

# Atelier Brussels

The Productive  
Metropolis

Roeland Dudal  
Architecture Workroom Brussels

23/09/2016  
Urban Forum, Kaunas



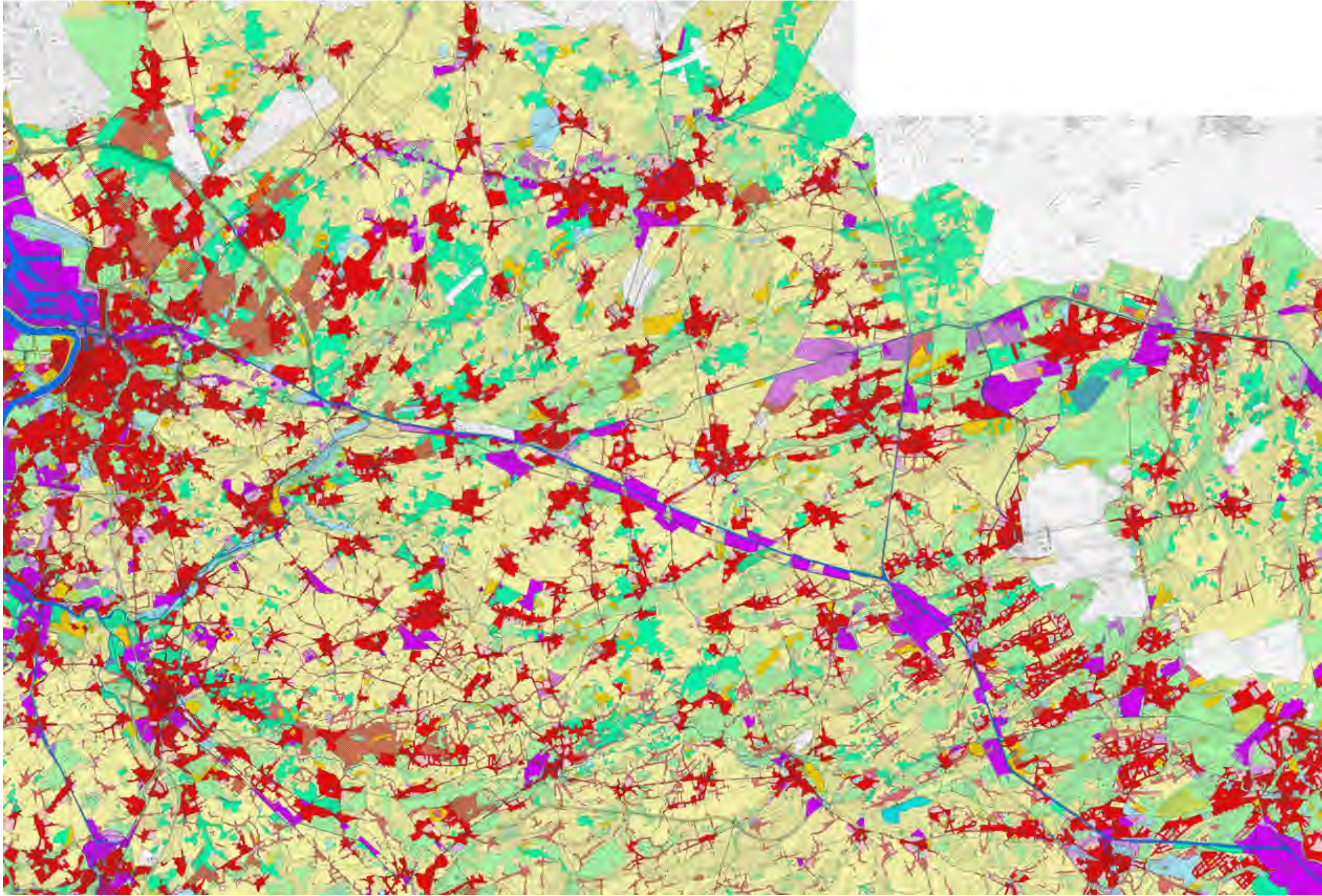
*A good city  
has industry*

IABR-2016-  
THE NEXT ECONOMY-

# **1 WHY DO WE NEED AN URBAN ECONOMY?**

The current economy is said to have and to follow its own autonomous logics. Logics which we cannot intervene in, but only facilitate in our societal and spatial organisation. Something we are even supposed to do in order to maintain our welfare.











But on the one hand, we are in fact putting a lot of effort in the accommodation of this economy.  
So it does not run by itself.

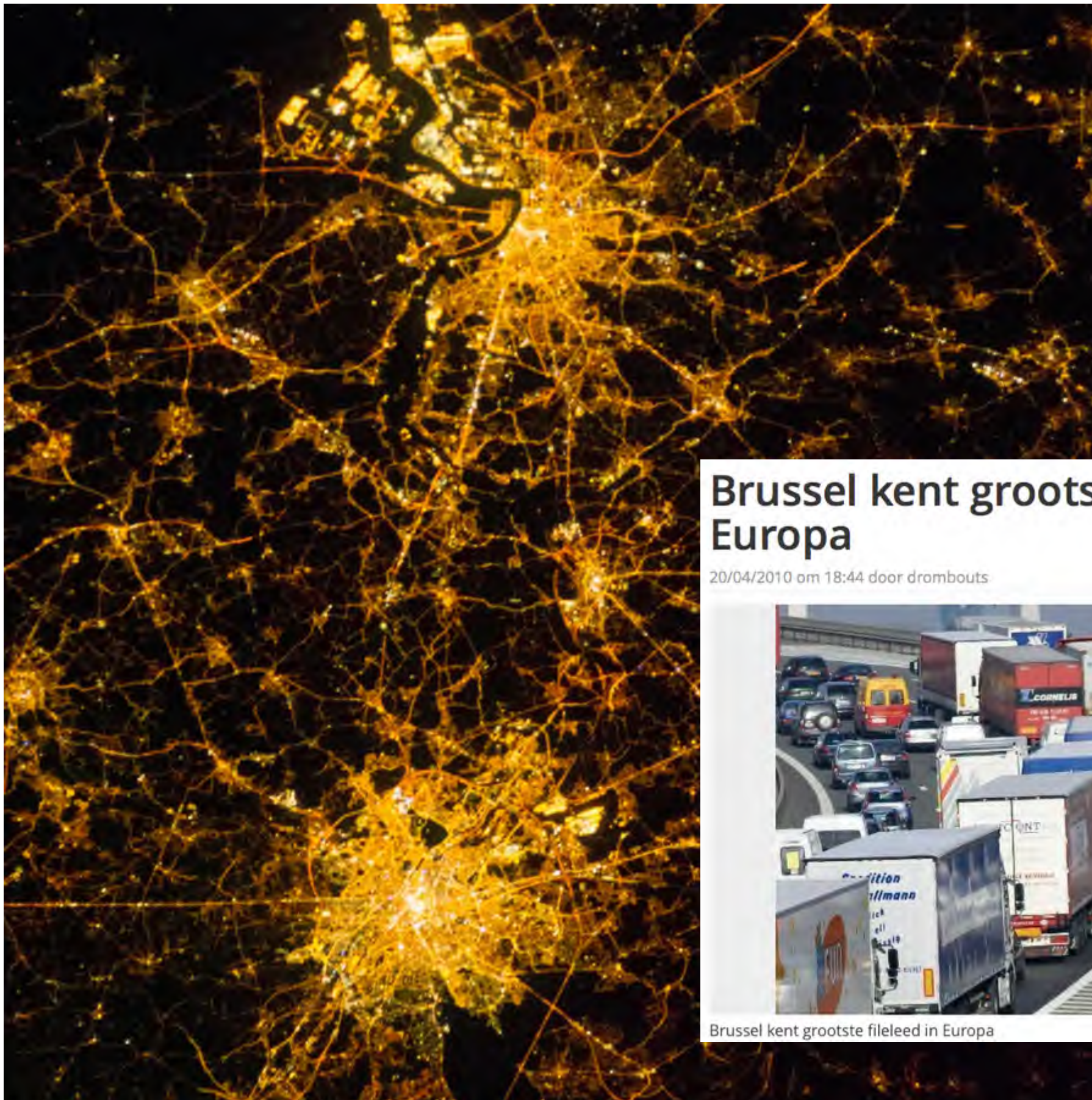






While on the other hand, the negative effects of that economy are continuously shifted on to the environment, society or other parts of the world. These costs are increasing and untenable...





## Brussel kent grootste fileleed in Europa

20/04/2010 om 18:44 door drombouts

 Print

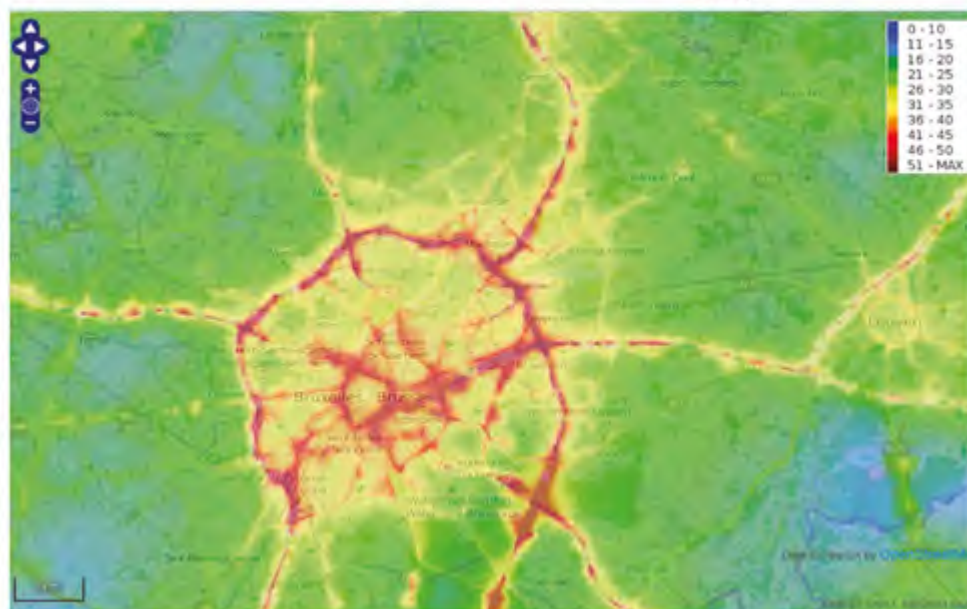


Brussel kent grootste fileleed in Europa



Stikstofdioxide 2009

Bron: Atmosys (Ircel, VITO,  
VMM)

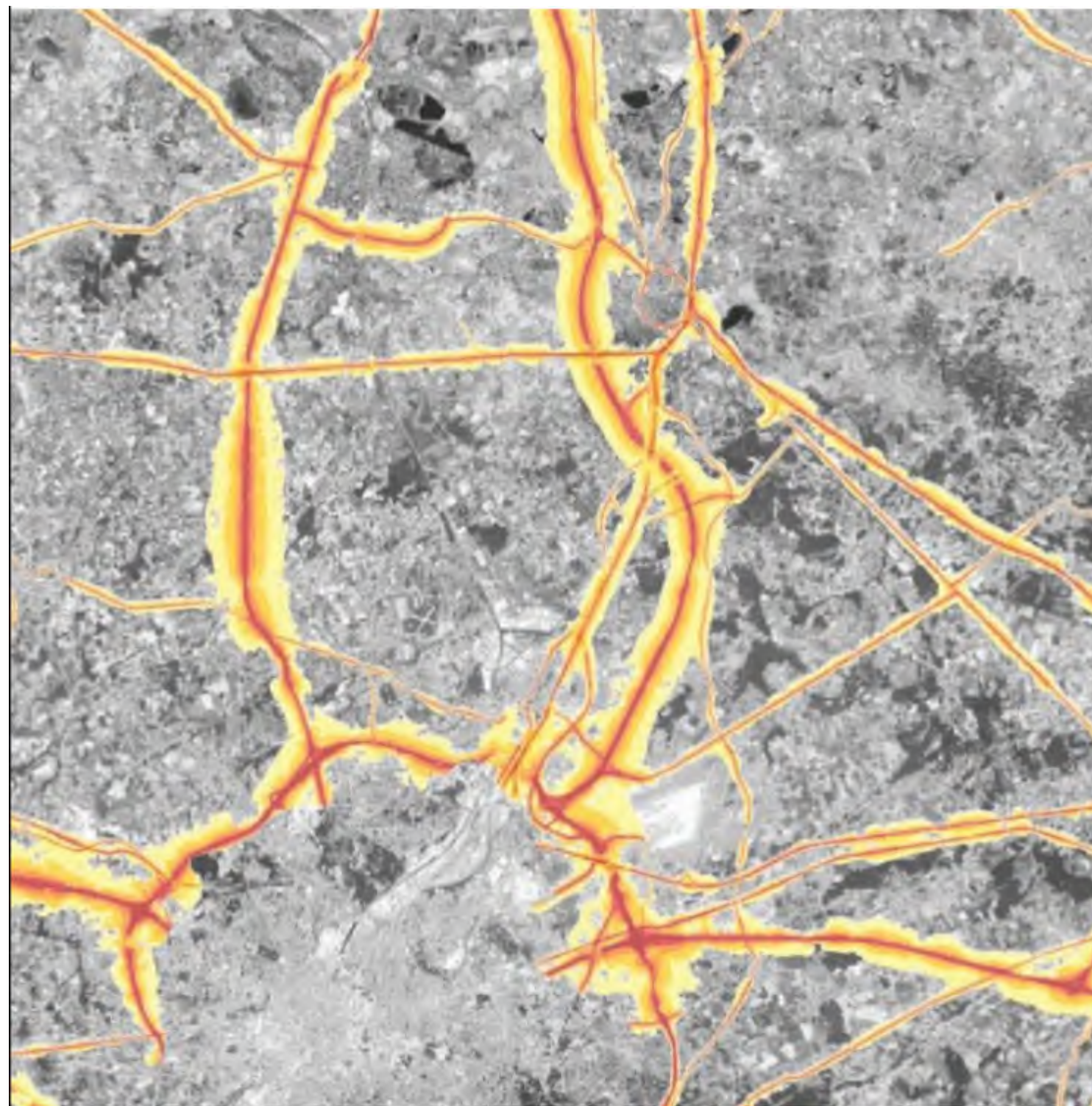


Stikstofdioxide 2012

Bron: Atmosys (Ircel, VITO,  
VMM)



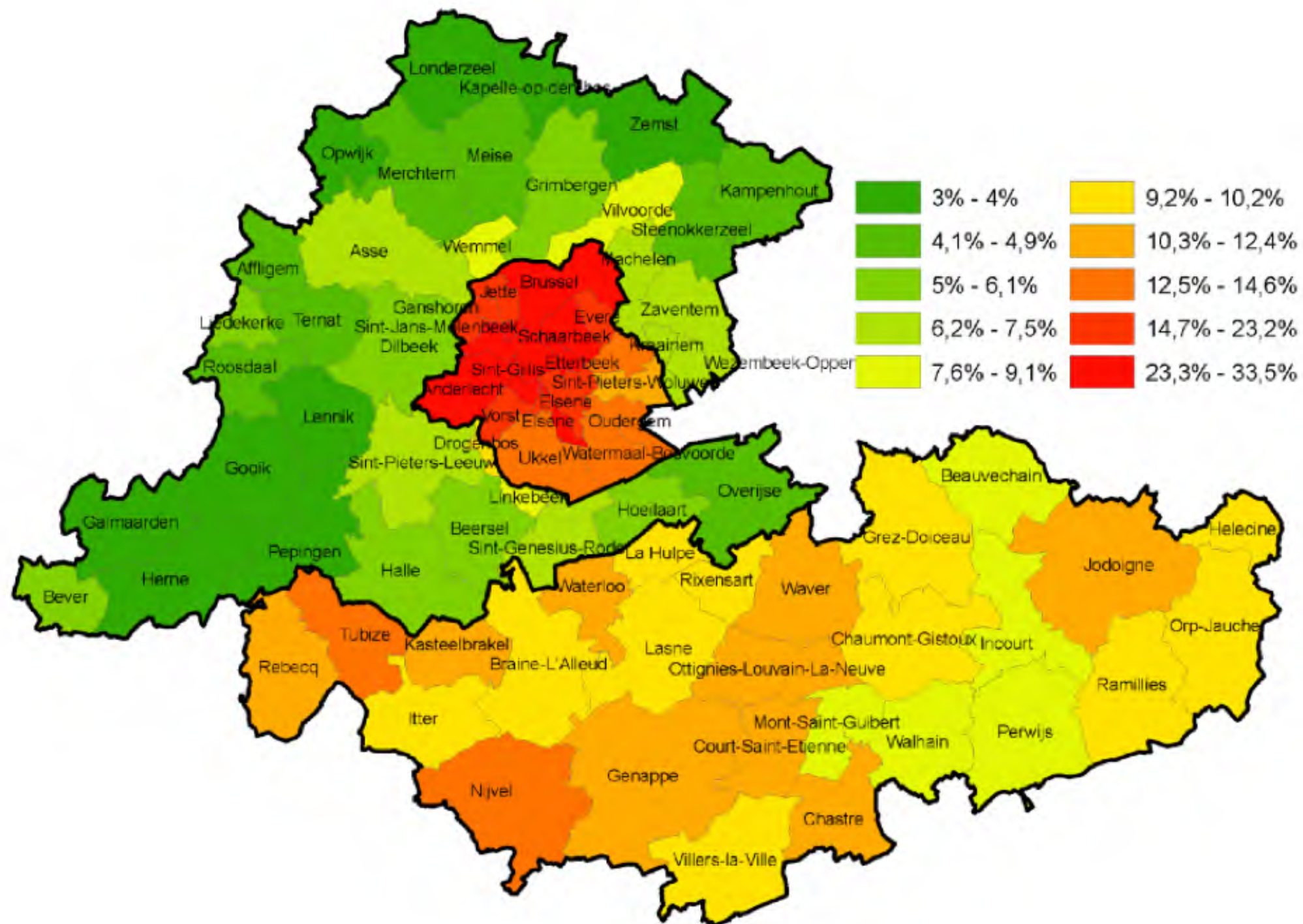
Stikstofkaart



Geluidskaart

Socio-economically there is a increasing mismatch between the knowledge economy and manufacturing, and a lack of valorisation of the makers in our society.

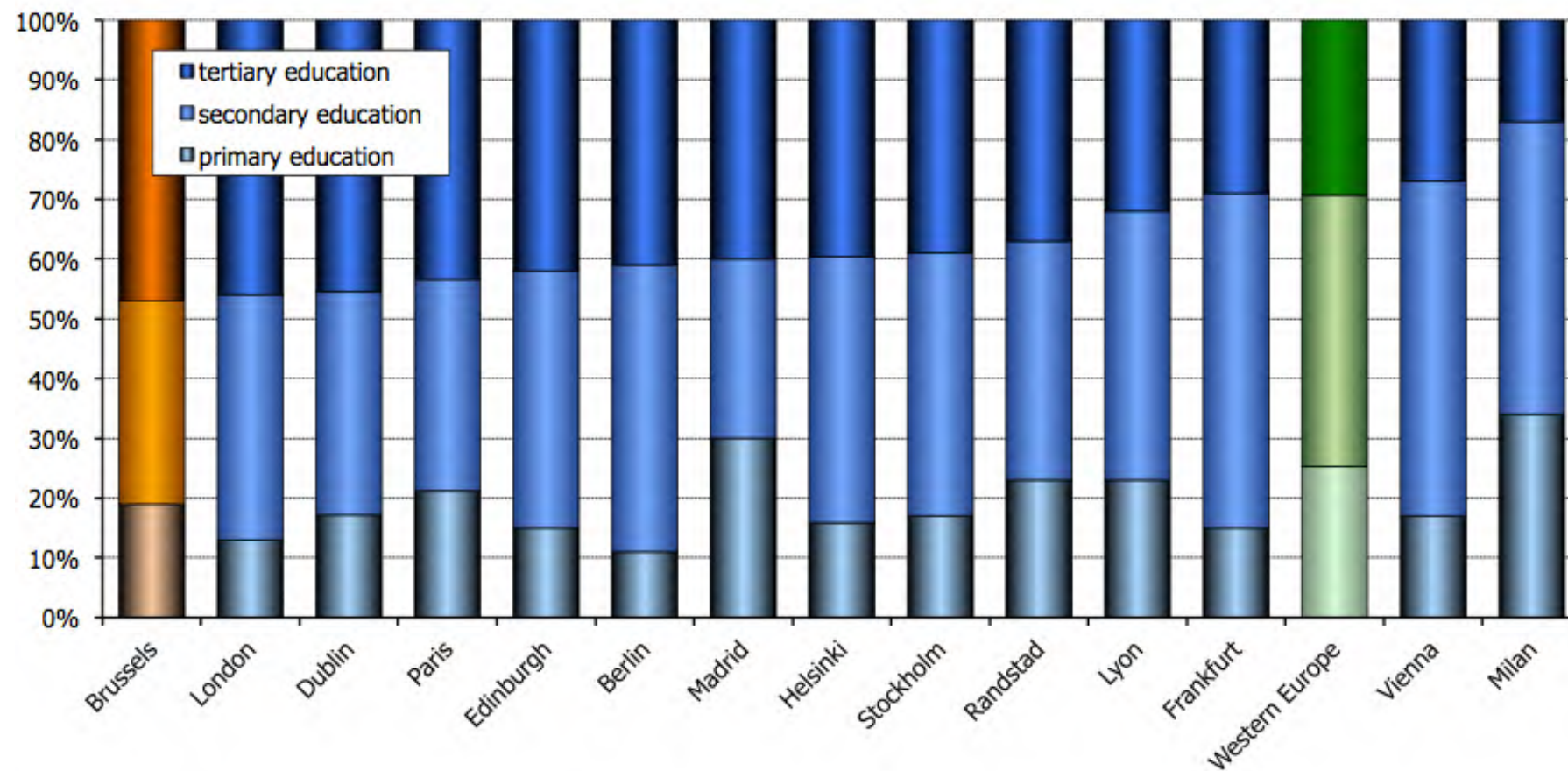






De tweeledigheid van de arbeidsmarkt.  
Van alle regionale jobs, situeert 47% zich in de dienstensector  
dat een hoog opleidingsniveau vereist.

## Share of highly qualified employment in total employment, 2011



Note  
Source

Share in %  
BAKBASEL

## Number of Daily Commuters

Meer dan de helft van de  
tewerkgestelden in de  
diensten economie zijn  
pendelaars uit Vlaanderen  
en Wallonië

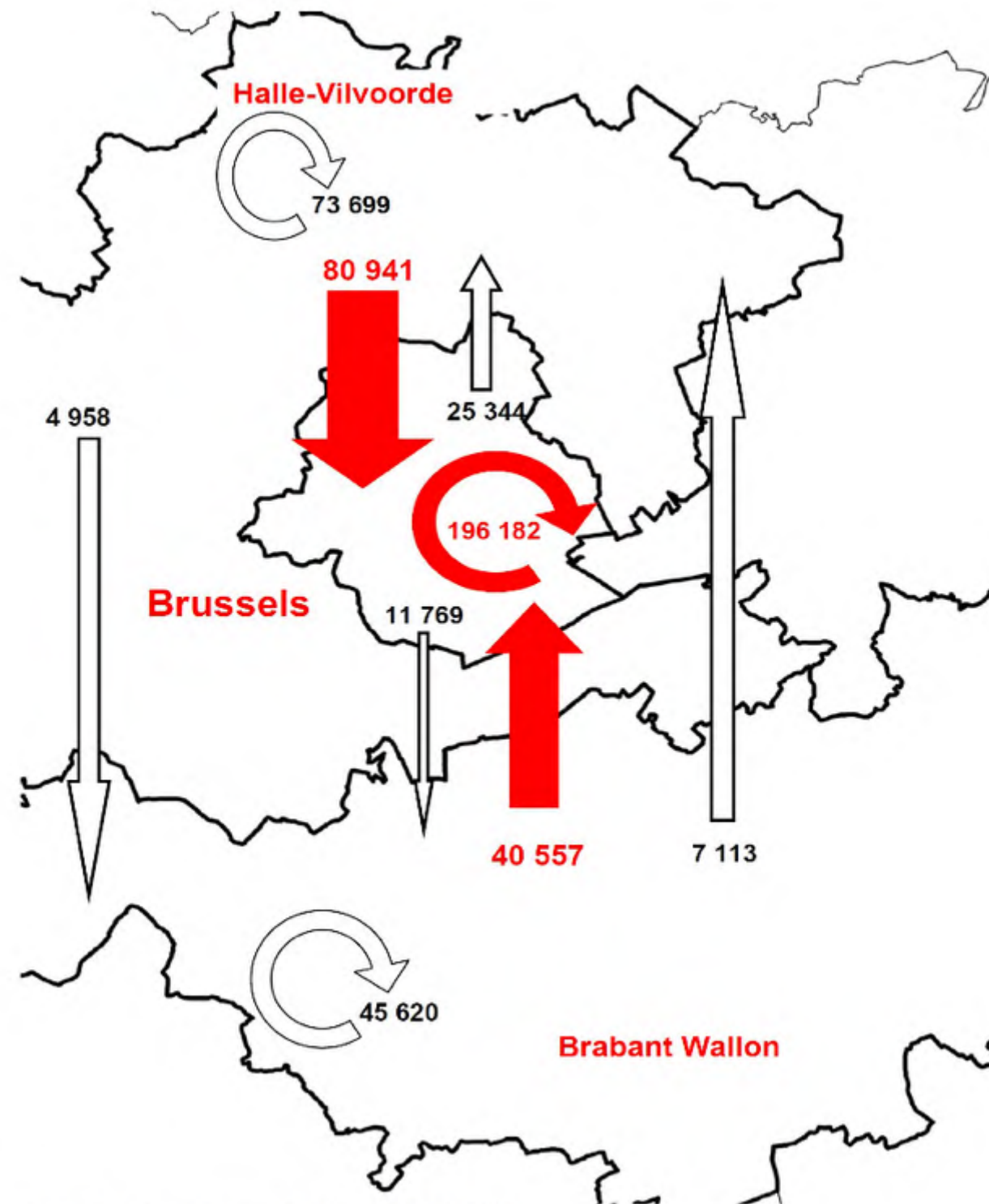
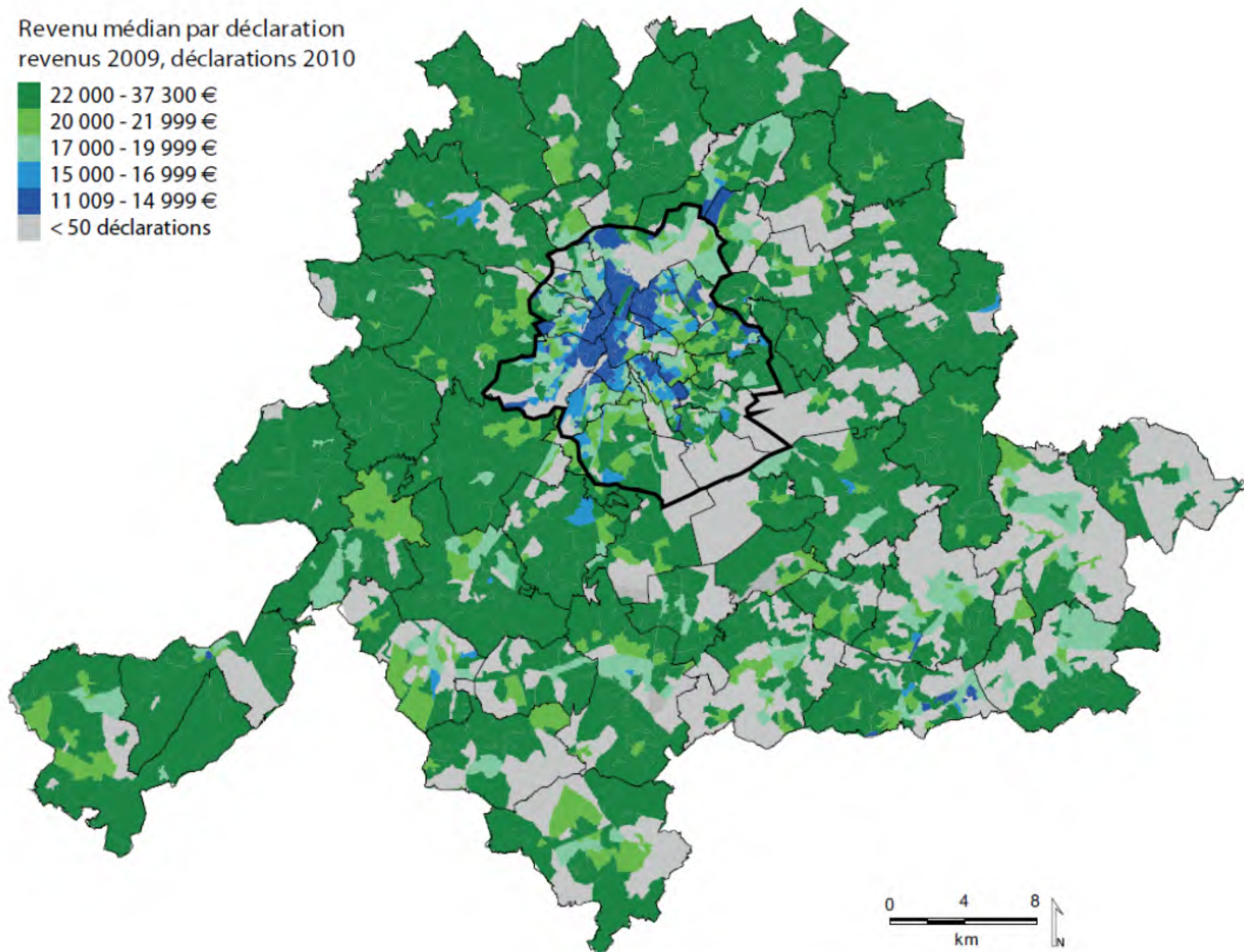
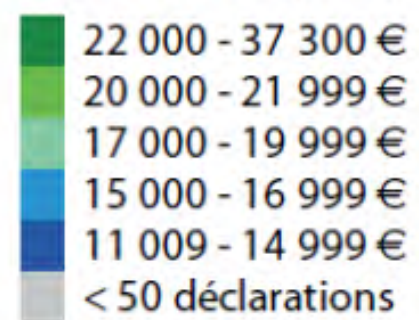


