Structure

1. Position and Argument
2. Site
3. Design
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment
Our Task: New Direction for the Public Interiors

What are public interiors?
Our Task: New Direction for the Public Interiors

What are public interiors?

Generally one could say, every interior location other than the private home can be considered a public interior.

Where we are exposed and in contact with others.

Public Interiors belong to the public sphere that is made up of its architectural articulations, programmatic agendas as well as its users that have a myriad of conceptions of what is an appropriate public space for them.
Our Task: New Direction for the Public Interiors

What are public interiors?

an attempt to name 4 major classification groups:

dedications to

Places of commerce and consumption
Infrastructure, transportation
Culture and leisure
Cooperate business
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Places of commerce and consumption

strategies:

management, manipulation, control, security

Anthony Belluschi; Park Meadows. Littleton, Colorado
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meanwhile in Europe...
Infrastructure, transportation

strategies:

ordering, organizing, channeling, guiding flows of passengers

communication and signage
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Grand Central Station. New York
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Moneo; Atocha Station, Highspeed terminal
Culture and leisure strategies:

exposure, communication, spectacle, stimulation
“Beaubourg was conceived as a live centre of information and entertainment - a flexible container and dynamic communication machine highly serviced and made from prefabricated parts.”
Cooperate business

strategies:

representation, marketing, security, communication
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And of course Zuidas, World Trade Centre Lobby.
Observations:

Most of our familiar and cherished public interiors are supplements to another main function.

They come as combinations and hybrids.

They impose invisible barriers and more or less strict codes of conduct.

Most purest forms of free public spaces are more likely to be outside and not interiors.
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Public Parks, Gardens and Pleasure grounds

really free and public

accessible at anytime

no dominant function or purpose

no hidden agenda

both individual and collective experiences
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Public Interiors are part of our everyday routes and routines. even though privately owned, kept and managed, most of the interiors are understood as public interiors and are firmly interwoven with the public domain and exterior urban fabrics.
The users of public interiors

Axioms reflected on the Zuidas location

1. The most important ingredient for a successful public space is the right amount of people using it purposefully.  
   (Use / Occupation)

2. The purpose of any public space will always be determined by its users.  
   (Co-creation, Configuration)

3. A good public space allows for a high degree of co-creation and re-configurations.  
   (Flexibility)

4. The choices any public space offers determines which and how many different user groups will be using it.  
   (Diversity)

5. The more different user groups can use a public space, the more comfortable its social climate will be and the more intense its use throughout different time periods.  
   (Simultaneity)

6. If one user group dominates a certain public domain it becomes difficult for others to make claims.  
   (Exclusiveness)

7. It is easier for users, to adapt to bad environments than to actively or passively improve them.  
   (Resignation)

8. Movement and accessibility is a necessity, contemplation and seclusion is a desire.  
   (Contrast)

9. Under use of a public space means that there is a better alternative somewhere else.  
   (Competition)

10. The more elaborate and sophisticated the private interiors are, the weaker its adjacent public spaces.  
    (Redundancy)
Zuidas: Getting to know the site
“Zuidas wants to become a “fully fledged urban center in its own right”
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**Issues:**

exclusiveness of the corporate culture

underuse of public space

office worker as user groups have restrictive agendas

Zuidas as a transport cocoon
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Goals:

Bring more different user groups to the Zuidas.

Introduce new functions and programs in the area that are capable to accommodate different user groups and that can counter the over-all corporate identity of the place.

Public interiors as a free space for identification and self-realization.
Argument:

Public interiors should also exist independently from places of consumption and infrastructures.

A public interior nourishes on the purpose and significance its various users are invited to attribute to it.

Coming together under one roof to work on one's own new ideas and projects can create valuable synergies and contribute to a production of a character and hence culture.
Conclusion:

Public interior should enable multiple purposes and flexible uses.

The architecture should be the framework for an informal “university of the streets”

People should be allowed to claim spaces for their purposes, projects and activities.

