The project is a response to the question, "What is the media hub?", "How it works?", "Why is it designed so rather than otherwise". It is an architectural vision of a new type of an urban block that shapes its own idea of being productive.

What is the media hub?
The development in Sloterdijk I South requires transforming the MediaCollege plot. The logic of this transformation is clear. It is based on the vision of a compact city composed of densely built multi-functional urban blocks. But the thing is, our objective is no restricted to augmenting the university with new buildings. The vaster objective is to transform the MediaCollege into a MediaHub. But what does MediaHub stand for?

Indoor city
MediaHub is not a building. We propose to cease using the building as a minimal city unit. MediaHub is a collection of spaces that offer various opportunities for education as well as for work. Following Google Indoor Maps, we transition from the building-function scale to the level of specific spaces and the opportunities those spaces could offer. The perception of the city changes as technologies develop. Google Indoor Maps allow to see through the walls. Technology changes the principles, according to which we organize space. A room becomes the measurement unit for the city. This allows us to create numerous autonomous spaces open to various types of users

Interface
The tool that makes the hub open is the Web Interface. The hub architecture does not work independently. It only serves as an infrastructure, a necessary but insufficient condition of the hub's functioning. Spaces and the technology they host are a toolbox, and the Web interface enables accessing that toolbox. The virtual interface is augmented by a physical complex of display window facades that are placed in the key shared spaces of the hub. Display windows create the visual drama of the hub as the spot for education and media production.

Curator
The value of the MediaHub is not restricted to the possibility to create a multifunctional space that can incessantly produce. The curator determines how the infrastructure of the hub will materialize. The curator is an expert that works with the hub as an art-residence or a creative cluster. The curator attracts new users to the hub. She determines what the hub is. The structure of the hub opens up various opportunities. The hub can be a meeting place for professionals and students. It can be a media startup incubator. It can be a place where students offer digital education to senior citizens. The mission of the hub can change year after year. In any case, the hub is a place that doesn't operate by itself. It must be tuned by the curator.

Media settlement
The architecture of the hub is a combination of the vertical and the horizontal. The horizontal plane contains all productive elements - the university, workplaces, commerce, public spaces. The horizontal plane is an interception of education, production, and leisure. It's a public level of the block. The vertical is a residential plane. It houses apartments of various configuration that can make homes for people of various requirements and opportunities. The value of the apartments, however, is linked to the horizontal of the hub. Residential spaces and the hub form a media settlement meant for those that value the content of the urban block.

Surrounding
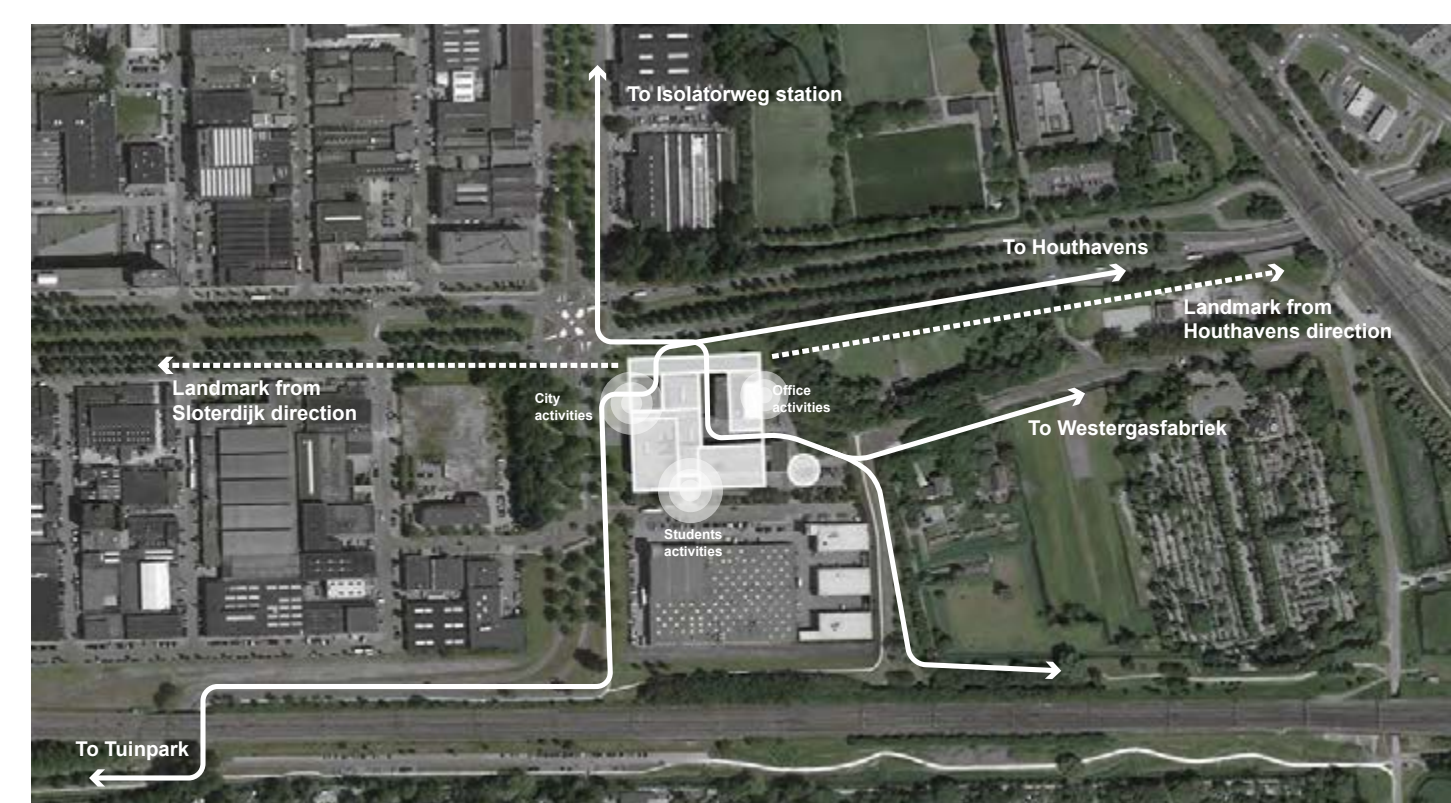
Indoor city
Our current perception of the city space is shaped by the Internet. We get to know about events in the city via our smartphones. Google enables us to easily navigate around unknown localities and to see through the walls. Snapchat maps pin our friends to the city map. The city becomes more and more digitally transparent.

