



PRODUCTIVE
AMSTERDAM

EUROPAN 14
NETHERLANDS

TRANSFORMATORWEG

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.

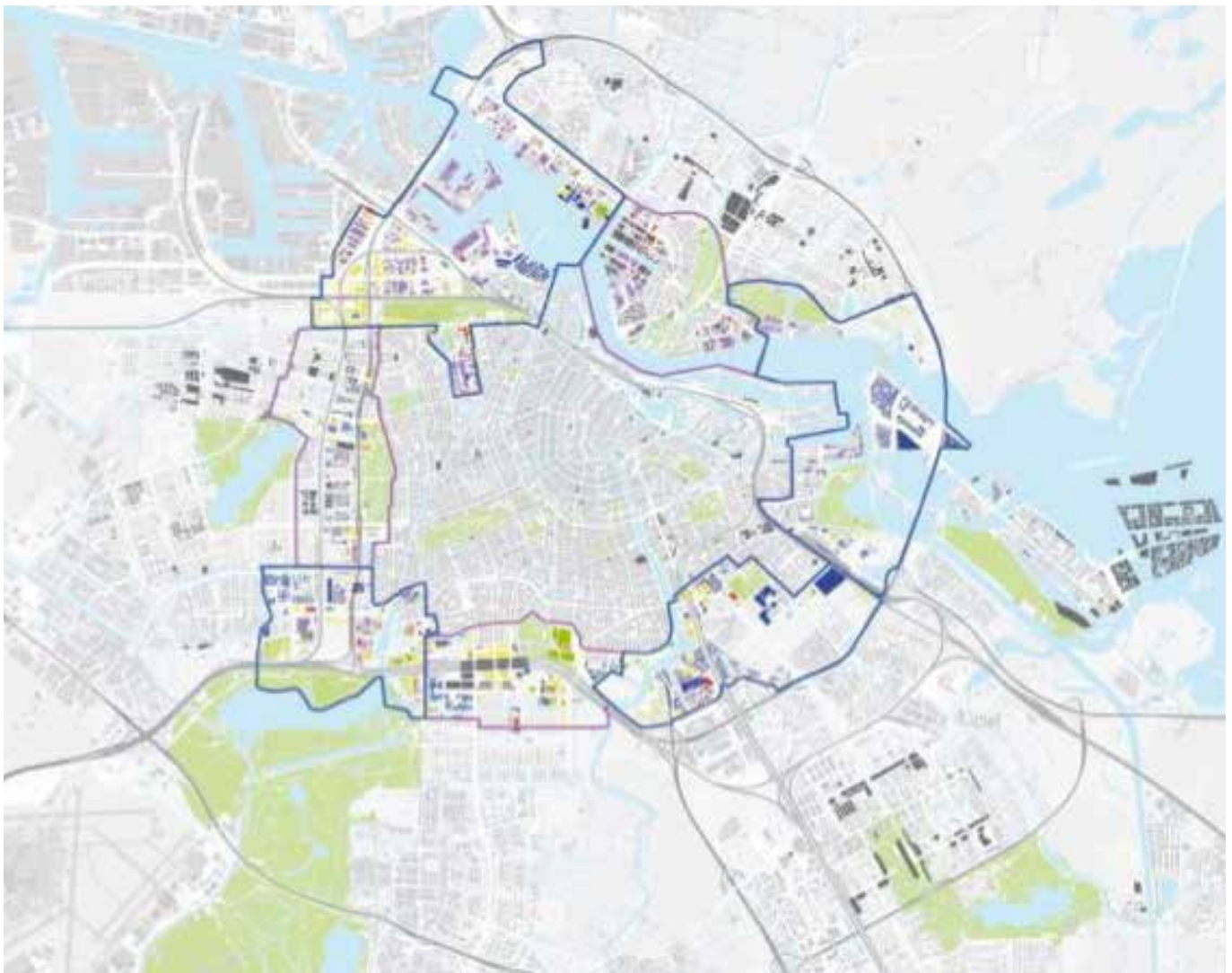
In the mid-1980s, the city slowly started to become more popular. After graduation, many students continued to live in the city, had children there, and started to increasingly see the advantages of the various inner city activities located in close proximity of each other. Investments were also increasing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



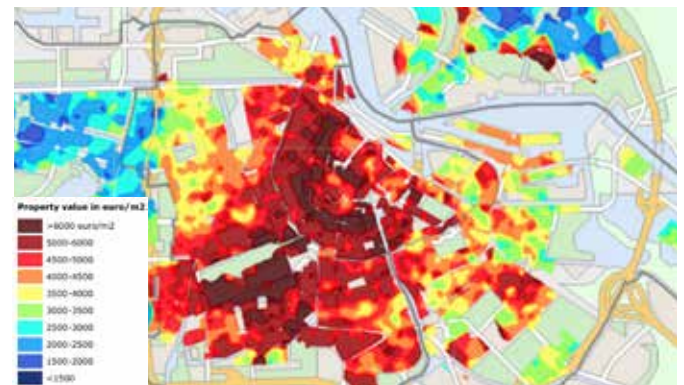
The inner-city of Amsterdam is suffering from overcrowding

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.

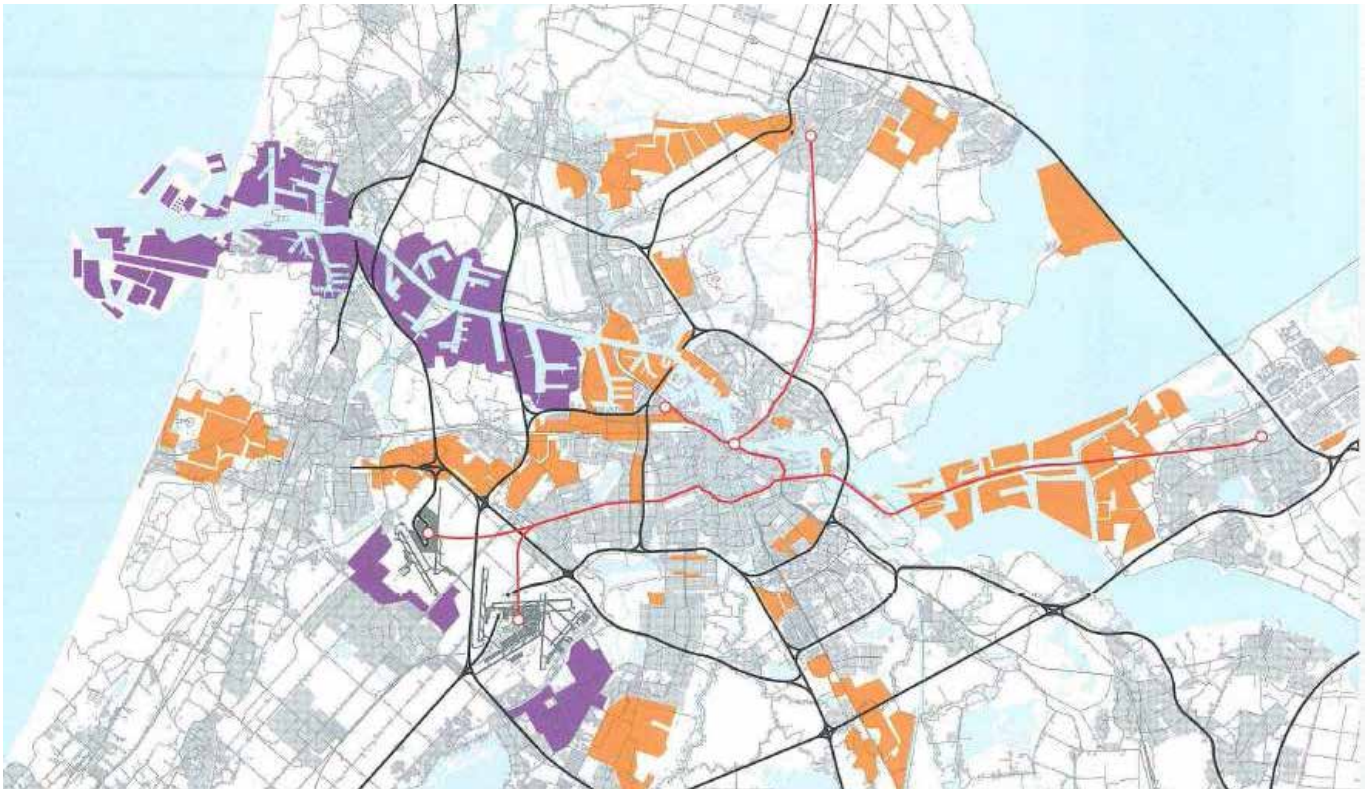
The consistently rising house prices are not solely the outcome of tourism. Amsterdam is remarkably popular amongst various groups of people who, in addition to work, are attracted to the quality of life and the proximity of leisure, commercial and cultural activities in



