



FACEBOOK HALL

EVA HELDEWEG | P5.0 | 20/04/2018

BACK TO REALITY

AMS MID-CITY GRADUATION STUDIO



AMS MID-CITY



CENTRAL

AMSTEL

ZUID OOST

RESEARCH AREAS - THE STRIP

THE STRIP

CENTRAL

AMSTEL

ZUID OOST



AMS MID-CITY



AMSTERDAM CENTRAL







Zondag met Lubach (306)



byebyefacebook.nl

source: <https://www.vpro.nl/zondag-met-lubach/specials/facebook.html>

SOCIALE MEDIA

Bye bye Facebook? Exodus blijft vooralsnog uit

Komiek Arjen Lubach kreeg zo'n tienduizend Nederlanders van Facebook af. Een paar zorgverzekeraars stoppen met een advertentiedienst van het Amerikaanse bedrijf. Verder lijkt de schade voor het sociale medium vooralsnog mee te vallen.

MEEST GELEZEN

MEESTE REACTIES



JELTE WIERSMA
Macrons woorden hebben maar één doel: meer geld naar Parijs



BESTE KLINIEKEN
Particuliere klinieken: Tussen kritiek en lof



AOW-LEEFTIJD
45 jaar werken is genoeg, maar wie betaalt dat?

CONNECTED



(DIS)CONNECTED?



LONELINESS: HEALTH EPIDEMIC OF THE 21st CENTURY?

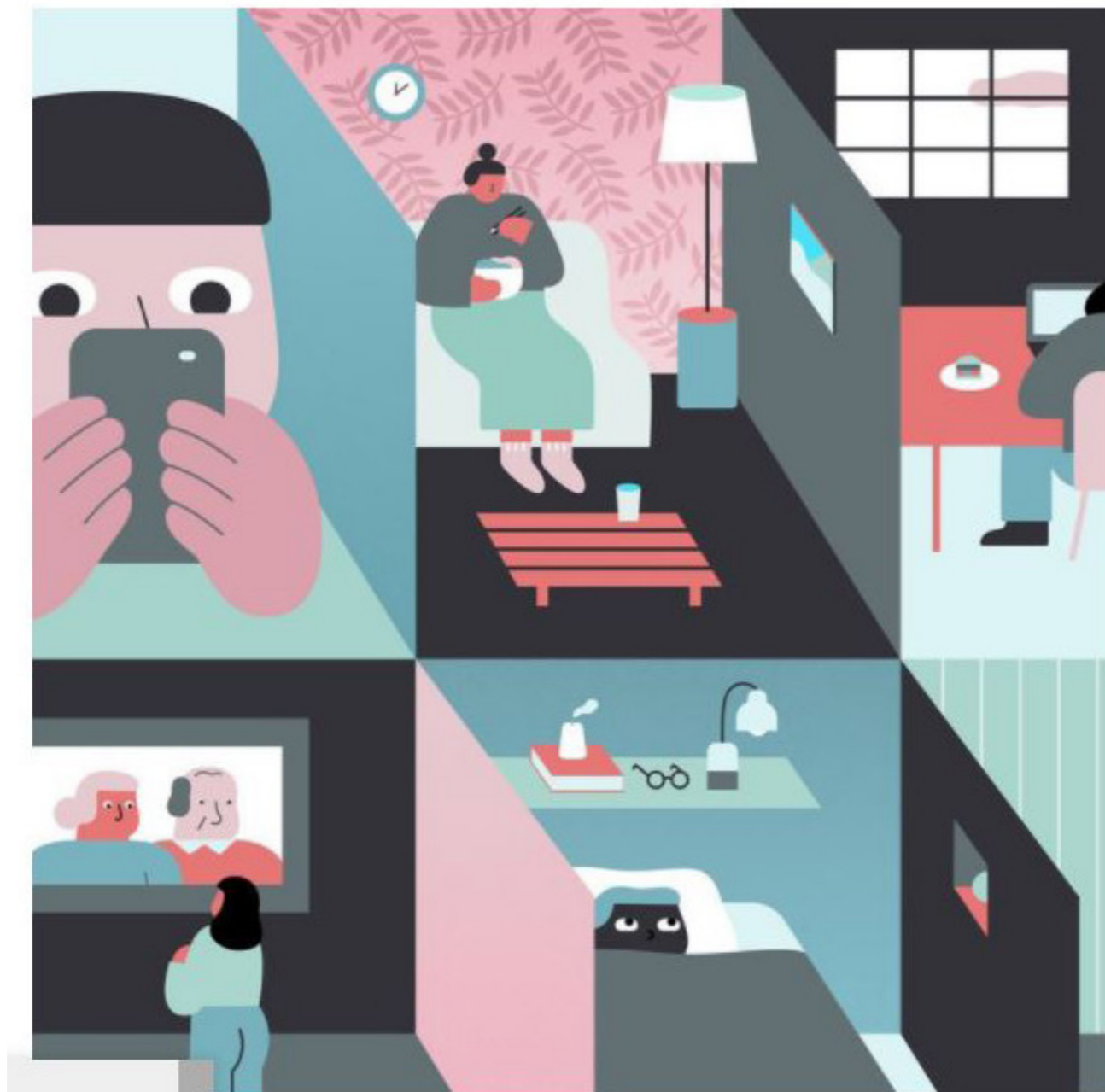
SundayReview

Is Loneliness a Health Epidemic?

[Leer en español](#)

Gray Matter

By ERIC KLINENBERG FEB. 9, 2018



Gray Matter

Science and society.

- [How Lies Spread Online](#) MAR 8
- [Why We Should Lower the Voting Age to 16](#) MAR 2
- [Force Overtime? Or Go for the Win?](#) FEB 2
- [Why Is Hollywood So Liberal?](#) JAN 27
- [Is Trump Warping Our Sense of Time?](#) JAN 20

[See More »](#)

RECENT COMMENTS

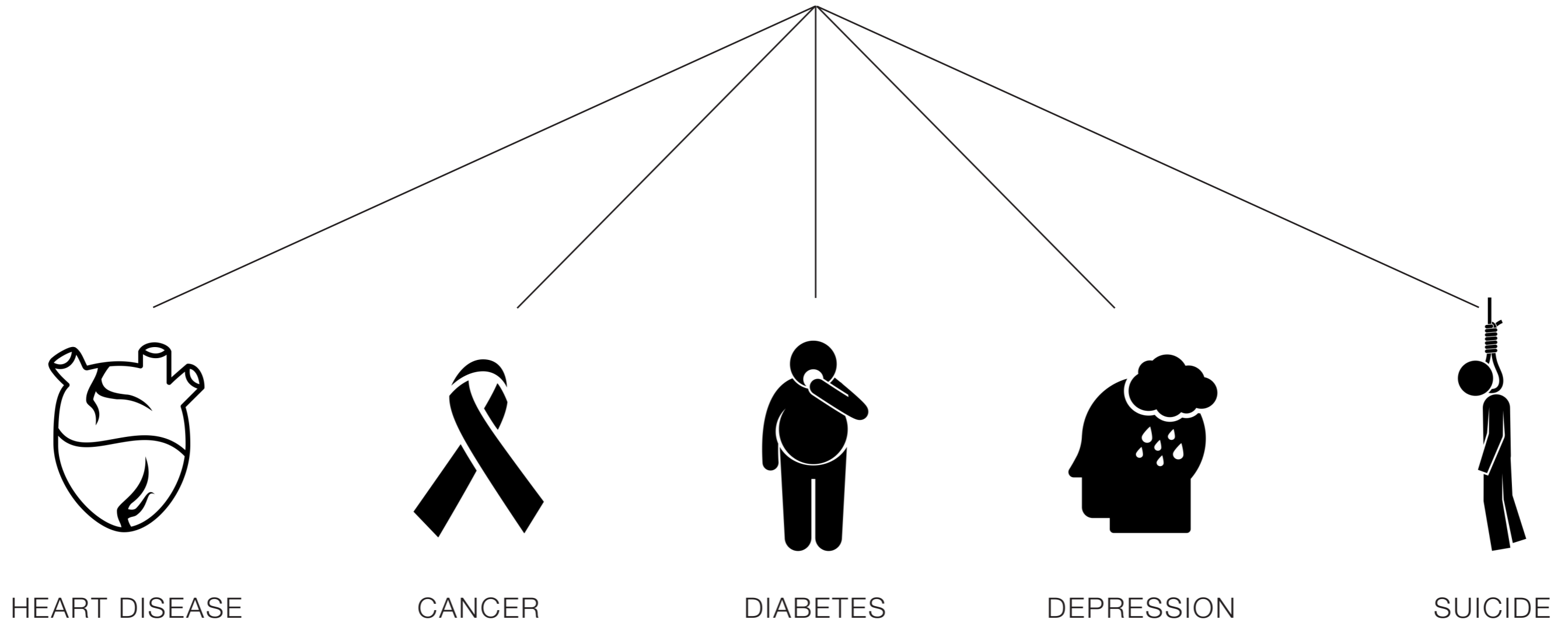
Pecan February 11, 2018
I think it was in the book, Prince of Players, that Junius Brutus Booth tells his son Edwin what he thinks of the fans who stop him on the...

San Francisco Voter February 11, 2018
This article misconstrues a deeply important issue: meaningful interactions with other people in activities we either enjoy, or at least...

RRBurgh February 11, 2018
Incredible. Neither autism nor Asperger syndrome are mentioned once

[SEE ALL COMMENTS](#)

LONELINESS



‘THERE IS A **DECLINE IN PUBLIC LIFE** IN THE CITY DUE TO THE RISE OF INTERNET. WE ARE IN NEED OF MORE OPEN SOCIETIES WHERE **SOCIAL AND CULTURAL EXCHANGE** CAN TAKE PLACE’

‘WHY LEAVE THE CITY ON HOLIDAYS?’
GITTE MARLING - FUN CITY

AMSTERDAM 2050



PROBLEM STATEMENT

IN 2050 WE WILL FOCUS ON SPENDING OUR
TIME VALUABLE THROUGH **EXPERIENCE**
AND SOCIAL INTERACTION

PROBLEM STATEMENT

IN 2050 WE WILL FOCUS ON SPENDING OUR
TIME VALUABLE THROUGH **EXPERIENCE**
AND SOCIAL INTERACTION

THERE WILL BE A HIGH DEMAND FOR
PLACES IN THE CITY OF AMSTERDAM
THAT CAN **PROVIDE** VALUABLE LEISURE
ACTIVITIES



FACEBOOK: 2 BILLION USERS WORLDWIDE



A large crowd of people is gathered at what appears to be a public event or festival. In the foreground, several individuals are wearing VR headsets and using laptops, suggesting a focus on digital or virtual reality experiences. The scene is overlaid with a dark blue, semi-transparent filter. The text "CONTRIBUTE TO PHYSICAL INTERACTION WITHIN THE CITY" is prominently displayed in white, bold, uppercase letters across the center of the image.

**CONTRIBUTE TO PHYSICAL INTERACTION
WITHIN THE CITY**

A large crowd of people is gathered, many wearing VR headsets. In the foreground on the left, Mark Zuckerberg is walking and smiling. The scene is dimly lit, suggesting an indoor event space.

**CONTRIBUTE TO PHYSICAL INTERACTION
WITHIN THE CITY**

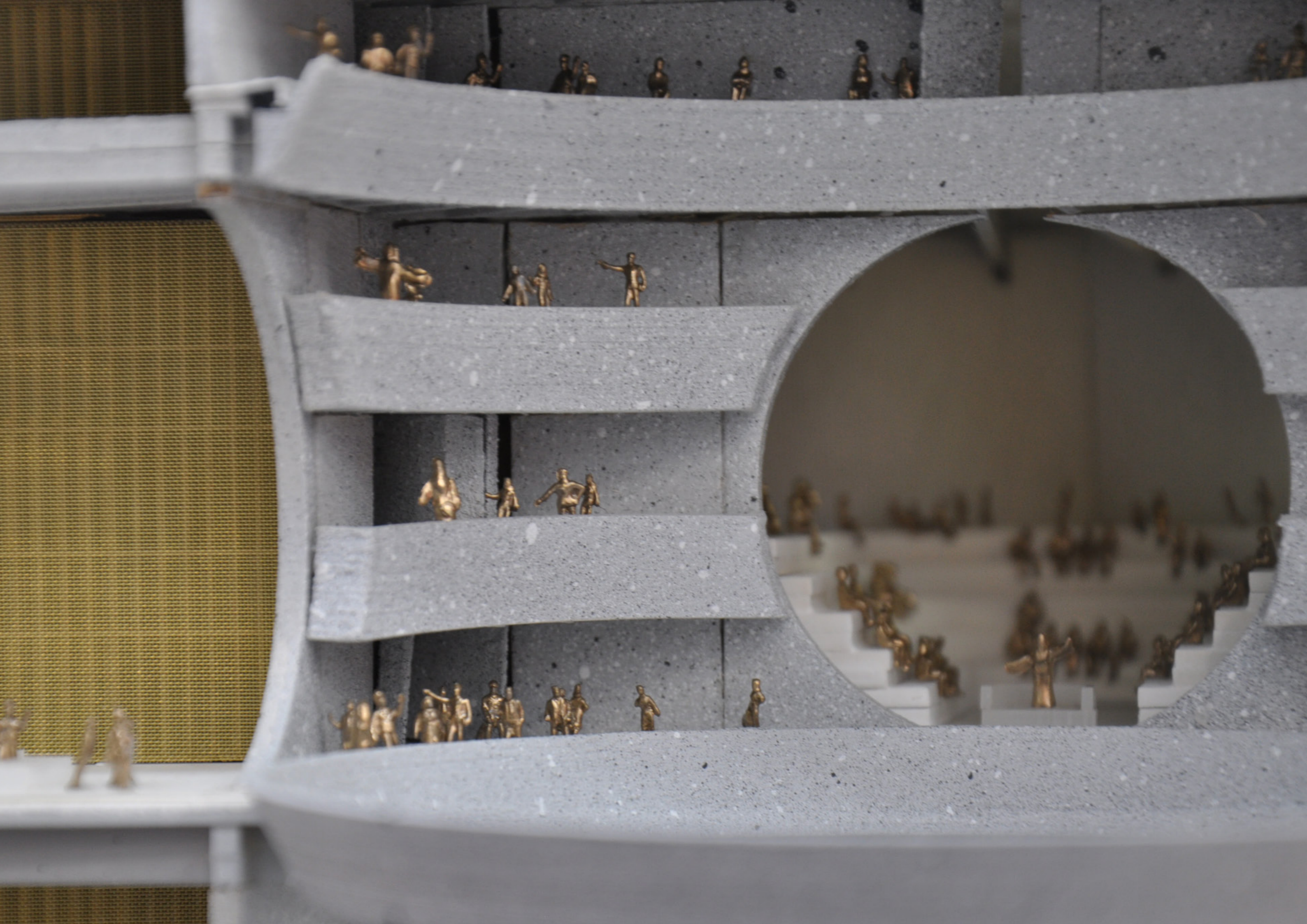
MAINTAIN STRONG GLOBAL POSITION



**CONTRIBUTE TO PHYSICAL INTERACTION
WITHIN THE CITY**

MAINTAIN STRONG GLOBAL POSITION

**CREATE COMMUNITIES OF THE 21ST
CENTURY**



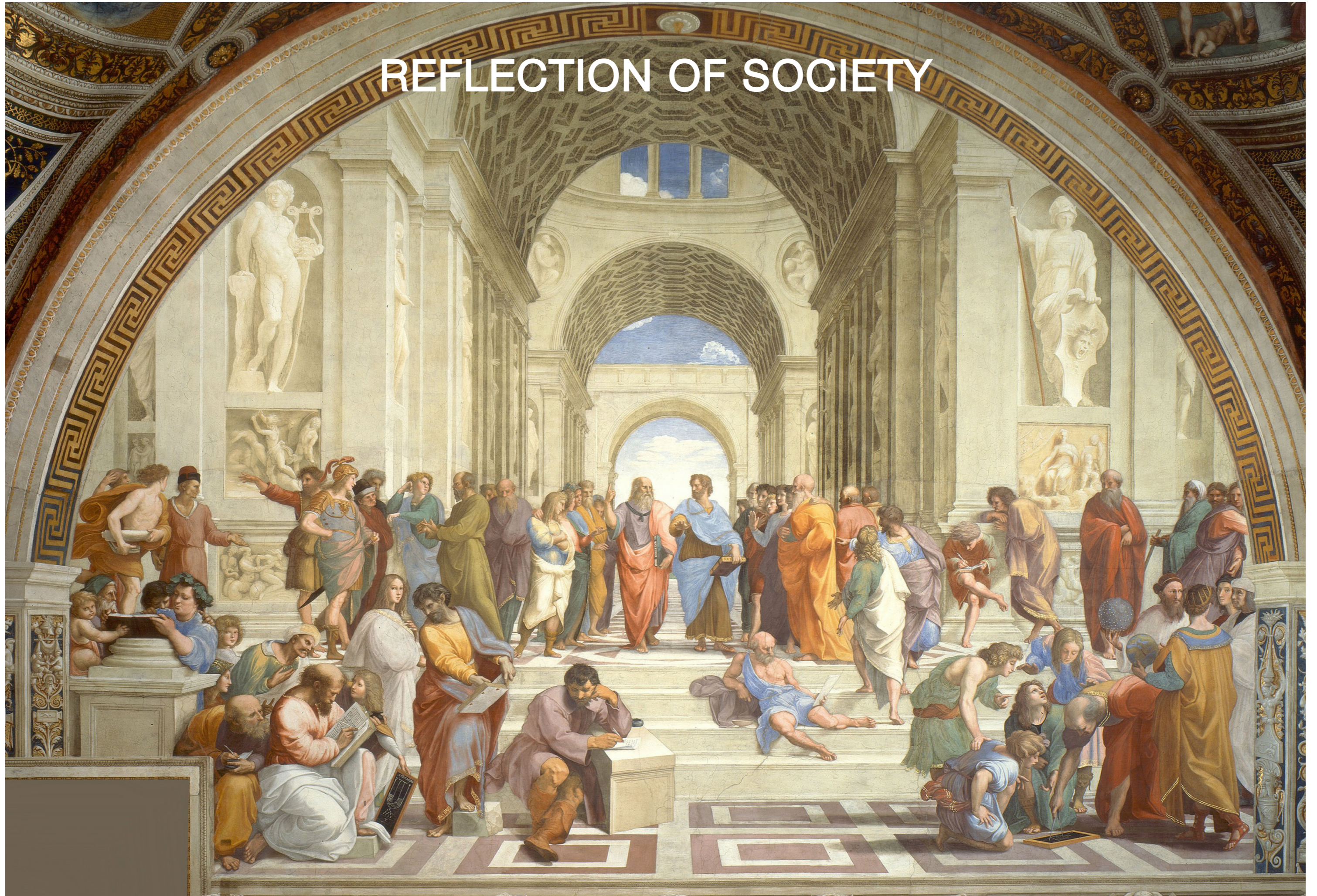
RESEARCH QUESTION

HOW CAN **SOCIAL MEDIA** CONTRIBUTE TO PROVIDING A **PHYSICAL SPACE** FOR PEOPLE TO **CONNECT** AND **SPEND THEIR FREE TIME** IN THE FUTURE?

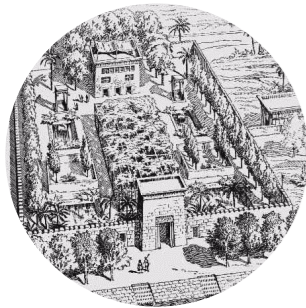
CULTURAL MONUMENT

PLACES FOR LEISURE AND ENTERTAINMENT

REFLECTION OF SOCIETY



source: 'Form follows Fun', B. Peter (2007)



RELIGION & ARISTOCRACY
pleasure garden



PHILOSOPHY
amphi theatre



HEDONISM
colosseum



RELIGION
cathedral



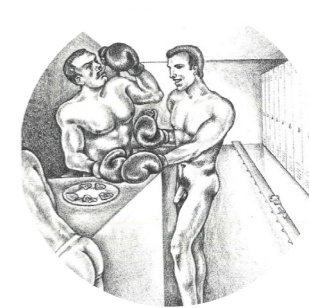
HUMANISM
court & palace



RELIGION
protestant church



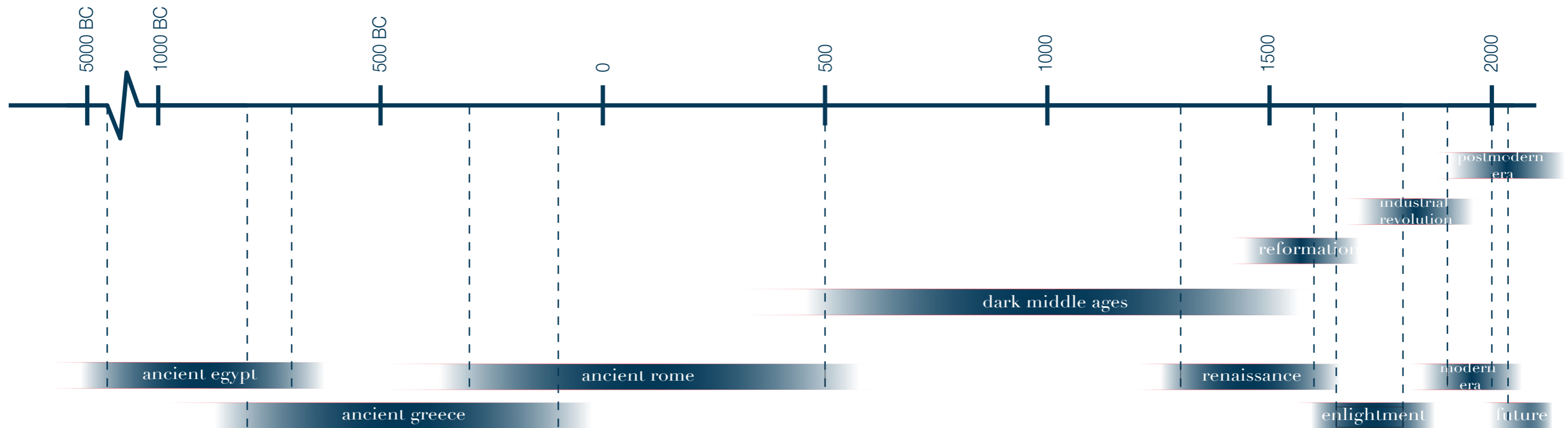
BOURGEOIS
opera house



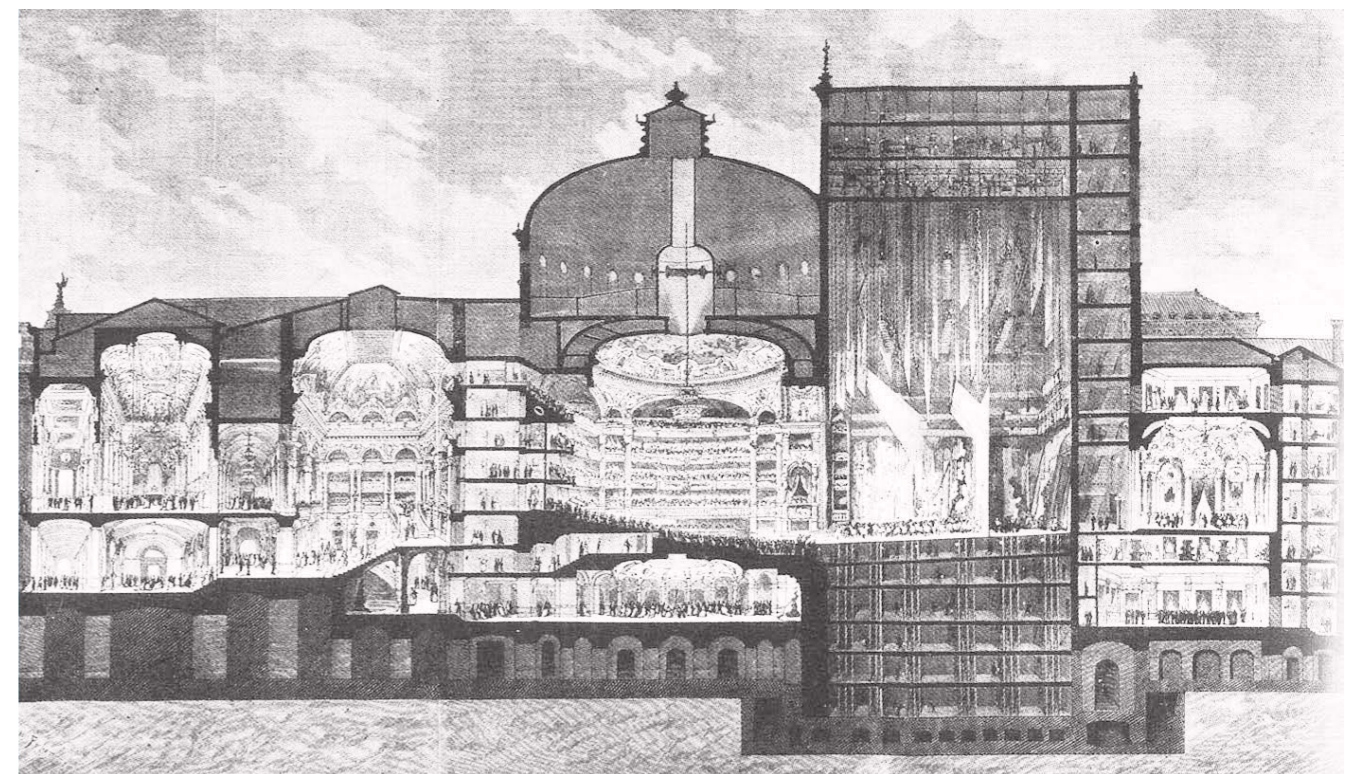
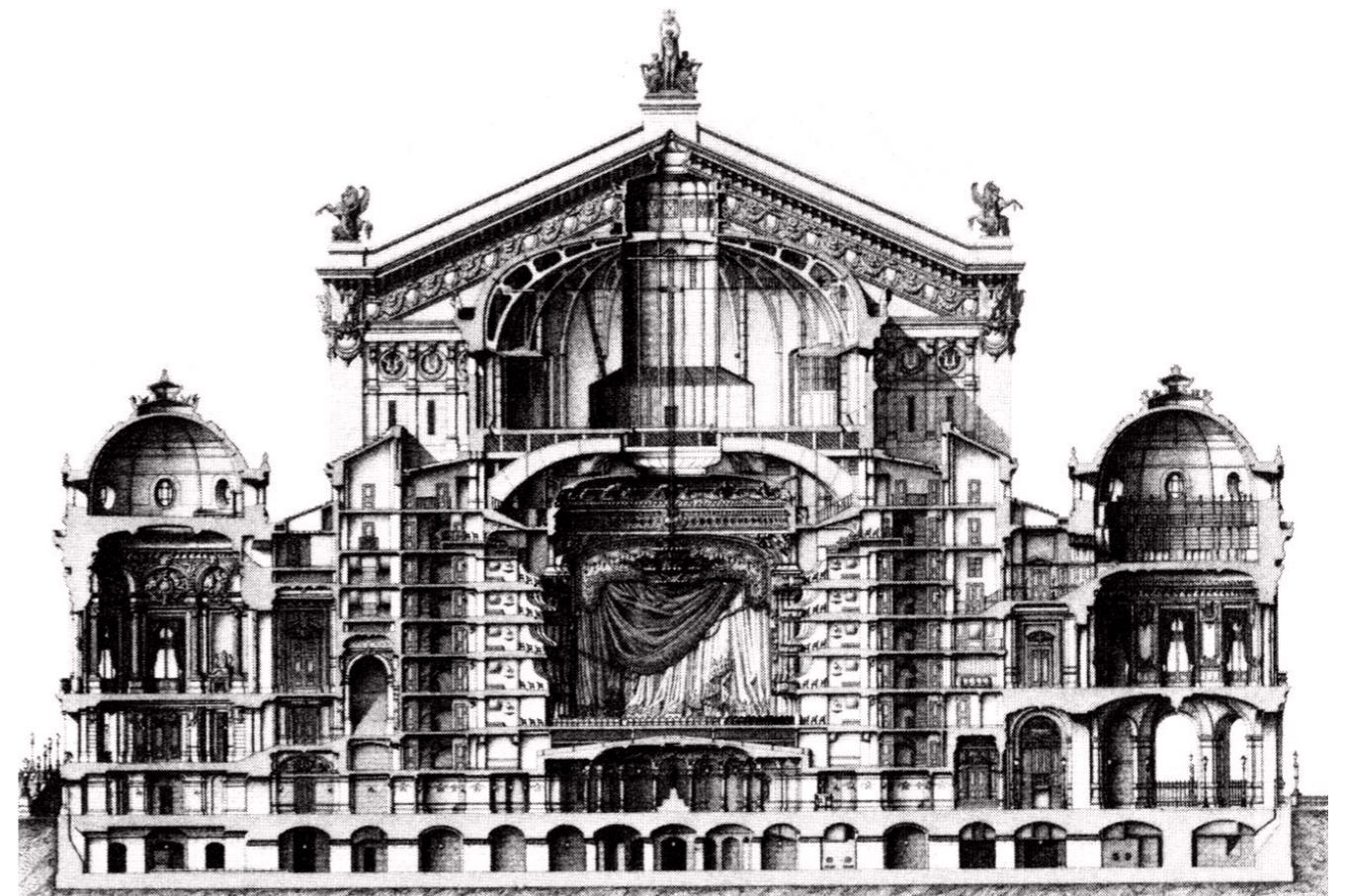
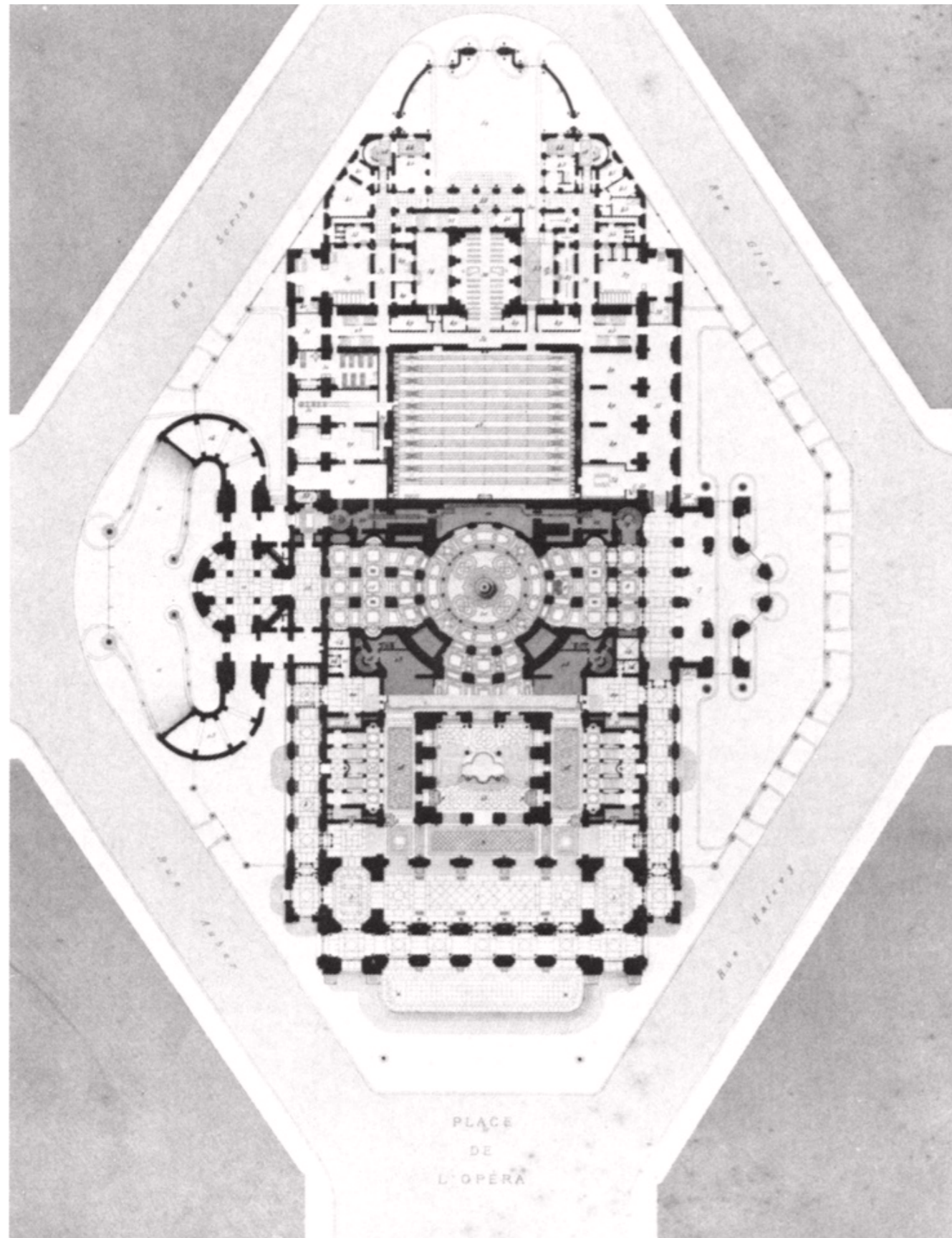
CAPITALISM
athletics club



LIBERALISM
shopping mall



L'OPERA GARNIER



SEE AND BE SEEN



LOCATION

M-SCALE AMSTERDAM CENTRAL



REDISCOVERY IJ WATERFRONT



PLAN AMSTERDAM 2040, MUNICIPALITY OF AMSTERDAM

PRESERVING UNESCO HISTORIC CENTRE

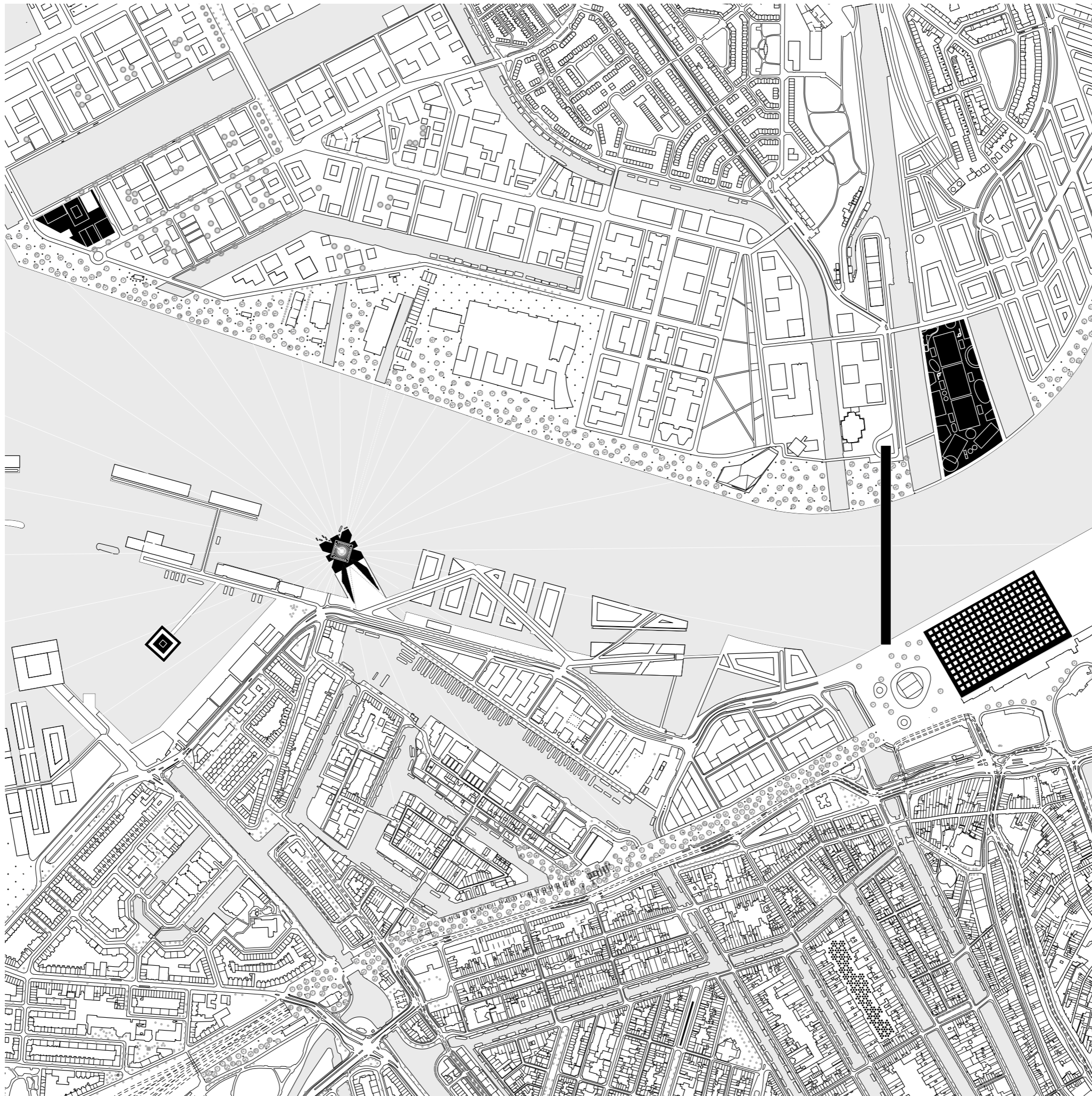


PLAN AMSTERDAM 2040, MUNICIPALITY OF AMSTERDAM

GROUP STRATEGY



A CITY OF BARRIERS



BOARDWALK NORTHERN
RIVERBANK - SKYLINE

NARROWING THE RIVER IJ

CONNECTING NORTH - SOUTH

BOARDWALK SOUTHERN
RIVERBANK - ISLANDS

REMOVING THE RAILWAY





AMBITION

TAKING PEOPLE OUT OF THE VIRTUAL
WORLD TO **EXPERIENCE THE PHYSICAL**
WORLD WHERE THEY **CONNECT** WITH ONE
ANOTHER

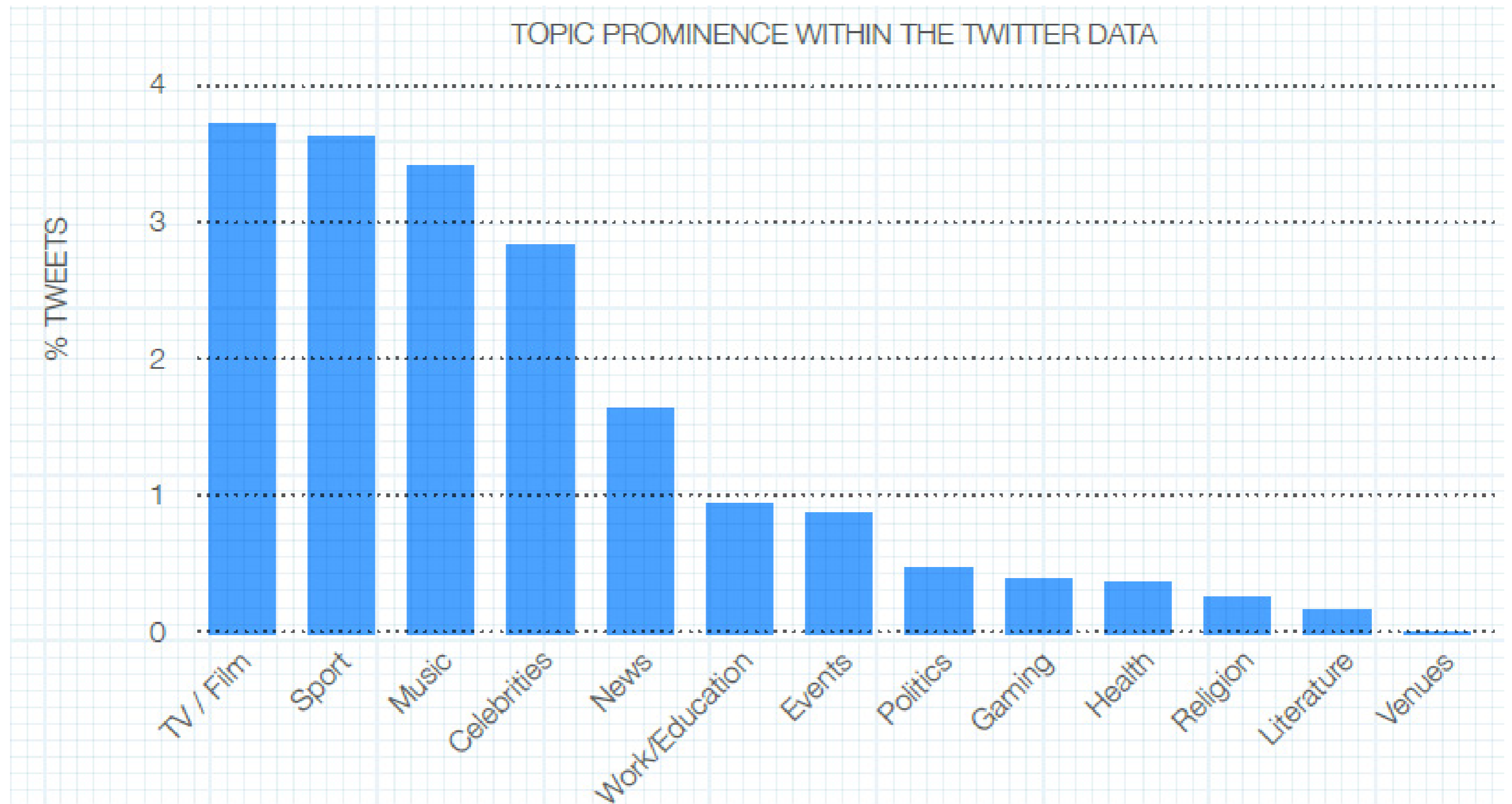


AMBITION

TAKING PEOPLE OUT OF THE VIRTUAL
WORLD TO **EXPERIENCE THE PHYSICAL**
WORLD WHERE THEY **CONNECT** WITH
ONESELF AND OTHERS

CONTRIBUTING TO THE DEVELOPMENT
OF **HIGH QUALITY RECREATIONAL**
DESTINATIONS IN THE CITY CENTRE OF
AMSTERDAM

ONLINE ACTIVITIES > OFFLINE



STRATEGY

DESIGN OF THE FACEBOOK HALL
**A SYMBOL AND TEST GROUND FOR
FUTURE SOCIAL MEDIA VENUES**

TYPOLOGY STUDY

TYOLOGY STUDY



OSLO OPERA HOUSE, 2008

LOCATION: OSLO, NORWAY

ARCHITECT: SNOHETTA

TYPOLOGY: OPERA HOUSE

CAPACITY MAIN HALL: 1.364 PEOPLE

SIZE: 38.500 M2



CASINO LA SEYNE-SUR-MER, 2016

LOCATION: LA SEYNE-SUR-MER, FRANCE

ARCHITECT: DATA ARCHITECTS

TYPOLOGY: LEISURE COMPLEX
(CASINO, RESTAURANTS, PERFORMANCE VENUE & EXPO SPACE)

CAPACITY VENUE: 700 PEOPLE

SIZE: 5.100 M2



VELODROM, 1997

LOCATION: BERLIN, GERMANY

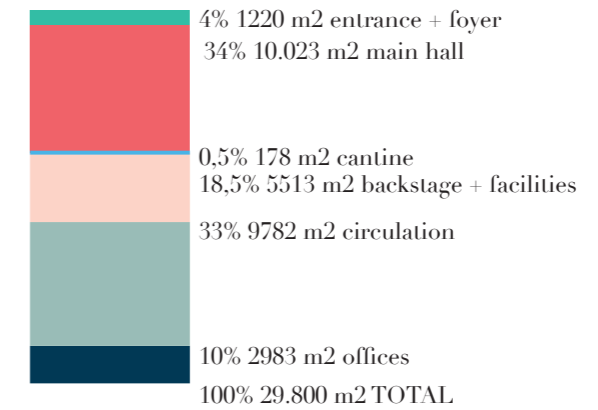
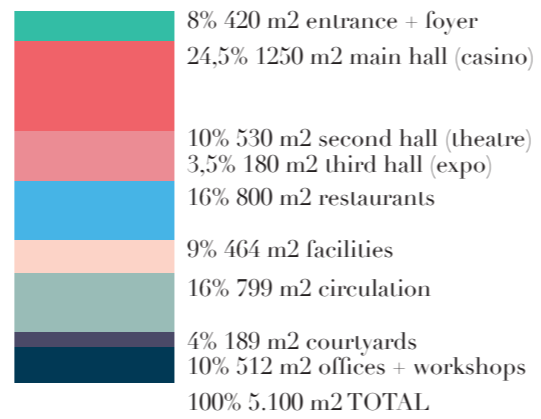
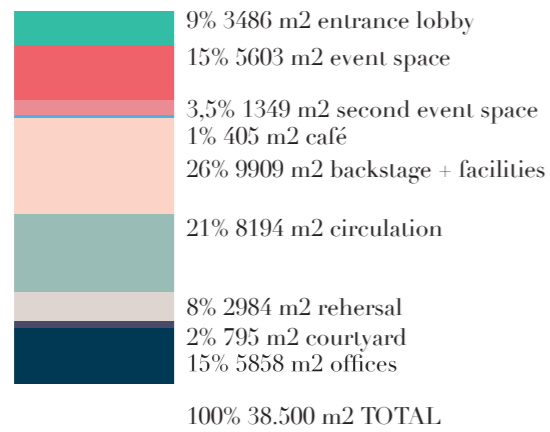
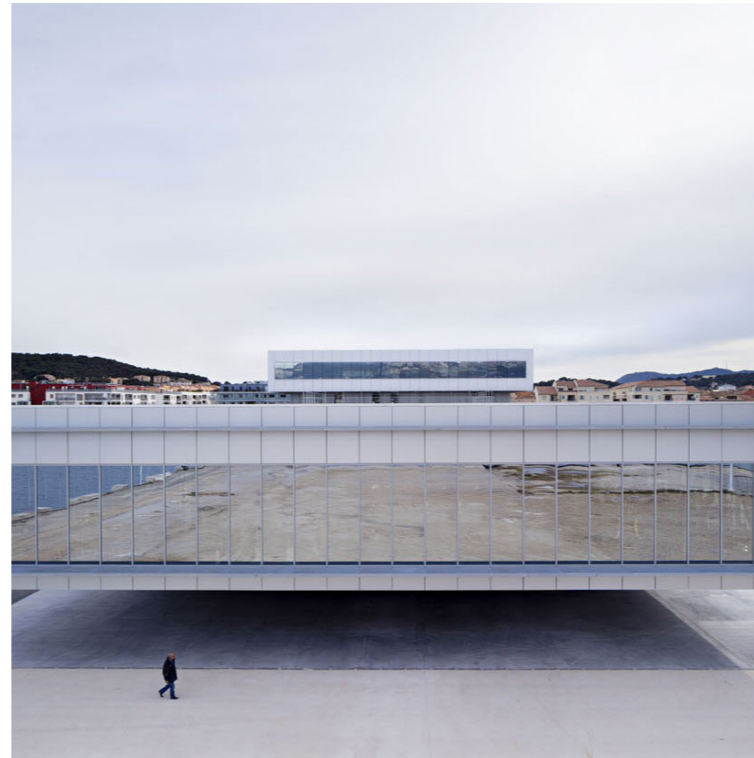
ARCHITECT: DOMINIQUE PERRAULT

