

SOLIDS

precious dynamic buildings...

Zürich, 15 april 2005

Frank Bijdendijk
CEO Het Oosten housing corporation

1

The position of Het Oosten

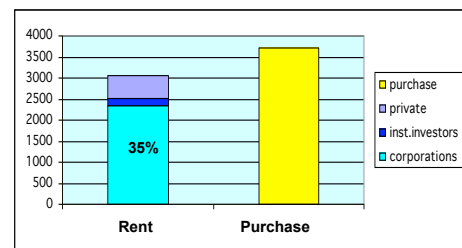
1. The position of Het Oosten

Total home units in the Netherlands

Rented corporations	2,340,000
Rented institutional investors	162,000
Rented private investors	544,000
RENTED TOTAL	3,046,000
PURCHASED	3,718,000
Total	6,764,000

1. The position of Het Oosten

Total home units in the Netherlands



1. The position of Het Oosten

Rent

	Rent	
	average	spread
housing corporations	€ 350	180 - 600
Institutional investors	€ 550	500 - 2500
Private investors	€ 450	200 - 1000

1. the position of Het Oosten

Total home units in Amsterdam

total home units in Amsterdam as per 1 Jan 2004		
total	375676	
housing corporations	204983	54,6%
of which Het Oosten	12736	6,2%

1. The position of Het Oosten

Total home units in Amsterdam

total home units in Amsterdam per 1 Jan 2004		newly developed 2000-2003	
total	375676		
housing corporations	204983	54.6%	5280
of which Het Oosten	12736	6.2%	1198
			22.7%

1. The position of Het Oosten

Total home units in Amsterdam

Total home units in Amsterdam as per 1 Jan 2004		newly developed 2000-2003		sales 1998-2003	
total	375676				
housing corporations	204983	54.6%	5280	3294	
Het Oosten	12736	6.2%	1198	770	23.38%

1. The position of Het Oosten

Het Oosten operates:

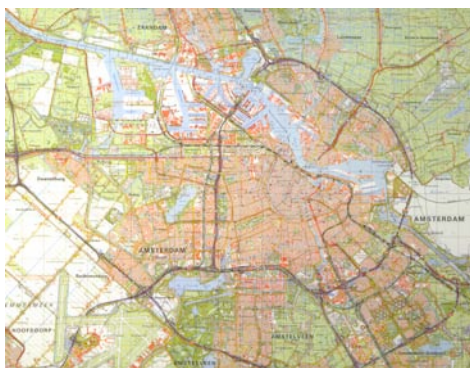
homes	13,077
garages	1,101
business accommodation	1,024
TOTAL	15,202

1. The position of Het Oosten

Het Oosten

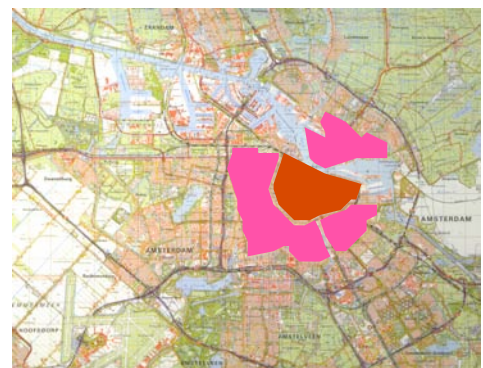
Turnover Rents	66,800,000
Turnover Sales	67,700,000
Turnover Projects	95,700,000
Turnover Subsidiaries	4,300,000
TURNOVER TOTAL	234,500,000
GROSS PROFIT	28,400,000
UNPROFITABLE	-15,400,000
NET PROFIT	13,000,000

