

AMSTERDAM

POLYCENTRIC PRODUCTION

The center of Amsterdam is being exhausted by shopping, tourism and soaring real-estate prices. As a result the focus is shifting from the core to the periphery. As the relationship between periphery and center becomes increasingly complementary instead of subservient, periphery becomes a misnomer. In such a polycentric model the challenge is to create a diverse network of lively neighborhoods where the full cycle of human activity can be experienced. Not a mere expansion of the center of spectacle and consumption, but neighborhoods where new businesses can flourish, public institutions are developed, and citizens actively partake in the production of the city.

LOGISTICAL CITY

Production in the 21st century cannot be seen within the confines of municipal borders or nostalgic idealizations of craftsmanship workshops. Contemporary businesses, big and small, function within an integrated global market space of specialization and economies of scale. In Amsterdam such a concept of production is intrinsically linked to the ring-road that forms an infrastructural backbone between the various productive nodes and connects them to the larger region, and ultimately to the world.

SHEDS & THE CITY

Within the productive city one typology appears fundamental: the shed, or the big-box. Over the last decades this typology has emerged as the undeniable champion of globalization. From Accra to Amsterdam peripheries around the world are covered in top lit, single story sheds with high ceilings, enormous footprints, surrounded by large paved terrains and vast regional infrastructures. The shed has provided entrepreneurs around the world with the spatial flexibility and freedom to compete in an ever changing global business environment. Despite their success the shed typology has been structurally neglected by planners and architects, allowing them to uncritically proliferate in generic business parks and edge cities around the world. Our proposal seeks to acknowledge the ruthless simplicity of the shed while seeking to better integrate them into the more complex urban context of the walkable city block. Only through the confrontation of these two typologies can production and the city be integrated in a meaningful way.

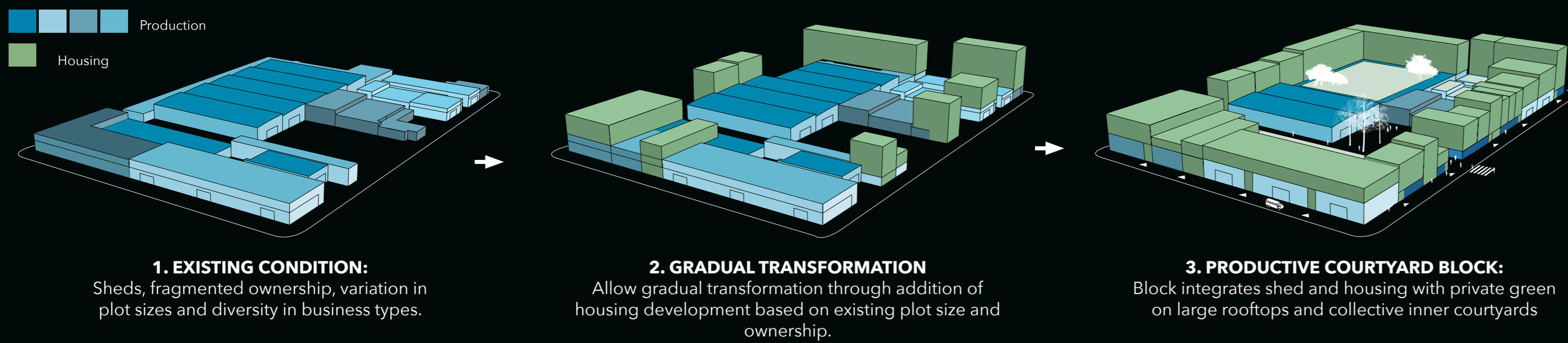
METROPOLITAN STRATEGY:

Map showing polycentric network of productive clusters in previous business parks. Within these productive clusters experimentation with the shed typology, mixed-use zoning and building code should become active policy of Amsterdam.



