

Making a fairbnb

a P5 graduation presentation for Explore Lab 18

January 22nd, 2015 - Alexander Mooi - 9580396

An aerial photograph of Amsterdam, showing a dense network of canals and buildings. A semi-transparent grey rectangular box is positioned at the top of the image, containing the text "What is going on?".

What is going on?

Amsterdam

What is going on?

*A city that is visited by evermore tourists
requiring evermore hotels and B&B facilities...*

Amsterdam

What is going on?

Amsterdam

AIRBNB ONTREGELING

airbnb versus traditionele accommodaties

What is going on?

Over 7000 Airbnb accommodations are being offered online...

Amsterdam

AIRBNB ONTREGELING

airbnb versus traditionele accommodaties

What is Airbnb?

Airbnb is a online, community marketplace for people to offer their house as B&B accommodations for tourists.

What is Airbnb?

Airbnb is a online, community marketplace for people to offer their house as B&B accommodations for tourists.

It is currently under scrutiny in cities like Amsterdam because of the possible detrimental effects on inner-city habitation.

Project goal

Let's design a *fairbnb*!

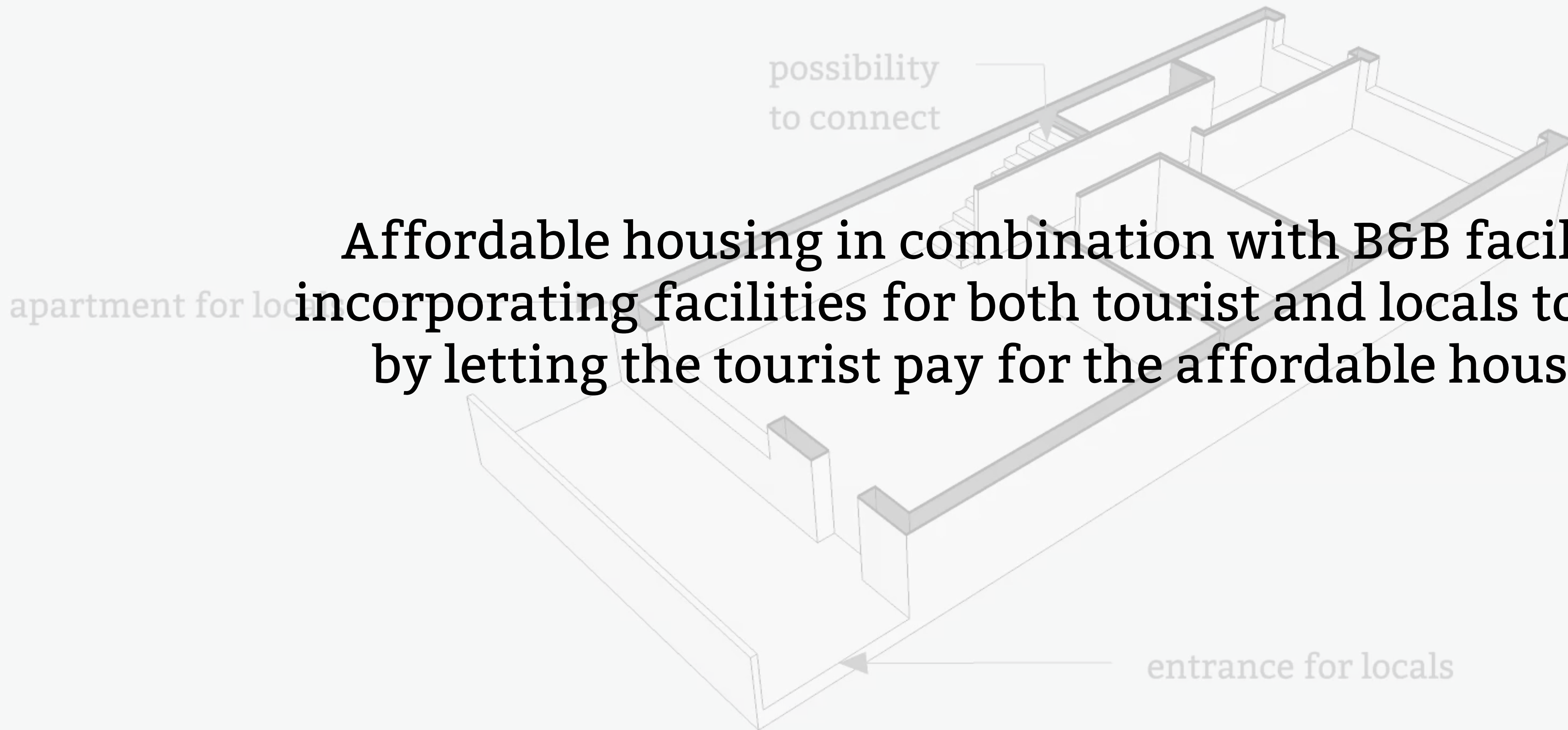
a *strategy* and a *pilot design project* on how to realise
a *fair* B&B system within the Amsterdam city centre.

What is a fairbnb?

A *fairbnb* is a *socially* and *architecturally* sustainable solution combining the demands of the *locals* and the *tourists*, offering a *viable* alternative through an *architect initiated project*, using tourism as a force for good, hopefully resulting in *added value for society* as a whole.

In other words...

**Affordable housing in combination with B&B facilities,
incorporating facilities for both tourist and locals to enjoy,
by letting the tourist pay for the affordable housing.**



Social ambitions

To create affordable housing within the desirable centre of Amsterdam in order to *stop or reduce wealth segregation*

Improve the *quality* of both the *urban fabric* and the *individual dwelling* by using *tourism* gains as a force of *positive change*

To design an *open-ended* building that can adapt over time to *new* social and societal requirements

Sustainability ambitions

To *reuse* and *reinforce* the existing urban fabric

To create a design that uses only *reusable*
or *recyclable materials* for the new development

To make a *self-sufficient* building in terms of *energy* and *heating*

To adhere to the Sustainable Development ambitions
as set for a *TiSD Graduation project*

Main research question

How can *architects initiate* a *housing project* and provide a successful *basis* for a *fairbnb* concept to *succeed*?

New research question

How and why are architects initiating housing projects in the Netherlands since the crisis of 2008?

New study question

How can *architects initiate* a *fairbnb* project and provide a successful *basis* for such a concept to *succeed*?

Project Methodology

Research

Literature
Case studies
Interviews



Design

Brief development
Programme
Structural concept
Dwelling typology
Sustainability ambitions



Study

Historical analysis
Site analysis
Building analysis
B&B Regulations

Literature

Strategies for architect initiated projects and case study selection:

- *Unsolicited, or: The New Autonomy of Architecture* (Bouman, 2008)
- *Reactivate!, Innovators of Dutch Architecture* (Van 't Klooster, 2013)
- *Community architecture in Nederland* (Van der Woude, 2012)
- *BNA Dienstenkaarten 2014* (Van Doorn, 2014)
- *Het duurzame ontwerp project* (Van Doorn, 2012)
- *Compendium for the Civic Economy* (Ahrensbach et al., 2012)
- *Samen bouwen, De architectuur van het collectief particulier opdrachtgeverschap* (DASH, 2013)

Literature

- *Location*: the project emphasis lies upon the European and preferably Dutch context due to possible variations regarding legislation. Besides, this choice enhances the possible applicability of instruments within the political and economic constraints of the city of Amsterdam later on.
- *Date*: it should be preferably after the crisis of 2008, as to fully be an example of the altered situation and hopefully offer a viable solution under the current economic circumstances.
- *Initiator*: the architect has to play a pivotal role in the development and realisation of the project, given the fact that this is the premise for the 'fairbnb' project.
- *Size*: the number of dwellings will have repercussions for the development of the 'fairbnb' in determining its most preferable size for this development.
- *Ambitions*: The supposed better achievability of sustainable and social ambitions play an important part in arguing for this kind of development approach for a 'fairbnb'.

Case Studies and Interviews

Because of their experience in initiating projects within the Amsterdam urban reality and based upon the preceding literature, the following architects and projects have been selected.

The architects are interviewed using these leading questions:

What are your successfully initiated projects?

How did you convince and involve your partners in the project?

Did you make a business case?

What was your financial basis for the project development?

How would describe the role of the architect in this project?

When did you move on?

What were the main obstacles you encountered?

Research

Study

Design

Case Studies and Interviews

Hein de Haan, co-founder of CASA architecten and designer of Vrijburcht

Tom Frantzen, founder of FRANTZEN et al architecten and designer of Patch22

Marc Koehler, founder of Marc Koehler Architects and designer of Superlofts

Bastiaan Jongerius, founder of Bastiaan Jongerius Architecten and designer of Elandshof

Marthijn Pool, co-founder of Space&matter and designer of De Ceuvel

Main research and study conclusions

Development by architects indeed allows
non-profitable ambitions to be more attainable
20 dwellings is a minimum to develop shared functions
and a desirable size for external financing
Either *achtervang* or *contractor financing* is
the most desirable form of financing.

A 'cooperation' seems to be the best way to ensure communal goals
Due to regulation demands the dwelling size should be between
100 and 150m², since dwellings cannot be rented out for more than 40%
The two bedroom apartment might be the most flexible type.

Separate entrances are a requirement and
beneficiary for changes in function over time
Some housing cooperations will allow seasonal rental
A B&B income can equal the mortgage for a 100 to 150m²
dwelling in the centre of Amsterdam

Research

Study

Design

Proposed site

Amsterdam

ImageSat ©

An aerial photograph of a dense urban area, likely in the Netherlands, showing a river, railway tracks, and numerous buildings. The image is in black and white, with a semi-transparent overlay containing text.

Research

Study

Design

History

Haarlemmer Houttuinen ±1960

Research

Study

Design

History

Haarlem - Amsterdam CS

Towards Haarlemmerdijk and centre

X

Haarlemmer Houttuinen ±1960

Research

Study

Design

History

Haarlemmer Houttuinen 1959

Research

Study

Design

History

Haarlemmer Houttuinen 1972

Research

Study

Design

History

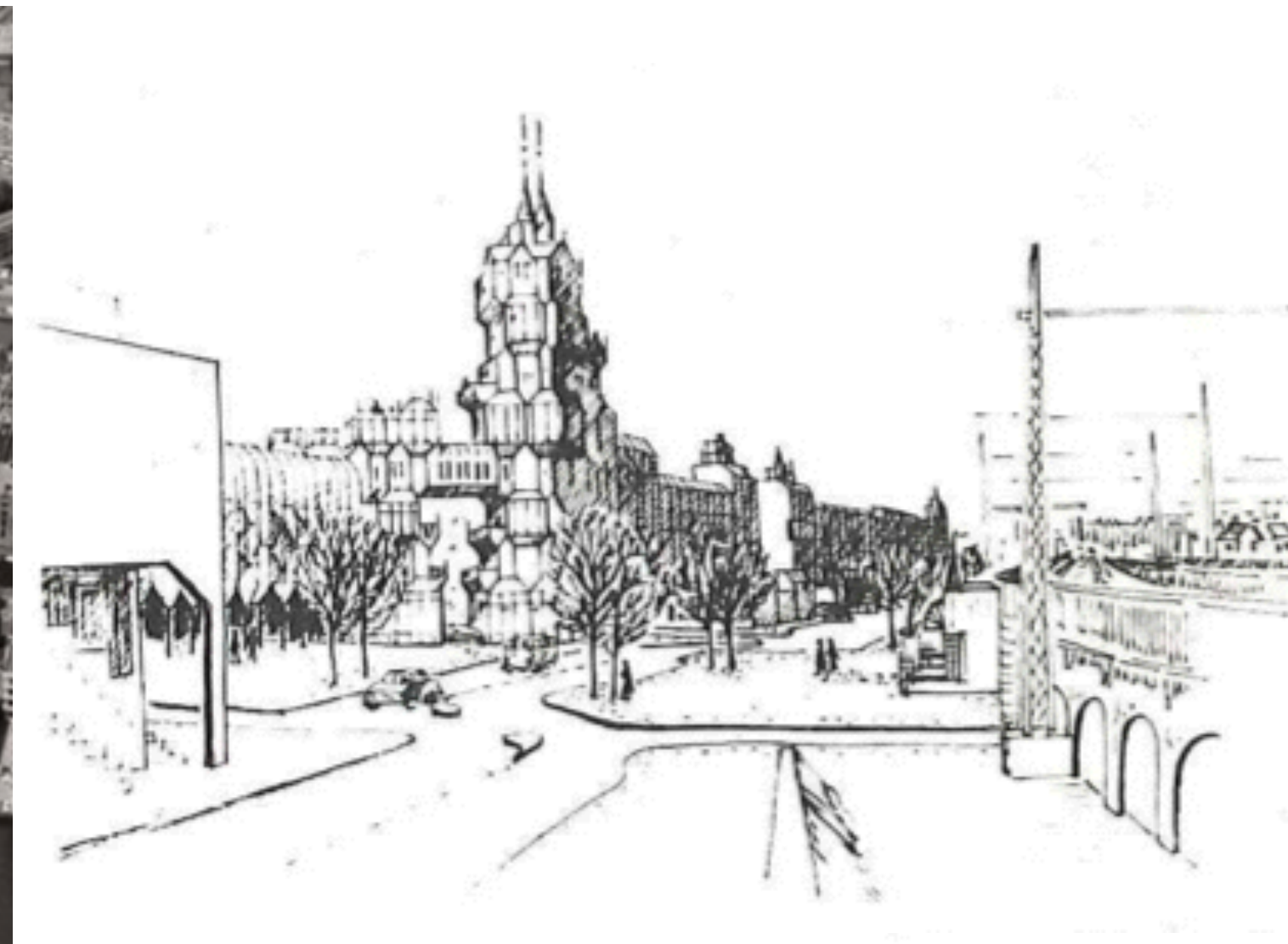
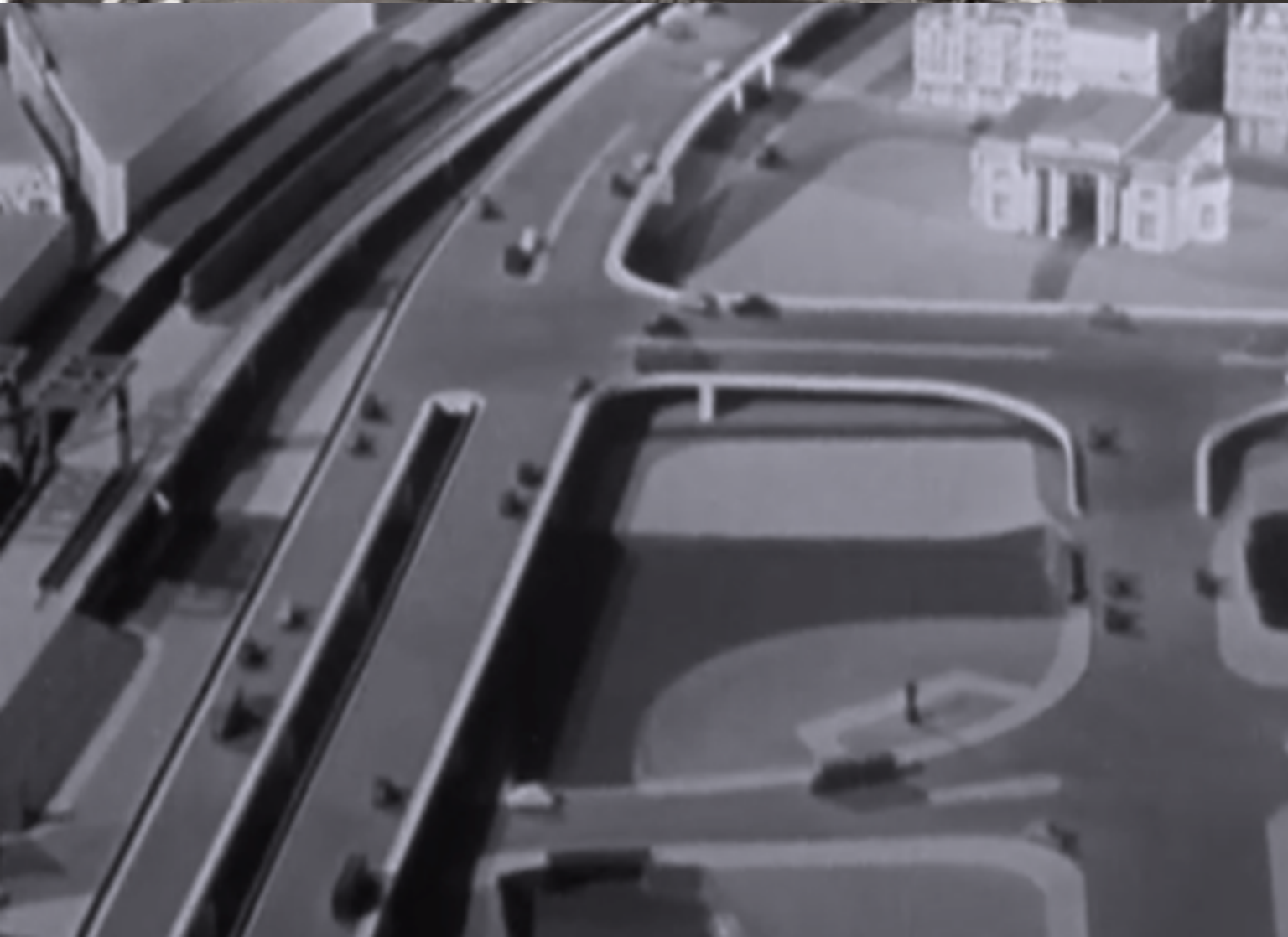
Haarlemmer Houttuinen 2014