The city got closer. Now do not see it as a collection of buildings/functions, but as a collection of spaces/rooms. Following the technology, we move from the building/function level to the level of specific spaces and the opportunities they can offer. The architecture of the hub does not imply a multifunctional building, but a collection of multifunctional spaces, a a combination of various possibilities.

Technologies change our navigation in space and time. The principle of mixed use becomes applicable to specific spaces: indoor spaces and public spaces. This happens because the designation of a specific space is not fixed, it can change over time.

The technology changes the principles we use to arrange space. The room becomes the unit of measuring the city. This allows us to create a large amount of autonomous spaces open to various types of users.

Today
We percieve every building as single-piece object with predefined set of functions
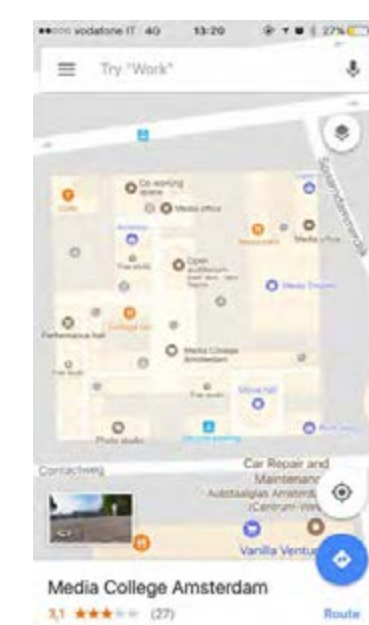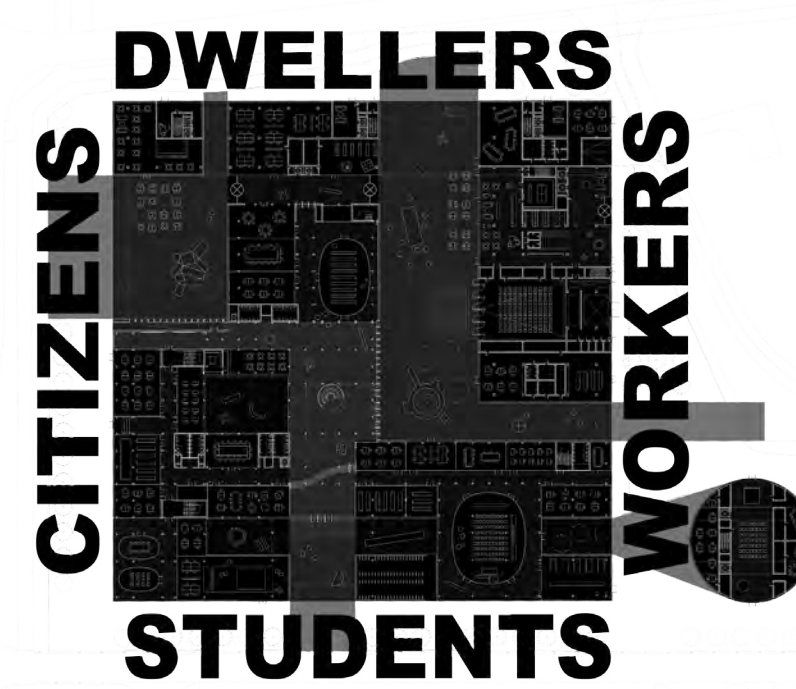
Almost now
Resolution of data is higher than ever. We see not a building, but a collection of functions we can use

Future
Every function is online and interactive. Visit/Book/Choose a path you want

