DELFT SCENARIOS 01- KNOWLEDGE CITY

summer 2013 — *exploring plausible futures to increase retention*

SWOT DF CU

	DESTINATION DELFT NL	REGIONOVATION	TWO FACED DELFT	DELFTUNIVERCITY	INDELFT
STRENGTHS					
educational institutes TU / HBO / MBO	X	!	!	!	!
student population	X		!	!	!
social housing	!			!	
geography / region	!	!!	X	X	
history / city center	!	!	!	!	
WEAKNESSES					
disparity: students - citizens	X		!	!	!
housing gap: lack middle & high	X	X	!	!	
limited space	X	X	!	!	
no regional attraction	!	!	X	X	!
career opportunities (tech workers)	X		!	!	
communication: tu - companies - municipality			!	!	!
marketing	!	!	!	!	
OPPORTUNITIES					
collaboration	X		!	!	!
tech parks	X	X	X	X	!
marketing	!		!	!	
incubators	X		!	!	!
region	!	!	X	X	
creative industries	!		!	!	
THREATS					
culture of short term strategies	X	!	!	!	!
regional competition	X	!	X	X	X
limited budget	!	X	!	!	!
lack of amenities	!	!	!	!	!
departure of tech companies	X		!	!	!!
connection: city - campus	X	X	!	!	!
DRIVING FORCES					
tourism	more	& more	& more		
improving public transport	tram	/ rail	/ station		
improving infrastructure	A4				
need for new economic models	creative	/ hi-tech	/ service		
need for tech workers	new	economic	models		
limited space	municipality	borders	fixed		
government reorganization	efficiency	/ lower	budget		
CRITICAL UNCERTAINTIES					
number of (international) students	0	>	>	>	>
study finance system					
merger of dutch technical universities	!				
regional competition		!	!	!	!
new economic models	!	!			!
100.000+ municipalities					
attracting tech companies	X	!		!	!

Cities all over the world are reinventing their positions; either driven by changes in national policies decentralizing governance or reacting to the reality of competition and collaboration on subjects such as economy, services or the changing number of inhabitants. This is often out of a desire or perceived necessity to respond to the changing ambitions of industries and citizens. One only has to think of notions like 'Creative Cities', 'Metropolitan Regions', 'City Branding' and 'Self-regulation' to understand that traditional ways to organize one's community will fail to adequately address these emerging ambitions.

There's a need to improve decision-making and policy processes just as much as there's a need to service and renew spatial structures as demands are changing. One can state that changes in urban developments are driven by changes in population and their needs. Energy and sustainability issues have become a common consciousness deserving appropriate response in terms of policy and spatial planning. One can easily add to these examples.

design thinking

These current challenges are becoming more complex and interwoven. Fed by a large number of sometimes contradictory and definitely various ambitions they need to be addressed in a manner that justifies all involved. Changes are good. And by nature, changes are complex and difficult to implement. They are disruptive and evoke resistance. Change needs community, involvement and commitment. The more complex a challenge is, the more actors or stakeholders need to be involved, and the more inadequate traditional means to development becomes.

One needs to build robust solutions, or better, robust environments and contexts. Solutions tend to address current situations incapable of adjusting to changing realities. It is exactly those rapidly changing realities – economical, political and social – that have led to the realization that innovation in governance and policy-making processes is crucial for a city to keep operating successfully. Intelligent ways to address and implement developments are needed. Intelligent in terms of creating efficient and economically viable solutions for both processes and implementations; intelligent as in being informed by relevant parties.

Current notions on 'Design Thinking' move towards inclusive and collaborative processes. These are aimed at efficiently producing inventories and analyses of stakeholders and context. Organizing effective prototyping presents essentially different strategic options and scenarios. Finally and foremost, these processes create collaborative structures for professionals, administrators and citizens.

studio

Delft Scenarios 01 is a casestudy based research program. Public administration students from Leiden University and design students from the University of Kentucky took on the challenge to research potential interventions for the municipality of Delft. To gain a position as a 'Knowledge City,' Delft must improve the retention rate of local students, ultimately extending its population of well-educated residents.

The Leiden students started by conducting a series of interviews with representatives of the educational institutes in Delft, including students and student organizations, housing corporations and the municipality itself. This inventory of ambitions, foresights and perceptions guided by SWOT analyses and the identification of Driving Forces (happening for sure) and Critical Uncertainties (happening, but unsure how), led to a first indication of five essentially different scenarios.

These results were taken by the students of the University of Kentucky to investigate further. Scenario specific information was collected and implemented in more precise descriptions of plausible futures for Delft. The scenarios present extreme positions aimed to unveil current conditions and realistic future situations. They operate as context to test current plans on their robustness and adaptability to remain significant regardless of how the future actually unfolds.

DESTINATION DELFT NL	REGIONOVATION	TWO FACED DELFT	DELFTUNIVERCITY	INDELFT	THEMES
Capital / Jobs	Accessible	Insulation	Inclusive Community	Lifestyle / Jobs	**RETENTION**
History Culture	Regional Collaboration	Education Business	Education Citizens	Prototyping	**KNOWLEDGE**
Service	Collaboration	Separation Metamorphosis	Embracing Campus	Early Adopters	**CULTURE**
Hub Destination	Knowledge Node	Living Apart Together	Technical University	Innovation	**IDENTITY**
B T	B E T S	C T S	C E M S	B C E T S	ATTRACTION
BC MT *internal*	BCEMTS *external*	BCEMTS *internal*	BCEMTS *internal*	BCEMTS *internal*	COLLABORATION
B T	B E T	B E	B C E S	B C E M T S	ECONOMY
Hotels	?	Mingled	Campus | City	House of the Future	HOUSING
C T	?	C S	C S	C S	SOCIAL
					SPATIAL
B T	B E T	E	B E	B C E T	TECHNOLOGY

Business **C**itizens **E**ducation **M**unicipality **T**ourism **S**tudents

Credits

UNIVERSITY OF KENTUCKY: Zach Allen, Amanda Bryant, Laurel Christensen, Liz Feldman, Katie Gray, Jennifer Seymour **UNIVERSITY LEIDEN**: Lotte Alofs, Devin van den Berg, Christel van Binsbergen, Ebe Blok, Auke Borges, Sheila Bronswijk, Thérèse Faber, Souhail Ftiah, Fleur van de Gevel, Emiel de Groot, Steven de Groot, Jade Hilhorst, Niels Honders, Joelle van Kerkum, Jorn Kersbergen, Manouck van der Knaap, Mandy Koenraads, Tessa Lansbergen, Sander Leenman, Kirsten Lelieveld, Ragnar Klabbers, Jeroen Nederpelt, Daniel Rustenbrug, Erik Salverda, Diana Sisto, Jesper Van, Renske van der Vlugt, Ikram Zohri **INSTRUCTORS**: Siebe Bakker, Ad van der Kouwe, Sjoerd Louwaars, Mark Reijnders **SUPPORT**: Pieter Guldemond, Norbert de Leeuw, Robert Schneider, Richard Toussain, Miriam Wardenaar **PUBLICATION**: University of Kentucky students; made possible with contribution from Delft Municipality **SCENARIOS**: Destination Delft NL - Liz Feldman, Regionovation - Jennifer Seymour, Two Faced Delft - Zach Allen, **DELFT**UNIVER**CITY** - Amanda Bryant, **IN**Delft - Laurel Christensen, Hybrid Dwelling - Katie Gray **INFO**: mail@bureaubakker.com

Tourist Destination for the Netherlands

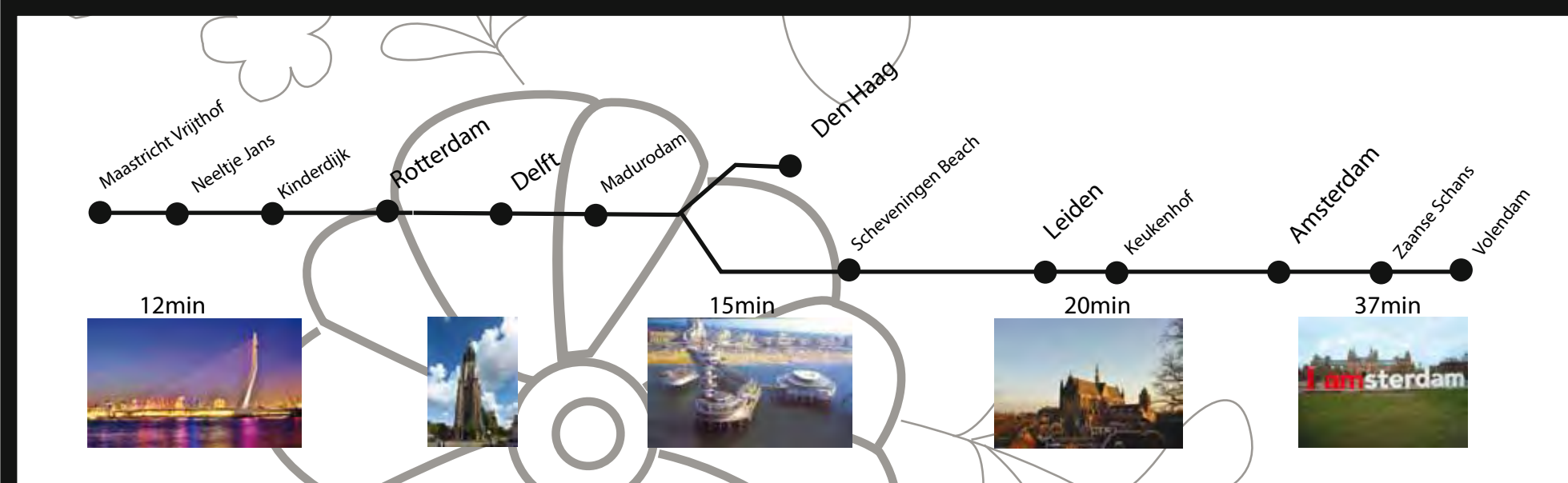WELCOME TO Fabulous DELFT NETHERLANDS

I'LL BE BACK!

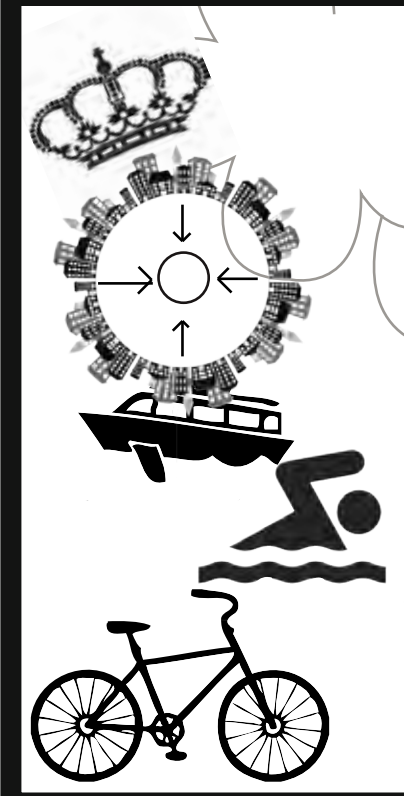OLD FACILITIES ON T.U.'S CAMPUS BECOME NEW TOURIST AMENITIES.

DELFT BECOMES THE MAIN TOURIST HUB OF THE NETHERLANDS AND DEVELOPS A NUMBER OF ATTRACTIONS TO MAKE IT A MORE POPULAR DESTINATION IN SOUTH HOLLAND.

EMPHASIS ON CENTRAL LOCATION OF DELFT AS A TOURIST HUB

Maastricht Vrijthof · Neetje Jans · Kinderdijk · Rotterdam · Delft · Madurodam · Den Haag · Scheveningen Beach · Leiden · Keukenhof · Amsterdam · Zaanse Schans · Volendam

12min   15min   20min   37min
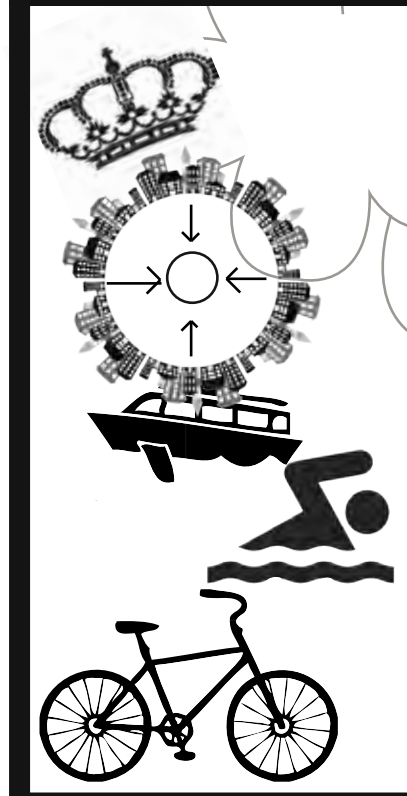
EXISTING   FUTURE

Delft Blue Festival

When: Week after Noordoostpolder Tulip Festival
Where: Delft City Center
What: Delft Blue Festival is a week long annual event. Vendors will sell highly collectible Delft Blue pottery, both new and old.

