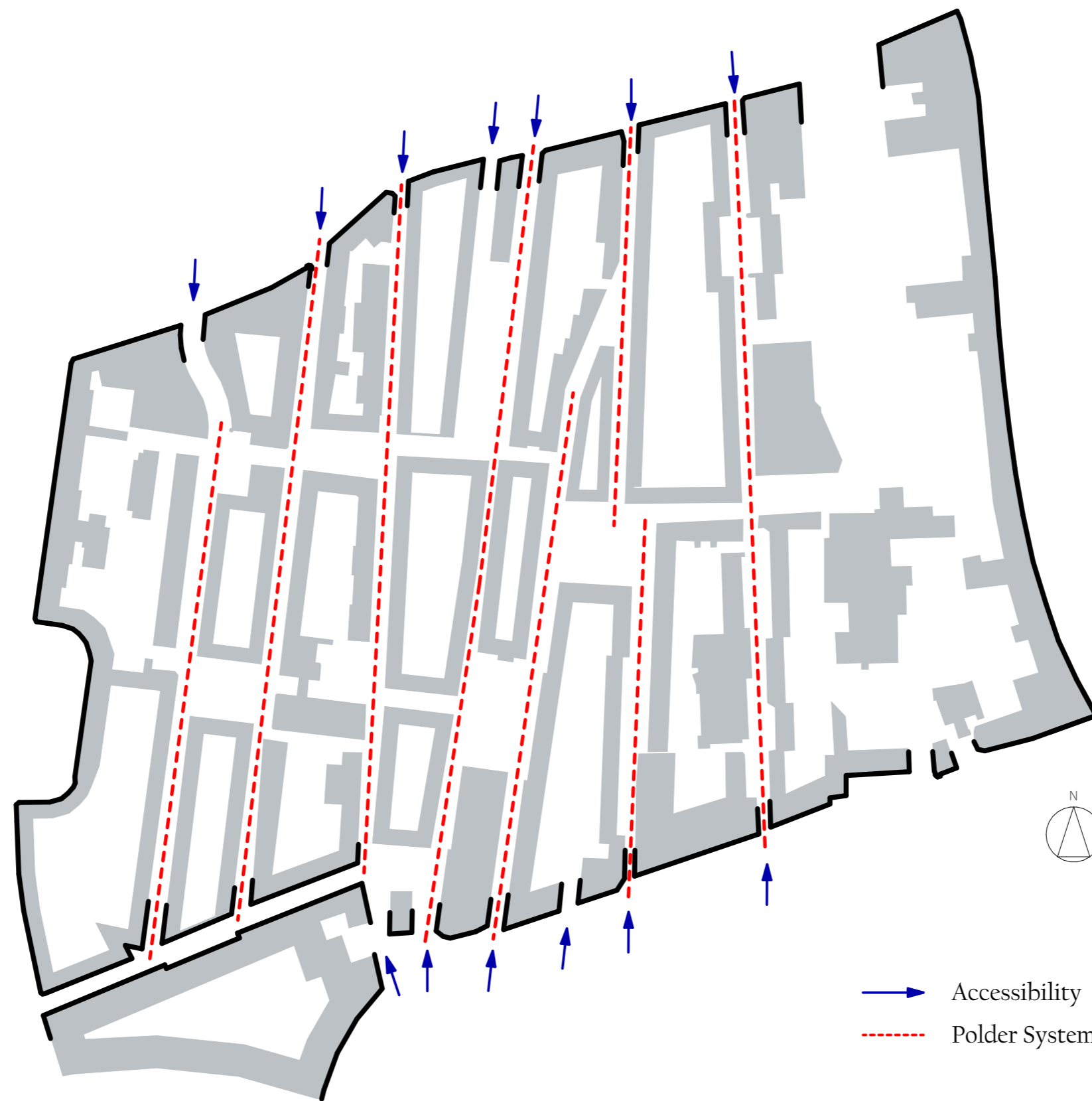


THE HEART OF HET OUDE WESTEN

THE AMENITY STUDIO



FIRST IMPRESSIONS

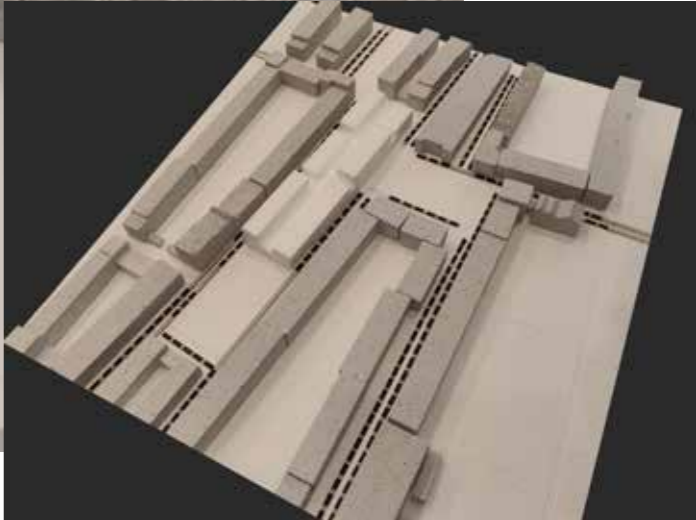
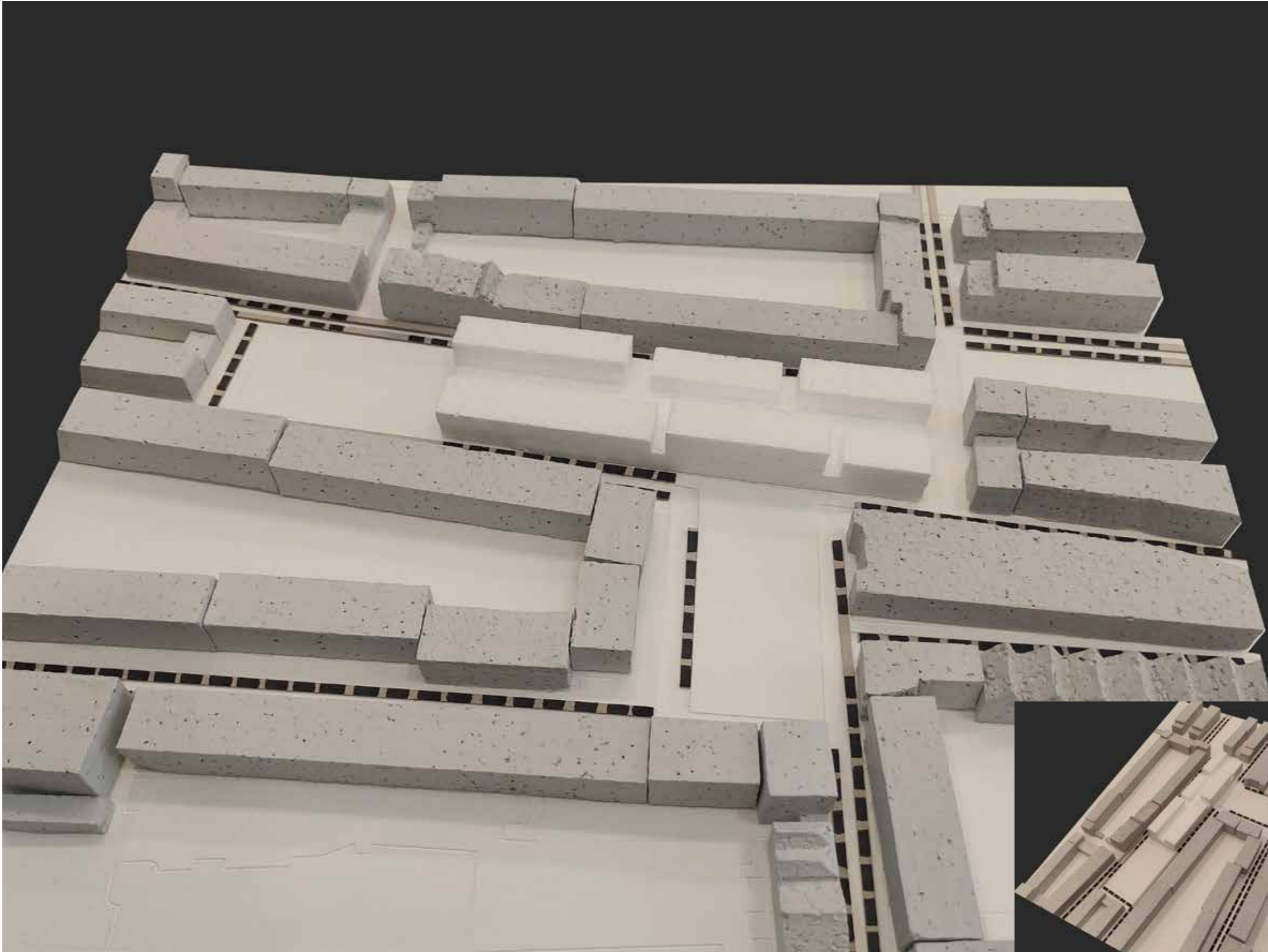


URBAN TISSUE

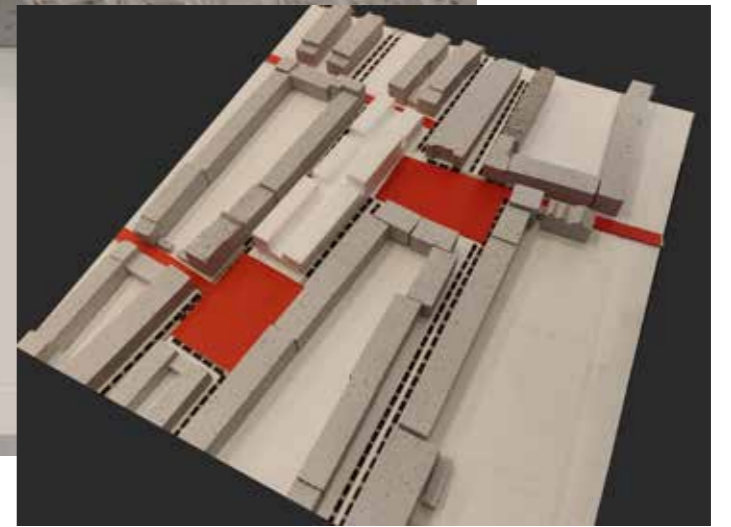
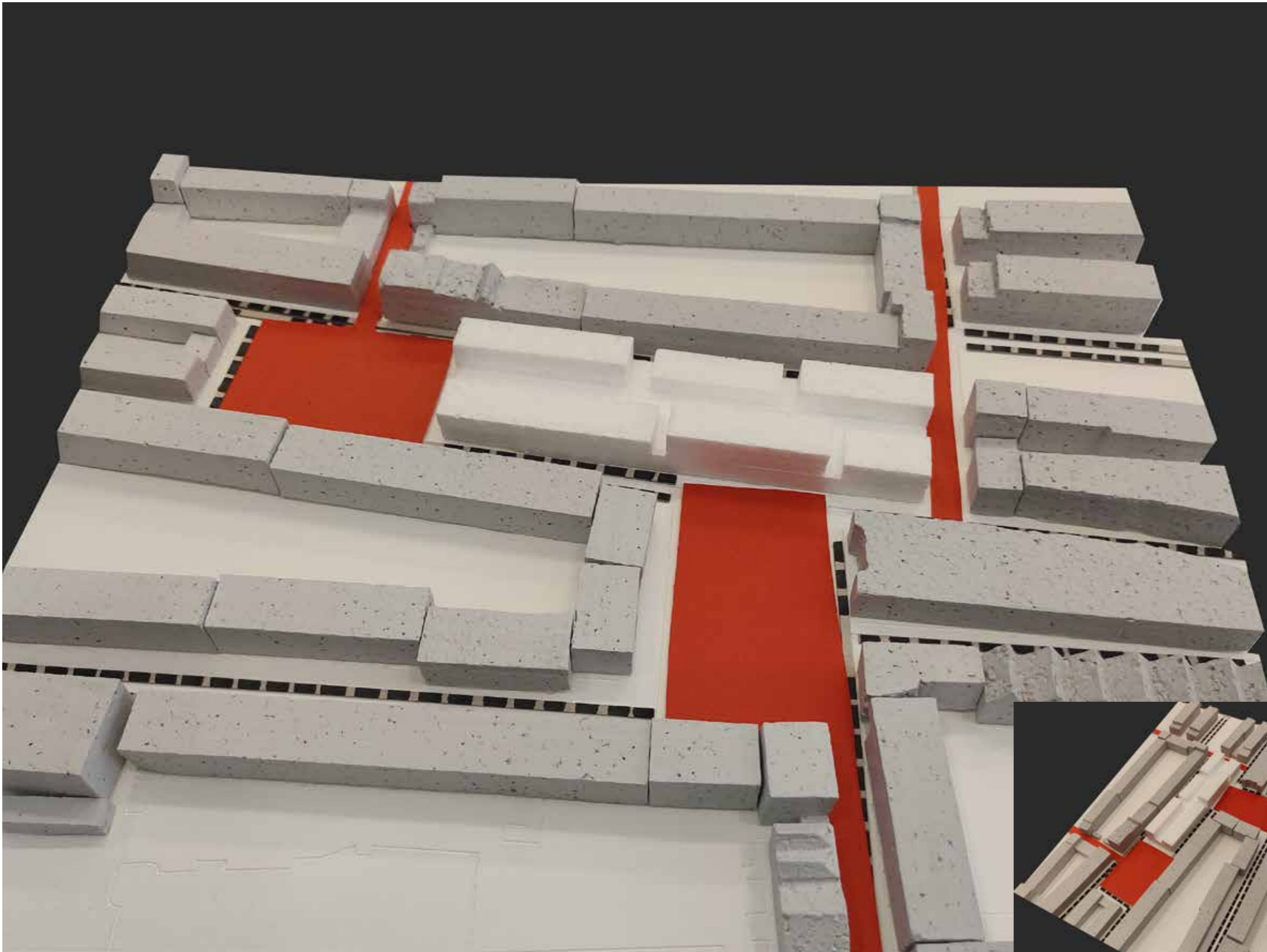