Spacial concept

Users
Each side of stilobate is dedicated to a specific user. It is not a rigid border, but it separates activities, for example to create a quiet area at hte north of the site. Sides are linked between each other with inner yards and indoor public spaces
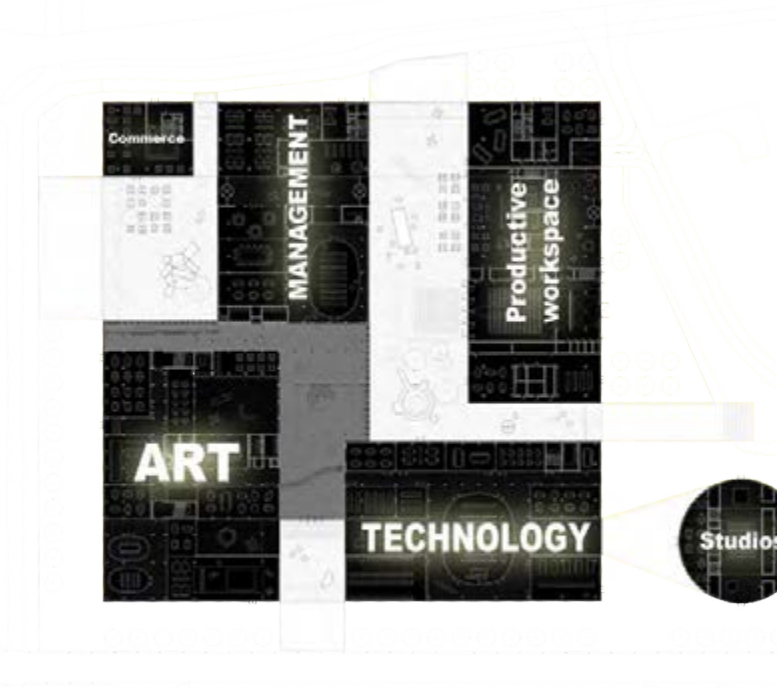
Departments
We suggest to restructurise current educational workflow around three anchor moduls: art, technology and management. Each of them gets physical expression — part of the building. Every block contains spaces and equipemnt specific for its domain (print shop and recording studio for tech block, perfonance and workshop studios for art and classrooms and lecturehalls for management)
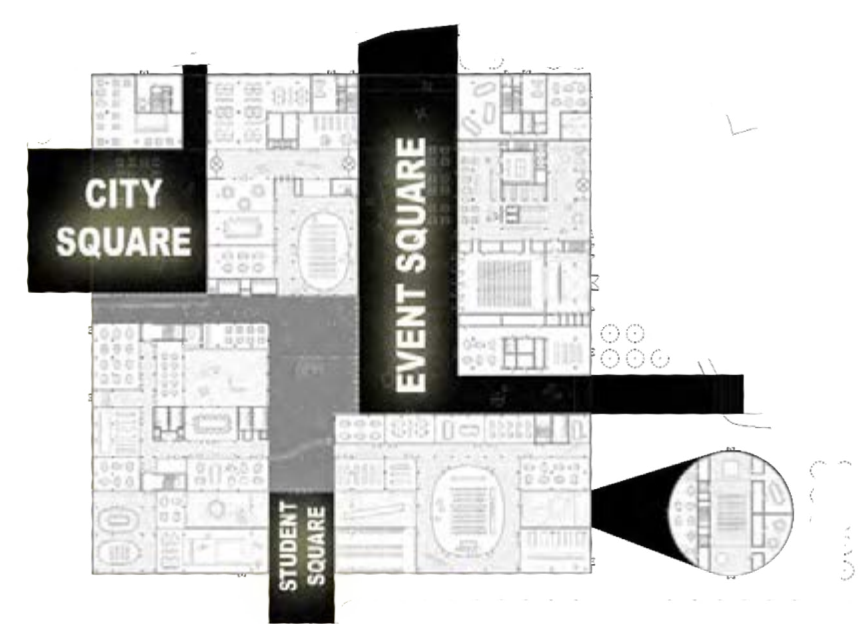
Yards
Inner yards connect hub with the city and provide circulation and light to inner facilities.t

MEDIA SLOBODA

SLOBODA - a settlement inside or nearby the city in Russia 11th-17th centuries, where people of the same occupation lived, peasants, merchants, craftsmen. Specific feature of the settlement was that its residents were temporarily liberated from the feudal lord and from the taxes, in order to attract labor and stimulate the production process.

Public/Private

Outline of the private perimeter changes throughout the day. With digital door locks trajectories and composition of visitors is no longer static. Some facilities open their doors on the schedule, for example printshop is open for public after 4pm and anyone ca book photostudio on tuesday and thursday. On special occasions can be open for public or locked for students, like for media business trainings in management department.
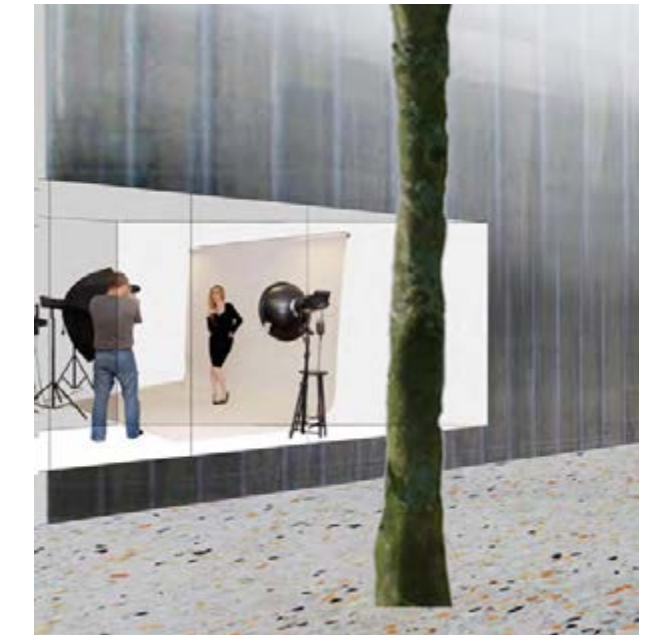

