

AMSTERDAM NOORD

The city of Amsterdam is facing today an increasing process of growing population. According to Koers 2025, the municipality development strategy, the intention is to build 50.000 new homes in the coming years, giving answer to the need for housing. Amsterdam Noord is one of the five eligible locations to host the development process. In this area, along the last decade, diverse actions of renovation have already interested the old harbor, that nowadays defines a post industrial district with a tertiary vocation. Manifesti of this large scale intervention are some pilot project like the Eye Film Museum, the A'dam Tower, the new Marina and the NDSM. Within this qualitative agopuncture, insists the opportunity to envision a new future for the Noord district toward a vibrant urban ensemble, through the development of a new Sustainable Urban Model for Papaverdriehoek.

BUIKSLOTERAM & PAPAVERDRIEHOEK

The specificity of this neighborhood is its **double value**: the fine grain of its tertiary tissue and its relation with the old residential district that once hosted the Amsterdam harbor workers. The area faces also the Johan van Hasseltkanaal and along the all waterfront new residential interventions are rebuilding the image of Buiksloteram area. **The design strategy grounds its basis on the specific identity of the place, of its mixed use and small scale grain, trying not only to maintain it, but moreover to enhance it.** The value of the place, however, faces some **criticalities** generally belonging to the entire city, that are carefully addressed by the proposal on urban scale for the 2050 scenario: the need for built density; the prevention of flooding phenomenon; the implementation of soil permeability and of slow mobility within the district; the research for renewable energy supply for urban development.

SUM+

The proposal for a **Smart Urban Model (SUM+)** refers to the idea of renovating the entire area while assuming its existing character given by the built morphology and scale. The urban model proposed for the study area concentrates a new built density in some focal points of the tissue located on Papaverdriehoekweg (as envisioned for the project), with the development of high buildings that are embedded and organized within the small plots, maintaining their traces and dimensions. Around these **urban accumulators**, alimanted by renewable solar energy on their skin, the existing urban fabric is redesigned with green rooftops doubling the ground level as an **urban scale terrace**. It is meant to improve the permeability of the soil and, at the same time, to downgrade the waterfall rain directly into the canals. **On the ground level actions are taken to reorganize the tissue in a more permeable way**: new transversal passages, small canals and plazas can organize and implement a social development of the district (study area) through the pervasive and precise insertion of public space.

URBAN ANALYSIS



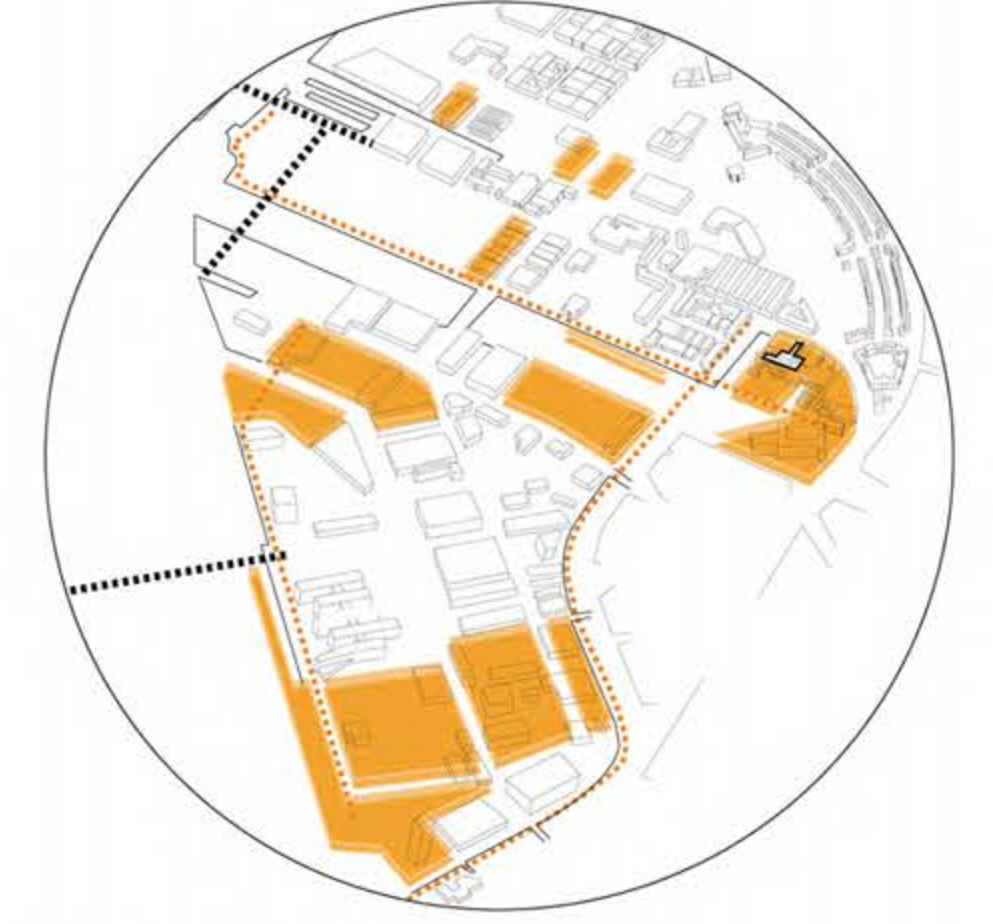
Mobility
New needs for slow mobility and pedestrian patterns



