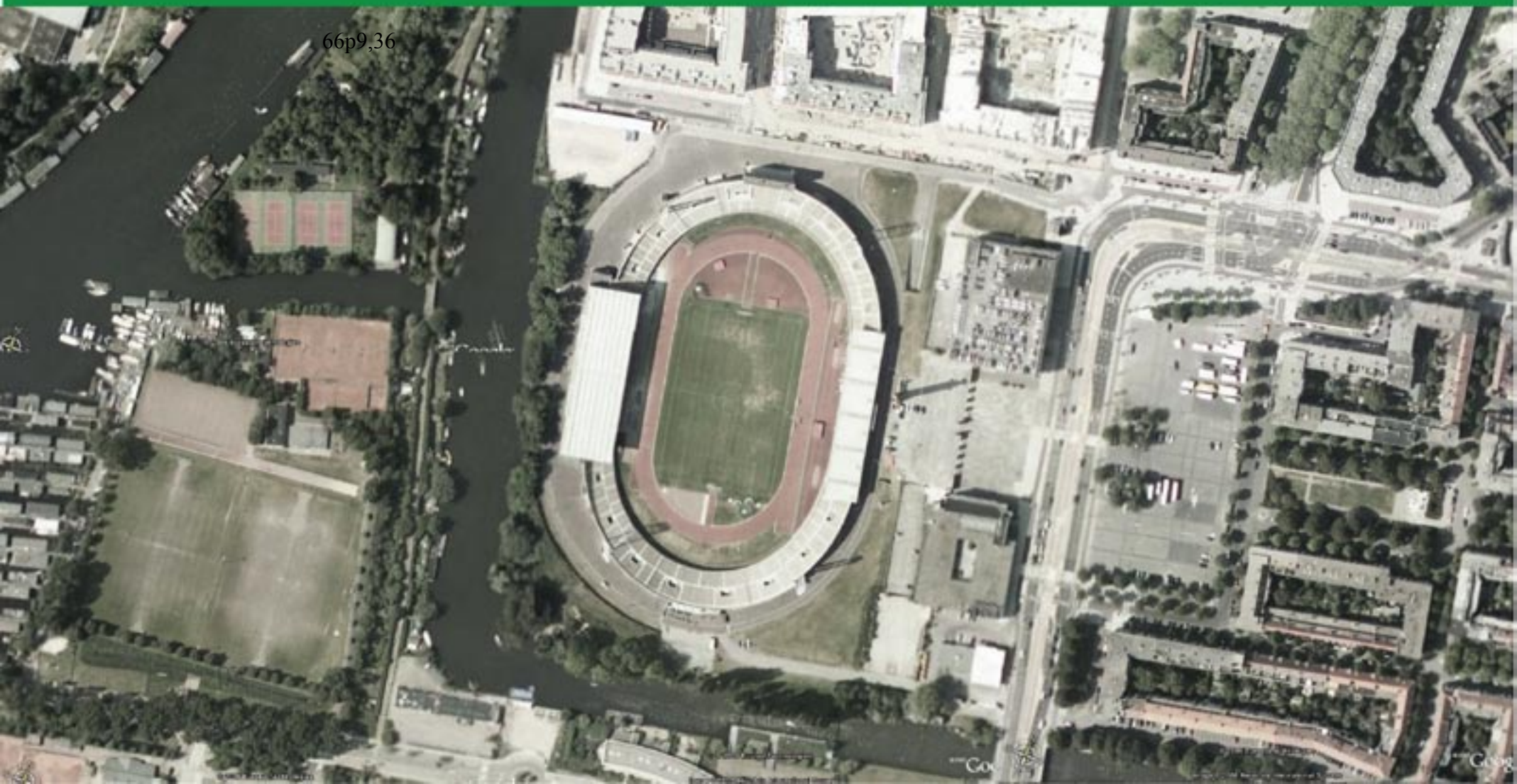


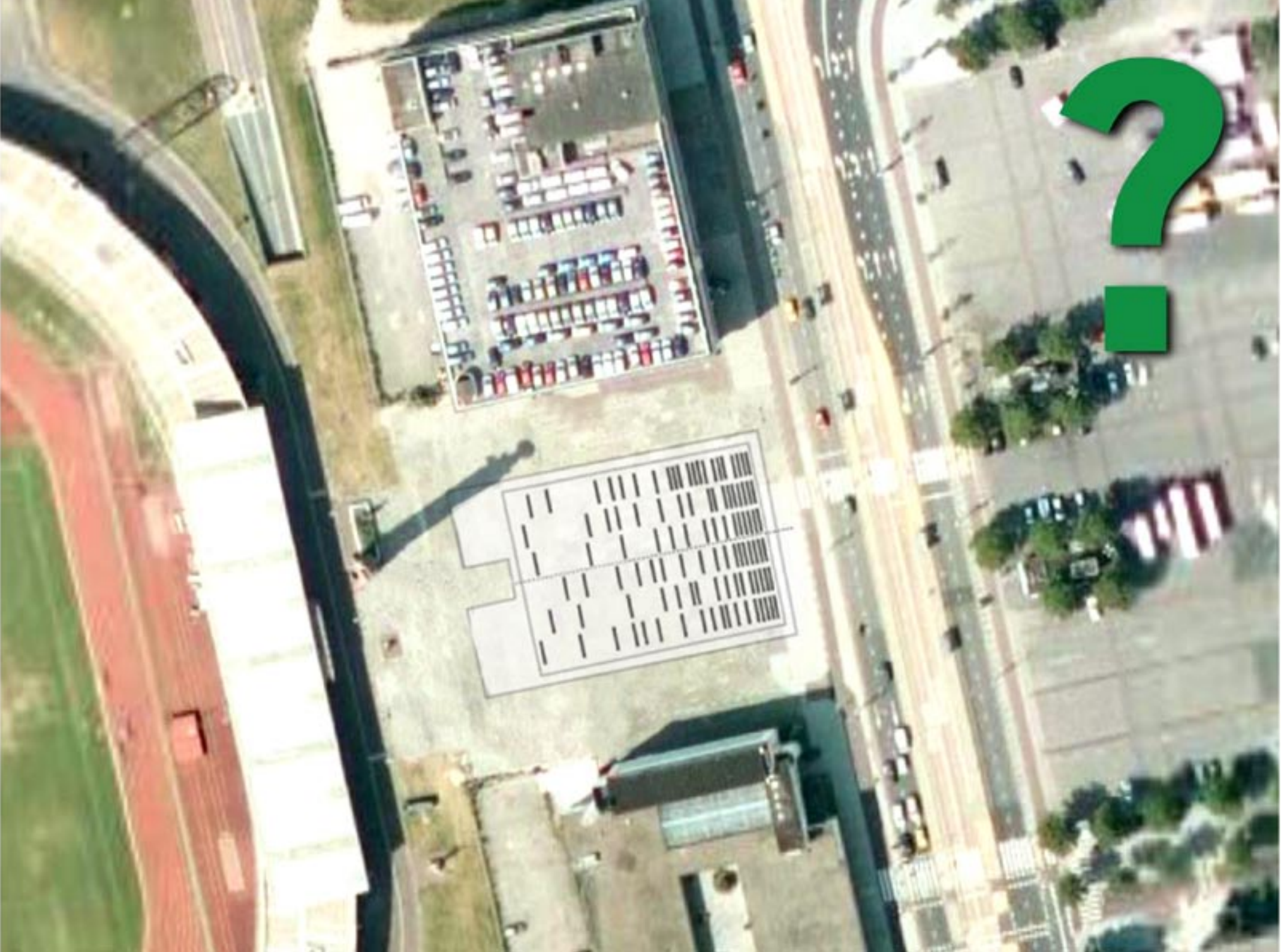
OLYMPISCH GEBIED; binnenkort

volgens URSULA LAVRENČIČ

MEGLA; MAINLY DESIGN



66p9,36



?

Olympish Gebied; Binnenkort

urban scenario

Focus

Amsterdam Olympic Area is after years of stagnation undergoing a fast and thorough urban renovation. Stadium, saved from demolition by a handful of enthusiasts, has been beautifully renovated and revitalized. Several hundred of new housing units have been built next to it and another big development including housing, services and hotel is being planned as we speak.

Fast re-development of the neighborhood asks for special attention for social structures and small scale programming where room is made for bottom up processes in between the large-scale top-down plans of developers and politicians.

My proposals aim to generate small shifts in the community for better acceptance and understanding of the new urban situation. They lean equally on tradition and the new circumstance. They try to open opportunities for the local community to develop along with their physical neighborhood.

Stelling

The local community seems to feel very distant from the new developments. Large portion of the local population has not seen the renovated stadium from close and doesn't feel that it belongs to the neighborhood. Therefore I formulated a challenge - How can we seduce nine out of ten locals to visit the interior of the stadium at least once before the end of 2007? - assuming that a simple visit of this surprisingly beautiful and impressive part of history would initiate growth of an emotional bond between the place and the people.

