

The complexity of the world seems like deepening and widening itself more and more rapidly. Even if we try to divide the cities in many layers like economy, society, ecology, each layer is also changing quickly and the cross field effects are more and more common in our age. We are on systems of circles at the same time, like our earth in planet.

It is, of course, important ways to look at and understand the world; however we can also think the world as the sum of our eyes. The other complexity in ourselves should be one of the important aspects for us to look at.

My urban redevelopment project in Amsterdam is an act of understanding the city with the layers of eyes; our image and perception of city.

The project area De Pijp is situated at the edge of the old city centre of Amsterdam and the area will have two metro stations on north and south. Positive or negative, the big change of the area is waiting for us and the area will be seen in a different way.

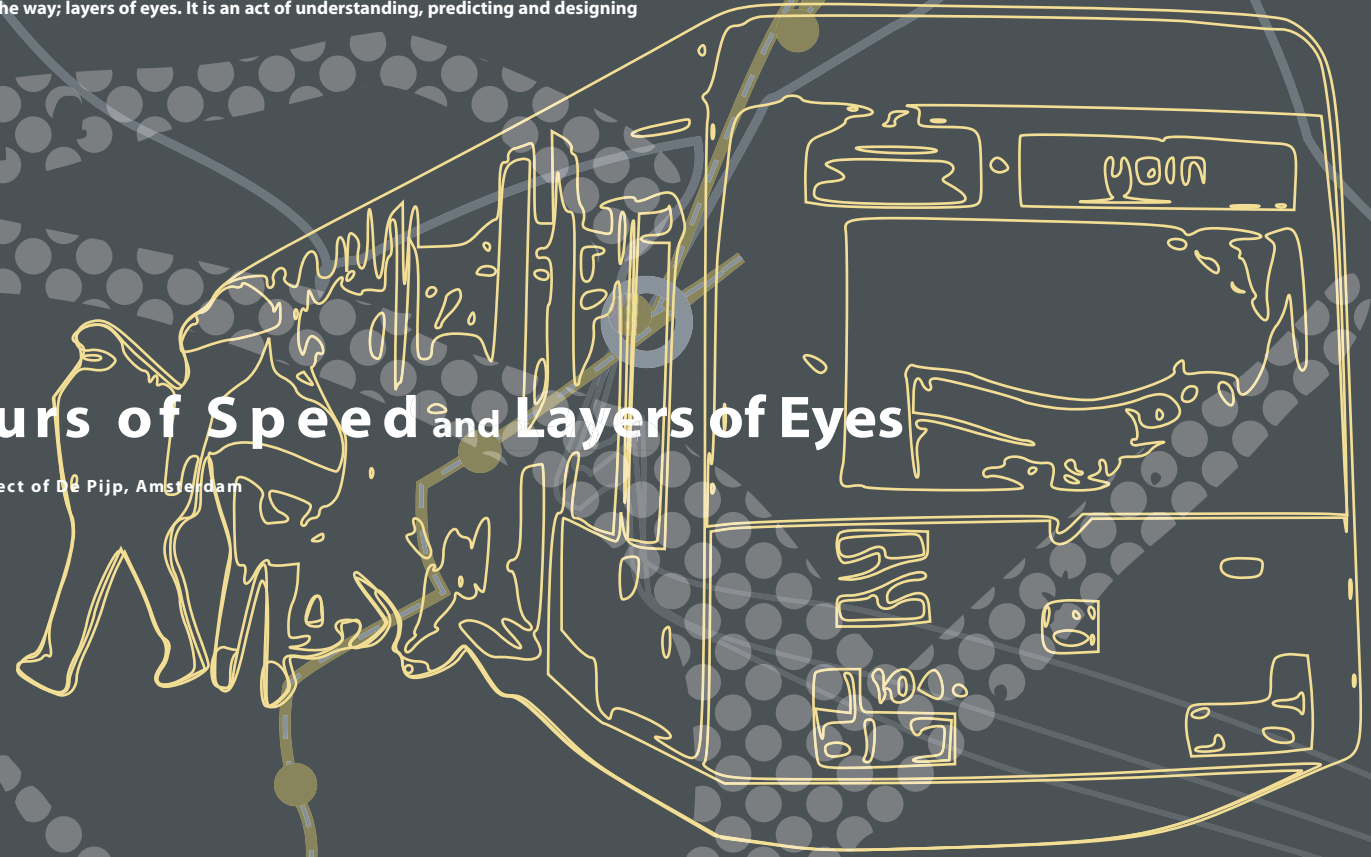
To tackle the new future with the metro system, I tried to look and design the area with the way; layers of eyes. It is an act of understanding, predicting and designing the city with the scope of "layers of eyes" and

"How do we understand and use the area in our daily life? and how will we?"

is the main question which goes through my analysis to the design.

Colours of Speed and Layers of Eyes

Final thesis project of De Pijp, Amsterdam



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- 3. New flows
- 4. Problem Definition
- 5. Two pedestrian based Networks
- 6. Connection of the Networks
- 7. Key Projects
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Background: Amsterdam in the world, Europe and The Netherlands

Population



Biggest Cities

no. **26**
population in 2004

Europe no.	World no.	country	Name	Population
1	20	UnitedKingdom	London	7489022
2	58	Germany	Berlin	3378275
3	65	Spain	Madrid	3146804
4	87	Italy	Rome	2561181
5	105	France	Paris	2141839
6	139	Germany	Hamburg	1743891
7	151	Poland	Warsaw	1634441
8	156	Spain	Barcelona	1591485
9	161	Austria	Vienna	1570976
10	221	Italy	Milan	1316218
11	236	Germany	Munich	1272179
12	241	Sweden	Stockholm	1260712
13	263	Bulgaria	Sofia	1166143
14	282	Denmark	Copenhagen	1091978
15	301	Belgium	Brussels	1031925
16	304	Ireland	Dublin	1030431
17	322	UnitedKingdom	Birmingham	986969
18	323	Italy	Naples	983614
19	335	Germany	Cologne	960974
20	364	Italy	Turin	873123
21	387	Norway	Oslo	821445
22	395	Spain	Valencia	803438
23	405	France	Marseille	793352
24	426	Poland	Łódź	762615
25	432	Poland	Cracow	753829
26	438	Netherlands	Amsterdam	744159
27	472	Spain	Sevilla	702516
28	504	Italy	Palermo	668275
29	514	Spain	Zaragoza	658186
30	528	Germany	Frankfurt	642811
31	540	Poland	Wroclaw	633276
32	562	UnitedKingdom	Glasgow	607192
33	580	Italy	Genoa	599064
34	581	Netherlands	Rotterdam	597481
35	582	Germany	Essen	596204
36	587	Germany	Stuttgart	590367
37	590	Germany	Dortmund	587233
38	611	Germany	Düsseldorf	573521
39	616	Poland	Poznań	567957
40	626	Finland	Helsinki	558341
41	636	Spain	Málaga	553916
42	643	Germany	Bremen	547915
43	691	Sweden	Göteborg	518990
44	694	Germany	Hanover	514259
45	705	Portugal	Lisbon	508209
46	714	Germany	Leipzig	502467
47	715	Germany	Duisburg	502251

source: Urban Audit

source: <http://www.world-gazetteer.com>


Population growth in the last 5 years in the EU-25 capitals, 2003 (%)

no. **7**

Nicosia	1.28
Stockholm	1.08
Copenhagen	0.92
London	0.77
Brussels	0.63
Madrid	0.62
Amsterdam	0.45
Ljubljana	0.07
Rome	0.01
Warsaw	-0.23
Berlin	-0.48
Vilnius	-0.63
Prague	-0.68
Tallinn	-1.05
Bratislava	-1.07
Budapest	-1.28
Riga	-1.36
Lisbon	-1.57

Busiest Airports

Number of passengers enplaned and deplaned with passengers in transit counted only once



Airport	Passenger
3 Heathrow Airport (London)	67344054
7 Paris-Charles de Gaulle Airport	51260363
8 Frankfurt Airport	51098271
9 Amsterdam Airport Schiphol	42541180
13 Madrid Barajas Airport	38704731
23 London Gatwick Airport	31461454

no. **9**

source: Airports Council International, 2004

Average yearly passengers growth of the largest European airports, 1995-2003

no. **4**

source: Regio Randstad

1) Some airports.

	1995-2000	2000-2003	passengers 2003 (x 1mln)
London 1)	6.0	1.1	112.2
Paris 1)	6.0	-1.4	70.5
Frankfurt	5.3	-0.7	48.4
Amsterdam	9.3	0.3	40.0
Madrid	10.6	2.8	35.7
Rome 1)	4.4	1.1	28.0
Milan 1)	12.7	-0.4	26.4
Munich	9.2	1.5	24.2
Barcelona	11.1	4.7	22.7
Manchester	4.7	1.8	19.9

Strategic position with important airport

The city of Amsterdam has been kept the great interest for the business location from the investors in the world. One of the key generators of this condition of Amsterdam was made by strategic position in world and European scale with great infra structures.

Amsterdam has kept being as one of the leading business core of the world with the strategic position in Europe and the existence of schiphol airport. However to keep the position in the world, the city has to keep improving the efficiency and creating new business developments.

Leading European Cities

Population, Accessibility, Economical capacity



Working-hour and Price

no. **3**

Net working-hours necessary to buy certain goods in the EU-25 capitals, 2005 (/minutes)

	Big Mac	1 kg Bread	1 kg Rice
London	16	6	13
Dublin	14	7	14
Amsterdam	16	9	9
Nicosia	16	9	11
Copenhagen	16	10	5
Berlin	16	10	16
Brussels	18	11	12
Athens	21	12	19
Vienna	15	13	10
Luxembourg	14	14	13
Madrid	21	14	12
Budapest	42	14	21
Stockholm	19	17	14
Paris	19	17	18
Prague	40	17	16
Warsaw	42	17	15
Lisbon	33	18	11
Bratislava	51	19	27
Helsinki	19	21	12
Riga	44	23	26
Vilnius	57	23	21
Rome	26	26	22
Tallinn	46	32	24
Ljubljana	38	38	23

source: Prices and Earnings/UBS

Higher Educated population

no. **6**

in the EU-25 capitals, 2003 (%)

London	36.9
Dublin	28.9
Amsterdam	28.7
Nicosia	28.3
Copenhagen	24.9
Berlin	22.9
Athens	21.4
Vienna	21.0
Luxembourg	20.9
Madrid	20.7
Budapest	20.3
Stockholm	18.5
Paris	18.0
Prague	17.7
Warsaw	17.7
Lisbon	17.2
Bratislava	17.2
Helsinki	16.3
Riga	16.0
Vilnius	12.7

source: Jones Lang Lasalle

Office prices

no. **7**

in European cities first quarter of 2004 (Euro/m2)

London	700
Paris	650
Milan	465
Frankfurt	414
Stockholm	360
Munich	342
Amsterdam	320
Madrid	300
Brussels	275
Barcelona	274
Berlin	252
Düsseldorf	252
Hamburg	234
The Hague	205
Utrecht	198
Lyon	185
Rotterdam	180
Antwerp	136

source: Urban Audit

Working Efficiency and Potential

Change of Travel time by HSL

Normal Train

Paris 249, Brussel Zuid 171, Breda 102, Rotterdam 54, Amsterdam WTC 184

Zuidas

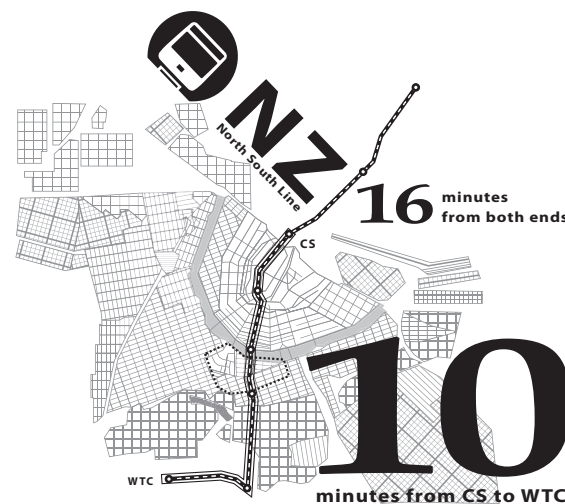
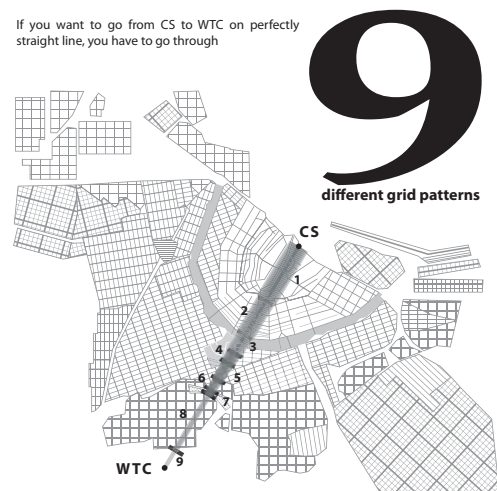
Zuidas project (station WTC area) is the one of the main new project in the Netherlands and it has great connection with both with highway and Schiphol airport, and new High speed line (HSL) is planned to connect with the area. This project area is supposed to be the new business core of the city and will change the economical composition and more over the structure of the city.

