

HACIA UN URBANISMO INCLUSIVO

CONFERENCIA CAMACOL 2021

VIVIENDA COMO FUENTE DE BIENESTAR

Holistic

Innovative

Inclusive

**Unlock local
potential**

Daring

Adaptable

1. Qué es el urbanismo inclusivo?

2. Cuál es nuestro rol como diseñador y planificador?

3. La inclusividad post-COVID

Our offices



Rotterdam



Paris



Shanghai



MVRDV

MVRDV



Our founders

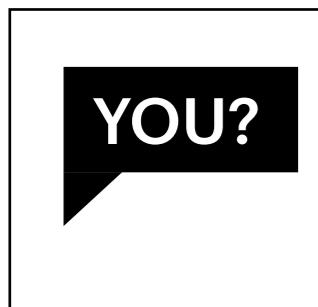


Jacob van Rijs, Nathalie de Vries, Winy Maas

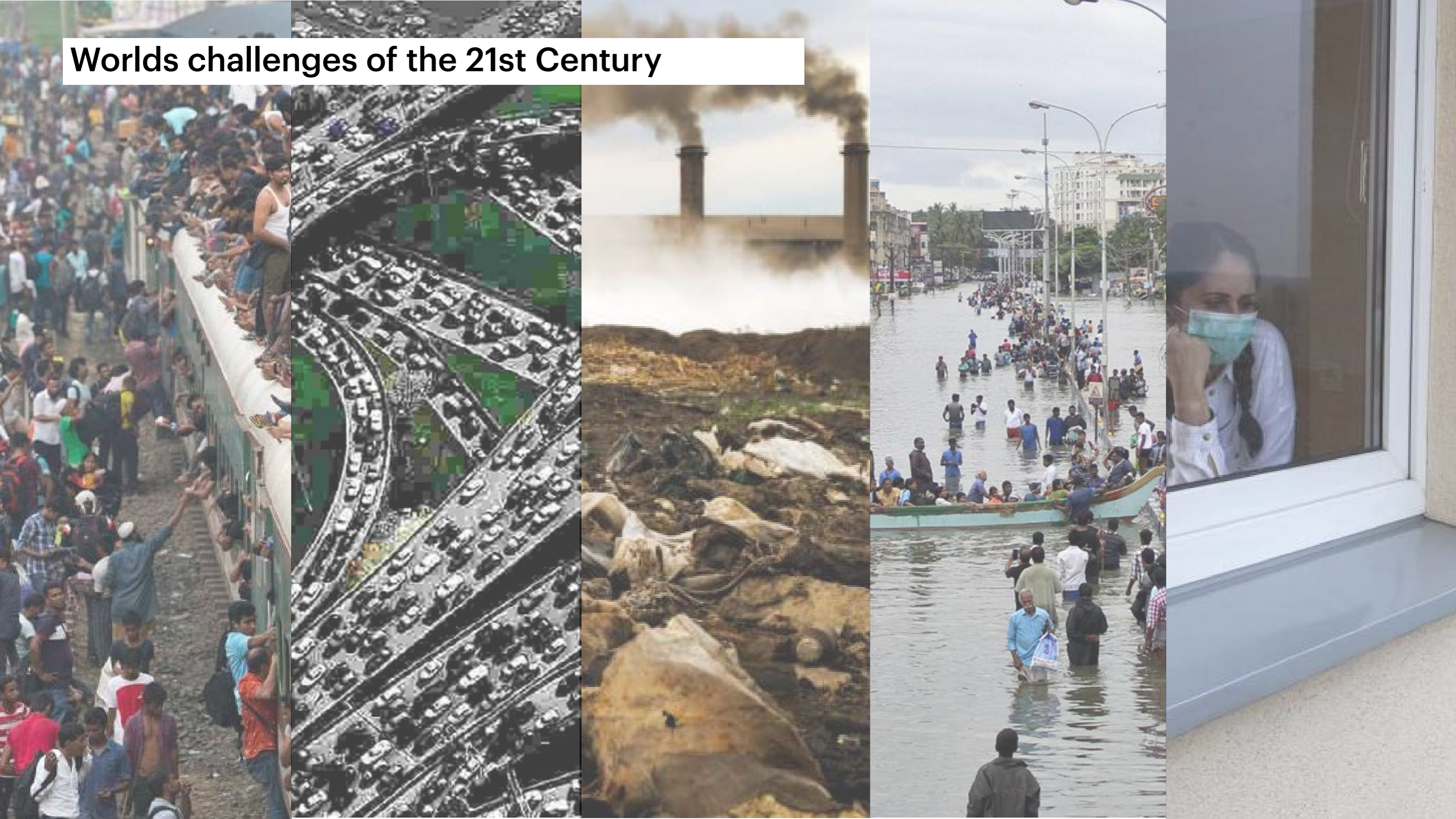
We create a social, innovative, realistic, green, remarkable designs for a changing world. **Our work leads to inclusive environments and liveable cities.** Our projects contribute to the global fight against climate change. We dream about a future that is fair to the environment and we live in a balanced world within all species and biodiversity. **Resilient and happy.**

Creamos diseños sociales, innovadores, realistas, ecológicos y notables para un mundo cambiante. **Nuestro trabajo conduce a entornos inclusivos y ciudades habitables.** Nuestros proyectos contribuyen a la lucha global contra el cambio climático. Soñamos con un futuro justo para el medio ambiente y vivimos en un mundo equilibrado dentro de todas las especies y la biodiversidad. **Resiliente y feliz.**