Figure 6: inter-district commuter flows within the BMA



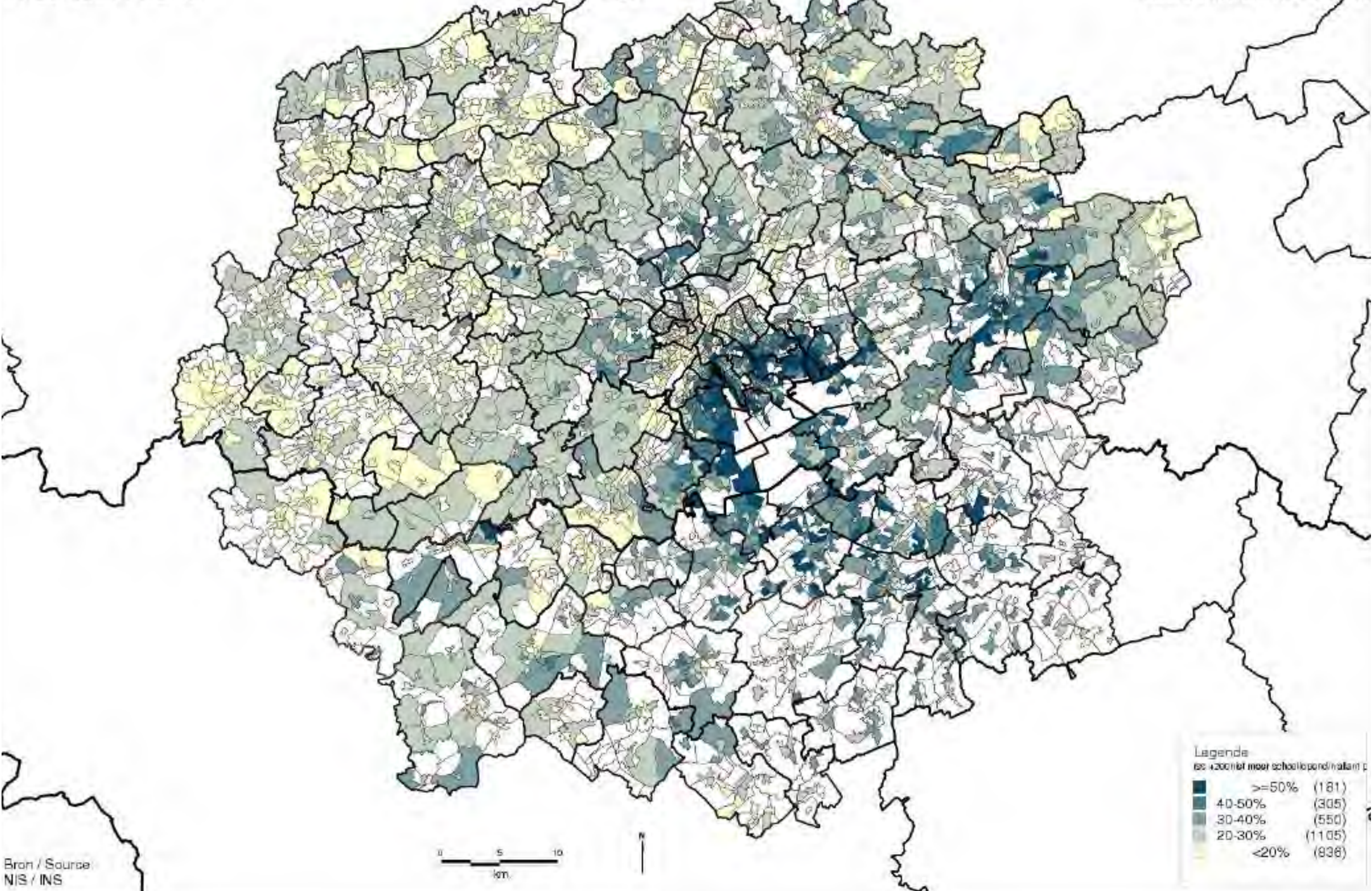
Revenu médian par déclaration  
revenus 2009, déclarations 2010





Aandeel hooggeschoolden in 2006  
in de GEN zone

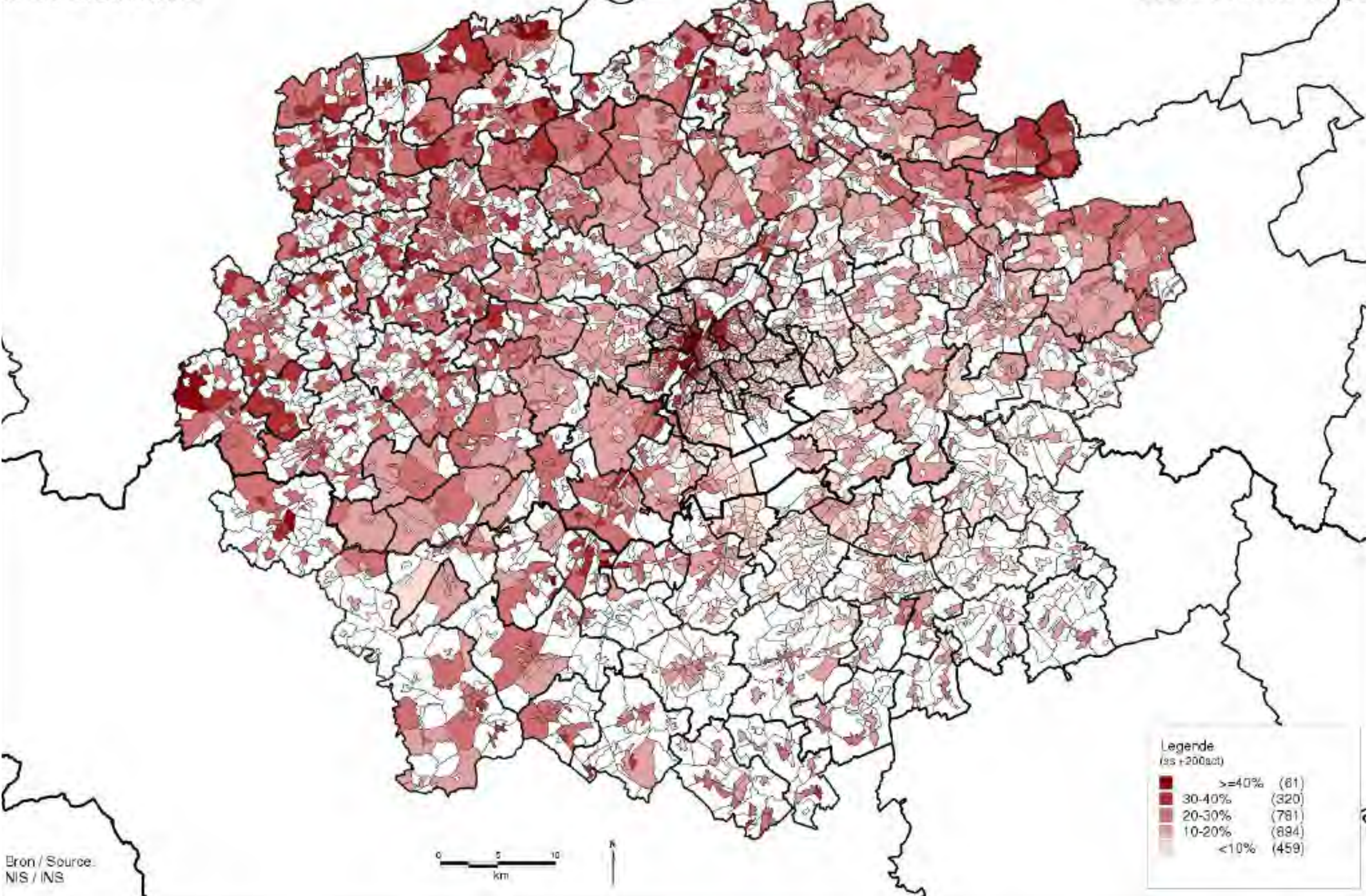
Pourcentage diplômés supérieurs en 2006  
dans la zone RER



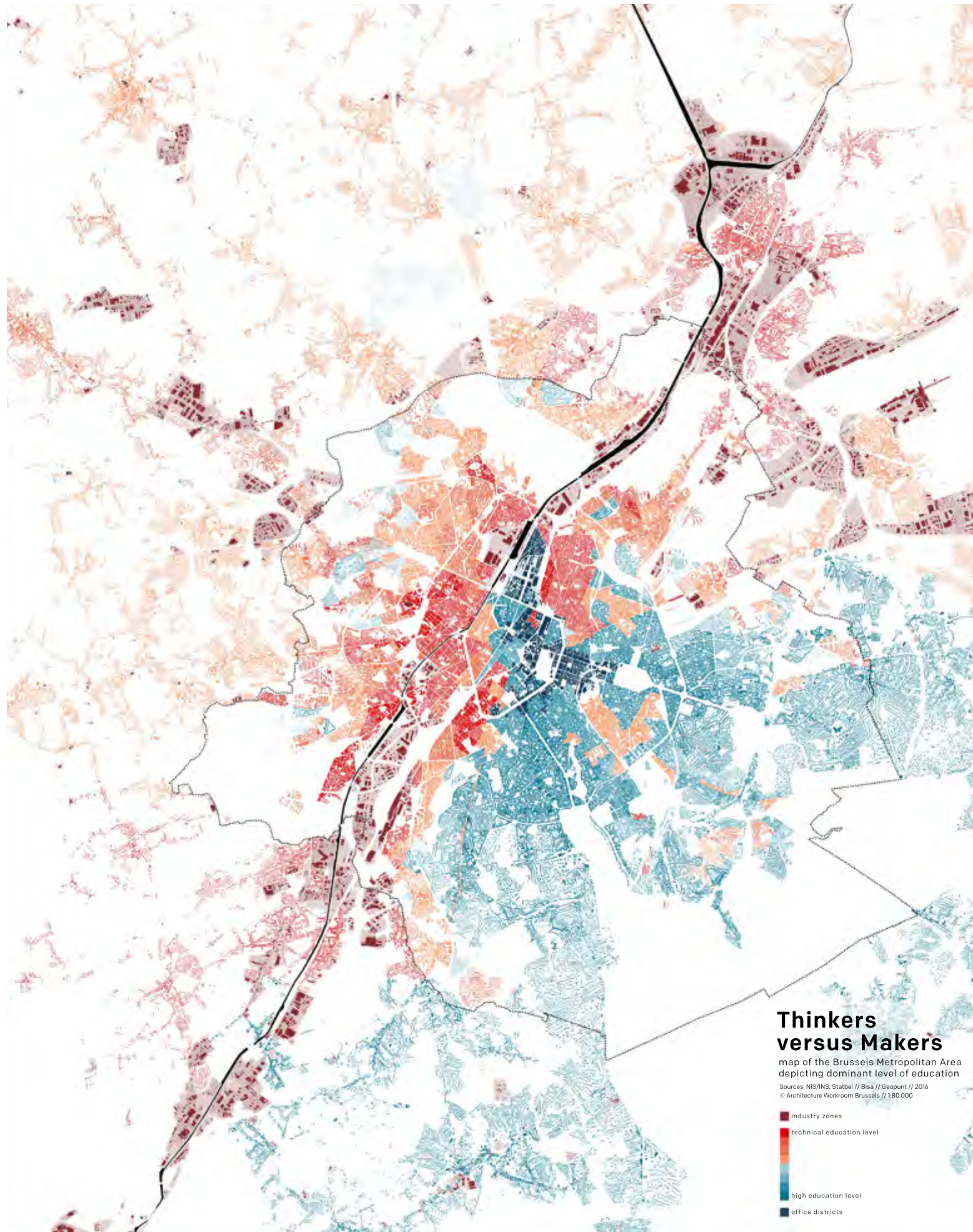


Aandeel arbeiders in de private sector in 2001  
in de GEN zone

Pourcentage des ouvriers dans le secteur privé en 2001  
dans la zone REB







## **2 FROM THE POST-INDUSTRIAL CITY TO THE PRODUCTIVE CITY**

Cities are where society organises its production and trade. In cities we can steer productivity, make emerge innovative practices, create networks of entrepreneurs, thinkers and workers, and organise the distribution of people, products and goods.











But the contemporary urban development strategies continue pushing industry and production related activities out of the cities.





maîtrise d'œuvre : Atelier de l'île de Nantes  
cofinancement : Union Européenne

## ILE DE NANTES

### Plan de l'état des lieux

1/2500

30 Janvier 2003



matrice d'origine : SAMOA

coltura/conservazione - [www.dipartimentoagricoltura.gov.it](http://www.dipartimentoagricoltura.gov.it)

ILE DE NANTES  
Plan guide  
112500

1/2500

1er octobre 2008

-  Capteurs : stations ou en surface
-  États
-  Accidents
-  Injures de criminalité
-  Bâtiments réhabilités
-  Bâtiments construits ou transformés, ateliers artisanaux du paysage de l'île de Noirmou
-  Bâtiments existants
-  Jardins et cours d'eau privés
-  Jardins et cours d'eau publics
-  Jardins et cours d'eau privés
-  Jardins et cours d'eau publics
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-  Jardins et cours d'eau publics
-  Jardins et cours d'eau privés



















**A - Autorisations nettes de logements = créations - suppressions**

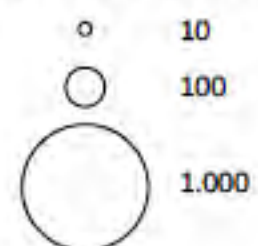
**A - Netto woningvergunningen = creaties - opheffingen**

■ > 0

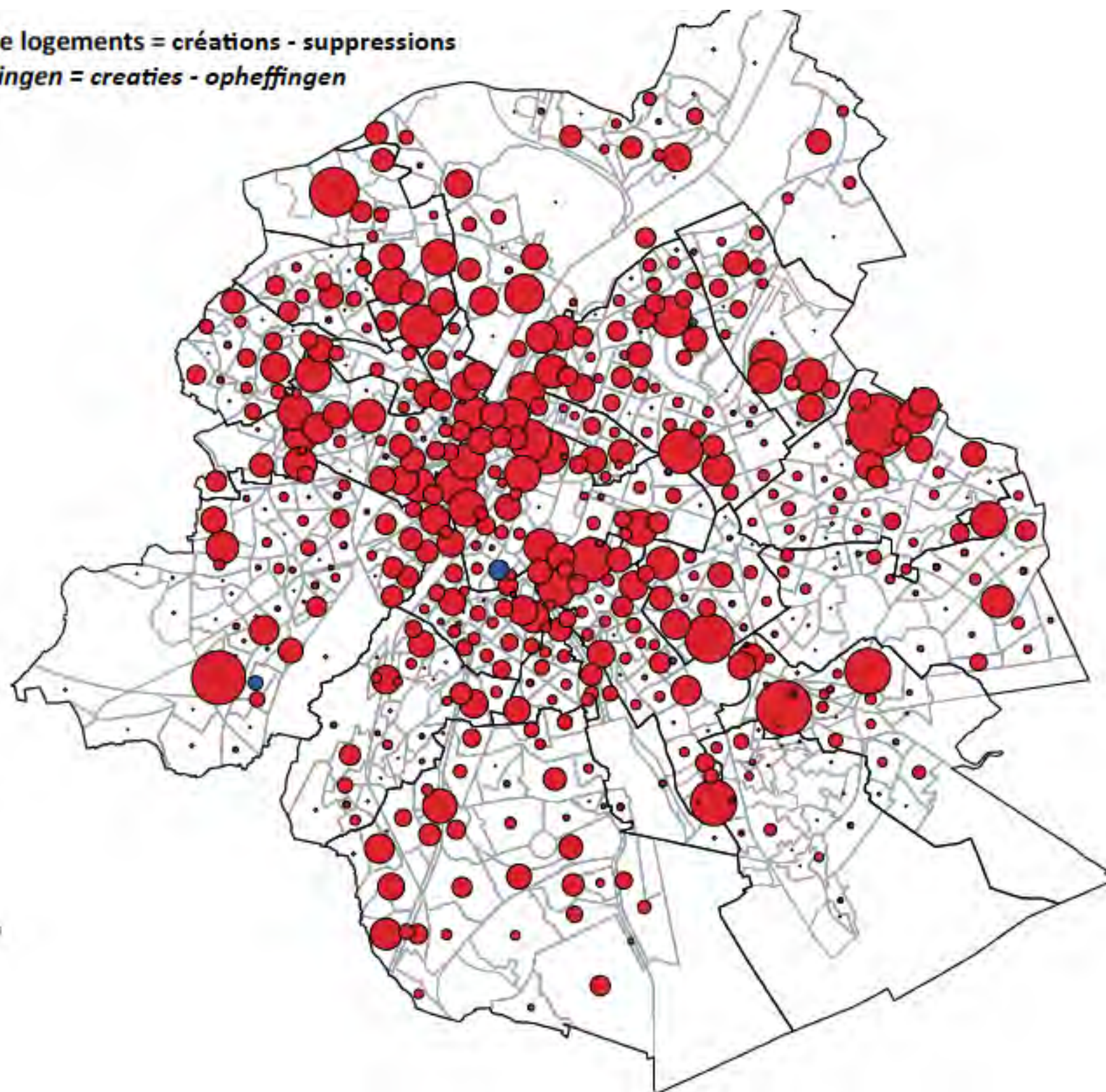
■ < 0

Nombre de logements  
par secteur statistique

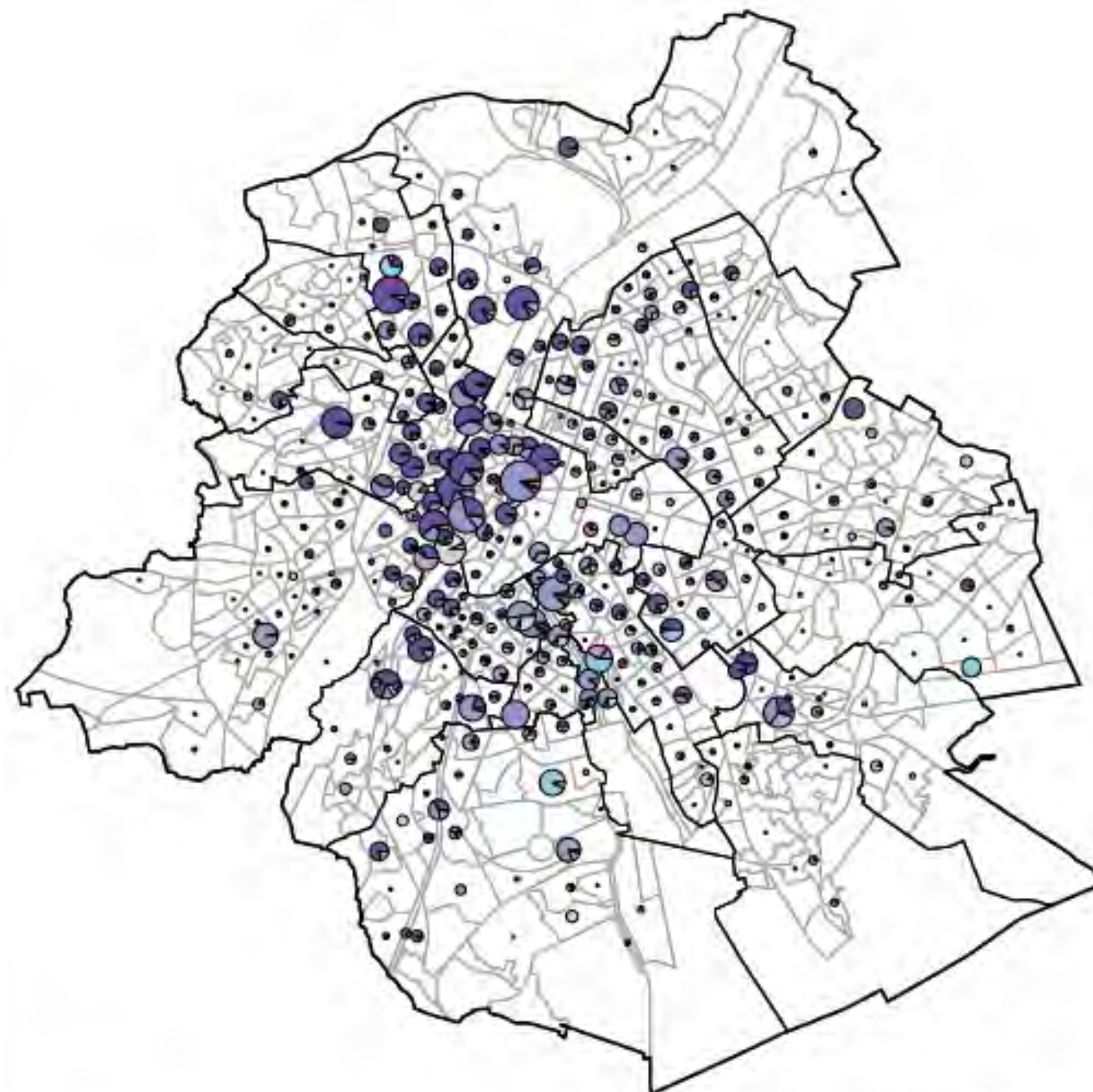
*Aantal woningen  
per statistische sector*



— Secteurs statistiques  
— *Statistische sectoren*  
— Communes  
— *Gemeentes*

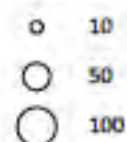






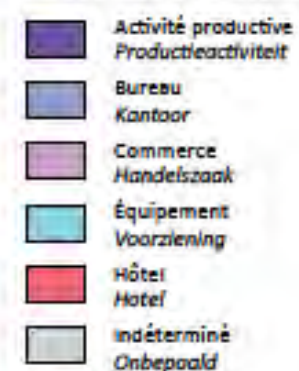
Nombre de logements  
par secteur statistique

*Aantal woningen  
per statistische sector*



— Secteurs statistiques  
Statistische sectoren  
— Communes  
Gemeentes

Fonction avant reconversion  
*Functie vóór herbestemming*



Autorisation nette = création - suppression  
*Netto vergunning = creatie - opheffing*



Réalisation : Direction Études et Planification - AATL - 2011  
Source : AATL - MRBC  
Réalité avec Brussels Urban Development Agency - Distribution & Copyright CIBG  
Realisatie : Directie Studies en Planning - BRDH - 2011  
Bron: BRDH - MRBC  
Verwezenlijkt door middel van Brussels Urban Development Agency - Verdeling & Copyright CIBG



**The city is eating itself. That's not good.**

**Mark Brearley**  
former advisor Mayor of London  
Cass Cities, London



There is a need for a paradigm shift  
from the Post-Industrial City  
to the Productive City.

a productive city has

a diverse economy, more resilient  
less dependent on external decisions  
with a diversity of jobs in vibrant urban fabric

with shorter production-consumption chains  
and shorter living-working distances

where production is visible  
and people are embracing the productive city



# 3 HOW DO WE DO THIS ?



# Atelier B\_X Productive Metropolis L

A good city has space for living and working. However, the dominant urban development strategies of European cities are post-industrial. The necessary shift towards the productive city demands a spatial-economical approach that reintroduces manufacturing activities in the urban fabric of our cities. The Atelier BXL Productive Metropolis researches through stakeholder participation and research by design trajectories how designers and policy-makers can actively contribute to offering qualitative space for the economy of the future. The results of these processes are on display at the International Architecture Biennale Rotterdam, but also in Brussels through exhibitions and public debate.

