

RODE KRUISLAAN

Design Proposal



ROCHDALE



Amsterdam University
of Applied Sciences

UNsx.





Introduction

From Prevention to Resilience

As part of the research project 'From Prevention to Resilience' the civic interaction design group at the Amsterdam University of Applied Sciences developed a design framework for building neighborhood resilience. To test the tool, UNSx was assigned the task to develop a design proposal for a real life case study in Diemen.

Rochdale Case in Diemen – Rode Kruislaan

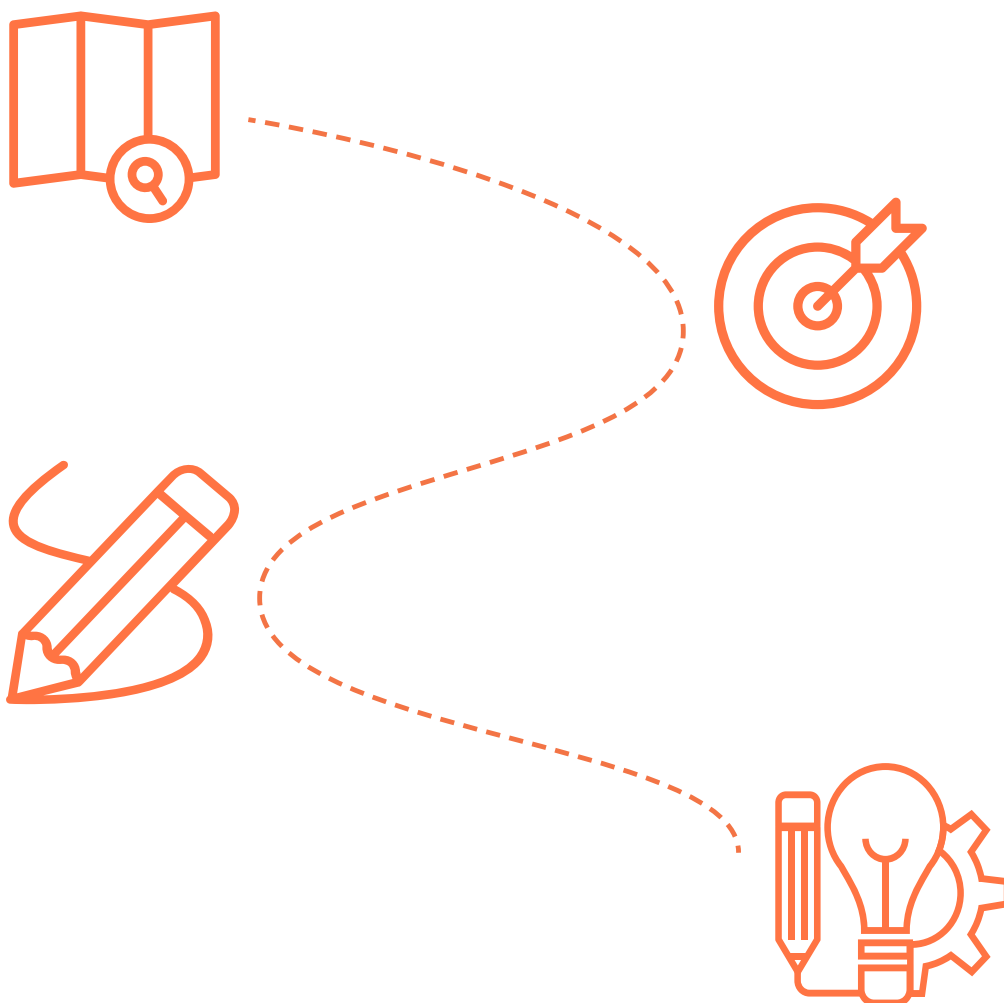
The research context is a 1960s apartment building on Rode Kruislaan, composed by 10 sections that form three interconnected hook-like structures. The complex was showing some warning signs of decreased livability. A general lack of social proximity, ongoing antisocial behavior and the lack of identity of the public spaces prevented the estate to integrate with the surrounding areas and communities.



DESIGN PROCESS

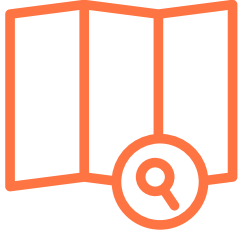
Our Approach

By deep-diving into local ecosystems, we aim to improve the interaction between users and their ecosystems. In the next pages we describe the different steps taken in our process highlighting the iteration phases that led us to the final design proposal.



Step 1

Research



The first step was to gain a deep understanding of the context by combining desk research, site visits and conversations with the locals.

Activities:

- **Desk Research:** We start with some desk research to gain knowledge on the geographical layout of the area, the positioning of the estate within the neighborhood and latest development plans from the Municipality of Diemen.
- **Site Visits:** 3 site visits allowed us to experience the area and better understand it's physical layout and character.
- **Interviews with the locals:** during the site visits we had the opportunity to interview local residents to gain insights on how everyday life evolves in the neighborhood and what were the major strengths and challenges they faced.
- **Framing the challenge**
Coupling our observations and residents' insights, we were able to frame the challenge and plan for the next steps.

Step 2

Impact Goal Workshop



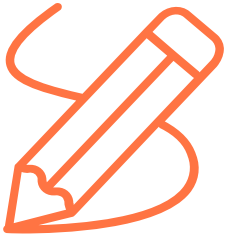
During the second step of the process, by using a 'push and pull' workshop, the UNSx team and the client collaboratively identified three main impact goals that the design proposal will address.

Activities

- **Push workshop phase:** During the first part of the workshop the UNSx team presented a set of observations and insights that were the outcome of the first phase of analysis. Topics were addressed from different angles identifying strengths, weaknesses and opportunities.
- **Pull workshop Phase:** As we presented the different aspects, we gathered insight bringing different perspectives from the client into the conversation. This approach allowed us to bring in different opinions and to collaboratively identify three main impact goals

Step 3

Internal Ideation workshop



Having identified our impact goals, we invited a number of architects, designers and creative strategists of UNStudio to take part to an internal ideation workshop.

Activities

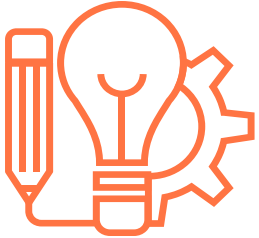
- **How might we?:** We started the first part of our workshop by sharing our knowledge about the site and explaining each impact goal. To brief the team and contextualize the design in an efficient way, we provided the following *How might we* questions : 1. Give the parking lots new public meaning that disrupt the way they are used right now 2. Overcome the us/them divide of residents 3. Use nature as a connector to bridge cultural differences
- **Round Robin technique:** To gather the creative input of all participants, we decided to use the 'round robin' technique. Each group was assigned a HMW question and by following an iterative process of building off consecutive contributions we produced a multitude of design ideas.



Internal Ideation workshop
UNStudio

Step 4

Concept Development



After gathering creative input from architects, designers and strategists we translated the concepts in a new vision for the estate and surrounding area.

Activities

- **An overarching concept**
After reviewing the workshop outcomes we developed an overarching vision that could address the current challenges. The vision mainly includes a placemaking proposal and programming concept.
- **The design brief:**
- As part of the concept development we prepared a specific design brief that provided guidance on how the key pillars of the vision could be translated into design.

The concept translated into a design proposal that stepped beyond the delivery of a concept design by aiming to set in motion new synergies that would benefit people, the planet and local enterprises

The Challenge:

**HOW MIGHT
WE USE DESIGN
TO CREATE A
NEW SYNERGY
BETWEEN THE
ESTATE, ITS
RESIDENTS AND
SURROUNDING
AREA?**

Concept: RODE KRUISLAB

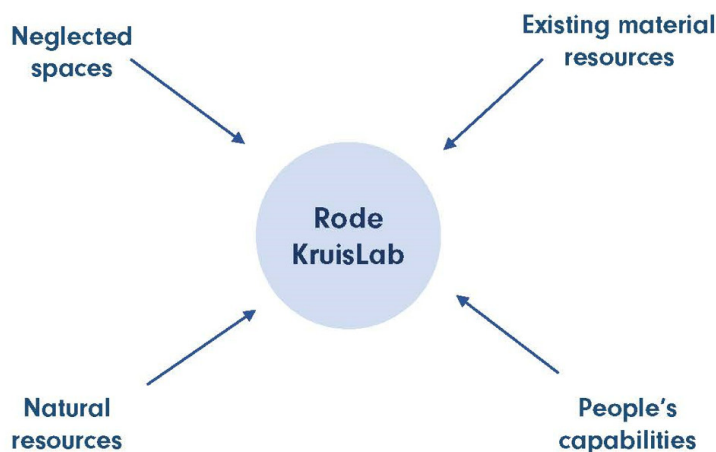
While addressing the current challenge, it will also act as a prototype of the character that the area may develop in the future.

