

FRAMING TRANSFORMATION

TRANSFORMATORWEG CHALLENGES

The Sloterdijk area and Transformatorweg site have been built as a low intensity industrial area. This is clear in street profiles where the car prevails and sidewalk are often not present. Both Transformatorweg and Contactweg are wide and distance between cross streets is large on a pedestrian scale.

TRANSFORMATORWEG QUALITIES

The edge of the city is where the city most often adapts to its challenges because there is the space and flexibility to respond quickly to changes. We see this clearly in Sloterdijk where we see hotels popping up to keep up with tourists demand for instance.

Because of its adaptive character the Sloterdijk area accommodates a rich mix of functions in large blocks. The blocks are filled with utilitarian structures developed in a seemingly uncoordinated way. But as the blocks continue to adapt a rich fabric of indoor and outdoor spaces is created.

The same goes for the school. Through a series of additions and adjustments to the building a rich fabric of volumes and open spaces was created. The open areas are not always used at the moment but have the potential to become the base of a new urban fabric on the site.

URBAN STRATEGY

The objective of the project is to embrace the adaptive character and spatial quality of the existing Sloterdijk area and the Mediacollege ensemble.

We therefore propose to create a campus of buildings composed of concrete frames and a steel infill. The buildings are independent entities forming an urban ensemble allowing for different development timelines as well as creating a rich in-between urban space.

Framing the school with a living & working zone

The Mediacollege building has a strong L-shaped organization towards to southwest of the site with the interior Mediaplein at its core. The proposal is to add a counterpart to the northeast. A combination of living, working and educational spaces activating also the current "back" of the school.

Creating a new urban square

By adding this counterpart development to the northwest a new urban space is created. A lively urban square framed on all sides. A meetingspace for students and future residents with the potential to host larger scale events to communicate the work of the students with a broader audience.

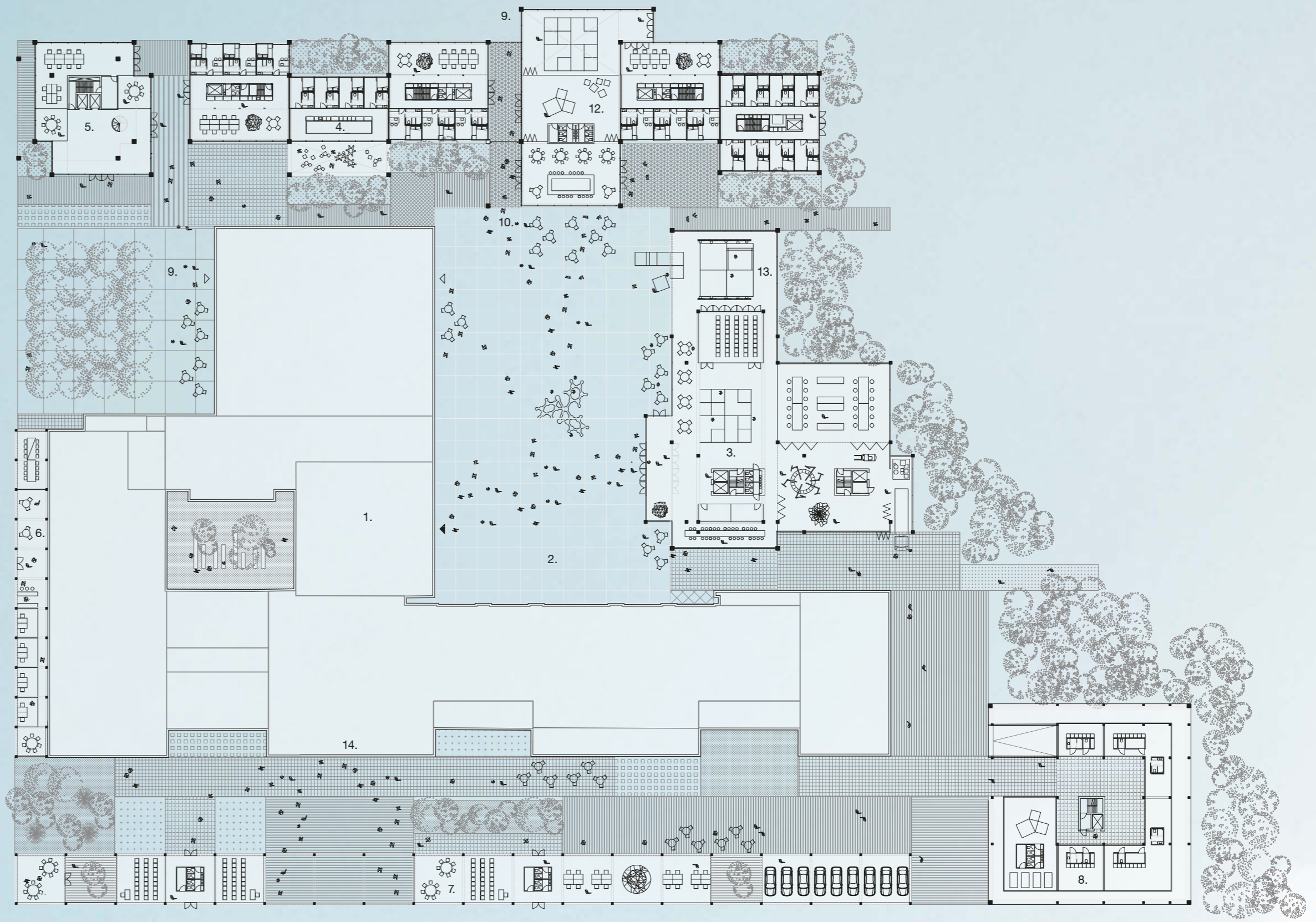
Creating MaLab

The Mediacollege is launching a number of initiatives to better prepare its students for their future careers. Most of them such as Malncubator focus on a more open and collaborative way of working and supporting entrepreneurship.

In its current building these activities are not easy to house. We therefore propose MaLab a space consisting of a number of intersecting frames. This creates a variety of ceiling height and large span spaces to facilitate for instance production of movies and performances and large scale installations.