WWW.ATELIERBXL.EU

## ATELIER BXL PRODUCTIVE METROPOLIS PUBLIC PROGRAM — SPRING 2016

### URBAN MEETING BUDA

—4.02.16

**WHAT** Presentation of the design research from the IABR Atelier Rotterdam by **DJAMEL KLOUCHE** (l'AUC, Paris) and **Labo XX Antwerp** by **FREEK PERSYN** (51N4E, Brussels) and **KLAAS MEESTERS** (project leader, City of Antwerp) followed by a debate with **MARK BREARLEY** (CASS Cities, London) and **WARD VERBAKEL** (Plusoffice, Brussels).

**WHERE** FIRMA, Schaarbeeklei 636, Vilvoorde

### THE BATTLE OF THE PRODUCTIVE STUDIOS

—18.02.16

**WHAT** Several architectural design studios from KULeuven **SINT-LUCAS** and **UGENT** share their work on the reintroduction of productivity in the city.

**WHERE** FIRMA, Schaarbeeklei 636, Vilvoorde

### URBAN MEETING BOZAR

—15.03.16

**WHAT** Lectures and public debate with **JONATHAN HOLSLAG** (VUB, Brussels) and **MAARTEN HAJER** (curator IABR-2016) about the importance and impact of the next economy for the European cities.

**WHERE** BOZAR, Ravensteinstraat 23, Brussels

### OPENING WEEKEND IABR 2016

—23-24.04.16

**WHAT** The International Architecture Biennale Rotterdam of 2016 focuses on The Next Economy and presents itself as an international platform for creative coalitions of designers and stakeholders with fresh ideas on the possible future of the 21st century city.

**WHERE** IABR, Fenixloods II, Katendrecht, Rotterdam

**INFO** [www.iabr.nl](http://www.iabr.nl)

### URBAN MEETING ROTTERDAM

—02.06.16

**WHAT** Atelier BXL presents and exchanges the research and design trajectories within the IABR 2016 public program.

**WHERE** Location: IABR, Fenixloods II, Katendrecht, Rotterdam

### OPENING EXHIBITION AND URBAN SUMMIT BOZAR

—AUTUMN  
2016

**WHAT** As a culmination point of the Atelier BXL the exhibition comes back to Brussels with the final results and an (international) symposium







city has industry.





434<sup>th</sup>  
 rank of production activities  
 in Brussels Capital Region  
 (2015, Brussels Capital Region)

696.000  
 jobs in Brussels  
 Capital Region  
 (2015, Brussels Capital Region)

72<sup>th</sup>  
 amount of commuters use  
 a car to go to work  
 (2017, Brussels Capital Region)

386 kg  
 waste produced every year  
 by each inhabitant  
 (2016, Brussels Capital Region)

24.306 GWh  
 energy  
 consumed  
 (2017, Brussels Capital Region)

8.932 kt  
 imported material  
 (2017, Brussels Capital Region)

100 tonnes  
 material stock  
 for every inhabitant  
 (2017, Brussels Capital Region)

329.048  
 inhabitants in Brussels  
 Capital Region in 2018  
 (2018, Brussels Capital Region)

2,84<sup>th</sup>  
 Gross Added Value  
 by manufacturing industry  
 (2017, Brussels Capital Region)

18,7<sup>th</sup>  
 of the population  
 is employed  
 (2017, Brussels Capital Region)

5<sup>th</sup> place  
 ranking of Europe's worst  
 traffic congestion  
 (2017, Brussels Capital Region)

136.557 tonnes  
 sorted waste  
 (2016, Brussels Capital Region)

1.150 GWh  
 energy  
 produced  
 (2017, Brussels Capital Region)

6.770 kt  
 exported material  
 (2017, Brussels Capital Region)

349.106 m<sup>3</sup>  
 water entering  
 Brussels Capital Region  
 (2017, Brussels Capital Region)

7.282  
 inhabitants in Brussels  
 Capital Region in 2018  
 (2018, Brussels Capital Region)

10,5<sup>th</sup>  
 rank of production  
 activities in Brussels  
 Capital Region  
 (2015, Brussels Capital Region)

-40<sup>th</sup>  
 employment in production  
 sectors in the last 5 years  
 (2017, Brussels Capital Region)

70 years/year  
 lost in traffic jam  
 by commuters  
 (2017, Brussels Capital Region)

494 kt  
 sorted waste  
 (2016, Brussels Capital Region)

4.016 kt  
 CO<sub>2</sub> production in  
 Brussels Capital Region  
 (2017, Brussels Capital Region)

184.921 kt  
 recycled material  
 (2017, Brussels Capital Region)

369.106 m<sup>3</sup>  
 water leaving Brussels  
 Capital Region  
 (2017, Brussels Capital Region)



## Thinkers vs. Makers

Map of the Brussels Capital Region depicting dominant levels of education and employment



Heb je het dan daarover?  
 Bedoelen ze dat?



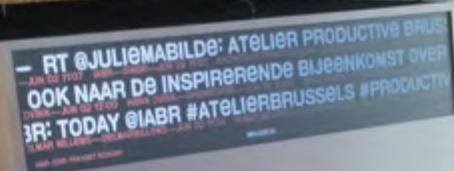












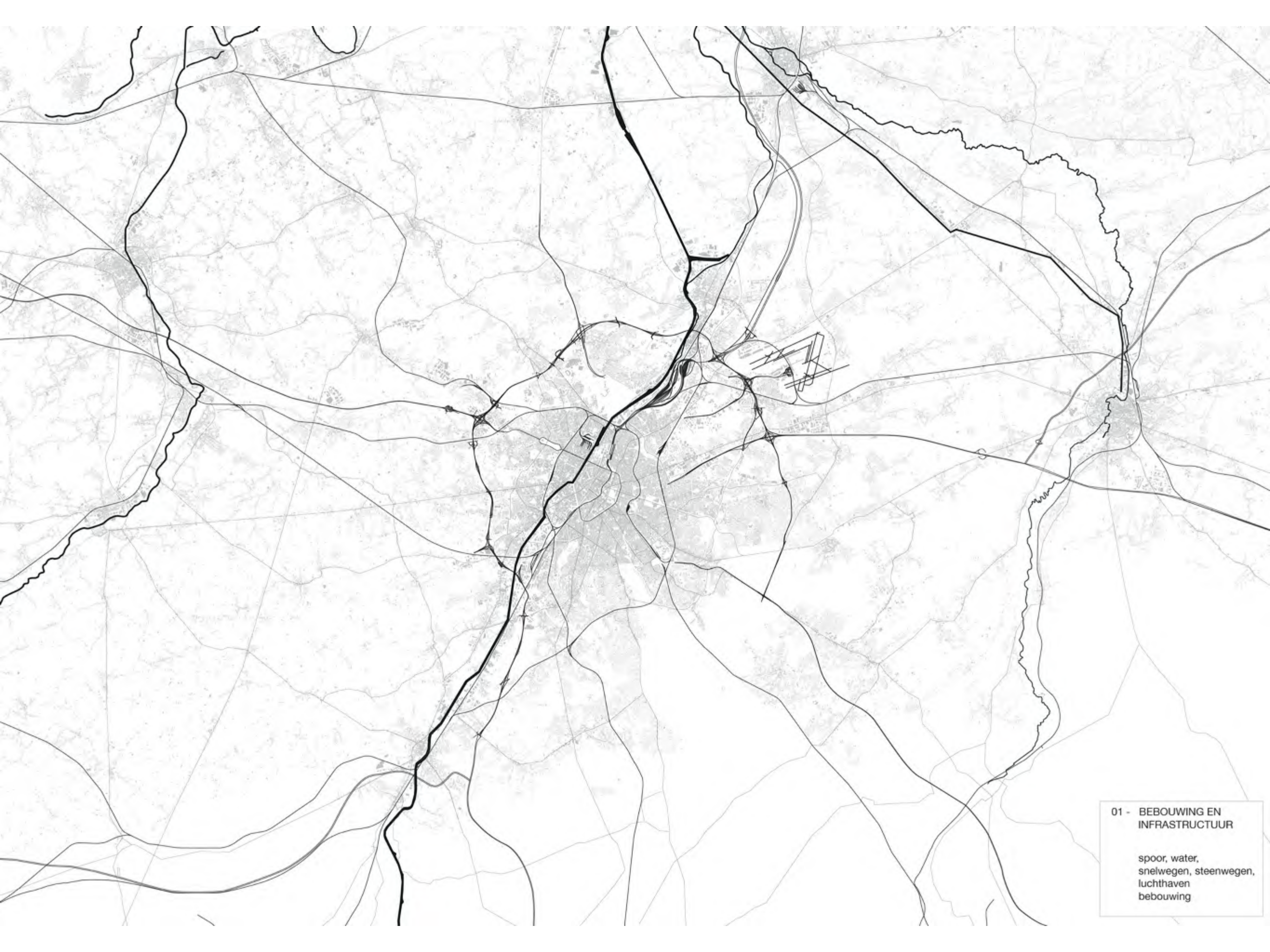


# **4 WHAT DO WE NEED TO KNOW ?**



In order to be able to re-introduce production  
in the city we need to understand  
the logics and the intelligence of the urban economy  
and the economic drivers of the entrepreneurs.

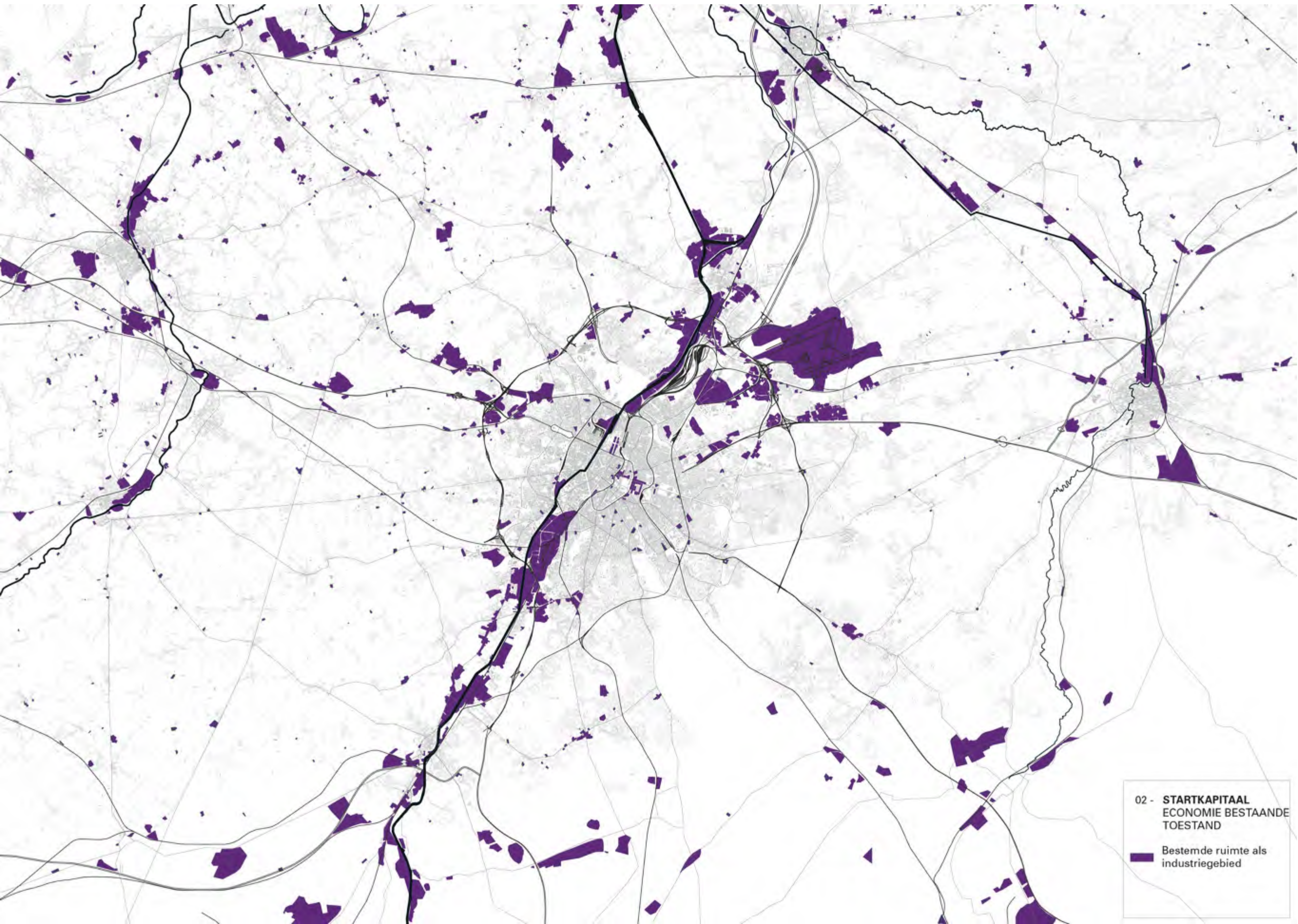




01 - BEBOUWING EN  
INFRASTRUCTUUR

spoor, water,  
snelwegen, steenwegen,  
luchthaven  
bebouwing

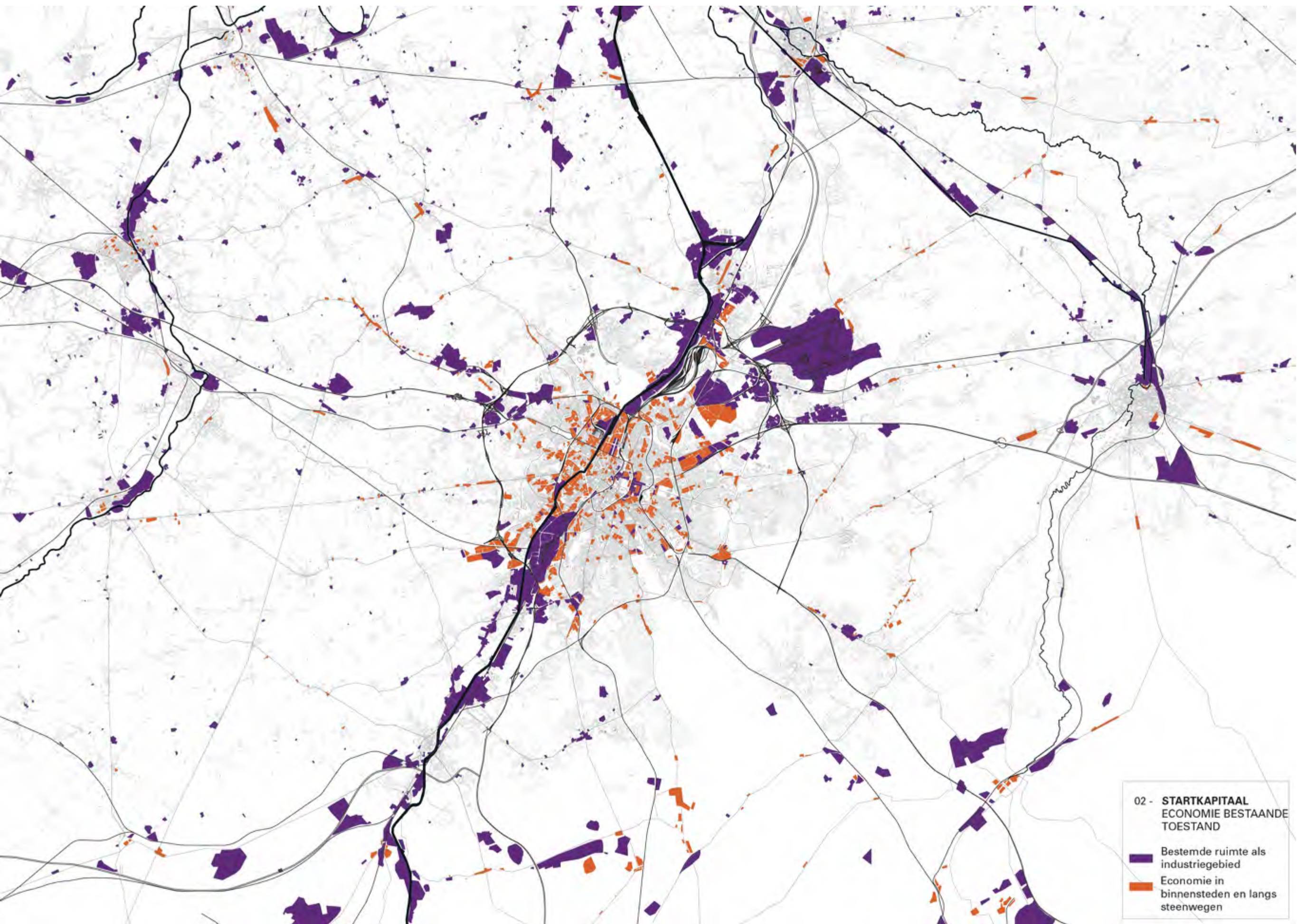




02 - **STARTKAPITAAL**  
ECONOMIE BESTAANDE  
TOESTAND

Bestemde ruimte als  
industriegebied



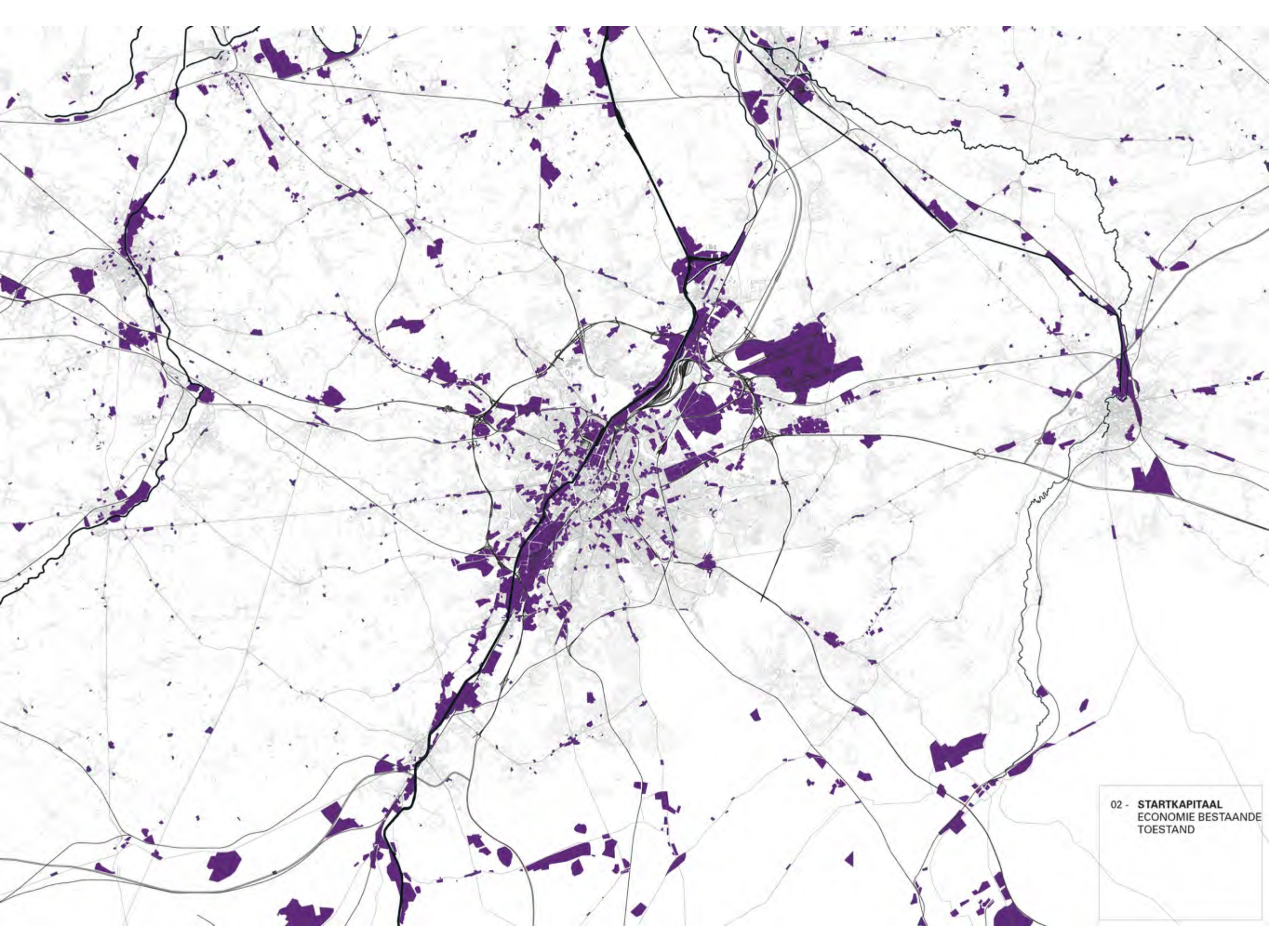


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ECONOMIE BESTAANDE  
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Bestemde ruimte als  
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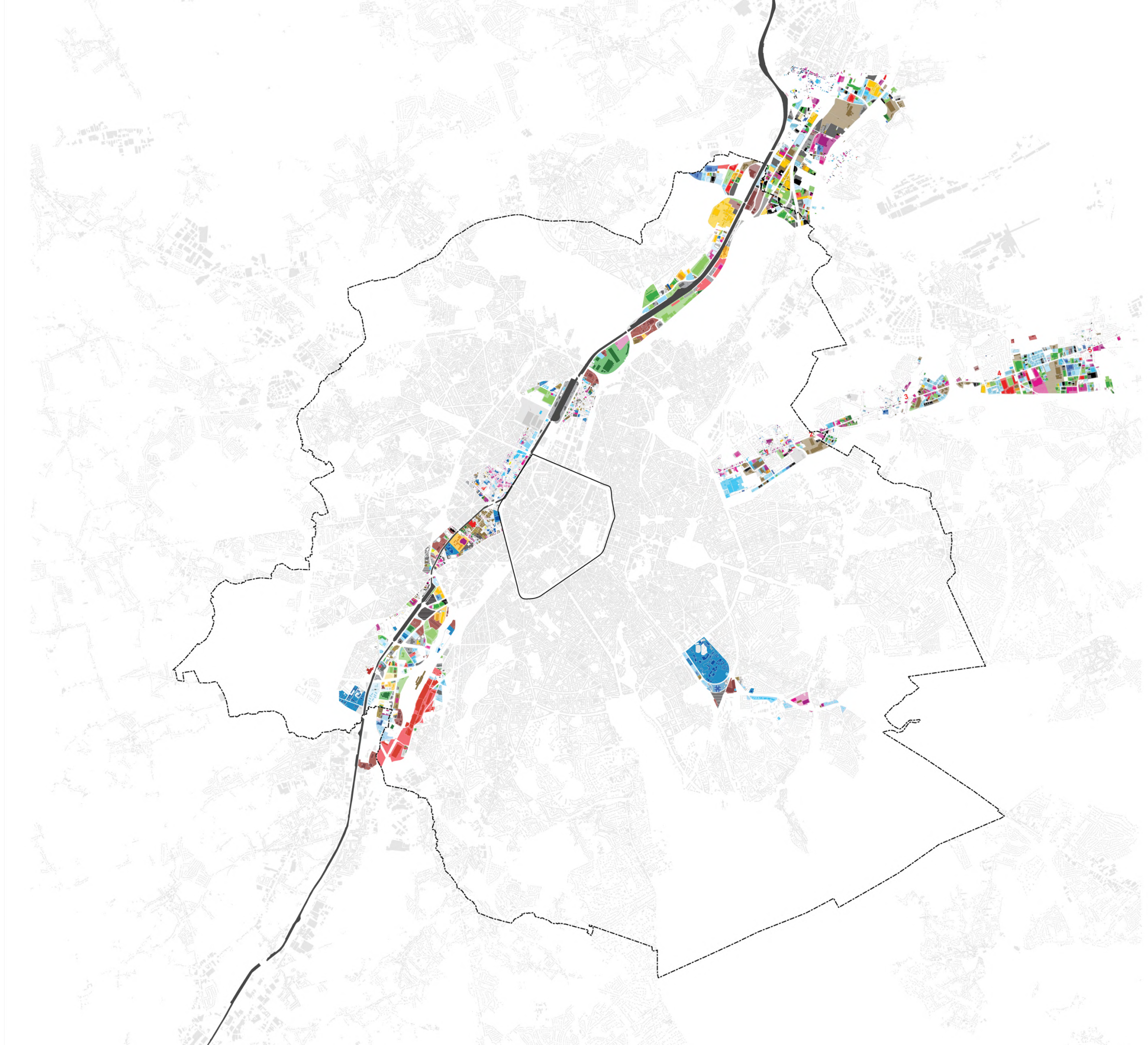
Economie in  
binnensteden en langs  
steenwegen





02 - **STARTKAPITAAL**  
ECONOMIE BESTAANDE  
TOESTAND











# ECONOMIC ACTIVITIES

## CASS classification

	Case study area
	Manufacture: Agriculture (MMA)
	Manufacture: Metals & Machinery (MMM)
	Manufacture: Food, beverages & Catering (MFC)
	Manufacture: Other (MO)
	Printing & Publishing (MPP)
	Utilities (Ut)
	Vehicle Sale & Repair (V)
	Construction (CO)
	Wholesale: Food & Beverage (WF)
	Wholesale: Other (WO)
	Transport & Storage (WTS)
	Servicies: Education (SE)
	Servicies: Healt Care (SHC)
	Servicies: Public (SPU)
	Servicies: Professional (SPR)
	Servicies: Other (SO)
	Retail: Food (RF)
	Retail: Construction (RC)
	Retail: Other (RO)
	Restaurants, Cafés & Takeaways (RB)
	Hotels, B&B (RH)
	Arts, Culture, Leisure and Sports (ACS)
	Faith (F)
	Unknown (U)
	Vacant (E)

### 25 classes of Economic activities, categorization, based on the one presented by the students of the CASS University of London.

