

HUB - BUURT COPRODUCTIVE SPACE

H-BUURT is already productive. Being part of Bijlmermeer and originally designed as an archetypical 20th century modernist city, the envisioned spatial separation of production from its residential zones has been one of the dominant parameters defining the appearance and character of the area from beginning onwards.

During the last decades though, the solitary confinement of different urban typologies has been compromised by the people of Bijlmermeer themselves. Driven by precarious social and economic circumstances, translating into crucially high unemployment-rates and educational levels below the city of Amsterdam's average, a unique informal productiveness has been established within in the residential zones of the area. A majority of residents is part of this small-scale typology of production, which is significantly contributing to their and the community's economic integrity.

HUB-BUURT is about fostering the informal typologies of production within Bijlmermeer and manifesting the potential of a community essentially tied to small-scale businesses into a new platform. This platform is envisioned to become a focal point of productivity, complementing different parties involved and providing common facilities benefiting the productive and logistic abilities of both traditional craftsmen as well as local start-ups and virtual businesses.

Breaking with the modernist uniformity of typology, the HUB will not only be designed as production facilities, but also as a residential building, reacting to the needs for living spaces in Amsterdam. Furthermore, the implementation of housing enables the city planners to attract developers with a project within an uprisng area, and to use the leverage of the building permission as a tool to accomplish the construction of the productive spaces as an investment of the developer.

This merge of typologies results in a hybrid entity, the CO-PRODUCTIVE SPACE, redefining and emphasizing Bijlmermeer's vernacular typology of productive residency.

PLANNER has created a new profile

- Data-driven projects
- Workshops & collaborations
- Working people together
- There is no problems, only potentials

Hey CITY! Regarding the site in H-BUURT: Before we start with the actual planning process, what do you think about making the local community part of the project team?

PLANNER, January 2018

Hi PLANNER! Don't you think this would make the design process unnecessarily complex, add additional investment and delay the project?

CITY, February 2018

We actually think the word invites us to understand and utilize local potentials, which could improve the performance of the project. If we already bring in the community while we are defining the urban guidelines, it will be a productive collaboration not delaying any schedule!

PLANNER, February 2018

Sounds reasonable! Let's give it a try!

CITY, February 2018

PLANNER is now friends with **CITY**

- Small money, big effect
- Affordable housing
- "Plug my City"
- Urban production
- Politically sustainable projects

DEMOCRATIC DESIGN DECISIONS

Public activation can be performed in different ways. A simple way is print and digital media, which can be spread in the neighborhood.

Another possibility in the later design process is to give the local community an opportunity of participating in the DESIGN PROCESS of certain public elements of the project. This creates not only emotional attachment to a design, but also social responsibility for the shared facilities.

This is not an uncommon method for H-BUURT, the plaza with the playground was designed according to the needs of the local community.

DEMOGRAPHICS

H-BUURT and all of Bijlmermeer is a diverse area, with a demographic structure widely different to the central city of Amsterdam. Key factors are a significantly higher unemployment rate within H-BUURT and a high amount of both young inhabitants within the population of 45,000 overall.

25-29 years: 25%

PERCENTAGE YOUNG ADULTS

The official average income per household (far below the Amsterdam average, but at the same time, the local informal economy is not taken into account). The large amount of young people within H-BUURT is also reflected in the high amount of single households.

PERCENTAGE OF HOUSEHOLDS WITH LOW INCOME

PERCENTAGE OF SINGLE HOUSEHOLDS

HOUSING MARKET

The local housing market is dominated by social housing, over three fourths of the people of H-BUURT are residing in this typology. The typical housing unit is equipped with 2.7 bedrooms. In combination with the local demographic needs for certain housing sizes and a more comprehensive market analysis of potential tenants, an adequate variety of typologies can be adapted into the design.

ROOMS PER FLAT: 2.7

OWNERSHIP: 77% Home owners, 23% Private rental, 0% Social rental

STRATEGY

BUSINESS PLAN

COMMUNICATE

COMMUNITY

- Locally fitting projects
- Democratic design
- Providing vernacular information & data
- Happy neighborhoods

TEAM UP!

Thanks for inviting me! Looking forward to help you creating something amazing for H-BUURT!

CITY, May 2018

Your input is very welcome, COMMUNITY! Guys, should we sit together and set up the next steps?

PLANNER, May 2018

HUB-PAVILION

One possibility for establishing presence within the local community is the construction of the PAVILION as an immediate design intervention. It can perform as a link between the community and the planning team, provide office space and seminar rooms for the HUB during and even after the entire planning process.

The pavilion will also be the replacement facility for the local CHURCH, which is located in one of the parking buildings at the moment.

NEW FOLLOWER:

CHURCH

IDENTITY

The local community is very varied in origin and cultural background of its people. Instances binding them together are social organizations, and thereby it will be beneficial to utilize these organizations as activators and sources of information for the planning process!

PLANNER has created a **GROUP**

URBAN STRATEGY GROUP

The URBAN STRATEGY GROUP (USG) will prepare the base for the continuation of the planning process. Their objectives include a profound social analysis of the site, market surveys, the establishment of a team of suitable consultants and the overall definition of urban guidelines framing the future development.

The USG will also perform as consultant for the following phase of the developer's competition and participate in the upcoming process of analyzing the potential pool of tenants for the productive spaces.

