

de rode zalen

productive program - de rode zalen:

entrepreneur
Potential entrepreneur waiting to start or grow a business.

coop
Group of creative professionals waiting to start or grow a coop business.

company
Established companies from outside Amsterdam looking for a place closer to the city center with favourable conditions.



01. hub

The hub is a catalyst for business start-up and development. The hub is serviced by the municipality in cooperation with local business-owners, providing help and knowledge for people wanting to start a business in Sluisbuurt. Furthermore, the hub contains basic meeting rooms, workshop spaces and production facilities, available for small businesses, that have not yet access to such functions. The hub contains commercial and retail space, making it a vibrant place buzzing with talk, and productive activity. People of different age and background criss-cross, share ideas and gain from each other.

02. production

The production spaces are extrovert and flexible, and can house minor as well as major production facilities, to accommodate varying need for space, as a business grows. The production spaces are distributed evenly throughout the project site, and dominates the ground floor, creating a lively surrounding urban space. While the larger production spaces at ground level are well suited for major production facilities, the minor spaces at higher levels are well suited for business communities, and digital production. Hence, the red halls accommodate a large variety of commercial and productive functions.

03. distribution

The distribution consist of storage, transportation and sales. The storage facilities are located beneath the parking and are easily accessible from the production space as well as the street level. The sales facilities are placed in the red halls of ground level, i.e. a local markethall. The main point is to streamline the logistical part of the businesses, leaving plenty of time for production and development, making it easier to startup and run a new business.

productive cities de rode zalen

The project seeks to create a vibrant and lively neighborhood by creating favorable conditions for established as well as start-up businesses. The favorable conditions will attract creative professionals and minor production, otherwise founded closer to city center. The extrovert production of the creative professionals will kickstart the urban development in the new neighborhood, benefiting the initial residents. By branding Sluisbuurt as a dynamic and productive neighborhood, the positive development will snowball, and continuously raise the quality of the area. The favorable conditions are established by adding public, flexible and extrovert spaces for production, retail and commercial purposes, to the predesignated housing. We call these spaces "de rode zalen" or "the red halls". The red halls

will define this, the first phase of the masterplan, as a special area, and a catalyst for urban development in Sluisbuurt. The halls are distributed evenly on the project site, inducing vibrant activity throughout the buildings. The halls are serviced by a hub and a storage/distribution area (see above), making it favorable to start up or run a business within the project site. As Sluisbuurt develops, different parts of the neighborhood will be serviced by the hub and distribution as well. The housing and the red halls are implemented on the project site by breaking down the massive volumes proposed in the original masterplan. The smaller volumes are stacked creating urban spaces in touch with the human scale as known from the classic midrise city. By displacing, turning and shaping a few basic building blocks, high

aesthetic complexity is achieved. Furthermore, a large amount of common outdoor spaces emerges as a terraced landscape throughout the vertical city. At every compilation of the smaller volumes, a red hall and an outdoor space is introduced, providing an ever-present opportunity for residents, workers and visitors to cross paths and gain from each other socially and professionally. The entire system is based on a simple grid structure, ensuring the quality of the housing, and keeping building costs, in the highly diverse system, at a reasonable level. The rational grid structure is flexible in nature, and allow for a very diverse expression and apartment layout. The facades of the buildings will feature a mix of materials representing present day Amsterdam, and create a historic yet contemporary backbone in the Sluisbuurt masterplan.

