

A *fair*BnB?

How can a *fair*BnB project be developed and what does it require on a political, economic, social and technological level?

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P2 Graduation Plan

Personal information

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Studio information

Project Title	A fairBnB?
Studio name	Explore Lab 18
Teachers/mentors	Robert Nottrot (Coordinator) Olv Klijn (Design) John Heintz (Research) Jan van der Voort (Building Technology) Alijd van Doorn (Extra mentor)

Argumentation of choice of the studio

The fairBnB project requires a mixture of sustainable development, housing typology, urban fabric design, public sphere design, building methodology and finding a unique balance between them all. Such a mixture would be hard to develop within a conventional architecture studio

Theme

Unsolicited, sustainable mixed-use housing

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Product

Problem Statement

Many popular holiday destinations require more and more tourist sleeping arrangements, while the local population is forced to move away to make room or because of the lack of affordable housing. In affluent Amsterdam for instance, hotel space is increasingly in high demand and constantly being developed, while affordable housing production lags behind or is concentrated along the less desirable periphery.

In the meantime, interaction with the local population is becoming an added attraction for these holiday destinations: social media house exchange groups or staying at someone's house through initiatives like *airBnB*, are proving to be a much appreciated way of experiencing a new environment through the eyes of the locals.

City councils are nonetheless not amused. More and more cities fear becoming fair grounds, emptied during the off-season; lacking in services because the actual population supporting them is moving away, letting out its houses to tourists or not being able to afford any housing in the desired areas.

A possible solution for this problem could be a mixed dwelling typology consisting of affordable housing combined with B&B accommodation within an existing housing project, allowing the tourist to pay for the development of such affordable housing.

The so-called *fairB&B* housing complex could act as a *socially* and *architecturally* sustainable solution, combining the demands of locals and tourists, offering an *economically viable* alternative through an *architect initiated* example of *unsolicited* architecture, hopefully resulting in added value for society as a whole.

To create such a combined programme sustainably, one would first need to investigate whether or not the proposed mixed programme could be *feasible*, both *economically* and *socially*. For this an assessment has to be made on the levels of *policy*, *economics*, *social issues* and *technique*, a so-called PEST analysis, on what a successful *strategy* for development of a *fairBnB* could be. Specifically, if one desires to develop such a programme without relying on slow processes like policy changes or institutional investment, credible arguments should be formulated on how to proceed without having to tackle the before mentioned processes. Subsequently, research can provide a basis for how such a design can be successfully developed within those parameters.

Research questions

Consequently, the main research question to answer is:

What are the political, economic, social and technological requirements for a fairBnB project to succeed?

In order to answer this main question, additional research questions have been formulated:

- What are the options for developing a mixed-use housing project like a fairBnB?
- What are *successful* mixed-use housing and/or architect initiated projects?
- What are the *demands* for the fairBnB project on a *political, economic, social and technological* level?
- What are the *benefits* or *drawbacks* of the fairBnB project, on a *political, economic, social and technological* level?

Design assignment

The main assignment is thus to design a fairBnB as an example of *unsolicited, sustainable* architecture offering a mixture of affordable housing and B&B accommodations within the urban context of Amsterdam. The proposed site is the Haarlemmer Houttuinen area in Amsterdam. Already an area filled with social housing, it has long been considered a failed project; the housing seems to be inadequate and, after with years of neglect, pressures keep mounting to renovate the mini slum and move in more affluent inhabitants. Within the Haarlemmer Houttuinen, the EGM Complex in particular appears to be a failed social housing project, both *architecturally* and *socially*. The aim therefore is to *reuse* and *redesign* this complex into a fairBnB pilot project thus offering a feasible development solution for such areas and projects.

Goal

The proposal is to offer a better plan, combining the desires of both tourists and locals, thus providing a richer and more varied urban fabric for all to enjoy. The aim is to do so in a sustainable way, in accordance with the TiDO appendix ambitions, resulting in the so-called fairBnb project. The main goal therefore is to design a fairBnB as an example of *unsolicited sustainable* architecture offering a mixture of affordable housing and B&B accommodation within an existing urban context.

The finalized project would both provide a possible *strategy* on how to develop such a fairBnB and it would continue to offer a *pilot project* translated into an actual site and design within the city of Amsterdam. In fact, the project should demonstrate what can be achieved if an architect is allowed to offer and develop a possible solution.

Process

Method description

As a basis for the design both *research* and *study* will be in parallel lines of inquiry informing the process of design. Whereas *research* will focus of the methods of literature, case studies and interviews to answer the stated questions, *study* on the other hand will focus mostly on analysis of the site and the relevant regulations in an effort to develop the brief and the programme demands. Together they will inform the design on what is *achievable* and *desirable* for a successful project.

