transversal section
1:500

productive city

As the difference between spaces of work and living seems to constantly diminish due to evolving economy and technology so does their distance in the city. Parts of the city that used to be dedicated to work and production are being harvested for housing demands in growing cities like Amsterdam. Their period of transition often creates particularly fertile and vibrant neighborhoods as currently in the West of Amsterdam. People live and work in informal conditions, adapting the generic yet flexible structures of production to their evolving needs.

urban platform

Transformatorweg represents the opportunity for the creation of a platform for education, culture and living. This is primarily an urban planning and a programmatic question. The design proposal tackles this considerable project as a kind of inner urbanism.

The original datum height outlines the development. The present system of low and varied pavilions of the Media College provide the grammar that defines

an open systems of blocks extending and completing the current circulation of the school. A series of public and semi-public spaces interrupt the three floor structure in strategic spaces. Each street side of the project faces a specific public space that mediate the relation to the city, the particularity of each street and the adjacent park.

pavilions of learning

The aim of the extended Media College is to optimize knowledge exchange and collaboration between students, teaching staff and practitioners in related disciplines. Bringing the workshops from The Factory building on Condensatorweg onto the site of Contactweg means a concentration of the activities of the school for an enhanced synergy.

Addresses for the specialized workshop spaces and classrooms are created along a looping circulation and paralleling more open public ephemeral spaces. The performance space, group studios and learning patios offer alternative spaces for a new kind of learning. They can also be used by professionals from

outside the school, working in the block.

The proposal encourages the institutions to harness the productive creativity of Amsterdam with spaces that foster experimentation and interaction. Clustering education and production in this way serves to blur traditional boundaries. It facilitates the collaboration with business partners and knowledge centres, while a more efficient use of buildings and facilities maximizes the gains for education and research. In this way the Loop enables a wide spectrum of appropriations.

