

## Briefing design pitch H75



03-03-2011

Pitch set out by: H-Team

### **Background**

Heesterveld, a building complex in the Bijlmer district in Amsterdam is nominated to be demolished. To make room for new, modern buildings. But there is still no concrete design and plan for this. Until then, Heesterveld will be transformed into a cultural, experimental and creative space, named the H-Spot, where local entrepreneurship is combined with social functions and where a cultural program also appeals to people outside the Bijlmer district.

The 60 people that live and work in the H-spot are creative entrepreneurs, students and artists. Together they form the H-Society. They give shape to the H-Spot and form the outlet for the neighborhood, residents and the creative, commercial and social entrepreneurs. It is a blend of experimental and contemporary art, craftsmanship, bar/restaurant and community work. In this way, The H-Spot will become the new creative and cultural hot spot in the Bijlmer district.

One of the larger spaces of the H-Spot, Heesterveld 75 (H75), is being transformed into an appealing and inspiring (flex)work place, where the H-Society members can display their creativity and skills en were the project team can receive visitors.

### **Design Pitch**

*Create a complete design for the decoration of the solid base of Heesterveld 75 (walls, floor, ceiling, lighting) and for the interior, including a clear plan in which you describe how you are going to obtain the needed materials (without or with minimal budget).*

Principle: Base your design on the use of local, recycled materials.

Purpose: Turn the 119 m2 of Heesterveld 75 into a space that shows creativity and provokes creativity under its users and visitors, where (flex) workstations are combined with a (flexible) stage function and a place to receive visitors.

### **Reward**

The winning design will be awarded a cash prize of €250, - and will actually be implemented. The whole project will also generate publicity for the winning design.

### **Target group**

The primary target group are the members of the H-Society and the project team of the H-Spot. The design is especially made for them, because they will fill this space with their activities and they will work in this space.

The secondary target group are the culture lovers from the Bijlmer and other surrounding districts.

### **Preconditions**

- Provide an enclosed space which can serve as a "headquarter" for the project team, with a printer and administration solution.
- Create a (partly) enclosed space that can serve as a quiet work and meeting/ brainstorm area.
- Create a large space in which (flex) workstations are combined with a (flexible) stage function and the possibility to receive visitors.
- The design should be easy (few weeks) to implement.
- Do not forget to involve the kitchen / toilet in the design, use the whole space!
- The attached floor plan shows which walls cannot be taken down. For more details, please contact us. (See header 'information and viewing')

### **Budget**

The maximum budget for the necessary equipment and the interior of H-75 is € 5000, -. There is also a budget reserved for the construction costs and process guidance.

### **Information and viewing**

Would you like to participate in the design pitch, and do you want to see the space and/or ask questions about the pitch? Drop by on our viewing on Wednesday, March 9th from 14:00 p.m. to 17:00 p.m. During the viewing there will be a number of people present, including the architect of the project, with whom you can brainstorm and who can offer you support in any way.

For more information about the design pitch you can email to [info@h-society.nl](mailto:info@h-society.nl) or contact Daisy Benz, project assistant (0644706572), or check our [Facebook](#) fan page.

### **Deadline**

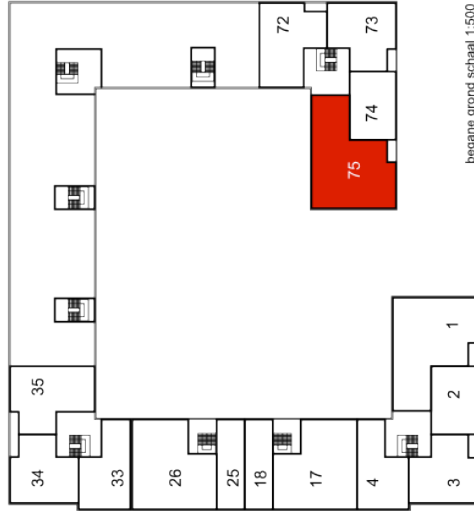
Submit your design before Friday the 18th of March at 17:00 p.m. by sending it to [info@h-society.nl](mailto:info@h-society.nl). On Monday the 21th of March the formation of the H-Society will take place, and during this event our jury will choose a winning design. Our prominent jury includes amongst others: Henry Snel (head architectonic design Gerrit Rietveld Academy), Khoi Tran (architect Urban Symbiose) and Gieneke Pieters (architect). The jury will look for creativity in your design and (financial) feasibility of the design.

We would like to receive your design in the form of a digital PDF (landscape) A4 size. The document should not exceed 5 pages and should include both text and visuals.

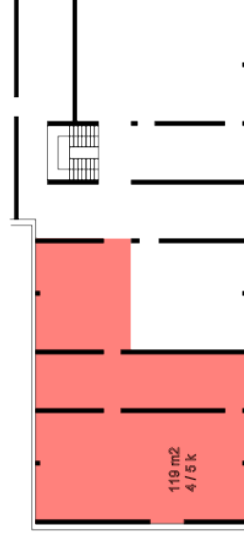
### **H-Spot project team**

Ymere Wonen, approached Eva de Klerk to form a plan for Heesterveld. Eva (known for the creative work spot at the NDSM shipyard in Amsterdam North) has assembled a team together with Angelo Bromet (gallery FLA, NoLimit, cultural worker), Layana Mokoginta (Purpura pure PR, known for Street of Sculptures), Floor Wesseling (graphic designer ) and Khoi Tran (Architect, Urban Symbiosis) and asked them to co-produce the concept for the H-spot. Brian Manberg (area consultant), Heidi Borm (community development) and Alexander Green (student housing) are from Ymere and also part of the H-Team.

The website of the H-Spot (<http://www.h-society.nl>) will be online in March 2011.



begane grond schaal 1:500



begane grond schaal 1:200



PLATTEGRONDEN  
BLADFORMAAT A3

HEESTERVELD 75, AMSTERDAM  
Februari 2011

## Inspiration

Be creative in finding local, recycled materials. Which companies and institutions are there in the Bijlmer district and do they have 'left over' office furniture? Is it possible to make discounts or sponsorship deals with companies such as IKEA? What can you find in the local charity shops? What are residents of the Bijlmer throwing away? Make sure you have a clear idea about how to obtain the required materials. Check for example vacant properties for useful material by contacting the various foundations for temporary housing.



It should be an exciting space to work which shows creativity and challenges its users and visitors to be creative. So make sure that this creativity can be captured. For example in a mobile 'library'. Or with a wall made from old white boards, where every idea can be written on so it will never be lost. Or a magnetic wall made of scrap metal, on which you can literally 'stick' the ideas with a magnet.

Provide flexibility in your design. Especially in the room where the stage function is combined with the (flex) workstations and the possibility to receive visitors. For example, also think about flexible stage parts and an option for users to change before they perform. Or a big worktable that can also serve as a buffet cabinet. The various goals of the space should be made possible with minimal effort.



In short, there is much room for your own ideas. You can absolutely put your personal stamp on the design!

We hope to see your design before March 18th and that we can congratulate you on the 21th as the winner of this pitch!