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

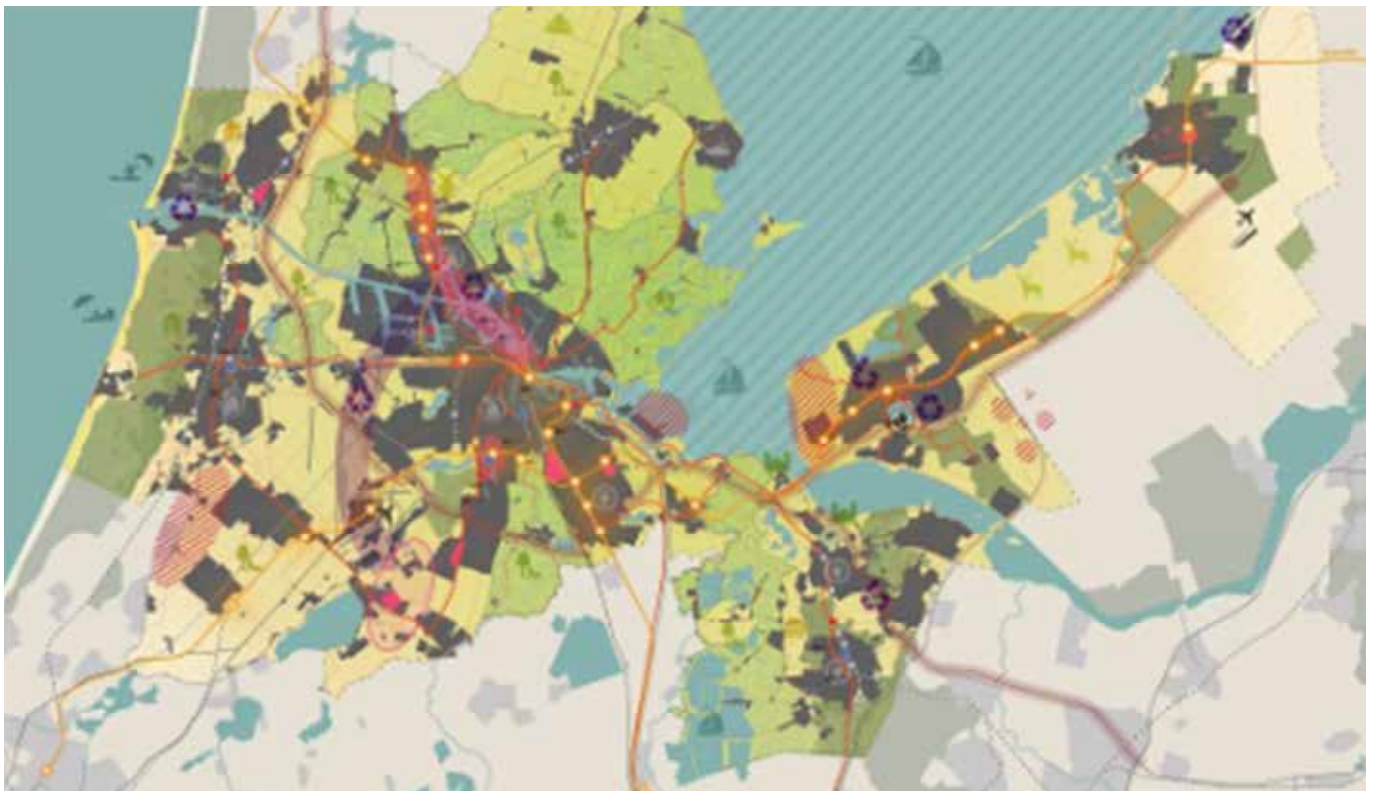
terms of urban development. Amsterdam is, in short, dependent on the willingness of surrounding municipalities to relocate its growth ambitions outside of its own municipal borders. This discussion is currently taking place and, although attitudes differ somewhat between the municipalities, neighbouring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

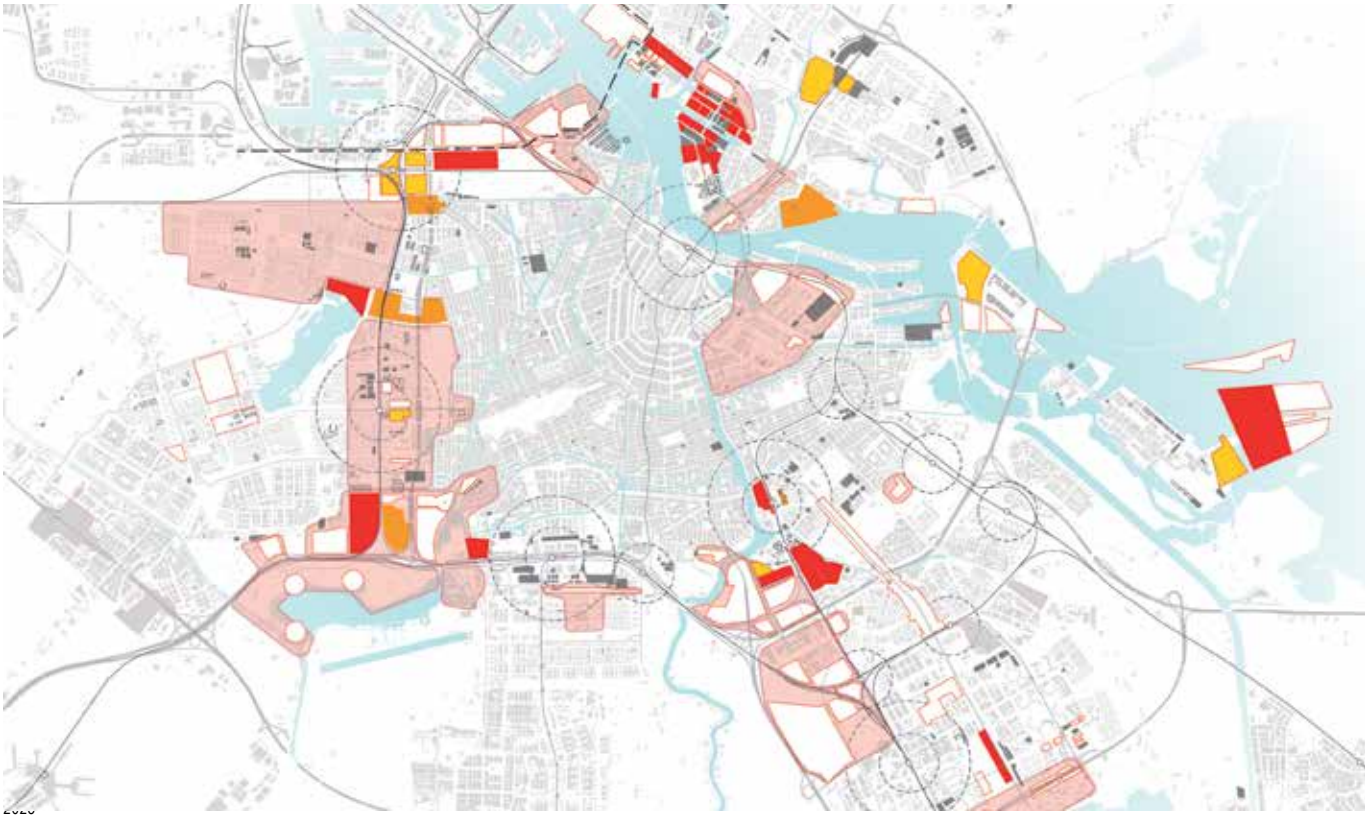
Over the past few years, there have been more people living in cities than in rural areas. And the expectation is that the attractiveness of cities will not decrease in the coming decades. The city is the primary economic motor, the place where innovation takes place, and where there is sufficient support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