TYPOLOGY: INDOOR CYCLING AREA +
CONCERT VENUE

CAPACITY: 12.000 PEOPLE

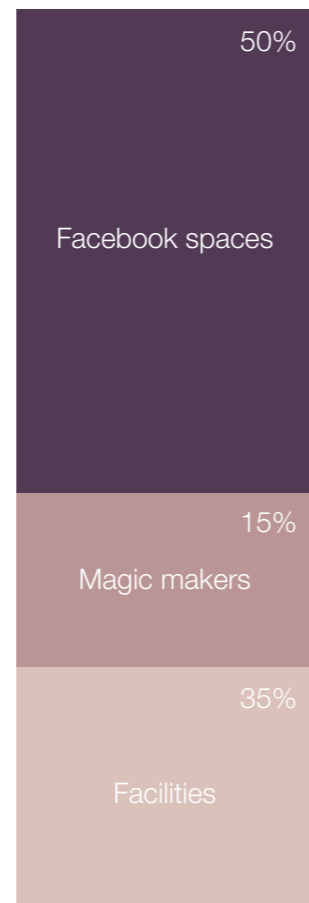
SIZE: 29.800 M2

TYPOLGY STUDY

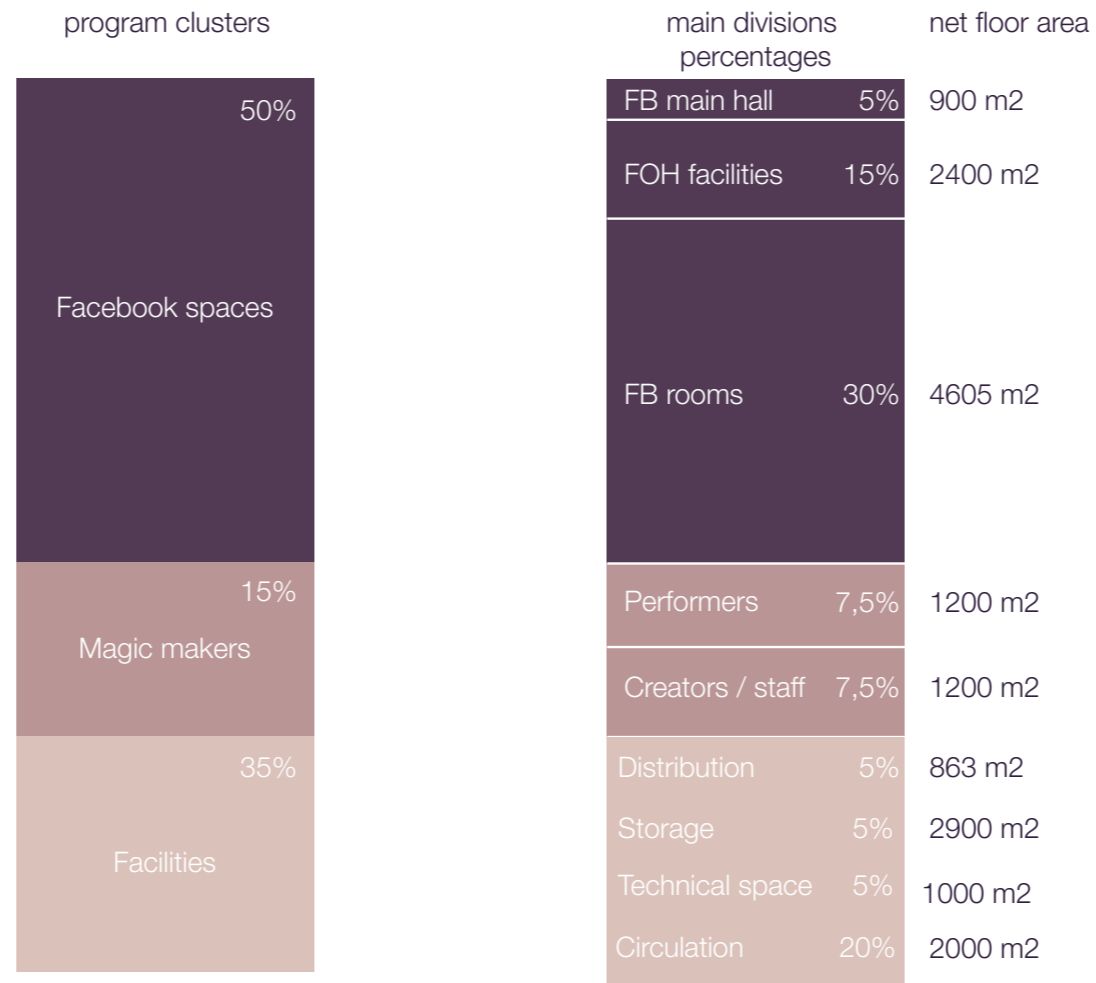


PROGRAM BAR

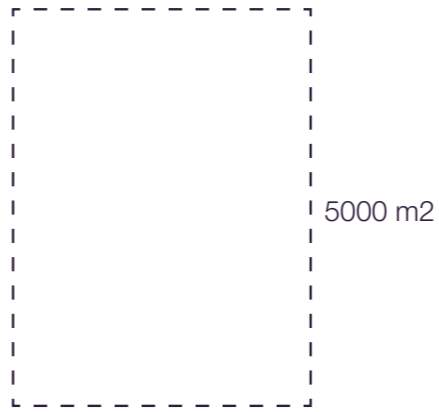
program clusters



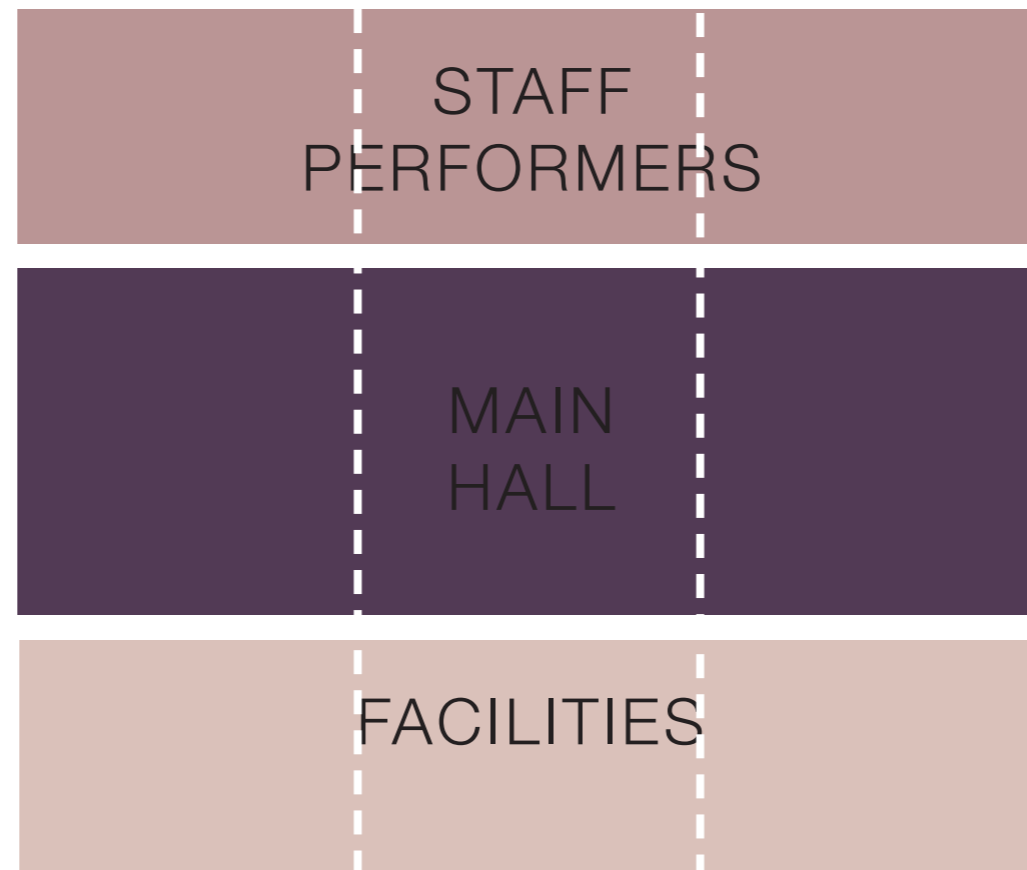
DESIGN BRIEF



100% 15.900 m2
 gross floor area 130% 20.670 m2

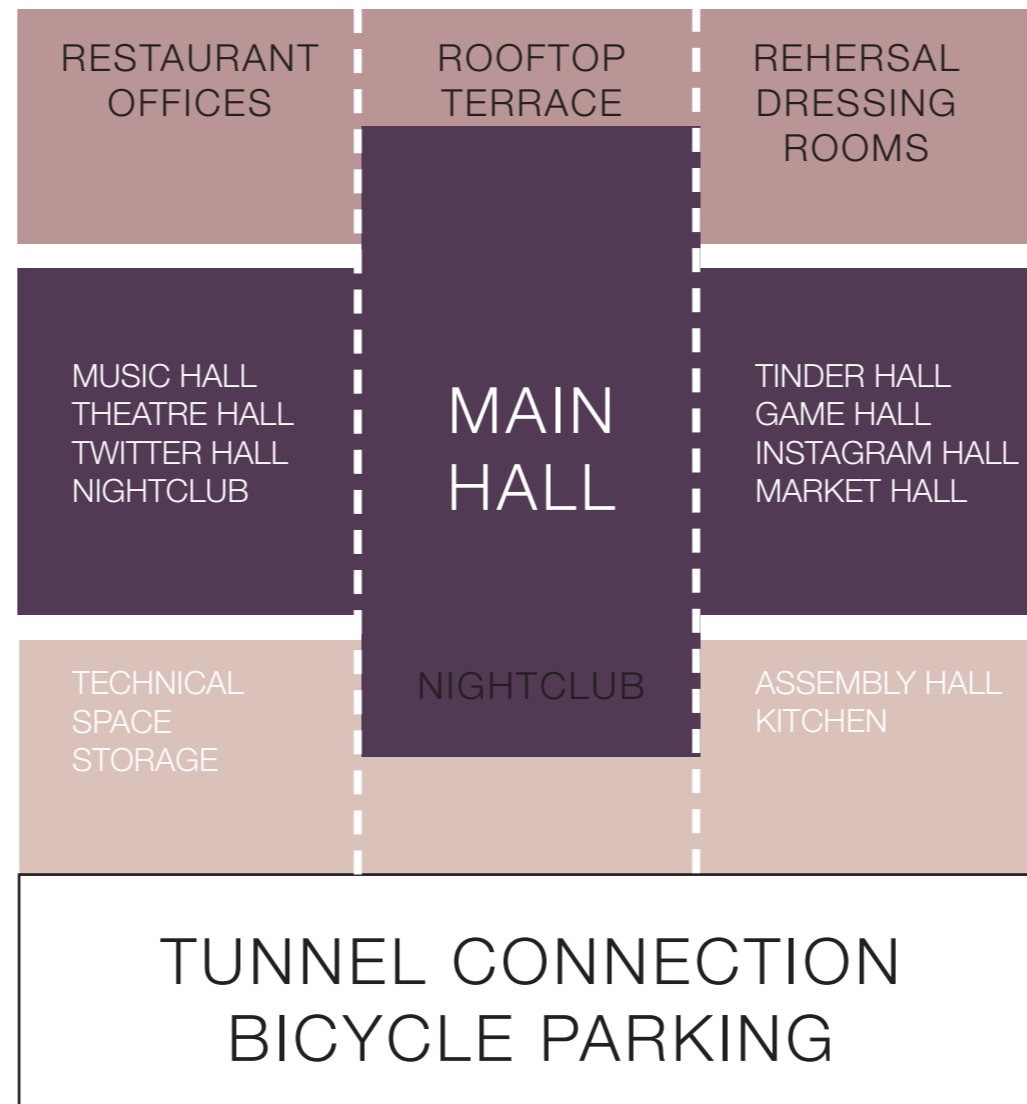


SPATIAL ORGANISATION



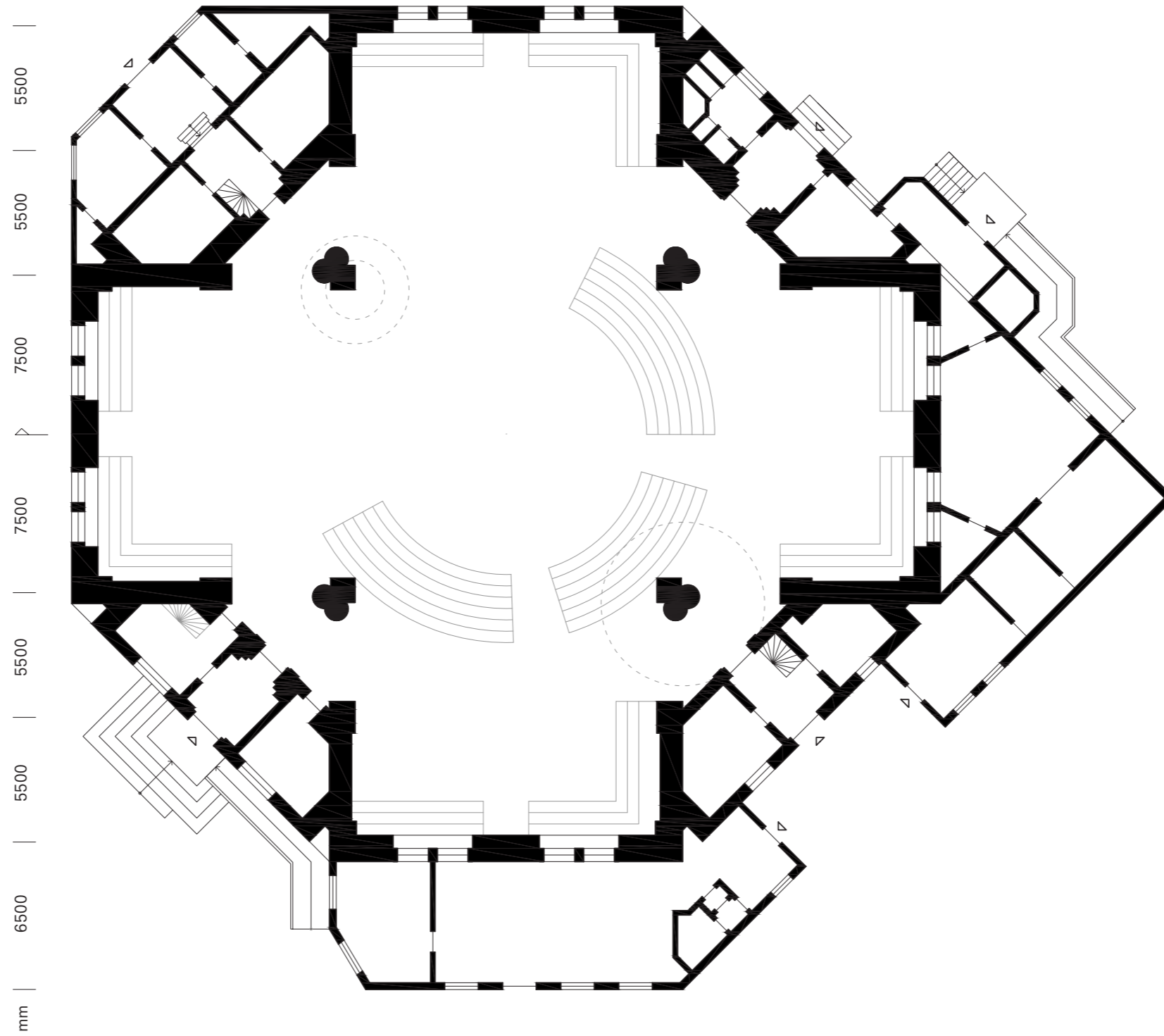
SECTION

FACEBOOK HALL



SECTION

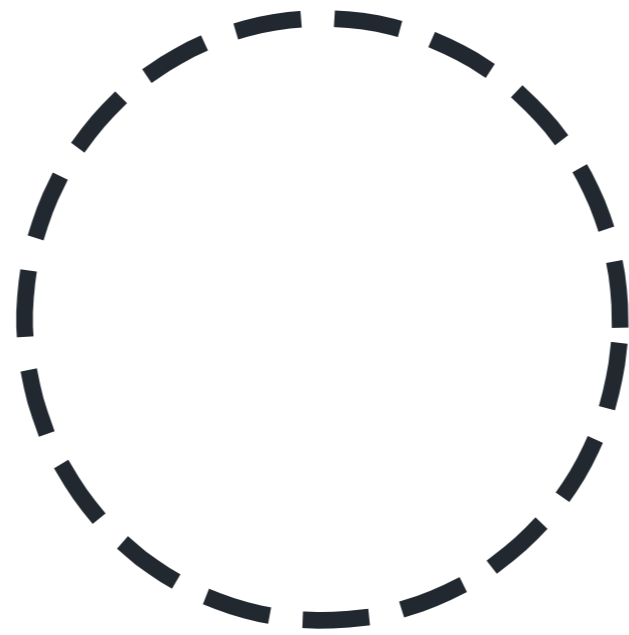
FLOORPLAN



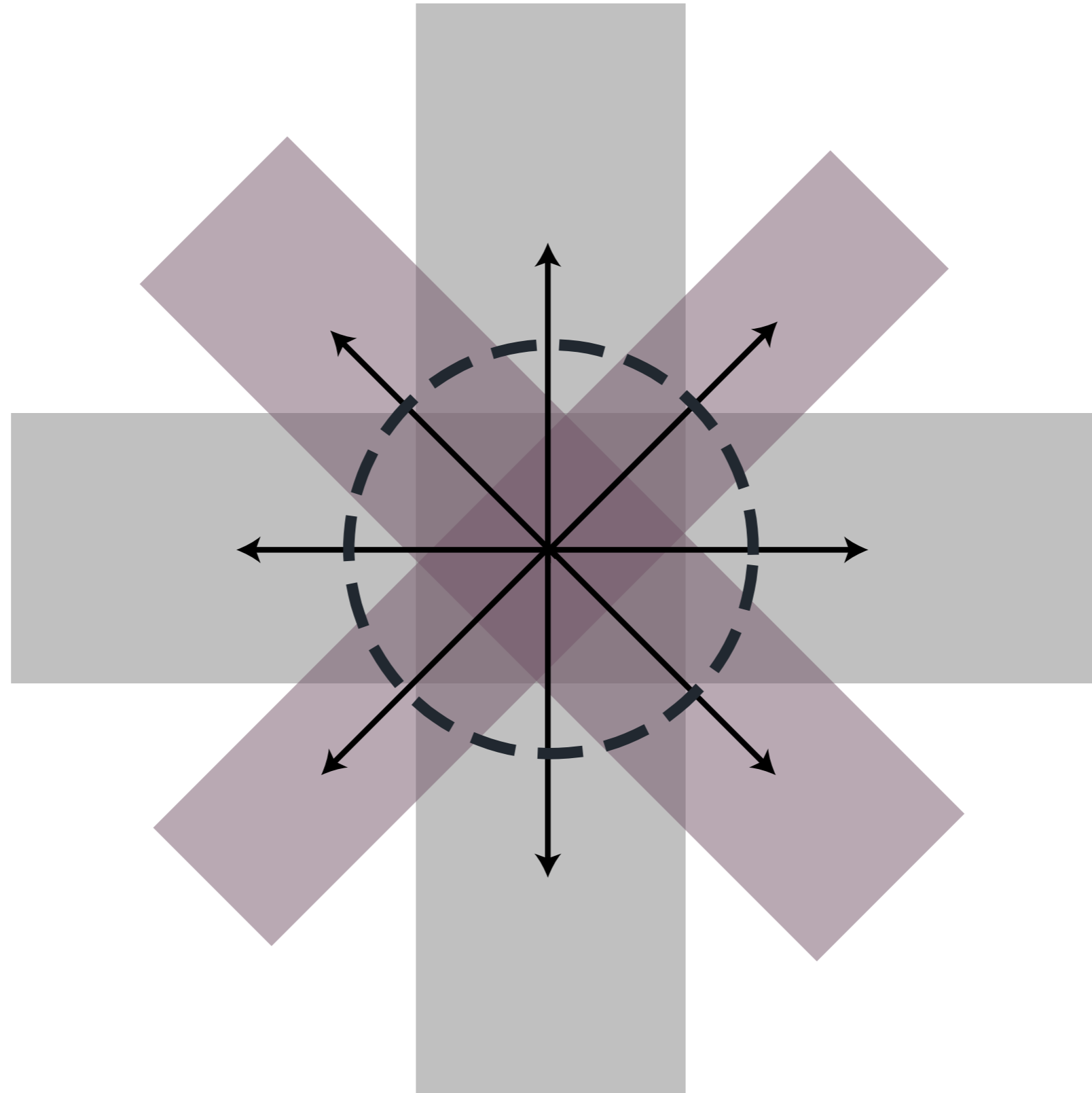
Floorplan

GREEK CROSS CHURCH

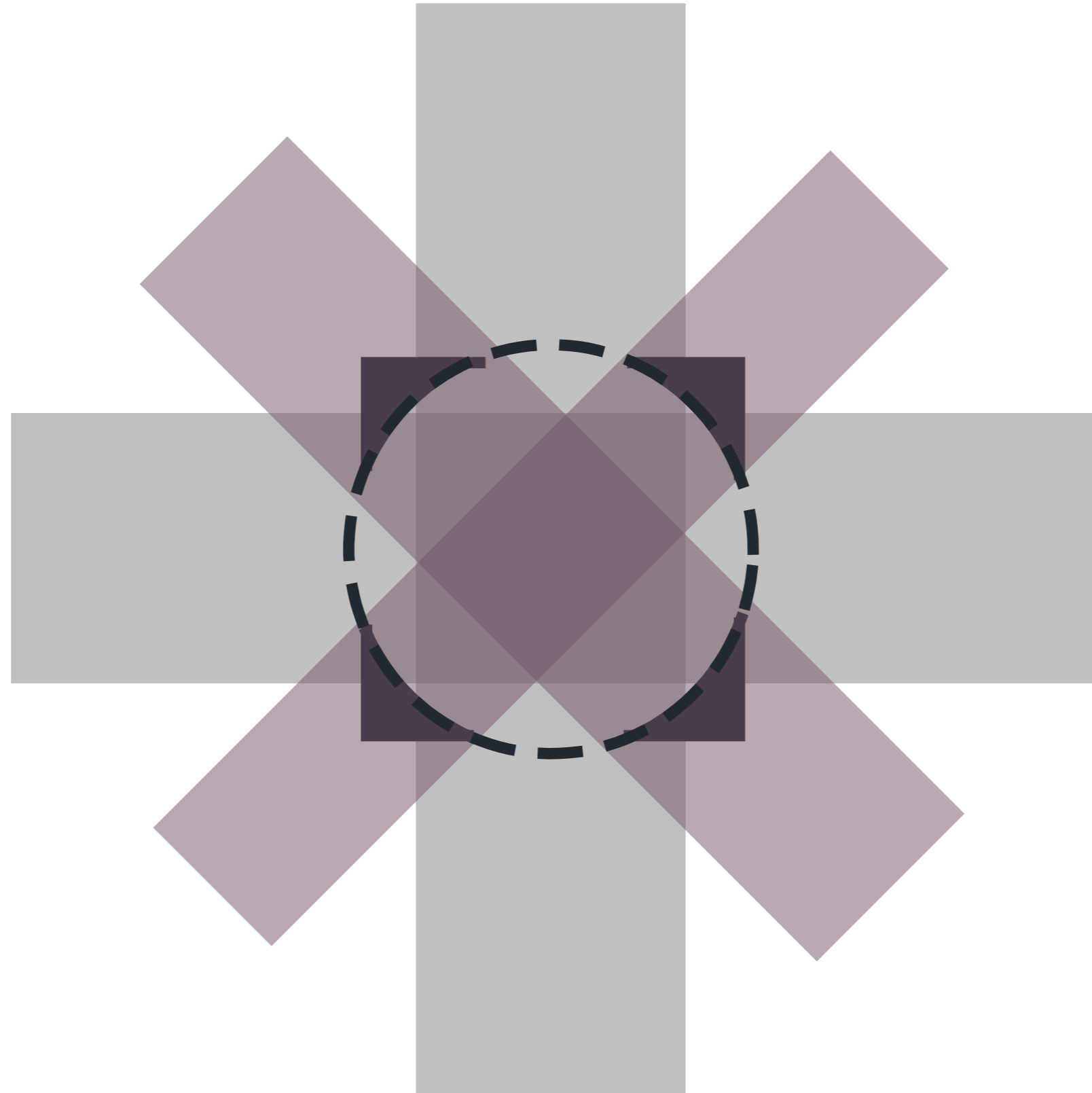
CENTRAL FOYER



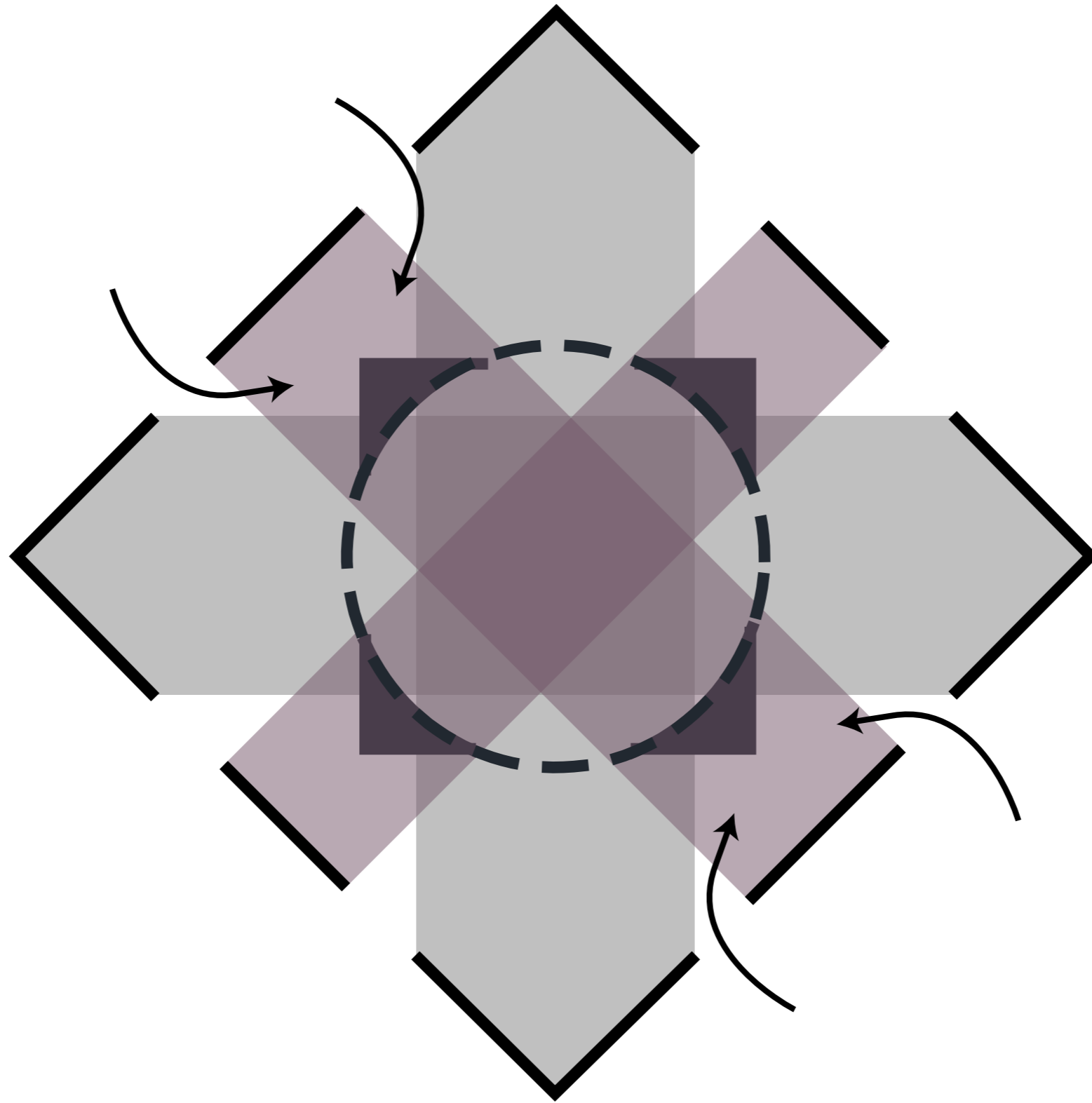
PROGRAM ACCESSIBLE FROM WITHIN

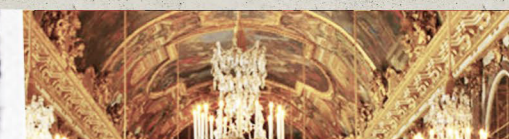


INNER CORE WITH BALCONIES



UNIFIED





BUILDING CONCEPT

STRATEGY

Proposal



DESIGN ELEMENTS

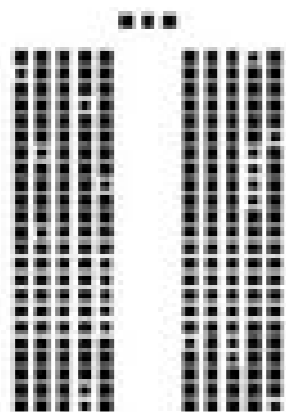
Proposal

Facebook
spaces

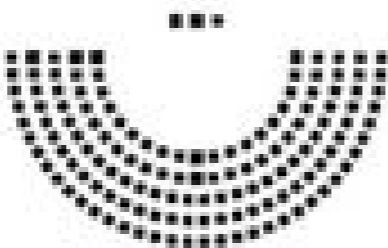


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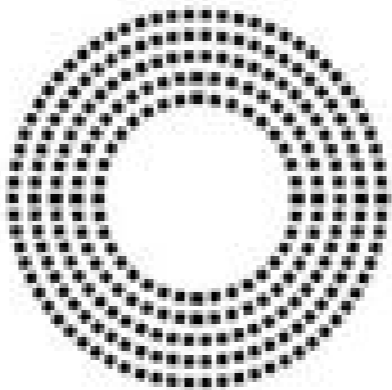




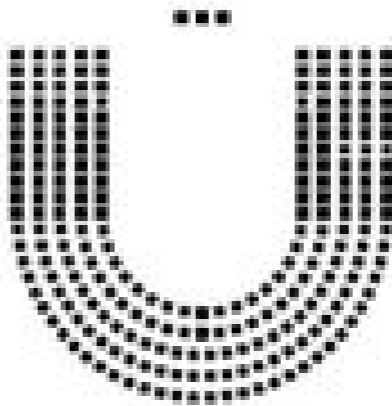
Opposing Benches



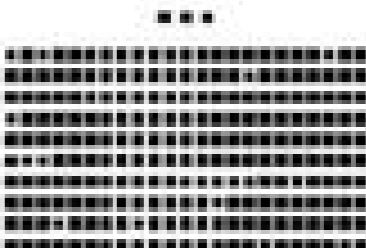
Semicircle



Circle



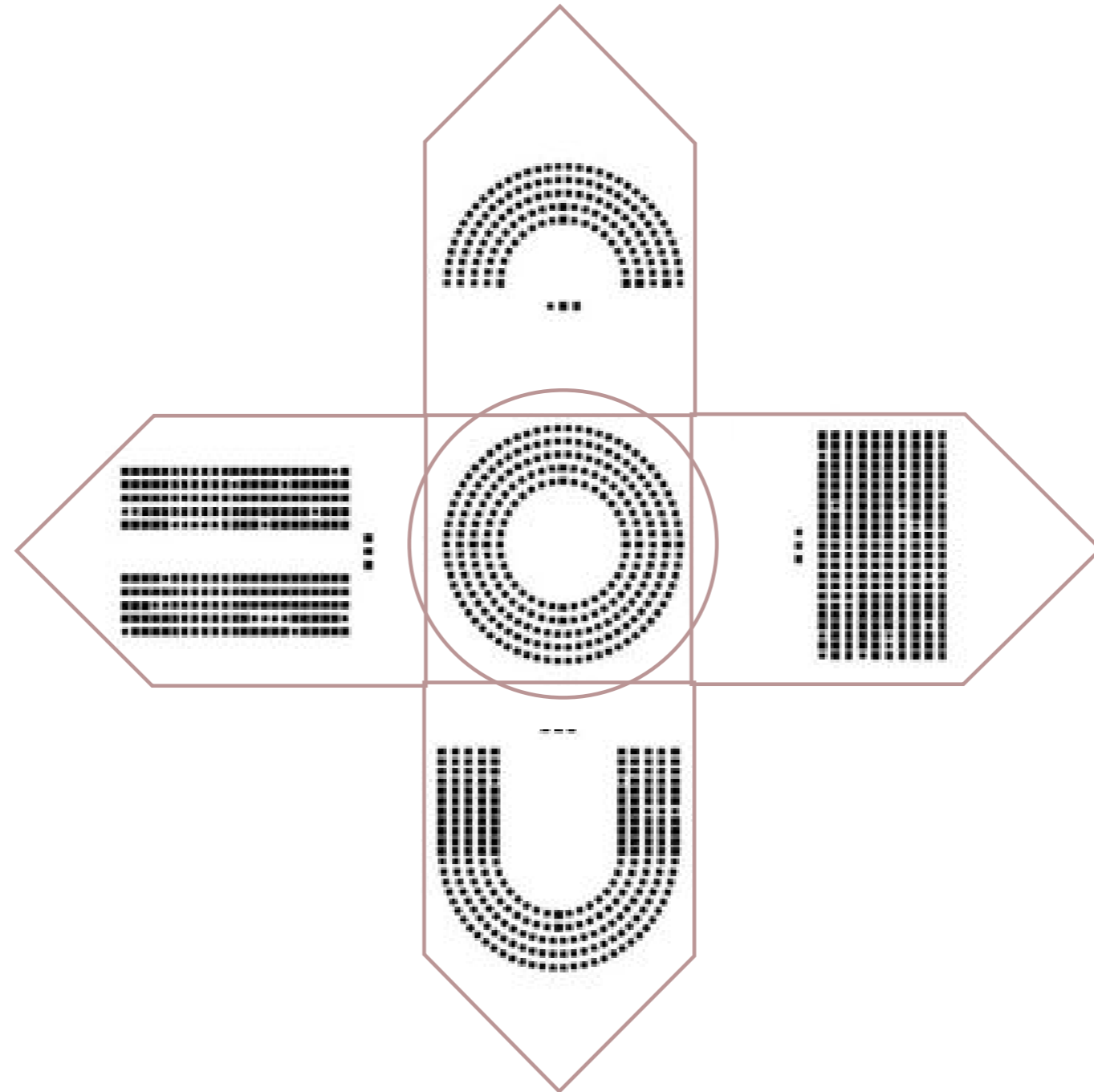
Horseshoe



Classroom

SEATING ARRANGEMENTS FOR HALLS

FLEXIBILITY



PLUGGED INTO ONE

DESIGN ELEMENTS

Proposal

Facebook
spaces

Social interaction



=



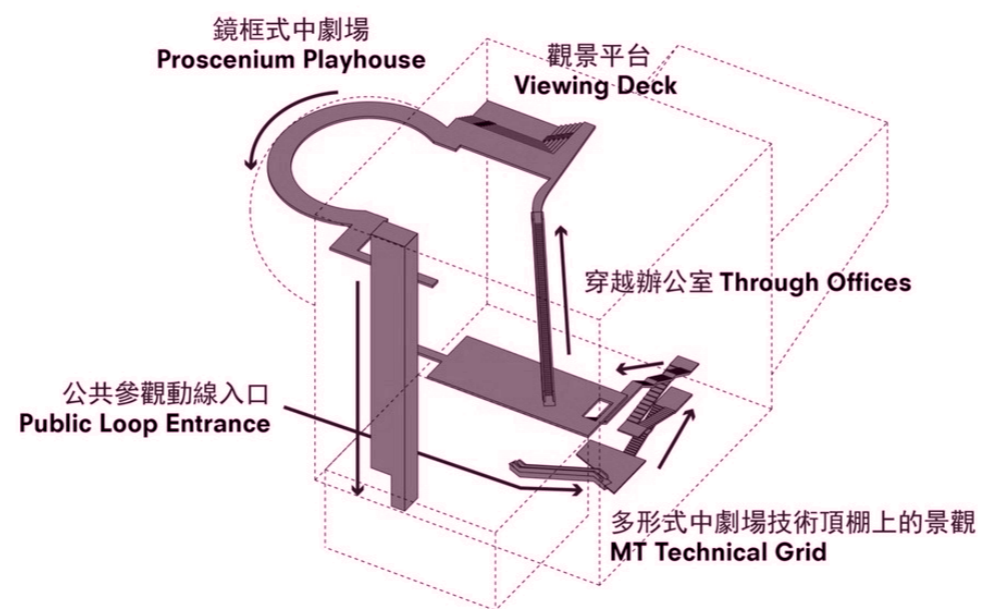
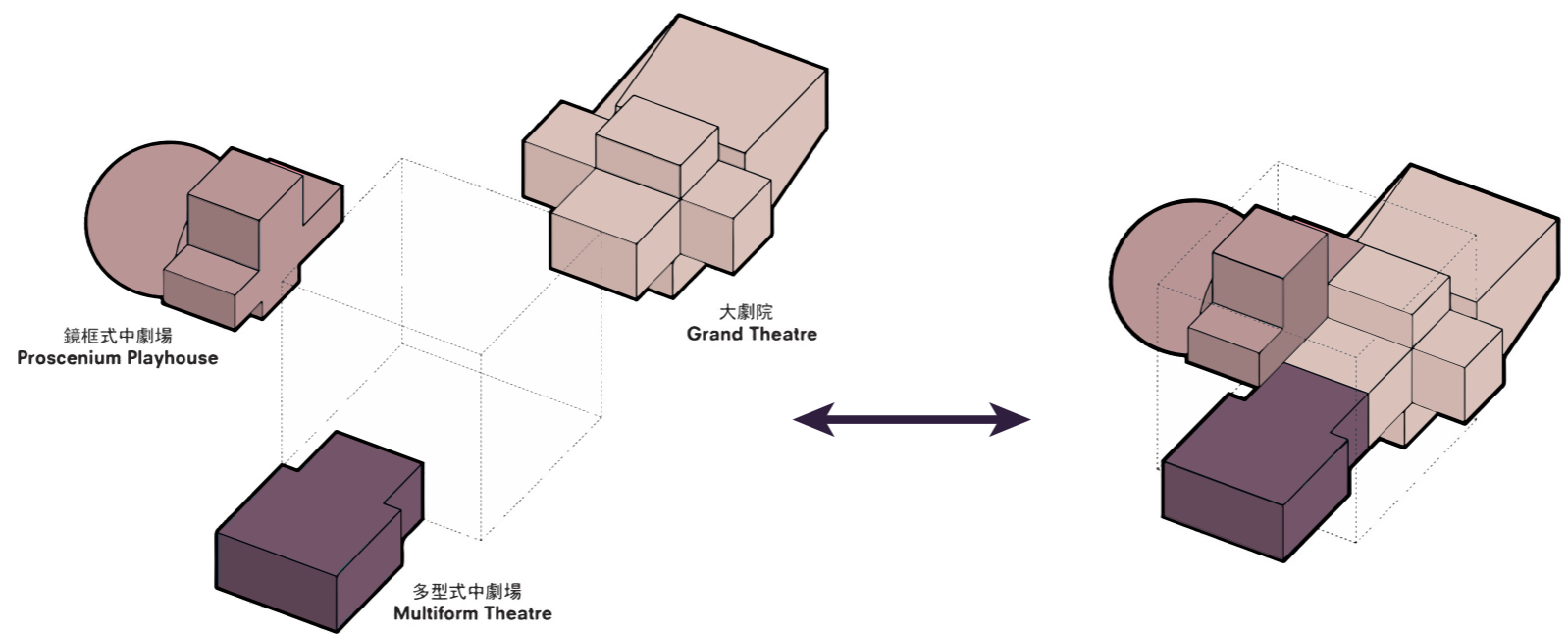
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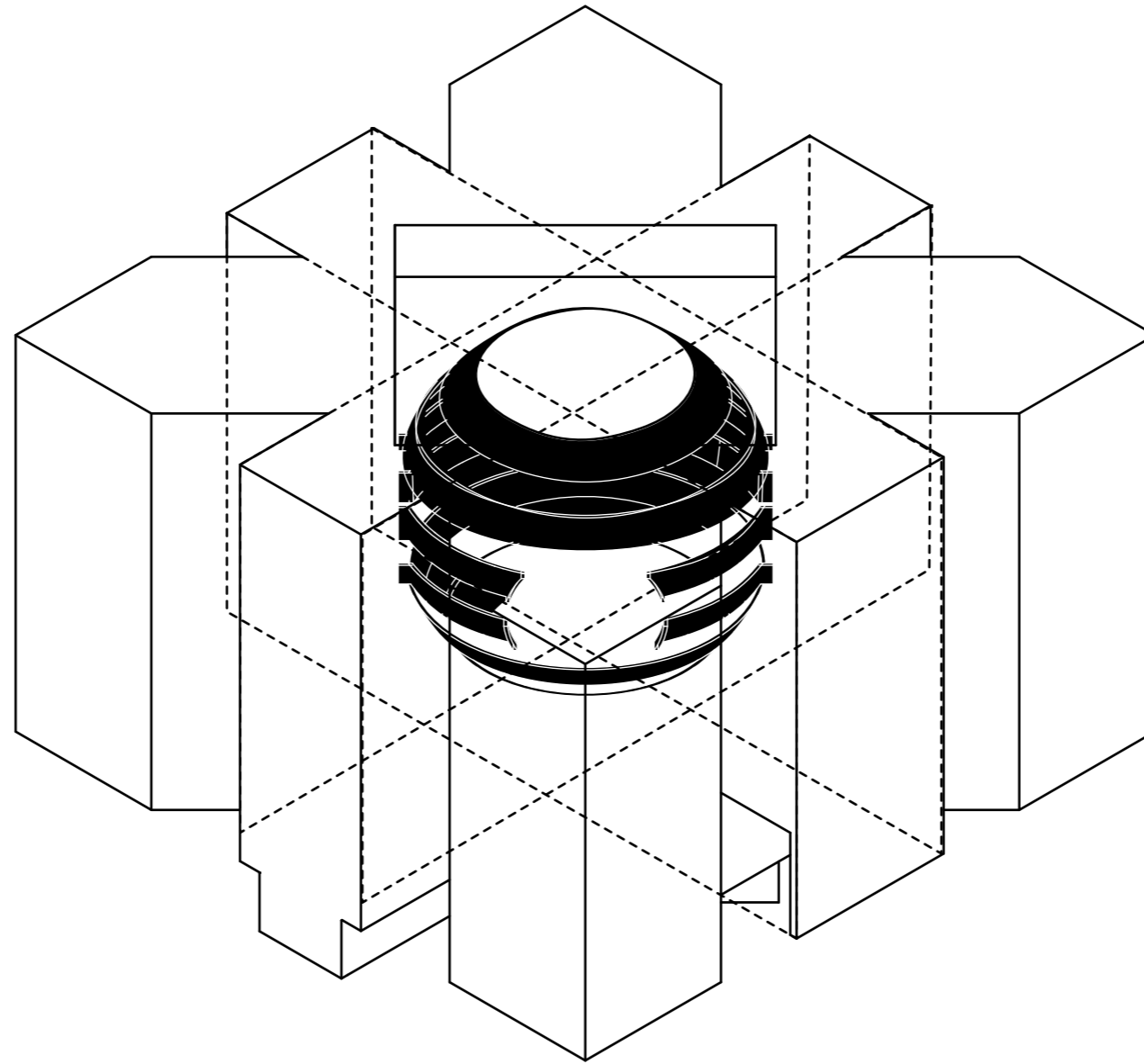
TAIPEI PERFORMING ARTS CENTRE, OMA

ACCESSIBILITY

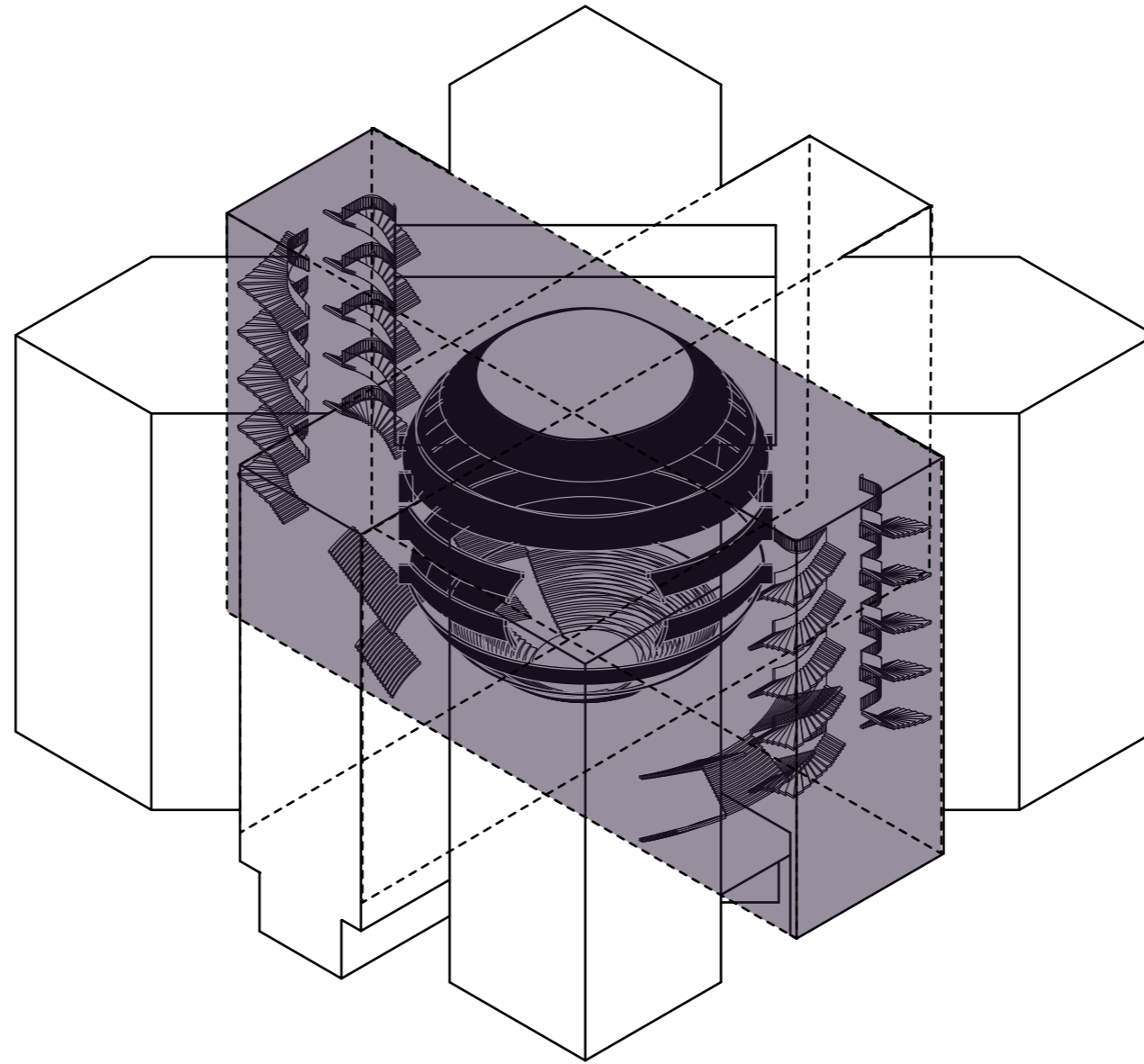


PUBLIC LOOP

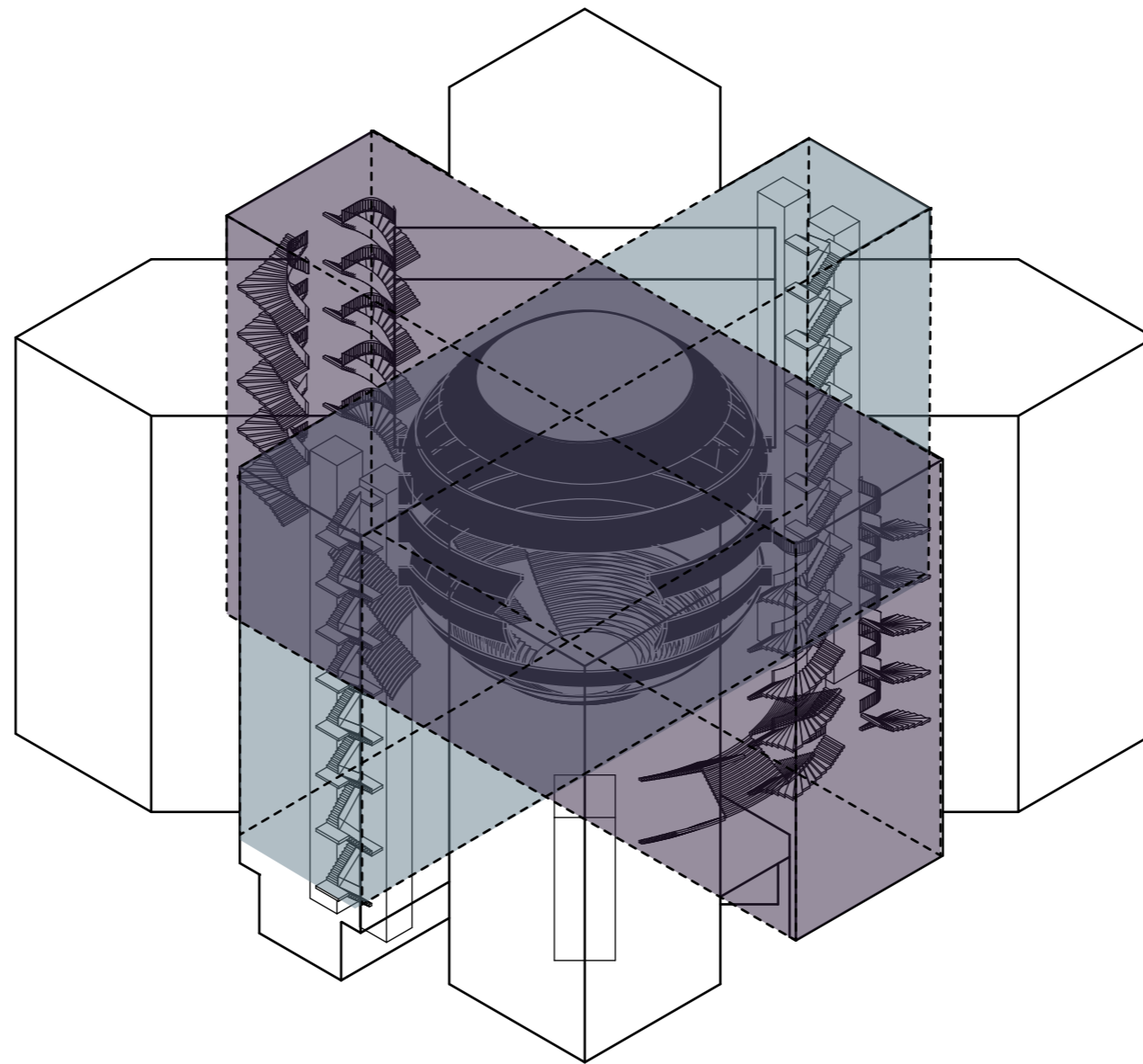
PUBLIC ACCESSIBLE ATRIUM



MAIN CIRCULATION WINGS



SECONDARY CIRCULATION WINGS



DESIGN ELEMENTS

Proposal

Facebook
spaces

Social interaction

Sustainability



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+



+



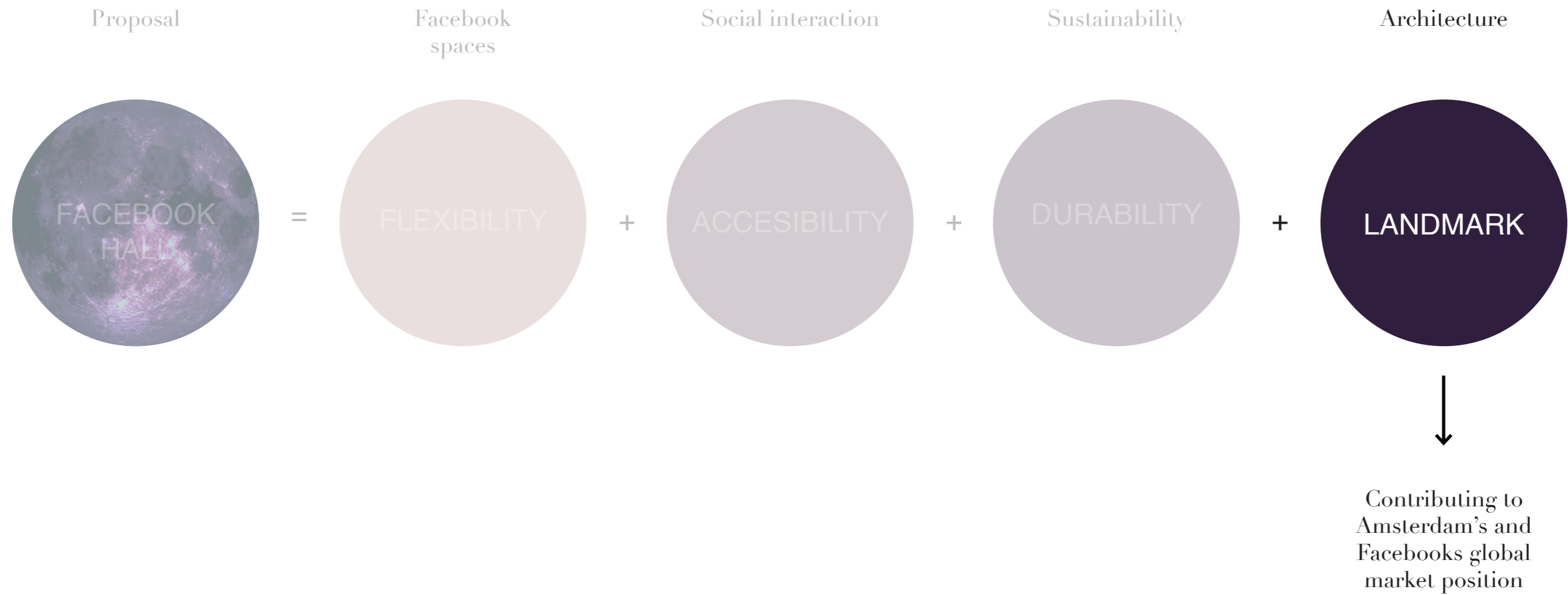
DURABILITY



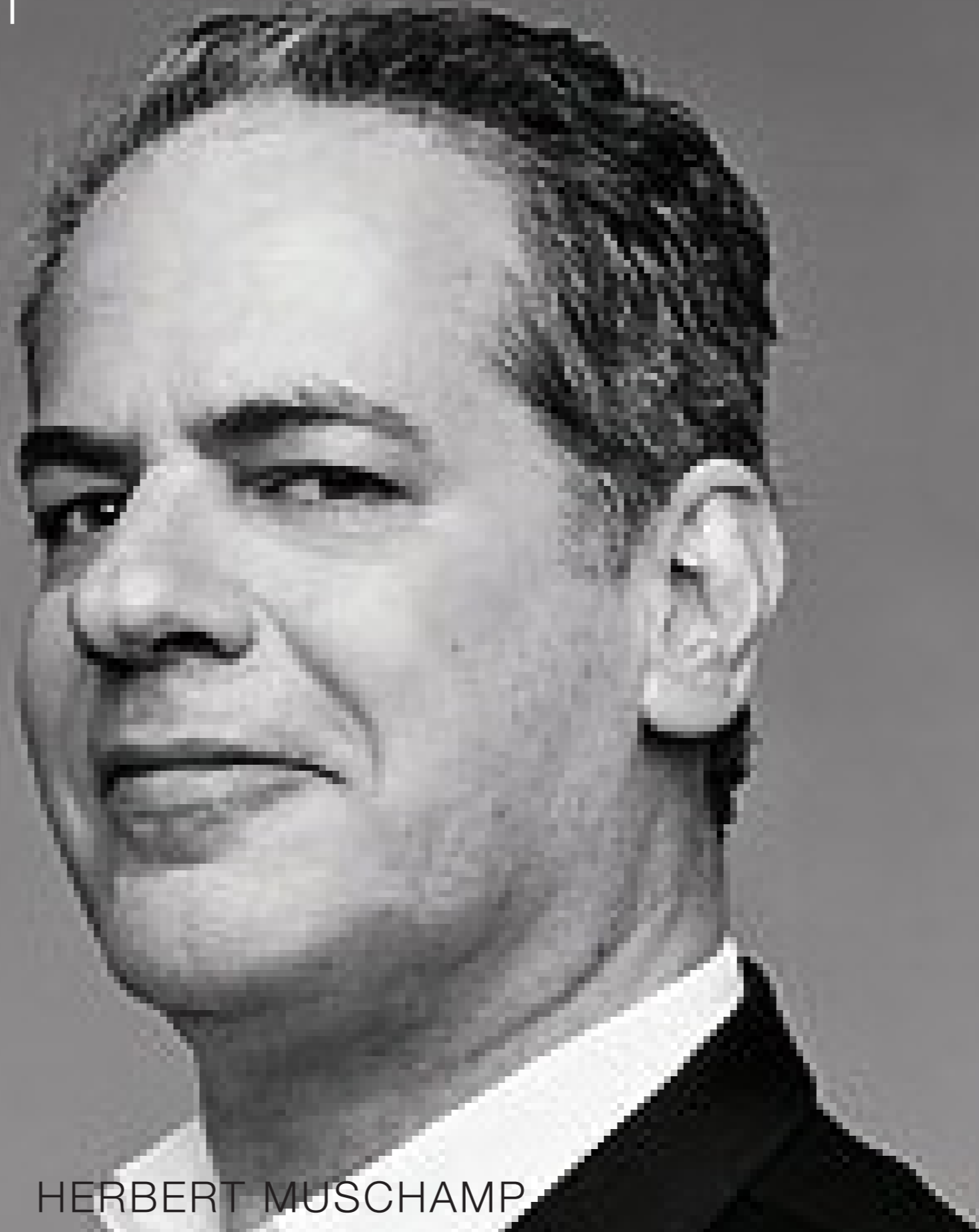
CONSTRUCTION AS ORNAMENT



DESIGN ELEMENTS



‘THE ESSENTIAL FEATURE
OF A LANDMARK IS NOT
ITS DESIGN, BUT THE
PLACE IT HOLDS IN A
CITY’S MEMORY’