Proposal

1. Stichting Mijn Stadion

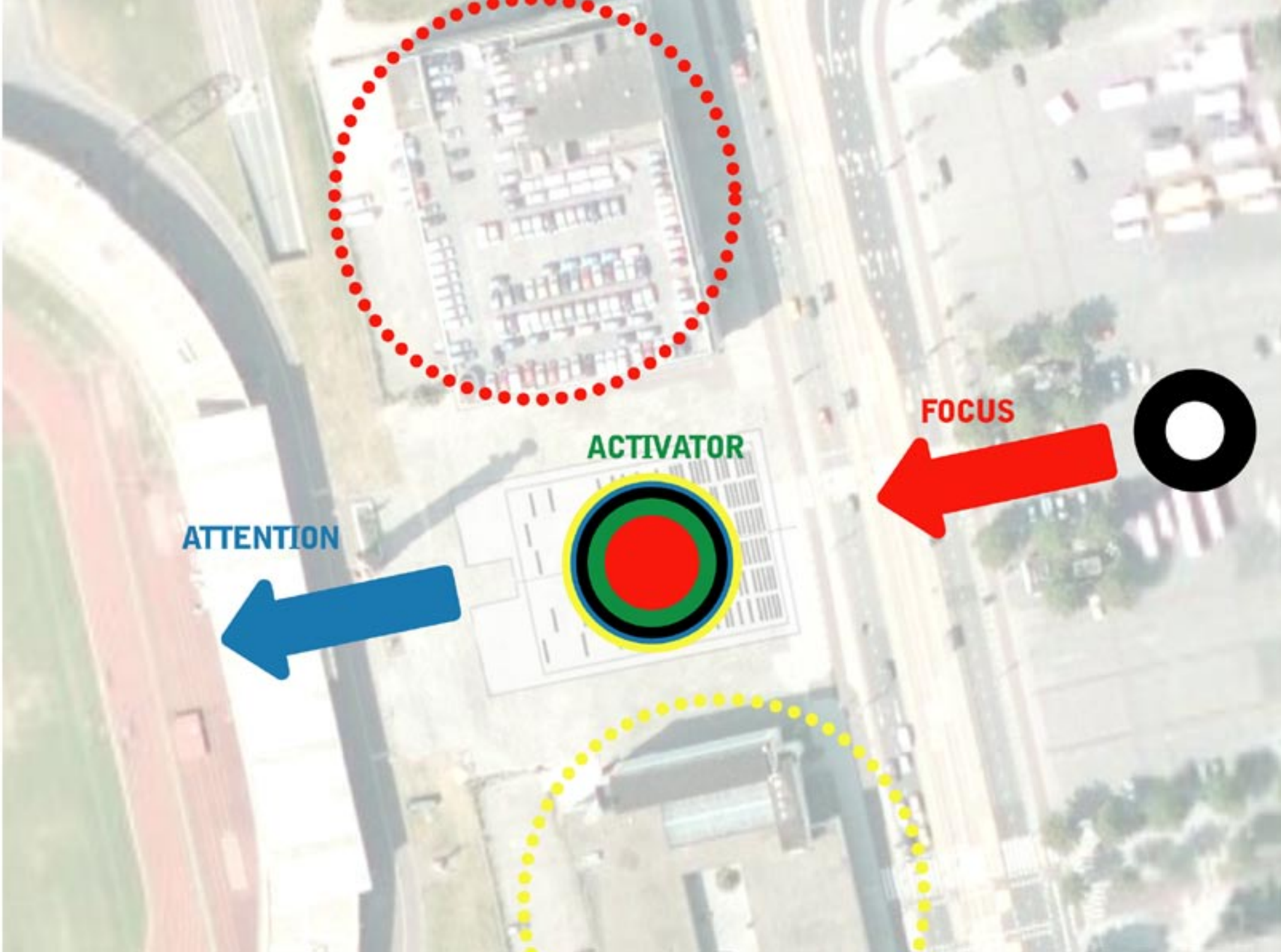
Pass Every local would get a special "Stadium pass". With it she or he could enter any public event taking place in the stadium for free, if there would be extra tickets available. Since the stadium is almost never sold out, this would in practice mean a free pass to almost all events. The pass could also be given a form of key-chain or something similar reminiscing the Olympic circles and grand days of the Olympic games.

Happy hours Stadium would open it's doors for light training such as aerobics or jogging for locals at convenient hours for budget price. Professional guidance in top-sport environment could become a regular weekend activity for the whole family.