looping strip

Considering the fast-changing nature of media today, the building needs to be flexible enough to accommodate possible future needs as well. The infrastructure works as a continuous interior space for production. The loop is structured by formal and informal interior and exterior rooms for different types of small media companies locating individual practices, reminiscent of the city.
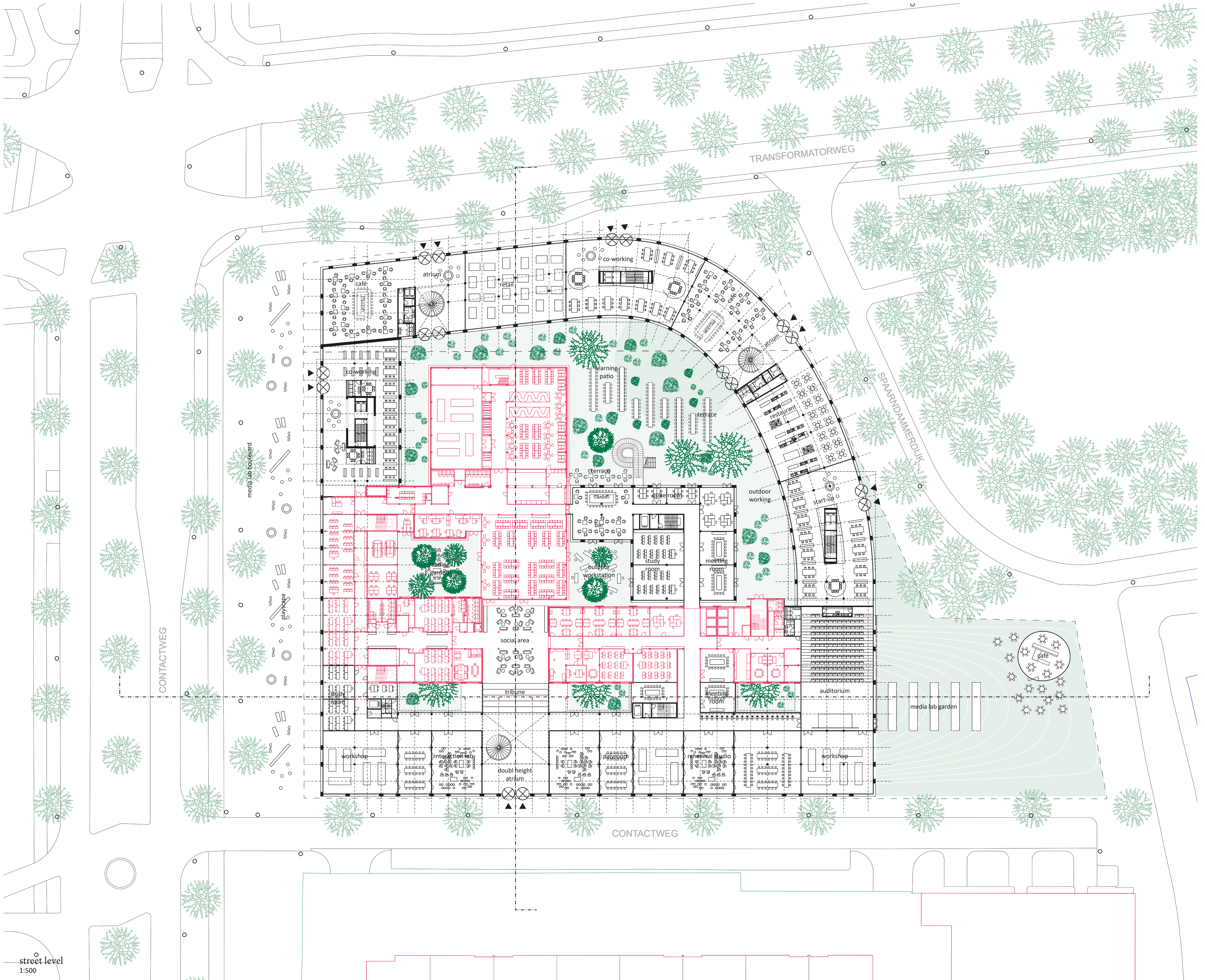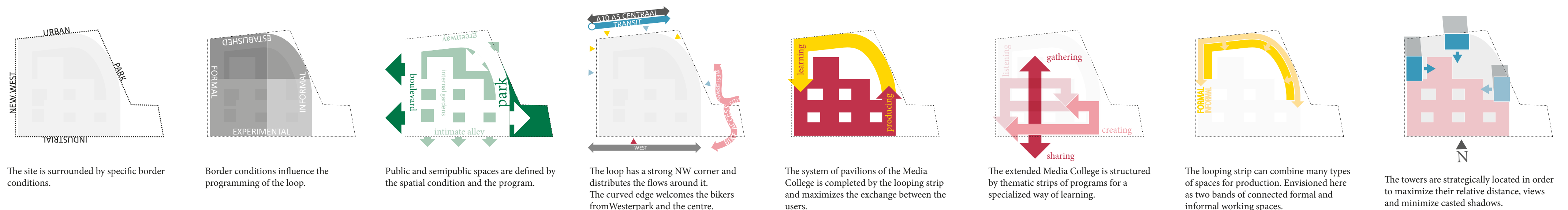
The goal is to create an open framework with different degrees of precision,

scales and tonalities and with a range extending from huge public spaces to intimate private ones. The Loop block functions as a city, for a program that is constantly in flux.

towers of living

In accordance with the urban development of the district and within the transition of Amsterdam's morphology, the project represents the gate to the new West. Creating a mostly low block, a set of taller buildings is added to fulfil housing demands in Amsterdam. This difference marks their location and frames views and light for the development. The strategy establishes a link between the existing industrial morphology and the future towers planned for the development of the future Sloterdijk.

