

FLEXIBLE WORK, FLEXIBLE STAY

P 5

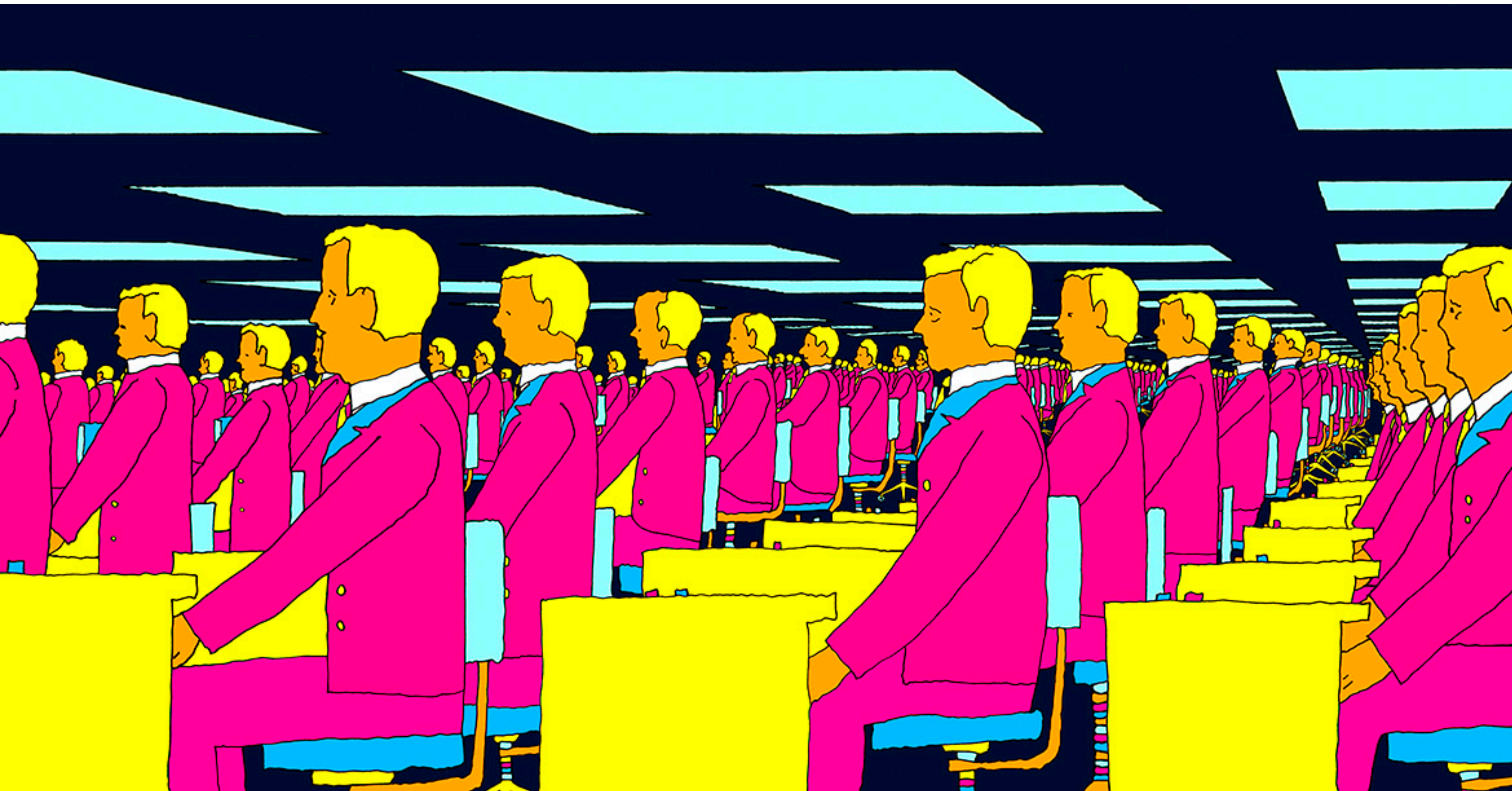
JINGLING DU

COMPLEX PROJECT

CP

RESEARCH SUMMARY

Stereotype

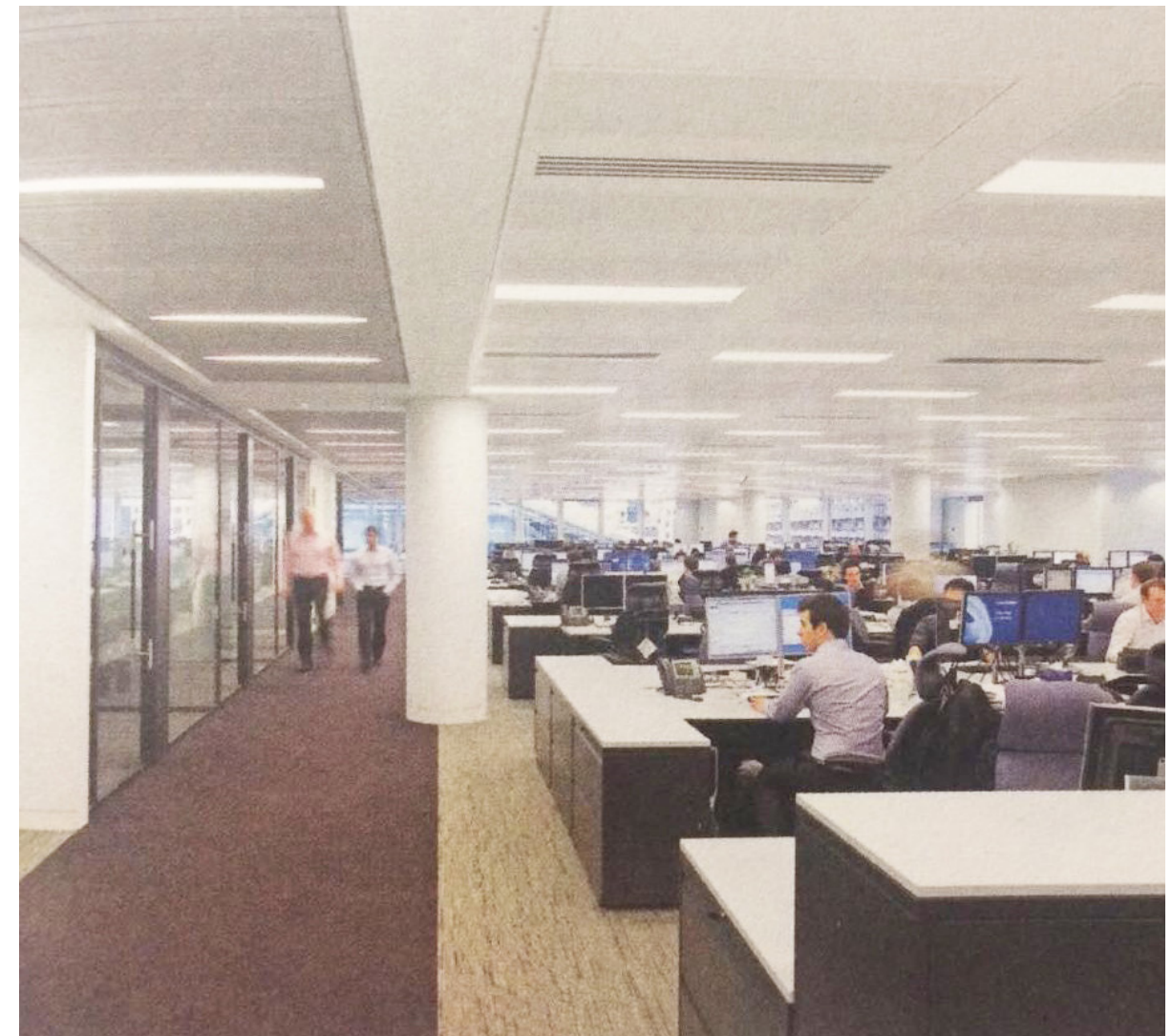


SITTING DOWN

Standardization



1959



2011



ZUIDAS

Outdated Values



The Importance of Jobs
**The Predominance of Big business in
The Economy**
The Significance of Money

ZUIDAS

Open working Space



Stuck in a 9 to 5 Job





What will **WORK** mean in the future?

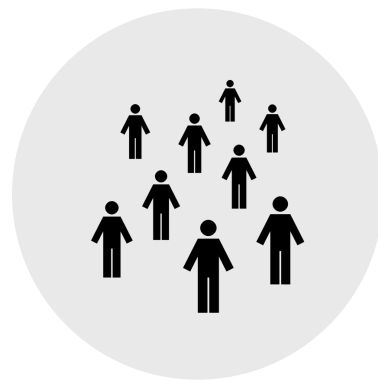
EXTERNAL FORCE



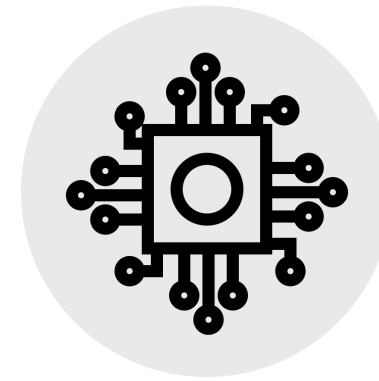
DEMOGRAPHY



ECONOMY



PROJECT/JOB



TECHNOLOGY



GLOBAL

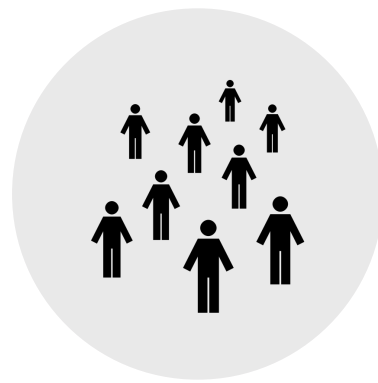
EXTERNAL FORCE



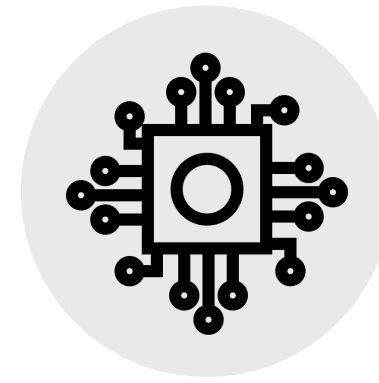
Millennials



ECONOMY



PROJECT/JOB



TECHNOLOGY

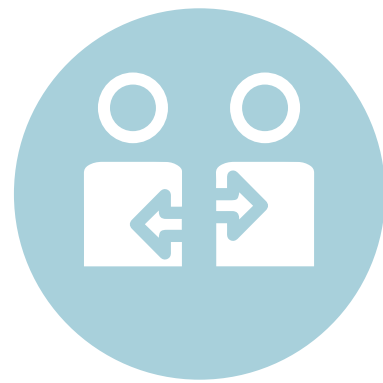


GLOBAL

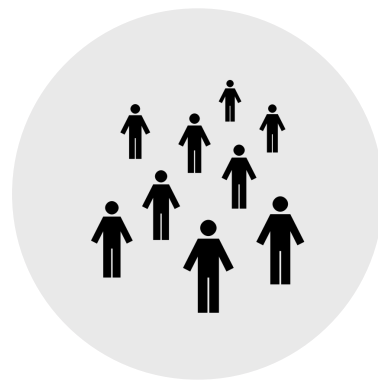
EXTERNAL FORCE



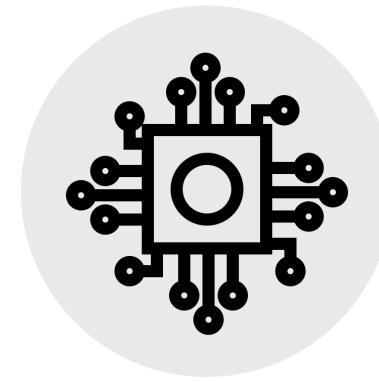
Millennials



Sharing



PROJECT/JOB



TECHNOLOGY

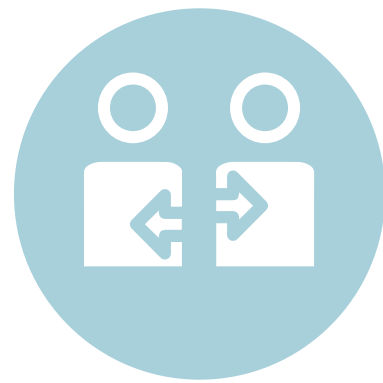


GLOBAL

EXTERNAL FORCE



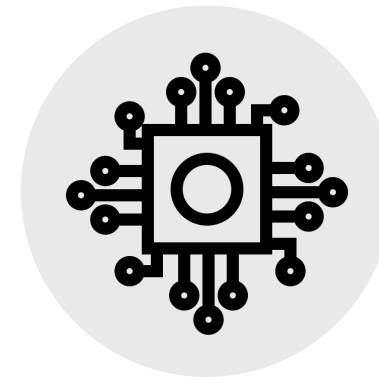
Millennials



Sharing



Direct



TECHNOLOGY

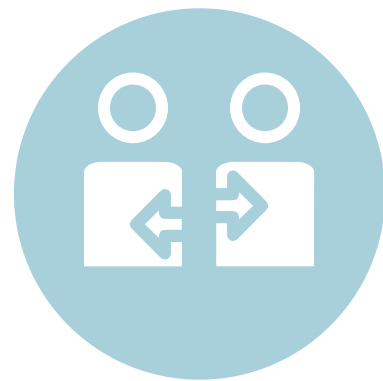


GLOBAL

EXTERNAL FORCE



Millennials



Sharing



Direct



Cloud

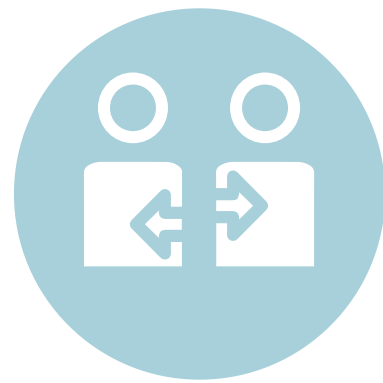


GLOBAL

EXTERNAL FORCE



Millennials



Sharing



Direct



Cloud



Digital Nomads

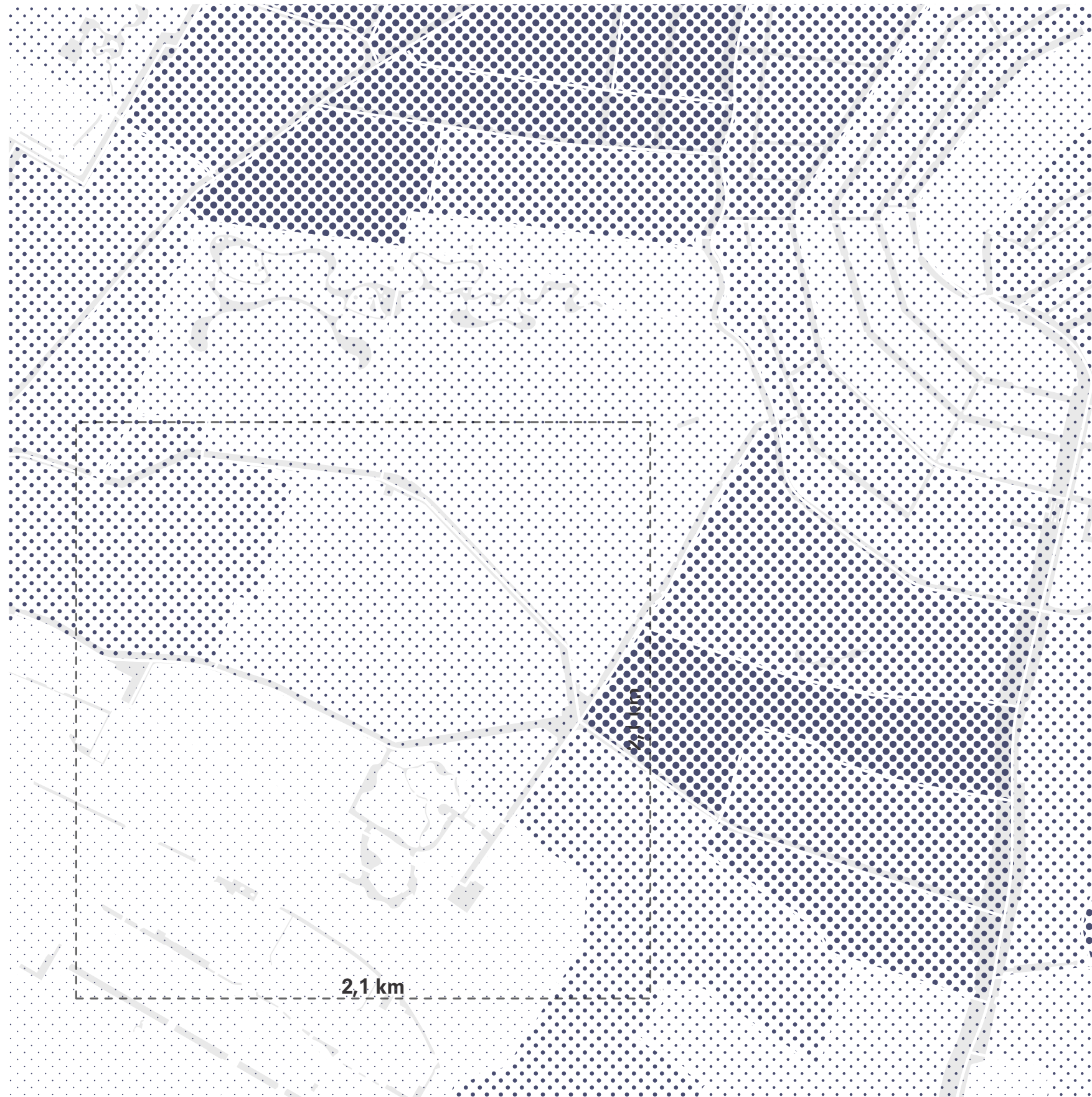
AMSTERDAM OUD ZUID



OUD ZUID



LOW POPULATION DENSITY



LACK OF AMENITIES



MONO FUNCTION RESIDENTIAL BUILDING INACTIVE NEIGHBOURHOOD



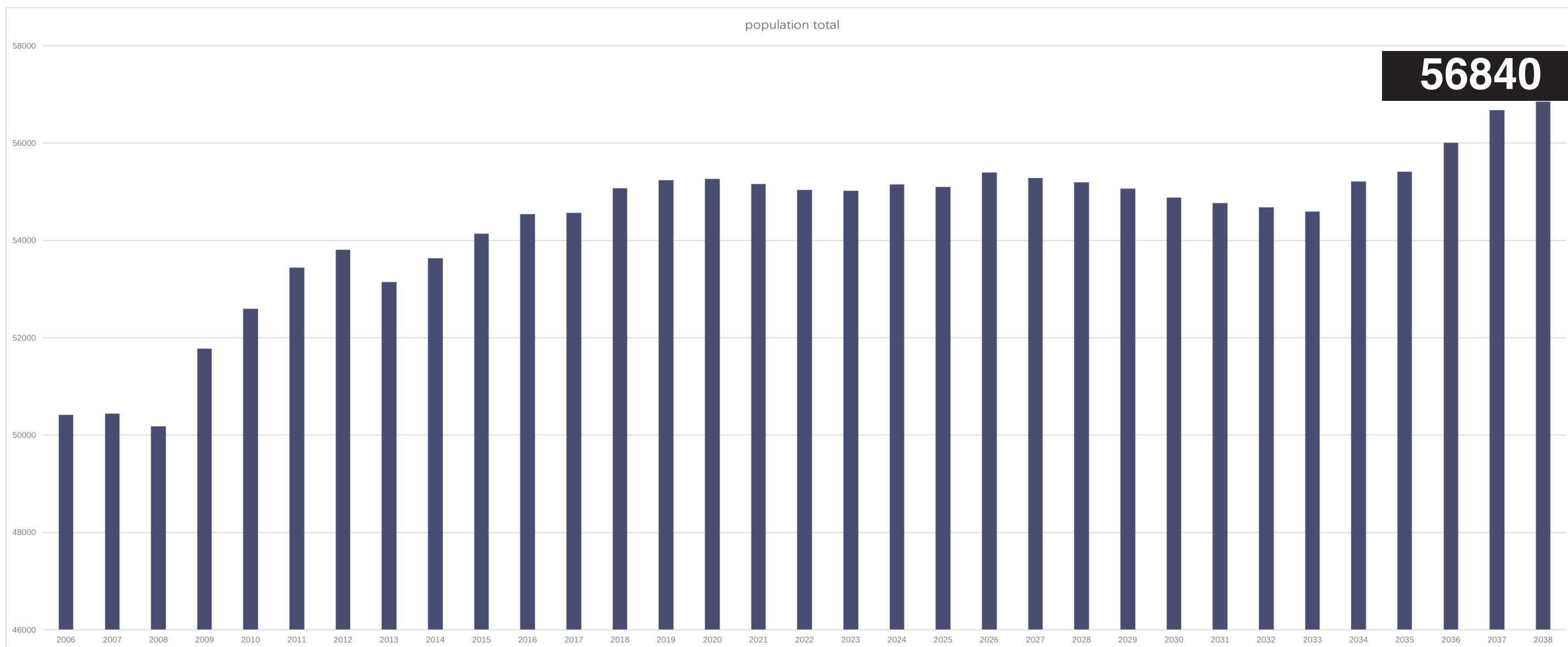
GREENERY



INACTIVE AND POORLY DESIGNED PUBLIC SPACE



2050

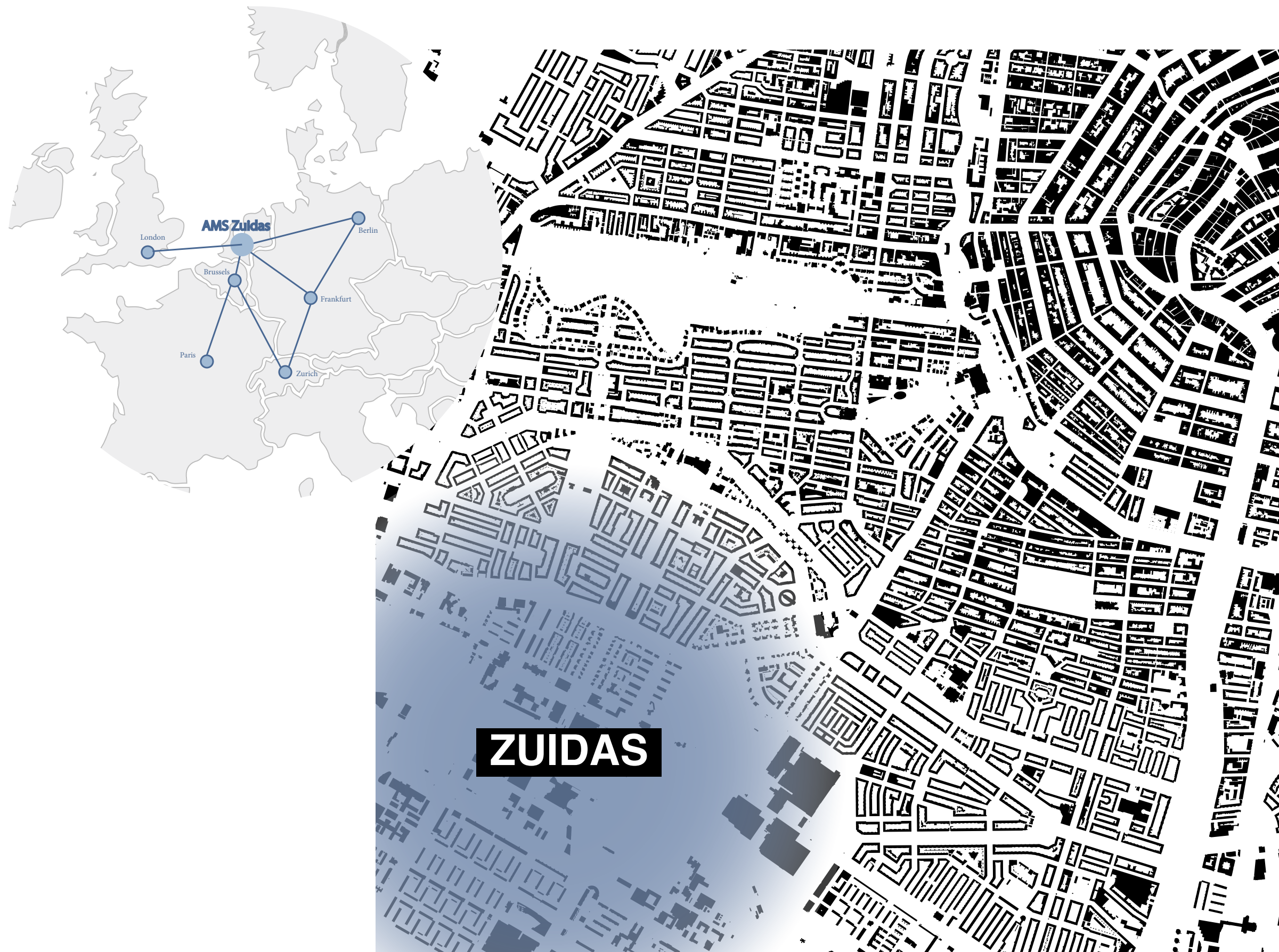


OUDE ZUID Population Prognosis from 2006 to 2038

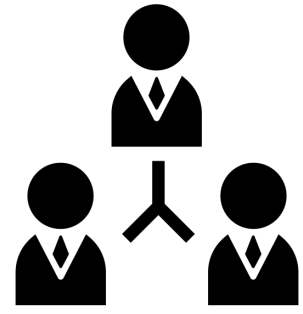
ZUIDAS FUTURE VISION



GLOBAL NODE AND ENTRANCE OF AMSTERDAM

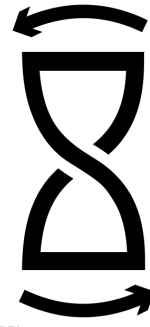


Conclusion



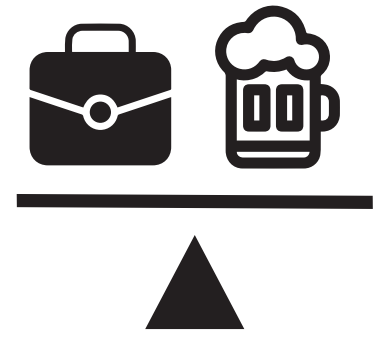
Flat Organization

coworking space



Flexibility

micro living unit,
flexible contract

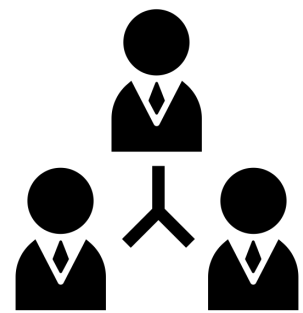


Work Life

Balance

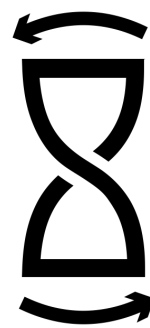
office intergrated with
facility and residential
function

FUTURE WORKSPACE



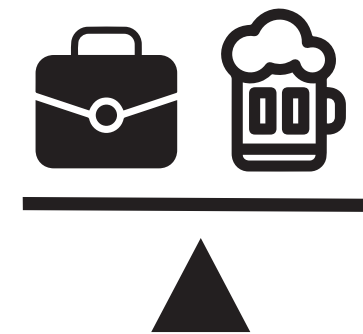
Flat Organization

coworking space



Flexibility

micro living unit,
flexible contract

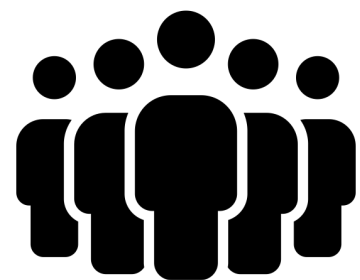


Work Life Balance

office intergrated with
facility and residential
function

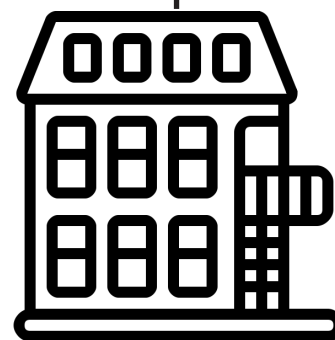
FUTURE WORKSPACE

OLD ZUID



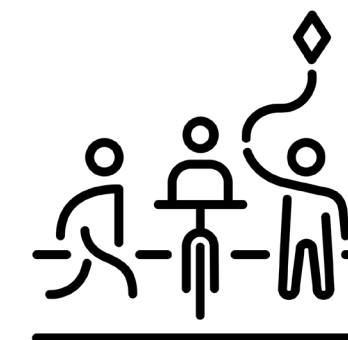
Densification

increasing population
and diversity



Disconnection

mono-functional
zones



Public Spcace

lack of facility, inactive
neighbourhood

RESEARCH QUESTION

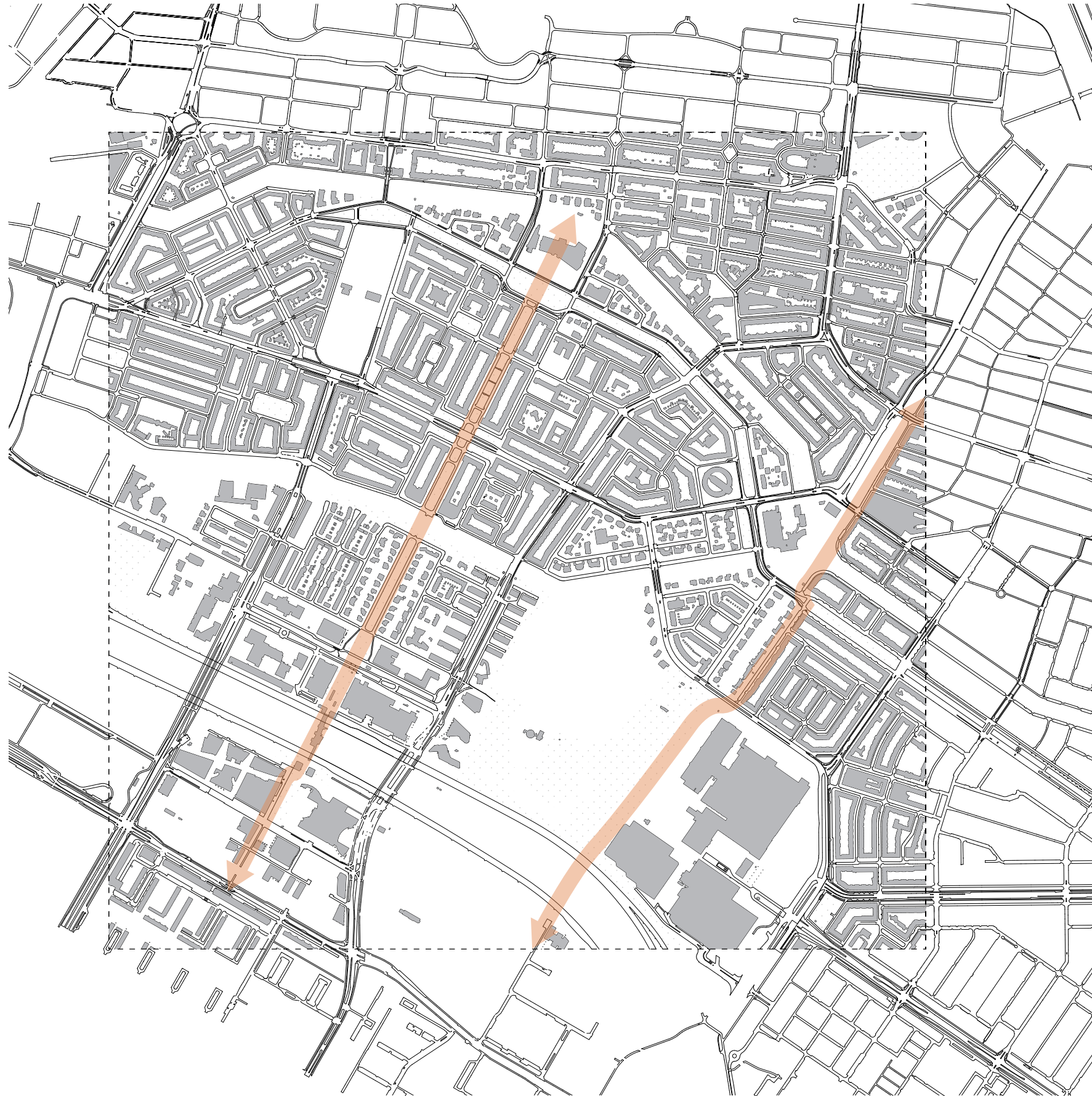
If office environments are changing to express **NEW VALUES AND NEW MEANING of work, what's the future of office building?**

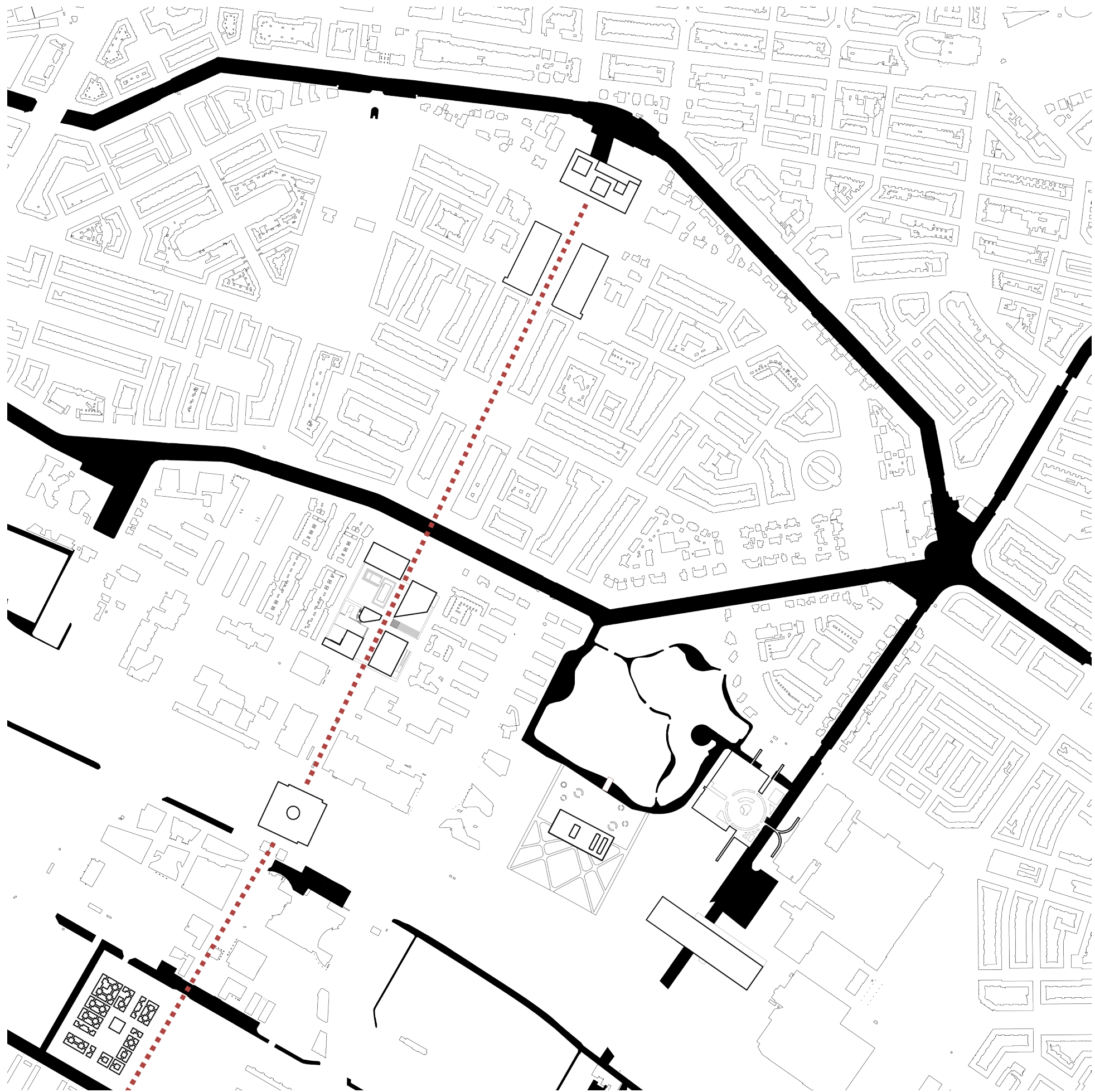
RESEARCH QUESTION

And how can a mix-used building help Oud Zuid develop into a SELF-SUFFICIENT NEIGHBOURHOOD?

