

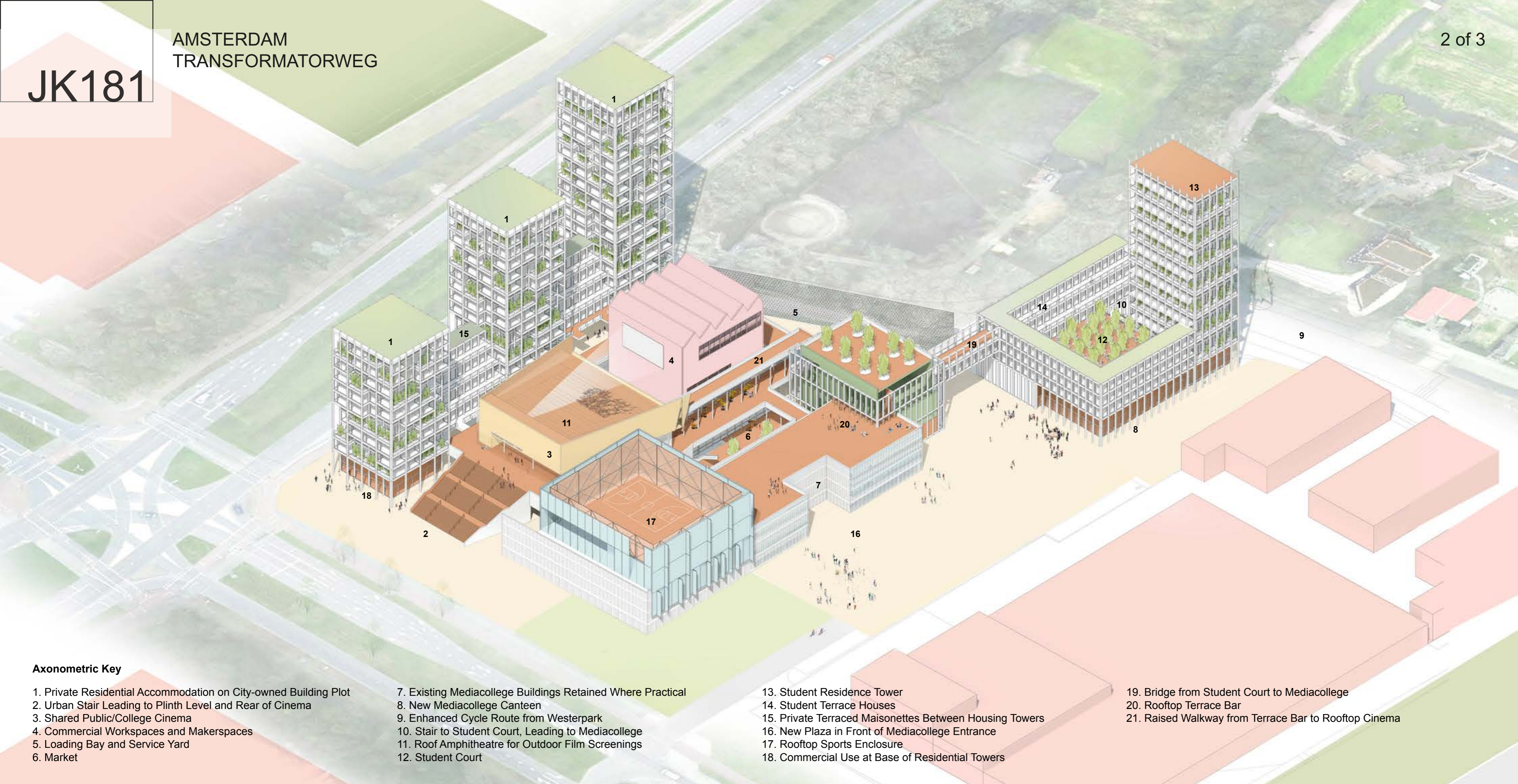
Productive Playground

The new transformatorweg campus will be a playground for learning, making and living! Within the context of the Westerpark and Tuinpark Nut & Genoegen, density is embraced.

A phased approach to refurbishment and sensitive editing of the existing media campus facilities will be undertaken, which alongside new programmes of productive workspace, housing and culture will create a dynamic new post-industrial neighbourhood.