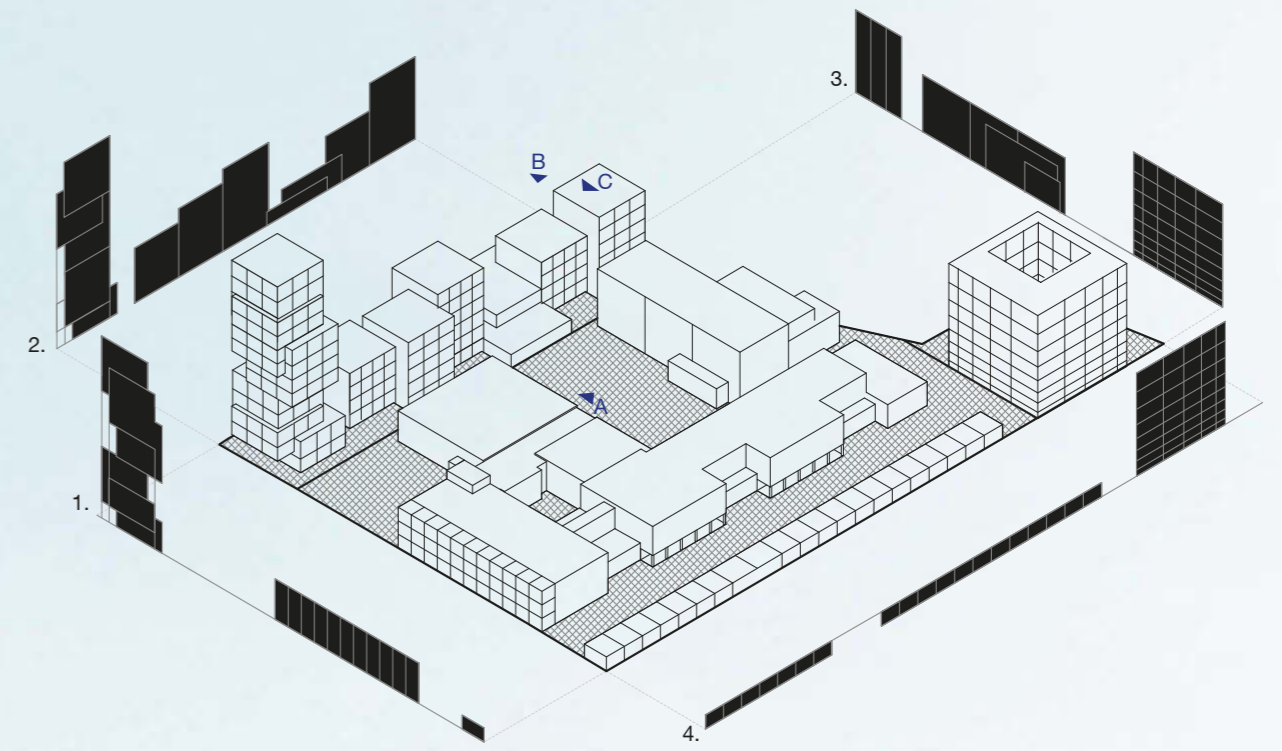
Creating a network of small scale open spaces

Apart from the central Mediasquare the ensemble of volumes also creates a variety of smaller scale spaces that are interconnected. This creates new public pedestrian and cycle passages from the Spaardammerdijk and Westerpark into Sloterdijk I. On the outside the ensemble responds to different conditions by opening up - towards the planned Contactweg park - or closing in - towards the traffic of Transformatorweg.



SITEPLAN 1:500 - LEGEND

1. Existing school building
2. Media Square
3. Media Lab
4. Studenthousing + production spaces
5. Housing tower
6. Gallery and staff spaces
7. Gateway classrooms + production space
8. Housing cube
9. Contactweg square
10. Transformatorweg square access
11. Access to Spaardammerdijk
12. Student cafe and commercial space
13. Filmstudio and performance Medialab
14. Main entrance existing school