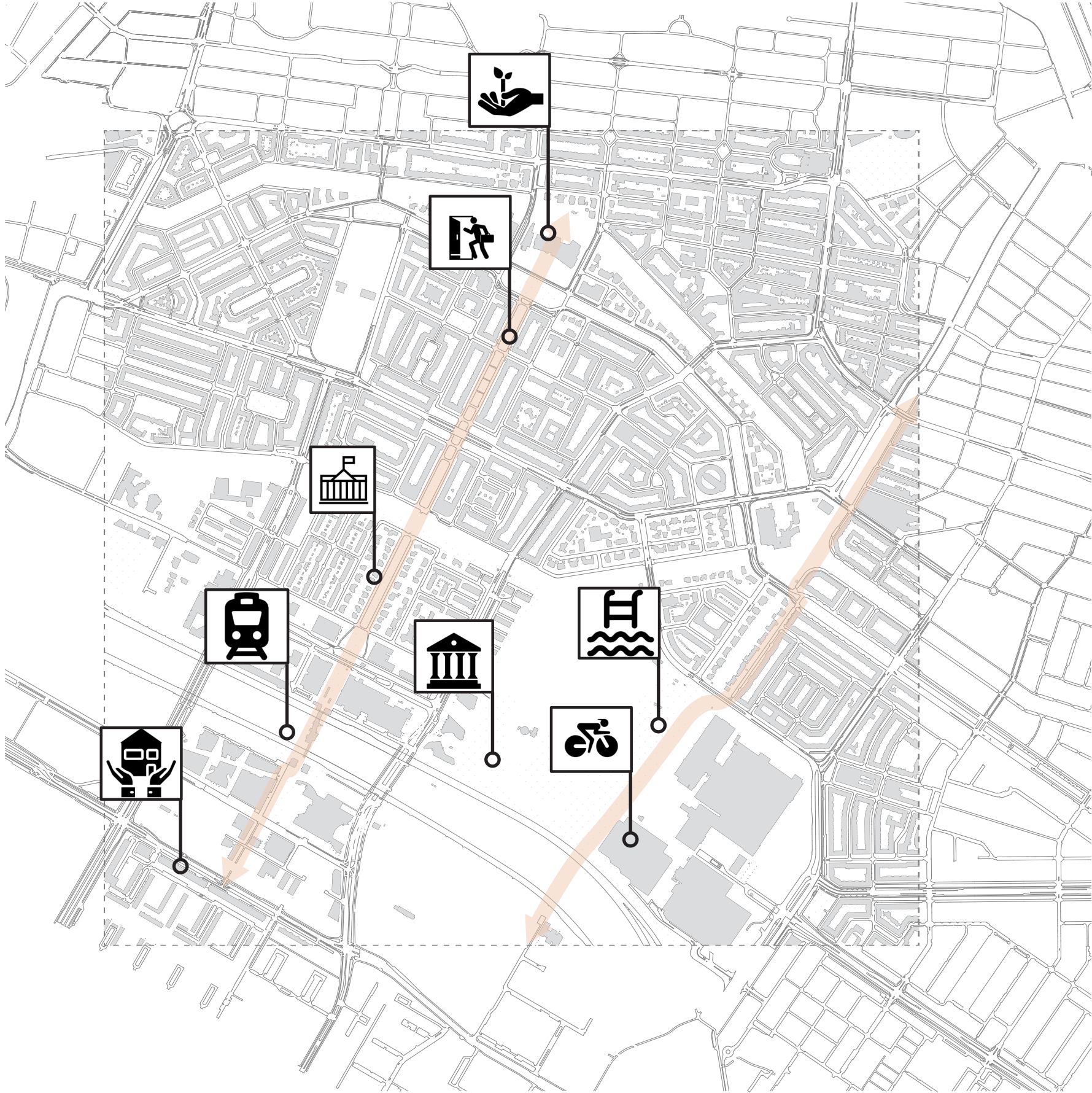
GROUP STRATEGY

AXIS





PUBLIC FACILITY LINE

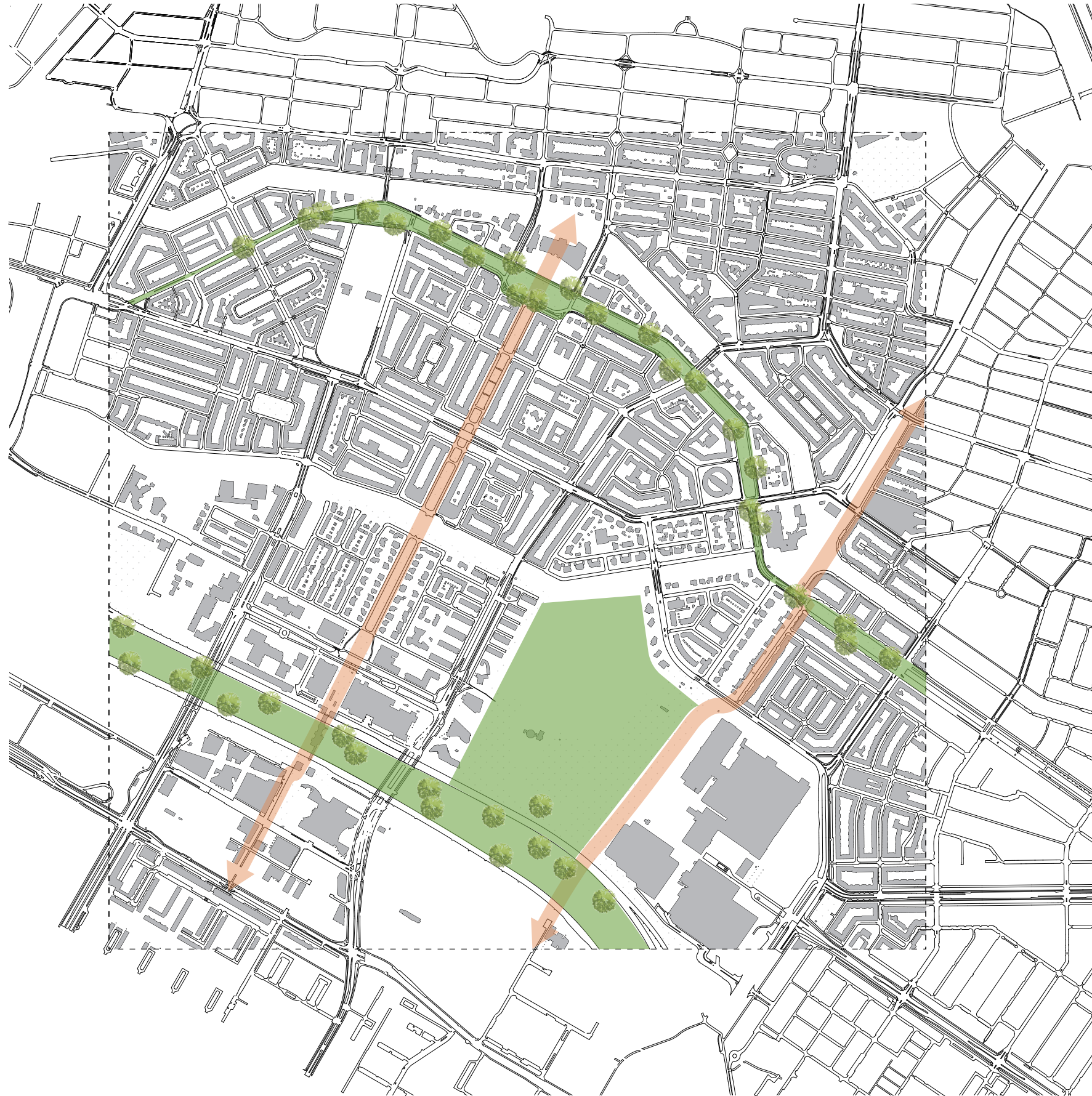


Amenities

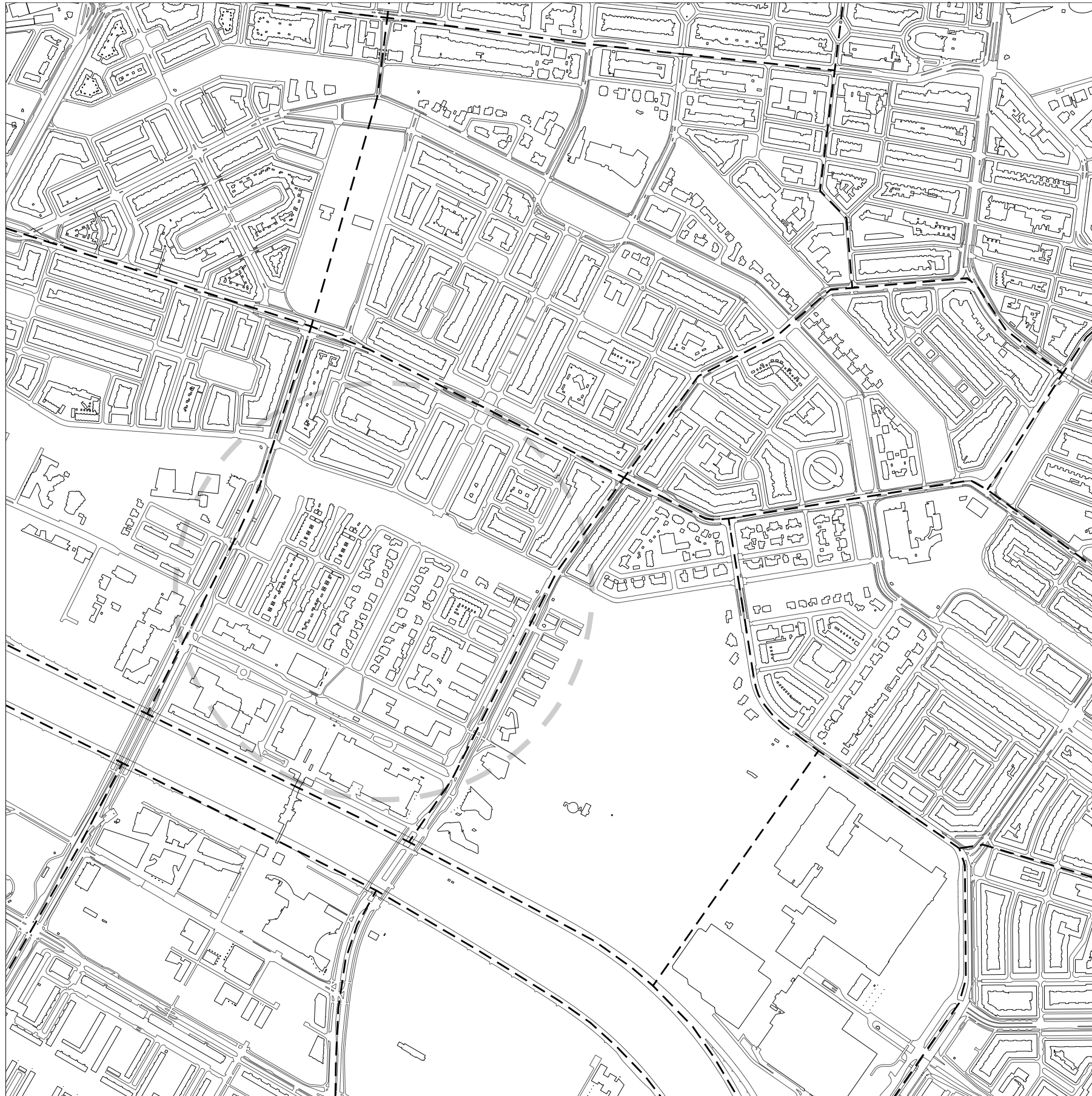
Mobility

**Social
Reform**

PUBLIC PARK

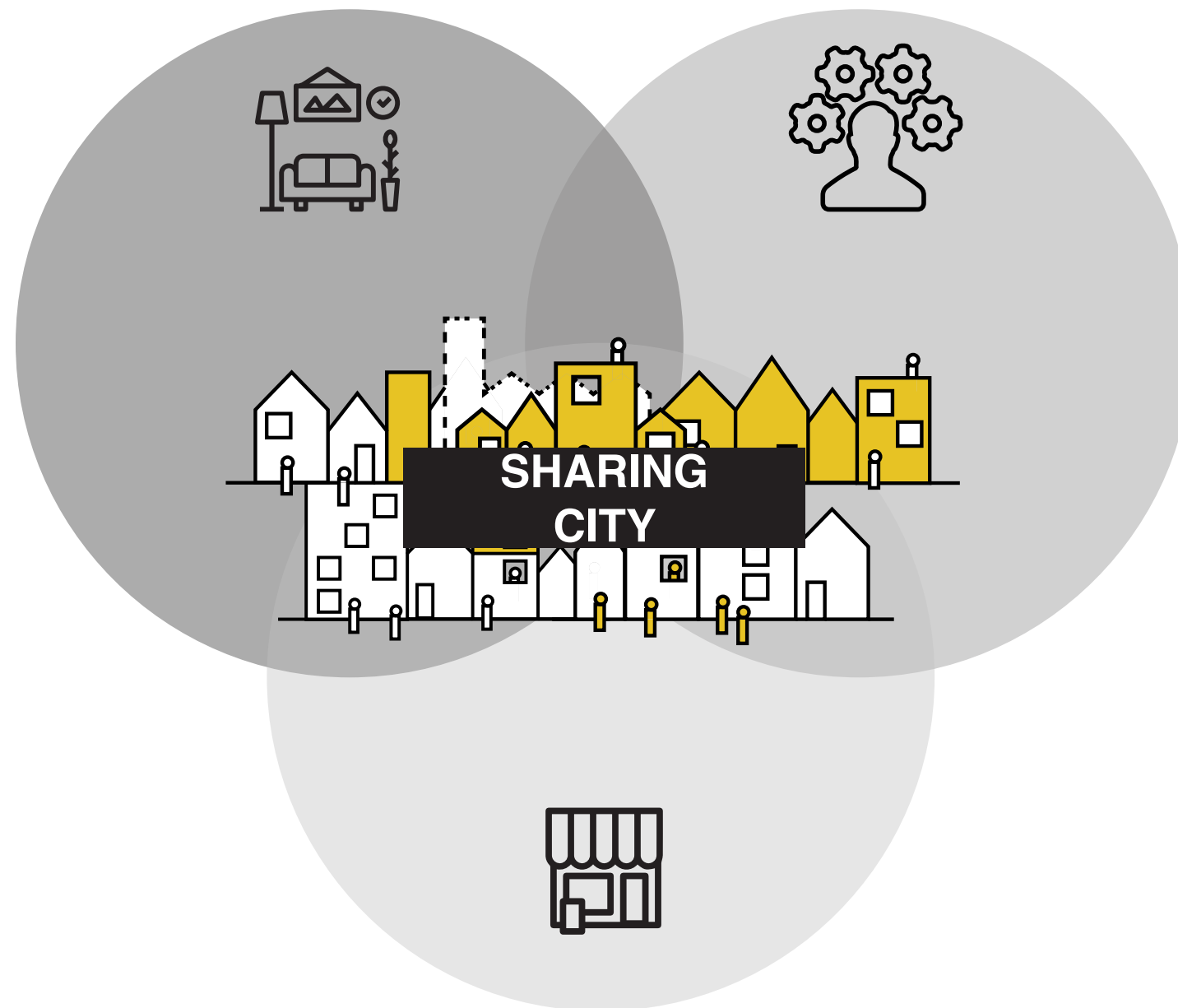


SUPERBLOCK



AMBITION

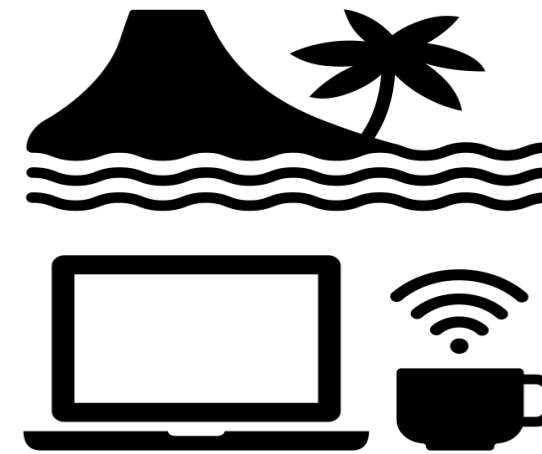
Create an inspiring and leisured complex combining **HOUSING, WORK SPACE AND LEISURE FACILITY** which can stimulate the communication and collaboration among the surrounding neighborhoods and active the Oud Zuid.



TARGET GROUP



**Independent
Professionals**



**The Urban
Nomads**

DESIGN STRATEGY

PEOPLE

THE NEEDS OF
THE IPRO AND
THE URBAN
NOMADS IN 2050

Analyse the
needs and
the desires of
different social
group

TPOLOGY

CO-LIVING AND
CO-WORKING

Integrate the
working and living
space, shorten
or eliminate
the separation
between the
different parts of
our lives

SITE

DENSIFY AND
ACITIVE THE
NEIGHBOURHOOD

Redevelop
the original
residential block,
strengthen
the sense of
community

ARCHITECTURE

ADAPTIVE
REUSE

adaptive reuse the
heritage building,
and revive the
historic value of
the site

PROPOSAL

THE
RESIDENTIAL
COMPLEX

provide the service
and help develop
an self-sufficienct
neighbourhood

FUTURE SCENARIO

Government



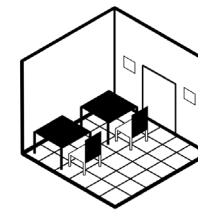
Individual



Institution/Company

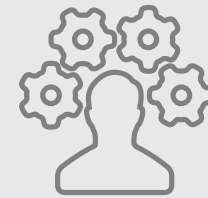


Invest



MEMBERSHIP

**PUBLIC
(NON MEMBER)**



**FREE, SHORT TERM
TEMPORARY
(by hours, one day)**



MEMBERSHIP



**CHARGED, LONG TERM
(by days, months, years)**

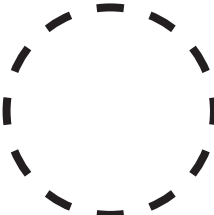
**PUBLIC
(NON MEMBER)**



—Basic Office Renting



—Regular Office Renting



—Premium Office Renting

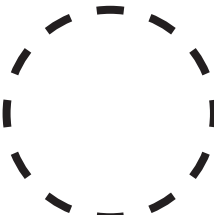


**COWORKING
PACKAGE**

—Basic Living Renting



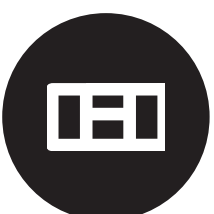
—Regular Living Renting



—Premium Living Renting

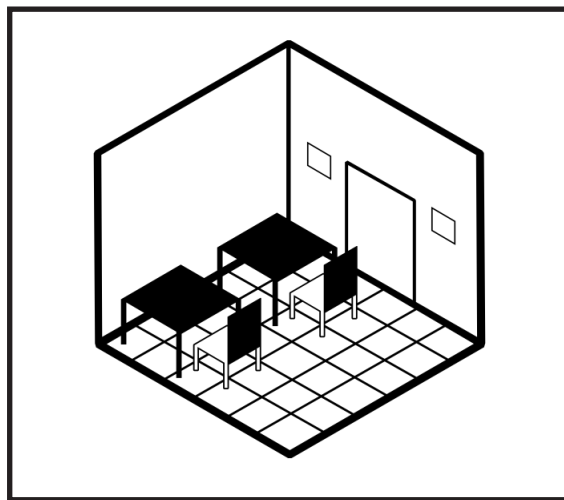


—Loft Renting



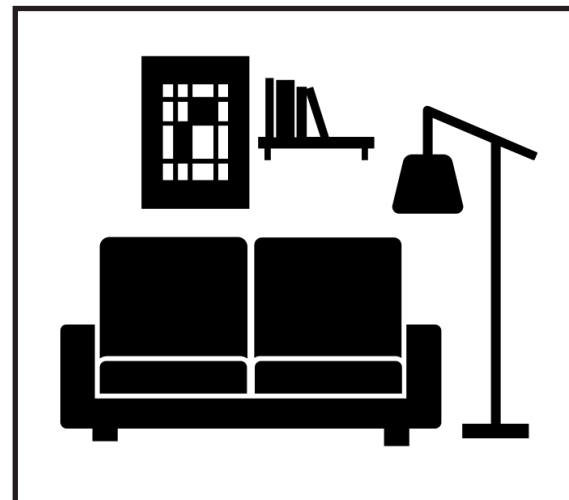
TPOLOGY RESEARCH

PROGRAM REQUIREMENTS



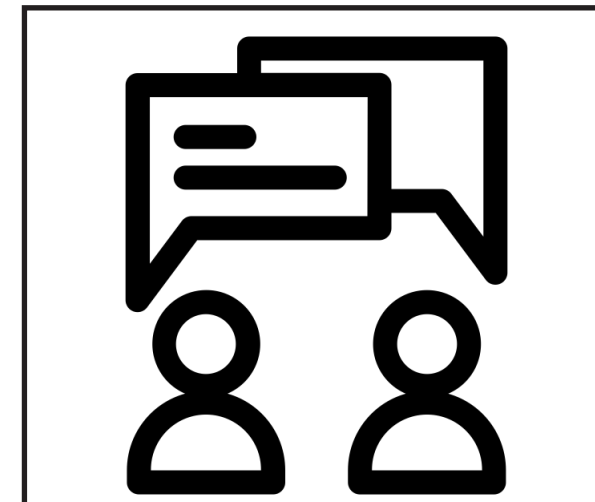
CO-WORKING

Program necessary
for iPro and urban
nomads



LIVING

Different types
of living units for
different needs



INTERACTION

integrate living and
working space to
create different
mixed program

OFFICE



OFFICE
70%

FACILITY
20%

FOYER 5%
PUBLIC SPACE
5%

SEAGRAM
New York
50s



OFFICE
50%

FACILITY
20%

FOYER
10%

EXHIBITION
20%

BWM
Munich
70s



OFFICE
40%

FACILITY
20%

AMENTIES
40%

PARK
10%

Googleplex
California
2004



OFFICE
25%

FACILITY 5%

SERVICE 5%

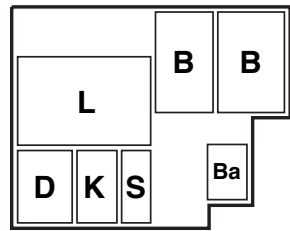
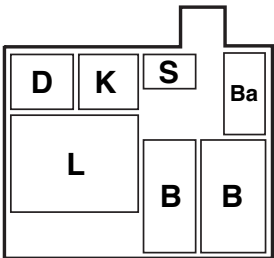
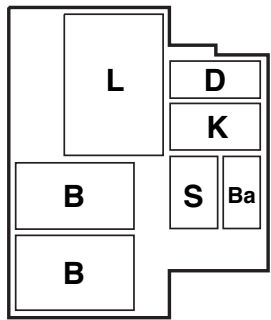
PARK
65%

APPLELOOP
California
2015

HOUSING



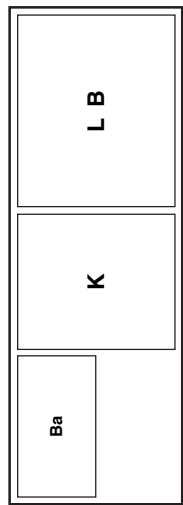
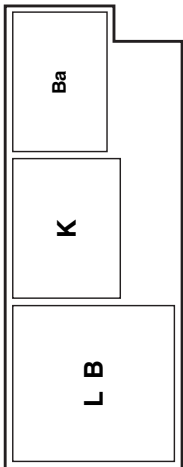
B'MINE



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



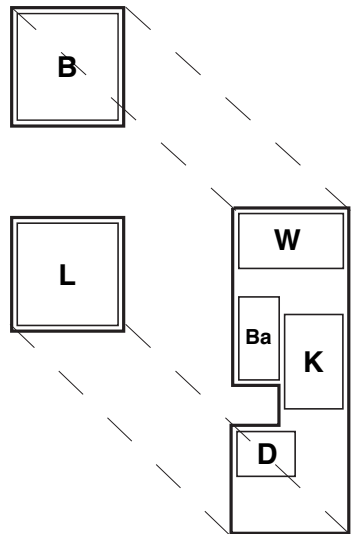
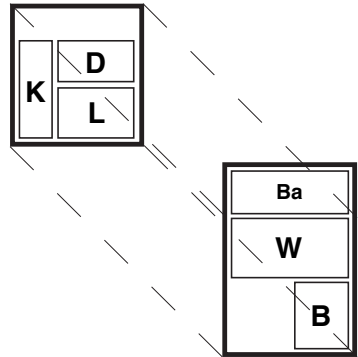
MY MICRO NY



1 unit = L + K + B + Ba



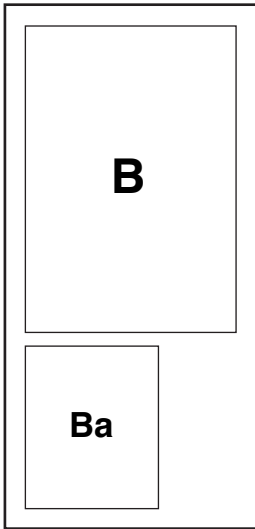
SUPERLOFTS



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



STUDENT HOTEL



1 unit = B + Ba

COMPLEX



OFFICE
56.4%



OFFICE
30%



OFFICE
31%



OFFICE
29%

TIMMERHUIS
Rotterdam

RESIDENTIAL
26.7%

EXHIBITION 3.6%

RETAIL 4.6%

PARKING 8.7%

BLOX
Copenhagen

RESIDENTIAL
16.6%

MUSEUM
17.4%

RESTAURANT & BAR 3.6%

PUBLIC SPACE 6%

SERVICE 8%

PARKING
18.4%

VolksHotel
Amsterdam

HOTEL
48%

RESTAURANT
& BAR
13.6%

SERVICE 7.6%

PXP
Paris

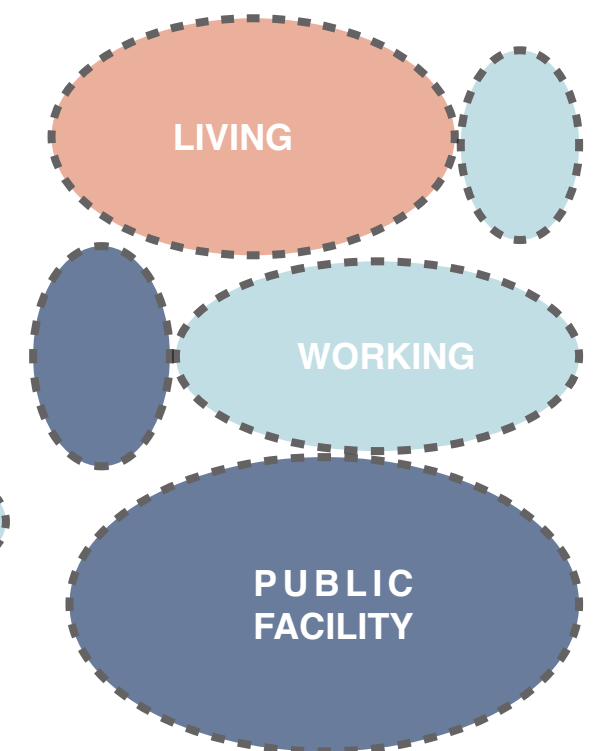
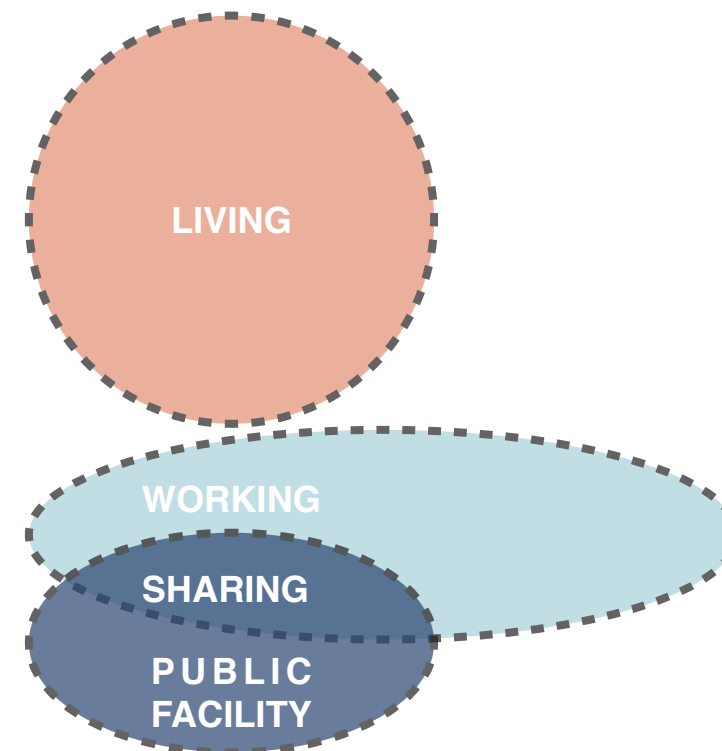
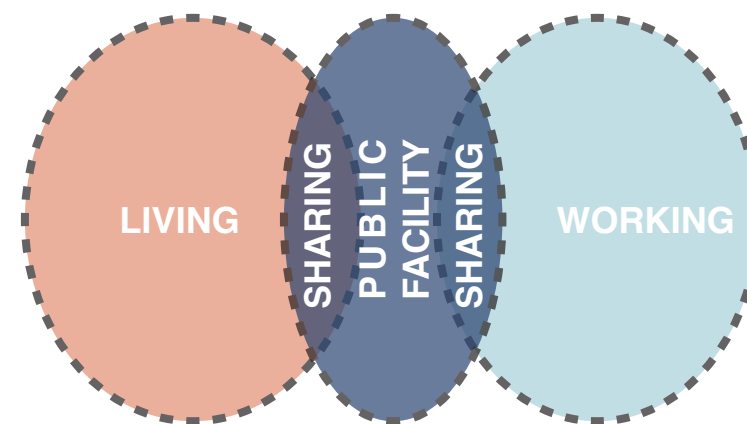
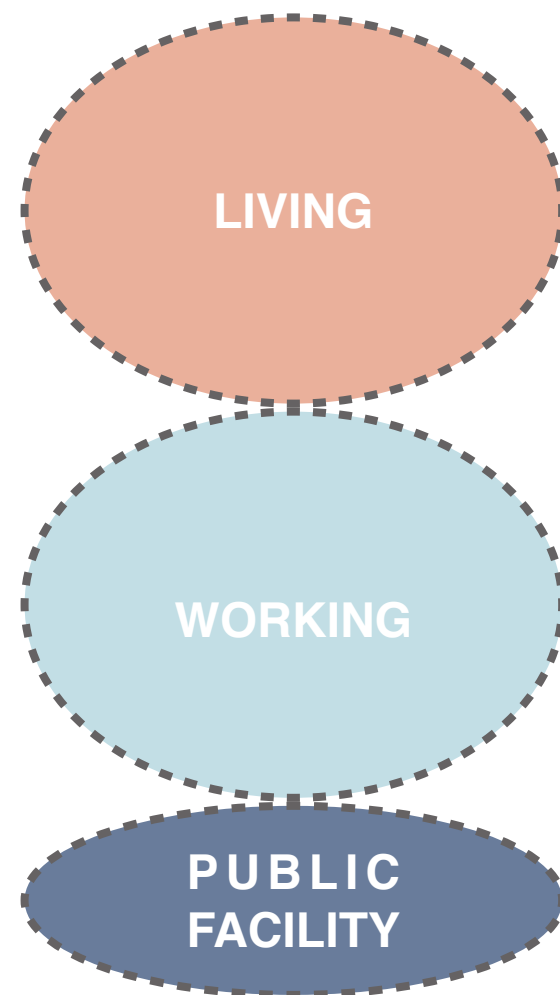
RESIDENTIAL
26.7%

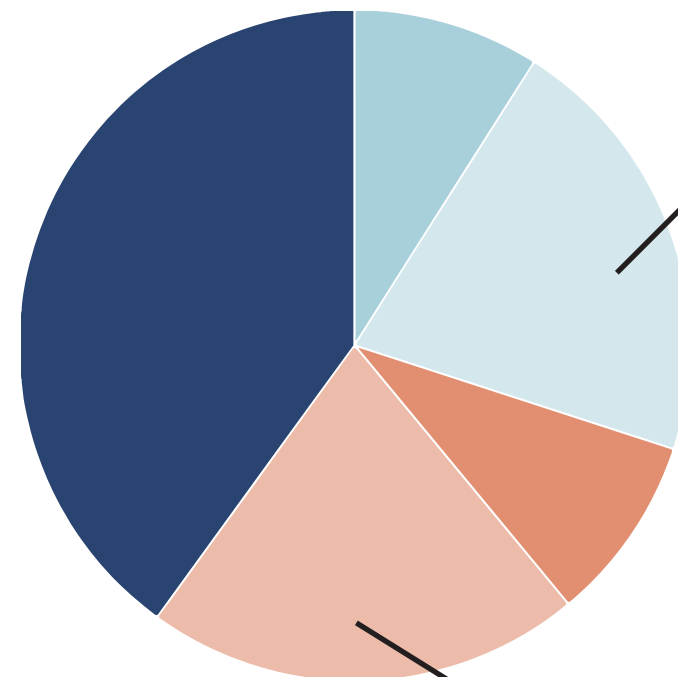
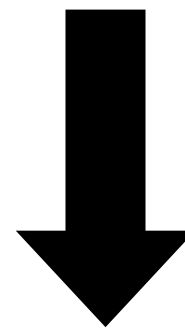
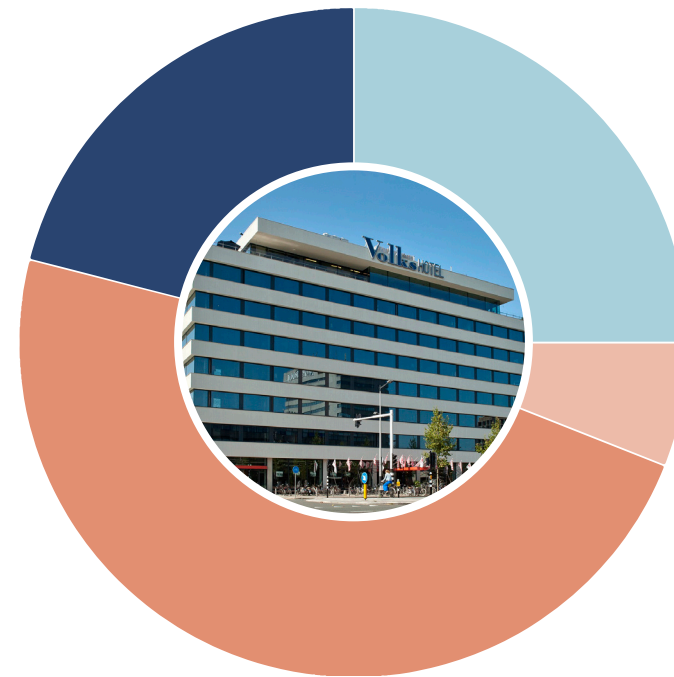
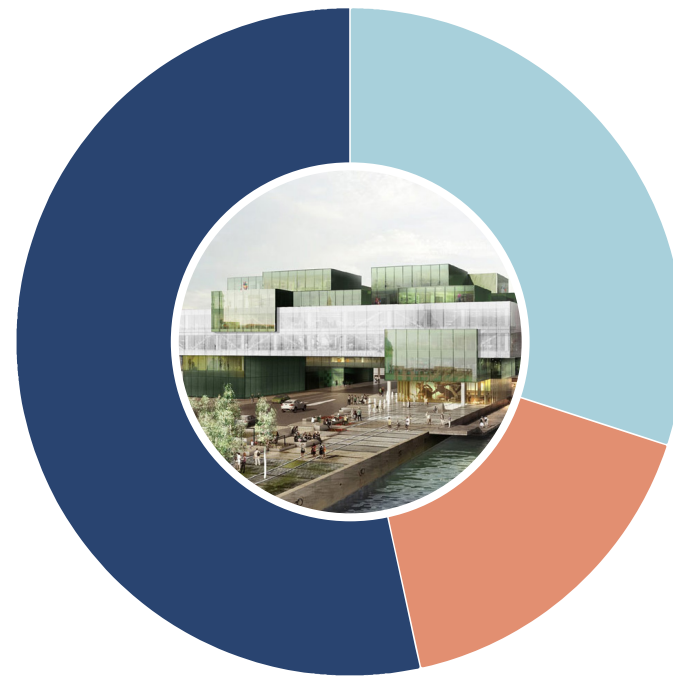
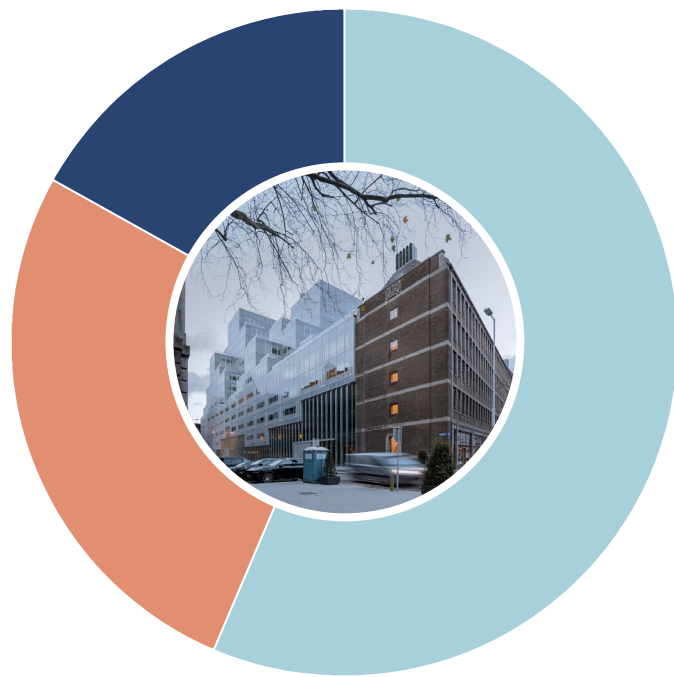
GREENERY
9.6%

