‘The Public Fibre’
The entering of Culturalification within the Public Realm
Content

Research
- Field of interest

Masterplan
- Urban Scene
- Design Rules

Design
- Inspiration
- Program
- Plans (Isometrics)
- Materialisation

Sustainability
- Summer
- Winter
- Ventilation
- Water Re-use
- Energysufficiency

Construction
- Bearingprinciple/1:50
- Detailingconcepts 1:10
Research
Research
Rotterdam 1965
THIS PHENOMENON OF MORE AND MORE CULTURES ISIDE A DENSE SOCIETY IS WHAT I LIKE TO CALL
‘CULTURALIFICATION’
What impact has this ‘culturalfication’ on the public realm of the city?
Research
Location Cool
Research
Location Cool

Lijnbaan
intensity of use during day

Lijnbaan
potential hours of use

<table>
<thead>
<tr>
<th>Location</th>
<th>Dutch</th>
<th>Maroccans</th>
<th>Turkish</th>
<th>Surinamese</th>
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<td>22.92%</td>
<td>23.42%</td>
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Total present in area

48.81% 17.25% 13.19% 19.16% 30.63% 22.22% 20.73% 23.42% 32.61% 23.81% 22.92% 20.67%
Lijnbaan facing East

Plan

Function (facade view)

Lijnbaan

<table>
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<tr>
<th>Kind of use</th>
<th>Local</th>
<th>Not-Local</th>
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<tr>
<td>Weekday 14.00</td>
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<td>Weekday 21.00</td>
<td></td>
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<tr>
<td>Sunday 14.00</td>
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<tr>
<td>Sunday 21.00</td>
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</table>

Percentage Public Functions

- 67% 28183m2
- 8,9% 3754m2
- 0,7% 284m2
- 3% 1299m2
- 5,5% 2298m2

- 12% 5056 m2

Binnenwegplein
Van Oldenbarneveldplaats

Vacant 2,5% 1132m2
Research

Program research

PERCENTAGE USE OF PUBLIC FUNCTION EACH CULTURE

use percentage (year)

LOCAL SERVICES  CITY PARKS  RECREATION  BEACH AND DUNE  NATURE LANDSCAPE  THEATRE  MUSIC  MUSIC THEATRE  DANCE PERFORMANCE  MOVIE  SPORT  CAFE/TEA BAR  CAFE  RESTAURANT  CAFETERIA  DISCO  SHOPPING

TURKISH  MAROCCANS  SURINAMESE  DUTCH
Research
Program research

PERCENTAGE USE OF PUBLIC FUNCTION EACH CULTURE

use percentage (year)

0% 20% 40% 60% 80% 100%

LOCAL SERVICES  CITY PARKS  RECREATION  BEACH AND DUNE  NATURE LANDSCAPE  THEATRE  MUSIC  MUSIC THEATRE  DANCE PERFORMANCE  MOVIE  SPORT  CAFE/TEA BAR  CAFE  RESTAURANT  CAFETARIA  DISCO  SHOPPING

TURKISH  MAROCCANS  SURINAMESE  DUTCH
Research
Program research

SURFACE AREA USE OF PUBLIC FUNCTION

use percentage (year)

LOCAL SERVICES CITY PARKS RECREATION BEACH AND DUNE NATURE LANDSCAPE THEATRE MUSIC MUSIC THEATRE DANCE PERFORMANCE MOVIE SPORT CAFE/TEA BAR CAFE RESTAURANT CAFETRIA DISCO SHOPPING

SURFACE AREA USERS
Research

Program research

Similar Use of Public Function

Use percentage (year)

Local Services  City Parks  Recreation  Beach and Dune  Nature Landscape  Theatre  Music  Music Theatre  Dance Performance  Move  Sport  Cafe/Tea Bar  Cafe  Restaurant  Cafeteria  Disco  Shopping
90% notifies a cultural diversity within the center
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45% does that by the diversity people and only 15% by functions
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65% sees this ‘Culturalification’ as positive and feels safe
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Shopping and Eating are the most cultural influenced and used by the society
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Shopping and Eating are the most cultural influenced and used by the society

90% finds that the society should be open for new cultures
90% notifies a cultural diversity within the center
45% does that by the diversity people and only 15% by functions
65% sees this ‘Culturalfication’ as positive and feels safe

Shopping and Eating are the most cultural influenced and used by the society

90% finds that the society should be open for new cultures

People mis green, outside activities and public atmosphere
The Location is bordered by 4 divers streets
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**The Lijnbaan**

It is a busy shopping street, and only that. Many stores are international known and some buildings are vacant.

very less restaurants or bars are to be found
Research

Location

The Location is bordered by 4 divers streets

The Lijnbaan

It is a busy shopping street, and only that. Many stores are international known and some buildings are vacant.

very less restaurants or bars are to be found.

At night the atmosphere changes and becounes totaly empty with no use at all.
The Location is bordered by 4 divers streets

**The Aert van Nessstraat**

Main connection between the Lijbaan and the old Meent.

