CITY FLAVOURS
A CONTEMPORARY FORUM FOR FOOD & CULTURE

GRADUATION PROJECT ARCHITECTURE

STUDIO PUBLIC REALM

MARIEKE SPITS

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COMMITTEE:
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ASSIGNMENT:
DESIGN A PUBLIC BUILDING THAT STIMULATES THE INTERACTION BETWEEN DIFFERENT SOCIAL GROUPS.

LOCATION:
EAST WING CENTRAL STATION DISTRICT ROTTERDAM.
CONTENT

1. STUDIO PUBLIC REALM 07-08: THEORY AND LOCATION
2. THEME: ESSAY AND PROGRAM
3. URBAN SCENARIO
4. DESIGN
   A. CONCEPTS
   B. PROMENADE
   B. THE TWIST
   C. THE CRITICAL DETAIL
5. REFLECTION
STUDIO PUBLIC REALM 07-08:

THEORY AND LOCATION
‘The public space could be compared with a table:
it prevents that people fall over each other,
it offers space for differences in such a way that it stays livable.
Sitting round the table does not mean that you will come to an agreement,
but it gives the opportunity to exchange opinions.’

H.Arendt, Philosopher
‘The shift that began in the late eighteenth century away from an understanding of the city’s public realm as a space of meaningful encounter towards a complete disconnection between public and private space.

R. Sennett, sociologist, ‘The fall of public man’
FLOWS OF PEDESTRIANS:

PEDESTRIANS DO NOT CROSS THE AREA
USE OF PROGRAM:

THE DIFFERENT USERS OF THE AREA HARDLY MEET
ESSAY AND PROGRAM
The socio-economic impact of creativity

In his book "The rise of the creative class" Richard Florida describes the worldwide rise from industrial to creative capital and its economic effects.

The ability to work with new ideas and better ways of doing things is ultimately what creates productivity and thus a new economy.

In this regard, the term "creative capital" is defined as the sum of intangible assets that are accumulated over time and can be transported across borders.

Creative capital is built upon the principles of creativity, knowledge, and innovation. It is a form of capital that is not tangible but rather intangible and can be transferred across borders.

The rise of the creative class has been driven by the globalization of the economy and the increasing importance of knowledge-based industries.

In the context of a creative city, it is important to focus on the role of public and private institutions in fostering a creative environment.

The City of Rotterdam is a case in point. The city has been successful in attracting creative talent and fostering a vibrant creative community.

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‘The ability of a city to attract, retain and develop creative people will be of crucial importance to prosper in the future. The ability to come up with new ideas and better ways of doing things is ultimately what raises productivity and thus living standards.’

R. Florida, Professor of Economic Development at Carnegie Mellon University, ‘The rise of the Creative Class.’
REMARKABLE SIMILARITY

ATTRACT CREATIVE CLASS
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OBJECTIVES

REVITALISE PUBLIC DOMAIN

SPACE THAT PROVIDES ROOM FOR SOCIAL ENCOUNTER, SELF EXPRESSION AND SELF-REFLECTION
‘People are searching for room that the design can provide for the ‘occupation’ of the space with a multiplicity of meanings. The public domain needs ‘re-sign instead of de-sign.’

Hajer en Reijndorp (In search of a new Public Domain)
FOOD AS A SOCIAL CONDENSER

NEITHER WORK NOR HOME

FOR EVERYBODY

EVERYWHERE
USE OF PROGRAM

CREATING MOMENTS WHEN PEOPLE CAN MEET

PRESENT

FUTURE
TENDENCIES: REVALUATION CULTURAL VALUES / NEW DOMESTICITY
CULTURAL VALUES: SLOW FOOD
TENDENCIES: INDIVIDUALISM / SELF-EXPRESSIONISM

Design should serve us rather than demand that we conform.
CREATIVE PARTICIPATION: COOKING WORKSHOPS

www.kookshow.nl
TENDENCIES: POST-MATERIALISM / REVALUATION QUALITY OF LIFE

QUALITY OF LIFE: (PUBLIC) HEALTH, GOOD FOOD
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Nederland in balans
Masterplan Preventie
Overgewicht 2005-2010
SLOW FOOD RESTAURANT

fair and local food

CITY LIVING ROOM

rest
work
study
meet
read
wait

SLOW FOOD
THE NEW KITCHEN

Dutch Cooking

COOKING STUDIO

office parties
multicultural cooking
cooking with
dieticien
children
cookingschool

FAIR FOOD HOLLAND
researches and promotes food that is good for people and environment.

MOVEDIS
coopération between
dieticien and movement specialist
CITY FLAVOURS:
A CONTEMPORARY FORUM FOR FOOD AND CULTURE

CITY:
STRONGLY CONNECTED WITH THE CITY

FLAVOURS:

COOKING

DIFFERENT FUNCTIONS:
CITY FLAVOURS:

A CONTEMPORARY FORUM FOR FOOD AND CULTURE

DIFFERENT FLAVOURS,
DIFFERENT USERS
URBAN SCENARIO
FLOWS OF PEDESTRIANS:

CURRENT SITUATION

GO

RETURN
FLOWS OF PEDESTRIANS:

NEW SITUATION

NEW ALIGNMENTS WITH THE LIJNBAAN AND ROTTERDAM NORTH
ROTTERDAM BUILDING BLOCK

USE THE QUALITIES OF THE ROTTERDAM BUILDING BLOCK AND THE EXISTING SPATIAL GRID

Rotterdam has got a unique spatial definition and should not try to be like the other Dutch cities. In fact, Rotterdam should use its qualities in a better way.

