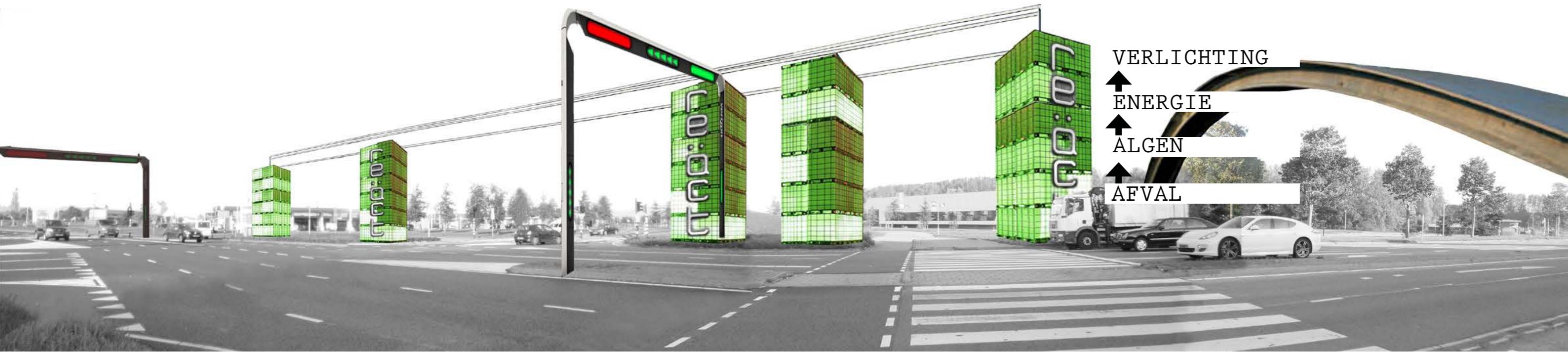


Re:Port • Towards a responsible economy for a business park in Amsterdam





MARKING THE ENTRANCE WITH A STATEMENT (POWER GENERATING TOWERS)

The development of business parks is stagnating in the Netherlands. This is not only due to an excess supply of areas earmarked for business purposes. An underlying cause is that economic activities in the Netherlands and elsewhere are undergoing radical transformation at the moment. The increasing shortage of raw materials and conventional energy sources, and the urgent need to take responsibility for the environment

and social cohesion, demand critical reflection on economic systems, and already show some tendencies towards alternative production processes and distributions, as well as new forms of cooperation and trading. The economic developments that can be observed at the moment include the organisation of synergies between businesses from different branches, the establishment of 'recycling

economies' in which one business uses the waste product of another business as raw material, the sharing of and joint investment in renewable energy, the reuse of materials and a greater focus on stability with a loyal customer base instead of annual growth figures. In order to guarantee a responsible right to existence for a business park in the future, a way must be found to link up with these economic

developments.

Physically embedding the park, as well as embedding the economic and social activities in its direct surroundings, are other factors necessary for the success of the business park and for preventing the area turning into an abandoned satellite in a few years' time.