MOJO FESTIVAL

When: Third week in July
Where: Old TU library
What: Mojo Festival will be an annual summer event with a mixture of different music genres. It will feature chart-topping musicians and will take place a week after Tomorrowland, one of Europe's largest music festivals.
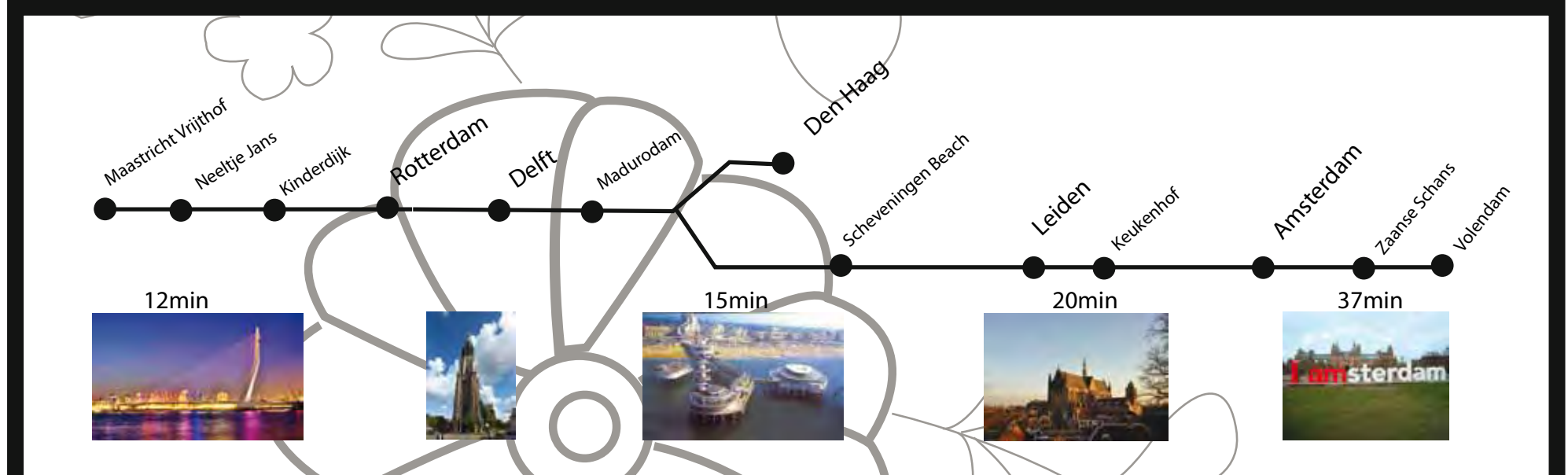

REGIONOVATION

where delft is the catalyst for the knowledge region

overview

For a thriving economy, regions must either be competitively stronger or complementary to their surrounding region's area of expertise. For the city of Delft to exponentially increase its successfullness, it must become a complementary economy to its surrounding province, nation, and continent. Along with Delft's existing strong points and the nation's existing foundation in innovation, Delft can easily thrive/prosper internationally as a knowledge city through implementation of a few interventions.

SUPER DELFT
comic series

we are the best!!
no! we are!
we are the best!!
we are the strongest!!
no! it's us!

I. BOOMING EUROPEAN REGIONS

use your inherent strengths to enhance each other

SUPER DELFT here! I know how to make you stronger!!

we are damsels in distress!!
oh no! we haven't made regional connections!!
we fall behind!
but how do we overcome??

2. SOUTH HOLLAND DAMSELS IN DISTRESS

3. SUPER DELFT here to save the day!

4. SUPER DELFT FLIES BETWEEN THE CITIES TO MAKE THE CONNECTIONS!

5. EACH REGION HAS SOMETHING TO OFFER

The Region BOOMS with success!

6. GREAT SUCCESS!!!

THANKS, SUPER DELFT
we are now the knowledge region!!
yay! you saved the day!

7. DELFT AS THE KNOWLEDGE REGION!!

THE HAGUE: cyber technology
LEIDEN: biotechnology
DELFT: knowledge
ROTTERDAM: exports

GRONINGEN: applied sciences
AMSTERDAM: tourism
THE HAGUE: political/cyber
UTRECHT: earth sciences
DELFT: knowledge
ROTTERDAM: exports
EINDHOVEN: brainport

OSLO: natural resources
LONDON: finance/business
DELFT: knowledge
RHEIN-RUHR: transport/trade
MUNICH: publishing
MILAN: fashion
MADRID: finance
PARIS: culture/tourism
ROME: agriculture
BORDEAUX: agriculture/energy

main strengths

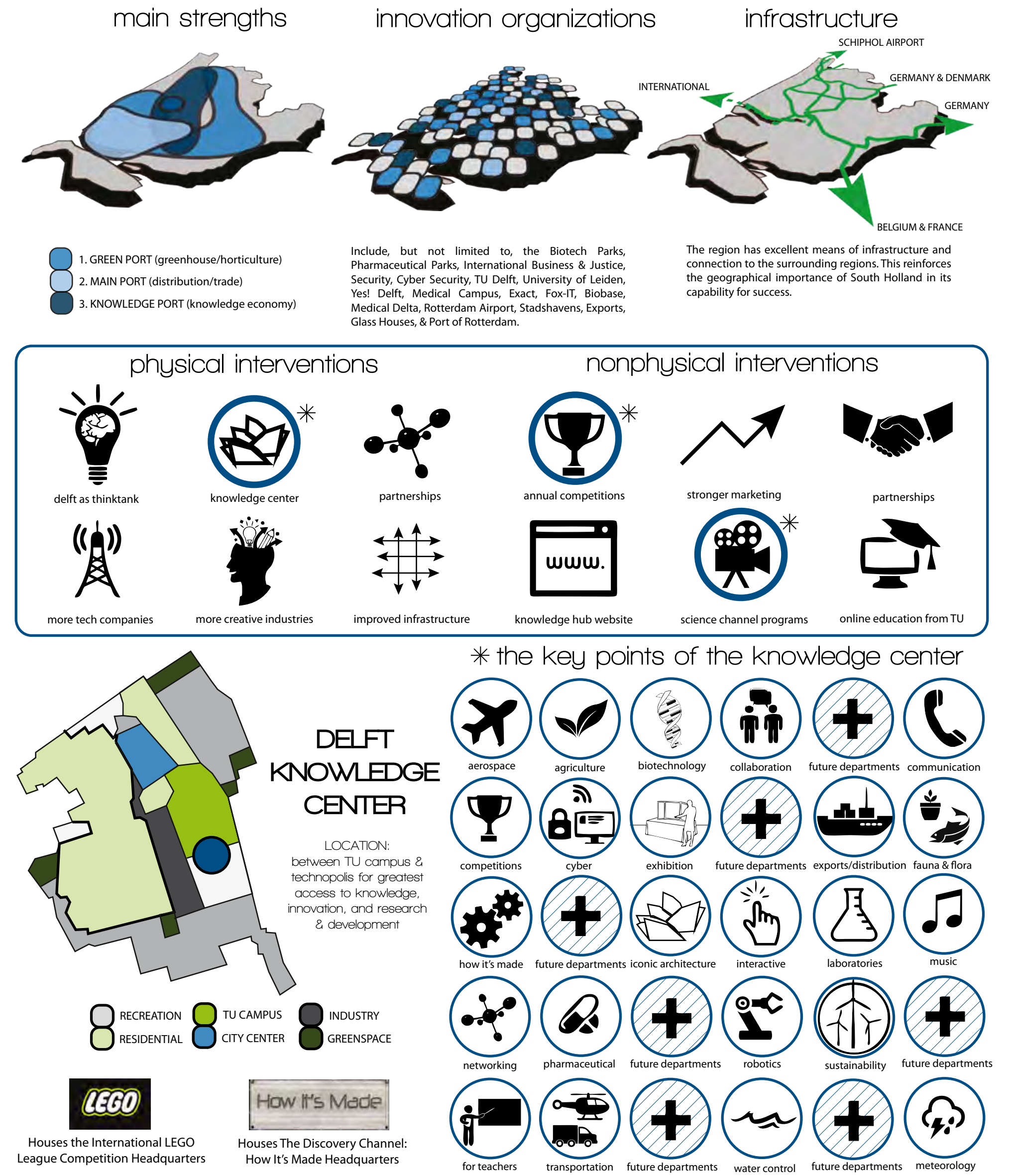1. GREEN PORT (greenhouse/horticulture)
2. MAIN PORT (distribution/trade)
3. KNOWLEDGE PORT (knowledge economy)

innovation organizations

Include, but not limited to, the Biotech Parks, Pharmaceutical Parks, International Business & Justice, Security, Cyber Security, TU Delft, University of Leiden, Yes! Delft, Medical Campus, Exact, Fox-IT, Biobase, Medical Delta, Rotterdam Airport, Stadshavens, Exports, Glass Houses, & Port of Rotterdam.

infrastructure

SCHIPHOL AIRPORT
GERMANY & DENMARK
GERMANY
BELGIUM & FRANCE
INTERNATIONAL

The region has excellent means of infrastructure and connection to the surrounding regions. This reinforces the geographical importance of South Holland in its capability for success.

physical interventions

delft as thinktank
knowledge center
partnerships
more tech companies
more creative industries
improved infrastructure

nonphysical interventions

annual competitions
stronger marketing
partnerships
knowledge hub website
science channel programs
online education from TU

the key points of the knowledge center

DELFT KNOWLEDGE CENTER

LOCATION: between TU campus & technopolis for greatest access to knowledge, innovation, and research & development

RECREATION
RESIDENTIAL
TU CAMPUS
CITY CENTER
INDUSTRY
GREENSPACE

LEGO
Houses the International LEGO League Competition Headquarters

How It's Made
Houses The Discovery Channel: How It's Made Headquarters

aerospace
agriculture
biotechnology
collaboration
future departments
communication

competitions
cyber
exhibition
future departments
exports/distribution
fauna & flora

how it's made
future departments
iconic architecture
interactive
laboratories
music

networking
pharmaceutical
future departments
robotics
sustainability
future departments

for teachers
transportation
future departments
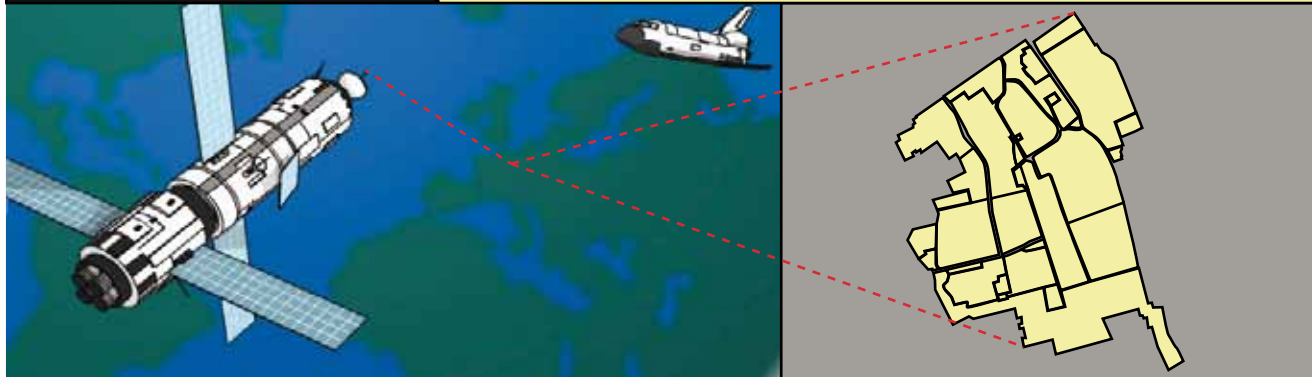water control
future departments
meteorology

THE FUTURE OF DELFT LIES IN THE HANDS OF THE CITIZENS, THE STUDENTS OF TU DELFT, AND THE DIRECTION OF THE MUNICIPALITY.....

