

Amsterdam H-buurt

NG709

01

# made in bijlmer

## productive cities made in bijlmer

We propose to develop H-buurt by introducing a mix of production space and housing on the project site. We want to raise the quality of the area through a well-thought productive program, that empowers the residents of H-buurt and Bijlmer. The program "made in bijlmer" (MIB), is split three ways:

- The MIB hub
- The MIB production
- The MIB distribution

The point of the program is to make it easy for single residents as well as local corporations and existing companies to start up business in H-buurt. Branding H-buurt as a start-up community, will inspire a sense of pride within the residents and continuously contribute to the development of H-Buurt and Bijlmer. The program is clarified in the following diagram.

To fund MIB, a reasonable amount of housing is added to the project site. In conjunction with the MIB buildings the new housing enhances the quality of existing, and creates new, urban spaces. The new buildings respect the aesthetics of the Bijlmer masterplan, and adds contemporary social elements that raise the quality of the housing, the new production facilities, and the surrounding urban space.

## MIB production

The MIB production spaces are extrovert and flexible, and can house minor as well as major production facilities, to accommodate varying need for space, as a business grows. New production spaces are added to the project site, and the surrounding ground floors are transformed into production space to further activate the project site. Lastly every existing apartment is perceived as potential production space, as every resident can start up a home business.



### flagship store

A flagship store in the center of Amsterdam promotes the MIB concept, and creates a strong connection between the different parts of the city.

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### webshop

A common webshop makes it easy to make the products widely available.



## MIB distribution

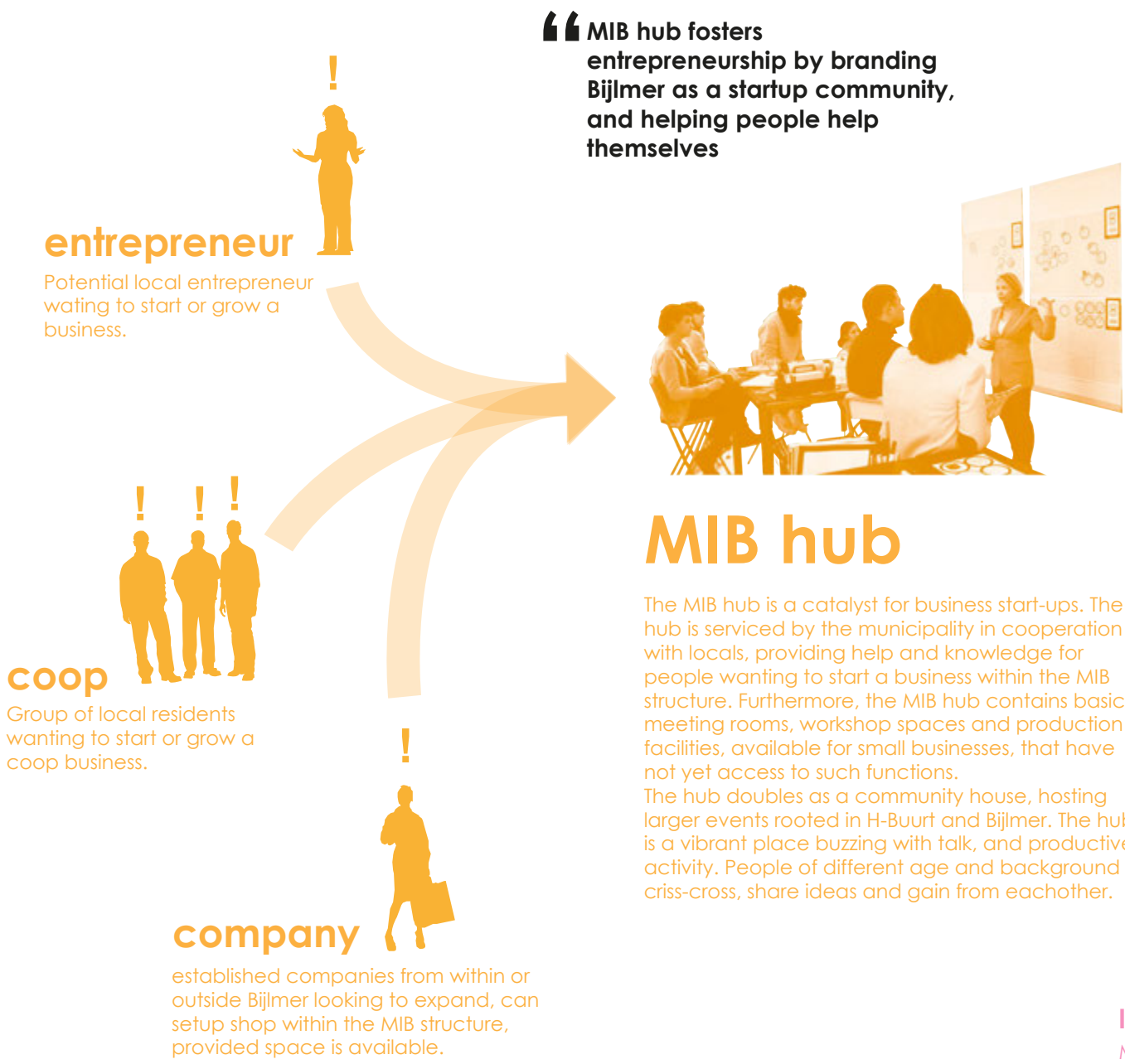
The MIB distribution is a logistical structure supporting every business enrolled in the MIB. The structure consists of storage, transportation and sales. The main point is to streamline the logistical part of the businesses, leaving plenty of time for production and development, making it easier to startup and run a new business. Furthermore, pooling the resources of every business, that is part of the MIB, makes it possible to run webshops, stores and markets promoting the new businesses, and the MIB brand.