- Accessibility
- Public space
- Connections
- 'Hidden gems'

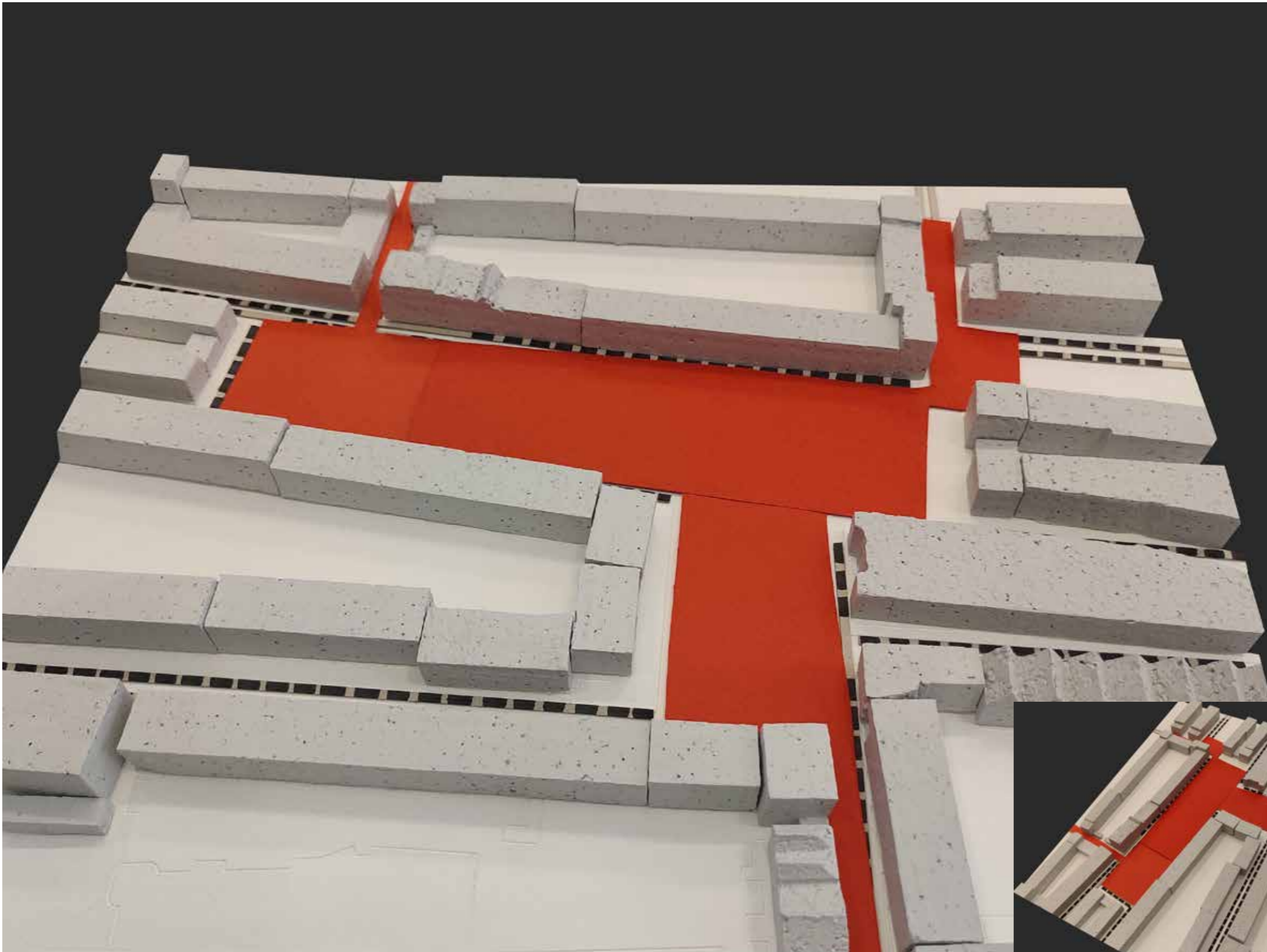
URBAN TISSUE



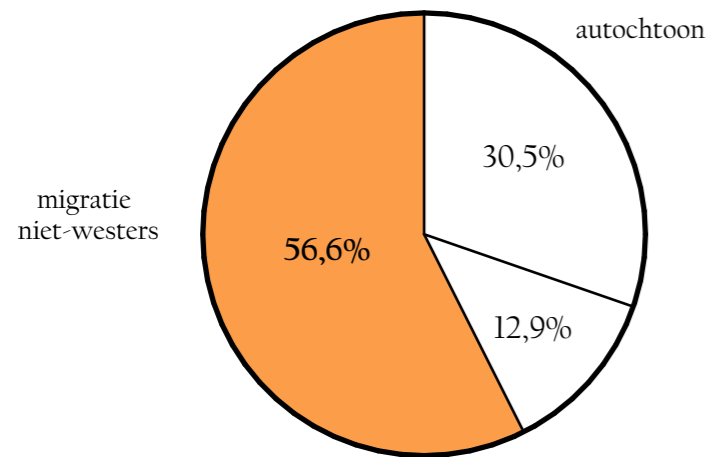
EXISTING



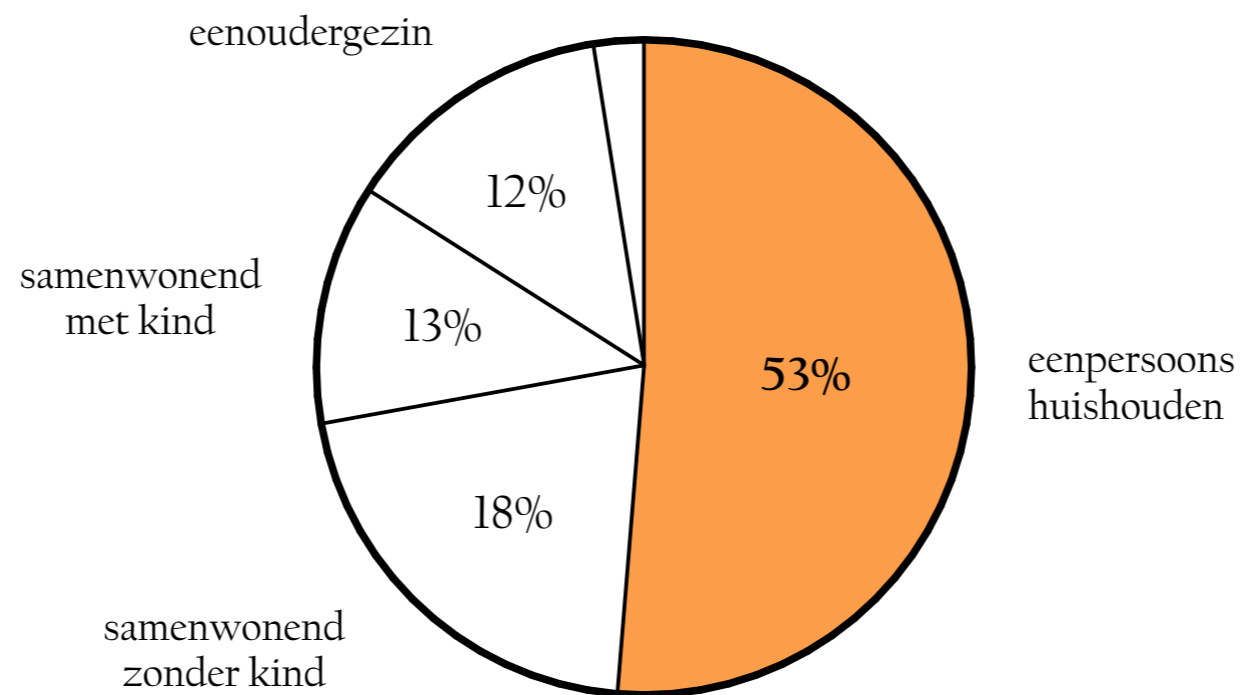
EXISTING CONNECTIONS



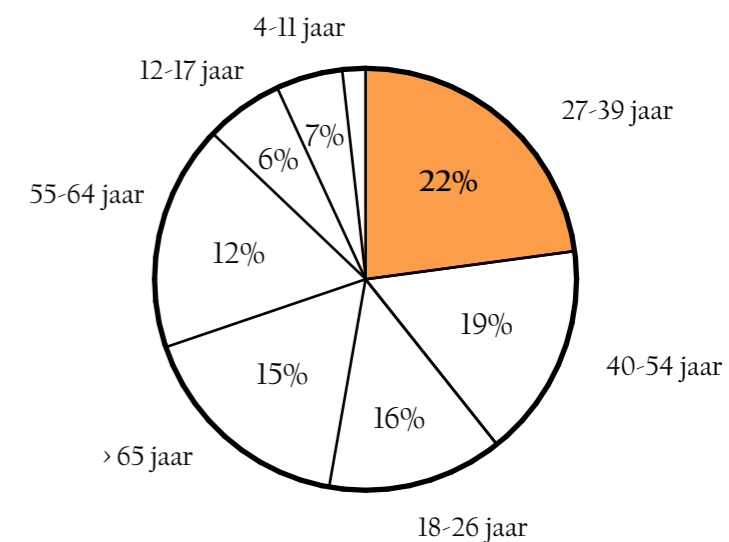
POTENTIAL



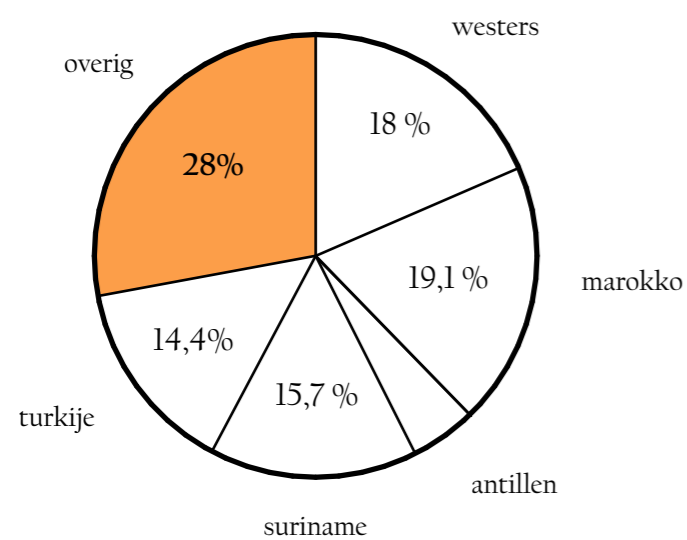