HERBERT MUSCHAMP

COMPLIMENTARY TO ITS SURROUNDINGS



CAIXA FORUM, HERZOG & DE MEURON

UNEXPECTED INTERIOR

CAIXA FORUM, HERZOG & DE MEURON



SPECTACULAR FROM THE INSIDE



MODEST FROM THE OUTSIDE

URBAN IMPLEMENTATION

**GLOBAL TREND:
CULTURAL MONUMENTS TO ENHANCE REDEVELOPMENT
FORMER INDUSTRIAL AREAS**



LONDON



HAMBURG



ANTWERP



HET STENEN HOOFD



THE SITE

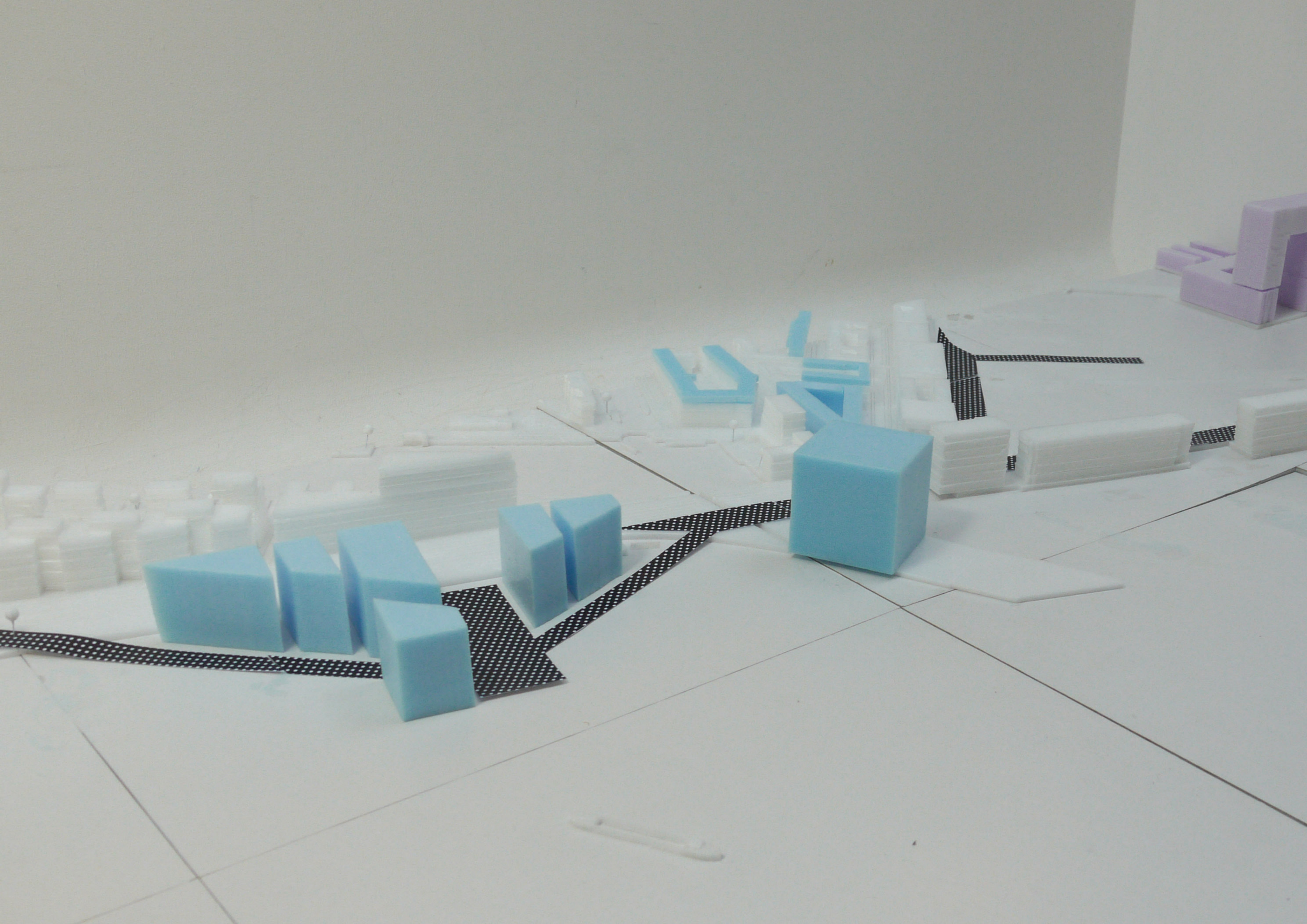


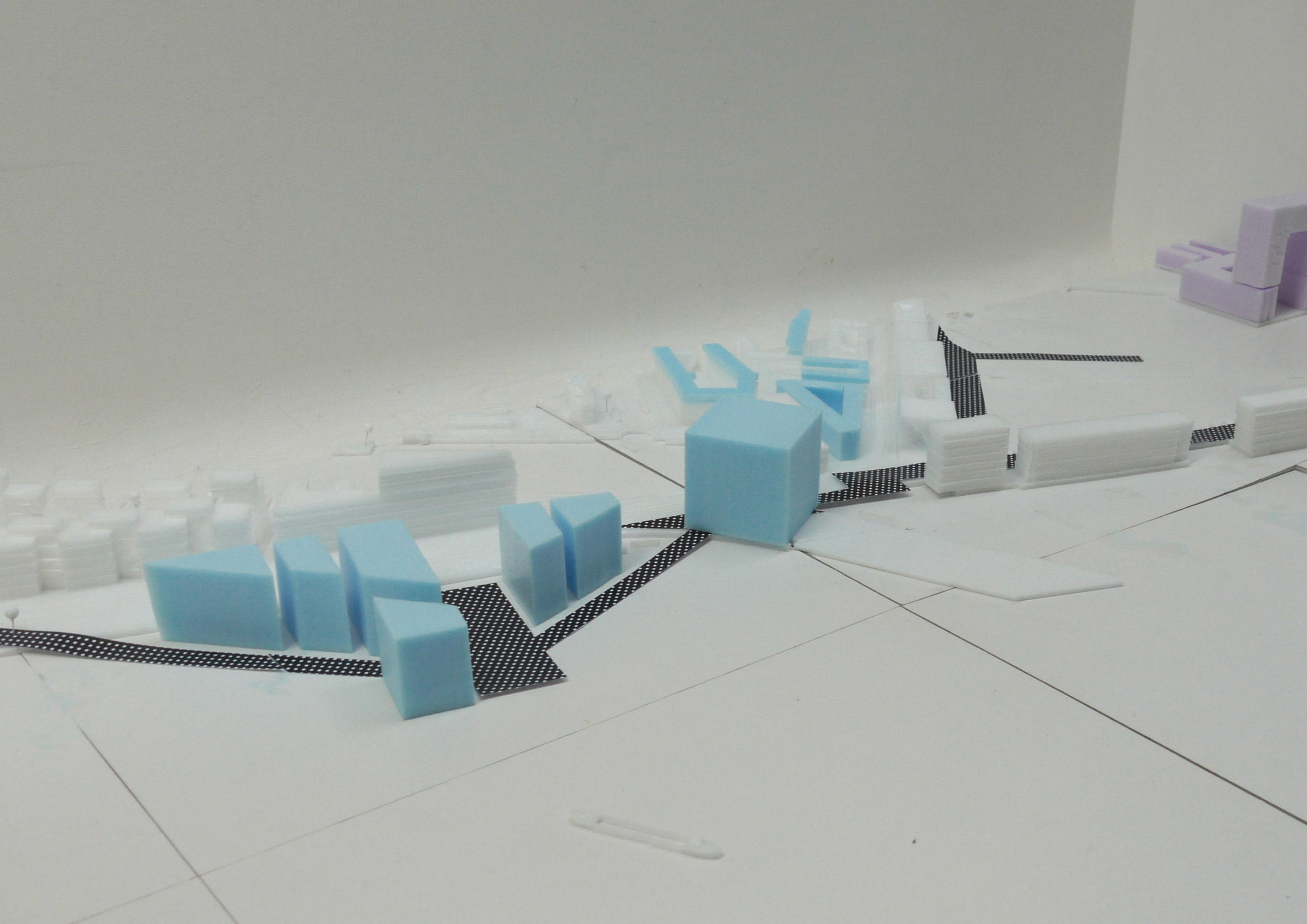
DESOLATE

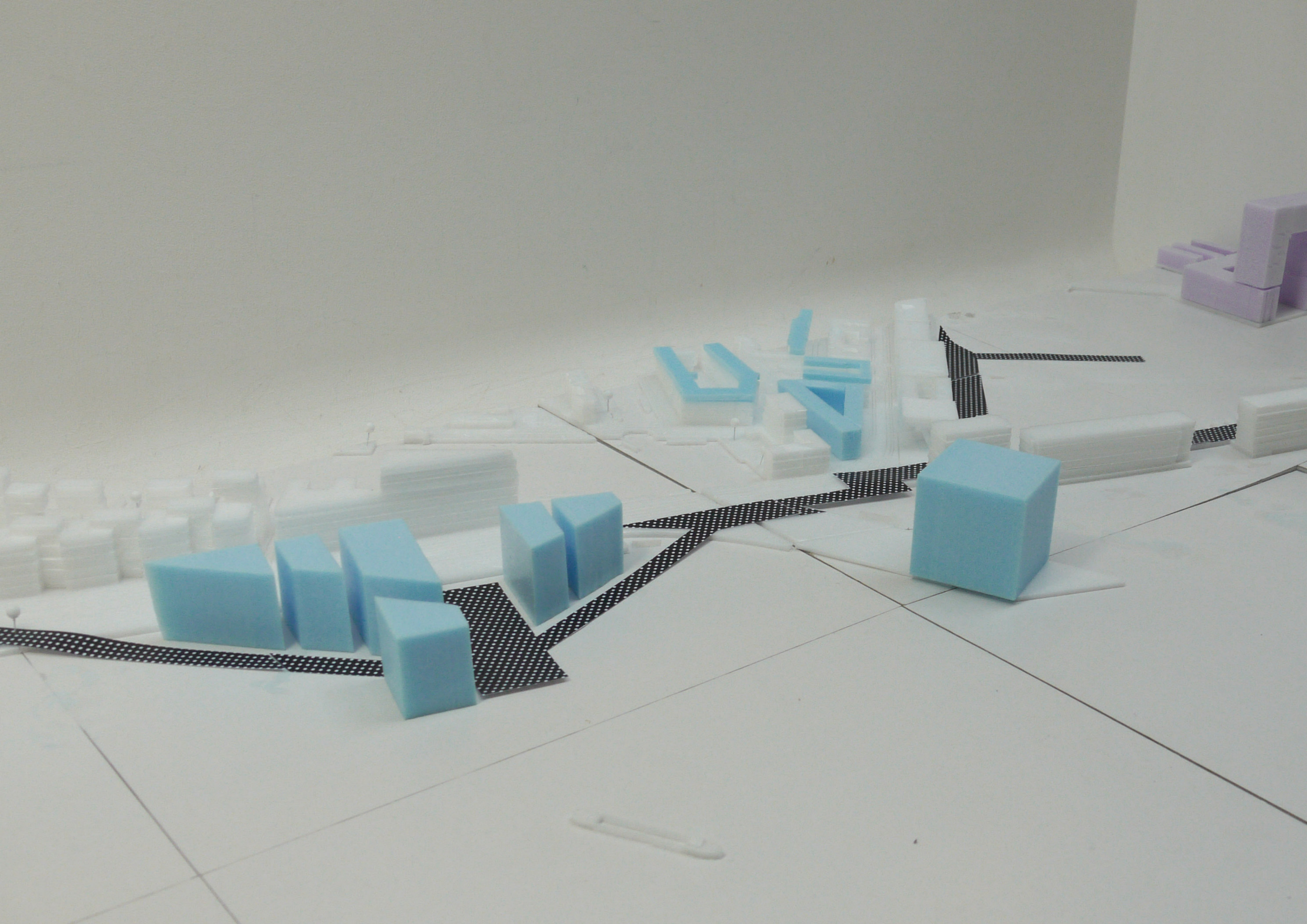
CULTURAL ACTIVITIES

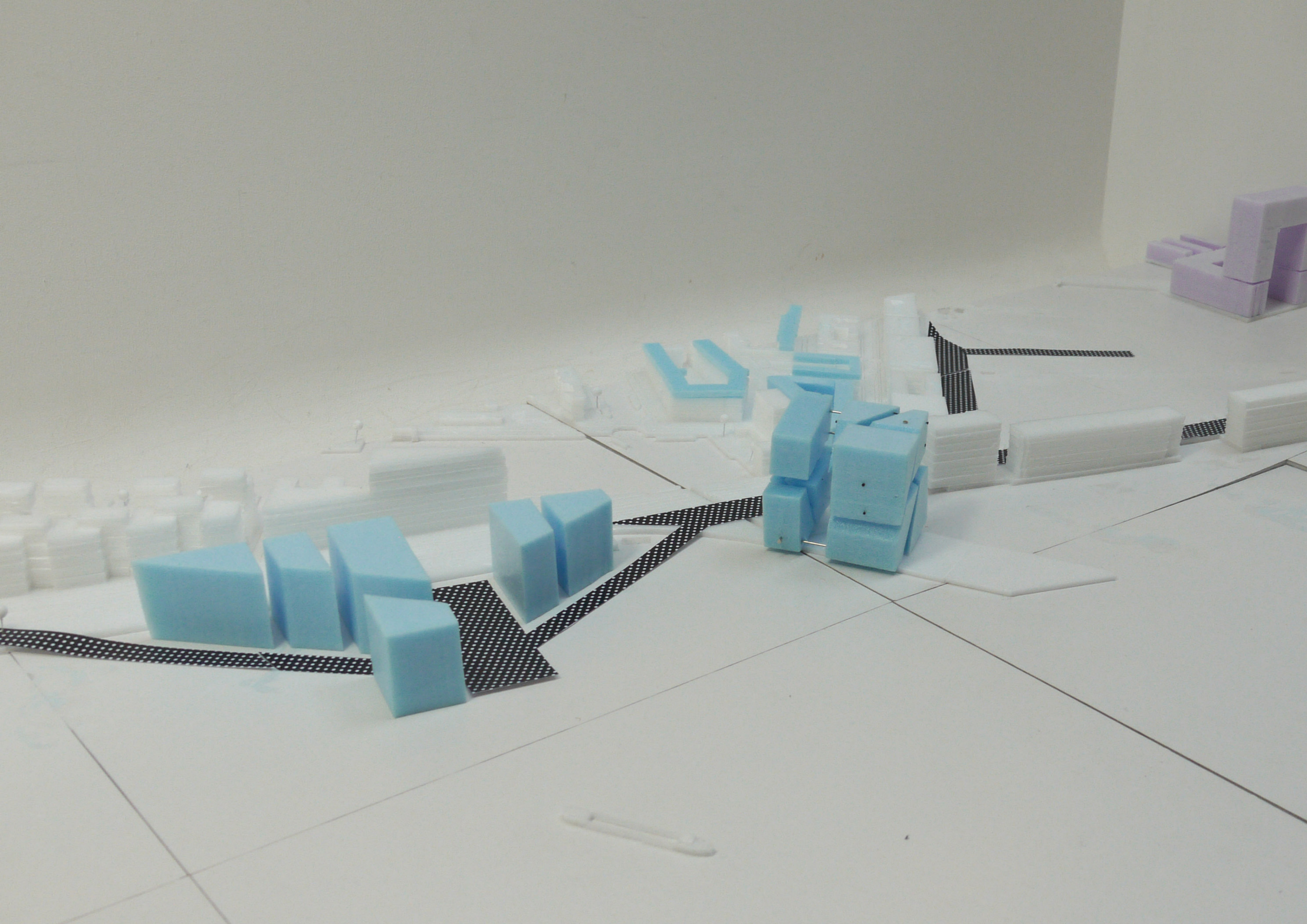


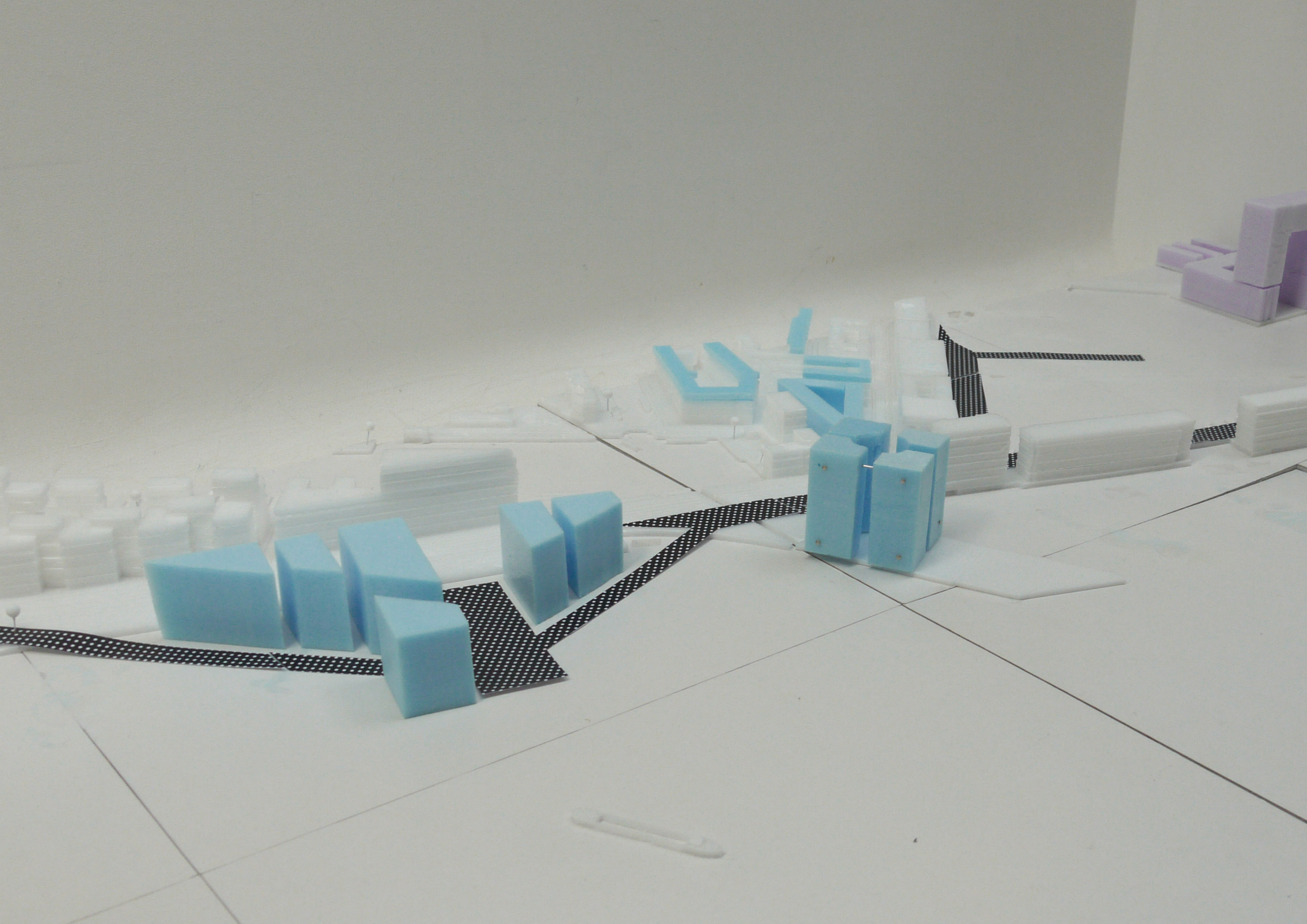
MODEL STUDIES

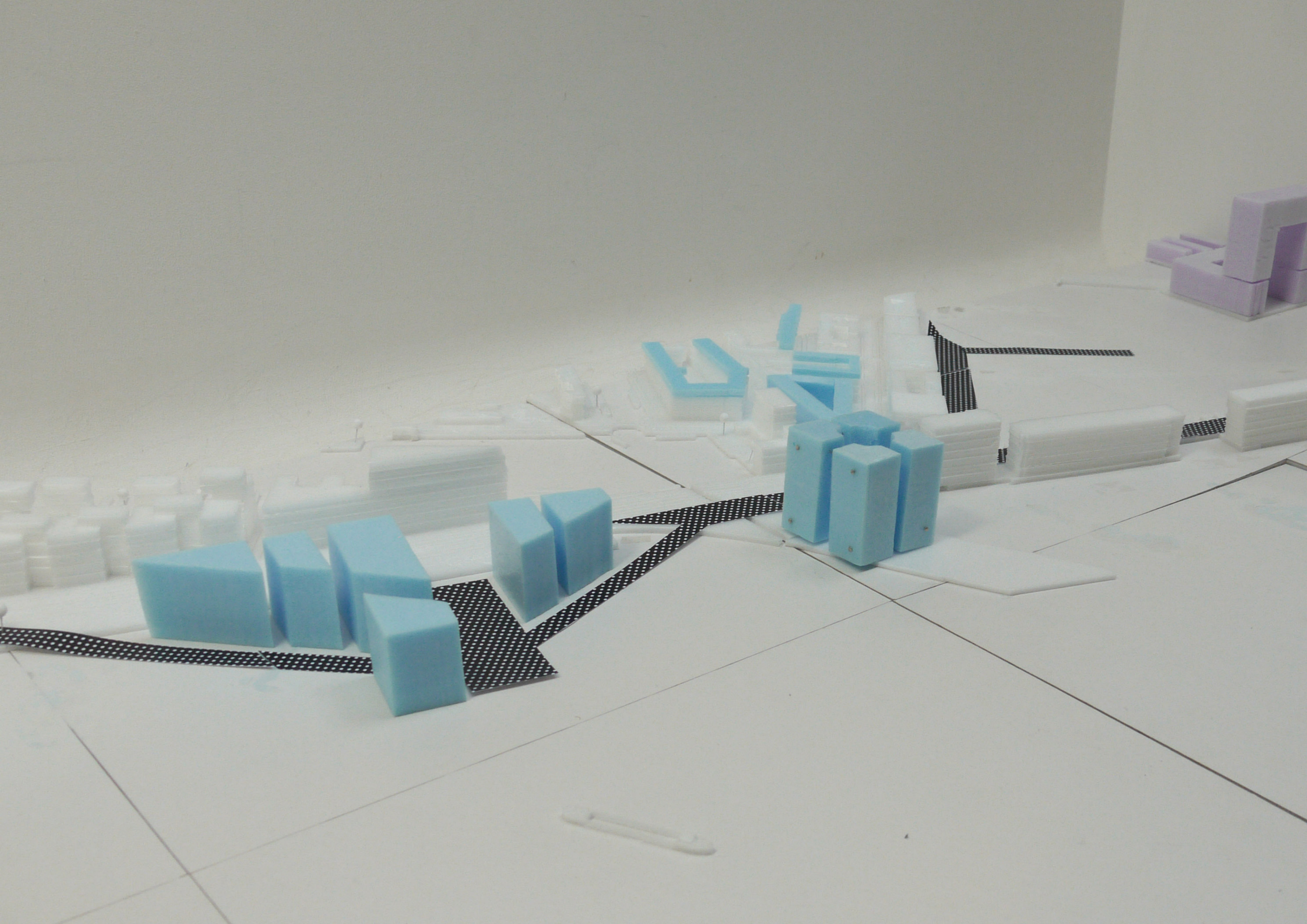


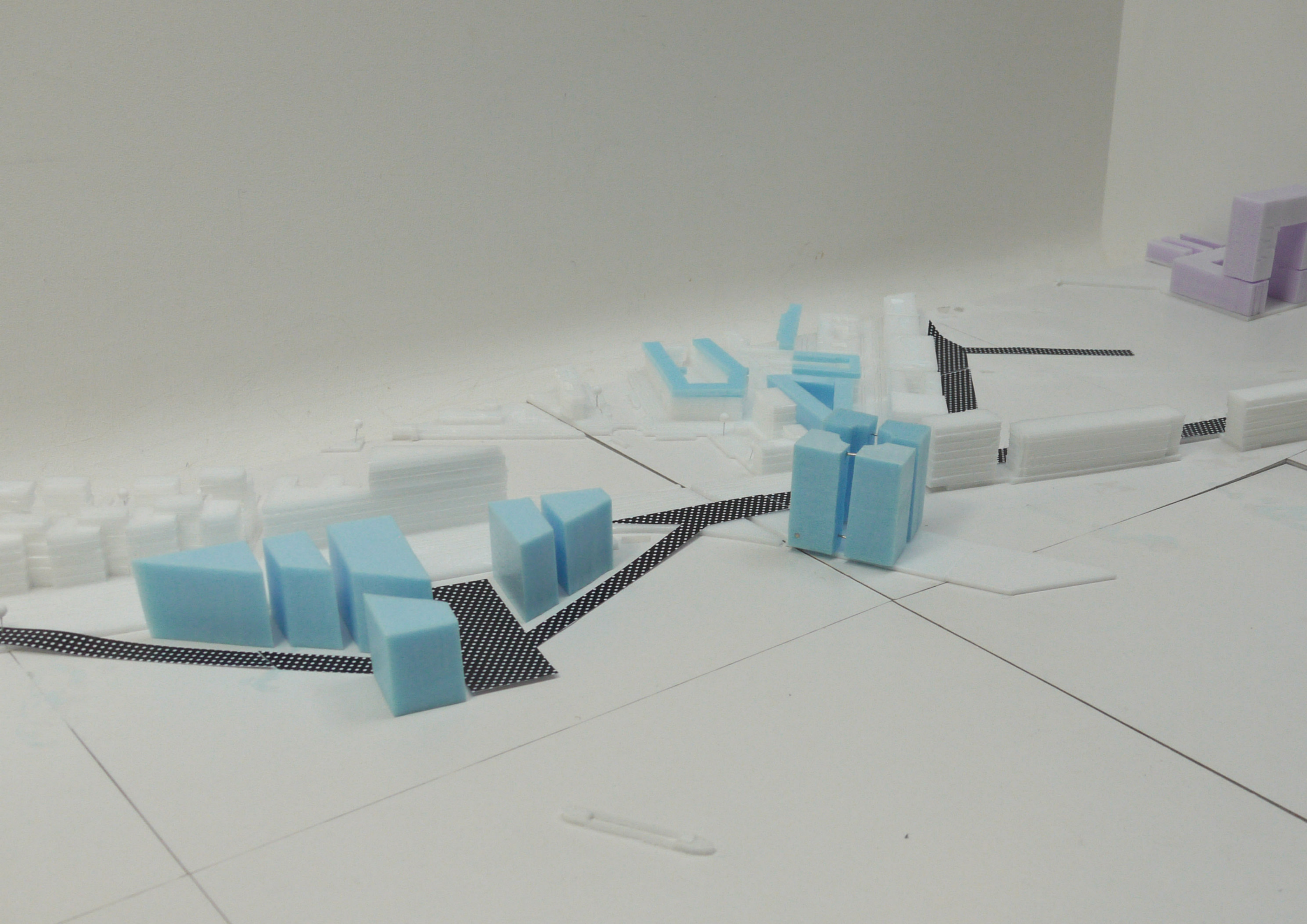


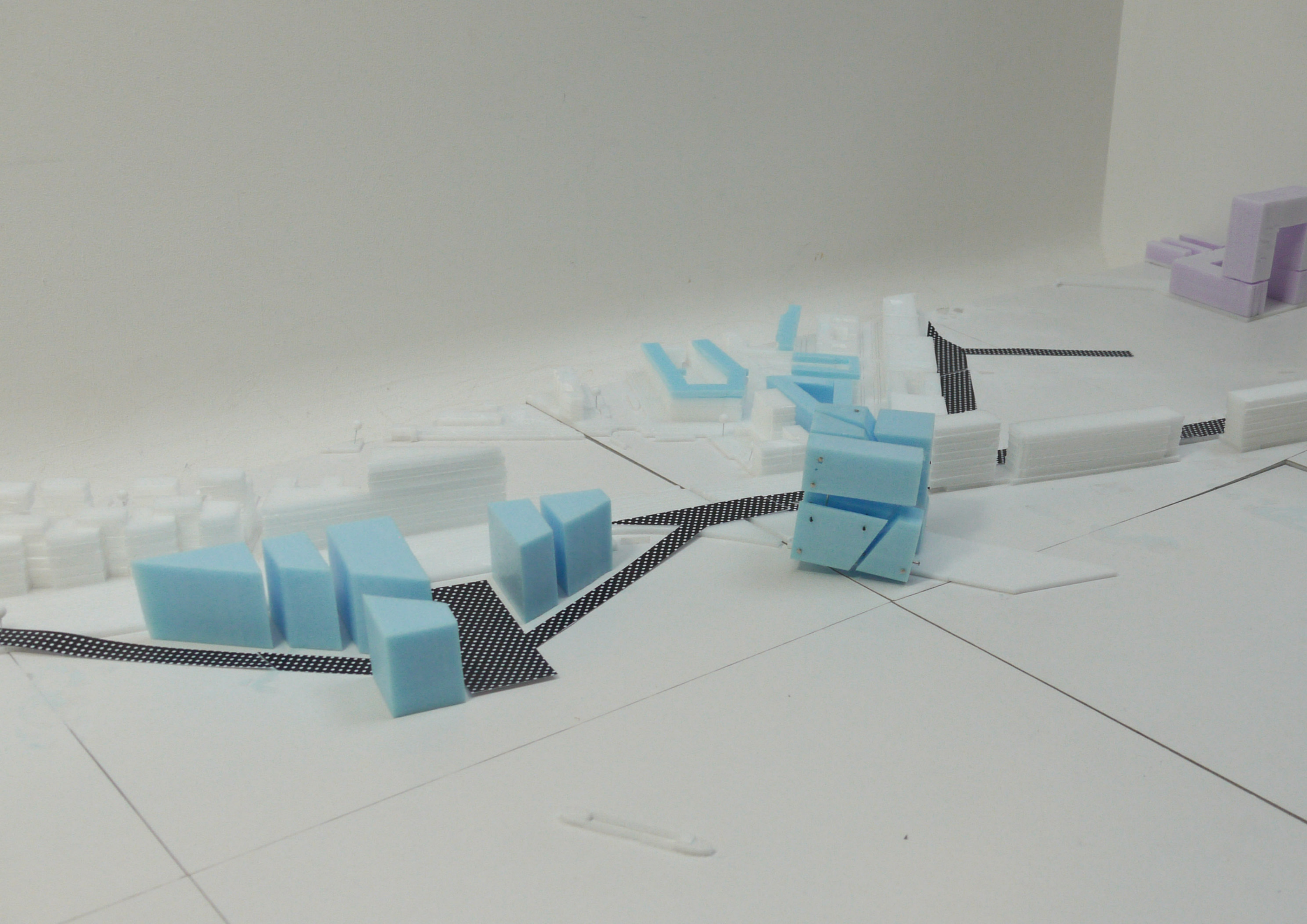


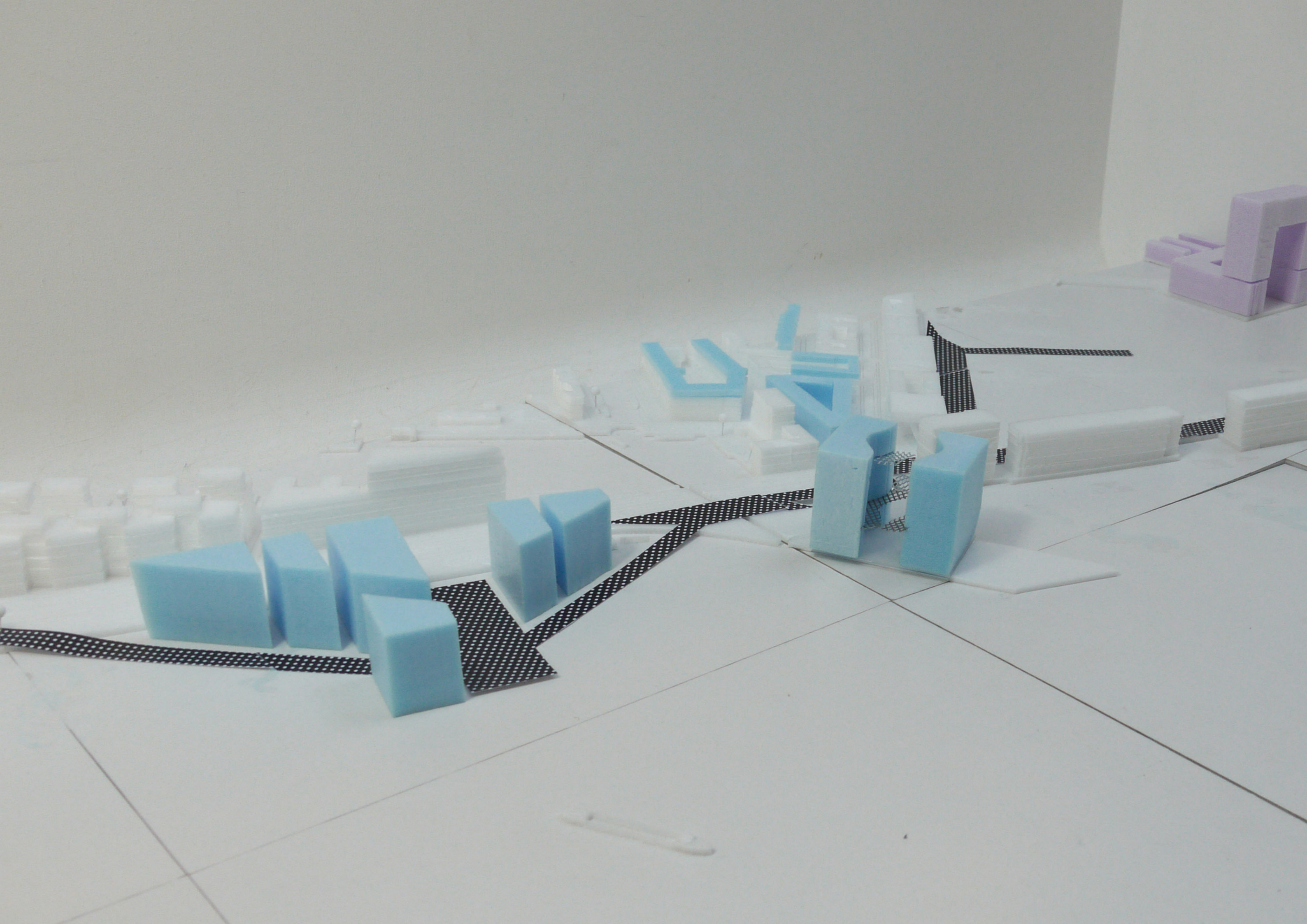


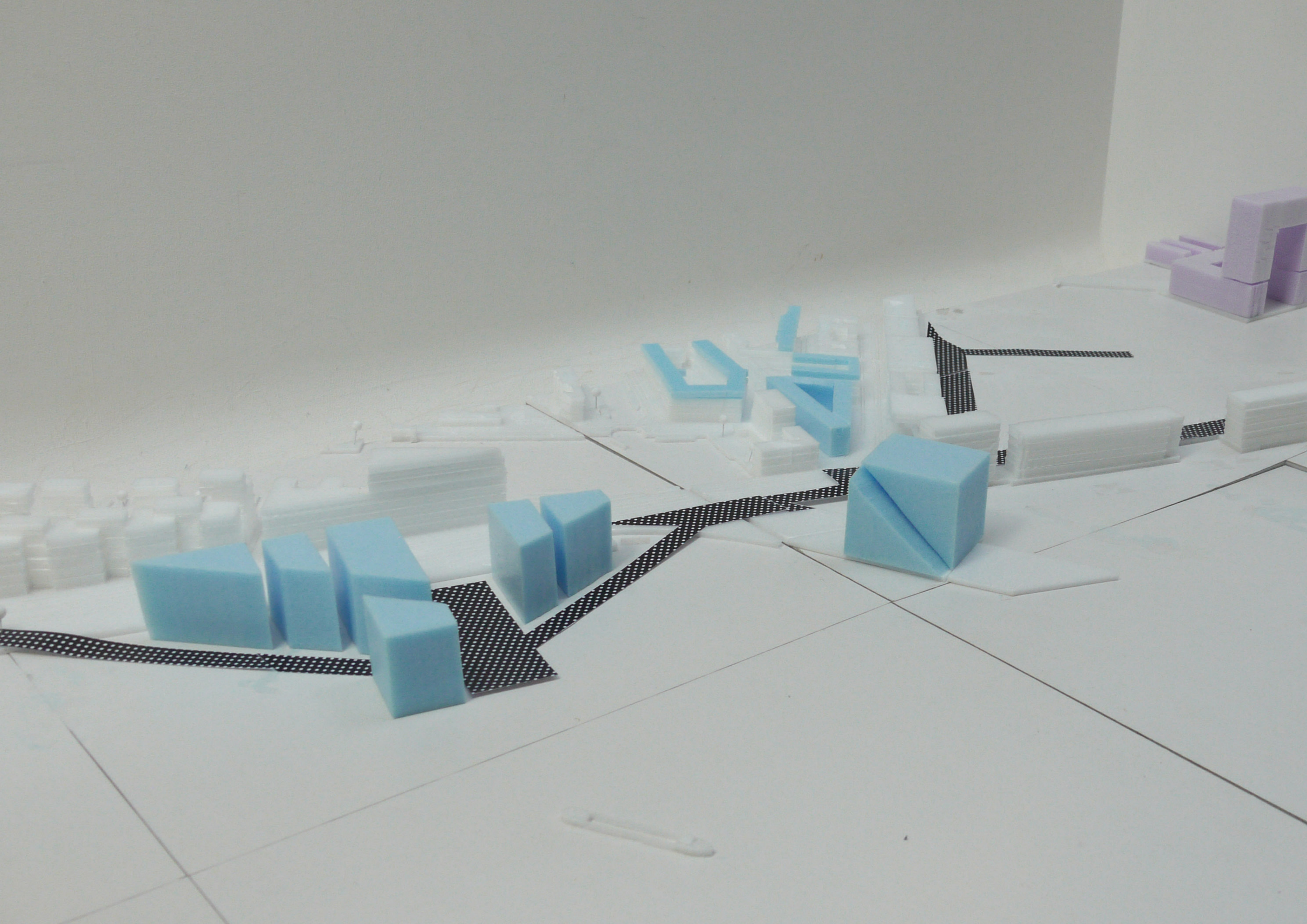