By Federico Giarretta - Erasmus Plus programme exchange student (giarretta.federico@gmail.com)  
Research conducted on behalf of Jan Zaman and of, Spatial Development Department Flanders

**1. Manufacture: Agriculture (MAG)** : Agriculture is the cultivation of animals, plants and fungi for food, fiber, biofuel, medicinal plants and other products used to sustain and enhance human life. Here are considered only the farms buildings and their relative areas.

**2. Manufacture: Metals & Machinery (MMM)** : This category include all the activities aimed to assemble, construct, create every kind of tools and machinery or parts of it. Activities related to the treatment and process of metals materials and their surfaces are included.

**3. Manufacture: Food, Beverages & Catering (MFC)** : Companies involved in food and beverage goods production are considered. Part of this category are also all the activities responsible for the production of hot meals for hospitals, kindergartens and schools. In addition of this, catering companies are included.

**4. Manufacture: Other (MO)** : This category include all others types of manufacturing activities that are in the area. Some examples are manufactures of chemical products, coating, textiles, rubber products, paints, packaging and glues.

**5. Printing & Publishing (MPP)** : Activities involved in producing printed material by means of inked type and a printing press or by similar means, plus business of producing books, newspapers, etc., by impression from movable types, plates, etc. and all photocopying shops defines this category. Packaging activities and its production are included here.

**6. Utilities (Ut)** : Organizations and companies that maintains the infrastructure for a public service (o en also providing a service using that infrastructure). The set of services provided by these organizations consumed by the public is: electricity, natural gas, water, sewage and garbage.

**7. Vehicle Sale & Repair (V)** : As mentioned in the previous classification, vehicle sale e repair include all the activities related to vehicle local distribution and businesses that sells new or used vehicles at all levels. Repairing activities like garages, bodywork and re repairers are considered.

**8. Construction (CO)** : The construction category includes all the activities that provide materials, equipment and machines for the construction sector (buildings, infrastructures and more). Construction companies are included.

**9. Wholesale: Food & Beverage (WF)** : Resale (sale without transformation) trade or distribution of food and beverage goods to retailers, to industrial, commercial, institutional or professional users, or to other wholesalers, or companies. Food and beverage import and export companies are included

**10. Wholesale: Other (WO)** : Resale (sale without transformation), trade or provide of goods to retailers, to industrial, commercial, institutional or professional users, or to other wholesalers, or companies. Examples of goods considered are: house furniture, beauty products, electronic parts and materials, toys, audio and video components etc. .

**11. Transport & Storage (WTS)** : This category include all logistics companies and services, de ne as the management of the flow of things between the point of origin and the point of consumption in order to meet requirements of customers or corporations. Warehouse, storage and self-storage activities are included.

**12. Services: Education (SE)** : Preschools or kindergartens, primary schools, secondary schools and any other kind of Educational service are considered in this category.

**13. Services: HealthCare (SHC)** : As explained before health care services category include all the activities based on the prevention or treatment of illness, delivered by health professionals (providers or practioners). Medical clinics and labs providing analysis are also part of this category. Animal's health care activities are included.

**14. Services: Public (SPU)** : Public offices of every level of government, from the municipal to the state one, European Union (EU) offices, buildings and spaces used for public and social activities or meetings are included. Are also considered Police and Firefighter stations.

**15. Services: Professional (SPR)** : This category, similar to the Advanced Tertiary one, include companies providing information services, such as computing, ICT, consultancy (offering advice to businesses, real estate agencies, insurances and financial companies), R&D (research, particularly in scientific fields), banks. Administrative offices of companies, professional, scientific and technical activities are included

**16. Services: Other (SO)** : Companies that provides technical maintenance services, personals beauty services as hairdressers or barbers and beauty centers, or other activities like Laundries, cleaning companies, gas stations, driving schools, car wash or parking etc. are considered.

**17. Retail: Food (RF)** : Food retail is referred at all the activities involved in food selling at every level, starting from Supermarkets up un l groceries, bakeries, convenience stores and butcheries.

**18. Retail: Construction (RC)** : This category take in activities related to finishing up, restoration, maintenance and renew of houses carried out by people and sometimes by companies. Some example are: Brico, furniture and bathroom furniture, flooring retail, windows and doors or stairs dealers, etc. .

**19. Retail: Other (RO)** : All others kinds of retail not included in the two previous categories are part of this one. Shops selling goods like clothes and shoes, phones, laptop and electronic devices, hair and beauty products, jeweler, glasses, toys, bikes etc. are considered.

**20. Restaurants, Cafés & Takeaways (RB)** : All food eating relate activities are considered, such as: Bars, Restaurants, Pizzerias, Snack bars, Fast-foods and Ethnic restaurants.

**21. Hotels, B&B (RH)** : All the activities that provides lodging and usually meals, entertainment, and various personal services for paying guests.

**22. Arts, Culture, Leisure and Sports (ACS)** : Sports centers, swimming pools, event halls, casinos, gyms and museums are parts of this category.

**23. Faith (F)** : This category include worship places that are not traditional churches, like Protestantism, Jehovah sites and Mosques located into buildings able to be used by companies or economic activities.

**24. Unknown (U)** : Buildings or parts of them for whom the current or former use is not recognizable from an outside view.

**25. Vacant (E)** : Vacant buildings, unused or abandoned.



















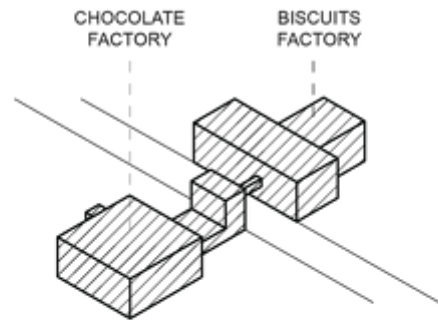
GODIVA  
CHOCOLATE FACTORY

# Employees: 220

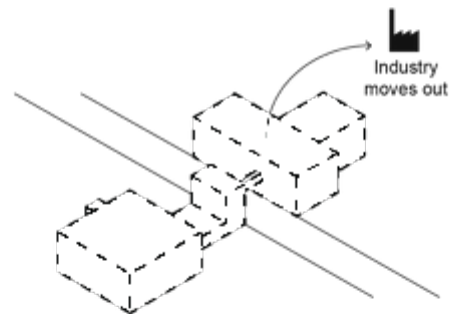
Surface building: 7.600 m<sup>2</sup>  
Production: 2.500 t. of choco./year  
Export: 35 countries

Address: Wapenstilstandstraat 5,  
1081 Koekelberg

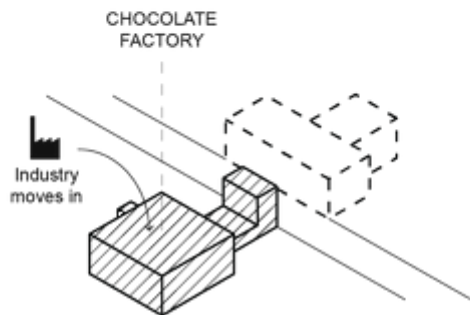
XL



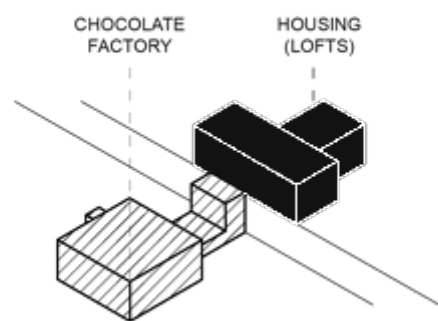
1896 - "Victoria"



1970 - Empty

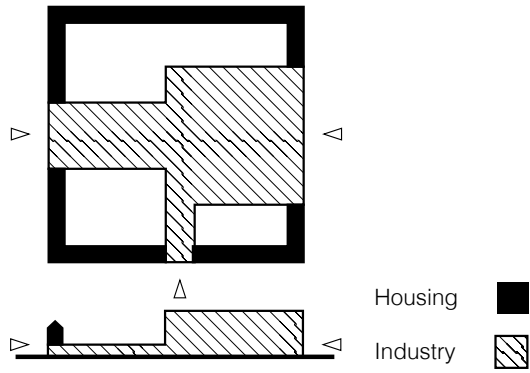


1973 - "Godiva"

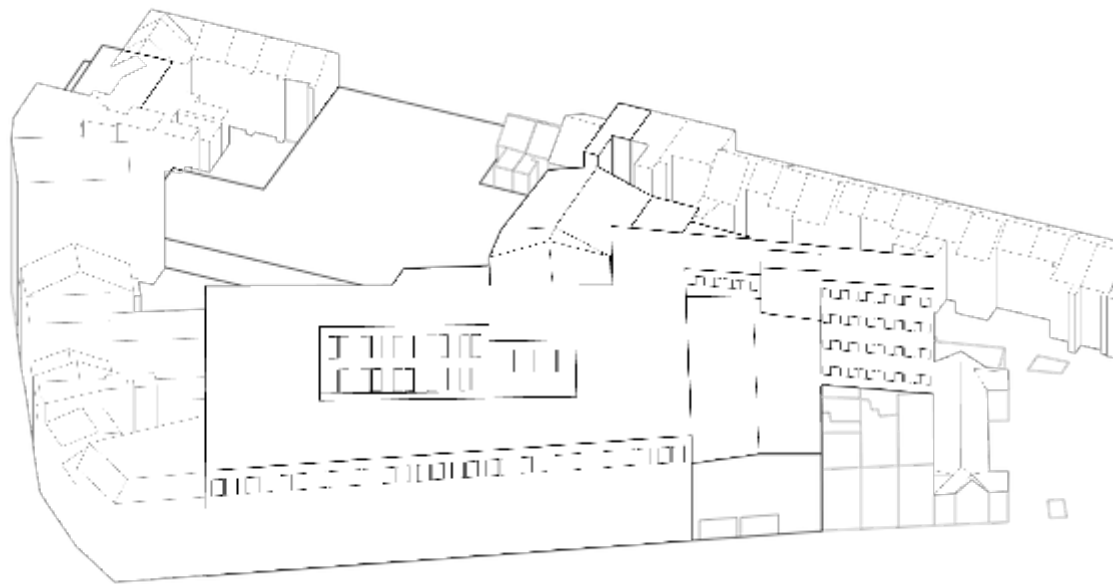


2004 - Housing (Lofts)

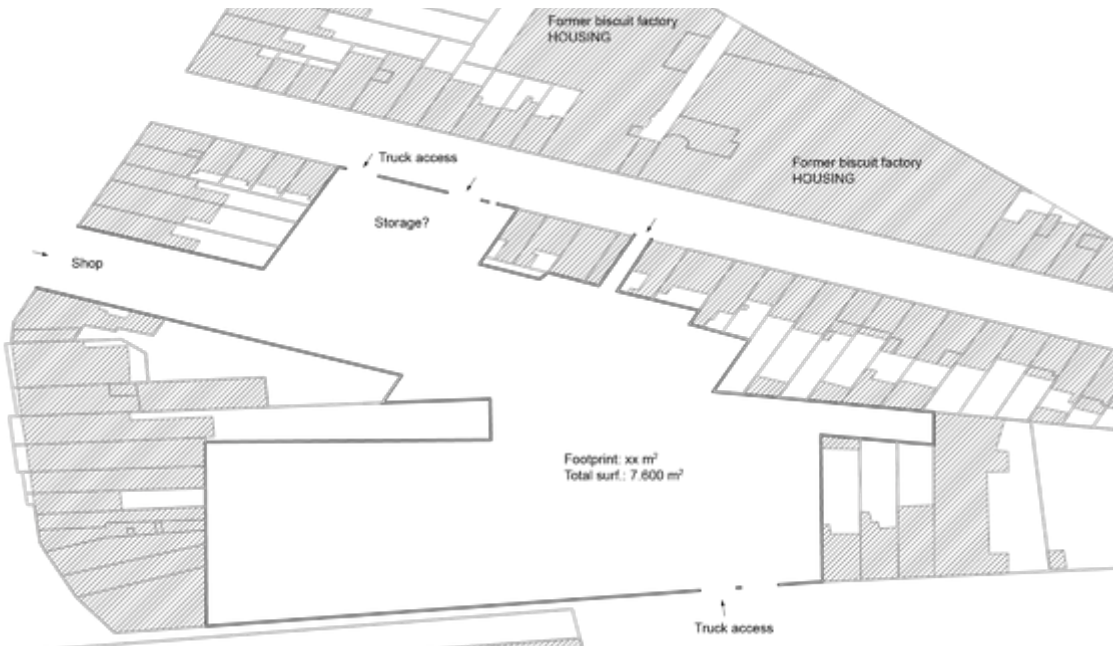
INDUSTRY VS. CITY - Re-converted building



IMPLEMENTATION - Deconstructed city block



BUILDING - Façade & relation to surrounding



BUILDING - Inner organization & surfaces





GREEN DRAGON  
THAI HOM MALI BROKEN FRAGRANT RICE 20kg  
20kg

THAI HOM MALI BROKEN FRAGRANT RICE 20kg  
GREEN DRAGON  
20kg

Art Nr. 05.290.030  
N.W: 16 Kgs  
G.W: 17 Kgs  
Import by:  
HERMAN KUIJPER BV  
TEL: 31(0)20 645 2988  
FAX: 31(0)20 645 2422  
NOORDAMMERWEG 91B  
1107 ZS AMSTERVEEN THE NETHERLANDS  
<http://www.hermankuijper.com>

63900 01539  
Dole  
Ananas Pizza Cut  
Au sirop léger / op lichte siroop  
6 x 3100 ml

Dole  
Ananas Pizza Cut  
leicht gezuckert  
6 x 3100 ml

Art Nr. 05.290.030  
N.W: 16 Kgs  
G.W: 17 Kgs  
Import by:  
HERMAN KUIJPER BV  
TEL: 31(0)20 645 2988  
FAX: 31(0)20 645 2422  
NOORDAMMERWEG 91B  
1107 ZS AMSTERVEEN THE NETHERLANDS  
<http://www.hermankuijper.com>

Vermicelli  
Rice Vermicelli  
BUN  
40 Bags  
Dole  
Ananas Pizza Cut  
Au sirop léger / op lichte siroop  
6 x 3100 ml  
63900 01539



























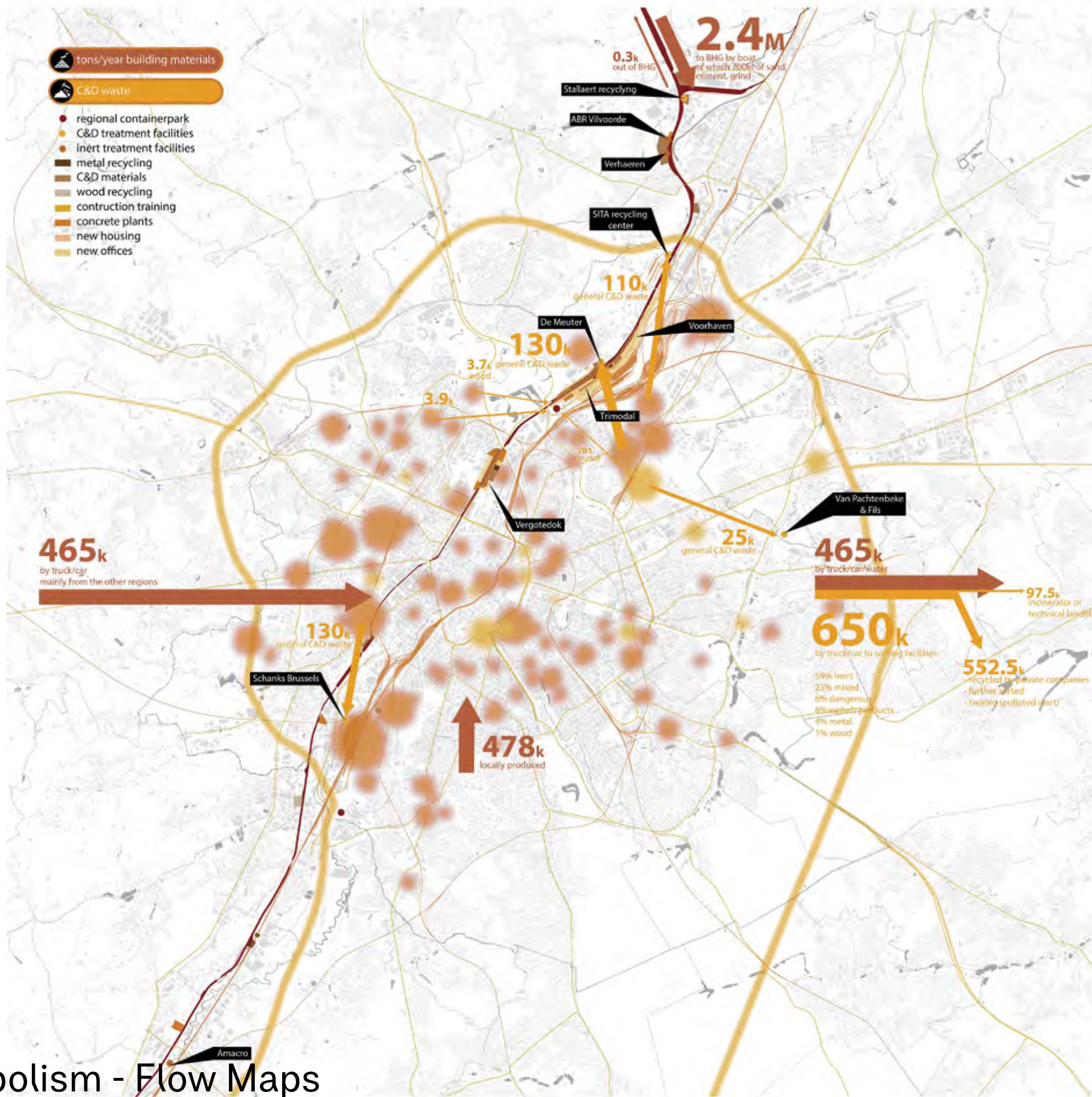




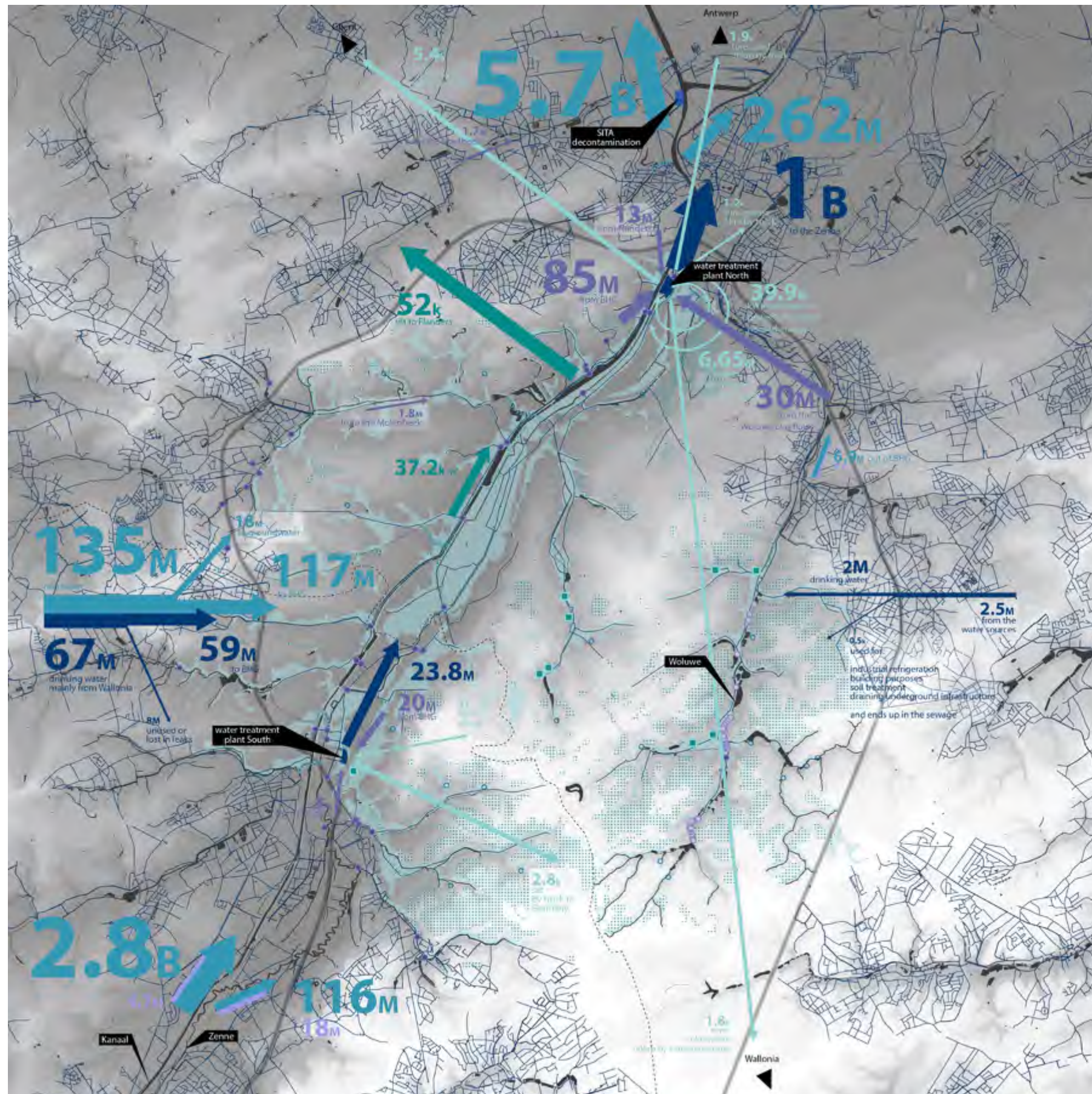




# CONSTRUCTION & DEMOLITION WASTE







WATER FLOW MAP

- m<sup>3</sup>/year clean water
- m<sup>3</sup>/year mixed water
- kg/year sediments
- kg/year waste
- kg/year pollutants
- m<sup>3</sup>/year polluted water
- overflow sewage > water
- overflow sewage <-> water
- water sources
- flooding areas
- permeable soil
- storm basin



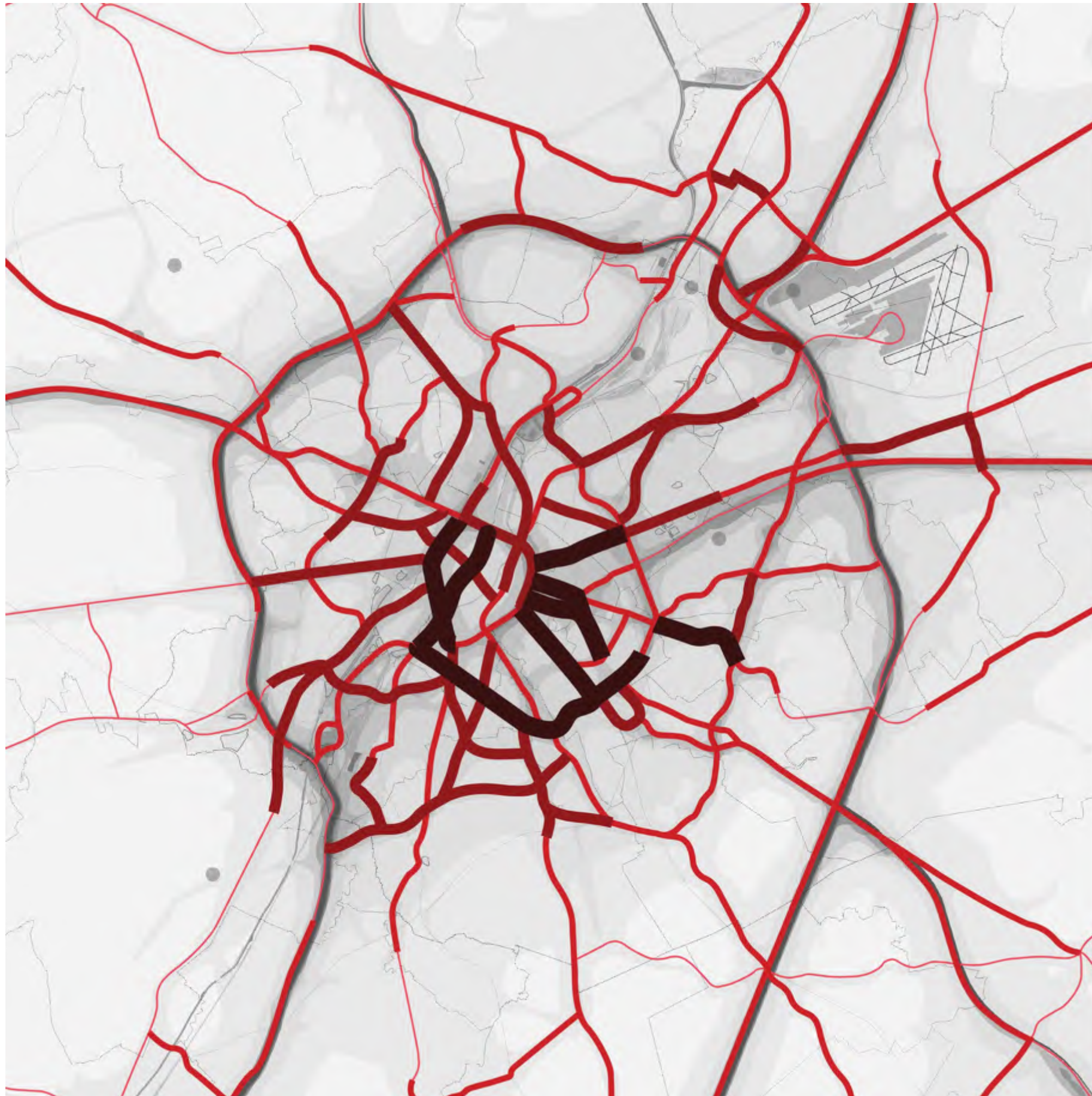
The infographic map illustrates the Rotterdam port area and its surrounding logistics infrastructure. A legend in the top left corner defines the symbols used for freight volumes:

- ✈️ tons of freight/year
- 🚚 trucks/vans per day
- 🚚 tons of freight/year
- 🚚 tons of freight/year
- 🚆 metro/day
- 🚚 tons of freight/year

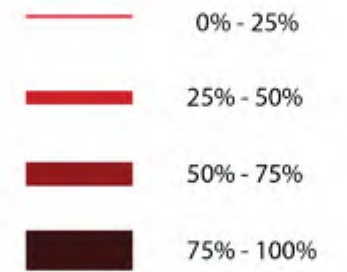
The map shows the following data points and infrastructure:

