

TRANSFORMATION

PROJECT DEVELOPMENT 3.0

I no longer believe in top down projects. The crisis showed us that they no longer work.

I no longer believe in avalanche money. Events like Olympics and other big events that promise us a lot but fail in achieving their legacy.

I have sincere problems with bottom up, because these projects stay too small and only work in an environment with an overdose of trust.

I've seen many successful regeneration projects realized and see them emerging all over the world. It is time to set a new course

Project development 3.0:

TRANSFORMATION

The farm



The suburb



The city



Westerpark in early spring



Westergas factory Amsterdam - Original outside of the buildings



Westergas factory Amsterdam - Original interior of the buildings



Westergas factory Amsterdam - Temporary use



Remediating Westergasfabriek



Westergasfabriek park: a park for everyone



Gasholder at Westergasfabriek park with temporary pavillion by Zaha Hadid



Conference Creativity and the City september 2003 at Westergasfabriek



Former abbatoir - Casablanca Morocco



Opening festival in Casablanca abattoir



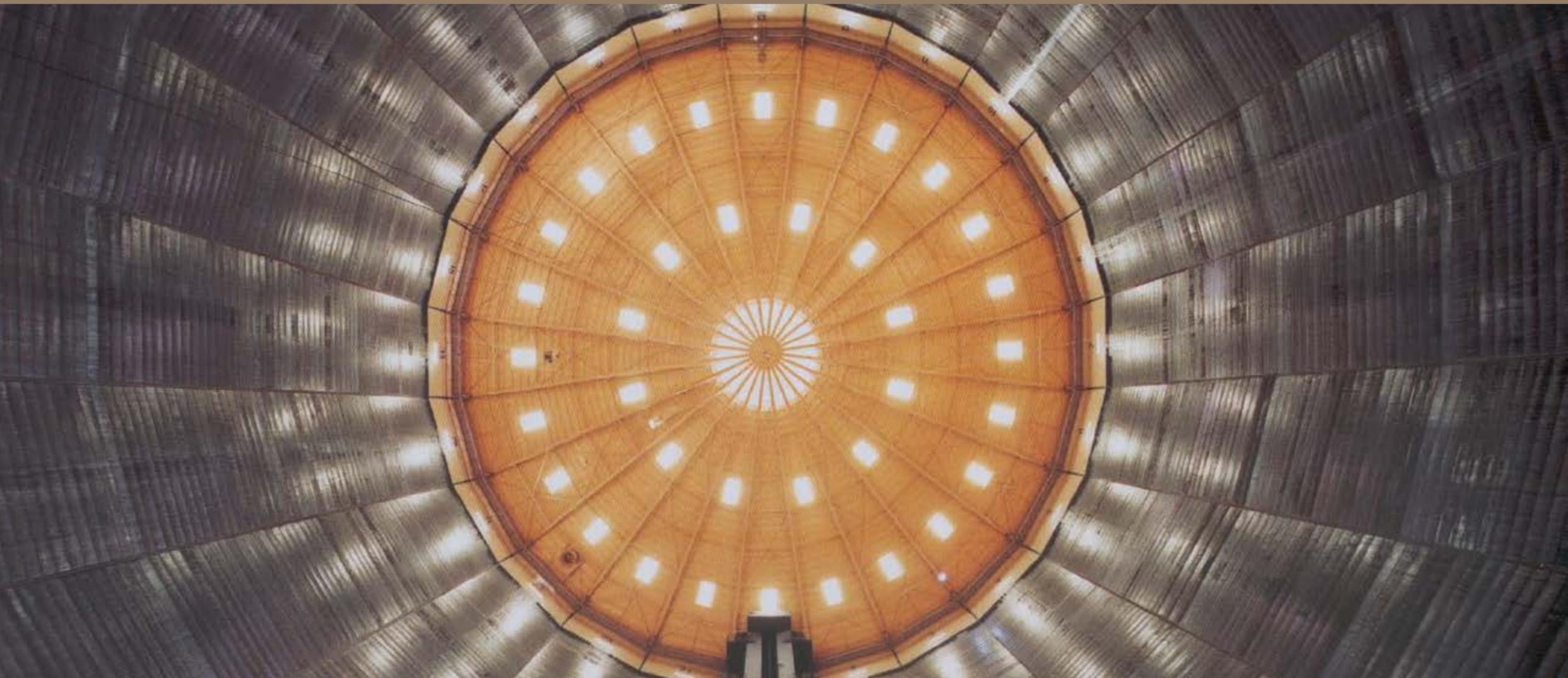
Sport Axis Amsterdam - Sport as a means to connect talent to the city



