

# CITY FOR SALE

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Like most of the western cities already, Amsterdam is runned by the blockchain now. The blockchain enabled different network societies (the so called communities) to create independent and trustworthy databases. The governmental one wasn't needed anymore.

This is why the government took a step back from control and only fascilitates the inclusive communities in the best and smartest way they can. Like a platform.

The communities are not formed by income, but by networks of personal interests. All driven on their own blockchain database. A city where districts used to be segegrated by income has changed into a fragmented city by bubbles of subculture. Some of them even devolped an own currency. You could say that the communities in Amsterdam are mostly devided by on one side the entrepreneurs (we now call the DIY communities) versus the care free people living in market owned districts.

The North of Amsterdam now is the largest gathering of DIY communities in Europe. Some say it has something to do with the enterprising history of the city. The communities live in

small districts all connected to eachother. Every district has its own characteristics. In a general way these are mostly about art and food. The communities are very local and help eachother out. Some provide vegetables and others pop up bars and stores for leisure. The north became so inclusive that the inhabbitants never has to cross "het IJ" anymore.

The market driven districts are spread out over the city. Since a few years google is dominating Amsterdam. Probably because they are most flexible. Google districts inside the ring are the only ones with access for non contract holders. The ones that have a contract and really live in the districts are able to change contracts all the time. This makes them able to move all over the world within the same google network. Therefor the society is very international. New people everyday in an always new and changing habitat.

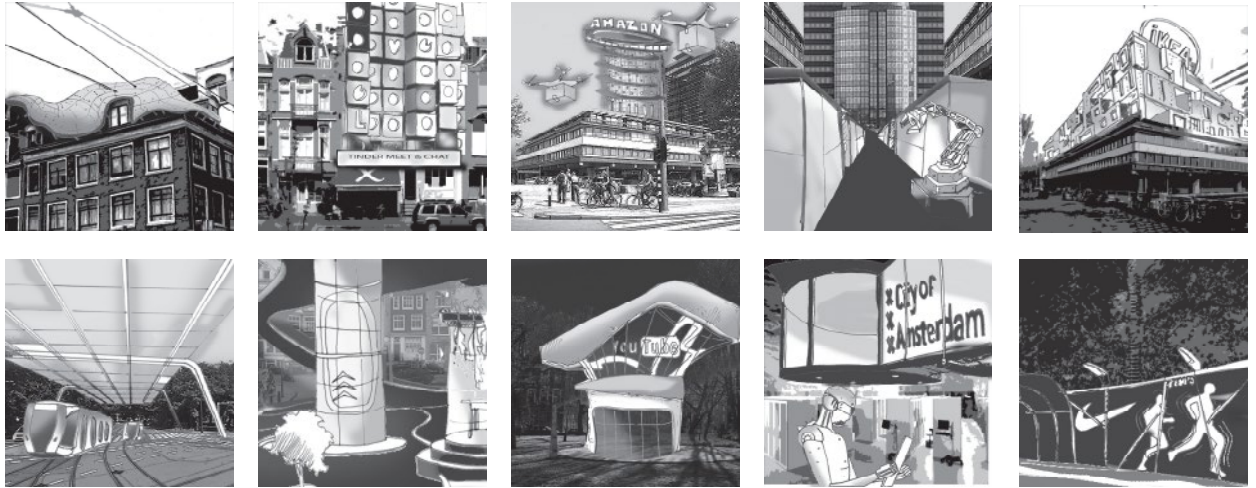
The governmental platform of Amsterdam contains what is still owned and controlled by the manunicipality. It is the public domain, a framework that connects all the districts. The platform is the only place with free access for everyone without needing contracts. It is a neutral infrastructure that holds the

city together. The visible part of the platform contains all the heritage of the city. Contemporary places that will never develop. Conservated by renovation and guarded by cameras like a museum. Lately these area's are so full of tourists that most of the citizens won't go there anymore. The invisible part of the platform is all about efficiency. It is an underground network for data, transport and logistics. This network is always developing and driven by big data.

Amsterdam is a place for everyone. The networks you are connected to define your footprint within the city. Everyone is able to spend life among the people they want to and live in place to choose to. Thank you for your interest in the city of amsterdam. Are you sure you want to join? Please read the intrsuctions below and accept the terms of agreement.