- Freight Volumes:**
  - 6.7M in/out BHG (top center)
  - 4.4M origin/destination BHG (top center)
  - 7.1k (top center)
  - 4.7k (top center)
  - 2.3M through BHG (top center)
  - 0.5k to/from BHG (top right)
  - 12.5M TEU (top right)
  - 443k in/out BHG (top right)
  - 358k through BHG (top right)
  - 7.4k (bottom right)
  - 4.7k (bottom right)
  - 9.5M by car/truck 52% IN 48% OUT (bottom right)
  - 6.5k (bottom center)
  - 3.1k (bottom center)
  - 3.4k (bottom center)
  - 4.2k (bottom center)
  - 4.7k (bottom center)
  - 2.4k (bottom center)
  - 3.4k (bottom center)
- Infrastructure:**
  - A12, A10, A1, A3, E411
  - Antwerp, Rotterdam
  - Cargovill
  - Brucargo
  - FedEx depot
  - DHL depot
  - TNT depot
  - UPS depot
  - DPD depot
  - Voorhaven
  - Trimodal
  - 85k destination BHG
  - MABRU
  - Vergotedok
  - Harbour
  - TJR
  - Audi
  - GLS depot
  - 3 trains/week to Germany

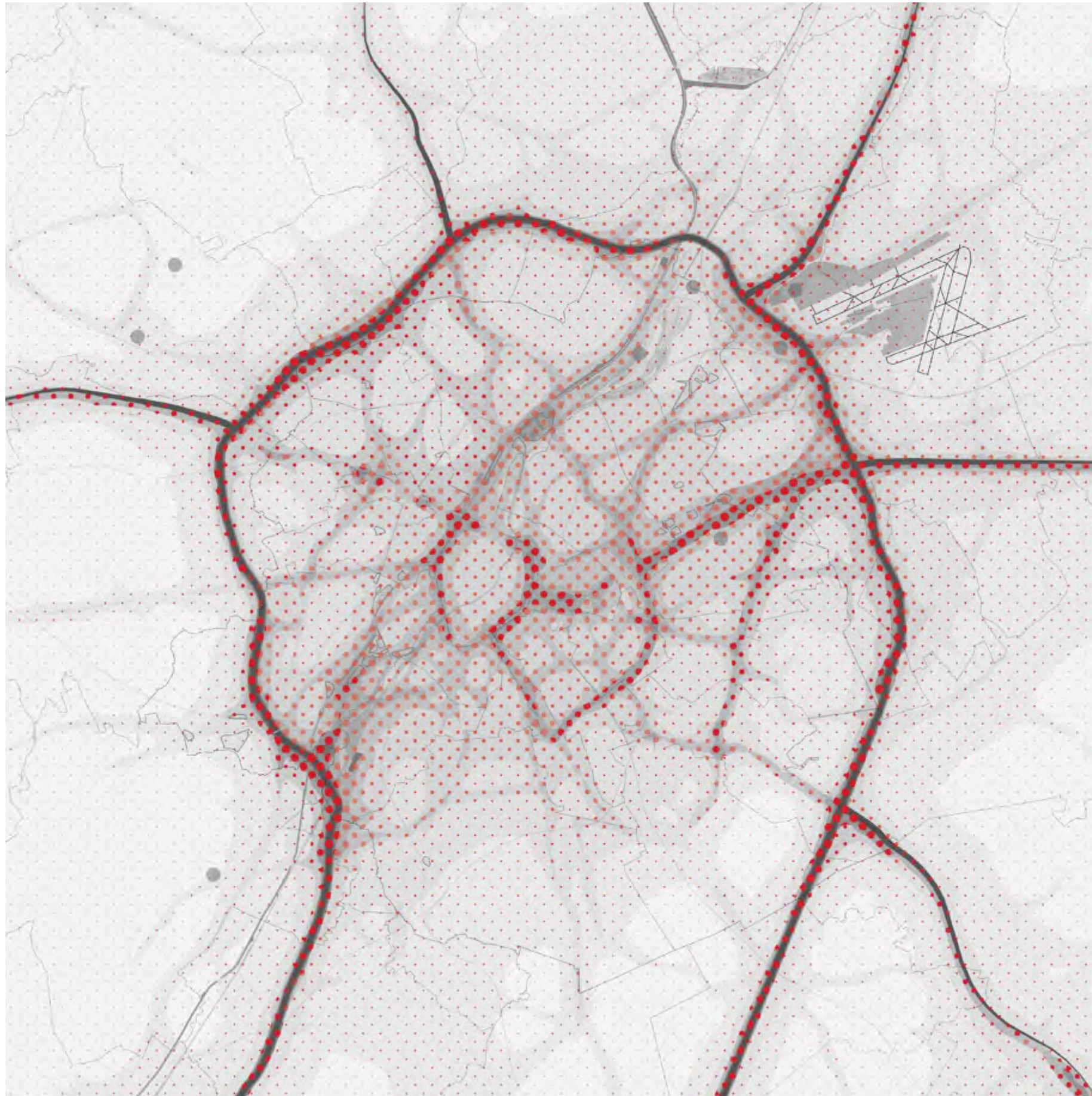




# TRAFFIC INTENSITY CONSEQUENCE MAP







## AIR POLLUTION CONSEQUENCE MAP

 NOx in  $\mu\text{g}/\text{m}^3$



# **5      HOW CAN WE MAKE IT HAPPEN ?**



# **lesson 1**

## **Celebrate the productive city**

**Make production visible in the city.**

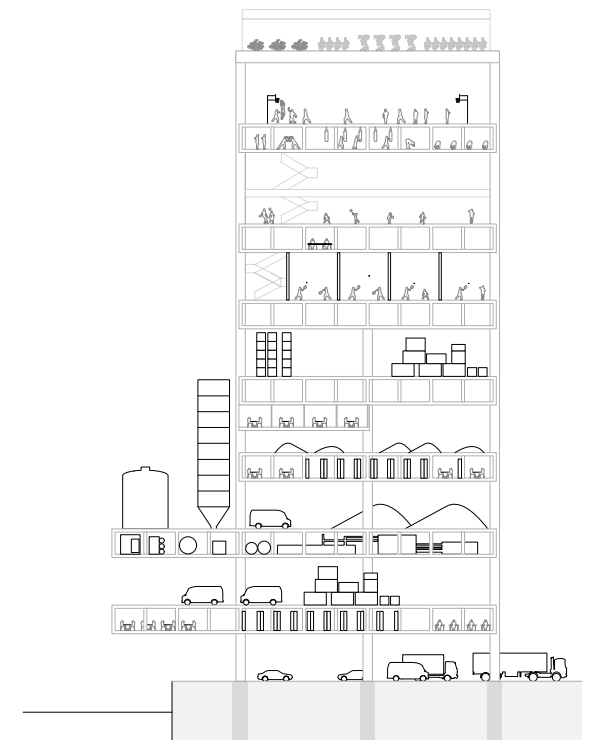
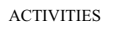
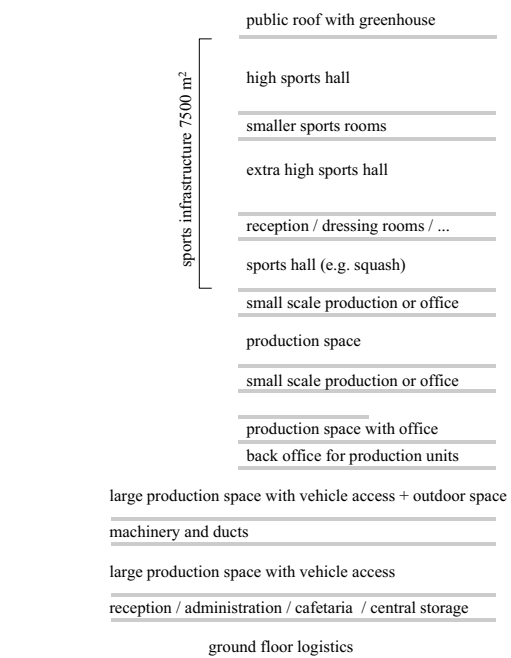
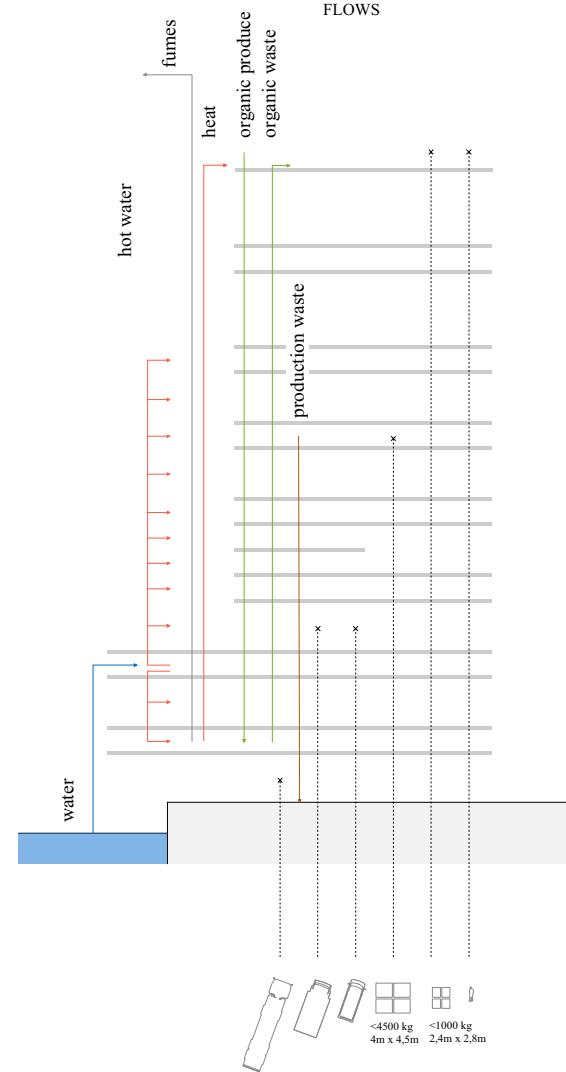
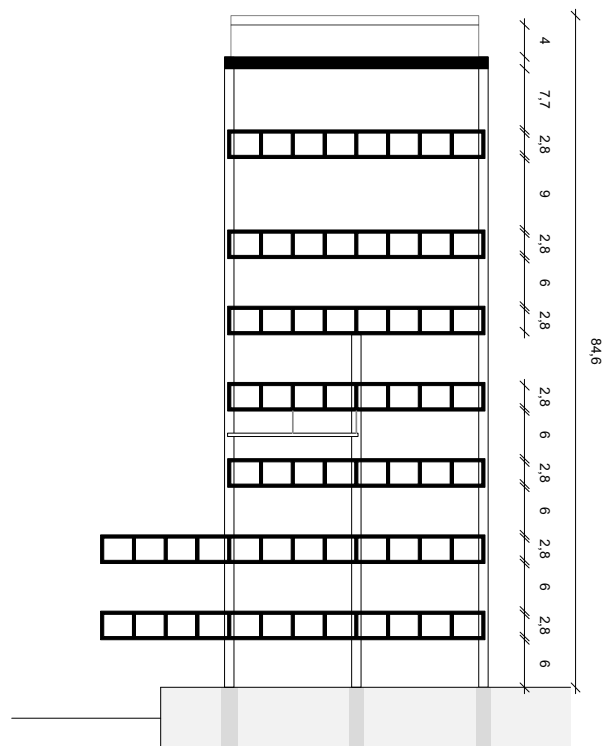




Plusoffice Architects, The Tinker Tower

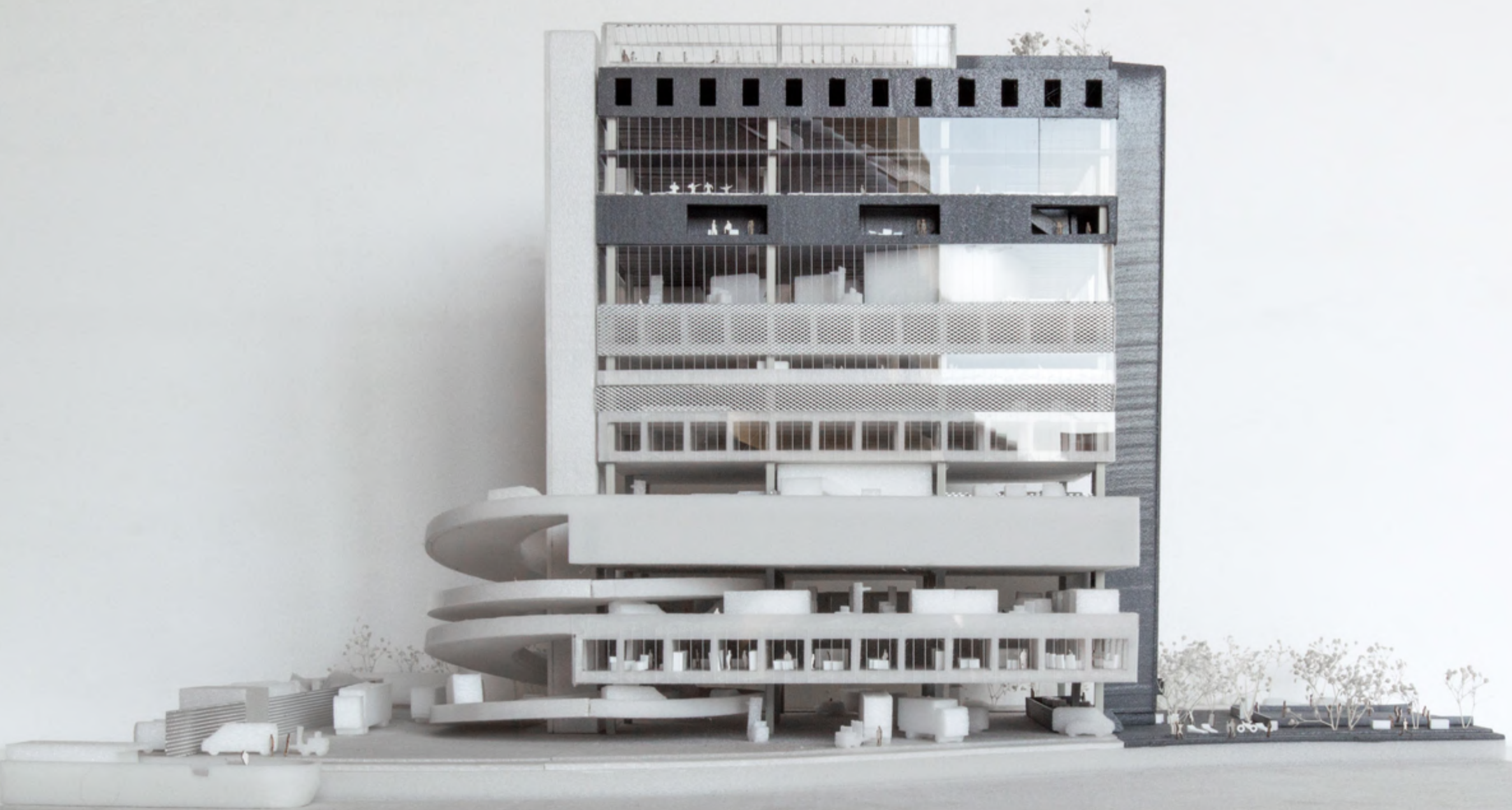


VERGOTEDOK - DESIGN RESEARCH



# Plusoffice Architects, The Tinker Tower





Plusoffice Architects, The Tinker Tower



**lesson 2**  
**Offer the right kind of space**

**Build a variety of scales,  
heights, spans, forms  
that allows productive activities.**





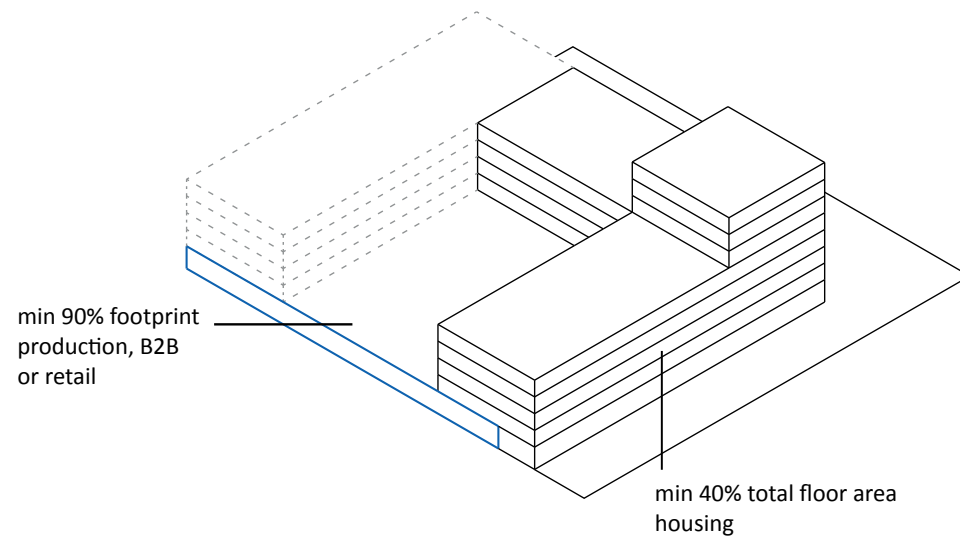
GEWERBEHOF LAIM MGH



## ZEMU LEGISLATION

project > 10.000 m<sup>2</sup>

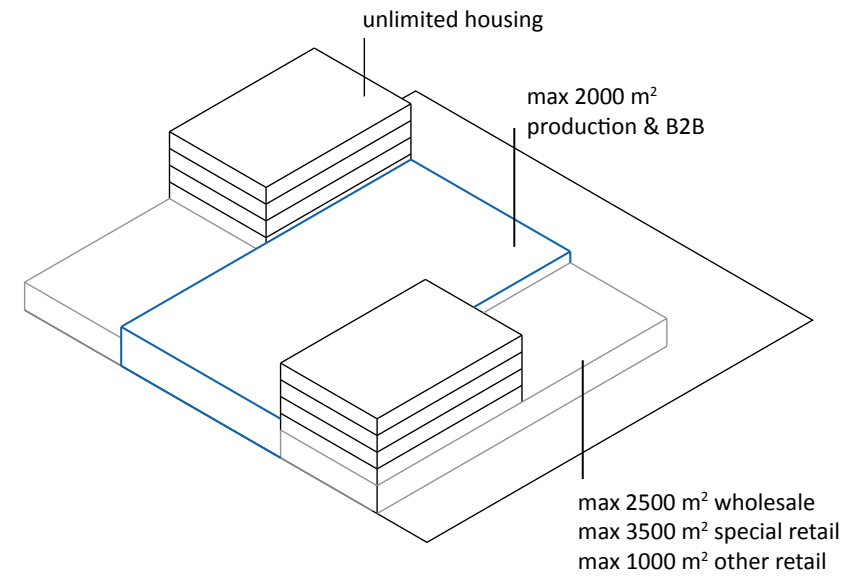
- ☐ HOUSING
- ☒ PRODUCTION
- ☐ RETAIL



loophole 1 - definition of economic activities:  
production can be replaced by office and retail

## ZEMU LEGISLATION

project < 10.000 m<sup>2</sup>

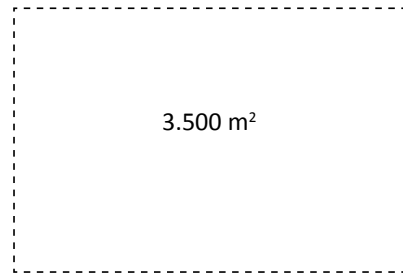


loophole 2 - less rigid rules for smaller projects:  
production can be avoided by parcelization



# PRODUCTIVE PROGRAMS

## potential 1: mix of sizes



L

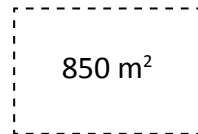
strategic location for distribution businesses.

- several loading bays
- access from Blvd. Industriel

e.g. drinks distribution



Tag import export (Imal) , Vizon drinks (4.700 m²)



M

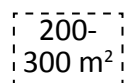
new productive economies

- visible from residential area and park
- part of the image of the new neighbourhood

e.g. urban breweries



Brussels Beer Project

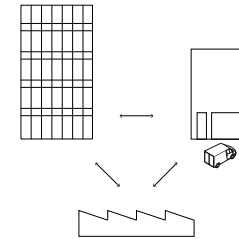


S

horeca, small entrepreneurs, start-ups,...

- housing above small business
- visible and accessible to pedestrians

## potential 2: mix of typologies/programs



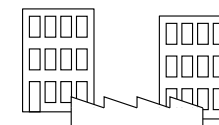
Creation + production + sales + management + ...

A cluster related to one product or sector.

e.g. furniture manufacturing



Atelier Vendredi (Boulevard Industriel 141)  
furniture production on demand  
close collaboration with architects,...

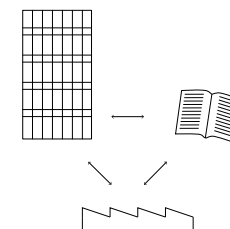


Industry + residential neighbourhood,

e.g. Travail et Vie: inclusive workspace for +/- 400  
persons with disabilities



Travail et Vie



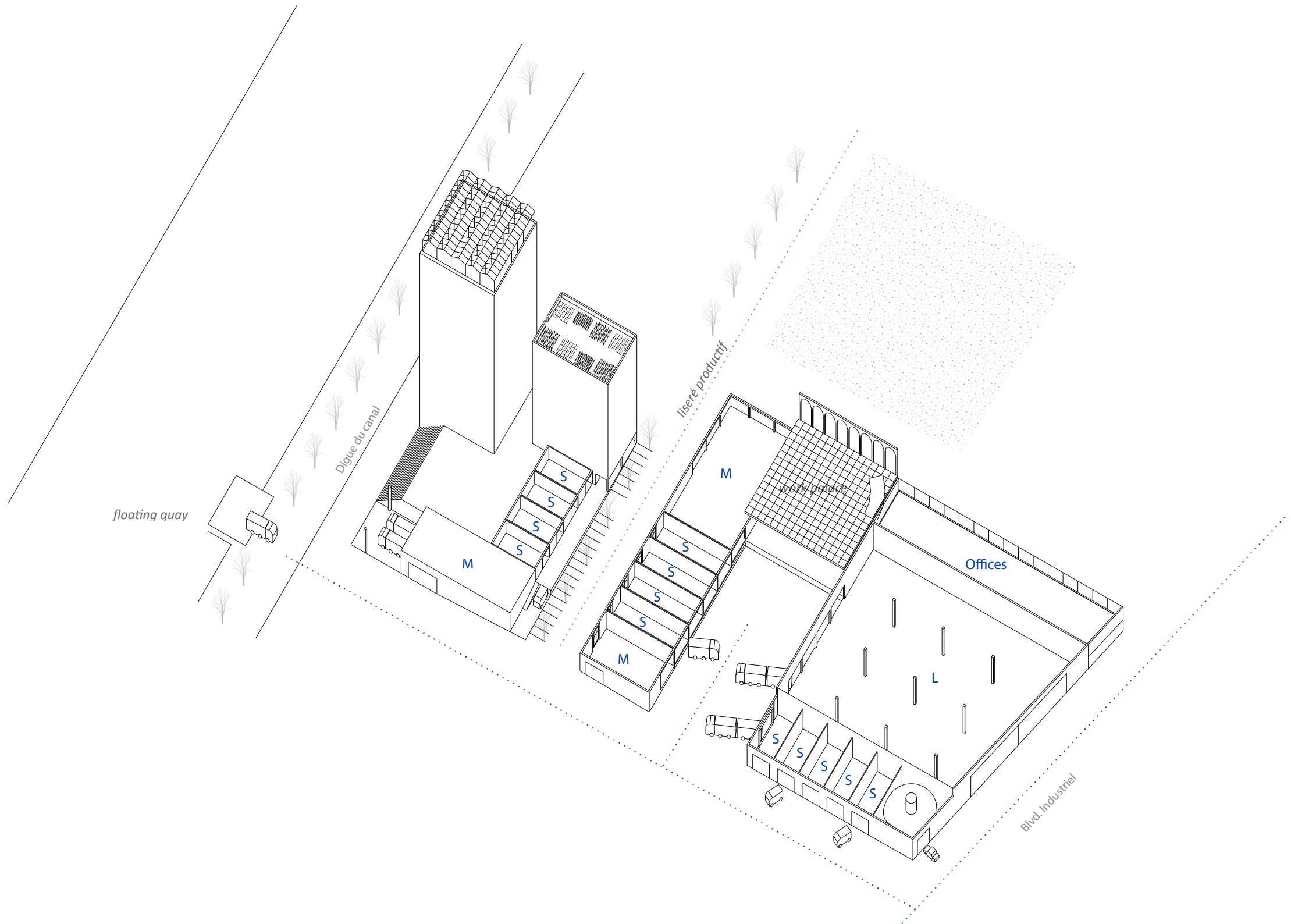
business + research + education.

Creating an environment for innovation through  
the combination of knowledge and making.



