



ZUIDPLEIN METROPOOL



LEVENDIGHEID IN WINKELCENTRUM ZUIDPLEIN



INTROVERT WINKELCENTRUM



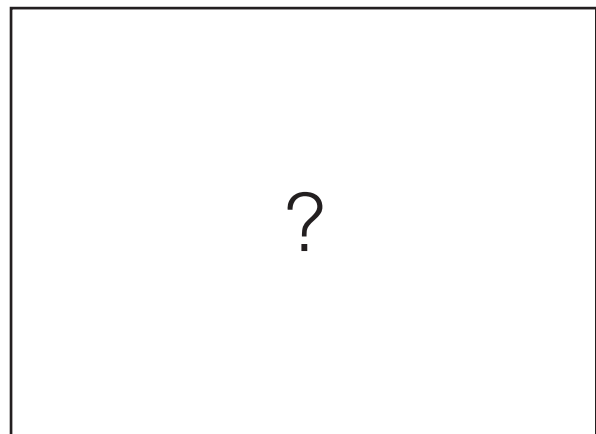
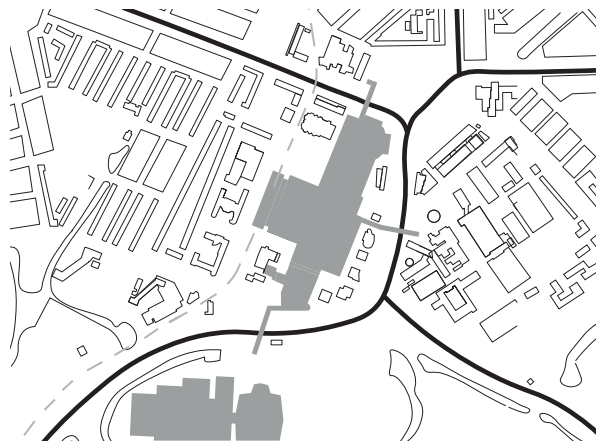
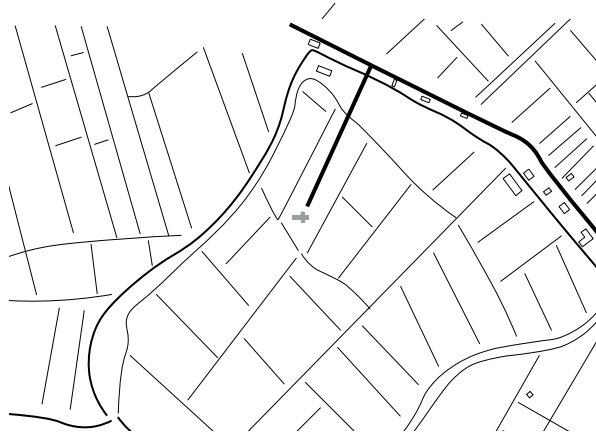
MORFOLOGIE ZUIDPLEIN



NETWORK IN WINKELCENTRUM



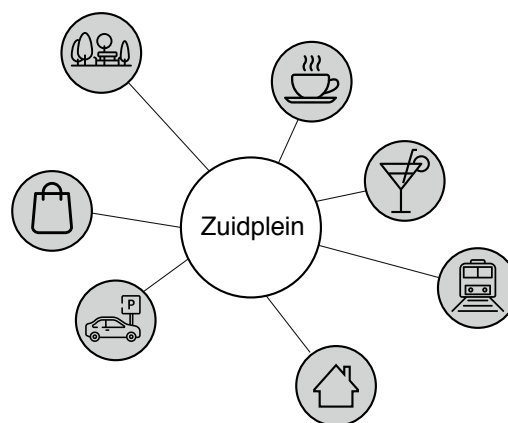
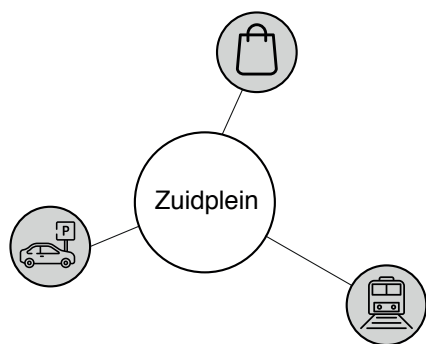
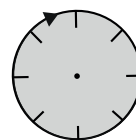
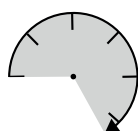
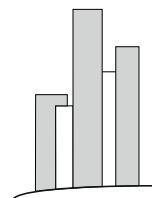
ACHTERLAND ZUIDPLEIN



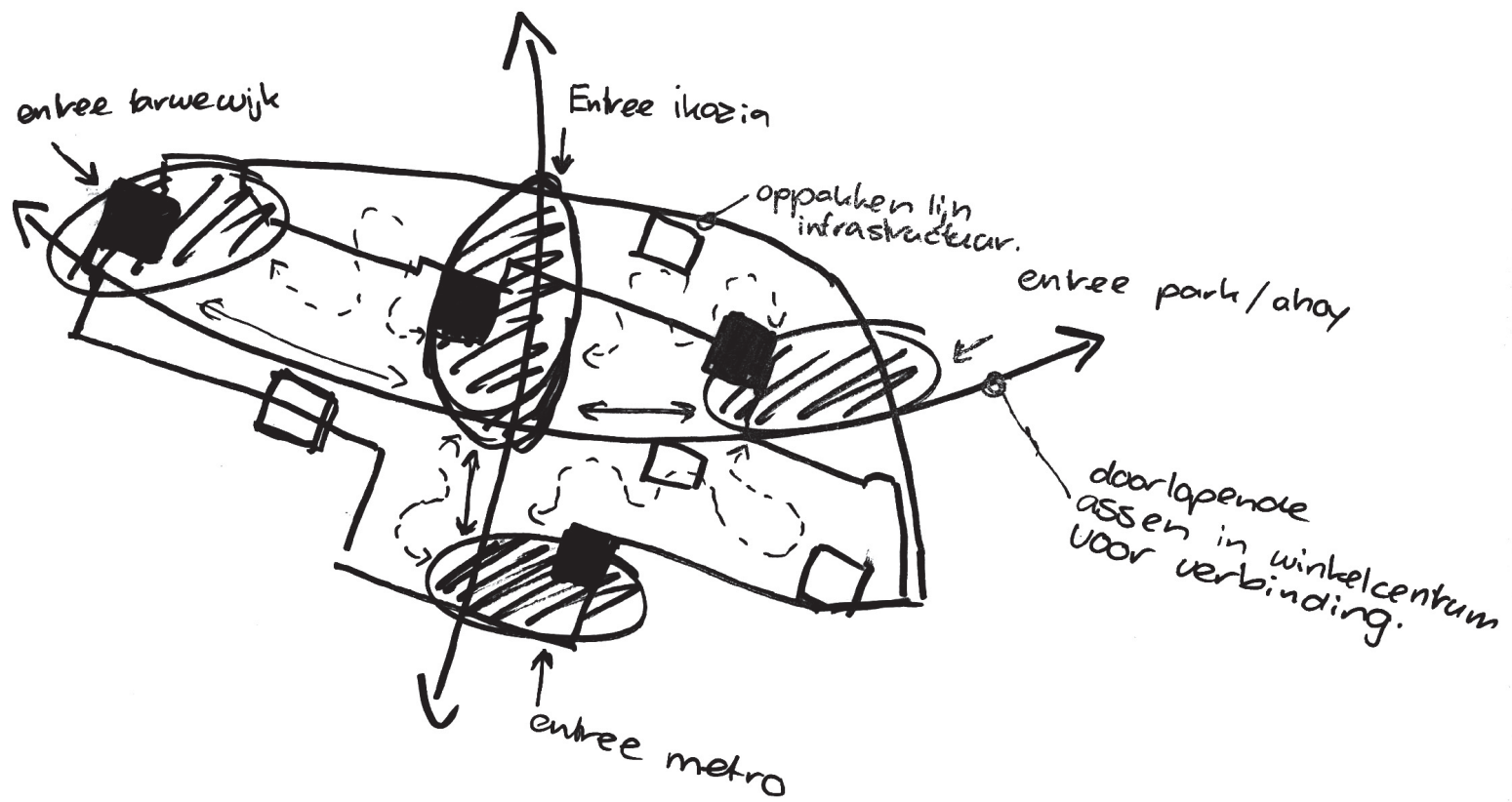
TRANSFORMATIE ZUIDPLEIN DOOR DE JAREN

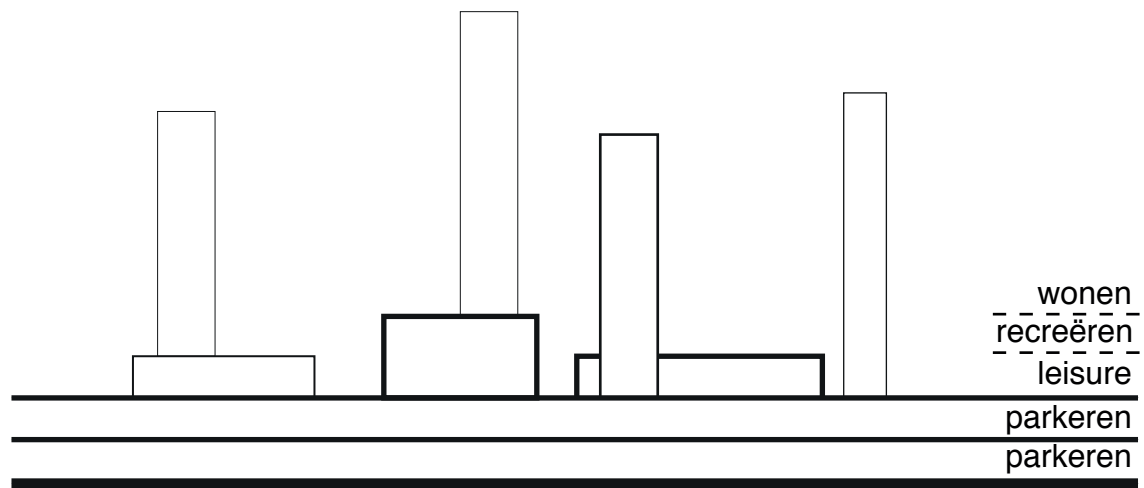
VERBORGEN LEVENDIGHEID
ZUIDPLEIN IS KLAAR VOOR EEN GROTE STAP
MONOTOOMHEID
VERLENGSTUK VAN STEDEN ELDERS
TRADITIE VAN GESTAPELDE STRUCTUREN

