"The transformation of M4H is already happening on a small scale. Pioneers are creating a shift from harbour-related activities to urban living and working. The idea is to keep these early adopters on board, to speed up the process and move it in the right direction."
- City of Rotterdam

**Context Map**

- Location of nearby existing infrastructure in the form of roads and trains.
- Surrounded by residential areas, the natural evolution of the site demands that significant changes take place to be more neighbourhood friendly.
- Site can serve as a viable testing site for the concept as the industrial areas to the south of the towers are soon to be vacant as well.
- Surrounding context will contain a fair amount of 'raw' material for future construction.
- City planning has designated this area as a site for the development of ideas making it conducive to innovative concepts.

**Marconi Towers**

- 2037 Vacancies
  - Total 16.5 floors vacant (26.2%)
- Vacant Floors:
  - ESP - 5204 m²
  - EP1 - 6103 m²
  - EP2 - 7780 m²
- Total: 20274 m²

**Surrounding Amenities**

- Transportation
- Retail/Commercial
- Restaurant/Food
- Education
- 5 minutes biking
- 5 minutes walking

**Program Distribution**

- Housing
- Manufacturing
- Offices
- Leisure
- Retail/Commercial
- Education
- Restaurant/Food
- Transportation

**Programmatic Simulation**

- Residential
  - 2
  - 2
  - Material used: 17%
- Residential
  - 5
  - 8
  - Material used: 27.4%
- Residential
  - 10
  - 12
  - Material used: 37.7%
- Residential
  - 15
  - 12
  - Material used: 50.3%

**Preliminary Selected Outcome**

- Residential
  - Needed: 10,017 m³
  - Material used: 91.6%
- Residential
  - Needed: 10,801 m³
  - Material used: 98.8%
- Residential
  - Needed: 14,164 m³
  - Material used: 129.5%
- Residential
  - Needed: 17,660 m³
  - Material used: 161.5%