



PROJECT SCALE: Small - Urban Architecture

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: Assignment for architectural study commission on project site

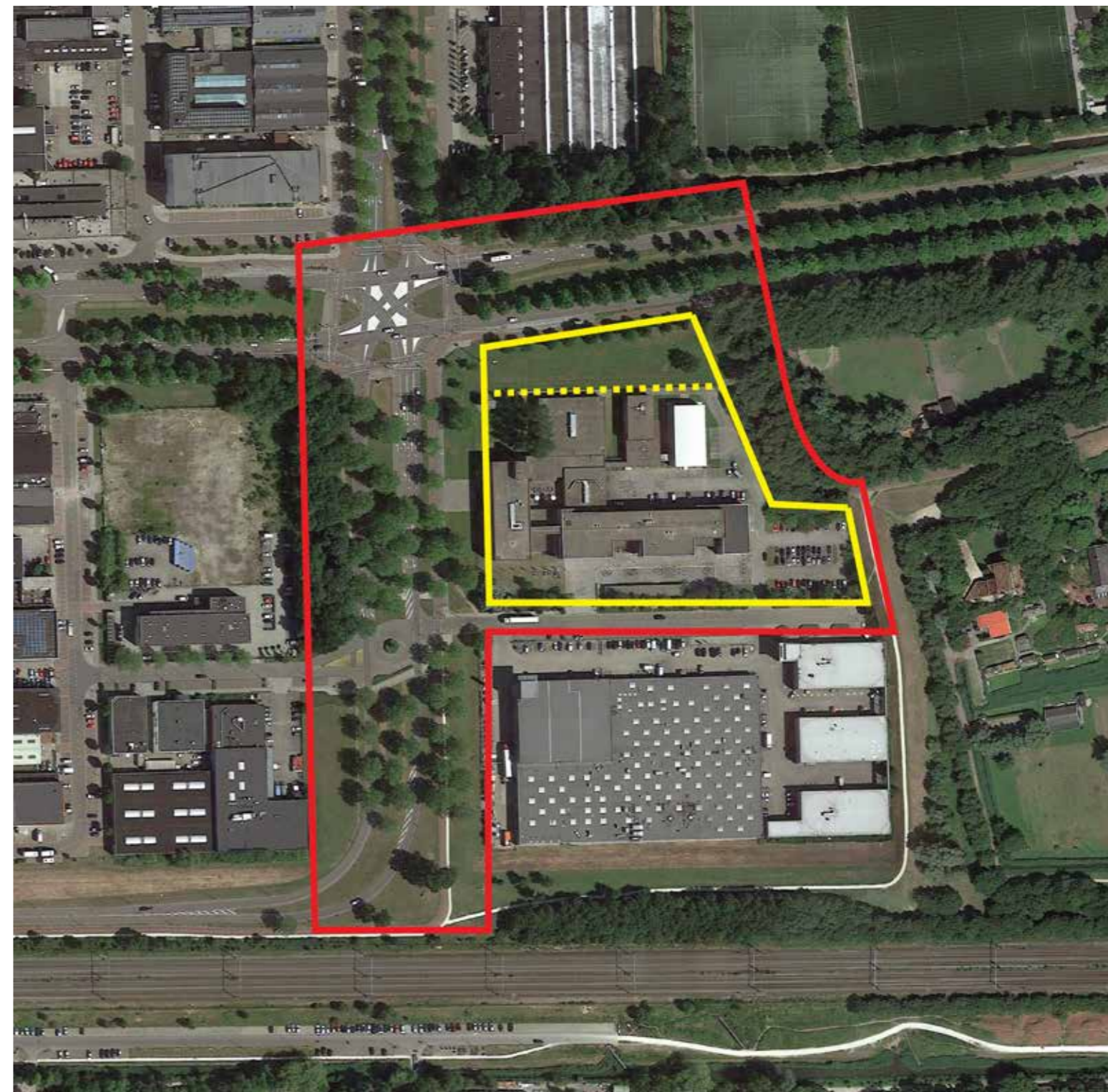
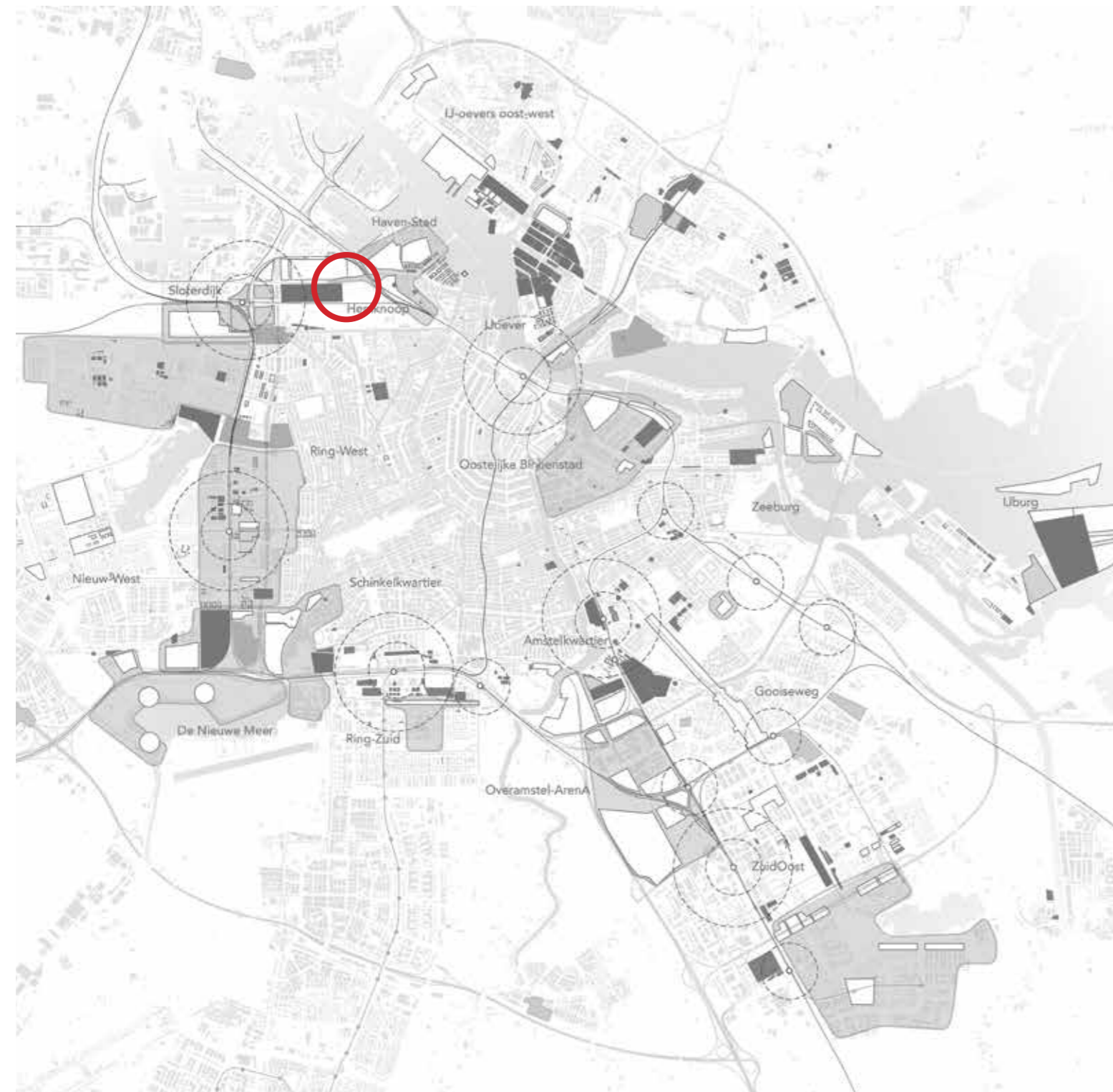
HOW CAN THE SITE CONTRIBUTE TO THE PRODUCTIVE CITY?

