

The definition of a Place, through the lens of the collective memory appears blurry, rather undefined and complex. More than a spatial location, more than a dot in a Cartesian grid, a place can absorb or enhance the sequence of interactions and events that makes a group of men worth to be called a community. It's everything but immutable and predictable, everything but fixed or steady.

Therefore a place is not an architecture, perhaps it is its history, or better, the process through which a project becomes Architecture.

What once was accomplished in centuries, today is planned to be completed in few months. Today, thanks to an unprecedented speed of construction, the former sites of production, around The Netherlands, are sanitized and gentrified all of sudden, drastically overturned to a new hype for the sake of cosmetics. Neighborhoods like Buiksloterham risks to fail in delivering a certain aura that could attract an emerging social geography, due to the adoption of a fast top-down approach, rather than eventually stratifying multiple surgical interventions within a longer time-span.

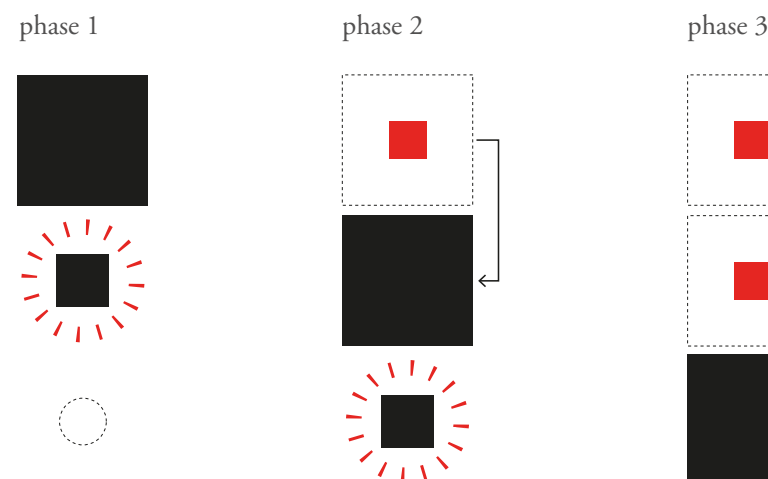
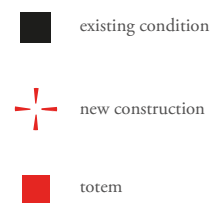
Following up this considerations, BTS suggests a different attitude towards urbanity, based on delaying the building phase, consciously subdivided in a longer timeframe.

In order to attract the creatives communities, like De Ceuvell (the conglomerate of refurbished boats at the bottom end of the site), that inevitably will abandon Paparweg, an equal amount of square meter will be built at the very beginning of the process, arranged into a linear spine. Through a curatorial collaboration with other institutions, a series of temporary events, activators, such as biergarten, workshop and lectures are called to colonize the site's groundfloor. Once a certain financial balance is achieved, the spine could be expanded with a set of add-on, becoming a more permanent presence. Then, this simple system could move in other sites adapting morphology and program to the new task, but conserving proximity as its driving quality.

Rather than providing a fixed configuration, this project proposes a system resilient enough to address the variegated set of conditions necessary to update Papaverdriehoek as one of the pivotal district of the renovated Buiksloterham.

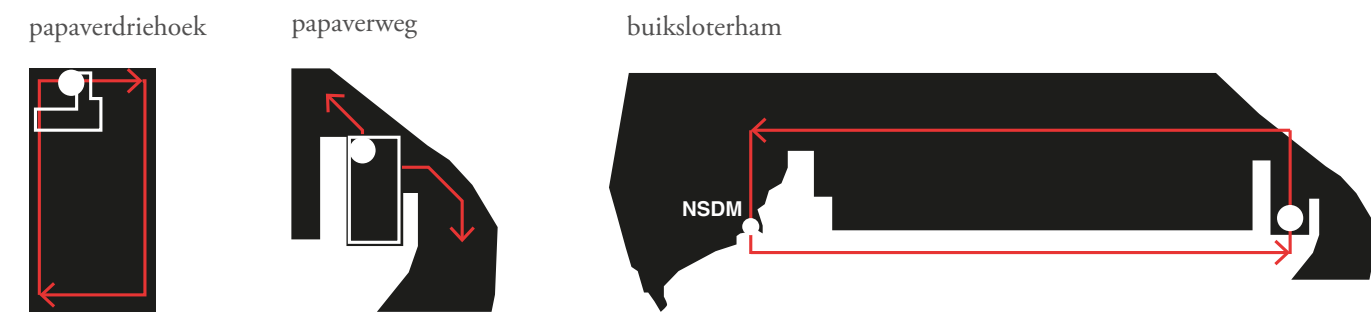
totem / continuity

Every phase of the masterplan is meant to start with an activator which attracts interest on the area. Once the development has started, the attraction can move towards another site, leaving a totem as a memory of its previous condition.

