CROSS | TALK : Designing Points of Convergence in South Rotterdam
Friday, May 18–Saturday, May 19, 2018

A design workshop hosted by the Van Alen Institute International Council
Sponsored by ROCKWOOL

On the occasion of the meeting of the Van Alen International Council in Rotterdam, The Netherlands May 17–19, 2018, Van Alen Institute invites local civic leaders, architects, design professionals, academics, and community members to join forces for a 1.5 day design charrette called *Cross | Talk: Designing Points of Convergence in South Rotterdam*, exploring and envisioning the future of **connectivity** in Rotterdam's South Bank. Working in teams, the group will consider the challenges of urban connectivity:

- **Physically**, asking: How can design thinkers work together to create physical, built connections that increase mobility and diversity across the neighborhoods of the South Bank
- **Mentally**, asking**:** What role does the design process play in generating a sense of belonging and community in a rapidly developing urban environment?

Why the South Bank? Rotterdam's South Bank is made up of over 200,000 inhabitants, hailing from over 150 different cultural and ethnic backgrounds. The area has three administrative regions: Feijenoord, Ijsselmonde, and Charlois. Rotterdam-Zuid is not a separate administrative unit although there is a National Program Rotterdam Zuid that has received substantial national funding and that concerns itself primarily with housing, education, and employment. Historically, the South Bank has been kept at a distance from the energy of the urban fabric of the north, and in recent years has undergone substantial redevelopment and renaissance as a vital core to the vitality of the city. The workshop will look at the area on four scales: The neighborhood scale, the inter-neighborhood scale, the north/south Rotterdam scale, and the regional scale.

WORKSHOP SCHEDULE

—FRIDAY, MAY 18

1:00 PM
1) Welcome | **David van der Leer**, Van Alen Institute and **Bas van der Pol**, AIR Rotterdam

2) Overview of event and attendees | **Chloe Stagaman**, Van Alen Institute

3) Thematic introduction from local experts:
    a) **Paul van de Laar** (Professor, Erasmus University): Urban History of Rotterdam
    b) **Mattijs van Ruijven** (Chief Urban Developer, City of Rotterdam): Development of the South Bank
    c) **Eric Dullaert**, CultureelDenkWerk + **Francine Houben**, Mecanoo: The South Bank as a cultural nexus

2:30 PM–4:30 PM
Team Site Visits

4:30 PM–5:00 PM
Reconvening at workshop space

5:00 PM-5:30 PM
ROCKWOOL presentation on urban regeneration and connectivity over cocktails

—SATURDAY, MAY 19

9:00 AM
Welcome, Introduction to the day's events | **Chloe Stagaman**, Van Alen Institute

9:30 AM-1:00 PM
Team working sessions and breakouts

1:00 PM-2:00 PM
Lunch on the terrace

2:00 PM–5:00 PM
Final Team Presentations

5:00 PM
Bus boards for SS Rotterdam cocktail hour

—TEAM SITE VISITS

1. **Maashaven Transportation Intersection + Harbor**—Elevated train line that runs through an area of town filled with restaurants, housing, and cultural centers that are disconnected. This team will consider: How can the train line be better integrated visually into the design of the surrounding area? Serve as a place for greater community connection and engagement? Encourage increased travel?

2. **Afrikaanderplein Markt (open Saturday)**—This open-air market is the second largest market in Rotterdam, with over 300 vendors. It is a site of major convergence for both events and the Wednesday and Saturday full market hours. This team will consider how to best leverage this area as a resource to bring communities together across cultures and physical barriers.

3. **Hart van Zuid**—Transportation hub and shopping centre is surrounding by housing. How can this area better serve its community as a site of connection to the rest of the city?

4. **Feyenoord City**— This is the site of OMA's upcoming soccer stadium and urban development plan. This team will work with a representative from OMA to consider methods for connecting new, exciting developments like Feyenoord City to their surrounding areas.

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QUESTIONS & PROMPTS | MAY 19, 2018

After conducting an initial site visit as a team the afternoon of May 18, you will now be asked to work together to design innovative interventions, programming, or maintenance strategies to secure greater connectivity (physically and mentally) between your designated site and 1) it's surrounding area, 2) the rest of the city, and 3) the other major cities of The Netherlands. Each team will submit at least one illustrative element, and may choose to also submit a team written statement that explains their idea.

Instructions: Please turn in any drawings completed during this time to Chloe Stagaman, and if you choose to create a presentation on your computer, please send it to Chloe at cstagaman@vanalen.org

Questions to get you started:
1. How does your team collectively define connectivity?
2. How can design play a role in tackling mental barriers (social barriers) to physical connections of neighborhoods and public spaces with infrastructure, parks, etc.?
3. How many communities currently interact at your site?
4. Where are their current signs of connection between your area and its surroundings?
5. Where are their opportunities at your site for interventions that might improve the social interactions day-to-day of community members in the surrounding area?
6. Are their opportunities for your site to become a neighborhood emblem? Is it already? How would this happen?
7. Consider how your site could provide opportunities for greater connection, not just between immediate community members or city neighborhoods, but the region at large and the jobs and opportunities outside Rotterdam.
8. Consider the who, what, where, when, why of connectivity:
   a. Who would need to be involved to make your proposal successful?
   b. What would happen to the site, if anything, to improve the collective ownership and use of the area for greater connection?
   c. Where would your proposed interventions, if any, take place?
   d. When would this happen? How long would it take and what would happen in the meantime?
   e. Why is connection important to your site? Is it more important here than others? Explain.