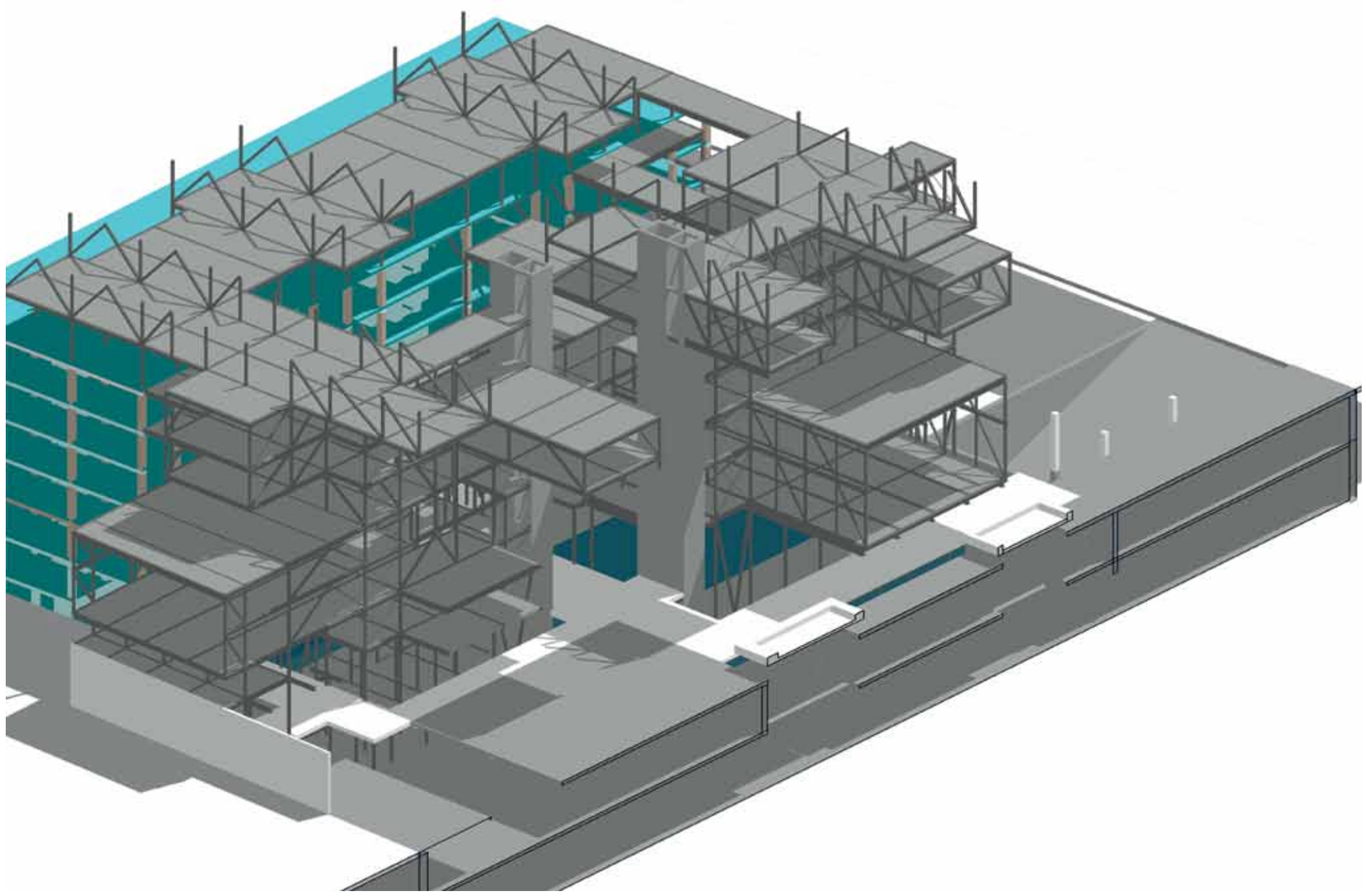
7 Concrete floor



04 BOX-in-BOX

Construction

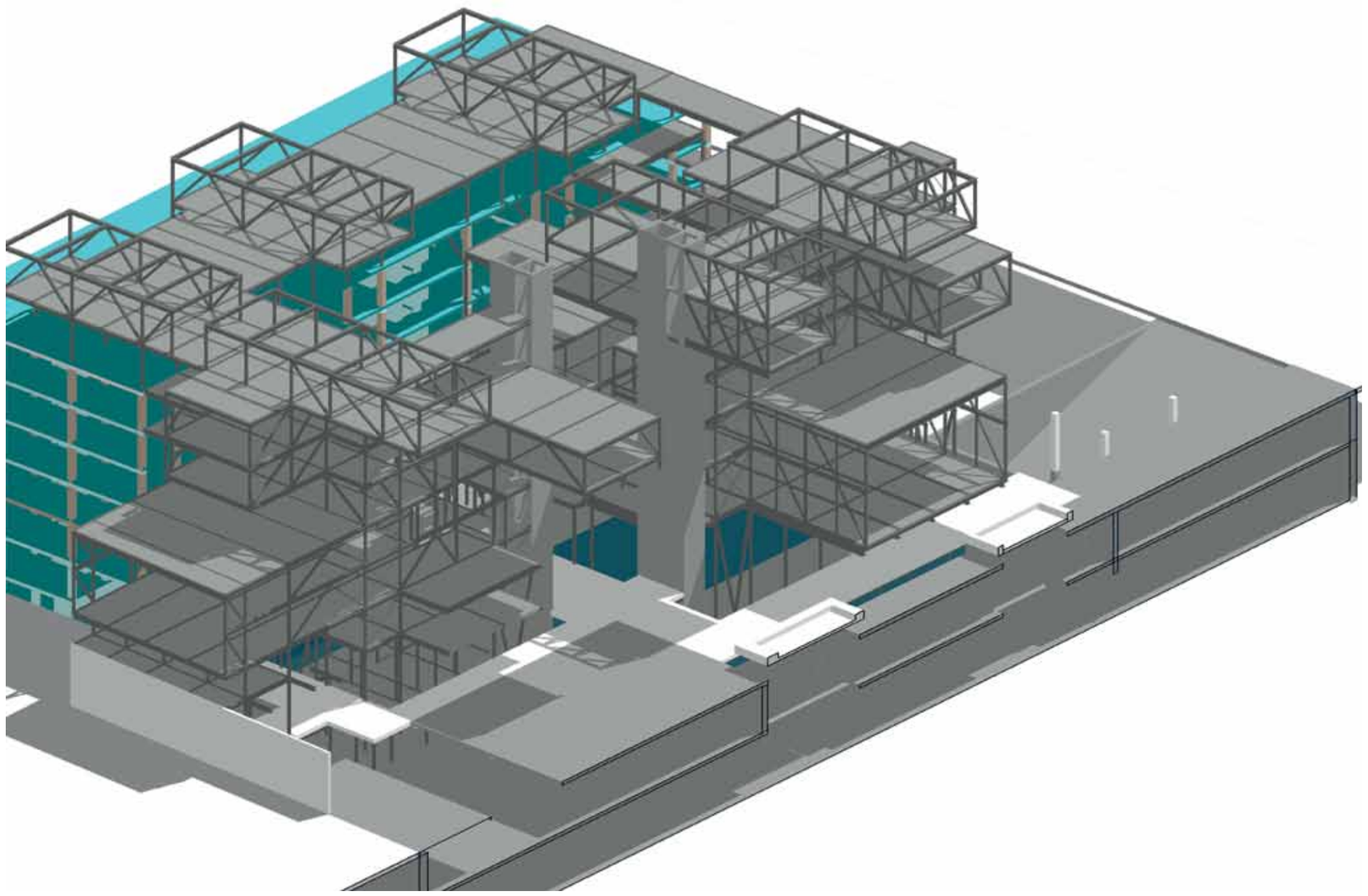
7 Concrete floor
Steel columns



04 BOX-in-BOX

Construction

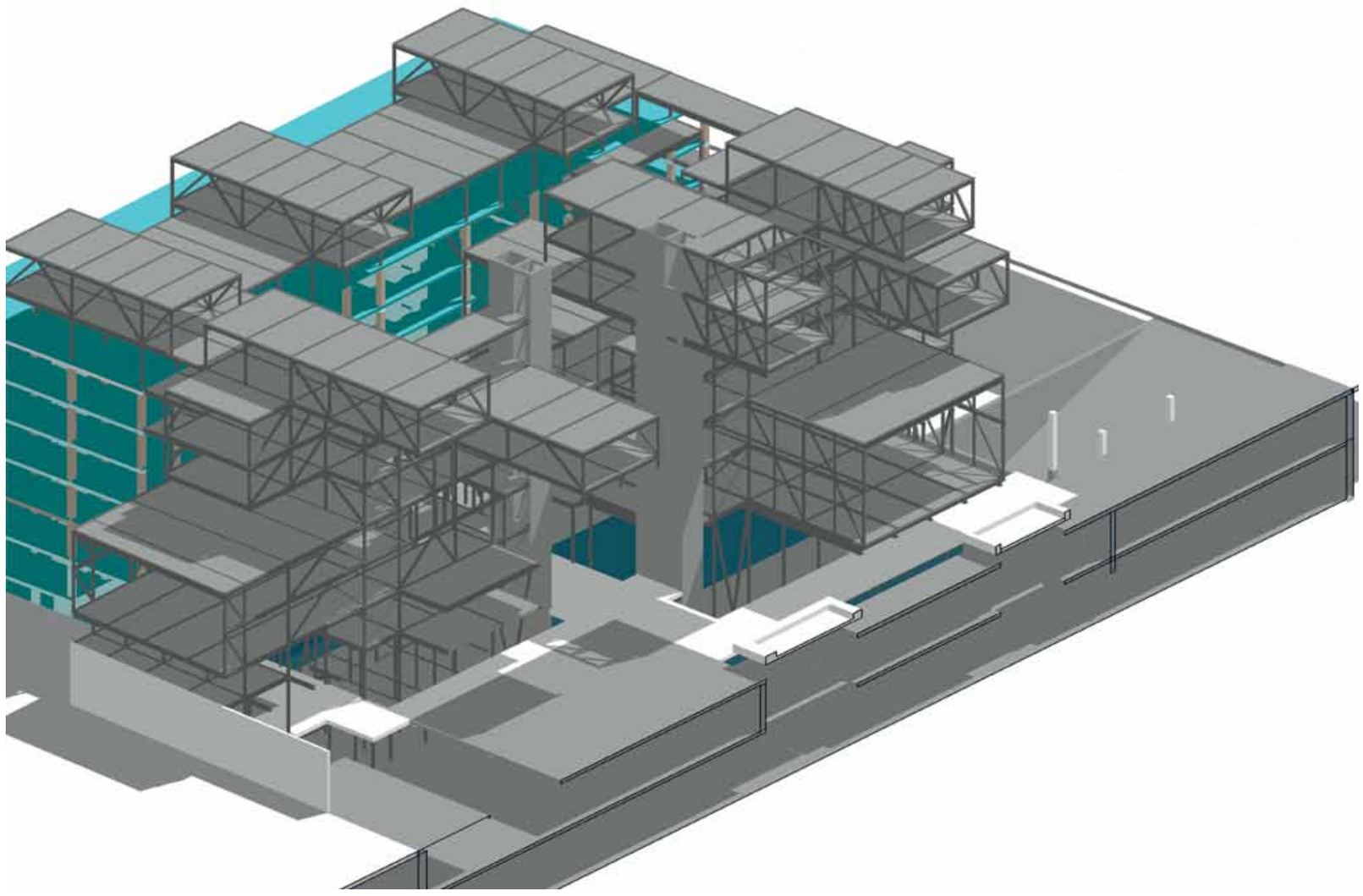
7 Concrete floor
Steel columns
Steel beams



