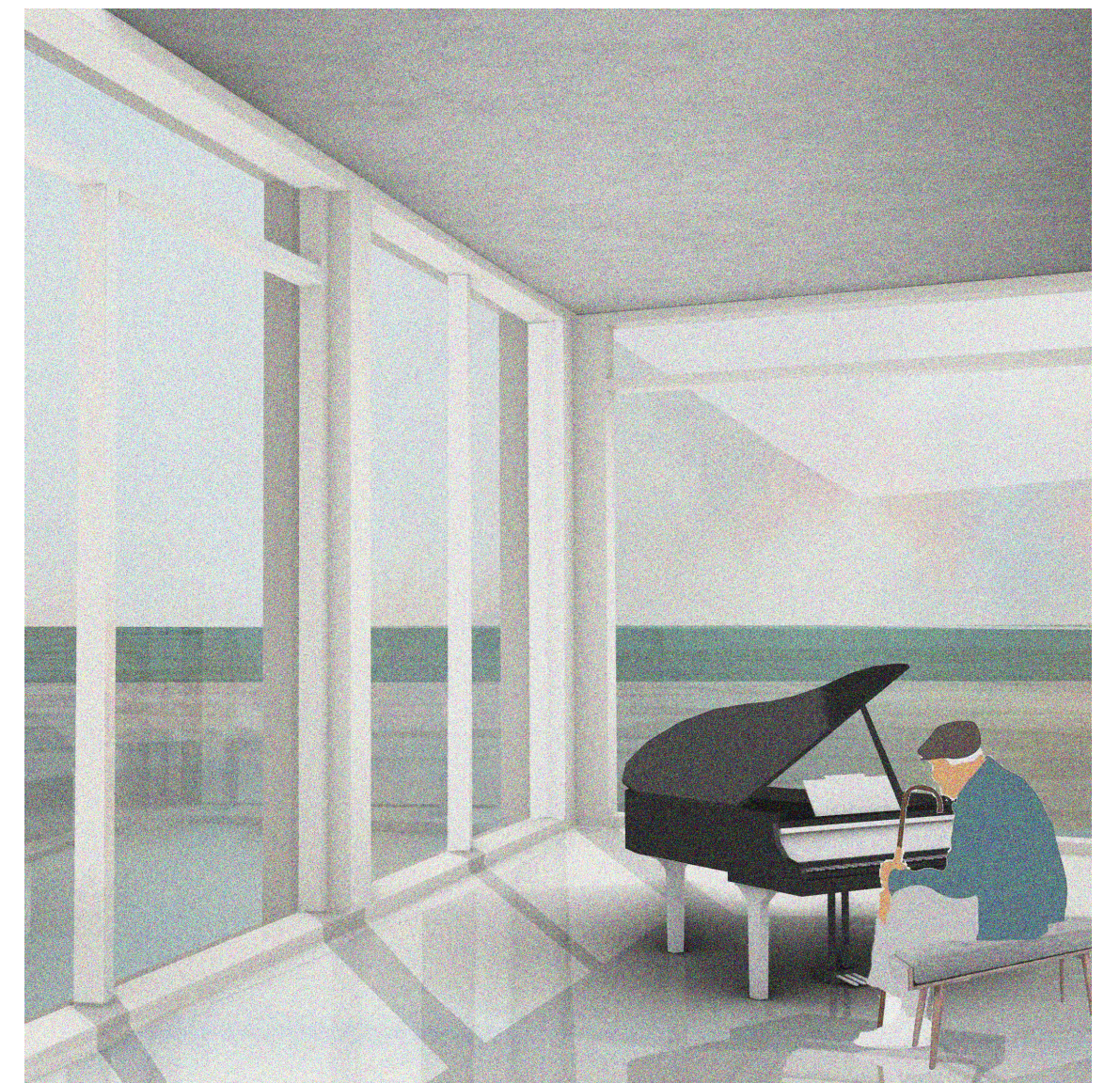
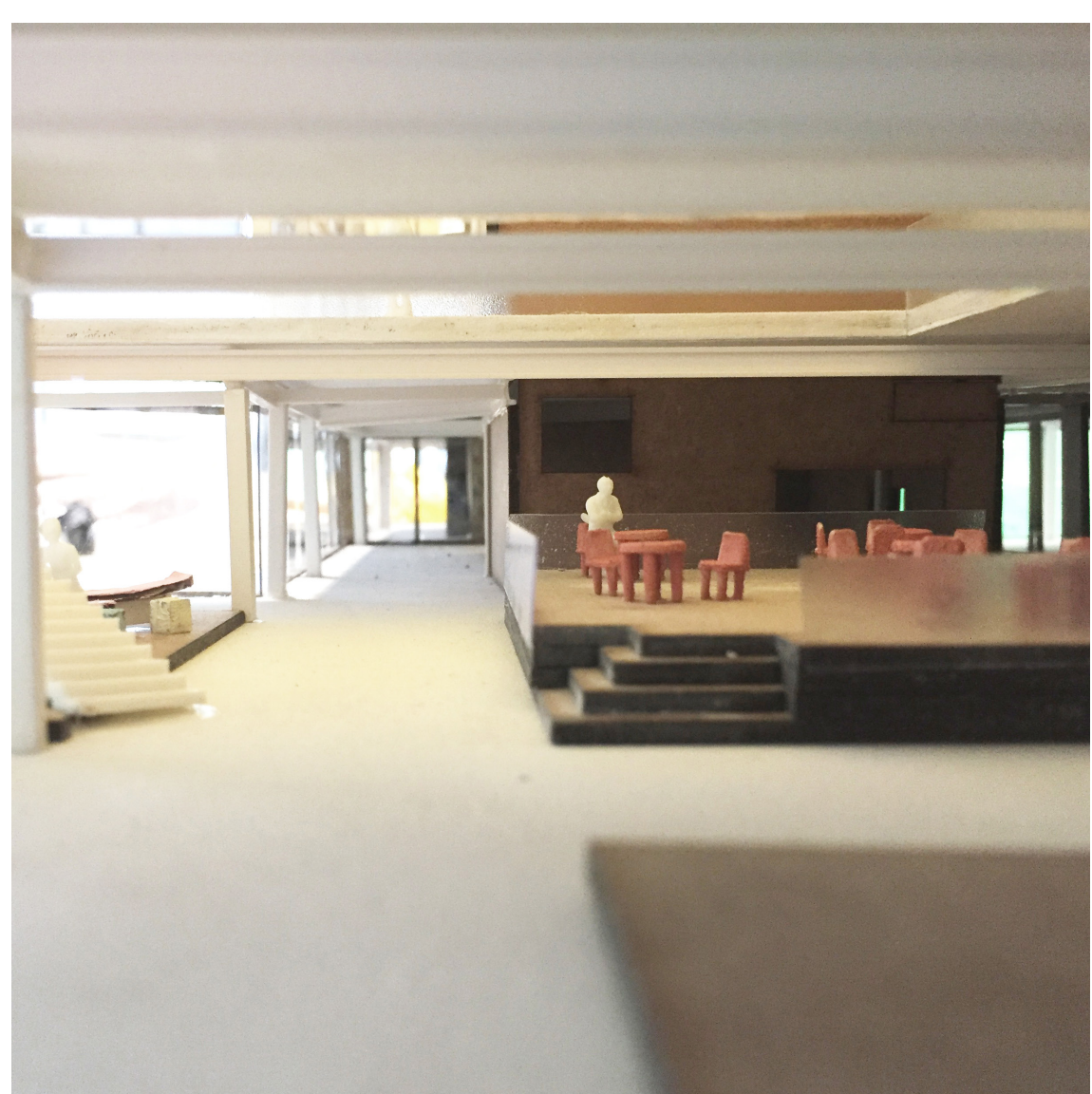
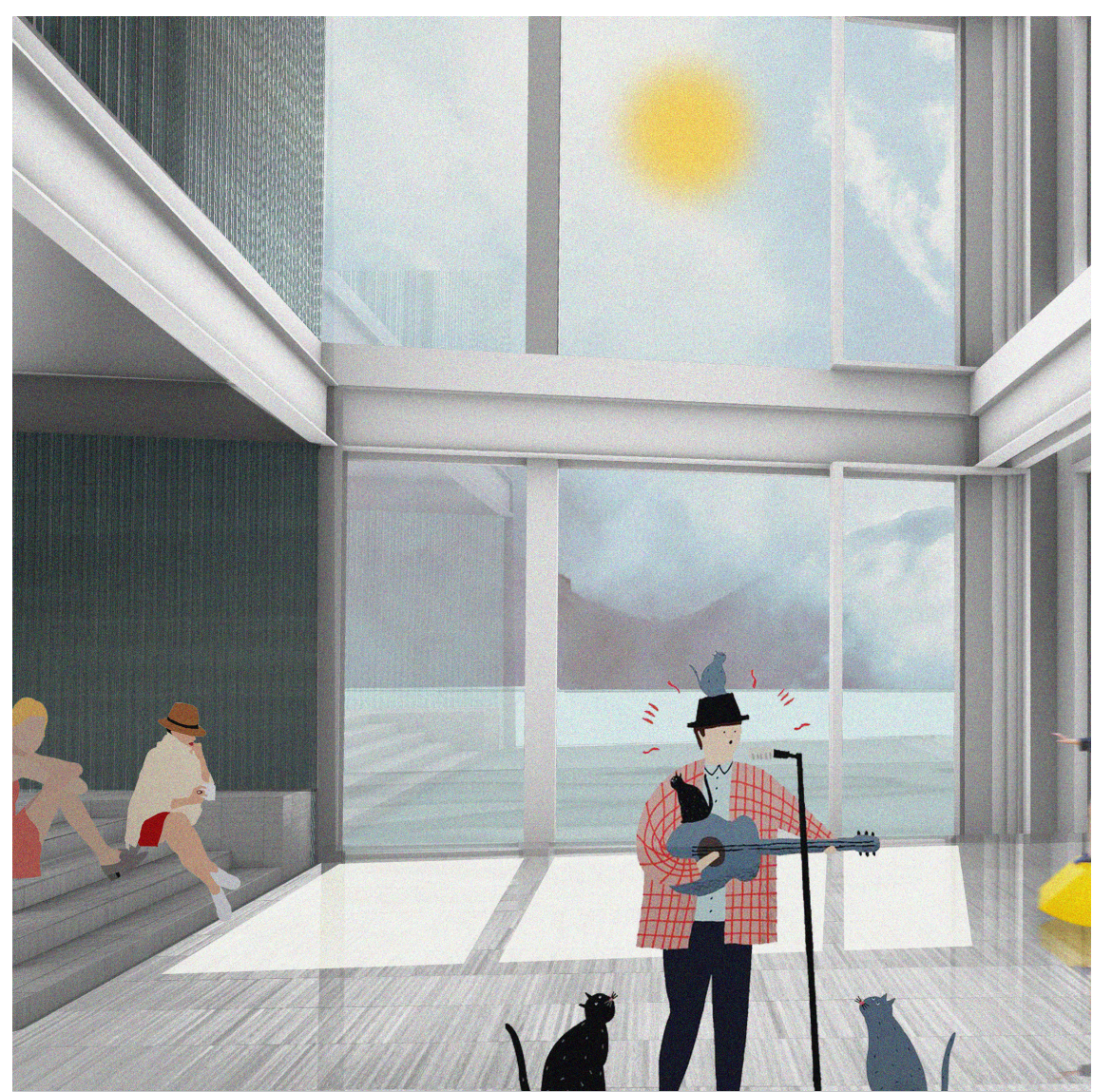
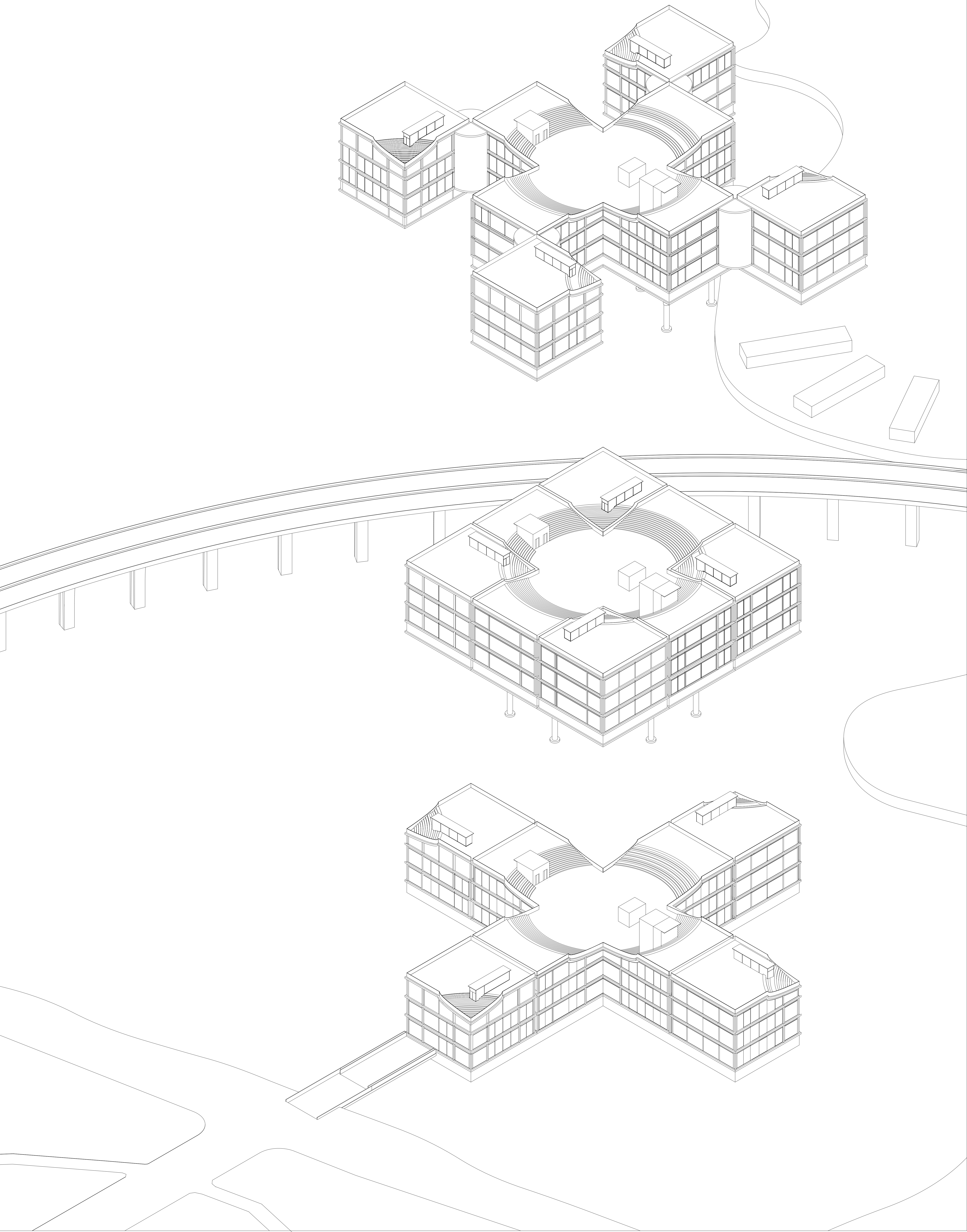


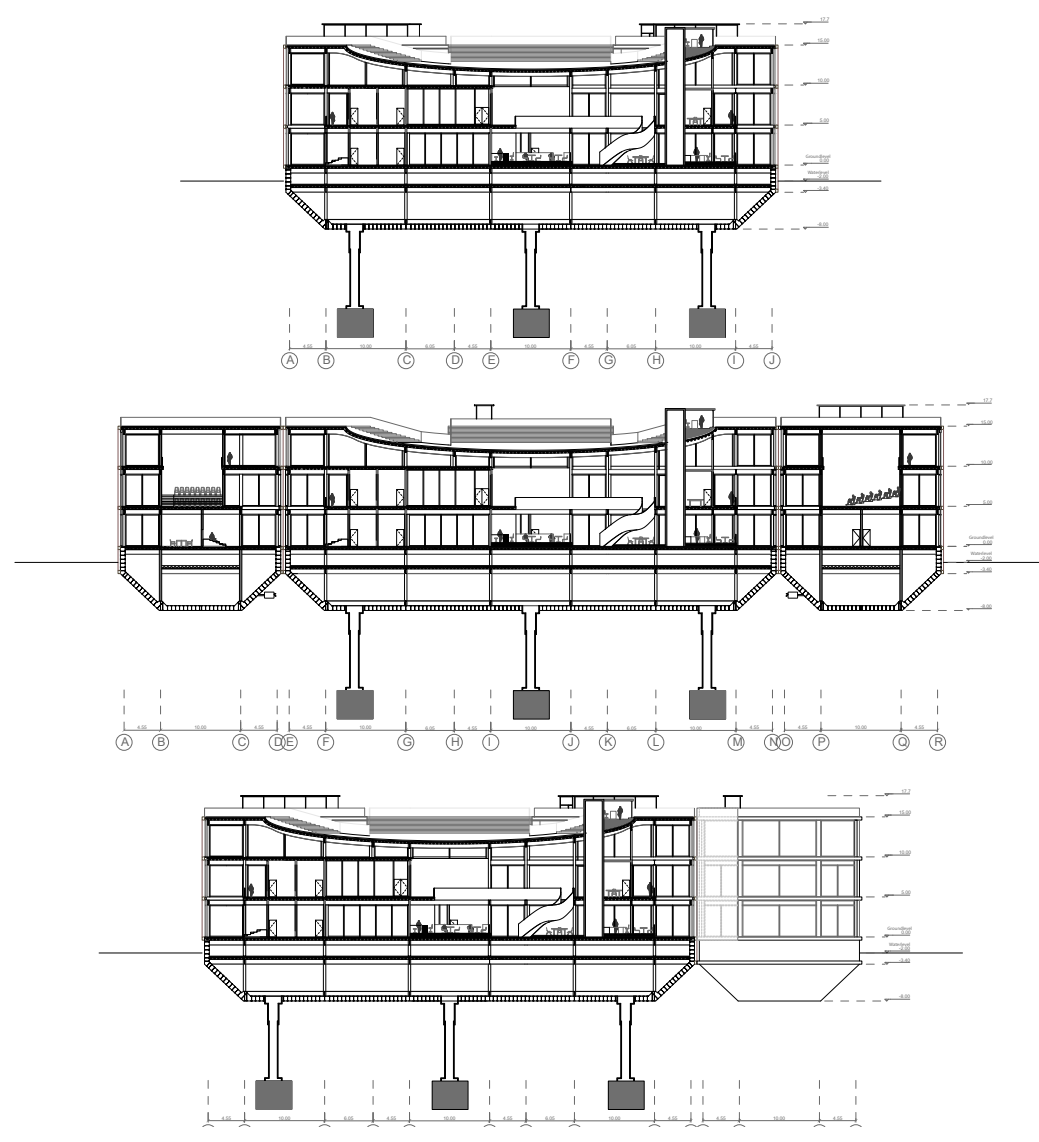
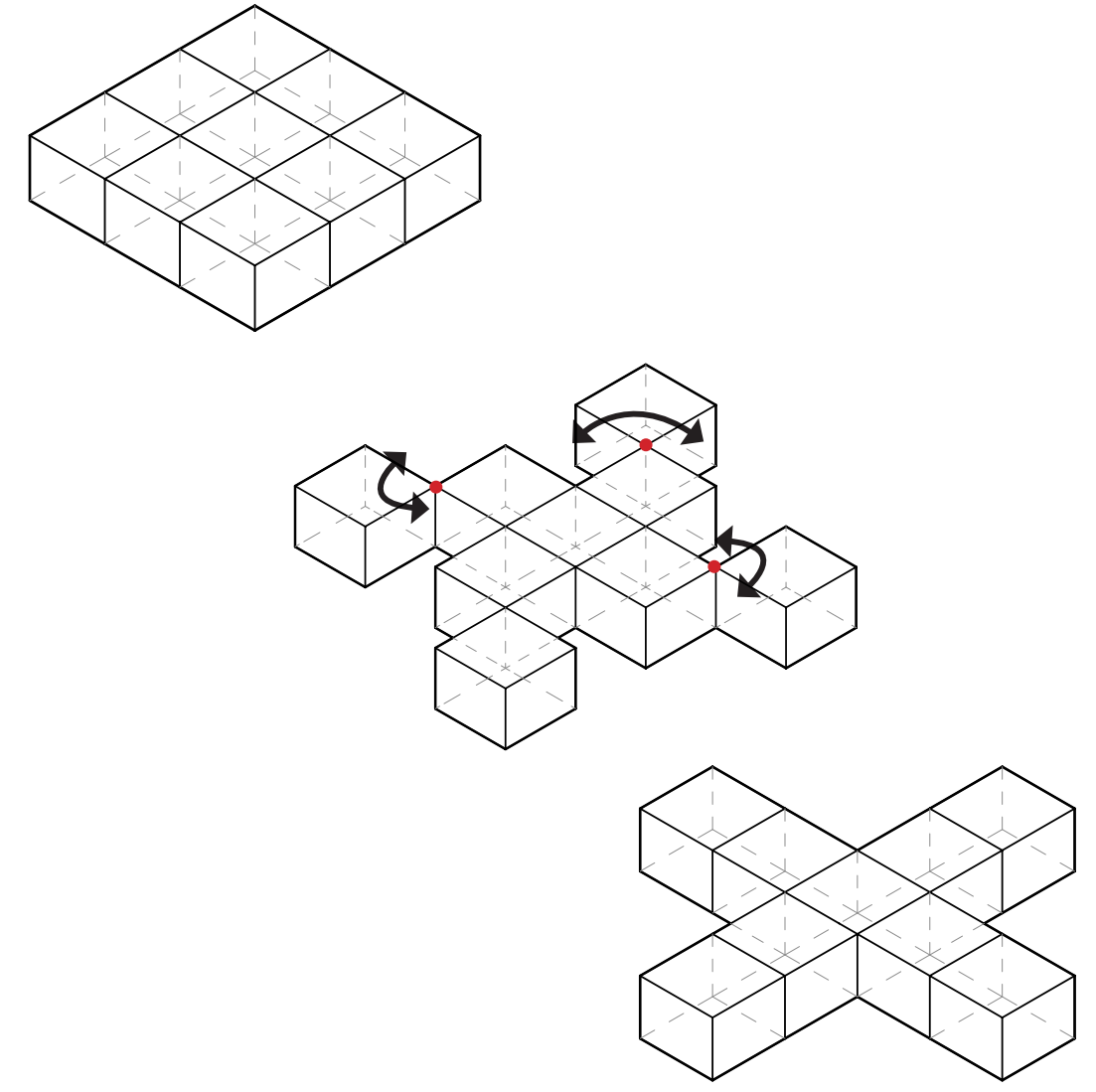
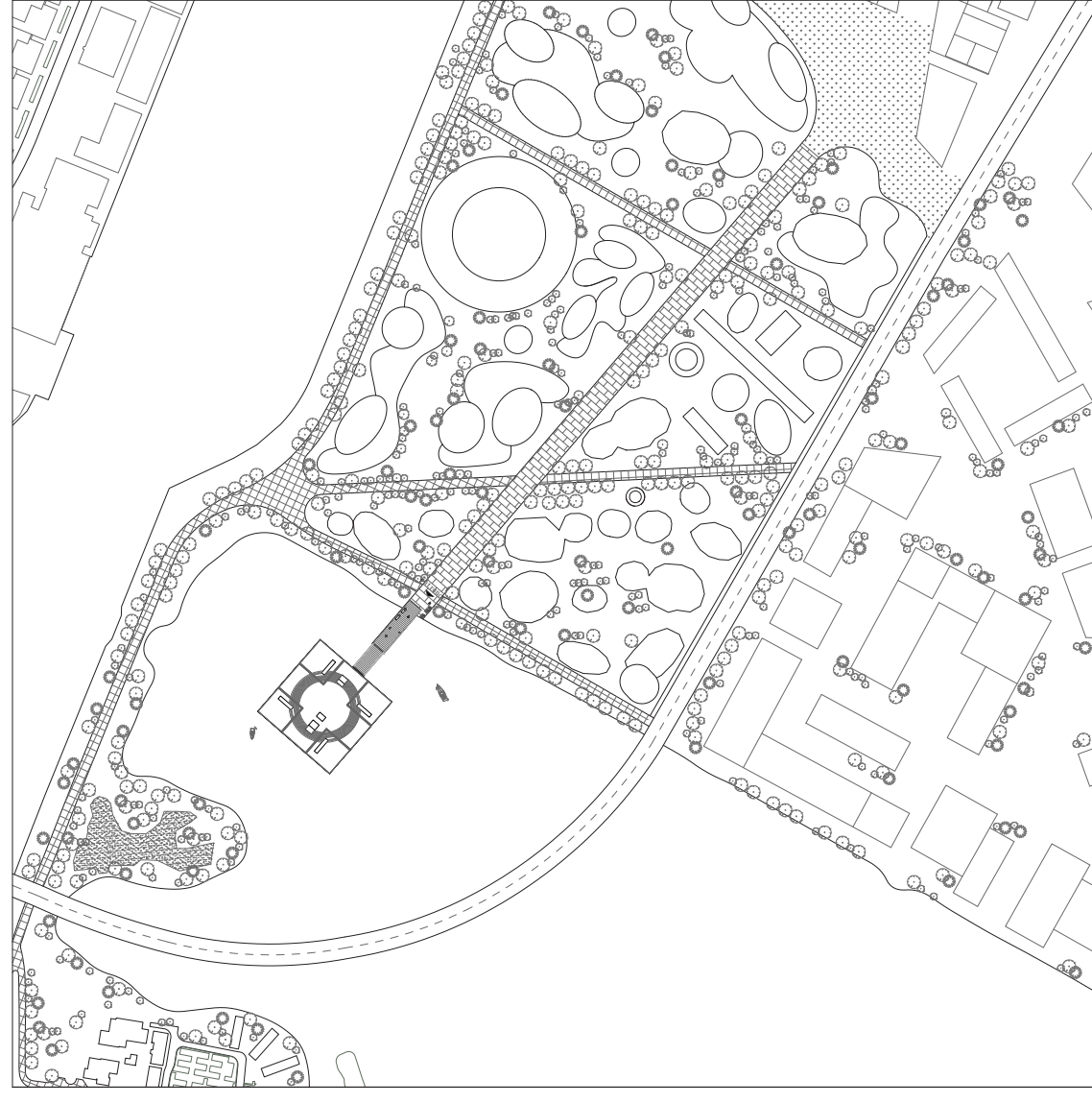
