

STRATEGIC SITE: FROM DORMITORY SUBURBURB TO PRODUCTIVE DISTRICT 10m 50m

/ XXL STRATEGY : THE ECOSYSTEM

Productive cities need innovative urban policies. If Modernism has to be renewed, it has to be -first of all- from a political and functional point of view. This is why the first project's goal consists in the construction of a vibrant open ecosystem, where different players can dialogue together in order to share a similar set of values, to support new initiatives and eventually to give shape to new forms of urban life, where living and working spaces can coexist. Wouldn't be surprising - and exciting - to realise that architects can still play a social role in the construction of the city, by coordinating a new model of partnership between the local population, public authorities and private developers?

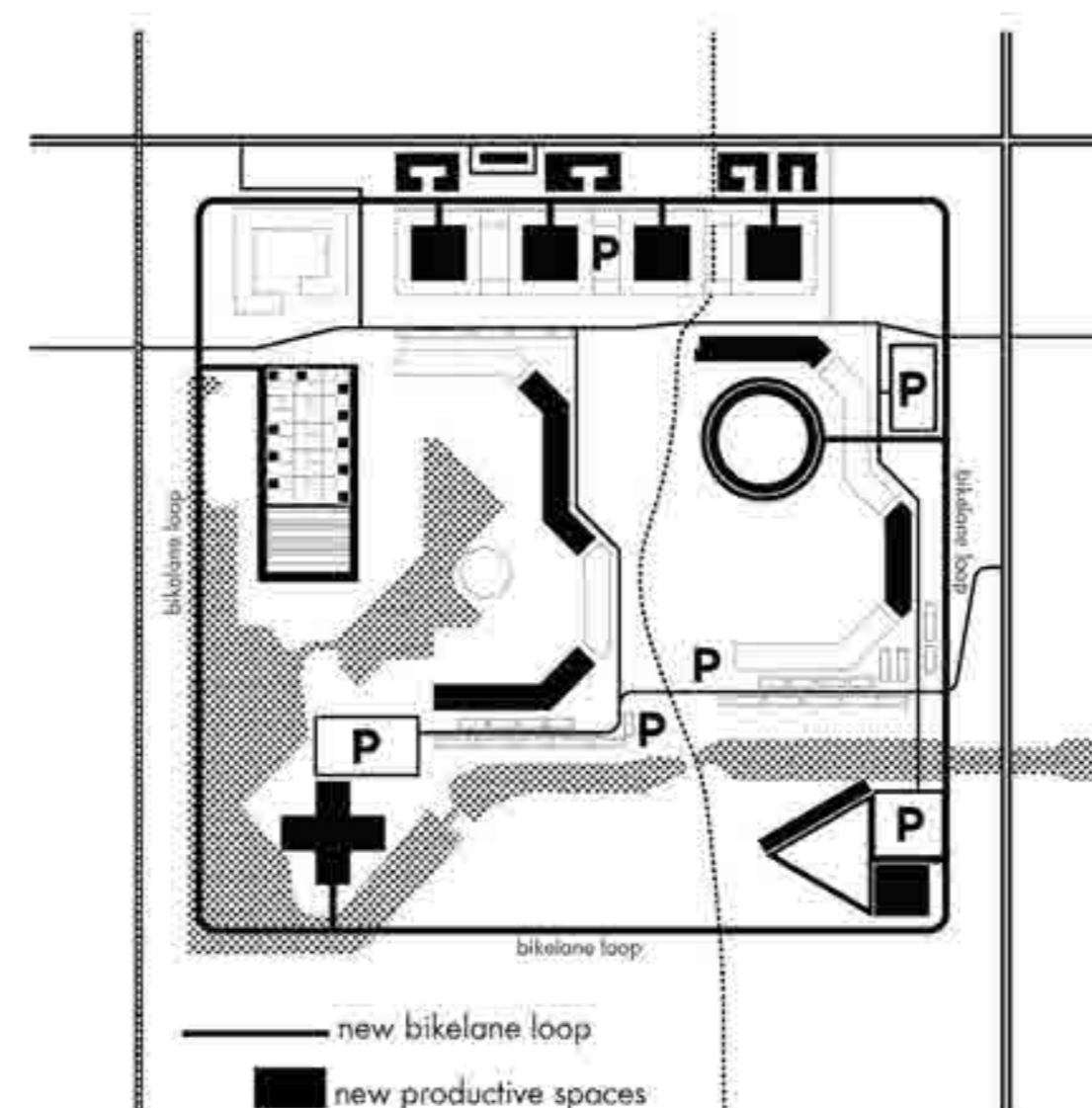
4P's economic model : Public+Private+People Partnership