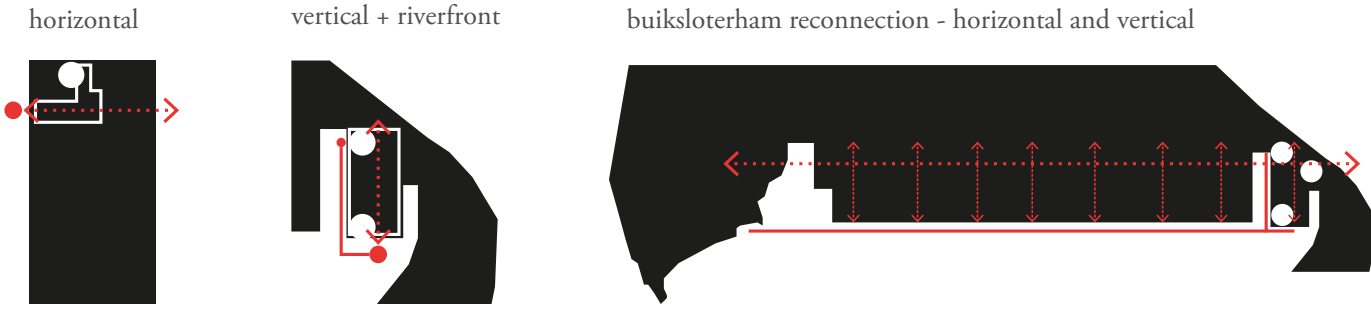


background strategy

scale



axis



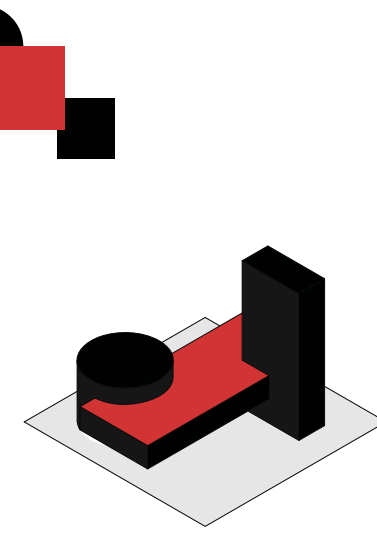
PERMANENT

infrastructure

The small businesses and creative industries in the area struggle to stand out in the broader context of Amsterdam. A simple gesture, the definition of an infrastructure able to hold the young creative businesses, creates the proximity necessary to develop a strong economy that intertwines manufacturing, intellectual work and public space.

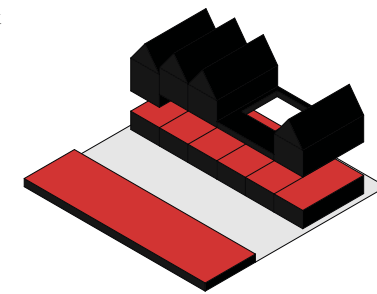
.1 new building

New building development in which the creative industries' spine provides the structure for the development of a circular economy. The additions, workspaces and housing units, mix the different program in the intersections areas.



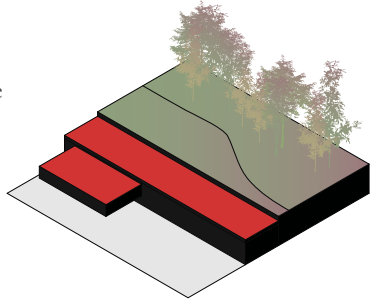
.2 re-use

What if an entire story in an housing block becomes occupied by a totally different program? In this scenario the intersection takes advantage of the programs and activities already present in the site, acting as their backbone.



.3 landscape activation

A cluster of creative startups and small businesses supports the re-enactment of the landscape values of Buiksloterham. Knowledge-sharing, infrastructure development and availability of resources creates a win-win for both users and activities.



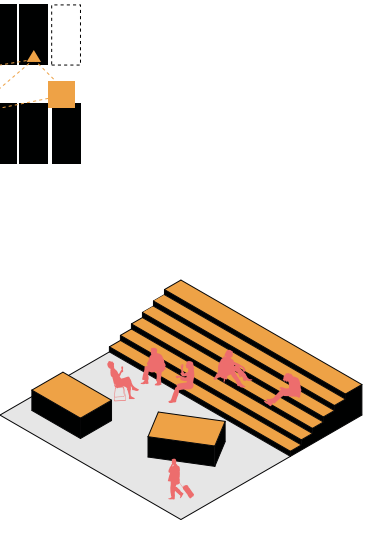
TEMPORARY

activators

A cultural masterplan, based on temporary structure and informal spaces allows the sedimentation of the memory of the place in the community. Those activators act as a buffer in the transitions between one transformation and the other, giving substance to the upcoming area even before its construction.

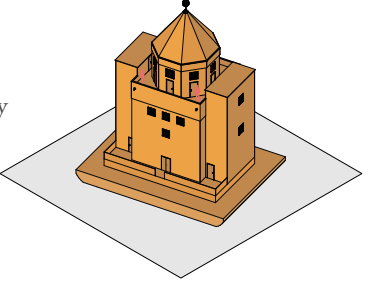
.1 temporary piazza

Small pop-up pavilions, characterized by temporariness and de-mountability, activate strategic points of the neighborhood during its development. This allows to create foundations for the future collective memory of the site, without being fixed on a specific stable element.