Green surfaces & water canals
Implementing soil permeability and preventing flooding risk



Mixed use district
Residential areas (yellow); companies and services (dark orange) small industries (grey); public buildings (light orange)



On going transformation projects
Waterfront renovation and residential insertion in the carpet



PHASING SCENARIOS ON URBAN AREA

The SUM+ project acts on 3 phases:

PHASE 1/ 2022. In the first phase the main action is to be taken in the surrounding of the project area, with the **construction of the building complex** – a mixed working and residential district – and the **renovation of the small scale tertiary buildings** nearby.

PHASE 2/ 2030. The second phase attempts to **envision the public core of the district** where the De ceuvel and the NH Hotel are located (ending authorization period). The canal becomes the collective scenario while its facades are defined by low rise public/ facilities buildings, reorganizing the margin of the overall district with large public spaces and parks along the waterfront.

PHASE 3/ 2050. The **completion of the urban renovation** for Papaverdriehoek will be the last stage. In this phase is provided the demolition of some small tertiary buildings to reorganize a social and public permeability of the district, and the construction of other dense buildings (similar to the proposed one for the project area), in order to mark the skyline of the area. **Solar panels, water tanks and green rooftops** will draw the new upper level ground of the district.

PHASE 01/ 2022



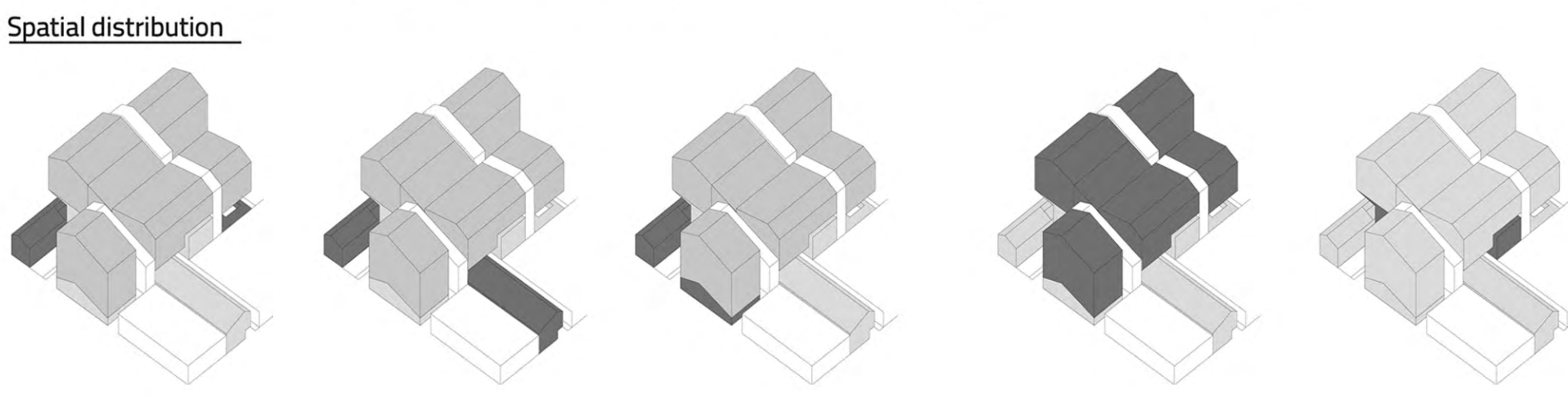
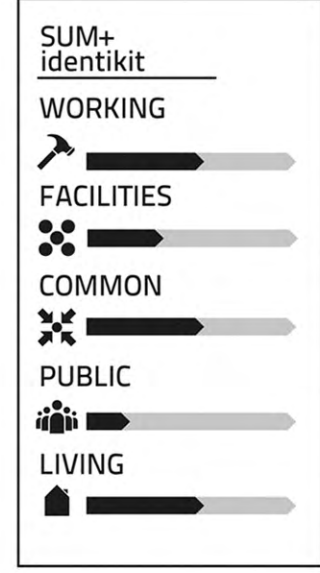
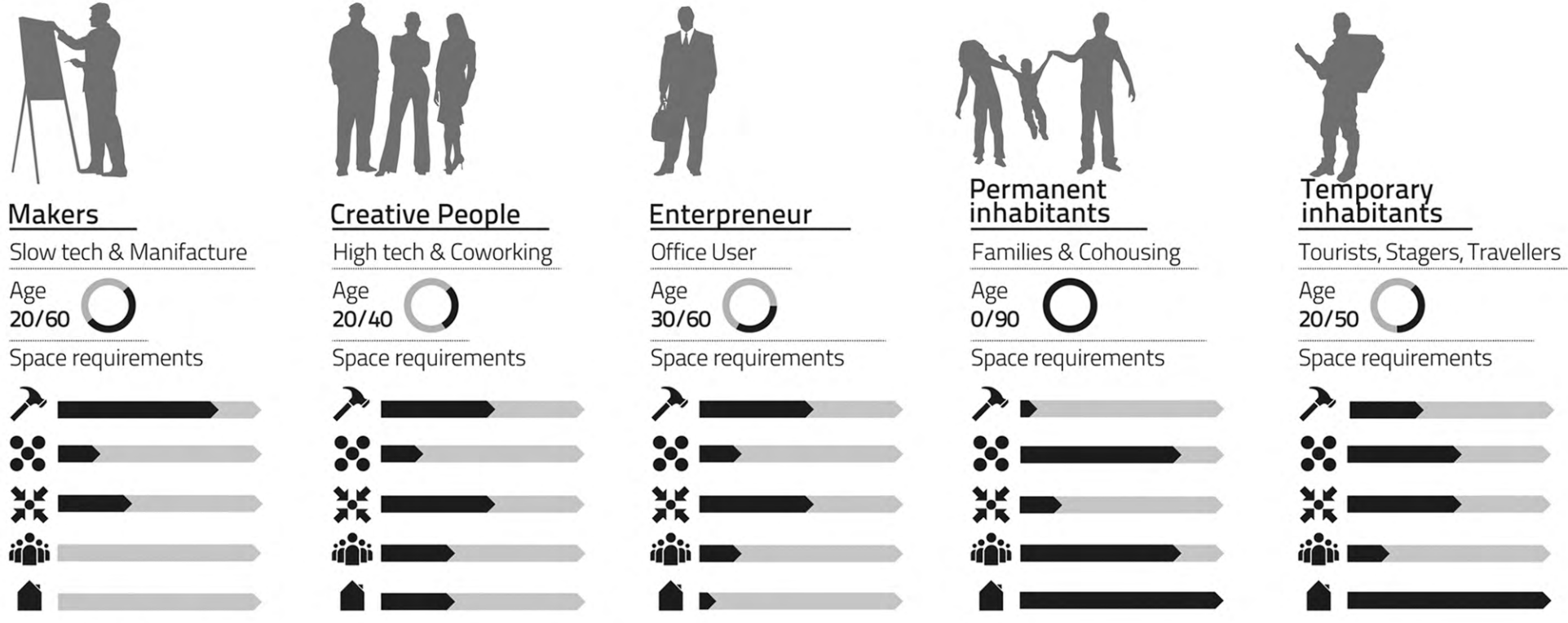
PHASE 02/ 2030



