



SLOTERDIJK BIRDSEYE

CONCEPT

Media Epicenter is a vision of how the Media College and its ambitious expansion can catalyze urban transformation by bringing education and entrepreneurship together into a creative production hub.

STUDY AREA

The public spaces in our proposal are designed to help kickstart the Sloterdijk I development by fostering informal productivity and attracting similar media businesses to the adjacent plots. The most successful campus designs in both academic (Harvard/Stanford) and entrepreneurial (Google/Facebook) settings are designed to maximize chance encounters. We thus designed a diversity of streetscapes that stimulate informal production by maximizing the interaction between the College, residential, work and commercial programs. Pedestrian interaction is maximized by features including the replacement of on-street parking with a subterranean parking garage (entrance on the south side). The future infrastructure axis on the north, activity park on the west, quiet street in the south, and typical Dutch dike on the east are connected by a network of internal streets and plazas to foster a rich interaction with the city and neighborhood, and between various programs. In our proposal, the taller buildings are located along the northern edge to limit the impact of shadows. The tall buildings are an extension of the density around Sloterdijk Station and reinforce the Transformatorweg as gateway to Sloterdijk I, as envisioned by the City in "Koers 2025".

PROJECT SITE

For the Project Site, we envision an iconic creative melting pot tailored around the Media College and Media entrepreneurship. The proposed area increase from 13,500 to 63,000m² allowed us to mimic the typical lot coverage of the Amsterdam inner city, adjusting the coverage from 30 to 70%. The increased area also allowed us to disrupt a densification phenomenon that we called Amsterdam Onion: a center program wrapped with layers of open space, private gardens, residential homes and public street. The lack of interaction between the layers in this model is in direct conflict with best practices from our research into university/entrepreneurship campuses, where an open network of buildings fosters interaction and innovation. Our proposal instead wraps the Media College with housing in an open grid network. Interaction between all programs is facilitated, culminating in the various plazas which are surrounded by Media functions and activities: media café, restaurants, film, events, terraces, pop-ups, business space, mixed business space for multiple companies, printing company. The grid also allows for a flexible phasing of the development. Our proposed phasing that prioritizes the Media extension is flexible and can be altered as needed. Our proposal promotes sustainability through minimal energy consumption and timber construction to minimize its carbon footprint.

Our proposal respects the Property lines and has all new College areas located on the Media College lot. Two Media College volumes that form dead-ends on the northeast side have been removed to make room for a more efficient volume that works with the grid. For security reasons, the new and existing Media College buildings form one entity with a single central entrance and exit. To form a continuous circulation without obstructing the grid circulation, the Media College extensions are connected with a hallway below grade. To minimize the nuisance impact from the college on the residential quality, sporting activities have been moved to the Contactweg, and trees have been placed to mitigate noise.

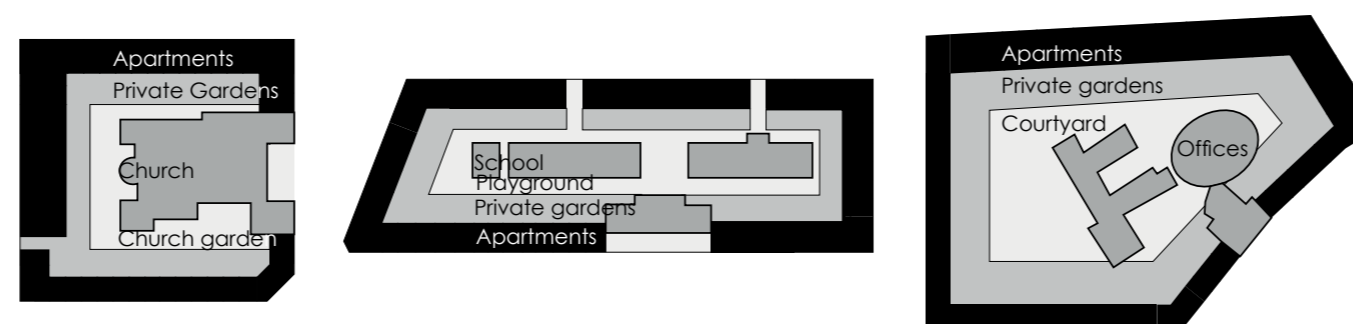
Similar to the plan, the façade is a generic white framework that works for the many different functions. The colored windows are an expression of the interaction of the various functions.