RETAIL
13.5%

FACILITY
23.6%

COMPLEX

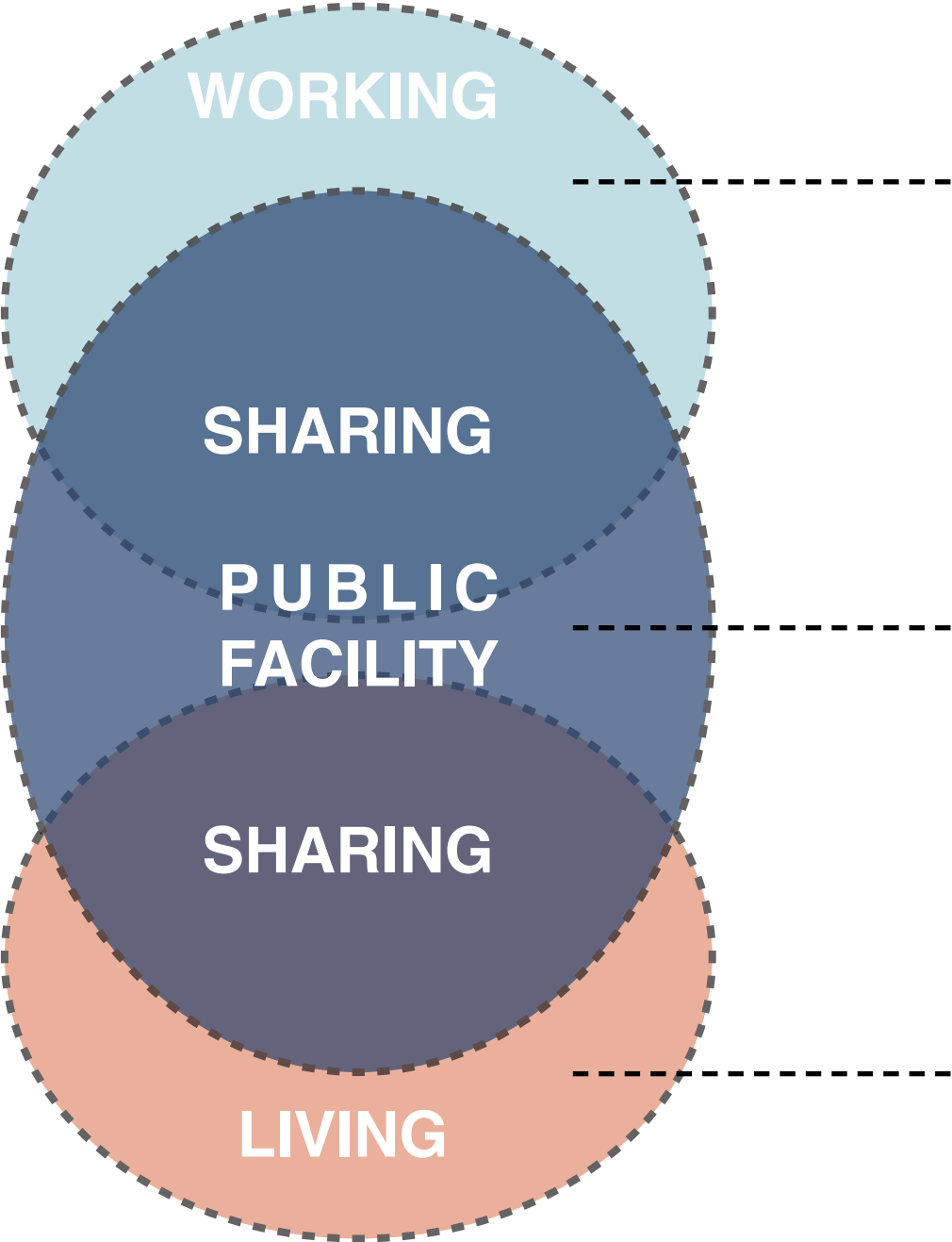




Sharing working space

Sharing living space

PROGRAM



OFFICE
30%

RESIDENTIAL
30%

PUBLIC&FACILITY
40%

PRIVILEGE OFFICE
9%

CO-WORKING
21%

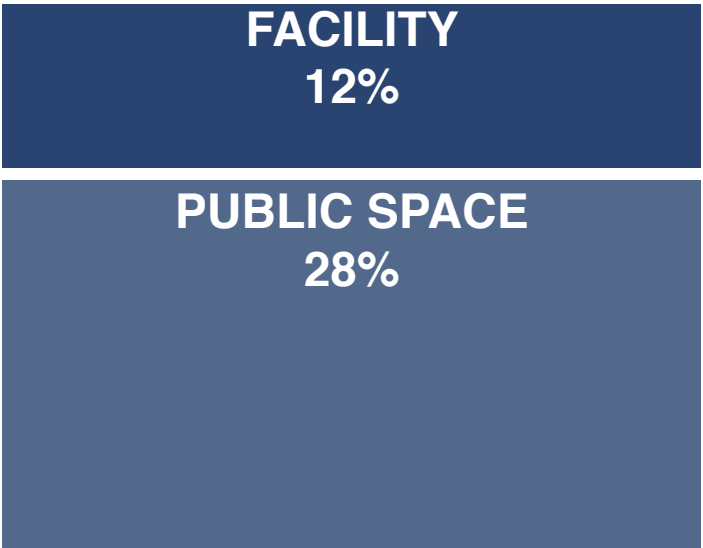
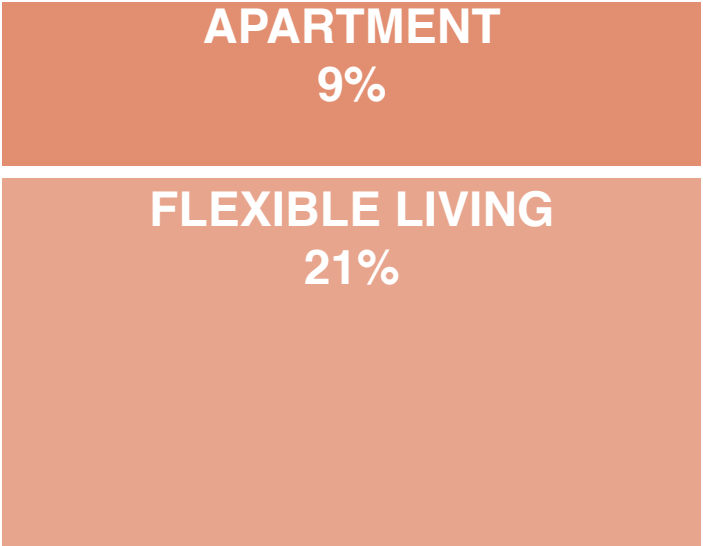
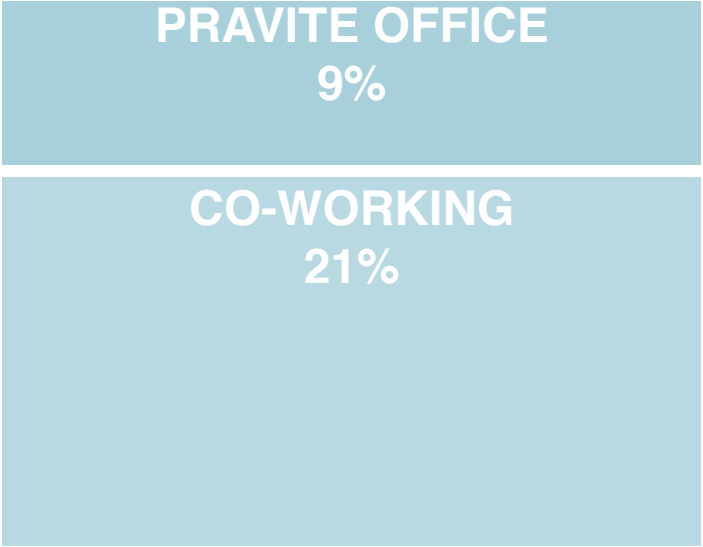
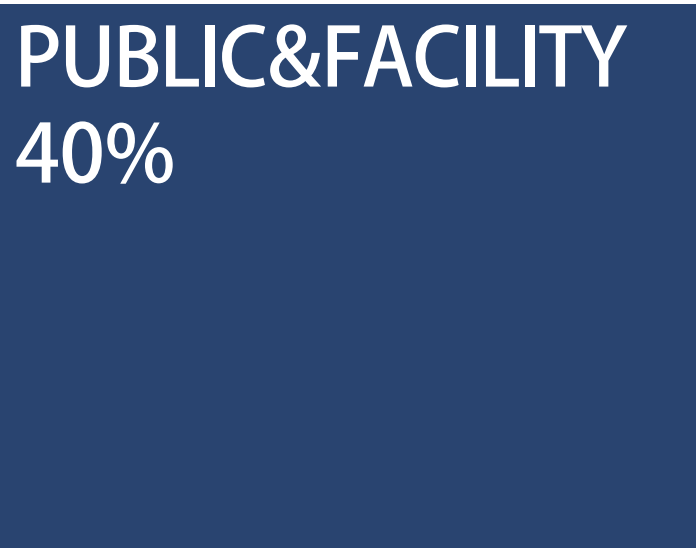
APARTMENT
9%

FLEXIBLE LIVING
21%

FACILITY
12%

PUBLIC SPACE
28%

PROGRAM

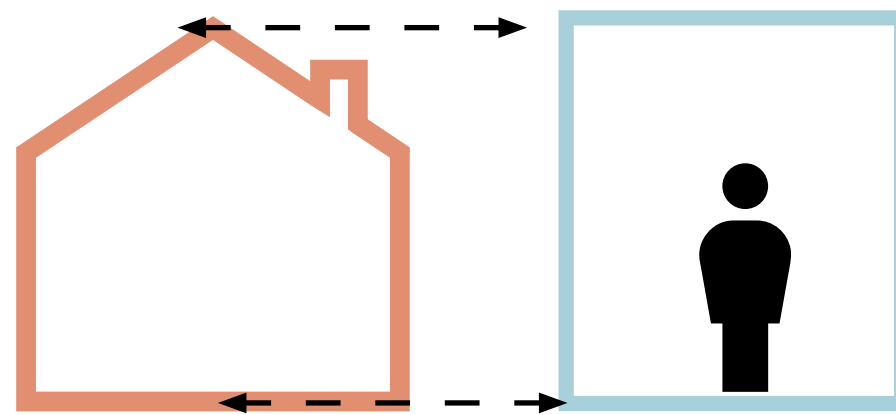


COMBINATION

LIVING & WORKING



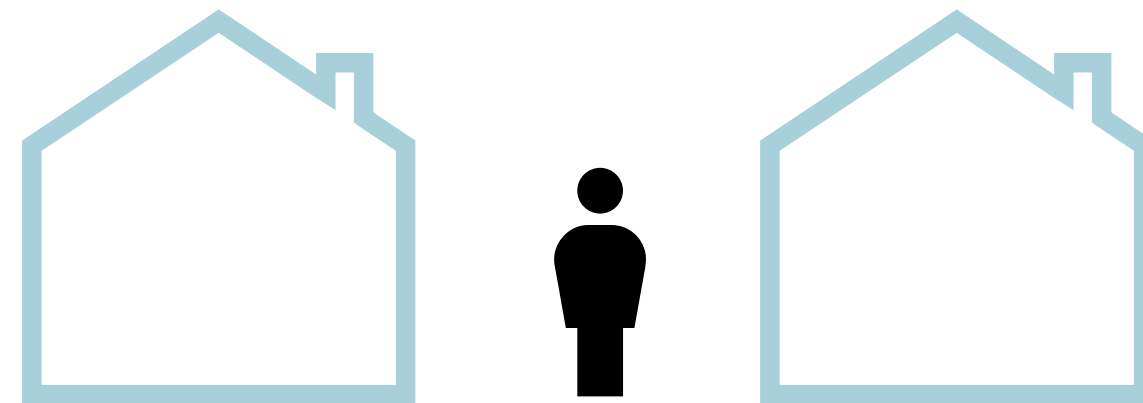
COMBINED



ATTACHED



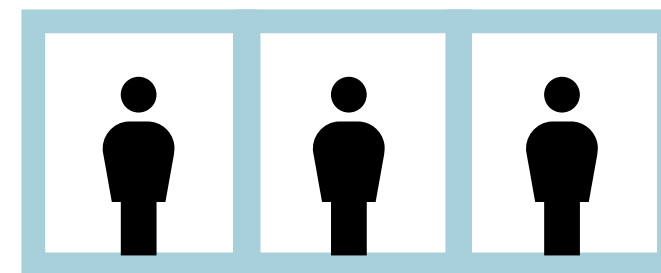
SEPERATED



SHARED

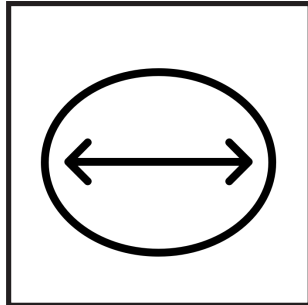


GROUP



LOCATION

SITE REQUIREMENTS



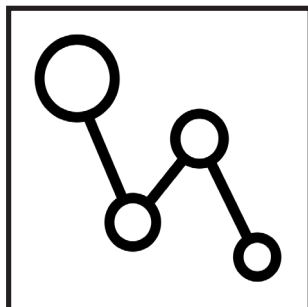
Axis

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



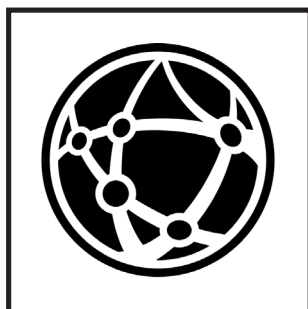
Network

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



Connect

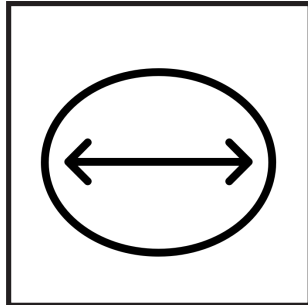
Connected with the infrastructures and facilities on the site.



Access

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

SITE REQUIREMENTS



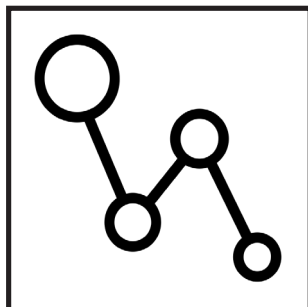
Axis

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



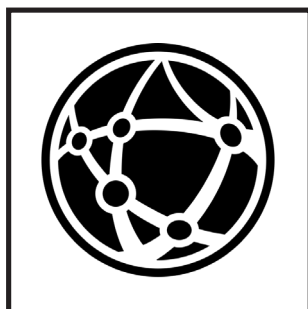
Network

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



Connect

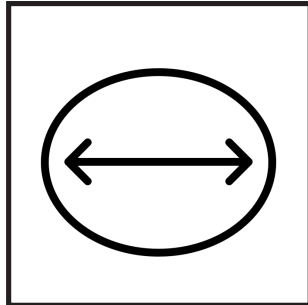
Connected with the infrastructures and facilities on the site.



Access

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

SITE REQUIREMENTS



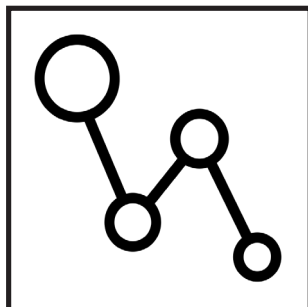
Axis

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



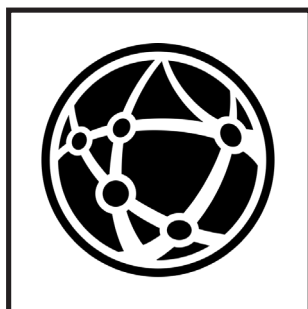
Network

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



Connect

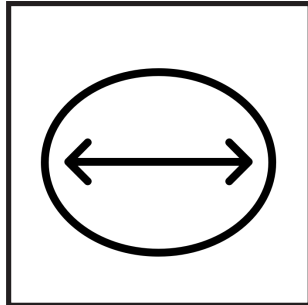
Connected with the infrastructures and facilities on the site.



Access

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

SITE REQUIREMENTS



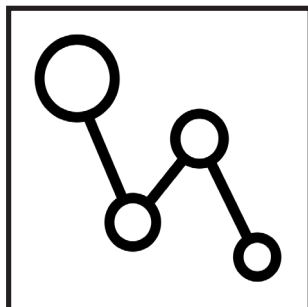
Axis

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



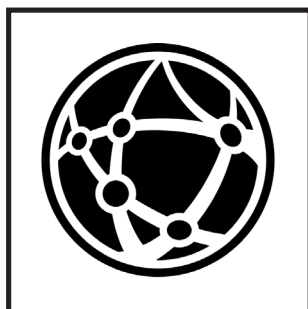
Network

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



Connect

Connected with the infrastructures and facilities on the site.



Access

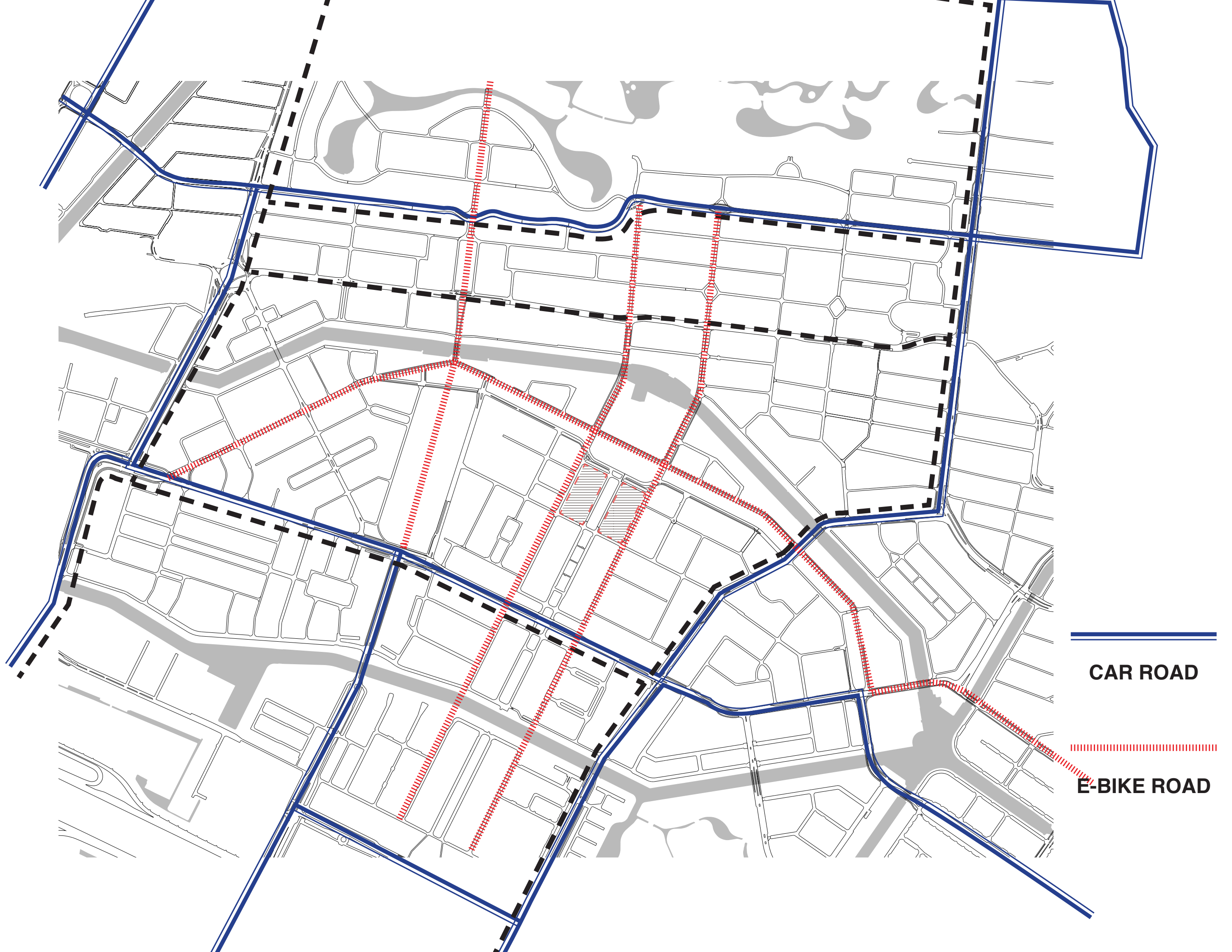
Inside the superblock, the high-speed e-bike lane become the most important way of transportation. Located near the bicycle lane will increase the accessibility of the building and strengthen the connection with public transport— —Amsterdam Zuid.

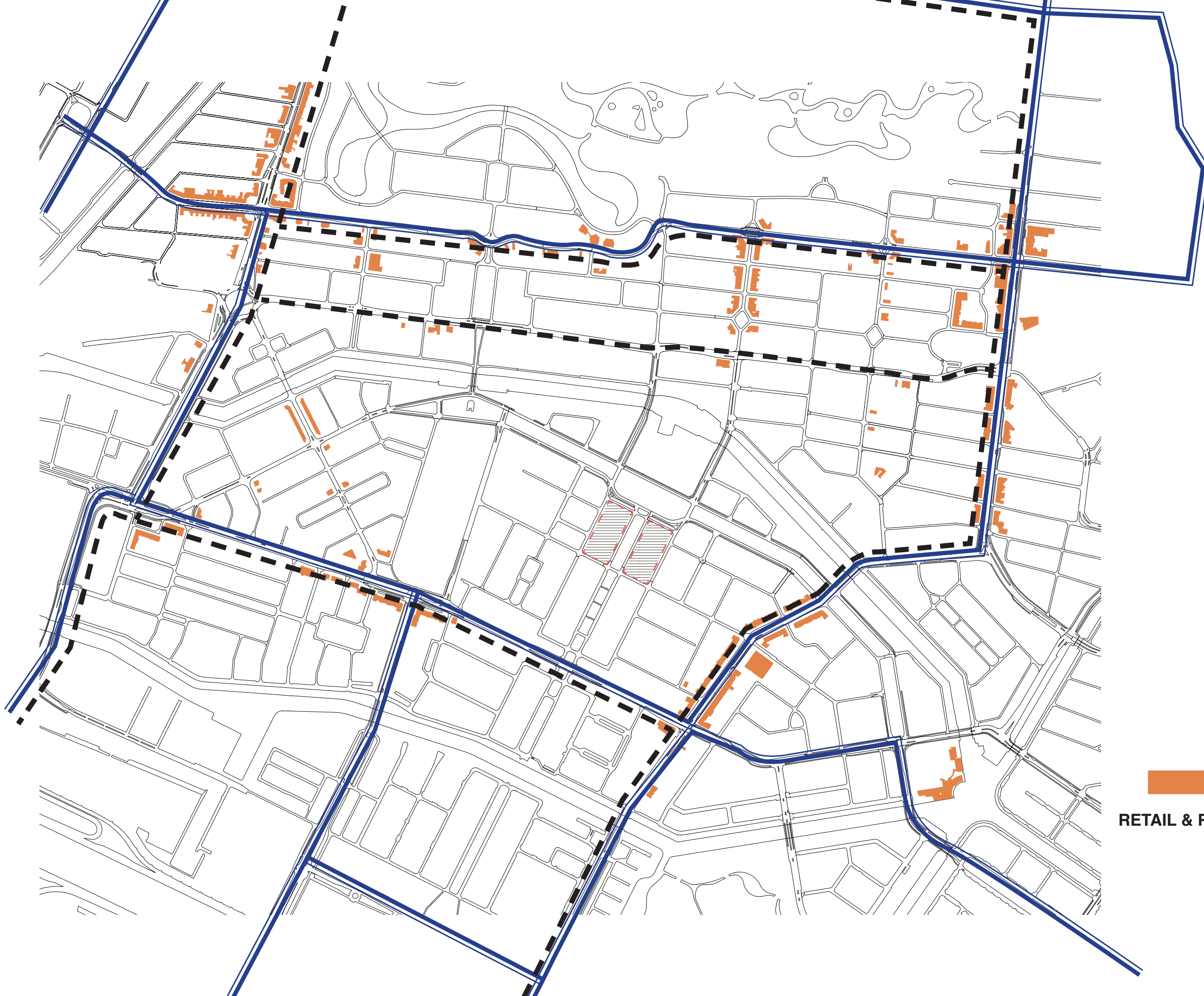
LOCATION



LOCATION







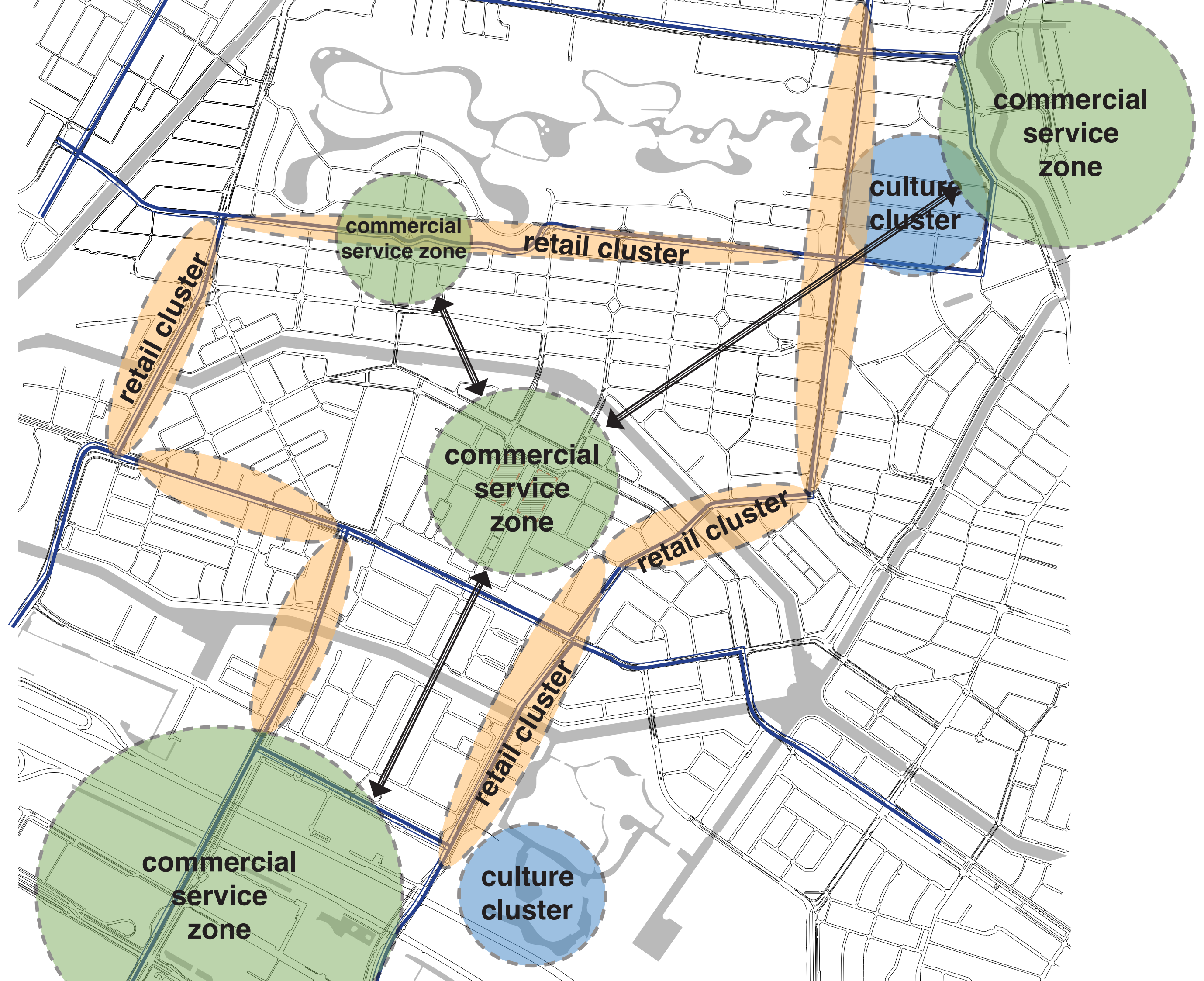
RETAIL & RESTAURANT



OFFICE



EDUCATION



SITE STRATEGY





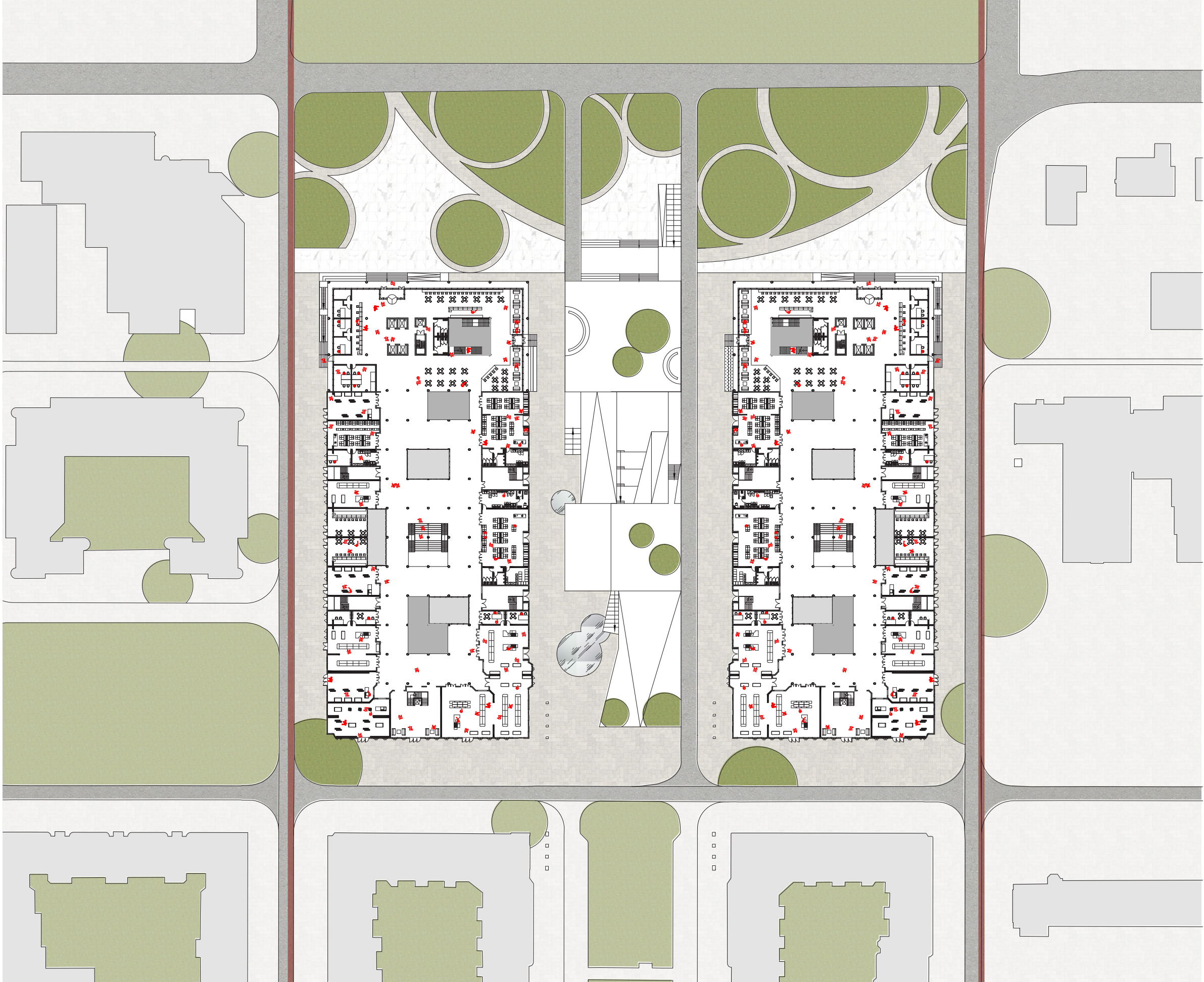
7.5M

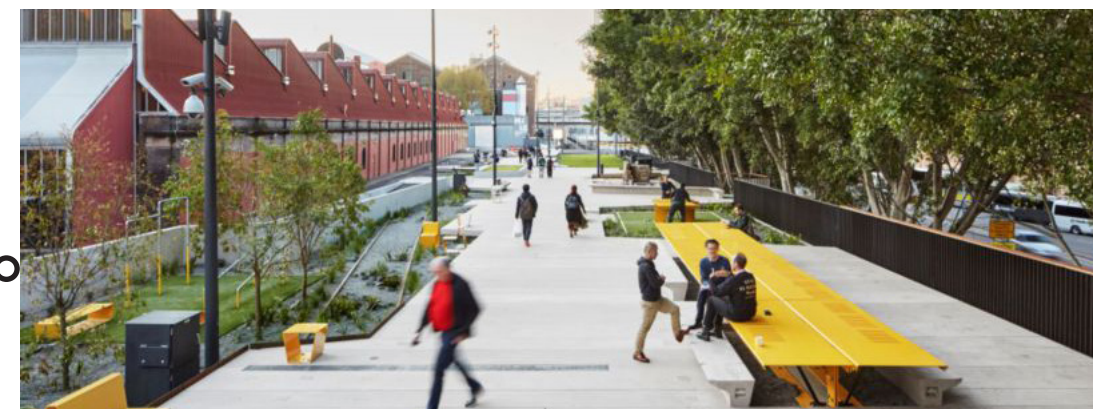
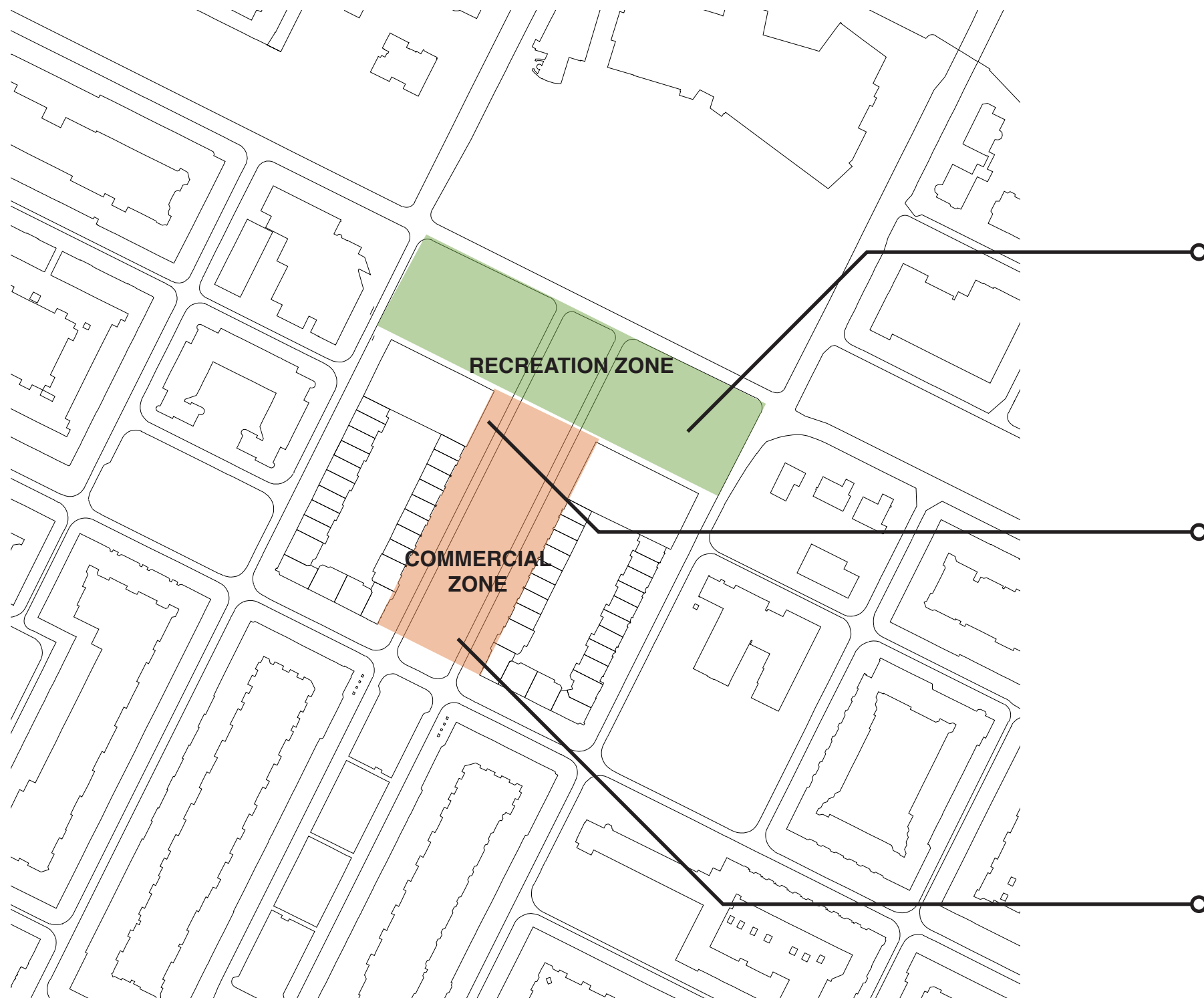
Car



3.5M

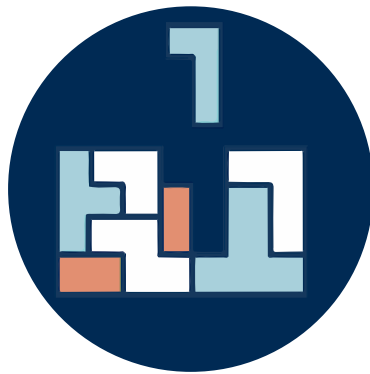
Pedestrian
Bike



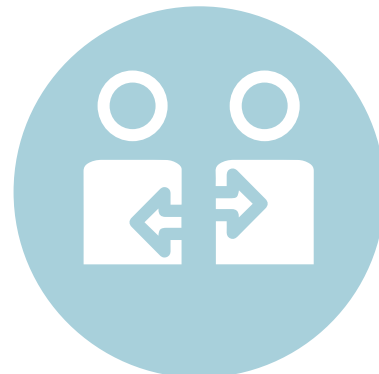


BUILDING CONCEPT

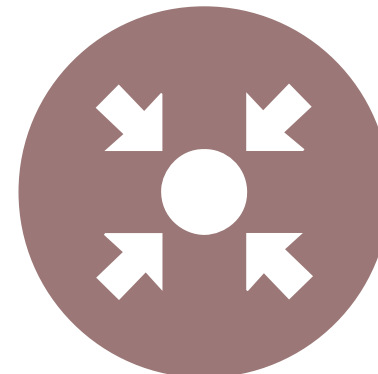
STRATEGY



Desification



Sharing

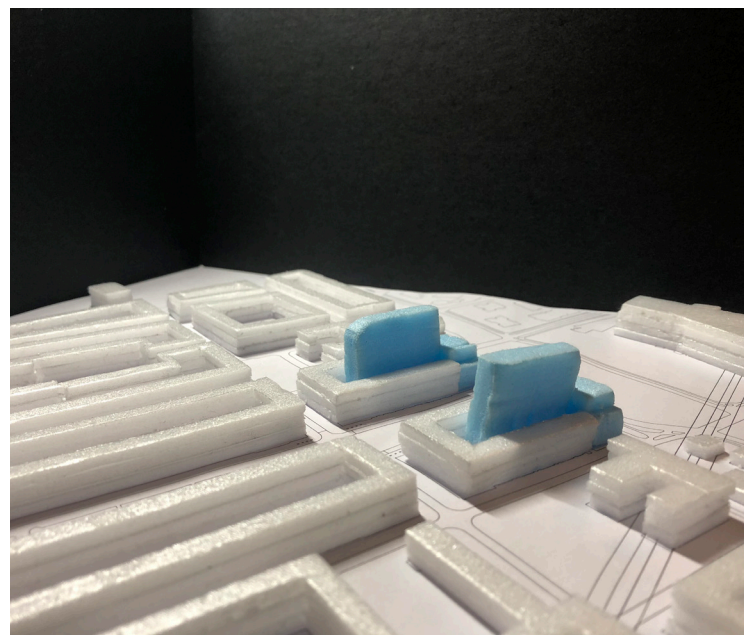
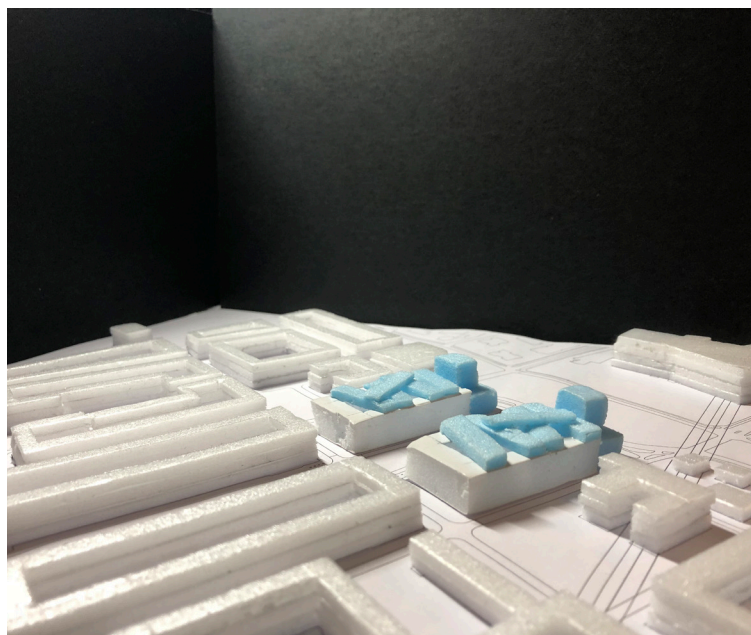
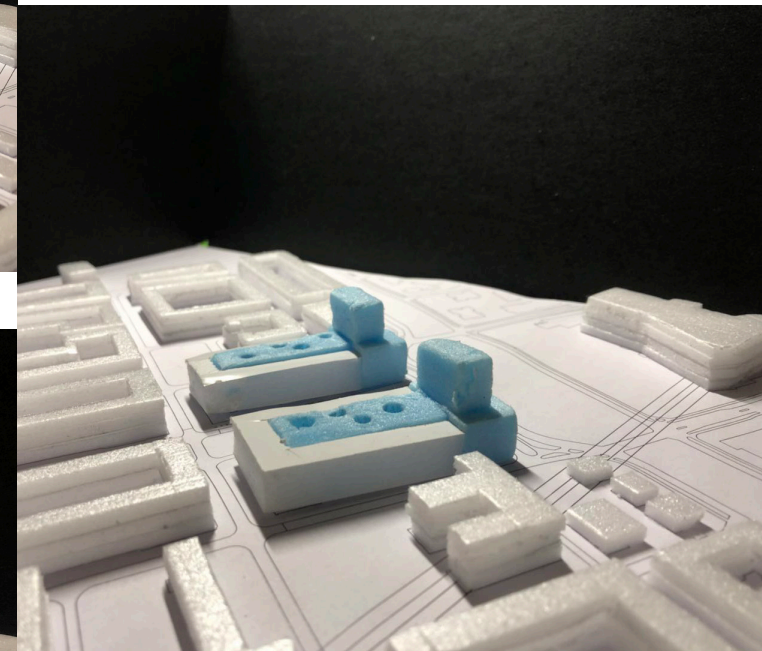
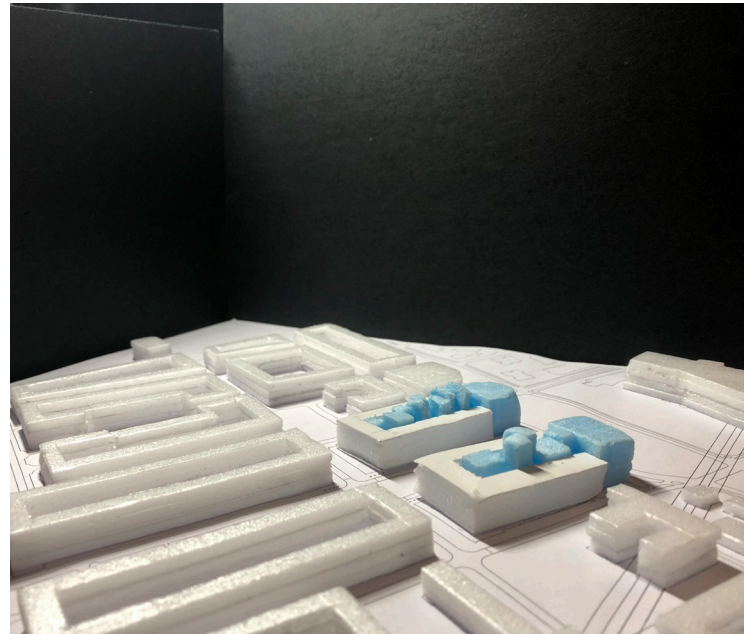
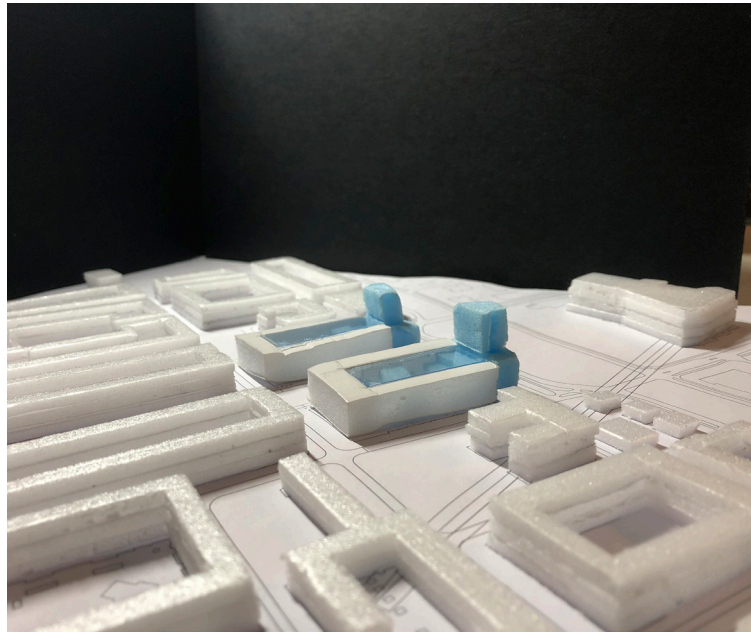
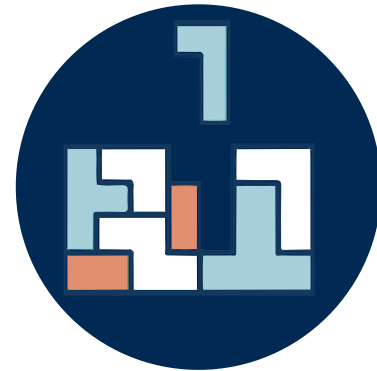


