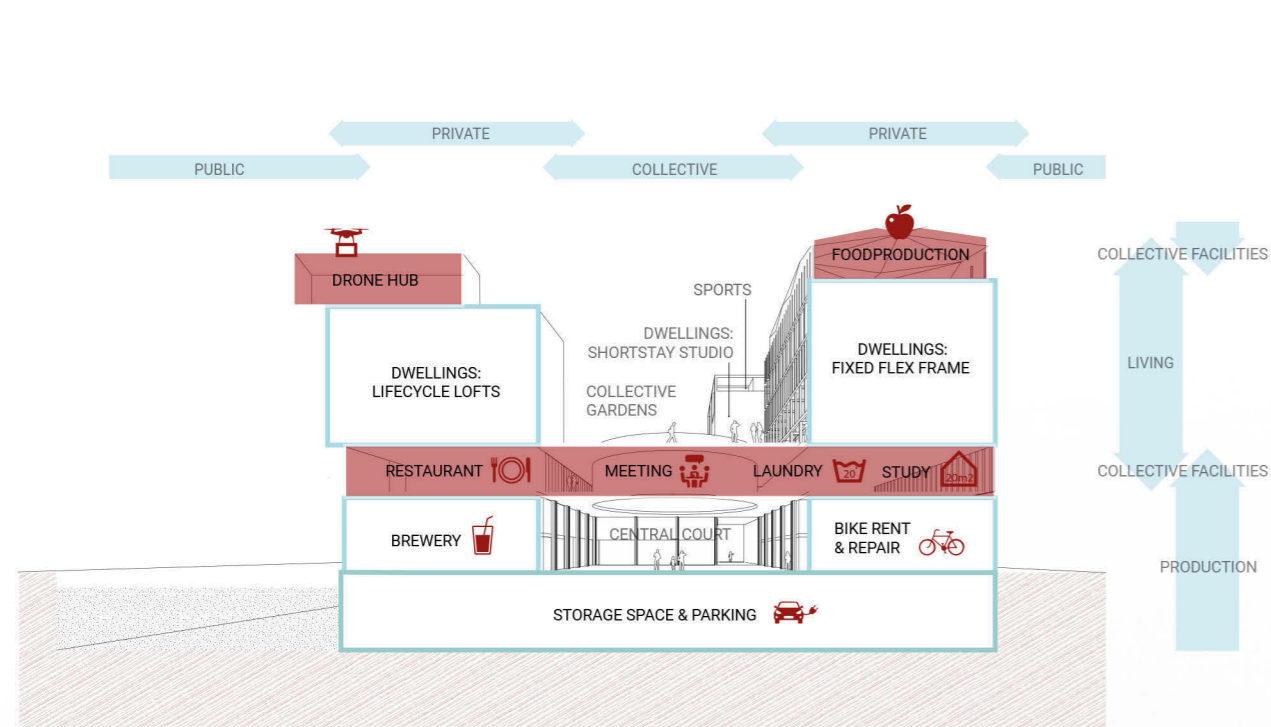


DW201

# POP-EYE

## PRODUCTIVE CLUSTER



LIVING & PRODUCTION  
local, collective & private



FACILITIES AS SERVICES  
for residents & neighbors

**Amsterdam Noord is no longer the future, neither it's the past. Noord is now!