productive program - implementation at project site



Housing - The human scale of midrise Amsterdam

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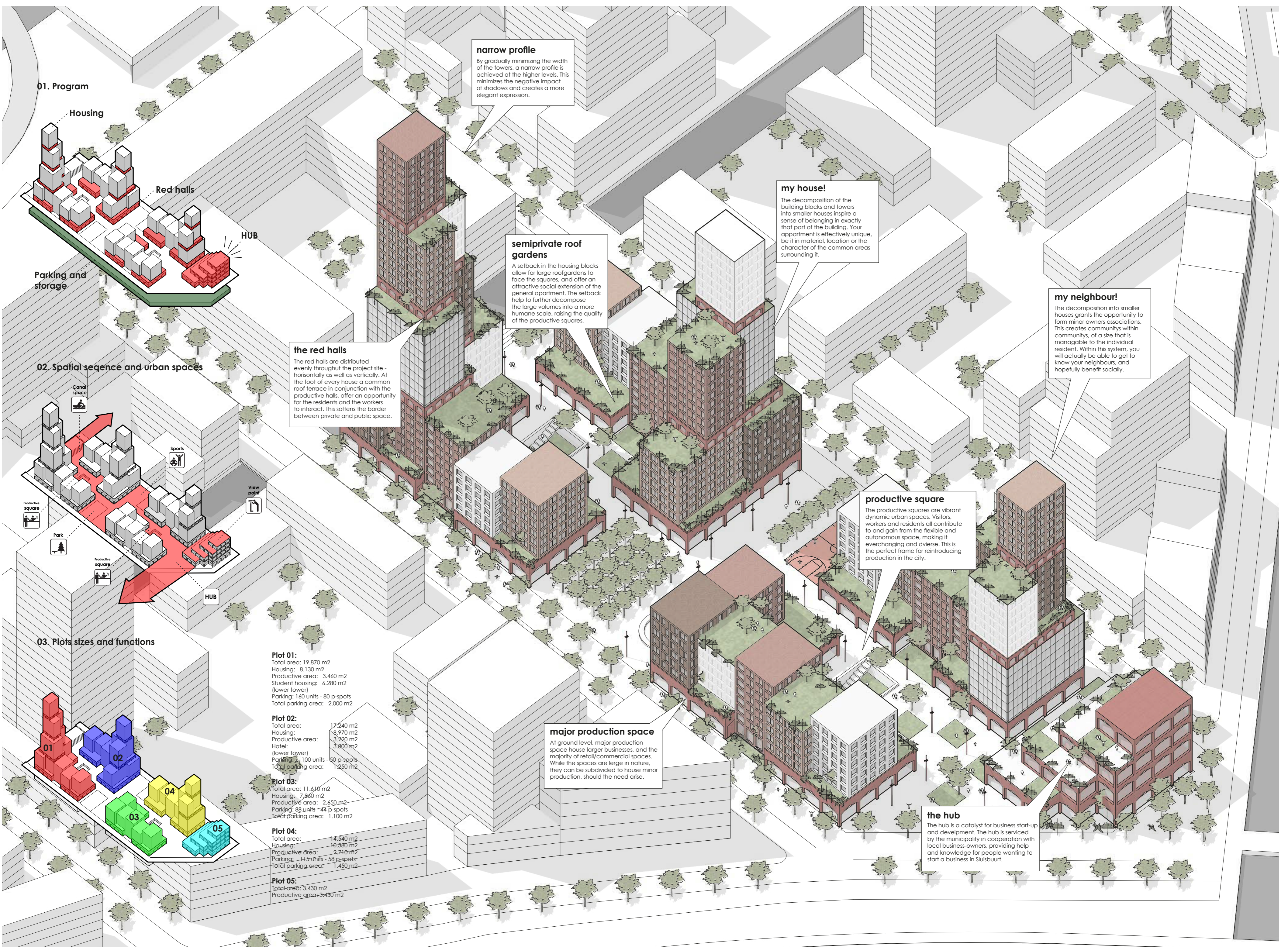


De rode zalen/the red halls - Flexible production, retail and office space

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Project site - The qualities of a midrise city + vibrant production in a vertical milieu