2. Pimp-up Mijn Markt

In order for the local community to rediscover the stadium an "activator" should be placed on the new square in front of the stadium. For example the weekly Saturday market which now takes place on Stadionplein. Relocating the market would also shift the focus from slightly neglected square which will soon become a construction site. It would present a repeating activity on the new square before the barrier of the construction fences will cut off the stadium even more.

Saturday market could use some fresh energy since it has been declining for past few years. This would be a chance to attract the new inhabitants of the "Olympisch Quartier" and give a common place for everybody to meet. Programming of the market could go in direction of healthy food, sport gear, fan gear. Possibly the local government could have a stand to communicate recent developments in the area. Other sport&play activities could be organized aside.



ATTENTION

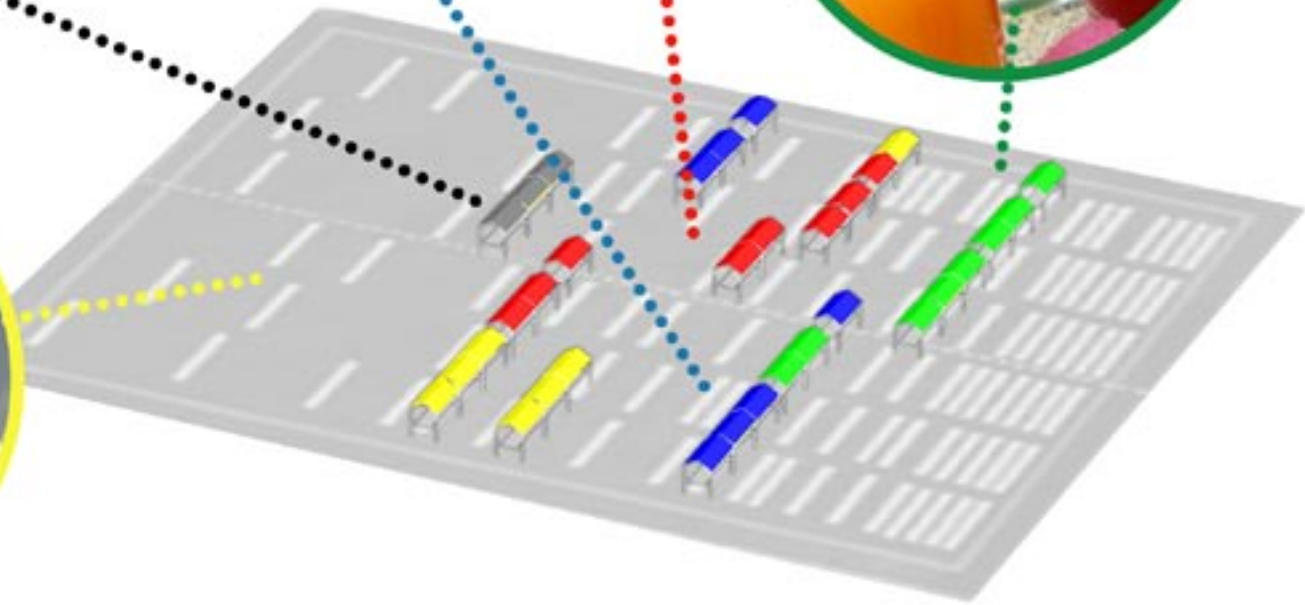
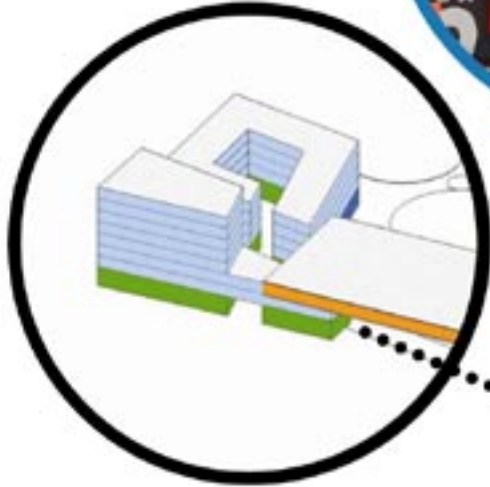
ACTIVATOR

FOCUS

PIMP-UP MIJN MARKT



PIMP-UP MIJN MARKT



SPIERENVOEDSEL

markt

SPIERENVOEDSEL.

elke zaterdag van 9.00 tot 17.00



MIJN STADION

stichting



TRAINEN MET WILLEM.

elke zaterdag van 11.00 tot 15.00





Olympisch Amsterdam 