Research

Study

Design

Protest and Stadsvernieuwing

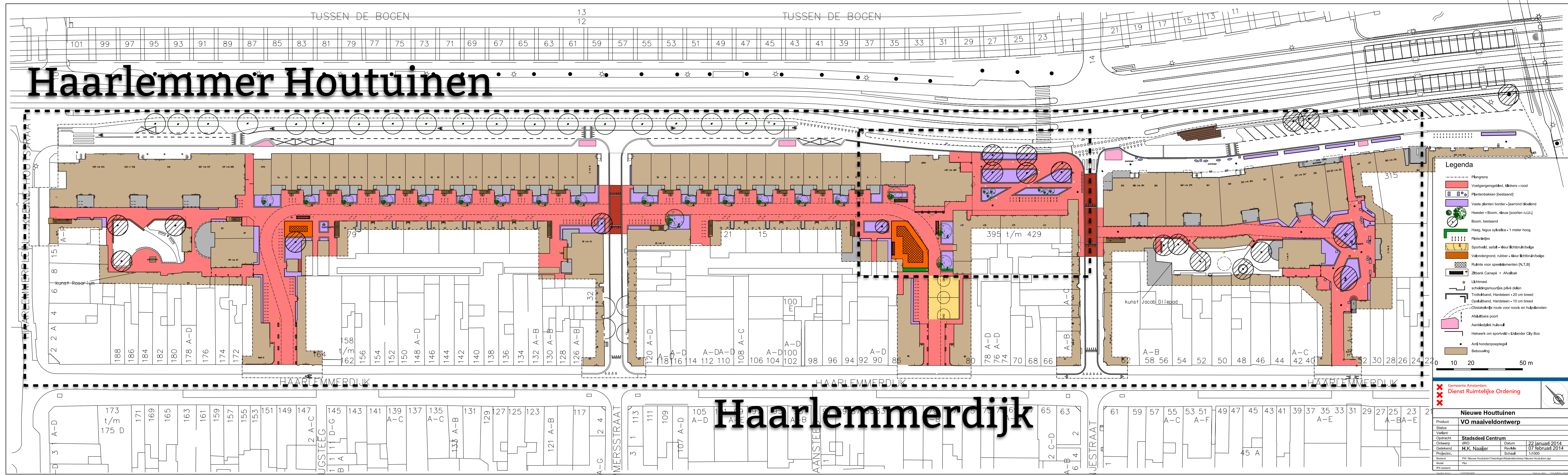


blijf uit onze buurt

aktiekomité westelijke eilanden



Urban Site



Research

Study

Design

Proposed site

Haarlemmer Houttuinen

Proposed site

Already an area filled with social housing, it has long been considered a failed project. The housing seems to be inadequate and, after with years and years of neglect, pressures keep mounting to renovate the mini slum and move in more affluent inhabitants.

Haarlemmer Houttuinen

Research

Study

Design

Failing Architecture?

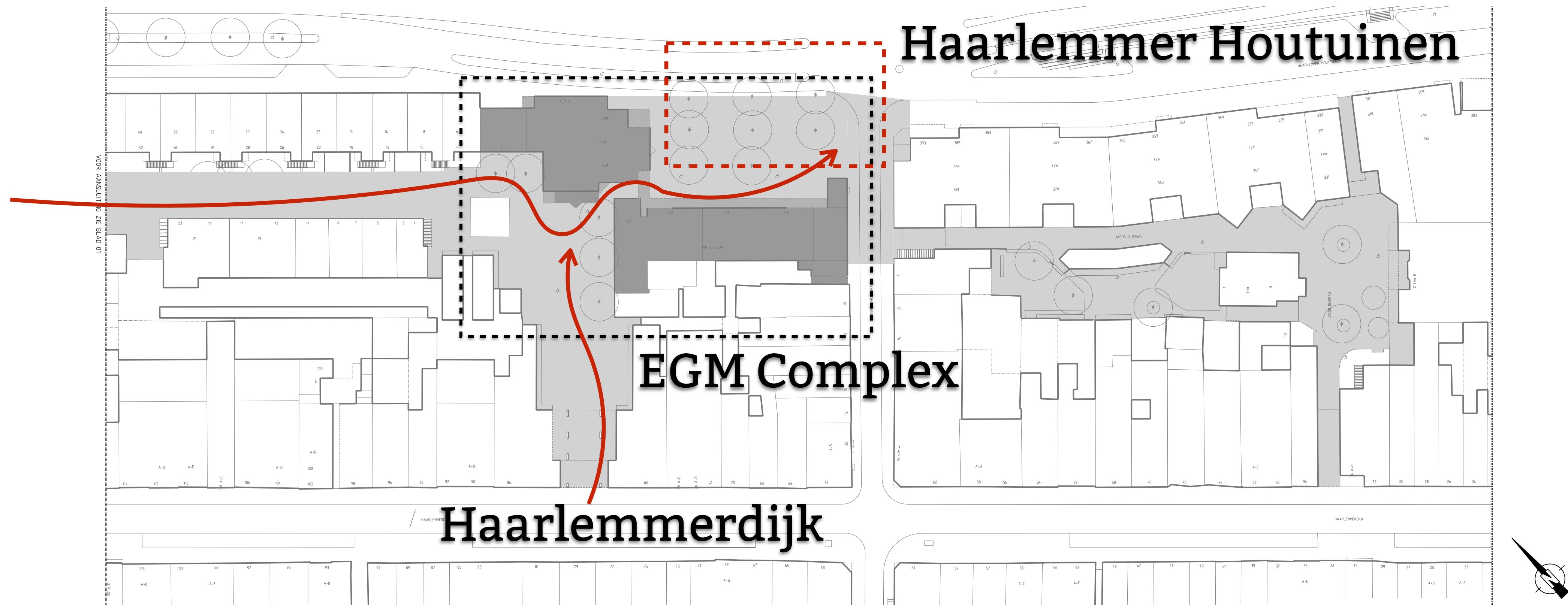
Haarlemmer Houttuinen 1981

Failing Architecture?

„Het is onbegrijpelijk dat dit project tussen alle partijen (diensten en buurt) is doorgeglijpt. Of is het doorgedrukt? Het project laat zich typeren als een aftreksel uit het begin van de jaren zeventig ('vormgeving') van een al in de jaren vijftig verloederde versie van wat eens als het Nieuwe Bouwen begonnen was. Het is een dieptepunt in de woningbouw van Amsterdam, een lekkernij voor Komrij.” (Uytenhaak, 1982)

Haarlemmer Houttuinen 1981

Urban Challenges



Research

Study

Design

Urban Challenges

Too narrow passage?

Research

Study

Design

Urban Challenges

Blocked entrance?

Research

Study

Design

Failing Architecture?

EGM Complex 2014

Research

Study

Design

Failing Architecture?

EGM Complex 2014

Research

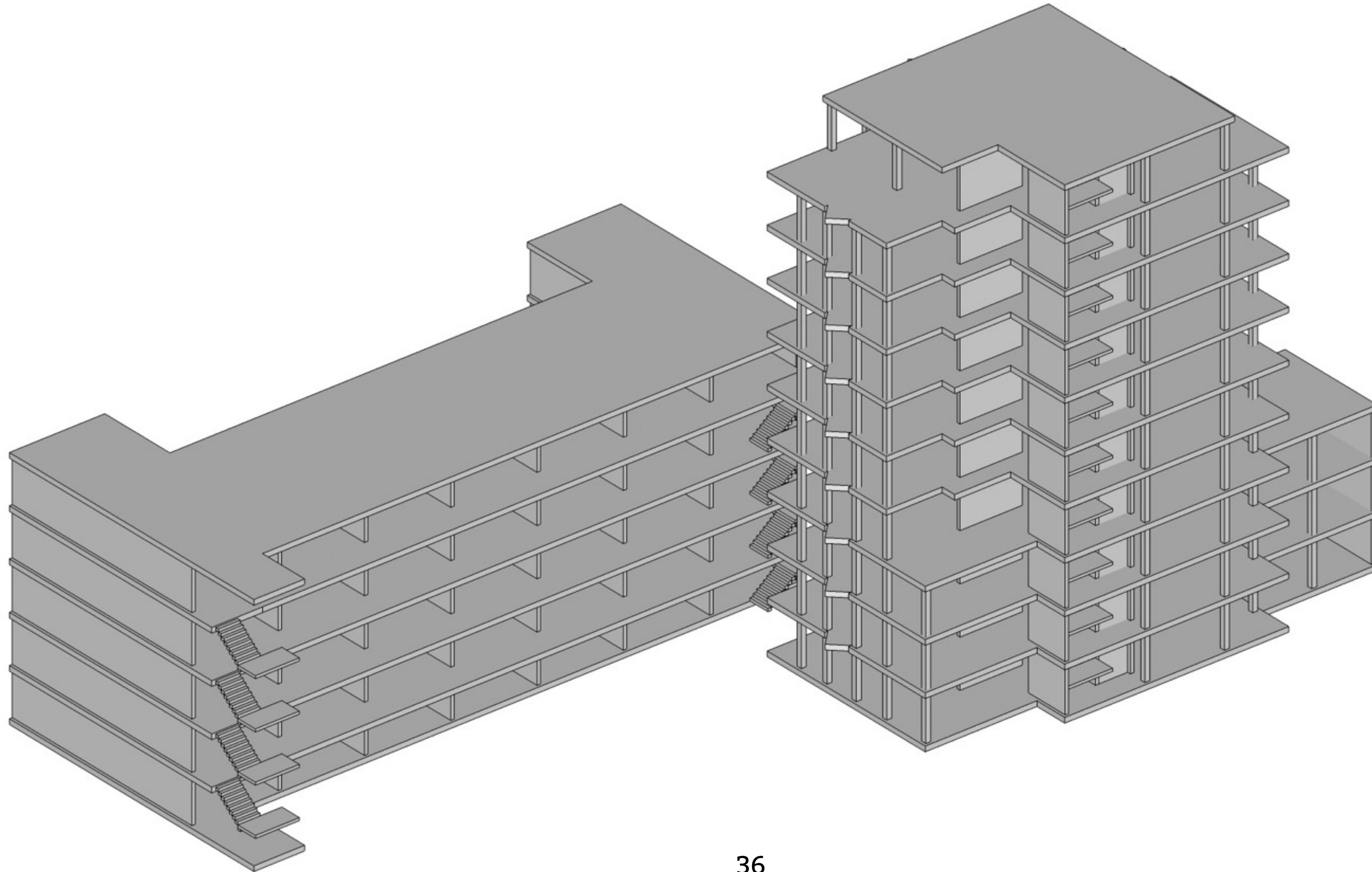
Study

Design

Structure

EGM Complex under construction 1981

Existing structure

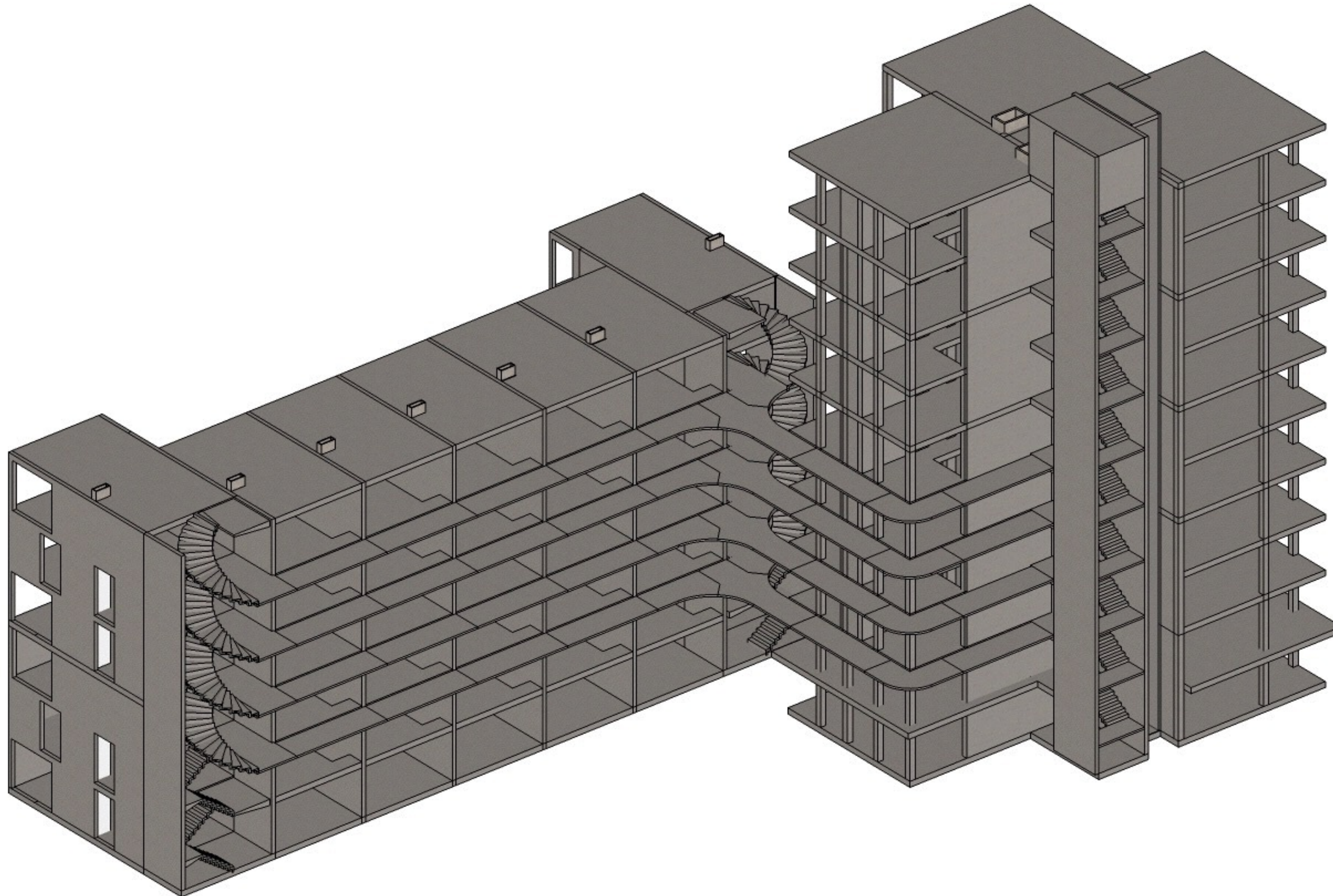


Research

Study

Design

New structure



Design Ambitions

- To *open* the plinth to increase a feeling of security.
- To *widen the alley* to increase urban flow and security.
- To *increase* the *transparency* of the façade.
- To create *separate entrances* for tourists and inhabitants.
- To *increase visibility* of the main entrance of the *Tower*.
- To *open the façade* in accordance with current standards and desires.
- To introduce *flexible interior separations* in order to facilitate future adaptations.
- To *connect* with the *historic* location and *reusable* materials through *wooden façades*.

