

WINTER SCHOOL MAKING ZUIDAS

The Dutch Ministry of Infrastructure and the Environment as well as the Zuidas Project Office, welcomes students from; the Architectural Association London, Yale School of Architecture, and TU Delft Faculty of Architecture. Students will be joining a 10-day Winter School starting the 27th of January 2012. This Winter School will work on the case Zuidas Amsterdam, The Winter School aims at providing input for the exhibition at the International Architecture Biennale of Rotterdam in 2012. The theme of the Biennale is 'Making City'.

In short Making City is about, how do we make cities in the 21st century? "The inevitable process of urbanization presents a huge political, social, economic and ecological challenge. At the same time, cities offer solutions for the tasks that face us in the 21st century. The city is our dominant future. The city is effective, motivates innovation, is the best answer we have to overpopulation and is the greenest answer we have on a planet where crises and climate changes pushes us onto rigorous solutions. But only if it is designed, planned and managed better than it is at present. Making City explores future urban scenarios and, in the process, puts design first." *IABR 2012*

Making Zuidas

The ambition of the city of Amsterdam is to further develop the Zuidas as a modern city centre for living, recreation, international trade and knowledge. Zuidas can be described as a sustainable and successful urban prime location, with an international appeal and all the charms of Amsterdam. Zuidas is only minutes away from Schiphol – an international hub and, with 45 million passengers per year, Europe's fourth largest airport. The combination of a prime location with an international airport is unique and provides an important advantage for international companies who settle here. Comparable opportunities cannot be found in any other part of the Netherlands. The Zuidas is one of the few projects of clear national interest. The Zuidas economic sectors are the few sectors of the Dutch 'TOP'. Already, global companies and knowledge industries are located in the Zuidas. The Zuidas aims at;

- Realizing a high-quality international location as an integral part of the region and city of Amsterdam
- Creating a permanent, well-oiled traffic and transport network and ensuring reliable accessibility by car and public transport
- A high-quality public transport hub with an international appeal, an integral part of the area, ensures optimal accessibility and traveller transfer.
- A complete urban area, showing high quality in every phase of its development.
- International example of sustainable urban development

Our challenge

In the Netherlands as well as most western countries urban development has slowed down tremendously over the last years. This has made end-state planning or blueprint master plans become useless because of the increased uncertainties involving future developments. For the Zuidas there is already a shift in thinking and operating from an end-state master plan to flexible development strategies and place making. The current issues involving slowed down development are; what strategies could be developed if priority was given to Zuidas having a 'sense of completeness at all times'. While at the same time; end-state development, phasing of infrastructure, realities of economics and minimum periods of return, creating memory through event, blurring the Zuidas/neighbouring edges, the perception of existing Zuidas users and so forth.

"Life is what happens to you, while you're busy making other plans"

Malcolm Smith, supervising Architect Zuidas, quoting John Lennon

Zuidas is a living piece of city, albeit young and searching maturity. This view is often in contradiction to the way in which Zuidas is described and imagined, as a piece of city in progress of implementing a vision aimed at 2040, a place on its way to being finished. This position disregards the experience of those who live, work and play at Zuidas, as they experience it as it is – not as it could be. This is a common dilemma of planned places, not just Zuidas. An approach to place making is needed that reconciles the immediate reality and opportunities of place, and the aspiration of long term plans.

For the Winter School the main question therefore will be;

How to develop a strategic framework with it's spatial and programmatic implications, that is resilient to uncertain future developments and at the same time provides and stimulates all the elements of a vital urban centre right here and now.

Winter School at work

Students will be asked to develop strategy through various levels of scale. The various levels of scale are the macro (metropolitan, European, world), meso (Zuidas and surrounding connections) and micro (street level, programmes, and interface public, collective, private). On these levels of scale the students will be asked to develop a vision and a strategic framework at the meso scale with input from the macro level, resulting in a tangible strategic project at the micro scale. The challenges, students will be facing, is how to maintain the Zuidas ambitions in a strategy. These challenges are for instance; the airport corridor, the liveability of the place, and the connection to the existing city. A more elaborate overview can be found at page 5.