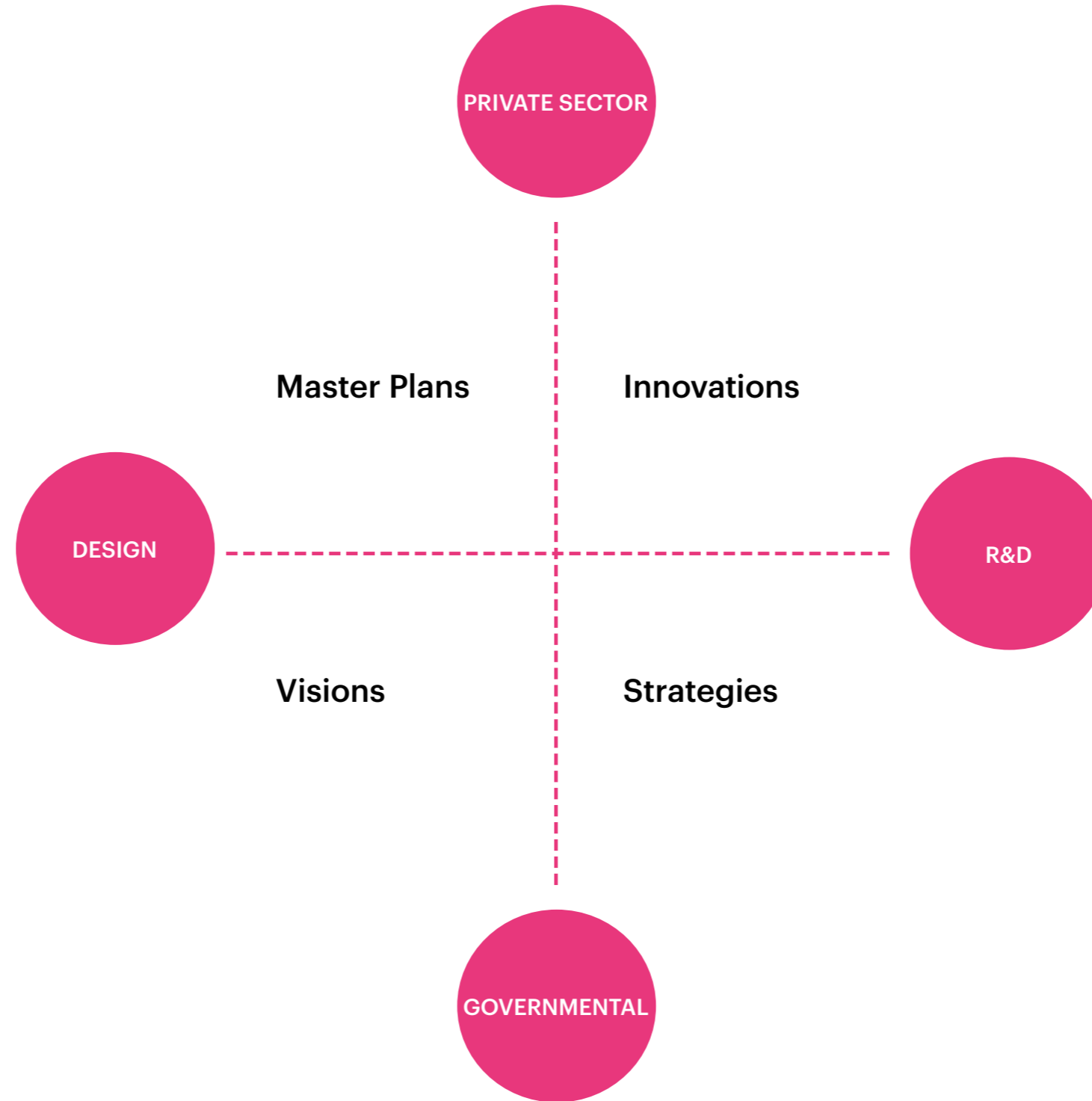
A team of **Designers**, **Strategist** and **Planners** that understand the systems, and know how to **implement** the best tools to achieve the results we dream of.

