

Share your ideas about the city's future

Student Design Competition

Rationale

The City of Amsterdam is currently devising a 'Structural Vision', a strategic policy document which outlines how Amsterdam intends to deal with space in the future. It addresses a whole range of issues, such as: Where can we build new homes? How and where can we realize attractive locations for businesses, hotels, green space and recreation? The Structural Vision is formulated by a cross-departmental project group overseen by the City of Amsterdam's Physical Planning Department (Dienst Ruimtelijke Ordening, or DRO).

Under the auspices of Amsterdam's Alderman for Physical Planning, Maarten van Poelgeest, a campaign is being launched to encourage the people of Amsterdam to share their ideas and express their opinions about the desired spatial development of the city through to 2040. Within this framework there is special consideration for the expertise and creativity within Amsterdam's higher education institutions and the potentially innovative insights of the students living in our city.

Objectives of the Design Competition

The competition is open to student teams from courses at intermediate and higher vocational education as well as university levels. The selected courses dovetail with key themes in the city, such as the economy, sustainability, accessibility, tourism, sport, leisure activities and social development. The competition is a challenge to students to explore the Structural Vision's pivotal question: Where in Amsterdam and environs can we find the space to continue developing into an enterprising, hospitable, sustainable, social, recreational and accessible city?

The assignment for student teams

- Develop a vision for Amsterdam in the future (2040) based on your own field of expertise.
 - o What are the trends that Amsterdam must take into account over the next 10 to 30 years?
 - o Devise a concrete concept, such as a recreational amenity, a business park or a P+R facility, which coincides with prevailing trends.
 - o Underscore what this idea represents for:
 - the way in which people live together, spend their leisure time, live and work
 - accessibility (traffic, logistics, transport)
 - sustainability (use of materials, the environment, energy)
 - the economy
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- Present your vision for 2040 so that the project can be displayed for the general public.

Timeline

The competition is being launched in mid-February 2009 and will be formally concluded during the International Architecture Biennale in September 2009, when the presentation of the project outcome and a representative of the student team must be present. The jury of experts will present their final conclusions and the winner will be announced.

Guidance & evaluation

Each student team will be assigned a supervisor from the DRO who provides the detailed briefing and possesses expertise in the planning practices and urban development in Amsterdam. He or she will be available to answer questions at set times. DRO will also contribute to the completion/evaluation of the student assignment in June 2009. DRO reserves the right to determine which submissions from the student teams will be exhibited, while the jury decides the winner.

The expert jury is composed of Alderman Maarten van Poelgeest (chairman), Zef Hemel (Curator of the Amsterdam Biennale and Deputy Director of the DRO), and three other members. They will evaluate the results, paying particular attention to the following points:

- o Application of expertise from one's field (varies per institution/course)
- o Creativity
- o Quality of the execution of the end product for the exhibition

DRO reserves the right to use all the designs as it deems fit without owing royalties. This means that designs can be published and/or exhibited without the prior permission of the education institutions and/or students.

Publicity

DRO will be actively seeking publicity for the Design Competition. The entries will be:

- Exhibited during the Biennale in September 2009
- Presented as a topic suitable for media coverage
- Published on the 'Structural Vision' website

Publicity may also be sought while the competition is still in progress.

Planning

Early February 2009 – Briefing for the student teams

- Explanation of the development of the 'Structural Vision for Amsterdam 2040'
- Briefing on the assignment specific to each student team by a DRO member of staff

Contact information

Further information regarding the assignment and the competition is available from Alphons Rommelse at the City of Amsterdam's Physical Planning Department (DRO): tel. 020-552 7703, e-mail: a.rommelse@dro.amsterdam.nl.