/ THE PRODUCTIVE CITY

The Bijlmermeer, icon of the mass urbanisation of the '60, is incapable -in its actual form- to answer to the growing ambitions of the city of Amsterdam. The project proposes two different strategies in order to irrigate the site with new potential and to turn this dormitory suburb into a truly productive district. The first one concerns the **renovation of the existing buildings** : the ground floors could host small economic activities and public equipments, while new shared vegetables gardens could be placed on the rooftop. The second intervention consists of a **new bike-lane loop**, which binds together a constellation of new productive spaces scattered like pavilions in the public green park.

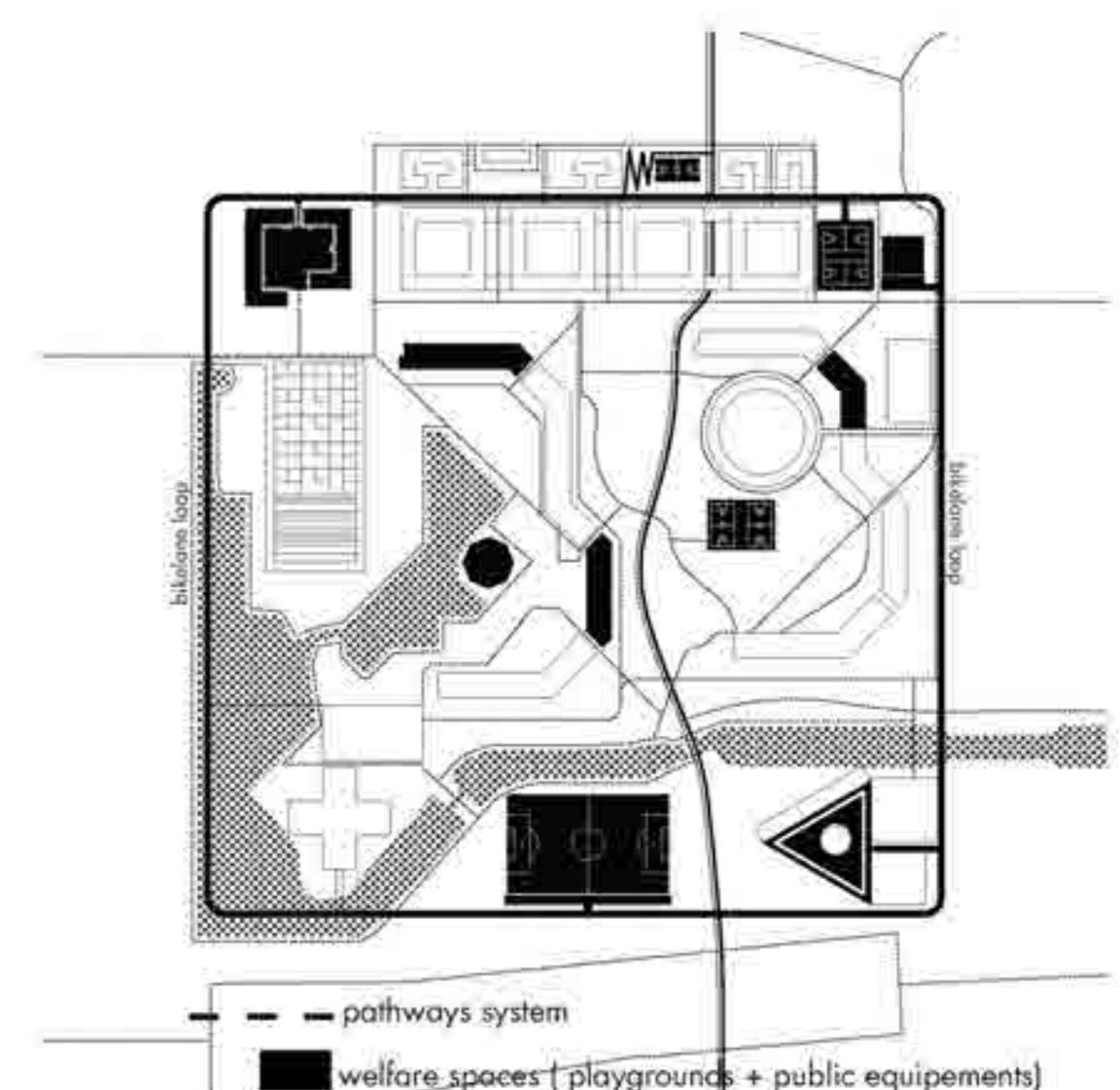
Main infrastructure+ new bikelane loop + productive spaces :

