

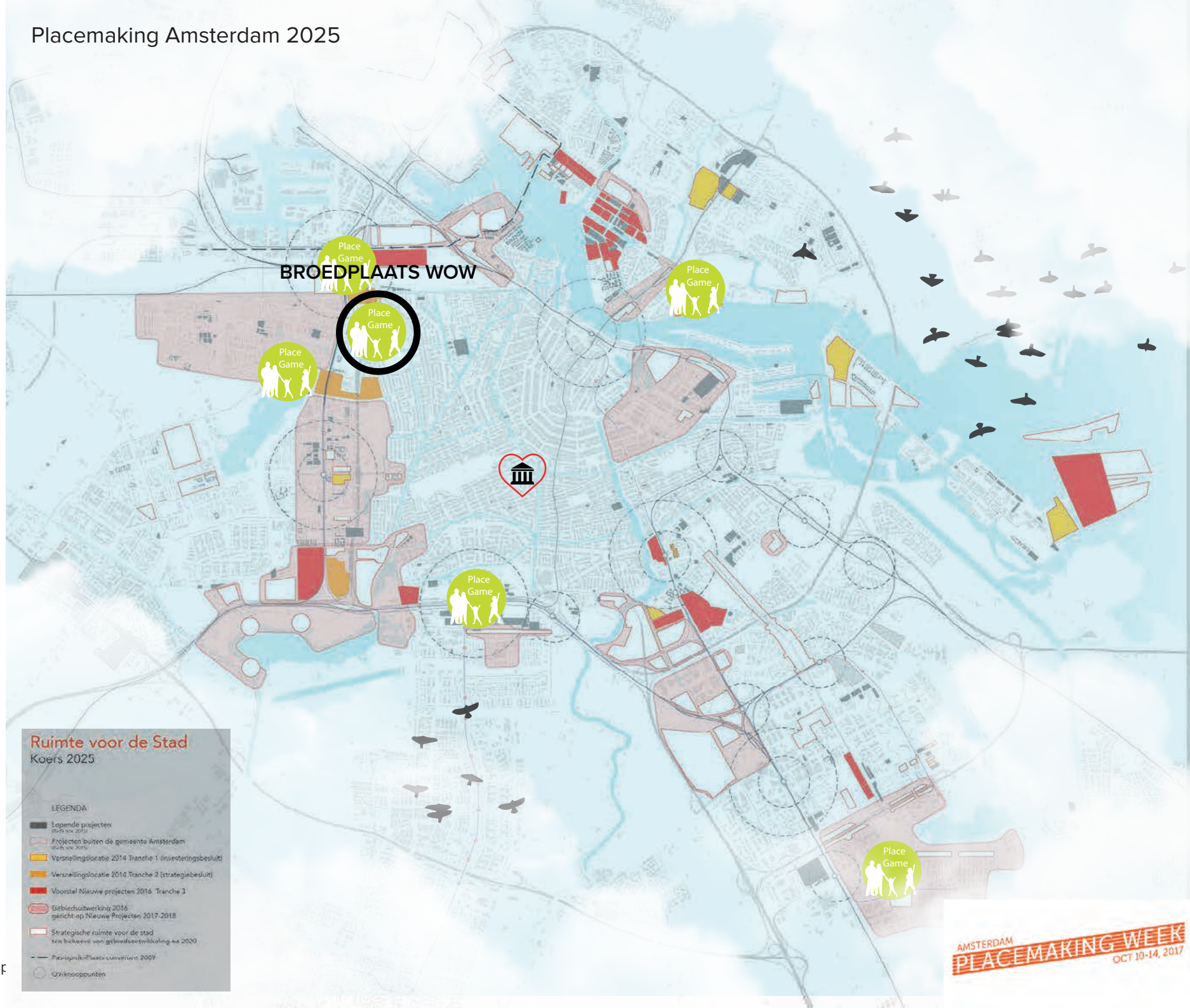


BROEDPLAATS WOW

Place Game Report

10th October 2017

AMSTERDAM
PLACEMAKING WEEK
OCT 10-14, 2017



BROEDPLAATS WOV

Ruimte voor de Stad
Koers 2025

LEGENDA

- Lopende projecten (2014-2016)
- Projecten buiten de gemeente Amsterdam (2014-2016)
- Versnellingslocatie 2014 Tranche 1 (investeringsbesluit)
- Versnellingslocatie 2014 Tranche 2 (strategiebesluit)
- Voorstel Nieuwe projecten 2016 Tranche 3
- Gebiedsruwering 2016 gericht op Nieuwe Projecten 2017-2018
- Strategische ruimte voor de stad ten behoeve van gebiedsontwikkeling na 2020
- Provinciale Staten convenant 2009
- Groenstippunten

Placemaking Week 2017

Public space is located at the intersection of many global issues - from health to sustainability, innovation to equity. Placemaking Week is all about leveraging this convergence.