TWO FACED DELFT

THE INTERTWINED ATMOSPHERE OF HISTORY AND INNOVATION

DELFT, NL
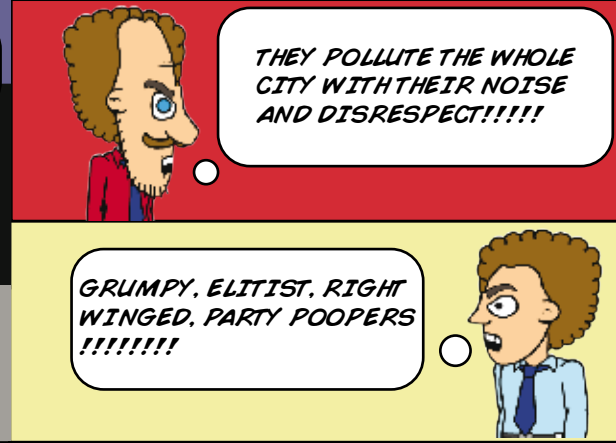A CITY RICH IN HISTORY TURNED TECHNOLOGY HUB.
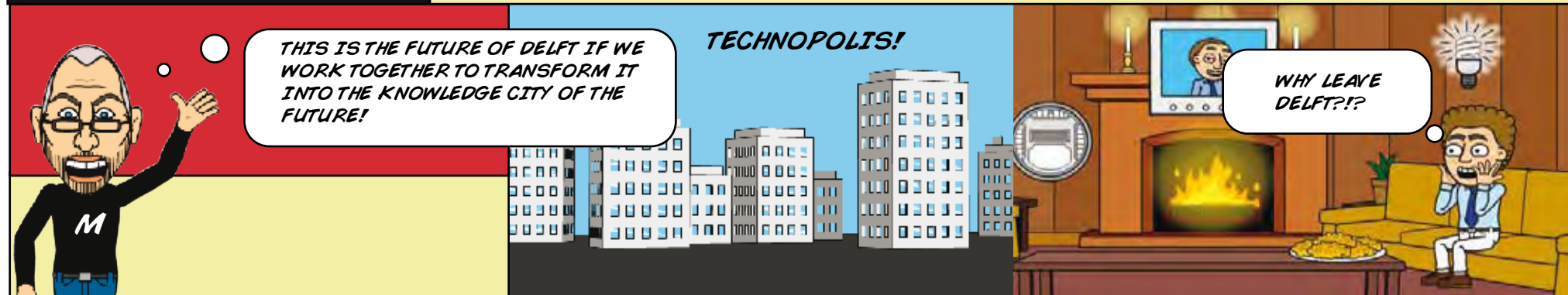
A CITY DIVIDED
STUDENT

CITIZEN

GENERATIONAL CONFRONTATION
THE MUNICIPALITY AS A FACILITATOR TO RECONCILE GENERATIONAL DIFFERENCES BETWEEN THE STUDENTS AND CITIZENS.

YOU'RE OLD AND GRUMPY

YOU'RE LOUD AND DISRESPECTFUL

MUNICIPALITY
LIVE TOGETHER... SEPARATELY

THEY POLLUTE THE WHOLE CITY WITH THEIR NOISE AND DISRESPECT!!!!!

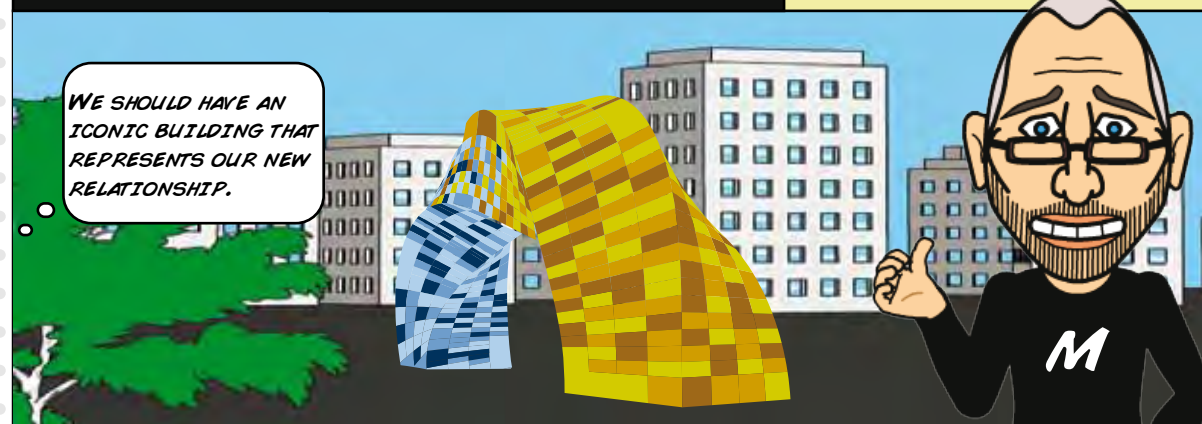GRUMPY. ELITIST. RIGHT WINGED. PARTY POOPERS !!!!!!!!

THE SOLUTION
LET'S LIVE TOGETHER IN HARMONY AND CREATE A RELATIONSHIP THAT WILL MAKE DELFT THRIVE IN THE GLOBAL MARKETPLACE. LET'S CREATE A LEARNING/LIVING CITY. LET'S CREATE A CITY WITH DEEP ROOTS AS WELL AS A PROSPEROUS FUTURE!!!

THIS IS THE FUTURE OF DELFT IF WE WORK TOGETHER TO TRANSFORM IT INTO THE KNOWLEDGE CITY OF THE FUTURE!

TECHNOPOLIS!

WHY LEAVE DELFT?!?

THE RESULTS
LET'S CO-OPERATE TO CREATE A NEW DELFT!

RIGHT ON DUDE!

THE ICON OF A FUTURE CITY
WE SHOULD HAVE AN ICONIC BUILDING THAT REPRESENTS OUR NEW RELATIONSHIP.

THE TWO-FACED SCENARIO IS A CRITICAL LOOK AT THE CURRENT SOCIAL CLIMATE IN DELFT AND THE PLAUSIBLE FUTURES THAT COULD RESULT OUT OF UTILIZING THIS SOCIAL ENVIRONMENT AS A DRIVING FORCE FOR THE KNOWLEDGE CITY.

LIVING TOGETHER...SEPARATELY
STUDENTS AND RESIDENTS LIVE SEPARATE LIVES, BUT THEIR PATHS CROSS EVERY DAY, LIVING TOGETHER SEPARATELY AIMS TO DEFINE AND UTILIZE THIS RELATIONSHIP AND CHANGE THIS THREAT TO A DRIVING FORCE FOR DELFT'S ECONOMY.
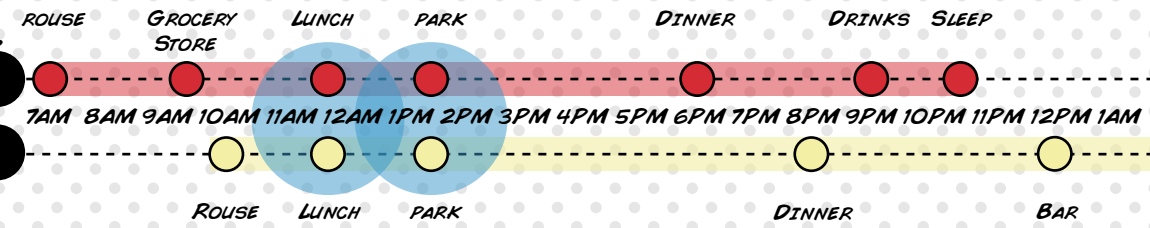
80% CITIZENS
20% STUDENTS

BY ADDRESSING THE AREA WHERE STUDENTS AND CITIZENS WILL COME INTO CONTACT THIS ALLOWS FOR PHYSICAL AND NON-PHYSICAL INTERVENTIONS TO APPEAL TO BOTH INTERESTS.
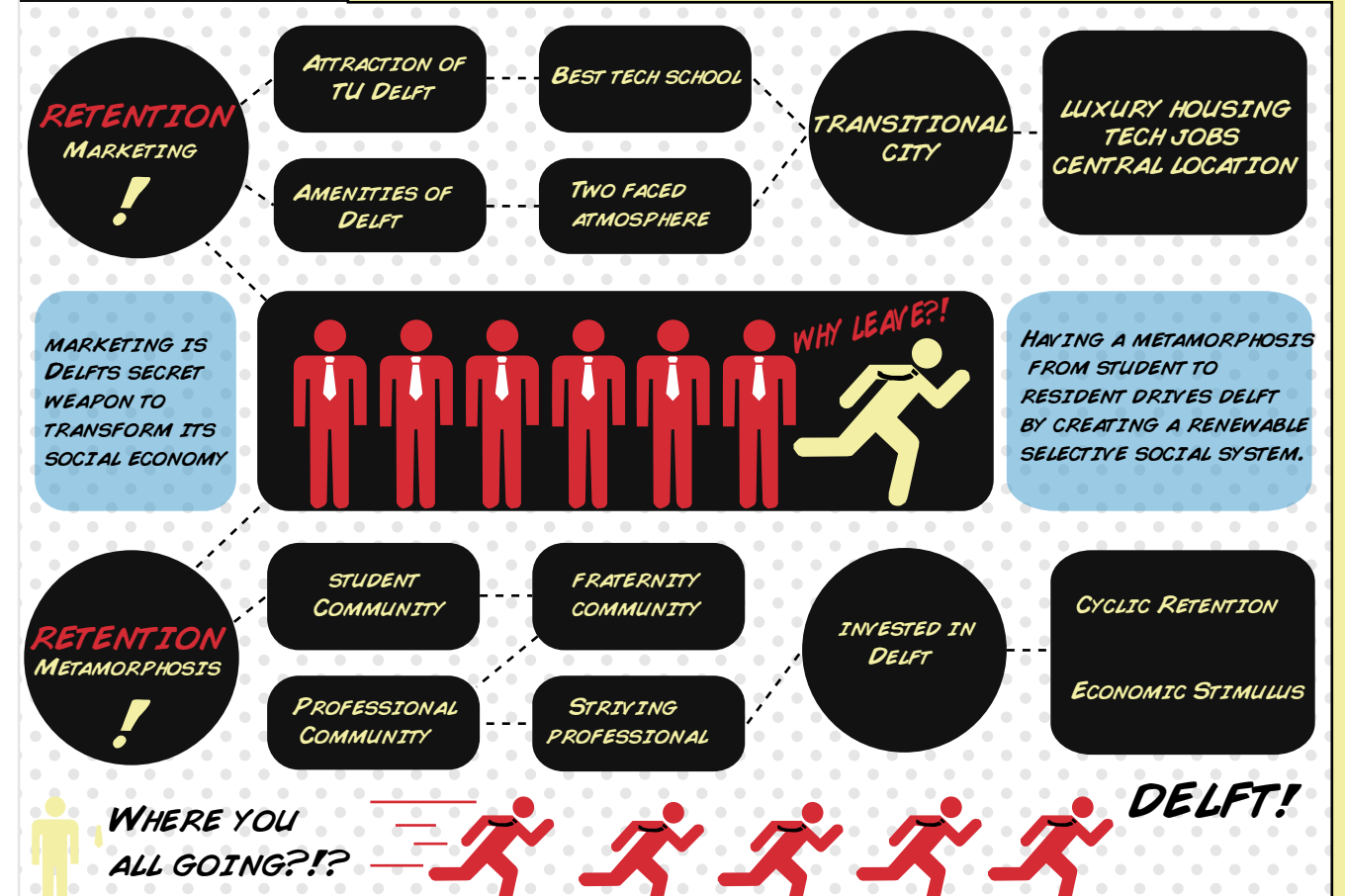
A DAY IN THE LIFE.............

CITIZEN: ROUSE, GROCERY STORE, LUNCH, PARK, DINNER, DRINKS, SLEEP
7AM 8AM 9AM 10AM 11AM 12AM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM 11PM 12PM 1AM

STUDENT: ROUSE, LUNCH, PARK, DINNER, BAR

FRATERNITIES

NOISE:
FRATERNITIES SHOULD OFFER A SERVICE TO INSULATE NEIGHBORING CITIZENS' HOUSES FOR FREE AND INFORM THEM OF ANY GATHERINGS.

LIVING TOGETHER...
FRATERNITIES SHOULD MANDATE THEIR MEMBERS TO SERVE THE CITIZENS THROUGH COMMUNITY SERVICE BY HELPING THE ELDERLY AND CITIZENS IN NEED. THIS GIVES THE CITIZENS A SENSE OF RESPECT TOWARDS STUDENTS.