Compact

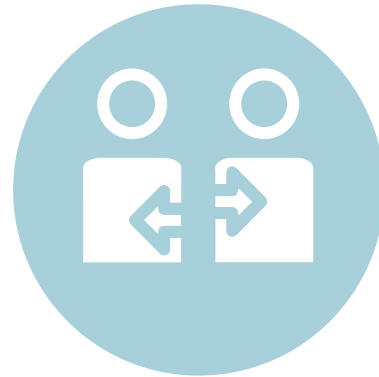


Comunication

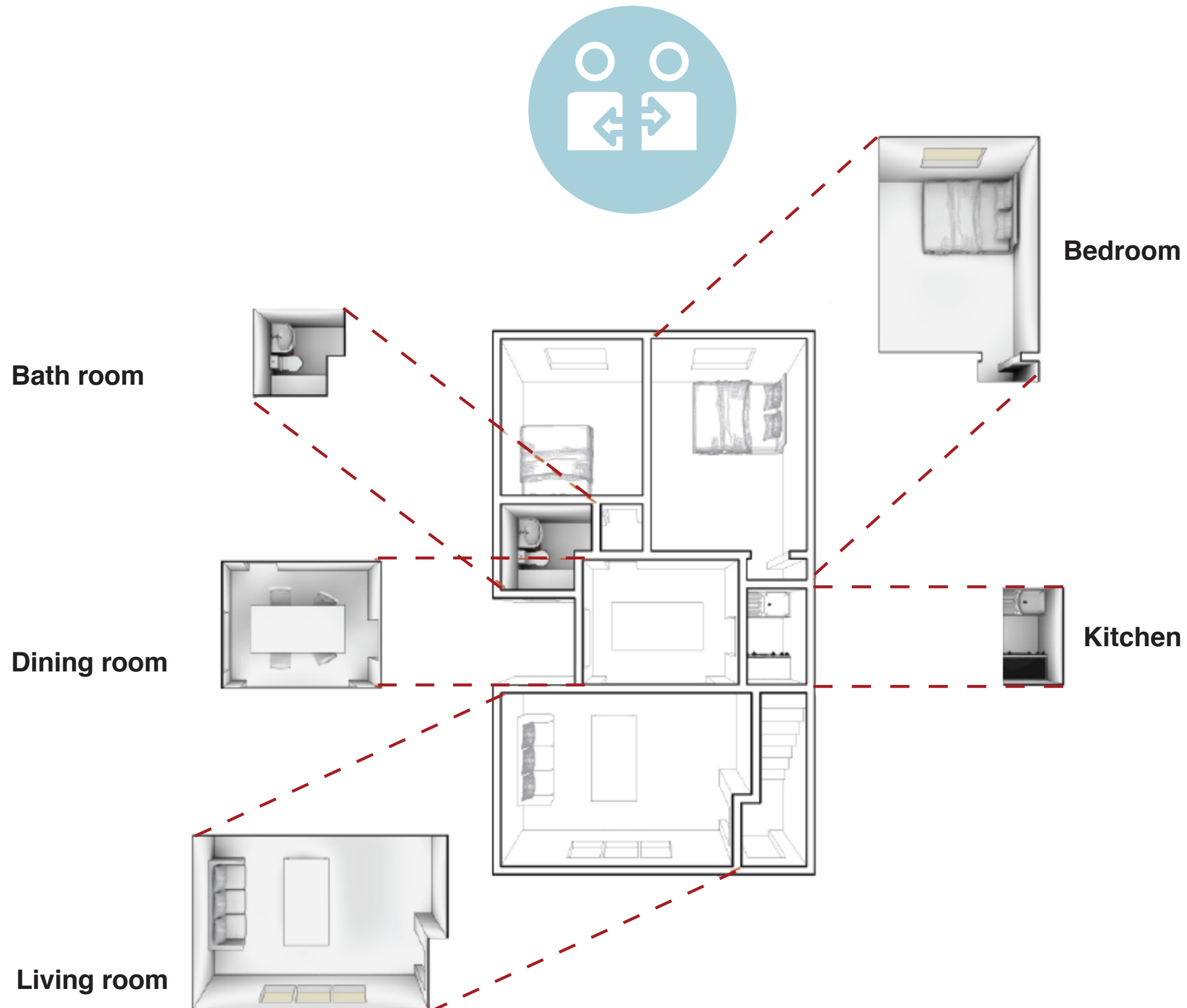
Desification

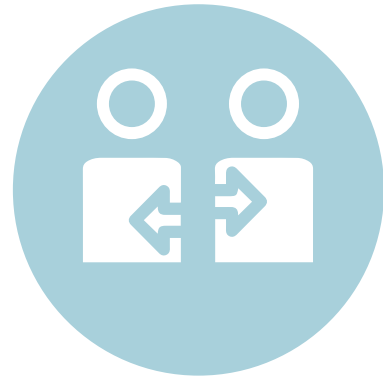


Sharing



Break down the housing program





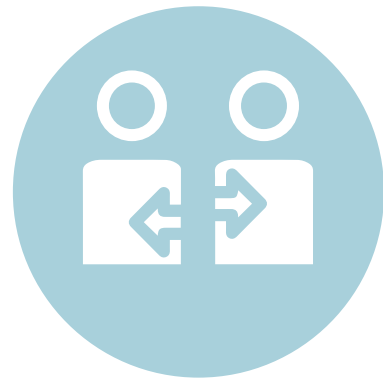
Second-hand Clothes

Cooking Class

Party Room

Children Care

Laundry



Library



Coworking

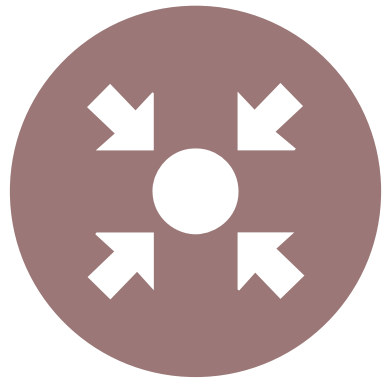


Park



Computer Lab

Compact

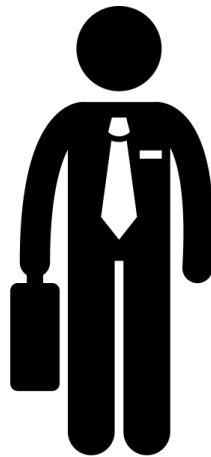
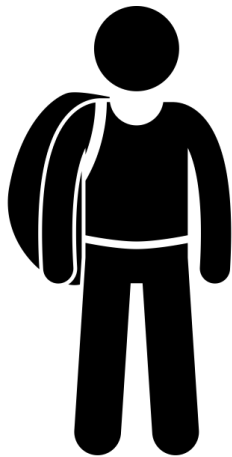


