

A scenic view of a canal in Amsterdam. In the foreground, a wooden boat is partially visible on the left, and a red plastic chair sits on a wooden platform. The canal water is calm, reflecting the sky and the surrounding greenery. In the background, a modern building with large windows and a glass facade is visible, partially obscured by lush green trees. The sky is blue with scattered white clouds.

**PRODUCTIVE  
AMSTERDAM**

**EUROPAN 14  
NETHERLANDS**

**PAPAVERDRIEHOEK**

# EUROPAN 14

## PRODUCTIVE AMSTERDAM

Dear European competitors,

European NL and the municipality of Amsterdam is proud to propose five locations for European 14. All of these locations have been designated 'high priority' development sites by the municipality.

For European NL, implementation has always been a constant focus. And looking ahead, we want to ensure that the many ideas produced for the competition can be used constructively to stimulate local debate around the future of our cities. Last session brought several young talented teams into local planning processes, creating new possibilities and collaborations.

Amsterdam is popular. More and more businesses and visitors are attracted to the city, employment is increasing and the population is growing fast. This trend is also noticeable in many other cities in the world. The benefits are often mentioned. By organising living and working functions in close proximity, this increases the chances of creative work relationships, strengthens the need for services and culture, and protects the environment. But in Amsterdam, the disadvantages of this quick growth is tangible as well: growing crowds, rising housing costs, waiting lists for social housing, and an increasing pressure on the accessibility of the city.

It is important to manage this growth effectively, to maintain the liveability of the city and to safeguard the economy. Amsterdam must therefore focus on quality. The city has the social diversity and culture of openness, a human scale, and its historic canals form a unique, distinctive combination. Amsterdam, as a prominent place in the world, wants to be prepared for any fluctuations occurring globally. And being resilient to socio, economic and environmental changes is a primary goal.

The municipality of Amsterdam faces the enormous challenge to accommodate the tremendous growth in a way that the character of the city is preserved. Sustainability, introducing new technologies, stimulating the economy and being open to all, are the key concerns. The development strategy *Koers 2025* defines the direction to allow for the construction of 50,000 new homes before 2025. Amsterdam promotes densification of existing areas, where living and working are combined, and are inclusive to all social groups.

The consequence of this is that the image and functioning of the city will drastically change. A growing Amsterdam does not necessarily mean adding more of the same. We have to be careful with what we have, yet also consider the limits on how careful do we have to be.

The assignments for the five sites in Amsterdam are in line with the theme for European 14, namely Productive Cities. In recent decades

there has been plenty of urban regeneration projects in Europe, mostly based on the idea of the mixed city. Residential building, offices, services and leisure are the main focus of these urban development projects. One part of the program seems to be systematically forgotten namely, the manufacturing industry. Warehouses have been renovated into lofts, industrial buildings have been turned into art centres, and industrial sites have been transformed into residential neighbourhoods. Small-scale production was not combined with new developments, and were largely pushed out to the edges of the city or even to other parts of the world.

The challenge to the current generation of spatial designers is to find alternative models for urban development in which living and working is organized efficiently, so the productive capacity of people and space is literally worthy of each other. In short, how we can create a productive Amsterdam? How can we cherish and protect the city of today and realise the city of tomorrow?

This period is a crucial moment in the urban development of Amsterdam. For the municipality, the possibility of acquiring diverse new ideas, at the same time providing opportunities to young talent, is the main reason for the cooperation with European NL.

We are excited to invite Europe's young, talented design teams to help us in this search. We are open to new ideas and design visions from architects, urban planners and landscape architects from all over Europe. For participants of European 14, this is a unique opportunity to contribute to the vision and implementation of Amsterdam's future plans.

Expectations are high. Now it is up to you.

Best regards,

**Team European NL**

**&**

**Municipality of Amsterdam**

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All five Dutch locations for European 14 are in Amsterdam. As a relatively small world city, Amsterdam enjoys international renown. Nonetheless, we want to investigate a little deeper into the manner in which the largest city of the Netherlands has developed, which ambitions the municipality has formulated regarding the city's growth, the manner in which these changes must be shaped, and how project development is dealt with. In this way, we want to provide the context for the project location that will be expanded upon later in the brief.

### Amsterdam in a nutshell

Amsterdam is famous for its canals, which, like a belt around the medieval Burgwallen in the shape of a half circle, form the foundation of the old city centre. This part of the city was constructed in the 17th century; an unrivalled period of wealth in the history of the city. At the time, the Netherlands was conducting considerable trade with Asia and the Caribbean area, and established several colonies. The fact that Amsterdam is still considered to be a trade city can be attributed to this period. In the Golden Age, the city originally developed in an uncontrolled way. The municipality started to regulate the development of the city when this led to dangerous situations; building regulations were developed, and the expansion of the city became planned.

In the second half of the 19th century Amsterdam, Just like other cities, experienced a revival after a period of economic stagnation. The city wanted to modernise. Amsterdam's Central Station along the IJ was constructed, as were the Concertgebouw and the Rijksmuseum on the south side of the centre. The Paleis voor Volksvlijt by the Amstel became a centre for innovation and new plans for the city's expansion were worked out. The city walls were broken down and two rings of residential areas were constructed, allowing Amsterdam's size and population numbers to grow. Until the economic crisis in the 1930's, Amsterdam grew consistently, the economy expanded as a result of harbour activities and its associated industries, and the general standard of living was improved throughout the city. This, by then, also applied to manual workers who could turn to housing corporations for affordable, yet proper housing. The Amsterdamse School and Berlage made their mark on both the architecture and the urban development of the city. The housing law of 1901 also helped this process.

After the Second World War, the city's situation was far from ideal. The economic and military chaos significantly scarred the city. At the same time the influence of the car was becoming increasingly dominant and the city council wanted to make more space to accommodate them, for which some old working-class neighbourhoods had to make way. The post war developments were based



on Van Eesteren's Algemene Uitbreidingsplan, made in 1935. Plans were constructed for a modern centre that would be easily accessible via car, new neighbourhoods arose in the west, south-east, and north of the city, flowing forth from the modern school. Residences had to be provided with light, air and space, and functions such as living and working were kept almost entirely separate from one another. On this principles in the sixties the Bijlmermeer was built where the modern tradition was brought to a maximum.



Bijlmermeer

However, a counter movement arose. In the 1970s and 1980s, an increasing number of residents started opposing the city, feeling that it was damaging Amsterdam's identity. Opponents feared the development of a soulless city and wanted to protect human-scale neighbourhoods, where work was closely connected to living. Following the success of this counter movement, large-scale urban renewal was limited to only certain parts of the city and since this time, maintenance has been the number-one priority. In the same post-war period, Amsterdam had to deal with a sharp reduction of its population size. The national government was stimulating the



Playground in Amsterdam by Architect Aldo van Eyck

construction of residences for families in new towns within commuting distance from Amsterdam, which were allowed to grow into medium-sized cities. Although the city had previously housed many families, as family aspirations and needs changed, these houses proved to be inadequate. Due to rising prosperity in all parts of the Netherlands, an increasing number of people chose to purchase their own house outside the city. In this period, many people from the former colonies – such as Suriname – and migrant workers, predominantly from Turkey and Morocco, settled in Amsterdam. Today, Amsterdam has residents originating from approximately 180

countries around the world.

Although Amsterdam was losing an increasing number of residents to its surrounding growing municipalities, the city was an important area for experimentation in the field of architecture. Respectively, Aldo van Eyck, Herman Hertzberger, and Rem Koolhaas were given considerable opportunities in the 1970s, 1980s and 1990s to introduce new urban and social models in the city.

In the mid-1980s, the city slowly started to become more popular. After graduation, many students continued to live in the city, had children there, and started to increasingly see the advantages of the various inner city activities located in close proximity of each other. Investments were also increasing in the city and from mid-1990s onwards, housing corporations started contributing to this significantly thus improving the city's overall position. The housing corporations, privatised in the meantime, additionally focused on more mixed neighbourhoods in which people of different income groups could exist side by side. The municipality, subsequently, invested in improving the quality of the public space, public green, and stimulated clear traffic solutions, as a result of which the already typically Amsterdam cycling culture flourished even more. In the 1990s, there was still a top-down planning culture. It was the period in which the successful Oostelijke Havengebied was redeveloped and the contours of IJburg were laid out.

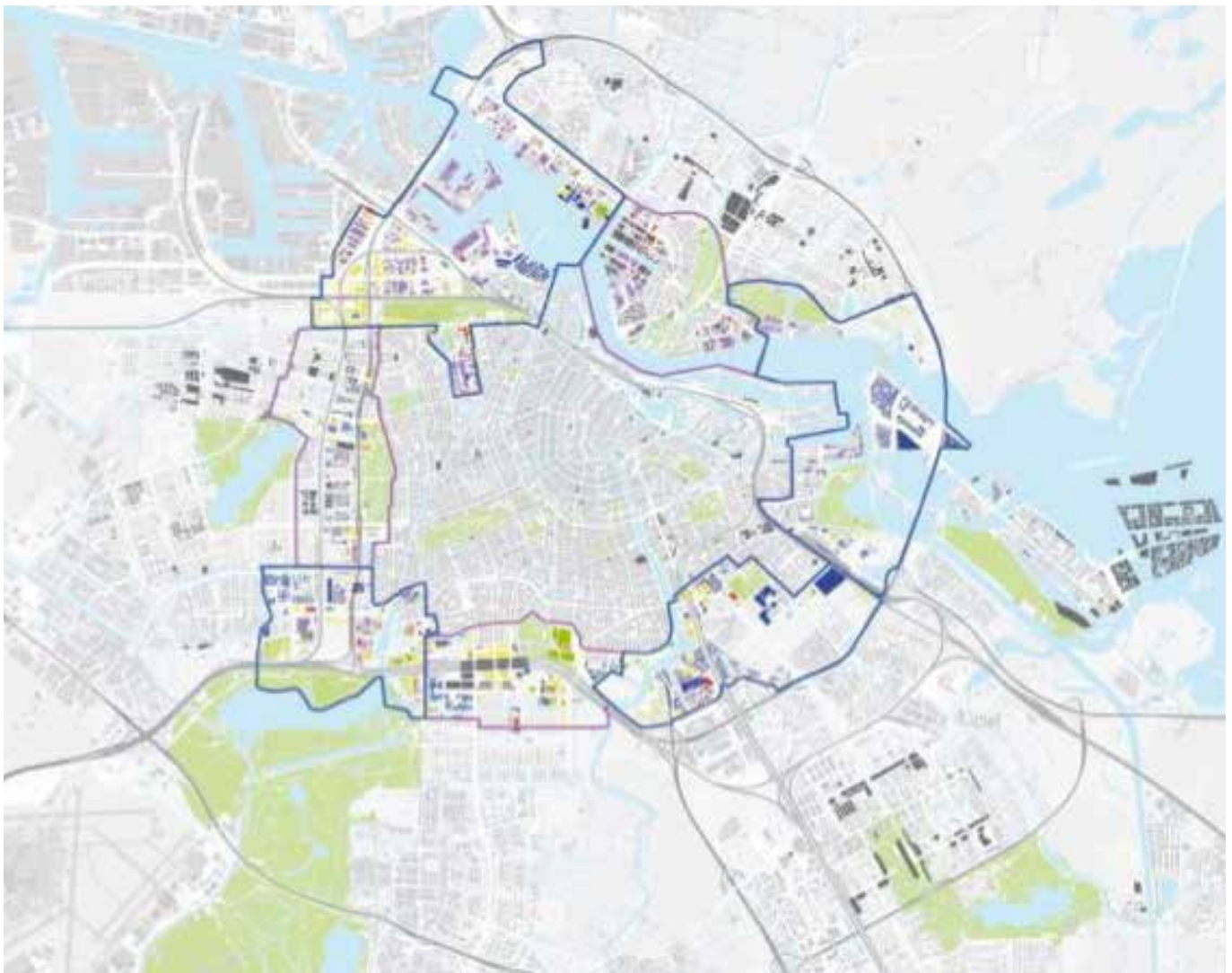


IJburg

In the early 2000s, the construction of two large new urban development projects were initiated. On the eastern side of the city, IJburg is a residential neighbourhood built on a conglomeration of artificial islands in the IJmeer. In the south of the city, Zuidas, is a business district – intersected by the A10 ring road and 10 minutes from Schiphol airport by train – in which a mix of large-scale commercial and residential programme has been realised. For more







New densification of the city will take place in a ring around the historic city

than 10 years, Amsterdam has focused on supporting the creative economy with the intent of luring innovative companies and talented individuals into the city, and has run the successful marketing campaign “I Amsterdam” with the objective of drawing more tourists to Amsterdam.

