

XML

Profile

XML is an Amsterdam based creative agency operating in the fields of architecture, urbanism and research. XML is committed to designing architecture that both reflects and provokes contemporary ways of life. The office is fuelled by a research-driven approach that turns a careful analysis of a project's core challenges into the driving force of design. By understanding program organization as a key strategy within each project, XML aims to establish new relations between buildings and continuously evolving societies.

The office is involved in projects ranging from the scale of developing a series of scenarios for organizing the Olympics in the Netherlands for the Dutch Ministry of Infrastructure and Environment to designing an auditorium for de Appel Arts centre in Amsterdam. Projects include a design for a new UN headquarters in Bonn, an arts pavilion in Hong Kong and researching the architecture of plenary halls of parliaments around the world.

XML has received numerous awards and honors including two first prizes in the pan European architecture prize European. The office was a finalist for the Prix de Rome 2014, the oldest and largest Dutch state prize for Architects under 40.

The work of XML has been featured in numerous exhibitions and institutes, such as at the Netherlands Architecture Institute, the International Architecture Biennale in Rotterdam, the Dutch House of Representatives in The Hague and in the main exhibition of the 14th International Architecture Biennial in Venice.

XML is led by two partners, Max Cohen de Lara and David Mulder van der Vegt who founded the office in 2008. Along side of their architectural practice they have taught at Delft University of Technology, the Academy of Architecture Amsterdam and at the Dessau Institute of Architecture. Currently, both partners are founders and directors of the two year Master Program 'Designing Democracy' at the Sandberg Institute in Amsterdam.

Awards

2014

Finalist Prix de Rome, NL

2013

Honorable Mention United Nations Headquarters, Bonn, DE

Second Prize UNESCO World Heritage Center

Honorable Mention Concrete Innovation Prize,

2011

Second Prize Ymere NAI competition 2011, NL

Grant The Netherlands Foundation for Visual Arts, Design and Architecture, NL

2010

First Prize European 10, Tallinn, EE

Honorable Mention European 10, Madrid, ES

Honorable Mention European 10, Munich, DE

Nomination NVJ / BNO Infographics Prize 2010, NL

Grant The Netherlands Foundation for Visual Arts, Design and Architecture, NL

2009

Shortlisted Ymere NAI competition 2009, NL

First Prize Hugo Boss advertisement competition, New York, USA

Second Prize Extension of the Moulin Rouge competition, Paris, FR

2008

Shortlisted Tokyo Design Week / Dezeen competition, JP

First Prize Poorten Naar Friesland competition, NL

Grant The Netherlands Foundation for Visual Arts, Design and Architecture, NL

First Prize European 9, Almere, NL

Exhibitions

Solo

2013

'Speculative Realities' Gallery HKU/SSC, Shanghai, CN

2011

'Theaters of Democracy' The Dutch House of Representatives, The Hague, NL

Group

2014

'Prix de Rome Architectuur', Het Nieuwe Instituut (HNI), Rotterdam, NL

'Monditalia', the 14th International Architecture Exhibition of la Biennale di Venezia, directed by Rem Koolhaas, Venice, IT

2013

'Radical Locality; actual potential' Bureau Europa, Maastricht, NL

2012

'Making City' 5th Internationale Architectuur Biennale Rotterdam, NL

2010

'Contemporealities' U-Turm, Dortmund, DE

'European Germany' Brauhaus, Dessau, DE

'European Exhibition' Architecture Museum, Tallinn, EE

'European 10' Netherlands Architecture institute (NAi), Rotterdam, NL

2009

'Open Fort 400' Zuiderkerk, Amsterdam, NL

'Dutch Design Works' Shanghai Creative Industry Week, Shanghai, CN

2008

'European 9' Netherlands Architecture institute (NAi), Rotterdam, NL

'IDFA Doclab', Amsterdam, NL

Academia

2014 - ongoing

Course director master's program 'Designing Democracy' Sandberg Institute, NL

2013

Associate Professor at Amsterdam Academy of Architecture, NL

2011 - 2013

Associate Professor at Dessau Institute of Architecture, DE

2010 - 2013

Associate Professor at Tilburg Academy of Architecture, NL

2009 - 2011

Associate Professor at Delft University of Technology, NL

United Natures

Client	Program	Adviser
Federal German government	Offices	ABT (structure, installations, sustainability, cost analysis)
Location	Size	Status
Bonn, DE	14.000 m ²	Honorable Mention (second phase international competition)
	Collaborator	
	LOLA Landschaft Architects	

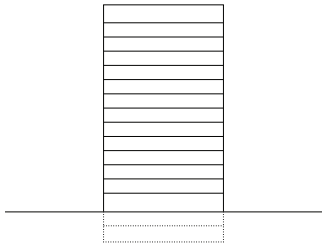


XML designed a new United Nations headquarters in Bonn. Part of the plan is a new 14,000 m² sustainable building for the UNFCCC, the part of the United Nations that is involved with international consultations about climate change, including the Kyoto protocol. Providing sufficient cooling and comfortable lighting conditions are important challenges when designing an energy efficient office building. By placing the glass facades under an angle, direct sunlight is avoided in Summer, reducing the need for cooling. Comparable to traffic towers at airports, the angled facade reduces glare, providing the

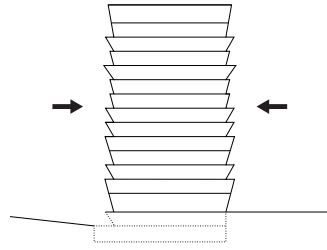
office workers with unobstructed views of the surrounding landscape.

For the planting of the connecting landscape all 193 UN member states will be invited to donate a plant. This way the landscape subtly describes the global nature of the United Nations. The angled glass facades reflect the surrounding world-landscape. Here, the typically anonymous architecture of international institutions blends together with the local context and the remarkable biodiversity of the campus landscape of plants and trees from all over the world. The

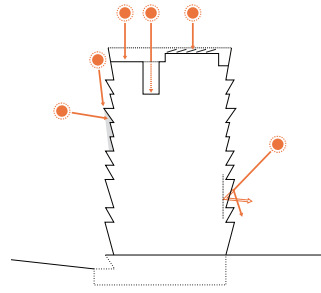
appearance of the building as an unfolding, reflective history becomes the representation of sustainability.



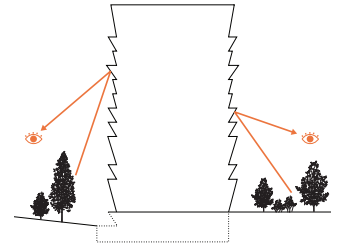
The program is organised in a compact office tower with open floor plans to create a cost effective and flexible building.



The glass facade that covers the entire building is put under an angle on every floor.



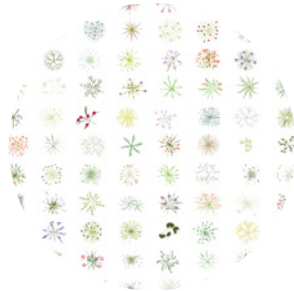
By placing the glass facades under an angle, direct sunlight is avoided in summer and glare reduced, providing the office workers with unobstructed views of the surrounding landscape.



The angled glass facades reflect the local context and the remarkable biodiversity of the campus landscape of plants and trees from all over the world.



For the landscaping of the campus, we suggest to take advantage of the diversity of the United Nations.



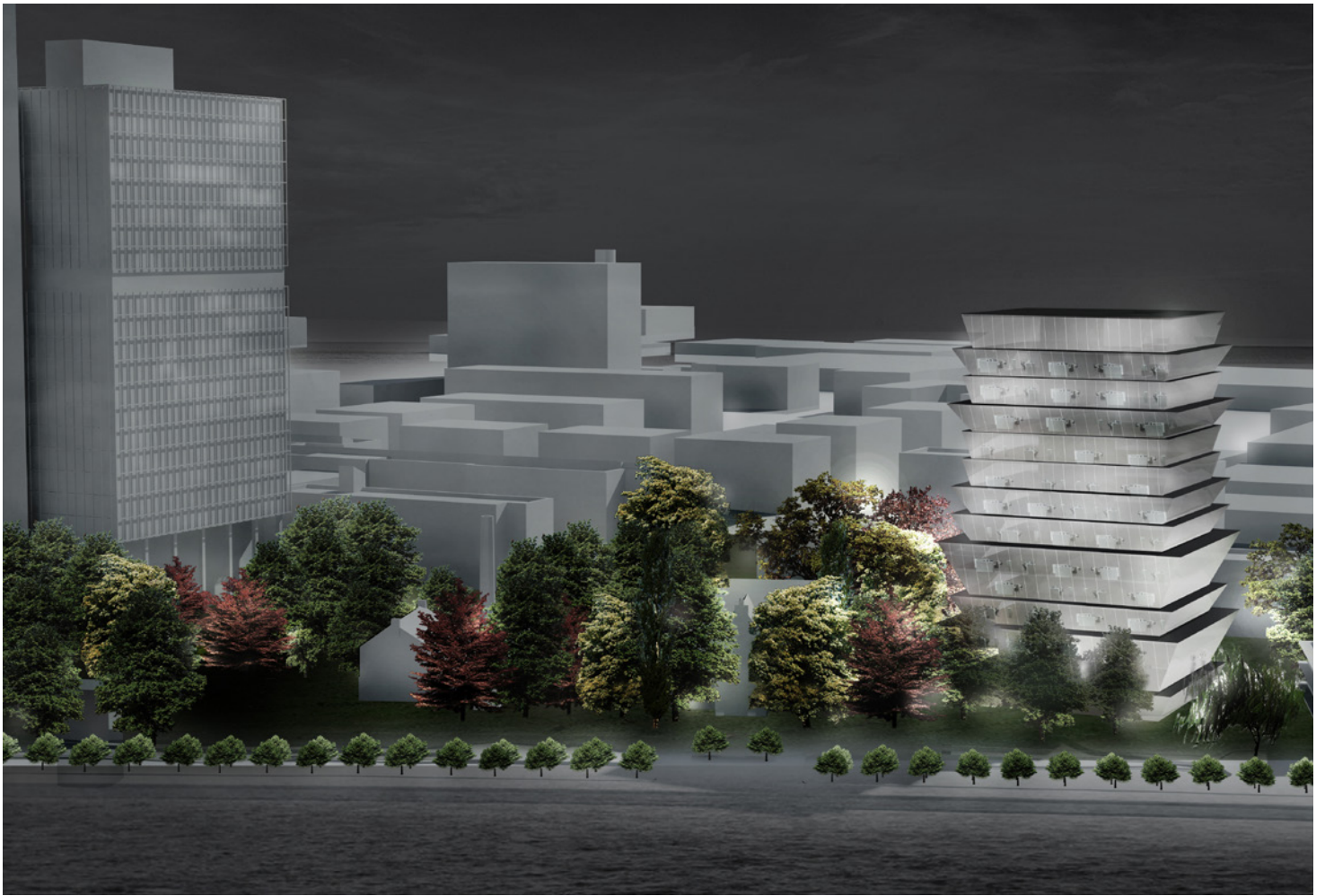
All 193 UN member states will be invited to donate a plant.