04 BOX-in-BOX

Construction

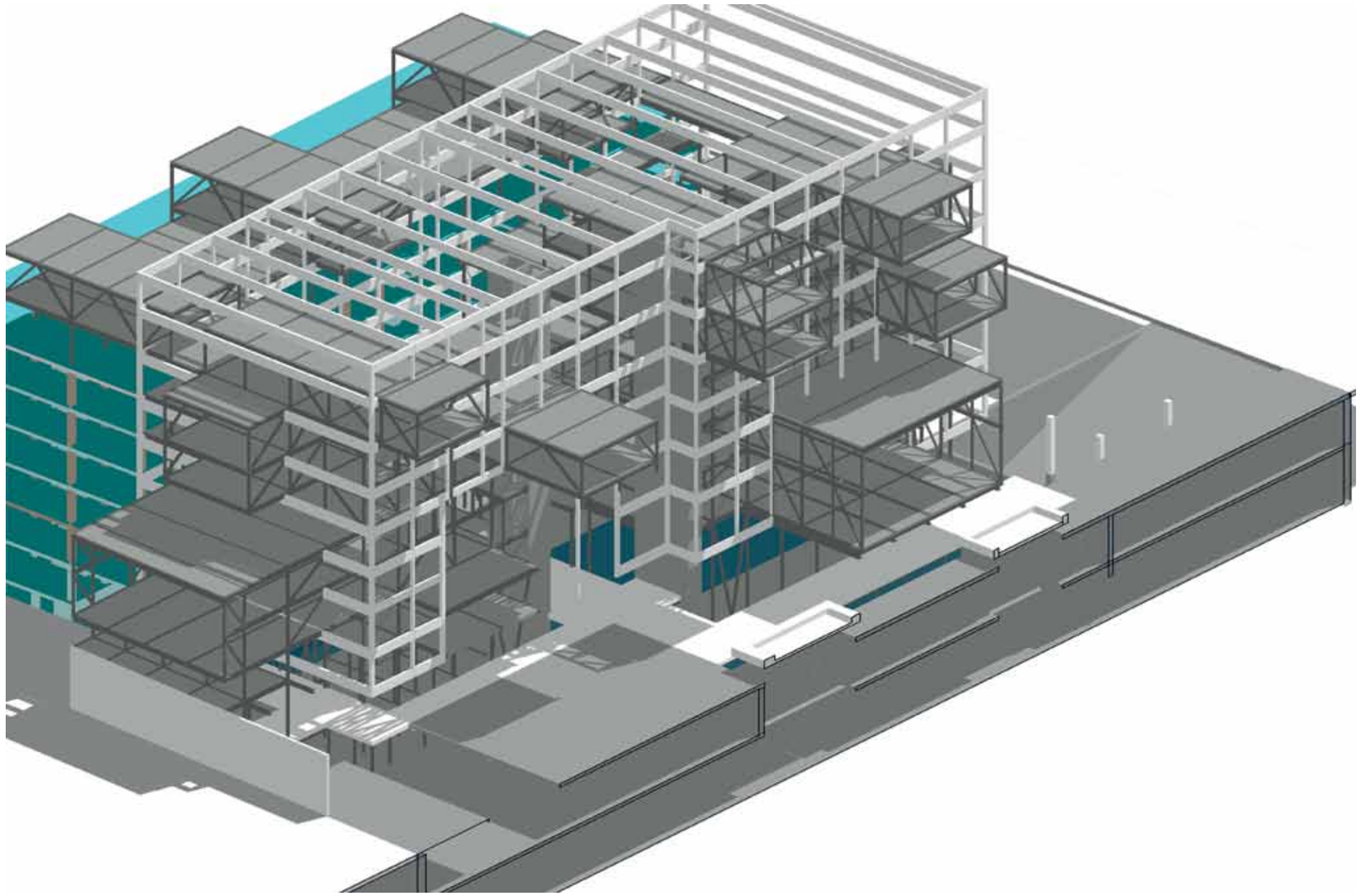
8 Concrete floor



04 BOX-in-BOX

Construction

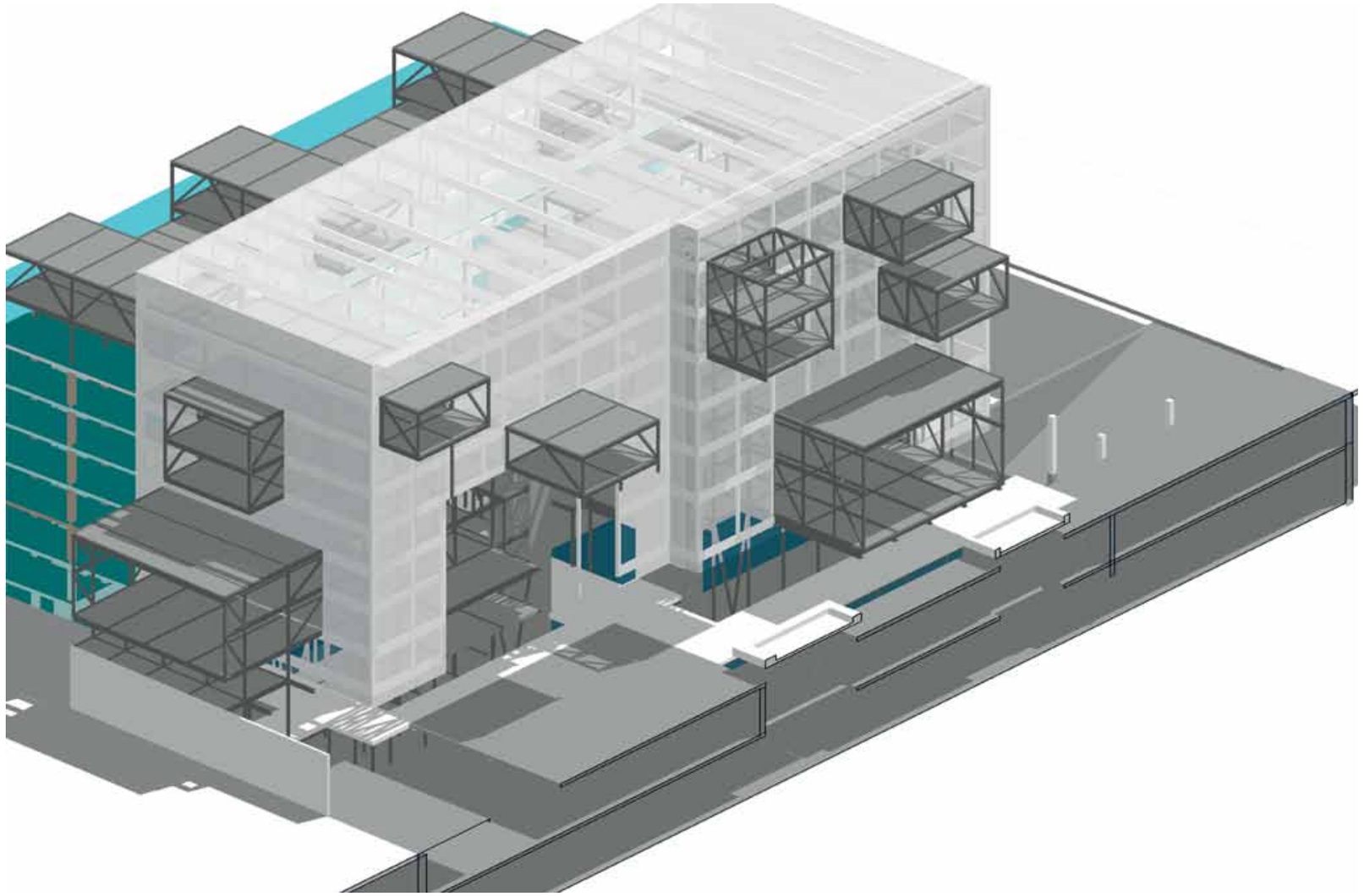
8 Facade
Steel colums + beams



04 BOX-in-BOX

Construction

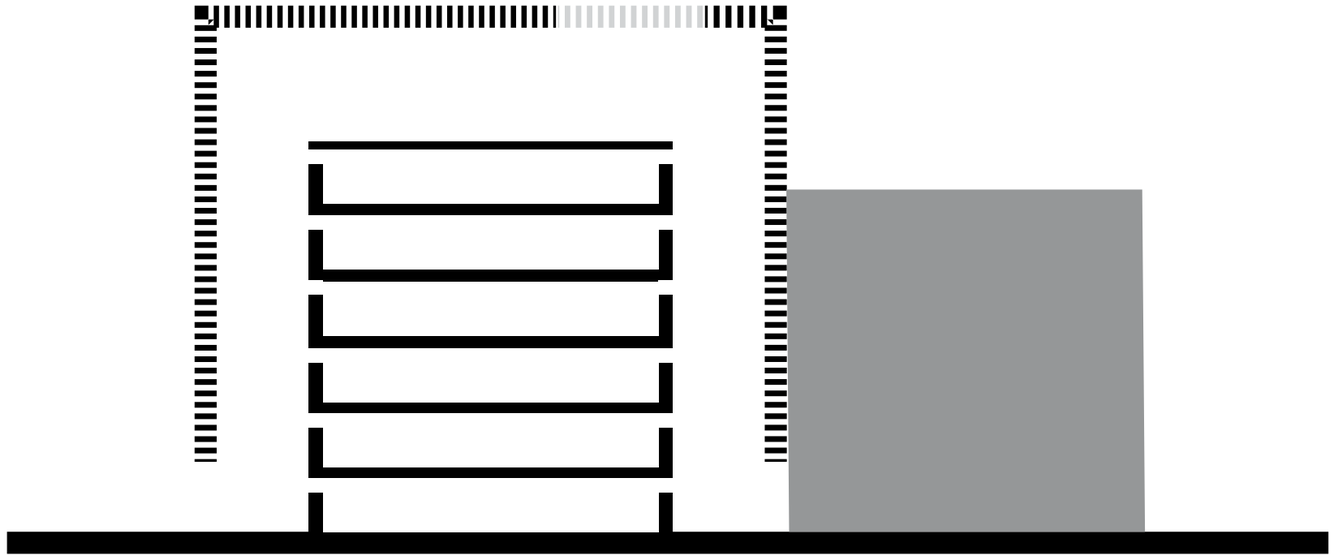
8 Facade
Steel colums + beams
Steel perforated plates



04 BOX-in-BOX

Climate

SUMMER

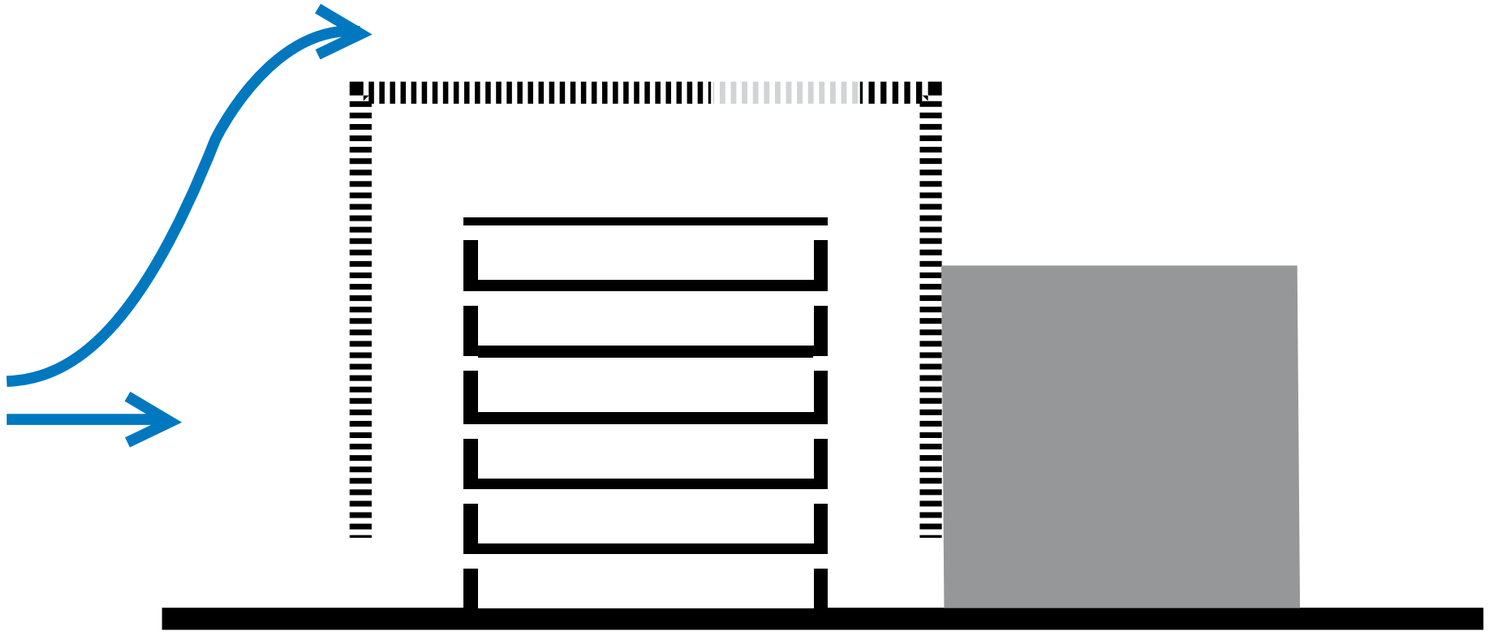


04 BOX-in-BOX

Climate

SUMMER

Winddirection

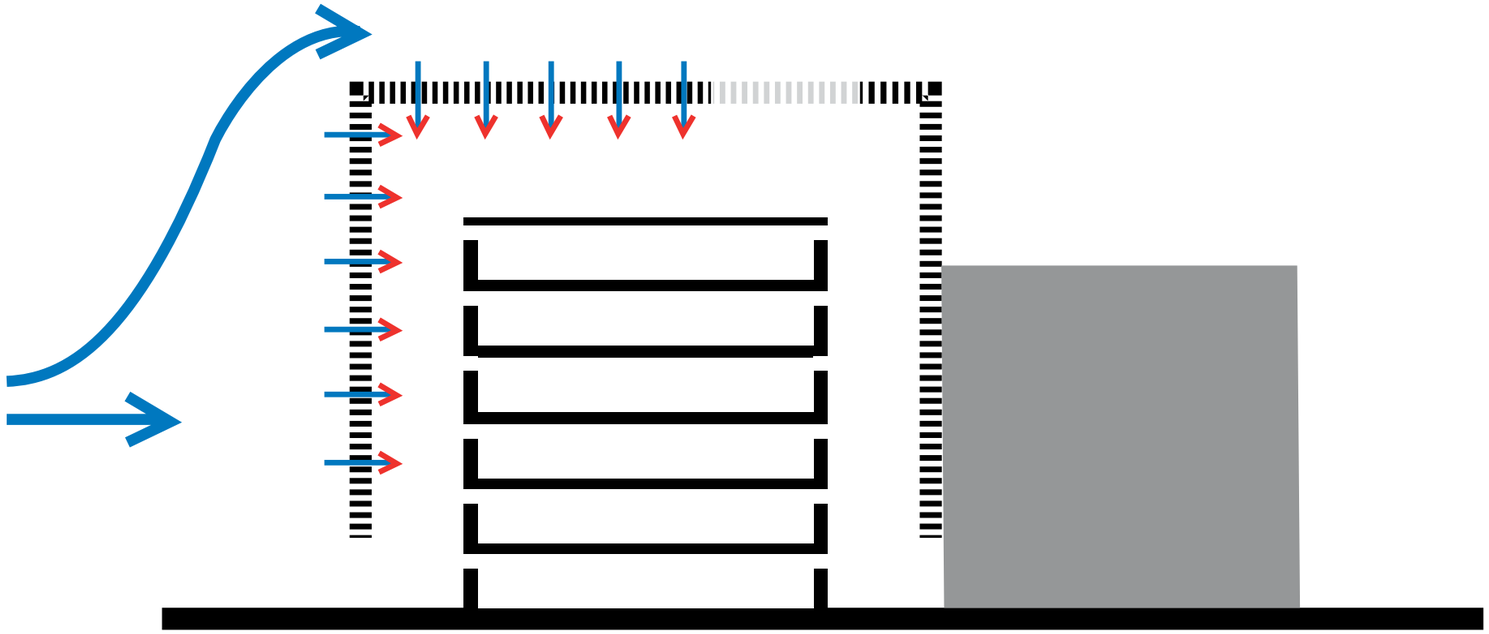


04 BOX-in-BOX

Climate

SUMMER

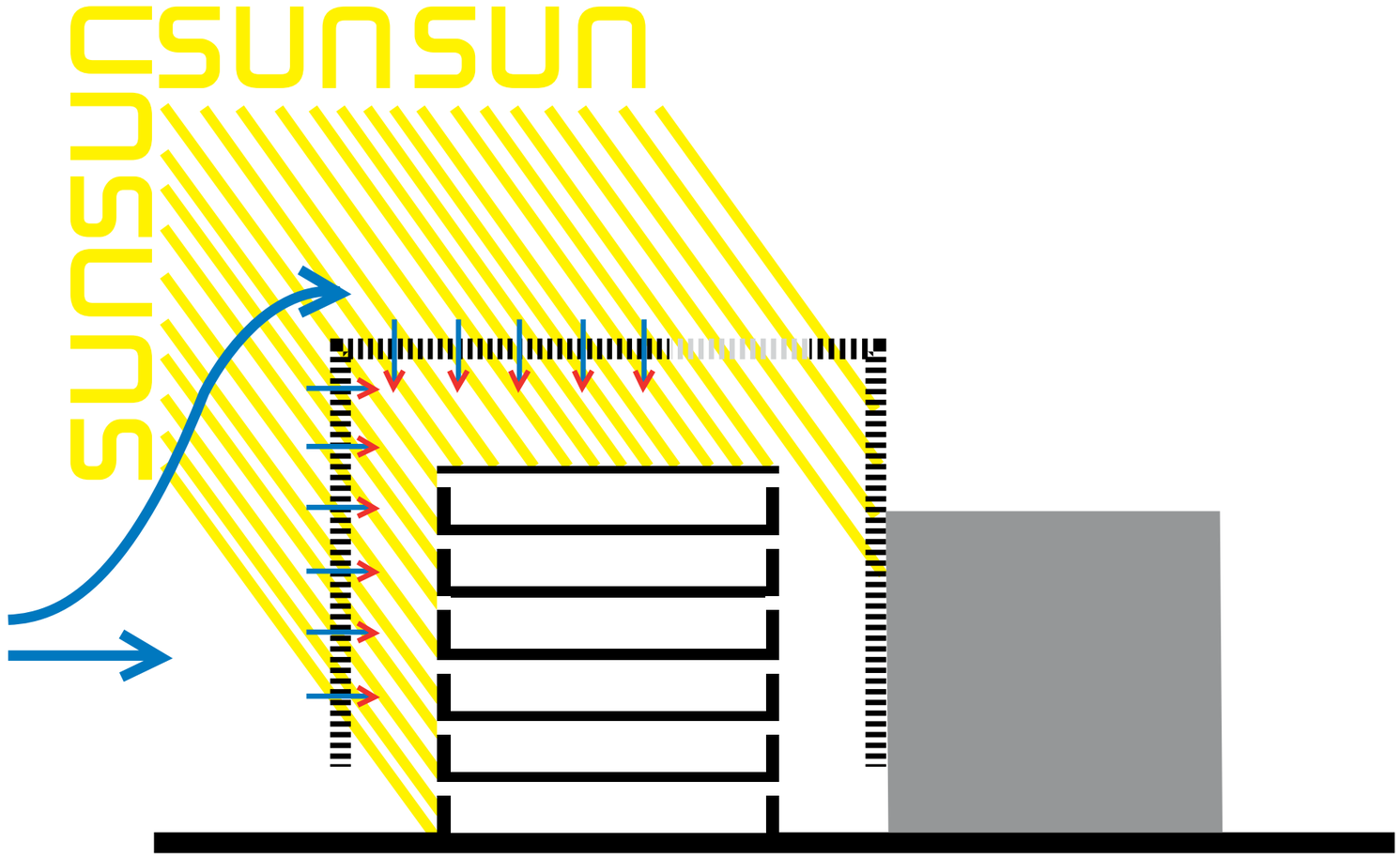
Winddirection



04 BOX-in-BOX

Climate

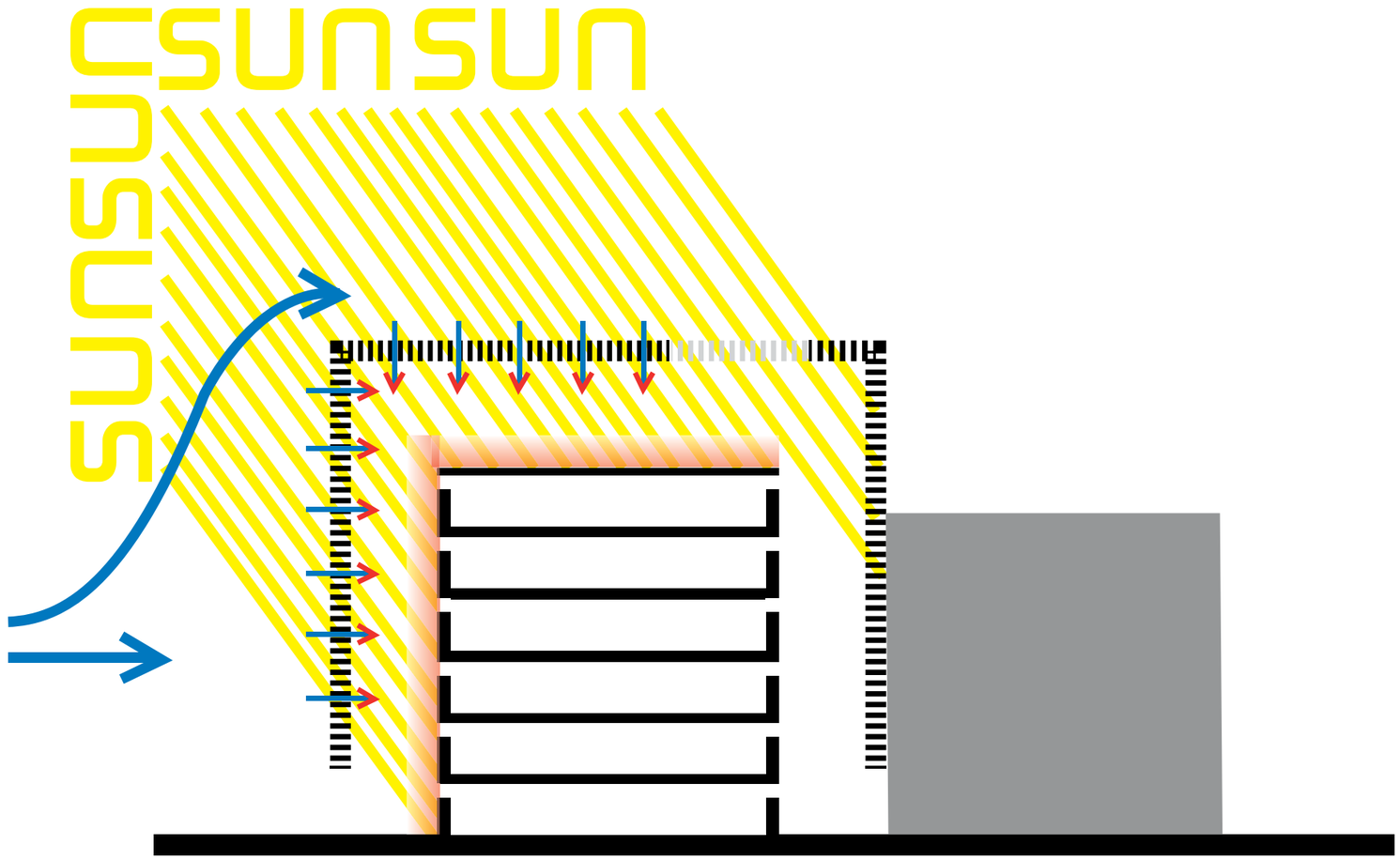
SUMMER
Winddirection
Sun heats up the building



