VITALITY OF NETWORKS

P5 Presentation Architecture & Public realm, Studio Rotterdam

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Welcome
CONTENT

P5 Presentation Architecture & Public realm, Studio Rotterdam

Research & analysis, masterplan

Plinth and ABN building

Building structure

Rotterdam Fashion Institute

Offices
Ville Contemporaine
C. E. Jeanneret [Le Corbusier], 1922

Automobiles & Housing
Herny Ford

“Magic High Way”
Walt Disney, 1958

The network and the capsule
Lieven de Cauter, 2004
How do the different network systems affect the perceivability of the public realm.
RESEARCH FINDINGS

“new urbanism”  modernism  traditional block
DESIGN QUESTION

WHEN THE SEGREGATED PERCEPTIVE SYSTEMS BECOME AN ESSENTIAL PART OF GENERATING A VITAL CITY CENTRE. HOW CAN ARCHITECTURE: PROGRAMME, MOMENTUM & SITUATION, RESPOND TO THESE ABRUPTLY COLLIDING 20TH CENTURY NETWORKS?
PROGRAM BAR

Museum of Modern Fashion
Rotterdam Institute for Fashion
Cultural Centre
Creative Workspace
Galleries & Ateliers
Offices
Housing
Commerce
Wellness
Transit

PROGRAMMATIC APPROACH

Total:

74270 m²

Transit:
- Bicycle storage/rent: 570 m²
- Design center: 4,200 m²
- Skypark: 4,500 m²

Total: 74270 m²

THEMATIC APPROACH

Creative class & students
Local entrepeneurs
Shoppers
Businesses
Cultured

= + =
DESIGN PROPOSAL
Responding to the harsh juxtaposition of network layers, sub-layers, and flows, with in a cacophony of successive architecture and urban plans whom are all contradicting the previous and following styles, motivates the fundamentals of our design project. Nodes, spatial and fluent stratification, super-commercial, modern, and momentum are the main criteria to reconstruct connections between the Coolsingel and the Lijnbaan-area generating a more vital city centre.
FORMAL CONFIGURATION

1 design center

2 deconstruction of the tower
3 plinth densification/connection

4 introduction artificial public layers
structure system
support structure
thrustbeams for stabilization
thrustbeams to bear the cultural center
tube structure for the elevator and cultural center
complete structure of the cultural center
complete structure of the wellness center
Individual design responsibilities
north part of transistor plinth
solids (ABN building)
offices
details of the offices
Besides primary program like the Cultural Center and the Fashion Museum the Rotterdam Fashion Institute will have its **contribution to the city** as well. The institute will provide a academy which until now can only be found in other cities like Amsterdam, Den Hague and other Dutch cities. In order to weaken the city's hardcore characteristics of business and consumerism this third main program will **attract another type of public**. In the last thirty years the development of more cultural facilities already lead to more liveliness in the city, but the addition of a new creative branch can eventually lead to **new fashion settlements, events and a wider audience**.
The RFI is positioned on the opposite side of the museum against a junction where several networks congregate. By adding a main program on opposite sides the public activity will be stimulated equally on all sides of the block. Because the institute is lying close to the Lijnbaan the monofunctional atmosphere will be breached into a more diverse nature. The RFI will also act as a new important entity in the shopping bubble and there for will be housed in one of the main compositions of the building.
Primary program
- Entrance hall
- Lecture rooms
- Studios
- Catwalk large
- Catwalk small
- Production hall
- Library
- Study landscape
- Restaurant

Secondary program
- Reception, lobby
- Technical room
- Computer room
- Shops
- Kantine, restaurant
- Lockers, student storage
- Changing room
- Wardrobe
- Administrative offices
- Offices, organ
- Toilets
The network reaches deep into the building.
Rotterdam Fashion Institute

concept

Lobby

Circulating alongside each other

RFI & Offices (level 0)

Offices (level 1)

RFI (level -1)

Multiple entrances

Circulating alongside each other
By opening the mass the tower will be brought to life.
Turning every layer creates different orientations to the environment.
A carved out spiral will provide a study landscape through the building and an architectural route that leads along the different program towards the cultural center and skypark.
Rotterdam Fashion Institute

concept

continued experience of the city

continued experience of the building
Rotterdam Fashion Institute

concept

lobby studylandscape studylandscape 2 eventspace
Rotterdam Fashion Institute

sections
Rotterdam Fashion Institute

concept

discontinued experience of the city

discontinued experience of the building
Rotterdam Fashion Institute

sections
Rotterdam Fashion Institute

sections
Rotterdam Fashion Institute

floor plans
Rotterdam Fashion Institute

floor plans
Rotterdam Fashion Institute

facade

east facade RFI

north facade RFI
Offices

fragment and program

- Entrance hall
- Reception
- Sale units
- Meeting room
- Conference room
- Administration units
- Gathering room
- Lounge rooms
- IT room
- Office space
- Storage
- Kitchens
- W.C.
- Kantine
- Pantry
- Copy room
- Archive
By opening the mass the tower will be brought to life.
The open spaces will create different orientations towards the cityscape.
The open spaces are transition points and a physical connection between skypark and office program.
Offices

restaurant

1

2

3

skypark

skypark

skyterrace
Offices

climate design

SUMMER

open system apartments/offices
- facade: triple glazing
- cooling system: floor radiation
- ventilation: natural+mechanical, air return

WINTER

open system apartments/offices
- facade: triple glazing
- heating system: floor radiation
- ventilation: natural+mechanical, air return
Rotterdam Fashion Institute

climate design

**SUMMER**
- **closed system**
  - facade: sunlight filter, double skin/cavity
  - cooling system: floor radiation
  - ventilation: mechanical, air return

**WINTER**
- **closed system**
  - facade: double skin/cavity
  - heating system: floor radiation
  - ventilation: mechanical, air return

**open system academy only**
- facade: sunlight filter, double skin/cavity
- cooling system: floor radiation
- ventilation: natural+mechanical, air return