Complex Projects
South Works

Design Journal
2013 - 2014

Faculty of
Architecture

The
CREATIVE CITY
of Chicago

Chicago
Southworks

Wilbert Veltman
1512714
This booklet contains a overview of the progress of the graduation project. Only some of the steps taken in each week towards the proposed design are included.

01. ) Process towards P2
    18 November 2013 - 24 January 2014

02. ) Appendix I
    Graduation plan

03. ) Appendix II
    Position paper
Week 12
18 Nov. - 22 Nov.

Summary

Text...
START WITH 2 CATALYST FUNCTIONS:

1. Focus on the CREATIVE INCUBATORS
2. Focus on the NEIGHBORHOOD YOUTH

CREATIVE INCUBATORS

- Offering an affordable place where (new) creative workers can start their own businesses.
- When crowded or on a constant spot, they can use the same facility, making it less expensive to start an own business.
- When the area for these businesses is growing, even if for a small amount of money, these businesses can be marketed and more users will move in, creating a new community or an area more attractive and livable for the community.

NEIGHBORHOOD YOUTH

- Offering a new place where they can go to and meet each other, with one or more attractive functions.
- It could be the field good towards the education center, where information is shared on this place. This can be in terms of a library, learning workshops, work, more spaces etc.
- Music is something that is important to the youth culture and many of the youth are interested in music. This youth anchor point should therefore be focused on music (sound).
Week 13
25 Nov. - 29 Nov.

A) RE-RUN THE TRAIN TRACK IN THE WAY THE FORMER INDUSTRY TRACK WAS RUN
   (PART OF THIS TRACK STILL EXISTS)
   - A CENTRAL STOP AT THE SITE CAN BE CREATED
     (NOT NECESSARILY COMBINE WITH HIDDEN TRAM)

B) EXTEND THE TRAIN TRACK TOWARDS OTHER TRAIN TRACKS
   - POSSIBLE PEDESTRIAN CONNECTION TO OTHER CITIES
   - BY CONNECTING TO OTHER TRAIN TRACKS, MORE TRAINS CAN USE THE TRACK
     TOWARDS THE SITE, BECAUSE THEY WILL END UP IN THE SAME SITES AS BEFORE,
     MAKING THE SITE MORE ACCESSIBLE
A) RE-ROUTE THE RED LINE (TOWARDS SITE AND BACK TO NEAREST EXISTING) STOP.

- EXPENSIVE; HAVE TO CREATE 2 M/S NEW CONSTRUCTION.

B) EXTEND THE RED LINE FROM FINAL STOP (II) TO THE SITE. CENTRAL STOP BECOMES THE FINAL STOP.

- EXPENSIVE; HAVE TO CREATE 2 M/S NEW CONSTRUCTION.

- EASY TO BUILD PARALLEL TO EXISTING "ELEVATED" TRACKS; LESS IMPACT ON NEIGHBORS WITH PLANTING, ETC. (LIKE IT WILL BE IN PROPOSAL A)

- POSSIBLE TO RE-BRANCHED FROM I AND II, BUT THEN STOP II HAS NO FUNCTION ANYMORE

BUS SYSTEM SEEMS TO WORK WELL.

- WHEN THE NEIGHBORHOOD SITE DEVELOPS, THE EXISTING BUS LANE CAN EXTEND INTO THE SITE.

- A POSSIBLE OVERLAP WITH THE PROPOSED "ELEVATED" TRACK AND/OR METRO LINES (CENTRAL STOP?)
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Week 13
25 Nov. - 29 Nov.

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1) Annual event(s) -> Hosted by Big Companies like ZEH, CICO, etc.
   - New Incumbent Companies -> Start in vacant garage areas
   - "Creative" Cluster
   - Supermarket -> Like ALSI
   - People will shop there and come in contact with the retail street.

2) Attract more companies by developing a known cluster
   - Cluster can grow
     - Creative workers and artists can buy vacant houses and lots for small amount of money on condition that they invest in restoring the houses.
     - More people in neighborhood => retail street will be used more
       - Time to upgrade (USE TIF)
     - Education can grow (Can use different universities: technical, art)

3) Housing for creative workers, artists, students
   - Works in neighborhood & site
   - Combine with growth in education and businesses.
Week 14
02 Dec. - 06 Dec.

**STEPS FORMING GRID**

**STEP 01**
Continue existing grid

**STEP 02**
Follow diagonal lines of existing road and site

**STEP 03**
Combine with grid

**STEP 04**
Follow diagonal line of canal, place on the nod of the existing road

**STEP 05**
Combine with grid

**STEP 06**
Follow direction of former industry building

**STEP 07**
Combine with grid

**VIEWS**
Diagonal lines form views towards city center, site and industry from the road
implementing a “bridge” of different buildings connected to each other

-> this “bridge” forms the connecting element between the neighborhood and the site

-> public transport and traffic can maybe be combined in an interesting way
Make use of the TIF money, from the first face of the SOM proposal, to invest in the first step of the development.

In combination with own investments:
- Small businesses can start in the cheapest area and invest in the appearance
- Big companies, like IBM, can start at the site for a relatively small amount of money.
-> Mixture of program at the site, with connecting elements to the neighborhood.
Some slides from the Pin-up presentation.