1. The position of Het Oosten



the development of Amsterdam

1. The position of Het Oosten



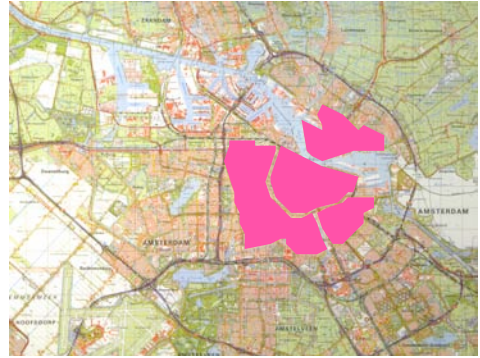
the development of Amsterdam - 1905

1. The position of Het Oosten



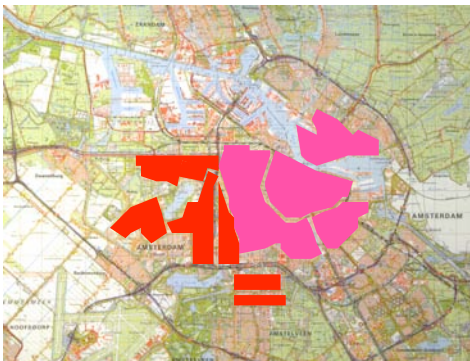
Amsterdam – the inner city

1. The position of Het Oosten



Amsterdam – western garden suburbs

1. The position of Het Oosten



Amsterdam – western garden suburbs 1950 - 1965

1. The position of Het Oosten

Amsterdam western garden suburbs 1950 - 1965

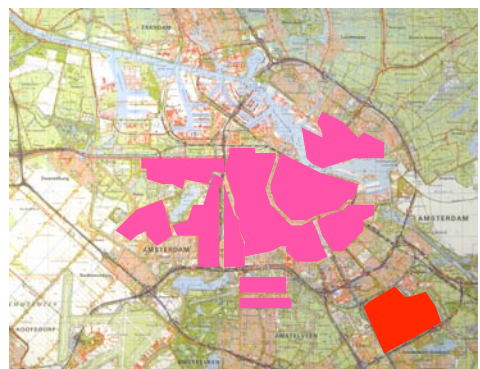


1. The position of Het Oosten



Amsterdam – Bijlmermeer

1. The position of Het Oosten



Amsterdam – Bijlmermeer 1965 - 1975

1. The position of Het Oosten



Amsterdam – Bijlmermeer 1965 - 1975

1. The position of Het Oosten

**1982 Frank Bijdendijk
joins
Het Oosten**

1. The position of Het Oosten

Housing stock Het Oosten

year	%
Up to 1945	35 %
1945 – 1975	32 %
1975 – 2005	33 %



Two prime examples

2. Two prime examples

**Het Oosten 1983
Two prime examples**

- 1. Tetterode**
- 2. Bijlmermeer**

2. Two prime examples

1. TETTERODE

**1890
born**

**1983
new life**

**2005
full of life**

2. Two prime examples



1982 – squatters riots

25



2. Two object lessons



Tetterode – a building of beauty

26

2. Two vital object lessons



Tetterode – a building of beauty

27

2. Two prime examples



Tetterode– no two people are alike

28

2. Two prime examples



Tetterode - creche

29

2. Two prime examples



Tetterode - theatre

30

2. Two prime examples



Tetterode – live and work

31

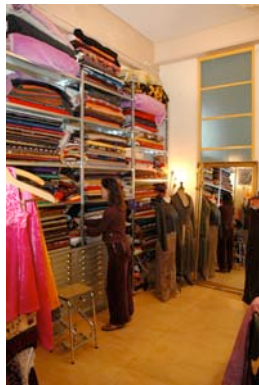
2. Two prime examples



Tetterode
living

32

2. Two prime examples



Tetterode
clothes shop

33

2. Two prime examples



Tetterode – atelier

34

2. Two prime examples



Tetterode – shoemaker's

35

2. Two prime examples



Tetterode – printer

36

2. Two prime examples

TETTERODE THE CONCLUSIONS

- Good location
- Attractive building, excellent choice of materials, details, strong floors
- Wide spans
- The people fought for it
- Freedom to do your thing
- It will be there for centuries

2. Two prime examples

2.
BIJLMERMEER
 1968 born 1983 ill 1998 dead

2. Two prime examples

BIJLMERMEER 1968 - 1998

How can you do that?