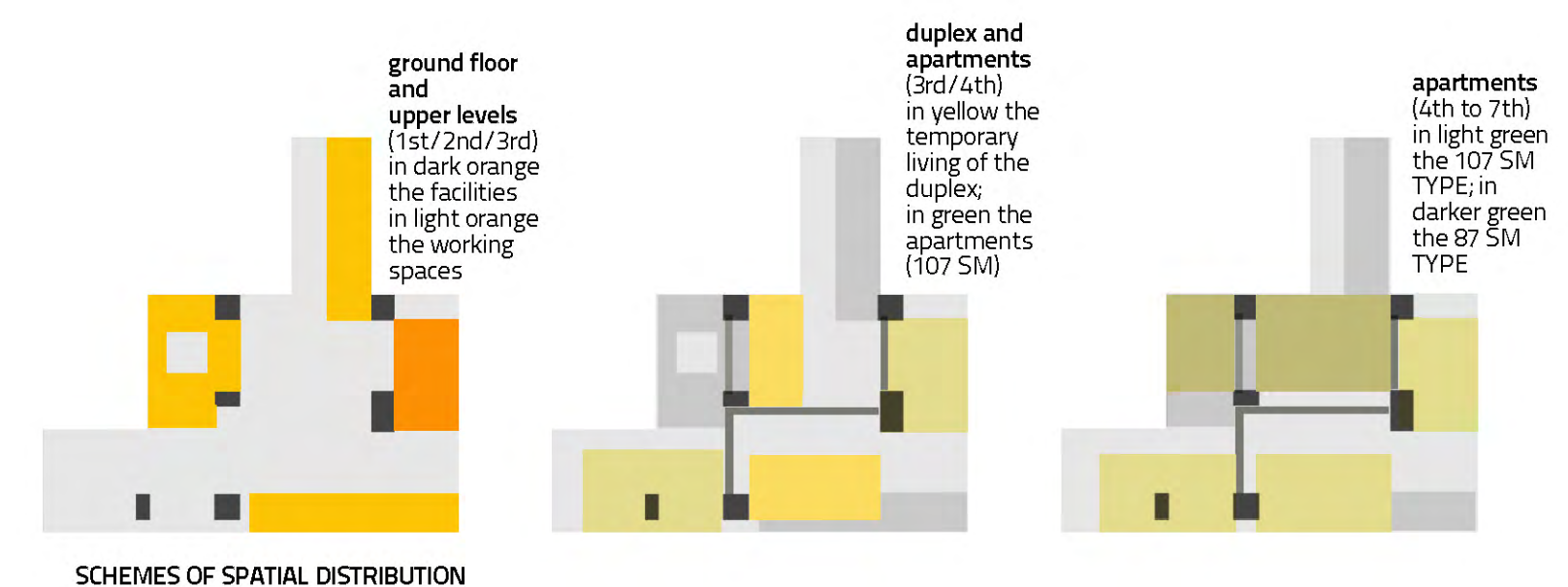
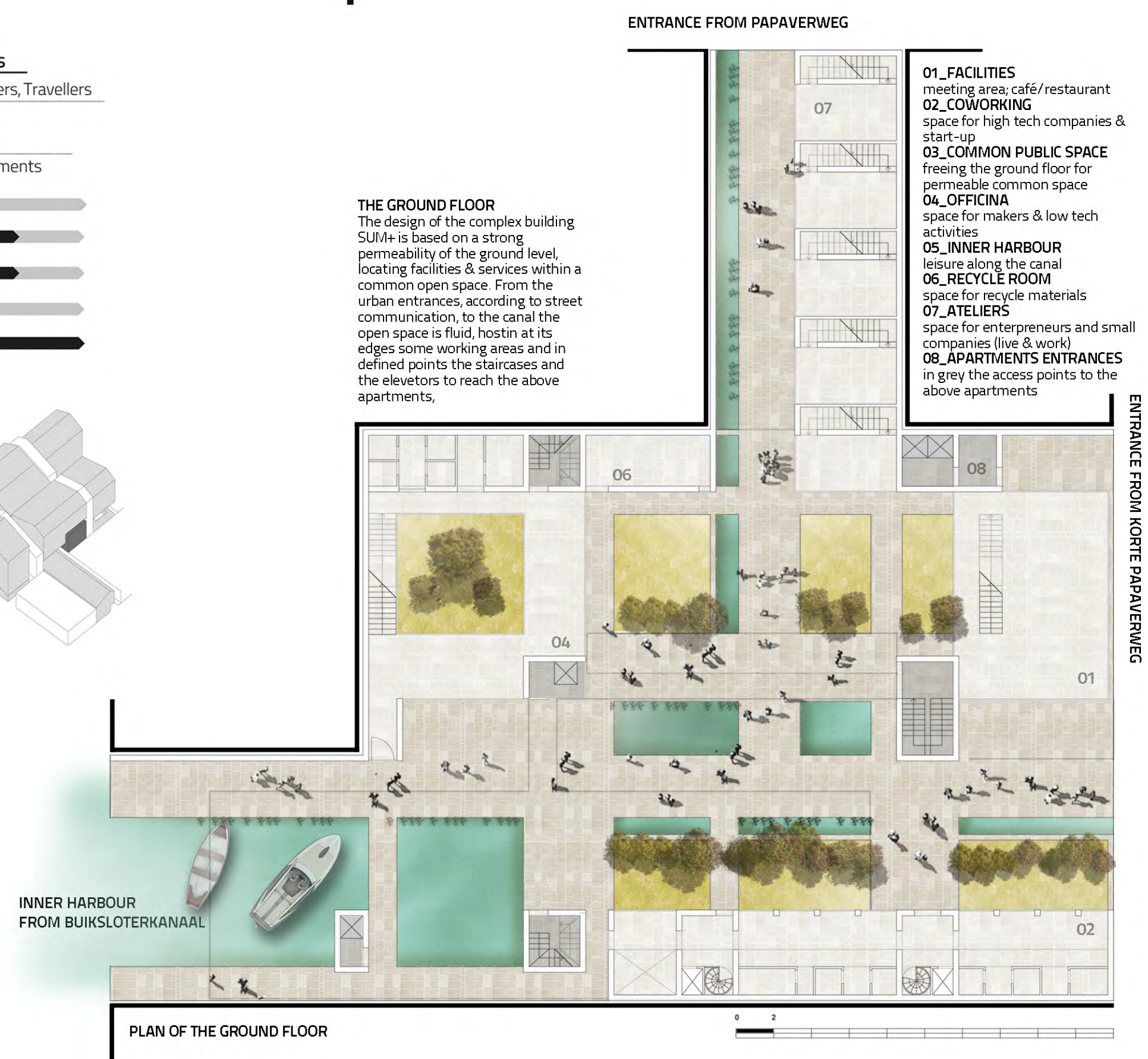