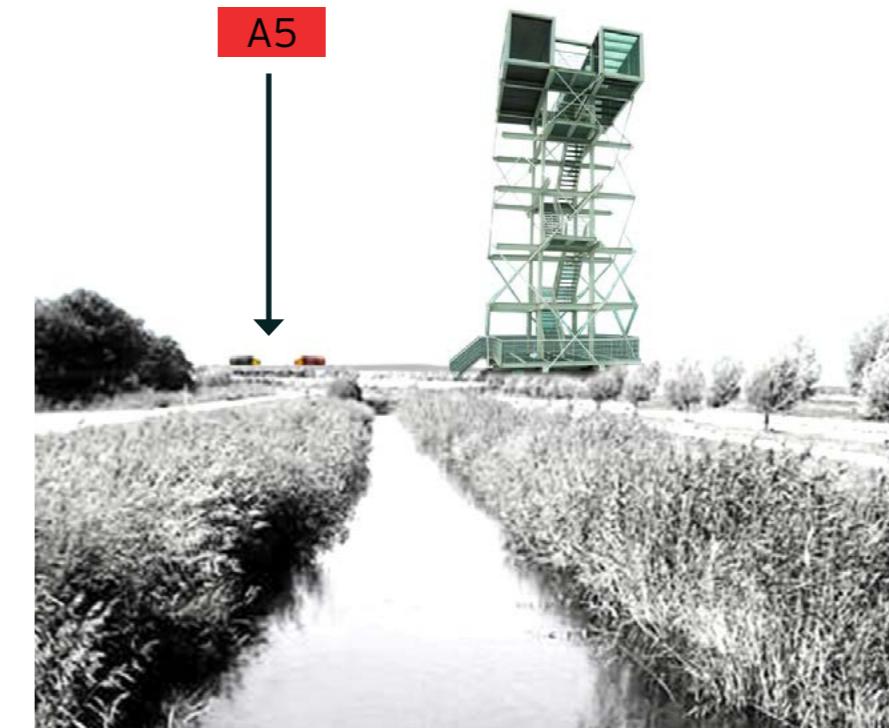


ACTIVATE THE PUBLIC SPACE - MARKET SQUARE

How could this embedding with a new and responsible economy and its surroundings be achieved at the business park in Amsterdam West? On the basis of spatial and economic research into this area, between Schiphol, the harbour and the City of Amsterdam, three scenarios have crystallised that could be models of a recycling economy for this site. The main themes of these