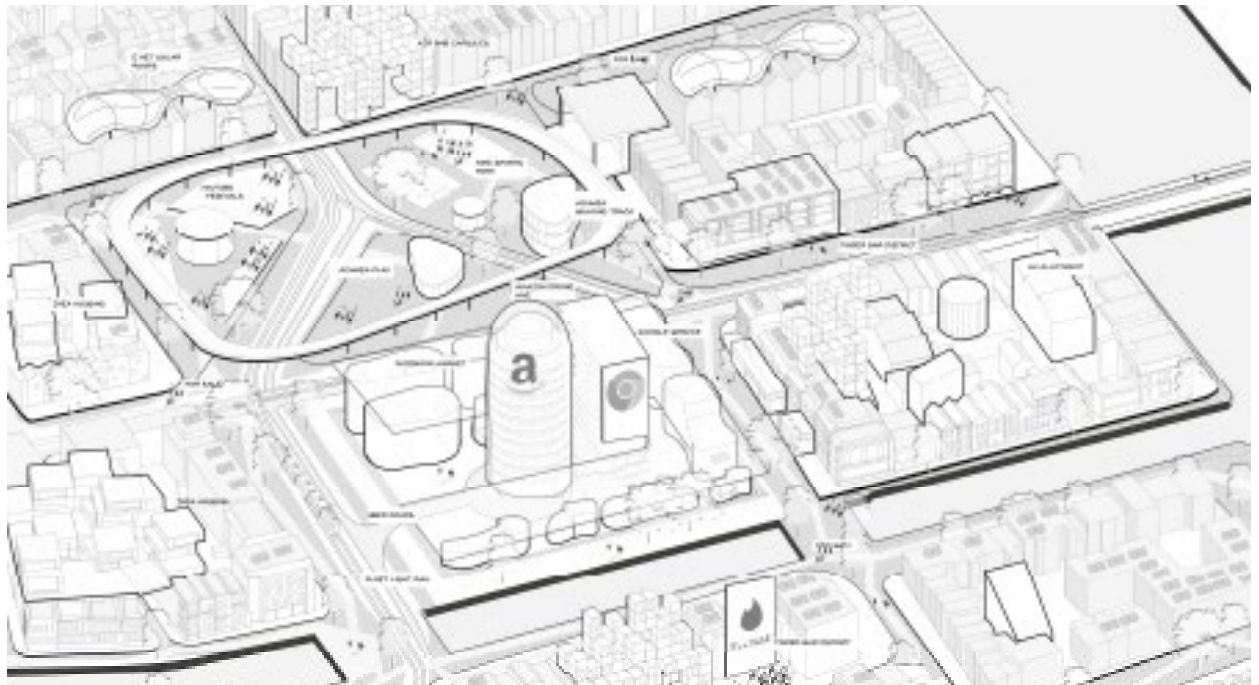
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PROGRAM OF THE PLATFORM ECONOMY

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LOCATION: FREDERIKSPLEIN AMSTERDAM

### TOWARDS A PRIVATE CITY

This project is a scenario where the Blockchain technology will turn our current service economy into a new platform economy. The city for sale is the proces that will show how the platform economy turns our cities into private cities.

