

PRODUCTIVE
AMSTERDAM

EUROPAN 14
NETHERLANDS

PIARCOPLEIN

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

Annis Hoorstra, Deputy Director City Development

Pieter Klomp, Deputy Director Space and Sustainability

Sabine Lebesque, Coordinator European City of Amsterdam

CONTENTS

INTRODUCTION	5
The city of Amsterdam	
Raising housing demand	
Threat and dilemmas	
Regional context	
Growth ambition	
Focus on Quality	
URBAN CONTEXT	15
Urban context: Harbor Town	
STUDY AREA	20
Piarcopein	
PROJECT SITE	22
Project site	
Theme Productive Cities	
Competition Assignment and Guidelines	
Commission for Winner	
COMPETITION RULES	25
1. Entry conditions	
2. Registration	
3. Information available to teams	
4. Submission of entries	
5. Results And Prizes	
6. Publication of the competition results	
7. Rights and obligations	
8. List of European 14 competitions	
THE JURY	30
ORGANIZATION	31



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.

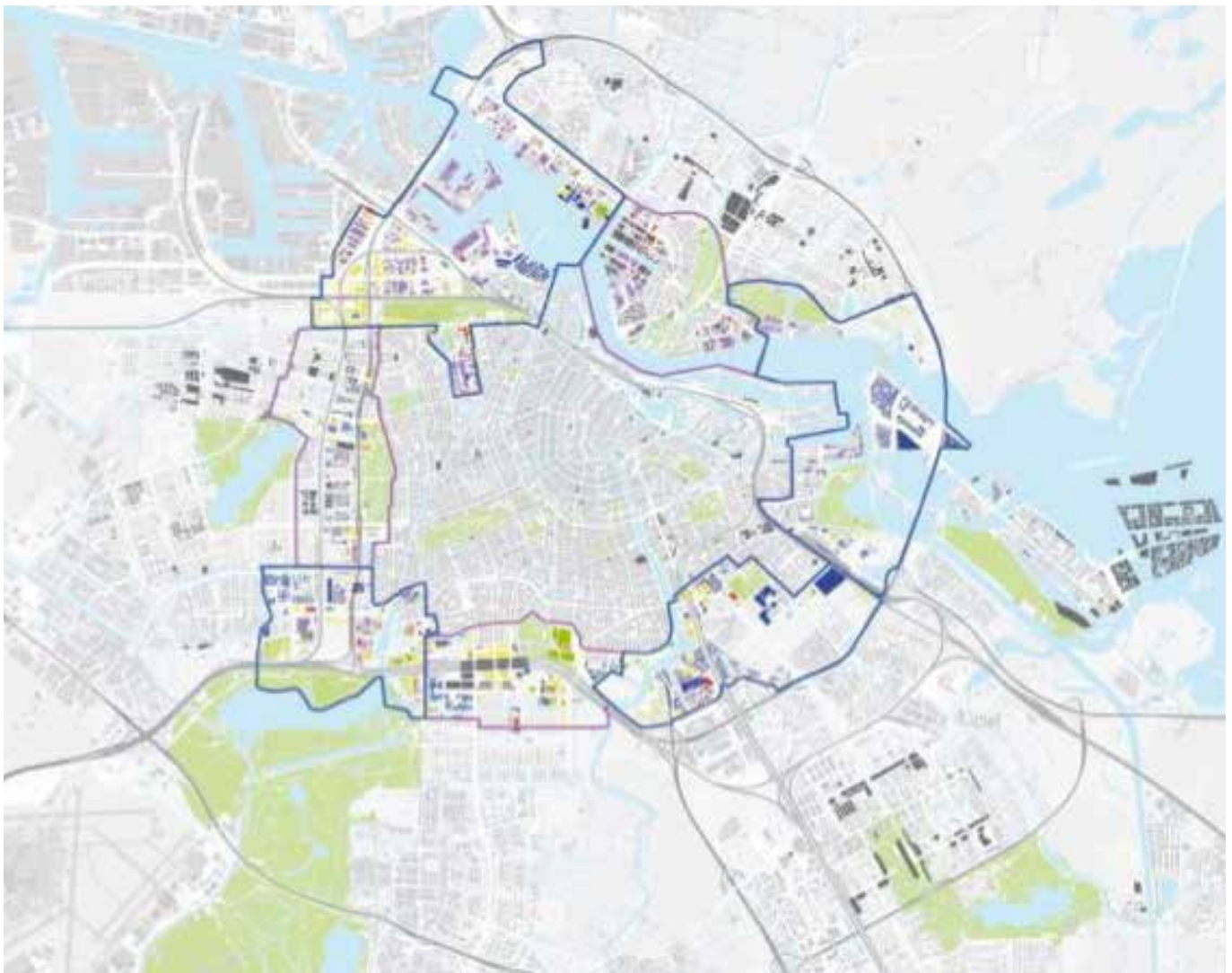
In the mid-1980s, the city slowly started to become more popular. After graduation, many students continued to live in the city, had children there, and started to increasingly see the advantages of the various inner city activities located in close proximity of each other. Investments were also increasing 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 bybuilt 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



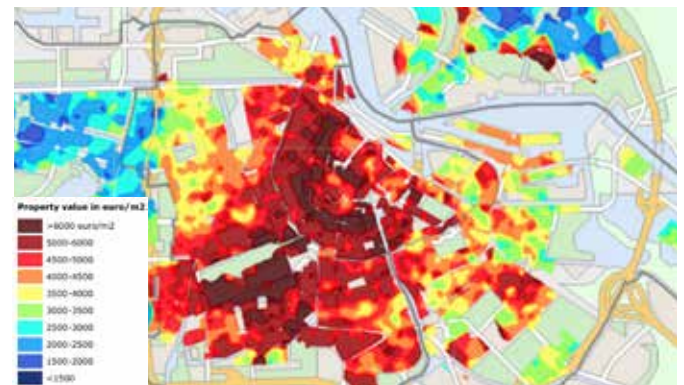
The inner-city of Amsterdam is suffering from overcrowding

in 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.

