



CREATIVE SYNERGY
Housing for Creatives in Rotterdam



TRADITIONAL CREATIVES

painters, sculptors, craftsmen, performance artists

Limited by physical nature of produced artwork.



NON-TRADITIONAL CREATIVES

architects, designers, media entertainers, musicians, writers

Both physical & digital means for creative expression

C
R E A T I V I T Y
E
A
I N D I V I D U A L I T Y
I
V
M E R I T
S

“People who value creativity, individuality and merit, whose primary activity involves creation and/or production and/or publishing & exploitation within the domains of art & cultural heritage, media & entertainment and creative business services.”

Definition

Kunstenaars luiden de noodklok: groot tekort aan ateliers in Rotterdam

De kunstenaars in Rotterdam zitten met de handen in het haar. Bijna achthonderd artistiekelingen staan in de rij voor een atelierruimte in de stad. Door 'tegenstrijdig beleid van de gemeente' dreigt de stad zijn positie als creatieve hotspot kwijt te raken.

Dijlan Van Vlimmeren 26-10-20, 07:00 Laatste update: 12:35

Annual average gross income

Self-employed creative: 21,908 euros¹

Self-employed visual artist: 13.990 euros²

Modal gross income: 32.500 euros¹

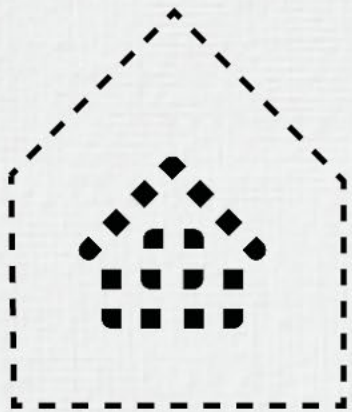
Visual creative sub-sector members as of 2018:
24.720³

Gemiddeld jaarinkomen creatieve sector ⁷	
beeldend kunstenaar	€ 13.990 bruto
muzikant	€ 16.400 bruto
schrijver	€ 20.500 bruto
film maker	€ 21.500 bruto
fotograaf	€ 23.100 bruto
ter vergelijking: modaal inkomen	€ 32.500 bruto

¹ Van den Born (2013)

² Raad voor Cultuur, SOcial Economisch Raad (2016)

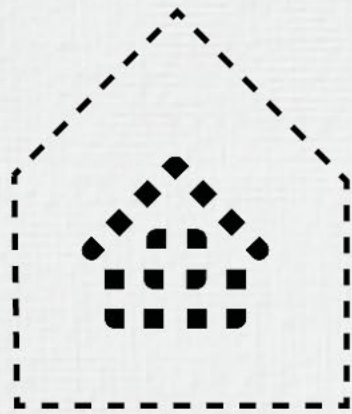
³ Centraal Bureau voor de Statistiek (2020)



SHORTAGE



AFFORDABILITY



SHORTAGE



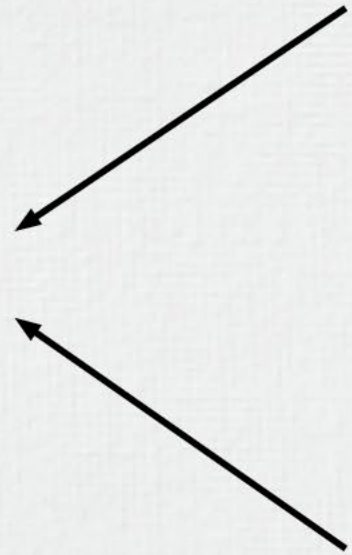
AFFORDABILITY

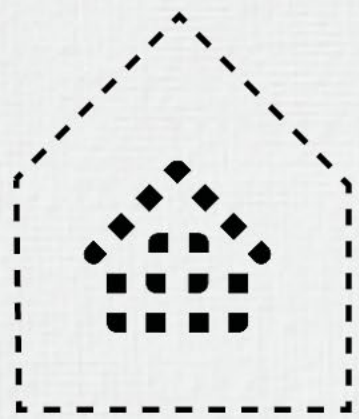


Promote creative success



Lowering costs





SHORTAGE



AFFORDABILITY



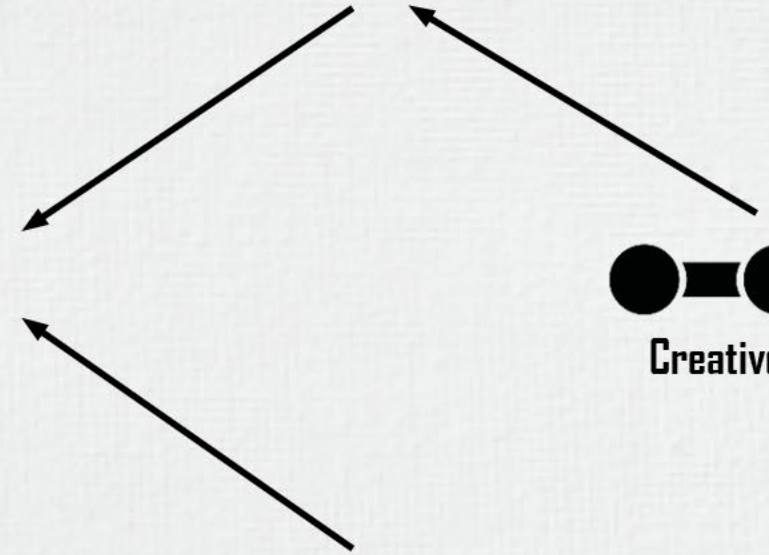
Promote creative success



Creative Synergy



Lowering costs





TRADITIONAL CREATIVES

painters, sculptors, craftsmen, performance artists

Limited by physical nature of produced artwork.



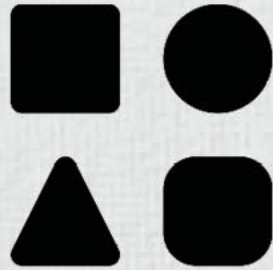
NON-TRADITIONAL CREATIVES

architects, designers, media entertainers, musicians, writers

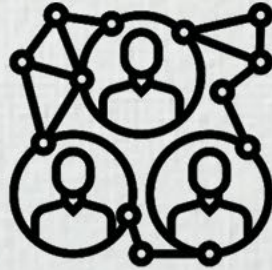
Both physical & digital means for creative expression

Creative value chain/subsectors	Art & Cultural heritage	Media & Entertainment	Creative Business Services
Creation			
Production		Creative industry	
Publishing & Exploitation			
Distribution			
Consumption			