AUTOCHTOON OF MIGRATIE



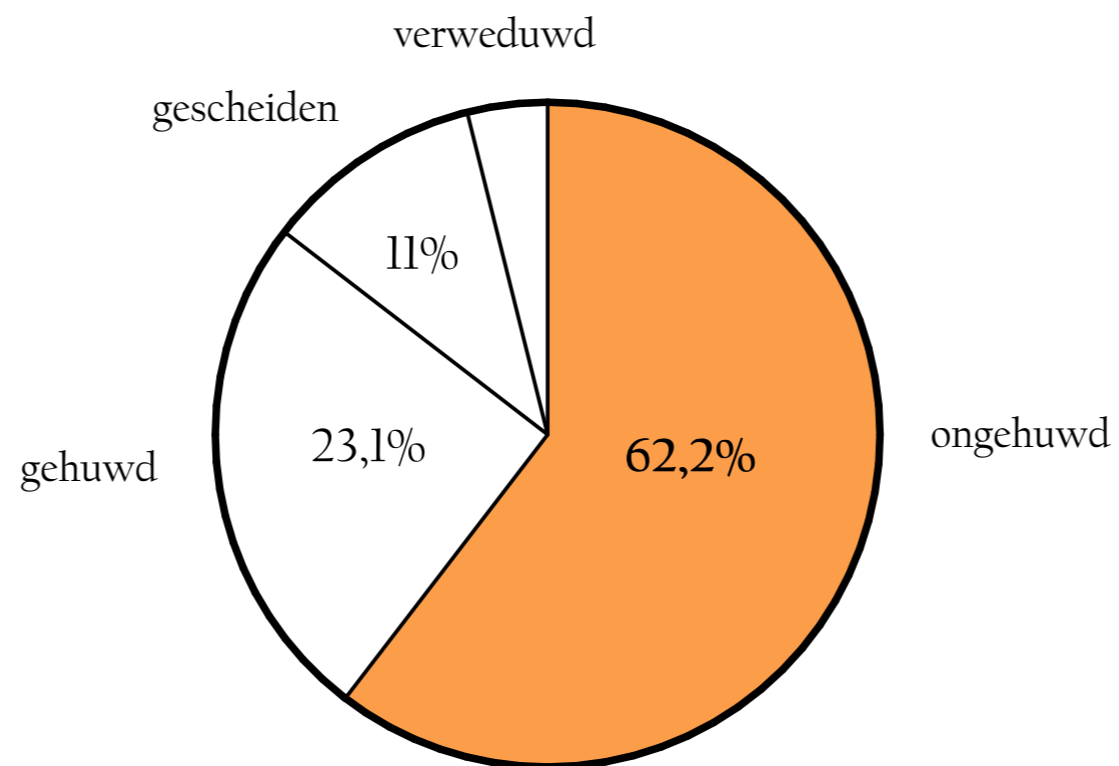
GEZINSSAMENSTELLING



LEEFTIJD



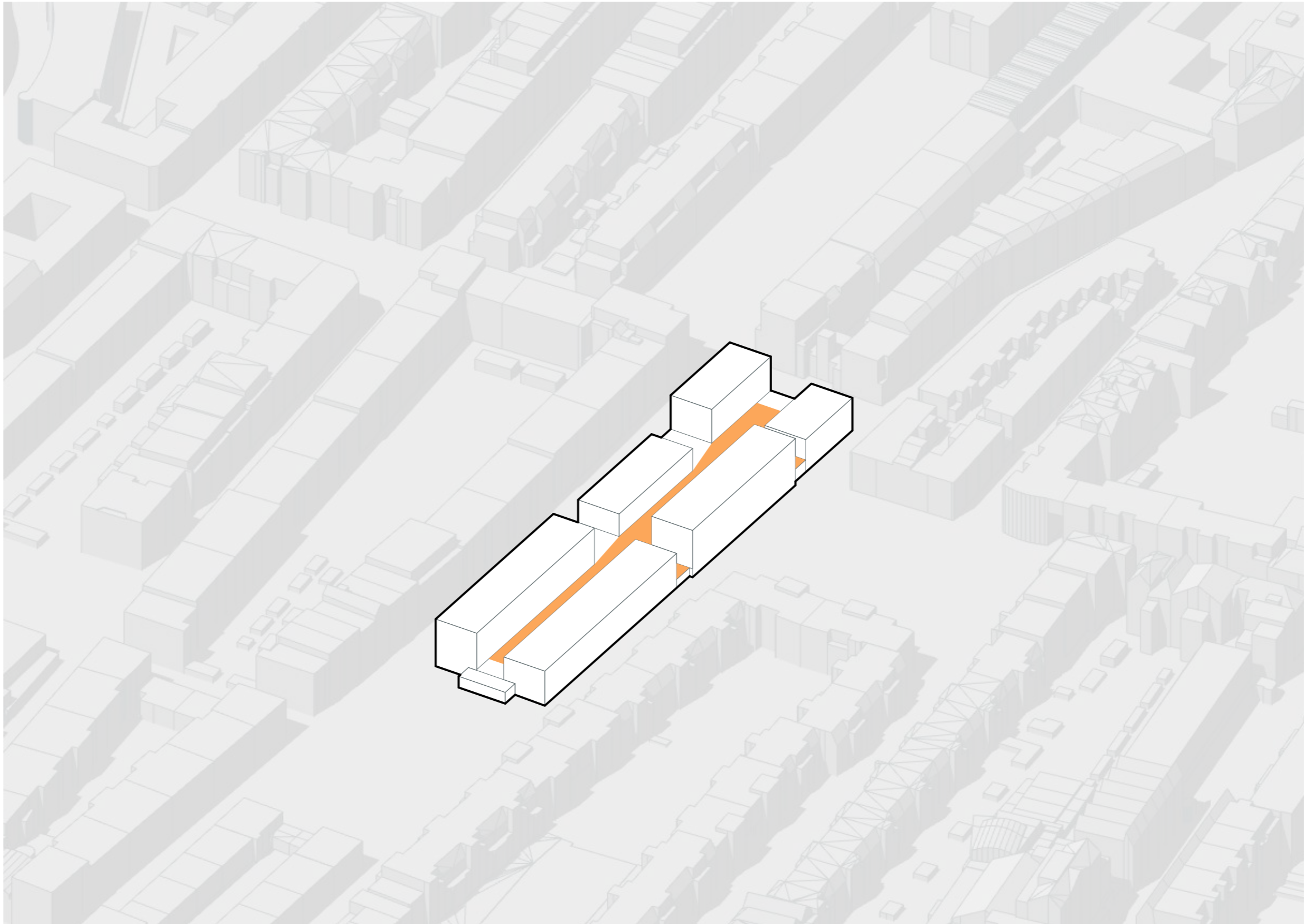
MIGRATIE ACHTERGROND



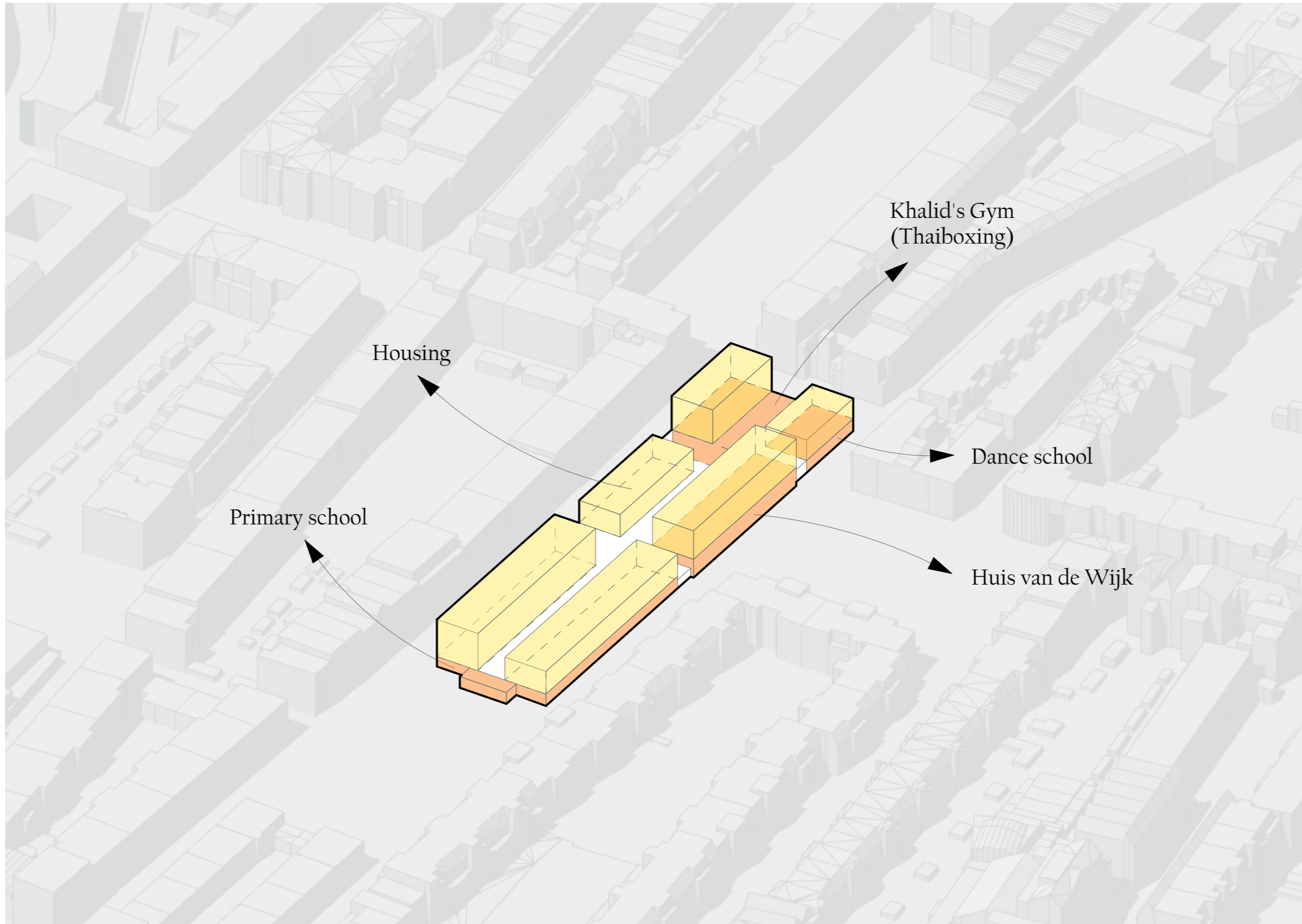
BURGELIJKE STAAT

Bronnen:

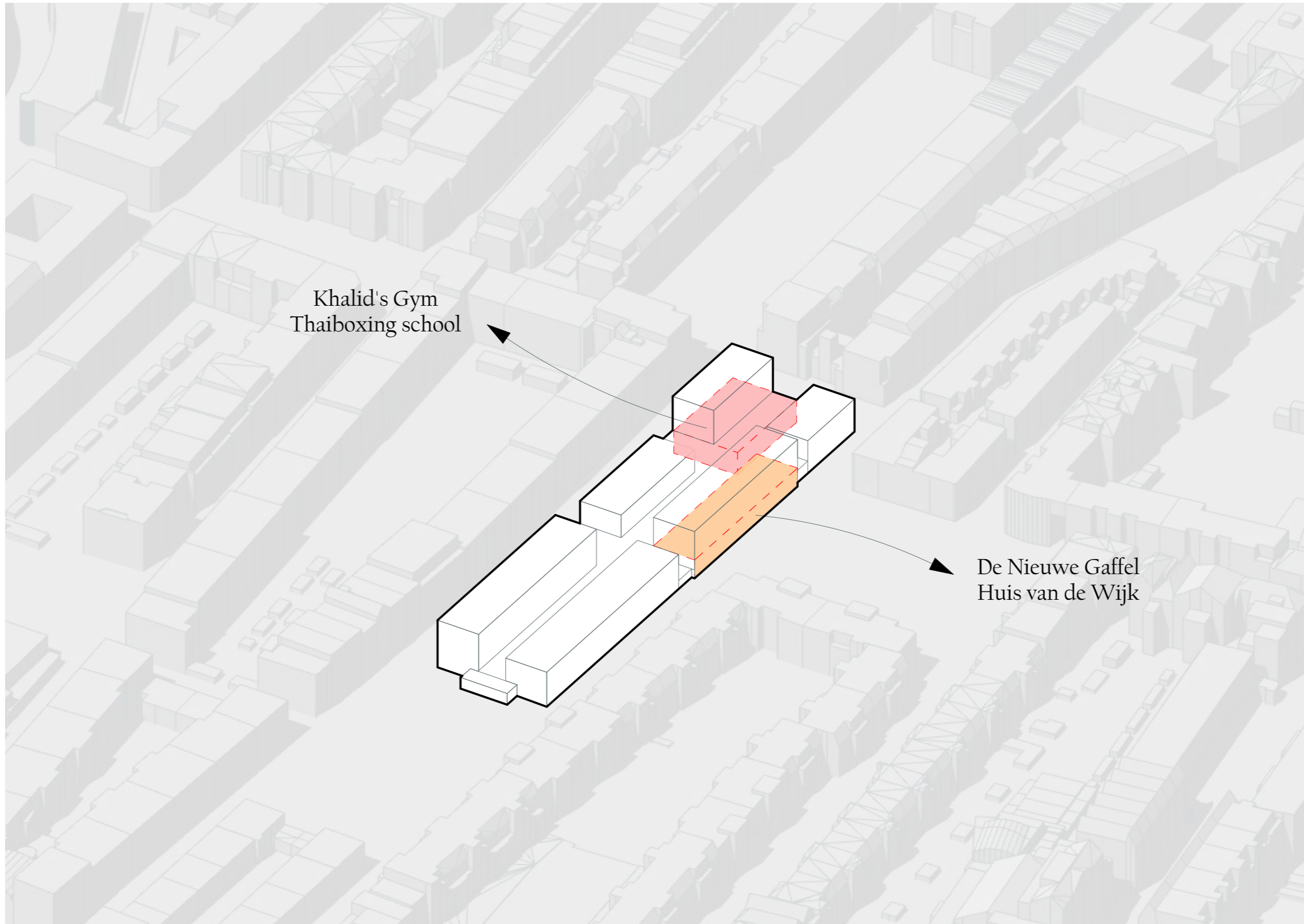
- Wijkprofiel Rotterdam 2020
- allecijfers.nl