URBAN ANALYSIS: DIVERSE CLUSTER OF SME SHEDS

Spatial data analysis of Sloterdijk 1 shows that behind the monofunctional facades a high diversity of small and medium entrepreneurs (SME) is present. There is in fact an almost perfect distribution of the top job creating SME firms in the Netherlands (source: KvK records and BAG database).



URBAN STRATEGY: INCREMENTAL GROWTH WITH EXISTING STAKEHOLDERS

Develop incrementally with existing stakeholders. Retain and add to diversity by adding housing program on top of the

SLOTERDIJK

SME CLUSTERS

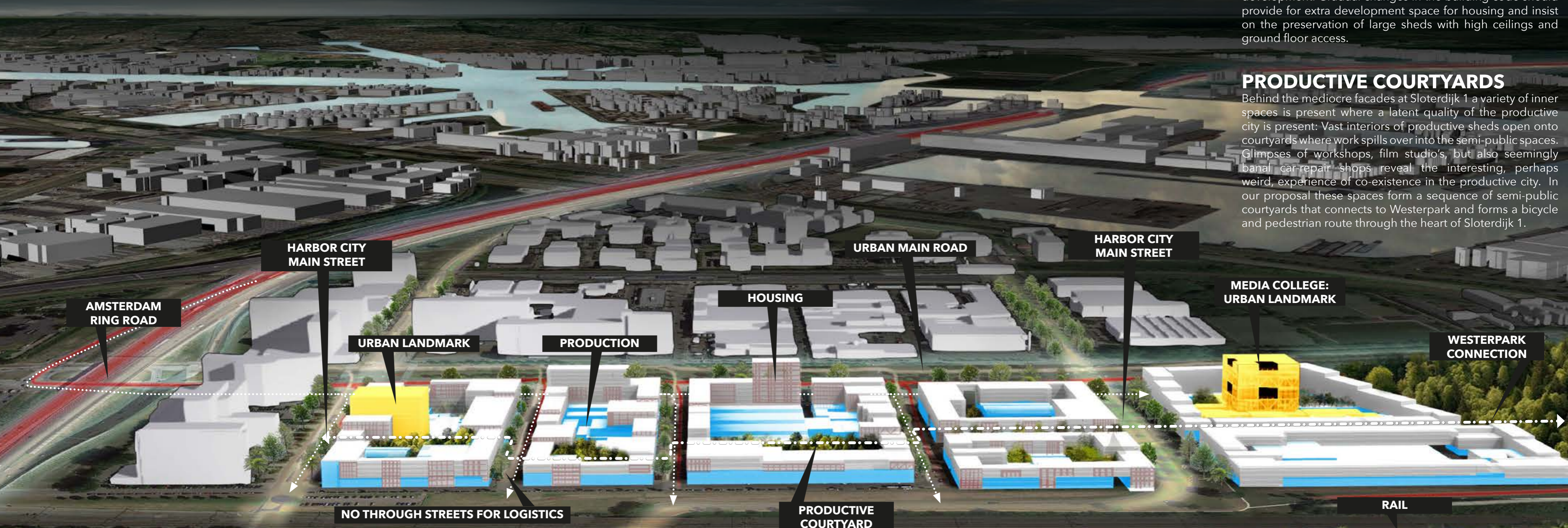
Although Sloterdijk 1 is described as a mono-functional neighborhood in the competition brief, a closer analysis reveals a much more diverse reality. Business-records (KvK) show that there is an almost perfect cross-section of the top 6 types of SME-businesses present on site (see diagram). SMEs make up 60% of the Dutch economy and represent the working middle class. Our proposal therefore insists that this diverse cluster of SMEs should be taken as the departure point for the development of Sloterdijk 1 in terms of program and identity. The Media College would be the civic exception in this neighborhood characterized by the mixing of productive sheds and housing.

INCREMENTAL DIVERSITY

What the "mom & pop-shop" was to main street, the SME-shed is to the productive city. In order to sustain the diversity of SMEs in Sloterdijk 1 the development should not come forth out the aggregation of various plots into one big development. The diversity in ownership and plot size should be taken as a quality instead of impediment to future development. Gradual changes in the building code should provide for extra development space for housing and insist on the preservation of large sheds with high ceilings and ground floor access.