Explaining the steps in the strategy for the development of the site.
TOTAL OVERVIEW
INTERESTING TOPICS/ISSUES:

- Green zone
  -> How to connect site and neighborhood?

- Transition neighborhood <-> site
  -> How to form the transition from street towards park?

- Proposed park
  -> How do the park and buildings react to each other?

- Lake Shore Drive
  -> How to bridge the road in such a way that the road isn’t a barrier?

- Ore Walls
  -> How can the walls be used in connection with park and building?

- Canal
  -> How can the canal and proposed quay be connected to the green zone?

- Event space
  -> How can the outdoor event-space be kept during the whole development? And how can this become a part of the design of the buildings and its surroundings?

- Etc. etc.

CHOSEN BUILDING(S)

INTERESTING TOPICS/ISSUES:

- Two buildings, with a possibility to connect and form one hybrid building.

- Possibility to use these buildings to cross the road and form a connection between neighborhood and site.

- Possible program:
  - library
  - studio’s
  - convention hall
  - restaurant/luncheon
  - offices
  - meeting rooms
  - day/child care
  - college room(s)
  - retail spaces
Some slides from the Pre P2 presentation.

Explaining some thought about the urban design of the focus area in the whole development.
PROPOSED DESIGN OF AREA WITH PROGRAM
Slides from the P2 presentation on 24 January 2014.

The CREATIVE CITY of Chicago
The CREATIVE CITY in Chicago

Introduction
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THE SOUTH WORKS SITE, CHICAGO
The CREATIVE CITY in Chicago

FORMER US STEEL FACTORY
The CREATIVE CITY in Chicago

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POTENTIAL FOR A CREATIVE CITY
The CREATIVE CITY in Chicago

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798 ART DISTRICT, BEIJING

SCIENCE PARKS

SOHO, NEW YORK

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ART DISTRICTS

SCIENCE PARK, EINDHOVEN

SCIENCE PARK, CAMBRIDGE
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FITTING PROGRAM FOR TARGET GROUPS
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MIXTURE OF DIFFERENT PEOPLE
The CREATIVE CITY in Chicago

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OVERVIEW OF URBAN DESIGN
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SEGREGATION BETWEEN NORTH & SOUTH OF CHICAGO
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SEGREGATION BETWEEN ETHNIC POPULATIONS

source: http://www.radicalcartography.net/index.html/chicagodots
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UNEMPLOYMENT

< 5%
5 - 9%
10 - 15%
> 15%

HIGH UNEMPLOYMENT RATE

source: http://news.medill.northwestern.edu/
Week 20

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116,042 homeless Chicagoans of which:

- 18,669 STUDENTS
- 10,719 youth 14-21
- 50% homeless families

source: http://www.chicagohomeless.org/faq-studies/

116,042 homeless Chicagoans of which:

- 18,669 STUDENTS
- 10,719 youth 14-21
- 50% homeless families

source: http://www.chicagohomeless.org/faq-studies/

MANY HOMELESS PEOPLE
A LOT OF VACANT HOUSES AND LOTS
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HIGH CRIMINAL RATE

Week 20
SOM PROPOSES MIXED USE FOR THE SITE
PROPOSAL BY SOM

HOUSING AND COMMERCE IN FIRST PHASE
NEW PROPOSAL

GOALS:

- CREATE JOBS AND OPPURTUNITIES
  FOR THE NEIGHBORHOOD
  -> To make it desirable to live in the neighborhood
  -> To reduce the crime rate

- CREATE OF MIX OF ETHNICITIES, AGES, CLASSES ETC.
  -> To be able to create a vibrant neighborhood
  -> To be able to create a place where people want to go to
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Week 20

START/END POSITION OF LAKE SHORE DRIVE
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ONE DIRECTION AT OTHER SPOTS AT LAKE SHORE DRIVE

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USE BOTH SIDES FOR PROGRAM AND CONNECTION
WHAT CHICAGOANS SEE IN CULTURE

source: City of Chicago Cultural plan 2012
AN OPPORTUNITY TO GET A BETTER GLOBAL POSITION

Source: City of Chicago Cultural plan 2012
AN OPPORTUNITY TO GET A BETTER GLOBAL POSITION

source: City of Chicago Cultural plan 2012
AN OPPORTUNITY TO GET A BETTER GLOBAL POSITION

source: City of Chicago Cultural plan 2012

CHICAGO IS
10TH IN OVERSEAS VISITORS &
34TH IN INNOVATION
AMONG AMERICAN CITIES

AMOUNT OF OVERSEAS VISITORS

#1 New York 9.3 M
#2 Los Angeles 3.7 M
#3 Miami 3.0 M
#4 San Francisco 2.9 M
#5 Las Vegas 2.8 M
#6 Orlando 2.8 M
#7 Washington, DC 1.8 M
#8 Honolulu 1.8 M
#9 Boston 1.3 M
#10 Chicago 1.2 M
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CULTURAL PROGRAM IN THE NORTH

- theatres
- museums
ARTS SCHOOLS MAINLY UN THE NORTH

EDUCATION

art related schools
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 UNIVERSITIES MAINLY IN THE NORTH
CREATIVE WORKERS SPREAD MOSTLY IN THE NORTH
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CREATIVE JOBS CLUSTER MOSTLY IN THE NORTH
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Creative workers
Creative jobs
Colleges and universities

CREATIVE WORKERS AND JOBS ARE FOUND NEAR EDUCATION
“The neighborhood where De-Paul University is was 30 years ago a poor, gang-invested, high crime ghetto area and now it is one of the best neighborhoods in Chicago.”