CITY has joined the group
COMMUNITY has joined the group

DEVELOPER'S COMPETITION

LOCALS WITHIN INFORMAL ECONOMY

80%

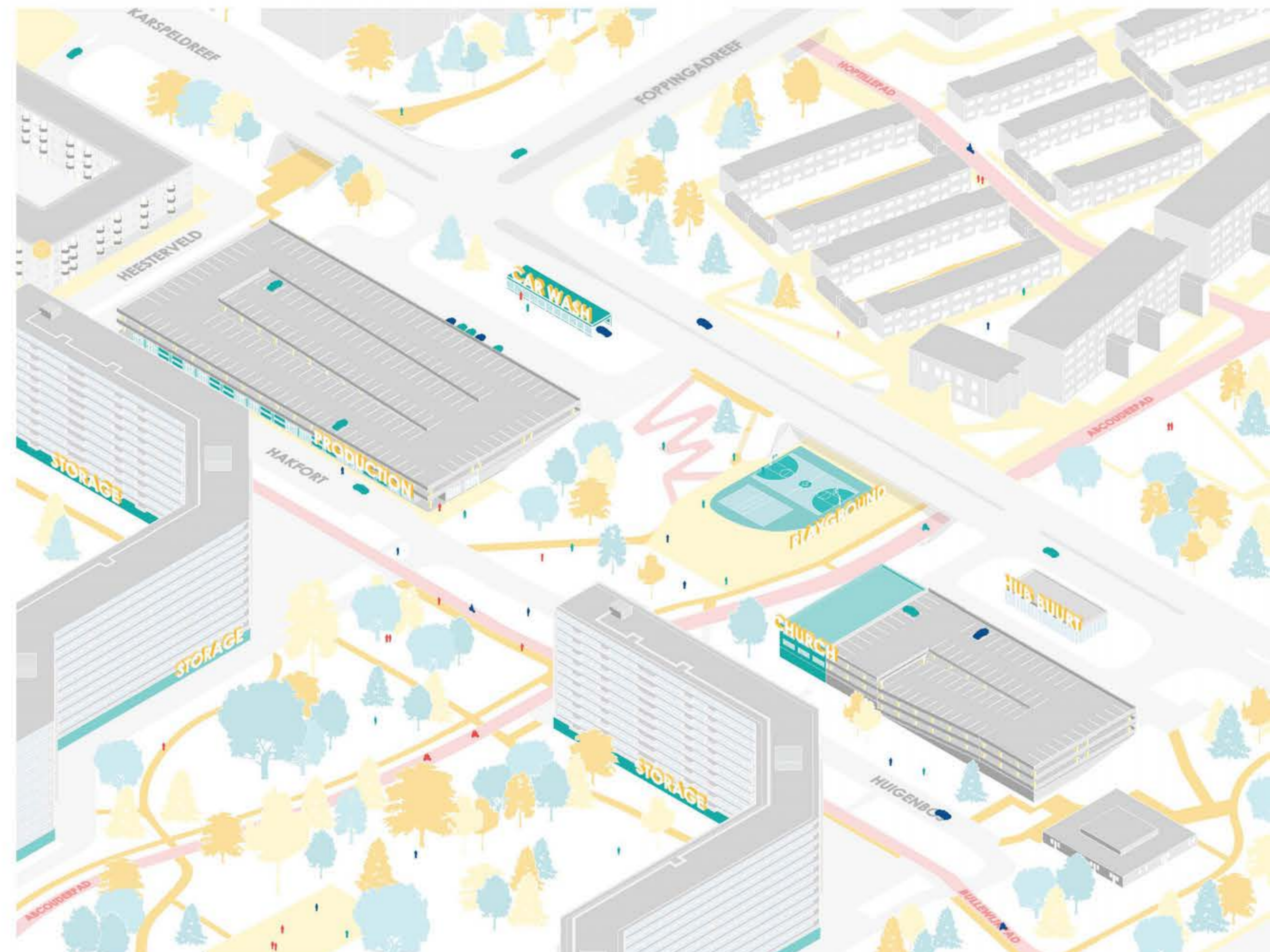
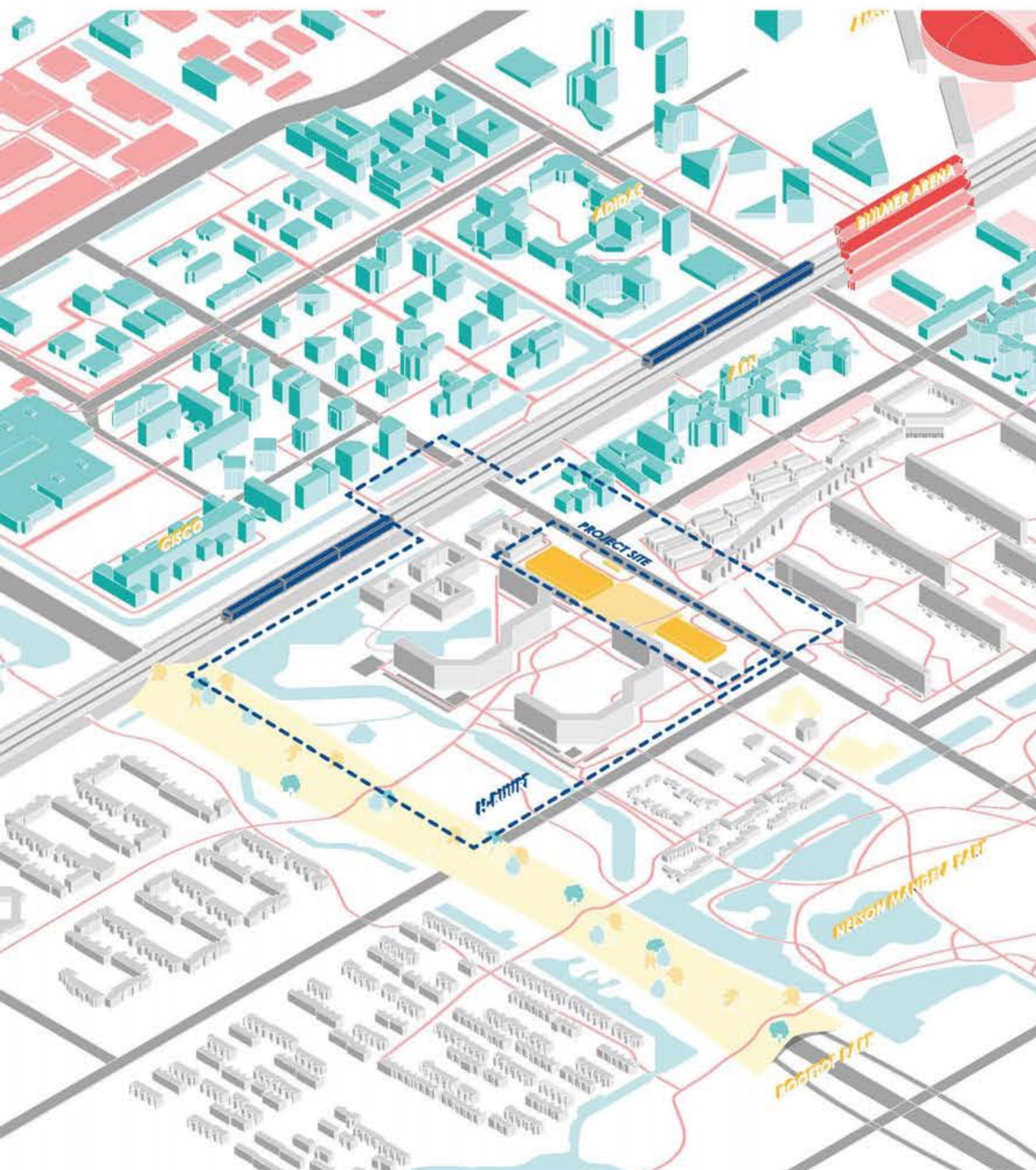
PRODUCTIVE POOL