04 BOX-in-BOX

Climate

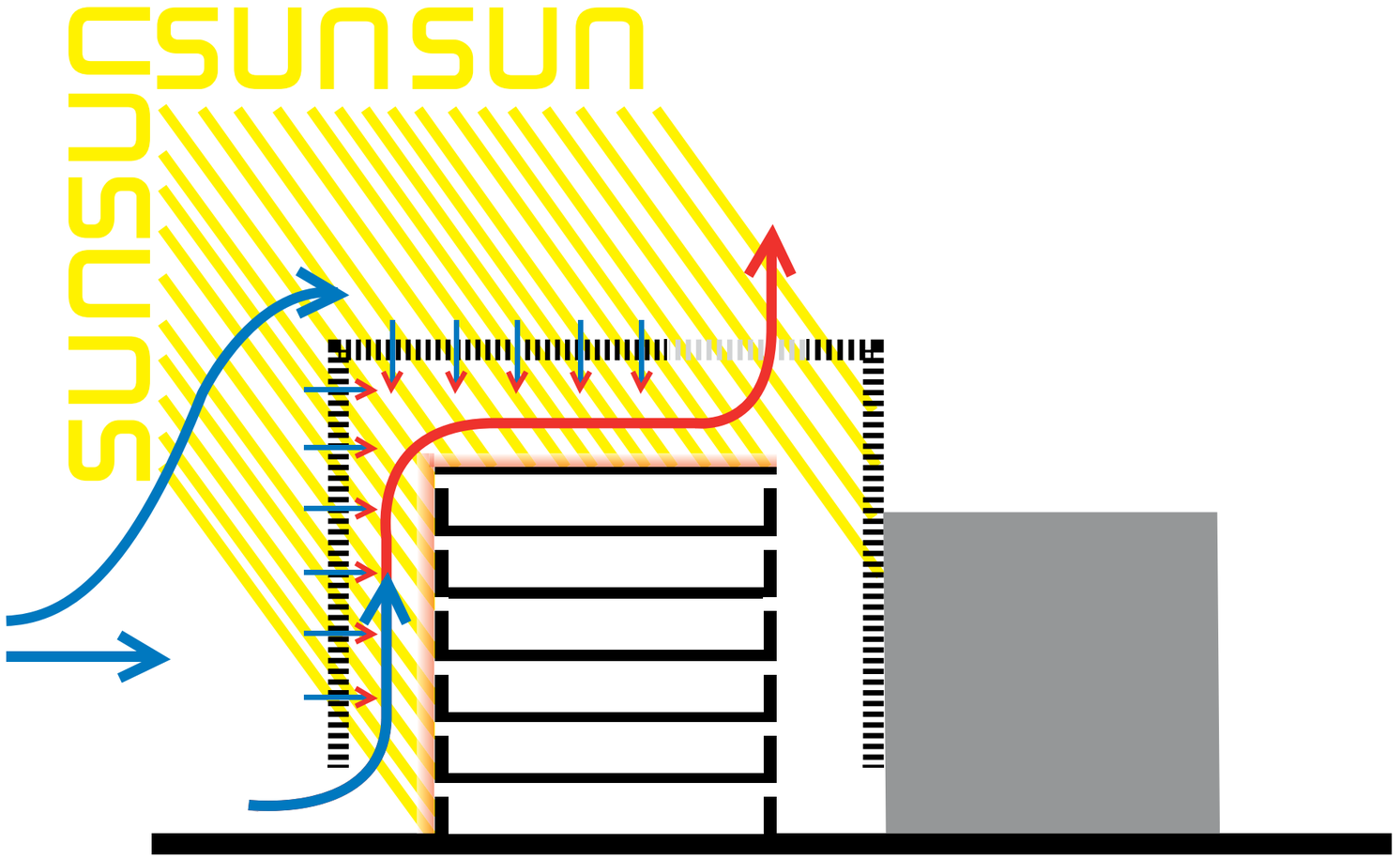
SUMMER
Winddirection
Sun heats up the building



04 BOX-in-BOX

Climate

SUMMER
Winddirection
Sun heats up the building
Chimney effect
Natural ventilation



04 BOX-in-BOX

Climate

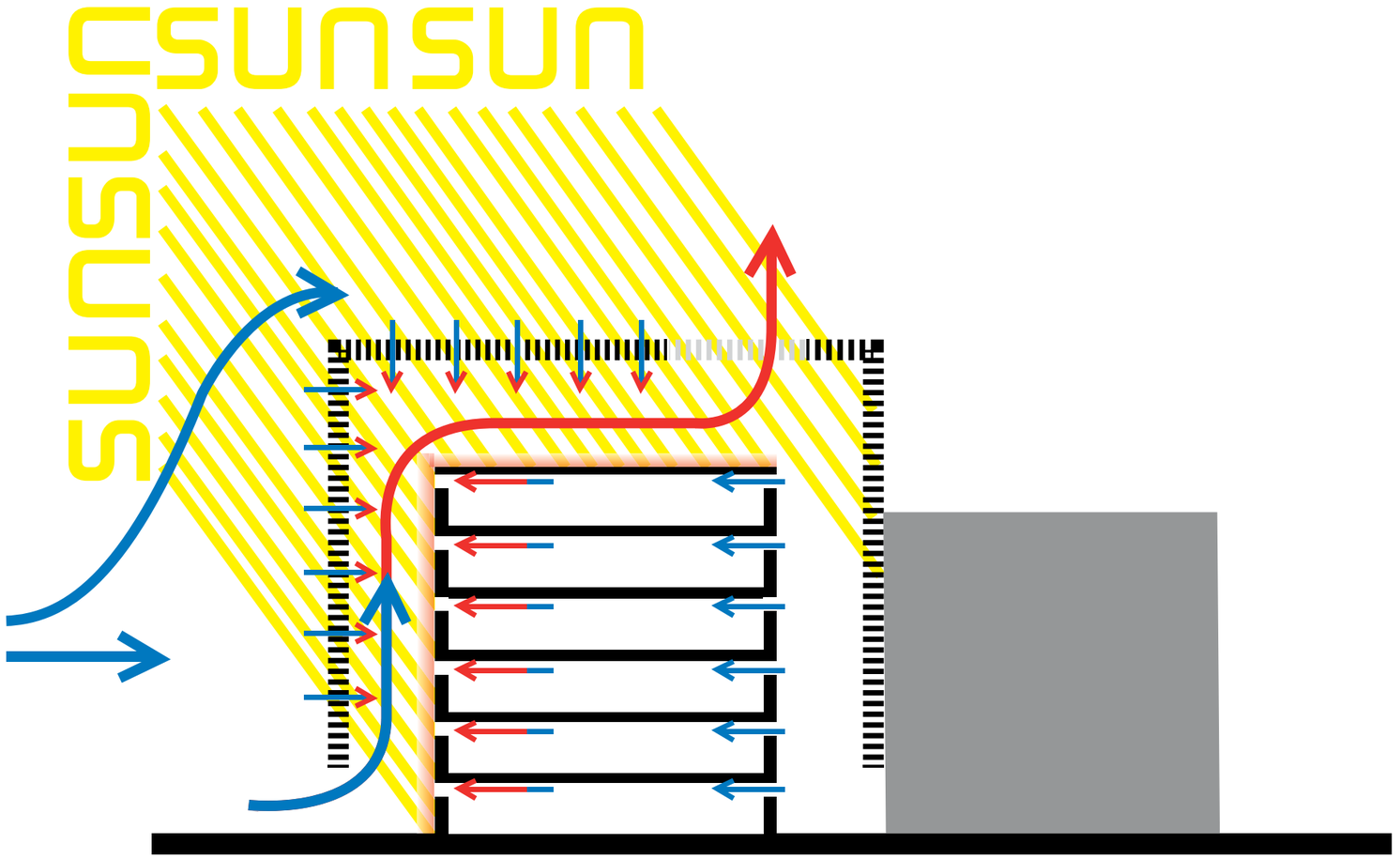
SUMMER

Winddirection

Sun heats up the building

Chimney effect

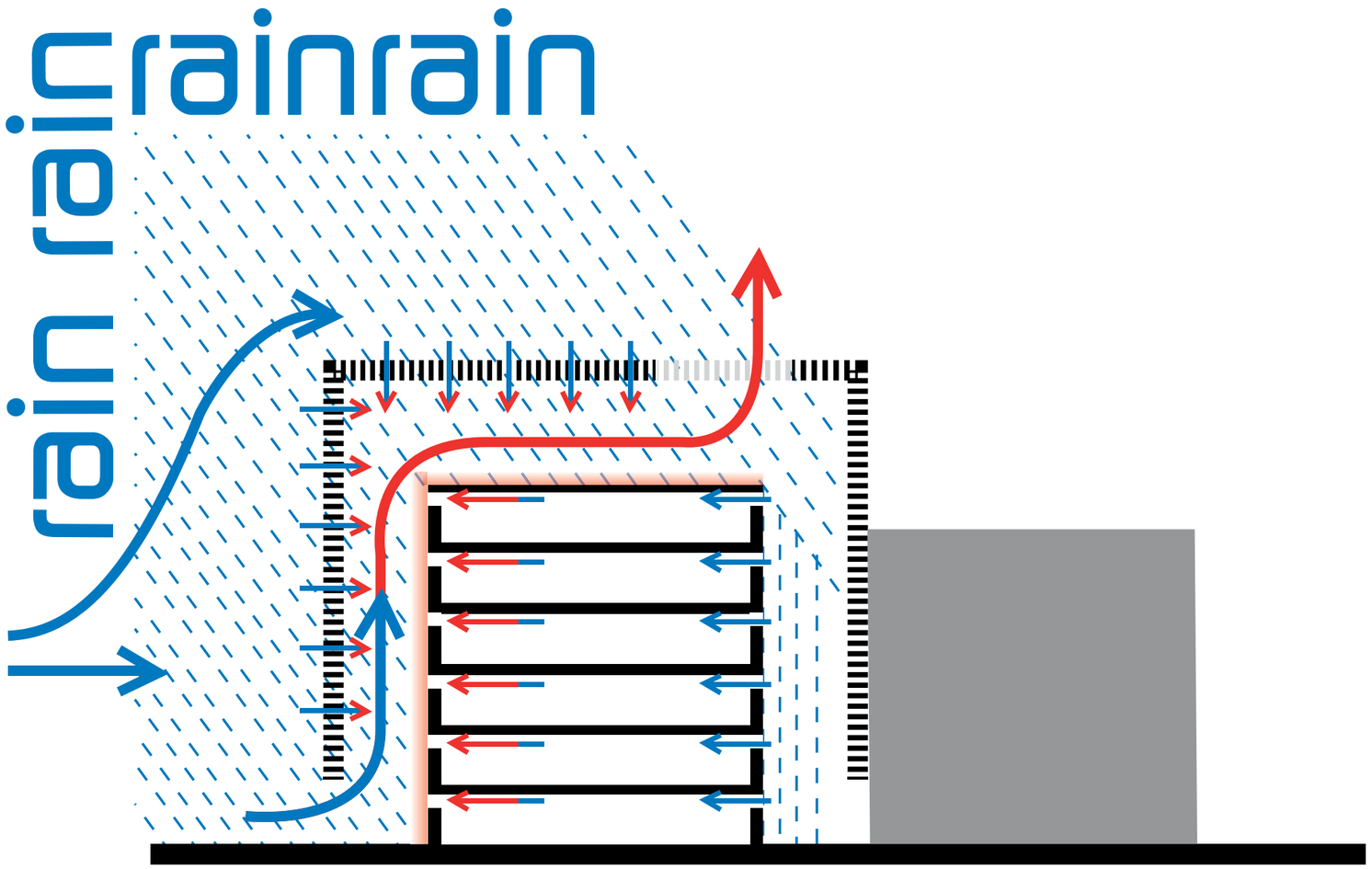
Natural ventilation



04 BOX-in-BOX

Climate

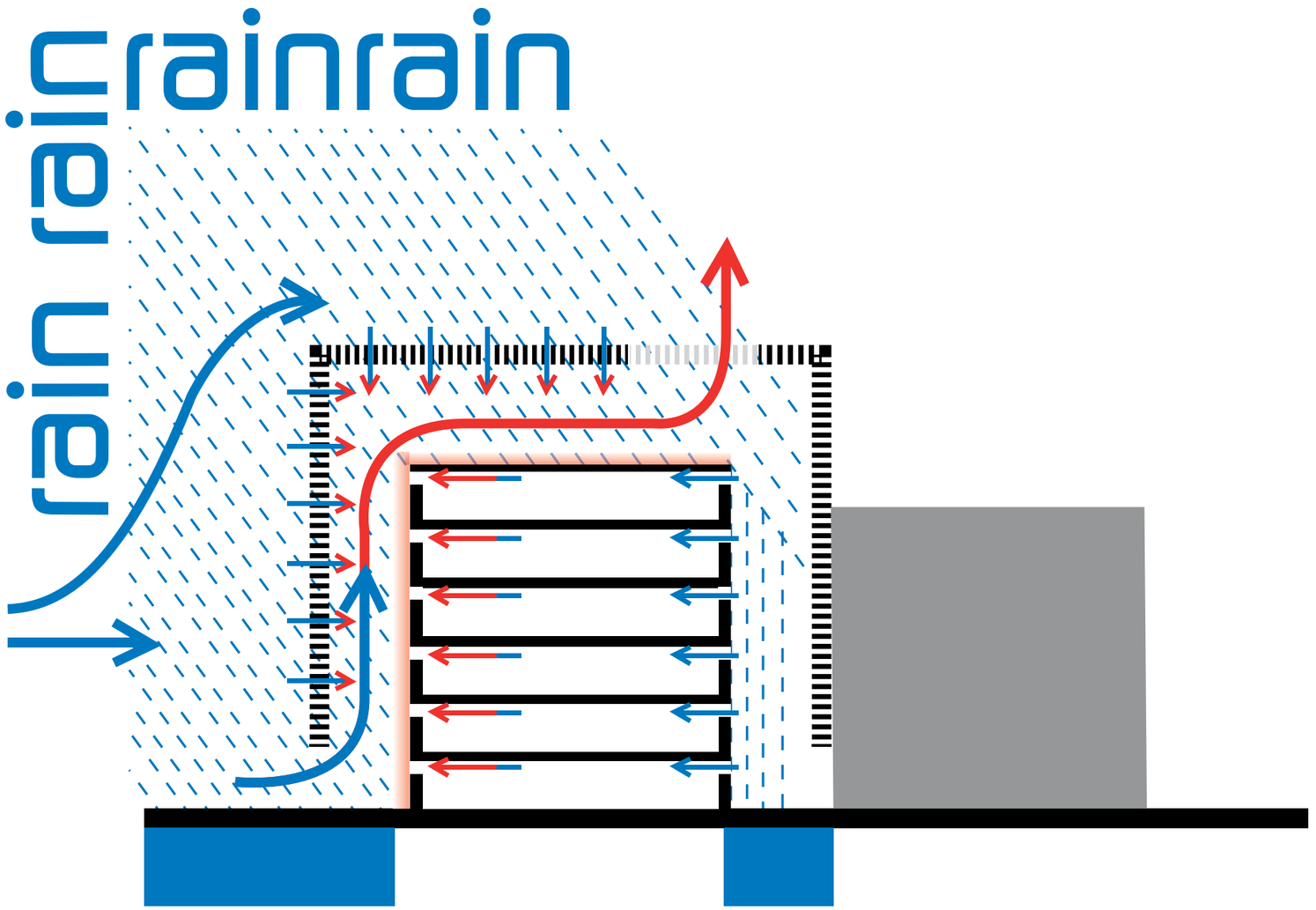
SUMMER
Winddirection
Chimney effect
Natural ventilation
Rain



