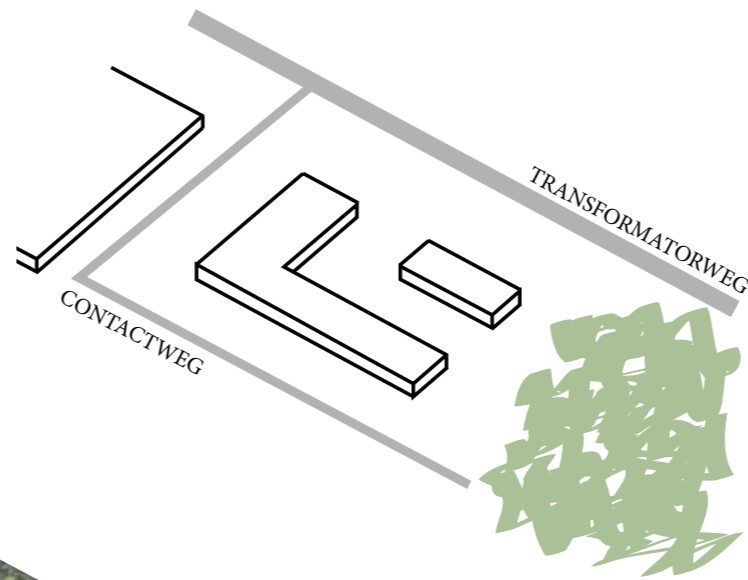


from SLOTERDIJK to OPENWIJK

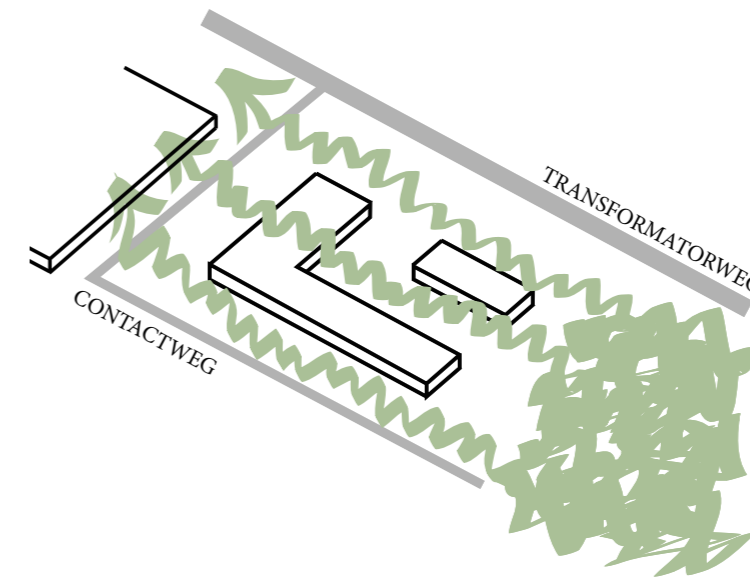
TRANSFORMING SLOTERDIJK INTO AN OPEN NEIGHBOURHOOD

“The closed dyke has cracked
 Bringing so much needed life
 The nature flows through”

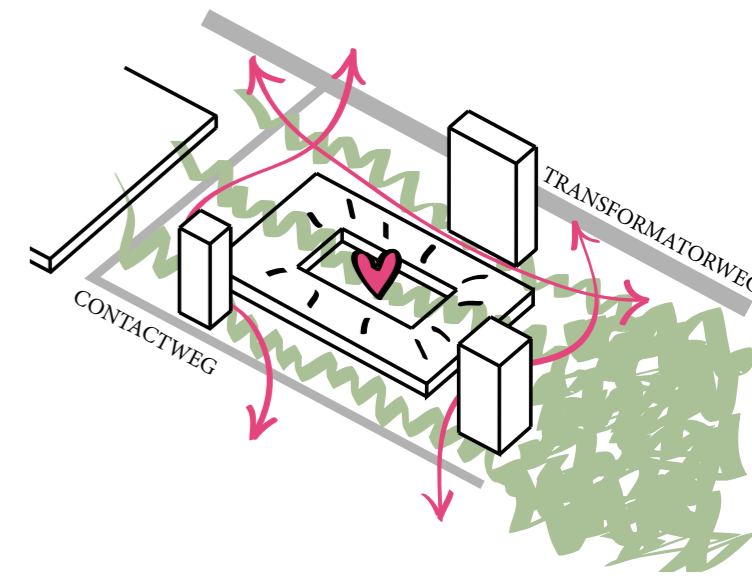
Unknown Dutch poet



EXISTING



OPEN DYKE



AND PRODUCTIVE AGAIN!