2. Two prime examples



Bijlmermeer – stereotype people-picture

2. Two prime examples

Bijlmermeer – functionalism in architecture

CIAM: verklaring van La Sarraz

2. Two prime examples

functionalism = form follows function

methodology: divide the task into functions



2. Two prime examples

Bijlmermeer
Stereotype people picture + functionalism



43

2. Two prime examples

Bijlmermeer

- fixed forms
- mono function
- rigidity



44

2. Two prime examples

functionalism
+
stereotype people
picture

fixed functions → fixed form
↓
end of **functionalism**

45

2. Two prime examples

BIJLMERMEER
1968 - 1998



46

2. Two prime examples

need for fresh **inspiration**

↓
observe reality

- people
- buildings
- cities

47

REAL PEOPLE

3. Real people



Good living 1915 - Berlage Amsterdam

49

3. Real people

Good living - 1955



50

3. Real people



Good living - 1970

51

3. Real people

Good living? Japan



3. Real people

Office 1906



53

3. Real people

Tokyo stock exchange 1996



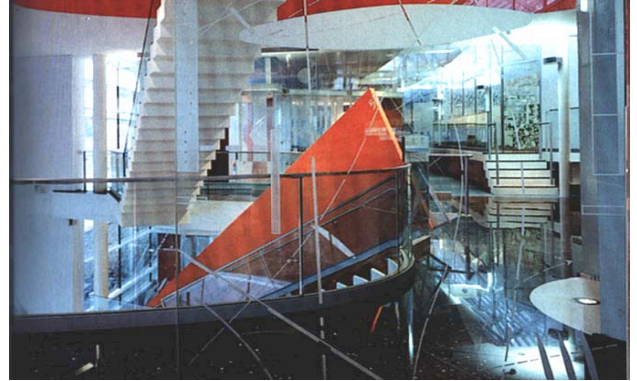
3. Real people

Office USA 1996



3. Real people

Internet office, 1996



3. Real people

Society in change (1)

- Technology, globalisation
- More knowledge, money, options
- Dynamics increase
- Predictability decreases

57

3. Real people

The more society
changes,
the greater the need for buildings
where

**EVERYTHING IS
POSSIBLE - ALWAYS**

58

3. Real people

AND SO
real people
need
permanent
ACCOMMODATION POTENTIAL
in buildings and cities

3. Real people

Society in change (2)

- A greater eye for the environment
- Focus on sustainability
- Emotional involvement

60

3. Real people

The more society changes the
greater the need for

SUSTAINABILITY and IDENTIFICATION

61

3. Real people

AND SO
Real people
need
a permanent
'PRECIOUS FACTOR'
in buildings and cities

3. Real people

Evidence

- Tetterode
- Nieuwmarkt
- Jordaan
- Warsaw

3. Real people



Tetterode

3. Real people



Nieuwmarkt – 1974 halt to breaking through of Wibautstraat!

3. Real people



Jordaan - 1969 demolition plans scrapped

3. Real people



Warsaw totally rebuilt in 1953



REAL BUILDINGS

4. Real buildings



Warehouse becomes office, supermarket

4. Real buildings



...exhibition area, atelier

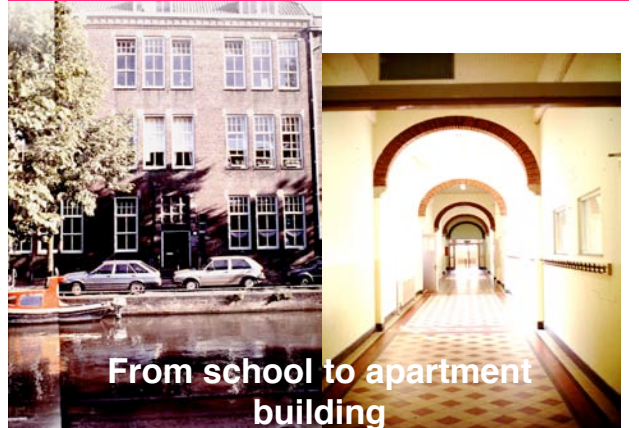
....