CONCLUSIE ANALYSES

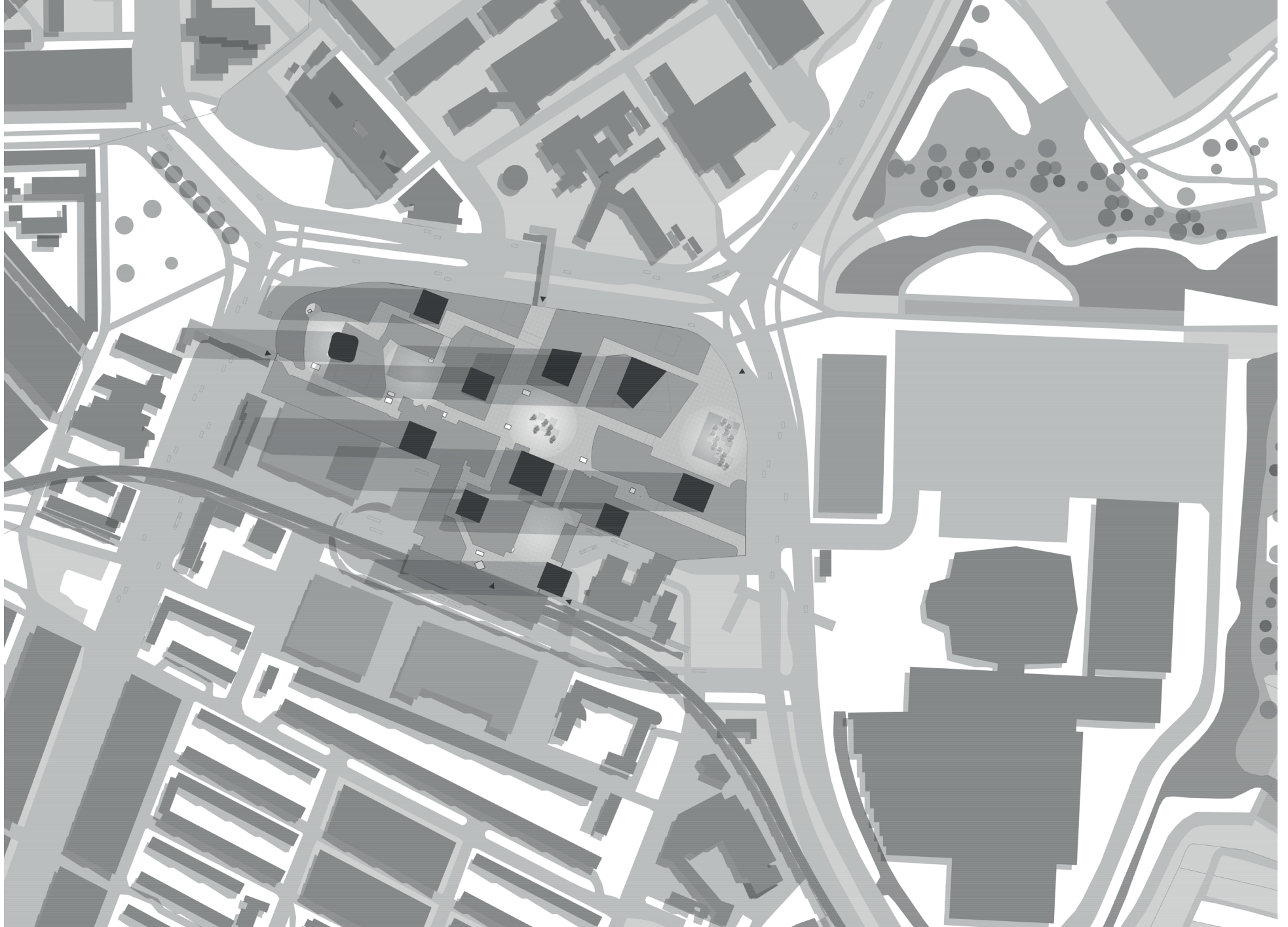


GROTE STADSVERNIEUWING

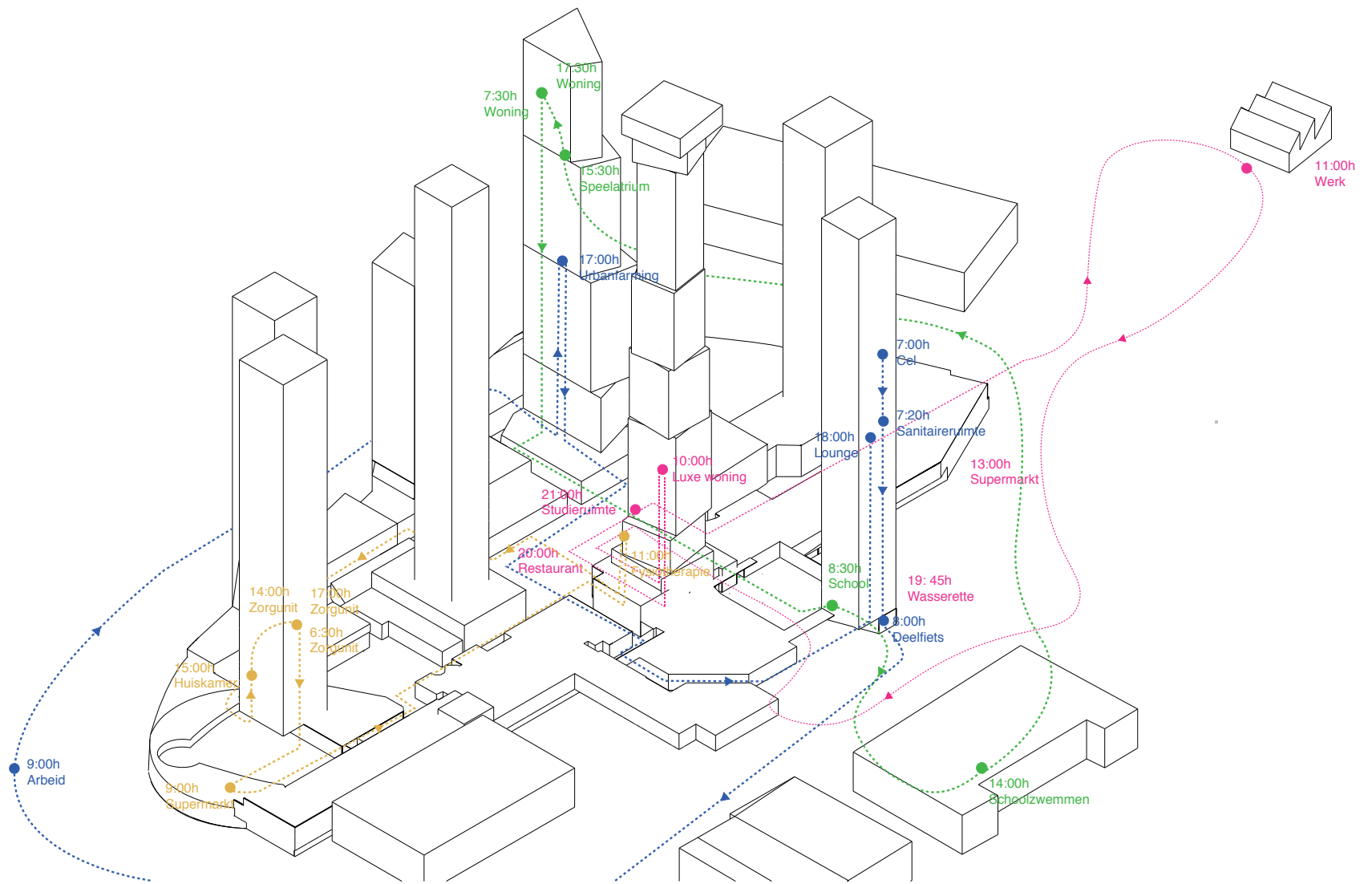




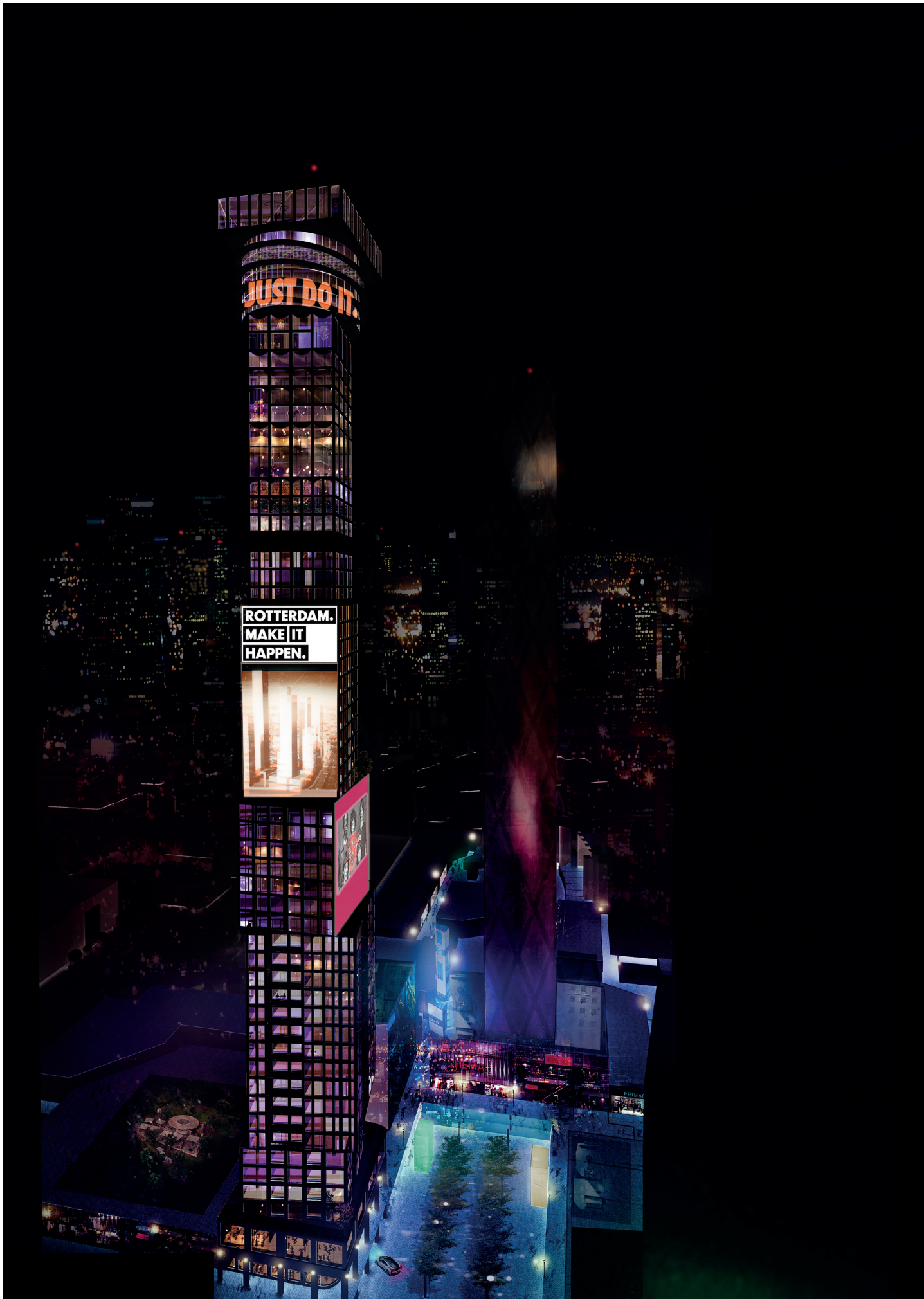
GELAAGDHEID WINKELCENTRUM



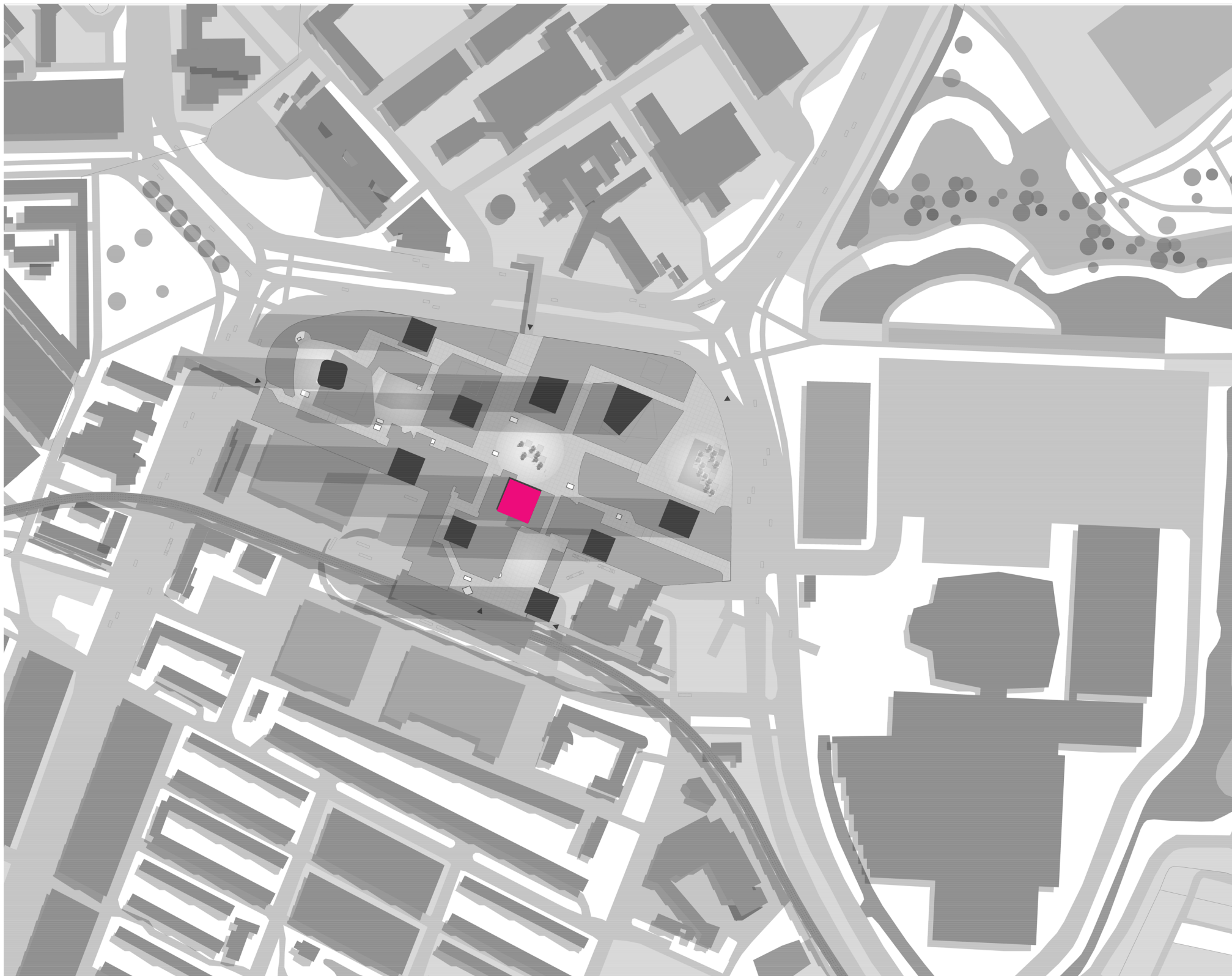
STADSCENTRUM ZUIDPLEIN +2



DAGRITMES DOELGROEPEN



HERMES



CENTRAAL

Goldman
Sachs

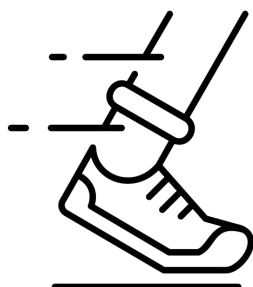


de Volkskrant

Top-20 Amerikaanse bedrijven met de meeste
dochterondernemingen in Nederland



1. Morgan Stanley (investeringsbank) 113
2. Thermo Fisher Scientific (laboratoriumtechniek) 7
3. Fluor (bouw) 65
4. Pfizer (medicijnen) 64
5. AES (energie) 63
6. Dow Chemical (chemie) 45
7. Merck (medicijnen) 41
8. Hewlett Packard (ICT) 40
9. Nike (sportkleding) 39
10. National Oilwell Varco (olie en gas) 37
11. LKQ (automechanica) 36
12. Manpower (uitzendwerk) 33
13. PepsiCo (frisdrank) 32
14. Ecolab (voedingstechnologie) 31
15. Goldman Sachs (investeringsbank) 30
16. Mondelez (voeding) 27
17. Viacom (entertainment) 27
18. Alliance Data Systems (retailtechnologie) 26
19. Abbott Laboratories (farmacie) 25
20. Bank of America Corp. (financiën) 25



bezit 27% van toren



bezit 8% van toren



bezit 3% van toren

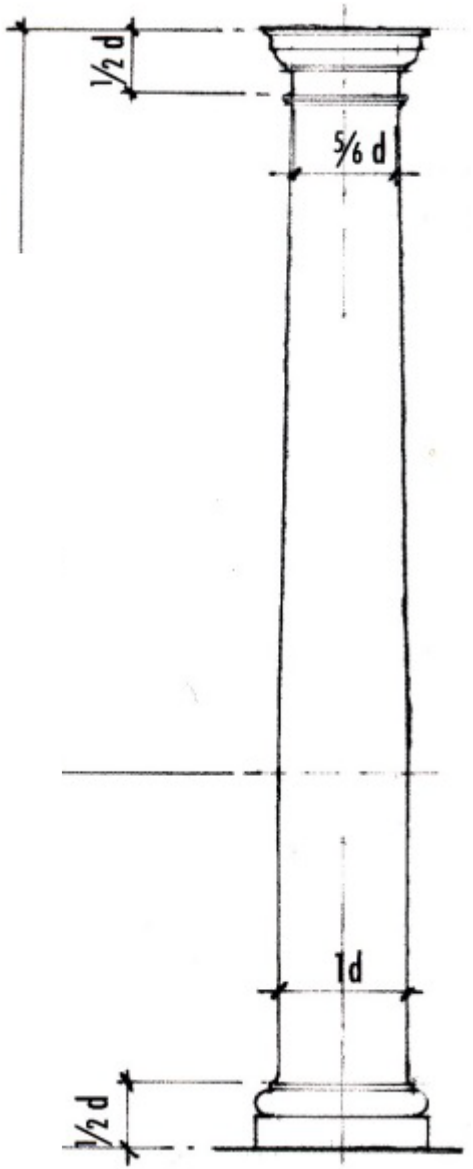
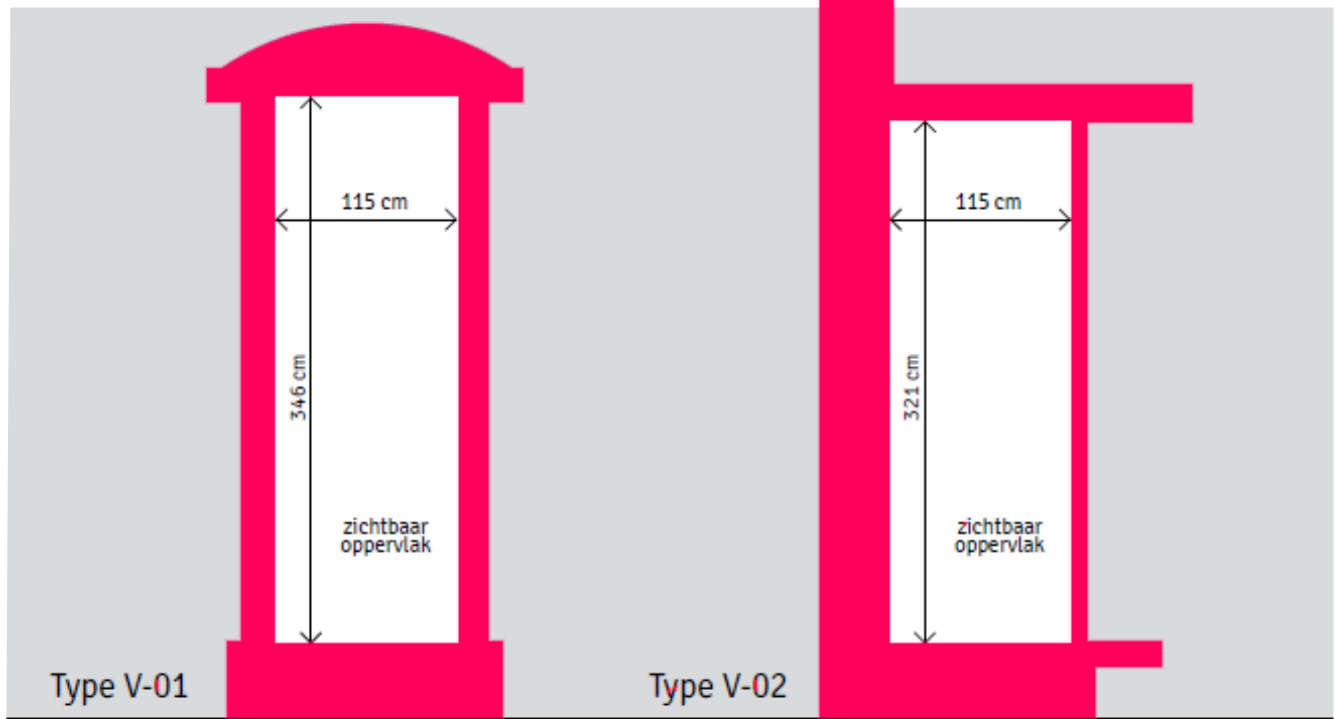
Elite bezit 50% van toren