Creative Synergy



Variety in typologies



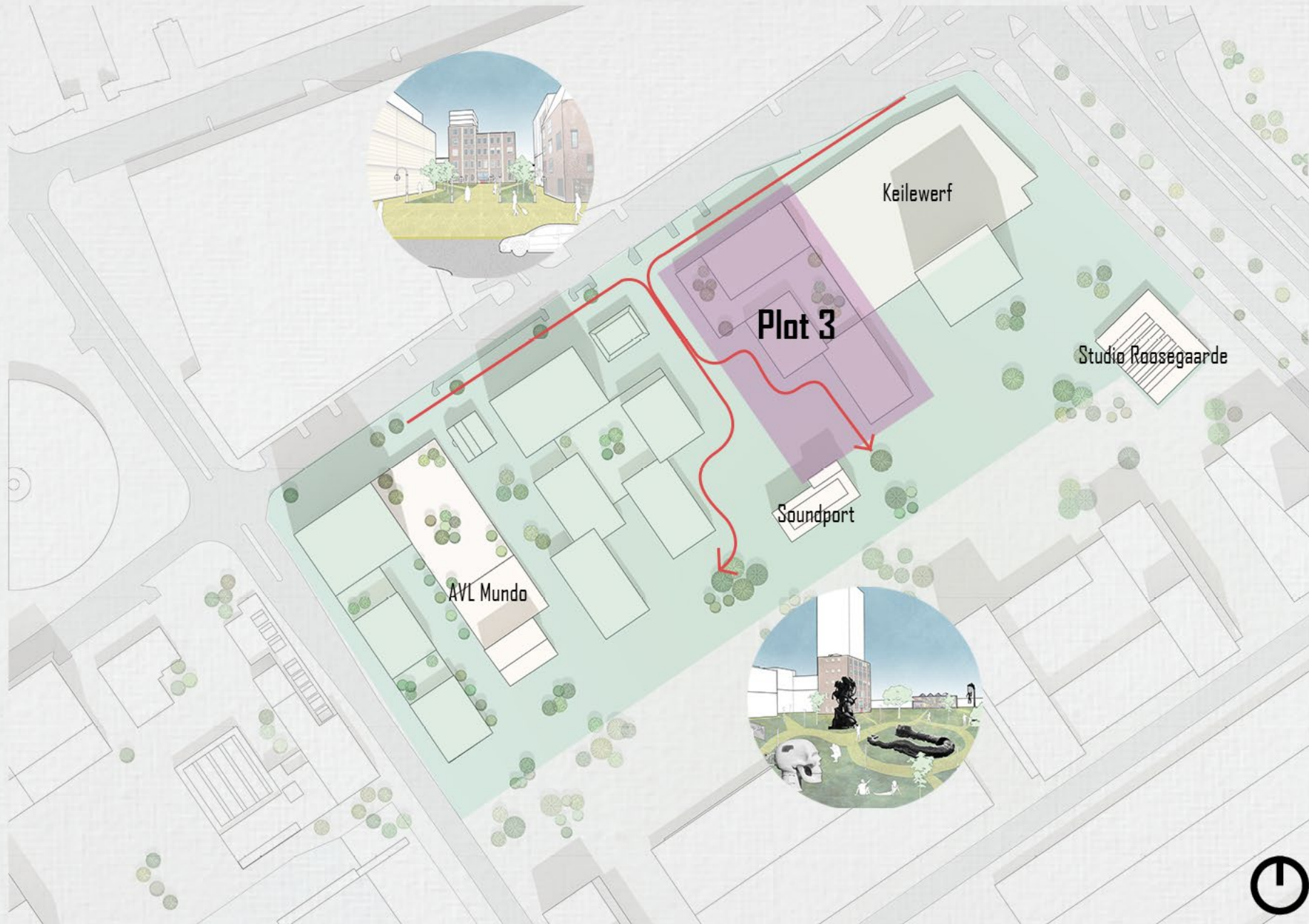
Sense of collectiveness



Exhibition of identity



Masterplan Keilekwartier



Keilewerf

Plot 3

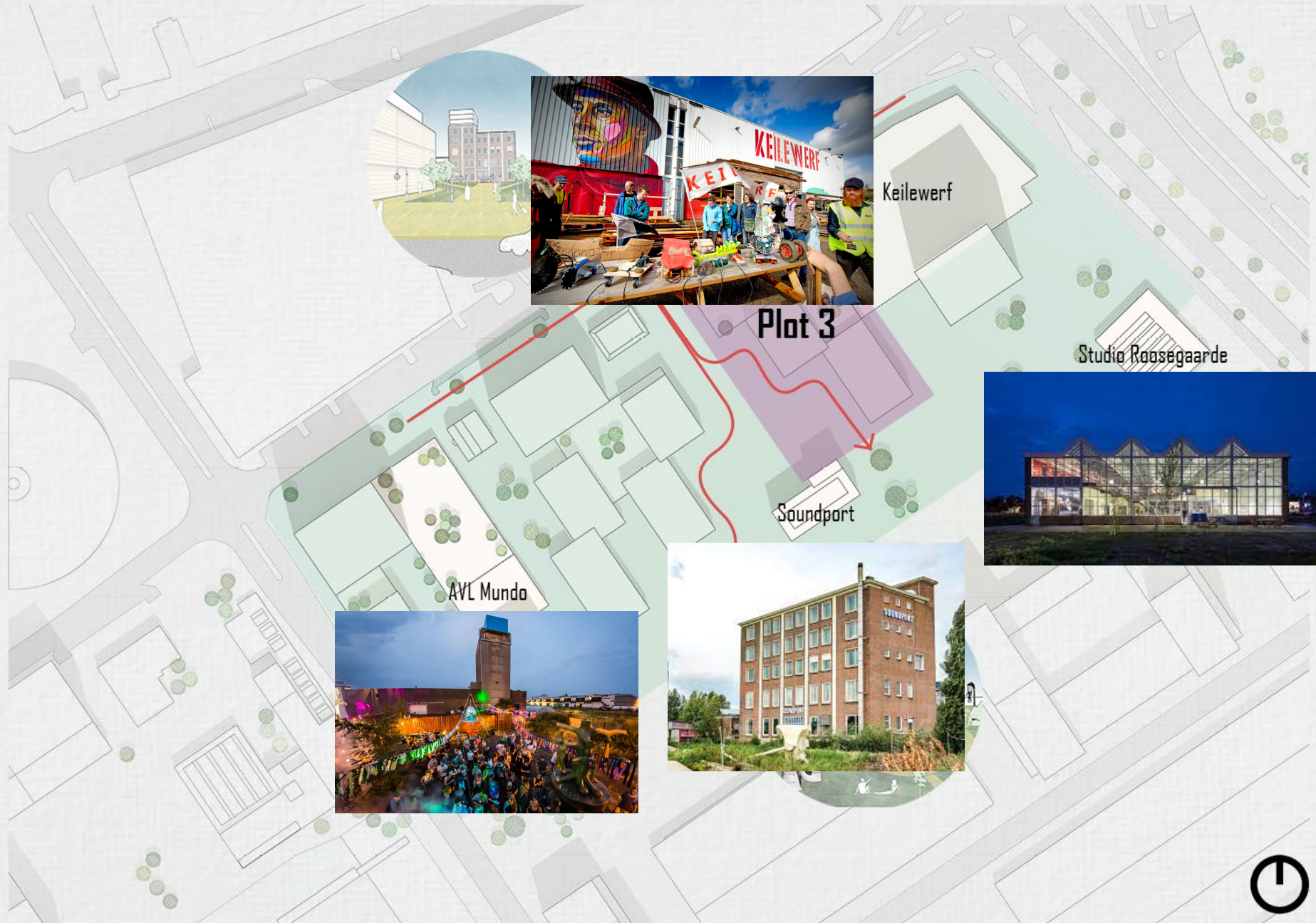
Studio Roosegaarde

Soundport

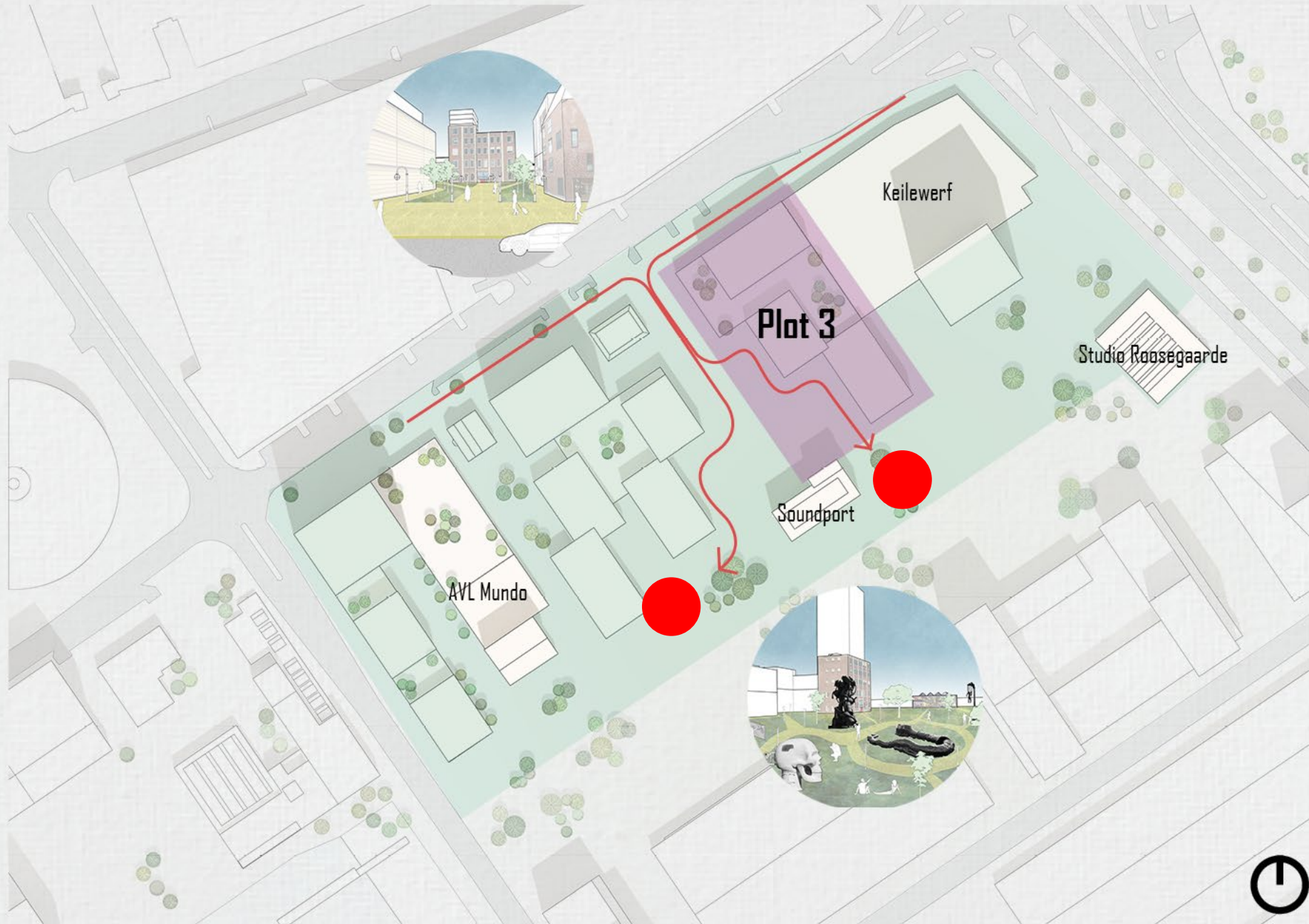
AVL Mundo



Quadrant A - Plot 3

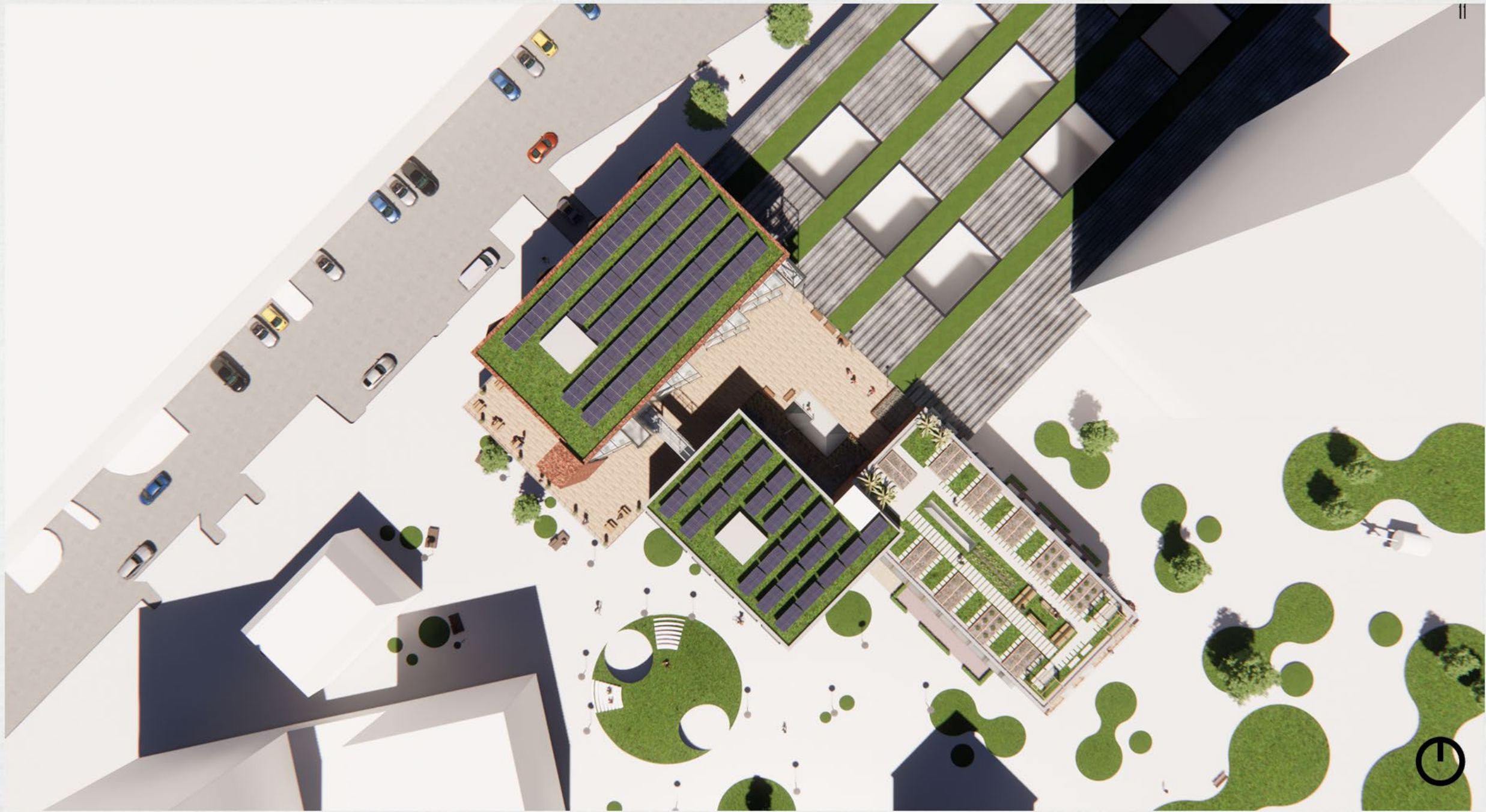


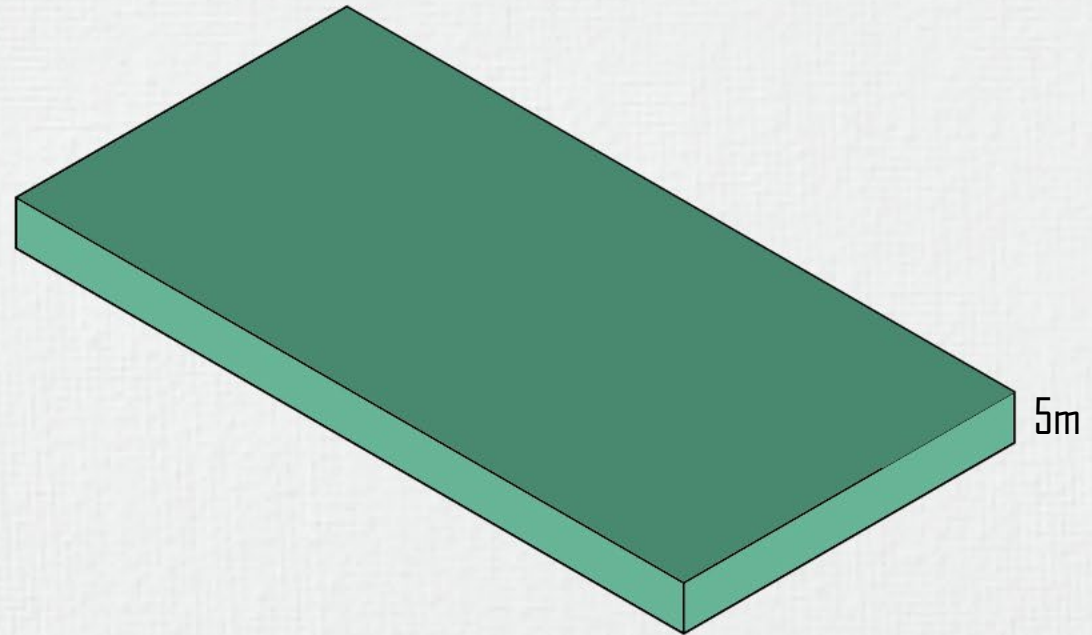
Quadrant A - Plot 3



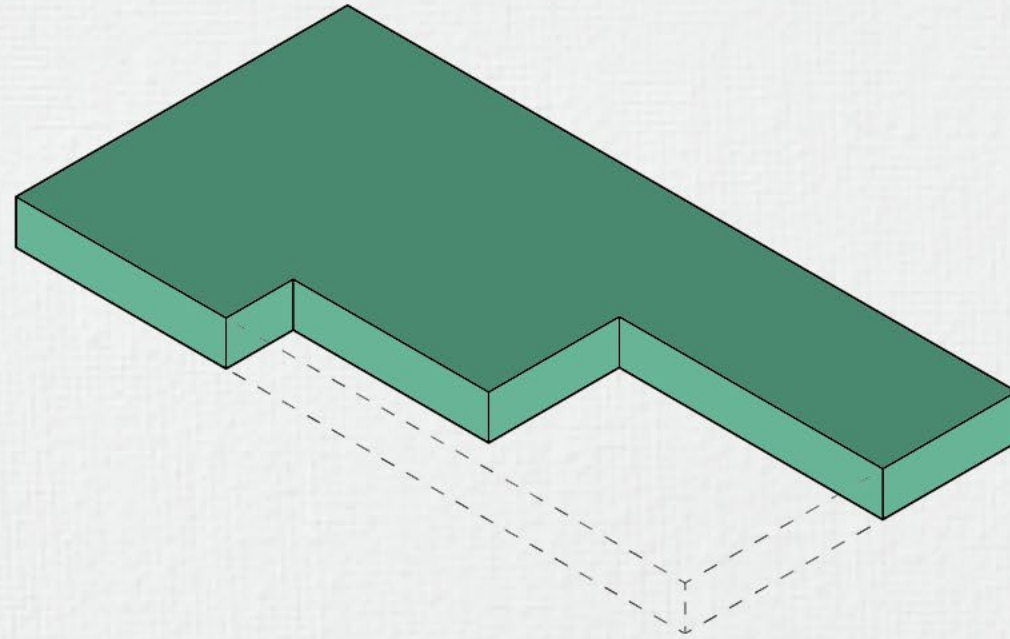
Quadrant A - Plot 3



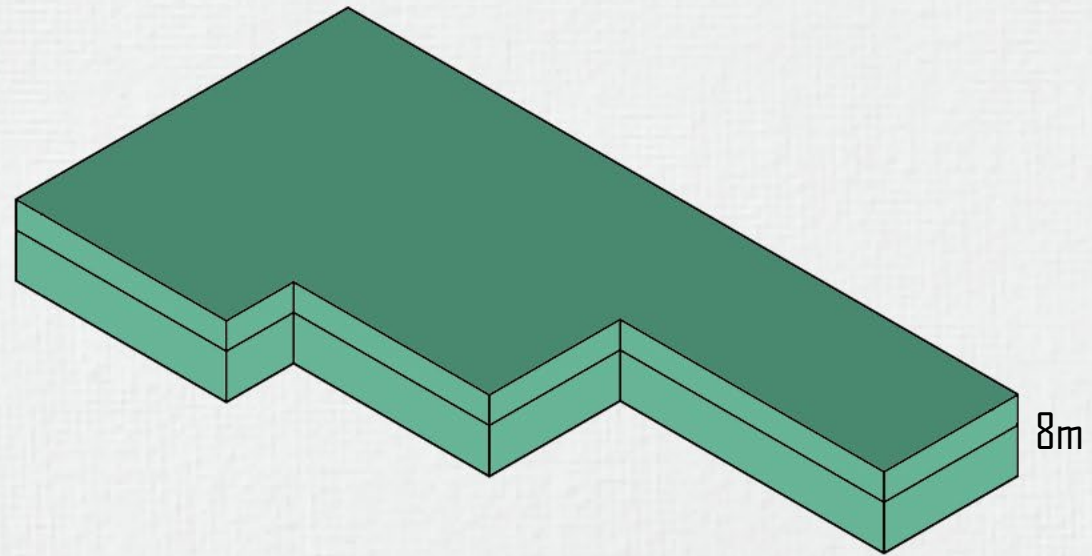




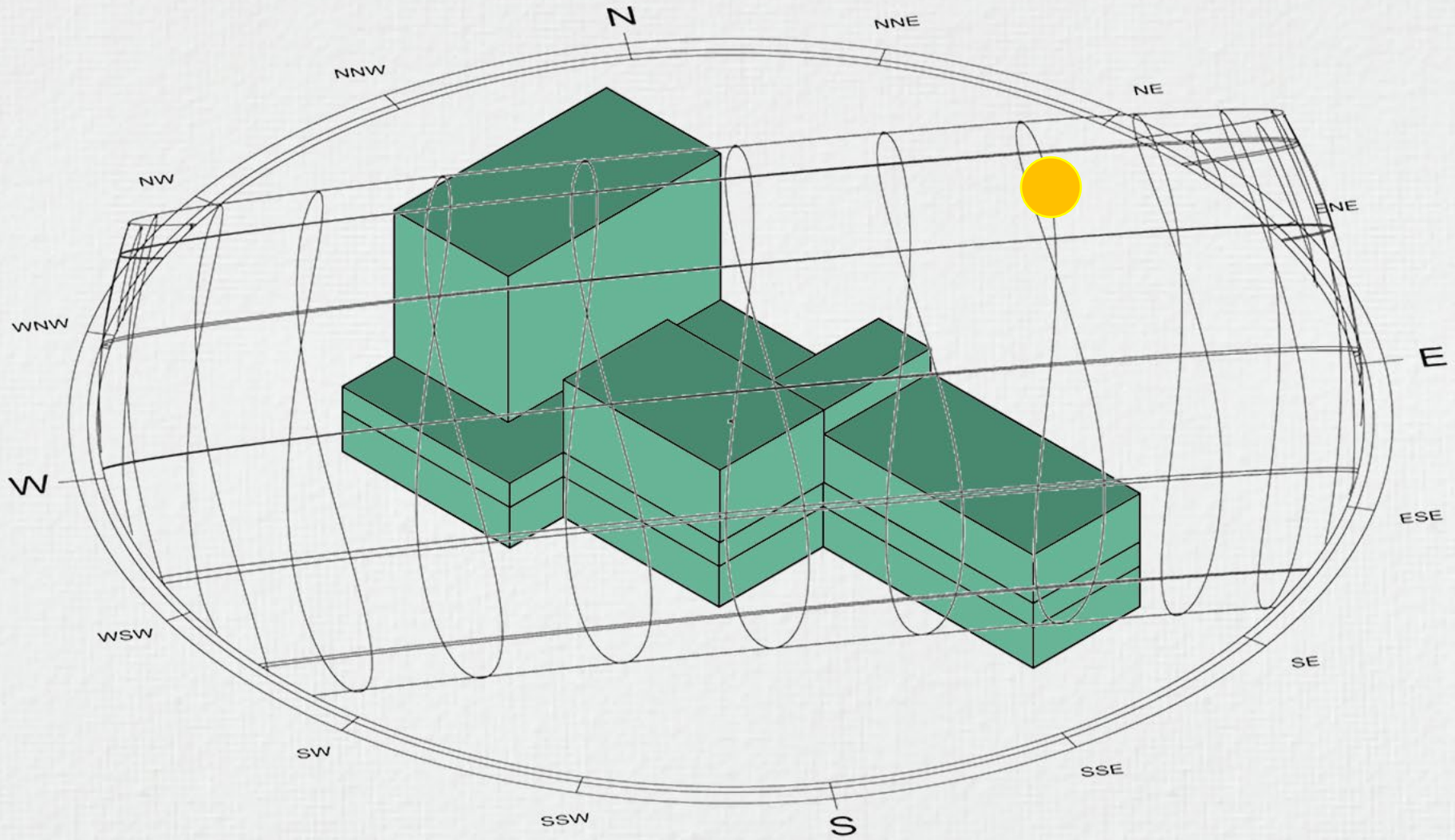
Massing Morphology



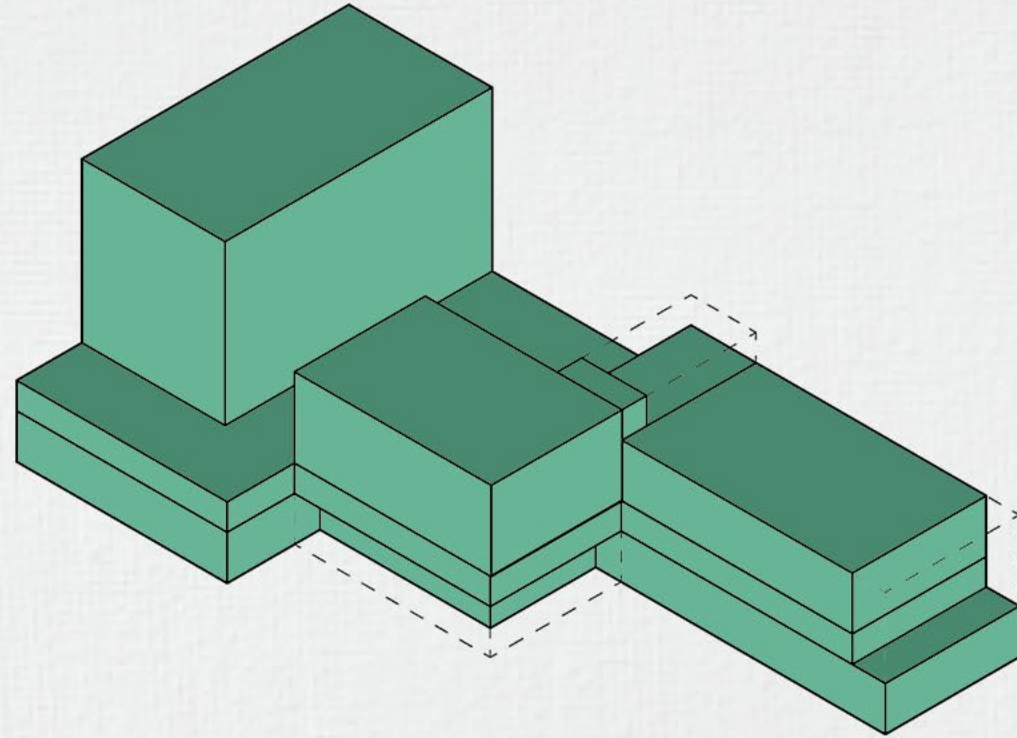
Massing Morphology



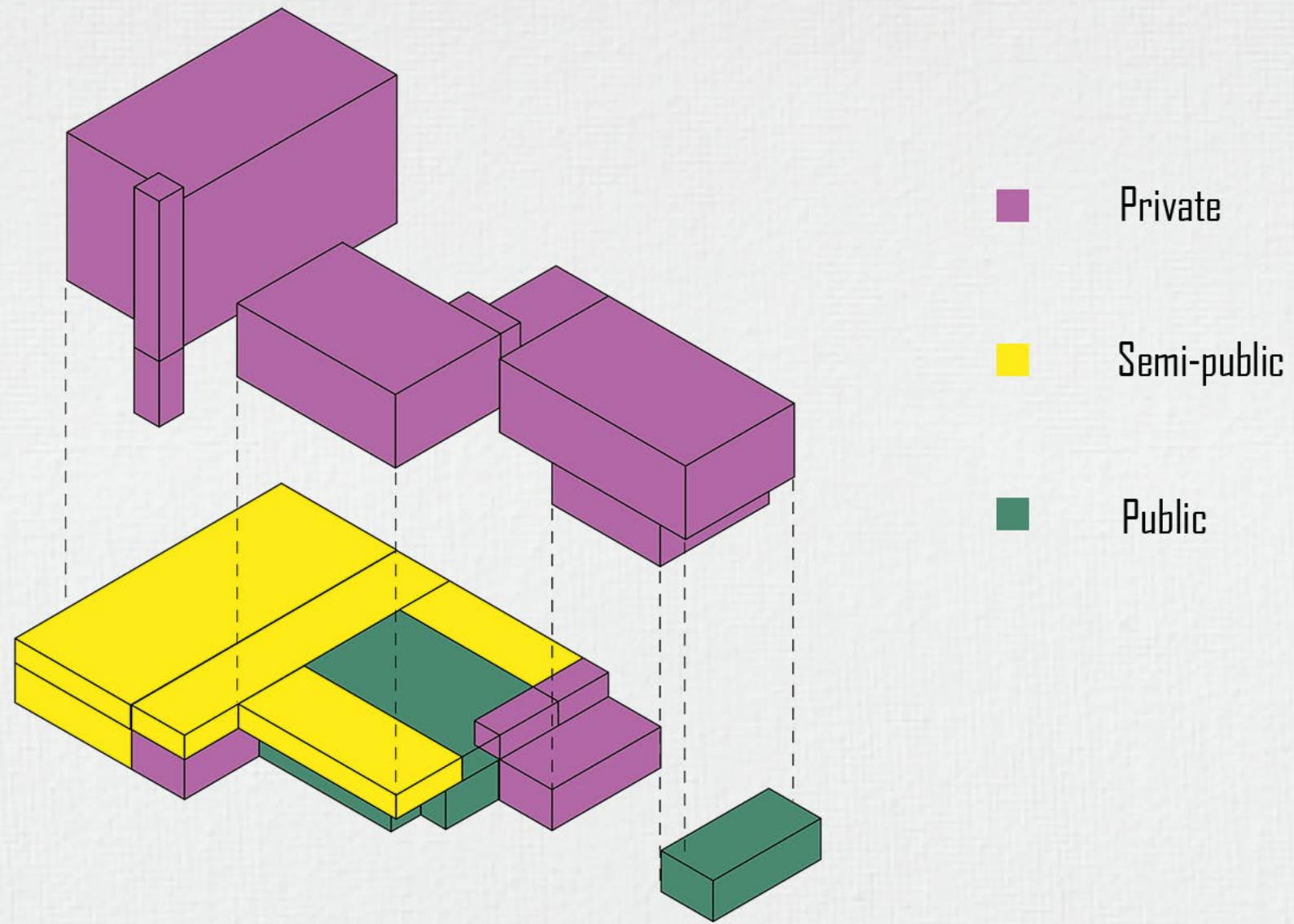
Massing Morphology



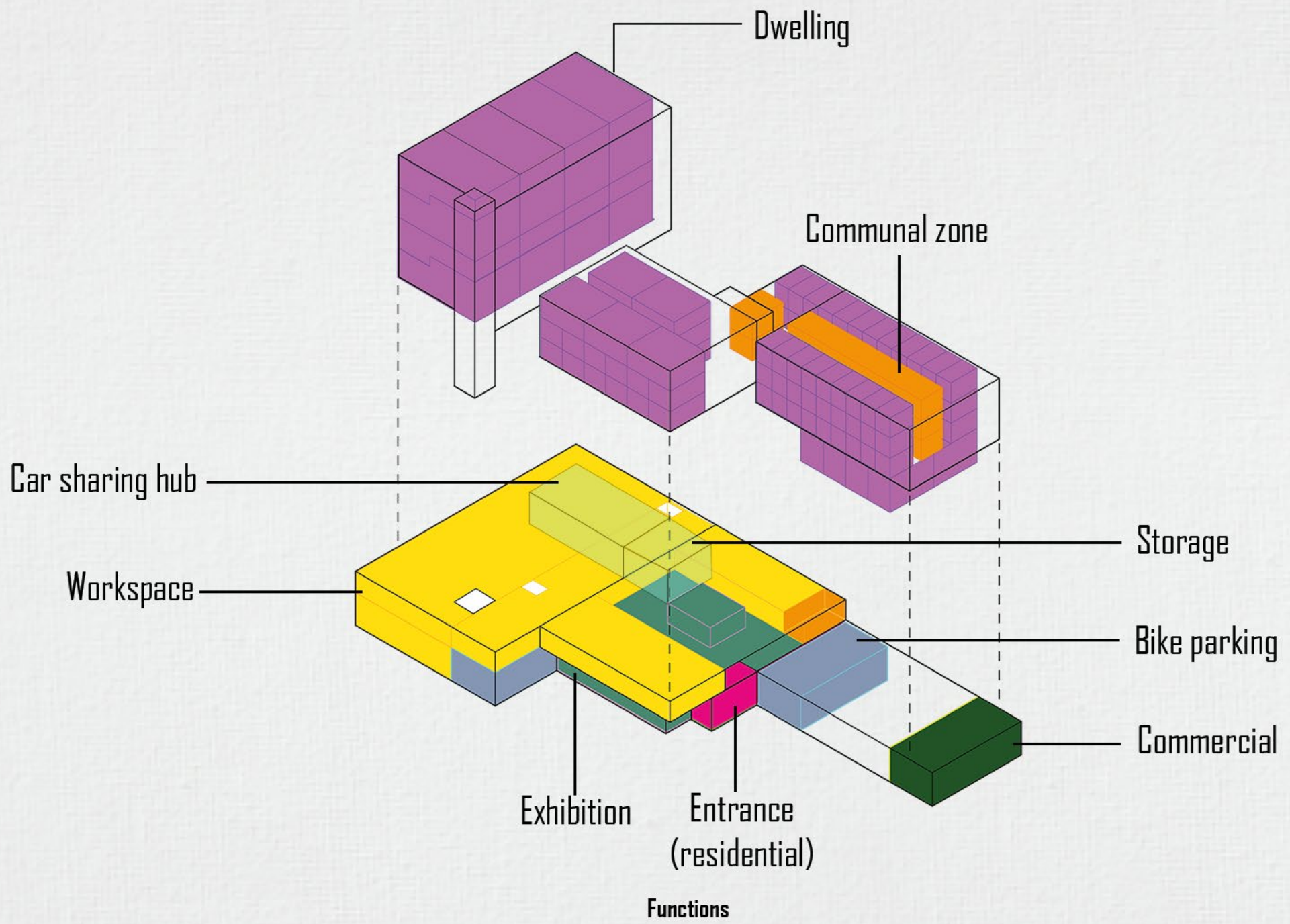
Massing Morphology

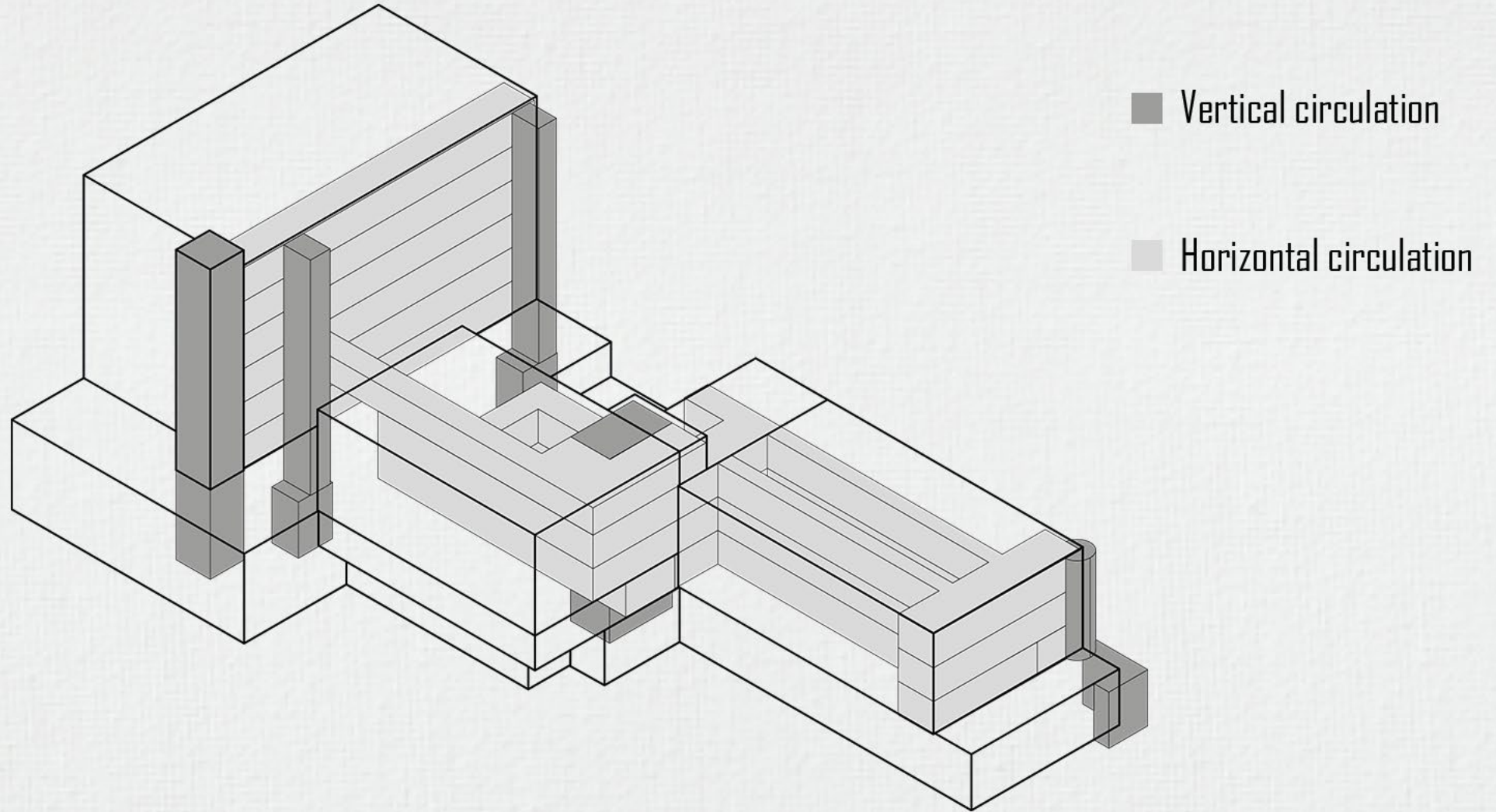


Massing Morphology

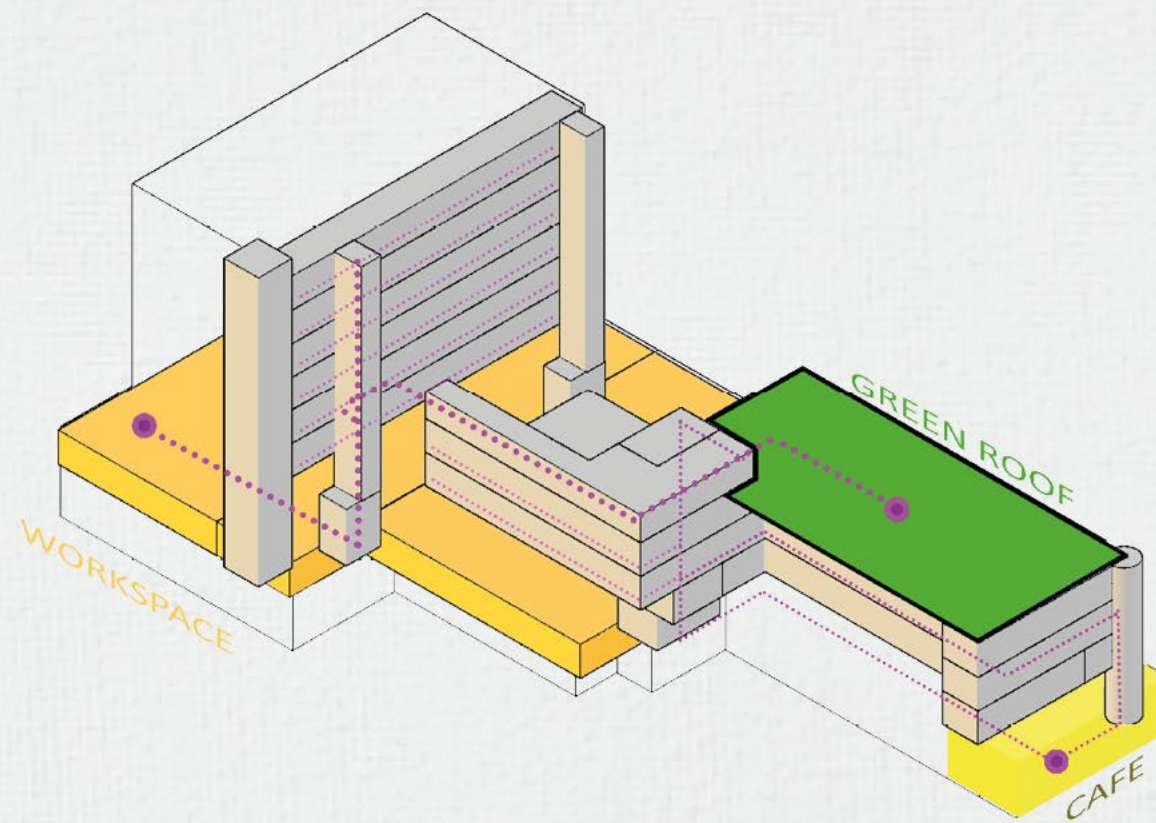


Public / Private