4. Real buildings



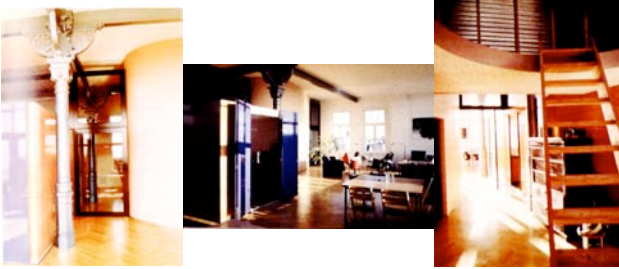
The railway viaduct transform into a shop, café, atelier – with a park on top

4. Real buildings



From school to apartment building

4. Real buildings



From classroom to home

73

4. Real buildings



From church to sports hall

74

4. Real buildings



Homes become offices

75

4. Real buildings



Zurich – from production halls to theatre, restaurant

76

4. Real buildings

Age of homes in Holland

- 97% \geq 50 years
- 77% \geq 75 years
- 57% \geq 100 years

77

4. Real buildings

REAL BUILDINGS
grow older
and
functions
keep changing

78

4. Real buildings



Catering & offices



Museum



Opera & theatre



Hotel

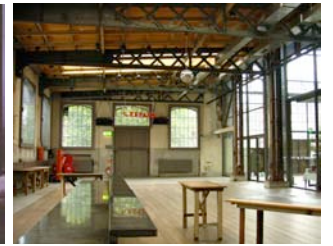
Nancy – Place Stanislas

function ≠ form

4. Real buildings



Nancy



Zurich

REAL BUILDINGS ARE PRECIOUS
 use of details
 materials that wear and age with beauty



**REAL
 CITIES**

5. Real cities



Concertgebouw neighbourhood

5. Real cities



OLD
 RESIDENTIAL
 AREA

Concertgebouw neighbourhood

5. Real cities



Economic activity in old residential neighbourhoods

5. Real cities



Docklands East

5. Real cities



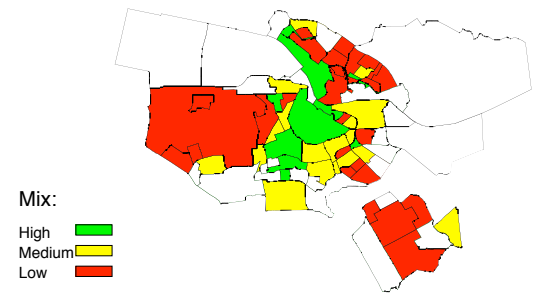
Docklands East

5. Real cities



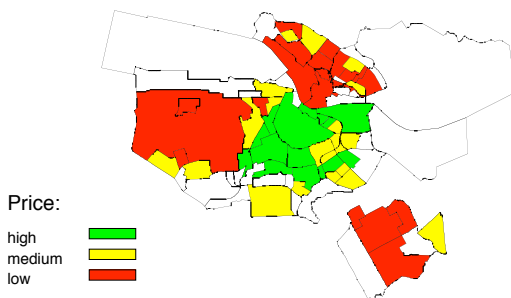
Economic activity in new residential area

5. Real cities



Economic activity in residential areas

5. Real cities



Price per square metre

5. Real cities

REAL CITIES
 add value to buildings
 by high
**ACCOMMODATION
 POTENTIAL**
 and
THE "PRECIOUS FACTOR"

