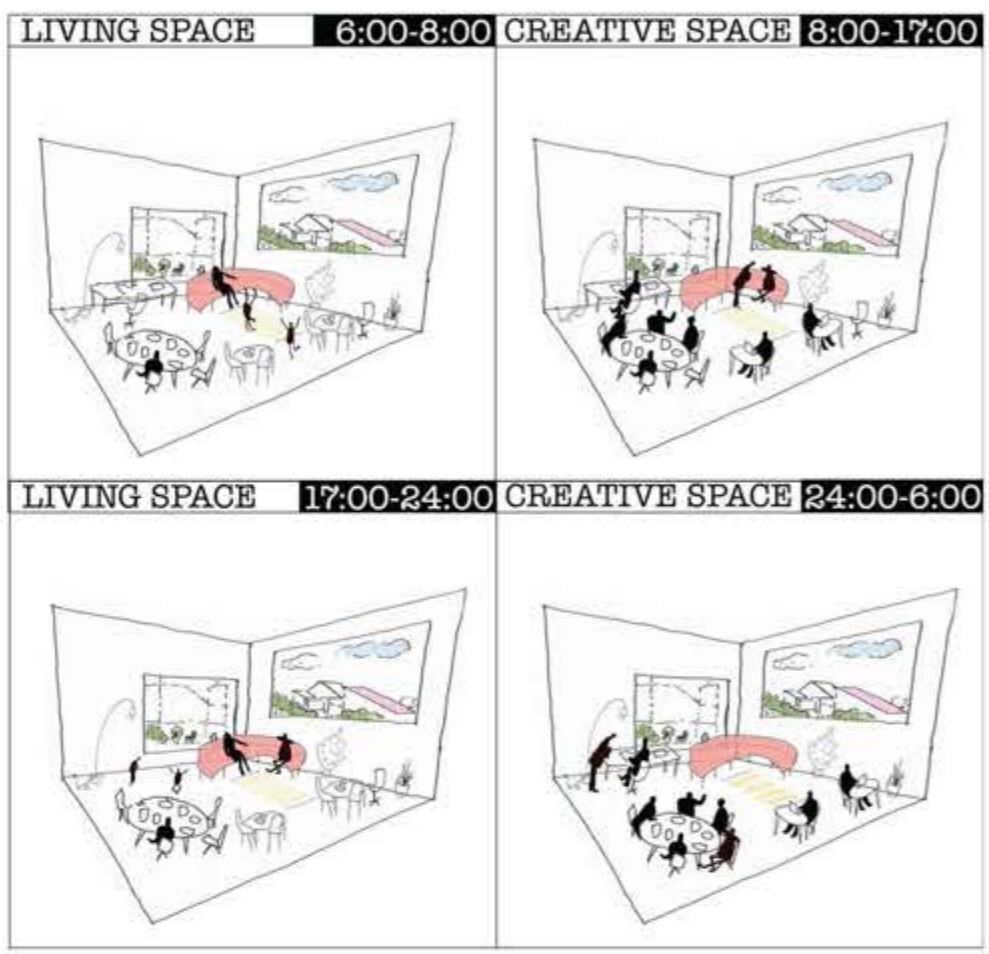
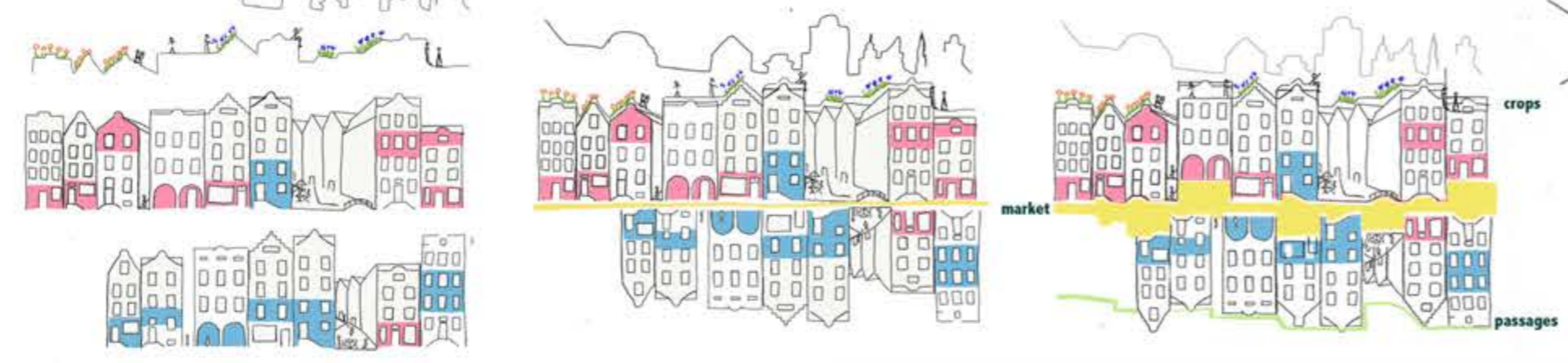


BJ555 AMSTERDAM > papaverdriehoek european 14 > CITY OF THE PIGMENT 1

To incorporate seamlessly the Dutch character and all of its strengths into such a flexible design is the achievement of our design of the "Double City." Our concept to develop Papaverdriehoek is to allow for business, creators, and residents to live together in flexible spaces, to provide a circular economy based on a modern integration of agriculture and city life, and to reflect the architectural traditions of Amsterdam in modern design.

