

Jury report

European 15 x Productive Rotterdam (NL)

ORGANIZATION & JURY COMPOSITION

Organization E15

European NL in collaboration with Rotterdam Architecture Institute (AIR)

Programme Manager E15

Martine Zoeteman

Launching Partner E15

City of Rotterdam

Partners E15

AM, BPD, Dudok Groep, ERA Contour, Heijmans, Woonstad

Jury

Jacob van Rijs – Co-founder and principal architect of MVRDV (Chairman of the Jury)

Johan Anrys – Architect-partner of 51N4E (only present on 25 September 2019)

Like Bijlsma – Architect-partner of SUBoffice

Alice Fung – Co-founder and director of Architecture 00

Marc Glaudemans – Director of the Province of North Brabant

Beatriz Ramo – Founder and director of STAR strategies+architecture

Tina Saaby – Citymaker, placemaker and owner of Tina Saaby / former Copenhagen City Architect

Mariet Schoenmakers – Urbanist

Report

Marieke Berkens – Architecture historian

Date 1st Jury Day

25 September 2019

Date 2nd Jury Day

6 November 2019

FACTS & FIGURES

Sites:	Amount of registrations:	Amount of entries:
Vierhavensblok	28	20
Kop Dakpark	39	30
Visserijplein	59	42
Groot IJsselmonde	19	15
Brainpark I	19	16
Total:	164	123

PROCEDURE

This chapter explains how the jury and the technical committee evaluated the projects at the different phases: the preliminary analyses, the first jury meeting to select the projects for the shortlist, and the second jury meeting to select the winning projects.

PHASE 1: PRELIMINARY ANALYSES BY A TECHNICAL COMMITTEE

In the preliminary analysis phase, the European E15 organization checked if the projects were carried out and submitted in accordance with the rules of European E15. The partners and representatives of the project sites, together with the Project team European NL, also drew up recommendations to inform the jury in phases II and III.

The technical committee procedure comprised three rounds:

- I. Check by European NL Board and Project team European NL resulting in completed score forms per entry. The score forms are annexed to the jury report.
- II. Consultation with site representatives and partners resulting in a recommendations report.
- III. Consultation with stakeholders Vierhavensblok (current users and site representatives) resulting in a recommendations report. This group was consulted in a separate meeting of the technical committee in view of the ambition to include the current users of the Vierhavensblok in its future development.

I. Check by European NL Board and Project Team European NL

The goal of this round was to check if the projects had been carried out and submitted in accordance with the rules of European and the site briefs. Also, an overview was made of the types of strategies and interventions for each competition site, as a preparation for rounds II and III; the consultation with site representatives, partners and users of Vierhavensblok.

People taking part in this round:

- Board members European NL: André Kempe (secretary) and Olof van der Wal (chairman)
- Project team European NL: Barbara Luns (director AIR), Bas van der Pol (director AIR) and Martine Zoeteman (programme manager E15)

The participants read all entries. Every member was first reader of 1/5 of the entries, meaning he or she filled in a score form and introduced the proposals to the others. In dialogue with each other, the score form was finalized. This form had a 'technical' purpose only: to check to what extent the entries answered all the questions described in the site briefs.

No projects were eliminated; all projects met the rules of European E15.

II. Consultation with Site Representatives and Partners

The aim of this round was to access the knowledge of partners and site representatives to provide the jury with site-specific information and views. In addition, it was essential that the various partners, in response to the European submissions, had in-depth discussions about the future of the city with each other at an early stage. This increases the chance for results to be included in the implementation phase following the announcement of the winners.

People taking part in this round:

- Board members European NL: Olof van der Wal (chairman), André Kempe (secretary), Madir Shah and Jonathan Woodroffe
- Project team E15: Barbara Luns (director AIR), Bas van der Pol (director AIR) and Martine Zoeteman (programme manager E15)
- Partners E15:
 - AM: Tjerk ten Doeschate

- Era Contour: Bianca Seekles, Edward van Dongen
- Heijmans: Christiaan Cooiman, Lonneke Zuidwijk
- Woonstad: Gerben in 't Hout
- Dudok Groep: Marcel Schippers
- BPD: Nathalie van Hoeven, Patrick van der Klooster
- Site representatives E15, City of Rotterdam:
 - Overall: Mattijs van Ruijven (head city development), Esther Heemskerk (urban designer), Agnes Galama (urban planner)
 - Vierhavensblok: N.A. (see part III)
 - Kop Dakpark: N.A. (represented by persons mentioned above by 'overall')
 - Visserijplein: Marleen ter Vergert (community manager), Paulien Campagne (project manager urban development)
 - Groot IJsselmonde: Joris Vermeiren (landscape architect), Jeroen Bleijs (urban designer), Stijnie Lohof (urban designer)
 - Brainpark I: Rob Groote Bromhaar (project manager urban development), Jeroen van Kesteren (landscape architect), Daphne Hoekman (urban designer)

The project partners and site representatives were given sufficient time to study all the plans. Per project all panels were presented in hard copy. As an introduction to the viewing, the European NL project team presented the outcome of round I: an overview of the types of strategies and interventions per competition site. Round II resulted in the formulation of recommendations for the jury. The recommendations are annexed to the jury report.

III. Consultation with Stakeholders Vierhavensblok

The goal of this round was to benefit from the experience and site specific knowledge of the stakeholders in Vierhavensblok and to include this in the jury process. This group was consulted in a separate meeting of the technical committee in view of the ambition to include the current users of the Vierhavensblok in its future development.

The people taking part in this round were:

- Project team: Martine Zoeteman (programme manager E15)
- Site representative: Walter de Vries (urban planner, City of Rotterdam)
- Users Vierhavensblok: Monica Adams (Keilecollectief), Bas van den Berg (Keilewerf), Bas de Pater (Atelier van Lieshout), Erik Sterk (Voedseltuin), Lenard Vunderink (Keilewerf)

The site representatives were given sufficient time to study all the plans. Of each entry the three panels were shown as hard copies. The discussion that followed resulted in the formulation of clear recommendations for the jury. The recommendations are annexed to the jury report.

