FLEXIBLE WORK, FLEXIBLE STAY
P 5
JINGLING DU
COMPLEX PROJECT
RESEARCH SUMMARY
SITTING DOWN

Stereotype
Standardization

1959

2011
ZUIDAS
Outdated Values

The Importance of Jobs
The Predominance of Big business in The Economy
The Significance of Money
Open working Space
Stuck in a 9 to 5 Job
What will WORK mean in the future?
EXTERNAL FORCE

DEMOGRAPHY
ECONOMY
PROJECT/JOB
TECHNOLOGY
GLOBAL
EXTERNAL FORCE

- Millennials
- ECONOMY
- PROJECT/JOB
- TECHNOLOGY
- GLOBAL
EXTERNAL FORCE

Millennials
Sharing
Direct
TECHNOLOGY
GLOBAL
EXTERNAL FORCE

- Millennials
- Sharing
- Direct
- Cloud
- GLOBAL
EXTERNAL FORCE

Millennials  Sharing  Direct  Cloud  Digital Nomads
AMSTERDAM OUD ZUID
LOW POPULATION DENSITY

2.1 km
LACK OF AMENITIES
MONO FUNCTION RESIDENTIAL BUILDING
INACTIVE
NEIGHBOURHOOD
GREENERY
INACTIVE AND POORLY DESIGNED PUBLIC SPACE
OUDE ZUID Population Prognosis from 2006 to 2038
This map shows two important developments in Zuidas: a shift in accent away from work and more to residential and to improving accessibility by bicycle and public transport. During the coming 15 years the area is going to change into a mixed urban district with more than 7,000 homes. The residential programme is strongly represented in Gershwin and the adjacent subareas of Knowledge Quarter [Kenniskwartier] and Ravel. Amsterdam Zuid Station is growing into the gateway to Amsterdam. Space is available in the vicinity of the station entrances for bicycles, trams and buses. The public space around the station is intended for pedestrians. Some of the parcelling shown on this map is not yet definitive.
Conclusion
Flat Organization
- coworking space

Flexibility
- micro living unit
- flexible contract

Work Life Balance
- office integrated with facility and residential function

FUTURE WORKSPACE
Flat Organization
- coworking space

Flexibility
- micro living unit, flexible contract

Work Life Balance
- office integrated with facility and residential function

Densification
- increasing population and diversity

Disconnection
- mono-functional zones

Public Space
- lack of facility, inactive neighbourhood

FUTURE WORKSPACE
OUD ZUID
If office environments are changing to express NEW VALUES AND NEW MEANING of work, what's the future of office building?
And how can a mix-used building help Oud Zuid develop into a SELF-SUFFICIENT NEIGHBOURHOOD?
PUBLIC FACILITY LINE

Amenities
Mobility
Social Reform
PUBLIC PARK
Create an inspiring and leisured complex combing **Housing, Work Space and Leisure Facility** which can stimulate the communication and collaboration among the surrounding neighborhoods and active the Oud Zuid.
TARGET GROUP

Independent Professionals

The Urban Nomads
DESIGN STRATEGY

PEOPLE

THE NEEDS OF THE IPRO AND THE URBAN NOMADS IN 2050

Analyse the needs and the desires of different social group

TYPOLOGY

CO-LIVING AND CO-WORKING

Integrate the working and living space, shorten or eliminate the separation between the different parts of our lives

SITE

DENSIFY AND ACITIVE THE NEIGHBOURHOOD

Redevelop the original residential block, strengthen the sense of community

ARCHITECTURE

ADAPTIVE REUSE

adaptive reuse the heritage building, and revive the historic value of the site

PROPOSAL

THE RESIDENTIAL COMPLEX

provide the service and help develop an self-sufficient neighbourhood
FUTURE SCENARIO

Government

Individual

Institution/Company

Invest
MEMBERSHIP

PUBLIC
(NON MEMBER)

FREE, SHORT TERM TEMPORARY
(by hours, one day)