No further use of the street. Street gives acces to a parkinggarage and to office buildings.
The Location is bordered by 4 divers streets

**The Coolsingel**

Mainly fast traffic and big office buildings
Small restaurants and shops along the pedestrian sidewalk.

Crossings with the Aert van Ness and the meent and with the Beurstraverse.
The Location is bordered by 4 divers streets

**Stadhuisplein**

Mainly restaurants and bars
Research conclusions

- Very different atmosphere daytimes and night-times.

- Rotterdam has a very multicultural society but there is no interaction.

- Cool is a functionally fragmented district.

- Unsafe feeling, no night activity, thus no social control.

- No awareness of one another.

- Surrounding streets very different atmospheres, no connection.

- Mainly non local use.

- No central point to stay.
Research Opportunities

- Implementing functions that stimulate a more 24 hour use
- Create a place to meet and hang out
- Stimulate local use for more social awareness introduce a variety of functions to attract more diversity of people
- Make connection with surroundings
Masterplan
Masterplan parameters

- Implementing functions that stimulate a more 24 hour use

- Create a place to meet and hang out

- Stimulate local use for more social awareness

- Introduce a variety of functions to attract more diversity of people

- Make connection with surroundings

- Stimulate multicultural mix

- Respect for existing buildings
Important to make translation of our research on multicultural use into our concept.

We don’t want to put emphasis on the cultural differences ..
but also look at things that could bind. Connect!
How can we make people more aware of one another?
Every Culture has his own expression in:
A Central 'stage' where every cultural expression creates awareness for its visitors.
Masterplan

Urban Scene
1. The surrounding streets will be supported by the project.
   - More diversity
   - More local users
   - More users at different times
The streams of congestion will be connected by the public and private functions on the site. So that they **uncounsiouly get consious**.
The intention of the concept is that these streams are becoming aware of each other by placing them strategically by **place and time**.
A public space to meet, interact, show, express and become aware.

- Open for everyone, at all times
- A central point
- A square where cultural expression determines its sphere
Masterplan

Design rules

A Square is defined by its surroundings

Use of existing buildings

Use of surrounding

Existing access points are used or enlarged

Respect for the monumental SKVR building

Buildings heights should be respected
In every direction a cultural expression can be displayed. Sometimes a dance performance, sometimes a concert or sometimes a movie determine the sphere.
A square is defined by its surroundings, it determines its identity.
For further development, the building near to the Coolsingel is chosen.
Design
Design

First Sketches

concept
Design
First Sketches

How to connect?
Coolsingel proposal

Square

No back facade!
Design

Inspiration

SUPERintentions
'In the older neighborhoods the streets have degenerated into freeways, leisure activities are commercialized and denatured by tourism. Social relations become impossible there.'

-‘Constant, Another city for another life’-
‘In the older neighborhoods the streets have degenerated into freeways, leisure activities are commercialized and denatured by tourism. Social relations become impossible there.’
- ‘Constant, Another city for another life’-

‘...The public space is a space for human and social interaction, a rich spatial instrument to see and to be seen, to participate and to withdraw, and to be the actor or the spectator in the theatre of social interaction at one's will. The public space is also a museum and a library of patterns of life and culture, and an instruction manual for appropriate societal behaviour.’
- ‘Juhani Pallasmaa, Inhabiting space and time-the loss an recovery of Public Space’-
'In the older neighborhoods the streets have degenerated into freeways, leisure activities are commercialized and denatured by tourism. Social relations become impossible there.'
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Identity conceived as this form of sharing the past is a losing proposition: not only is there - in a stable model of continuous population expansion - proportionally less and less to share, but history als has an invidious half-life as it is more and more abused, it becomes less significant - to the point where its diminishing handouts become insulting.
- 'Rem Koolhaas, Generic City'
Design
Program

Conference
Offices
Danceschool
DanceTheater
Parking

Sportscenter

Dwelling
Cultural center
Movietheater
Restaurant/bar
Storage
Design

Program

- Conference
- Offices
- Danceschool
- DanceTheater
- Parking

Dwellings
- Cultural center
- Movietheater
- Restaurant/bar
- Storage

Parking

Dancetheater 250 p
Performancetheater 650 p
Movietheater 350 p
Design

Program

Conceptdiagram
Design

Total Volume

Concept diagram

[Diagram of a building complex with a highlighted section in red]
Design
Volume explosion
Design

Entrances

Concept diagram
Design
Patio's and Roofgardens

Concept diagram
Design

Cutting route out

Concept diagram
Design

Program generated
Design
Plans
Design

Basement level
Design

Entry level
Design

Entry level

Start of the public route

Start of the public route
Design

Entry level

Performance Theater 650 p

Dance Theater 250 p
Design

Entry level

Grand Café facing the Square

Coffee bar
Design

1st Level
Design
1st Level

Movie Theater 350 p
Design
1st Level

Public Route going up! or down!
Design

2nd Level
Design
2nd Level

Local Dance School
Design

2nd Level

Public Patio
Design
2nd Level

Public Route going up! or down!

Vide Conecting Grand Café and Restaurant
Design
3rd Level
Design
3rd Level

Public Route going up! or down!