During the economic crisis, building production in the city slowed down. Through bottom-up planning and self-build construction projects, the municipality nonetheless tried to stimulate the production of housing via other means. In 2014, the crisis seemed



Houthaven



Amstelkwartier

to be over and, assisted by low interest rates, investments in the city increased significantly especially in the residential sector. Development in the inner city is restricted because of Amsterdam’s UNESCO world-heritage status. In other parts of the city, the primary focus in recent years has been on urban densification. This primarily applies to parts of Amsterdam Noord, Nieuw-West and Oost. Now that the number of Residents is increasing by more than 10,000 people annually – both through natural growth, migration and immigration – the need for housing is clearly seen. But how does Amsterdam want to achieve this?





The Valley: 75.000m2 multi-functional building on the Zuidas



Sluishuis, a plan for 380 apartments in IJburg



West Beat: plan for 150 apartments to be located on the Lelylaan



Patch22: The tallest built wooden structure in the Netherlands and almost energy neutral

## Raising housing demand

Amsterdam's population is growing. This was also the case during the recent economic crisis (2009 – 2013), during which time building production was reduced to a half. Newcomers in the city have started sharing residences, students have accepted smaller residences, but the current residential supply has stretched as far as it can. New residences are required to responsibly accommodate the growing number of residents. In the past 3 years (2014– 2016), shortly after the economic crisis, the production of residences reached a level previously unknown to Amsterdam. In this period 5,800 homes were built, whereby a balance was found in new project developments for social-rental, student, private-sector rental, and owner-occupied housing. In this, the role of the housing corporations became smaller than had previously been the case in the preceding decade. In today's world, housing corporations must adhere to stricter demands and are almost exclusively only allowed to build for people with low financial means. To an increasing extent, the production of buildings is being organised more and more by private developers, who have found their way to Amsterdam.

The building boom in the city can firstly be explained by the low interest rates. Pension funds, for example, view real estate as a safe investment in comparison to other sectors and increasingly, this view is shared by foreign investors. Secondly, in addition to the low interest rates, the qualities of Amsterdam itself also play a role. The population is relatively highly educated, the city has two universities, and it is located close to one of Europe's largest airports. In comparison to other world cities, Amsterdam is certainly very easily accessible, culturally tolerant and by far the most cosmopolitan city of the Netherlands. It also has a wide range of cultural provisions, a unique historical centre, and attractive parks and waterfront areas. Amsterdam's public space also reflects its tolerant and open culture. Internationally, this is considered to be a special quality of Amsterdam. The municipality utilises these qualities to distinguish itself from other world cities.

In addition to the rise of the population (currently, Amsterdam has more than 840,000 inhabitants) by more than 1 percent annually, the economy of the city is growing at a rate of 2 percent higher than the rest of the country and the other Dutch and European large cities. In this, tourism has been a factor of growing significance. In 30 years, Amsterdam has changed from being a city from which many residents were leaving to the surrounding municipalities, to a city of unrivalled popularity. However, there are also the flip-sides to this.

## Threat and dilemmas

For Amsterdam, dog excrement on the streets was the number-one cause of irritation for many years. Not only has that problem has been successfully tackled, a lot more has happened also. The quality of the public space has improved, for example. People are even swimming in the canals now; something that no Amsterdammer would have been able to imagine 20 years ago. The city, in short, has become much cleaner. Critics claim that Amsterdam has gone too far in this. There are hardly any rough, undeveloped locations in





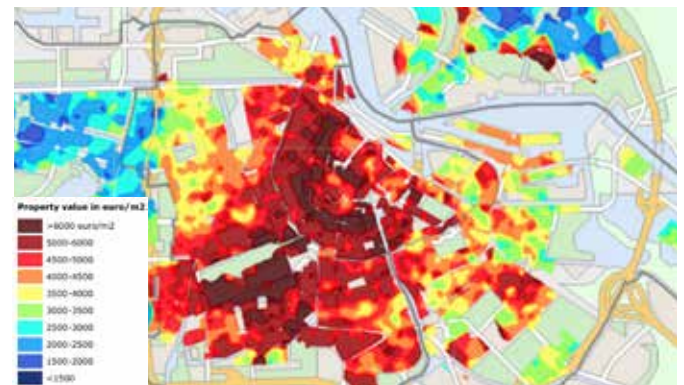
The inner-city of Amsterdam is suffering from overcrowding

the city anymore, and those that were, have been encapsulated as, albeit well-intentioned, breeding places for artists. But a broadly-felt nuisance, which has emphatically been at the number one position for a few years now, is the general perception that the city feels crowded. And this is not blamed on population growth as much as it is seen as a consequence of growing tourism, which has risen significantly. With around 17 million annual visitors, who spend almost 19 billion euros here, tourism in the city has remarkably increased. Although tourism is of economic importance, criticism regarding its rise has been growing. The inner city in particular is increasingly being dominated by foreign visitors. Neighbourhood shops are being replaced by souvenir shops and shopping chains. On top of this, partying visitors in this part of the city deny locals a good night's sleep and pollution in this area is on the rise again. In the popular Vondelpark on a beautiful summer's evening, the crowdedness resulting from too many tourists and Residents has led to a debate regarding the use of the public space. It is felt that parks in Amsterdam should be better regulated to prevent them from being damaged. And regarding the busy shopping streets in the city centre, it is feared that in the event of a disaster or calamity, a dangerous situation could arise because the narrow spaces could restrict the safe and fast movement of people.

The municipality is desperately trying to spread out the flows of tourism across the city, but this has not been very successful so far. On the housing market, the lucrative renting out of residences to tourists through websites such as Airbnb and Wimbu are causing a nuisance. There are parts of the city in which the number of full-time residents are dropping and properties are exclusively rented out to temporary visitors of the city. This is creating areas in the city where the traditional neighbourhood atmosphere is disappearing. It also restricts the possibility for Residents to find a house on the cramped housing market due, in a large part, to the fact that renting

apartments to tourists is only further increasing the already-high house prices.

The consistently rising house prices are not solely the outcome of tourism. Amsterdam is remarkably popular amongst various groups of people who, in addition to work, are attracted to the quality of life and the proximity of leisure, commercial and cultural activities in

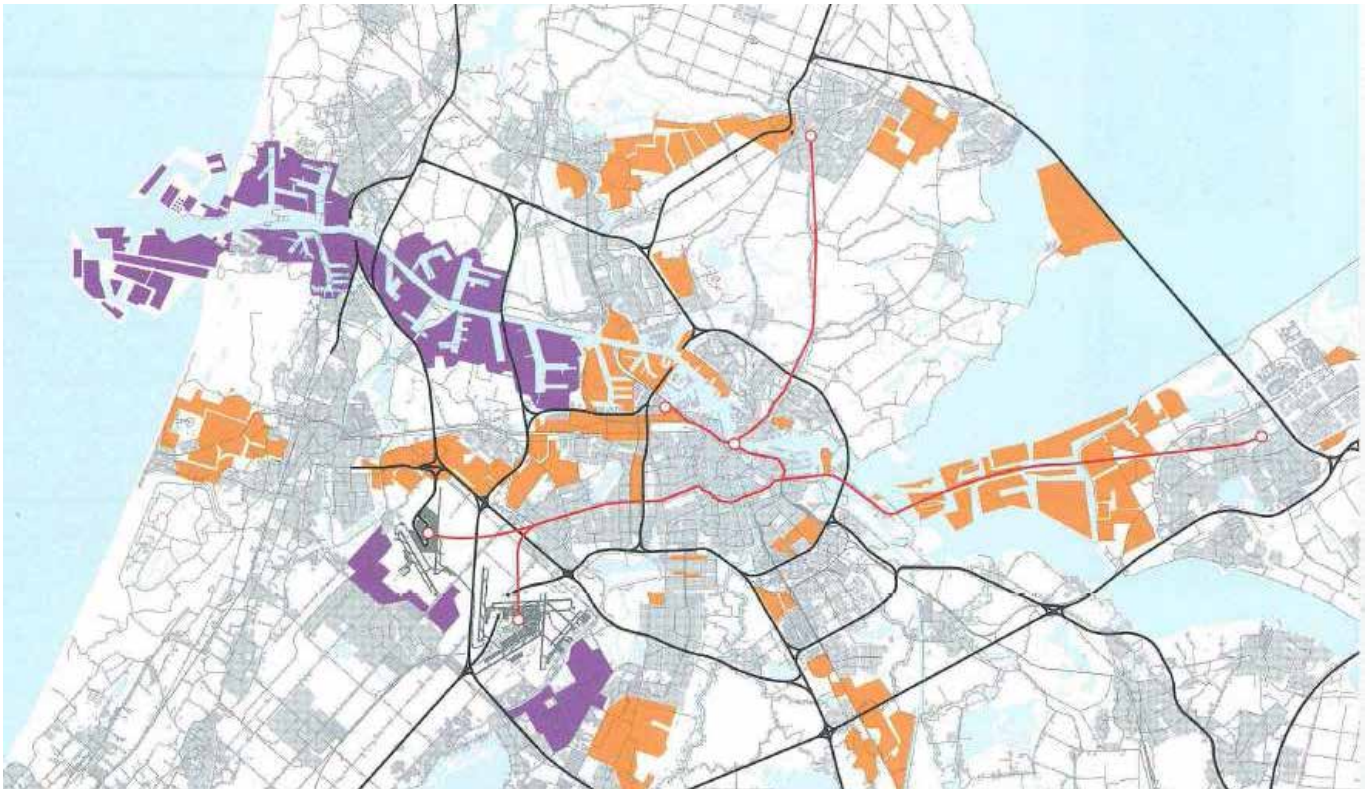


The city of Amsterdam provides economic and social demographic data via their website: <http://maps.amsterdam.nl/>

the city. Compared to inhabitants of smaller cities or villages, these city dwellers are willing to live in smaller apartments as a trade-off. But some middle-income inhabitants, for example those working in healthcare, the police or education, have difficulty finding affordable living spaces in the city.