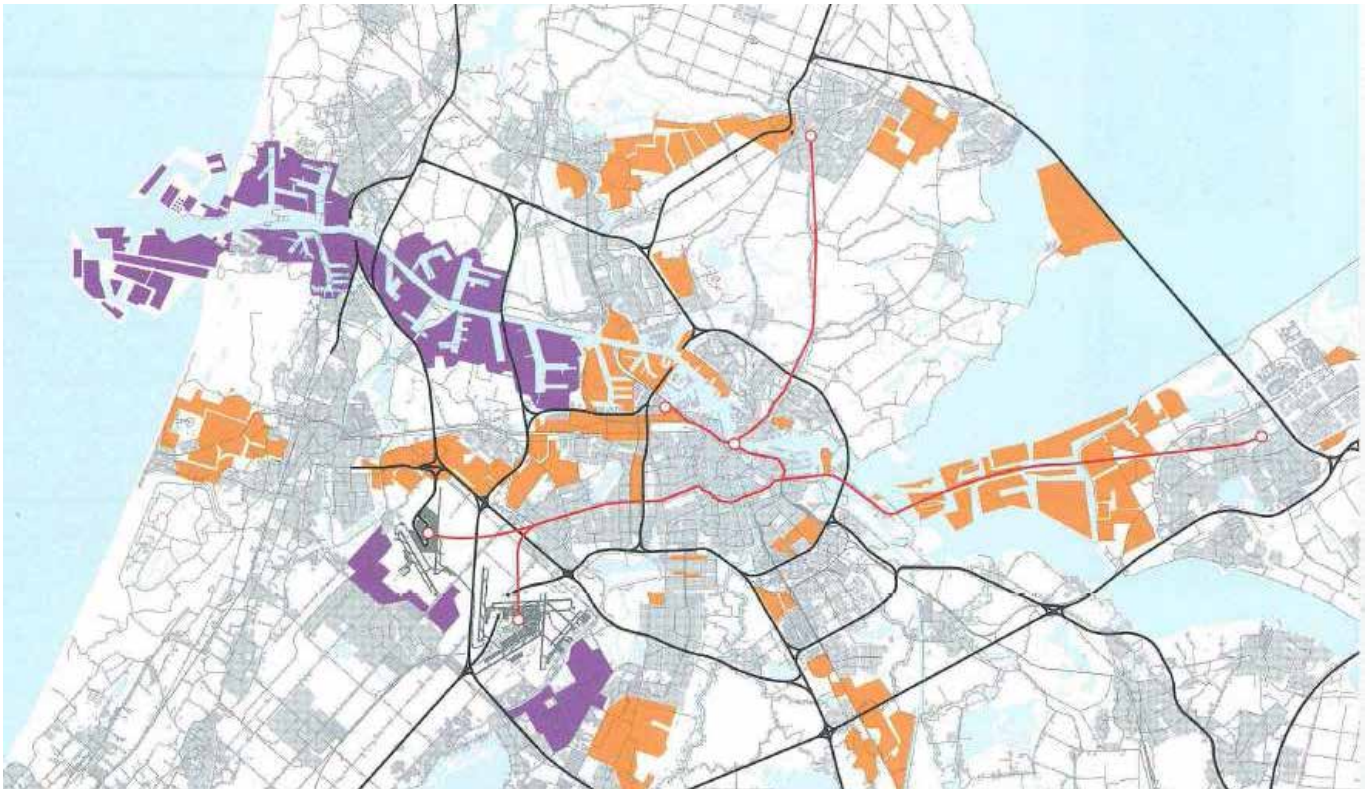
The consistently rising house prices are not solely the outcome of tourism. Amsterdam is remarkably popular amongst various groups of people who, in addition to work, are attracted to the quality of life and the proximity of leisure, commercial and cultural activities in



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

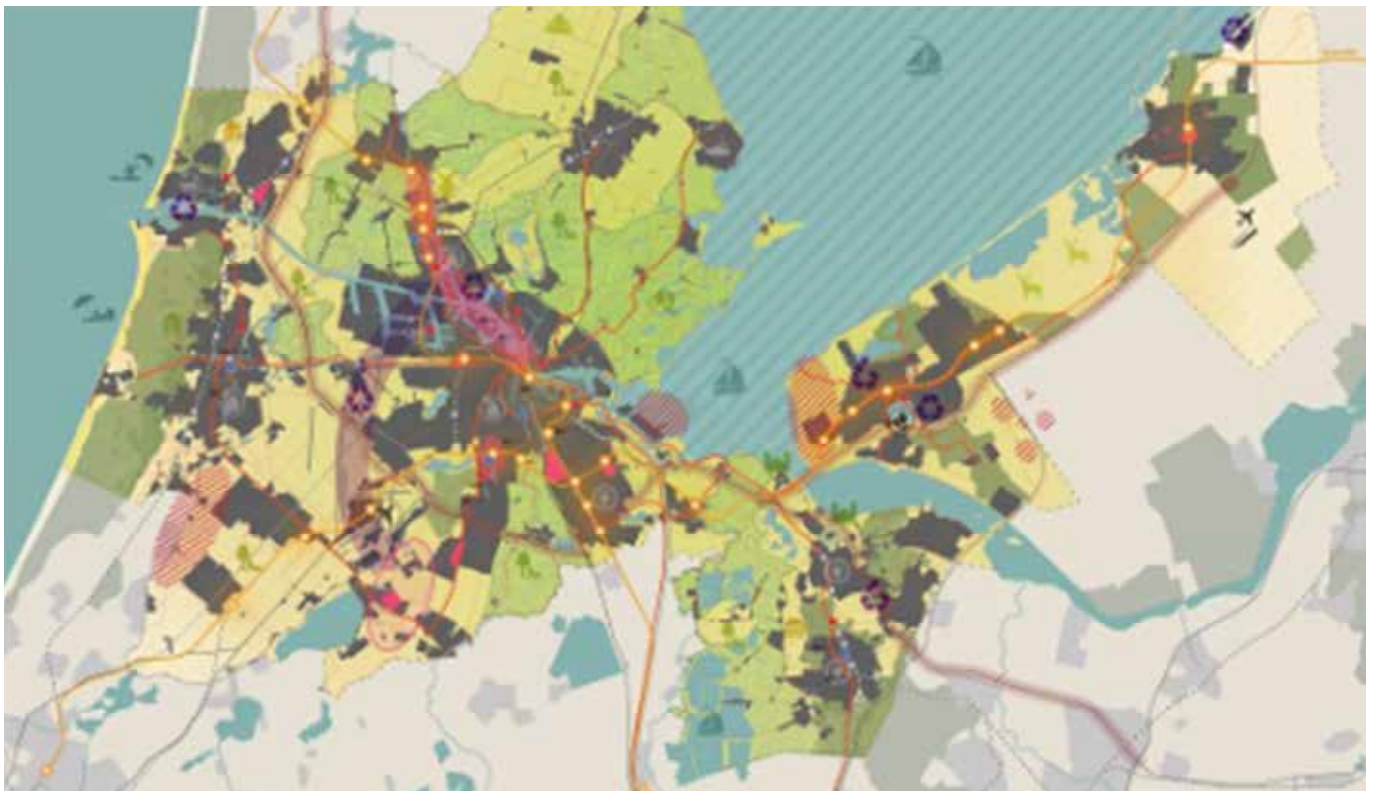
terms of urban development. Amsterdam is, in short, dependent on the willingness of surrounding municipalities to relocate its growth ambitions outside of its own municipal borders. This discussion is currently taking place and, although attitudes differ somewhat between the municipalities, neighbouring 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