### local market

A market will boost the presence of MIB locally, and further activate the project site, by inviting outsiders to the area.

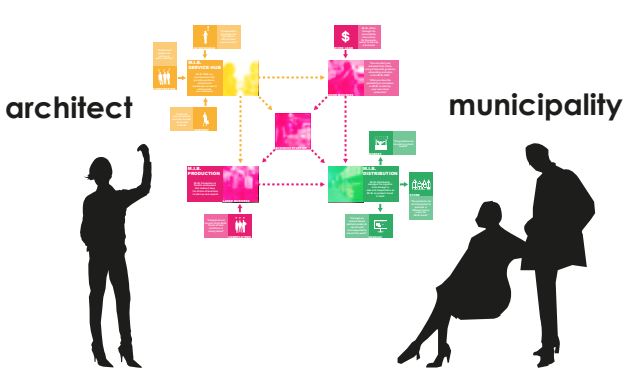
“The main point is to streamline the logistical part of the businesses, leaving plenty of time for production and development, making it easier to startup and run a new business.”



## Refinement strategy - 2018

### 01. city planning

Following European 14 the overall strategy is refined in cooperation with Amsterdam municipality.



### 02. workshops

All involved actors participate in workshops, to develop the concept and contents of MIB and to refine the integration of MIB at H-Buurt specifically. The following proposal is the first draft.