Urban Challenges

Current passage is
too narrow and
enlarges feelings
of insecurity

Current alley

3020 mm

Current passage is
too narrow and
enlarges feelings
of insecurity

Wider alley?

4320 mm

Current facade as
seen from the
Haarlemmerdijk
is uninviting

Current passage

A formal entrance
could encourage
access

More inviting?

Research

Study

Design

Current alley



Research

Study

Design

New alley

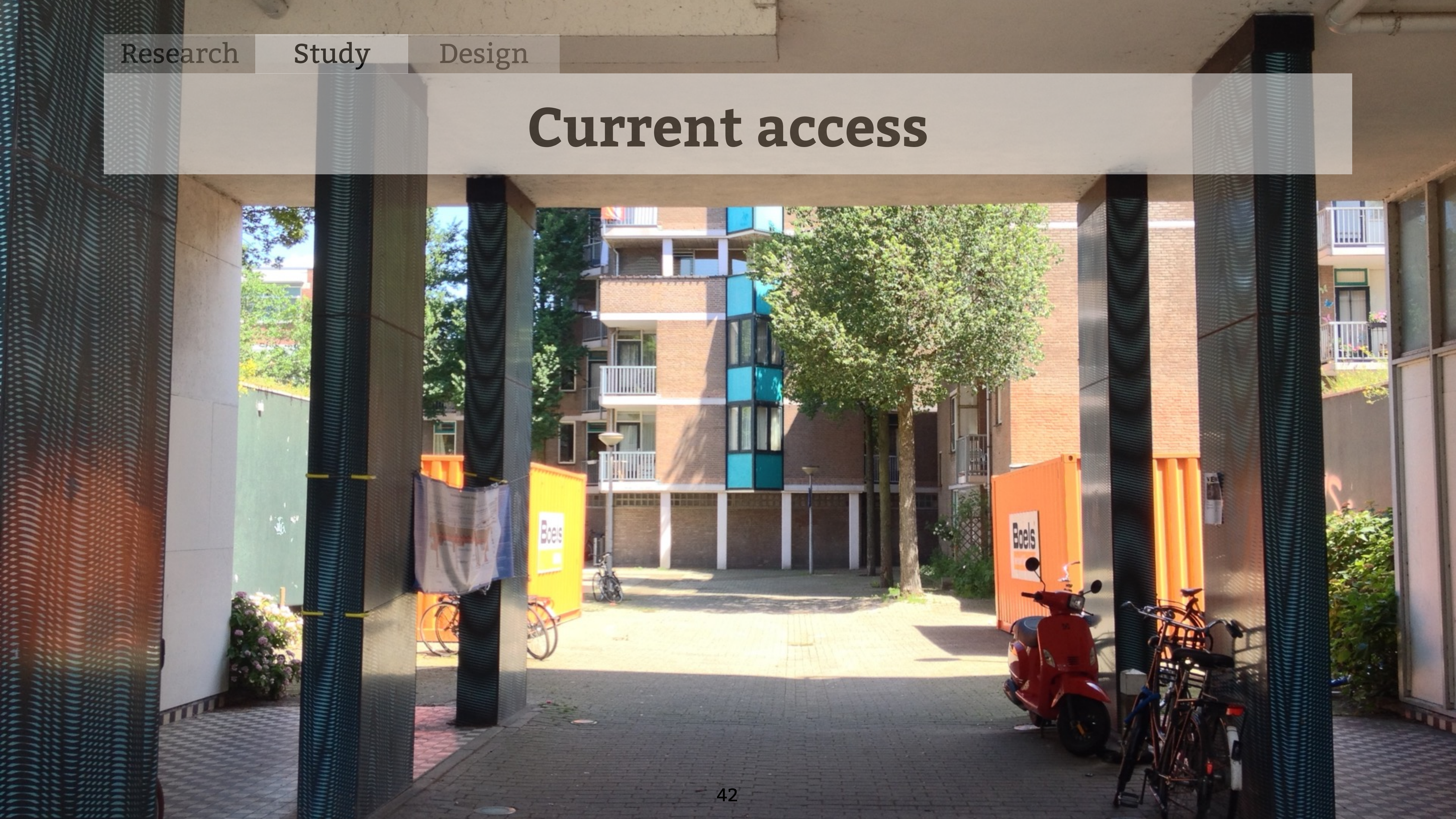


Research

Study

Design

Current access



Research

Study

Design

New access



Urban Challenges

Current closed
facades inhibit
passage

Current situation

Enlarging the alley
and entrance
could enhance
urban flow

Formal entrance

Removing the
lower wing could
increase urban
flow and offer
more light

Adding access?

Freeing the tower
could offer daylight
and better access to
main artery

More inviting?

Research

Study

Design

Current square and gallery



Research

Study

Design

New gallery



Research

Study

Design

Current square



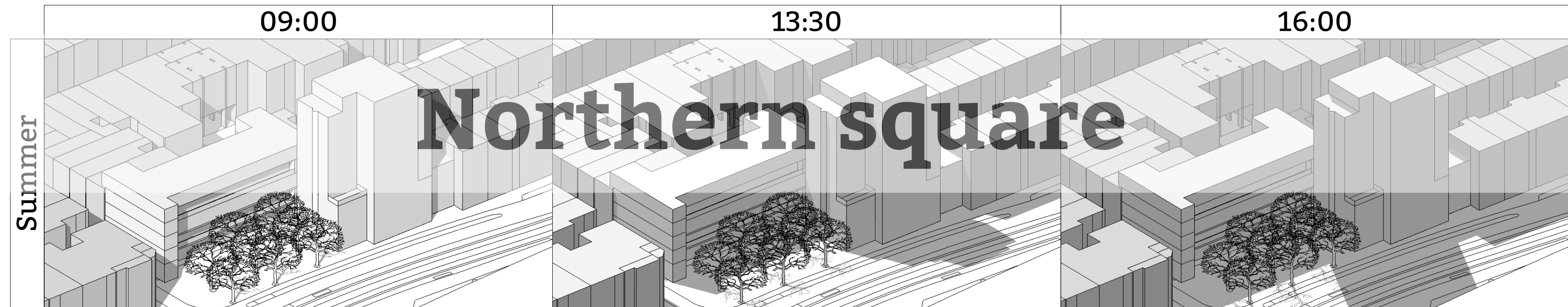
Research

Study

Design

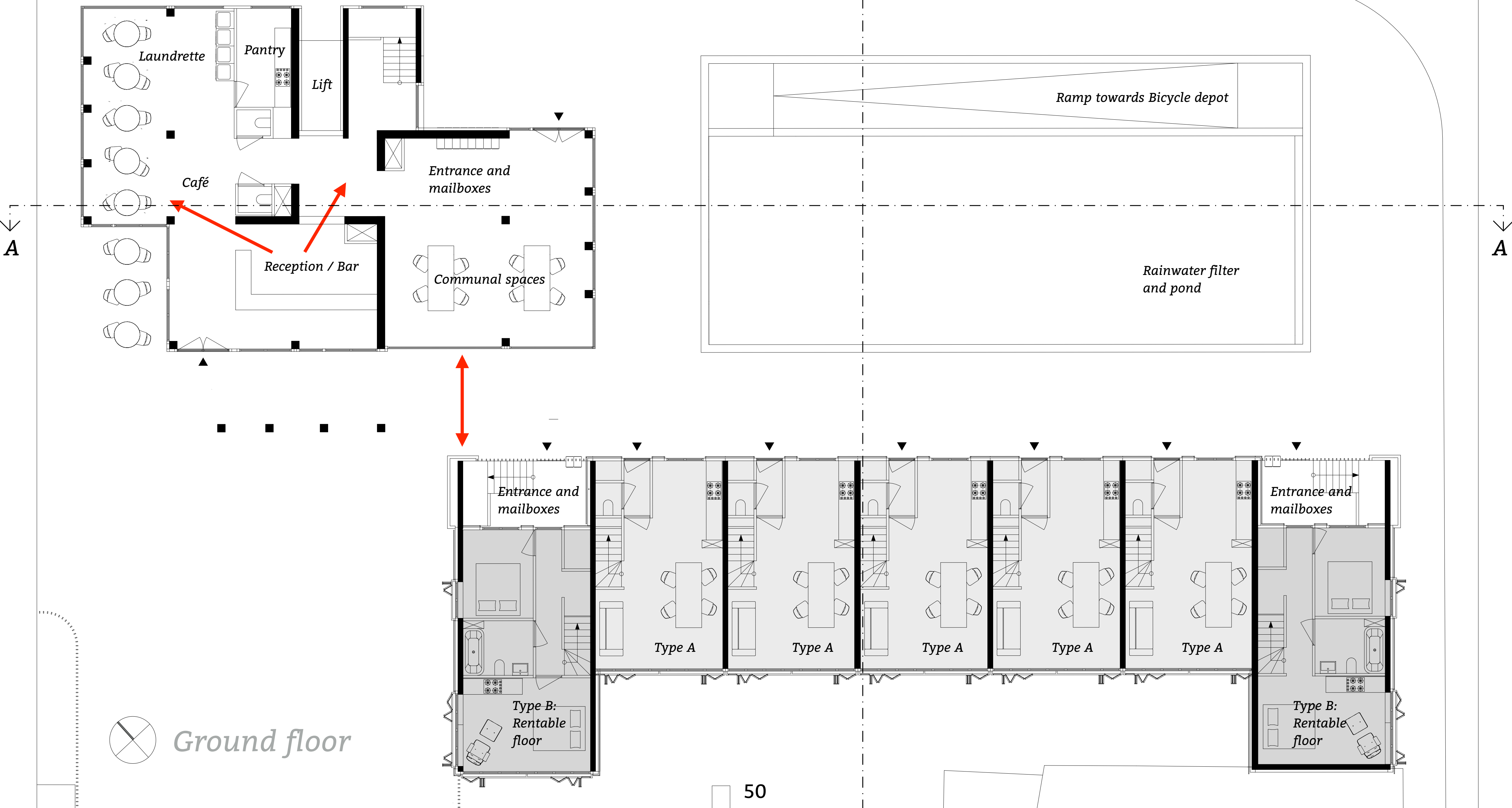
New square





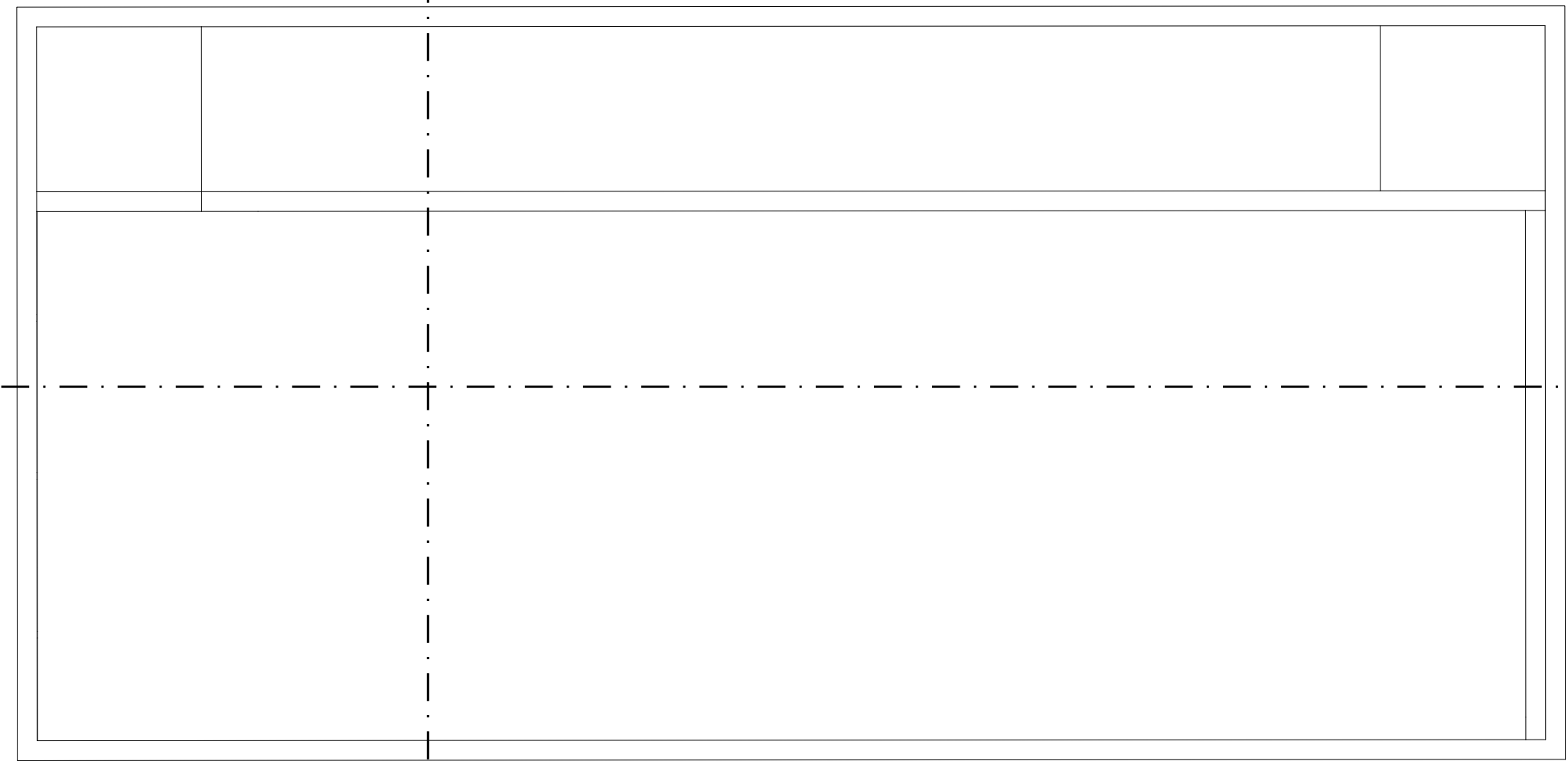
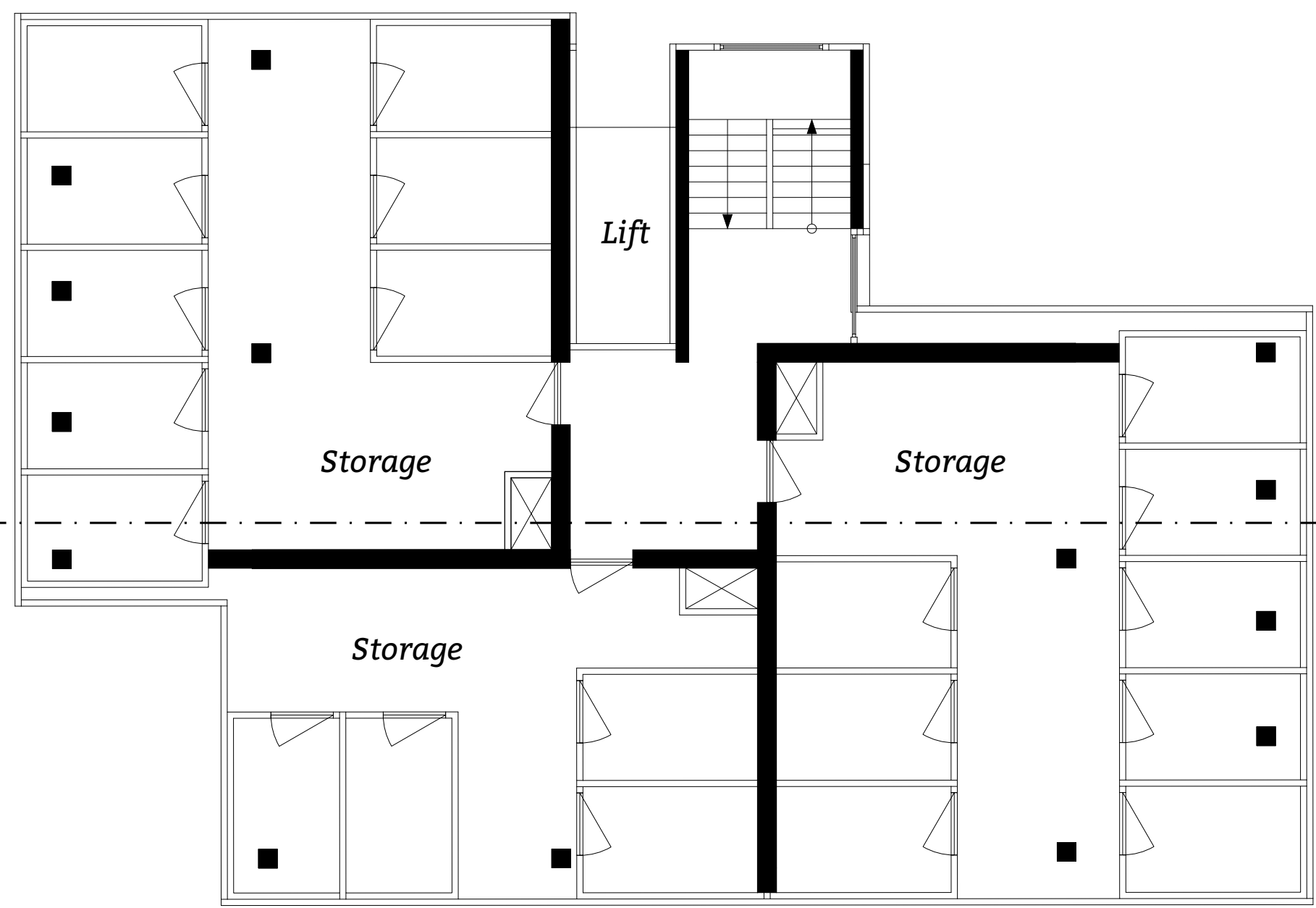
Only during the summer mornings can sunshine reach the northern square alongside the Haarlemmer Houttuinen. This does allow its use as terrace space during the tourist season. Otherwise it can mostly be seen as an transitory space.