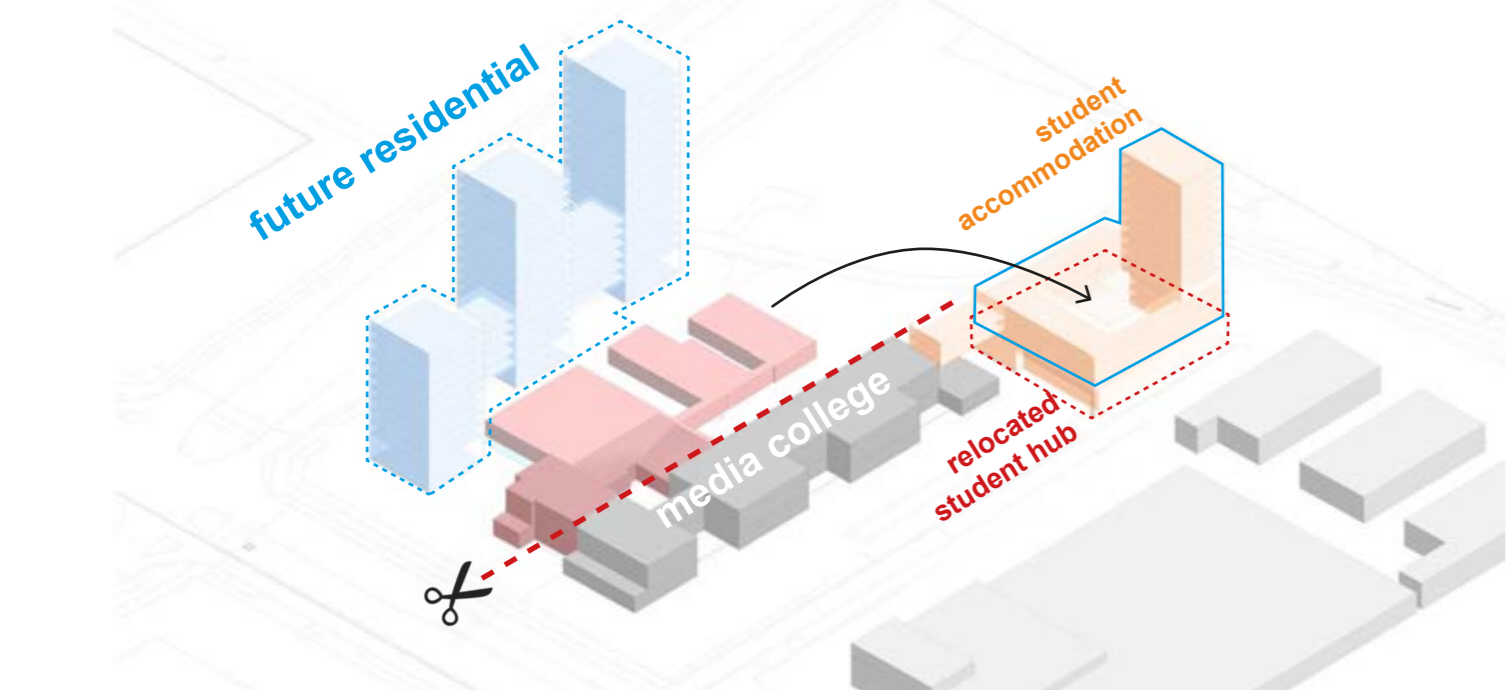
Ma Mediacollege
Amsterdam





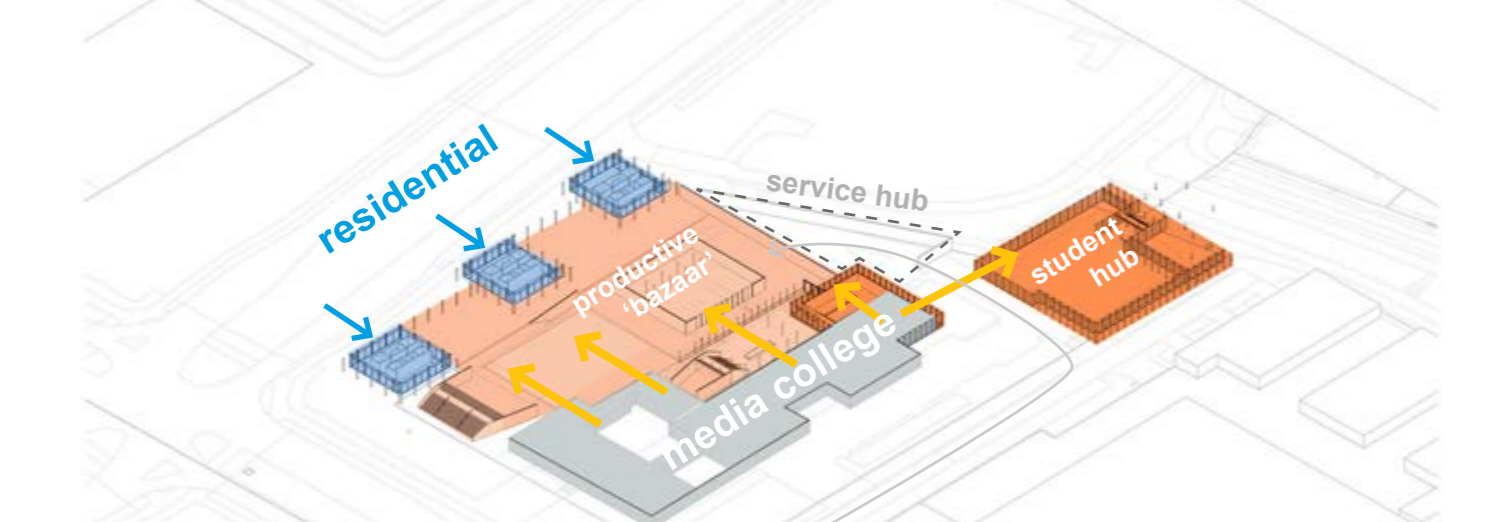
Axonometric Key

- 1. Private Residential Accommodation on City-owned Building Plot
- 2. Urban Stair Leading to Plinth Level and Rear of Cinema
- 3. Shared Public/College Cinema
- 4. Commercial Workspaces and Makerspaces
- 5. Loading Bay and Service Yard
- 6. Market
- 7. Existing Mediacollege Buildings Retained Where Practical
- 8. New Mediacollege Canteen
- 9. Enhanced Cycle Route from Westerpark
- 10. Stair to Student Court, Leading to Mediacollege
- 11. Roof Amphitheatre for Outdoor Film Screenings