The municipality is trying to solve this by initiating new projects that are specifically aimed at the construction of housing for the middle-income sector. The demand, however, is so large that it will be some time before the backlog is dealt with. In recent decades, the share of owner-occupied residential accommodation in the city has, however, increased significantly at the expense of the proportion of





Greater Amsterdam, regional development zones & infrastructure

rented social housing, which, for a long time, was at the internationally unrivalled level of 60 percent in Amsterdam. Still, there are also concerns regarding this. In recent years, a significant amount of rented social housing has been sold off to private parties, while the group of people depending on this type of accommodation is still large. As a result, many people are forced to wait several years before they are offered housing. Many of these people cannot easily find alternative accommodation while rental prices, following new governmental policies in recent years, have been rising faster than before.

## Regional context

Building more housing is considered by all parties to be the solution to the problem. Now that the construction industry is functioning well again, Amsterdam, naturally, is looking at options for new forms of city development, for example, by allowing the introduction of housing into industrial areas, and through regional cooperation with neighbouring municipalities. Amsterdam and its neighbouring municipalities, which together form the Metropoolregio Amsterdam (MRA), work together but do not form one governmental entity in

terms of urban development. Amsterdam is, in short, dependent on the willingness of surrounding municipalities to relocate its growth ambitions outside of its own municipal borders. This discussion is currently taking place and, although attitudes differ somewhat between the municipalities, neighbouring municipalities do seem to be willing to assist Amsterdam in dealing with part of its growth, albeit in moderation. The belief seems to be that more residents are good for supporting local economies in the municipalities, but administrators are also wary of being swallowed up by Amsterdam as it expands. They are aware that there are good reasons why their residents settled outside of the hustle and bustle of Amsterdam - for the calmness and rustic qualities.

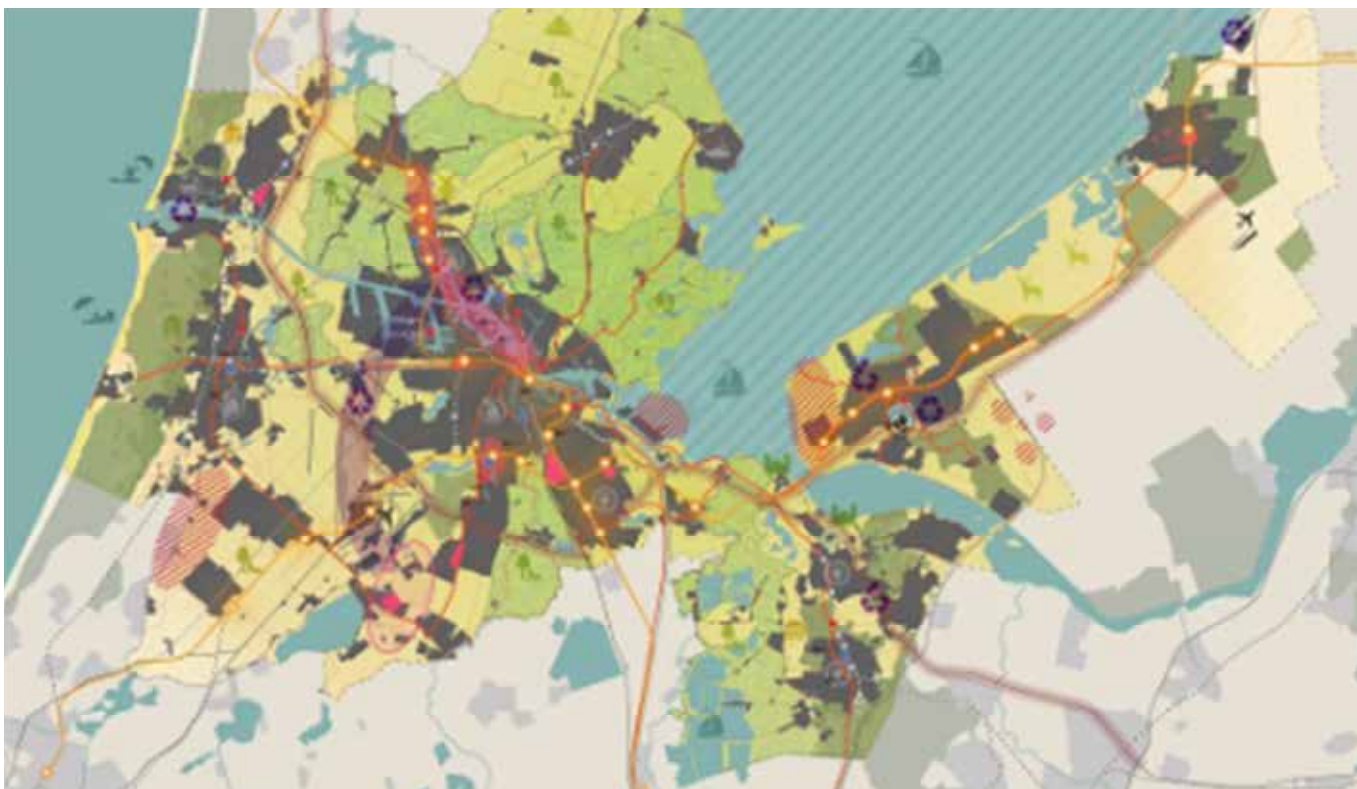
This does not mean, however, that connections are not being sought in the urban conurbation around Amsterdam. Zaandam, to the north of Amsterdam, hopes to benefit from the increasing number of tourists that visit the capital. There are plans to enhance connections between the north of Amsterdam and Zaandam and to improve connecting public transportation and cycling routes. In the Amsterdam region there are various former growth points - enlarged villages or new towns - such as Almere, Purmerend, and Hoofddorp that are reachable from Amsterdam within half an hour via public transportation or by car. They are economically highly dependent on Amsterdam. This also applies to places such as Haarlem, Weesp, Abcoude and the villages in the rustic areas to the north of Amsterdam.



Schiphol airport is the main airport of the Netherlands and one of Europe's main gateway

Development in the green, unbuilt areas surrounding Amsterdam is politically sensitive. But now that construction is booming, the discussion to build in these areas has also resurfaced in the media. These green areas, the wedges which cut into the urban areas so to speak, are highly valued from a landscape and recreational perspective. For the municipality, the idea of building on these outer





Amsterdam has the ambition to be better integrated into the larger metropolitan region (2040)

areas, therefore, is currently not an option. The last major Amsterdam expansion project was IJburg, the cluster of artificial islands in the IJmeer has been under construction since the early 2000s and which is currently in its second phase of construction. Opinions regarding the success of IJburg, which is primarily intended to cater to the need for families to find a place in or, as some say, by the city, are divided.

It should be clear that the primary threats and dilemmas for Amsterdam all relate to the success of the city. The popularity of Amsterdam and the pressure of tourism have consequences for the inhabitants of the city concerning the use of the public space, the type of provisions in the city, and the affordability of residences to be found there. The municipality wants to take measures to limit the negative consequences of tourism. To meet the considerable demand for residences, Amsterdam must work together with neighbouring municipalities, while at the same time it has set the course of building 50000 new residences on its own territory in the period 2016 – 2025.

### Growth ambition

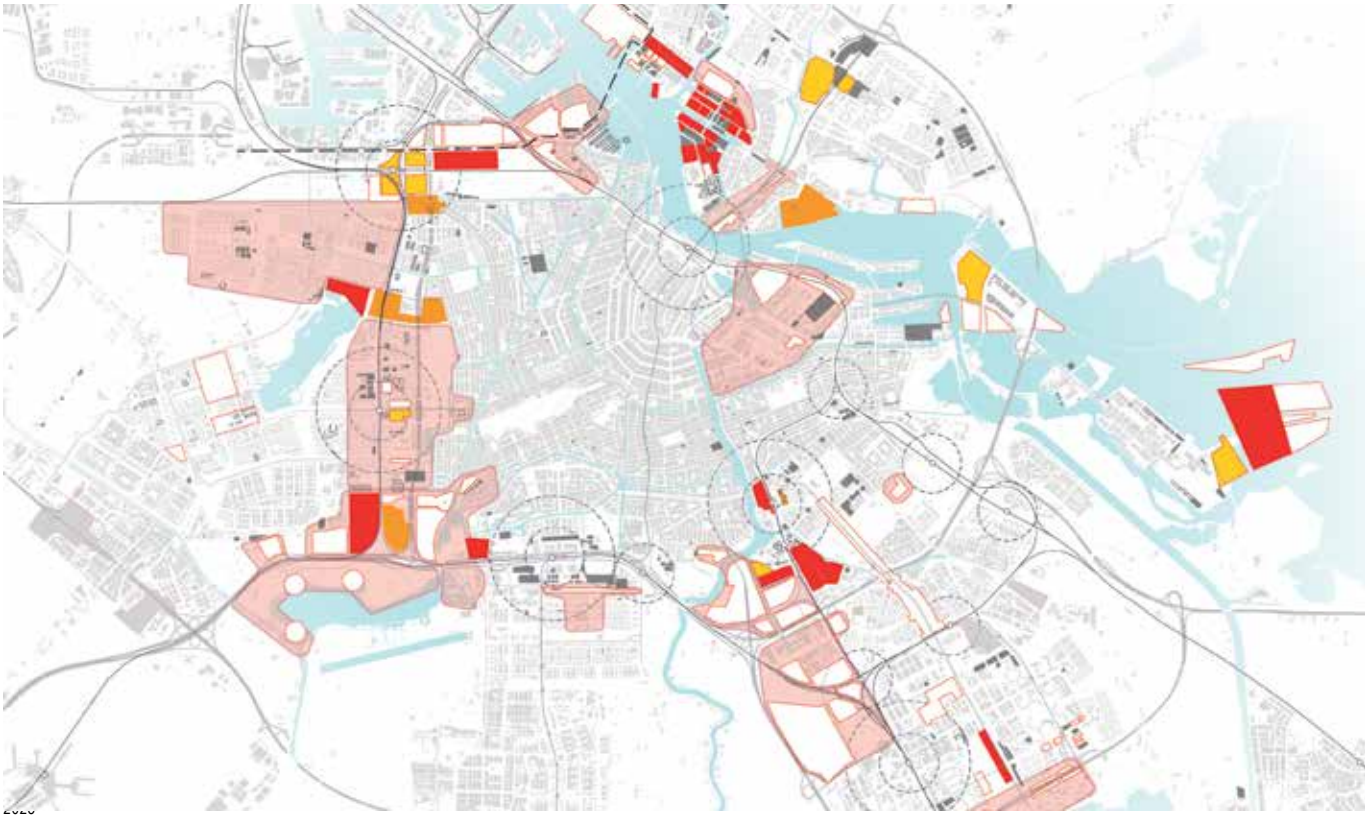
Over the past few years, there have been more people living in cities than in rural areas. And the expectation is that the attractiveness of cities will not decrease in the coming decades. The city is the primary economic motor, the place where innovation takes place, and where there is sufficient support for a large diversity of provisions. The Dutch government, the Noord-Holland province, and the municipality itself see Amsterdam as an area in which tens of thousands of new residences must be built in coming decades. In this, the demand for residences must predominantly be met through the intensification of existing urban areas. In this way, the outer area will remain unburdened as much as possible, a greater sup-

port base for provisions will arise in the city, and the ecological footprint will remain limited, because the use of cars for short distances in the city will be discouraged.