sportatlas



Internationale Bau Ausstellung Emscher Park



Kocherei Zollverein - Emscher park Germany



Covered square - Zurich-West Switzerland



Matadero Madrid Spain - A motorway is completely covered with a park



798 Art district - Beijing China



Noorderpark: former petrol stations BP



Noorderpark: espressobar



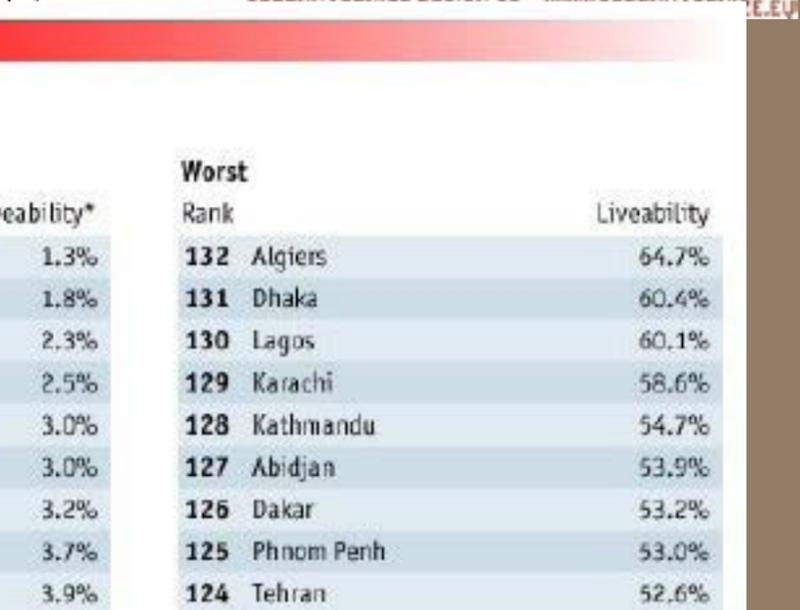
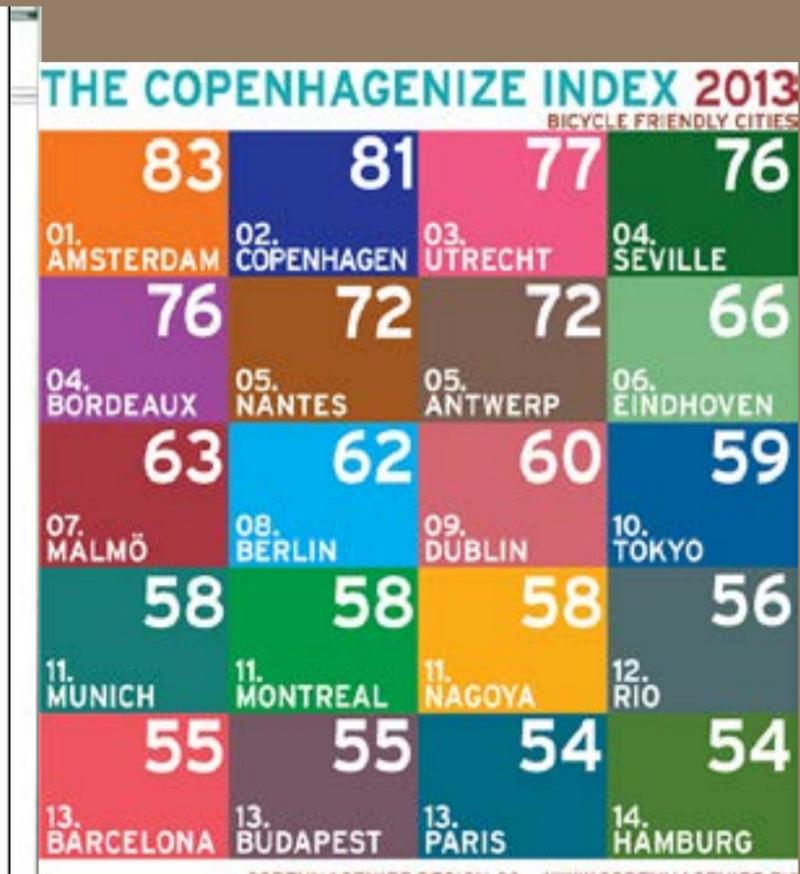
There are 4000 cities with more than 100.000 inhabitants in this world