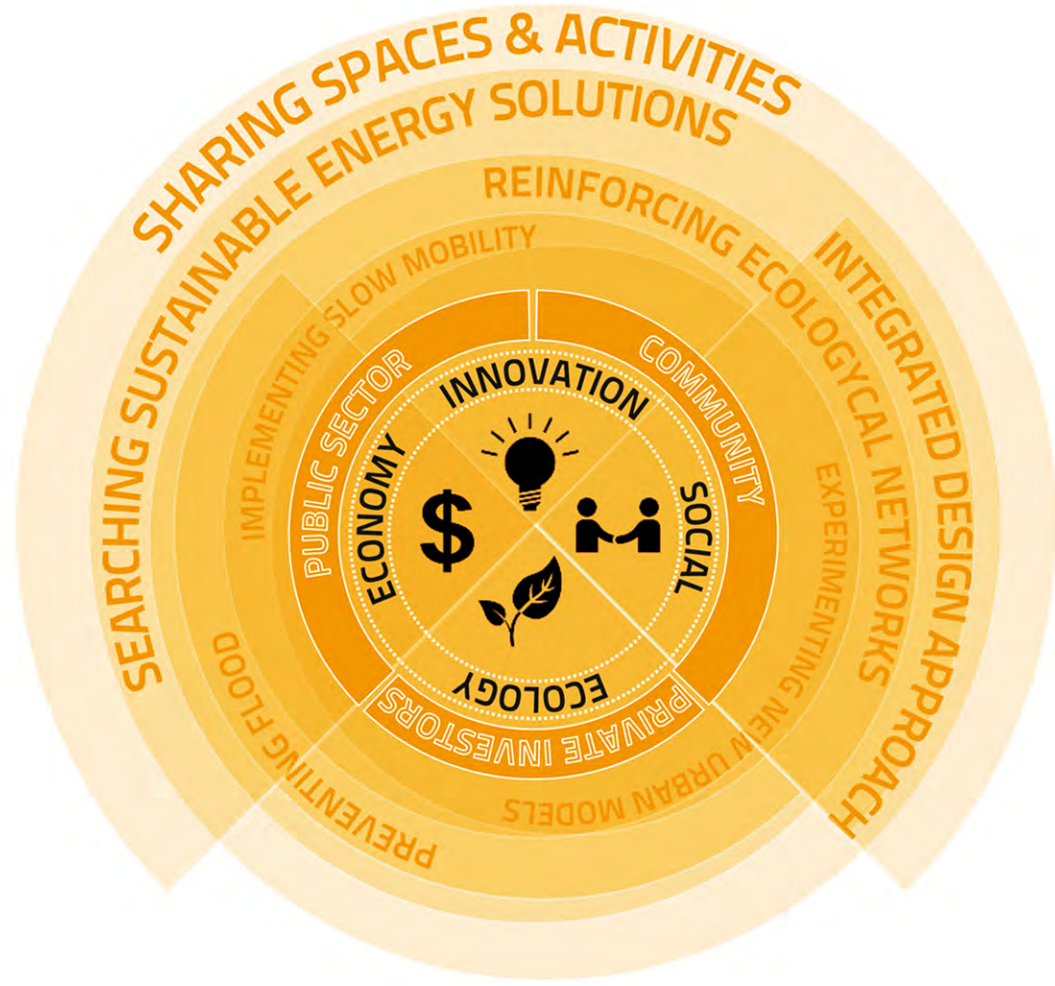
PHASE 03/ 2050



