PUBLIC LECTURE

JEROEN ZUIDGEEST, MVRDV
IN ASSOCIATION WITH
AUSTIN-SMITH: LORD

6:00 10.11.15

Towards smarter cities:
planning strategies for the development of intelligent, responsible and attractive cities

The Department of Architecture
University of Strathclyde
Seminar room 3, Level 3, James Weir Building
75 Montrose Street, Glasgow G1 1XJ

6pm, Tuesday 10 November, 2015. Book a free place through Eventbrite:
https://www.eventbrite.co.uk/e/jeroen-zuidgeest-lecture-tickets-19269922858
Jeroen Zuidgeest of MVRDV, Rotterdam, NL.

In association with Austin-Smith: Lord.

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TOWARDS SMARTER CITIES:
PLANNING STRATEGIES FOR THE DEVELOPMENT OF INTELLIGENT, RESPONSIBLE AND ATTRACTIVE CITIES.

We are living in an urban age. Cities are the heart of our societies, our cultures and our economies and yet so many fall short of our expectations. MVRDV approaches our urban future with a progressive ideal: to make denser, greener, more pleasant cities which offer a high quality of life to their inhabitants. MVRDV’s work has long focused on urban planning alongside architecture. The office has worked on numerous long term urban planning projects, ranging in size from public spaces to visions for regional development. MVRDV have been developing specific strategies to create more intelligent, responsible and attractive cities for over 20 years.

More than just ‘placemaking’ (a platitude invented by politicians) we create guidelines for the development of positive urban environments. Whether by sculpting maximum volumes to provide natural lighting to all the buildings, or by working with policy makers to change often arbitrary legislation, we have found numerous ways of having an impact on urban spaces and environments.

MVRDV architectural practice was founded in 1993 in Rotterdam by Winy Maas, Jacob van Rijs and Nathalie de Vries. The practice engages globally in providing solutions to contemporary architectural and urban issues. Their highly collaborative, research-based design method includes clients, stakeholders and a wide range of experts in the creative process.

The lecture will explore some of the strategies used by MVRDV in:
• the transformation of Oslo’s Government Quarter to house an additional 100,000 staff in the next 30 years
• the creation of a deregulated zone in Almere, ‘Freeland’, an experiment in self-building and self-initiation
• Floriade 2022, a horticultural exposition which will be integrated into an existing city centre
• the development of 600 hectares of heavily polluted brownfield land in Caen with a landscape of historic hedgerows
• working in one of Beijing’s last remaining Hutongs, to preserve, update and transform the small-scale urban fabric for future use.

Cities are an expression of collective values. If we allow them to become purely functional conduits for investment and profit, then our society will follow. As professionals, it is our duty to prevent this from happening. MVRDV.

JEROEN ZUIDGEEST IS A PROJECT MANAGER AND ARCHITECT AT MVRDV, A WRITER, EDITOR AND INTERNATIONAL LECTURER.

He has been responsible for the development of numerous projects including the design and construction of the headquarters of the DNB bank and the ‘Bjørvika Barcode’ masterplan in Oslo, the proposal for the Zaryadye Park in Moskow, the bid for the ‘Floriade 2022’ for Dutch new town Almere and ‘the Collector’ proposal for the conversion of New Holland Island in St. Petersburg into a cultural district for the IRIS Foundation.

Jeroen has been in charge of future visions and research projects for different governmental institutions including;
• ‘Paris Plus petit’, the future vision for the Grand Paris region commissioned by the French president
• ‘Almere 2.0’ vision for the future development of Almere and development strategy for ‘Almere Oosterwold/Freeland’
• ‘Go North’ visions for the future of Kiruna in Sweden
• development strategies for the ‘Rheininsel’ in Basel
• ‘The Vertical Village’, research and proposals for the future development of Asian urban villages
• “What if NL ....?” for the Dutch Ministry of Infrastructure and Environment and ‘NL-city’ for the Netherlands Environmental Assessment Agency
• proposals for software-packages such as ‘the VillageMaker’, ‘the HouseMaker, ‘the Region Maker’ and the ‘Volume Maker’

Jeroen is also a writer and editor, contributing to ‘KM3, Excursions on Density’, l’Architecture d’Aujourd’hui 2010 summer-edition and ‘The Vertical Village; Individual, Intense, Informal’. He teaches regularly at The Berlage Institute and The Why Factory and he has guest lectured at a variety of institutions around the world.

The event is organised in association with Austin-Smith: Lord, Architects.

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