**

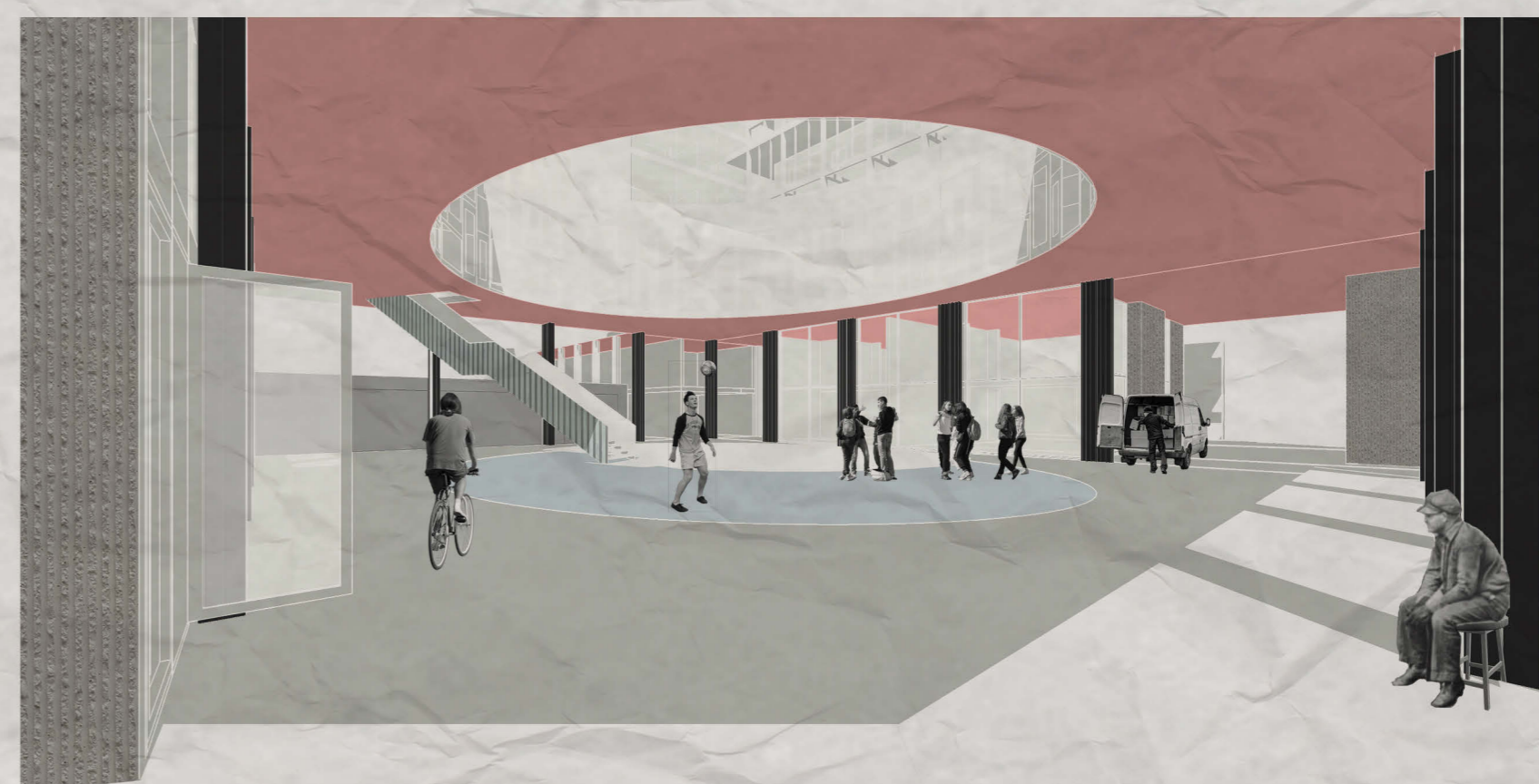
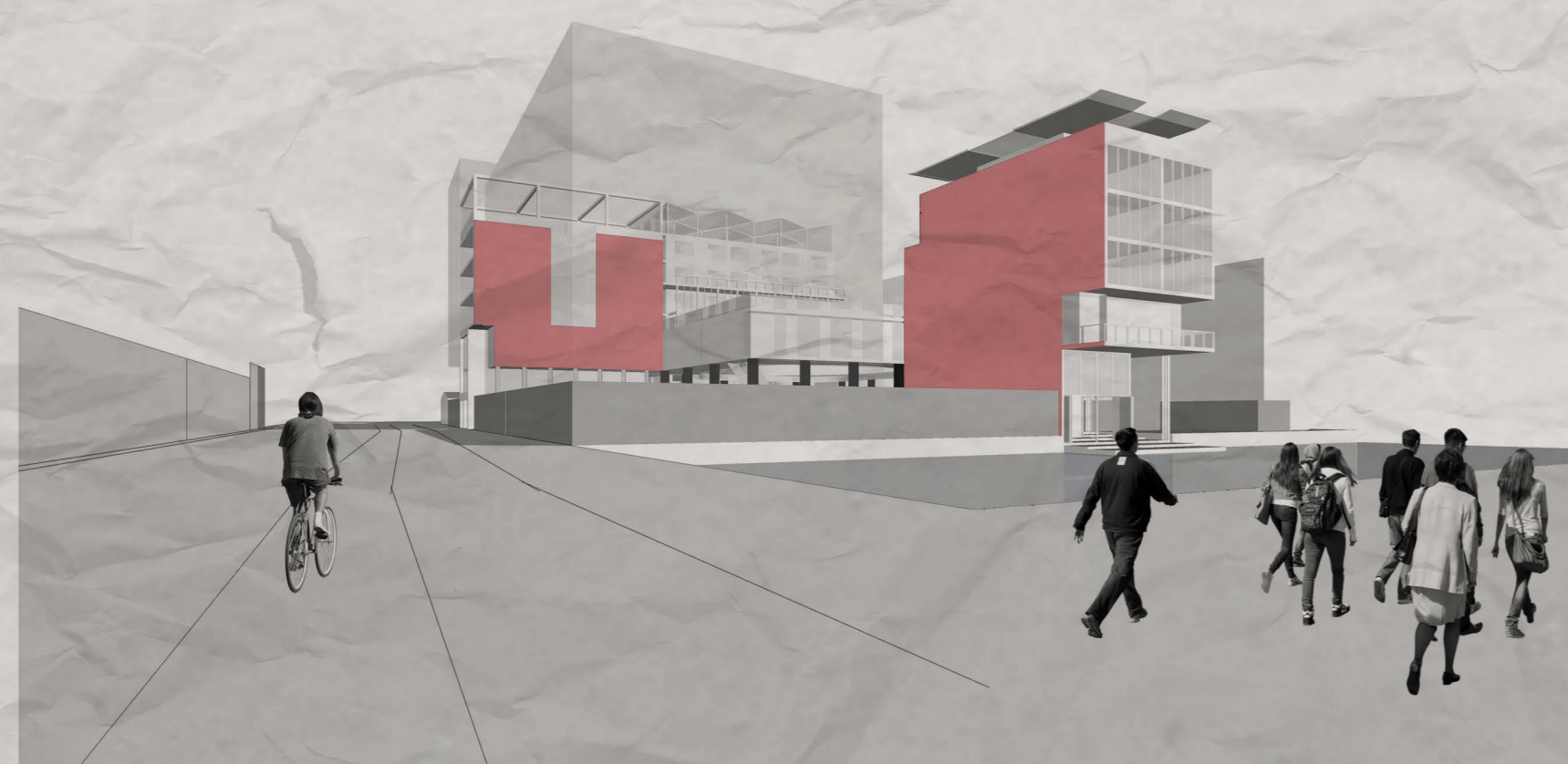
POP-EYE contributes to a strategy for an innovative and circular Buiksloterham, transforming the Papaverdriehoek into a productive urban cluster.