From a peripheral industrial area, Sloterdijk is gradually transforming into an integrated mixed-use urban quarter of Amsterdam. The Media College site pioneers this transition. It is located on the edge of the business park where the asphalt meets open green space. The two conditions are separated by a 'dyke'. In Openwijk, the dyke has broken allowing nature to flow into Sloterdijk.

New buildings are carefully inserted into the existing fabric to define a public realm which is key to the Openwijk vision. A restructuring of the fabric into an intelligible network of public-private spaces and buildings allows for other uses such as leisure and housing to settle among the industries and create a desired urbanity. Therefore, the production activities of the industrial park are enriched rather than replaced.

The institutional viability of the Media College is crucial to the knowledge-based local economy. However, at present the College appears to be patching up its real estate without a long term holistic vision, which resulted in an incoherent campus surrounded by an unwelcoming fence. The introduction of a public realm and infill buildings unifies and transforms the campus into a dense mixed-use urban block with a strong sense of place and identity. The new public spaces anchor all activities, encouraging diverse relations to be formed between the students, the workers of the productive economy and the newly arrived residents. Shared facilities further enhance these relations. These internal and external social spaces are vital for the productive academic environment: they provide opportunities for direct and indirect learning, different departments coming together for interdisciplinary knowledge transfer.

The Transformatorweg site has opened up to become an integrated part of the city, an urbanised shared platform for students, workers, residents and visitors. It exemplifies a sustainable model for compact dense development. A clearly defined network of buildings and spaces serving different purposes create an animated but safe round-the-clock community. The new incubator buildings support the emergence of the Sloterdijk media cluster, where the expertise is shared between businesses and academia. Through active frontages of new workspace buildings facing the Start-up Lane and the Media Mews, the "production" is allowed to be seen and connected to shared daily life. The various spaces such as the Sky Arena, the Conference hall and the Open-Air-Screen are rented to a network of private partners who organise workshops and conferences where knowledge is exchanged and students can meet their future

employees. Certain lectures are attended by the wider public. The theatre, the café and students' restaurant are open to everyone and function over the weekend... On the other hand, students make use of the shops and services in the residential buildings. Both students and residents rent allotments in the Orchard to sell the harvest at the Sunday market on Theatre Square. The residents enjoy views over the countryside and green roofs of the College from their spacious tower terraces. The lush landscape binds all buildings and spaces together and connects the site to the wider city and the countryside.

AXONOMETRICAL VIEW OF THE URBANISED MEDIA COLLEGE SITE:

PLOT D: MEDIA TOWER
 Media Tower creates an iconic image for the College. It provides students accommodation on site improving the dynamism even more. The peculiar shape resembles a conventional media tower signalling to the surroundings that a major transformation of the College is taking place. The crown of the Tower is a unique venue for College and external events

LIBRARY COURT
 The glass roof creates a well lit space for the library. Here places for individual work are mixed with ones for informal gatherings and group work. The space is open to all departments and nurtures the cross-disciplinary knowledge transfer and collaboration. Circulation opens to the Court and reduces the travel distances

PLOT C
 Flexible study/work space adaptable to different modes of study and work. If the building is leased to a tenant, the entrance can be organised from the ground floor and the internal connection with the college building omitted. Neutral double-skin facade is used as cladding as a sustainable and contemporary solution to all new "work/study space" additions

MEDIA MEWS
 The Mews is a public link from the Transformatorweg into the site. The Mews is activated by the flows of people and the double-height live-work units

RESTAURANT SQUARE
 The restaurant and the conference centre of the College become shared facilities. They open up to a sunny terrace that sits on the intersection of busy public links

PLOT B: MIXED-USE SLAB
 The building is set back to respect the line of mature trees along the boulevard. Building opens-up on the ground floor to create a site entrance for people going to and from the bus and tram stops. North-South orientation of the site results in spacious double-aspect flats which appeal to pioneers moving in Sloterdijk. Double-height live-work units on the ground floor accommodate small-scale manufacturing and allow the production to be seen