CULTURAL TRANSFORMER
AN INTEGRATION OF FESTIVAL, THEATER SCHOOL AND CINEMA
DAN JING





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 2017 / 2018

THE PROJECT IS AN INTERGRATION OF THEATER SCHOOL, CINEMA AND FESTIVAL HOLDING PLACE. IT IS OPERATED AS THEATER SCHOOL IN THE DAY TIME AND TURN INTO CINEMA IN THE EVENING. OCCASIONALLY, IT BECOMES A FESTIVAL AND ATTRACTS PEOPLE FROM BOTH ISLAND AND OUTSIDE. AMSTERDAM HOLDS MORE THAN 300 FESTIVALS EVERY YEAR, PEOPLE ARE LOOKING FOR PLACES TO ESCAPE OUT OF DAILY PRESSURE AND ENJOY LIFE. THERE ARE SEVERAL BIG FESTIVAL ON AND AROUND OUR SITE- SAIL, MAGNEET, DE ZON, ROCK'N ROOL AND VRIJLAND FESTIVAL. THE SAIL IS THE BIGGEST NAUTICAL EVENTS IN EUROPE AND ATTRACTS MORE THAN MILLION VISITORS EVERY 5 YEARS. THE MAGNEET FESTIVAL LOCATES RIGHT ON THE ZEEBURG