MENDING THE HOUSING GAP

UNUSED SPACE / USED SPACE
SOCIAL — PRESENT — NEED — LUXURY
SOCIAL — PROJECTED — NEED — LUXURY
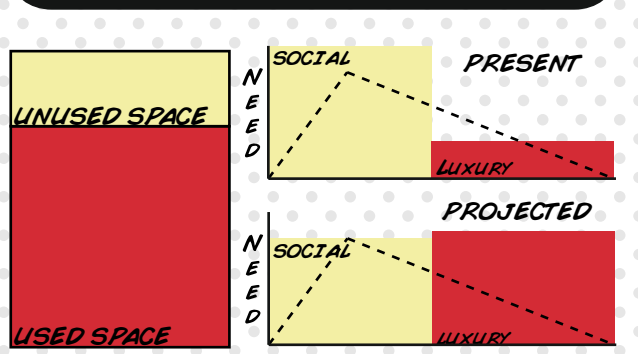
MANDATING THAT THE EMPTY SPACE CURRENTLY IN DELFT BE CONVERTED INTO LUXURY HOUSING ACTS TO ATTRACT TECH. WORKERS TO DELFT BY CREATING SELECTIVE A HIGH QUALITY OF LIFE.
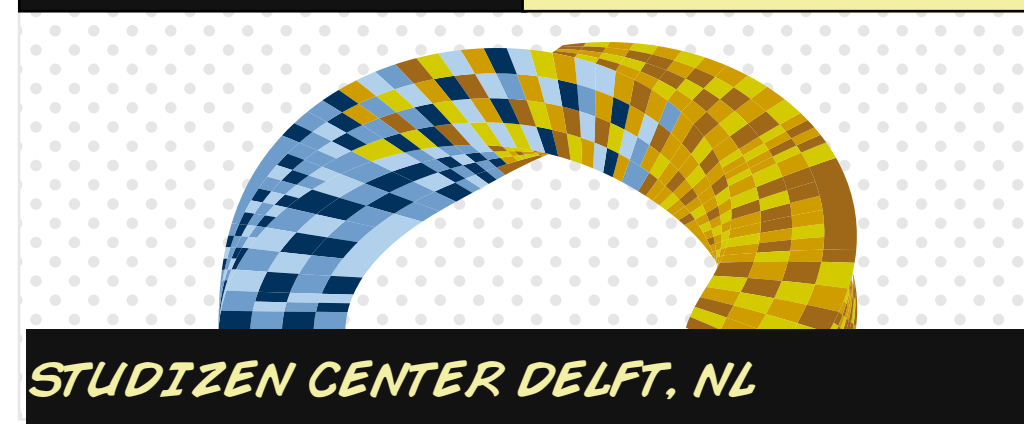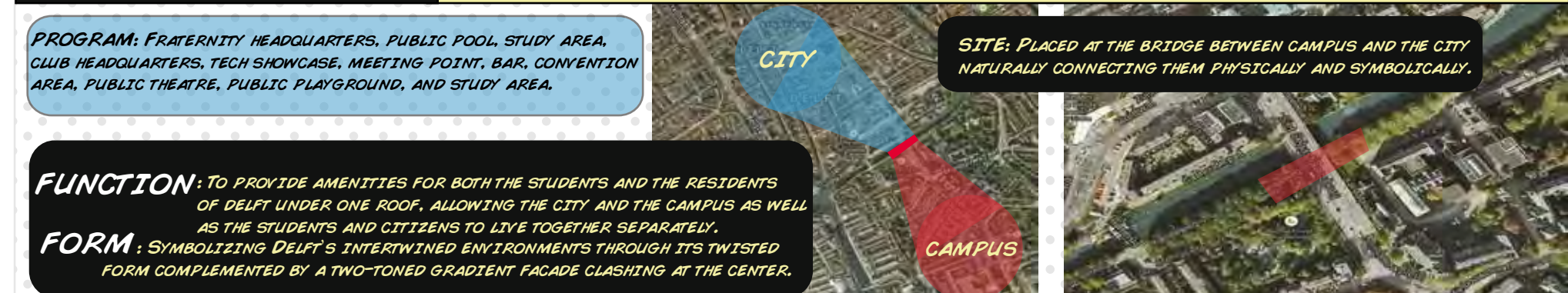
RETENTION
THE DRIVING GOAL OF THE TWO FACED SCENARIO IS TO CREATE A TRANSITION FROM STUDENT TO CITIZEN WHILE EMPHASIZING STAYING IN DELFT. SOCIETY BRIDGE.

RETENTION MARKETING !
ATTRACTION OF TU DELFT — BEST TECH SCHOOL
AMENITIES OF DELFT — TWO FACED ATMOSPHERE
TRANSITIONAL CITY
LUXURY HOUSING TECH JOBS CENTRAL LOCATION

MARKETING IS DELFTS SECRET WEAPON TO TRANSFORM ITS SOCIAL ECONOMY

WHY LEAVE?!

HAVING A METAMORPHOSIS FROM STUDENT TO RESIDENT DRIVES DELFT BY CREATING A RENEWABLE SELECTIVE SOCIAL SYSTEM.

RETENTION METAMORPHOSIS !
STUDENT COMMUNITY — FRATERNITY COMMUNITY
PROFESSIONAL COMMUNITY — STRIVING PROFESSIONAL
INVESTED IN DELFT
CYCLIC RETENTION ECONOMIC STIMULUS
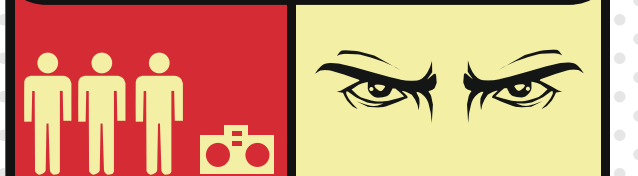
WHERE YOU ALL GOING?!?

DELFT!

PHYSICAL PROPOSAL
THE PHYSICAL PROPOSAL REPRESENTS THE NEWLY DEFINED RELATIONSHIP OF THE STUDENT AND THE CITIZEN AS WELL AS EASES THE TRANSITION BETWEEN THE CAMPUS AND THE CITY CENTER. THE BUILDING WILL STAND AS A PHYSICAL EMBODIMENT FOR DELFTS FUTURE.

PROGRAM: FRATERNITY HEADQUARTERS, PUBLIC POOL, STUDY AREA, CLUB HEADQUARTERS, TECH SHOWCASE, MEETING POINT, BAR, CONVENTION AREA, PUBLIC THEATRE, PUBLIC PLAYGROUND, AND STUDY AREA.

SITE: PLACED AT THE BRIDGE BETWEEN CAMPUS AND THE CITY NATURALLY CONNECTING THEM PHYSICALLY AND SYMBOLICALLY.

CITY
CAMPUS

FUNCTION: TO PROVIDE AMENITIES FOR BOTH THE STUDENTS AND THE RESIDENTS OF DELFT UNDER ONE ROOF, ALLOWING THE CITY AND THE CAMPUS AS WELL AS THE STUDENTS AND CITIZENS TO LIVE TOGETHER SEPARATELY.

FORM: SYMBOLIZING DELFT'S INTERTWINED ENVIRONMENTS THROUGH ITS TWISTED FORM COMPLEMENTED BY A TWO-TONED GRADIENT FACADE CLASHING AT THE CENTER.

STUDENT/ CITIZEN CENTER AS A SHARED MONUMENT FOR THE FUTURE OF DELFT THAT ACCOMIDATES THE NEEDS OF BOTH INHABITANTS AT DIFFERENT TIMES.

TWO FACED DELFT
TWO FACE DELFT CREATES THE ECONOMY OF THE FUTURE THROUGH INTERTWINED INNOVATION.

STUDIZEN CENTER DELFT, NL

DELFT UNIVER**CITY**

DELFT UNIVERSITY OF TECHNOLOGY
OPPORTUNITY ANALYSIS OF CURRENT STUDENTS AND AMENITIES.

STUDENT POPULATION
TOTAL: 19,500
- UNDERGRADUATE: 10,900
- GRADUATE: 6,300
- DOCTORAL: 2,300

OVER HALF OF THE STUDENT POPULATION IS IN A STUDENT SOCIETY

STUDENT SOCIETIES*
TOTAL: 74
- SPORT STUDENT SOCIETIES - 34
- PROFESSIONAL STUDENT SOCIETIES - 22
- SOCIAL STUDENT SOCIETIES - 18

DEPARTMENTS
EEMS · AE · ARCH · CEG · AS · TPM · IDE · 3ME

TU DELFT IS MADE UP OF 8 DEPARTMENTS, EACH OF WHICH HAVE SEPARATE FACILITIES AND STUDENT SOCIETIES. STUDENTS ARE ISOLATED TO THEIR DESIGNATED DEPARTMENT AS EARLY AS WELCOME WEEK. EACH STUDENT ORGANIZATION HAS ITS OWN LOCATION FOR EVENTS AS WELL. THIS SEVERELY LIMITS INTERACTION AND COLLABORATION BETWEEN FACULTIES AND ULTIMATELY THE UNIVERSITY'S SENSE OF COMMUNITY.
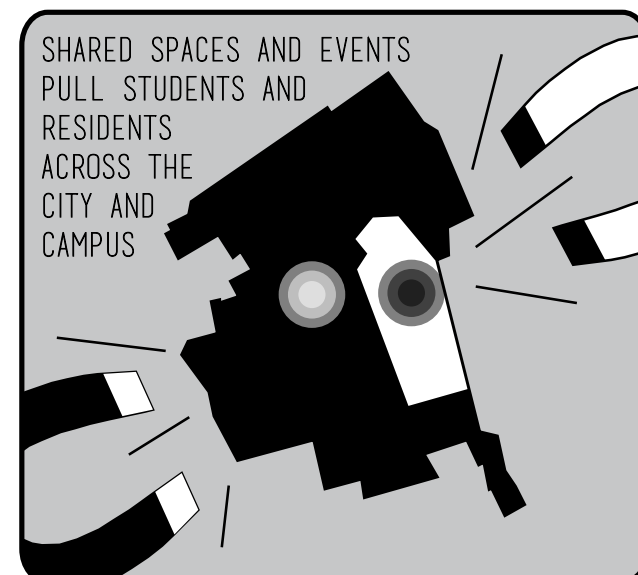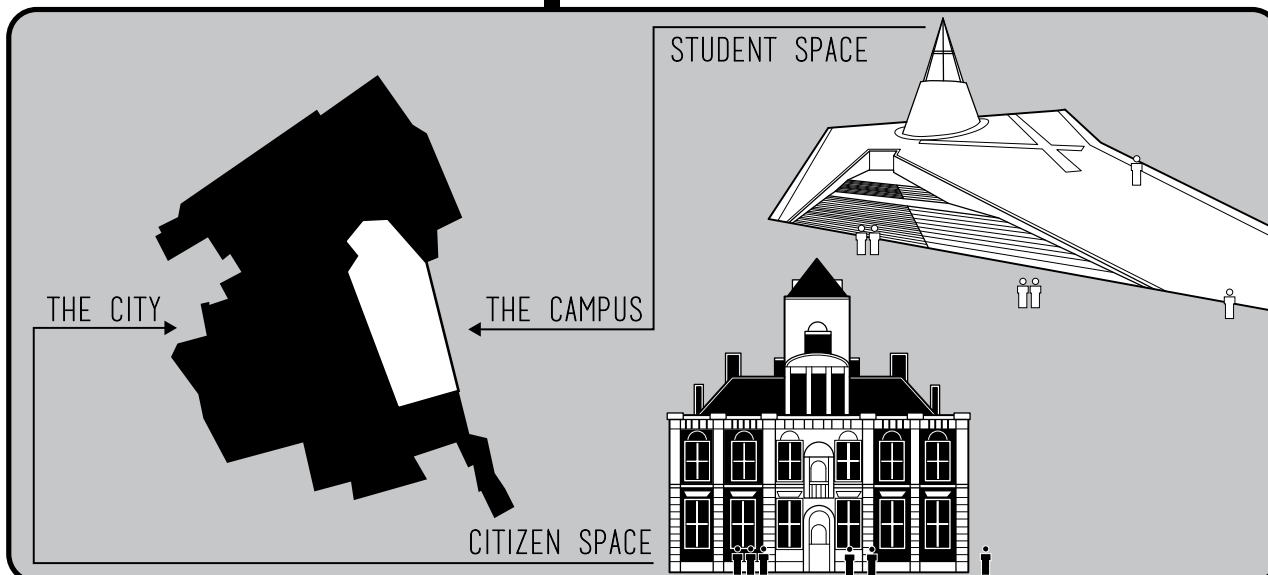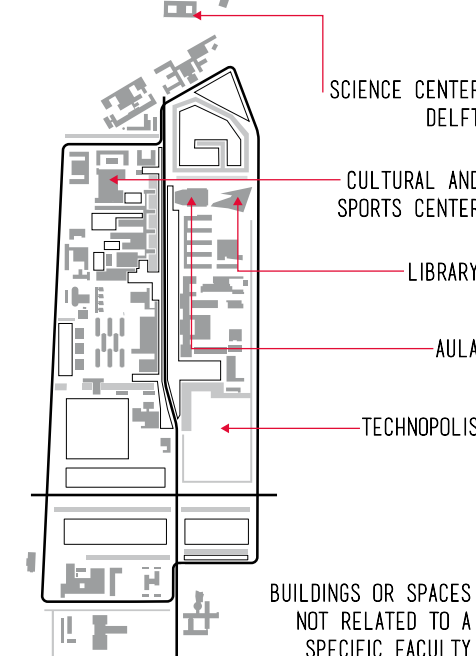
*TU DELFT HAS THE MOST STUDENT SOCIETIES OF ANY UNIVERSITY IN THE NETHERLANDS