RDM Campus Rotterdam

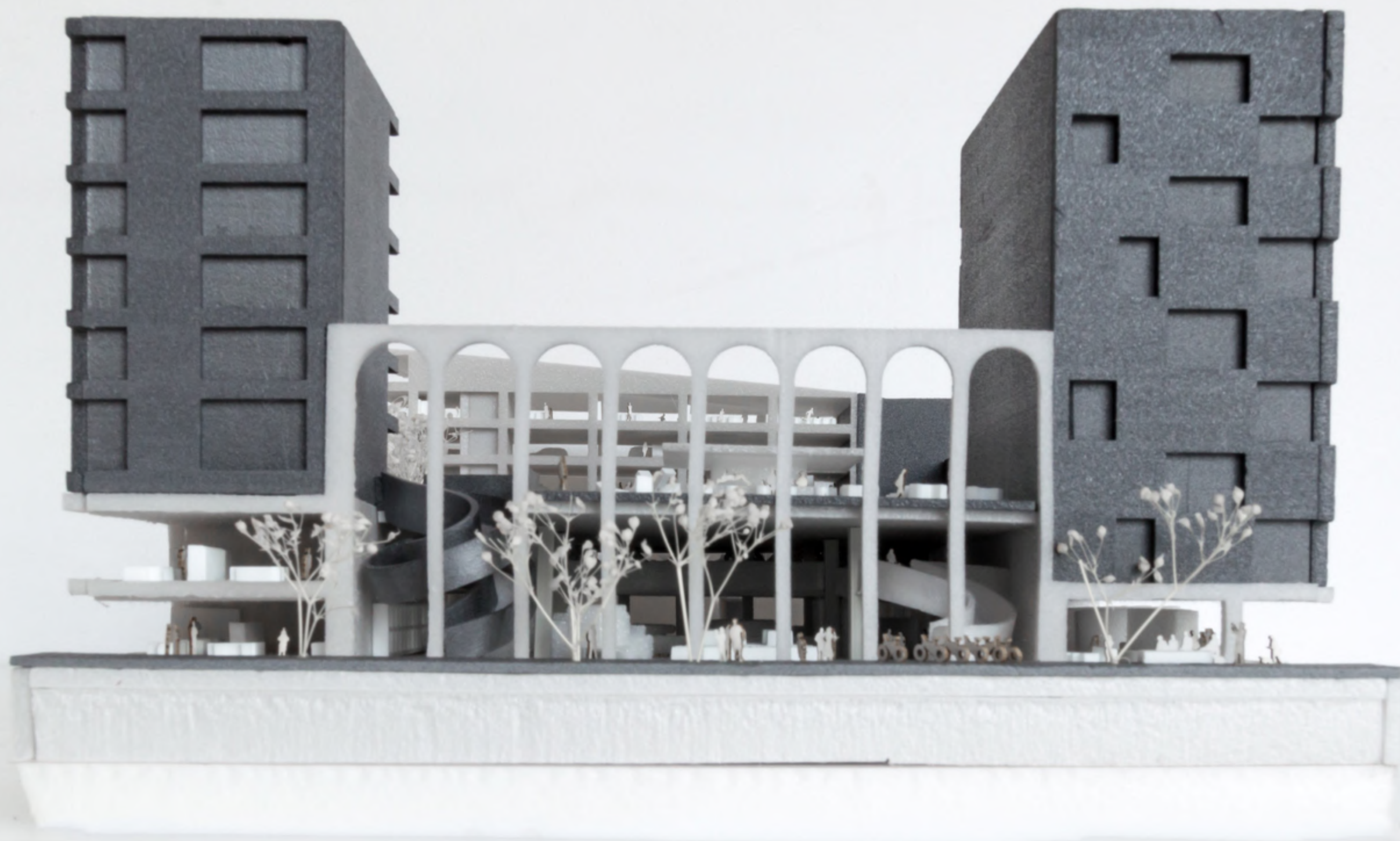




S, M & L WORKPLACES ORGANISED AROUND LOGISTIC COURTYARD

Plusoffice Architects, Biestebroek ZEMU





Plusoffice Architects, Biestebroek ZEMU





SUPERMA

Plusoffice Architects, Biestebroek ZEMU

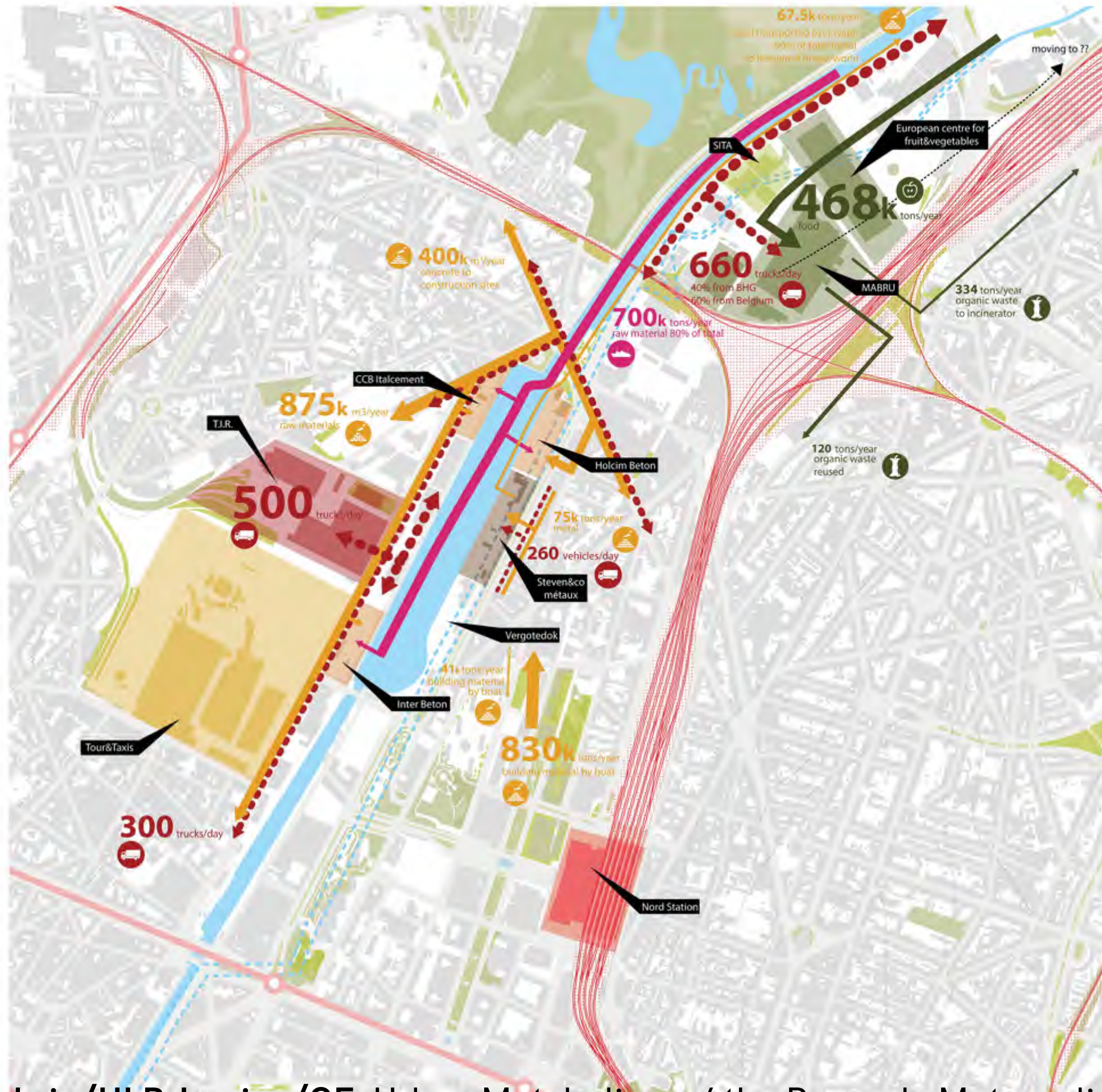


# **lesson 3**

## **Logistics are normal**

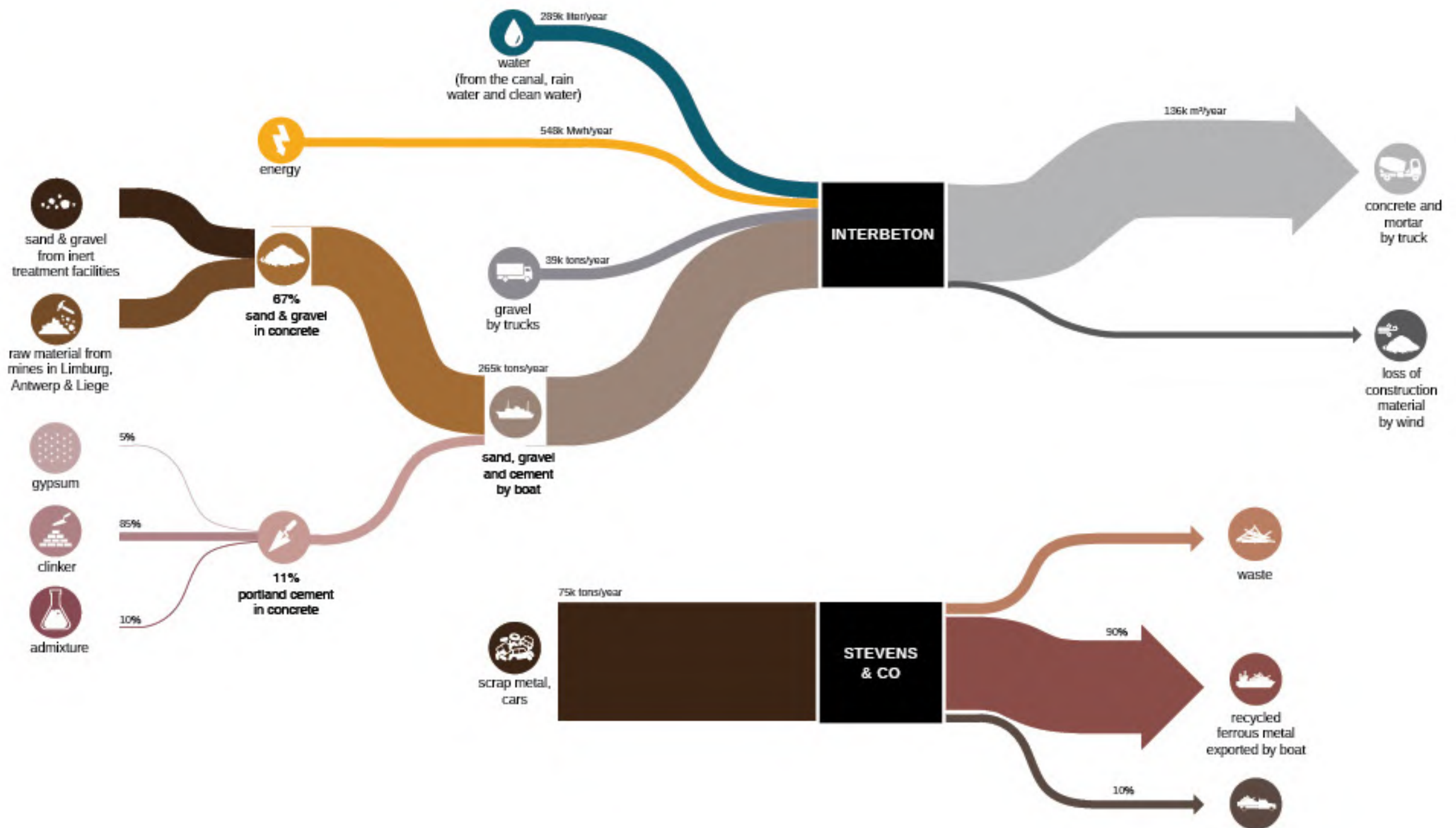
**Think in urban systems. Think in flows.  
Make logistics logic.**





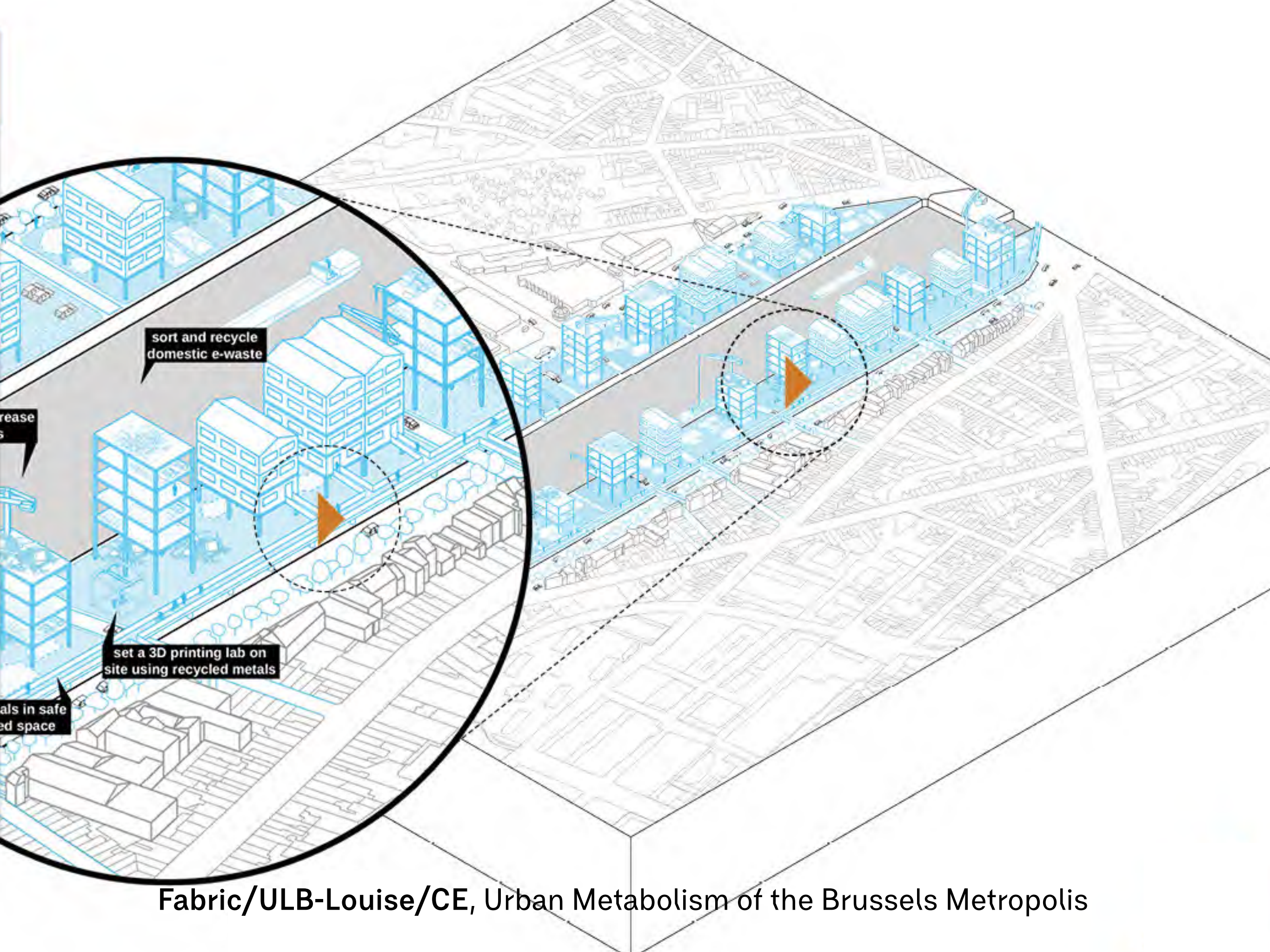
Fabric/ULB-Louise/CE, Urban Metabolism of the Brussels Metropolis  
MASUI





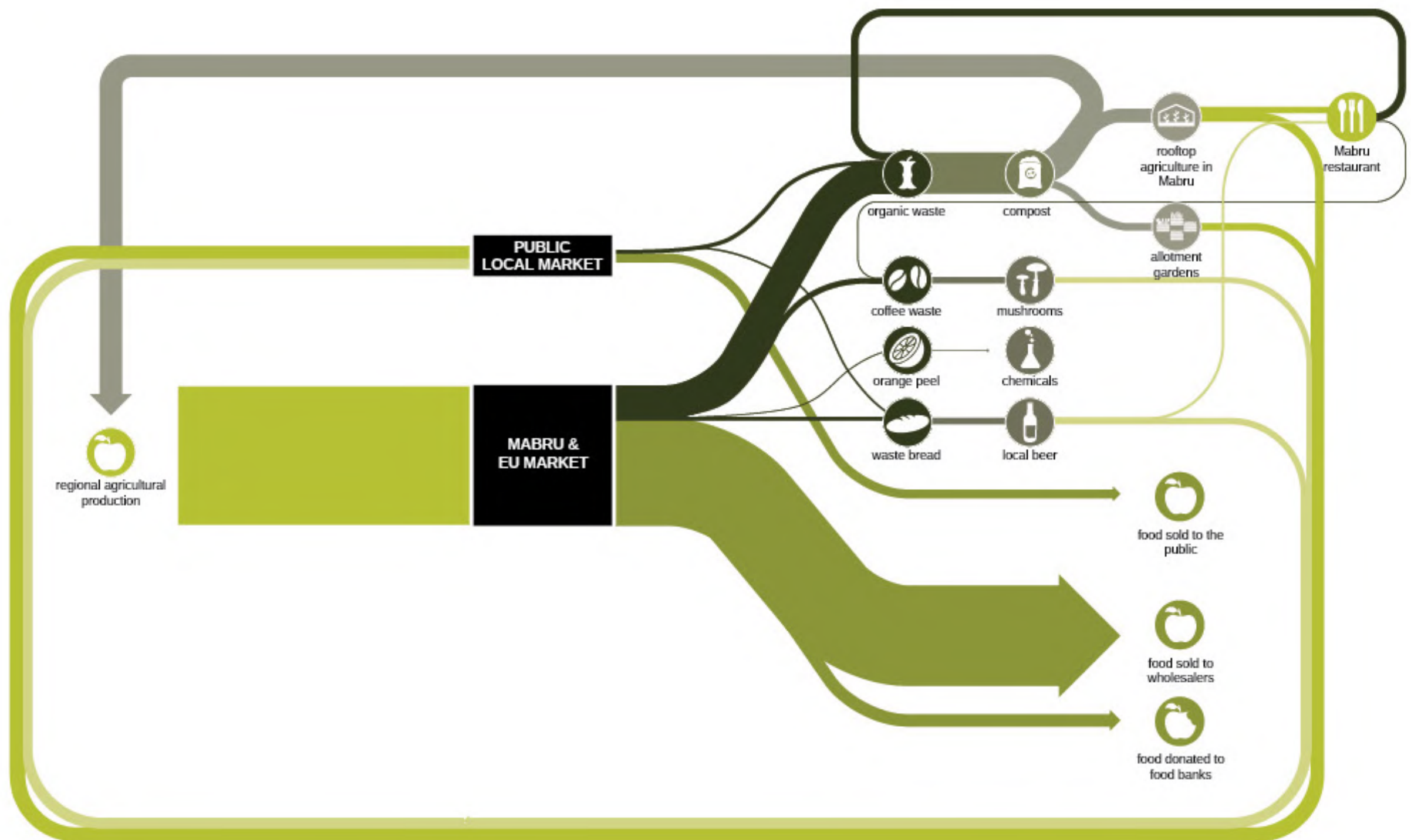
Fabric/ULB-Louise/CE, Urban Metabolism of the Brussels Metropolis





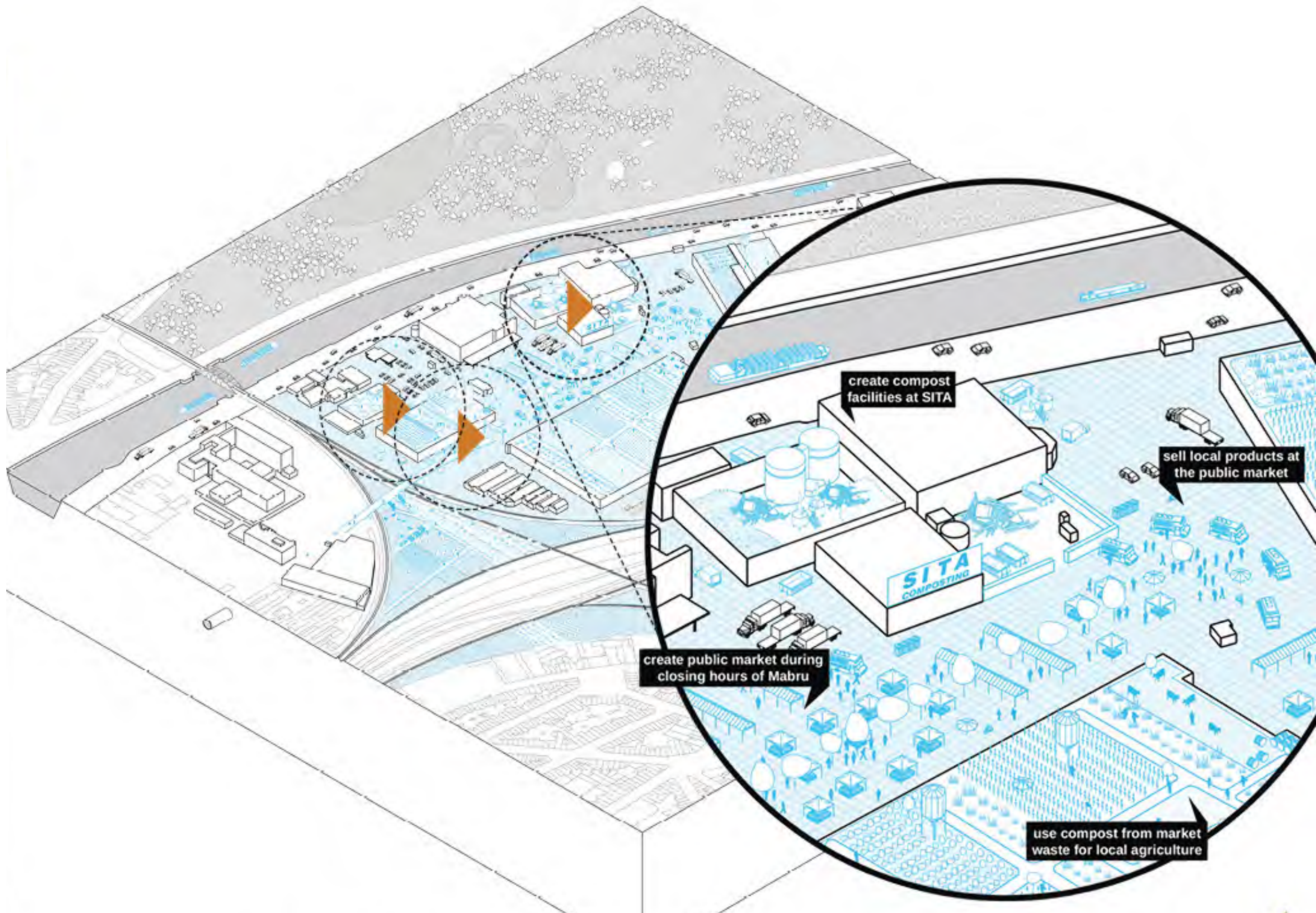
Fabric/ULB-Louise/CE, Urban Metabolism of the Brussels Metropolis





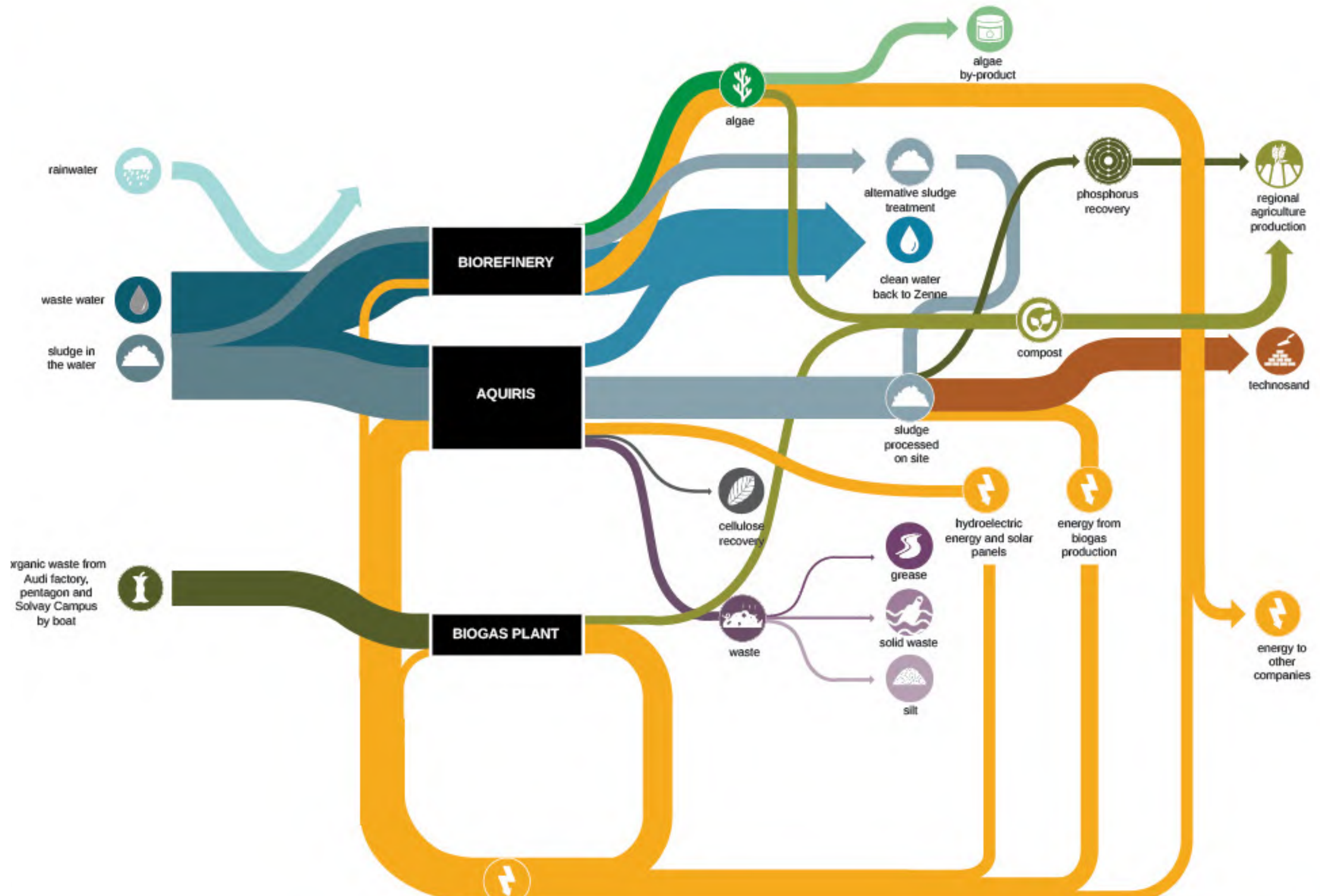
Fabric/ULB-Louise/CE, Urban Metabolism of the Brussels Metropolis