Investing in sustainability

6. Investing in sustainability

HET OOSTEN
invests in
complex city situations

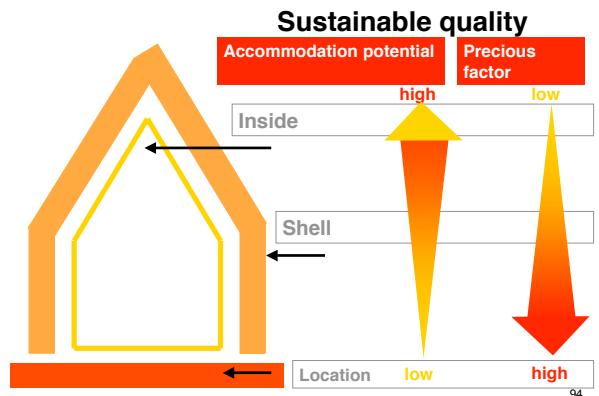
THIS IS COSTLY

6. Investing in sustainability

Earning back
high investments
is a strictly long-term business
and
↓
demands

SUSTAINABLE QUALITY

6. Investing in sustainability



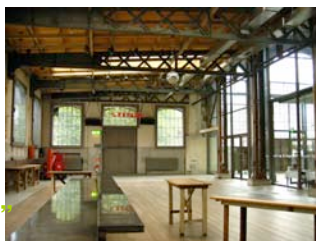
6. Investing is sustainability

Sustainable quality



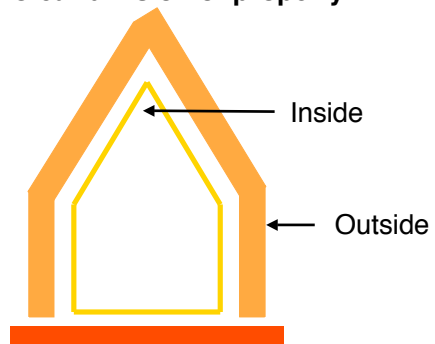
outside
"PRECIOUS FACTOR"

inside
ACCOMMODATION
POTENTIAL



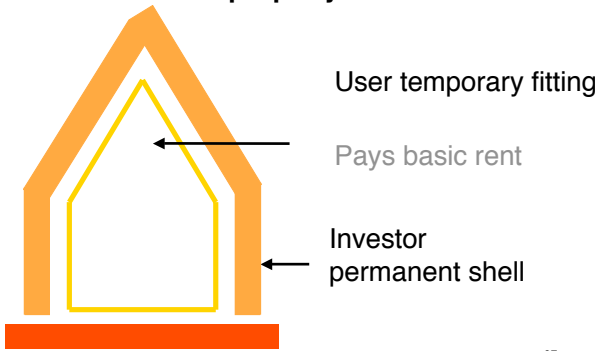
6. Investeren in duurzaamheid

Clear division of property



6. Investeren in duurzaamheid

Clear division of property



6. Investing in sustainability

Time provides added value



Optimization of

COSTS + VALUE

6. Investing in sustainability

Investments are higher
User costs are lower

- maintenance
- function change

6. Investing in sustainability



6. Investing in sustainability

Function change every 17 years



6. Investing in sustainability

6. Investing in sustainability

Results SUSTAINABLE versus RIGID

Start-up investments	+27%
User costs	
maintenance	-12%
function change	-65%
Profit after 100 years	+24%

6. Investing in sustainability

Return Solid

	Rigid	Solid	
living	5.25%	5.25%	
working	7.75%	5.25%	-33%



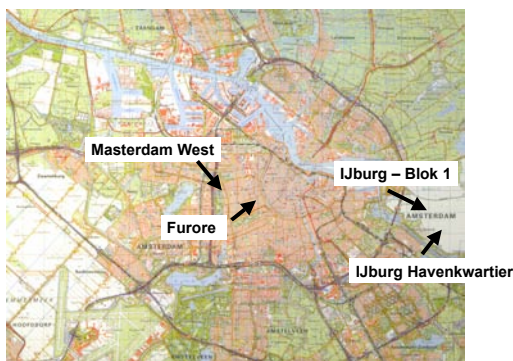
The Solids concept

7. The Solids concept

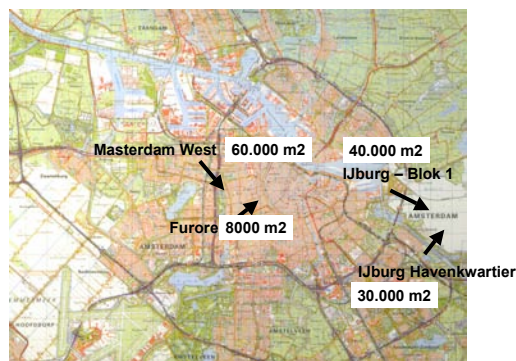
examples

- Furore Oud West (Tony Fretton)
- Masterdam West (Ton Schaap)
- IJburg port area (Sjoerd Soeters)
- IJburg Block 1 (Dietmar Eberle)

