Welcome,

Hybrid knowledge center,
SoHo$^2$ community.

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Rotterdam
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Morphological history analysis

1886

1941

2011
Morphological histroie analysis
Trichotomy of the city center.

Post modern blocks

Modernis blocks

Urban fabric
'An apparently chaotic, but dynamic system of interaction, idea and tolerance.'
Jos Gadets explanation of 'urban fabric', a term introduced by M. Sorkin
Modernism

MSC3 Public Realm

Studio Rotterdam

Research

Courtyard

licht, lucht en ruimte
Post modernism

Service Road

1886

1941

2011

Research

Research Method

Service Road

201119411886
Defenition of design question

Refreshing the Dutch urban block.

Ambition of the municipality:

Current policies focus on improving entrepreneurship in creative industries, on building networks of entrepreneurs or providing space for such activities, and on developing creative zones, incubator spaces or hotspots. 1

1) The creative production and consumption milieu; creative city challenge framework report 6.1, A. Romein & J.J. Trip (p7)
Urban strategie
Urban strategy

Inward public space, has a collective character rather than a public sphere. No connection between public space outside urban block and inside urban block.

Outlines pushed back to create extra public space.
extra hole in mass to push public space through the urban block and to create more plinth area.
Programmatic layout
Retail
Office
Restaurant
Mediateque
Entrance
Convention center
Soho²

So : Shared office

ho : Home office
Entrance north
Monumentality
Public and Private flows
Private routing
Private routing
Routing public and private core
Urban strategie

Public - Private course
Urban strategie

Leisure and interaction space

1-2 Liane Lefaivre + Doll, ground-up city play, 010 publishers, p.112
Stability
Load bearing principle
Lattice girder
Rigid floor
Table construction
The user

the creative class
The user

Lukey en Van der Steenhoven:

Knowledge workers: bachelor and Master graduates

Cultural creative: artists, musicians, media developers, architects, scientists, teachers

Professional creative: managers in business, financial, juridical services and senior positions in healthcare, technology and sales.

Marco Bontje en Sako Musterd:

Artists and architects prefer the city center and its periphery.

Professors, spread between urban and rural.

It-specialists prefer sub-urban conditions.
The user

Choosing the correct atmosphere and amenities

People climate instead of business climate

openness, tolerance, diversity, street level culture, mixed use neighborhood

(Richard Florida)

(Jane Jacobos)
The user

Three type of users:

#01 short stay, researchers in the IT-domain.

SoHo

Small home units, 30 m², temporary use

Fast internal connection to research-IT domain.

Collective domain, intermediating between users and functions.

01 Reflect #05, Creativiteit en de stad, hoe de creative economie de stad verandert. NAI uitgevers
02 Creativiteit en de stad, chapter: hoe woont de creative werker,
The user

Three type of users:

#02 the creative class, actively and successfully participating in the knowledge economy.

SoHo

Small home units, approximately 80 -100 m$^2$, two-three users.

Small internal office

Collective domain, intermediating between users and functions.

01 Reflect #05, Creativiteit en de stad, hoe de creative economie de stad verandert. NAI uitgevers
02 Creativiteit en de stad, chapter: hoe woont de creative werker,
The user

Three type of users:

#03 Starters, bachelors and master graduates.

So₁Ho

Small home units, approximately 50 m², two users.

Shared office domain, spread of start up cost.

Collective domain, intermediating between office and home domain.

01 Reflect #05, Creativiteit en de stad, hoe de creative economie de stad verandert. NAI uitgevers
02 Creativiteit en de stad, chapter: hoe woont de creative werker,
User orientation
Circular routing vs. user typologies

Construction grid

Inner Routing

Outer Routing

Central routing
Circular routing vs. user typologies

Moving along public edge, enabling 80 square meter typologies in side the construction grid.

Moving central divides the grid and superimposes the starters. Stimulating community sense and creates typologies of 60 square meters in side the structural grid.

Moving central divides the grid and superimposes the short stay. creating 35 square meter typologies inside the construction grid.
10th floor
Zoom in, entrance domain
Welcome
10th floor, entrance domain.
11th floor, short stay.
12th floor short stay
Zoom in, corridor domain
Impression corridor
10th floor creative class
11th floor creative class
External facade, first skin closed, second skin closed
External facade, first skin closed, second skin open
External facade, first skin open, second skin open
External facade, first skin open, second skin closed
Detail first skin
Detail second skin
Zoom in, atrium domain
Climate research

Winter 12 o clock

Summer 12 o clock
Climate research

Winter 12 o clock

Summer 12 o clock
Climate research

Winter 12 o clock

Summer 12 o clock
Spatial experience, winter
Spatial experience, summer
10th floor shared office, starters
11th floor collective space, starters
11th floor collective space, starters
12th floor starters
14th floor starters
Ventilation winter

wtw via twincoil unit
Ventilation summer
The hybrid knowledge center, Soho2 community
Section north atrium
Scale 1 : 25

Heating
Thank you