Building upon the momentum of the Placemaking Leadership Council and 2016's Placemaking Week in Vancouver, this year Project for Public Spaces collaborates with their Dutch partners—Stipo, City at Eye Level, Placemaking Plus, and Pakhuis de Zwijger—to create a dynamic forum for attendees to develop and share concrete strategies to advance placemaking locally and globally.

Placemaking Week was closely looking into the case of Amsterdam, trying to reach out to existing processes here and bring its expertise. Therefore, 6 place games were organised based on Koers 2025 plan.

Reasoning for the Place Game

WOW feels now as a small city. There are many things happening inside the building. The next step is to work on the outside area of the city, the surroundings of WOW and the connection with the neighbourhood. Sandra Chedi, director and Marlies Buurman, head cultural programming, both really look forward to welcoming the neighbourhood in WOW, and look for new ways of doing that. The public space around WOW could help to open up and engage.

In cooperation with the Municipality of Amsterdam Placemaking Plus has been challenged to make Sloterplas Noord an attractive place again!



Place Games session in Pakhuis de Zwijger ▶





Summary

Broedplaats WOW is a cool cultural venue in a lesser-known area of Amsterdam, housed in an old sixties school building. WOW hosts artists in residence with fifty spaces for recent graduates from Amsterdam art academies. It complements these studios with a 350-bed hostel, a restaurant, and urban farm called PlantageLab where guests, visitors and tenants meet one another.

Places like these can have a big effect on the neighborhood: bringing new people to the area, altering day/night rhythms, and adding more traffic and energy to the streets. And through arts, offer the area a whole different quality.

In this workshop people got to know more about WOW and the area in which it is located. Marlies Buurman from WOW Amsterdam showed around the building and told its story. WOW is an example of a 'broedplaats', a breeding ground. Amsterdam has a strong policy developing places like these, as a way of dealing with empty properties, creating spaces for artists and creatives, and developing a more creative city. Jaap Schoufour has for the last 10 years been the key figure behind the Broedplaatsen policy.

The inside space of WOW feels like a great place. Exhibitions, music and film nights, fashion shows, and courses for local children are all part of the package. WOW wants to be an exciting spot in town, a place open to fresh creative thinkers and doers, where the young and the established meet and inspire each other.

Unfortunately the same can not be said for the area just outside WOW. During the place game portion of the workshop, the participants were challenged to combine local knowledge with their (inter)national expertise in identifying lighter, quicker, cheaper interventions to help transform the outside space into one as attractive as the inside.

Prepared for:

