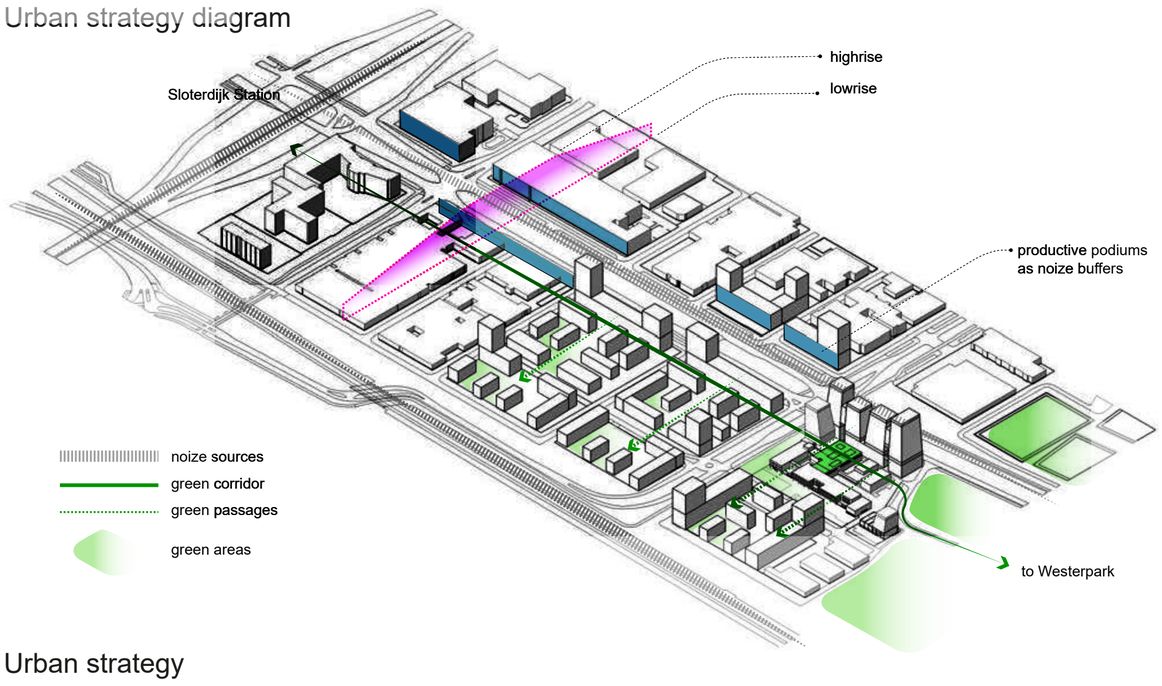
EQ848(NL) Amsterdam Transformatorweg *Becoming co-productive*

Urban strategy diagram



Introduction

Co-production is most recognizable within broader public as a term originating from film and media industries. However, it has a much broader meaning for example in terms of public services it anticipates a practice of delivery of public services in which citizens are involved in the creation of public policies and services (also in the private and non-profit sectors in addition to the public sector). In contrast with traditional citizen involvement, citizens are not only consulted, but are part of the conception, design, steering, and management of services. Co- production is the process more and more present in building industry along with co-creation which drives and changes the architectural design field already.

A proces of implementation of this competition would also be a co-productive process, aiming to bring to one table different parties, the city council representatives, landowners, developers, investment funds, real estate companies, potential tenants, Media college council, students, local community... Therefore this proposal aims to provide a platform to start the dicussion by illustrating an operational scenario. What if we could gather such particular set of complementary activities to one block just as Media College has gathered a wide range of media related educational programs and professions under one roof?

A bottom up approach started from the potential users so programing the new development was the focus due to the necessity to acheive a mix to complement the exhisting educational institution. By bringing the education closer to public and bringing in bussinesses to the educational instititution Media College acts like a both programmatic and physical podium for the entire block. Two anexes are envisioned in a tower like-typology: a facility open towards public and the contemporary student habits and a „media bussiness incubator". The new housing/productive development in the north follows the same logic - a group of tower/slabs on a porous podium containing network of semi-public common spaces distributed in a rotational logic. A group urban form follows trunicated pyramide geometry which (besides bringing light, air and acceptable distances) works as a tool that organizes the program vertically. Since almost all the programs are distributed vertically as a gradient following the parameter of optimal core-to-facade distance is proposed. All the necessary service and common areas specific to a particular programs are typically clustered around the cores . This design strategy enables having a homogenius mix of heterogenius program instead of a maybe more obvious solution where all the programs could be layed out into separate towers or slabs. And this is the point where the proposed podium/tower/slab typology answers to the needs of co-productivity – a social and professional diversity and collaboration whitin a single spatial framework.

Urban strategy

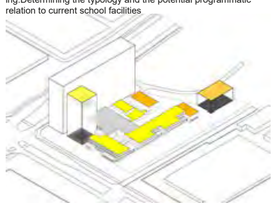
Having in mind that the location is surronded with busy car streets and and realtively non atractive industrial context there are several goals to acheive: bring the qualities of typical Amsterdam city center block such as accessibility and street level activities, use the potentials of building in the peripehry, establish connection to city parks in the area, protect the inside of the block from hard traffic and activate the inside of the blocks by inserting the green passages. A porous poduim facing Transformatorweg is established and equipped with activities that could bring in the pedestrian traffic and create a place to stop and visit. An internal pedestrian/bike street is introduced as a more comfortable passage. Along Contactweg a serie of micro green areas is proposed for different ctivities ex. street market, playgrounds etc.

