



Perspective view from de Ceuvel community



Perspective view from canal



Perspective from central courtyard

Project Site :

50:50 is a proposal that addresses the Live:Work goals of the Productive City in the most direct way. A vertical stacking of live and work functions where both programs benefit from the symbiotic relationship of the other. The starting point of the scheme seeks to identify the most ideal properties of each program in an isolated scenario. We concluded that the light and creative industries, as our past and present cityscape will tell us, requires large expansive floor plates that are flexible and adaptable to changing needs. We concluded that the most desirable qualities within which to live was akin to that of a suburban house, surrounded by nature and the free movement of air; a volume of

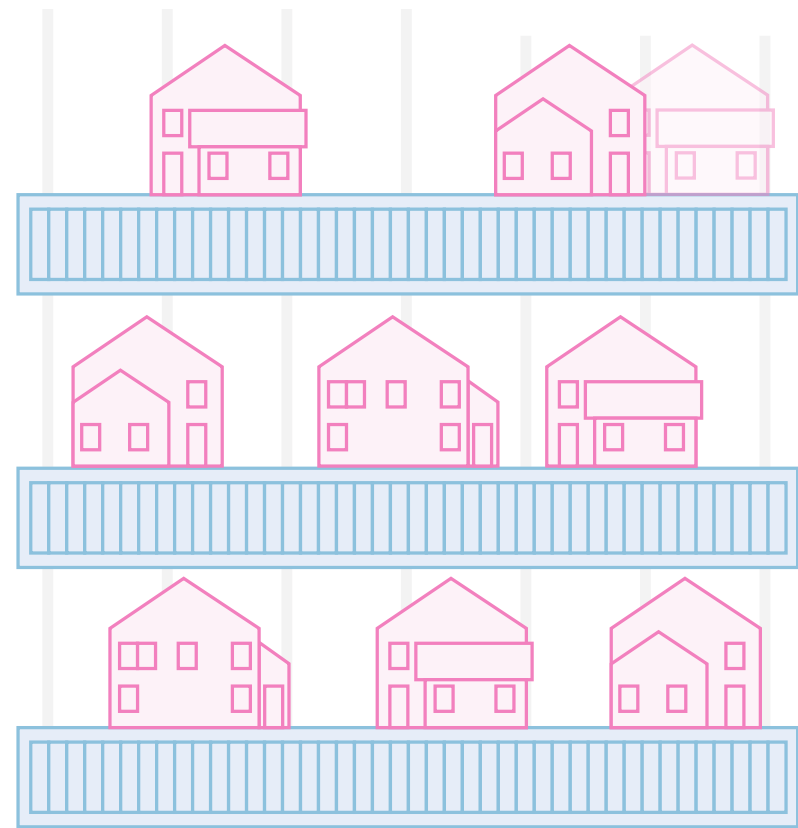
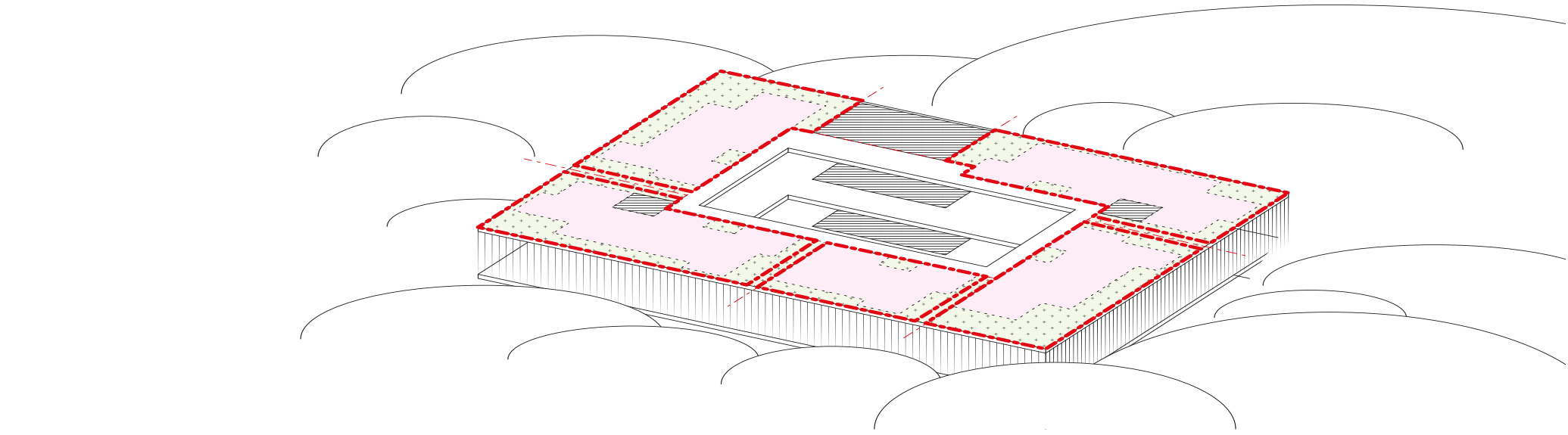
a domestic scale. In recognizing both these properties we paired the seemingly opposing characteristics into a unique symbiosis. The expansive roof scape of the large workspaces providing infinite virgin sites upon which small villages are created in the sky. We have applied this concept to the given site in the most energetic way. Creating a courtyard typology which focuses the activity of the workspace towards the internal courtyard (including an operational 4 axis crane/hoist) and the activity of the units towards elevated views of the park, canal, and city. The concept of a village in the sky is one which is very evident in the plans; with 5-6 detached units per floor one enters at the front porch and moves through a series of rooms that all face a front garden;