Youth & traveler

Start-up

Professionals

Family

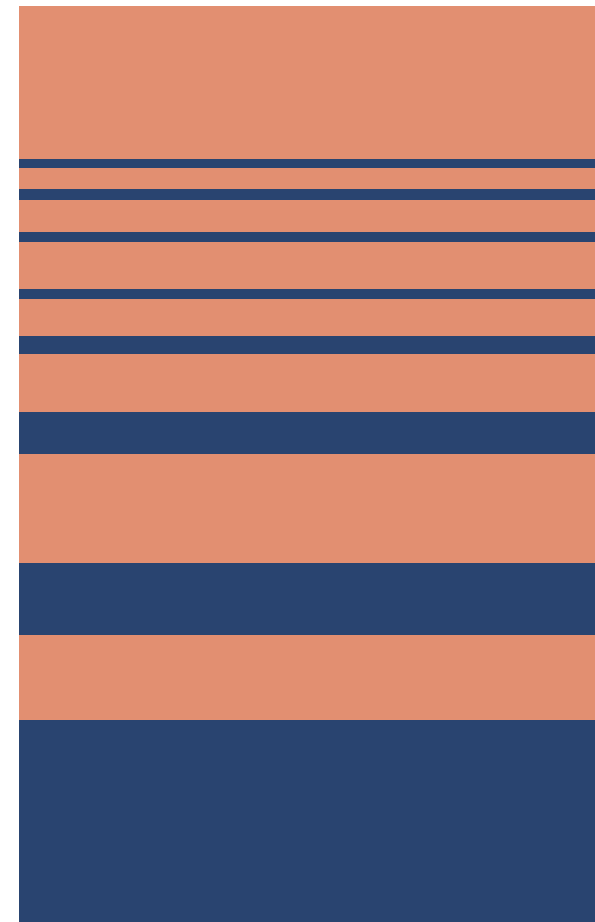


Communication

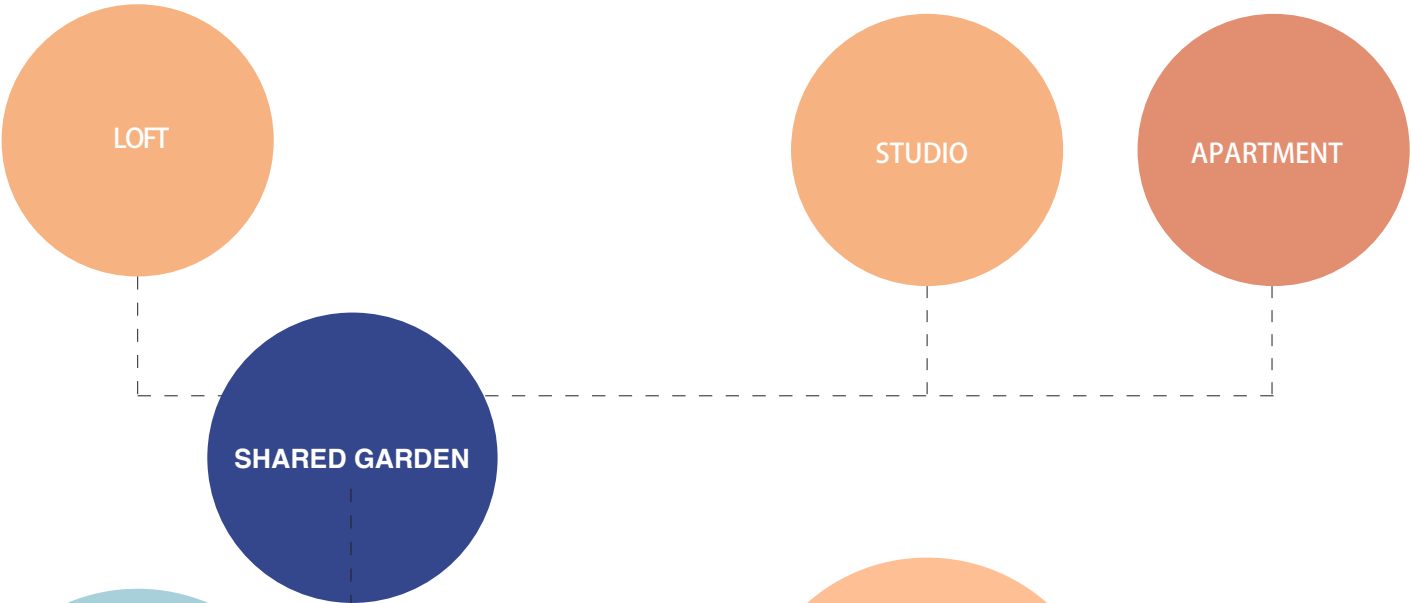


Private

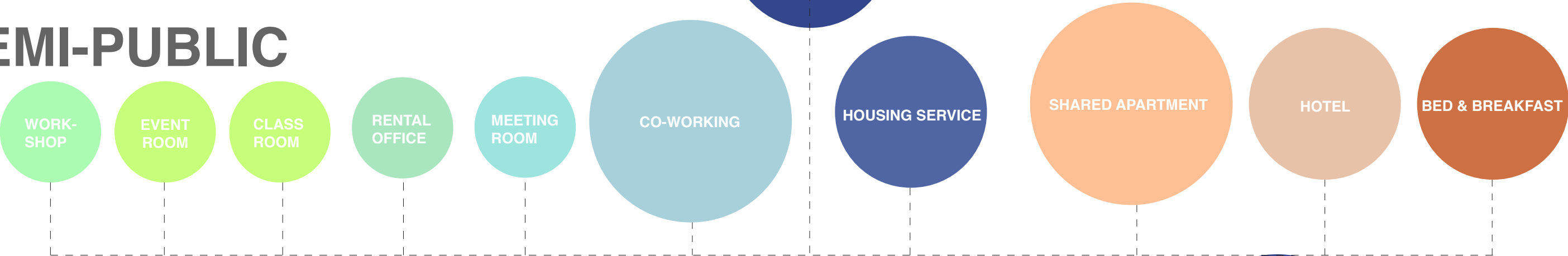
Public



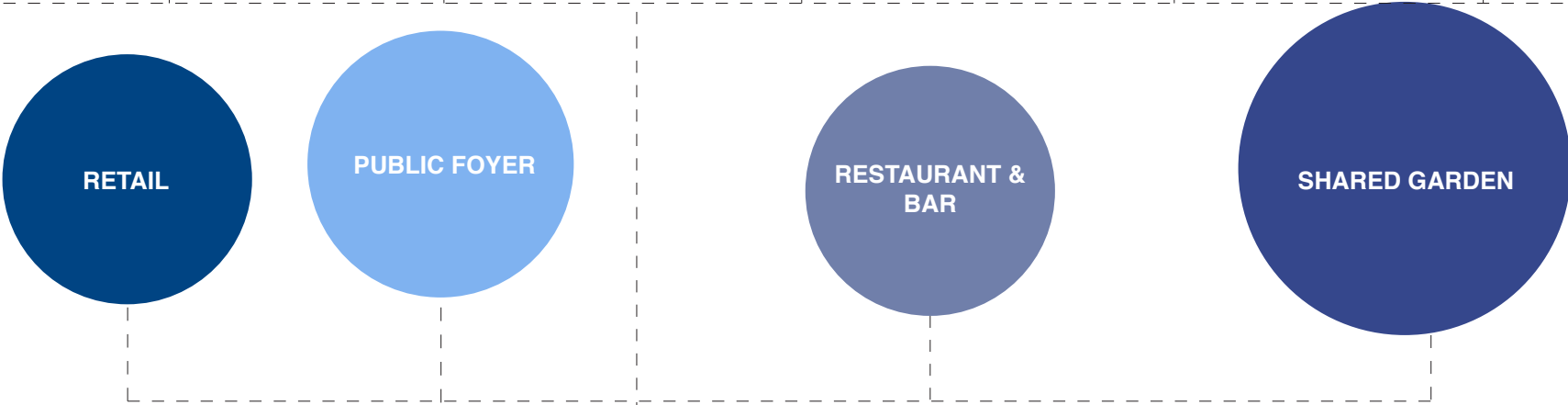
PRIVATE



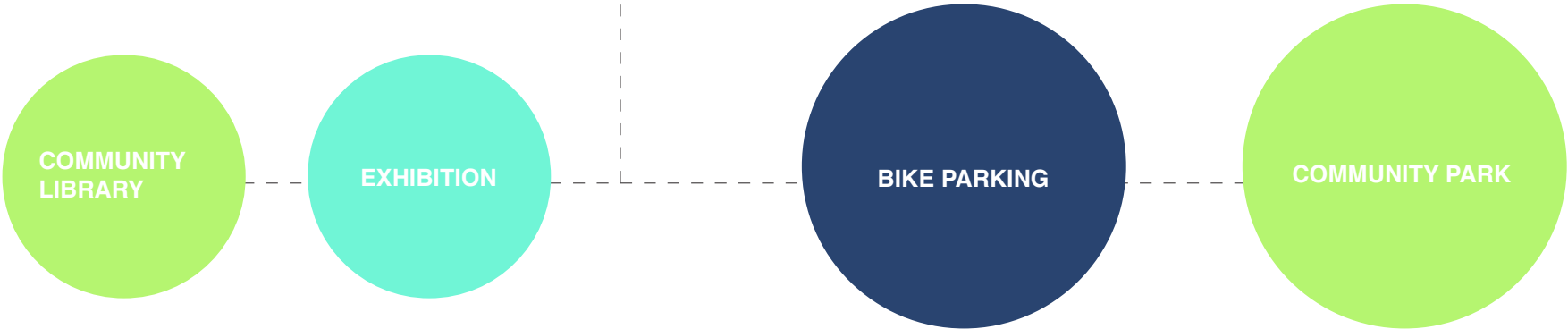
SEMI-PUBLIC



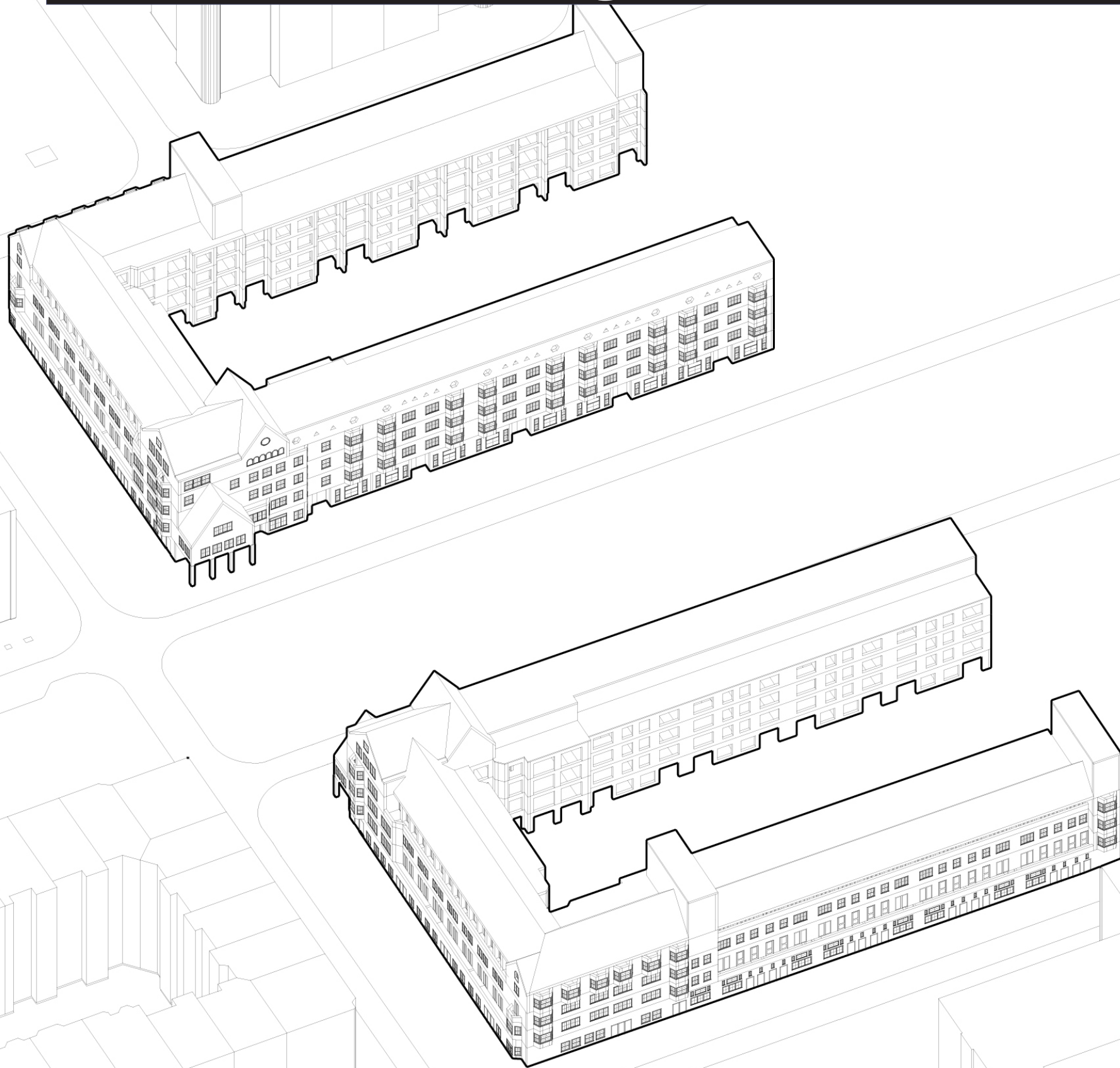
COMMERCIAL



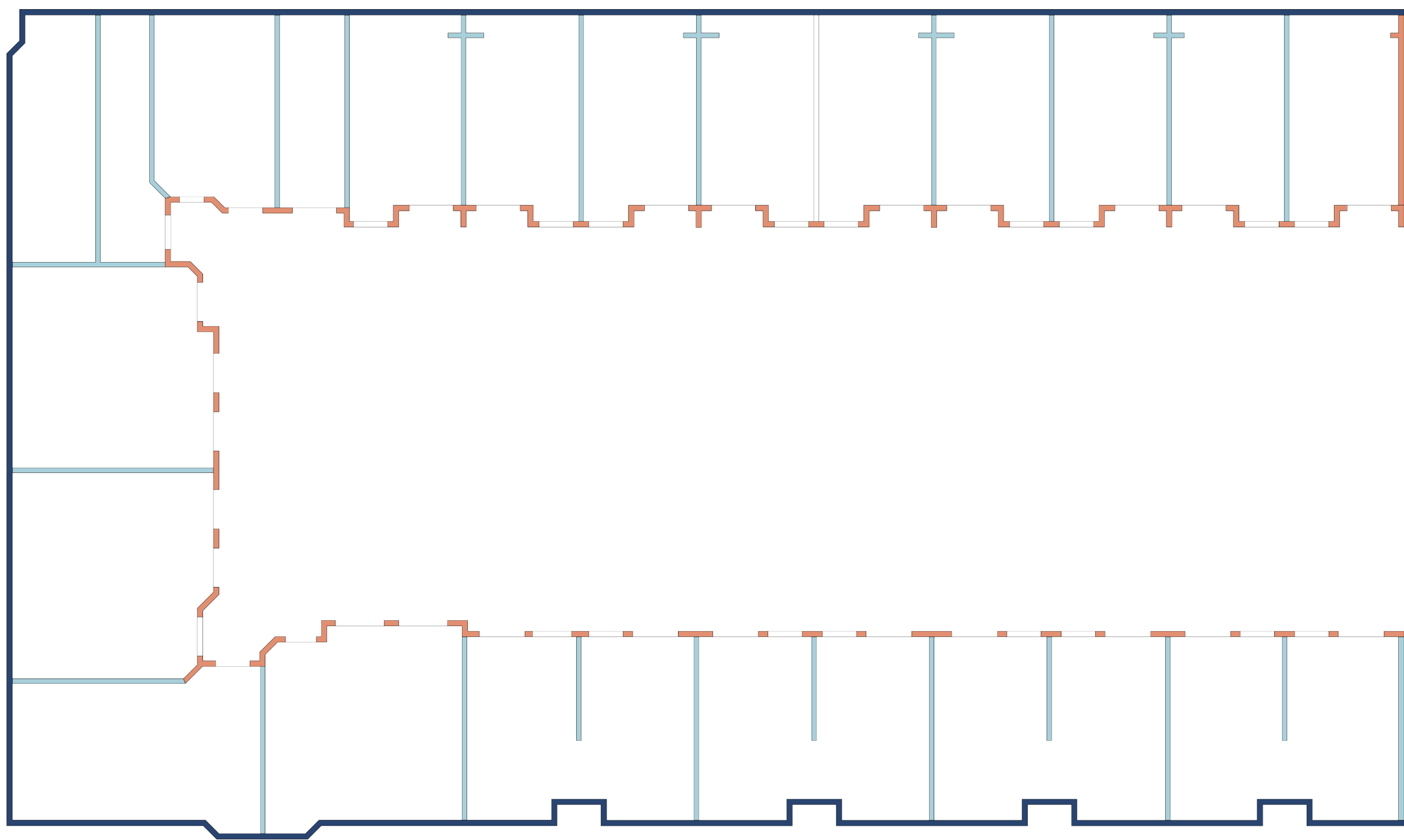
PUBLIC



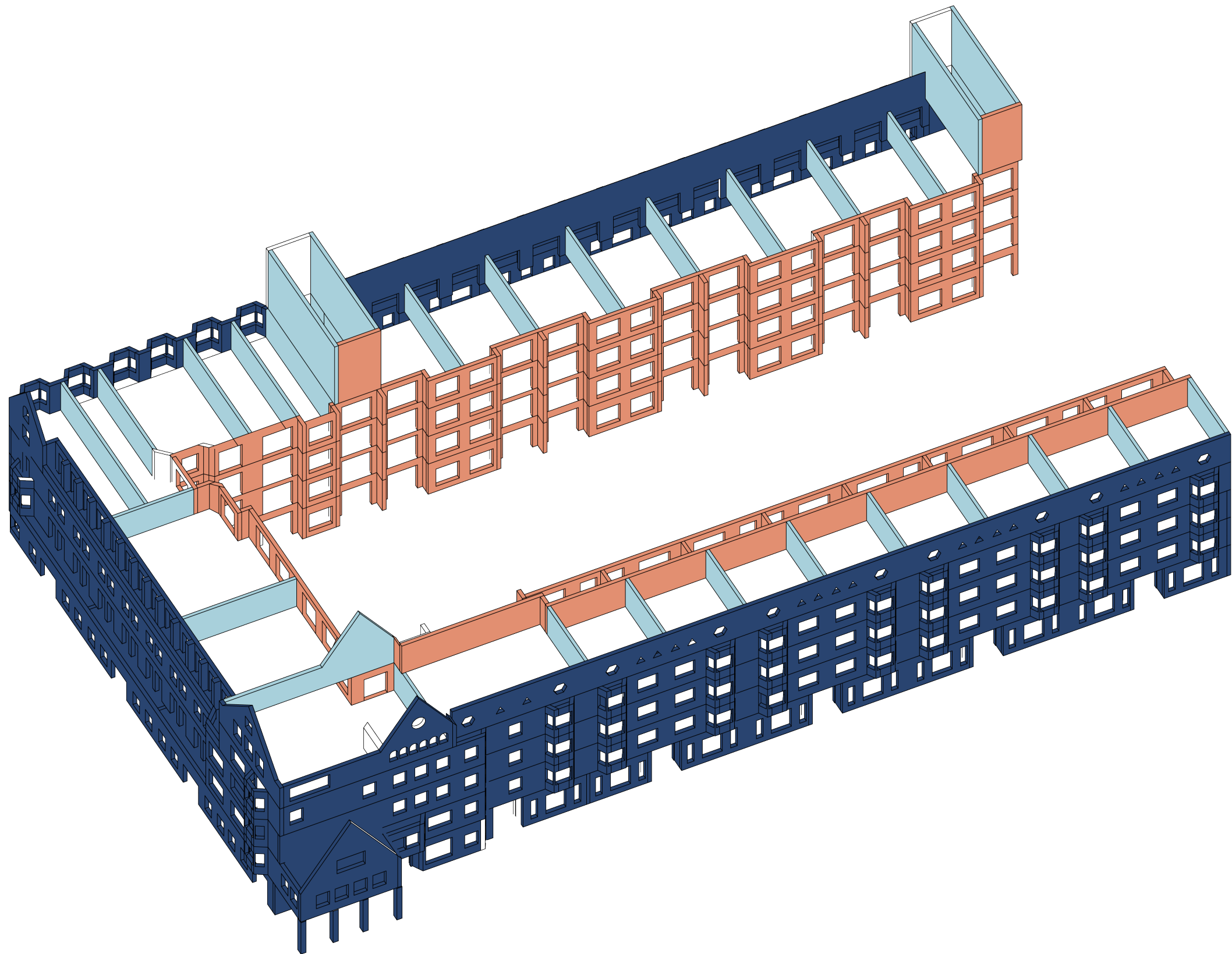
Existing Situation



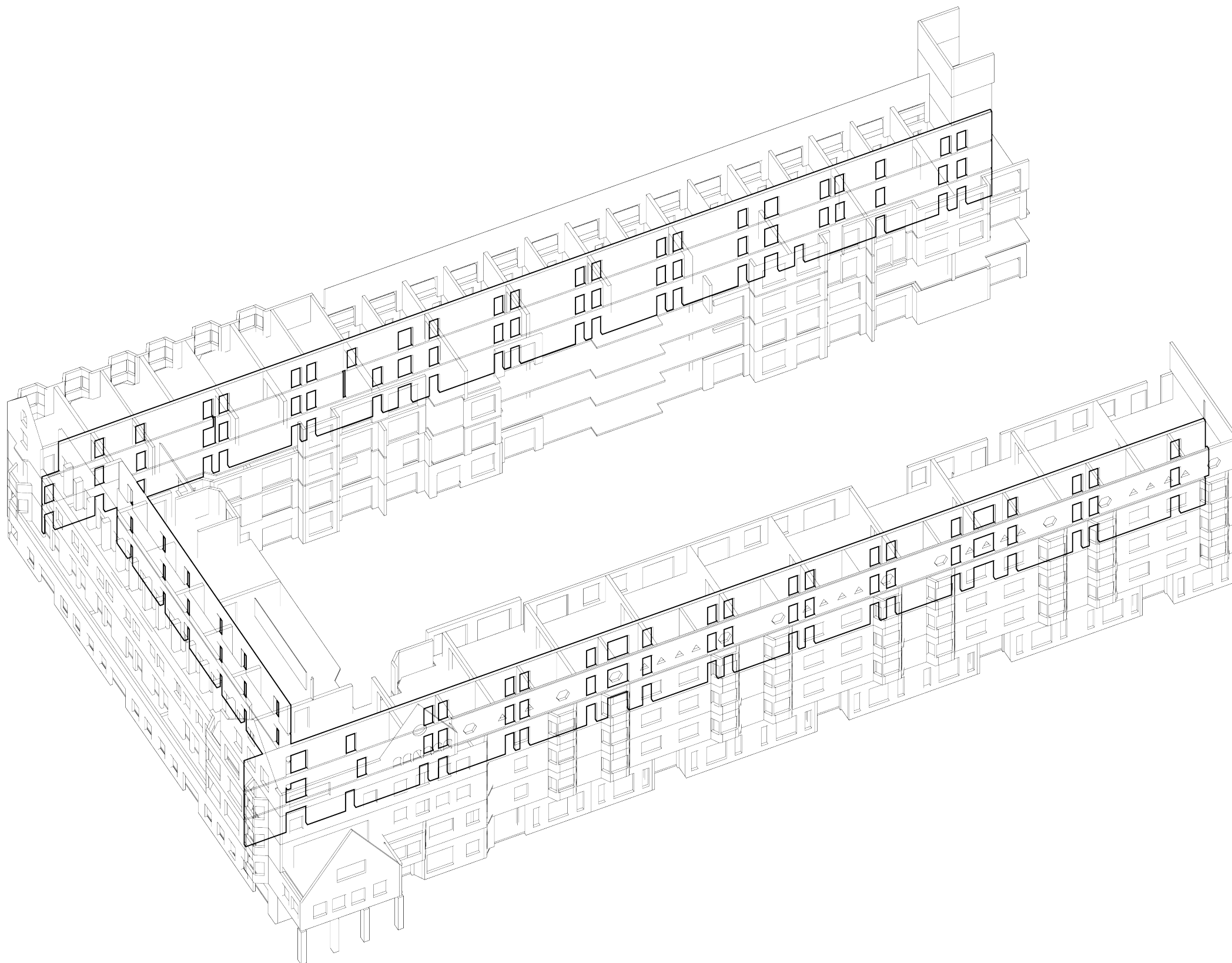
Original Plan



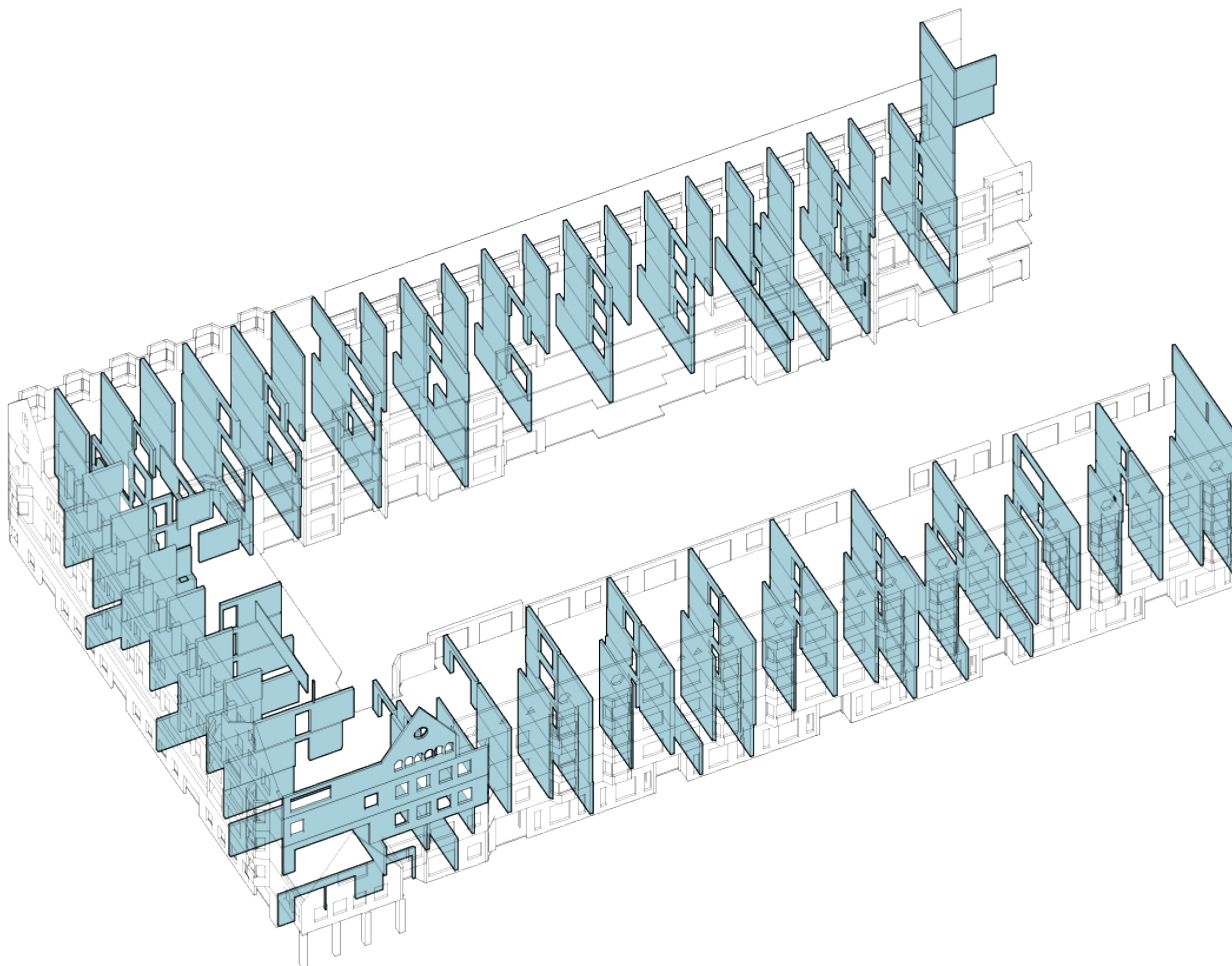
Original Building



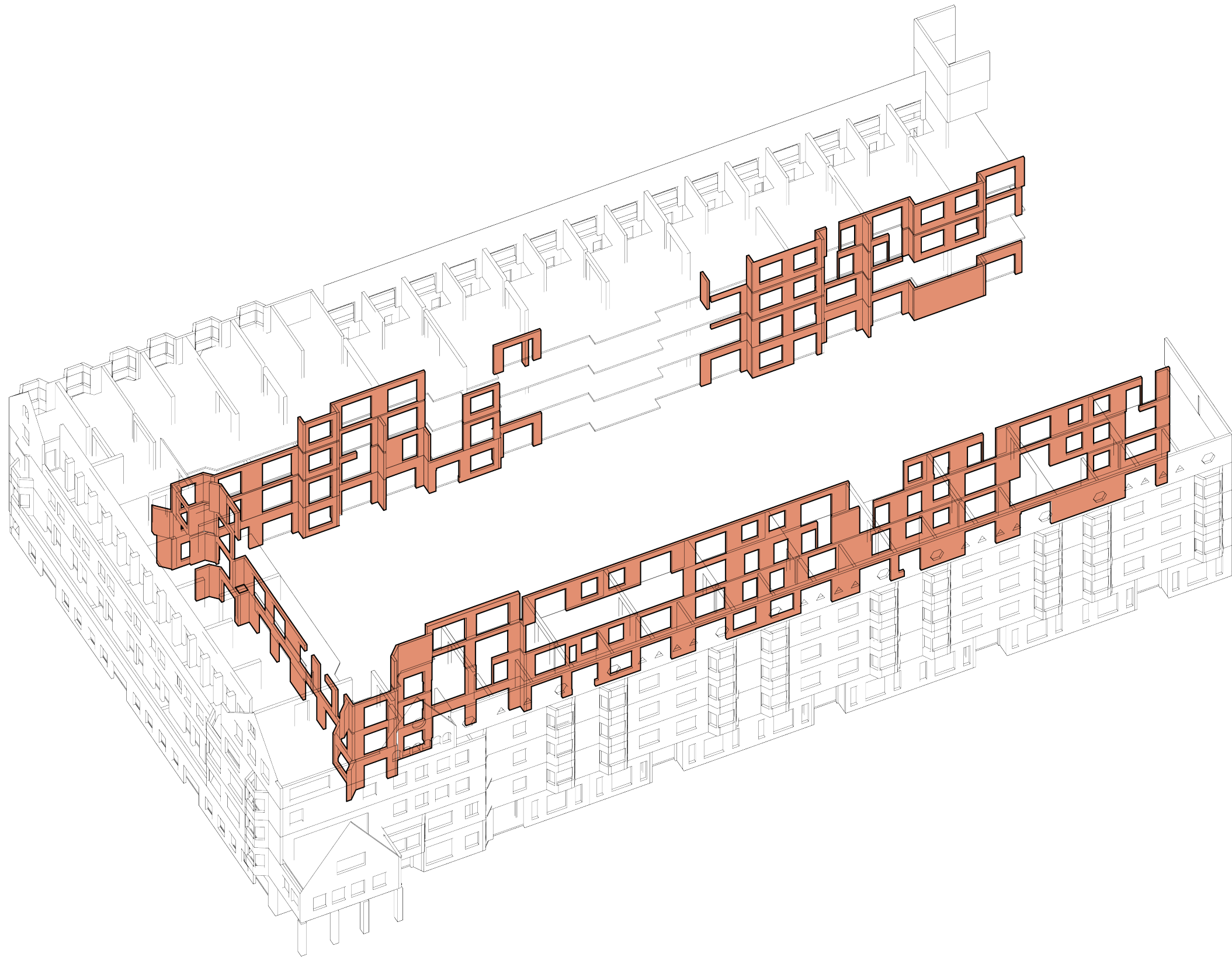
Add Partition Wall



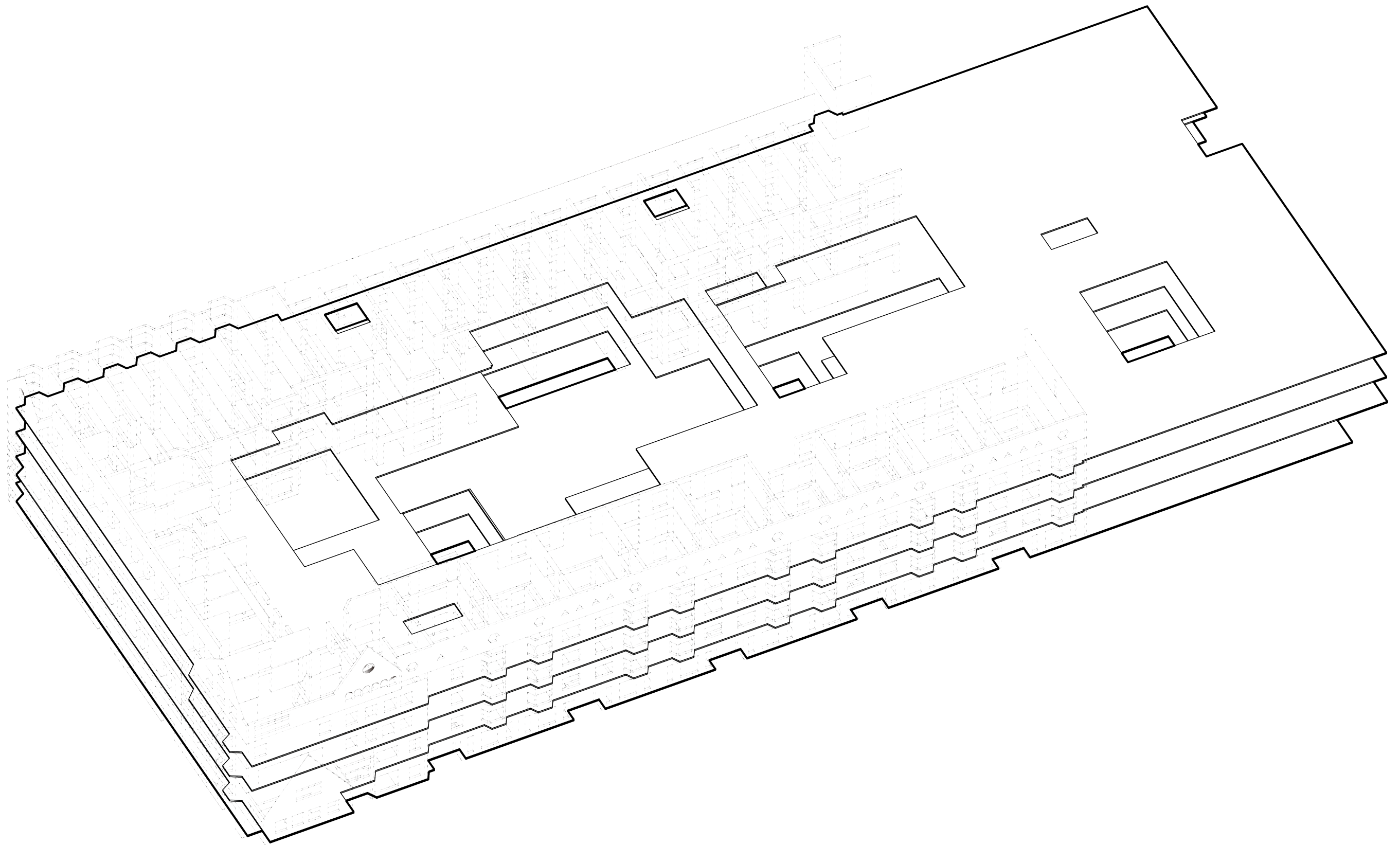
Add Partition Wall



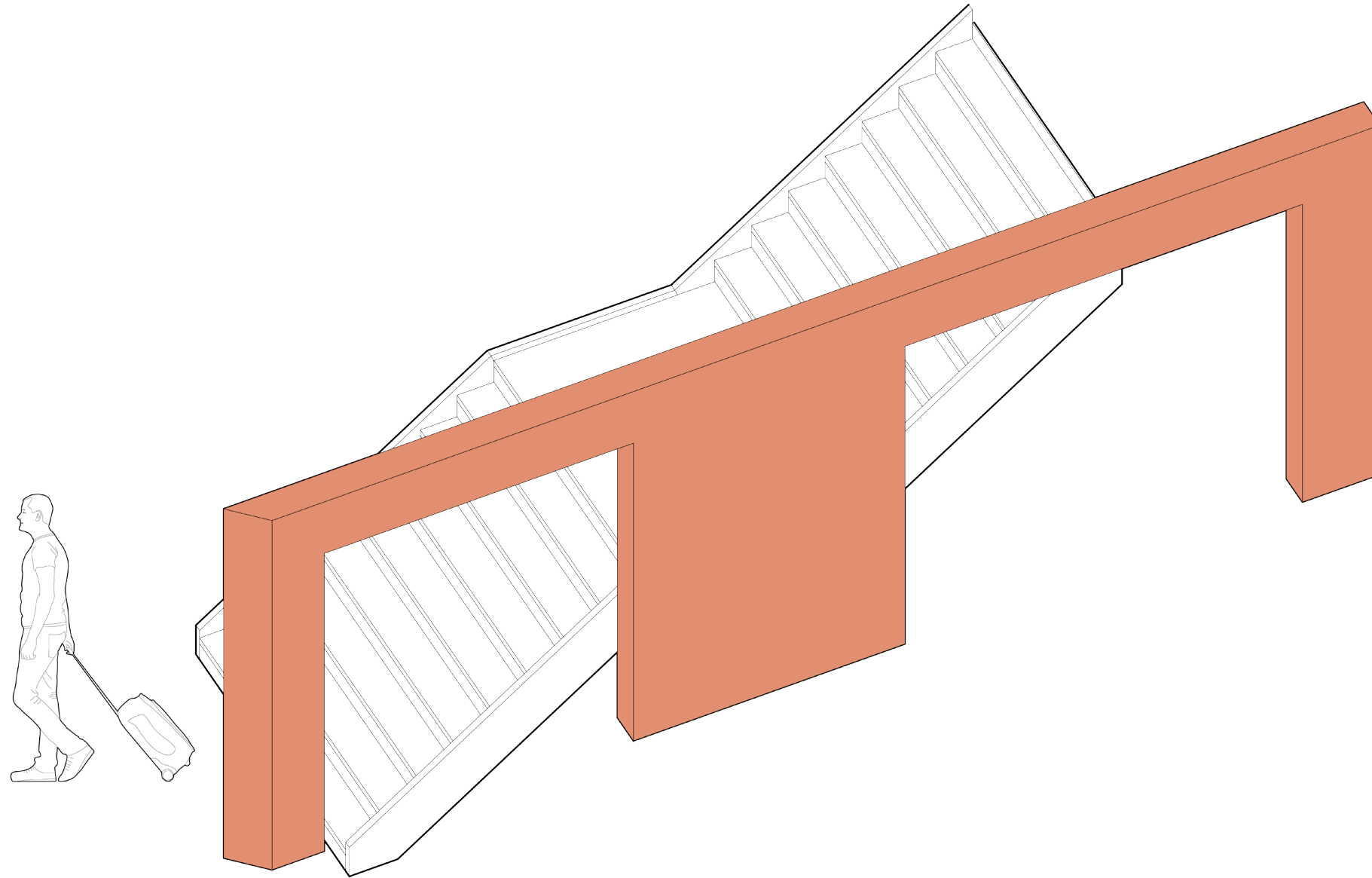
Demolish Parts of Back Facade



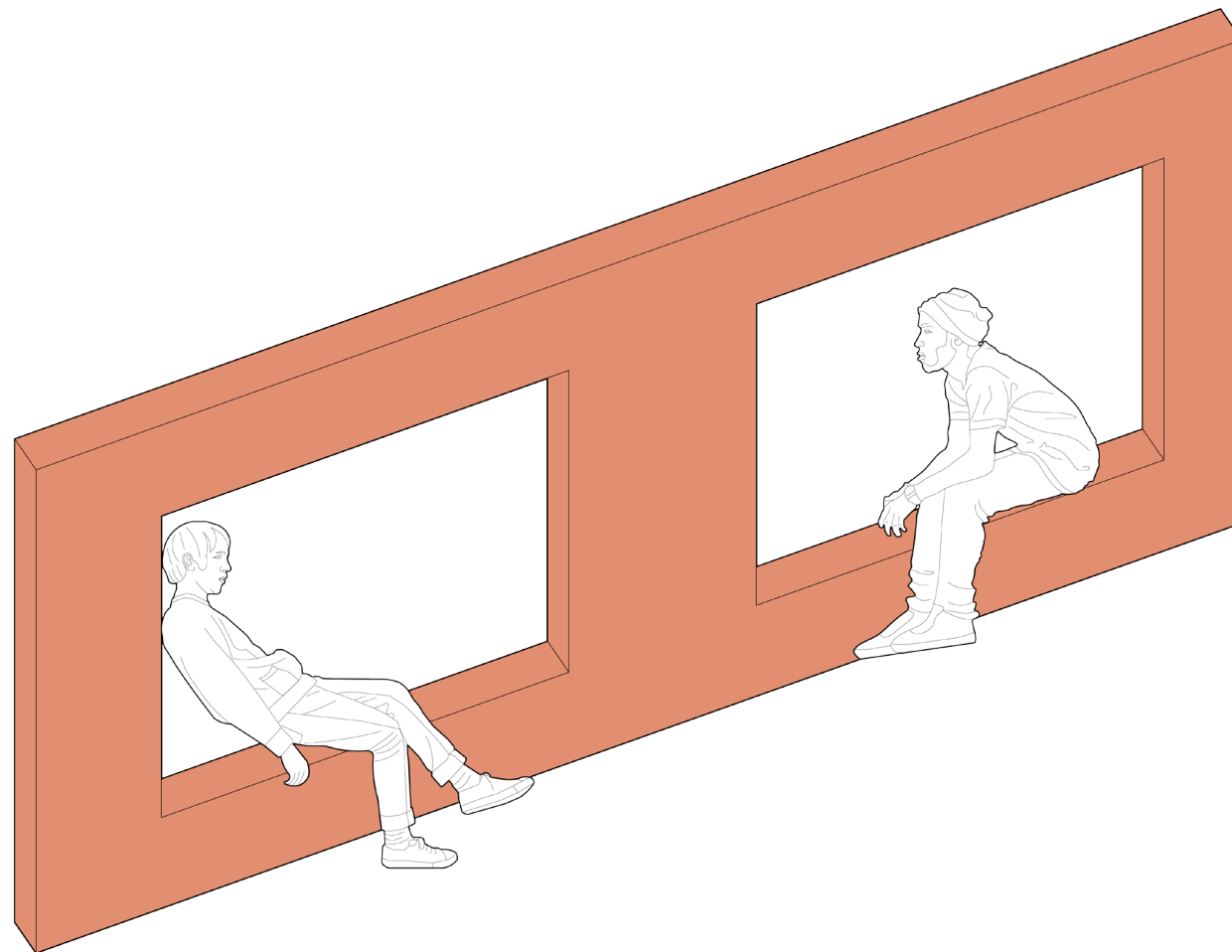
New floor



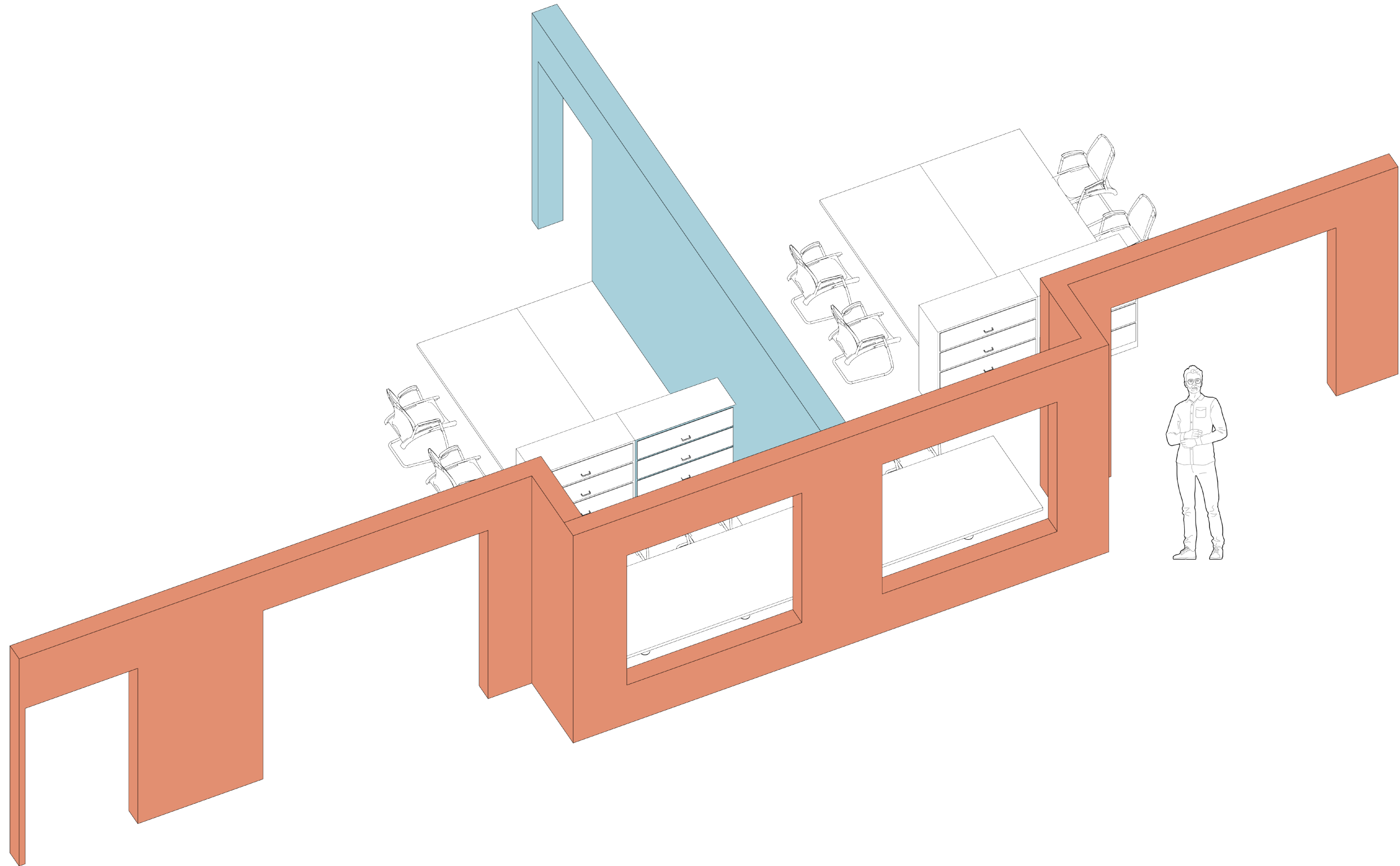
Circulation View-Out



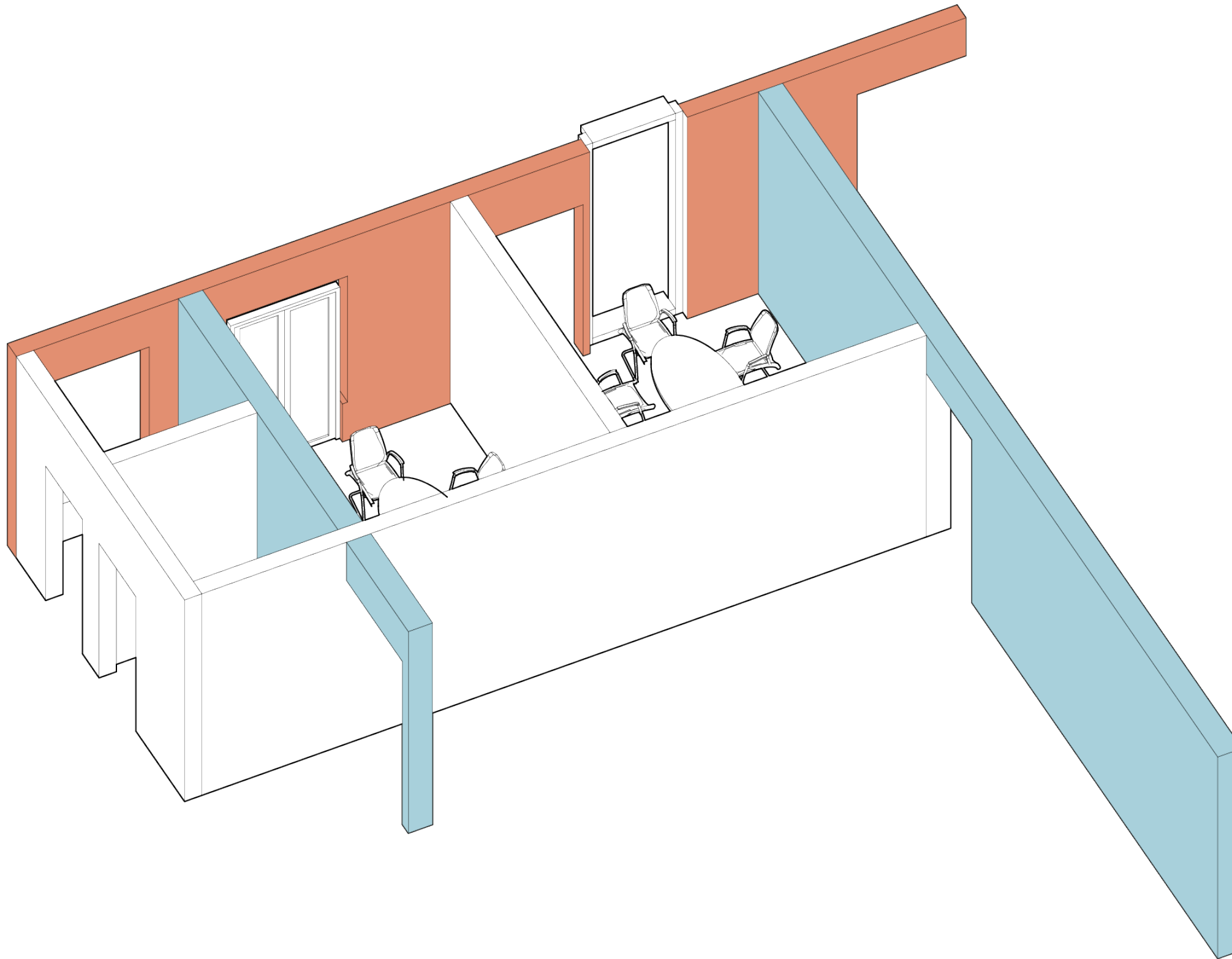
Seating

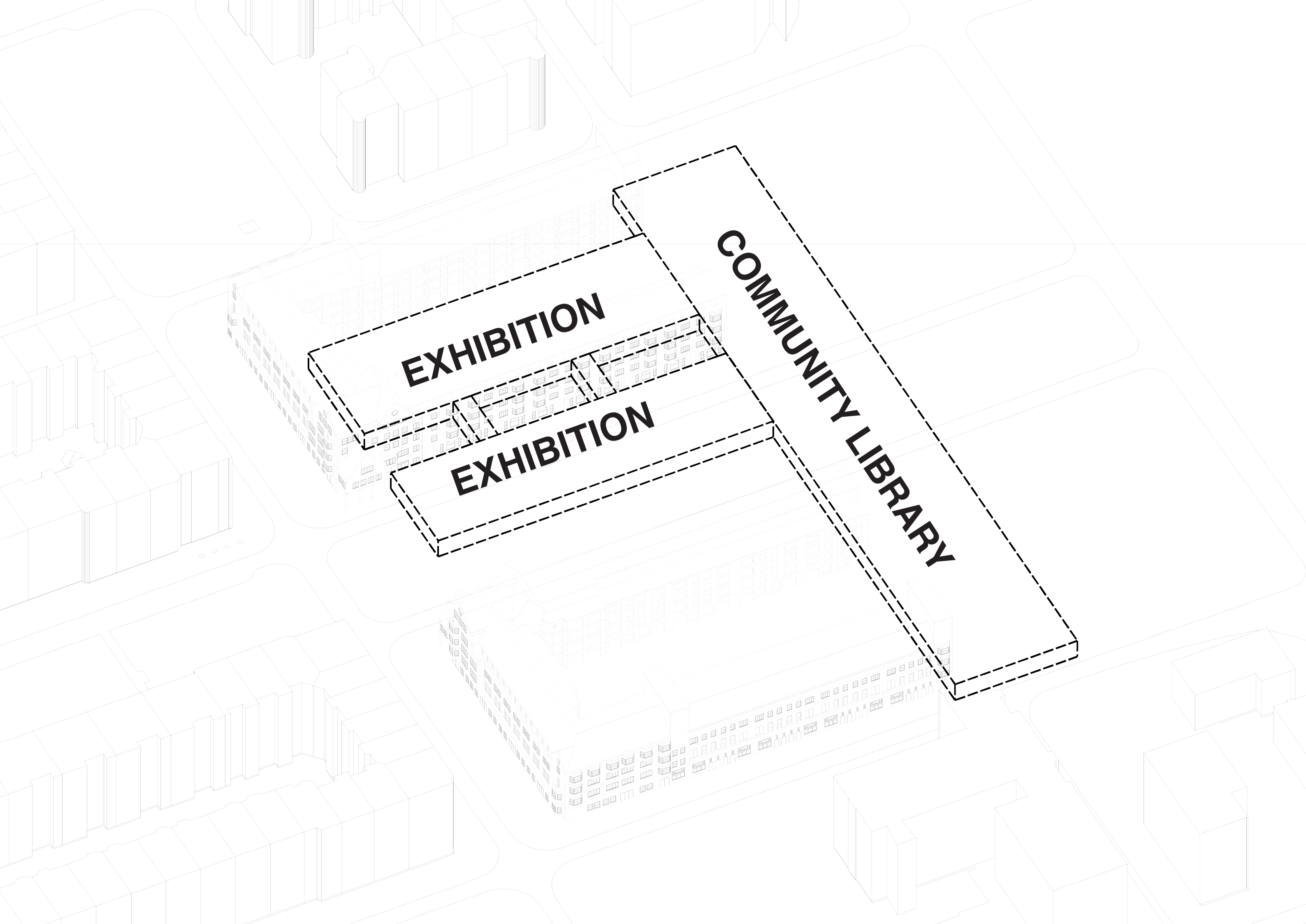