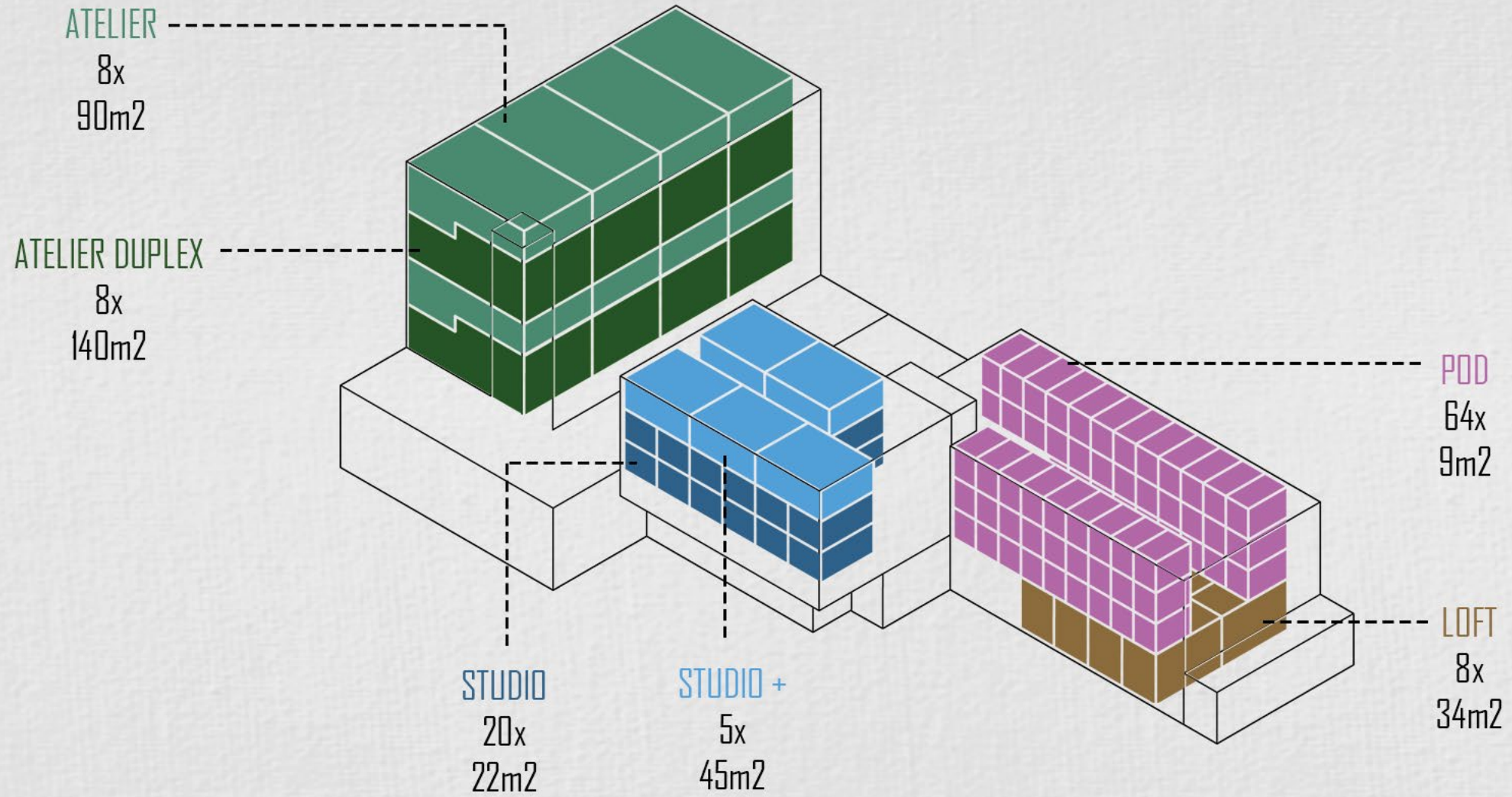




Circulation



Hotspots encourage movement through the building



Typologies

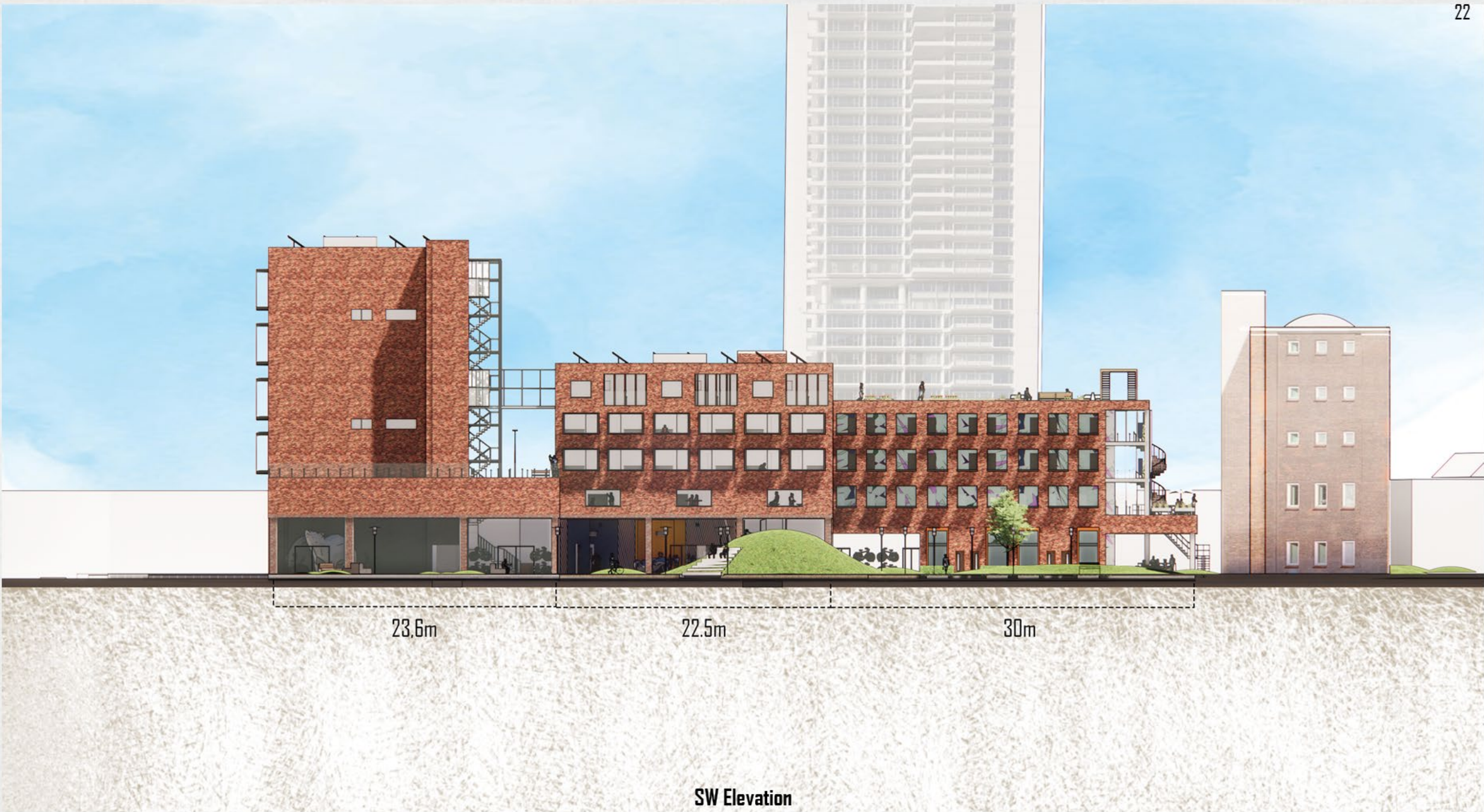


7.5m

17.5m

15m

SE Elevation



23,6m

22,5m

30m

SW Elevation



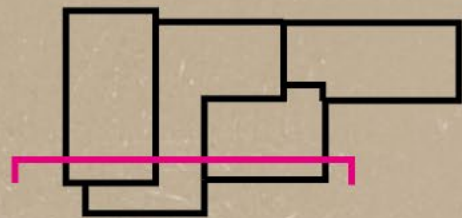
30m

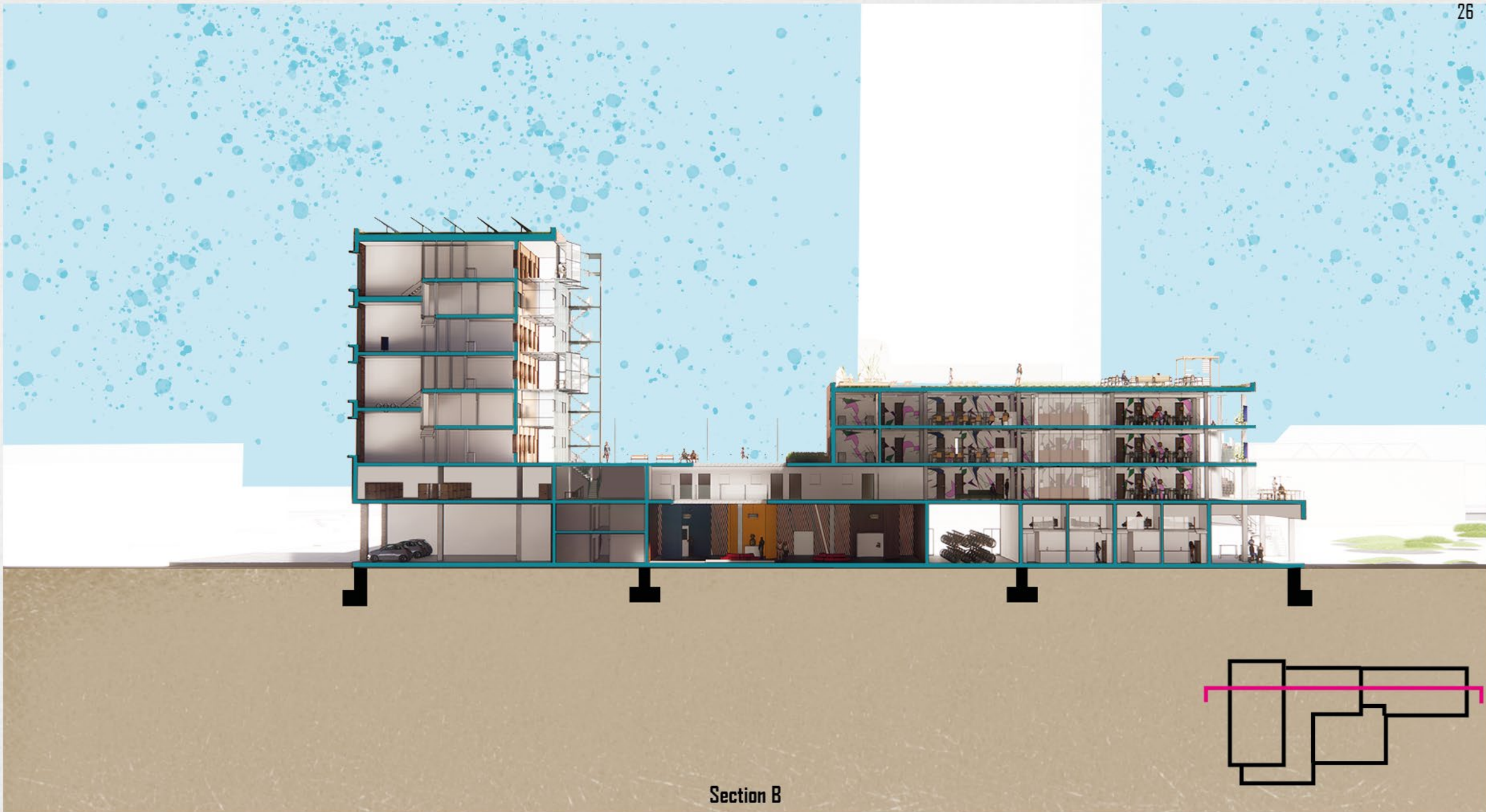
7.5m

NW Elevation

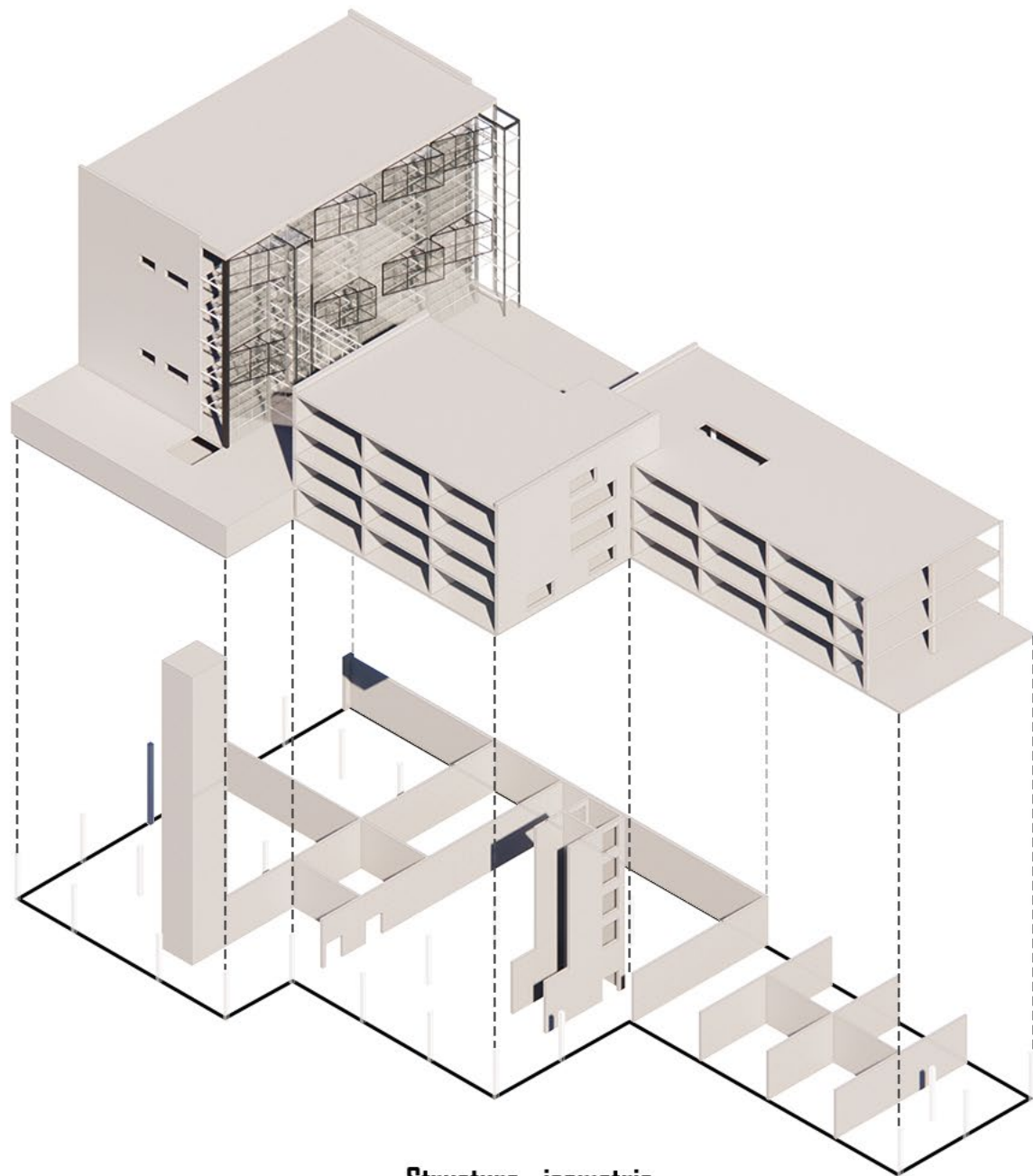


Section A

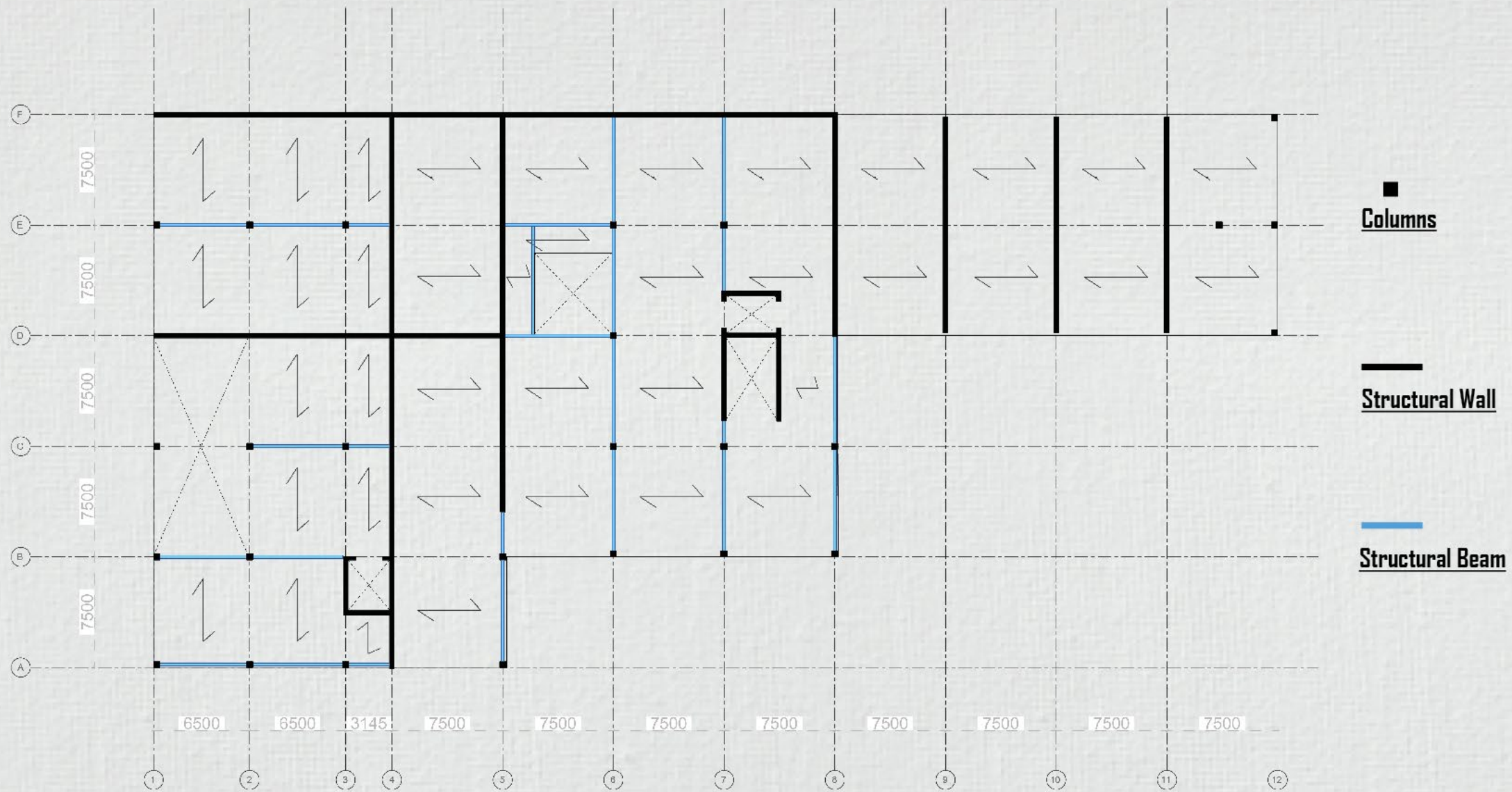




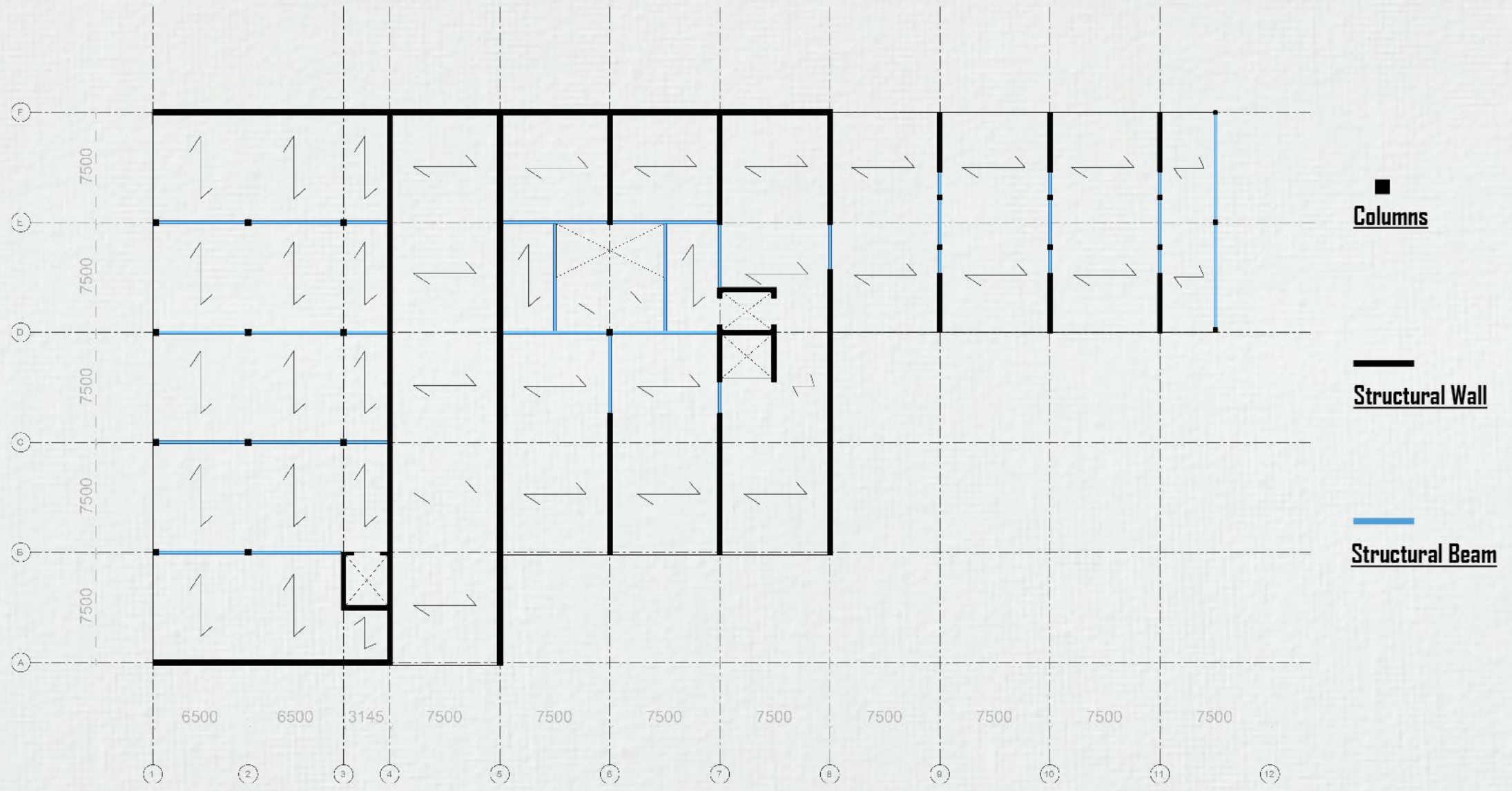
Section B



Structure - isometric



Structure Ground Floor



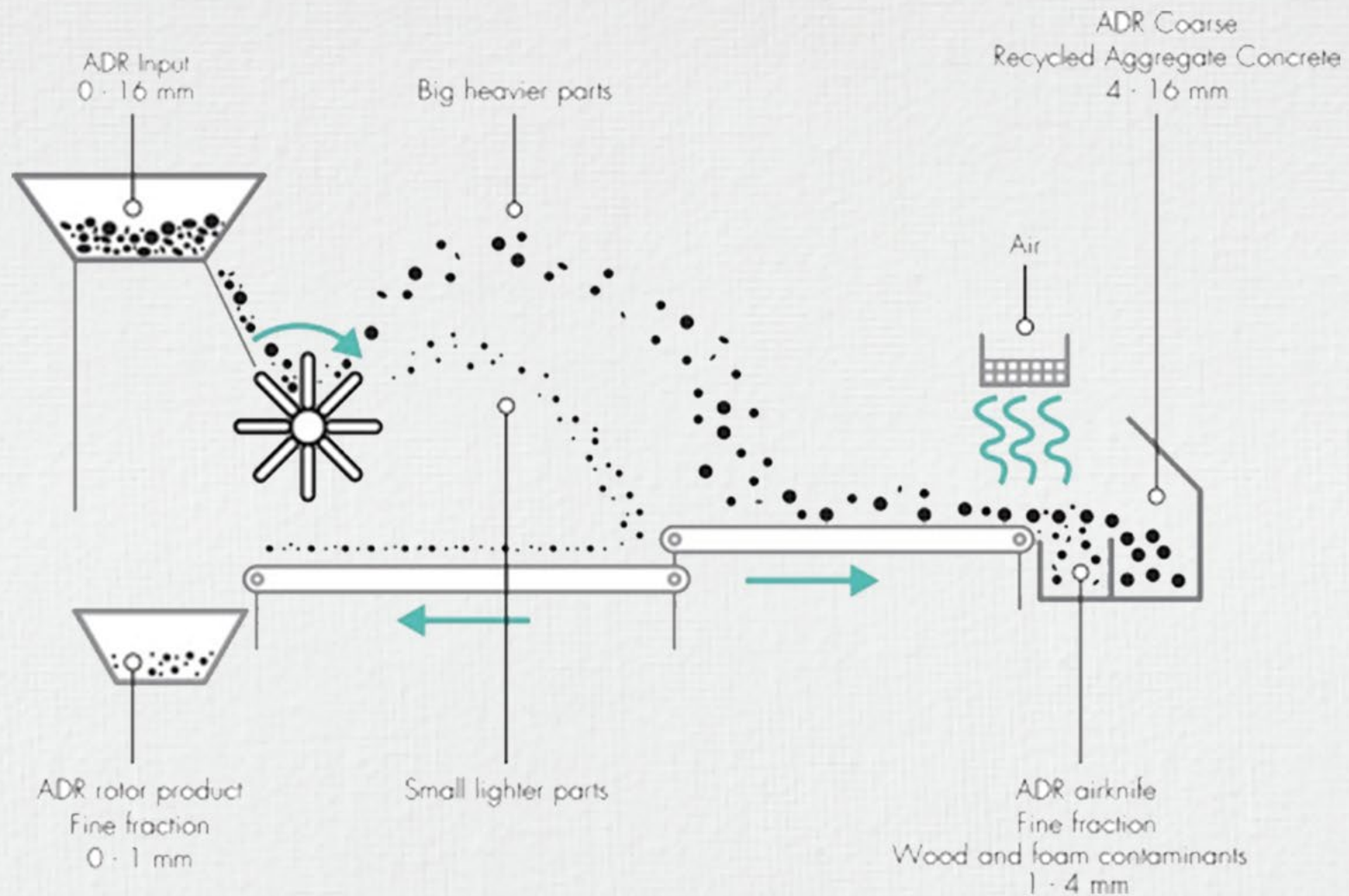
Structure 1st Floor



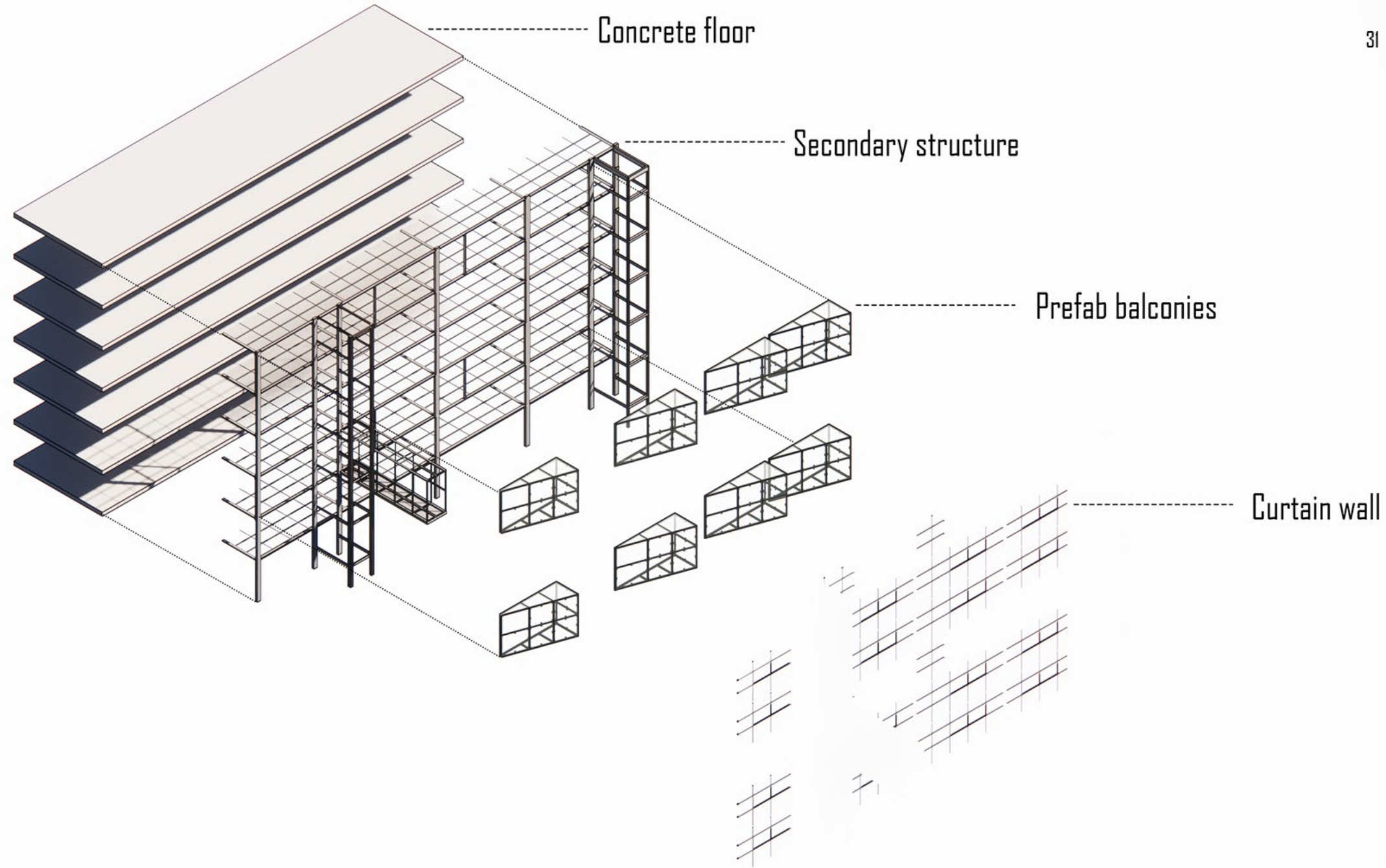
Chefaro building



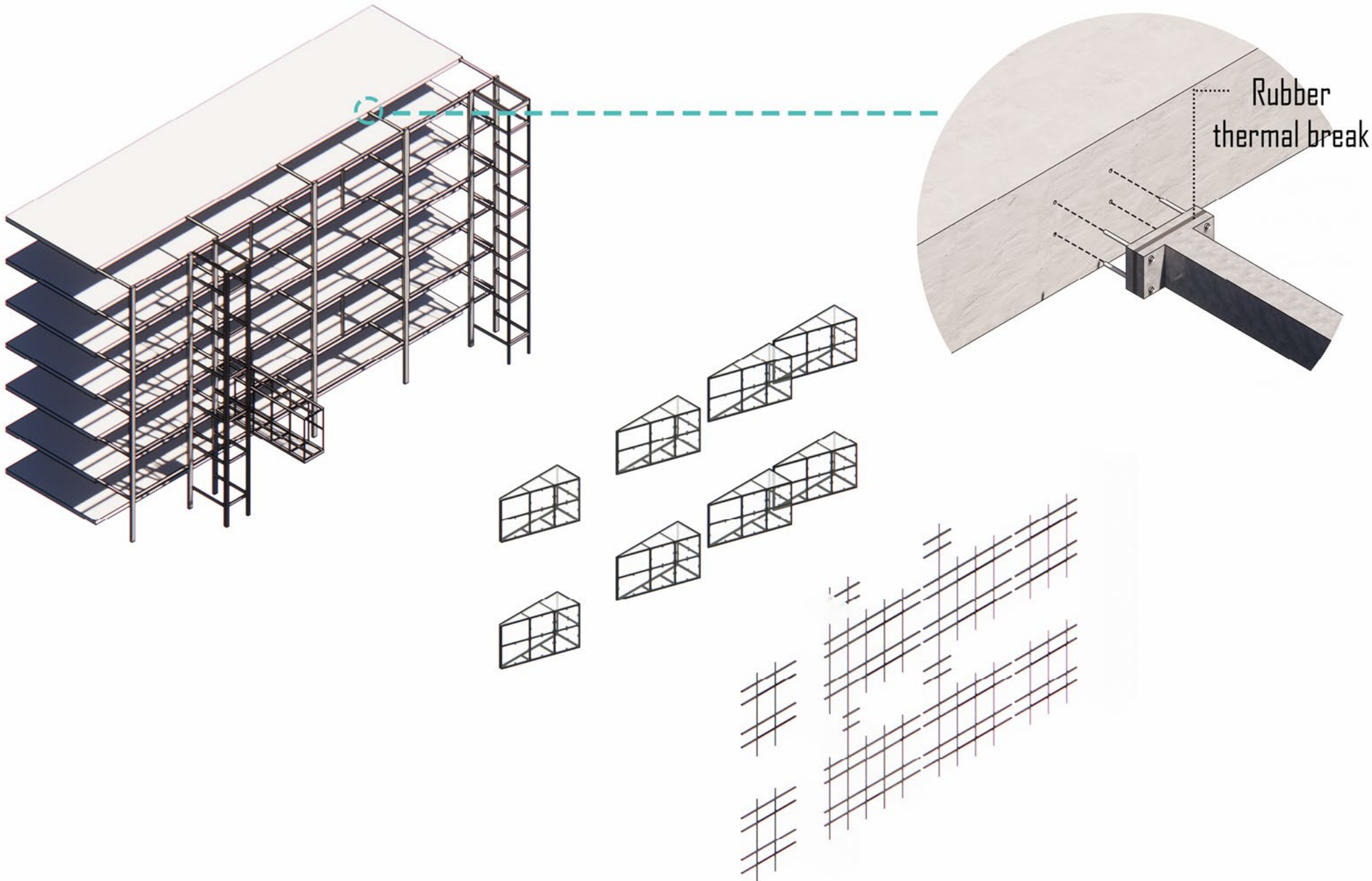
Circuton (on-site installation)



ADR system

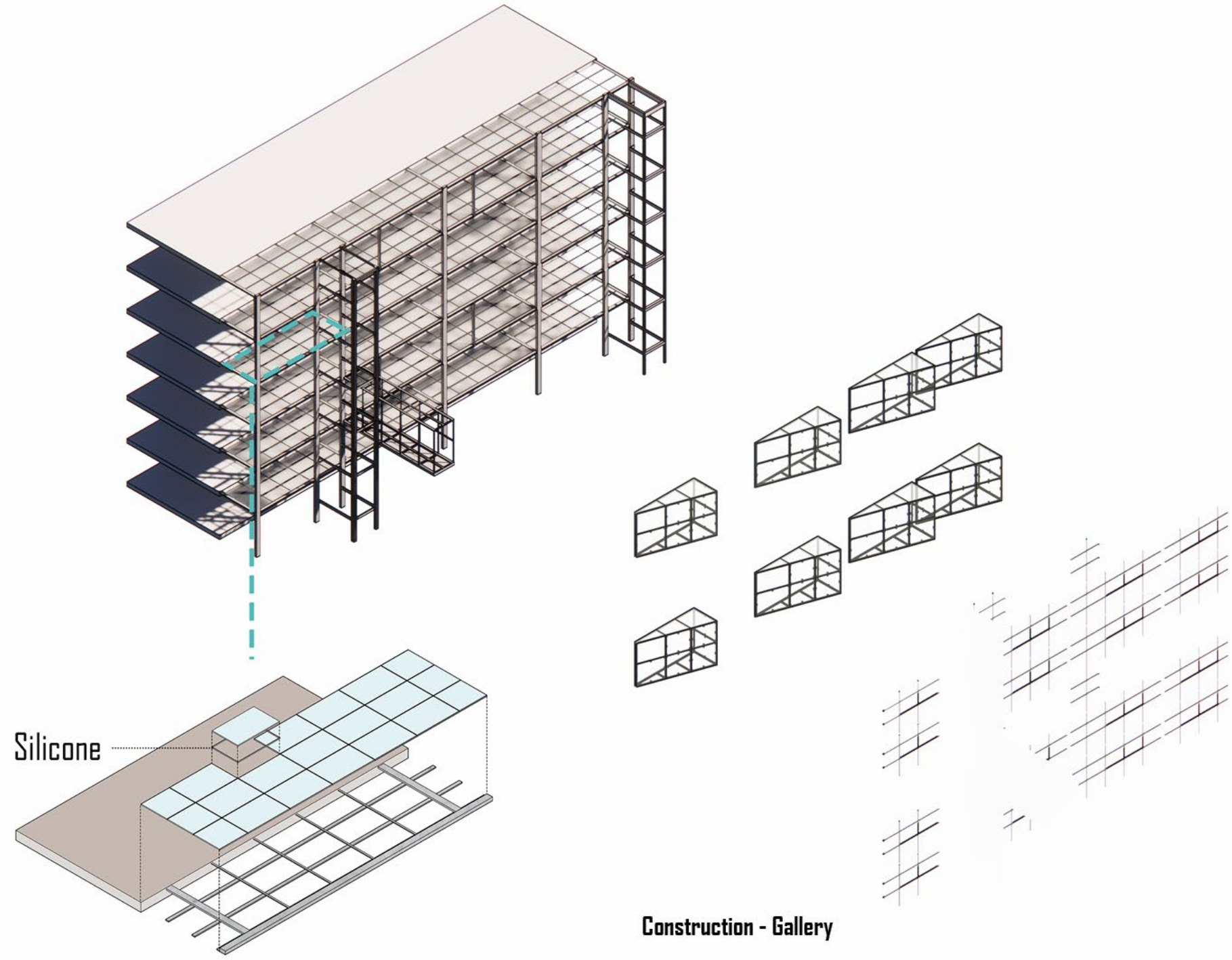


Construction - Gallery



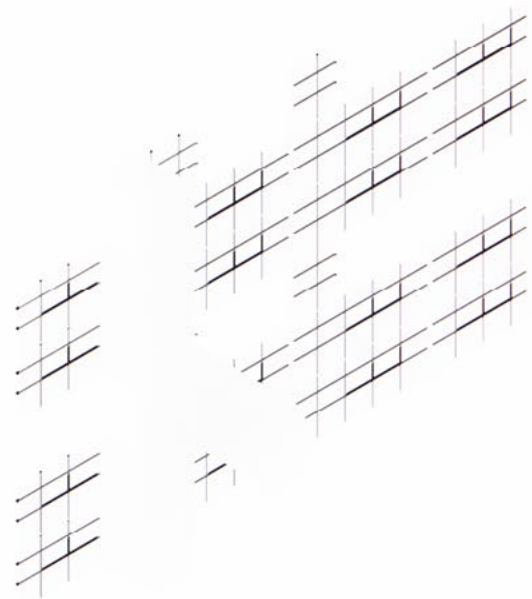
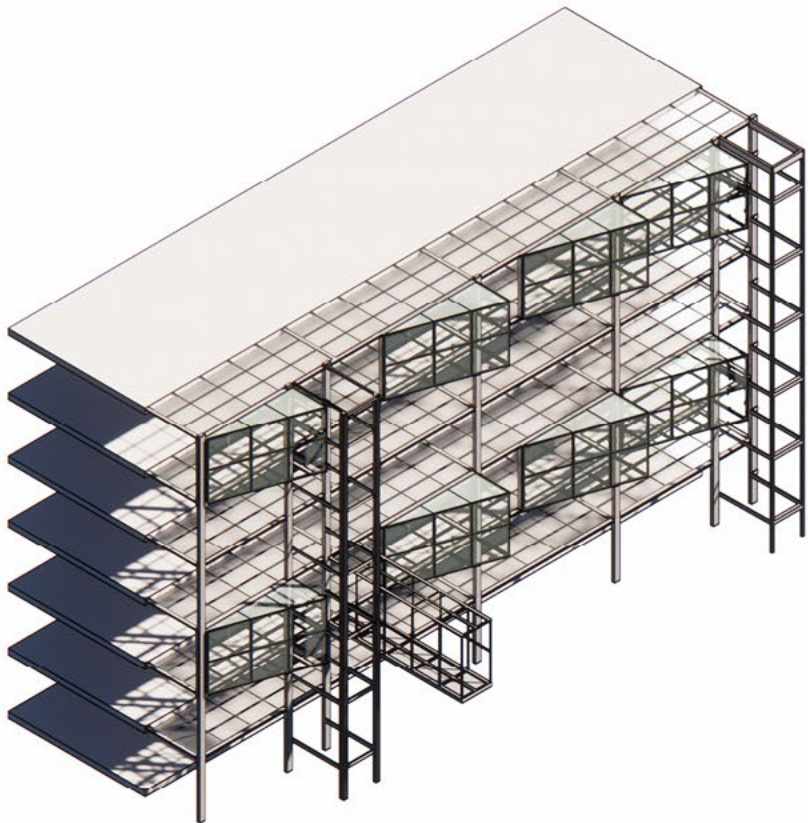
Rubber
thermal break