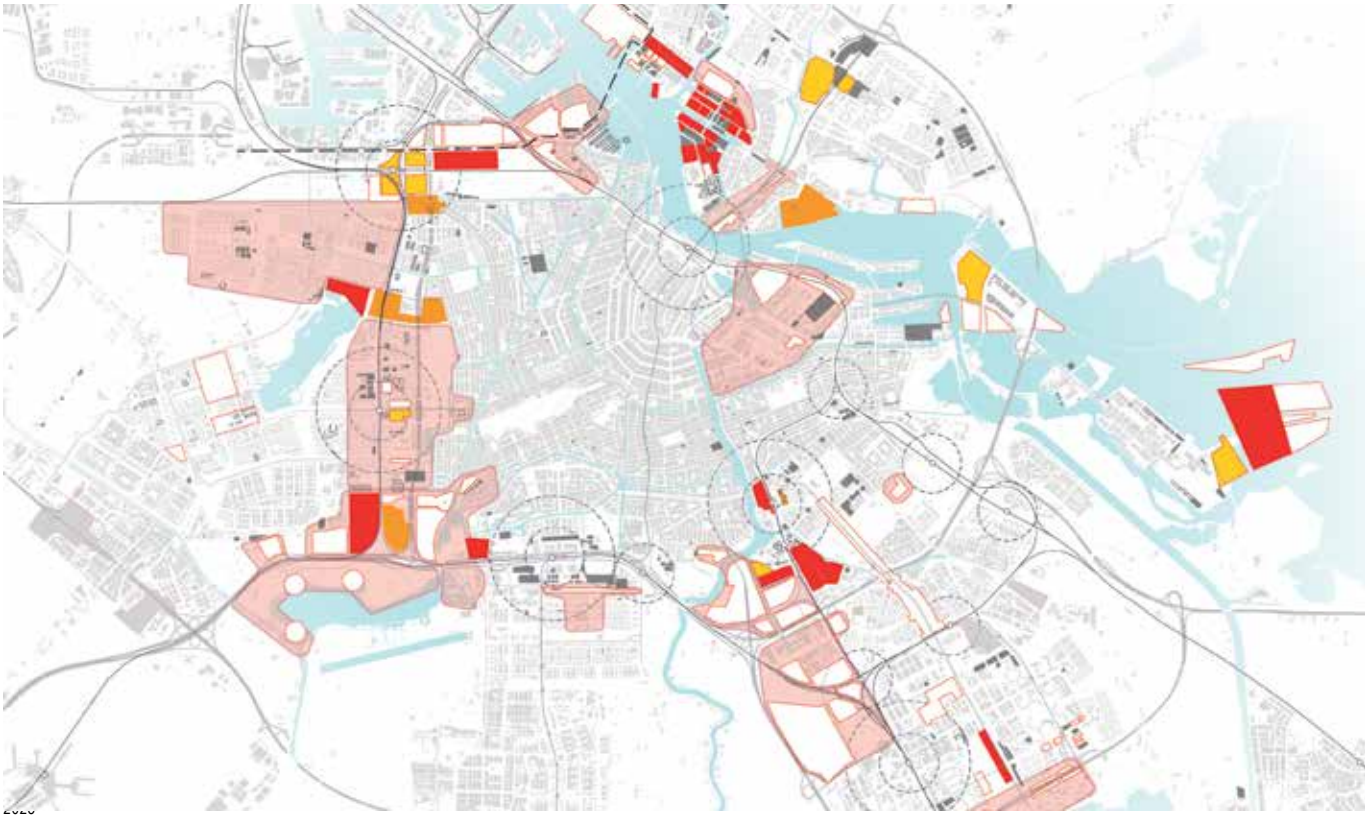
Over the past few years, there have been more people living in cities than in rural areas. And the expectation is that the attractiveness of cities will not decrease in the coming decades. The city is the primary economic motor, the place where innovation takes place, and where there is sufficient support 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.