The three towers have specific floor plans offering a wide range of living conditions to different social groups. Multiple vertical connections link the housing, the loop with the various exterior spaces on the street, park and roof. Thus, it enhances the opportunities to create an active collectivity where working and living merge together.
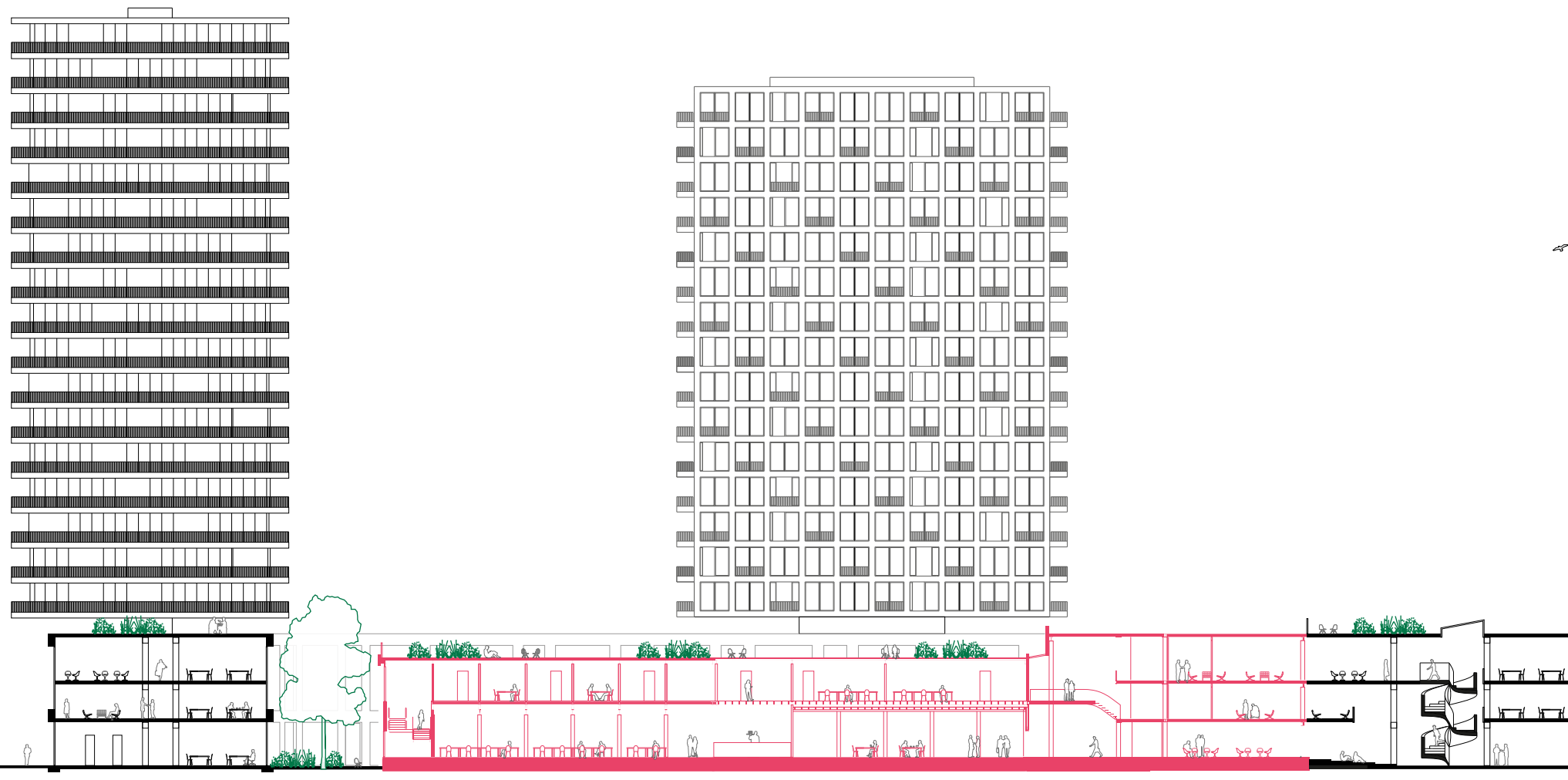
The site is surrounded by specific border conditions.