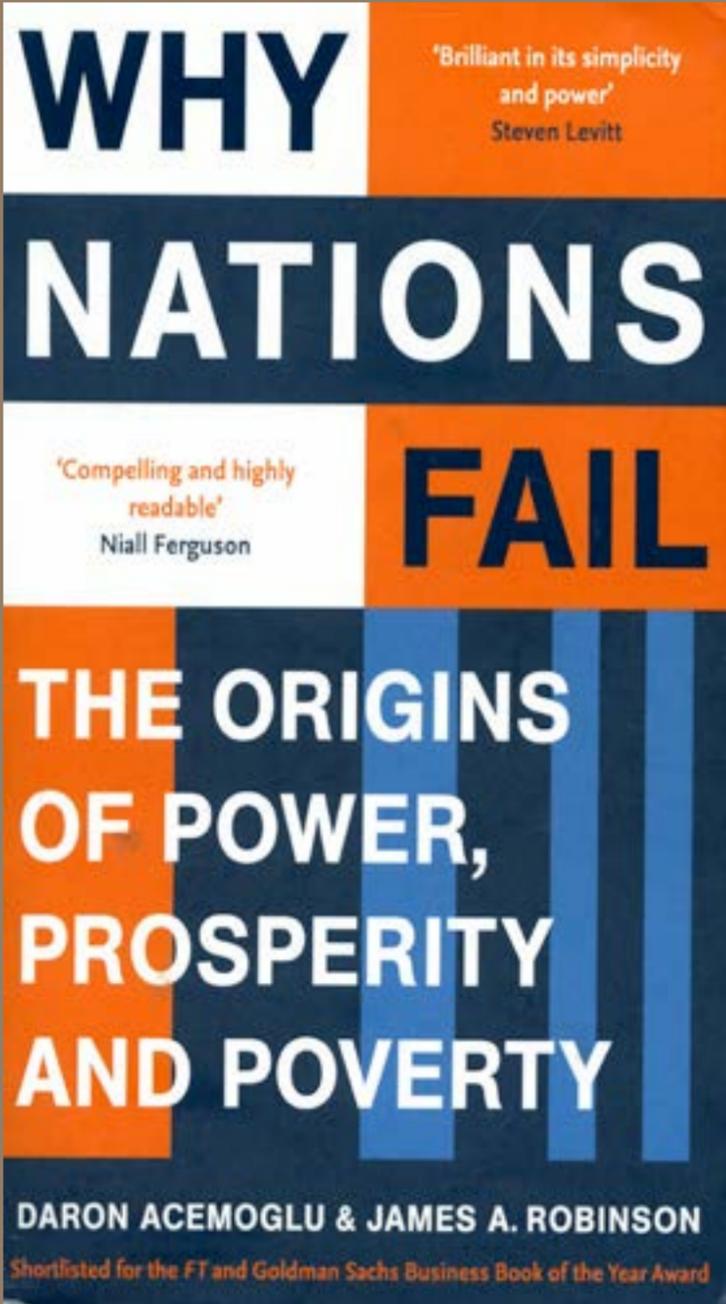
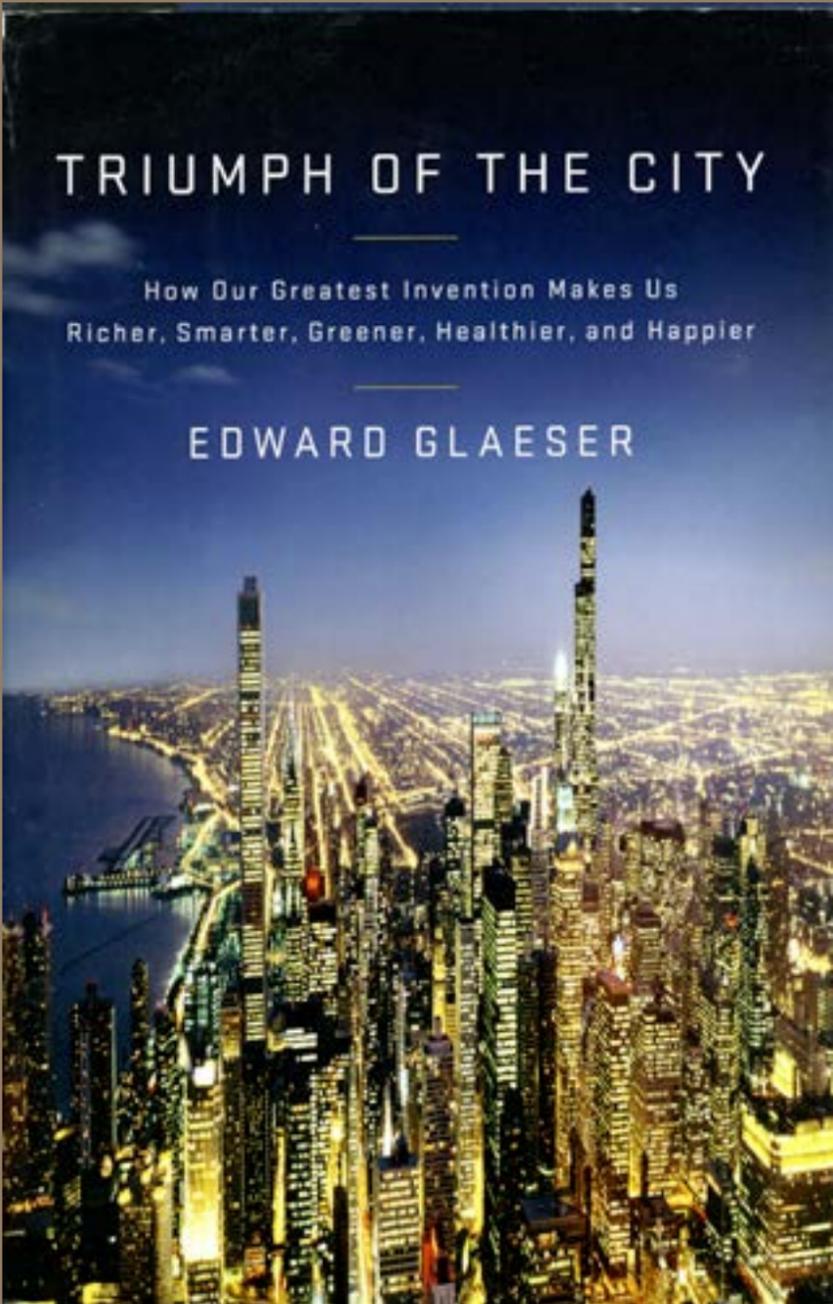
This is where the 100 biggest of them are situated