In 2011 – in the middle of the recent economic crisis – the municipality expressed the ambition to grow considerably until 2040. This is something that it wants to achieve through densification and by transforming empty real estate properties into housing. In 2016, the municipality presented a more concrete draft in the document “*Koers 2025. Ruimte voor de stad*” (Course 2025. Space for the city). In this document, locations were indicated that are considered for densification. The objective is to construct no less than 50,000 new houses within Amsterdam’s urban territory by the year 2025. This requires a more intensive use of existing residential areas, restructuring locations, and the transformation of industrial areas into mixed-use live/work areas. In the vision, concrete locations are mentioned where housing can be added or where completely new neighbourhoods could be built. All of the European 14 locations fall within these 3 types of developments. The areas are divided into so-called ‘fast-track locations’, which will be developed with more priority and ‘locations to be reconstructed’, which the municipality



The city of Amsterdam has to develop high quality areas in relation to its vast water networks



Due to the rapid market changes, Amsterdam has appointed several 'high priority' (in red) areas that are allowed to develop faster than originally planned (Koers 2025)

wants to focus on in a later phase. In almost all cases, these are complex, existing urban environments. At the same time, additional housing and workspace can also offer chances for neighbourhoods that are not in a good position currently. In the document, the municipality has set out a substantial vision regarding the environment that will be added to the city in years to come. In almost all cases, high quality, mixed-use urban environments are actively promoted. Within this vision, the municipality distinguishes between 3 types: large urban centres, mixed city neighbourhoods, and green-blue living neighbourhoods. In the coming years, the emphasis will be on the development of new city neighbourhoods. In addition to living, there will also be provisions made for good social amenities, workspaces and leisure areas. An attractive layout of the public space and an intricate access system ensure that the new neighbourhoods are well integrated in the city.

A remarkable feature is that Amsterdam, which has relatively few high-rise buildings, and in particular residential buildings, wants to break with that tradition. The public debate concerning this issue is currently taking place. Furthermore, in terms of sustainability, Amsterdam has the ambition to increasingly develop urban neighbourhoods in line with the principles of the circular-economy. For example in Buiksloterham, an important area for experimentation close to the city centre, the municipality cooperated with residents groups during the economic crisis to assist them to collectively commission and realise self-build projects. Thousands of new housing will be build here in the future.

In urban areas that have been redeveloped in recent years, the municipality has tried to stimulate sustainability as much as possible. Thus, making areas flood-proof, in other words to prevent flooding after heavy rainfall, has become standard. The use of fossil fuels,

such as gas, is limited as much as possible, and the use of solar panels and thermal storage is stimulated. Wherever possible, waste is used to heat housing, and materials are recycled and reused.

### The productive city - Amsterdam

The strong growth of the city is reflected differently in terms of new workspace requirements. These days, companies make less use of office space, as a result of increased digitalization, working from home, and due to other similar trends. The municipality has, therefore, through Alderman Eric van der Burg, stated that the traditional office building is outdated. Living and working increasingly go hand in hand in today's world. In Amsterdam, this is an important development, since the creative industry in the Dutch capital is an important economic factor.

Over the last 10 years, Amsterdam has struggled with the fact that more and more offices in the city have become increasingly empty. The construction of new offices generates money for the municipality. Nonetheless, a little under 10 years ago, the decision was made to restrict the construction of new offices in the Amsterdam region, of which the previously-mentioned De Zuidas business district is the foremost exception. In the same period, attempts were made to limit the number of vacant office spaces, by transforming them into student housing and regular housing. The municipality understands that the integration of workspace in residential district generates a lively atmosphere and, with that, contributes to the attractiveness of a neighbourhood. But because the way people work following the influence of digitisation has changed, the question has become in what way can production be integrated in the neighbourhood. The challenge of the European 14 competition is focused on this theme.



In Koers 2025 the same question is also being explicitly asked. It is noticeable that the amount of productivity is increasing in the city, but its nature and character is evolving. The knowledge-intensive, creative industries preferably nestle in the heart of the city, between residents and night-life establishments. Although there is considerable uncertainty regarding the way productivity will continue to develop in the coming years and which spatial requirements will fit with that development, it is clear that the classic separation between living and working is increasingly difficult to make. The expectation is that mixed-use urban environments are the most capable of adapting to these changing trends. Amsterdam wants to continue to focus on stimulating the creative industries; an important pillar of Amsterdam's economy. At the same time, there is also the realisation that, however diverse the creative industries, there are multiple reasons why it is wise to stimulate other economic activities. In this, the primary focus is on productivity and manufacturing. Economic activities that require a range of associated educational levels not only make a local or regional economies more balanced in the long run, but also make them stronger; amongst other things, because the crossovers between the creative industries and manufacturing industries can lead, for example, to innovation. On the locations selected for European 14, the question is in what way workspace and productivity will be given a place in new and existing neighbourhoods.

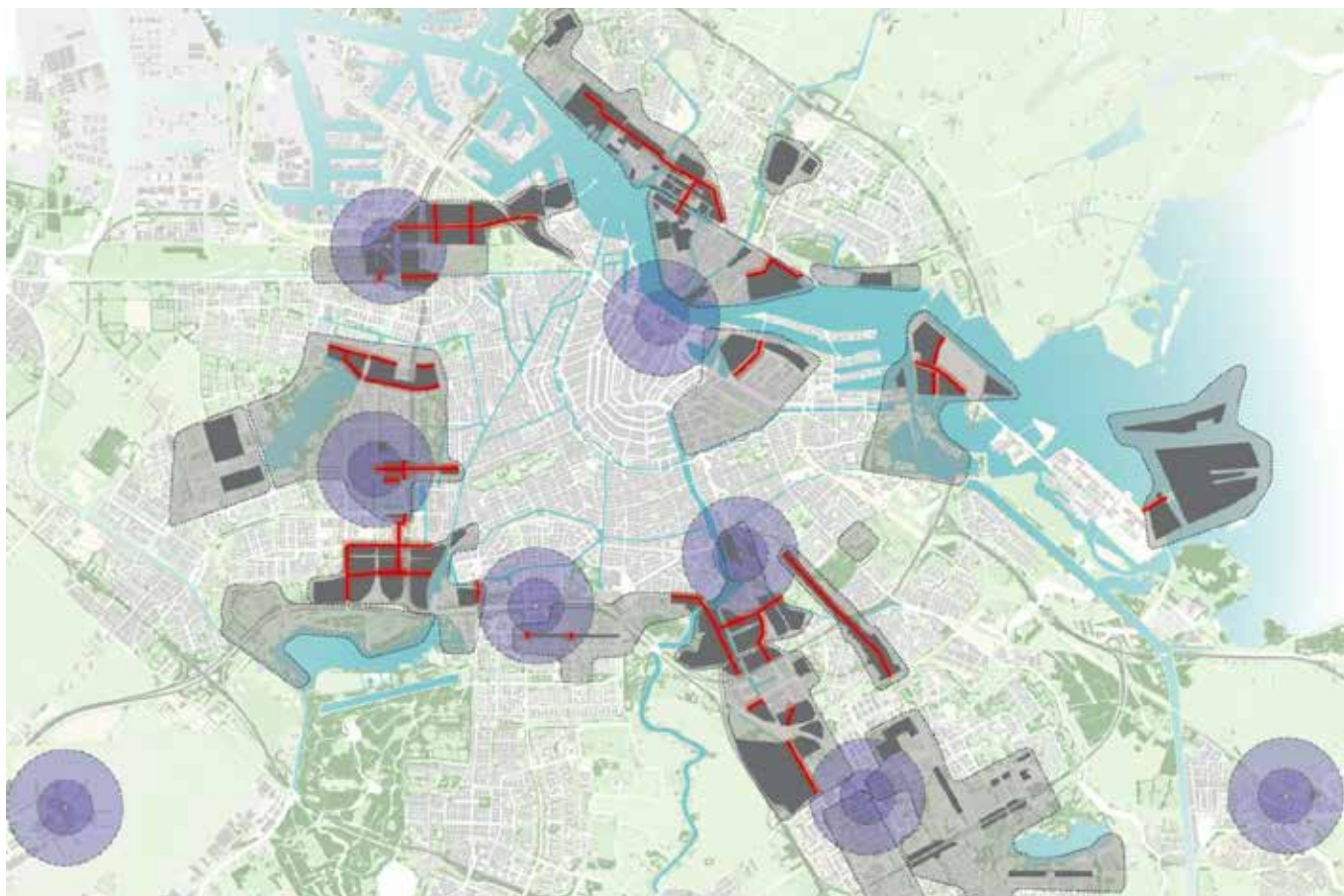
### Focus on Quality

Although Amsterdam wants to construct no less than 50,000 new housing units in the coming 10 years, the high quantity of buildings being produced cannot take away from their quality. Quite the opposite: it is through quality that Amsterdam wants to distinguish

itself from other world cities. But what precisely does quality entail? For the municipality, quality entails creating mixed, lively and diverse city neighbourhoods with a good offering of amenities, public space, parks, high-quality architecture and sustainable urban development. The municipality is known for being quite directive in terms of the city's developments, concerning what project developers and housing corporations are and are not allowed to do. In recent years, this attitude has been relinquished a bit, although there are still strict welfare policies and urban supervisors that guide new city developments. Most new building locations are brought to the market through public tenders. The criteria for the tenders are organised around a set of four categories: sustainability (EPC, BREEAM or circular principles); architecture and urban planning (related with the welfare policies and supervisors; programme (often related to the political agenda); and land price and other financial aspects (most of Amsterdam's land is city owned and given out in a lease contract).

Within the municipality, there is a question to what extent local government must determine the programme, qualities and ambitions on the building and neighbourhood scales. Does each neighbourhood demand the same level of ambition? How can pre-war and post-war neighbourhoods be connected to one another in a logical and contemporary way? How does an intensively built-up area maintain a high quality of life for its inhabitants, and be inclusive? What type of productivity should a specific neighbourhood focus on?

These are questions for which there are no clear answers. The participants of European 14 are expressly asked, per location, to provide their vision on these questions.