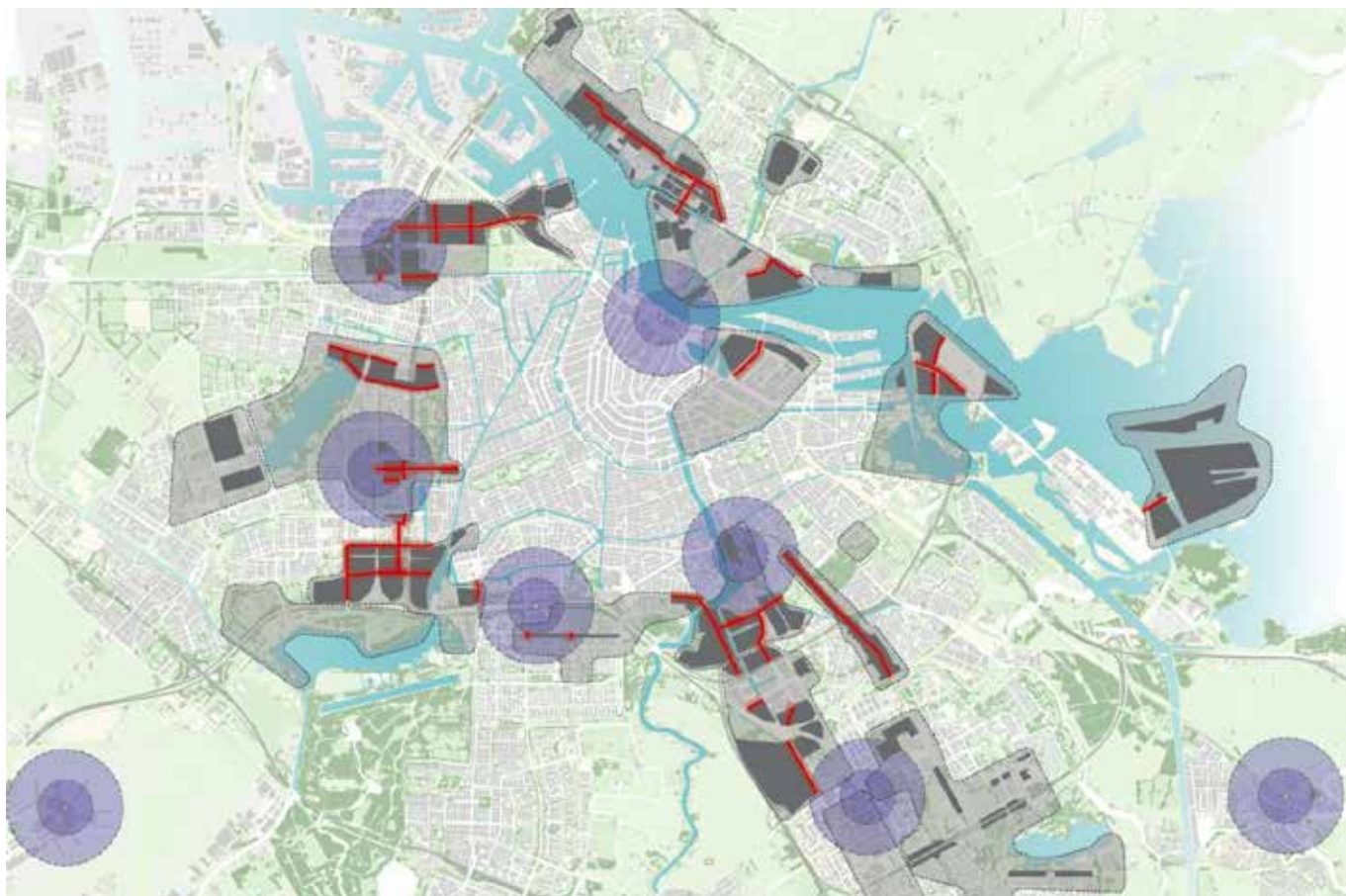
Focus on Quality

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

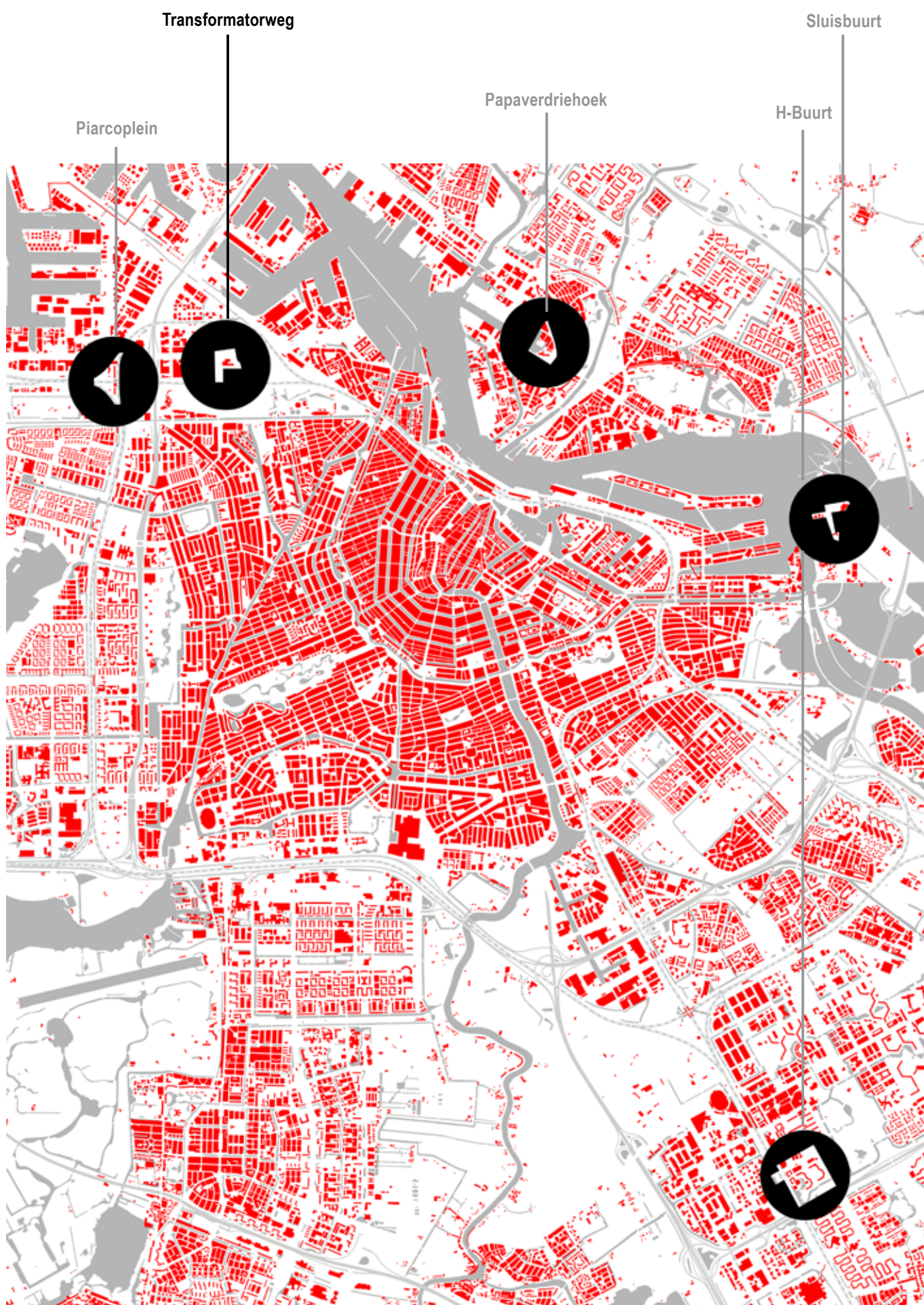
itself from other world cities. But what precisely does quality entail? For the municipality, quality entails creating mixed, lively and diverse city neighbourhoods with a good offering of amenities, public space, parks, high-quality architecture and sustainable urban development. The municipality is 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