a terrace in the sky that each have views over the surrounding cityscape. The workspace is one which is highly adaptable. A large 10-meter clear span volume which is completed in the round can cater for one or many productive organizations by creating an open floor plan or subdividing the space. There is opportunity for shared group workspaces, maker spaces, all served by an expressive crane/hoist which can take even the largest of objects to the upper floors, replicating the convenience of ground floor access to the upper work levels. The floorplan annotated in the drawings is indicative of the work to take place; a multidisciplinary co-working maker space catering for wood, metal, and textile prototyping and production. The project is ultimately 'Made in

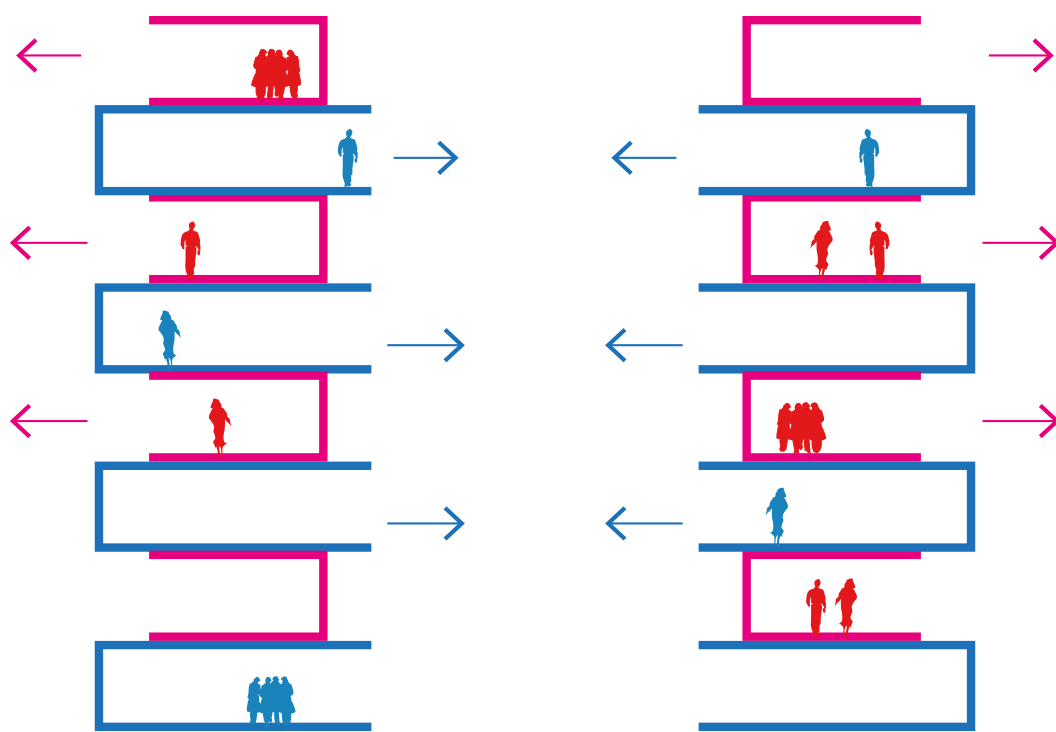
Buiksloterham' - a living lab and a realization of the concepts of the Productive city and the Circular Economy combined. The public are served primarily by a large exhibition space and eatery on ground floor where productive output of the spaces above can be shared with the local and wider community. This is complimented by a design shop and harbor pool which filters the water of the bordering canal for swimming use, highlighting the circular nature of the processes at play. These functions are all connected and accessed by the real jewel of the scheme; a generous 8 story courtyard to the sky above where the user is connected at once to all live and work functions above and a wide array of exhibition and work programming needs on the ground. The adaptability of this concept

also means it can be realized on an infinite number of sites, taking a point tower form, a bar form, an 'L' or 'U' formation, or the closed courtyard as realized here. Water and energy will be sourced on site, filtering grey water and harvesting rain and sun. The workshops will harvest electricity from their photovoltaic fritz glass façade to feed the living units. Papaverdriehoek, epicenter of Buiksloterham manifesto, will attract a responsible and inclusive community engaging in sustainable living, reuse and resource minded creation. It's population will range and benefit from the mix of freelancer/ freemaker to green guerilla activists and active citizens.