FOCUSING ON THE ACTIVATION OF UNDERUSED SPACES BY REUSING EXISTING ASSETS

Rode Kruislab

Leveraging on the numerous assets that the area holds, the Rode KruisLab design proposal aims to use the estate as a neighborhood laboratory. By collaboratively testing, researching and prototyping ideas with the support of socio-material infrastructures we will unveil a fertile ground on which community and neighborhood interests and aspirations can be tested and

discussed. By establishing this collective process and by reinforcing it with a phasing approach, we aim to create the enabling conditions to empower, activate and reconnect communities with their shared neighborhood by setting in motion new synergies.



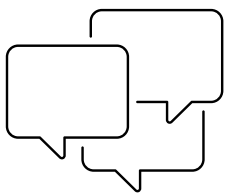
**The Rode KruisLab design
proposal aims to use the estate
as a Neighborhood-Lab**

Why create a Neighbourhood Lab?

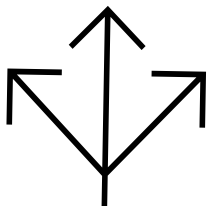
A Neighbourhood-Lab provides the conditions to shape common ground and transition to more resilient communities by:



Testing abstract concepts to practice



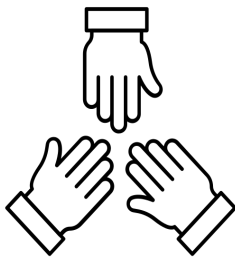
Leaving space for dialogue and collaboration



Keeping problem and solution open ended

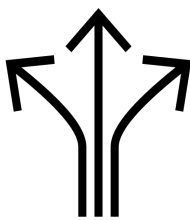
Principles for participation

While thinking about the design process we have identified some key principles for participation. While allowing space for shared decision making and focusing on the everyday experiences, of place, we aim to bring about a desire for participation and maintain residents' commitment in the long run.



Participation beyond consultation:

Leaving space for a shared final design direction from the community and co-production across public services and programming



Confident communities:

An incremental approach to the development of the public spaces focused on 'early-wins' to build confidence in communities



Experience of place:

Focusing on what is that buildings and places communicate to people and how they influence their behavior

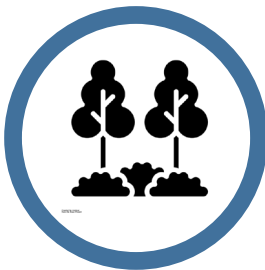
Impact Goals

The impact goals that were collaboratively identified in the workshop with the clients are described below:



Strengthen the identity:

Overcome the anonymity of the public space and ease area navigation to promote a sense of shared ownership of the place and a stronger emotional attachment.



Celebrate Nature:

Building upon the rich natural elements of the area and its surroundings provides an opportunity for biodiversity to flourish in innovative ways



Weave Local communities:

Connecting existing communities promoting an inclusive mindset and physical space to allow everyone to express their views and contribute to the social life of the area.

DESIGN PROPOSAL

CONFETTI PARKLETS

Nudging new behaviours in residents by providing new meeting spaces that allow users to enjoy and interact with their green estate

- **Creating a unique visual identity**
- **Providing multi-generational meeting spots**
- **Stepping stones for plants and natural species**



GARAGE WORK/SHOPS

Reviving the parking lots by transforming the garages into flexible spaces focused on skills and training for residents and local entrepreneurs

- **Attracting new type of users into the estate's ecosystem**
- **Start-up location minutes from Amsterdam**
- **New, diversified activities contribute to the the community**

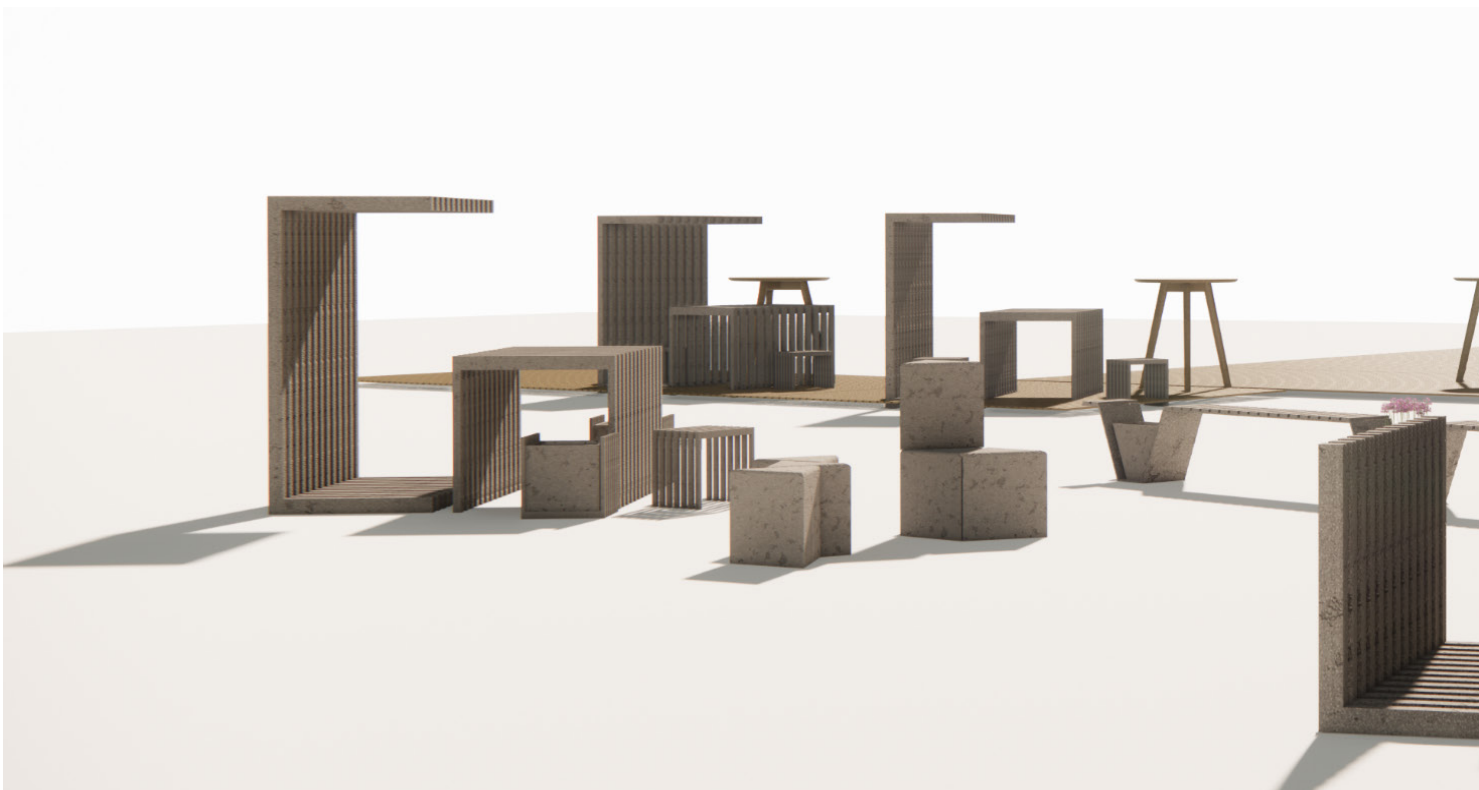






CONFETTI PARKLETS

Activating the landscape while delivering a distinct visual character creating new links between the building, the parking lots, and local biodiversity



Confetti concept

The confetti concept is conceived as a loose and informal characterization that weaves together the building, parking lots and local biodiversity. In its scattered visual nature, it can be precise in its intent allowing for spontaneity of uses, individuality and customization and new opportunities for ownership and community appropriation.