Stylobate plans

2nd floor fragment
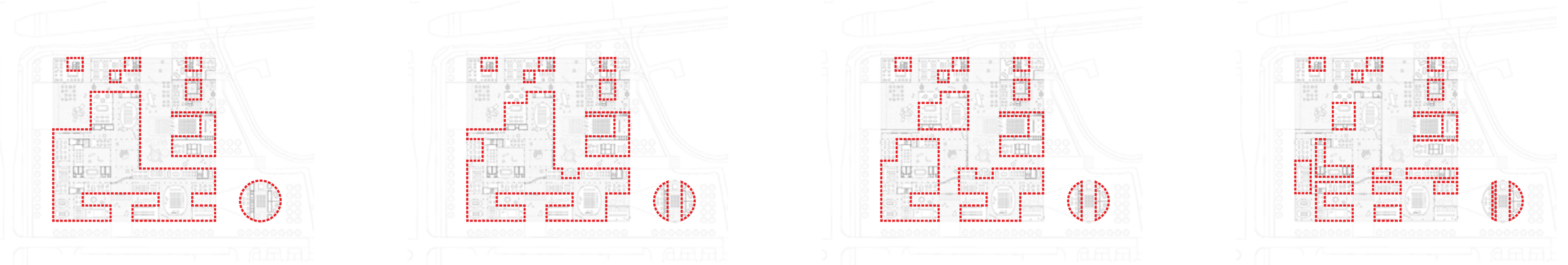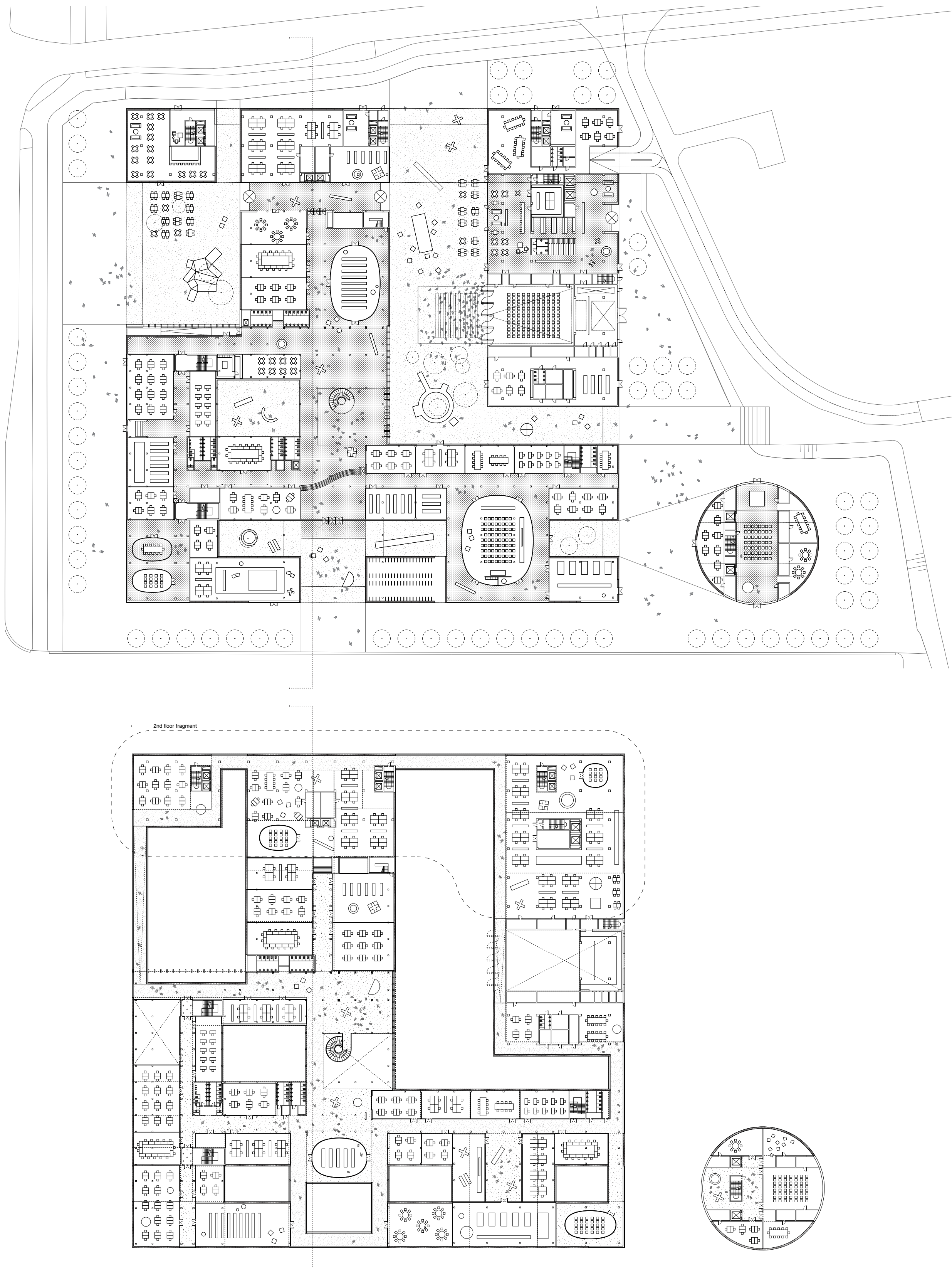
Diagrams

Showcases

Although most of the new facade is opaque, some rooms are transperent. These are showcases. They contains functions that can be exposed to public, spaces for specific college activities and curated spaces for startups talented graduates that works as art residences.


Two blocks

The foundation of the block's image is the contract of the vertical and the horizontal volumes, the contrast of the private and of the public. The horizontal plane houses all productive elements of the block, because the production and the social functions work better when they are on the same level. On the other hand, private, individual life requires detachment. Therefore the residential part of the block is organized as a vertical plane.
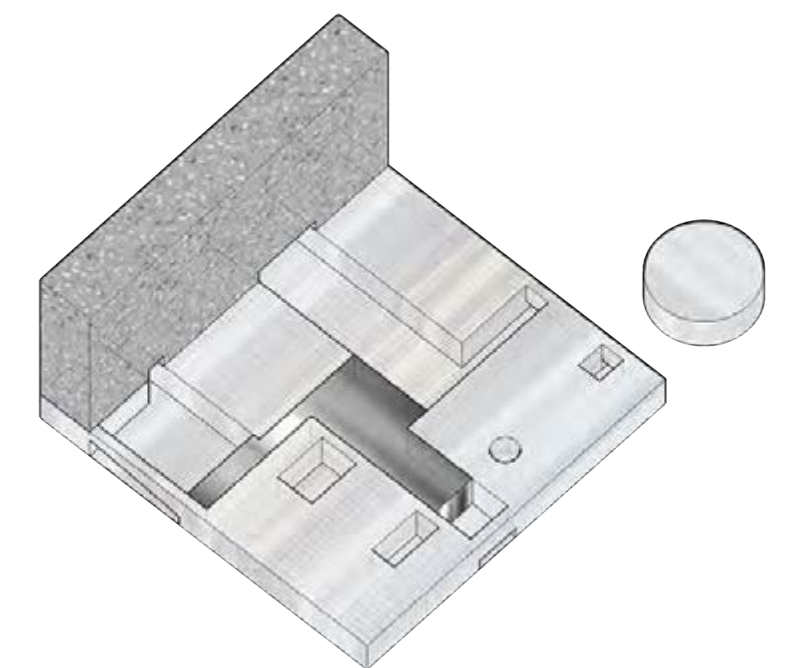