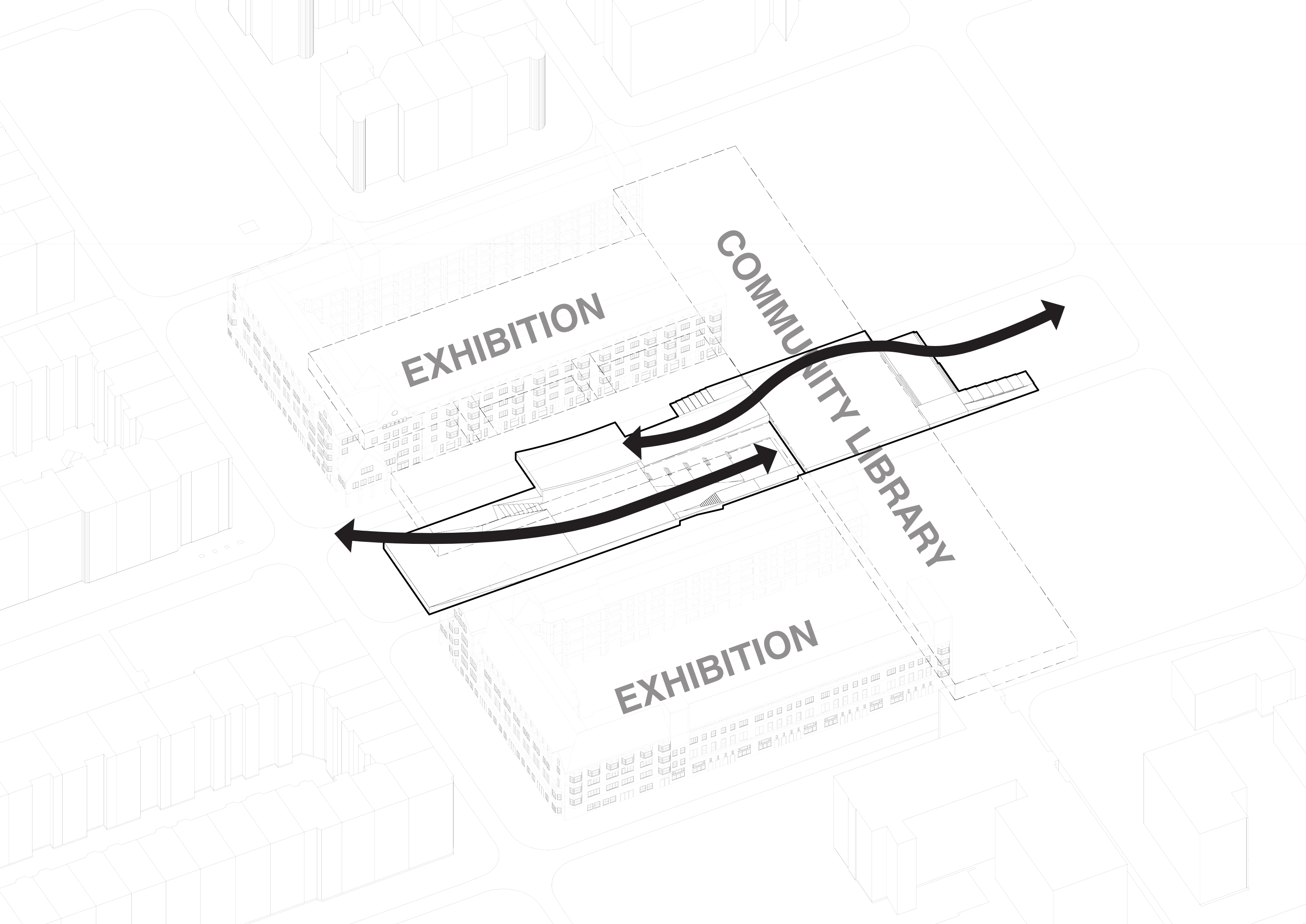
Semi-in -out space



New room



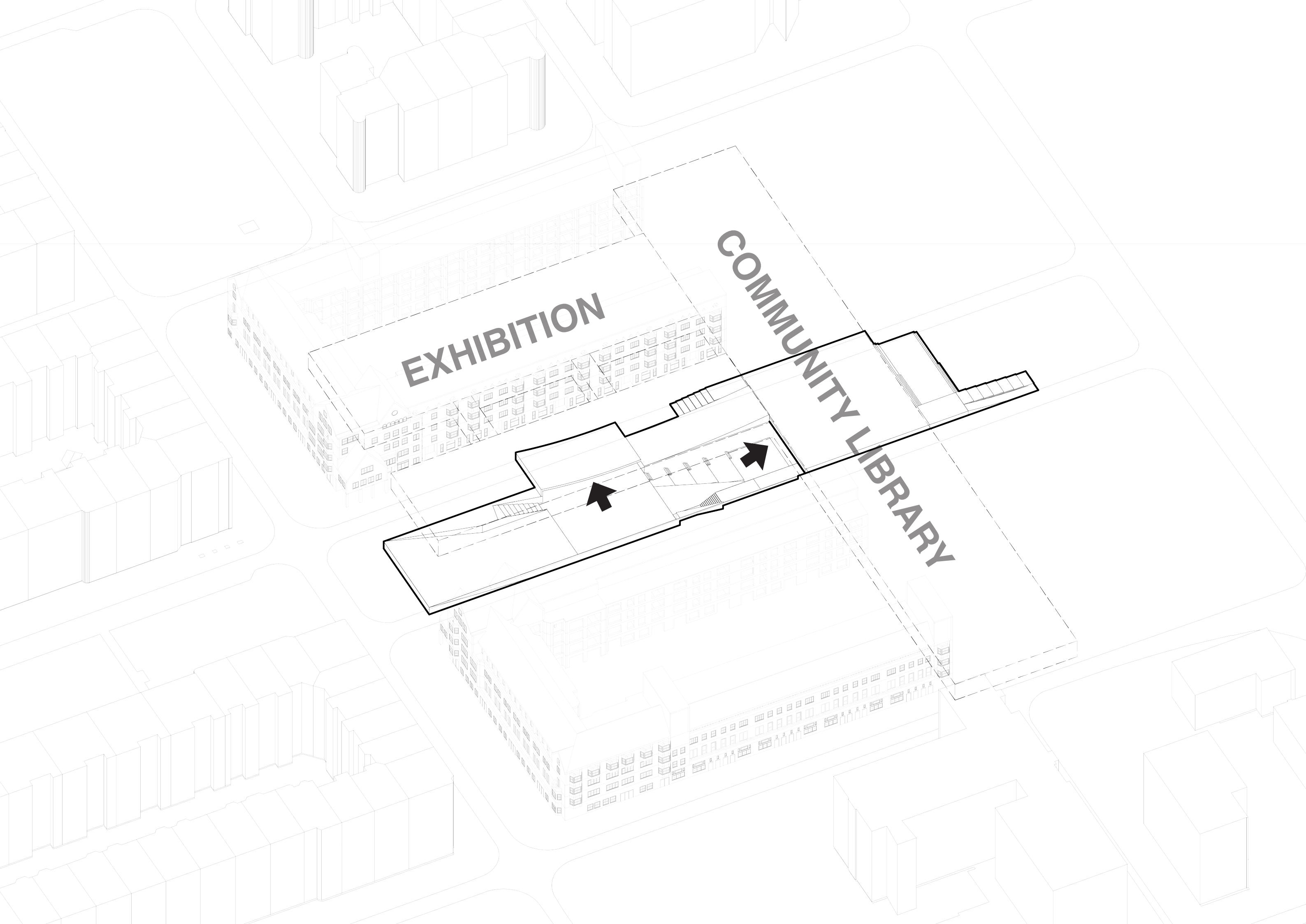




EXHIBITION

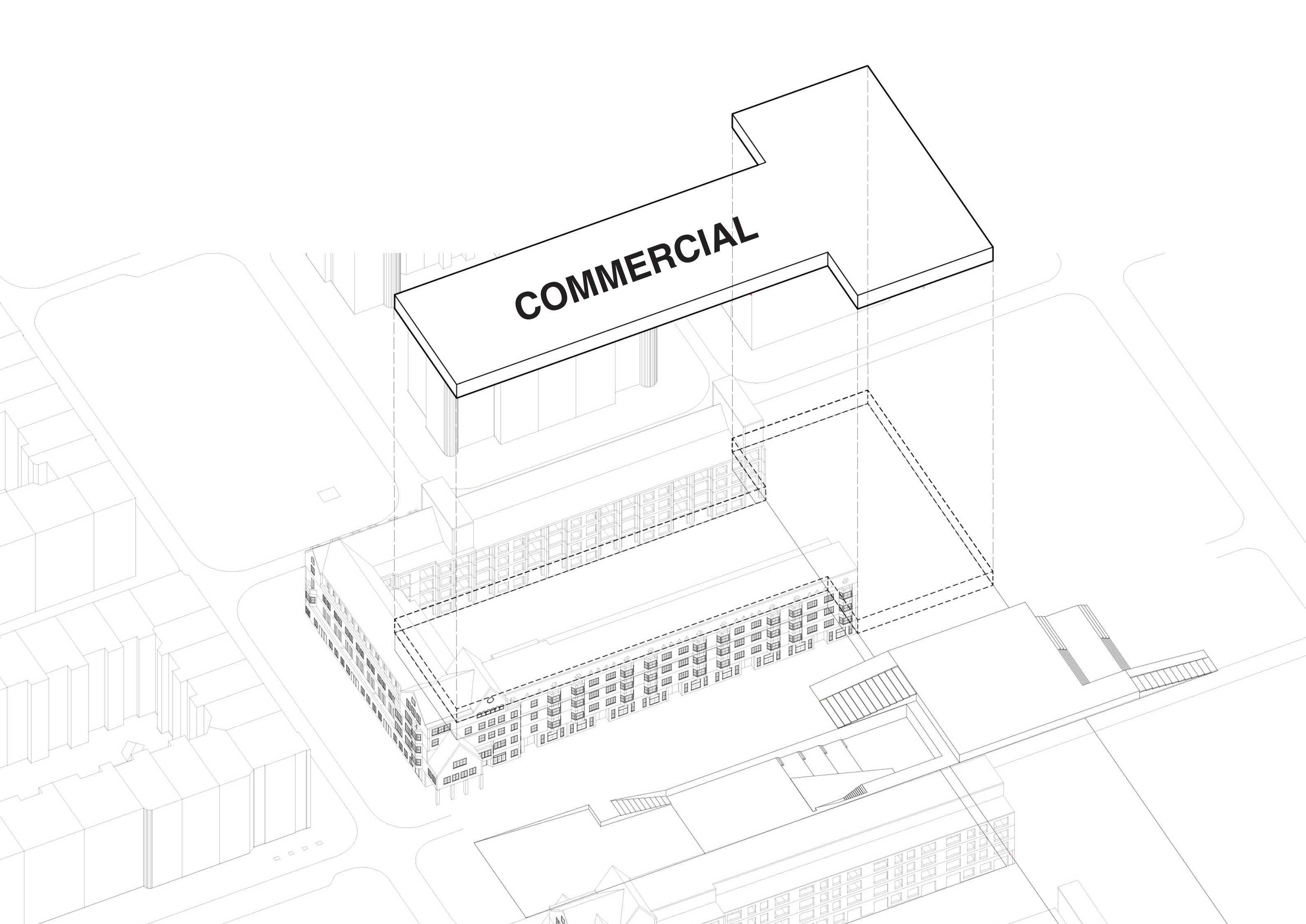
COMMUNITY LIBRARY

EXHIBITION



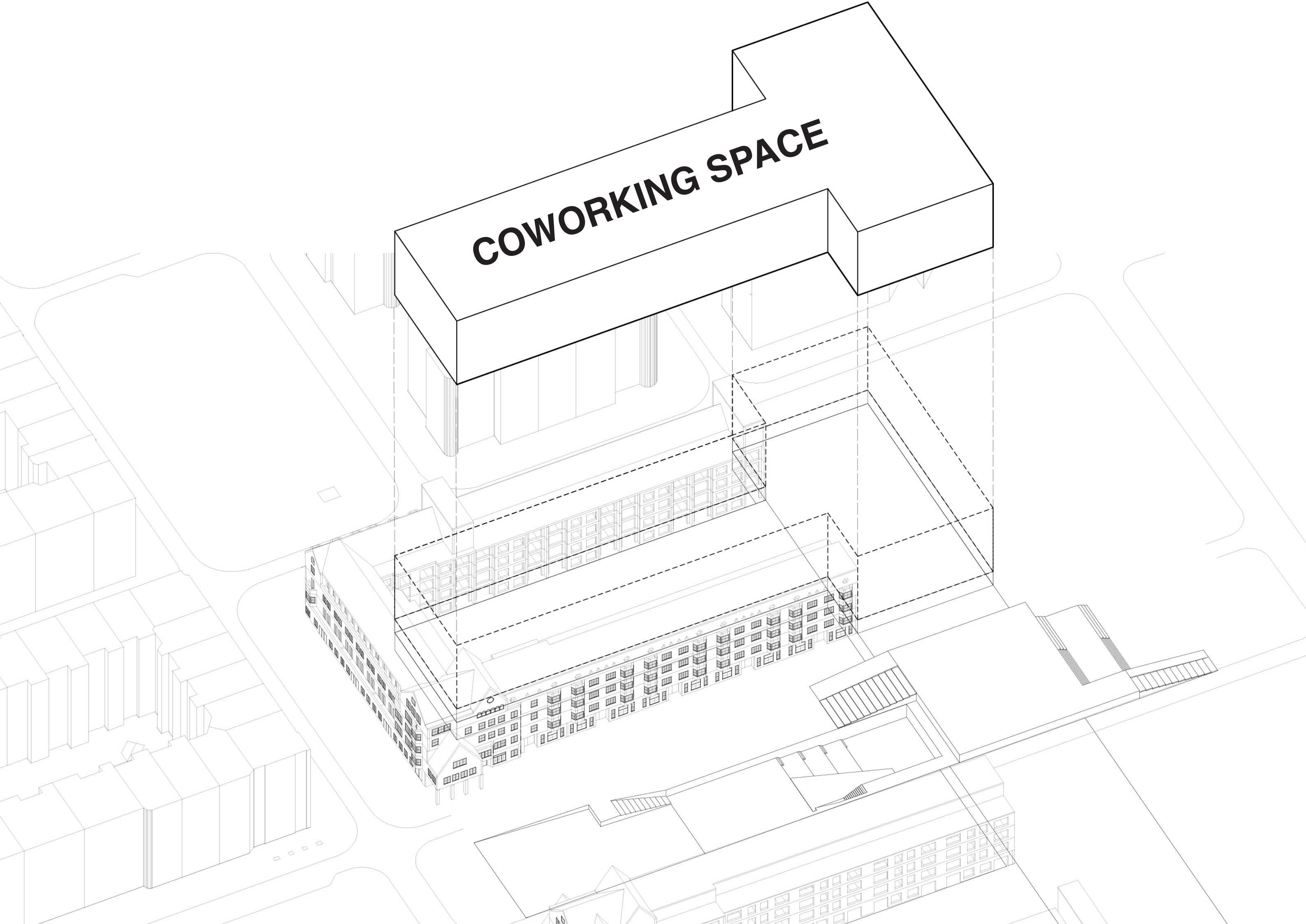
EXHIBITION

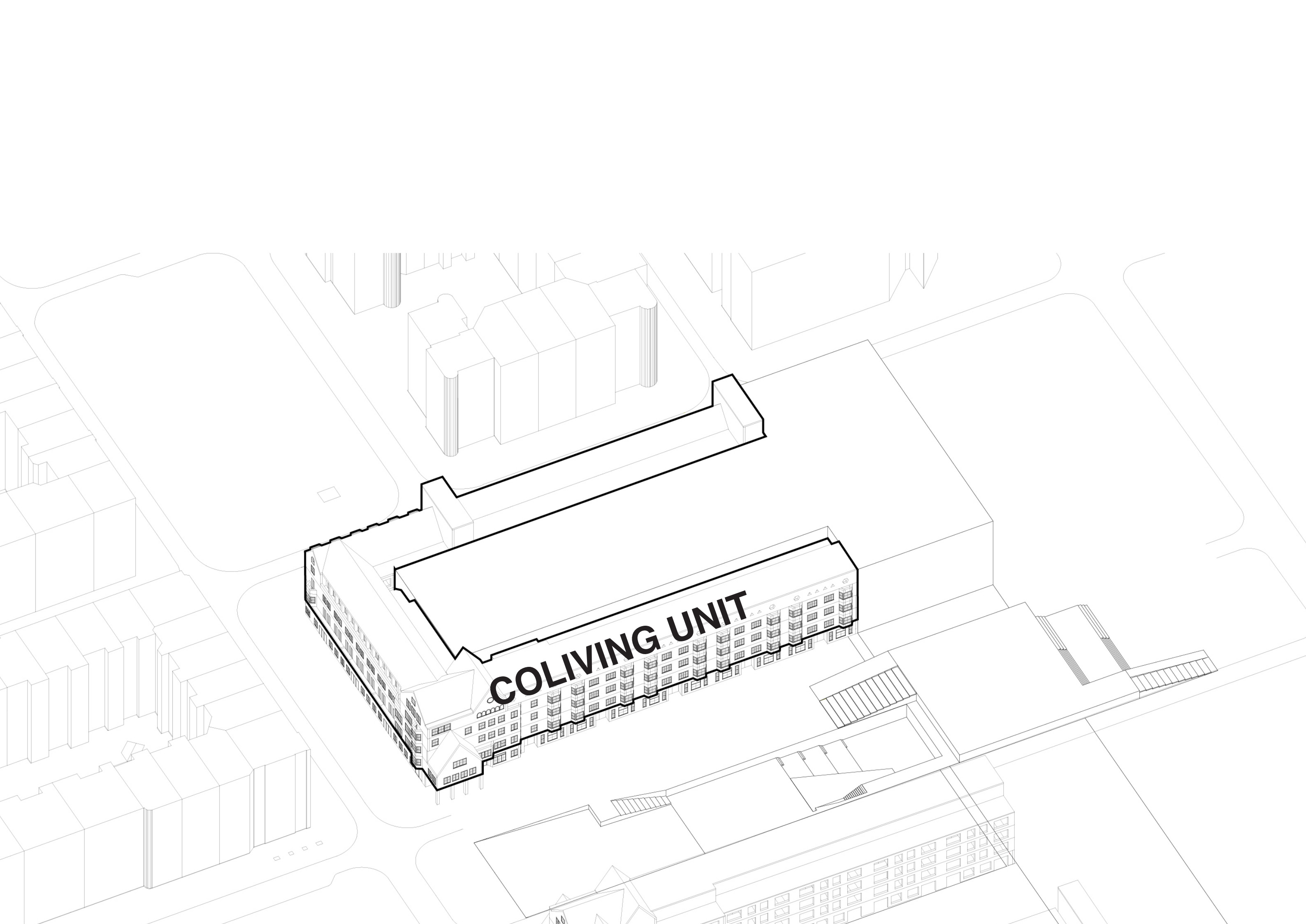
COMMUNITY LIBRARY



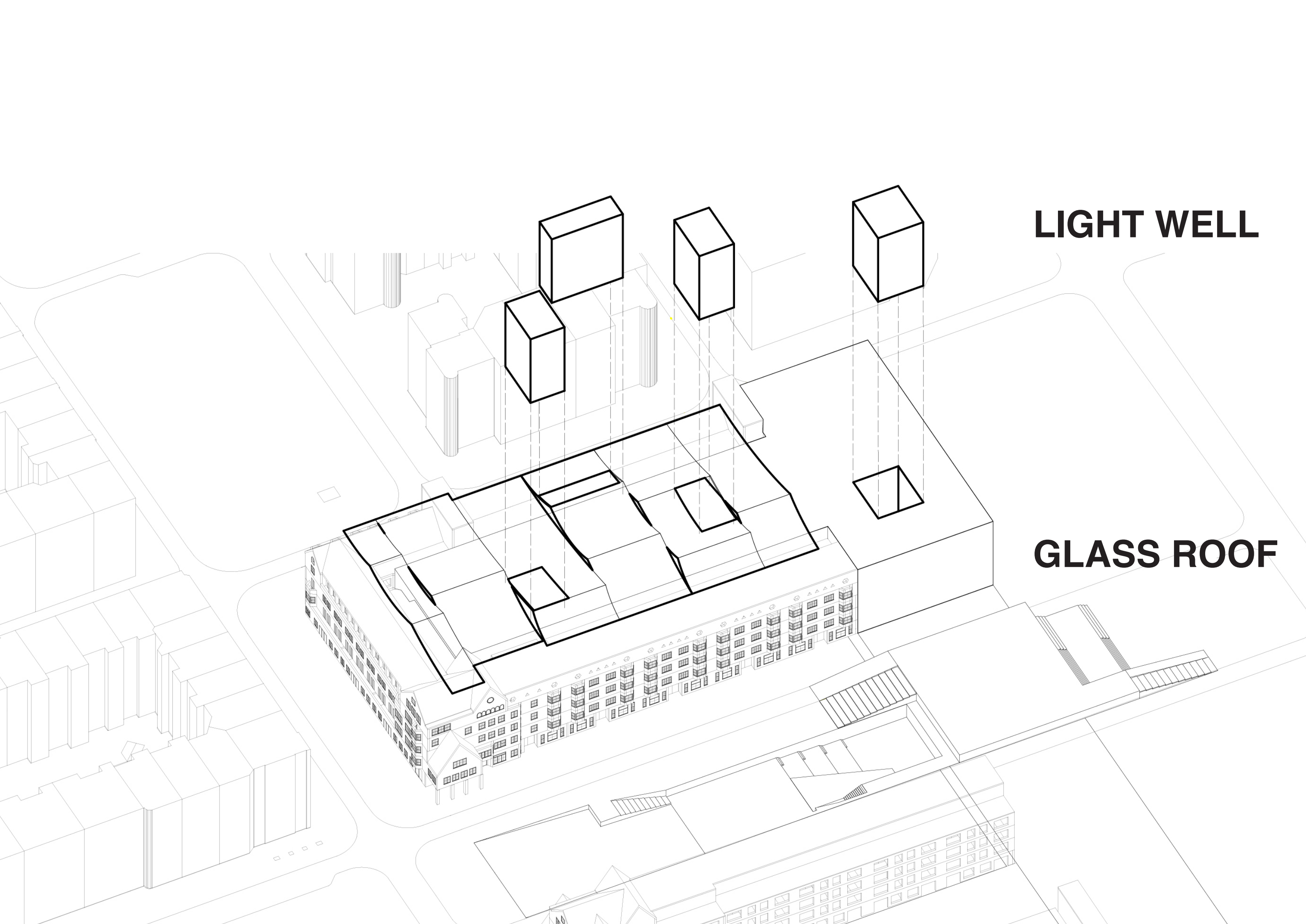
COMMERCIAL

COWORKING SPACE



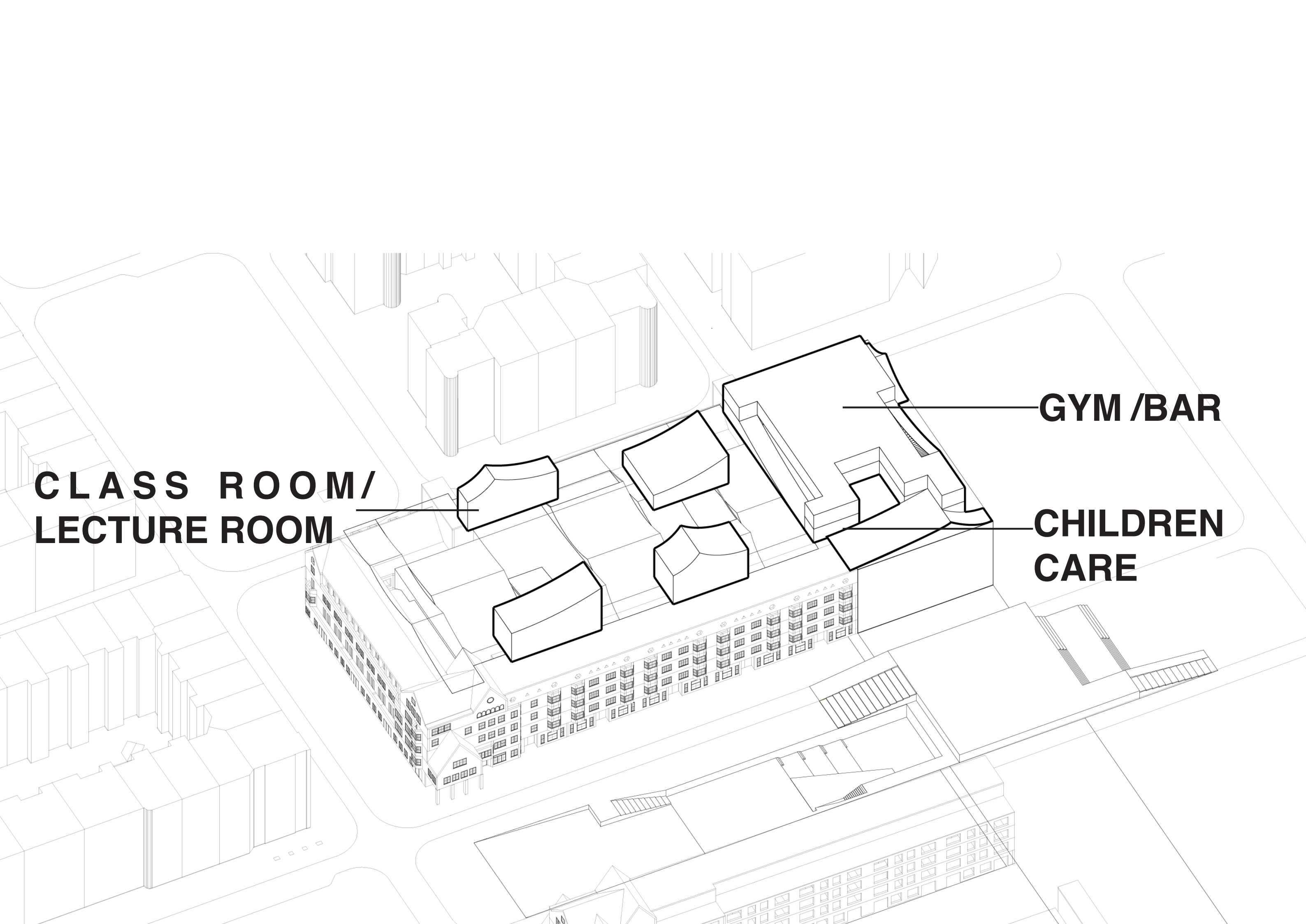


COLIVING UNIT



LIGHT WELL

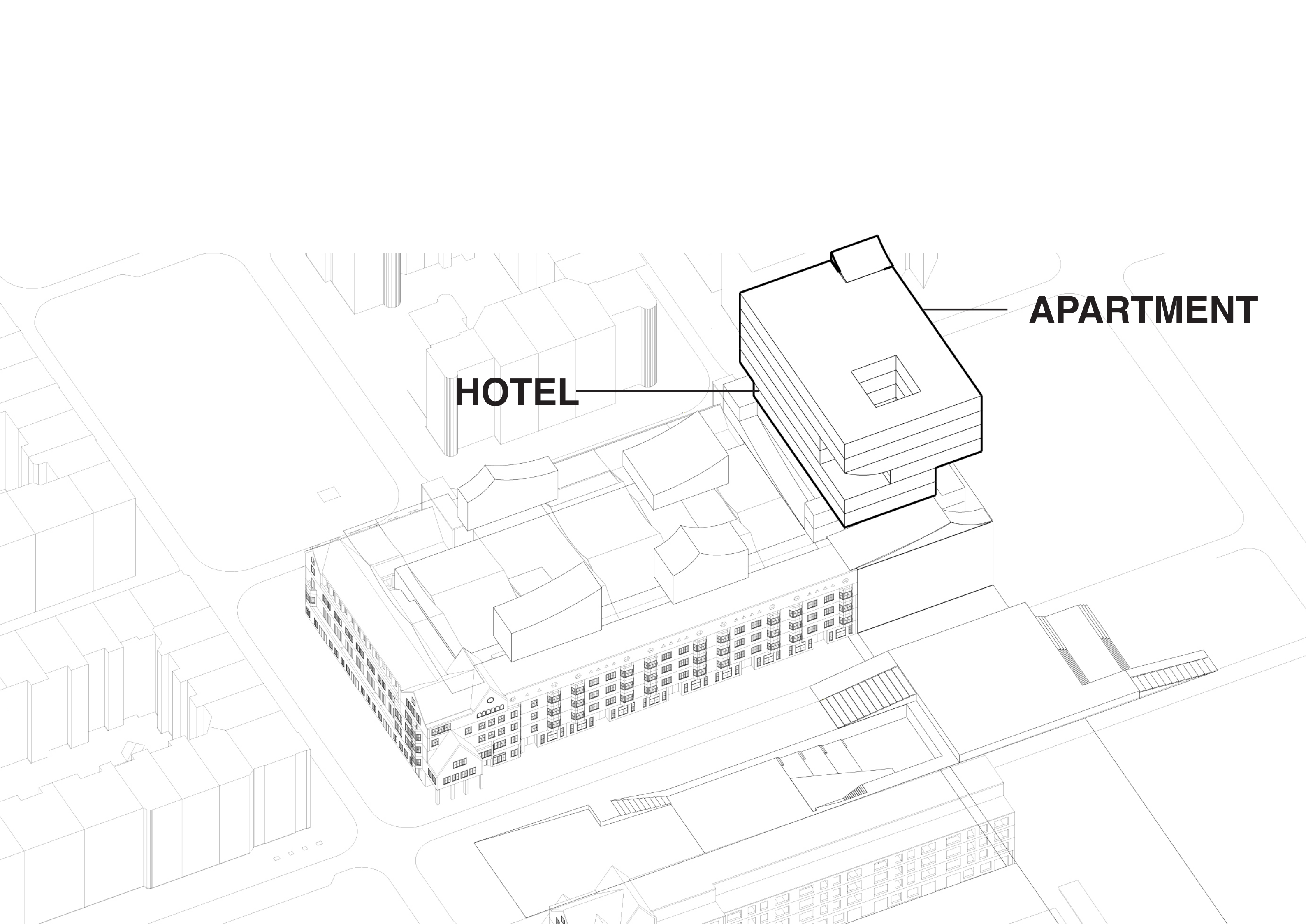
GLASS ROOF



**CLASS ROOM /
LECTURE ROOM**

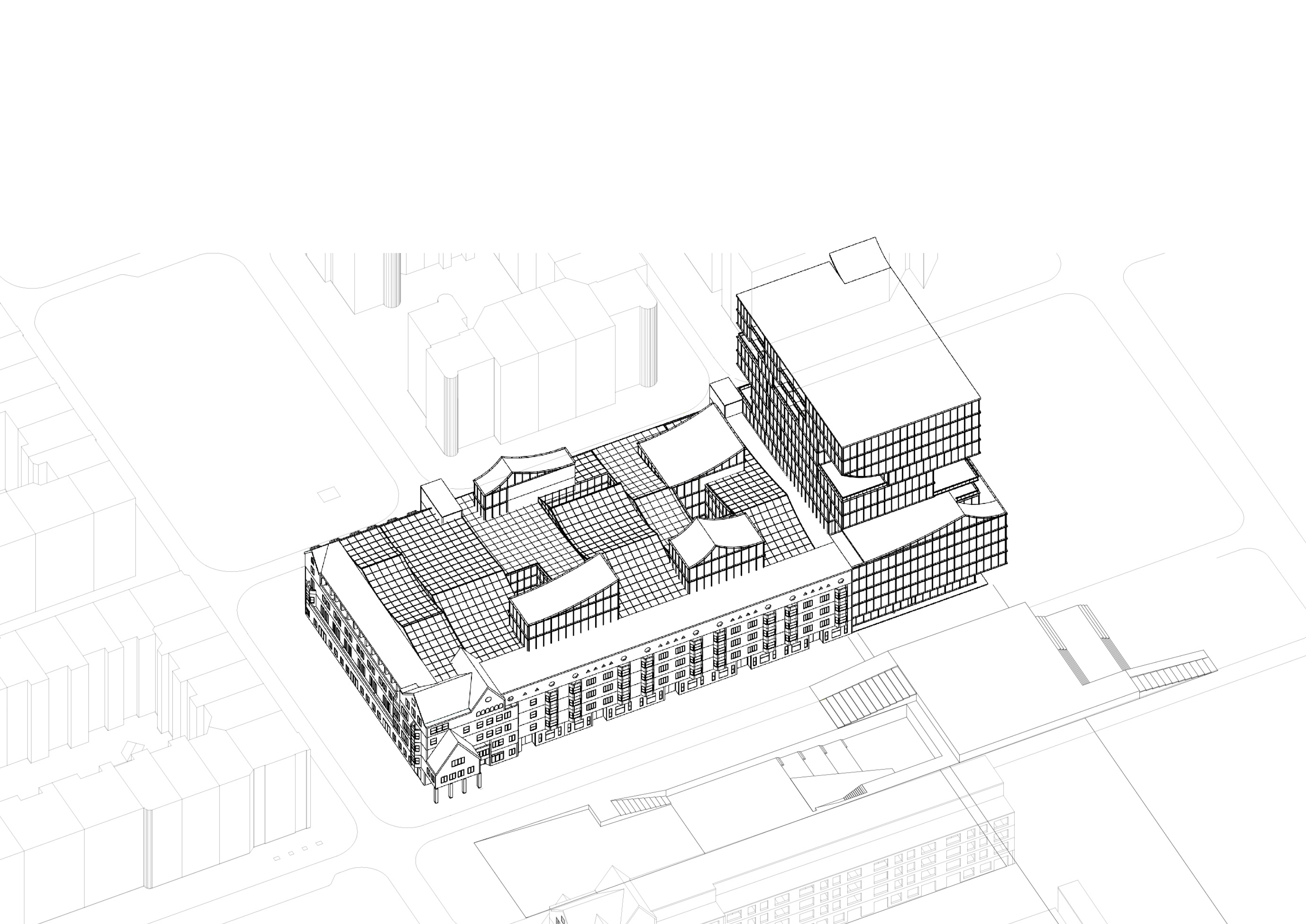
GYM /BAR

**CHILDREN
CARE**

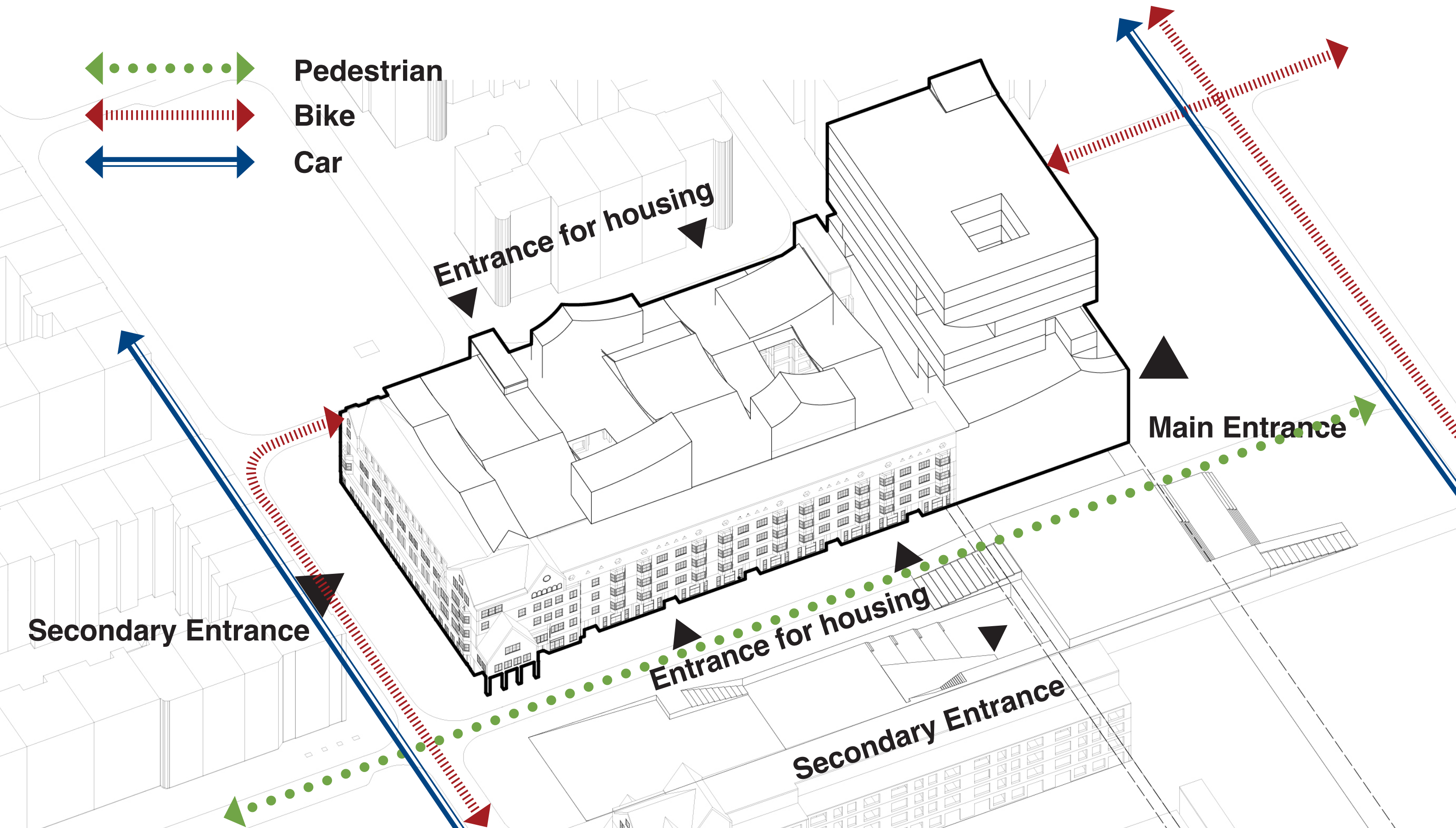


HOTEL

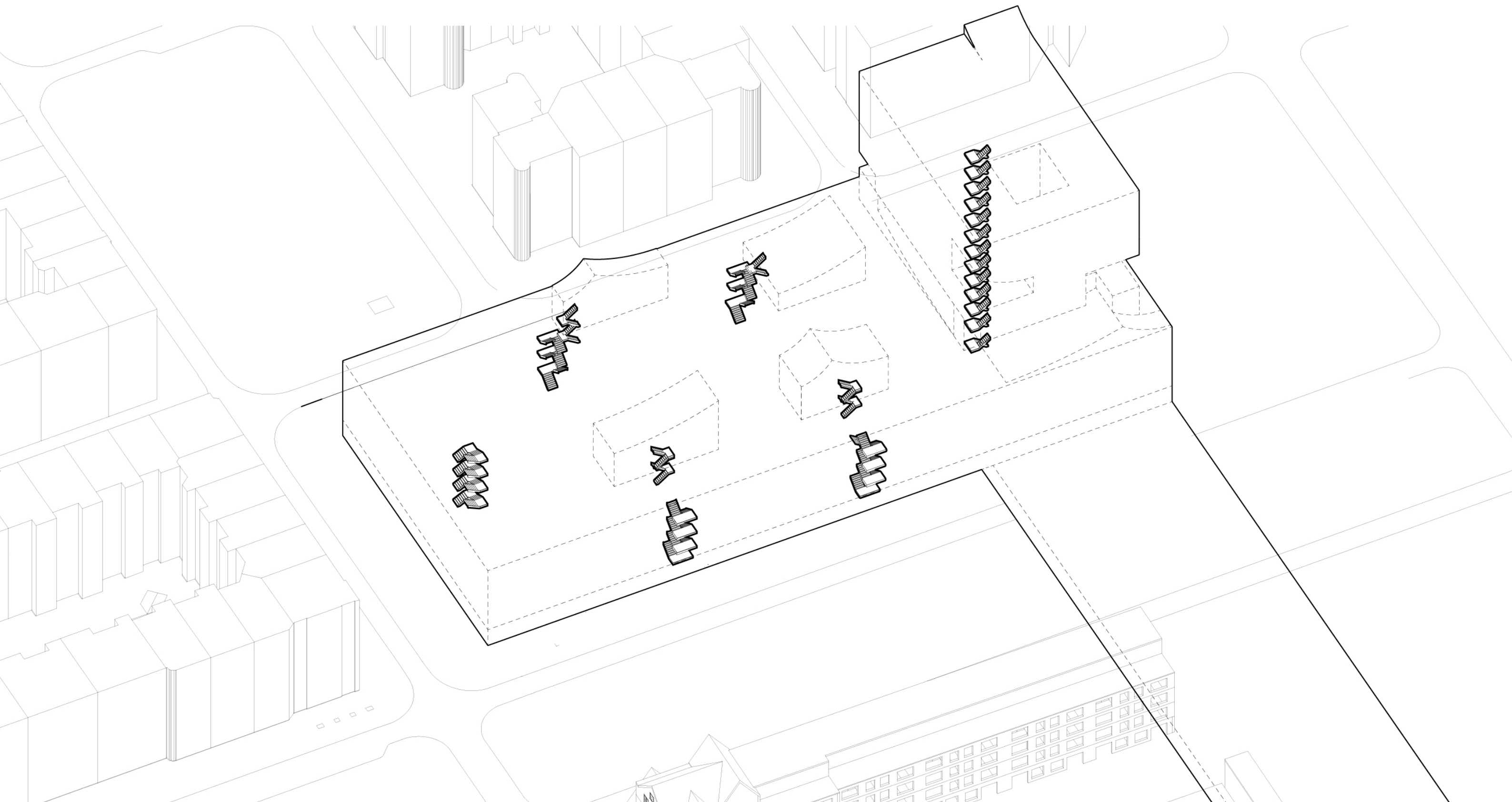
APARTMENT



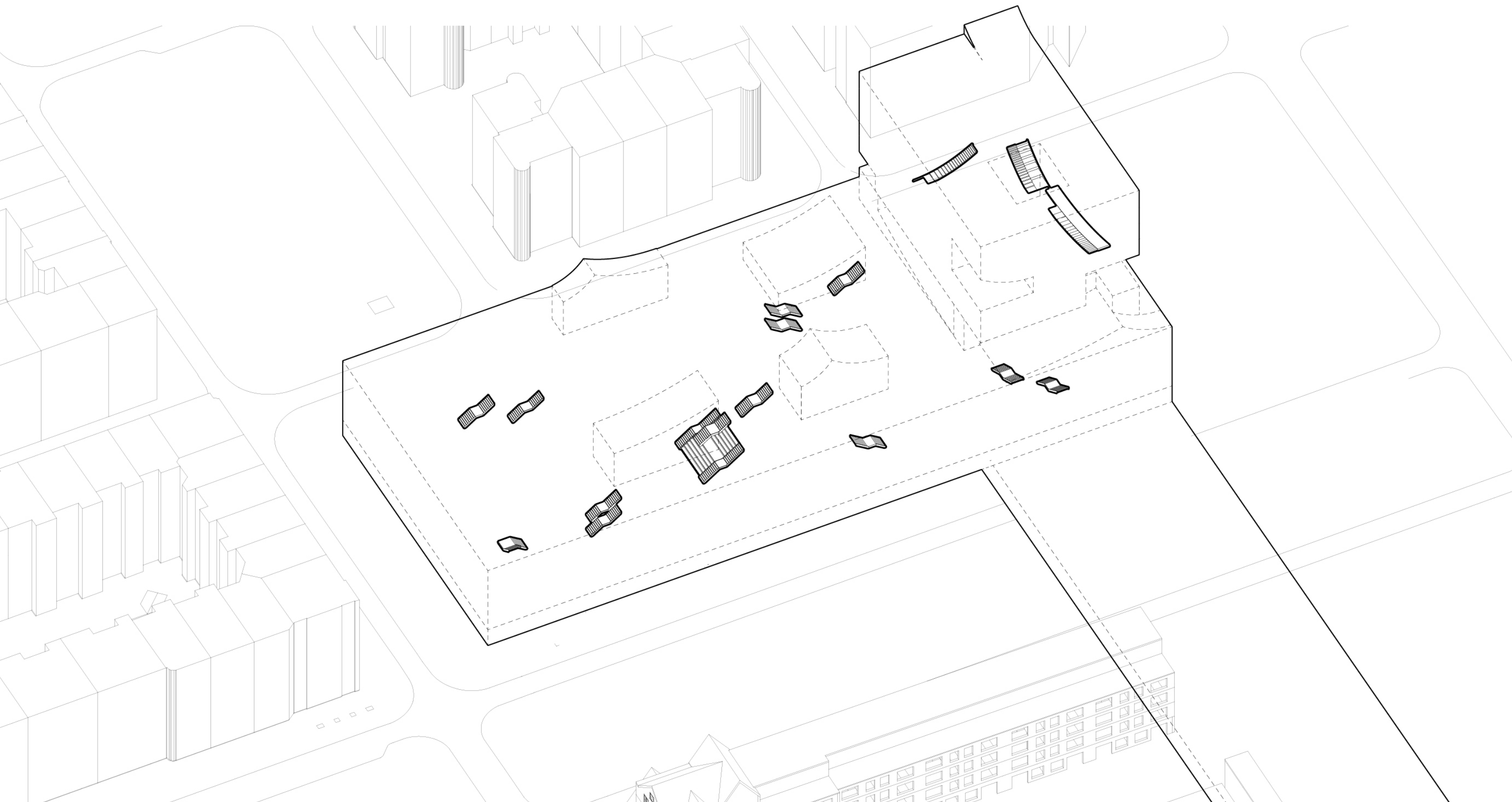
ENTRANCE & ROUTES



STAIR CASE



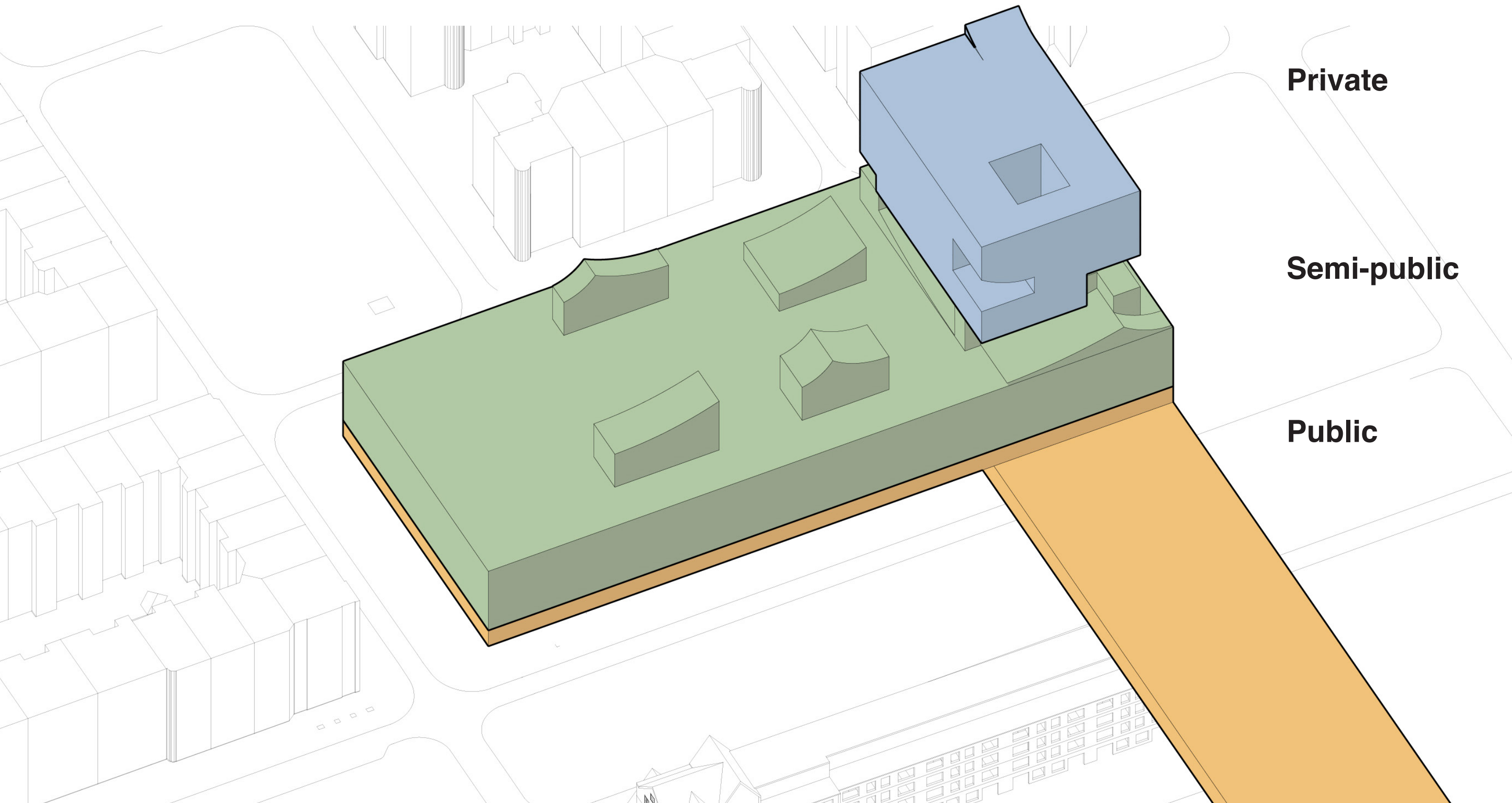
CIRCULATION



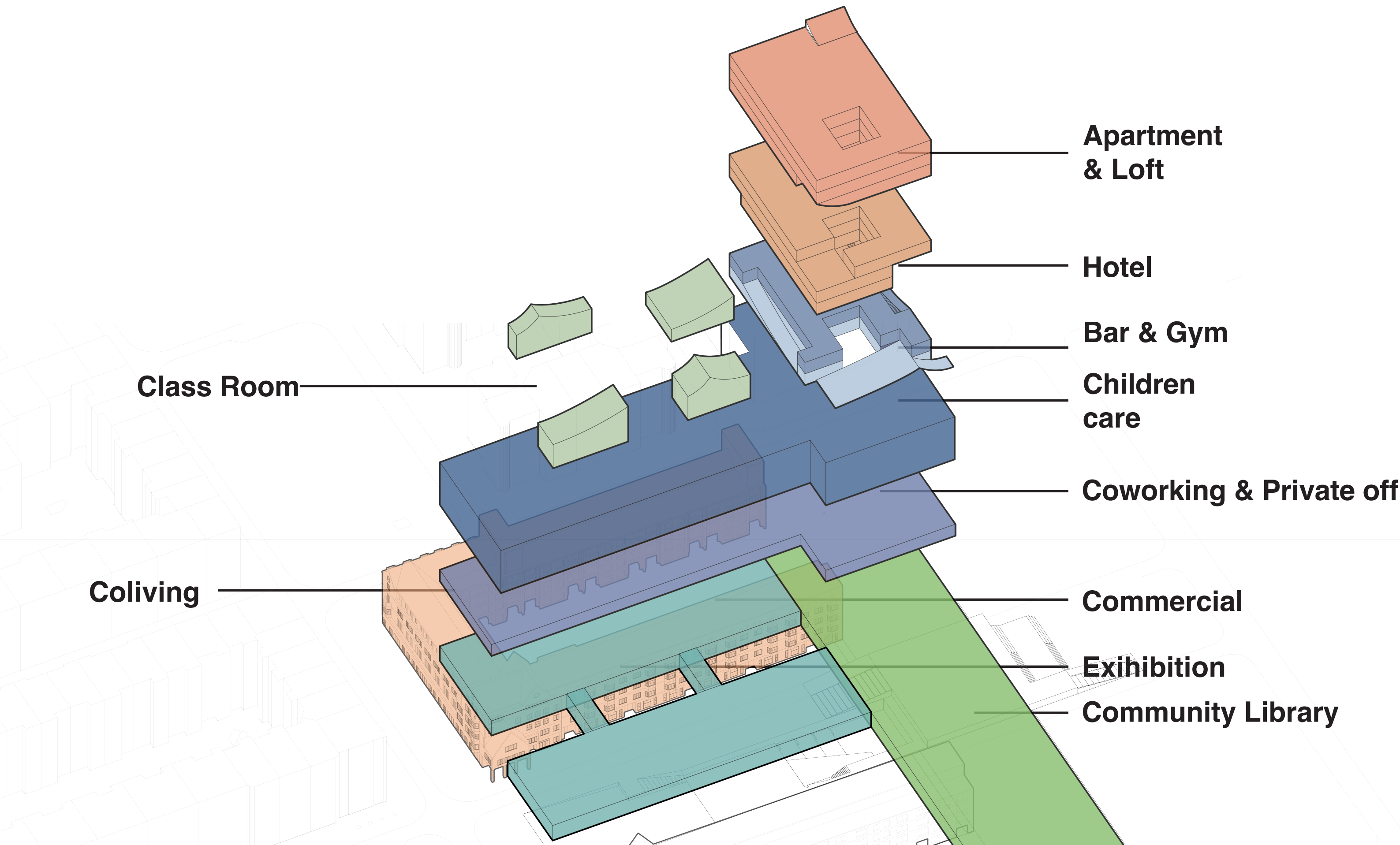
PUBLIC SPACE



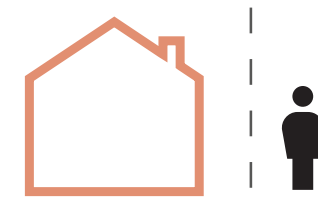
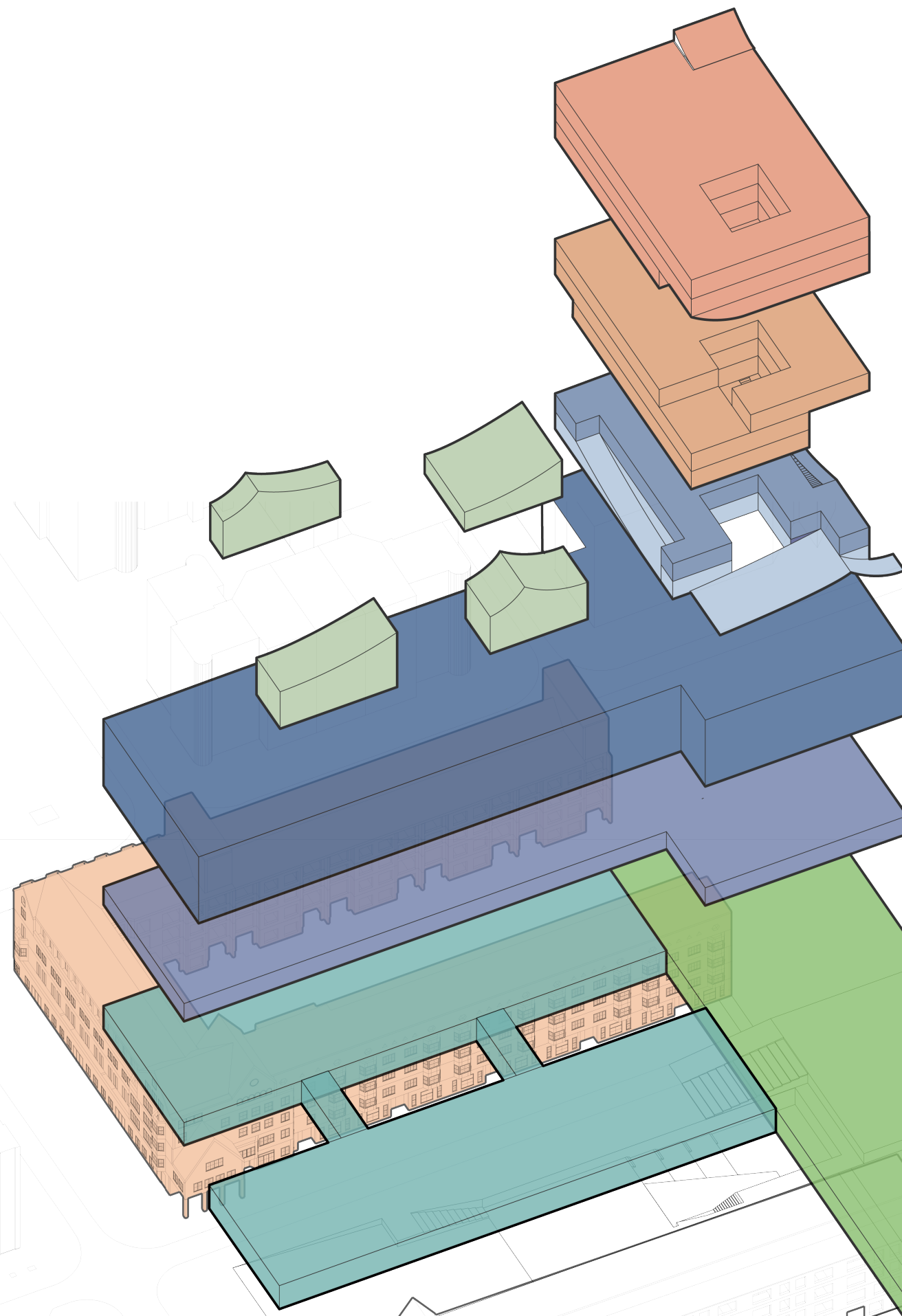
PUBLIC & PRIVATE