- 12. Student Court
- 13. Student Residence Tower
- 14. Student Terrace Houses
- 15. Private Terraced Maisonettes Between Housing Towers
- 16. New Plaza in Front of Mediacollege Entrance
- 17. Rooftop Sports Enclosure
- 18. Commercial Use at Base of Residential Towers
- 19. Bridge from Student Court to Mediacollege
- 20. Rooftop Terrace Bar
- 21. Raised Walkway from Terrace Bar to Rooftop Cinema



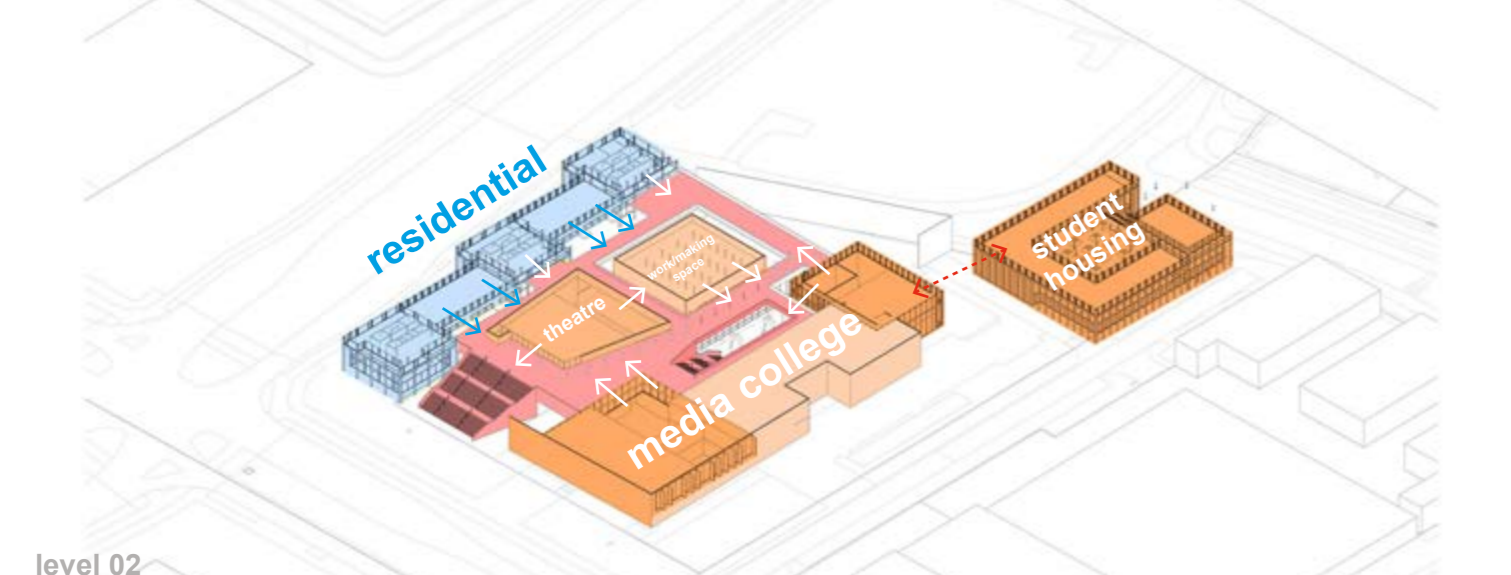
Within the media college campus, the existing dining and canteen facilities will be relocated at the base of a new mixed use student hub, on site of the existing car parking.