There are two key concepts in this design: that of the Double City and a City of Lanterns. The concept of the Double City breaks the issues of densification and creates multiple cities - one on top of the other - with qualities of the traditional Dutch city scale and character.



We create two cities: one of residents and one of business, thriving together in a circular economy. This system guarantees security on the ground floor thanks to the reinterpretation of the concept of commercial passages and alleys and little plazas, energized by both productivity and by the 24-hour creative spaces - living rooms which become share work areas during the day and night, which then, because they are always lighted, become the "eyes" of the city and provide security. They appear as lighted cubes, and give the city its unique characteristic as well as to provide functionality and security. The intersection between both cities - the living and the work areas - becomes the market area, the open space that allows social and business interactions within areas full of shops, leisure opportunities, cafes and productivity areas. Functional canals as well as streets serve as transportation avenues on the ground floor for access by boat, bike, car, and foot.

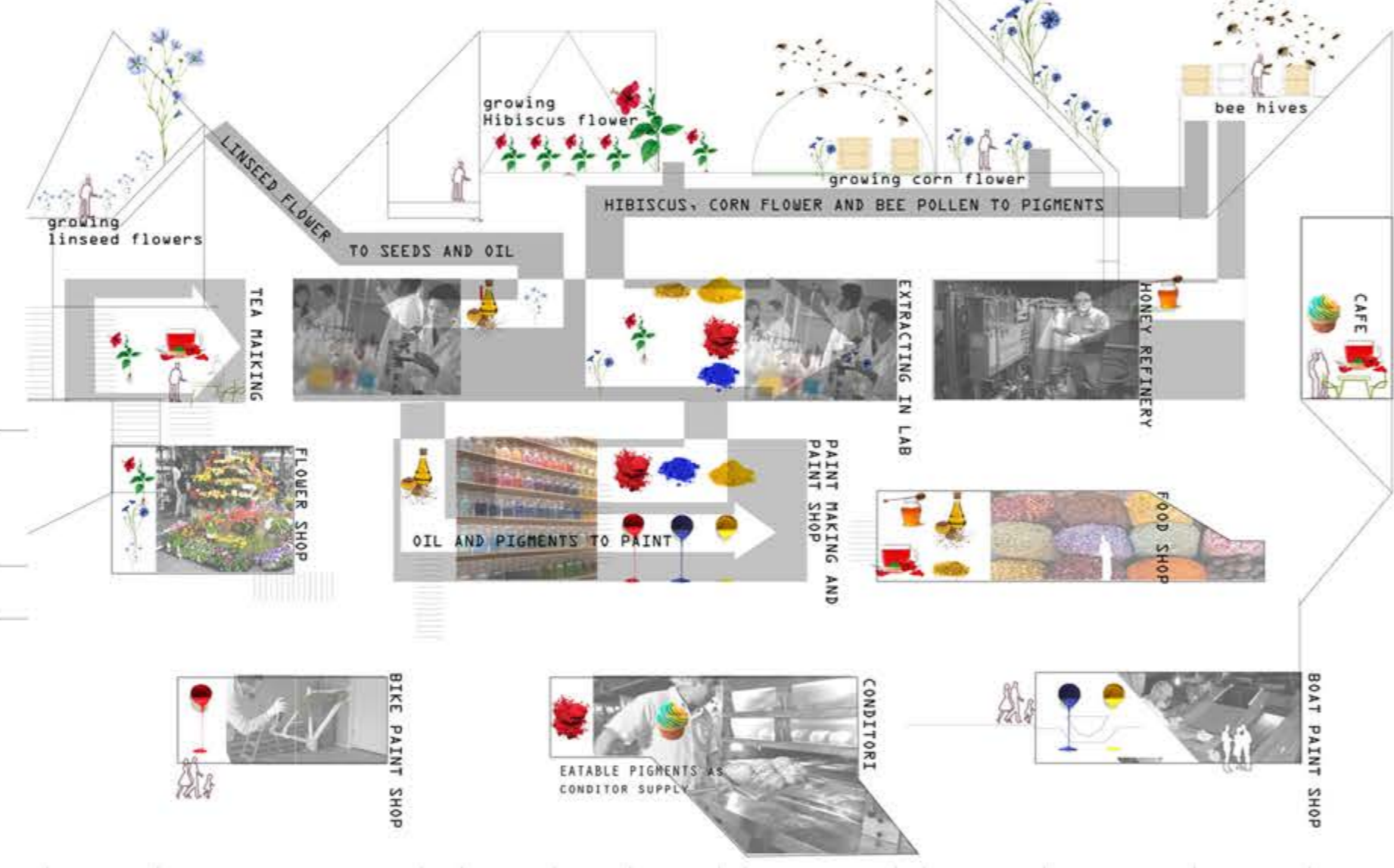
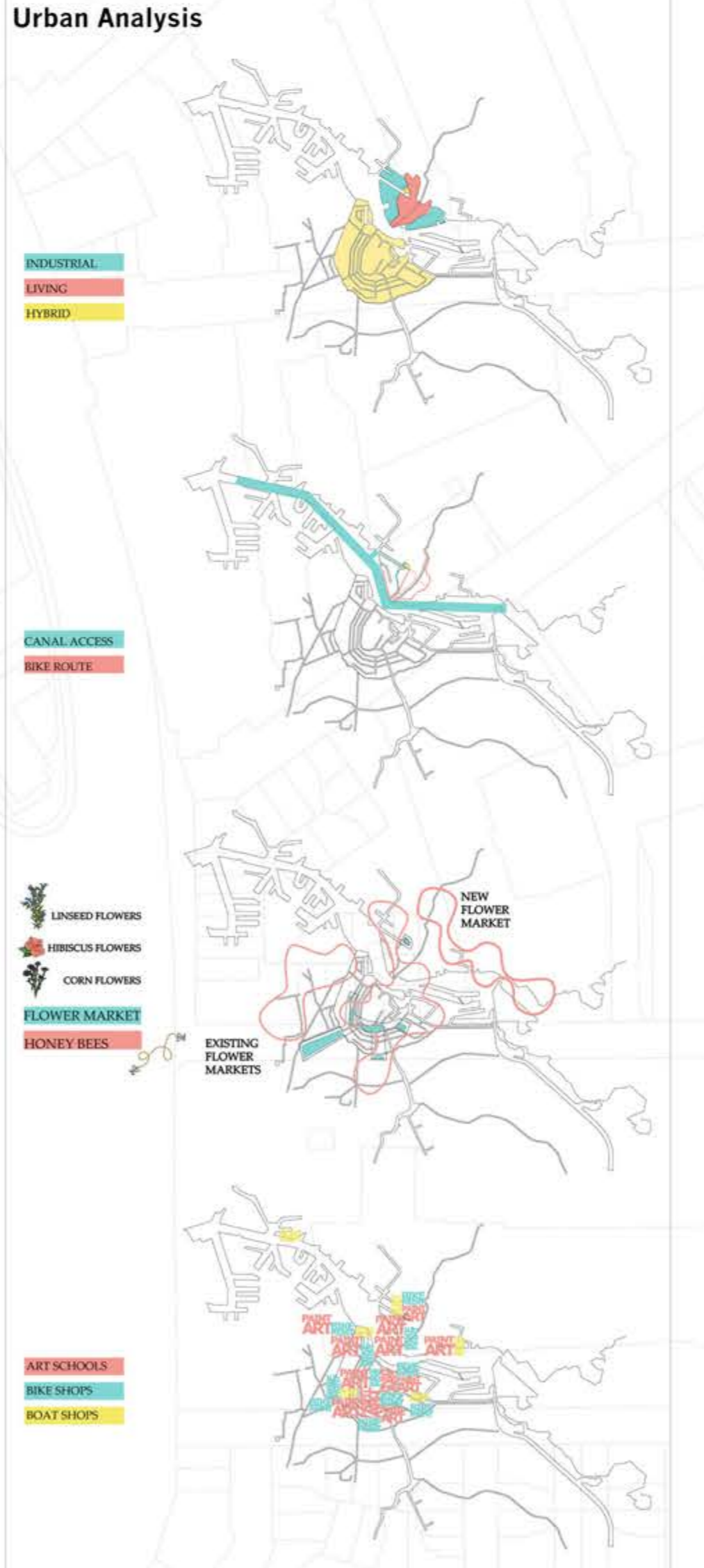