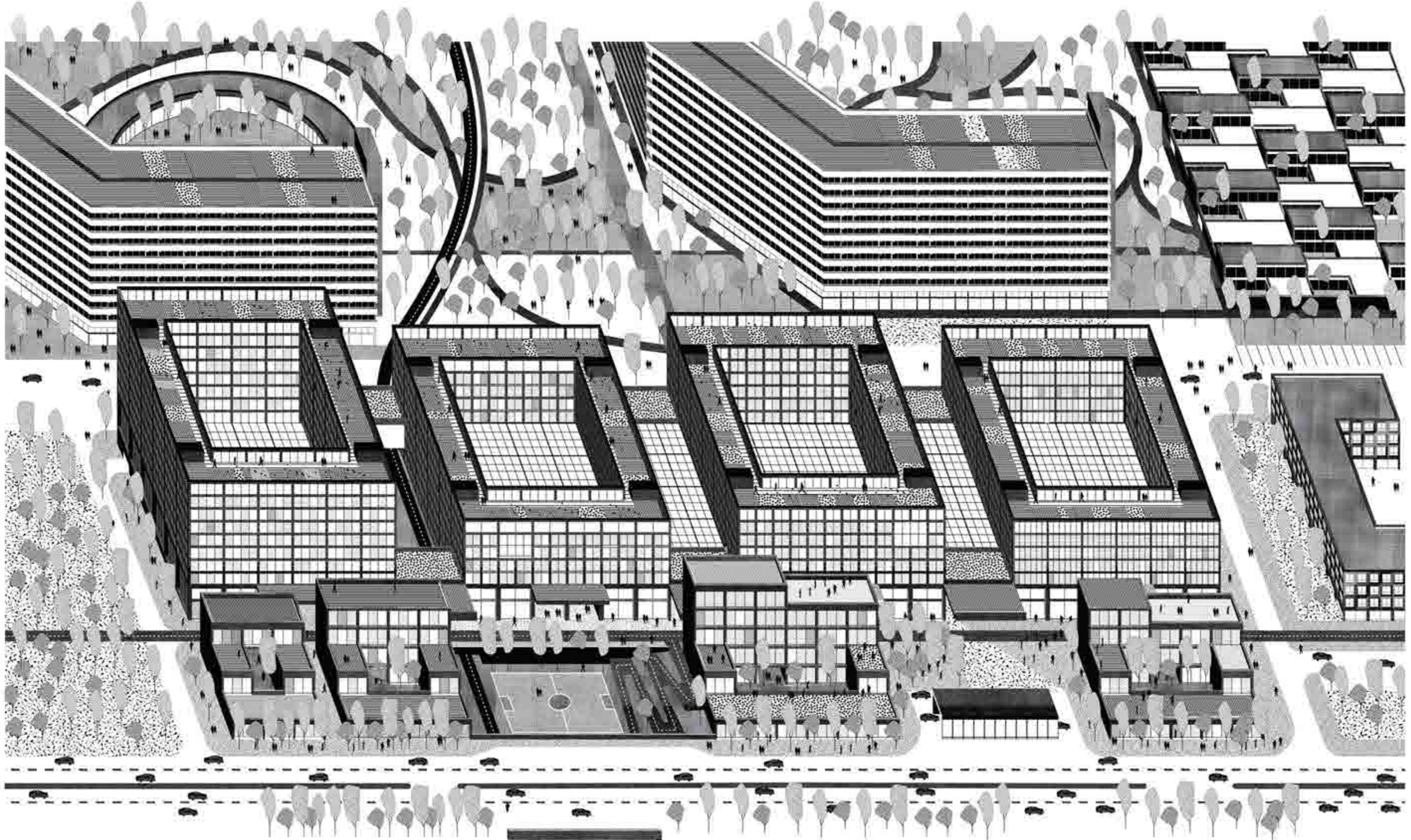


/ THE WELFARE CITY

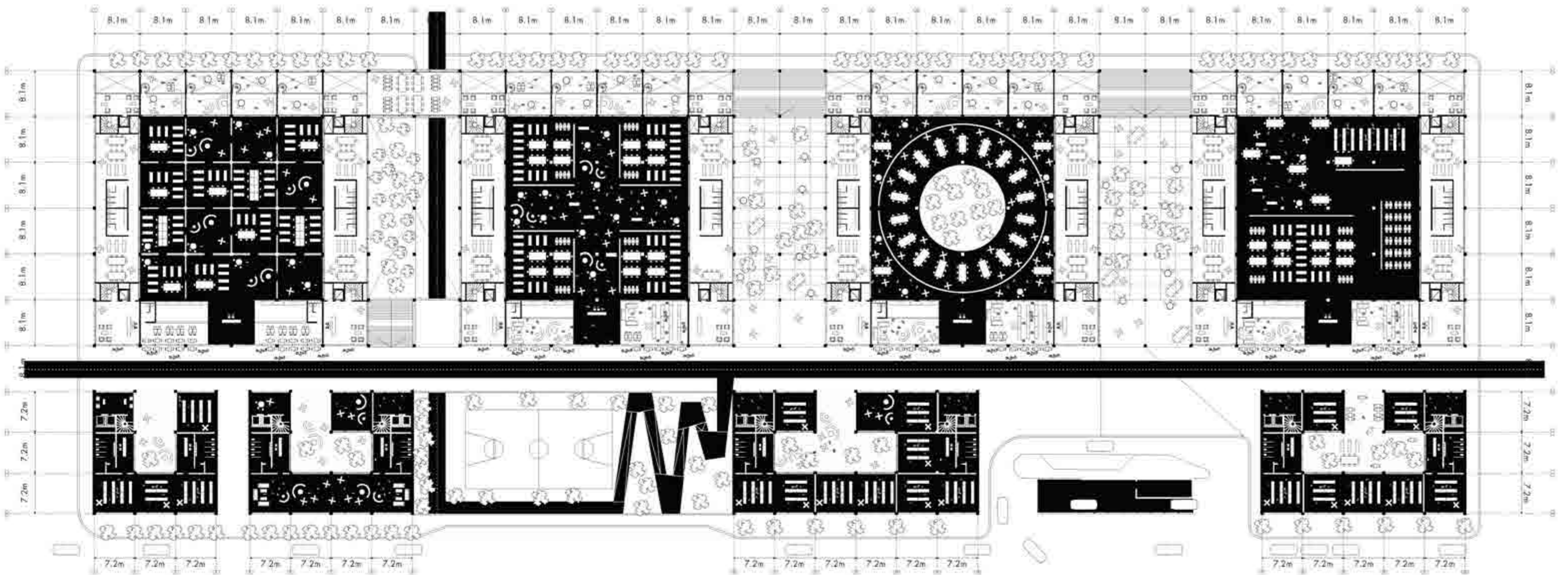
The end of the Modern movement coincided with the slow decline of the Welfare State and, on the other hand, with the irrepressible rise of neoliberalism politics and the drastic limitation of state intervention. The word "welfare" has become "tabu", alluding to policies and institutions placed under criticism and even derision. The recent economical crisis has undermined, even more, the very concept of public realm. Nevertheless, the new economical energy which will be injected in the neighbourhood, together with a fare partnership between co-op associations, public and private players, could ensure the feasibility of an articulated system of public equipments, playgrounds and slow-moving traffic routes.