STUDENT HOUSING
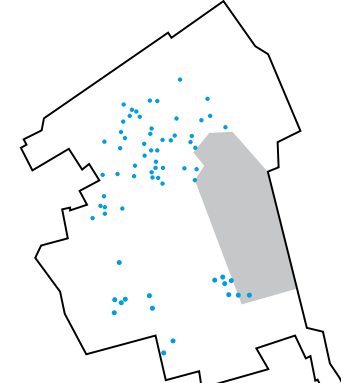
HOUSING IS LARGELY DECENTRALIZED AND THE MAJORITY OF STUDENTS LIVE OFF CAMPUS IN RESIDENTIAL AREAS. APART FROM INTERNATIONAL STUDENTS, WHO RECIEVE ASSISTANCE, TU STUDENTS ARE RESPONSIBLE FOR FINDING THEIR OWN ACCOMMODATION. THIS LIMITS THE STUDENT COMMUNITY.
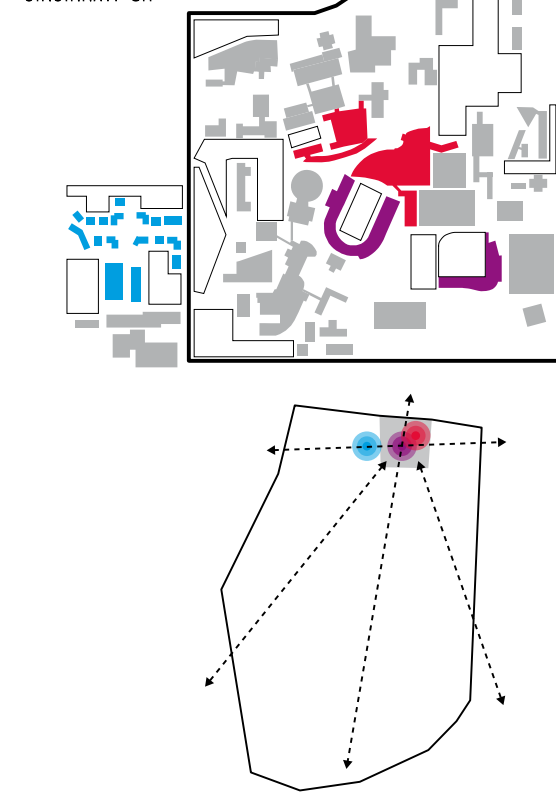
CAMPUS MAP
- SCIENCE CENTER DELFT
- CULTURAL AND SPORTS CENTER
- LIBRARY
- AULA
- TECHNOPOLIS

BUILDINGS OR SPACES NOT RELATED TO A SPECIFIC FACULTY

STUDENT SPACE
- THE CITY
- THE CAMPUS
- CITIZEN SPACE

SHARED SPACES AND EVENTS PULL STUDENTS AND RESIDENTS ACROSS THE CITY AND CAMPUS

CAMPUS RELATIONSHIP PRECEDENTS
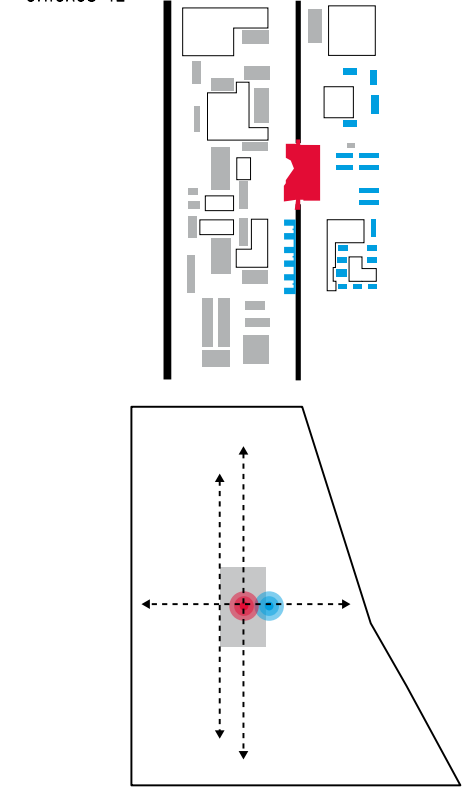SOCIAL AND SPATIAL INTERACTIONS BETWEEN EXISTING CAMPUSES AND CITIES.

UNIVERSITY OF KENTUCKY
LEXINGTON KY

UNIVERSITY OF CINCINNATI
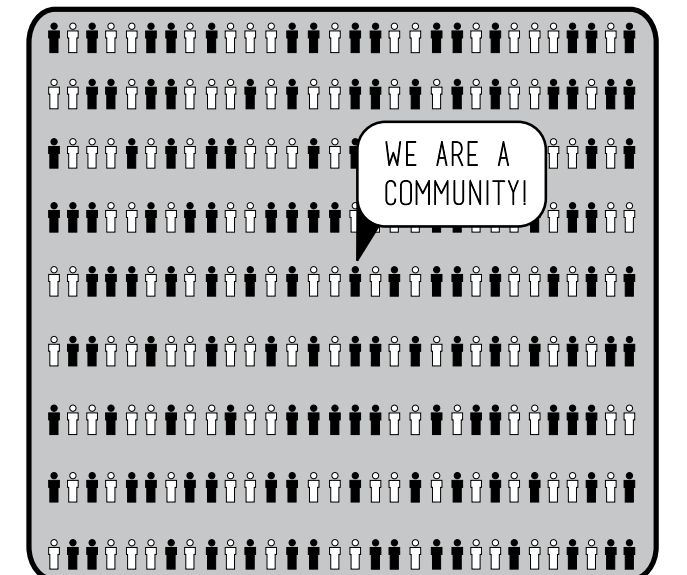CINCINNATI OH

ILLINOIS INSTITUTE OF TECHNOLOGY
CHICAGO IL

KEY
- STUDENT HOUSING
- STUDENT CENTER
- MULTIPURPOSE EVENT SPACE

CAMPUS AND CITY HAVE A COLLABORATIVE IDENTITY THROUGH SHARED USE OF SPACES.

TRANSITION PROGRAM
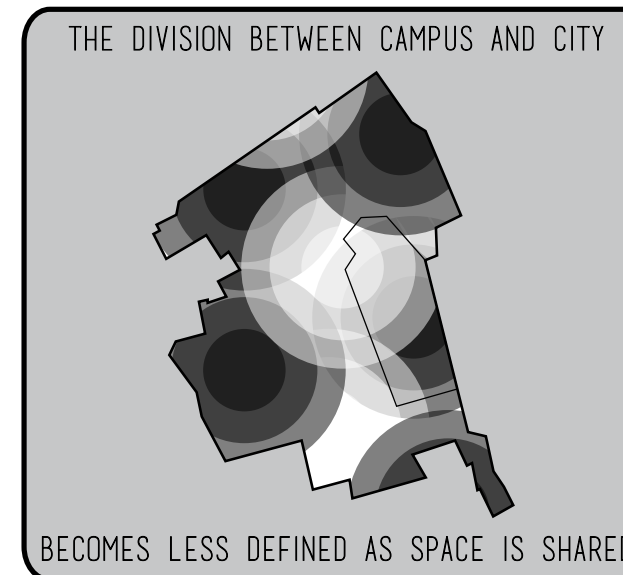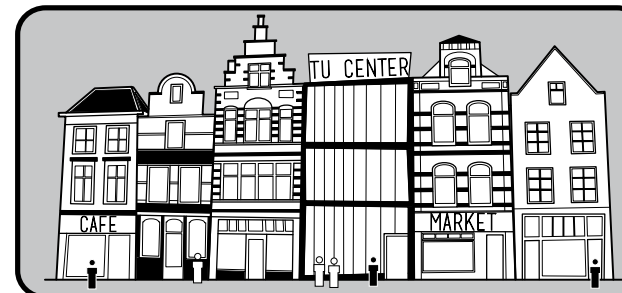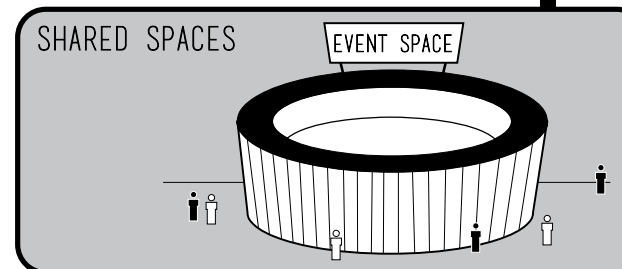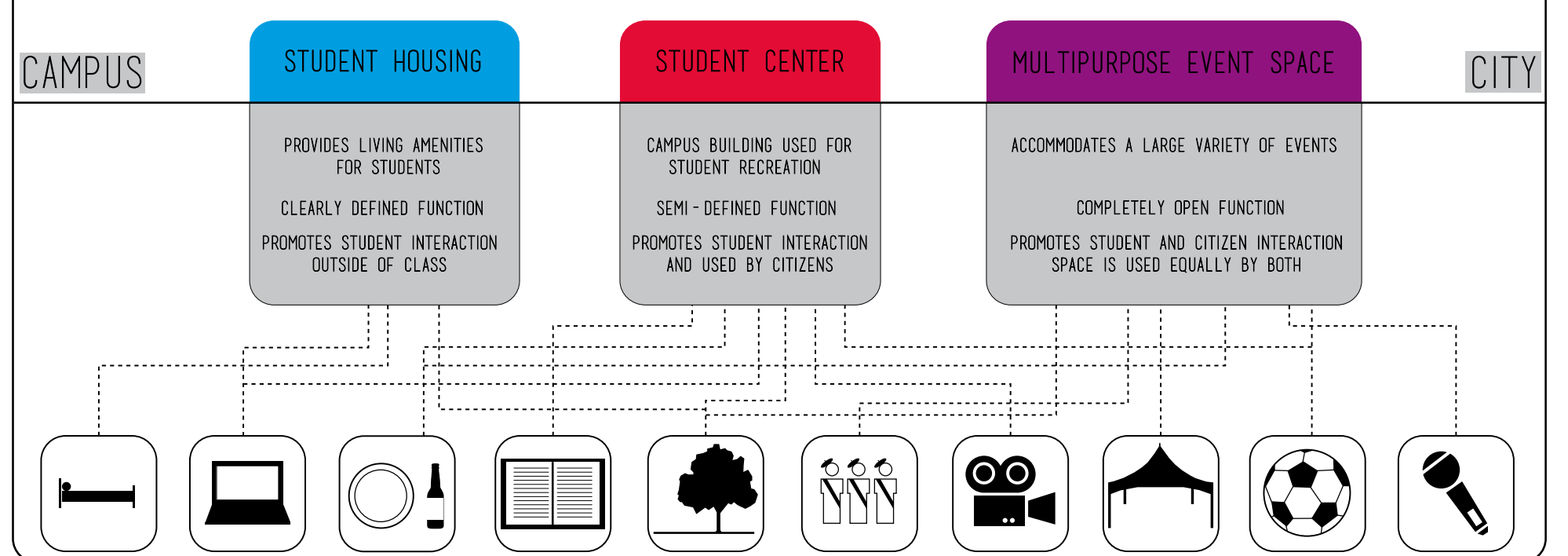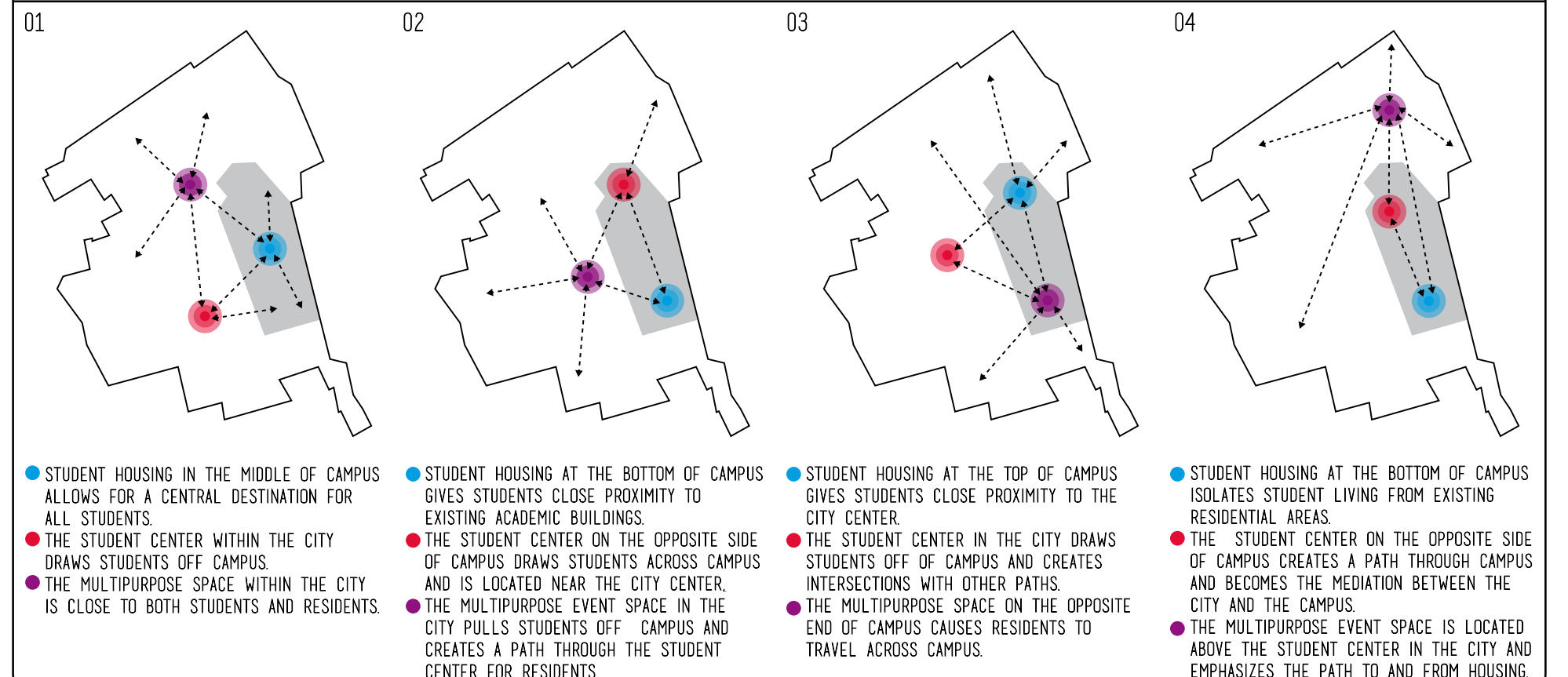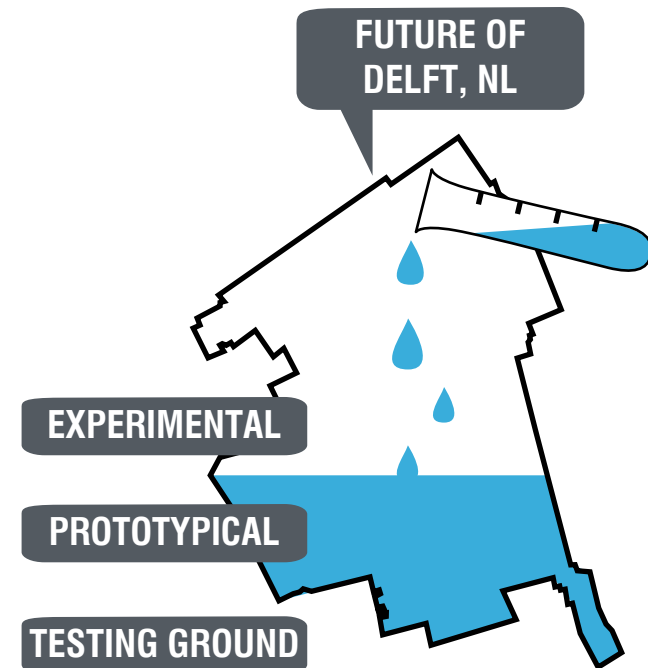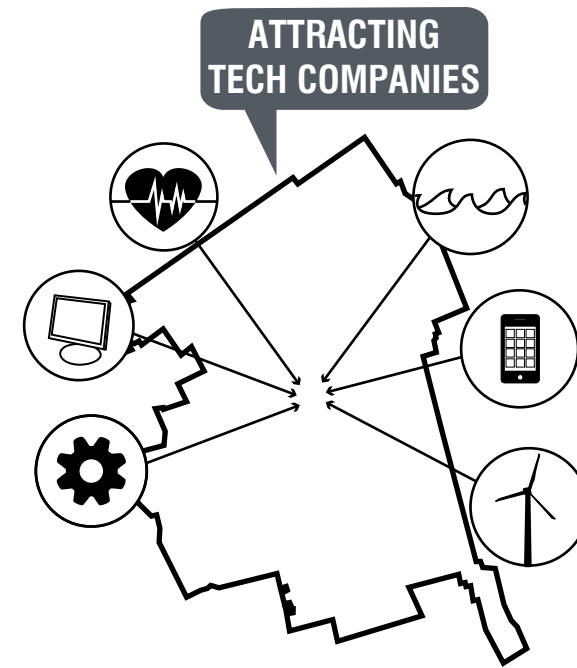SPACES THAT ALLOW FOR A VARIETY OF EVENTS USED BY BOTH STUDENTS AND CITIZENS.