PHASE 2: FIRST MEETING OF THE JURY TO MAKE A PRESELECTION AMONG THE ENTRIES

The members of the jury were offered an optional excursion to the project sites on 24 September. Tina Saaby and Like Bijlsma made use of this offer. This tour was particularly enriching for Saaby, who is from Denmark and did not know most of the project locations. The excursion not only familiarized them with the locations, but also with the area's urban context.

Date & Place 1st Jury Day

25 September 2019, Weelde (restaurant, bar & meeting room), Marconistraat 39, Rotterdam

Jury

All jury members qualified to vote and exercised this right:

Jacob van Rijs – Co-founder and principal architect of MVRDV (Chairman of the Jury)

Johan Anrys – Architect-partner of 51N4E
Like Bijlsma – Architect-partner of SUBoffice
Alice Fung – Co-founder and director of Architecture 00
Marc Glaudemans – Director of the Province of North Brabant
Beatriz Ramo – Founder and director of STAR strategies+architecture
Tina Saaby – Citymaker, placemaker and owner of Tina Saaby / former Copenhagen City Architect
Mariet Schoenmakers – Urbanist

Goal

The goal of the first Jury Day was to draw up a substantiated shortlist of projects.

Process

The first Jury Day started with a welcome and introduction by the programme manager E15. She explained the various challenges and extensively shared the findings from phase 1: the recommendations made by the technical committee.

Next, the jury reflected on the challenge in plenary sessions per location. What characterizes the different areas, what problems do they face and what was the brief of European 15 and why? This discussion gave rise to some critical comments about the set challenges. The jury then defined points of interest for the judging per location. You will find the results of these reflections in the introductory texts about the challenges in this jury report.

Next, all jury members were given ample time to study hard copies of the entries on the spot, with the aim of formulating a personal top 3 per location. So as not to influence each other, the jury agreed to express individual votes by pasting sticky notes on the project sheets prior to the discussion. The jury members subsequently discussed the panels that had sticky notes on them in plenary sessions. This discussion resulted in a substantiated, unanimously adopted shortlist.

The number of places for candidates on the shortlist was proportional to the number of entries submitted for locations. The shortlist contained a total of 28 proposals: 5x Vierhavensblok, 5x Kop Dakpark, 9x Visserijplein 4x Groot IJsselmonde, 5x Brainpark I.

PHASE 3: SECOND MEETING OF THE JURY

Date / Place 2nd Jury Day

6 November 2019, AIR Rotterdam, Waalhaven Oostzijde 1, Rotterdam

Jury

All jury members qualified to vote and exercised this right:
Jacob van Rijs – Co-founder and principal architect of MVRDV (Chairman of the Jury)
Like Bijlsma – Architect-partner of SUBoffice
Alice Fung – Co-founder and director of Architecture 00
Marc Glaudemans – Director of the Province of North Brabant
Beatriz Ramo – Founder and director of STAR strategies+architecture
Tina Saaby – Citymaker, placemaker and owner of Tina Saaby / former Copenhagen City Architect
Mariet Schoenmakers – Urbanist

Johan Anrys, Architect-partner of 51N4E, was absent during the second Jury Day. Since there were enough jury members qualified to vote available, it was not necessary to provide a replacement

Goal

The goal of the second Jury Day was to determine a winner and runner-up per location. The jury also gave several locations a special mention.

Process

The jury members individually determined their preferences for the positions of winner and runner-up per location on the basis of hard copies of the project sheets. Again, so as not to influence each other, they used sticky notes. Next, all jury members substantiated their choices. Projects that were not sufficiently developed to qualify for the position of winner or runner-up, but did contain valuable elements for the debate about the different locations were discussed as candidates for a special mention.

Finally, the jury once again discussed the selection of award-winning projects in hard copy per location. In this reflective round, the jury confirmed its selections. All the jury's selections were unanimous.

GENERAL REMARKS

The choice of Rotterdam as the main location of European 15 unmistakably shows that the international architecture competition contributes to urban development. Rotterdam is a fast-growing city. The city plans to construct no fewer than 50,000 new dwellings over the next decade and is looking for 'good growth': into a densely populated, circular, productive, healthy and inclusive city with equal opportunities and a high quality of life for everyone. In light of this dynamic, entries submitted can provide useful and innovative design proposals that can inspire the city and its various partners to define directions for the future development of Rotterdam. Underwriting the importance of this context, the jury took on its role to evaluate the submitted plans with great enthusiasm and motivation.

European touches on all dimensions of the urban project: from that of the architectural design at the scale of the individual building, to that of the urban design strategy at the scale of the street or district. Useful plans for the locations need to address both scales. The theme of 2019, 'The Productive City', emphatically calls for this. Designers reflecting on the productive city have to be able to explain the connection between the design of a dwelling, street, bicycle path or park and the plans to improve communal life or the economy of the district. This may involve the design of a strong spatial framework or well-considered routes, and public spaces, the of adding functions or the designing of a process in which local stakeholders participate. Making a city is a continuous process of zooming in and out.

The challenge to develop a productive city cannot be met by the design of monofunctional or isolated buildings alone. Frequently, the connections between the various components of a plan are of key importance. The jury explicitly mentioned the need to avoid considering the various project locations as isolated developments. As far as European 15 is concerned, the locations Kop Dakpark, Vierhavensblok and Visserijplein should be viewed in relation to each other. The jury therefore advised the city of Rotterdam to look at the development locations in connection with each other and with the existing urban fabric, to improve its qualitative densification trajectory. Looking at locations this way results in better decisions about where to densify and to what extent.