PLOT B: MIXED-USE TOWER
 Ground floor of the tower provides shops and services and entrance lobbies for residences and offices above. Windows of the housing have extra insulating properties to ensure that neither the noise of the College events nor the Transformatorweg causes nuisance to the inhabitants. Underground parking is arranged under the full footprint of the municipality-owned part of the Site. Outdoor terrace covered in greenery runs along the perimeter of each floor dissolving the silhouette of the tower

DENSITY
 Compact development of the city is the way forward for the sustainable future

LANDSCAPE
 Water run-off is improved considerably due to the reduction of asphalt surfaces and the use of permeable pavement. Lush greenery flows in the site improving biodiversity and overall living/working conditions

PLOT F
 The academic buildings of Plot F define the Media Quad. The recently added barn is retained but a facade of insulation and brick is added to create visual continuity and to improve its performance. The bridges help enclosing the Quad and help making cross-departmental links. The west facade of the taller building of plot F features a media screen over its entire height. It is used for broadcasting lectures in real-time, presentations by and for local start-ups and as an open air cinema for the community

MEDIA QUAD
 The heart of the Site. Multi-purpose shared space for formal and informal learning and community events. Permeable during the day and closed during the night this figure ground ensures security of the college through the form rather than fences

COMMUNITY ORCHARD AND CONSERVATORY
 Urban agriculture is an intermediate as well as a permanent use in the form of the orchard and conservatory on the East edge of the site where it dissolves in the countryside-green. The Orchard is enjoyed by both students and residents

PLOT G: RESIDENTIAL TOWER AND CRÈCHE
 The tower is the last building to be developed. It stands in the landscape overlooking the green and creates a vista for the Start-Up Lane. The crèche on ground floor is used by 30-something students and residents

LUSH GREENERY AND FARMS
 create a unique experience of being in the countryside inside the city

SHARED FACILITIES
 Media College ↔ Residents / Public

- Conference Centre
- Theatre
- Media Screen
- Restaurant
- Snack Bar
- Cafe
- Cycle Parking
- Sky Arena
- Orchard & Conservatory
- Workshops
- Post
- Services
- Shops
- Crèche
- Underground Parking

STUDENTS SQUARE
 Students Square signifies the main entrance to the college building. A regular colonnade of trees directs the movement towards the entrance. Students grab their coffees and their koffiekoek at the Café on the ground floor of the Media Tower. A piece of art is placed before the main entrance and helps to create the 'identity' of the College

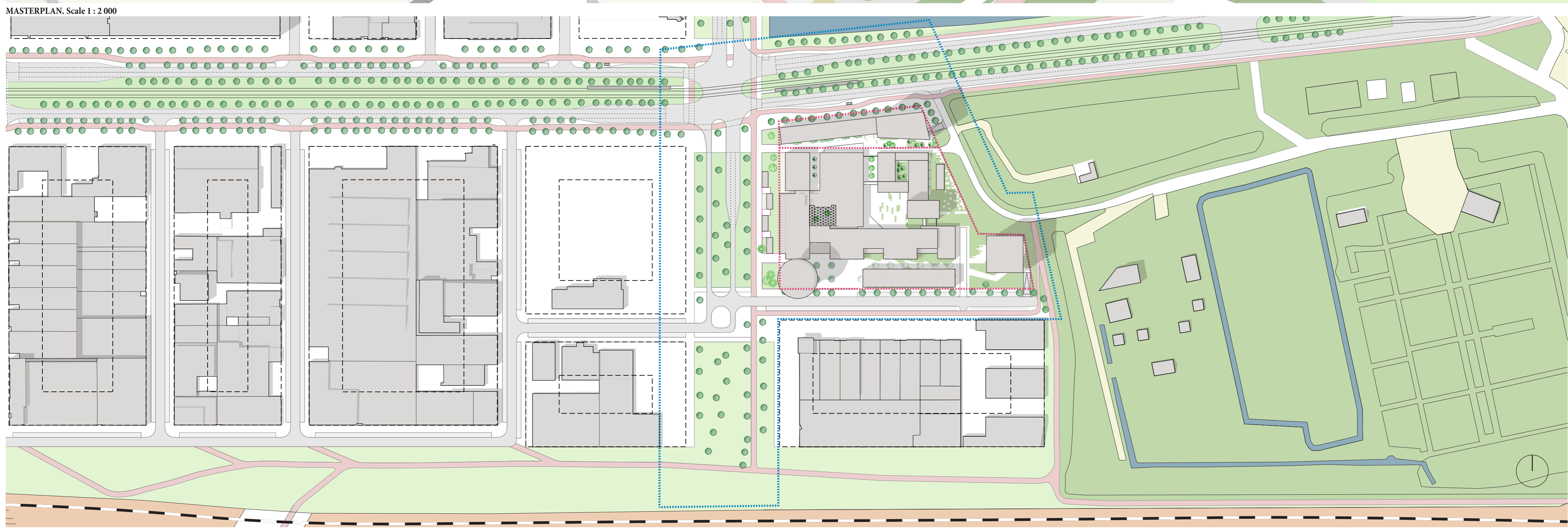
ROOF TERRACES
 College roofs overlooking the Start-Up Lane have been converted into terraces. They provide outdoor space for academics and improve views from residential tower windows