CAMPUS ←→ CITY

STUDENT HOUSING	STUDENT CENTER	MULTIPURPOSE EVENT SPACE
PROVIDES LIVING AMENITIES FOR STUDENTS	CAMPUS BUILDING USED FOR STUDENT RECREATION	ACCOMMODATES A LARGE VARIETY OF EVENTS
CLEARLY DEFINED FUNCTION	SEMI - DEFINED FUNCTION	COMPLETELY OPEN FUNCTION
PROMOTES STUDENT INTERACTION OUTSIDE OF CLASS	PROMOTES STUDENT INTERACTION AND USED BY CITIZENS	PROMOTES STUDENT AND CITIZEN INTERACTION SPACE IS USED EQUALLY BY BOTH

SHARED SPACES
EVENT SPACE

THE DIVISION BETWEEN CAMPUS AND CITY
BECOMES LESS DEFINED AS SPACE IS SHARED.

WE ARE A COMMUNITY!

LOCATION RELATIONSHIPS
STRATEGIC PLACEMENT THAT INFLUENCES INTERACTION.

01
- STUDENT HOUSING IN THE MIDDLE OF CAMPUS ALLOWS FOR A CENTRAL DESTINATION FOR ALL STUDENTS.
- THE STUDENT CENTER WITHIN THE CITY DRAWS STUDENTS OFF CAMPUS.
- THE MULTIPURPOSE SPACE WITHIN THE CITY IS CLOSE TO BOTH STUDENTS AND RESIDENTS.

02
- STUDENT HOUSING AT THE BOTTOM OF CAMPUS GIVES STUDENTS CLOSE PROXIMITY TO EXISTING ACADEMIC BUILDINGS.
- THE STUDENT CENTER ON THE OPPOSITE SIDE OF CAMPUS DRAWS STUDENTS ACROSS CAMPUS AND IS LOCATED NEAR THE CITY CENTER.
- THE MULTIPURPOSE EVENT SPACE IN THE CITY PULLS STUDENTS OFF CAMPUS AND CREATES A PATH THROUGH THE STUDENT CENTER FOR RESIDENTS.

03
- STUDENT HOUSING AT THE TOP OF CAMPUS GIVES STUDENTS CLOSE PROXIMITY TO CITY CENTER.
- THE STUDENT CENTER IN THE CITY DRAWS STUDENTS OFF OF CAMPUS AND CREATES INTERSECTIONS WITH OTHER PATHS.
- THE MULTIPURPOSE SPACE ON THE OPPOSITE END OF CAMPUS CAUSES RESIDENTS TO TRAVEL ACROSS CAMPUS.

04
- STUDENT HOUSING AT THE BOTTOM OF CAMPUS ISOLATES STUDENT LIVING FROM EXISTING RESIDENTIAL AREAS.
- THE STUDENT CENTER ON THE OPPOSITE SIDE OF CAMPUS CREATES A PATH THROUGH CAMPUS AND BECOMES THE MEDIATION BETWEEN THE CITY AND THE CAMPUS.
- THE MULTIPURPOSE EVENT SPACE IS LOCATED ABOVE THE STUDENT CENTER IN THE CITY AND EMPHASIZES THE PATH TO AND FROM HOUSING.

INdelft

an innovative, experimental testing community for new products & technologies

Speech bubbles (comic panels):
- We've got ideas!
- We can help make your ideas reality!
- We have problems and suggestions for our city too
- We facilitate collaboration between all parties
- You can test your prototypes here
- I love living in an experimental city!
- We get to test all the newest stuff first!
- See what happens when we all work together?!

education + industry team up to develop prototypes

3M nh IKEA TU Delft

LIVING LAB:
- "an **experiential environment** in which users are immersed in a creative social space for designing and experiencing their own future."

KNOWLEDGE PAVILIONS:
- generate a **symbiotic intelligence** used to stimulate the development of the city.
- provide a space for knowledge sharing and **mass collaboration**
- **architectural icons** that establish an **identity** for the knowledge city.

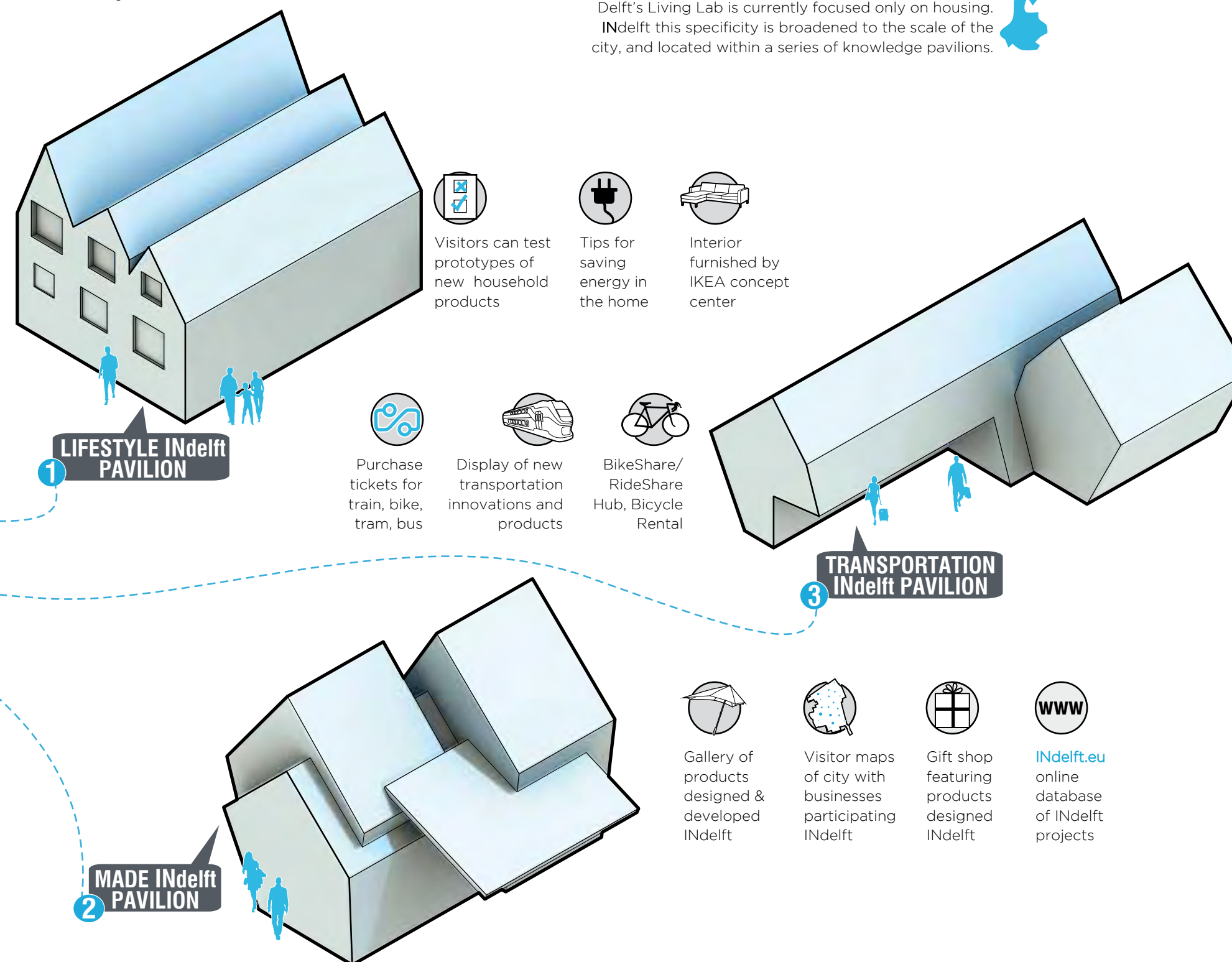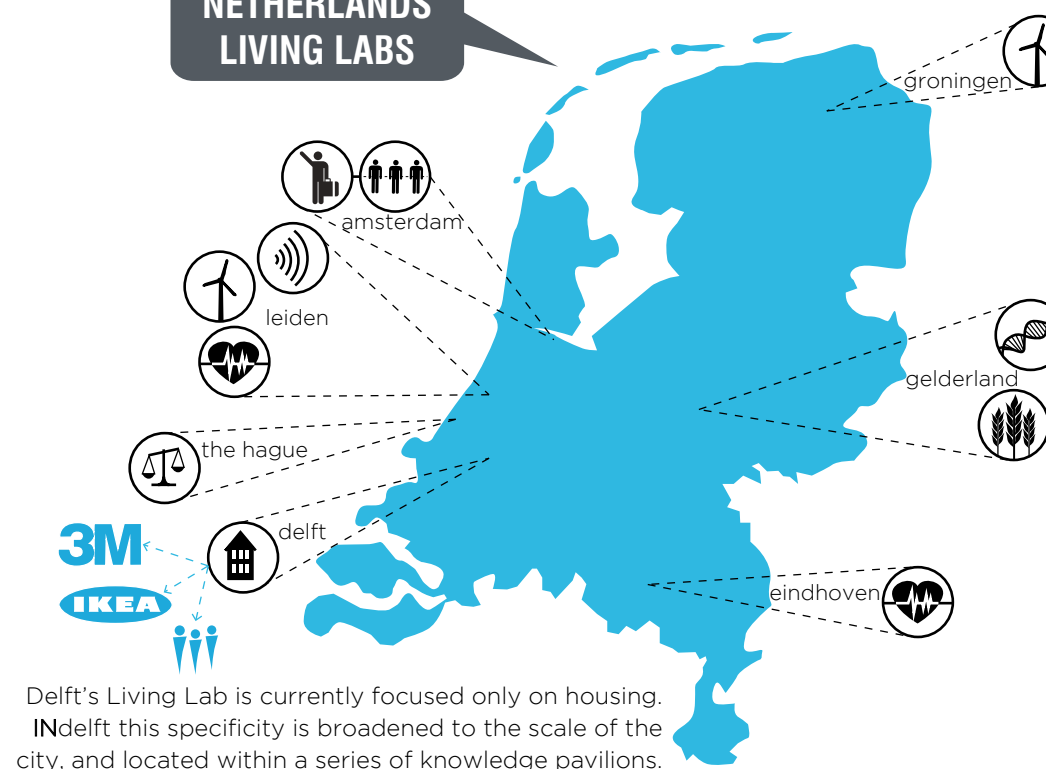**NETHERLANDS LIVING LABS**