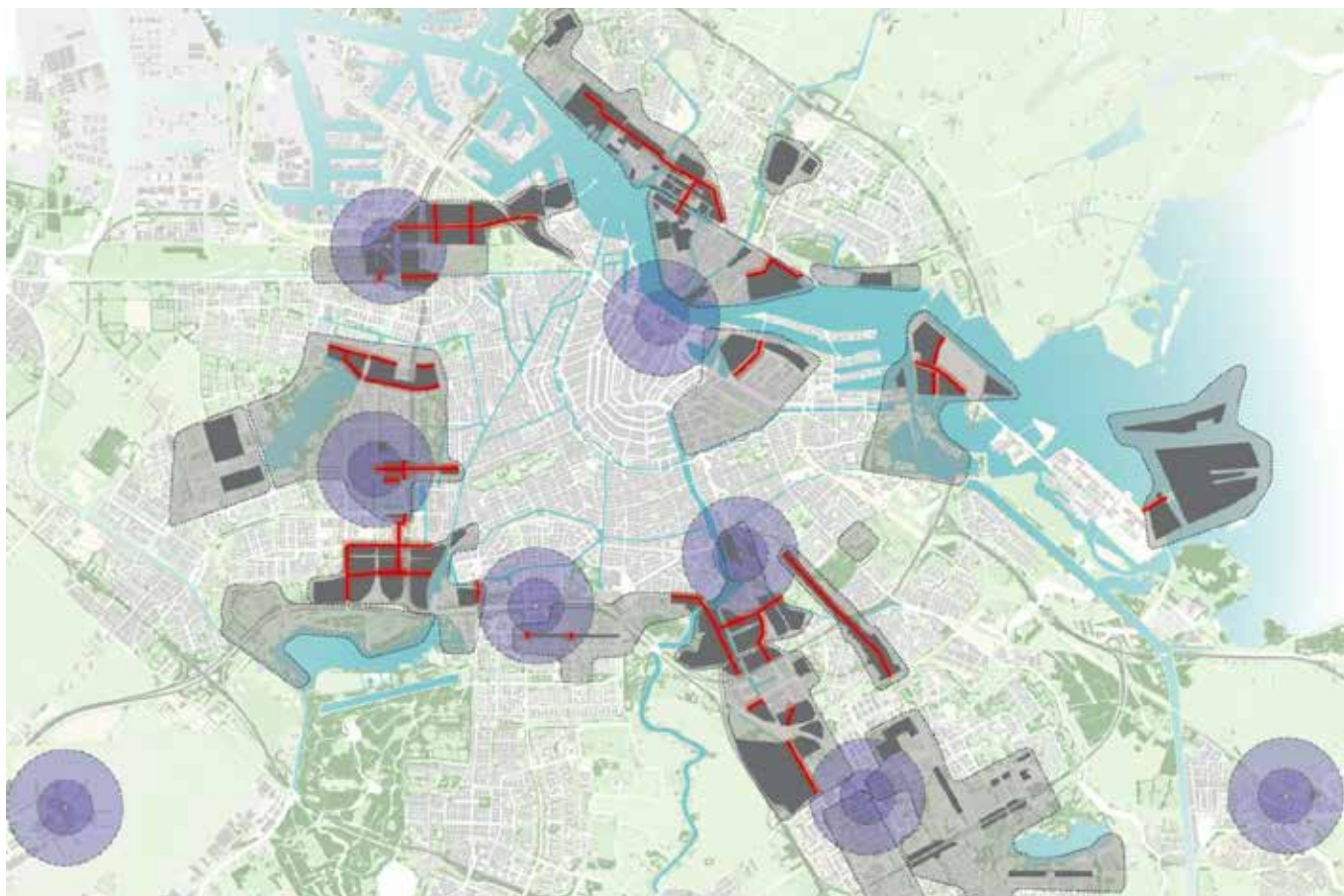
Focus on Quality

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

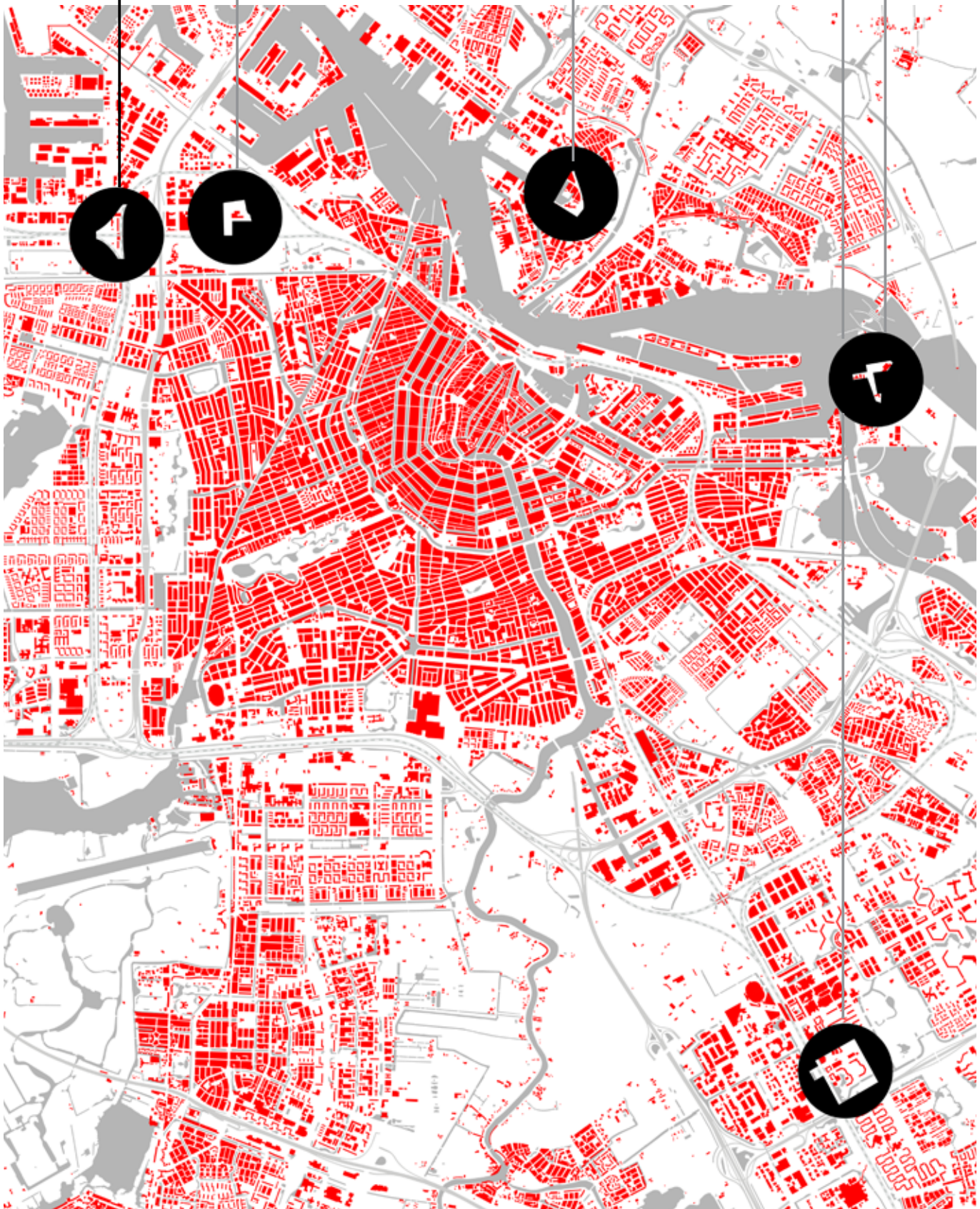
Transformatorweg

Sluisbuurt

Papaverdriehoek

H-Buurt

Piarcoplein



URBAN CONTEXT

Urban context: Haven-Stad



Sloterdijk, an infrastructural hub between the metropolitan area, the historic city, the harbour and Schiphol airport

Sloterdijk Centrum is located in Haven-Stad, the largest urban development program currently being undertaken in the Netherlands. Haven-Stad is an area of the Amsterdam's Westelijke Havenzone that, over time will be gradually be transformed and integrated into the city. By 2040, it is expected that Amsterdam will have 1 million inhabitants and to meet this projected growth, the municipality intends to build 40,000 residences in Haven-Stad by 2040.

The most western part of the Havenzone area is currently not included in these plans. For the time being, it will remain intended for harbour activities, which are an important economic sector for the city. It is possible that those harbour activities which can't be integrated with housing will eventually move closer towards the North

Sea, along the North Sea Canal. The sluices at IJmuiden, which provide access to the harbour of Amsterdam for larger ships, will be adapted to perform this function. The Haven-Stad area is not only dominated by harbour activities; it is an extensive industrial area with many anonymous buildings. Despite the diverse business activities being conducted there, the area has a monofunctional character with a strong emphasis on cars and little intensive urban development exists.

Although the harbour activities will be concentrated more westerly, recent developments within the harbour are also important. Haven Amsterdam has employed a strategy directed at sustainability. Although it is the largest petrol harbour in the world, the harbour industry has increased its focus on the production of biofuels in recent years. On top of that, there is the intent to generate more sustainable energy in the area. Residual heat from the waste-to-energy plant is also being used to heat housing in Amsterdam. Ultimately, the next step that must be taken will be the move towards a circular economy. Additionally, the relative closeness of Schiphol and their good mutual accessibility is significant. The harbour and the airport are closely related. The development of the so-called West-as on the western side of Amsterdam should only strengthen that connection. Logistics and the circular economy are the guiding principles for that development.

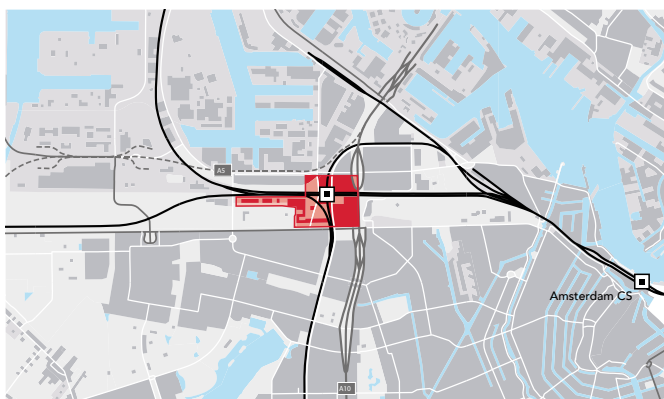


Haarlemmerweg (vertical) en Einsteinweg (A10, horizontal), view towards the west in 1972. In the foreground, the village of Sloterdijk Foto: Stadsarchief Amsterdam



Sloterdijk Station area with the European 14 site on the right corner

Adding housing to an area, particularly a harbour area, has consequences. In the Netherlands, so-called environmental limits determine how far housing must be from heavy industrial activities. This is to protect the health and well-being of future residents. Without active replacement of the harbour industry in the Coen and Vlothaven, approximately 9000 residences can be built until 2040 without having to decrease the number of workplaces. If heavy industry from the aforementioned harbour is transferred to other locations, 40,000 new residences can be built here, and the number of workplaces can significantly increase due to new business activities settling in the area.



Amsterdam sloterdijk is an essential hub between the harbor, the city, the outer municipalities and Schiphol airport

The expectation is that the development of Haven-Stad will strengthen the support of activities and amenities in Amsterdam's inner city, and that internationally-operating companies will re-locate there. The relative proximity of Schiphol and the inner city of Amsterdam, and the good rail and road connections between,

enhances Haven-Stad's attractiveness. The development the district, therefore, is not only of importance to cater to the demand for housing; it also functions to strengthen the competitive economic position of Amsterdam itself.