UNEMPLOYMENT: H-Buurt, Amsterdam

YOUTH UNEMPLOYMENT: H-Buurt, Amsterdam

EDUCATION: H-Buurt, Amsterdam

The HUB might be a chance of finally integrating them formally into the working environment. Either by being educated by craftsmen for long term or by doing short internships for different businesses, they can earn some money while getting more experienced with different typologies of production!



THE CRAFTSMEN LEACK

The significant feature of these intangible forms of production is that it has exponentially reduced the material and physical requirements of workspaces, which today, often reduces them to the simple object of using a laptop. With little material and thus very little space, intangible production, also called cognitive production, is found to have a much better ratio of necessary space to potential profit than the material modes of production; intangible production is therefore very competitive to keep its place in the city center.

m2

GREAT MODELS

The site is heir to zoning. Separated from each other with dams, neighborhoods seem to function as very distinct and introverted nonfunctional entities.

Here, two typological great models face each other: H-Buurt, part of Bijlmermeer, a collective housing district of the third wave of modernity and Bullewijk, its direct neighbor, a headquarters district where many national and international companies settled.

A common consequence of zoning plans is the creation of extreme polarities leading to the marginalization of certain entities for economic or social reasons. Here, the logic of zoning applied since the 1970s, seems to have made H-Buurt a separate, self-centered neighborhood, with no obvious relations with neighboring districts.

GLOBAL VERSUS LOCAL

More than a typological opposition, here is an economic opposition in the productive process. Bullewijk's companies, with their headquarters status, maintain productive relationships across geographical borders in the global economic market.

H-Buurt is already productive but its economy is informal. It takes shape in various productive activities carried out from home or in public space. It can be viewed as a network of micro productive units spread out homogeneously throughout the neighborhood and communicating with each other through small hand-to-hand transactions.

LOCAL FOR LOCAL

By providing services here mainly catering and cleaning to global companies, the few H-Buurt registered businesses depend on the local presence of the global market to sustain. Because of the volatile character of global firms explained here by Saskia Sassen, this subordination is not guaranteeing the sustainability of H-Buurt's economy, neither it's enhancement. Our statement is, therefore, to not strengthen the economic links between H-Buurt's local businesses and the surrounding headquarters but rather to offer H-Buurt a new productive centrality able to manage its independence and emancipation.

SUSTAINABILITY BY MUTUALITY

The platform will be able to attract productive entities by guaranteeing large inexpensive areas. It will collect as well the artisans rejected from Amsterdam as the local businesses looking for a productive space allowing them to carry out their activity.

Through a convergence of physical production units towards it, the platform will make the mutuality an asset for attraction and an economic strength capable of conferring certain independence to it. By the means of convergence and mutuality, HUB-BUURT targets economically sustainable subsistence for supporting and strengthening the local economy.

THE CRAFTSMEN LEACK

Hardware production always requires as much space as possible, especially with regard to storage and tool use which cannot be digitally relocated. Thus, artisans and other actors in the secondary economy suffer more than ever from the phenomenon of gentrification, pushing them out towards the peripheries.