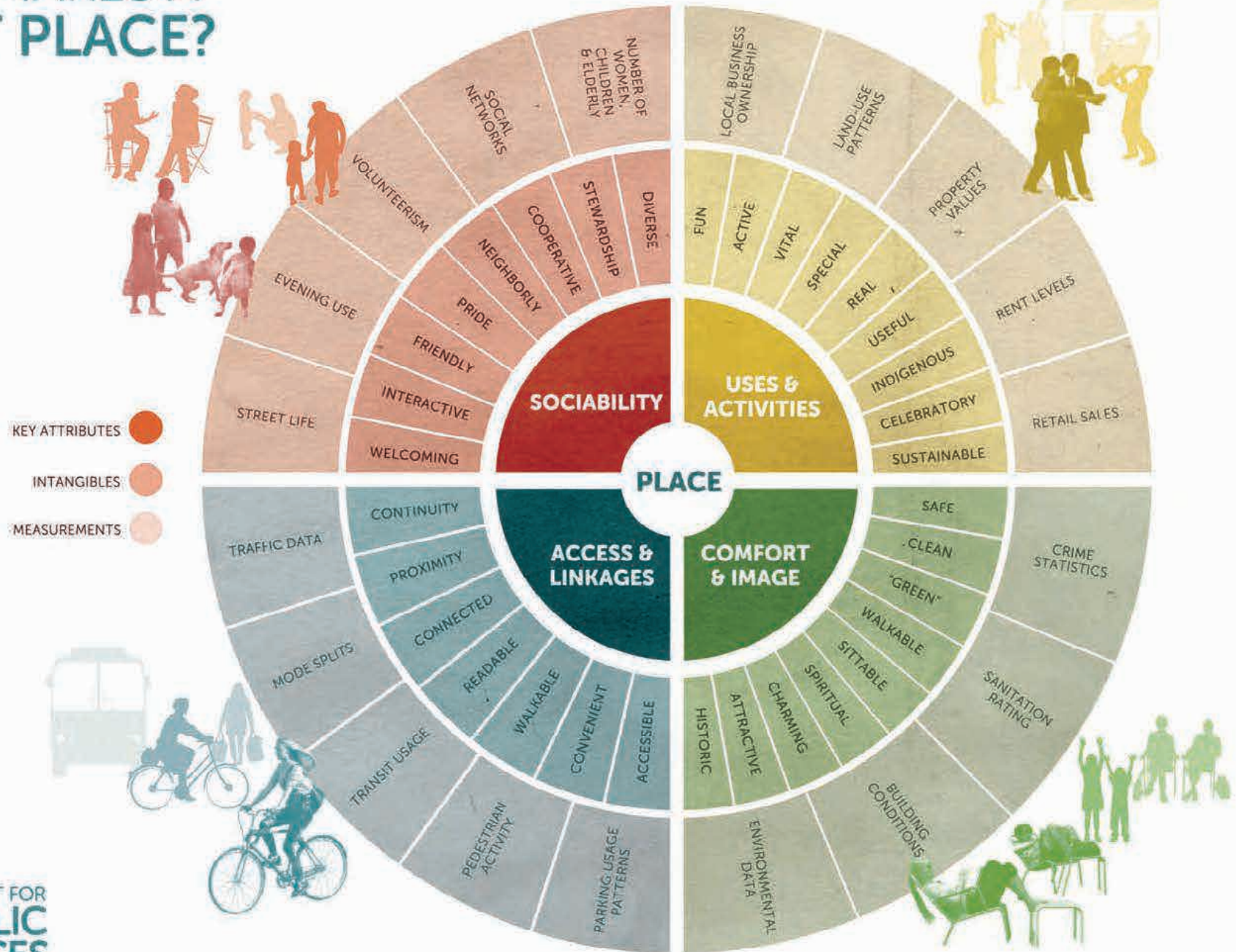
Municipality of Amsterdam

by:



Placemaking Plus

WHAT MAKES A GREAT PLACE?



What is Placemaking?

Placemaking is changing a public space from a place to which you pass as soon as possible to a place which you never want to leave!

Placemaking process begins with community and users. New opportunities arise from self-organised group of users of the space. Looking together into possibilities in public space, beginning with so-called low-hanging fruit: small interventions that are easy and fast to make (lighter, quicker, cheaper approach). Good public space attracts people as a magnet. They go there not only because they have to, but because being there is an enjoyable experience. What should be done to transform boring average space to attractive place?

PPS, Project for Public Spaces

In evaluating thousands of public spaces around the world, PPS has found that to be successful, they generally share the following four qualities.

COMFORT & IMAGE

Whether a space is comfortable and presents itself well – has a good image – is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit – the importance of giving people the choice to sit where they want is generally underestimated.

USES & ACTIVITIES

Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place – and return. When there is nothing to do, a space will be empty and that generally means that something is wrong.