However how will it be the development at the centre of the city? As the Zuidas project and North Axis (the other important business project) locate at the edge of city, many other projects, including residential developments, chose to outside of the old core (with high speed infra connection), and the developments of infrastructure are also concentrated around the highway. The inner city ring area is almost ignored and there won't be new development without creating the new quality to be the core.

Therefore New metro line (North South line) has planned to change the condition in the city centre and the details of the project is on the last page of this section.



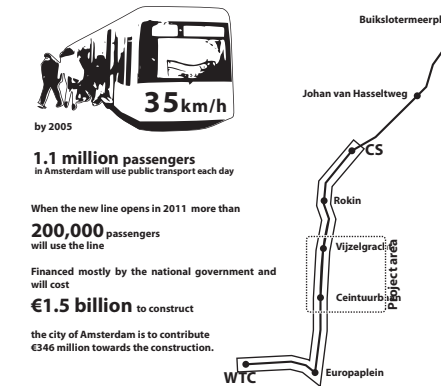
If you want to go from CS to WTC on perfectly straight line, you have to go through



Time distance in Amsterdam

Though other big projects in Amsterdam are situated around Amsterdam and close to hyper fast infrastructures, the project of New metro line will offer the quality for the city centre and some area in between the centre and Zuidas area.

Some part of Amsterdam will be quite near from one old centre and nwe centre; Zuidas. However, how can the area how the change of time distance will change the city and how what will be the new balance of the speed structure in Amsterdam?



1.1 million passengers in Amsterdam will use public transport each day

When the new line opens in 2011 more than 200,000 passengers will use the line

Financed mostly by the national government and will cost

€1.5 billion to construct

the city of Amsterdam is to contribute €346 million towards the construction.

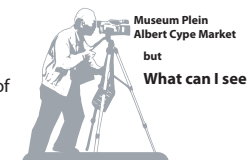
Dissapearence of Morphological borders by Metro system

Amsterdam is not huge mega city and it is quite possible and the new North-South Line of Amsterdam is just several km long. We might think it is just a small incertion and has small meaning for the city, hoever importance of this project is the location of line and it goes through old city centre and varieties of different morphological patterns.

Metro system is completely different from other on land traffic systems and it does really connect point and point as if they locate next to each other. Therefore, this new structure of the city can really affect coming new structure of city dinamically.

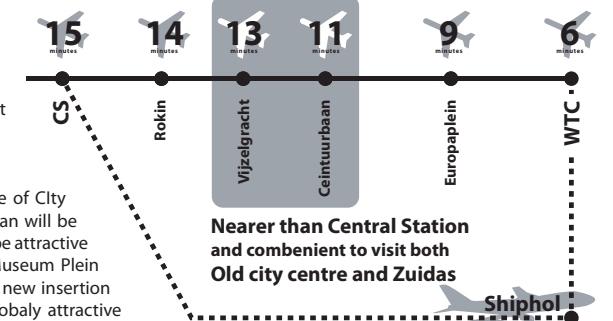
+ Schiphol

Schipol airport has kept being one of the most busiest and important airport in the world, and the time distance from Schipol airport is one of the most important factor of the location in Amsterdam, especially for business and tourism.



Museum Plein
Albert Cype Market
but
What can I see in between them???

New North South Line will change the existing compositions of time distance and new metro stations between WTC and CS will be closer to Schiphol more than CS though it takes much longer time than Amsterdam Central Station.



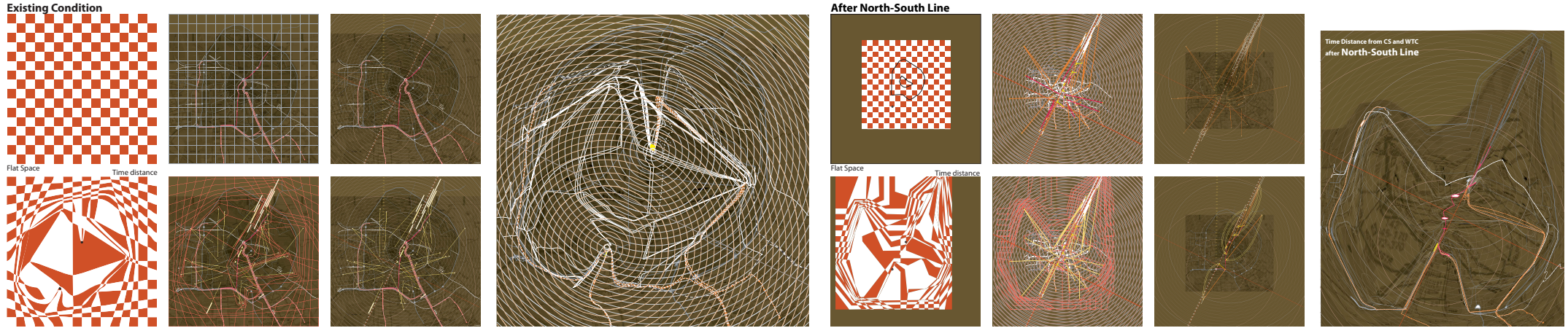
Nearer than Central Station and combenient to visit both Old city centre and Zuidas

Especially some station just outside of City centre, Vijzelgracht and Ceintuurbaan will be most accessible from both and will be attractive for tourists with the existence of Museum Plein and Albert Cype Market. Therefore, new insertion of hotels, touristic activities and globally attractive

retail shop can be expected. However the characteristic of two different attraction, Museum Plein and AlbertCype Market, have lead different type of development and different target groups to invite to the areas surrounding both gloval attractions.

If there is nothing done for combining these characters and if the area in between stays as it is, tourists might go straight to one of the main attraction and don't explore the area and New metro line will only affect just around new stations.

Time Distance structure in Amsterdam Duration from CS and Zuidas area by Public transport



The New composition Results of Space-time compression

10 and 15 minutes distance by public transport

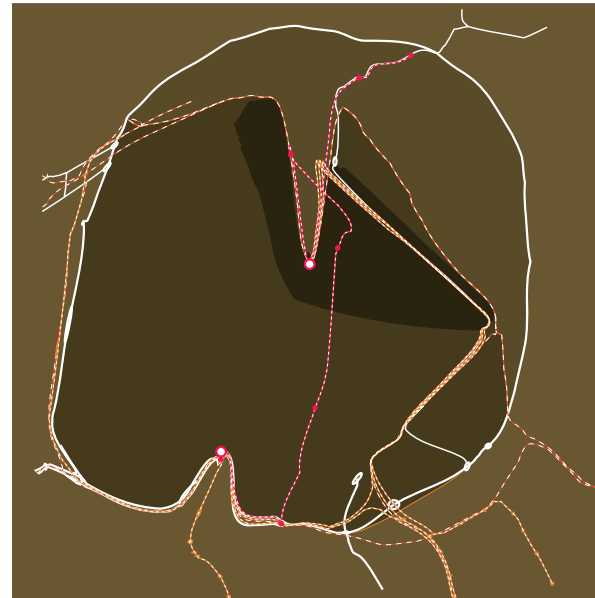


Geometrical space



One of the most important indicators which make a part of the city visible is the accessibility. Time distance is more crucial than the physical distance and, in many ways, time distance map is more close to our feeling of a city than the geometrical map.

Time Distance Before NZ Line



New metro line directly change the time distance of the places near the new stations and city will have completely different reality of space-time. The area far from new metro stations cannot get profit of the new accessibility and become relatively far. (Time is always seen as a result of comparison and same duration in 100 years ago and now means completely different.)

Time Distance After NZ Line



De Pijp area locates in the middle of North South Line and it become the centre of Amsterdam in terms of accessibility both from CS and WTC (5 minutes distance) and this is inhabitable for the area to have business and tourism impact quite soon.

Layers of EYES

- rich poor
- female male
- visit live
- young old
- native migrant
- single family

Sum of First-person perspective

Cities work in quite complex way and We need to choose a set of scopes; set of aspects like layers of cities. We need to simplify the model and have to find the relationships in between layers. The choice of scopes depends on our objectives of the study and the composition of scopes enables us to focus on a specific face of cities. I have no doubt about this way of approach.

Layers of functions?

Therefore choice of layers become important as the base of the research, and one of the typical set of scopes is the series of functions. However, the important point we have to think about is what each layers or elements in layers mean for a person or for group of people. We may possibly divide functions of cities but cannot divide people in same way. As I mentioned previous chapter, people themselves, their actions themselves are elements or life of cities and as a results of their activities the shape of cities are created.

I'm not denying the meaning of functional layer analysis, but we can also think about an alternative way of making (the layers are man maid abstract and I want to use 'make" in stead of "find") layers; Types of people and type activities.

Type of people and type activities

Cities are made of eyes of people and hand of people; their perception and reaction, and it is worth to understand the relationship between the perception and actions.

Categorise people

Of course it is impossible to understand everybody in a city, but we can group people by income, age or many other factors, It is like marketing and head hunting..

when you look at a city,

Which colour of glasses do you use ?



"We are well aware that we can see clearly what is in front of us because we cannot see what is behind us at the same time. Similarly, we cannot see the inside and the outside of the things together. The frame, the limit of visibility, is clearly what makes conscious objectification possible. We combine our search to maximize perception at all costs with the quest for minimal perception by means of a slit, a slit that limits without ever ruling out our perceiving the whole of the object or image masked..."

"It is a race between the gaze's quick "objective" survey and the "subjective" (or mental) interpretation of the image that are viewed successively through the slit"

A landscape of Events/ Paul Virilio



Visibility of Amsterdam for 3 different groups of People



Businessman

Tourist

Residents

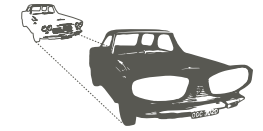
All individuals have different ways of looking at the world and it is, obviously impossible to understand all of them (and also impossible to understand a pair of glasses). Therefore, in this research the analysis of different visibilities is simplified and concentrated on 3 groups; global scale visitors, city scale users and local scale inhabitants.

On this section, the analysis concentrates on the visibility in the city of Amsterdam and the visibility of each group has been scaled following ways.