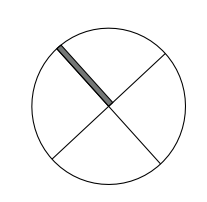
Ground floor

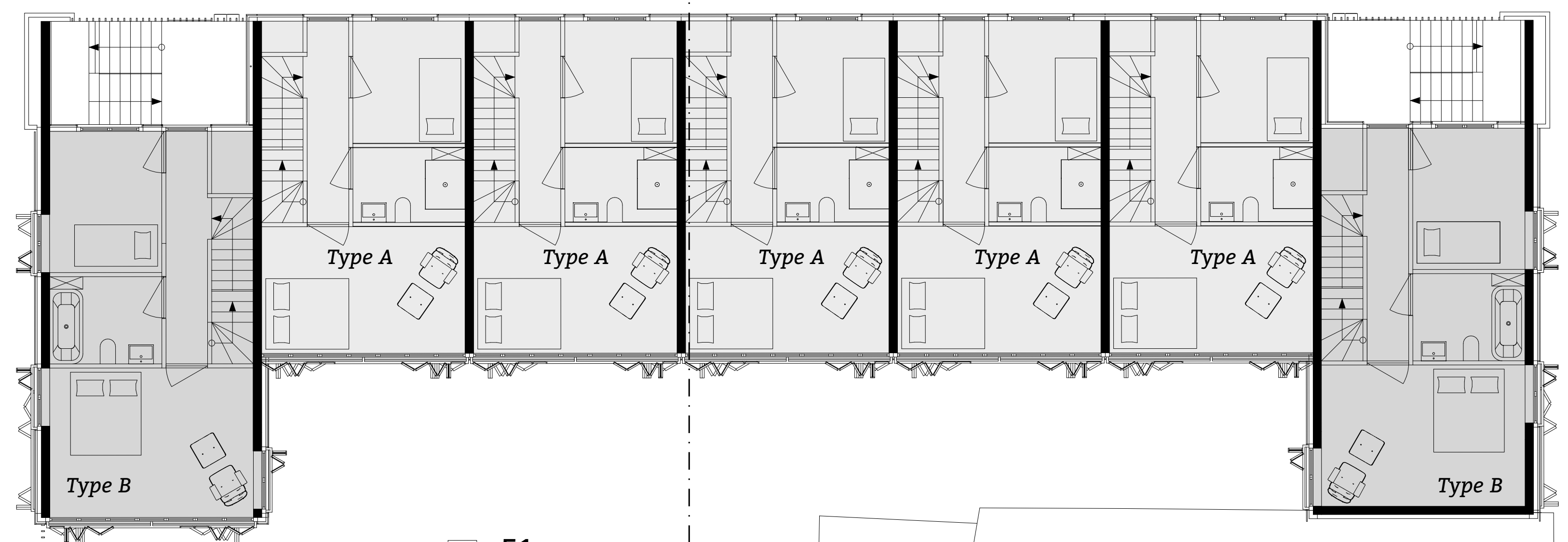
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A

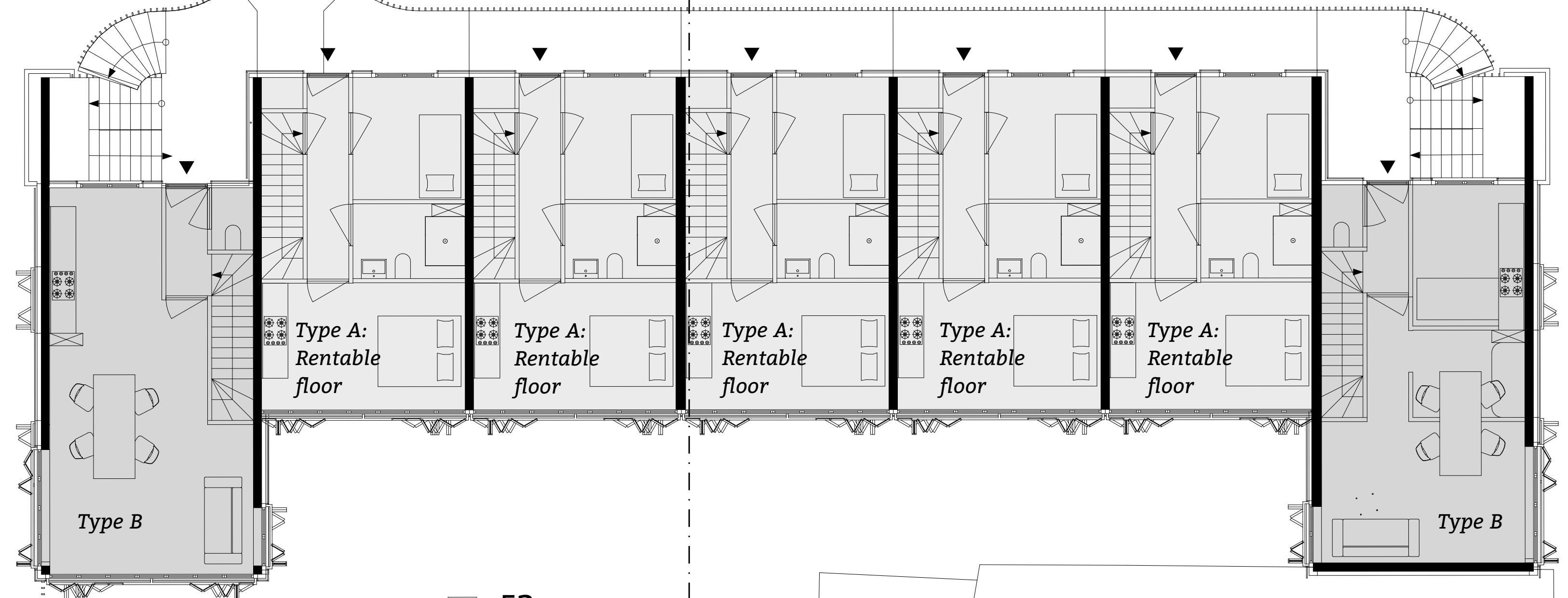
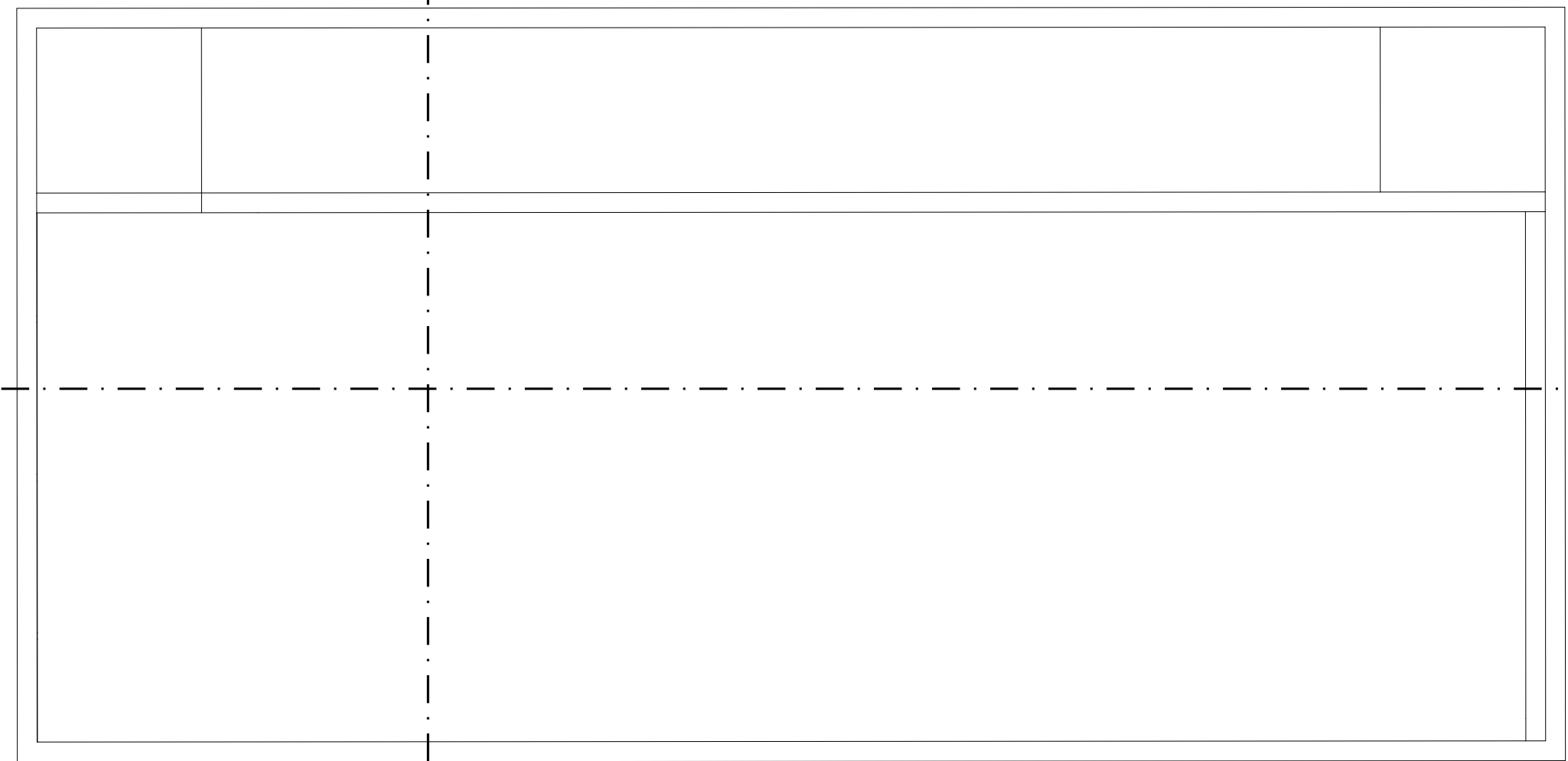
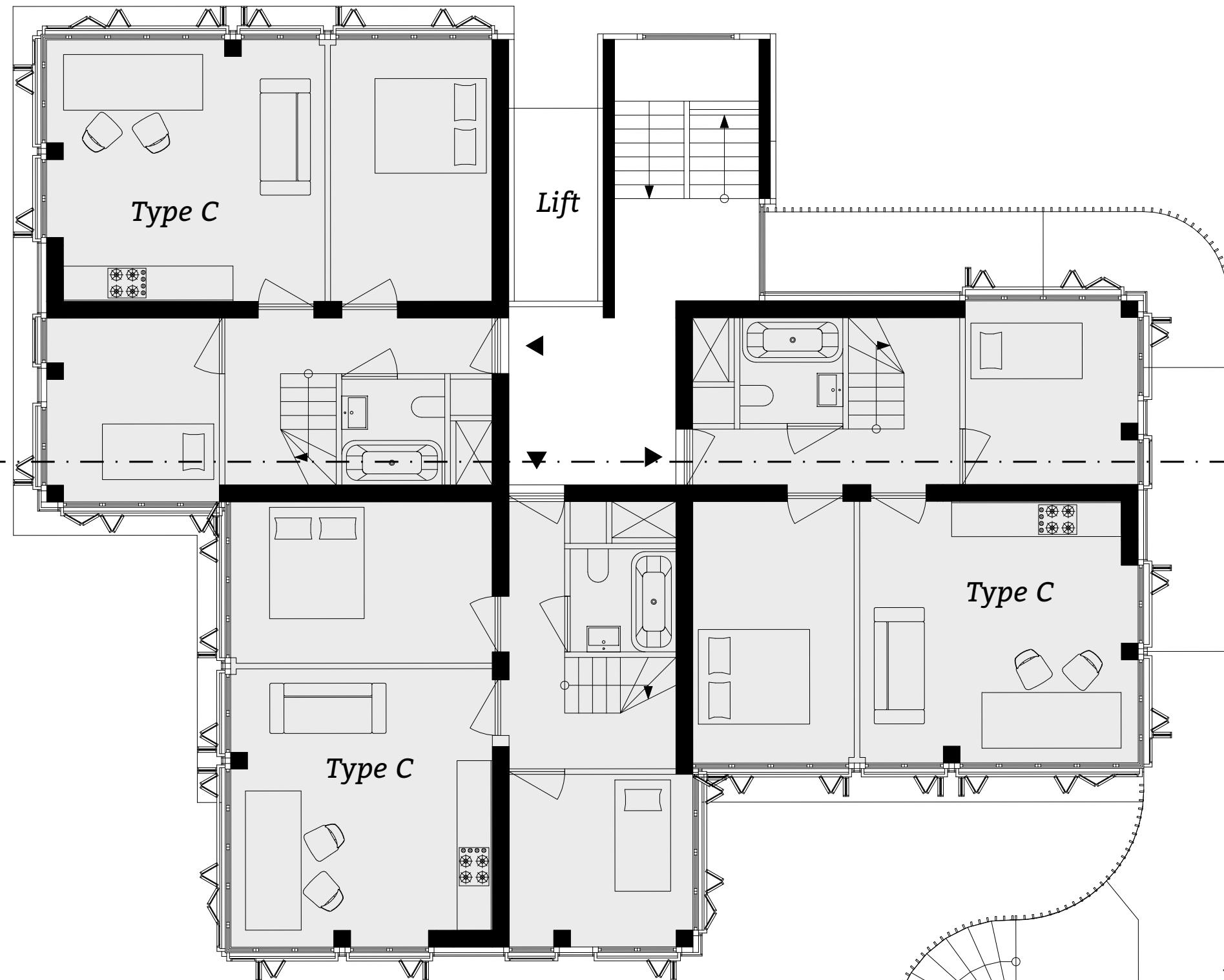