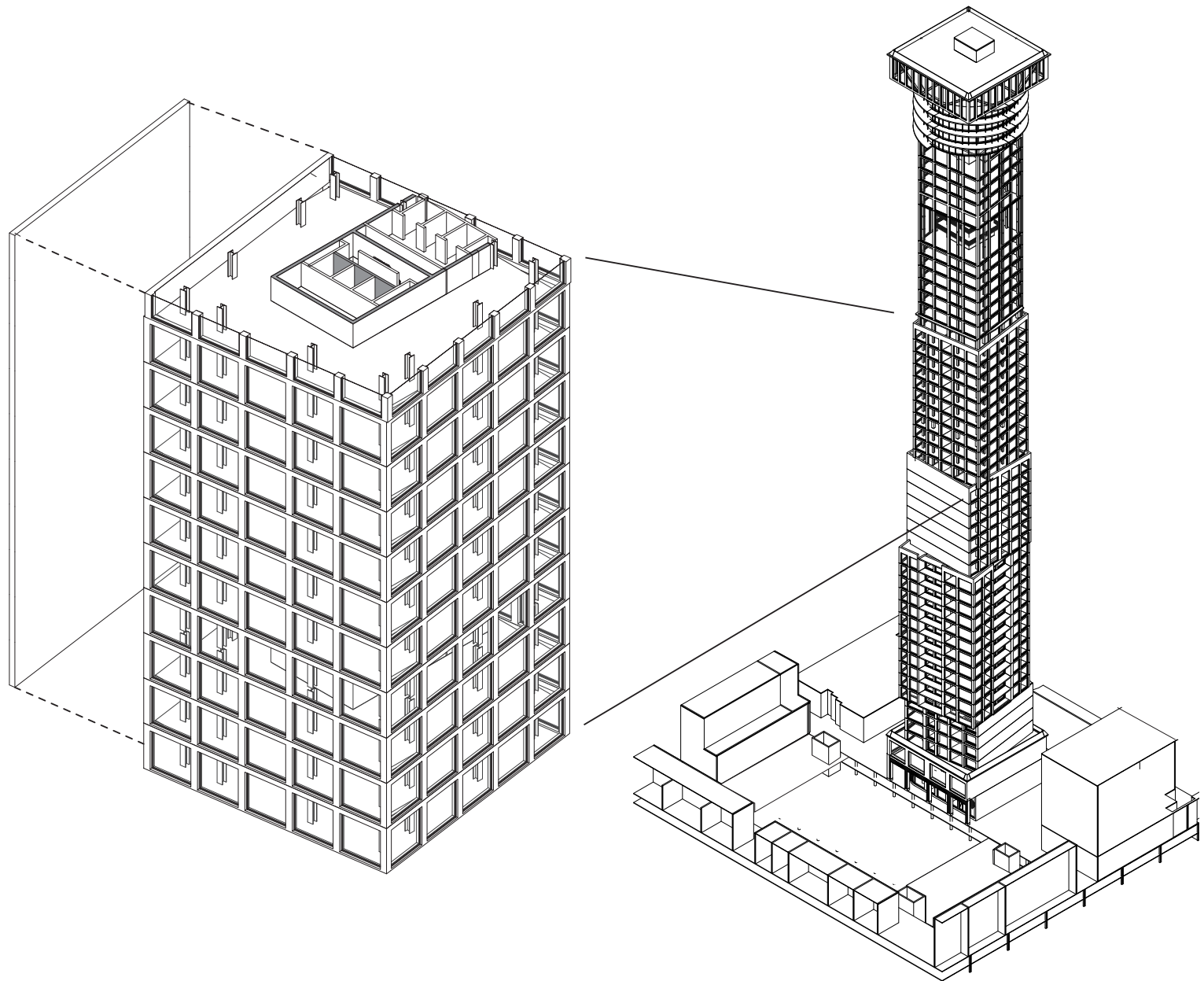
3% Staff

6% van toren publiek

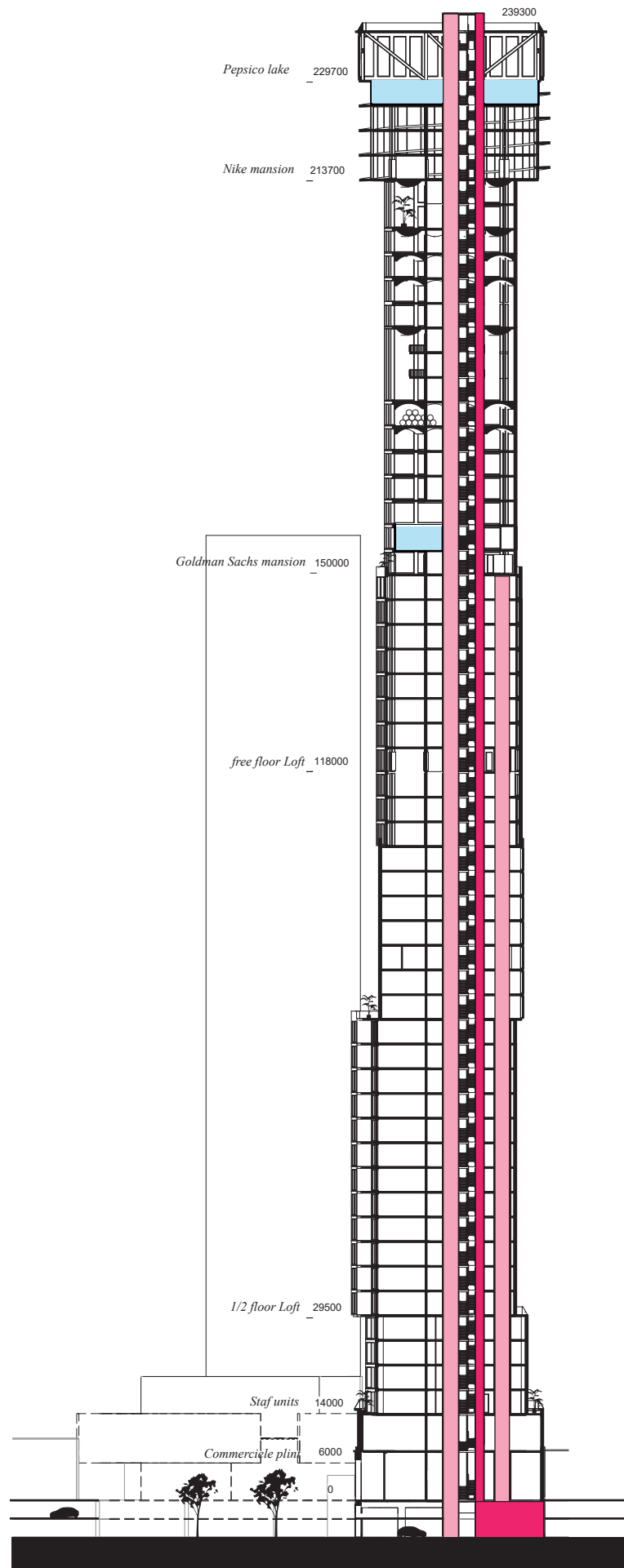
3% van toren Parkeren

77 woningen





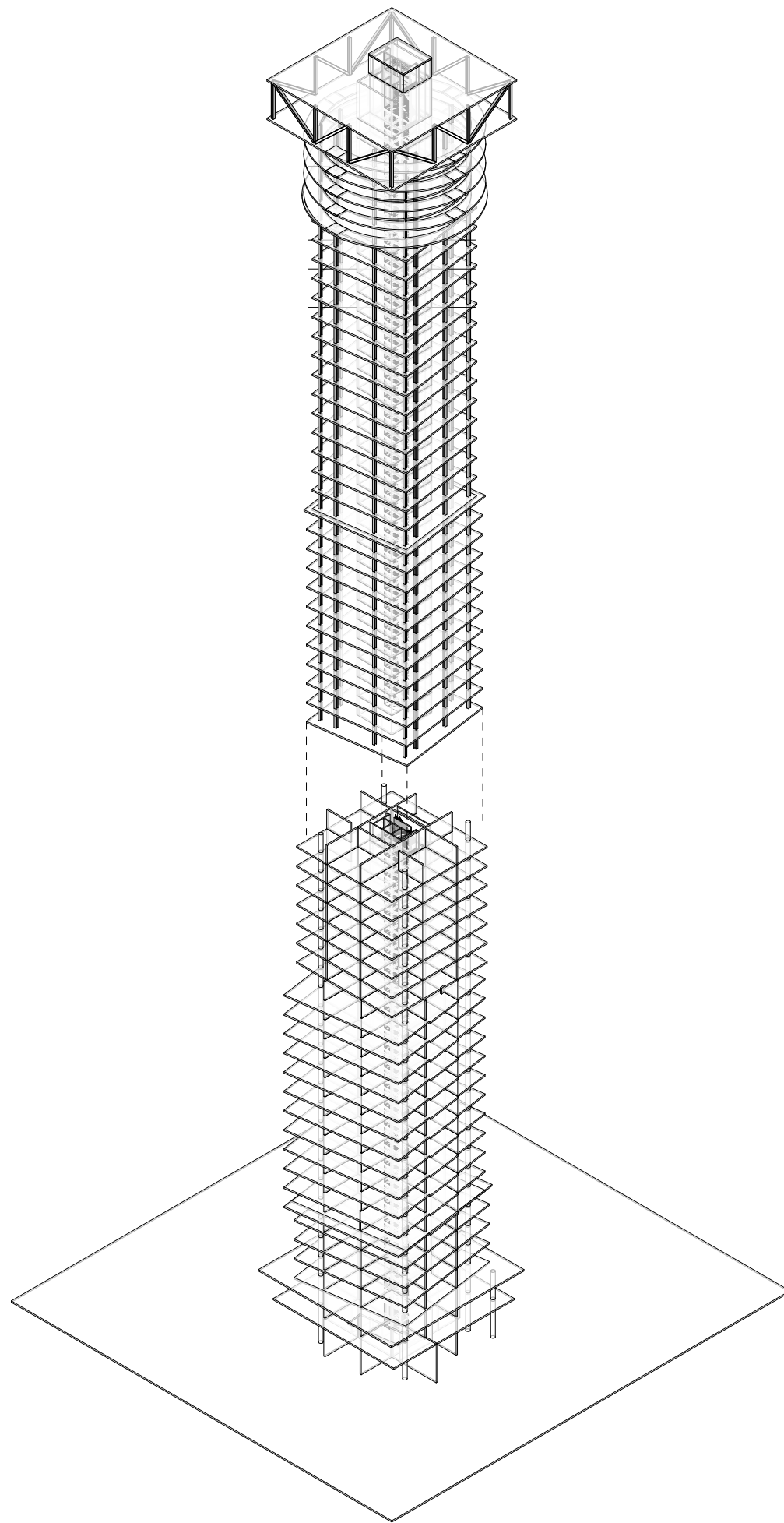
PRINCIPE



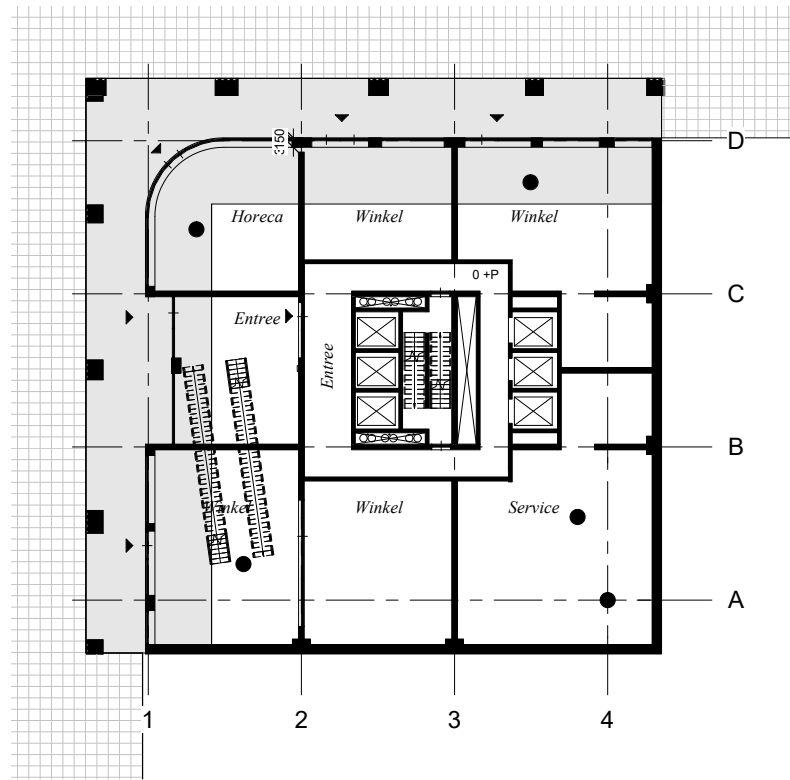
SNEDE



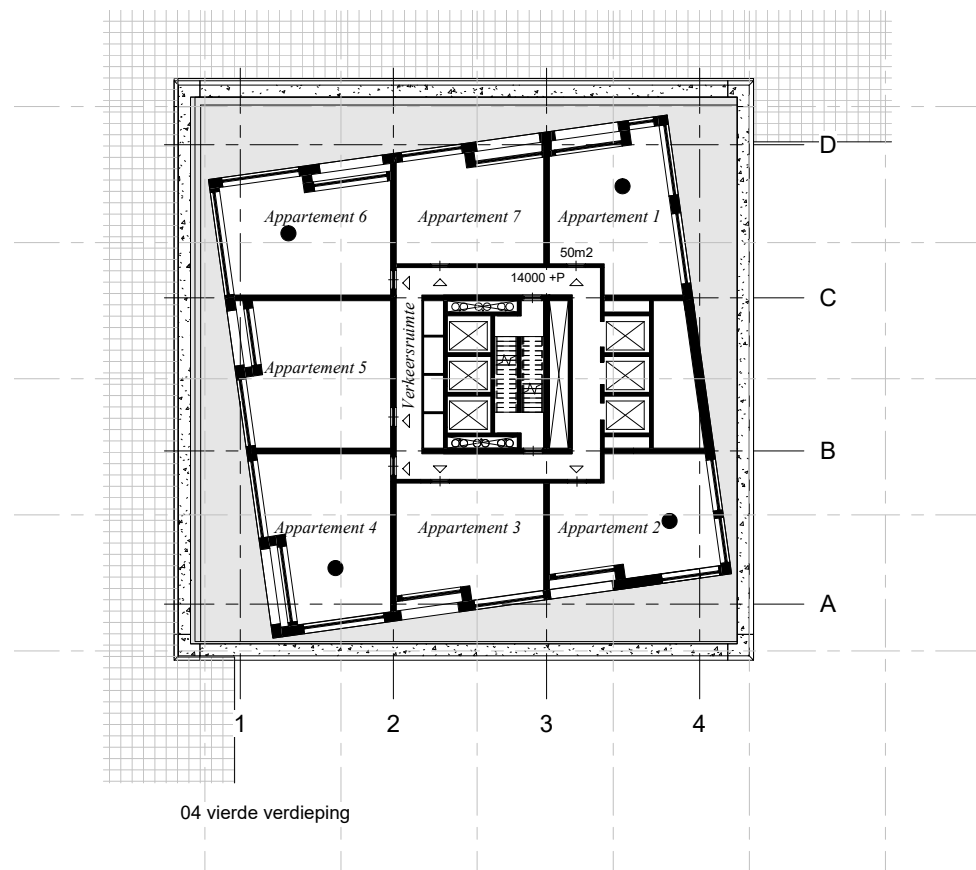
GEVEL

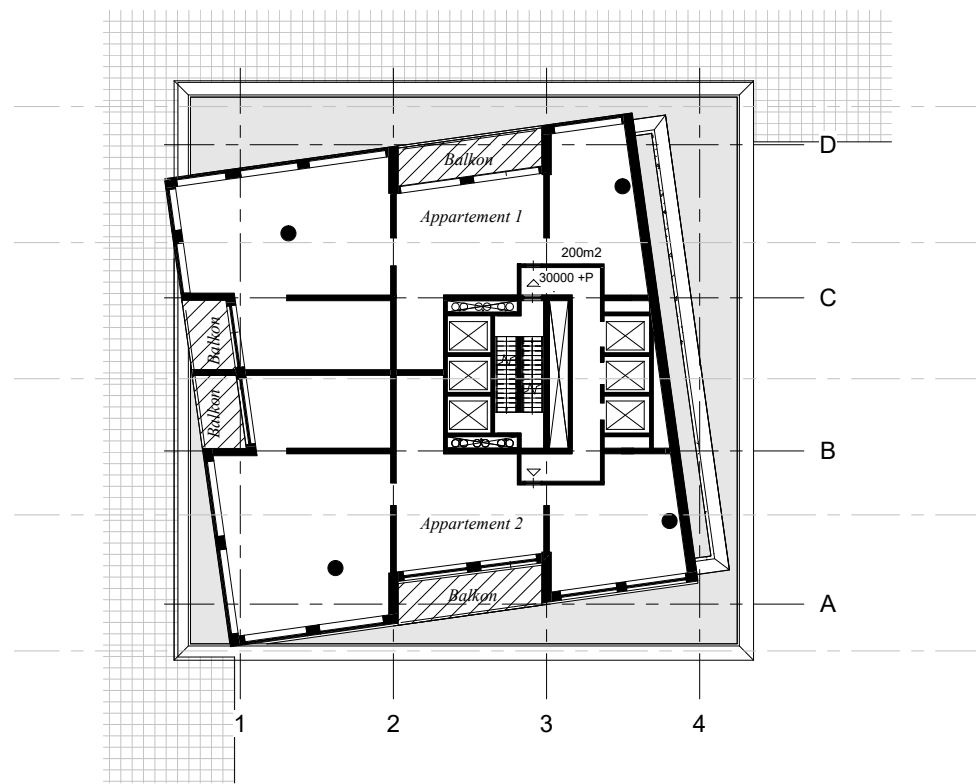


CONSTRUCTIE

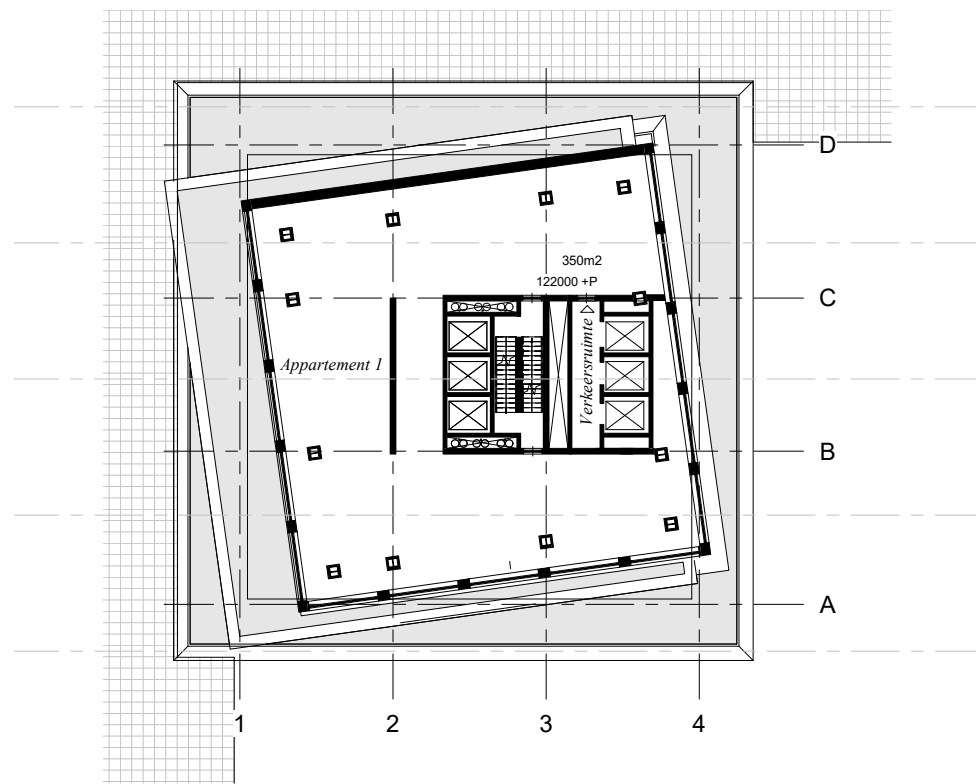


