public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

(SH)Alom
a cultural mix of living in a hybrid urban block
by robbert van de straat
p5 presentation by robbert van de Straat

design principals

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02 research phase: intensity in density
03 masterplan: intensity in density
04 research: the mixing machine
05 programme of requirements
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07 construction and climate
08 design (SH)Alom
09 conclusions
01 introduction
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block
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city centre of rotterdam
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block
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stadhuisplein
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block
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02 research phase: intensity in density
problem statement

problem of Rotterdam: low urban density

The city of Rotterdam doesn't have the characteristics of the heart of the city: a certain congestion (=density and intensity) of elements and a certain complexity.

The many rules and post-war transformations reduced the complexity and connectivity of the center. Rotterdam's low density reinforces the lack of urban vitality in the public space.

These aspects resulted into a constant transformation of the urban structure rather than a coherent city form. The image of the city centre is rather one of suburban shopping than one of an attractive city centre.
mapping the city on the topics of socio-economics, demography and characteristics of the real city of Rotterdam.

the aim is to understand the relation between the real use of the city and its architecture.

• what are the characteristics of the inhabitans that share the public space in the city?
• which intensities in densities create a more vibrant city life?
• which parameters do we need for our location for the aimed result of social exchange?

The outcome of the research is to evaluate how a hybrid urban block can function as a catalyst for density in its surroundings and finally to create a masterplan where a hybrid urban block integrates a mix of cultural groups and spreads the cultural diversity in the city from a smaller scale.
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block
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research large scale

---

data density

Rotterdam is...

592,939 inhabitants
46,868 Turks 282,776 immigrants
52,632 Surinamese 38,982 Moroccans
300,141 employed
15,797 unemployed
231,982 people between 35-64 years old
9,367 shops
24,285 businesses
289,779 dwellings
26,600 euro annual household income
220,642 euros for a house
safetyscore 7.3
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block
data density

city centre is...

31.305 inhabitants
1.773 turks  14.986 immigrants
2.500 surinames  1.873 moroccans
78.273 employes  1.463 unemployed
11.723 people between
35-64 years old  1.973 shops
3.845 businesses
17.116 dwellings
26.900 euro household income
220.461 euros for a house
safety score 4,9
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research small scale

<table>
<thead>
<tr>
<th>age</th>
<th>ethnicities</th>
<th>income</th>
<th>elections</th>
<th>safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19</td>
<td>20-34</td>
<td>35-64</td>
<td>&gt;65</td>
<td>natives</td>
</tr>
</tbody>
</table>

legend

- other nationality
- natives
- europese
- african
- south american
- >65 years
- 35-64 years
- 20-34 years
- 0-19 years
- high income
- middle income
- low income
- households
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research small scale
research small scale

data density

cool is...

4,160 inhabitants
170 turks 2,120 immigrants
332 surinames 1,773 moroccans
16,050 employes 216 unemployed
1,533 people between
35-64 years old 698 shops
974 businesses
2,594 dwellings
24,700 euro household income
177,264 euros for a house
safetyscore 4,7
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research small scale
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

research small scale

intensity of use - project location - a weekday

intensity of use - project location - weekend

active / passive functions - project location - by day

active / passive functions - project location - by night
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overall conclusions

strengths
helpfull is...

- population
- geographic position
- young and creative
- highrise
- lijnbaan
- shop density
- multi-ethnical
- leisure
- community facilities
- healthy pulse
- art centre
- companies
- social contact
- regional, national and international accessibility
- heterogeneous
- range of functions
- coherence
- building development
- in between space

weaknesses
harmfull is...

- homogeneous
- lack of connectivity
- post-war transformation
- complexity
- bigness
- generic city
- morphologic mismatches
- lack of human scale
- low residential density
- lack of public space
- incoherence
mixed area; lowrise small shops, large highrise offices and dwelling towers around green waste lands

inhabitants are equally autochtoneous - allochto-nous, 20-65 years of age and have a small-medium income (<26.500,- euros a year).

large firms (banking and economics) and chain shops

flat heartbeat after 6 p.m. due to function zoning

The project location needs an injection of:

- high-quality open space;
- more dwellings and community functions;
- and a diverse mix of functions for a healthy city rhythm.
03 masterplan: intensity in density
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masterplan intensity in density

adding densities

small scale injections with a healthy mix of functions for the three realms: public, collective and private.
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masterplan intensity in density

network on the roof

green roof network with paths, squares and bridges; it’s a modern interpretation of original canopy.
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masterplan intensity in density

re-design Lijnbaanhoven

re-design the green Lijnbaanhof from the 1950's and the other park as a sports square that collects rainwater from its surroundings.
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masterplan intensity in density

expedition streets

expedition streets are covered and given back to the public-collective realm.
pedestrian island