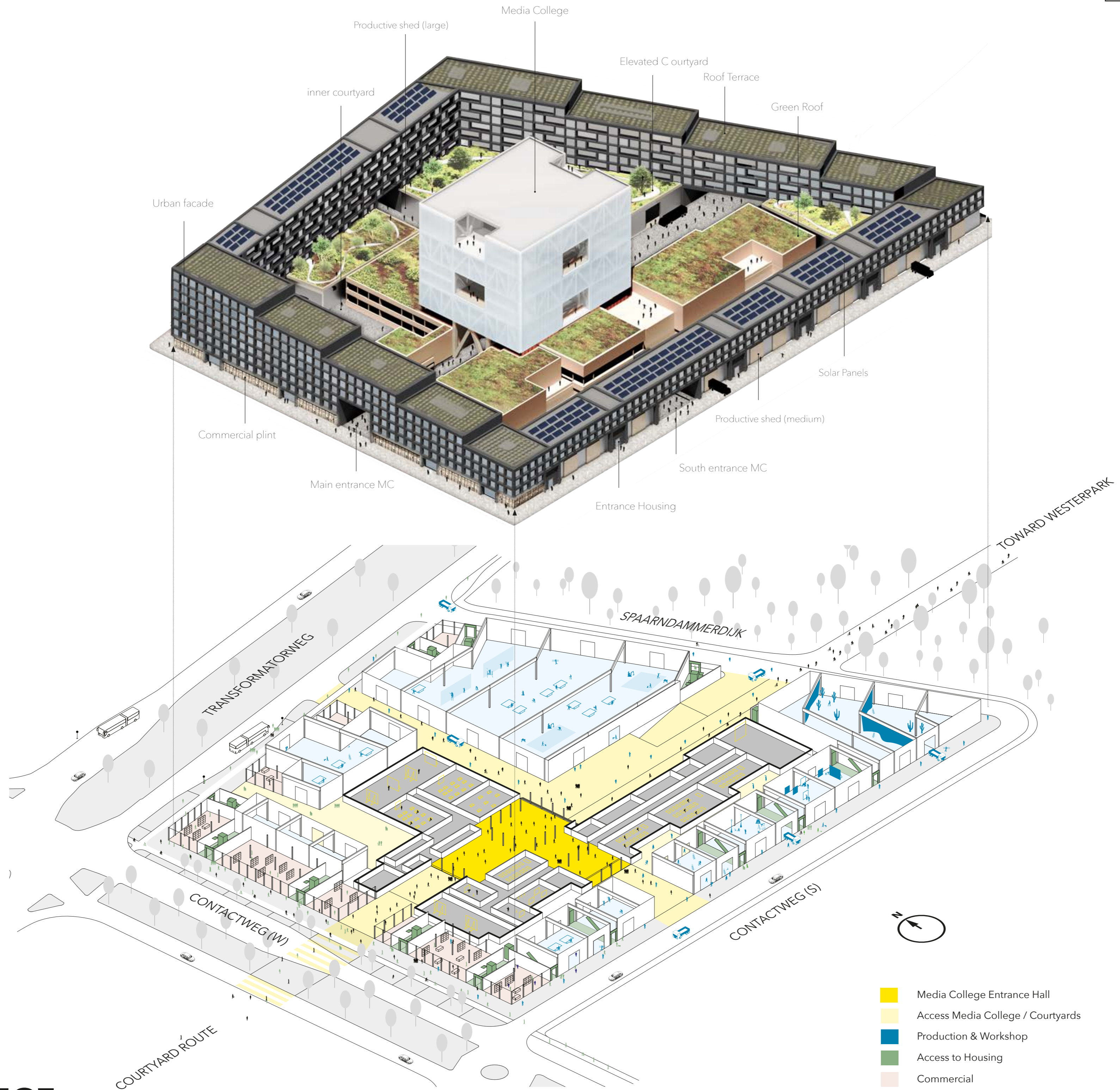
PRODUCTIVE COURTYARDS

Behind the mediocre facades at Sloterdijk 1 a variety of inner spaces is present where a latent quality of the productive city is present: Vast interiors of productive sheds open onto courtyards where work spills over into the semi-public spaces. Glimpses of workshops, film studios, but also seemingly banal car-repair shops reveal the interesting, perhaps weird, experience of co-existence in the productive city. In our proposal these spaces form a sequence of semi-public courtyards that connects to Westerpark and forms a bicycle and pedestrian route through the heart of Sloterdijk 1.



AERIAL OVERVIEW: THE ENTRANCE TO HARBORCITY

The aerial view shows the gateway position Sloterdijk 1 forms for the future development of Harbor City. While a dense but not high productive block defines the urban space two exceptions form recognizable urban landmarks with civic functions.



MEDIA COLLEGE

PRODUCTIVE CITYLAB: Learn - Make - Live

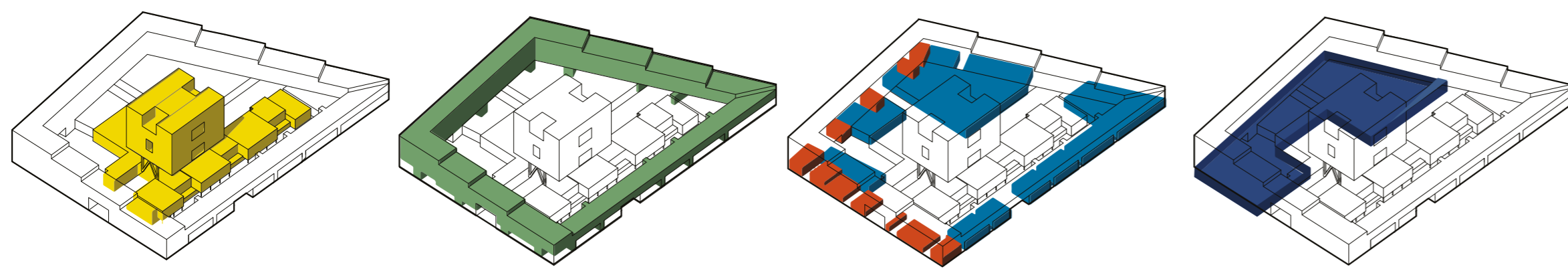
The educational campus is a delicate typology. Its isolation seeks to safeguard academic autonomy and critical inquiry, but also risks creating an esoteric environment that is detached from society. Our proposal seeks to give a recognizable identity to the Media College as an independent institution for education and self-realization. On the other hand we've embedded it in a tight-knit and typologically diverse urban block. Productive sheds of various sizes, social and market housing units, commercial storefronts and an educational institution will give inhabitants, students and visitors a vibrant experience of the full cycle of conception, production and consumption. We have organized the program so that the dense and diverse program stimulates innovative collaborations, disciplinary crossovers and unexpected adjacencies that create the distinct and unusual experience of the productive city.

ORGANIZATION: Diversity & Synergy

In our proposal the ground floor and streets are fundamental in organizing the complex program. The commercial plinth is oriented toward the urban streets in the west and the north. Production and workshops are oriented toward the less busy southern and eastern streets. Truck traffic is limited to users and through-traffic is not possible to avoid the danger and noise of fast moving trucks. The Media College is accessible from all side through large gates in the urban block. The resulting cross forms inner courtyards where productive and educational functions come together. In the center of the cross is the main entrance of the school. This is the heart of the school where students and teachers cross paths and interact. From here there is a route that winds up the central block of the Media College. The route passes several public terraces that

overlook the city in every direction. Classrooms of the various disciplines of the school open onto these spaces where they mix and interact. The housing is accessible from streets around the block to make sure that there are "eyes on the street" 24-7. Hindrance is avoided by separating the entrances of the housing and the school. While production is part of both the streetscape and the interior courtyard to stimulate interaction and a particular experience of productivity. The large roofs of the productive sheds provide ample space for residential gardens. The design in this way seeks to create a dense incubator for different programs that can be separated where needed and integrated where desired. The resulting block will thus provide a unique and vivid urban experience through the juxtaposition of housing, commerce, education and production.