During the Winter School students will be working in small mixed international teams in a studio setting in Amsterdam. Students will receive full input and coaching by experts on all aspects of making city, this includes; architecture, spatial planning and strategy, economy, project development, sociology, psychology, politics, and so forth. Learning goals, which will be coached and tested during the Winter School, are as follows;

- Integrate various levels of scale and the ability to switch between them.
- Strategic planning and design
- Designing for uncertainty
- Design to accommodate today's human scale and needs
- Multidisciplinary design testing and thinking

Organisation:

Students will be provided with accommodation in Amsterdam and transport during the Winter School. We will provide the latest details on arrival, necessary phone numbers and addresses at least one week before the Winter School.

At the Zuidas a studio will be provided where individual groups of students can work together and where lectures and presentations will take place. Here we will provide several computers for printing and accessing the internet however we will not be able to provide computers for every student so we recommend students to take with them their own laptops. Wireless Internet will be provided as well as large printed maps of the Zuidas and all necessary materials like sketch paper, pencils etc.

Before the Winter School

We would like to ask the Students to provide us before the 23rd of January with the following, one A4 with

- Your name and University
- A picture of yourself
- In one line, your specialities regarding the project
- In one line, what you would like to learn in this project
- Your primary reaction to the Zuidas in one image (half of the A4 page)

Reader, maps and extra materials

Next to this brief a reader 'Winter School Making Zuidas' and a packed file with maps and extra information are provided. In the reader you will find the latest developments and all the basic background information. If you would require any more material or you have any questions regarding the content you can email these to Wouter Spijkerman, wouter@site-ud.nl

Programme

On a day-to-day basis you will be working on the following aspects during the Winter School;

- The first 3 days will focus on the macro and meso scale after which the groups (each group of about 5 students) will be asked to propose a strategic intervention at the micro level
- The 5th day is a day of input and reflection; we will use a 'world café' method for this day and provide experts from various fields (economy, project development, sociology, psychology, politics etc).
- The 9th day final presentations will take place and we will finish with dinner & drinks.
- *Day 4, 6-9 will be days where the groups on students have the time to work at their own pace. Additional information or excursions and interviews for the individual groups will be organised when needed during the Winter School.*

Programme Winter School Zuidas

Phase	Day	Morning	Afternoon	Evening
		09:00 - 13:00	14:00 - 18:00	20:00 - 23:00
<i>Information/ general analysis</i>	1 Saturday 28 Jan	Arrival	Start-up Opening lectures Excursion Zuidas	Start-up teams Analysis
	2 Sunday 29 Jan	Conclusions analysis Input by reflection-team Lectures	Macro & Meso scale; Develop vision & spatial strategy	
<i>Spatial Strategy</i>	3 Monday 30 Jan	Lectures	Macro & Meso scale; Finalisation of vision and spatial strategy Formulation of strategic projects at micro scale	Presentation of spatial strategy & proposals of strategic projects Input by reflection-team
	4 Tuesday 31 Jan	Micro scale; Analysis and design		
<i>Evaluation & design testing</i>	5 Wednesday 1 Feb	"World Café" input provided by experts from; politics, project development, economy, psychology, sociology etc	Micro scale; Design	Micro scale; Design
	6 Thursday 2 Feb	Micro scale; Design	Design testing, accomodating; developments, programmes and volumes	
<i>Finalisation</i>	7 Friday 3 Feb	Finalisation of design and strategy		
	8 Saturday 4 Feb	Finalisation of design and strategy	Final presentations in front of larger audience	Dinner and surprise finale
<i>Travel</i>	9 Sunday 5 Feb			

CHALLENGES

IDENTITY?

HOUSING?

MIXED FUNCTIONS?

PROGRAMMES?

INTEGRATING CITY?

INTERNATIONAL AMBITIONS?

KNOWLEDGE INDUSTRIES?

24/7?

RECREATION?

LANDSCAPES?

MULTIMODALITY?

BORING BANKS?

MONEY?

TEMPORARY?

BOTTOM-UP?

ART?

VACANT OFFICES?

SECURITY?

SAFETY?

CENTRALITY?

BORDER CITY?

CITY ENTRANCE?

REAL ESTATE VALUES?

IAMSTERDAM?

A PLACE TO STAY?

A PLACE TO MEET?

A PLACE TO BE?

COMMUNITY?

SUSTAINABILITY?

AIRPORT CORRIDOR?

EXTENDED TERMINAL?

CITY INTEGRATION?