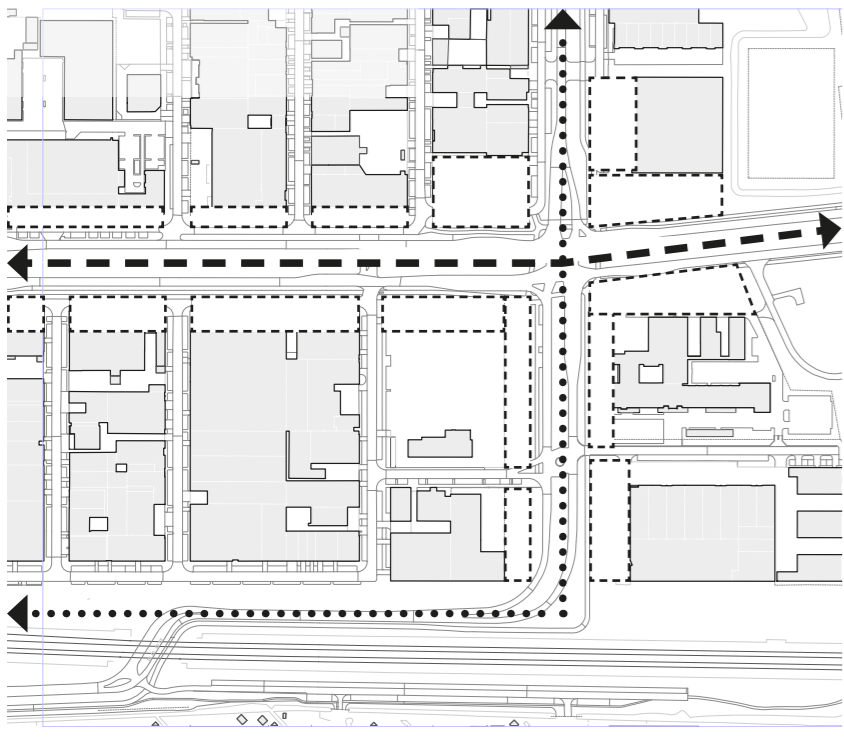


URBAN PROFILES

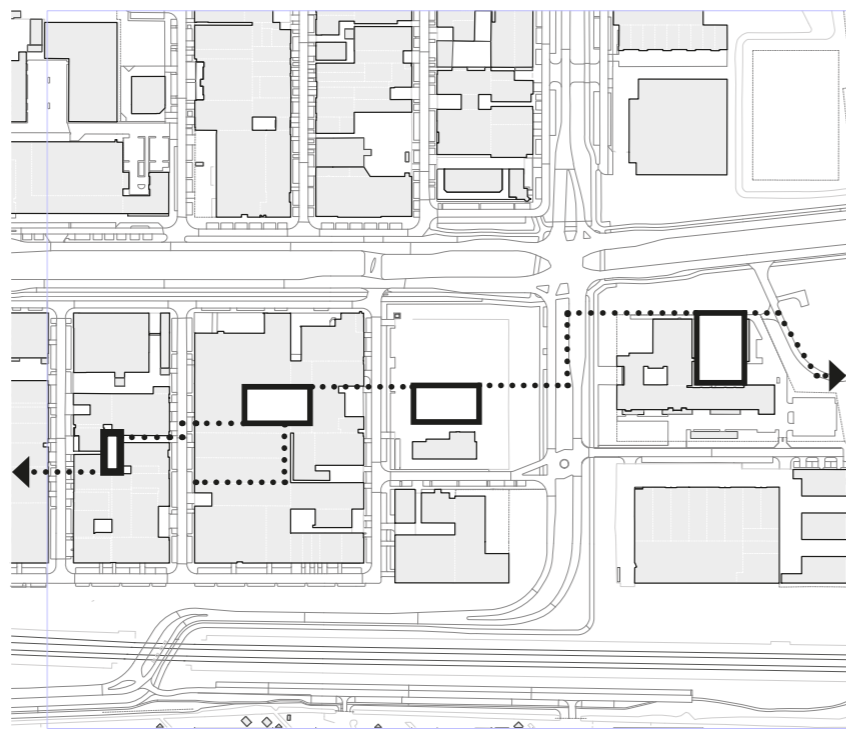
1. WEST - opening up to Contactweg new urban park
2. NORTH - providing urban frontage and beacon to Transformatorweg
3. EAST - connecting routes to Spaardammerdijk and rural landscape
4. SOUTH - main entry creating streetlife and interacting with businesses



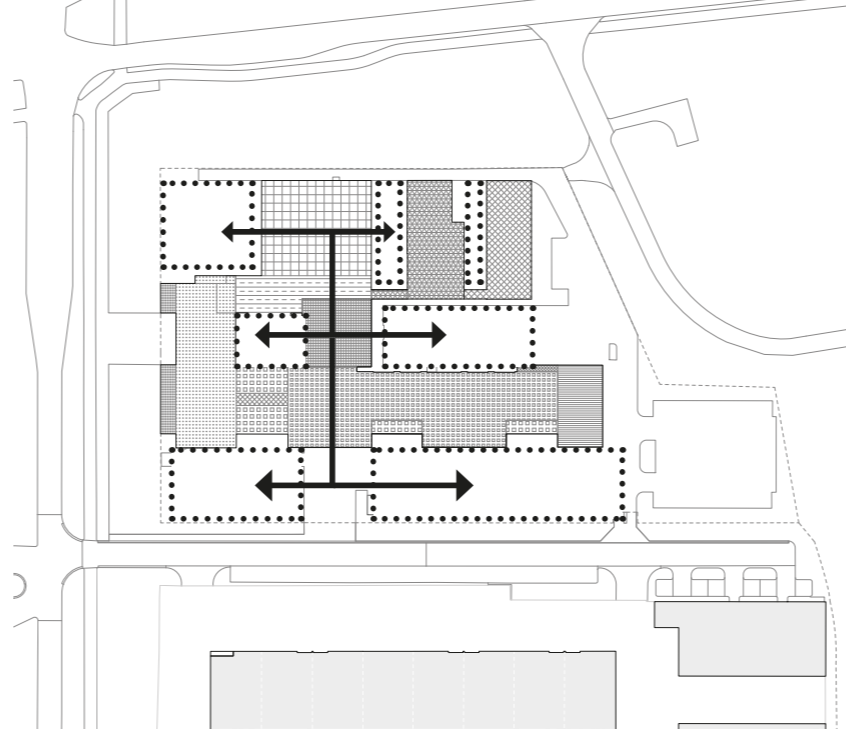
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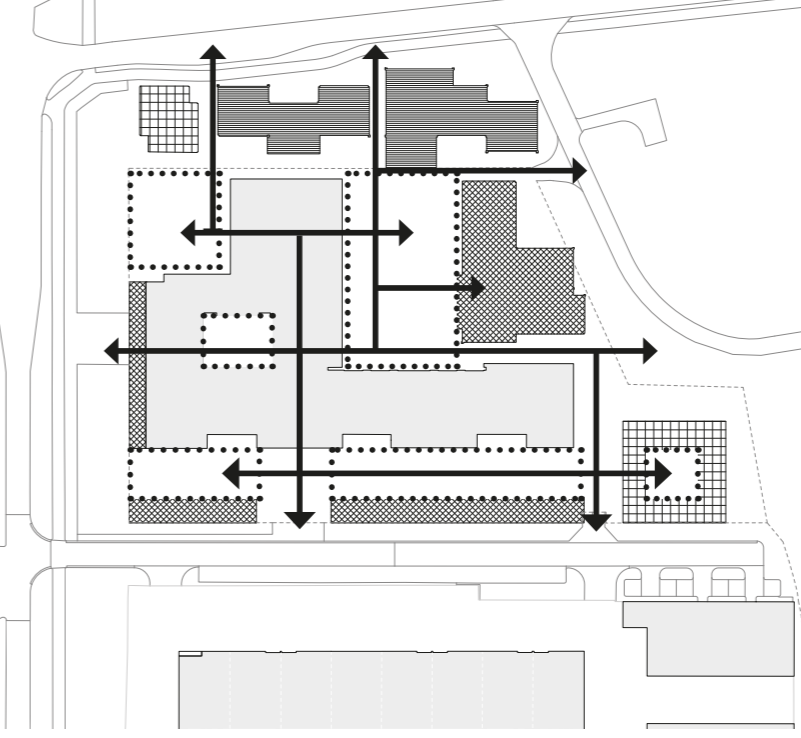
Densification towards to street
To clearly define both the Transformatorweg corridor and Contactweg, we propose a number of zones to densify in the urban plan.