Manifestatie Teleport '86: Presentation of the redevelopment plans of the new Sloterdijk Station area
Photo: Frans Brusselmans / Collectie Amsterdams Stadsblad

In the coming years, The municipality has set its sights on gradual transformation, inviting initiatives from site owners and private developers, while remaining responsible for guiding future development. Meanwhile, it is investing in improving the area's accessibility and intends to create a central urban district around Amsterdam-Sloterdijk Station.

Study environment: Sloterdijk-Centrum

Sloterdijk-Centrum is being transformed from a former office area into a mixed-use living and working area. Although originally developed in the 1980s as a hub for telecommunication, it never really fulfilled that role. While Sloterdijk-Teleport was still being constructed, digitisation and mobile technology re-invented the telecoms industry and there was crisis in Amsterdam's office market due to an over-supply of floor space. Offices in Sloterdijk-Centrum became vacant or were never even used as offices. The municipality changed direction and issued a new zoning plan in 2013. The area would be transformed from a monofunctional office location into an urban, mixed-use living and working district. With this in the zoning plan, it became possible to facilitate bottom-up development and to transform offices into hotels, residences, extended stays, retail trade, and other services and amenities.

Sloterdijk-Centrum's location has helped to facilitate this transformation. Both the inner city and Schiphol are easily accessible from Sloterdijk, making it an interesting area for hotels. Currently, 80,000 m² of hotels are situated in the area and many vacant buildings have been injected with new life. The current zoning plan allows for 100,000 m² of housing in Sloterdijk-Centrum but from 2025 onwards, the intention is to build 25,000m² in residential buildings. While some new housing will be realised in existing office buildings, most of it will be designed to transform the urban character of the area. In the meantime, the public tender process has started for the construction of the first new residential buildings on unbuilt plots that were once intended for offices. For many years, Sloterdijk has been a dynamic area. The expectation is that this condition will continue for a long time. There is no clear final picture. Additionally, the large quantity of visible infrastructure is a given.

To transform a desolate, monofunctional office area into a mixed-use area for employers, visitors, residents and tourists, it is necessary to create a more human, attractive environment. Sloterdijk requires more colour, more green areas, and more liveliness on the streets. Some aspects of these improvements have already started. In the coming years, the municipality is focused on upgrading local public transportation connections, enhancing the qualities of the public space, introducing a variety of housing types, and creating a distinct architectural expression in response to the bleak buildings already there. Extra attention is provided by the municipality in the shape of place-making and community building, through art, creativity, and activities. The municipality has already managed to give the area a positive boost with relatively few investments. The young architects at Studio Valkenier helped shape these changes with the construction of a cafe in front of the Sloterdijk Station, and in cooperation with the municipality, some areas of public space have been improved.

Until 2023, 60% of the built environment in Sloterdijk-Centrum will be offices. The remaining 40% is a mix of hotels, housing and amenities. After 2023, the ratio will be 50:50.

Sloterdijk is and will continue to be an area with a lot of infrastructure. Since its beginning, it has functioned as an entrance into the

former telecom office district, but also to the adjacent Amsterdam harbours, where many people also work. The distance to Schiphol is ten minutes by train.

Around Sloterdijk, there are connecting roads, such as the Westrandweg (A5), the Haarlemmerweg, and the ring road, the A10, and trunk roads leading to the Haven and the city. Sloterdijk Station's immediate surroundings are dominated by tram lines, bus lanes, bus stops, and concrete columns that support elevated roads, rail tracks and metro lines. Amsterdam is also known for its many cyclists, bicycle paths, and bicycle-storage areas. A striking feature is that here in Sloterdijk-Centrum the connections are primarily functioning on a regional scale; on a local level, logical connections are missing. The creation of a unique mixed-use, living environment in conjunction, or next to, the infrastructure is an essential part of the physical-spatial assignment in Sloterdijk-Centrum, both in the built form and in the design of the open public spaces.



In the background: Tax office



Former office of Dutch telecom giant KPN, currently under redevelopment by the Omnan group. The building will host a mix of apartment hotel, casino and commercial functions



The new KPN office at Sloterdijk Designed by De Jong Gortemaker Algra



Oryplein: The main entrance of Sloterdijk Station



The eastern entrance to Sloterdijk Station connects to the metro



European 14 site: Piarcopein is used for daily commuting and long term parking



Looking west onto the Hatostraat from Sloterdijk Station



Impression of potential development at the nearby 'N-kavel'



'De Amsterdamse Tram' is a cafe in a converted 1920s tram serving sandwiches, quiches & smoothies

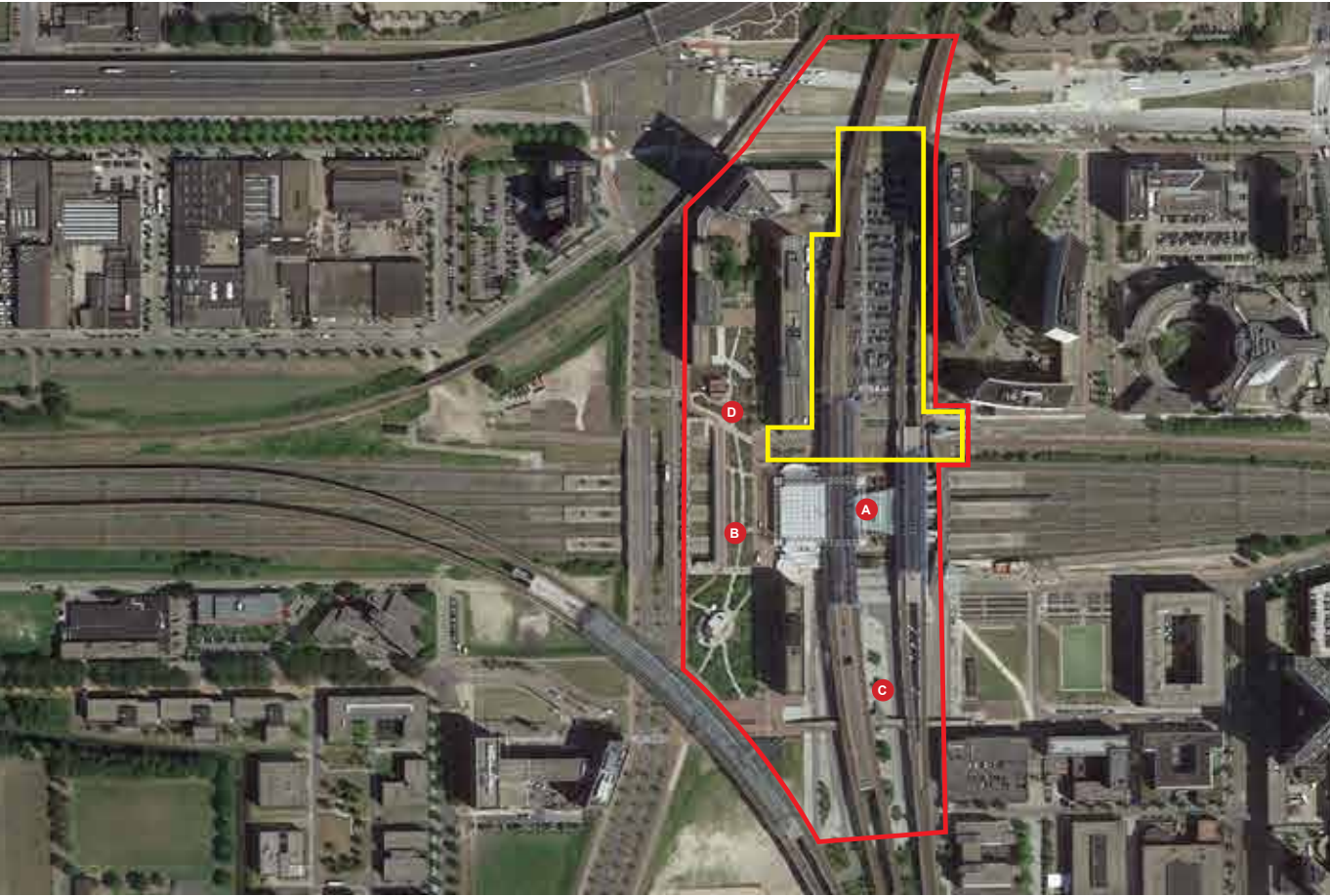


Future density of the area. View towards the north east, overseeing highway A5 (on the left) and A10 (left to top)