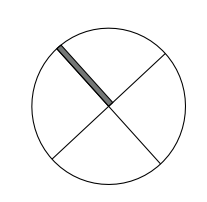
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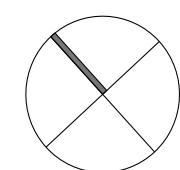
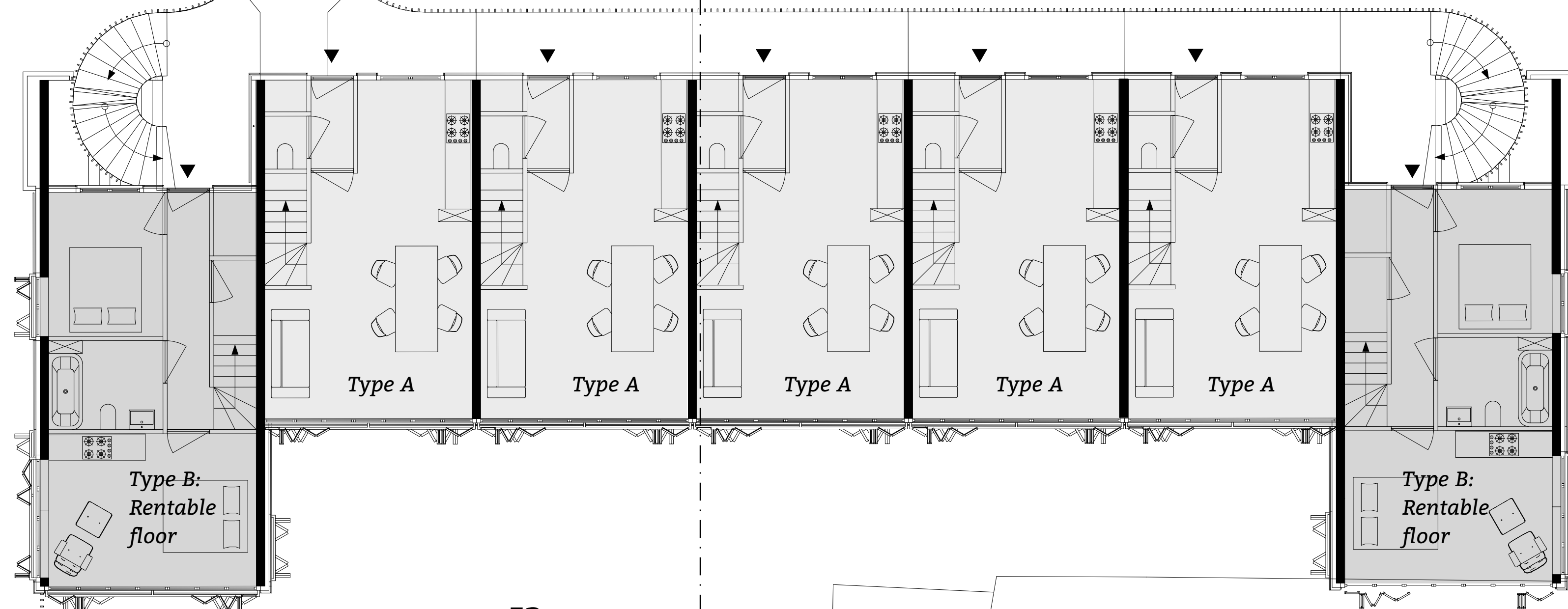
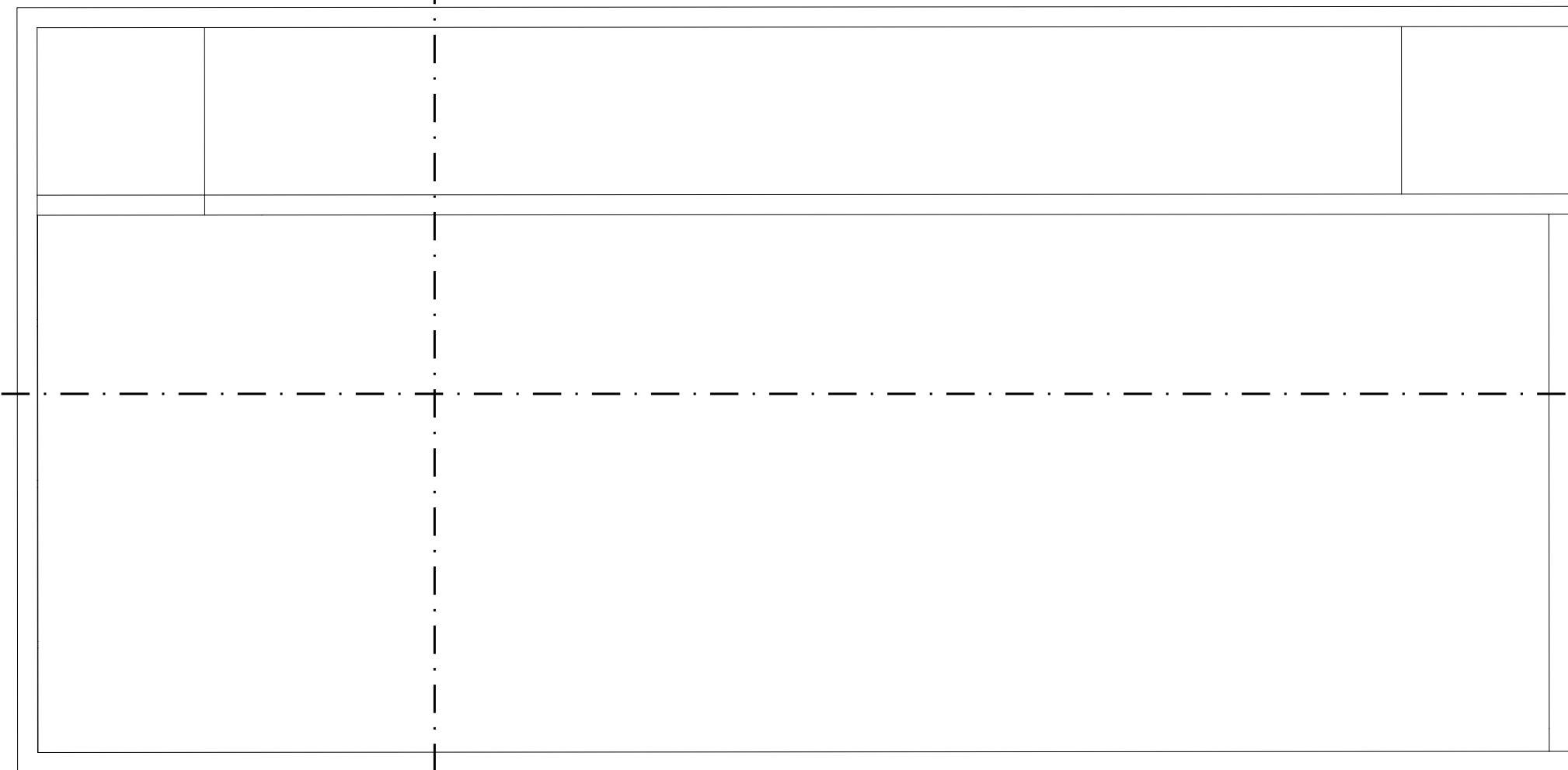
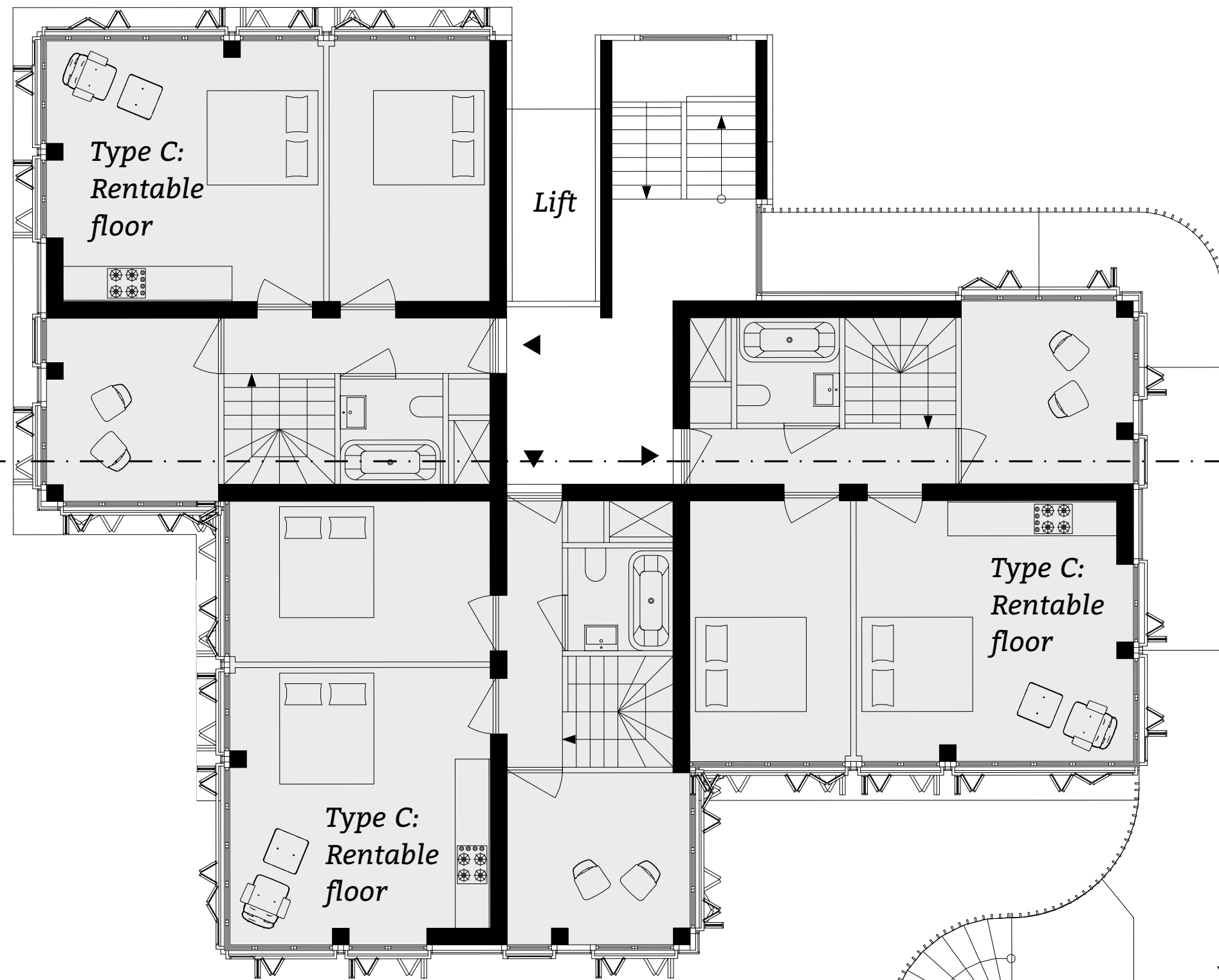