There are many rankings and indexes produced to see which city is better

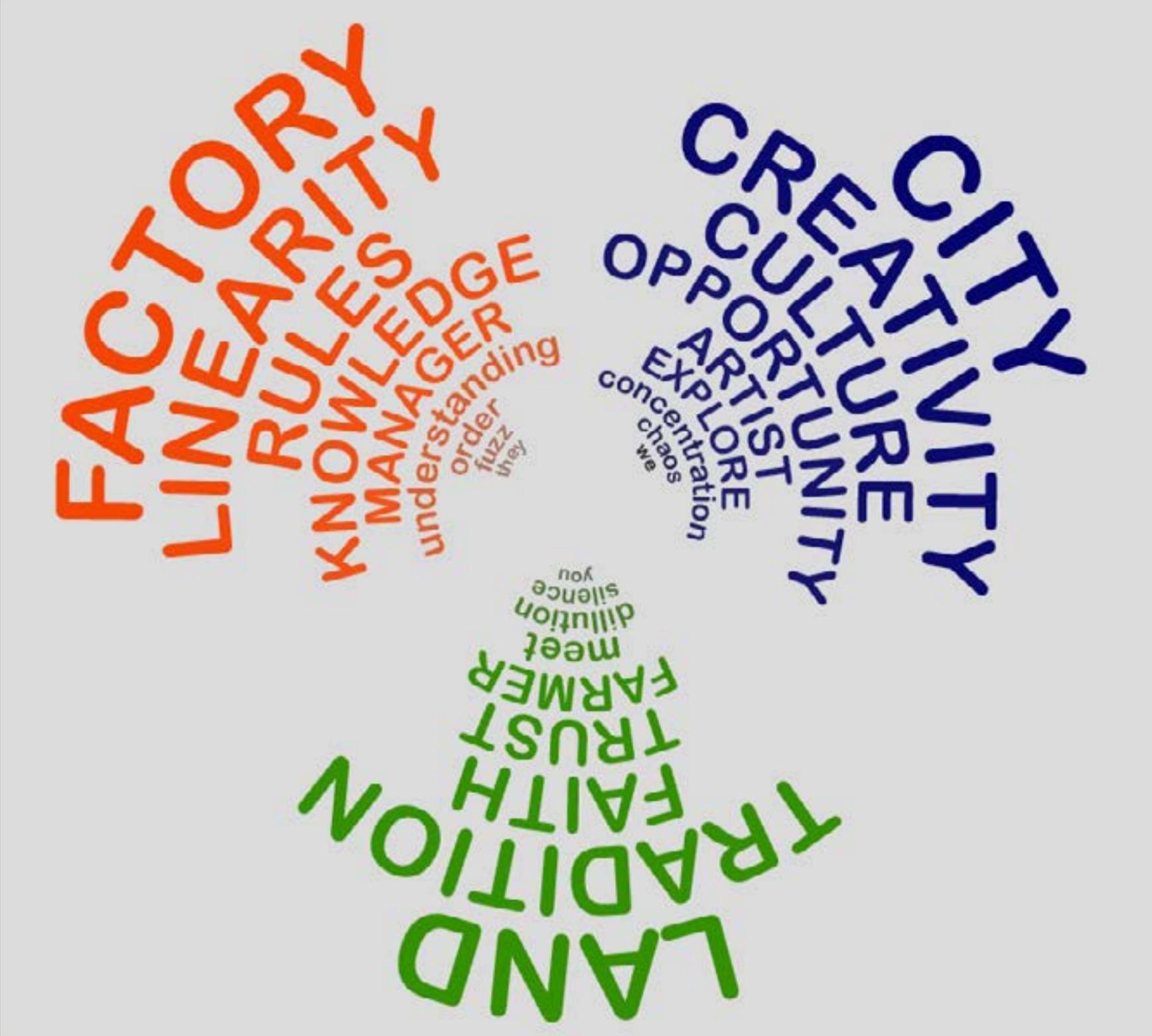


Many cities grow and so they are becoming more important, but some of them fail hopeless.



A scheme to define attractivity.

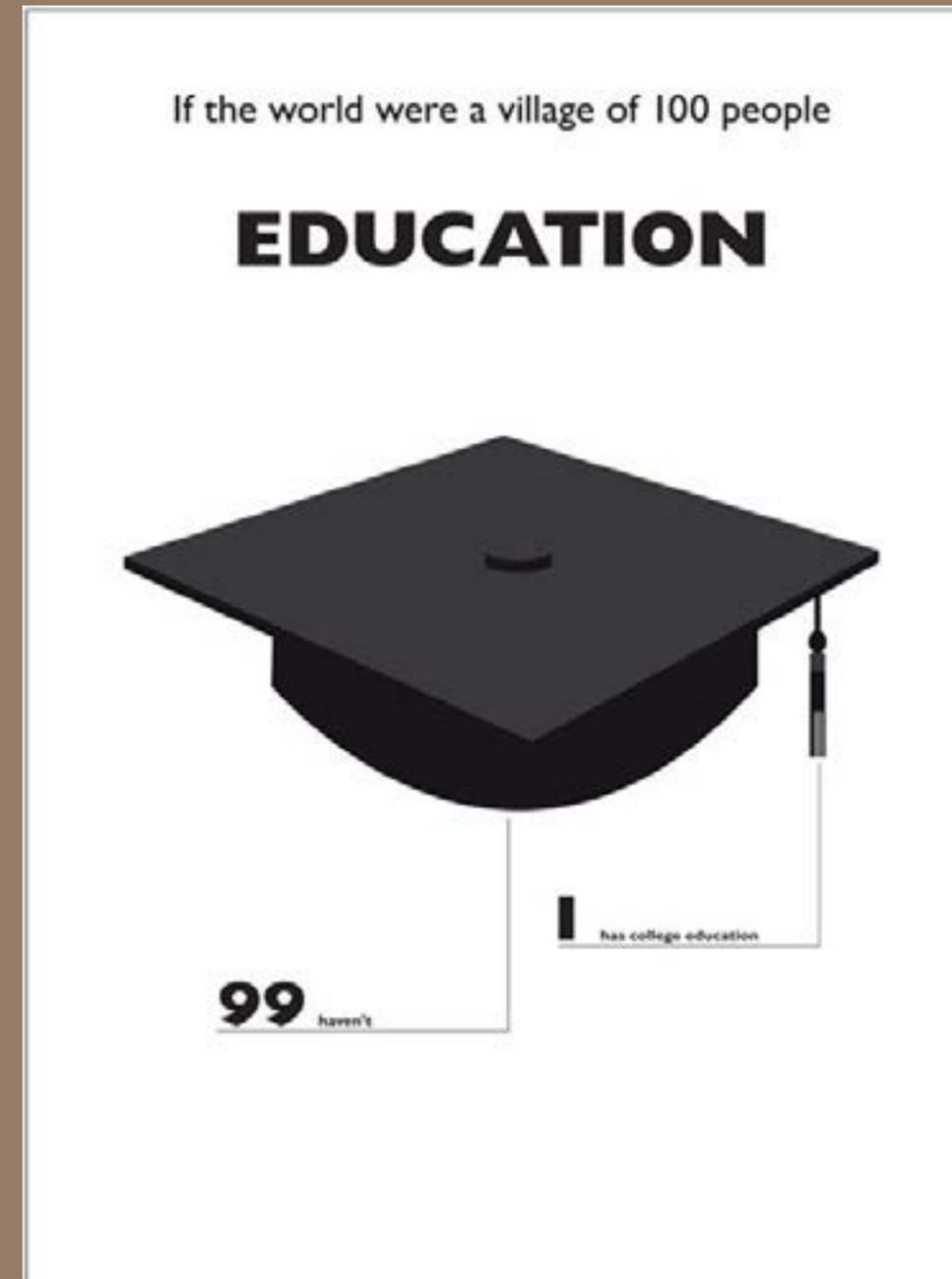
Where the city, the factory and the land come together life is best and places are attractive.