m2

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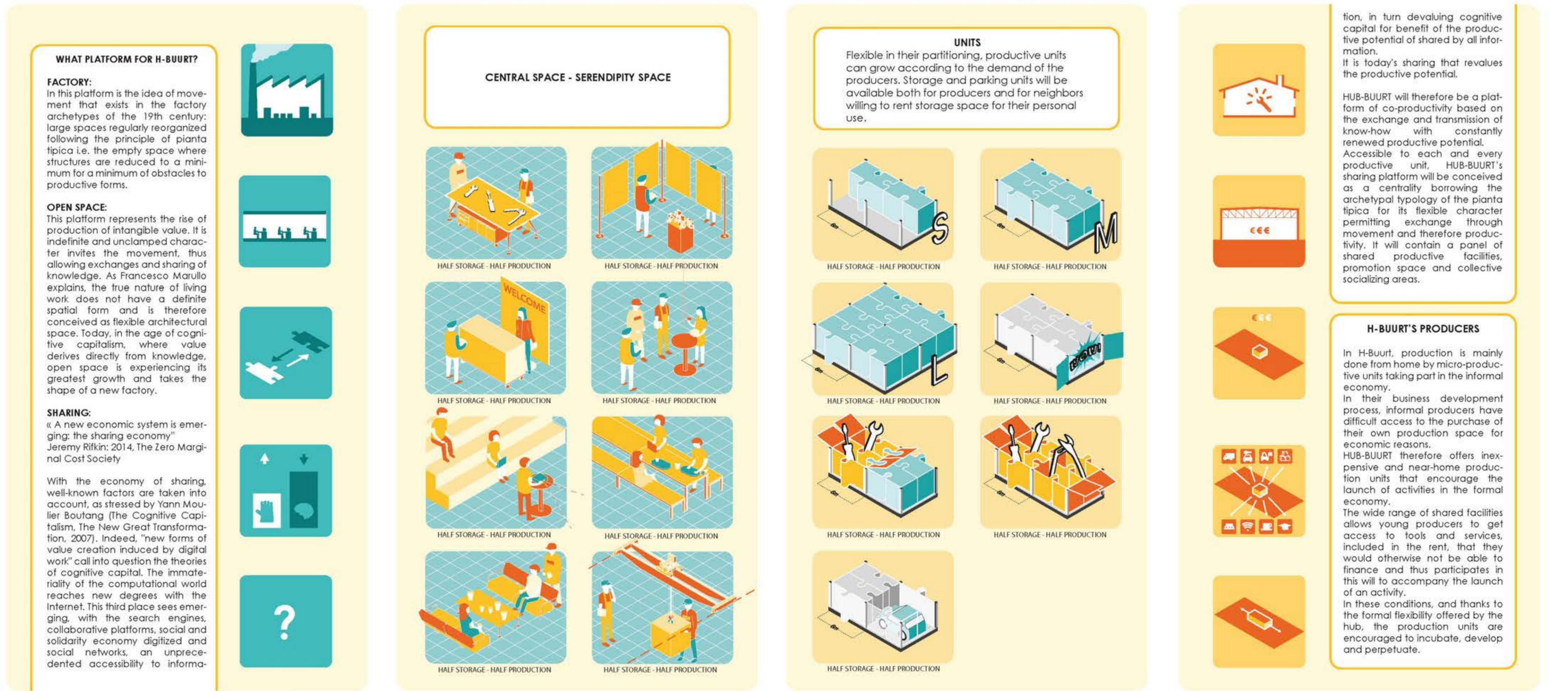
