

Summer School

1-14 July 2017

# Amsterdam / Rotterdam

## Exploring Identity



architour

# Amsterdam / Rotterdam: Exploring Identity

The Summer School **Amsterdam / Rotterdam: Exploring Identity** will take place from **1 until 14 July 2017** in Amsterdam and Rotterdam. The programme is a cooperation of the University of Amsterdam and architour.

This summer school will explore the influence of architecture and urban design on the identity of cities. Showcases will be Amsterdam and Rotterdam - two cities with very different backgrounds, issues and opportunities, located at a distance of just 80 kilometers from each other.

What are the components that determine the image and identity of a city? Which role does architecture play in city branding and city experience?



A wide range of subjects will be addressed over the course of two weeks, contrasting and comparing the potential of both Dutch cities – from density and the city as experimental ground to metropolitan icons and waterfront architecture.

Participants will experience Amsterdam and Rotterdam during extensive tours and site visits of key locations, day and night. Meet architects, decision makers and local people, and explore the cities from within.

At the final presentation, the participants will share their results, e.g. in the shape of a narrative, design or film with a public audience.



## Amsterdam

Amsterdam, with its unique urban layout and attractive economic climate, has always been a popular city. It has one of the most compact city centres in Europe, with an extraordinary density of listed buildings, high financial pressure on space, 17 million visitors per year and a population growth of ca. 14.000 new inhabitants per year. Thanks to the successful I Amsterdam trademark, it has become its own brand. How to find a new balance for the city, creating liveability for all user groups – with the means of architecture and urban design?

## Rotterdam

The beginnings of Rotterdam – today the second largest city in the Netherlands – were very similar to those of Amsterdam, but after being bombarded in the Second World War, the entire city centre was reconstructed according to modernist principles of urban design. Main economic motor has always been the Port of Rotterdam. The city has only recently attracted international attention, due to its partly still unused urban potential and several iconic new buildings. Suddenly, Rotterdam has to cope with new-found popularity and resulting changes in its identity – in which modern architecture plays an essential role. How to turn these “15 minutes of fame” into added value for the city and its users?