Source: Wayne Steger Lecture DePaul University
ARTISTS LIKE LIVING IN CHEAP HOUSES (to pimp)
COMBINE FACILITIES, PLACES TO SHARE IDEAS

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High Tech Campus,
Eindhoven

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TWO MAIN AXIS FOUND AT THE SITE
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CENTER AS MEETING PLACE
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USE MAIN AXES FOR CAMPUS PROGRAM
ACTIVATE MOVEMENT ON GREEN AXIS
STEP 01 - CATALYST PROGRAM ON GREEN AXIS
STEP 01 - FIRST ON EDGES OF AXIS
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STEP 01 - REUSE SHEDS FOR SMALL BUSINESSES (INCUBATORS)

Current condition:
Former steel factory

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Current condition:
Former steel factory

Week 20

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STEP 01 - REUSE SHEDS FOR SMALL BUSINESSES (INCUBATORS)
STEP 01 - REUSE SHEDS FOR SMALL BUSINESSES (INCUBATORS)
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STEP 01 - REUSE OF VACANT HOUSING AND LOTS

Reuse and pimp, Detroit
STEP 01 - REUSE OF VACANT HOUSING AND LOTS

Klushuizen, The Netherlands

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STEP 01 - OUTDOOR EVENT SPACE

Annual Smart City Event, Amsterdam

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STEP 01 - OUTDOOR EVENT SPACE

Annual Smart City Event, Amsterdam
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STEP 01 - RECREATIONAL PARK

Current condition:
Existing foundations

Foundation difficulty diagram
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LAKE SHORE DRIVE & GREEN AREAS
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PROGRAM OF GREEN AREAS AND TRANSITION
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STEP 01 - RECREATIONAL PARK

Superkilen, Denmark
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Use of the walls until further development

STEP 01 - RECREATIONAL PARK
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STEP 01 - TIF

TIF; Tax Increment Financing

TIF DISTRICTS
- Lakeside
  $98.0 M
- South Chicago
  $6.0 M
- South Works
  $1.0 M
- Commercial Avenue
  $9.0 M

TIF Funds

Property Tax

STEP 01 - TIF
STEP 01 - TIF

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STEP 01 - TIF
Big companies like: IBM, Cisco, Philips etc.

STEP 01 - INVESTORS
STEP 01 - OPEN SPACES

Infill for not yet developed spaces at the site.
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STEP 01 - INVESTORS
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SOM PHASE 1 - PROPOSAL FOR RETAIL

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FINANCIAL MODEL
McCaffery
Shopping mall
TIF
SOM proposal

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STEP 01 - RETAIL STREET

Possible new street profile
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STEP 01 - INVESTORS
The CREATIVE CITY in Chicago

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LEGENDA

Appartments
Family housing
Starter housing
Student housing
Faculties
Offices
Retail/shops
Cultural program
Green
Grass
Train
Bus
Metro

STEP 01 - EXISTING BUS ROUTES
The CREATIVE CITY in Chicago

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STEP 01 - EXTENSION BUS ROUTE

LEGENDA

- Apartments
- Family housing
- Starter housing
- Student housing
- Faculties
- Offices

- Retail/shops
- Cultural program
- Green
- Grass

- Train
- Bus
- Metro

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Week 20
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LEGENDA
- Appartments
- Family housing
- Starter housing
- Student housing
- Faculties
- Offices
- Retail/shops
- Cultural program
- Green
- Grass
- Train
- Bus
- Metro

STEP 02 - EDUCATION AND BUSINESSES GROW ON GREEN AXIS
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STEP 02 - BRIDGING AND CONNECTING

Times Square Redux, New York

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STEP 02 - BRIDGING AND CONNECTING

Times Square Redux, New York
STEP 02 - BUILDINGS AT THE CANAL

Current condition:
Traces former industry
Week 20

STEP 02 - BUILDINGS AT THE CANAL

High rise

SOM

Creative city

View at canal and lake
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Houthavens housing, Amsterdam

STEP 02 - TEMPORARY STUDENT HOUSING
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STEP 02 - STEP 02 - BUS ROUTE EXTENDS FURTHER INTO SITE

LEGENDA
- Apartments
- Family housing
- Starter housing
- Student housing
- Faculties
- Offices
- Retail/shops
- Cultural program
- Green
- Grass
- Train
- Bus
- Metro

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STEP 03 - EDUCATION AND BUSINESSES GROW ON ROAD AXIS
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STEP 03 - NEW PROGRAM AROUND CENTRAL MEETING POINT
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Current condition: Lakefront