Our proposal is based on different trends in living and working and combines them in one cluster. A three volume ensemble surrounding an inner court, enriched with a collective floor that binds it together. Future developments can be connected to 'the ring' and share its facilities.

We have a contemporary view on architecture and the urban environment of today. In a rapidly developing world in which innovative ways of producing, social technologies and smart forms of mobility are becoming reality, spatial conditions need to provide a robust as well as a flexible framework.

In that sense we regard space as a service. A service which needs to perform well in relation to those activities desirable to take place. At the same time this space needs to be inviting, exciting and make you curious. A building which is well designed and built with serious attention, while leaving room for interpretation.

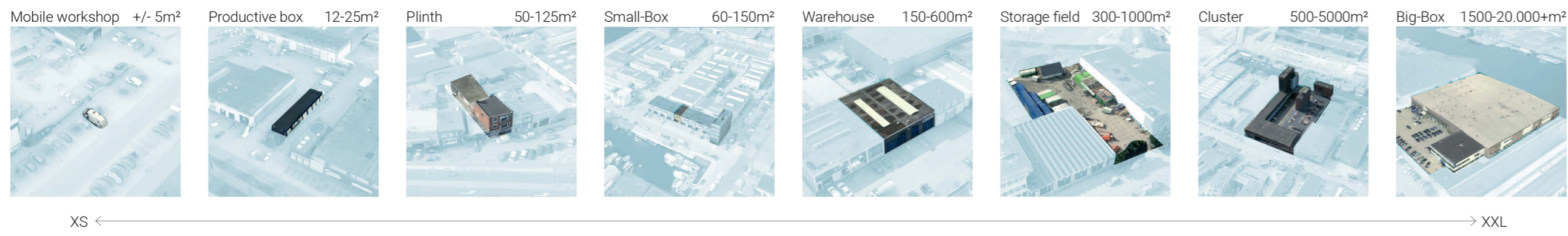
Let's call it architecture.