ISLAND. IT WAS A QUITE HIPPIE FESTIVAL BUT IT HAS BEEN CEASED SINCE 2017 BECAUSE LACK OF FUND. DE ZON

AND VRIJLAND WERE ONCE HELD ON THE ISLAND AS WELL, BUT MOVED FURTHER SOUTH. AT THE SAME TIME, THE CAMPING SITE CAN PROVIDE ACCOMMODATION SPACES FOR THOSE FESTIVAL VISITORS. BENEATH THE RISED HIGHWAY, A LOT OF GRAFFITI CAN BE FOUND. THE FLEVO PARK WHICH IS SOUTH-WEST TO THE ZEEBURG ISLAND, IS THE BIGGEST GATHERING SPOT FOR GRAFFITI ARTIST IN AMSTERDAM. BESIDES, ON THE RAISBURT BLOCK, THERE ARE ALSO HIPPIE SIGNS LEFT FROM PAST- UNUSED VANS, REMNANTS OF SCULPTURES PARK, ETC. IN ORDER TO KEEP DIFFERENT CHARACTERS OF DIFFERENT BLOCKS ON THE ZEEBURG ISLAND, I WOULD LIKE TO REMAIN THIS COUNTERCULTURAL ATMOSPHERE OF THE SITE. MY PROJECT CAN BE A PLACE THAT CAN HOLD THE FESTIVALS THAT ONCE EXISTS ON THE SITE AND GIVES WORKSHOPS