WORK/LIVING SPACES

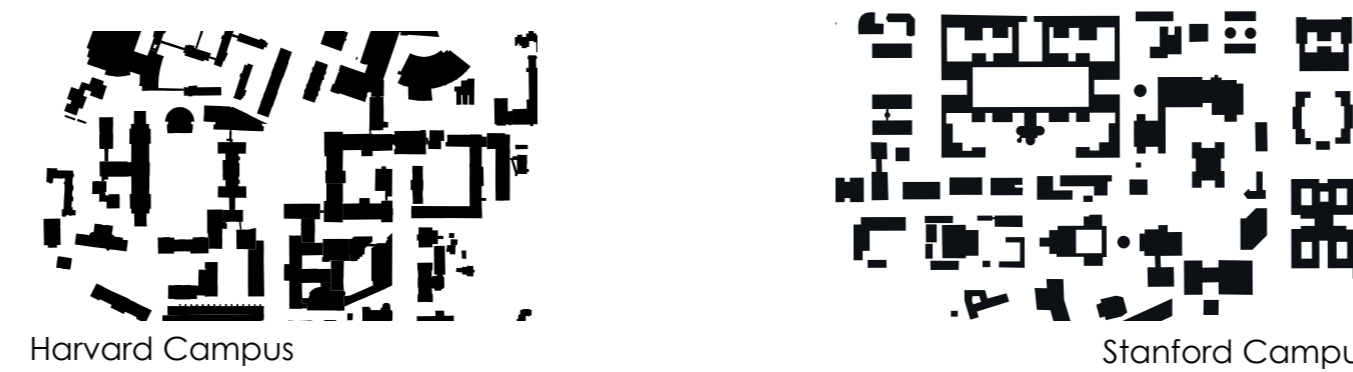
The Media Epicenter expands on the creative force of the Media College by tailoring towards graphic designers, Media zpp-pers, Media expats and Media Alumni by offering a variety of Media work/living combinations. Media Apartments with home offices, Social Media Housing with co-offices, Media Lab apartments with Media Lab floors and Media Houses with separate offices are designed to resonate with the diverse Media Entrepreneurs. The integration and transparency of the residential, work and college programs maximize the Collisionable hours (number of interactions/hour/m²).

CONCLUSION

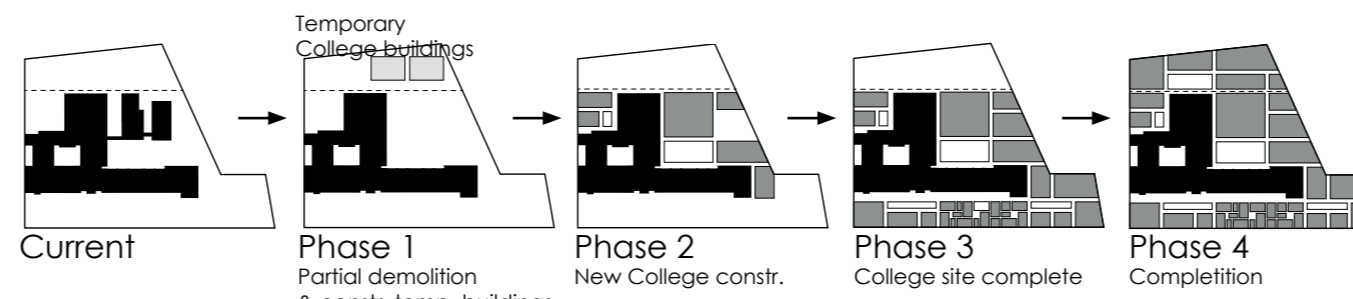
Media Epicenter is a proposal where the Media College and its expansion are densified with live/work combinations and commercial program in a flexible process to form an iconic creative melting pot to kickstart the Sloterdijk I development.