URBAN CONTEXT

Urban context: Haven-Stad



The Transformatorweg bisects Sloterdijk I in Amsterdam's Westelijke Havenzone and functions as a key infrastructural axis in Haven-Stad, the largest urban development project currently being undertaken in the Netherlands. Haven-Stad is an area of the Amsterdam's Westelijke Havenzone, that over time will 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.

The most western part of the Westelijke 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 typical office and warehouse buildings. Despite the diverse business activities being conducted there, the area has a mono functional 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 bio fuels 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 Westas on the western side of Amsterdam should only strengthen that connection. Logistics and the circular economy are the guiding principles for that development.

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,



The site is locked in between the green corridor of the Westerpark and the light industrial zone near the harbor

40,000 new residences can be built here, and the number of work-places can significantly increase due to new business activities settling in the area.

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 of Haven-Stad, 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.

In the coming years, the municipality's strategy is to concentrate the heavy harbour activities in the part of Haven-Stad which is furthest from the existing city. But industrial activity will remain in others



The nearby petrol storage puts environmental and safety limitations on where mixed use buildings can be build

areas of Haven-Stad because the municipality considers that the presence of work helps to create a mixed, vibrant city. At the same time, there is also a pragmatic reason: the buying out of businesses is an expensive undertaking. 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.

Sloterdijk and its surroundings

Sloterdijk consists of 5 sub-areas: Sloterdijk I, II, III, IV and Sloterdijk Centrum. The distance from the Sloterdijk to existing residential areas is not very large. There are, however, physical barriers inhibiting easy connection. There is a provincial road, which will be downgraded to a city street, a waterway separating the existing neighbourhoods in West and Nieuw-West from Haven-Stad. There is also a broad, green zone consisting of the Bretten and the Westerpark, which is situated between the existing city and Haven-Stad. Furthermore, the type of construction, the dominance of infrastructure, and the mono functionality of the area surrounding Sloterdijk station are of an entirely different character than the early-20th century urban neighbourhoods just a few kilometres away. There are, however, a few mentionable development opportunities that could help integrate more successfully the areas around Sloterdijk Station and the Transformatorweg with the city.

Sloterdijk Centrum

In Sloterdijk Centrum, development is focused on the station area.

Here, local and regional railway lines meet, there are regional and local tram and bus connections and Amsterdammers park their cars here to travel further into the city by public transport. The infrastructure at Amsterdam-Sloterdijk Station is an important stimulator for the future urbanisation of Haven-Stad. Near to the project site, the Isolatorweg metro station has a direct and fast connection to Sloterdijk Station, and subsequently, to both the inner city and Schiphol airport. And there are plans to expand the metro network in this district of the city.

The station area is already being redeveloped. Only a few years ago, the amount of vacant office buildings at this location was alarmingly high and the area was considered to be very unattractive. But this is changing quickly. The municipality has created possibilities to transform redundant office building for temporary uses, hotels and other functions in a new zoning plan aimed at boosting development. Furthermore, the focus has been placed on creating



The nearby Sloterdijk Station is one of Amsterdam's most important transfer hubs

attractive public spaces using limited resources and public investment. And this strategy has had a positive effect: many office buildings have been given a new function and the image of the area is starting to improve.

ING Strook

Between Sloterdijk Station and the urban neighbourhood Staatssliedenbuurt, there is a strip of buildings located along the Haarlemmervaart. Several years ago, vacant office buildings were converted into apartment blocks. Recently, MVRDV was commissioned to create a plan for this strip in which the remaining buildings will be reprogrammed with contemporary workspace, offices and housing. The ING Strook has the potential to function as an important stepping stone – functionally and visibly - between the existing city neighbourhoods in the south and the new possibilities of Haven-Stad on the north.

Greater Westerpark (Groot Westerpark)

The Groot Westerpark is one of the most popular parks in Amsterdam. In the eastern part, the original Westerpark was built in 1891. The central part is a former gas factory and industrial site, which was transformed during the 1990s into an experimental outdoor area with catering facilities, studios, and a cinema and festival area. The western part, by far the greenest area, is dominated by allotment gardens. Many Amsterdammers have a small patch of green



The Westerpark is one of the most popular parks of the city

here. For the future development of Haven-Stad, it is important to make the existing green areas more accessible, so it can function as recreational space for all local residents.