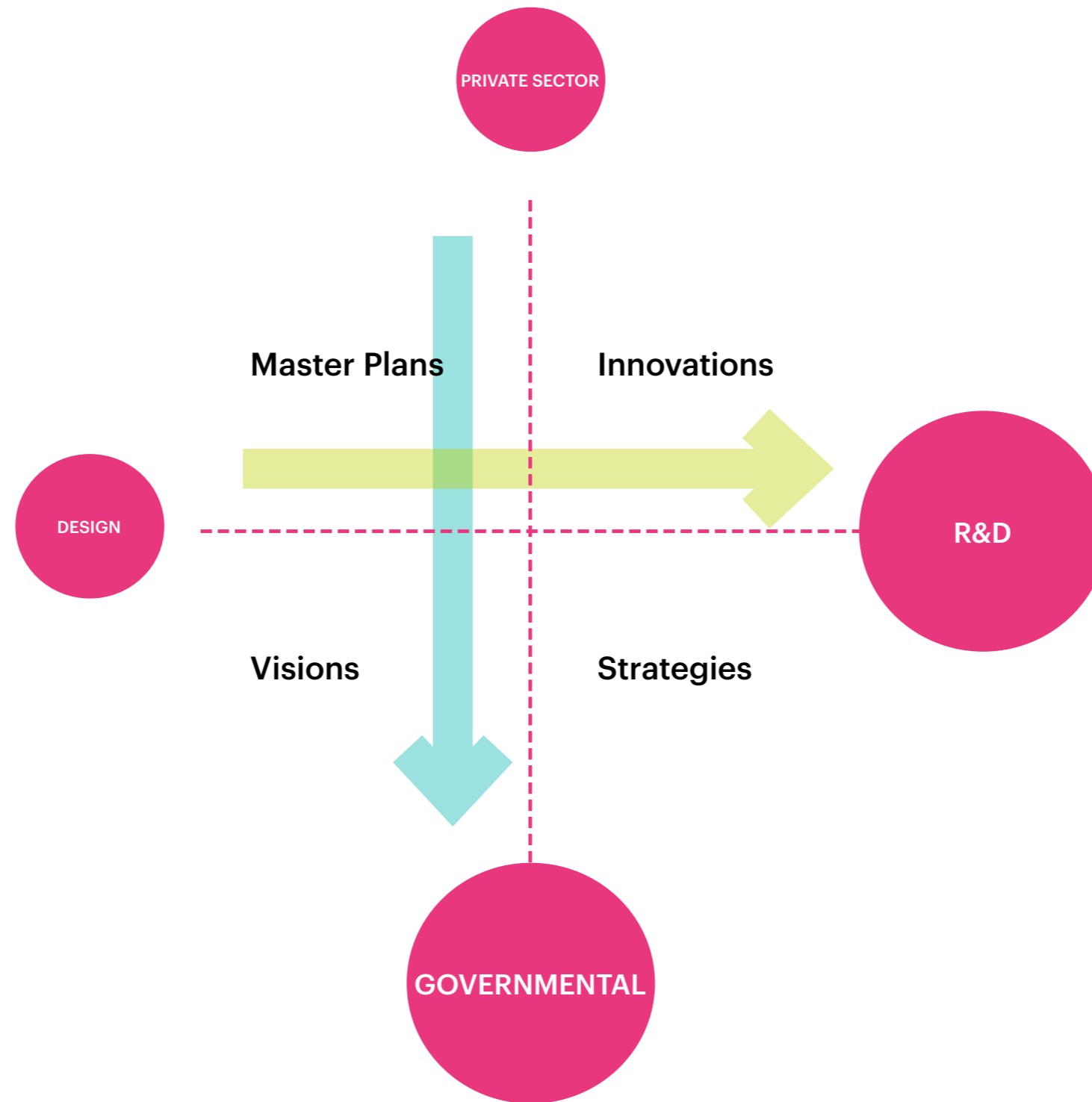


Worlds challenges of the 21st Century

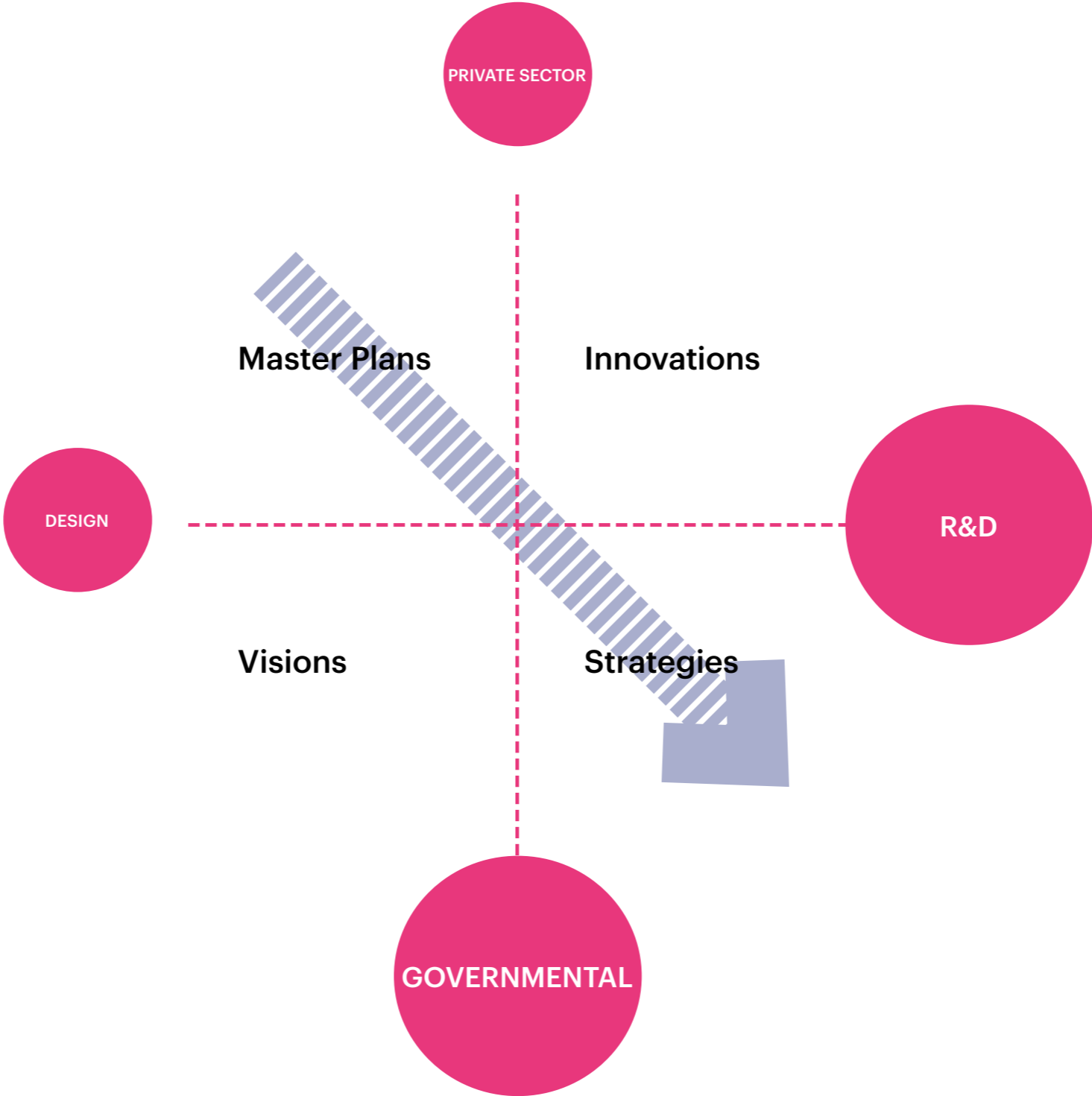


Types of projects

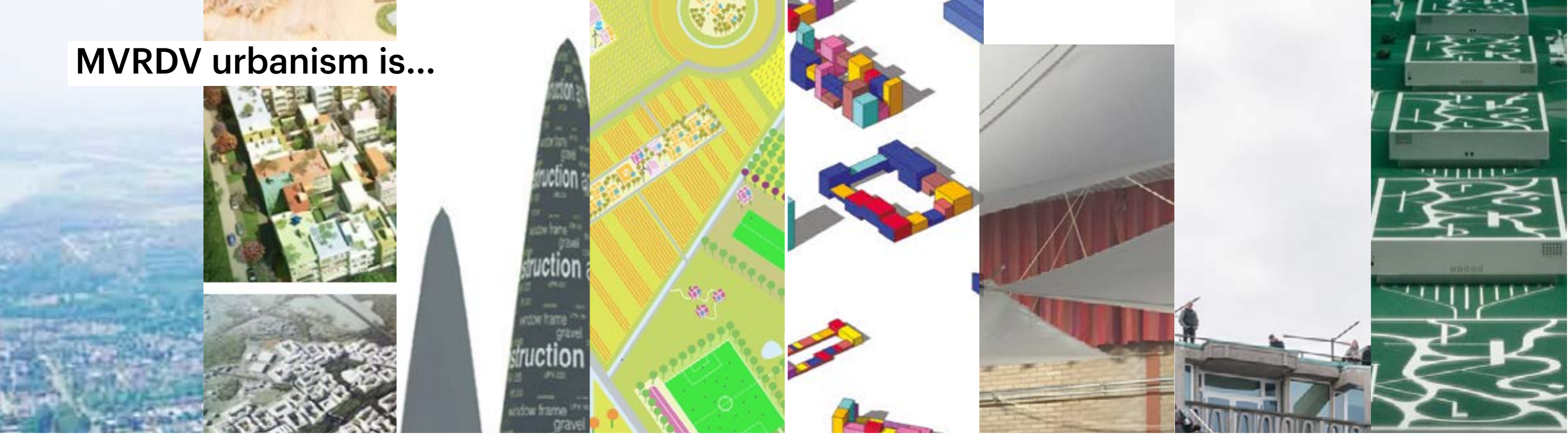




Urbanism Trends



MVRDV urbanism is...



... contextual

... communicative

... research driven

... innovative

... straightforward

... inclusive

... interactive

... everything





Urbanism is CONTEXTUAL

Impactful, Influential, Contextual, Identity of Place

Almere Floriade 2022

The image is a vibrant, stylized aerial view of a city plan. It features a variety of colorful buildings, green spaces, and infrastructure. A large, central green field is prominent. To the left, there's a green sports field and a yellow oval track. The city is divided into blocks by roads, with various colored buildings and trees scattered throughout. In the top right, there are several wind turbines. The overall style is bright and illustrative, typical of urban planning diagrams.

Urbanism is COMMUNICATIVE

Easy to understand by Models and Diagrams

Almere Oosterwold 2011



Urbanism is RESEARCH DRIVEN

Research, Data & Analysis

Resilient by Design 2018



Urbanism is INNOVATIVE
Future Proof, Sustainable, Smart Solutions

The Next ITMO, 2018

A man in a blue shirt and dark pants stands on a stage in a gymnasium, pointing at a large projection screen. The screen displays a map of a region. The audience, seated in rows of chairs, is engaged, with many people raising their hands. The gymnasium has a blue carpet, a basketball hoop, and red curtains. The text 'Urbanism is INCLUSIVE' is overlaid in large white letters, with 'Participatory, engaging, social' in smaller white letters below it.

Urbanism is INCLUSIVE

Participatory, engaging, social

A hand holds a smartphone in the foreground, displaying a cityscape with overlaid architectural diagrams. The diagrams include a pink umbrella, a blue house, green and yellow structures, and a path. A crowd of people is visible in the background of the phone's screen. The text "Urbanism is INTERACTIVE" is overlaid on the phone's screen, with "INTERACTIVE" in all caps. Below it, the text "Framework, Open to Participation, Programmatic, Flexible" is displayed.