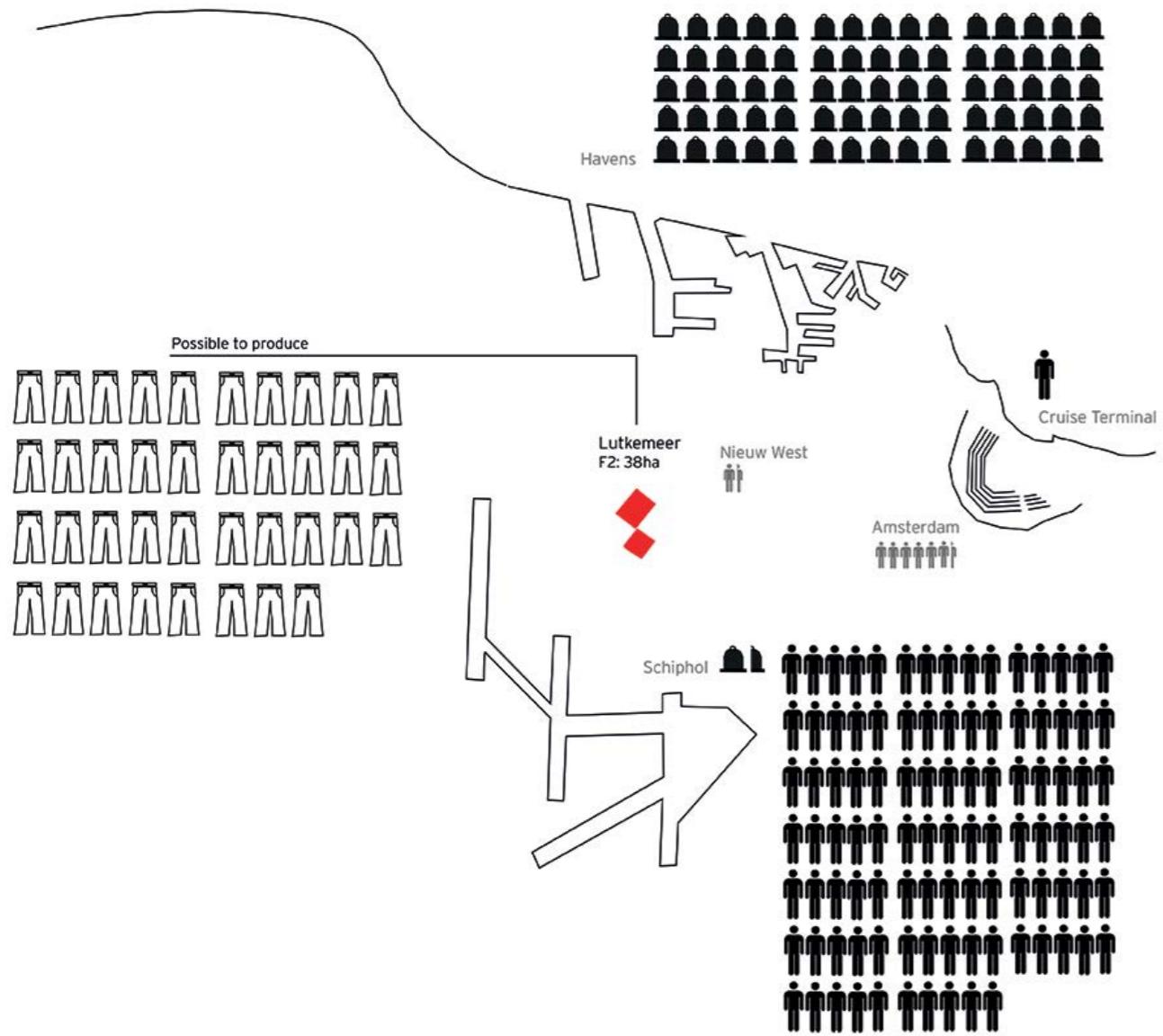
scenarios are food, fashion and bio packaging. The scenarios are made possible by creating synergies between businesses, educational institutes and other organisations on the site and in its direct vicinity and the ambitions of the City of Amsterdam, Schiphol and the harbour, on a regional and international level.