Pathways system + new bikelane loop + welfare spaces :





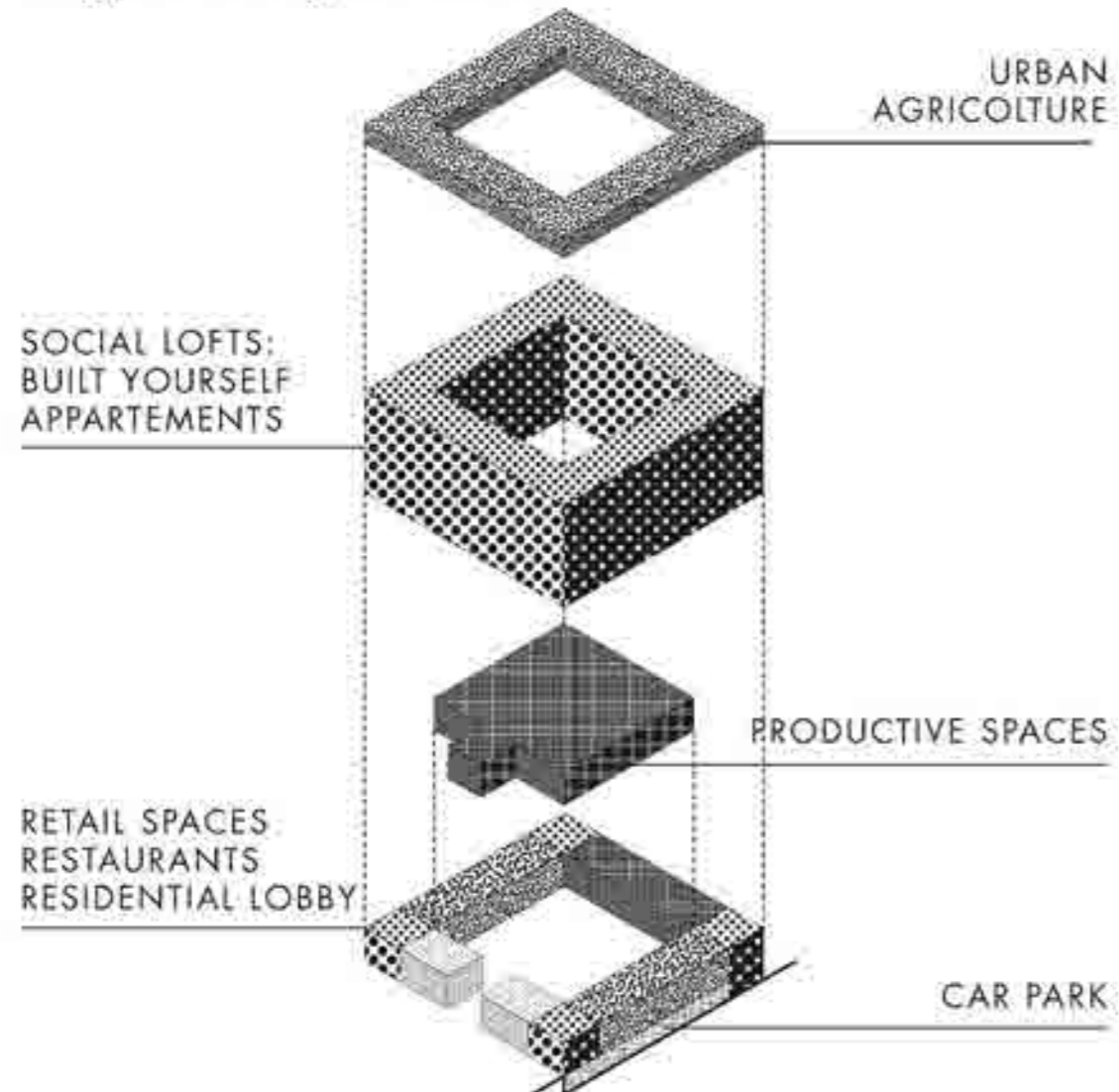
PROJECT SITE: A NEW CLUSTER OF BUILDINGS IN WHICH LOW-END PRODUCTIVITY CAN BE FOSTERED