PROGRAM



COMBINATION



SEPERATED



COMBINED



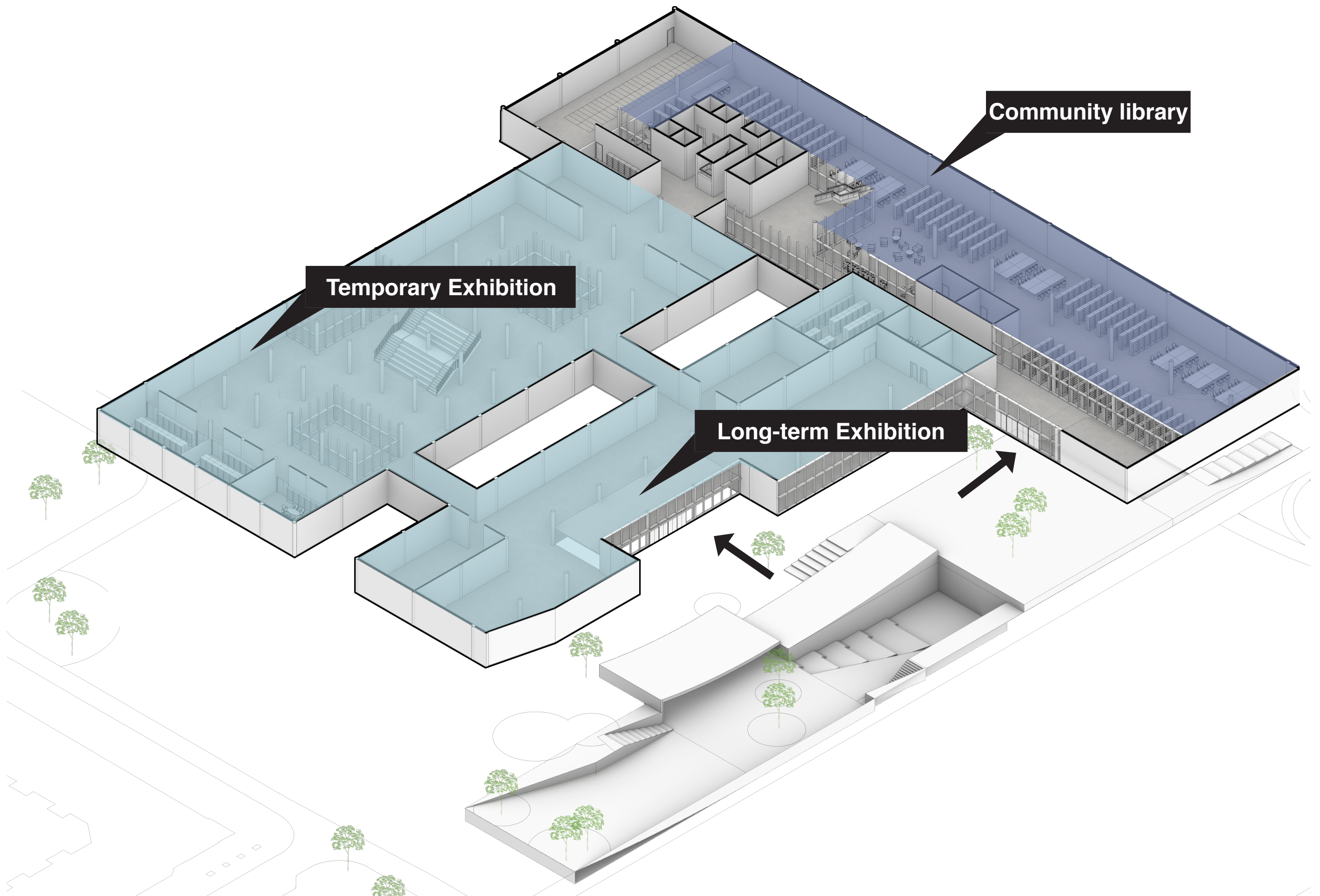
GROUP



SHARED

ORGANISATION

Basement





Neen Manifesto: Manifesto del Neen:
**Miltos A Few
Things Alcune
I Know Cose
Che Manetas
Conosco Circa
About il Neen.**

ANTI
BOD
IES

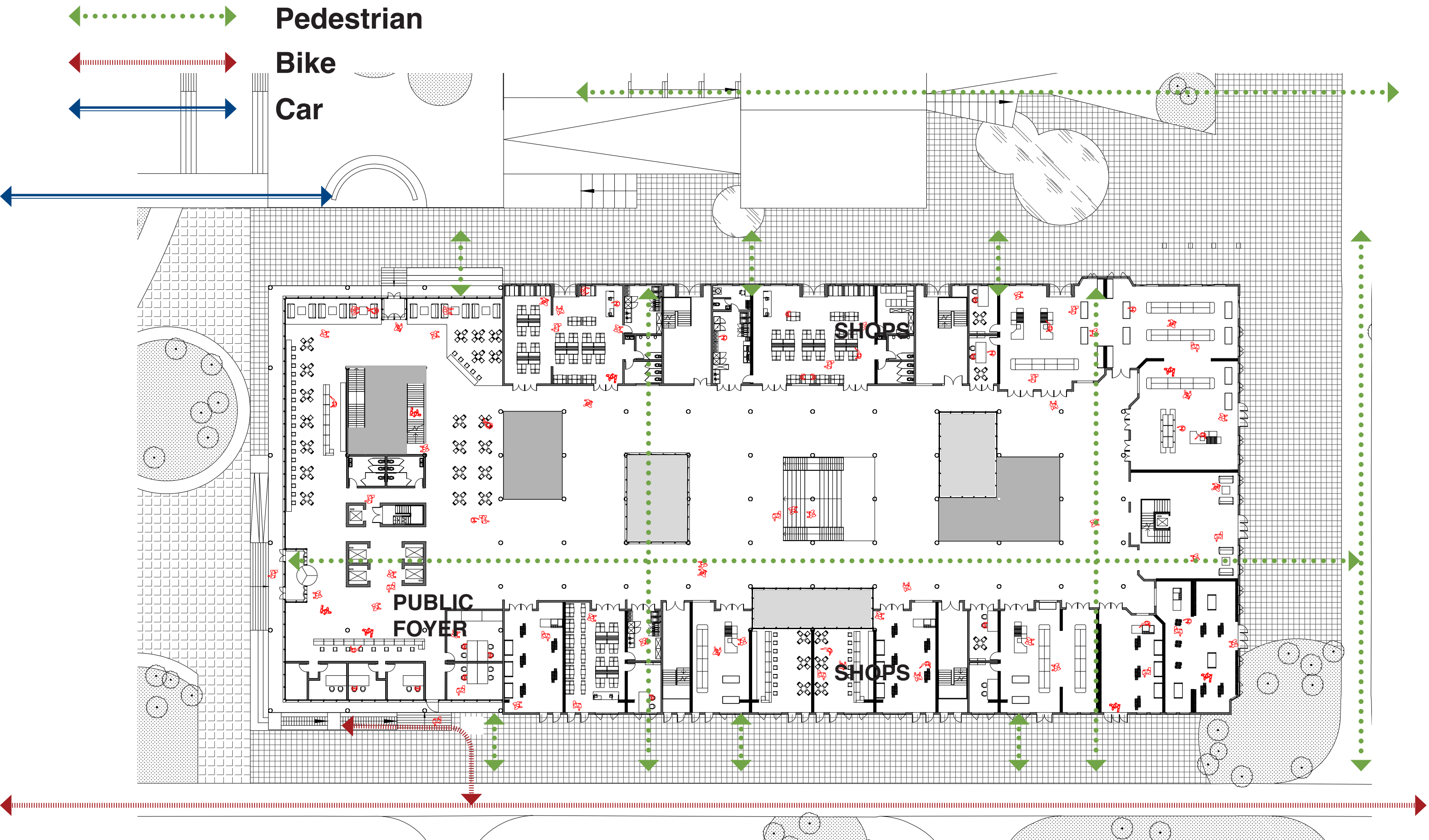
Cash
Auto
Plakat
Code

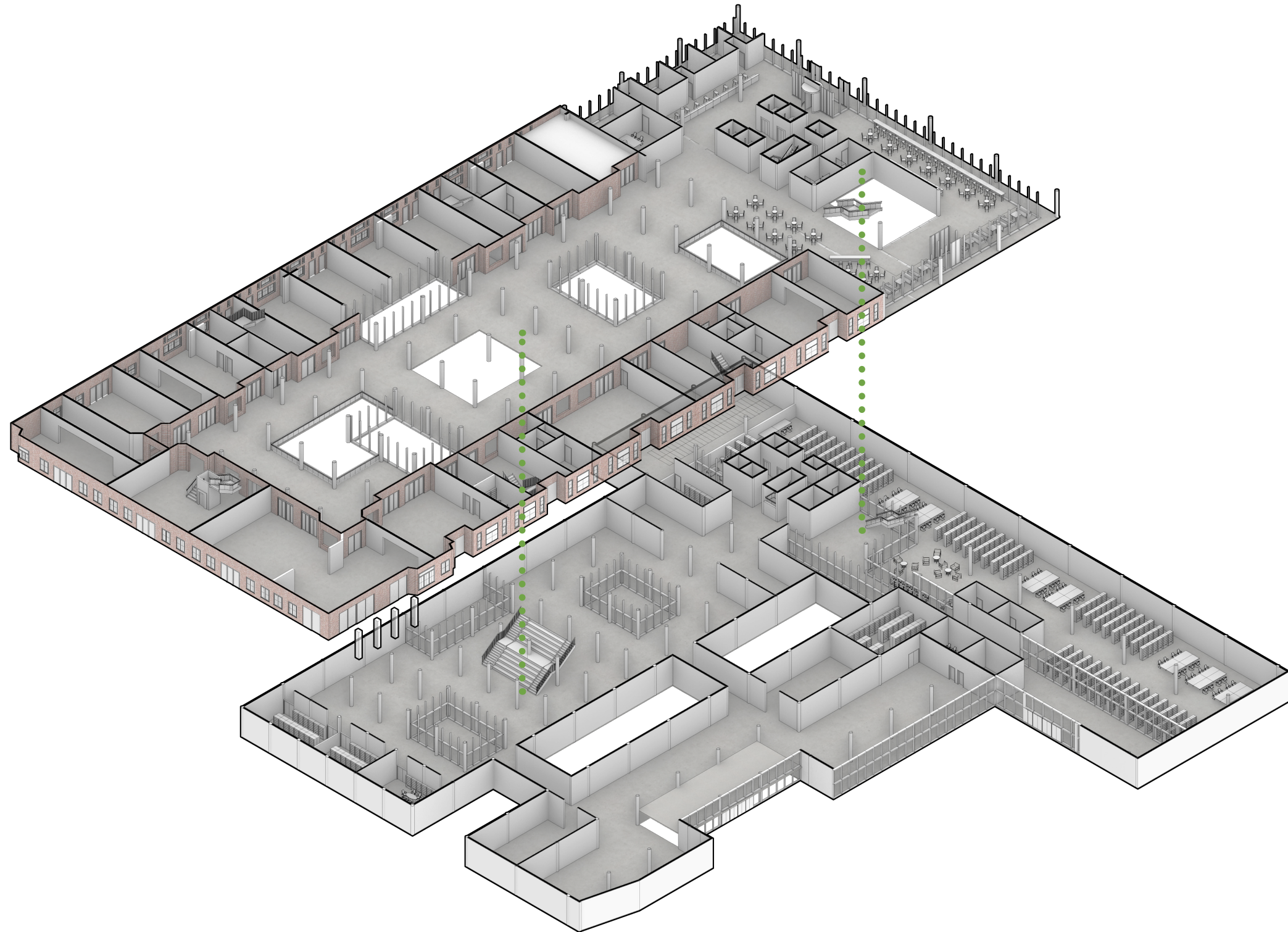
MO
TEL

ITE
UN
MO
TEL
BEER
BOAT
INJU
RIES

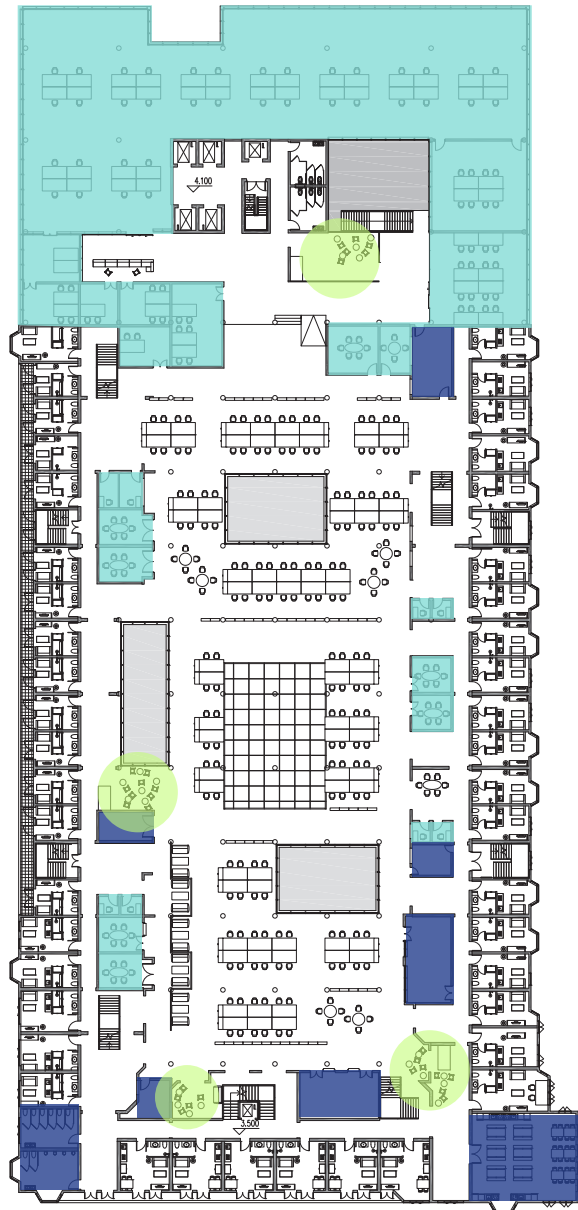


Ground Floor





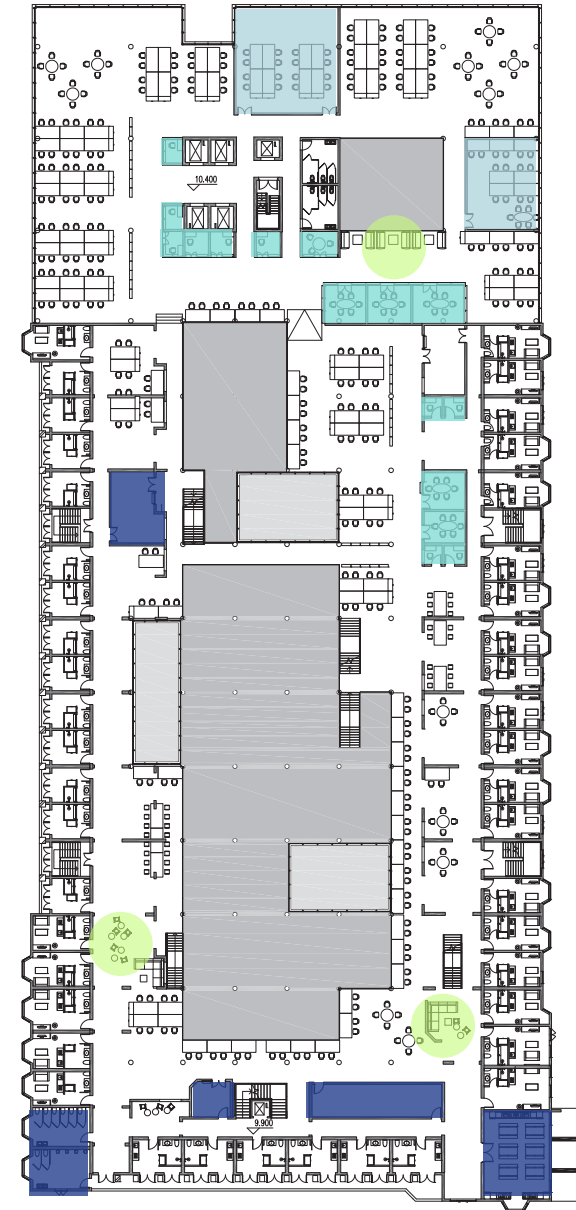
1st Floor



2nd Floor



3rd Floor



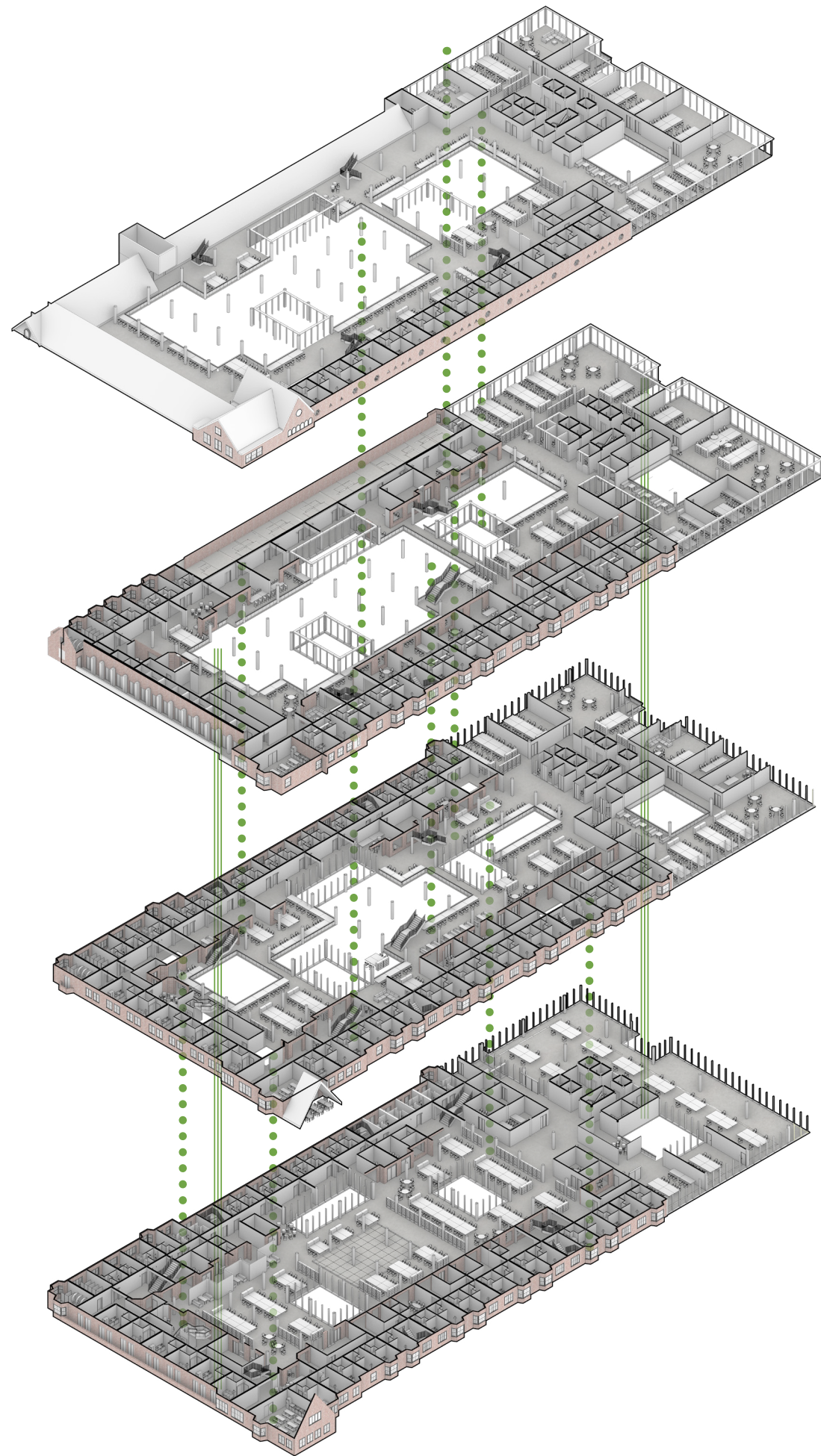
4th Floor

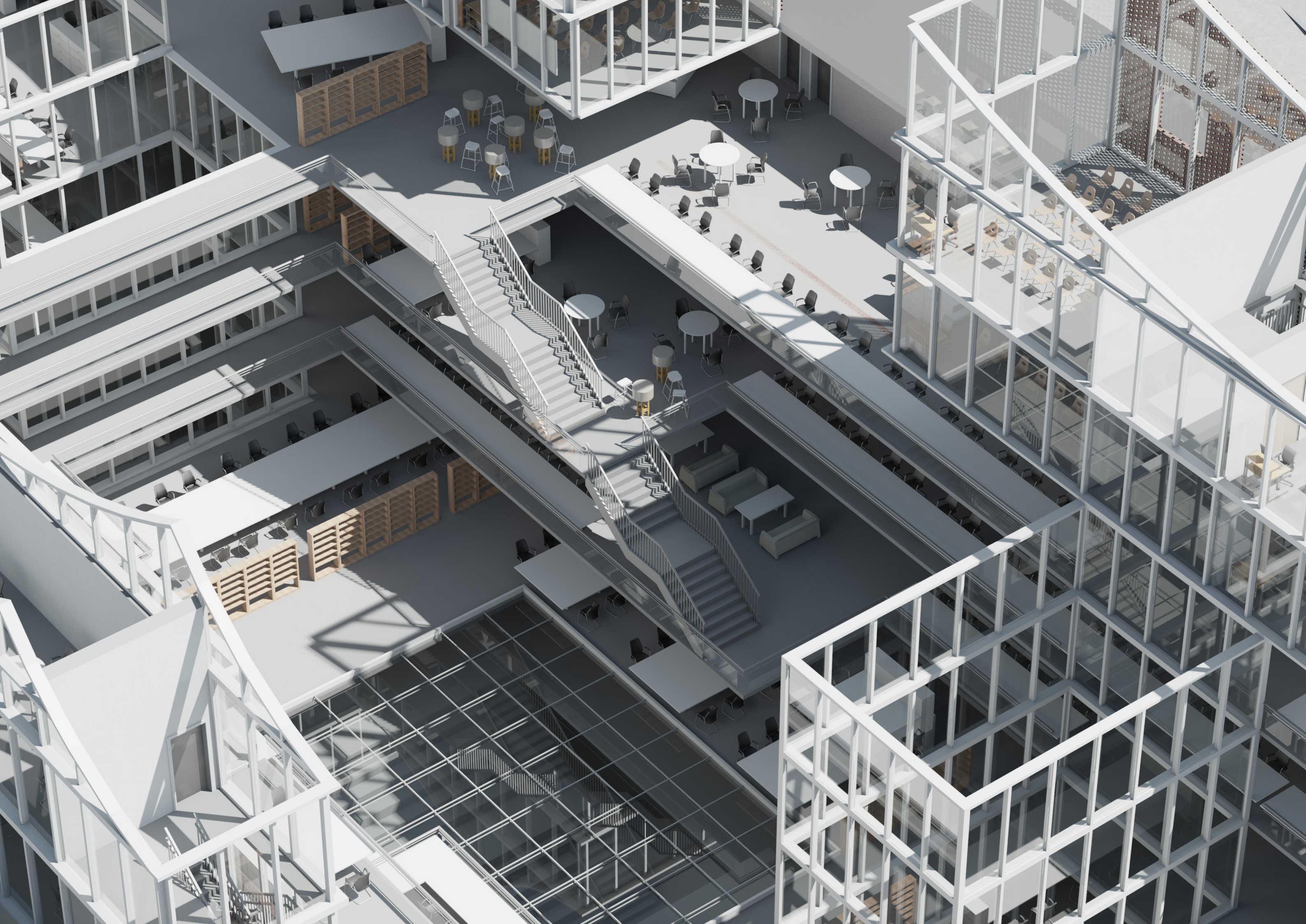


Working Facilities (meeting room, study booth, service room, computer lab)

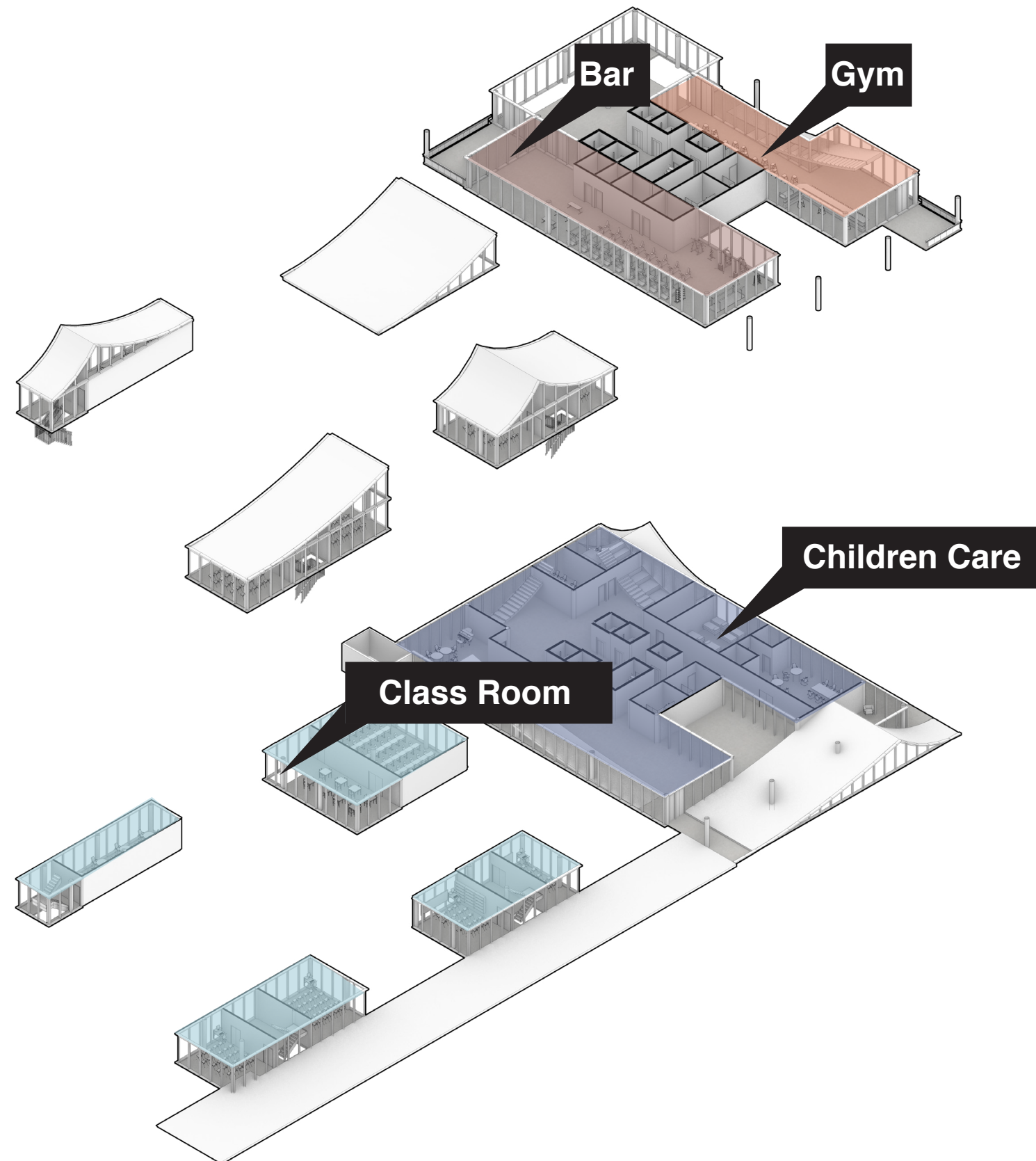
Private Office (be personalized if need)

Rest area (coffee, lounge, near the circulation zone)



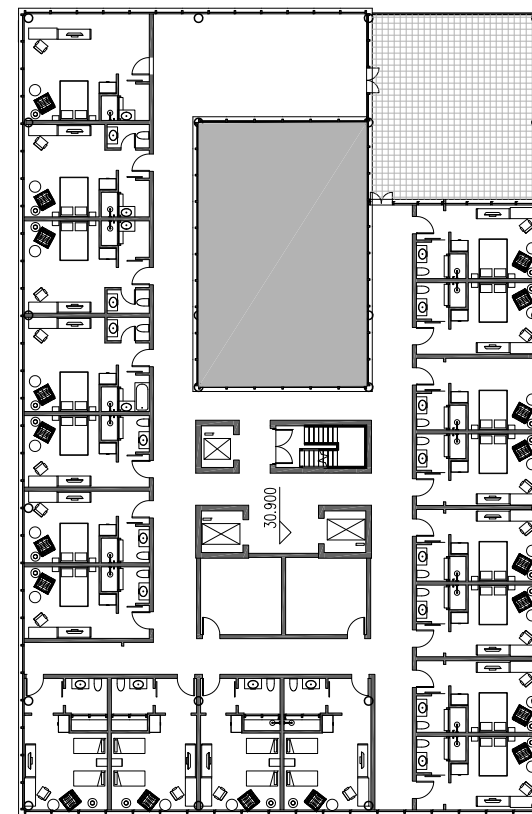
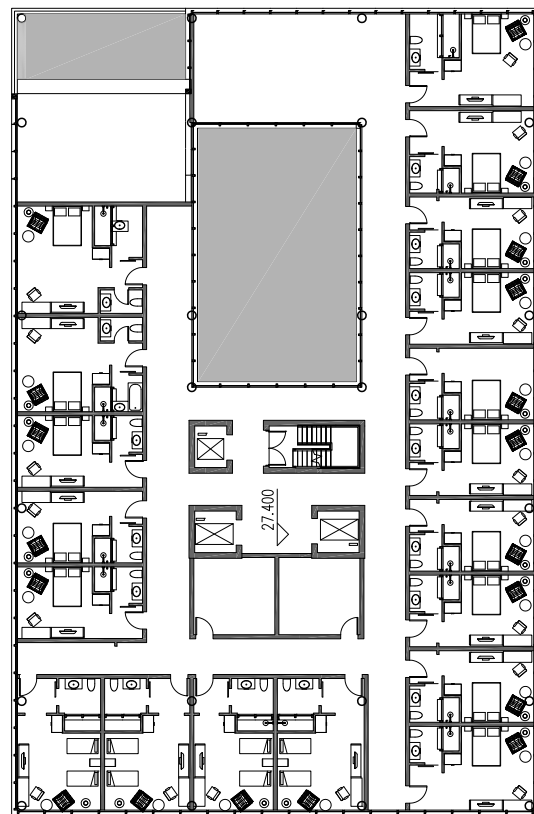


Fifth Floor & Sixth Floor

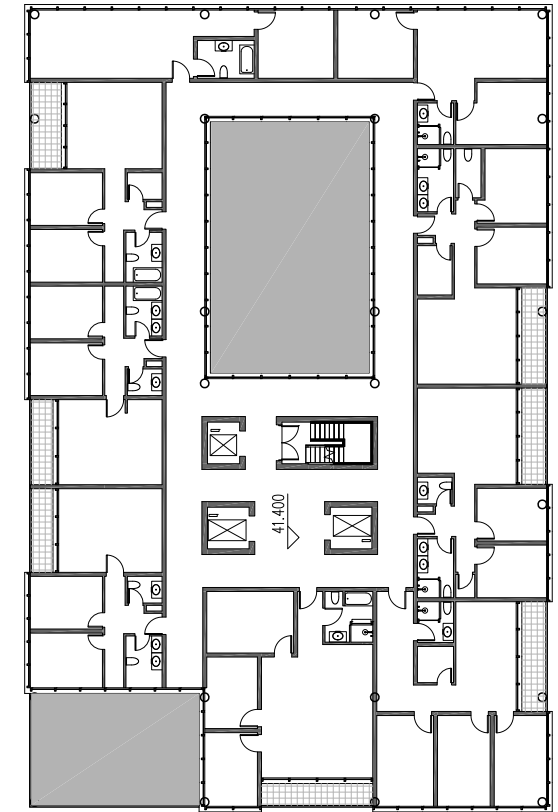
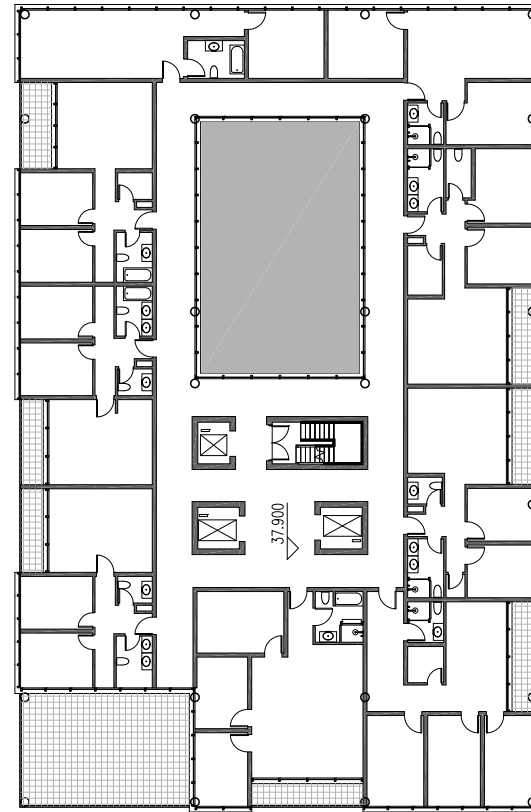
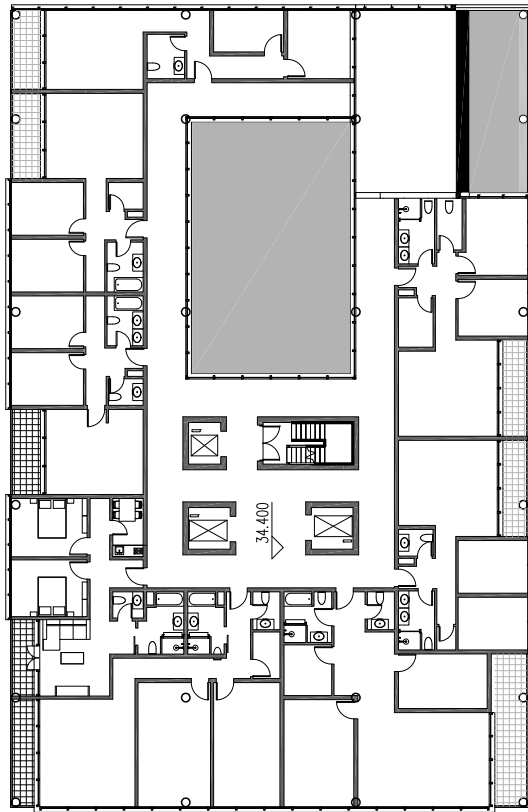