These scenarios are plans for possible 'points on the horizon'. Their goal is to highlight the desired position of the area within a new economy. The main component of the proposed vision, however, is the path towards that goal. For this purpose, a plan has been developed for five activity lines that can run in parallel, comprising a series of smart interventions, which



Reference: Didier Faustino

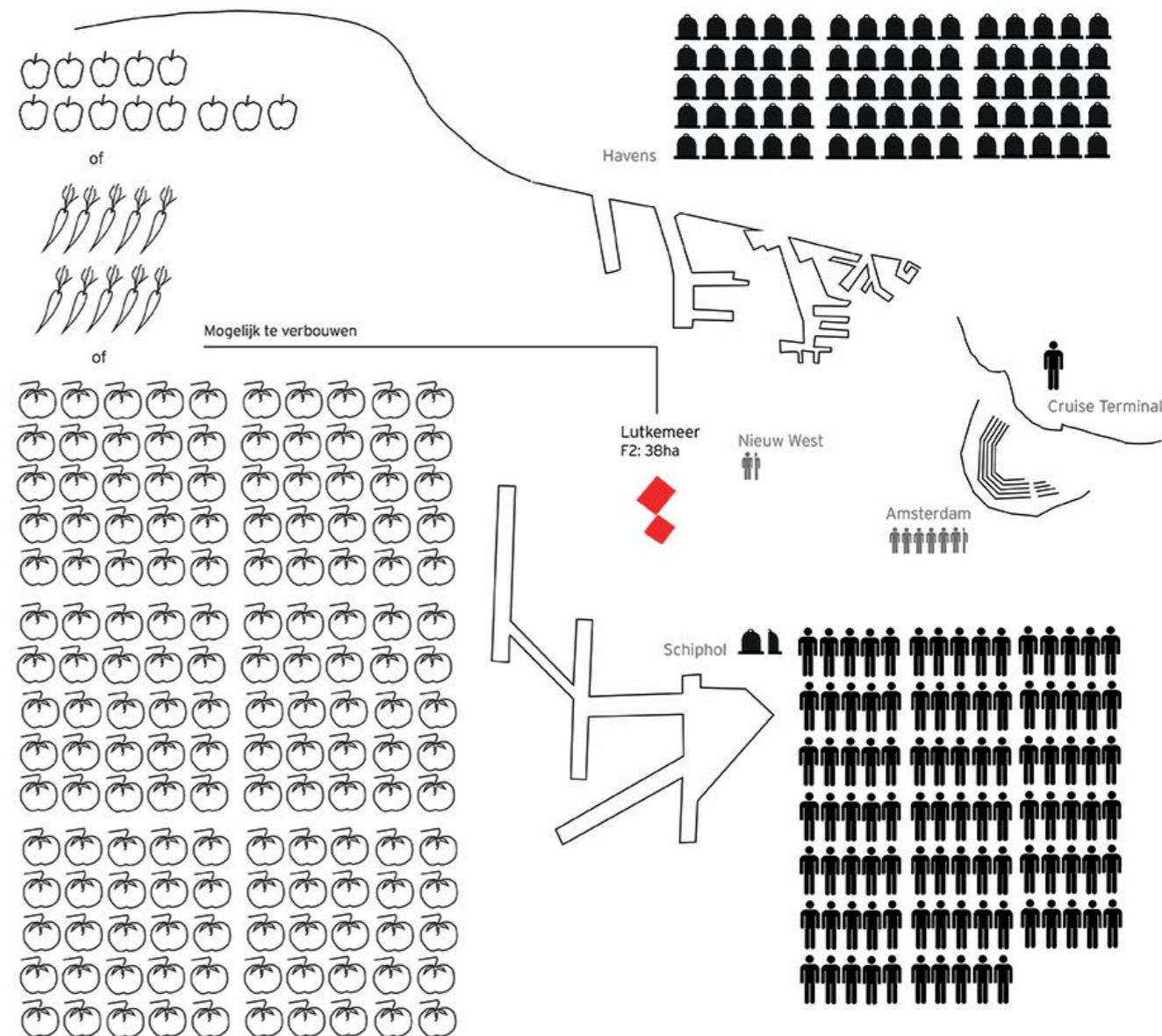
OBSERVATION TOWER



FASHION SCENARIO - STATISTICS DIAGRAM

- = 5000 jeans
- = 1 miljoen ton vracht per jaar
- = 500.000 passagiers per jaar
- = 100.000 inwoners