START-UP LANE
 Start-Up Lane is a promenade between the incubator and the college building shared between the workers and students - interactive space for networking and collaborative working

THEATRE SQUARE

PLOT E: INCUBATOR
 The incubator fuses academia with businesses. The flexible study/work space is adaptable to different modes of study and work. The generic office floor of 1.5 m planning grid can accommodate small companies as well as larger players. The building is set back from the boundary to respect the routes of the existing mature trees

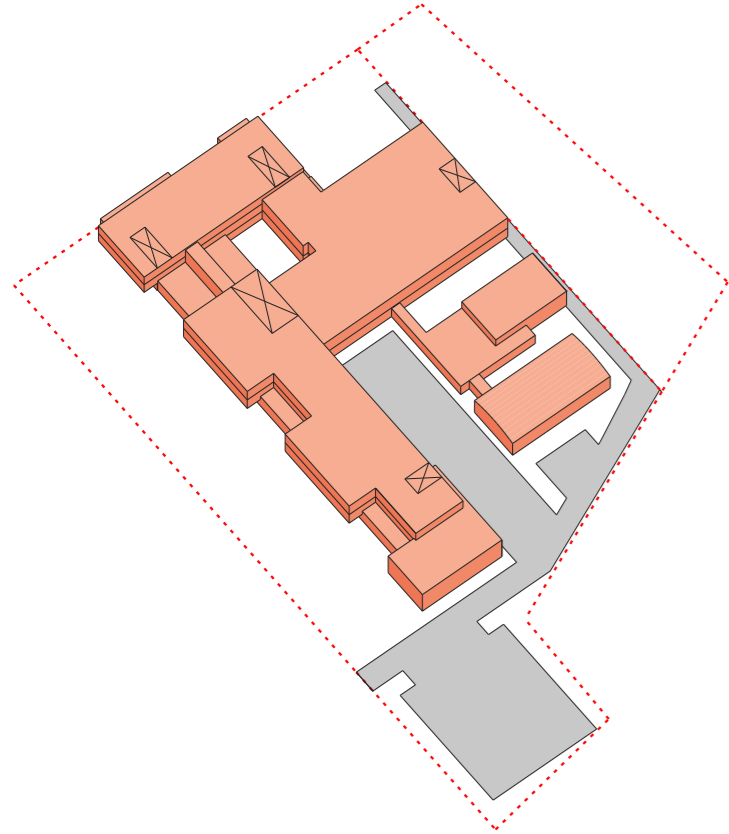
Quadrangle structure of the Merton College in Oxford has been used for the same purpose for over 750 years and still persists today