TYPOLOGICAL DIVERSITY



MEDIA COLLEGE

HOUSING

COMMERCIAL

WORKSHOP/ PRODUCTION

PARKING

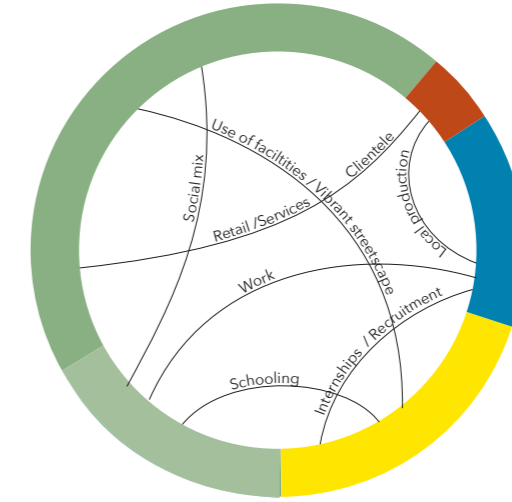
PROGRAMMATIC SYNERGY

MARKET HOUSING
22.138 m²

102 x 1-room apts. - 50m²
59 x 3-room apts. - 90m²
58 x 5-room apts. - 130m²

SOCIAL HOUSING
9.486 m²

30 x 1-room apts. - 50m²
50 x 3-room apts. - 90m²
14 x 5-room apts. - 130m²



COMMERCIAL
2560 m²
10 stores average 300 m²

PRODUCTION
7890 m²
1 x 3325m²
2 x 1350m² - 800 m²
6 x 200m² - 400 m²

MEDIACOLLEGE
22.220 m²

new 10120 m²
renovation 12000m²
demolition 1060 m²

PROGRAM
51.600m²

FSI = 2.0
GSI = 0.6



DIVERSE SECTION: The Media College at the centre of a productive urban block. Shed typologies, a urban housing block and a recognizable metropolitan educational institution are merged but recognizable as separate entities

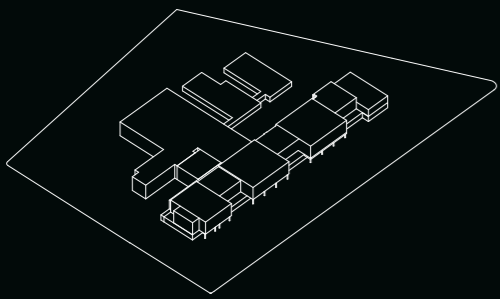


PRODUCTIVE COURTYARD : Inside the block courtyards production and education take place side by side. Students are exposed to professional practice while businesses benefit from experimental environment and access to you talent.

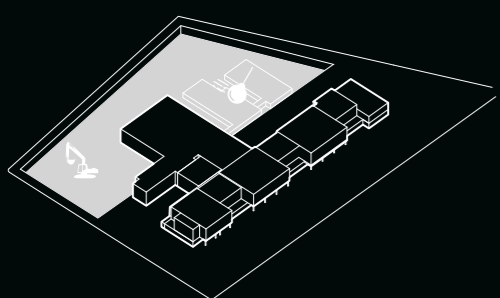
PHASED DEVELOPMENT

The construction of the Media College is possible without having to close the school. The flexibility of the shed is instrumental during the execution and will temporarily be used as school before the full program is realized. The school addition is added through stacking cantilevered trusses on a strong bases that is positioned in the center of existing block. In this way the new school seems to float on top of the old school.

