Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences
Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners (Examencommissie-BK@tudelft.nl), Mentors and Delegate of the Board of Examiners one week before P2 at the latest.

The graduation plan consists of at least the following data/segments:

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<thead>
<tr>
<th>Personal information</th>
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<tbody>
<tr>
<td>Name</td>
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<td>Student number</td>
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<td>Telephone number</td>
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<td>Private e-mail address</td>
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<th>Studio</th>
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<td>Name / Theme</td>
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<td>Teachers / tutors</td>
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Graduation project

Title of the graduation project: Amsterdam Creative – The Google Europe Campus

Goal

Location: Apple Market, Amsterdam, The Netherlands

Posed problem

Due to the current economic, financial and demographic transformations of the past decade Amsterdam, just like the majority of European centers, is faced with new challenges.

On one side, the growing urbanization and the suburban sprawl call for population densification, the introduction of mixed work-home environments as well as the increase of sustainable constructions.

On the other side, the 21st century working trends - highly competitive and Internet-based so that workplaces themselves are sometimes only virtual environments - expose employees to a great degree of stress and forces them to be more and more career-focused, rapidly losing physical attachment with their actual surroundings. At the same time, overwhelming interconnection and invasive work concepts result in a growing need for personal space where people can express their own identities and connect with their living communities.

Therefore, in order to stay relevant within its premises – and not to decline due to population shifts towards new economic centers – the city must not only increase and empower its economic districts but also integrate them in the existing urban fabric and social context aiming at a pleasant and livable environment that fits the future as well as the present needs, without ignoring the traditions and the past onto which Amsterdam is based.

Research questions

This project proposes a design for a building complex based in Amsterdam that embodies possible solutions to the posed problem. The proposal intends to present a pleasant and livable design which is integrated with the needs of the modern society, the economy and the spirit of the city. The following research questions will guide this analysis by exploring elements that can contribute to this goal:

Research question n.1: What accessibility and circulation solutions have the right performance for a Campus-housing complex?
Research question n.2: Provided that the circulation area of the building will be limited due to feasibility issues, there will be areas that must be functional to both public and private accesses. What is the impact of these spaces on the design of individual dwelling typologies and privacy? How does a mixed work-home environment affect the design of the private sphere?

Research question n.3: The design will embody a very high density of social, living and working functions, some of which will require restricted access to certain areas (e.g. corporate spaces). How can the design smoothen the tension caused by the existence of restricted areas within a mixed-use building blend in the accessible urban fabric of Amsterdam? How does this perimeter block development relate to the city around it?

Design assignment in which these result

I intend the final design to be a full-scale composite of a deployable perimeter block (approximately 25.000sqm floor area) located at the Apple Market that creates a humane living-working environment and at the same time respects and interconnects with the host city. This goal will be achieved through solutions that allow the coexistence of tech-campus workers and other inhabitants - citizens and visitors - who are drawn to the site. Specifically, the design will include/feature:

1. Urban infill - net 4600sqm
2. Tech Campus - net 4200sqm (380-420 employees)
3. Approximately 200 dwelling units for 600 people, namely:
   a. Affordable housing - net 2500sqm (45-55 dwellings)
   b. Housing in low-rises - net 9000sqm (90-105 dwellings)
   c. Housing in towers - net 3800sqm (45-55 dwellings)
4. Hotel in high-rise - 1000sqm (25-30 rooms)
5. Car parking: 190 places
6. Bike parking: 120 places

Process

Method description

The final Diploma work is intended to be achieved via research through design; typological research of work-home environments and comparative models.
**Literature and general practical preference**

**Literature:**
12. The concise townscape: Gordon Cullen (1968), The architectural Press, England

**Case studies:**
1. Google campuses – BIG, CWA
2. Facebook: Menlo Park – Frank Gehry
3. Facebook: Anton Menlo - KTGY Group
4. Apple Campus 2 – Foster and Partners
5. Amazon campus – NBBJ
6. MIT Building 20 – United States
7. Stuyvesant Town for MetLife – United States
8. Akademgorodok (Novosibirsk) – Russia
9. Skolkovo Innovation Center – Russia
10. Spijkenisse - Netherlands
11. Meyer`s Hof – Germany

**Reflection**

**Relevance**

The design is supposed to reflect on the latest researches on innovation centers in the city limit. According to these, innovation districts in the city will dominate in new developments over the suburbs-based innovation centers. One of the important intents of the design proposal is to oppose the currently existing monocultures of tech-hubs, by housing not only some of its employees but dwelling and hosting also non-campus working residents of the city. By creating humane living environments and breaking with the traditions of the dormitory-like housings of tech campuses, the project is intended to create a permeable hub among tech workers and other residents within a single – common in European cities - perimeter block while respecting its surrounding host-city. Such innovation districts in a perimeter block could not only be deployed within cities and densify the area while respecting its
inhabitants and creating new workplaces, but might also represent a starting point – after local adjustments – for bringing various light industries within the city premises thus creating new workplaces for the unemployed and decreasing the ecological footprint of the city.

**Time planning**

2016/17 Autumn semester:

1. Site research (analysis of the past, present and future of the Apple market): 5 weeks
2. Booklet of the site research (group work): 2 weeks
3. Individual research of site and personal interest: 8 weeks
4. Research of technology hubs and their earlier housings: 7 weeks
5. P1 presentation: early November
6. Formulation of building masses and site concept through research: 7 weeks (Until late December)
7. Zoning of the site and of buildings though functional arrangements and circulation: 2 weeks
8. Formulation of the master plan, site activities, etc: 3 weeks
9. Preparation of posters, models and booklets for the P2 presentation: 1 week
10. P2 presentation: January 19/20

Other courses in this semester:

1. Lecture Series Research Methods (LSRM): Lecture attendance: 8 weeks
2. LSRM essay: Ornament in architecture in the 21st century: 3 weeks
3. Tutorial Graduation Studio (Anne Lacaton workshop redesign): 2 weeks
4. Research Seminar Graduation Studio (RSGS): individual work: 4 weeks
5. RSGS: group work 5 weeks
6. CITG: Construction Technology of Civil Engineering Structures: Lectures 7 weeks, group work 5 weeks, final exam: February 2nd 2017

2016/17 Spring semester:

1. Research on tech hubs, their housing trends: 4 weeks (until mid March)
2. Dutch building code and its relation with the site: 2 weeks (in February and in the later DD phase)
3. Development of building plans (parallel to researches) and weekly models: 8-10 weeks (from February to April)
4. Development of different facades for each building: 3 weeks (in February, April and May)
5. Materialization of the site, facades and interiors (sketches, models, drawings of ornamentation, etc.): 4 weeks (April - May)
6. Building technology development: 8-10 weeks (February - June)
7. Building technology models: 3 weeks (June)
8. Building model (final): 2 weeks (May - June)
9. Preparation of diploma booklet and contents: 5 weeks (May - June)
10. Preparation of posters, final presentation, etc: 3 weeks (June)
11. Various building and apartment models: weekly
12. MSc 4: P5 graduation: June/July