P5
AMS MID-CITY

Shushen Zhang
16/02/2018
在AMS2040的规划中，我们的基地在AMSTERDAM 即将承担的责任：以住宅为主
URBAN LAB
How will we Work in 2050?
Jobs are **KEEPING** being replaced by new Technologies.
THE REPLACEMENT OF JOBS

Handycraft Age

Physical Work

Steam Age

Steam Engine

Repetitive Work

Information Age

Computers

Technical Work

AI Age

WE ARE HERE

Artificial Intelligence

?
"FACTORS" Lead to job obsolete

Journalist

Dish washer

LOW/SINGLE-SKILLED

Artist

Cashier

LOW CREATIVITY

Surgeon

Telemarketer

LOW PRODUCTIVITY
The world unemployment rate will keep rising to 24 percent in 2050.
How can architecture support the unemployamental situation in Zeeburg in 2050?
"A broader economic change from corporate culture to more flexible environment based on ideas of sharing economy, collaboration and networking, fostered by information technologies."
"SCENARIO" of work-mode in 2050

- The organizational border will be **blurred**. People will work in **freelancing and cooperative** ways.
How can the replaced workforce restart up under 2050 Scenario?
A truck Driver’s process to Re-employment
He Lives on the island.
Have drove for 10 years. Driving is his only life-earning-skills.
His loves to sing since he was a child, that he always singing while driving every day.
Singing was also a way he recorded his life by making original songs.
However, one day, His job was took over by self-driving robots.
Now it is the time, he re-think about working as a musician.
HOWEVER
- His **professional knowledge** is scarce.

- He **cannot afford to learn** music at a collage.

- He doesn't know **how to be** a full-time musician, so that he cannot be docked upstream and downstream.

- He doesn't have **confidence** and do not know whether his song is special enough.

- He **doesn't have the opportunity to communicate** with professional musicians,

- He also does not know how to **make profit** from his songs....
Remember the Truck driver.
This is just one example of 300,000 ca of population who will face the problem in Amsterdam in 2050.
What's the **FUTURE** for them?
A [Re]Start-up Hub will be here to offer all of these people a [re]Start.
The Transition Period.
Target Groups

Old Jobs

New Jobs

Timeline

Employment

Restart-ups

Start-ups

Transition-needed people

Newly-emerging-field Start-ups

Small Company's entrepreneurs

College Students
### Needs List

<table>
<thead>
<tr>
<th>Educational</th>
<th>Social</th>
<th>Financial</th>
<th>Mental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Updating into future-proof skills.</td>
<td>sources of newly emerging jobs.</td>
<td>ways of life-earning</td>
<td>being respected</td>
</tr>
<tr>
<td>Re-skilling in a new field</td>
<td>getting in touch with professional people.</td>
<td>Laborforce</td>
<td>Sense of Self-value</td>
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<tr>
<td>Soft skills</td>
<td>Job opportunities in other field.</td>
<td>Workspace &amp; Studios</td>
<td>Initiatives to be re-skilled</td>
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<tr>
<td>Career planning</td>
<td>collaboration partners</td>
<td>Part-time jobs</td>
<td>being supported</td>
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<td></td>
<td>Project Opportunities</td>
<td>Internship</td>
<td>confidence</td>
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<td></td>
<td>Career Expanding</td>
<td></td>
<td>Sense of Hope</td>
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<td>Feeling relaxed</td>
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<td>sense of self-actualization</td>
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<tr>
<td>Professional knowledges</td>
<td>getting in touch with professional people.</td>
<td>Job opportunities</td>
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### Restart-ups
- Transition-needed people

### Start-ups
- Newly-emerging-field Start-ups
- Small Company's entrepreneurs
- College Students
Educational
- Updating into future-proof skills.
- Re-skilling in a new field
- Soft skills
- Career planning

Professional knowledges
- Enlightenment

Social
- Sources of newly emerging jobs.
- Getting in touch with professional people.
- Job opportunities in other field.

Financial
- Ways of earning living
- Part-time jobs
- Internship

Mental
- Being respected
- Sense of self-value
- Initiatives to be re-skilled
- Being supported
- Confidence
- Sense of hope

Feeling relaxed
- Sense of self-actualization

Financial
- Workspace & Studios

SOLUTION

START-UPS

STUDENTS

STUDENTS

TRANSITION-NEEDED

SOLUTION

START-UPS

STUDENTS

STUDENT
So they can learn from each other, and create job opportunities.
So they can learn from each other, and create job opportunities.