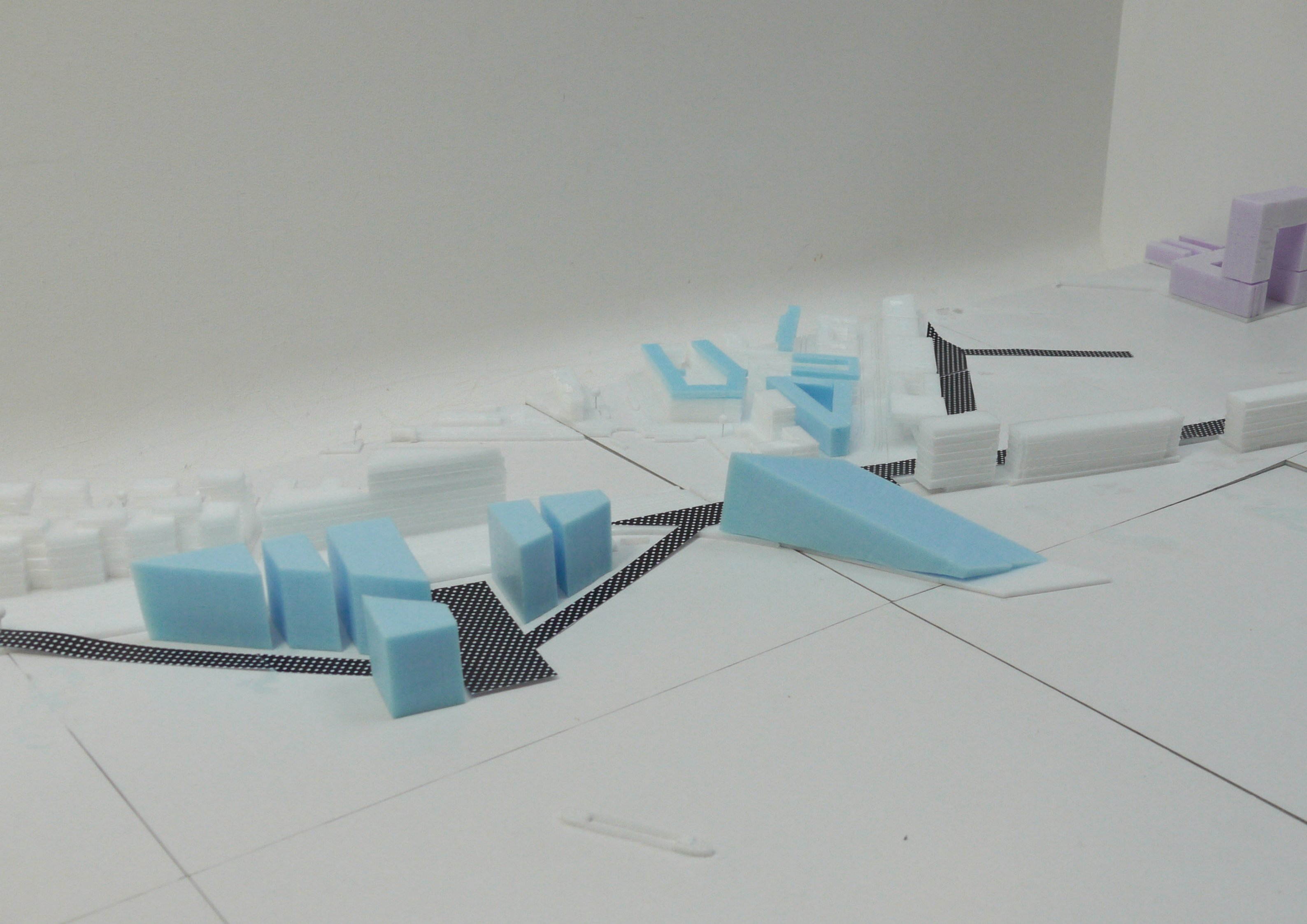


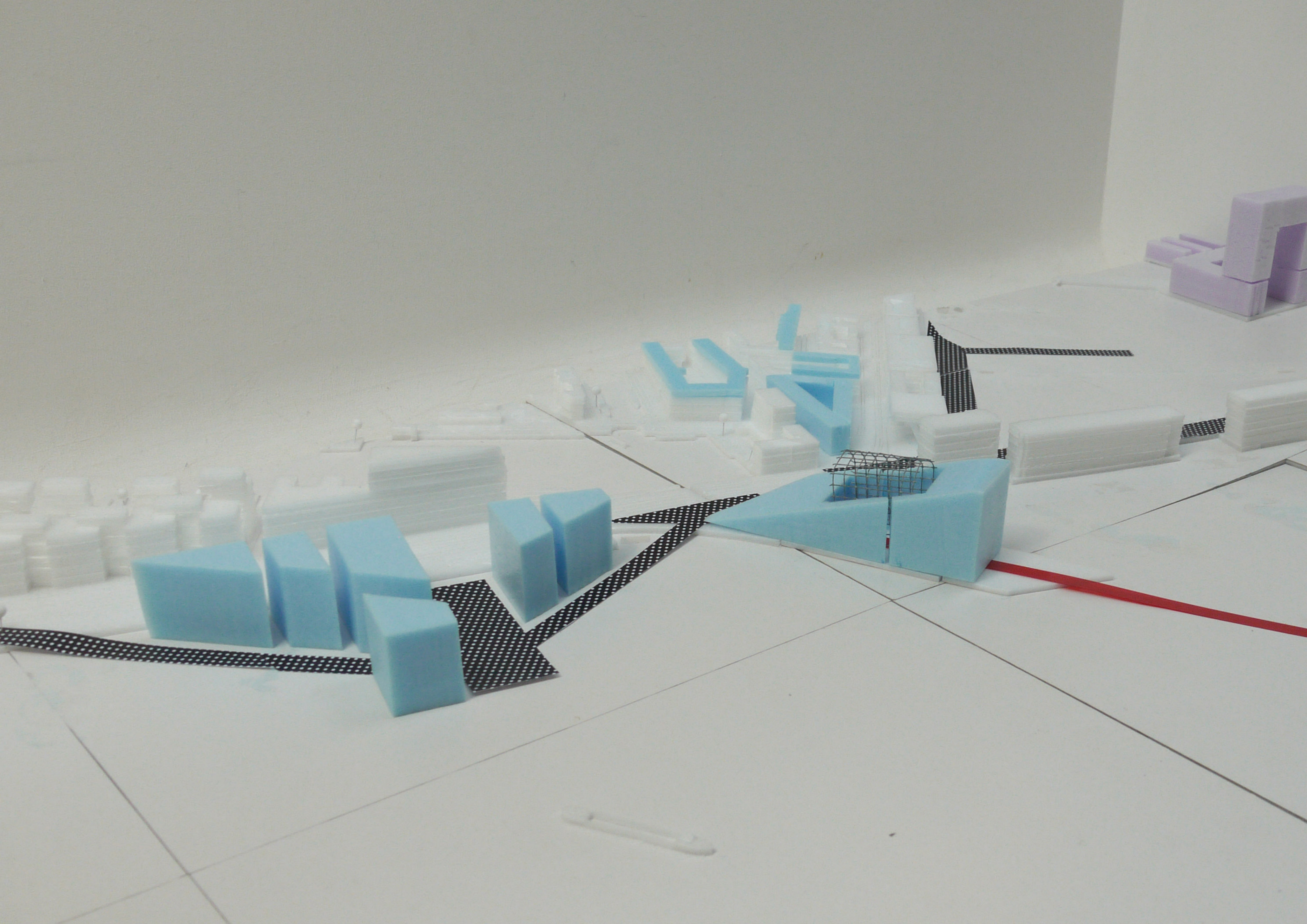


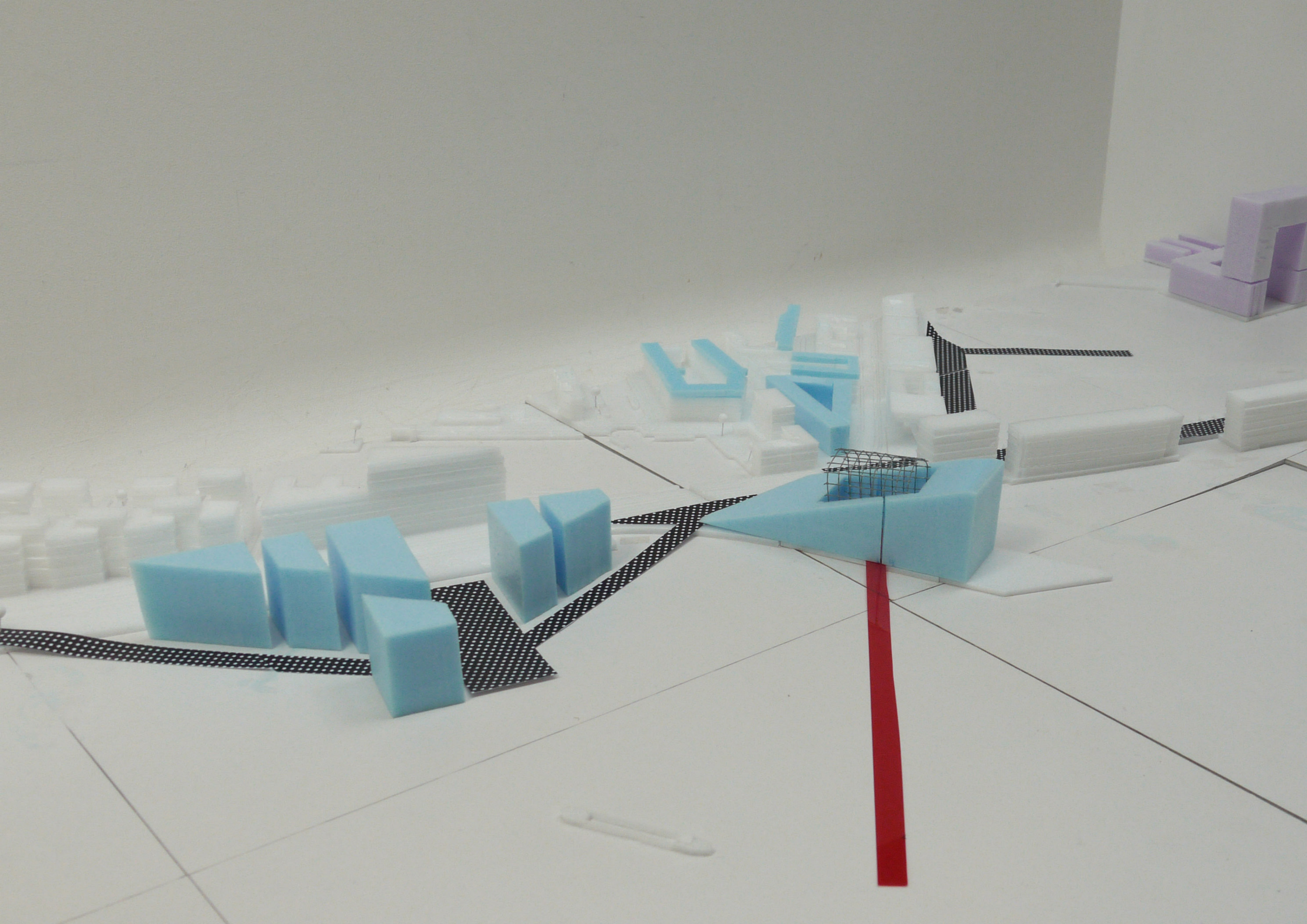


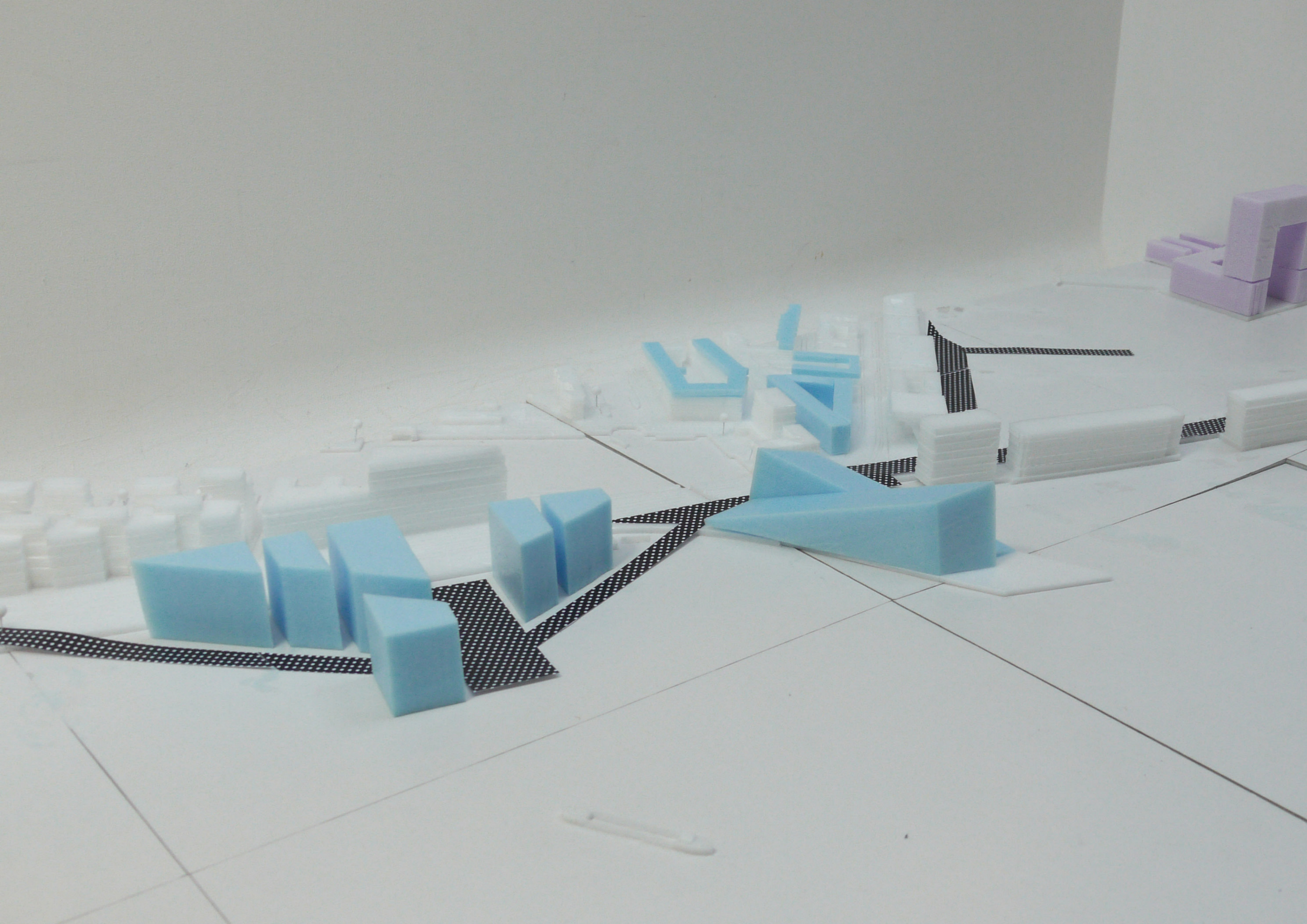


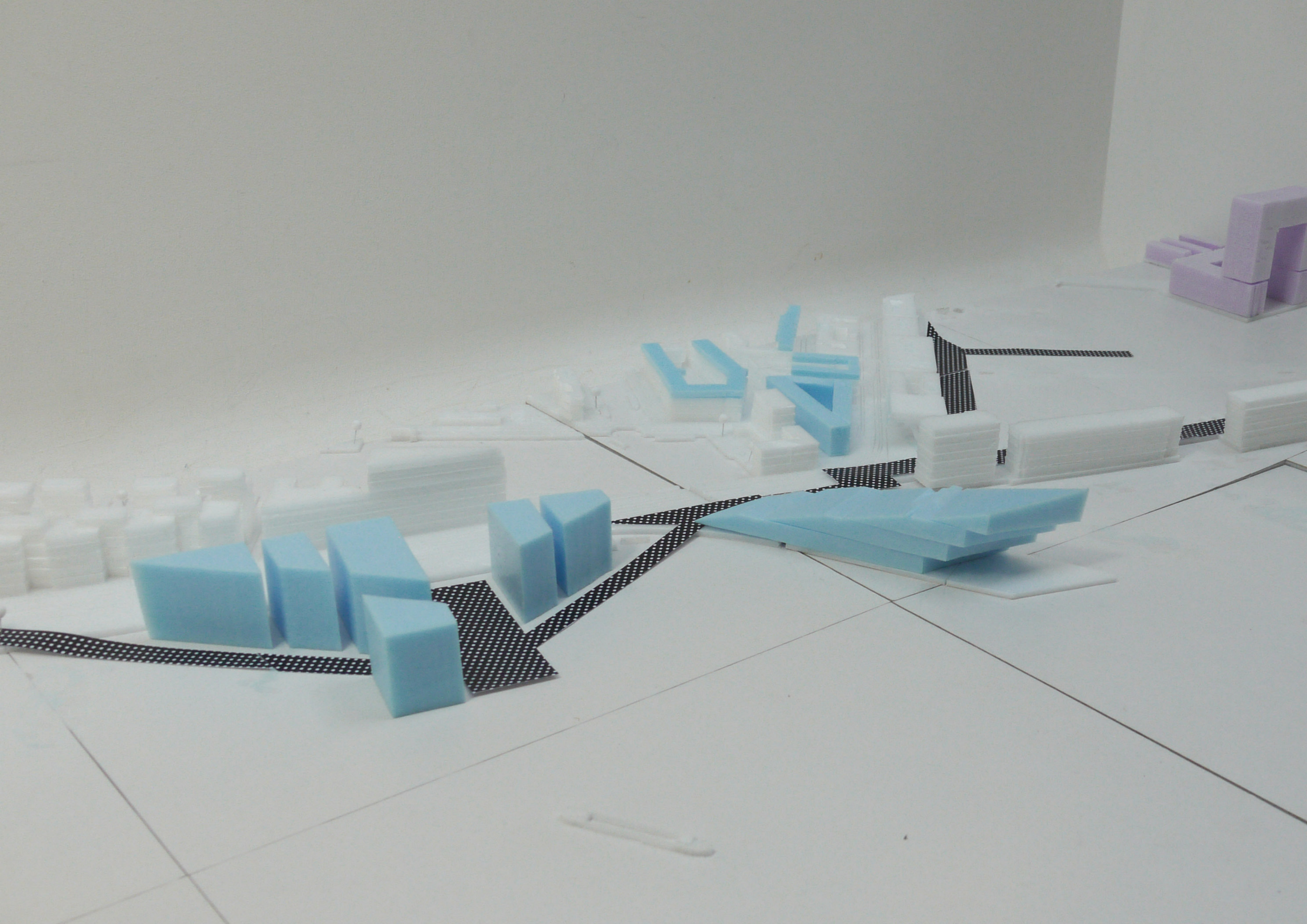


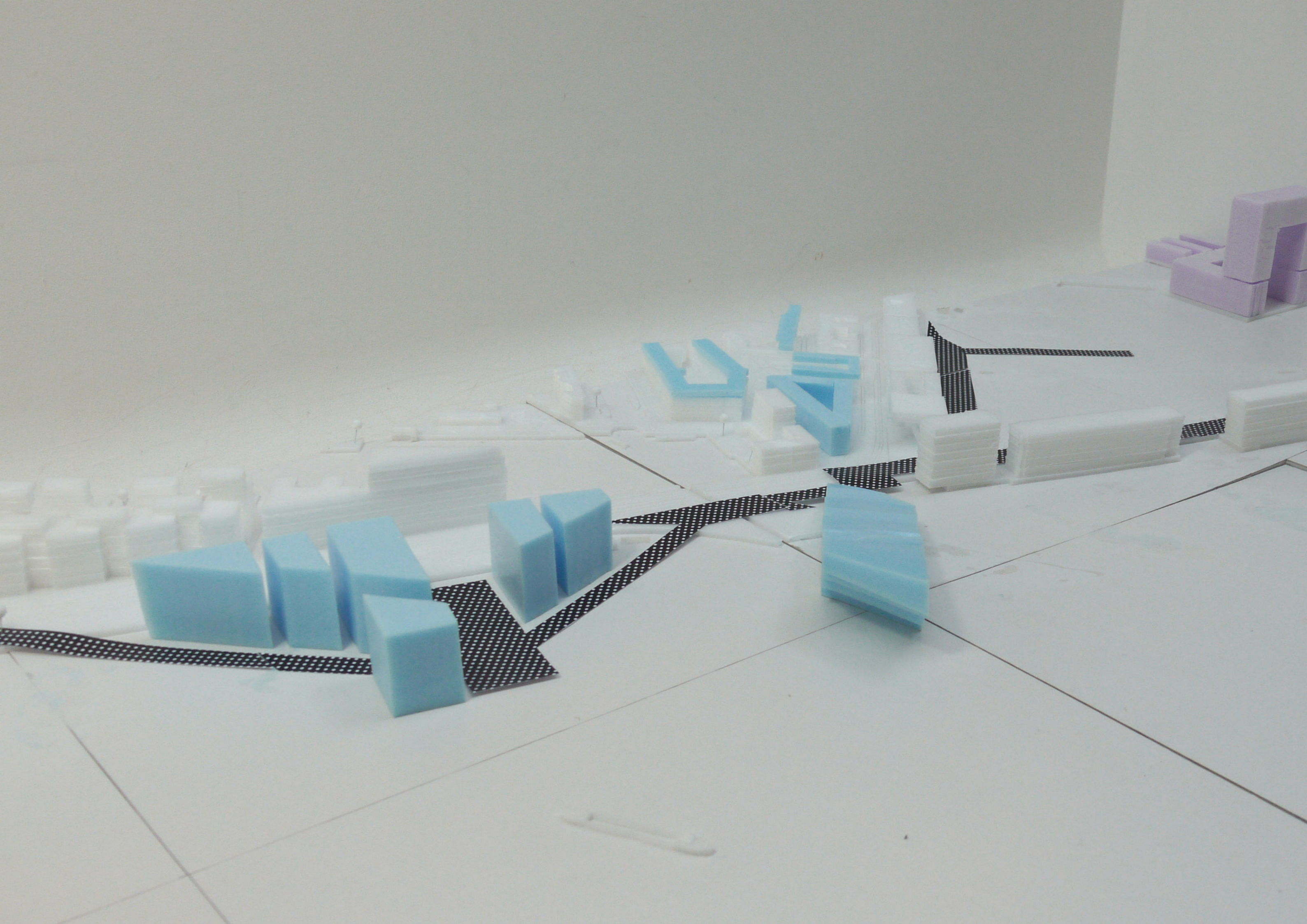


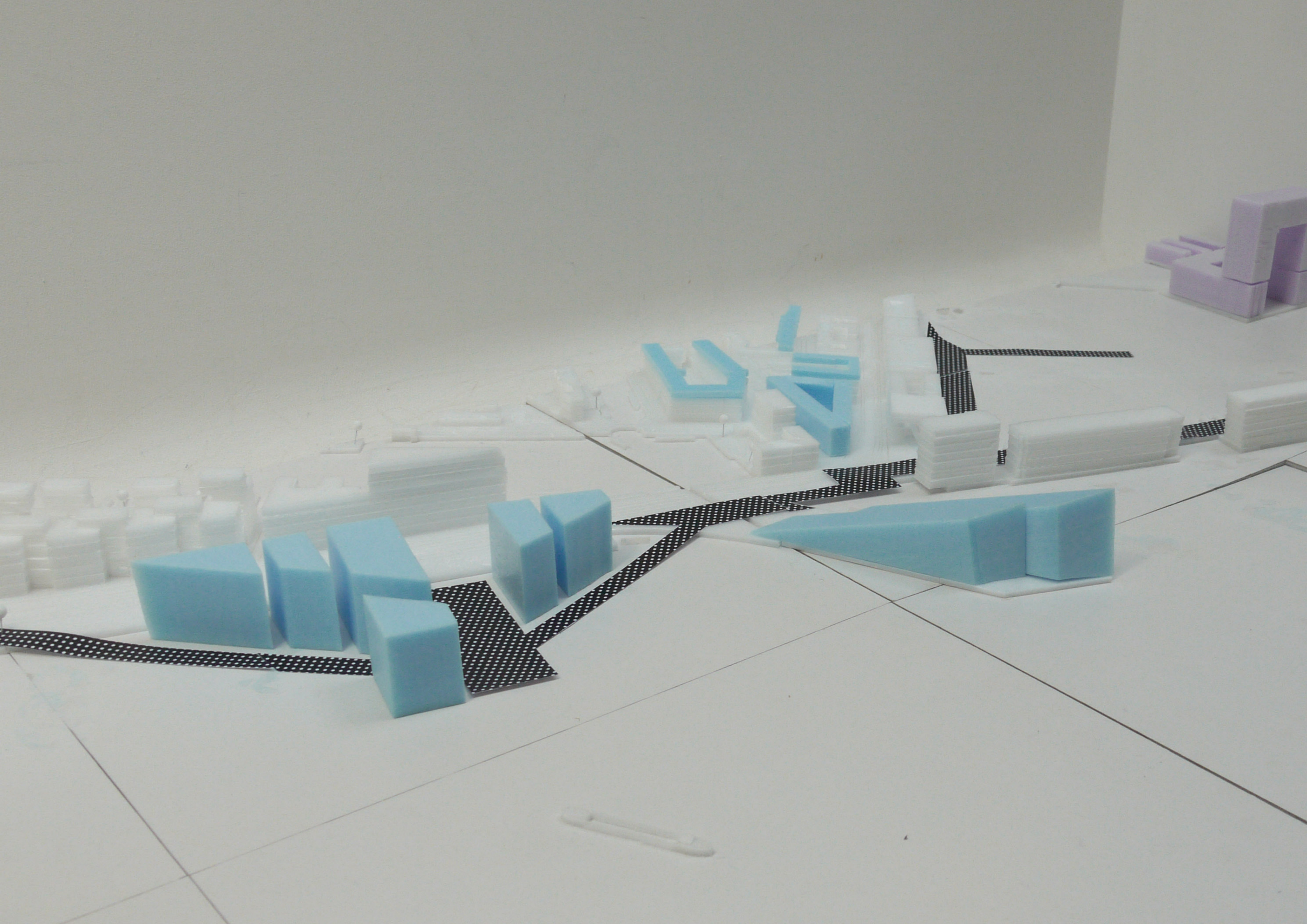


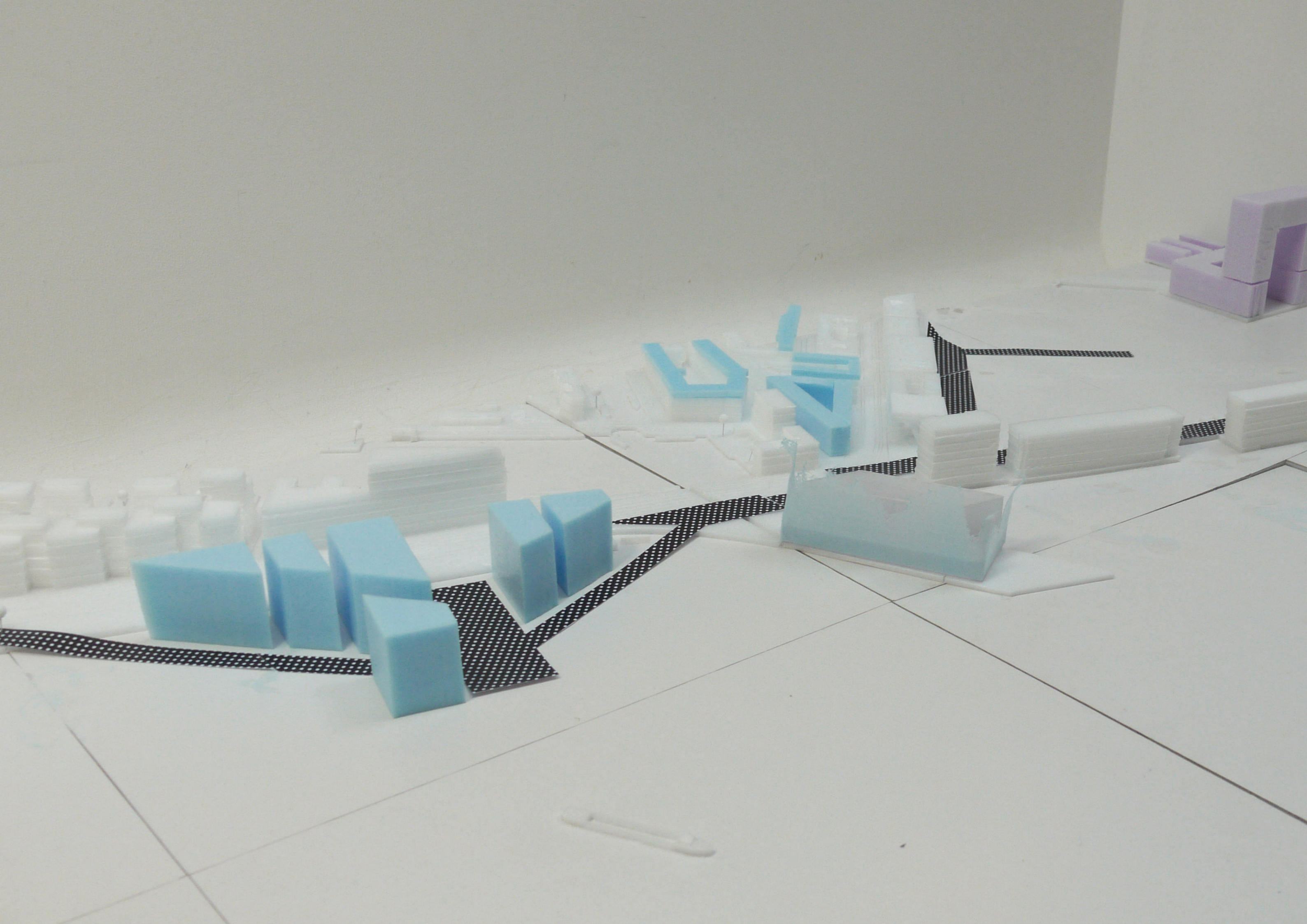




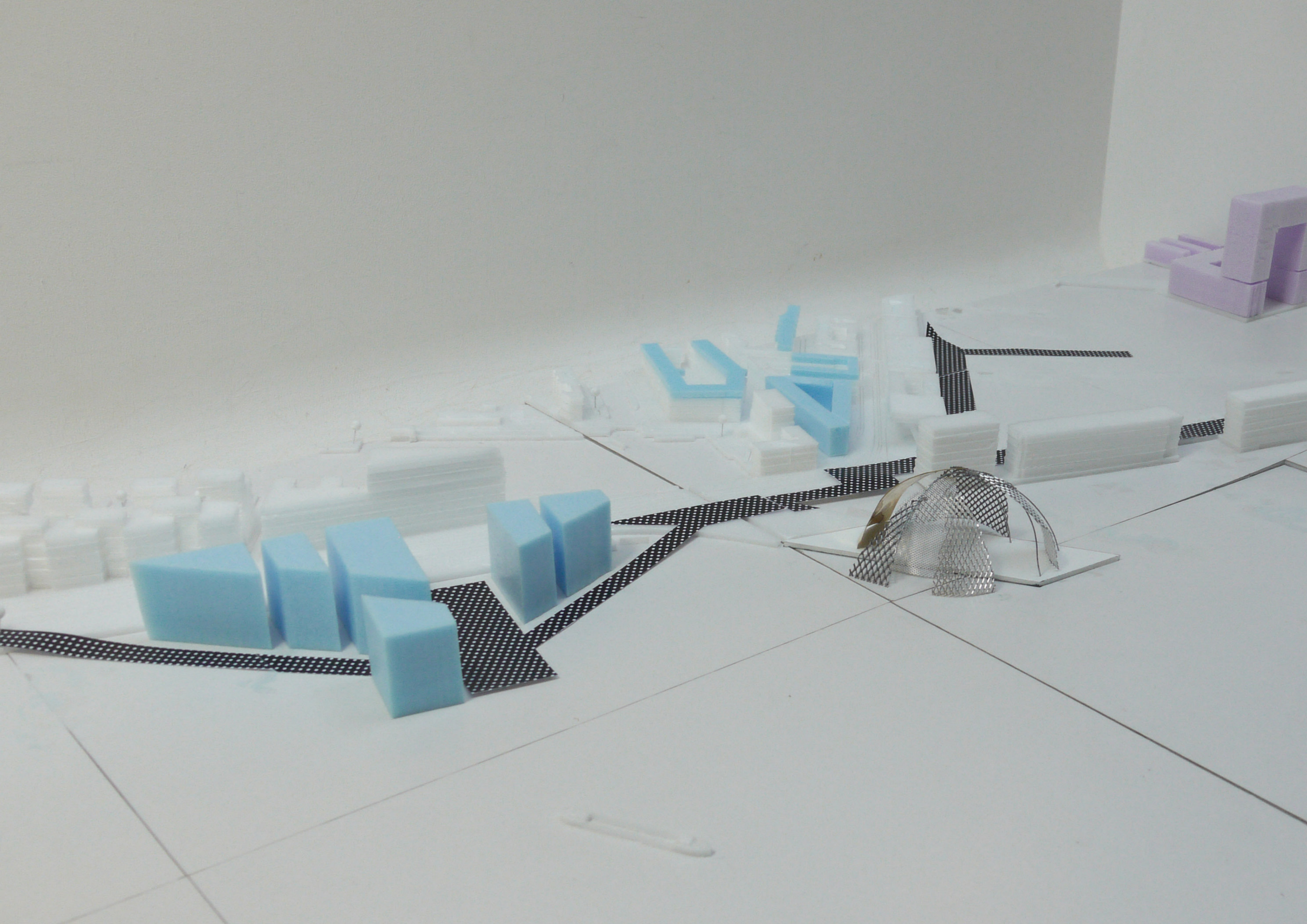


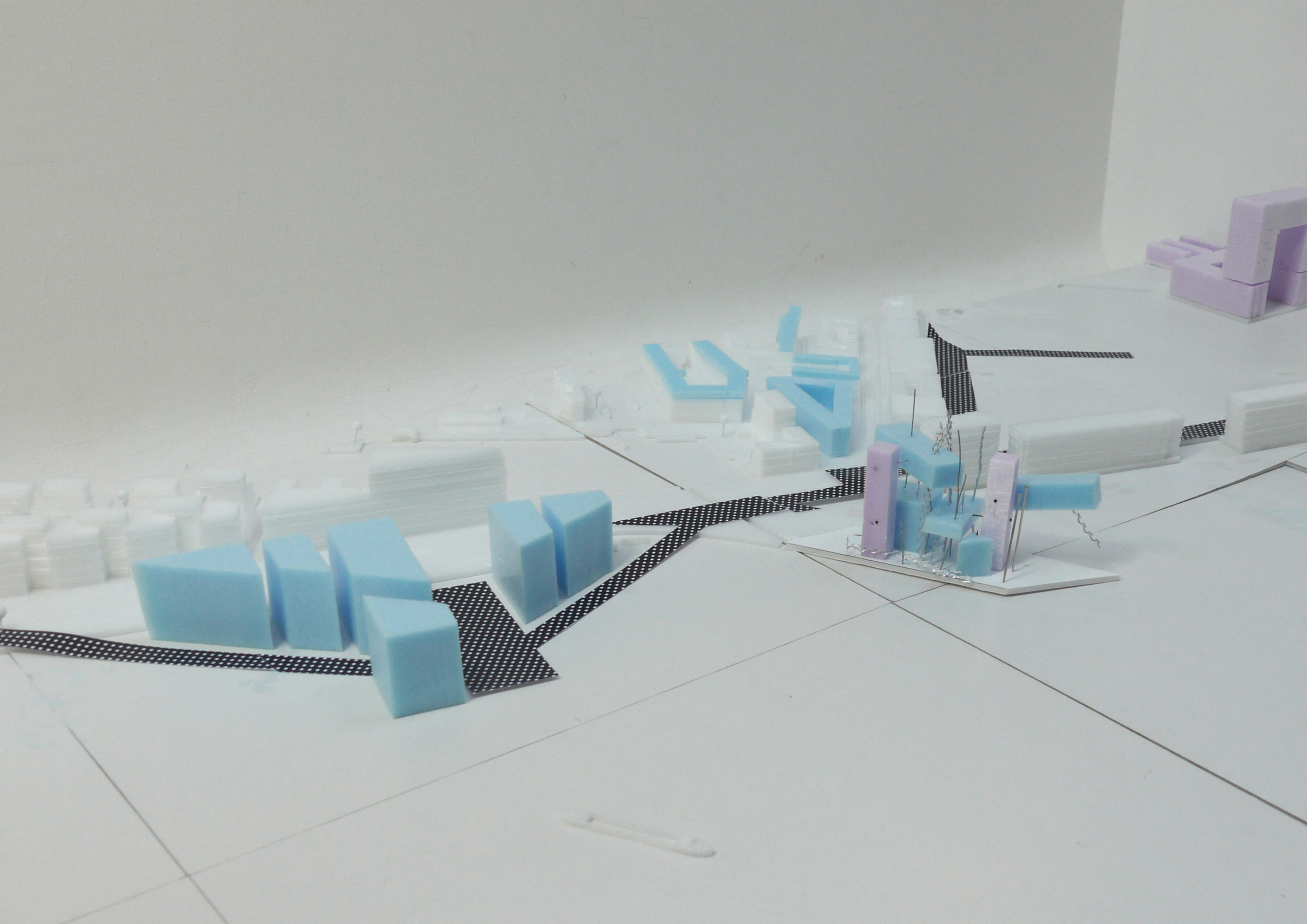




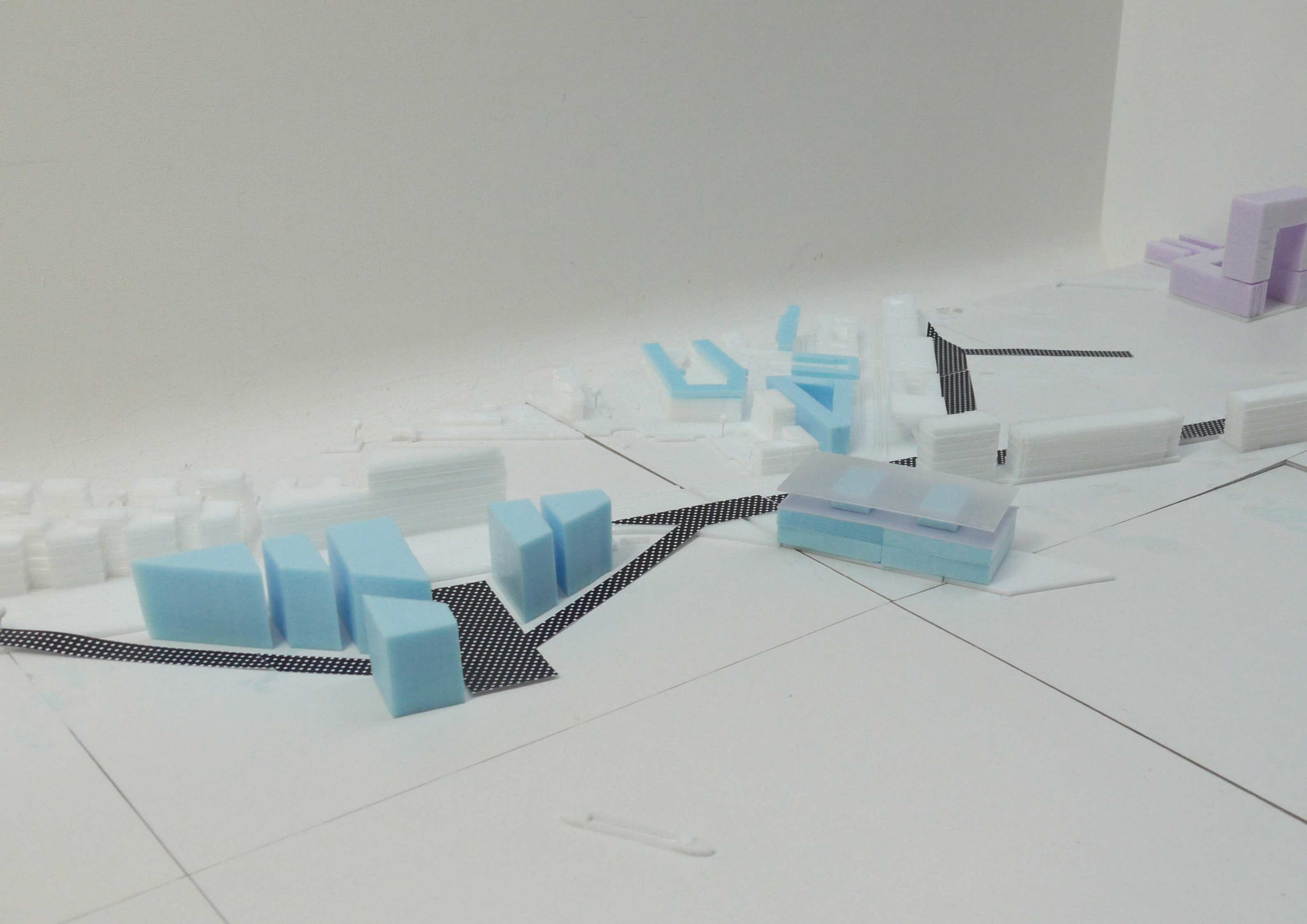


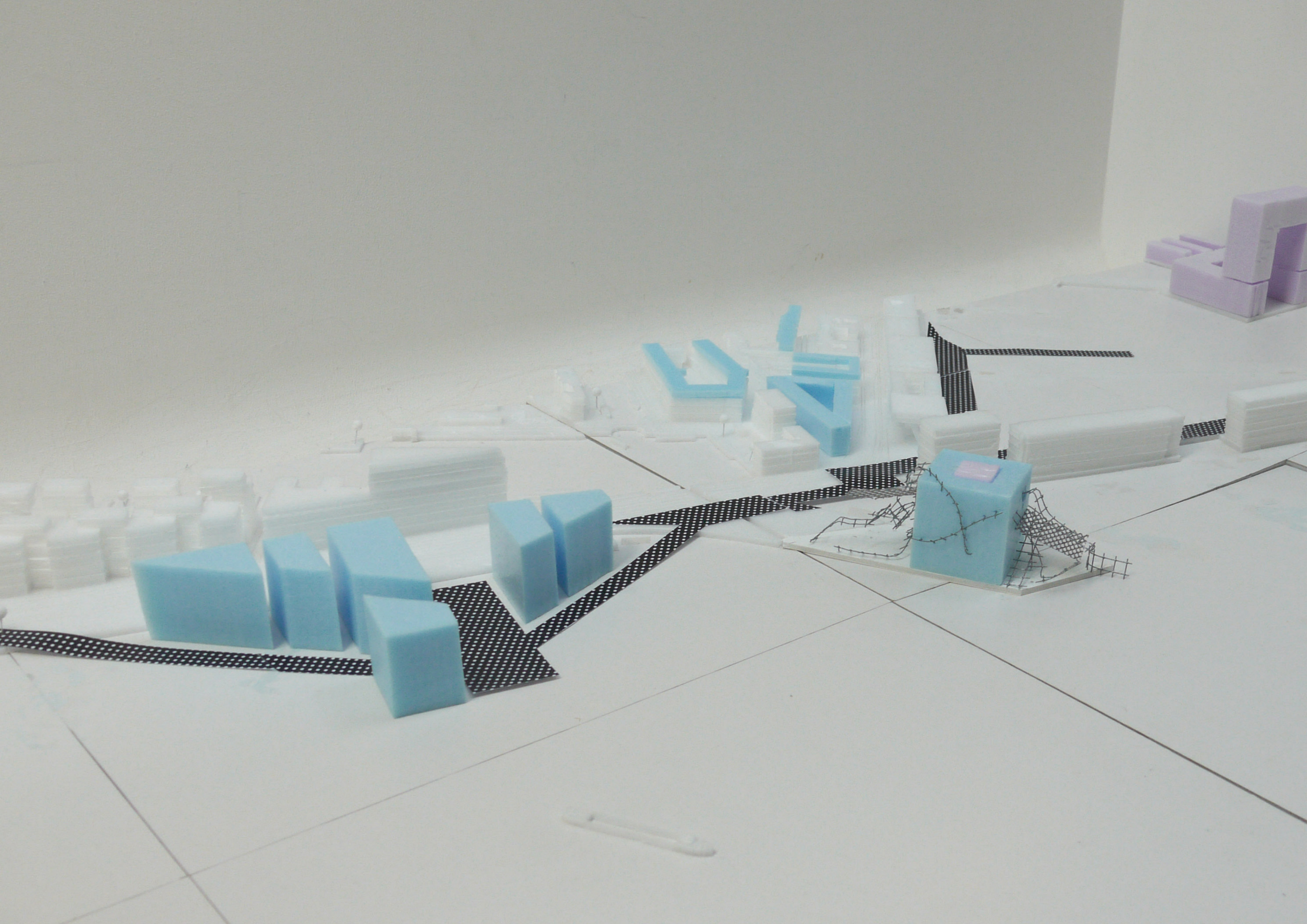


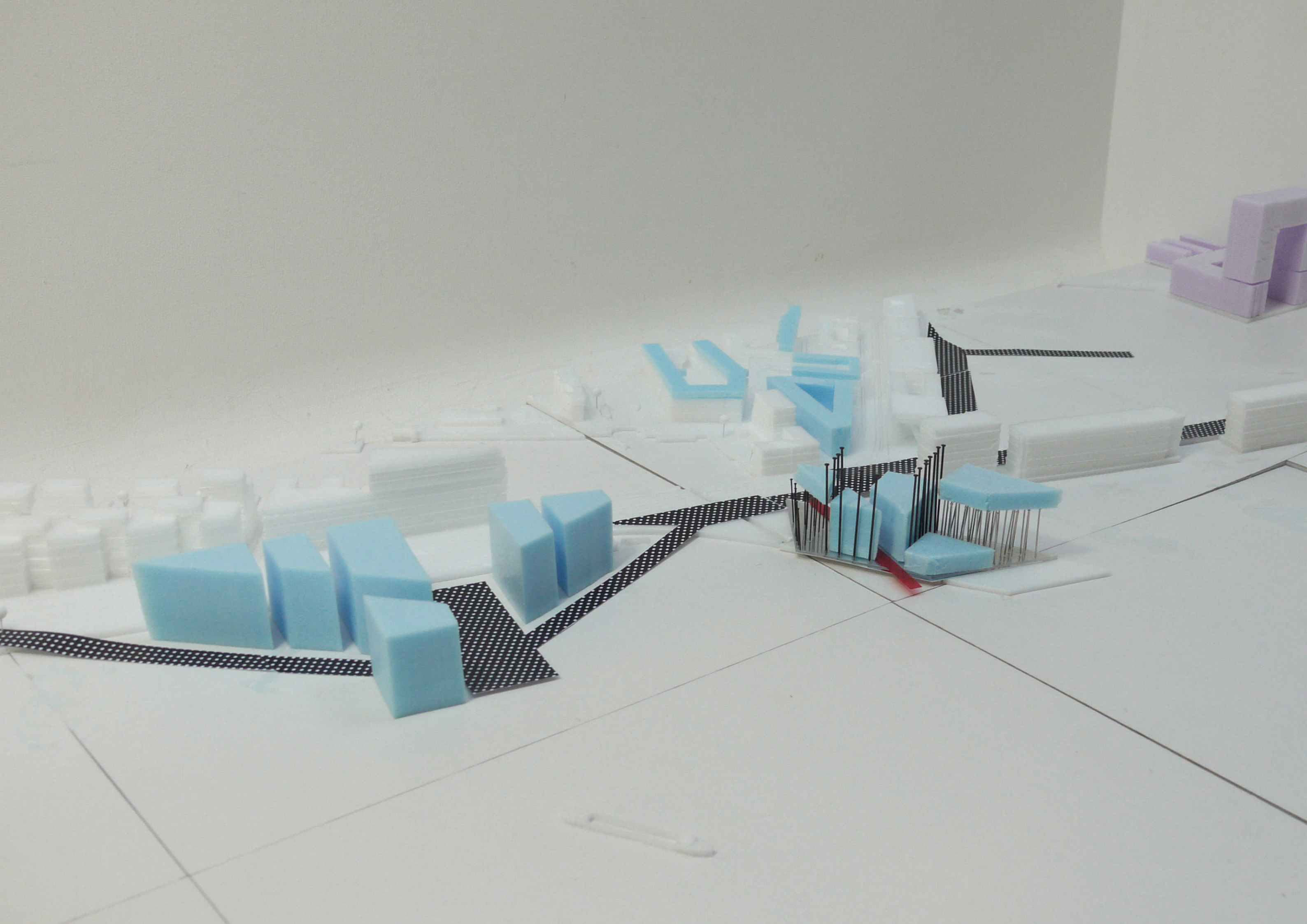


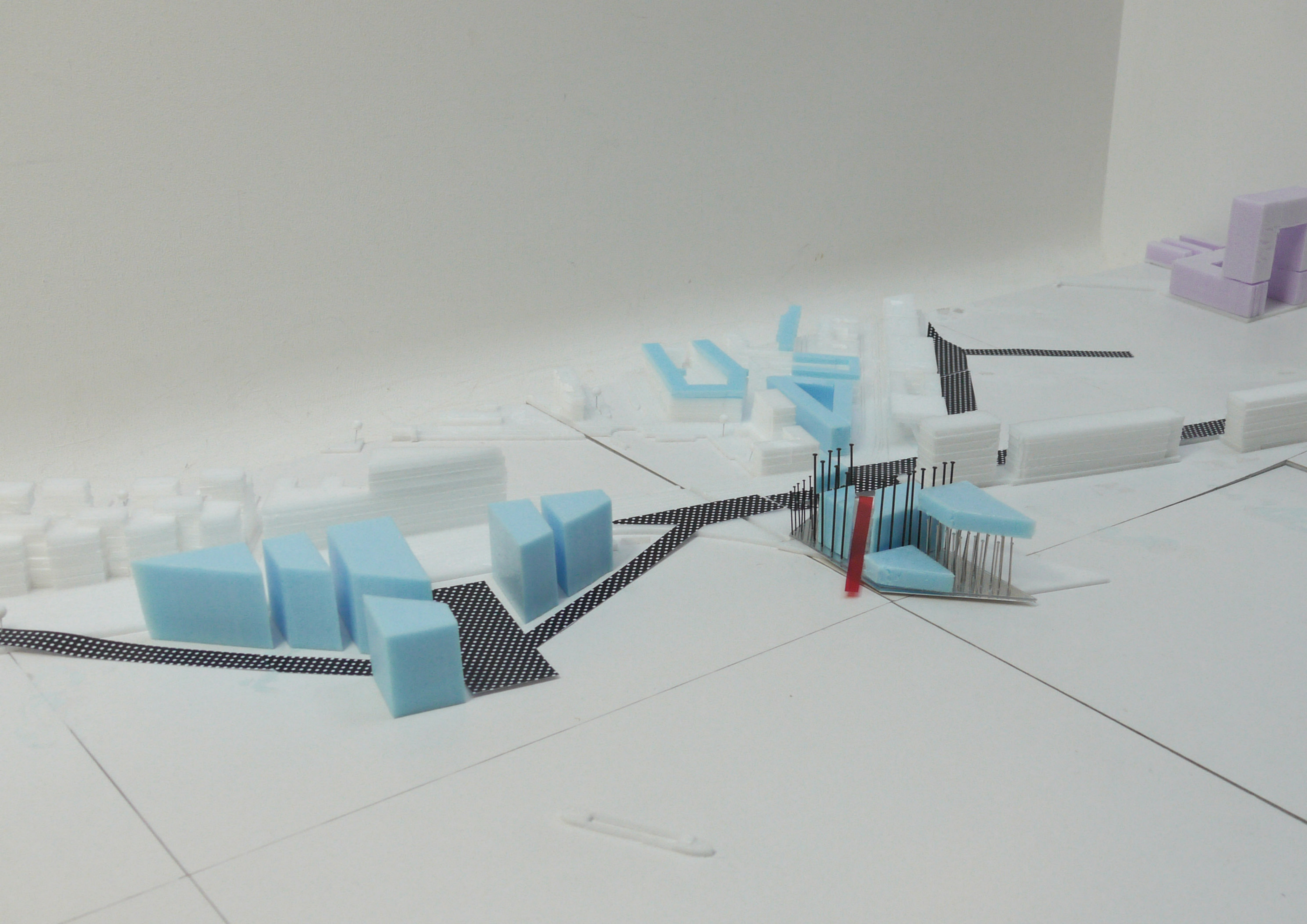


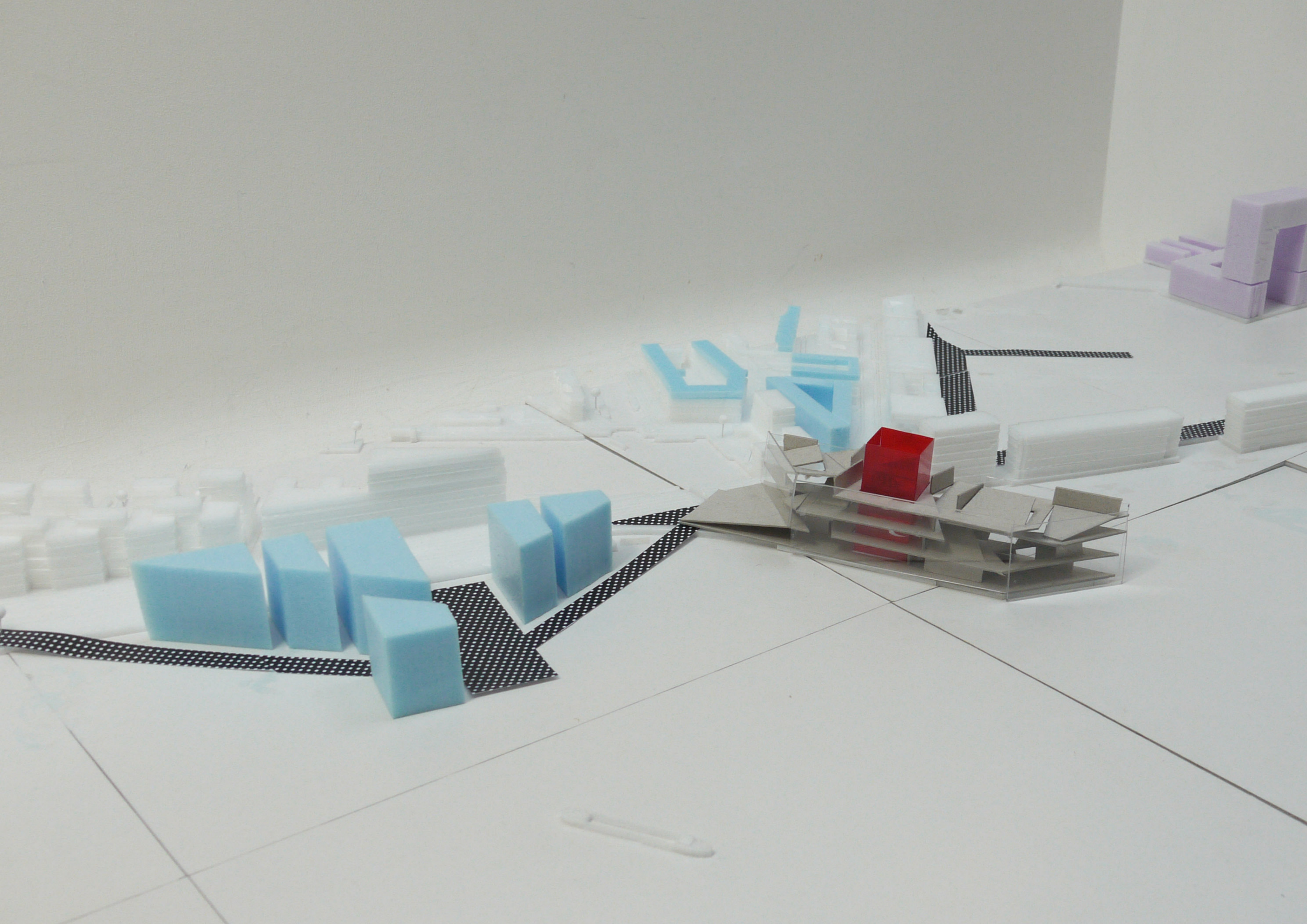


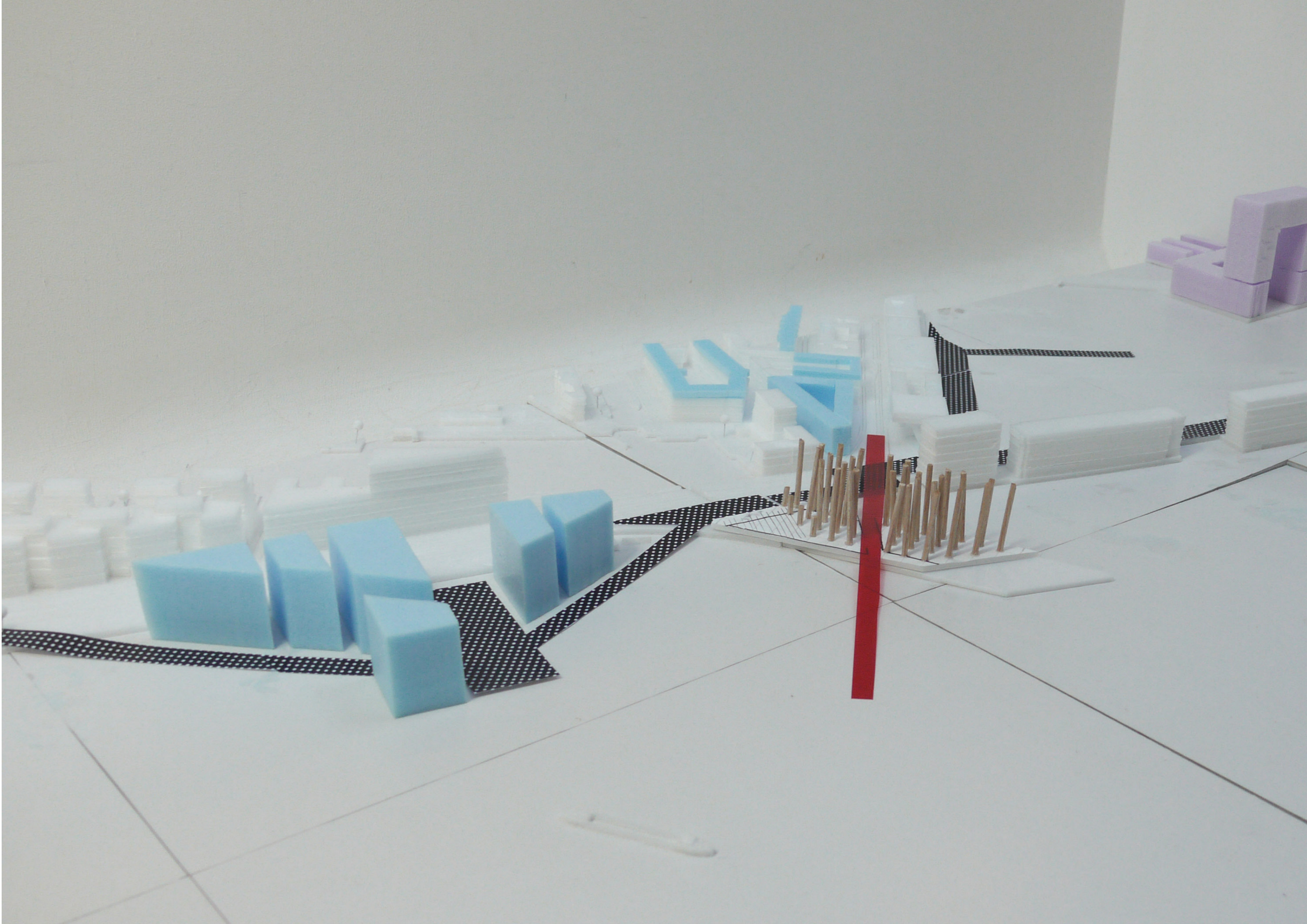


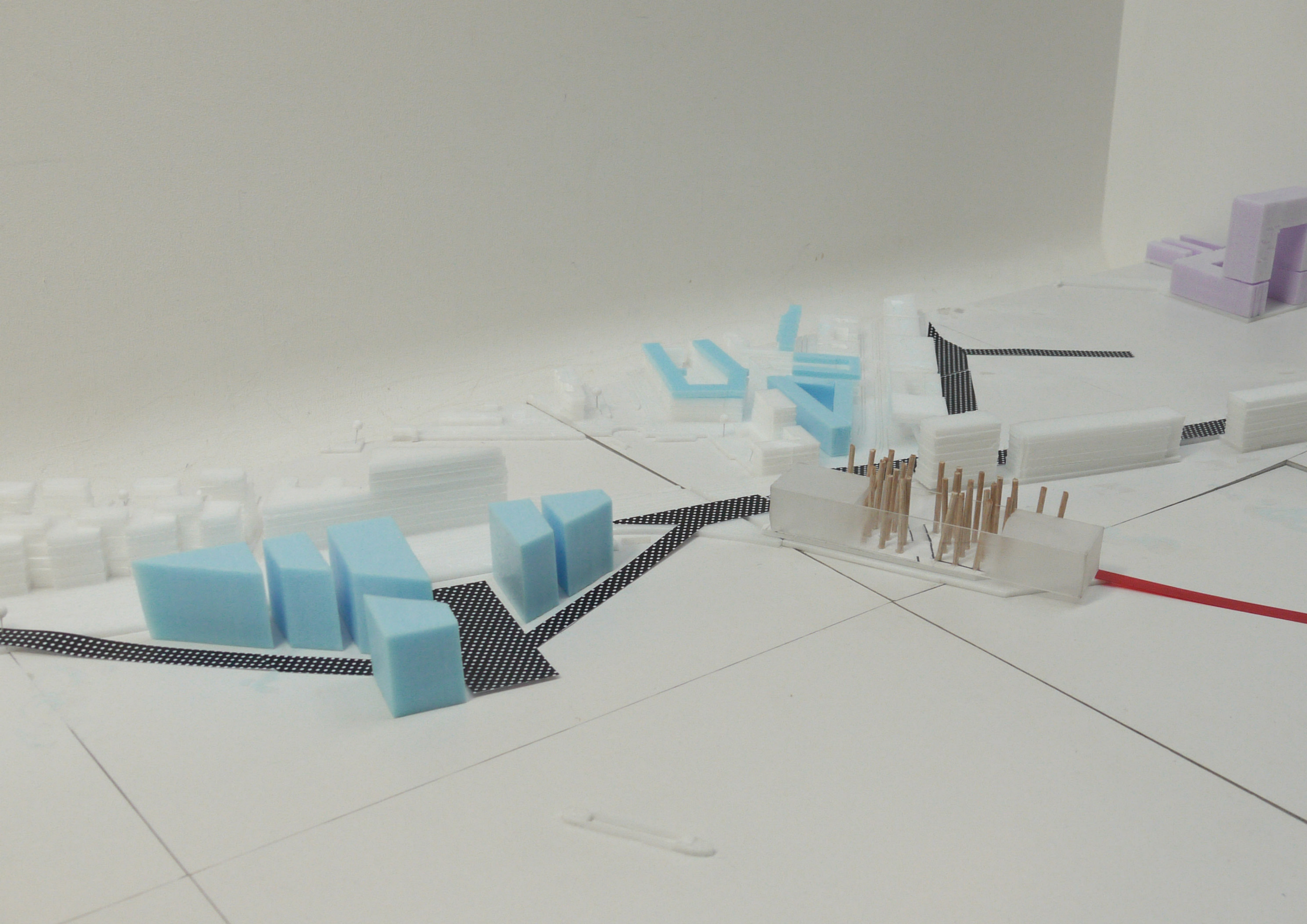


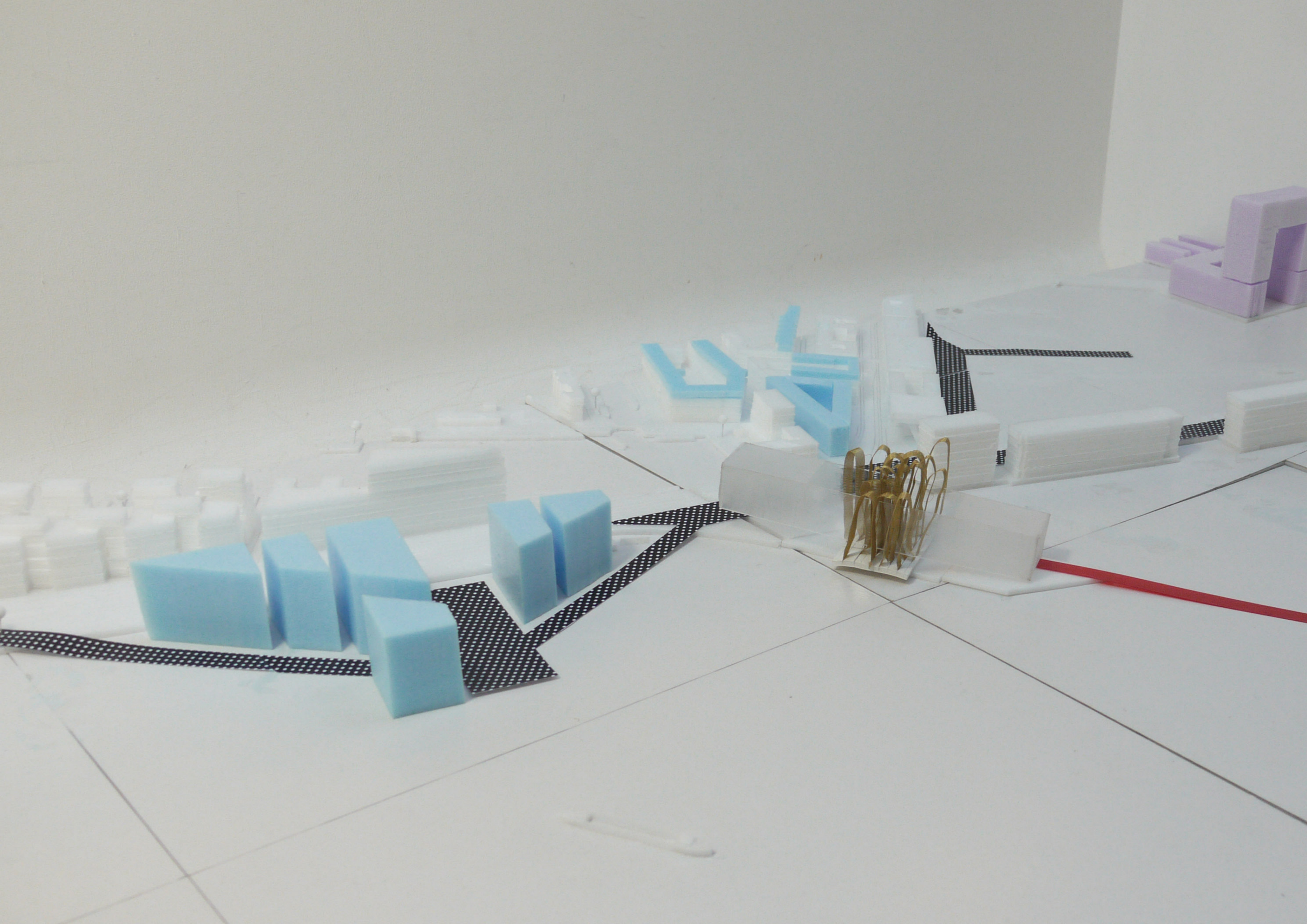


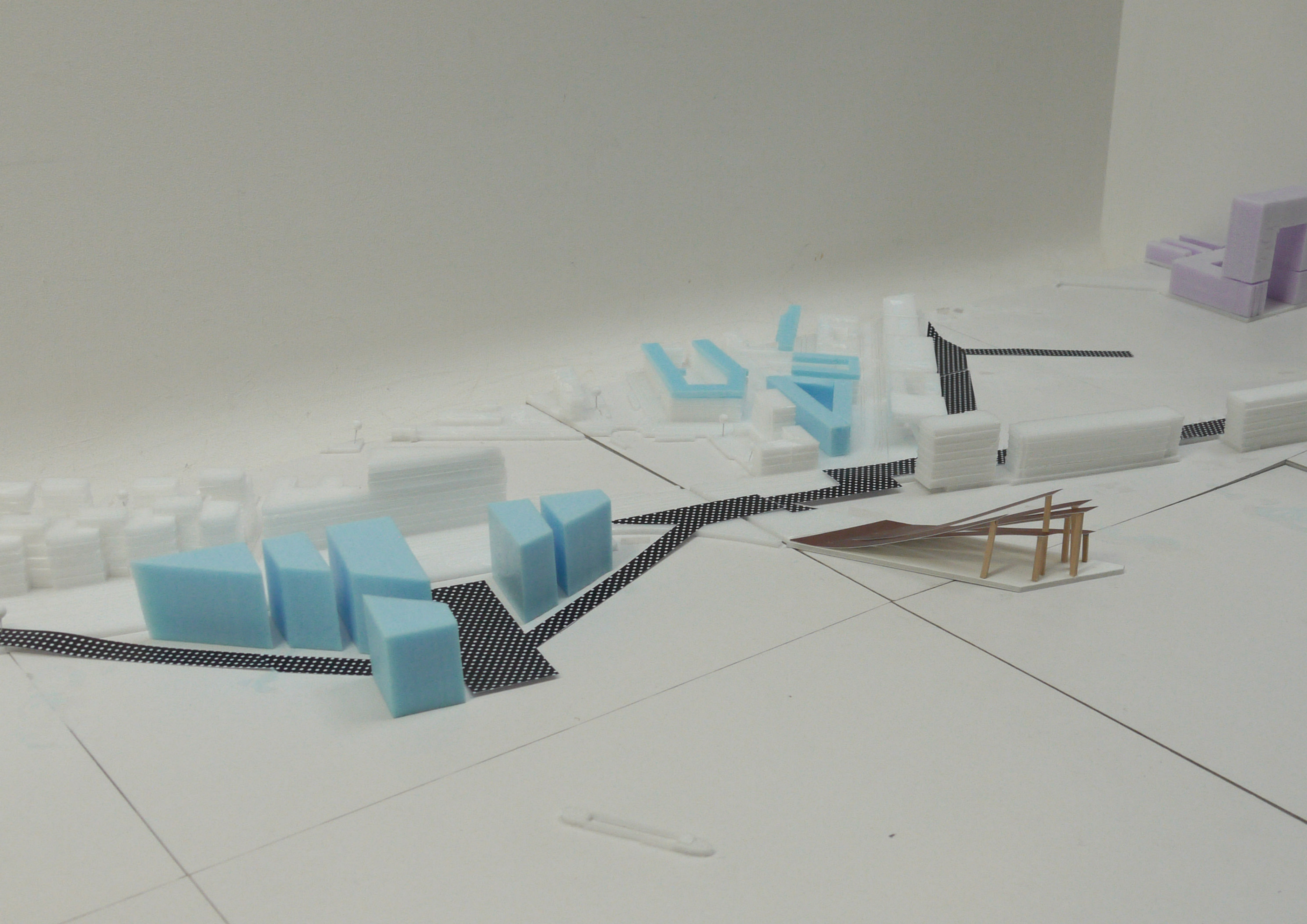