Program / infrastructure / public & semi public spaces network - axonometric diagram

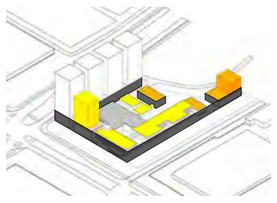
For the three principal user groups (students, residents and workers) a variety of semi public spaces are proposed. For Mediacollage an increase of outdoor green areas is acheived by migrating almost all the outdoor parking spots underground, and by introducing an elevated „mediapark" on the large roof of the central school facilities. For the housing/productive development in the north side of the plot it is the void spaces and common areas within the podium and the large balcony on the transition floor which provides a new leisure space 5 levels above ground elevated from street noise.

Massing methodology

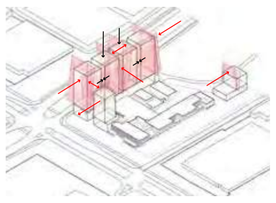
STEP 1. Introducing a 40000 + m2 slab in the north. Identifying the school anex locations that dont disturb the school functioning.Determining the typology and the potential programmatic relation to current school facilities



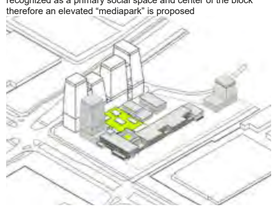
STEP 2. Segmenting the mixed use slab into four towers adjacent to the exhisting school facilities which define porous podium of the overall block.



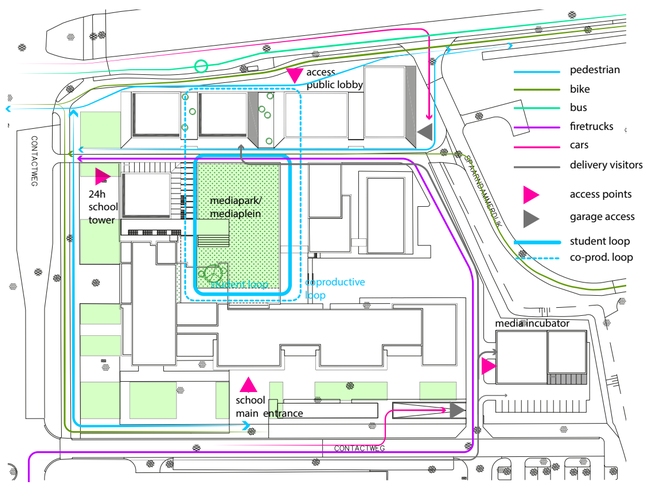
STEP 3. Desired programmatic capacities are acheived using the densly distributed towers. Towers are sliced to reduce large depths and to acheive rational distances and orientations.



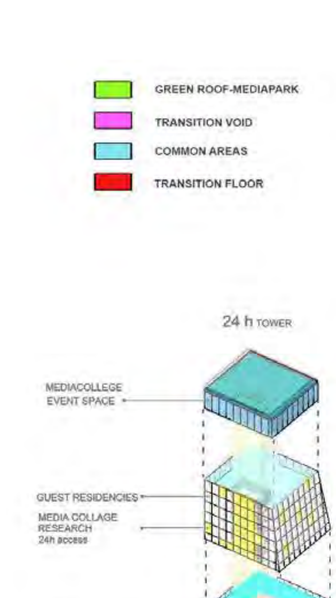
STEP 4. The two complementary urban forms are completed and the block is defined with the porous podium and the corner towers. Within a school area the kantine / assembly area is recognized as a primary social space and center of the block therefore an elevated "mediapark" is proposed