MEMBERSHIP

CHARGED, LONG TERM
(by days, months, years)
TYPOLOGY RESEARCH
PROGRAM REQUIREMENTS

CO-WORKING
Program necessary for iPro and urban nomads

LIVING
Different types of living units for different needs

INTERACTION
Integrate living and working space to create different mixed program
<table>
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<tr>
<th>Building</th>
<th>Location</th>
<th>Year</th>
<th>Office</th>
<th>Facility</th>
<th>Foyer</th>
<th>Exhibition</th>
<th>Amenities</th>
<th>Park</th>
<th>Service</th>
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<td>10%</td>
<td></td>
<td>40%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>
HOUSING

B'MINE

MY MICRO NY

SUPERLOFTS

STUDENT HOTEL

1 unit = L + D + K + S + B + Ba
1 unit = L + K + B + Ba
1 unit = L + D + K + W + B + Ba
1 unit = B + Ba
COMPLEX
Sharing working space

Sharing living space
OFFICE  
30%

RESIDENTIAL  
30%

PUBLIC & FACILITY  
40%

PRAVITE OFFICE  
9%

CO-WORKING  
21%

APARTMENT  
9%

FLEXIBLE LIVING  
21%

FACILITY  
12%

PUBLIC SPACE  
28%

PRAVITE OFFICE  
9%

CO-WORKING  
21%

APARTMENT  
9%

FLEXIBLE LIVING  
21%

FACILITY  
12%

PUBLIC SPACE  
28%

CO-WORKING  
21%

MEETING ROOM  
800m²

RENTAL OFFICE  
1500m²

EVENT ROOM  
1000m²

WORKSHOP  
1050m²

EXHIBITION  
1000m²

COMMUNITY LIBRARY  
2000m²

APARTMENT  
2050m²

STUDIO  
2500m²

SHARED APARTMENT  
3150m²

HOTEL  
4050m²

BED & BREAKFAST  
800m²

RETAIL  
1000m²

HOUSING FACILITY  
1000m²

RESTAURANT & BAR  
1000m²

SHARE GARDEN  
1500m²

PUBLIC FOYER  
6000m²
COMBINATION

LIVING & WORKING

COMBINED

ATTACHED

SEPERATED

SHARED

GROUP
SITE REQUIREMENTS

**Axis**
Helping reshape the public space, strengthen the importance of axis of original Plan Zuid.

**Network**
Located among the neighbourhood acting as the community service. Providing the employment opportunities to surrounding neighbourhood.

**Connect**
Connected with the infrastructures and facilities on the site.

**Access**
Inside the superblock, the high-speed e-bike lane become the most important way of transportation. Located near the bicycle lane will increase the accessibility of the building and strengthen the connection with public transport—Amsterdam Zuid.
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LOCATION

Cultuurplein

High rise
BUILDING CONCEPT
STRATEGY

Desification
Sharing
Compact
Communication
Desification
Break down the housing program

- Bedroom
- Bath room
- Dining room
- Living room
- Kitchen
Communication

Private

Public
Original Plan
Add Partition Wall
Add Partition Wall
Demolish Parts of Back Facade
Circulation View-Out
Semi-in-out space
New room
EXHIBITION

EXHIBITION

COMMUNITY LIBRARY
PUBLIC SPACE
PROGRAM

- Apartment & Loft
- Hotel
- Bar & Gym
- Children care
- Coworking & Private office
- Commercial
- Exhibition
- Community Library
- Class Room
- Coliving
ORGANISATION
Working Facilities (meeting room, study booth, service room, computer lab)
Private Office (be personalized if need)
Rest area (coffee, lounge, near the circulation zone)
STRUCTURE & CLIMATE
Existing Loadbearing Wall & Wooden Beam

Prefabric steel Frame

Steel Frame

Shearing Wall
PV SOLAR PANEL

SEMI TRANSPARENT GLASS PANEL

STEEL GRID

STEEL FRAME
NATURAL VENTILATION
MATERIALISATION
FACADE PRINCIPLE