Confetti Elements

Each urban element will have structural specificities and the possibility of an integrated digital layer. From new meeting spots, to growing parklets, biodiversity sanctuaries and new landscape connections.

● Modular planters

● Lighting and Wifi

● Electric Sockets

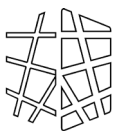
● Interchangeable Panels

● Eco-features

● Seater positioning



Designing out Crime



Access points and paths

Bring more flow of people to the parking area exposing potential offenders. The structure can interrupt the connection between the lots creating more secured access for cars or extend to a new bridge



Lighting System

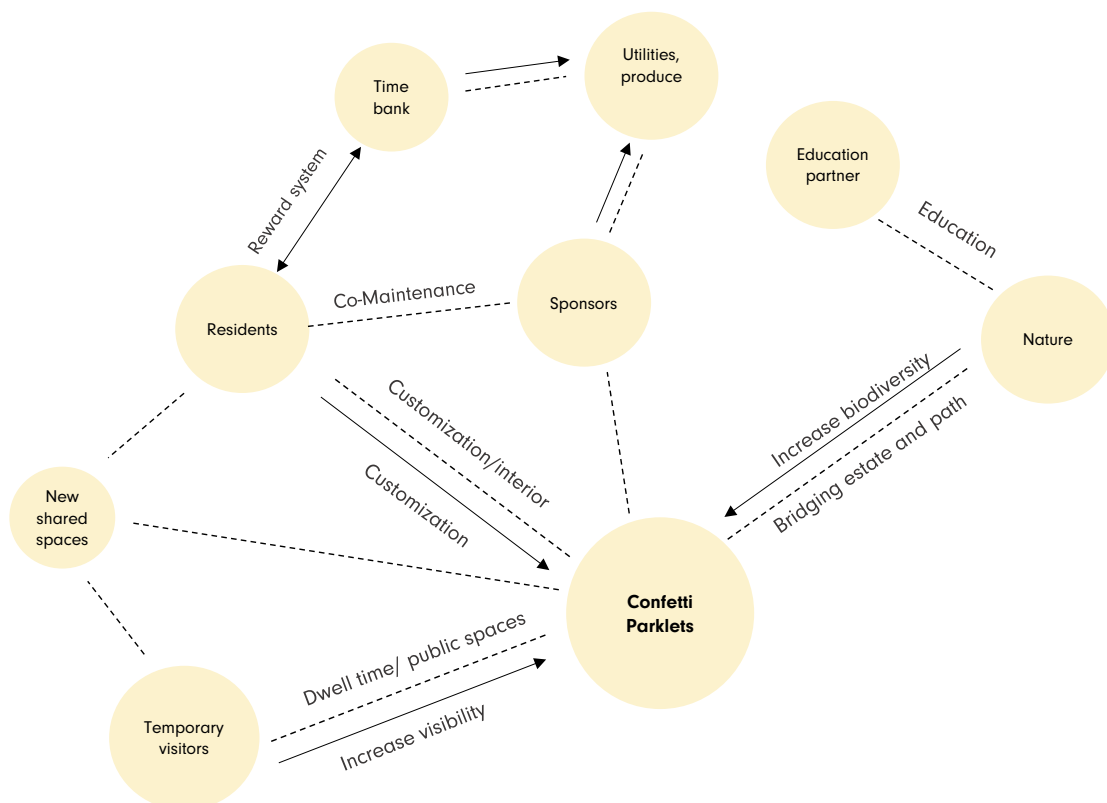
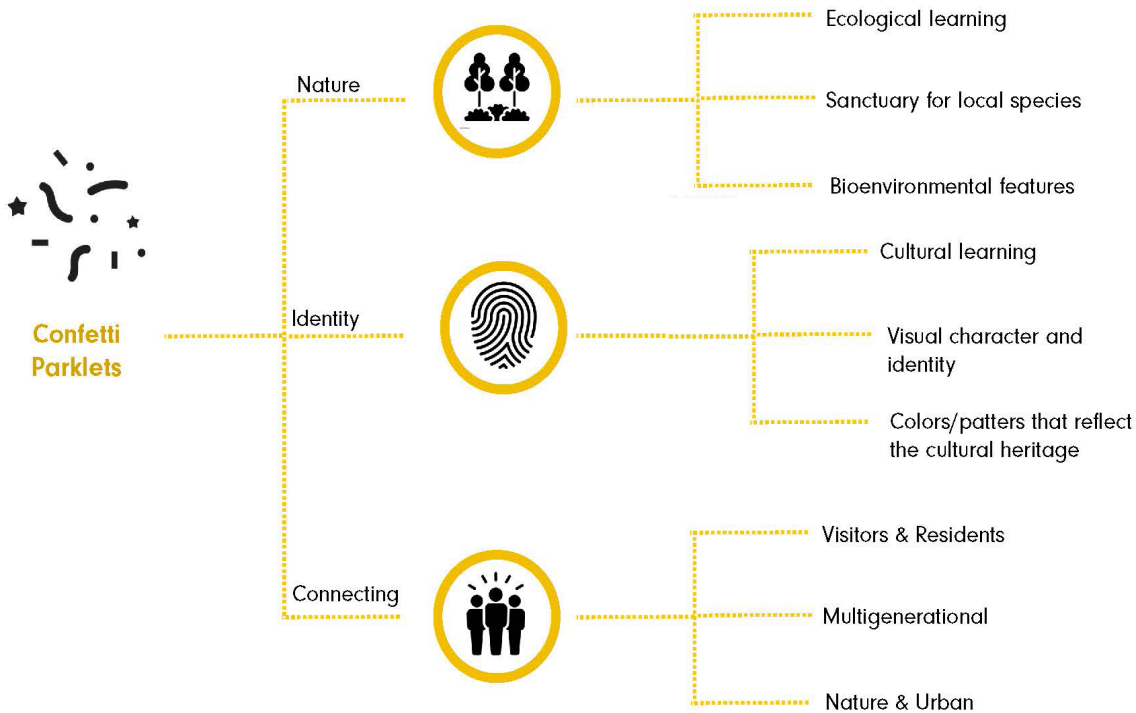
The landscape intervention will be integrated with a hierarchy of lighting system to address the perceptions of safety in the path



Internal placement

The confetti elements can be extended to the interior of the estate and be strategically positioned in the galleries and to change interior circulation to avoid inappropriate use

Responding to Impact Goals



Potential Impact and phasing

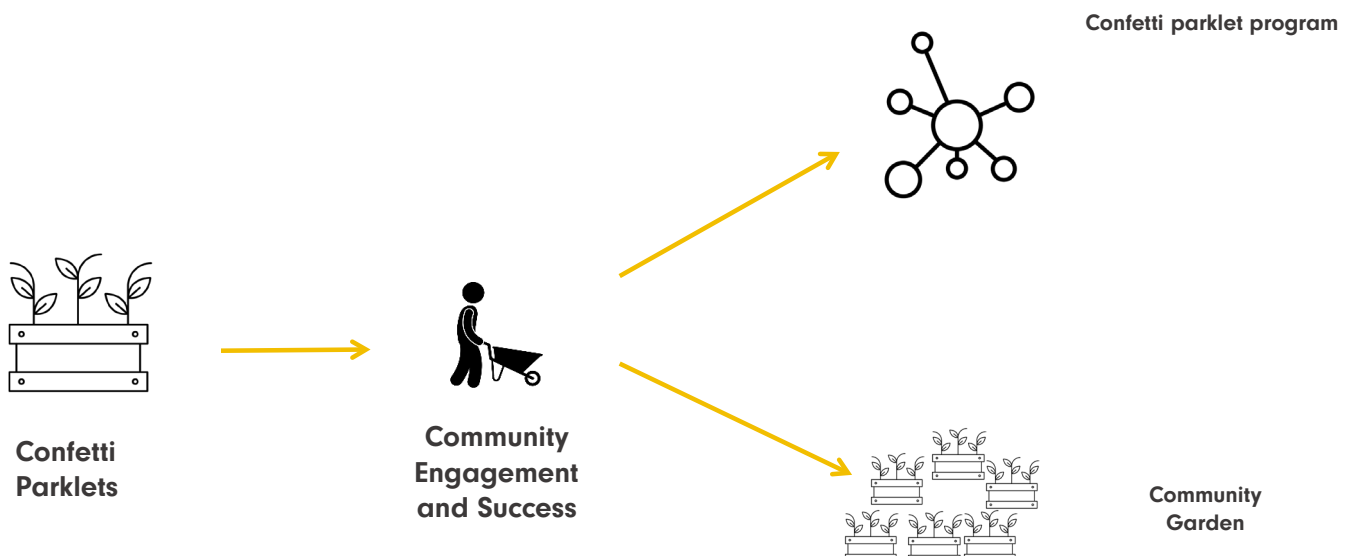
Impact table

The table shows some additional impacts of the implementation of the Confetti Parklets from an environmental, social and economic perspectives.