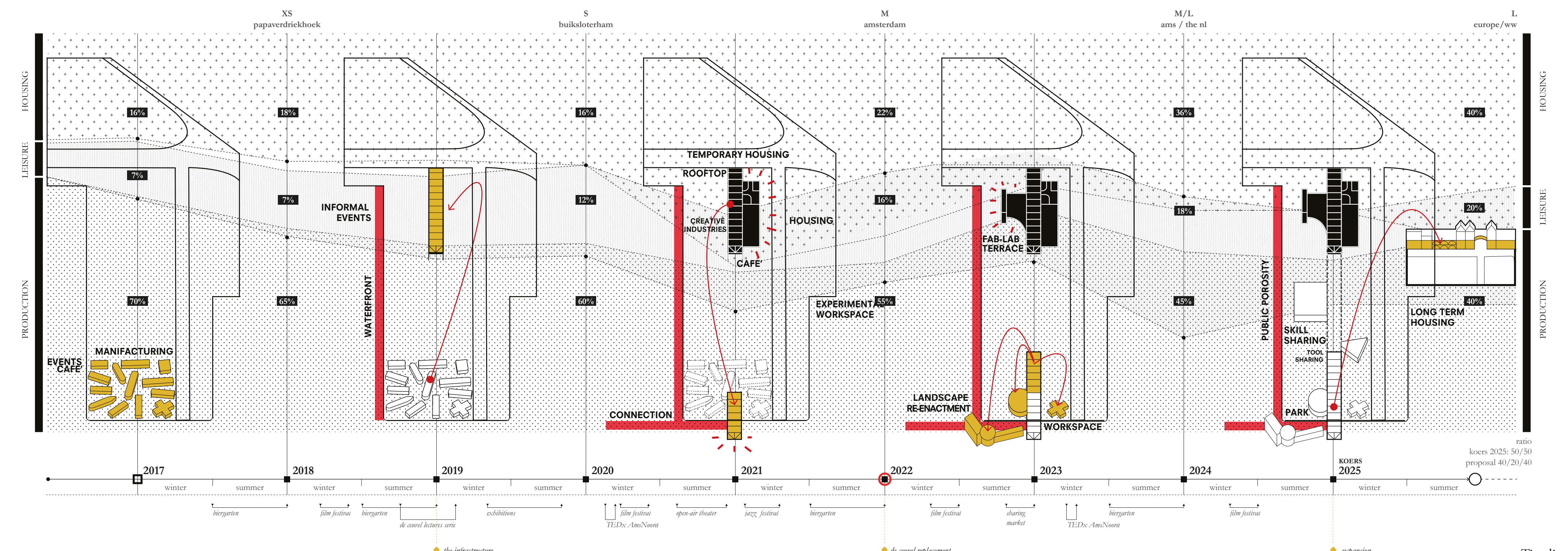
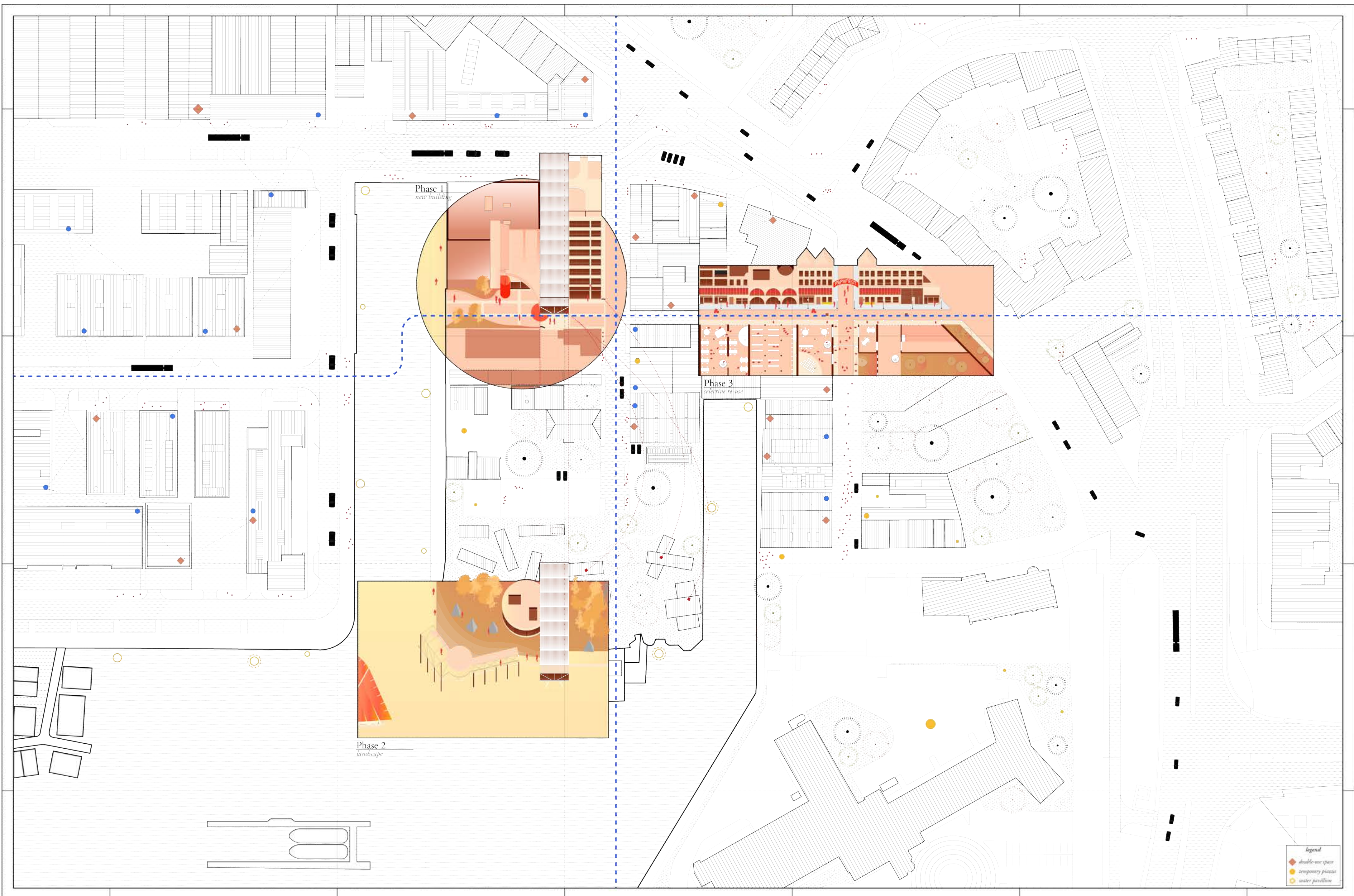
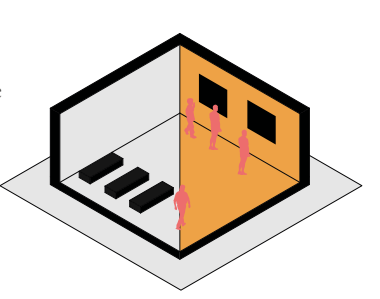
.2 water stage

The development of a waterfront infrastructure needs the collaborations of the different points connected by it. Movable water stages embrace this spirit by hosting a diverse set of activities while moving from one point to the other, during the construction of the infrastructure.



.3 double-use space

A city breathes by the time of use of its activities. Nowadays it's possible to imagine small businesses, renting their space or hosting other events that may provide an income in their activity while increasing the sense of community in the area. Exhibitions, lectures, open door work spaces area are only few of the many possibilities.