This will house a flexible canteen and forum, above which sits a collegiate plinth of student accommodation looking onto an open air courtyard and a tower of student apartments. These will have fantastic views across the Westerpark and beyond and have access to shared outdoor terraces inhabited with mature trees and vegetation. This new student forum will act as a public 'front-door' onto the campus on contactweg and contribute to a community of pioneer early adopters to living in the neighbourhood including current and visiting students and educators.



A plinth of productive, loose fit space is then created across the ground level of the media college site. This will include flexible work/making spaces with large floor to ceiling dimensions to allow for the expansion of industries associated with the media college campus including: set/prop building, camera / capture technology, digital production, sound editing and generation, production, filming, editing, digitising etc. These productive and commercial activities can be encouraged on the site through subsidised workspace and co-working rents, funded by the city and college's long-term tenure and covenant, alongside incubator tuition and support, to start-up businesses developing out of and around the college. This plinth of productive workspace is serviced through a secure loading and service hub to the east of the site from contactweg.

This productive environment will be the new 'bazaar' of the campus can also act as the catalyst for pop-up cultural activity during the course of the development, fostering a civic and cultural identity, and sense of place to the site for a broad range of users.



This cultural programme will be given lasting civic permanence through the construction of a mixed use performance/ screening hub which sits above the basement hypostyle of production. This opens up a network of rooftop terraces and open air environments which form a new elevated 'agora' for the neighbourhood overlooking the surrounding parkland.

Residential accommodation is then proposed in 3 tower blocks to the north of the site. These towers have between 3no. and 1no. apartments per floor, and with panoramic planted terraces form a vertical extension of the wester park landscape.

By extending residential accommodation vertically, negative impacts of adjacent assembly and commercial/productive spaces can be mitigated. In fact, the dynamism of the culturally productive environment will be an attractor early adopters of the neighbourhood, and provide welcome connectivity to amenities services, and a local community / peer group to residents particularly terraced apartments with access into the raised deck at lower floors.

The ground floor of these buildings include commercial/retail uses accessed from the transformatorweg thoroughfare. These units act as gateway entrances to the 'productive bazaar'.

Whilst the development plots to these residential buildings is distinct for that of the media campus permeability is maintained to adjacent uses at all levels to encourage the creative colonisation of shared spaces by all users and residents. These areas will be maintained by a common factoring / servicing arrangement funded by all stakeholders.



This perimeter of verdant tower blocks provides a critical mass of inhabitants which, alongside the variety and vibrancy of the neighbourhood, will become hub within the district and provide a catalyst for the further development and colonisation of surrounding light industrial buildings.