STEP 03 - HOUSING
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LEGENDA
- Appartments
- Family housing
- Starter housing
- Student housing
- Faculties
- Offices
- Retail/shops
- Cultural program
- Green
- Grass
- Train
- Bus
- Metro

STEP 03 - EXTENSION BUS ROUTE NORTH PART AND METRO LINE

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STEP 03 - EXTENSION METRO LINE (THE RED LINE)
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LEGENDA

Apartment
Family housing
Starter housing
Student housing
Faculties
Offices
Retail/shops
Cultural program
Green
Grass
Train
Bus
Metro

STEP 04 - OPEN FOR DEVELOPMENT; housing, businesses, education, etc.
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Shape of building blocks

STEP 04 - BUILDING BLOCKS REFER TO EXISTING BLOCKS

Neighbor- hood
SOM
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LEGENDA
- Apartments
- Family housing
- Starter housing
- Student housing
- Faculties
- Offices
- Retail/shops
- Cultural program
- Green
- Grass
- Train
- Bus
- Metro

STEP 04 - NEW BUS STOPS
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TOTAL OVERVIEW
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CHOSEN FOCUS AREA - A NEW PIECE OF THE PUZZLE
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OVERVIEW URBAN DESIGN
ORE WALLS & USE

Ore walls are the last remainings of the former steel industry

Former industry: Ore between walls formed landscape

Proposal by SOM: Demolish three walls
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PROGRAM FOR ORE WALLS (parking, cinema, gallery etc.)
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00 - TOP VIEW FORMER INDUSTRY
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DESIGN OF THE PARK

01 - FORMER BUILDINGS AND ROADS
02 - NEW SPOTS AND BUILDINGS RELATED TO FORMER SITUATION
DESIGN OF THE PARK

03 - FORMER ROADS IN RELATION TO NEW SPOTS AND BUILDINGS
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05 - NEW PATHS BETWEEN SPOTS AND BUILDINGS
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URBAN DESIGN WITH PROGRAM
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CONNECTIONS SPOT AND BUILDING PROGRAM
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Temporary construction
Proposal for indoor velodrome

**VELODROME AND NEW INDOOR PROPOSAL**
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RELOCATION BECAUSE OF FUNCTION PARK

(TECHNICAL) EVENT PARK

CULTURAL PARK

TECHNICAL EDUCATION

ART EDUCATION

(TECHNICAL) EVENT PARK

CULTURAL PARK

STREET

ALLEY

STREET

ALLEY

TECHNICAL EDUCATION

CULTURAL PARK

Lake Shore Drive

(TECHNICAL) EVENT PARK

CULTURAL PARK

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POSITION BUILDING VOLUMES
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Current state

87TH STREET

Week 20
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STREET PROFILE DIRECTING TOWARDS PARK
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BARRIER TOWARD STREET AND OTHER USES

- Boundary towards road
- Performing
- Recreational
- Skating and graffiti walls
- Ice skating

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VIEWS ON PARK AND BUILDING
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CHOSEN BUILDING - EDUCATIONAL/CONVENTION CENTER
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The CREATIVE CITY in Chicago

1. It should be the main meeting place for all users of the area

2. It's located at the Lake Shore Drive and therefore seen by all passers

MAIN REASON TO CHOOSE THIS BUILDING
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1. How to bridge lake shore drive in a safer way?
2. How to connect both sites by the use of a building?
3. How to become an icon for the area?
4. What kind of programs will attract different users?

INTERESTING ISSUES TO CONSIDER IN PROPOSAL
**P2 PRESENTATION**

24 January 2014

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11/12/14

### PROGRAM - REFERENCES

<table>
<thead>
<tr>
<th>EDUCATION CENTER CHARLES UNIVERSITY</th>
<th>VUC syd DENMARK</th>
<th>SINO-DANISH COPENHAGEN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Auditorium</strong> 660 m²</td>
<td><strong>Auditorium</strong> 100 m²</td>
<td><strong>Auditorium</strong> 650 m²</td>
</tr>
<tr>
<td><strong>Classrooms</strong> 250 m²</td>
<td><strong>Classrooms</strong> 170 m²</td>
<td><strong>Classrooms</strong> 1.100 m²</td>
</tr>
<tr>
<td><strong>Lecture rooms</strong> 500 m²</td>
<td><strong>Lecture rooms</strong> 760 m²</td>
<td><strong>Lecture rooms</strong> 250 m²</td>
</tr>
<tr>
<td><strong>Reading areas</strong> 400 m²</td>
<td><strong>Reading areas</strong> 370 m²</td>
<td><strong>Reading areas</strong> 100 m²</td>
</tr>
<tr>
<td><strong>Library</strong> 300 m²</td>
<td><strong>Group areas</strong> 10 m²</td>
<td><strong>Group areas</strong> 450 m²</td>
</tr>
<tr>
<td><strong>Computer lab</strong> 450 m²</td>
<td><strong>Reading areas</strong> 6,200 m²</td>
<td><strong>Reading areas</strong> 3,500 m²</td>
</tr>
<tr>
<td><strong>Café/canteen</strong> 100 m²</td>
<td><strong>Quilt areas</strong> 200 m²</td>
<td><strong>Library</strong> 150 m²</td>
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<tr>
<td><strong>Offices</strong> 200 m²</td>
<td><strong>Sports</strong> 660 m²</td>
<td><strong>Café/canteen</strong> 500 m²</td>
</tr>
<tr>
<td><strong>Circulation + service</strong> 2,000 m²</td>
<td><strong>Café/canteen</strong> 620 m²</td>
<td><strong>Offices</strong> 1,100 m²</td>
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<tr>
<td><strong>Total</strong> 5,000 m²</td>
<td><strong>Offices</strong> 2,000 m²</td>
<td><strong>Apartments</strong> 1,000 m²</td>
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</tbody>
</table>