All European14 locations are in or near the main productivity zones of Amsterdam



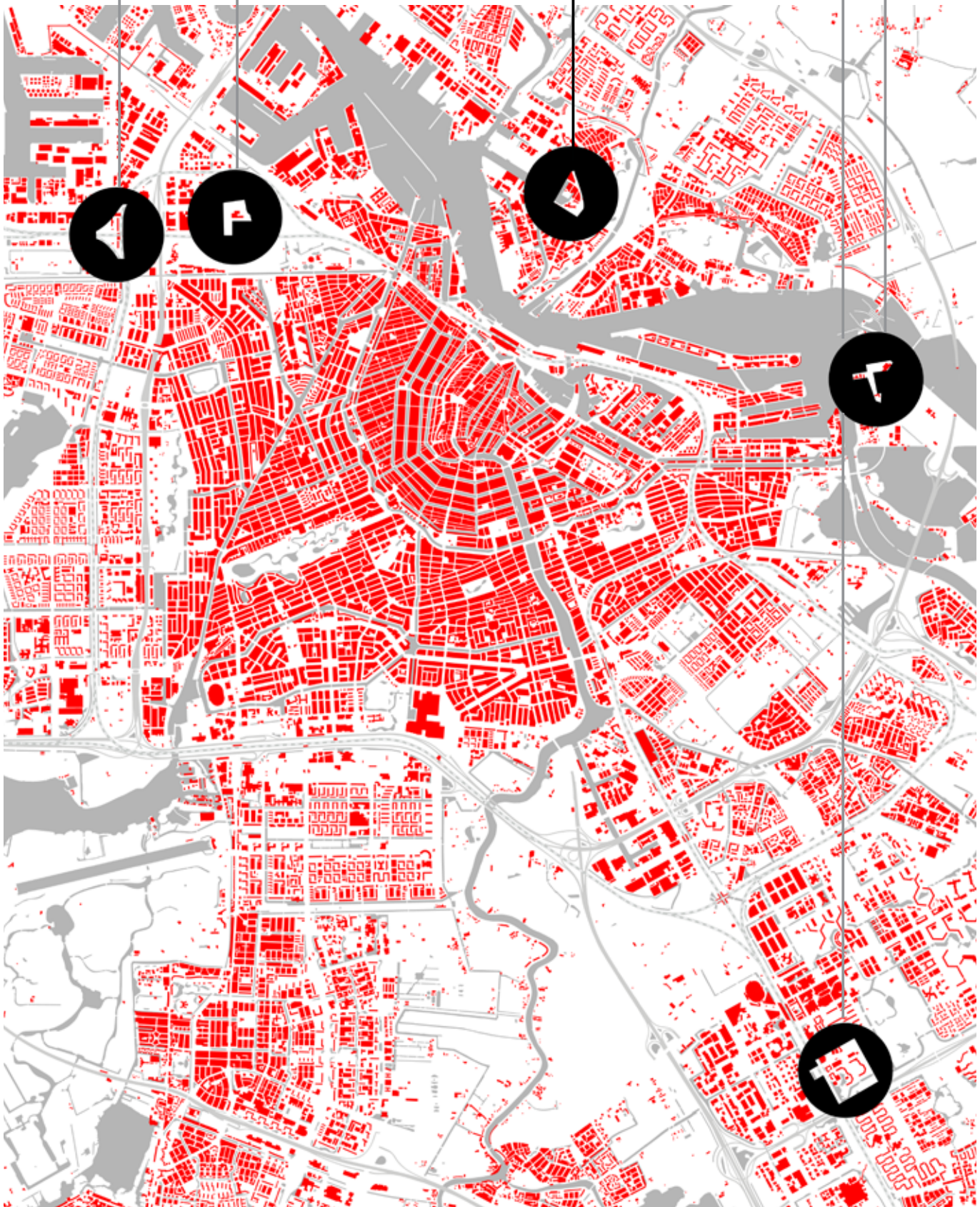
Transformatorweg

Sluisbuurt

Piarcoplein

Papaverdriehoek

H-Buurt







Papaverdriehoek is located in Amsterdam-Noord. This part of the city has been changing rapidly in recent times. With approximately 90,000 inhabitants, Amsterdam-Noord lies to the north of the IJ, a former estuary that is connected to the North Sea and the IJsselmeer. Along the IJ, harbour activities have always dominated. 100 years ago, a large part of Amsterdam-Noord did not belong to the municipality of Amsterdam. The area consisted of small, affluent villages surrounded by gallow fields that Rembrandt once painted. The fact that public executions took place here is indicative of the special relationship that has existed between Amsterdam-Noord

and Amsterdam for a long time. In the 19th century, large areas of land in the southern part of Amsterdam-Noord were drained to create the Buikslooterham and the Nieuwendammerham districts, which the Amsterdam municipality used for the harbour industry.

The opening of the North Sea Canal in 1876, which created a fast water connection between Amsterdam and the North Sea, was the catalyst for the industrialisation of Noord, which was mainly focused around shipyards and associated business activities. The following saying illustrates the difference between Amsterdam-Noord and the rest of Amsterdam: "People made money in Amsterdam-Noord; in the city it was distributed".

At the start of the 20th century the municipality built social housing intended for labourers who worked in the shipyards in Amsterdam-Noord. They could often trade in their deplorable housing in the centre for, at that time, modern residences close to their work. For the planning of these neighbourhoods, Sir Ebenezer Howard's concept for the Garden City was a source of inspiration. In the end, nine garden villages were constructed in Amsterdam-Noord and these experiments contributed to Amsterdam's image as a builder of high-quality social housing.



Buikslooterham circa 1968 looking towards the east, with the European site in the far background





Papavervriedriehoek is the eastern entrance to the productive part of Buiksloterdam

An increasing number of people moved to Amsterdam-Noord, mostly due to the barrier of the water, which, in the mental map of many Residents, made it into a separate district that had little to do with the nearby city centre. There were no fixed bridge connections, although ferry connections across the IJ have existed for centuries.

The development of Amsterdam-Noord differs greatly from other parts of the city. Originally, Amsterdam expanded to the south of the IJ outwards from its half-oval ring of canals. Whoever drives from the centre to the outer neighbourhoods, journeys through time, so to speak, via a wealth of architectural styles and urban planning models.

In Amsterdam-Noord, the difference between neighbourhoods are far more pronounced. Stately captain's houses are alternated with drive-in residences from the 1980s and working-class residences from the 1920s. In general, Amsterdam-Noord is considered to be a more rugged section of Amsterdam; a working-class area of the city with a clear labourer's past. After the closing of the most important shipyards, such as the NDSM shipyard in the 1980s, unemployment was high in Amsterdam-Noord, and social problems troubled an increasing number of neighbourhoods there. In the 1990s, the first large-scale plans for the renewal of this part of the city were conceived. The idea was that Amsterdam-Noord should become a fully-fledged part of the city, with more services and amenities and a broader mix of income groups. At the same time, the city could

realise part of its growth ambitions north of the IJ. The positioning of Amsterdam-Noord plays an important role in this: it is one of the last areas in Amsterdam, where, close to the Amsterdam Central Station and the city centre, there are still opportunities for densification with a highly urban character.

As such, Amsterdam-Noord offers unique opportunities for the expansion of the urban centre environment. This can be achieved by restructuring existing residential areas and by introducing housing into working areas. 10 years ago, this appeared to be happening at a rapid pace, but the economic crisis had a dramatic impact, slowing down the process of change.

Although parts of Amsterdam-Noord were renewed nonetheless, the current building boom seems set to change Amsterdam-Noord rapidly. In 2016, the construction of a significant amount of new housing occurred this part of the city, and most this was in Buiksloterham, a neighbourhood where new development is respecting the principles of the circular economy as much as possible.

### NDSM shipyard

In addition to the restructuring of residential and working areas, the popularity of Amsterdam-Noord has also strongly increased due to other developments in the past decades. The working-class and industrial character of this part of the city has a strong gravitational pull on artists and creative individuals. The NDSM shipyard on the north-west side of Amsterdam-Noord is a clear example of this. The



monumental hangers are used by both artists and creative companies as production spaces. Although there are presently few people living in the shipyard, this will change in the near future. In addition to the existing hangers, the Kraanspoorgebouw and the Kraanhotel are remarkable constructions that have been redeveloped with an eye toward the shipyard history.

### Film museum Eye

In other areas of Amsterdam-Noord, such as in the Hamerstraatgebied and Buiksloterham, creative industries have found a place to settle and a new cluster of cultural activities has emerged opposite Amsterdam's Central Station. The move of the film museum from the Vondelpark to the northern IJ shore is an important factor in this. The Eye building (which both signals its relationship to the camera eye and to the water, the IJ), was designed by the Austrian architects Delugan Meissl and immediately became a city icon. The shell shape refers to Royal Dutch Shell, which, around 10 years ago, withdrew to a smaller part of the northern IJ shore, making various urban developments on the most central part of Amsterdam-Noord possible. The historic Tolhuistuin became public again after having been a business park, and the former company canteen of Shell has become a restaurant and pop-music stage along the IJ.

### A'DAM Toren

Between the Eye and the Tolhuistuin, the Overhoeks tower, designed by Arthur Staal, stands tall. This tower was recently developed following a design by Claus en Kaan Architecten. It has been given a new name, A'DAM Toren, which stands for Amsterdam Dance and Music and reflects the main tenants in the building. The multifunctional tower contains offices, cafés, restaurants, a hotel. A viewpoint over the city and a restaurant are publicly accessible parts of the building. Behind the A'DAM Toren, a "strip" with high-rise buildings will be developed, and the Overhoeks neighbourhood will be completed in the coming years. Due to the NDSM shipyard, the A'DAM Toren and the Eye, Amsterdam-Noord is increasingly gaining a reputation as a hip and trendy area. Still, this primarily concerns the shore; for the largest part of Amsterdam-Noord, this is not yet the case.

Another city development is that while house prices have risen sharply in Amsterdam-Oost, Zuid, and West, housing in Amsterdam-Noord is still affordable, available and the distance to and from the inner city is comparable to other neighbourhoods surrounding the old centre. According to critics, this will cause a process of urban gentrification. Amsterdam-Noord's house prices will rise and the area will primarily become a place for wealthy residents. In fact, this process of gentrification in the former working-class neighbourhood between the IJ and the Papaverdriehoek is currently taking place. But while Amsterdam-Noord is seemingly changing quickly, not everyone is profiting yet: Poverty and social deprivation still exist in some areas, amongst both Residents of Dutch origin and a proportion of immigrants.

Amsterdam-Noord is increasingly becoming part of Amsterdam. It is one of the areas of the city where further densification is possible. In this, the express focus is on realising mixed-use live/work areas.



NDSM: a former shipyard used as high-tech maker space for innovators



Tolhuistuin



Volewijck was designed according to the principles Sir Ebenezer Howard's Garden City movement



Restaurant Goudfazant: reconverted industrial space



The NDSM shipyard is home to several cultural festivals



3D overview showing building developments in Buiksloterham: <https://www.amsterdam.nl/projecten/buiksloterham/overzicht>

Although there is a bridge connection on the east side and there is a tunnel for cars connecting the centre and Amsterdam-Noord, pedestrian and bicycle traffic in particular has increased to such an extent that the municipality has had to considerably increase the number of ferries crossing the IJ. Furthermore, the municipality is currently seriously investigating how to build one or two fixed connections over the IJ. These would be primarily intended for bicycle traffic.