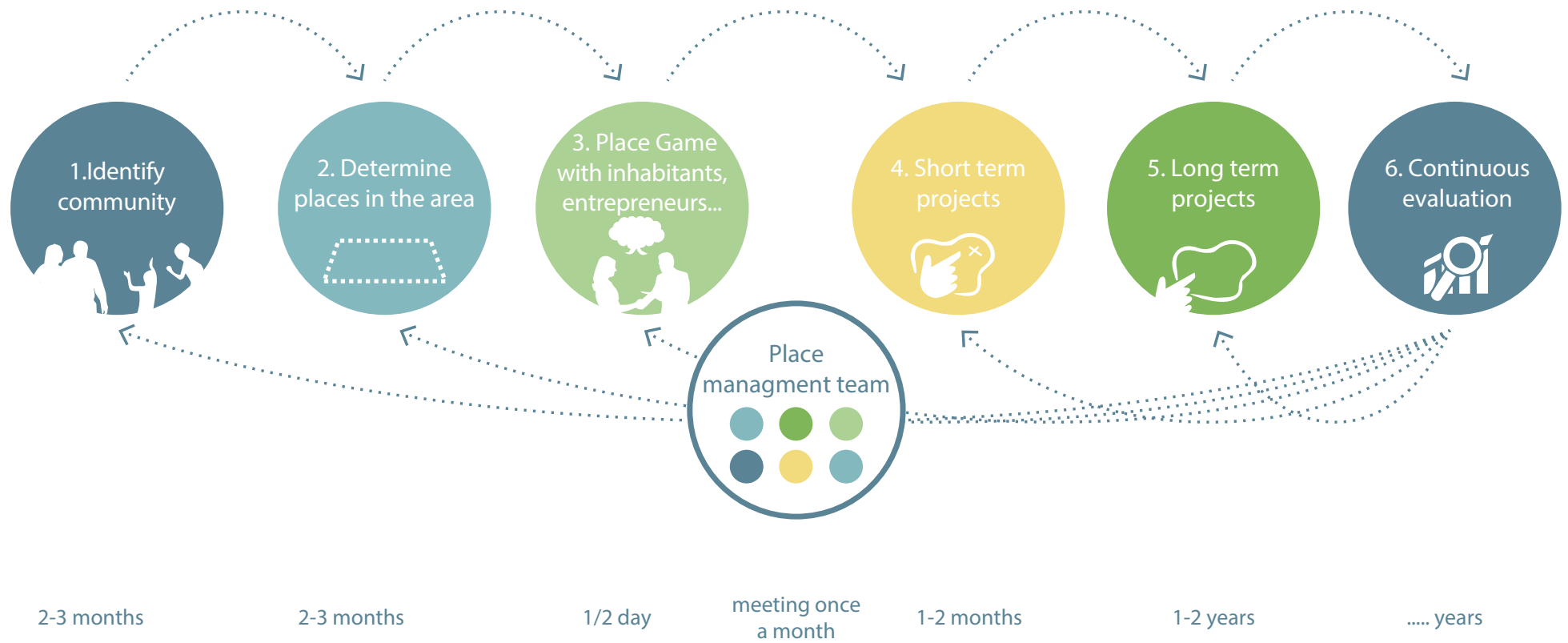
SOCIABILITY

This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community – and to the place that fosters these types of social activities.

ACCESS & LINKAGES

You can judge the accessibility of a place by its connections to its surroundings, both visual and physical. A successful public space is easy to get to and get through; it is visible both from a distance and up close. The edges of a space are important as well: For instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Accessible spaces have a high parking turnover and, ideally, are convenient to public transit.

Read more about placemaking and Project for Public Spaces > website: pps.org.



Placemaking “in action”

Placemaking is about listening, looking and questioning people that live in the neighborhood, work and play there, to discover their needs, inspirations and vision of the place.

It is community-driven, place-based approach to create livable public spaces, that create strong societies around them.

Our Placemaking approach is based on our belief that it is not enough to simply design and develop public space in order to improve them. Improvements should reflect social values and needs. We believe that process that includes local people and allows them to be a part of development process is a key factor to create a successful public place, that is sensitive to its environment and context.

Placemaking must begin with a fundamental view to the dynamics, desires and conditions within a community. It is about watching, listening and asking people in a community about their problems and aspirations.