The municipality is seeking an inspiring architectural vision that can bring together the aspirations of the municipality, who intend to promote the creation of a new mixed-use neighbourhood, and the desires of the stakeholder, who intend to expand their building and in doing so, support increased multifunctional uses on the site. Design proposals for the public space should increase the attractiveness of the location, help foster synergies between education and entrepreneurship, and make visible the changes taking place in the area.

CITY STRATEGY

The site is located in Sloterdijk 1 development plan, an area in the eastern part of Amsterdam's Port-City where in the long term, 40,000 homes will be built by 2040. The municipality wants to transform and convert this area into a coherent mixed-use urban district. Initially, the municipality is focusing on the area between Transformatorweg and railway tracks which will, over time, become a mix of living, working, educational and commercial facilities. The municipality wants to develop the area together with the existing owners and users. The first steps in this collaboration process has just started. 4,500 new homes will be realised in Sloterdijk 1 by 2025.

European 14 – Transformatorweg Amsterdam (NL)



SITE DEFINITION

The location Transformatorweg is part of one of the (five) blocks of the planning area Sloterdijk I South. Despite the various port-related activities, the area has a mono-functional character with a strong emphasis on the car. There are very few examples of intensive urban development. The study area is bordered by rail tracks and private allotments in the south, undefined green space to the east. But change is coming. The highway to the north will be re-profiled and light-industrial buildings in the west will be replaced by mixed-use residential neighbourhood. As it stands, the area feels like a 'non-place'. This is the fundamental challenge set by the competition.

HOW IS PRODUCTION CONSIDERED IN THE URBAN DIVERSITY PROGRAM?

On the project site, the ambition of the city is that new residential and non-residential programme can be integrated with the Mediacollege building to create a mixed-use cluster. During the process of transformation, it is important that the Mediacollege can continue to function, so the phasing of new additions and various development scenarios should be indicated clearly, and supported with strong arguments. It is important to understand both the benefits and constraints associated with combining and/or placing in close proximity the different uses. What could be the role of shared common spaces and how, for example, could educational facilities be used outside school hours for other forms of social or commercial activities?

On the study area It is expected that design proposals include an analysis of how the site can function better as a gateway for Sloterdijk 1. The study area is bordered by different conditions to the north, south, east and west and each border condition presents both challenges and opportunities. To the north, the city is busy with a new framework plan that will narrow the profile of Transformatorweg, releasing land for a new canal and more green, open spaces. To the west, the municipality intends to reduce the number of cars on Contactweg and make it more pedestrian-friendly. How might this space, and the future buildings that will face it, support the integration of the Transformatorweg in its surroundings? To the east, there are opportunities to connect to Amsterdam's famous Westerpark.

European 14 – Transformatorweg Amsterdam (NL)



Looking towards the empty plot (grass field) and MediCollage on the right



Contactweg, MediCollage on the left



Entry from Spaarndammerdijk, viewing MediCollage left and open grassfield on right



Transformatorweg

European 14 – Transformatorweg Amsterdam (NL)



Media collage



Isolatorweg



Kabelweg



Condensatorweg looking towards Amsterdam Sloterdijk Station