In addition, a new metro line between Amsterdam-Zuid and the centre of Amsterdam-Noord will start operating in 2018. It is expected that the Noord/Zuid line will play an important role for the future development of Amsterdam-Noord.

The starting point of the metro line in the centre of Amsterdam-Noord, which essentially consists of the largest shopping centre of the district, could grow into an area where more housing and new amenities can be built. In this way, the area behind the IJ waterfront can rise above its predominantly local character, densify, and become more integrated into Amsterdam.

## Project environment: Buiksloterham

Amsterdam-Noord has a different structure and scale than that which outsiders associate with Amsterdam: structures here are larger, more spacious, and more rugged. But, there are also differences within Noord itself. This is the case in the project site Papaverdriehoek which occupies the edge of the Buiksloterham: an area that is currently changing rapidly from a spaciouly set-up industrial district into a live/work area whereby the guiding principle is that the spacious layout and the rugged character must continue to exist.

For a long time, the Buiksloterham only functioned as an industrial area. A large part of the area was sanitised, and lay fallow for a considerable period of time. During the economic crisis, part of the area was issued to private parties and groups of residents for self-build projects. At the same time, many large-scale new residential and working buildings are currently arising in the area, bringing new activities. As a result, a mix of new and traditional manufacturing, but also creative industries, is arising in the area.



Buiksloterham is also a Living Lab for Amsterdam's ambition to expand according to the ideas of the circular economy. The municipality, developers, private owners, housing corporations, companies, and utilities companies are working together to realise a neighbourhood in which resources and energy are optimally reused within the same area. The intent is that the experiences learnt in Buiksloterham will be applied to the construction of other new neighbourhoods in Amsterdam.

On the other side of the Papaverdriehoek, there are former working-class neighbourhoods, which were constructed at the start of the 20th century. Tuindorp Buiksloterham, the Van der Pekbuurt, and Disteldorp – together called Volewijck – are neighbourhoods that were inspired by the model of the Garden City, and which have an intimate human scale. The Papaverdriehoek itself is a relatively small working area where the land plots are smaller than in other parts of the Buiksloterham. With that, the Papaverdriehoek forms a transition or a pivot point between two areas with their own, distinct characters.



Kavel 21F: Collective housing



Kavel 21 A

For more information: <https://www.amsterdam.nl/projecten/buiksloterham/zelfbouw/kavel-21>







Residential and commercial towers Overhoeks



Shopping centre Mosveld



NH Hotel Noord



The ferry between Amsterdam Central Station and Amsterdam-Noord. Currently one of the essential connections across the IJ



Disteldorp



Buiksloterdam is being developed based on the circular economy.



Schoonschip, a sustainable village on water



Self built neighborhood, owners must build their own homes to high sustainable standards







## STUDY AREA

### Papaverdriehoek



The study area consists of a mix of relatively small and older working buildings with a highly limited future value and recent construction in which new companies have found a place. The area has developed organically. The type of productivity is, therefore, highly diverse: from new, creative industries to dancing schools and car-repair companies.

The area is bordered by two roads, the Papaverweg and the Klaprozenweg, two small ditches and a wide canal, the Johan van Hasseltkanaal, which ends in the Papaverdriehoek creating a natural inner harbour. The canal was intended to be used by ships as a short-cut, allowing ships to avoid having to travel along the large bend in the IJ. Because the national government did not want to contribute to the construction high costs, the municipality did not complete the project, and the canal, which was named after its inventor, became a turning basin for boats.

Along the waterfront, new live/work projects are currently being developed. The intention is also to have floating housing in the canal in the near future. These water plots that will only be obliged to adhere to a limited number of planning regulations. Although the municipality has envisaged a waterfront along the northern shore of the Johan van Hasseltkanaal, the shores in this area are, for the most part, not accessible to the public.

Conversely, the waterfront in Papaverdriehoek, is currently accessible to the public. Here, De Ceuvel has been given a temporary location. De Ceuvel was devised by young architects from Space and Matter, an office based in Amsterdam. During the financial crisis, the municipality organised a competition for the temporary use of a polluted piece of land in the centre of the Papaverdriehoek, upon which the shipyard had been situated. This land is the largest plot in the Papaverdriehoek. The initiators devised an exemplary circular-economy project. Old boats were placed on land, because posts were not allowed to be driven into the ground due to soil contamination. The discarded boats are now being reused as workspaces for self-employed persons and artists. Additionally, a café was constructed by making use of the reused materials, and there is a terrace along the water. Furthermore, the reeds on the premises purify the contaminated groundwater. De Ceuvel is not only innovative and sustainable; it is also a good example of the bottom-up pioneer culture that thrives in Amsterdam-Noord, it adds a new type of urban activity in this part of the city, and has made the neighbourhood more accessible to the public.

The municipality wants to connect the Papaverdriehoek strongly with its surroundings. This location must become the most prominent place in Buiksloterham. The quality and potential of this area lies in what it could be, but isn't yet, and in what it already is, but



which could still change. Due to the small land plot sizes, this area has remained under-developed for a much longer time than the rest of the Buiksloterham. But now change is coming and the city wishes to retain these small plot sizes as a characteristic quality for future development. In a wider context, the Papaverdriehoek offers many opportunities to function as a hub or pivot point between neighbourhoods in the north and south, and as a gateway to the Buiksloterham district.

Despite the fact that part of the current building fabric on the Papaverdriehoek is not suitable for the future needs, it is the intention of the municipality to maintain a mix of productive businesses in the area, although not all of these will be maintained after the area's transformation. This is the current expectation.

Therefore, the starting point for the development of the Papaverdriehoek is to create a mix of living, working, and other functions. Currently, there is only a small amount of residential functions in the area. Creating residences is not the number-one priority here. Creating a mix of functions is, to intensify the existing plots. The prevailing zoning plan presents options for building heights up to a maximum of 30m, and 50 percent of the floor surface for the whole development location must be non-residential functions.

The municipality has a facilitating role in the development of the area and, thus, does not take the responsibility to develop it themselves. There are, for example, no discussions of compulsory purchase orders, or of existing users being bought out. De Ceuvvel will, at the very least, remain at its current location until 2022. The key question here is which urban interventions/transformation strategies will set the desired mix of functions into motion in the coming years.

In future, the municipality foresees a combination of small high-tech and low-tech companies and residential construction. To realise the desired functional mix, collaboration between the different site owners is necessary in order to recognise their individual aspirations in the area, their willingness to cooperate with other owners, or to sell their own land plots. Currently, there are a few empty and temporarily-occupied plots in the area. In the short term, these can be used to temporarily relocate functions to different locations during the transformation of the Papaverdriehoek.

Although the municipality does not consider adding public space and new streets in this area, it is considering realising a bridge for pedestrians and bicycles between Buiksloterkanaal and Distelhaven, which branch off from the end of Johan van Hasseltkanaal. The waterfront qualities of the canal in the area can be utilised better. De Ceuvvel can remain in the area until 2022, after which time the municipality envisages redeveloping the De Ceuvvel location as a new public space along and/or on the water. The NH Hotel is outside of the study area. This hotel, which is situated in a former hospital, will remain where it is presently located for another ten years. What will happen after that time is unclear. The public space behind the hotel can already be incorporated into the vision for the study area, with the goal of making the water more accessible.



De Ceuvvel is a city playground for innovation and creativity. An experiment to make sustainability tangible, understandable and fun.



View west from Klaprozenweg, towards papaverdriehoek



Street view from Papaverdriehoek, In the background the tower of NH hotel

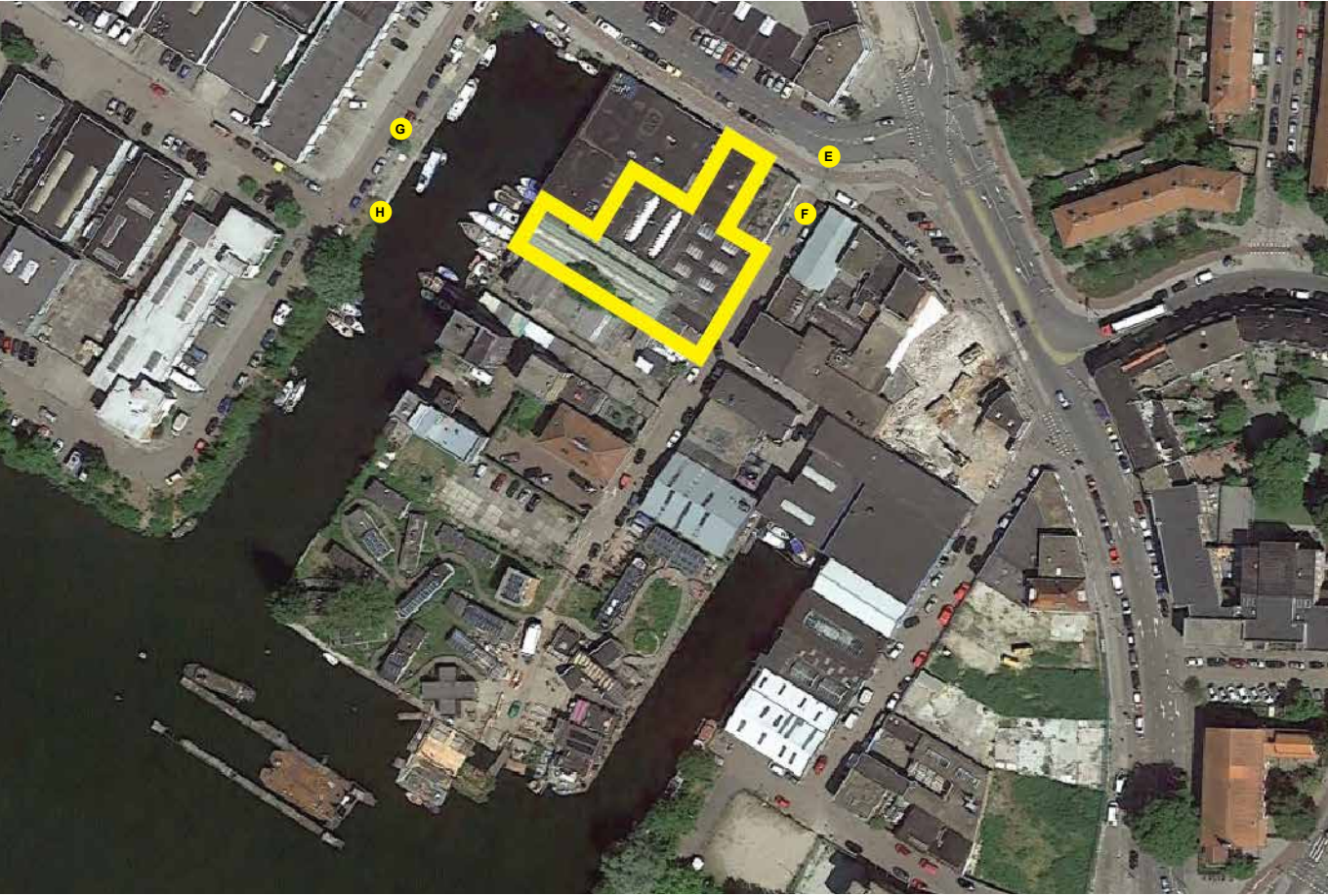


Street view from Papaverdriehoek, In the background the tower of NH hotels



# PROJECT SITE AND ASSIGNMENT

Project site





**SCALE:** Small

**TEAM REPRESENTATIVE:** Architect

**SITE FAMILY:** And productive again!

**LOCATION:** Papaverdriehoek, Amsterdam

**POPULATION:** Amsterdam: 835,000

**STRATEGIC SITE:** 4.82 Ha

**PROJECT SITE:** 0.15 Ha

**SITE PROPOSED BY:** City of Amsterdam

**ACTOR(S) INVOLVED:** Gemeente Amsterdam, Buro Amsterdam

**OWNER(S) OF THE SITE:** Buro Amsterdam

**COMMISSION AFTER COMPETITION:** Design assignment on project site and urban design assignment on study area

The project site, owned by Buro Amsterdam, consists of four sub-plots, for which they have created a schematic programme of demands. Due to the very few limitations in the local planning rules, this location offers a lot of space for innovative ideas. The starting point for the ratio between living and non-living functions is 50:50. The working functions do not necessarily have to be located on the ground floor only. Incidentally, these two conditions apply to the whole study area.

