

Title: The Urban Manufactory: From the Post-Industrial City to the Productive City

Amsterdam has become a city predominantly focused on consumers. Makers and user are drifting away from each other, which results in environmental pressure, mental disconnection from the production process and loss of the potentialities provided by the urban environment. Recent trends allow for restoring the relationship between the production process and the city. Digital fabrication, such as additive manufacturing techniques and other CAD innovations bring back the essence of craftsmanship, namely, on-demand, personalized production, tailored of consumer goods with a 'batch-size-of-one', available for all. The Urban Manufactory embeds production program (again) in the urban context and enables interaction between consumer and producer. The building consists of a tower volume in which production program is stacked. Products leave the building, after assembly, packaging and storage, through air and over land. The tower sits in a base volume that contains program that has a supportive function, such as a research centre, a knowledge centre and office space.