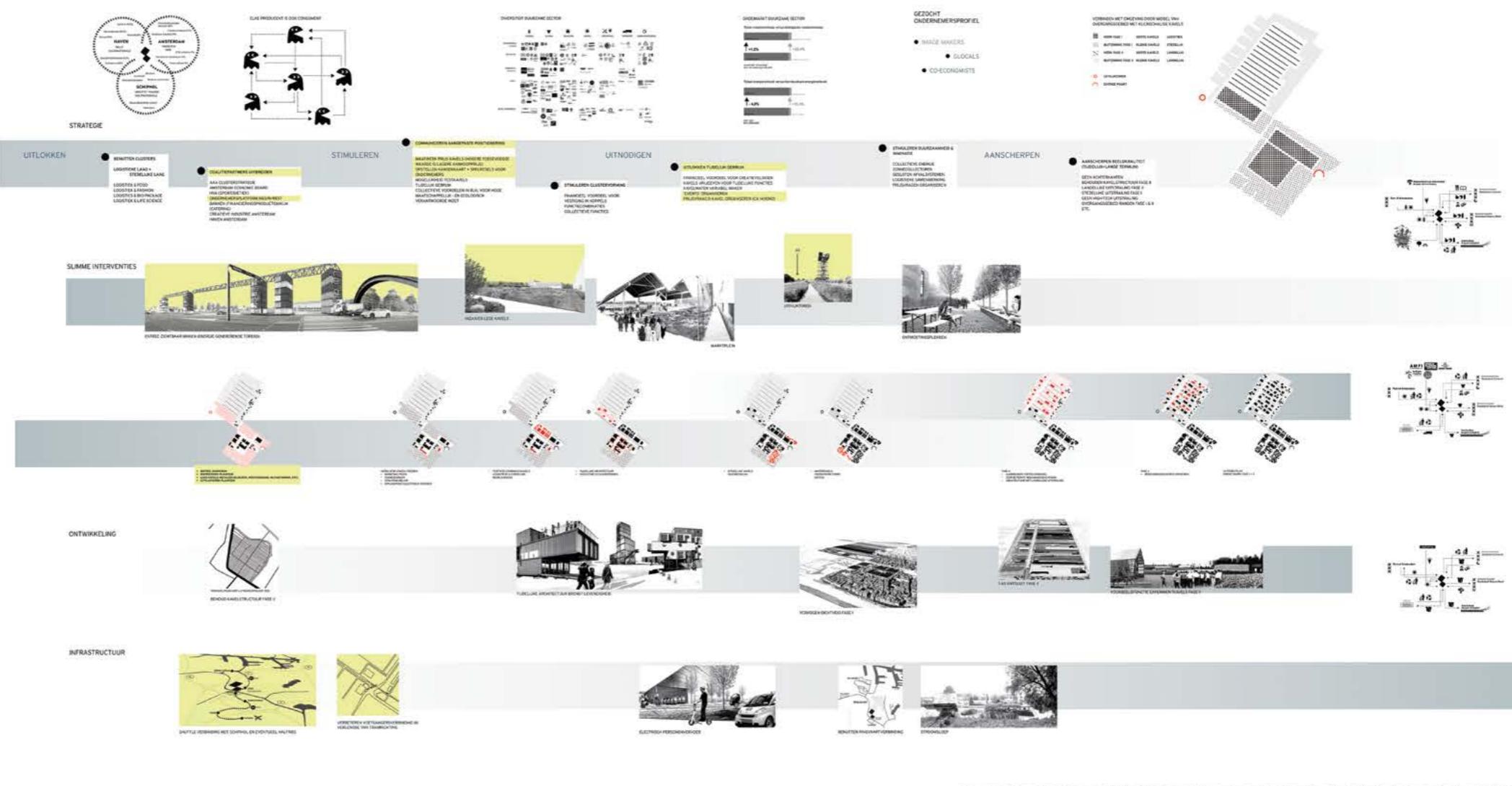
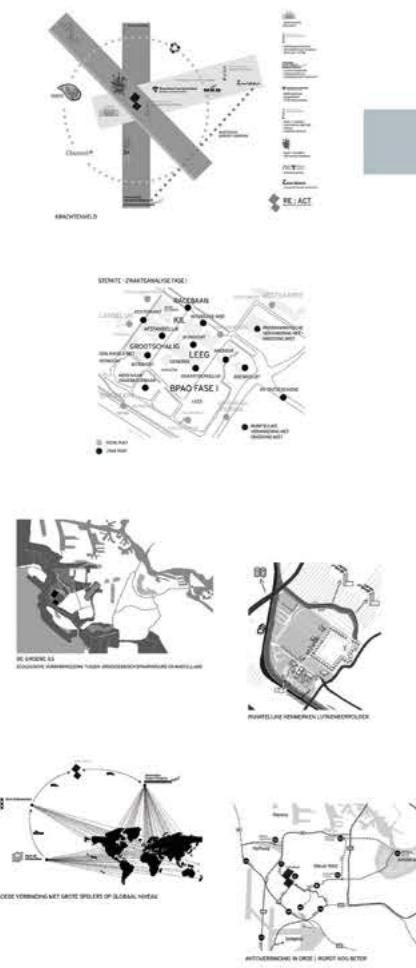
Lutkemeer FASE II (40ha)
kan per jaar leveren:
Aan reizigers op Schiphol
38% van de reizigers 1 jeans of
Aan bewoners Nieuw West
alle inwoners 1 jeans