Houthaven

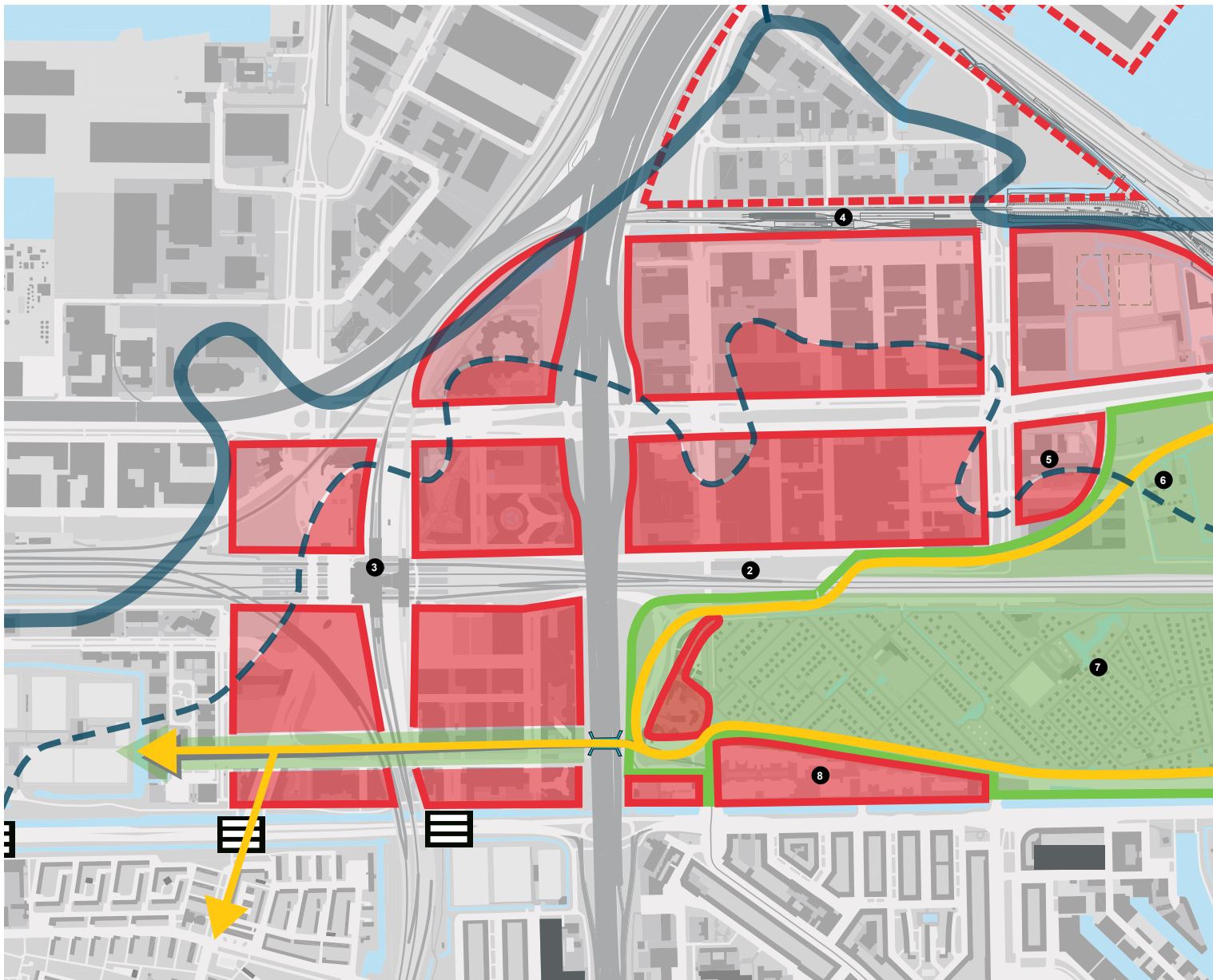
Located to the east of the project site, two residential areas already exist: the Spaarndammerbuurt, famous for its Amsterdamse School style of architecture and Houthavens, a new neighbourhood on artificial islands is currently being constructed. Here, the city is already moving closer towards the harbour. The new neighbourhood in the Houthaven is being merged into the city by partially burying the busy road that formed the border with the existing Spaarndammerbuurt, and by creating a linear public park above.



Houthaven, Pontsteigerbouw (under construction)

Bicycle connections

For Sloterdijk I, other solutions must be found to create connections with the existing city. As such, bicycle routes through the allotment gardens and, possibly, additional tunnels through the railway embankments, are being considered. No decisions have been taken regarding this presently. The municipality is, however, working on a number of scenarios to realise logical bicycle connections, since Sloterdijk is already fairly easily accessible via car and public transportation. Its accessibility via bicycle, the typical Amsterdam mode of transportation, is essential to incorporate the Haven-Stad into the existing city.