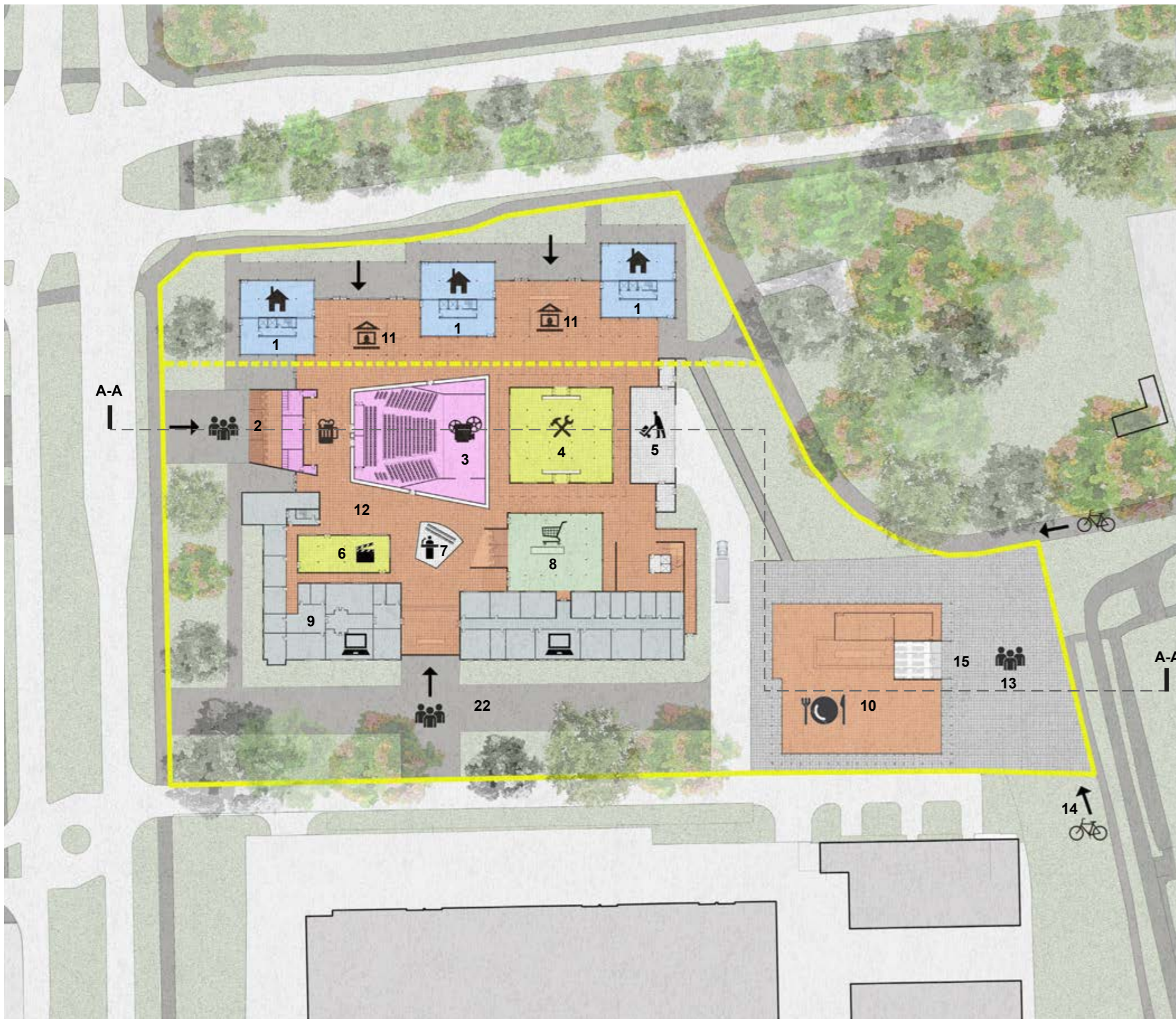
By embracing density the natural amenity of the surrounding landscape can be safeguarded, and with civic investment a funning sense of place can be created. A distinctive carpet of colourful hardwearing landscape is created throughout the site, making playful reference to the work-a-day aesthetic of the light industrial surroundings.