Global scale: location of Hotels and Main attraction for global tourists
 National and city scale: location of Hotels for business man and the commuting route from and to Amsterdam
 Local Scale: the position of supermarkets and commuting route in Amsterdam

How to move >> How to look

Speed, Concentration and Depth

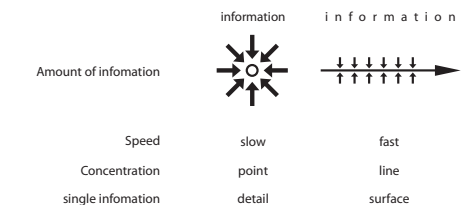


"Remember that human gaze both curves up both space and time at once..."

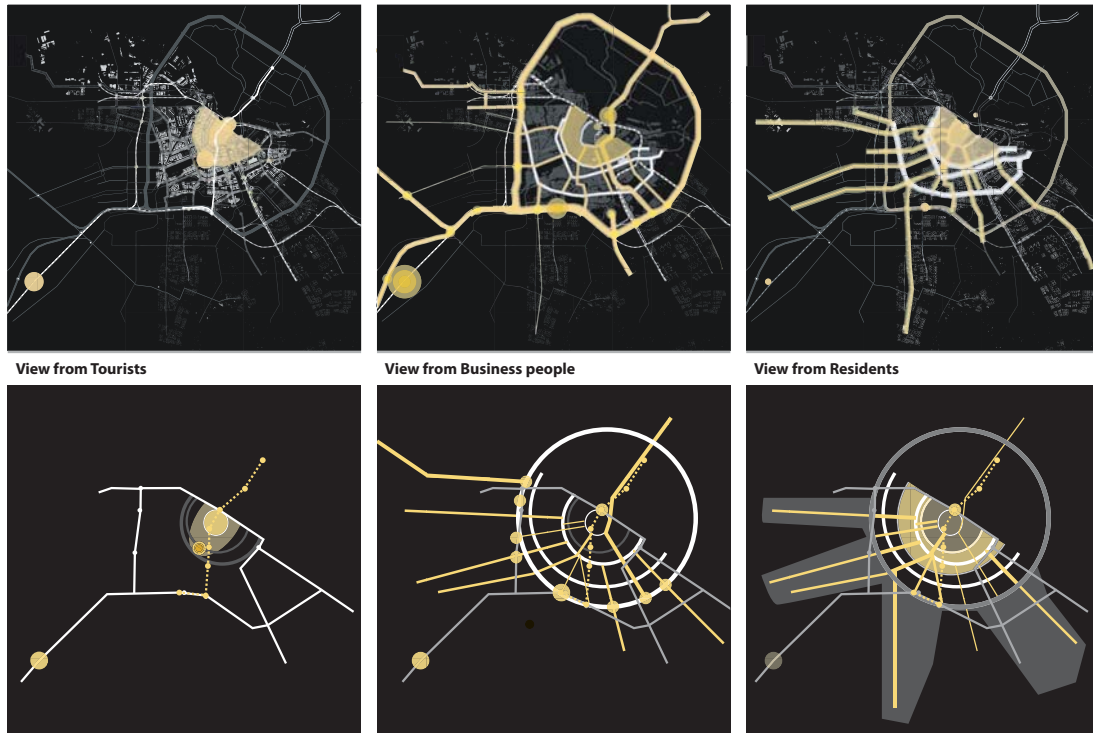
Now, at the beginning of 21st century, it is quite difficult for us to find many people walk from their house to their work, and the cycle of commuting, and supplying movements look like blood cycle or IC chip of computers. This new network of cities has been generated by concentration of high speed connection on lines and compression of productivity on points. If we are pleased or not, Points and Lines are basic elements of our city and we often move only on top of them. On these points "the condition of post modernity" is quite right and these spot lights can be explained in his way. However, light and shadow is always together and the project of the enlightenment by compression has kept been created not only bright points under the spotlight of speed and power but also fragmented shadows all over the cities.



Through my analysis on the Pijp area in Amsterdam, I discovered relationships between daily cycle of movements and the patterns of concentration of visible lines along different types transport and speed. The compression of time distance generates stronger narrow spot lights along the lines and darker shadows behind the lines. These front and backside of cities looks as if different world. One of the slit of drivers is the window of their car and their landscape of the city is almost end at the surface of the line. In other words, the horizon of the landscape for the driver has almost same shape as the line on which they are driving. Infra-thin landscape and fragmented shadow of them can be found everywhere in cities and even in villages or everywhere in the world.



3 Amsterdam Different visibility of transportation and city areas from different group of people



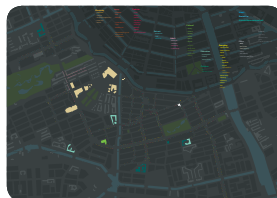
Opportunity and thread

Visibilities of the city from different group of people are completely different and the project area locate in between tourist attraction and business attraction. For residents of the cities, the area is on daily commuting route and also the centre of daily consumption. There is strong local activities of local life.

With the new metro line, the area become more close to both sides and it can be especially in tourist attraction. (For business attraction there should be improvement of car accessibility) The area has opportunity to have more hotels and commercial, cultural activities.

However this kind of new development can spoil existing quality of local life and the area can lose the original identity. Preservation and balanced development for all three target groups will be needed.

Different Types of shop



How to look??? >>
Speed, Means of Transport
and Visibility

Layers of Eyes Principle for research and Design

Visibility in De Pijp for different type of people



The area locates just outside of old centre of Amsterdam and there are two of the main attraction of the city; **Museumplein and Albertcuyp Market**. Especially Museumplein attracts great many people all over the world and it has kept being the most important cultural symbol of Amsterdam. On the other hand, the area has relatively high crime rate and the problems of racism hasn't disappeared yet.

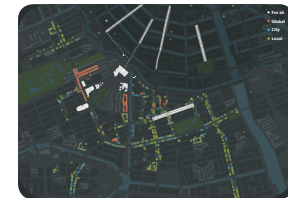
The New Metro Line will have two stations on north and south side of the area and how will the stations affect and change these two different characters?

To make use of new central position in terms of time space structure in Amsterdam, first of all, we have to understand how the area is working now and what is the meaning of the area for different types of people in global, city and local scale.

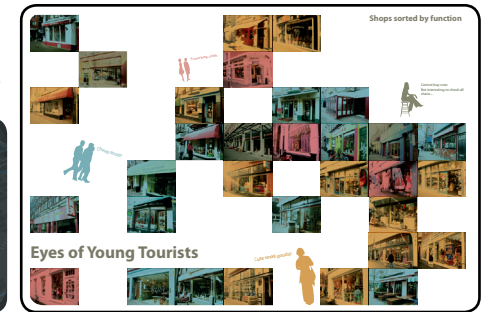
Visibility for specific type of users

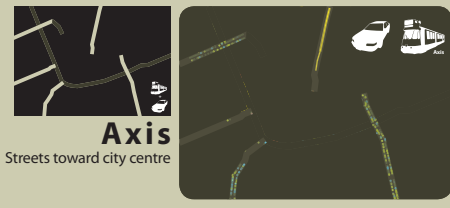
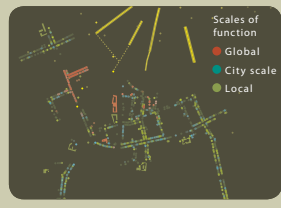


An example of visibility of the area for the specific group of people



De Pijp area will be
4 minutes from CS
5 minutes from WTC
11 minutes from schiphol





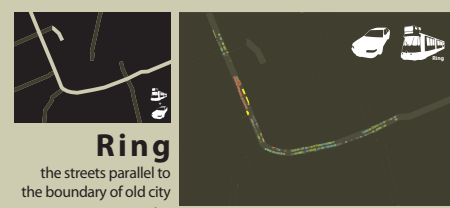
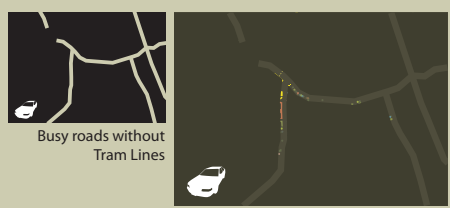
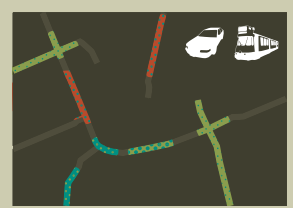
Streets both with heavy car traffic and Tram line are obviously most visible part of the city for residents and frequent business commuters and we can see many shops and offices along these streets. However, the composition of the scales of facilities are complicated and it is helpful to divide these streets into two categories; **Axis** and **Ring**.

Divide map functions according to
Front and Back
 side of flow

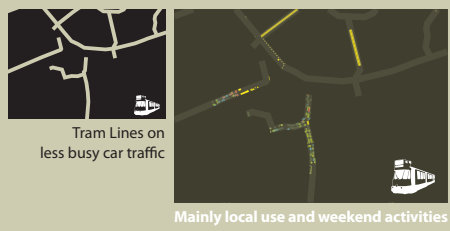
To simplify the structure of the levels of functions, it is useful to divide map information into two.

Front
 Area just beside main transports
 (Tram and busy car routes)

Back
 The area locate one or more steps back of main transport

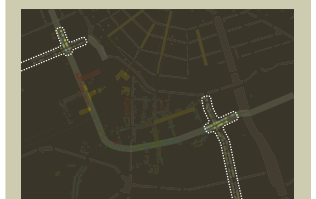


Compare with Axis streets, Ring Streets are rather fragmented and doesn't have strong character in itself and each areas around cross road with main Axis streets is affected by the characters of Axis streets and globally attractive areas.



This is the character of the Ring street and we can see all kind of target groups pass through this streets and that is how the mixed type of shops are located there. In this way, we can define this Ring as a hub. Especially a part of the street between Museum plein and Albert Cype market is the centre of this linear shape node and the strip is used by many residents and business commuters and become a part of their daily life.

Together with two important global attraction, this part of the part of the Ring can be defined as the centre of City Life of Amsterdam.

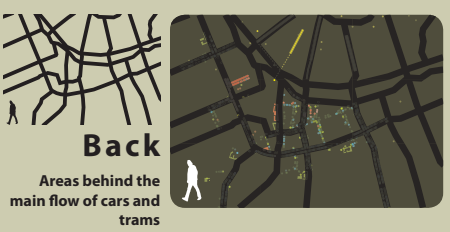


More Visible, More Function

The area highlighted by white lines have concentration of facilities.

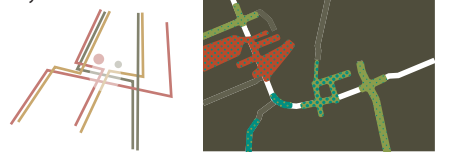
Front side have a lot more concentration of facilities and the structure of the shops might be related with type of transport and later I will examine 3 different type of major roads in the area.

White highlighted area on back side should be based on pedestrian access and analysis of it will examine the structure of it with the result of Front side which supposed to be start points for the people walk into backside except people live there.

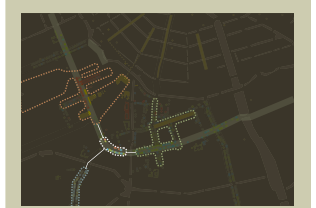
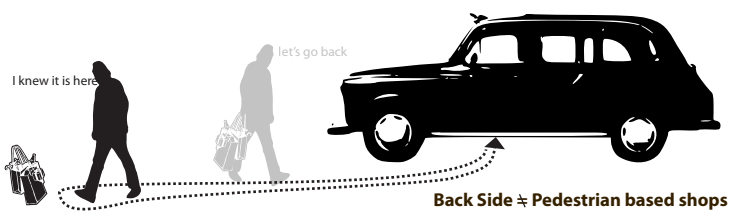
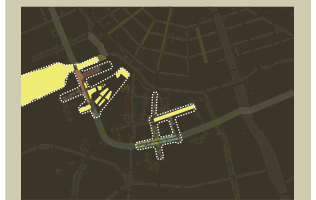


Infra + Attractions
 Pedestrian based shopping areas often locate along heavy car traffic roads with tram line and the scale of activities are often related with shopping streets on big roads.