	Short term	Medium term	Long term
Social Impact	<ul style="list-style-type: none"> Residents meet around the parklets Interest in a new areas of the estate Raising awareness on urban growing 	<ul style="list-style-type: none"> Sense of shared ownership Development of growing skills First consumption of produce Multigenerational involvement in the public space 	<ul style="list-style-type: none"> Expansion of the parklet to community garden Reduced food expenses for residents/collaborators Creating a shift in mindset towards circularity
Environmental Impact	<ul style="list-style-type: none"> Reduction of parking spaces Lowering level of CO2 and increased air quality Creating a stepping stone between the pathway and estate 	<ul style="list-style-type: none"> Flourishing of local edible species and plants for pollination Encourage composting and natural fertilization 	<ul style="list-style-type: none"> Making space for displaced animals and organisms Filtering storm water Reduction of the urban heat island effect Expansions to the surrounding neighborhood contributing to a edible town
Economic Impact	<ul style="list-style-type: none"> Collect council support and grants for community initiatives Increase visibility in the area 	<ul style="list-style-type: none"> Limit management costs within the building - by counteracting damages in the estate and parking area 	<ul style="list-style-type: none"> Ongoing memberships to community garden, garden shops, seed shops classes and visits - overall increase of property value

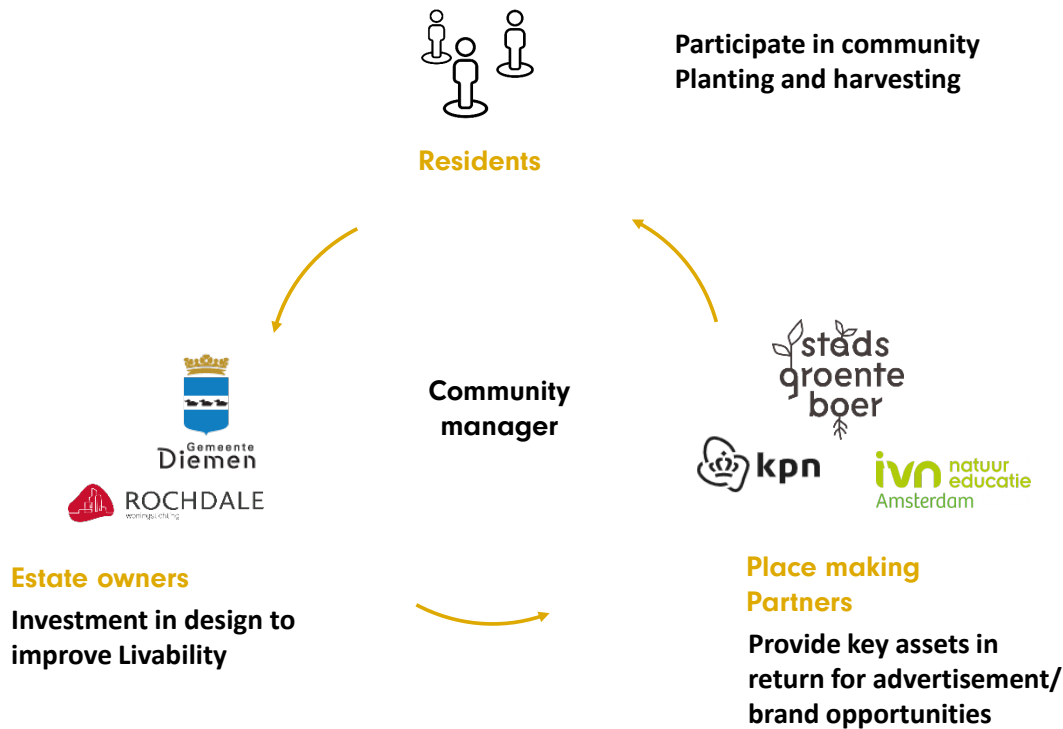
Phasing

Starting from a preliminary testing phase to assess the interest and level of engagement of the local community, the concept has the potential to translate into an established community garden and even become a trademark to Rochdale properties.

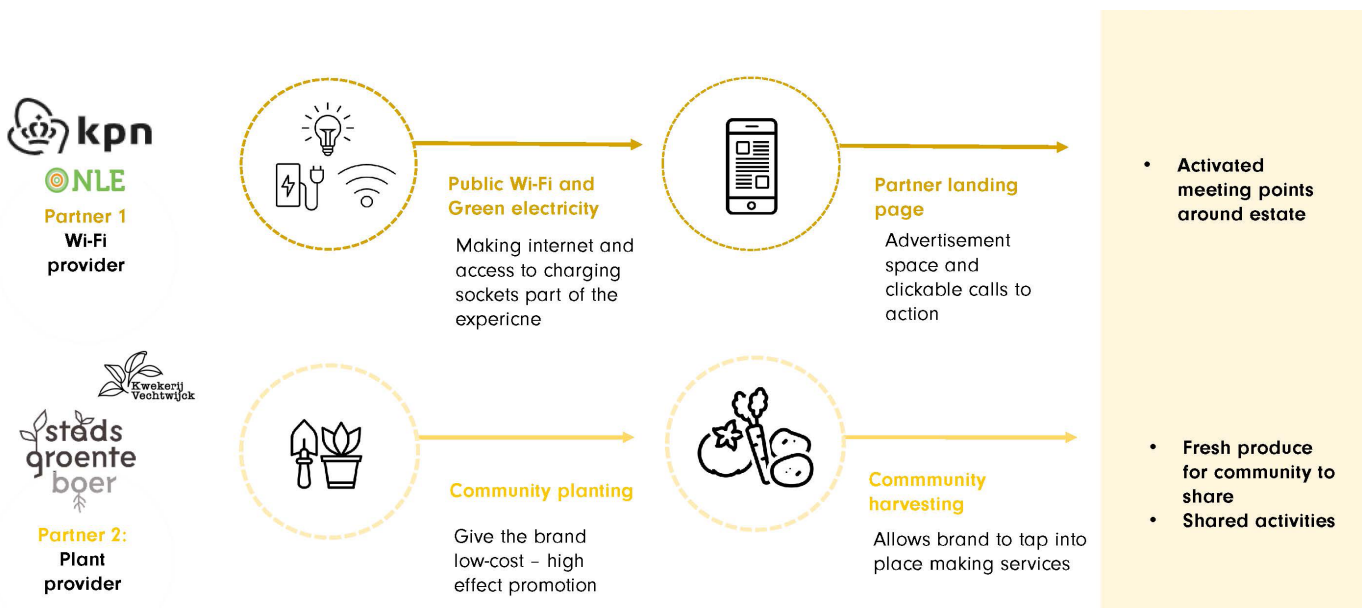


Co-investment model

We have identified co-investment model that can be led by a variety of protagonists. The model aims at creating a semi-public good taking over the playing field between the municipality, the developer and citizens



Potential value proposition partnerships



Roadmap for Implementation



Parklet-champions

Invite residents (individuals and community groups) to apply to managing a parklet, to assess how many parklets should be implemented for each functionality



Upcycling material

Partner with local experts and material suppliers - freight from current work in the area can be up-cycled to keep production costs low



Parklet building and customisation

Soil setting led by community-champions and volunteers. Youth groups can be involved to custom parklets in preferred ways



Co-maintenance and growth

The parklet champion assesses the status of the parklets and invites residents to contribute to it's maintenance on a voluntary basis



Sharing moment

Sesonal harvest at the community café to share the collective win and result of a community collaborative effort - free market and community dinner.