INTROVERT



FUNCTIONS



FUNCTIONS

De Rimboe Pet shop

Butcher Schell

Winne, rapartiest

Richard Shoes

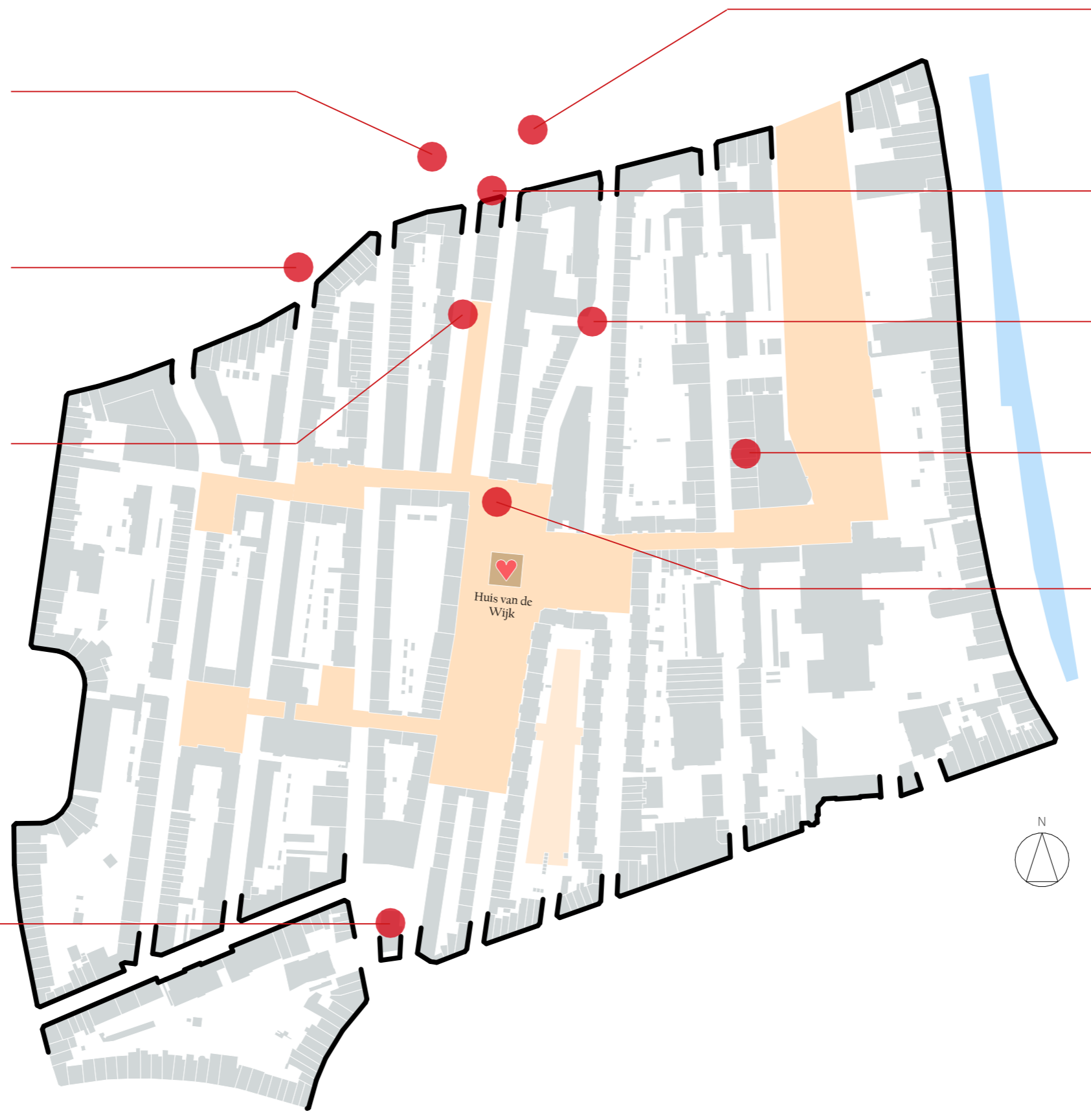
Krachtvrouwen

Huiswerkklas OW

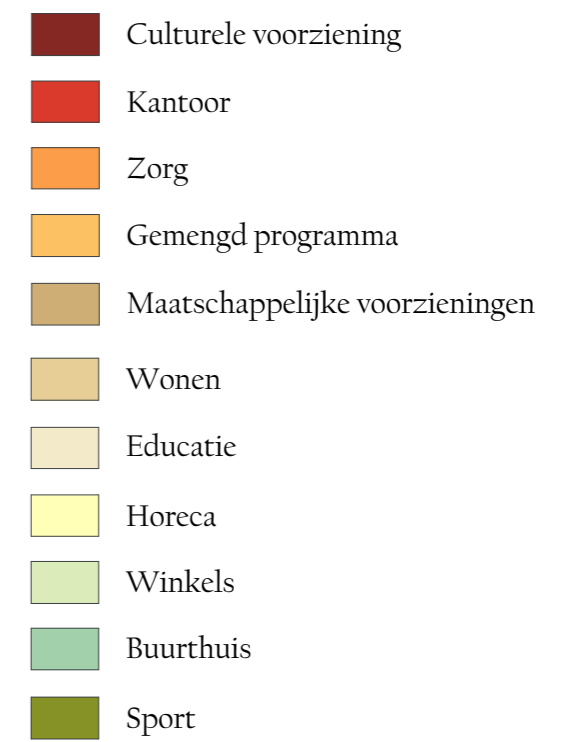
Odeon

Khalid's Gym

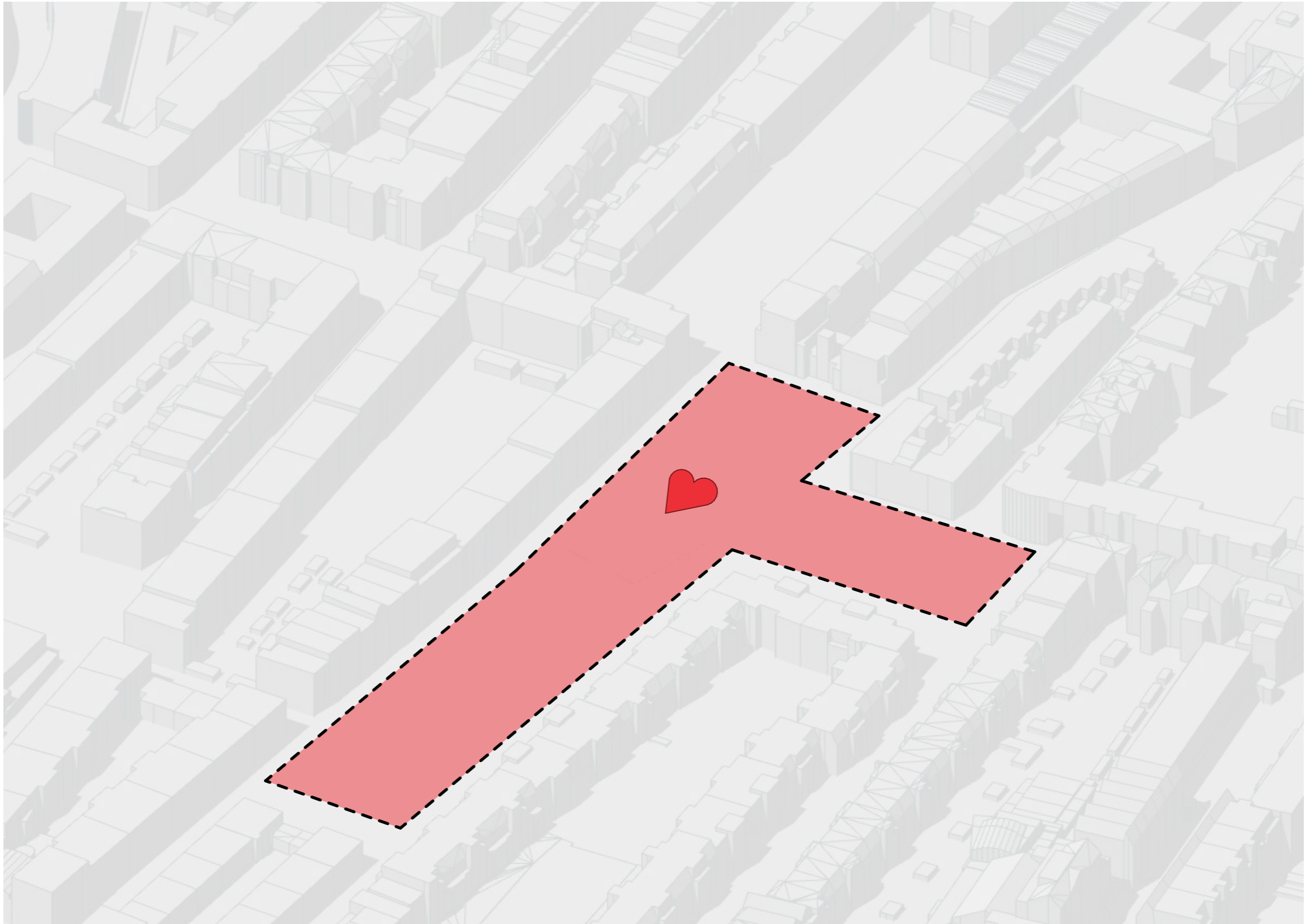
Leeszaal



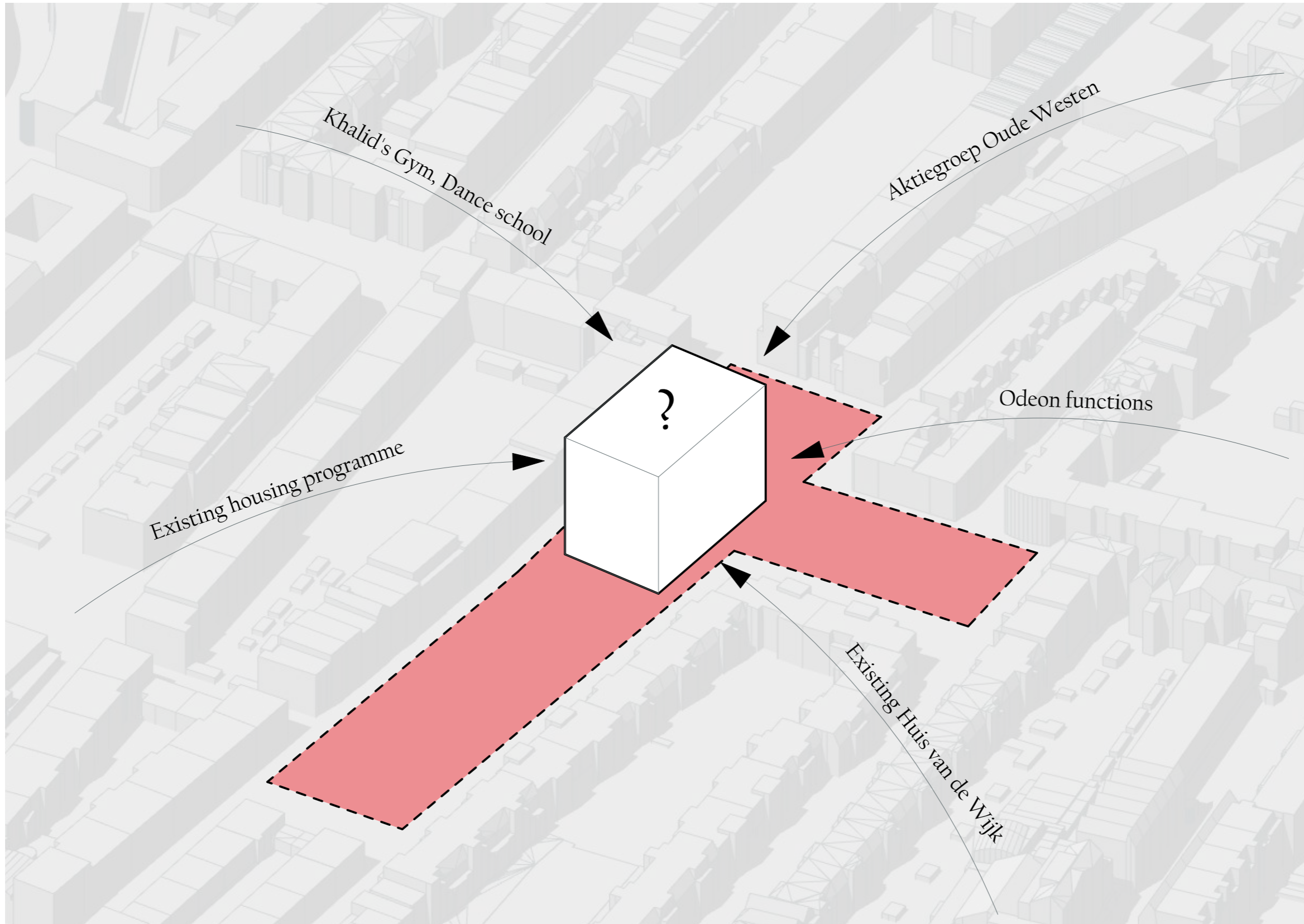
'COMMUNITY PEOPLE'



