starters building young entrepreneurs

between globalism and regionalism
Weena district:

- many high rise
- business district
- loose of public space
- cold
- liveless
- disconnected
Concept urban scenario
- reconnecting the city
- creating spaces from non-spaces
Concept urban scenario
- densification
- creating public space
- serving the fragments around
- using the infrastructural borders as connectors
Anja Dirks / 1271350 / Public Realm / Rotterdam / Suzanne Komossa - Nicolas Marzot - Jelke Fokkinga
It can be described as a process by which the people of the world are unified into a single society. This process is a combination of economical, technological, socio-cultural and political forces”

(S.L. Croucher)

‘Global’ means a broad network which is reaching wider than the (local) city itself.
Starters

- No small rentable floorspaces
- Missing network
- Lack of experience
- Missing facilities
- Risk of isolation

= Failure of the starting business
Focus

- Non-compatative
- Non-selective
- To start/to get experience
- MBO (nearby schools cooperation)
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“by making public space accessible for everybody, it will be, at the end, accessible for nobody” (Timo de Rijk)
Public life generator

Collective facilities to serve the ‘inhabitants’ of the building, but also to make the connection to the outside life. Places to learn, to meet, to perform and to relax.

General public facilities serving the fragments around the stitching.

- exhibition space
- lunch room
- super market
- bookstore
- sport field
- fitness space
- living room
- office
- auditorium
- presentation space
- living room
- library
- cafe
- coffee bar
- bar
- Club
- supermarket
- administration
- event space
- web and application design
- marketing office
- financial products
- job agency
- ICT business office
- juridisch advies bureau
- events agency
- recruitment & selection office
- internet travel agency
- marketing office

Public

serving the city - local

Private

with distance from the city - global

Starters building young entrepreneurs

Working units young entrepreneurs, units that are rentable.

Collective facilities to serve the ‘inhabitants’ of the building, but also to make the connection to the outside life. Places to learn, to meet, to perform and to relax.

Working units young entrepreneurs, units that are rentable.

- working space
- tutor space
- workshop space
- presentation space
- living room
- library
- cafe
- coffee bar
- bar
- Club
- supermarket
- administration
- event space
- web and application design
- marketing office
- financial products
- job agency
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Public

serving the city - local

Private

with distance from the city - global
boxes
location       urban scenario       interests       concept       design       technics       detail       questions
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boxes
boxes

location urban scenario interests concept design technics detail questions
boxes

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office concepts

4th - 6th floor:
- smaller offices
- more internal contact
- inner connections
- informal zone
- smaller/ just started starters

7th - 9th floor:
- bigger offices
- only offices and corridors
- more related to traditional offices
- larger businesses/ starters
office concepts
Office concepts

- informal zone along the core
- corridor inbetween the formal and informal
- informal zone as extension
- collective use options
- focus on the collective
office concepts

location        urban scenario        interests        concept        design        technics        detail        questions
office concepts

location
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office concepts

- corridor centralized
- bigger offices
- hardcore offices and core
- focus on the individual
office concepts
materialisation

location       urban scenario       interests       concept       design       technics       detail       questions

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materialisation
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