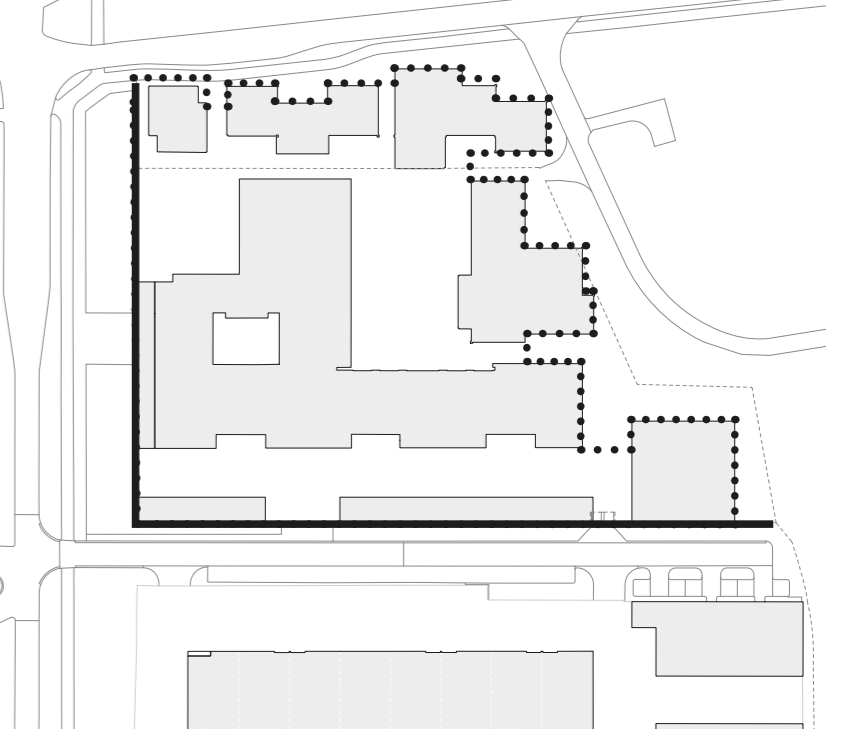
Public space network Sloterdijk I
We imagine a square at the center of the site that can connect the new pedestrian urban fabric of Sloterdijk I to the Spaarndammerdijk and Westerpark beyond.



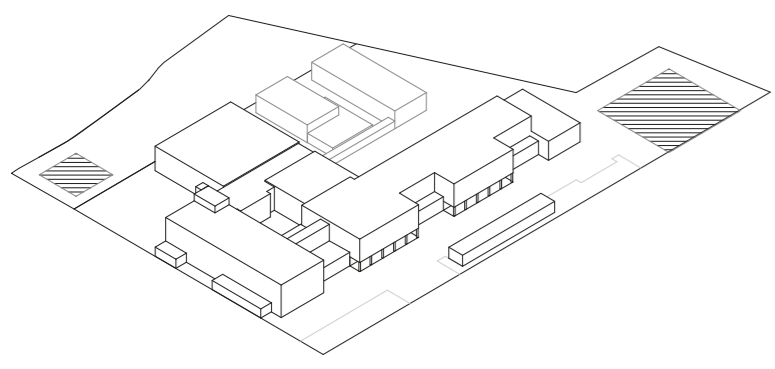
Patchwork of buildings and open spaces
Being built in multiple phases, the school's built form already has a number of small pockets of open spaces. We aim to enhance the quality and expand on this already existing network.



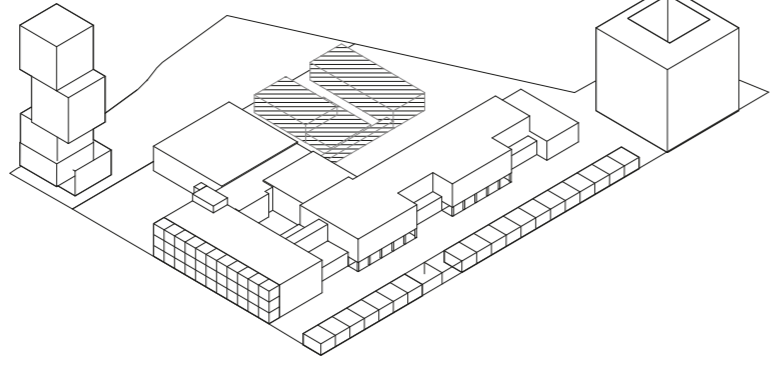
Central square framed by different functions
By placing the buildings around the north and west edge of the site, we frame a new urban space. In this space, education (Medialab and school) meets working and living studenthousing on the northern edge.



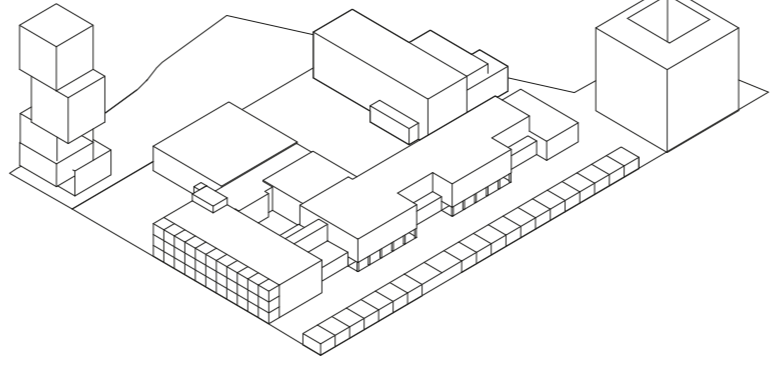
Hard and soft edges
The plan creates two well defined edged to the west and to the south fitting in the Sloterdijk I framework. Towards the west and north the edges are more fringed where the trees and green of the rural landscape beyond can meet the city.



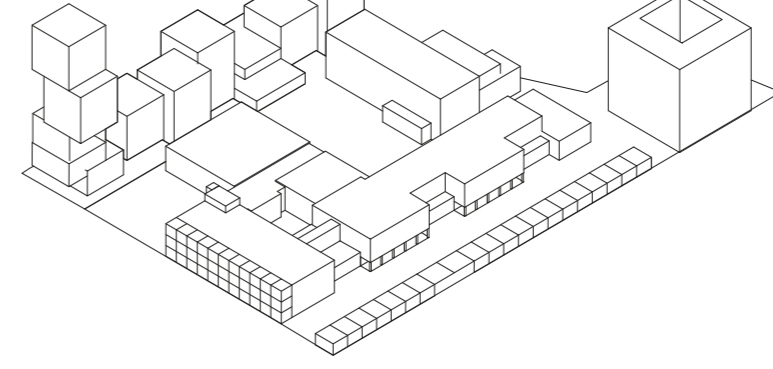
1. Preparations
We propose the school sells the parkinglot site towards the west for housing development. The revenue could be used in the Media lab construction budget. Parking can be solved under the new media lab or on other areas of the site.