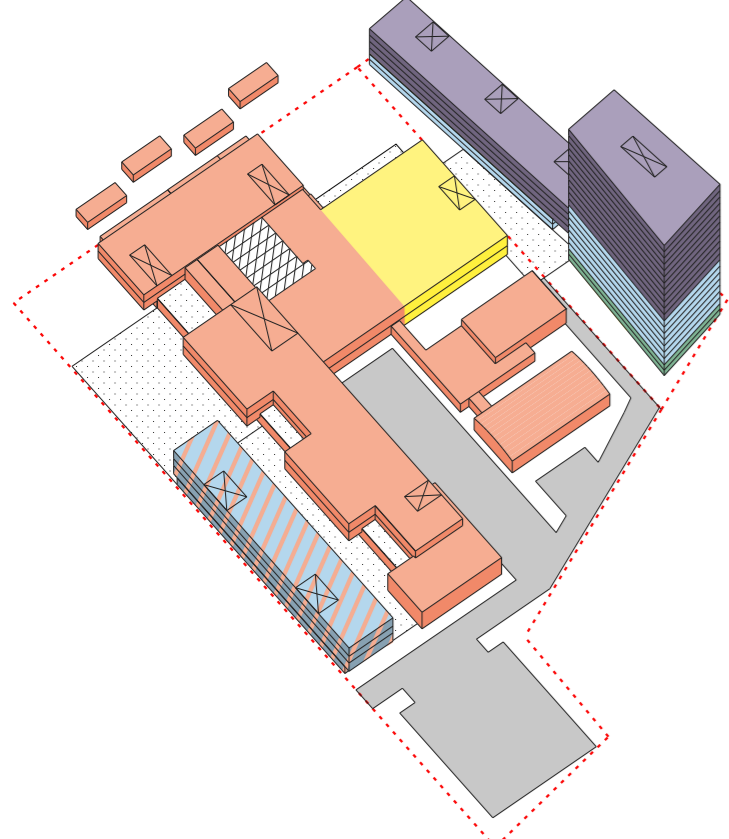
DEVELOPMENT PHASING DIAGRAMS:

- Uses:
- - academic
 - - shared event spaces
 - - workspace
 - - residential
 - - retail