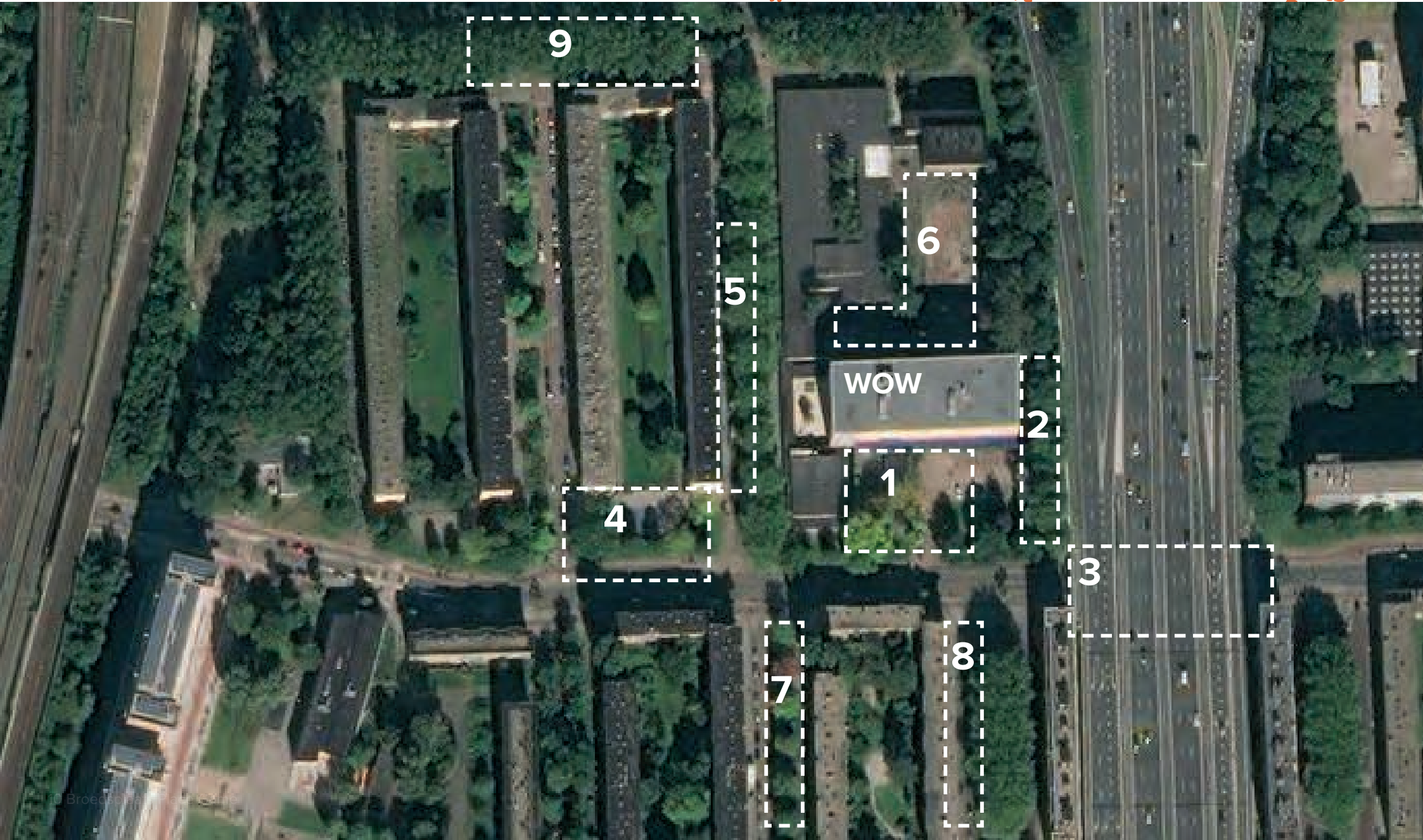
We work with communities to create a vision of the places they find important for common life and their daily experience; and we help them to implement their ideas. We begin with short-term experimental improvements, which can immediately bring benefits to public space and users.



Place Game location - BroedplaatsWOW

Places that we visit:

9 locations were selected in order to conduct the placegame shown in the map below:



9

5

6

WOW

2

1

4

3

7

8

The Power of 10

10 places were chosen as an approach of Project for Public Spaces, 'The Power of 10'. The idea behind this concept is that places thrive when users have a range of reasons (10+) to be there. These might include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities will be unique to that particular place, reflecting the culture and history of the surrounding community. Local residents who use this space most regularly will be the best source of ideas for which uses will work best.

Determine places

To find new possibilities in the Broedplaats, nine groups of four to five people visited chosen places. These may vary from public parks, streets, squares to monuments and buildings. To evaluate these places the Place Game questionnaire is used, which is based on methodology of PPS. It helps people to observe public space better and to pay attention to all four main principles of a good public space.

In the end information from these questionnaires is used to determine the most essential changes as well as to discuss and present short and long term ideas.



Place Game



Participants



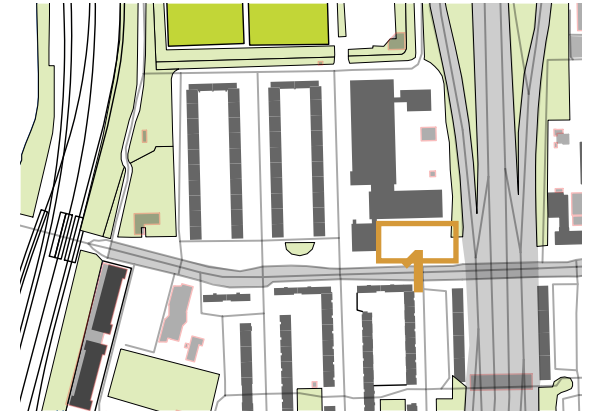
Together with 50 participants from North America, Europe, Africa, Asia, Middle East, Australia we did a place game on 9 subareas in close surroundings of broedplaats WOW. This colorful mix of expertise and different points of view brought a lot of unexpected and valuable insights about Broedplaats neighbourhood.



Place no. 1 - WOW Outdoor Space

FEATURES OF THE PLACE

- Bicycle parking
- A wide open area with not many functions.
- The area was labelled as enclosed oasis and abandoned.



SHORT TERM ACTIONS AND IDEAS

- Remove bike stands as soon as possible.
- The whole area plan was named as harvest party.
- The place can also offer a cooking class and eating with visitors, local artists, students and residents can activate the closeness.