The design plans generated by European 15 can serve as the starting point for a discussion among the parties involved. They translate abstract ambitions into concrete images and offer inviting prospects for the productive and healthy city of tomorrow. Design is the beginning of any development, not its conclusion. No plan is definitive, not even a winning plan – although many concepts actually warrant being developed into realistic plans.

For each location, the jury not only selected a winner, but also a runner-up and/or special mentions. Runners-up have entered detailed plans. Special mentions contain some valuable elements that partners can take into consideration when developing plans for the locations on which they are working. Combined, the award-winning plans can empower and guide reflection on the various locations.

VIERHAVENSBLOK

Activating Urban Commons in the Productive City

Transforming an Industrial Port Area into a Circular Urban Makers District

The challenge is to densify the site with new circular building blocks where working and living meet. These blocks are inextricably linked to the 'flows' and values present on site and embody the notion of a circular city. Also, they offer a variety of affordable work spaces that attract and maintain (starting) creative and cultural entrepreneurs.

What type of plan do you need to transform a traditional industrial zone into a new economy zone? The city emphatically did not call for blueprints for this location, which is therefore the most process-oriented challenge of the competition. This is evident from the entries.

The jury found that presenting a process proposal alone was not enough. Involving parties in the change process requires a strong, seductive plan with attractive prospects for the future. Some of the entries present such plans. The jury also considered the way entrants dealt with this area's existing strengths: its makers and users. Some proposals included plans to make these strengths more sustainable using smart phasing. The jury put aside any plans that were only of interest to a limited target group. After all, this part of the city has to be accessible and attractive to everyone. The location is close to the harbour area that largely determines the identity of Rotterdam. In such a location, you want a residential area that attracts families as well as makers, and the young as well as the old.

The ambition to preserve production in this urban and, moreover, circular live-work area is a challenge that requires quite some deliberation if it is to succeed. Living and producing do not go hand in hand as yet. How, for example, should the fruit port, which is located close to the new residential area, be dealt with? It is up to the city to come up with a powerful vision about living and producing in circular districts.

Projects that were not selected either lacked convincing detailing with regard to one or more of the above components or were of insufficient architectural or urban planning quality.

WINNER

EF569 - Makers' Maze



Makers' Maze presents the alluring perspective that is so desired at this location. It is a realistic plan as well, provided you read it as a potential direction rather than a master plan. The graphically strong way in which this project is presented greatly contributes to its attraction. The seductive drawings hide a strong strategy. In terms of architecture, the project is properly detailed and it refers to the productive atmosphere that the area has today. Where rough edges still exist, they can be and are used. The plan shows that this location allows the design of a whole series of different buildings in different modalities. The architects pay attention to solutions that result in zones that each have an intimate atmosphere. This is important, because such areas allow informal encounter. People can get to know each other here, which will help them create a pleasant neighbourhood with a healthy economy. In this respect, the choice to mix the public space with production-related functions also helps.

RUNNER UP

NX645 - Platform of Commons



The jury appreciates the poetic power of this project, but felt somewhat misled by the drawing style of the plan. The soft lines and colours suggest a gentle plan, but the proposal is quite implacable. However, the clear steps for development proposed by the design team do appeal to the jury. The project also addresses the various parties that will have to carry the load of developing the area, like the City of Rotterdam, and the mutual trust found in the area. As a development strategy, the project is strong, but in terms of architectural detailing, the plan falls short. And detailed plans are necessary to eventually achieve a diverse neighbourhood.

SHORTLIST

HV178 – Keilewerftical

Keilewerftical is a strategy to stimulate and initiate local development in anticipation of a master plan for the larger area around Vierhavensblok. The entry presents a mixed programme of medium-high towers and lower buildings that are more human in scale. The towers are extremely flexible. The plan also considers connections in the area and with surrounding areas such as the metro station, roof park and harbour front. Although the scale of the buildings is good, the blocks have the atmosphere of office buildings. This is why the jury considers the architectural vision unsuitable for this area.

SHORTLIST

XQ595 – Productive Stripes

This process-oriented plan uses collectivity and circularity as important elements for development. The project consists of zones for high-rise buildings and for low-rise buildings. A green zone connects the building strips and provides space for existing initiatives. The plan introduces a number of new types of buildings, such as the productive town house. It also includes halls with production-related functions. The jury is of the opinion that the project is not sufficiently focused on creating a well-functioning neighbourhood. The central strip divides the area in two. It fails to convince the jury, which also has its doubts about the way in which the low-rise buildings are situated between the towers.

SHORTLIST

ZX940 – Squaring the Circle

With this plan, the entrants prove that they think beyond the boundaries of the project area. They propose to provide the different parts of the area in question – Marconiplein, Galileipark and Keilehaven – with connecting zones. The jury appreciates this. The team created a new innovation park with shared space for users from the surrounding areas. The project focuses on flexibility, especially with regard to new workhome typologies and circularity. However, the jury is of the opinion that there is too much focus on the new buildings and that there is no connection to the existing ones.

KOP DAKPARK

Synergy between Productive Forces

Transforming an Urban Void into the Missing Link between a Vulnerable Neighbourhood and an Upcoming Makers District

The challenge is to develop a radical spatial intervention on this site: a new building with innovative workhome typologies for various generations and income brackets, surrounded by high-quality green public space. The aim is to create a new centre of activities that restores social and economic connections, contributes to a healthy and climate adaptive city, revitalizes ground floors with (public) economic activities and fuels the urban dynamics in all neighbouring districts.

Everything comes together at Kop Dakpark (the head of the Rooftop park): neighbourhoods, metro lines, shopping street, harbour areas and green connections. How does this affect designs for the area? The entries each answer this question in their own way: from introducing high-rise buildings in the style of the former Marconi Towers (currently Lee Towers) to, more modestly, emphasizing the park-like environment. The jury has an ample range of plans from which to choose.