- create a pedestrian island by pushing car traffic underground in the Aert van Nesstraat
- underground connection to the parking garages at the Sporthof and the design location
the masterplan intensity in density offers:

- a healthy city rhythm in a current monotonous area
- interfaces in the public, collective and private realms
- high quality spaces that can be claimed in time by different social groups
building block with 3 public buildings

- the hybrid urban block reconnects the Lijnbaan to the Coolsingel and Meent.
- 3 volumes are designed as stepping stones from the lowrise Lijnbaan to the highrise east side; their periscopes connect the buildings to their surroundings.
- one is for urban farming, one is for creative education, one is for wellness en living
04 research: the mixing machine
research. The Mixing Machine

architectural and sociological mechanism who are needed to promote a mix of sub cultures within an urban block, to avoid segregation on a small scale and creating a good foundation for society on a bigger scale.

ARCHITECTONICAL ANALYSES

• multicultural building developments
• specific neutrality, manifesto for collective housing. Atelier Kempe Thill
• city as a loft. Kees Christiaanse

DEFINITION OF THE BORDER

GUIDELINES FOR THE DESIGN

SOCIAL ANALYSES

• research intensity in density
• migrants and their living conditions 50’s & 60’s
• increase of cpo’s
• 2nd generation migrants

CONCLUSIONS OF THE ANALYSIS
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le medi - Rotterdam
urban catalysts
migrants 50's & 60's
Punt en Komma - The Hague

new city inhabitant
increase of cpo's
neutrality: houses by metre
concept of the loft

research Intensity in Density
the new typology of the 21st century
Mi Akoma di Color - Amsterdam
2nd generation migrants
<table>
<thead>
<tr>
<th>characteristics</th>
<th>turkish</th>
<th>moroccan</th>
<th>surinamese</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>most ambitious and explicit in preferences. Most critical to Dutch way of interior layout</td>
<td>high level of community feeling. Highest moving intention, prompted by a strong dissatisfaction of current living conditions. Most 'urban' in preference.</td>
<td>smallest difference in current and wished situation</td>
</tr>
<tr>
<td>residential typology</td>
<td>strongest focused on private housing</td>
<td>stronger focused on rental housing. Higher preference for multi-family housing</td>
<td>live more often in private housing or single-family housing. Less attached on housing features</td>
</tr>
<tr>
<td>surrounding</td>
<td>most focused on living next to households of 'own' culture. Strongly focused on living in city centers and suburbs. Keen on 'own' cultural elements in the neighborhood</td>
<td>strong focused on living in city centers and suburbs. Strongly focused on living with other cultures. Keen on 'own' cultural elements in the neighborhood</td>
<td>strongly focused on living in suburbs. Less need to live with people of same origin</td>
</tr>
<tr>
<td>provisions</td>
<td>attached to recreational facilities (parks). Presence of a mosque is important</td>
<td>mostly attached to range of facilities. Presence of a mosque is important</td>
<td>less need for practical facilities (supermarket, public transport), but more for places to go out to</td>
</tr>
</tbody>
</table>

research done by SmartAgent®Company: Preference in living conditions for Turkish, Moroccan and Surinamese people
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different needs in living conditions

- in city centre
  - critique dutch layout
  - private housing
  - keen on own cultural elements
  - parks
  - mosque

- in city centre
  - suburb
  - multi-family resident
  - keen on own cultural elements
  - range facilities
  - mosque

- suburb
  - private housing
  - single-family dwelling
  - ethnic entrepreneurship
  - less need for practical facilities
  - places to go out

- single-family dwelling
  - new building development
  - storage
  - hobby- or studyroom
  - small garden
  - guest room

- one-level appartement
  - 2 bedrooms
  - near public transport
  - close to friends and family
  - close to facilities
  - maintenance free

different preferences in living conditions (and generations) of Turkish, Moroccan, Surinamese and natives
conclusions. The Mixing Machine

migrants and their living conditions

multicultural = flexible, innovative and abundance

designing and building spacious, extendable floor plans will result in dwellings that can be used by a wider range city-users, on their own way.

for example on the one hand it can be used for a family who want to take care for their (grand)parents and on the other hand the same unit can be used as a combination of living and working for a young couple.
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05 programme of requirements
programme of requirements

(SH)ALOM

living

- 28 'flexible' apartments (ca. 90-85 to 50 m² pdu)
- semi-private balconies (ca 20 m² pdu)
- private storage (6 m² pdu)
- private parking (1.5 pdu)

(small)ALOM

public and collective spaces

- intense usable public square
- collective use of atrium space
- public accessible roof gardens
- several office and gallery spaces
- multifunctional (meeting) space (ca. 120 people)

(SH)ALOM

facilities

- grand cafe - lounge
- barber
- spa, beauty-centre, hammam
- fitness facilities
- sport facility & sportsbar

(SH)ALOM

'shalom' means peace, completeness, and welfare in Hebrew and can be used idiomatically to mean both hello and goodbye. The word 'alom' is a dutch synonym for the word 'multifunctional'.