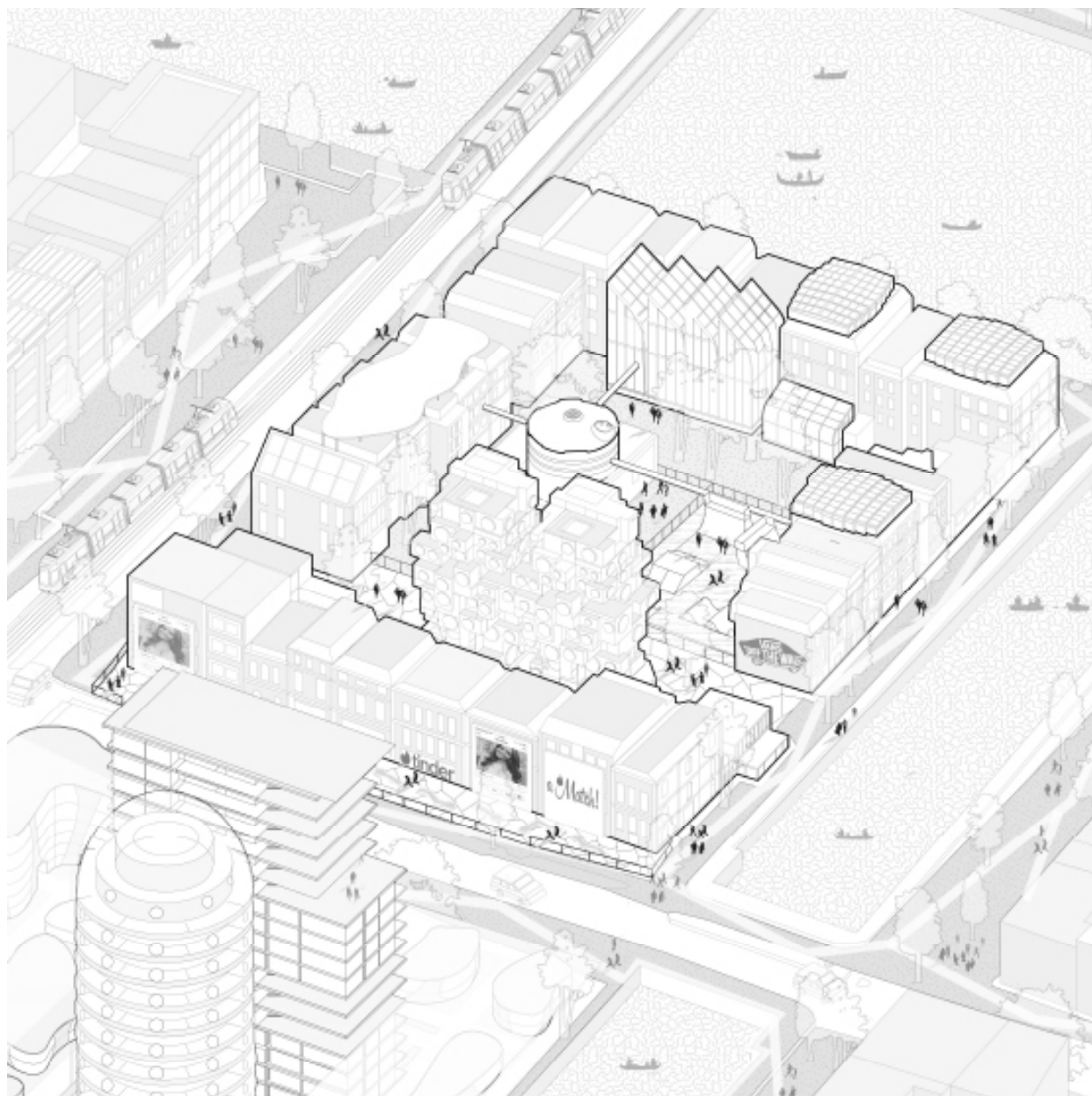
If the blockchain tehcnology is the future, lots of new communities will arise. All around their own

platforms. This will lead to a change of roles in the current system of the city. Because the communities will become more and more inclusive, the manucipal services arn't needed anymore. Therefor the manucipality will lose controle and takes a new role that fascilitates the different communities.

The focus in this project are the market driven communities.

The city for sale proces is projected on the Frederiksplein in Amsterdam. This location is a good representation of our current service economy (including a bank building), and contains a lot of old heritage and public domain.

The transition towards the private city will happen in three different stages connected to a timeline.



## HOME INVASION

2030 The rise of the platform economy

The rise of the platform economy will happen when the municipality, and services aren't needed anymore. Platform based companies will take over to provide us new services. The current program of our service economy will be replaced by the new program of the platform economy. The bank building as