The campus landscape becomes a reflection of the global nature of the United Nations.



Views along the river Rhine



View from the river Rhine



View from the lobby towards the Rhine and the campus landscape



Model 1:500

Prix de Rome

Client
Mondriaan Fonds
Location
Rotterdam, NL

Program
Masterplan
Size
4 km²

Status
Finalist Prix de Rome 2014



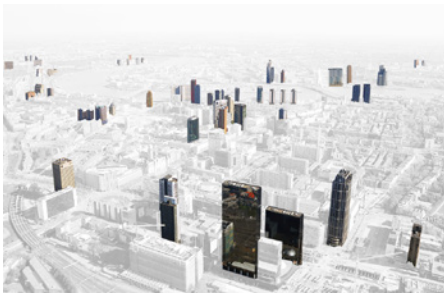
XML was finalist for Prix de Rome, the Prix de Rome is the eldest and largest Dutch State Prize for architects under 40. All shortlisted candidates were asked to develop a project for the innercity of Rotterdam.

Our project proposes Rotterdam taking an alternative urbanization scenario. Since the 1980s, Rotterdam aspires to develop itself into a high-rise city. Under the somewhat dislocating slogan 'Manhattan on the Maas', the city markets itself through buildings all trying to outgrow each other through superlatives. The result is a series of unconnected incidents, like scattered pieces of clothing from wardrobes gone out of fashion. An

impressive skyline in a city without grounding. Instead of a vertical urbanization model, our project proposes to urbanize Rotterdam horizontally.

Whereas the high-rise is the symbol of 20th century financial growth, the rise of information technology is already fundamentally changing society's economic and social structures. A society in which living and working are more hybrid conditions is rapidly replacing the modernistic dogma of the separation of living and working, which the Basisplan inscribed in Rotterdam's urban plan. Cities with a dense urban core with ample amenities and public

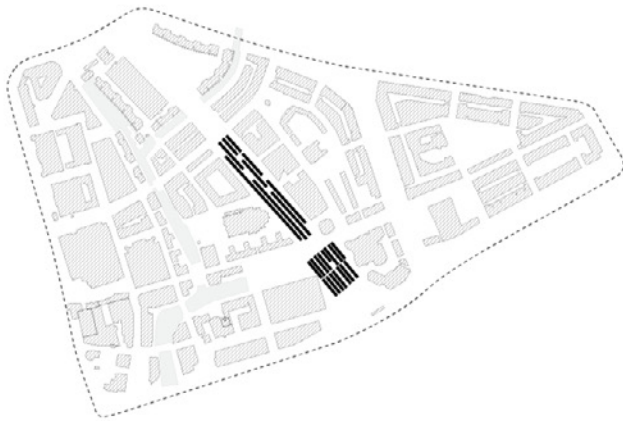
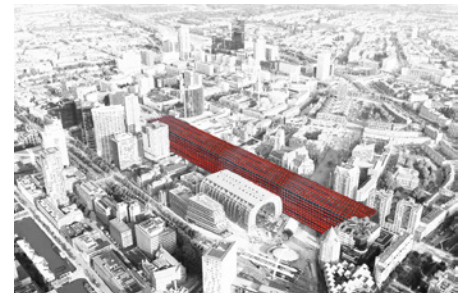
spaces, such as Copenhagen or Barcelona, unexpectedly prove to be highly successful in accommodating this shift in society. Different from the verticality of global financial centers, density in these cities is organized horizontally, allowing a maximum of exchange between program and public spaces. Building on Rotterdam's tradition of perpetual reconfiguration, this project asks what a modern city can look like horizontally. Not by proposing a singular architectural symbol, but through inscribing a horizontal urban life that brings together all the elements – flexibility, diversity and communication – that Rotterdam needs for its future.



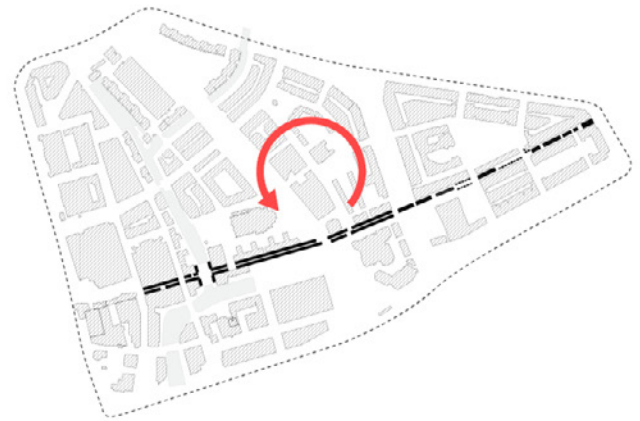
As an alternative to the vertical urbanisation model...



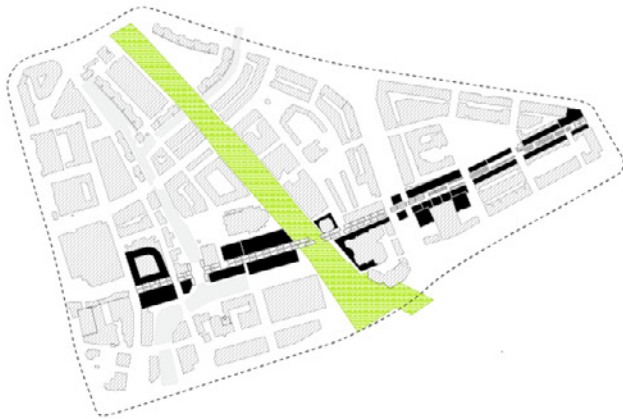
...this project proposes to densify Rotterdam horizontally