The jury takes position quite quickly. After all, the core of this challenge is to create good connections between the project area and the surrounding neighbourhoods, both spatially and socially. The jury prefers the more scenic entries over the more urban ones. It considers the Dakpark part of a green corridor across the city.

This location does need to present a strong front. If you want to build something different in this neighbourhood, this is the place to do it. It doesn't necessarily have to be a large building. The jury distances itself from plans that lead to extensive densification or plans that introduce generic building types.

Projects that were not selected either lacked convincing detailing with regard to one or more of the above components or were of insufficient architectural or urban planning quality.

WINNER

AM775 - Hybrid Parliament



This winning design meets the challenge to make the Kop Dakpark stand out and intrigue. Hybrid Parliament proposes a hybrid between a building for people and animals and an ecological infrastructure. The building makes a strong statement in terms of form and typology. Architecturally, the team follows the triangular shape of the existing plot. From the point, the building follows the green strip and it has two sides, a park side and a harbour side. Hybrid Parliament has the potential to be the beating heart of an ecological corridor connecting the Dakpark, Marconiplein and the surrounding neighbourhoods. The team designed the ground floor of the building as a continuous walkway structure that is also a green access to the park. The building is not all that high. The jury thought that was a good idea, after all, there are already plenty of tall buildings around this location. The building volume has been cleverly divided into sections, which is a good strategy for a large building. The jury also admires the decision to enrich this location with a building for people, plants and animals.

RUNNER-UP

PE538 - Coop*Work*Park



This project very precisely embodies the dilemmas the jury identified at this location. On the one hand, the design team answers the question in a well-considered manner, presenting a new building with an innovative approach to working and living. In addition, the team focuses on the greening of the building and its immediate context. This way, the building can function as a green connection in a more extensive ecological structure that runs across the city. The proposed greenhouse fits the context very well, but the other buildings are perhaps a little too 'tasteful' for a place that calls for rough-edged solutions.

SHORTLIST

PI462 – Gezonde Stad Op Kop

The project team proposes more densification than the brief requested. As far as urban development is concerned, the entry is based on the large-scale buildings in the area, adding six buildings in clusters of two. These buildings are nature-inclusive. But is a 'city' at the head of the Roof Park what Rotterdam wants? The jury is of the opinion that this is not the case. In addition, the building complex is too generic for this location in terms of form and type.

SHORTLIST

FD315 – Urban Love Triangle

The jury is of the opinion that the urban development approach of this project is strong. Of all the entries, this building is perhaps best placed in its context. The jury praises the way in which pedestrians can make their way across the site. Good connections for pedestrians are essential. This project evokes debate about originality. In terms of façade and construction, the building proposal bears too much resemblance to the Timmerhuis, a recently redeveloped building complex in the Stadsdriehoek district of Rotterdam. The jury considers this reproductive approach a faux pas.

SHORTLIST

SW151 – Symbiotic Histology

The design team presents a large building that links the surrounding neighbourhoods and structures. The jury appreciates the effort made to create connections. The proposed building has a considerable size and thus counterbalances the tower buildings on Marconiplein. The plan makes a real square out of a place that is called a square, but does not feel like one, yet. But is that an important task here? The jury does not think so.

VISSERIJPLEIN

Empowering the Productive City in an Urban Neighbourhood

Creating a Multifunctional 'Hub' in the Heart of a Multicultural, Vulnerable Neighbourhood

The challenge is to design a multifunctional building block in the heart of a multicultural, vulnerable neighbourhood, incorporating the local market and providing space for new forms of living, meeting, learning, making, playing and working – by analogy of new concepts like the Library of the Future. The aim is to give the area a socioeconomic boost. A combination of housing, public and cultural programmes, space for local businesses and a place where young people can grow their talents is desired at this central location.

The challenge for the design location Visserijplein at the heart of the Bospolder and Tussendijken (BoTu) districts in the east of Rotterdam brought in no fewer than 42 entries, making it the most popular site. Strikingly, many teams focused on a high degree of densification. But densification and construction are not the most important challenges facing the Visserijplein. The jury prefers to focus on another aspect of the challenge: the need to design a process and programme to help this vulnerable district of Rotterdam take a step forward in socioeconomic terms.

Many of the entries use a process-oriented approach. This requires a good understanding of the value of existing places and of the social issues that play a part in this neighbourhood. The jury also believes it is important for future plans to consider the aspirations of the young people who live here or will be living here. Their opportunities largely determine the future of the Visserijplein. The added value of the weekly market and the multifunctional community centre with a library are also on the table: both places are of sociocultural importance to the neighbourhood. How should these be dealt with? A number of design teams jump the gun and propose the demolition of the community centre. Yes, demolition is an option, but only if it takes into account the consequences of the disappearance of a place that many local residents have taken to their hearts. A new building has to provide the neighbourhood with new prospects. Can a more compact weekly market sustain its added value? A number of entries propose to cover the market or relocate it, often after downsizing it. In some cases, this choice stems from the ambition to densify the area. However, the consequences for the public space of covering or moving the market are not always properly considered. However, in a number of plans, covering the market actually creates a new type of public space that includes opportunities for new functions at times when there is no market.

Projects that were not selected either lacked convincing detailing with regard to one or more of the above components or were of insufficient architectural or urban planning quality.

