In The Era of Neoliberalization

[Re]branding Amsterdam

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Have you noticed that Amsterdam’s concentric canals resemble the circles of hell? The middle-class hell, of course, peopled with bad dreams. When one comes from the outside, as one gradually goes through those circles, life — and hence its crimes — becomes denser, darker. Here, we are in the last circle.

Albert Camus, 1955

It is a masterpiece of hydraulic engineering, town planning, and a rational programme of construction and bourgeois architecture. It is a unique and innovative, large-scale but homogeneous urban ensemble.

UNESCO World Heritage List

8.8 million overnight stays, 4.2 million visitors / year, 10% of Amsterdam’s jobs are tourism-related.

source: O+S, CBS, ATCB, CVO
Urban Study **History of Decentralization**

- De-fortification
- Fordist Industrialization
- Welfare State
- Post-Fordist Industrialization (Neoliberalization)
Statistics **Who consumes the Centrum?**

- Born here and live in outskirts.
- One in three are foreigners.
- Highly attractive.

Social and Political. **Discriminative exclusion**

- Land Value.
- Empty houses during the crisis.
- Ban of squatting.
Finnancial. city propoganda “I amsterdam”

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“Your laws are not ours!”
“This is not a pipe.”
Rene Magritte, 1929
Low-income Locals
Nostalgic M/H Locals
Politicians / Developers

Opposition!

How Centrum develops
Who is the beneficiary?

Social/Political/Financial

Note: images used here are not specific to the person but merely used as illustration.
“The Centre District of Amsterdam is home to 6,675 of the total of 7,484 national monuments in Amsterdam.”

Monument = Money

How will this change the city?

Disneylandized Centrum
Research Question:
Who has the Right to the City?
1. Low income groups are defined as following: 1.090€/yr for singles, 1.540 €/yr for 2 or more people.

Source: Koos van den Berg, Jeroen van der Veer and Dick Schuiling, "The Amsterdam Housing Market and the Role of Housing Association."
The social and political inequality finds its root in the economic interests, however, becomes manifest only in the building environment. In fact, the inclusion and exclusion are highly related to the morphology and typology of the urban environment through the manipulation of density and flow, upon which the financial pattern is dependent. Therefore, recomposing the urban environment provides the opportunity to create a new balance, a condition of co-existence and tolerance.
Global tourists Local communities

Linear development through the centrifugal streets/alleysways

Destructive extension / expansion of tourism-oriented commerce

Duplication of current development in the future?

DE 9 STRAATJES CENTRAAL

DE 99 STRAATJES CENTRAAL

Sporadical community facilities

Avoiding direct global / local confrontation

Localized neutralization vis-a-vis global penetration

Local communities Global tourists

Commercializing and gentrification on local neighbourhoods. Squeezing and out-driving of local inhabitants

Profit-driven commercial expansion after the tourist

Local communities Global tourists

Strengthened nodes with public and commercial programs

Local Orientated program

Adding / redistributing local connection / public programs

Transition to the local-oriented program

Counter-global strategy: critical local mass + local connectivity
Scenario “De 9 Straatjes” Phenomenon
Historic Amsterdam Production of Images

low landmark = high landmark = €
How to make "An Image"

Source: Robert Venturi, Denise Scott Brown and Steven Izenour, “Learning from Las Vegas.”
**FAR = 1.5**

**H = 15m (5 storeys)**

Dominant existence of the traffic

**FAR = 4.5**

**H = 50m (15 storeys)**

High density and transportation can be hidden underneath the building.

**FAR = 9**

**H = 100m (30 storeys)**

Building grows out of scale and becomes symbolic
The study is done in order to calculate the maximum capacity of the building height so that it will be invisible from the inner city. As is calculated from the model, the building can be concealed from the world heritage area, provided that in the lowest part the height of the building can kept under 60m. In some on the location, it can grows as high as 180m.

UNESCO World Heritage Area
Combination **Plug-in Den(C)ity and Rhizomati(C)ity**

RUAM

(critical mass)  
(vis-a-vis the hierarchic city structure)

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**Plug-in City**
Archigram, 1964

**Vision dans le Cristal**
Dolfi Trost, 1945
In the end, the density has to be solidated and materialized on the ground. Meanwhile, the interface has largely decided how the inhabitants will be treated by their neighbours. Thus an attempt has been made to achieve the addition of density and the connection with local urban fabrics in one gesture.
Composition Layering

Green Roof
solar houses

“I amsterdam”
west facade

Vertical Community
residential highrise

Urban Plaza
low-rise with public program

The Bridges
typical connections over the canal

The Tunnel
passage of the tram / automobiles underneath the building
Horizontal City

[Urban Plaza]
Lowrise Clusters **Urban Plaza**

- Gateway to residence
- Building block
- Main street
- Celebration space
- Transportation
- Vertical connection
- Court yard (greenery)
- Regional connection
Perspective Canals
Vertical City

[Vertical Communities]
Against Homogeneity \textit{Vertical Communities}
Community Lobby
Structure Plug-in City
Housing Typology

Typology A
34.4 / 41.3 sqm
Young / Student

Typology B
75.5 / 86.4 sqm
Single / Young family

Typology C
75.5 / 83.3 sqm
Couple / Young family

Typology D
116.0 / 121.5 sqm
Family with kids
A

Housing Typology for Family with kids
Area: 116.0 / 121.5 sqm

B

Housing Typology for Family with kids
Area: 116.0 / 121.5 sqm
Housing Typology for Single Family / Young Couples

Area: 75.7 / 83.3 sqm
D

Housing Typology for Family with Kids

Area: 116.0 / 121.5 sqm
“I amsterdam”
Details 2 Green Roof RUAM

- 200mm STEEL I BEAM
- DOUBLE GLAZING GLASS
- Sunscreen Polycarbonate Panels

Fiwihex heat exchanger

#3

STEEL HANDRAIL
1mm THICK CORRUGATED
VT POLYCARBONIC PANEL
WHEX HEAT EXCHANGER
Simple Calculation
End. Thanks.

1620 - 558 = 1062 households

future residents  existing residents  reclaimed rights?