groningen
amsterdam
leiden
the hague
delft
eindhoven
gelderland

3M IKEA

Delft's Living Lab is currently focused only on housing. INdelft this specificity is broadened to the scale of the city, and located within a series of knowledge pavilions.

COMMUNICATION & COLLABORATION
D / TU

INCUBATING NEW BUSINESSES
- consumer products
- medical technology
- industrial solutions
- information technology
- clean-tech industry

KNOWLEDGE PAVILIONS
1
2
3

DELFT = INNOVATION HUB
- flux chair
- senz umbrella
- ikea disaster shelter

ATTRACTING TECH COMPANIES

FUTURE OF DELFT, NL
- EXPERIMENTAL
- PROTOTYPICAL
- TESTING GROUND

LIFESTYLE INdelft PAVILION (1)

- Visitors can test prototypes of new household products
- Tips for saving energy in the home
- Interior furnished by IKEA concept center
- Purchase tickets for train, bike, tram, bus
- Display of new transportation innovations and products
- BikeShare/RideShare Hub, Bicycle Rental

TRANSPORTATION INdelft PAVILION (3)

MADE INdelft PAVILION (2)

- Gallery of products designed & developed INdelft
- Visitor maps of city with businesses participating INdelft
- Gift shop featuring products designed INdelft
- INdelft.eu online database of INdelft projects

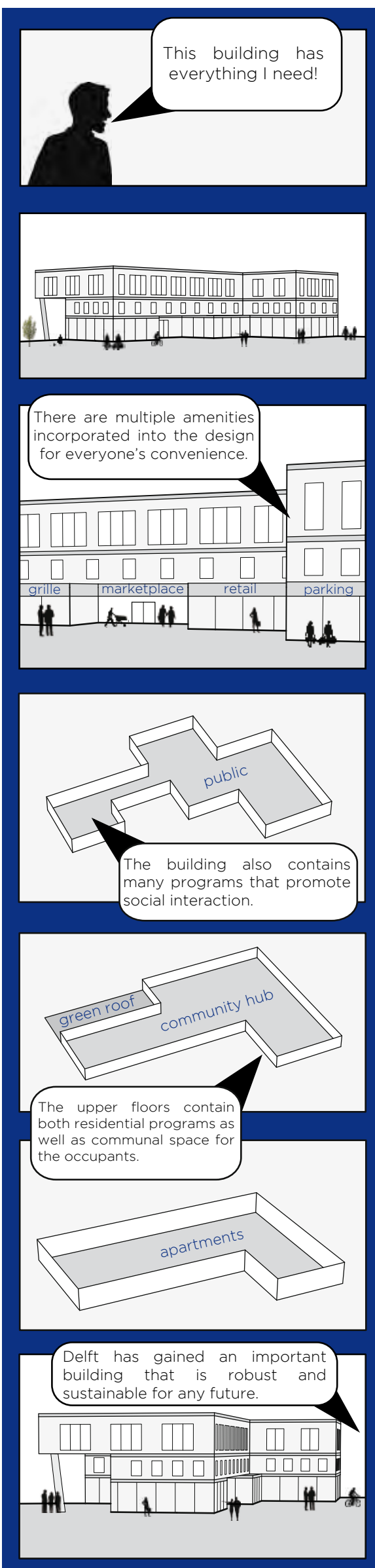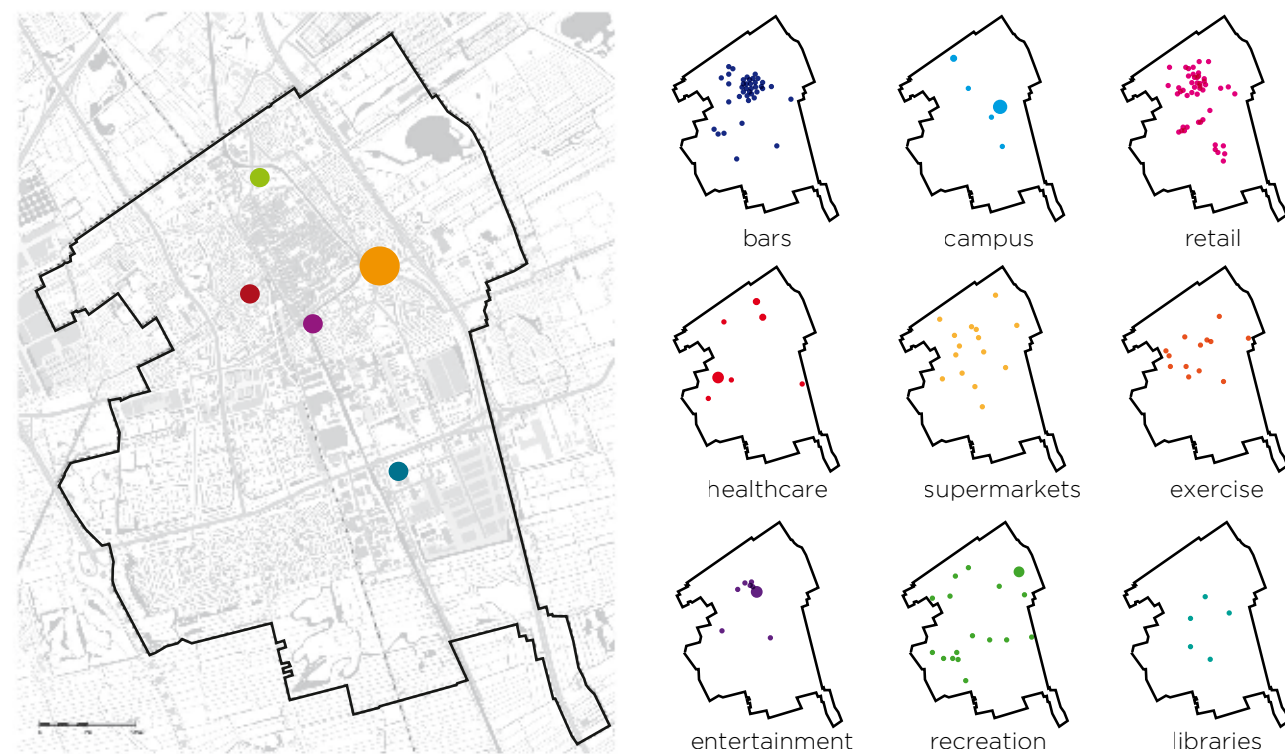### MADE INdelft

INdelft is a collaborative program that provides incentives for participation in the large-scale Living Lab of the city. Businesses, institutions, social housing programs, schools, restaurants, and individuals can all become certified members of the program. Products designed and developed INdelft will be stamped with an identifying logo, to spread the reputation of this innovative city around the globe. This experimental environment will be highly attractive to international businesses and tech companies looking for the opportunity to test their prototypes in real-life scenarios.

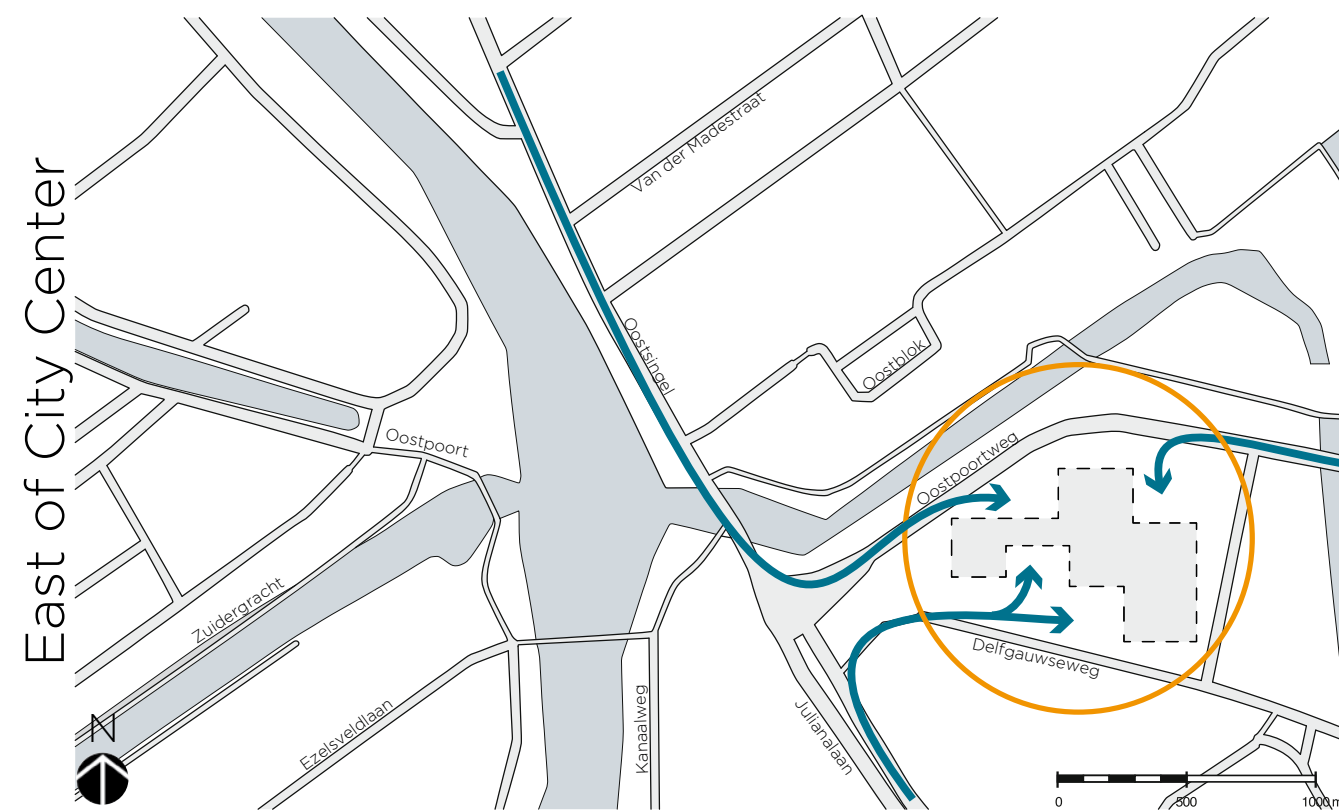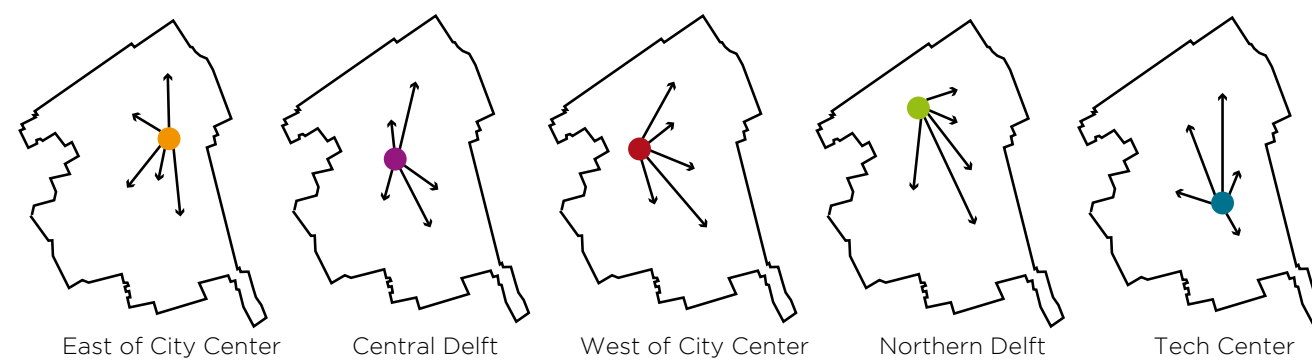**INnovative, INventive, INtelligent, INspired, INclusive, INcubator**