Scalability assessment

After a prototyping phase of 1 year stakeholders and residents will assess the scalability of the parklet to a wider community garden focused on edibles

Garage Work/shops

Convert the use of selected garage spaces to activate the parking lots.



The conversion and activation of the existing garages into multifunctional spaces, offers the possibility of bringing a new vibrant, diverse cultural life to the area that focuses on establishing a productive exchange between residents, visitors and local entrepreneurs.

By providing a reciprocal say in programming and recruiting additional partners, the community will feel responsible for the space and become the driving force for a lasting and equitable area development

Encouraging a new cross-fertilization between different users offers the possibility of creating joint programming based on the interest of local residents and necessities of the area. A good balance between commercial and non-commercial activities can allow to focus on social and environmental returns. By providing a reciprocal say in programming and recruiting additional partners, the community will feel responsible for the space and become the driving force for a lasting and equitable area development



CURRENT GARAGE





59

75

61



Day Time Scenario: Outdoor Activation

New Activities in the parking lots





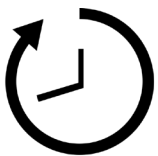
**Night time Scenario: Activating Indoors/
Increasing footfall and visibility**

Designing out Crime



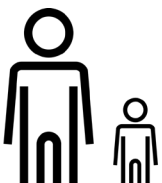
Clear Sight lines

The glass façade will create new sight lines that will provide clear visuals between the front and the back of the estate weaving both parts thus reducing a sense of disconnectedness of the parking lots



Extended opening hours

By adding evening programming the space will be activated for longer hours encouraging passive surveillance



Parents & Kids

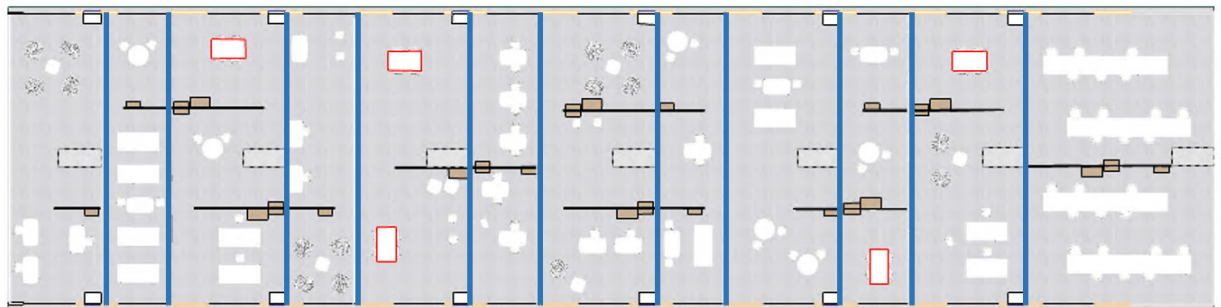
The space will create new opportunities for residents to work or contribute on-site - allowing to spend more time with their kids or to look after them when playing outdoors

Structural Adjustments

After analyzing the current layout plans we developed two options that could be considered for the refurbishment of the existing garages.

OPT 01

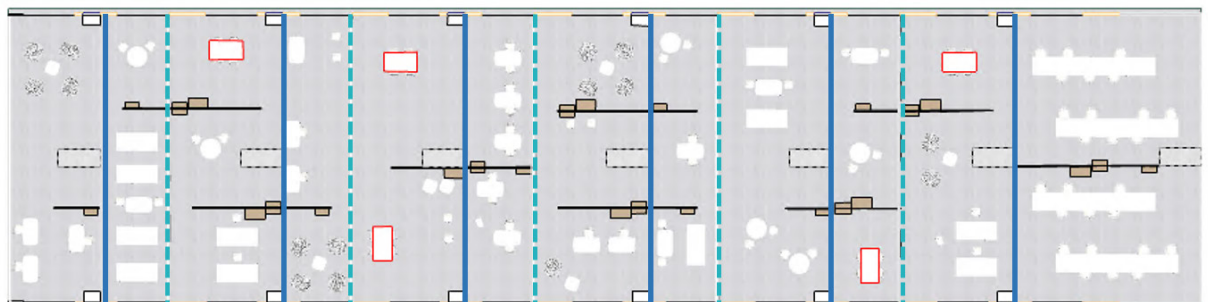
The below option shows the retro-fitting of the space maintaining the existing wall separation



OPT 01

OPT 02

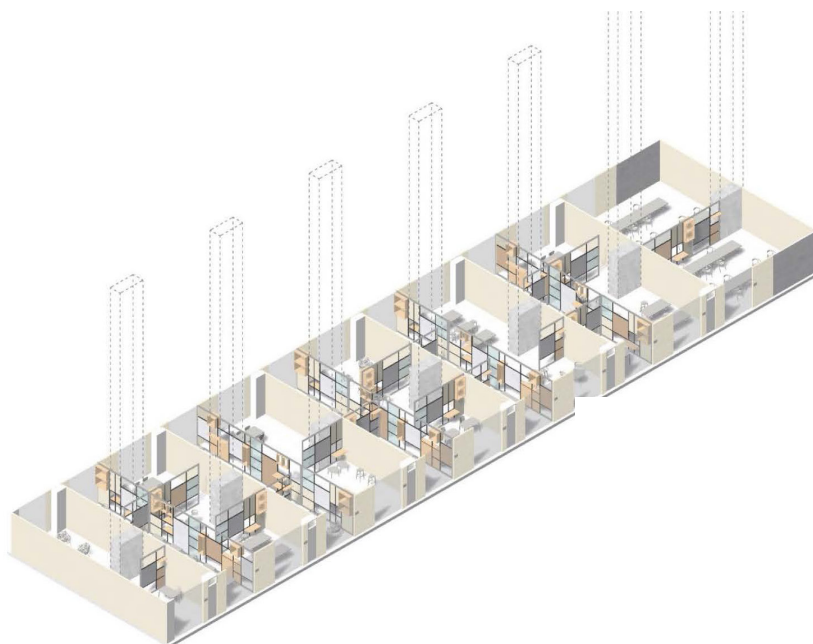
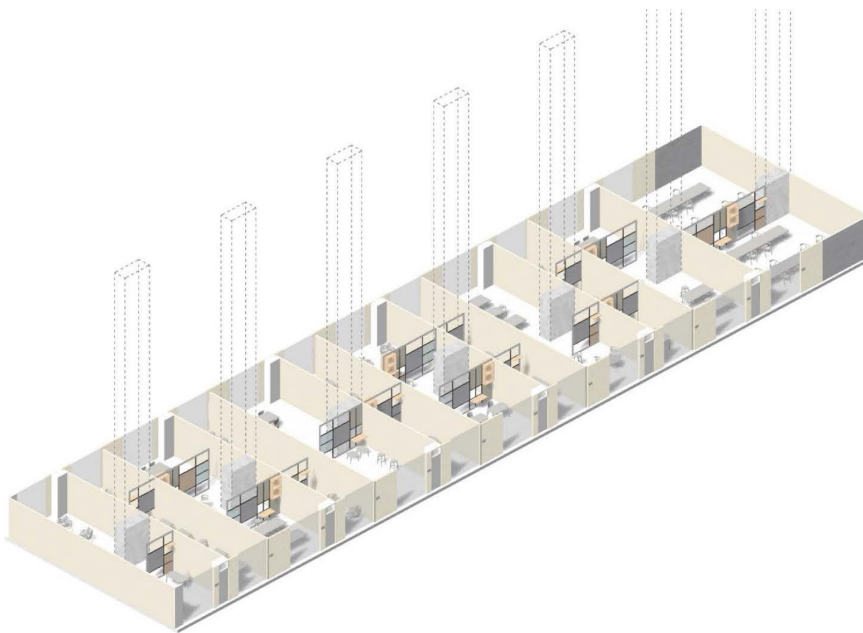
The below option instead considers the possibility of retro-fitting the space by reducing the number of walls for increased floor space