00 Begane Grond

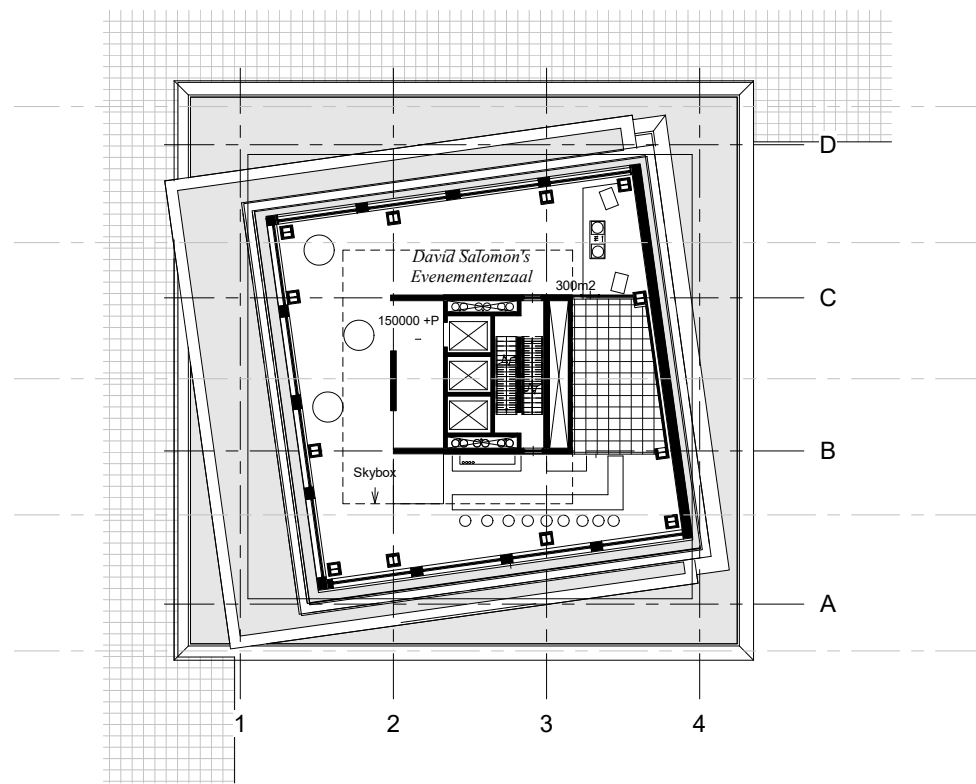




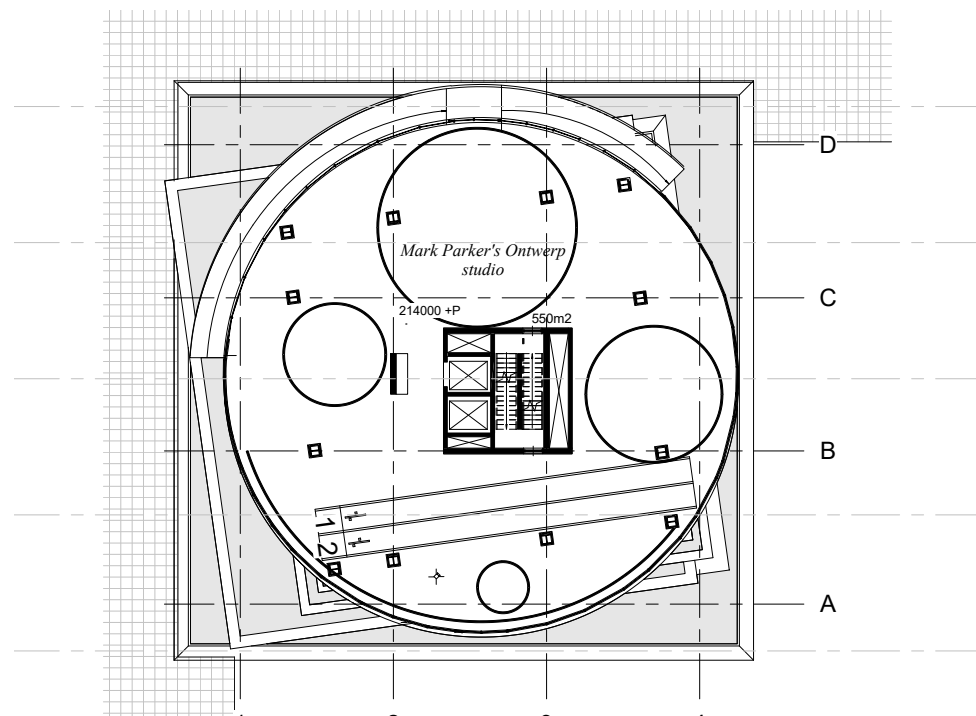
08 achtste verdieping

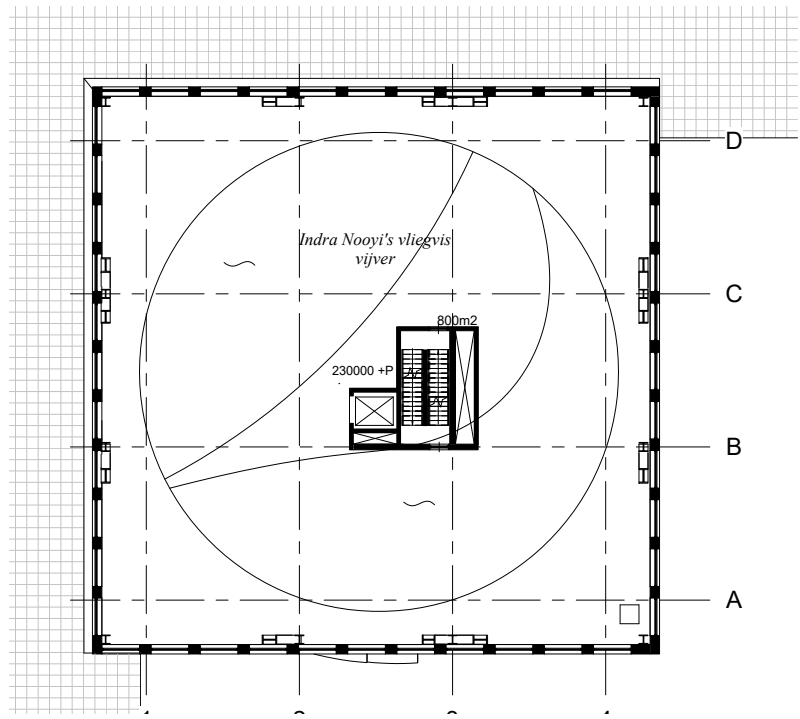


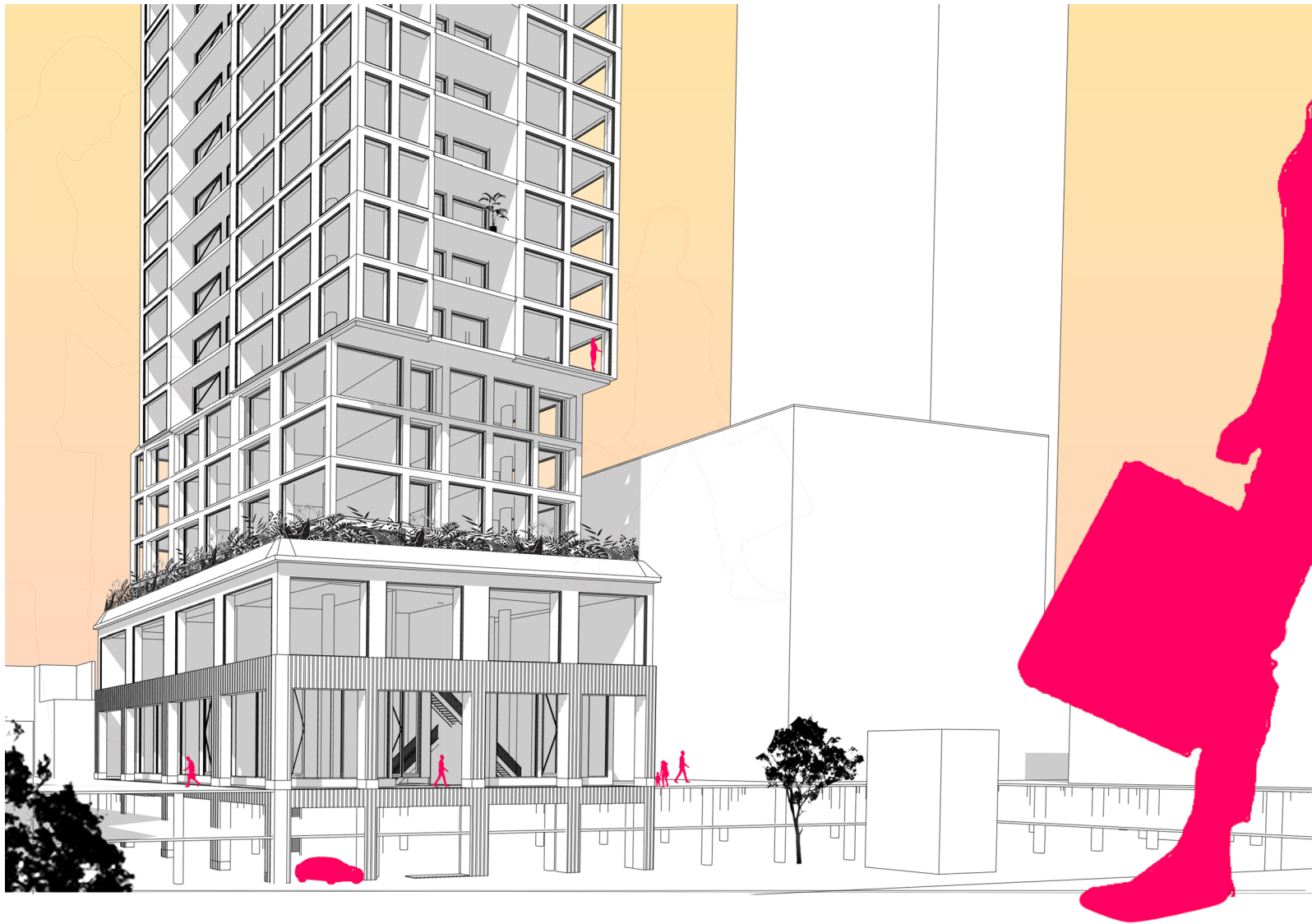
30 dertigste verdieping

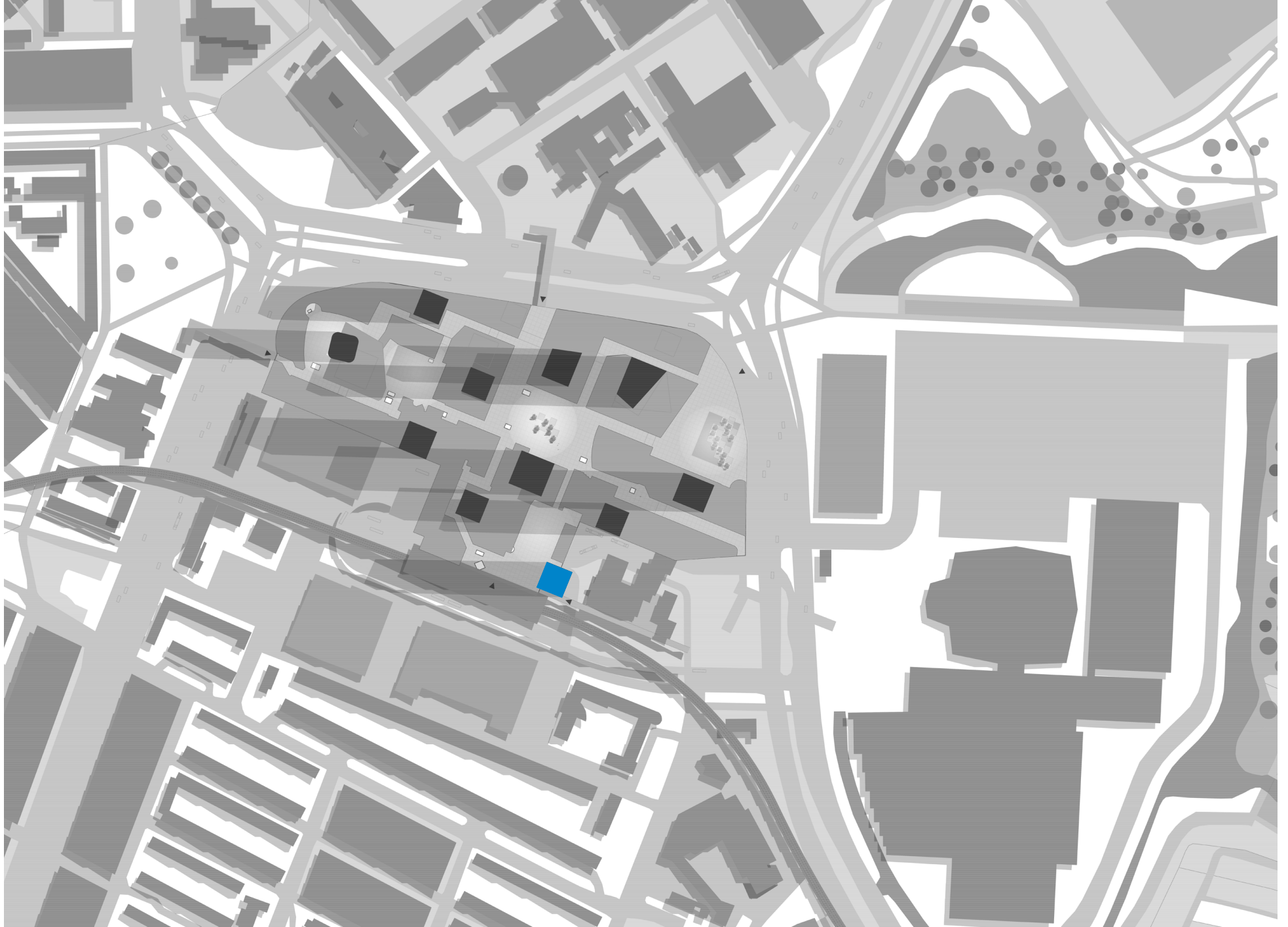


46 zesenveertigste verdieping









LOCATIE TOREN



DENSE
Het noodlot

LEVEN IN DE TOREN?

GESPANNEN
WONINGMARKT

JA

HEB JE GELD?