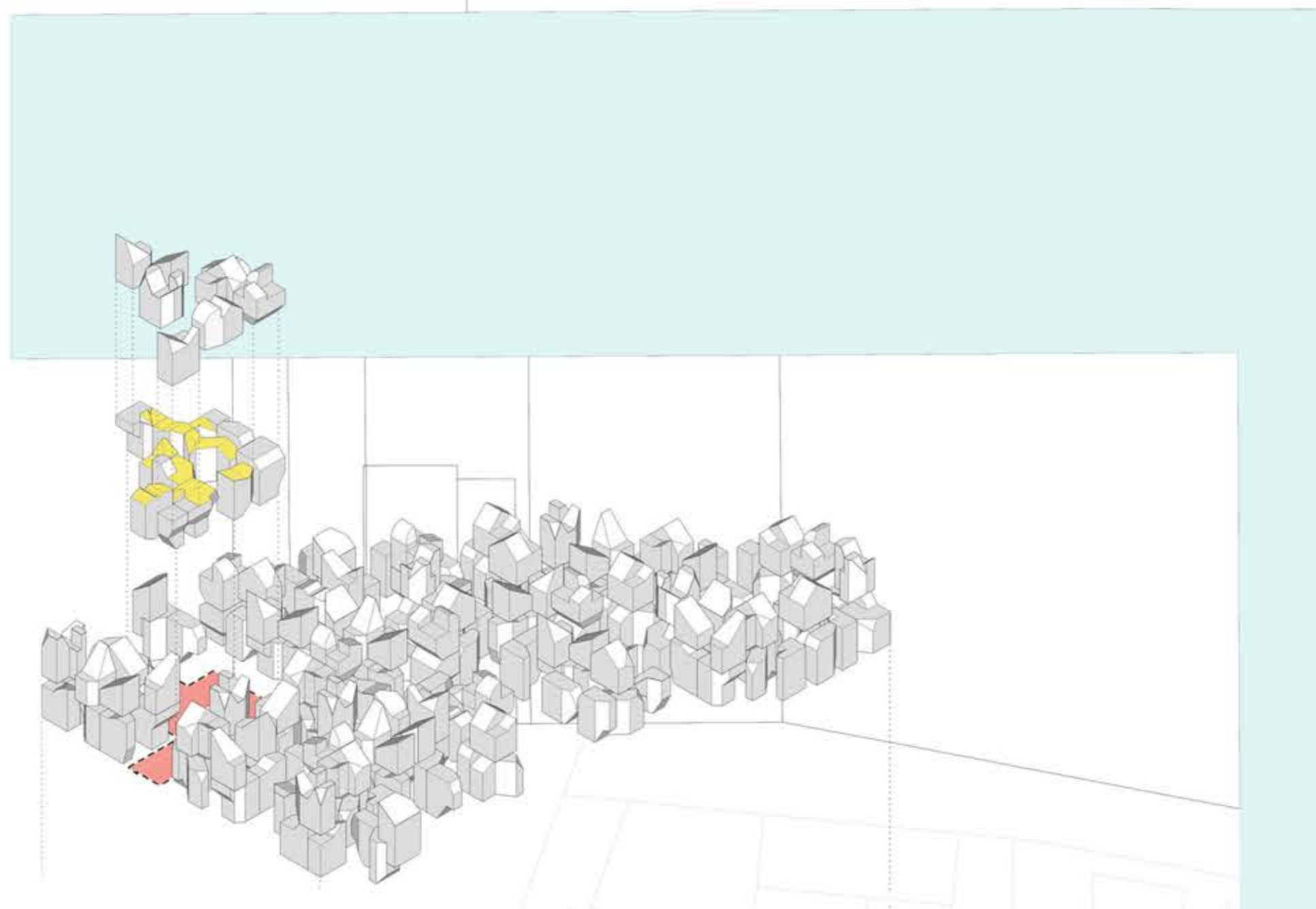
Diagram of Productivity: Circular Economy