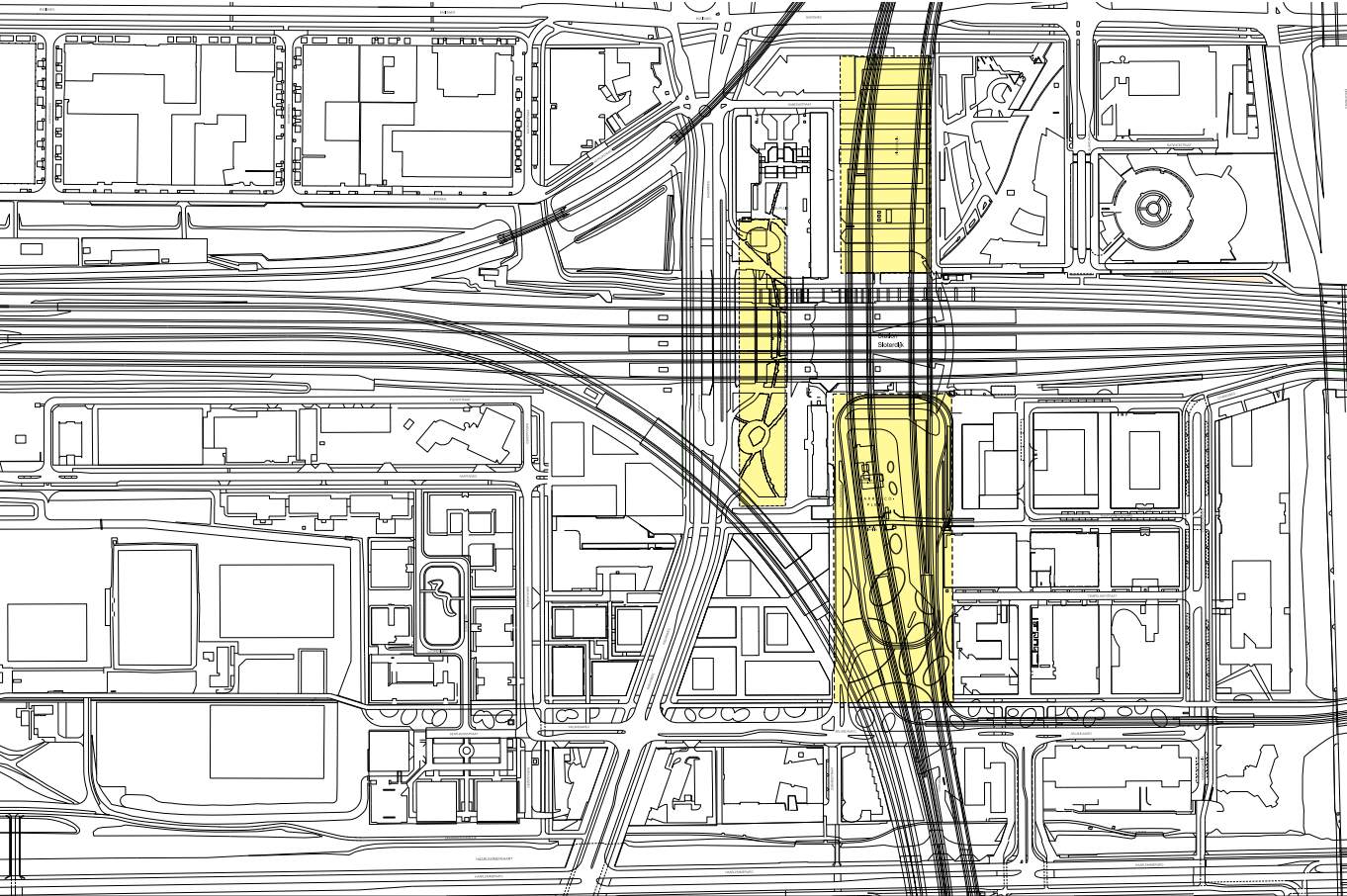


From the station area towards the west overseeing the Horn, Bering and Suezharbor as well as the A5 highway (Westrandweg)

STUDY AREA
Piarcopelein



Aerial view showing limits of study area in red



In the study area, there are a number of special public spaces both at a local and regional scale. The most important of these are a network of squares located in the vicinity of Sloterdijk Station (Orlyplein, Piarcoplein and Carrascopein). These squares all have a relationship with the station, but each square has its own image and a specific function. The Piarcoplein focuses on the car (traffic and parking), the Carrascopein focuses on public transport and Orlyplein accommodates urban functions within a green public space. In Sloterdijk Centrum, the municipality intends to increase bicycle traffic. This will require additional bicycle parking facilities, linked to the major public spaces in the area.

Orlyplein

Orlyplein is the central place within Sloterdijk-Centrum. It is the only square in the station area that benefits from being adjacent to housing. Previously, high office towers were proposed for this location, around a business plaza that connected to the entrance to Sloterdijk Station. However, disappointing real estate developments and the decision not to pursue the renewal of the station have led to a different strategy and design. Orlyplein reopened in 2015 as an attractive urban square, equipped with planting and temporary catering pavilions. The revitalisation of the Orlyplein has not gone unnoticed in the professional world; it is mentioned as a model project for urban renewal. The transformation of the square highlights the municipality's vision for the future potential of the area as a mixed-use urban district. Today, the mix of programme is steadily intensifying around the station, and there is increasing activity, even in the evenings.

Carrascopein

The Carrascopein accommodates a bus and tram station with 12 bus stops, space for 6 waiting buses and one tram. The architectural elements of the columns and railway viaducts, supporting the elevated metro and train platforms at +11.00 NAP, largely determine the character and image of the square. The Carrascopein functions on two levels: the bus and tram station are at ground level (+1.00 NAP) and the station entrance and a bridge for bicycles to and from the Teleportboulevard is on the first floor level (+6.00 NAP). Recently a few shops and small restaurants have been added around the station entrance to enhance the vibrancy and social control of the Carrascopein. The municipality is currently looking at how best to improve the relation between the entrance of the Sloterdijk Station and the Carrascopein.