However, there is no clear relationships between the concentration and composition of infrastructure. Also it is hard to explain the reason why the area close to Albert Cype Market has globally attractive shops compare with others.



Affected by their streets and attractive facilities
 This Ring works as HUB of the local and city scale flows and the area between Museum Plein and Albert Cype Market becomes the centre of flow. All type of commuters and visitors pass by the area and it is highly visible for all of them though many of them might not stop. There fore this area has more mixed functions for all kind of targets groups





Main Car traffic route is part of daily life but not related with local activities and people might not stop on these streets.



Tram Lines are often directly connected with global scale inner city shopping streets and Lines are related with both weekday commuting and weekend activities. However it is not directly connected with city scale activities and not visible for residents who live outside of the area along



Heavy car traffic streets with tram lines are the most lively streets among all and it is visible for many type of residents and business commuter and used both weekday and weekend.



Axis streets has strong character and have specific type of targets to attract.



Ring Streets works as a HUB of great amount of flow and they are visible for any people who use different axis streets. Therefore the streets are visible for all and have many city scale activities.

Conclusion of this chapter

Compare with other part of Amsterdam, De Pijp Area is visible for many different type of people and has varieties of global, city and local scales of activities.



Each scales of activities have certain relationship with infrastructure, and many times there are some logics behind. One of the most important fact of these relationships I found through the research is the difference of activities on streets with same direction as axis and the streets has same direction as Ring road.

- Axis; specific type of users with specific reason
- Ring; Variety of users with different reason to move come across

Centuurbaan street on south side of the area has strong character of the Ring and this is the reason for the mixture of different scales of activity. However, there isn't any logical structure in deep inside of blocks and the locations of shops look rather fragmented. At this turning point of typology and speed, infrastructure is the most powerful element to create the spotlight and shadow of the city and the it has kept the problems of racism or lower income in this area.

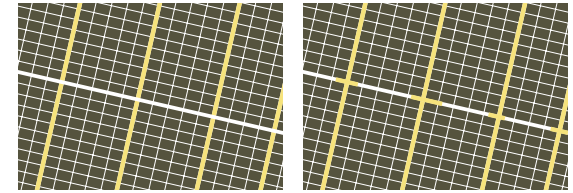
Ring between Museum Plein and Albert Cuyp Market has strong mixture of different scale activities especially city scale retails. Main reasons of this structure are following

Centre of HUB

visible for all (not depending on income groups or place of living)

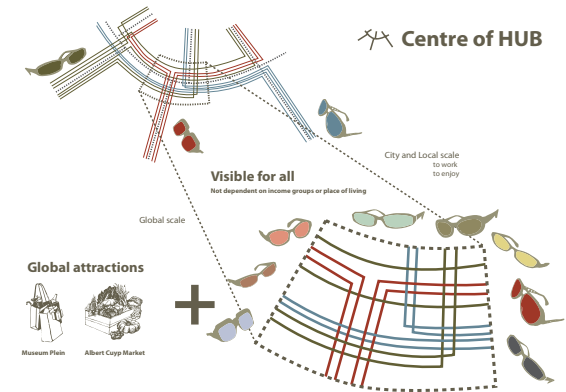
Two global attractions

not only visible for residents of Amsterdam but also National and global scale visitors.



thin lines: normal streets / thick lines: busy streets with cars and trams / Yellow lines: lively streets

East - West direction of streets; Ring Streets, are connectors of Axis lines and only high quality(speed, width and location in the city) Ring streets have commercial development around the crossing points with developed Axis streets and the se area have similer characters as each axis street.



New metro station might through more strong light at some points of this area. However, if there won't be any pedestrian network like now, the darkness of the backside might increase.

We have to make use of the new metro stations and have to design New flows of the people to bring back the light to our real life of the cities.

However, to design and generate new flow in the area, there is one more thing we have to know; How different type of people move now and how they will flow after the realization of new metro line.

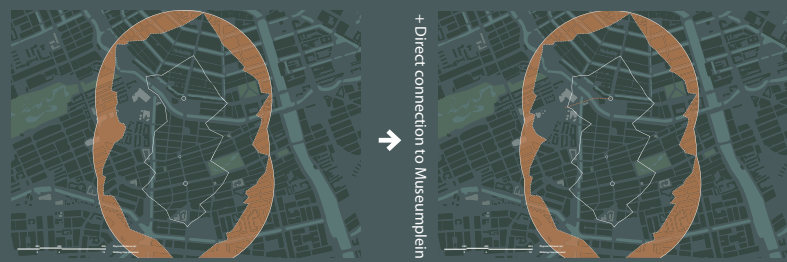
Next chapter of analysis will concentrate on the relationship of Location and movement for different group of people and the physical and mental depth of the area from the station

from next page.

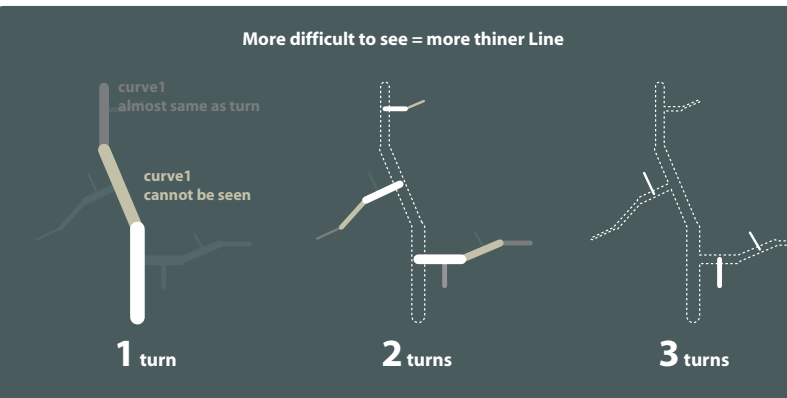
How people may Walk from New Metro Station?



- Walking distance from new stations
- Optical Depth from new stations
- Pattern of Movement
- Prediction of flows and the possibility of new flow structure



Although Museumplein looks quite close to each station, it is more than 500 meter away and there should be direct connection from the nearest station to bring more and more people to the area and generate new flows in the area.



Optical Depth

As the map of walking distance shows, mental and physical distance we feel is quite different from normal maps.

This drawings of Optical Depth of the area from the new three stations show where the area which has the highest visibility from both three stations is and also where the area which is optically most deep in the area. Obviously the area with high optical visibility will obtain more central characters of the area

Also there are two more aspects we can use for predicting the future development of the area.

The different optical depths from each stations can show the coming characters of them related with main destinations

and

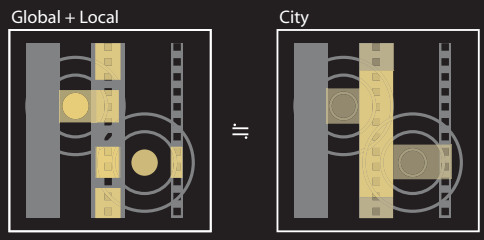
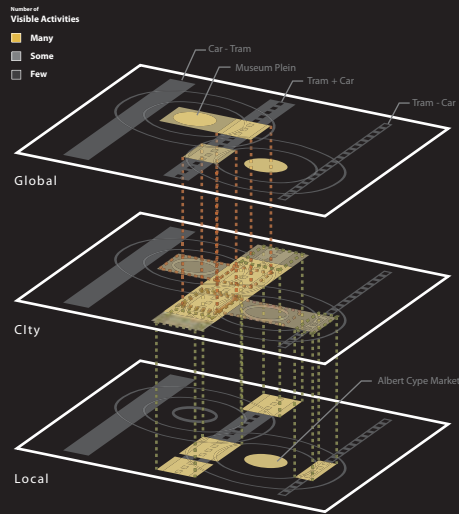
This prediction of the character of the stations can lead to the type of users of each stations.

Together with the results of different exploring tendency of different groups of people in the area, these drawing can be used for the prediction of the main flow for the existing condition and probable direction for the future development in the area

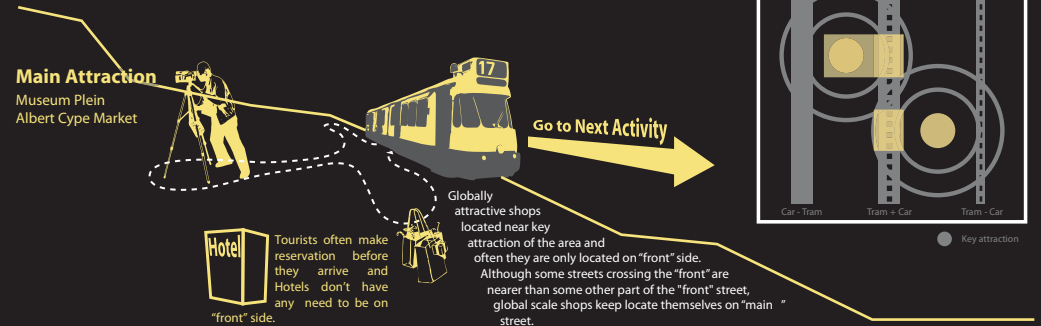


From station to as far as pedestrian can see

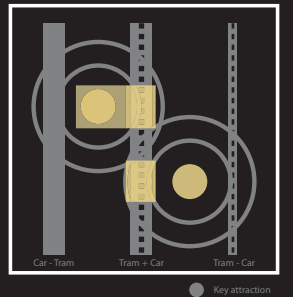
Visible activities sorted by Distance from Key attractions and Ways to explore



Global Scale



Global



Pedestrian	All	NA	FA
Car and Tram	All	NA	FA
Tram + Car	All	NA	FA
Tram - Car	All	NA	FA

All	Car and Tram	All	Tram + Car	Car - Tram	Tram - Car
FA	Pedestrian	All	Tram + Car	Car - Tram	Tram - Car
NA	Car and Tram	All	Tram + Car	Car - Tram	Tram - Car
FA	Pedestrian	All	Tram + Car	Car - Tram	Tram - Car
NA	Car and Tram	All	Tram + Car	Car - Tram	Tram - Car
FA	Pedestrian	All	Tram + Car	Car - Tram	Tram - Car

No car but Public transport

Only Area near from key Attractions

Concentrate on "front" side and physically most visible location

Local Scale

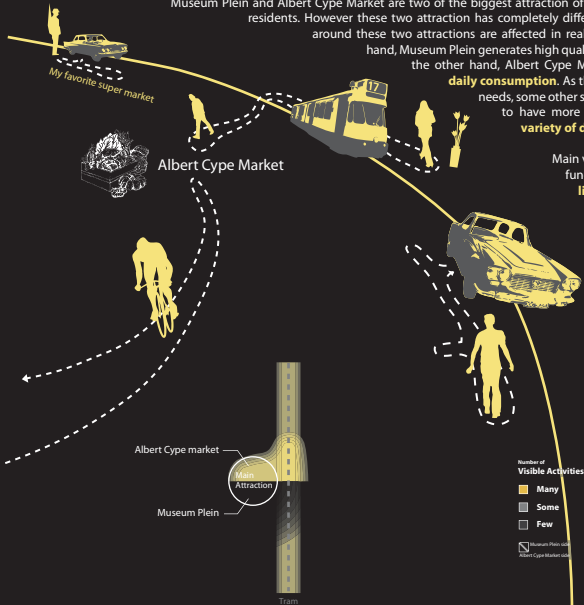
Commuting Routes: be seen everyday by same group of people. Local shops is concentrated on busy communal street with tram lines and it supposed to be used not only people live near by but also the people use the road everyday. Therefore shops can expect to be seen and be visited repeatedly.