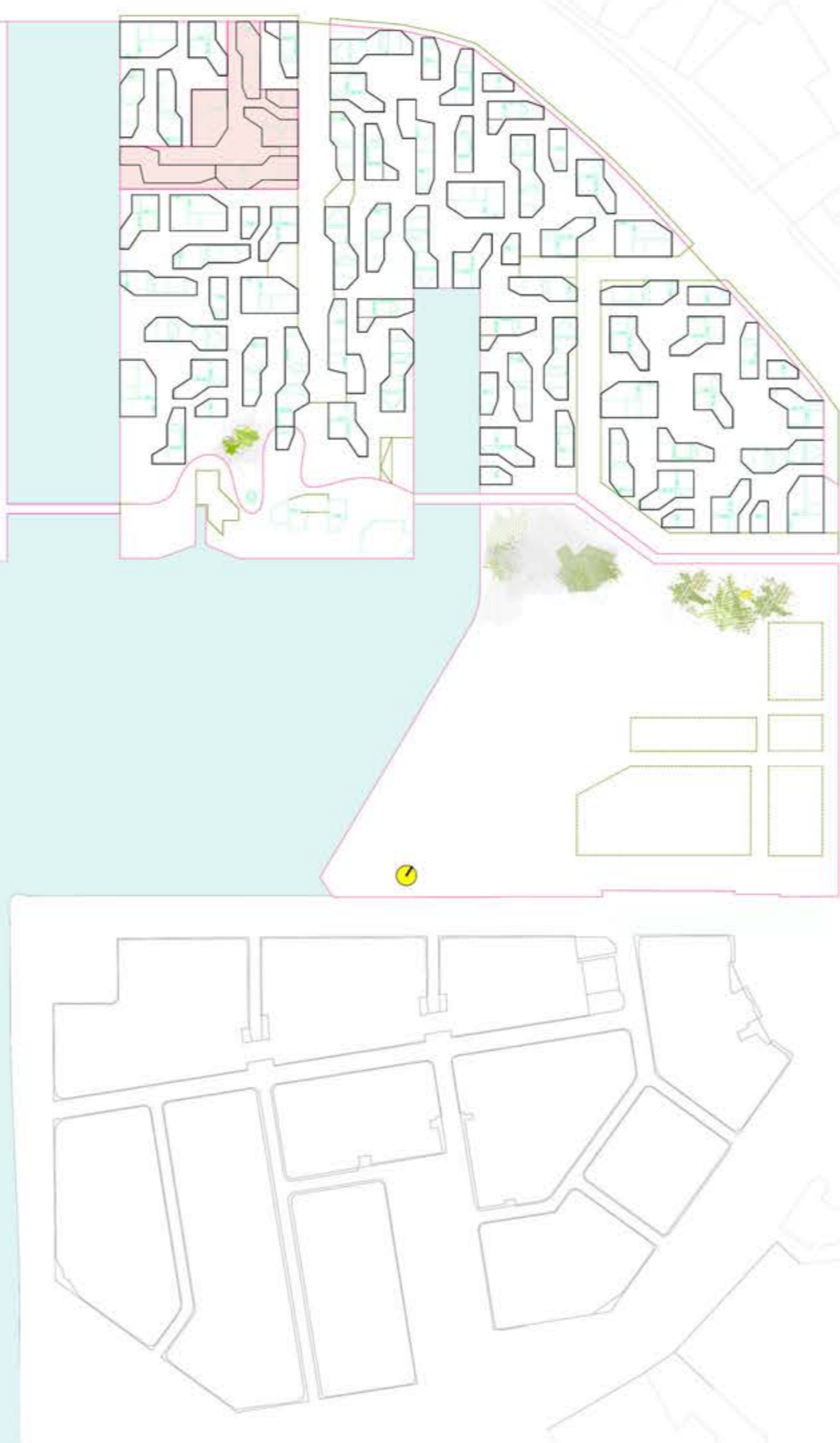
The roof serves as the production site for the basis of the circular economy: the cultivation of flowers and bees. Thus, Papaverdriehoek is a city of pigment. On these rooftop plantations can be grown linseed, hibiscus, and corn flowers. The cultivated flowers organically yield the three primary pigments for painting, potentially for both art and industry - the bicycles, boats, hairstyling, textiles, plastics, oils, and resins. The flowers in the roof together with the bees generate a micro-ecosystem that can flourish autonomously. Pollen and honey as well as the flowers themselves can be sold at the market level. Further, the pigments find their way into cakes and pastries sold in bakeries below, truly creating an ecological economy that supports itself. Here people interact with nature and find their place within it, yielding economic, recreational, and ecological rewards.