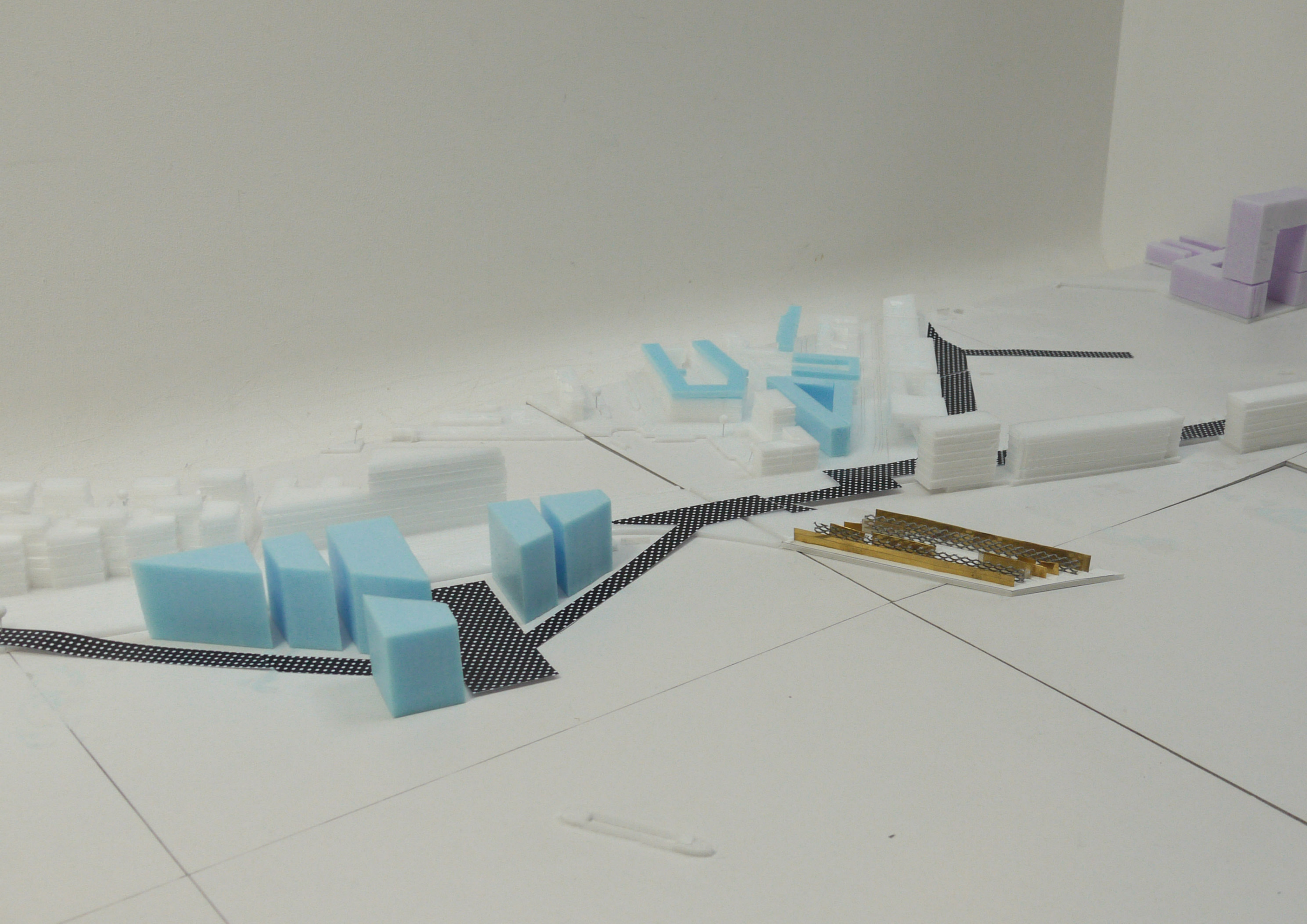


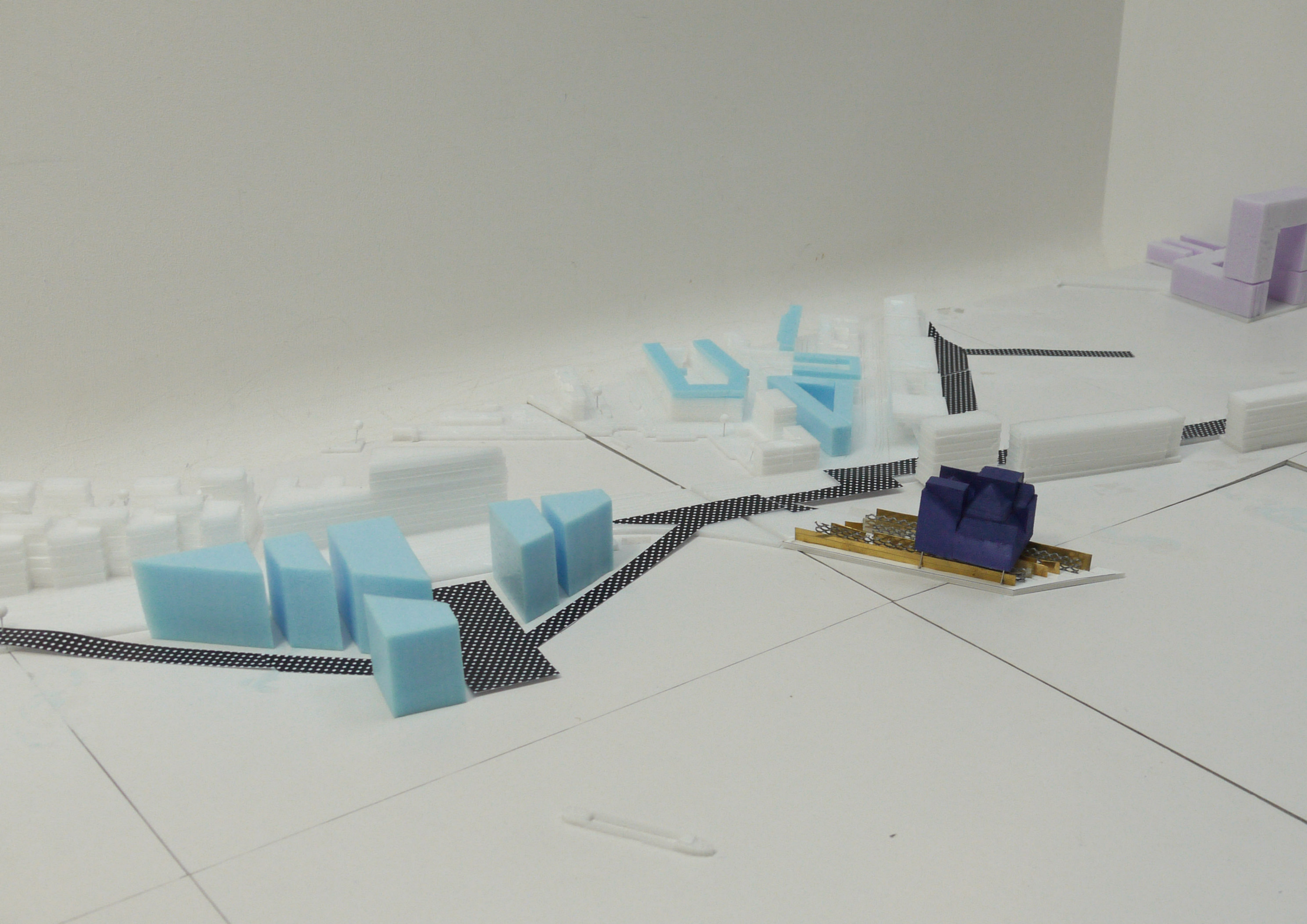


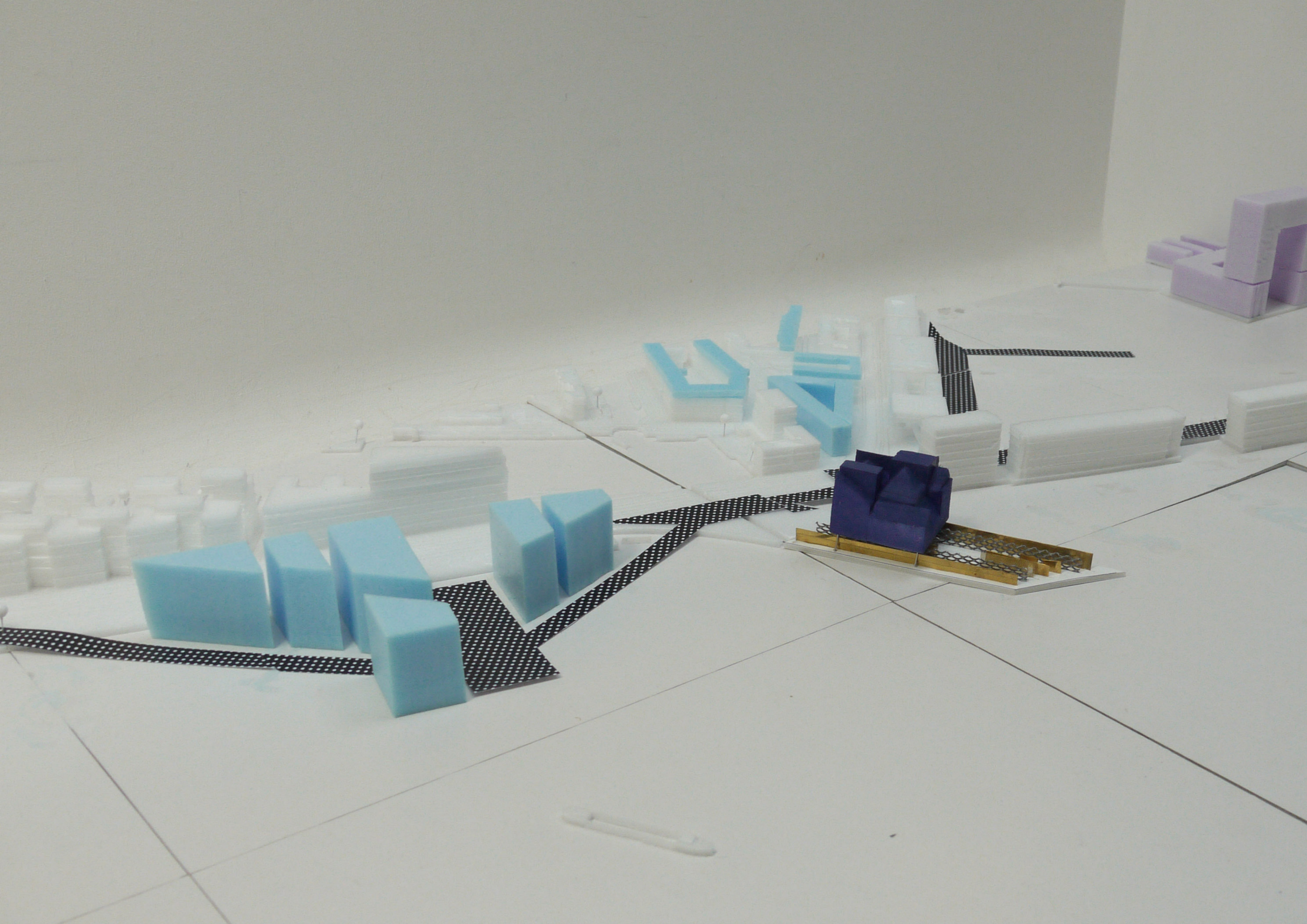


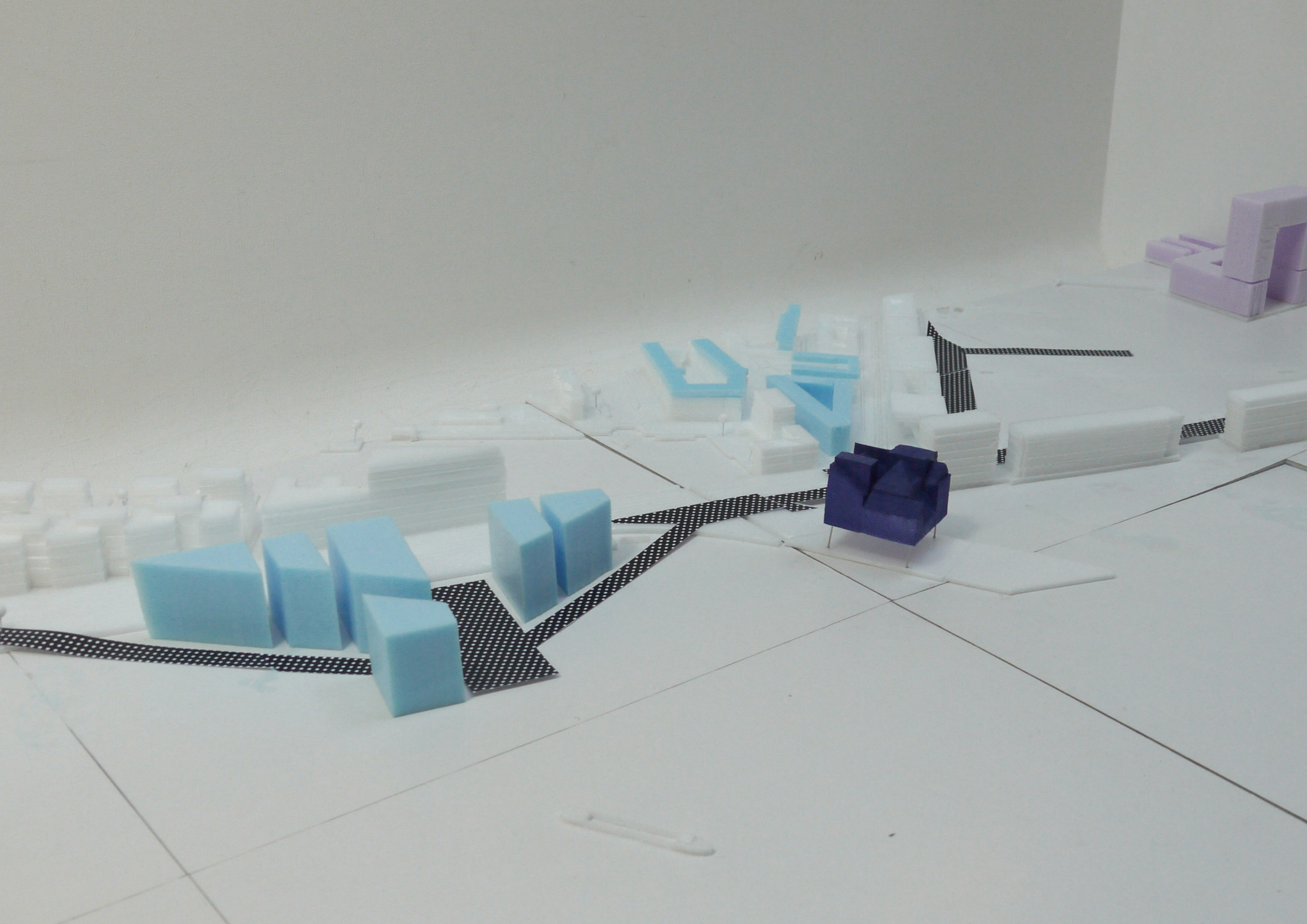


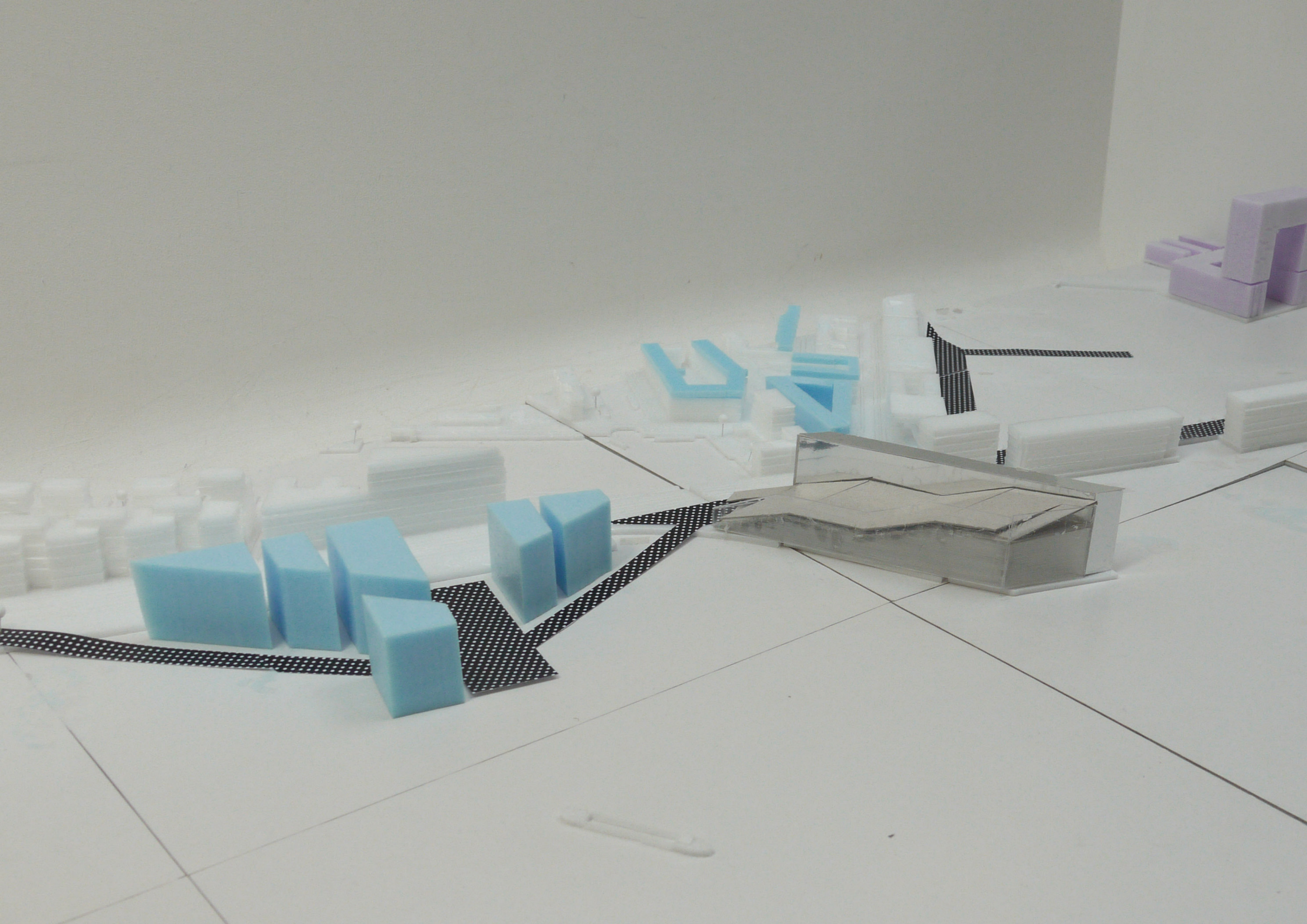


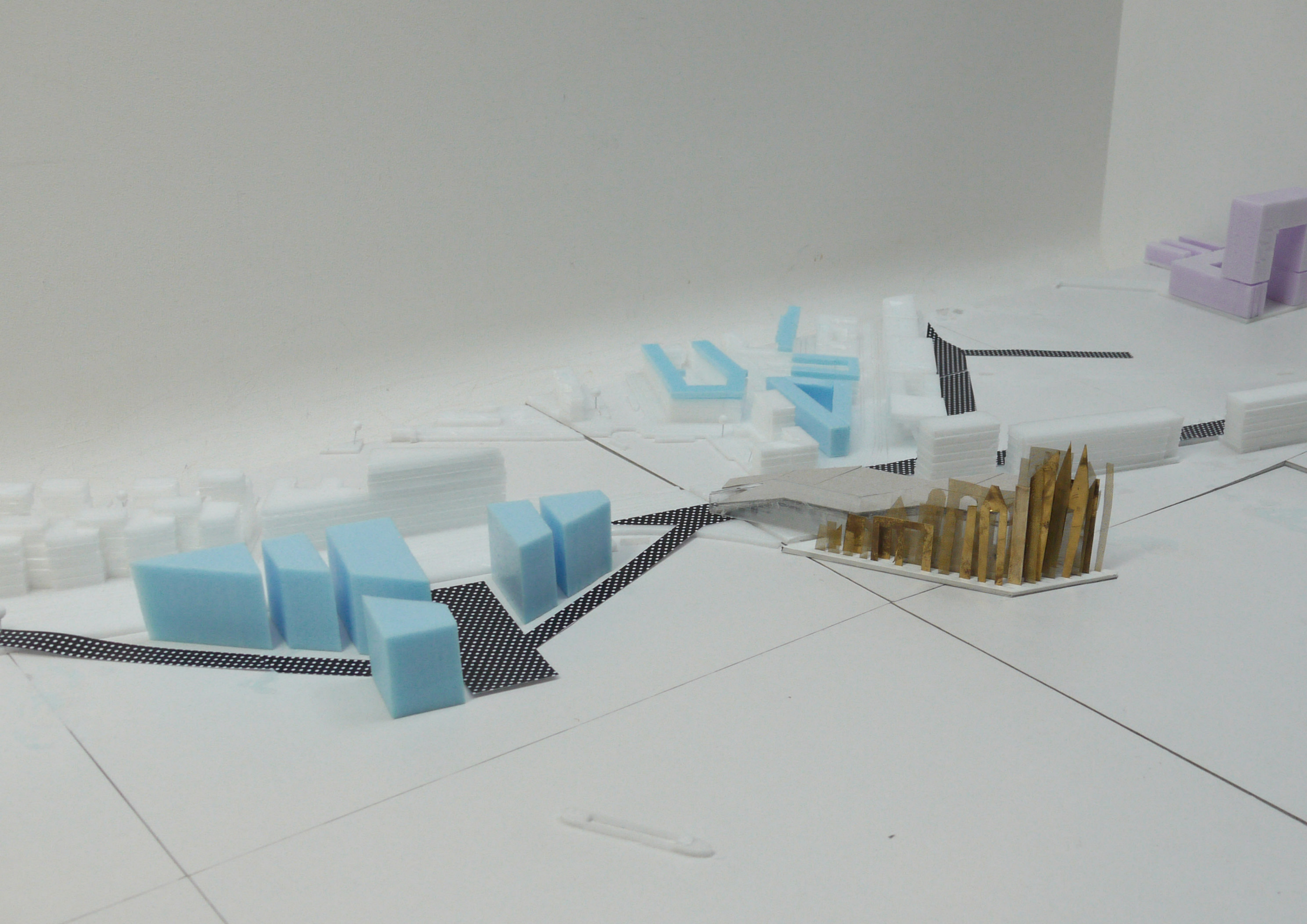


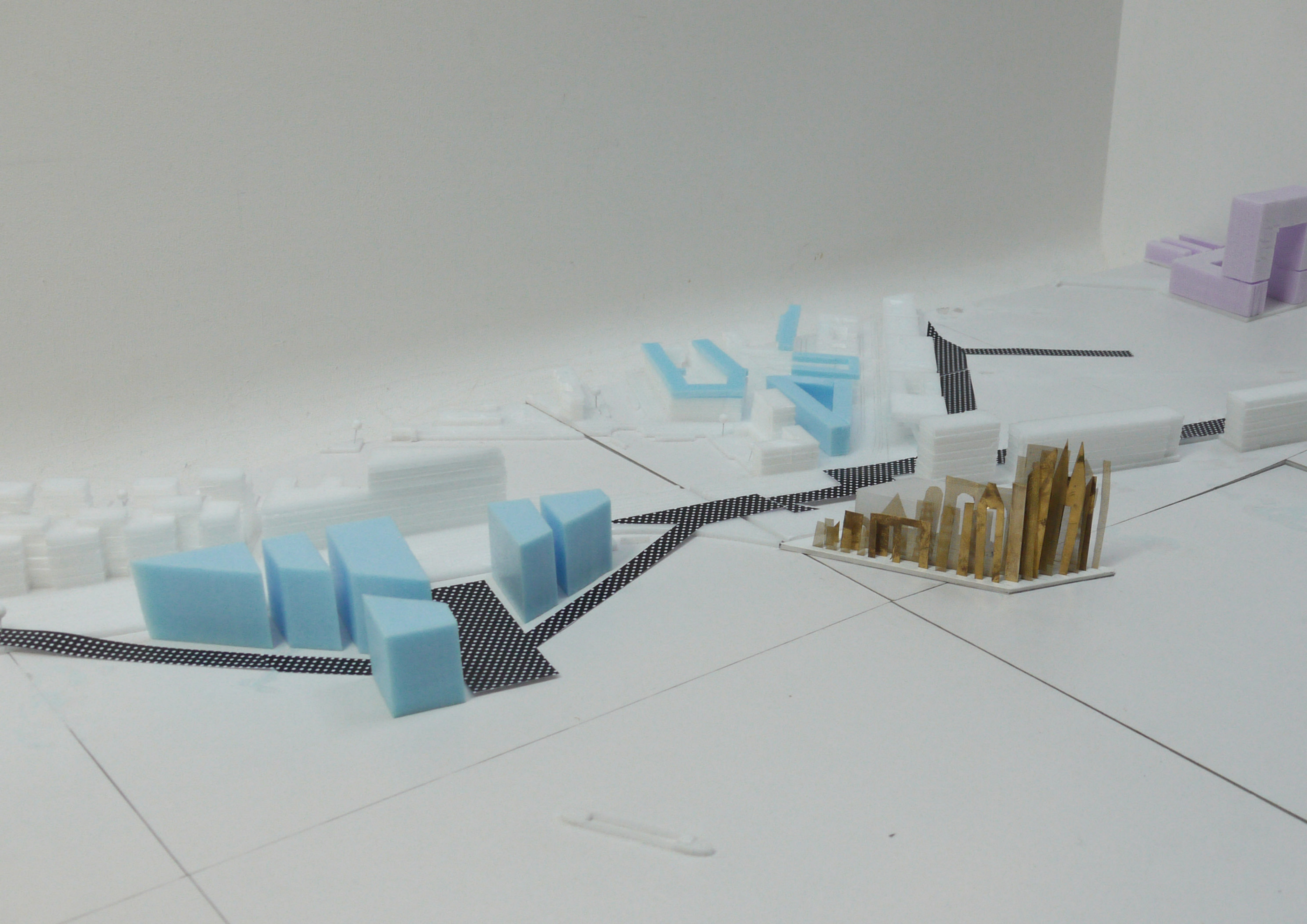


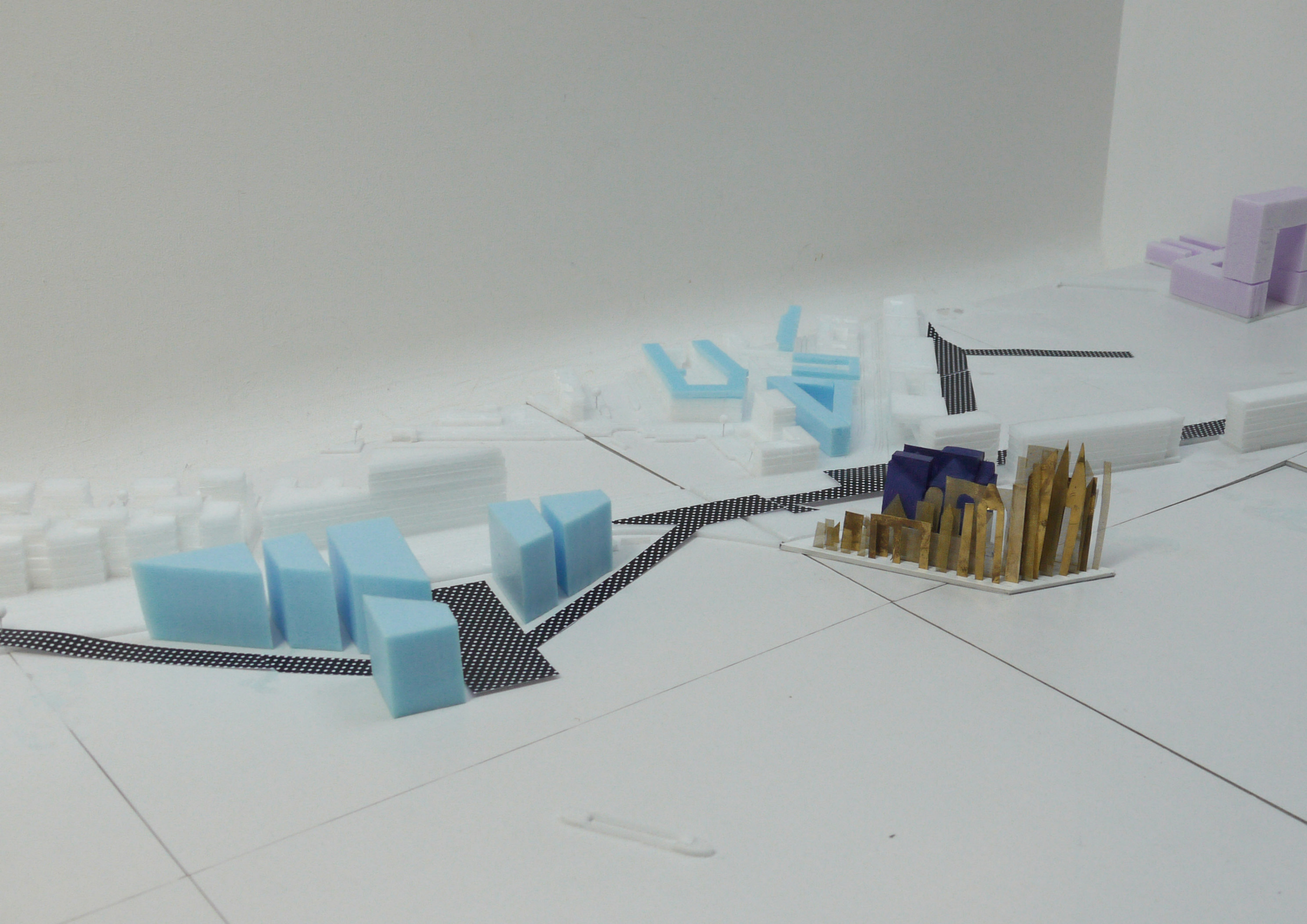


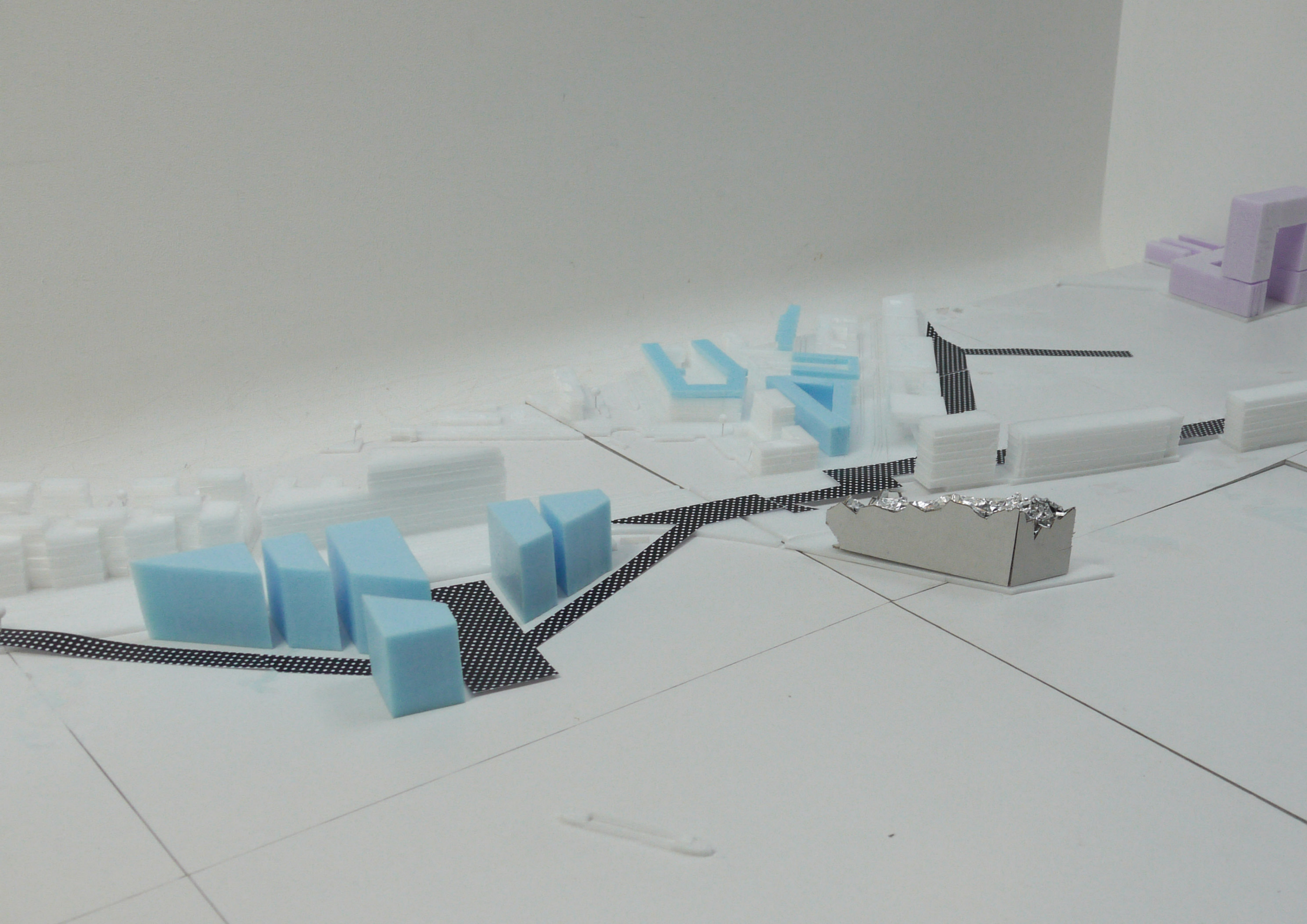


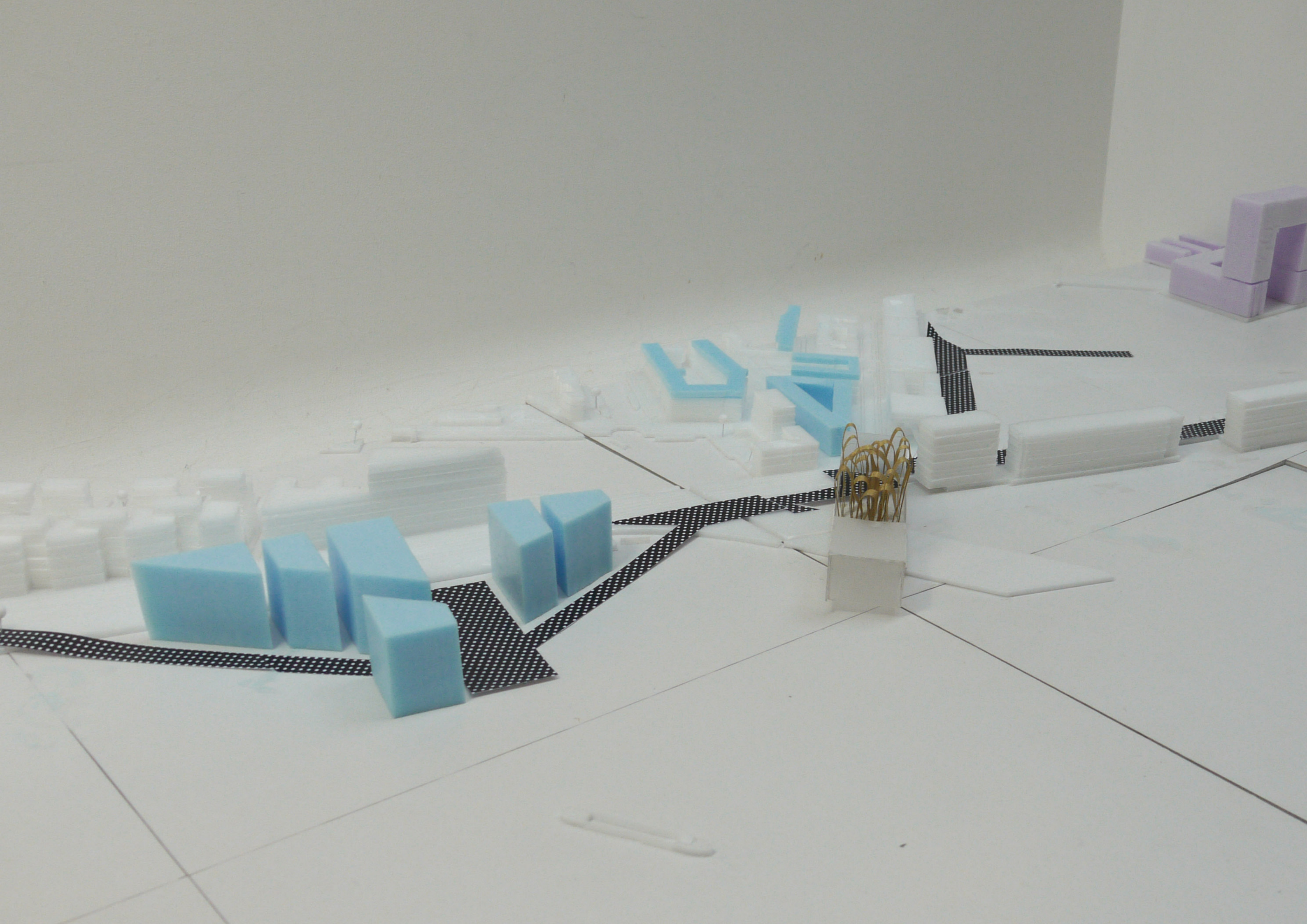


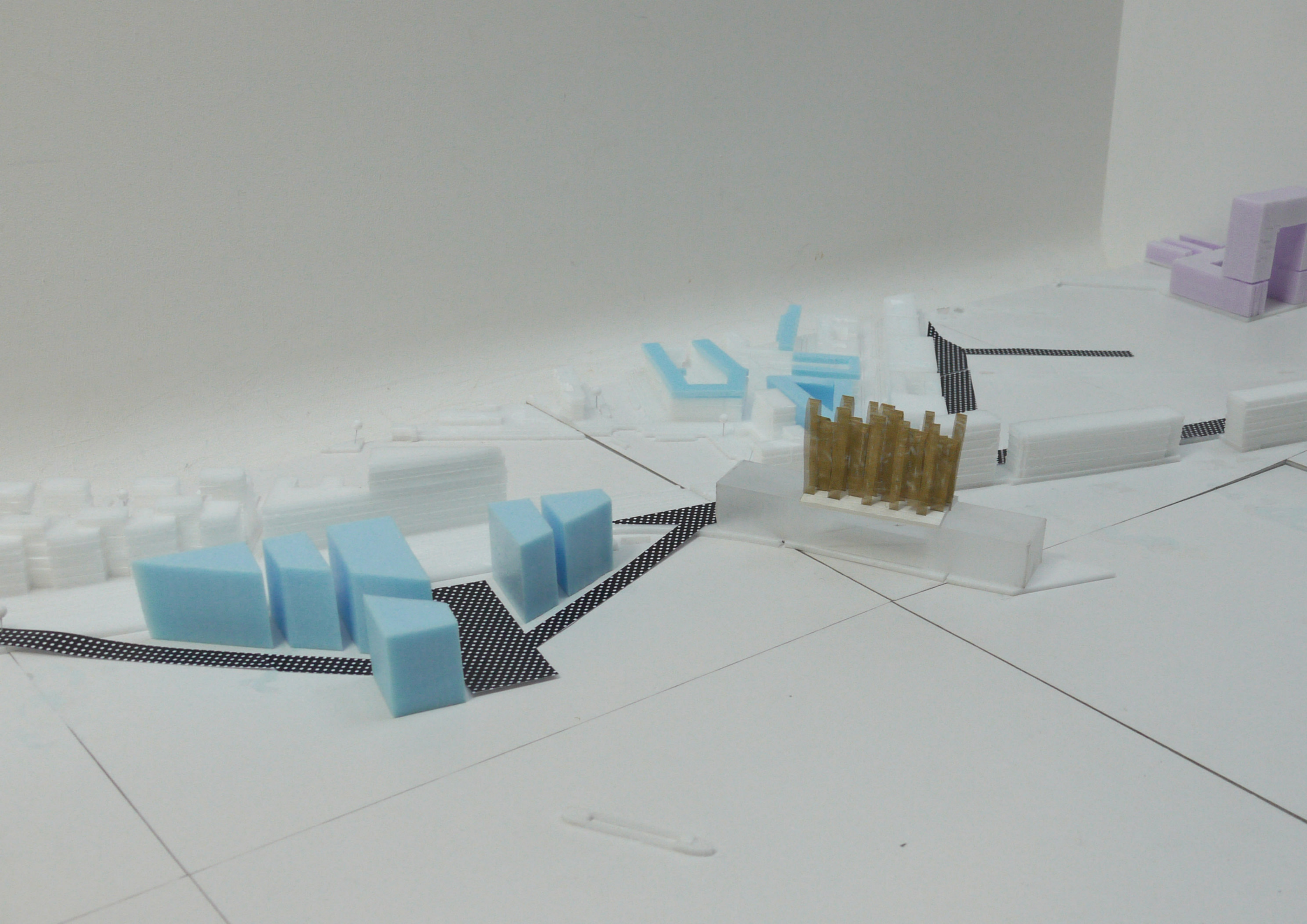


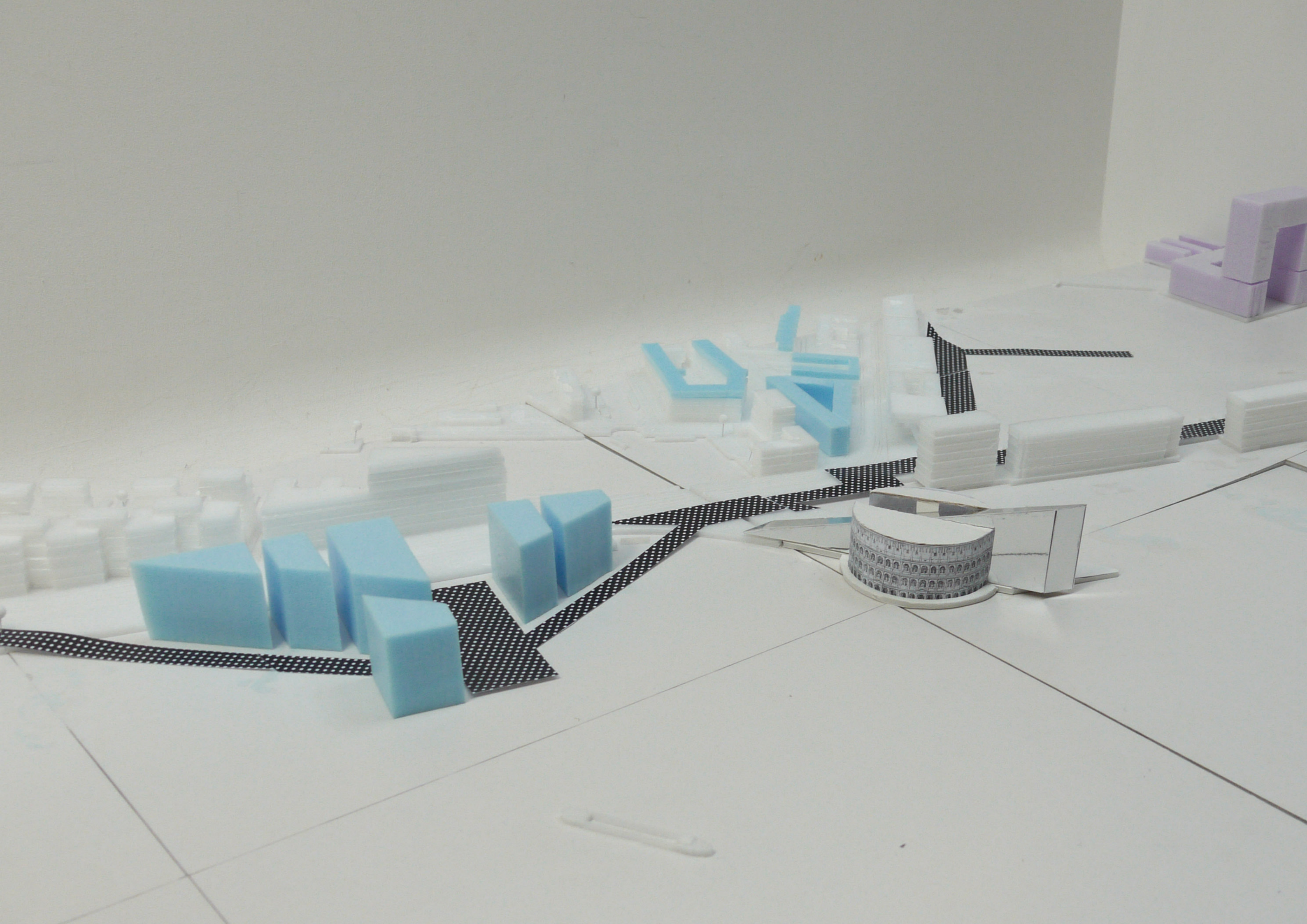


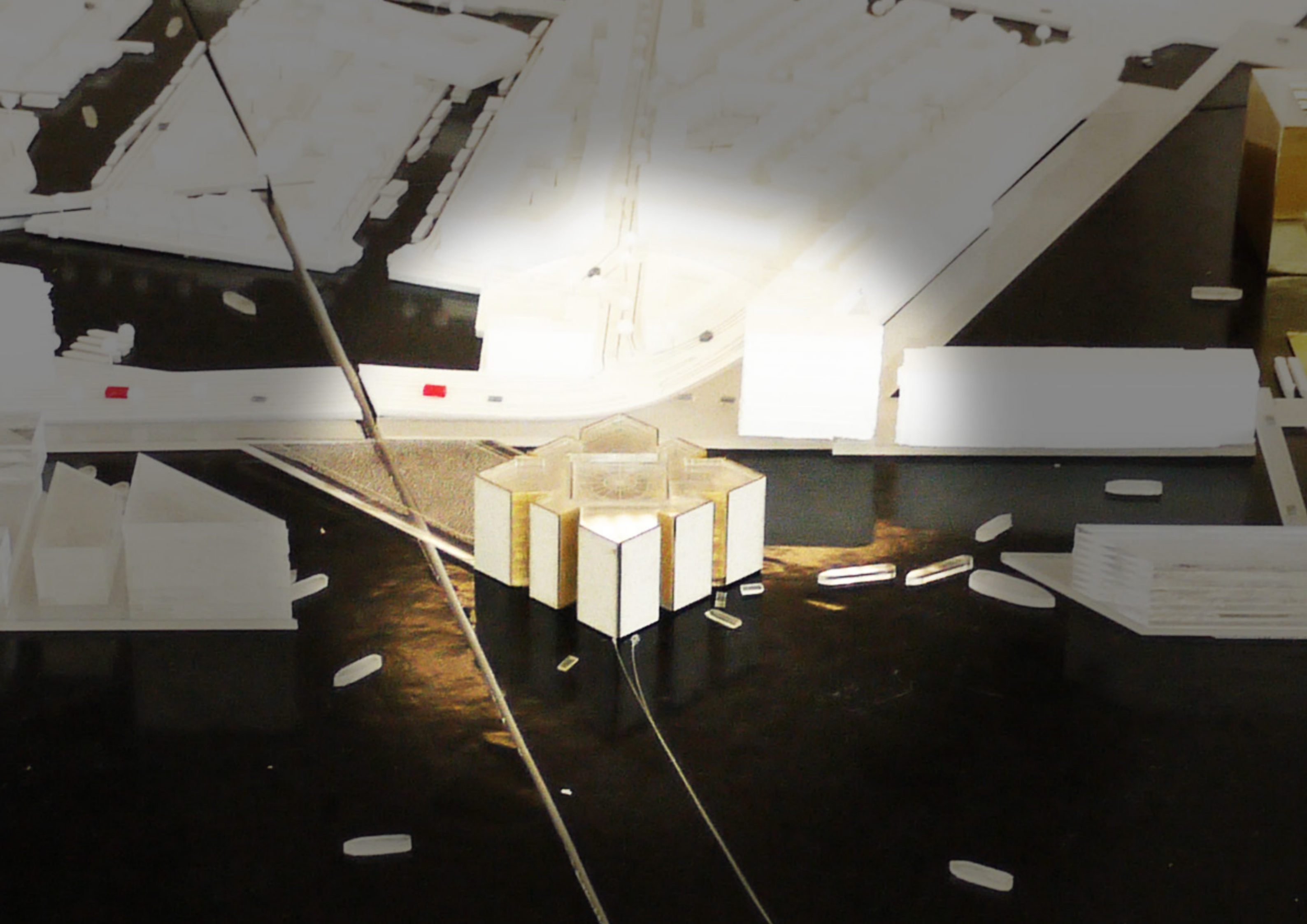






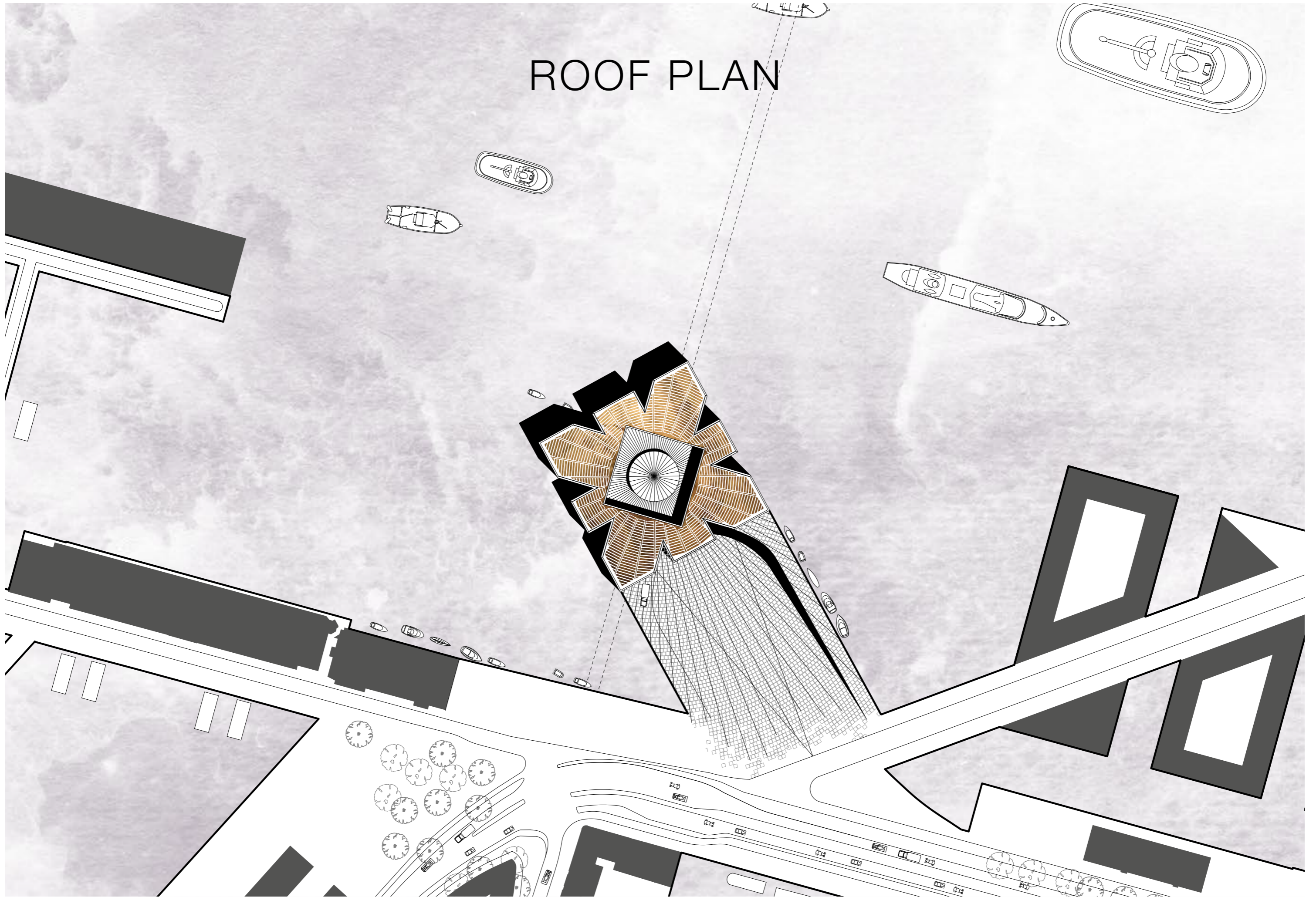


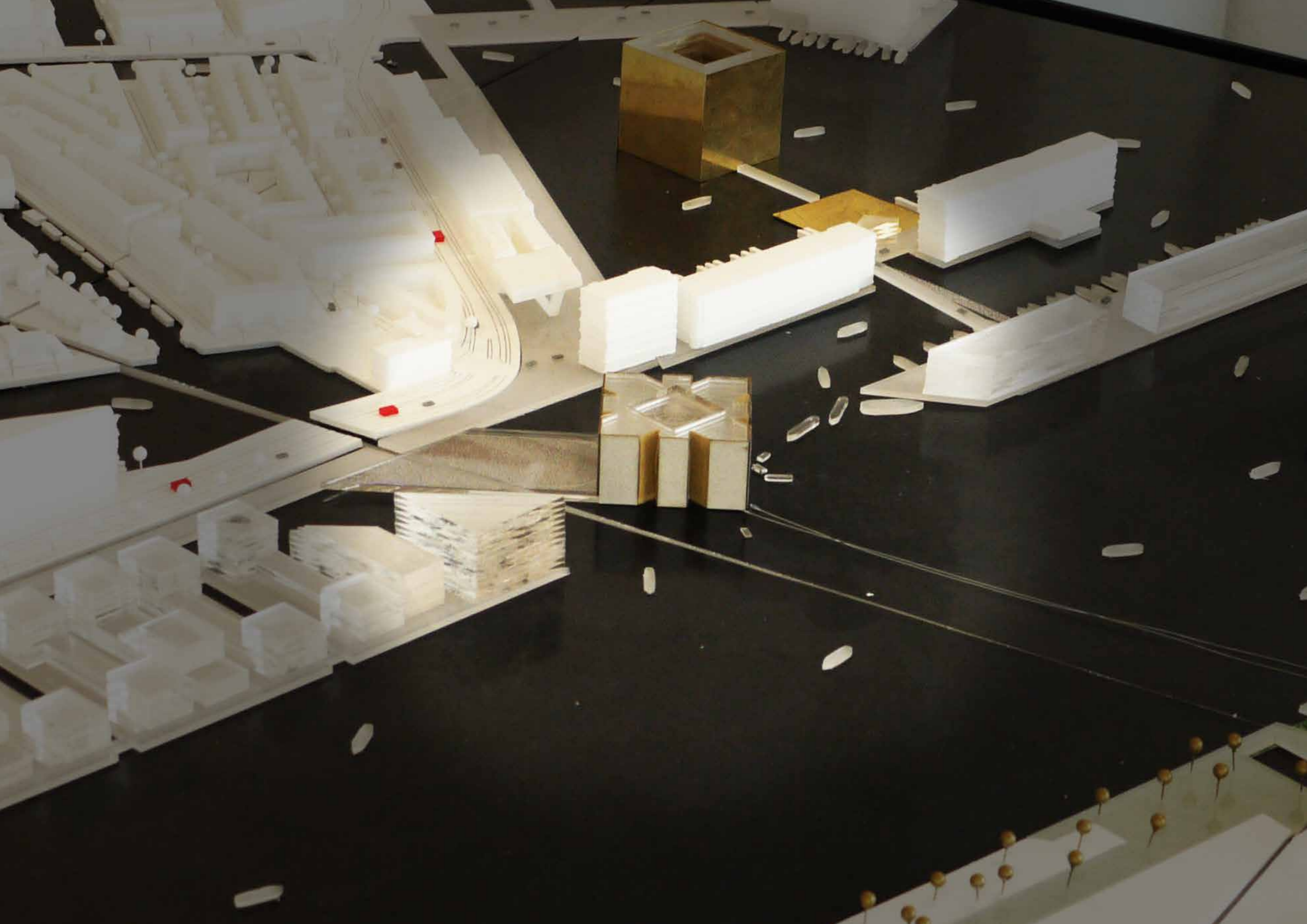




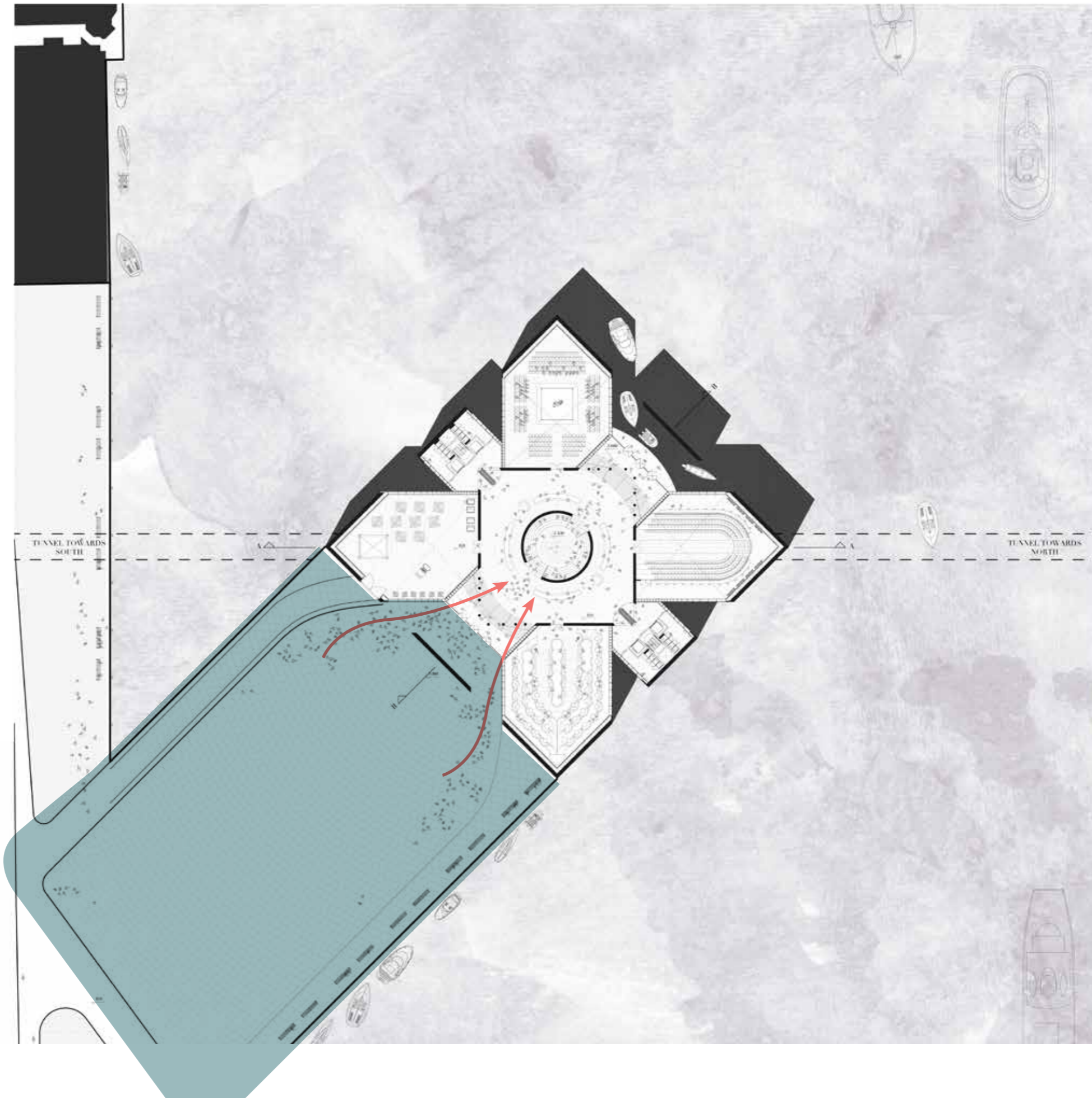
THE DESIGN

ROOF PLAN

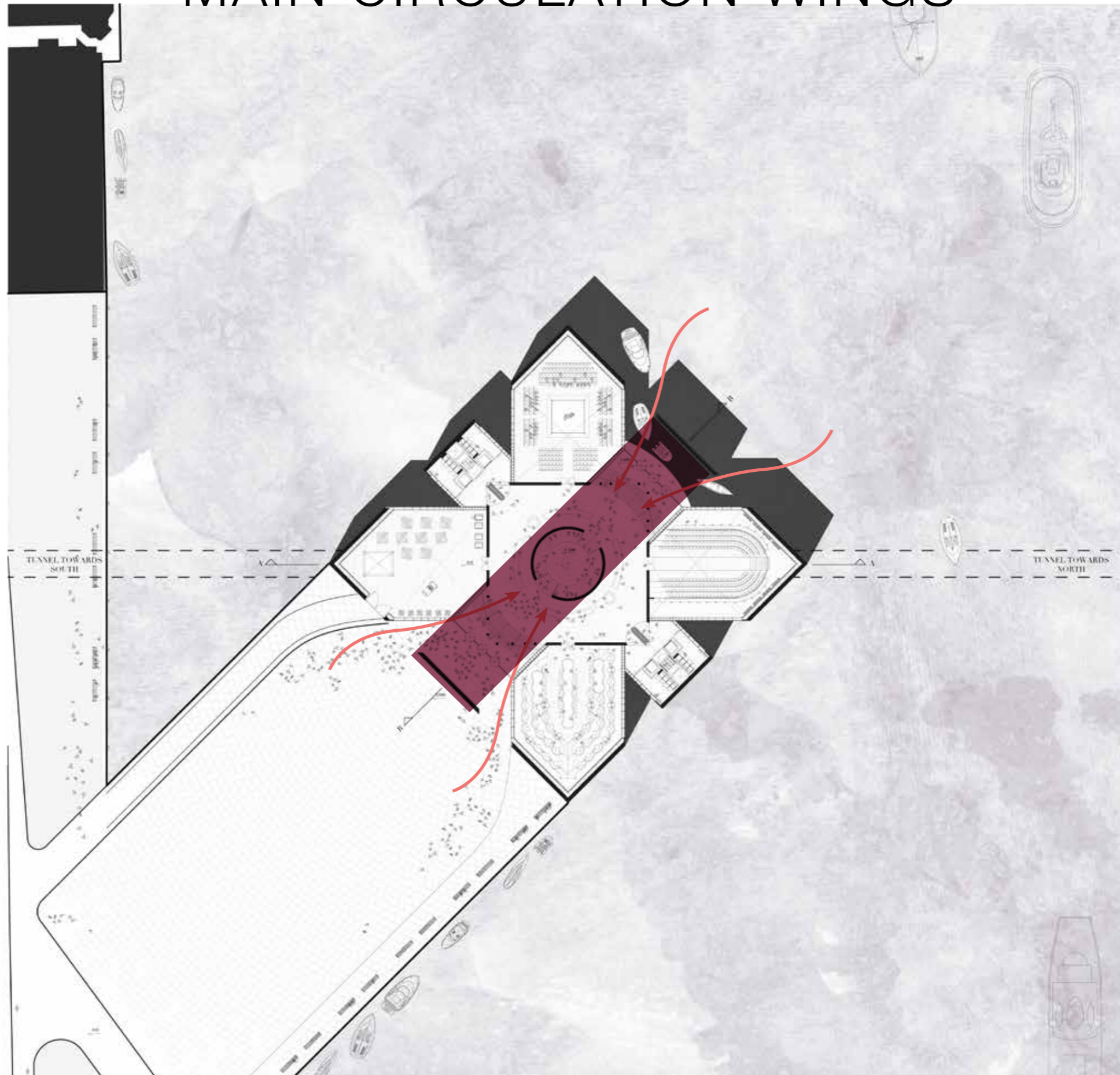




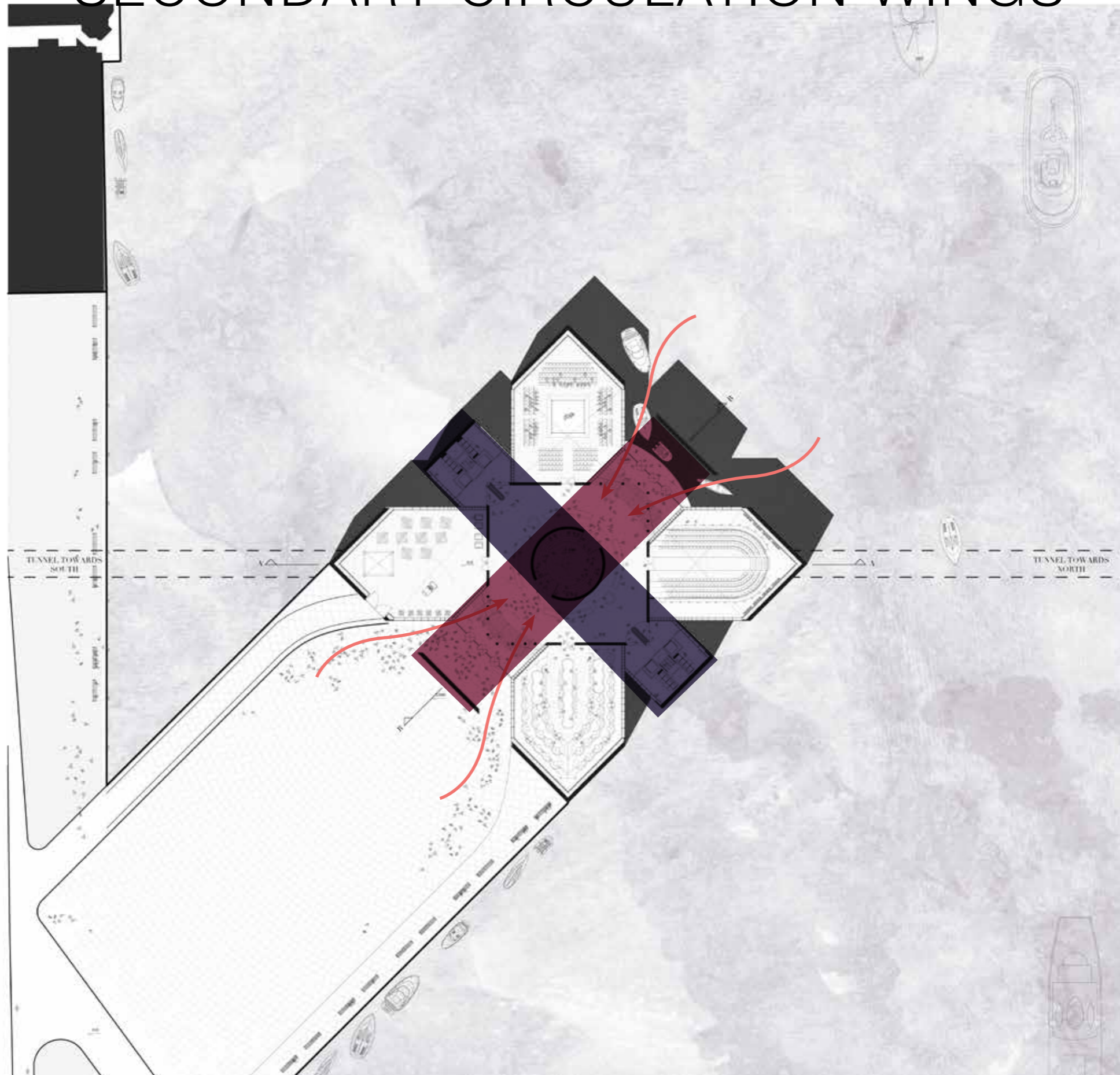




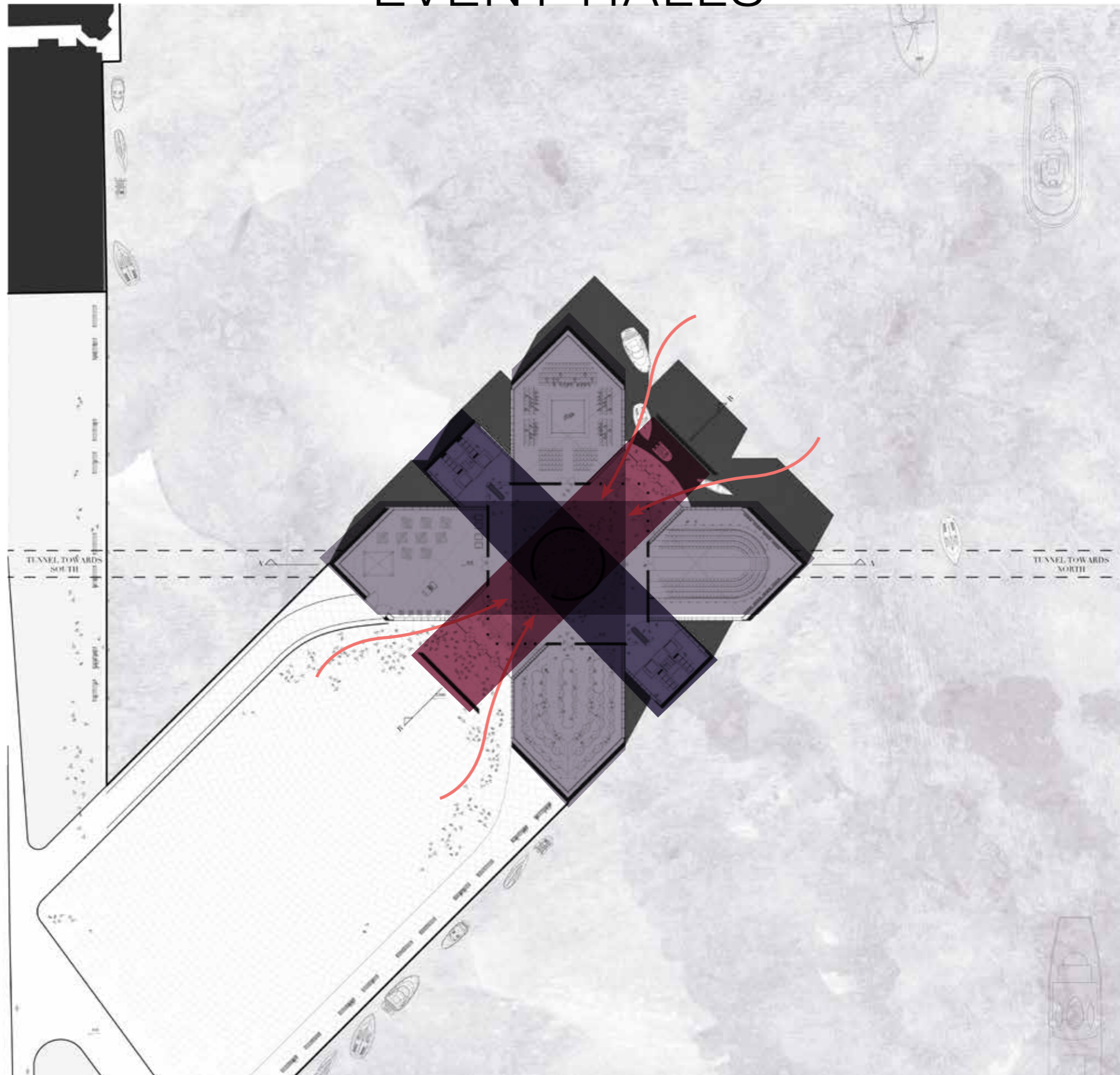