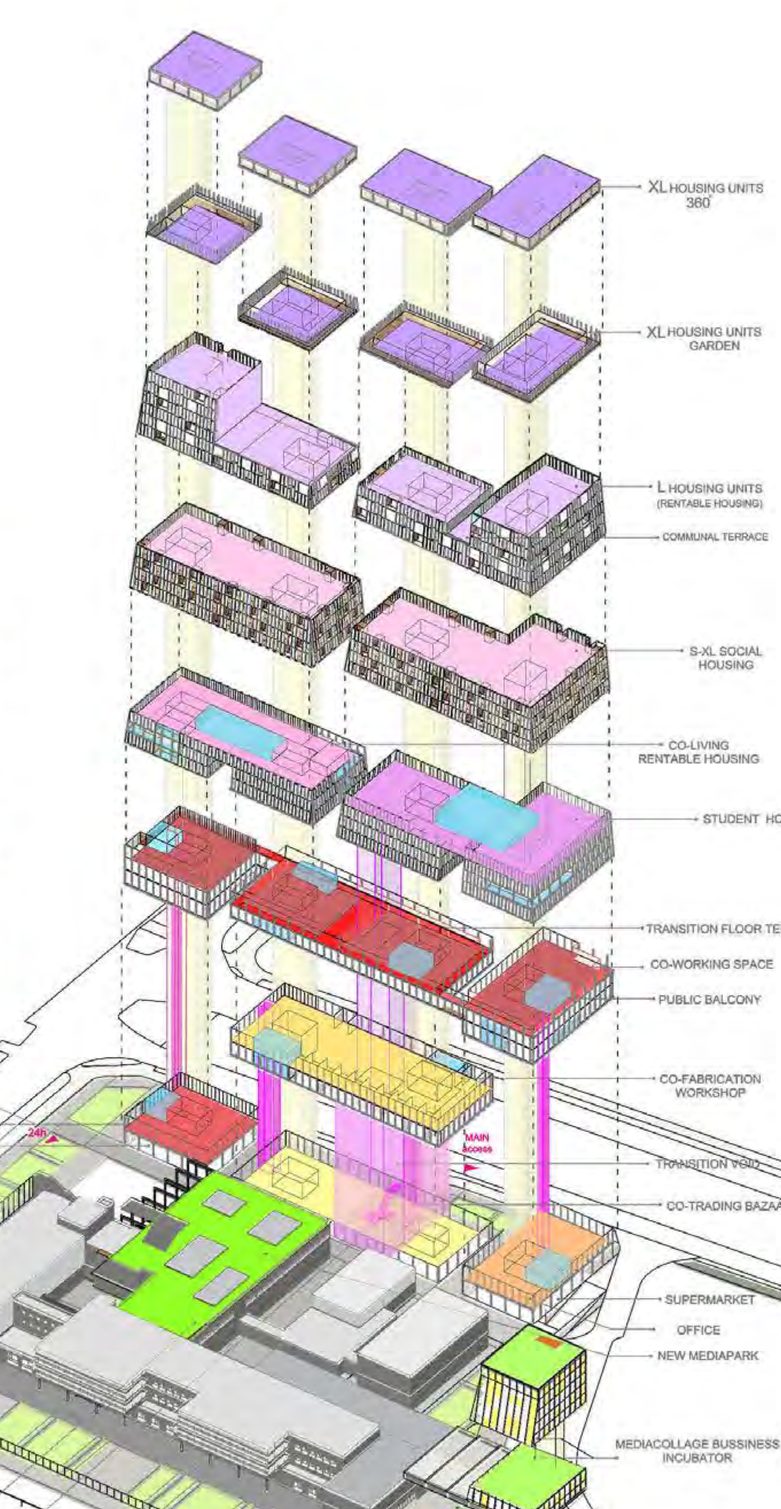


Urban circulation diagram

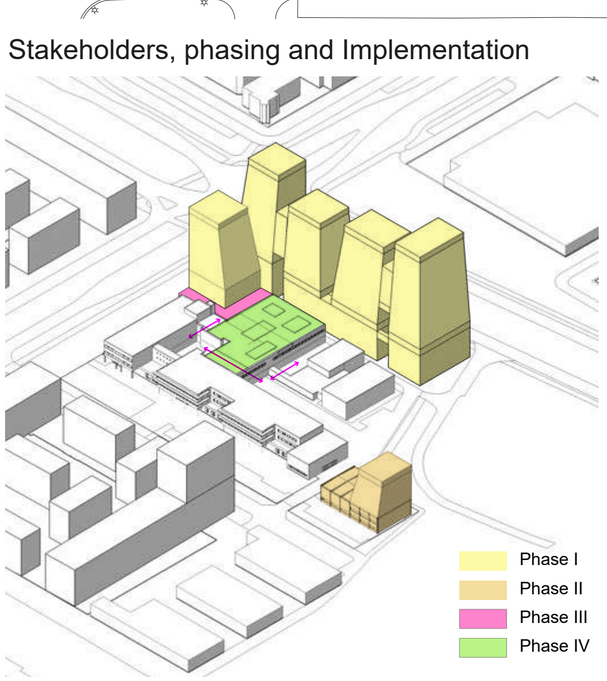


Situation plan S 1:1000





Stakeholders, phasing and Implementation



Principal stakeholders in the co-production process are identified: city council representatives, developers, Investment groups and potential tenants, Media College, students and local community. A final programmatic structure should be disussed and defined through a bottom up way before a new design phases are initiated. Overall development of the block could be divided though different phasing process due to the fact that both anex building for the Media College could be constructed independently and then connected later. A mix use development in the north could be done as a whole at once or in segments and then connected later this is a matter of dicussion bethween the investitors and construction companies. We cannot predict all the phasing exactly due to the necessity for the faisibility study but we do envision a following scenario as a starting point for the discussion:

Phase I – Building a collective car park under the nothern plot and the northwest west corner of the school plot, building the poduim and the towers in the north and the „24h Media College" anex in the northwest

Phase II – Building a multifinctional studio with the media bussines incubator tower on top, shool is the main stakeholder in this phase an it is very flexible in terms of teh time when this can be developed

Phase III – Connecting the western annex and creating the conne ction within the overall block. Anex tower is getting a podium connection to the exhisting school building, also a vertical connection to the new pedestrial street in the north. Current warm corridors connecting the shool facilities could be open transversaly to enable the loop around the main assembly volume where the cantine is located. Also a braoader (coproductive) loop could be acheived in certain occasions so the school area could be more open to public.

Phase IV – We propose building an elevated park space on the central volume of the school – a mediapark, which can be connected to the western anex via bridge and also accessible internally through existing building. A further study will show wheather this can be a conventional green roof or a network of platforms.