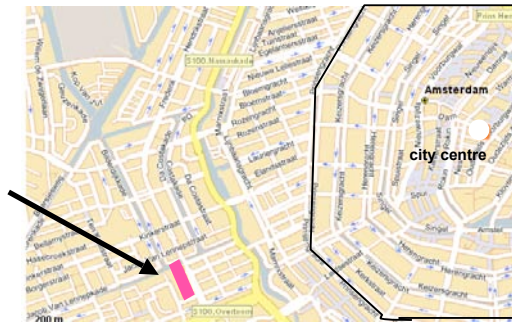
7. The Solids concept



7. The Solids concept



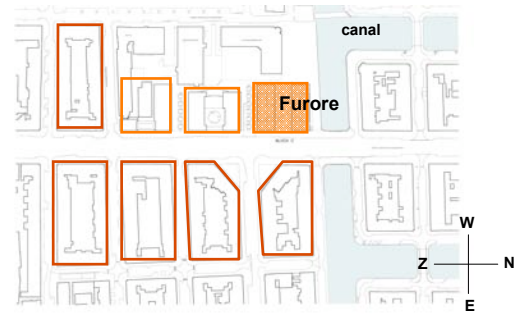
7. The Solids concept



Furore - situation

109

7. The Solids concept



Furore - location

110

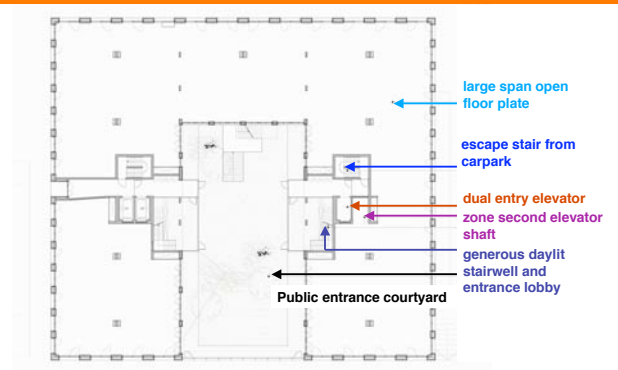
7. The Solids concept



Furore - model

111

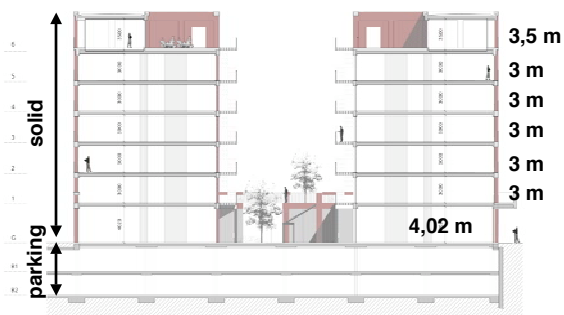
7. The Solids concept



Furore - opening-up ground floor

112

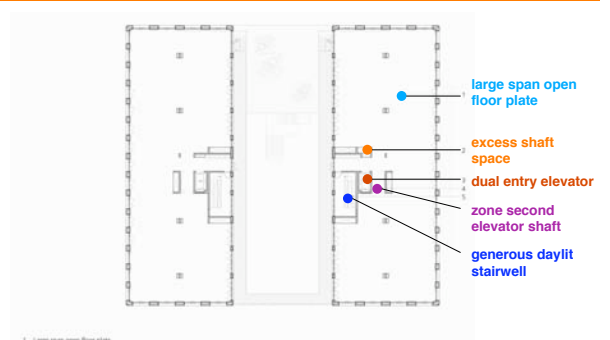
7. The Solids concept



Furore - opening-up ground floor

113

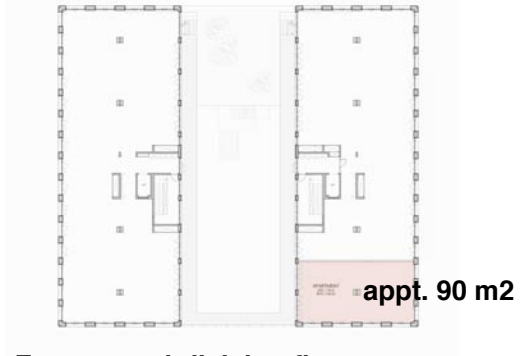
7. The Solids concept



Furore - typical floor

114

7. The Solids concept



Furore – subdivision floor

115

7. The Solids concept



Furore – subdivision floor

116

7. The Solids concept



Furore – subdivision floor

117

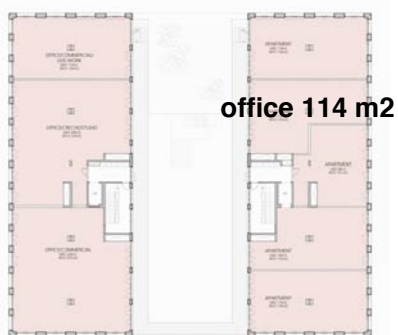
7. The Solids concept



Furore – subdivision floor

118

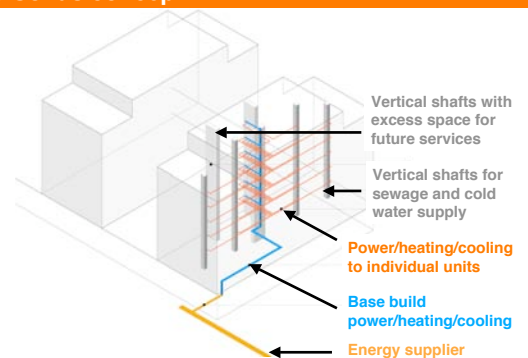
7. The Solids concept