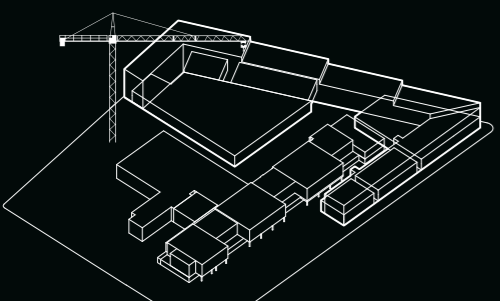
0. EXISTING SCHOOL



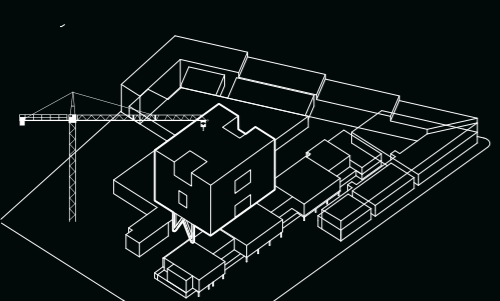
1. DEMOLITION & CONSTRUCTION PARKING



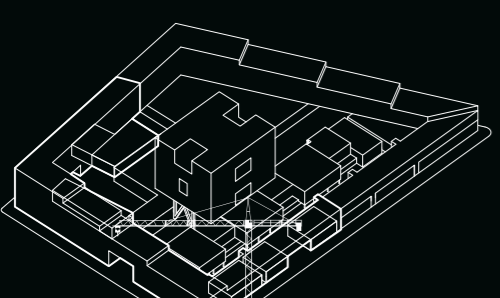
2. ADDITION EAST WING



3. CONSTRUCTION MAIN BUILDING



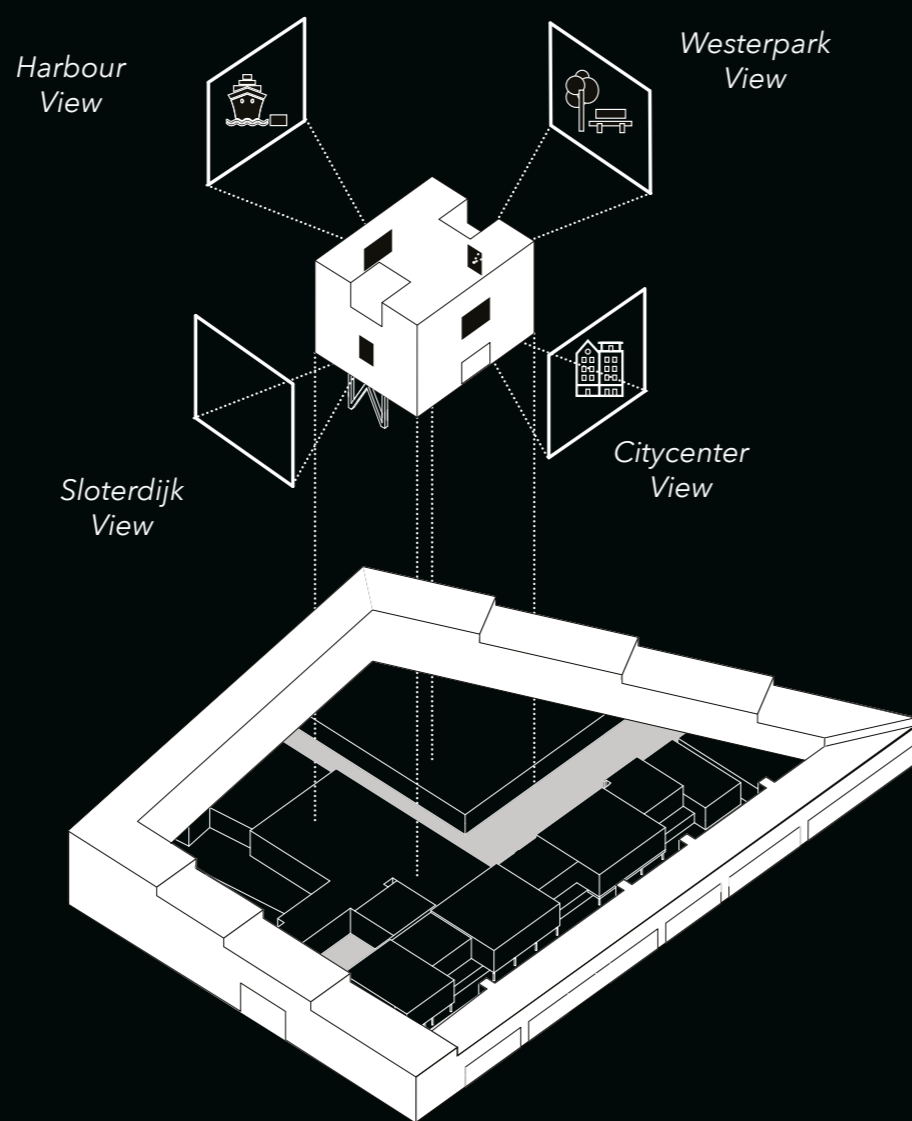
4. FINISH WEST WING



MASSING CONCEPT

The massing gives expression to two parts of the program that relate to the urban context at different scales. The first aims to integrate a housing block, stores and productive sheds at the street and neighborhood level. This strategy is envisioned for the whole of Sloterdijk 1 as a unique productive cluster in Amsterdam. The massing of the block slightly increases toward the north thereby creating optimal lighting condition, accommodating views toward the park, blocking noise from the Transformatorweg and reacting to the sizes of the surrounding streets. As a civic institution the Media College forms a recognizable exception in this urban block and works as a metropolitan landmark that represents the importance of education and knowledge in the productive city. While ascending the main building of the Media College students will pass terraces that look out over different views of city.