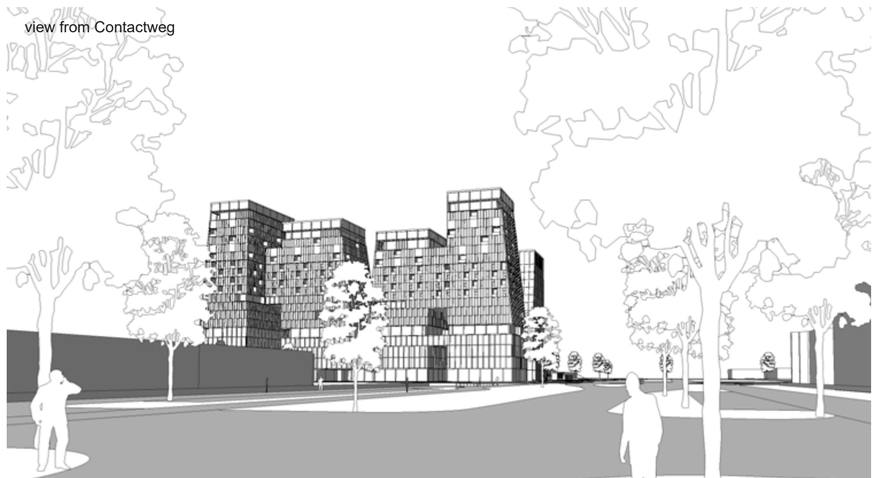
Mobility and parking

Having in mind that Amsterdam ranks second in the world in term of urban mobility, we tried to follow the strategy of emphasizing the importance of biking, therefore several bike parkings are introduced. However we worked out also the parking perpectives. Under the development on the north and the new school tower in the west 2 levels of underground parking are proposed. It would have a sufficient number of spots for the social and non social housing units. For the others a car sharing concept is proposed, going a along with the co-living, co-working, co – fabrication and the overall co-production theme. Under the shool anex in the east another underground parking is proposed enabling the removal of almost all the parking spots from the school plot and the incerease of green space in the school yard.

Group form as a multidirectional urban gateway