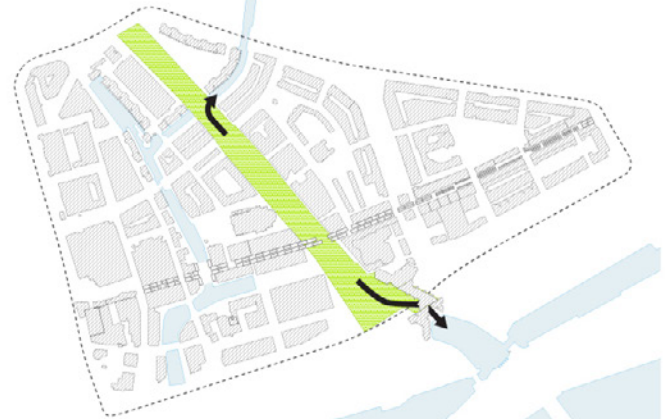
Existing situation



Relocating the market from Binnenrotte to the Hoogstraat



Hoogstraat and Rottepark



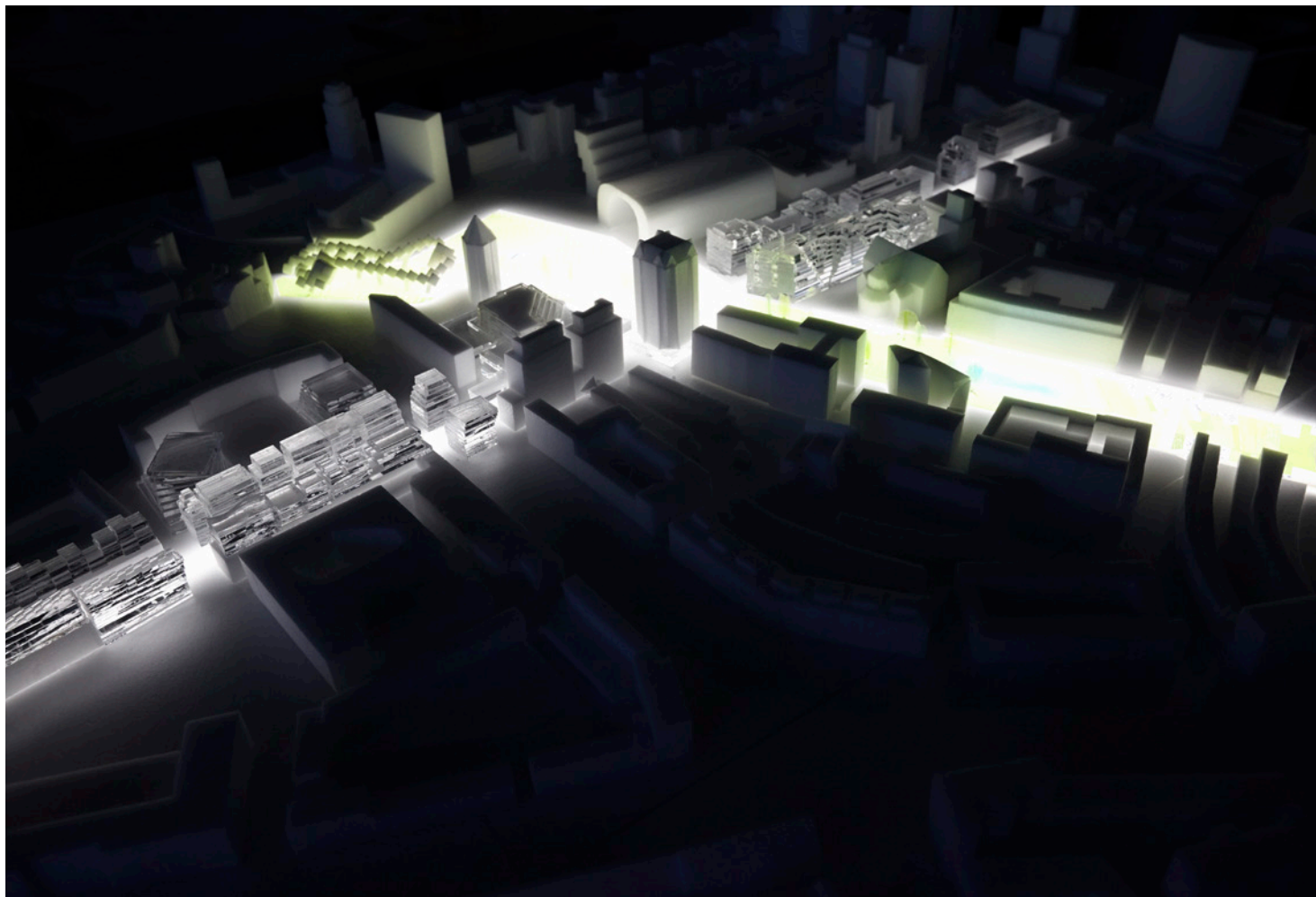
Reconnecting Rotte and Oude Haven



Reconnecting city and hinterland



Densification around the intersection of city and landscape



Model 1:1000



Train station exit at crossing Hoogstraat and Binnerotte



West side Hoogstraat



East side Hoogstraat

Art Square

Client

The West Kowloon Cultural District
Authority (WKCD)

Location

Hong Kong, CN

Program

Arts pavilion

Size

470 m²

Collaborator

Stefan AI

Advisers

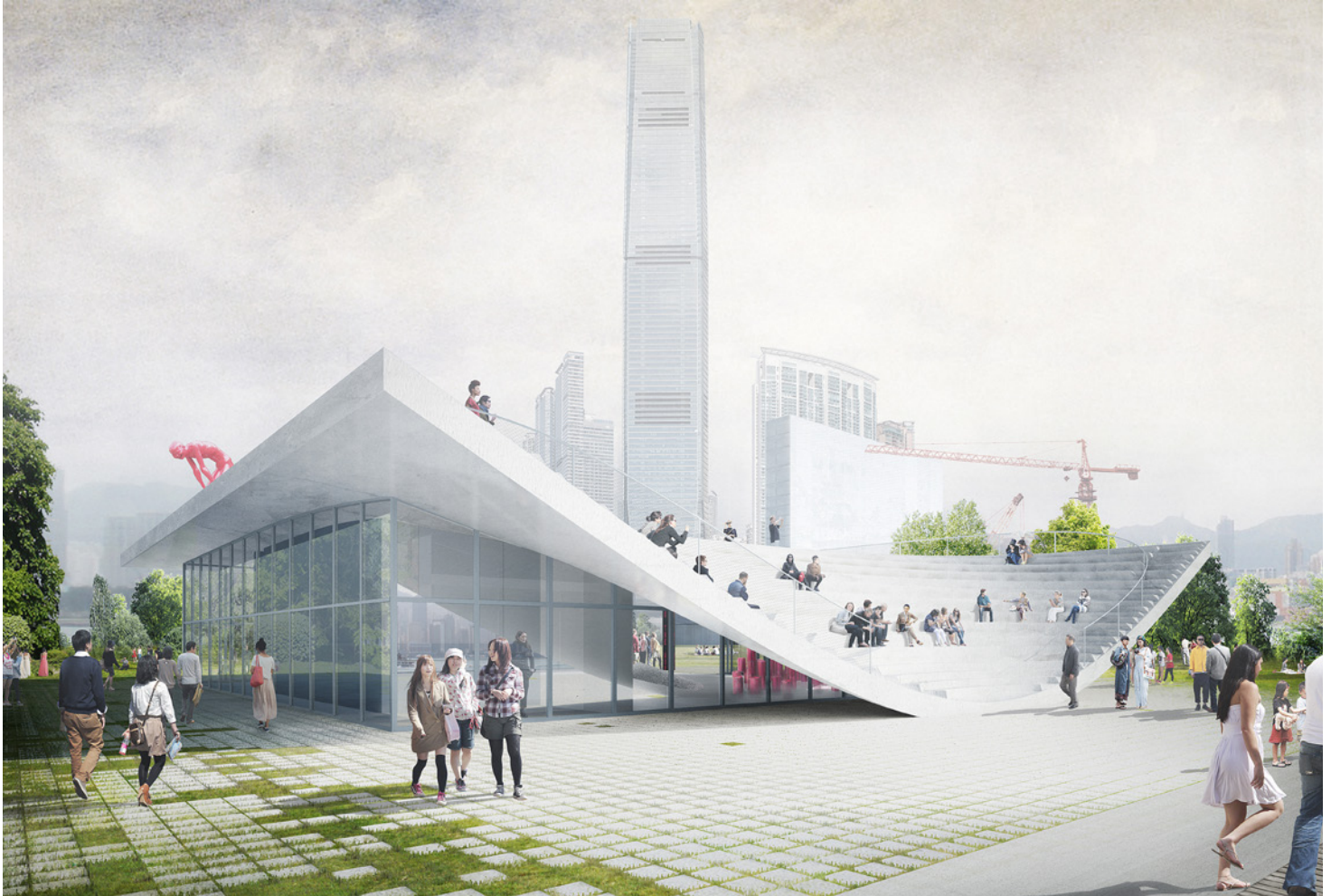
AGC Design Ltd (local architect)

Arup Hong Kong (structure,
installations, sustainability)

Sweett Group (cost analysis)

Status

Competition



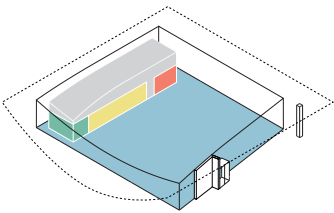
For the West Kowloon Cultural District in Hong Kong, XML designed a new Arts Pavilion. By reimagining the classical Miesian pavilion typology of a glass box and roof, this proposal sets out to create a pavilion that offers two distinct types of exhibition spaces. Under a large canopy, a glass-enclosed box offers a 4,5meter high unobstructed space, that can be adapted to an infinite amount of layouts for the exhibition of painting, sculpture, video, photography and other media. The northeast corner of this glass façade can slide open, allowing the exhibition area to be extended outdoors towards the future M+ Museum.

On the waterfront, the canopy slopes downward and becomes a public 'art square' as a second exhibition space. This square connects to the water as a welcome differentiation of the waterfront promenade. From here, the steps onto the roof create a small amphitheatre offering views to Central and Victoria Harbour, as well as an elevated platform for exhibiting outdoor art. In this way, the pavilion can accommodate art in all its disciplines: whereas the inside space lends itself primarily to the visual arts, the outside space can also be a platform for time-based arts such as performance, theatre, music and cinema.

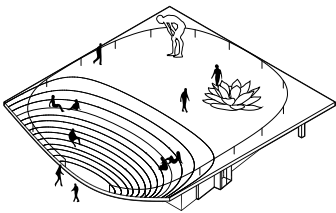
The potent yet simple shape together with the wide array of possible configurations for exhibiting art will give the pavilion prominence in the large new development of the WKCD. Here, the architecture of the pavilion serves art by adding public space to Hong Kong's urban life and by bringing together different audiences. Hence, the pavilion – A2 – is not only a place for experiencing art, but also a place that offers a new perspective to contemplate and reflect the city itself.



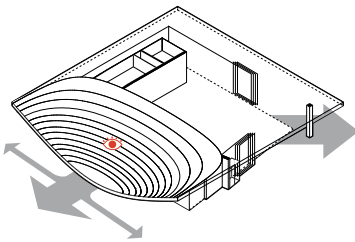
View towards Victoria Harbour



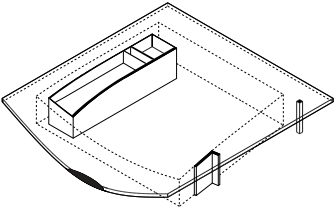
Program



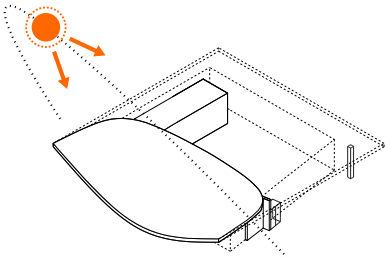
Art Square



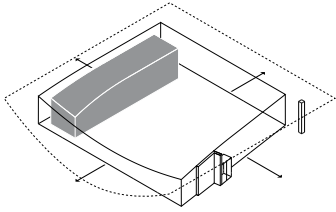
Orientation



Structure



Sun shade



Design flexibility



Single artist



Event

Fort X

Client

Ymere

Location

Amsterdam, NL

Program

Cultural, commercial, office, hotel, housing

Size

28.000 m²

Key Consultants

Arup (structure)

Status

Competition, finalist



In the open docklands of Amsterdam-Noord, this project aims to develop a building that incorporates living and working in a contemporary way. The central issue is how a significant public space can be developed in the vast expanse of a post-industrial landscape.