/ SOCIAL AND PROGRAMMATIC MIX

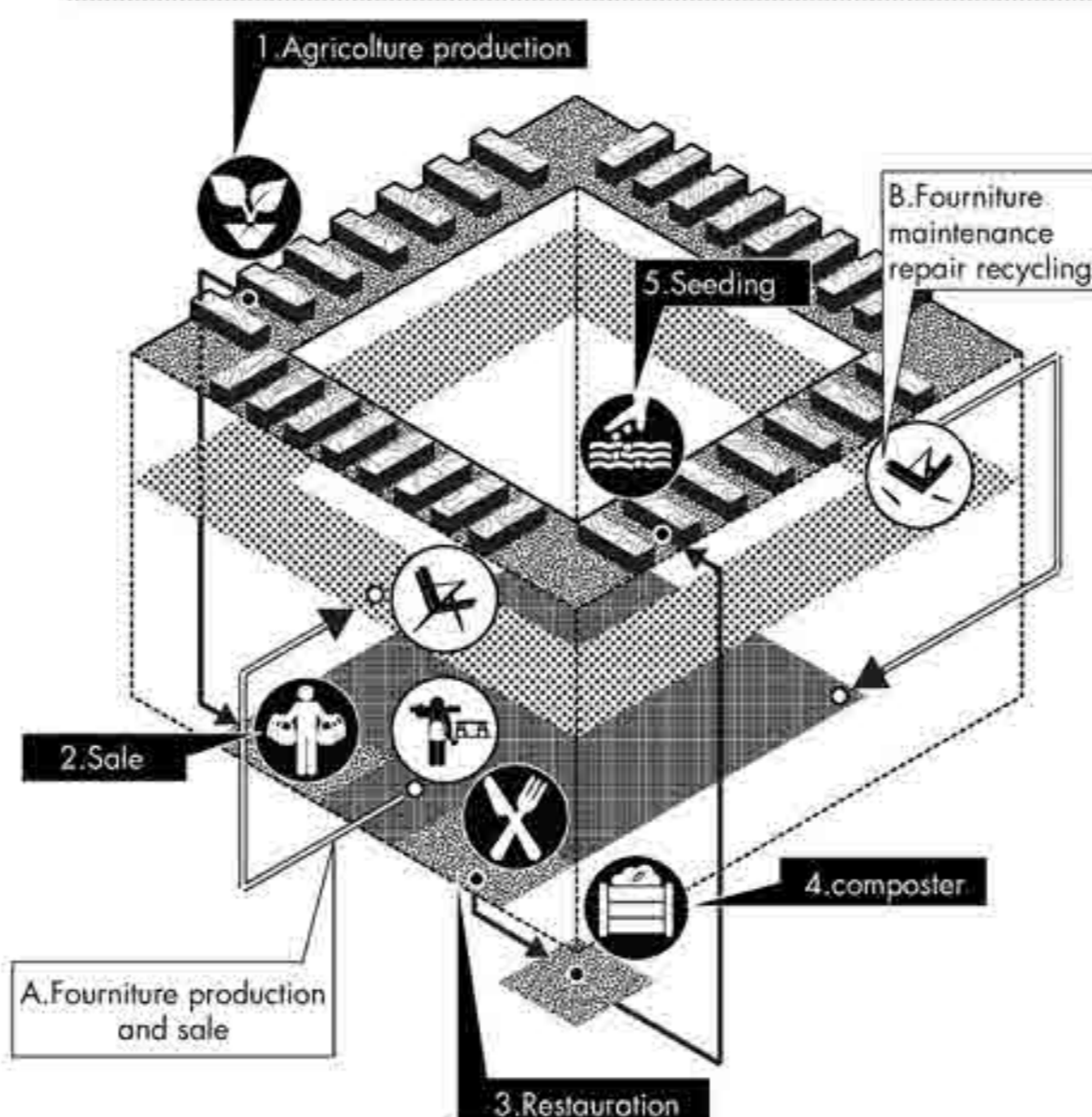
What if the project site became a productive street, the urban scene for a low-end economy composed by artisanal and craft businesses, tech makers, artists, fablabs, activist communities, urban farmers, shops and restaurants? "Makers street" would be defined by two building rows. On the southern side, **four residential buildings are overlapped on top of a vast "productive plinth"**. On each building rooftop, people can share a generous vegetable garden whose harvest can be sold in the neighbourhood. This simple superposition creates an alternative building typology, a productive device which would ensure on one hand a dense programmatic mix and, on the other, a strong social cohesion.