There should be room for different intensities of use. (duration, elaboration)

The public interior should extent its significance by paying respect to what is already there and should also benefit from a dialogue between the new and the existing.

The corporate backdrop of Zuidas could also benefit from innovations and ideas coming from start-ups and incubators located in the Innovation Campus.
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Fun Palace 1960 (project)

Cedric Price Interaction Centre 1976
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Frank van Klingeren t’ Karregat 1970

De Meerpaal 1965
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Peter Celsing Kulturhuset 1966
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2. Site
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520m x 24m
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Contemporary workscapes and studios in an exposed public environment
Innovation Campus Zuidas
Contemporary works and studios in an exposed public environment
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment
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Top of the elevated road approx. +4.00m
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Contemporary workscape and studios in an exposed public environment
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment
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Current pedestrian movements and facade orientation.
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Desired pedestrian movements and facade orientation.
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Design

Zuidas in section

In plan view
Common notions of “street”
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Occupation of the elevated road by a horizontal structure

Zuidas in Section

In plan view
Design diagram
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Design evolution P1-P4

How to colonize the long stretch of land?

Early Study models
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Design evolution P1-P4

Single level Meander with courtyards
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Design evolution P1-P4

Single level Meander with courtyards
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Design evolution P1-P4

Passage with public Stoas

Prominent emphasis of horizontality of project with roof structure.
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Design evolution P1-P4

Passage with public Stoas
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Design evolution P1-P4

Introduction of lowered pits and layered topography with study/ work booths
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P4 Final Design
Campus with 5 Pavillions and layered ground
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3 main trajectories with main access points
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wide bicycle lane with slope and tree border
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points of access
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Overshadowing of site at 13.00 June 21st
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment

How is this urban public workspace organized?

Public Foundation on public land

Management and board of trustees consisting of senior occupants (self organizing)

Control over the ventures and projects, their themes and relevance.

In return, occupants have to give lectures, workshops, demonstrations or make exhibitions of their products and ideas.

Certain amount of ad-hoc freely occupy-able workspaces and zones to stay.
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Who is the audience? Who makes use of what

**Studios**
Graduates from nearby university.

Study groups from all kinds of different educational facilities from around Zuidas.

**Ad-hoc work spaces**
Residents from the neighborhood.

Traveling / Visiting Entrepreneurs to Zuidas

**Presentation and Exhibition Areas**

Pedestrians as they use it as a natural part of the district of Zuidas
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Overshadowing of site at 9.00 June 21st
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Overshadowing of site at 11.00 June 21st
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment

Overshadowing of site at 12.00 June 21st
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Overshadowing of site at 13.00 June 21st
Innovation Campus Zuidas
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Overshadowing of site at 14.00 June 21st
Innovation Campus Zuidas
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Overshadowing of site at 15.00 June 21st
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Overshadowing of site at 16.00 June 21st
Innovation Campus Zuidas
Contemporary workspaces and studios in an exposed public environment

Overshadowing of site at 18.00 June 21st
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Overshadowing of site at 9.00 March/September 21st
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment

Overshadowing of site at 11.00 March/September 21st
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment

Overshadowing of site at 12.00 March/September 21st
Innovation Campus Zuidas
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Overshadowing of site at 13.00 March/September 21st
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Overshadowing of site at 14.00 March/September 21st
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Contemporary workscapes and studios in an exposed public environment

Overshadowing of site at 15.00 March/September 21st
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment

Overshadowing of site at 16.00 March/September 21st
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment

Overshadowing of site at 17.00 March/September 21st
Innovation Campus Zuidas
Contemporary workscapes and studios in an exposed public environment
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Interiors
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Interiors special functions

shops related to the needs of the occupants oriented outwards

gastronomy located prominently at the center
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The Center Axis at Zuidplein. A Gate to Zuidas
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Pavillion facing the Parnassusweg with presentation pits in red and garden spaces in green
Entrance situation at Parnassusweg. Possible location for a small shop.
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Current adjacent context
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possible future development
mixed urban blocks with canal on north side...
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