



NDSM WHARF Amsterdam

ndsm.nl @ndsm_werf facebook.com/NDSMwerf

INTRODUCTION NDSM

500.000 visitors
1500.000 passangers
67 event days
+/- 400 International and local
companies, creative entrepreneurs
& artists
within 10 years 2500 households



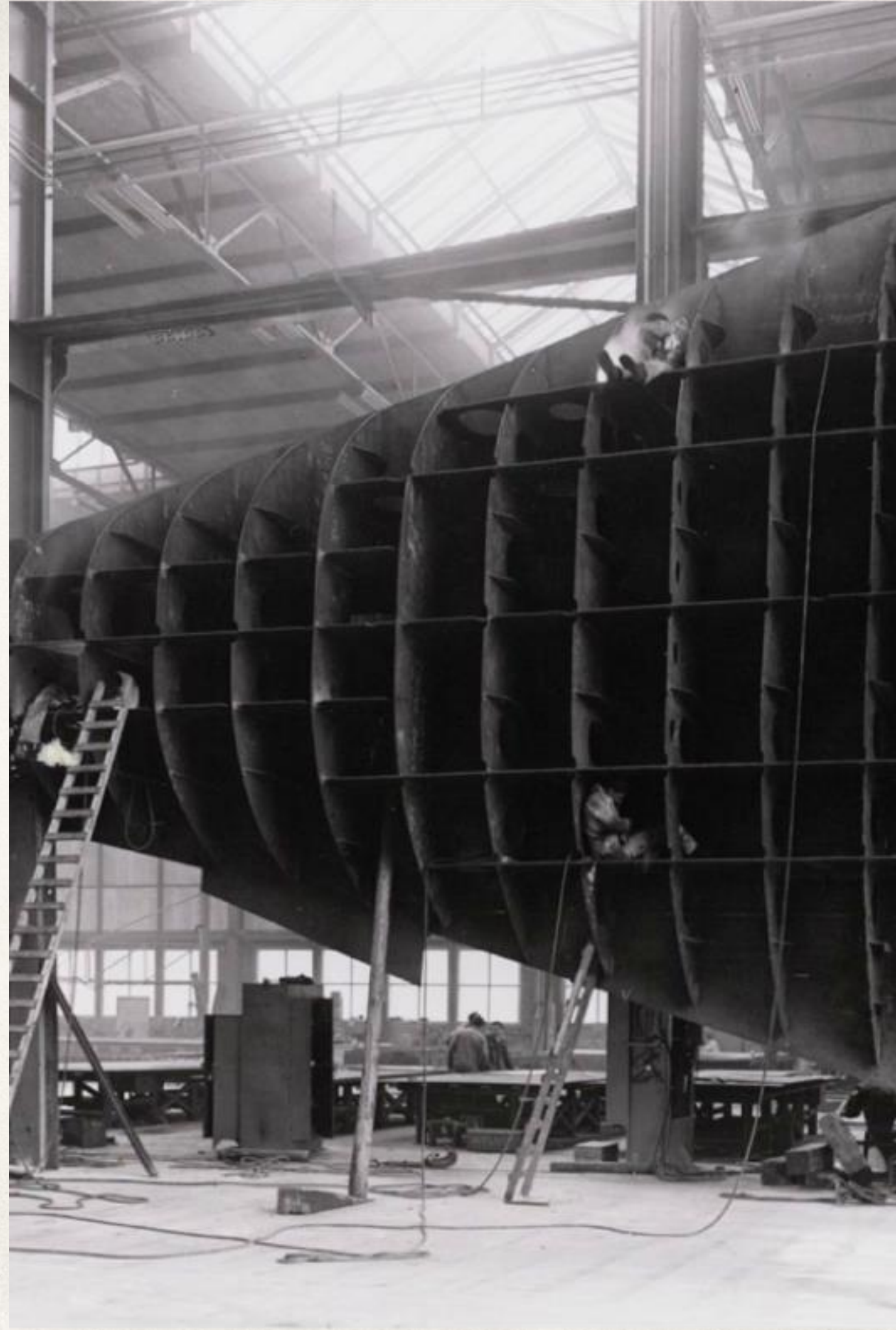
Introduction NDSM warf Foundation

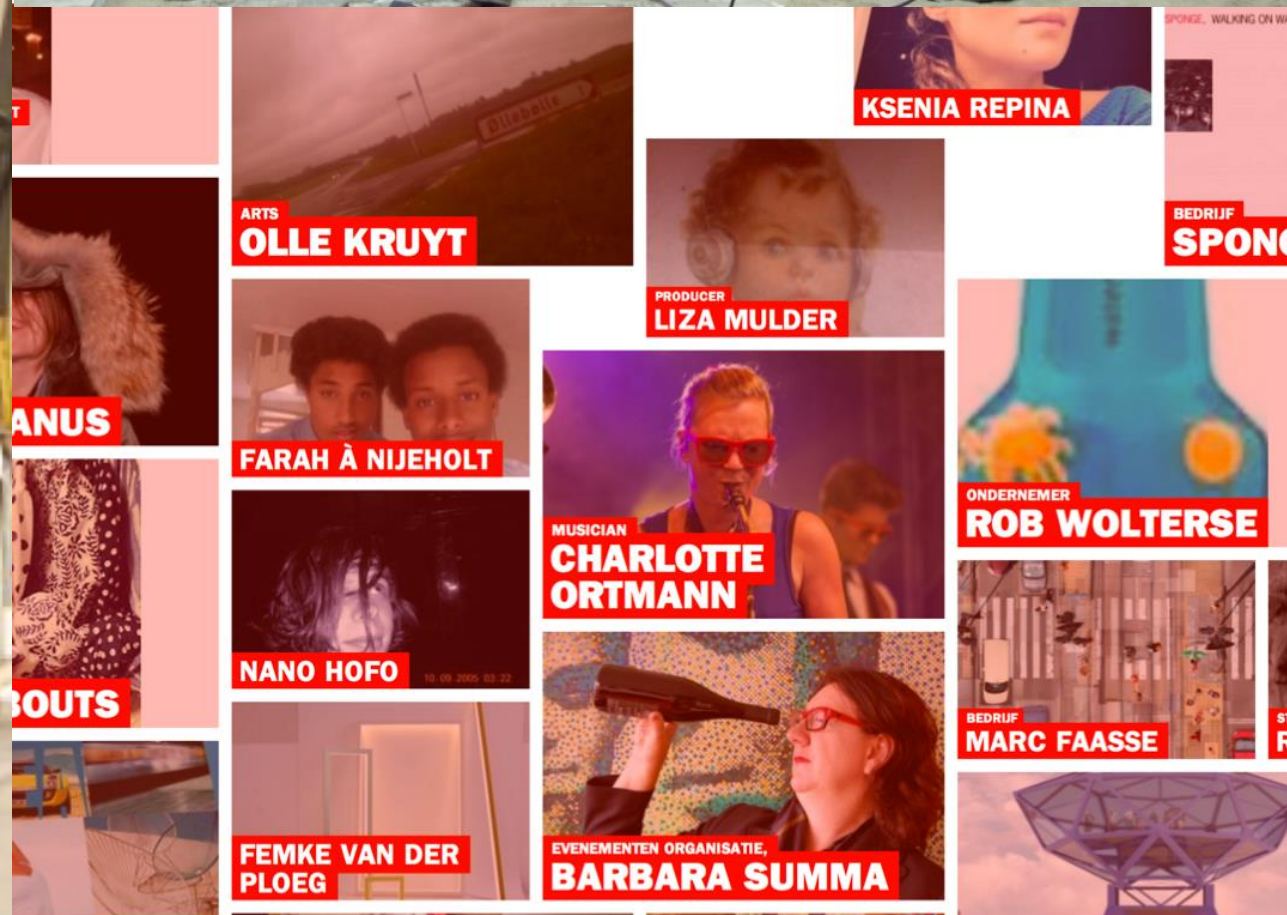
- ❖ Our task is to supervise the NDSM area and create cultural program for the public space;
- ❖ Our founders are the urban district administration of North Amsterdam, the property development agency of the city counsel, the private property developer Biesterbosch and the association 'de Toekomst' which represents a large group of the artists who are based on the NDSM;
- ❖ All founders invest in the foundation by creating a fundamental budget (up to 38%) to manage the area and develop cultural program;
- ❖ Our art program is supported by the public sector (12%)
- ❖ Furthermore we have income of commercial & non commercial events and rentals. The other 50%
- ❖ We like to believe that positioning art & culture as a core sector of community planning and development is just as important as housing, transportation and public safety. It is not a luxury, but a matter of quality of life.