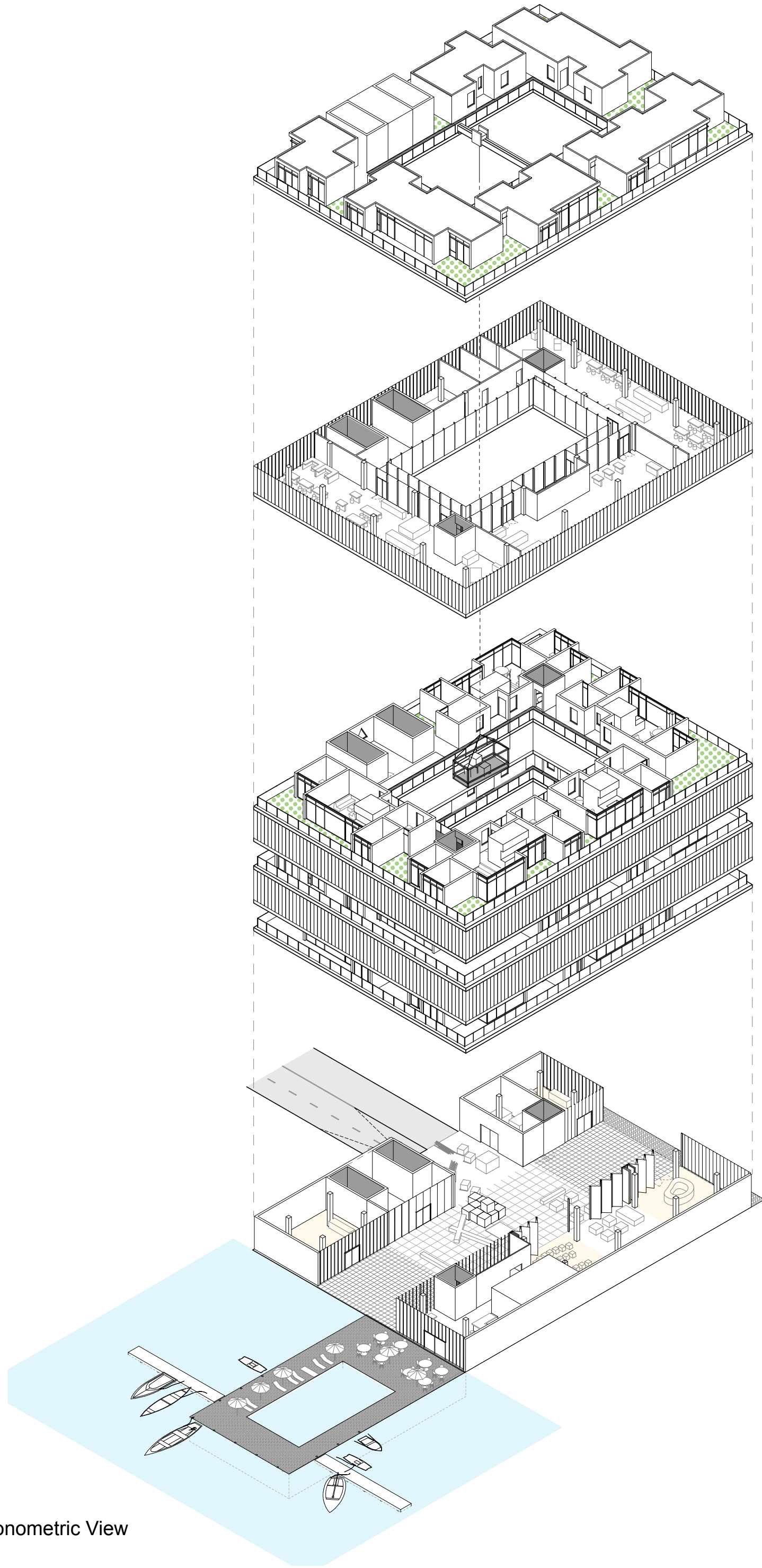
Virgin plots in the Sky



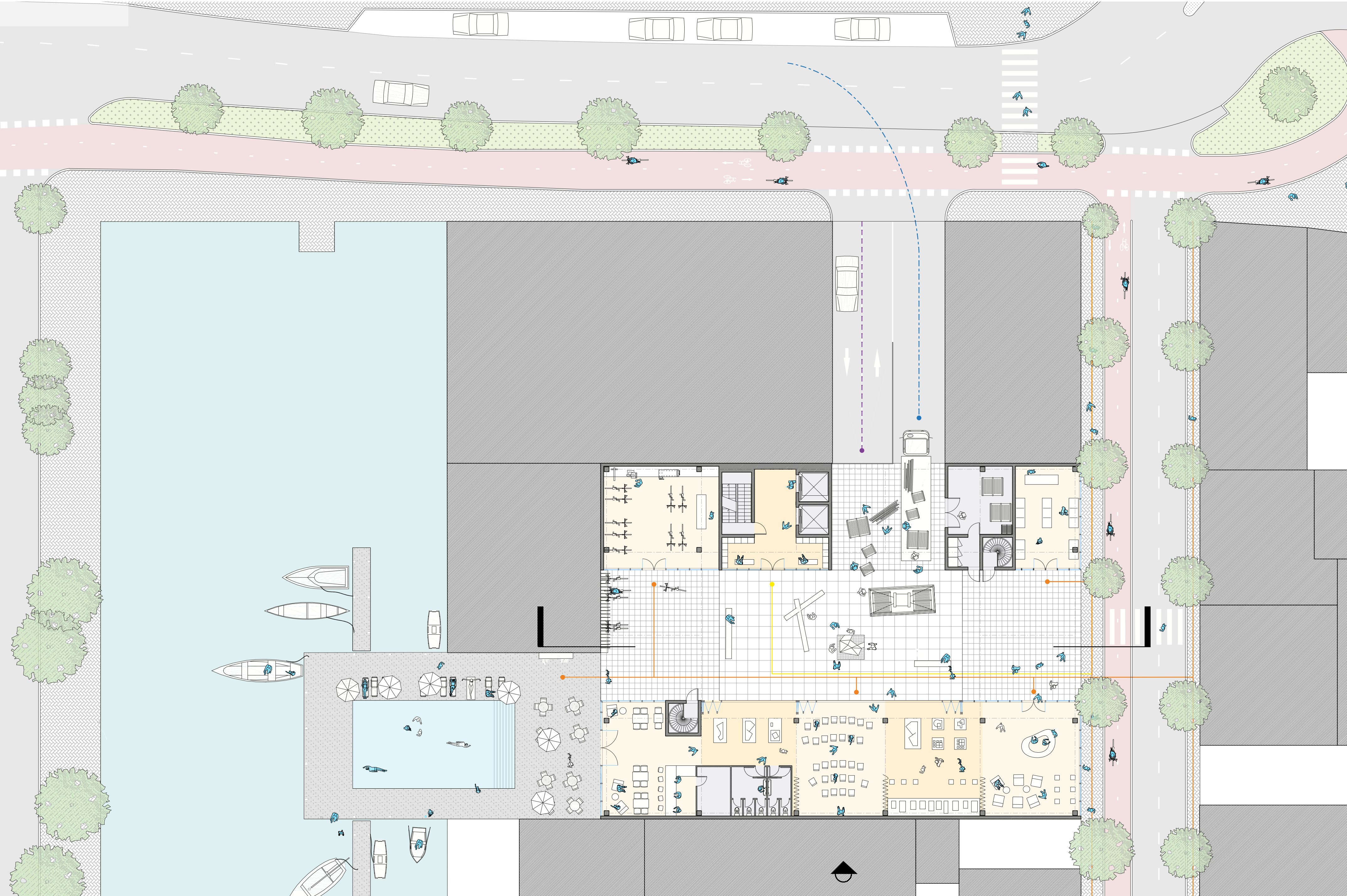
Infinite Live / Work Stack