(SH)ALOM combines a cultural mix of living with a communal function in the form of a wellness center.

<table>
<thead>
<tr>
<th>Total m²</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>living:</td>
<td>6.440 m²</td>
</tr>
<tr>
<td>wellness:</td>
<td>4.385 m²</td>
</tr>
<tr>
<td>total:</td>
<td>10.825 m²</td>
</tr>
</tbody>
</table>

(mentioned m² includes the collective spaces)
wellness

adding public programme

adding a public function as a wellness center (to the one of living) will attract a wider range of different cultures.

It’s going to be a place where people can just relax after a long day of work, meanwhile talking with its neighbor who’s there for a ritual cleaning.
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Different usage of the wellness center

Sure you’ll feel it the next day when you attend one of my spinning lessons, but in the end you’ll get a better condition, and feel much more content!

After a hard day at work...the hammam is really our thing, just relaxing, getting a ritual cleansing and to finish with a steamy hot sauna.

I’ll make use of the fitness facilities after a hard day of work, to work on my sixpack.

Love to yoga, with my friends, and to look at all the guys getting ‘sweaty’.

You can come to me at the beauty center, gonna make you all relaxed and beautiful again!!
06 design concept
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

development of the design

1958 - Leo de Jonge - Monumental building
- in depth survey monumental building
- floorplans
- sections
- facades
- programme

demolish roof atrium
- demolish roof of atrium to open up

FINAL

top monumental building with new function
- add new functions on top of existing
- gallery principal

top monumental building with two slabs of functions
- use atrium as central space of transition
- interior courtyard principal

top monumental building with one slab of new function +
one slab of new function in front of monumental building volume
- optimal use atrium as central space of transition
- interior courtyard principal
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in depth survey
inspiration

I think a building in the center of Rotterdam should be a building that takes on a dialog with its direct surroundings.

The design proposal is going to be a clearly visible icon and should have a relation with the architectural tradition of the city itself, instead of searching for precedents and inspiration in foreign countries or designing a building without any relation with the history and tradition of the place itself.

The prominent inspiration for this project are the experimental villa’s from the 30’s, who are characterized by long continuing windows and white facades combined with a surplus of exterior spaces like balconies and terraces.

This modern tradition whereby in the 30’s in small villa’s was experimented, became in the 50’s persevere in bigger buildings from maaskant and van der broek en bake- ma.
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**build-up design**

1 **monumental volume**
   - keep characters as much as possible
   - upgrade to standards of nowadays

2 **added building volumes**
   - compact core - flexible space around
   - opening towards the exterior
   - optimal day light
   - panoramic views
   - transparent strips in facade

3 **expressive outside spaces**
   - long balconies along each apartment
   - outer space connected with living rooms and studios
   - horizontal character
   - exterior light expression
   - sculptural facade element

4 **variety of floor types**
   - variety of apartment types
   - variety of open air spaces
   - fragmented appearance
   - housing scale vs monumental scale
   - domestic character vs office character

opening towards exterior, more closed towards interior

interior collective (slow) routing

housing with horizontal character

transparent strips in facade for panoramic views and optimal daylight

variety apartment typologies

expressive long balconies connected with living rooms and studios

vibrant facade made with sculptural facade element

housing scale vs monumental scale
building complex

personality
the personality of the hybrid is a mixture of complexity, diversity and variety of programs.