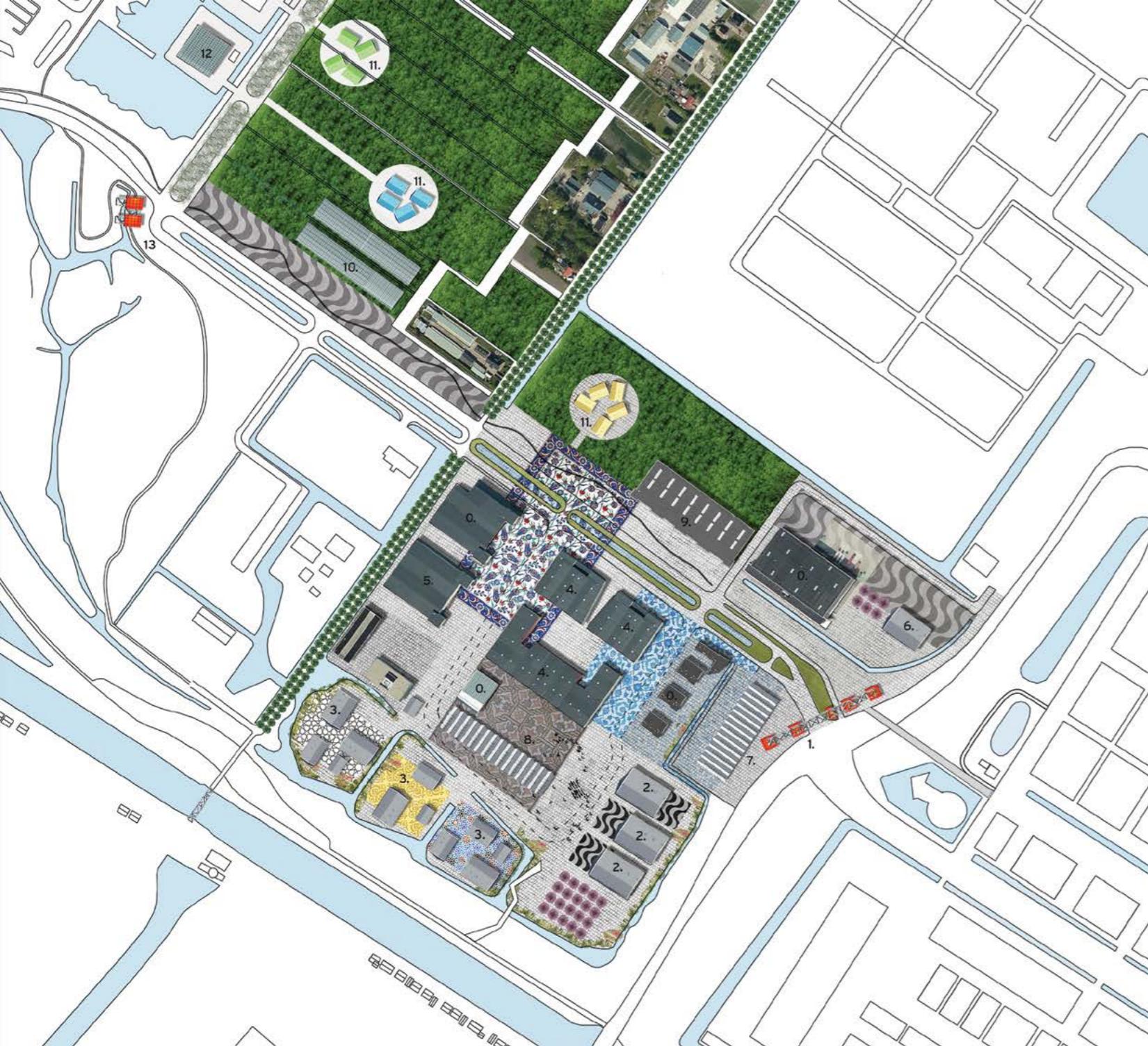


FOOD SCENARIO - STATISTICS DIAGRAM

- = 1 miljoen appels per jaar
- = 1 miljoen wortels per jaar
- = 1 miljoen tomaten per jaar
- = 1 miljoen ton vracht per jaar
- = 500.000 passagiers per jaar
- = 100.000 inwoners

Lutkemeer FASE II (40ha)
kan per jaar leveren:
Aan reizigers op Schiphol
25% van de reizigers 1 appel of
20% van de reizigers 1 wortel of
100% van de reizigers 2 tomaten of
Aan bewoners Nieuw West
alle inwoners 98 appels
alle inwoners 71 wortels
alle inwoners 1000 tomaten