**Education**
( Life long learning/ skills)

**Integrating**
(skills and abilities of different people)
Universities will be the source of Skill and Knowledges.

However, Individuals and Internet will be the main way to spread it.
STEM Knowledge (Science, Technology, Engineering and Mathematics) Education will transite to Peer-to-Computer.

Meta Skills (Self-organization, Job-crafting, Collaboration) and lifelong-skills will be focus more Peer-Peer."
Faculty of IBMS of Inholland University has already been planned on the island, which can be used as the source of knowledge.
The [Re]start-up Hub will be designed *integrating* with the faculty of the university.
So they can learn from each other, and create job opportunities.

**SOLUTION**

**Education**
(Life long learning/skills)

**Integrating**
(skills and abilities of different people)
“in an age where digital work can be performed anywhere, architecture takes on the critical role of bringing people together”

-----Ole Scheeren(Architect)
promoting encounters, opportunities, coincidences...
encouraging diversity activities, communication, creativity.
INTEGRATING PROGRAMS

Program including:
Social Bar
Library
Collaboration Room
Workshop
Meeting Room
.....
ENCOURAGE ATTENDING ACTIVITIES

Small intense space networks,
Force people walk through different function parts.
INTEGRATING

NETWORK WAY.

Knowledge & skills can be sold by

Exchange  Money
Still remember the **TRUCK DRIVER?**
I want to be a singer
ZEEBURGEREILAND
LIVING-WORKING
ca. 5500 households

VISION 2040
MUNICIPALITY
New Residential Area
Increase of the amount of 1-person households.

More young people, fight for their career start-up period will move here, they need places to start up.
<table>
<thead>
<tr>
<th>Residential Area</th>
<th>Mixed, Self-sufficient Urban Lab</th>
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<tbody>
<tr>
<td><strong>Housing</strong></td>
<td><strong>Non-Housing</strong></td>
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<tr>
<td>municipality vision</td>
<td>group vision</td>
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<tr>
<td>85% 5,500 dwellings average 60m²</td>
<td>35% 11,000 dwellings average 30m²</td>
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Increase of the amount of 1-person households.

Increased amount of **offices**.

More **young people**, fight for their career start-up period will move here, they need places to start up.

More **work opportunities** on the site. **People in restart-up period** could easier to find a job near by.
Residential Area

Mixed, Self-sufficient Urban Lab

- **Residential Area**
  - Housing: 85% (5,500 dwellings, average 60m²)
  - Non-Housing: 15%

- **Mixed, Self-sufficient Urban Lab**
  - Housing: 65% (11,000 dwellings, average 30m²)
  - Social Housing: 40% (regularated rent, rent and buy)
  - Non-Housing: 35%

**Increase of the amount of 1-person households.**

Increased amount of **offices.**

Increased **rented housing**

More **young people**, fight for their career start-up period will move here, they need places to start up.

More **work opportunities** on the site. **People in restart-up period** could easier to find a job near by.

**More temporary population** will bring vitality here.
About **13,000** workforce will living on the island. (Rate of 40% social housing)
Among them, about **5000** population are low-waged, and more possible to lose their work.
Different groups of people will be gathered here, collaborating and learning between each other.
Zeeburg

[Re]Start-up Hub
TRENDS
## OFFICE TYPOLOGY
### PROGRAM RELATIONS & RATIO

<table>
<thead>
<tr>
<th>AGE</th>
<th>SEAGRAM</th>
<th>SEARS</th>
<th>GOOGLEPLEX</th>
<th>THE COLLABORATIVE CLOUD</th>
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<tr>
<td>1909</td>
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<tr>
<td>Industrial Era</td>
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<td>1958</td>
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<tr>
<td>Capitalist Era</td>
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<td>1973</td>
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<tr>
<td>Post-Industrial Era</td>
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<tr>
<td>2005</td>
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<td>Information Era</td>
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<td>2018</td>
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<td>AI Era</td>
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### OFFICE TYPOLOGY