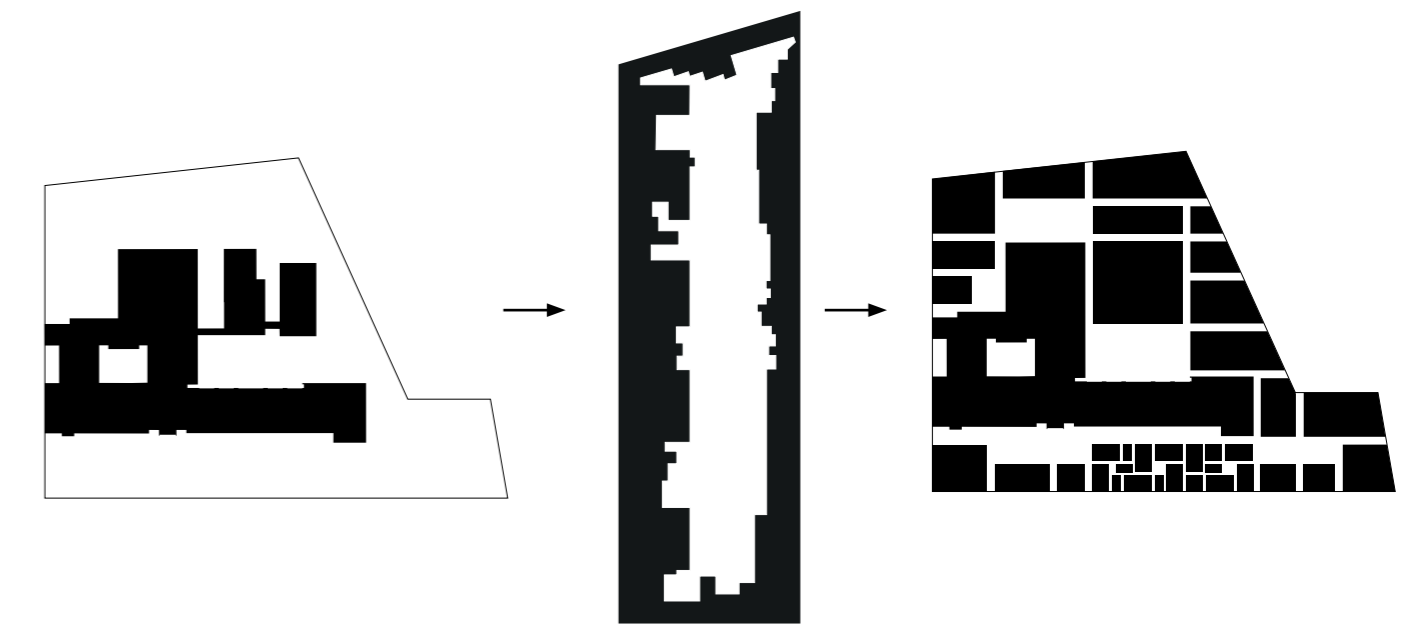
AMSTERDAM ONIONS (programs surrounded by housing)