The program for the building consists of homes and work and commercial functions in equal parts. The program has been accommodated in six low-rise eight-story volumes. The collective programs are organized in the middle of each individual building. The connections between

the six buildings create a linear volume facing the IJ waterfront. At the central zones of the collective programs, an incision in the building connects the various programs. The incision creates a platform and, as a public space, this platform will be fuelled by the collective programs within the building. At a single point, this space moves towards the water along the lines of the landscape, uniting platform and ground level.

Serlachius Museum

Client

Gösta Serlachius Fine Arts
Foundation

Location

Mänttä, FI

Program

Museum (expansion): galleries, office,
archive facilities, restaurant

Size

Masterplan 15.000 m²

Status

Competition



The required programme has been distributed along a continuous route that connects different programmatic clusters such as galleries, storage, restaurant and office. By bending this route into a circle two conditions have been organized: on the inside of the circle a series of enclosed exhibition spaces allows visitors to focus on the experience of art, on the outside of the circle the continuous route that connects the programmatic clusters allows for alternating this intimate experiences with views on the surrounding nature.

The irregular residual space between the programmatic boxes is turned into a Gallery Garden, continuing the tradition of landscape architecture that is part of the museum's history. When strolling the museum, visitors will turn their bodies both to art and nature, depending on their location along the museum's routing. The continuous route is not only organising the museums' programme, but it also mediates between two worlds - the inner world of art and the external world of nature - that ultimately meet in the experience of the museum's visitor.



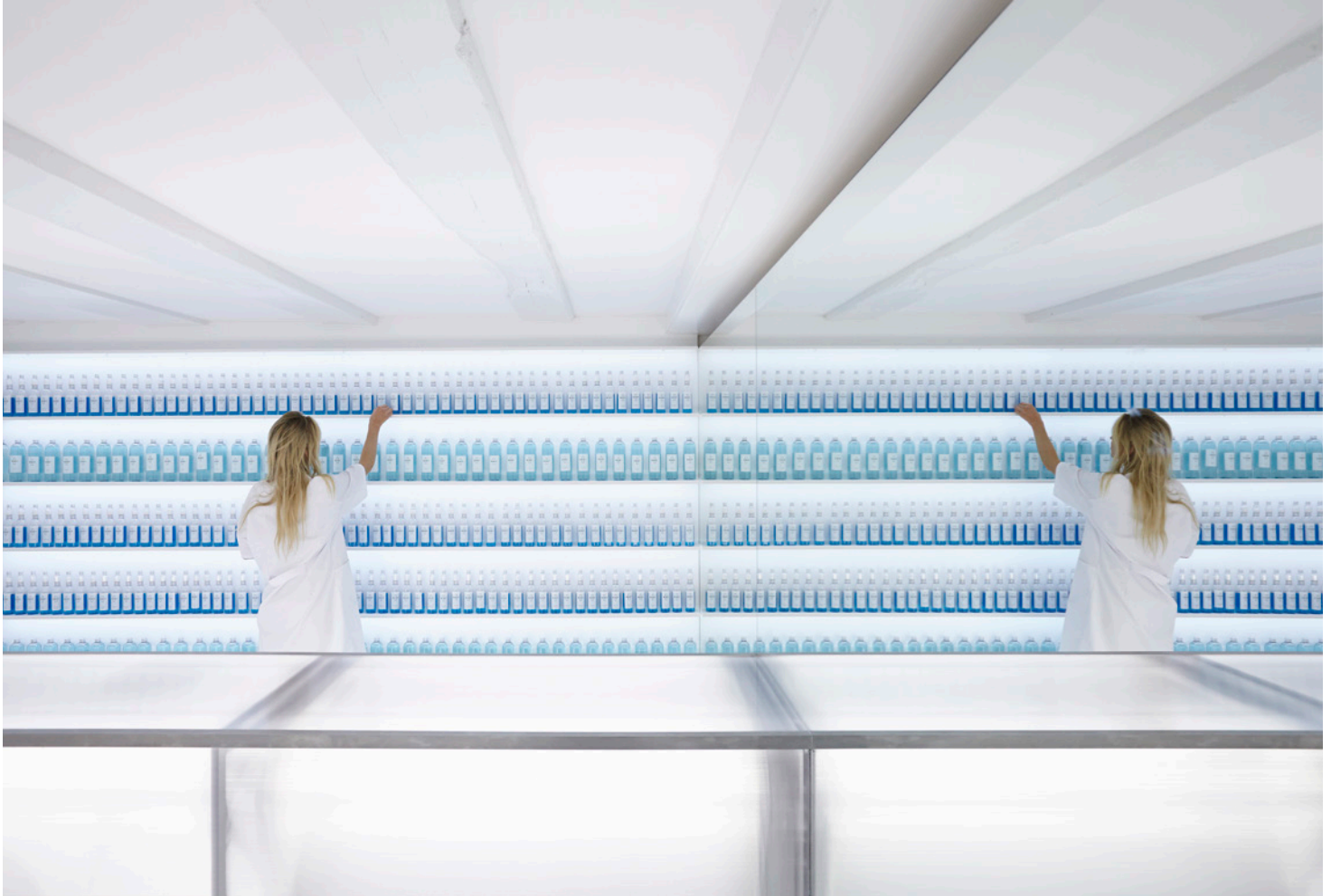
Model 1:500

White Store

Client
HIC
Location
Amsterdam, NL

Program
Store
Size
50 m²

Status
Completed



In the heart of Amsterdam's Red Light District, XML designed a store saturated in white light. The Red Light District in Amsterdam is currently transforming from an area dominated by the sex industry to a more programmatically diverse neighbourhood. The store is located in the heart of this district and is part of this gradual transformation. XML's challenge was to come up with a design that could attract people that pass by and yet communicate to be something completely different than its neighbours.

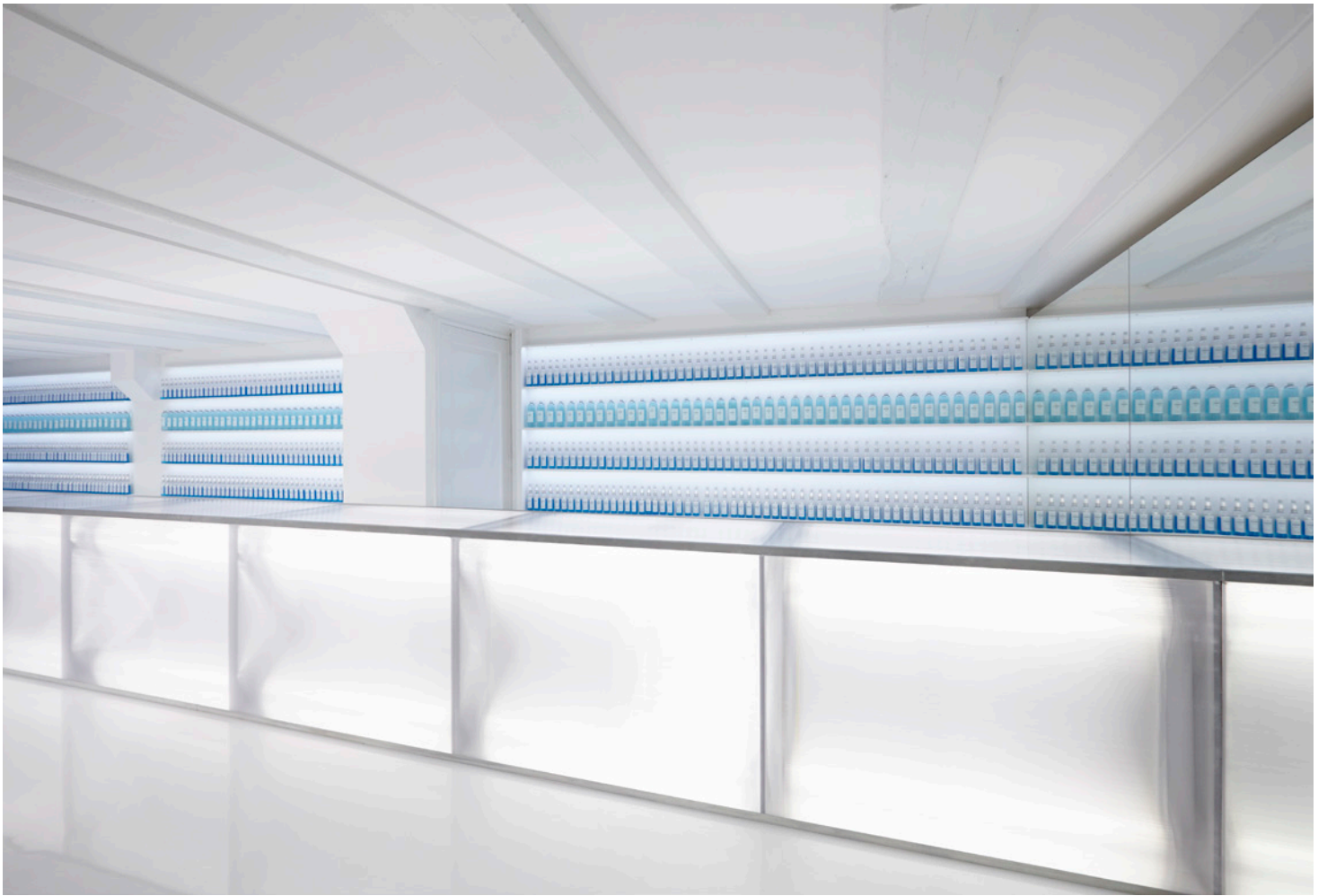
We decided to play with the idea of light, as it is already the most important aesthetic feature of the area in the evening.

Core element in the White Store interior is a 9 meter translucent bar containing 28 tube lights that creates a glowing white light amidst the red lights in the area. The element refers to the idea of a reception counter, familiar from pharmacies. A mirror at the end of the shop extends the length of the bar element and visually doubles the small space of the 17th

century Amsterdam souterrain in which the store is located.

Behind the bar, staff dressed in white lab coats offers visitors information about the health benefits of the vitamin drink. The products for sale are displayed on long shelves of folded metal with integrated lighting.





