Public Incubator
P5 Presentation, Jeroen Dijkgraaf

TU Delft; Public Building
26th June, Room T
Content

Introduction

Urban Scenario

Design concept

Architectural expression

Reflection
La Ramblas, Barcelona

**Introduction**  Urban scenario  Design concept  Architectural expression  Reflection

*Studio introductie*
How can I establish new relations between public space and urban economy, in order to meet Rotterdam's social, political and economic problems and needs?

Introduction

Research question
Introduction

Location
Introduction

**Urban scenario**

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*Location*
WeenaLijnbaan Delftse straat The location

Lijnbaan Weena Delftse straat The location

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The Perimeter block

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The Perimeter block
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Potentials of the existing structure
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Block
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Model

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Model
Program

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Program
Program

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Collectivity and density

Innovations
Three theme's

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Introduction

**Square’s**

**Urban scenario**

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Reflection
What is orientation?

*Orientation is a process that deals with the exchange of information and knowledge. This process can create a spin-off between the public and urban economy and therefore this forms the main concept of the building.*
Introduction

Urban scenario

Design concept

Passage

Galleria Vittorio Emanuele

Passage Vivienne
Existing structure

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Front facade
Front facade
Back facade
Old structure – Urban economy

Adding public life

Concept

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Architectural Expression

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Architectural Expression

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*Architectural Expression*
Architectural Expression

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Situation and approach – front façade
Situation and approach - Corridor

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Situation and approach - Corridor
Situation and approach - Fragment

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*Situation and approach - Fragment*
Composition and facade

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Composition and facade
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Installation concept