Rotterdam
Spatial grid
Amsterdam, Utrecht, Delft, Leiden

Public spaces
The way the broad, spatial grid functions now, does not concentrate people. Smaller, more intimate places should be created within the grid.

Spread
Concentration
Centrality

These concentration points should be spread all over the grid, within the reach of everybody.

Fragmentation
Blocks

Within the spatial grid, the building blocks are fragmented. They consist of small strokes and create undefined backsides.

Backsides
If the building blocks are used in their full size, more frontsides are created.
TWO SQUARES:

FORMAL BIG SQUARE

SMALL ARTISTIC SQUARE
DESIGN_CONCEPTS
STARTING POINTS DESIGN

1. THEME: CONNECT THE DIFFERENT USERS

2. PROGRAM: CONNECT THE DIFFERENT ELEMENTS

3. CONTEXT: CONNECT THE CITY
In a society with a strong public life there should be affinities between the domains of stage and street; there should be something comparable in the expressive experience crowds have had in these two realms.

R. Sennett, sociologist, ‘The fall of public man’
THE THEATRE REVERSED
THE THEATRE REVERSED
THE GRANDSTAND AND THE STAGE
WATCHING THE CITY
DISTRIBUTION OF THE PROGRAM

- **SHOPS**
- **COOKING STUDIO**
- **FOOD INFO POINT / OFFICES**
- **RESTAURANT / KITCHENS**
- **PARKING**
THE TWISTED THEATER

GROUND FLOOR AND FIRST FLOOR: CONNECTING WITH THE CITY

SECOND FLOOR AND THIRD FLOOR: CONNECTING THE INNERWORLD OF THE BUILDING
DESIGN_PROMENADE
PROMENADE ARCHITECTURALE

WALK THROUGH THE BUILDING ALONGSIDE DIFFERENT PERSPECTIVES, LIGHT AND SHADOW EFFECTS AND VIEWS TO THE OUTSIDE.
SELF SERVICE AREA CITY LIVING ROOM
STUDY/WORK AREA CITY LIVING ROOM:
THE STAGE OF EVERYDAY LIFE
ARRIVING FROM THE STATION
APPROACHING THE BUILDING
HAVE A LOOK INTO THE BUILDING
WITH EVERY STEP THE BUILDING CHANGES
LOADBEARING SLABS
LOADBEARING STRUCTURE

ROTATION SPAN DIRECTION

THE TWIST
LIGHTING AND VENTILATION
LIGHTING AND VENTILATION
HOLLOW SLABS WITH AIR DUCTS

CLIMATE SYSTEM:
- DEMAND DRIVEN
- PASSIVE VENTILATION WHERE AND WHEN POSSIBLE
- FRESH AIR IS BLOWN IN AT THE OPEN PARTS OF THE FACADE,
  DOORS AND WINDOWS CAN BE OPENED AND THE SYSTEM CAN TURN INTO A PASSIVE VENTILATION SYSTEM
HOLLOW SLABS WITH AIR DUCTS

HORIZONTAL SECTION
HEATING AND VENTILATION SYSTEM
HEATING AND VENTILATION SYSTEM

CONCRETE CORE COOLING AND ACTIVATION IN COMBINATION WITH AQUIFER SYSTEM
WINDOW FRAMES
FORMING A UNIFYING COMPOSITION
WINDOW FRAMES

BY COMPRESSING AND EXTENDING THE DISTANCE BETWEEN THE SLABS, DIFFERENT RELATIONS ARE ESTABLISHED
DESIGN_THE CRITICAL DETAIL
CONCRETE:
A SPECIAL BLEND OF CONCRETE USED BY TRAJAN ARCHITECT FOR THE HOLY ROSARY CHURCH IN WASHINGTON.
CONCRETE FORMED TO BOARD:

BY USING THE SAME DIMENSIONS OF BOARDS, THE DIFFERENT ELEMENTS GET THE SAME APPEARANCE.
THE CLOSED CORNER
SECTIONS AND ELEVATION

THICKNESS CLOSED WALL

= 

THICKNESS FACADE SLAB
THE CRITICAL DETAIL

WINDOW FRAMES ARE CUT OF WHERE ‘STAGE’ BEGINS.
LOADBEARING SLABS AND AIRDUCTS CONTINUE.
CONSTRUCTION CORNER
CONSTRUCTION
CORNER
REFLECTION
CASA DEL FASCIO

BY TERRAGNI
CASA DEL FASCIO IN COMO
BY TERRAGNI

PLAY BETWEEN SOLID AND CAGE,
SYMMETRY AND ASYMMETRY,
SOLID PLANES AND VOID,
TOGETHER FORMING A UNIFYING WHITE CUBE.

PLAIN WITH PERFORATED VOIDS
SID PLANE TRANSFORMING INTO CAGE
CAGE
‘...an architecture without homeland,
liberated beyond time and space.’

P. Eisenman, architect and theoretician
• Public building near Rotterdam CS

• Socially and geographically isolated area reconnected with the city

• Introduction of a social condensor

• Embedded in the context by the metaphor of the reversed theatre

• An interesting building that changes by time of the day and perspective

• Places where one can play the role one wishes to play

• In an architectural sense all comes together in the corner

• As a result an original, contemporary social condensor, strongly embedded in the context.