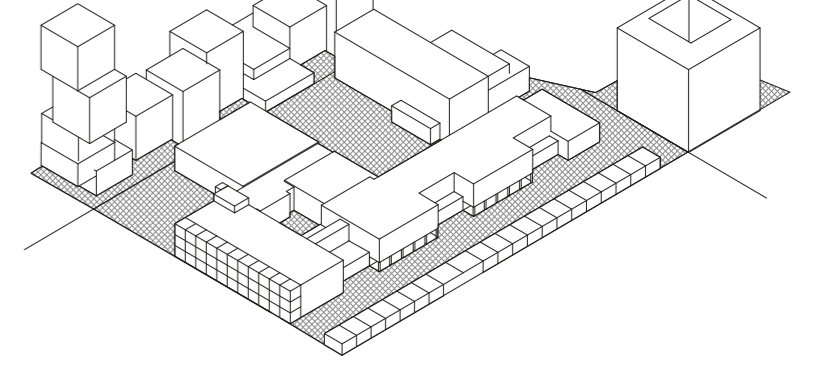
2. Construction on the borders of the site
Construction starts with the tower and the cube's groundworks and possibly parking. The school will start with construction of the gateway and gallery buildings to prepare for demolition of the existing NE buildings.



3. MaLab constructed
The lab building is constructed and the square can be finished allowing the school to already function in its new set-up while construction on the other plots can still be ongoing.



4. Student housing and production space
The modular student housing can be developed in phases to adapt its schedule to the schools needs in order to lower the disturbances as much as possible.



5. Clear ownership structure
The site division is maintained as per the brief with the exception of the Cube housing site. The northern site could be parcelled into two sites if needed. The central square could either stay in ownership of the school or be sold to the city of Amsterdam.



GALLERY

- 1. Workspace
- 2. Exhibition spaces
- 3. Terrace

ADJUSTABLE LEARNING

As the Mediacollege tries to prepare its students for a fast changing job market it needs to stay flexible in adapting its educational space.

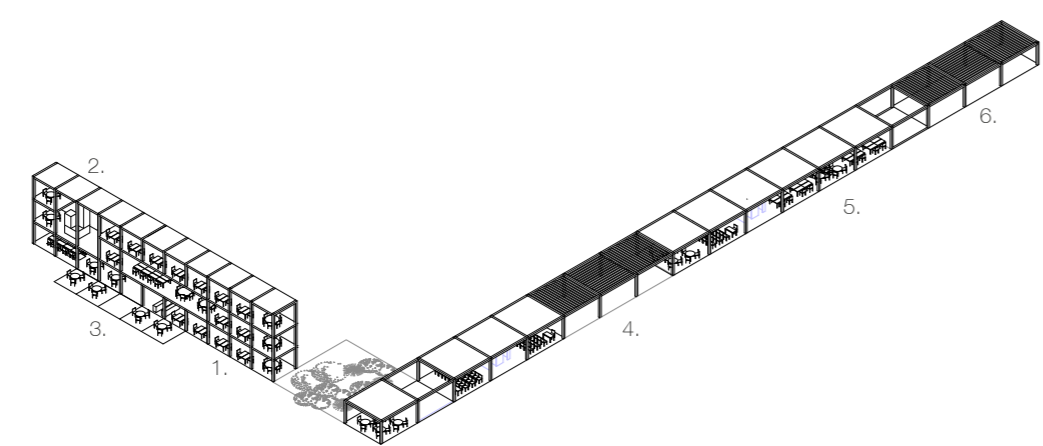
Both the Medialab and the Gateway building are aimed at allowing for students and teachers to inhabit them in different ways.

MEDIA LAB

We propose to house the "non-conventional" education functions, such as film, studios, workshop and facilities for Maincubator and MaBusinesslink in the newly built Media lab. It is a space that allows students and teachers to envision projects that go beyond the conventional classroom.

The lab is built up out of a series of frames of different heights intersecting through a core in the southwest corner of the building. Creating spaces with different floor heights for different activities.

The largest space is the film and theater studio on the north. It has a operable door connecting it to the square for large scale and public performances. This can also be rented out to external parties after school hours.

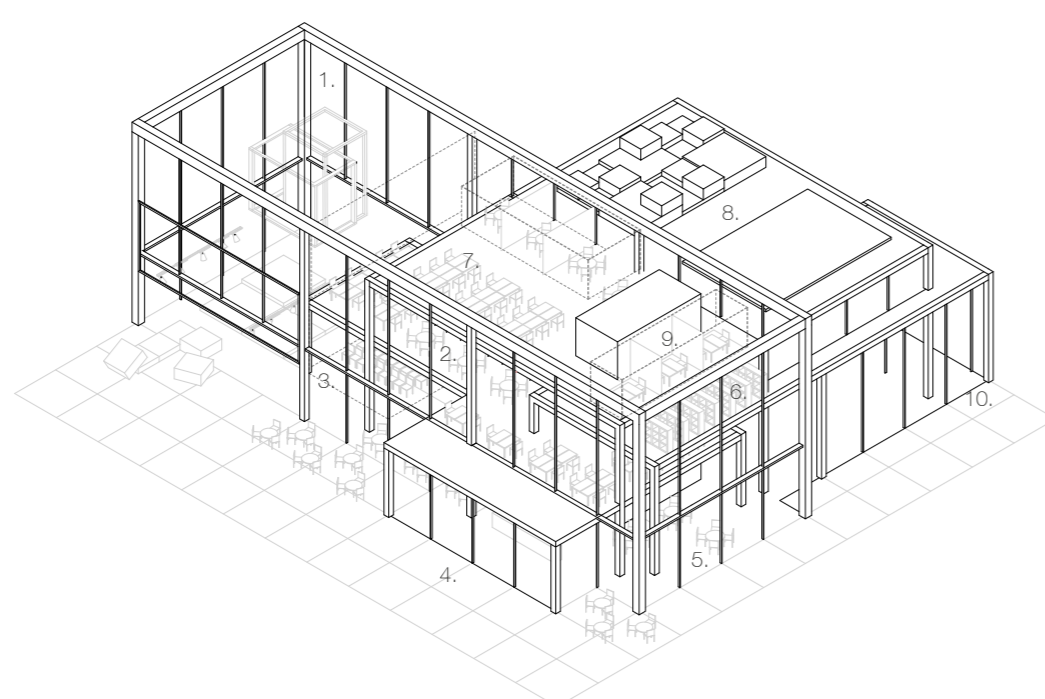


GATEWAY

- 4. Main Entrance
- 5. Workspaces
- 6. Bike and handicapped parking

MEDIA LAB

- 1. Film & performance studio
- 2. Open workspace
- 3. Auditorium
- 4. Main entrance
- 5. Coffee corner
- 6. Media library
- 7. Maincubator
- 8. Roof gardens
- 9. Staff offices
- 10. Loading dock