Urbanism is INTERACTIVE

Framework, Open to Participation, Programmatic, Flexible

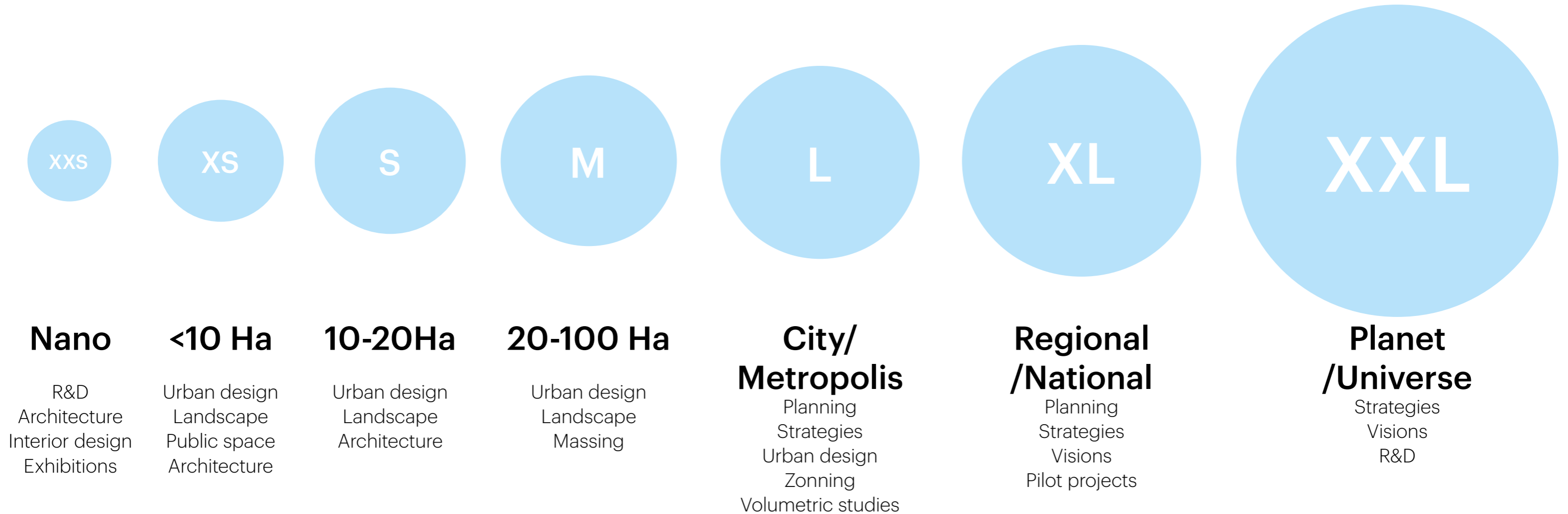
Resilient by Design 2018

all with a Sustainable core...



Our project scales

Urbanism can be implemented in all scales



We are ready to **support local changes** to make **liveable and healthy cities**.

We dream to pave the way for citizens to **change their living environments** for a better future.

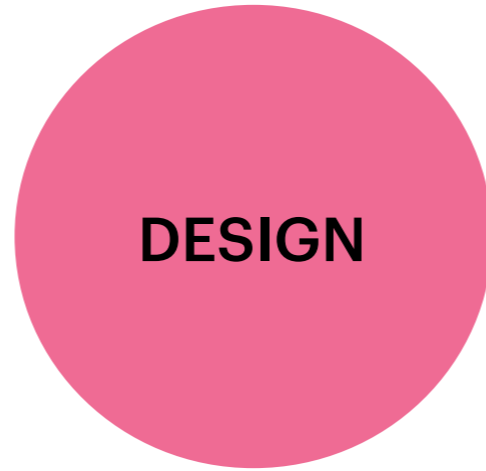
We aim to **support governments to fight climate threats** and foster conditions for healthy and inclusive cities.

We dream **to work LOCAL** with all people in their streets and neighbourhoods.

We dream **to work GLOBAL**, discovering how we can contribute to a worldwide **'recover by design'**, how we can explore the role of new technologies and their integration in sustainable and inclusive cities.