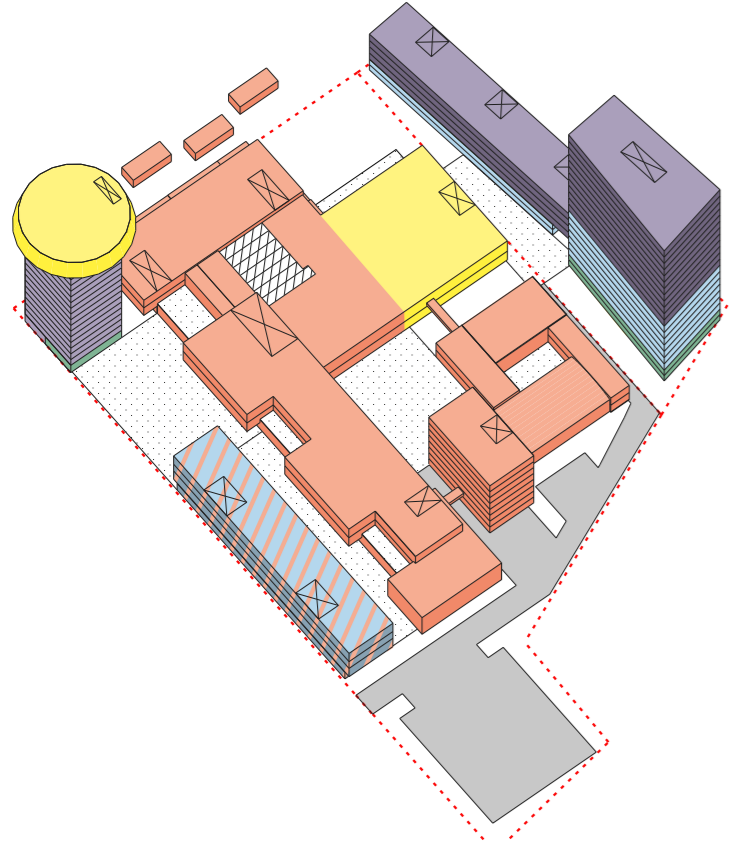
PHASE 0: Existing



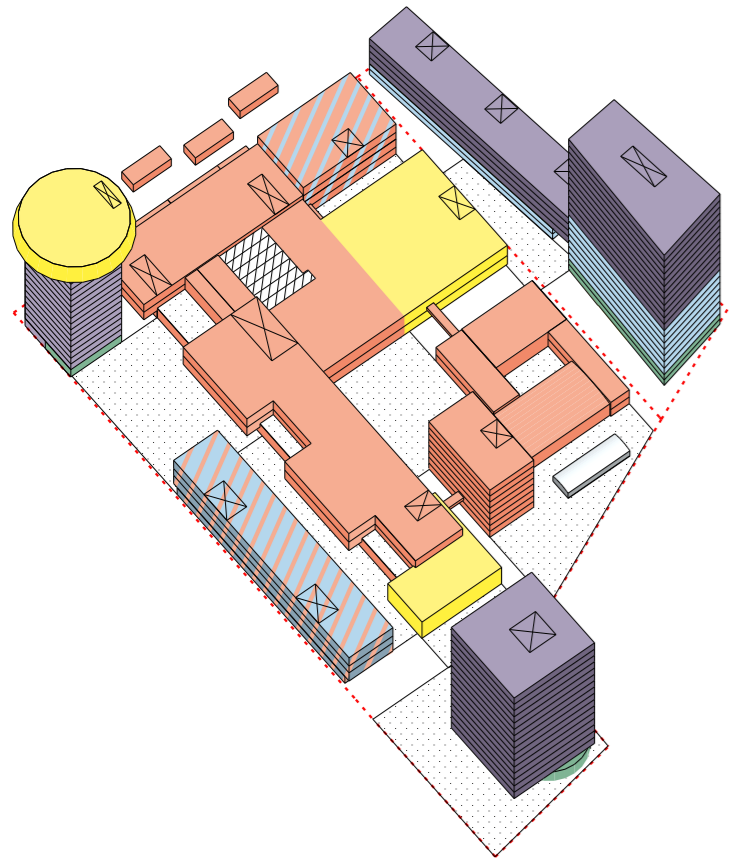
PHASE 1:



PHASE 2:



PHASE 3:

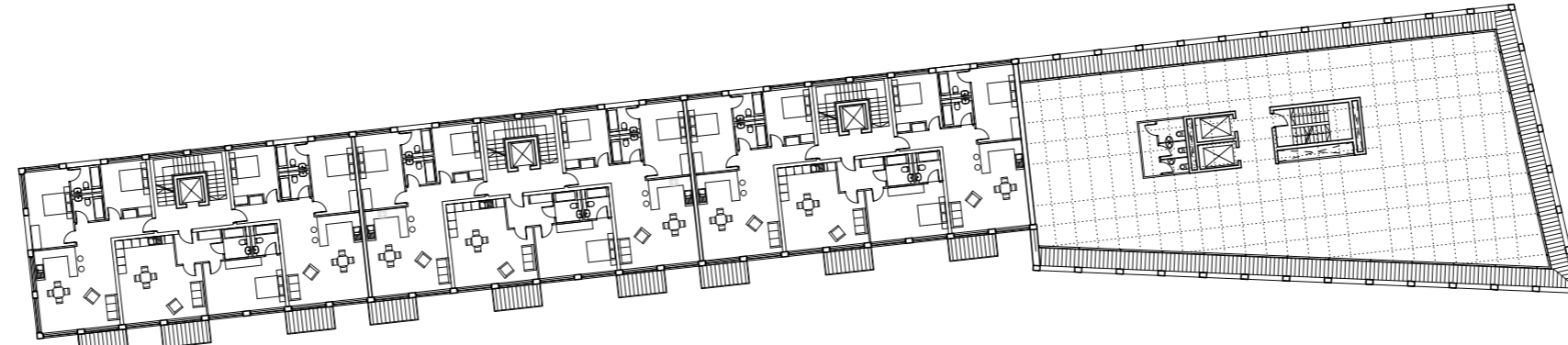


LUNCHTIME HOUR AT THE MEDIA MEWS: Double height live-work units on the left activate the public space; Restaurant and Conference terrace is filled with students, workers from nearby companies, residents and tourists. A lady is on her way to stall her bike in the parking shed around the corner



PEACE AND QUIET AT THE LIBRARY COURT: Spacious, full of daylight and green library/study space at the heart of the building