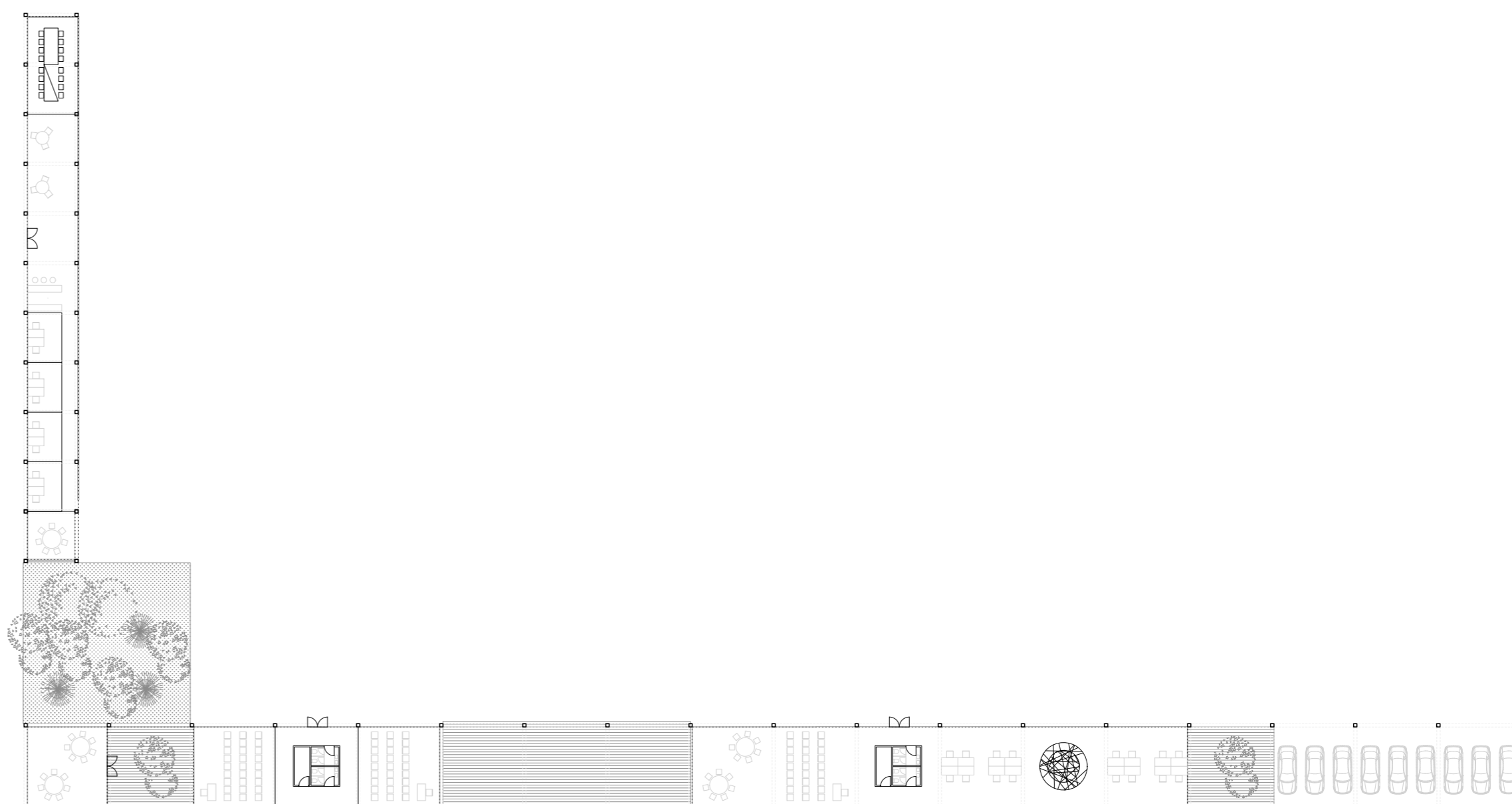
THE GATEWAY

The gateway building frames the front square of the school. It consist of a simple structure allowing for flexible infills.

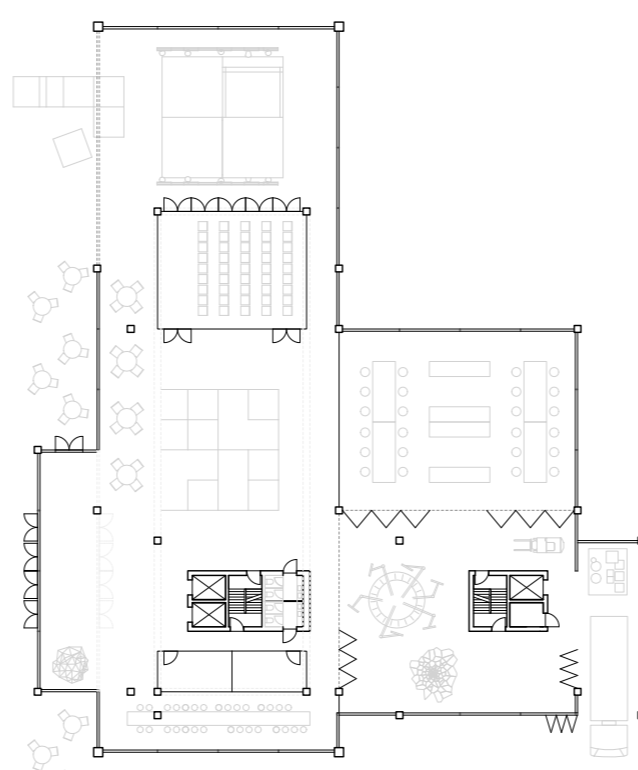
The spaces in the gateway building can function as extra classroom during construction and beyond. They could also house small business units set up by alumni or could be rented out to residents.