 *1st floor*

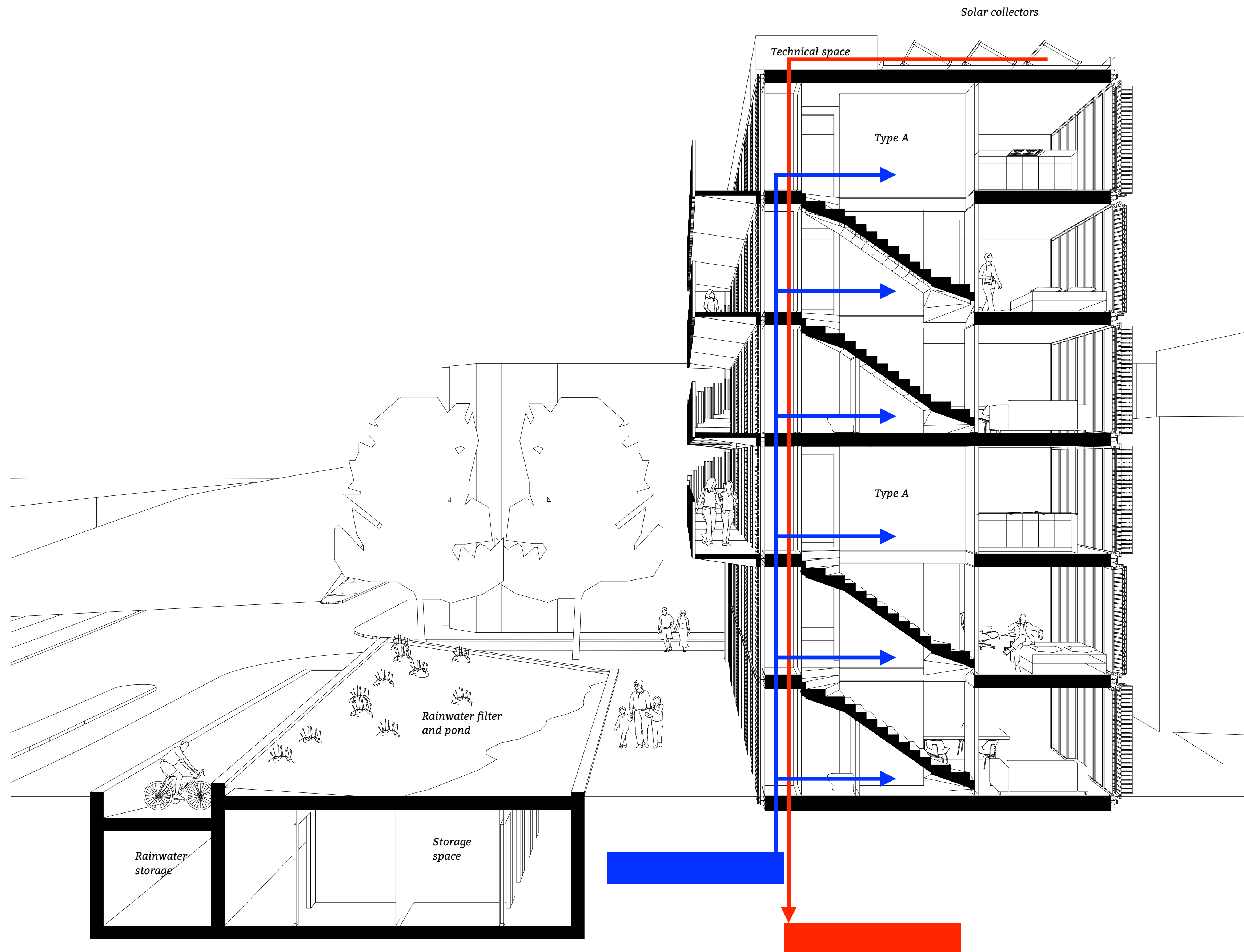




 2nd floor

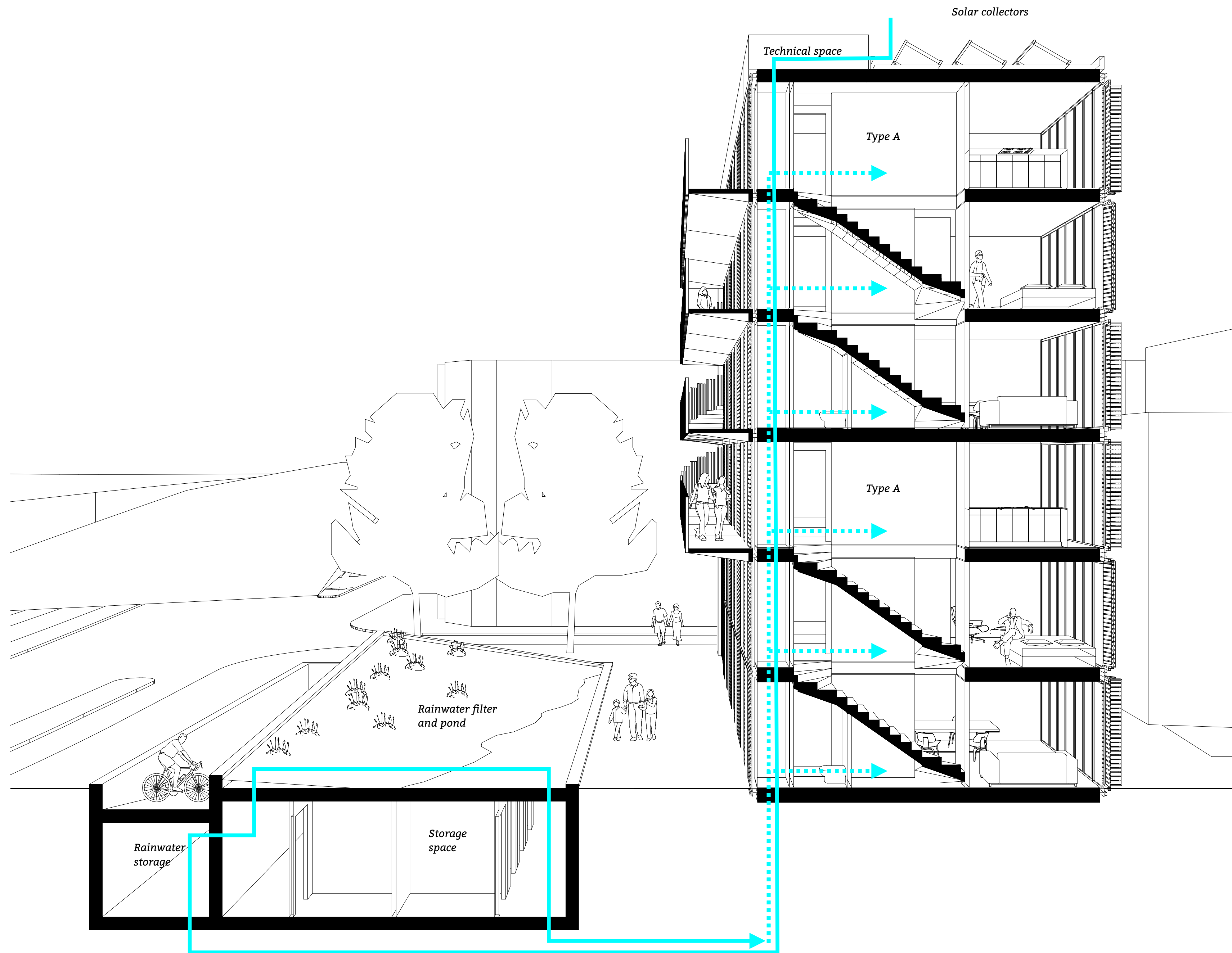


3rd floor



Section B-B

1:50

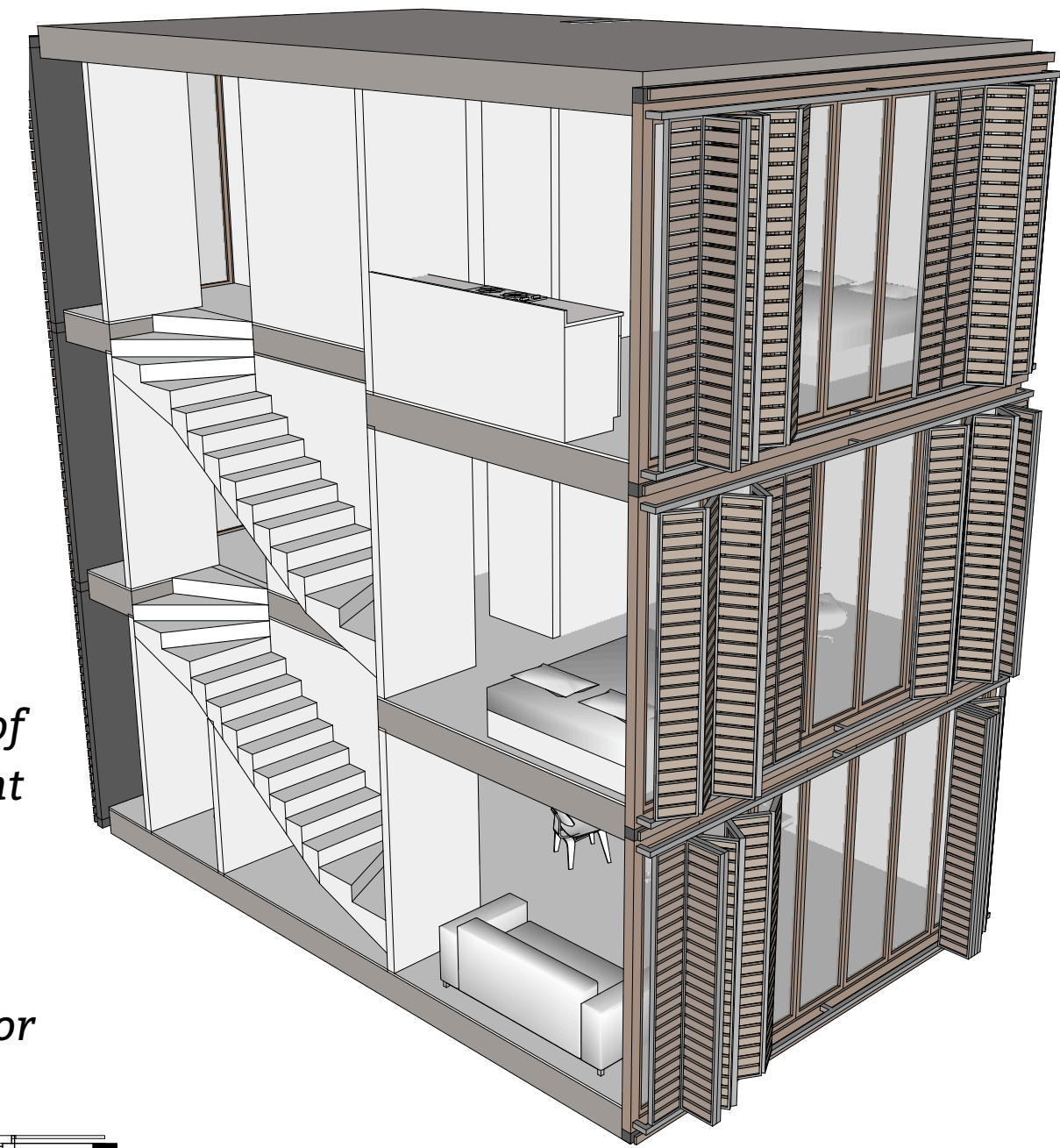


Section B-B

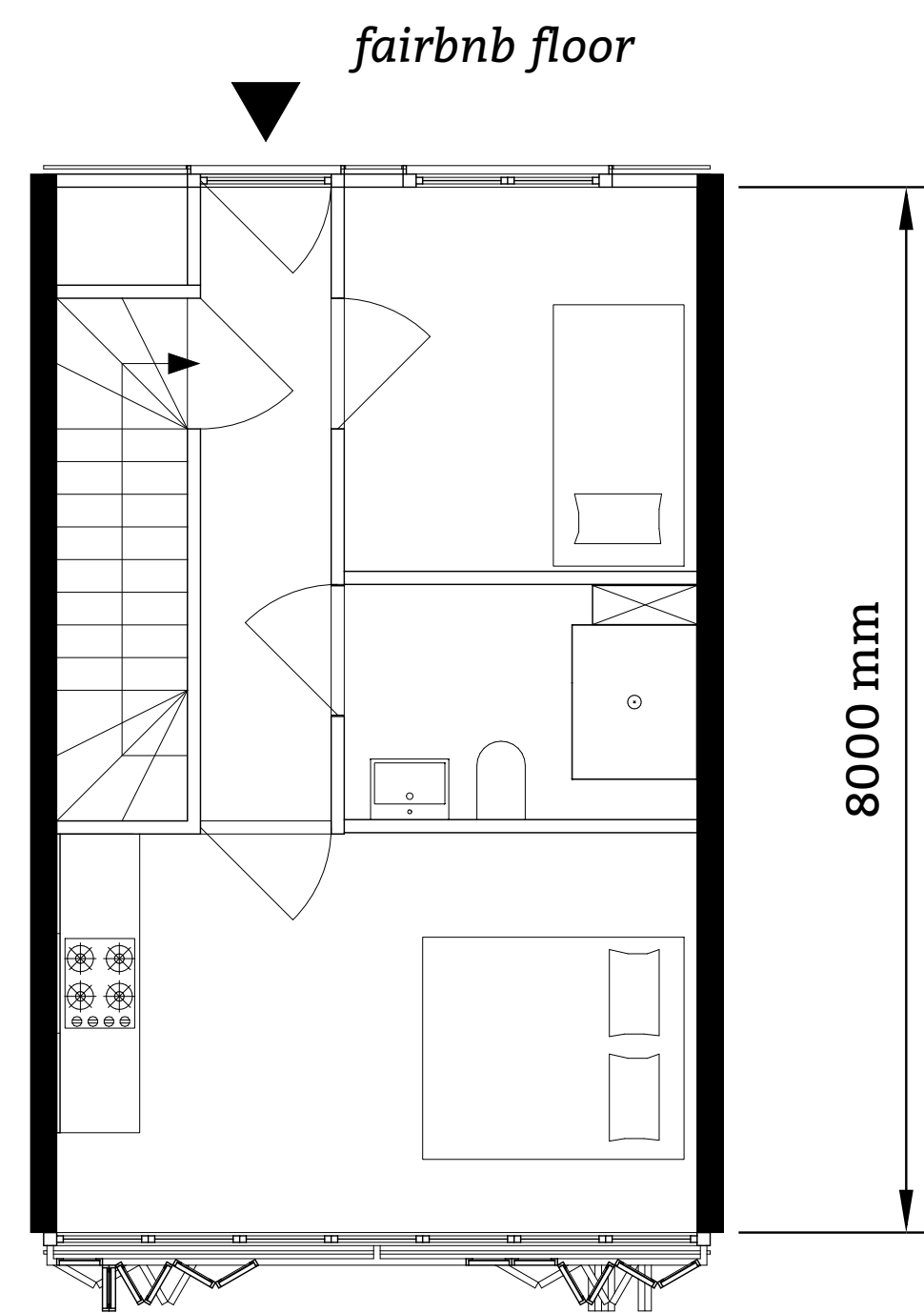
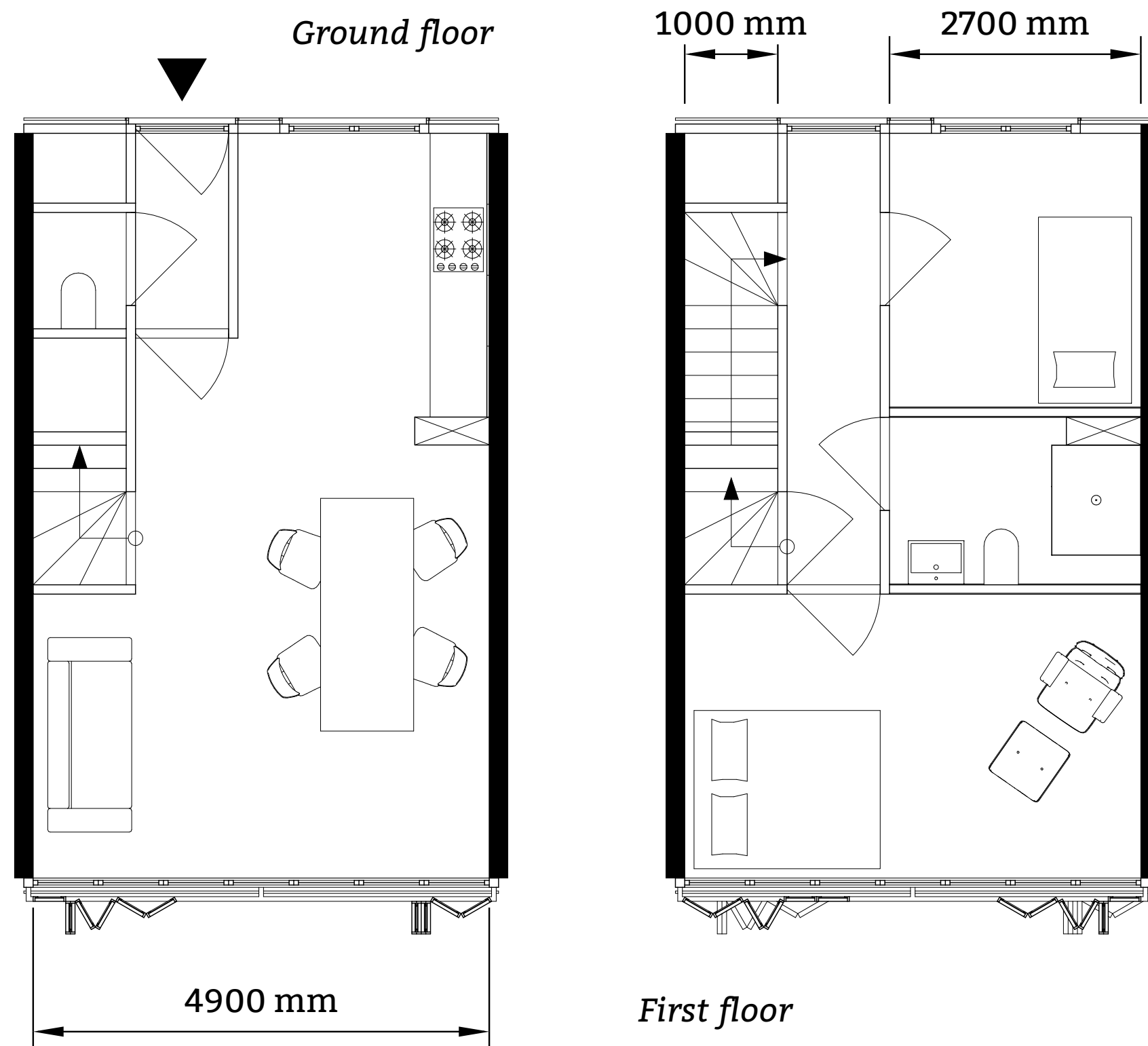
1:50