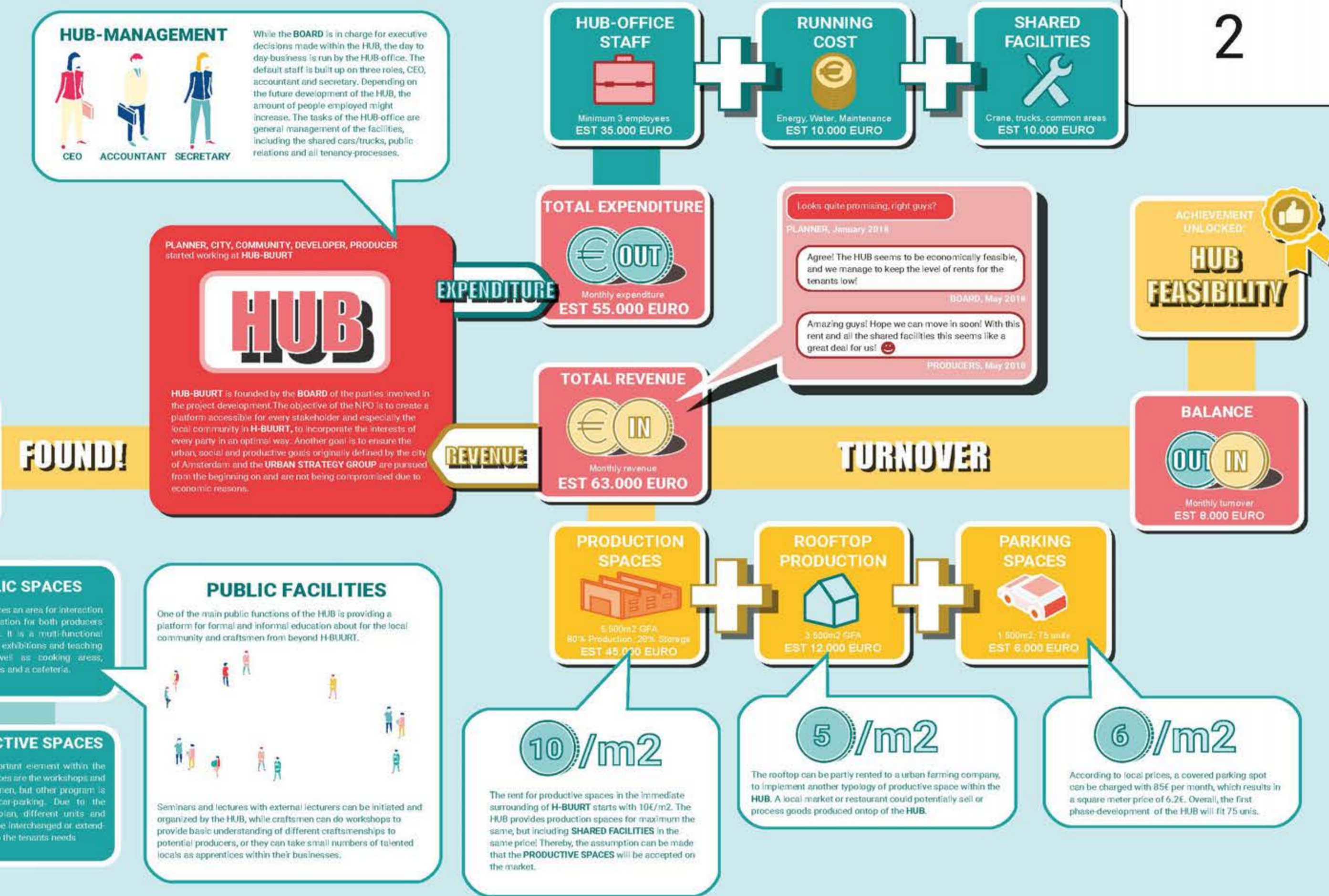
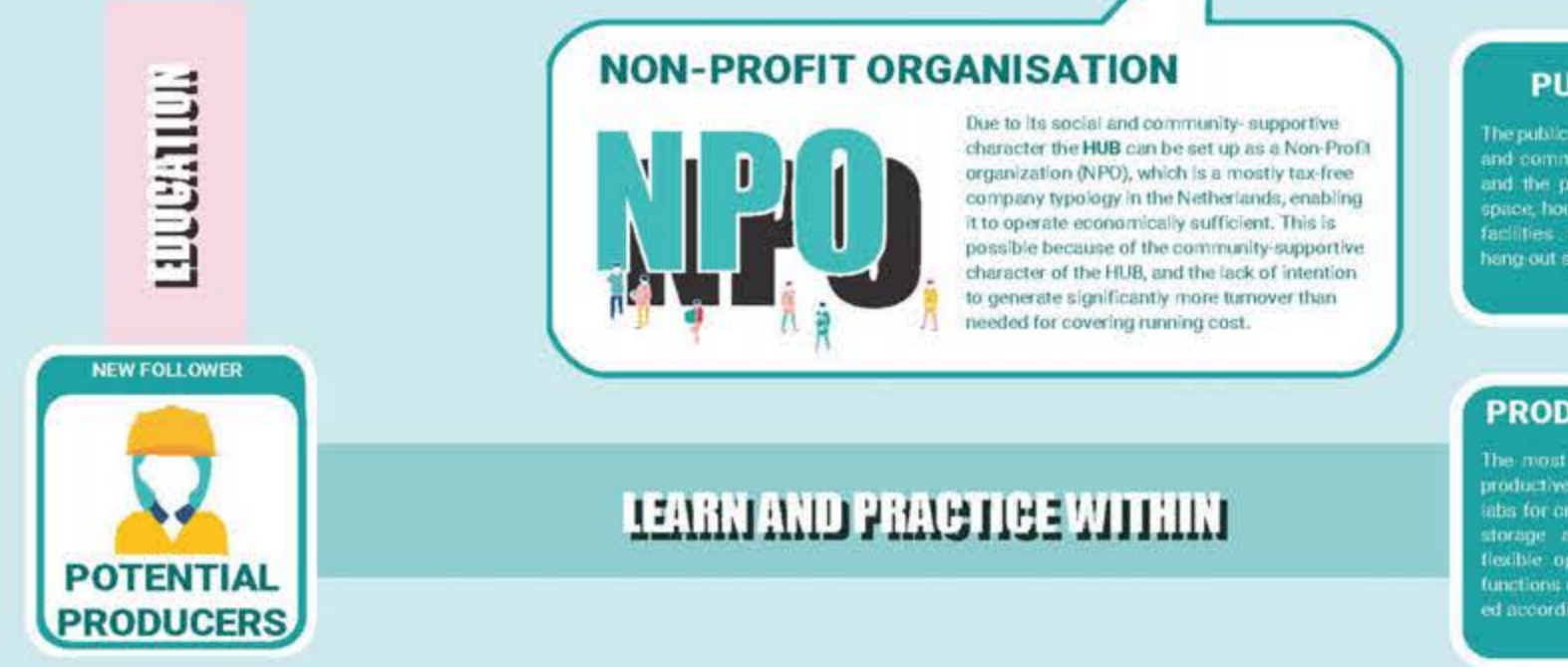
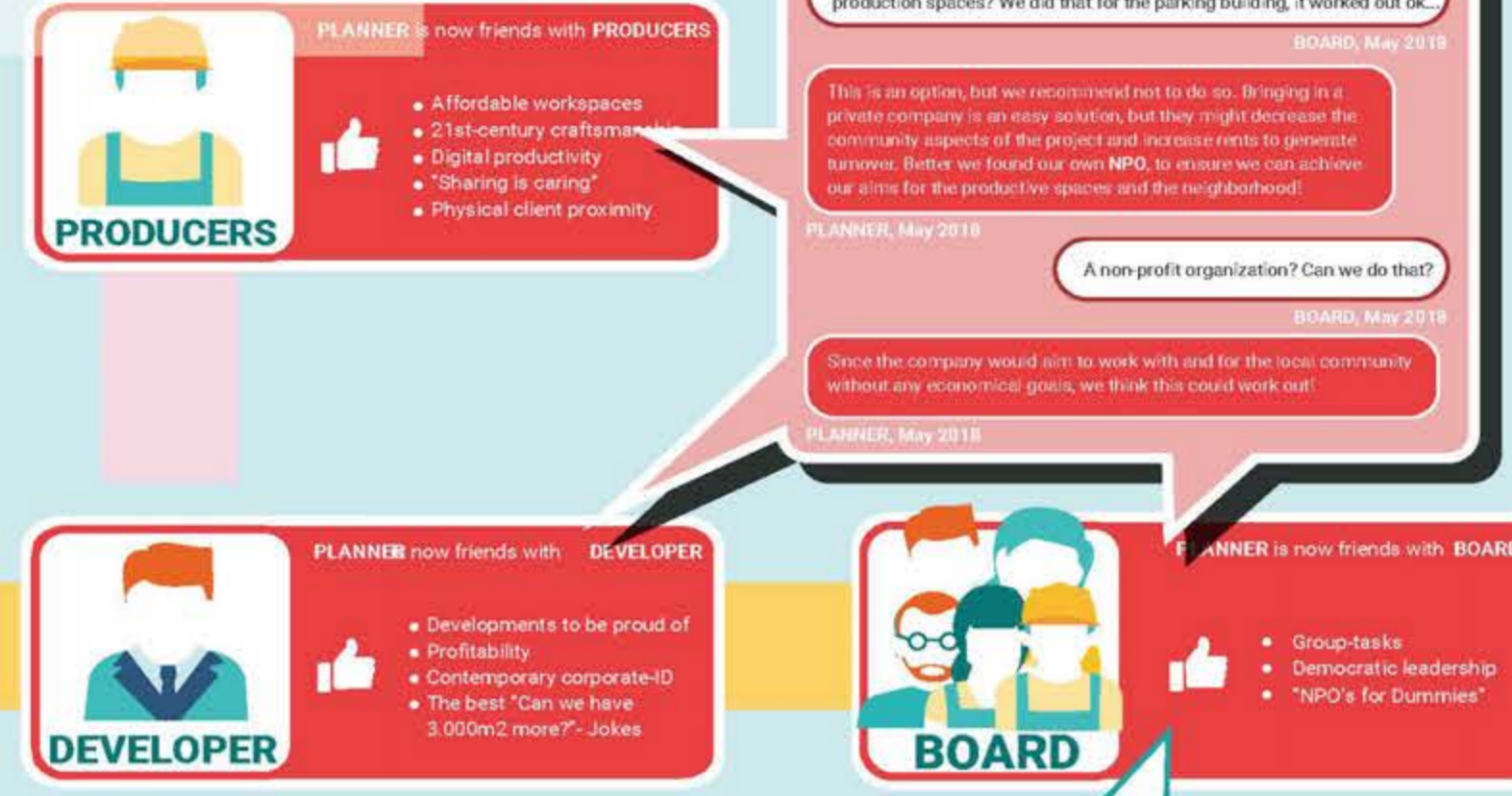