A very far aerial view of the north part of Amsterdam reveals the inherent dualistic distribution that was ruling the city few decades ago; sitting in front of the canal the artificial soil is populated by big boxes, today silent and empty photographs of the past productive chain. On the other hand, the sinuous composition of pitched row houses strongly contrast the apparent randomness of the industrial waterfront.

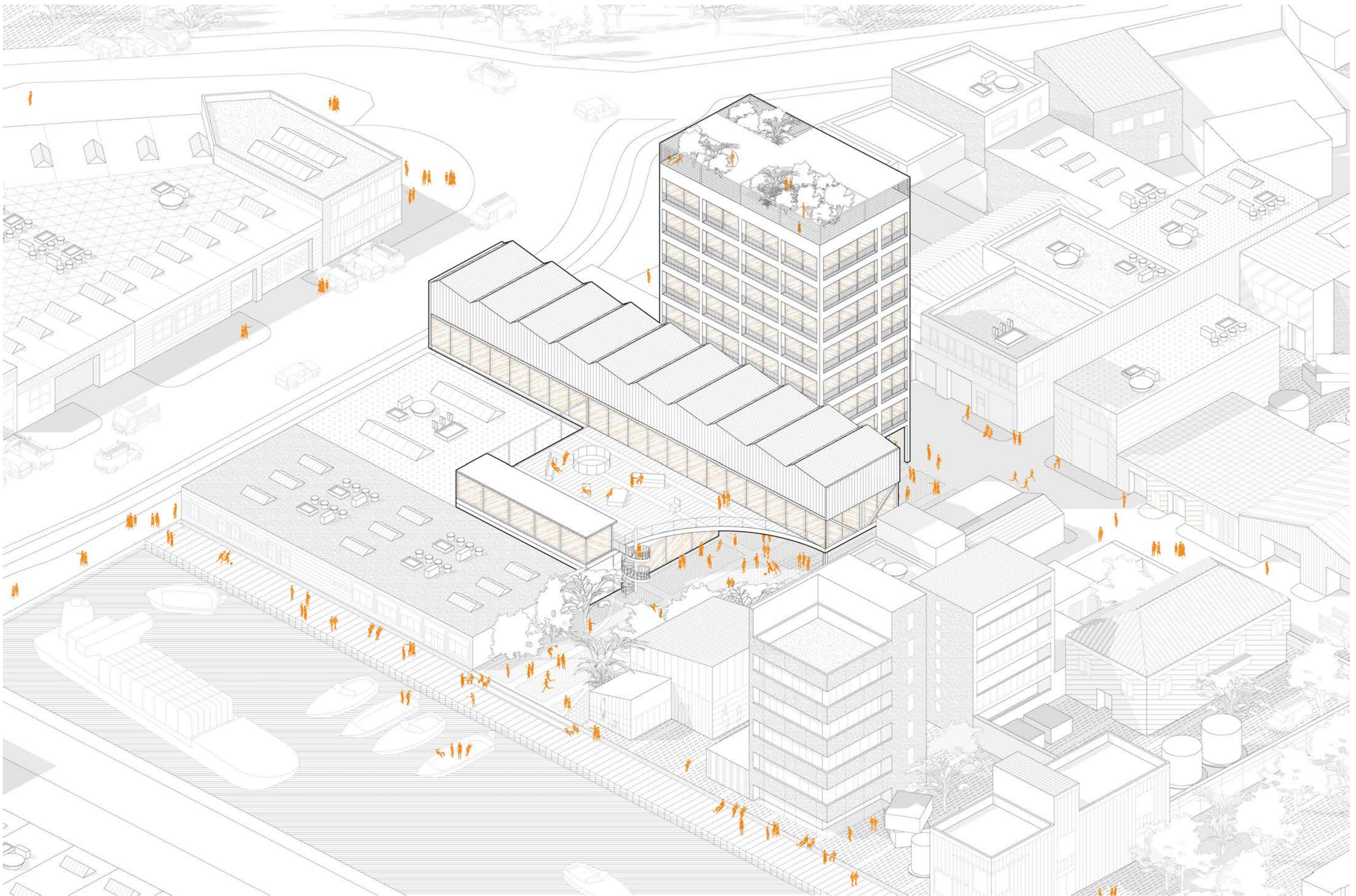
Extremely segregated, yet, productive and residential respect the 50% ratio promoted by the planning strategy KOERS 2025. The drift from an object-wise production to a service-wise economy had forced industries to progressively abandon cities, to move in suburbs and to occupy residual soil between infrastructure and agriculture. **Together with jobs a completely different set of priorities and habits is affecting the metropolitan lifestyle;** because of the introduction of portable technology and the consequent vaporization of a daily schedule, there isn't any clear subdivision between house life and working environment. Thus a more subtle version of alienation and exploitation is taking over today. To counteract this phenomena BTS avoids extreme flexibility, and adopts instead **proximity and variety** as the main quality, providing perfectly tailored spaces to welcome two main groups of people, protagonists of this new continuous industrial revolution; to simplify we'll name them the **maker** and the **copywriter**.

The Makers designs, builds, tweaks, corrects his own project of technology. The Copywriter connects with people, builds narratives, sells to client, creates feelings and emotions. **This two figures, co-operating, generates not only a new type of industries, but mostly a new social geography, which is based on their common acceptance of circular economies strategies.** The three blocks composition represents a perfect diagram of his ambitions. The working space in the spine is thought to host silent and quiet activities, while the square block on the groundfloor welcome specialized noisy, more practical activities, finally the tower, provides private rooms and other amenities. **The shared levels, extremely free and open, can be rent for short amount of time.** This promiscuity has several benefits: the creation of an environment based on the sharing of goods and ideas, an everchanging interaction between different realities, and more important a microscale productive infrastructure able to cover the variety of tools, a modern craftsman might need.