Spaardammerbuurt, famous for its "Amsterdam school" architecture



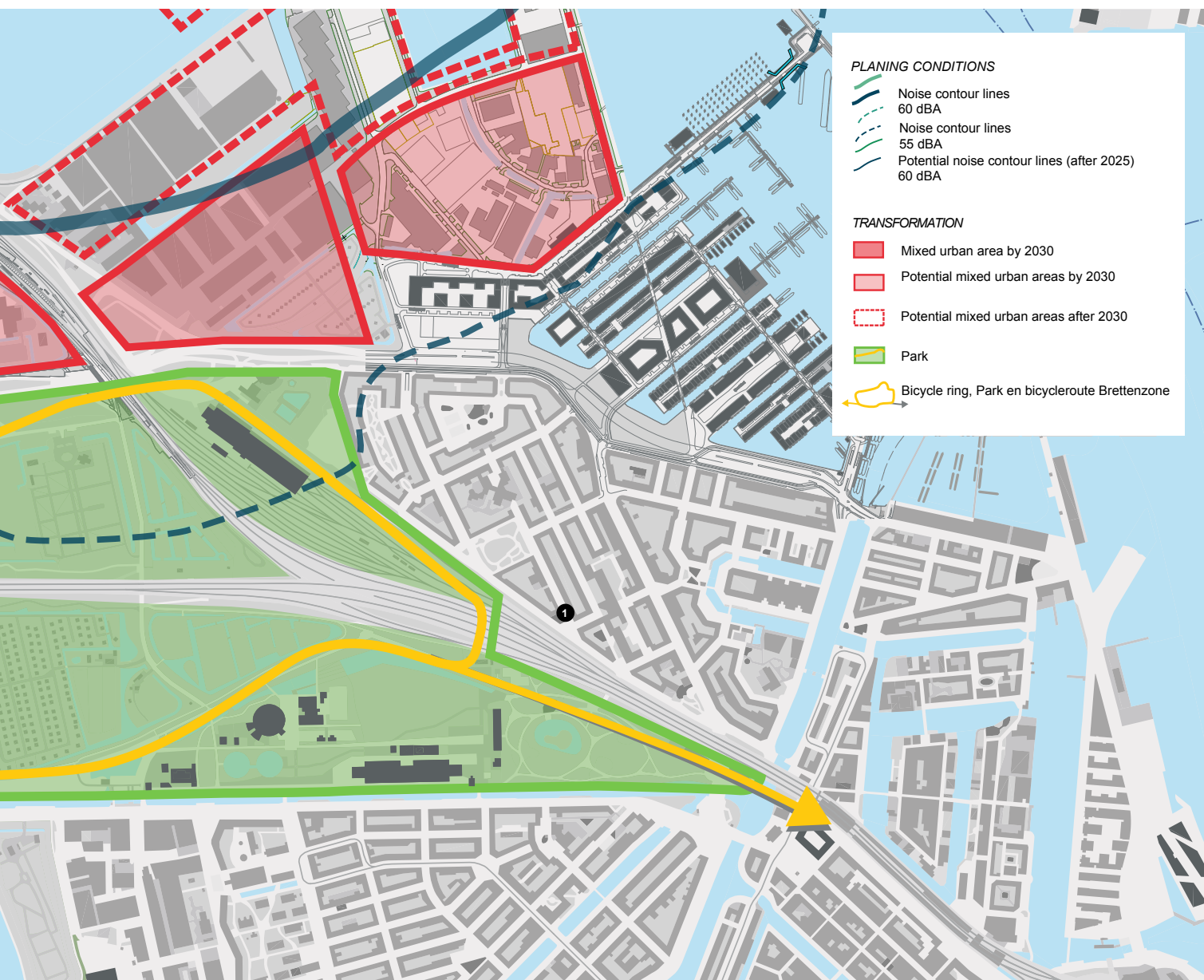
Westerpark



Station Sloterdijk



Metro-station Transformatorweg



Mediacollege Amsterdam



Buurtboerderij Ons genoeg

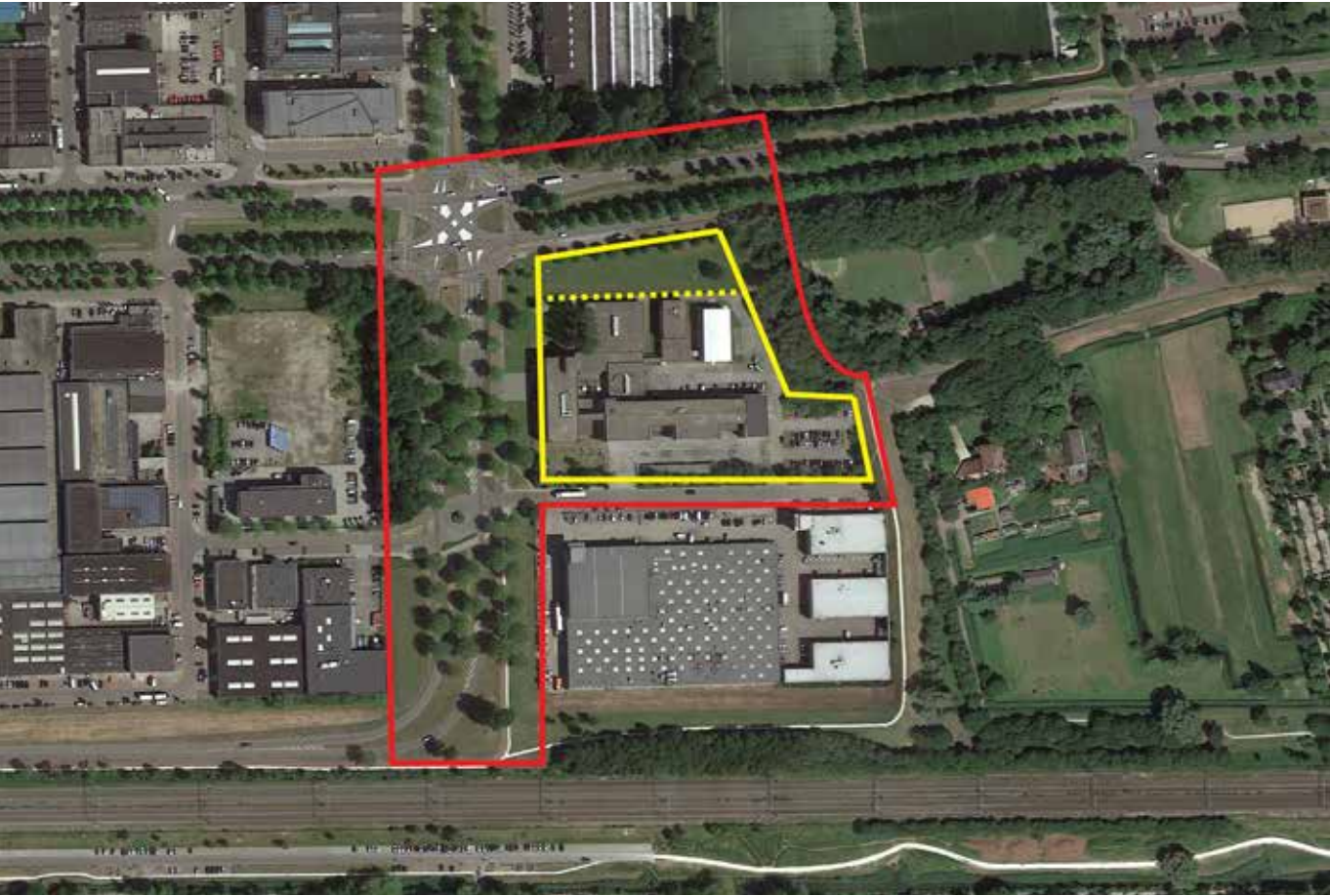


Tuinpark Nut en Genoegen



MVRDV's urban proposal for the redevelopment of the Molenwerf

STUDY AREA



Sloterdijk I: Central public space

Transformatorweg is part of the Sloterdijk I development plan. It is also part of the future entrance to the whole of Sloterdijk. Therefore, in this part of Haven-Stad, an attractive, lively, and mixed city area must be created. It must become the face of Haven-Stad, which at present, it isn't. The area is situated between the railway embankment and the Transformatorweg and is dominated by outdated offices and factory buildings. Part of these have been given a new function, or are currently undergoing transformation. In the remaining part, the intent is to create a mixed program of living, working, recreation, and education. 4500 new residences have been envisioned in Sloterdijk I. The municipality wants to develop the area in cooperation with site owners and users in the area. The municipality and owners are just starting this process. How the transformation will look like exactly, and at what speed it take shape is still unclear.

The Transformatorweg location is part of one of the five city blocks that defines the area called Sloterdijk I South. For this area, a so-called strategy decision has been recently established. Amsterdam is now working on the set of regulations from which the stakeholders can make development plans and investment decisions.

Some ideas for transforming the roads and street profiles in the study area have already been defined in the spatial framework document shown on these pages. In the future, Contactweg will be narrowed and the number of cars parked on the street will be reduced. It will become more pedestrian-friendly. Transformatorweg will be re-profiled to create a city boulevard. It currently has a bus line which might, in the future, be transformed into a tram line. The municipality would like to make a bus/tram stop on the crossing between Contactweg and Transformatorweg.

More greenery and a bicycle path will be introduced along the railway embankment to define an attractive edge to Groot Westerpark. However, the train tracks still remain a barrier between Sloterdijk I and the park.