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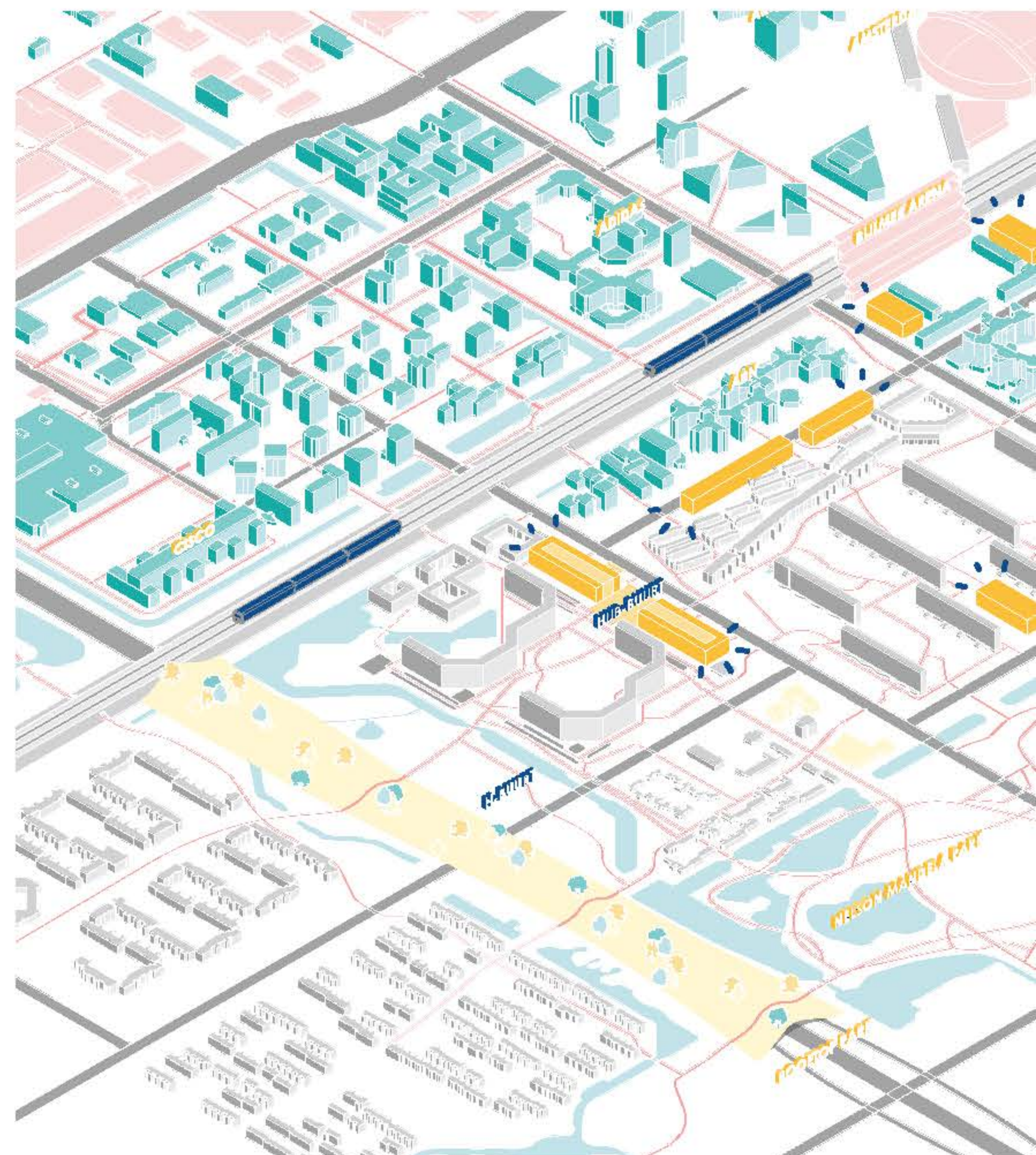
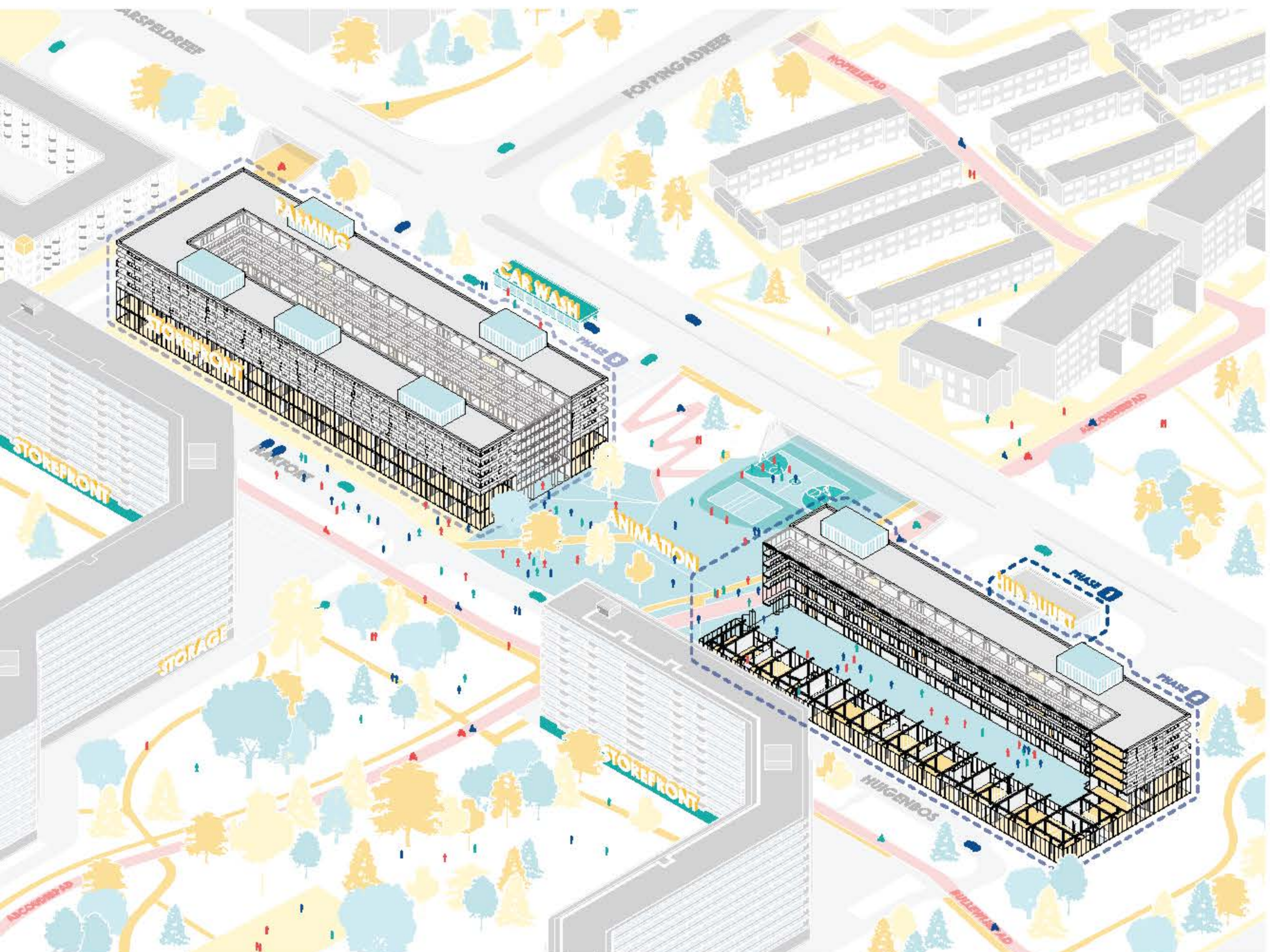