Furore – subdivision floor

119

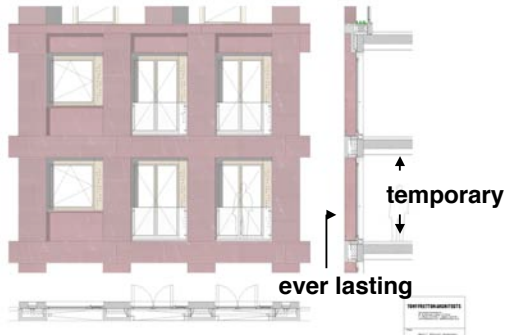
7. The Solids concept



Furore – basic installations

120

7. The Solids concept



Furore – façade principals + section

121

7. The Solids concept



Furore – façade balconies

122

7. The Solids concept



Furore – façade

123

7. The Solids concept



Furore – sketch precious façade

124

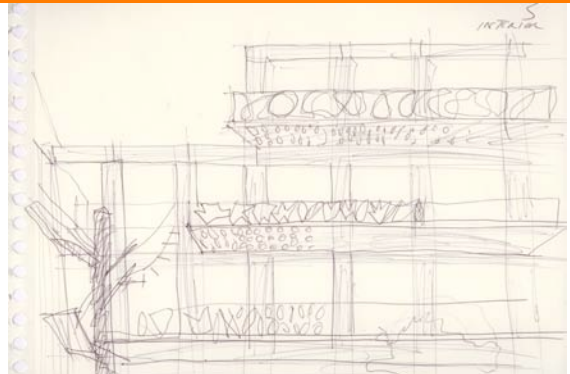
7. The Solids concept



Furore – sketch precious façade

125

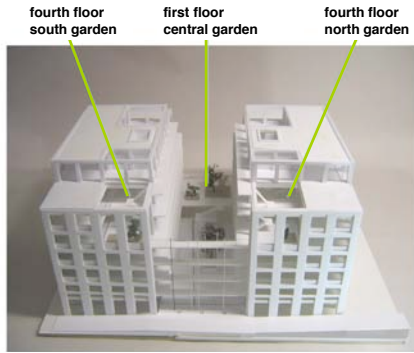
7. The Solids concept



Furore – sketch precious façade

126

7. The Solids concept



Furore – provocative spaces

127

7. The Solids concept



Furore – references precious façade

128

7. The Solids concept



Furore – references precious façade

129

7. Het Solids concept



Masterdam West - situation

130

7. Het Solids concept



Masterdam West - location

131

7. Het Solids concept



Masterdam West - reference

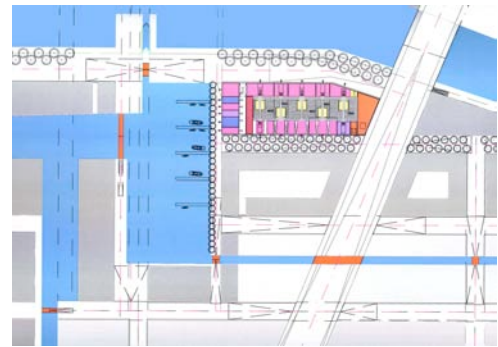
132