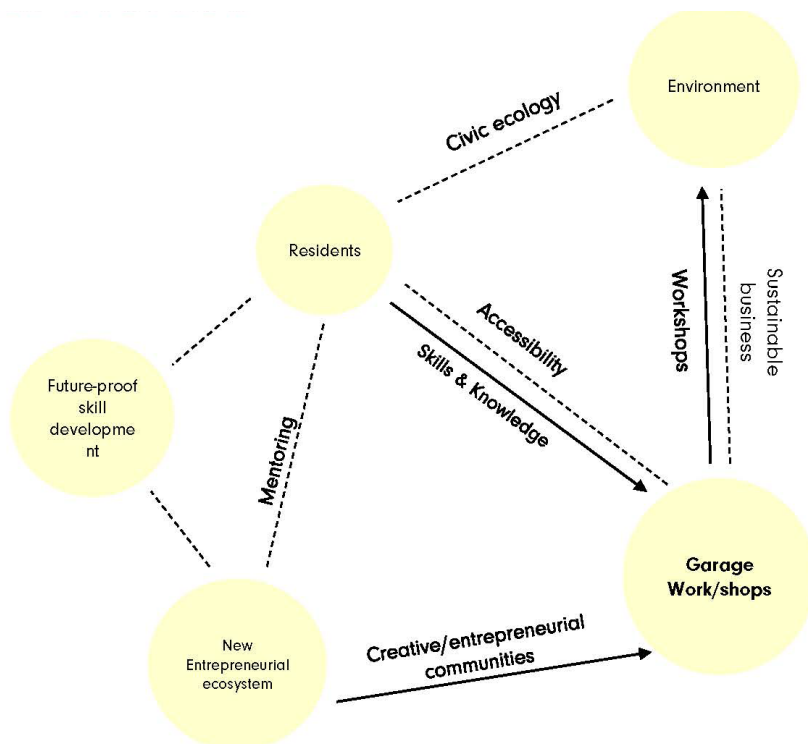
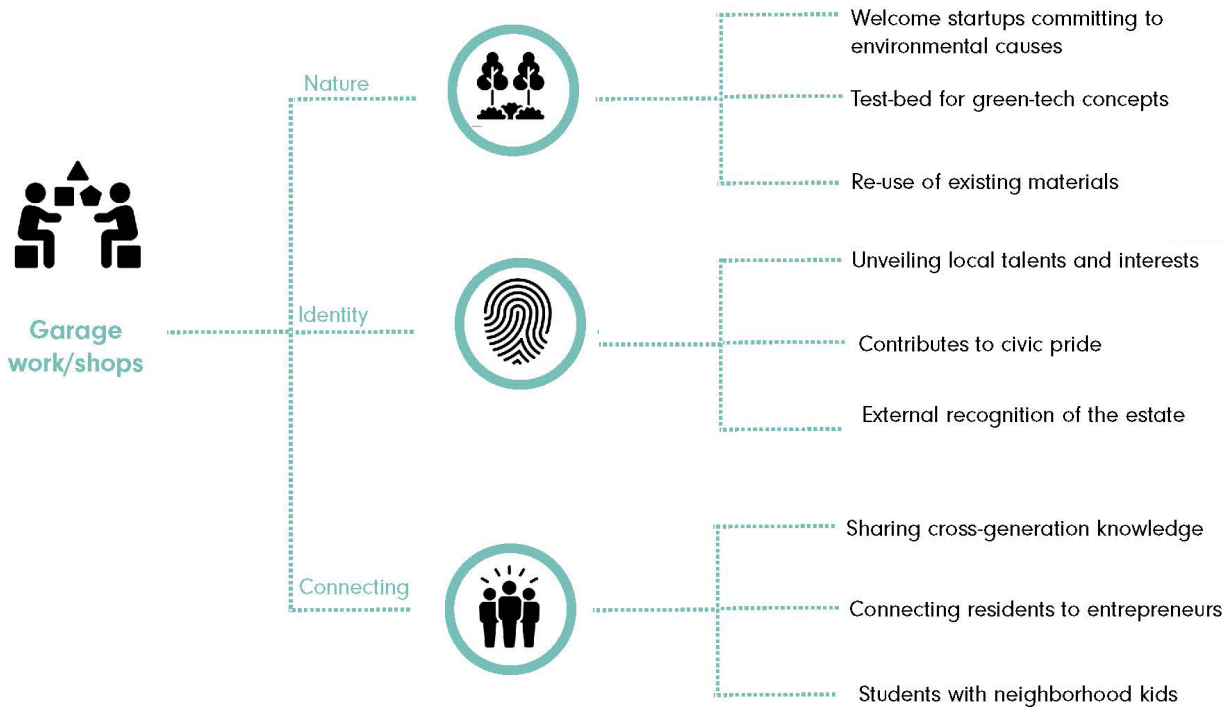
OPT 02

Interior Flexibility

Below the visualization of the space following the two options previously illustrated. In both cases, an added element would be the design of separation panels that allow for increased flexibility of the spaces and thus accommodate different uses. The panels could be created by up-cycling the metal from the garage doors.



Responding to Impact Goals



Potential Impact and phasing

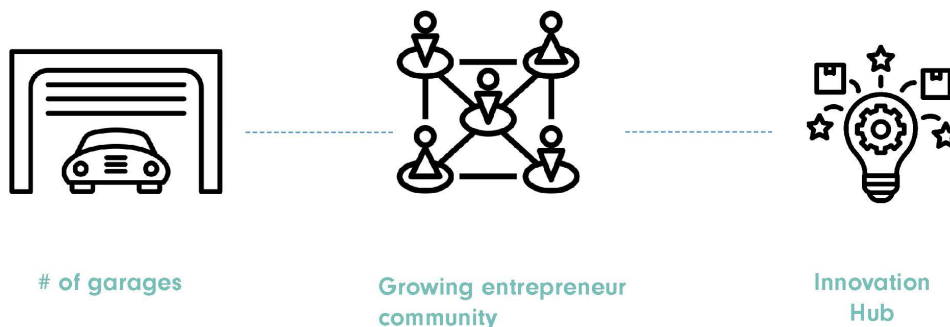
Impact table

the table outlines some potential results of the work/shops programming from an environmental, social and economic perspective.