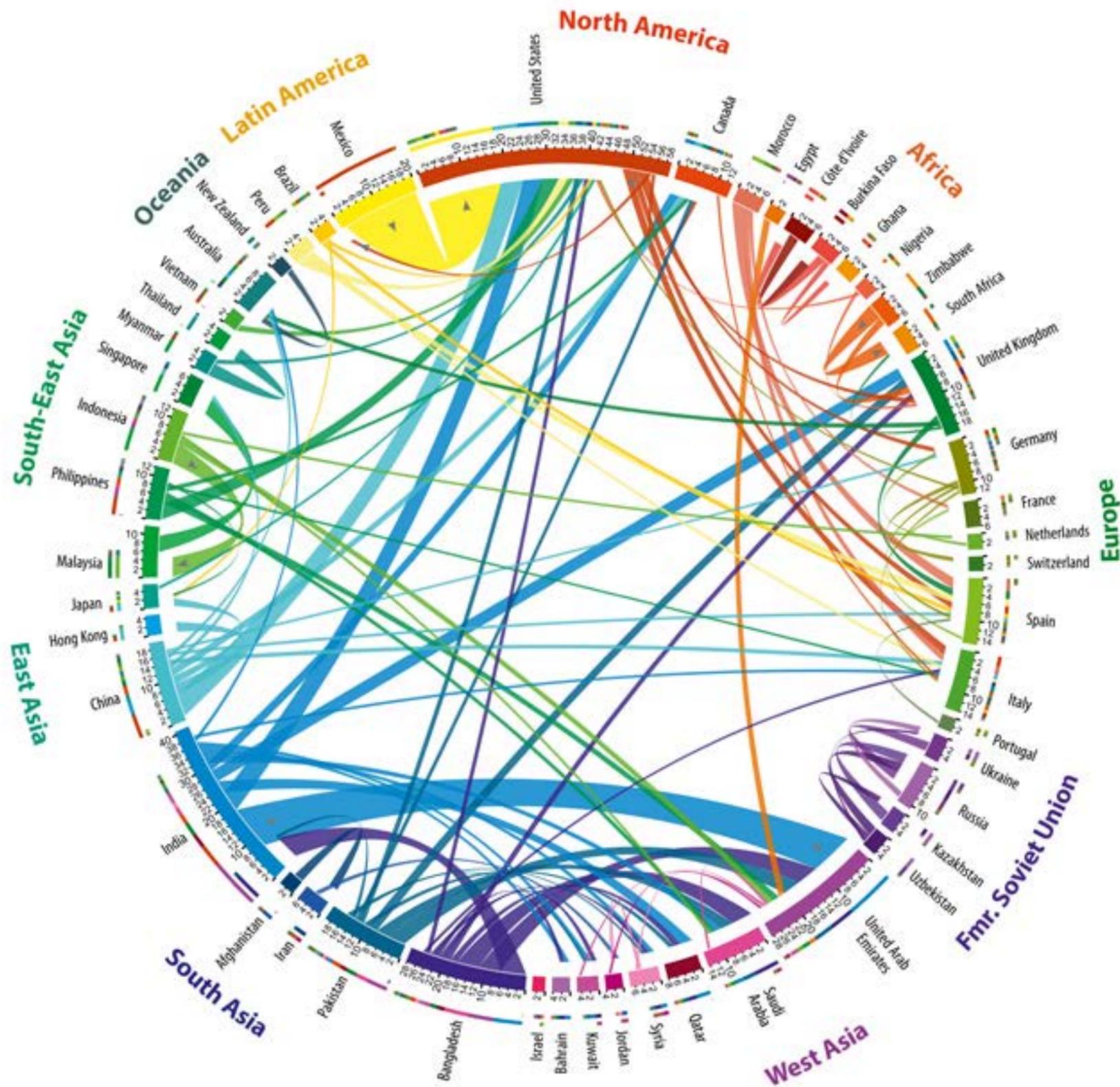


The search for talent



Only 1 % of the world's population owns a college degree





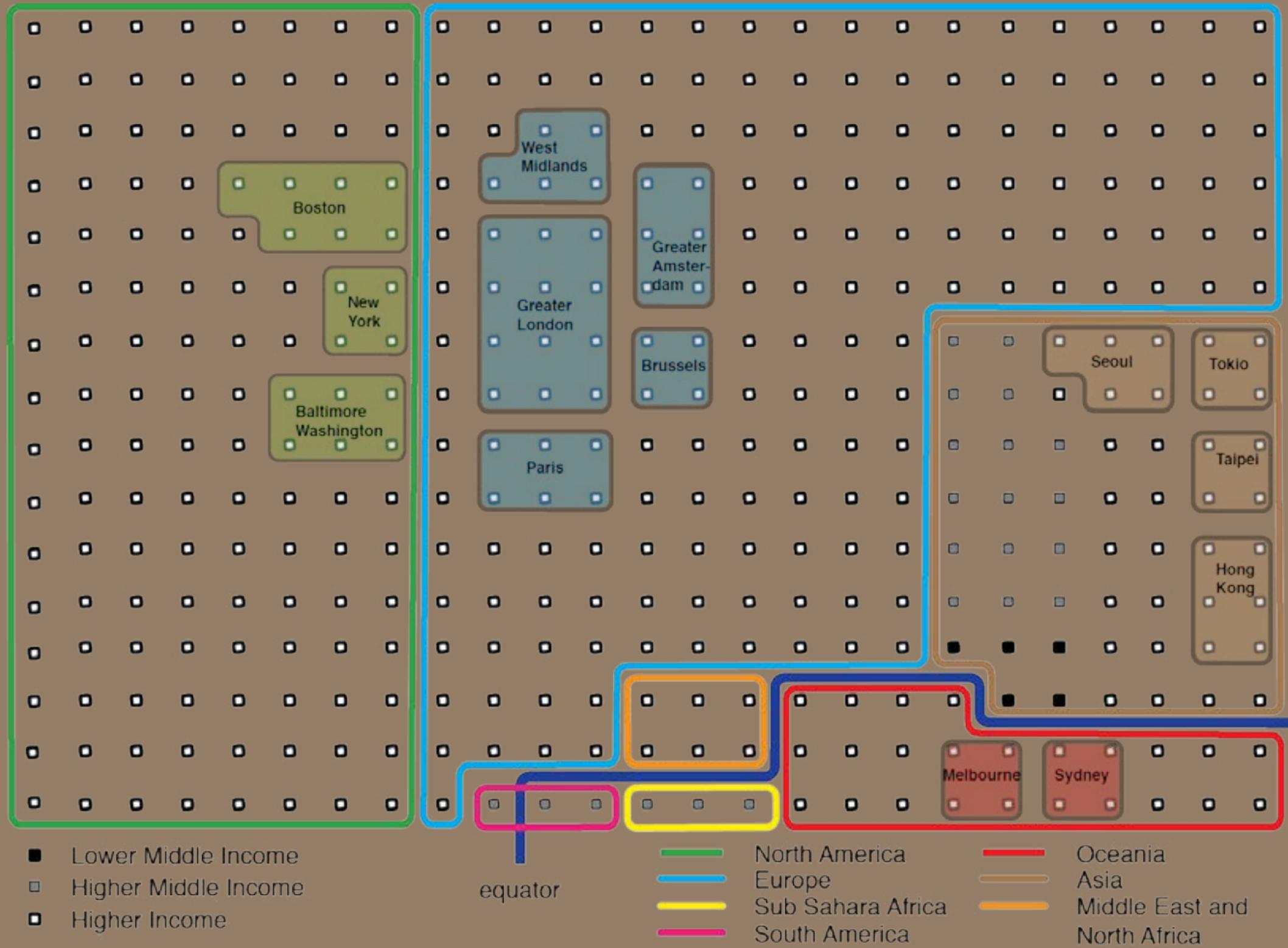
These are the flows of migrants over a five year period between countries.

This Data Sheet provides a comprehensive portrait of the global flow of people in 2005–10. It features the flows between the top 50 sending and receiving countries, each country's total immigration and emigration flow and the world's 20 largest country-to-country flows.