An alternative building typology and functional mix in which living and working can coexist:



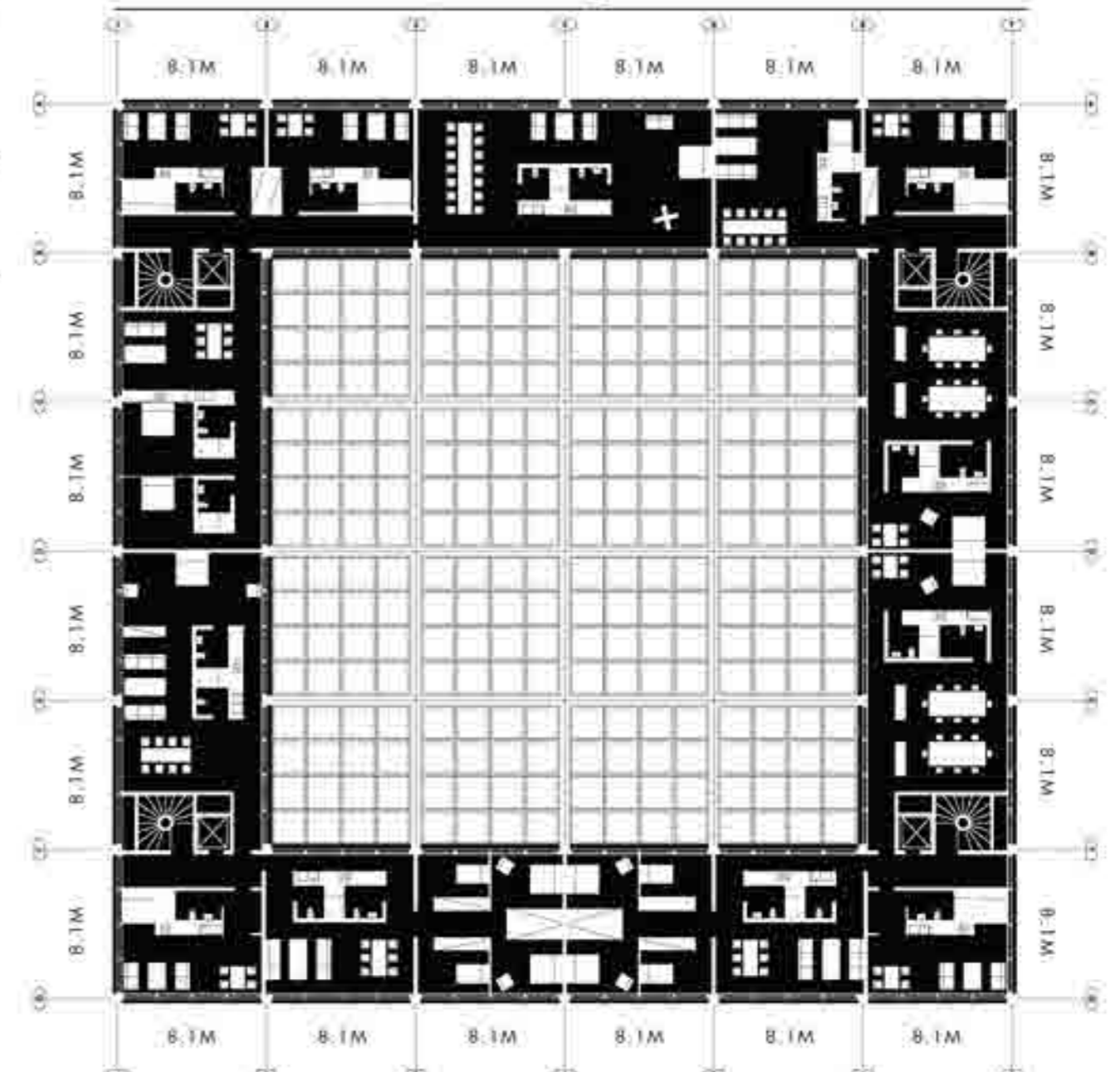
/ CIRCULAR AND SHARED ECONOMY

"Makers street" will be an example of circular, shared and social economy. The project proposes two economic circular flows. **The first one is based on urban agriculture.** The vegetable gardens will generate a highly involved participation of the people living in the street, encouraging social interaction. The harvesting can be immediately consumed or sold in small shops or in restaurants. The composting of the organic waste could go back to the soil for new vegetables to grow. **The second productive circle could be centred on design and manufacture of furniture.** Furnitures can be sold to the people living in the new apartments that could eventually recycle them to make them repaired.



/ LIVING : SOCIAL LOFTS

The project proposes highly flexible and cost effective living units. Building will have a steel frame modular structure, which will allow an easy and rapid construction, with no waste and less workers on site. **Apartments will be sold or rented completely empty: people will buy only a volume, like in a loft.** This will allow private developers to cut construction costs and, at the same time, it will invite tenants to fully personalise their living spaces: every kind of housing - ranging from studios to xl lofts - is made possible. Since the buildings are only 8.1 m wide all the apartments face out on both sides of the block, facilitating cross ventilation.





GRANGE

SOCIAL LOFT : BUILT-YOUR-SELF APARTEMENTS



SHARED PRODUCTIVE SPACES

A NEW BUILDING TYPOLOGY : MIXED USED, HIGH FLEXIBLE SPACES, FAST AND UNEXSPENSIVE FRAME STEEL CONSTRUCTION

A MODERN LANGUAGE FOR CONTEMPORARY CONTENTS