Weaved functions

Workspaces, studios and commercial spaces are removed from each other, but not totally separated. Both students and media workers can observe each other and meet not only in the yard but ibside the building
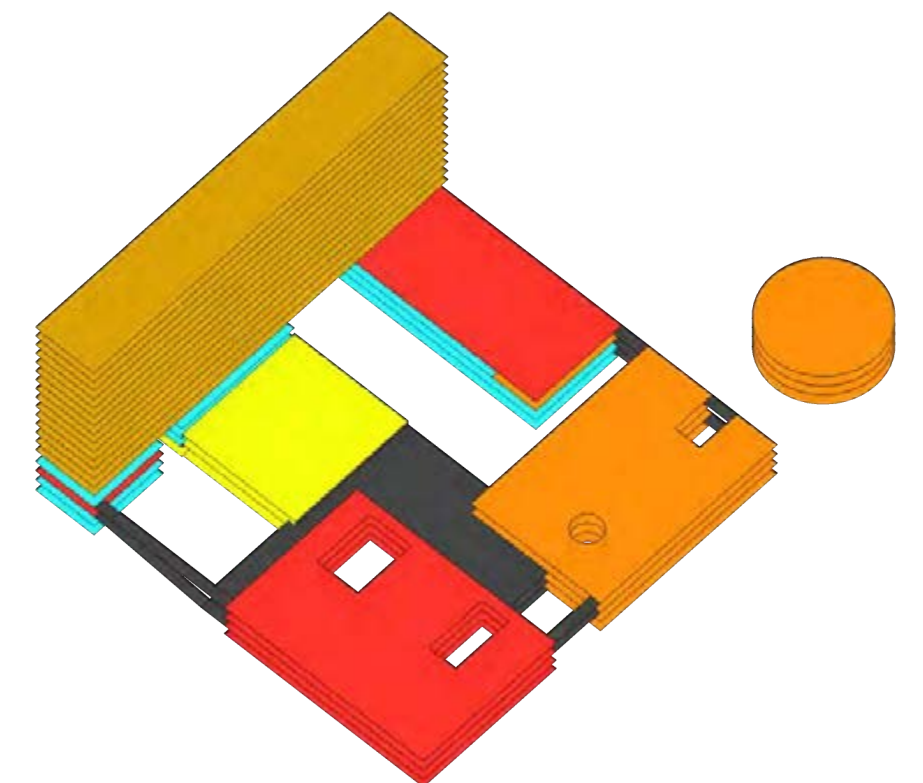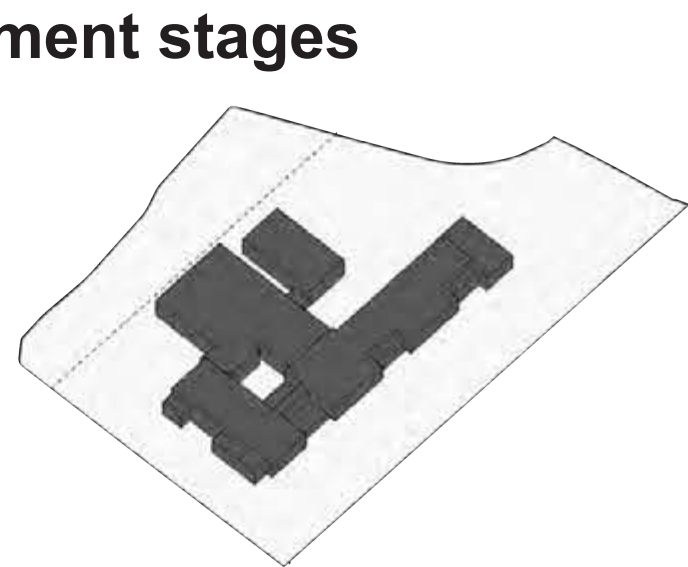