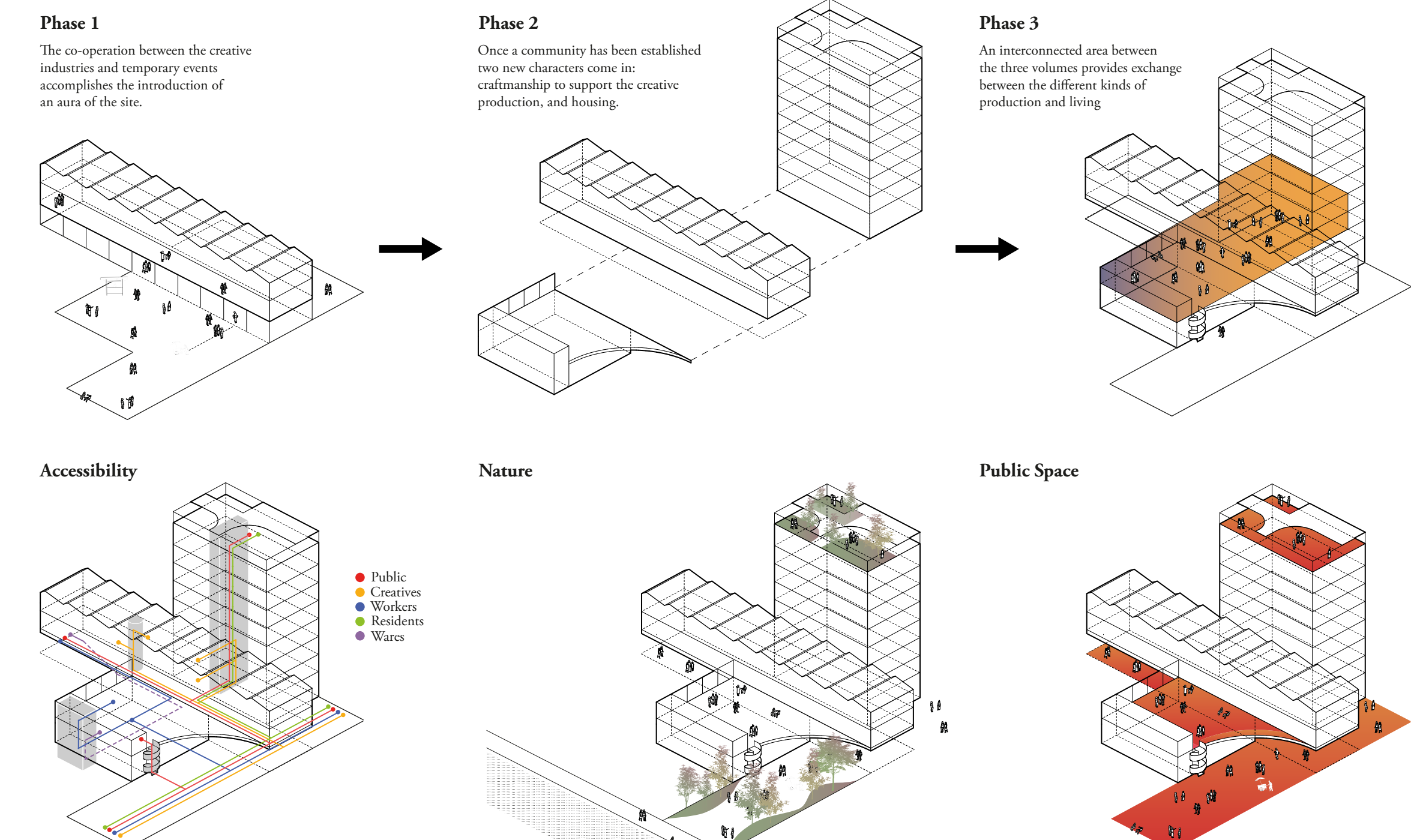
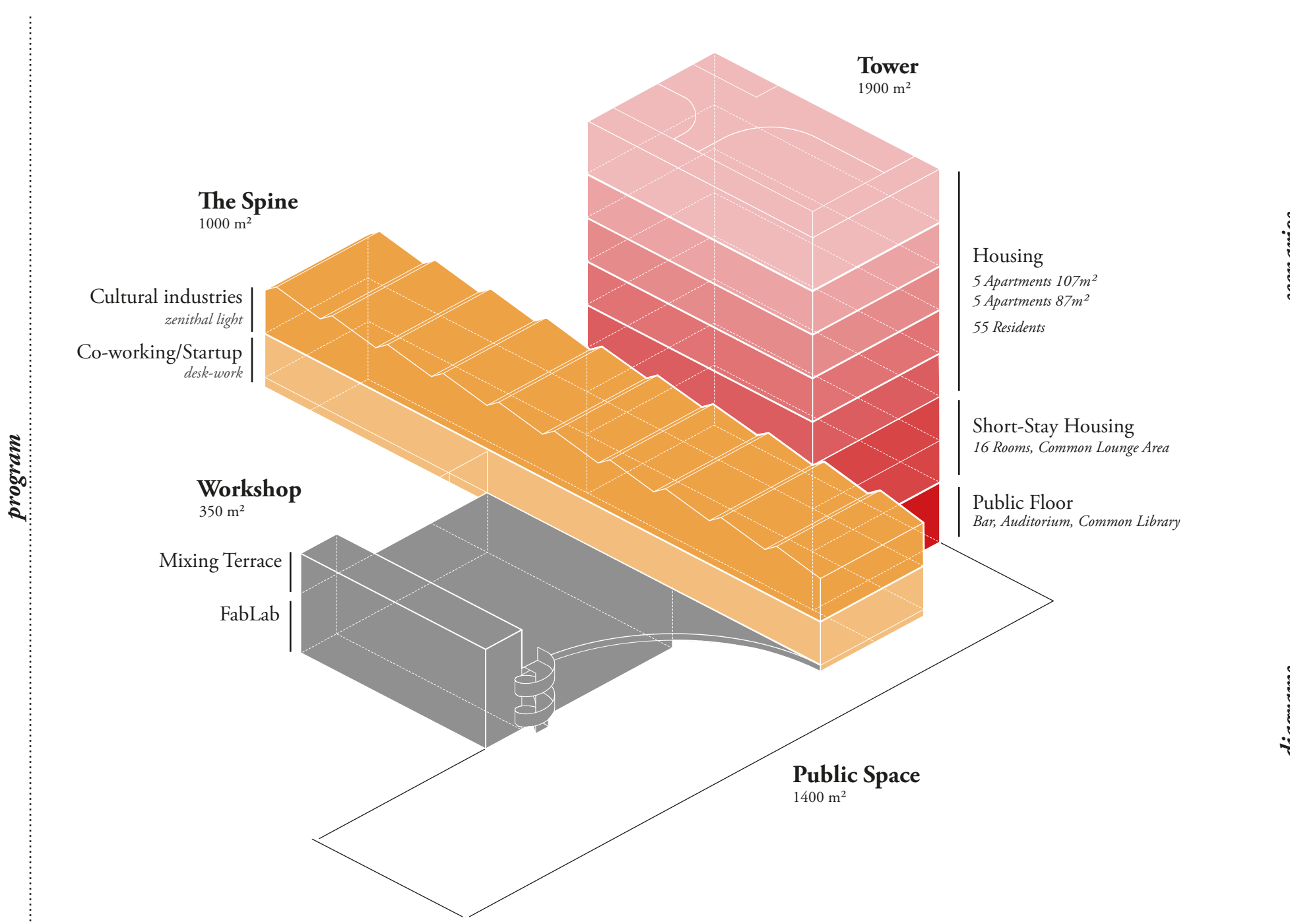
A Modern Phalasterion, an autonomous cell, BTS, is a machine for self production, for thinking and for enjoying. Using Hannah Arendt definition; BTS is Labour, Work, Action.