Phases of the Project



Double City System



Urban Plan 1/1500

Tulips in the fields, Van Gogh and Rembrandt, canals, industriousness, innovation, inter-development with nature - these are the concepts that outsiders know of the Dutch people, and this is most true of Amsterdam, a city of innovation and modernity even in its founding on recovered marshland. In reflection of the modern world where innovation happens at an increasing pace, and where a multicultural people need interactive space, an open and flexible design allows for a city to grow organically through time, driven by those who inhabit its space. In this city we will create an "art of living", allowing space for interaction, body awareness, creativity, research, commerce, play, and the simple joy of living.

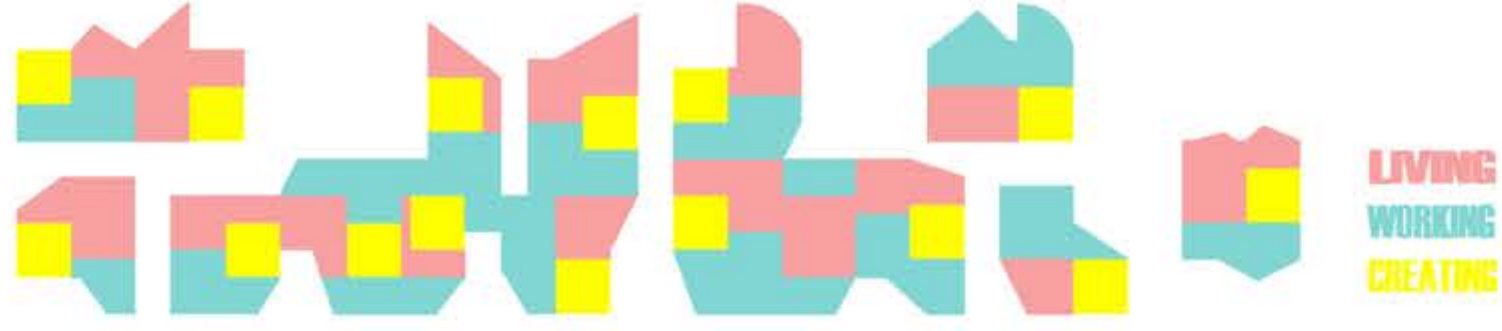
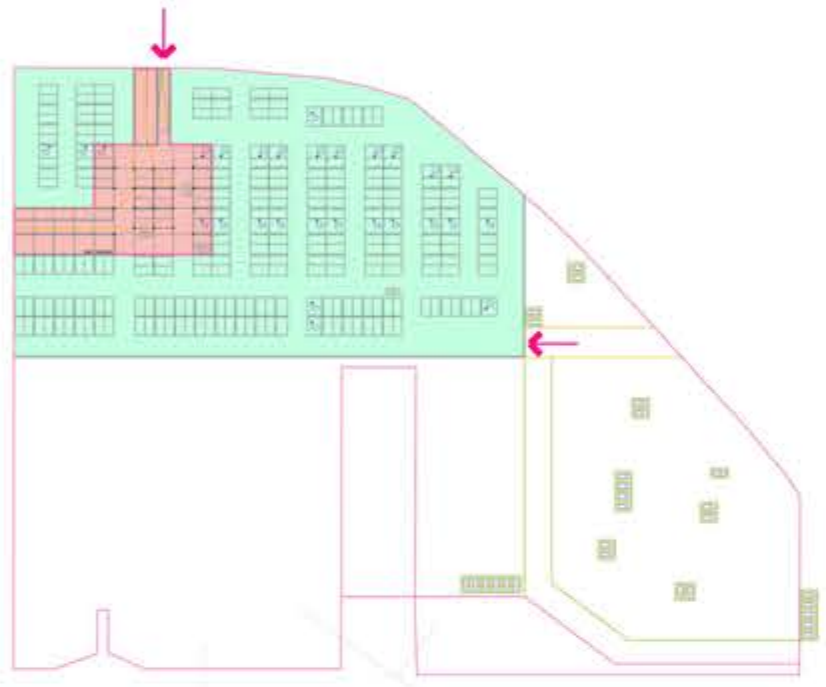