Research

The research methodology consists of two main elements:

- **Literature and Case studies;**
In order to investigate the field of unsolicited architecture and architect initiated projects literature and case study research is required. Based upon their findings *successful* projects can be analysed for their *common* and/or *determining* factors. An analysis of what unsolicited architecture actually entails will provide a framework on how to proceed. Furthermore, from this basis a selection can be made of experts within this field of architect initiated project development.
- **Interviews;**
Selected for their experience in initiating projects within the Dutch urban reality the following architects have been, or are to be, interviewed:
 - Hein de Haan, Architectuur Stedenbouw
 - Marc Koehler, Marc Koehler Architects
 - Tom Frantzen, Frantzen et al architecten
 - Marthijn Pool, space&matter
 - Anne-Wil Hop, ZUS [Zones Urbaines Sensibles]

For clarity and comparison purposes all the architects are interviewed using a similar basis of questions:

- *What are your successfully initiated projects?*
- *How did you convince and involve your partners in the project?*
- *Did you make a business case?*
- *What was your financial basis for the project development?*
- *How would describe the role of the architect in this project?*
- *When did you move on?*
- *What were the main obstacles you encountered?*

Study

The study element will mainly focus on the *urban* and *architectural* demands of the site and project. This will be done through:

- **Historical analysis**, including building archive visits
- **Site analysis**, emphasizing mainly on urban aspects the site demands
- **Building analysis**, investigating the structural possibilities the EGM Complex offers for a sustainable reuse and development of the structure
- **B&B Regulation analysis**, through interviews with the main actors in affordable housing and B&B organizations and researching council regulations

Design

As stated before, both investigations will inform the design process in:

- **Brief development**, i.e. the number of dwellings, their size in accordance to regulation and economical demands
- **Programme development**, based on the previous a programme is developed further
- **Structural concept**, given the possibilities of the EGM Complex
- **Dwelling typology**, given the requirements for the B&B function and open-ended design ambitions
- **Stating sustainable and social ambitions**, thus providing a way to measure whether or not the project achieves its main objectives

Literature

To provide a basis for the research and study processes within the project a *literature, policy* and *case study* is done using among others the following sources:

- Ahrensbach, T., Beunderman, J., Fung, A., Johar, I., & Steiner, J. (2012). *Compendium for the Civic Economy: What our cities, towns and neighbourhoods should learn from 25 trailblazers*: trancity^xvaliz.
- Bouman, Ole. (2008). Unsolicited, or: The New Autonomy of Architecture. *Volume*(14), 26-40.
- Boyer, Brian, & Hill, Dan. (2013). *Brickstarter* (R. Hyde Ed.): Sitra.
- Brouwers, Ruud, & Van der Vlugt, Ger. (1982). Houttuinen: een voorbeeld. *Wonen TABK: tijdschrift voor huisvesting en omgeving*, 18-19, 10-48.
- Gemeente Amsterdam. (2014). Bed and Breakfast - Gemeente Amsterdam. Retrieved 25 February, 2014, from <http://www.amsterdam.nl/veelgevraagd/?productid=%7BC8EA978C-5861-4C8D-906E-C805F4D80CD8%7D>
- Hertzberger, Herman. (1983). Woningen aan de Haarlemmer Houttuinen te Amsterdam. *Bouw*, 23, 54-57.
- Hyde, Rory. (2012). *Future Practice: Conversations from the Edge of Architecture*: Routledge.
- Johar, Indy. (2012). The Civic Entrepreneur. In R. Hyde (Ed.), *Future Practice: Conversations from the Edge of Architecture* (pp. 42-55): Routledge.
- Maul, J.P. (2011). *Developing a Business Case, Expert Solutions to Everyday Challenges*. Boston: Harvard Business School Publishing.
- Oosterman, Arjen. (2008). A profession apart; editorial in Unsolicited Architecture. *Volume*(14), 2-3.
- Oswalt, Philipp, Overmeyer, Klaus, & Misselwitz, Philipp. (2013). *Urban catalyst the power of temporary use*. Berlin: DOM.
- Van 't Klooster, Indira. (2013). *Reactivate!, Innovators of Dutch Architecture*. Amsterdam: trancity^xvaliz.
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- Van Herk, Arne, & Nagelkerke, Cees. (1984). Nieuwe Houttuinen te Amsterdam. *Bouw*, 13, 113-116.
- Woude, Henk van der. (2012). *Community architecture in Nederland*. Bussum: Thoth.
- ZUS. (2009). Schieblock: Making the Temporary City. *Hunch, the Berlage Institute Report on Architecture, Urbanism and Landscape, Publicity*(14), 66-73.