WINNER

UO180 - Rambla + Kapsalon

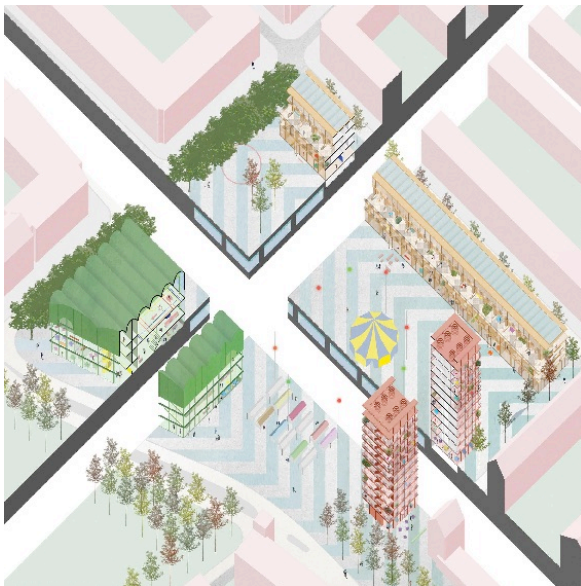


The jury is very enthusiastic about this design proposal, because it understands the location in its larger context. Introducing a 'Rambla', the team transforms the current

square into a long vein that connects the districts of Bospolder and Tussendijken. This not only results in a lively urban environment, but also in a convincing route that extends Visserijweg on one side and runs across the heart of the district to the Dakpark and M4H's Makers District. Intriguing is the decision to turn the boulevard into a half-sunken stage. The design team rehoused the weekly market in a covered structure which it named 'De Kapsalon' (The Hairdresser's). This creates a public space that can not only accommodate the weekly market throughout the seasons, but also all kinds of other programmes – the hairdresser mentioned in the name of the plan, for example ('Kapsalon', by the way, is also the name of a famous Rotterdam snack). The collection of halls is huge in terms of square metres, but the architecture also succeeds in creating an intimate atmosphere. The scale of the buildings – only three storeys – is in line with that of the existing buildings in the area. The team also pays attention to an incremental approach to execution and to working with various clients and owners.

RUNNER-UP

DR952 - Productive Void



The Visserijplein as a place that offers lifelong career opportunities: this appeals to the jury. This plan pays attention to the existing residents and the economic opportunities they have throughout their lives. The choice to house all major neighbourhood functions in a new multifunctional building with a tower, block and bar is a simple but conceptually strong one. Such a building could well function as a catalyst for rich socioeconomic life in the neighbourhood. The building has a green side and a square side, which makes both qualities of the location visible. The plan is cleverly situated in the public space, the green corner building provides the area with the face it now lacks. The energy generation square also meets with the jury's approval.

SPECIAL MENTION

VS046 - Rotterdam Housing-Hub



This design team clearly chooses preserving the highly appreciated existing multifunctional community centre by (literally) building on it. The jury rewards this socially and spatially sustainable choice with a special mention. The team designed a beer garden on top of the existing building – a function that could well be a hit at this location. However, the design of the building is somewhat austere. The jury doubts whether this is the best option for this location. The urban mix is less interesting than the proposed programme, too.

SHORTLIST

CU352 – Conjunctions

This project's starting point for the new buildings is an urban type common in this neighbourhood: the elongated housing block. Opened up on one side, it forms the U-shaped enclosure of the renovated square. New buildings included in the U-shape create a city inside the city. This proposal scales down the outdoor market; part of it is rehoused in a covered hall. The jury is of the opinion that the quality of the square is not sufficient. It is, however, enthusiastic about the interesting place-making proposed by the team.

SHORTLIST

GS491 – Botu Symphony

This design proposal builds on physical structures that are already present in the area. The analysis of the neighbourhood presented in this project is particularly strong. It is a pity that the plan drawing that represents the proper analysis of the project area already contains the solution. The jury does not consider it a strong plan drawing in terms of architectural detailing. However, this plan does teach us to look at the larger context.

SHORTLIST

JB875 – Delfshaven Loom

The entrants of this project propose to move the market from the open space to a gallery that has an open connection to the square. The jury appreciates the integrated approach to living, working and urban life in this plan, although it considers the proposed densification in this plan to be very high indeed. The large building is constructed at the expense of the beautiful market. The jury also feels it is a pity that the market is (partly) visually blocked.

SHORTLIST

MZ131 – 2 Become 5

This design team proposes to provide the existing square, which the designers call 'empty', with a new identity by means of two architectural interventions. They add a new multifunctional neighbourhood centre, for one thing. Using the roofs of the buildings for (public) programmes ensures that no square metres of public space are lost, despite the fact that the team adds new buildings. The jury appreciates the simplicity of the strategy of the 2 Become 5 project. The jury was less enthusiastic about the elevated public space; this does not benefit urban life.

SHORTLIST

VW948 – Landscapes of Change – Towards an Adaptive Visserijplein

This design is based on a strong analysis of the neighbourhood and prioritizes the preservation of the existing buildings. The design team clearly thinks that this task should be approached in the context of the neighbourhood. The jury is enthusiastic about the analysis and about the design's starting points. However, according to the jury the addition to the existing programme is not of sufficient architectural quality. The jury also has doubts about the scale of the interventions.

SHORTLIST

WD938 – Experimental Neighborhub

The entrants of this proposal present a strong analysis of the challenge. The team establishes that the market occupies too much of the square. An interesting and relevant approach, although the jury wonders whether this team's proposal does not reduce the

market too drastically. The analysis lacks architectural detailing. This project is stuck at the interior design level.

GROOT IJSSELMONDE

In Search of Suburban Productive Landscapes

Vitalizing the Core of the Garden City of the Twenty-first Century

The challenge is to develop a spatial strategy implementing a new mix of functions on site to revitalize the local economy, while rethinking the role of a suburban landscape, communal facilities in the centre area, and other characteristics of the post-war neighbourhood philosophy in the perspective of the twenty-first century.

The location Groot IJsselmonde in the south of Rotterdam finds itself at a tipping point. This post-war neighbourhood is green, water-rich and has a plenty of open space, but also faces many socioeconomic challenges. The area needs new life breathed into it in the coming years, to stop it from sliding downhill.