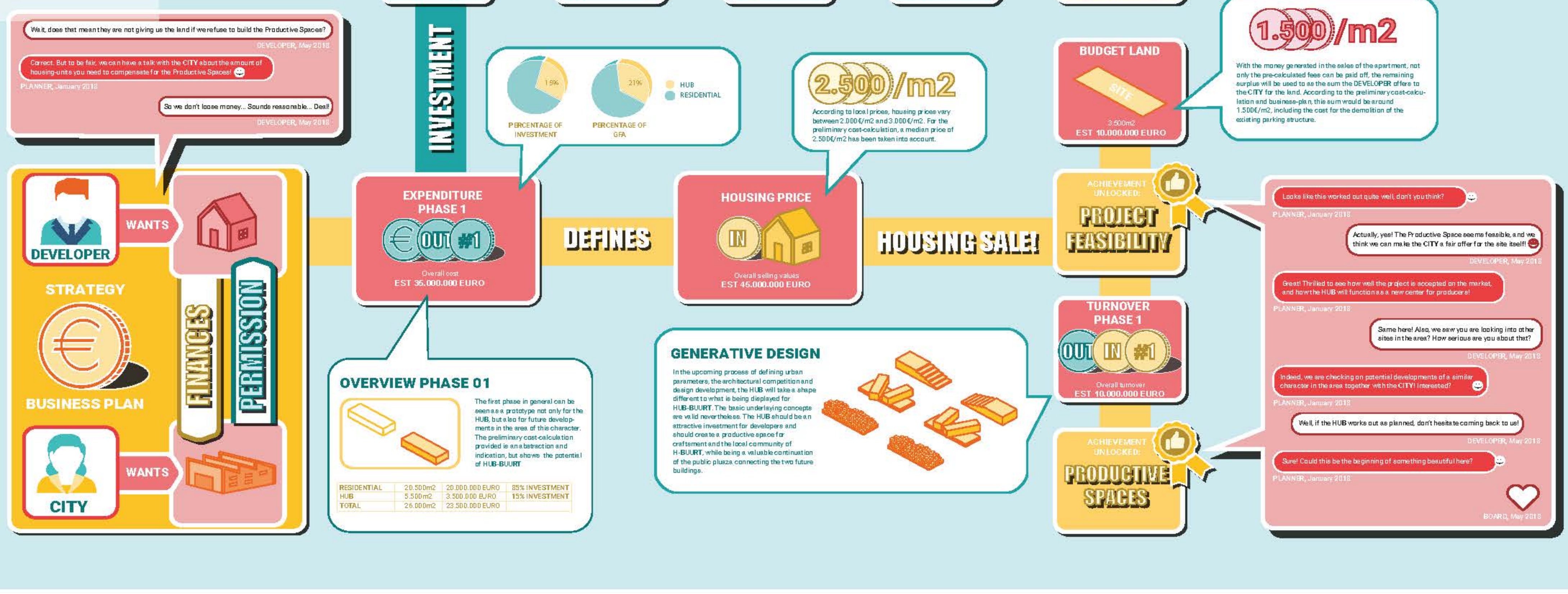
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HYBRIDITY