FASE I

0. HUIDIGE FUNCTIES - behouden
1. ENTRÉE
2. EDUCATIE & ONDERZOEK Onderzoek & Kenniscentrum voor studenten, ontwerpers, textielbewerkers en kledingmerken
3. ONTWERP - Ontwerpworkshops
4. PRODUCTIE - kleding, interieur stukken (tapijten, gordijnen, etc), papier
5. VERZAMELEN & SORTEREN
6. HOTEL
7. BIOSTATION - Tankstation met electrische laders, ed.
8. MARKTPLAATS - publieke ruimte / overdekt plein
9. RESTAURANT / HENNEP BOERDERIJ

FASE II

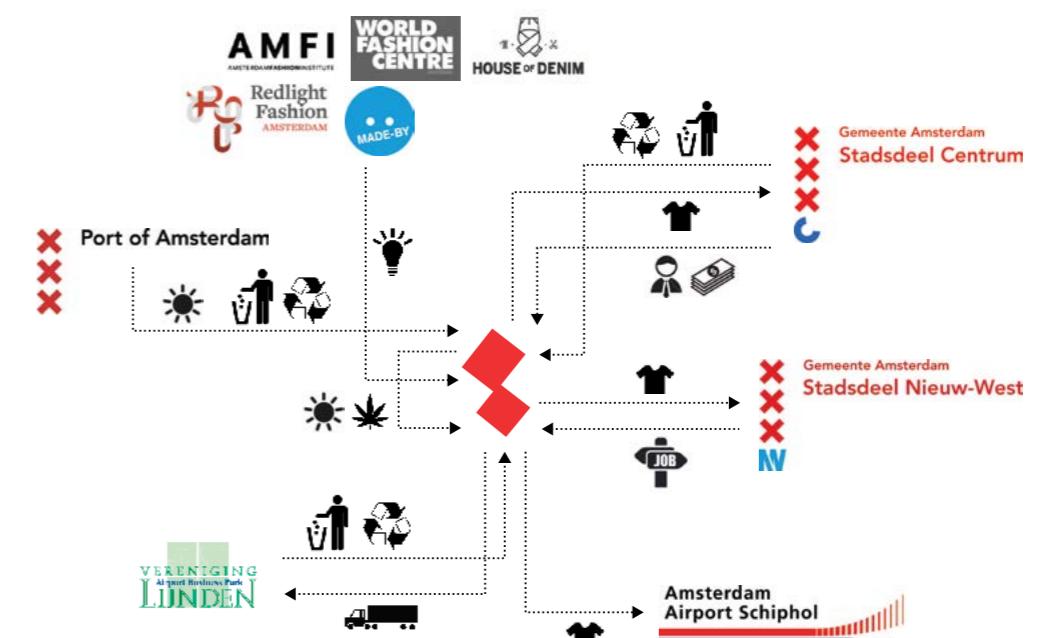
10. 'UIT EIGEN STAD' 2.0
11. KLEINSchalige bedrijvigheid
Diverse werkzaamheden met natuurlijke vezels
12. INNOVATIE PLATFORM
(ambacht & nieuwe technologien)
- biobrandstof van hennepolie
- producten gemaakt van hennep
- textiel laboratorium
- composit laboratorium
- papier laboratorium
13. UITKIJKTOREN

PLEIN
doorlopend maaiveld, 1 materiaal

Credits

Client
Size
Project architect
Contributors

Schiphol Area Development Company (SADC)
FASE I - 28 ha · FASE II - 40 ha
Heike Löhmann
Carmen Buitenhuis · Ifigeneia Dilaveraki



FASHION SCENARIO - DIAGRAM OF SYNERGIES FOR A SUSTAINABLE ECONOMY



SPATIAL DEVELOPMENT PHASE II

"ELKE PRODUCENT IS OOK CONSUMENT"