The ground surface of the plot (all four sub-plots combined) of Buro Amsterdam is 1,425 square metres. The maximum building volume on the plot is 5,050 square metres gross surface area. The ratio between living and non-living functions is 50:50. Buro Amsterdam foresees residences of approximately 87m<sup>2</sup> gross surface area, with three bedrooms, and residences of approximately 107m<sup>2</sup> gross surface area, with four bedrooms. It is desired that the housing will be suitable for people who wish to share a residence; later, also for families.

The sub-plot boundaries should be strategically interpreted in the design allowing for one building volume, a cluster of building volumes or other forms. This interpretation is left free for the competitor. Buro Amsterdam imagines three volumes, with the intent of keeping the ground level as free as possible for public access, semi-public space, parking, and green. The plot borders the water on one side. This waterside invites utilisation as a public space; possibly collectively private.

Parking in front of the workspaces must be solved in accordance with the municipality's parking norms. Parking can occur underground, but can also be stacked aboveground or in a parking building at some distance away. For residents, the parking norm of 0.5 seems on the high side, considering the expected high use of bicycles and public transportation.



Looking into Papaverweg, on left is the project site



Korte Papaverweg, looking back towards the project site



Looking towards the project site from Kropaarstraat



Looking south of the project site, where self build homes have recently been built

## Theme Productive cities

Papaverdriehoek will change in the coming years. The function of housing will be added while most of the work functions will continue to exist. New businesses will be added. The Ceuvel - although temporarily located - in the Papaverdriehoek can be seen as inspiration for Papaverdriehoek 2.0 : innovative, sustainable and outward. The small-scale streets and urban grain can be a source of inspiration for creating vibrancy. It is interesting to look for opportunities where traditional and new forms of manufacturing can mingle with housing and the creative sector. The small-scale organically grown urban Fabric offers opportunities for unique and innovative solutions.

### Competition Assignment and important questions

1. The assignment for the Papaverdriehoek consists of various parts. In the first instance, the demand is for a design of the project site; the plot in its current shape is owned by Buro Amsterdam. There, the two existing buildings on the plot will be demolished and replaced with one or more building volumes. The proposed ratio between working and living functions is 50:50. A design may express the new ambitions of the Papaverdriehoek: experimental, sustainable, and lively.
2. A vision on productivity proposed should be connected to the pivotal role that the site can play in the larger urban context. And what kind of building typologies can fit with these specific productive use? The ruggedness of the area can provide nourishment to the area's vision, although the romance of the rugged edge is something that needs to be avoided. Supplementary investigations will be required, both in terms of business-economic and social-geographic aspects. It will be wise to supplement the knowledge of the design team with expertise in terms of the circular economy, business economics, and social geography.
3. The plot structure of the Papaverdriehoek can play a part of the proposal in its entirety. The municipality has not yet established a vision for the future development of Papaverdriehoek. The proposal for the project site can function as a new model which – perhaps with different plot sizes than the current one. This can be employed as a guide for the transformation for the whole of Papaverdriehoek. Special attention should be given to plot sizes, scale of buildings, built versus un-built, local and supralocal - from small to large.
4. On an architectural level, it's important to reflect on how working and living functions can flow into one another, and have a dynamic relationship with each other and the public space.
5. On the study area, phasing scenarios are expected that can support the transformation strategy and desired future image. It is important that various buildings in the Papaverdriehoek are listed to be demolished within a relatively short period. In combination with the temporary use of the parcels, newly-released terrain, and a vacant school (Amsterdamse School Ar-

chitectuur), there is space for experimentation, temporary use, and relocation operations within the area.

### Broader meaning of this assignment

How can an organically-grown industrial area be given a new impulse, combined with new housing (here, the ratio between housing and workspace must be 50:50) and made more accessible.

### Commission for Winner

Buro Amsterdam will give the winning team a follow-up design assignment for the project site in the Papaverdriehoek. If for whatever reason, a design assignment for the project site is not possible, then a design assignment for a different location in the same area will be offered to the winning team.

The municipality plans to make a concept urban plan for Papaverdriehoek. The municipality intends that the winning team will be involved in the execution of this task.



<b>Site Representative</b>
Gemeente Amsterdam
<b>actor(s) involved</b>
Gemeente Amsterdam, Buro Amsterdam
<b>Team Representative</b>
Architect
<b>Expected Skills with Regards to the Site's Issues and Characteristics</b>
Architectural, Urban Design
<b>Communication</b>
Anonymous publication - online and potential exhibition - after the 1st jury round
<b>Jury – 1st Evaluation</b>
With the participation of the site representatives
<b>Jury – Prize Selection</b>
Ranked Selection: with Winner (€12,000), Runner-up (€6,000) and Special Mention (no reward)
<b>Post-Competition Intermediate Procedure</b>
Possible workshop on site with the rewarded teams – winner(s), runner(s)-up, special mention(s).
<b>Commission given to the selected team(s) for the implementation</b>
assignment to make architectural design on project site and to cooperate with the municipality on the masterplan for the study area

# COMPETITION RULES

## 1. Entry conditions

### 1.1. Entrants

European 14 is open to any team consisting of one architect in partnership or not with one or more professionals of the same or other disciplines of the urban-architectural field (architects, urban planners, landscapers, engineers, artists...) Every team member, whatever his/her profession, must be under the age of 40 years old on the closing date for submission of entries.

### 1.2. Composition of the Teams

There is no limit to the number of participants per team. Multidisciplinary is strongly recommended with regards to the sites issues.

A registered team can modify its composition on the European website until the closing date for submissions. No further change shall be accepted after this date.

Each team member (associate and collaborator) shall be registered as such on the European website before the closing date for submissions. One team can submit a project on different sites and one person can be part of different teams provided that the projects are not submitted in the same country.

### Associates

Associates are considered to be authors of the project and are credited as such in all national and European publications and exhibitions. They are young professionals with a university degree recognised by the Directive 2005/36/EC of the European Parliament and of the Council of 7 September 2005 on the recognition of professional qualifications, in any of the relevant disciplines and regardless of nationality. The compulsory requirement is to hold such a degree. Membership in a European professional body is optional, except for associates without a European degree.

### Contributors

Teams may include additional members, called contributors. Contributors may be qualified or not but none of them shall be considered as an author of the project. Just like the associates, the contributors must be under the age of 40 years old on the closing date for submission of entries.

### Team Representative

Each team names one Team Representative among the associates. The Team Representative is the sole contact with the national and European secretariats during the whole competition. Furthermore, every communication shall be done with one email address, which shall remain the same during the whole competition.

The Team Representative must be an architect or must have the architect status under the laws of a European country. In specific cases and when mentioned on the site definition (see Synthetic Site File), the Team Representative can be an architecture, urban or landscape professional (architect, landscaper, urban

planner, architect-engineer). In this case the team shall necessarily include at least one architect among the associates.

### 1.3. Non-Eligibility

No competition organizer and/or member of their families are eligible to take part in the competition on a site where he/she is involved. Still, he/she can participate on another site in which he/she is not involved. Are considered as organizers: members of the European structures; employees and contractors working for partners with sites proposed in the current session, members of technical committees; observers; jury members and their employees.

## 2. Registration

Registration is done through the European website ([www.european-europe.eu](http://www.european-europe.eu)) and implies the acceptance of the competition rules. In compliance with French Act #78-17 of Jan. 6th, 1978, on Information Technology, Data Files and Civil Liberties the protection of personal data communicated during registration is guaranteed.

### 2.1. European 14 Website

The European website for the fourteenth session of the competition is available online from the opening date of the competition, at the following url: [www.european-europe.eu](http://www.european-europe.eu)

It includes: the complete European rules for the European 14 competition; the session topic; the synthetic and complete site files grouped geographically or by themes; the juries compositions; and an organisational chart of all the European structures.

The website also offers the possibility to register to the competition and submit the complete proposals.

### 2.2. Team Registration

Registration to the competition is done through the European website (Registration section) and implies the payment of a €150 fee. There shall be no refund of the registration fee. This fee includes one Complete Site Folder and the printing –necessary for the evaluation– of the panels on a rigid support by the national secretariats. Payment is automatically confirmed on the website. The team can then access its personal area and the digital entry area and download the Complete Site Folder for the selected site. An additional Complete Site Folder costs €50 per site.

## 3. Information available to teams

### 3.1. Synthetic Site Files (available for free)

The Synthetic Site Files present a summary vision of the site. They are available for free on the site presentation pages of the European website and help the teams select their project site(s).

This document is in English (and sometimes also in the site language). The Synthetic Site Files provide for each site:

Good-quality iconographic documents:

- 1 map of the city or conurbation identifying the location of the



- study site and giving the graphic scale;
- 1 aerial picture of the study site in its context identifying the location of the study site in red
- and the project site in yellow;
- 1 oblique aerial picture (semi-aerial) of the study site;
- 1 oblique aerial picture (semi-aerial) of the project site;
- 1 map of the area identifying the study site and the graphic scale;
- 1 map of the area identifying the project site and the graphic scale;
- at least 3 to 6 ground-level pictures showing the site's characteristic elements (topography, natural features, existing architecture);

Written information:

- the site category;
- the profile of the team representative: architect or professional of the urban design;
- names of the town and place; population of the town and conurbation; surface area of the study and project sites; representative of the site; site owner(s); expected follow-up after the competition;
- the developer's and the city's specific objectives; strategic issues of the site; relation to the session topic: "Productive Cities".