LONG TERM ACTIONS AND IDEAS

- Community designing program to be executed.
- Needs brushes from local artists.
- The main concept lies within biodiversity, gardening and farming.

PARTNERS

- Municipality of Amsterdam
- International placemakers
- Residents
- Local schools
- Artists in residence from WOW & the other broedplaatsen



Place no. 2 -Street behind WOW

FEATURES OF THE PLACE

- The neighborhood lacks sense of community.
- WOW is not really known because of the internal activities.



SHORT TERM ACTIONS AND IDEAS

- Place signages and add benches
- An accessible entrance to the area.
- Open up corner: remove foil at Saida's windows and add curtains.

LONG TERM ACTIONS AND IDEAS

- Open Said's shop

PARTNERS

- Municipality of Amsterdam
- International placemakers
- Artisans in WOW
- WOW



Place no. 3 - Tunnel

FEATURES OF THE PLACE

- Poorly lit underpass.
- Located close to metro, train station, Bos and Lommer square.



SHORT TERM ACTIONS AND IDEAS

- Signages at the end of tunnel.
- Painting the pavement
- Marking the route with colors.

LONG TERM ACTIONS AND IDEAS

- Increase eyes on the space underneath the tunnel, by adding doors in the apartment buildings next to the tunnel.
- A pilot project on lights can be done here to improve the visibility of the underpass

PARTNERS

- Municipality of Amsterdam
- International placemakers
- Sloterdijk train station
- Placemaking Plus and STIPO
- Cascoland & other Creative places from other side of the tunnel.

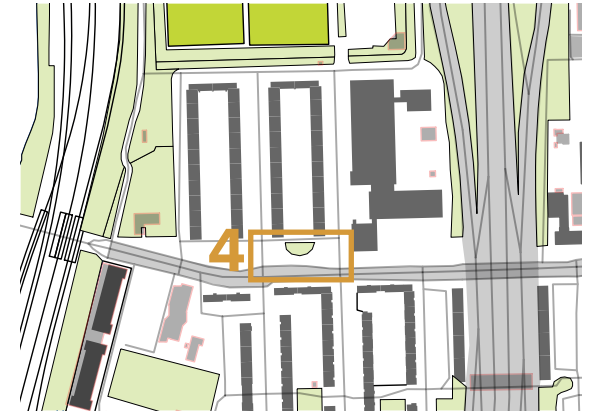


22 Broedsplaats Place Game

Place no. 4 - Broedsplaat Neighborhood

FEATURES OF THE PLACE

- Typical Broedsplaat Neighborhood
- It's well located, close to the the metro, train station, Bos and Lommer square, but not connected to these places.
- Depressing & Sad
- Disconnected to the local neighborhood.



SHORT TERM ACTIONS AND IDEAS

- Add more green to the area.
- Add some picnic tables
- Community farming and gardens.
- Replace play equipments with new sustainable materials, for example - timber.

LONG TERM ACTIONS AND IDEAS

- Bring children to Wow
- Use the quality of WOW in art, programming and creating space, to do that also for the neighbourhood.
- Use potential of artists in the street and have murals from artists of WOW.
- Upgrade the park with timber in coming times.

PARTNERS

- Municipality of Amsterdam
- International placemakers
- Schools & Universities
- Artists in residence.
- Neighbourhood groups and associations



Character

Quiet
Green
In a central for me
Established
Invasive
Underplanted
Closed

Laminated
Bunches
Dark green spots
Petals (existing or new)
Clean
Flowers

5

Place no. 5 - Atelier Front

FEATURES OF THE PLACE

- The place is quiet and green.
- A residential area and has its own perspective.
- Its quite established and invisible.
- The place is characteristically a bit closed.



SHORT TERM ACTIONS AND IDEAS

- Benches to be placed just immediately.
- Open green gates to the area.
- Clean the existing pathways and add some color.
- Flowers may add a lot of beauty, color and freshness.

LONG TERM ACTIONS AND IDEAS

- Place bike racks to avoid disorientation.
- Awnings to be placed outside the workshop
- Theatre entrance to have more exciting entrance.
- Festivals can be organized.

PARTNERS

- Municipality of Amsterdam
- International placemakers
- WOW artists
- Residents of the neighborhood.



26 Broedsplaats Place Game

Place no. 6 - The courtyard Space

FEATURES OF THE PLACE

- Green & Grey enclosed oasis.
- Looks a bit abandoned.



SHORT TERM ACTIONS AND IDEAS

- To organize a harvest festival.
- Invite community inside so that they have an idea what exactly is going on in the building.
- Do a local placegame at this location to inspire people of the activities in WOW.