USERS' IDENTIKIT
The SUM+ (Smart Urban Model) complex identify different types of users. The working areas are voted to makers (slow tech manufactures) and creative people or entrepreneurs (high tech and start up initiatives). The areas are located on the first two levels, but also within each apartment. Also inhabitants have been identified in 2 typologies: temporary (tourists, student, workers) and permanent (families or cohousing), for that reason in each apartment bedrooms have also individual igienic services, even if organized around the centrality of the living.

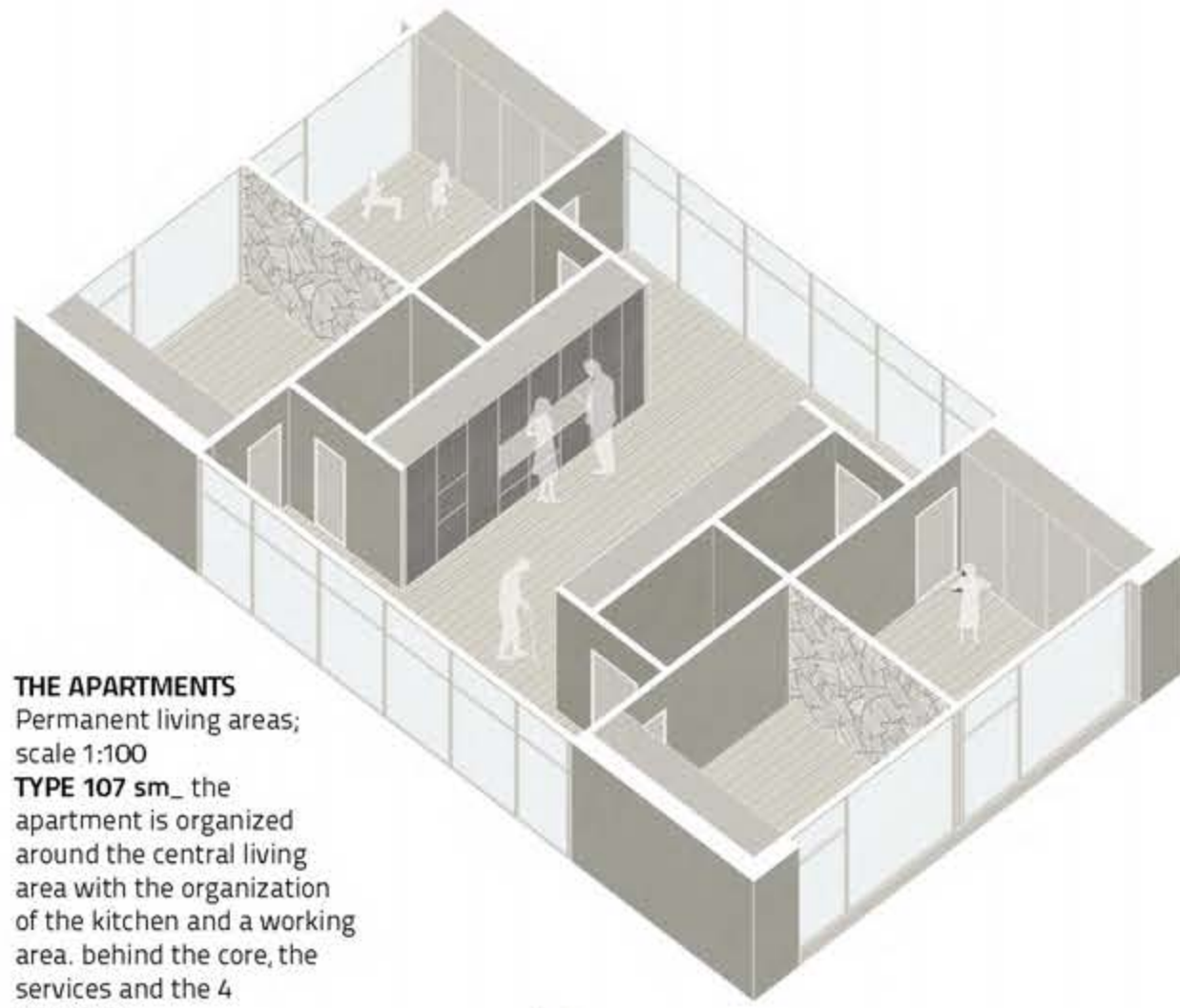


ACTORS, ACTIONS & BENEFITS
The above scheme shows the conceptual guide lines that defined the design choices. The Smart Urban Model is based on a trial composition of actors: public sector, community & inhabitants, private investments. This social framework works through the actions (in orange) to build the new intervention focused on four benefits: a positive economical impact, the social sustainability, the implementation of ecological networks and the innovation in building new urban models.