Construction - Gallery



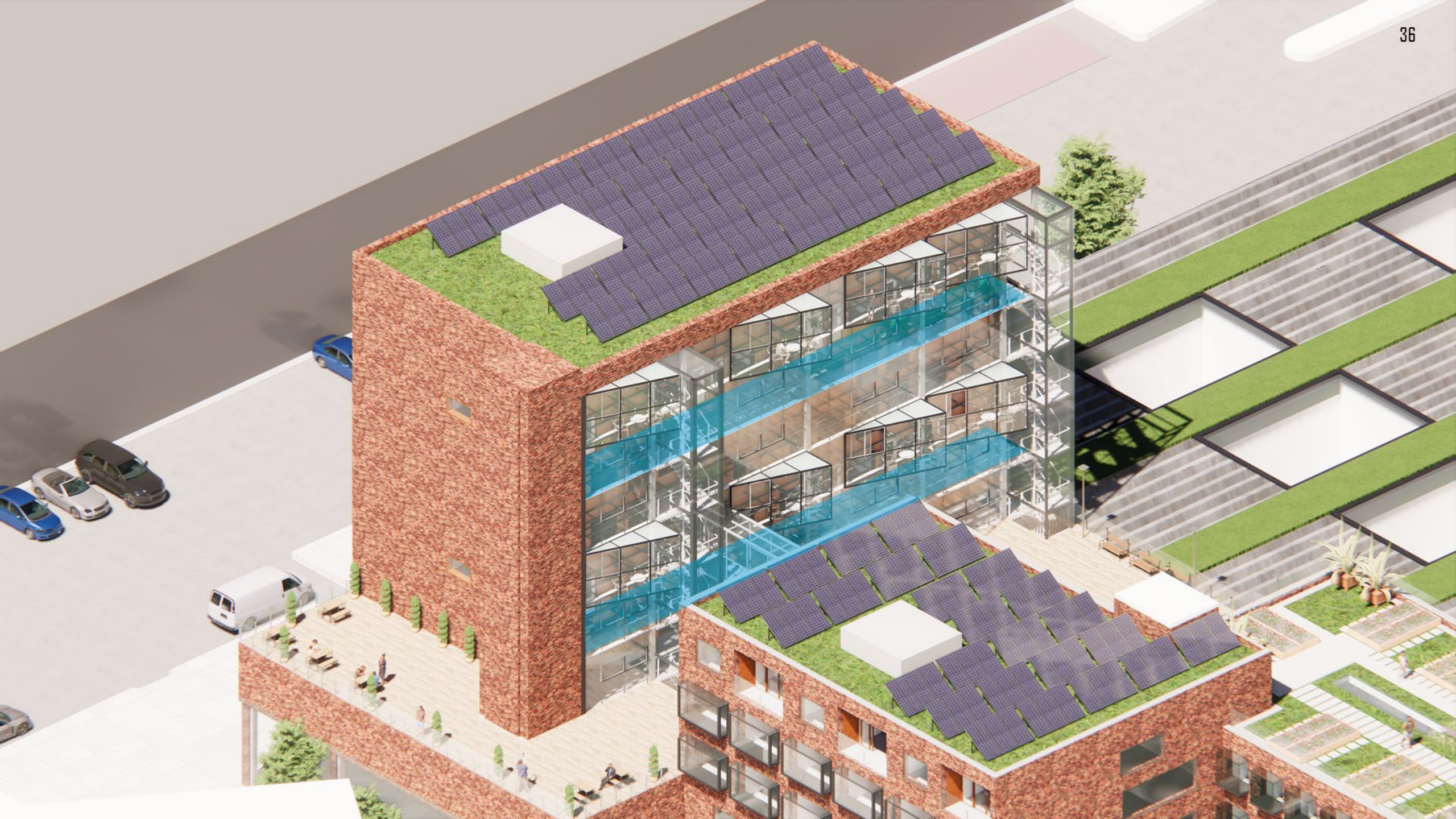
Silicone

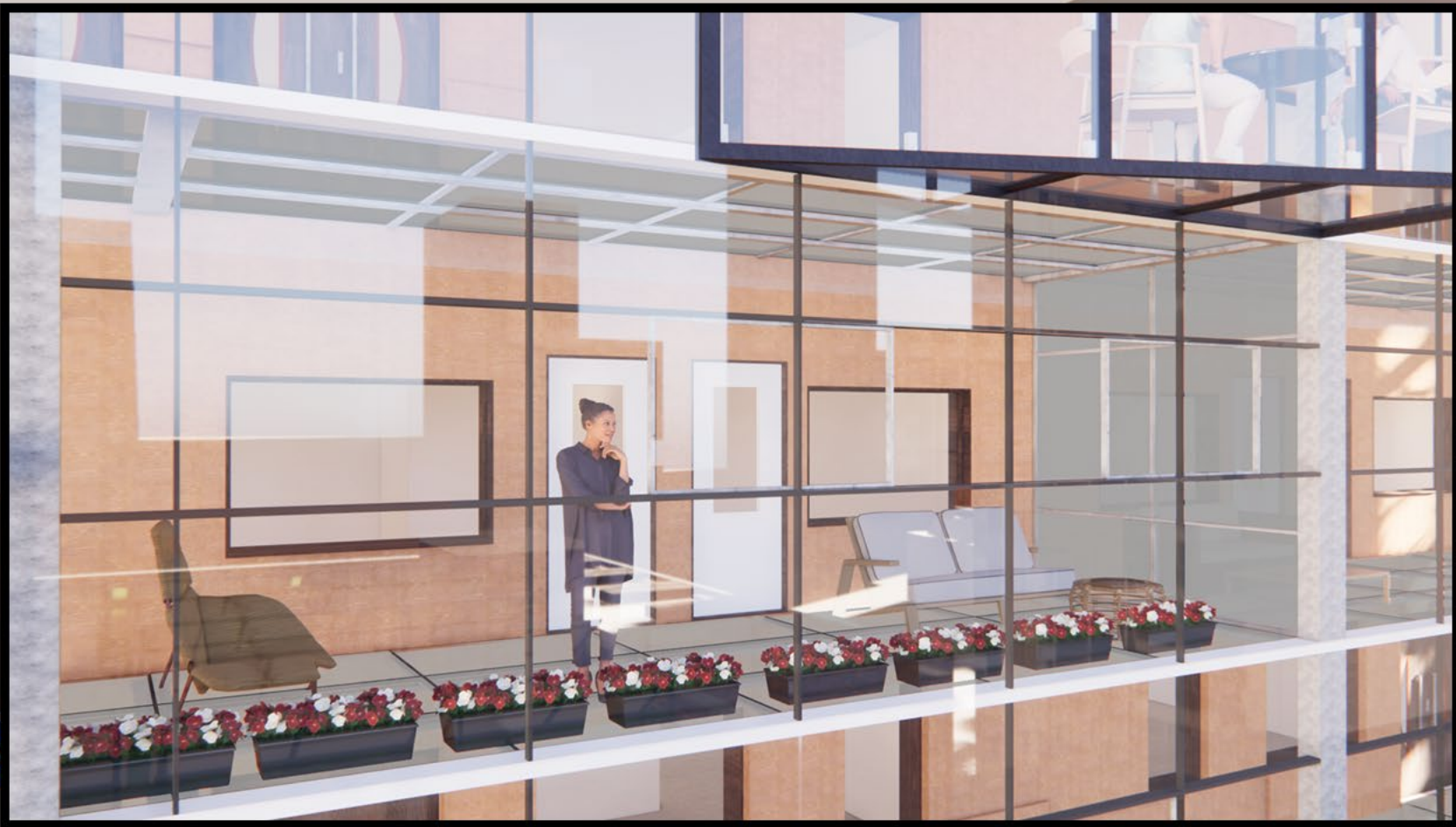
Construction - Gallery

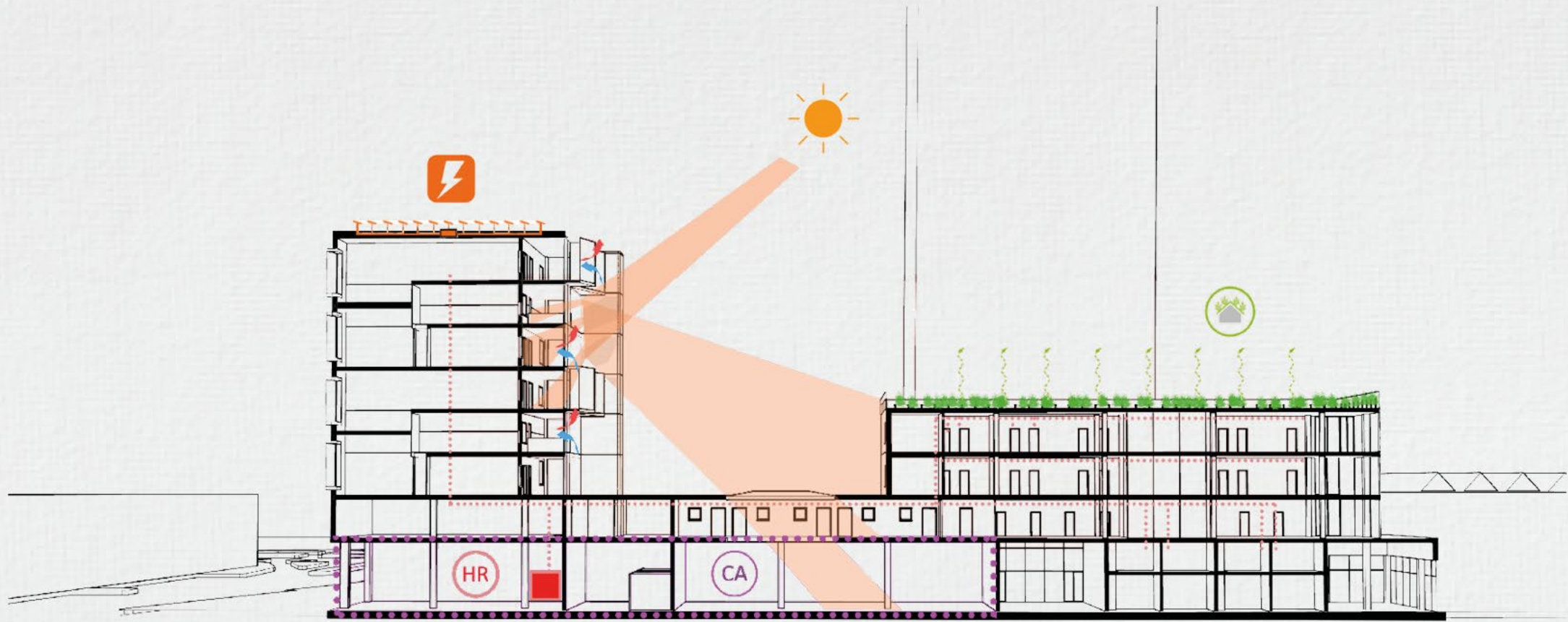


Construction - Gallery









HR

CA



Heat Recovery

Concrete Activation

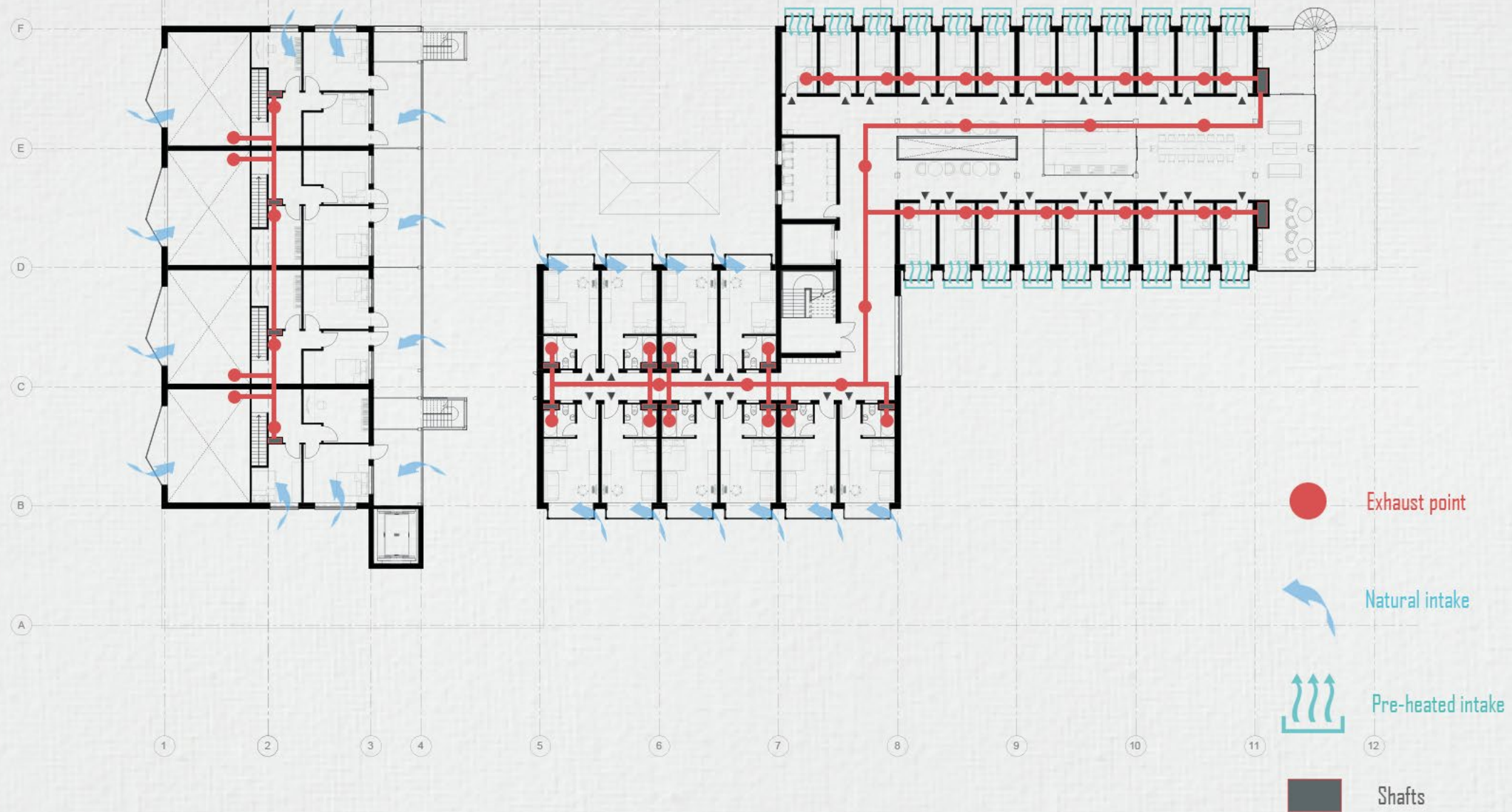
Solar energy

Green roof

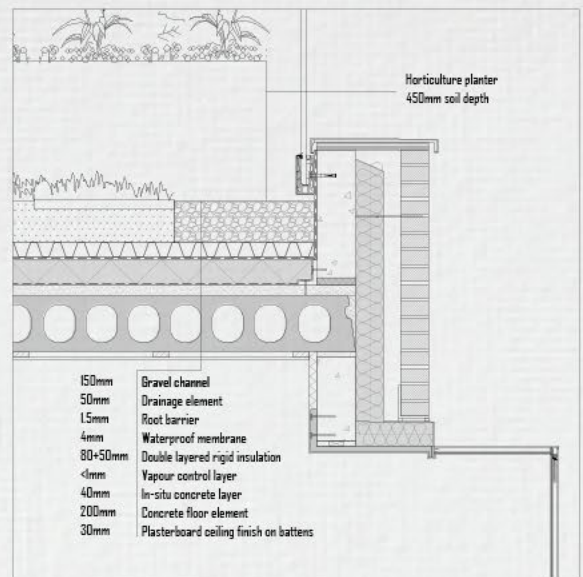
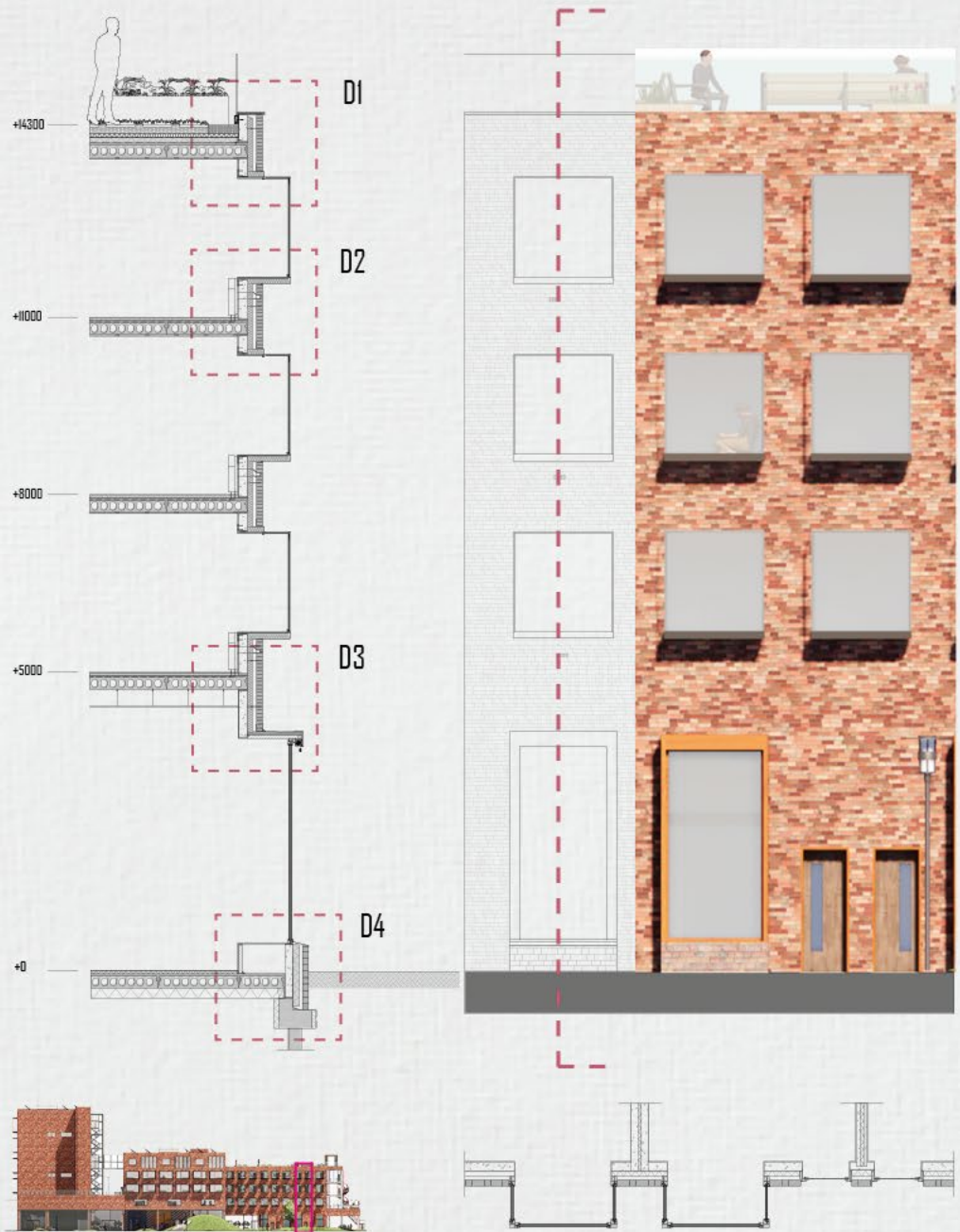
Solar Control glass

