

RE/MAKE RE/USE RE/INVENT PAPAVERDRIEHOEK

STRATEGIC SITE

Amsterdam's city centre is expanding and brings along development pressure on areas that possess social qualities. Our exploration starts from the tension between high density (and high rise buildings) needs and the local self built spirit. The site today holds the valuable De Ceuveel project, and gives character to the area. Our aim is to preserve this rugged and self made identity and enrich it through the new development. We have a strong focus on social sustainability and consider this the backbone of our proposal.

We see the area organised around 4 core principles:

A density gradient

To cope with the city's high density program needs while preserving the waterfront character found today in De Ceuveel, we propose a density gradient. Papaverweg street is being redefined, and will bring along a new and dynamic environment. Functioning as an active high density buffer, the development towards this street can protect the rest of the area and connect it to the city.

Keeping a step-down profile of the buildings towards the water allow for equitable visual contact with the water and ensuring the edge remains accessible to the public.

Strong axis and flexible fabric structure

We consider the two main streets crossing the site Korte Papaverweg and Papaverhoek as axis that should be kept and strengthened. In-between these axis we imagine a flexible and dynamic structure that will transform over time, embracing and including the existing program.

Water access and view lines

We create access to water edges and open view lines.

Production and collective spaces

We consider our collective spaces the glue that binds together the proposed work and living spaces, and complement the network of public space. The proposed fabric has blurred boundaries with in-between spaces, connecting elements on various levels - from ground floor to rooftop connections. In the spirit of circular economy, we consider important the closeness of program and collective spaces. The presence of collective spaces is

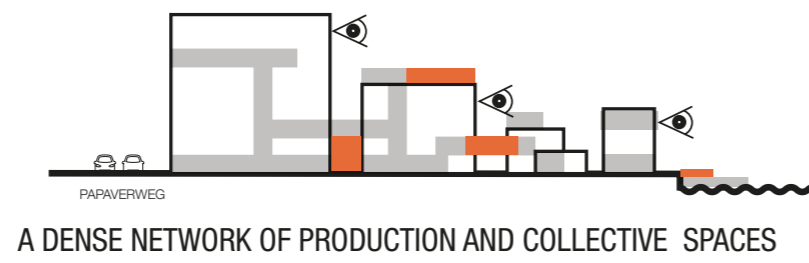
essential for giving the area a strong character of a productive and sustainable hub.

Following these principles, we believe our gradient structure can accommodate a mix of program and places that can have the following themes : re/make, re/use, re/invent. A variety of professions will be accommodated and will learn from each other - avoiding gentrification and keeping contact with existing program, maintaining and relocating existing activities

re/make : in the high density area towards Papaverweg street we imagine a dominant presence of coworking and makerspaces that can be accommodated in the larger building structures.

re/use and recycling is encouraged through close positioning of complementary programs that minimise production loops, and are to be found through the area, while being concentrated in the mid-density part of the site.

re/invent : we imagine the southern low density area as an open structure with emphasis on public space, crafts education, temporary collective living and re-located existing program



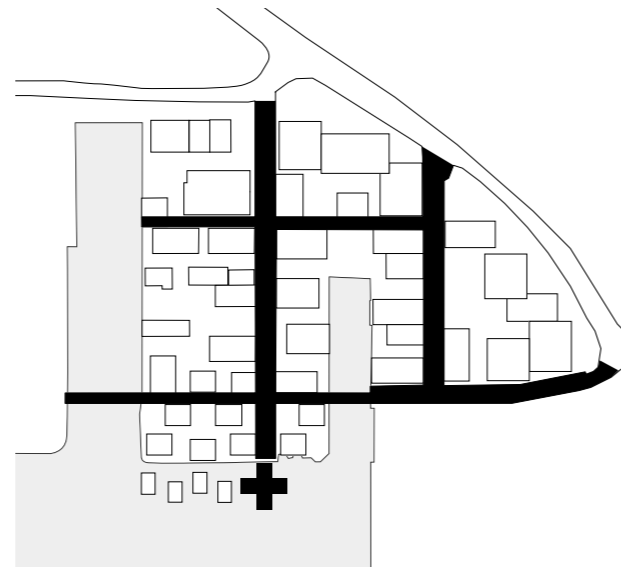
A DENSE NETWORK OF PRODUCTION AND COLLECTIVE SPACES