- **FACTORY**
  - 90% Factory
  - 10% Facilities
  - 10% Foyer
  - 5% Lobby

- **OFFICES**
  - 70% Office
  - 20% Facilities
  - 10% Vacant

- **AMENITIES**
  - 40% Amenities

- **FACILITIES**
  - 30% Facilities

- **EDUCATION**
  - 30% Education

- **AI ERA**
  - 5% Facilities
  - 40% Amenities
  - 50% Office in all (35% formal, 15% informal)

**Note:** The percentages and labels are indicative and subject to change based on the specific context and data being presented.
OFFICE TYPOLOGY
PROGRAM RELATIONS & RATIO

1909 industrial era
1938 capitalist era
1973 post-industrial era
2005 information era
2018
2050 Al era

AGE
SEAGRAM
SEARS
GOOGLEPLEX
THE COLLABORATIVE CLOUD

?
PROGRAM BAR

10,000sqm 6700sqm 8300sqm
40% OFFICE 27% AMENITIES 33% UNIVERSITY
Office building is becoming **hybrid**.

People need **less area** for working. Due to the portable facilities.

Office focus more on **mental efficiency**. People are more willing to work in the **informal offices**. The **amenities** and **collaboration** will be encouraged.

**Educational space** will be necessary to be added into office building, with the coming of lifelong-learning age.
How will people spend A DAY there, in the Building?
FORMAL WORKING ↔ Switching ↔ INFORMAL WORKING
A DAY

- formal working/leaning
- informal working/learning
- recreations/work-out

8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

RESTART-UPs

START-UPs

STUDENTs
A DAY

- START-UPS
  - formal working/learning
  - Informal working/learning
  - recreations/work-out

- STUDENTS
  - formal working/learning
  - Informal working/learning
  - recreations/work-out

Informal working/learning
formal working/learning
recreations/work-out

A DAY
Needs of Accessibility

- Lecture rooms
- Recreation
- Social space
- Library
- Gallery
- Auditorium
- Co-working space
- Clubs
- Event Zone
- Urban Plaza
- Urban Axes

- Service facilities
- Campus offices
- Start-up Studios
- Offices
- Meeting rooms
- Bike garage
- Store/retail
- Workshops
- Open Desk
- Collaboration spaces
- Cafe/Meeting points
Mixed activities lead to Mixed Circulations

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Mixed activities lead to Mixed Circulations
Mixed Circulations lead to Mixed Programs

- 40% OFFICE
- 27% AMENITIES
- 33% UNIVERSITY

Facilities:
- open work
- studio
- meeting room
- lobby
- other facilities
- collaboration
- public
- open study
- workshops
- library
- lecture Studios
- lab
- meeting room
- other facilities
Mixed Circulations lead to Mixed Programs

Mix and Combine for better activity-switching
Rearrangement base on accessibilities

Part 1
COLLABORATION CORE
Library+Collaboration room+meeting room+Workshop+
Gallery+Cafe+Lunch bar

Part 2
OTHERS
University+Work studios+Open desks+Retails
New axis ends at the urban square, bring people from transfer hub.
The main facade as an extension of axes.
An urban loop service for the main traffic connections in the area, providing a fast way for people and electrical cars.
East Elevation

Big windows are made to space need more sunlight.

North Elevation
The concrete facade also functions as an important load bearing structure.
It's 1.4 thick, with 600mm groove to carry beams.
Elevator & Stairs & Toilets

Stairs for fire escape

Vertical Traffic System

fire escape stairs all connect to the outdoor roof stair.

Goods Elevator
ROLE IN THE CITY
The building itself shows an open attitude to the whole public.
The corner cut preventing from blocking the street view.

Long span arch stand for the openness.
Roof Plaza for the urban view.

Circle sunken plaza to attract people entre the building.
Extension of Urban Plaza

roof plaza

top bar
The middle part of the stairs is 300mm high, can be sit on.
And the two sides is the way to the roof.
Collaboration Hub
Small & colourful space
Involving people to attend different activities.
Information Gallery around it for people to post up things to share and find something new.

COLLABORATION HUB
The blue terrazo Flooring lead people entre directly into the core and the gallery from main entrance.
The gallery is enclosed by glass block walls.
The library is painted all white and with white tiles to help you calm down.
You can pick a book you want from the book walls, and sit casually at the atrium to read it.
Social Bar
Meet some new people while having your coffee.
Main Connection on two axes
The social bars are in pink walls to create an impassioned atmosphere. Pink will make people more willingly to talk to others.
Collaborating Room

Along the way from social bar to the library, you can stop by the collaborating room next to it.
The rooms are in green walls, make people calm down and feel relax. You can start a business talk here as well as talk with friends.