Recycled concrete from existing building

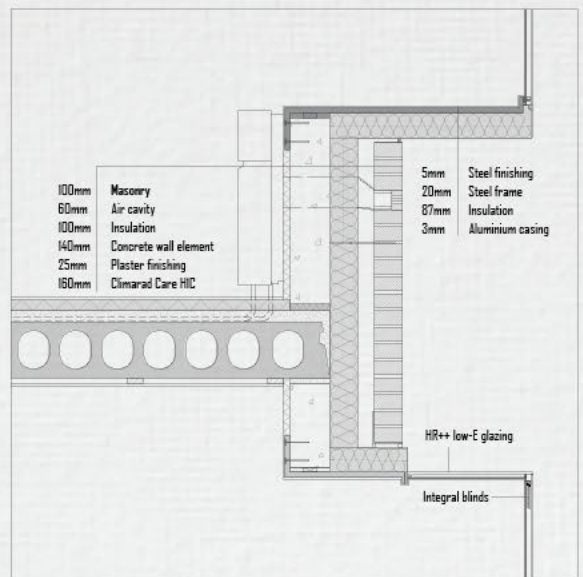
Sustainability



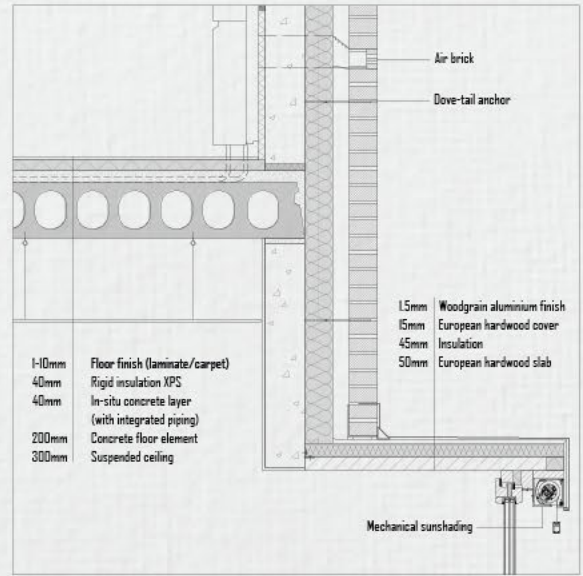
Ventilation plan



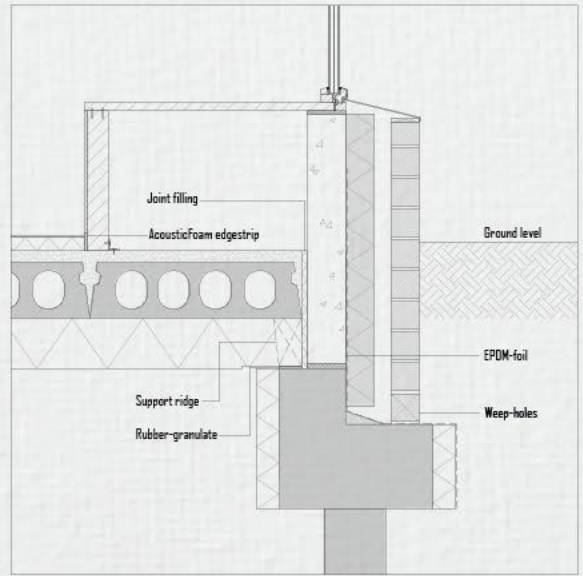
D1



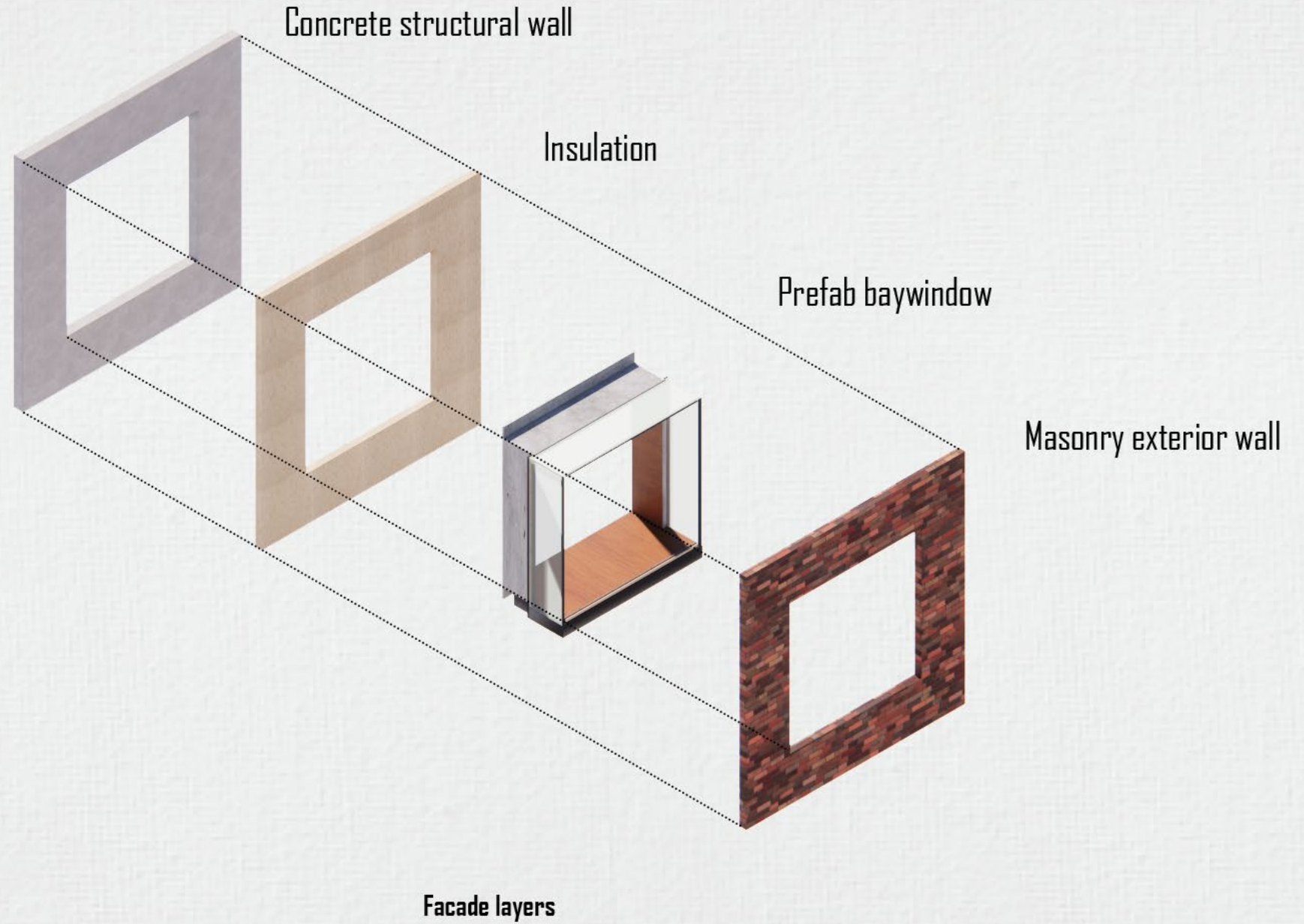
D2

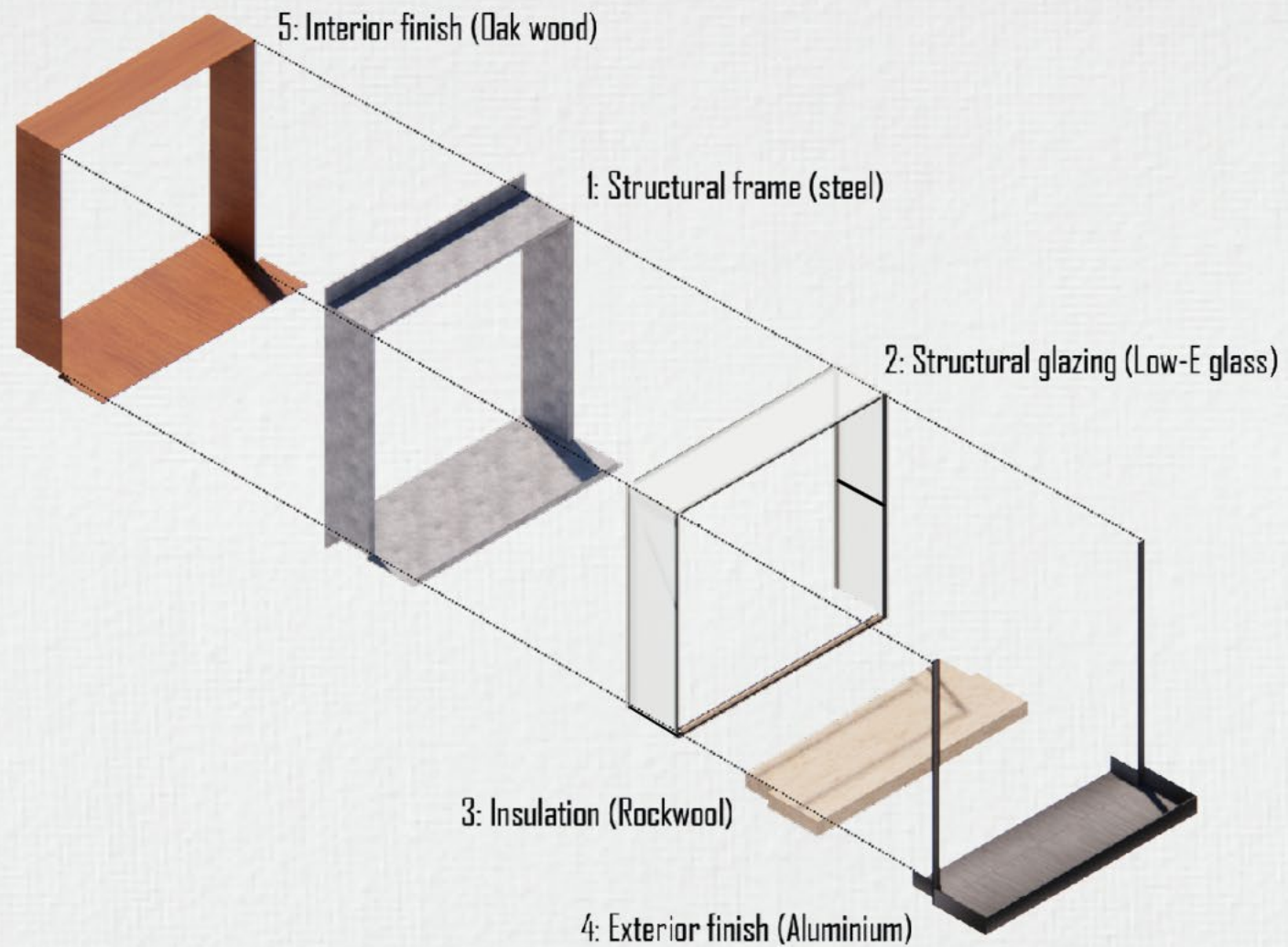


D3



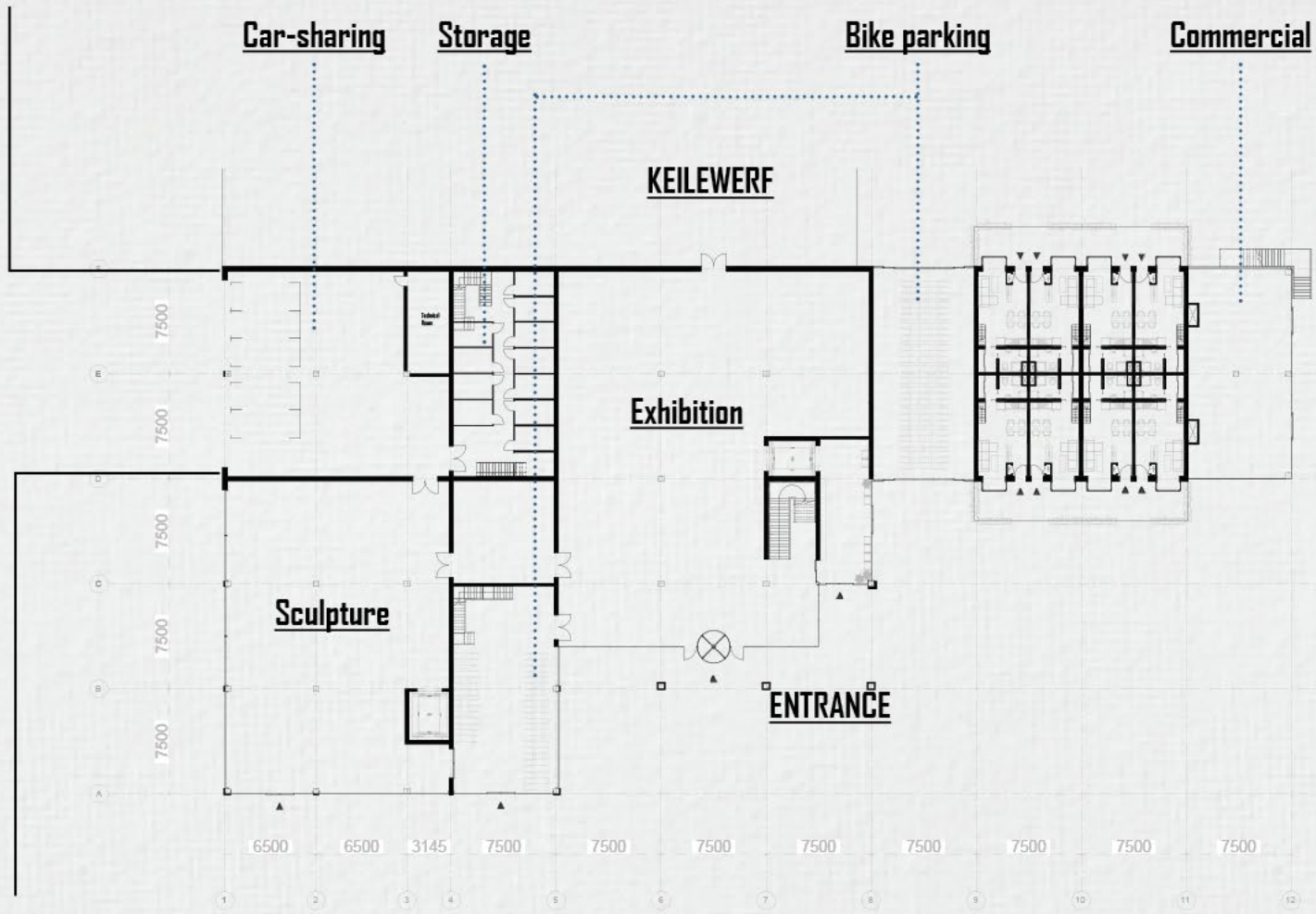
D4





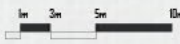
Prefab baywindow exploded

You are here



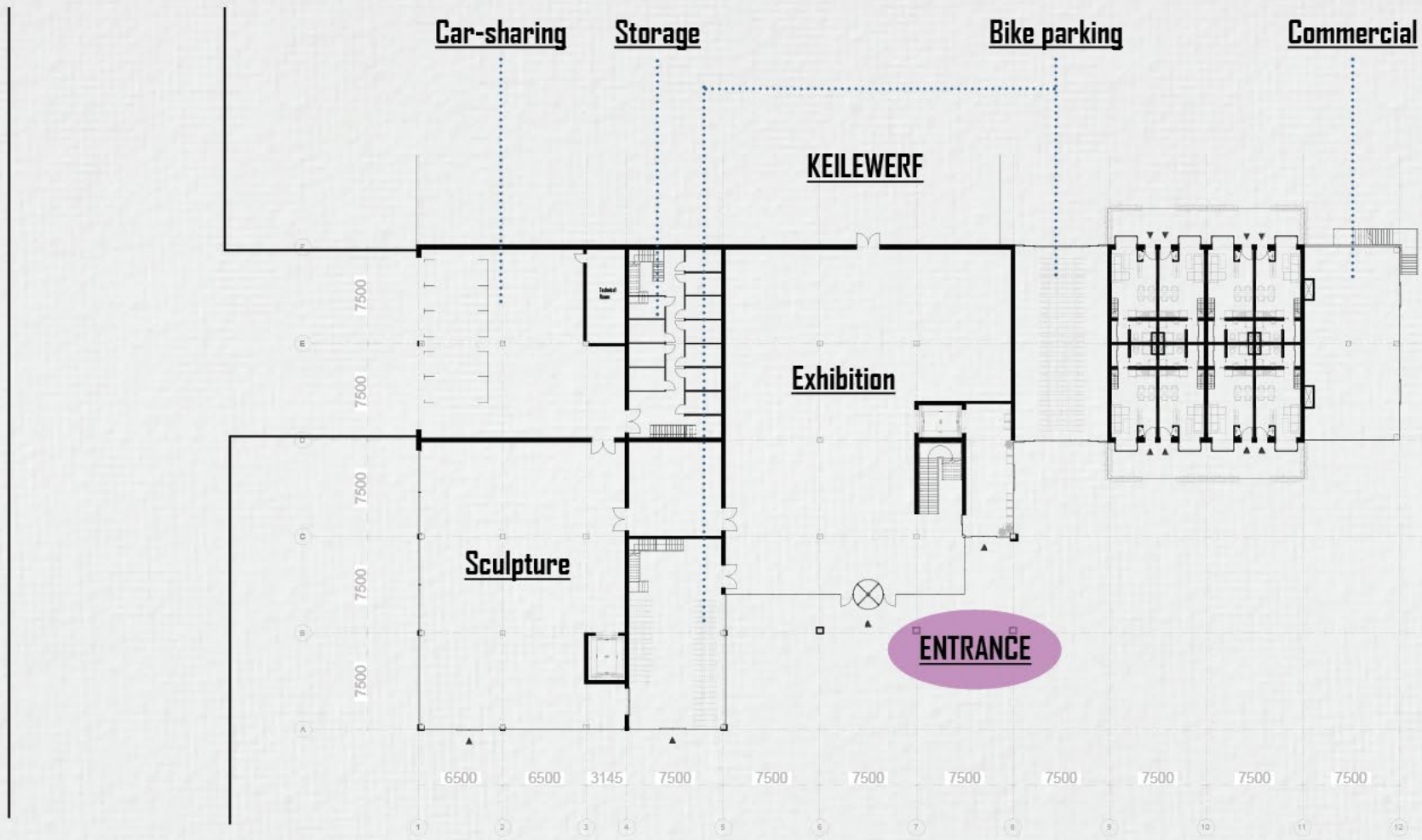
GROUND FLOOR +0m

1:200



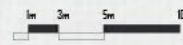




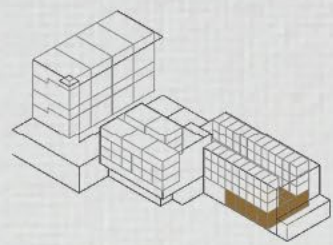


GROUND FLOOR +0m

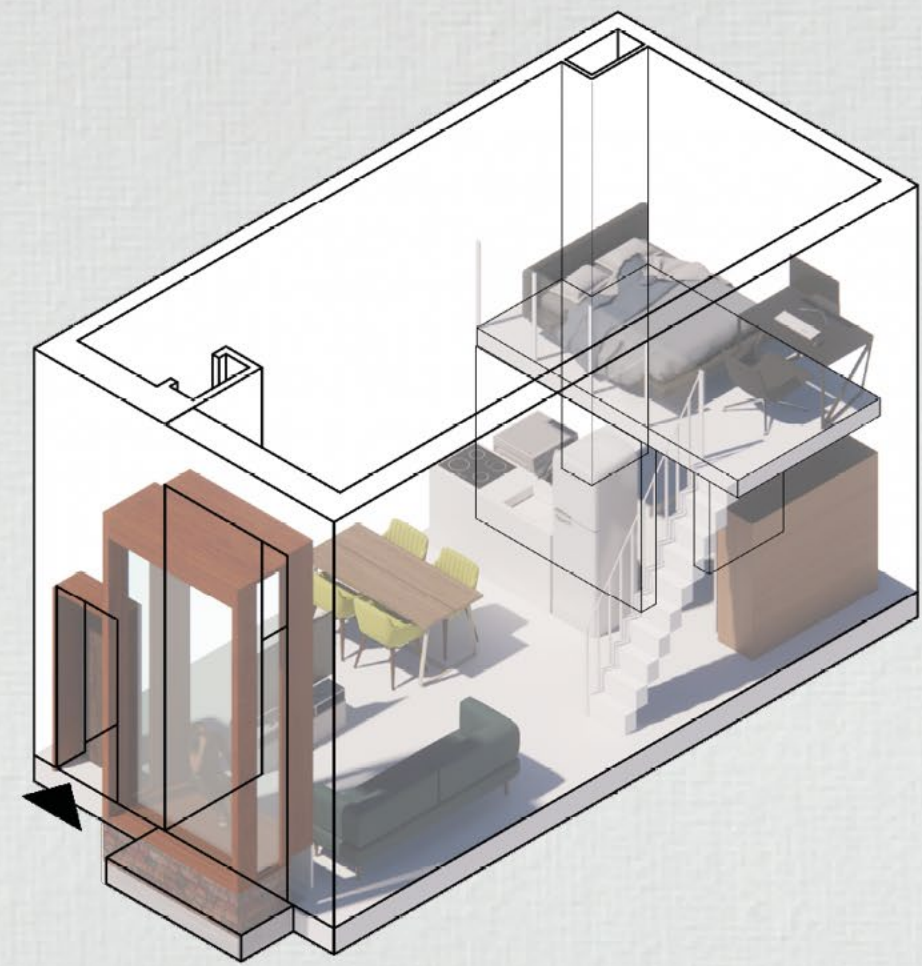
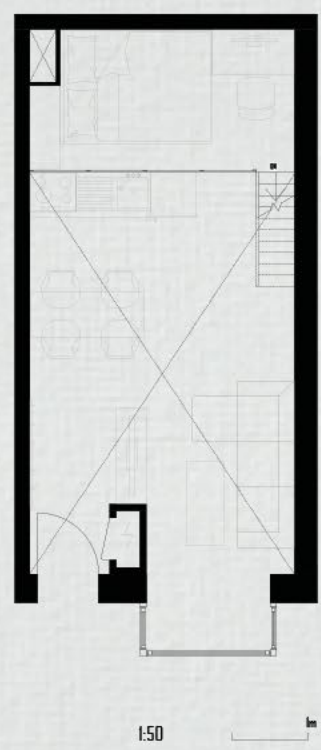
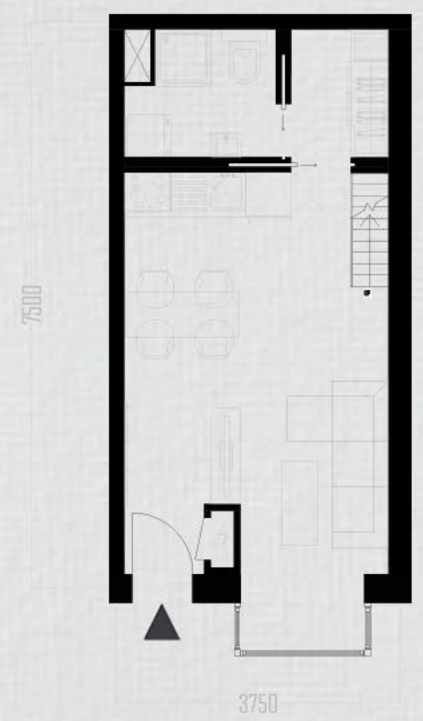
1:200



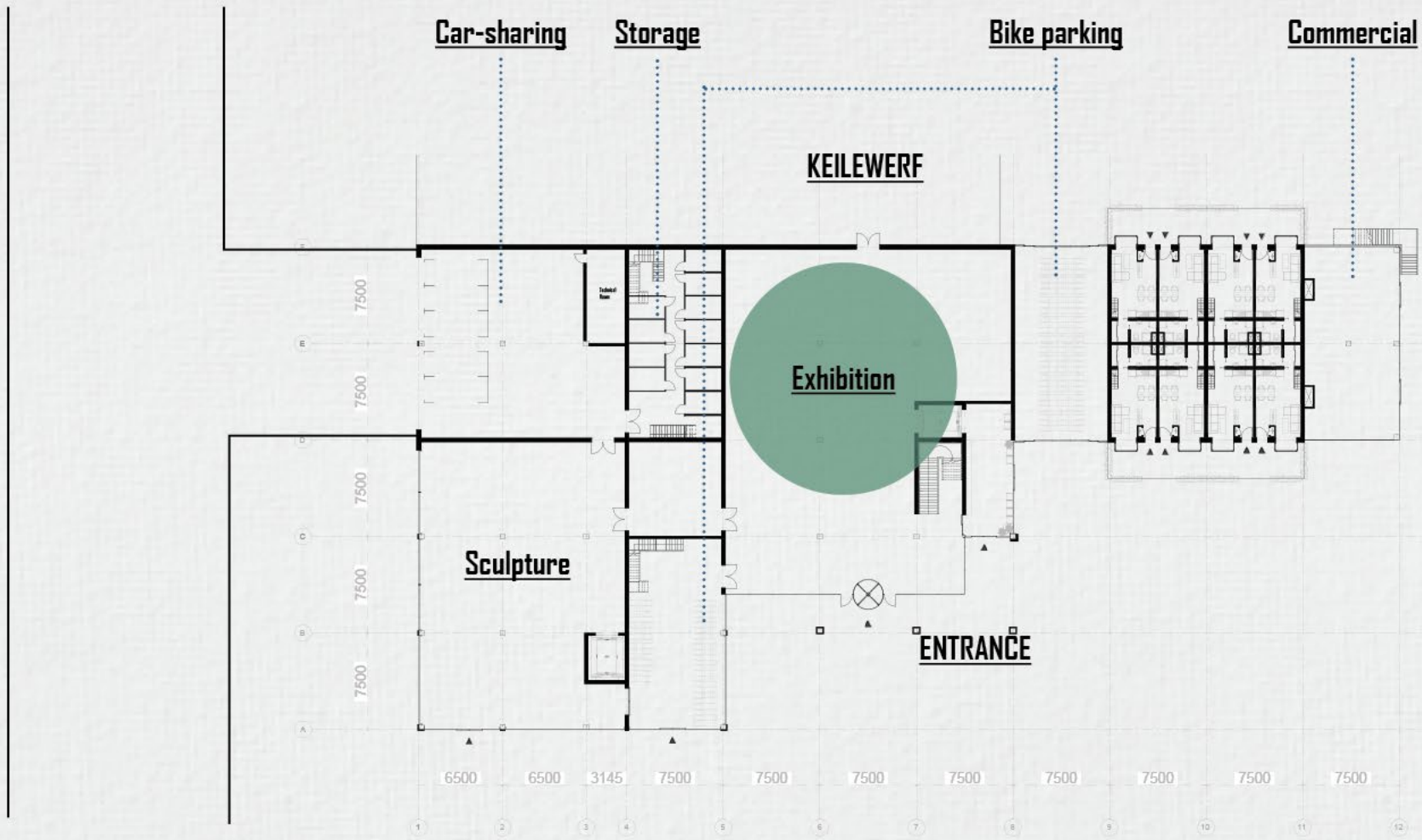




Gross floor area: 34 m²
Max. inhabitants: 2

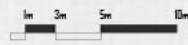


Typology: LOFT

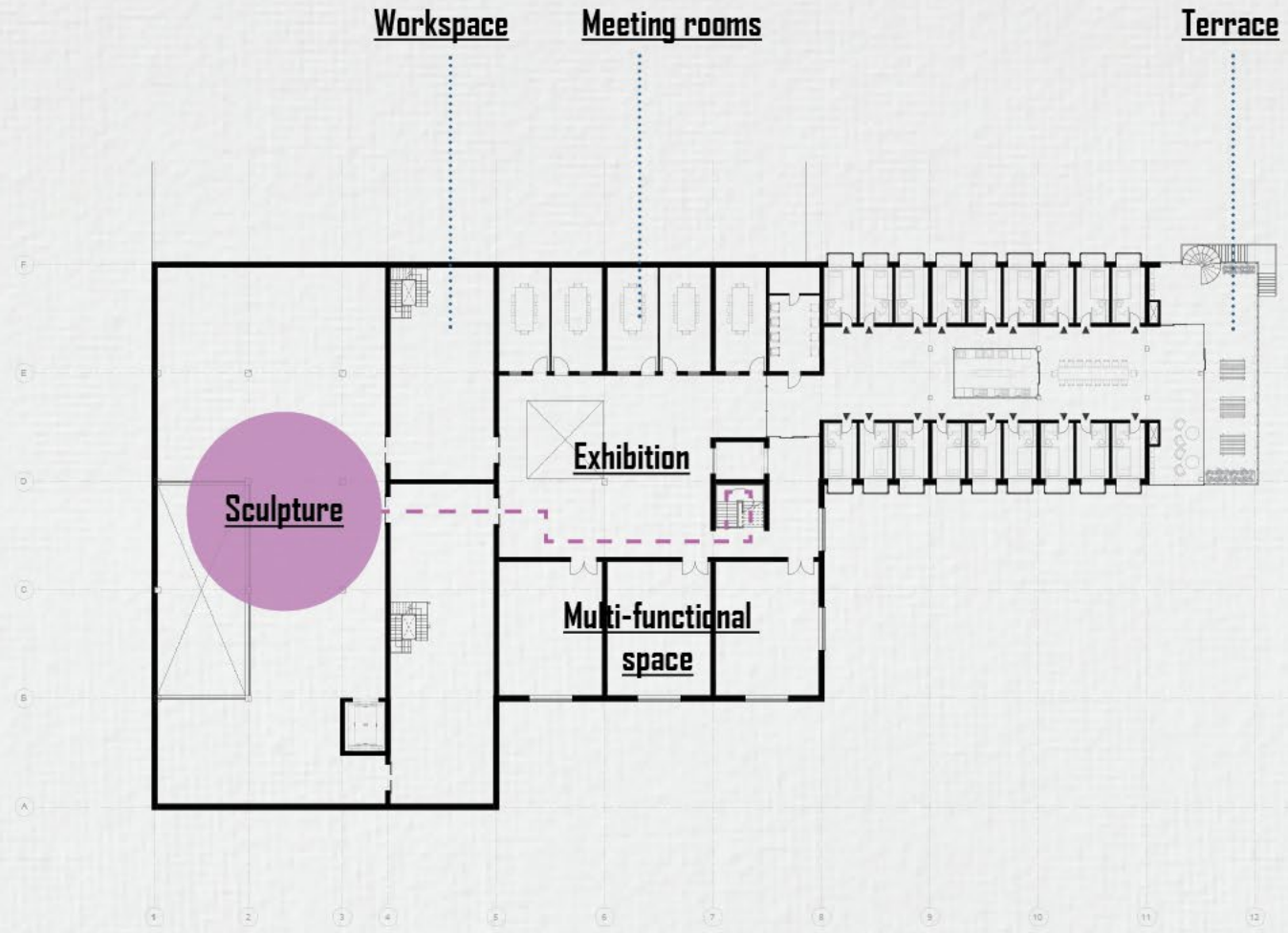


GROUND FLOOR +0m

1:200





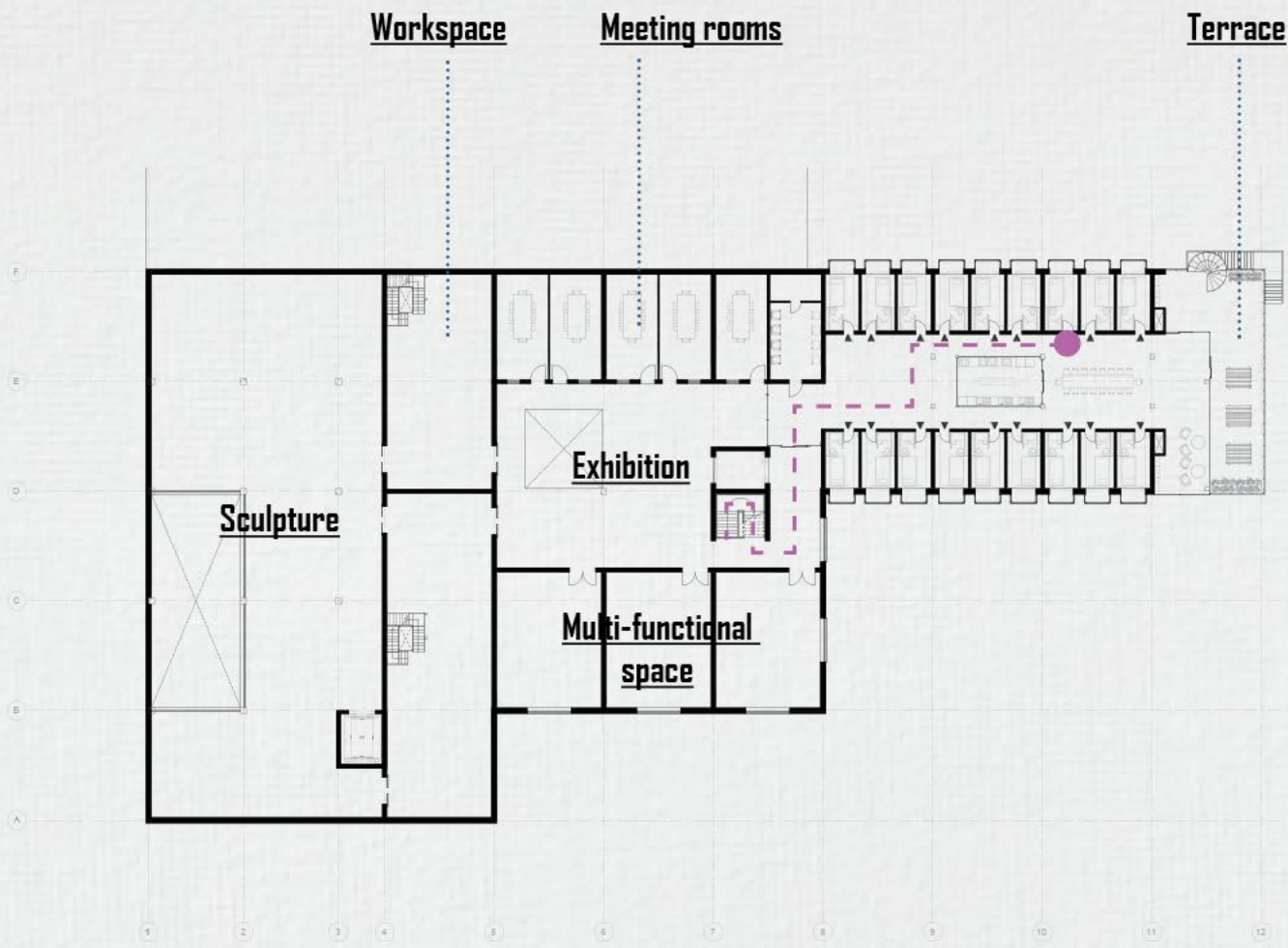


1ST FLOOR +5m

1:200

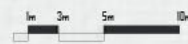






1ST FLOOR +5m

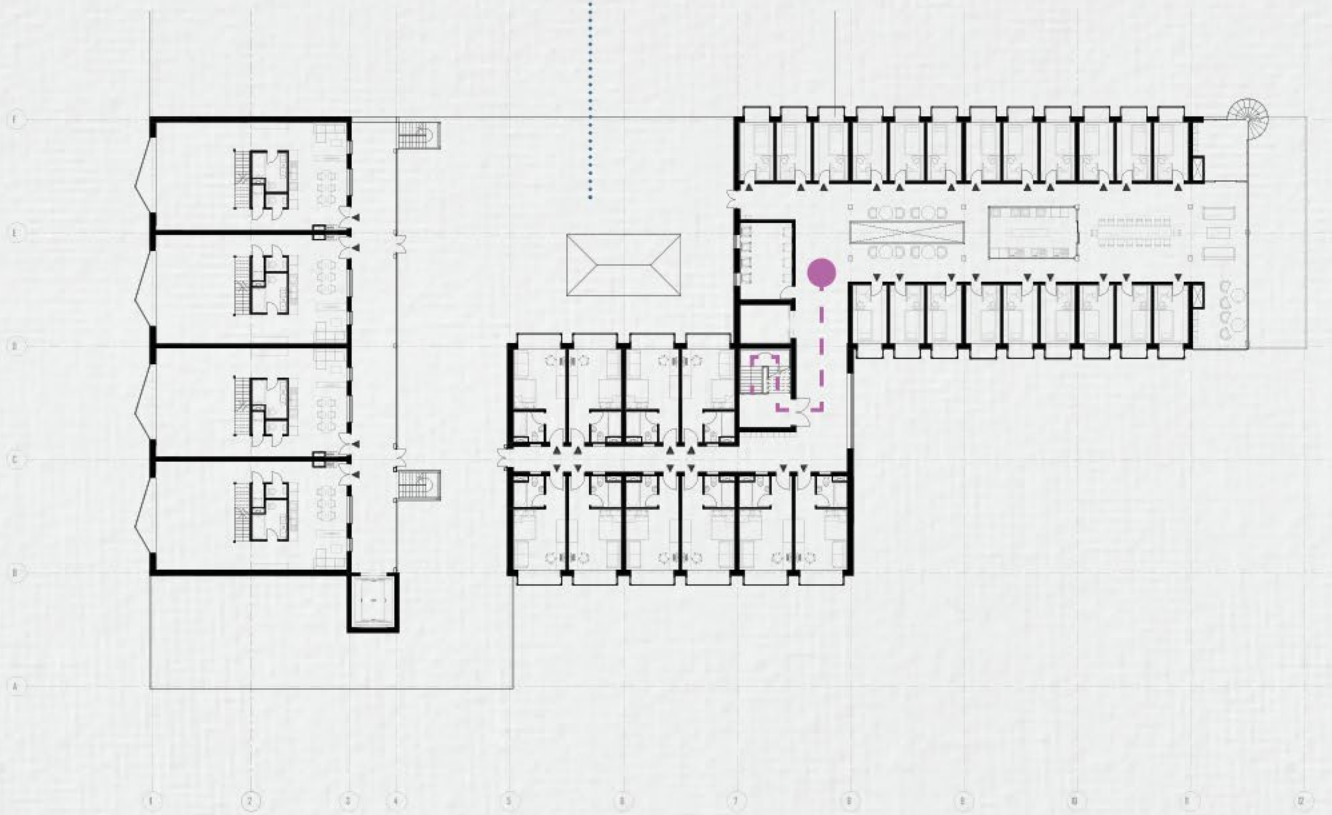
1:200





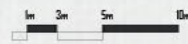


Deck



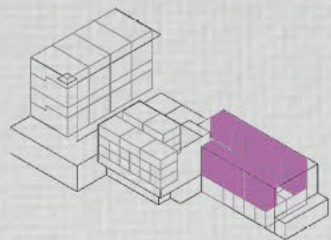
2ND FLOOR +8m

1:200

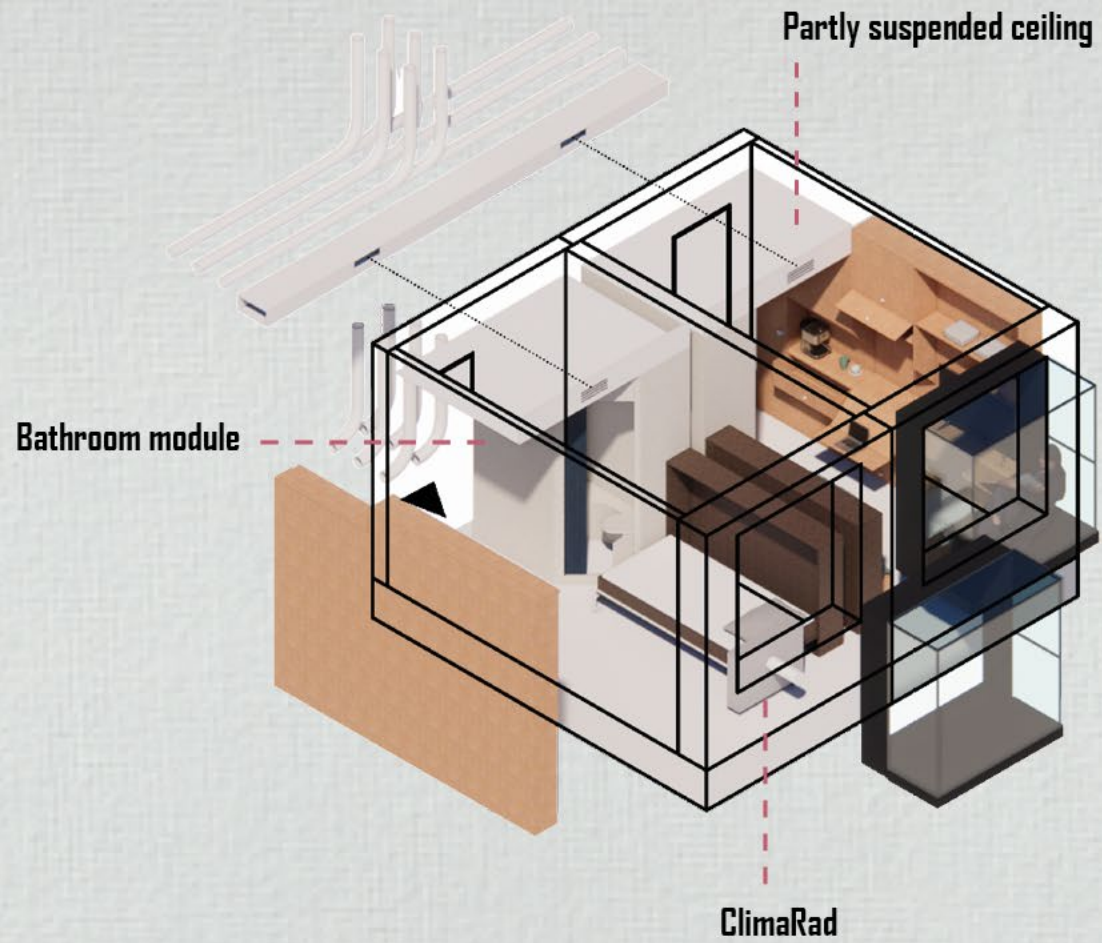
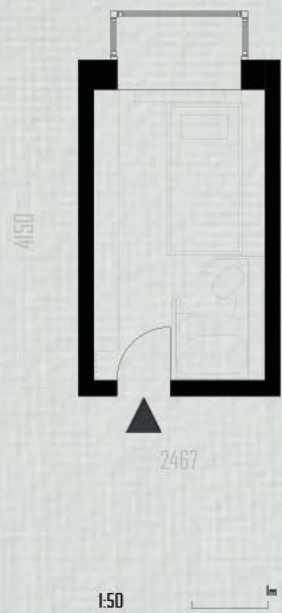