It looks for unexpected, unpredictable, intimate relationships, encourages coexistence and is conscious that its flexibility and adaptability are the key to its own future.

sociability
the ideal hybrid feeds on the meeting of the private and the public spheres. The intimacy of private life and the sociability of public life find anchors of development in the design. The permeability of the hybrid makes it accessible from the city and the private use of its services extends its timetable to 24 hours a day.

form
the form-function relationship is implicit. The element in the facade pierces thru the construction and creates with that on the one hand interior gallery and on the other semi-private balconies.

city
because of its scale, urban composition strategies are added to the design. It takes on a dialogue with other urban landmarks and interrelationships with the surrounding public space.
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main entrance clearly visible at public square
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interior atrium

a place where people meet in private and public spheres
**generic vs. theoretical**

**generic thru position**

<table>
<thead>
<tr>
<th>generic</th>
<th>vs.</th>
<th>theoretical</th>
</tr>
</thead>
<tbody>
<tr>
<td>generic floorplans</td>
<td></td>
<td>tailor-made floorplans</td>
</tr>
<tr>
<td>core</td>
<td></td>
<td>walls</td>
</tr>
</tbody>
</table>

**generic**

- generic floorplans
- core

**theoretical**

- tailor-made floorplans
- walls

**mies van der rohe**

- *Farnsworth House*

**kempe thill**

- *Manifesto: Specific Neutrality*

**hendrik petrus berlage**

- *Social Housing Amsterdam*
generic vs. theoretical

generic floorplans
  core

tailor-made floorplans
  walls
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public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

living programme

generic vs theoretical position

the concept of the apartments are based on the generic approach known from the miessian scheme for the Farnsworth house and the manifesto ‘specific neutrality’ written by atelier kempe-thill.

apartment variations

the concept of the apartments offers a flexibility for a wide variation of users: students, starters, variations in families and housing for the disabled or elders.

central core

all the apartments are based on the same scheme. In this lay-out there is a central core that with its position creates space for different sizes of rooms around it.

structure apartments

the way the apartments are structured makes it possible to change the layout of a plot...and with that the plot can adapt (in the future) to other typologies and functions.

miessian scheme for the Farnsworth house existing out of three elements:
plot - building - core

(SH)Alom design proposal apartments existing out of four elements:
tissue - plot - building - core
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apartment typologies

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**tissue**

**plot**

**building**

---

**core**

---

**position of front door**

---

**SL1**

**type A0**

- gbo: 90 m²
- loft
- Households
- 50+
- 2-persons, no kids
disabled

---

**SL2/STU**

**type A1**

- gbo: 90 m²
- 2 bedroom
- Households
- small family
- 2-persons, office at home

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**SL1**

**SL2**

**type A2**

- gbo: 90 m²
- 3 bedroom
- Households
- medium family
- 2-persons office at home
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07 construction and climate
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

structure & flexibility

existing structure
The existing structure exist out of an in-situ poured concrete system of columns and beams, floors and walls.

new structure
The new added structure exist out of a steel skeleton system. Between the existing structure and new structure there is going to be a hinged joint needed for different settlements of the existing and new structure.

SlimLine floors
The SlimLine floor concept makes it possible to change the layout of a plot (all the installations run thru the floors)...and with that the building can adapt to different typologies and functions when needed.

The Slimline floor will be layered perpendicular to the primary beams
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upgrading monumental building  basic principle strengthening foundation

1. to strengthen foundation
2. arrival foundation machinery thru facade
3. pressing steel tubular pile
4. removal foundation machinery
5. pouring steel tubular piling with concrete (and armouring)
6. new concrete floor, anchored to exterior walls
upgrading monumental building

intro
The design proposal includes a monumental building in Rotterdam designed in the late 1960’s.

considerations
Important considerations in the proposal are that the original function of the building has changed, the climate features of the building are not sufficient for modern requirements, and that the building has been designed in a particular architectural style.

building upgrades

foundation
strengthen foundation and existing columns and beams with reinforced concrete.

exterior skin
adding monumental glazing in existing window frames in combination with a local solution of adding 50 mm interior insulation in a wooden framework or adding a 2nd skin facade (at functions where a lot of heat gets generated).

slopes of natural ventilation
mechanic air extract
roof installations
2nd skin facade
partly renovated window framing
interior vs exterior windowframes
large glass surfaces, no sunshading
thermal bridges
deep window sills
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The basis of Slimline is a concrete layer (70mm thick) with integrated steel beams and optional tubing system for climate control.

The steel beams contain openings, effectively resulting in one shaft area where all cables and pipes can be installed freely. All installations are easily accessible through movable hatches in the subfloor.

The subfloor can be fixed, flexible or a combination of both. A fixed floor is most of the time supplied with floorheating to reach a better interior climate (double climate-tubing, ceiling and subfloor).
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It is a hybrid building block that combines a cultural mix of living with a communal function in the form of a wellness center.

