



exhibition Noord Publiek • Amsterdam



In September 2010 Löhmann's organised and designed the exhibition 'Noord Public Proposals for an undivided city', in which the upcoming transformation of Amsterdam Noord constitutes the central theme. The exhibition offered a range of strategies and inspirations for the use of public space and cultural programmes in transformation processes of urban areas. Over thirty projects of graduating architects from the TU Delft showed how cultural interventions in public space can give an impulse to their neighbourhood, and become vital elements in a bottom-up strategy towards an urban transformation. In addition, these projects offer concrete visions of how qualities of the existing environment can be incorporated in new developments. The exhibition therefore offers proposals for an undivided city in two ways: between the divided parts of Amsterdam and the fragmented urban tissue of Noord in particular, and between the past and the future of the district.

The projects are presented in the context of the urban design and strategies developed by the municipality, and in combination with art and film offered a kaleidoscopic perspective on Amsterdam Noord.

The exhibition design is conceived as a transformation process itself, doing justice to its theme. A clear and simple concept subtly reveals the potential and qualities of the industrial Kromhout hall on the northern banks of the river IJ in Amsterdam. The exhibition uncovered the monumentality of this space, which was in use as a storage space until the event. All additions to the space are whitewashed with a mixture according to an old recipe based on slaked lime and quark, which was historically used to paint farmhouses, and is still in use as a sunscreen in greenhouse farming today. Wooden pallets and transportation boxes have been given a second life as the carriers of the exhibition.







Credits

<i>Client</i>	TU Delft, Faculty of Architecture, chair of Interiors, Buildings and Cities
<i>Size</i>	2.000 m ²
<i>Project architect</i>	Heike Löhmann
<i>Collaborators</i>	David de Bruijn · Marcus Kempers · Sander Janssen · Pochun Huang
<i>Graphic design</i>	Klaartje van Eijk
<i>Financial contributions</i>	TU Delft · Gemeente Amsterdam Stadsdeel Noord · Shell Nederland