MVRDV
AGENDAS ON URBANISM

MVRDV was founded in 1993 by Winy Maas, Jacob van Rijs and Nathalie de Vries in Rotterdam, the Netherlands.
Apart from providing specific solutions, we’ve got a constant stream of research oriented assignments. And they influence each other.
Books of MVRDV
KEYWORDS

DENSITY
UNPREDICTABLE
INFORMATION
FLEXIBLE
DIFFERENCES
VARIABLE
TRANSFORMATION

FLEXIBLE
DIVERSE
INDIVIDUALITY
DENSITY
CRITICAL MASS
FLEXIBILITY
COLLECTIVITY
EVOLUTIONARY
GROWTH
DIVERSITY
HUMAN-SCALE
PUBLICNESS
INFORMALITY
IDENTITY

COLLECTIVE GOAL
CHARACTER
LARGE SCALE
NEEDS
FUNDAMENTAL
PROBLEMS
URGENT PROBLEMS
SPATIAL ANSWERS
BE INFORMED ON ALL
FIELD
ENVISION FUTURE
COMMUNICATE
DIRECTLY
PRAGMATIC
SOLUTIONS
RESIST COMPROMISING
PARAMETRIC METHOD
DENSITY
FLEXIBLE
INDIVIDUALITY
COLLECTIVITY
DIVERSITY
CHARACTER

NEEDS
PRAGMATIC SOLUTIONS
RESIST COMPROMISING

TRANSFORMATION
VARIABLE
INFORMATION

KEYWORD GROUPS
Density: the amount of available space per person.

Floor Area Ratio (FAR):
The ratio of the total floor space of a built area to the total size of its lot.

FARMAX essentially means compressing a population vertically and horizontally so as to give that population more space.

...Can we examine the possibilities and impossibilities of these extremes and discover their prospects and limitations?....

...our cities will have become modernized, organized, transformed. As a result, we will have to operate in the centre in a much more active manner that of late. An this is where urban density comes in.

...An explosion of density can now occur at any random point in the city....

...According to Rem Koolhaas, any such parts of the world might be 'turned with savage competence into idyllic tapestries that connect these points of density'

123p

......This problem can be overcome....by indeterminate soft bodies whose form changes depending on the gravitational field they occupy and the information they receive.....

......the configuration of this city is no longer given but deconstructed in the purest process.....

......The city now is the totality of the events....Deprived of qualities of its own, the urban space can only be describe in terms of the ‘adventure’ of named bodies....

......A design that fixes beforehand all functions and the structure to house them, is absurd....

......steadily advancing process of homogenization of the whole urban space.....Against that process...... we can pit an alternative best described as the exploiting of local differences and specific qualities

Density can now only exist on condition that it is surrounded by nothingness.

......Urban objects are utterly reproducible, yet at the same time utterly deformable by modifying the density variables.....

......Density increase and decrease occur in concert, particular when a great need for transformation obtains.... It is not a matter of low density versus city, or high- versus low-density dwelling, but ...... a question of providing more options in our daily life.
FARMAX: Excursions on density

DENSITY
UNPREDICTABLE

INFORMATION
FLEXIBLE
DIFFERENCES

VARIABLE
TRANSFORMATION
DENSITY  FLEXIBLE  TRANSFORMATION
INDIVIDUALITY  VARIABLE  INFORMATION
COLLECTIVITY
FAR MAX

PB 1998
WK 1994-1998

Noise Scape 1997

TRANSFORMATION VARIABLE INFORMATION

- Noise Scape 1997
- PB 1998
- WK 1994-1998
- FAR MAX

[3D Diagram showing transformation of a building with labels for offices, parking, highway, and other functions]
Urban villages were flexible and adaptable... With diverse and unique character.....

Is there any other ways we can maintain informality of urban village and increase the density at the same time?
The Vertical Village:

- Individual, Informal, Intense

- Flexible
- Diverse

- Individuality
- Density
- Critical Mass
- Flexibility

- Collectivity
- Evolutionary Growth
- Diversity

- Human-Scale
- Publicness
- Informality
- Identity
Village Maker

PB 2011
WK --------

DENSITY  FELXIBLE  TRANSFORMATION
INDIVIDUALITY  VARIABLE  INFORMATION
COLLECTIVITY
Urbanism lost its position... Politicians have better slogans. Traffic planners control the urban space. Ecologists have better grip on the current agenda. And architects can visualize better than urbanists.....