Possible volume study



Mediacollege



Isolatorweg



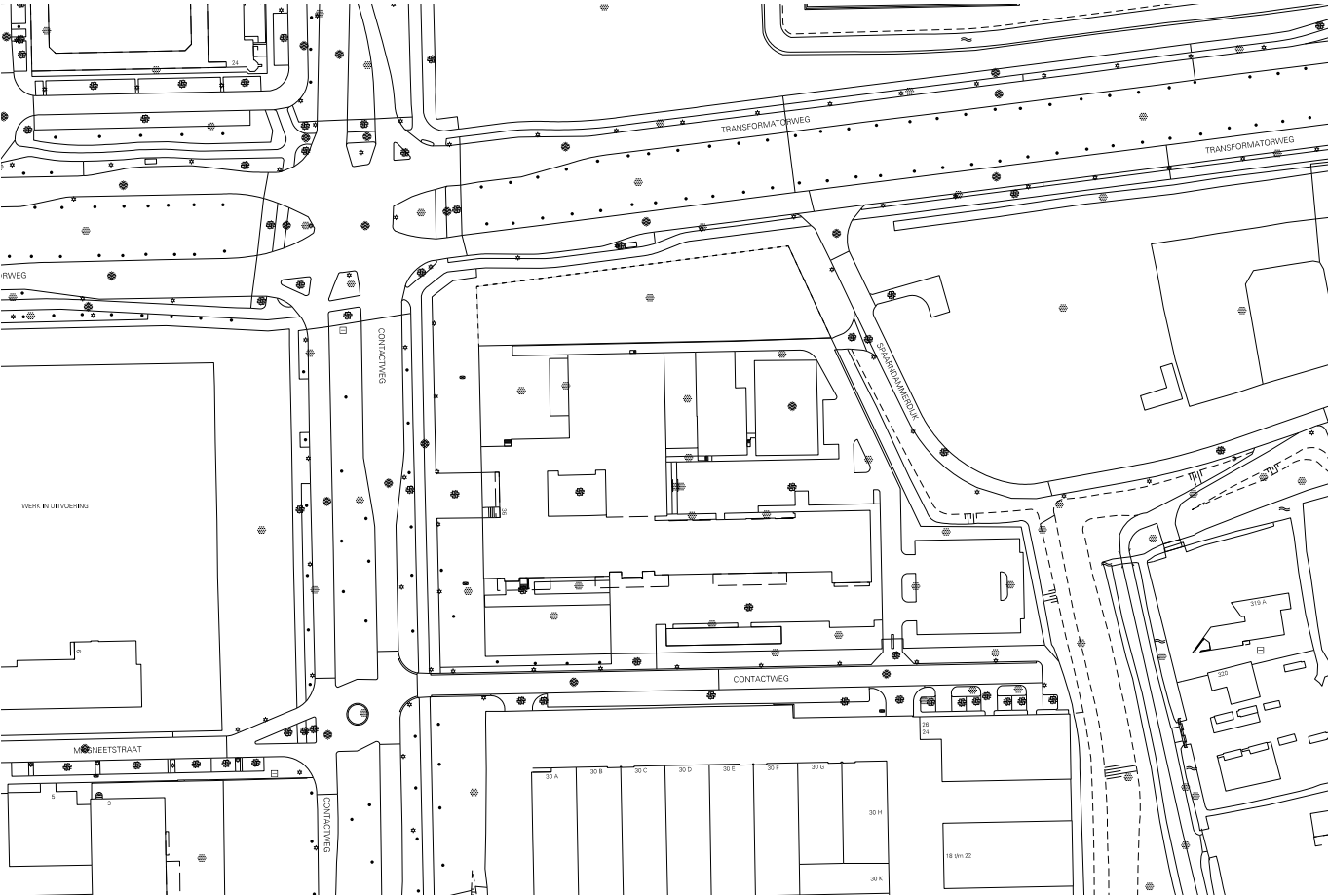
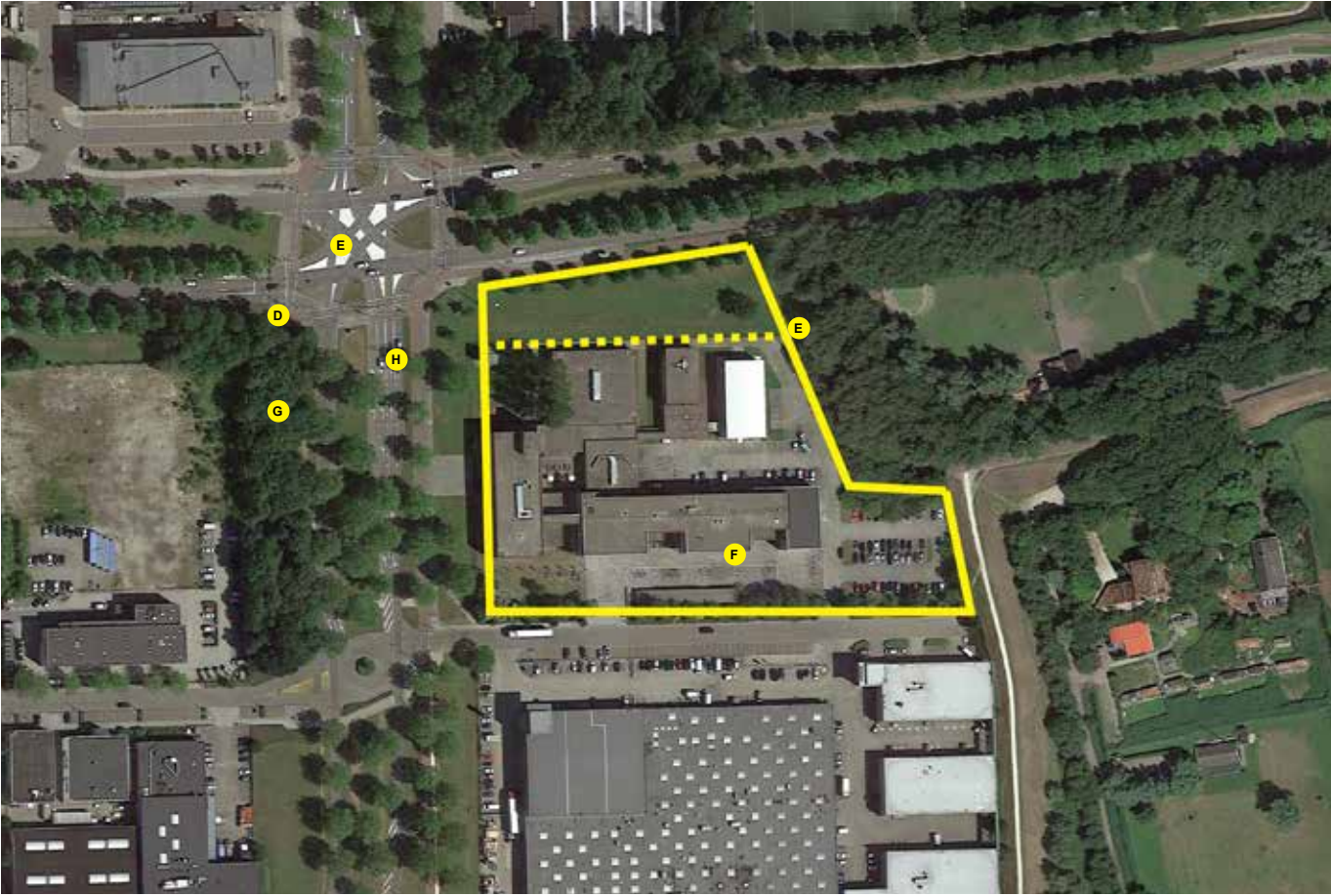
Kabelweg



Condensatorweg looking towards Amsterdam Sloterdijk Station

PROJECT SITE

Project site





Mediacollege Amsterdam



SCALE: Extra Large: Architectural and Urban

TEAM REPRESENTATIVE: Architect

SITE FAMILY: And productive again!

LOCATION: Transformatorweg, Amsterdam

POPULATION: Amsterdam: 835,000

STRATEGIC SITE: 9.40 Ha

PROJECT SITE: 2.16 Ha

SITE PROPOSED BY: City of Amsterdam

ACTOR(S) INVOLVED: Gemeente Amsterdam, MediaCollege

OWNER(S) OF THE SITE: Gemeente Amsterdam

COMMISSION AFTER COMPETITION: Study assignment and potential building commission.

The Transformatorweg location, which consist of two building plots (the Mediacollege and the municipality-owned, green space lying just to the north of it) is a highly strategic location in Sloterdijk I, and part of the long term transformation strategy for Haven-Stad. The project site will be densified with a mix of living and working functions, and due to this, the municipality is considering the long term reduction of traffic on the Transformatorweg. Within the framework of Haven-Stad, other important ideas that are currently being considered by the municipality include the expansion of Westerpark to the west, the redevelopment of a large part of Zaanstraat, and the extension of the metro line along Transformatorweg.

The building volumes for the Transformatorweg location are limited to a maximum height of 65m. This height restriction is determined by Schiphol airport's flight zones.

The intention of the total programme in the Transformatorweg location could be 63,000 m². This leads to a building block FSI (floor-space index) of 3.2. The existing Mediacollege wishes to expand by 9,500 m², giving a new total area of 23,000 m² for the college. The other 40,000 m² could be a mix of 70% housing, 20% productive work spaces which are media related and 5% commercial (shop, cafe, restaurant). At least 30% of the housing must consist of social-housing (including student housing), and proposals should integrate ways to minimise the negative impact of traffic noise.

Total Cluster: 63,000 m² (combined on both plots)
 Total Mediacollege: 13,500 m² + 9,500 m² (new) = 23,000 m²
 Total Other: 40,000 m² of which:
 - 70% housing (30% social housing)
 - 20% productive work spaces
 - 5% commercial

The municipality would like to have a mix of living and non-living programme in the Transformatorweg location. The Mediacollege could be a catalyst to attract similar businesses to the adjacent building plots, and its facilities could be used for social and commercial functions outside of school hours. However, during the transformation process, it is important that the Mediacollege can continue to function.