04 BOX-in-BOX

Climate

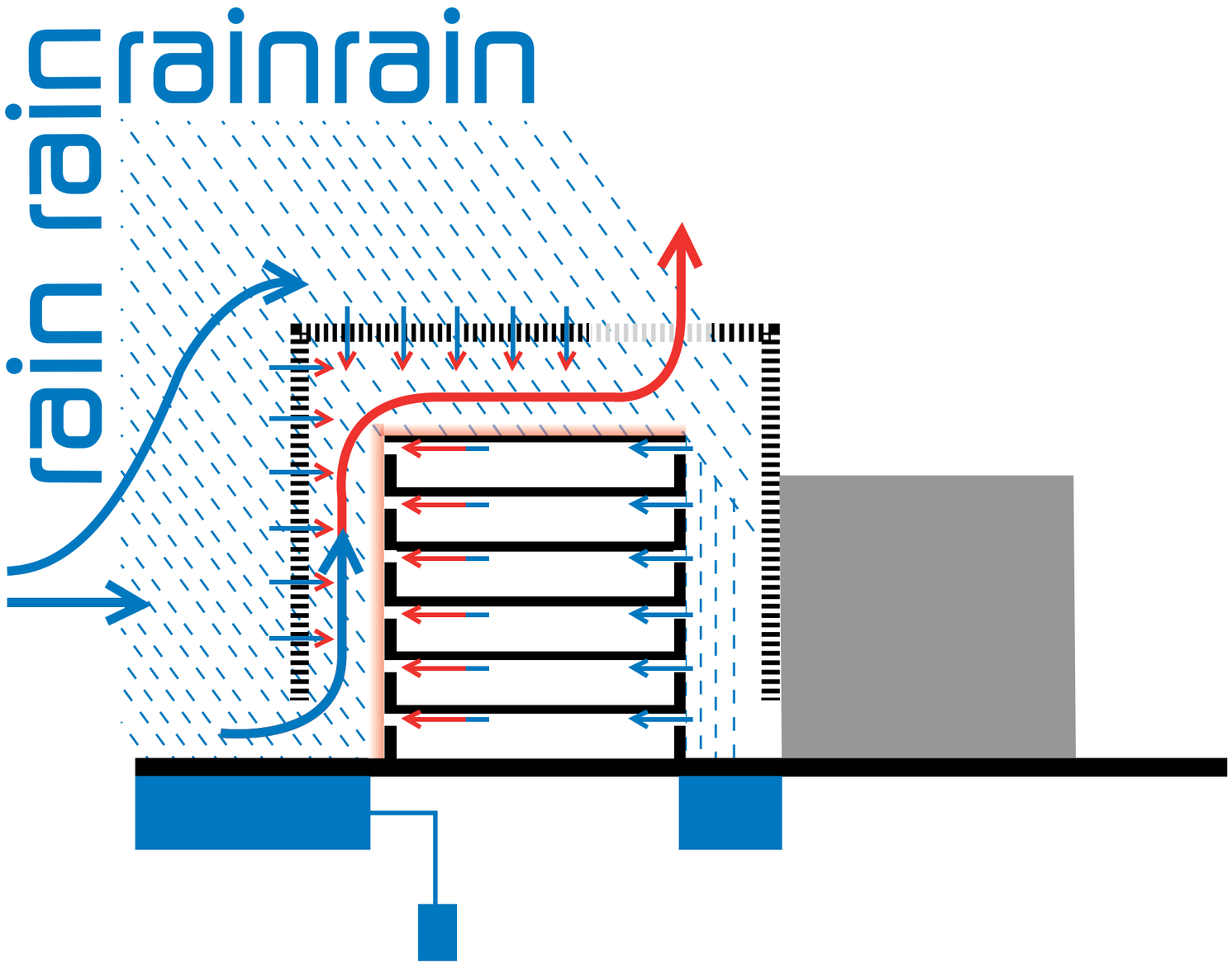
SUMMER
Winddirection
Chimney effect
Natural ventilation
Rain
Rainwater collected



04 BOX-in-BOX

Climate

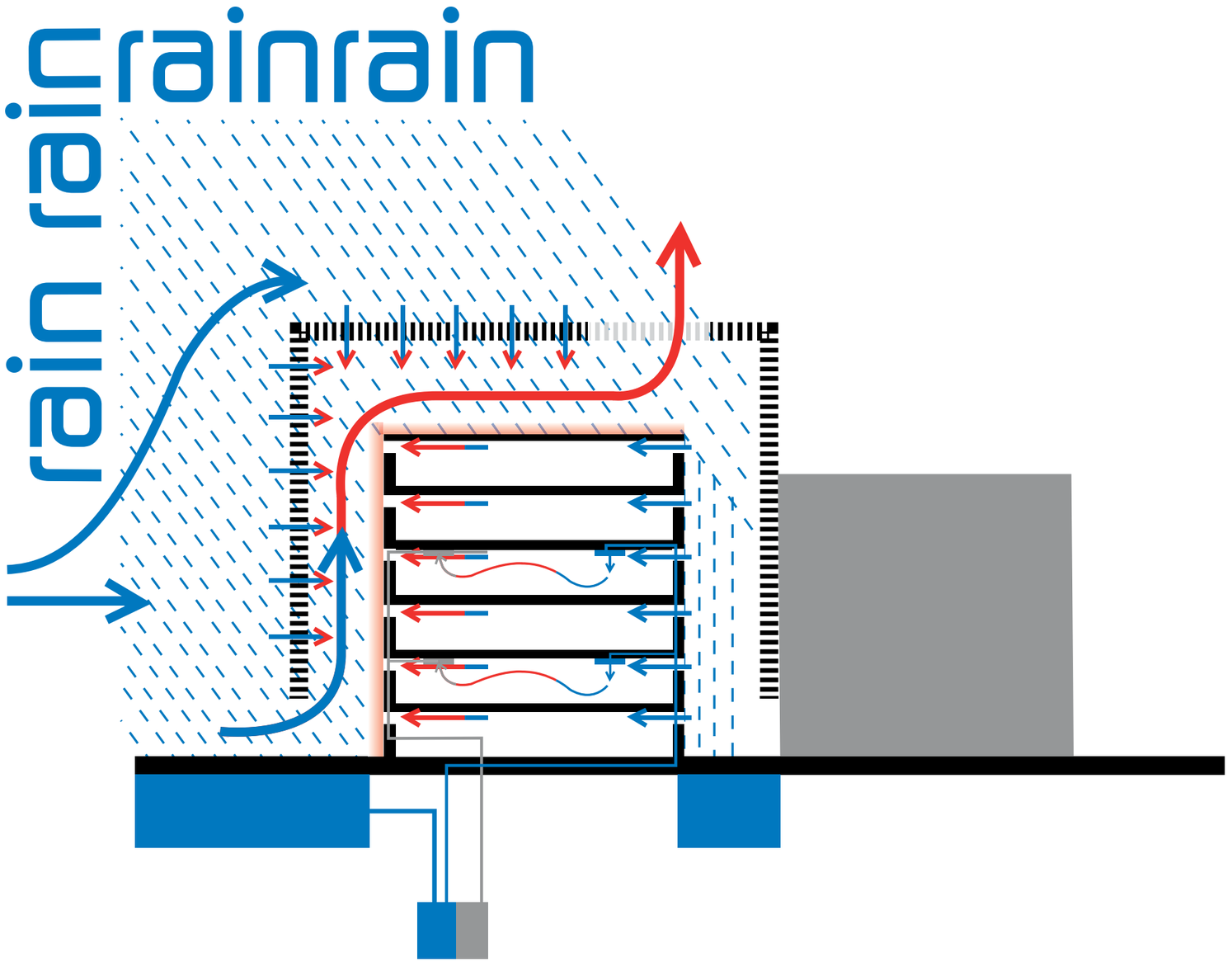
SUMMER
Winddirection
Chimney effect
Natural ventilation
Rain
Rainwater collected
Cooling storage



04 BOX-in-BOX

Climate

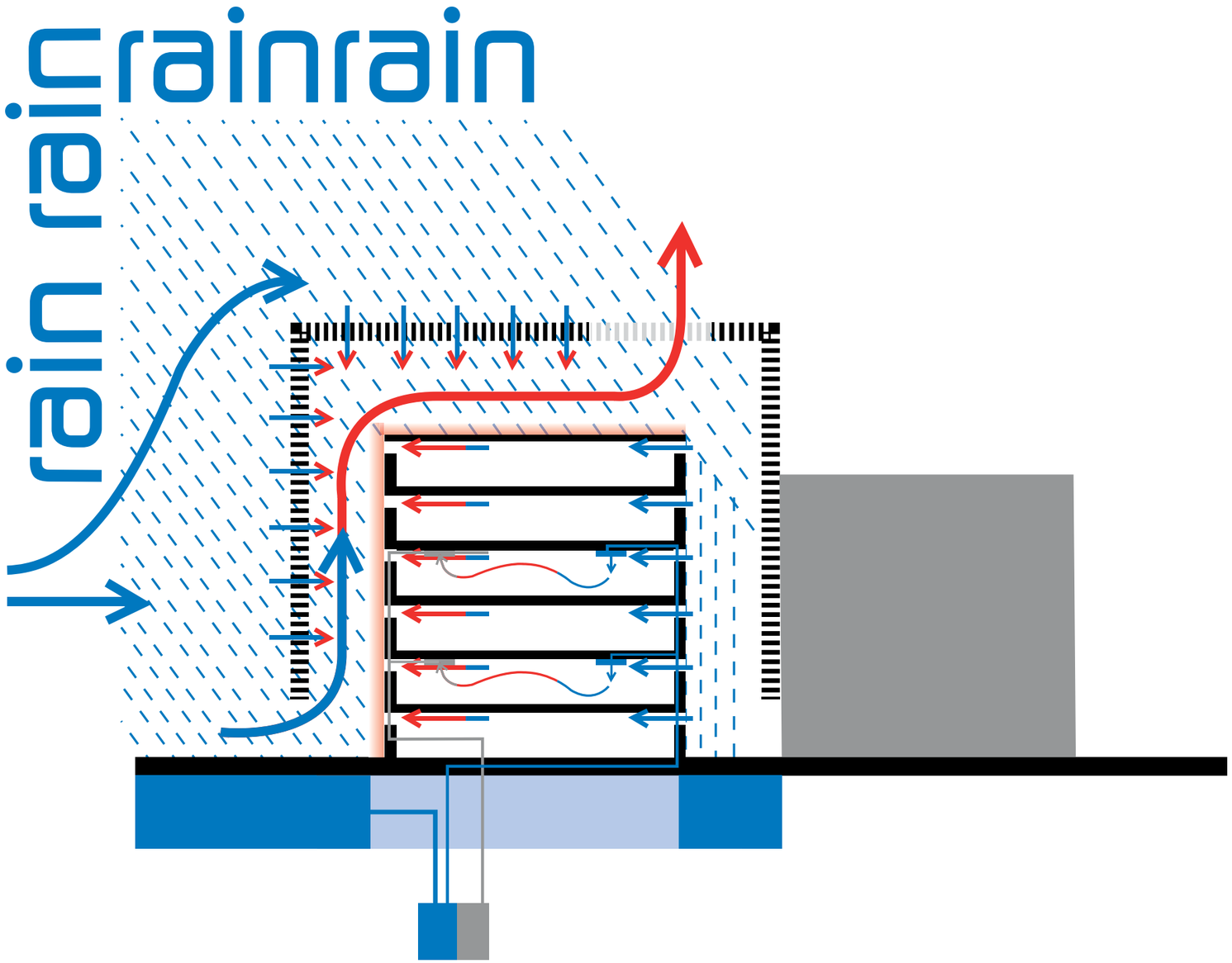
SUMMER
Winddirection
Chimney effect
Natural ventilation
Rain
Rainwater collected
Cooling storage
Mechanical ventilation



04 BOX-in-BOX

Climate

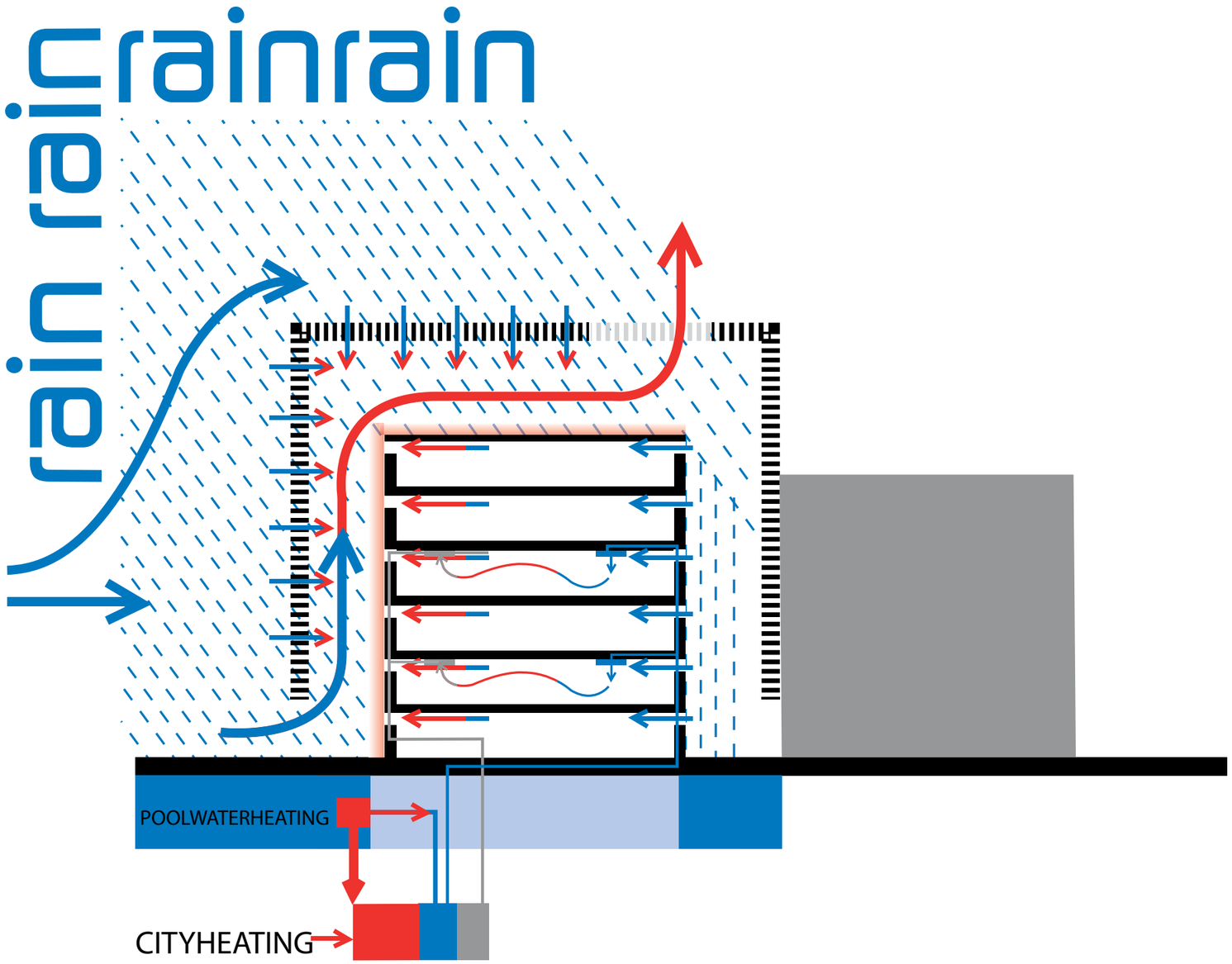
SUMMER
Winddirection
Chimney effect
Natural ventilation
Rain
Rainwater collected
Cooling storage
Mechanical ventilation
Swimmingpool