JA

X

ONVOLDOENDE

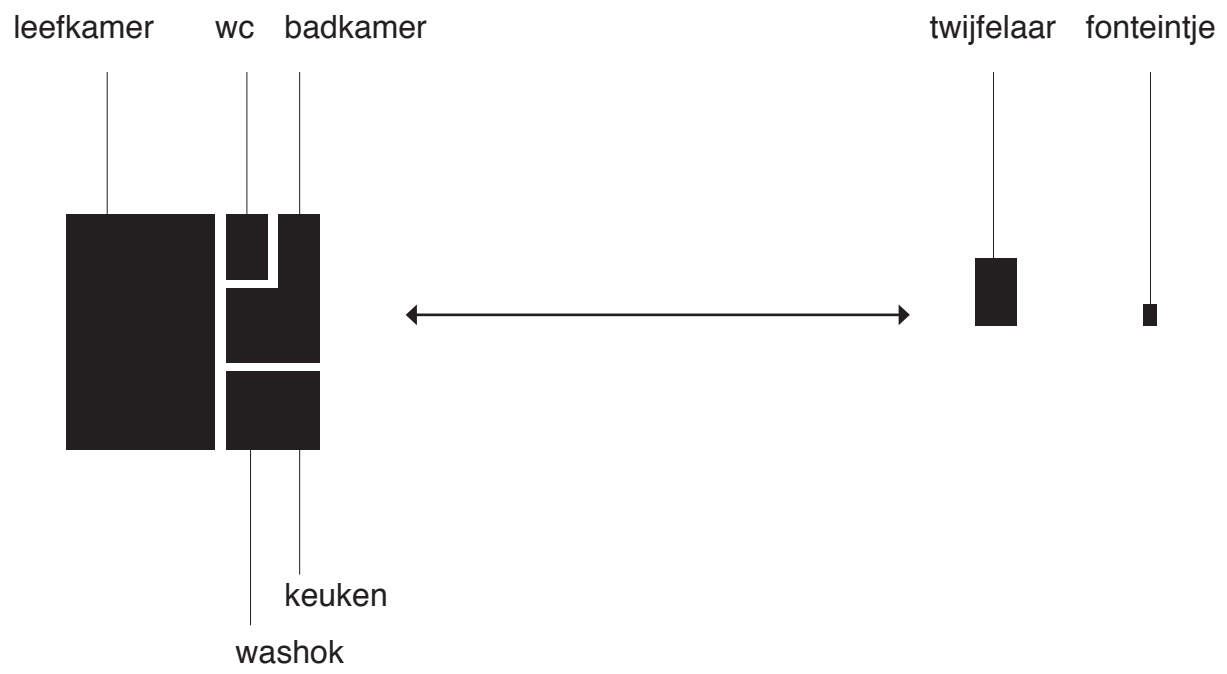
BEN JE
BEREID OM
TE DELEN?

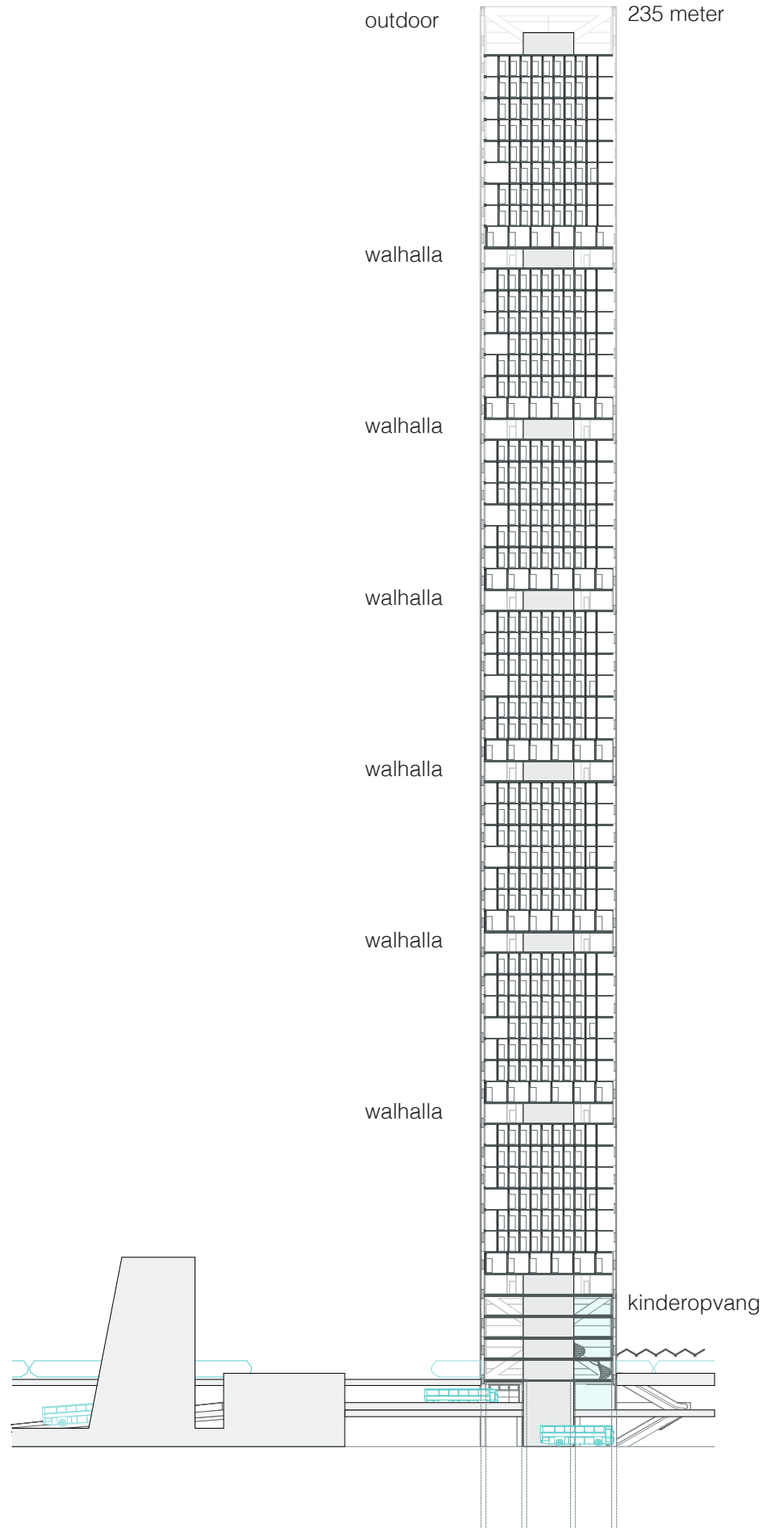
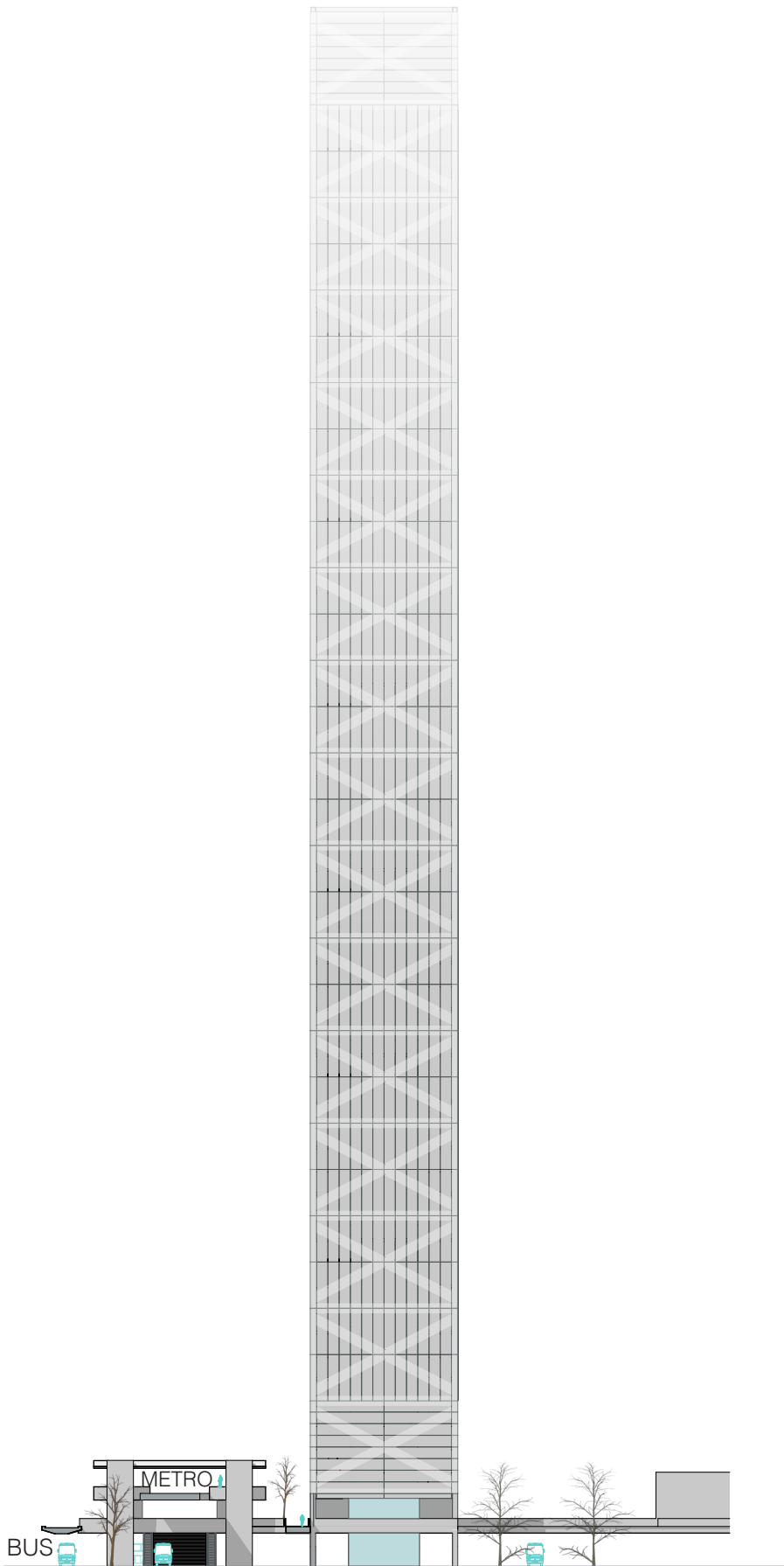
NEE