Inner circulation

All functions are linked with a continuous path that gouse through every block of the stylobate creating an enclosed facade on th perimeter. Its core purpose is to create direct connection and ease relations between different functions and departments.
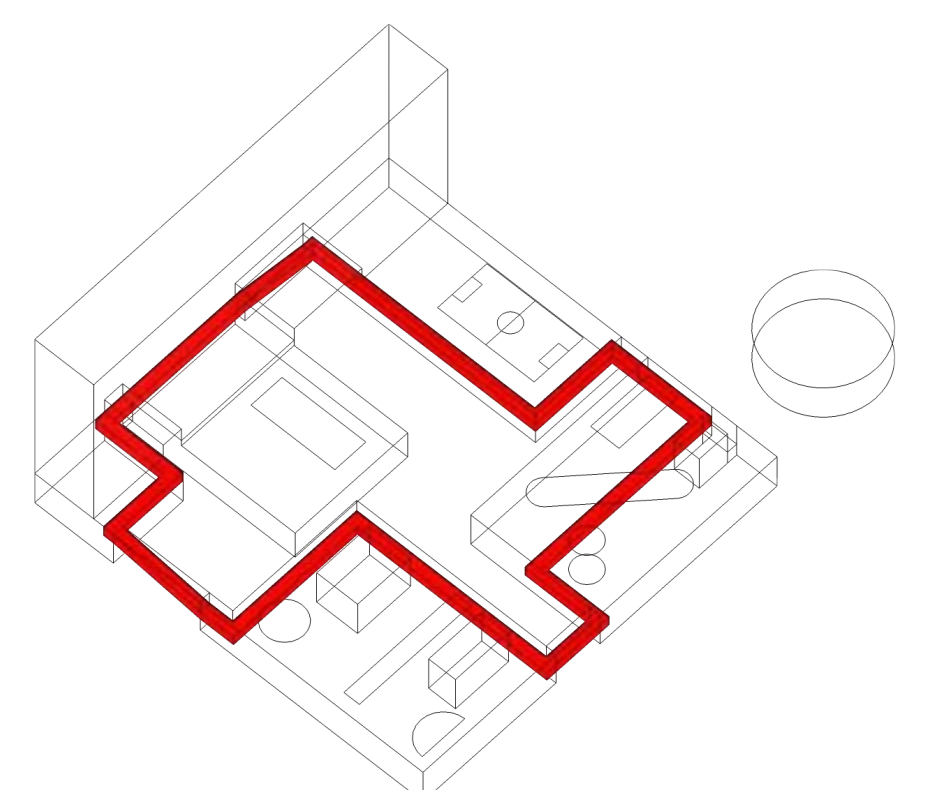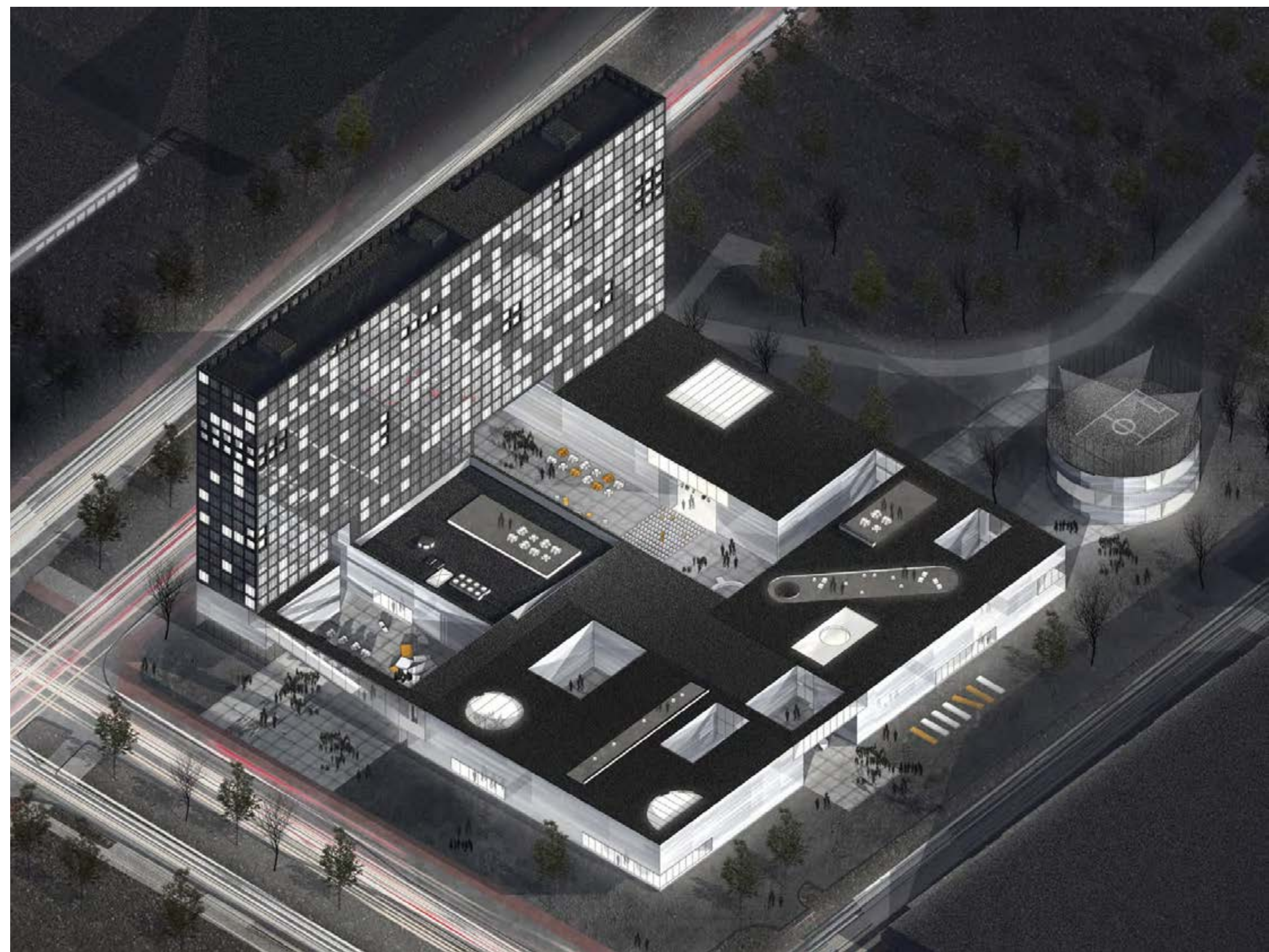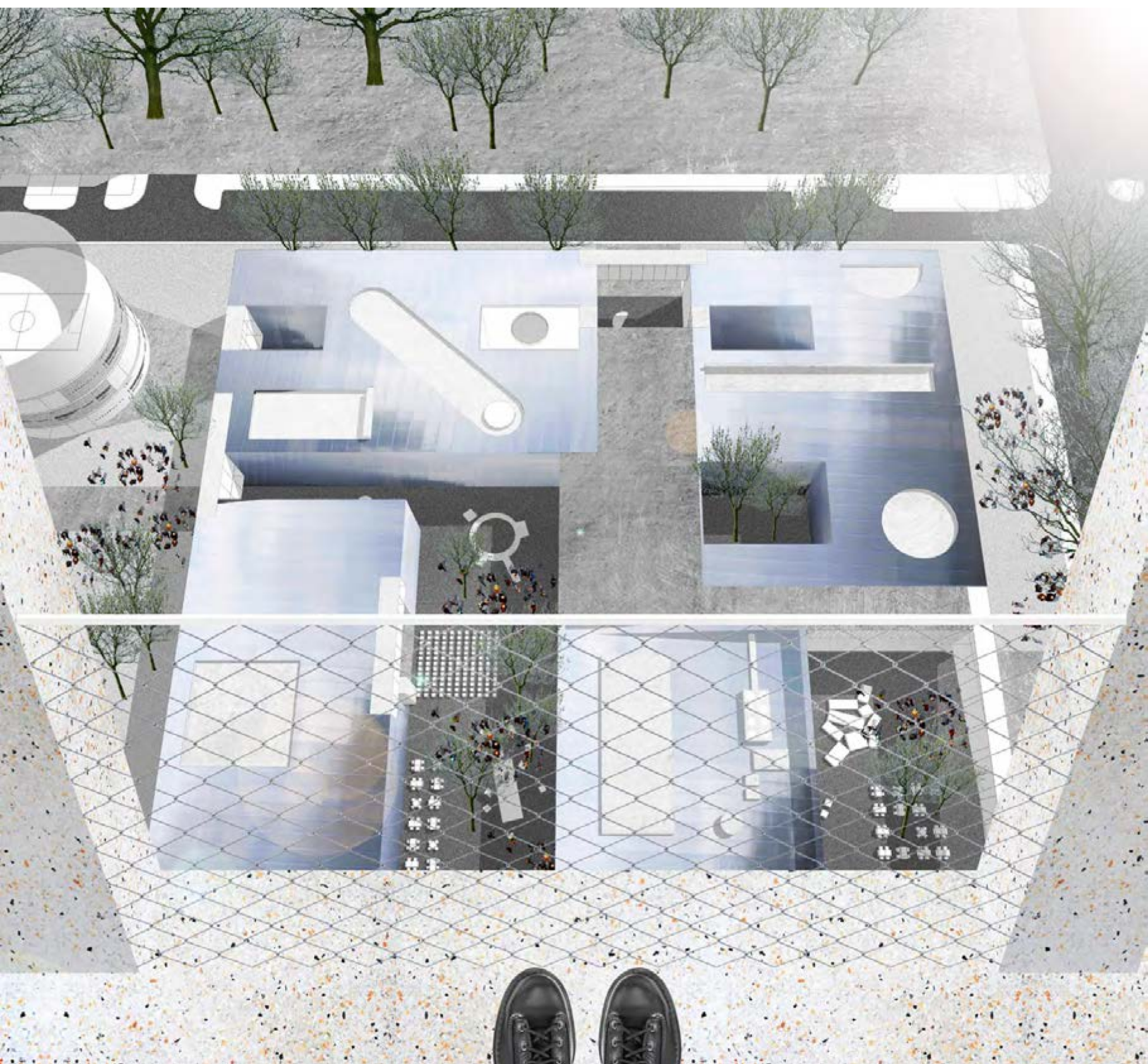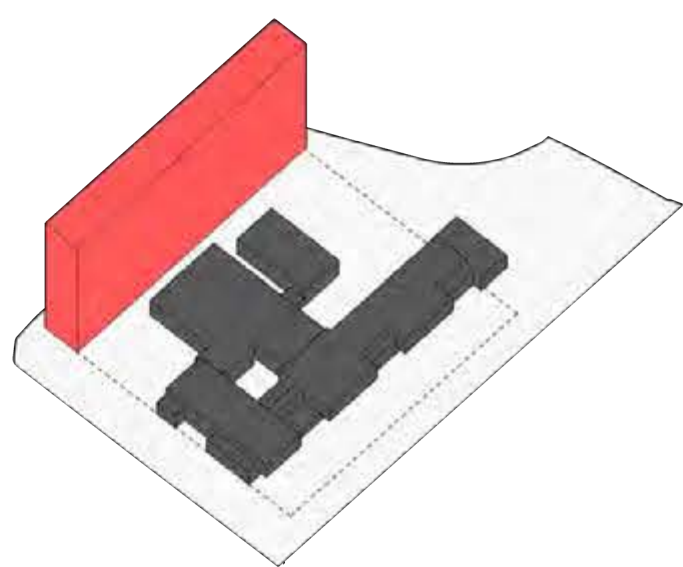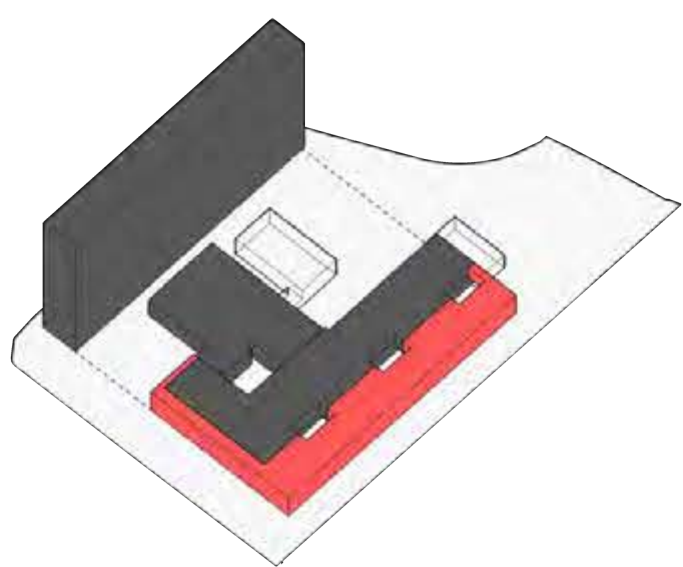
Development stages