04 BOX-in-BOX

Climate

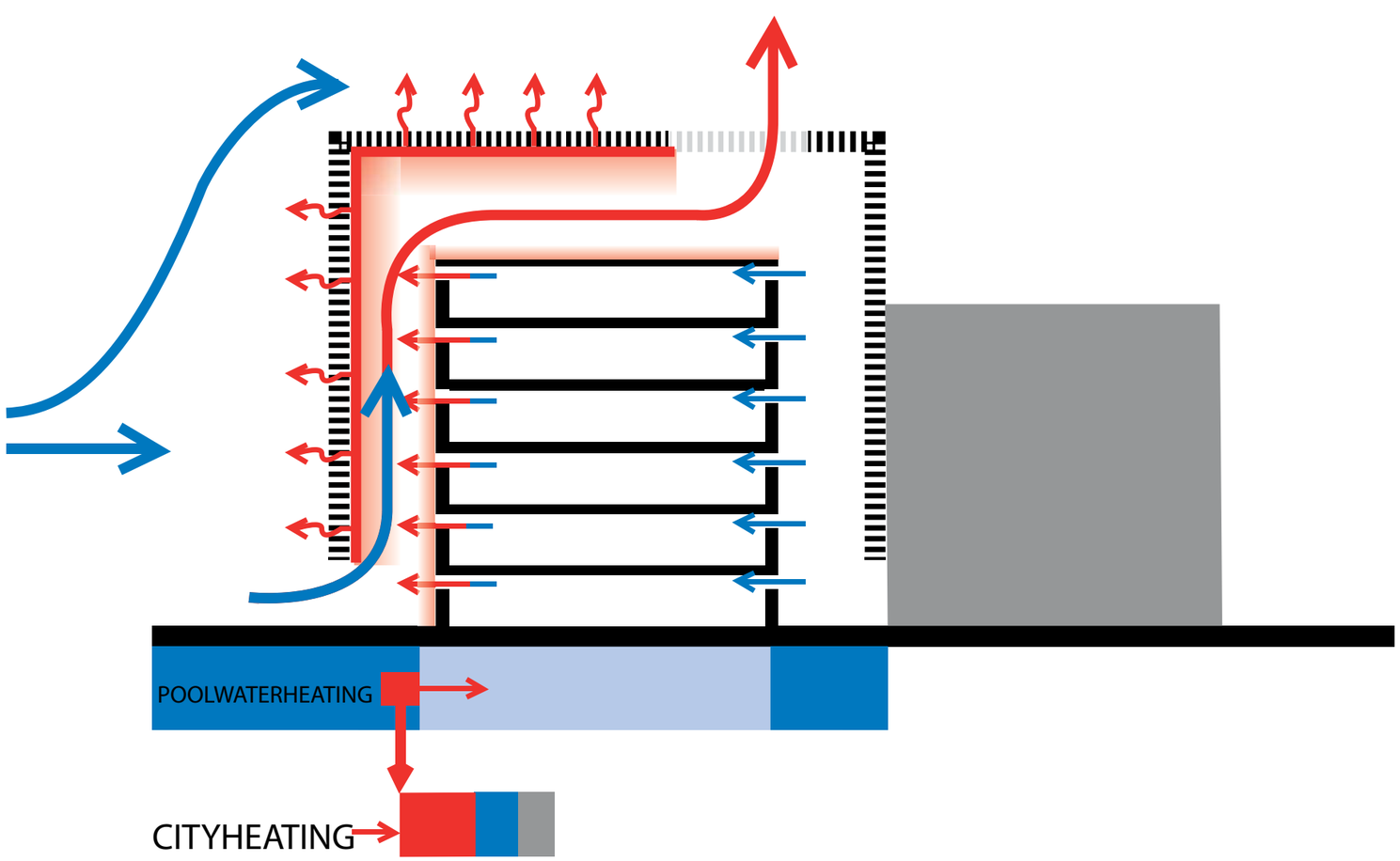
SUMMER
Winddirection
Chimney effect
Natural ventilation
Rain
Rainwater collected
Cooling storage
Mechanical ventilation
Swimmingpool
Heat storage