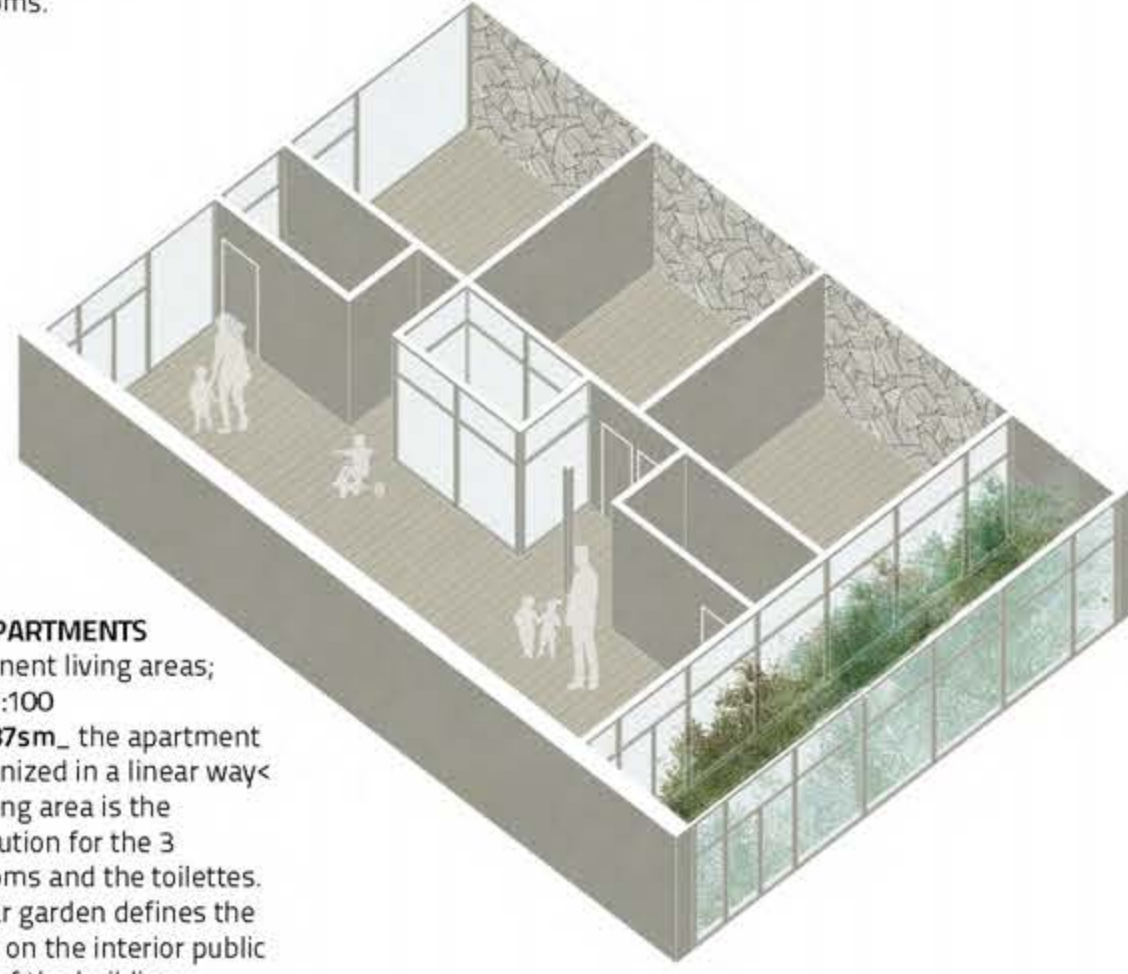




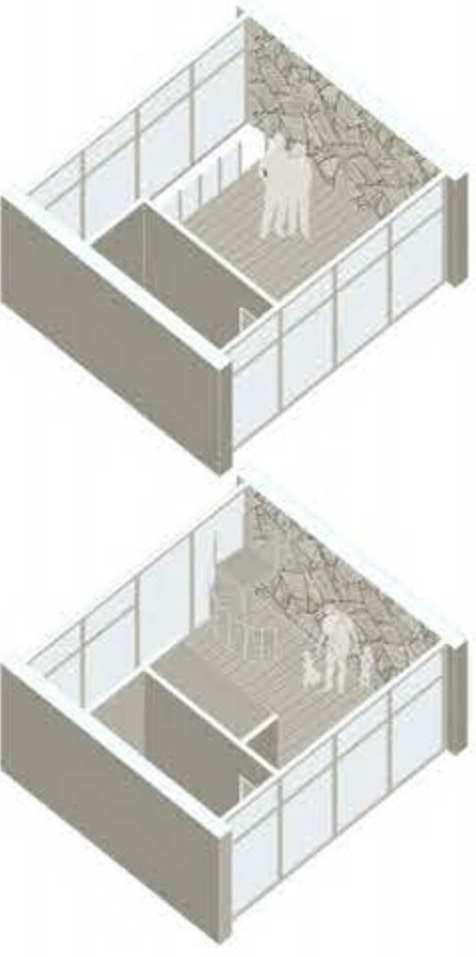
FACADE particular on the living areas (temporary and permanent apartments), scale 1:50



THE APARTMENTS
Permanent living areas; scale 1:100
TYPE 107 sm, the apartment is organized around the central living area with the organization of the kitchen and a working area. behind the core, the services and the 4 bedrooms.



THE APARTMENTS
Permanent living areas; scale 1:100
TYPE 87sm, the apartment is organized in a linear way; the living area is the distribution for the 3 bedrooms and the toilettes. A linear garden defines the facade on the interior public space of the building complex