Studying the design proposals, the jury became increasingly aware of the complexity of this challenge, which is largely due to the scale of the area. Groot IJsselmonde is referred to as a district, but with a population of 60,000, it feels too large to function as a district with a single central area. This notion guided the jury in its search for a winning plan for this location. Which identity and which programme suit the new future of Groot IJsselmonde and, more specifically, of its central area? The various design proposals can inspire the City of Rotterdam to outline a better long-term vision for this location. This vision needs to be available before decisions about ways to tackle the densification challenge can be made.

Roughly speaking, the entries go in one of two directions. Several design teams take the green character of Groot IJsselmonde as the starting point for their designs. Others emphasize the creation of an urban centre. There is something to be said for either. Inspired by the proposals, the jury even sees opportunities to combine them.

Projects that were not selected either lacked convincing detailing with regard to one or more of the above components or were of insufficient architectural or urban planning quality.

WINNER

GC068 – Hartland



The jury praises this design proposal for the convincing way in which it builds on the green quality of Groot IJsselmonde and provides the area with a new heart as well. The project introduces a different way of living and working that suits this location. As an organizing principle, the design team uses a green canal with open spaces. This gives the district an identity and functions as a connecting structure between the centre of Groot IJsselmonde and the surrounding residential areas. In the green zones, there is room for biodiversity and solutions to make the city climate-proof. People can live around the water here, a quality that distinguishes Groot IJsselmonde from other Rotterdam districts. The team shows that in this sizeable neighbourhood, it is important to think about interventions on every scale – those of the city, the neighbourhood, the building cluster and the building. The plan proposes straightforward interventions. The jury approves of the decision to ‘tread lightly’ in this location. Existing street profiles are narrowed, strengthening the area’s neighbourhood character. Programmes, including shared workplaces or a gym, are aimed at the improvement of the local social cohesion. This new type of Garden City 2.0 is created incrementally in five phases.

RUNNER-UP

QV605 – Semi-Urban



This design proposal convincingly addresses the challenge of providing Groot IJsselmonde with the urban heart that it now lacks. This appeals to the jury. The project is not very strong in terms of design, but the strategic framework presented by the team could work well in all of its simplicity. It focuses on connecting the heart with the surrounding neighbourhoods and introduces urban promenades as lively veins in the neighbourhood. Existing green corridors are revived by connecting them to a continuous local park. This approach offers starting points for the addition of new, socioeconomically promising functions.

SHORTLIST

HP106 – Hubs of Productive Socialities

This project aims to strengthen social cohesion by creating productive hubs for residents. Its search of the local character of the district and its current and future residents – who are they, what strength do they have and what do they want? – is highly praiseworthy. The process associated with this project is strongly non-hierarchically. The team also examines what is spatially strong and what is not. This way, the designers build on the existing grid structure and propose new connections in addition to this layer. It is a strong strategy, but the jury misses suitable architectural detailing.

SHORTLIST

KQ139 – Good Morning City!

The starting point of Good Morning City! is the resident's perspective. Who lives in IJsselmonde and what do they do there during the day? The design team focuses on the

creation of several centres, each with its own identity. The team also advocates a gradually growing garden network, with a different programme for each garden. Despite the strong structure of the garden network, there is also room for spontaneous use. What is lacking is a detailed architectural plan. The proposal is also quite radical. The squares, for example, are very large in size indeed.

BRAINPARK I

Transforming the Productive City

From Monofunctional Business Area to Innovative Urban District

The challenge is to develop a cross section of Brainpark I, presenting a densification strategy that unlocks the productive potential of the site, setting the transformation in motion from a monofunctional business area along the motorway to a healthy, vital and interactive work-and-live milieu that is well-connected to the nearby university campus and public transport hub Kralingse Zoom.

The most important challenge for this location is to provide it with a new identity. The entries for this location lean towards one of two directions: they either densify the entire project area or cherish a green central park surrounded by buildings. This led to discussions among the jury members. Which of the two strategies best suits this location? The jury sees the park as the area's strong point. However as the winning plan for this location proves, the park does not have to stand in the way of urban densification.

Despite a number of strong urban design projects, the design teams have made things hard for the jury. Most of the plans lack clear architectural detailing. It is therefore difficult for the jury to imagine how the arrangement of the planned buildings in the urban design will lead to quality at the architectural level. In addition, submitters have responded to the assignment in a fairly conventional manner. Buildings are arranged in strips or scattered in the green. In terms of subdivision or architecture, none of the entries include innovative typologies that would fit the dense, productive city of tomorrow.

The jury attaches great importance to the creation of good physical connections with the nearby EUR Campus and with the Kralingse Zoom transport hub to the north of the plan area. Good connections are an important condition for the development of Brainpark I as a residential area. Moreover, in a manner of speaking, this step can and should be taken tomorrow.

Projects that were not selected either lacked convincing detailing with regard to one or more of the above components or were of insufficient architectural or urban planning quality.

WINNER

DU560 - Team Brainpark



The jury praises this design proposal's strong conceptual approach. Team Brainpark presents a prominent structure with large windows that borders the park. This makes a strong statement: the park, a public, green lung, must be preserved and remain accessible. This powerful intervention gives the plan a strong identity. Thanks to its clear boundaries the park remains car-free and becomes a quiet, green oasis. At first glance, the project looks radical because of the rigorous park fencing, but the opposite is true. The design

team builds on existing structures. The oasis also gives the plan a strongly poetical side. The choice to add a diagonal connection between Kralingse Zoom and Brainpark I and the EUR Campus and to densify in this particular area is a strong one. The west side offers the best place for housing because of the noise and air pollution of the motorway on the east side of the location. The jury also appreciates the attention this project paid to rainwater collection and heat stress reduction.

SPECIAL MENTION

GL515 - Building upon Brainpark



The jury was pleased with the way in which this project proposes to make the area more visible to local residents and users of the location. The project therefore deserves a special mention. The design team uses the entire Brainpark area for new construction. This prevents a thick ring of buildings from forming at its edges and hiding the grounds from sight. This plan preserves the green character of the public space. However, the jury does miss clear architectural detailing. It also questions the quality of the space between the new buildings. The team uses a strategy that is more reminiscent of engineering than of architecture.