MAIN CIRCULATION WINGS



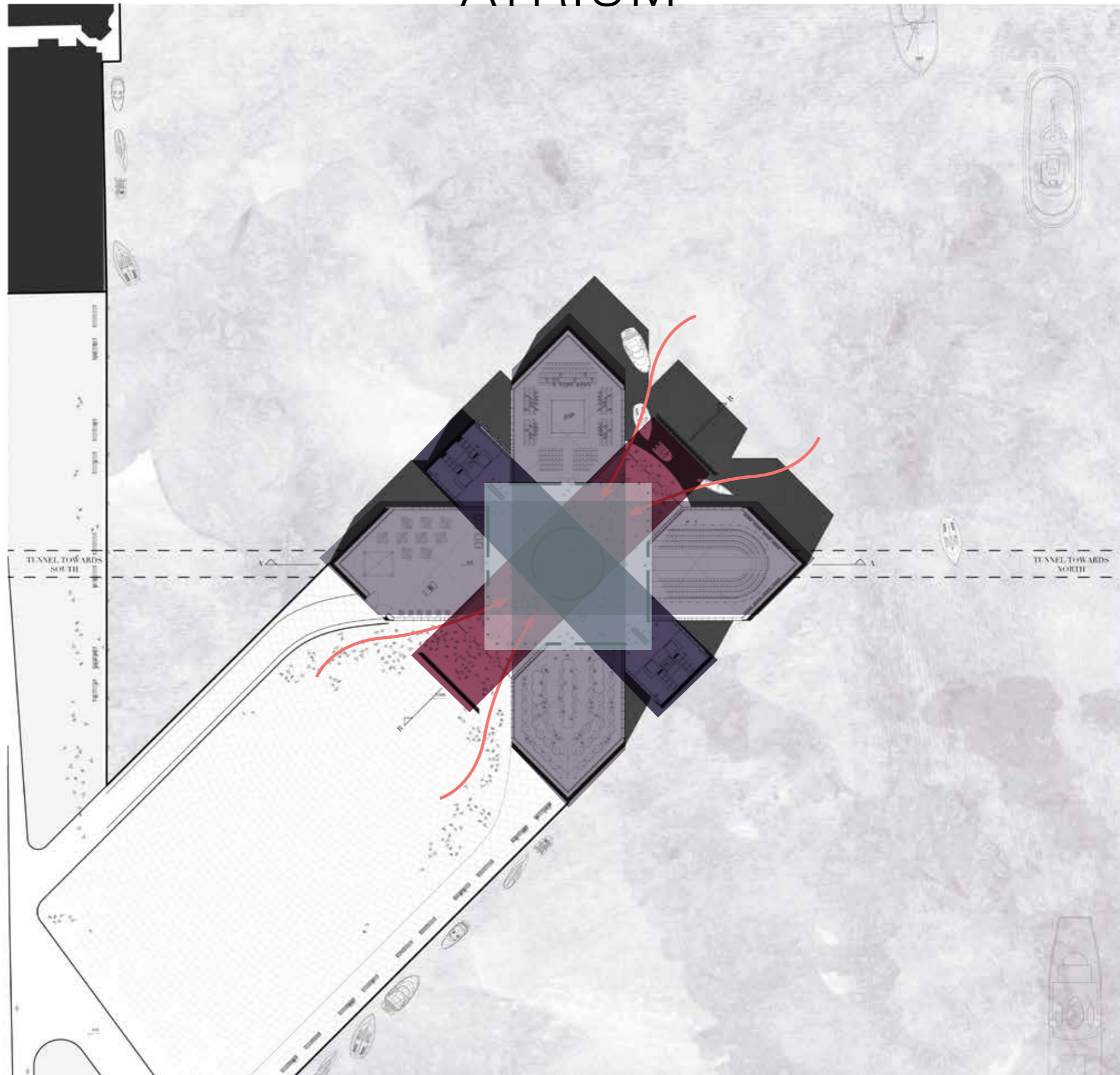
SECONDARY CIRCULATION WINGS



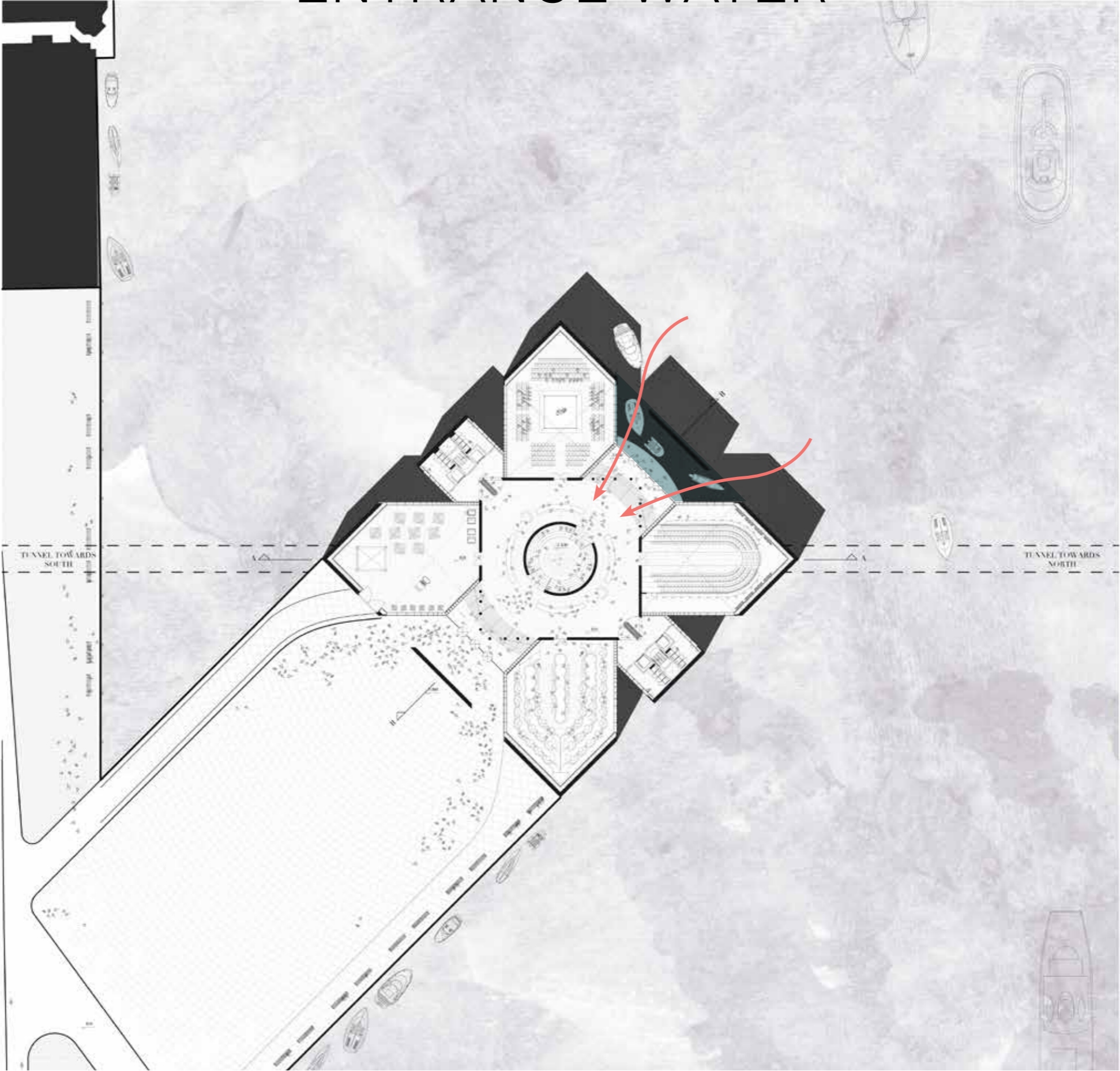
EVENT HALLS



ATRIUM



ENTRANCE WATER

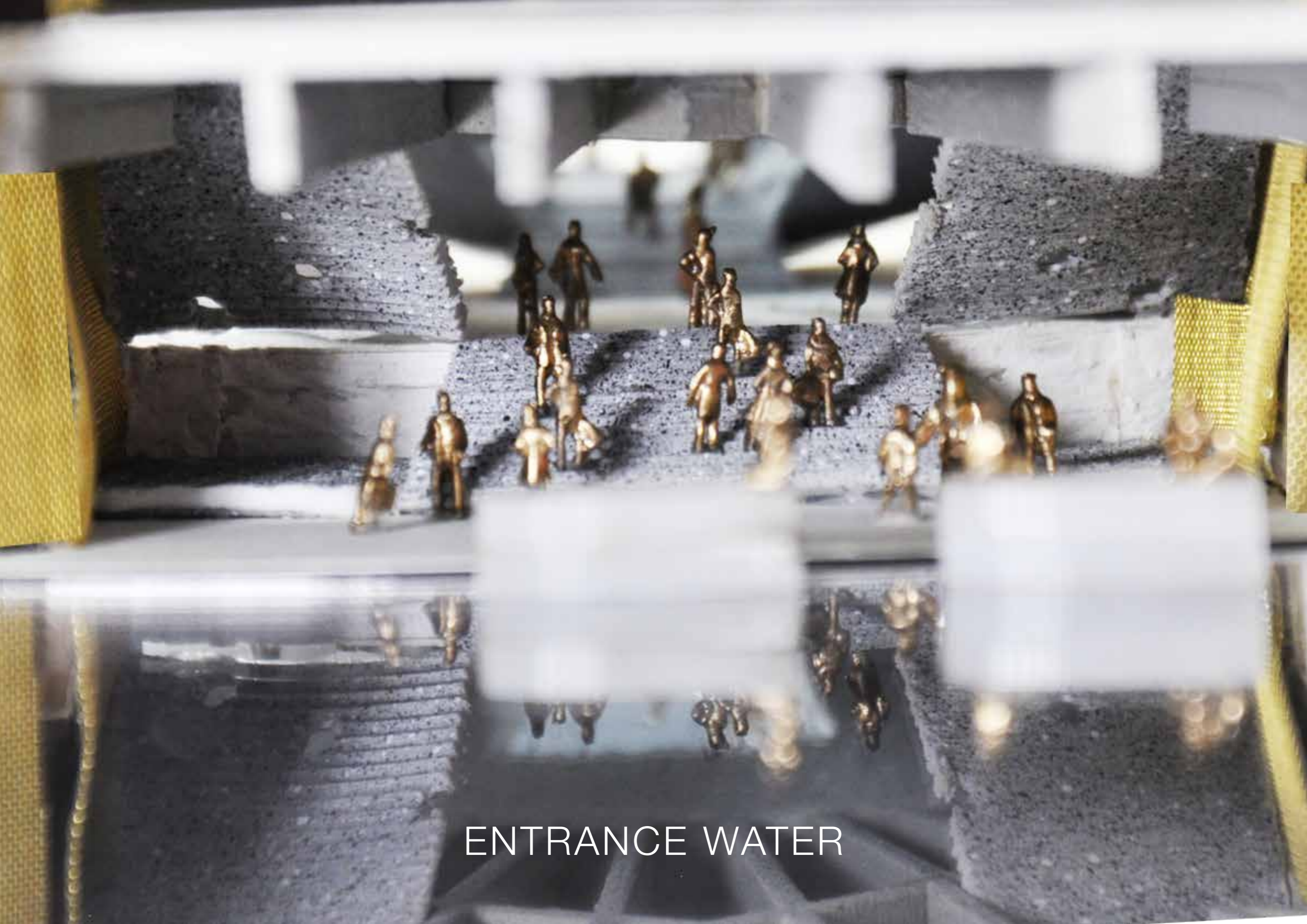




FACADE WATERFRONT

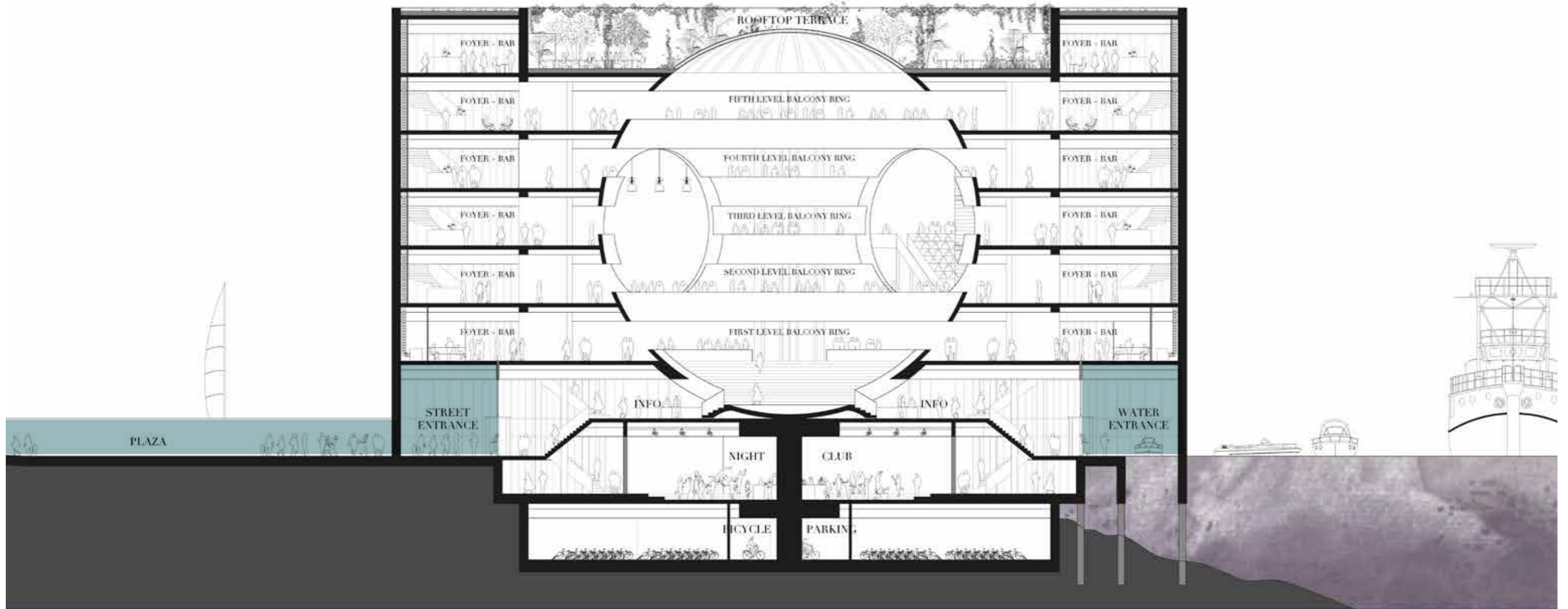


ENTRANCE WATER

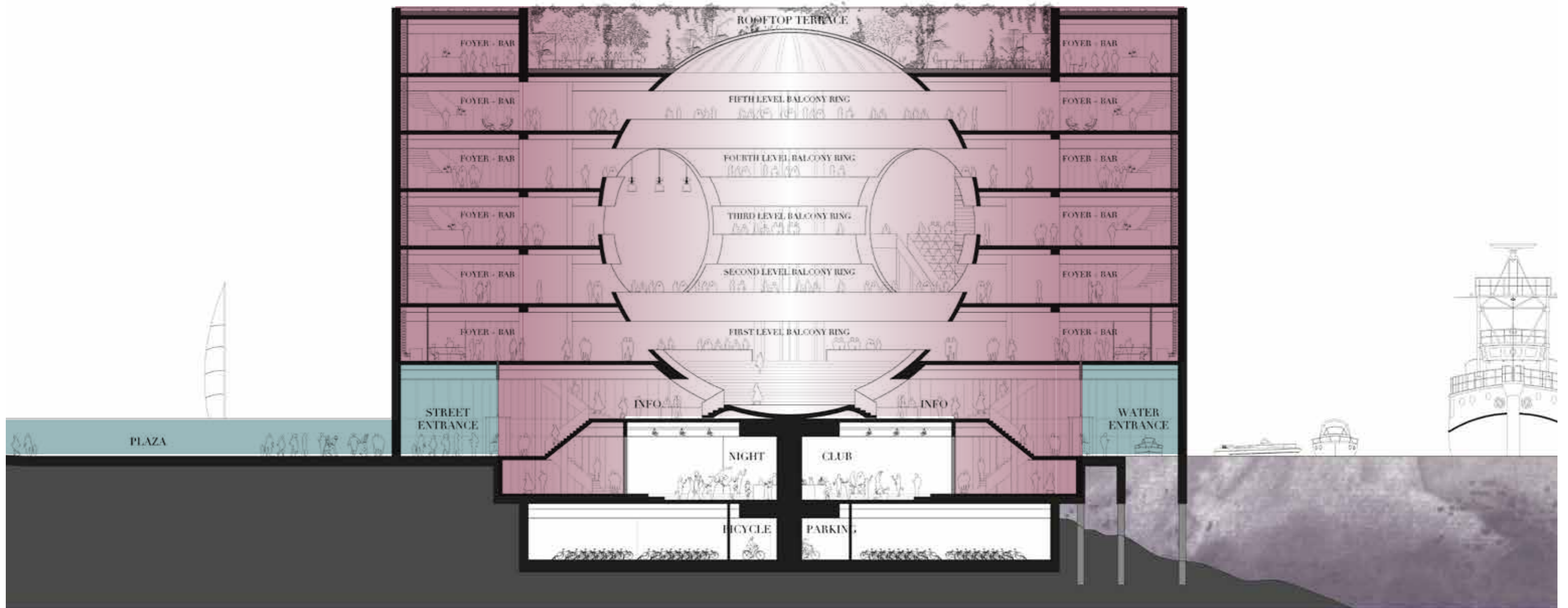


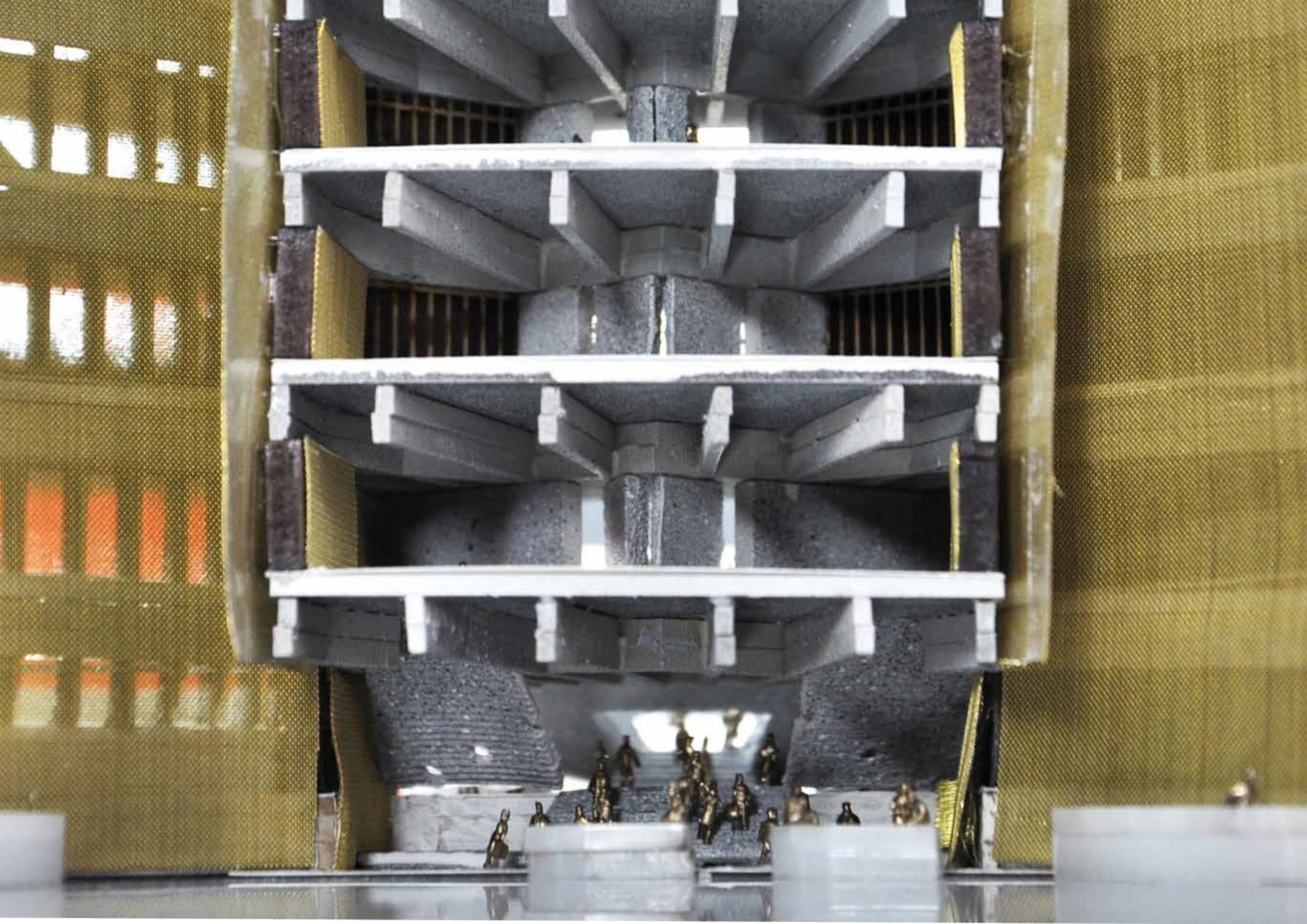
ENTRANCE WATER

ENTRANCES

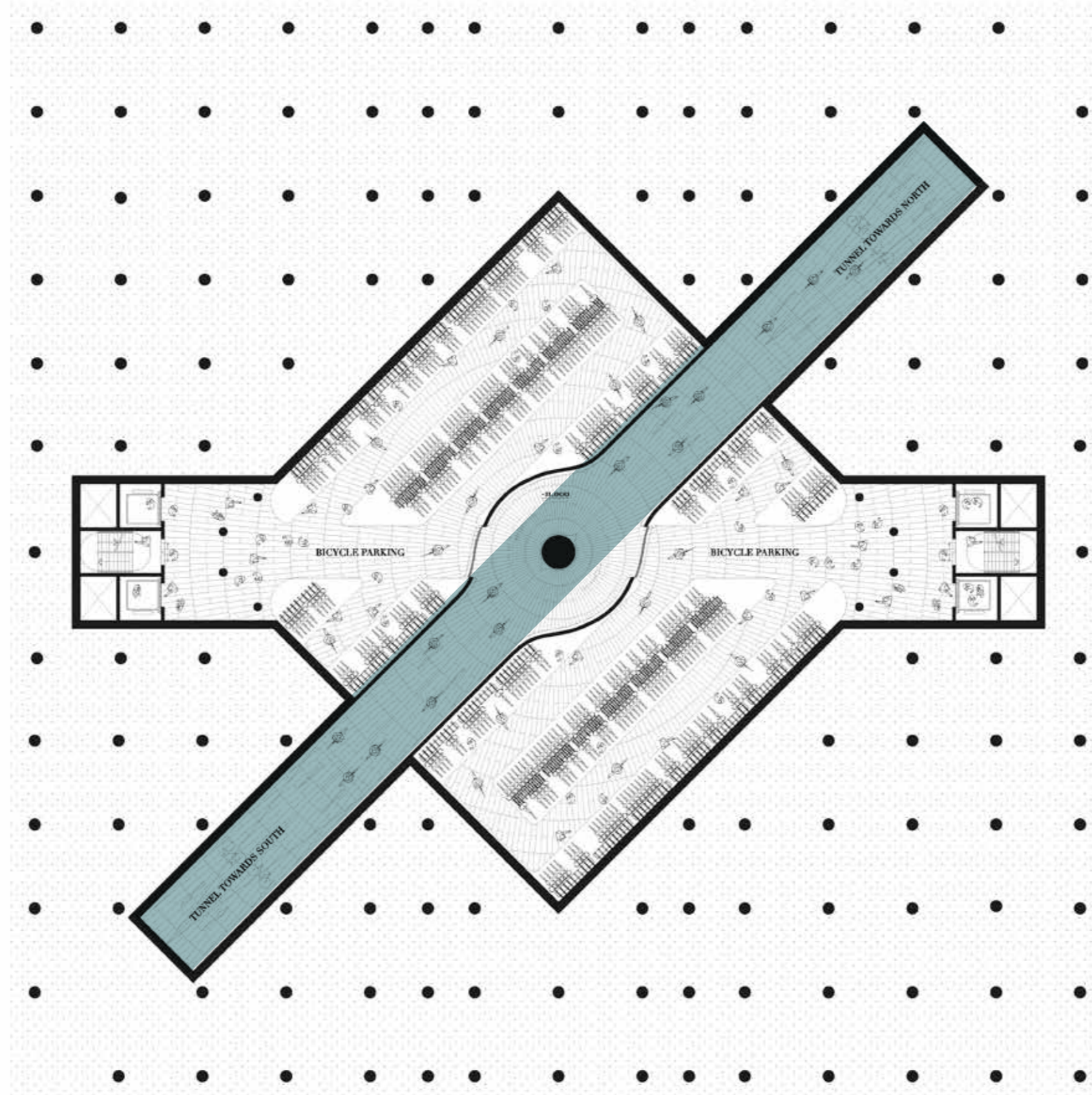


MAIN CIRCULATION WINGS

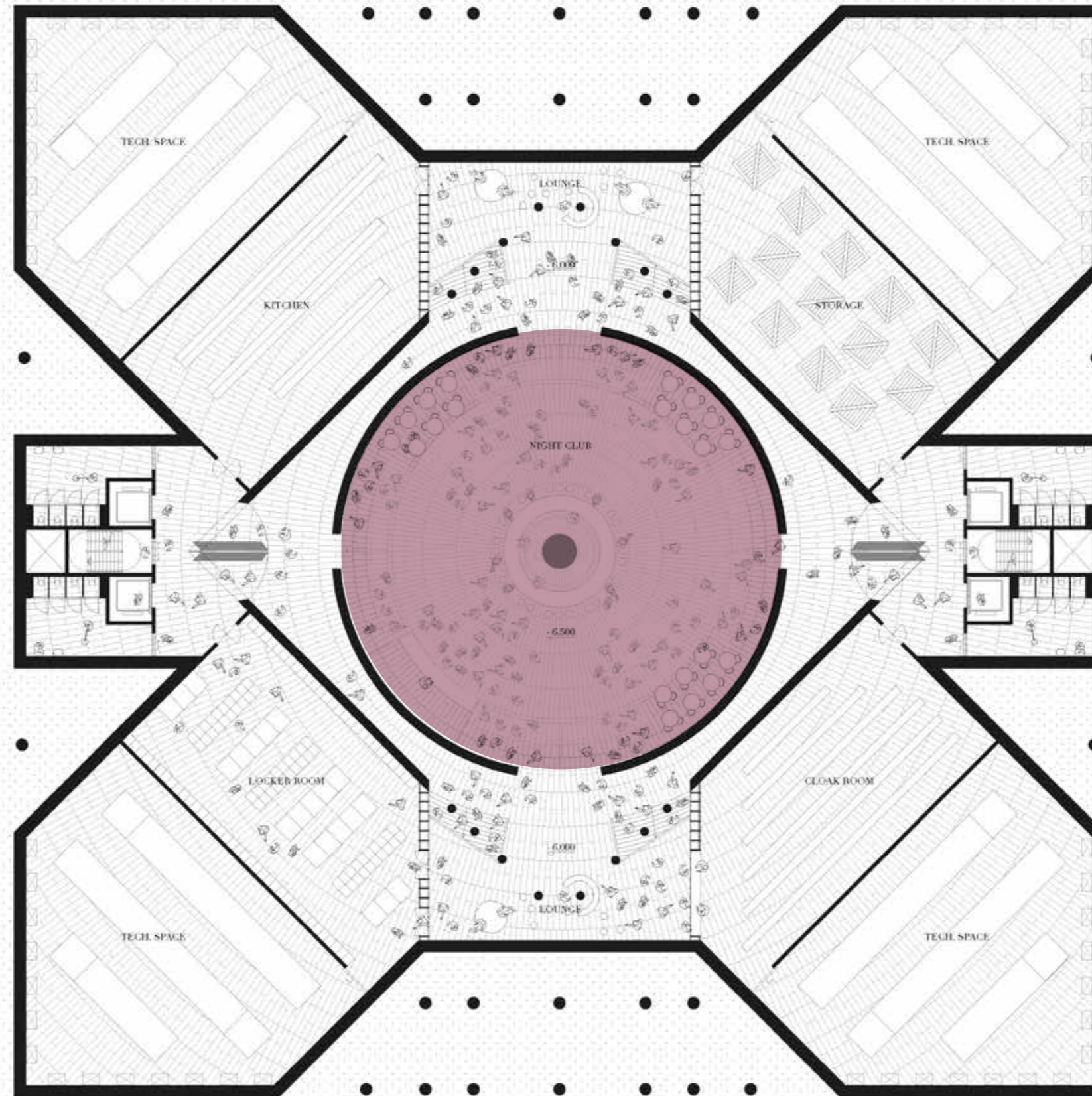




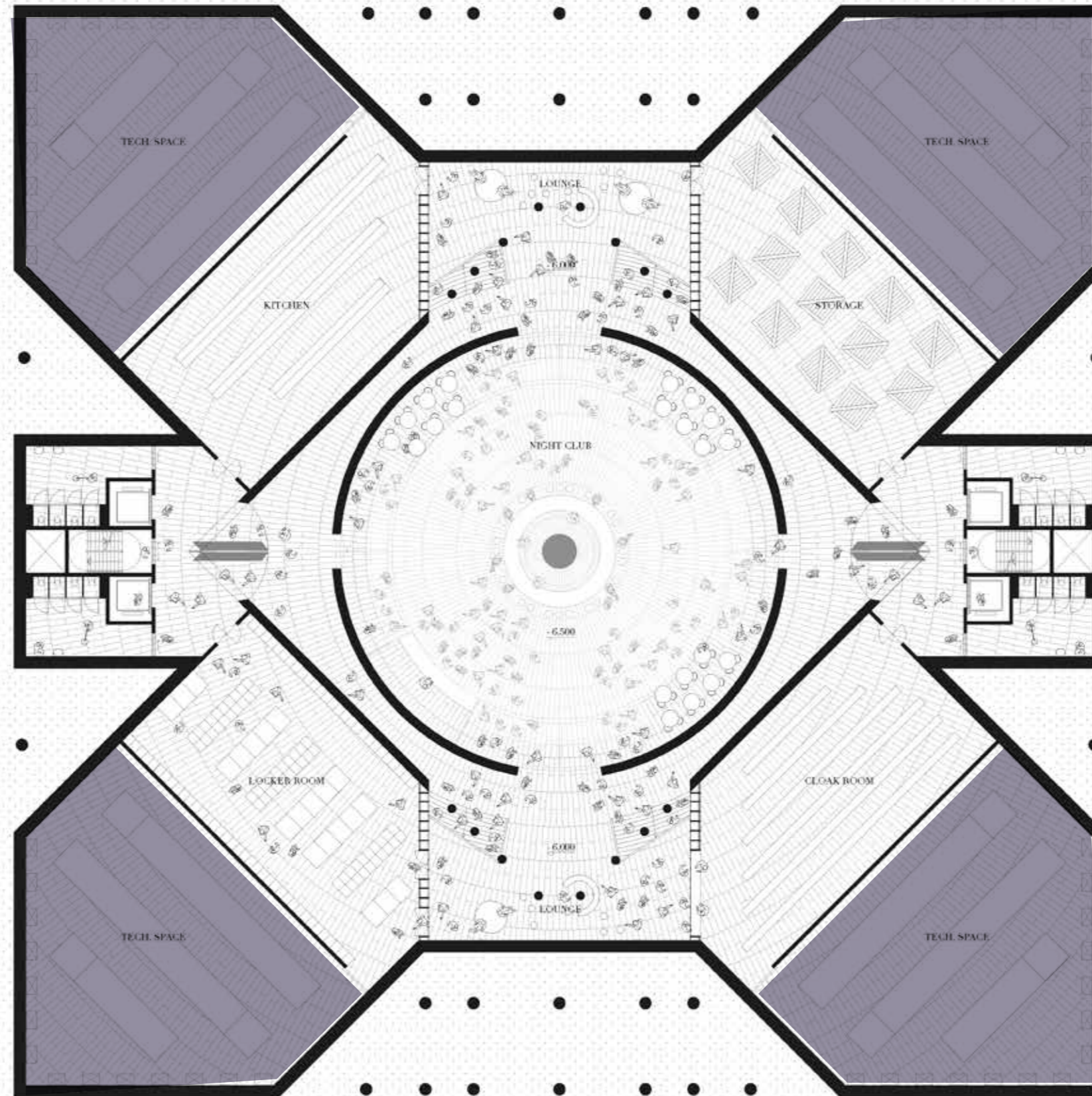
LEVEL -2 BICYCLE PARKING + TUNNEL



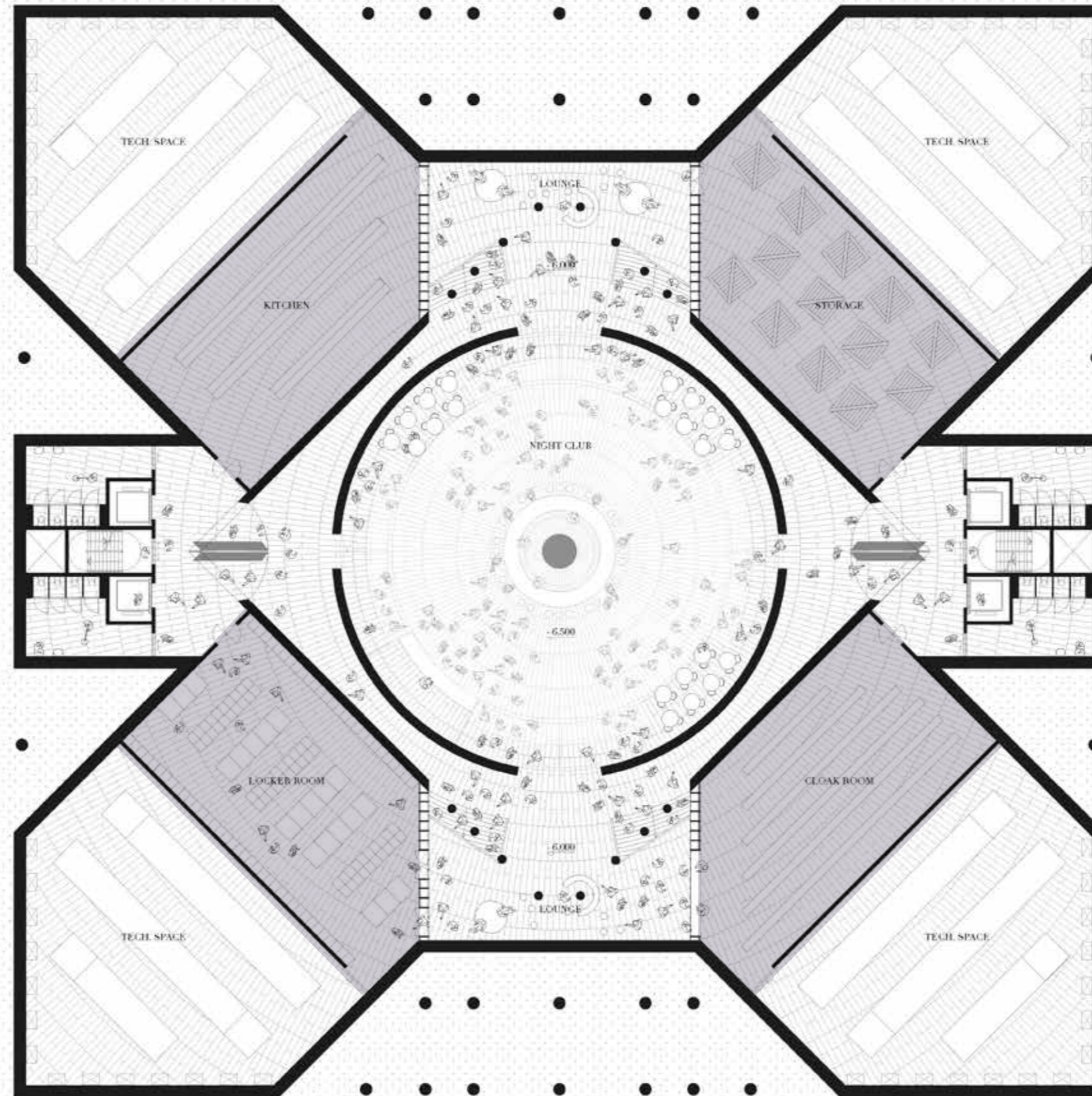
LEVEL -1 NIGHTCLUB



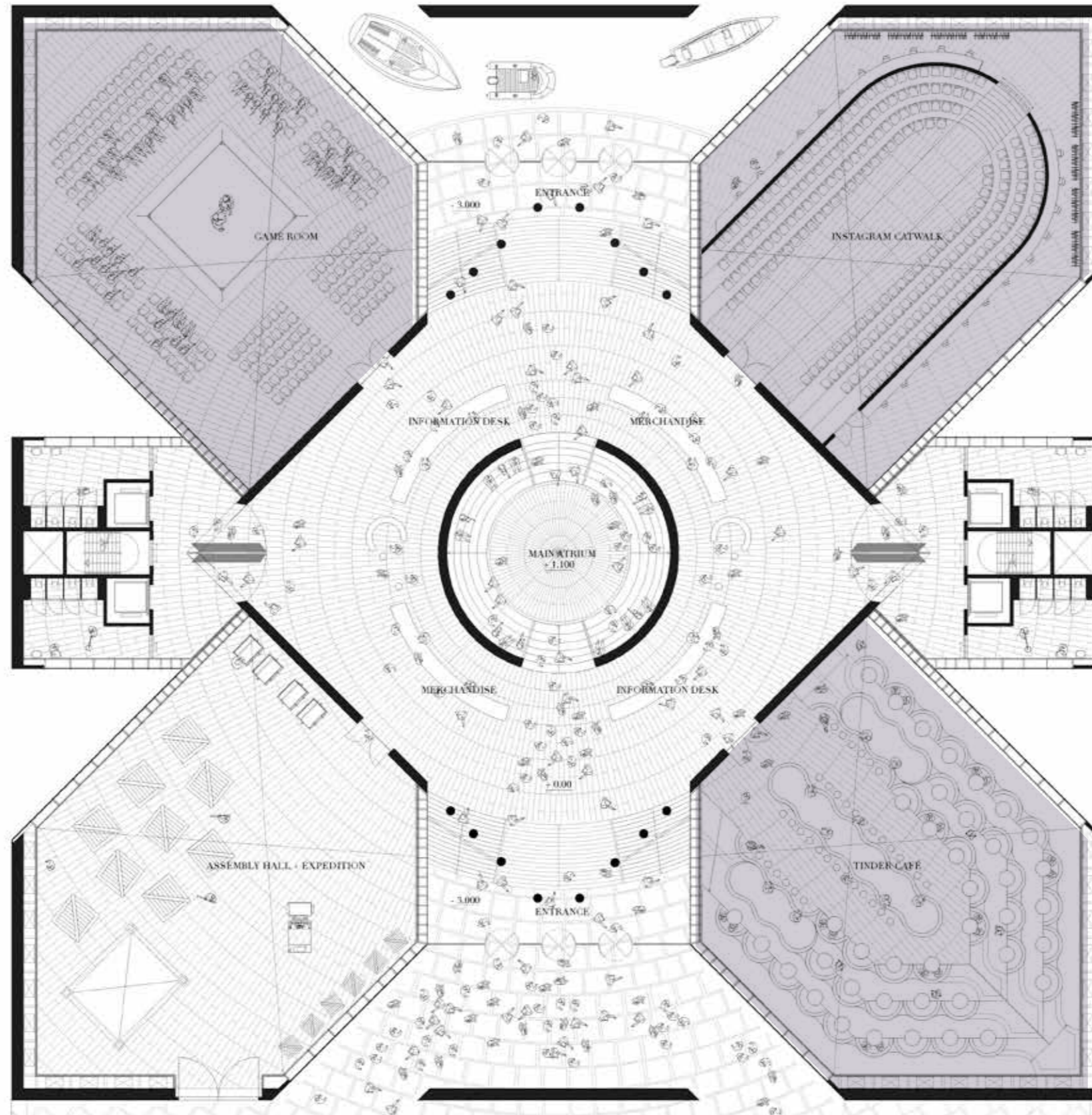
LEVEL -1 TECH. SPACES



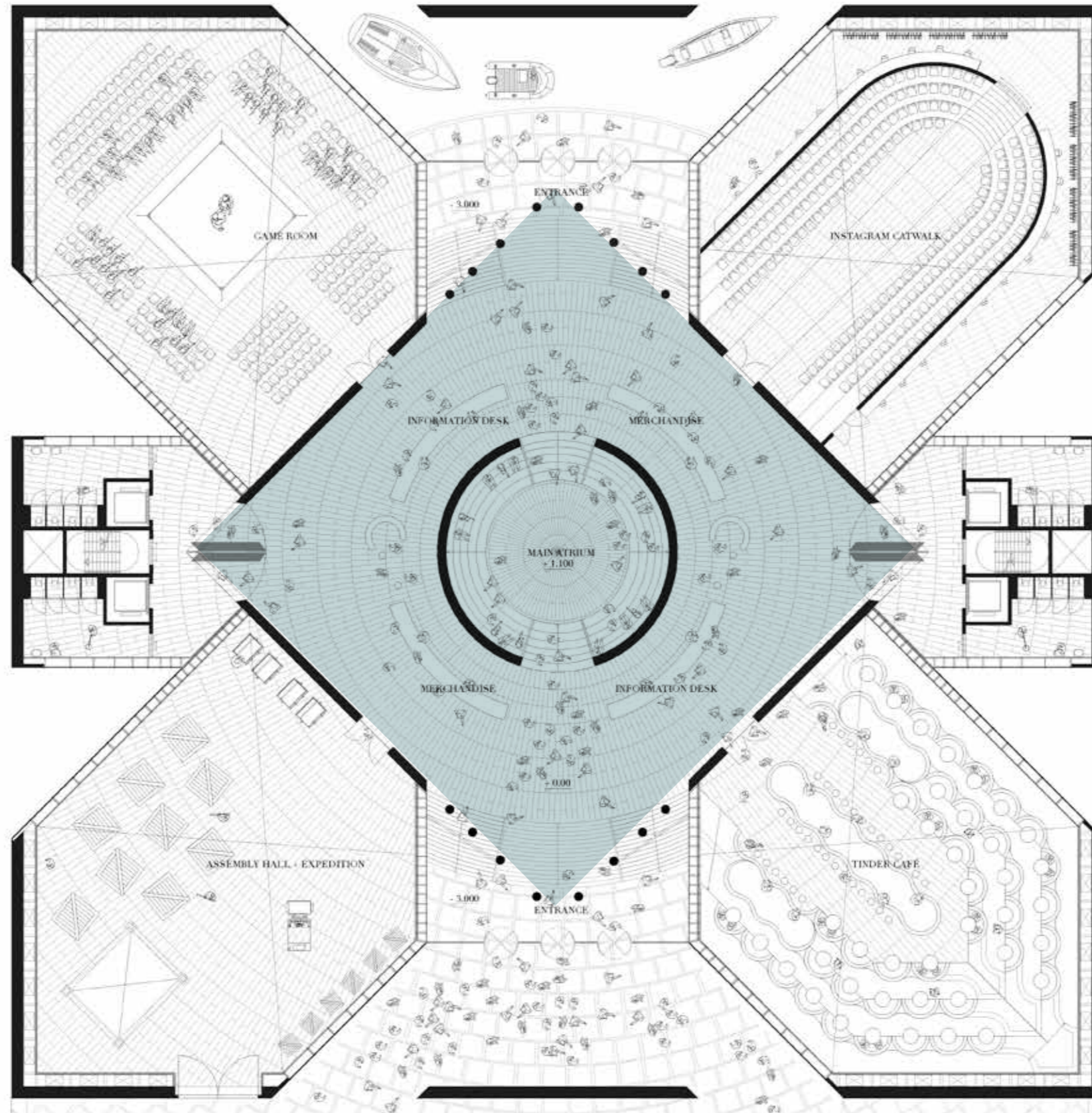
LEVEL -1 FACILITIES



EVENT SPACES



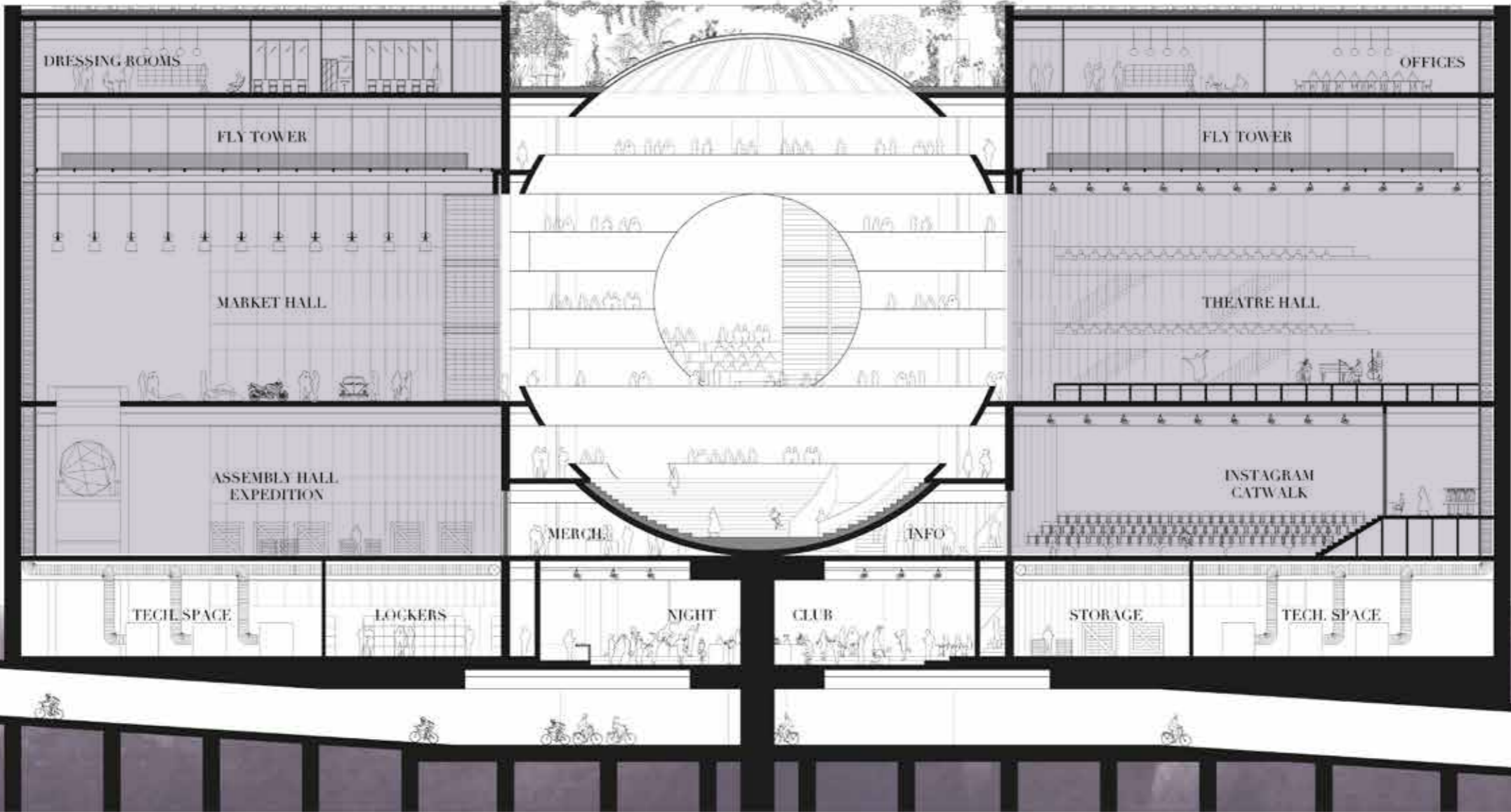