Reflection

Relevance

Being from both Tenerife *and* Amsterdam, I have always been fascinated by the way tourism can *enrich* or *destroy* the urban fabric and society. Given the changing role of the *architect* in the possible creation of communities and structures, the *architectural* solution offered can provide a vision on how to use tourism as a force for *improvement*. The project aims as said to provide an economically viable *strategy and pilot project*, initiated by an architect, resulting in added value for society as a whole.

Time planning

The schedule on the next page shows the current planning schedule for the project:

In **bold** are the main deadlines; underlined are the mentor sessions and interviews; in plain text are the main occupations for that week; in *italic* the other relevant activities that week. As is made clear, this schedule is aimed at graduating under the BEP timeframe, yet it takes into account the month delay possibly caused by a different pathway.

Time planning schedule

week 1 calendar week 7	week 2 calendar week 8	week 3 calendar week 9	week 4 calendar week 10	week 5 calendar week 11	week 6 calendar week 12
Start Explore Lab	Individual sessions	Elevator Pitch	Group session	<i>Other courses</i>	Individual sessions
week 7 calendar week 13	week 8 calendar week 14	week 9 calendar week 15	week 10 calendar week 16	week 11 calendar week 17	week 12 calendar week 18
Interview Hein de Haan <u>Extra mentor session</u>	P1 Present. <u>Design mentor session</u>	BT Introduction Case Study research	Literature Research Case Study research	P2 registration Literature Research	Building Archive research
week 13 calendar week 19	week 14 calendar week 20	week 15 calendar week 21	week 16 calendar week 22	week 17 calendar week 23	week 18 calendar week 24
Building Analysis Historical Analysis	<i>Other courses</i>	Building Analysis Historical Analysis	Lecture Machiel van Dorst	BT Mentor group session <u>Research mentor session</u> Site Analysis	Site Analysis <u>Design mentor session</u>
week 19 calendar week 25	week 20 calendar week 26	week 21 calendar week 27	week 22 calendar week 28	Summer Holiday calendar week 29	Summer Holiday calendar week 30
Interview Marc Koehler <u>Interview Tom Frantzen</u> P2 Present.	<u>Interview Marthijn Pool</u> <u>Interview Anne-Wil Hop?</u>	<u>Interview De Key?</u> <u>Interview B&B council?</u> <i>Other courses</i>	Research <u>mentor session</u> Draft Interviews Building analysis	<i>Vacation</i>	<i>Vacation</i>
Summer Holiday calendar week 31	week 23 calendar week 32	week 24 calendar week 33	week 25 calendar week 34	week 26 calendar week 35	week 27 calendar week 36
<i>Vacation?</i>	<u>Design mentor session</u> Final Draft Analysis	<u>Extra mentor session</u> Draft Case Study	<u>BT mentor session</u> Draft Structural Concept	<u>Design mentor session</u> Draft Urban Concept	Research mentor session Final Draft Research
week 28 calendar week 37	week 29 calendar week 38	week 30 calendar week 39	week 31 calendar week 40	week 32 calendar week 41	week 33 calendar week 42
<i>BT mentor session?</i> Draft main details	<u>Design mentor session</u> P3 Presentation preparation	P3 Present. BEP* Research Presentation	<u>BT mentor session</u> Final Draft structural concept	P4 Registration BEP* <u>Design Mentor session</u>	<u>Research mentor session</u> Deadline Research
week 34 calendar week 43	week 35 calendar week 44	week 36 calendar week 45	week 37 calendar week 46	week 38 calendar week 47	week 39 calendar week 48
<i>P3 Present.</i> Final Draft Urban Concept	<u>Design mentor session</u> Final Draft Design	<i>P4 Registration</i> P4 Present. preparation	P4 Present. BEP*	Fine-tuning design Model Building	Fine-tuning design Model Building
week 40 calendar week 49	week 41 calendar week 50	week 42 calendar week 51	X-mas Holiday calendar week 52	X-mas Holiday calendar week 1	week 43 calendar week 2
<i>P4 Present.</i> P5 Present. preparation Model Building	<i>P4 Present.</i> P5 Present. preparation Model Building	P5 Present. BEP*		<i>Overrun P5</i> <i>Fine-tuning design</i> <i>Model Building</i>	<i>Overrun P5</i> <i>Fine-tuning design</i> <i>Model Building</i>
week 44 calendar week 3	week 45 calendar week 4				
<i>P5 Present.</i>	<i>P5 Present.</i>				