THE PAST the Shipyard

- ❖ 1920-1984 this place was the largest shipyard of the Netherlands. It was abandoned to the Northside of the city because housing became an issue





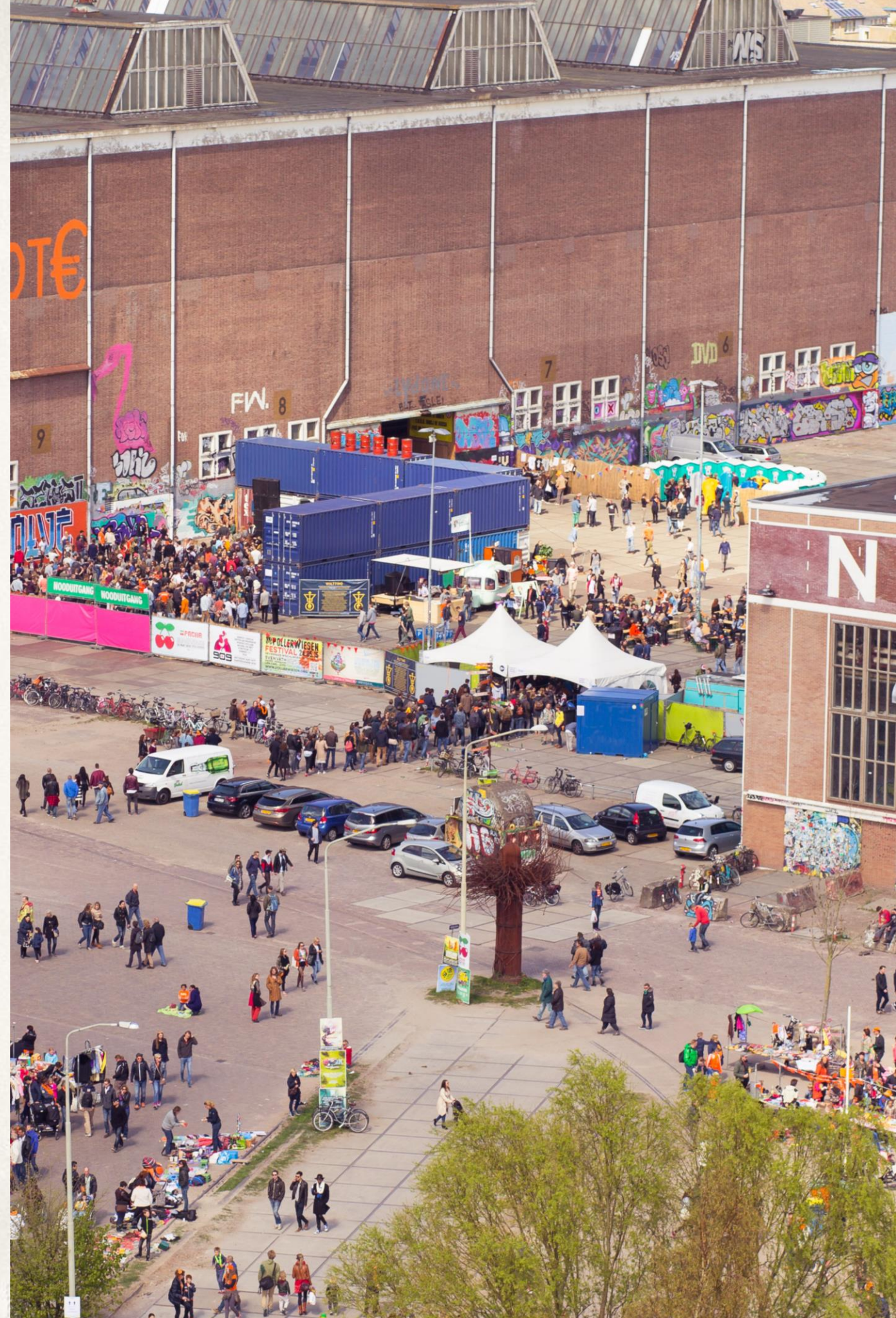


CURRENT the Laboratory

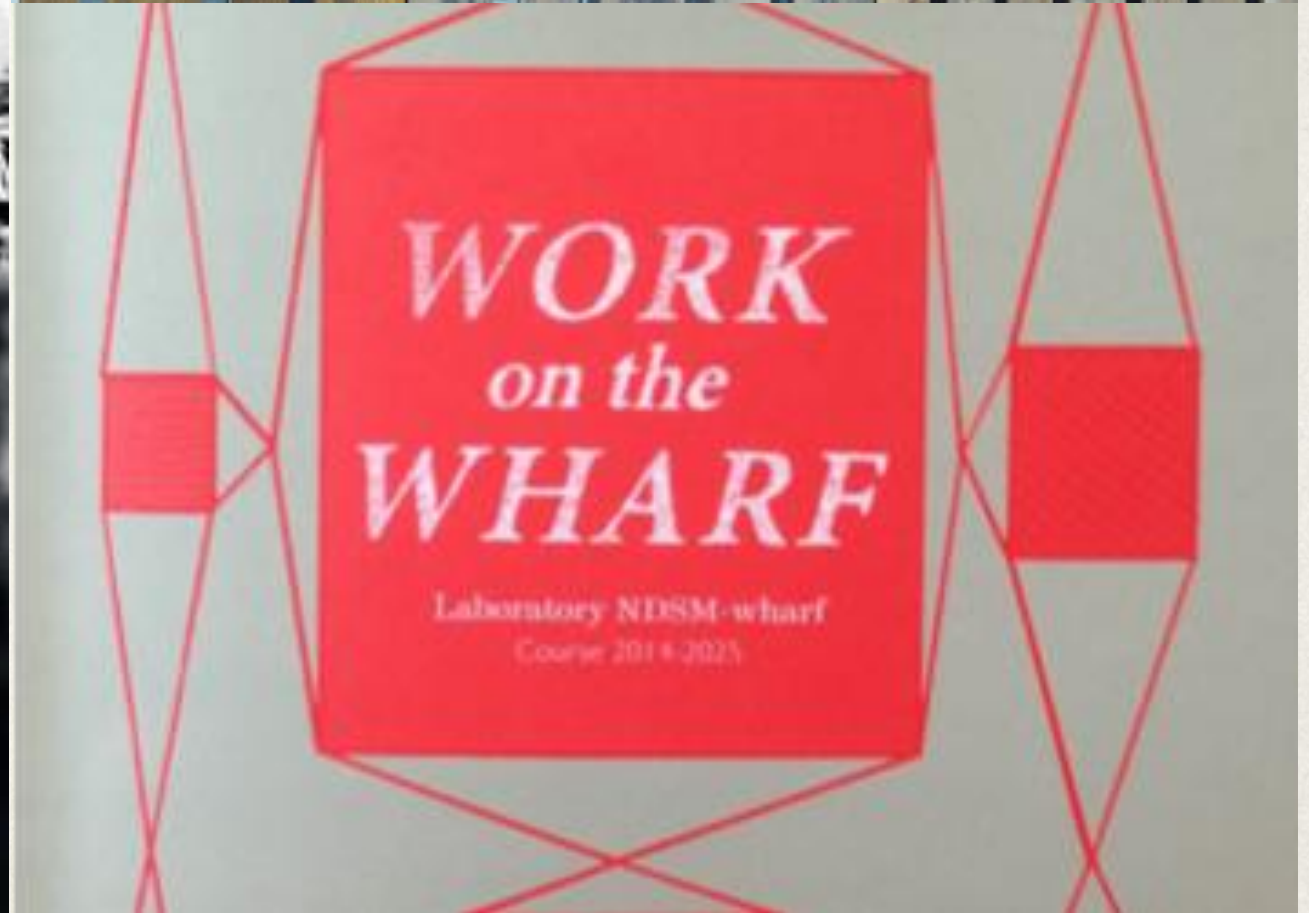
Creation (circular economy, creative industry, new manufacturing industry)

Culture (art, independent program)

Urban development (mixing of functions and collective commissioning practice)



SELFMADE FUTURE





THE FUTURE housing over art?

In times of economic crisis there seems to be a balance between creative placement and the (more narrowed) economic possibilities of city development.

But when the economy is back on it's feet, the property increases in value and along the line art and culture gets overshadowed.