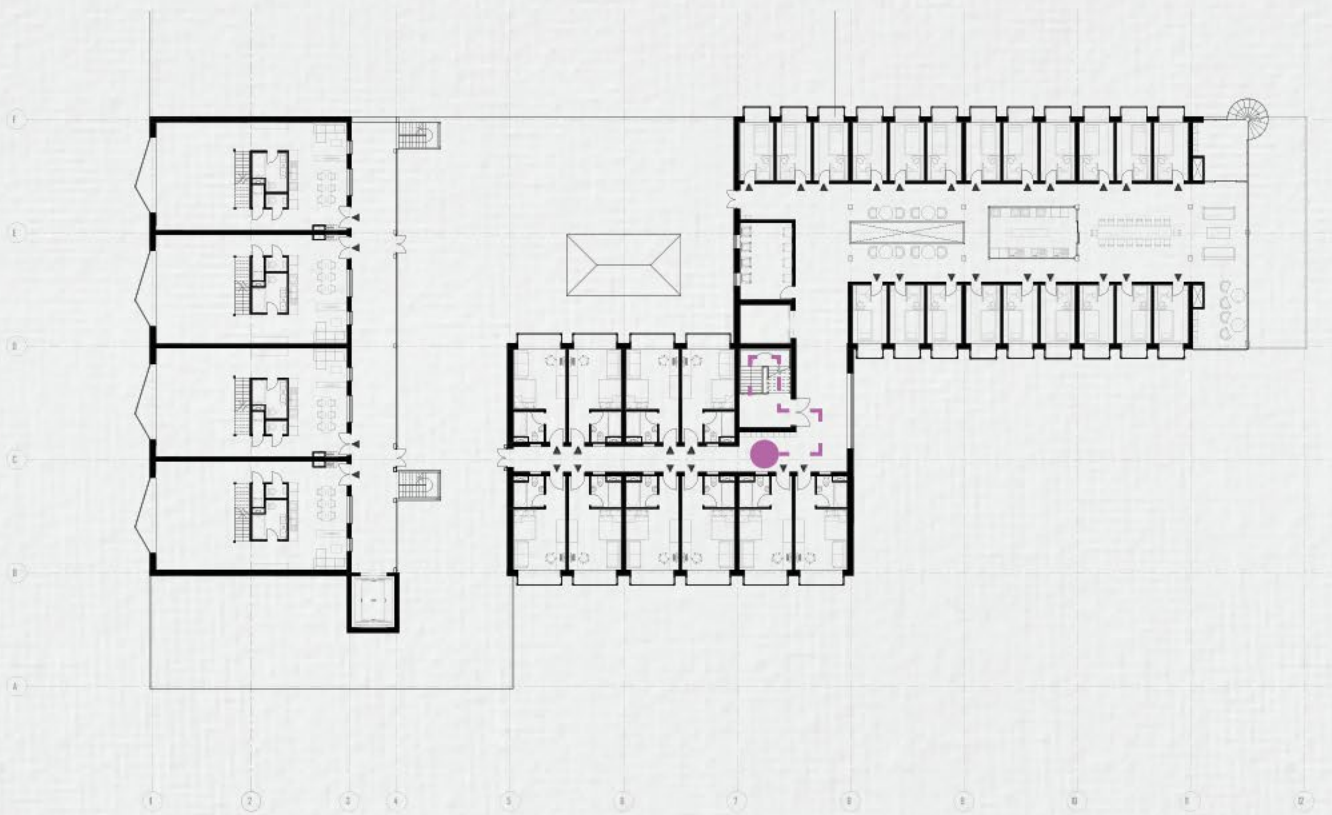
Gross floor area: 9 m²
Max. inhabitants: 1



Typology: POD

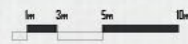




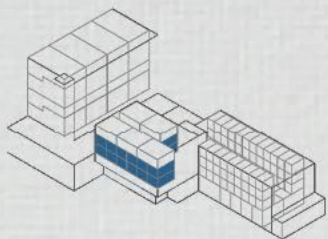


2ND FLOOR +8m

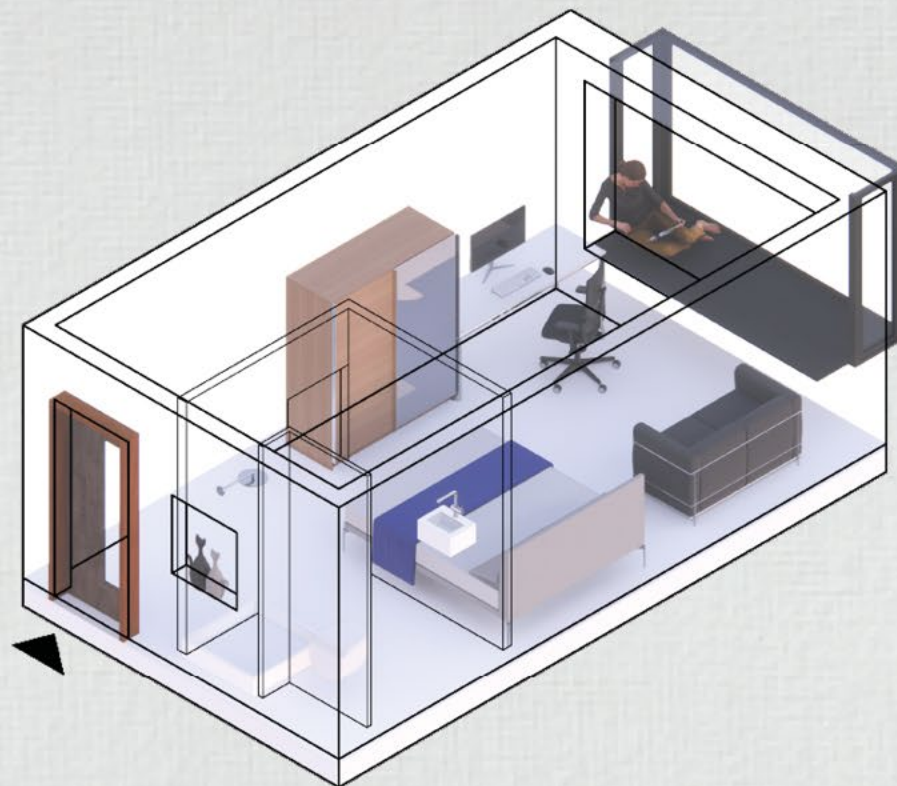
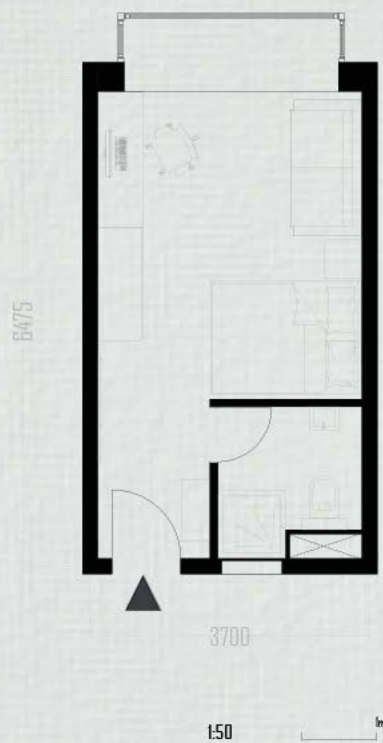
1:200



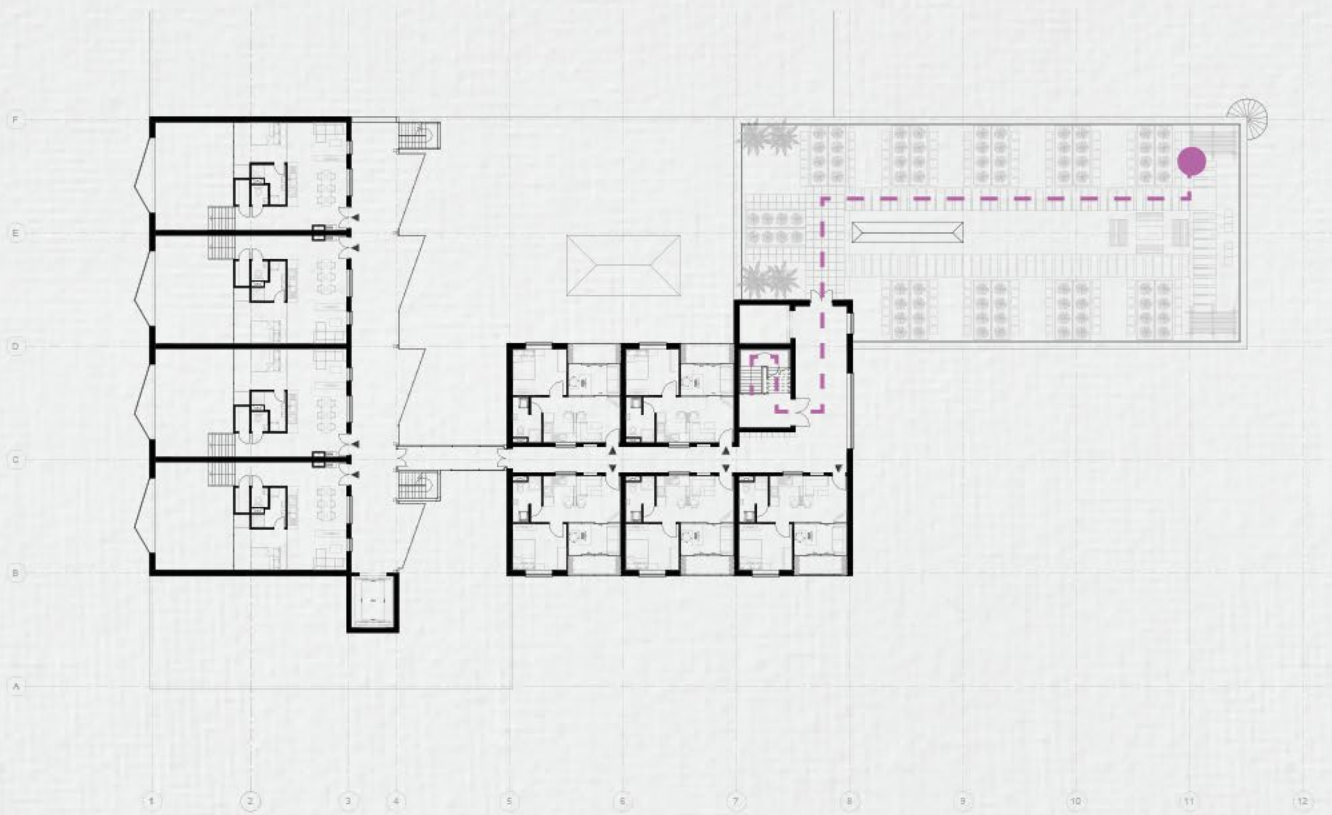




Gross floor area: 22 m²
Max. inhabitants: 1

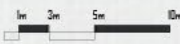


Typology: STUDIO

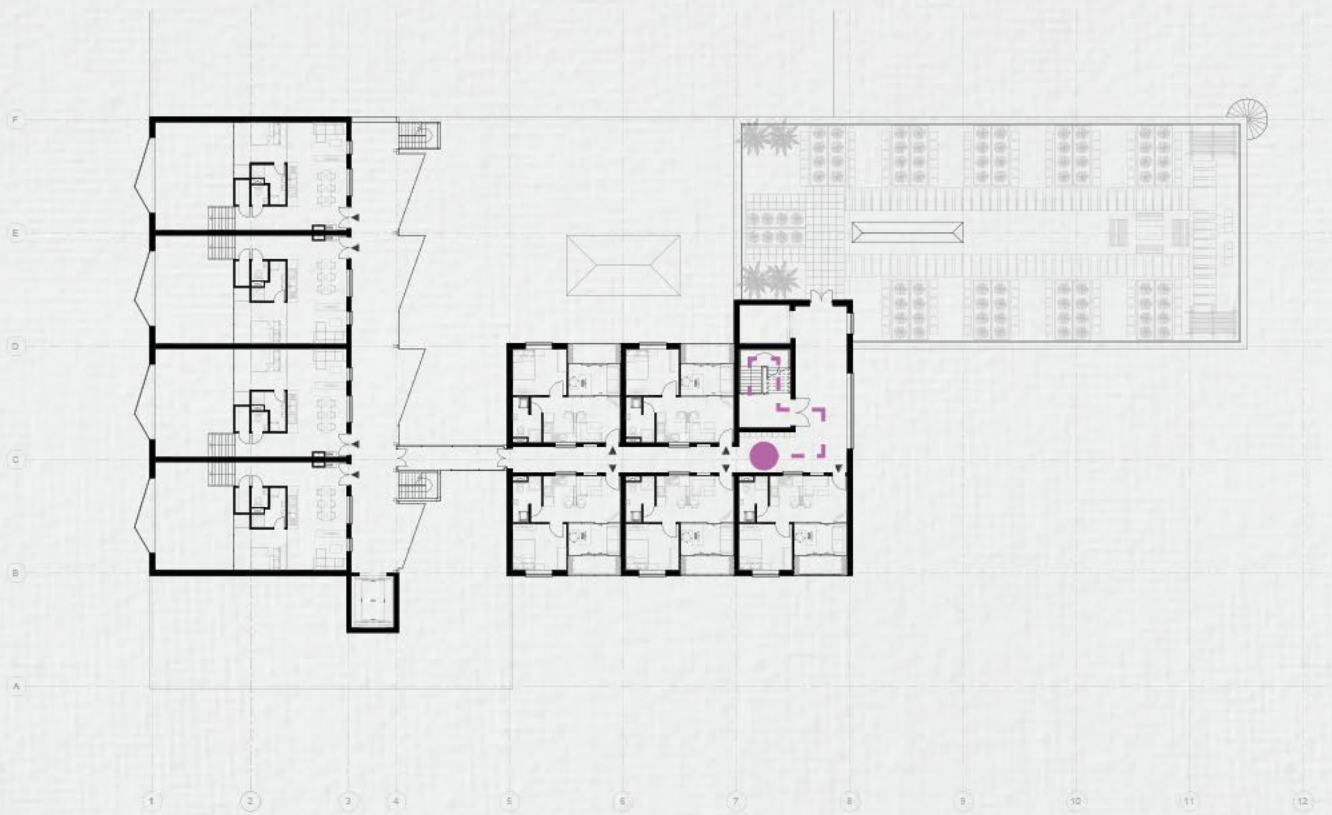


4TH FLOOR +4m

1:200

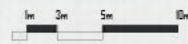




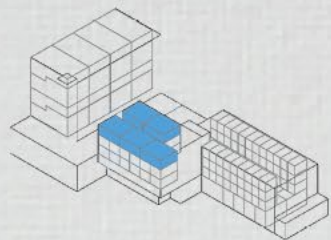


4TH FLOOR +14m

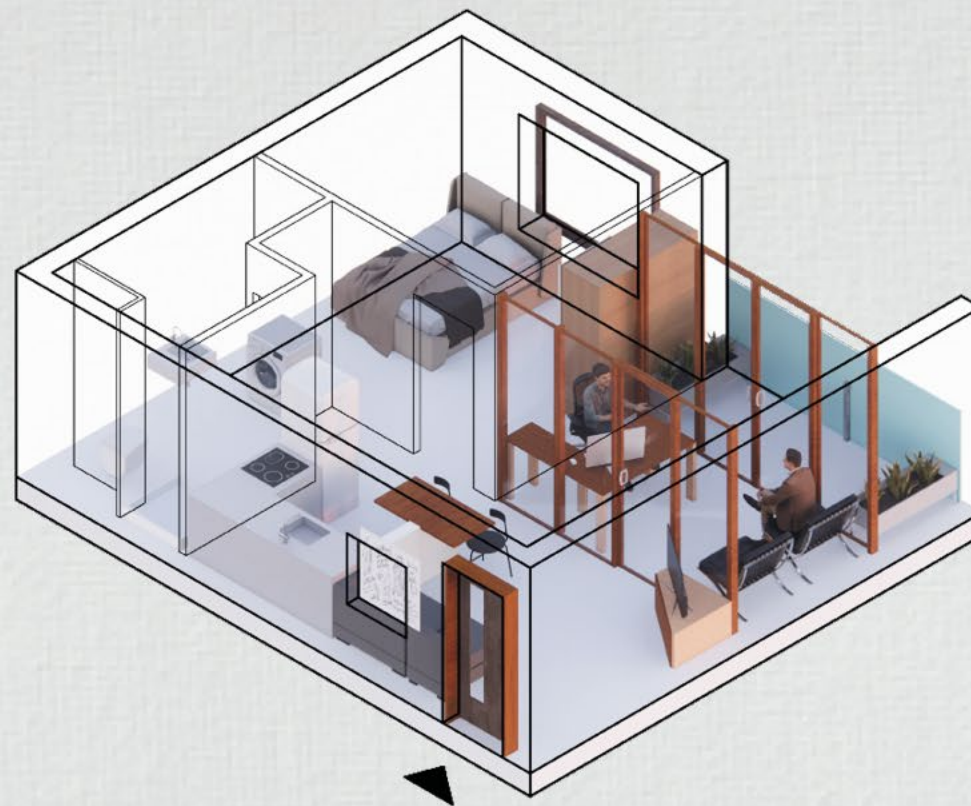
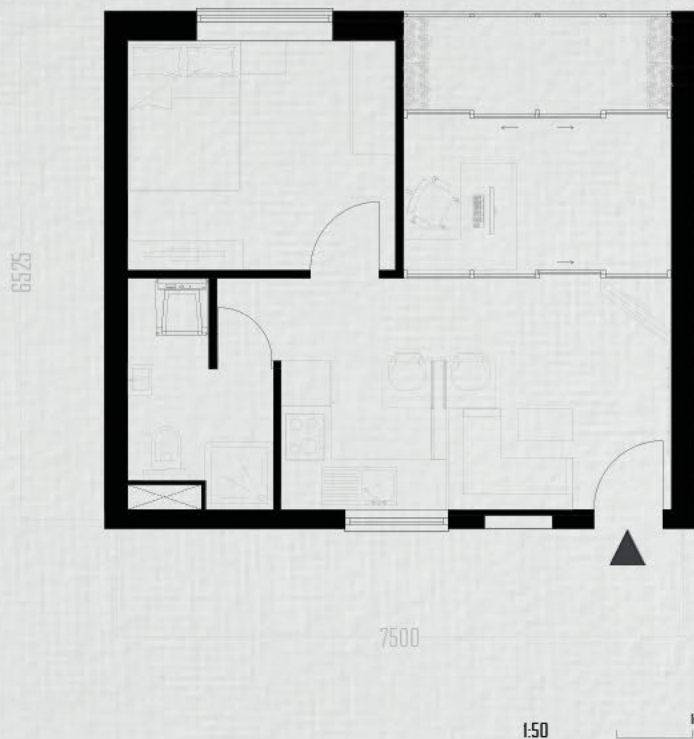
1:200



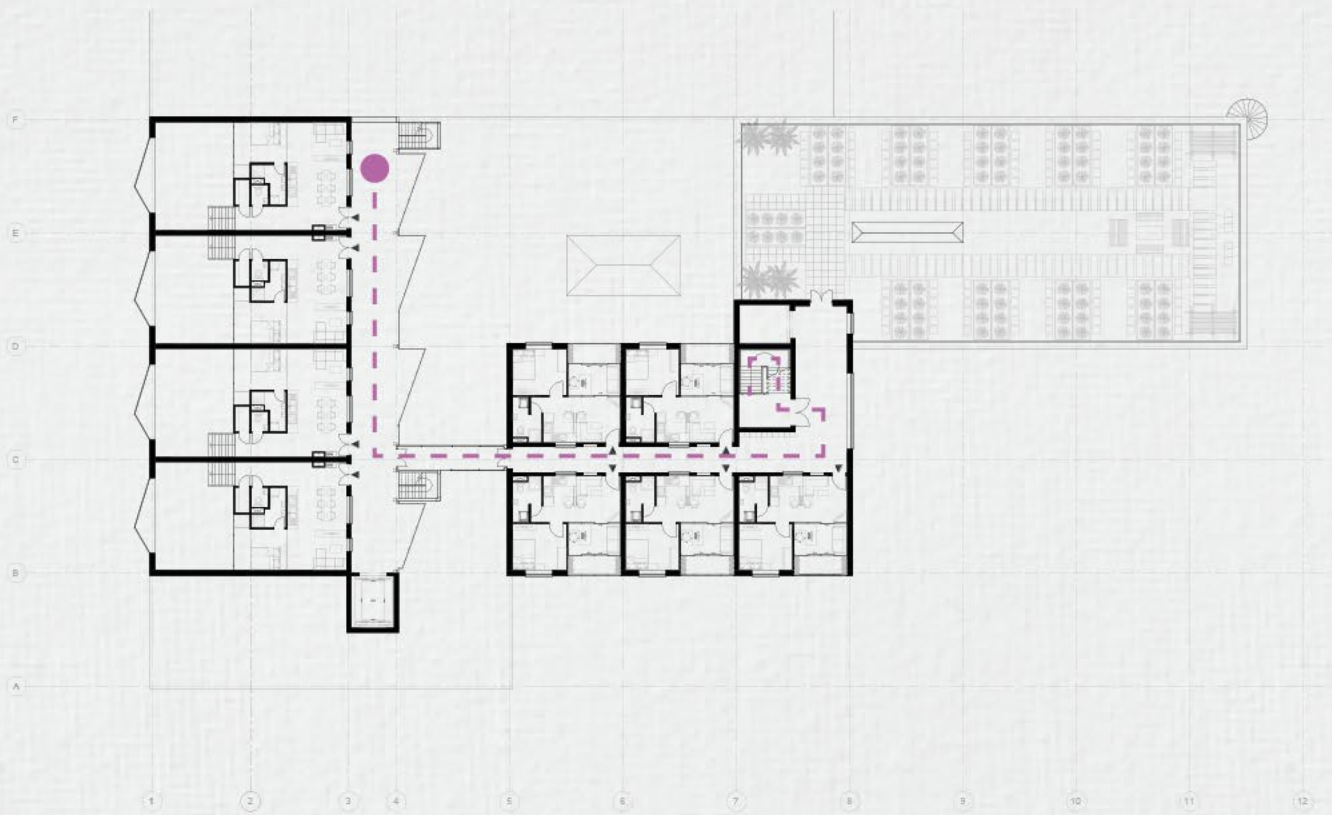




Gross floor area: 45 m²
Max. inhabitants: 2

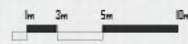


Typology: STUDIO +

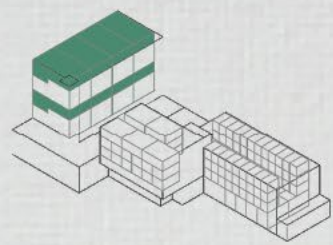


4TH FLOOR +14m

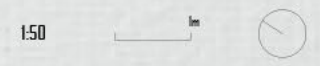
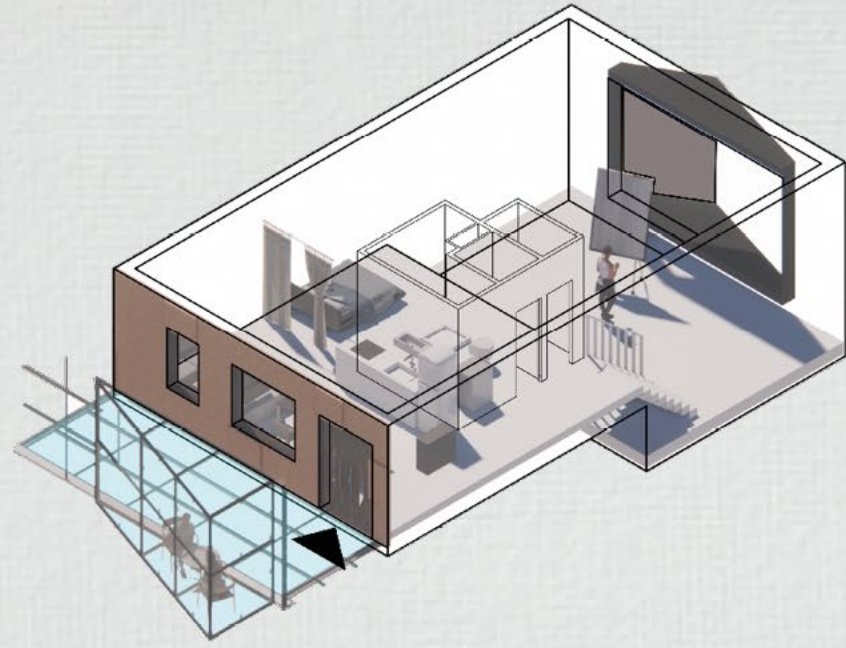
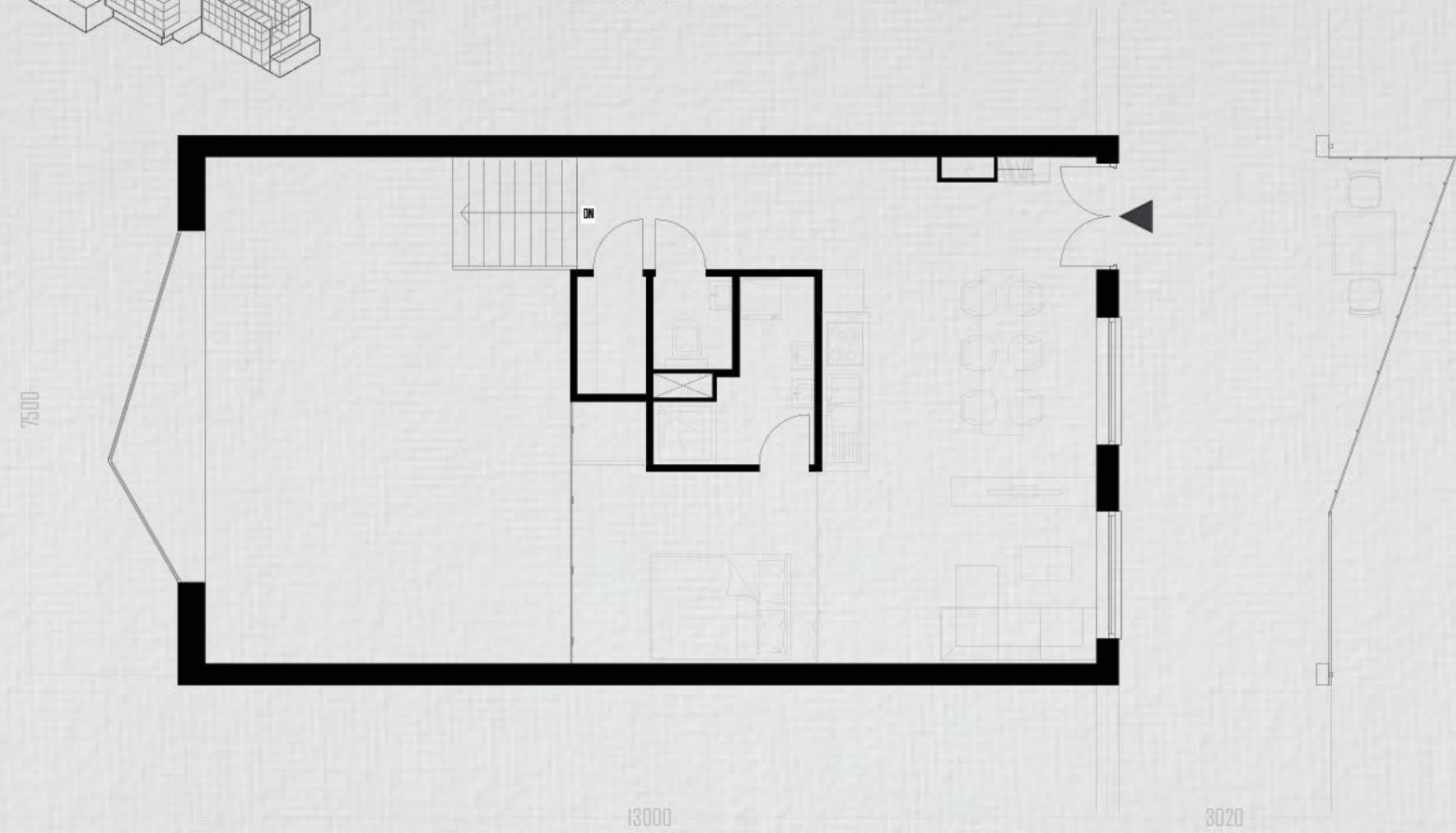
1:200



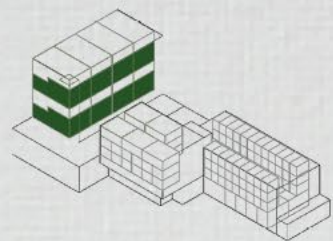




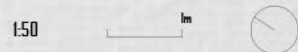
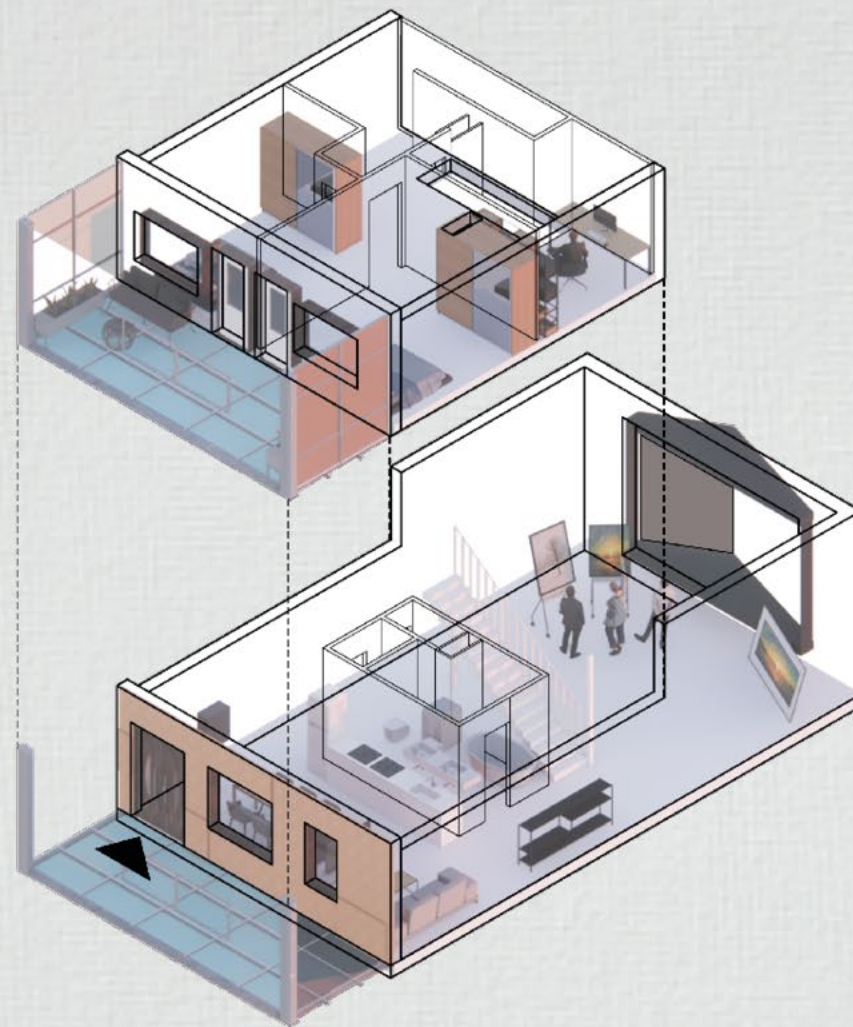
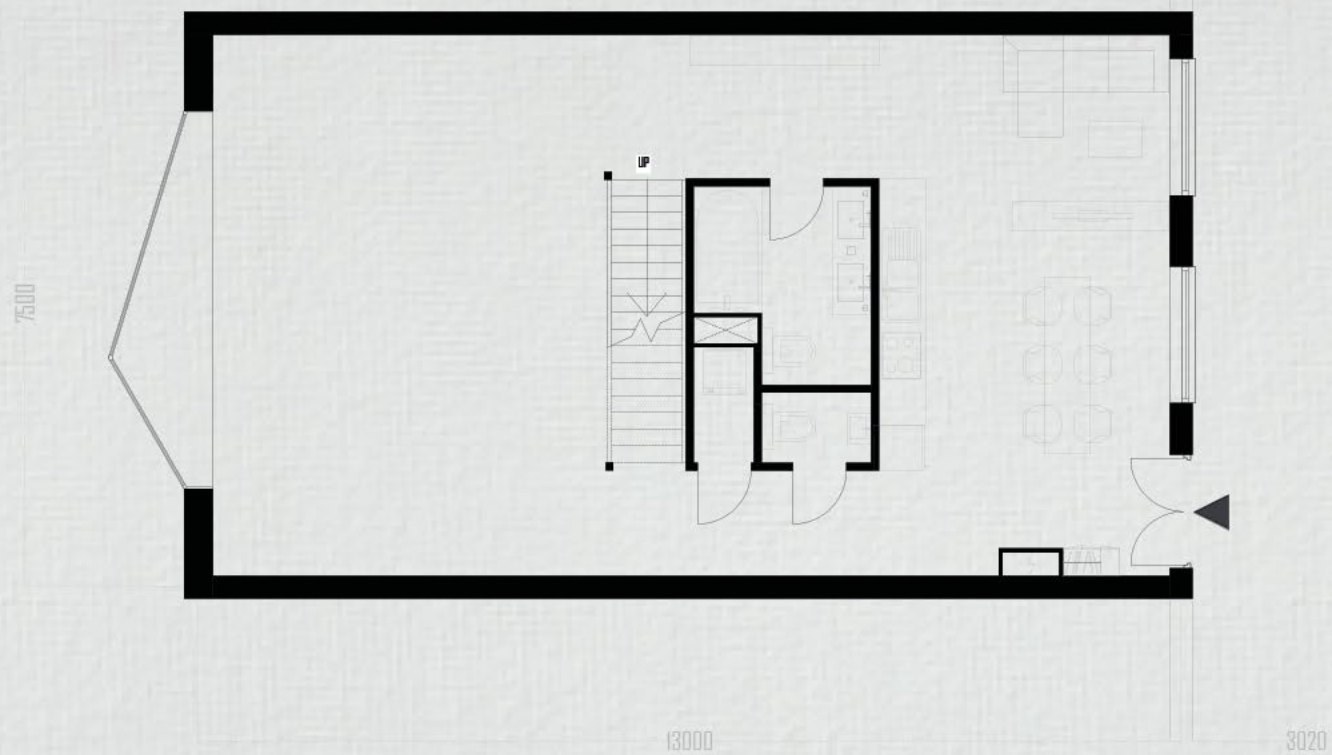
Gross floor area: 90 m²
Max. inhabitants: 2