**Atrium + circulation + service**

**Total** 12,500 m²
P2 PRESENTATION
24 January 2014

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South Works

The CREATIVE CITY in Chicago

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Extra/other program

Educational Center in the Creative City of Chicago

<table>
<thead>
<tr>
<th>Facility</th>
<th>Size (m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auditorium</td>
<td>800</td>
</tr>
<tr>
<td>Classrooms</td>
<td>1,000</td>
</tr>
<tr>
<td>Lecture rooms</td>
<td>500</td>
</tr>
<tr>
<td>Multipurpose hall</td>
<td>2,000</td>
</tr>
<tr>
<td>Meeting areas</td>
<td>300</td>
</tr>
<tr>
<td>Group areas</td>
<td>400</td>
</tr>
<tr>
<td>Reading areas</td>
<td>4,000</td>
</tr>
<tr>
<td>Library</td>
<td>500</td>
</tr>
<tr>
<td>Media library/center</td>
<td>500</td>
</tr>
<tr>
<td>Cafe</td>
<td>500</td>
</tr>
<tr>
<td>Offices</td>
<td>2,000</td>
</tr>
<tr>
<td>Atrium + circulation + service subTOTAL</td>
<td>14,500</td>
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<table>
<thead>
<tr>
<th>Extra/other program</th>
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<tbody>
<tr>
<td>Exhibition hall</td>
</tr>
<tr>
<td>Small museum</td>
</tr>
<tr>
<td>Convention hall</td>
</tr>
<tr>
<td>Restaurant(s)</td>
</tr>
<tr>
<td>Retail</td>
</tr>
<tr>
<td>Childcare</td>
</tr>
<tr>
<td>Atrium + circulation + service subTOTAL</td>
</tr>
</tbody>
</table>

| TOTAAL              | 20,000    |

PROGRAM - REFERENCES
1. Often an atrium -> see and meet
2. Rooms at facade, circulation in atrium
3. Free circulation around spots in atrium

CONFIGURATION
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BUILDING BECOMES PART OF THE LANDSCAPE

- Open spaces in front of buildings, with Lake Shore Drive in between
- Raising and lowering the surface to form part of the landscape
- Form a bridge over the Lake Shore Drive, connecting the landscapes
The CREATIVE CITY in Chicago

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Wilbert Veltman
121/109

PROCESS IMAGES

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South Works

PLANS
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SECOND FLOOR

PLANS

OUTSIDE SPACE

RECEPTION

MEETING/ EXHIBITION/ READING AREAS

SKYLIGHTS
> SLOPED: CAN BE USED TO SIT, SKATE, WALK ON

0 50 100
scale 1:1000

Wilbert Veltman
1512714
100/109

Week 20
The CREATIVE CITY in Chicago

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P2 PRESENTATION
24 January 2014
Complex Projects
South Works

Wilbert Veltman
1512714
104/109
The CREATIVE CITY in Chicago

Introduction
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Development strategy
Focus area
Building proposal

Wilbert Veltman
1512714

LANDSCAPE
The CREATIVE CITY in Chicago

SECTIONS

scale 1:1000

0 10 20 30 40
The CREATIVE CITY in Chicago

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Wilbert Veltman
1512714

P2 PRESENTATION
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1. Media facades
The Galeria, Korea

2. Moving facades
Observatory Science Education Center, Livingston

Childrens museum, Pittsburg

THEMES FOR FACADES
The CREATIVE CITY in Chicago

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FACADES
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South Works

The CREATIVE CITY in Chicago

THANK YOU

The CREATIVE CITY of Chicago
GRADUATION PLAN | ARCHITECTURE

Personal information

<table>
<thead>
<tr>
<th>Name</th>
<th>Wilbert Veltman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student number</td>
<td>1512714</td>
</tr>
<tr>
<td>Address</td>
<td>Snelliussstraat 51</td>
</tr>
<tr>
<td>Postal code</td>
<td>2517 RH</td>
</tr>
<tr>
<td>Place of residence</td>
<td>Den Haag</td>
</tr>
<tr>
<td>Telephone number</td>
<td>+31 6 53 99 21 48</td>
</tr>
<tr>
<td>E-mail address</td>
<td><a href="mailto:wilbert.veltman@gmail.com">wilbert.veltman@gmail.com</a></td>
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</table>

Studio

<table>
<thead>
<tr>
<th>Chair</th>
<th>Complex Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme</td>
<td>Chicago Southworks</td>
</tr>
<tr>
<td>Teachers</td>
<td>Barend Koolhaas, Roberto Cavallo</td>
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</table>

Argumentation of choice of studio

In my opinion a design can only be achieved when working in different scales. This studio gives the opportunity to design from urban scale up to details, covering all scales.