View from outside.

14th International Architecture Exhibition la Biennale di Venezia

Client	Location	Exhibition XML
la Biennale di Venezia	Venice, IT	Theaters of Democracy
Support	Group exhibition	Status
Embassy of the Netherlands in Rome	'Monditalia'	Complete



In the contribution 'Theatres of democracy', XML brings together its ongoing research into spaces of political congregation with an analysis of the typology of the semi-circular Greek theatre as an architectural device for democracy. Even though today's representative democracies face different forms of crisis, many houses of parliament still draw upon an ancient architecture. The dominant model for spaces of political congregation remains the semi-circular typology of the Greek theatre, as preserved in Siracusa's Teatro Greco in Sicily. By exploring citizenship as a form of

spectatorship, the XML installation in the Corderie of the Arsenale contrasts the inclusive architecture of Teatro Greco and the feeling of exclusion that many associate with today's mediated politics. On one side of a wall, visitors can look through a series of peepholes into today's halls of parliaments. The other side of the wall presents a wallpaper with a genealogy of the semi-circle that shows how the semi-circle has travelled to modern times - whereas the semi-circle as a symbol of democracy persisted, the reality of democracy has changed significantly. Over the last years, XML has visited

and documented spaces of political congregation across the world. Part of that research is presented in this installation that contrasts the interiors of contemporary parliaments with an analysis of the history of the semi-circle: from the inclusive space of the open air Greek theatre to contemporary parliaments built as television studios. How did the meaning of the semi-circle change from an architecture of collectivity, to a mere symbolic architecture that leaves the task of shaping politics to media? And how can our spaces of political congregation be modernized while taking the genealogy of the semi-circle fully into account?

Mansholt exhibition

Client
Bureau Europa
Location
Maastricht, NL

Program
Exhibition
Size
256 m²

Status
Completed 2014



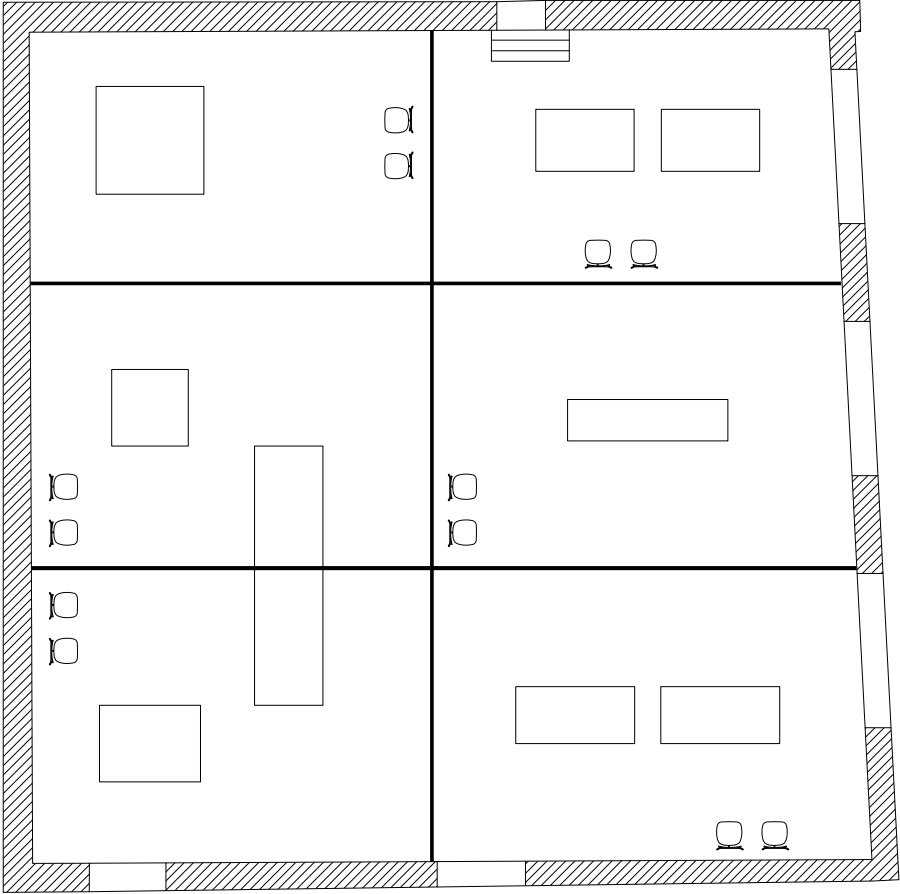
For the exhibition 'Mansholt, Landscape in Perspective' in Bureau Europa in Maastricht, XML designed an installation of glass walls that divide the main exhibition space into separate rooms. These rooms represent consecutive episodes in the biography of the Dutch politician Sicco Mansholt (1908 - 1995), providing insight into the changing relationship between agriculture and landscape in post-war Europe.

The architectural design by XML takes this biographical structure of the exhibition as a starting point. The design uses the traditional museum typology of an enfilade to divide

Bureau Europa's main exhibition space into a series of separate, thematically organized spaces. The glass wall grid references the rationalization and consequential bureaucratization of the landscape. The transparent walls allow visitors to make unexpected connections between different historical and biographical moments, so that past and future are always present simultaneously throughout the exhibition.

The six generic rooms have been made specific by the use of tables of various sizes containing unique historical material. A selection

of films provides an overview of the changing representation of agriculture over the last fifty years. While the first four rooms focus on a collection of historical maps and photographs, the two final rooms present a selection of contemporary ways of thinking about the relationship between agriculture and landscape, including Christien Meindertsma's 'Flax' project and the 'Hunnie' project by artists Sophie Krier and Henriëtte Waal. This way, the exhibition shows how changes in ideas about the organization of society can manifest themselves in the design of the landscape.



Plan



'Theaters of Democracy' exhibition at the Dutch Parliament

Initiative	Location	Collaborator
XML	Global	Technical University Delft (TU Delft)
Support	Status	
Creative Industries Fund, Mondriaan Fund, DOEN Foundation	Completed	



Parliament is the place where you can actually see democracy take shape. Inside the houses of parliamentary, cabinet members, members of parliament, the media and the general public interact with each other. The architecture of these halls affects the interaction in specific ways. Depending on whether members of parliament are positioned 'at arm's length' from each other (United Kingdom), five meters apart (Denmark), or fifteen meters apart (Germany), the debate in each hall evolves in a wholly different atmosphere. Clearly, the architecture of a parliament's interior plays a significant role in the ways in

which the nation's political culture is manifested.

Based on these reflections, XML worked with master students of the Faculty of Architecture of Delft University of Technology on a research and design project into spaces of political congregation during the Fall semester of 2010. As part of this study a number of proposals for a redesign of the plenary hall of the Dutch House of Representatives (Tweede Kamer) have been developed.

In March 2011, the results of research and design were exhibited in the

main hall of the Dutch House of Representatives. A long wall presents the results of the research. On the opposite side of the space a long continuous table shows seven models of a new plenary hall for the Dutch parliament. Together, table and wall create a space envisioned as a public agora to discuss the research and designs and more importantly the question of how we want to give shape to our collective spaces of political congregation.



Floor leader of the liberal democrats Alexander Pechtold visits the exhibition



Speaker of the Dutch parliament Gerdi Verbeet opens the exhibition

Parliament

Client

XML

Location

Internet

Program

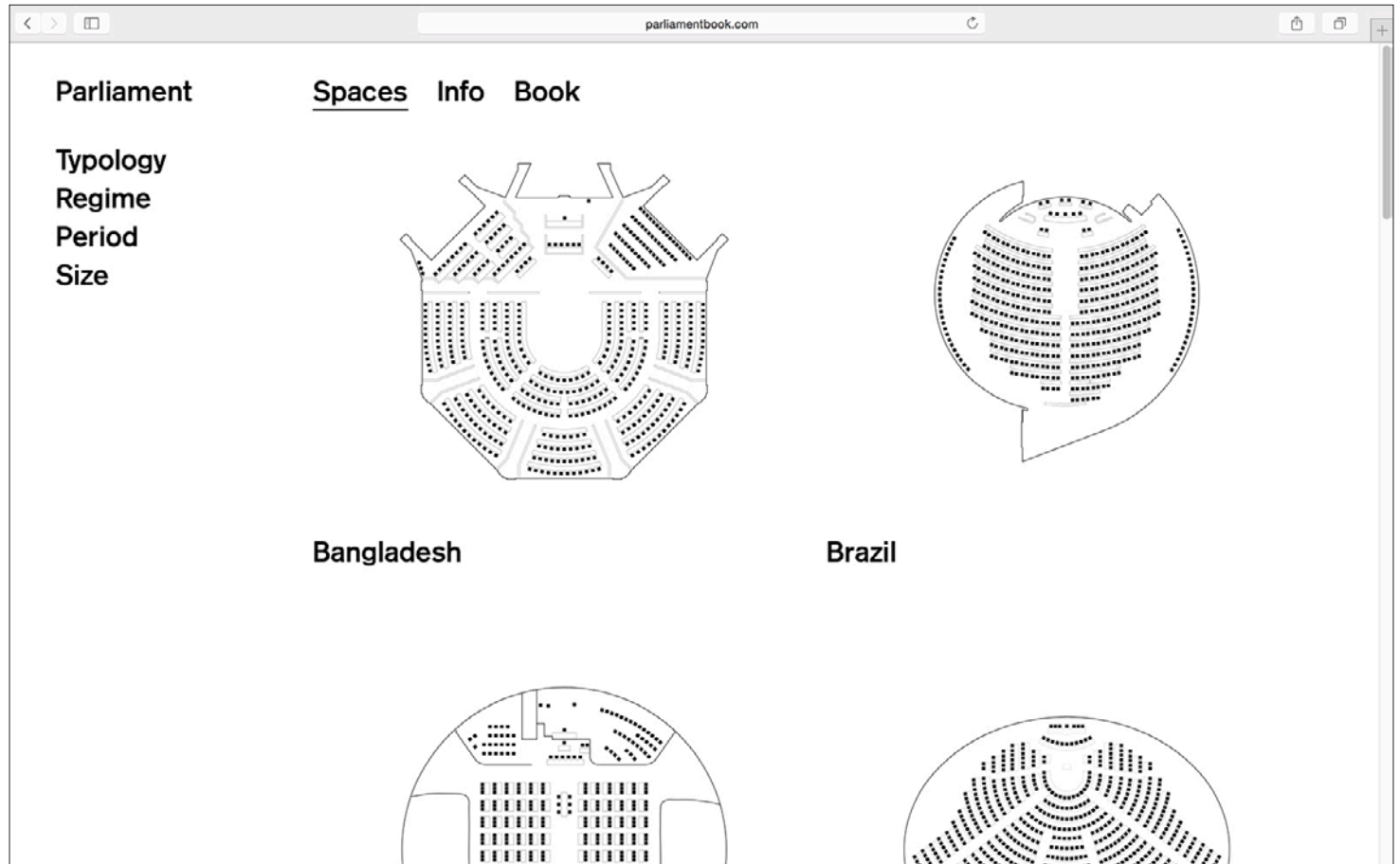
Website

Size

0 km²

Status

Completed



Around the world in 193 parliaments. Architecture office XML has traveled across the globe to visit and document the architecture of the plenary hall of parliaments.