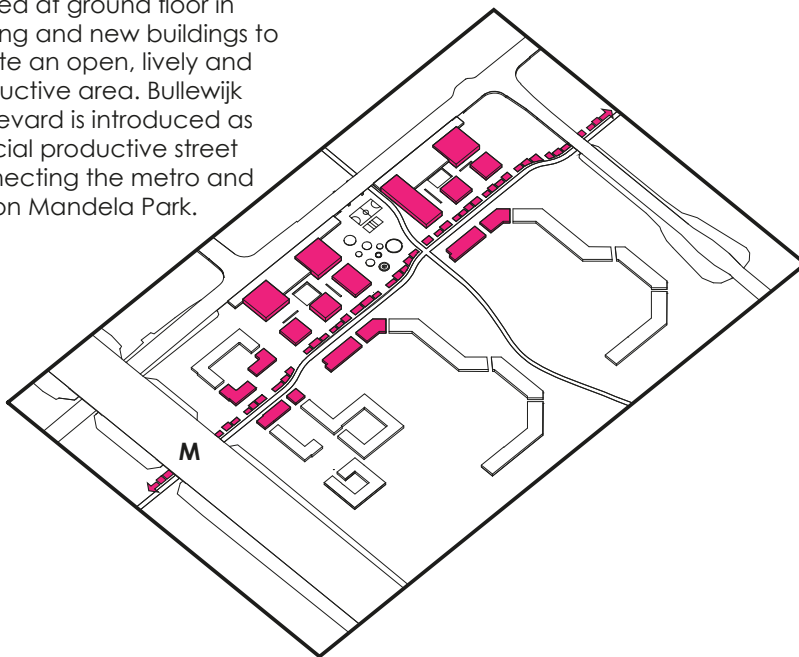


### 03. MIB at H-buurt

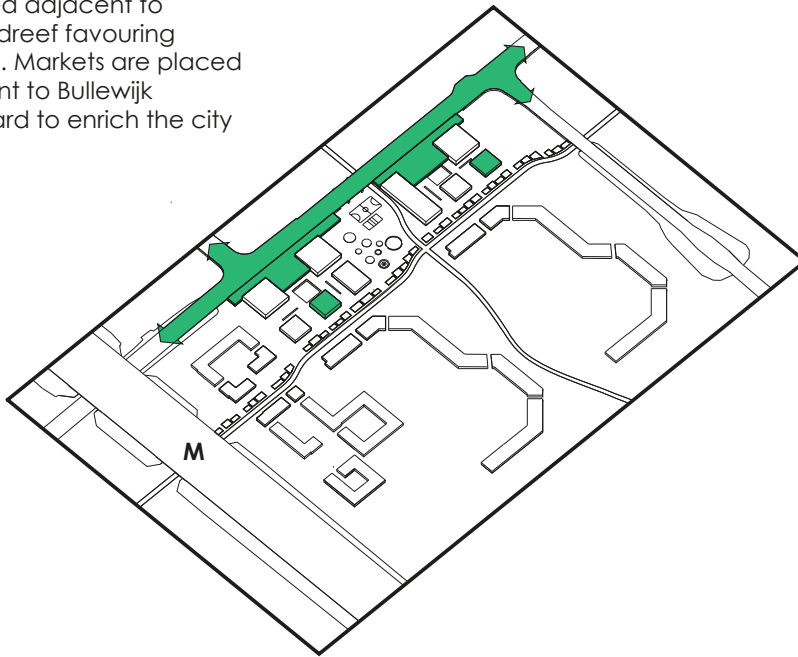
MIB hub is placed adjacent to the major infrastructure, and connects MIB with Bijlmer. The hub services the new MIB production facilities as well as home businesses developing throughout Bijlmer.