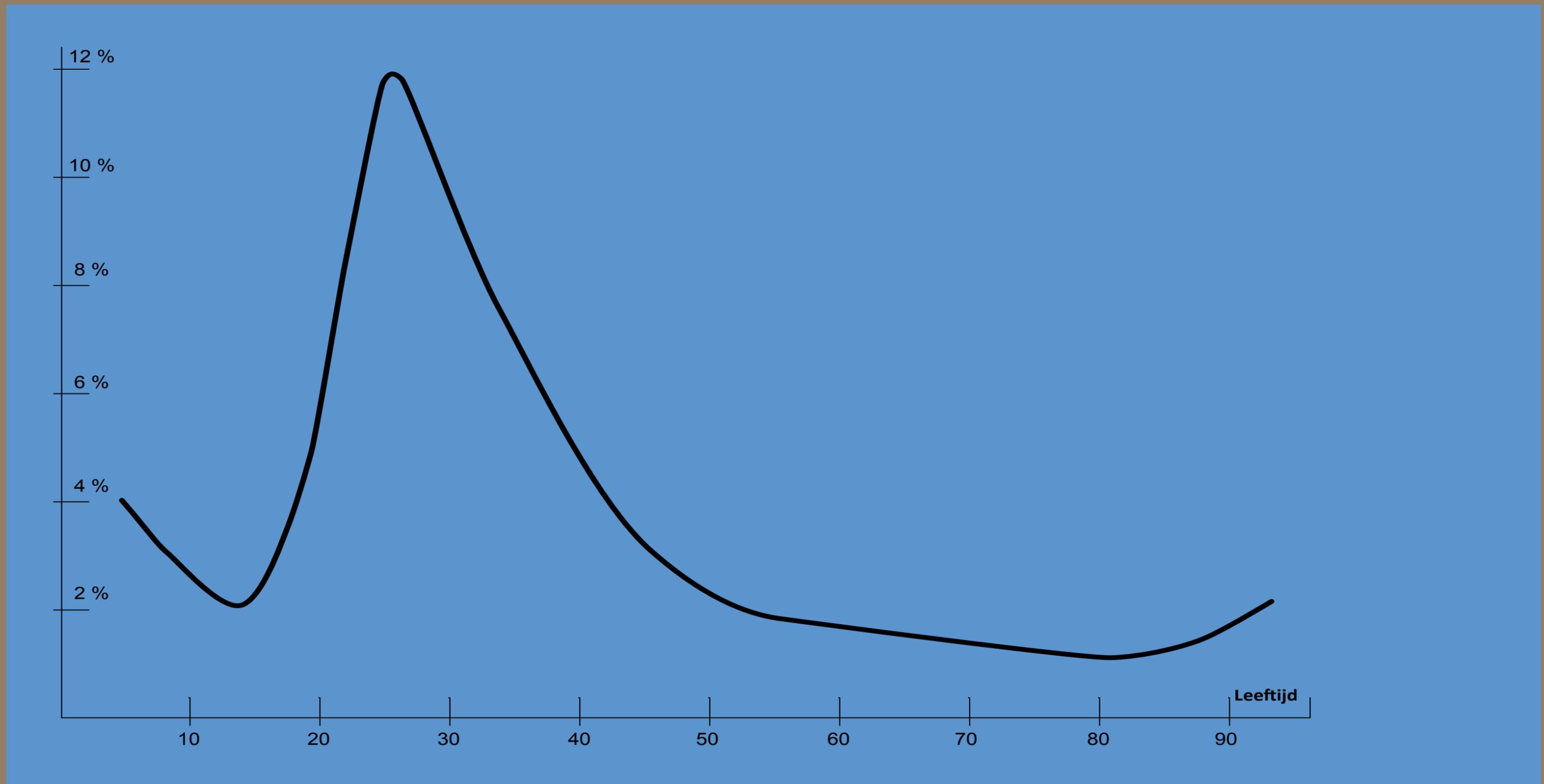
Provided by Wittgenstein Center and Vienna Institute of Demography. Published in Science (2014)

These are the worlds 400 Top Universities

Only a few are below the equator and almost all of them in the West.
The far east is emerging having four important clusters.

