14 MONTHS, 30 MINUTES

Why?
What?
Where?
How?
WHY is there need for an urban intervention?
is there need for an urban intervention?
TYPOLOGY
BORDERS
ISLANDS
UNIQUE TYPOLOGY CBD + BORDERS SURROUNDING CBD = DISCONNECTED ISLAND IN URBAN CONTEXT

MONOFUNCTIONAL AREA = DISCONNECTED ISLAND IN URBAN CONTEXT

..so there is a need for an intervention!
GOALS

Reconnect!

..so there is a need for an intervention!
Mediate!
Dissolve borders!
- programmatically
- formally
WHY
WHAT
WHERE
HOW
WHAT

am I going to do about it?
One building is not up to the job.

- gesture too small
- overkill in landmarks
- radius of effect too small
- easy to miss, lack of presence

A twofold intervention:
- a public space  >  a boulevard
- a public building  >  a people magnet
THEORETICAL:
PUBLIC SPACE ZUIDAS = NON-PLACE!
PRACTICAL:
- MONO FUNCTIONAL > BUSINESS!
- MONO PUBLIC
- NO CONFRONTATIONS BETWEEN GROUPS
- 'OPENING HOURS'

ONLY BUSINESSMAN!
- SAME BEHAVIOUR, GOALS, STYLE
- ABN-VILLE

3xP
People!
Program!
Public space!
diversity in people, diversity in places and diversity in program
STARTING POINTS OF THE DESIGN

- large building, clear gesture
- poly-functional
- welcoming, open, permeable
- smooth transition with public space
- multiple groups of people
- cultural, public program
- mediating heights at border
- welcoming and open building
- opposite of existing buildings!

BUILDING and CONTEXT
WHEN
WHAT
WHERE
WHY
HOW
Boulevard

How do I plan this intervention?
How did I do it?
BUILDING PROGRAM DESIGN FACADE BOULEVARD
BUILDING
PROGRAM
DESIGN
FACADE
BOULEVARD
mediating building height
sunpath during the day and orientation of the building
The building will form a link, a trespass or a transition between the station area and the future campus of the VU.
DOORTREKKEN!! of the existing building lines
3 public entities
- introducting the courtyard
4 public entities
footprint
height: 28m
addition of high rise

mediating and tempering
height differences
adjustments according to daylight entrance and views
building + public spaces
Final mass of the building in relation with its surrounding public entities

Open relationship between courtyard and other public spaces
Level -2

Public car parking
- cinema
- library
- supermarket
- campus
Level -1

Private car parking
Level -1

Private bike parking
Private storage units
Level -1

Public bike parking
Level 0

Supermarket
- 1600 m2 supermarket
- service entrance on ‘backside’
- located next to the courtyard
Level 0

Restaurant

- 590 m² restaurant
- terrace facing south and boulevard
- located next to courtyard.
Level 0

Cinema

- 4 cinema rooms
- each 225 persons capacity
- foyer, food&drinks
- embedded in the building, surrounded by the library
- during daytime in use by the VU for lectures
- during evenings in use as cinema
Level 0

Main lobby
Level 0-1

Offices Secretary VU

- 600 m² office space
- back office VU
- working area
- waiting room
- front office
- meeting rooms
Level 0-4

VU Library
- main library VU
- not faculty related
- 9000 m² floorspace
- working areas
- study areas
- symposia area
- meeting rooms
- main book collection
- coffee shop
Level 4-6

Dwellings for starters
- 71 apartments
- overhang
- communal living room
- communal terrace
- private car parking
- private bike parking

100 m², private balcony, facing south/west.
Construction
Level 6-15

Studio dwellings
- 160 studio’s
- studenthousing
- communal living-room
- communal terrace
- private car parking
- private bike parking
- highrise

- private balcony facing south
Total building mass
- bring back human scale in facade
- tangible ‘friendly’ materialisation
- no hard barriers or borders
- depth and shadows in the facade
- daylight awareness
- awareness of complexity of the program
- visual connections
- useful combinations of spaces

- possibility of urban routing from train-station through courtyard and lobby, to the VU campus.

- entrance hall/lobby

CONCEPTS OF THE BUILDING
ROUTING AND ORGANISATION

- main lobby is the centerpiece of the building
- from the lobby all main functions are connected with each other
- lobby is part of the route between train station and VU campus
- the lobby is designed as an interior street
- vertical atmosphere, roof lighting, vertical columns
- visual connections
- fluent transition from outside to inside

- intertwining, interlocking, embracing, overlapping of spaces, volumes and
LOBBY
LIBRARY
CINEMA
DWELLING
LOBBY
+
LIBRARY
+
CINEMA
=

BUILDING
ORGANISATION
DESIGN
FACADE
BOULEVARD
CONCEPTS OF THE DESIGN:

- bring back human scale in facade
- tangible ‘friendly’ materialisation
- no hard barriers or borders
- depth and shadows in the facade
- program visible in rhythm of the facade
- horizontal alignment
- floor to ceiling windows
WHITE PREFAB
CONCRETE
STEEL BALUSTRADE & WINDOWFRAMES
<table>
<thead>
<tr>
<th>INNER FACADES</th>
<th>OUTER FACADES</th>
</tr>
</thead>
<tbody>
<tr>
<td>use of shadow</td>
<td>strict and smooth</td>
</tr>
<tr>
<td>balconies</td>
<td>no balconies</td>
</tr>
<tr>
<td>depth in brickwork</td>
<td>no depth in brickwork</td>
</tr>
<tr>
<td>own identity</td>
<td>reacting to future buildings</td>
</tr>
<tr>
<td>no hard barriers</td>
<td></td>
</tr>
</tbody>
</table>

**COHERENCE**
- horizontal alignment
- floor to ceiling windows
- gradient in openness
- publicness

- rhythm determined by program behind the facade, fixed windowframe size
4 ‘blocks’ to determine
- the crown
- the body
- the overspan
- the public layers
BUILDING
ORGANISATION
DESIGN
FACADE
BOULEVARD
render plein
“Everything was a choice. The color, the texture, the objects, the lighting, the bounced lighting, the reflections. Everything was a choice, a very, very carefully chosen choice, lots of sweat, blood and tears, believe me.”

Ralph Eggleston
Production Designer

render plein