THE GALLERY

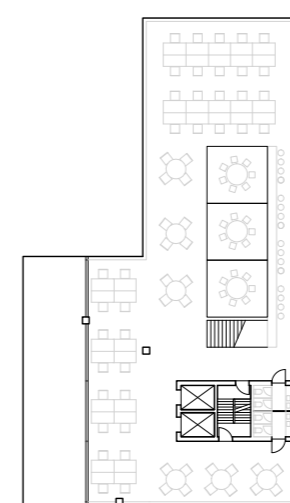
The gallery faces Contactweg and expands the part of the school where most of its staff has offices. The goal is to open this part of the building up and add light to the existing offices while at the same time bringing the building more in contact with the park of Contactweg. At the same time it offers a space to showcase work to the passer-by giving the school a recognizable face to the new Sloterdijk I area.



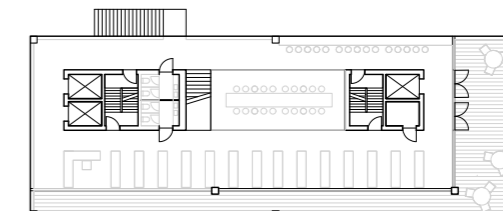
Ground floor plan (1:500)



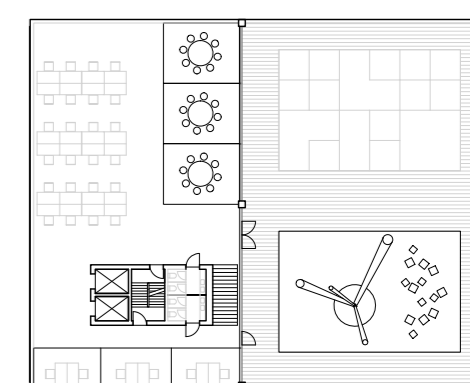
Ground floor plan (1:500)



Level 1



Level 2



Level 3



RENDER C

LIVING TYPOLOGIES

INHABITED FRAMES

The housing and workspaces are built as a series of the same basic unit in steel withing the central concrete frame. This method allows for fast construction and future adaptions such as adding more housing area when demand increases.

The same units size of 15 by 15 meters is used for both the studenthousing and the tower but different types of living and working will inhabit it.

STUDENT AND STUDIO HOUSING

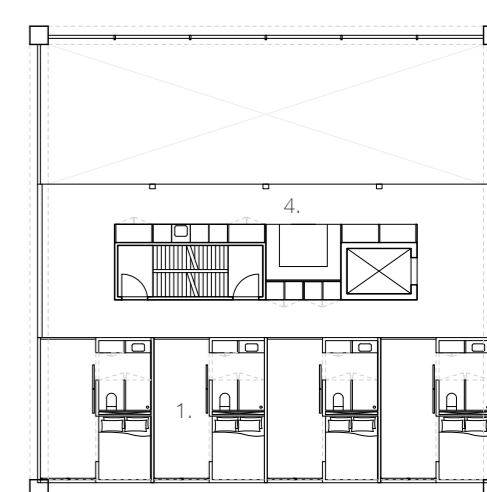
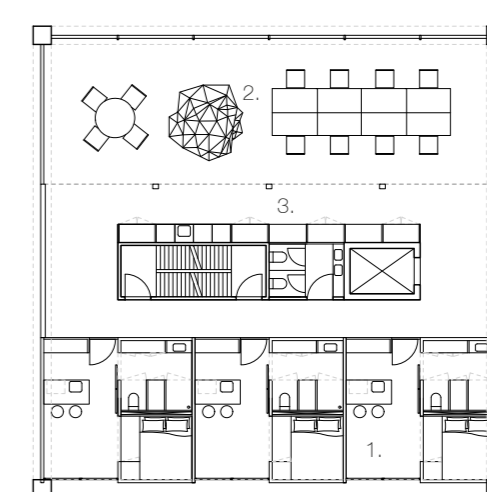
The linear volume on the northern site will house a combination of living and working spaces. Compact living units share a workspace over two floors. This typology is tailored to the students and recent alumni of the Mediacollege or in other creative fields requiring a large scale workshop. The common space offers an opportunity to meet and collaborate.

Each units consists of 8-10 studios and has a core separating living and working areas. The core houses vertical transportation and services. Services for housing and working are separated, with working (toilets, kitchen etc.) on the lower and common housing services on the upper floor.

Connections are possible between different units horizontally in order to share elevators and fire escapes. Due to the different heights a number of roof terraces are also accessible from adjacent units.

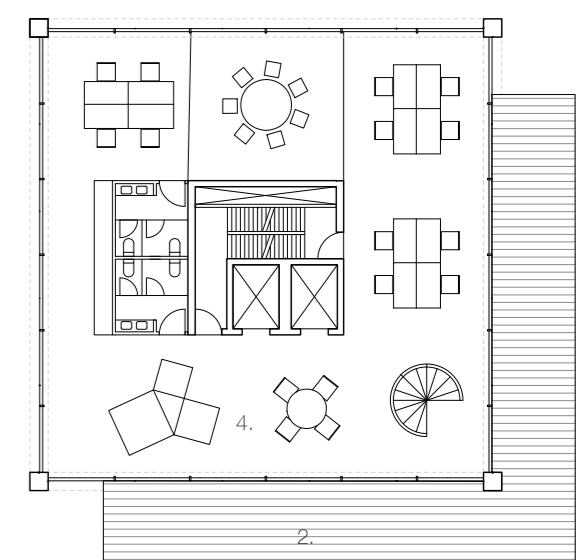
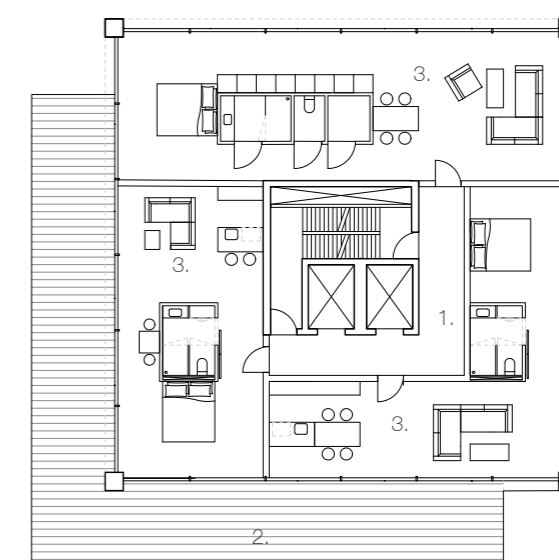
TOWER HOUSING

The tower on the northwest corner of site becomes a beacon for the Sloterdijk I development. It is built up out of the same size frame as the studenthousing but with different infill. The apartments are just furnished with a service core. Other separation can be put by the resident if needed. The tower also offers the option of connecting units vertically. A common workspace on L2 is shared by all the units in the tower.