This website is the digital twin of the upcoming book 'Parliament' that documents the plenary hall of the parliaments of all 193 United Nations member states. The content of this website is built around a selection of 360×180° panorama-photographs that were taken by XML between 2011 and 2013 in a number of visited spaces of political congregation around the world.

www.parliamentbook.com

Settings

Client

Arts Center de Appel

Location

Amsterdam, NL

Program

Lecturing space, debating area,
exhibition space, space for master-
classes

Size

Masterplan 200 m²

Status

Completed 2012



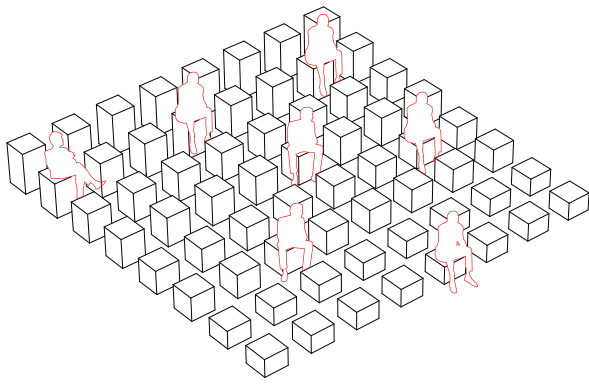
Settings is a collective space designed for arts center de Appel in Amsterdam. The project comprises of a collection of moveable white seats placed in four distinct plans inscribed onto the floor: lecture, master class, debate and exhibition. The installation aims to re-engage the public with the collective effort of sharing and discussing ideas by offering an architecture of four parallel spaces that all evoke particular ways of exchanging ideas.

The lecture space positions the blocks in an auditorium-like grid, whereas for master classes the

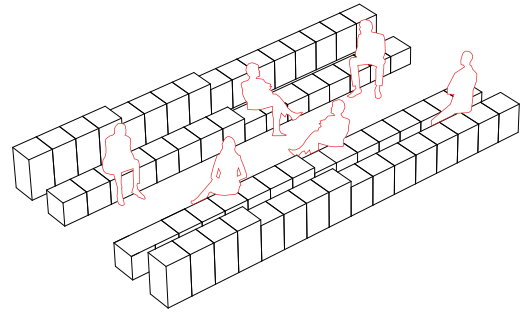
blocks are loosely spiraling into an imperfect circle allowing for a more intimate and pivotal focus. For debates the blocks form two rows of facing benches dividing the space in two opposing positions. For the interaction with art, the exhibition setting groups the blocks into a set of different islands offering alternating proximities to the exhibited works. The superimposed plans, marked with different colors on the floor, simultaneously echo past activities and open up future potentials.

Other than a finite form, Settings is a playful exploration that allows

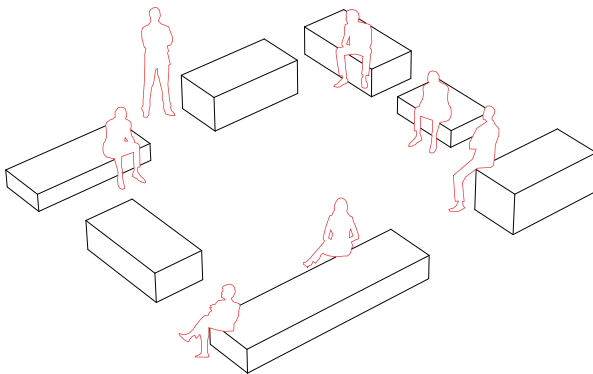
visitors and users to experiment with different configurations to discuss and exchange ideas, and through that, ultimately, with their own sense of collectivity.



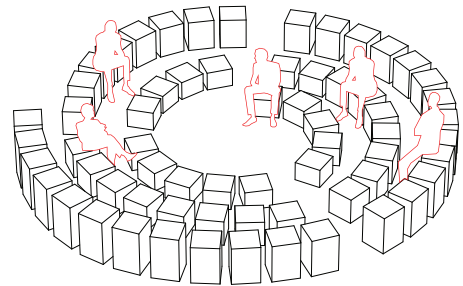
Lecture



Debate



Exhibition



Masterclass



Debate



Masterclass



Exhibition

UNESCO World Heritage Center

Client

Bureau Wereld Erfgoed

Location

Amsterdam, NL

Program

Information center

Size

50 m²

Status

Invited competition, second prize



In 2011, the Canals of Amsterdam were listed as Unesco World Heritage. To mark the newly acquired status of its historical center, the City of Amsterdam decided to establish a World Heritage Information Center in the Bazel, a renovated historical building in the center of Amsterdam that holds the City Archive.

XML proposed an architecture for the new center that exists out of two main components: a membrane and an archive.

A transparent membrane demarks the boundary between the City Archive and the World Heritage

Information Center. The transparent architecture creates a clearly defined space while simultaneously visually communicating the activities from within the center towards both the central hall as to the street. By making an incision in the existing glass wall of the entrance of the Bazel building, and by connecting the proposed membrane to the created opening, the new World Heritage Information Center can be directly reached from the outside street and will in this way obtain its 'own address' in the city. Utilizing the existing left over space between the location and the exterior facade, a vertically moving giant cupboard

is placed underneath the center. All necessary materials for different programmatic configurations of the information center - such as information displays, seating blocks and display cases - can easily be taken out or stored away. The moveable cupboard rising from the ground allows for maximum flexibility in accommodating different programs such as exhibitions, debates or temporary art installations in the new center. This way, the proposal questions the singular character of Unesco World Heritage, offering a space that allows for a multitude of possibilities to engage with the Dutch World Heritage sites.



Exhibition space



Transforming from exhibition space to event space

798 Art District

Client

Sevenstars group

Location

Beijing, CN

Program

Conceptual strategy and masterplan

Size

4,5 km²

Collaborators

More + Mars Architecture, Rockbund

Art Museum, OMA, McKinsey

Status

Ongoing



XML was invited among eight world-renowned Chinese and international offices, including OMA, McKinsey and Rockbund Art Museum, to produce an integrated planning strategy for the 798 district in Beijing, the oldest and most famous contemporary art district in China.

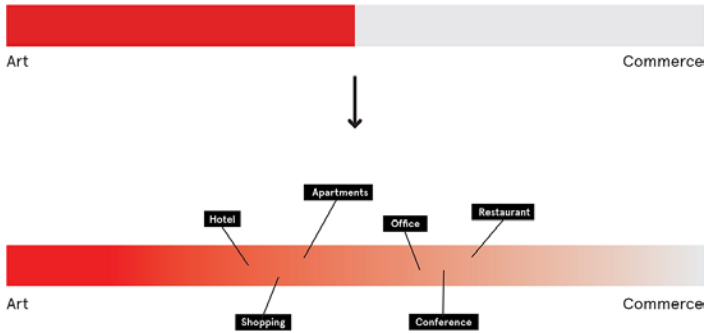
Chinese cities face a new urgency: to move away from the mass production of built space, and instead nurture the rise of healthy, diverse and creative urban centers. Creative districts all over the world have been able to assimilate into existing urban fabric and effectively reinvent themselves as unique and profitable destinations. However, 798, the first

district to complete this cycle of gentrification in China, has become a victim of its own success. The area now has the resources to develop and densify, but has lost the involvement of the artistic community that would ensure new buildings generate creative content.

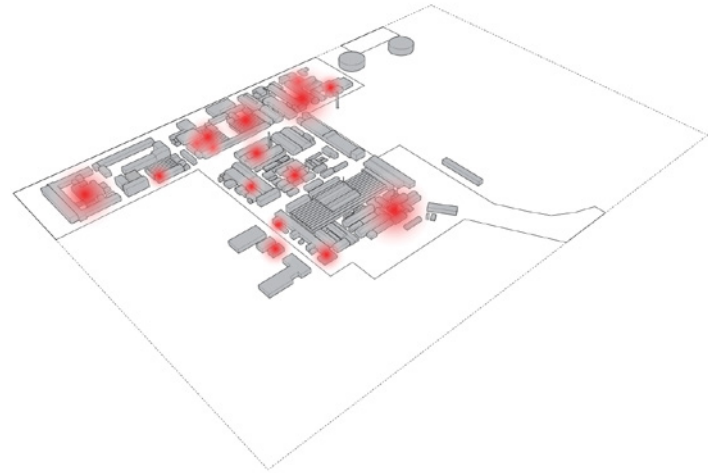
At the beginning of its redevelopment XML and its partner the Rockbund Art Museum formulated as its core challenge 'How can independent art thrive in a for profit environment?'. Similar to serviced apartments, we proposed to develop 798 into a serviced 'creative zone'. Tenants that profit from the aura of art contribute financially to the curated

798-collection on display throughout the district. The 798-foundation supports independent curatorship and future acquisitions of art for the district's collection. A group of (invited) curators develops exhibitions from this '798 art collection' that continuously engage and challenge the different programs in the area, creating a zone in which art engages all aspects of urban life.