The main access to the Transformatorweg location must be from Contactweg on the southern edge of the project site. The servicing

of the Mediacollege can be arranged differently, if necessary. Parking provisions for scooters and bicycles must be located on the project site. The Isolatorweg metro station is in the vicinity.

Theme Productive Cities

The Mediacollege has the potential to kick-start further development of this area. Many graduates are self-employed and need workplaces of different sizes and in the immediate vicinity of the Mediacollege. Other media-related business activities could also settle here. A vision on education and entrepreneurship is demanded with, at its foundation, the Mediacollege's desire to expand.

In the education vision, learning and working go hand in hand. As such, students work on productions, such as media-related events, exhibitions, Media Bytes, and film recordings, which regularly attract significant audiences.

The MA prepares students for their future. According to a recent McKinsey report, artificial intelligence will replace many jobs. Creativity will be in higher demand. MA is already playing an important role in this through its role as a re-schooling and further-training centre for the business sector of the North-West of the Netherlands. The importance of this role as an organiser and supplier of lifelong learning will only increase in the future.

MA is the number-one educational programme for people in the media sector and has a large network of cooperation partners and ex-students. In the MA plans, the cooperation partners are welcome visitors to the location. At the same time, students work everywhere in media companies and MA cooperates with the nearby Westergasfabriek.

Through its creative profile, the Mediacollege contributes to the Amsterdam brand as Creative City. Amsterdam's reputation, in turn, contributes to the reputation of the Mediacollege. The City of Amsterdam and stakeholder Media College could strengthen each other.

The Mediacollege is a large employer and provides employment opportunities to a host of professions in the education and media sector. In addition, independent media entrepreneurs gladly make use of the present facilities. The Mediacollege wants to be a hub in the provisions of the immediate surroundings: with a media café, restaurants, activities: film, events, terraces, pop-ups, business space, mixed business space for multiple companies, printing company, graphic designers, zzp-pers (self-employed people) and space for 12 Mediacollege branch associations. It is important that for this hub/magnet function, sufficient mass is required (activities, partners, space).

The better the media campus functions as a media hub, the more attractive the living environment becomes. This attractive combination of activities and experiences adds value to the surrounding living environment. However, it's important to note that there are some disadvantages associated with mixing media-related ac-

tivities with housing, due to nuisance caused by light and sound during events, concerts, film productions, and exhibitions. Careful consideration is required to ensure that the imagined mixing will be advantageous for both parties.

Within the area Sloterdijk 1 other companies and businesses are active and are demanding space for productivity. Central public space could be imagined as an attractive hub for productivity and can also help to achieve a stronger identity.

Competition Assignment and Guidelines

1. Provide an architectural design for the project site, which balances the expansion ambitions of the Mediacollege, and those of the municipality who wish to intensify its location. The proposal should add living and working program, which helps to ensure that the location can function as a gateway for Sloterdijk 1.
2. The project site consists of two plots. The Mediacollege is located on one plot; the undeveloped land between the Mediacollege and Transformatorweg, owned by the municipality, is the second plot. The advantage of two separate ownerships is that buildings can be developed independently. With mutual agreement for the coordination and construction, the continuing functioning of the Mediacollege can be assured. The second advantage is that the two plots together provide opportunities for a better interpretation of the site's potential in its entirety. For example, housing (student housing or for other groups) may be situated above the education building, and there could be larger flexibility for developing the new additions in phases. Programs can be temporarily relocated so long as the Mediacollege, as an institution, can continue to function. Attention should be paid to the fact that the Mediacollege's current building is still relatively new.

The phasing of new additions and various development scenarios should be clearly argued and represented a final image of the design proposal. There is a need to overcome possible tensions between the two stakeholders, by proposing an effective, inspiring and convincing end image of a combined realisation that can benefit both parties.

- Mediacollege needs to operate during the construction process. Education is the heart of the Media College and is subject to strict quality requirements. Disruption brings its core business in danger. Proposals should consider construction phasing to avoid disturbance as much as possible.
- The Mediacollege has invested in its existing buildings. The accelerated demolition of these buildings can lead to accelerated depreciation in the overall value of the properties. Therefore, the proposal is required, by means of intelligent phasing strategies and viable development scenarios, enhance the property value as much as possible in its entirety.

- Mixing education and living functions in the same location introduces potential problems related to nuisance. A large-scale educational complex with many students, is by definition, creates nuisance for housing program. The design proposal should address this issue and find solutions.
 - It is advisable that in the architectural design, property division lines should be as simple as possible to ensure that the potential development responsibilities, and ownership/maintenance responsibilities are clearly separated.
3. On the study area, a vision of the public space is demanded in relation to the Transformatorweg location design. It is expected that work includes an analysis of how the site can function better as a gateway for Sloterdijk 1. Designers are asked to illustrate their design proposals respecting existing conditions. Currently Turbinestraat is strongly focused on car traffic. A vision of an attractive public space is required that can function as a place to stay. Car and bicycle traffic (including parking provisions) must still continue to be able to make use of the street.

The study area is bordered by different conditions to the north, south, east and west and each border condition presents both challenges and opportunities. For example, how might the

plinth of future mainly residential buildings to the west be orientated and/or designed to enhance business synergies with the Mediacollege? To the north, the city is busy with a new framework plan that will narrow the profile of Contactweg, releasing land for more park-like spaces. What role could these spaces have? To the east, there are opportunities to connect to Amsterdam's famous Westerpark.

Broader meaning of this assignment

How can an educational facility serve as a catalyst for urban transformation of a mono functional area and, as an attractive gateway, unlock the potential for a new mixed-use district?

Commission for Winner

The City of Amsterdam is looking for an inspiring architectural design to guide its future plans. On the land owned by the municipality, the development of the location will be presented to developers through a public tender process.

Based on the design of building volumes, phasing and a vision regarding productivity on the Transformatorweg location, the municipality intends to give a follow-up study assignment to the winner.

SITE BRIEF

Site Representative
Gemeente Amsterdam
actor(s) involved
Gemeente Amsterdam, Mediacollege
Team Representative
Architect
Expected Skills with Regards to the Site's Issues and Characteristics
Architectural, Urban 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 representatives
Commission given to the selected team(s) for the implementation
Architectural design assignment on project site

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:

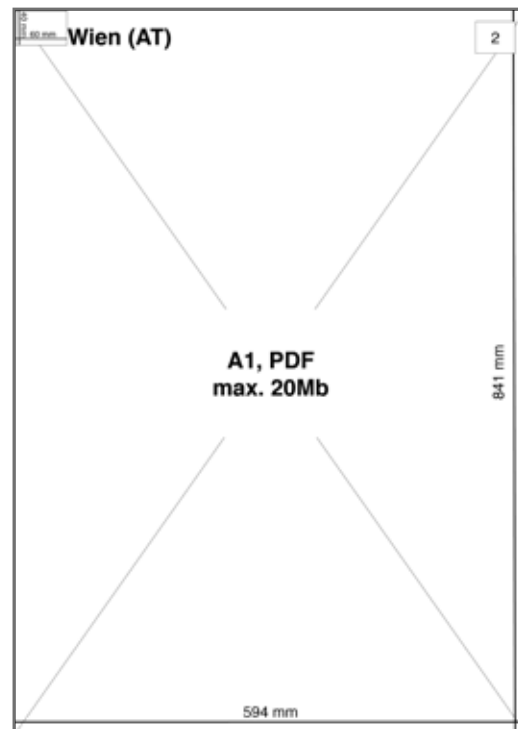
The 3 panels must:

- 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.

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