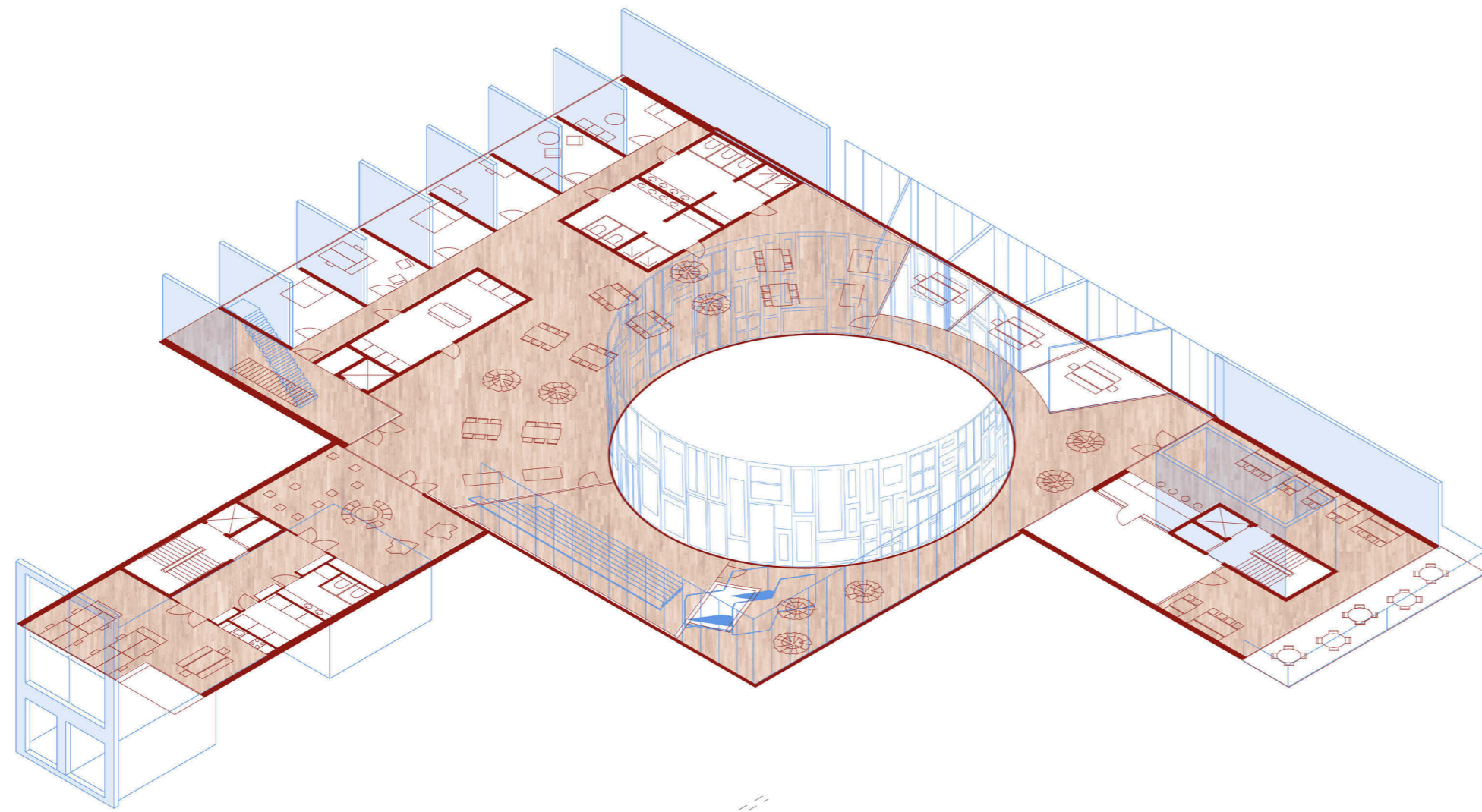


# POP-EYE

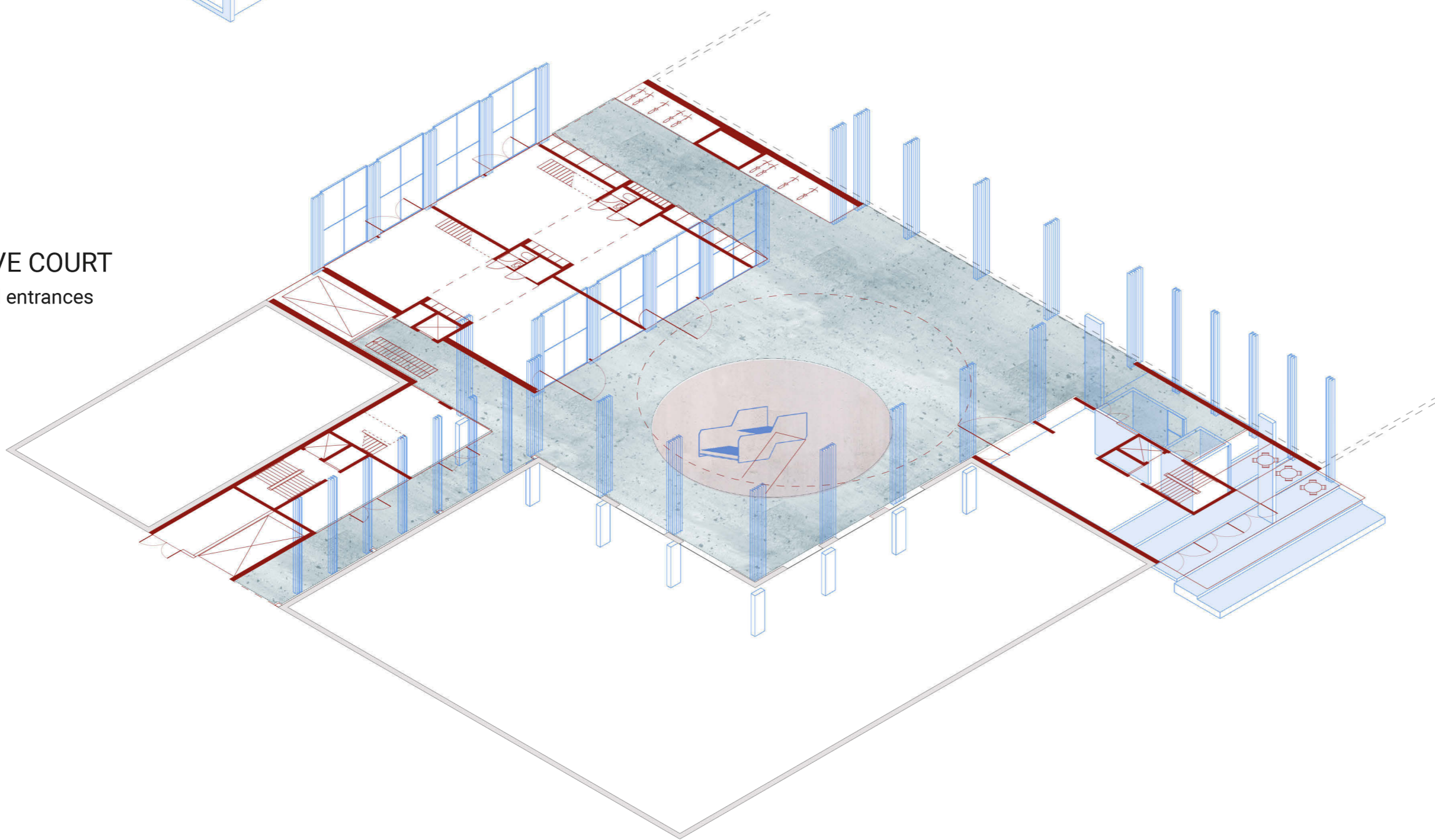
## PRODUCTIVE CLUSTER



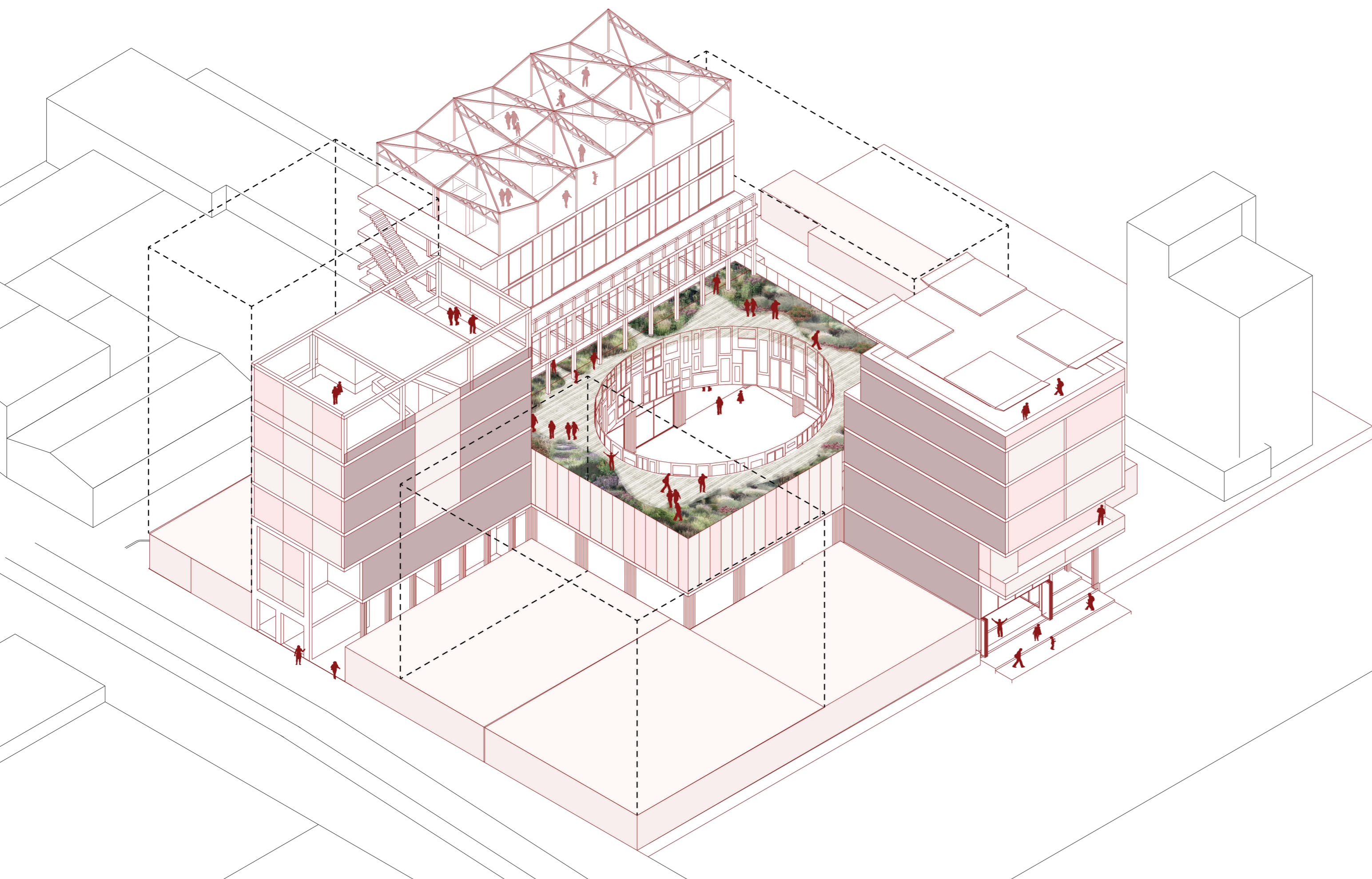
**COLLECTIVE RING**  
Shared facilities



**PRODUCTIVE COURT**  
Workshops and entrances



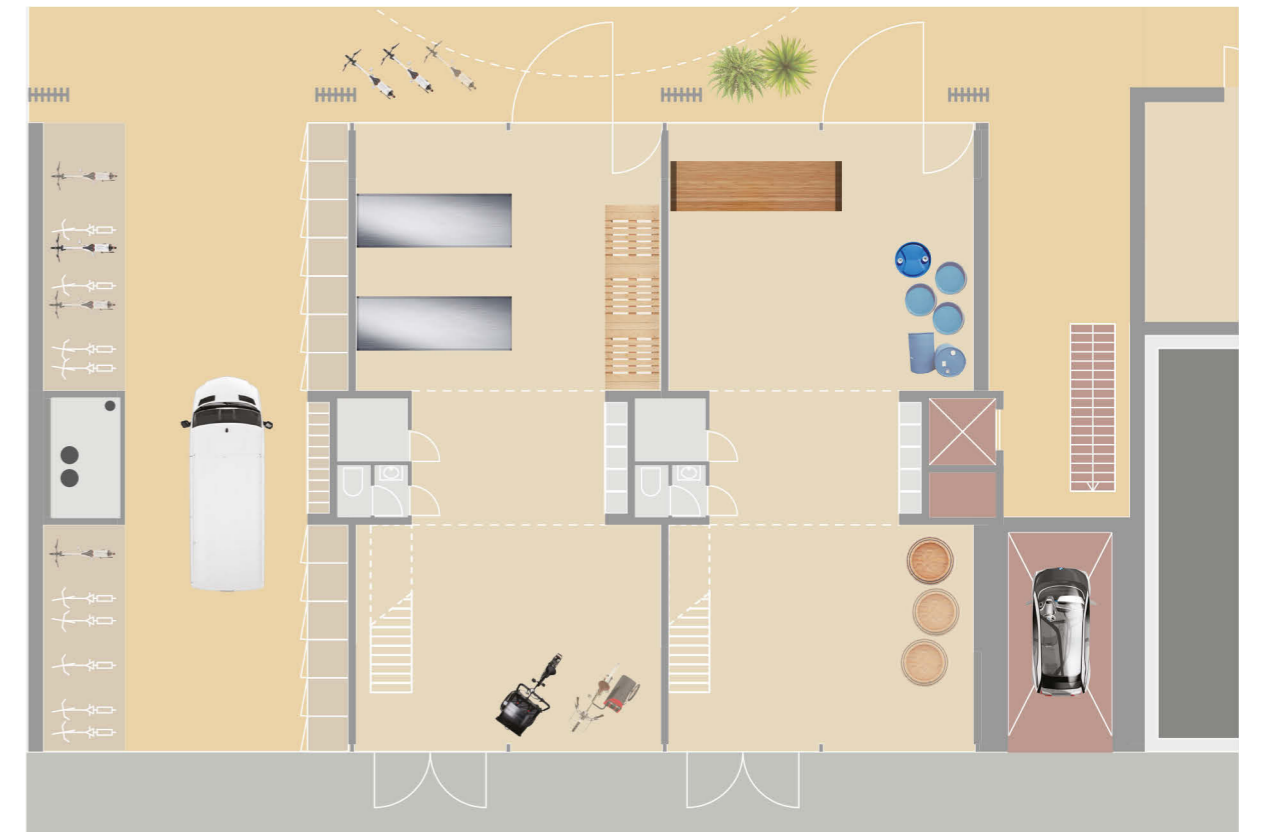