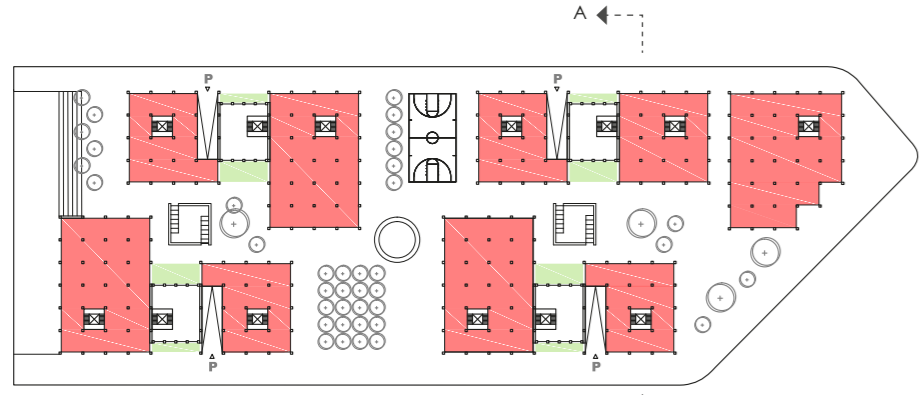


de rode zalen

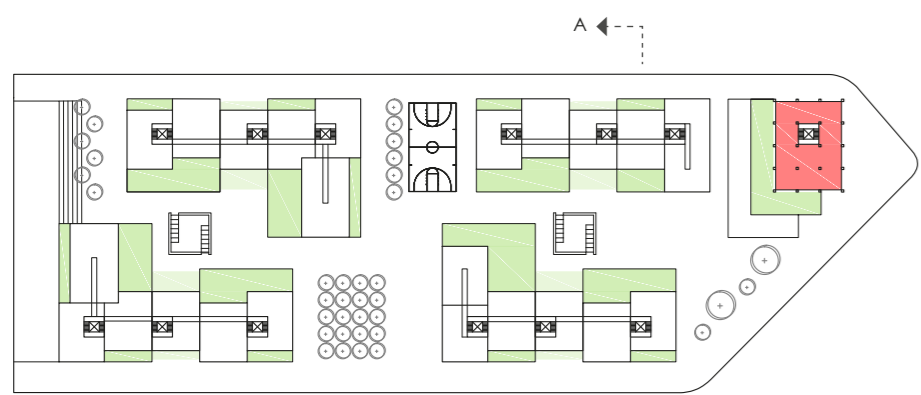


view - productive square

living - working - sharing



ground floor - 1:2000



typical housing plan - 1:2000

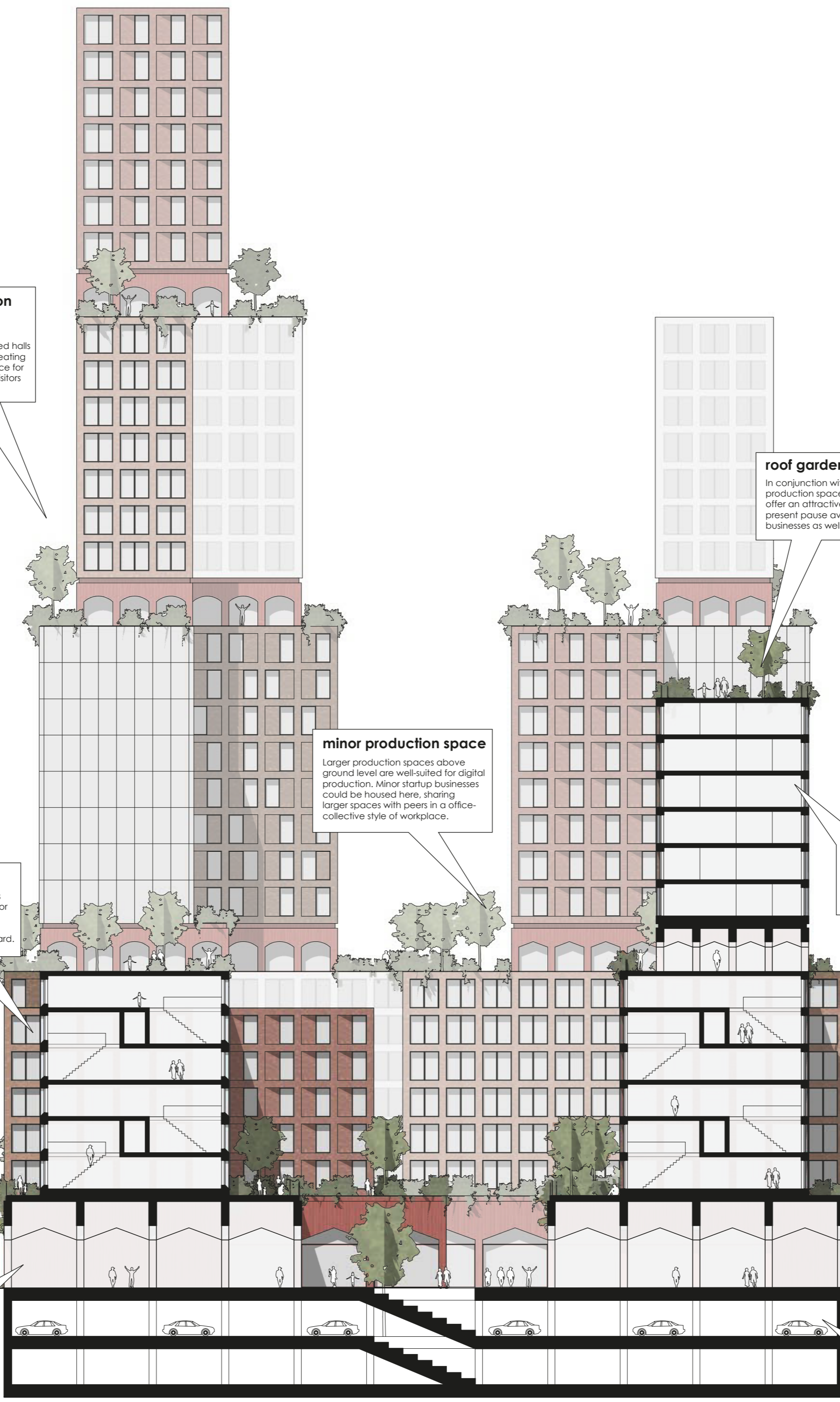


tower level 1 - 1:2000

flexible production space in tower
Every eight floors, flexible production spaces / the red halls splits the housing blocks creating a highly public vibrant space for residents, businesses and visitors to interact.

apartment layout
At the lower levels apartments are serviced by an inner corridor and span over 2 floors, this ensures well-lit apartments facing both street and courtyard.

major production space
At ground level, major production space house larger businesses, and the majority of retail/commercial spaces. While the spaces are large in nature, they can be subdivided to house minor production, should the need arise.



minor production space
Larger production spaces above ground level are well-suited for digital production. Minor startup businesses could be housed here, sharing larger spaces with peers in a office-collective style of workplace.

roof gardens
In conjunction with every production space, roof gardens offer an attractive and ever present pause available for businesses as well as residents.