At the programmatic level, HUB-BUURT is the addition of two programs: housing and production. If the superimposition of the programs makes the project economically feasible, the formal application does not result in a simple stacking. HUB-BUURT is a hybrid object in which the two programs communicate spatially by the central atrium; the facades of the houses overlooking directly to the latter. Referring to the "covered passage", hybridity creates a new level of productive interiority.

By linking programs, the concept of hybridization confronts the uses and makes the meeting possible. The result is a serendipity that multiplies the creative and productive potential. HUB-BUURT is therefore a mixture; a whole composed of identifiable but indivisible entities, the space of possibilities.



PLAZA ACTIVATION

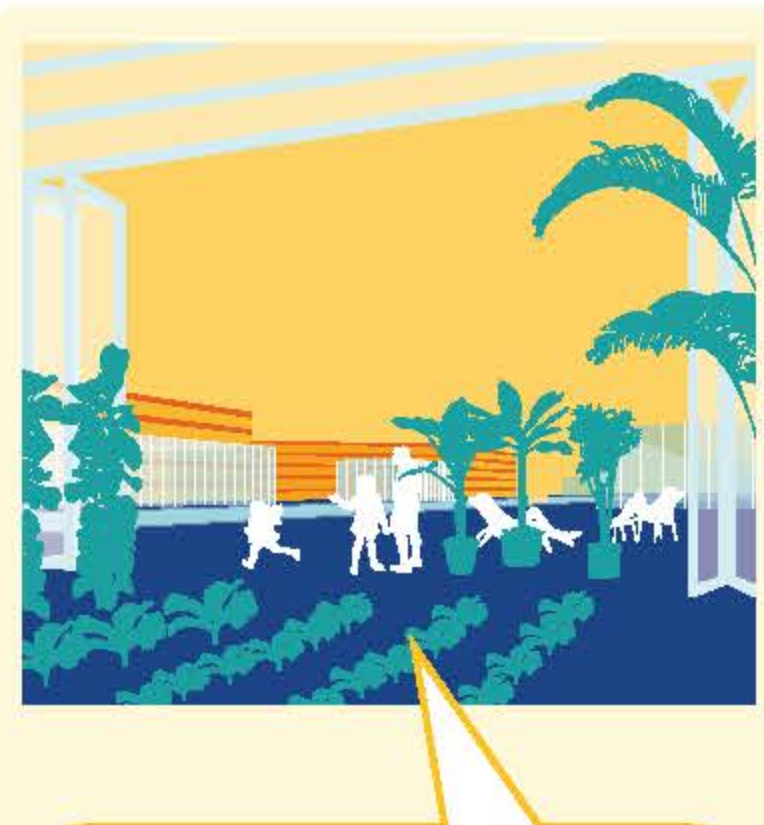
The playground, a public space designed by the community, is a popular meeting place for sport and community. It is accessed by two soft mobility lanes (bicycle, pedestrian and slow cars), one of which extends north to Amsterdam and south to the rooftop park now under construction. This landscape axis, a true ramification of the rooftop park extends to the playground, passes under the Kaspeldreef to continue northwards accompanied by the bike lane. HUB-BUURT, by installing on both sides of the playground, not only crop it but also create a new transversal axis – a productive axis. The intersection of the landscaping axis and the productive axis thus giving the playground a real status of a public square. This square is intended to serve as an urban and community interface between the access facade of the two project buildings, extending as far as the central innerproductive spaces.



STREET ACTIVATION

The predominantly empty car parks and the Honeycombs pedestals full of storage spaces inhibit the living potential of Hackvoort. However, the soft mobility already present on this axis gives it a strong potential for activity.

By proposing storage spaces within the two buildings of the project, the objective is to empty the roads of the Honeycombs of their bulky. In the long term, they will be able to welcome local services and, together with the productive built front of the project, make the street alive.



ROOFTOP FARMING

HUB-BUURT is not a place of inbreeding productivity. Every space has a productive potential! Thus, the project is more than the superposition of housing on a productive space: the roof terrace will accommodate urban agriculture in the form of greenhouses. This productive roof is destined to be a place of interface between the inhabitants, the neighbors and the producers gathering around the vegetable garden, or of a meal.

The mixing strategy therefore also applies to the types of production destined to be diverse and multiple. HUB-BUURT uses to the end the potentialities and moments of production that he suggests.

**HUB - BUURT
COPRODUCTIVE SPACE**

HUB-BUURT is both an economically feasible and socially significant project. It's potential as an incubator for local production brings advantages for both the local community and the city of Amsterdam, while attracting investors to the site with the prospect of generating turnover with the residential part of the development. The analysis of the context and project development already generates a framework of parameters essential to the success of HUB-BUURT. The next phases of the project will continue to further define these urban, economical and architectural parameters in order to create an optimal project for the local community and the city of Amsterdam.

I: COOPERATIVE DEVELOPMENT: The success of the project is defined by incorporating the interests and know-how of all parties involved into the urban and architectural design. To achieve the optimal result for each actor, a transparent, cooperative interaction between the parties is essential in the overall process.

II: DESIGN PARAMETERS: The project design should be based on emphasizing the hybridity of typologies and the public character of the HUB as an accessible platform for the local community. Generative design input and local initiatives should be integrated into the development, ideally in form of workshops and public events.

III: HUB: The HUB should be set up as an open and accessible platform for tenants, students and local entrepreneurs. It should drive cooperative interaction between different users and foster experimental educational insights into productive business for the community.

IV: PRODUCTIVE SPACES: To design contemporary and adequate workspaces, craftsmen, producers and start-ups should be invited to define parameters for the 21st century workspace. Spatial flexibility is essential to the design of the HUB, in order to react to changing tenant requirements such as shifts and new developments in the productive industry in general.

V: GENERATIVE DESIGN: Due to a number of sites of a similar character within the inner city, the specific strategy and design developed for HUB-BUURT should be adaptable to be applied on other projects as well, to potentially reshape the typological monotony of the area into a vibrant, mix-used zone.