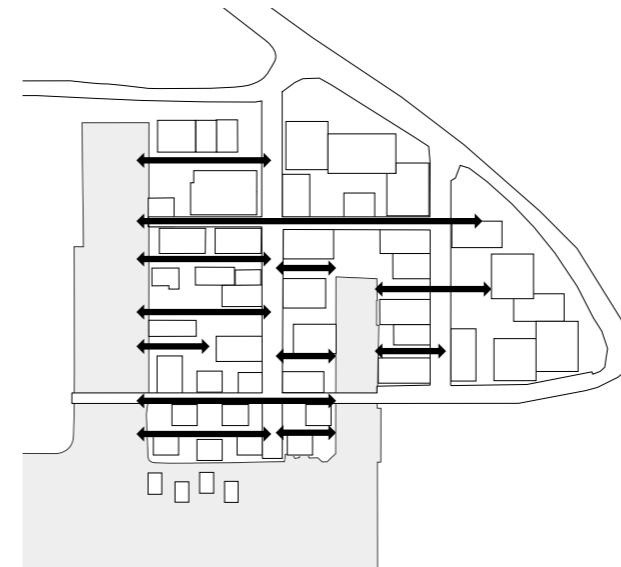
STRATEGIC PLAN 1:1000



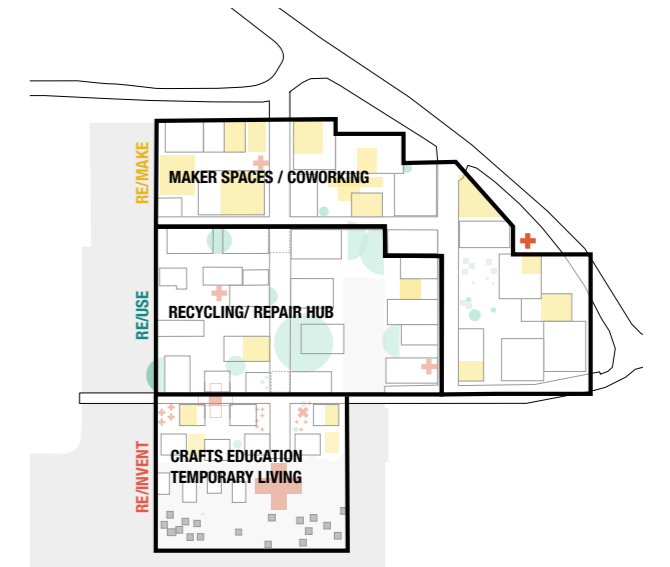
DENSITY TOWARDS BOULEVARD + VIBRANT WATERFRONT



STRONG AXIS + FLEXIBLE FABRIC STRUCTURE



WATER ACCESS + VIEW LINES



COLLECTIVE SPACES



PROJECT SITE

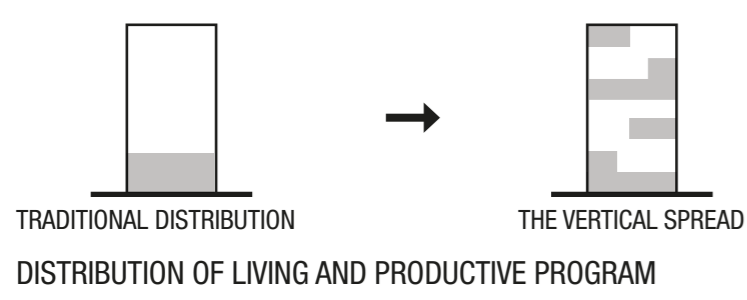
The proposal for the project site consists of three volumes, which embrace and amplify the qualities of the existing character of the site. The three volumes and the public space are shaped in order to become one strong piece of the new city. The public space in between buildings plays a strategic role in the achievement of the overall strategy, where shared space, and collective spaces are a programmatic extension of the inner space, in close contact with the water pocket.