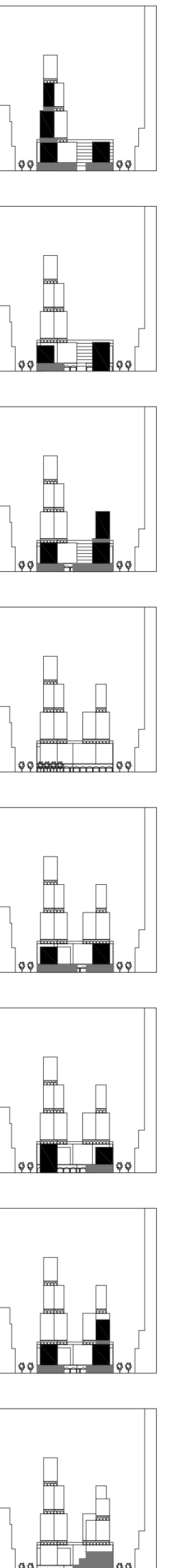
apartment layout
At the upper levels the building narrows and apartments can span over an entire floor, services by a core stairwell and lift.

parking
Parking and distribution is placed in the basement underneath the project site. Parking at -1 and distribution at -2.

Section AA - 1:300

Spatial sequence

The urban space varies in height and width through the project, resembling the spatial sequence in older parts of Amsterdam.



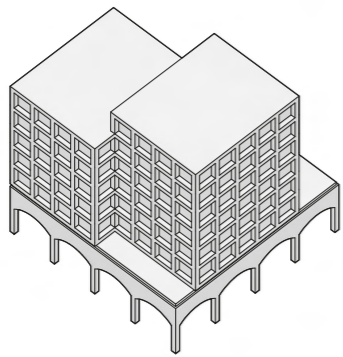
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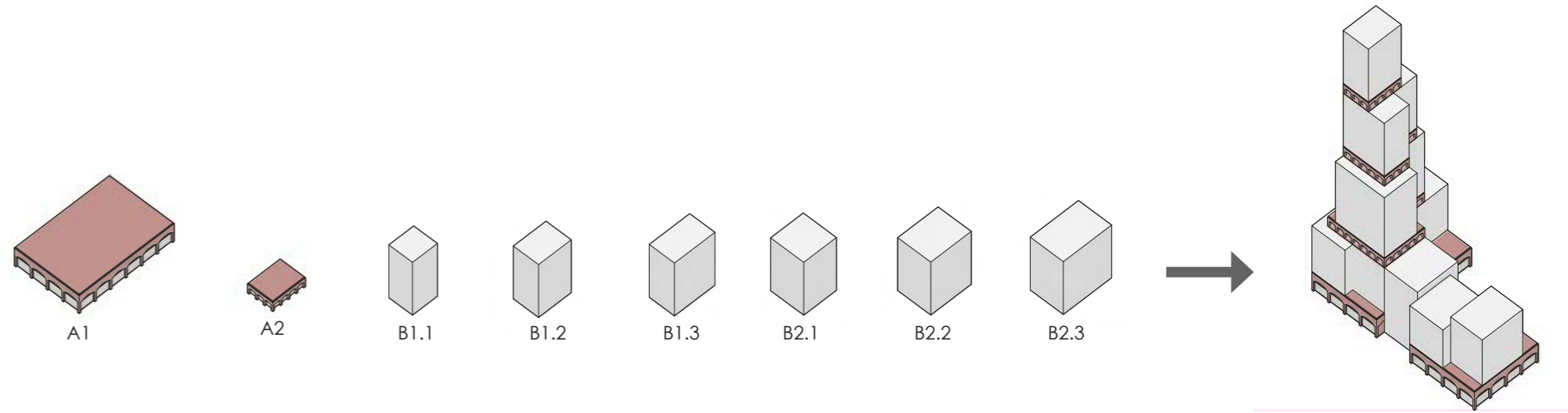
grid and construction

A simple grid structure on loadbearing flexible productive halls keeps building costs at a reasonable level, and ease customization for a varied layout throughout the project site.



types and variations

Few, carefully dimensioned building blocks, combines into complex systems seemingly unique. By simply adding floors and displacing the individual blocks endless variations are possible. The broken down scale opposes the non-human size of the sluisbuurt towers.



proposed materiality

Brick is the dominant material. The color scheme is red-brownish reminiscent of Amsterdam center. The warm and substantial brickwork is occasionally contrasted by contemporary materials such as stretch metal, glass and concrete, resembling Amsterdam city as a whole.