The proposed strategy lays out the short and long-term steps for the future of 798 and provides a vision how to plan creative clusters around China.

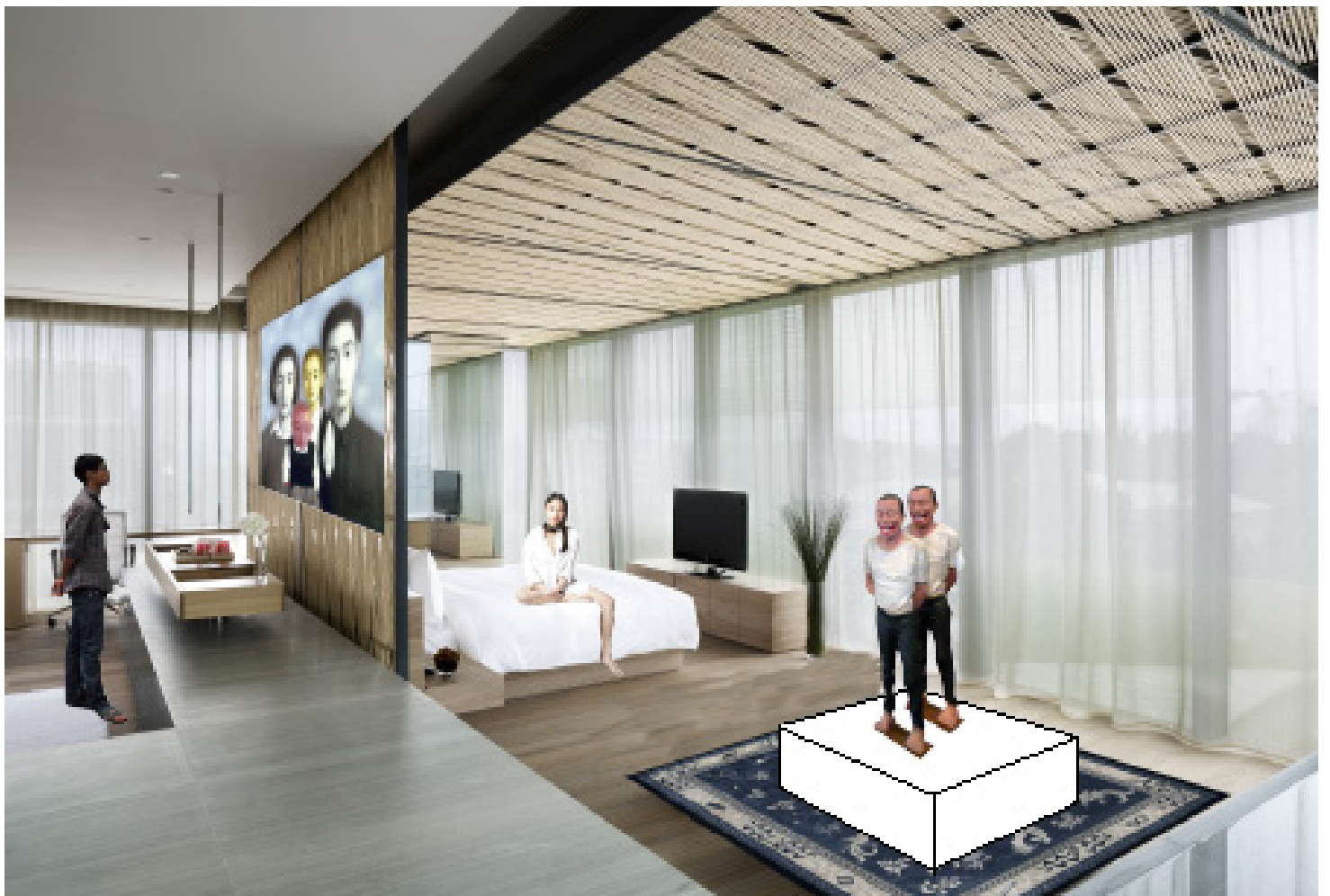


Instead of an opposition, a gradient between art and commerce accommodates new program.



Proposed concept: Creative Zone, curated art infiltrates other programs.





Olympic Cities

Client

Dutch Ministry of Infrastructure and the Environment

Location

Netherlands

Program

Research, scenario development

Status

Complete



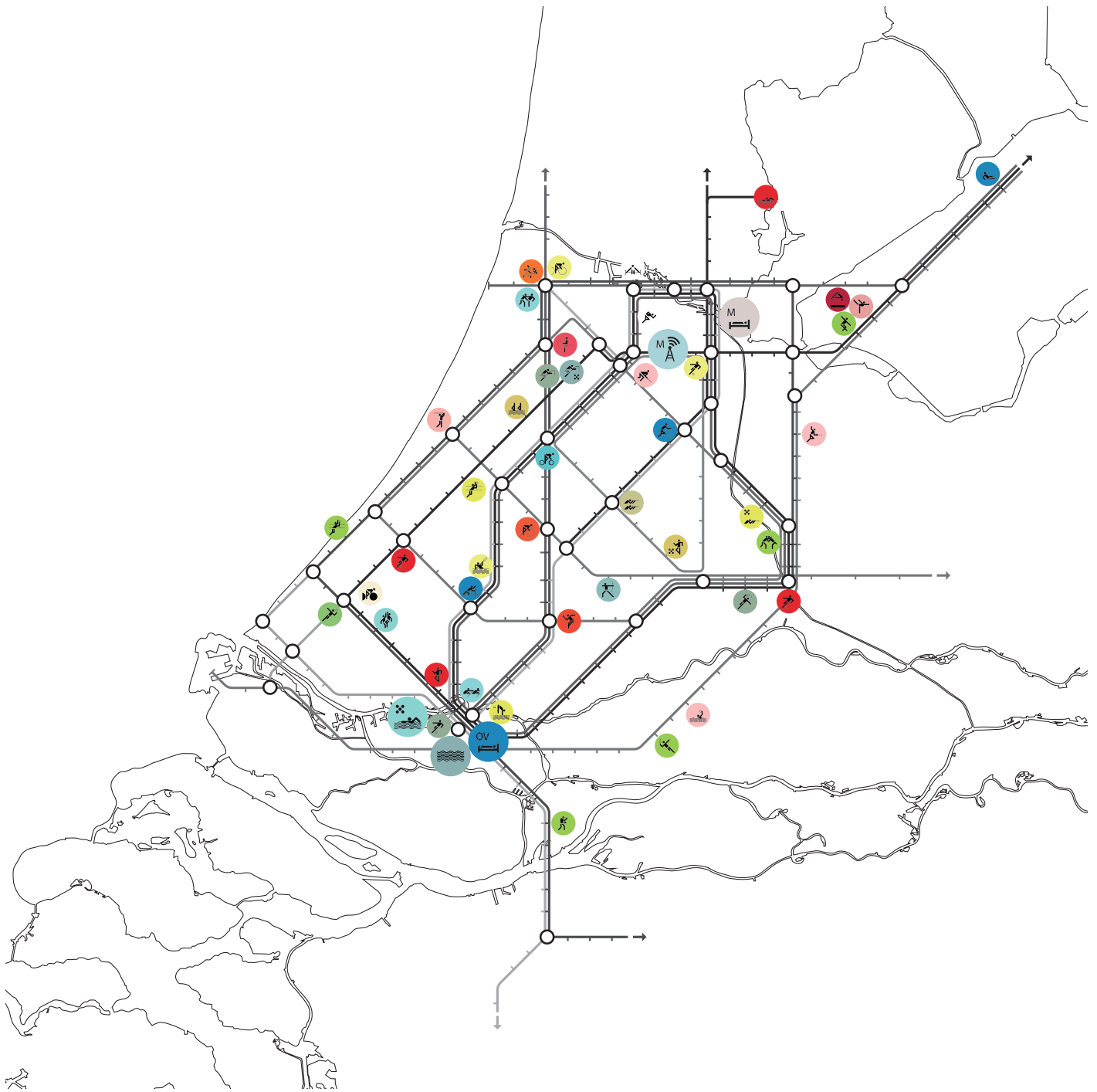
XML has completed a comparative study on Olympic candidatures commissioned by the Ministry of Infrastructure and the Environment. The study placed Dutch aspirations to host the 2028 Olympic Games in an international perspective by comparing the various bids. The two parts of this study are combined in the publication 'Olympic Cities: the Netherlands as Game Changer.'