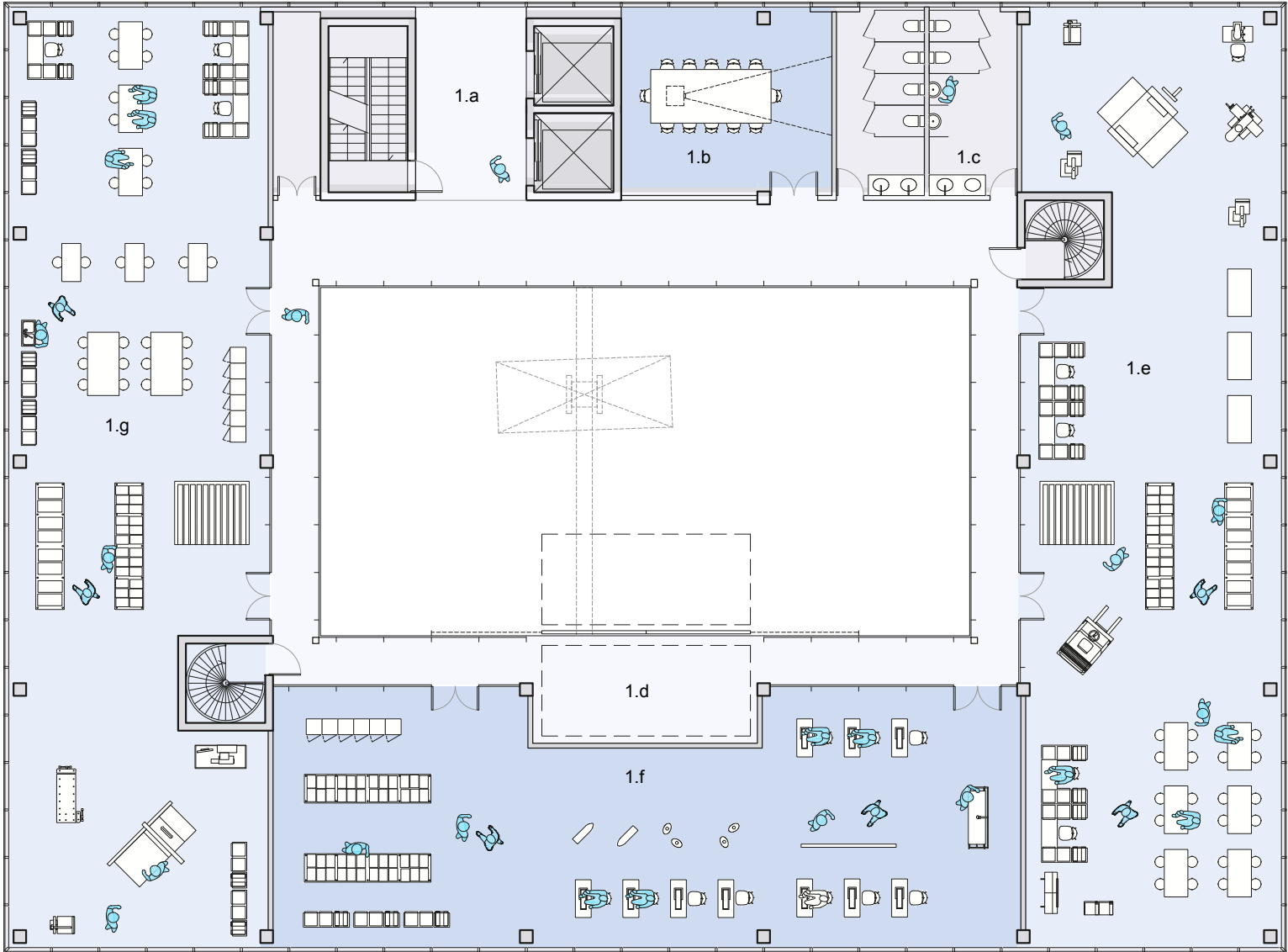
Inward Workspace / Outward living



Axonometric View

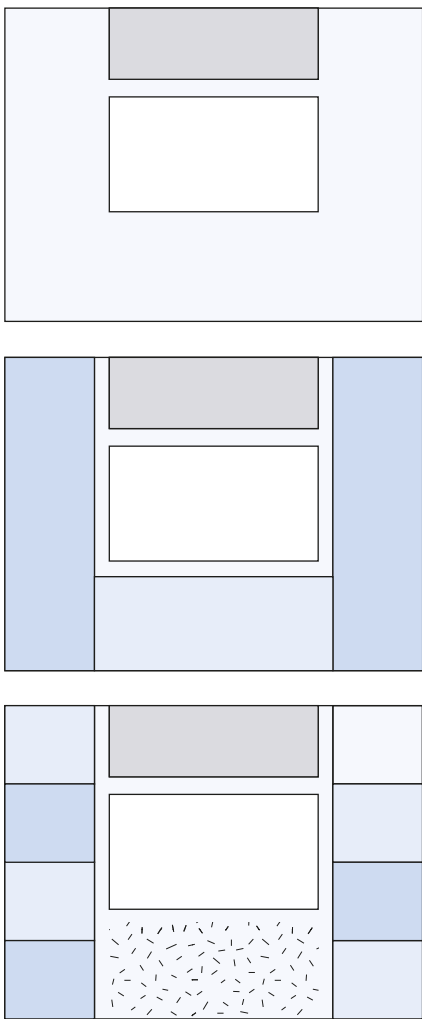


Ground Floor Plan