01
Although site is split into two subplots, we believe that high level of cooperation between two parties is very important for the purpose of the project and we don't present here an option with separated plots
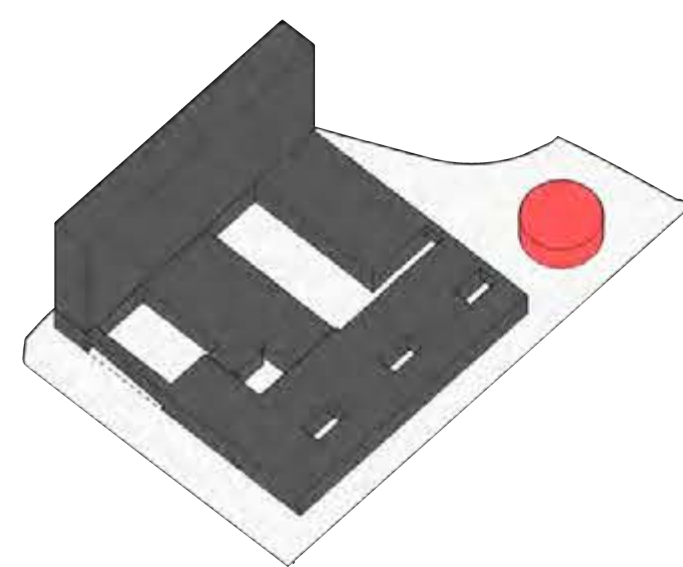
02
Residential tower with part of a stylobate can be started almost immediately without affecting college building.