Public Route going up! or down!
Design
3rd Level

Public Patio
Design
3rd Level

- Restaurant 100 p
- Local Dance School
- Offices
Design

4th Level
Design

4th Level

Public Route going up! or down!

Public Route going up! or down!
Design
4th Level

Public Patio
Design
5th Level
Design
5th Level

Public Route going up! or down!

Public Route going up! or down!
Design
5th Level

Sports field
Public Patio
Design
5th Level

Conference room

Sport Facility

Cultural Facility
Design

5th Level

Conference room

Sport Facility

Cultural Facility
Design

6th Level
Design
6th Level

Dwelling 3 app.
Design
6th Level

Private Patio
Design
7th Level

Private Patio
Design
8th Level
Design
8th Level

Dwelling
2 app.
Design

Total
Materialisation
Materialisation

Concepts

Centercore  Skin  Cut-outs
Materialisation

References

Chu Hai College Campus, China, OMA, Model Proposal 2009

Beaux Arts Museum expansion, Quebec, OMA, Winning competition 2010

Wyly Theatre, Dallas, REX/OMA, 2002

Fünf Höfe, München, Herzog&deMeuron, 2003
Materialisation

Referencers
Materialisation

Referencers
Materialisation

Referencers
Materialisation

Referencers
Instead of a simple stacking of floors, floors are connected with each other by a continuous ‘public street’ which - not then a rather 2D plan or facade, allows public life to create spontaneous social interactions that normally happen on the street.
Materialisation

Referencers

Metal Foundation, Baragano, Spain, 2011

Dutch Embassy, OMA, Berlin, 2001

Chelsea Market, Meatpacking District, New York

Passage Verdeau, Paris, 1847
Materialisation

Referencers

Mistain hall, University of Cornell, OMA, Built 2011

Chu Hai College Campus, China, Model Proposal 2009

Wyly Theatre, Dallas, REX/OMA, 2002

CLC & MSFL Towers, REX, China, Proposal 2011
Materialisation

Referencers
Materialisation

Referencers

CLC & MSFL Towers, REX, China, Proposal 2011
Materialisation

Study
Materialisation

Study
Materialisation

Study
Materialisation

Study
Oh..! That looks like a street inside a building!
Aha! the horizontal lines define the building, public spaces are cut out.
Materialisation

Entry stage

The steel lines wrap around a concrete block, with cultural boxes as center.
Sustainability
Sustainability is not a question of how much we are able to sacrifice in order to afford to become sustainable?

Let people want to be sustainable, so that they can be part of the ‘green’ environment

Sustainability should bring pleasure and fun.
Rather than a moral sacrifice or political challenge.
Sustainability
Functional requirements

**MAIN**
- Dance (performance 200p)
- Theatre (600 p)
- Film (auditorium 350 p)

**SECOND**
- Sports (fitness, Squash, Massage)
- Danceschool (Ballet, streetdance)
- Offices with Conferencerooms
- Restaurant

**THIRD**
- Social facilities, discoussionrooms, teaching
- Small bars (Coffee/functional bar)
- Dwelling

**Predominance**

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<th>Dwelling, Offices, Social functions and school</th>
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<td>- Heating trough <strong>ventilation</strong></td>
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<td>- Humidity</td>
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<td>- Concrete core activation for heating and cooling</td>
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<td>- Mechanical Ventilation</td>
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<tr>
<td>- Heating trough <strong>ventilation</strong></td>
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Trees block sunlight and provide shadow.
Sustainability

Summer

Collect heat through sun Storage for later

Trees block sunlight and provide shadow

Summer Day
Transmission through wind. Storage for later.
Sustainability

Winter

Trees let sunlight trough

Winter Day
Sustainability

Winter

Trees let sunlight through

Collect heat through sun
Storage for later

Winter Day
Transmission through wind. Storage for later

Sustainability

Winter Night

12° 8°
Sustainability

Ventilation

Natural Ventilated Facades

Ventilation
Sustainability
EnergySufficiency

Train to gain electricity
Sustainability

References
Sustainability

References
Construction
Construction

Principle
Construction

Principle
Construction provides consciousness of the space.
Construction

Bubbledeckflooring

Bubbledeckfloor around a Column. More strength is needed.
Little ventilationshafts are possible. For bigger, a systemceiling is needed.
Construction

Principle
Construction

Principle
Construction

Principle
Construction

Detailing Patio
Construction

Detailing Facade

Sheet Metal Red 5 mm
Coverage sheetmetal Shiny finish
beglazing Climaplus NL 10-15-88.2pvb
afstandhouder kleur RAL9005
Facade profile Staal 176 mm

Constructive wall 200 mm
Isolation 100 mm
Sheet Concrete 30 mm
LED lightstrip
Construction

Detailing Facade

- **Climaplus NL 10-15-88.2pvb**
- **Afstandhouder kleur RAL9005**
- **Coverage sheetmetal Shiny finish**
- **Facadeprofile Staal 176 mm**
- **Isolation 100 mm**
- **Constructive wall 200 mm**
- **Sheet Concrete 30 mm**
- **LED lightstrip**
- **Sheet metal 5 mm**

2a
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End