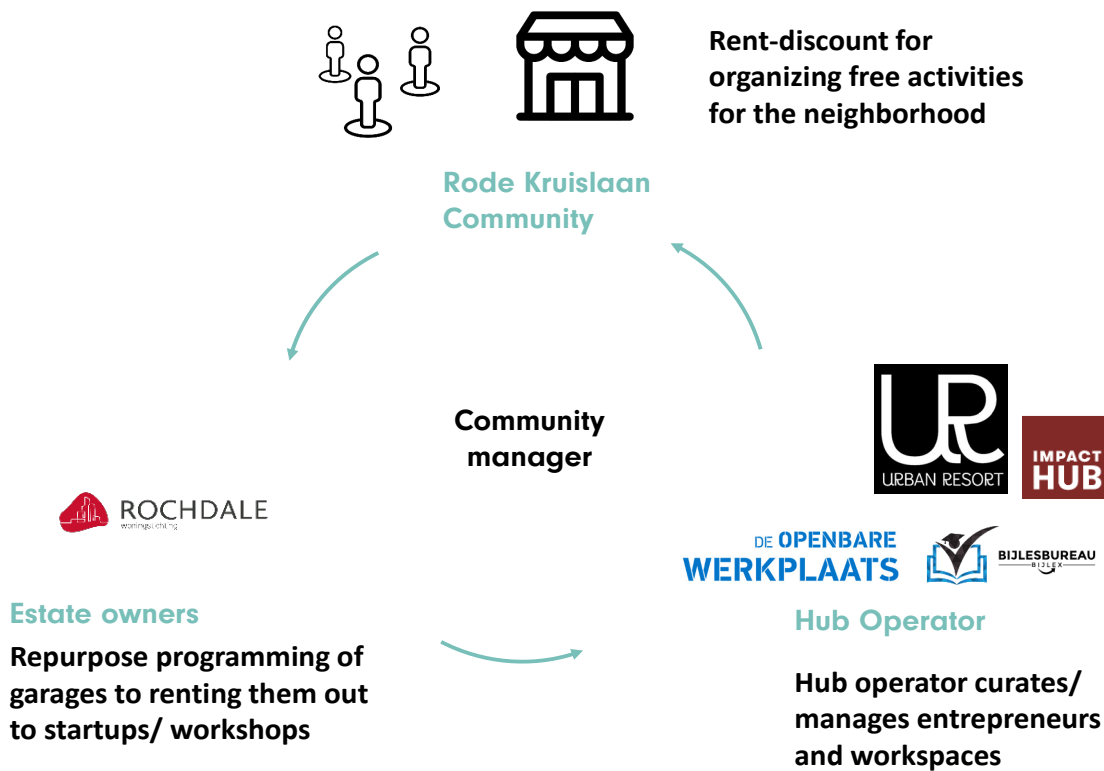
	Short term	Medium term	Long term
Environmental Impact	<ul style="list-style-type: none"> • Involvement of residents in establishing space use needs • Consultation with community and young people to assess what kind of needs and interest there are in the area • Spaces for after school tutoring to involve surrounding communities 	<ul style="list-style-type: none"> • Involvement of social enterprise that can couple local business with residents needs (Skills and training, market) • Youth upskilling • Youth employment 	<ul style="list-style-type: none"> • Strategy for youth entrepreneurship • Financial support • Mutual inspiration and co-creation
Social Impact	<ul style="list-style-type: none"> • Working close to home transport reduction • Retaining existing infrastructure • Minimal refurbishment 	<ul style="list-style-type: none"> • Civic education on sustainability, upcycling, healthy living • Makerspace and object library for reduced consumption 	<ul style="list-style-type: none"> • Environmentally conscious incubator • Km0 community markets stalls
Economic Impact	<ul style="list-style-type: none"> • Gaining major visibility in the area and from local entrepreneurs with the help of a social enterprise 	<ul style="list-style-type: none"> • Garage-keepers encouraged to take over events and projects 	<ul style="list-style-type: none"> • Fully self-sufficient enterprise • Financed solely through membership fees, bookings and donations

Phasing

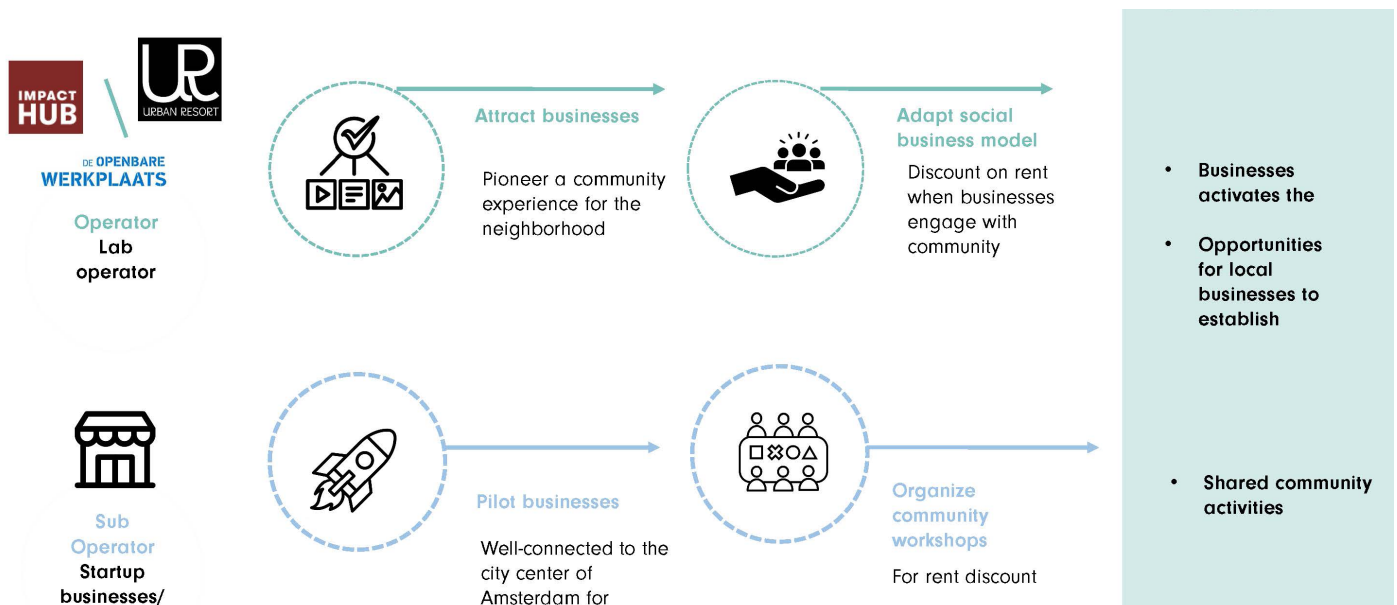
Starting from a preliminary testing phase of conversion of a selected number of garages based on both residents' and local entrepreneurs' interests, the concept can be phased to all garage spaces creating a new innovation hub.



Operational Overview



Potential value proposition partnerships



Roadmap for Implementation



1

Identifying local needs and interests

Surveying interested residents to co-create future programming and identify skills of interest

3



Launching the project

Launch of the initiative on municipality platforms, social media, universities -

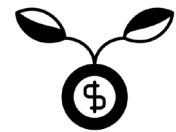
5



Increase local participation

Engage community groups, cultural venues, young entrepreneurs .

2



Seed-Funding

Initial seed-funding for garage set up and selection of social entrepreneur

4



Call for ideas

Launch a competition among interested people to come up with proposals for taking over x n of units on an initial three month rent free lease

6



Scalability assessment

Garage operator takes over projects and maintain the area as a sociable place

Improvement Proposal

Convert the use of
selected garage spaces to
activate the parking lots.
Combining the spirit of
entrepreneurship with the
aspiration of civic renewal.