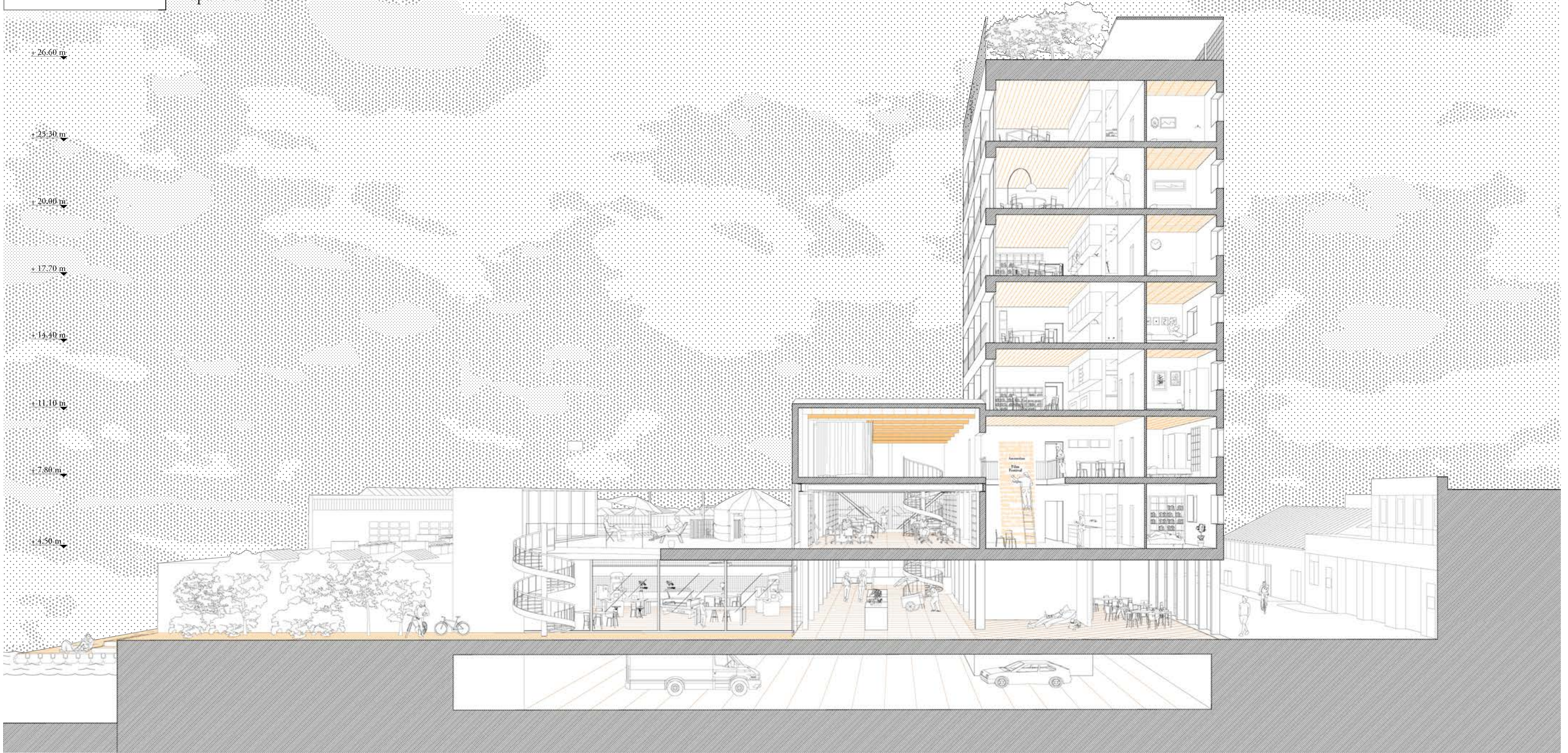


Perspective view from the canal

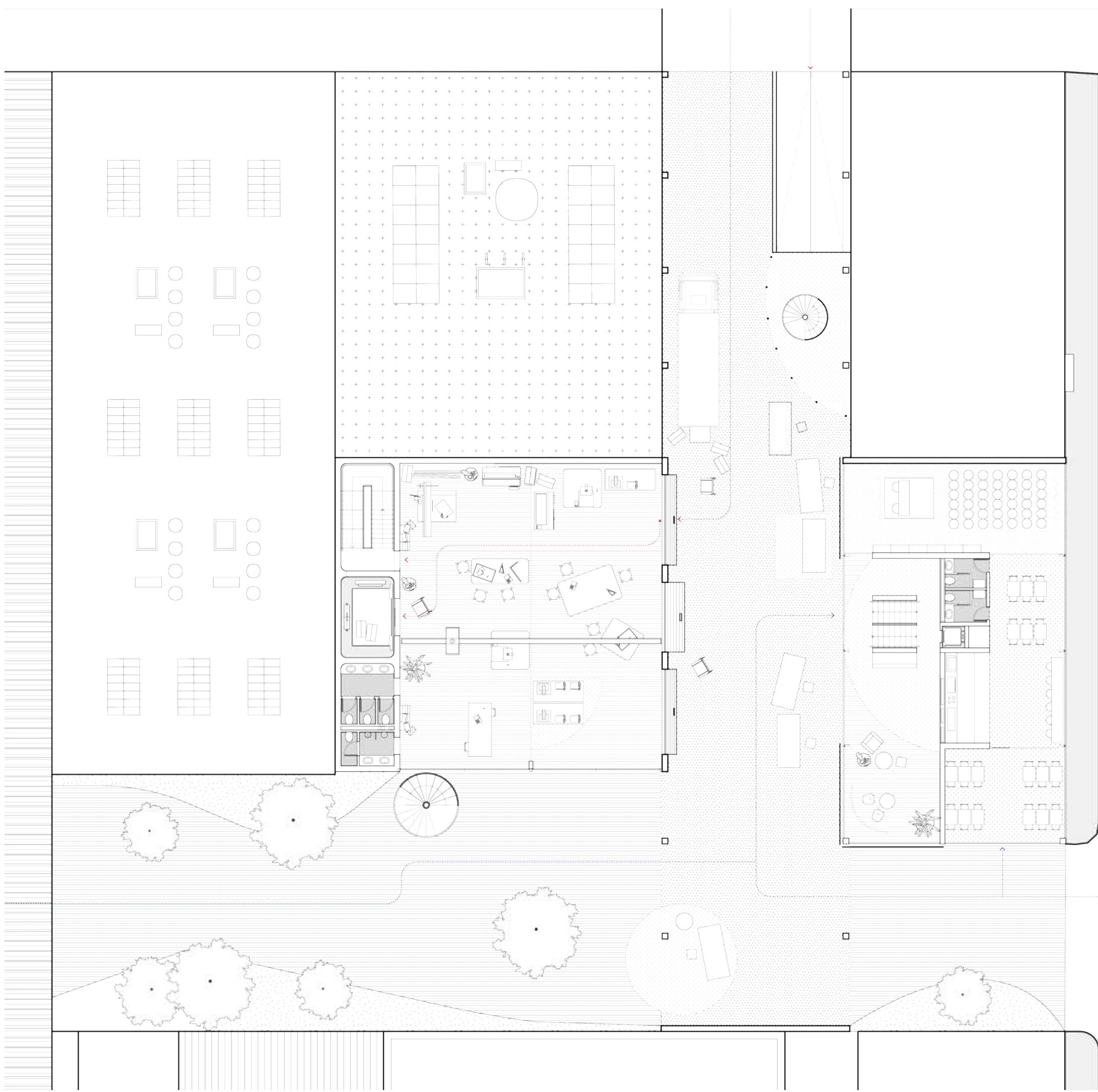


Axonometric view