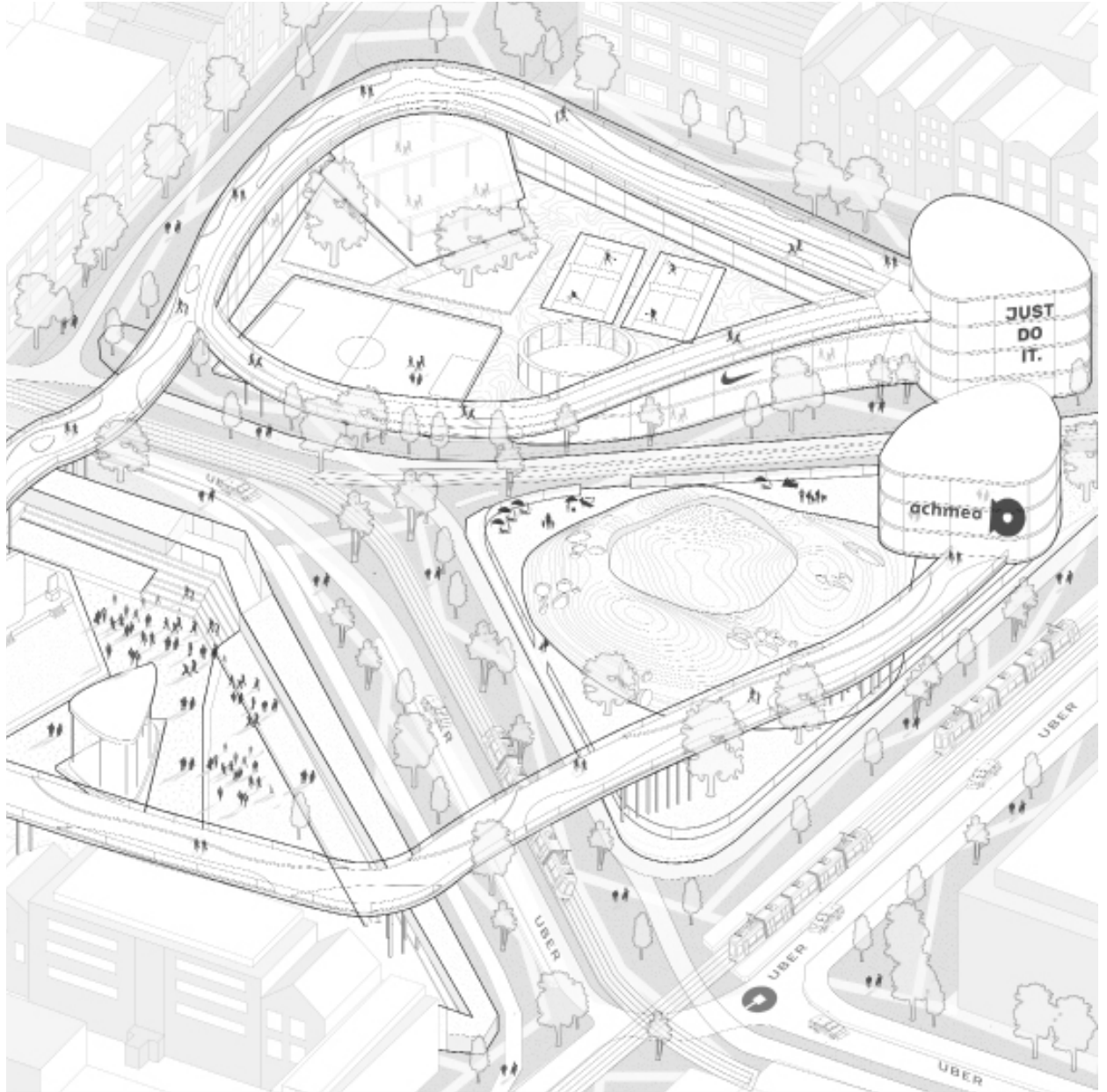
figurehead for our service economy will be new home for a facebook marketplace, Amazon will deliver our bought products by drones, tinder can take over the bar districts and airbnb hotels are the new upcoming typology.

2040 City for sale

The city for sale is the phase where the municipality accepts their loss of control and takes a step back of

the public domain. The platform companies are the direct reflection of the society and will find ways to provide the environment that the citizens want and make money at the same time. The city is literally for sale. Parks, roads, buildings and collective space will be privatized. Only framework is what will be left and public. This framework consists of the main roads for transportation and the old heritage of the city.