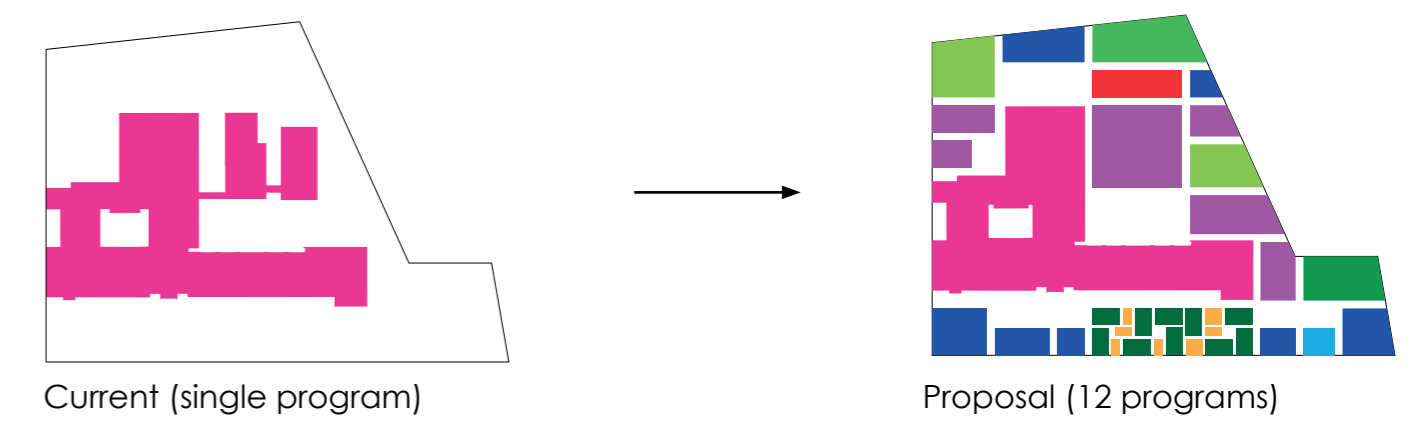
CAMPUS COMPARISON



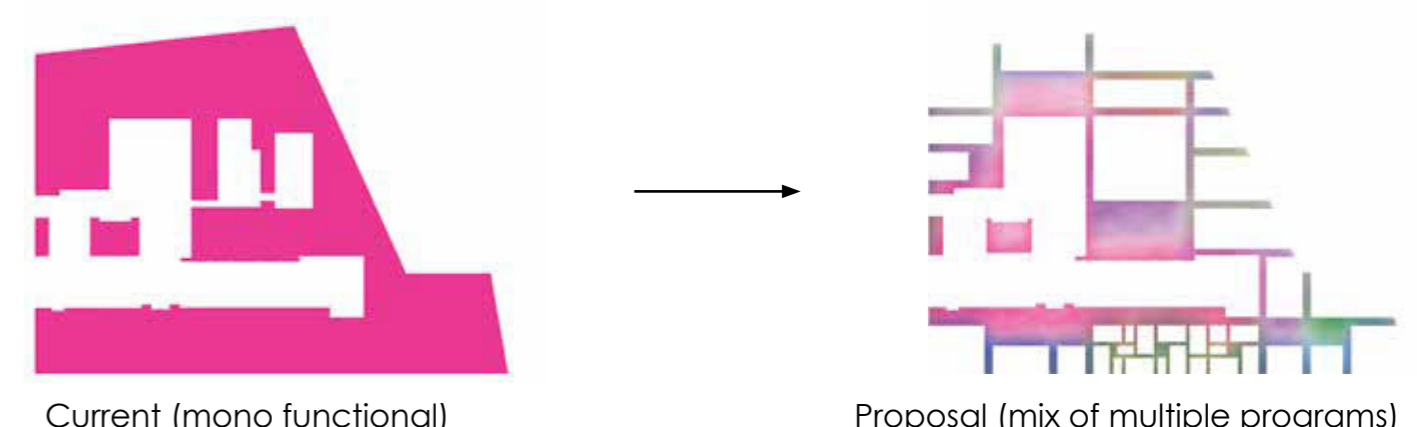
PHASING



LOT COVERAGE COMPARISON



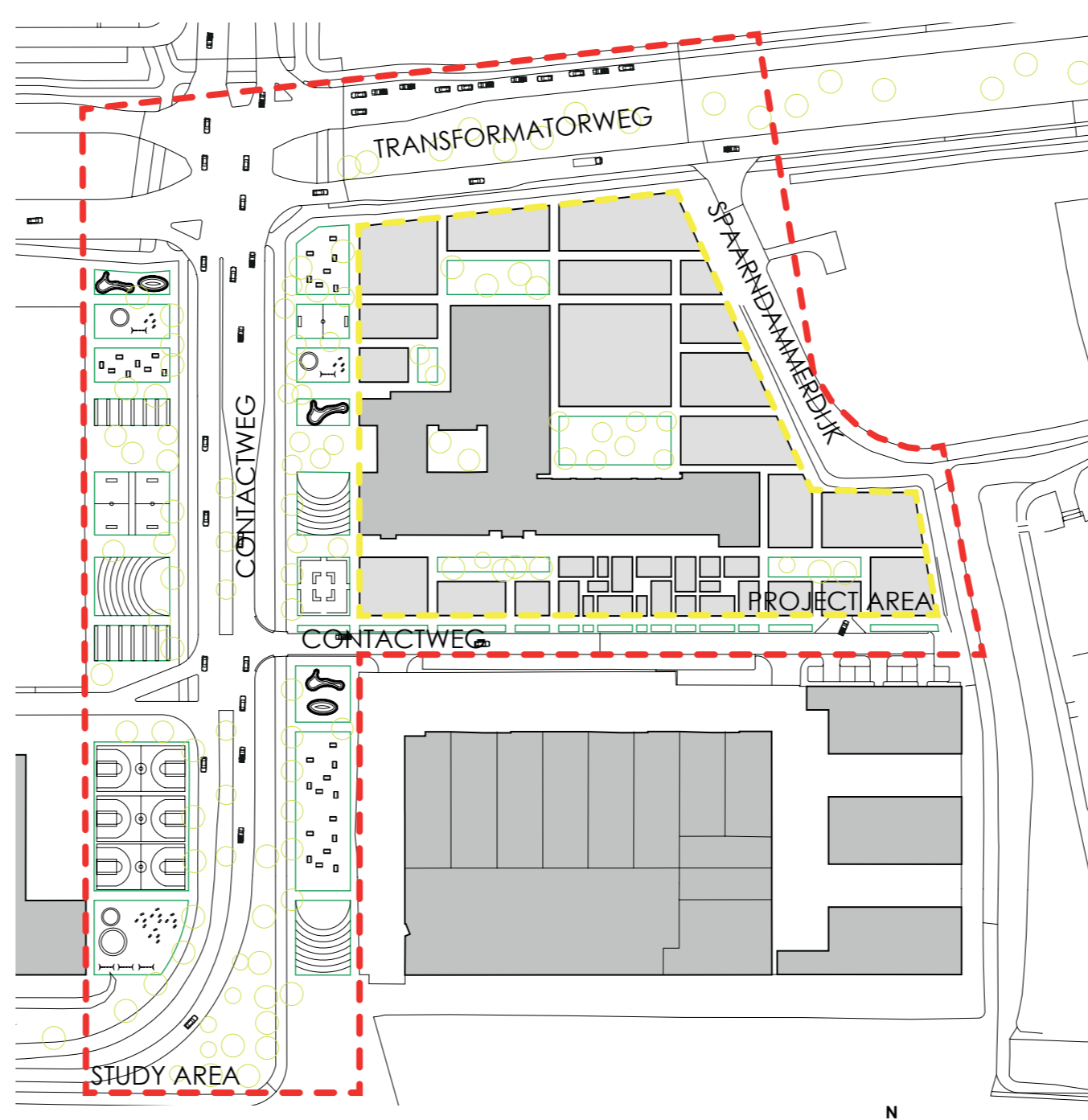
PROGRAMMATIC DIVERSITY



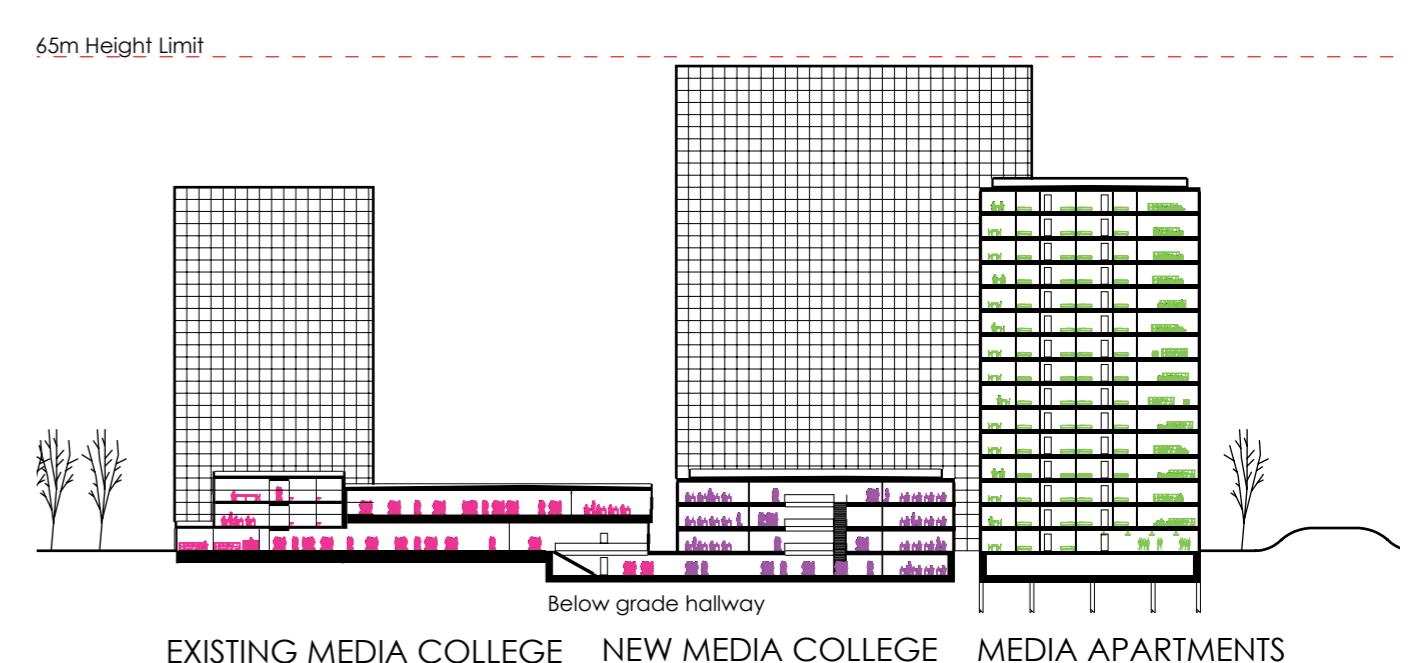
OPENS SPACE USAGE

Program	Area (m ²)	Total
HOUSING 30,000m²		
Media Apartments	10,000m ²	30,000m ²
Social Media Housing	13,000m ²	
Media Lab Apts.	5,000m ²	
Media Houses	2,000m ²	
WORKSPACE 8,000m²		
Home Office	2,800m ²	8,000m ²
Co-Office	2,000m ²	
Media Labs	3,000m ²	
Separate Office	200m ²	
MEDIA COLLEGE 23,000m²		
Media College Exist.	12,000m ²	23,000m ²
Media College New	11,000m ²	
Commercial	2,000m ²	COMMERCIAL 2,000m²
TOTAL 63,000m²		