**POP-EYE CLUSTER**



### PRODUCTIVE TYPOLOGY

Productivity comes in many guises. Although companies differ in identity and activity somehow the spaces they occupy are quite alike. Both the productive box and the small-box typology seem to proliferate in many productive areas. Although we recognise their functional qualities they are in need of a well defined spatial relation to their surroundings in order to function well in a mixed use environment.

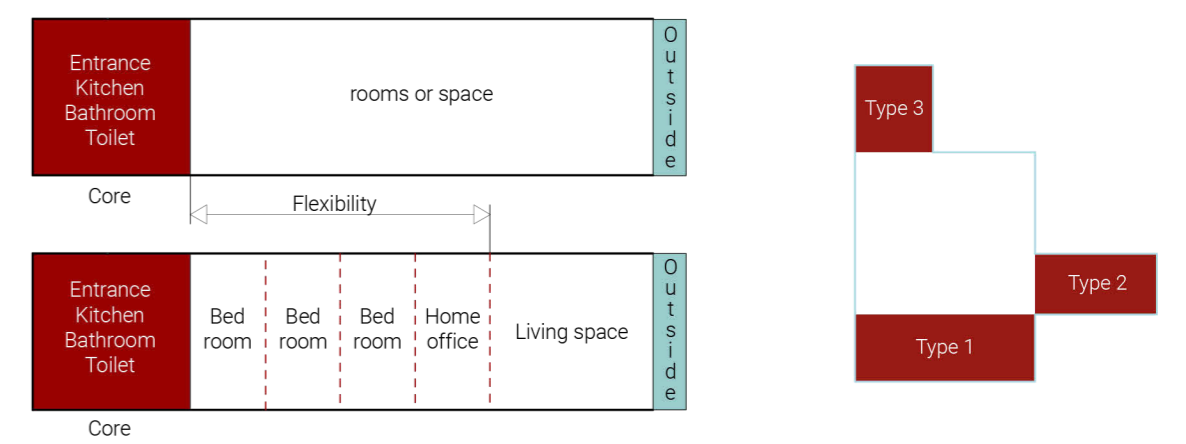
On the ground floor several two storey units are located varying in size to meet different needs. They can house businesses ranging from small repair shops to a boat or stage builder. All units relate to both their immediate surroundings as well as the inner court. They can temporarily appropriate this central space for all kinds of activities as well as make use of the additional services on the 2nd floor.



Two storey units along the Korte Papaverweg (125-200m<sup>2</sup>)