7. Het Solids concept



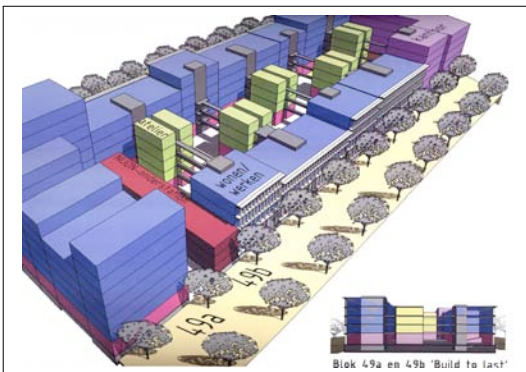
Masterdam West - reference

7. The Solids concept



IJburg docklands - location

7. The Solids concept



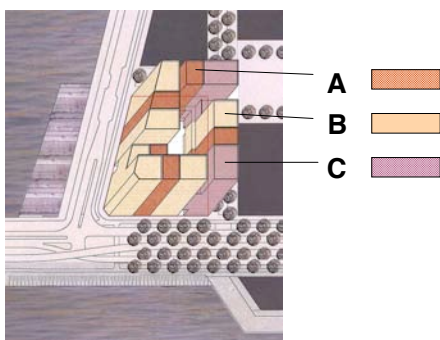
IJburg docklands - perspective

7. The Solids concept



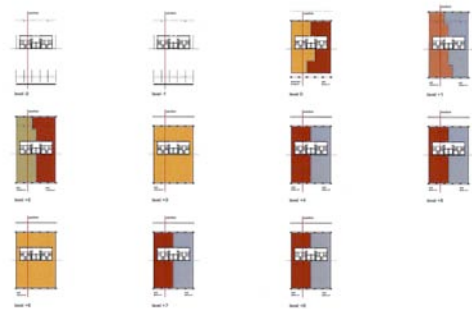
IJburg Block 1 - situation

7. The Solids concept



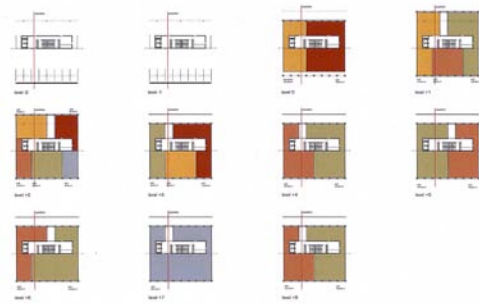
IJburg Block 1 – subdivision surface level

7. Het Solids concept



IJburg Block 1 – type A subdivision

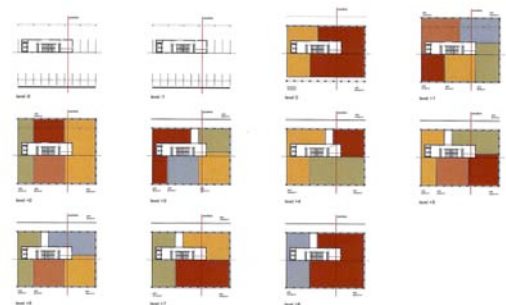
7. Het Solids concept



IJburg Block 1 – type B subdivision

139

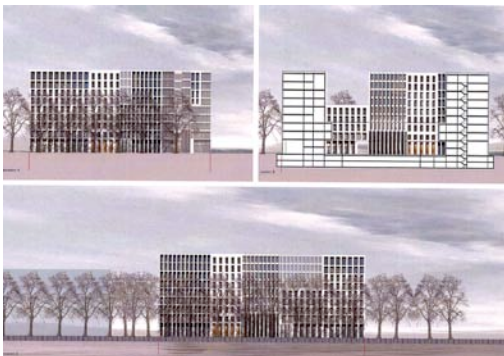
7. Het Solids concept



IJburg Block 1 – type C subdivision

140

7. The Solids concept



IJburg Block 1 – detailing façade

141

7. The Solids concept

conclusion 1

a SOLID is an
in-depth investment
that
GROWS IN VALUE

7. The Solids concept

conclusion 2

a SOLID is an
urban palace
where
every user
can do his thing