The study established that existing bids, including the current Dutch proposals, are based on the paradigm of the Olympic Games as a mega-event. As XML shows, however,

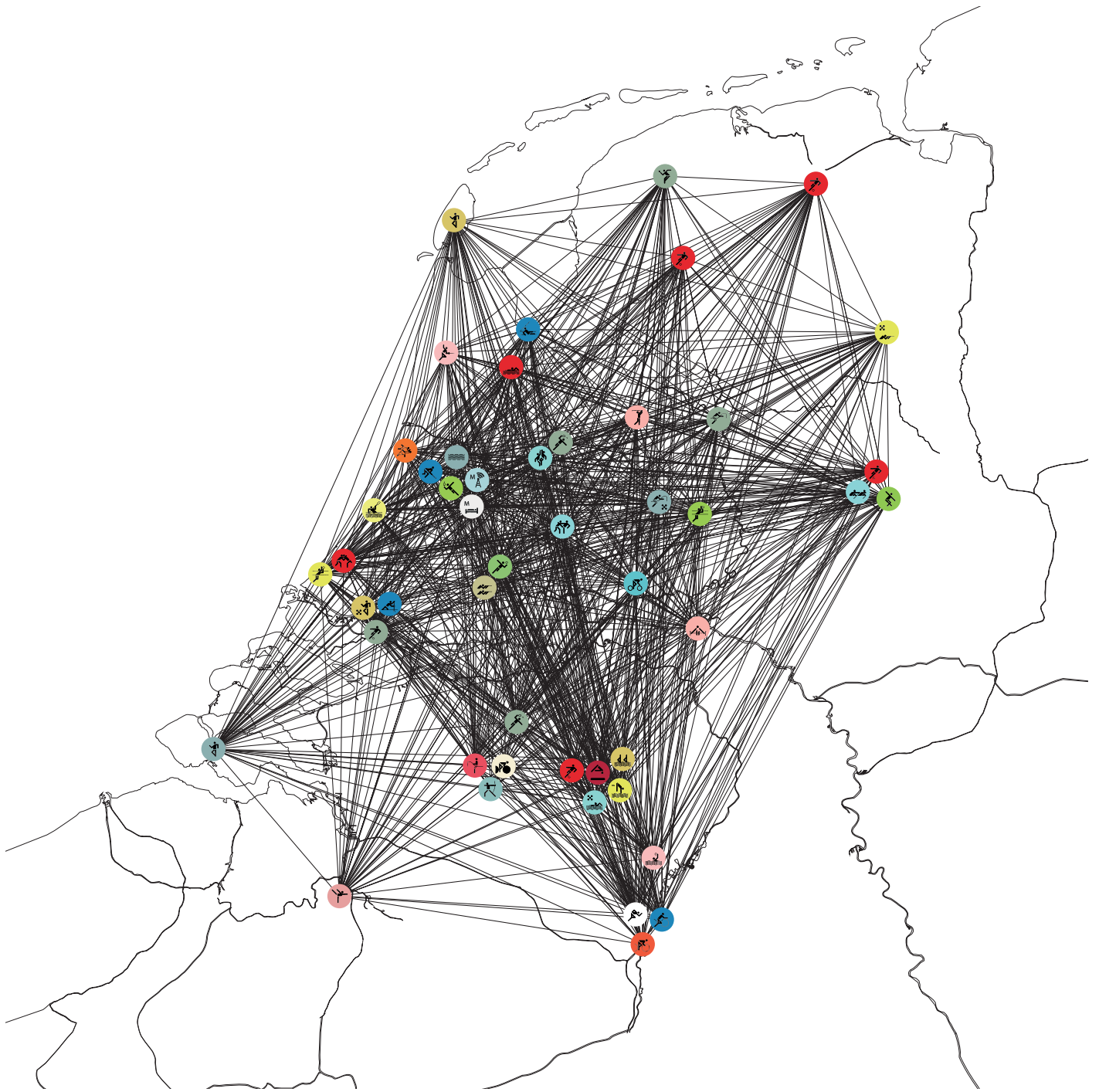
the Olympics are not a neutral autonomous, immutable event. Olympic history points to cycles of twenty years, in which the Games are closely linked to political, economic and social developments.

XML has developed three spatial models that show how the Netherlands can host the 2028 Games by effectively responding to these long-term global developments. In the 'Deltapolis' model, the two Randstad areas, North Wing and South Wing, are integrated into a single, internationally competitive urban region: the Deltapolis.

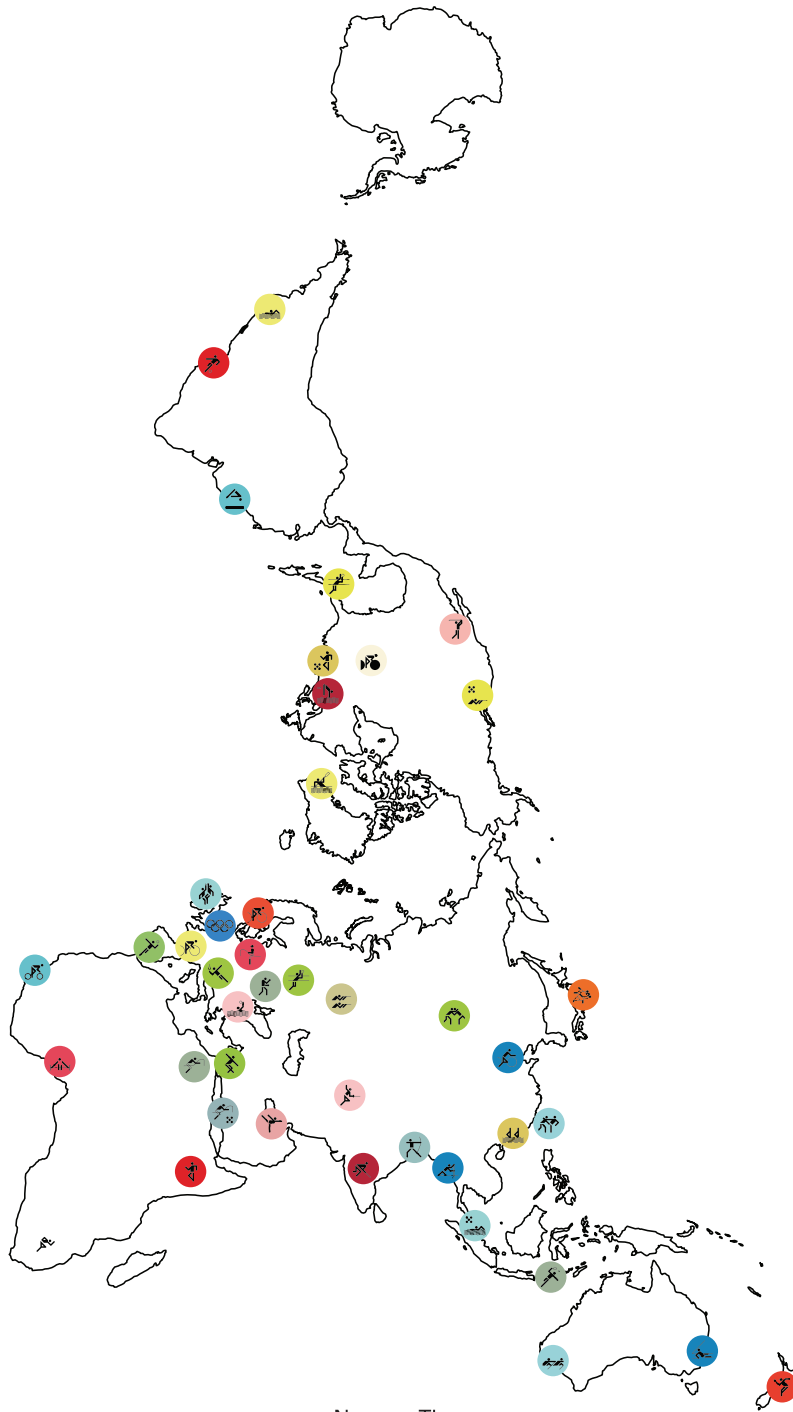
The 'Virtual Games' model is a response to technological developments and the rapid digitalization of society. In 'Global Games,' finally, XML proposes a new organizational model for the Games that reinforces international networks and exchange between cities. The visions may be viewed as a design postscript to the comparative study of Olympic candidatures.



Now	Then
City	Region
Building a suburb	Reusing the suburb
Center	Network
Masterplan	Collaborative plan
Opposition between city and landscape	Diffuse borders
Car or public transport	Integrated network
Consumer	Reuser
Blueprint	Narrative
Decision making	Inspired participation
Noordvleugel vs. Zuidvleugel	Deltapolis
Disneyland	Grand Tour
Center vs. Periphery	Polycentric
Zoning	Patchwork
Fossil Fuels	Renewable energy
Provincial governance	Greater Deltapolis Authority



<u>Now</u>	<u>Then</u>
Urban map	Information layers
NBC	Twitter
Viewer	User
Attend	Play
Admission tickets	Foursquare check-in
Bigness	Multiplication
Broadcasting	Narrowcasting
Live	Personal Augmented Reality
Postmodern	Posthuman
City	Village
Randstad	Netherlands
Centralisation	Decentralisation
Mega-Event	Virtual Event
Real Estate Games	Smart Games



Now	Then
Nation	City(state)
Exclusive	Inclusive
Hub	Network
Paternalistic idealism	Pragmatic idealism
Concentration	Distribution
Corporation	Cooperation
Shareholders	Sharing
Investment	Trade
Window on a nation	Global mosaic
Static brand	Thematic event
Uniform	Heterogenic
Destination	Voyage
Bus	Airplane
One size fits all	Distinctive diversity
Sprint	Relay
National pride	Global confidence
Time zones	Global time
Prime time	24 Hours
Old boys' club	Transparent network

#Twitterhouse

Client

Delft University of Technology
(TU Delft)

Program

Research and design studio

Status

Complete



Twitter, Facebook, Hyves, Flickr, MySpace, LinkedIn....more and more, we are organizing ourselves online, and we are sharing our lives with anyone who wants to follow us. What is the potential significance of parallel online and offline lives? How do online networks, which were quickly dubbed as "social media," organize our offline social relations and vice versa? And how does this exchange affect the city's collective space? Will it lead to the development of public and private space that has new form and meaning? XML has researched these

issues with Architecture students at Delft University of Technology. The students' brief was to design a house in Amsterdam. Eleven Amsterdam residents who describe their daily lives through Twitter were selected as virtual clients for the students. These virtual clients were not aware that a house was being designed for them and the students relied entirely on information made available through their clients' Twitter account. In the course of the ten-week studio, the students' understanding of their client's lifestyle became increasingly personalized. The students analysed

social media information to establish a program in line with the virtual client's needs. At the various locations, the program was translated into an architectural concept that reflected the virtual client's lifestyle. The project highlights the central question whether private lives shared in public can lead to new urban typologies for that most private of spaces: home.



Presentation to virtual clients



Design for a house one of the virtual clients

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