As a result:
Urbanism is not sexy
Urbanism is not very much published in magazines like Wallpaper or Dezeen. It lacks images. And the imaginative.
Urbanism is slow
Urbanism is not visible
Urbanism has no author......

Who wants to be an urbanist these days?

But.
Is there not more than ever a strong need for urbanism in times of individualization, of fragmentation?.....

....longer collective goals that cannot be achieved by a building only?....

....So many urbanists or wannabes use phrases to get a plan through with phrases like “Human scale!”, “Green!”, “Animal Friendly!”, “Cost effective!”

Pleasing everybody, reducing character, risking to become more and more compromised, less characteristic, harming actually the attractiveness

What role does urbanism still play.....Does urbanism still exist? How should we maneuver in the battlefield between No Urbanism and New urbanism?

.....In the contemporary context there seems to be a problem with the large scale: the larger the impact, the less attention it receives......

.....urbanism does not sufficiently respond to the needs and demands of our society and the socio-economic forces that drive the development.....

.....we need to address fundamental, urgent issues in a boldly direct and visible manner.

How can we respond to today’s most pressing spatial challenges..... By filling parcels with common solutions.... We neglect to develop fundamental spatial answers to the social, economical and ecological issues at hand...we should take responsibility to close the growing gap between our demands and resources......It is especially urbanism which has the potential to deal with these fundamental sociological, economical, ecological issues and provide spatial solutions. Urbanism can support the character and culture of a society and improve socio-economic performance....

It can organize, optimize, intensify, diversify, initiate and liberate. It can prioritize, neutralize and realize grandeur to balance or upgrade areas where needed. It can correct what is wrong, adjust, repair, and add what is needed....

Urbanism should:
Be highly informed on developments in all fields of our society..... Define an agenda based on insight into global and local urgencies.....
Reclaim its role to envision our possible future surroundings based on understanding, extrapolation and at times purely intuition.....

Be strategic and hyper-direct in order to communicate effectively
Develop clear and strategic tools providing pragmatic solutions – feasible in proposed intervention and resistant to compromising the quality or integrity of design due to social, political, or economic changes during the execution.....

MVRDV has developed an analytic and parametric methodology.....
This methodology has been applied to specific situations to create visions.....

.....ranging from light urbanism, participatory and evolutionary urbanism, timeless and heavy urbanism and urbanism by buildings.....

.....re-structuring of all complex underground elements....highly specific neighborhoods.....re-organizing the standard elements of a business-park.....direct access, visibility for all....gradual transformation of a large area.....

.....you are able to do everything you want, but have to organize everything yourself then as well
Agendas on Urbanism

PB 2012
WK 2003-2012

Agendas on Urbanism: Where is Urbanism?

COLLECTIVE GOAL
CHARACTER

LARGE SCALE NEEDS
FUNDAMENTAL PROBLEMS
URGENT PROBLEMS
DIRECT SPATIAL ANSWERS

BE INFORMED ON ALL FIELD
DEFINE AGENDA based on URGENCIES
ENVISION FUTURE
COMMUNICATE DIRECTLY
PRAGMATIC SOLUTIONS
RESIST COMPROMISING

PARAMETRIC METHOD
DO EVERYTHING. ORGANIZE EVERYTHING
Engaging the individual initiatives in the design and decision making process enhanced community feeling and maximum flexibility and diversity.

Generally, buildings are always designed by a combination of municipality, project developer and architects, the user has no voice in the development.....

This system of collaboration between user and the professionals in the development and architecture allows this individual influence for public....

Translating the wishes of the users into urbanism.... Co-authorship enforces the community feeling and creates space for multiversity and flexibility in the area.....

A design software is being developed for the future residents....
....the development of urban character by offering outmost diversity and flexibility....

....Each one is independently developable with its own structure, floor height and access within a grid.....

The buildings are highly flexible, allowing functions to adapt to future demands and several functions to be combined within one building.

...40% of the buildings will be developed by Dutch and international guest architects. The remaining 60% of the buildings are designed by MVRDV.....

.....The architects’ selection consists of a varied group of offices, from young and conceptual to more established architects, in order to create true urban variety.

DENSITY FELXIBLE
INDIVIDUALITY COLLECTIVITY
DIVERSITY CHARACTER

NEEDS PRAGMATIC SOLUTIONS
RESIST COMPROMISING

Agendas on Urbanism

PB 2012
WK 2003-2012

Instant City (2010)
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