04 BOX-in-BOX

Climate

SUMMER NIGHT
Winddirection
Chimney effect
Natural ventilation

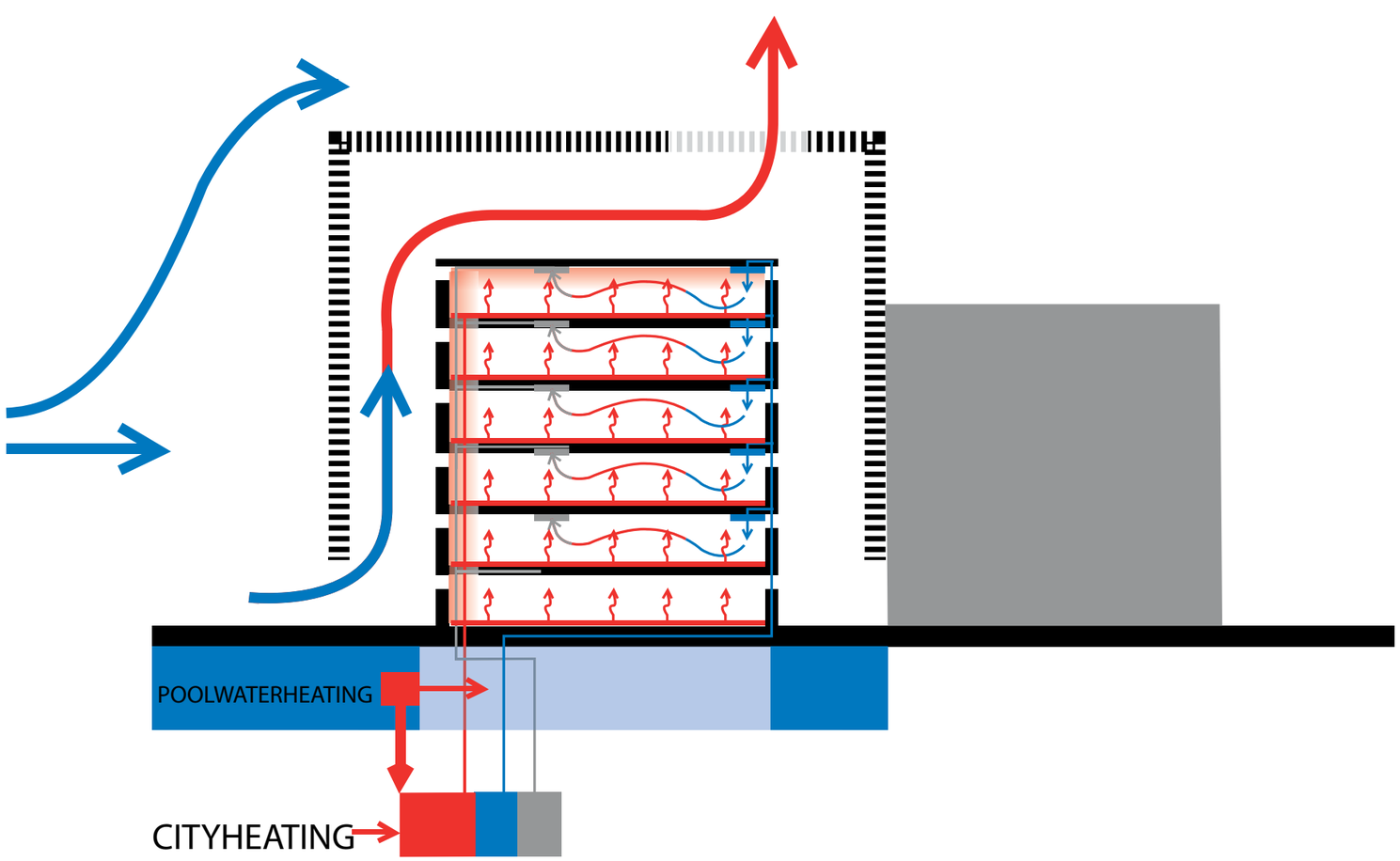


04 BOX-in-BOX

Climate

WINTER

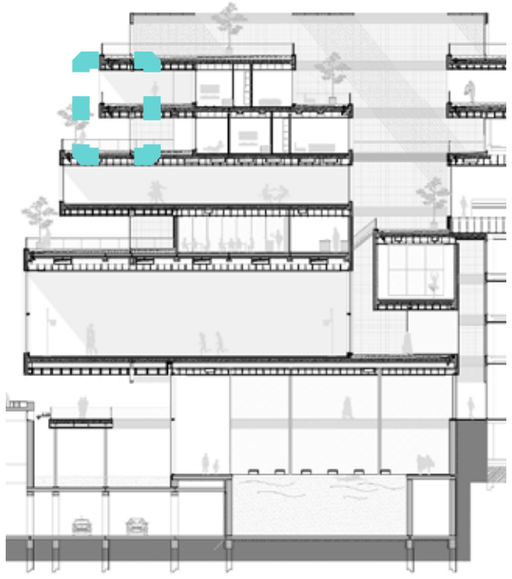
Mechnical ventilation

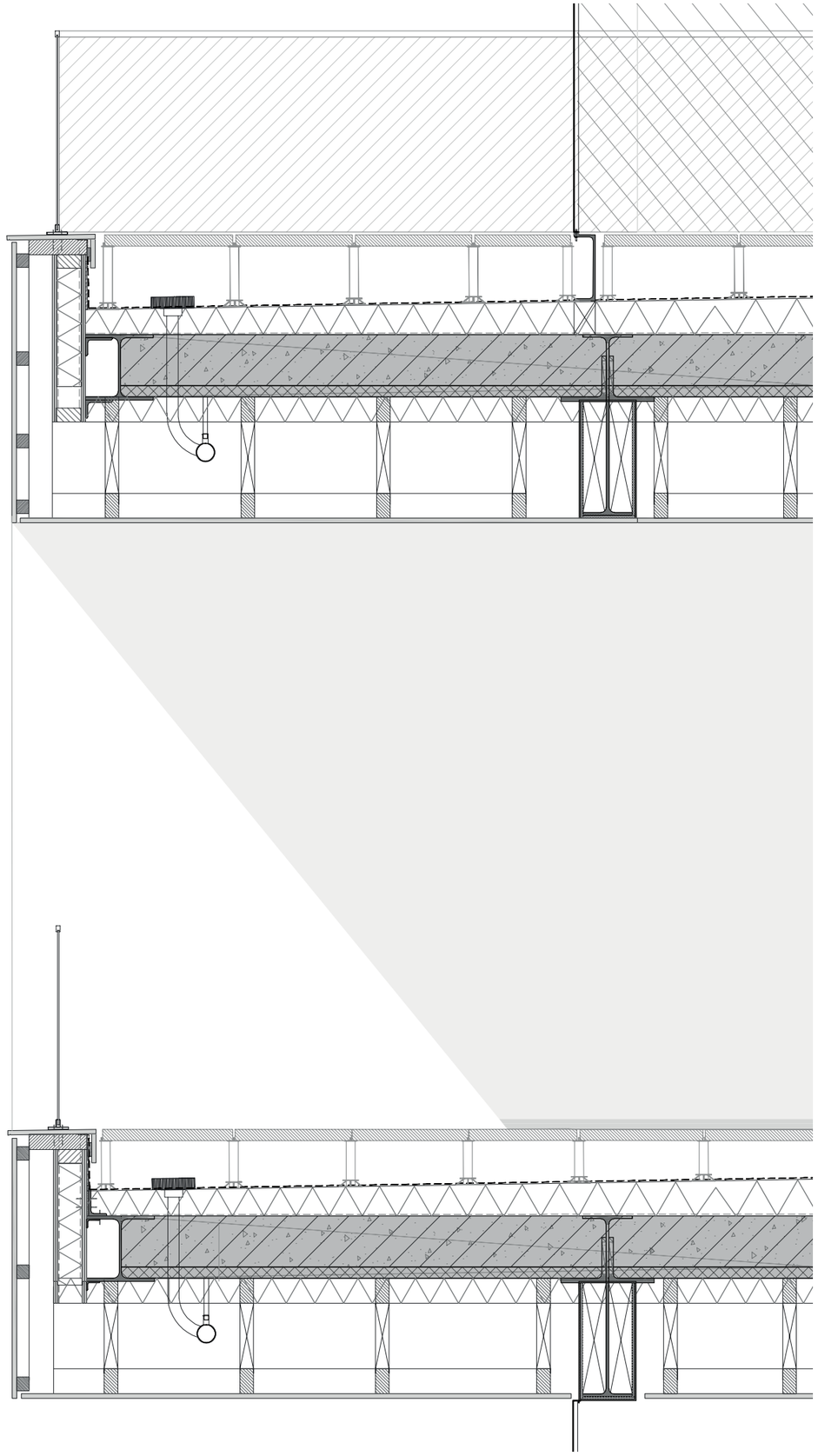


04 BOX-in-BOX

Climate

Rainwater storage

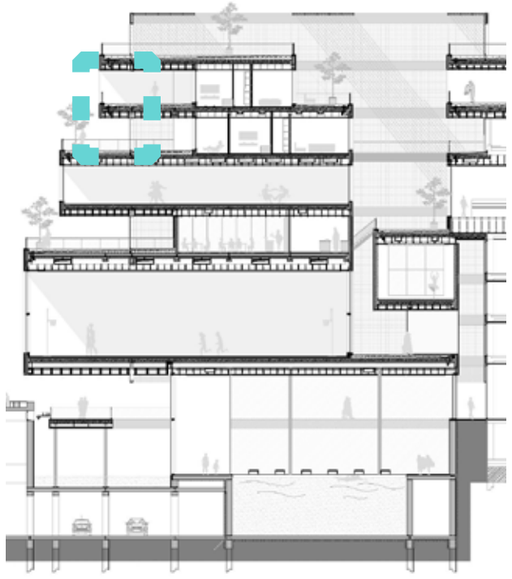


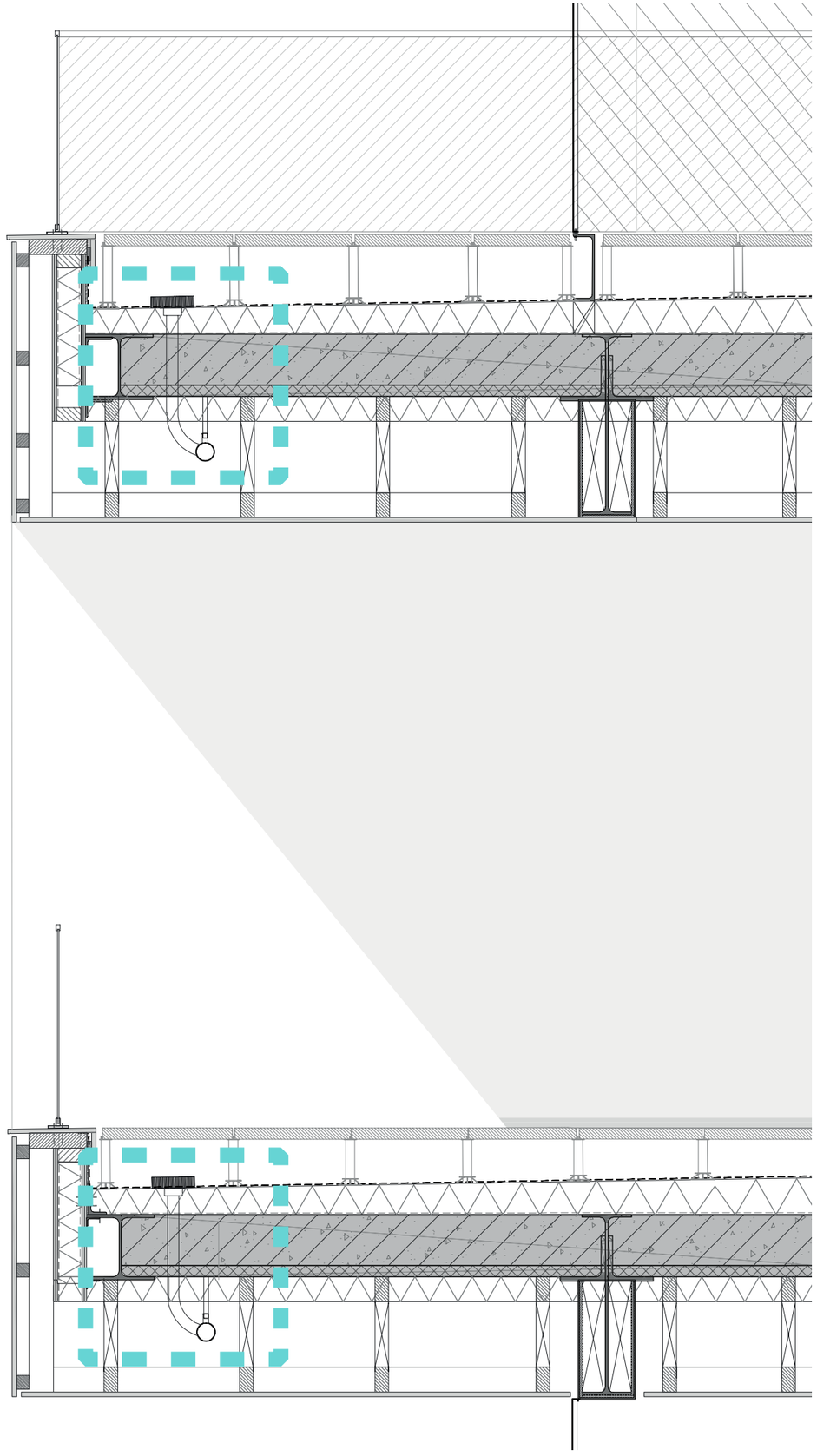


04 BOX-in-BOX

Climate

Rainwater storage

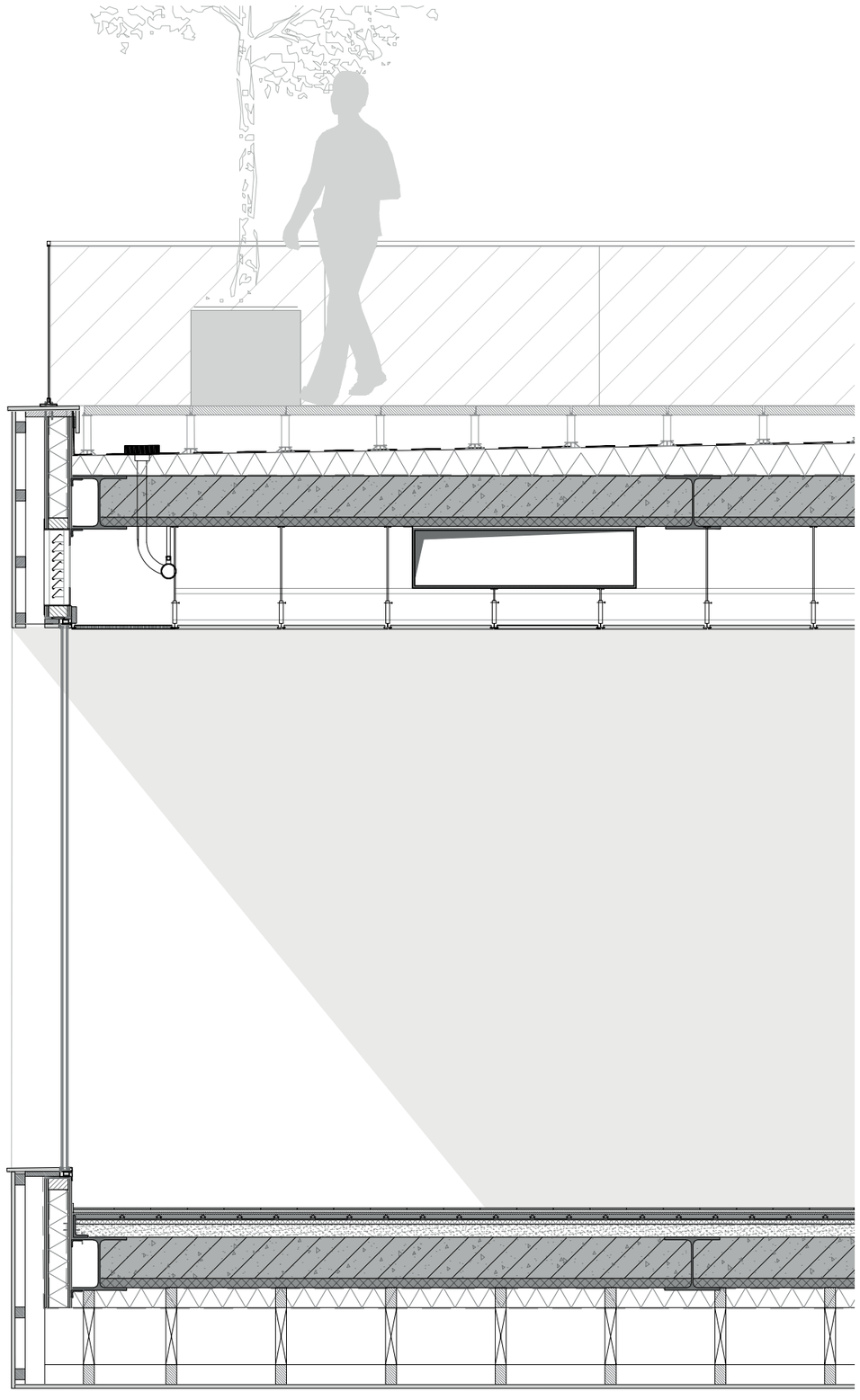




04 BOX-in-BOX

Climate

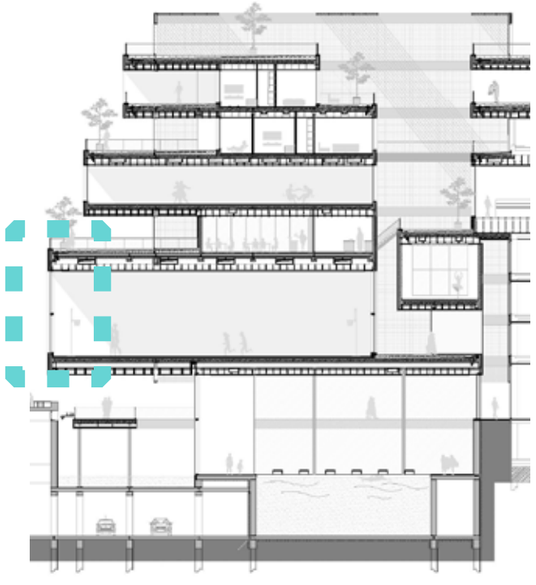
Mechnical ventilation

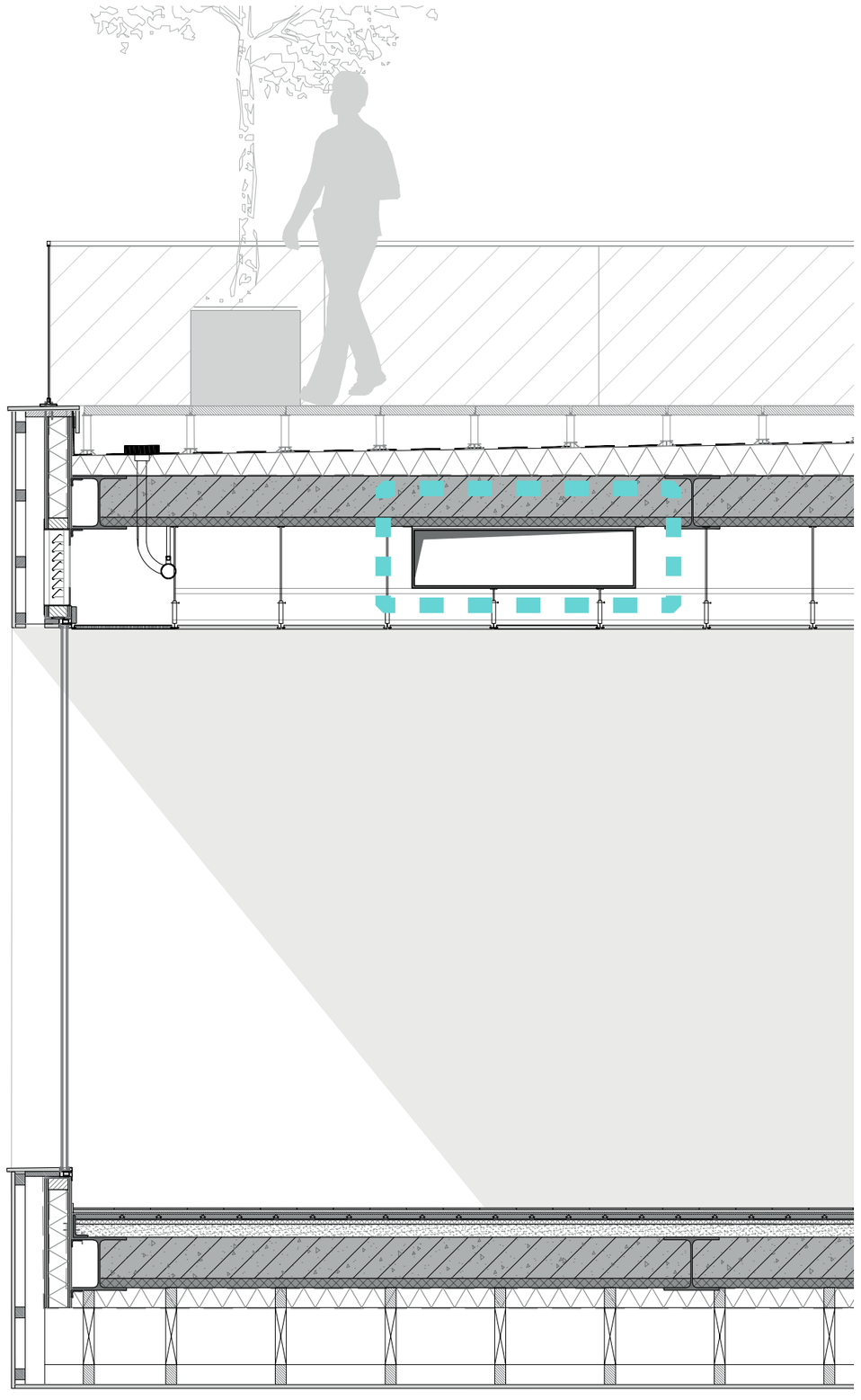


04 BOX-in-BOX

Climate

Mechnical ventilation





04 BOX-in-BOX

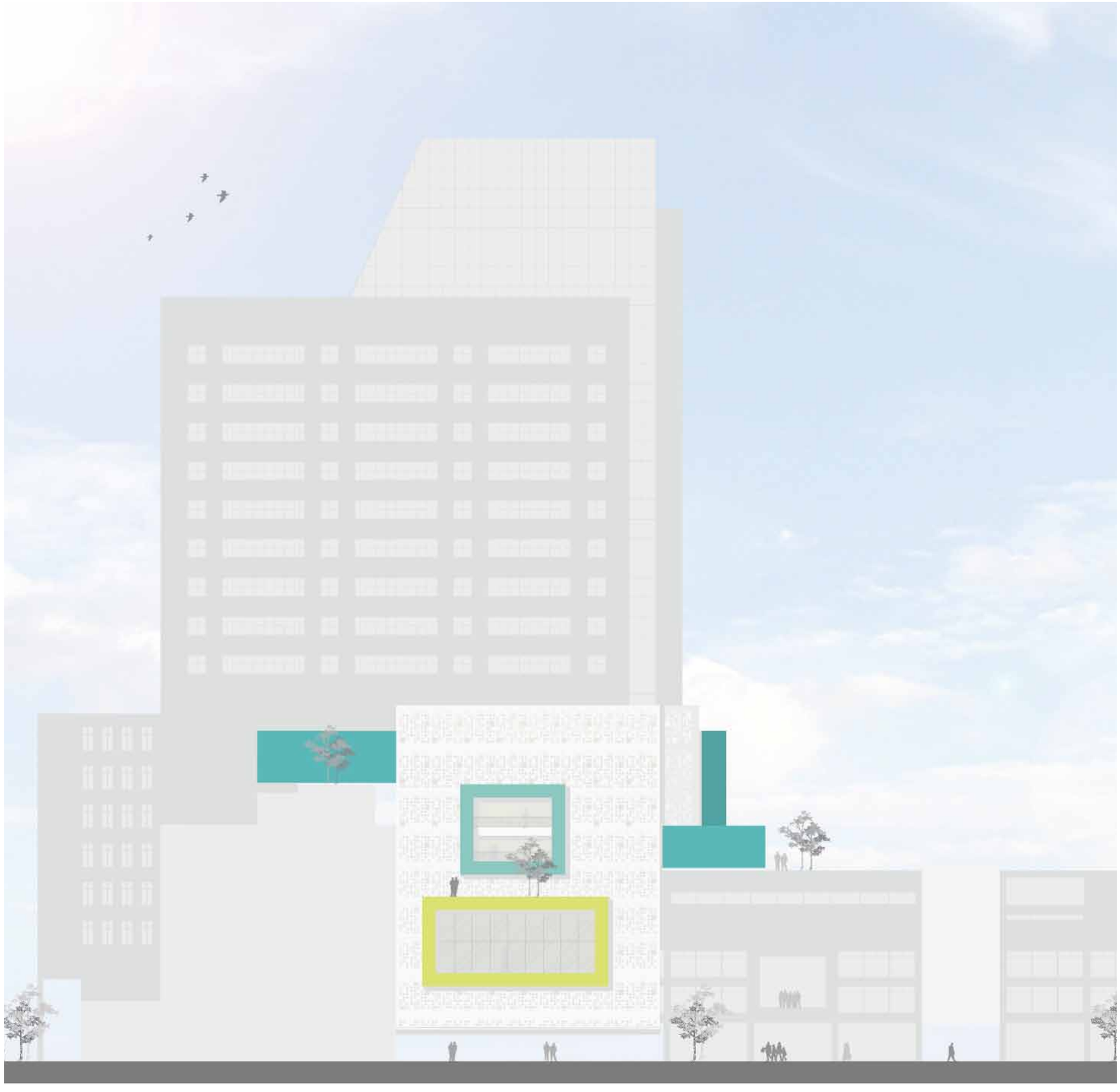
Materialisation

West facade

04 BOX-in-BOX

Materialisation