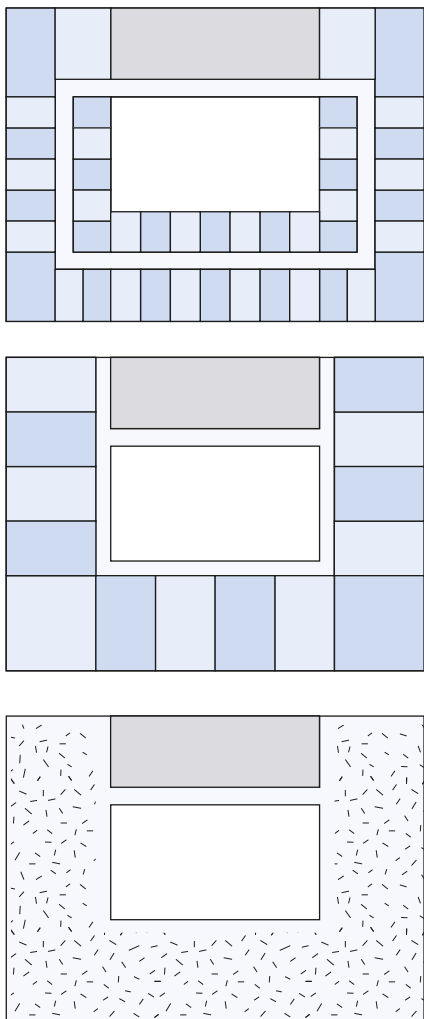


Work floor, 1/200scale

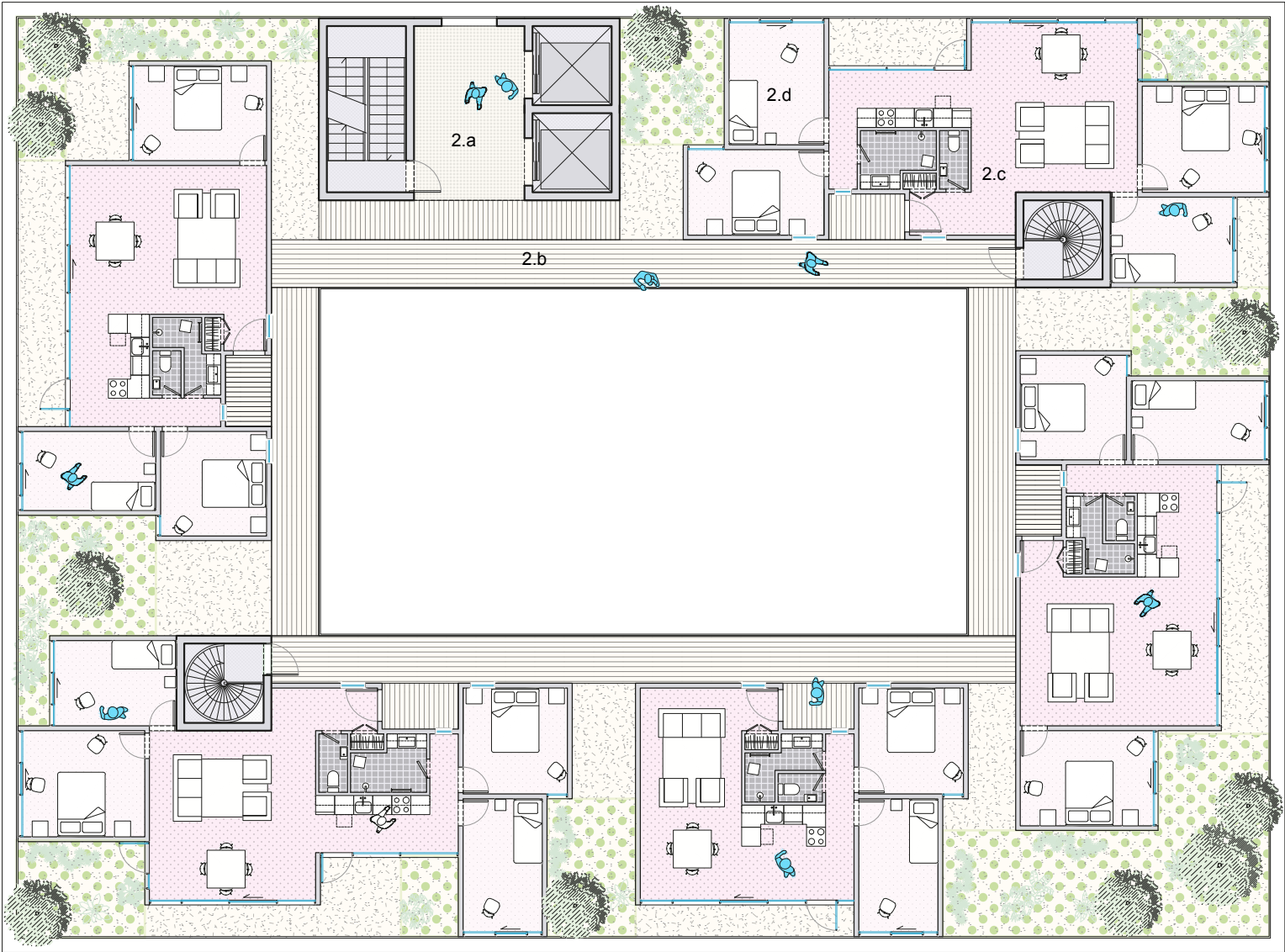
Work floor
Third, Fifth, Seventh floors
1.a Vestibule
1.b Mutualised meeting room
1.c WC
1.d Delivery deck
1.e Woodshop layout
1.f Fashion industry layout
1.g Metalshop layout