WE EQUALLY NEED TO CONTRIBUTE TO OUR COMMUNITY



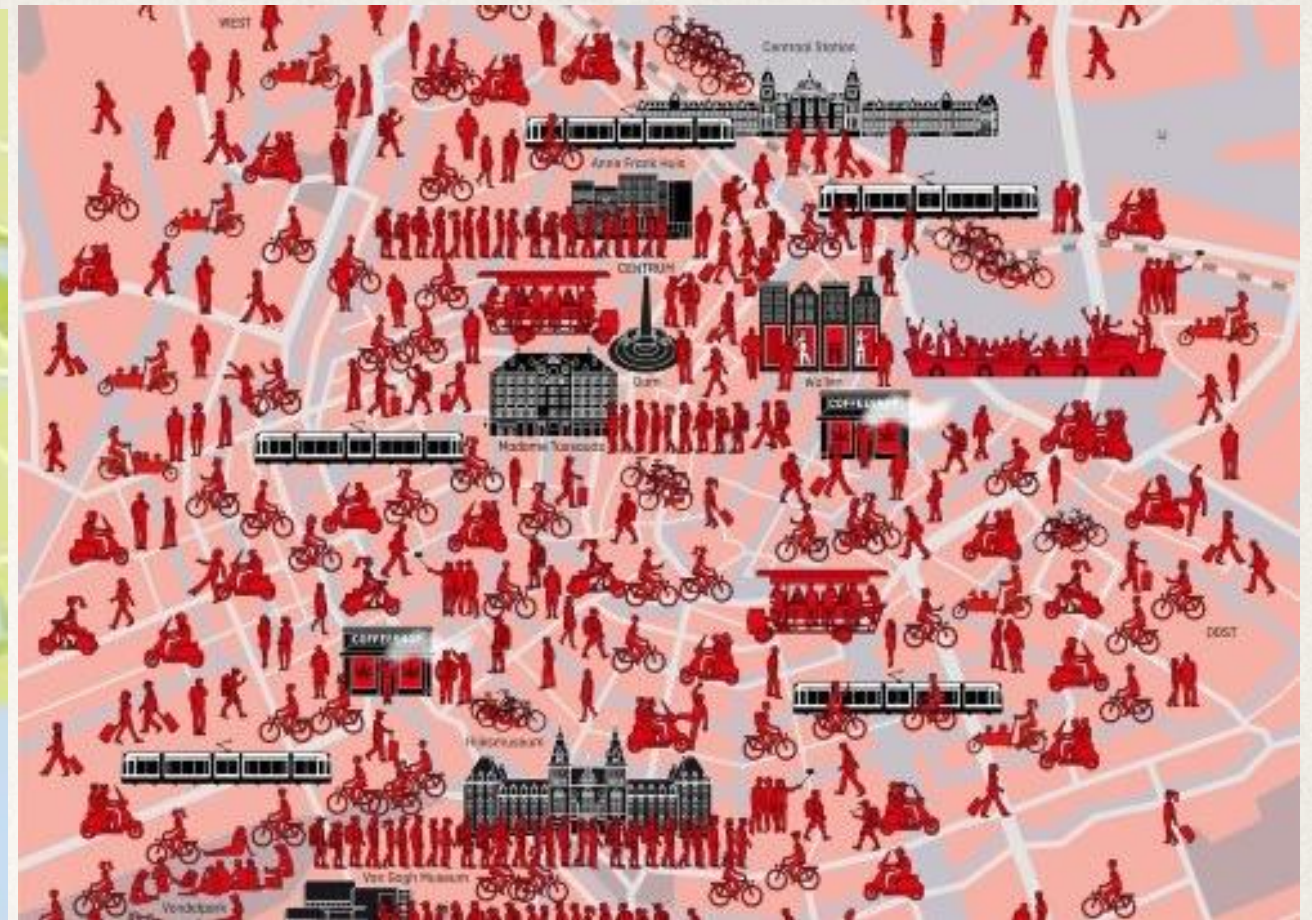
BACK TO THE FUTURE art over housing?

A temporary public art installation is such a contribution. You can walk by, it can change your view or brighten your day or you can just ignore it. It's free.



AMSTERDAM POPULATION

- ❖ Approximately 800.000 inhabitants. Growth 10.000 inhabitants a year (since 1985 more than 175.000)
- ❖ Compared to 2008 twice as much hotel stays (4,5 million > 10.000 million)
- ❖ Over 10.000 Airbnb short stay places to rent





DON'T BE AFRAID

Once something gets finished, it becomes dull.

SO HOW CAN WE AS A MODERN CULTURAL INSTITUTE BE TRULY IMPACTFUL FOR OUR LOCALITY?

- ❖ Collaborate: Team up with city counsels, city developers, project developers and the local community and show them the importance of Creative Placemaking, it's a core sector with planning & development which contributes to the city;
- ❖ Communicate: Art is just as important as the economic impact, it's just not that clear to everyone (yet!)
- ❖ Realize: The question is not what the city can do for the arts, the question is what the arts can do for the city.