Introduction

Background

Rotterdam
- well known as the bombed city, the ‘grey’ city and the multicultural city.

Cool
- well known as a shopping centre, fragmented and unattractive centre.

Research focus

Public realm and his users

Research question

What is the impact on a multicultural society on its public domain?

Conclusion

Cool, the city centre of Rotterdam
- has very different atmospheres at daytimes and nighttimes.
- has a very multicultural society, but there is no interaction
- is a functionally fragmented district
- has an unsafe feeling, there is no night activity, thus no social control
- has no awareness of one another
- has no connection with the surrounding areas
- has a very different atmosphere

Design opportunities

- Implementing functions that stimulate a more 24 hour use
- Create a place to meet and hang out
- Stimulate local use for more social awareness
- Introduce a variety of functions to attract more diversity of people
- Make connection with surroundings

Design concept

Important to make translation of our research on multicultural use into our concept.

Connect!

A Central ‘stage’ where every cultural expression creates awareness for its visitors...

The Cultural Experience!

Level 0
- Entrance

Level 1
- Musicbar

Level 2
- Sportsarea

Level 3
- Fysiotherapist

Level 4
- Lunchbar
- Walkpath

Level 5
- Livingview

Level -1
- Apartments

Level -2
- Sportsbar

Level -3
- Going out street

Visible connection

Visible connection

Visible connection