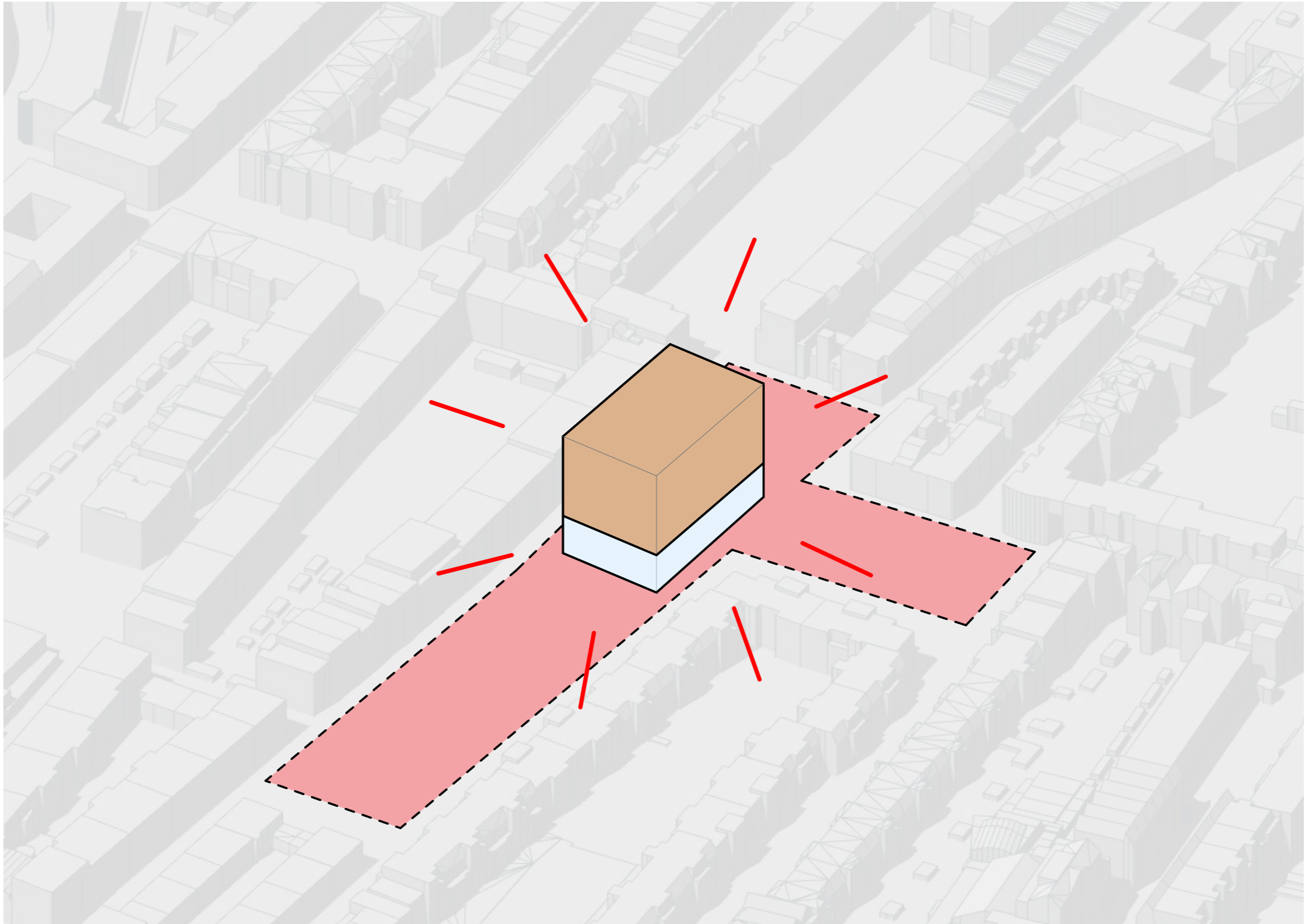
FUNCTIONS AROUND THE HEART



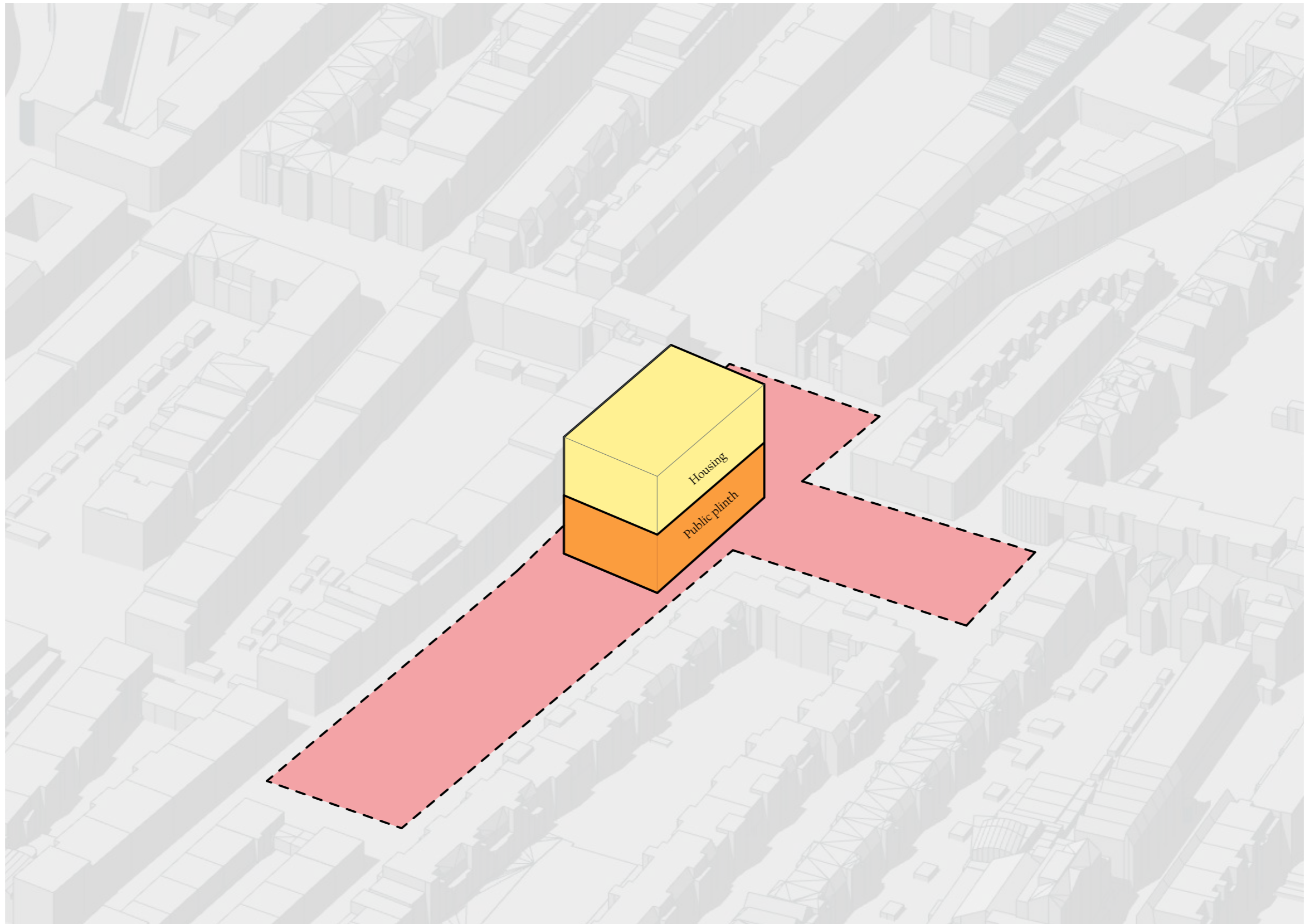
LOCATION



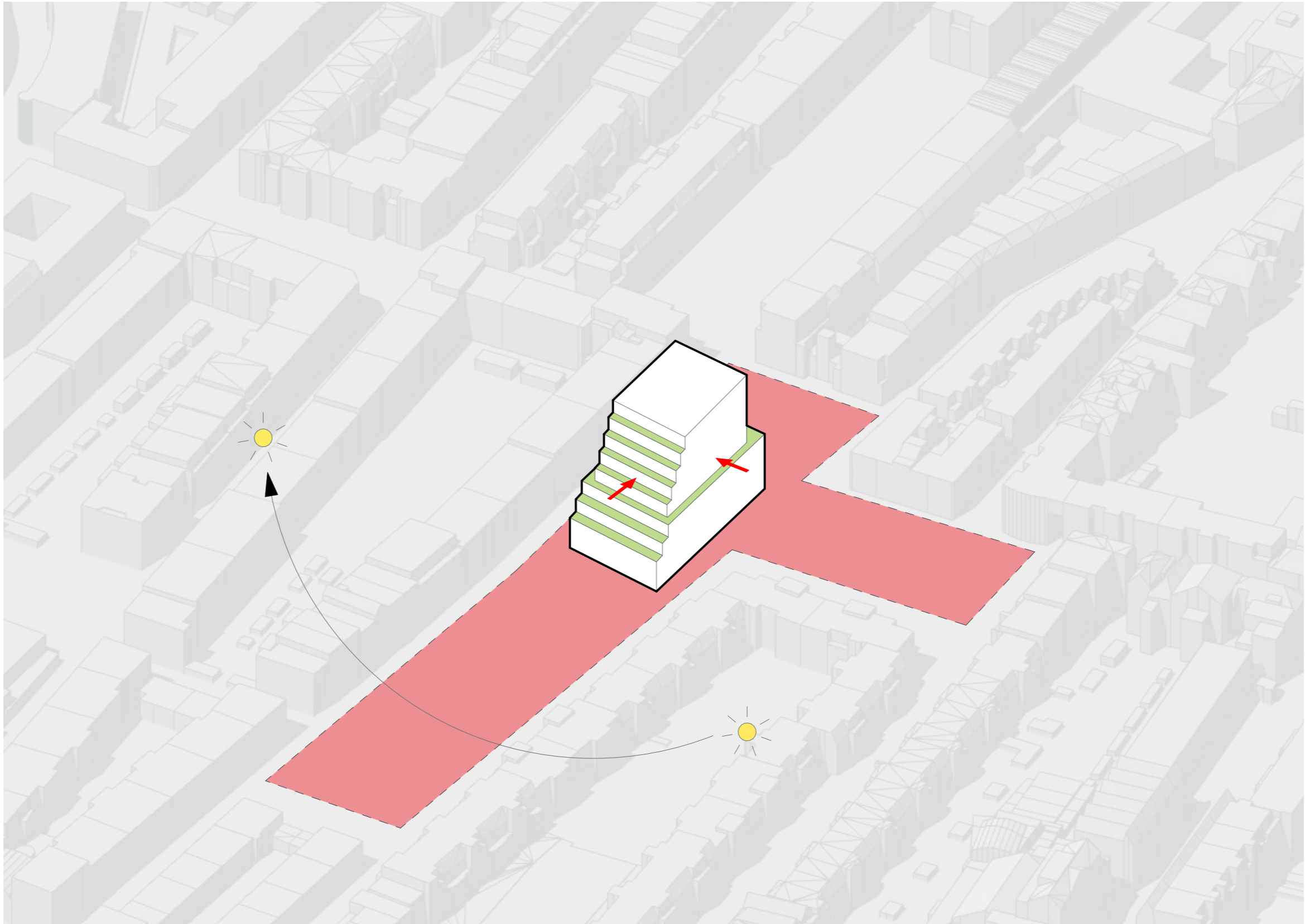
FUNCTIONS



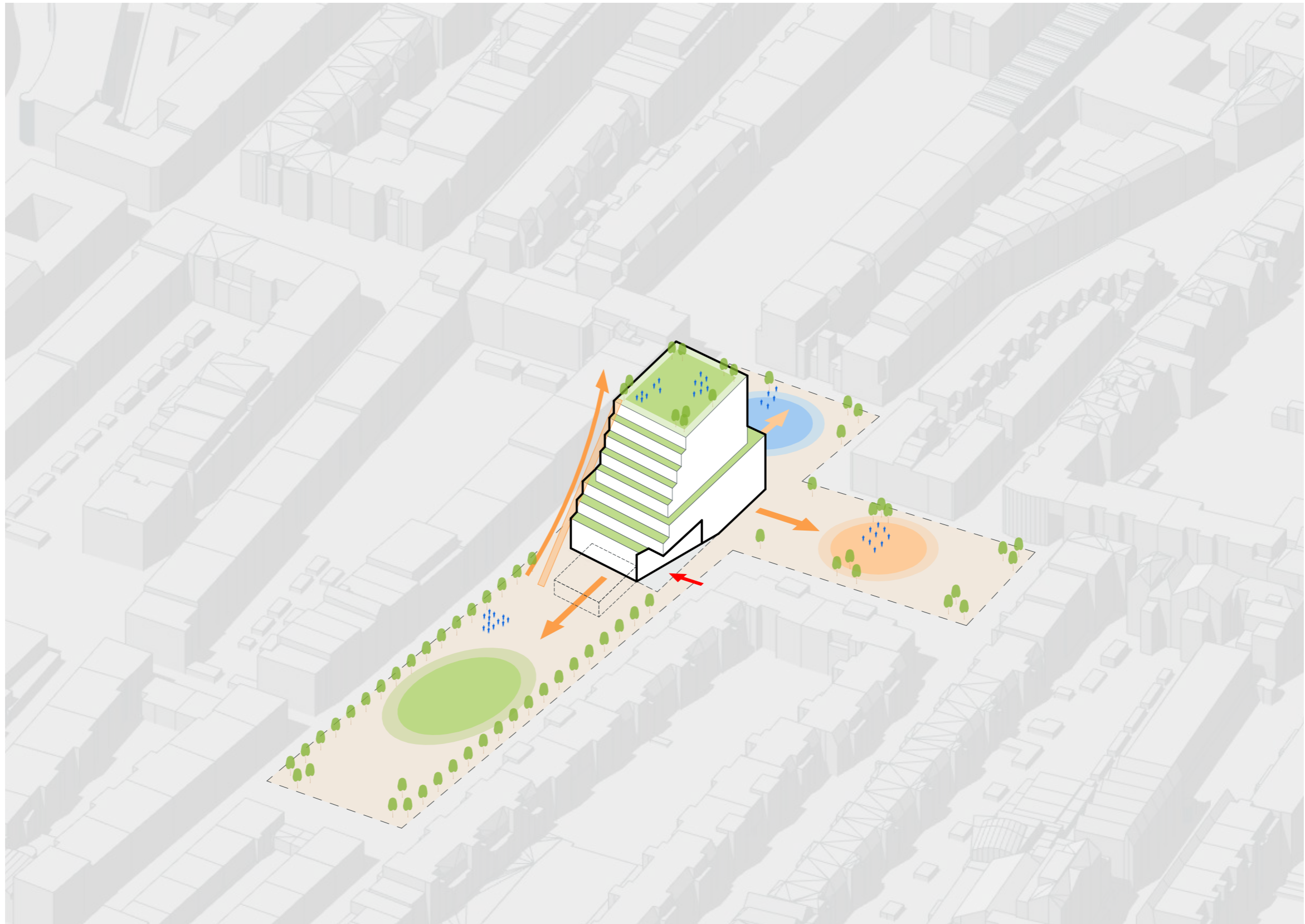
A NEW ICON



PROGRAMME



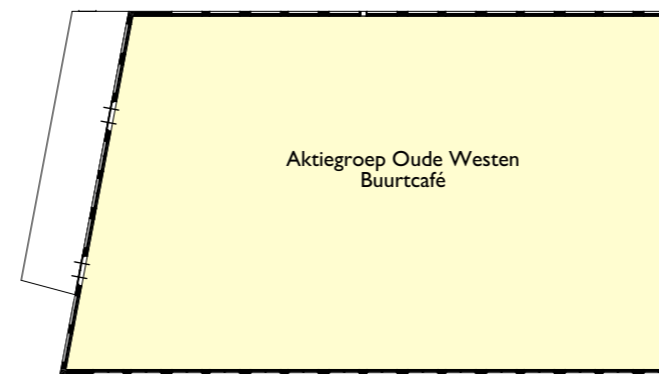
BUILDING SHAPE



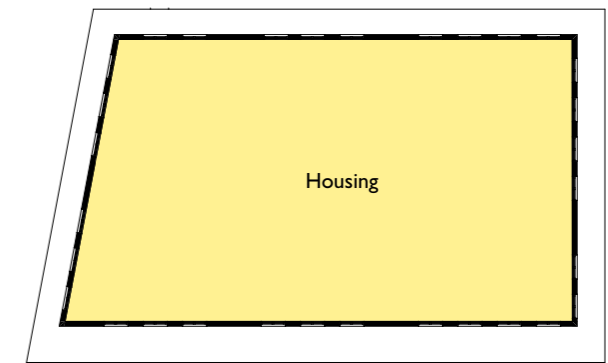
BUILDING AS A SOCIAL ACTIVATOR



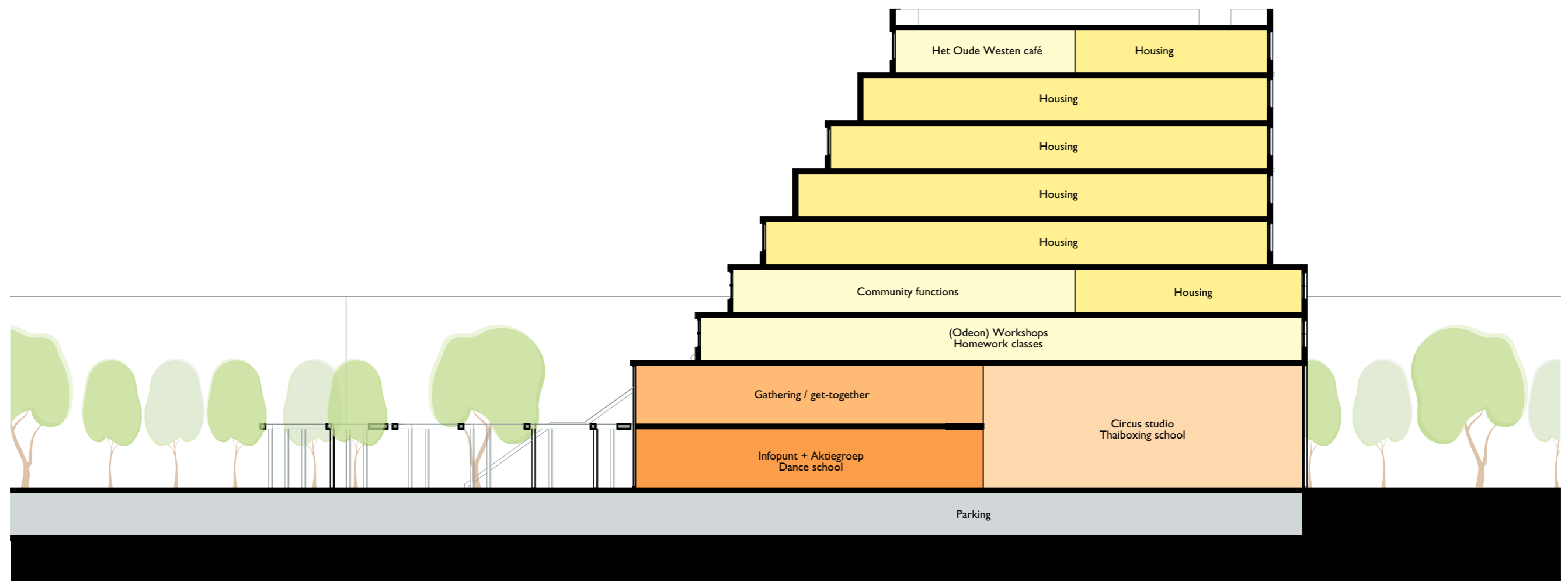
Ground Floor / 1st Floor



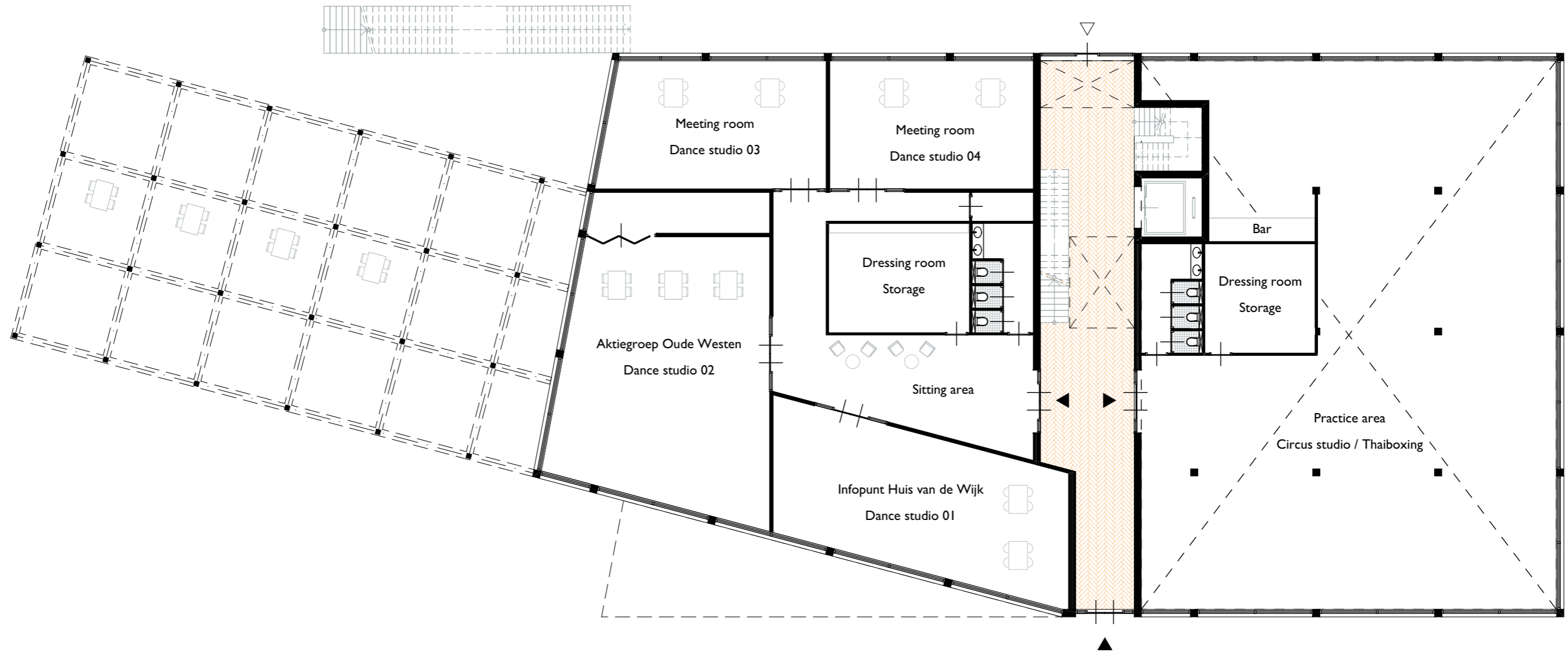
2nd /3rd Floor



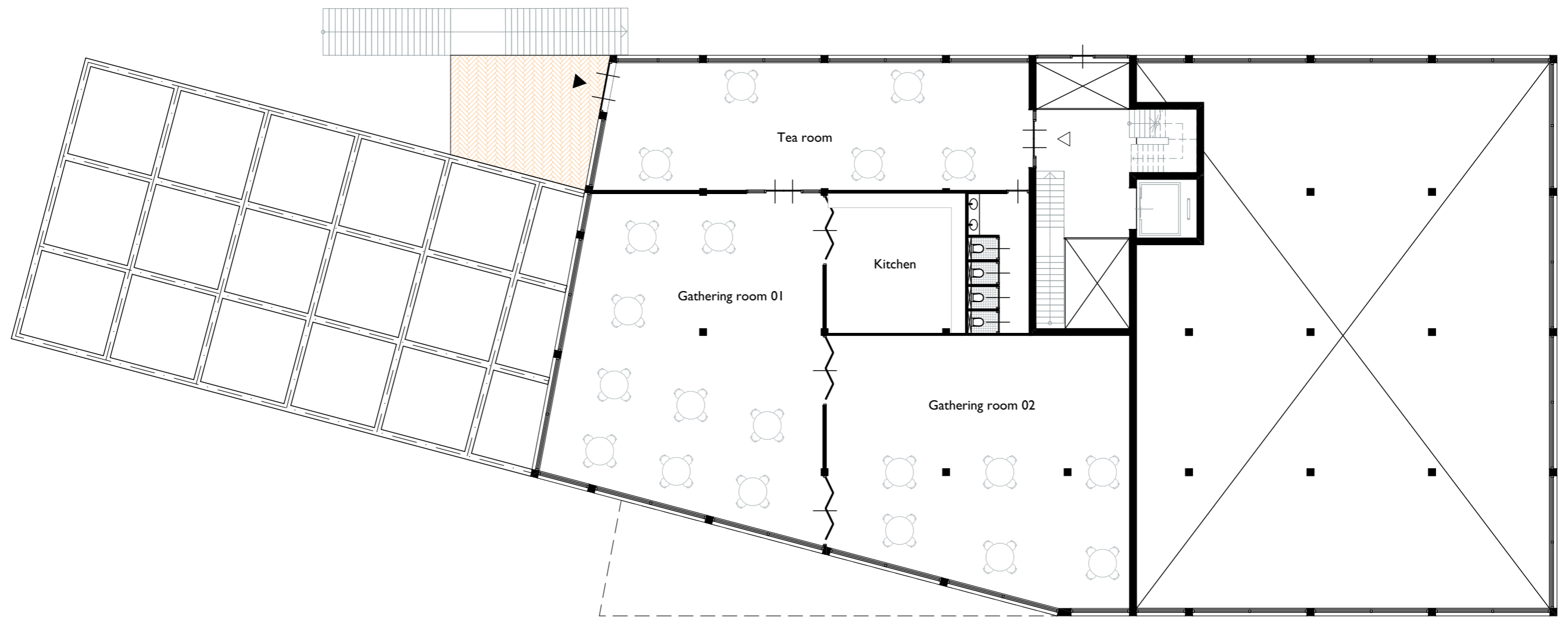
4th+ Floor



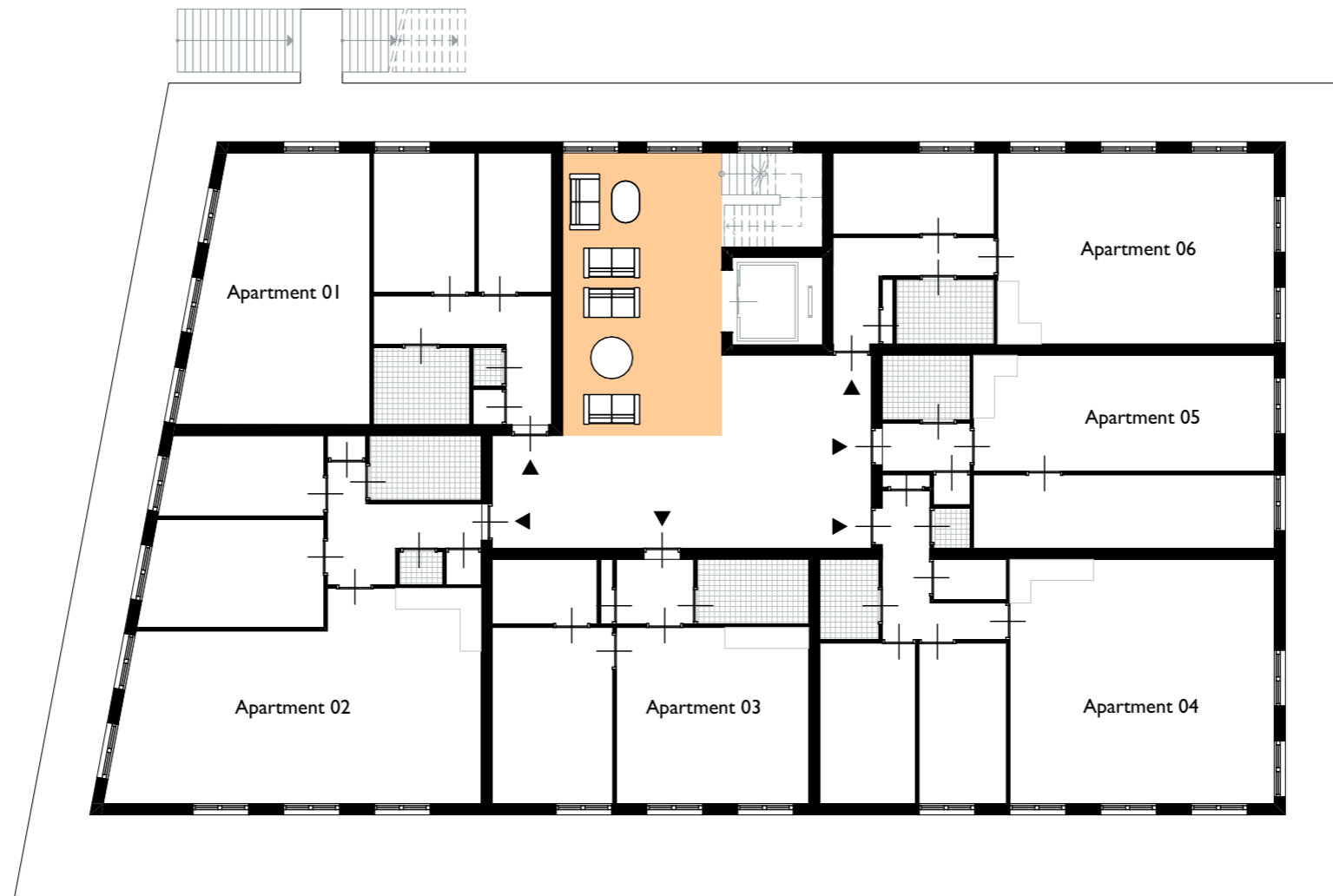
PROGRAMME SCHEMES



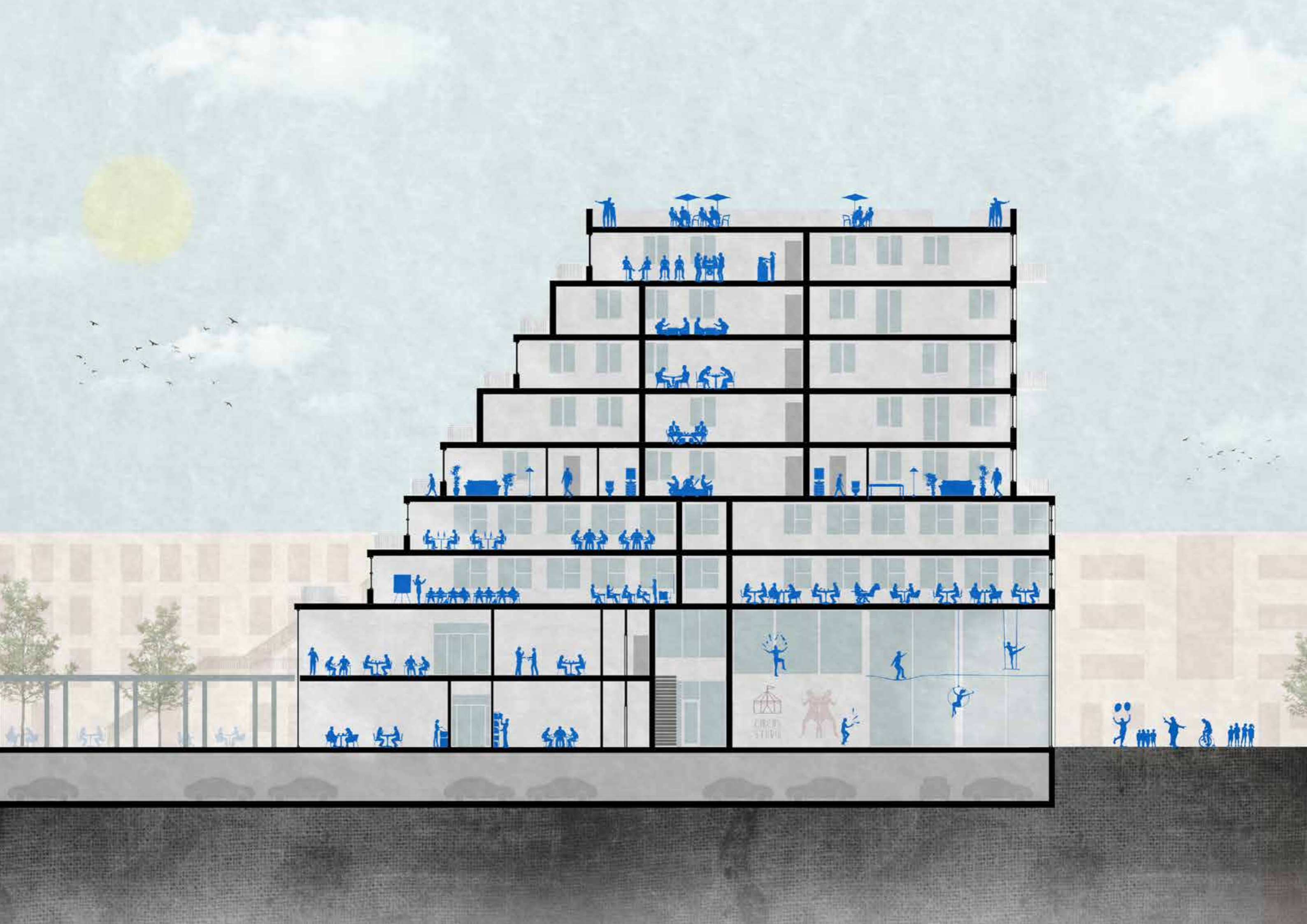
GROUND FLOOR



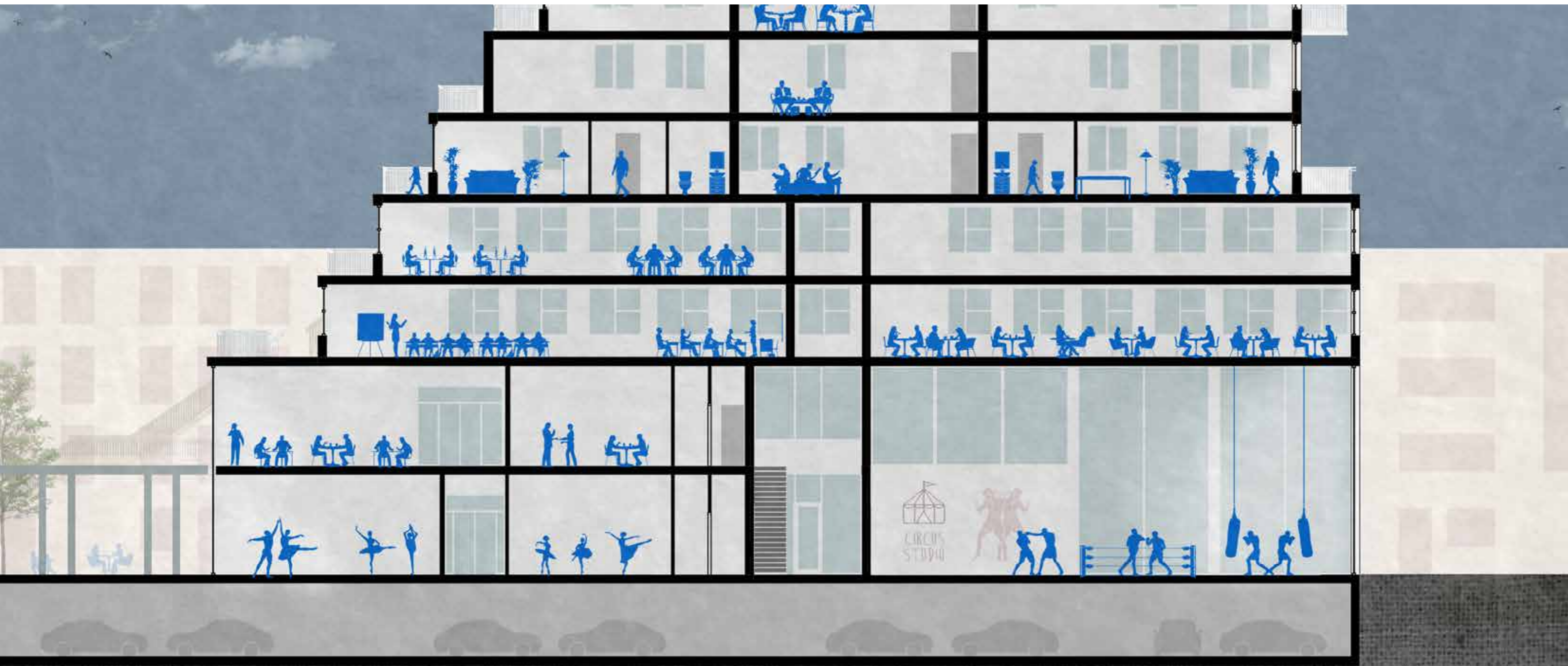