LEVEL 0 INFO + MERCHANDISE







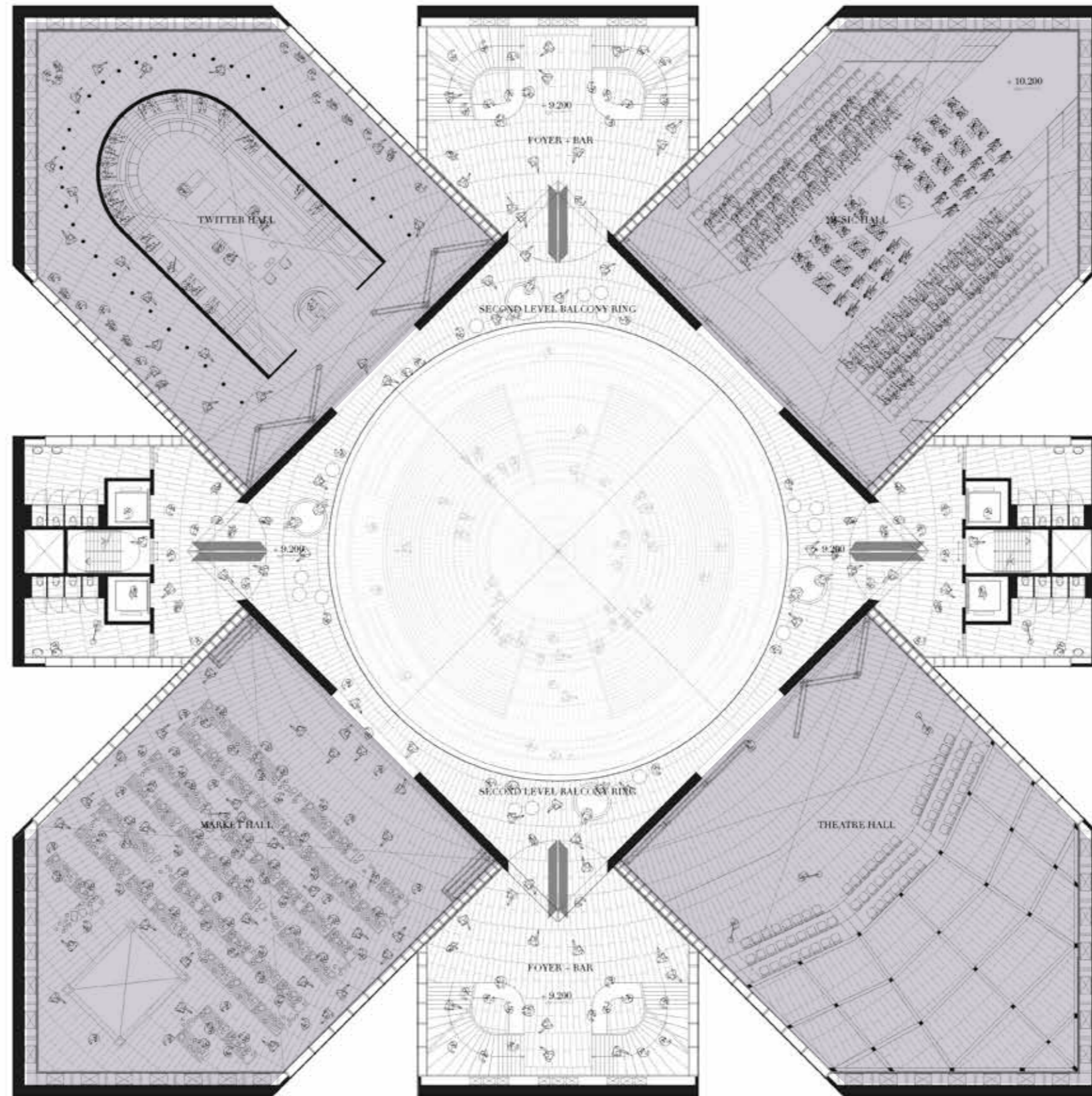
SECTION HALLS





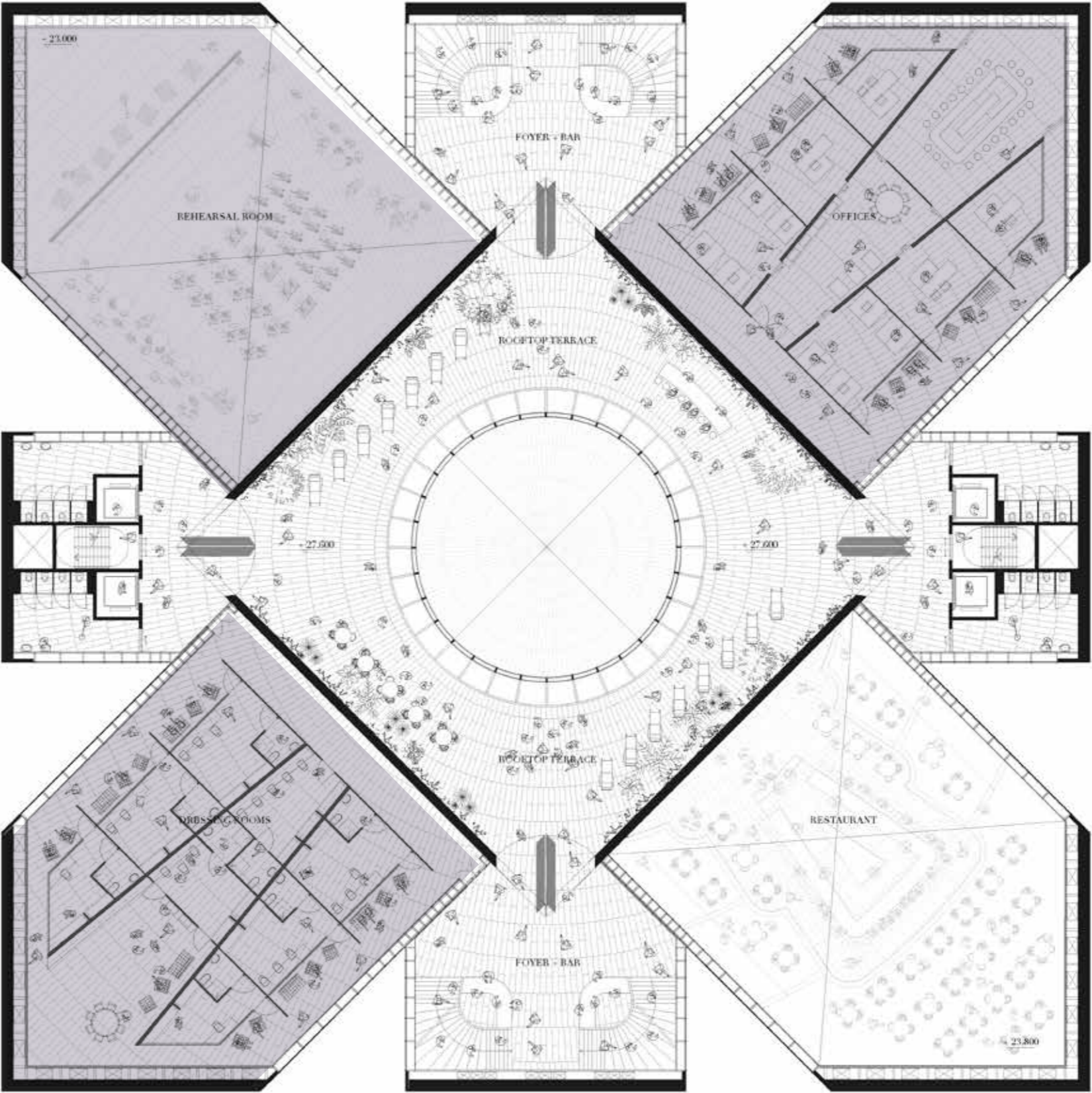
3D SECTION

LEVEL 2 ENTRANCE MAIN HALLS

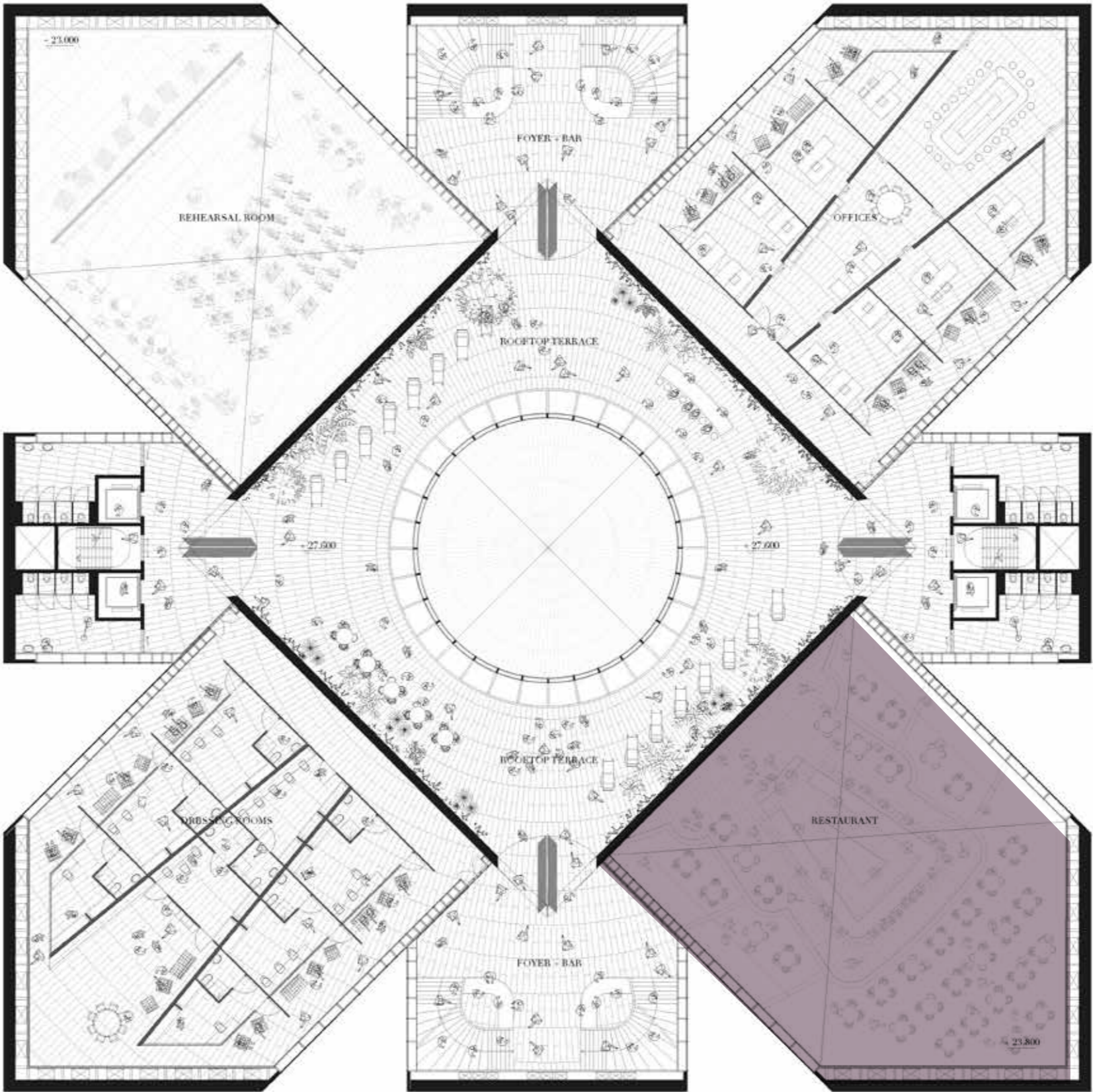




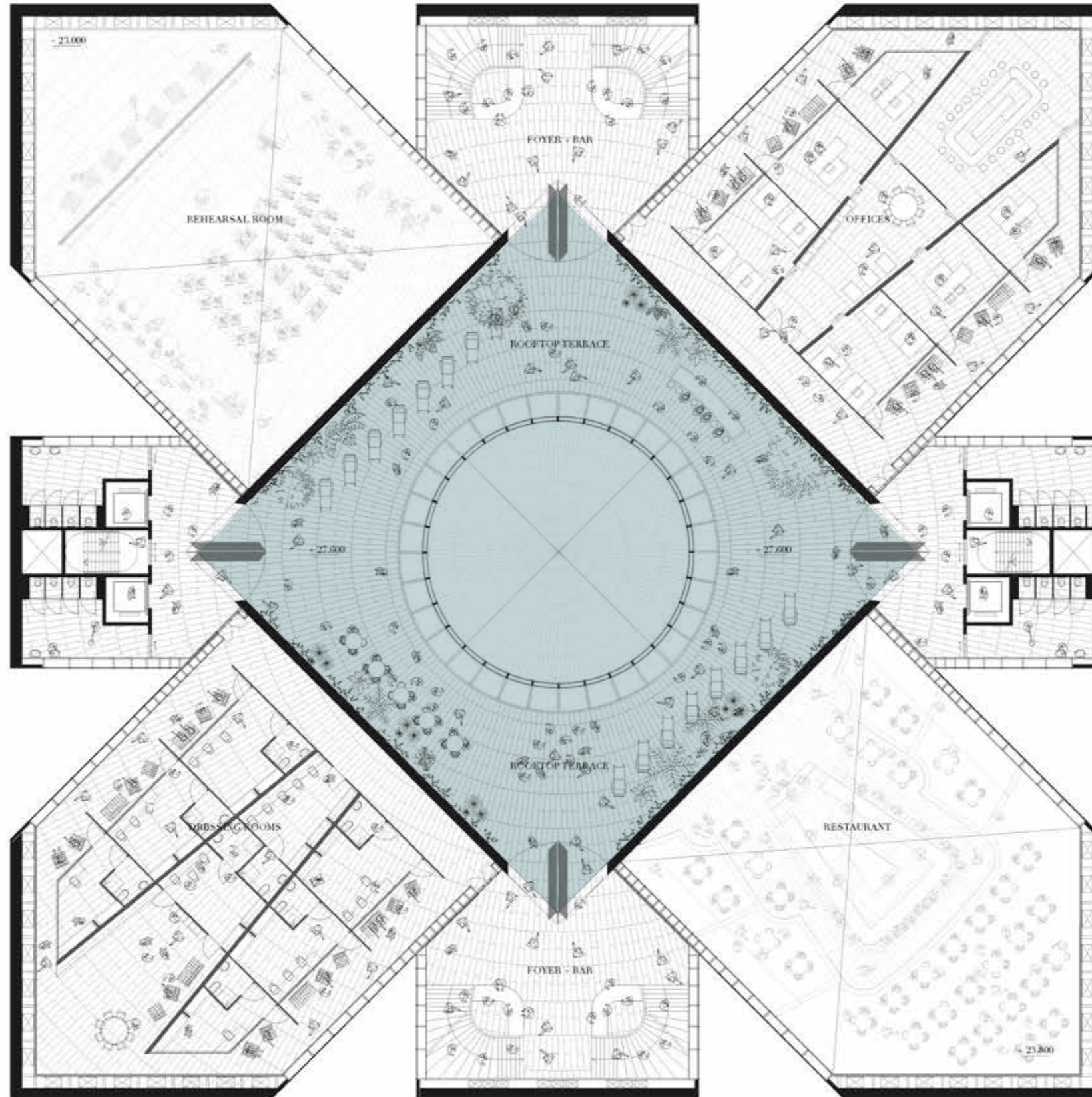
LEVEL 6 STAFF + PERFORMERS



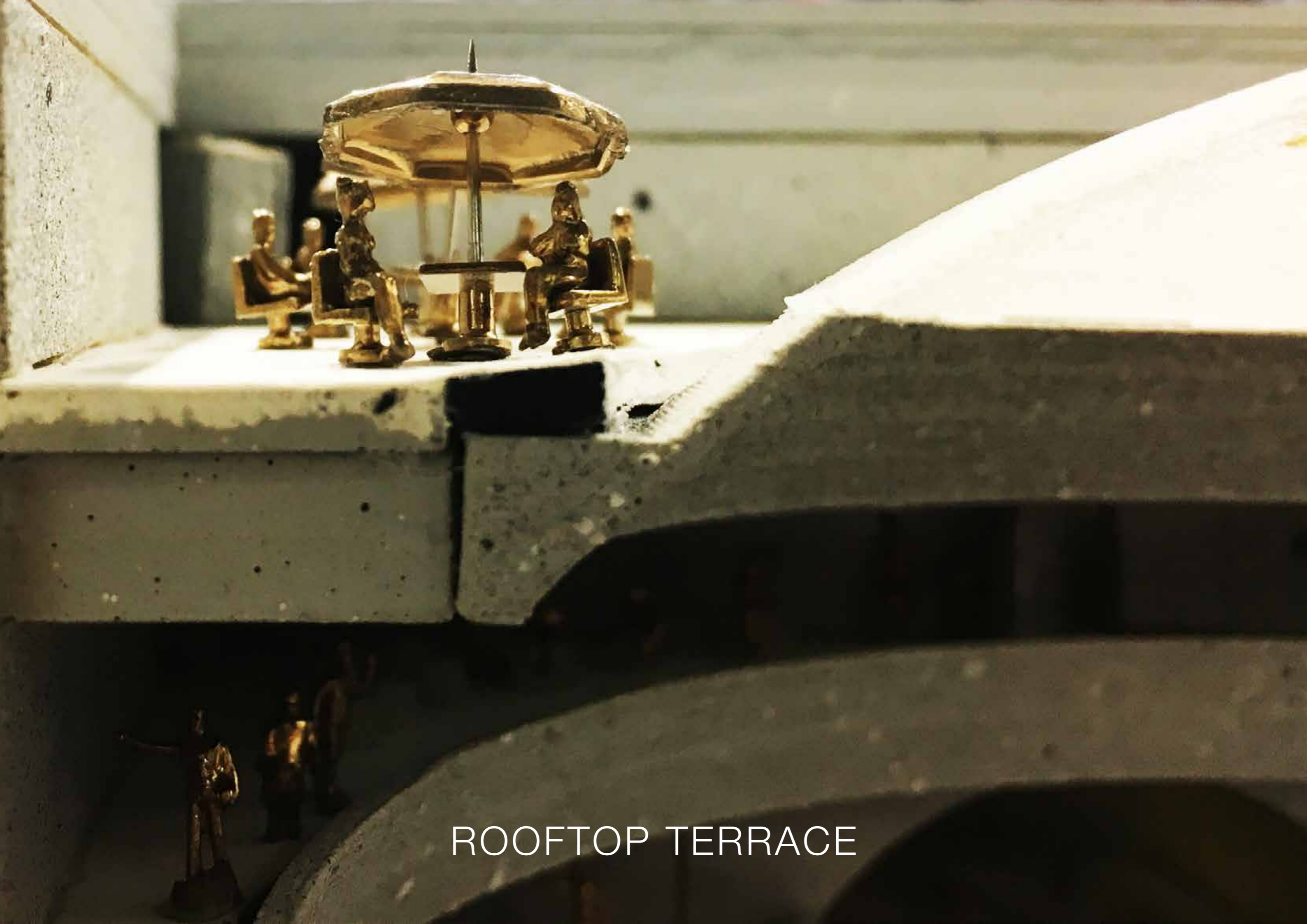
RESTAURANT



ROOFTOP TERRACE

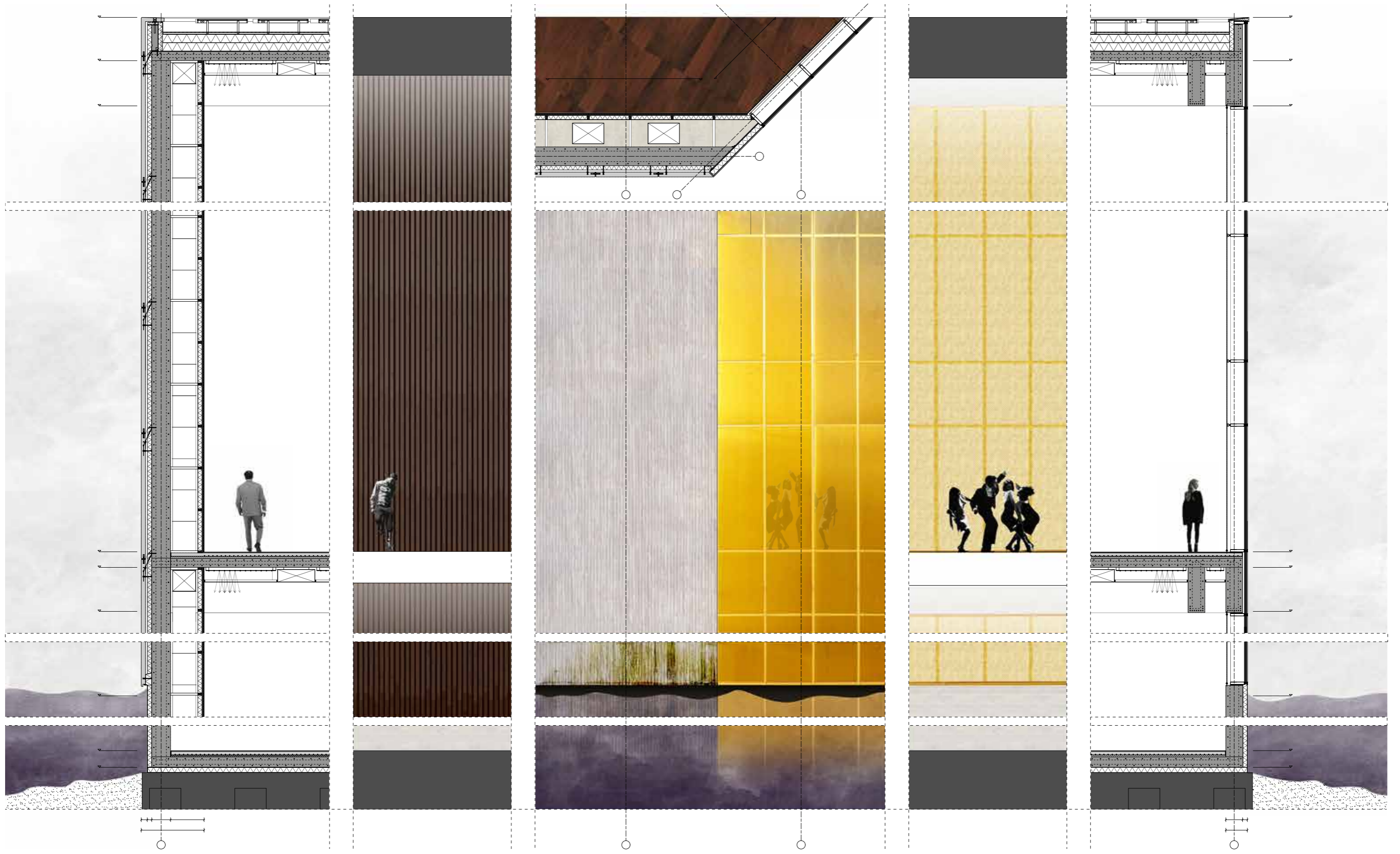




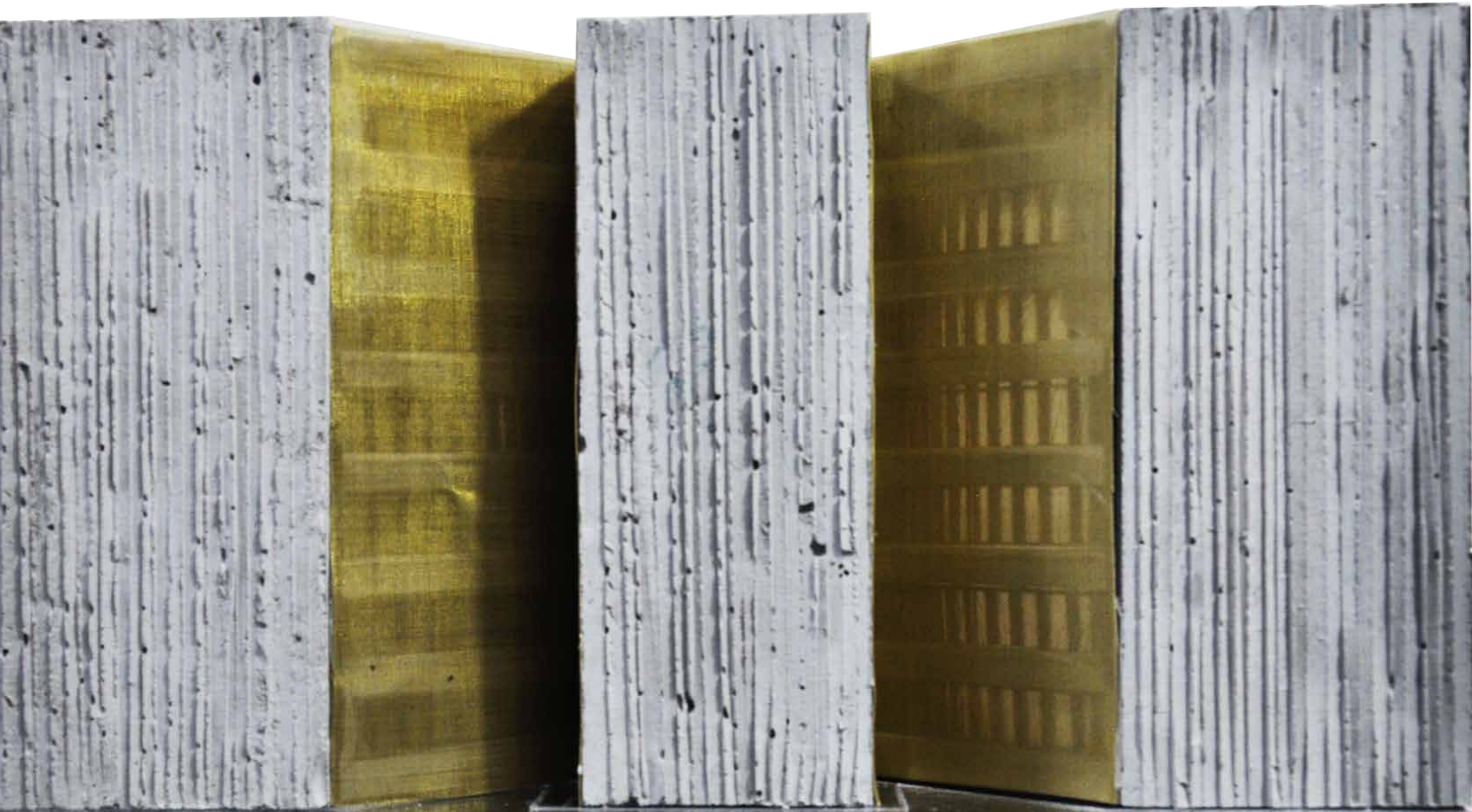


ROOFTOP TERRACE

MATERIALIZATION

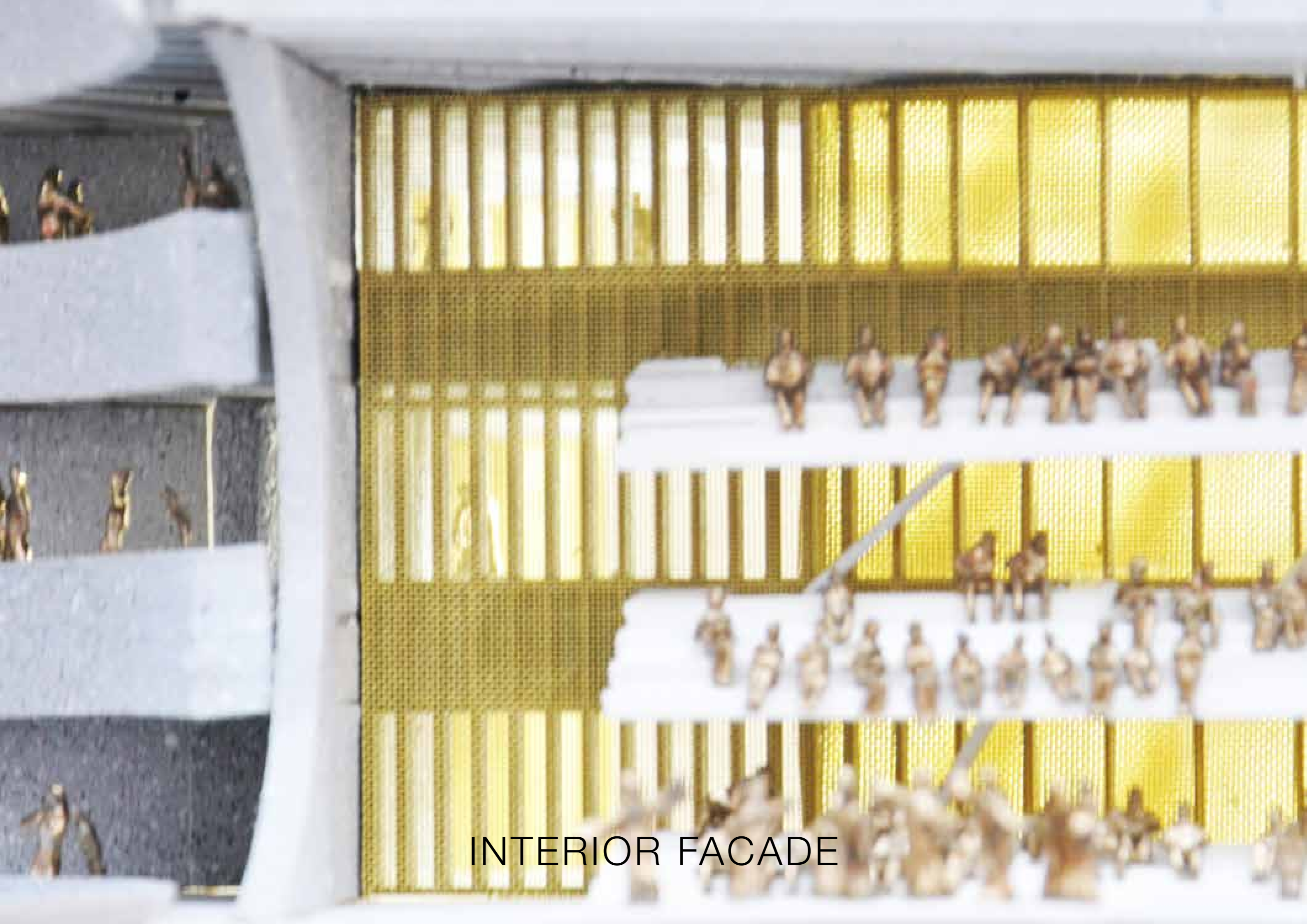


FACADE DESIGN



EXTERIOR FACADE

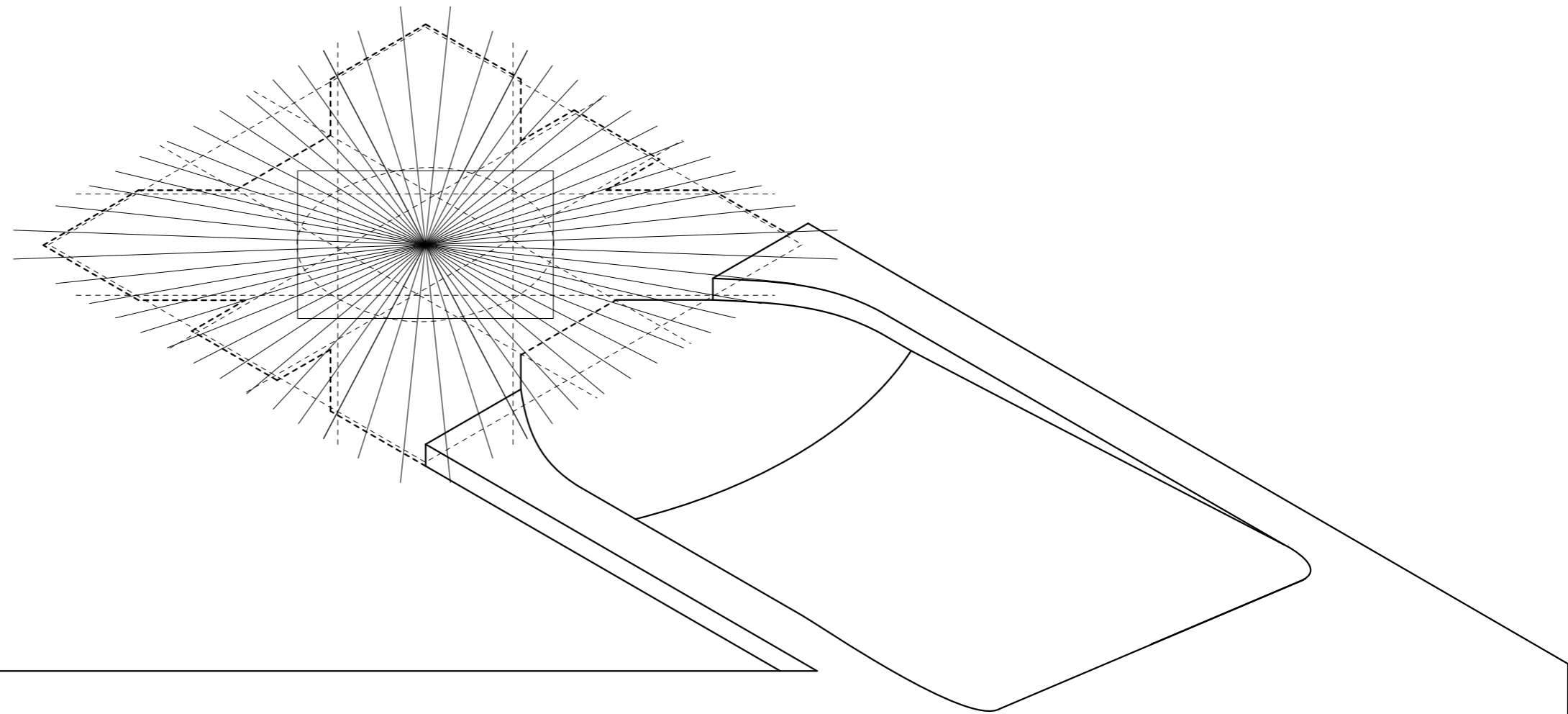




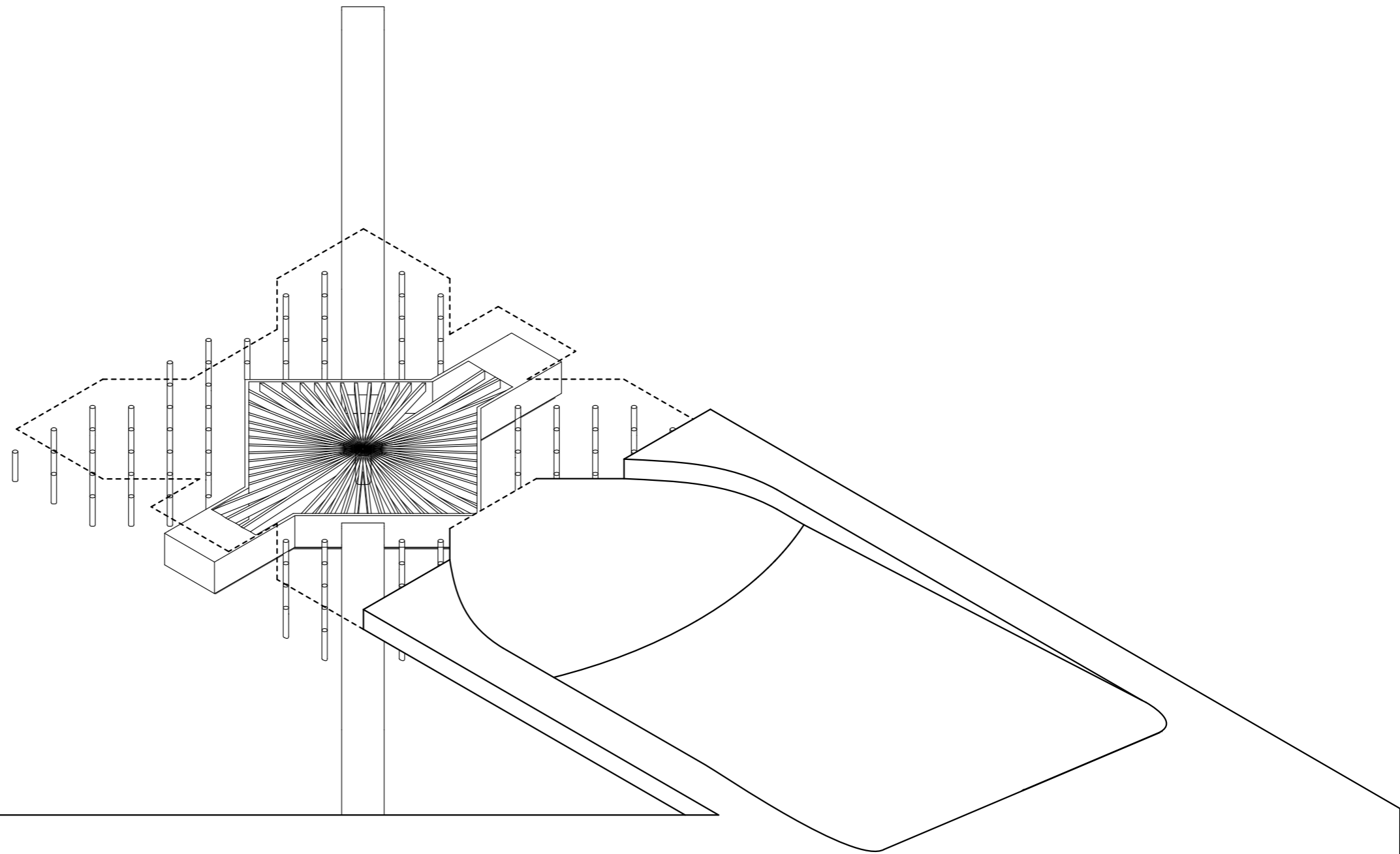
INTERIOR FACADE

CONSTRUCTION

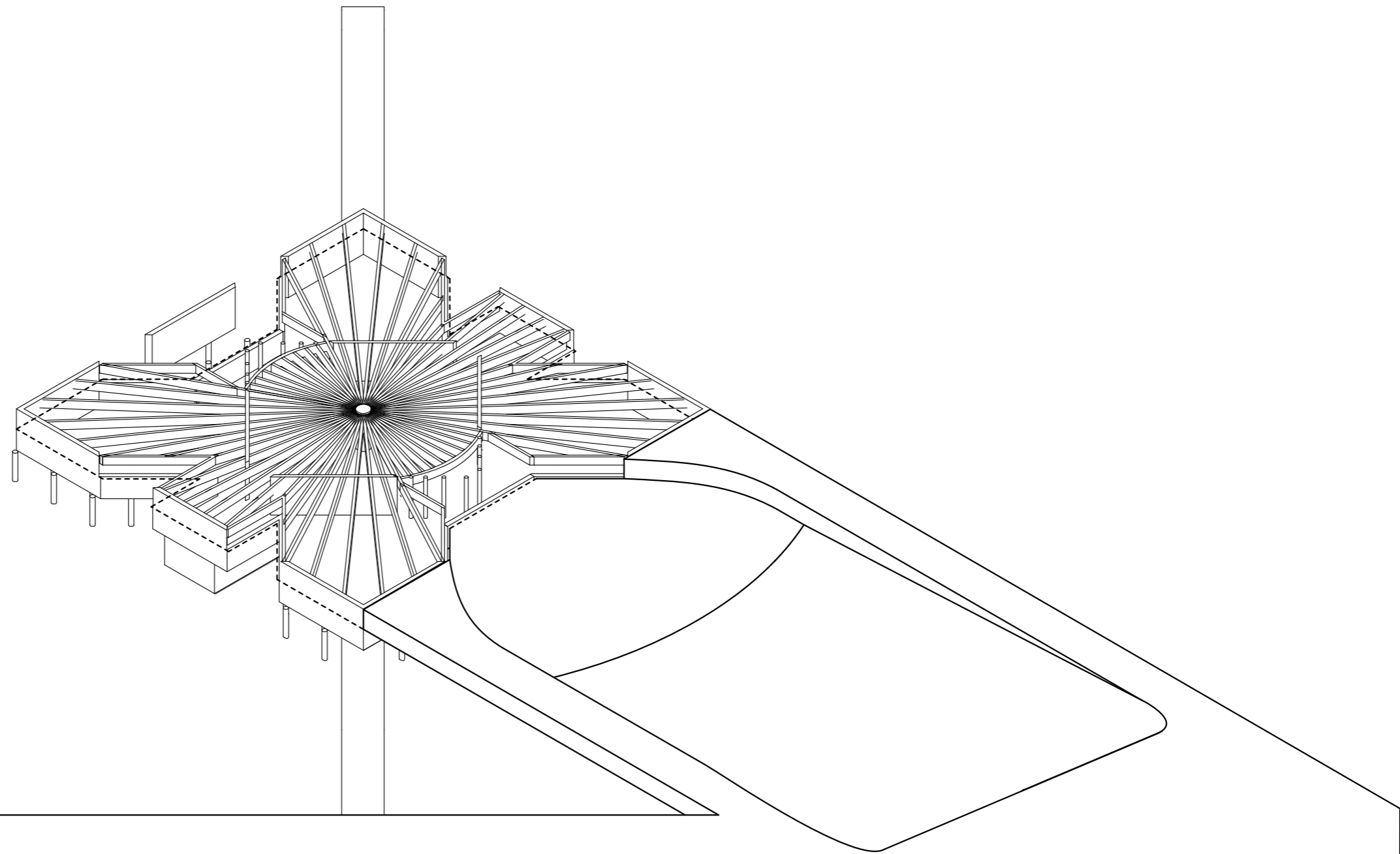
GRID



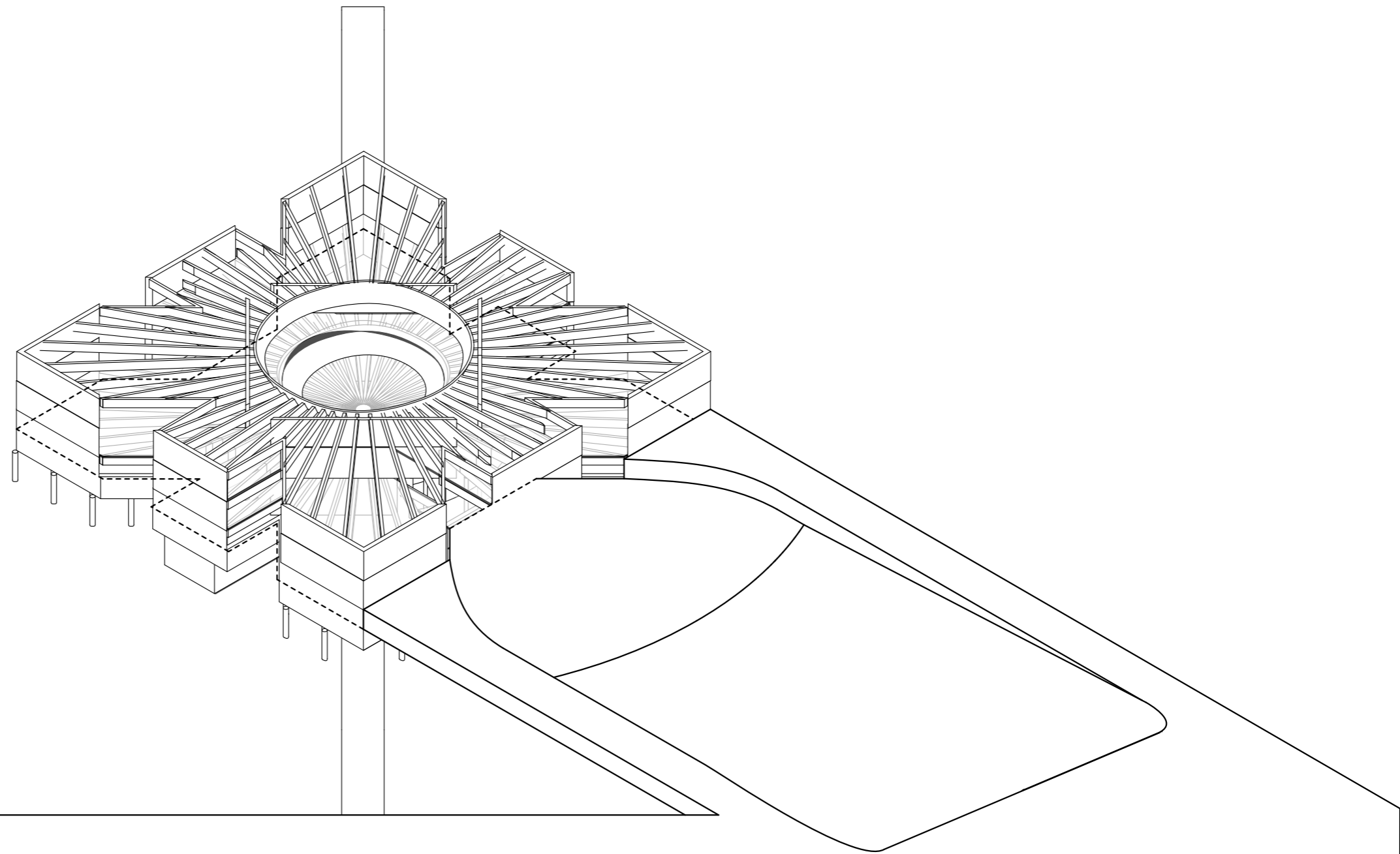
LEVEL -2



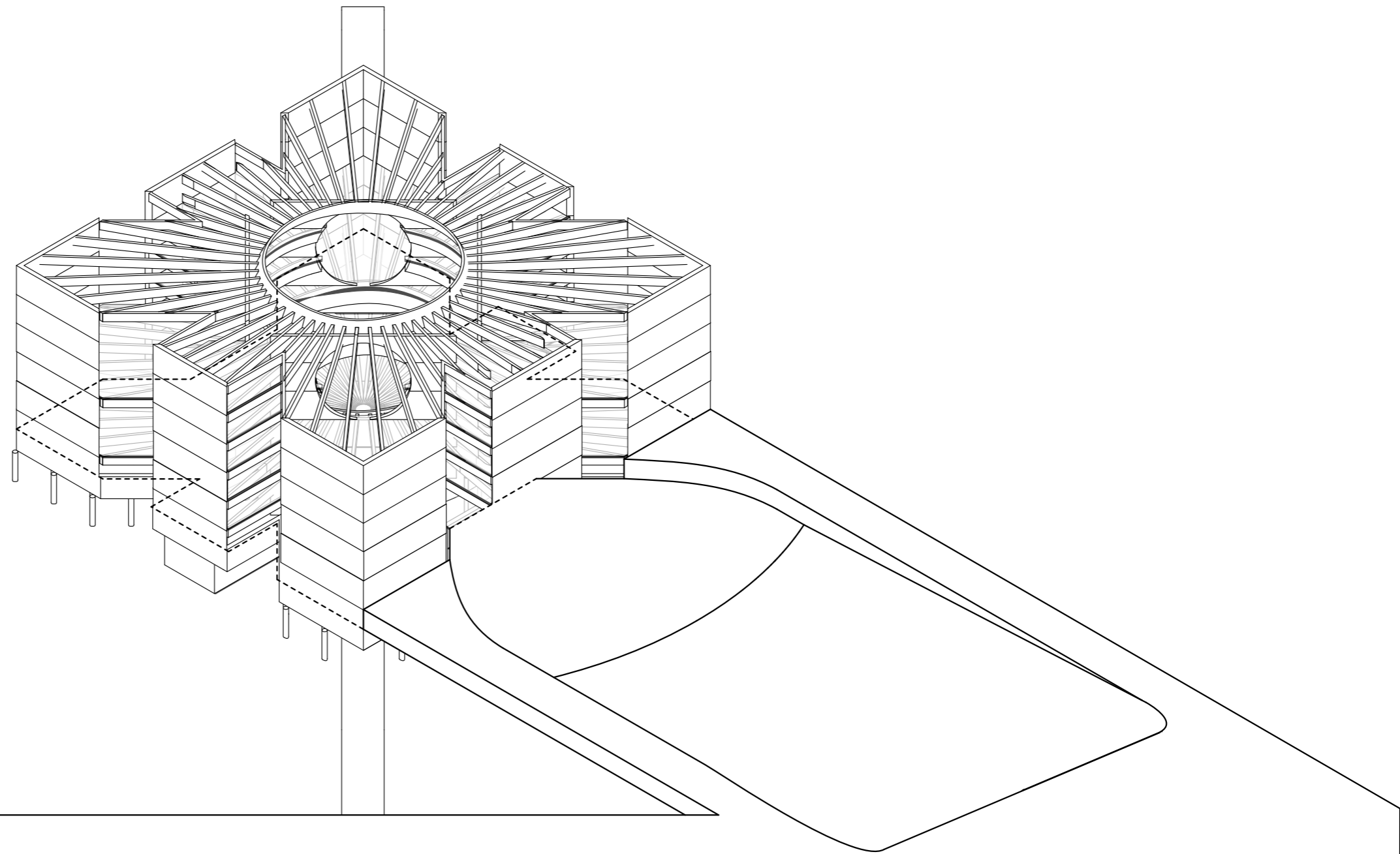