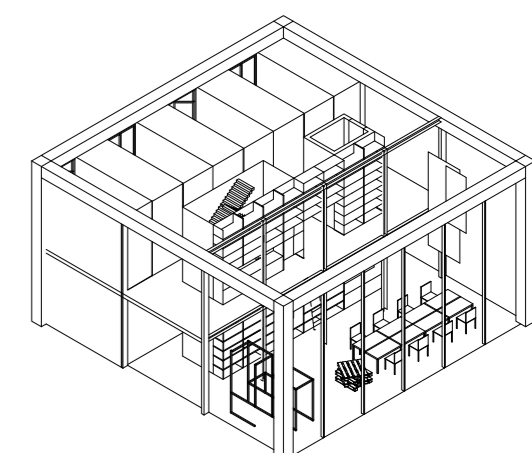
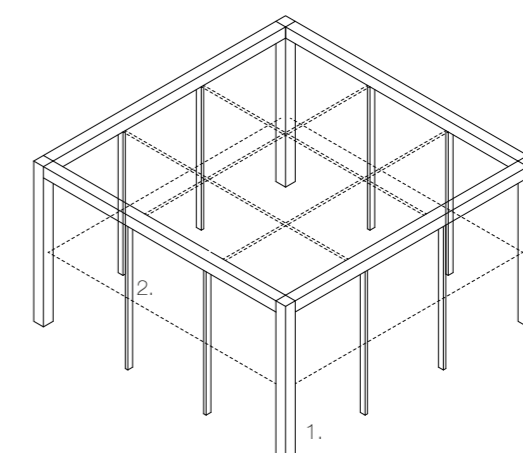
STUDIO HOUSING

- 1. Typical housing unit
- 2. Communal workspace
- 3. Services for workspace
- 4. Common services for housing (communal livingroom & kitchen)



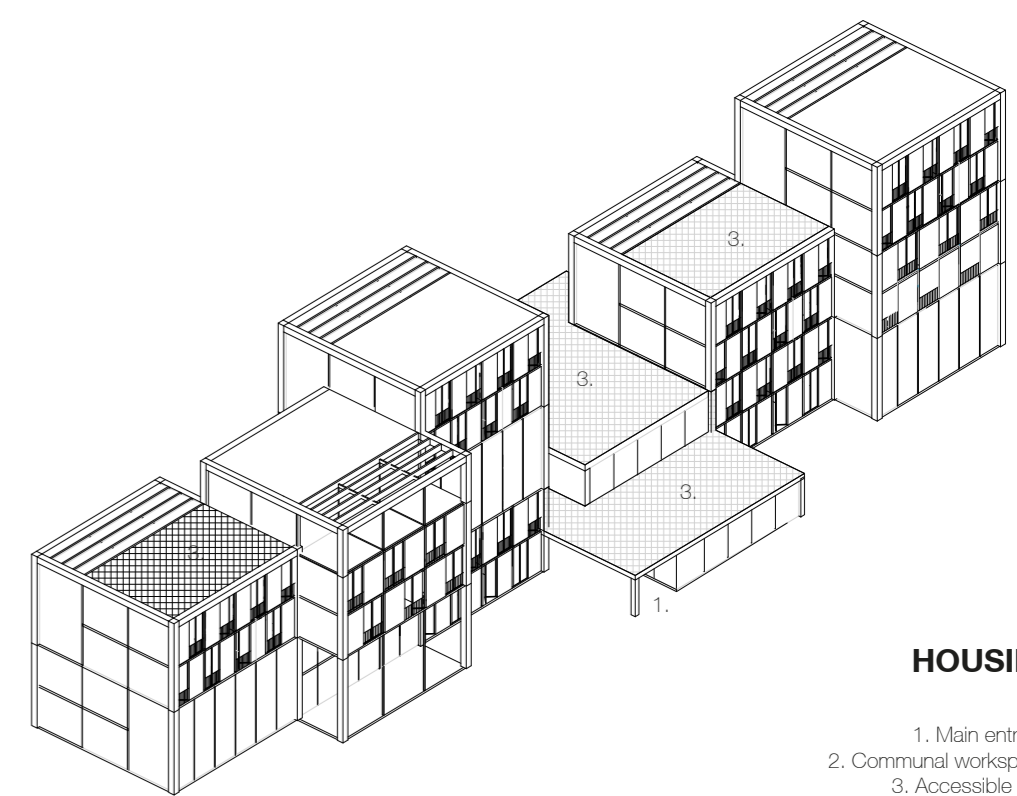
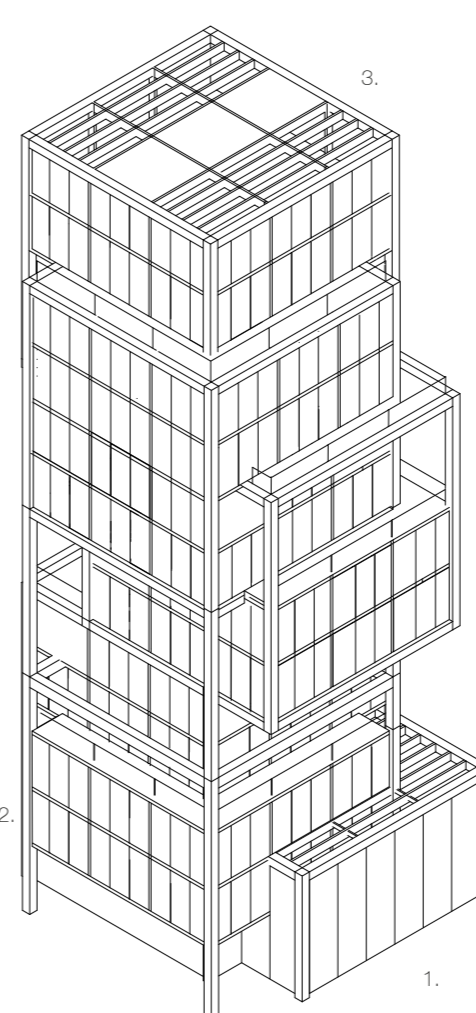
TOWER HOUSING

- 1. Core
- 2. Terraces
- 3. Apartments
- 4. Communal office space



Structure

- 1. Concrete frame
- 2. Steel frame



HOUSING

- 1. Main entrance
- 2. Communal workspaces
- 3. Accessible roofs