



# A DUTCH CASE OF DESIGN AND HERITAGE

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2.3.2022



# ABOUT THE CITY;

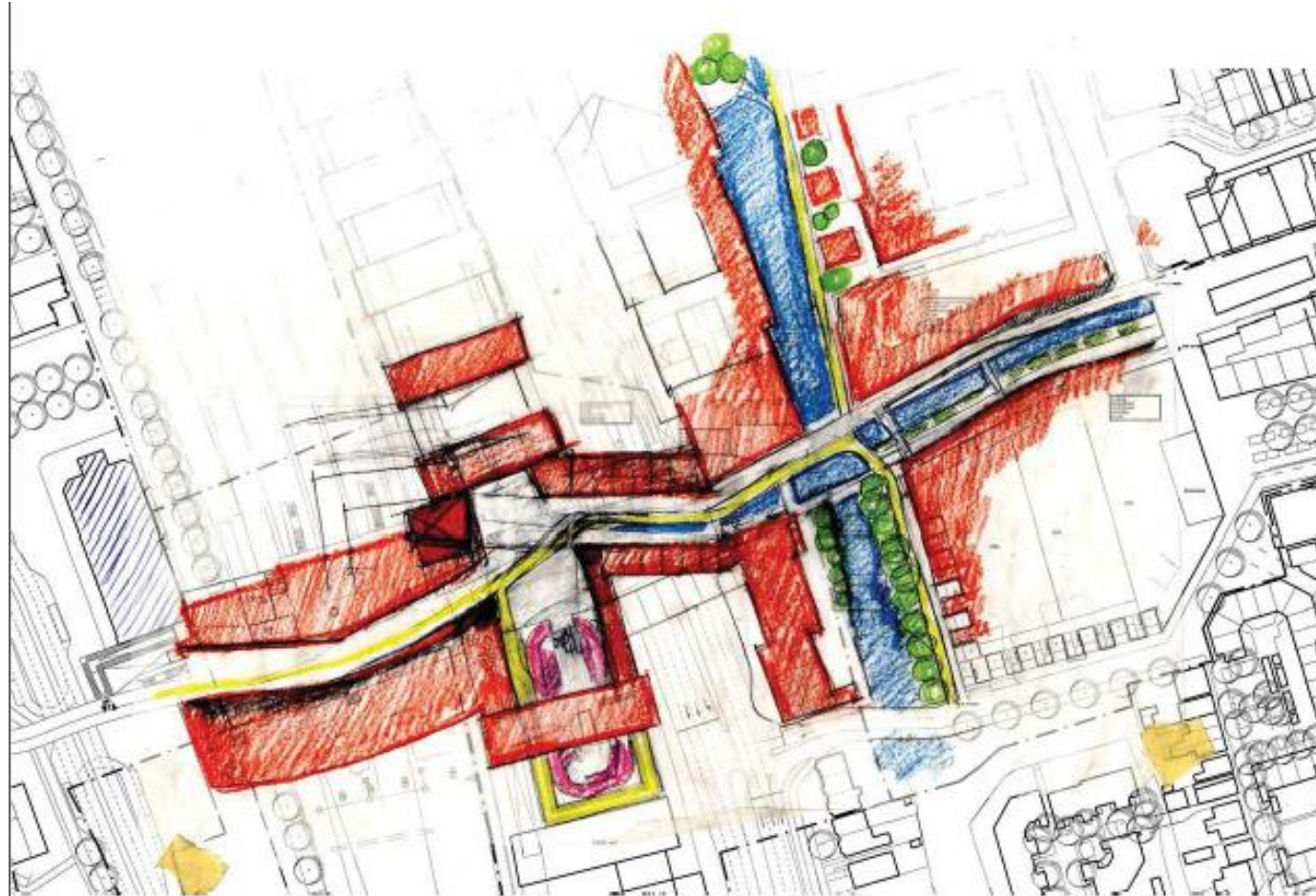
- Zaandam, Medium size (100,000 inhabitants) old port industrial city,
- Suburbs of Amsterdam
- Train station and commercial development around it
- “Theme park design”
- Strengthening the socio-economic situation



# ABOUT THE PROJECT

- 100 ha
- Total cost (€800) = Municipal contribution (€260) + Private developers (€450)
- Services: 20.000m<sup>2</sup> shops, 2.600m<sup>2</sup> housing units, 80.000m<sup>2</sup> offices, 25.000m<sup>2</sup> city hall, 4000m<sup>2</sup> Library, 3200m<sup>2</sup> Hotel.
- Architectural firm: Soeters & Van Eldonk

# ACCESSES



# CONNECTIONS



# EXPERIENCES





Figure 17

# BEFORE AND AFTER



# SEARCH FOR IDENTITY





# BEFORE AND AFTER



# ABOUT THE HOTEL

- 12 Store hotel building
- €15 million
- Unusual design (referring to context, postmodern, ironic)
- Concrete core, wood and clapboard 'houses'

# THE PROPOSED FAÇADES

Consisting of a collage  
of old facades in the  
Zaanse region for the  
hotel



# THE HOTEL





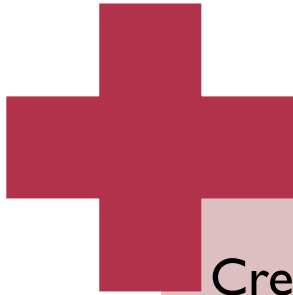


# THE CITY HALL





# PROS AND CONS



Created a place in history  
Connects parts of city  
Attractive (For majority)  
Revenues  
Housing Amsterdammers  
  
Created identity

Fakeness/Kitsch (invented place)  
No blend with existing  
Plastic facades  
  
Created identity