LONG TERM ACTIONS AND IDEAS

- To force connection with the neighborhood and therefore increase interaction by cutting through the place.

PARTNERS

- Municipality of Amsterdam
- International placemakers
- Local entrepreneurs
- Youth organization
- WOW and Atelier

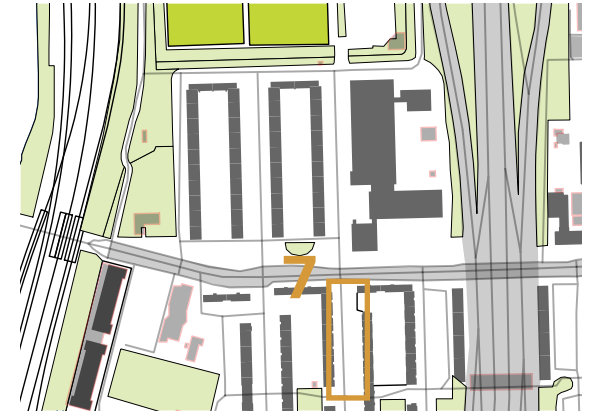


28 Broedsplaats Place Game

Place no. 7 - Space in front of the buildings

FEATURES OF THE PLACE

- Residential neighborhood.
- A missing connection between WoW and the neighborhood.



SHORT TERM ACTIONS AND IDEAS

- Add ideas and colors to the street surface.
- Wayfinding can be increased through colors which can be put up by local artists.

LONG TERM ACTIONS AND IDEAS

- To place some benches with artists and municipality.
- Create more usable space.
- Opening up the space a bit with colors.

PARTNERS

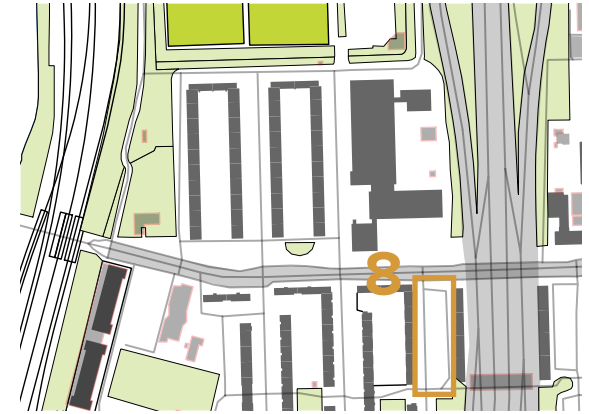
- Residential organisations
- International placemakers
- Municipality of the area.
- WOW artists



Place no. 8 - Parking lot and open space

FEATURES OF THE PLACE

- Large open space with lack of functions
- Parking area with a tree buffer.
- Amidst houses of the area



SHORT TERM ACTIONS AND IDEAS

- Activate the buffer zone of trees.
- Invite children to the area.

LONG TERM ACTIONS AND IDEAS

- New coalition focused on significance for neighborhood and public space.
- To have functions on the ground floor.
- Look at the street as cultural carrier of economy.

PARTNERS

- Municipality of Amsterdam
- International placemakers
- Local entrepreneurs
- WOW and residents



Could residents' organisations
provide more support to
people in the same area?
Could they be more involved in
local projects? - local street

What do you think?
How do you see it?
In the area

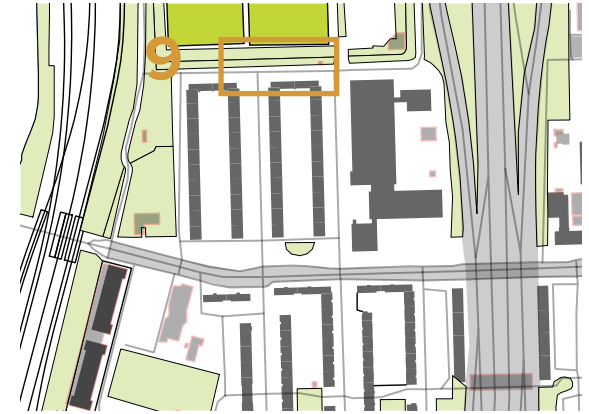
What do you think?
How do you see it?
In the area

What do you think?
How do you see it?
In the area

Place no. 9 - Bastion Slotterstrand

FEATURES OF THE PLACE

- Quiet residential neighborhood.
- Pathway directly from the metro station.
- Nature path with stream along the route between the activity field and the housing.



SHORT TERM ACTIONS AND IDEAS

- Paint the atelier space as a draw to the space.