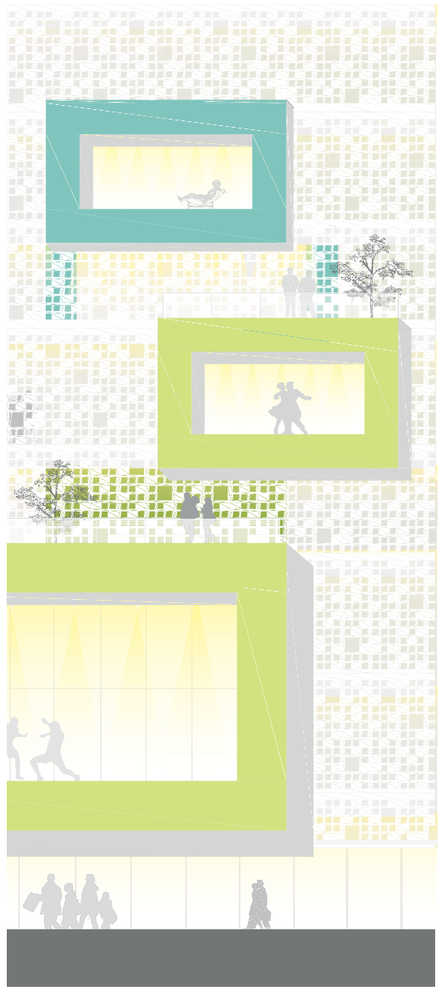
East facade

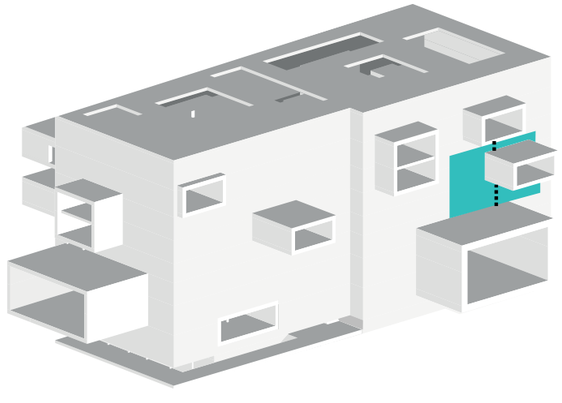


04 BOX-in-BOX

Materialisation

Facade fragment

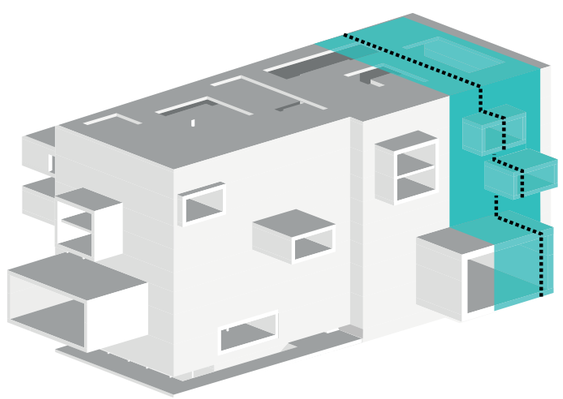


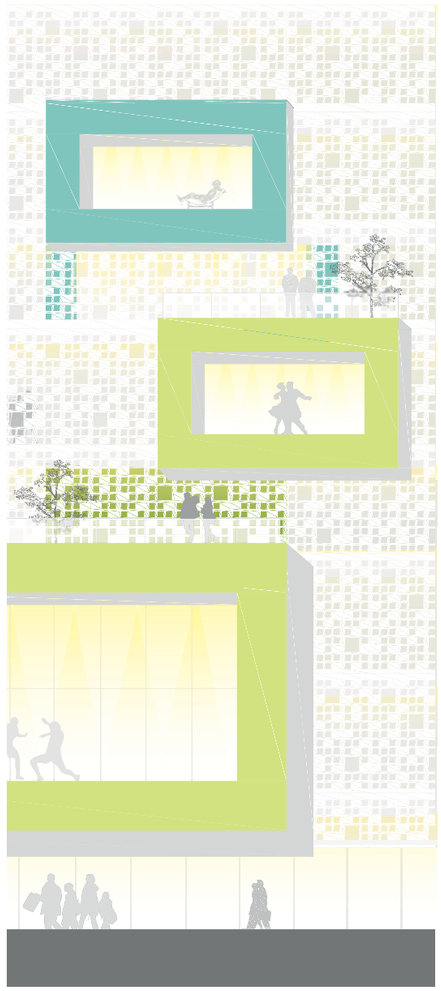


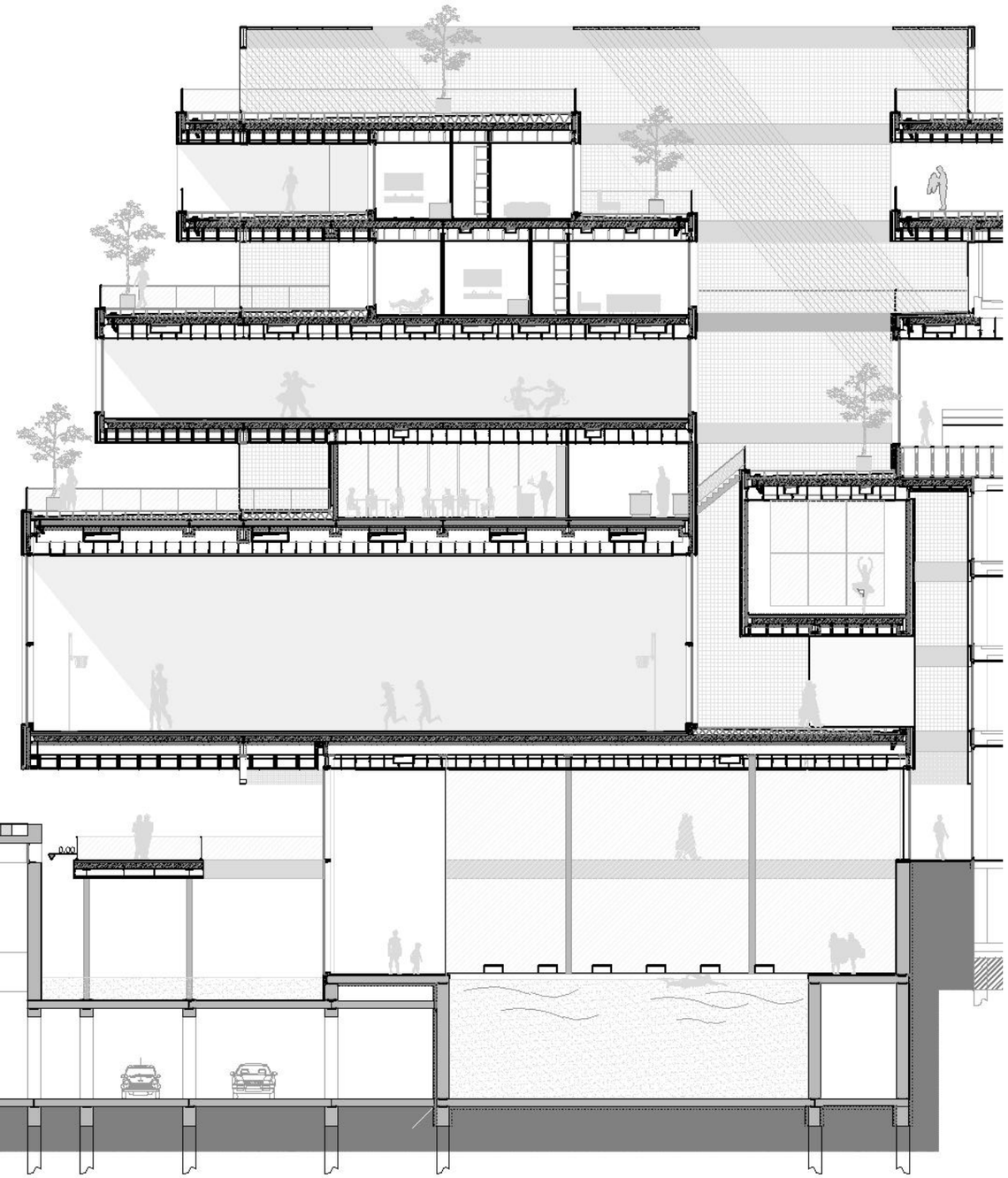
04 BOX-in-BOX

Materialisation

Facade fragment + Section



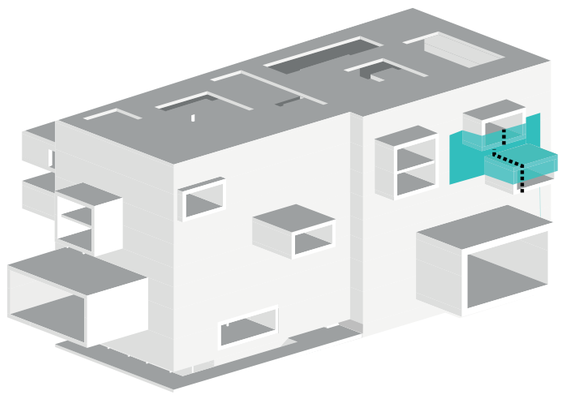


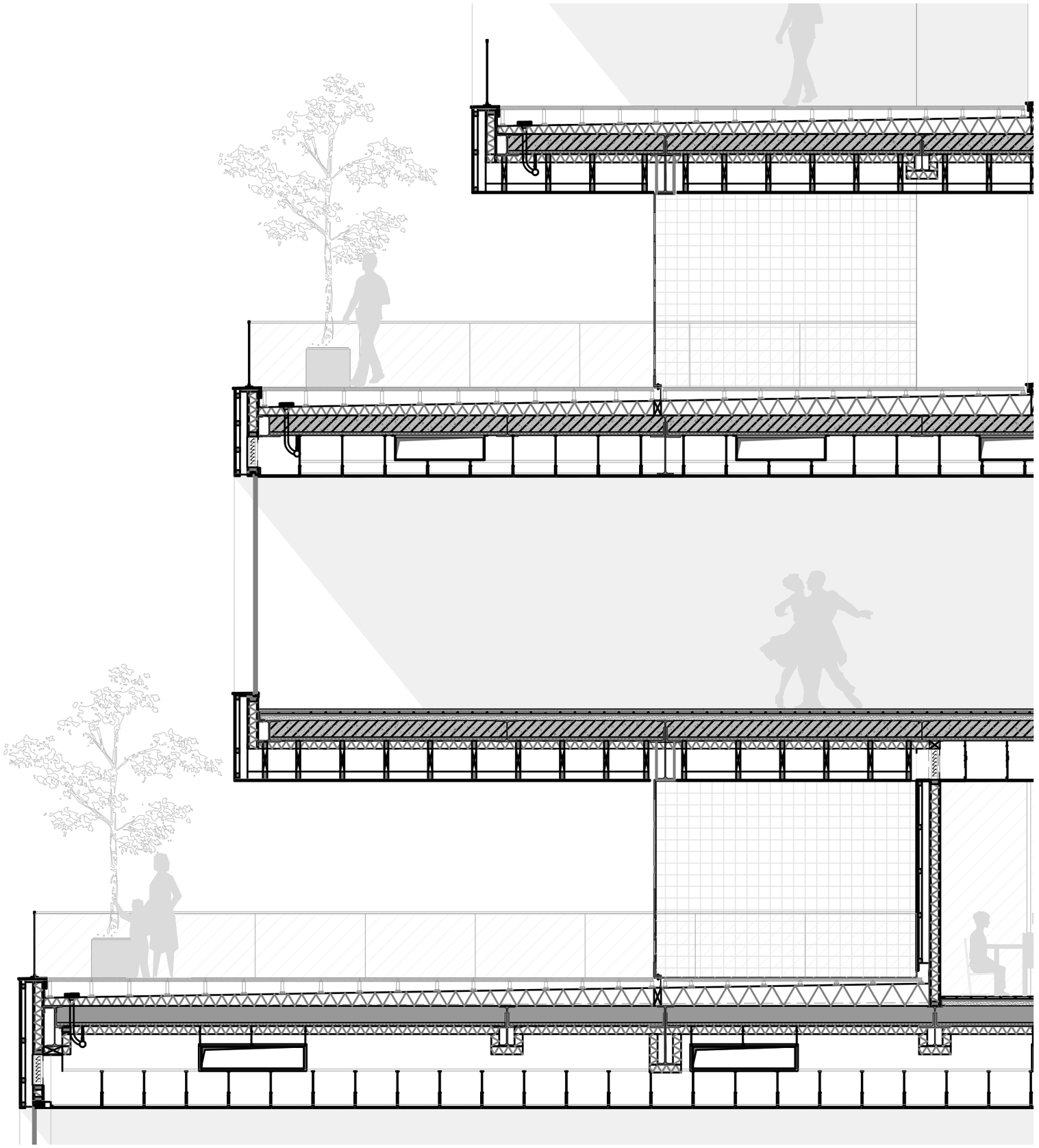


04 BOX-in-BOX

Materialisation

Facade detail

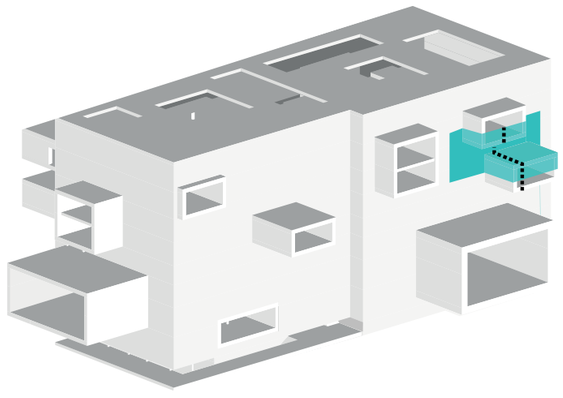


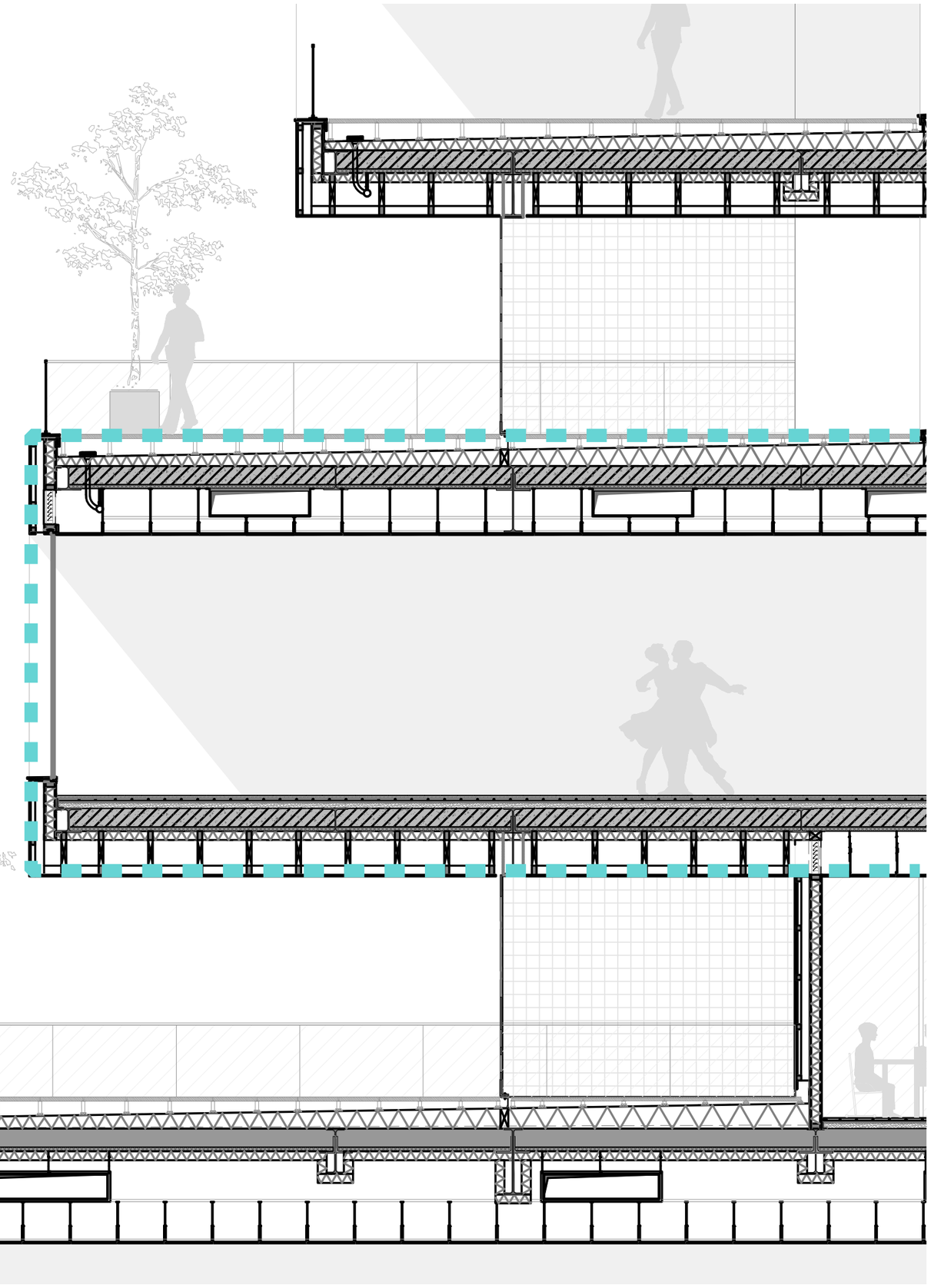


04 BOX-in-BOX

Materialisation

Facade detail
- Box

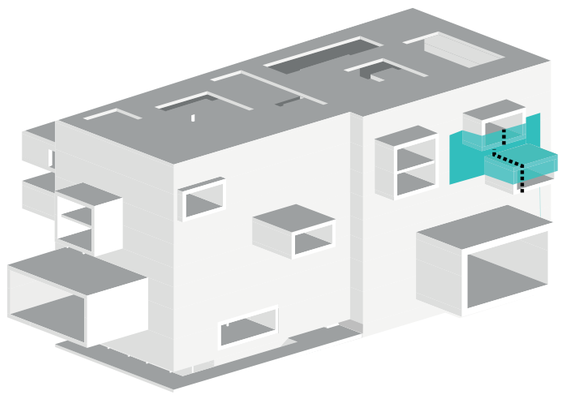


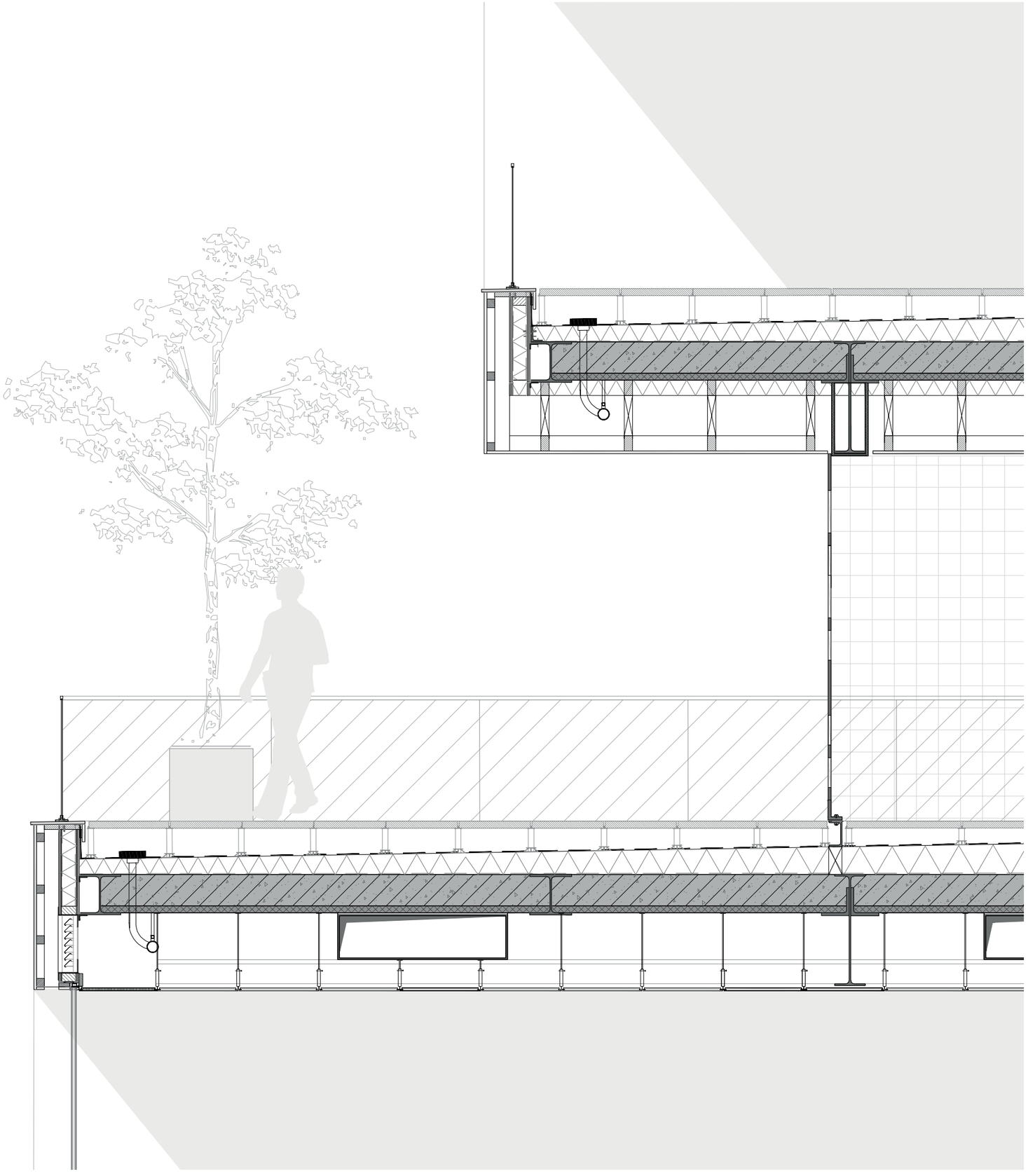


04 BOX-in-BOX

Materialisation

Facade detail
- Box

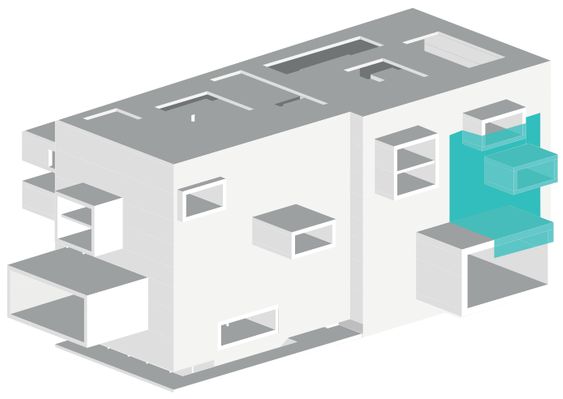


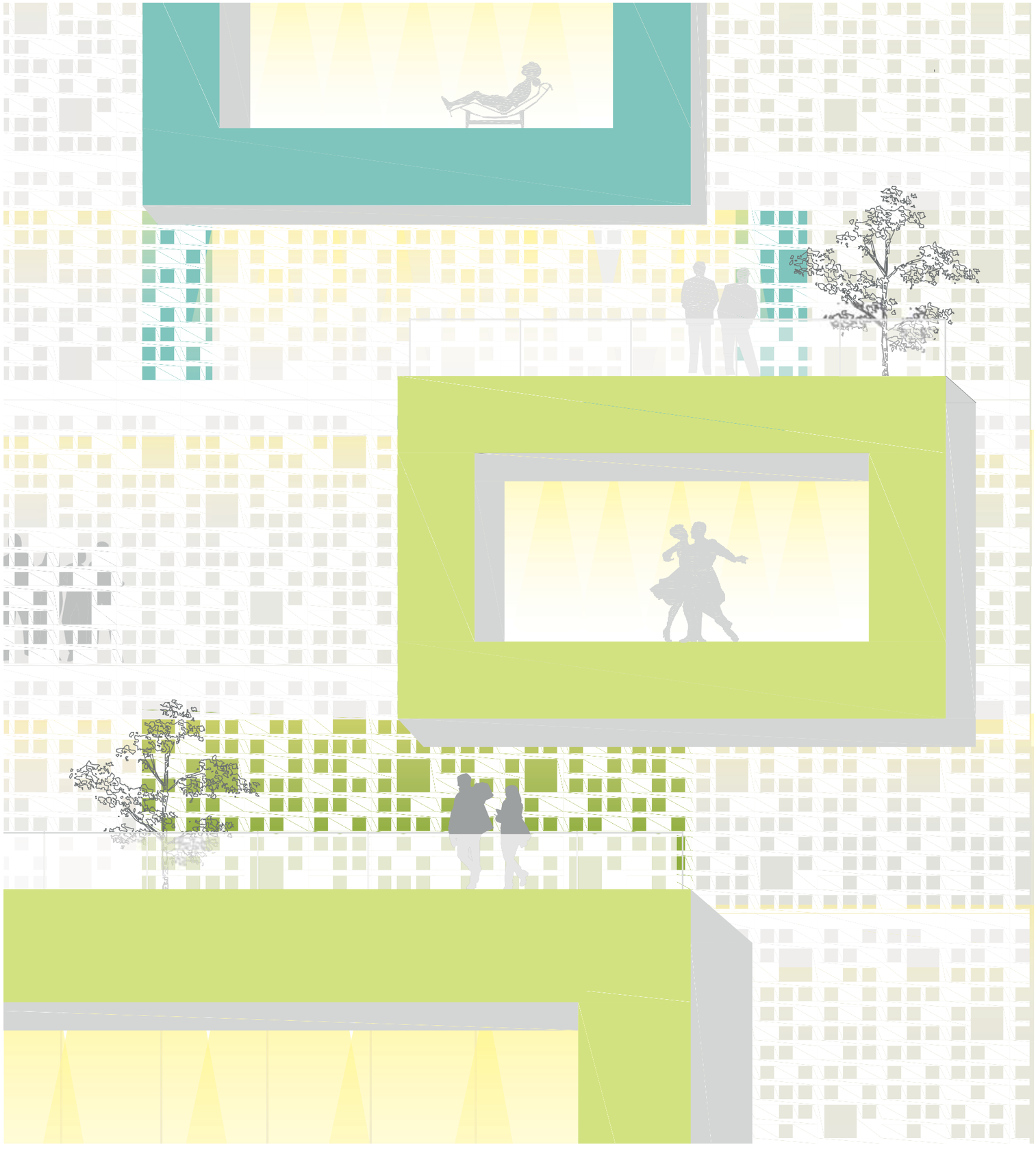