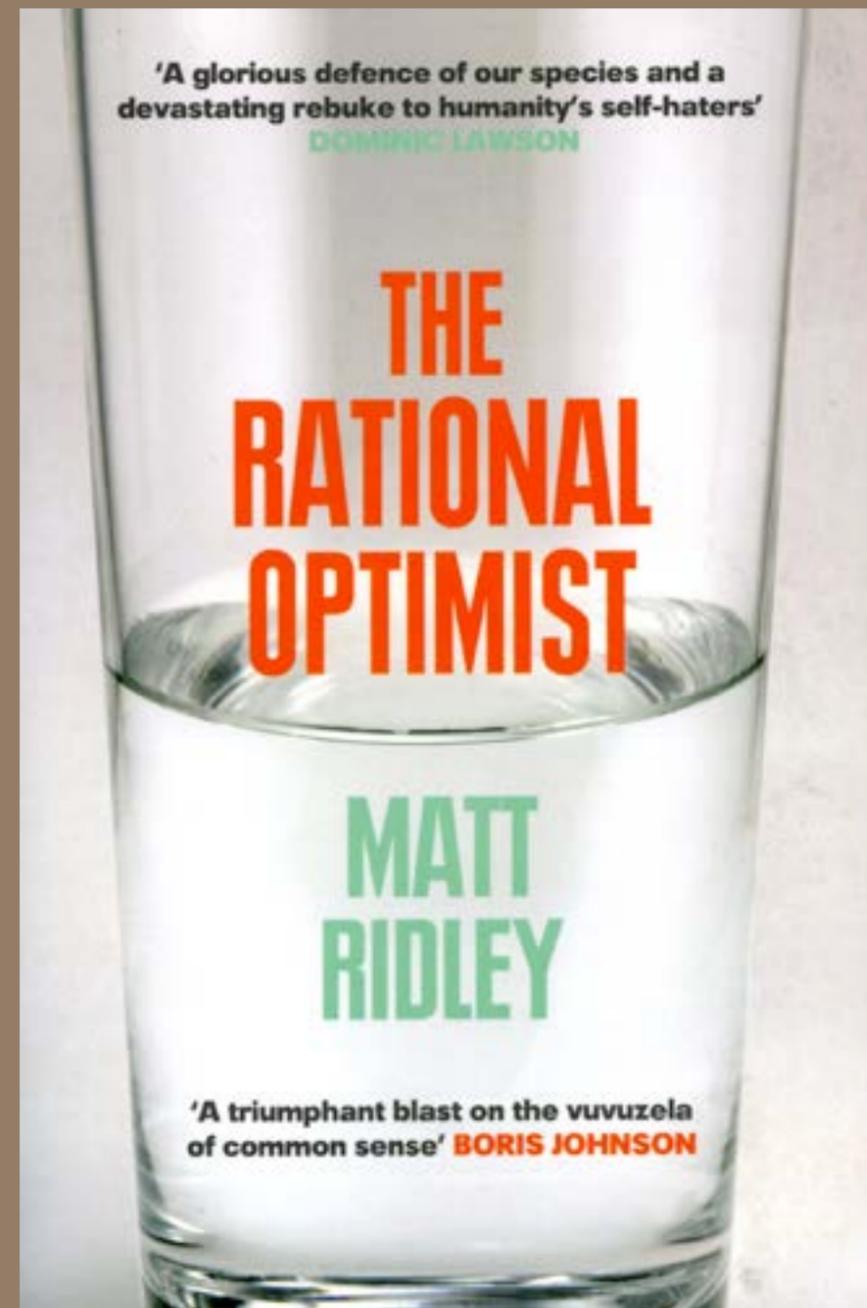


We move when we are young - above the age of 45 we stay where we are

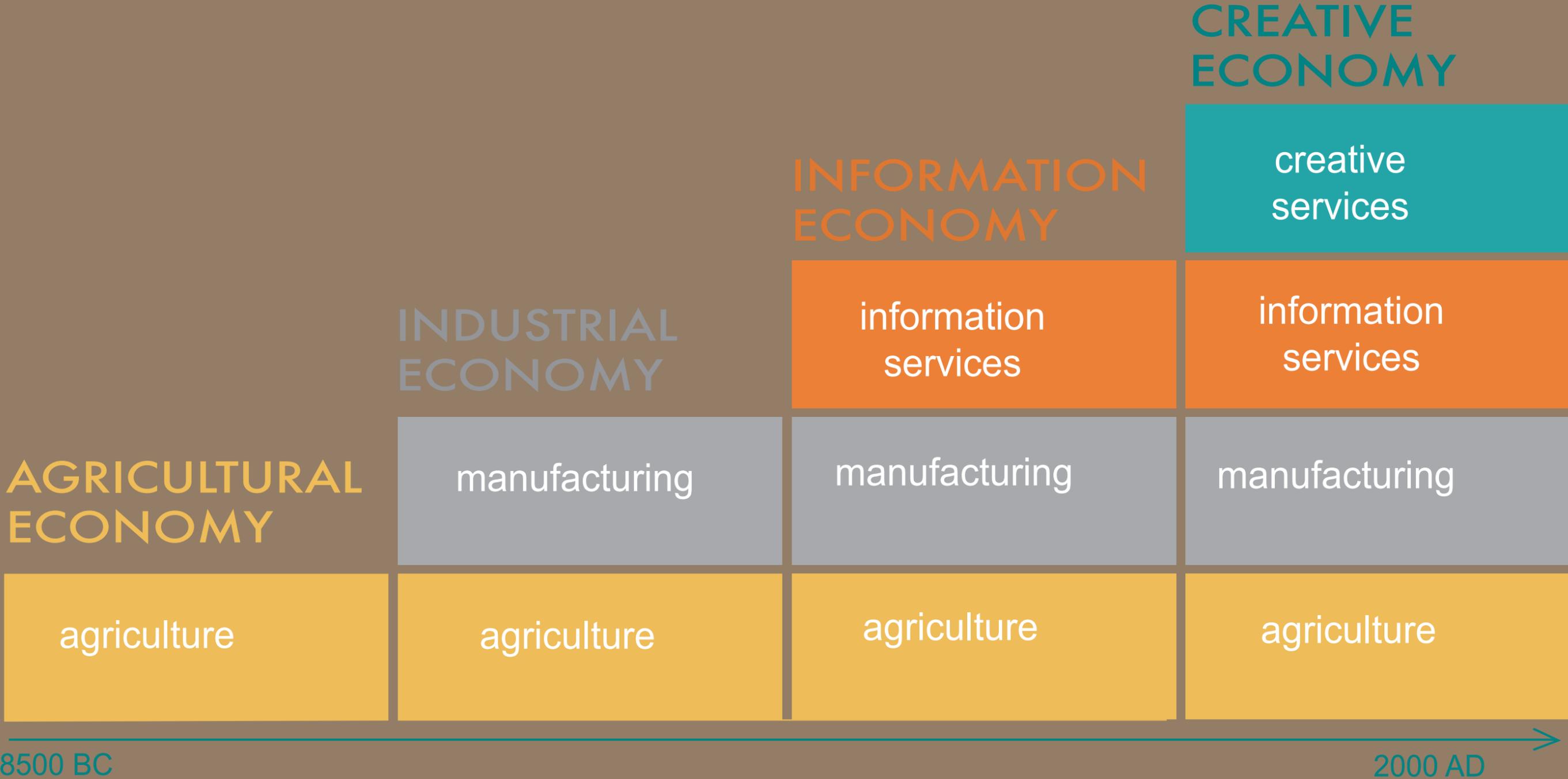


Matt Ridley

Humans: the only species on this earth that is not only interested to meet in order to mate but also to create.



Creatification is more important than the creative economy



The attractive city is (like every other city before) about:

Emancipation



Market



Creation



Creating places where people can meet