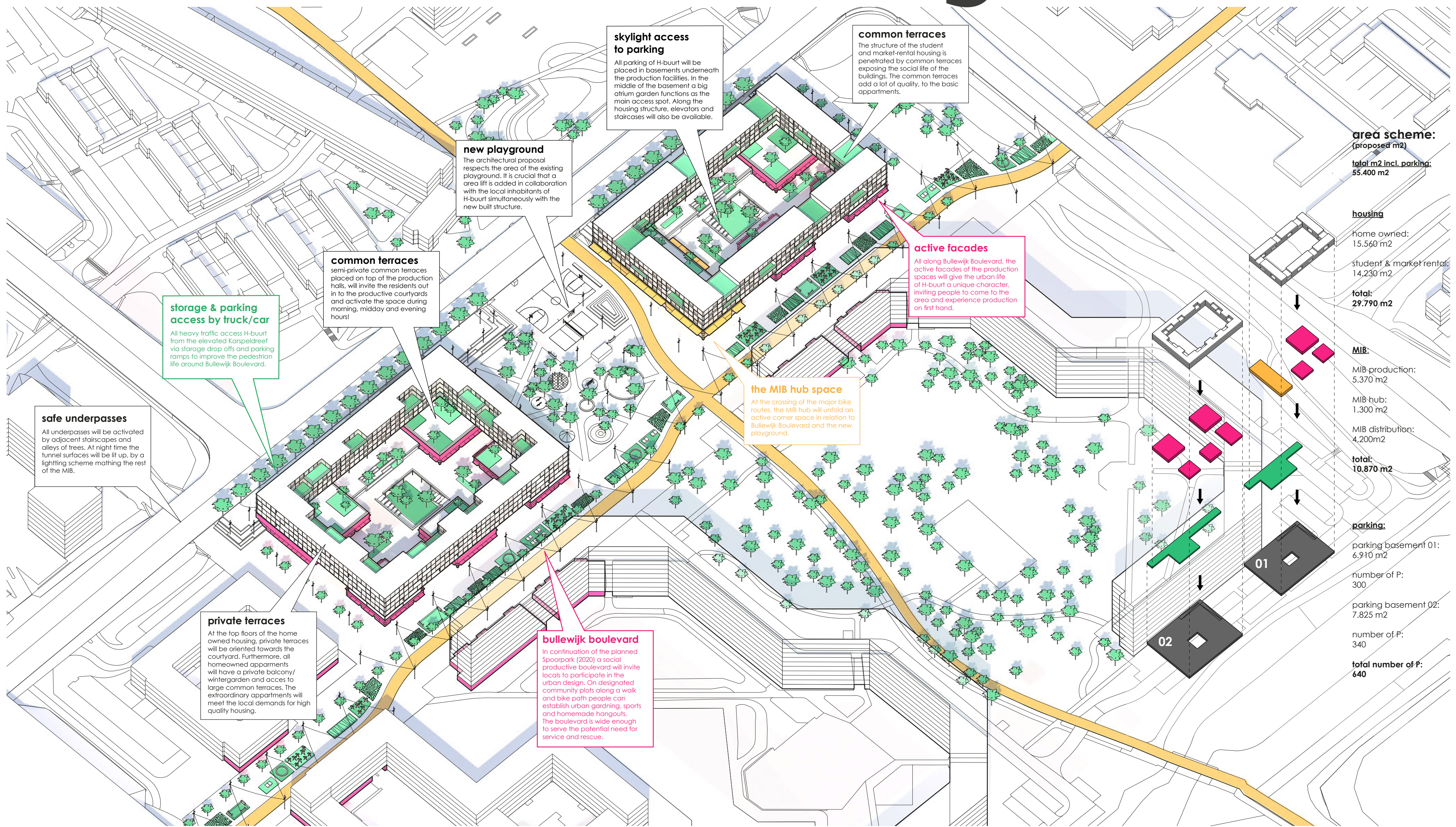
MIB production facilities are placed at ground floor in existing and new buildings to create an open, lively and productive area. Bullewijk boulevard is introduced as a social productive street connecting the metro and Nelson Mandela Park.



MIB distribution storage is placed adjacent to Karspeldreef favouring logistics. Markets are placed adjacent to Bullewijk Boulevard to enrich the city space.