Border conditions influence the programming of the loop.

Public and semipublic spaces are defined by the spatial condition and the program.

The loop has a strong NW corner and distributes the flows around it.
The curved edge welcomes the bikers from Westerpark and the centre.

The system of pavilions of the Media College is completed by the looping strip and maximizes the exchange between the users.

The extended Media College is structured by thematic strips of programs for a specialized way of learning.

The looping strip can combine many types of spaces for production. Envisioned here as two bands of connected formal and informal working spaces.

The towers are strategically located in order to maximize their relative distance, views and minimize casted shadows.

TRANSFORMATORWEG

SPAARNDAMMERDIJK

CONTACTWEG

CONTACTWEG

street level
1:500

the loop corner

WORK IN   CAFE   WINKEL
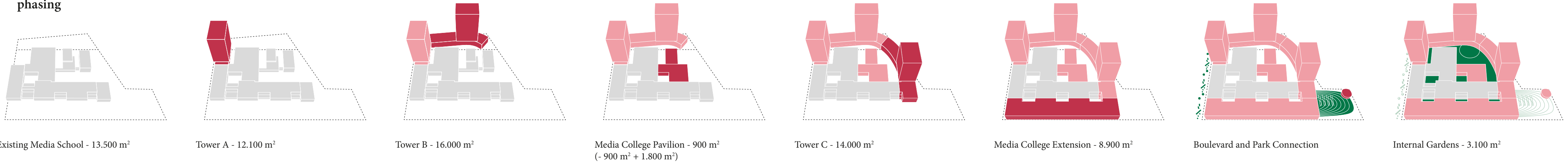

the learning patio

projects

the media lab garden

- media college (existing)
- media college (new)
- productive work spaces
- commercial
- housing (low cost)
- housing (market starter)