Workshop Configurations



Office Configurations

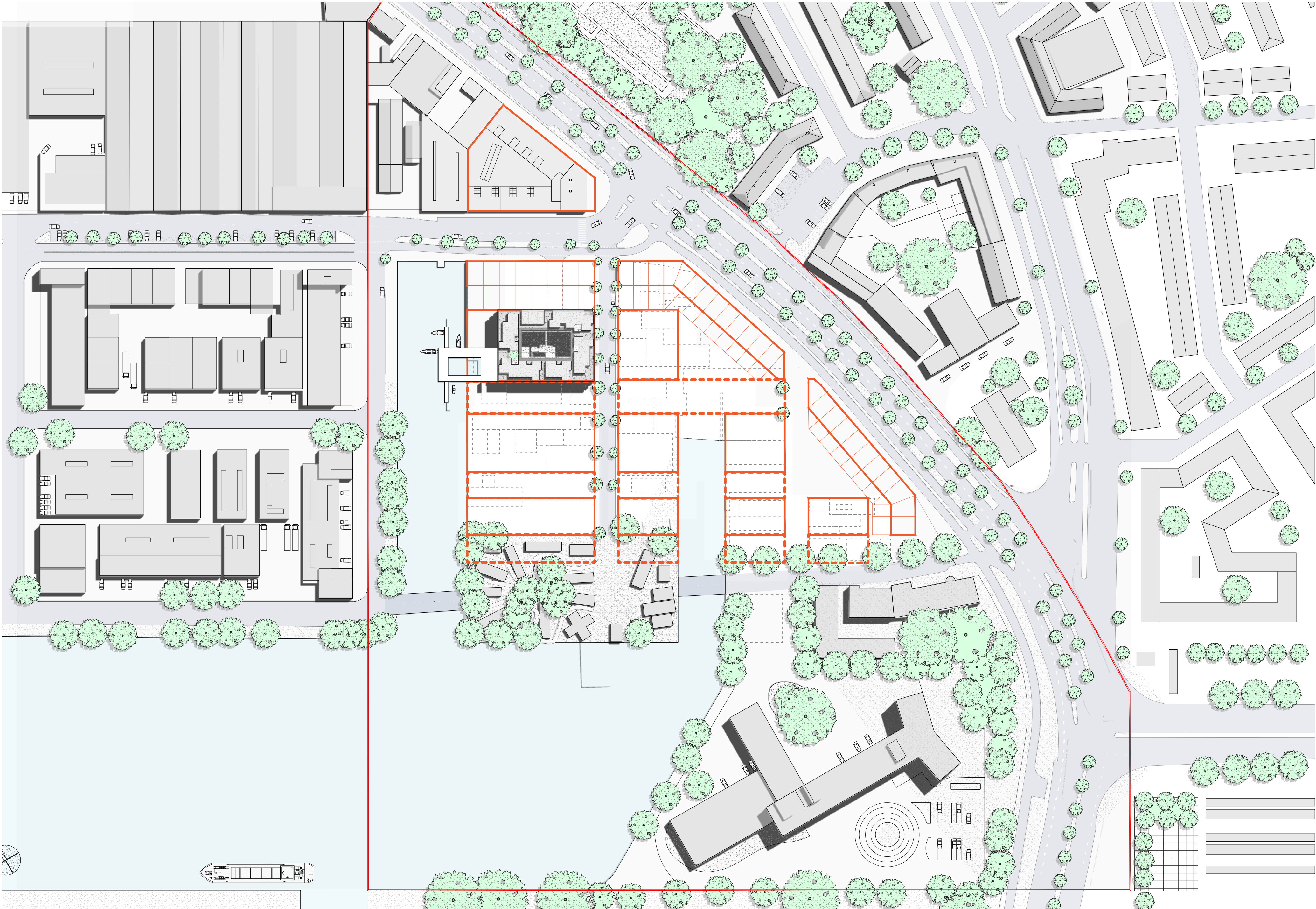


Living floor, 1/200scale

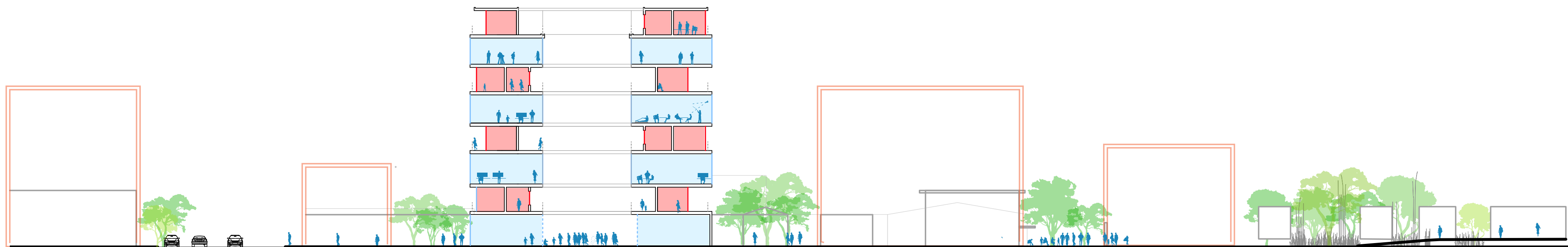
Living floor
Second, Fourth, Sixth and Eighth floors
2.a Vestibule
2.b Outdoor circulation
2.c Living room, primary living



South Elevation, 1/200scale



Site plan and strategic site



Strategic Site :

The industrial past of Buiksloterham has led to a development of plot sizes and forms to suit the needs of low rise and flexible industrial spaces. Without prior planning goals this has resulted in a fabric of gridlocked plots. The opportunity for façade openings in the current configuration is lost due to a condition of faceless plot demising walls. Our proposal instead seeks to unlock the capacity of the area as a true

living lab for a Productive and Circular Buiksloterham. The strategic site intervention realizes a grid of productive live/work buildings which is each served by an outdoor front yard, a vehicle for the public and productive entities to exchange, engage and share a window into their output. The area is designed to serve as a living lab for the future productive and circular economies of Amsterdam. A community where experimentation and innovation are embraced. The masterplan provides opportunity for

