Drawing set
Automation is coming! As a result, by 2050, 40% of the current professions will be replaced by the machines. Hence, by 2050, a vast amount of the population will become jobless. The rest - mostly creative and management sector will be instead forced to constantly educate in order to adapt to the new technological advancements. Thereby, the future of work is called “survival of the most adaptable”. What is inevitably connected with this, is a growing working pressure, stress, and fatigue. That, in turn, relates to the state of mental health and general well-being, thus ignoring the problem may result in serious health consequences - burn outs, heart, mental diseases and many others. Because of that, people need to relieve accumulated stress. Certainly, this can be done by an active lifestyle and sports participation, however, stands out in case of future workers is the time pressure. That is why, they need quick and efficient entertainment, which can immediately release them from a stressful environment.

The generation of Millennials - people born between the 1980s and 2000 will stand for the 50% of the workforce coming years. These ambitious people, who pay a lot of attention to career and education while neglecting relationships and setting up the family are successful, busy but lonely people. What distinguishes them from former generations is the connection to the technologies, interest in experiences over possessing and the idea of sharing - both regarding social media as well as tangible things.

Amsterdam is a well-developing city with multiple expansion and densification plans. On the other hand, it is the city of tourism and among others standing out sex tourism. That is why, the Authorities of Amsterdam aim to improve the image of the city center, targeting more high-end tourists and “cleaning up” from problematic functions like sex-related facilities. However, the actions of the city result in the at least partial relocation of the sex industry to the suburbs of the city, which makes them less safe and less controlled. That is why, presumably, the connected problems of crime and human trafficking may accelerate. What might be a solution for that is the concentration of the sex industry in one, enclosed and highly controlled space.

The Pleasure Mall supplies the citizens of Amsterdam with new experiences in the field of sex, food and workout, acknowledging them as fundamental human needs, which once satisfied allow to better cope with everyday life pressure, turning the feeling of pressure into a pleasure. Likewise, the Pleasure Mall focuses on responding the demands and lifestyle trends of Generation Y, commonly known as Millennials and Generation Z, which are soon to become the predominant workforce. That is why, the mall does not sell the products anymore. Instead, it is a complex institution that offers services and unforgettable experiences through tangible and digital happenings, intimate and social situations, incidental and planned encounters and not to be missed out events. It is a place to be. It is a place to escape the efforts of everyday life and it is a place to immerse yourself in the world of fantasies, dreams and desires. The Pleasure Mall allows executing the personal longings in collective facilities. That is why... it is an entertainment condenser for the society in 2050.
The Pleasure Mall

Brygida Zawadzka

4511530

Complex Projects 2017/2018
Amsterdam 2050

EXPLODED VIEW
The Pleasure Mall

Total area = 21.000 sqm
Number of floors = 5
Max height = 24m

1. The black box
2. Functional division
3. Atria
4. Grids
5. Connections
6. Vertical circulation
7. Three worlds
FLOORPLAN 00
1:200

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FLOORPLAN 01
1:200

FLOORPLAN 01

LIST OF ROOMS

FOOD
F1 - open food court
F2 - fast food 2.0 small
F3 - fast food 2.0 (large)
F4 - service space of F3

WORKOUT
W1 - game room
W2 - vr gym reception
W3 - vr gym training room
W4 - vr gym administration
W5 - massage room
W6 - medical help
W7 - changing room women
W8 - changing room men
W9 - workout administration
W10 - 24/7 night club administration
W11 - 24/7 night club manager
W12 - 24/7 night club rooms
W13 - night club entrance
W14 - 24/7 night club dancing room
W15 - night club cocktail bar
W16 - night club entrance 2
W17 - workout retail

SEX
S1 - love hotel reception
S2 - love hotel service room
S3 - love hotel administration
S4 - love hotel indulgence room
S5 - love hotel escape room
S6 - love hotel indulgence room
S7 - love hotel exposure room
S8 - love hotel escape room
S9 - display cabin
S10 - female brothel
S11 - tinder bar
S12 - dating center 1
S13 - dating center 1 meeting rooms
S14 - dating center 2
S15 - dating center 2 meeting rooms
S16 - sex retail

COMMON
C1 - female toilets
C2 - male toilets
C3 - disabled toilets
C4 - service rooms
S - proposed location of shafts

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FLOORPLAN 01

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SECTION A-A'

1:50

SECTION - FOOD ATRIUM
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FLOORPLAN - WORKOUT ATRIUM
1:50

WORKOUT ATRIUM IMPRESSIONS

WORKOUT ATRIUM
IMPRESSIONS
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Floorplan: Sex Atrium

Sex Atrium Impressions
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FACADE DETAILS

A - Connection between columns and beams in FOOD ATRIUM
B - Connection between structural arch and floor slab in WORKOUT ATRIUM
C - Connection between load bearing wall and floor slab in SEX ATRIUM

FACADE FRAGMENT - ELEVATION

FACADE FRAGMENT - FLOOR PLAN

FACADE DETAILS
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FLOORPLAN 01
LIST OF ROOMS
R1 - ROOF OVER "FOOD" ATRIUM
R2 - VAULTED ROOF OVER "WORKOUT" ATRIUM
R3 - COPULA ROOF OVER "SEX" ATRIUM
R4 - COFFERED ROOF OVER "SODOMA&GOMORRA" ATRIUM

PLAN OF THE ROOF
1:200

DETAIL - INVISIBLE PRECAST COLUMN TO BEAM CONNECTION
1:5
15 | 15