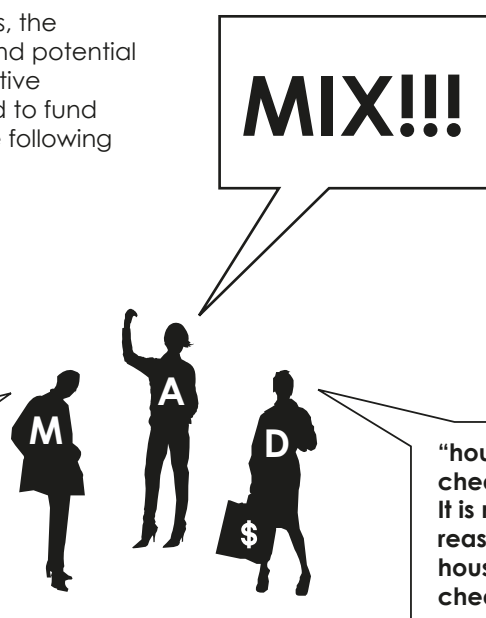
## Seduction strategy - 2019

### 04. business model

Based on previous workshops, the municipality, the architect and potential developers define how lucrative housing should be integrated to fund the development of MIB. The following proposal is an initial draft.



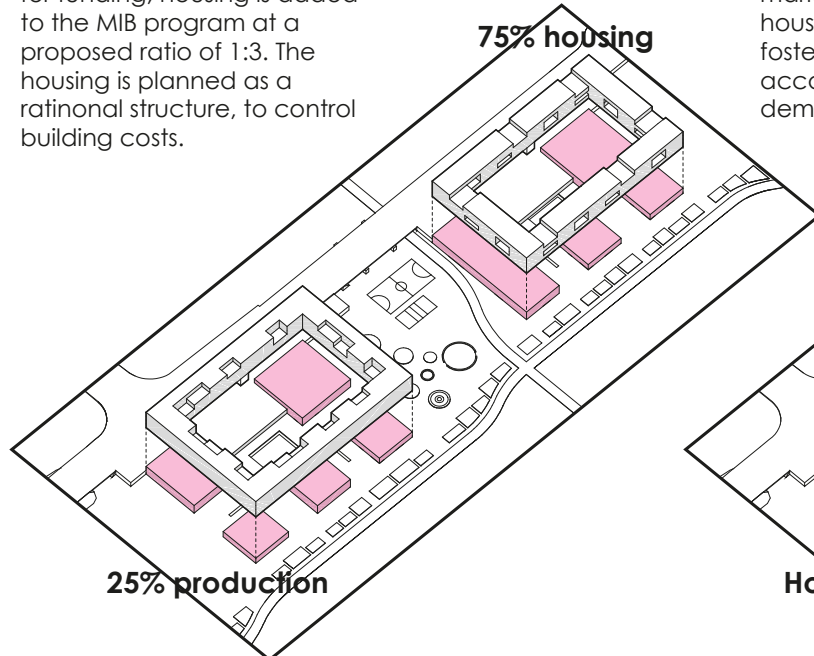
"we want to build 50.000 new homes before 2025, and we want to introduce cheap rental space for vibrant production in the city generating local jobs"



"housing is lucrative, cheap rental space is not. It is necessary to build a reasonable amount of housing, in order to fund cheap rental space"