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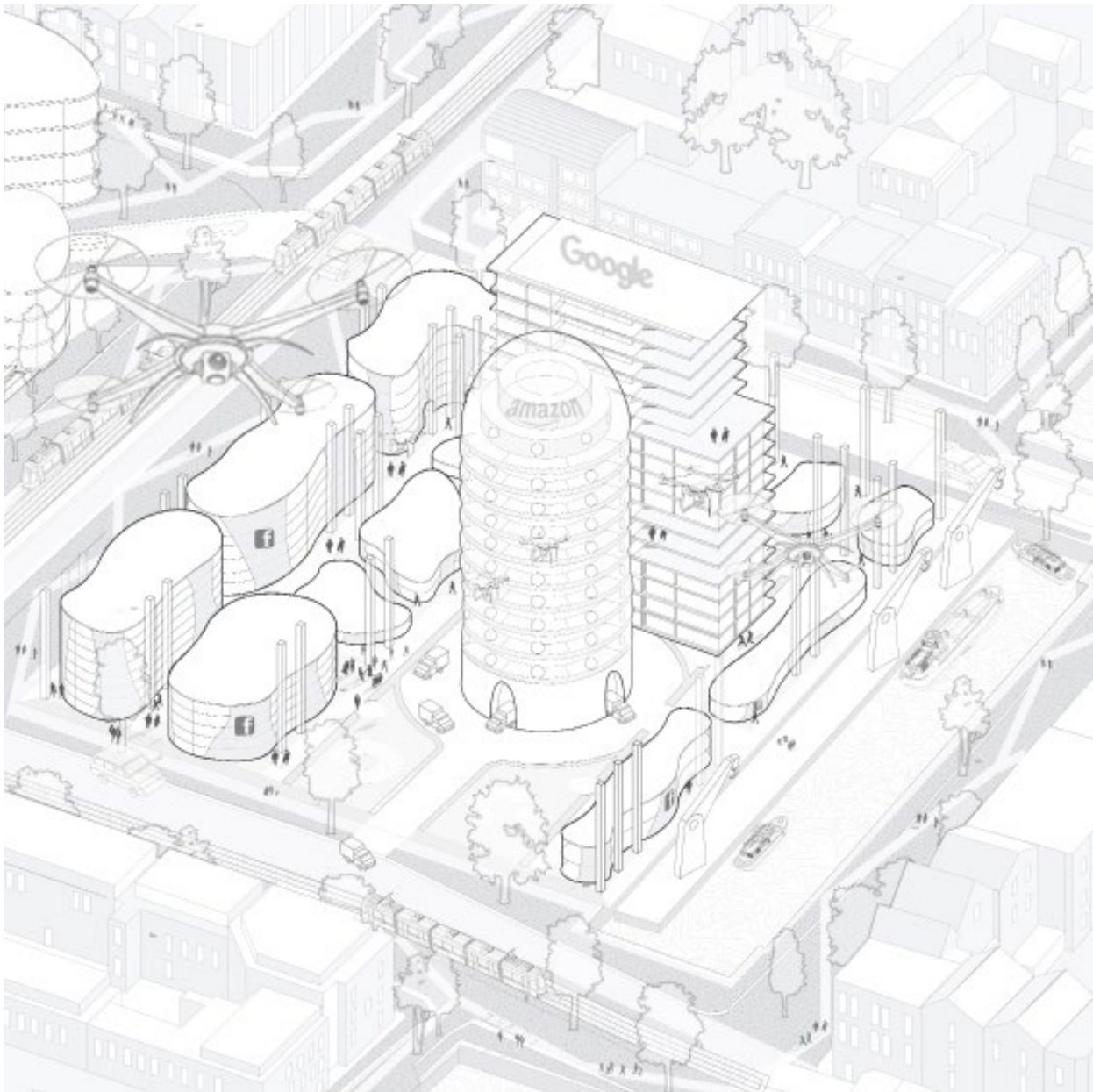
PSEUDO PUBLIC SPACE AND PRIVATE PARKS

2050 a private city

In the private city, the amount of smart contracts you own will determine whether you live in a limitle always developing amusement park, or in a prison within the boundries of whats left of the public realm. The city has been sold to online platform

companies is it totally based on the suply and demand of their inhabitants. Therefor, the city is continuously developing and always changing ownership. Platform companies come and go. Some are trends that last a couple of weeks while others are more structural. The blockchain technology will influence the way we live, work and spend our free

time.



SMART OFFICES, UTILITIES AND SERVICES



2030 PLATFORM ECONOMY



2040 CITY FOR SALE



2050 A PRIVATE CITY