RESEARCH



DESIGN



STRATEGY

City Research

Master Plans

Strategic Consultancy

Urban Scripting

Urban Visions

Planning Approaches

New Tech. & Data

Urban Plans

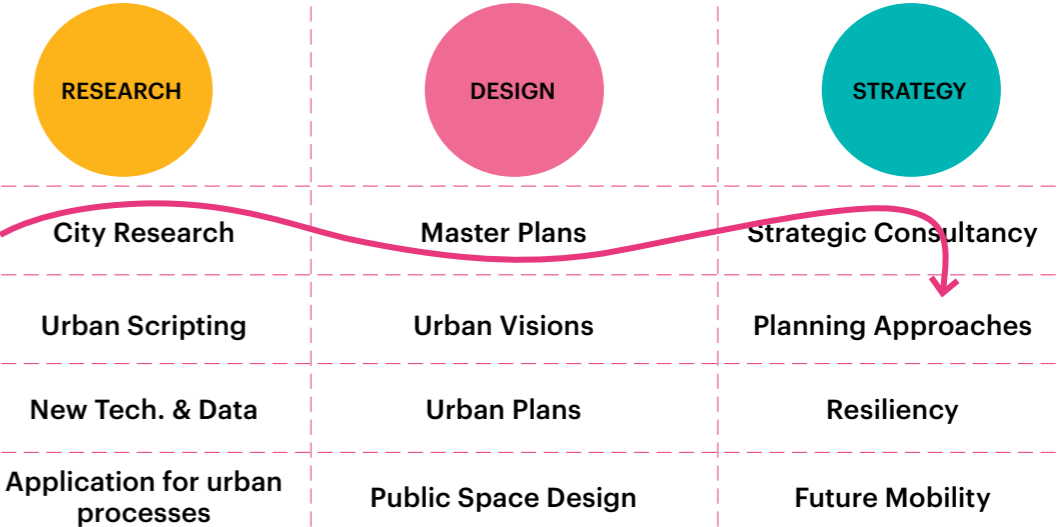
Resiliency

**Application for urban
processes**

Public Space Design

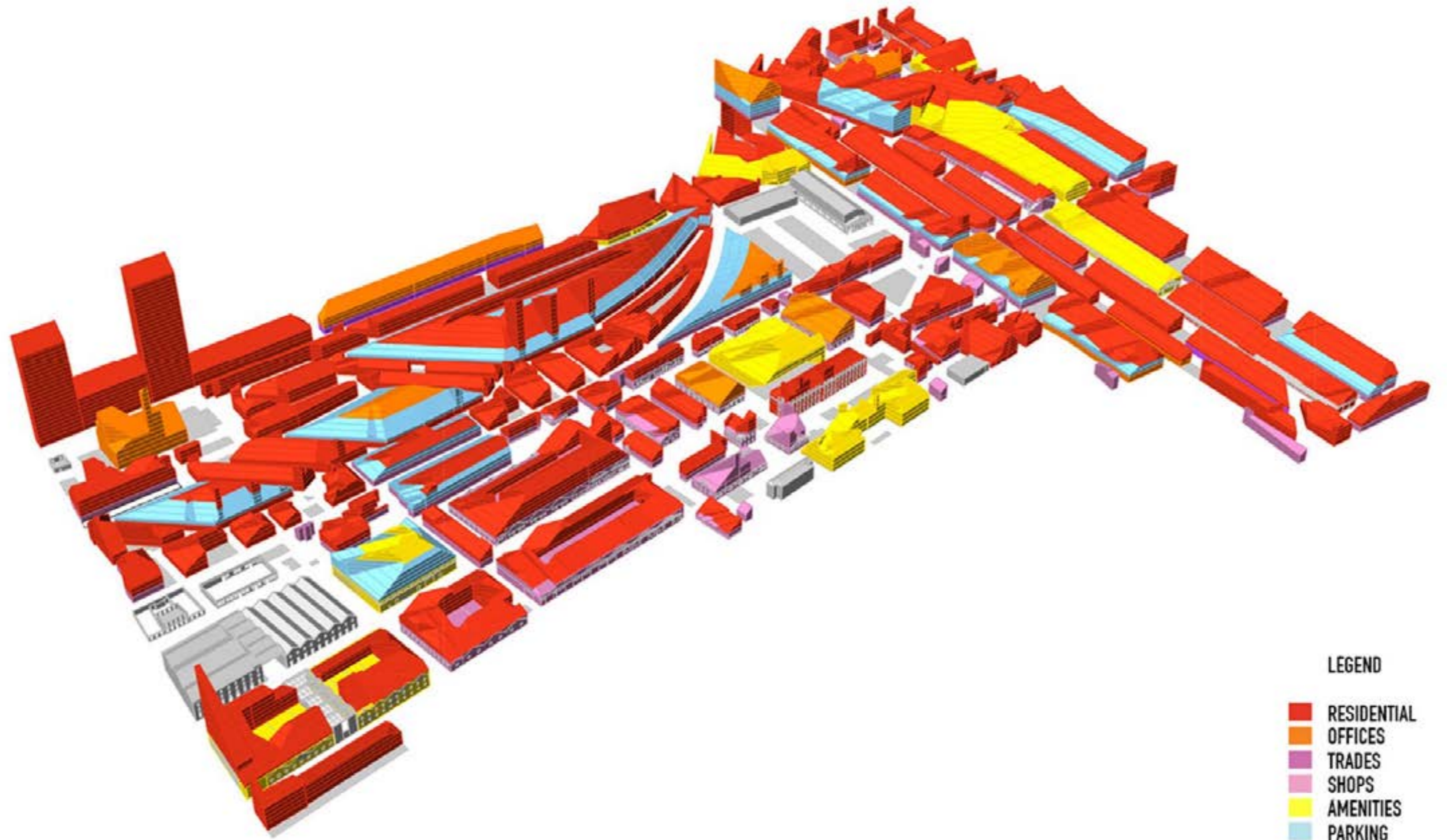
Future Mobility

Bastide Niel - Bordeaux, France 2010 - on going

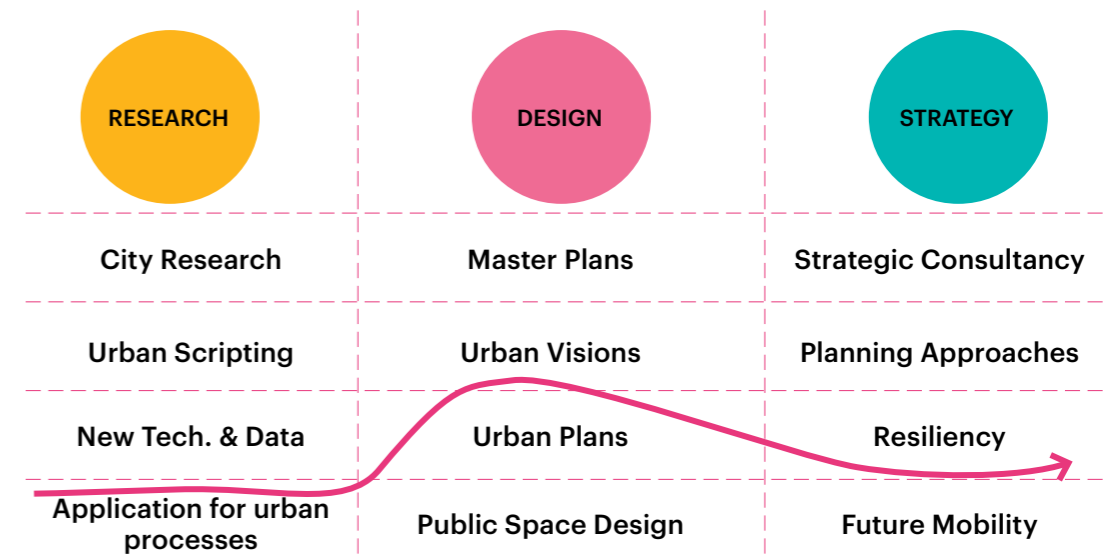




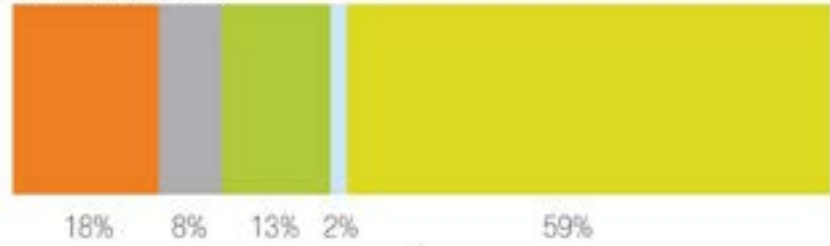




Almere Oosterwold, the Netherlands 2011 - on going



Individual



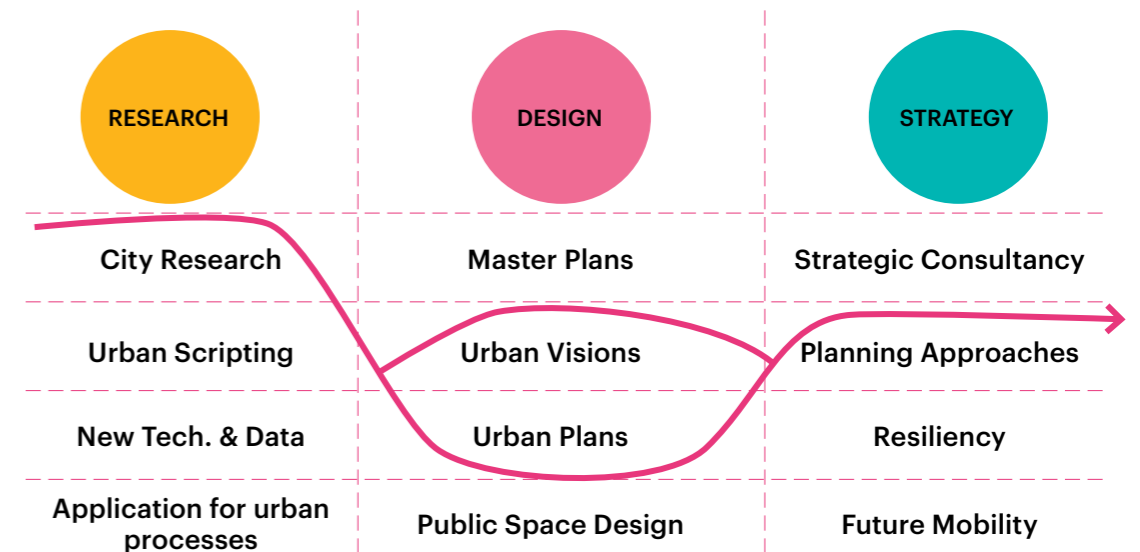
Collective







Markthal - Rotterdam, the Netherlands 2014





An aerial photograph of Rotterdam, Netherlands, showing a mix of historic and modern architecture. The city is built on a delta, with the Nieuwe Waterweg canal visible in the background. Key landmarks include the Church of St. Lawrence (Kerk van Sint-Laurens) in the foreground, the modern Markthal (Market Hall) in the middle ground, and the World Trade Center Rotterdam skyscraper on the right. A red bridge structure is also visible in the background. The image is annotated with three black speech bubble labels: 'MVRDV' on the left, 'CHURCH' in the center, and 'MARKTHAL' on the right.