PROGRAM



MASTERPLAN 1:2,000

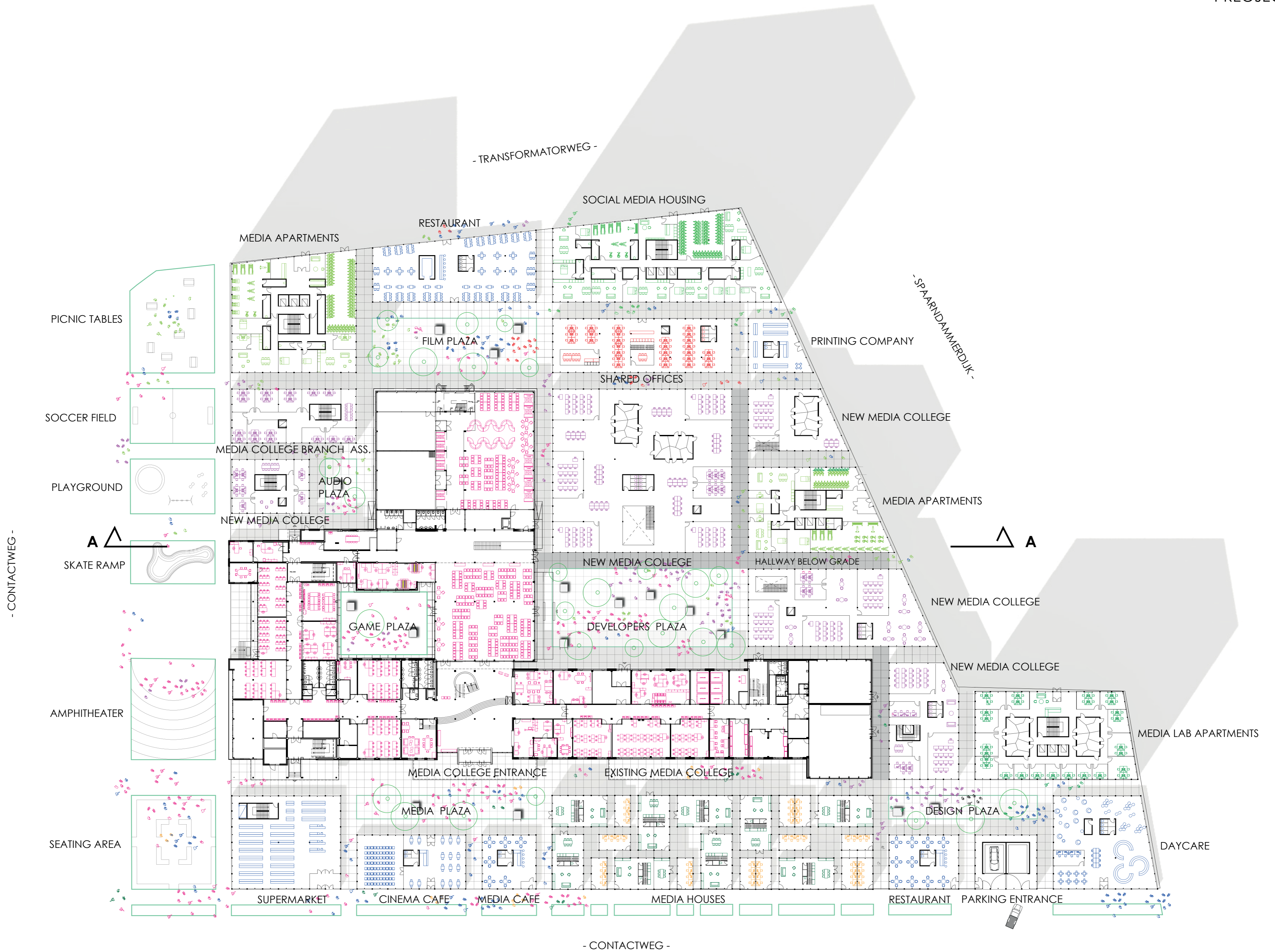


SECTION AA 1:1,000

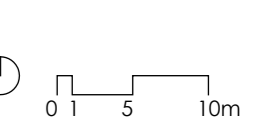
0 5 10 25m



PROJECT SITE



PROJECT SITE PLAN 1:500