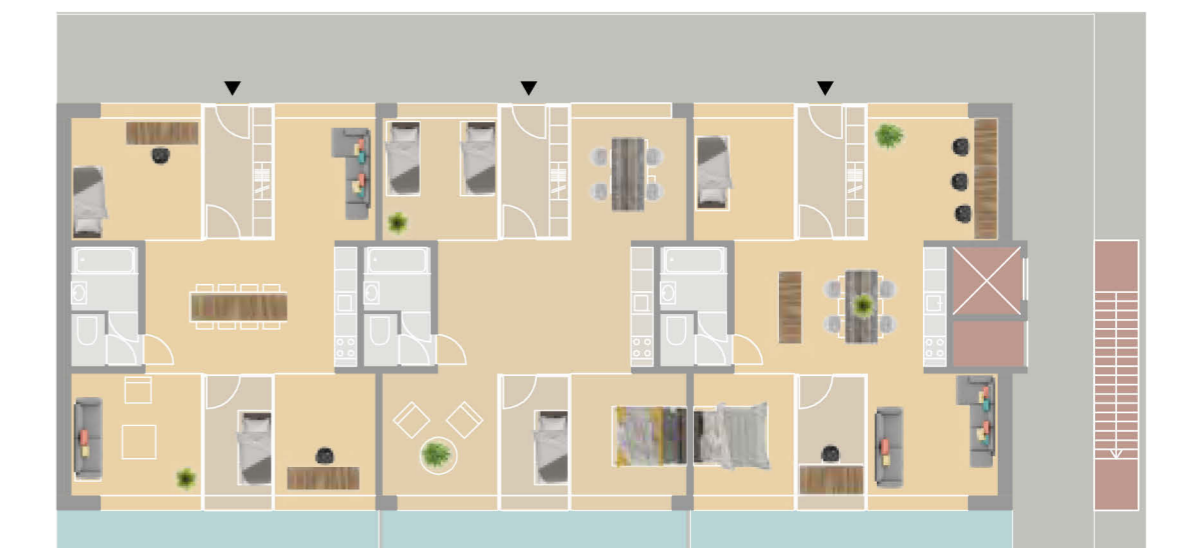
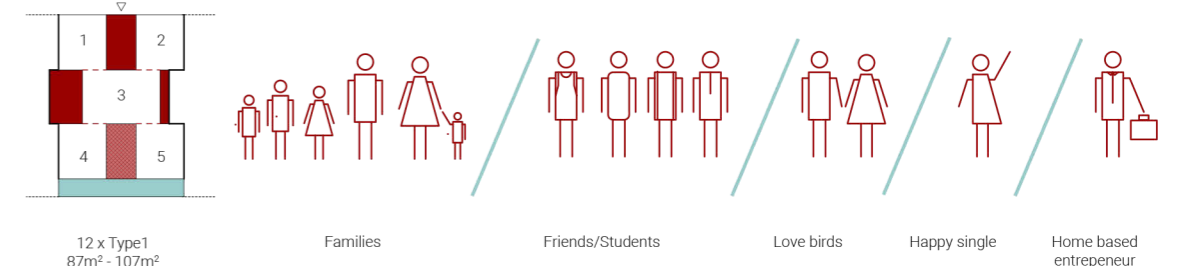
### LIVING TYPOLOGIES

The three different dwelling typologies relate to different targetgroups. Each type of apartment is located in one specific volume.



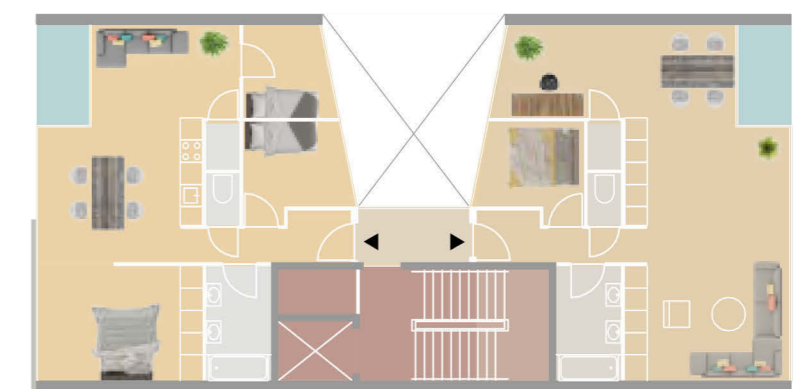
#### TYPE 1: Fixed Flex Frame [fixed space - flexible use]

The fixed cores provide flexible use of the other five rooms. This model suits the wishes of a various group of inhabitants. It could function as a family apartment, be a friendshouse, used by someone having a business at home, etc. This type is located in the volume along the Korte Paverweg.



#### TYPE 2: Short Stay Studio [different user - adaptable space]

The studio-type is a flexible and open living space which can easily be transformed into a multi-room apartment. Each user can arrange the space according to its specific wishes depending on the time one stays in the apartment. This type is located in the volume along the Papaverweg.



#### TYPE 3: Lifecycle Loft [same user - different spaces]

The loft-type allows for different spatial arrangements, which can be tuned to ones personal phase of life. A strategic positioned core makes other walls unnecessary. Though, at a certain moment an additional bedroom could be desirable, perhaps even multiple. Decide time by time. The lofts have a view over the canal.