Albert Cype Market

Museum Plein and Albert Cype Market are two of the biggest attraction of the area for both tourists and residents. However these two attraction has completely different characters and the areas around these two attractions are affected in really different ways. On the one hand, Museum Plein generates high quality expensive shops and on the other hand, Albert Cype Market has **strong gravity for daily consumption**. As the market itself works for daily needs, some other shops around there give people to have more choice and the area provide **variety of daily products in good price**.

Main visitors of the area for this local function are **both local people live around the area and also some commuters who pass the area everyday**. Of course some people visit the market on their **free time** and buy some cheap products, however, the main attraction of the area is the daily products.

For tourists, the products they can get there is not really attractive but the feeling of **lively local life** is the best selling point for them. Therefore, **if we want to keep the market attractive, we have to keep it local as it is**.



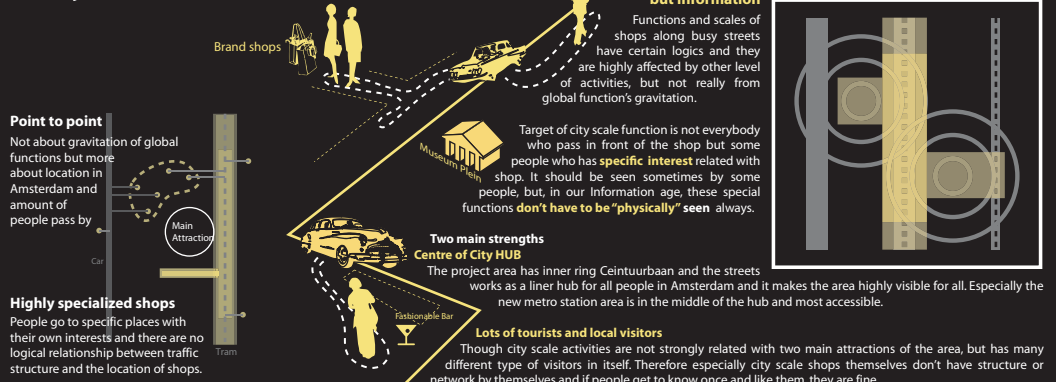
Pedestrian	All	NA	FA
Car and Tram	All	NA	FA
Tram + Car	All	NA	FA
Tram - Car	All	NA	FA

All	Car and Tram	All	Tram + Car	Car - Tram	Tram - Car
FA	Pedestrian	All	Tram + Car	Car - Tram	Tram - Car
NA	Car and Tram	All	Tram + Car	Car - Tram	Tram - Car
FA	Pedestrian	All	Tram + Car	Car - Tram	Tram - Car
NA	Car and Tram	All	Tram + Car	Car - Tram	Tram - Car
FA	Pedestrian	All	Tram + Car	Car - Tram	Tram - Car

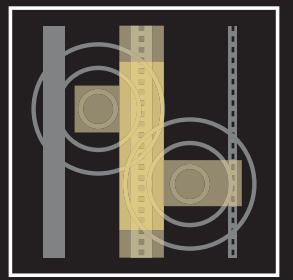
Only far side of global activities

Strongly related with Tram lines and many daily consumption shops locate on same streets but not often locate inside of neighborhood

City Scale



City



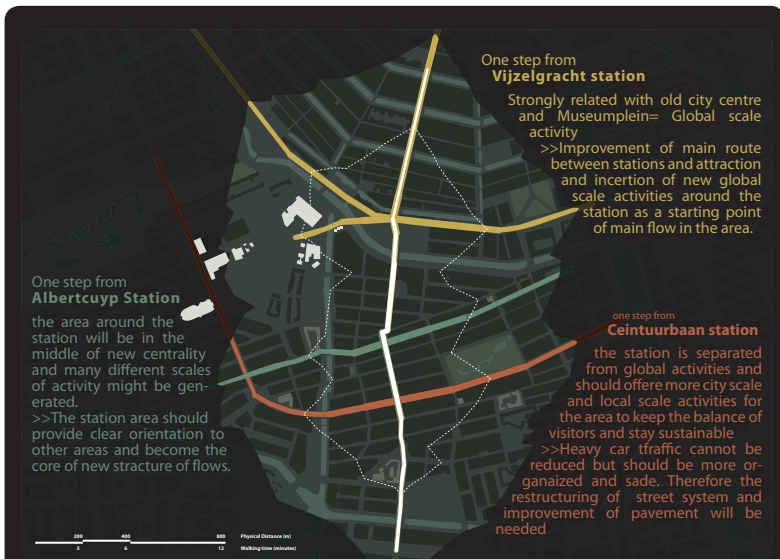
Car and Tram	All	NA	FA
Pedestrian	All	NA	FA
Tram + Car	All	NA	FA
Tram - Car	All	NA	FA

All	Car and Tram	All	Tram + Car	Car - Tram	Tram - Car
FA	Pedestrian	All	Tram + Car	Car - Tram	Tram - Car
NA	Car and Tram	All	Tram + Car	Car - Tram	Tram - Car
FA	Pedestrian	All	Tram + Car	Car - Tram	Tram - Car
NA	Car and Tram	All	Tram + Car	Car - Tram	Tram - Car
FA	Pedestrian	All	Tram + Car	Car - Tram	Tram - Car

unlike both global and local scale activities, Pedestrian area near main attractions is used for city scale activities

most related with city activity

Though area in the middle of inner ring ceintuurbaan has more concentrated activities, other area also have many city scale activities.

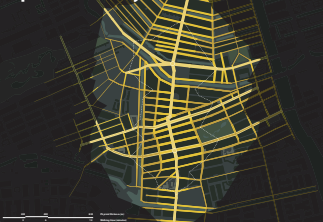


Highly visible streets and area from each stations and in common for all stations

No turn Only bent of street



Optical visibility from all stations



Sum of Optical Visibility from all stations



**Visibility from New Stations
 Optical Depth**

together with the walking distance of 400m (proper) and 800m (maximum), optical distance from different stations show

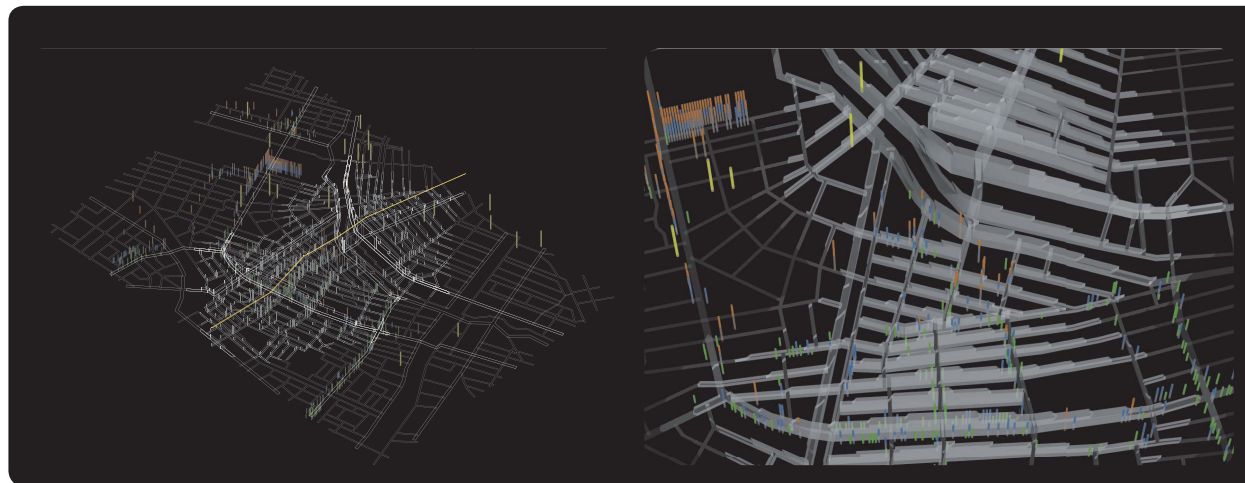
- Main attraction and related station
- Stations and possible target area for each
- Commonly visible street

Walking distance

These drawing show the relationship between the scales of function and walking distances from the stations.

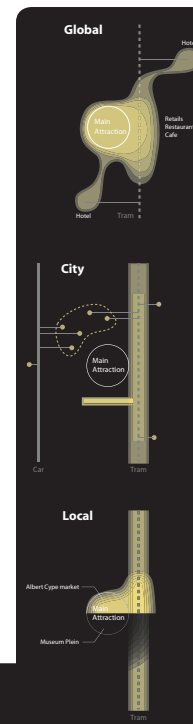
Nealer from the station, the streets are higher and the height of the column show the scale of activity.

(high; glo >> low: local)



Stronger spot light and Darker shadow

The concentration of new flow generated by Metro stations will be on the already developed and visible streets and won't be extend to the inner blocks. Therefore the area will be kept divided and we cannot expect both big commercial success and new quality or benefit for the existing residents



Scales of activities and locations

New flows of people from the stations

- =Walking distance
- + Optical Depth
- + Existing activities and meaning of places
- + Tendency of different visibility from different scales of activities and targets

Where the new main flow will be ?

Prediction based on
 Walking distance + Optical Depth
 + Locations of different scales of activities

Possibility of future

The Effect of metro station

Small impact

Generator (not always positive)

The Balance, character and identity

White and grey: Rich residential

White and black: More big contrast and increasement of social problems

White and colours of existing characters

Need to have help of global side to generate

However need to be separate (otherwise become "black and White")

Network of global activities meet that of local life

AIM of the project

Regeneration of two areas by **creating and connecting two networks** based on **existing characters** with **new metro stations**

Strengthen the quality and character

Creation and regeneration of **attractions**

Networks in each areas

Make use of the new **metro** line

Connect two networks

Avoiding the unbalance: (need of connection1)

The balance with the stronger light: not to be black or grey

Bring the lights to the deep inside of blocks: needs of visitors

Keep the existing identity(need of connection2)

International art as bridging character of both side

Benefit for both side: wider visibility, sustainability

Unification and New identity

Key Existing characters

Two strong character and division

Two different images and gravities for different scales of activity

Problems on each area

Disorganization of global facilities on West

Social problem on East (Racism, High crime rate)

Contrast: stronger light and darker shadow

HUB: Edge of old centre

Wide Visibility

New Metro system: new central

Connected with high speed global infrastructure

Near from both CBD areas and old centre

Meaning for the residents of Amsterdam

Shallowness of landscape

Disconnection: Grey scale or black and white

Make use of the character of Metro to generate new flow



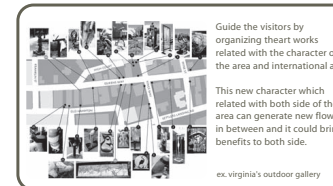
Character of Metro

- Visitors have clear destination
- loss of orientation



- Provide **clear route** for visitors
 - Introduce **other attractive streets and activities** on the way
 - **International art** will be interesting attraction for both visitors who visit Museumplein and Albert Cuyp Market. (and can lead them to other alternative ways to arrive main destination)
- >> **Network Museum** (creation of the flow in between two area)

- As a whole, main and sub route create **Pedestrian Network** and it can provide **safty** and enrich any scale of activities.



Guide the visitors by organizing the art works related with the character of the area and international art.