SPECIAL MENTION

IB830 - Elegy for the Office Park



This project is strong in the sense that it questions the way we want to live and work in the future. Because the plan convincingly answers the question of how to give productivity room in the area it deserves a special mention. The design team introduces places that can

be filled in flexibly to form mixed live-work environments. The landscape between the buildings serves as a connecting link between them and reaches out to the Kralingse Bos and the botanical garden of the Erasmus University. The proposal is a radical and powerful statement, rather than excellent in terms of architectural detailing. The jury is critical of the direction in which the densification is organized: the houses are situated along the motorway. The team gave insufficient consideration to the question of how to deal with the noise pollution of this busy artery.

SHORTLIST

UV370 – Brainpower

The jury appreciates this plan because it prioritizes the making of connections. The jury also likes the approach: the creation of a large 'central park' around which houses are built. This results in a large public space and a quiet and green heart that provides quality to all new residents. For people who work in the buildings in Brainpark I, such a central park will also be a fantastic place. The jury appreciates the diversity of types of buildings in this project as well. However, the architectural detailing is too schematic and therefore not convincing.

SHORTLIST

DF690 – Brainville

The presented housing typology strikes the jury as interesting: residential buildings are scattered across a car-free and publicly accessible field. The entrants have given careful consideration to the mixing of different types of residents. The question, however, is whether students should live here. This group may well feel more at home on the nearby EUR campus. According to the jury, this project is under par in terms of architectural quality.

APPENDIX I: SCORE FORM

1. Competition Assignment (score 1-5; site specific criteria)

Vierhavensblok:

- PRODUCTIVE CITY: transformation strategy > innovative and creative live and work environments.
- CIRCULAR CITY: densification strategy > innovative live-and-work typologies, based on one or more leading principles for sustainable area development.
- OTHER: user centred approach > strategy for a phased densification in which affordability and the existing entrepreneurs and collectives and their initiatives are explicitly included.

Kop Dakpark:

- PRODUCTIVE CITY: transformation strategy > vitalizing the use of public space and reinforcing the Strip with BigShops by introducing a new economic programme on the ground floor.
- INCLUSIVE CITY: densification strategy > connecting neighbourhoods and new workhome typologies for various generations and income brackets.
- OTHER: healthy city > the building extends the rooftop park and contributes to a healthy and climate adaptive city, AND the proposal addresses the environmental and noise nuisance complexities that are relevant on this site.

Visserijplein:

- PRODUCTIVE CITY: transformation strategy > a new multifunctional live-work complex in which the synergy between the diverse programmes is maximized, including innovative types of entrepreneurship and accessible learn and work places.
- INCLUSIVE CITY: densification strategy > innovative housing typologies in combination with a meeting place for the diverse groups that live in BoTu.
- HEALTHY CITY: high quality public space with green, innovative sports and exercise concept suitable for schools and diverse after-school activities, AND involve the local community in the transformation to a sustainable environment.
- OTHER: continuous dynamic is guaranteed given the temporal aspect of certain types of use.

Groot IJsselmonde:

- PRODUCTIVE CITY: transformation strategy, mixing instead of segregating functions, and introducing new economic programmes complementary to the existing communal shopping centre.
- COMPACT CITY: densification strategy, attractive and innovative housing typologies combining strong green character with high urban density.
- HEALTHY CITY: high quality public space with opportunities for outdoor activities and solutions for climate adaptation.
- OTHER: inclusive city, i.e. bringing together the life of the elderly and young people in the area.

Brainpark I:

- PRODUCTIVE CITY: transformation strategy > innovative interaction environments.
- COMPACT CITY: densification strategy > from monofunctional to multifunctional.
- OTHER: improved sustainability > vision on smart and clean mobility, quality of housing and work environments in relation to environmental and noise norms, AND mix of ownership.

2. Project Analysis (comments)

Strong points: ...

Weak points: ...

3. Approach and strategy (score 1-5)

Urban scale

Architectural development

Development strategy

4. Conclusion

Total score (sum points 1, 2 and 3):

Average:

APPENDIX II: RECOMMENDATIONS PARTNERS & USERS VIERHAVENSBLOK

RECOMMENDATIONS PARTNERS

Remarks and observations by key figures of the City of Rotterdam and representatives of the six partners (AM, BPD, Dudok Groep, Era Contour, Heijmans and Woonstad):

Overall observations:

- In search for real bright ideas:
Several submissions use terminology – like ‘organic’, ‘circular’ and ‘programming’ – that not necessarily lead to real solutions. These words all sound sympathetic and socially relevant, but could become rather ‘empty’ without a clear strategy and concrete implementation.
- Site specific forms of productivity:
The main assignment of this European edition in Rotterdam is combining productivity and living/housing. The five sites in Rotterdam differ from each other significantly. Therefore, each location requires its own interpretation and understanding of work that is specific to that particular location.
- Questioning elevated spatial structures:
There are many remarkable ideas about elevated pathways and squares, by analogy of the Luchtsingel in Rotterdam. However, such solutions should be assessed critically in the perspective of actual issues in the city, such as social security.

About Kop Dakpark:

- Connecting neighbourhoods:
This location is mainly about making connections on multiple levels. Entries should answer the question how the surrounding neighbourhoods could logically be connected to this site and to each other, both spatially as programmatic.
- Entrance to the city:
At the same time, this location is also an entrance to the city. To what extent do the submissions provide a good answer to this aspect of the assignment?
- Productivity:
It seems that in many entries the other aspects of the assignment has prevailed over the need for new forms of productivity. How would the desired work programme (productivity) logically fit in at this location?