view from Sloterdijk station direction

view from Contactweg



view from Contactweg

EQ848 (NL) Amsterdam Transformatorweg

Becoming co-productive 2

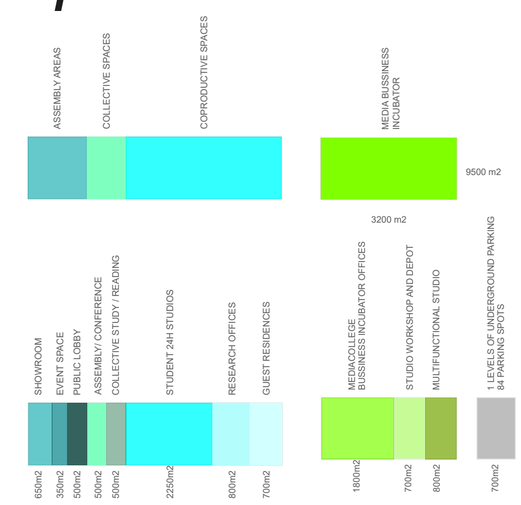
Media College expansion

We recognize the potential ambitions of Mediacollege to bring the students coproduction activites to a more advanced level which goes along with the technology advancements and to open the school activities to public and to bring in bussinesses within the eduacatinal instititution. Two spots recognized for expanding the shool are chosen to provide a large flexibility in phasing due to the fact that the anexes can be constructed as completely independent buildings which can be connected afterwards.

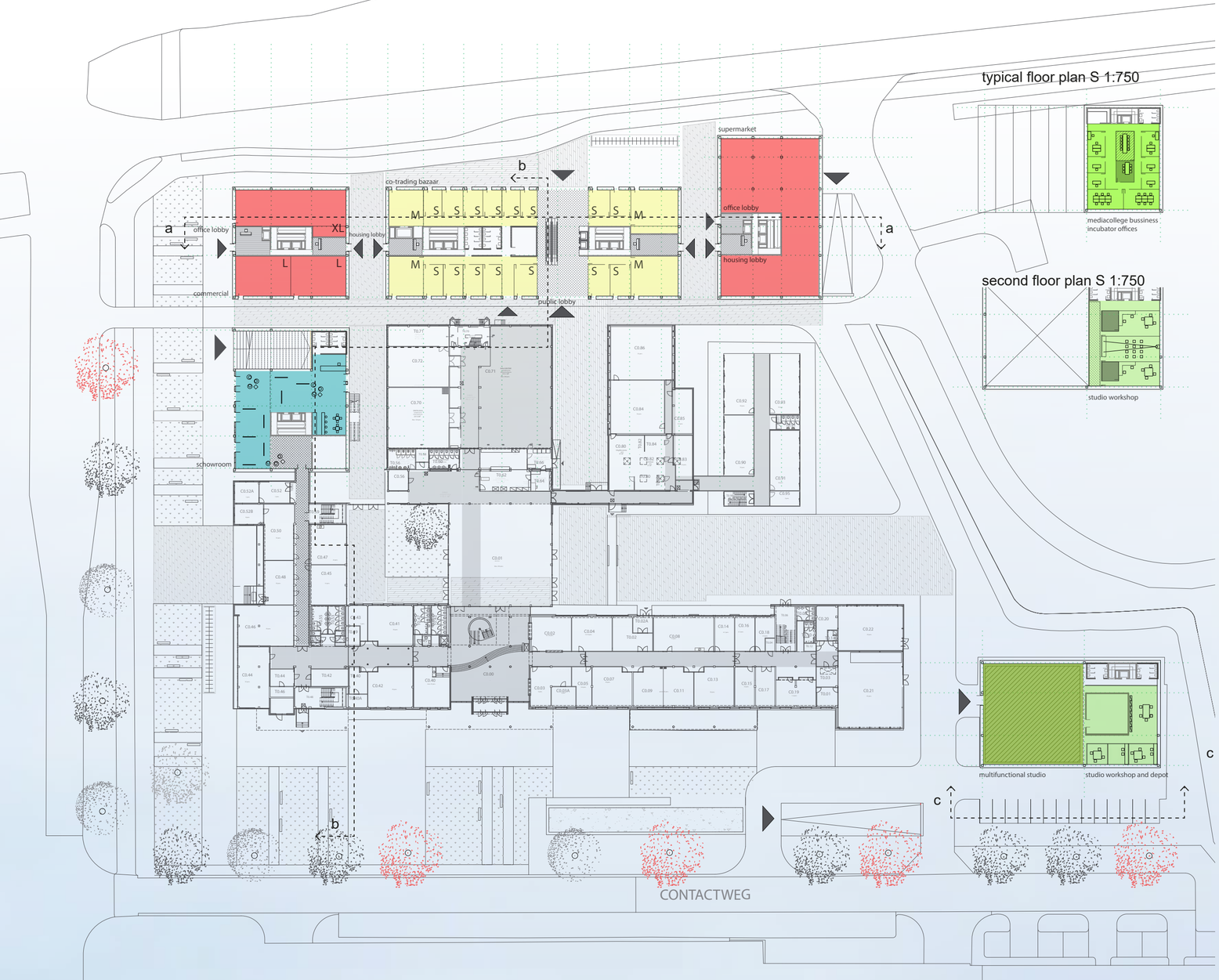
Mediacollege could expand by adding two new anex facilities – following the sizes if the plots and the reqired capacities – these are both tower typologies:

