Problem statement
At the southern edge of Amsterdam lies CBD Zuidas, only six minutes by train from airport Schiphol, highly connected to the global network. At the heart of CBD Zuidas there is a train station, a metro station, a motorway, a bus station and a tram station. The CBD is also fairly well accessible by bike. All these modes of transportation concentrated in CBD Zuidas make it a transportation hub. This and the fact that it is the only site in the Netherlands that contains this amount economic activity, make it unique and give it a vast centrality in economical terms.
So far everything that has been built is focussed on this economical ambition to become a CBD of stature on a global scale, with a certain success. But also resulting in a place that has no programmatic value on a local scale.

The question is how to improve CBD Zuidas to make it relevant on a local scale and adding to its economical ambition as well, or at least not affecting this ambition.

Apparently there is an economical potential, but no relevant built space for the local people. This potential is virtual in terms of hardly being able to express itself in an perceptible way, but the lack of programmatic value is perceptible through the lack of everyday activity and the typologically monotonous site. A virtual potential versus a spatial or ‘real’ problem, the paradox of CBD Zuidas.

Goal
My goal is to make CBD Zuidas more lively, a place of social meaning without affecting the economical potential it has.

Process
Method description
Until P1 research was done mainly on a large urban scale, relating to programmatic and contextual issues, by studying existing literature and doing spatial research on site. These have resulted in a research booklet about CBD Zuidas related to the global economic network, de Randstad and the city of Amsterdam.
After reflecting on the conclusions of this research, personal research was conducted on program, the site, developments in the context, and other fields.
A research paper called ‘Place, people, purpose’ was written on the potential of CBD Zuidas to become a lively place taking into consideration a spatial, anthropological and programmatic perspective based on literature and empirical research on site.
In order to specify ideas and opinion about the conducted research, the assignment and the social context a position paper was written; helping to prioritise issues and taking a well considered position.

When designing and investigating plans, sections, elevations, impressions, diagrams and so on have been and will be used to express ideas or to spatially conclude specific research. So far I have used making models frequently to investigate several issues, I intend to continue doing so the coming semester.
After P2 the preliminary design will be worked out and further, for example building technological, research will be conducted. This will be expressed in technical drawings, diagrams and impressions or renders. Finally a model will be made to spatially express the design fully.

**Literature and general practical preference**

To better understand the global context several research papers and dissertations have been read, for instance ‘The tale of two regions’ by Ricky Burdett et al. or ‘An urban geography of globalisation: new urban structures in the age of hyper-connectivity’ by Roberto Carlos.

In order to learn more about designing for local context ‘The death and life of great American cities’ by Jane Jacobs and ‘Cities for people’ by Jan Gehl were consulted. Other literature used: ‘Non-places’ by Marc Augé, ‘Ruimte en leren’ by Herman Hertzberger, ‘Cities full of space, qualities of density’ by Rudy Uyttenhaak and more. Reference projects were checked in Kortrijk and Lille, further reference research is desirable but not yet planned.

Consulting architects with experience in specific topics related to the assignment is desirable, but again not yet planned.

**Reflection**

**Relevance**

During the planning phase of CDB Zuidas in general parties were enthusiastic about developing mixed used buildings in order to create a second city centre as the municipality so dearly wanted. But when the actual planning and design of the individual buildings started, there was no platform anymore for genuinely mixed use buildings due to image related and financial issues. Apart from several services mainly targeting business people and travellers, there is no programatic value for the local people. This resulted in the mono functional nature CBD Zuidas has nowadays.

The conducted research and the resulting design can function as an example for the further development of CBD Zuidas. Without affecting the CBD and its core business it will add programmatic value on the local scale, resulting in a more diverse and interesting CBD Zuidas.

**Time planning**

Until P1 mainly research on urban relations was conducted, relating CBD Zuidas to the global scale as well as the local scale from different perspectives. The design studio reflected on this research. In addition to that programmatic opportunities and possible locations for an intervention have been explored. In P1 a preliminary choice of relevant program and a preliminary location for an intervention were presented. These decisions were made based on an overall concept or strategy for improving CBD Zuidas. During P1 these decisions were proposed and discussed.

From P1 on the actual design process started. The chosen strategy has been refined and specific problems deriving from further research were solved.

A building was designed to react to specific problems, context and to house earlier defined program. Building technological issues such as a preliminary construction and safety were addressed on a conceptual level.

During P2 a reflection upon the research will take place and a proposal for the final design will be done; a complete design in terms of programmatic and contextual relations through a fitting strategy.
After P2 the proposed building will be worked out, further research will be one on building technological and architectural issues. Decisions on construction, climate, safety and more will be made. Towards P4 the design will narrow down to a continually decreasing scale in order to fully materialise the concept, during this process the design will of course still be related to all scales.

During the exam period at the end of the third quarter I will take an exam for the remaining three ECT's from Msc2.