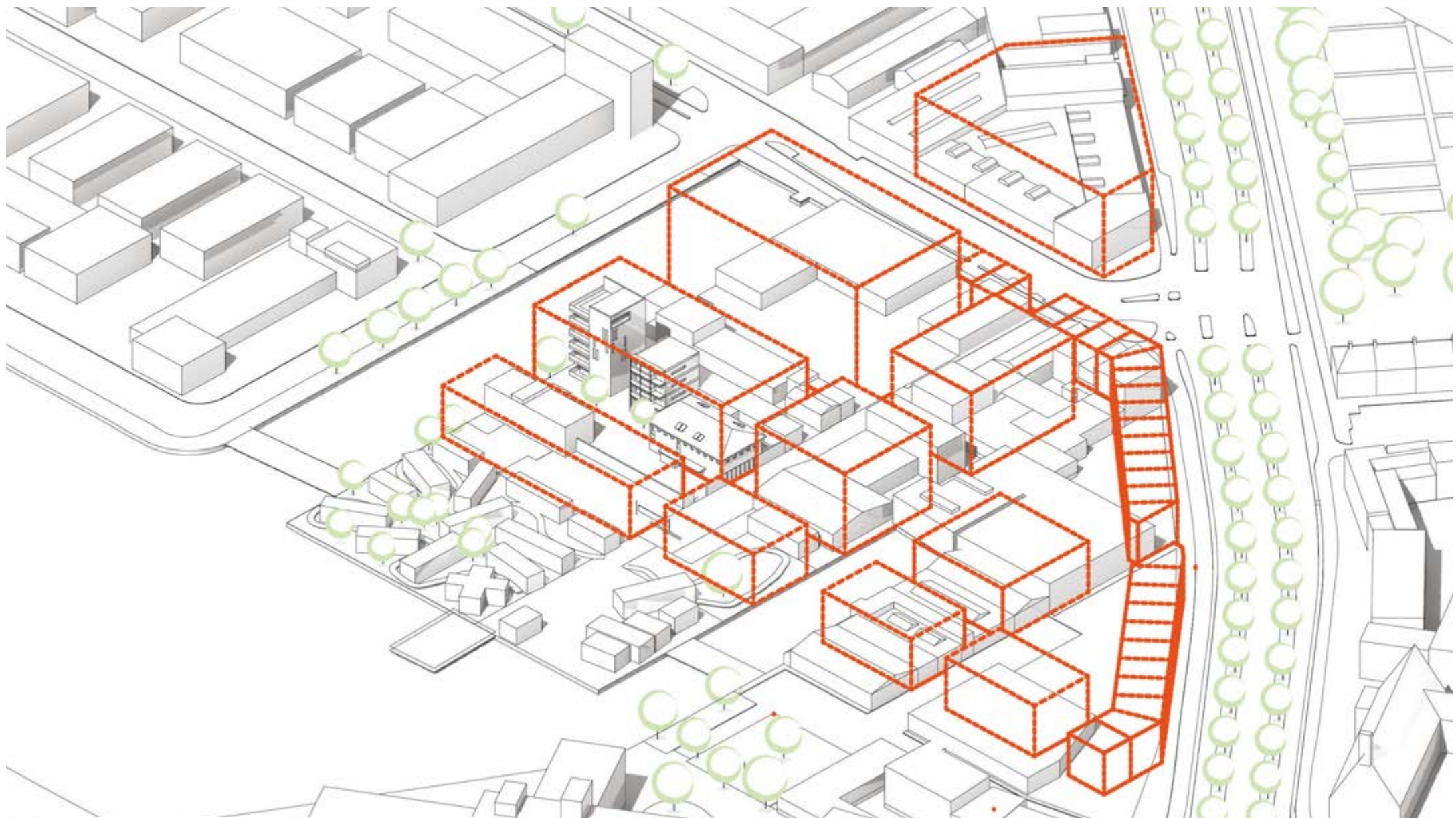
exploring ways to embed urban mining strategies into the streetscape, and bringing personal fabrication to mainstream with a 3D printing house; in effect, a hub for innovation and green industry with a zero-waste mandate. Within this area 50:50 operates as the pilot project and beacon for the development and indeed the whole of Buiksloterham. The urban strategy introduces an orthogonal grid of stepped volumes connected by primary access routes running north-south and secondary circulation

running east-west. This secondary circulation takes on a key and innovative role within the plan – A system of Yards. The Yard is a hybrid space inhabited by nature, workspace and circulation; supporting the function of each building and allowing the public to engage and interact with their operations. The scale of the individual volumes negotiates between the beacon and the park resulting in a stepping down of

building scale towards the park in both plan and section. The development is then bordered by a continuous row of Dutch townhouses at the street scale as it interfaces with the surrounding neighborhood.



Section, 1/200scale



Masterplan aerial