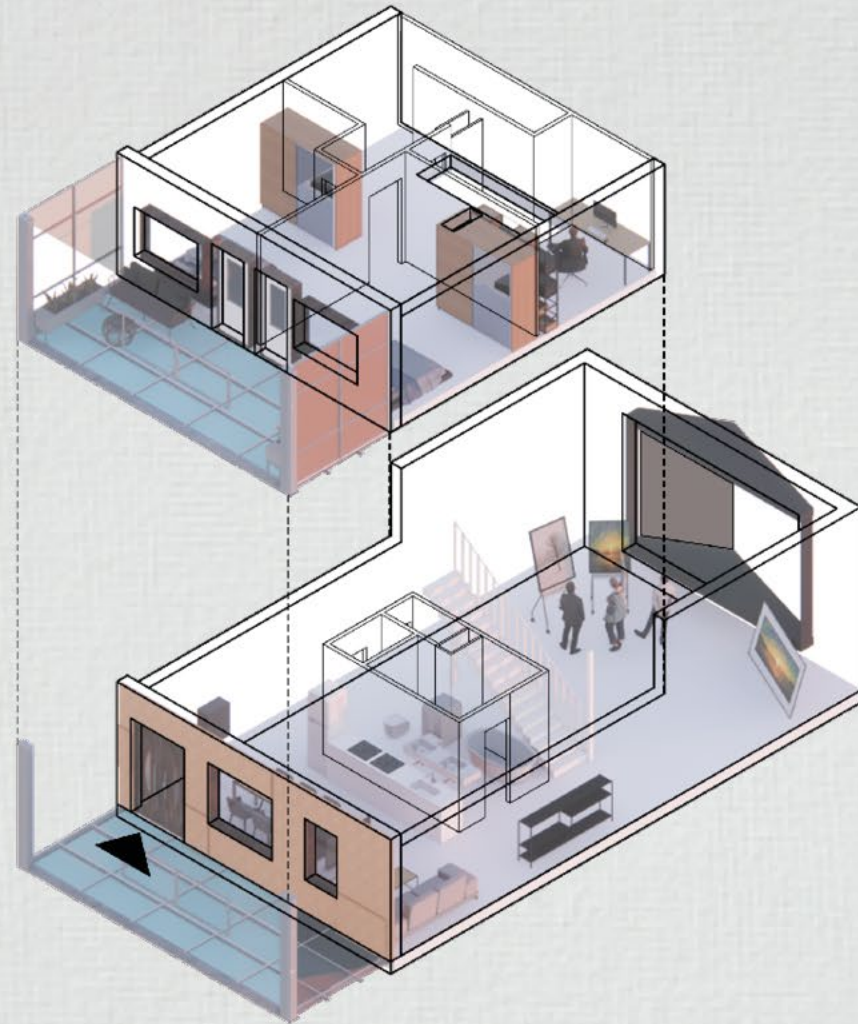
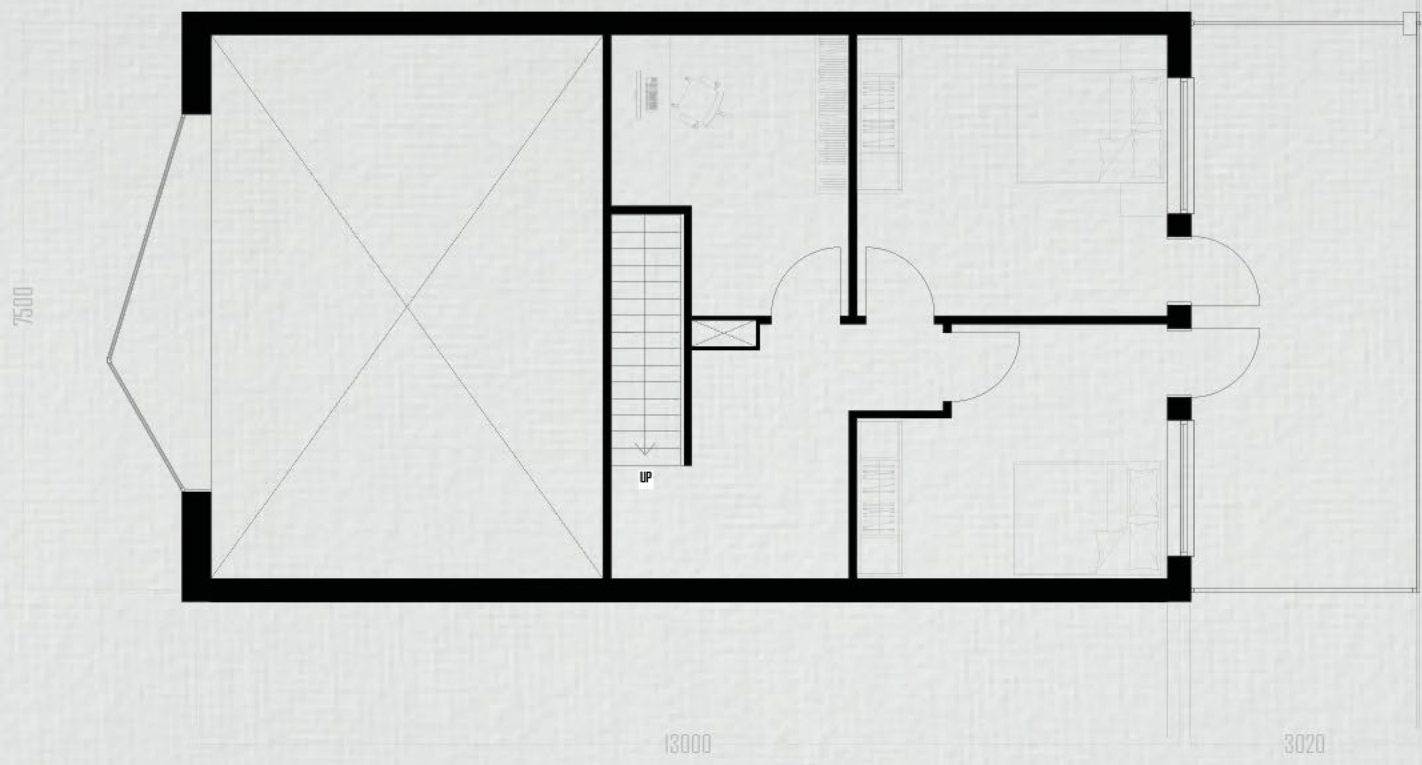
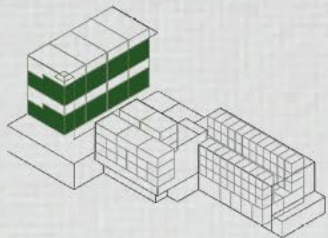
Typology: ATELIER



Gross floor area: 140 m²
Max. inhabitants: 4



Typology: ATELIER DUPLEX level 1

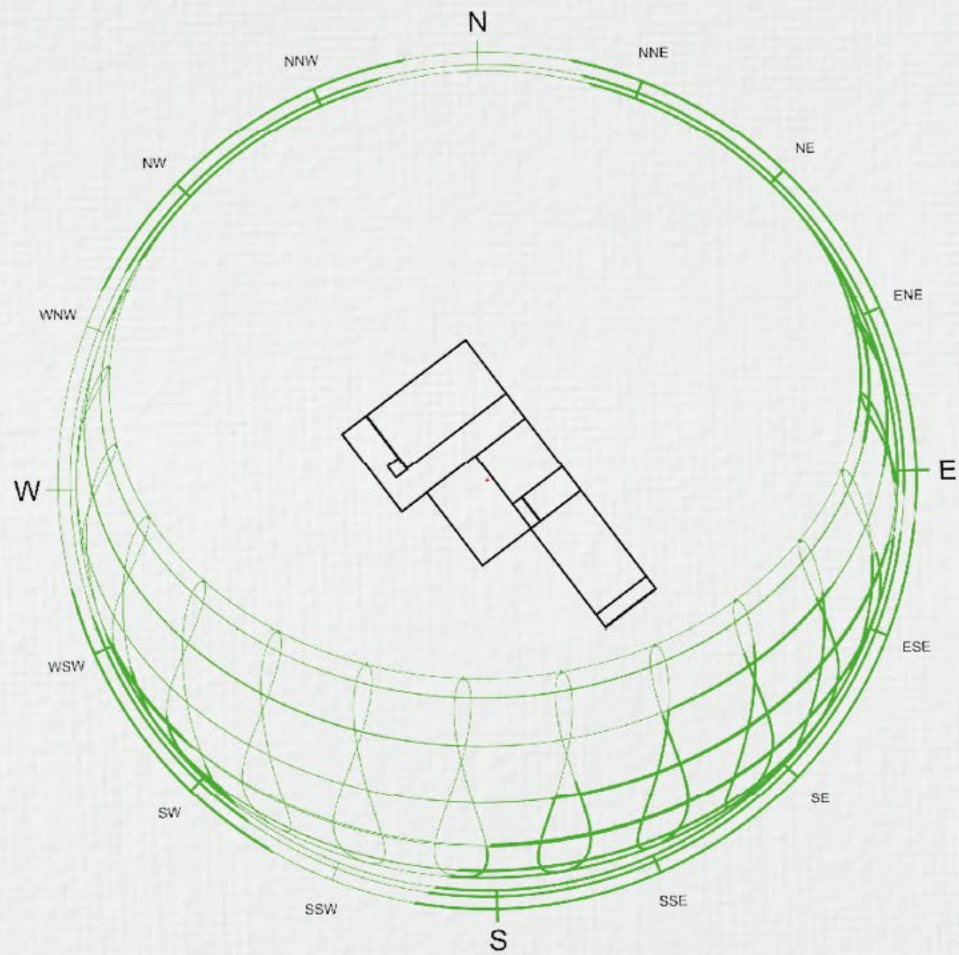


Typology: ATELIER DUPLEX level 2





APPENDIX



Sunpath

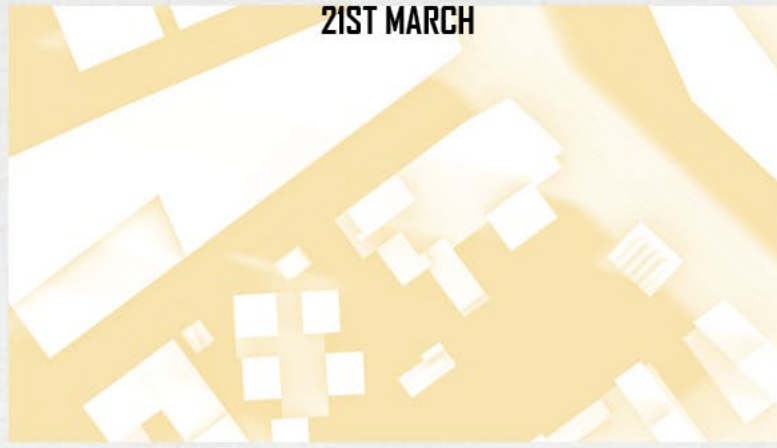
21ST JUNE

21ST MARCH

21ST SEPTEMBER

79

08:30



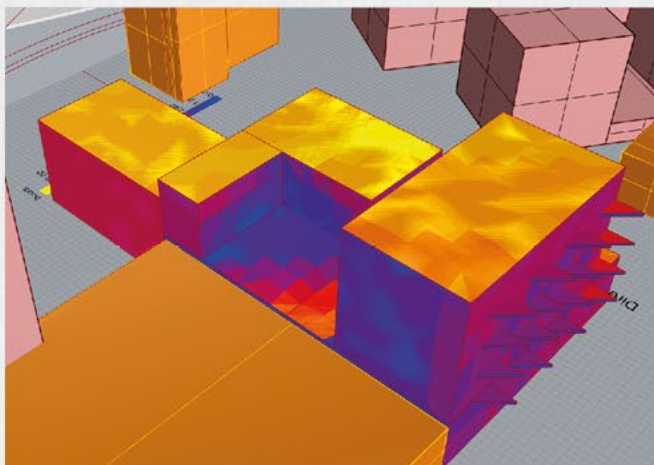
12:30



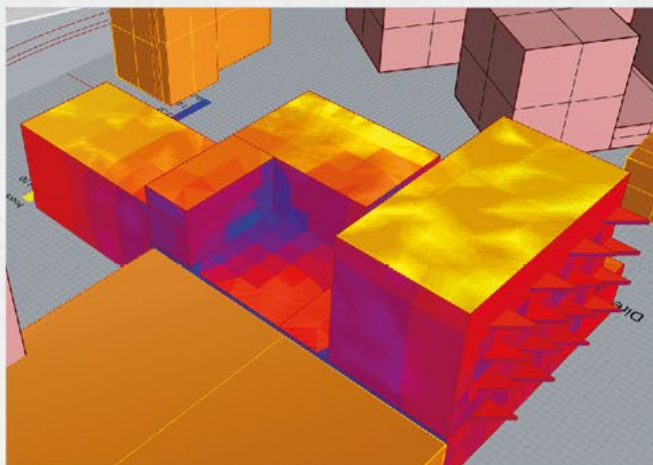
18:30



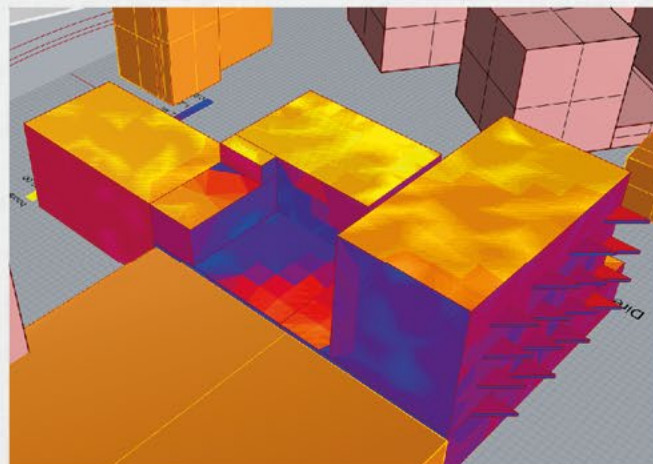
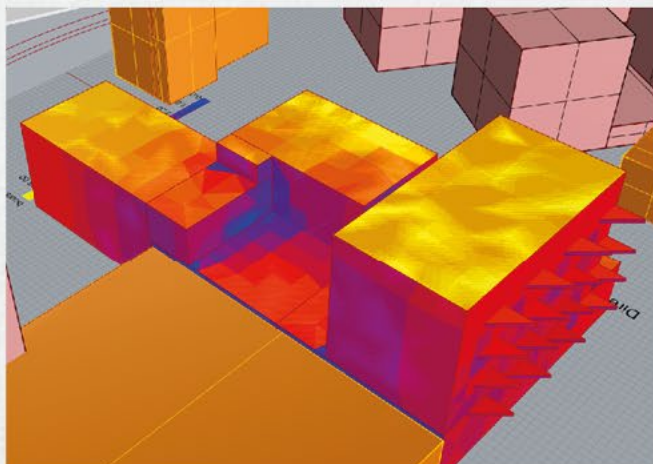
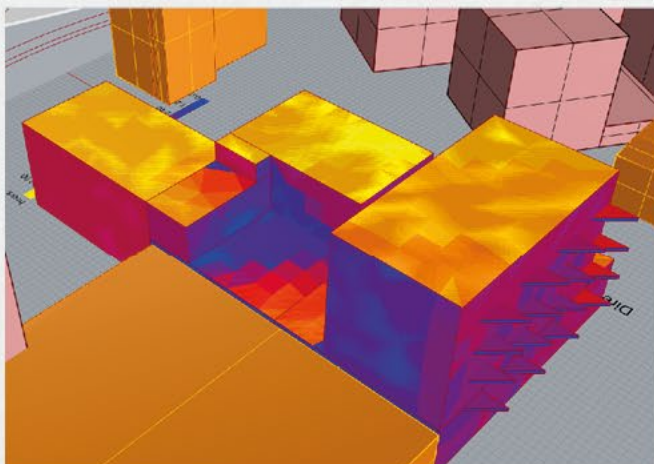
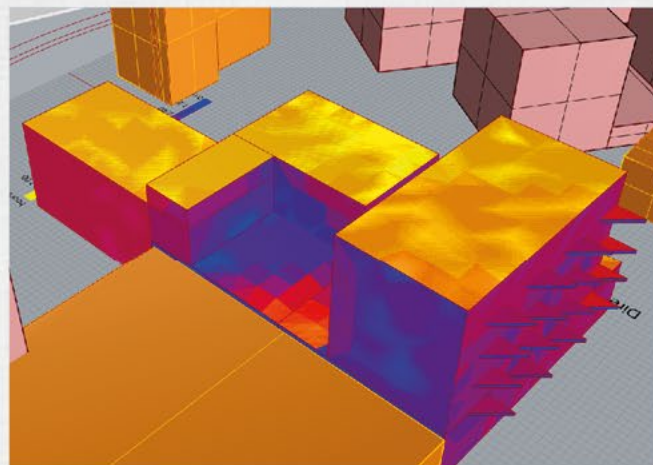
March 21st



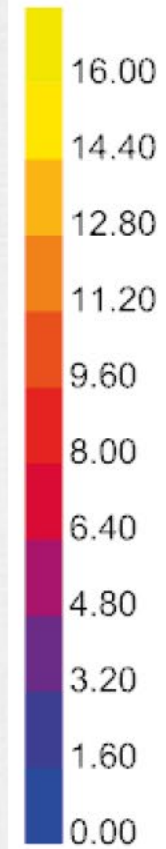
June 21st



Sept. 21st

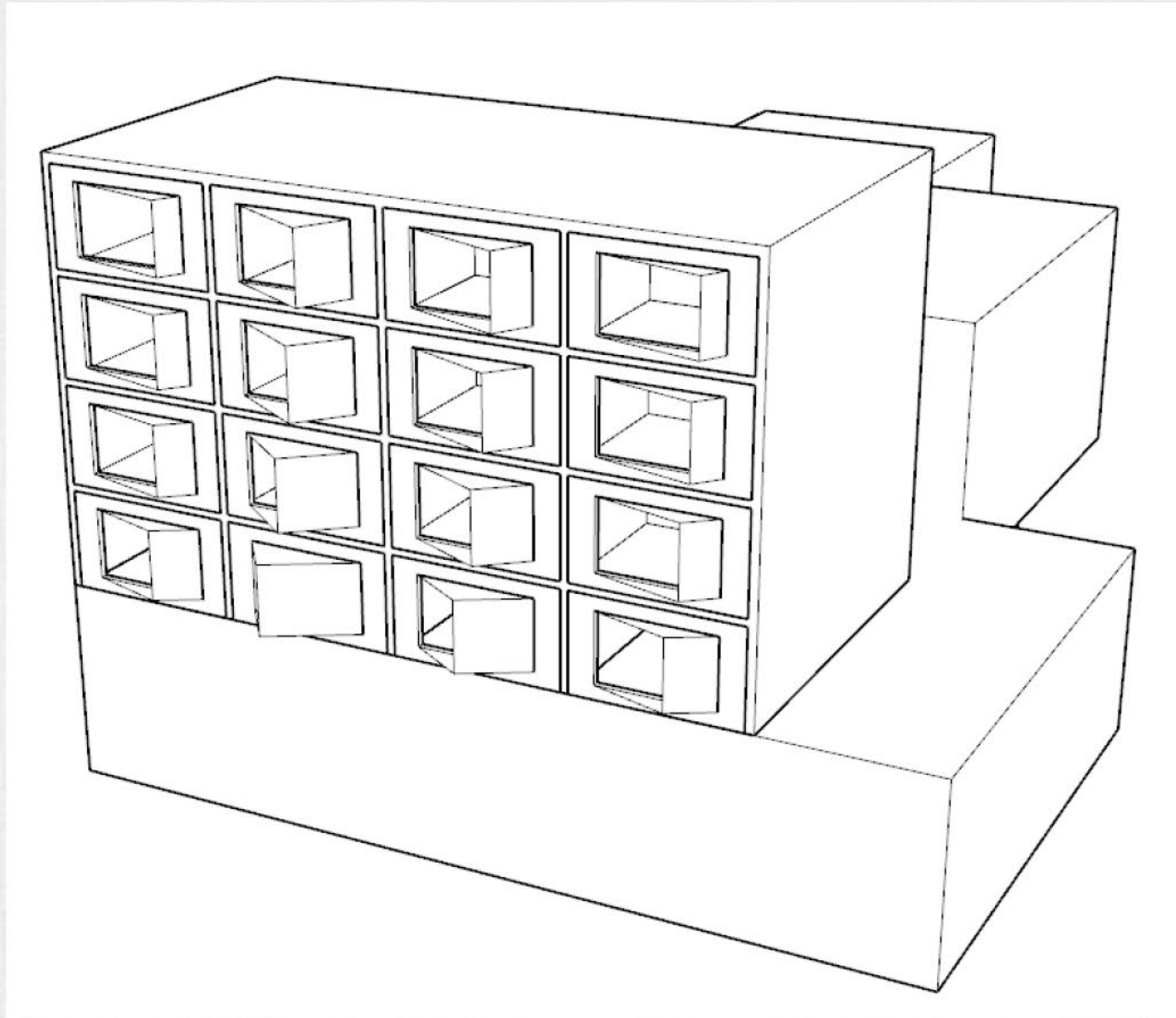


hours

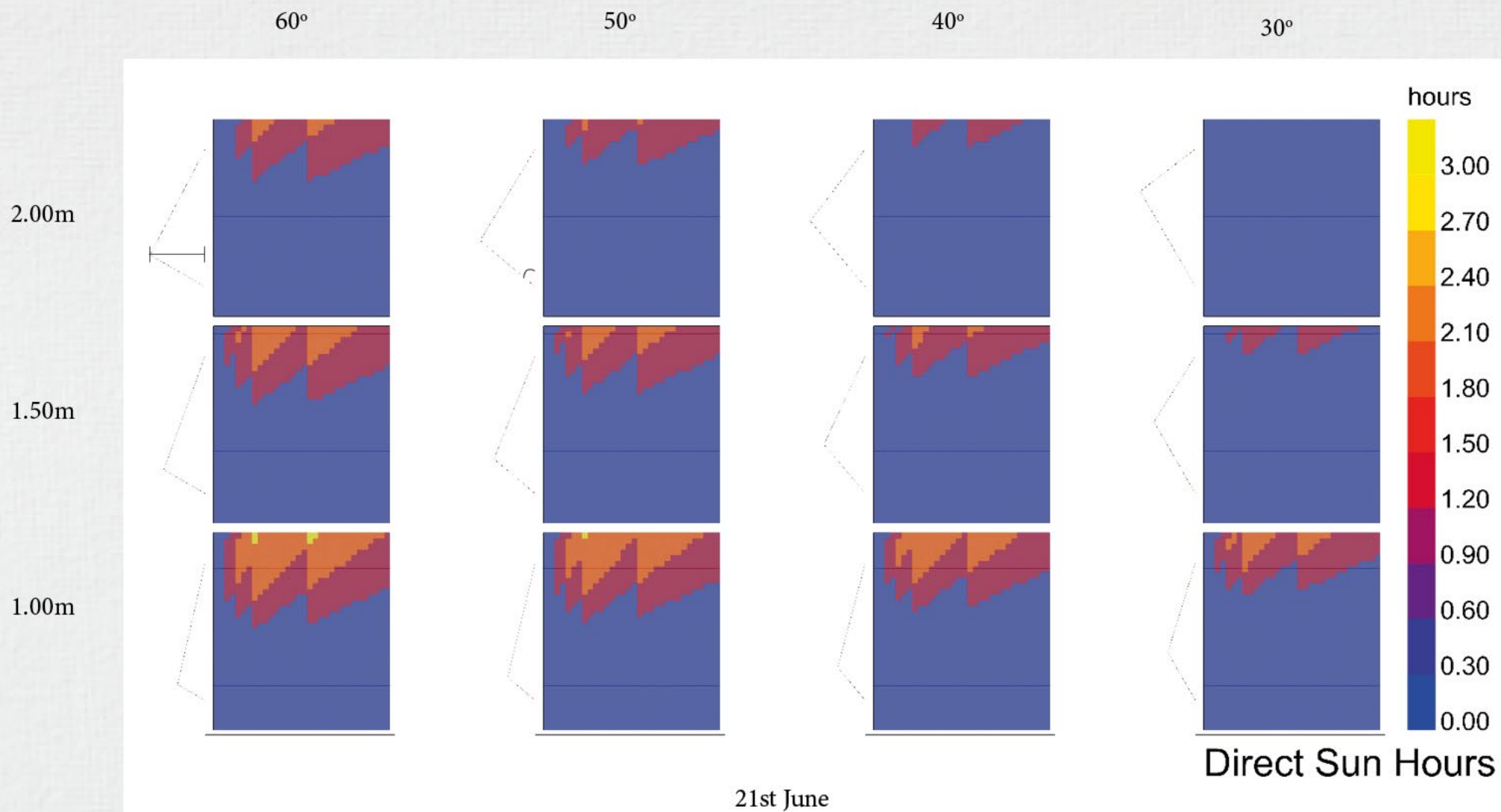


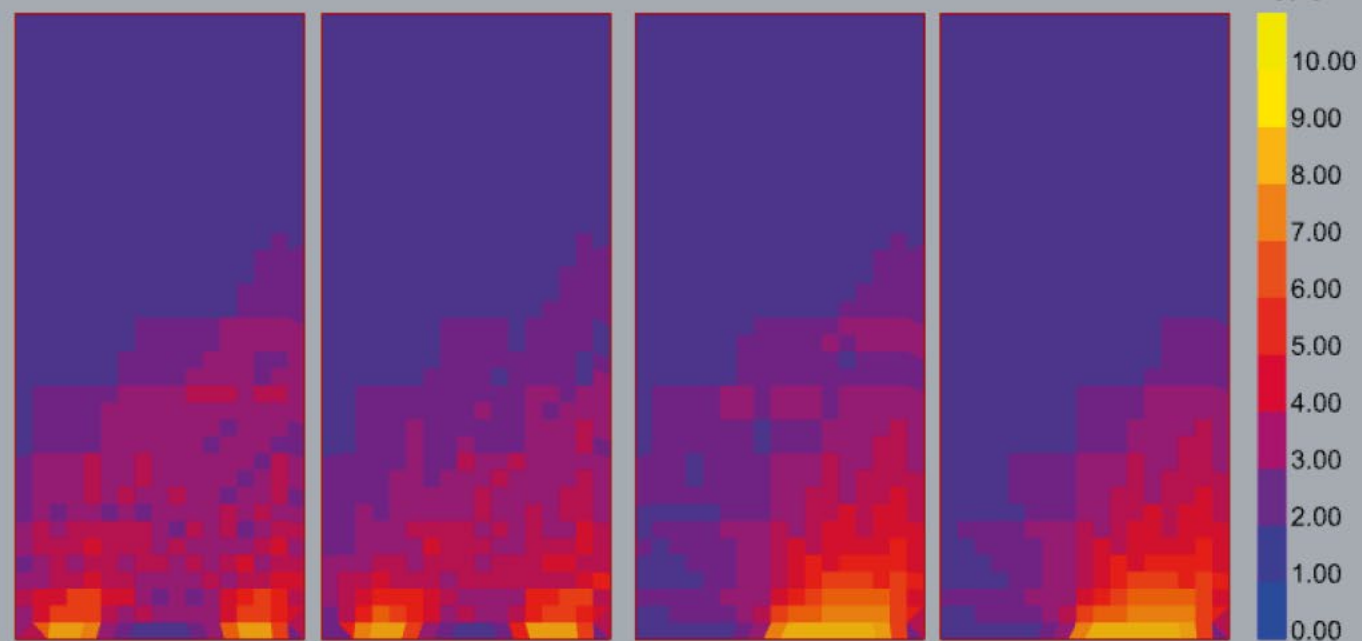
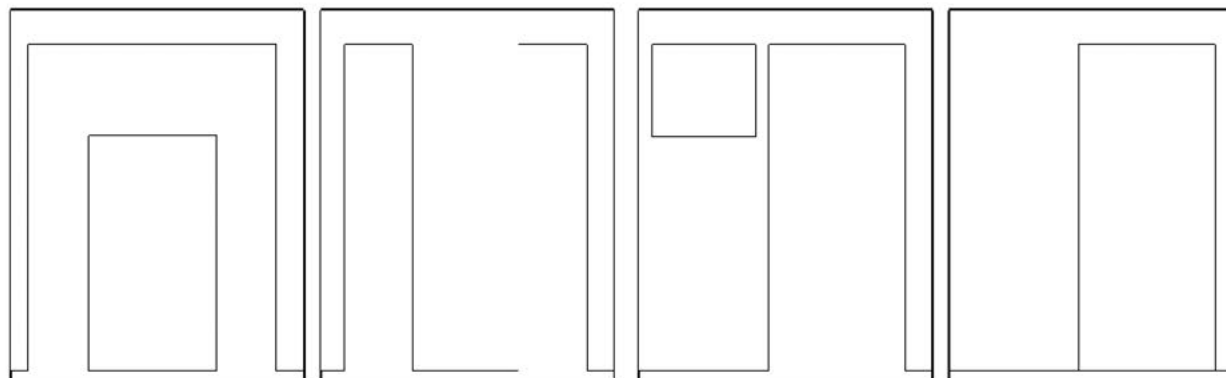
Direct Sun Hours