Sloterdijk Station



Orlyplein



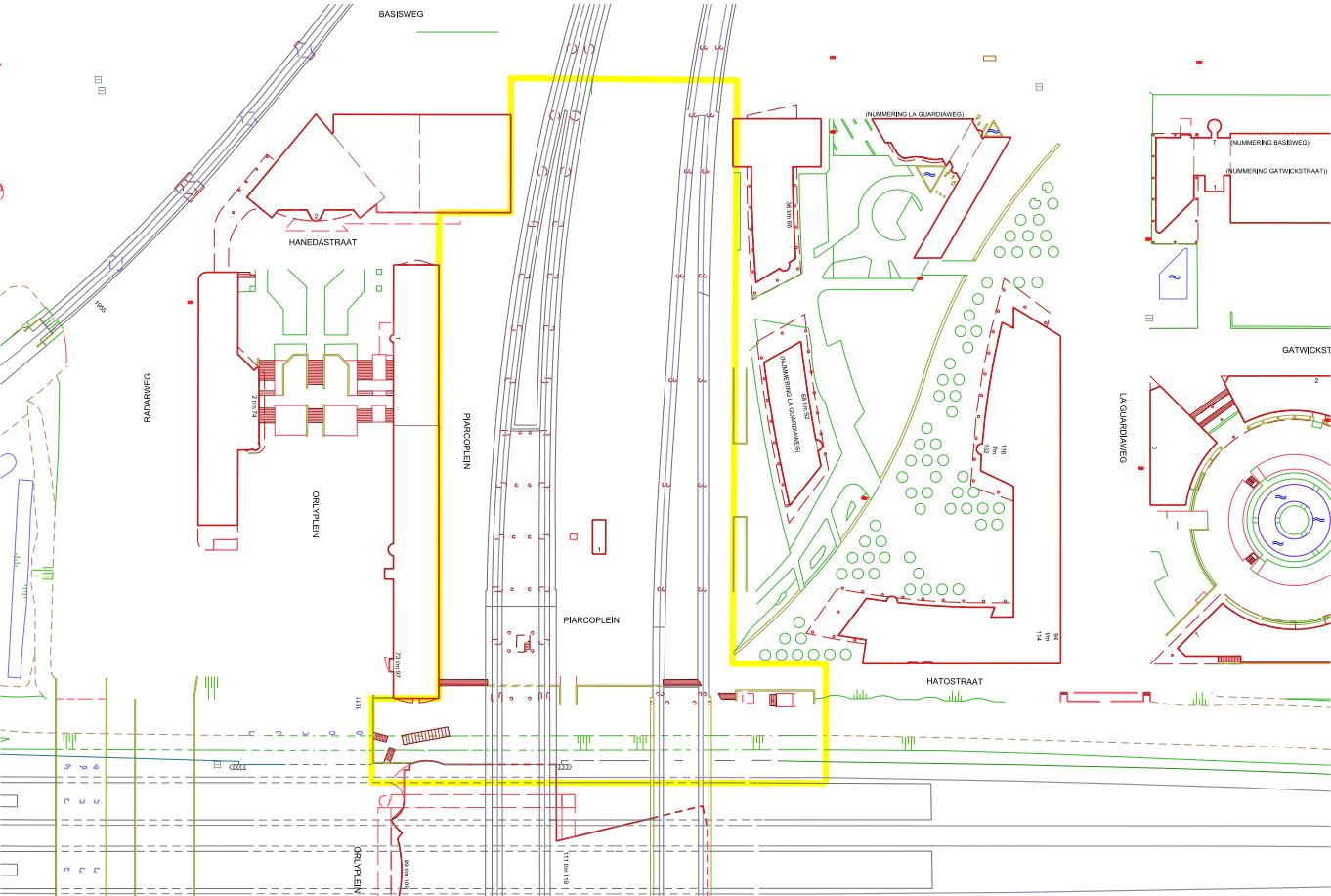
Carrascopein



Restaurant Bret, Oasis in a concrete jungle (Orlyplein)

PROJECT SITE

Project site



SCALE: Large

TEAM LEADER: Architect, Urban Planner or Landscape Architect

SITE FAMILY: From functionalist infrastructures to productive city

LOCATION: Piarccoplein, Amsterdam

POPULATION: Amsterdam 835,000

STRATEGIC AREA: 10.2 Ha

PROJECT SITE: 2.68 Ha

SITE PROPOSED BY: City of Amsterdam

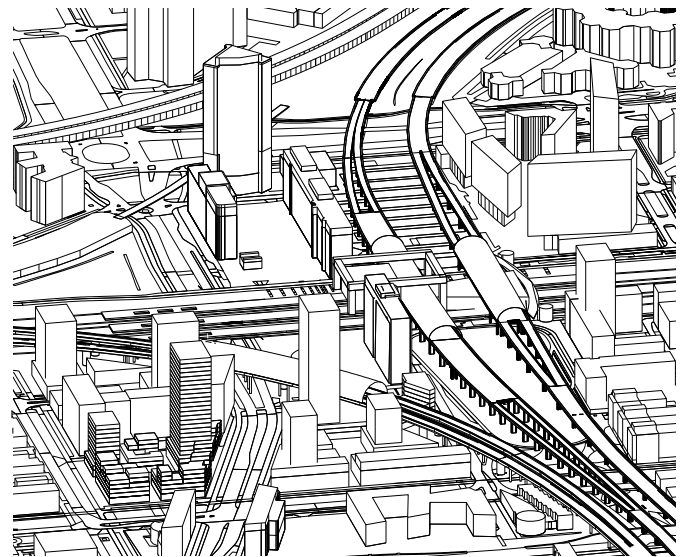
ACTOR(S) INVOLVED: Gemeente Amsterdam

OWNER(S) OF THE SITE: Gemeente Amsterdam

COMMISSION AFTER COMPETITION: Assignment to design one part of the public space on Piarccoplein

The Piarccoplein has an important function as a “park & ride” location. It is a transfer place where cars can be parked for long periods of time. For people living to the north of Amsterdam, this is a useful place to store the car and subsequently travel to Schiphol airport or the inner city of Amsterdam via public transportation.

The Piarccoplein is the least attractive place of Sloterdijk-Centrum. The site is both framed and trapped by streets, privatized open space and elevated train tracks: the area currently lacks liveliness. The combination of cars on the ground and the bundles of roads, and regional and local transport infrastructure make the area non-place. Due to the lack of social control there is regular (minor) crime e.g. car burglary. Currently, the entire square has the same kind of understated decor with dark colored pavement. A central route connects the two parts together and leads people to and from Sloterdijk Station. A web is suspended over the whole square, which adds an extra spatial effect to the space. All signage and street lighting



PROJECT SITE

PIARCCOPLIN

are hung on this web. The Piarccoplein is in need of renewal. The municipality has studied various alternative ideas but have not yet decided upon a clear direction for the future development vision. There are interventions planned in the short run, but currently there are no long-term plans.

One thing that is clear, is the idea that the robust infrastructure in the area should be seen as a quality. Although the municipality is not the owner of the elevated rail tracks – these are owned by ProRail – the municipality is the owner of the ground on which they are built. The municipality wants to develop the location in an entry point between the area and the station, that combines attractive living and working functions with a focus towards social safety.



E



G



F



H

AMSTERDAM

WWW.EUROPEAN.NL

EUROPEAN NETHERLANDS

Theme Productive Cities

The area surrounding Sloterdijk Station and the industrial area by the harbour are important from an economic perspective. Many people are working in the area around Sloterdijk Station. Working is currently the most important function here, with approximately 75% office space and 25% living, hotels, and other functions. Over the long term, this percentage will move towards 50:50.