About Vierhavensblok:

- Connecting M4H to the city:
It seems that most entries have accepted the presence of the Dakpark, which is indeed a very well-functioning city park but also a barrier between Delfshaven and the port. Several entries propose a rather small bridge between the Dakpark and Vierhavensblok, but isn't this a bit modest for an idea competition? For example, did anyone dare to cover the street, or cut a piece out of the Dakpark? The challenge is to explicitly link M4H to the city.

- Identity of the place:
Preferably, the current identity of the place is being recognized and integrated in the new plans. (For example, the famous 'Keep it raw' of the Binckhorst area in The Hague could be meaningful here as well.) On one hand this is a matter of preserving iconic buildings, but it is also about maintaining the crafts and activities that are already happening here.
- Reality check:
At the same time, the assignment on this location also requires a realistic approach. Can the proposed large-scale lot developments be realised considering the preconditions in terms of ownership, and present and future nuisances (e.g. noise, environmental)?

About Visserijplein:

- Recognition of social anchors for the local community:
The entries should reflect that the current quality of the site has been taken into account, such as the lively market which has an important social function in the district. Is this value recognised and will it be used to further activate the square through the development of this type of activity? An evolution model could be a valid development strategy for this place.
- Emancipation as leading principle for new developments:
From the five sites, this one has the strongest need for a social approach. To lift the socio-economic status of the local community, it is fundamental to use this square primarily for connecting, meeting and emancipating the district. A winning entry should distinguish itself in this area in particular.
- In search for productive encounters:
Public spaces do not automatically become meeting places for diverse groups of people. What kind of encounters would make sense in the context of a disadvantaged neighbourhood like BoTu? And what kind of spaces are necessary to support this kind of encounters?

About Groot IJsselmonde:

- In search for high quality suburban life:
The starting point for this location is which urgency for the city could be solved here, rather than specific urgent issues on site. This location serves as a model for many of the Rotterdam and Randstad suburbs where currently are no major problems, but it is likely that there will be in 10-15 years (e.g. because of ageing and the loss of interconnectedness and engagement with the place). Now that Rotterdam is on the rise more than ever, the time has come to grasp these kinds of places and make them future-proof in favour of the whole city. This does not mean that these places should have the characteristics of a dynamic metropolis. Places that have a more 'easy living' profile are very valuable for the future of the city. Therefore, entries preferably foster this suburban quality and merge facilities, working and living in a meaningful way.
- Elevated spatial structures:
Also at this location, several plans propose spectacular elevated paths. How

does this work in terms of social security in a place where no intensive use of public space is to be expected?

About Brainpark I:

- Opportunities for a new type of district:
This is a complex place. Here too, the question how to connect to the city in a meaningful way is leading. At the same time, less connectiveness could create opportunities for the establishment of its very own identity, with an entirely unique quality. In this perspective, it is interesting to assess the entries whether they incorporate the identity of the place or not.
- Using existing values and forms of productivity:
Another interesting approach could be to develop this area starting from the existing forms of productivity. What could be gained from this in order to make this area strong? For example, how could 'learning' become part of the city?
- Mobility:
Both in terms of accessibility and because of the search for a healthy living environment next to the highway, this location requires clear ideas on mobility now and in the future.

RECOMMENDATIONS USERS VIERHAVENSBLOK

Key figures (urban planners) from the City of Rotterdam and representatives of the current users of the area (i.e. Keilewerf, Keilecollectief, Voedstuin and Atelier Van Lieshout) reviewed the plans for Vierhavensblok through five different 'lenses'. Below a summary of their recommendations based on these different perspectives.

Focus #1: Working (i.e. innovative maker spaces)

- Interaction between living and working:
Several plans propose housing on top of the work spaces. The risk is that the different 'worlds' remain separated. How to interconnect these different activities and people? How to merge living and working in this area? How to manage the different flows and dynamics? Where exactly do the different users interact?
- Types of maker spaces:
Makers benefit most from diverse spaces, including outdoor spaces to meet, work and co-create. Their relation with the outside world is crucial. A sequence of multiple indoor and (semi-)public outdoor spaces that stimulate encounters and cross-overs is necessary to support a strong creative community. The question is what spatial configuration meets these needs best?

- Taking care of existing social structures:
To keep the current maker communities in Keilewerf 1 and 2 alive, it is necessary to have a clear strategy on their replacement(s) in the area. What phased development strategy does foster the continuity of existing social structures?

Focus #2: Living (i.e. innovative housing typologies)

- Designing for specific target groups:
An important question is what kind of people fit in the context of this site? What kind of target groups – that embrace the rather rough and noisy environment – could be attracted in a meaningful way? And what kind of housing typologies would match with these groups?
- Collective ways of living:
Since collectiveness is a leading principle in this area, one of the questions is how to translate this into the housing typologies? For example, what forms of co-housing are possible?

Focus #3: Circularity (i.e. implementation of the principles of sustainable urban development)

- Circularity as leading design principle:
We are looking for sustainable solutions on multiple levels; e.g. reuse of the buildings, local production, technical installations, smart infrastructures, etc. This asks for circularity as leading design principle rather than adding existing sustainable installations to an architectural design.

Focus #4: Social connections

- Connecting people:
Ideally, the new developments in the Vierhavensblok offer also opportunities for the people living in the surrounding neighbourhoods. Some proposals show spatial connections, but are less explicit about programmatic and social links. For example, several teams propose a bridge between Vierhavensblok and the Dakpark. But how does this really connect the people living and working in the neighbourhoods Bospolder Tussendijken and M4H?

Focus #5: Spatial quality and connections

- Quality of public space:
Inviting public and semi-public spaces are crucial for a vital community. And how are these spaces interconnected? For example, several teams propose elevated paths and/or squares. But how can these spaces, both the elevated as the space underneath, be activated and meaningful to the people working and living in the area? What kind of programmatic mix could create a dynamic public city life?