The two smaller volumes are in strong relationship, one with the water, one with the main street. The bigger one has a pivotal and more iconic role, where bigger and productive/workshop spaces raised pocket squares and an underground parking/mobility centre are placed.

The traditional scheme, where productive activities are placed on the ground floor and housing on top, is here revolved. The overall program, half living and half productive, has been spread vertically, creating an interesting and vibrant mix. The program spills out also on various level, from the ground floor, to the productive shared terraces. Housing and working activities coexist.

Each building offers, in different ways, flexible and innovative solutions for working and living. Shared functions and collective elements are a strong feature of each building and can be used both by residents or workers.

Despite the urban scale changes, the project will keep the current rugged and active atmosphere through the use of rough material already present in the area, and a productive and dynamic character of the architecture.



1. PROJECT SITE WATER EDGE VIEW



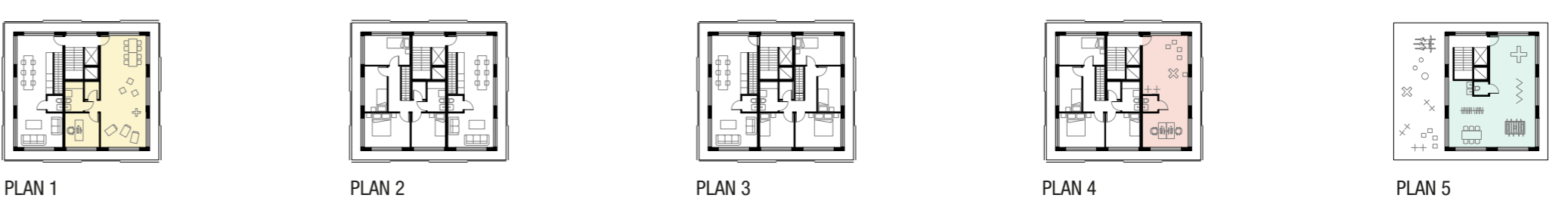
SECTION 1:250



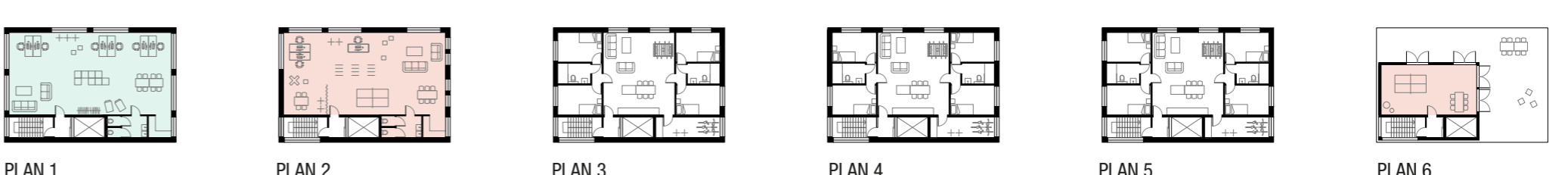
A. FLOOR PLANS 1:500



B. FLOOR PLANS 1:500



C. FLOOR PLANS 1:500



PRODUCTION AND COLLECTIVE SPACES



WORKSHOPS INCUBATOR
LOW/HI TECH PRODUCTION
+ OUTDOORS COWORKING AND LUNCH PLACE



ENJOY RECYCLING
PLASTIC COLLECTING STATION +
3D PRINTING WORKSHOP



REUSE AND EXCHANGE HUB
MEETING PLACE THAT FACILITATES
REUSE AND EXCHANGE

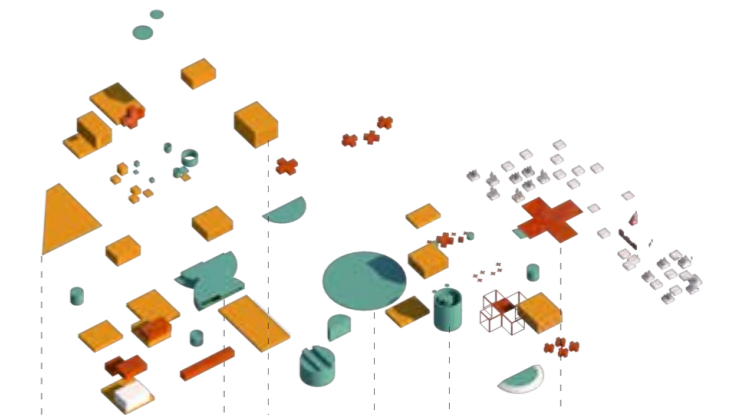


THE WATER TERRACE
STORE AND REUSE WATER + LUNCH TERRACE

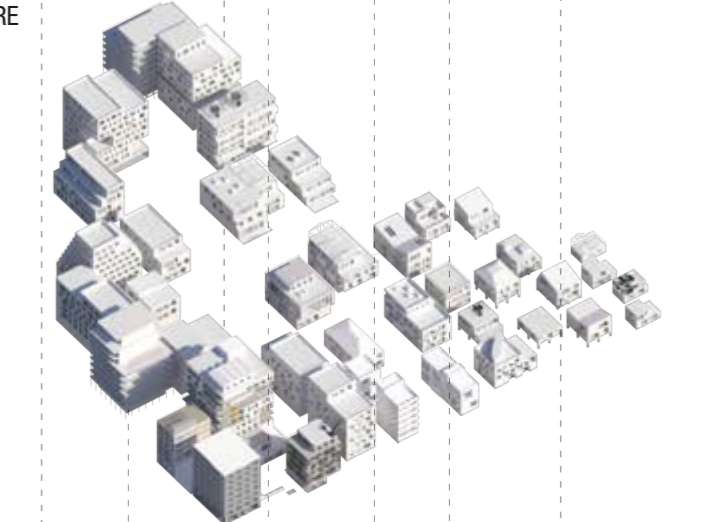


DANCE PLUS
RELOCATED DANCE SCHOOL
+ FLOATING DANCE PLATFORM

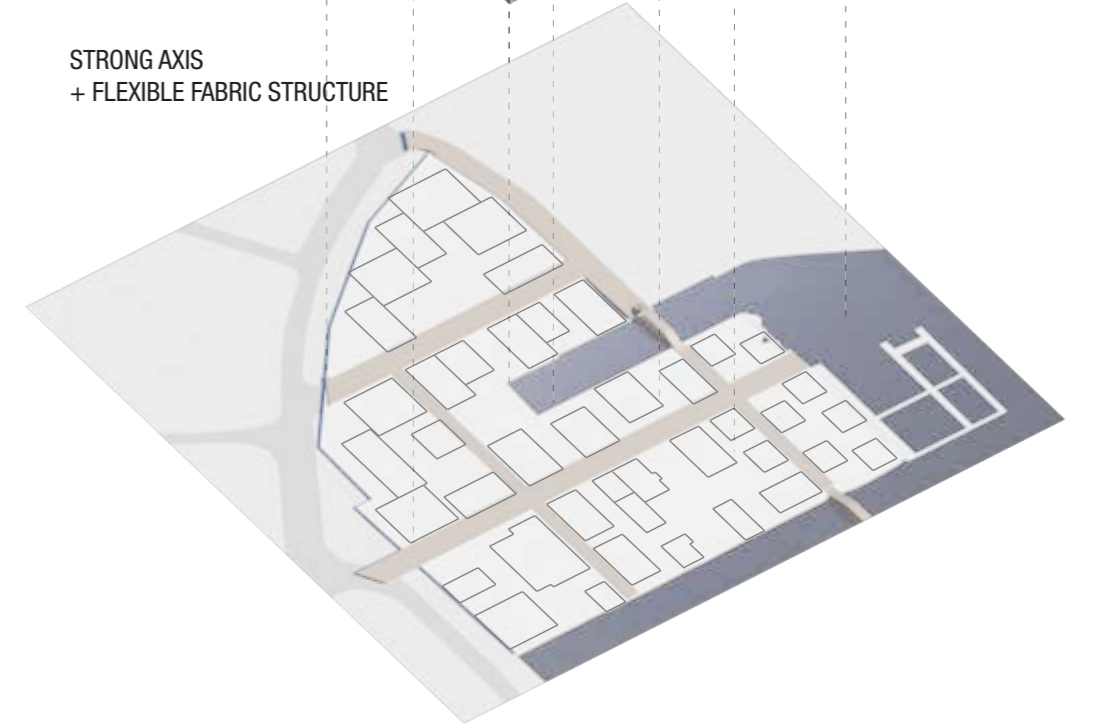
COLLECTIVE SPACES



BUILDINGS STRUCTURE



STRONG AXIS
+ FLEXIBLE FABRIC STRUCTURE



LEARN CRAFTS
SOLAR POWERED CRAFTS WORKSHOP
+ OUTDOORS WORKSPACE



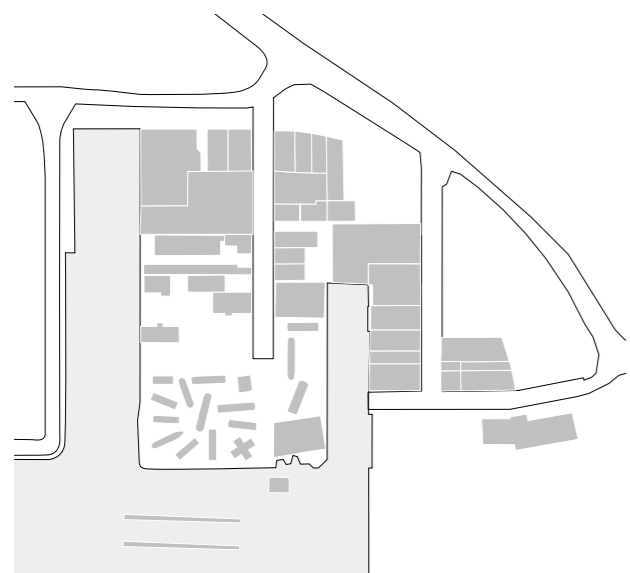
REPAIR YOUR BOAT!
BOAT REPAIR WORKSHOP
+ ROOFTOP BOAT CAFE



MOVE AND ENERGIZE
OUTDOORS GYM + PROTEIN BAR



DISCOVER GARDENING
PLAYGROUND + GARDENING EDUCATION



EXISTING SITUATION



PHASE 1 SHORT TERM

Papaverweg street finished + dense street front + community places + first collective spaces, squares and trigger points will start to get shape + De Ceuve! gets new community elements implemented and the network of collective spaces expands



PHASE 2 MIDDLE TERM

The expansion will continue towards the water + the dance platform will be built in order to become a focal point + De Ceuve! will be developed + new temporary architecture will occupy temporary plots



PHASE 3 LONG TERM

The flexible and vibrant urban fabric will be expanded towards (and on) the water + the area is ready to host a more permanent structure which will take the place of the De Ceuve!, maintaining the same atmosphere and the same features.



WEST ELEVATION



2. PROJECT SITE AND ACTIVE AXIS



3. VIEW FROM THE WATER GARDENS