Direct sunlight study

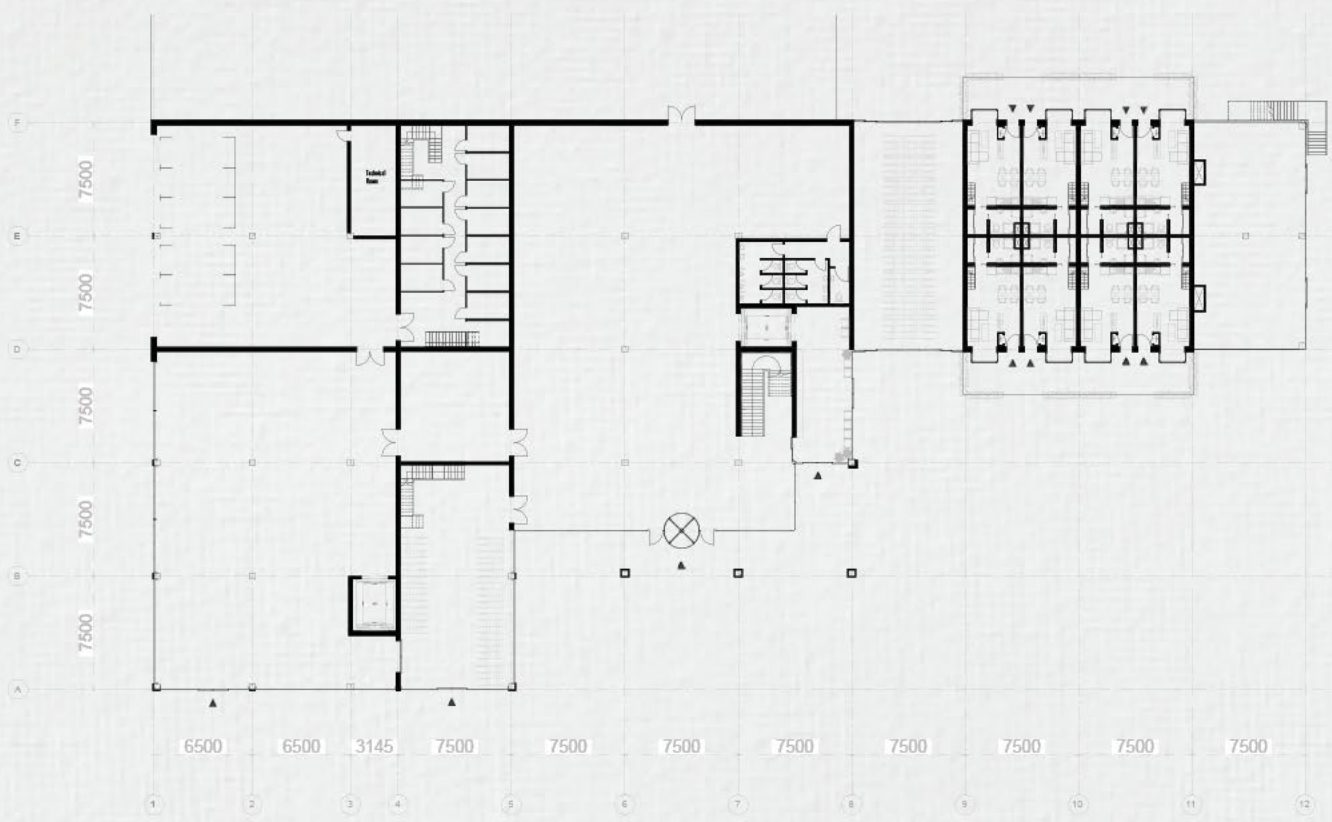


Northern baywindow formstudy



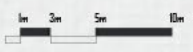


Direct Sun Hours

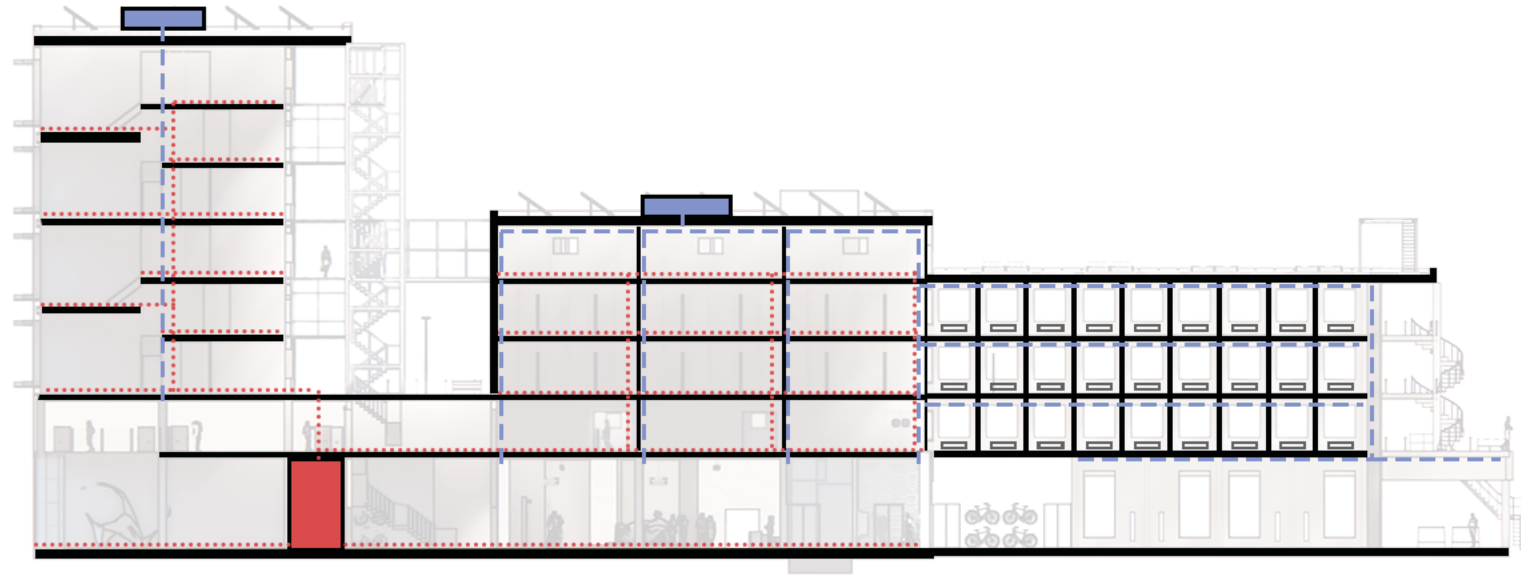


GROUND FLOOR +0m

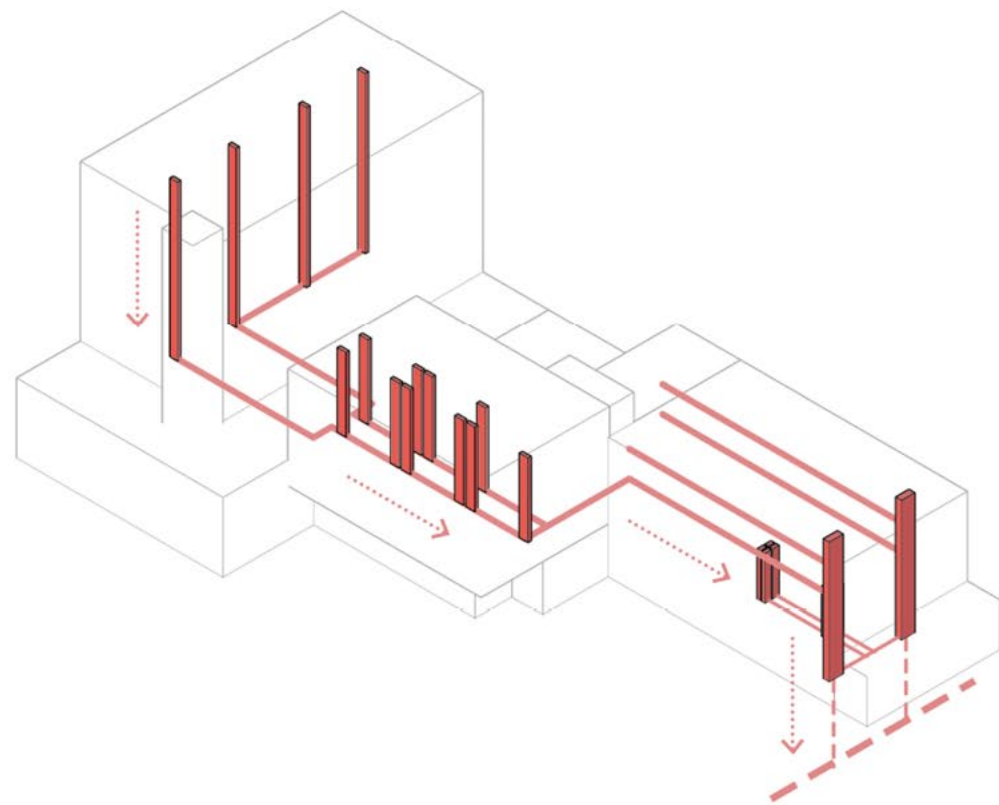
1:200



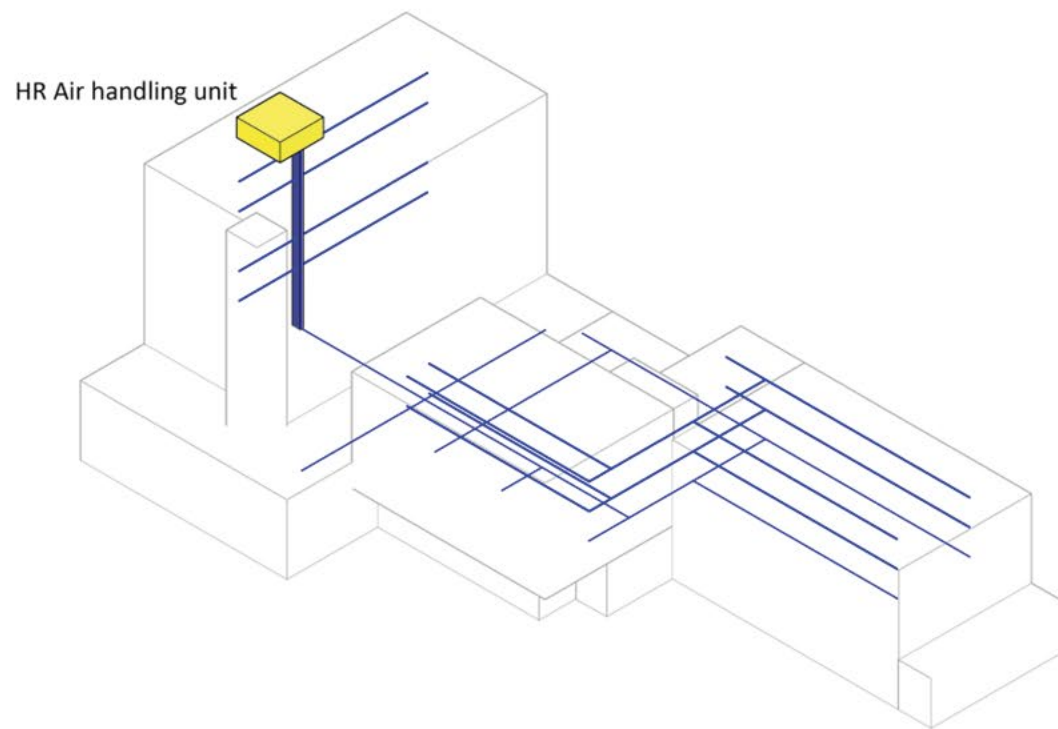
Groundfloor with public toilets



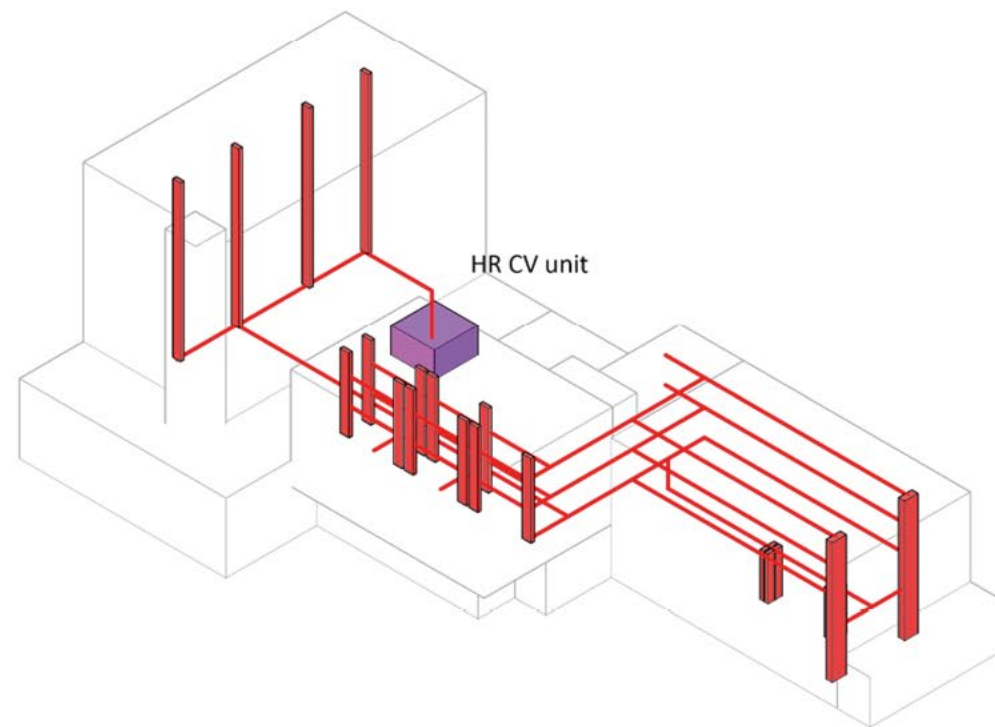
Heating systems



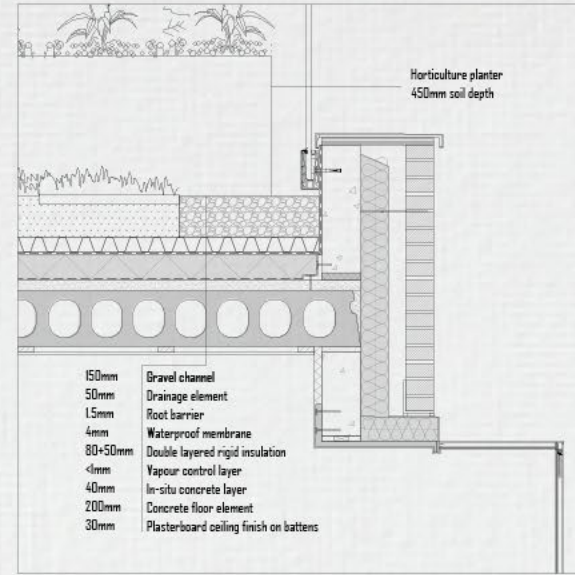
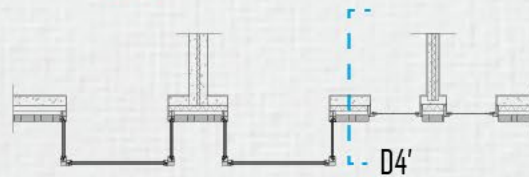
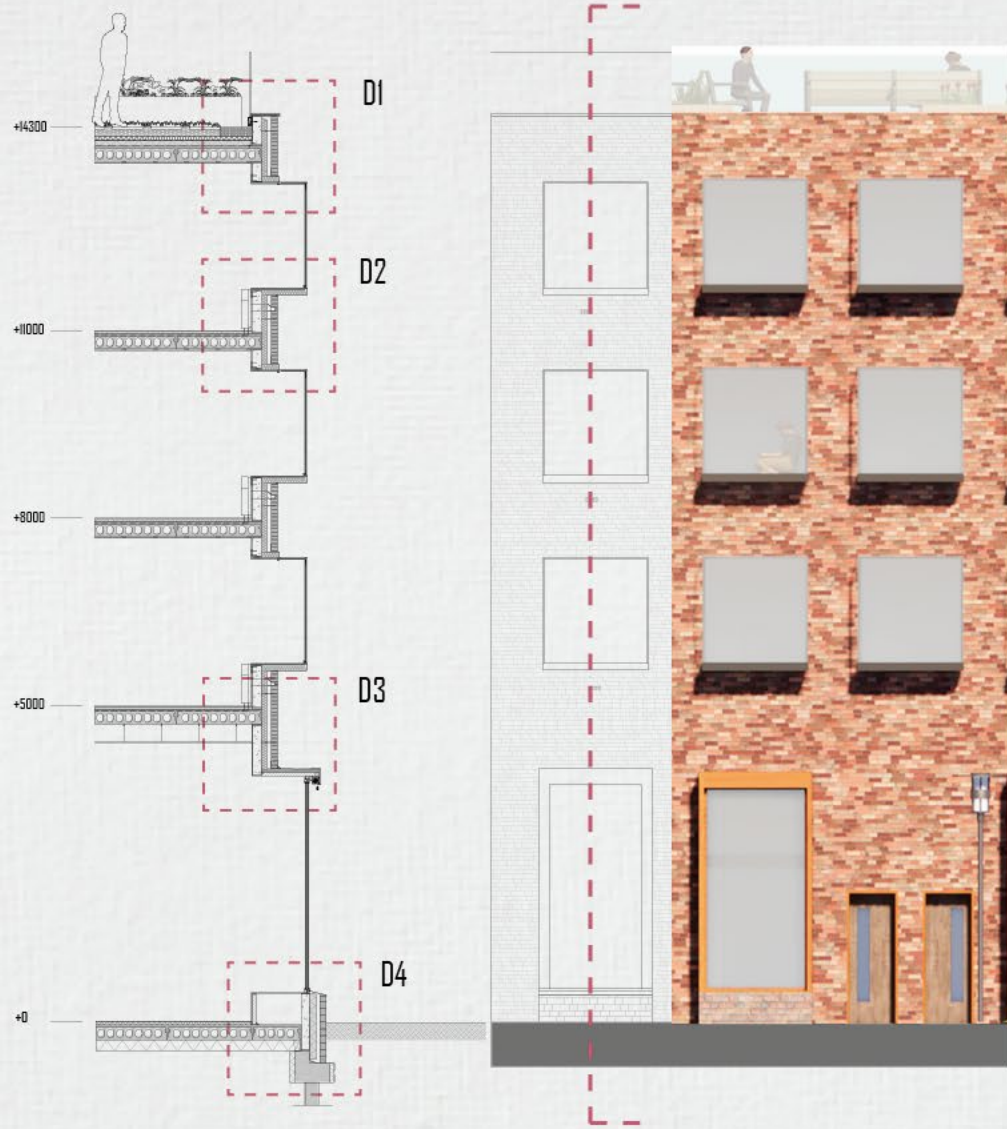
Plumbing pipelines



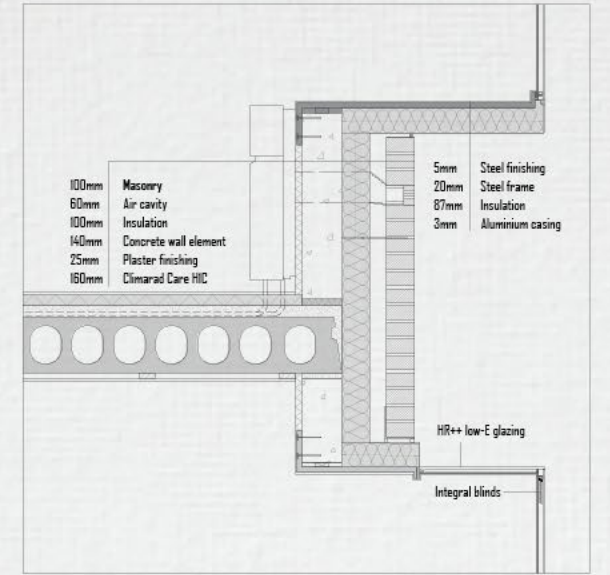
Ventilation pipelines



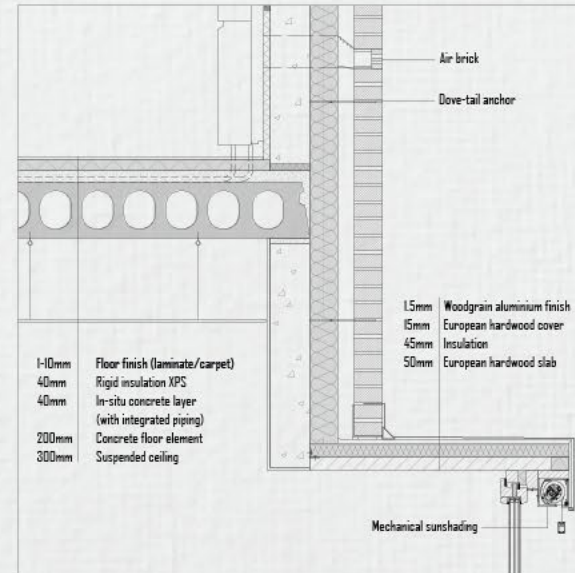
Water pipelines



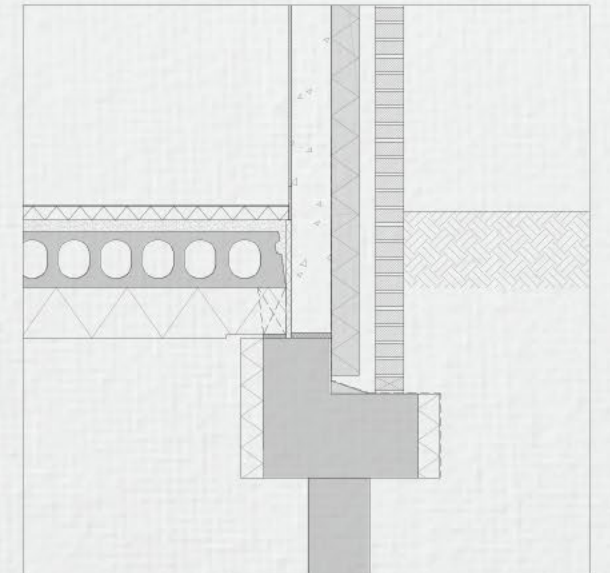
D1



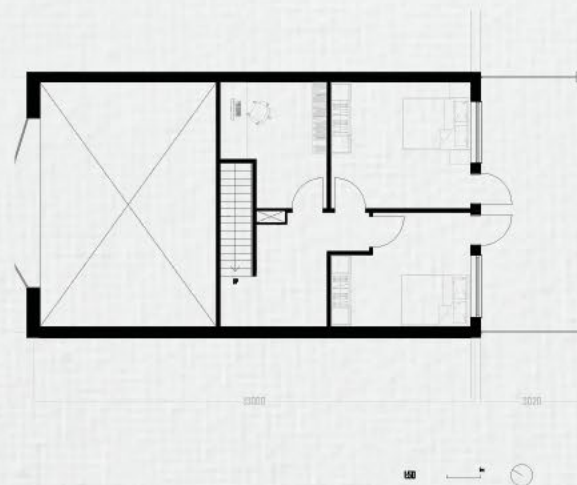
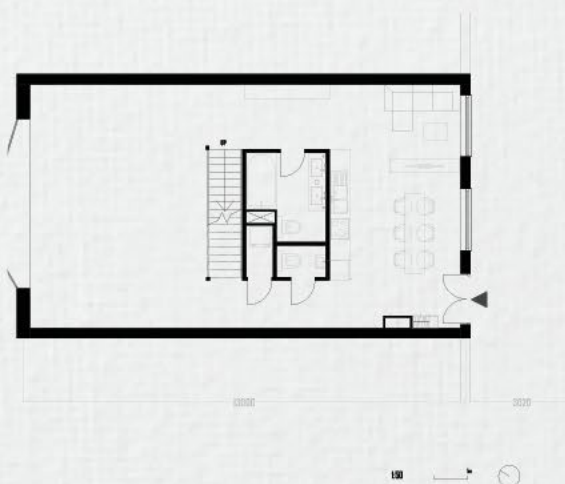
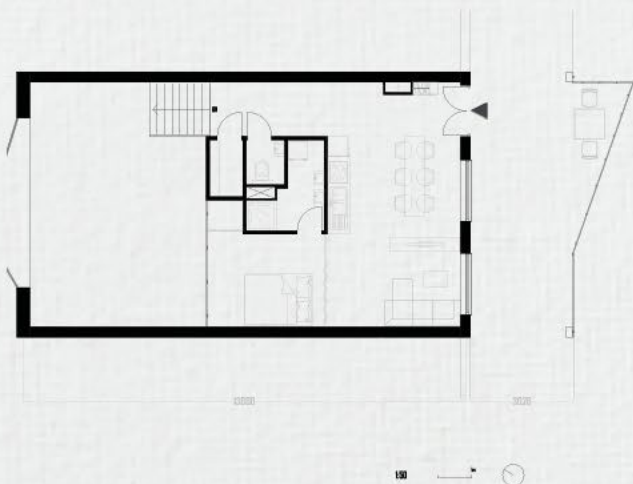
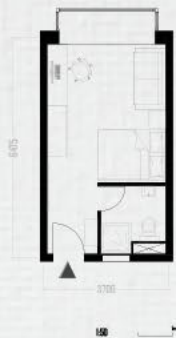
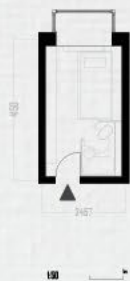
D2



D3



D4'

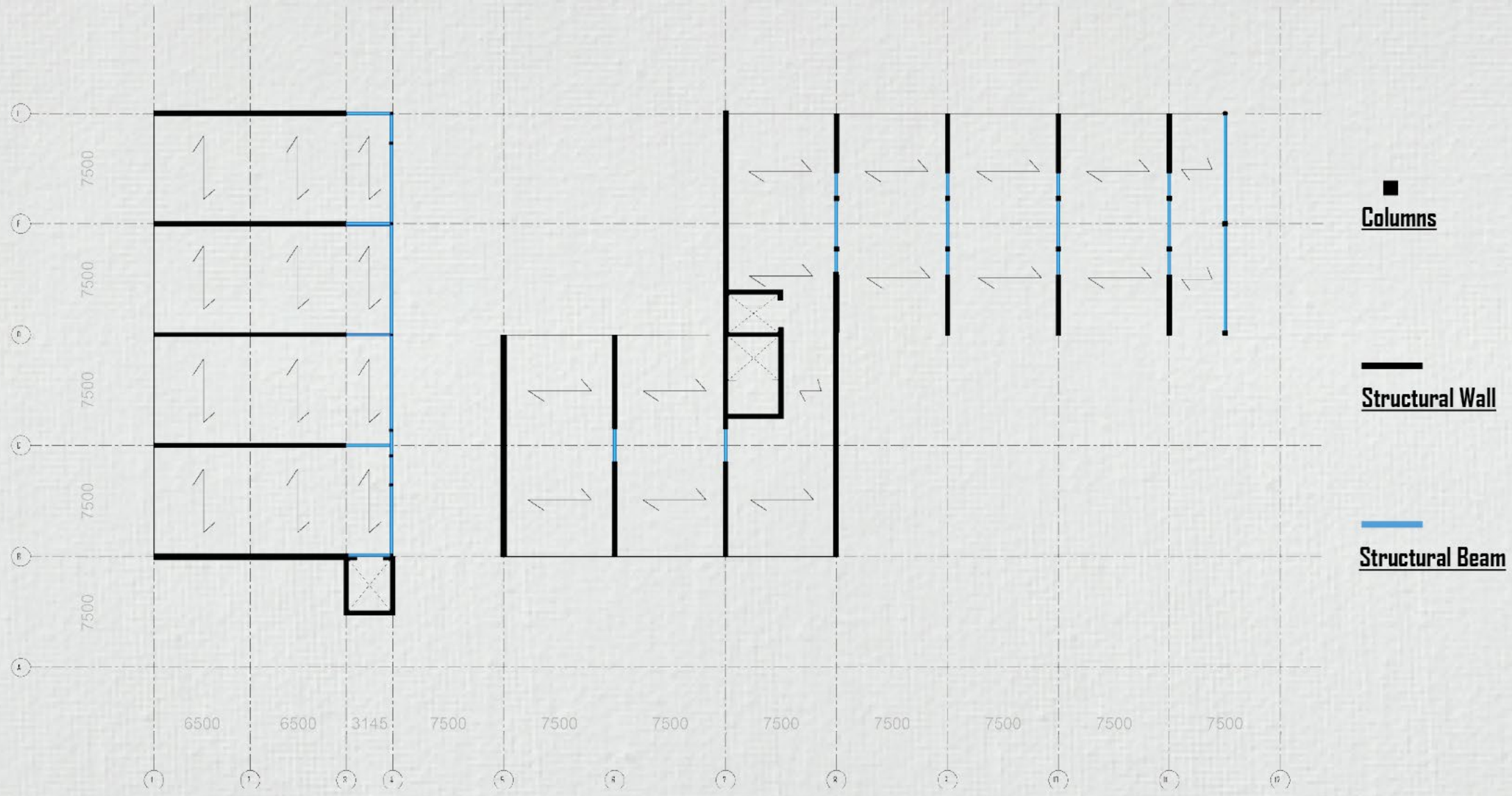






3443 m2	38.2%	Dwelling
1857 m2	20.6%	Workspace
1160 m2	12.9%	Circulation
1076 m2	12.0%	Outdoor
729 m2	8.1%	Public (exhibition & commercial)
456 m2	5.1%	Communal
281 m2	3.1%	Storage
<hr/>		
TOTAL		
9002 m2		

Floor area distribution



Structure 2nd Floor