The project proposal deliberately opted for a modern architectural language, in order to stress the fact that Modernism did not fail from a formal point of view, but rather in terms of contents: despite its utopian ambitions and social ideals, modernism paradoxically failed in imagining how people could live in the city of the future. Modernism lacked of political ambitions, turning architecture in a mere technical tool for managing mass urbanisation.

What if we could reconsider architecture as a discipline, capable of shaping new urban policies, stronger communities and, eventually, a civic sense of belonging to our cities?

What if architects would enlarge their responsibilities and would put their efforts in suggesting how we can live together? In this sense the project aims to tell a story on a renewed access to urban life. "Makers street" proposes a collection of unexpected architectural episodes, injecting functional and social mix, vibrant common spaces, small size commercial and productive activities. A new set of everyday rituals would be grafted to "the terrifying beauty of the twentieth century". Bijlmermeer may become a florid battlefield, where the clash between modern and contemporary culture would enthusiastically bring to a new urban era: architecture would finally focus on staging rather than on zoning.

The buildings proposed for the project site reflect this new urban ambition, by promoting a dense superposition of functional programs, a different kind of local economy, new welfare spaces and high flexibles living units. Furthermore, the new productive spaces are placed at the really center of each building, by suggesting that they represent not only a space to work and to produce, but rather a common space fostering community engagement. The courtyard typology promotes a threshold spatiality, a spatiality of passages from public to common spaces and from common to private ones. It suggests the condition of entrance and exit into a space, it stages the ritual of having access to a space of sharing.