1ST FLOOR



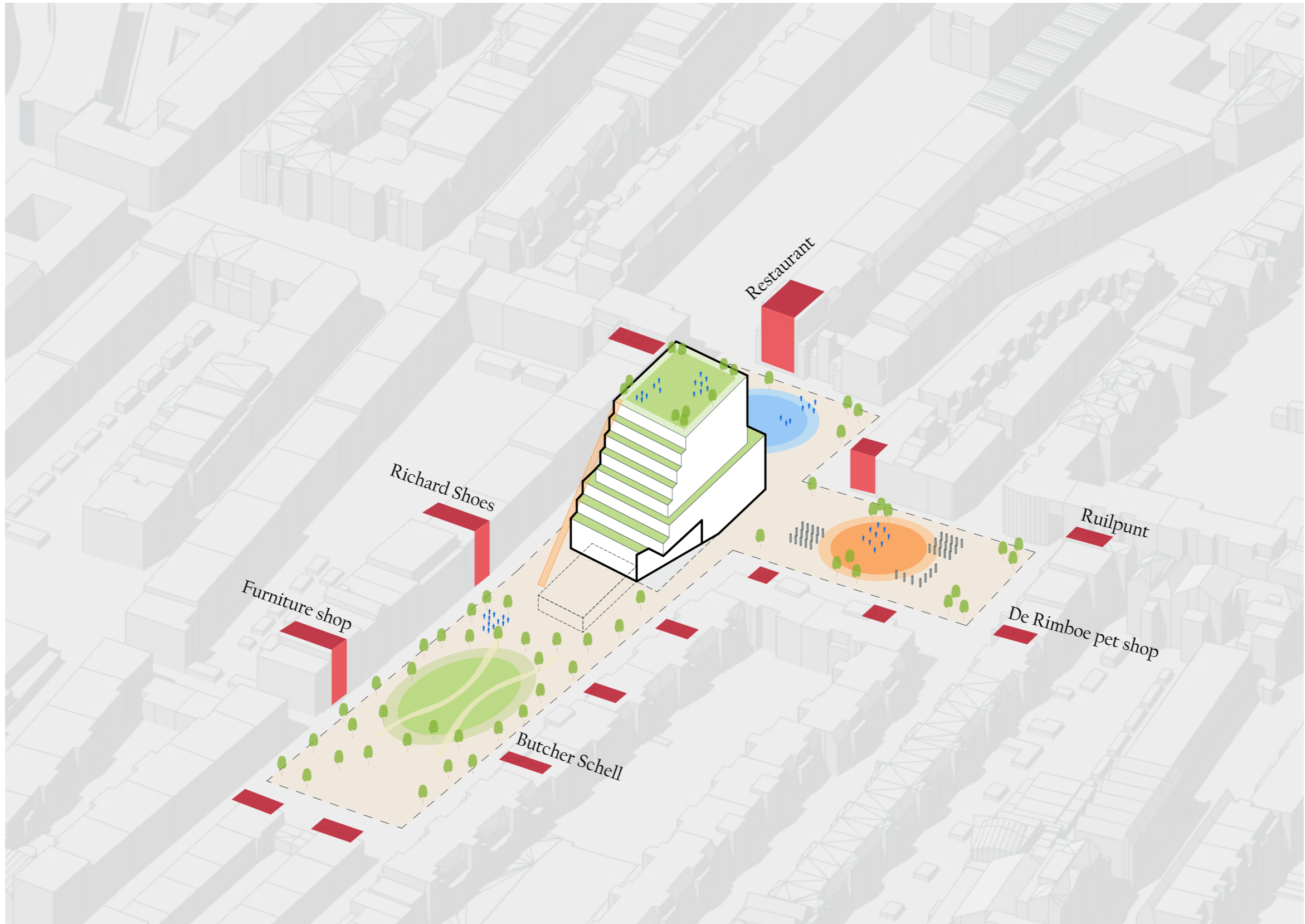
4TH FLOOR +



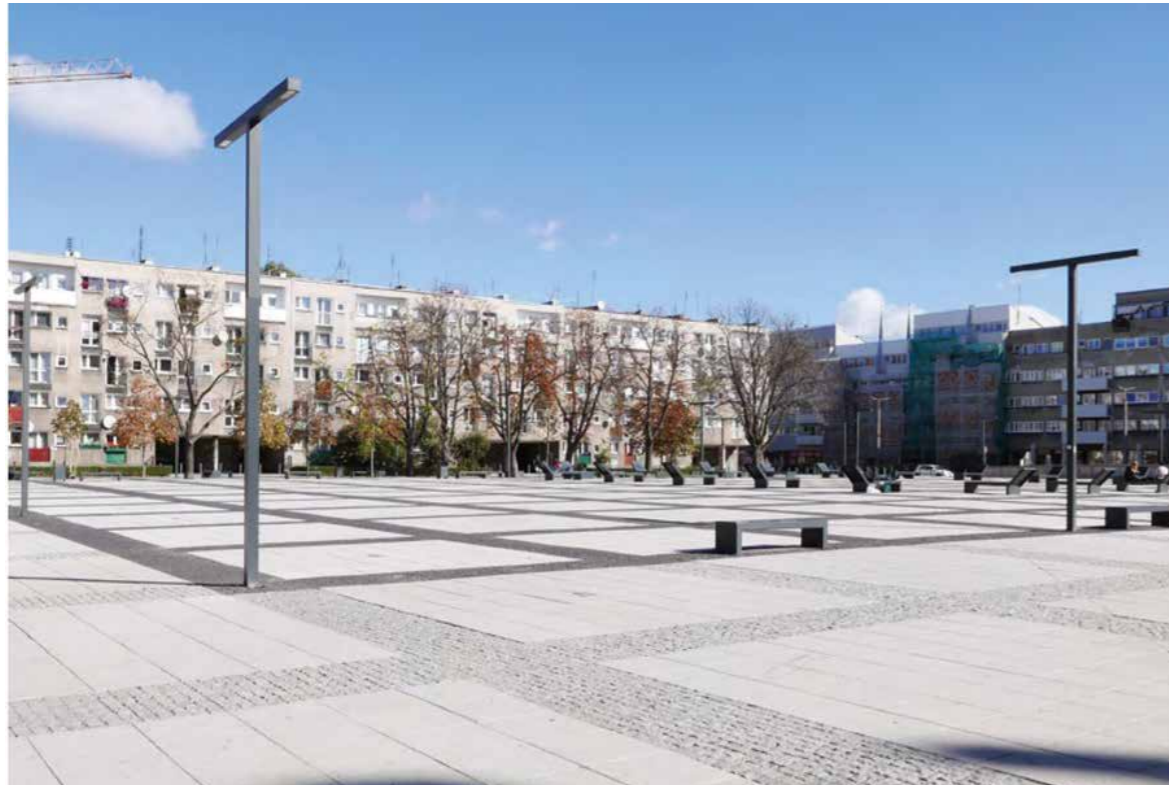








SQUARES



Size or scale

(Too) Free for interpretation

Lack of amenities

(Undefined) Materiality

Power to attract

NOT-SO-SUCCESSFUL SQUARES



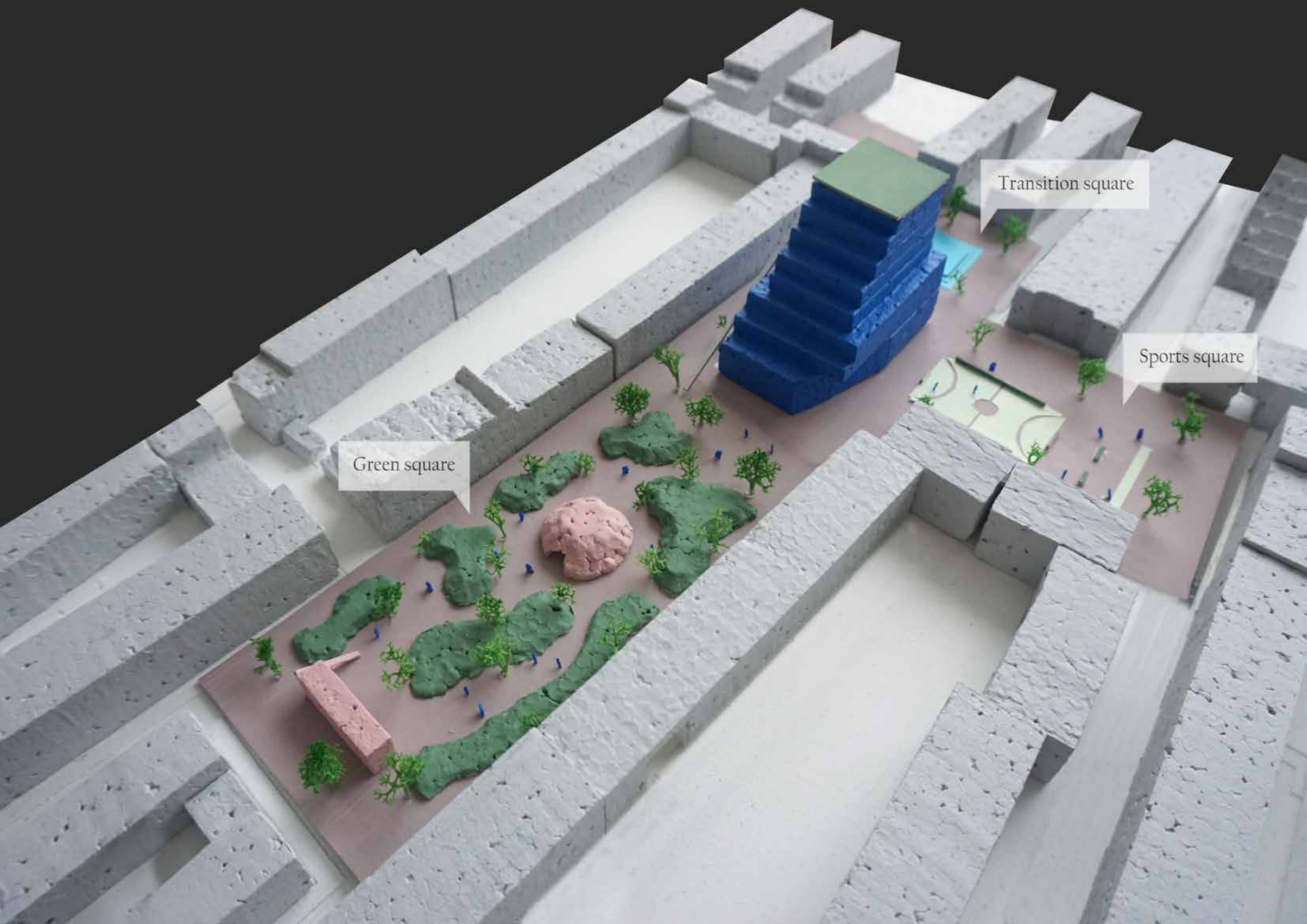
SPORTS SQUARE



TRANSITION SQUARE



GREEN SQUARE



Green square

Transition square

Sports square







THE HEART OF HET OUDE WESTEN

THE AMENITY STUDIO

- 01 Living in het Oude Westen means living nearby the city center (easily accessible), but without having the overcrowded streets.
- 02 The sometimes quiet but diverse neighborhood needs liveliness; urban revitalization turns the open public spaces into places to stay and not just 'passer-by' places, encouraging social interaction between the different people.
- 03 The public spaces and the building should be considered as a whole, strengthening each other through its amenities.
- 04 Together they function as a social activator, in the heart of the neighborhood.
- 05 The 'ensemble' of the building and the public space together, should become the new 'face' of het Oude Westen, representing the diversity of het Oude Westen.
- 06 Every person should feel at home and ease in this 'community building', it should be a centrally located hotspot which is easily accessible for everyone.
- 07 All necessary amenities within the old Gaffel-building and the Odeon, which contribute to the well-being and relationship of the community, should be integrated in the new building.
- 08 These amenities offer the possibility to connect different parties who have the same goal in improving the community of het Oude Westen (i.e. Aktiegroep, local people who contribute something to the community)
- 09 Together with the spare-time amenities, this results into het Oude Westen being a place where young children/people can grow up safely and become a successful person.
- 10 Besides multiple amenities, the building also consists of housing. The new building should provide good housing (in terms of housing type and size) with a healthy living environment.



REFERENCES