METROPOLITAN INSTITUTION

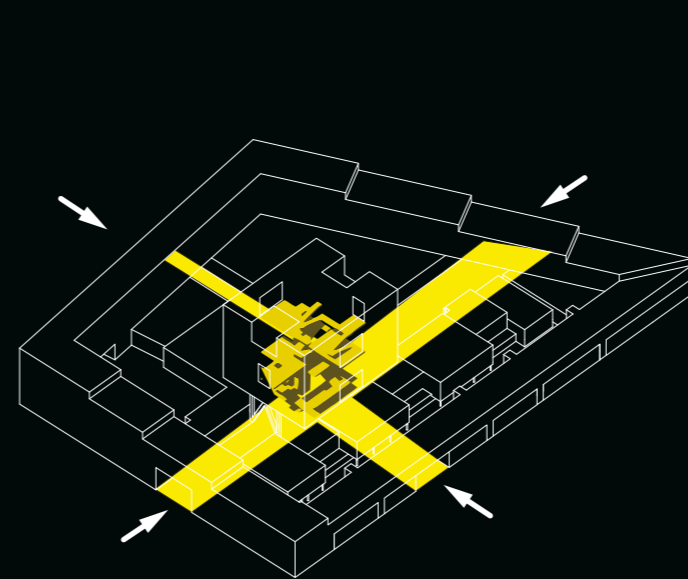


PRODUCTIVE BLOCK

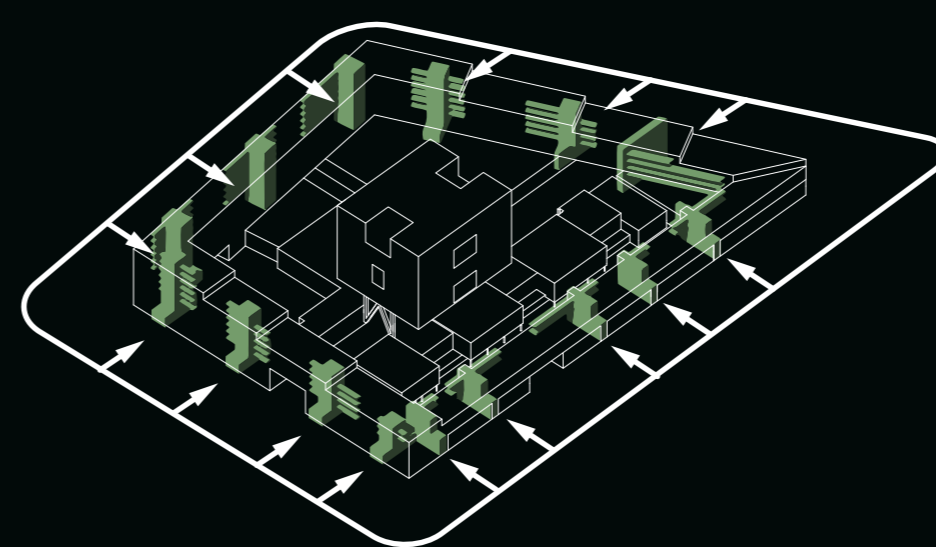
PRIVATE/PUBLIC ACCESS

Entrances are situated to optimize desirable integration between housing, productive, commercial and educational program. Housing entrances surround block to insure vibrant street-life. The circulation cores create smaller groupings of housing units to increase sense of community and interaction between neighbors. On the other hand a semi-public cross in the center forms access to the school via courtyards where production and education coincide.

ACCESS MEDIA COLLEGE



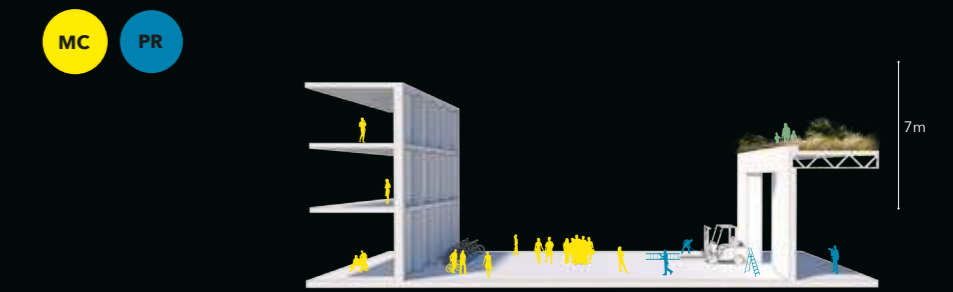
ACCESS HOUSING



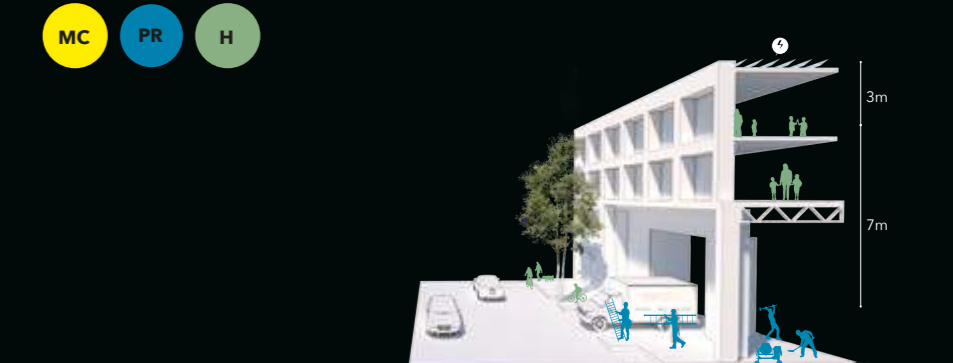
VIBRANT STREETSCAPES

The street surrounding the buildings are characterized by the adjacency of different programs. The combination of production, education and housing promise a vibrant environment where people are more active and engaged than the more passive role citizens play in a city dominated by consumption and spectacle.

Central Courtyard



Contactweg South



Spaarndammerdijk (East)



Contactweg (West)



Transformatorweg (North)



PRODUCTIVE BLOCK : The program of the building is arranged according to the atmosphere of the adjacent streets. Left in the image the plinth is defined by commercial program, on the right the plinth is characterized by production. Both streets provide access to housing apartments.