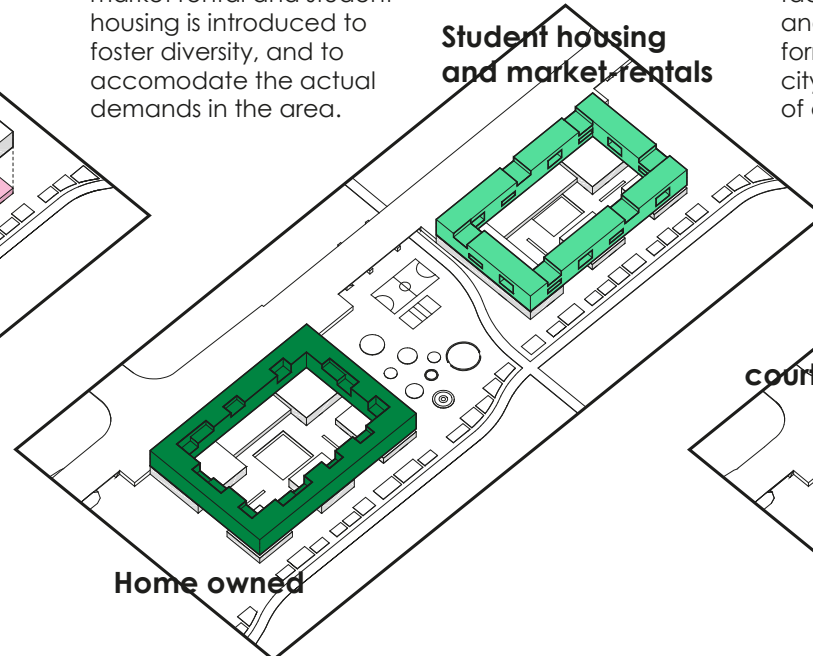
### 05. composition

To accommodate the need for funding, housing is added to the MIB program at a proposed ratio of 1:3. The housing is planned as a rational structure, to control building costs.



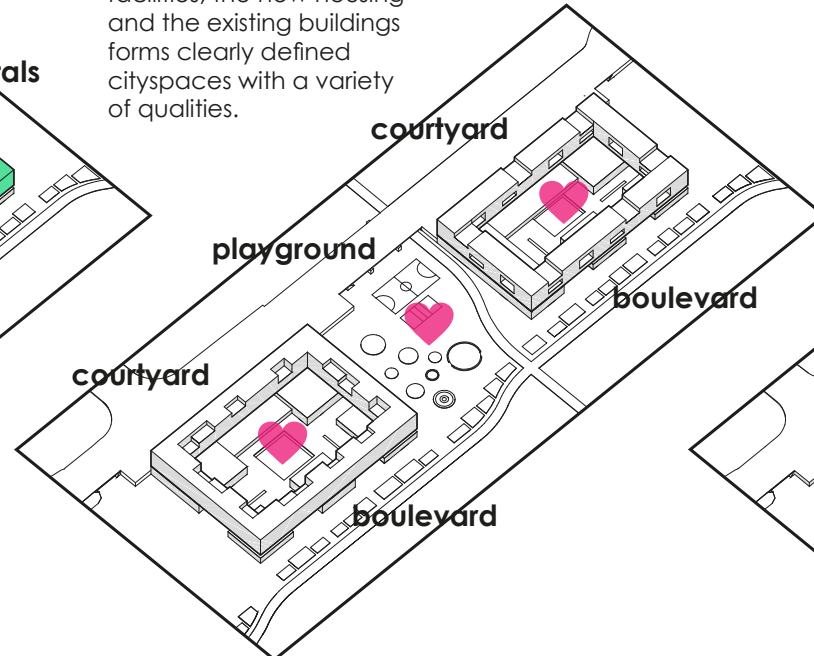
### 06. housing types

A mix of home owned, market rental and student housing is introduced to foster diversity, and to accommodate the actual demands in the area.