- 24h Mediacollege tower –a facility more open towards public and the contemporary student habits. Situated at the corner x Transformatorweg this tower participates in forming a new urban gateway

- Media Bussiness incubator building - located in the shool parking lot - a facility more open towards bussinesses – a hybrid buiding (hangar + tower) to serve attract bussinesses and collaborations



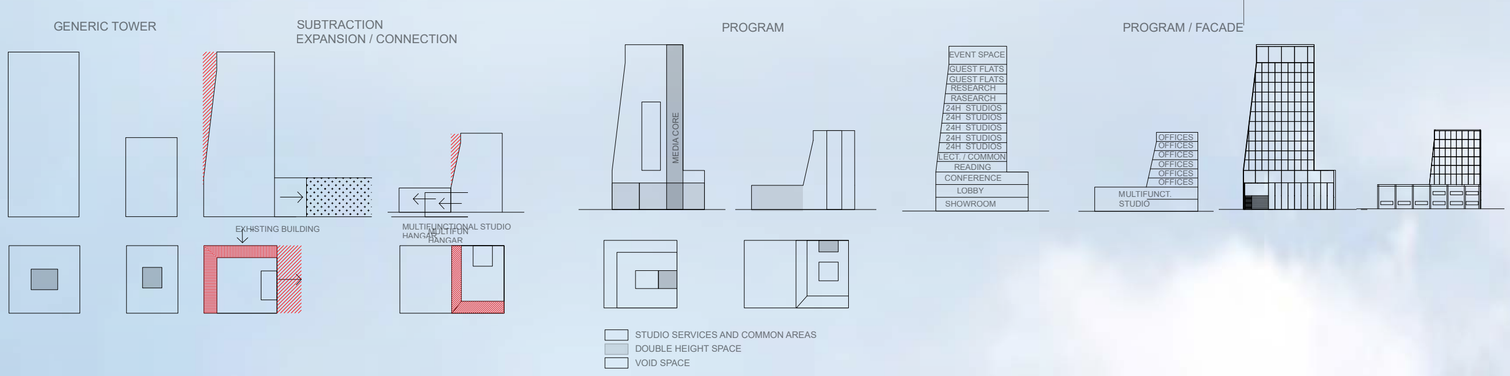
Ground floor plan S 1:750

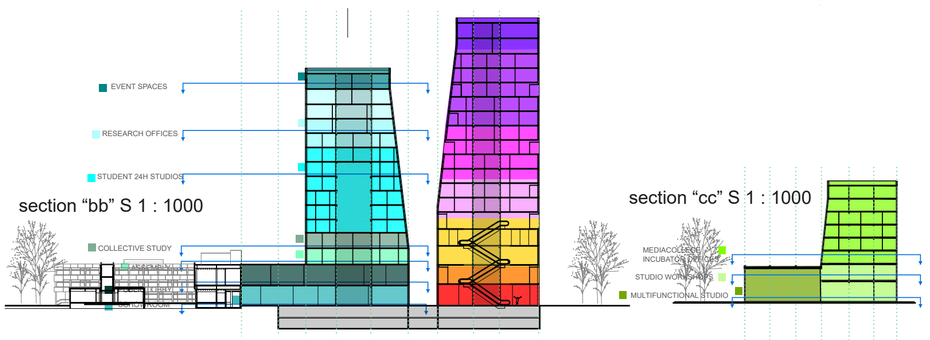


typical floor plan S 1:750

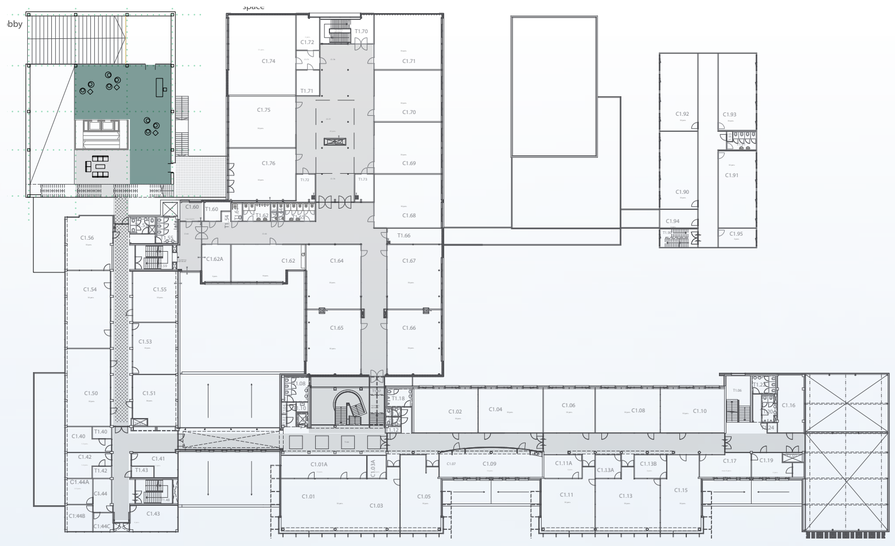
second floor plan S 1:750

Design strategy diagrams

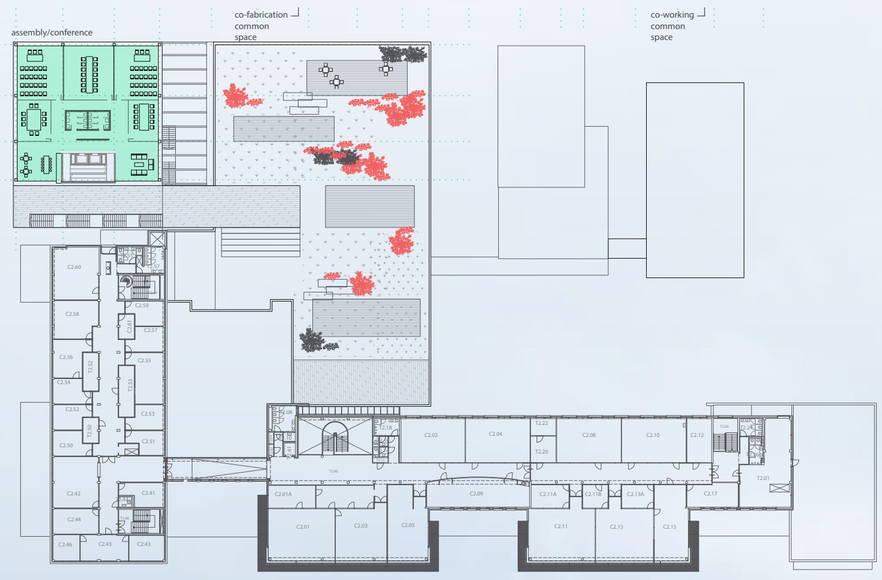




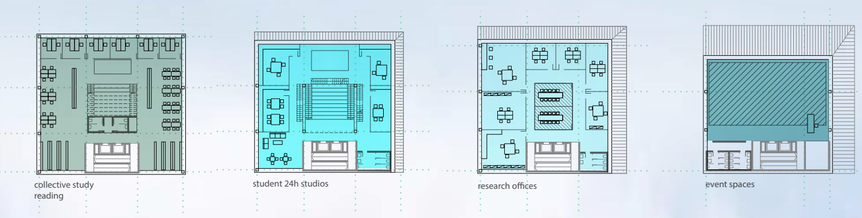
plan “a” first floor S 1 : 750



plan “b” second floor S 1 : 750



typical plans, floors 5-14 S 1:750



EQ848 (NL) Amsterdam Transformatorweg *Becoming co-productive*

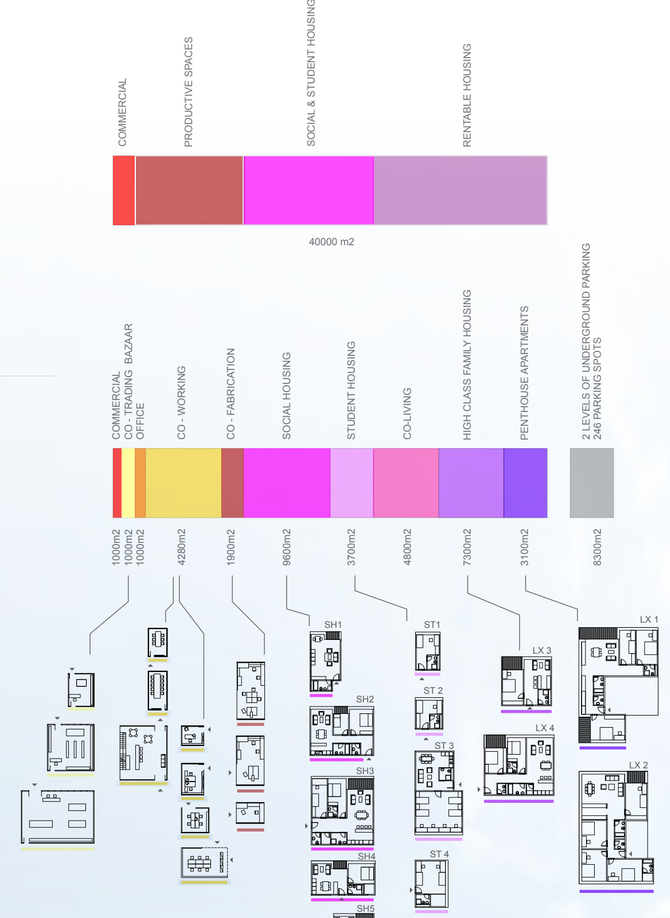
Housing/ productive/ commercial

These programs are acheived within a single massing gesture which combines different building typology segments podium/tower/slab. The acheived urban form can be read as 4 towers or two pairs or a single porous slab.
A narrow and thick podium is hosting a diverse productive programs besides providing infrastructure for the towers above. Programs hosted within can work both independently and be interconnected at the same time, this is acheived with addtional vertical connections which lead to the transition floor and through a network of semi-public common spaces which are distributed througout the podium in a rotational logic