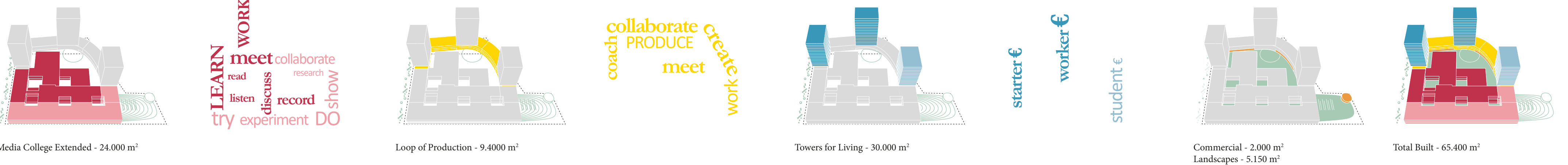- pavillions landscape
- working landscape
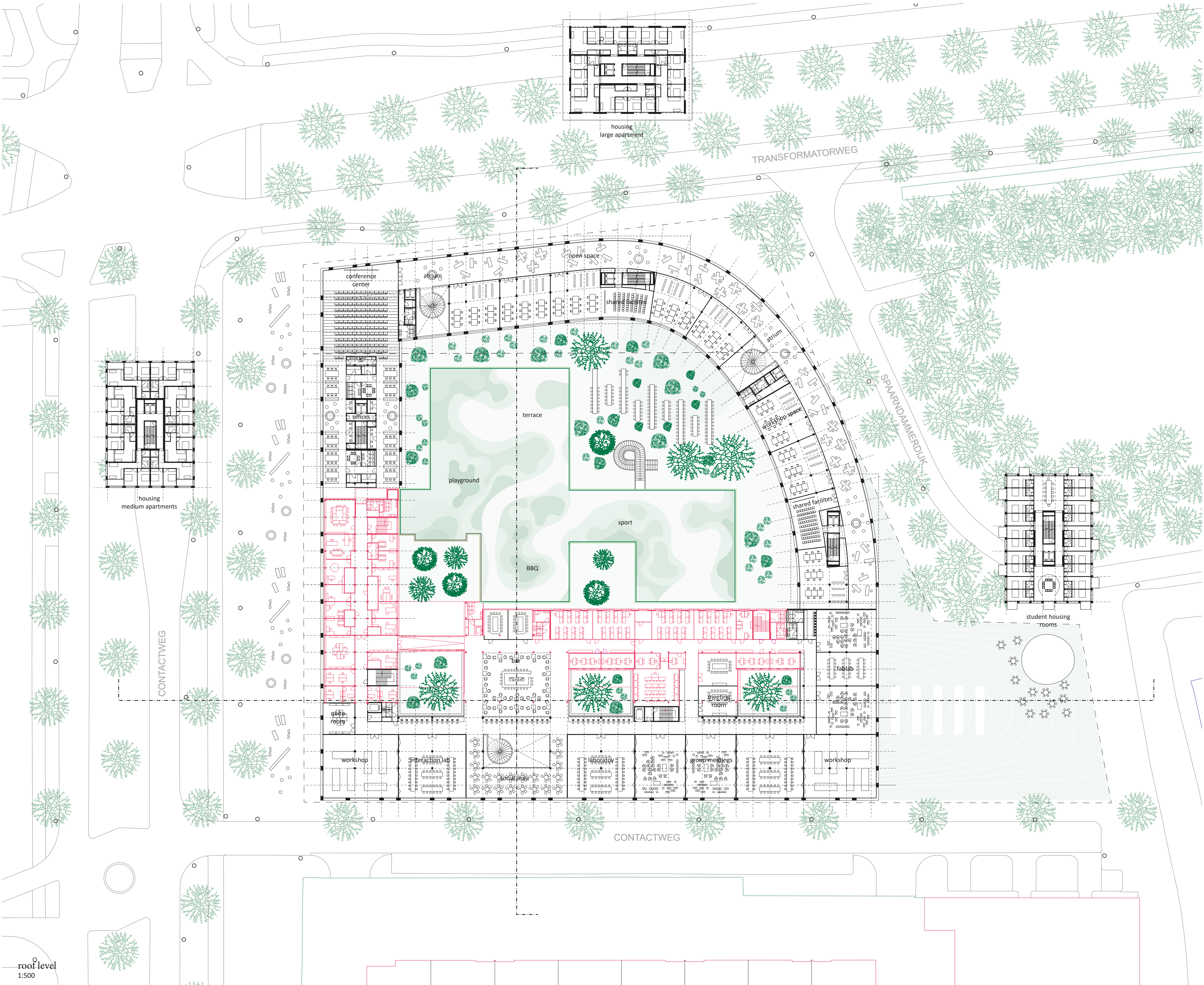

longitudinal section
1:500

phasing

Existing Media School - 13.500 m²

Tower A - 12.100 m²

Tower B - 16.000 m²

Media College Pavilion - 900 m²
(- 900 m² + 1.800 m²)

Tower C - 14.000 m²

Media College Extension - 8.900 m²

Boulevard and Park Connection

Internal Gardens - 3.100 m²

program

Media College Extended - 24.000 m²

LEARN WORK meet collaborate research read listen discuss record show try experiment DO

Loop of Production - 9.4000 m²

collaborate create coach PRODUCE work meet

Towers for Living - 30.000 m²

starter € worker € student €

Commercial - 2.000 m²
Landscapes - 5.150 m²

Total Built - 65.400 m²

TRANSFORMATORWEG

SPAARNDAMMERDIJK

CONTACTWEG

housing large apartment

housing medium apartments

conference center

atrium

open space

shared space

atrium

shared facilities

student housing rooms

terrace

playground

sport

BBQ

fablab

meeting room

offices

quiet room

workshop

interaction lab

laboratory

group meetings

workshop

CONTACTWEG

roof level
1:500