X

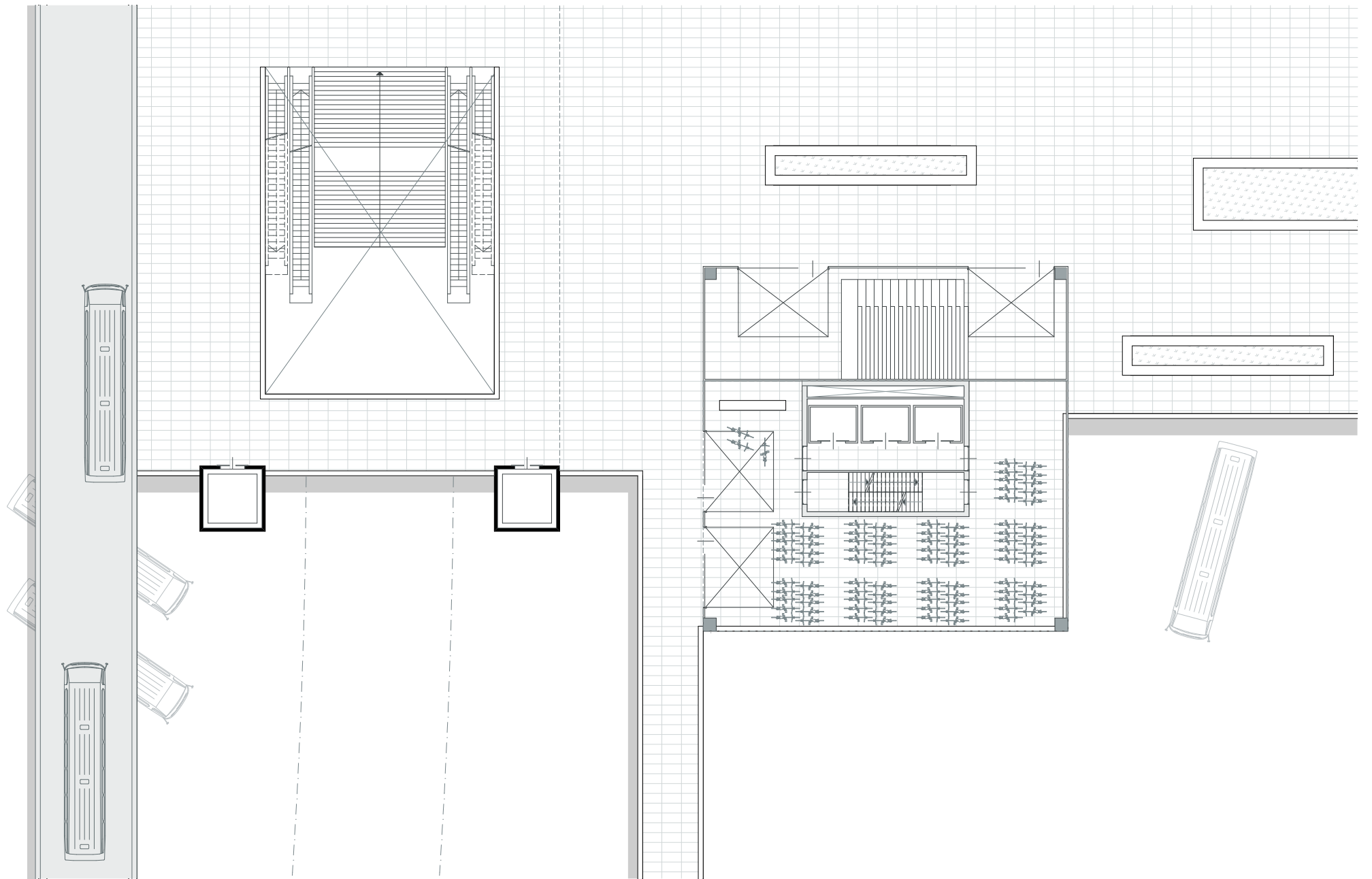
JA

#NOODLOOT #LETSDENS
#RYANAIRVANDETORENS

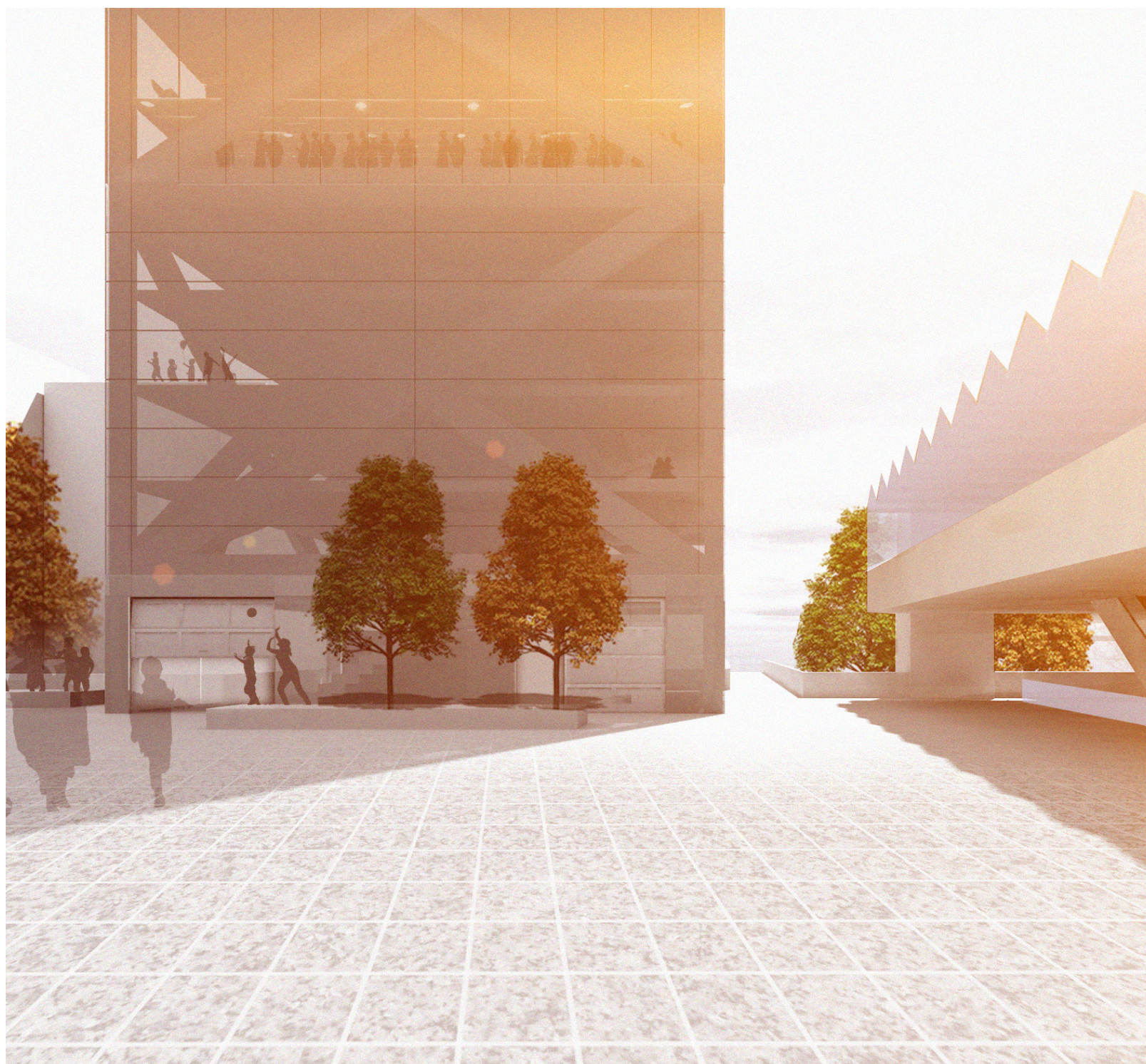




TITEL



FIETSENHOK

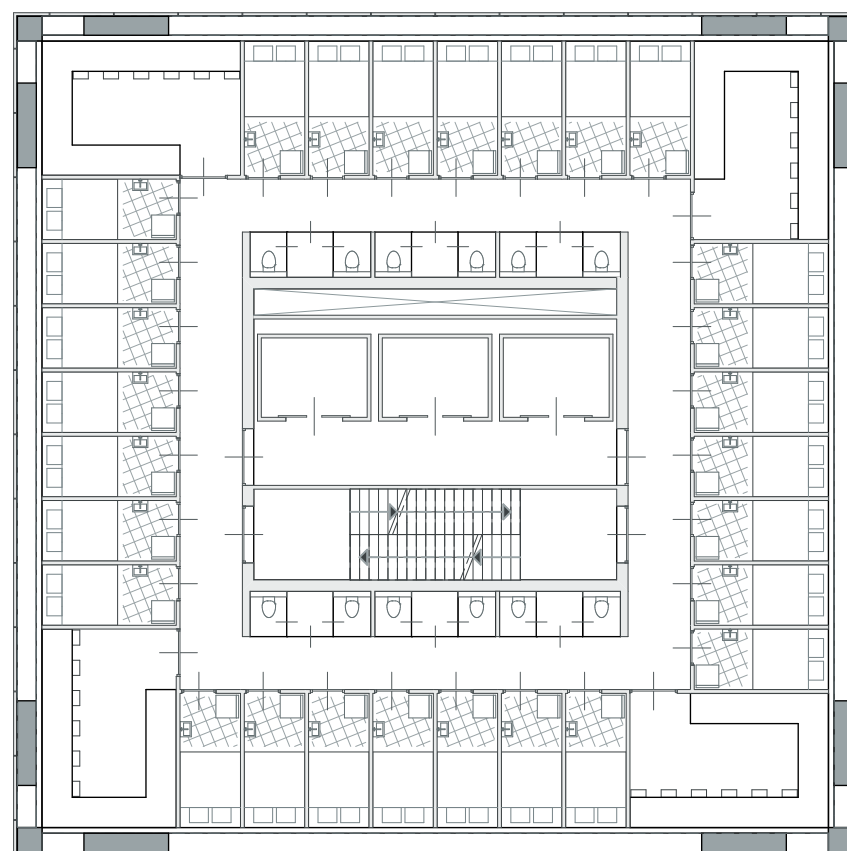


DE GARAGEDEUREN

Een zomerse avond om 2100. De garagedeuren van de toren blijven open tot laat in de avond.



DE CELLEN



DE KEUKENS



ALLEDAAGSE LEVEN

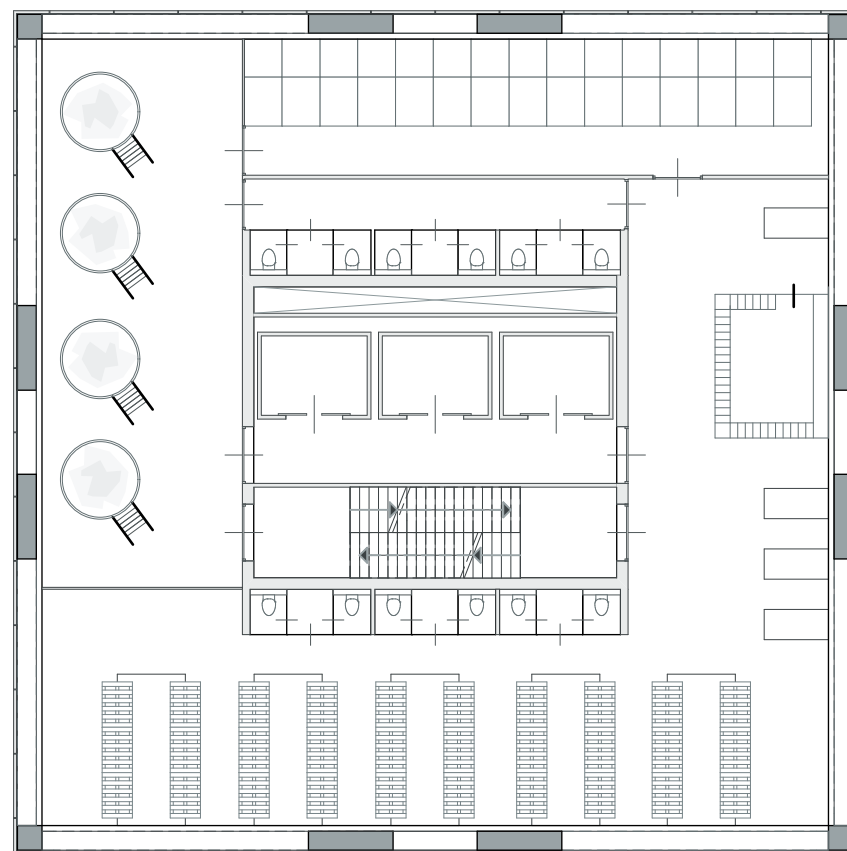


LAUNDRY



LAUNDRY

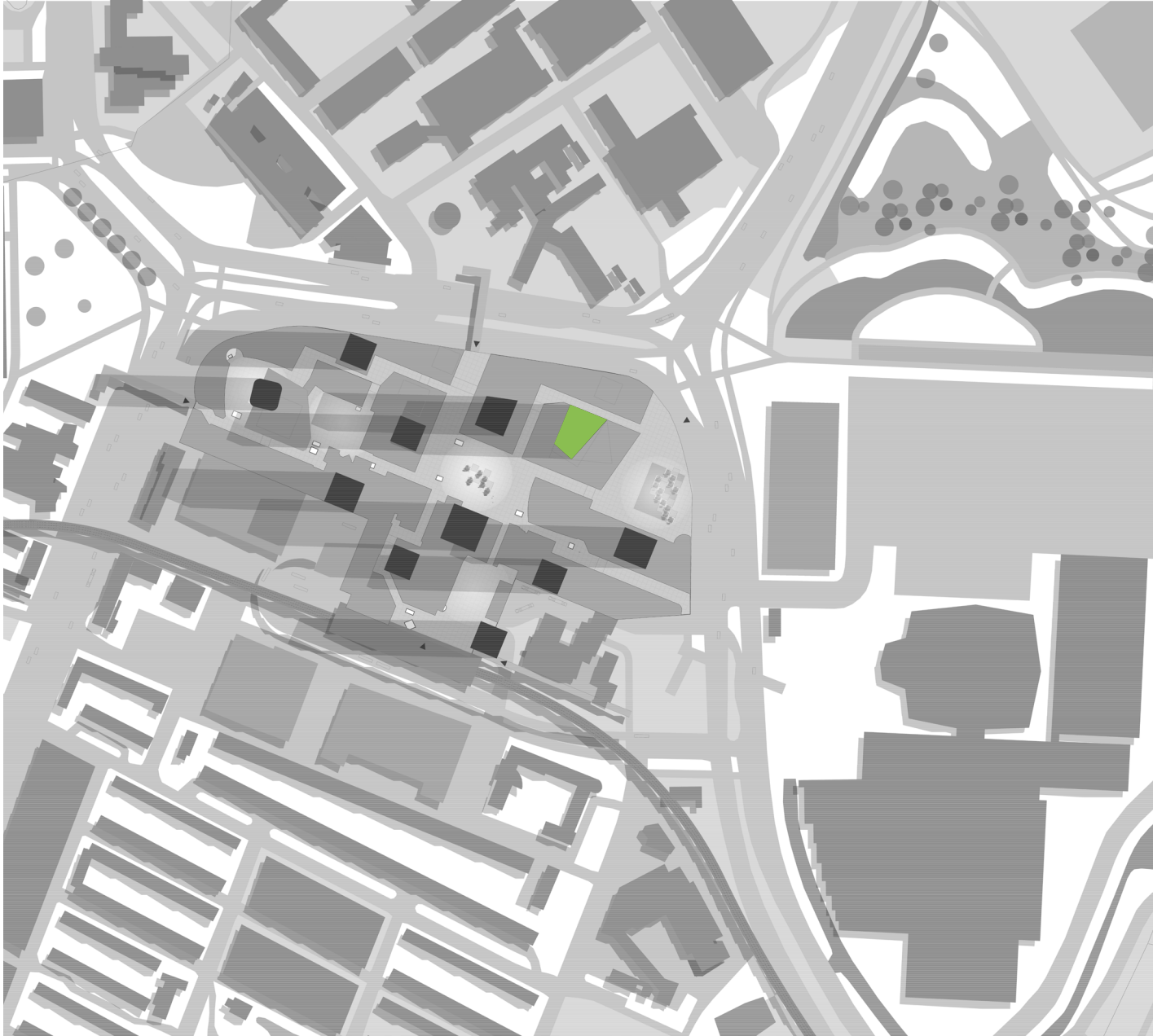
Je deelt niet alleen het zelfde lot. Je deelt ook de ruimtes voor de vanzelfsprekende huishoudelijke taken.



SELFMADE WALHALLA



LUXIEUS DELEN



SITUERING TOREN



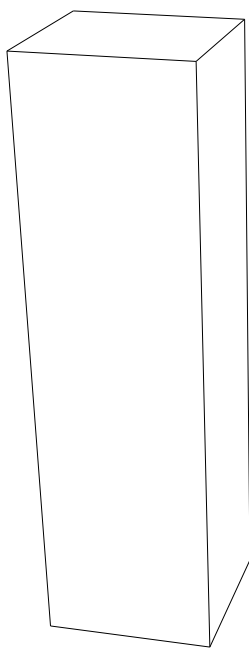
VERTICAL KIDS

SOCIALE COHESIE

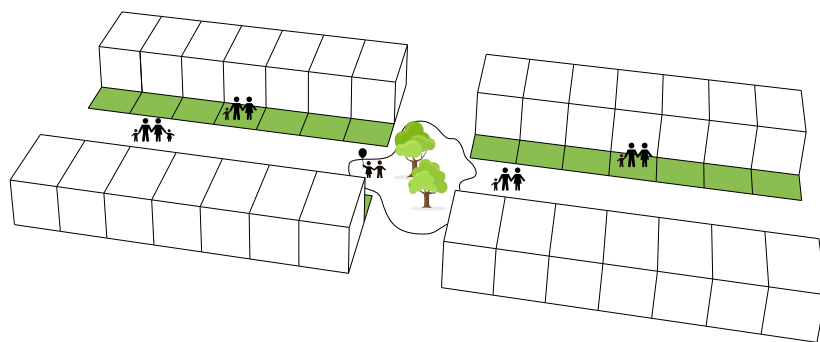
SOCIALE CONTROLE OUDERS

VRIJ ONTDEKKEN EN ONTWIKKELEN KINDEREN

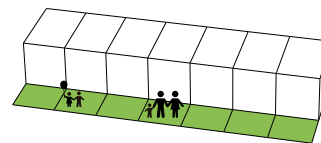
DOELGROEP



TOREN



GEMEENSCHAP

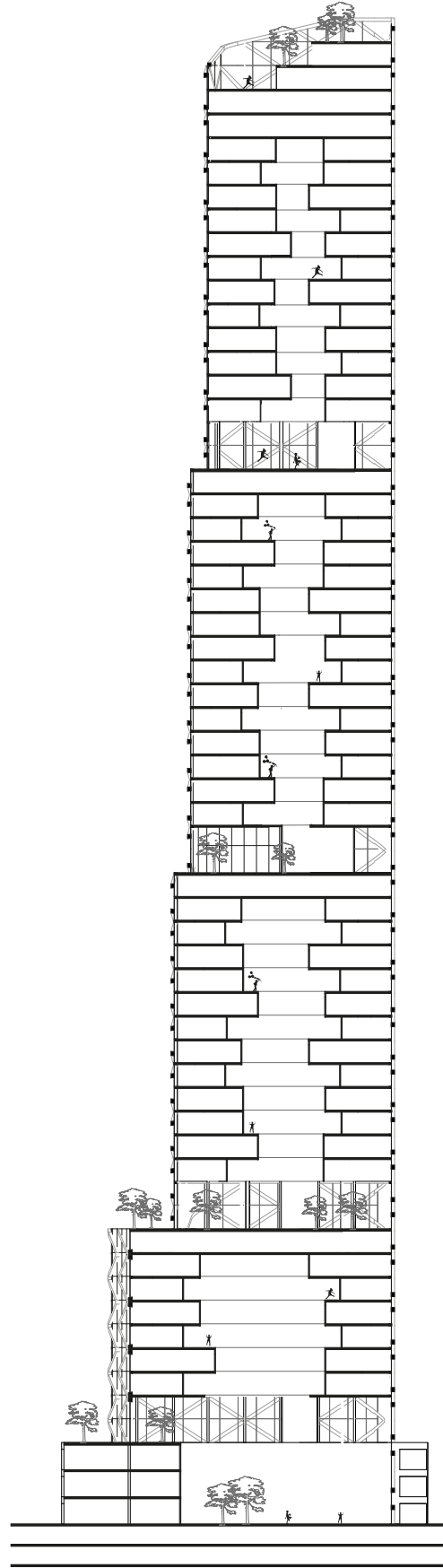
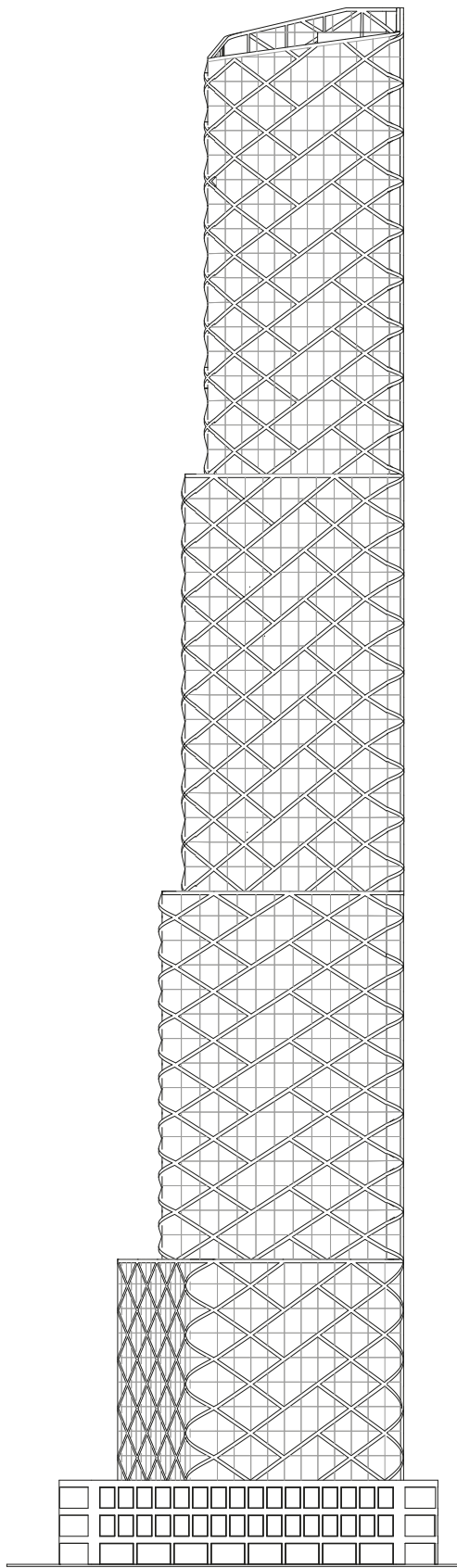