HYBRID DWELLING

combining various programs into Delft housing

EXISTING AMENITIES

bars | campus | retail

healthcare | supermarkets | exercise

entertainment | recreation | libraries

PLAUSIBLE LOCATIONS

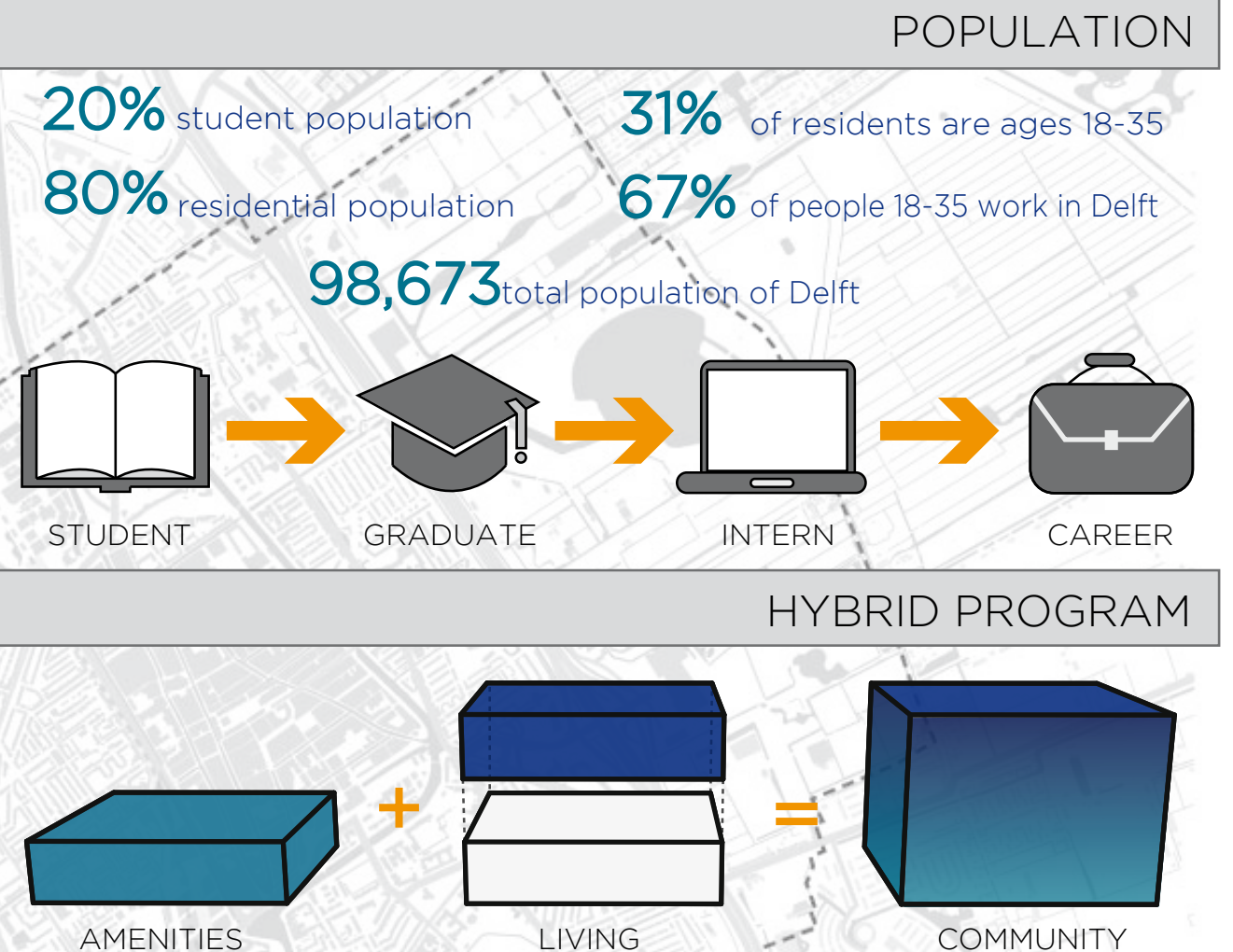East of City Center | Central Delft | West of City Center | Northern Delft | Tech Center
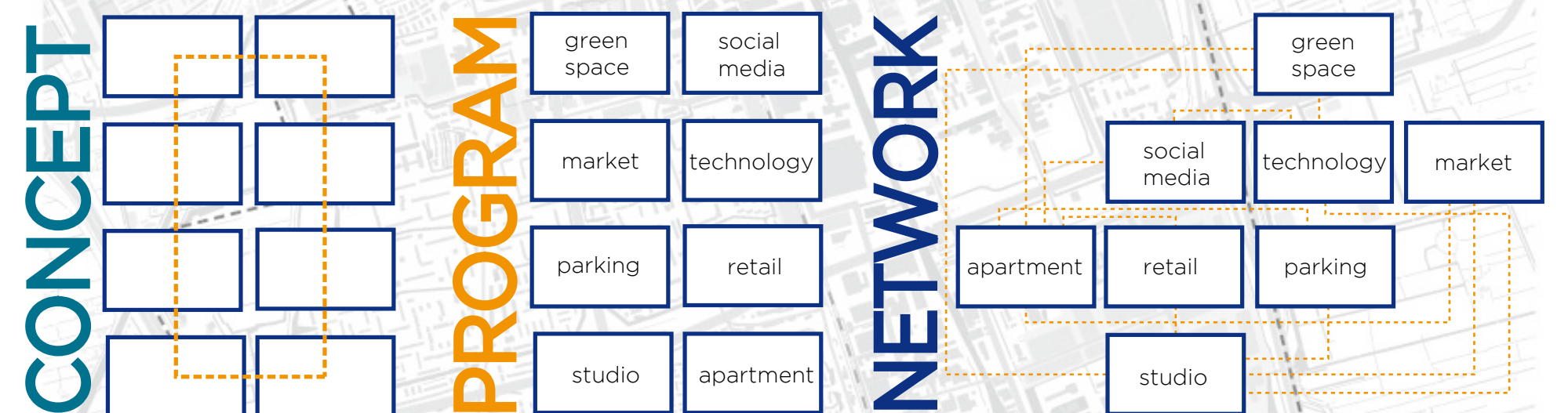

East of City Center

The site is an optimal location for the 18-35 demographic. It is centrally located in Delft, making it equidistant from all the offered amenities. It is close to campus for the students. It borders the eastern edge of the city center for entertainment and business. It is also well connected to all of the available transportation options.

Left sidebar speech bubbles / captions

This building has everything I need!

There are multiple amenities incorporated into the design for everyone's convenience.

grille | marketplace | retail | parking

The building also contains many programs that promote social interaction.

public

green roof | community hub

The upper floors contain both residential programs as well as communal space for the occupants.

apartments

Delft has gained an important building that is robust and sustainable for any future.
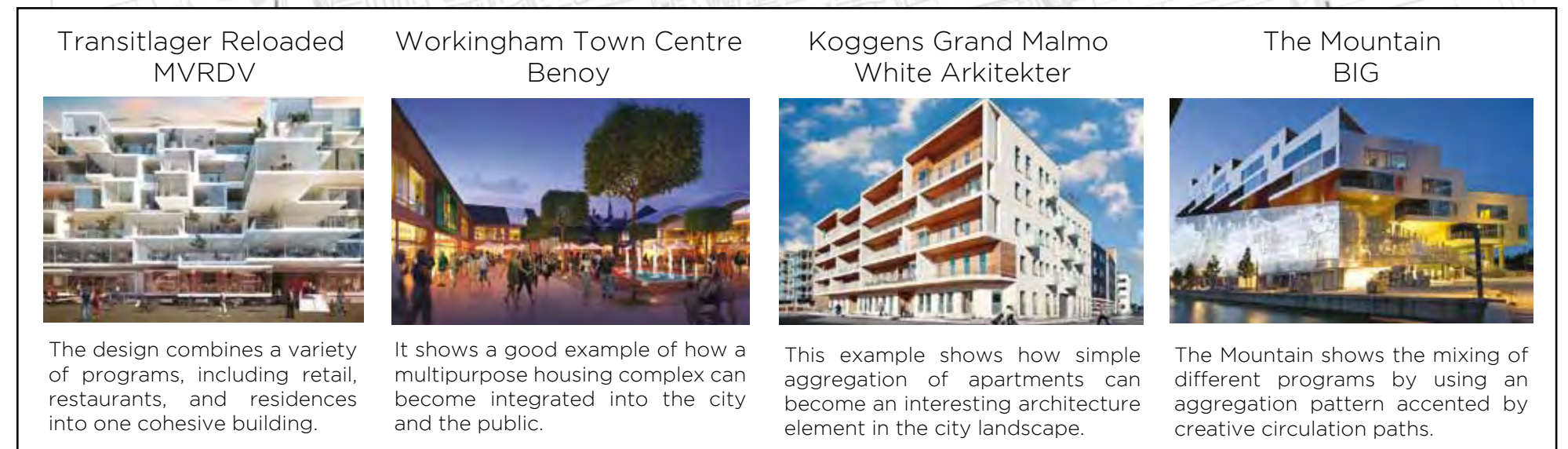
POPULATION

The housing complex is meant for Delft students and residents between the ages of 18 to 35. This design blends the living habits of all ages, incorporating various programs into the building and creating different levels of interaction. Such programs include a marketplace, retail stores, and social/communal areas. Because this age range varies in needs and wants, these programs are flexible in adapting to all ages and all possible scenarios. One possibility is to make a variety of different size rooms. These rooms are arranged in a way that will encourage interaction between residents without disruption of their daily lives. The hybrid dwelling must become a combination of necessity, amenity, and community.

20% student population

80% residential population

31% of residents are ages 18-35

67% of people 18-35 work in Delft

98,673 total population of Delft

STUDENT → GRADUATE → INTERN → CAREER

HYBRID PROGRAM

AMENITIES + LIVING = COMMUNITY

FLEXIBLE ARRANGEMENT

CONCEPT

PROGRAM

green space	social media
market	technology
parking	retail
studio	apartment

NETWORK

		green space
	social media	technology	market
apartment	retail	parking
	studio	

EXAMPLES OF HYBRID DWELLINGS

Transitlager Reloaded
MVRDV

The design combines a variety of programs, including retail, restaurants, and residences into one cohesive building.

Workingham Town Centre
Benoy

It shows a good example of how a multipurpose housing complex can become integrated into the city and the public.

Koggens Grand Malmo
White Arkitekter

This example shows how simple aggregation of apartments can become an interesting architecture element in the city landscape.

The Mountain
BIG

The Mountain shows the mixing of different programs by using an aggregation pattern accented by creative circulation paths.

DELFT SCENARIOS 01- KNOWLEDGE CITY

APRIL MAY JUNE JULY 2013

almere, antwerp, berlin, brussels, delft, eindhoven, the hague, hilversum, leiden, lelystad, rotterdam, utrecht

biking, designing, discussing, drafting, eating, planning, printing, sketching, strategizing, walking