### 3.2. Briefs (available for free)

The Brief is a 10-to-15-page illustrated document aiming at providing a better understanding of the main elements of the context through the existing elements as well as through the site's mutation issues and its environment. It is available for free on the site presentation pages of the European website and includes the following elements:

- A SUMMARY of the main elements of the site;
- The SITE SPECIFICITIES – site representative; others actors involved; function of the team representative; expected skills among the teams; post competition phase; operational mission;
- A DETAILED ANALYSIS OF THE REGIONAL AND URBAN CONTEXT, putting in perspective the transformations of the city and the region and including all the elements on this scale that may have a current or future influence on the site: mobility networks, ecological elements, urban structure, landscape, etc., within the general framework of the adaptable city;
- A DETAILED ANALYSIS OF THE STUDY SITE putting the transformation of the site (the site and its environment) in perspective and illustrating how the session topic is taken into account.

The following information is also provided:

- Role of the study site in the city policy, with details on the goals of the planning imagined by the municipality;
- Programmatic framework: planned transportation networks; public and private spaces to build and/or upgrade, with assumptions about planned functions and/or dimensions; goals for public spaces and infrastructures; and detailed explanations of the choices of the developers for each aspect of the programmes.

- A DETAILED ANALYSIS OF THE PROJECT SITE putting in perspective the site transformation and the way to make it productive. The programmatic framework is also detailed, with: the spaces to build and/or regenerate, with functions and dimensions; the precise goals for public spaces and infrastructures; detailed explanations of the developers' intentions on the parts of the programmes to be included.
- - THE MAIN ELEMENTS LINKED TO THE EUROPEAN 14 TOPIC and their implication on uses and flexibility of spaces (built and public), natural elements and implementation processes of the mutation.
- - A DESCRIPTION OF THE SOCIOCULTURAL CONTEXT of the site, the city and the region and its evolution to help participants better understand the local urban lifestyles and the citizens' rhythms.
- - A DESCRIPTION OF THE ECONOMICAL CONTEXT of the site, the city and the region and its evolution to help participants better understand the potential productive spaces to create. This document is in English (and sometimes also in the site language).

### 3.3. Complete Site Folders (available upon registration)

The Complete Site Folders include detailed visual documents on the city, the site, its context as well as drawings, pictures and any graphic document required for the design process. These Folders are available on the site presentation pages of the European website (after registration on the site and logging in to the website). They include Pictures, diagrams and graphics of the following scales:

#### a: Territorial Scale – Conurbation

- 1 aerial picture of the city;
- 1 map on regional (urban geography) or urban scale (conurbation) with an appropriate graphic
- scale showing the major features structuring the area (buildings, networks, natural features).

#### b. Urban Scale – Study site

- 1 aerial picture of the study site;
- at least 1 semi-aerial picture of the study site;
- at least 5 ground-level pictures showing the characteristic features of the study site: topography, natural features, existing architecture, etc.; plans of the study site with an appropriate scale; characteristic features: infrastructure, existing and future plans, etc.

#### c. Local Scale – Project site

- at least 3 semi-aerial pictures of the project site;
- at least 10 ground-level pictures showing the characteristic features of the project site:
- topography, natural features, existing architecture, etc.;
- map(s) of the project site with an appropriate scale, showing: the project site's location within the study site;
- the project site's plot divisions, constructions, natural elements, etc.;
- topographical map of the project site with an appropriate scale and, if necessary, characteristic features (buildings and natural features to be retained or not, etc.)

### 3.4. FAQ

Questions on the sites A meeting is organised on each site with the

teams and the municipalities and/or developers to give a detailed picture of the issues related to the site. The national structure of the site then publishes a report in English in a maximum of two weeks after the meeting. This report is available online on the site presentation pages of the European website. In addition to this an FAQ section on sites is open on the European website for a limited period of time (see calendar). Only the registered teams can ask questions on the sites.

Questions on the rules

An FAQ section on rules is open on the European website for a limited period of time (see calendar).

## 4. Submission of entries

### 4.1. Digital Submission

Digital submission is compulsory. It includes the 3 A1 panels, documents proving the eligibility of the team members and documents for the communication of the project. The complete submissions shall be submitted by midnight (Paris time) on June 30th, 2017, on the European website (Entry section).

Failure to comply with the hereunder-mentioned requirements on board presentation may result in the disqualification of the team.

The number of entries per site is available on the European website on the European map of the sites (column on the right).

### 4.2. Anonymity and Compulsory Content

The site name and the project title must be displayed on every document. A specific code is automatically attributed to each project upon upload. The teams do not know this code, through which the jury members take note of the project. The teams' identities are revealed via an automatic link between the code and the team on the online projects database.

### 4.3. Language

The panels shall be either written in English or bilingual (English + the site language).

### 4.4. Items to Submit

Submissions include documents divided as follows:

- 3 vertical A1 project panels;
- Documents proving the eligibility of the team members;
- Documents for communication (3 images + a short text)

A1 Panels CONTENT:

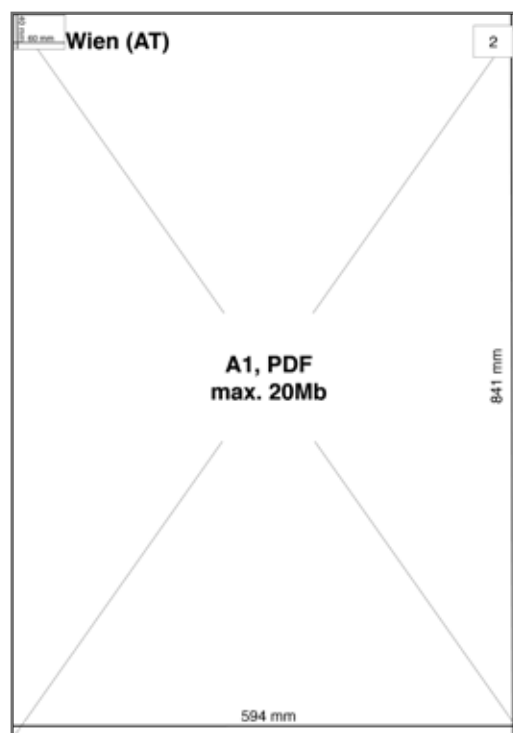
The 3 panels must:

- explain the urban ideas developed in the project with regards to the site issues and the
- thematic of the session;
- develop the project as a whole, highlighting the architecture of the project, and particularly the relationship between the new developments and the site's existing context, including three-dimensional representations of the project;
- develop the method foreseen for the implementation process.
- All graphic and descriptive documents must have a graphic

scale.

- TECHNICAL SPECIFICATIONS:

- PDF format
- Vertical A1 (L 594 mm x H 841 mm)
- Maximum 20 Mb
- One box (L 60 mm x H 40 mm) is left blank in the upper left corner for the automatic insertion of the code; the name of the city must be placed next to it
- Panels numbered from 1 to 3 in the upper right corner
- The team is free to decide on the positioning of the proposal title



## 5. Results And Prizes

### 5.1. Results

The list of the winning teams (Winners, Runners-up, Special Mentions) is available online from December 1st, 2017, on the European website (Results section).

### 5.2. Winners

Winners receive a reward of the equivalent of €12,000 (all taxes included) in the currency of the site's country (at the exchange rate on the date of the announcement of the results). The organizers undertake to abide by the decisions of the national juries and to pay the reward within 90 days of the announcement of the results.

### 5.3. Runners-Up

Runners-up receive a reward of the equivalent of €6,000 (all taxes included) in the currency of site's country (at the exchange rate on the date of the announcement of the results). The organizers undertake to abide by the decisions of the national juries and to pay the reward within 90 days of the announcement of the results.

### 5.4. Special Mentions

A Special Mention can be awarded to a project considered inno-



vative although not completely adapted to the site. The authors of such proposals do not receive a reward.

## 6. Publication of the competition results

### 6.1 Events

At the national scale of the organizing and associate countries: Promotion is organized around the competition launch. The results announcement is accompanied with results ceremonies and presentations and/or workshops creating a first contact between the winning teams and the site representatives.

at the European scale: A European event called Inter-Sessions Forum is the link between a finishing session and the beginning of the new one. This forum gathers the winning teams and site representatives of the finishing session and the site representatives of the new one around the results and first implementation steps of the projects awarded during the last session. A 500€ compensation is granted by the National Secretaries to each winning team (winners and runner-up) participating to the Forum to cover the journey and accommodation expenses.

### 6.2. Publications

The competition results can be the opportunity for publications in every organizing or associate country. The European secretariat communicates on the European results along with expert analyses.

### 6.3. Websites

Websites are open by the national and European structures to promote the current session, future events and archives (previous sessions, team portraits, etc.)

## 7. Rights and obligations

### 7.1. Ownership

All material submitted to the organizers becomes their property, including reproduction rights. The intellectual property rights remain the exclusive property of their author(s).

### 7.2. Exhibition and Publication Rights Moratorium on Publication

Teams may not publish drawings submitted to the competition or disclose their names by using their project for any communication before the official announcement of the results. Any such publication may result in the disqualification of the team.

The organisers reserve the right to publish all the projects submitted to them after the official announcement of results. Projects are exhibited or published under the names of their authors.

### 7.3. Disputes

The Council of the European Association, which is empowered to arbitrate, shall hear any dispute.

## 8. List of European 14 competitions

The Contact section of the European website shows the detailed national competition conditions country by country (number of sites and prizes, conditions of construction rights, etc.) as well as the details of the national and European structures, with the names of the people working for them. The Jury section of the European website lists the members of the national juries.

## THE JURY



**Kristiaan BORRET (BE)**

Bouwmeester / Maître Architecte at Brussels Capital Region  
Member scientific committee European



**Jürg DEGEN (CH)**

BSP Planner, Head of Department of Planning and Construction of City of Basel



**Bjarne MASTENBROEK (NL)**

Architect/ Director at SeARCH



**Marlies Rohmer (NL)**

Architect-Director at Marlies Rohmer Architects&Urbanists



**Olivier MEHEUX (FR)**

winner E3  
Associate Architect / TOA Architects, Paris



**Mattijs VAN RUIJVEN**

Hoofd Stedenbouwkundige, Stadsontwikkeling Rotterdam



**Tania Concko**

Tania Concko Architects and Urbanists



**Mark RABBIE (NL)**

Mark Rabbie urban concepts, Rotterdam



# ORGANIZATION

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**Sabine Lebesque**  
Coordinator project European 14  
Team Ruimtelijke Kwaliteit



**Sabine Lebesque**  
Coordinator project European 14  
Team Ruimtelijke Kwaliteit

## Team Papaverdriehoek



**Ineke Harder**  
Senior Projectmanager - Papaverdriehoek



**Dick Bruijne**  
Urban Designer - Papaverdriehoek



**Donald Osborne**  
Developer - Buro Amsterdam

## Project Team European NL



**Bas Lagendijk**  
Secretary European NL



**Madir Shah**  
Board member European NL  
Architect / Urban Designer



**Jonathan Woodroffe**  
Board member European NL  
Architect / Urban Designer

## Financial support

City of Amsterdam  
Creative Industries Fund NL

## Board European NL

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### Jonathan Woodroffe

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