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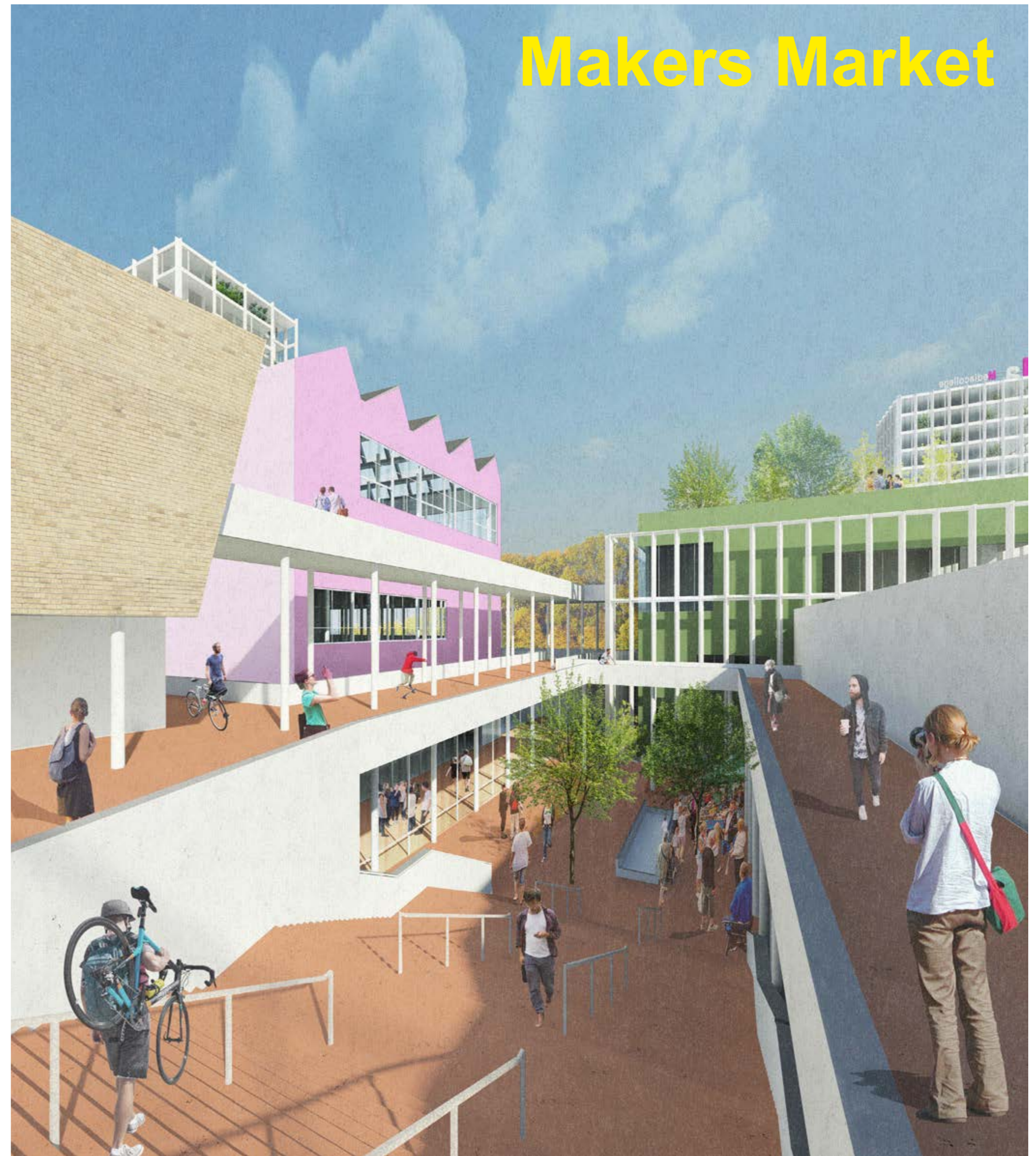


Student Court



Plan and Section Key

- | | |
|------------------------------------------------------------------|---------------------------------------------------------|
| 1. Private Residential Accommodation on City-owned Building Plot | 12. Circulation Mat |
| 2. Urban Stair Leading to Plinth Level and Rear of Cinema | 13. New Square in Front of Student Residences |
| 3. Shared Public/College Cinema | 14. Enhanced Cycle Route from Westerpark |
| 4. Commercial Workspaces and Makerspaces | 15. Stair to Student Court, Leading to Mediacollege |
| 5. Loading Bay and Service Yard | 16. Roof Amphitheatre for Outdoor Film Screenings |
| 6. Studio Cinema | 17. Student Court |
| 7. Seminar Room | 18. Student Residence Tower |
| 8. Market | 19. Student Terrace Houses |
| 9. Existing Mediacollege Buildings | 20. Private Terraced Maisonettes Between Housing Towers |
| 10. New Mediacollege Canteen | 21. New Large Format Mediacollege Signage |
| 11. Public Galleries, Mediacollege Public 'Front Door' | 22. New Plaza in Front of Mediacollege Entrance |



Makers Market



Section A-A