2ND-5TH FLOOR PLAN. Scale 1:500



1ST FLOOR PLAN. Scale 1:500



9TH-20TH FLOOR PLAN. Scale 1:500

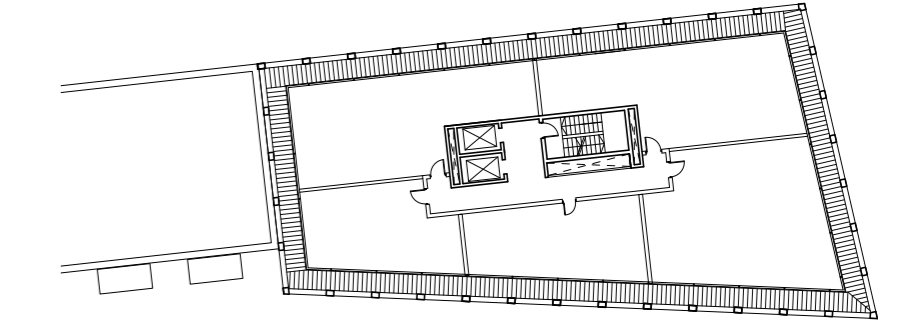


TABLE 01: AREA CALCULATIONS OF NEW BUILT AREA

| Plot | Use | Area (m²) | Plot | Use | Area (m²) |
|-----------------------------|--------------------|-----------|--------------|------------------|-----------|
| Plot A | Additions | 1170 | Plot D | Student housing | 4550 |
| | | | | Sky Arena | 1000 |
| | | | | Coffee bar | 250 |
| Plot B | Shops and services | 1360 | Plot E | Work-Study space | 1860 |
| | Workspace | 4760 | | Incubator | 1730 |
| | Work-Live units | 1560 | | | |
| Plot C | Flats | 11040 | Plot F | Teaching space | 3200 |
| | Work-Study space | 2120 | | | |
| | | | Plot G | Flats | 12160 |
| | | | | Crèche | 696 |
| TOTAL NEW BUILT AREA | | | BRIEF | | |
| | Residential | 27750 | | Residential | 28000 |
| | Academic | 9350 | | Academic | 9500 |
| | Workspace | 8050 | | Workspace | 8000 |
| | Retail | 2306 | | Retail | 2000 |
| | Parking | 3900 | | Parking | - |

- Incubator building (Plot E) starts attracting media companies and provides space for the lectures while the main college building is being improved

- cycle parking to the West of the Site replaces the existing one
- public spaces: Students' Square, Start-Up Lane and the Restaurant Square signal the improvement of the public realm

- roof over the Great Court of the Media College creates a heart of the building for formal and informal learning. Various bits of green roofs are added on the 1st floor roof.

- restaurant is opened to the wider public to initiate the creation of the Hub and provide opportunities for networking

- development to the North (Plot B) is developed independently. Once the residents start moving in the Site is alive 24/7

- the heart of the site - the Media Quad is shaped by new academic buildings (Plot F). The buildings feature a screen over its entire height which is used for movie nights, media installations, broadcasting lectures from Harvard etc.

- the Media Tower in the West (Plot D) provides student housing and a cafe on ground floor. The peculiar shape resembles a conventional media tower signalling to the surroundings that a major transformation of the College is taking place. The crown of the Tower is a unique venue for the College and external events

- flexible work/study space is added to the College on plot C. Students can work here on their individual projects. The Media College rents out part of the floor area to start-ups founded by graduates. In return these graduates share their expertise with the students

- the residential tower in the East is added (Plot G). The tower replaces the surface parking by underground parking and it houses a crèche on ground floor.

- the Media College theatre opens to the public. The brand new Theatre Square serves as a welcoming entrance and a place for pop corn stalls to sell their goods

- adjacent to plot F, the Orchard is planted and a greenhouse installed to be shared by students and residents

from SLOTERDIJK to OPENWIJK

TRANSFORMING SLOTERDIJK INTO AN OPEN NEIGHBOURHOOD



APPROACHING THE COLLEGE SITE FROM TRANSFORMATORWEG: While the centre of the site adopts a low- to mid-rise scale, three distinct towers are positioned on the far ends of the site in a way to avoid overshadowing of the public spaces. They improve navigation through the site and the area, create identity for the place, and achieve the desired density. The screen of the Media Quad gives a hint of the activities going on within the College. The nature of the countryside is clearly visible through the welcoming Mews