Apartment type location within new EGM Complex



*Isometric view of
Maisonette apartment*

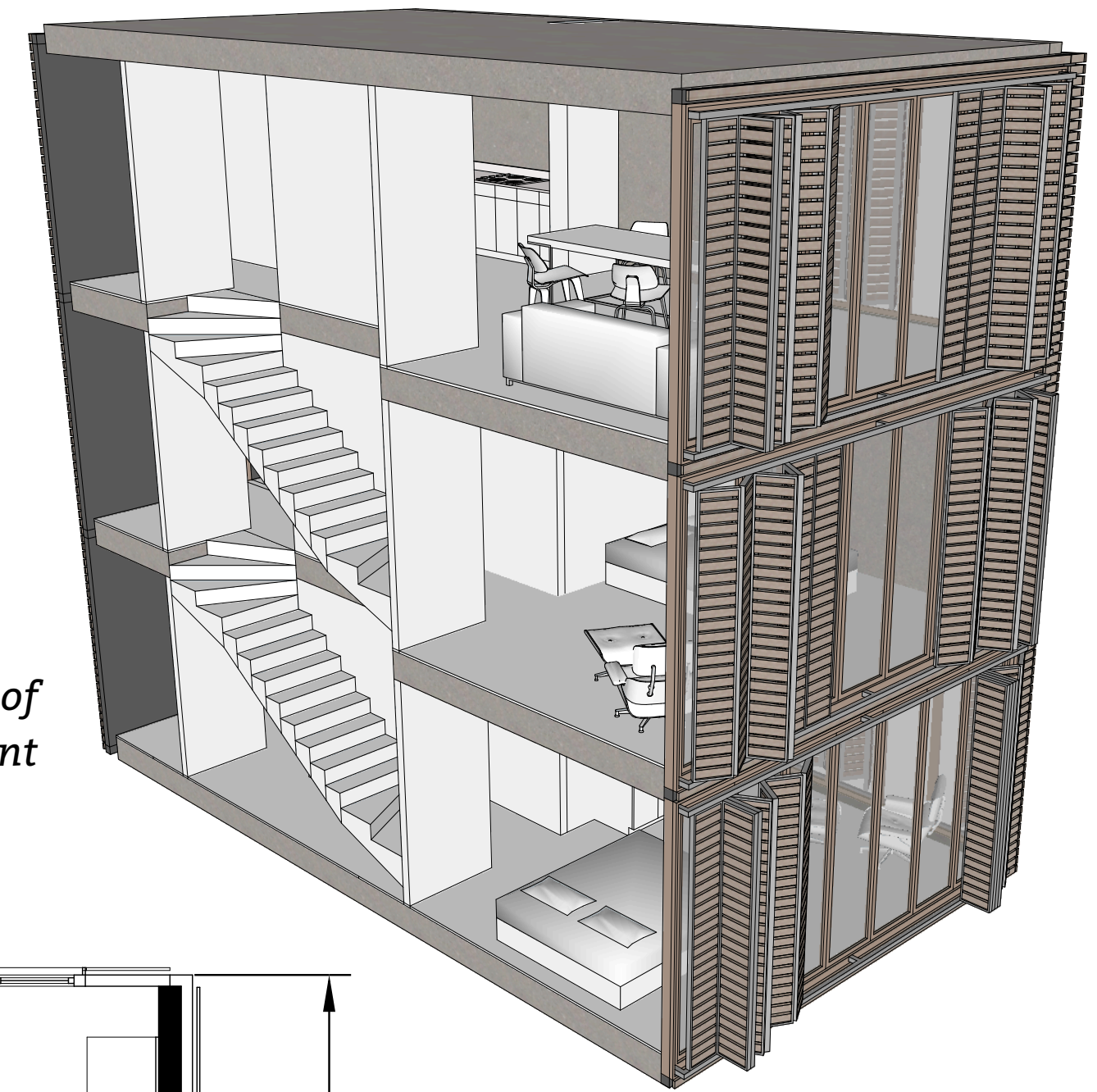


*gross floor area:
118m2
total number of dwellings:
10 units*

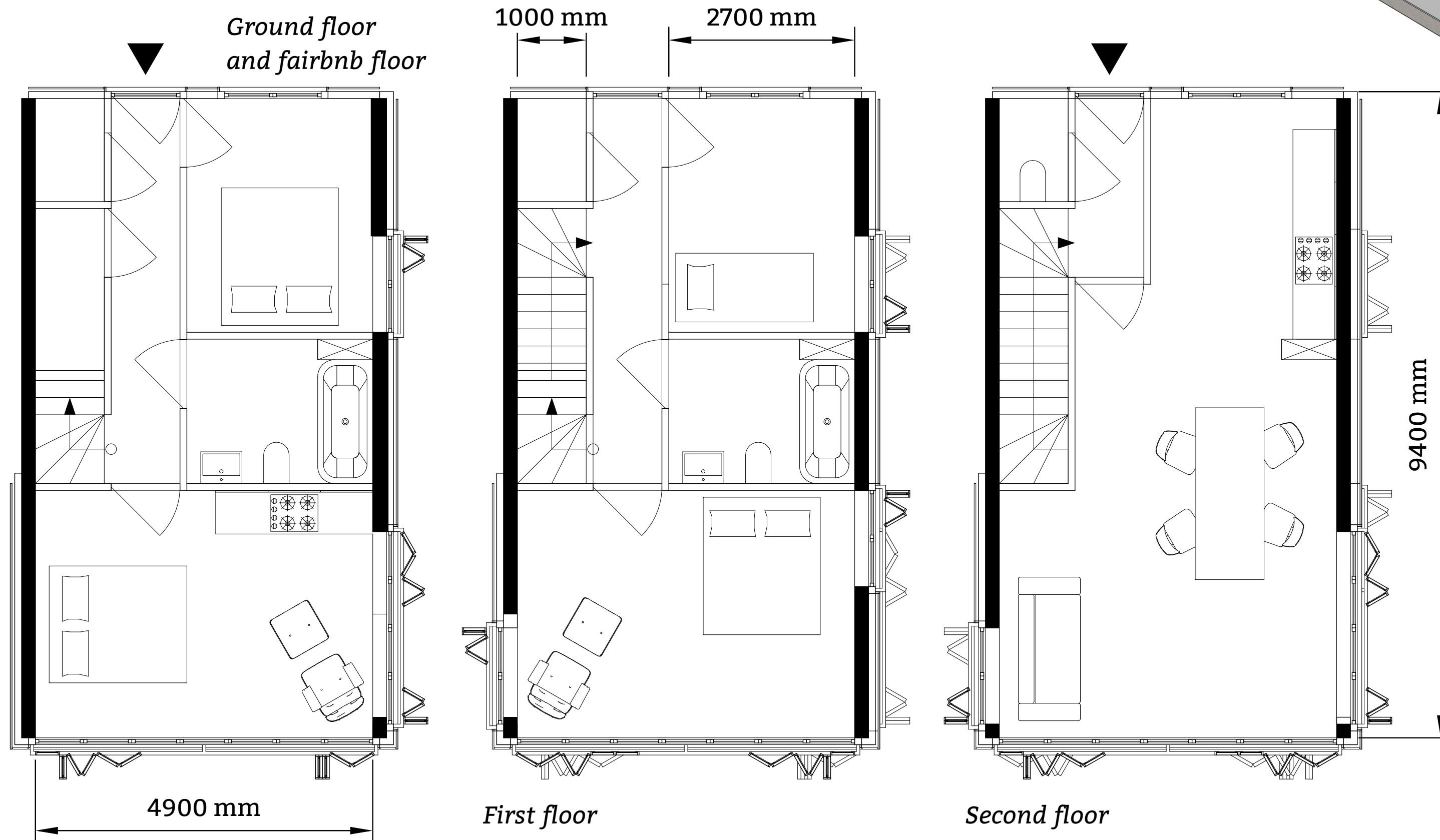
Type A



*Apartment type location
within new EGM Complex*

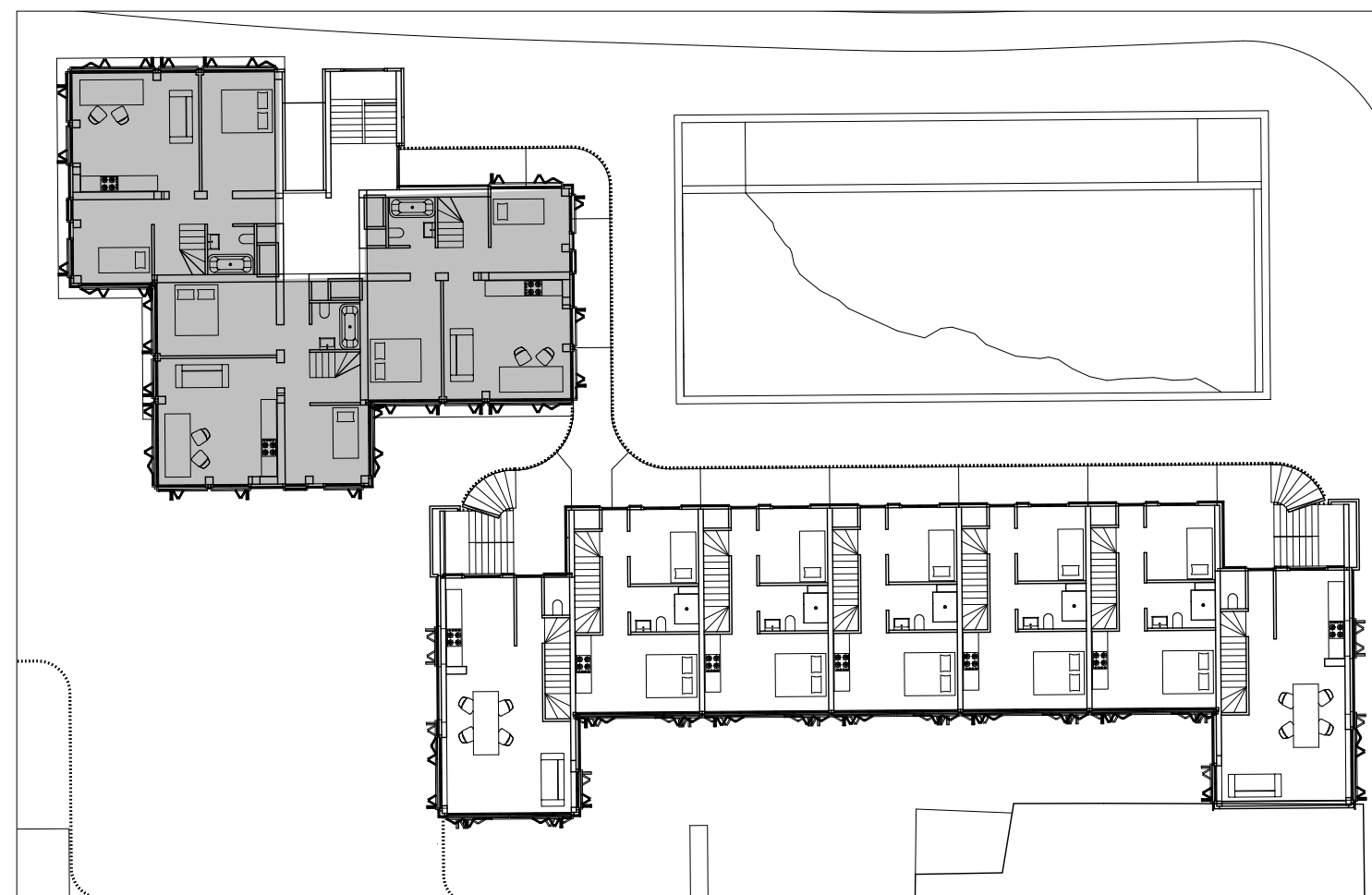


*Isometric view of
Maisonette apartment*



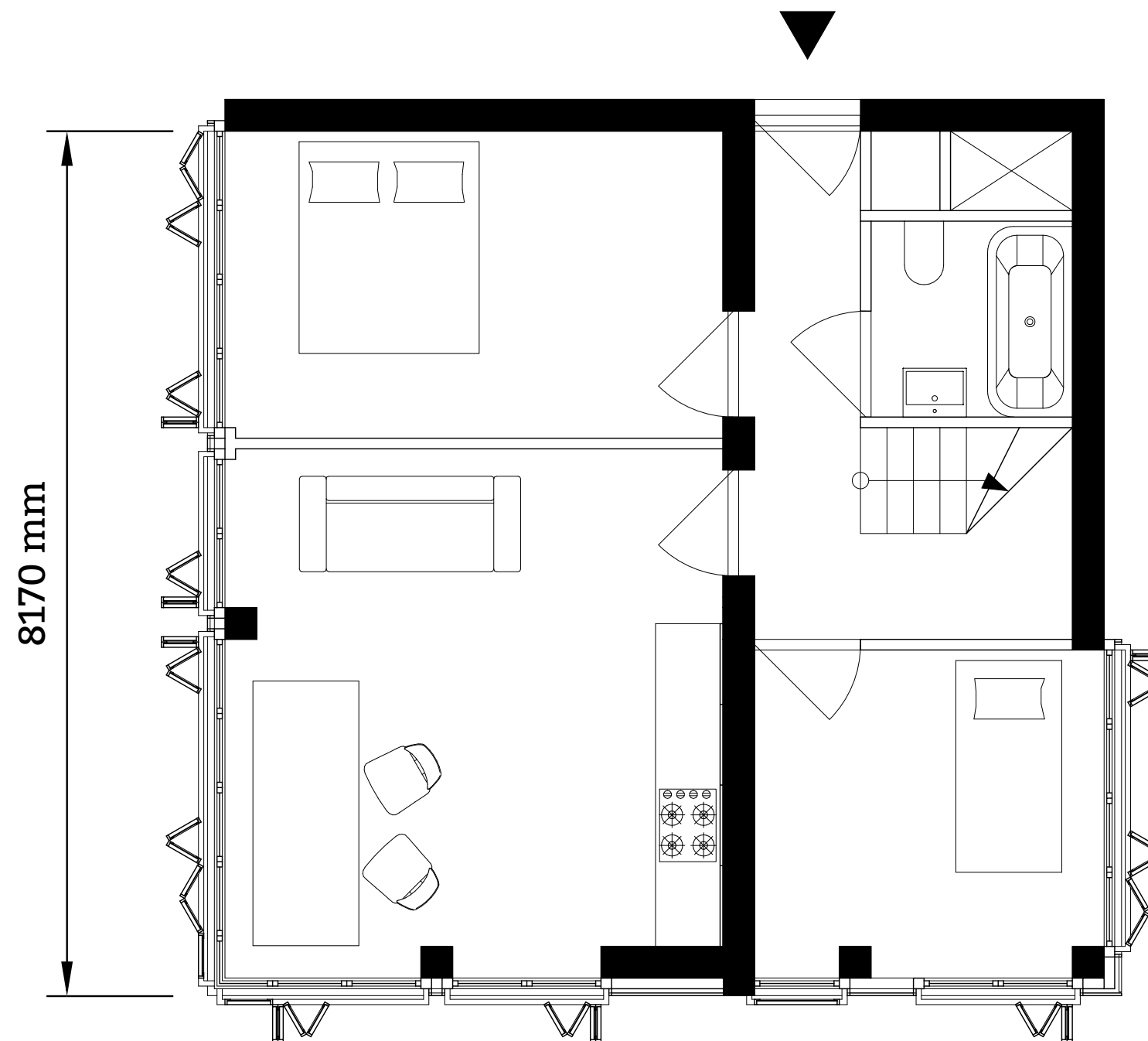
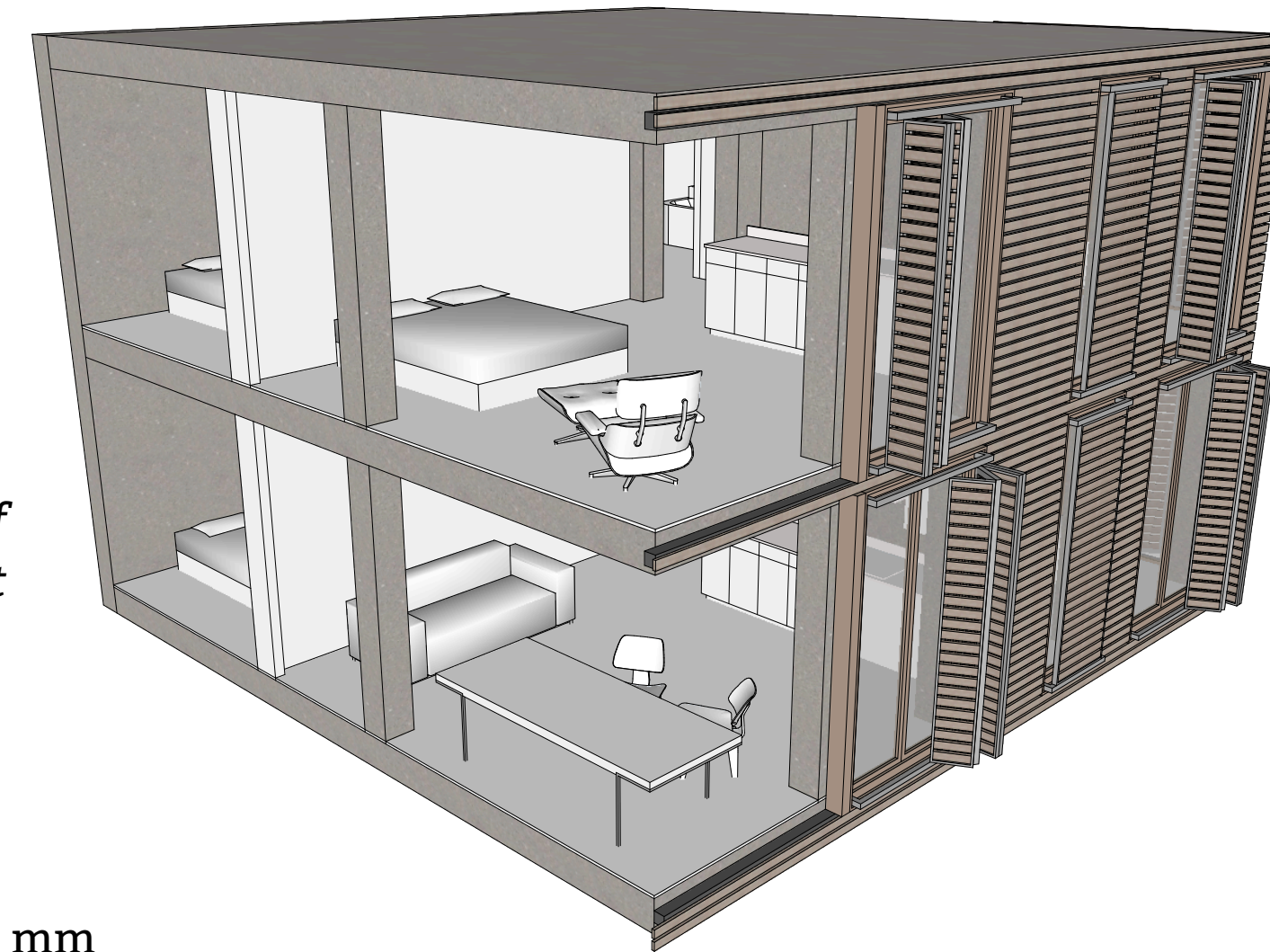
*gross floor area:
137m²
total number of dwellings:
4 units*