LONG TERM ACTIONS AND IDEAS

- Spread information of WOW throughout the train station.
- Spread the work in the station and surroundings.

PARTNERS

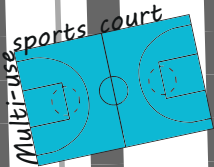
- Transport office
- Local authorities
- Community representatives

Results

Colors!



Multi-use sports court



Community Programs



HARVEST FESTIVAL



Picnic tables



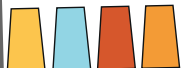
Add Green



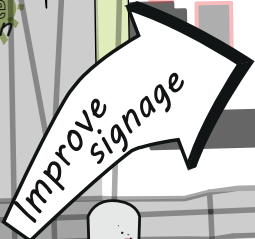
Welcome sign



Artistic pieces



Improve signage



Events!!!



More seating



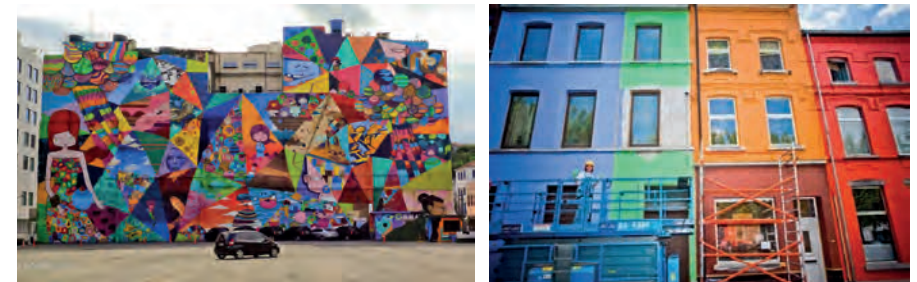
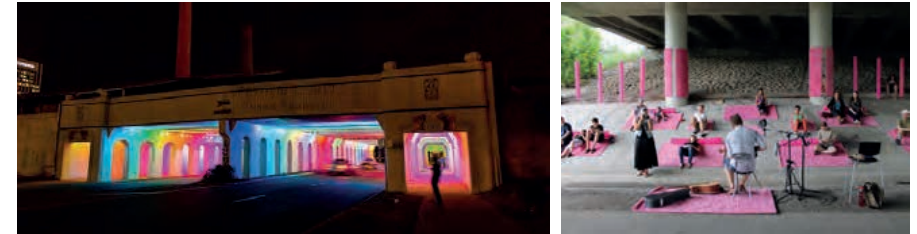
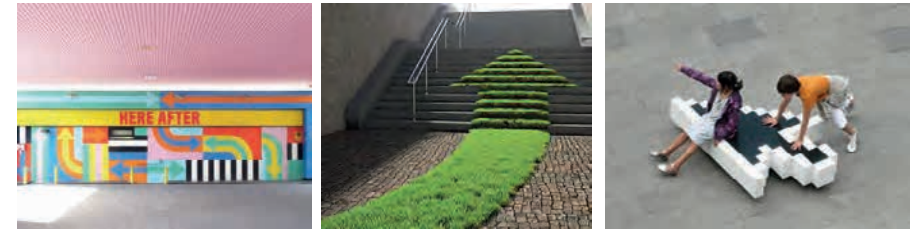
Climbing



Graffiti!

Result 1: Short term

- signage / wayfinding from and to Sloterdijk, Metro, Bos and Lommer, underneath the tunnel
- adding colour to the buildings: murals on the side of the apartment buildings in front of the playground, murals at the building near the sport fields
- remove the bike racks and place them at the side street
- enlarge the playground by adding greenery
- friendly entrance to the alley by putting benches, flowers, artistic objects, gate as signing
- open up corner: remove foil at Saids's windows and add curtains
- make WOW picknick tables and put them outside in the adjacent streets





Result 2: Long term

- organise a local place game
- open up the inner court yard and invite people from the neighbourhood to come in and enjoy the greenery
- open up the plinth at Said's place
- open up the restaurant, with doors from the street directly into the restaurant, signage 'you're welcome for coffee, cowork, drinks' and have it open all day
- organise a yearly festival for and with the community
- increase eyes on the space underneath the tunnel, by adding doors in the apartment buildings next to the tunnel



Final

Use the quality of WOW in art, programming and creating space, to do that also for the neighbourhood. Use the potential of the artists here to influence the life outside. Start more neighbourhood oriented courses. Use these courses and other activities to create community/comunities in area. **Open up** WOW's gates. Become part of network of public spaces. **Expand** art of WOW by "art on the streets" (tactical urbanism) and temporary promotions on important spaces in wide area.





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