STRAAT

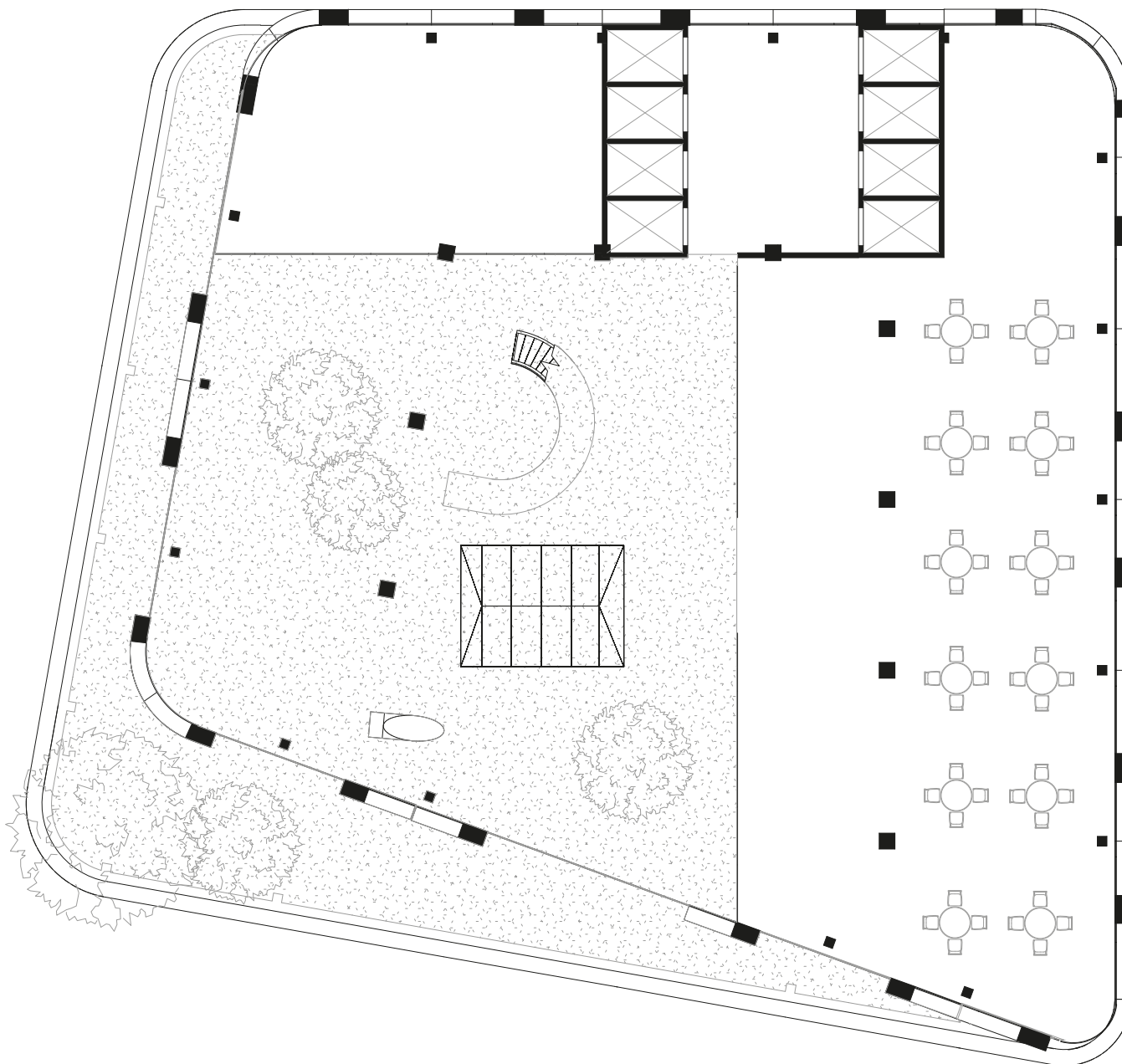


WONING

CONCEPT

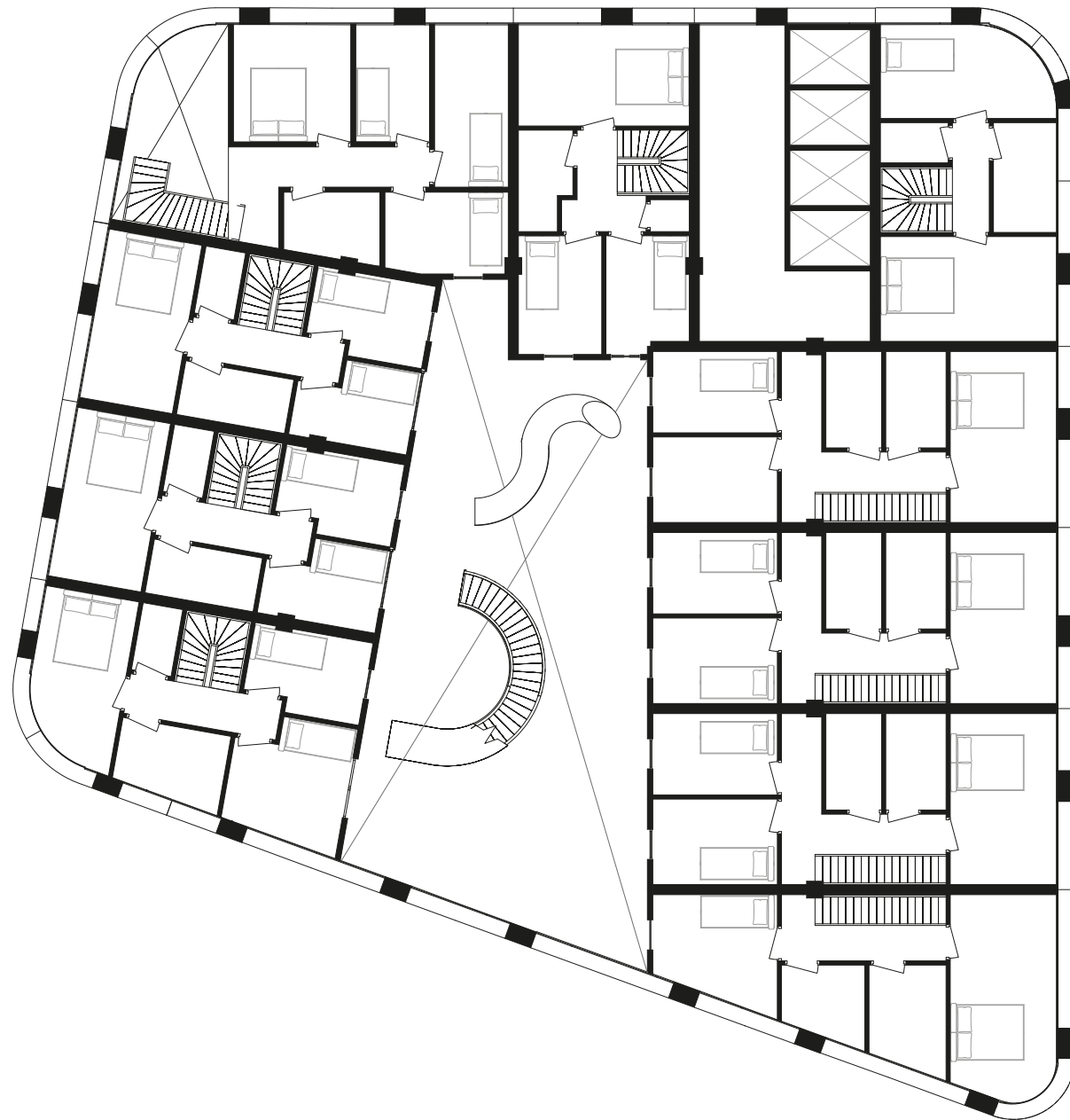


GEVEL / DOORSNEDE

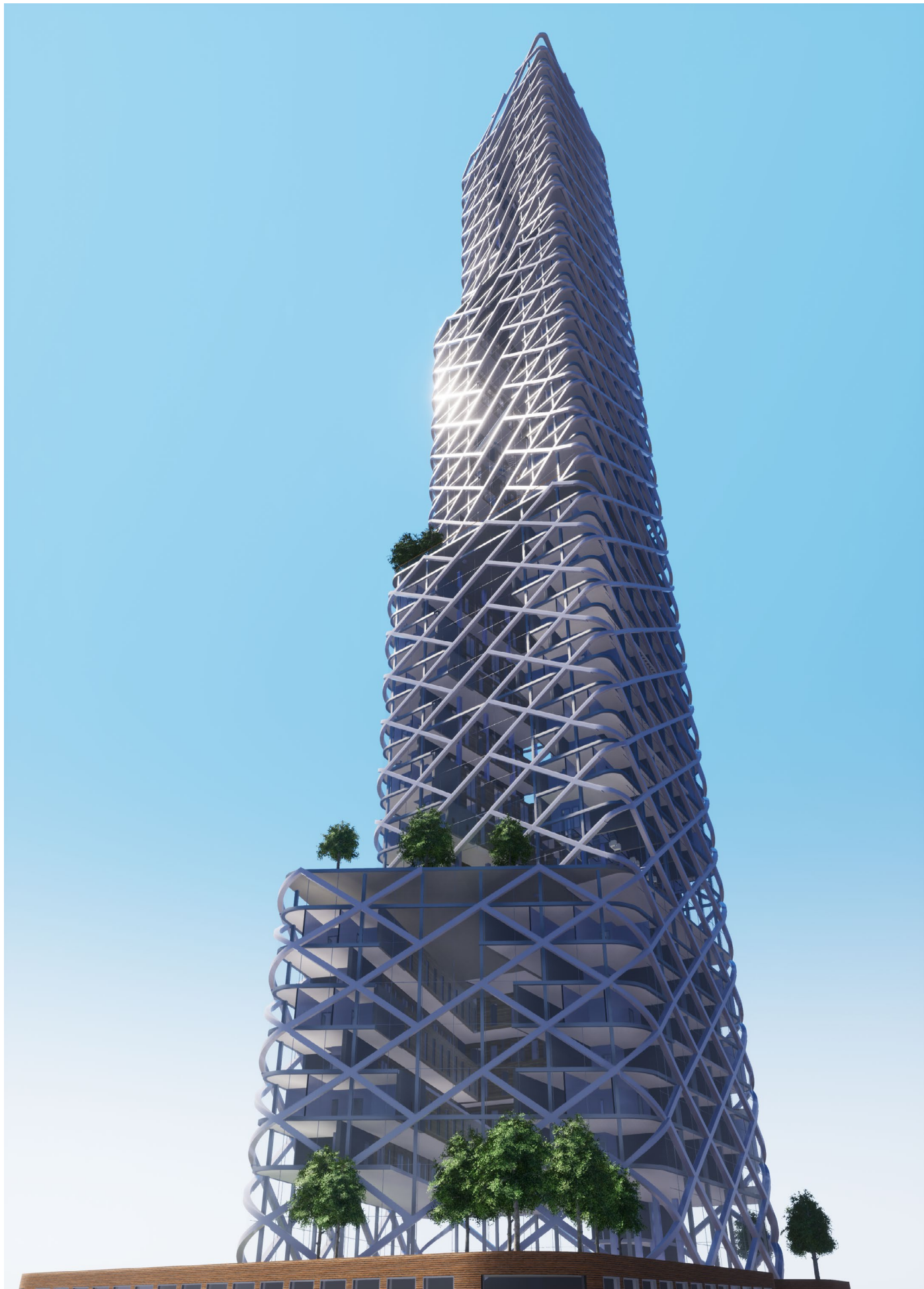


GEMEENSCHAPPELIJKE TUIN

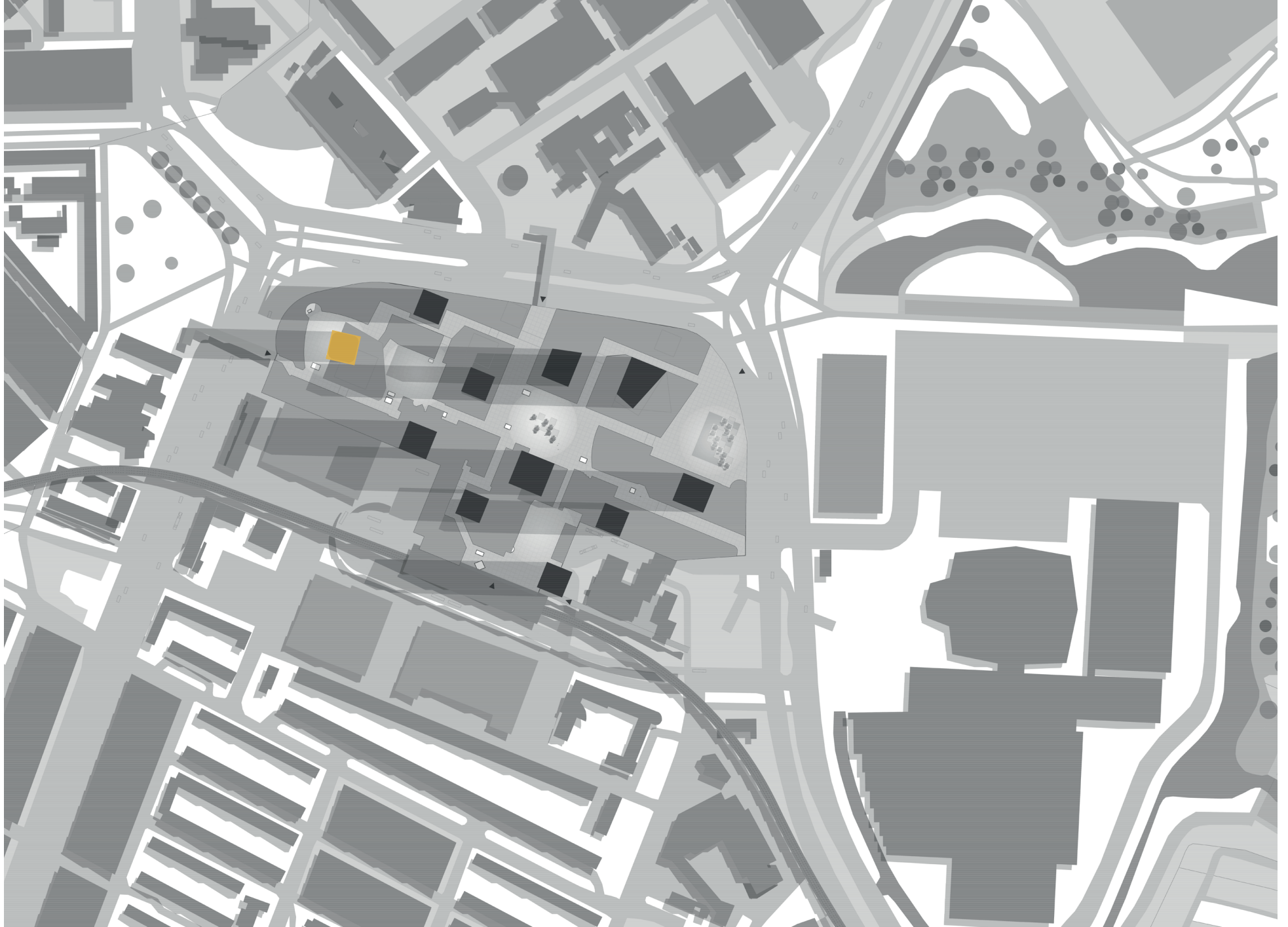




VERDIEPING 39



HAPPY FAMILY



LOCATIE TOREN

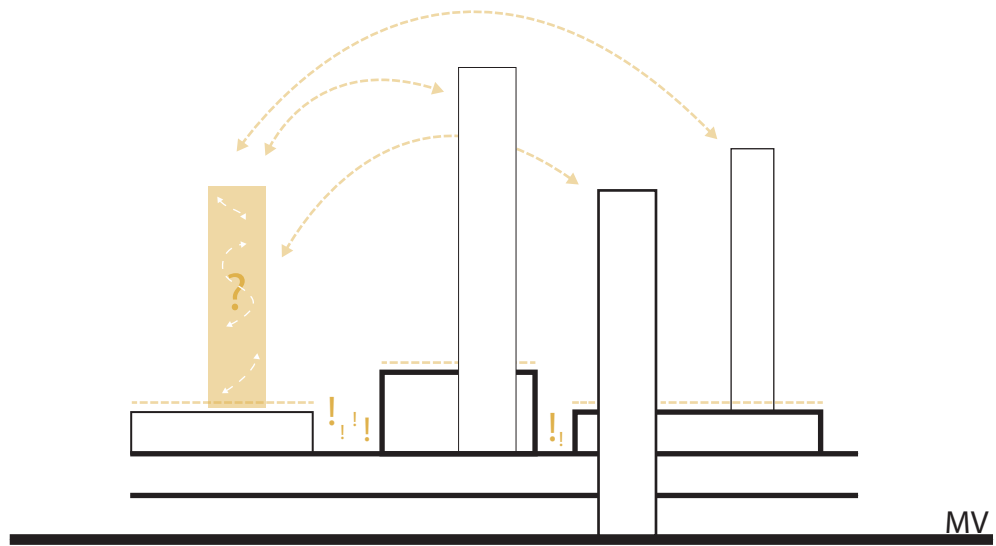


ZOALS HET KLOKJE THUIS TIKT, TIKT HET NERGENS.