Title

<table>
<thead>
<tr>
<th>Title of the graduation project</th>
<th>The creative city of Chicago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>South Chicago, Chicago</td>
</tr>
</tbody>
</table>

PRODUCT

Problem statement

The Southworks site nowadays is an empty, large piece of land, with only some old walls deriving from the former steel factory at this site as tangible constructions. The neighborhood directly next to this site is very poor and low in value. People leave the neighborhood and therefore a lot of houses and plots are vacant, causing a further decrease of value of the neighborhood. Between this neighborhood and the Southworks site a new extension of a highly used motorway (the Lake Shore Drive) is located, which causes a barrier between these two parts. To be able to redevelop the Southworks site the direct neighborhood should be taken into consideration. The new program that will be proposed for the site should attract people and cause a rise in value for the whole neighborhood. Also the fact that the Lake Shore Drive now starts in this neighborhood should be taken into account when considering a (new) program for the neighborhood/site.
Goal

The goal is to implement a new program for the Southworks site that will also have a positive effect on the direct neighborhood. It should attract a mixture of people, by adding new job and learning opportunities, to be able to create a more vibrant neighborhood and in that way raise the value of the neighborhood.

Method description

The research for the development of the project will include:
1.) A site analysis, which will help define problems and opportunities to consider.
2.) Literature and case studies related to the problem statement(s) and encountered problems during the design process itself.
3.) Variants in sketches (of impressions, plans, sections etc.) and physical models to reflect and compare.

Literature and general practical preference


Relevance

This project should give an idea on how the first step in a new, large, urban development can have a positive effect on both the further development of the site and the already existing neighborhood. Next to this it should give possibilities on how two sites, divided by a wide motorway, can act as one by using landscape and buildings.

TIME PLANNING

MSc 3

<table>
<thead>
<tr>
<th>Week</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 - 05</td>
<td>Research Culture on medium (city) scale in a sub-group</td>
</tr>
<tr>
<td>06</td>
<td>Chicago-exursion</td>
</tr>
<tr>
<td>07</td>
<td>Reading week, reading research-books etc.</td>
</tr>
<tr>
<td>08 - 09</td>
<td>Developing first strategies/arguments</td>
</tr>
<tr>
<td>10</td>
<td>P1</td>
</tr>
<tr>
<td>11</td>
<td>Develop own ambition for the site</td>
</tr>
<tr>
<td>12</td>
<td>Research possible program in relation to the phasing of the site</td>
</tr>
<tr>
<td>13</td>
<td>Research parts neighborhood and possibilities for new program</td>
</tr>
<tr>
<td>14</td>
<td>Final strategy for phasing and start urban design part of the site</td>
</tr>
<tr>
<td>15</td>
<td>Research and design urban design</td>
</tr>
<tr>
<td>16</td>
<td>Start concept building in urban design</td>
</tr>
<tr>
<td>17 - 19</td>
<td>Continue urban design and proposal schematic design building; Form, program, case studies and research</td>
</tr>
<tr>
<td>20</td>
<td>Research and design proposal building</td>
</tr>
<tr>
<td>21</td>
<td>P2 preparations</td>
</tr>
<tr>
<td>22</td>
<td>P2</td>
</tr>
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MSc 4

<table>
<thead>
<tr>
<th>Week</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Evaluation design, define further research toward final design</td>
</tr>
<tr>
<td>02 - 07</td>
<td>Further development design; Form, program, typologies, case studies and research</td>
</tr>
<tr>
<td></td>
<td>Design technical aspects; Materialization, structure, climate, case studies and research</td>
</tr>
<tr>
<td>08</td>
<td>P3 preparations</td>
</tr>
<tr>
<td>09</td>
<td>P3</td>
</tr>
<tr>
<td>10 - 13</td>
<td>Further development design</td>
</tr>
<tr>
<td>14</td>
<td>P4 preparations</td>
</tr>
<tr>
<td>15</td>
<td>P4</td>
</tr>
<tr>
<td>16 - 19</td>
<td>Revise and refine design</td>
</tr>
<tr>
<td>20</td>
<td>P5 preparations</td>
</tr>
<tr>
<td>21</td>
<td>Final corrections to research book</td>
</tr>
<tr>
<td>22</td>
<td>P5</td>
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THE EXPERIENCE OF THE URBAN ENVIRONMENT
The effect of physical and social phenomena on the perception of the city

ABSTRACT
The way people experience the urban environment is for a large part defined by the physical appearance of the architecture, by height, form, public spaces etc., but also by more intangible factors like history and culture. The way people perceive the city is, according to city psychologist Sander van der Ham, of influence on their behaviour. People out of different communities, ethnic populations and with their own lifestyle will, because of these diversities, interpret the urban environment in their own way. To be able to create a good urban environment for the users it is important to be aware of both physical and social factors should be considered. By mixing the physical elements of the city and the sensory factors, the feeling of the city, it will be possible to improve the urban environment. In the introduction this statement is related to the Complex Projects Studio.