MVRDV

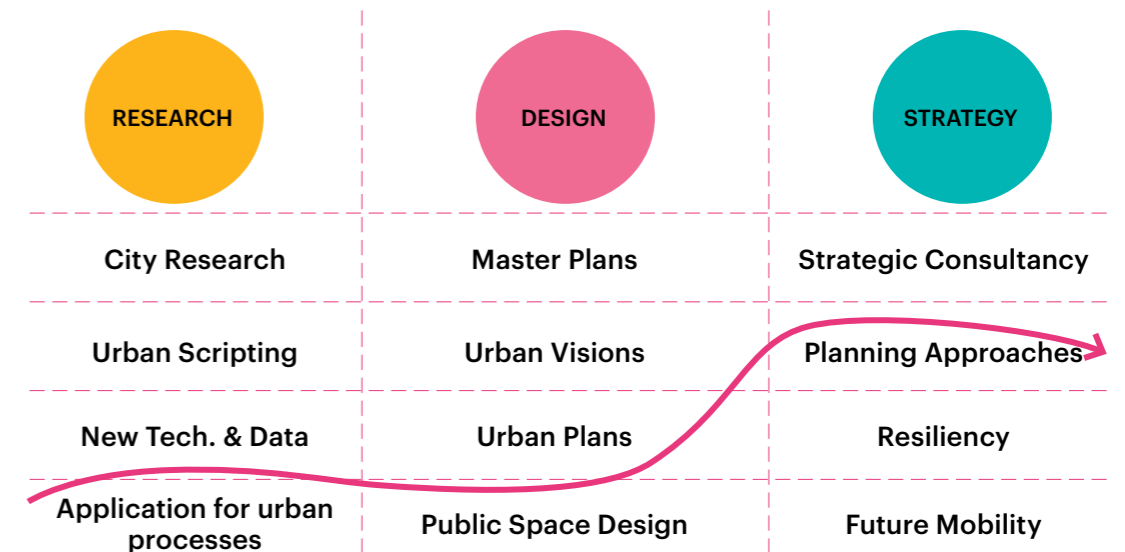
CHURCH

MARKTHAL

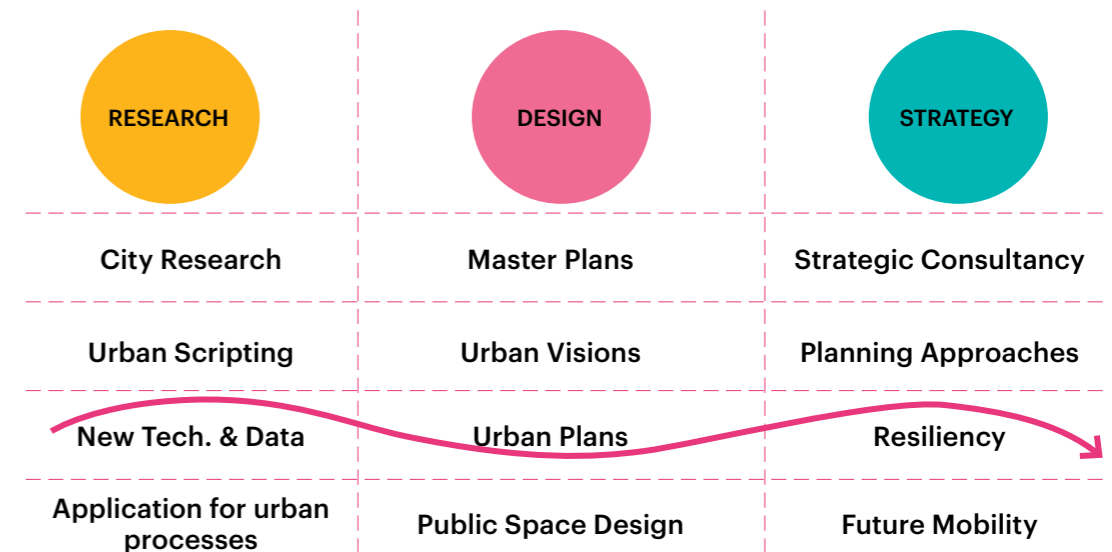




Franklin Mitte & Traumhaus Funari- Mannheim, Germany 2014 - on going



Franklin Mitte & Traumhaus Funari- Mannheim, Germany 2014 - on going



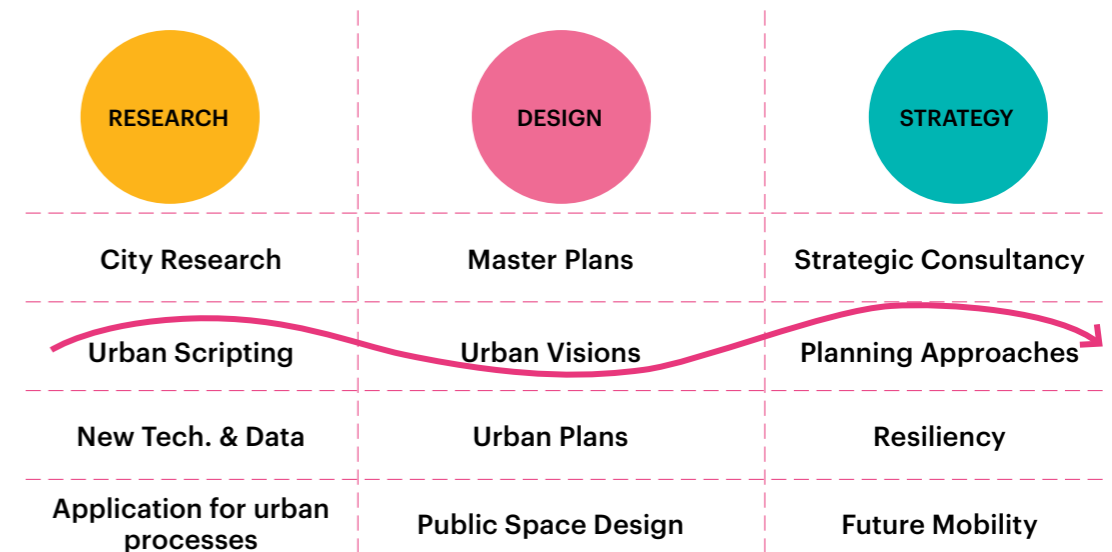








La Grande Mosaïque- Caen, France 2016 - on going



METHODOLOGY

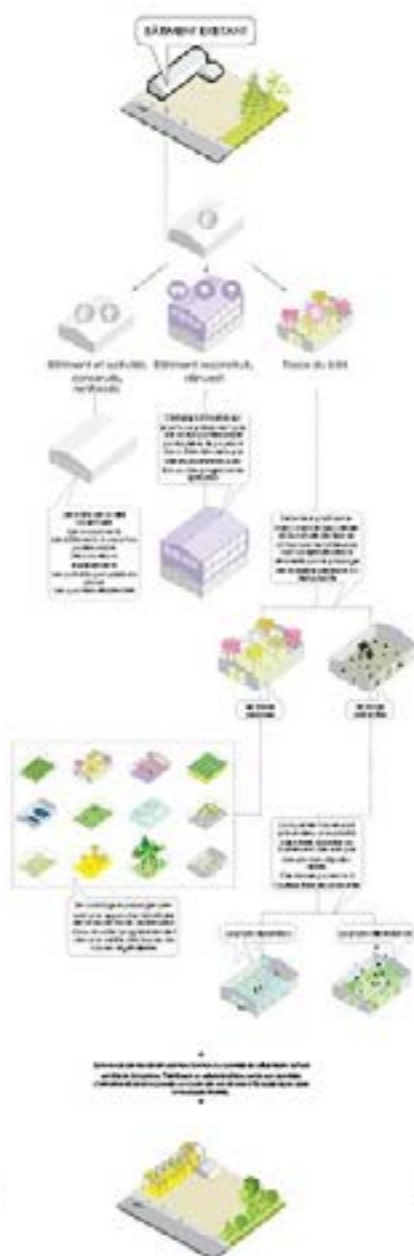
NETWORKS



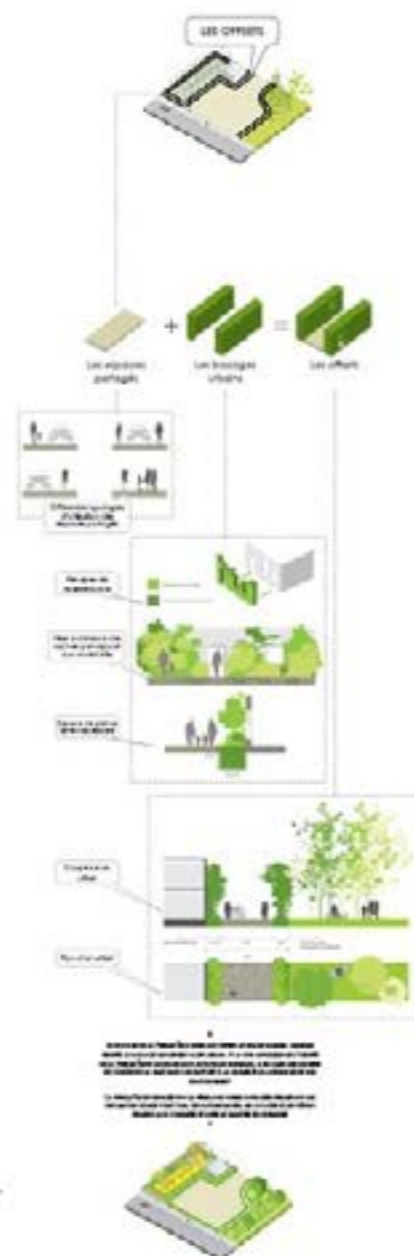
LANDSCAPE



BUILDINGS



THE OFFSET

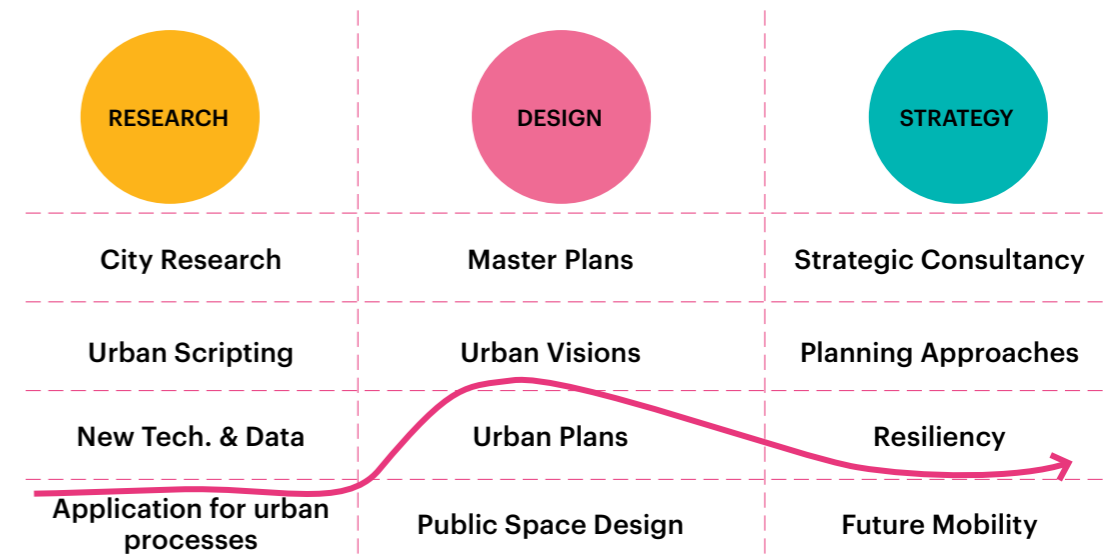


INTERSTITIAL SPACES



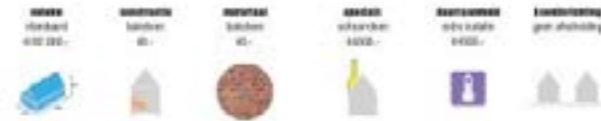


Strengthening Overschild, the Netherlands 2018 - on going



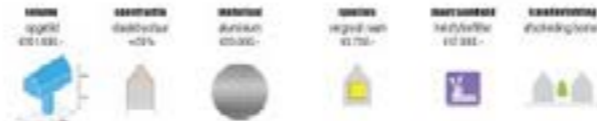


OVERSCHILDSE woning



Inhouding bouwplan: totaal ca. 110.000,- / 100.000,- tot 119.000,-

OPGETILDE woning



Inhouding bouwplan: totaal ca. 117.000,- / 100.000,- tot 119.000,-

KRUIS woning



Inhouding bouwplan: totaal ca. 107.000,- / 100.000,- tot 119.000,-

BARCODE woning



Inhouding bouwplan: totaal ca. 117.000,- tot 119.000,-
/ 100.000,- tot 119.000,- tot 119.000,-

GEBOGEN woning



Inhouding bouwplan: totaal ca. 110.000,- / 100.000,- tot 119.000,-

TOREN woning



Inhouding bouwplan: totaal ca. 100.000,- / 100.000,- tot 119.000,-

Urbanism as a practice

The challenges of cities and city-regions are to combine decisions and planning on a regional scale with solutions and strategies on the local scale.

In MVRDV we combine quantitative and qualitative analyses and knowledge of the whole system with local approaches and problem-solving.

They feed our designs and make it possible to come up with strong new ideas.

Los desafíos de las ciudades y las ciudades-regiones son combinar decisiones y planificación a escala regional con soluciones y estrategias a escala local.

En MVRDV, combinamos análisis cuantitativos y cualitativos y el conocimiento de todo el sistema con enfoques locales y resolución de problemas.

Alimentan nuestros diseños y permiten generar nuevas ideas sólidas.