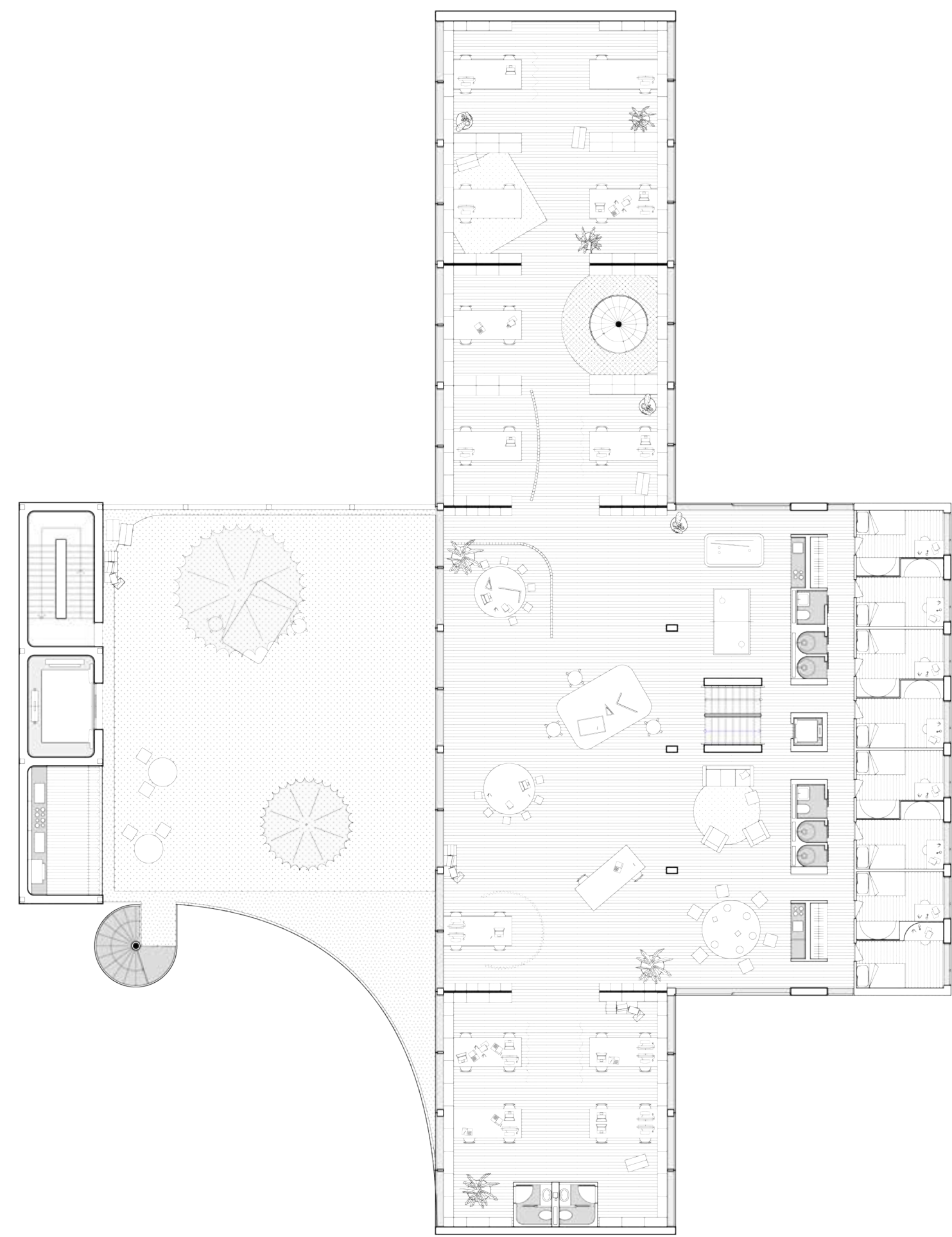




Perspective section 1:150



Ground floor plan - scale 1:200



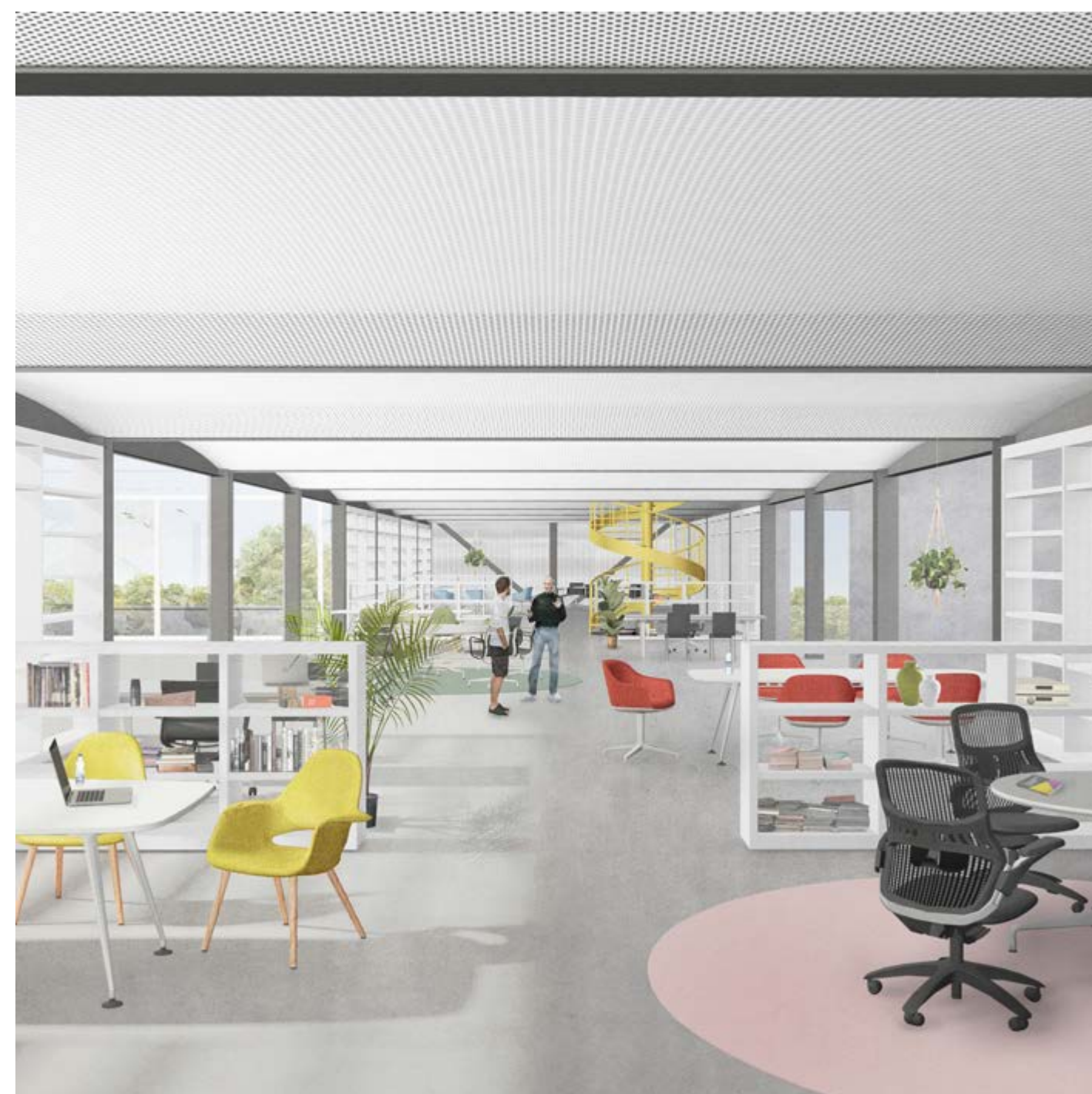
Apartment plan - Scale 1:200



Apartment plan - Scale 1:200



Workshop interior view



Co-working/Startup interior view



Apartment interior view