Sloterdijk Station is also an important transportation hub for Amsterdammers living on the western side of the city, who travel to their work by public transport to the inner city or to the airport, amongst other places. New economic chances lie in tourists and business people staying in the increasing number of hotels. Buses, trams, touring cars, and trains supplement this traffic node.

Sloterdijk Centrum is situated in a band of territorial development that wraps around the south-west of Amsterdam, embracing Schiphol in the south and the harbour areas in the west. This territory is characterised by low cost storage facilities, warehouses, offices and buildings for logistics and production. Small, socially aware, and locally oriented productive businesses are also located here. These businesses are innovative and well established via digital media. However, they lack the financial means to physically connect face-to-face with customers, demonstrate their social impact, and physically network and interact with other like-minded individuals and companies.

In the same way that the café culture was re-invented as shared spaces and co-working environments, it could be imagined that these types of spaces, or perhaps a re-conceptualisation of them, could help local, productive businesses in need of spaces for networking, promotion purposes, product launches, meetings, business events, workshops, and so forth.

What kinds of indoor and outdoor productive spaces could be required to support these functions? How could the Piarcopein accommodate these 'front room' activities? How could such spaces benefit from the daily flows of commuters passing through the area? How could this inform a new type of urbanity and create added-value in the socio and economic functioning of the Piarcopein?

Competition Assignment and Guidelines

1. First and foremost, there is a requirement to put the Piarcopein on the map by proposing an original, inspirational idea. Quality and sustainability, mobility, and production are key words that are of importance to the municipality. There is considerable space for a design proposals within the strict delineations of the project site. Proposals can range from public space design, temporary additions, small scale buildings or other options. Is it imaginable to consider building? And if so, should these buildings be higher than the elevated train tracks? In the long term, what are the chances for proposing larger building volumes within the project site? Ideas are expected to enhance productivity or to show-case the productive

qualities of the surroundings.

2. The assignment asks for scenarios regarding car mobility at this location, in relation to the region and Amsterdam. The expectation is that the role of the car will change in time. In the city, the possession of cars is already significantly decreasing. The question is whether this will also apply to areas in the greater Amsterdam region, from which residents use Sloterdijk Station as a hub to transfer to public transportation.

It's also important to consider the way in which future car parking is given form on Piarcopein. The stacking of parking spaces, for example, is an option. Design solutions are expected that address the evolution of mobility and parking. The current number of P+R parking spaces is 196.

3. On the project site it is important to consider the connections and public routes that pass through and around the site to and from Sloterdijk Station. At the street level, the human scale must be reintroduced. It is a matter in which the "city at eye-level" takes central stage. The expected increased usage of the infrastructure surrounding the station can both be an obstacle and an opportunity. At street level, provisions must be made for adequate drop-off areas for cars and touring buses. The following types of visitors must also be considered: pedestrians, many, many, cyclists, scooters, tourists, cars, touring cars/buses, disabled persons, elderly, children, and so on.
4. At the scale of the study area, the task is to consider How can these groups be received in a more welcome and friendly atmosphere. An innovative vision for the soft programming of the open areas is expected. Proposals are expected to create meaningful connections between the three main squares around the station (Piarcopein, Orlyplein and Carrascopein) to improve the user experience for visitors and residents. In the area surrounding Sloterdijk Station, the focus, concerning the public space, has, until now, primarily and successfully, been on temporariness. The question is whether that approach should be continued, or whether other solutions, that incorporate more permanent features such as water and greenery could be considered.

Broader meaning of this assignment

Piarcopein, characterized by its infrastructure, is highly connected regionally yet feels fragmented locally. The question is how to create an attractive, homogeneous user experience and give new meaning to the area and relation to its surroundings. Also, how can the un-used spaces below the elevated rail tracks be used effectively? In what way can this zone contribute to the area in relation to the aimed attractive mixed use vision by the municipality

Commission for Winner

The municipality intends to commission the winning team to design one part of the future public space in Piarcopein.

Site Representative
Gemeente Amsterdam
actor(s) involved
Gemeente Amsterdam
Team Representative
Architect, Urban Planner or Landscape Architect
Expected Skills with Regards to the Site's Issues and Characteristics
Architectural, Urban Design, Landscape Design
Communication
Anonymous publication - online and potential exhibition - after the 1st jury round
Jury – 1st Evaluation
With the participation of the site representatives
Jury – Prize Selection
Ranked Selection: with Winner (€12,000), Runner-up (€6,000) and Special Mention (no reward)
Post-Competition Intermediate Procedure
Meeting to present the rewarded teams to the site representative(s), followed by a discussion.
Possible workshop on site with the rewarded teams – winner(s), runner(s)-up, special mention(s).
Commission given to the selected team(s) for the implementation
Assignment to design one part of the public space in Piarcopein

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) 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

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:

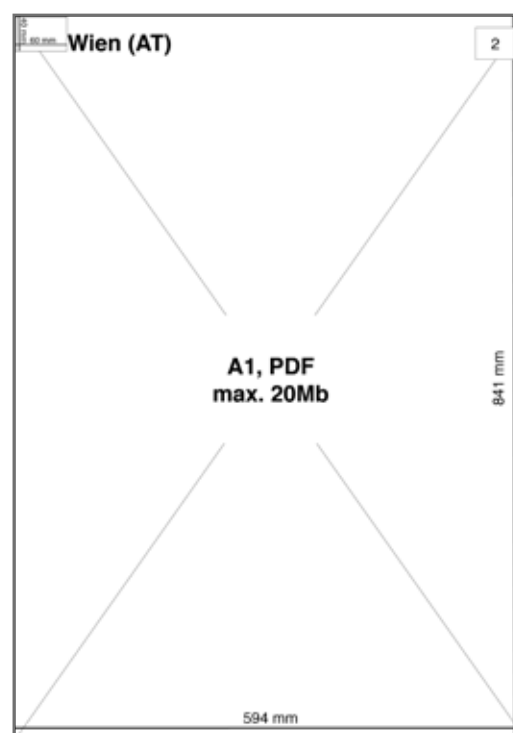
The 3 panels must:

- 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

Team City of Amsterdam



Annius Hoornstra

adjunct-directeur Gebiedsontwikkeling en
Transformatie



Sabine Lebesque

Coordinator project European 14
Team Ruimtelijke Kwaliteit



Sabine Lebesque

Coordinator project European 14
Team Ruimtelijke Kwaliteit

Team Piarcopelein



Delphine van Wageningen

Projectmanager - Piarcopelein



Jurgen Krabbenborg

Urban Designer - Piarcopelein

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

Board European NL

André Kempe

Architect / Urban Designer
Co-founder / Director at Atelier Kempe Thill

Helena Casanova

Architect / Urban Designer
Partner / Owner at Casanova+Hernandez architects

Jonathan Woodroffe

Architect / Urban Designer
Co-founder / Director at S333 Architecture + Urbanism

Madir Shah

Architect / Urban Designer
Founder / Owner at URBANOFFICE Architects

Olof van de Wal

President of the Board
Director at SKAR - stichting kunstaccommodaties Rotterdam
Owner Leef de stad

Secretariat European NL

Bas Lagendijk

Secretary European NL

Contact European NL

European Netherlands
Zeeburgerpad 16
1018 AJ Amsterdam
NETHERLANDS

info@euopan.nl
www.euopan.nl