Transform our methodology from a product based...



Durchgangsverkehr reduzieren



Öffentliches Quartier für Bewohner schaffen



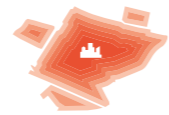
Grün und Gesund



Nachhaltigkeit



Aktiviert und verknüpft



Urbane Dichte



01

ANALYSIS

(data/research driven)

02

OBJECTIVES

(problem-solving)

03

STRATEGIES

(remarkable and provocative with a twist of humour)

04

CONCEPT EXPLORATION

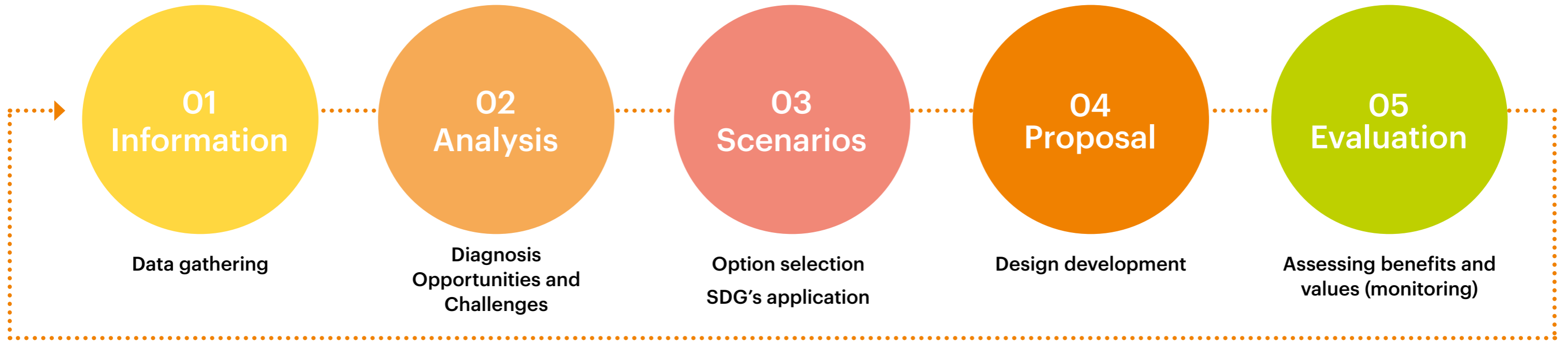
(flexibility, frameworks, open to participation)

05

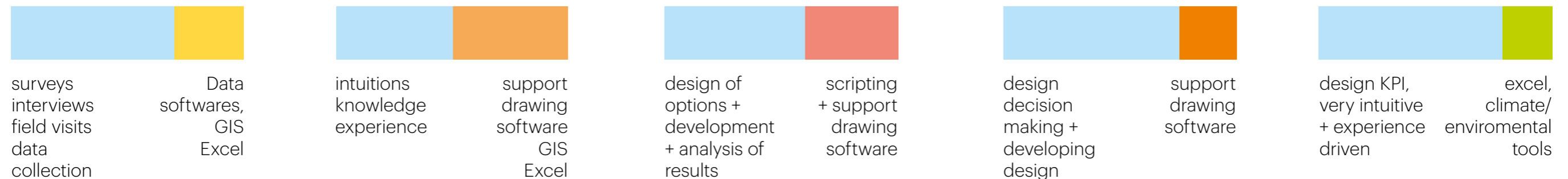
FINAL MASTERPLANS

(visual, easy to understand solutions)

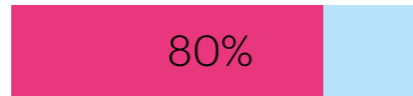
towards a process based methodology



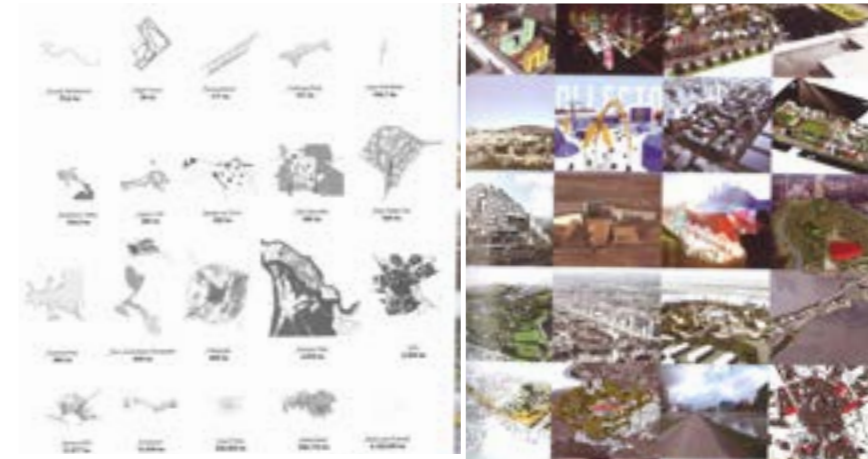
assessing the balance between qualitative and quantitative...



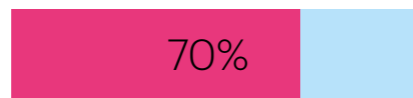
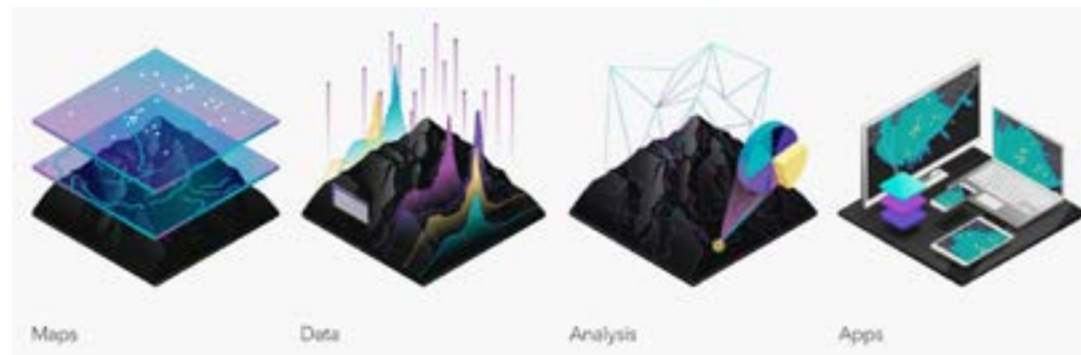
1. Urban References



2. Urban Neufert

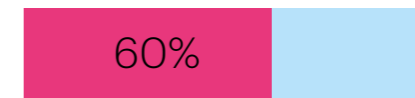


3. Urban Data Drive (GIS)



4. Urban Knowledge

Level of involvement	Lend outs	Specialism	Studio Collaboration
Light	x	x	
Medium	x	x	x
Heavy		x	x



We are in a process of learning, iterating, trying, and also failing.

We reflect, dialogue, and including the community.

We become facilitators.

Urbanists are all the ones who live in urban areas.

Estamos en un proceso de aprender, iterar, intentar y también fracasar.

Reflexionamos, dialogamos e incluimos a la comunidad.

Nos convertimos en facilitadores.

Los urbanistas son todos los que viven en áreas urbanas.

MVRDV is defining the future of urbanism

GRACIAS