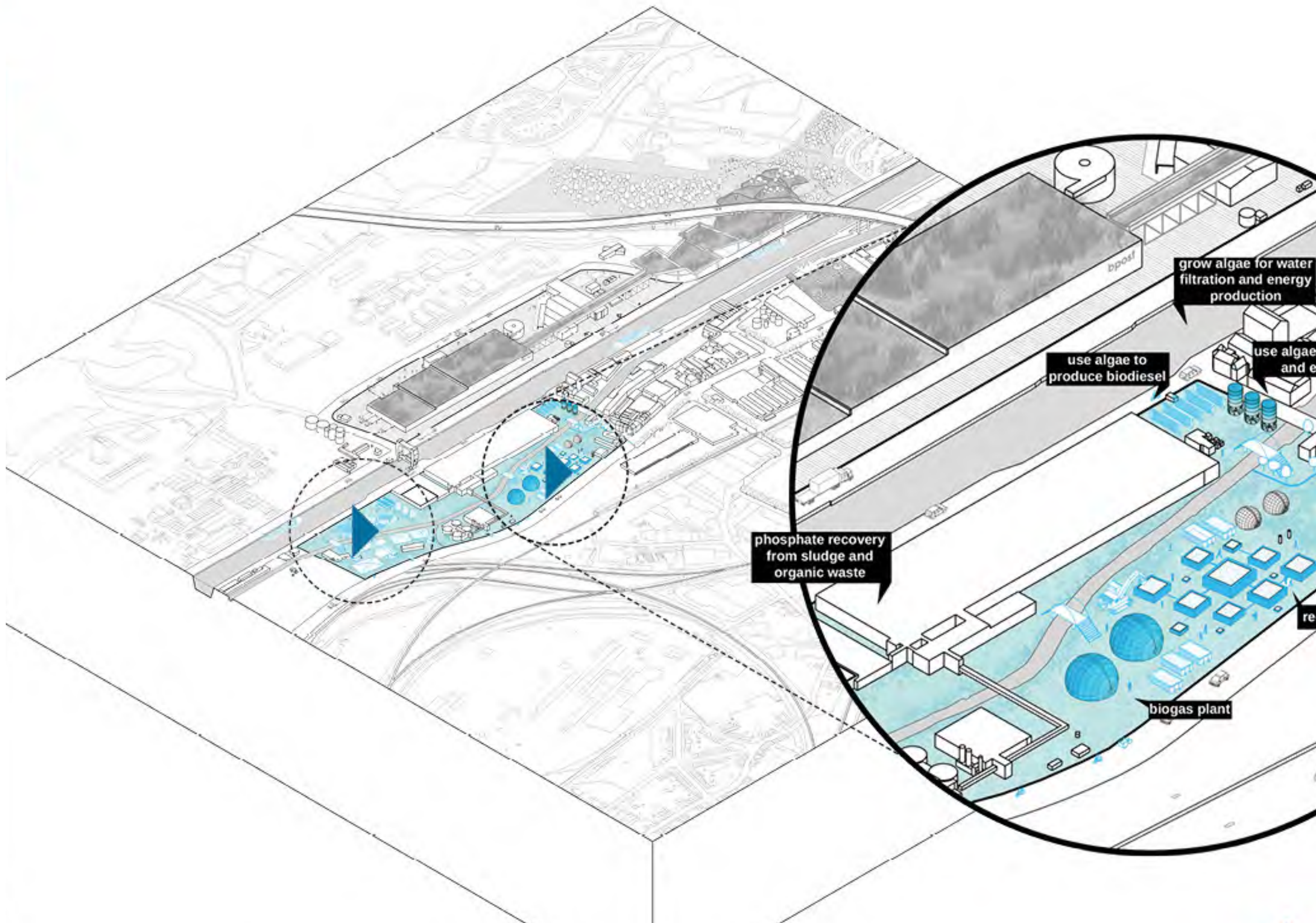
Fabric/ULB-Louise/CE, Urban Metabolism of the Brussels Metropolis





Fabric/ULB-Louise/CE, Urban Metabolism of the Brussels Metropolis





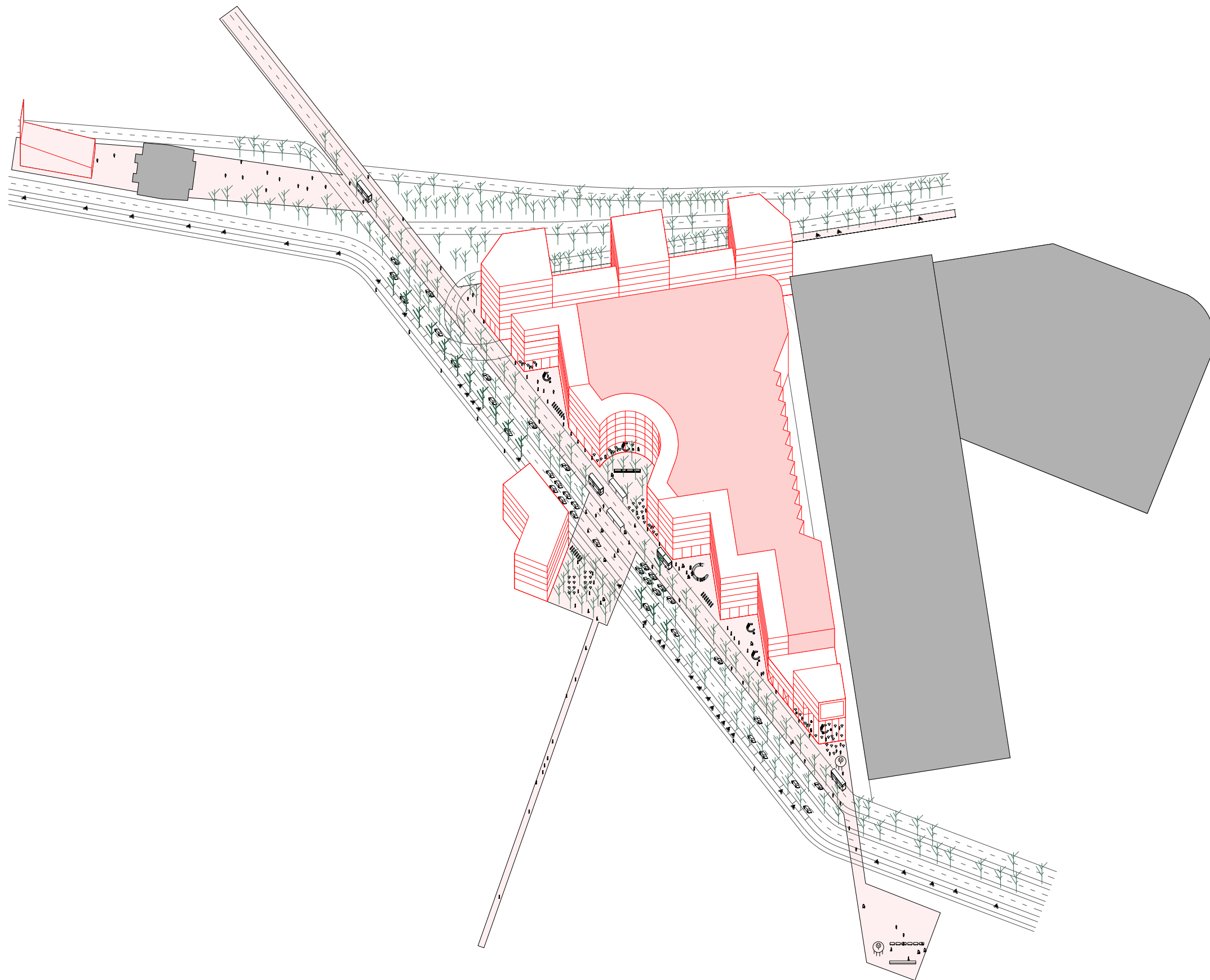
Fabric/ULB-Louise/CE, Urban Metabolism of the Brussels Metropolis



**lesson 4**  
**We must invent**

**Make smart types and combinations.**

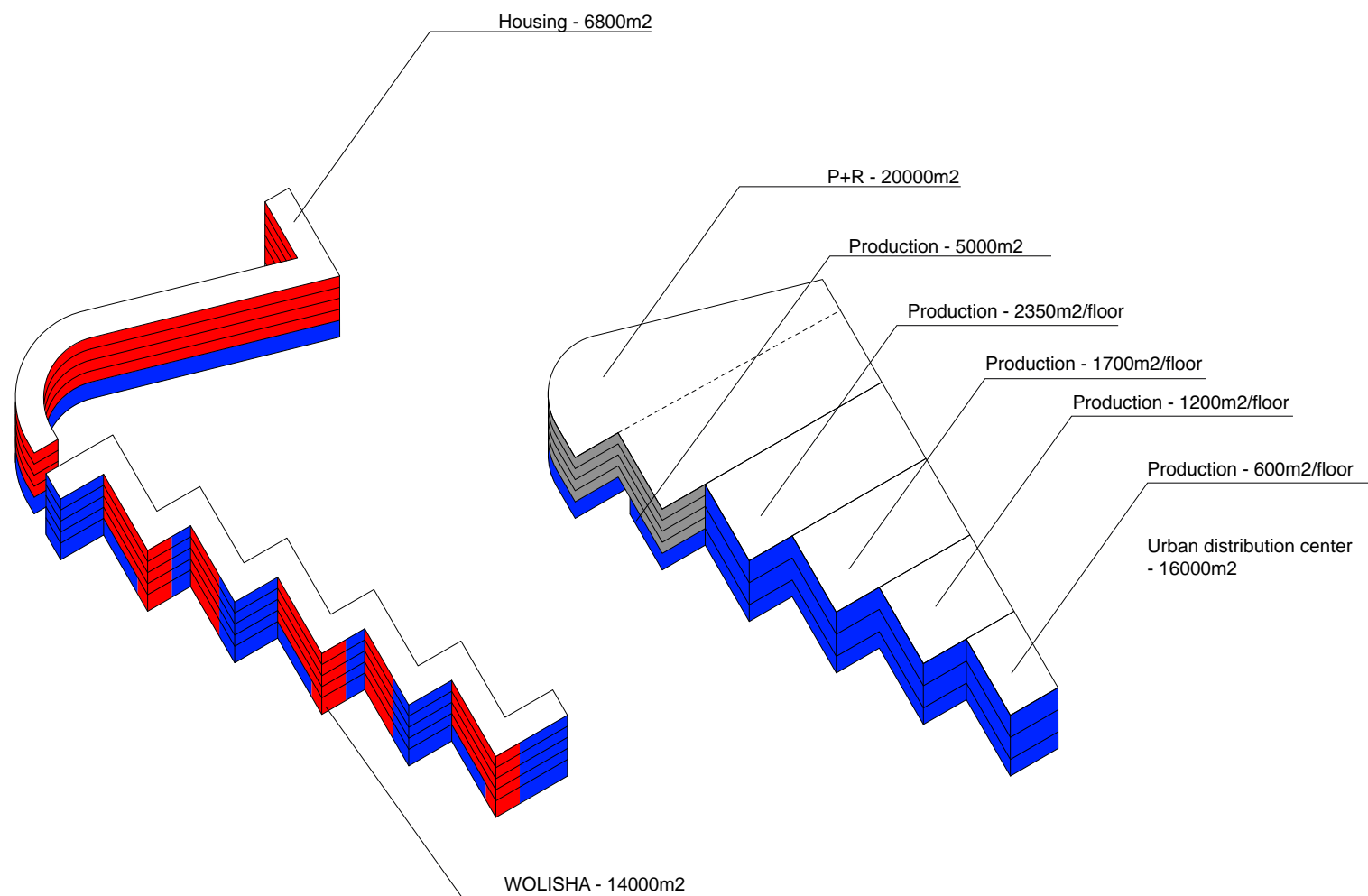
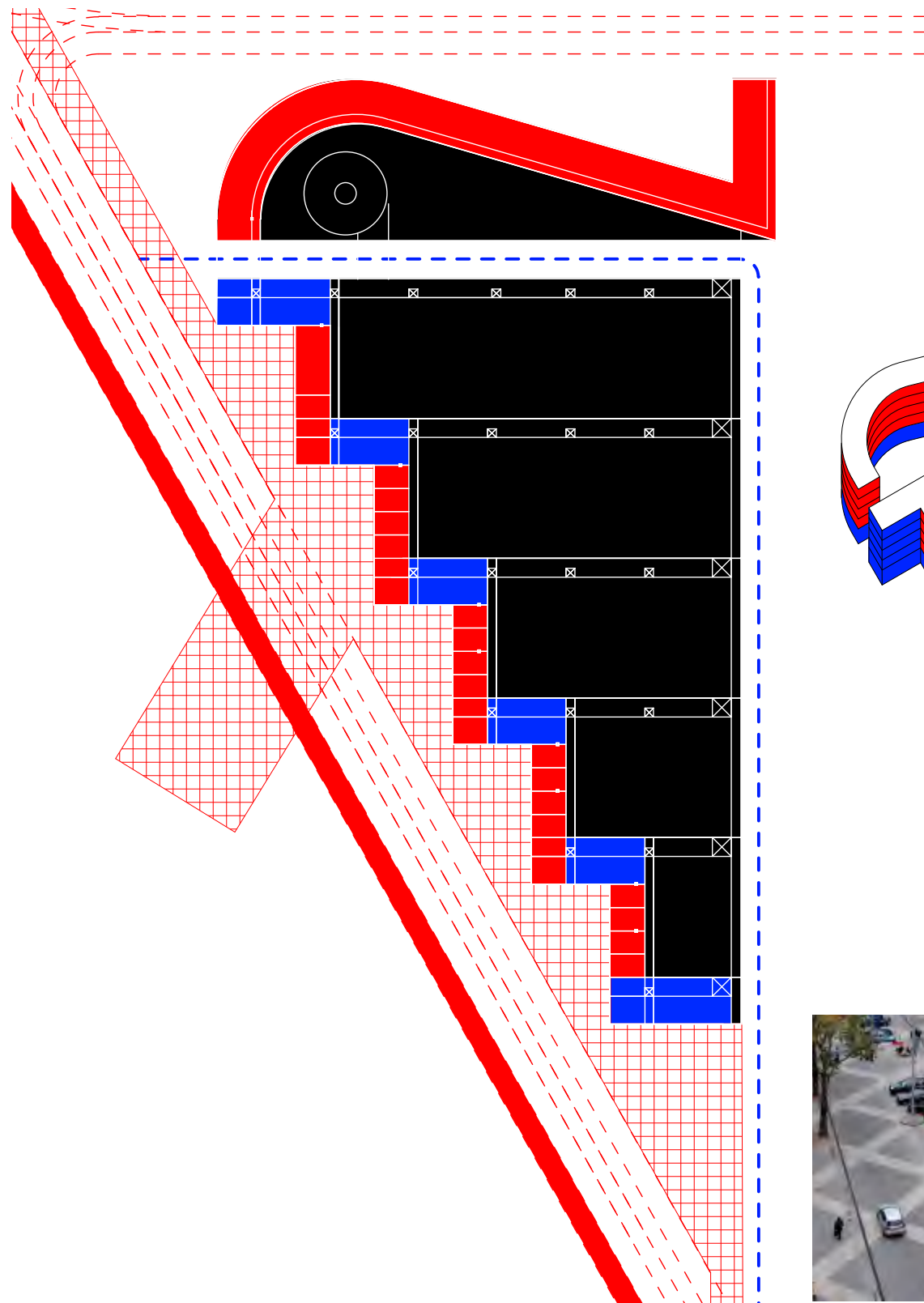