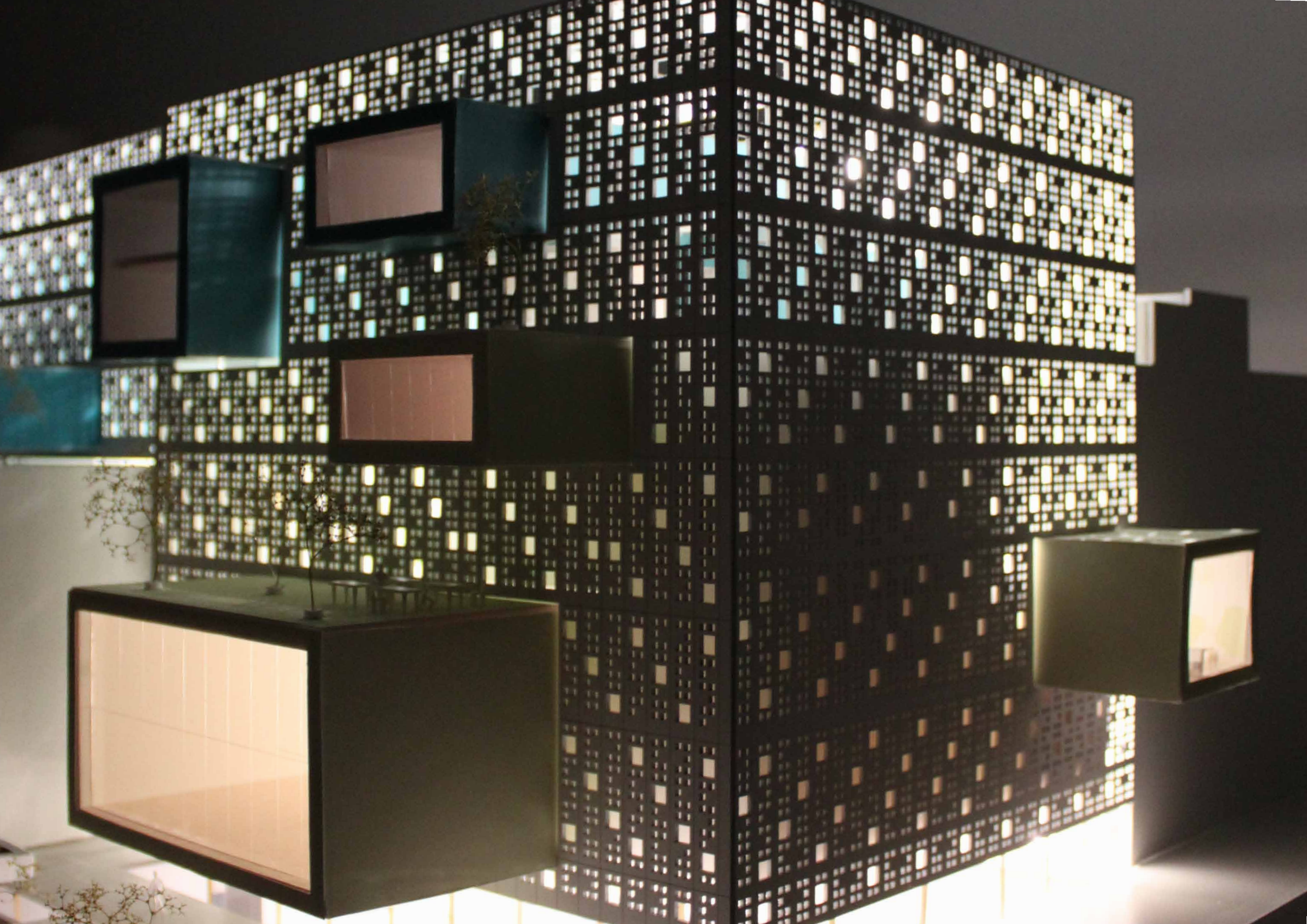
04 BOX-in-BOX

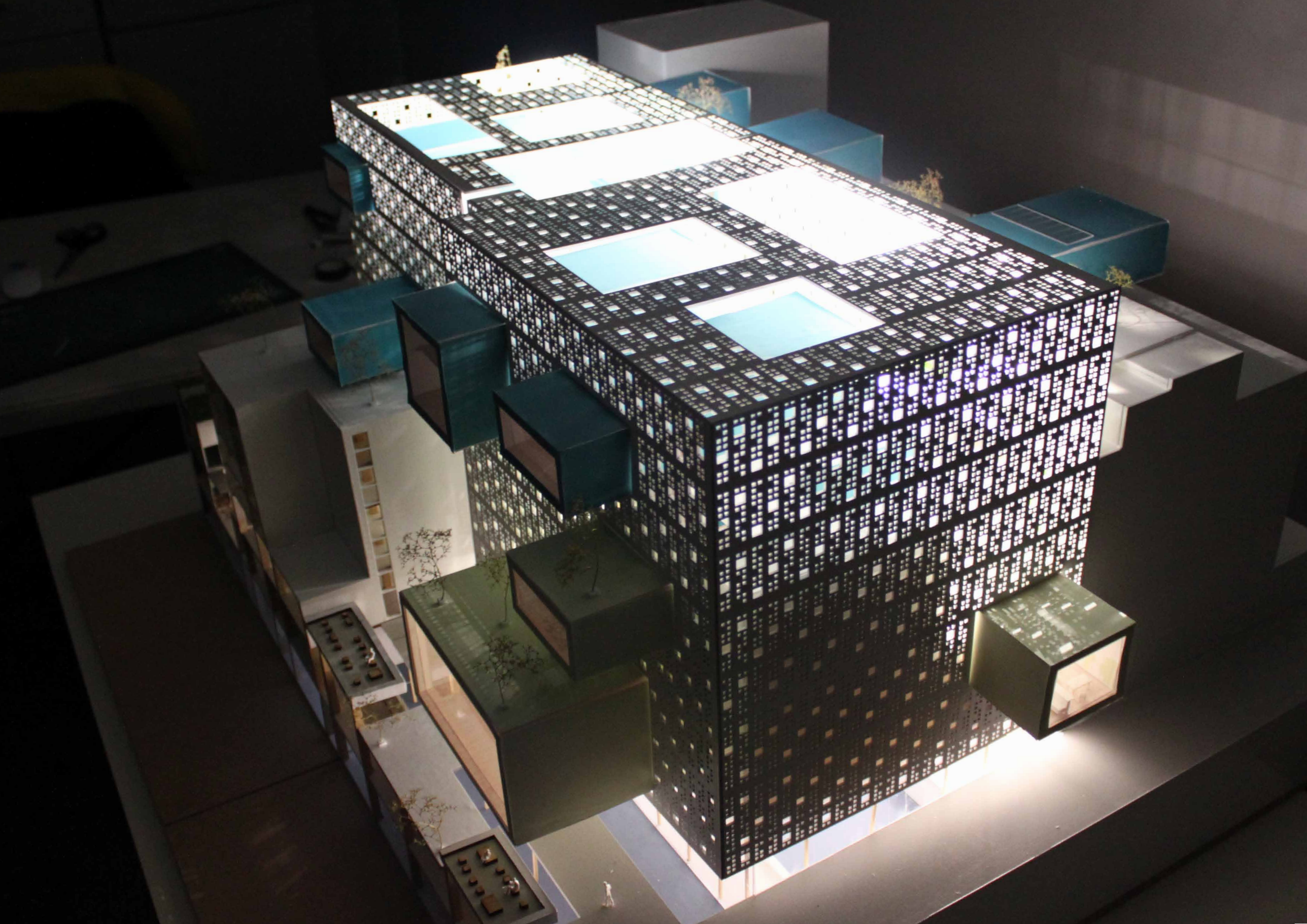
Materialisation

Facade detail
-Box: Eternit fiber cement board
-Second Facade: steal perforated plates









05 Conclusion

BOX-in-BOX

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What makes the BOX-in-BOX design unique?

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Flexibility within multifunctionality

05 Conclusion

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- dance
- eat & drink
- and relax facilities

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- interaction
- get to know
- be aware
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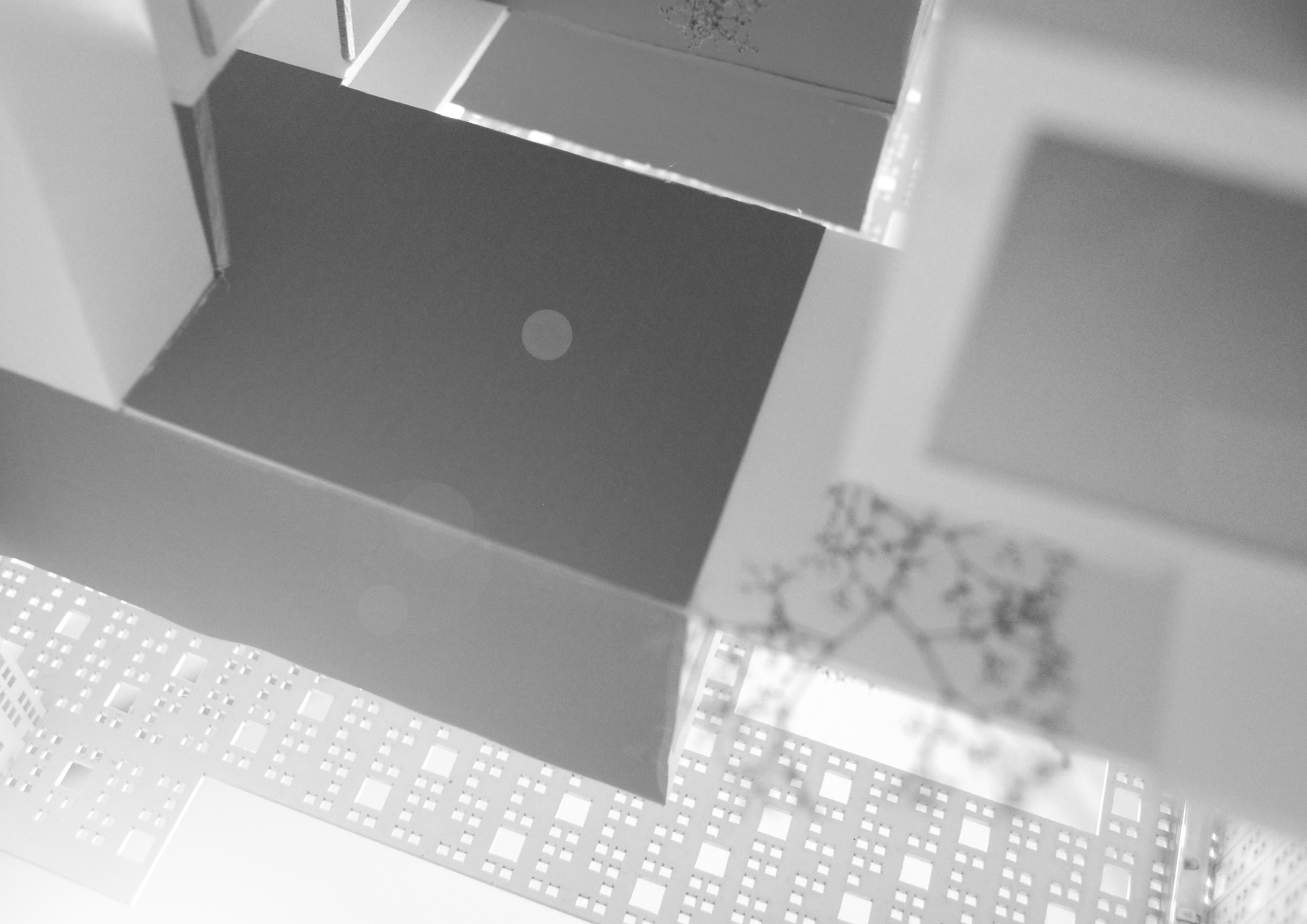
Public realm will again be a part of the public users



THE END