



**PROJECT SCALE:** S - urban architecture

**TEAM REPRESENTATIVE:** Architect

**SITE FAMILY:** From productive area to productive city

**LOCATION:** Papaverdriekhoek, Amsterdam

**POPULATION:** Amsterdam: 835,000

**STRATEGIC SITE:** 4.82 Ha

**PROJECT SITE:** 0.15 Ha

**SITE PROPOSED BY:** City of Amsterdam

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

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

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

### HOW CAN THE SITE CONTRIBUTE TO THE PRODUCTIVE CITY?

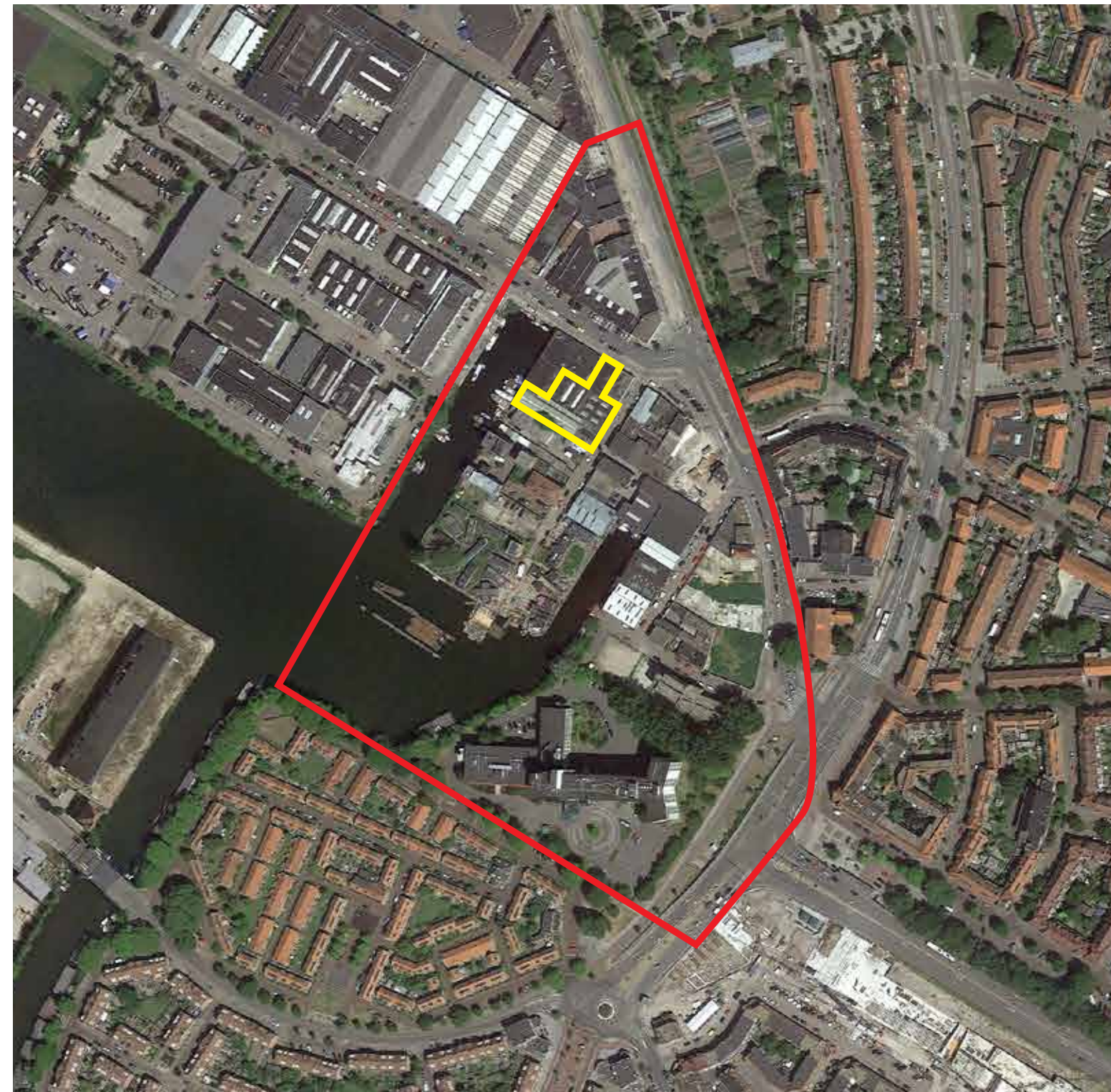
A mix of new and traditional manufacturing industries is emerging in the area, which is being transformed from an unsightly industrial district into a 'Living Lab' model showcase for the circular economy. The municipality is working with developers, private owners, housing associations, businesses, and utility companies work to create a neighbourhood where raw materials and energy are re-used as much as possible in the same area. Experimentation, research and innovation are actively encouraged and implemented. Activities in the area are very diverse: from new creative industries to a dance school and car repair shops.

### CITY STRATEGY

The site is located in Amsterdam-Noord, which has a different scale and structure than what most outsiders associate with Amsterdam: it is more open, spacious, industrial and raw. The site offers many opportunities to act as a pivot or hinge point between neighbourhoods in the north and south, and as a gateway to the Buikslooterham. The study area is characterized by spacious commercial buildings that are rapidly turning into living and working areas (ratio 50:50) where the sturdy industrial character remains. The municipality would like to retain many of the existing businesses in the area after the transformation process has been completed.



# European 14 – Papaverdriekhoek Amsterdam (NL)



## SITE DEFINITION

The location of the site within Amsterdam-Noord plays an important role: it is one of the last areas in the city near the Amsterdam's Central Station and the city centre, that still has potential for densification with a high urban character. Amsterdam-Noord offers opportunities for expansion of the city centre's urban environment. This ambition is not restricted to restructuring existing residential areas, but also to constructing new mixed-use live/work quarters.

To the west, the study area is bordered by industrial areas; to the north, east and south, the study area is boarded by residential neighbourhoods built following the principles of the Garden City movement.

## HOW IS PRODUCTION CONSIDERED IN THE URBAN DIVERSITY PROGRAM?

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

Proposals for the project site should focus how to combine housing and workspace in new buildings. Existing buildings on the site are to be demolished. The required mix between productive and housing program is 50:50. Innovative ideas are sought that express experimental, sustainable and vibrant solutions.

On the study area, phasing scenarios are expected that can support the transformation strategy and desired future image. Various buildings in Papaverdriekhoek are listed to be demolished. There are opportunities to relocate existing businesses or to propose temporary uses. It will be wise to supplement the skills in the design team with knowledge of the circular economy, and an understanding of the local businesses and social geography.



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Looking into Papaverweg, on left is the site



Papaverhoek street, on right is the old school building 'Buurthuis'



Korte Papaverweg, looking back towards the project site



Looking from Maranathakerk towards



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Café de Ceuvel



Café de Ceuvel, NH CITY NORTH Hotel in the background



Looking towards the project site from Kropaarstraat



Looking towards the south from Kropaarstraat