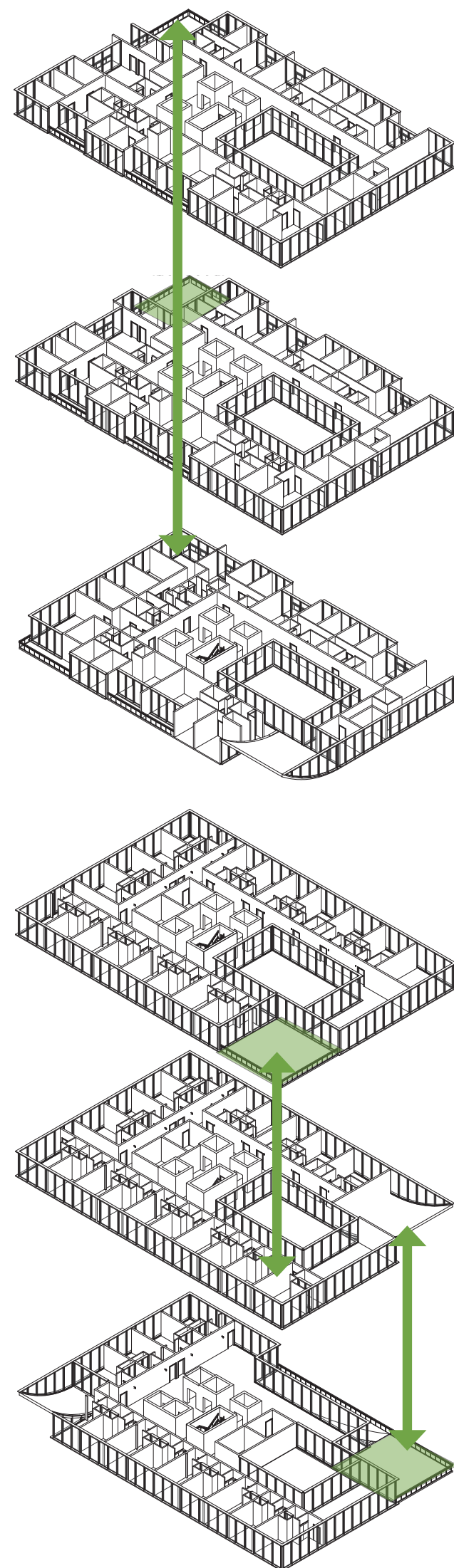


Hotel Floor



Apartment Floor





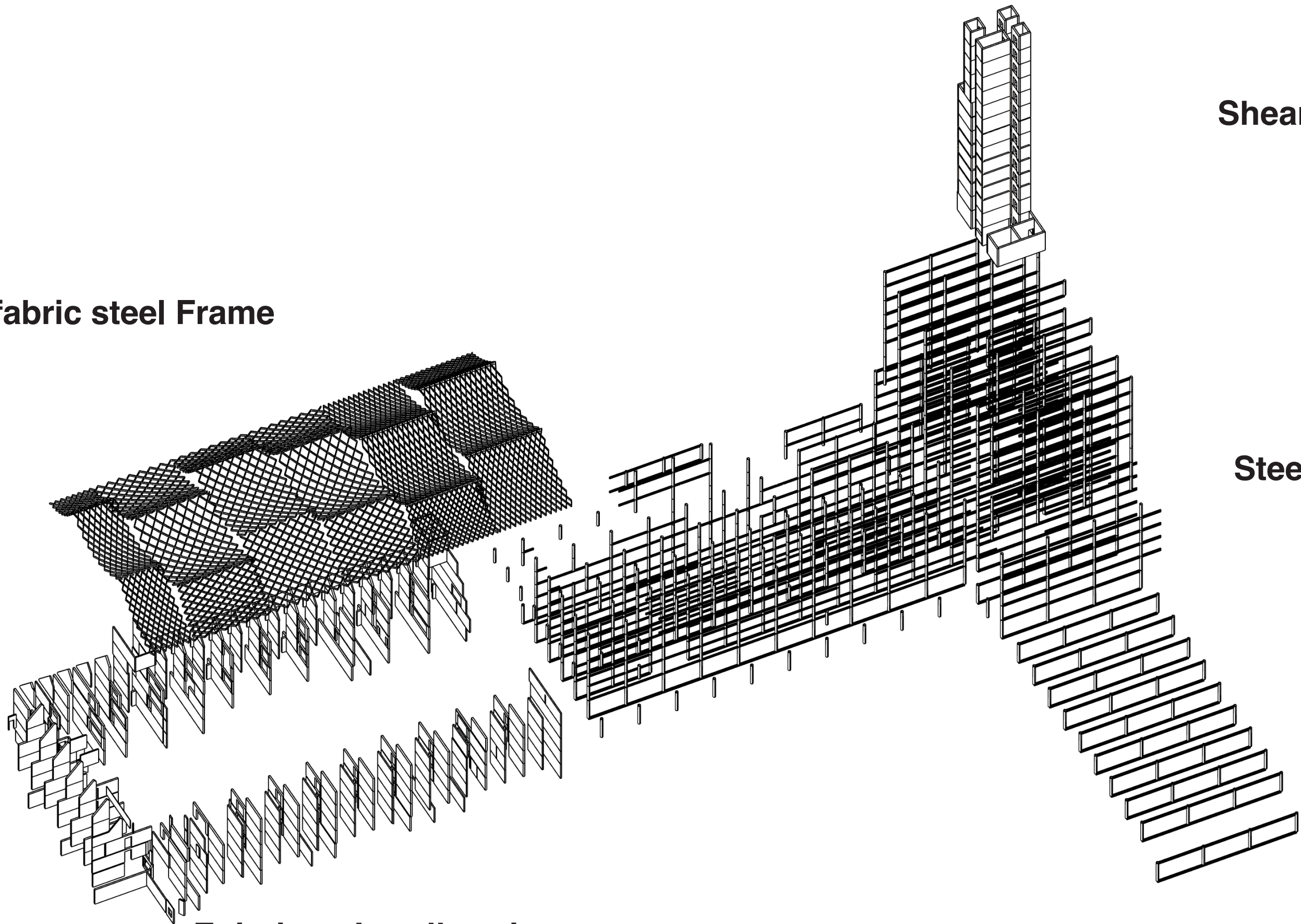
STRUCTURE & CLIMATE

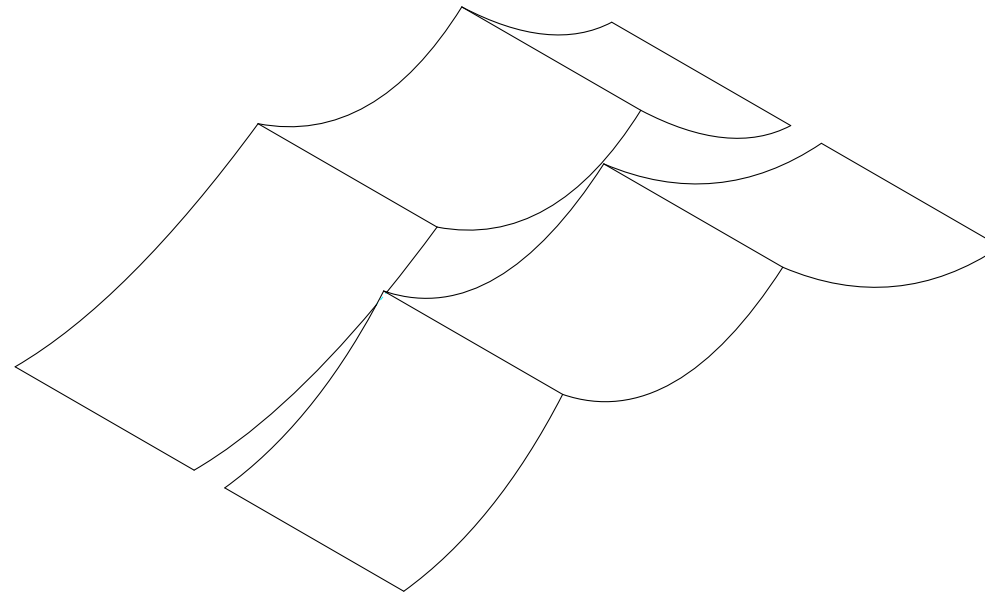
Prefabric steel Frame

Shearing Wall

Steel Frame

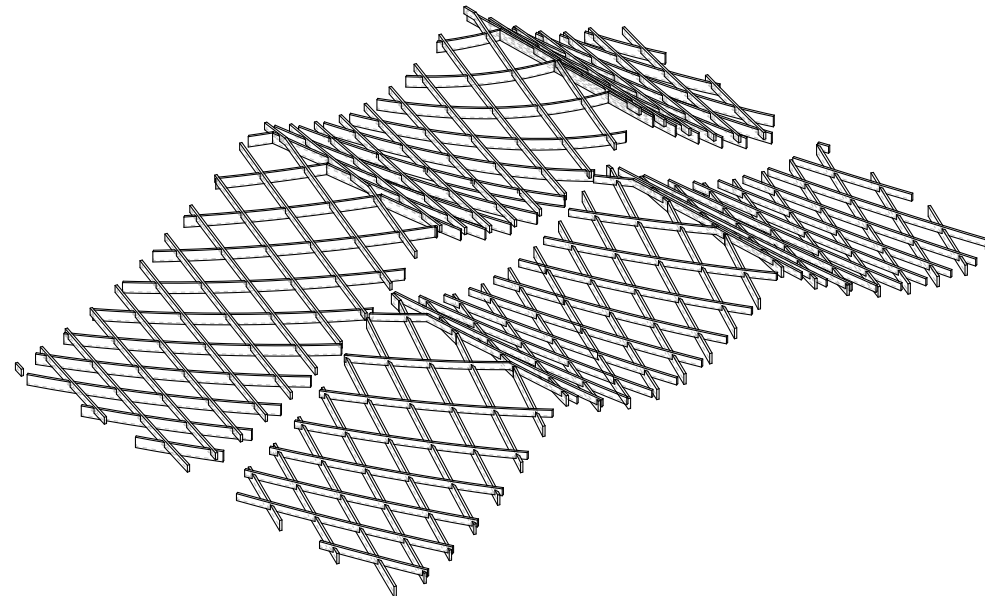
**Existing Loadbearing
Wall & Wooden Beam**



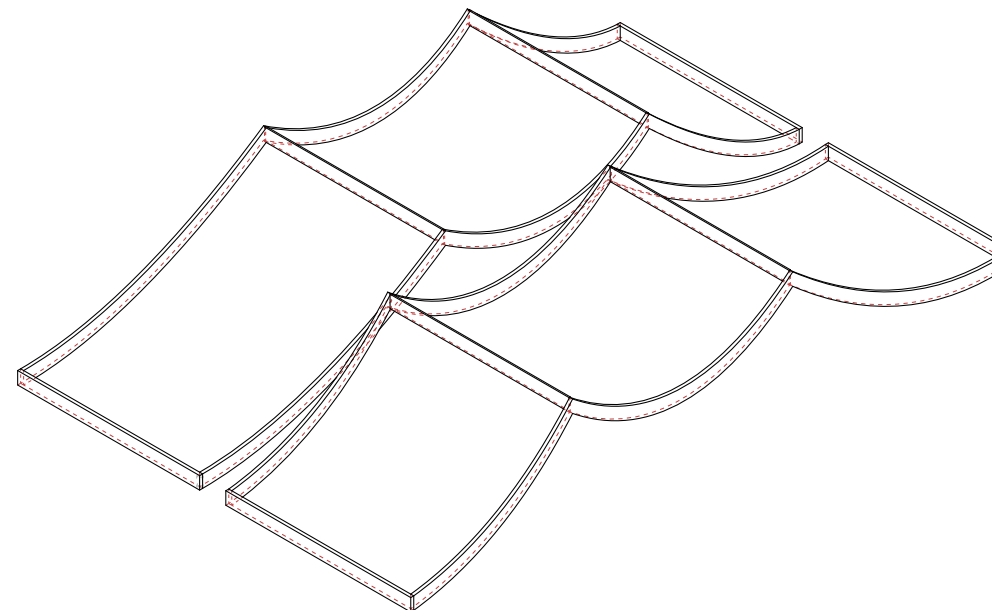


PV SOLAR PANEL

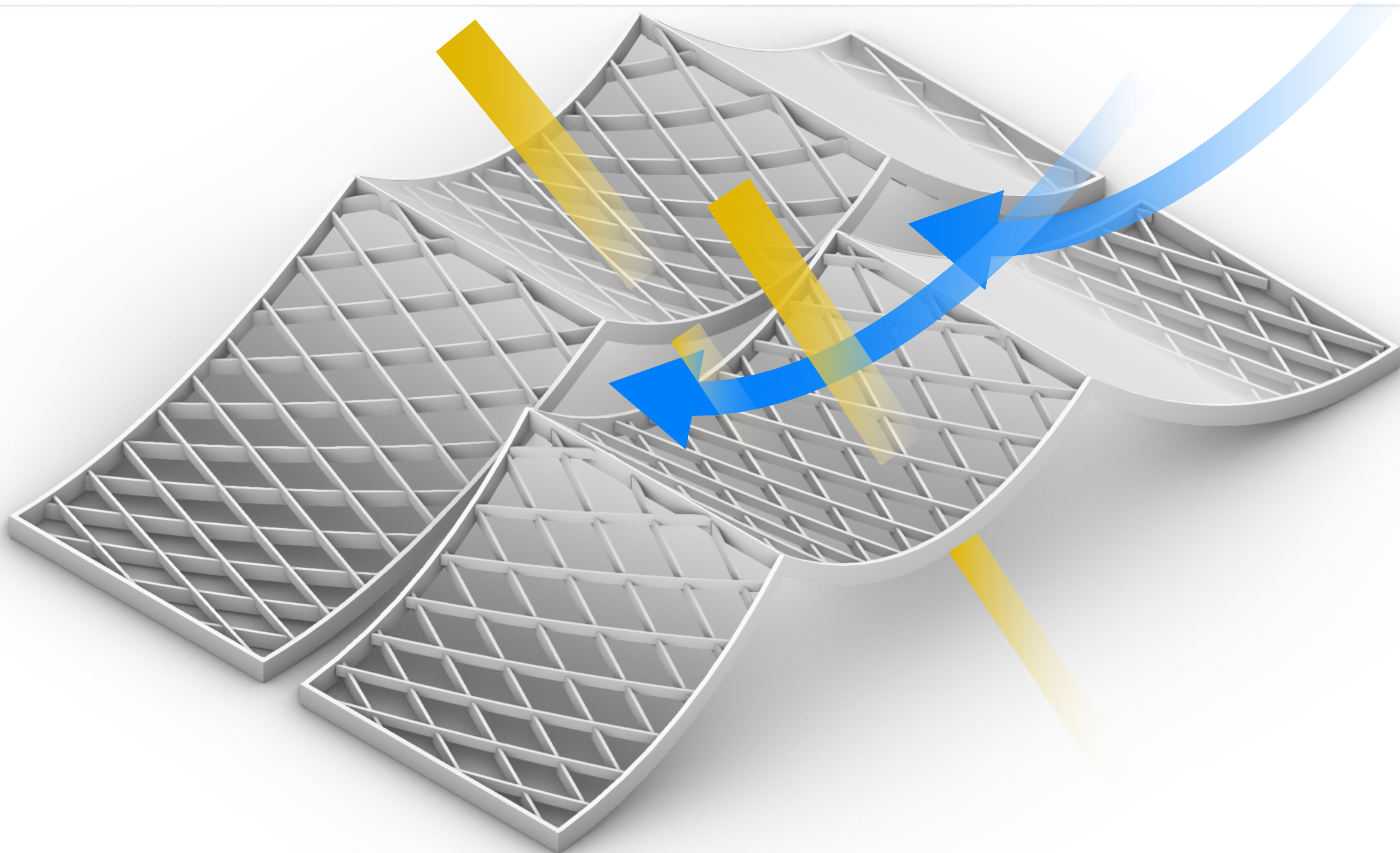
SEMI TRANSPARENT GLASS PANEL



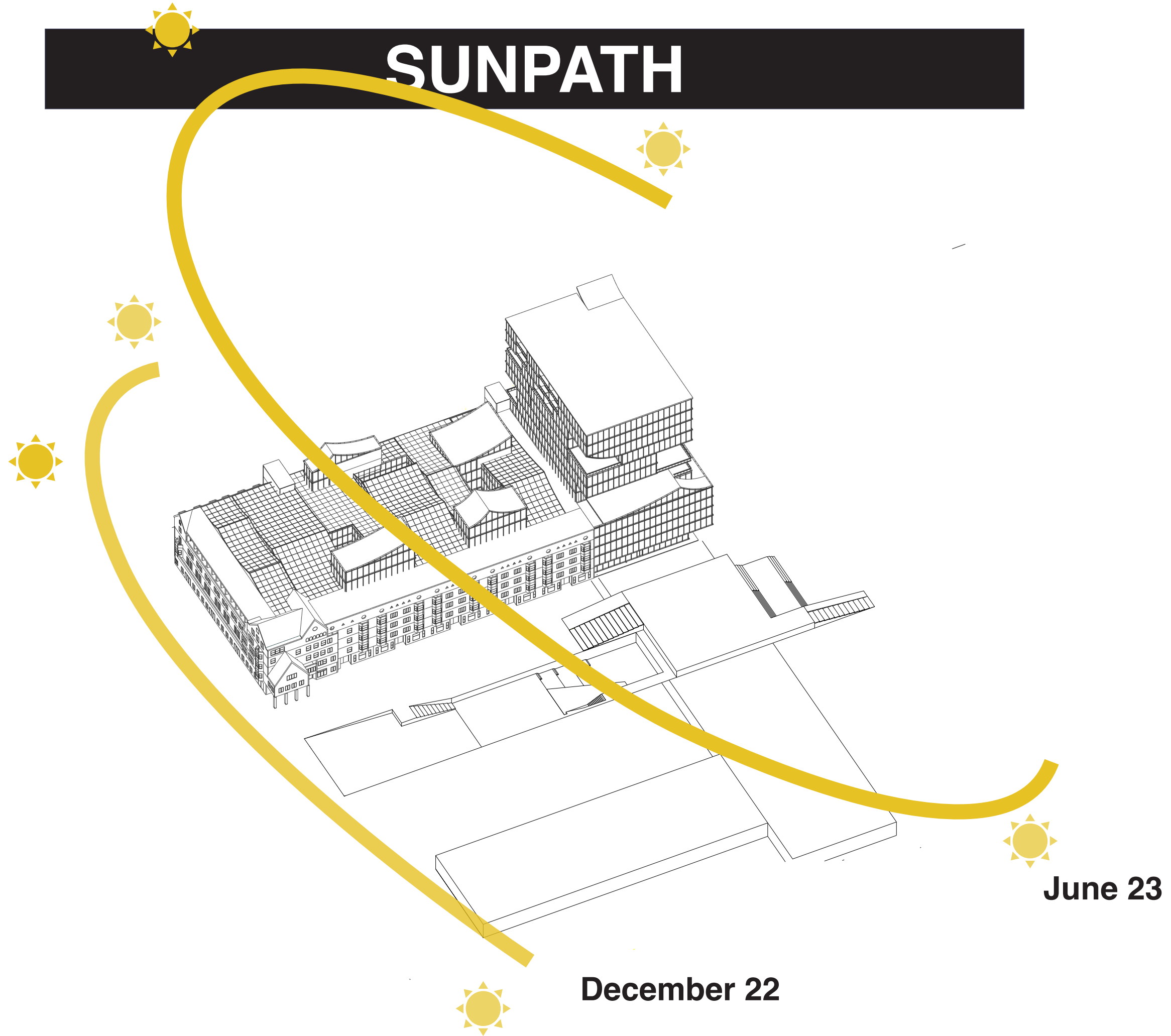
STEEL GRID



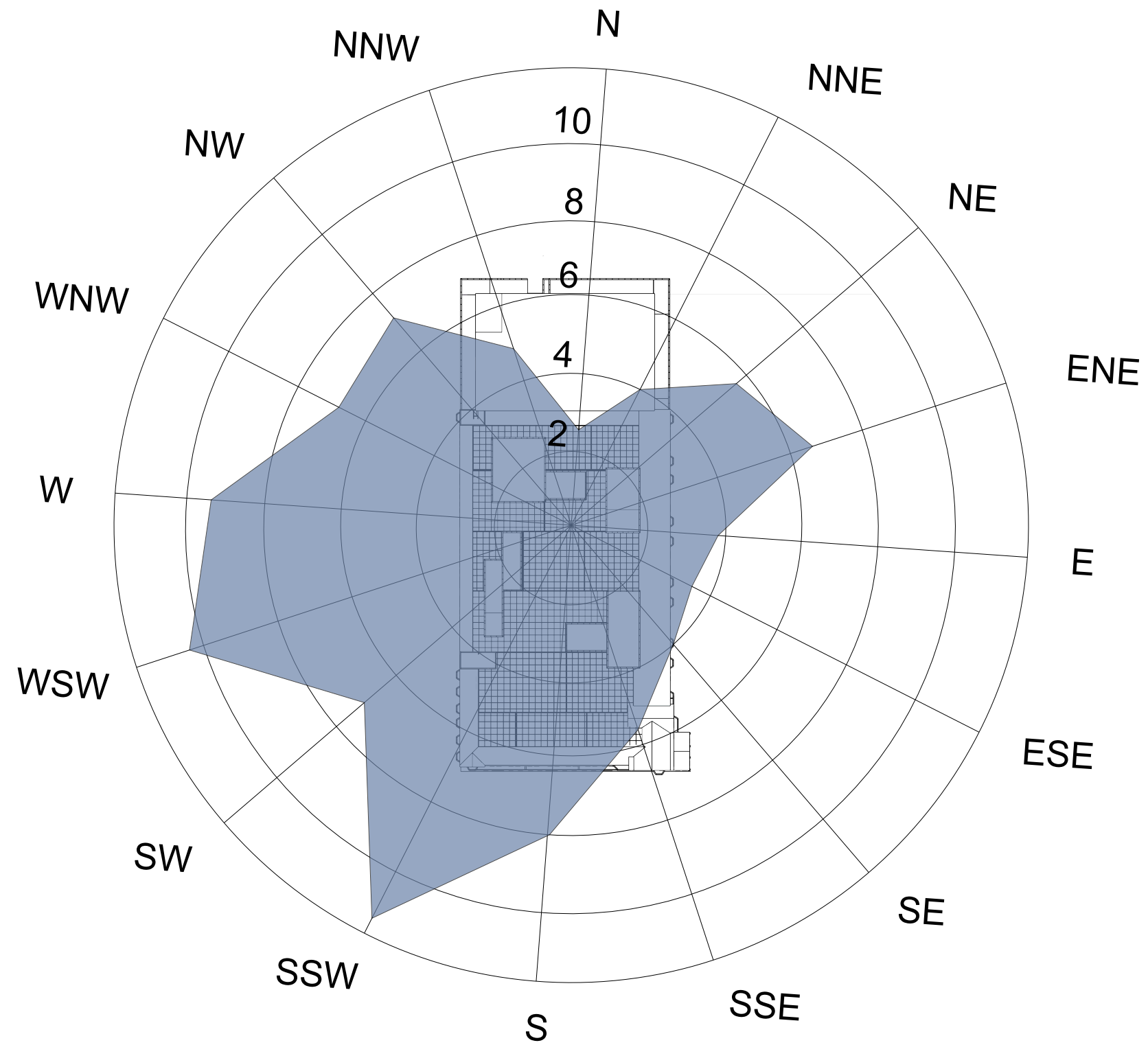
STEEL FRAME



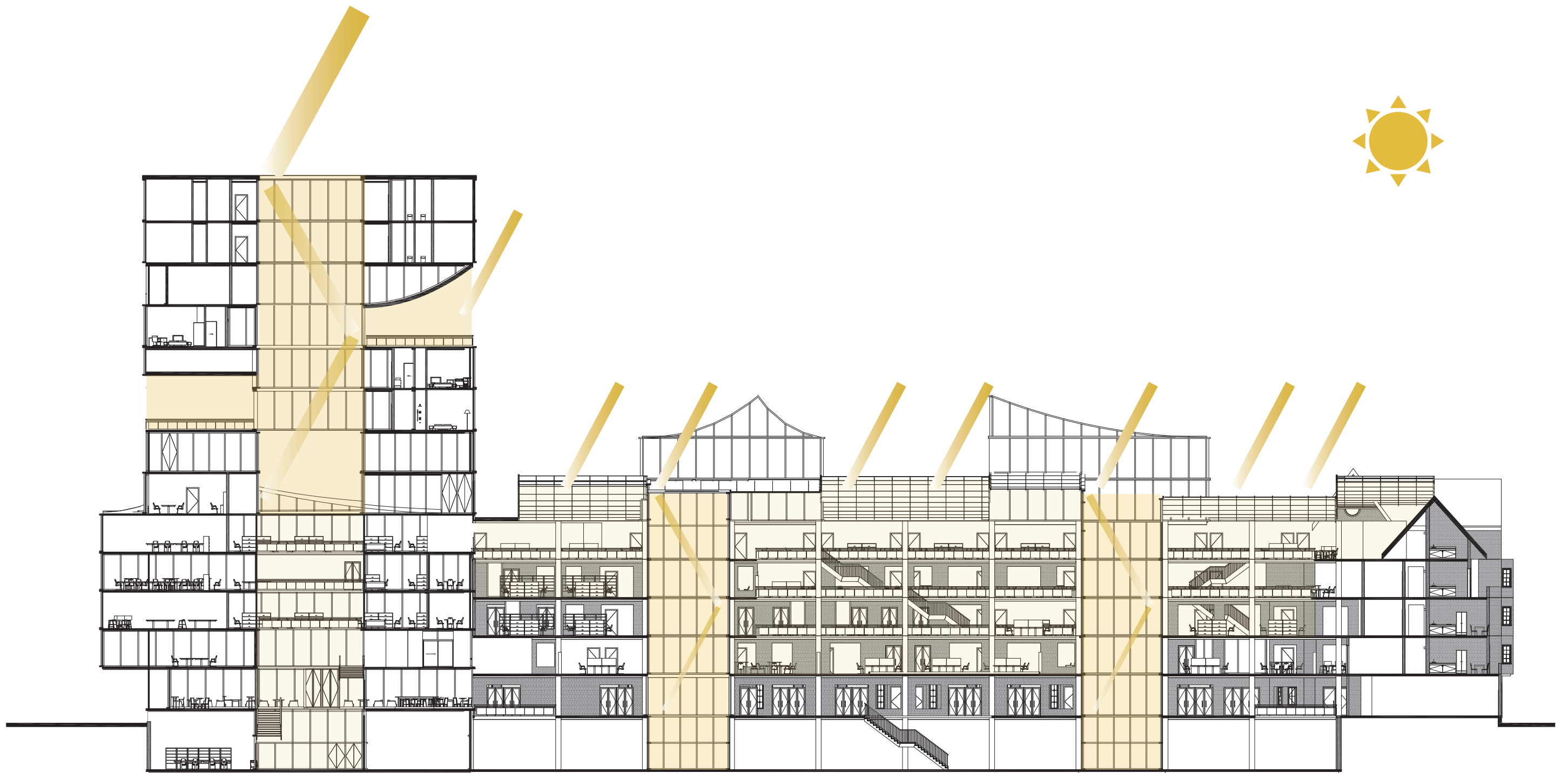
SUNPATH



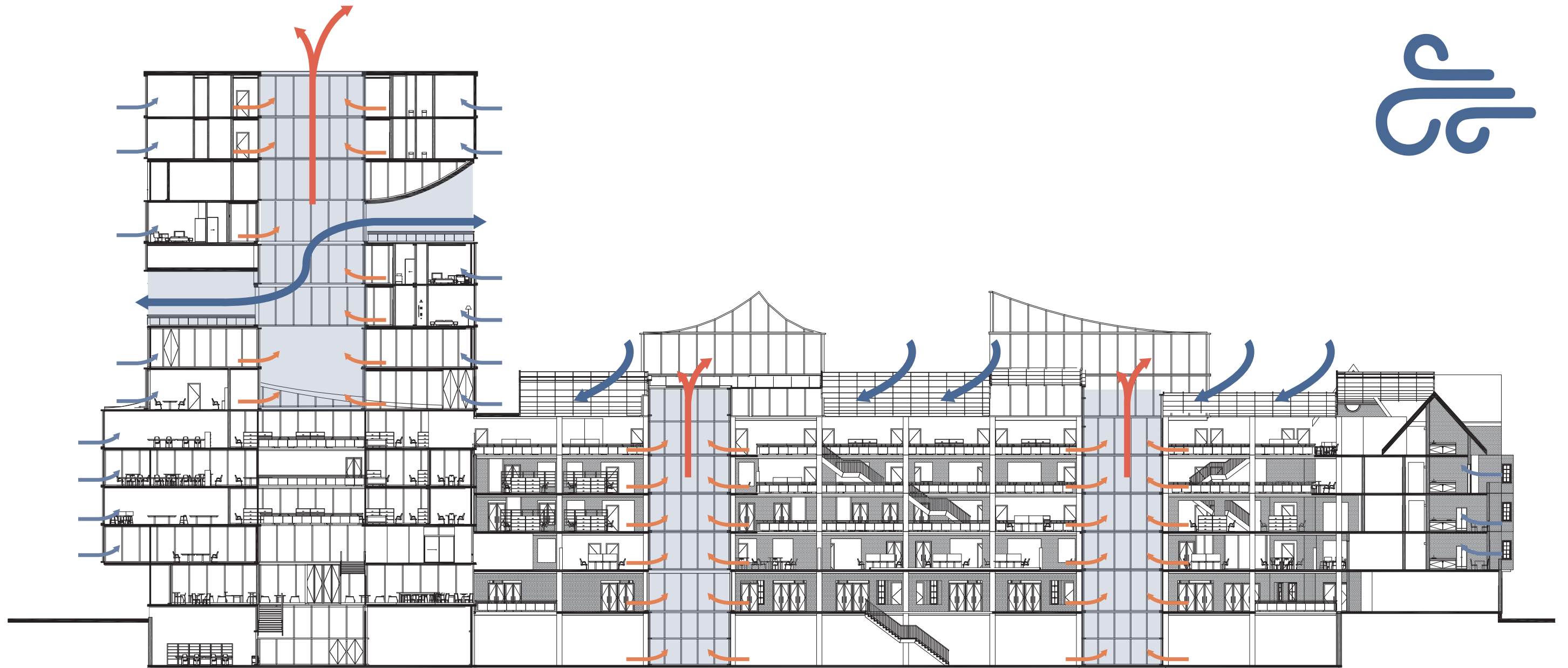
WIND DIRECTION



DAY LIGHT

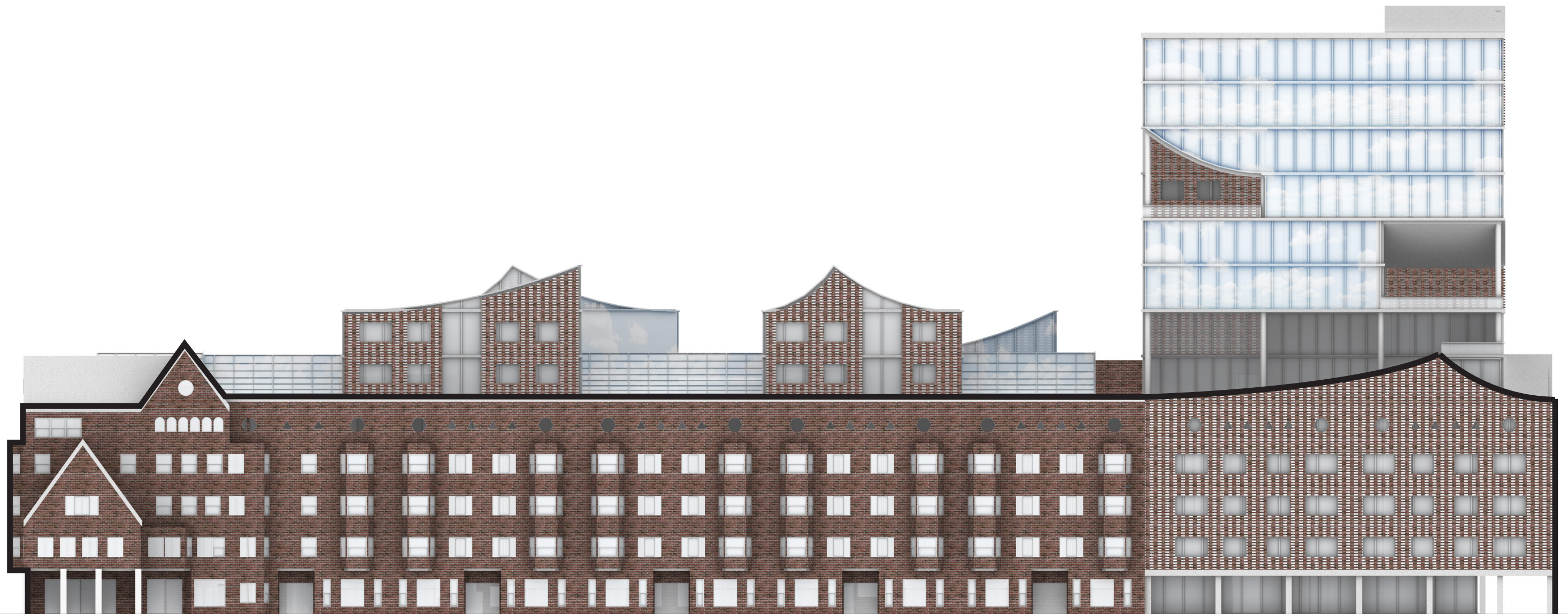


NATURAL VENTILATION

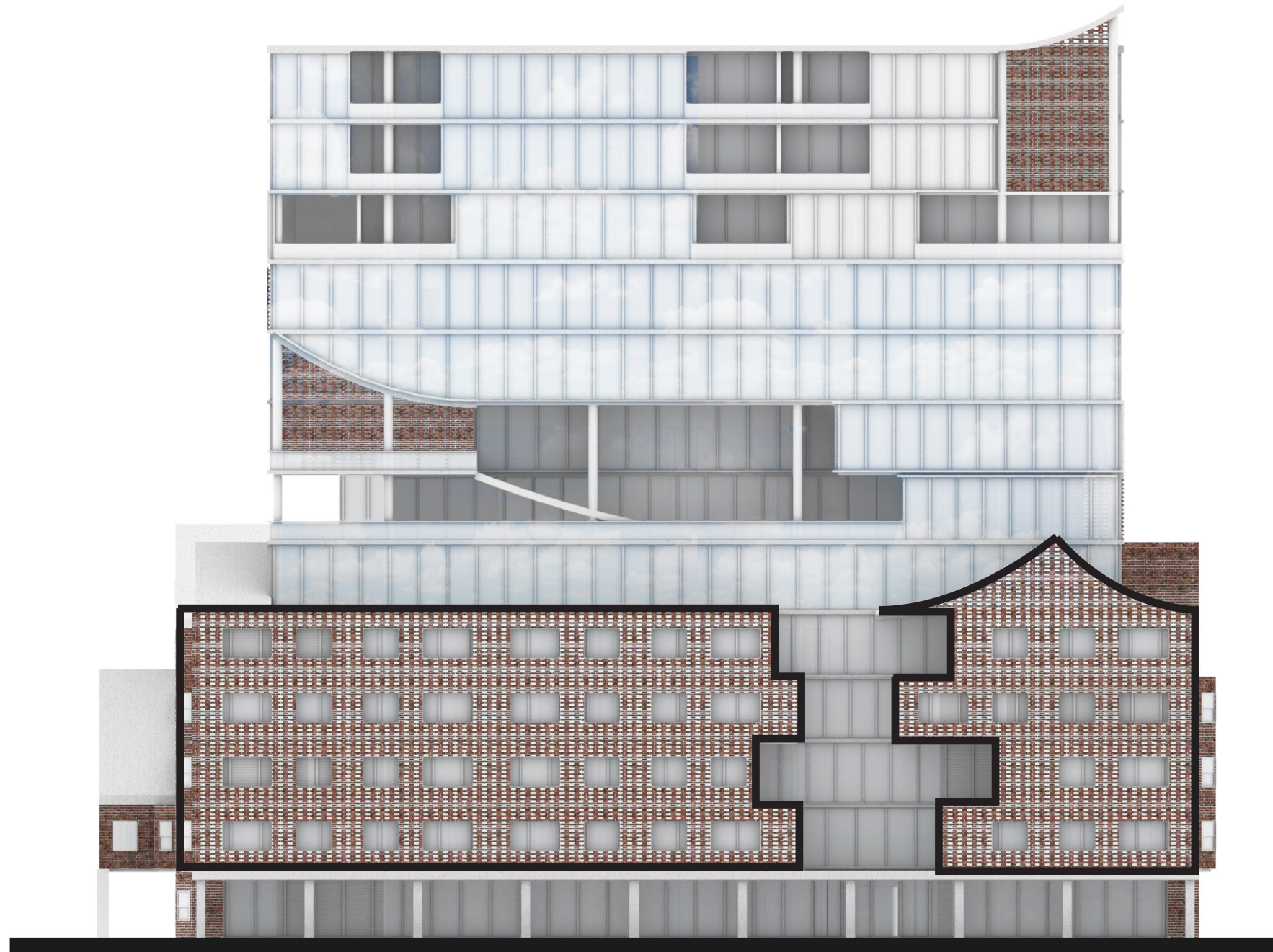


MATERIALISATION

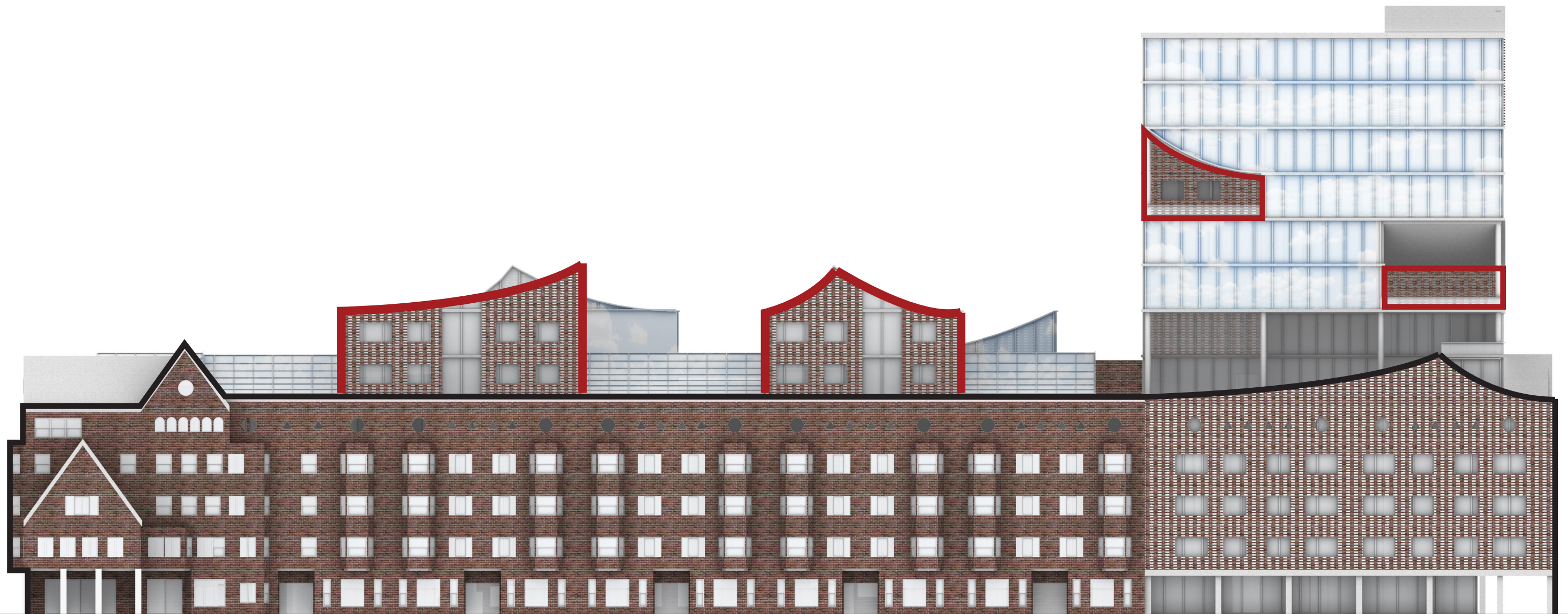
FACADE PRINCIPLE



FACADE PRINCIPLE



FACADE PRINCIPLE



FACADE PRINCIPLE