Diagram of Functionality

The space is divided conceptually in three ways: production, living, and shared creative space. There can be units where the production is above living areas, under, or sometimes in a vertical space on two connected levels. All the bedrooms have similar dimensions and act as little apartments. The use can be transformed according to the needs of its inhabitants, adding flexibility of use. The shared areas can be rented to researchers, technology consultants, businesspeople, researchers during the day. This production space can be owned by the homeowner or the community. Because the use of the space on the ground and middle levels during the day, and their inhabitation at night, the community essentially shares the space 24 hours a day, providing natural "eyes" for security and a sense of shared responsibility in a true community setting.

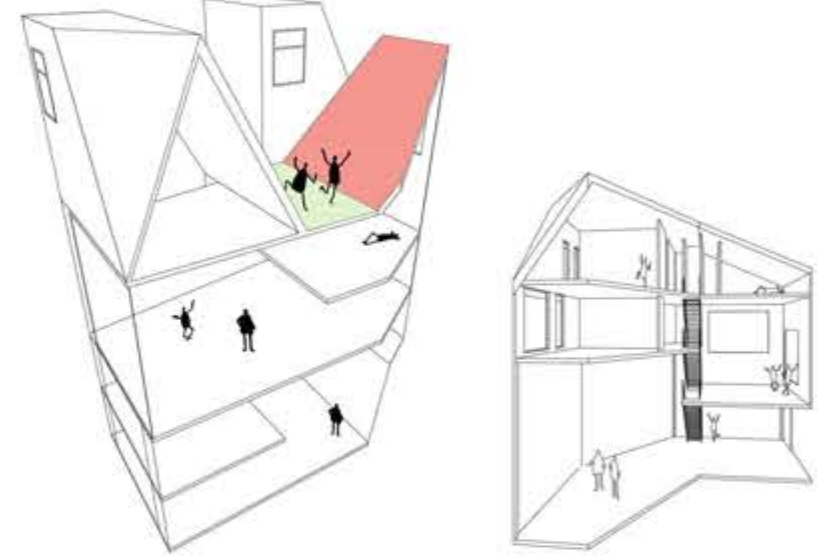


Parking developed in 3 phases



Protect with existing road conditions

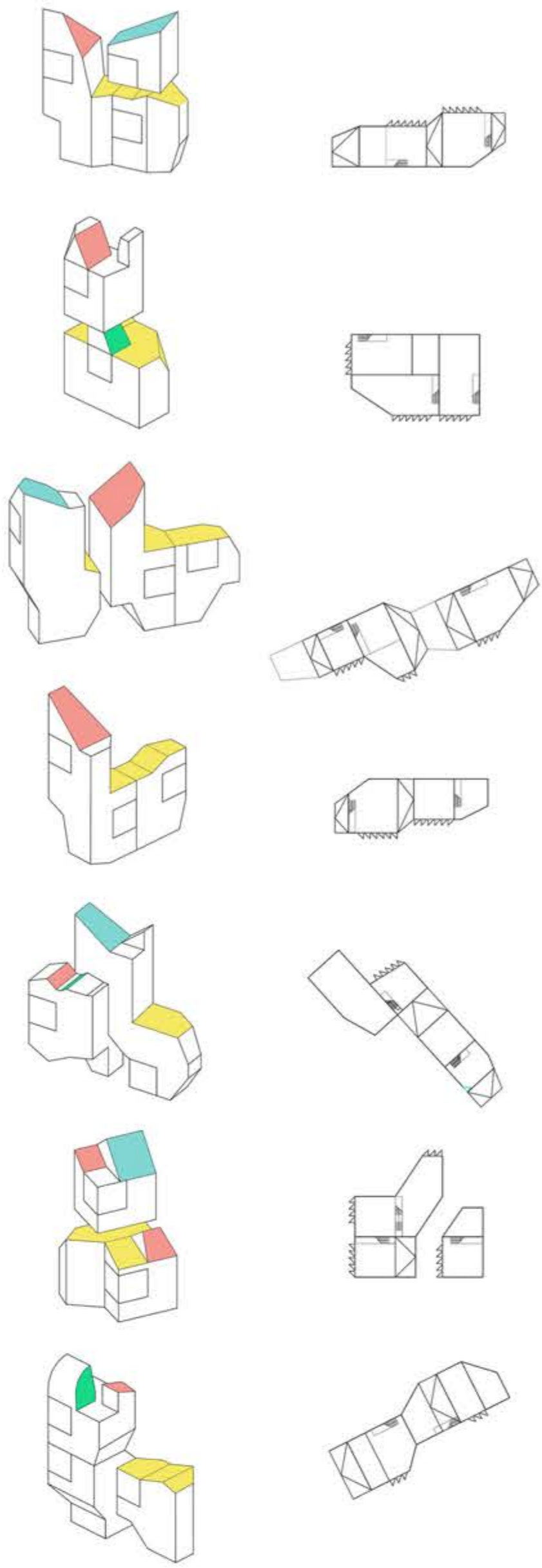
The project proposes three public areas: the street level, the market area and the water front. On the street level there are public spaces, shared public and private space, parking areas and bike parking. Breaking up the continuity of the city plan are open plazas on the ground floor as well as on elevated portions that offer an elevated view of the city center, as well as the open markets below. These middle level open spaces are inspired by the nostalgic concept of Spangens, but this time full of activity. People can bike or walk here, gather together, shop or share ideas over coffee, and interact on multiple levels of the city, bringing together the various aspects of the city, as well as the talents and ideas of individuals. The main access to the elevated market area are through interior stairs and elevators located inside of the commercial areas, therefore activating them. On the waterfront is an area of creativity where some structures form a framework that allows the user to generate their own architectural space according to their creative or cultural interests. Covers that are greenhouses cover areas of cafes and ecological restaurants, where food is cooked with flowers and honey.