-Productive zone is understood as a mix of different workspaces in complementary branches (media tech industry could be the leading, but it could also be followed with design, IT or other industries), this zone is divided into 3 parts: modular co-working space (a fastest growing typology), 2 smaller typical office floors, and a 2000m2 co-fabrication space, meant be shared between deisgn and media industries. This co – fabrication space builds up on the fab-lab concept, lower floor is conceived as a layout of diverse workshops and machine and equipment rooms, which could be booked and used by the individuals and small companies whose workers have modular offices and rented workshops on the gallery above from where they could observe the manufacturing processes below.

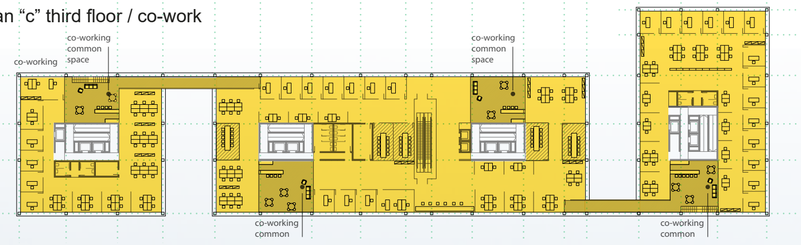
-Housing program is divided into 5 categories: social, co-living, student housing, rentable housing and luxury housing. A large portion of the housing capacity is reserved for temporary housing student and co-living which are typologically similar (flexible and modular layouts) but essentially for different user groups and providing different levels of comfort

-Commercial spaces are d ivided into two segments – one is anticipating the commont facilities for a development of this size (such as supermarket, bank, HoReCa) the second larger portion is conceived as a co-trading concept (like a fair, bazaar). Co-trading segment contains a public lobby and is conceived as a flexible space with a large number of smaller shops and services that could be related to the media industry, but the general idea is to maximize the diversity of bussinesses which could share the service and storage spaces located in the center of the podium gorund floor. This commercial section could be directly related to the co-fabrication workshops above. This space together with the adjacent outdoor areas could be imagined as a place to host small fairs and market events.