'Shalom' means peace, completeness, and welfare in Hebrew and can be used idiomatically to mean both hello and goodbye. The word 'alom' is a Dutch synonym for the word 'multi-functional'.

 metamorph of architect; name of the building in combination with type of installations as starting-point

 typologies
• living, living/working, working
• public and collective spaces
• range of facilities

total m²
living: 6,440 m²
wellness: 4,385 m²
total: 10,825 m²
(mentioned m² includes the collective spaces)

 passive elements
• floor layout in different temperature zones
• compact design
• thermal insulation outer shell
• nightventilation in combination with 'thermal storage mass'
• optimal daylight use

 active elements
• cooling and heating by a reversible heatpump
• ventilation with heat-recovery
• energetic efficient household-products and lighting fixtures (ex. LED)

 passive elements
• distribute rain and snow thru waterdrains into storage tanks and recycle for greenroof

 active elements
• cooling and heating thru so called "WarmBouwen" principal
• ventilation with heat-recovery
• energetic efficient products and lighting fixtures (ex. LED)
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sustainability

passive systems
A passive design is in essence a design with low-energy consumption. A ‘natural’ sustainable design is based on simple principles and not expensive rules who offer comfort and create an energetic efficient building:

- compact design in favour of optimizing facade surface
- floor layout in temperature zones
- good thermal insulation from the exterior skin
- optimal daylight usage
- good sunprotection thru cantilevering facade-element

sustainable measure
some sustainable measures to reduce energy consumption and with that the CO\textsuperscript{2} reduction:

- efficient construction
- high-end insulation
- connection to district heating green-energy
- balanced CO\textsuperscript{2} guided ventilation
- daylight controlled lighting fixtures in collective spaces
- presence detection in collective spaces
- re-useage brake-energy elevators
- energy efficient lighting fixtures (LED)
- energy low parkinggarage
- rainwater filters
- energy-efficient appliances
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WarmBouwen principal

summer
room temperature
19 °C

winter
room temperature
19 °C

heat recovery
cooling
heating

16 °C  9 °C

heat storage mass

graduation studio public realm | shalom | p. 67/96
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installation schemes - apartments

day time - cool head

night time - warm feet

passive systems
- floor layout in temperature zones
- compact building design
- highly insulated shell
- night cooling system for cooling thermal storage mass
- facade elements sun protection

active systems
- compact device heat pump, heat-storage tank and heat recovery
- energy efficient appliances
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08 design (SH)alom
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block
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floor plans

floor level -01 and groundfloor level

-01

0+p

existing collective public parking
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floor level 0: grand cafe, multifunctional space residents, barber, atrium
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floor level 1: galleries and office spaces

3300 +p
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

floor level 2: swimming pool, wellness and fitness facilities
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floor level 3: wellness facilities, hammam and live/live-work/work-typologies
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floor level 4: collective spaces and live/live-work/work-typologies
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floor level 5: collective green roof and sportfacilities
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

floor level 6: live/live-work/work-typologies

schaal: 1:200
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

floor level 7 semi-collective green roof and live/live-work/work-typologies

existing collective public parking

24000 +p
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

floor level 8: live/live-work/work-typologies
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

floor level 9: green roof and live/live-work/work-typologies
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

facades

south facade

west facade
	north facade

east facade
materialisation

- sandwich panel finished with white stucco
- prefabricated elements
- monumental volume untouched
- transparant strips in facade for panoramic views and optimal daylight
- aluminium facade elements
- opening towards exterior, more closed towards interior
- interior collective (slow) routing made of wooden flooring
- expressive long balconies with wooden flooring
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

cross section
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

d02 cross facade fragment and detailing
sections and facade fragments

longitudinal section
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d01 longitudinal facade fragment and detailing
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

view from 2nd surface level lijnbaan
09 conclusions
(SH)ALOM is a reaction to the fragmentation of society.

the combination of a ‘cultural’ mix of living, with a communal function in the form of a wellness center will attract people from different (sub)cultures.

- no longer do we know whom we build for - The ‘loft’-typology, combined with horizontal and vertical flexibility, will attract people with different needs in living- or working-conditions. The same space can be (re)used for example a couple, a big family or for people with an office at home. The loft is a mix of public and private; it can be home, office or both.

the wellness makes use of the existing construction of the monumental listed building. This building is flexible because its a ‘light’ space and it has large surfaces and high ceilings. It provides powerful, adaptable architectural spaces. By giving it a new function and meaning, the building from Leo de Jonge, will start with a new life.

This initial mixture of different activities will ultimately lead (SH)ALOM to become not a parasite on the urbanity of the inner city but an urban center itself.

R.R. van de Straat
1 july 2011
public building: (SH)ALOM. a cultural mix of living in a hybrid urban block

THE END
THANKS FOR YOUR ATTENTION