There are two or more entrances in the room. you can also easily pass through it.
The rooms are in green walls, make people calm down and feel relax. You can start a business talk here as well as talk with friends.

There are two or more entrances in the room. You can also easily pass through it.
Workshop
The space for skill exchange or selling.
Encourage interested people to attend
(1 or two entrance)
Workshops are coloured in yellow. They are located around the circle. People from outside can also see through what they people are doing inside. They can join them at any time if they found themselves interest in it.
There are sharing meeting rooms in the collaboration hub arranged at the end of each route. You can book it online or at the counter if you need. To keep privacy, there are only one entrance for each. Purple shows their higher level of pravicy.

Meeting Room
Keep pravicy while being used
(One entrance)
Although the rooms are organized as a maze, you will never get lost because of the colors.
Reference: Maastricht Academy of Art & Architecture
Sunlight Solution

Glass roof

Glass Floor

Social Bar at Ground Floor
Outside the core, the space is organized in a different way.

COLLABORATION HUB
The two massings functions totally **different**. I hope the **atmosphere could help people** to shift their role while doing personal activities and collaborative activities in different space.
Small intense space

Big free space with soft division.
Better space quality for longer stay.

MAKING CONTRAST
The two parts are divided by the glass block walls.
The pink shiny epoxy Floor for the lounge provide people a sense of FLOWING.
Four concrete cores at the corner and big arches in between provide the ground floor free spaces with less columns.
- open desks 
- startup studios 
- meeting rooms 
- collaboration 
- work-out area 
- social corner 
- workshops 
- club 
- library 
- gallery 
- retails 
- other facilities 

5500m²
2000m²
600m²
1000m²
1000m²
1000m²
1000m²
900m²
600m²
500m²
2900m²

- lecture rooms 
- auditorium 
- stuff offices 
- labs 
- meeting room 
- storage 
- other facilities 

800m²
600m²
200m²
500m²
200m²
300m²
1400m²

University
(Re)start-up
Collaboration hub
Public functions
The open desks and startup studios on top are the place where people spend the most time here.
you can sit in the sunshine for all day, fighting for a better future.
Upstairs of the open desk are the studios.
Glass bridge

View on the bridge
There is an auditorium for about 600 people.
The auditorium has the view to the street.
The faculty of International Business and Management usually give open courses and free lectures to the public. People can attend them after applying for it.
The Auditorium is 9 meters high. The space underneath is also well used. The lowest part is used as the toilet and storage.
Medium height work as the corridor. People can reach their seat easily no matter entre from which direction.
The **heighest one** is used for the entrance and service room for the auditorium and other functions for the building. It is also connect to the lounge.
You may want to have a cup of coffee during the break of lectures
You can enter the cafe from the urban plaza, auditorium and the lounge.
The cafe is connected to the corridor of auditorium. You can pass by the toilet on the way you go back to your seat.
University

- (Re)start-up
- Collaboration hub
- Public functions

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- 5500m²
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- 600m²
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- 1000m²
- 900m²
- 600m²
- 500m²
- 500m²
- 600m²
- 2900m²
- 800m²
- 600m²
- 200m²
- 500m²
- 200m²
- 300m²
- 1400m²

University

(Re)start-up
Collaboration hub
Public functions
University

(Re)start-up

Collaboration hub

Public functions

- open desks
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800m²
600m²
200m²
500m²
200m²
300m²
1400m²
Four-Floors-Height Adutrium at the corner. To provide a nice view and boost ventilation.
The curved glass walls provides a continuation space of the lounge.

You can always find a space for group meeting and discussion somewhere.
Triangle space hard to use
The balconies provide a good view to the roof garden and the whole city.
Detail of Balcony

Roof reference:
Summerhouse Lagnö
People spend their whole day working hard at the [re]start-up hub.
During the night, the top music bar is a good choice to refresh up in music and the urban view.
STRUCTURE
&
CONSTRUCTION DETAILS
Arches
(Steel+Concrete frame)

Concrete Core

Concrete Wall

Main load bearing structure

51m

18m

50m

For big space with no columns
Structure

Concrete waffle slab
Stairs
Space division
Steel-Framed roof
Roof

Glass block roof
Glass & Roof garden

Roof garden
THANK YOU