Welcoming Gentrification

Boosting future prospects of the Indische Buurt by connecting socioeconomic networks
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Boosting future prospects of the Indische Buurt by connecting socioeconomic networks

1. What is gentrification?
2. Conditions that cause gentrification
3. Purpose of gentrification in my project
4. Strategy for the interventions
   Conclusions
I. What is gentrification?
Gentrification is the **social, cultural and economic upgrading** of a former working class neighborhood.
From Turkish coffee house to Coffee Company
Low economic activity in the Indische Buurt

Amount of jobs
Jobs per 1000 residents

- **Indische Buurt**: 181
- **Amsterdam East**: 482
- **Amsterdam**: 604

Unemployment
% Unemployed
% Longer than 3 years unemployed

- **Indische Buurt**: 9.1%, 4.4%
- **Amsterdam East**: 6.2%, 2.2%
- **Amsterdam**: 6.3%, 1.8%

Source: Amsterdam O+S 2013
Locations of the interventions

- **Study House**: Concentration work
- **FabLab**: Creative work
- **Kindergarten**: Daycare during work
- **Mixed**: Various workspaces
2. *Conditions that cause gentrification*
Timeline Indische Buurt

Flux of people

- Working class
- Squatters
- Immigrants
- Mixed population
- Rich families

Physical urban renewal

- Establishing
- Build-up
- Deterioration
- 1st urban renewal
- Deterioration
- Label
- 2nd urban renewal

Theoretical background

- Begin phase
- Artistic phase
- Top down strategy
- Bottom up strategy
- Mixed phase
- Fashionable phase
Timeline Indische Buurt

Flux of people:
- Working class
- Squatters
- Immigrants
- Mixed population
- Rich families

Physical urban renewal:
- Establishing
- Build-up
- Deterioration
- First urban renewal
- Deterioration
- Second urban renewal

10 20 30 40 50

Theoretical background:
- Begin phase
- Artistic phase
- Top down strategy
- Bottom up strategy
- Mixed phase
- Fashionable phase
Built for
working class people

Working class family, 1910s
Establishing of the Indische Buurt
1910-1930 - vd Pek Block

Van der Pek block, built in 1911
Timeline Indische Buurt

Flux of people
- Working class: build-up → deterioration
- Squatters: deterioration
- Immigrants: 1st urban renewal
- Mixed population: 2nd urban renewal
- Rich families

Physical urban renewal
- Establishing
- Build-up
- Deterioration
- 1st urban renewal
- 2nd urban renewal

Theoretical background
- Begin phase
- Artistic phase
- Top-down strategy
- Bottom-up strategy
- Mixed phase
- Fashionable phase
Squatters found a place to live in neglected houses
Artistic phase

Alternative, youngsters, creative, student, immigrants, gays

Cheap accommodation

e.g. Belleville, Paris

Loft ateliers // Improvisation in dilapidated working-class houses

Source: S. Metaal (Oase #73)
Squatters protest against demolishing
First urban renewal
end 1970s - Batavia Block

Playground inside Batavia Block 1979
First urban renewal
end 1970s - Obi Block

Obi block, built in 1981
Immigrants with low incomes were attracted
Timeline Indische Buurt

**Flux of people**

- **Working class**
  - Physical urban renewal: establishing
  - Build-up

- **Squatters**
  - Deterioration

- **Immigrants**
  - 1st urban renewal

- **Mixed population**
  - 2nd urban renewal

**Theoretical background**

- **Begin phase**
- **Artistic phase**
- **Top down strategy**
- **Bottom up strategy**
- **Mixed phase**
- **Fashionable phase**

**Time line Indische Buurt**

- 1st urban renewal
- 2nd urban renewal
- Working class: build-up
- Squatters: deterioration
- Immigrants: 1st urban renewal
- Mixed population: label
- Rich families
Renovation of vd Pek block

Renovation vd Pek block, 2007
Population starts to mix

Cultural life in the Indische Buurt, 2013
Causes of gentrification in the Indische Buurt

Source: C. Hamnett & B. Randolp - Gentrification of the city Boston (1986)
**Mixed phase**

*Source: S. Metaal (Oase #73)*

## Dynamic of the City: Three Phases of Gentrification

1. **Working class Squatters Immigrants Mixed population**
2. **Artsistic phase**
3. **Fashionable phase**

**Time line Indische Buurt**

- **1st urban renewal**
- **2nd urban renewal**

- **Working class**
- **Squatters**
- **Immigrants**
- **Mixed population**

- **Artistic phase**
- **Fashionable phase**
- **Mixed phase**

- **Begin phase**
- **Rich families**

**Bars and restaurant // partly renovated apartments**

**Speculation on rising value**

- Executive summary
- Point-based summary
- Household
- Ethnicity
- Gender

**Cultural middle class, locals**

**Bars and restaurant // partly renovated apartments**

- Specifications
- Cost
- Style
- Design

**Bars and restaurant // partly renovated apartments**

**Speculation on rising value**

- Executive summary
- Point-based summary
- Household
- Ethnicity
- Gender
Timeline Indische Buurt

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</table>
**Fashionable phase**

**Cultural and economic elite**

**Stabilized high property values**

*e.g. Soho, NYC*

*Exclusive boutiques // over-restoration family homes*

Source: S. Metaal (Oase #73)
3. Purpose of gentrification in my project
In which phase is the Indische Buurt?