This new character which related with both side of the area can generate new flows in between and it could bring benefits to both side.

ex. virginia's outdoor gallery



Design of flow and Connect two area

Attraction and Route

Characters of Metro and a **Possibility** for the creation of the new balance of flow of people and activities

New Metro system and coming new situation is the main generator and of the project and I'd like to point out how the experience of metro is different from other means of public transport and how can we make use of the character before start designing the details.

How we feel and why we use

Compare with other means of transport, metro system give us completely different feeling to travel.

Clear aim and target

Passengers of metro know where they are going to stop and **exactly where they want to go** even though they've never been the area. Nobody stop at some unknown station to have a look without having any image of it.

Discontinuity: Rebirth of city

Unlike other on land public transport (such as busses, trams and trains), passengers **cannot see the context of cities** and lose the sense of direction and feeling of distance.

Estimation of flow

Because of the first character of metro (clear aim), many of metro stations are used specific type of users (only for business man or inhabitants and etc.). Therefore it is clear that the location and structure of different attractions decide the type of visitors and the main route from each different station, and we can estimate the following points.

- Which type of people stop at which station
- Which route they might take from each station

The character >>> Design of flow

The estimation can show a possible future of the area from the impact of the new metro station, and my estimation was negative if we don't design anything. However the second character of metro enable us to create new flows and new combination of them.

The keys for the new structure of flow are based on how to guide the people and how to give other opportunity on the way.

If we can create **clear visual guide** and **smooth connection** to main attractions, visitors will take the most desirable route and we can use the short voyage from a station to an attraction as the introduction of the area and other unexpected but interesting activities. Visitors can join another type of flow as a spice of their journey or can go deep into other attractions.

Main attractions have to be reinforced their image and quality to gain **more visitors**. Design of **stations** and station areas have to be **different from others** and it should meet with the needs of **type of main users**. Provide **clear visual guide** for the visitors from the station to their destinations. The route should have certain **quality** and **linkage** with the **destination** and the **area**. Organize flows of **different scales** of people and give them some other **choices** for them to **join other areas and activities**

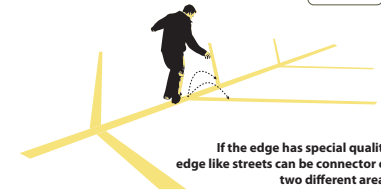
key tools for structuring the new flow

- **Network of key attractions and small valuable elements in the area**
- **Hierarchy of Routes: balance of activities**
- **Starting points of flow**
 - **Metro: tool to guide and mix the flows of different target groups**
 - Key generator of the flow of the people
 - Create crossing point: Visual guide and smooth access
 - **Parking: city scale activity**
- **Activator and connector of flows**
 - **Edge**
 - **Axis and ring**
 - **Rhythm: streets, square and attraction**
- **Quality of streets**

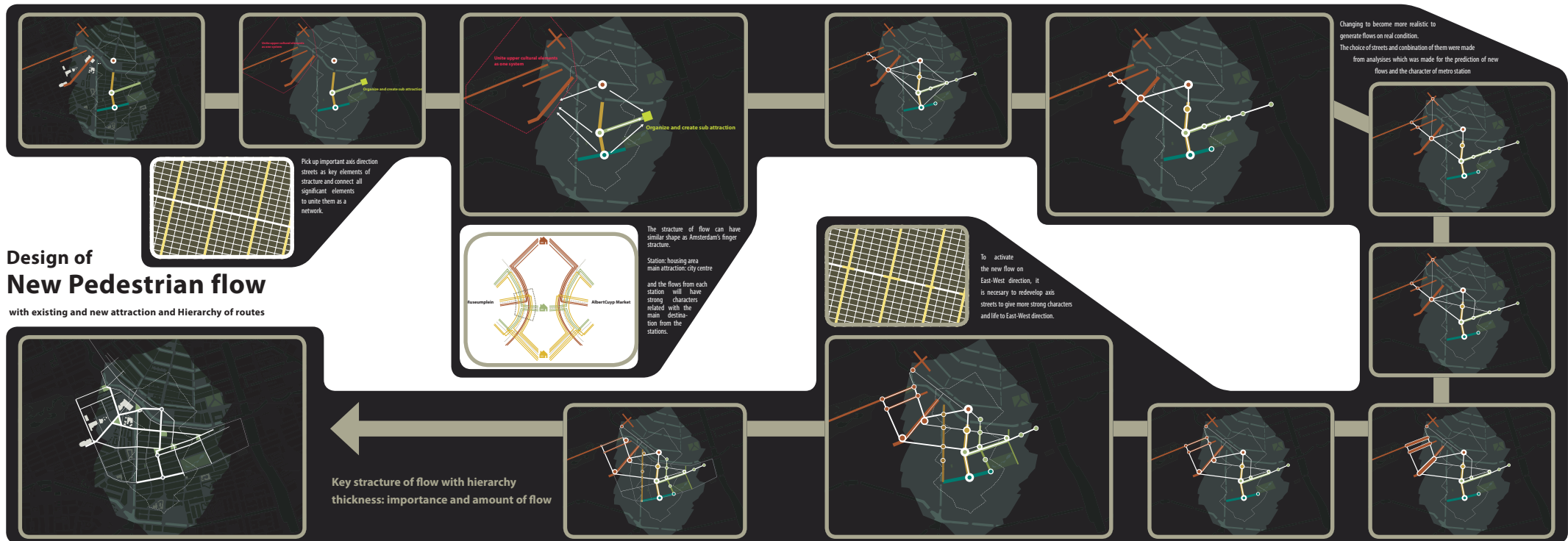
Cultural elements and main Flow of the area



Edge = Boundary?
or
the line on which
people can easily go into both sides



If the edge has special quality edge like streets can be connector of two different areas



Design of New Pedestrian flow

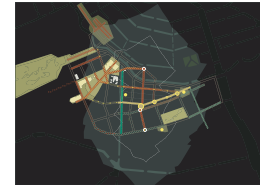
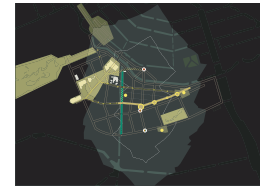
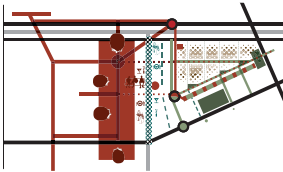
with existing and new attraction and Hierarchy of routes

Key structure of flow with hierarchy thickness: importance and amount of flow

The connecting route of both area extend into the neighbourhood areas of De Pijp. However, the street should not be filled with tourists and should just have some ornaments or galleries of international art. These routes will have some check points with ornamental sign and going through 2 areas and these will work as a connector of two different activities. Together with the improvement of streets and squares, new flows of different type of people will bring the area more life and more safe condition.

The whole structure of the project is on right and the map shows how the new flow can meet with other existing elements of the area.

The details of the project and description of Key project will be from next section.



Key Projects

Although there are many projects to deal with for the future of the area, these 4 key projects are the most important projects of all. the Project of Museum plein and Edge street on East has been explained before and this section will be concentrate 2 main projects of "Direct connection from the new metro station to museum plein" and Canalside development"

Museumplein

- Face to the park
- Embassy area to new facilities
- Centre of global activities

Edge street on East

- Development around Albertcuyp Station
- Parking
- Squares

Direct connection

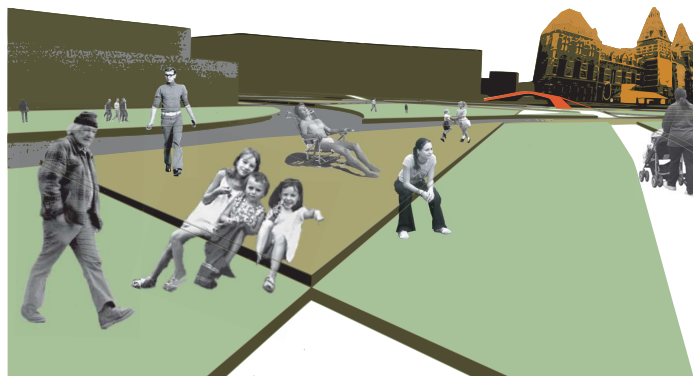
from the metro station to museumplein

- Optical guide
- Station Vijzelgracht
- Bridge and information centre
- Connection with other flows and choices

Canal side development

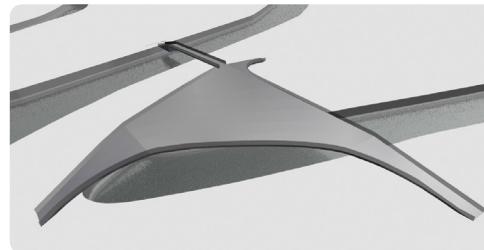
- Connection of two network
- Parking
- Middle scale activities
- International art centre

Vijzelgracht station and Museumplein are close to each other but there isn't clear connections in between and without inserting the new direct route in between, it takes more than what we scale the length on a map. Therefore, Development plan of new Museum station (Vijzelgracht) should include how to guide visitors to main attractions and how to make more convenient access to residents.

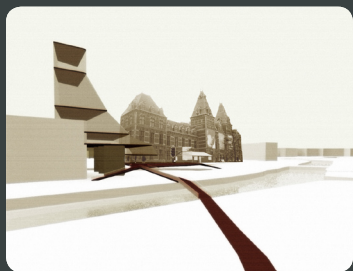
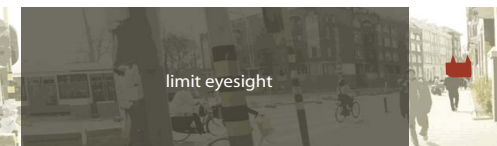
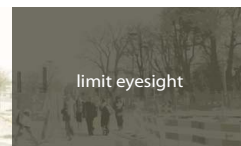
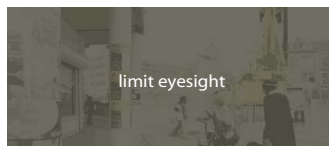
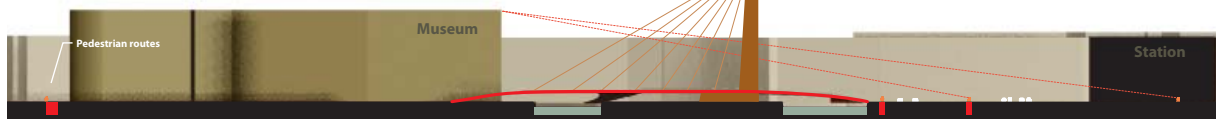


Direct Connection to Museum Plein

Station Vijzelgracht + Bridge and information centre



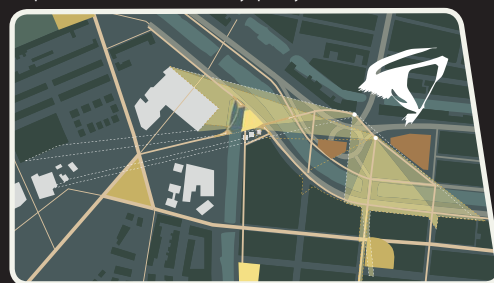
The bridge go over w part of canals nad make almost straigh connection between station area and museumplein and the majority of users of this bridge will be global tourists and city scale visitors. However, Other bridges are also planed to



Currently the view of Museumplein from the coming station is almost covered (also not clear to see Ferdnand bol straat) . To refine this problem, the building just in front of the station has to be demolished and should have other function where it doesn't cover important visual information.