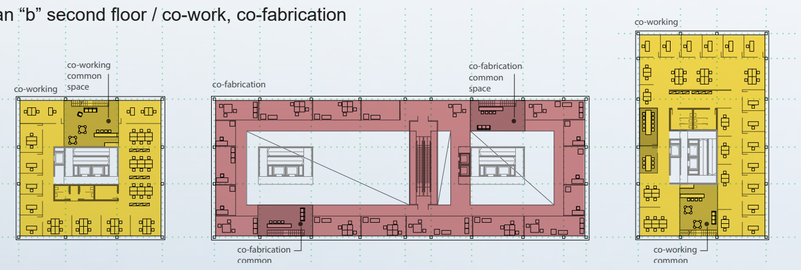


Plans S 1:750

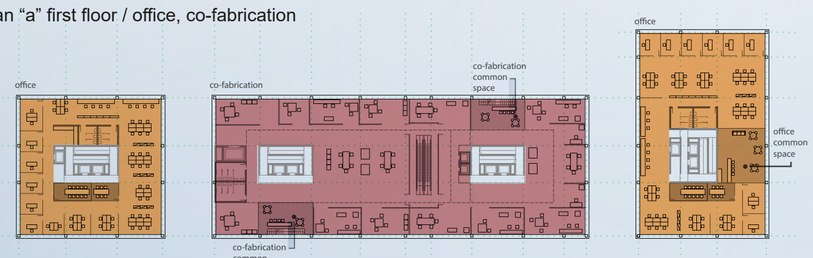
plan “c” third floor / co-work



plan “b” second floor / co-work, co-fabrication

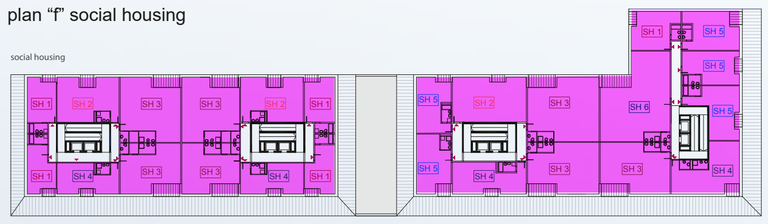


plan “a” first floor / office, co-fabrication



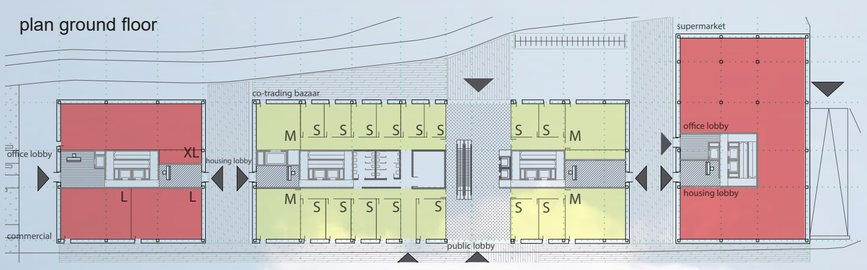
plan “g” housing

plan “f” social housing

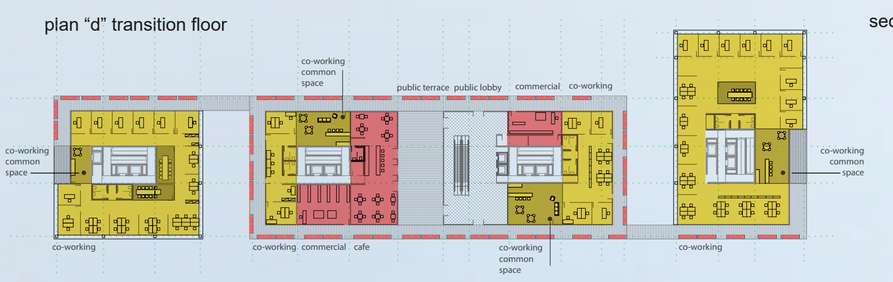


plan “e” student / co-living

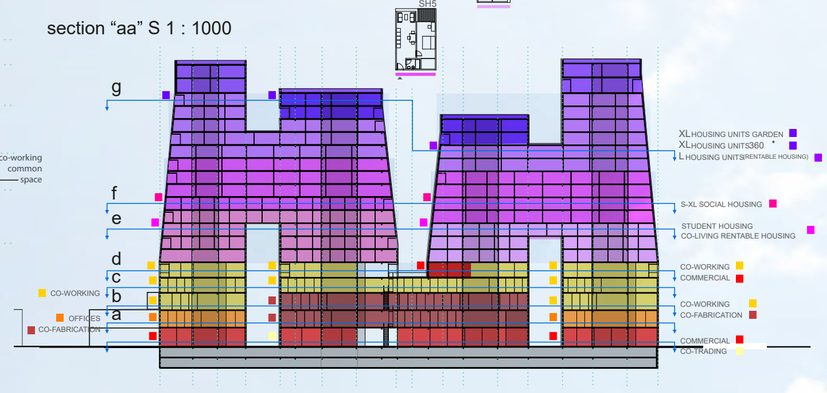
plan ground floor

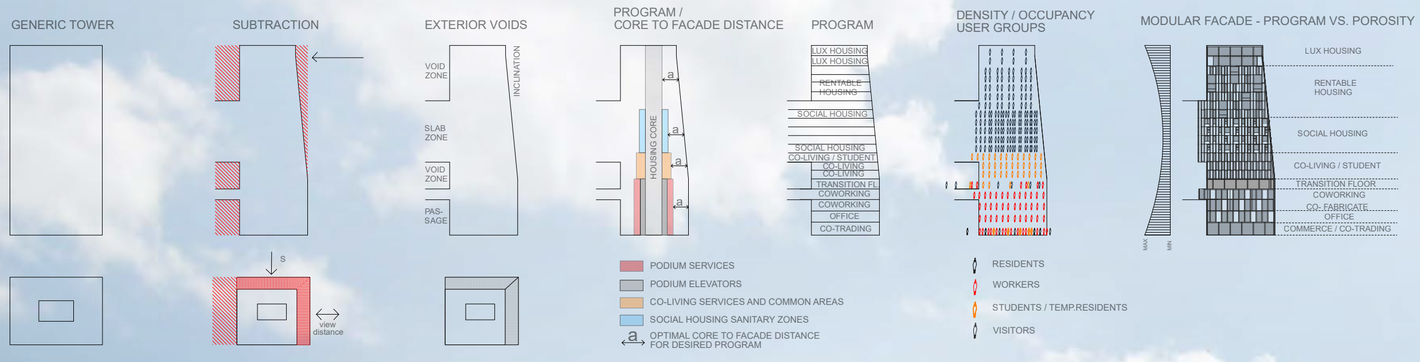


plan “d” transition floor



section “aa” S 1 : 1000



Design strategy diagrams

Programe is one of the main focus of the project due to the necessity to acheive a complementary mix to the exhisitng and expanding educational institution. The overall geometry of the towers - trunicated pyramides besides helping to bring light and air and acheive acceptable distances, is also a tool that organizes the program layering vertically. Since almost all the programs are distributed vertically as a gradient following the parameters of core-to-fasade distance (a) all the necessary service and common areas fro particular programs are typically clustered around the cores. This design strategy enables having a homogenius mix of heterogenius program instead of a maybe more obvious solution where all the programs could be layed out into separate towers or slabs. And this is the point where the proposed podium/tower/slab typology answers to the needs of co-productivity – a social and professional diversity.