LEVEL -1



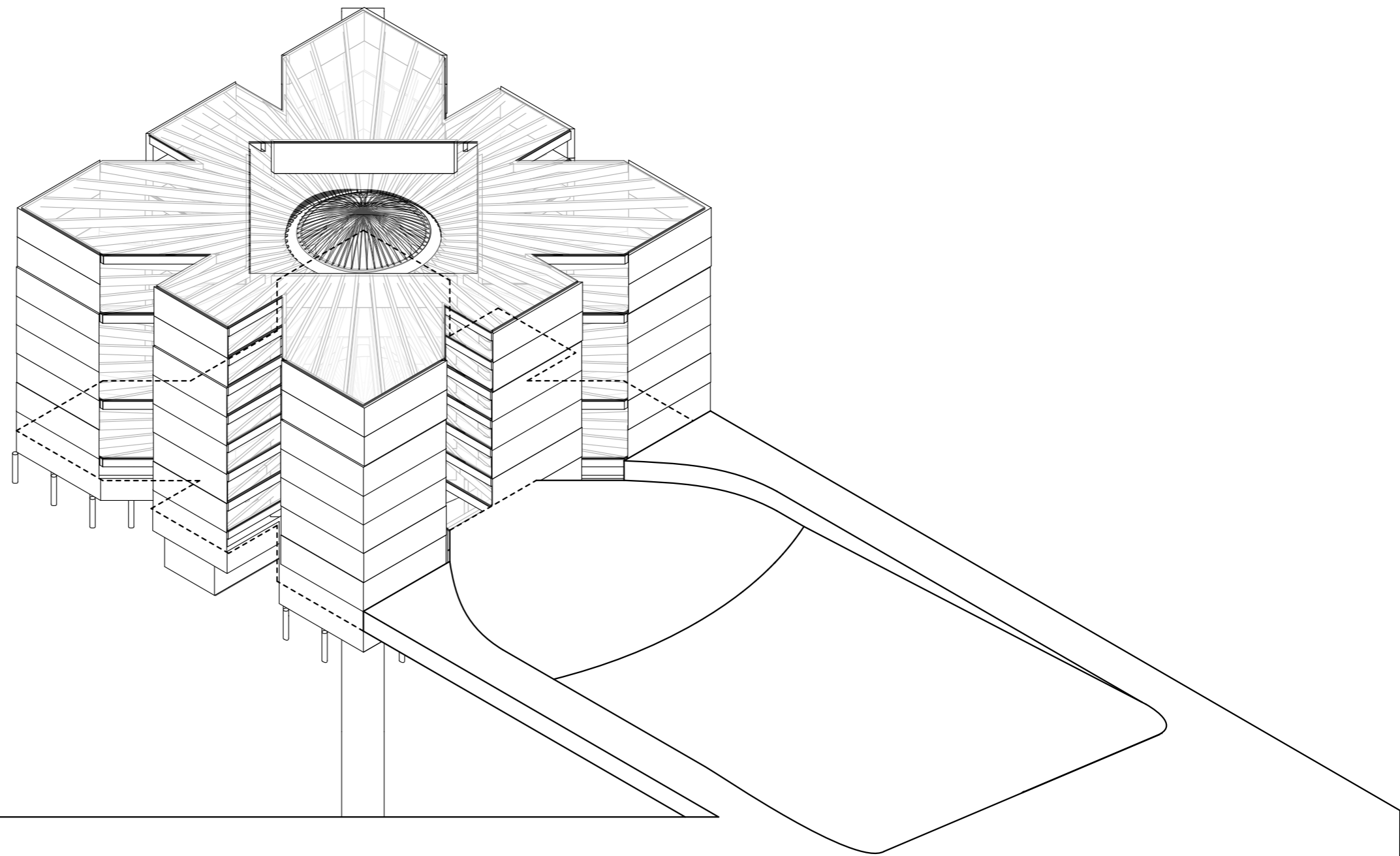
LEVEL 0 + 1



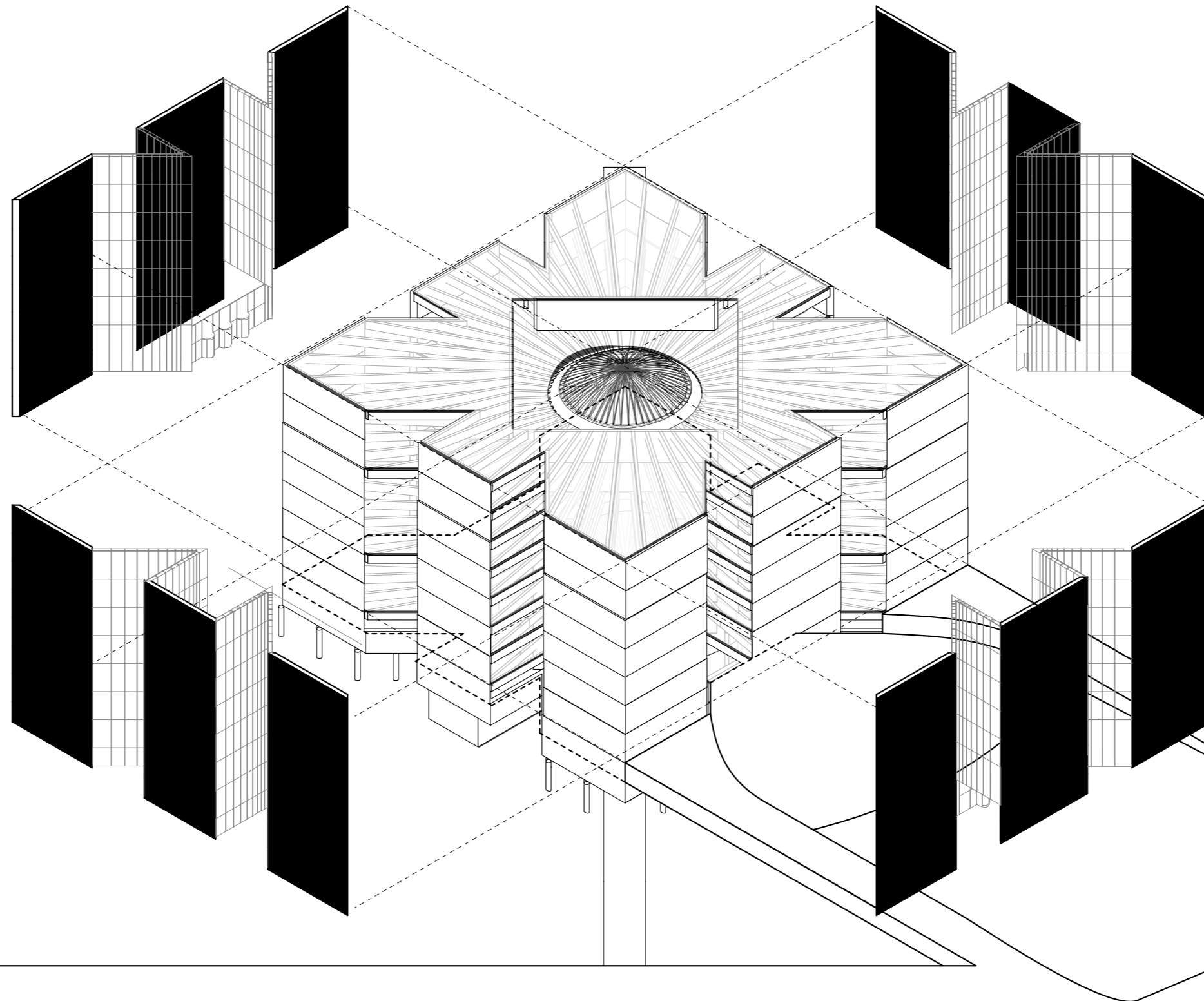
LEVEL 2 - 4



LEVEL 5 + 6

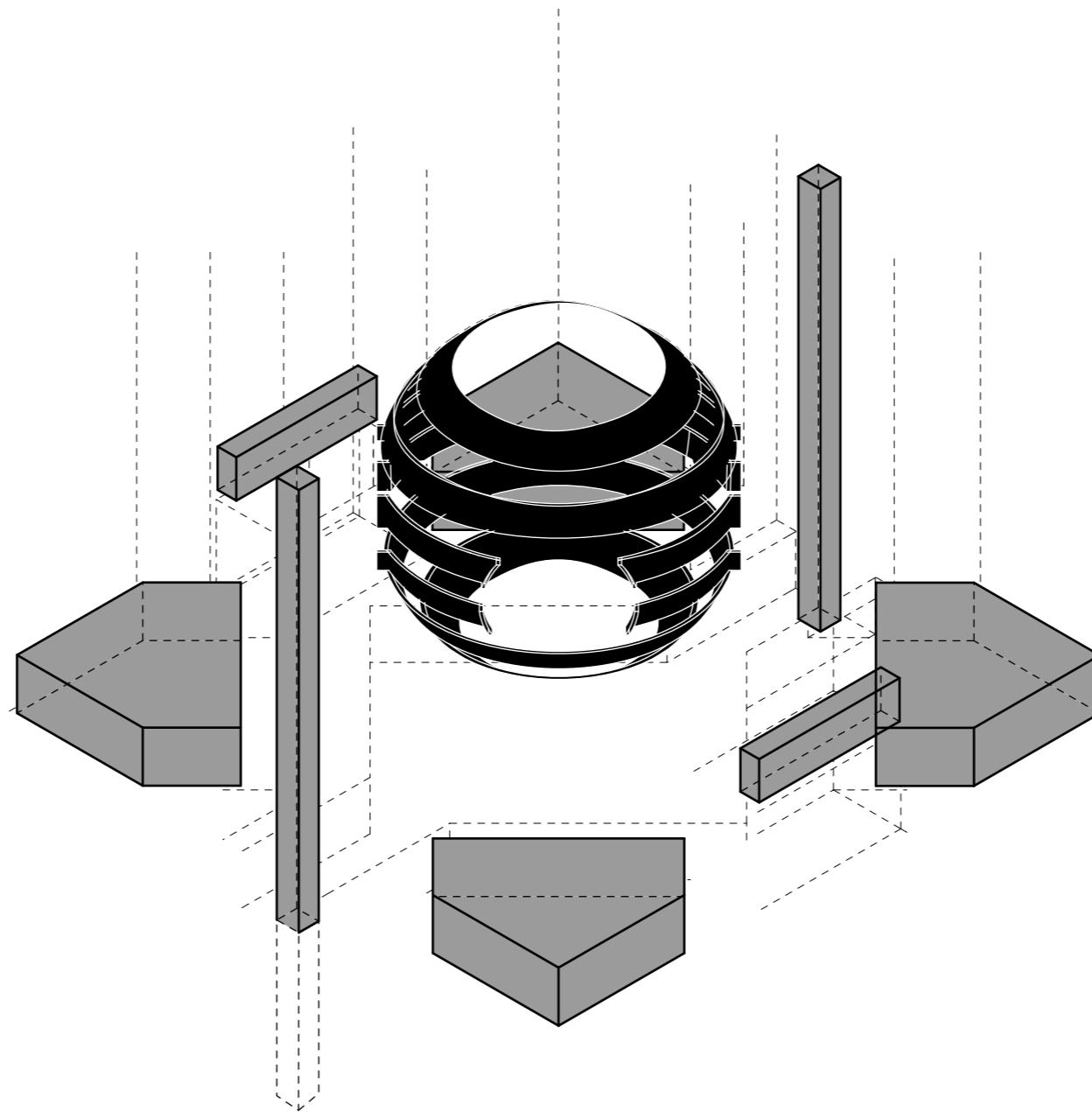


FACADE

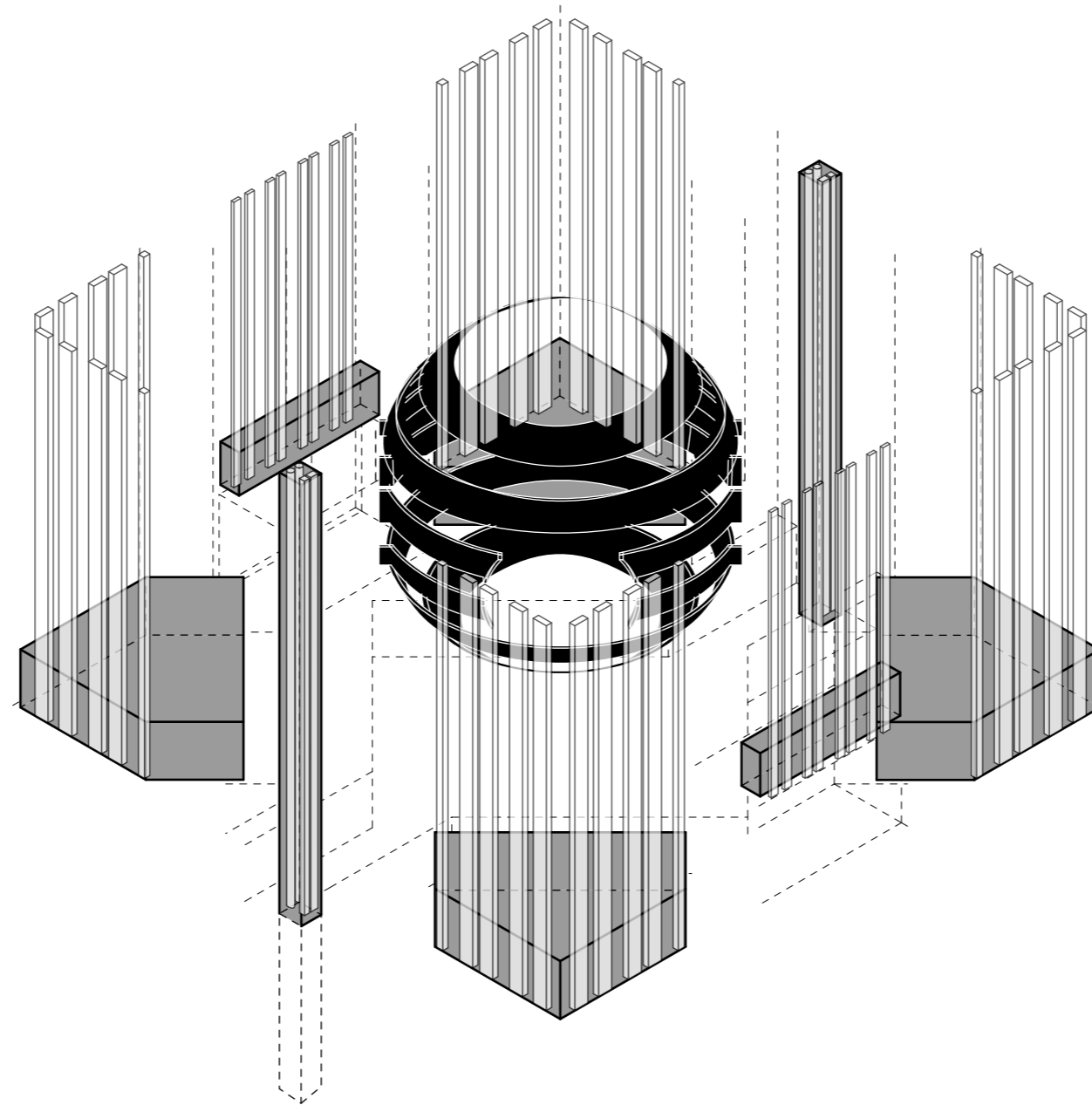


CLIMATE DESIGN

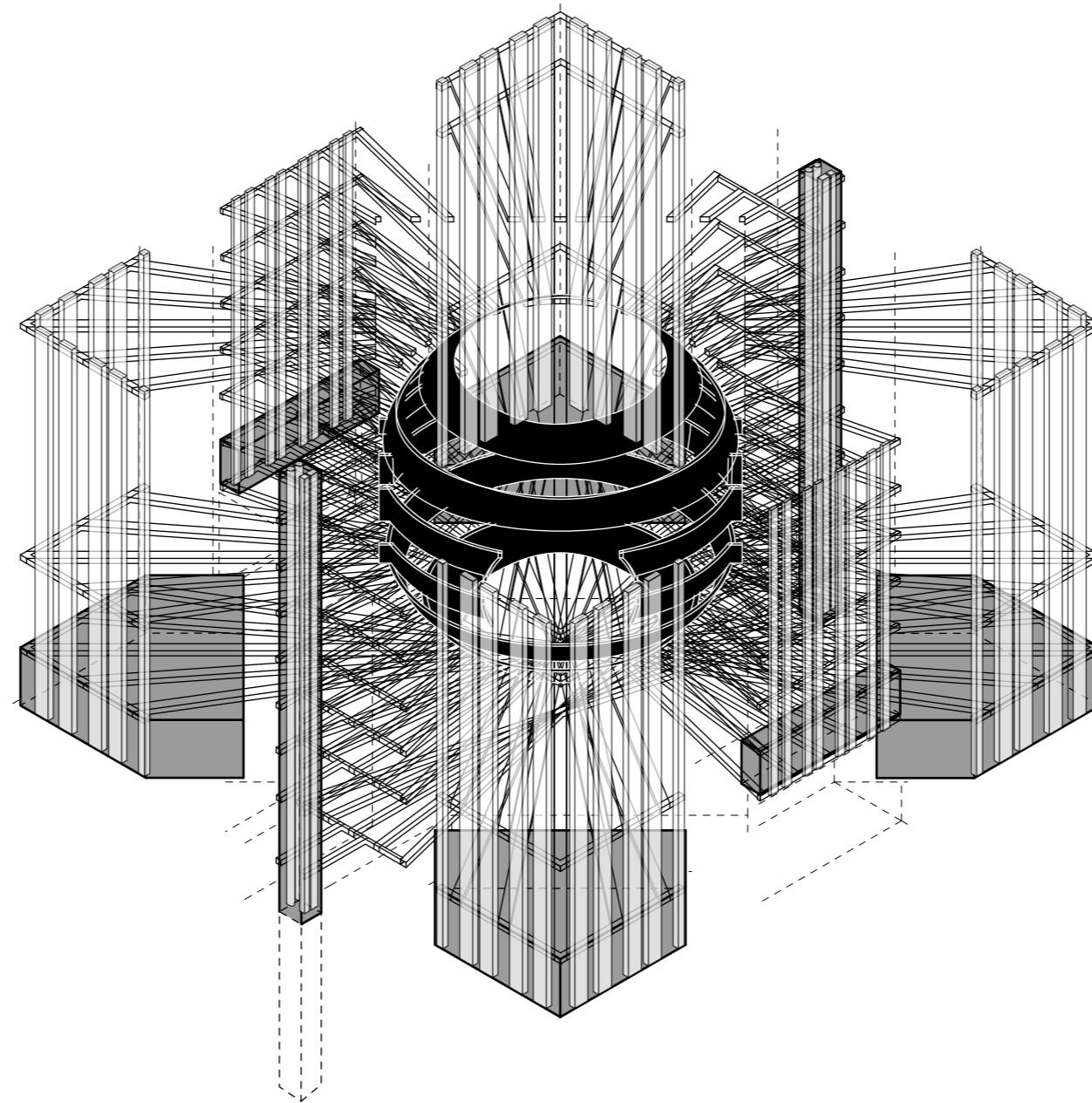
TECH. SPACES



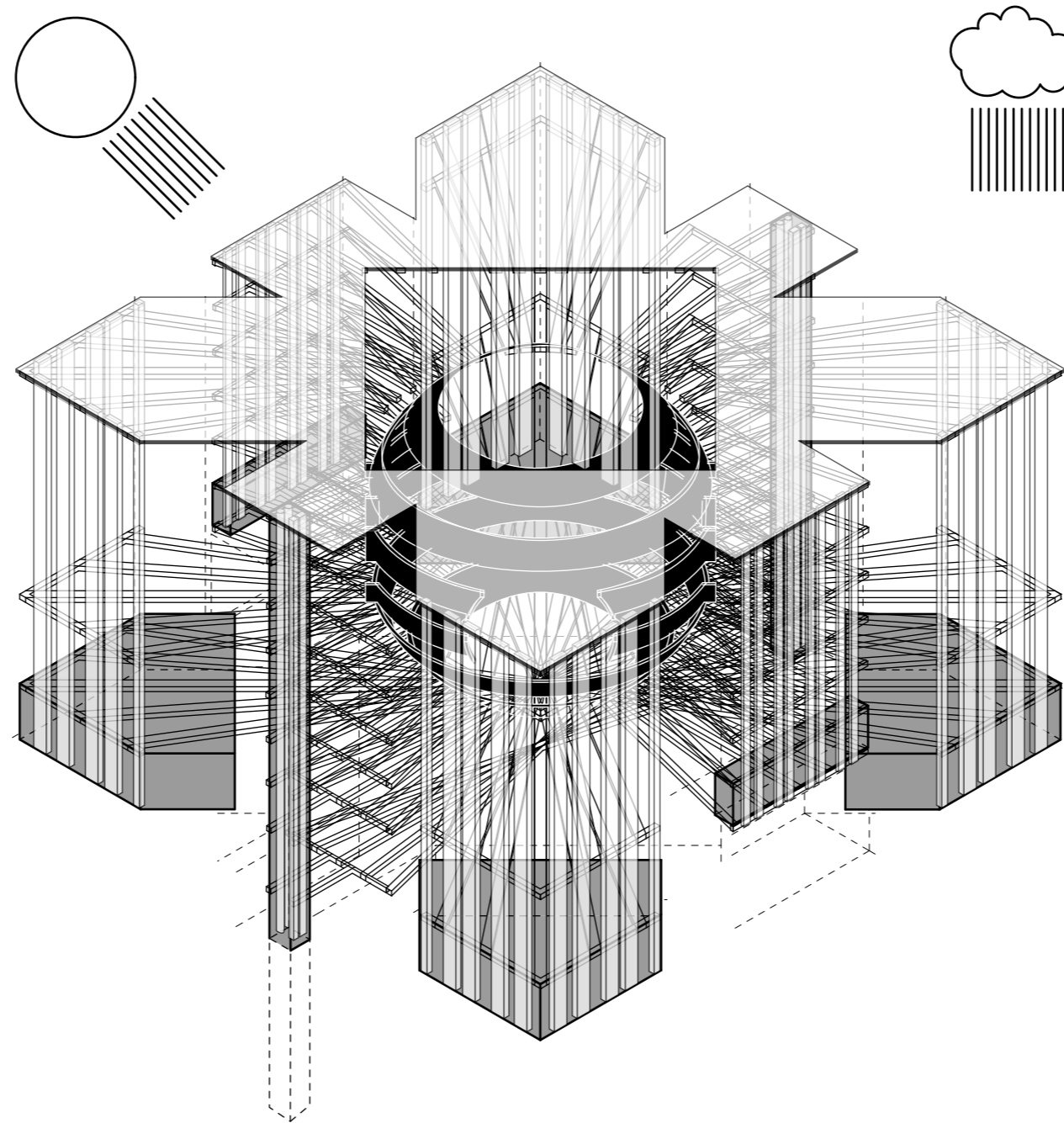
VERTICAL DUCTS



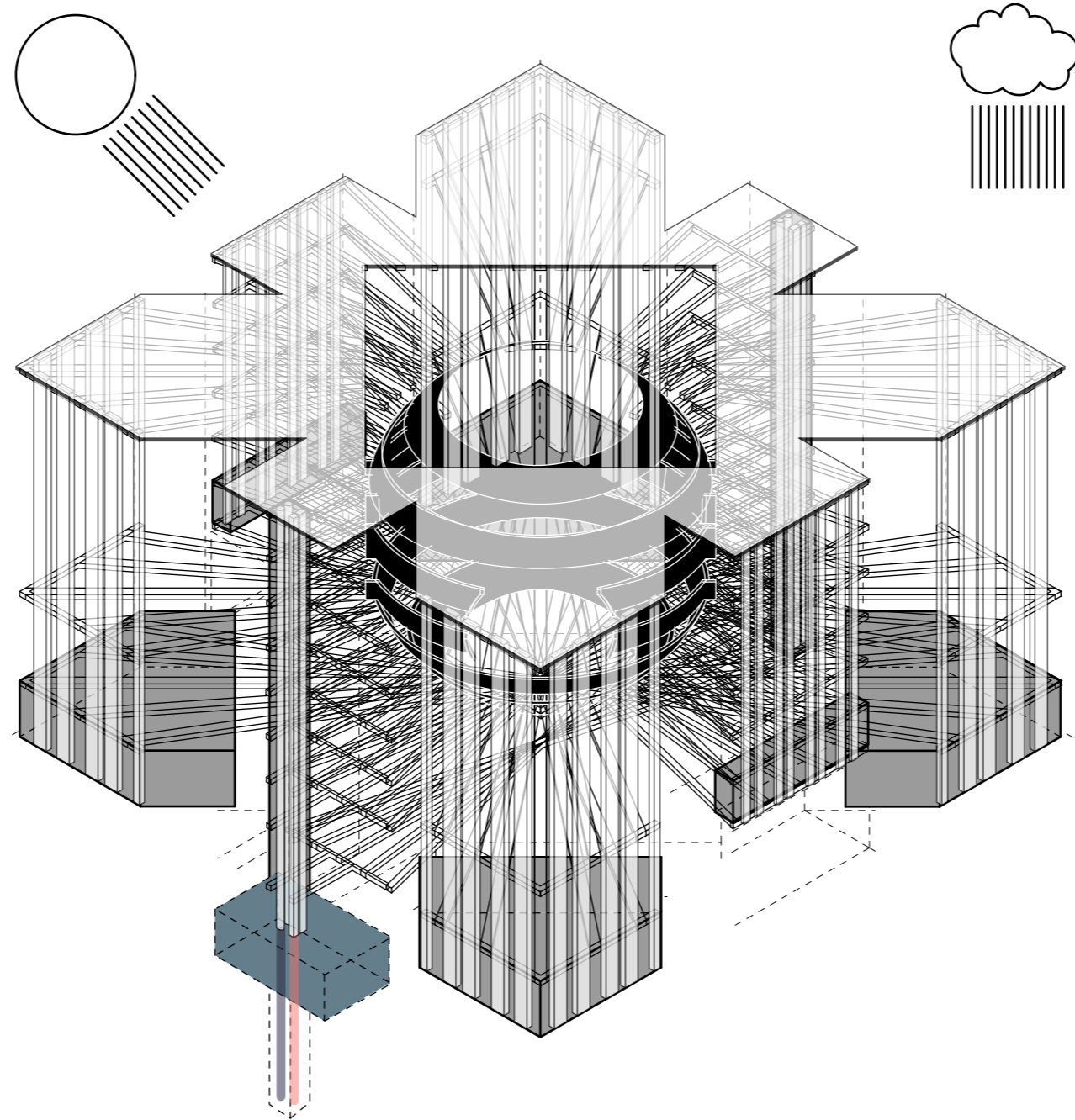
HORIZONTAL DUCTS

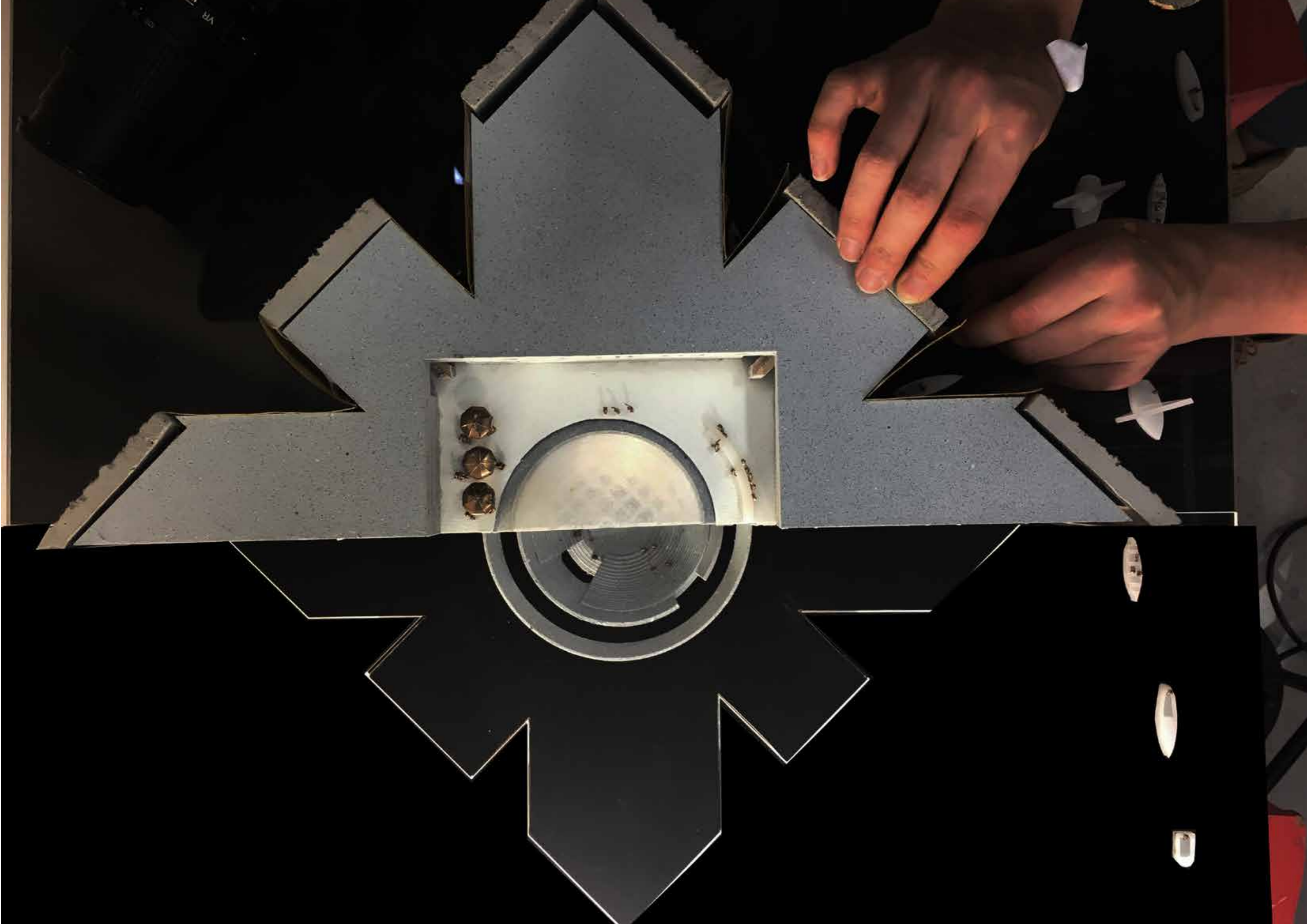


ENERGY & WATER COLLECTION



STORAGE

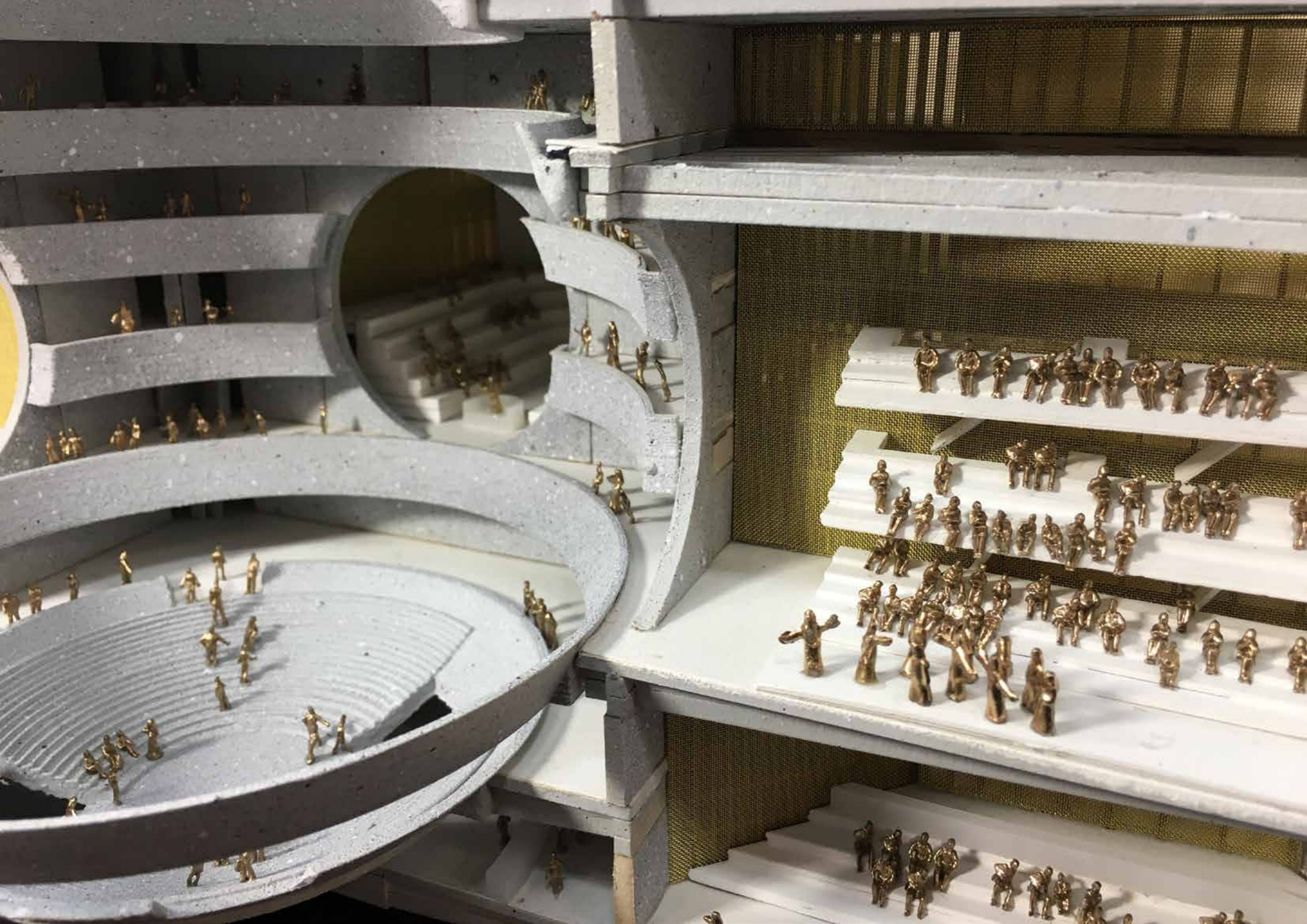


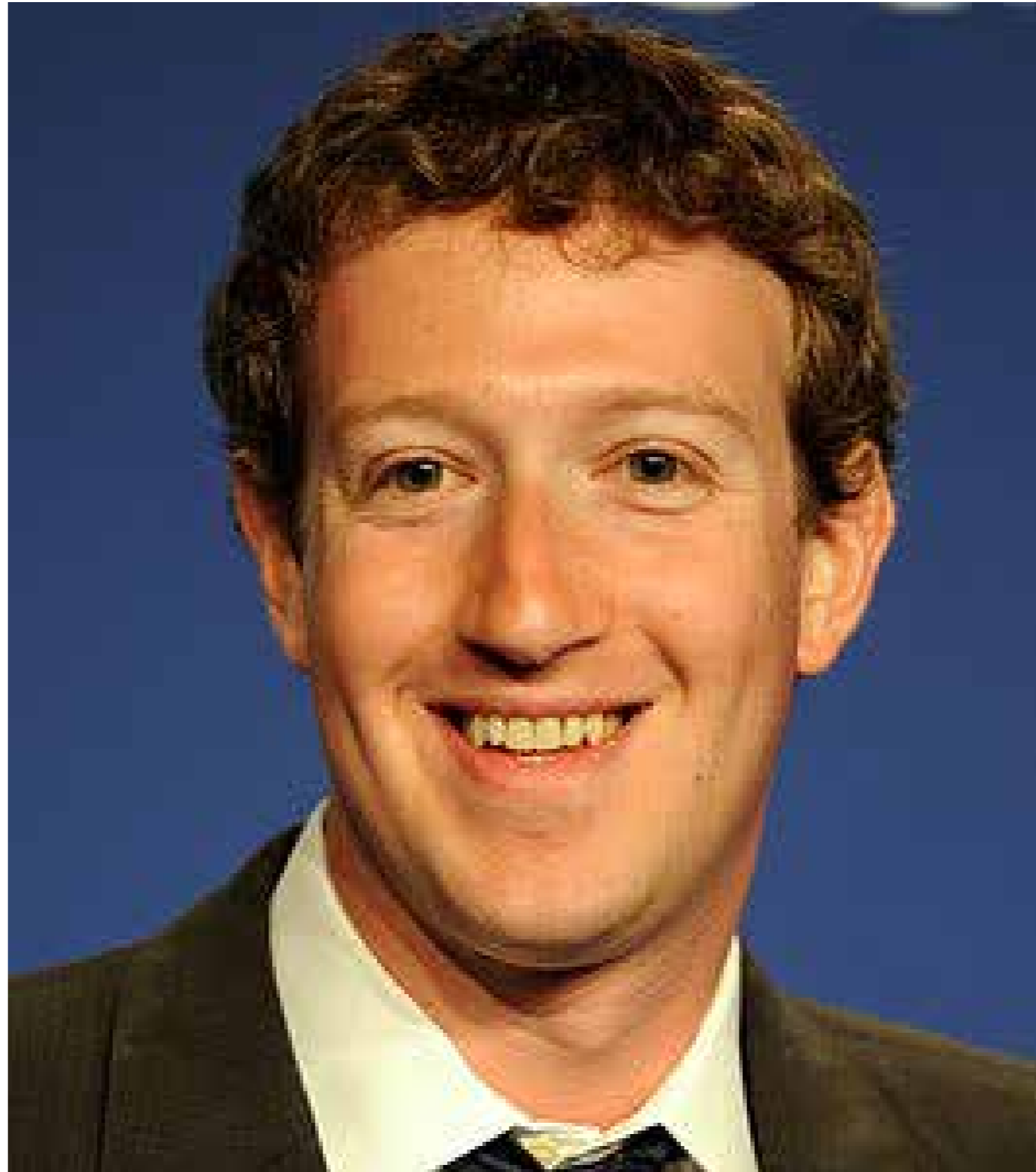


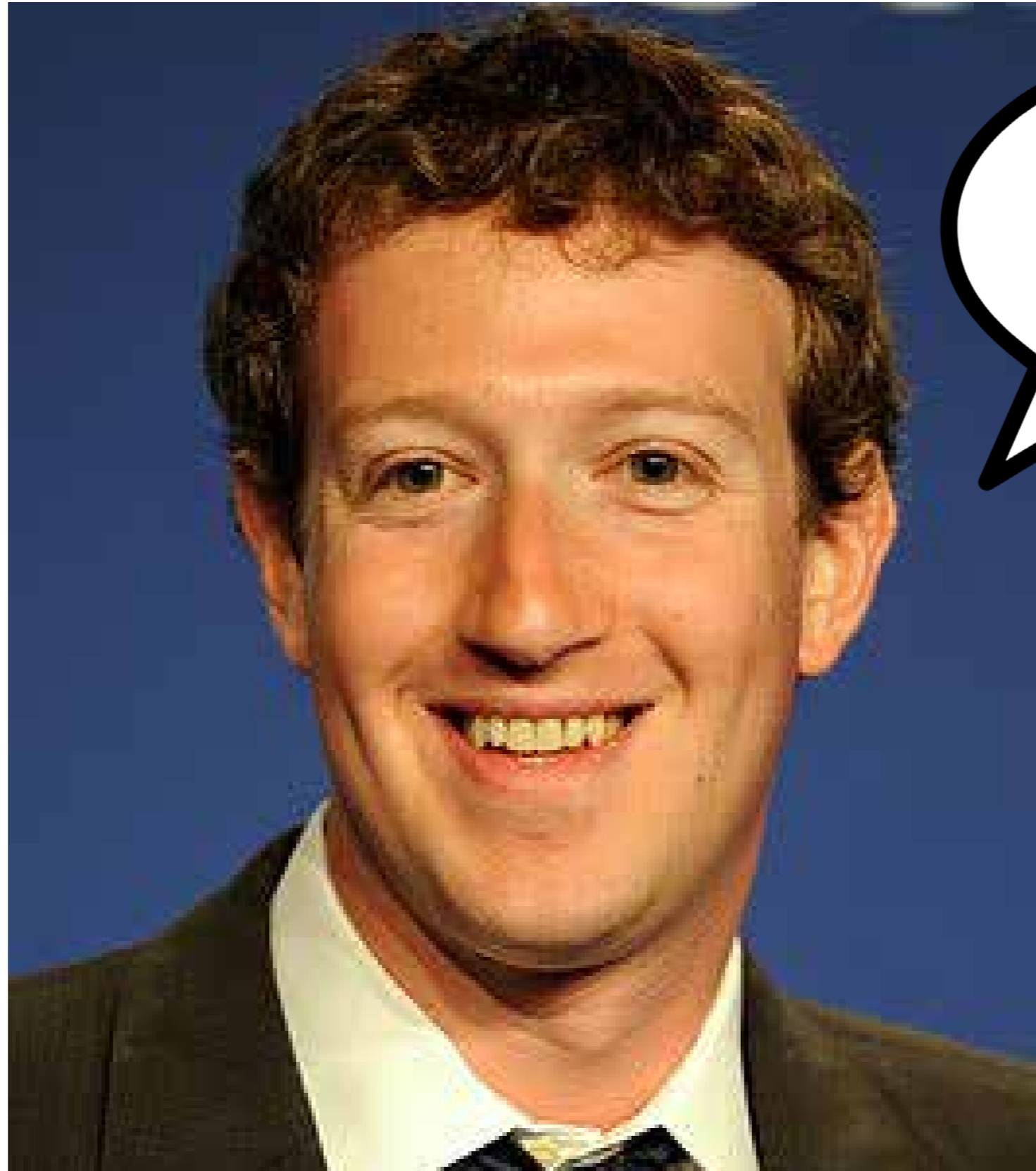
STRATEGY

DESIGN OF THE FACEBOOK HALL
**A SYMBOL AND TEST GROUND FOR
FUTURE SOCIAL MEDIA VENUES**

TO CREATE COMMUNITIES OF THE 21ST
CENTURY!







THANK YOU FOR
YOUR ATTENTION!



FACEBOOK HALL

BACK TO REALITY