

The innovation centre

Reflection report



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1/Relationship between research and design

Design should always be based on extensive research to ensure the design matches as closely as possible to the specific design task. The first research is to discover the actual design task for the given location; Amsterdam Zuidas.

Our first task, exploring the area and making an picture which represents your perception of the design location. This is the general approach but now with an additional picture assignment which forces you to have a better look to the atmosphere and local conditions.



Displaced, Amsterdam 2014

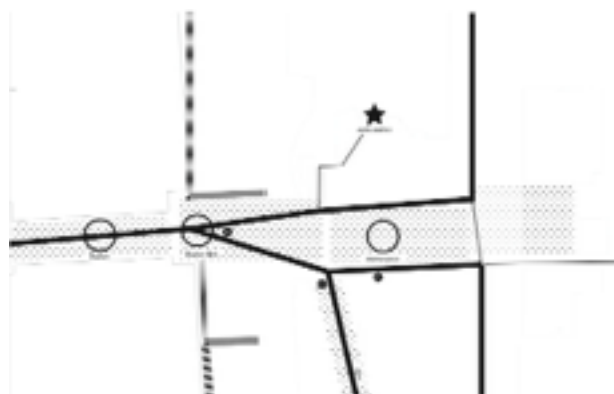
Hearing the sound of the musician, who is squeezed between the huge corporate real estate and watching to the dominator of the area, a feeling of replaced uncomfortability arises.

The first research of the studio were focused on presidents. For this topic I investigated with a small team of 3 other students the public space around Sergels Torg, Stockholm, Sweden. This to gain a knowledge about public spaces which its specific purpose, scale, position within the city etc. The knowledge was part of the knowledge foundation in order to approach the main design task on a better way. Preferably I make several analysis before I start a design task. The analysis of the public space fitted well in my general approach, although the specific design is not very inspiring for me but never the less very instructive for the following design task.



Sergels Torg - Urban setting

The next studio task was the an analysis of the proposed area. The place was divided in different zones, and subsequently investigated by small groups of students. By this we got familiar with the location, focused on a more atmospheric theme. Topics dealing with terrain, domain, space, shelter and structure. These are researches on many different ways. We used for instance maps based on the literature of Lynch to investigate terrain and domain.



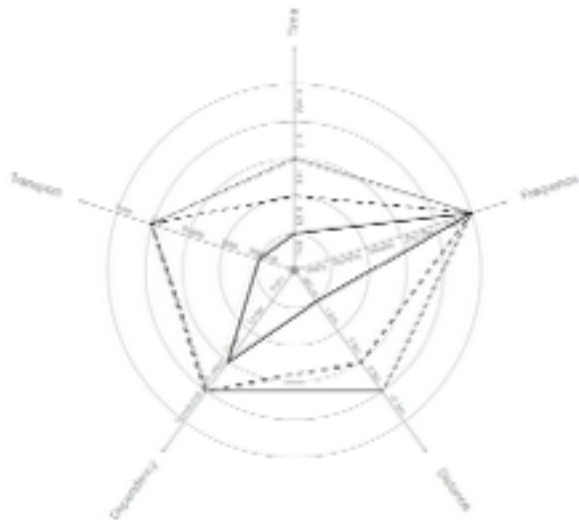
Lynch map Zone III

Space, shelter and structure is investigated by making several design proposals for the area. After this team session every student continued individually with one of the proposed designs.



Station proposal

The side course of the graduation studio, Research Seminar is ment to be supportive of the graduation task. The first topic to investigate was shopping, which was not beneficial regarding the design task of the graduation studio.



Shopping analysis

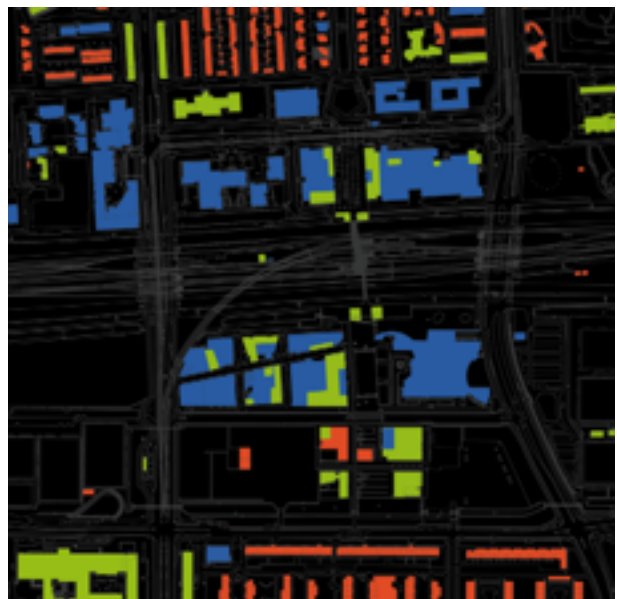
Making and discussing picture series was very interesting and beneficial for the design. It brought more awareness of how people behave in the public sphere.



Movie set, Milan 2014

The final product of the course were 3 reports. I researched the creative class, the Zuidas itself and the innovation centre. It was very helpful for the project although the course was heavily forcing the student in certain directions which made it really hard to investigate topics which were essential for the design task.

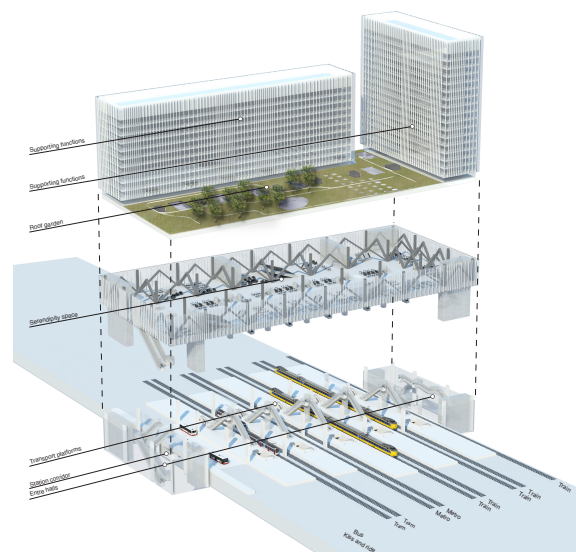
Besides the researches done collectively with the studio I found it necessary to investigate more about the conditions found on the location.



Purpose analysis Amsterdam Zuidas

2/ Theme of the studio vs. the subject

The studio The Architecture of the Interior is focussing on public interiors. The specific theme is New Directions in The Public Interior. The connection of the proposal with the studio is very strong. I have designed a hybride Knowledge Exchange and Innovation centre with the station together as an single building. Combining the public station with the innovation is the key in making a new kind of public interior. By research in discovered the beneficial combination of station and innovation centre.



Exploded view - Knowledge Exchange and Innovation Centre, Amsterdam Zuidas

3/ *Studio approach vs. students method*

I found the main method of the studio very interesting. Focusing more on atmosphere it has been a very interesting and fruitful process. I was able to maintain partly my own, more analytical, working method and the combination of these two parts are fully supporting the outcome of the investigation.

4/ *The project vs. the wider social context*

The main idea of the design is creating a new public space to support knowledge exchange between all kinds of user groups. Normally there is no mixing of user groups, but in fact knowledge is interesting for everyone, and everyone can learn from other persons. The main problem today is that the knowledge and exchange of knowledge is hidden in more private areas. The design provides a public place to share, gain, expose etc. knowledge. The main goal is to deal with topics and innovate these which are supporting society based problems.