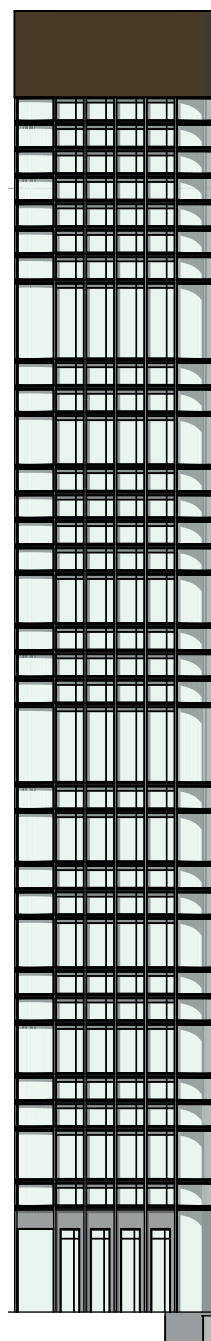
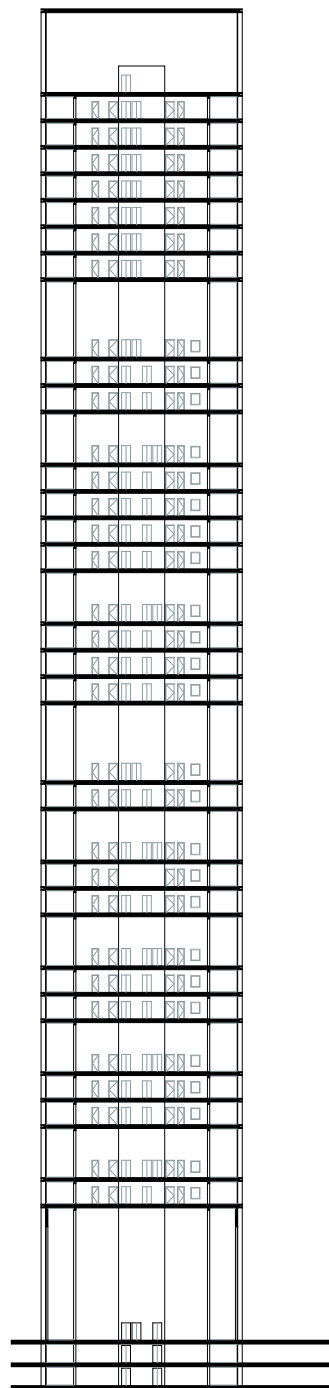
4.700.000



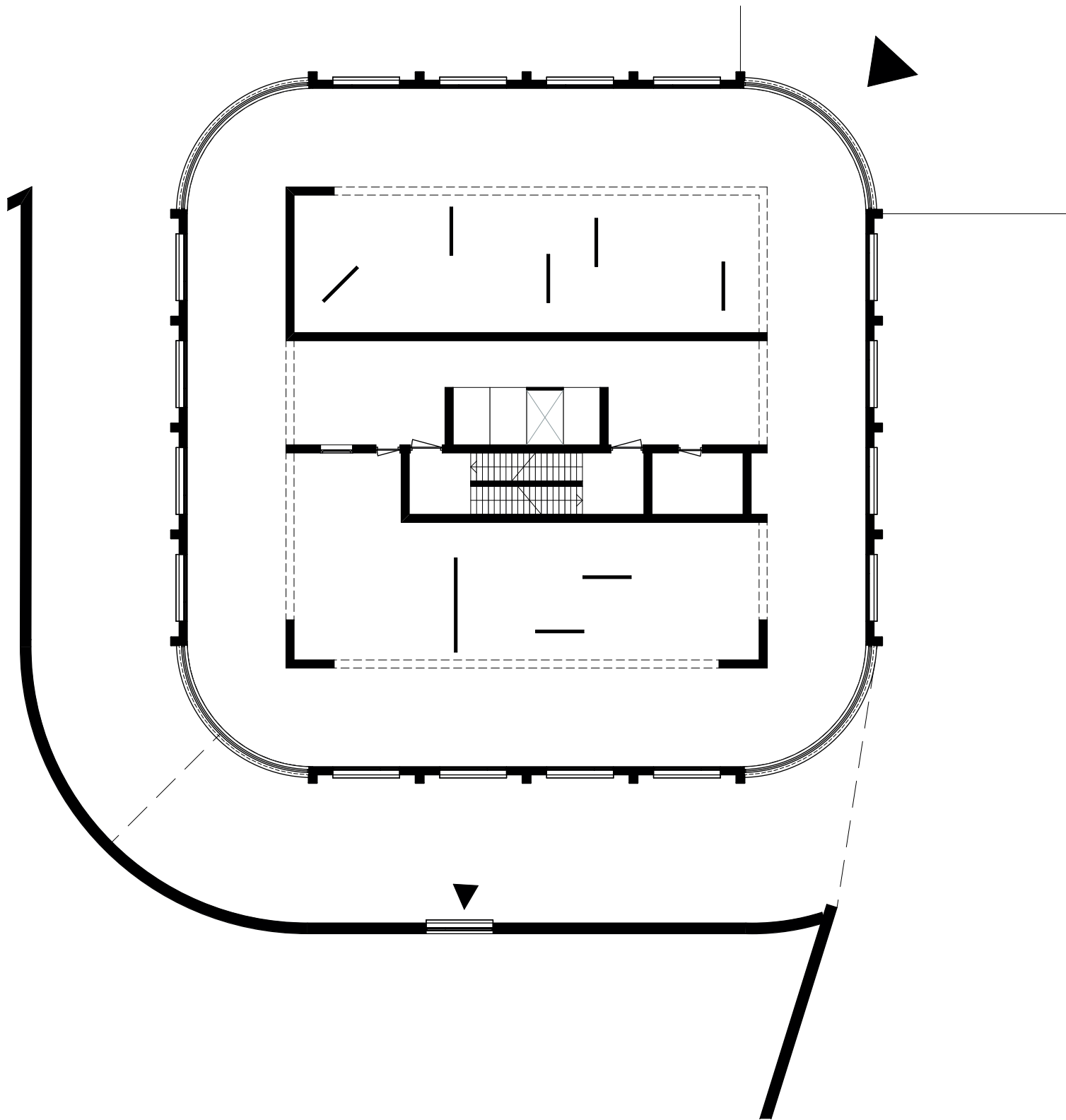
DOELGROEP



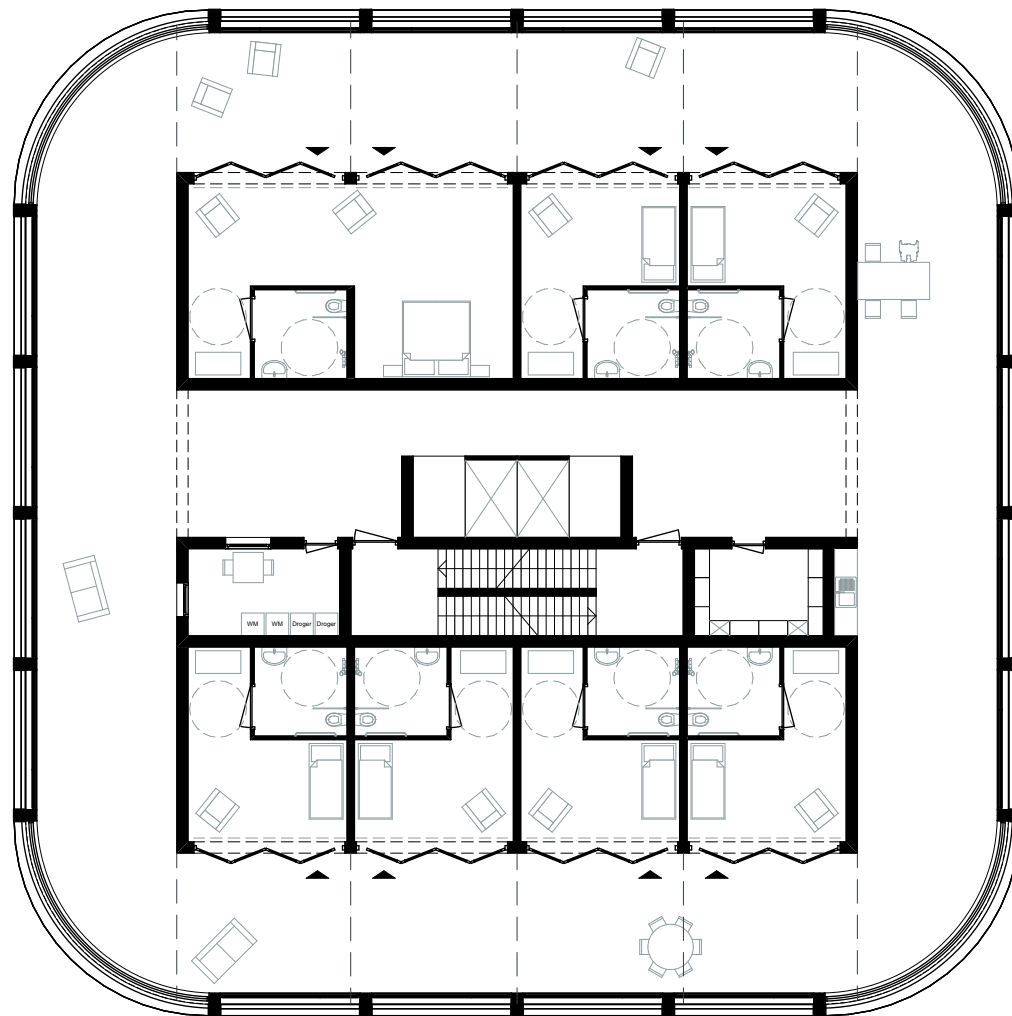
UIT DE DRUKTE - UITWISSELING



DOORSNEDE + GEVELAANZICHT 1:1000



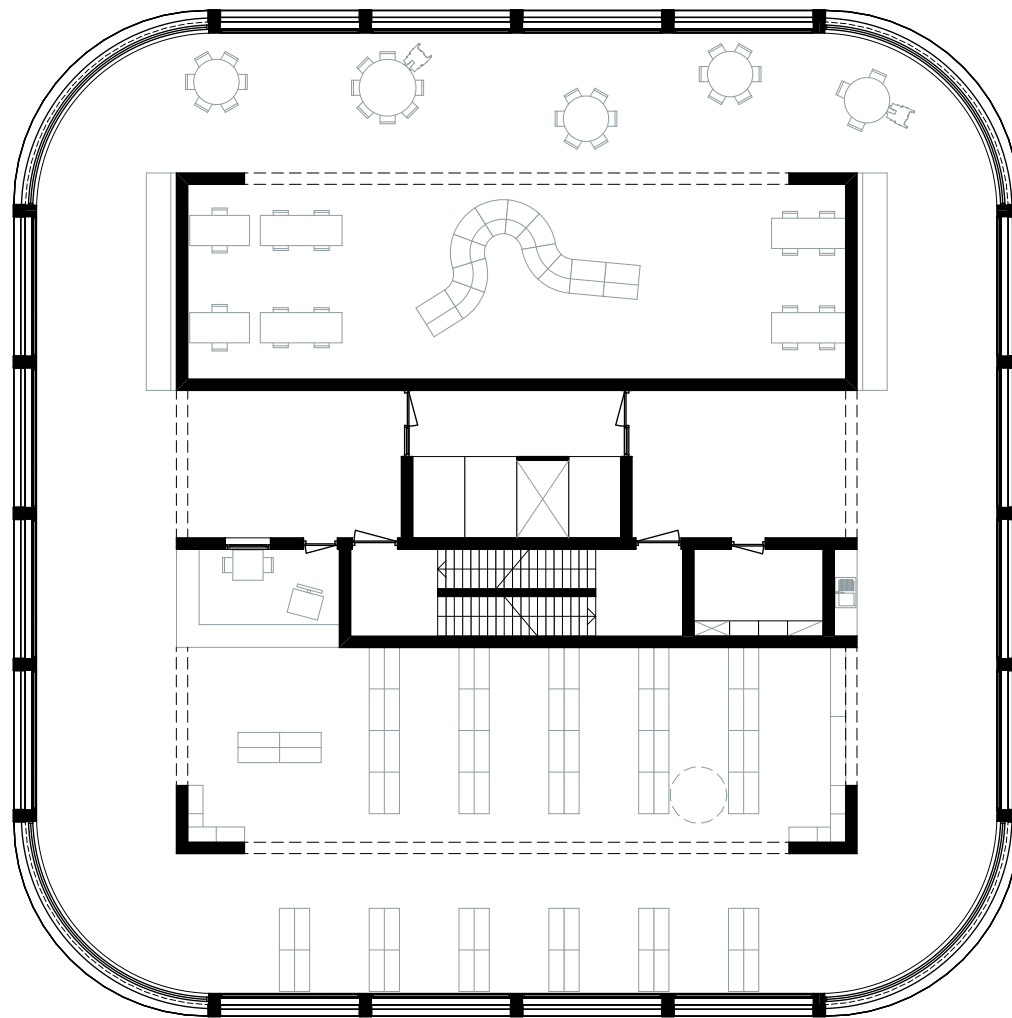
PLATTEGROND +2 1:200



PLATTEGROND ZORGLAGEN 1:200



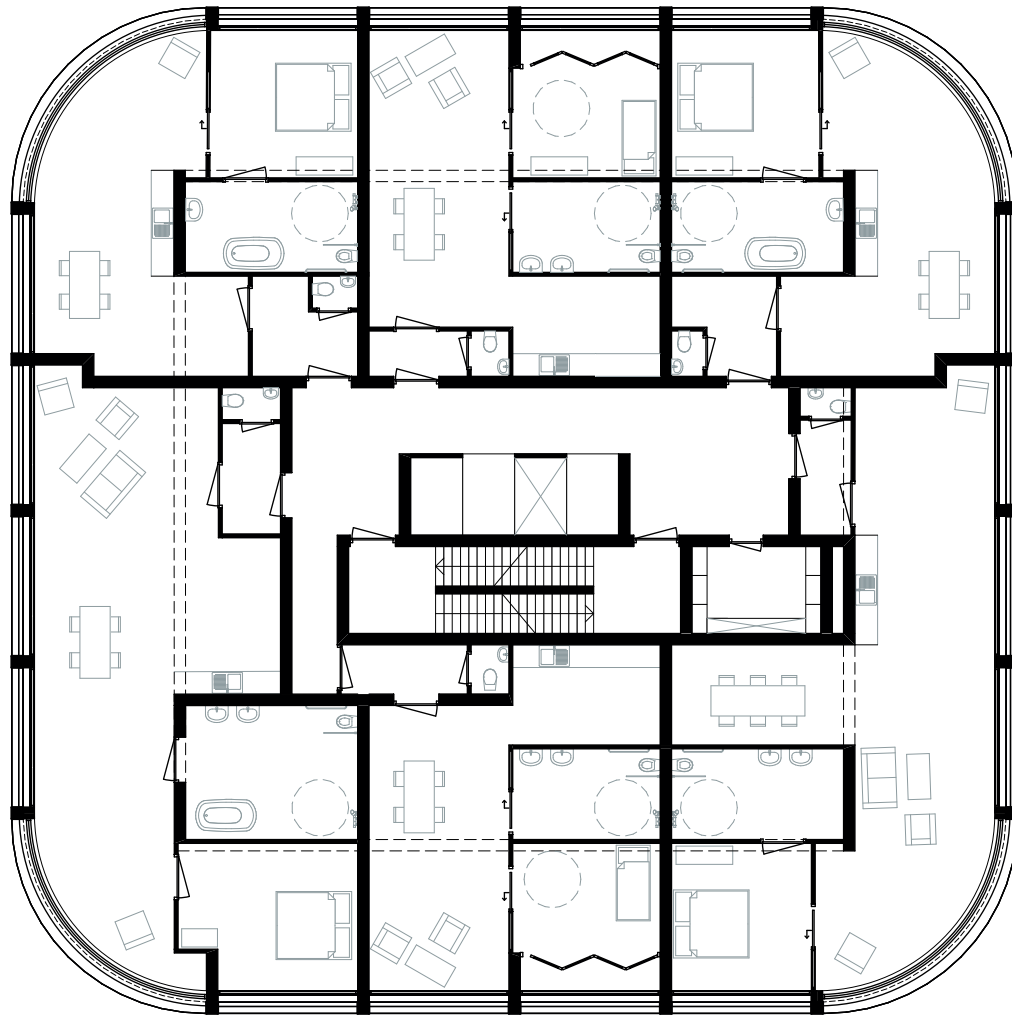
NIEUWSGIERIG BLIJVEN



PLATTEGROND HUISKAMERS 1:200



ONTMOETING EN ACTIVITEITEN



PLATTEGROND WOONLAGEN 1:200



CONCLUSIE



ZUIDPLEIN METROPOOL