Open and limit the view

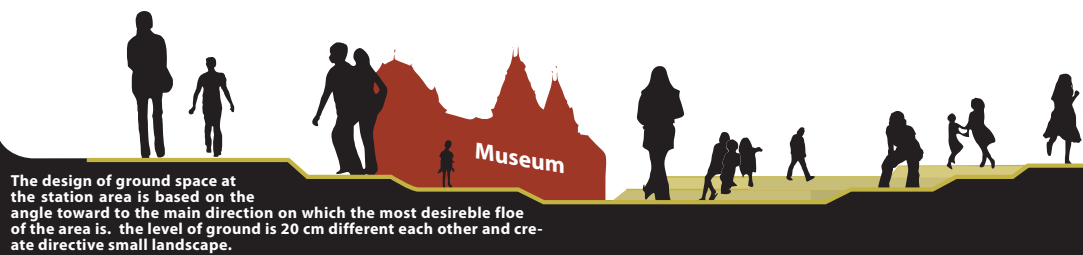
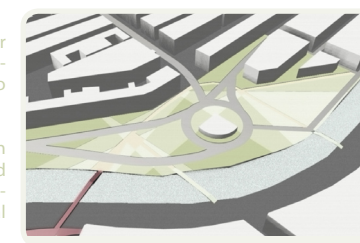
Shape of the building and Design of ground level is based on the view at directly outside of the station. Direction toward main attraction is opened and visitors can immediately understand where it their main target. On the other hand, on this plan, the view on other directions are half covered and it can help first visitors to find their way quickly.



Function

New buildings around the station will be used for Hotels and other global scale functions, and the facilities can be used by tourists, business man who work in city centre of Zuidas area.

However, basically the area is open to see the main attraction and the green open space can be used by three different scales of people (and also underground parking which is combined with the canal side project will be useful for the city scale visitors)



The design of ground space at the station area is based on the angle toward to the main direction on which the most desirable floe of the area is. the level of ground is 20 cm different each other and create directive small landscape.

Canal side Parking street

From the Museum station, Visitors of Museumplein go straight to the new bridge which enable the direct connection from the Metro Station, and they will see the new development on canalside with the parking and they may go into the street and join the different type of flow which is strongly connected with city and local scale activities.

Connecting two areas and the flows of different scales of activities

This project locates in between two areas on East and West, and works as the main connector of two areas and different flows generated by variety of activities in different scales.

For achieving this task this street will have (The reason is in previous section)

More city scale function mixed with international art character

Parking facilities for both residents and visitors with upgrading the quality of street.

The Parking

The removal of parking space is an important factor for upgrading quality of the street. However there is a difficulty for constructing underground parking and there should be several options to serve the problem. Other possibilities are same as the other edge street on East side of the area.

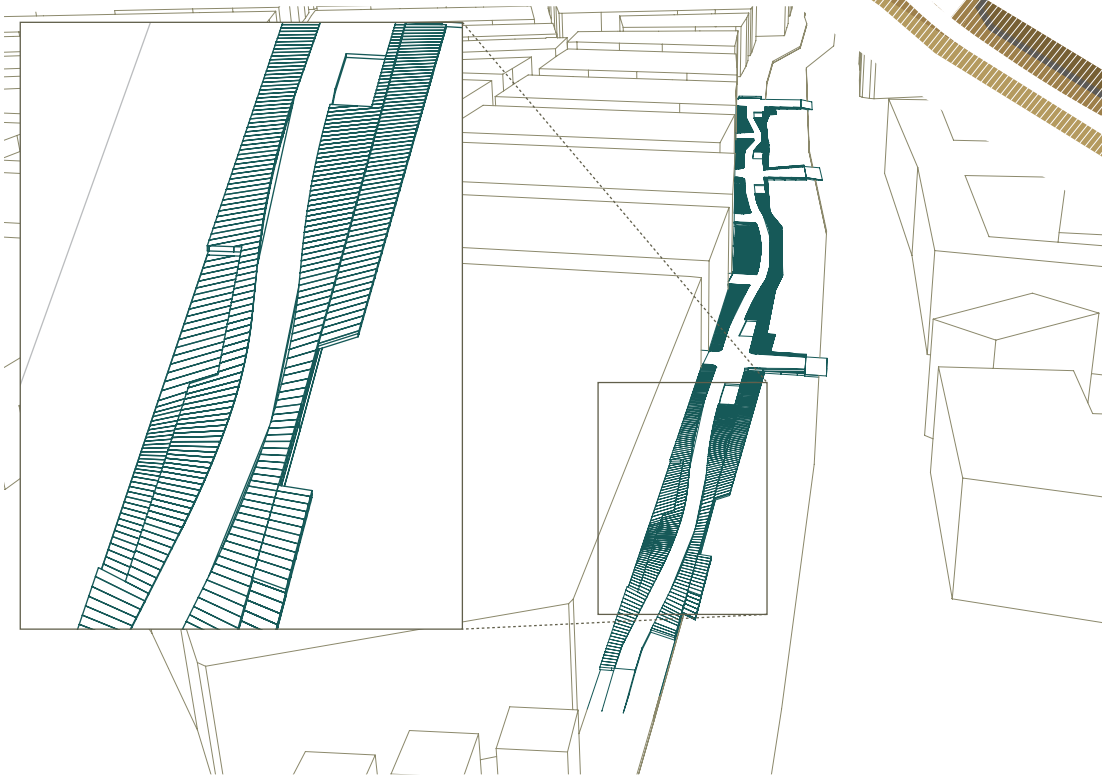
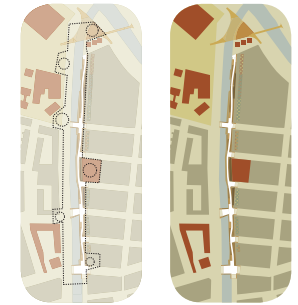
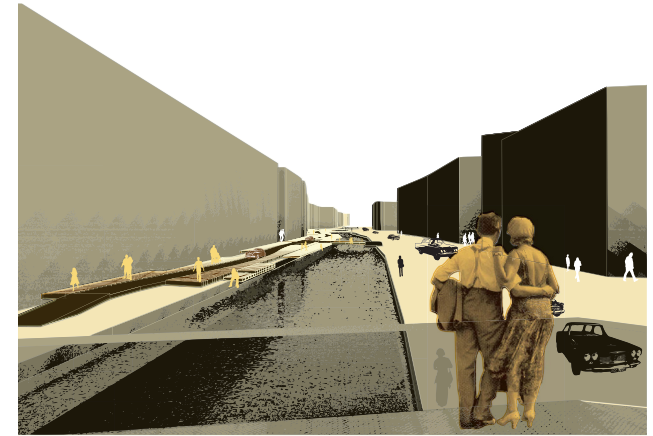
Possibility for the minimum intervention

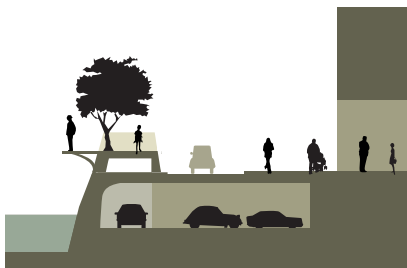
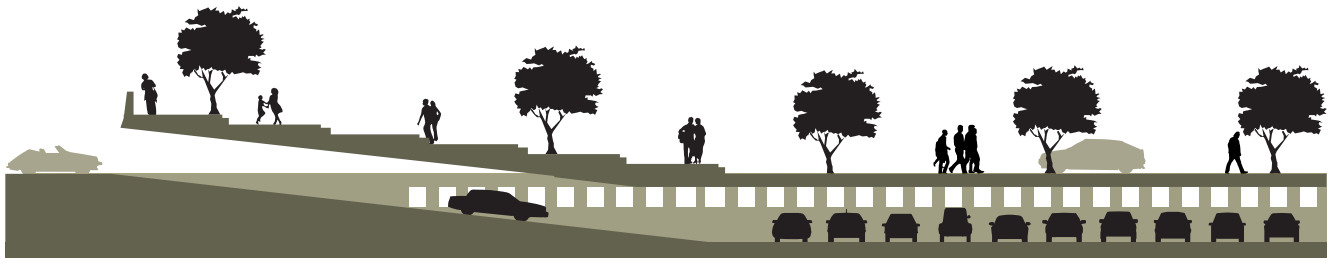
1. Parking under the street >cost performance is low
2. Create some parking buildings
3. Parking under buildings and ground floor
4. Make use of small unused space for double layered parking

However the reason of the new parking space on this location has much wider meaning than just providing quality of open space and it should work as a parking facility for visitors for both side and the new flows generated by this new parking. So there is also a maximum solution for the parking.

Maximum solution for the new parking

- Create under ground parking under both side of the canal side and also under the canal
- Some part of underground space directly connect with important function on ground level (hotel, international art centre, educational building)



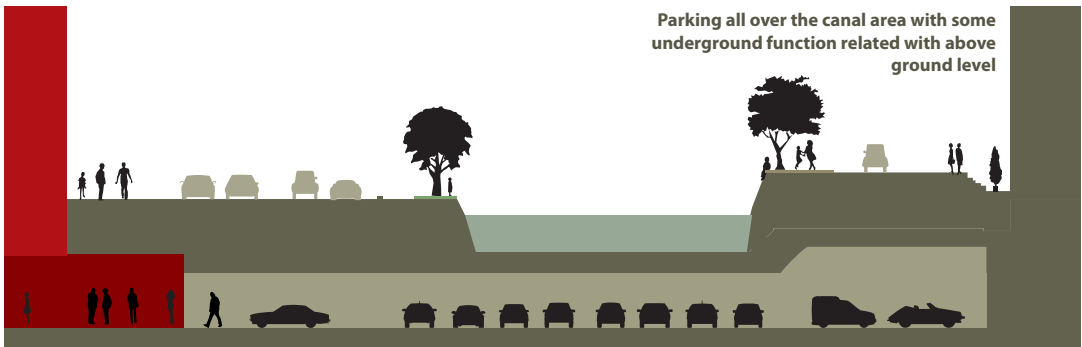


Parking only under the street on Eastside

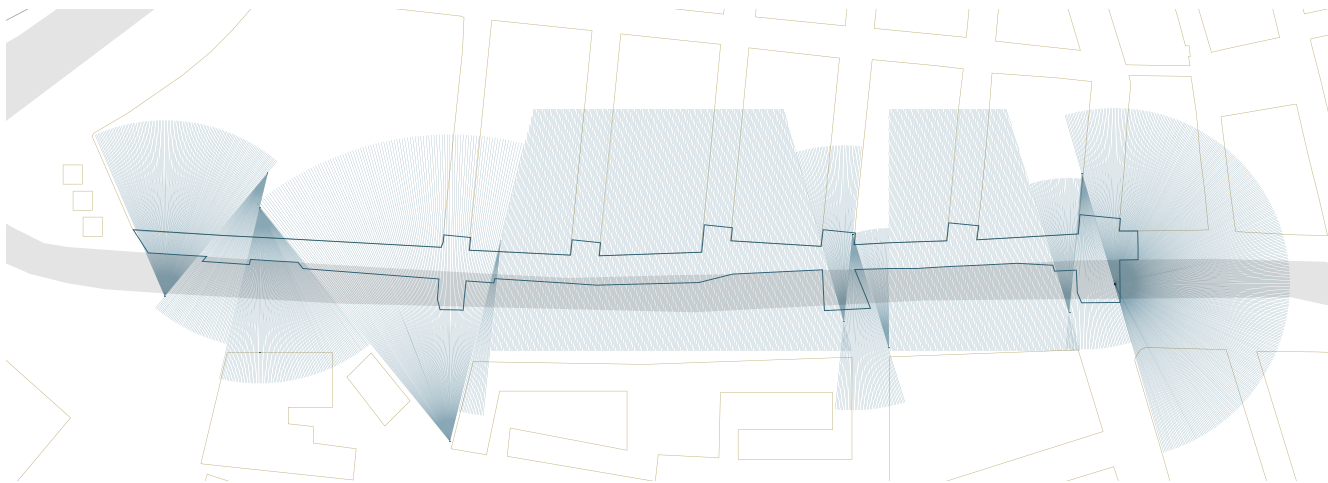


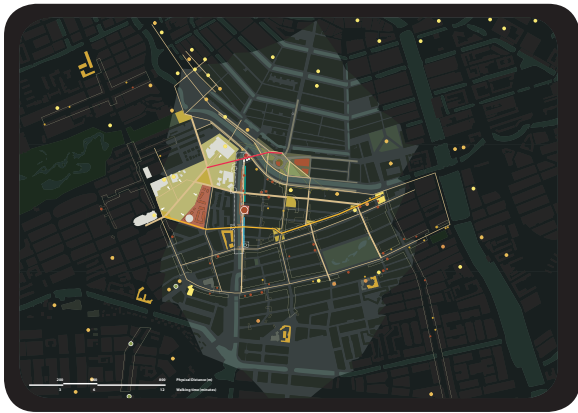
The entrance and exit of parking can use to make an interesting landscape on ground level. (visitors can have a choice between taking the up-down street or flat pass also in the same street)

The shape is used for some small activities or restaurant and at the north end of this street is directly connected with the new bridge with this slope shape of the street.