UN ESPACE PUBLIC PARTAGÉ

**CENTRAL, Metahub Delta**

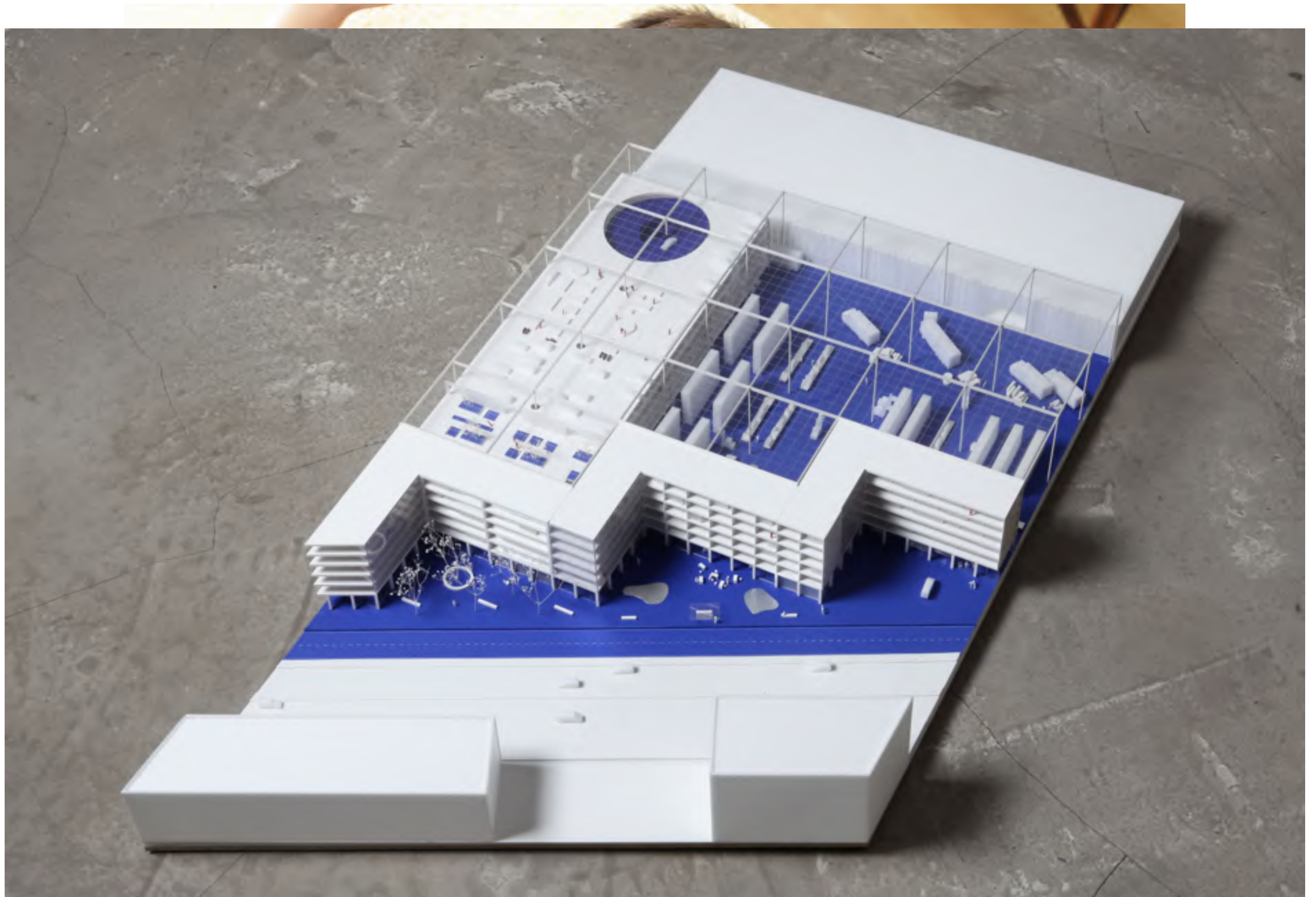




METAHUB

CENTRAL, Metahub Delta





**CENTRAL, Metahub Delta**





**CENTRAL, Metahub Delta**





**CENTRAL, Metahub Delta**



# **lesson 5**

## **Share the city**

**Create shared infrastructure and common space.**



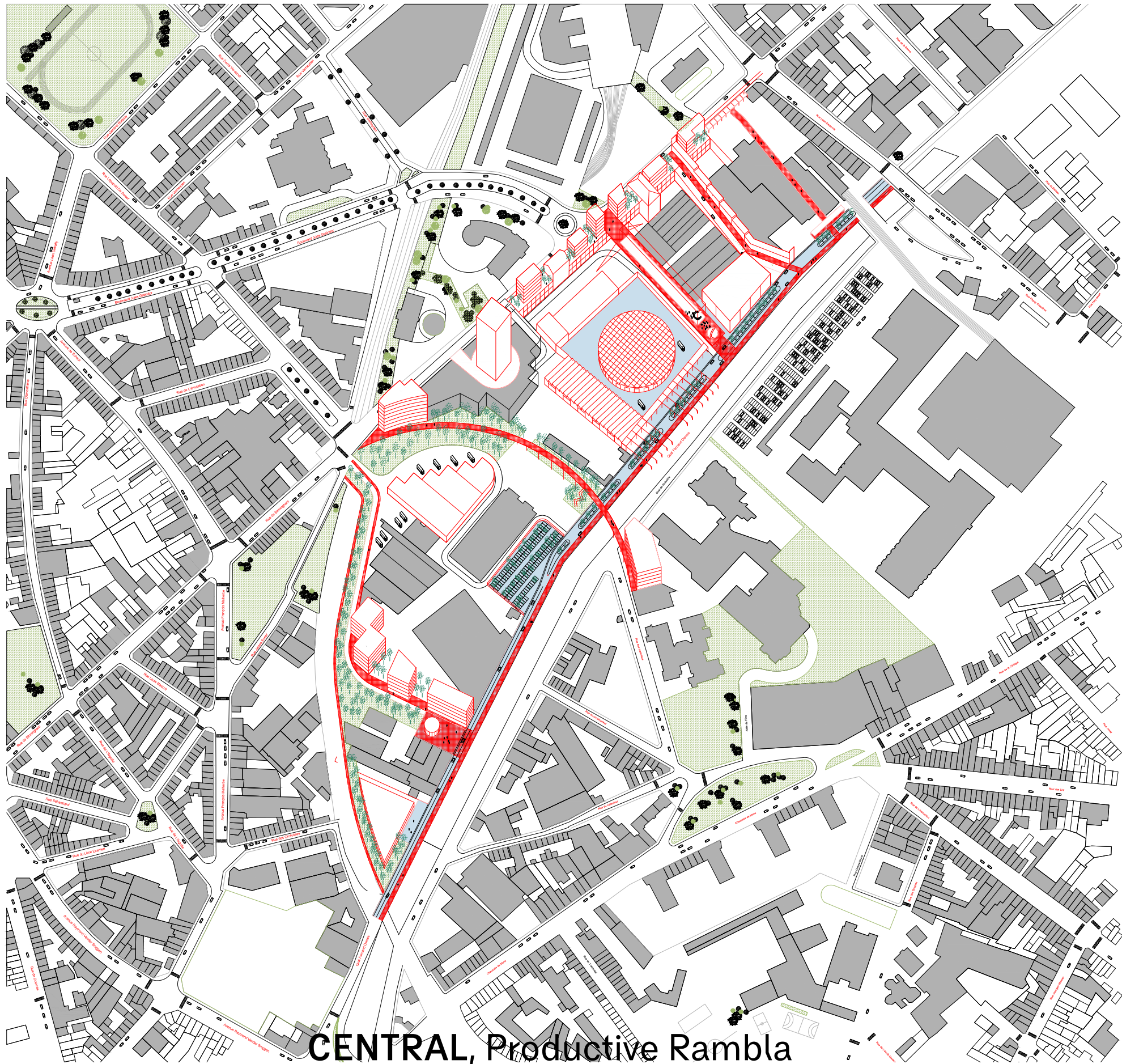






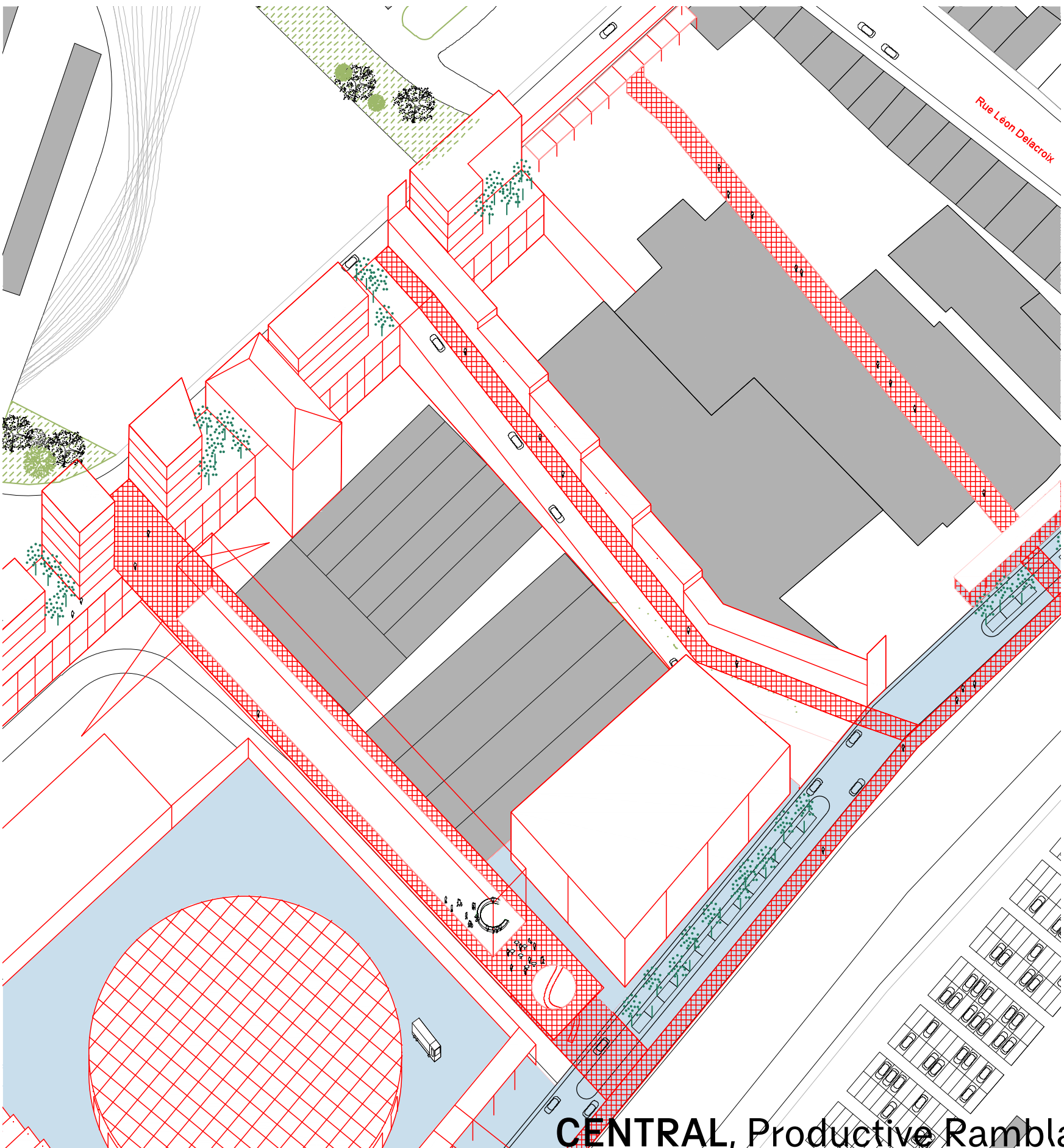
Zürich - Dynamo Metal Workshop





**CENTRAL, Productive Rambla**



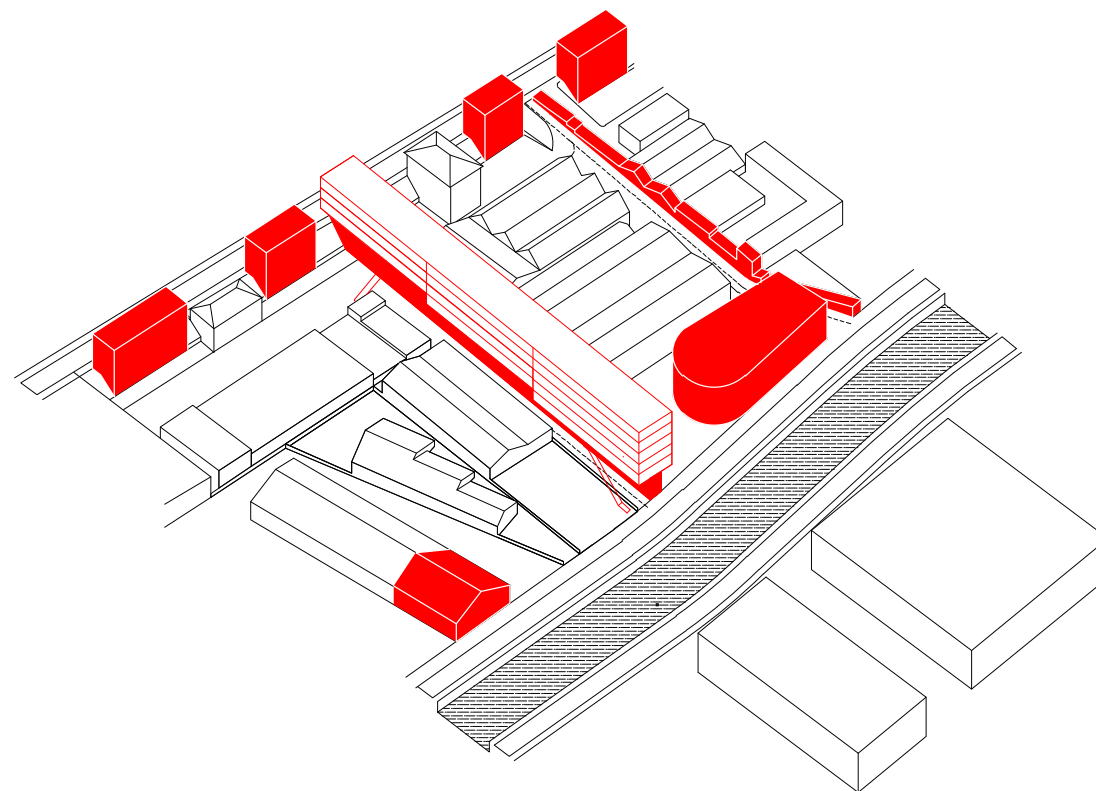
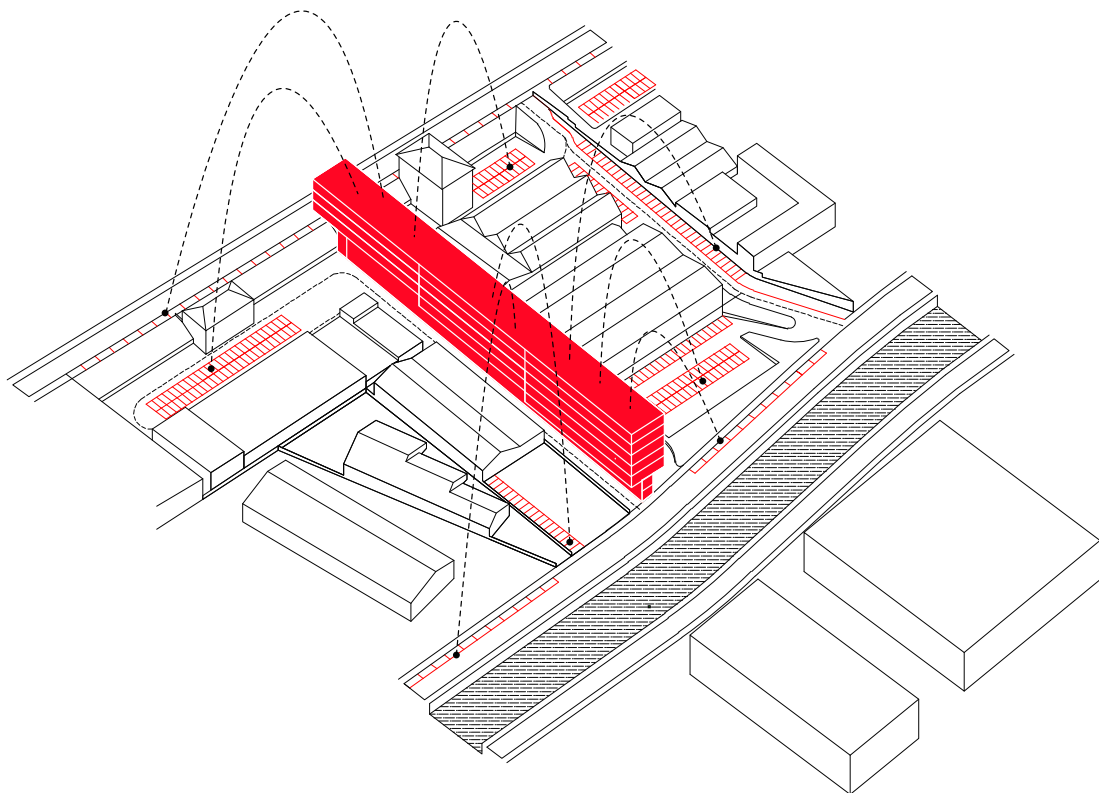


# CENTRAL, Productive Rambla

centralité commerçante - centralité traversante - centralité publique







SHARED RACK

**CENTRAL**, Productive Rambla

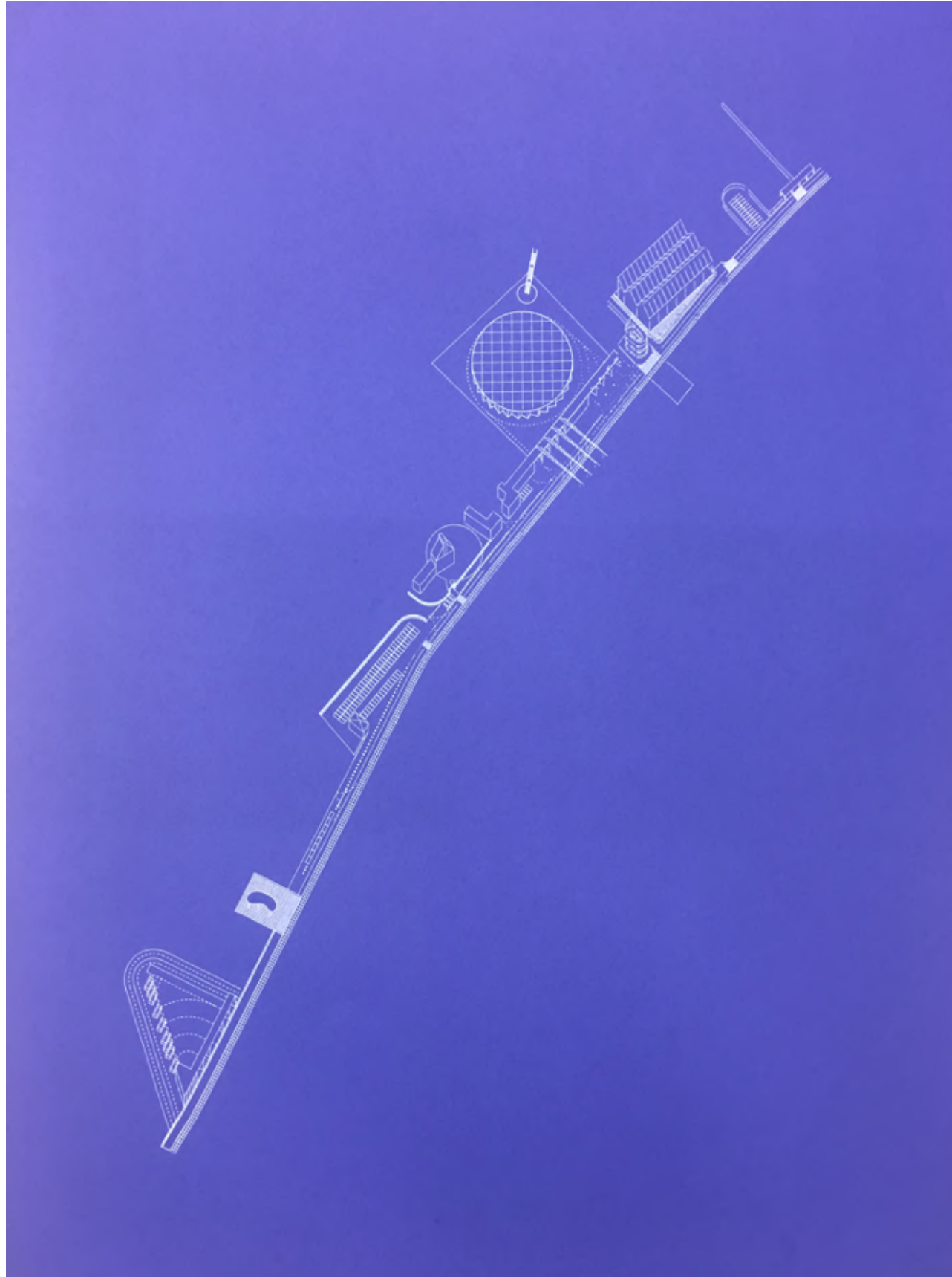




The image is a detailed architectural site plan of a city center. A central 'Productive Rambla' runs diagonally from the bottom left towards the top right. This central axis is flanked by various urban blocks. To the left of the Rambla, there are several blocks with a grid-like street pattern and numerous small, rectangular building footprints. To the right, the blocks are more irregular in shape, with some featuring larger, more complex building footprints. A prominent circular feature, possibly a plaza or a large building footprint, is located in the upper right quadrant. The overall layout suggests a planned urban environment with a central spine and surrounding residential or commercial blocks.

**CENTRAL, Productive Rambla**





**CENTRAL, Productive Rambla**





**CENTRAL, Productive Rambla**





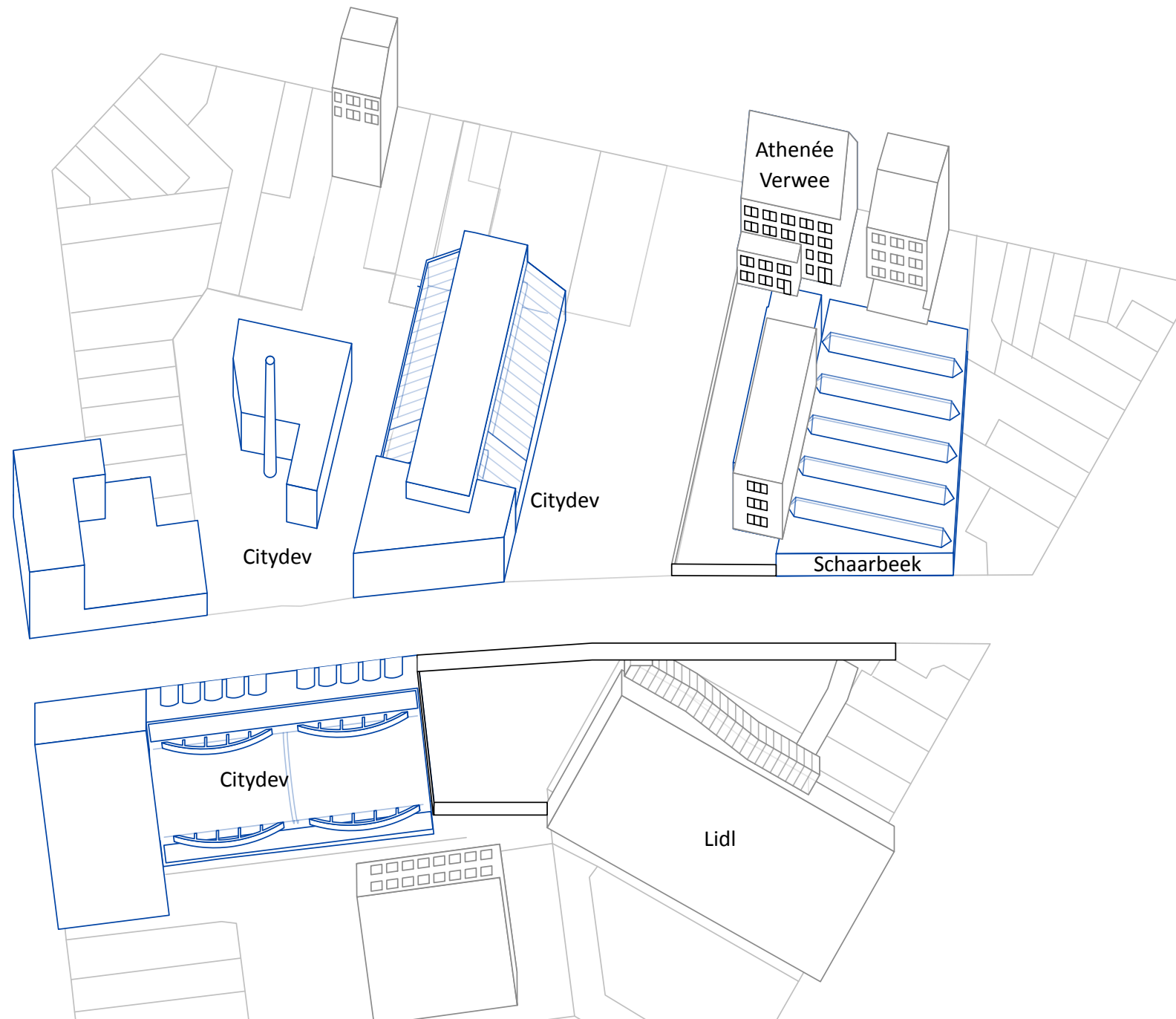
**CENTRAL, Productive Rambla**



## **lesson 6**

# **Connect the thinkers and the makers**





20 m

existing infrastructure and potential actors

Plusoffice Architects, The Productive School, Masui





20 m

proposal: smarter juxtaposition

Plusoffice Architects, The Productive School, Masui





Plusoffice Architects, The Productive School, Masui





Plusoffice Architects, The Productive School, Masui

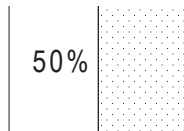


## **lesson 7**

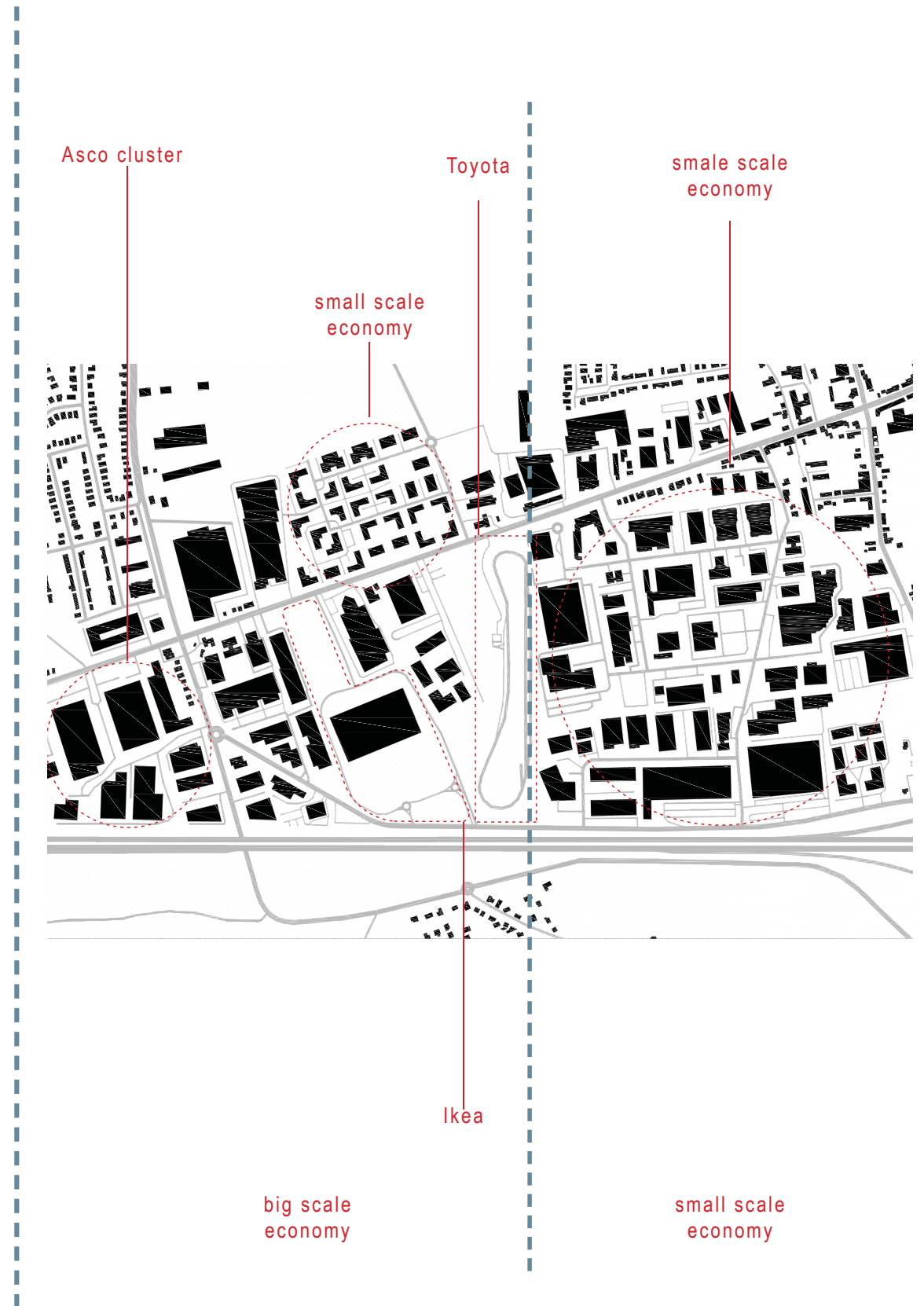
### **Give voice to the productive actors**

**Form the right coalitions  
between industrials and developers,  
between public authorities, private actors and citizens.**





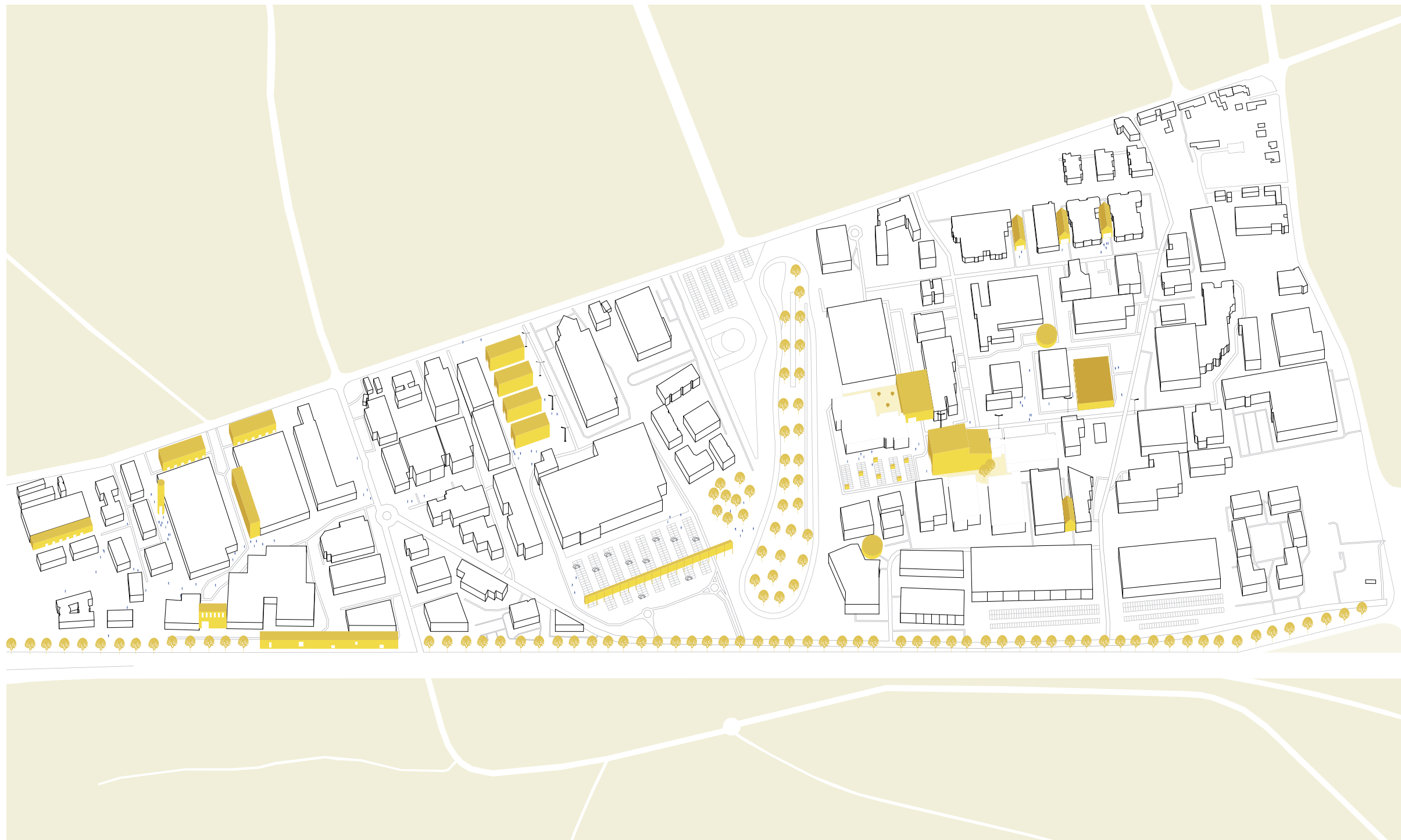
current regulations



URA  
YVES  
MALYSSE  
KIKI  
VERBEECK

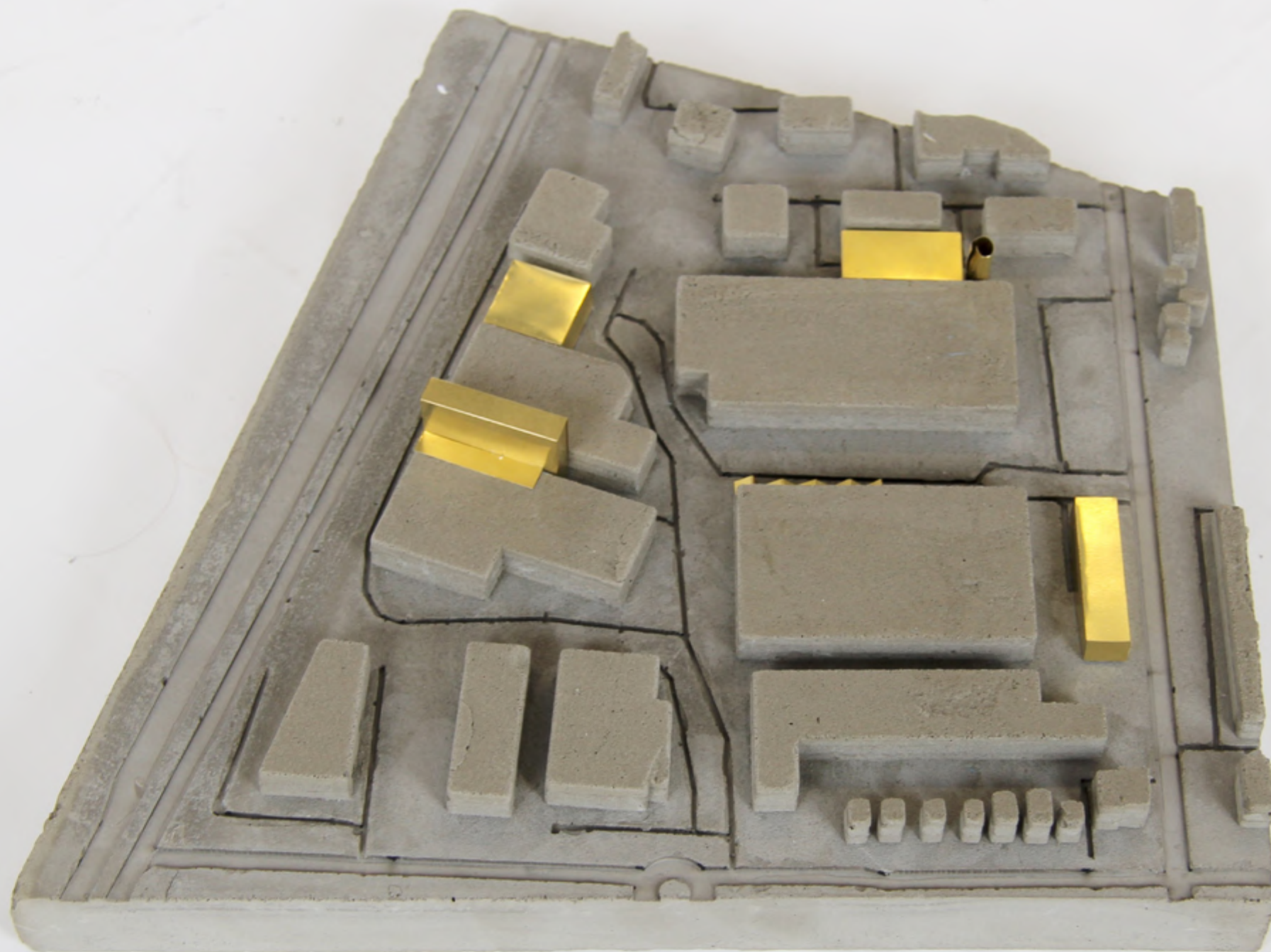
URA Architects, Nossegem





URA Architects, Nossegem





URA Architects, Nossegem





URA Architects, Nossegem



**6 A GOOD CITY HAS INDUSTRY**

**THIS IS IMPORTANT**

**WE MUST INVENT**





**[www.atelierbrussels.eu](http://www.atelierbrussels.eu)**  
**[www.architectureworkroom.eu](http://www.architectureworkroom.eu)**



# Atelier Brussels

The Productive  
Metropolis