The most recent age of the cities is dominated by the "periphery" concept and the rise of the business districts. As an example, Amsterdam Zuid (South) is characterized by high accessibility, heavy infrastructure, presence of different building rises and the development of a global company "Zuidas", which, with its overscaled character, will predictably dominate the territory. The future urban layout of the Zuid presents a highly desirable area, however a possible social/economic/physical segregation is expected. The project aims to attract a diversity of users (which are currently scattered in the area) into a peripheral urban layout where they can coexist benefiting from the qualities of a traditional city center.

The Mixed-Use block is a component of a "in-between" development site situated within the borders of the Zuidas. Being inspired by local typologies and city center patterns, it includes several functions addressing three main user groups who are already existing in the area: students, families and elderly people. The project aims to increase the attractiveness of the surroundings considering the students as the potentially strongest target group owing to the presence of the Vrije University of Amsterdam next to the site. In order to intervene the business district dominated attractiveness in a local/global way, the design focused on user specific housing and local commerce, adding several facilities to improve the daily life of the user groups.

### Financial Model

- **Zuidas (50%):**
  - Design, construction and building maintenance
  - Off-site infrastructure & parking
  - Existing "Dok" model

- **Gemeente Amsterdam (36%):**
  - In-site maintenance (public areas)
  - Land maintenance (student housing and student related facilities)

- **Neslihan Parmaksizoglu 4032489 (8%):**
  - In-site maintenance (public areas)
  - Land maintenance (student housing and student related facilities)

### Proposal

- **Zuidas (50%):**
  - 23,644 m² living space (784 people)
  - 76 family units, 8,930 m² total (~254 persons)
  - 168 elderly units, 7,864 m² total (~234 persons)
  - 108 student units, 9,180 m² total (~292 persons)

- **Gemeente Amsterdam (36%):**
  - 25,644 m² living space (688 people)
  - 78 family units, 8,580 m² total (~234 persons)
  - 108 elderly units, 7,884 m² total (~162 persons)
  - 108 student units, 9,180 m² total (~292 persons)

- **Neslihan Parmaksizoglu 4032489 (8%):**
  - 4,059 m² (23%) for sale
  - 11,525 m² (75%) for rent
Ground Floor [0.00 m]
- entrance/temporary exhibition space
- multi purpose room
Commercial floor (south - high street access)
- bars
- restaurant
Commercial floor (north - secondary street access)
- laundry shop
- grocery shop
- retail shop
Residential volume connection
- bike sheds
- entrances
Student volume
- entrance
- common space

First Floor [+4.32 m]
Facility volume
- public library
Residential volumes
- 6 elderly units
- 1 studio
- 3 family units
Student volume
- 3 student units

Second Floor [+7.56 m]
Facility volume
- public library
Residential volumes
- 6 elderly units
- 1 studio
- 3 family units
Student volume
- 3 student units

Third Floor [+10.80 m]
Facility volume
- kindergarten/nursery
Residential volumes
- 6 elderly units
- 1 studio
- 3 family units
Student volume
- 3 student units
Fourth Floor [+14.04 m]
- Facility volume
- Medical center
Residential volumes
- 3 family units
- Private terraces

Fifth Floor [+17.28 m]
- Facility volume
- Gym
Residential volumes
- 2 family units (mezzanine floors)
- Private and common terraces

Heavy steel roof + hanging cables
Steel + Concrete construction
Circulation
Foundation piles

Horizontal sections 1:250
Vertical section 1:250
Detail-I
Detail-II

student: Neslihan Parmaksizoglu 4002469 - track: Architecture - lab: DSD Future Cities