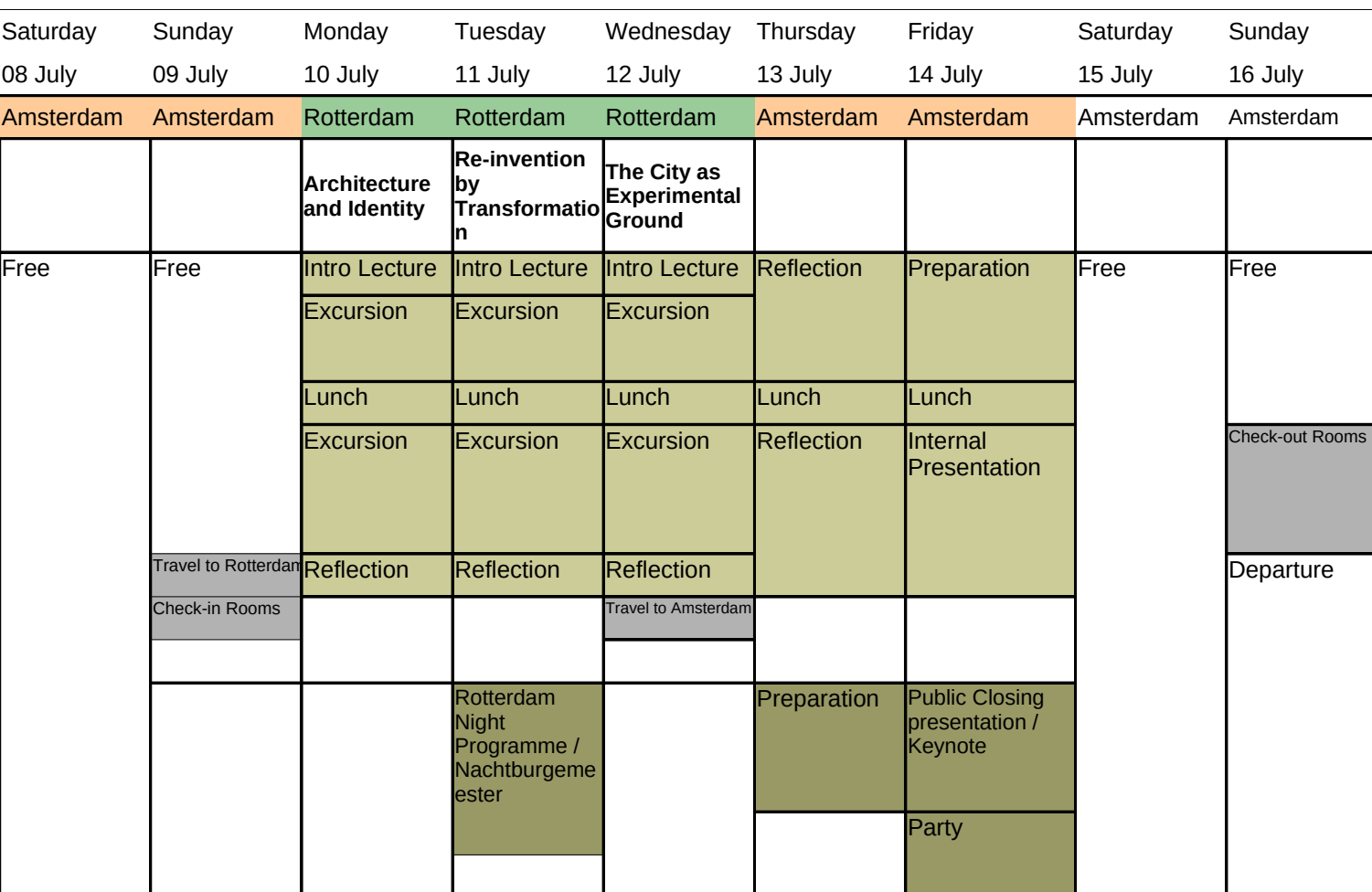




## Time Schedule

	Friday 30 June	Saturday 01 July	Sunday 02 July	Monday 03 July	Tuesday 04 July	Wednesday 05 July	Thursday 06 July	Friday 07 July
	Amsterdam	Amsterdam	Amsterdam	Amsterdam	Amsterdam	Amsterdam	Amsterdam	Amsterdam
				<b>The Potential of DenCity</b>	<b>Creating and Recreating Land</b>	<b>Living Laboratory</b>		
09.30	Arrival day		Free	Intro Lecture	Intro Lecture	Intro Lecture	Reflection	Preparation
10.30		Opening: Zef Hemel (AD) + lecturer		Excursion	Excursion	Excursion		
12.30				Lunch	Lunch	Lunch	Lunch	Lunch
13.30	Check-in Rooms			Excursion	Excursion	Excursion	Reflection	Internal Presentation
16.30				Reflection	Reflection	Reflection		
17.30	Welcome							
18.30	Free							
19.30		Amsterdam Night Programme / Nachburgeme ester						
21.30								
22.30								
00.00								

Time schedule and speakers may still be subject to change. Exact programme to be announced in spring 2017.





## Excursion Day Topics

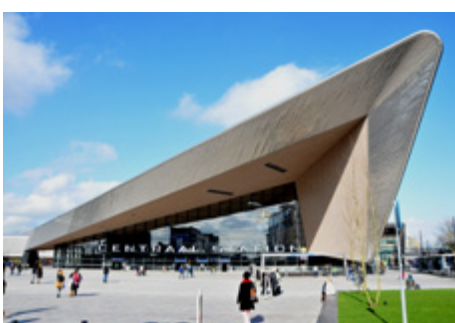
### Amsterdam: The Potential of DenCity (03 July 2017)

Amsterdam has one of the most compact city centres in Europe, with an extraordinary density of listed buildings and high financial pressure on space. With 840,000 inhabitants it is a relatively small city, but counts 17 million tourists per year. This is in part due to the very successful I Amsterdam branding campaign. While the medieval core of the city struggles with its image as a red-light area, the 17th century canal ring is an up-market historical ensemble. Despite the density, there are still quite a few nooks and crannies to be found in the city centre, offering room for new initiatives or conversion. Is density a problem or an opportunity? How to find a balance with the means of architecture and urban design?



### Rotterdam: Architecture and Identity (10 July 2017)

No other city in Europe defines its identity as much through modern architecture as Rotterdam. After the Second World War, a plethora of spectacular buildings emerged and turned the harbour city into the Dutch capital of architecture. This “brand” has been reinforced in recent years, thanks to new megastructures, and instantly catapulted Rotterdam to the top of travel recommendation lists. But beyond this Guggenheim effect, the character of the city centre is also determined by its late-modernist heritage. Long overlooked, the post-war architecture of Rotterdam gets more and more recognition lately: 26 buildings are listed as national heritage sites. Can old and new icons form a branding symbiosis? Which role does iconic architecture play in city marketing? And what is its impact on the identity of the city and on the urban context?





## Amsterdam: Creating and Recreating Land (04 July 2017)

The waterfront of Het IJ has changed considerably over the centuries. Land was reclaimed, harbour bassins were dug and later filled up again, islands and peninsulas were created. This development is still going on, partly in connection with the shifting of the harbour towards the north sea, but also with the creation of a new archipelago in lake IJsselmeer. Space is getting rare, so the density within the projects is increasing: Sluisbuurt on Zeeburgereiland is projected to become the first highrise district in Amsterdam. What is the impact of these waterfront conversion and land reclamation projects on the identity of the city? How to link new areas to the city? And how to create an identity for brandnew land?



## Rotterdam: Re-invention by Transformation (11 July 2017)

“Amsterdam is a city with a harbour; Rotterdam is a harbour with a city” goes a popular saying. The Port of Rotterdam, however, has been shifting away from the city for several decades, leaving behind half-empty areas close to the centre. These urban gaps offer spatial potential which is used in different ways: the urbanist approach varies from radical top-down reinvention to more gradual bottom-up transitions, but at the same time aims to preserve the scale and character of the former harbour context. In some cases the image of an area needs to be reinvented just as much as its function and typologies. How to integrate harbour transformation projects into the mental city map? Which possibilities do harbour environments offer? How can conversion projects contribute to the identity of the city?