DUPLEX
Temporary living areas; scale 1:100
TYPE 34sm, the apartment is organized on two levels. The first floor hosts the living area; the above floor the bedroom and the toilette.



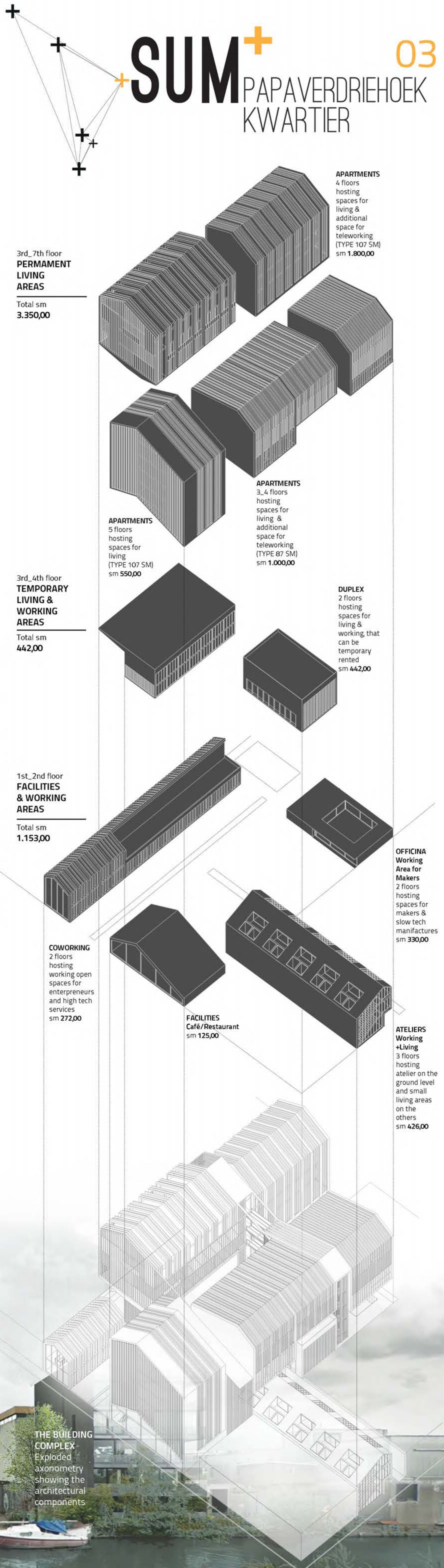
ATELIERS Transversal section, scale 1:50



COMMON PUBLIC SPACE the view of the interior&open space on the ground floor



COWORKING SPACES Transversal section, scale 1:50



ON THE CANAL
the view of the building complex from the shore of the canal

THE BUILDING COMPLEX
Exploded axonometry showing the architectural components