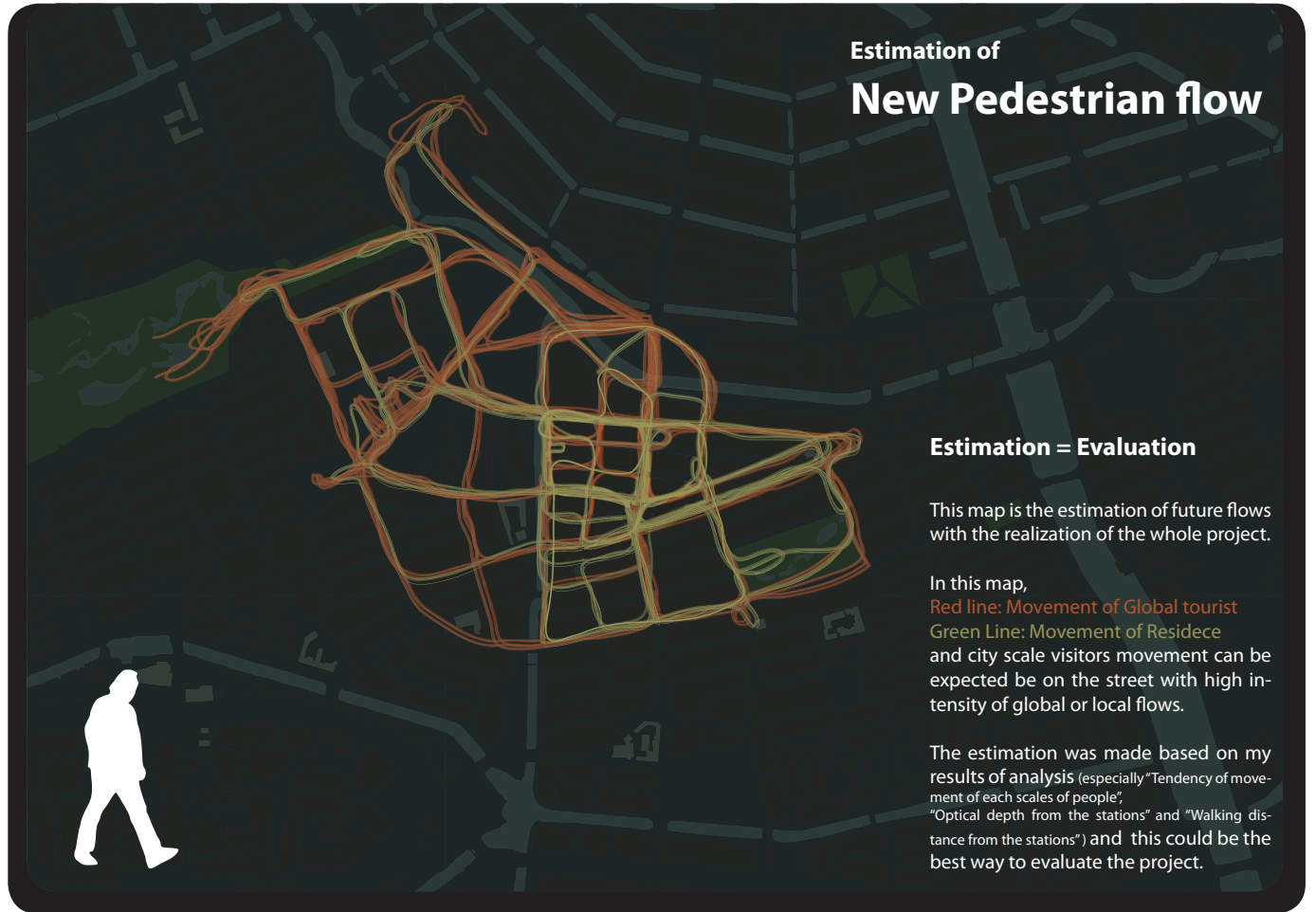
Parking all over the canal area with some underground function related with above ground level





New condition of the area

Estimation



Estimation of New Pedestrian flow

Estimation = Evaluation

This map is the estimation of future flows with the realization of the whole project.

In this map,
Red line: Movement of Global tourist
Green Line: Movement of Residence and city scale visitors
 movement can be expected to be on the street with high intensity of global or local flows.

The estimation was made based on my results of analysis (especially "Tendency of movement of each scales of people", "Optical depth from the stations" and "Walking distance from the stations") and this could be the best way to evaluate the project.

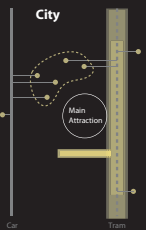
Global



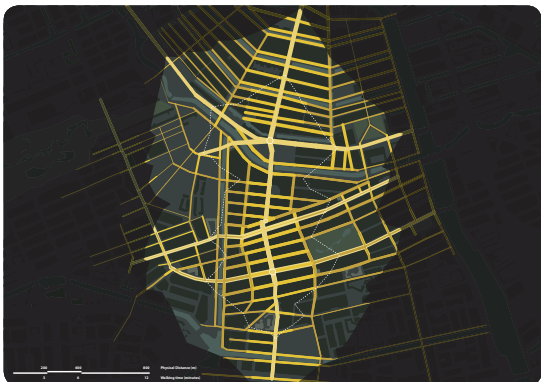
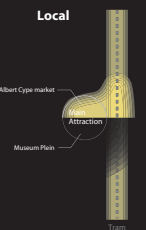
The estimation of new flows and flow intensity in the area was based on the following results of analysis and data:

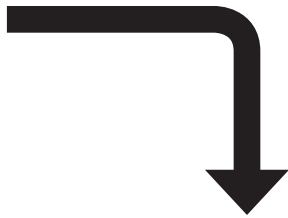
- Tendency of movement of each scales of people
- optical depth
- Walking distance

City



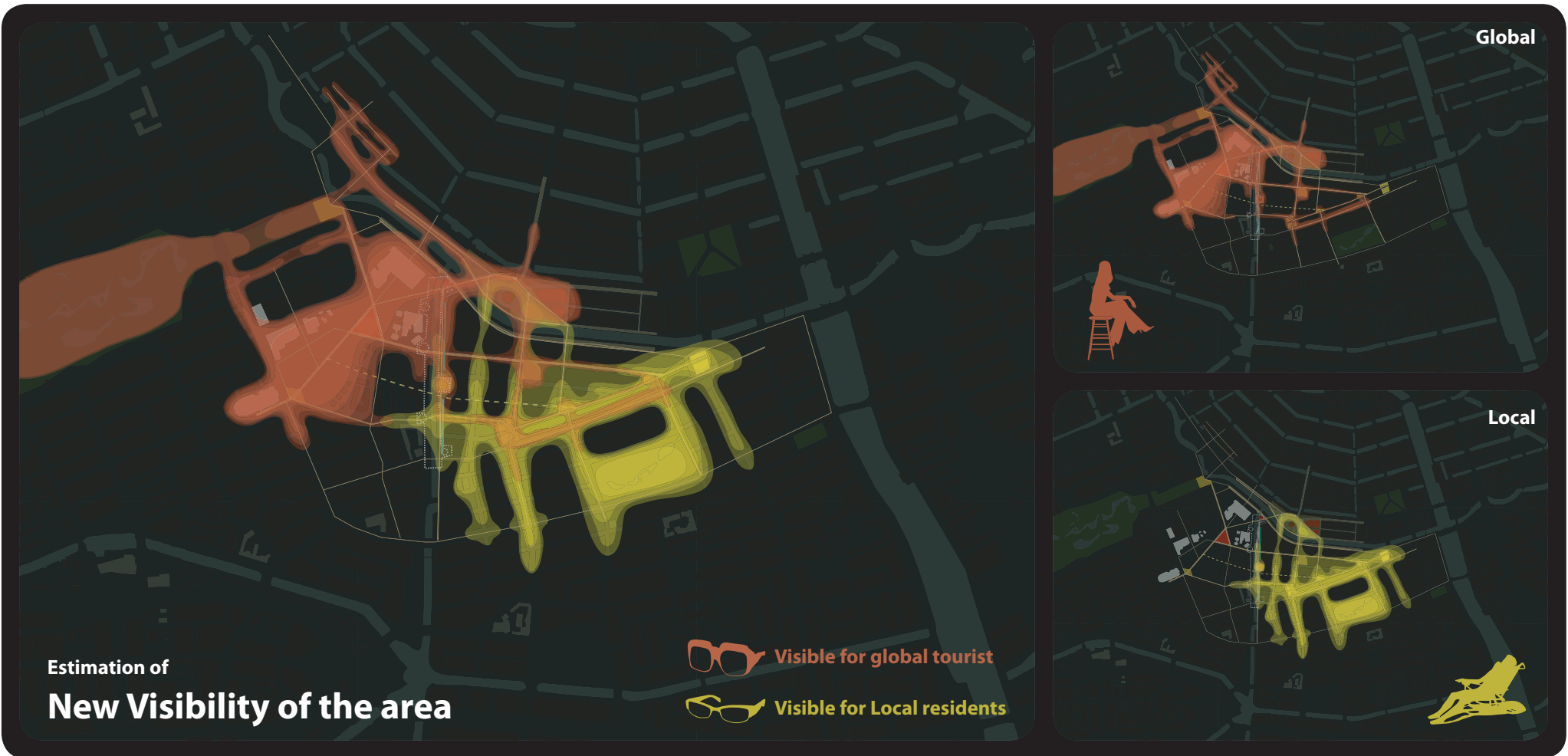
Local





New visibility

The results of new visibility from the project shows certain concentration of stronger visible activities in both area and they are mixed on the edge and the main museum and international art streets; the connecting routes. Also the mental and optical depth in the block of De Pijp area is soften and become slightly more visible for different scales of users.



The result of the evaluation is on the way I wanted to achieve and the new overlap of two different flows and visibility should work and enrich whole project area.

However, the evaluation is based on my analysis through this project and I'd like to add some missing points. The analysis is concentrated on the relationship between the visibility for different type of people, the structure of streets and transport system. The lacking point of the analysis and hasn't had the basis of other important aspects of the visibility, historical and social meaning of the area and the pedestrian network. And more, the the balance between the projects and future visibilities (Decades after the realization of the project) has to be analysed.

How will the impact of the project come back to the project? How fast will the change come? We can never know the future but I believe and hope the project can be read as a suggestion for the way of reading the cities of now and future.

How city is how we look at it.