## Amsterdam: Living Laboratory (05 July 2017)

The image of Amsterdam may largely be determined by its historical old town, but the city is also known for its creativity and open mindset and aims to profile itself as a city of the future. In order to achieve this, progress has to be made in the field of sustainable architecture and city life. Cycling has always played an important role in Amsterdam lifestyle and has contributed to the sustainability and liveability of the city, which has an infrastructure that is entirely adapted to this form of mobility. Collectively developed zero energy neighbourhoods and new urban concepts, such as the Circular City, contribute to the search for new approaches to sustainability on the scale of architecture and urbanism. How can a historical city also be a model for the future? How to adapt to contemporary challenges?



## Rotterdam: The City as Experimental Ground (12 July 2017)

As a city with relatively little economic pressure on space, Rotterdam is an ideal breeding ground for innovative ideas and projects. Thanks to initiatives of young architects and planners, long-forgotten urban backyard situations are being revitalized, problems caused by climate change are being addressed, high-quality public spaces are being created - all in a very unorthodox, creative manner. Many new solutions to urban challenges are being tested in Rotterdam, and the openness to low-budget, bottom-up approaches is becoming a part of the urban identity. How can a city function as experimental breeding ground? Who are the makers behind the projects? And how to distill a more programmatic long-term concept from pilot projects, test cases and prototypes?







## Application

The Summer School is open to international graduate students and young professionals from the fields of architecture, urban planning, social sciences or humanities. Summer Institute students receive a participation certificate with an official seal from the Universiteit van Amsterdam. Students who wish to earn credits receive an official transcript stating the courses taken, credits earned and grades obtained. The programme is the equivalent of a 4 European Credits module (2 American Credits).

## Tuition

The tuition fee is 1400 Euro and includes:

3 days excursion to Rotterdam, public transport card (OV chip card), access to course material online, all site visits, lunch on class days, welcome drinks, farewell lunch, University of Amsterdam transcript

**[Click here](#) for more information and online application (before April 15!)**



## The team

### Prof. dr. J.J.M. (Zef) Hemel, Wibaut Chair UvA, Academic Director

Zef Hemel (1957) is spatial planner. In the past he was chief editor of 'Stedebouw & Ruimtelijke Ordening' (Urban and Regional Planning), the professional magazine for urban planners and designers of the Dutch Institute of Housing and Spatial Planning in The Hague. In 2011 he organized, as a member of the think tank of the Ministry of Housing, Spatial Planning and the Environment, the symposium 'Creative Cities' in Amsterdam.

From 2001 to 2004 he was director of the Rotterdam Academy of Architecture and Urban Design. From 2004 till 2014 he was member of the board of the Urban Planning Department of the City of Amsterdam. There he organized 'The Freestate of Amsterdam' in 2009, which was the start of a different kind of planning.

Since 2012 he is Professor on Urban and Regional Planning at the University of Amsterdam (the Wibaut Chair). He is also working for the Amsterdam Economic Board. Hemel studied human geography at the State University of Groningen and wrote his PhD in history of art at the University of Amsterdam, for which he was awarded the Prof. Ter Veen Award 1994.

Photo: Betul Ellialtioglu

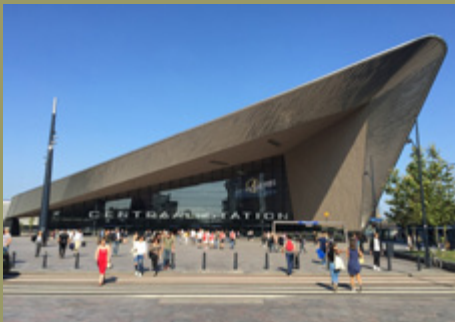


### Anneke Bokern M.A., architour, Assistant Academic Director

was born 1971 in Frankfurt/Germany, is an architecture critic and owner of architectural guiding company architour. She holds an M.A. in History of Art and English Studies from Freie Universität Berlin and has been living in Amsterdam since 2000. Her publications focus on Dutch architecture and design. Her articles have been published in various German and international magazines, including Bauwelt, Domus, Topos and Uncube Magazine. She also contributes to book publications (e.g. Making Heimat: Germany, Arrival Country, Munich 2016) and is currently writing an architecture guide to Rotterdam. In 2004 she founded architour. She develops and organizes tours, holds lectures and guides in English, German and Dutch.

### Ir. Paul Vlok, architour, Assistant Academic Director

was born 1962 in Utrecht. He graduated from TU Delft with an honourable degree in architecture in 1995. In the following years he worked as an architect for various renowned Dutch architecture firms. He was involved in projects in city extensions and in urban renewal areas; his focus has always been on housing and urban planning. After graduating he started teaching at the Faculty of Architecture and from 2008 at the Academy of Architecture in Amsterdam where he is also member of the faculty counsel. He's been guiding tours and giving lectures in English, Dutch and German for architour since 2011, and became an architour-partner in 2014. In 2014 and 2015 he was coordinator of the summer school Thinking City.



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