<table>
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<th>Artistic phase</th>
<th>Mixed phase</th>
<th>Fashionable phase</th>
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<td>Alternative, youngster, creative, student, immigrants, gays</td>
<td>Cultural middle class, locals</td>
<td>Cultural and economic elite</td>
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<td>Cheap accommodation</td>
<td>Speculation on rising value</td>
<td>Stabalized high property values</td>
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<td>e.g. Belleville, Paris</td>
<td>e.g. Prenzlauer Berg, Berlin</td>
<td>e.g. Soho, NYC</td>
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Source: Stefan Metaal (Oase #73)
Demographic comparison

<table>
<thead>
<tr>
<th>Ethnic Origin</th>
<th>Indische Buurt</th>
<th>Amsterdam</th>
</tr>
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<tbody>
<tr>
<td>Western</td>
<td>42%</td>
<td>65%</td>
</tr>
<tr>
<td>Non-western</td>
<td>58%</td>
<td>35%</td>
</tr>
</tbody>
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<table>
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<th>Yearly Income</th>
<th>Indische Buurt</th>
<th>Amsterdam</th>
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<tr>
<td>€23,000</td>
<td>50%</td>
<td>29%</td>
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<tr>
<td>€30,000</td>
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<th>School Backlog</th>
<th>Indische Buurt</th>
<th>Amsterdam</th>
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<td>50%</td>
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Source: Amsterdam O+S 2013
Welcoming Gentrification

Boosting future prospects of the Indische Buurt by connecting socioeconomic networks
4. *Strategy for the interventions*
“Superdutch becomes Superhumble”
“Superdutch becomes Superhumble”

Pragmatic
- Modest
- Realistic

Source: Hans Ibelings,
Yearbook Architecture in the Netherlands (2011)
**Pragmatic**
Characteristics of people working in the Micro Economy

**Ethnic Origin**
- 82% Western
- 18% Non-western

**Education**
- 52% Average
- 29% High
- 19% Low

**Age**
- 44% 25-45 Years
- 32% 35-45 Years
- 24% 45-55 Years
- 1% 55-65 Years

**Household**
- 78% Family
- 10% Couple
- 12% One parent
- 1% Single

**Source:** CBS 2012
What is Micro Economy?

Total Work Force
All the people working or available to work in a nation.

Paid Employment

Self-employment

Micro Economy (MKB)
This research focuses on micro business: any independent business with a maximum turnover of 2 million euro and between 1-10 employees.

Freelancer
A freelancer works alone in the creative branch (design, photographer, journalist, etc.). These ‘new freelancers’ are specialists and work for clients on project basis.

Independent Entrepreneur (ZZP)
A ZZP’er is independent one-man enterprise that is active in the construction, health-care or service branch. These ‘new freelancers’ are specialists and work for clients on project basis.

One-man business (ZMP)
In a one-man business only one person is responsible for the company. A ZMP’er has a few employees.

Retail and Catering
A retailer works in several branches and sells goods for domestic use to the consumer. Catering is the branch for food and beverage service (hotel, restaurant, catering, etc.). Both groups are ‘classic freelancers’ and work for consumers.
Future development of Micro Economy in Amsterdam

Aandeel zzp'ers in de werkzame beroepsbevolking, 2006-2012 (procenten)

Source: EIM / CBS / O+S
Types of workspaces for self-employees

- Industrial
- Office
- Residential block
- Annex
- Outdoors
- Public
- Market
- Coffee corner
- Machine hall
- Study booth
- Reading table
- Cafe
- Lobby
- Open office
- Atelier
- Team office
- Workshop
- Team space
- Meeting room
- Private office
- Presentation room
- Meeting point
- Home office
- Studio
- Incubator
- Brainstorm
- Touch down
- Cubicle
- Coffee corner
- Restaurant
- Atelier
- Shop
- Shared office
- Outdoors
- Public
- Industrial
- Office
- Annex
- Residential block
Types of workspaces in program

- Study booth
- Workshop
- Team space
- Private office
- Meeting room
- Presentation room
- Team office
- Meeting point
- Home office
- Studio
- Coffee corner
- Lounge
- Coffee corner
- Open office
- Market
- Cafe
- Brainstorm
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- Touch down
- Study booth
- Lounge
- Office
- Annex
- Residential block
- Outdoors
- Public
- Industrial
- Office
- Annex
- Residential block
Program
Study House
Program

Kindergarten
Pragmatic solutions for users
Roof landscape of the Obi Block
Pragmatic solutions for users
Roof landscape of the Obi Block
Pragmatic solutions for users
Kindergarten
Modest
Modest towards surroundings

FabLab

Existing situation alley

Proposed situation: view from underpass
Modest towards surroundings
Obi Block
Modest towards surroundings

Obi Block
Modest towards surroundings

Obi Block
Modest towards surroundings

Obi Block
Modest towards surroundings
Kindergarten
Realistic
“It is not intoxication and grandiloquence we need now, but sobriety and effective action. Therefore, make little plans, say I – and lots of them.”
Realistic scale
Study House
Materials articulate own identity

Study House
Materials articulate own identity

FabLab
Conclusions
Conclusions

- Gentrification is the social, cultural and economic upgrading of a former working class neighborhood

- The Indische Buurt just reached the mixed phase in the process of gentrification

- The goal of the project is to stimulate the local economy by welcoming the newly attracted people

- Creating a new local economy can improve living standards for everyone in the neighborhood

- To achieve my social ideal, I designed my interventions with the keywords: modest, pragmatic and realistic

- Although all interventions have the same underlying architectural ideal, they strongly differ from each other due to their context sensitivity
Thanks!