03
Extension of the college and demolition of two fragments with light structure. Most of the college structure is left untouched.
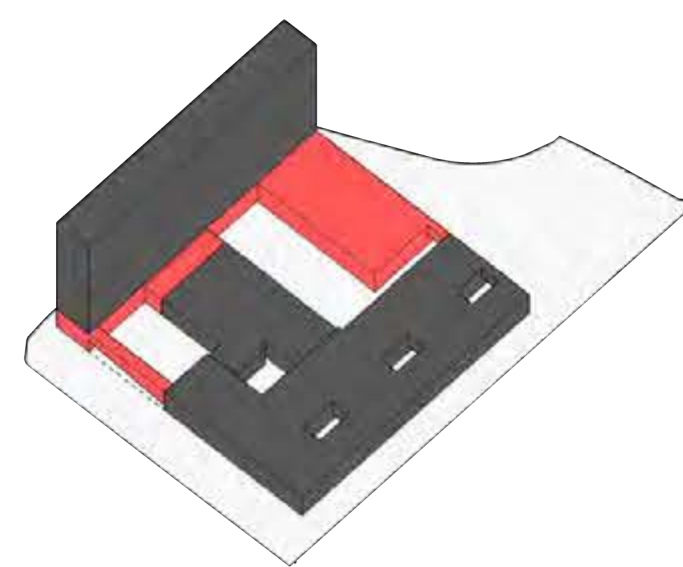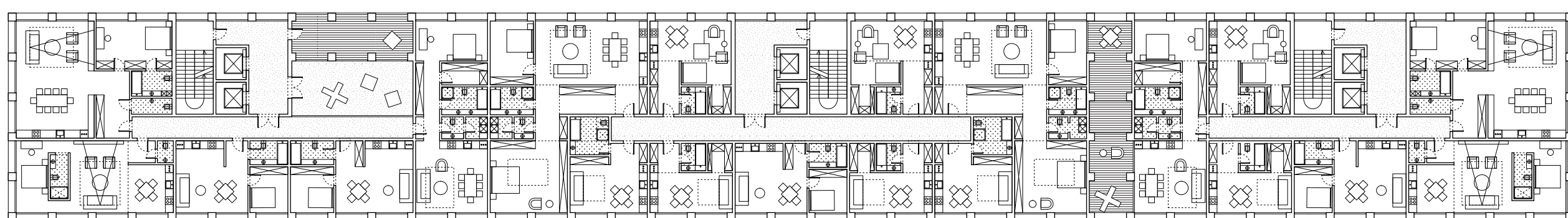
04
Eventual connection of vertical and horizontal blocks. Facades renovation.
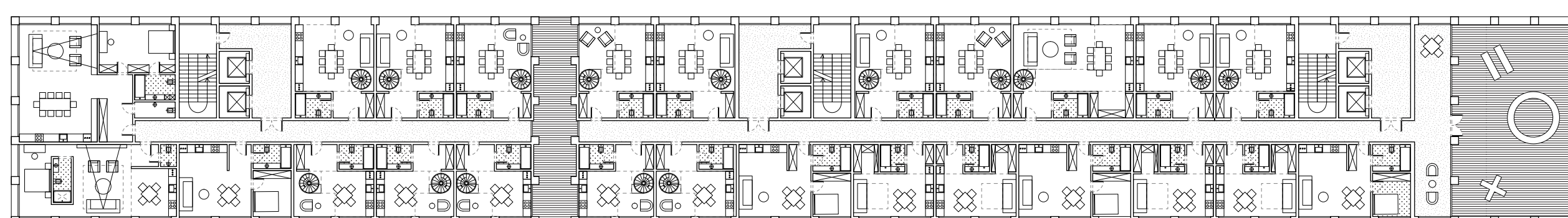
05
Construction of additional tower with studios. Renovation of college interiors.
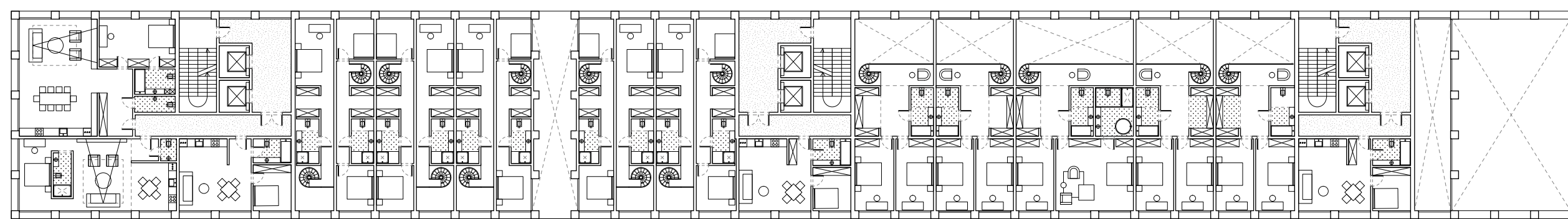
Residential plans

One level apartments

Two level apartments | Level 01

Two level apartments | Level 02

Revised commune

The vertical plane contains residential units of 3 types: one-sided, two-sided, and two-storey. There are several apartment layout variants for each of those types. Different units are designated for owners with different requirements and financial opportunities.

The austere Carthesian facade of the plane is a decoration that conceals the social mix packed into the building. Different units of the plane are intended for use by different tenants: students, young professionals, affluent families. It is intended that tenants of different financial stature are mixed. This solution does not only have a social motication. A mix of various apartments can help achieve maximum diversity of the plane's apartments.

The combination of a vertically organized residential space and intensive social life in the MediaHub plane allows to create a unique urban block, a media settlement.

Apartments
Typologies