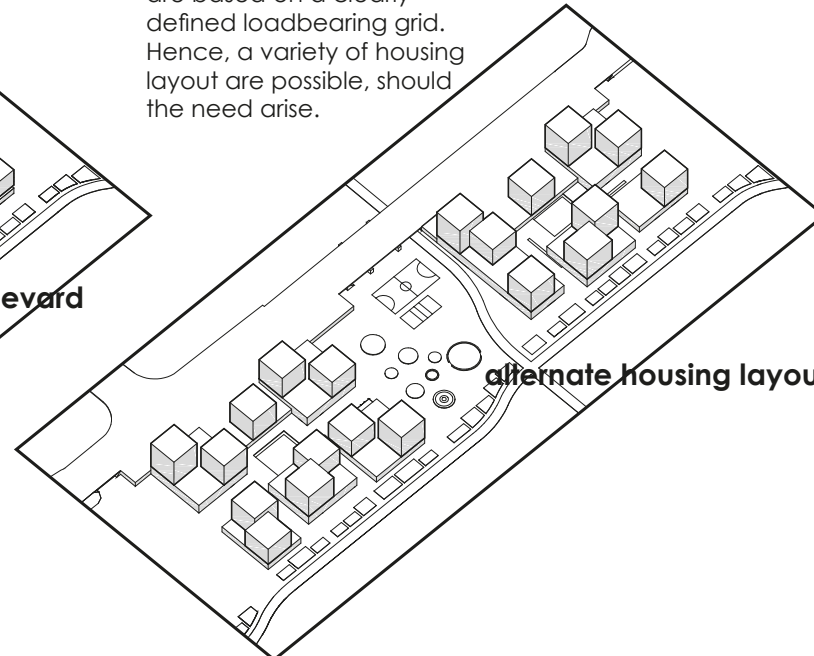
### 07. proposed typology

In conjunction, the MIB facilities, the new housing and the existing buildings forms clearly defined cityspaces with a variety of qualities.



### 08. alternate typology

The MIB production facilities are based on a clearly defined loadbearing grid. Hence, a variety of housing layout are possible, should the need arise.