Type B

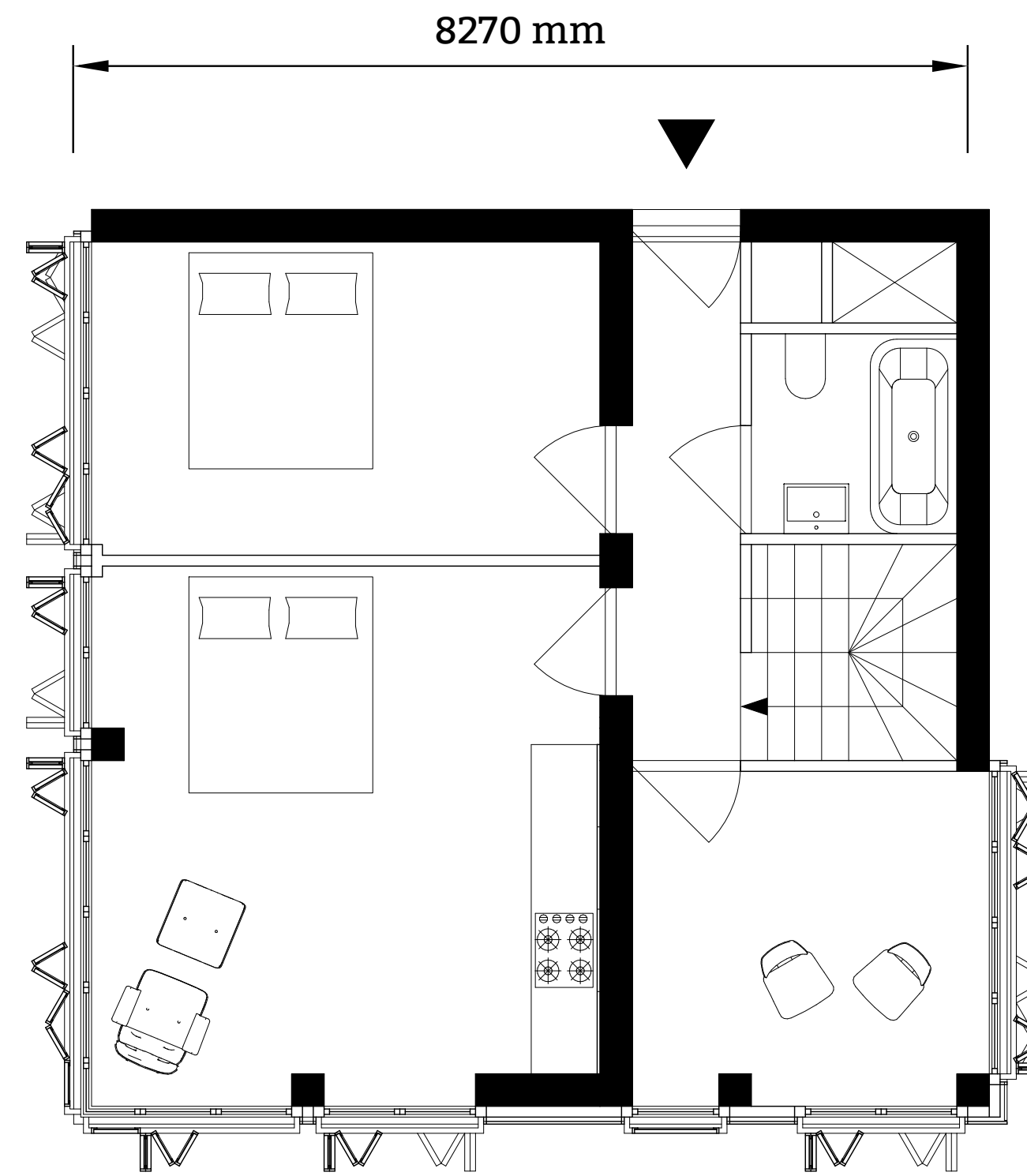


Apartment type location within new EGM Complex

*Isometric view of
Maisonette apartment*



Ground floor



First floor and fairbnb floor

*gross floor area:
132m²
total number of dwellings:
12 units*

Type C

Research

Study

Design

Design References



Research

Study

Design

Design References

Wooden detailing and louvres
CH2 Melbourne

Transparent façades and terraces
Westerdok

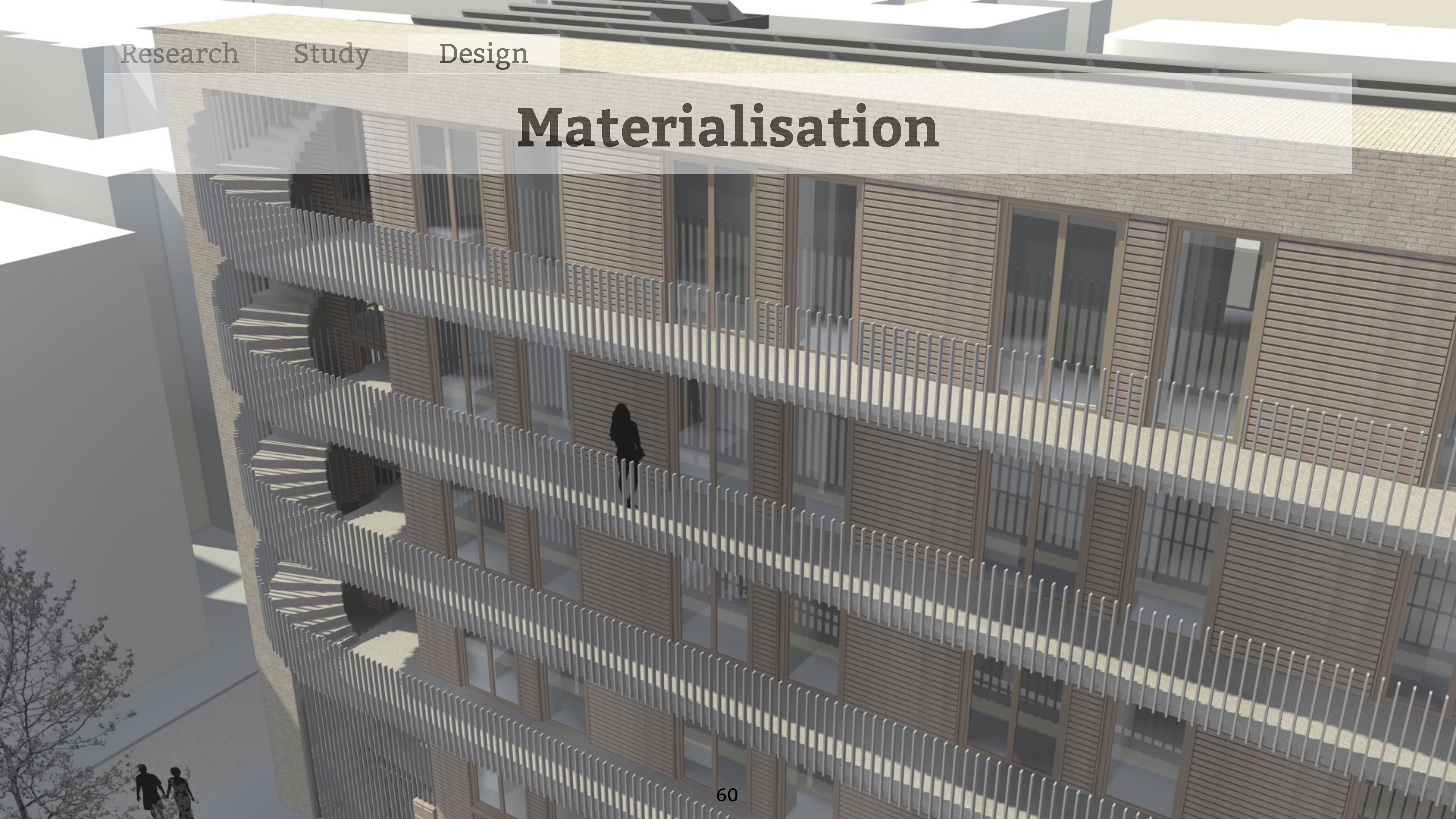
Traditional Wooden façade
Haarlemmer Houttuinen

Research

Study

Design

Materialisation

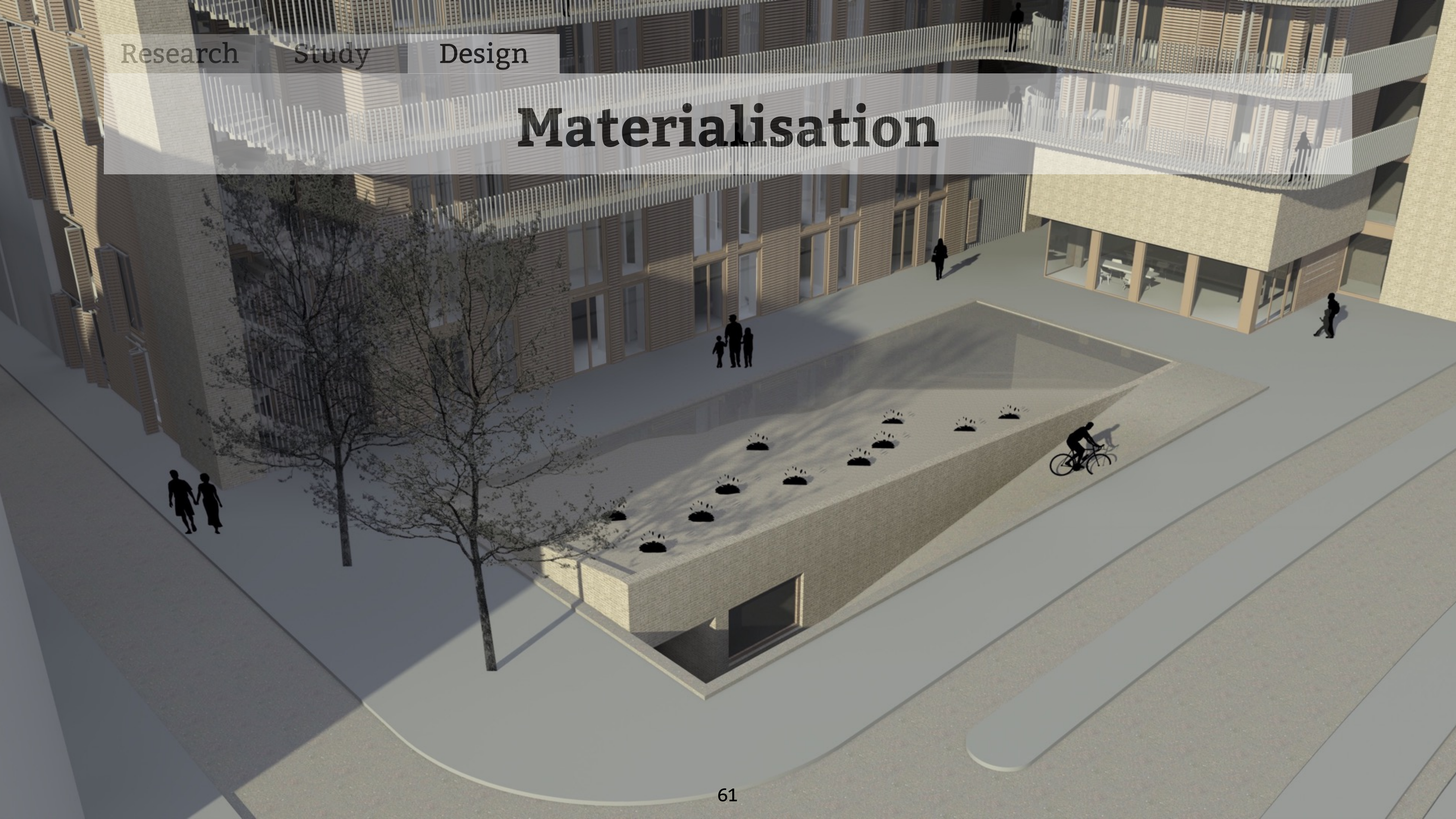


Research

Study

Design

Materialisation

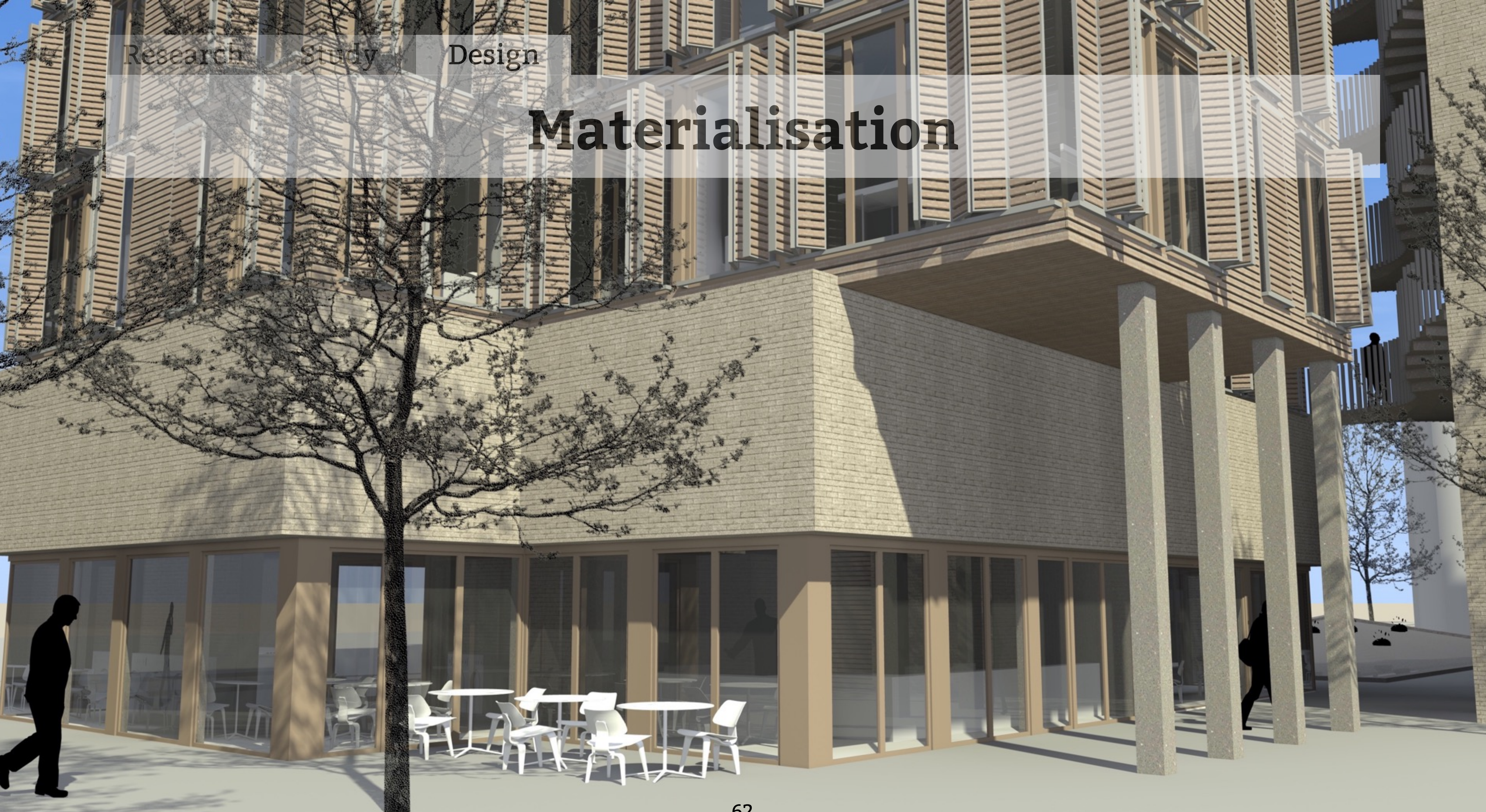


Research

Study

Design

Materialisation



Research

Study

Design

A fairbnb!



Thank you

any questions?

January 22nd, 2015 - Alexander Mooi - 9580396