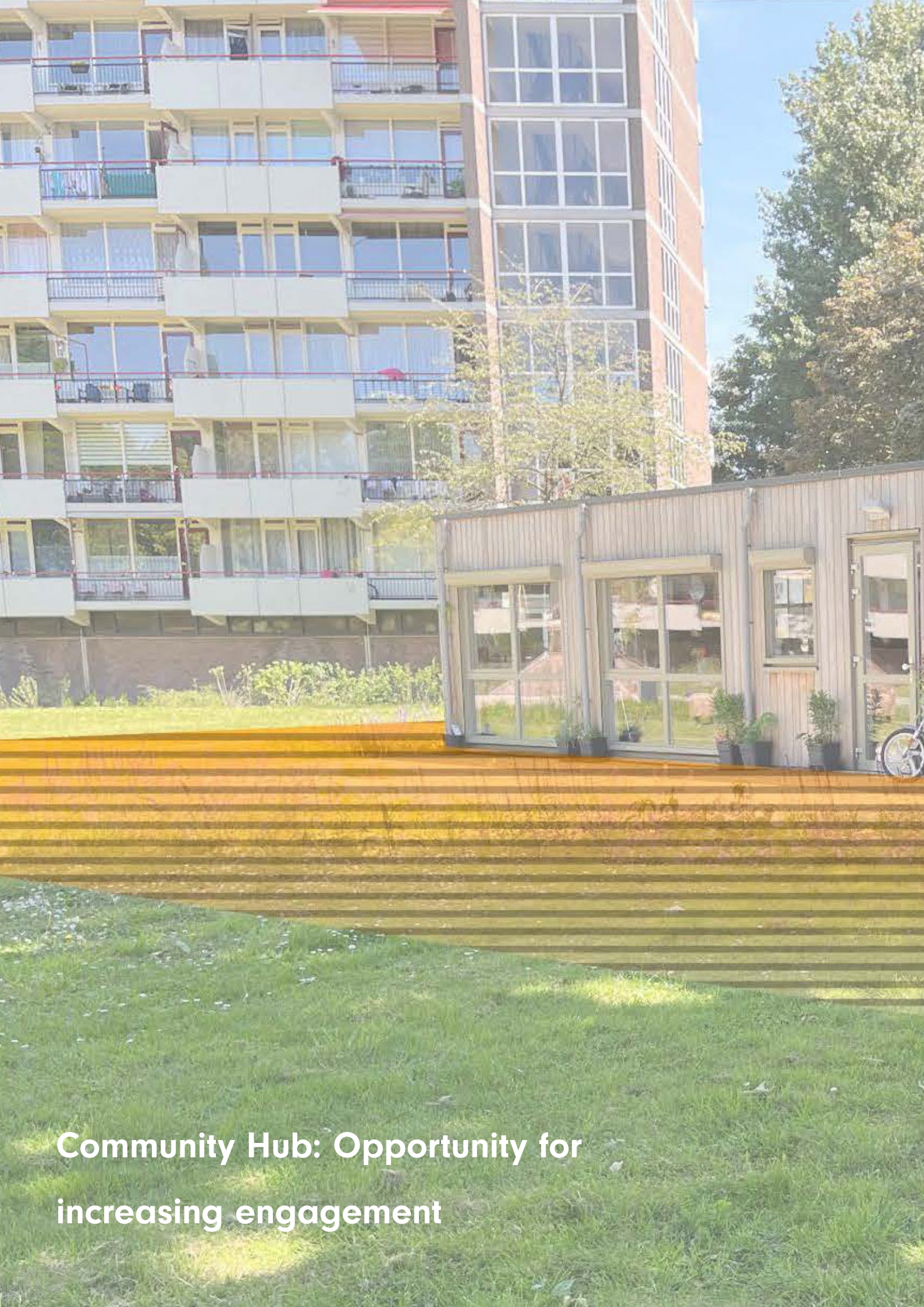
1 COMMUNITY CAFE'

- Extension of the existing community hub
- Co-operative café
- Open invitation to surrounding communities

2 EMERGENCY STAIRS

- Allow for increased visibility
- Inhospitable place during colder months
- Replacement of balconies' solid panels





**Community Hub: Opportunity for
increasing engagement**



Creating a new welcoming Community cafe with the use of Confetti parklets



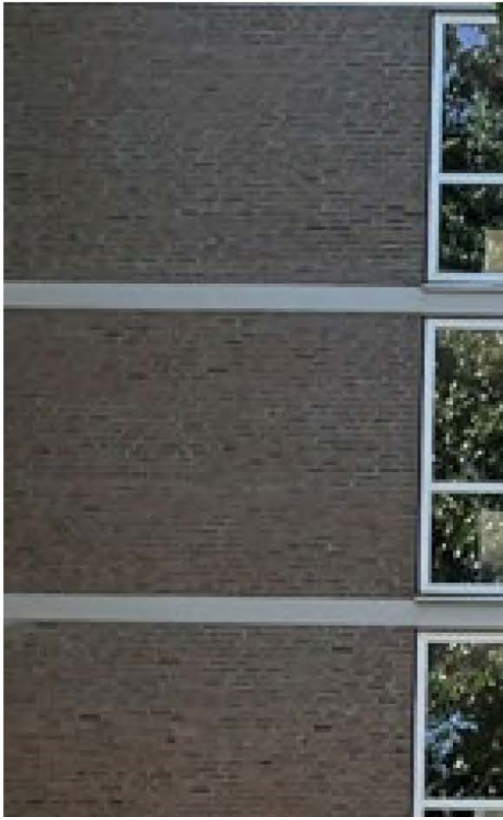


Maximize visibility to reduce antisocial behaviour within the estate

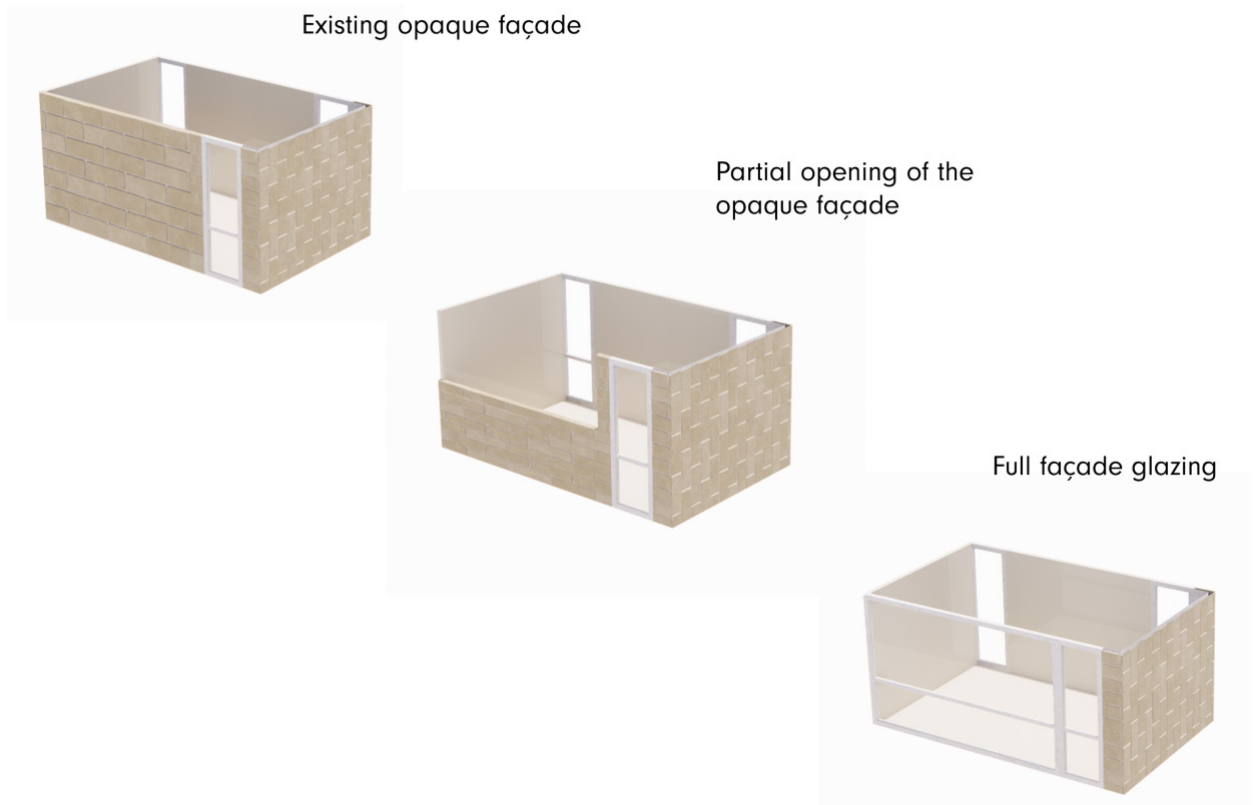




Puncturing the facade



Design options for opening the facade of the emergency stair to discourage the use of it as a hangout-spot



Balconies Improvement



Adding greenery to increase visibility while providing a safety barrier for the lower levels



UNSTUDIO

UNsx.

UNStudio

Founded in 1988 by Ben van Berkel and Caroline Bos, UNStudio is an international architectural design network with four full service international offices in Amsterdam, Hong Kong, Shanghai, and Frankfurt am Main. We specialize in architecture, interior design, product design, sustainability, technology, mobility, climate design, design technologies, health design, forecasting, urban development, and infrastructure.

UNsx

UNsx is UNStudio's experience design team, creates physical and digital experiences through innovative and interdisciplinary people- and planet-centered solutions. Implementing and ex-perimenting with new methodologies, technologies, processes, and materials into our design process is an intrinsic part of our approach. Our multidisciplinary team enables us to design solutions that connect people and planet, as well as physical and digital realms.

UNStudio Amsterdam

Stadhouderskade 113

1073 AX Amsterdam

PO Box 75381

1070 AJ Amsterdam

The Netherlands

Project Contact:
Filippo Lodi
f.lodi@unstudio.com
+31 6 53476152