Site Plan 1/650



Water Front View

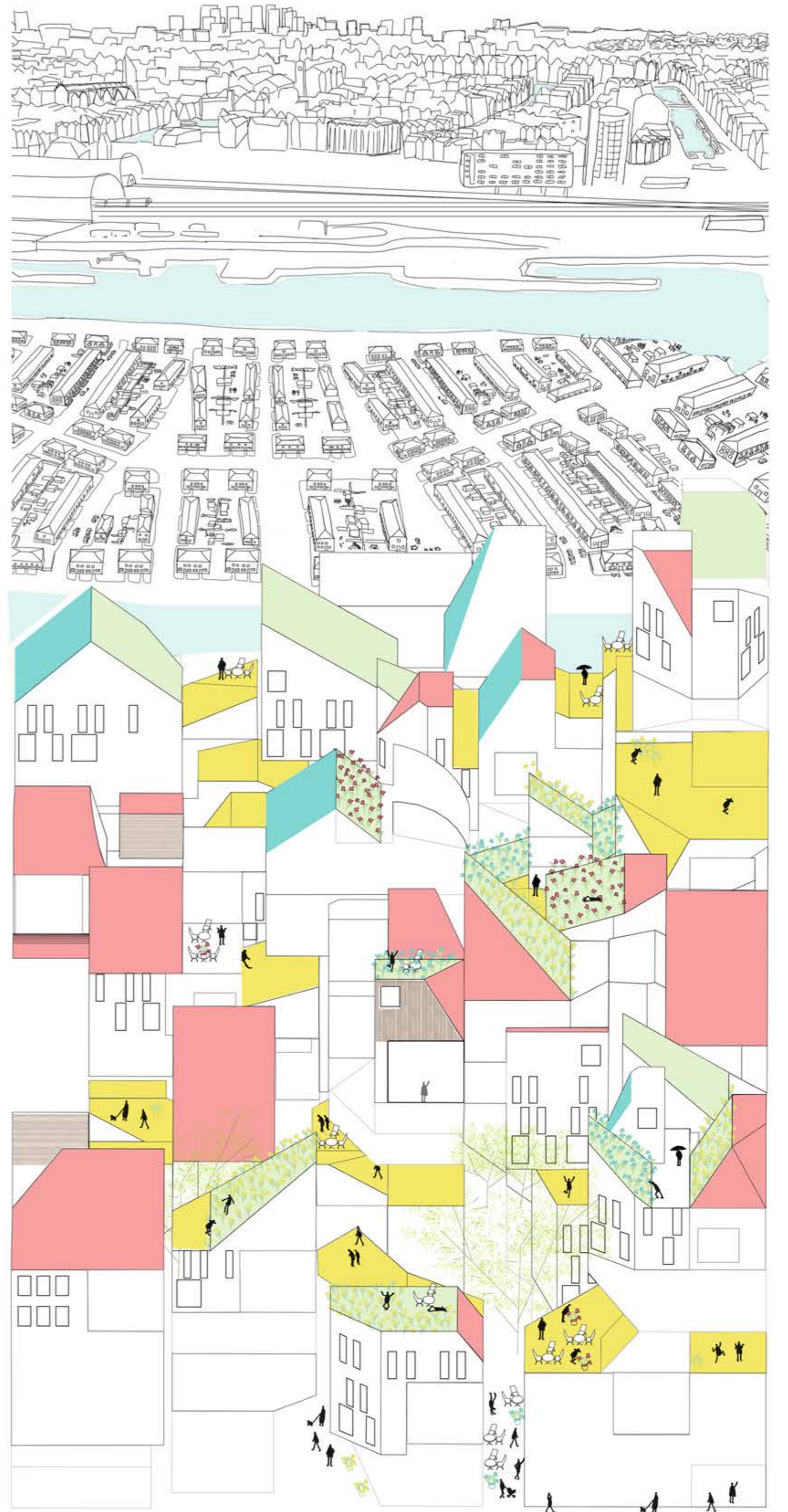


Urban Blocks

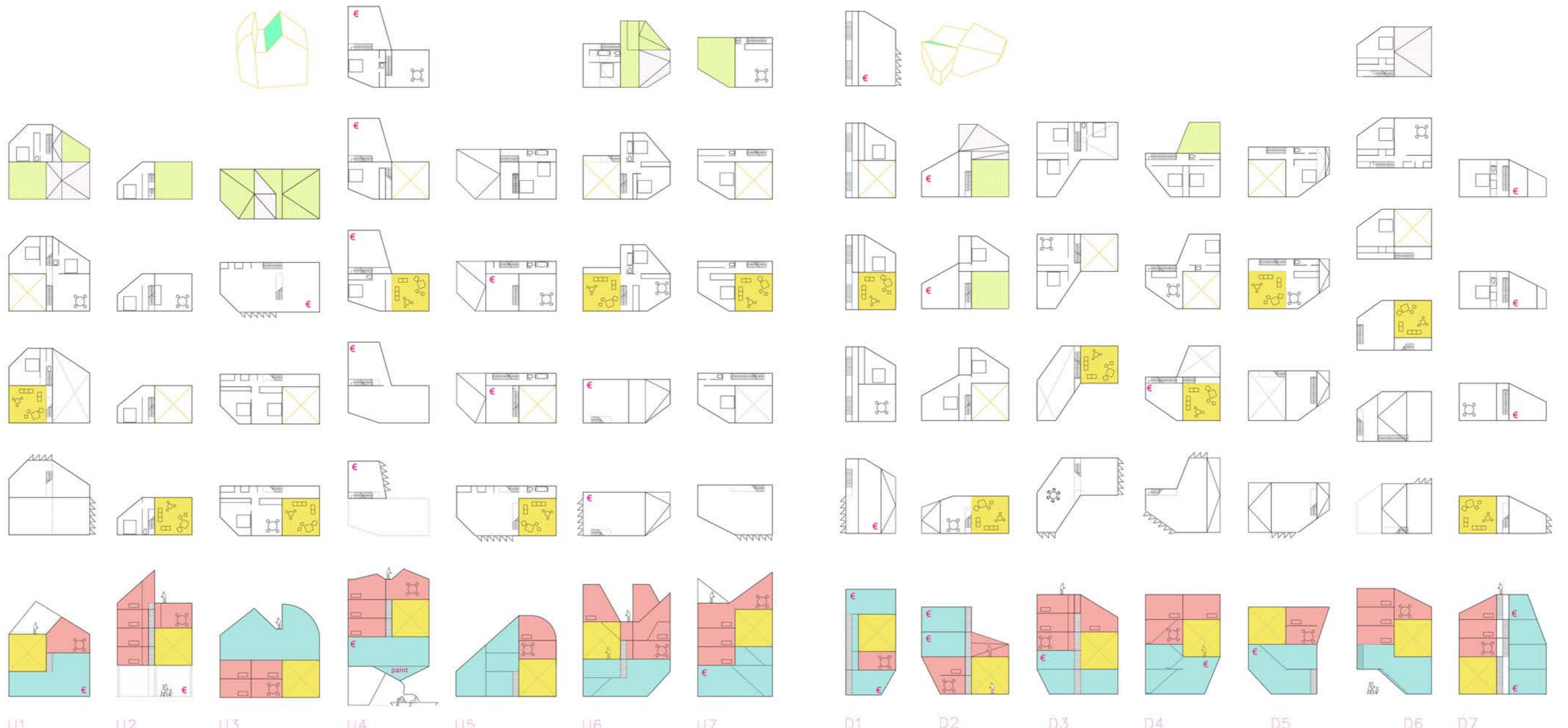
The roof of the building is the most important façade and where the initial stage of the proposed circular economy happens: on the sloped rooftops, flowers and bees are cultivated and become the raw materials necessary to produce the pigments for painting - art, bicycles, boats, fabrics, hairstyling, and natural organic pigments, remanding the tradition of the great Dutch painters. The roof and the market area offer a privileged view of the entire Amsterdam. Such organic rooftops also help to absorb carbon dioxide as well as cool the building upon which each roof sits. The sloping roofs cultivated with flowers evoke the beautiful tulip fields of the Netherlands, except now here in the city where people see their beauty every day; they offer the impression of flowered tree tops, bringing visual pleasure as well as health and productivity to the city's inhabitants. It is a landscape configured by plantations of flowers, bee farms, and solar panels. Most of the roofs are sloped to favor the agricultural production as well as optimal solar panel positions.



Site Plan 1/400



Roof View



U1 U2 U3 U4 U5 U6 U7 D1 D2 D3 D4 D5 D6 D7

Catalog of Units (7 Up and 7 Down) 1/400