To be able to reflect on the perception of the urban environment different literature and theories about the physical and social elements will be discussed. First of all I will try to grasp how the social part, the feeling of the environment, can be defined and to what extent we already are aware of these factors. This will than be related to different theories about the way the city is perceived and used, to find see how the senses are used in these theories. Concluding in the most important findings that can substantiate the statement of designing the urban environment, while keeping the effect of physical and social factors the perception in mind and how they can profit from each other.

KEYWORDS
Urban environment, physical and social factors, perception

INTRODUCTION
When looking at cities it will be obvious for most that the architecture is an important element for creating possibilities for living, working, recreating etc. The physical appearance of the buildings though isn't the only factor creating the character of an urban environment. Along with social, historical, political, economical factors etc. the experience of the place will be achieved.

With respect to the complex projects studio considering a site in Chicago, an important fact to consider in the big cities nowadays, is de diversity of cultural and ethnic differences, which will also have their influence in the perception of the urban environment. The phenomenology method forms the framework, in which insight can be gained in the way the places will be perceived by the different users. Naturally urban designers and architects are aware of the fact that every design is meant for the use by people. The question is how far this is taken into account. By considering both physical factors, the elements forming the city, and social factors, the senses forming a feeling about the city, the way people perceive the urban environment can be improved.

To be able to give an answer on this topic the literature research in this essay will be focussed on explaining what is considered an urban environment, continued by describing different psychological factors, both physical and social, which have their effect on the appearance of the urban environment.

Finally a perspective, on the way people will perceive the urban environment and which physical and social factors have an influence on how this perception will be achieved, will be given. By doing so also trying to give an answer on how these factors can be taken into consideration when (re)developing an urban space in the city.
THE URBAN ENVIRONMENT

The urban environment, according to architectural historian and theorist Christian Norberg-Schulz, consists out of different “phenomena.” These phenomena can be anything, from living organism, like people, animals, trees etc. to objects, like stone, water, houses, the moon etc., but also intangible phenomena like feelings. Because of this wide span of phenomena the common used word for environment is place. When people speak of an occurrence it always “takes place” somewhere. The fact that this place is mentioned it becomes easy for the other to imagine what happened, also when this person never went to the place mentioned. The way this place, like a city, is imagined is likely to get shape by our own representation of it, formed by previous seen postcards, maps, photographs, television etc. This is especially when we never went to the place ourselves. Also well known monuments, like the Eiffeltower, the Sydney Opera House, the Statue of Liberty etc. may be prominent in our own thought. On the other side the place can, of course, also be imagined by personal memories of arrival.

Thus what we actually mean with the word place is more than the abstract location itself, it also includes shape, texture, colour etc. All these factors together form the environmental character, which is the essence of the place. (Landry, 2006, p.68-69; Norberg-Schulz, 2003, p.116)

ENVIRONMENTAL PSYCHOLOGY

The discipline of environmental psychology measures the effect of physical and social environment on the health and well being of individuals and communities. To measure this different effect on people are studied, like the ugliness or beauty of a building or urban design, the impact of information overload, the feeling of being safe, influences on the sense, the effect of geography and motorways, the (lack of) care for environment, noise and car dominance etc. As described the discipline is very broad and uses a lot of relative terms, yet most of them are common agreed upon (Landry, 2006, p.243).

Nowadays more and more people are moving to the cities for intangible reasons like atmosphere, interest, excitement, culture and simply where the action is. It is probable that even more people would move to the cities if the environmental quality of these cities would be higher. The distance between cities is shrinking, what is resulting in the merge of cultures, people and ideas. All ages, classes, incomes, lifestyles, ethnic backgrounds etc. that come together have an influence on how an environment is assessed in terms of good-bad, beautiful-ugly. How well an environment works and feels like is determined by the sensory feelings and emotional thoughts of the inhabitants and visitors. Of course, all feelings are subjective, yet similar emotions are often shared, especially between people in a community. Culture has the biggest impact on how these feelings are experienced.

The effect of beautiful, well-designed physical environments is that they feel restorative and therefore are more taken care of. The feeling of stress and fear of crime is reduced and a certain confidence for the future is created, which leads to a possible social mixing. Ugliness has the opposite effect, crime and the fear for crime will increase, causing stress, vandalism, feeling of depression, isolation, loneliness etc. This leads to a negative cycle, in which employment, social capital a social bonding is reducing and therefore getting more and more disadvantaged. The architect/designer has to find a way to help the environment by creating a structure for raising social capital (Landry, 2006, p.39-42).

In her book “The death and live of great American cities”, Jane Jacobs describes how the physical environment has to comply to be able to feel safe on streets. Whenever streets are lively, with people and activities, their will always people watching each other performing these activities. An important condition is the mixture of different uses, which give each other ecological and social support. There are two kinds of diversity. The first being the primary uses that brings people to specific spaces, because of their anchor function, like offices, schools, theatres, museums, markets etc. On their own they have no effect on the diversity, but when combined with another primary use, and therefore put people on the streets on different times, we can speak of a diverse environment.