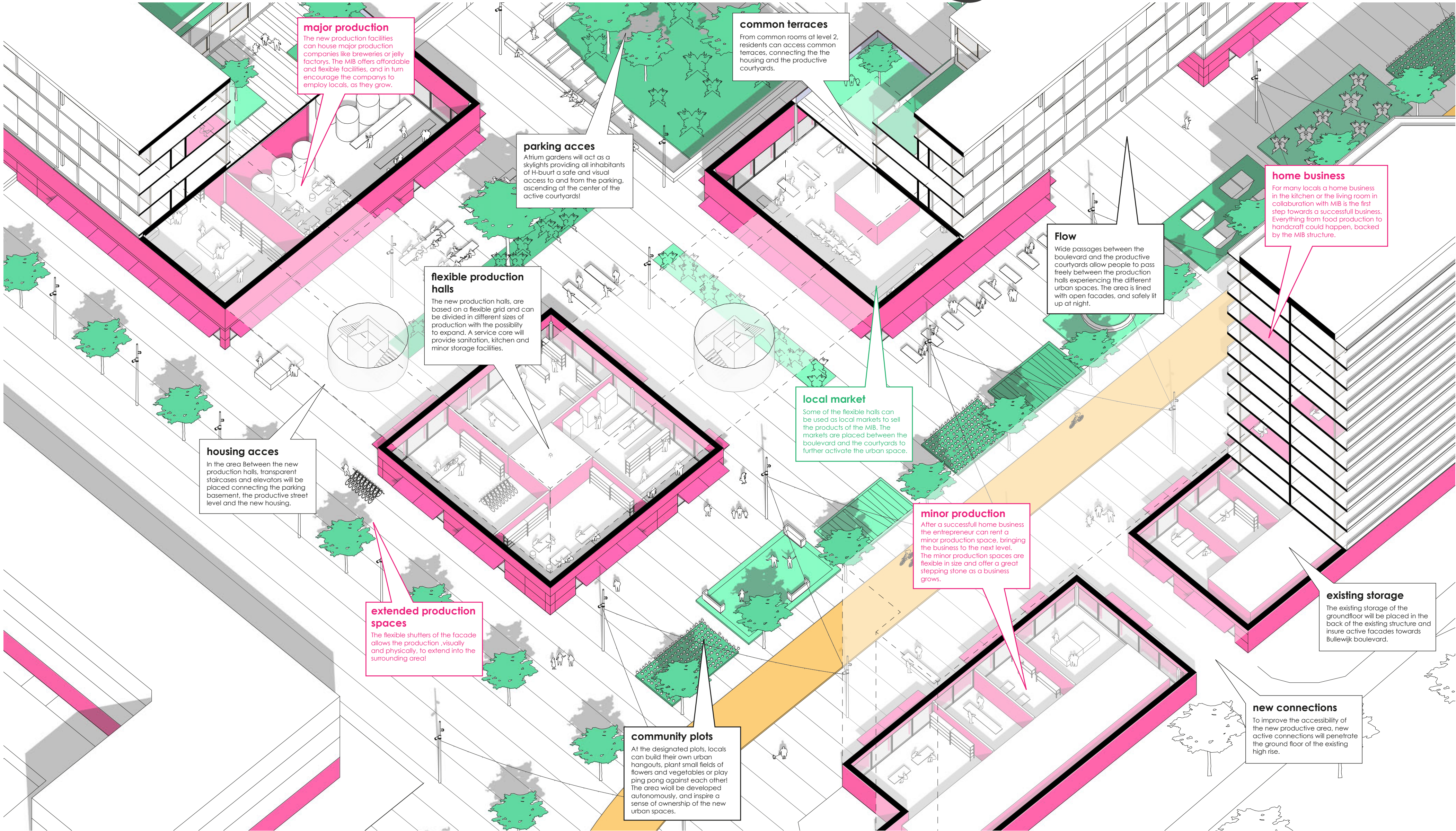


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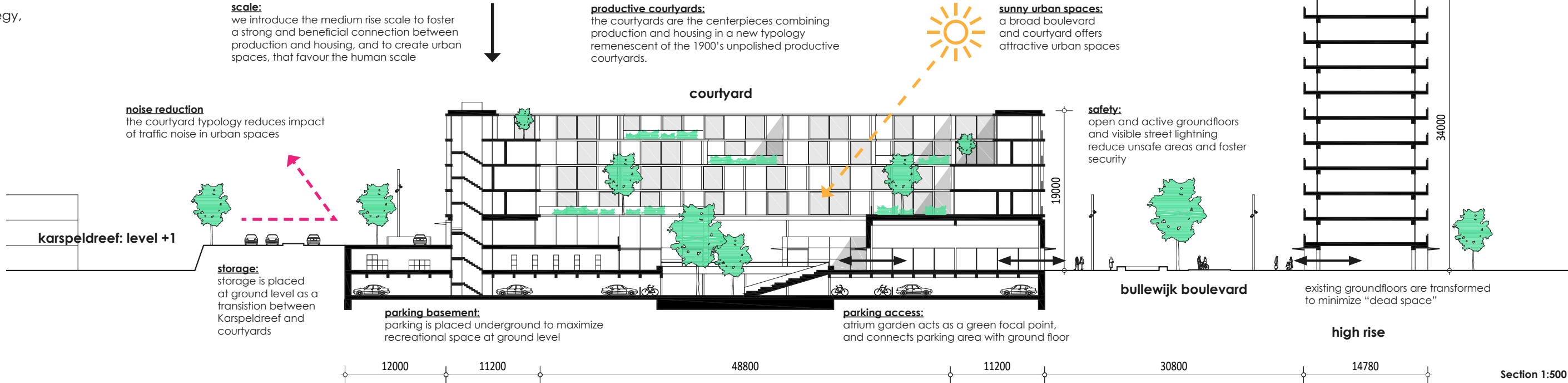
03



Implementation strategy - 2021-2025

09. design guidelines and masterplan

Following the refinement and seduction strategy, the municipality and the architect refine the proposal. Design guidelines are formulated to ensure a healthy balance of program, and the quality of the urban spaces. The following proposal is an initial draft, describing our observations, opinions and conclusions.



10. production as area lift

MIB brands H-Buurt and Bijlmer, and creates a strong sense of community. Everyone is an entrepreneur. The MIB can be introduced as concept throughout Holland and Europe to lift certain areas bringing production closer to the city centers.