CONTACTWEG PERSPECTIVE

SOCIAL MEDIA HOUSING



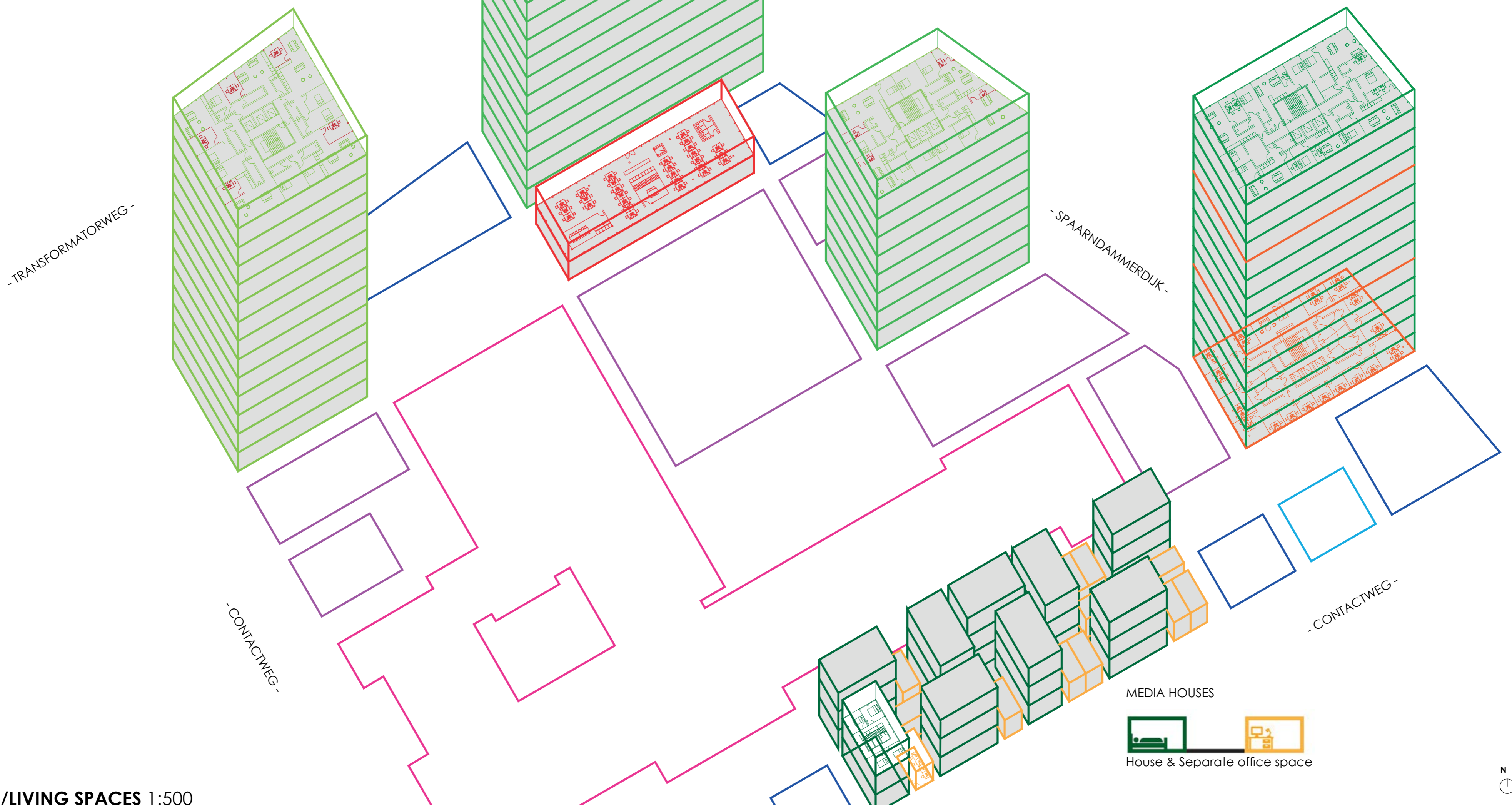
MEDIA APARTMENTS



MEDIA APARTMENTS



MEDIA LAB APARTMENTS



MEDIA HOUSES