The secondary diversity is a result of the mixed primary uses and includes all the businesses, like café's and shops that are grow to serve people, which were drawn to the place because of the primary uses. The more mixed the environment becomes; the more different users will be attracted to the place. To be effective it is important that the people use the same streets on different times during the day and among them use the same facilities. The mix of people during a certain time on the day also should have a certain relation to the people on other times of the day.

To achieve this she also describes how the appearance of the environment can help to improve the safety; The need for small blocks, in order to be able to turn corners frequently and in that way generate diversity because of the way they perform. The need for aged buildings that vary in age and condition. She doesn't only mean the excellent and expensive old buildings, but also the plain, ordinary, low-value old buildings. Diversity in businesses can be created, because of the costs of the buildings. (Dantzig & Saaty, 1973, p.24-25; Jacobs, 1961, p.161-164,186,187)

Cities can be described as sensory, emotional experiences of places, good and bad. Though we are not used to take all the senses into consideration when we speak of places. Smelling, hearing, seeing, touching and tasting can all be used to describe the place, but when describing a place we use our objective vocabulary to do so, without mentioning the sensory effect the place had. Charles Landry explains that this happens because we do not experience the “smellscape”, “soundscape”, visual spectacular, tactile texture or taste sufficiently.

In cities many other phenomena like the level of noise, too many cars, wide, open asphalt etc. also have a negative effect on people. Take for instance the level of noise in the city, all the sounds are on the same frequency, all these sounds are stacking up. As a result the noise a car makes will be much louder than the sound made by bicycles. This chaos of noises will be influenced on the behaviour of the people, because we can only process a small amount of stimuli. When this is too much the quality of the space will decrease and make people exhausted. Two things can happen, we get overwhelmed and our concentration will decrease or we will shut ourselves off from the environment, i.e. by wearing headphones.

When this happens the total experience of the place, as a whole, will get lost, people become uncommunicative, resulting in a negative perception of the place.

It explains why less people will be found near busy streets, but will be found in soothing places, with for instance running water. Keeping sound in consideration it will let us think in another way on how the public spaces can be designed. Alongside all the busy spaces, there should also be quiet places, where it will be easy and attractive for people to meet. (van der Ham, nd; Landry, 2006, p.70-71, 244)

Kevin Lynch also acknowledges that the senses are of influence on the perception of the city. He states that the senses are in operation to compose an image of the city and in gives us the possibility to find our way through the city. He penetrates the design of the large scale design of spaces by reducing this to five elements, paths; the routes people use to move through the city, edges; the boundaries in the continuity of the routes, districts: the areas defined by certain common characteristics, nodes; strategic focus point for orientation, like squares and known buildings, landmarks; physical objects in the urban environment used as external points of orientation.

By being able to recognize ad organize the existing image of the city, the designers will be able to place new elements in the urban environment, which reinforce the old or do the opposite by creating a contrast with the old (Doper, 1969, p.179; Lynch, 1960, p.2-4).

Seeing the city as a place of senses can help trigger actions, it could generate pressure for ecological transport, planting more greenery or for balancing places. The question that arises is how we can use these senses to create a good, well-designed environment. Possibilities would be the colour and light are already practised in planning strategies. The effects of colour and light on the mind and well being are considered, like in the pink city of Marrakesh, the blue city of Jodphur in India and the crisp colour combinations in La Boca in Buenos Aires. Colour can be found in every culture, but is a difference in between the psychological and symbolic meaning of these colour. For example green can be symbional associated with envy...
and psychological with balance. Next to this it is clear for everyone that dark colours are depressive and cause a negative feeling, while light colours lift up and have a positive impact. Thus it is less hard to use colour and light in the environmental strategies, the other senses are much harder to grasp. Most of planners and architects aren't educated in thinking in senses and sense-making triggers, like is done in art education. (Yet) we aren't able to connect the sensory to the physical and therefore it isn't clear how these two can support each other and in that way help improving the environmental quality. Still we have to be aware of the fact that different people in age and culture perceive their senses in different ways. Although these interpretations differ, the significance of the senses is globally agreed upon. When we try to go back to the essential sensory realm, we could be able to trigger a direct unmediated response to the urban environment (Landry, 2006, p.43-45).

CONCLUSION
In the theories described in this paper I tried to map what kind of factors can be considered as important in the way people perceive the urban environment. These factors can be divided in two sides, an intangible social side and a more tangible physical side. Both have an influence on each other and should help support each other to be able to create a well-designed urban environment.

We, designers of the urban environment, are all aware that the senses are of influence on the perception of the city, but it is still hard to grasp how this can be incorporated in the design of the environment in the best way. The senses are triggered in different ways, in which the appearance is most of influence and therefore more understood than the other senses. By using colours, light, icon buildings, routing etc. the senses are triggered and enables us to perceive the city in such a way that we can remember this. The hardest part of the perception of the environment however is created by the factors that can not or less be directed in the design, like the amount of cars, people using the street, smells etc. Like Jacobs did with focussing on the feeling of fear, we can describe how certain movements, people and functions can be related to each other and try to find solutions that we can use to regulate the way the urban environment is used and therefore, in a certain extent, will be perceived by the users. The hardest part still is the great differences between people and cultures in the city, making it (almost) impossible to please everyone.

BIBLIOGRAPHY
Complex Projects
South Works