

# **FLOWS**

**// BOOKLET 1 SEMESTER  
2013 - 2014**

**// INSIDE MASTER IN INTERIOR  
ARCHITECTURE**

**// KABK**

tutor JAN JONGERT, LIZANNE DIRKX  
student ELIDE MOZZORECCHI

# MICROBIAL HOME

Microbial home is a group of design concepts which represents an innovative and sustainable approach to energy, waste, lighting food preservation, cleaning, grooming, and human waste management.

Its components are the bio-digester island, the larder, the urban beehive, the bio-light, the filtering squatting toilet and the paternoster plastic waste up-cycler. Every of them has a particular design and it's a standing structure, but all components are linked to each other through the process.

Microbial Home is a proposal for an integrated cyclical ecosystem where each function's output is another's input. In the project the home has been viewed as a biological machine to filter, process and recycle what we conventionally think of as waste (sewage, effluent, garbage, waste water).

All the elements of Microbial home are designed to be a balance between beauty and functionality. The contained dimensions and their simple but high-quality aesthetics make them versatile to a wide range of environments.

Microbial home is a system that doesn't depend on the context. It is a sort of organism that breaks clichés of the traditional housing way of thinking, making the concept of house alive as much as the inhabitants.

Microbial home suggests that people should move closer to nature and proposes strategies for developing a balanced microbial ecosystem in the home. "Designers have an obligation to explore solutions which are by nature less energy-consuming and non-polluting", says Clive van Heerden, Senior Director of Design-led Innovation at Philips Design ". "We need to push ourselves to rethink domestic appliances entirely, how homes consume energy and how entire communities can pool resources", concludes van Heerden.

In the Microbial Home Probe, Philips adopts a systemic approach to many of the domestic processes we take for granted and asks questions about how we deal with resources. It is a proposal for an integrated cyclical ecosystem where each function's output is another's input. The Probe suggests that we should move closer to nature and challenges the wisdom of annihilating the bacteria that surround us. It proposes strategies for developing a balanced microbial ecosystem in the home.





# MONEY FLOWS - STUDIO URBAN

Opening hours:

Mon. 12 - 18

Wed. 10 - 18

Thu. 10 - 18

Fri. 10 - 18

Sat. 10 - 18

Sun. 12 - 18

=55h/week

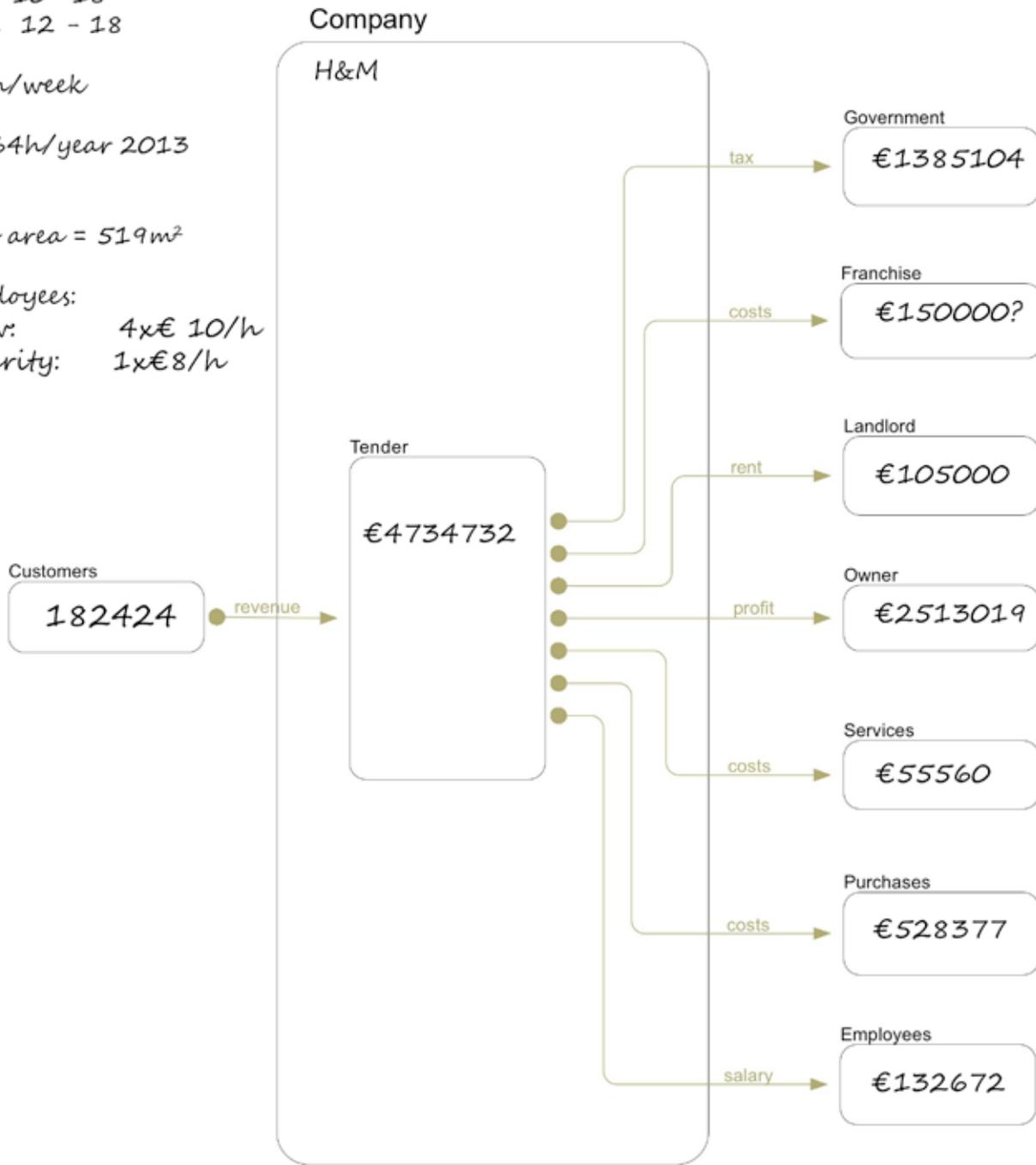
=2764h/year 2013

shop area = 519m<sup>2</sup>

Employees:

Crew: 4x€ 10/h

Security: 1x€8/h



Location, Date

BeustraverseH&M, Rotterdam, 1 year

Opening hours:

Mon. 12 - 18

Wed. 10 - 18

Thu. 10 - 18

Fri. 10 - 18

Sat. 10 - 18

Sun. 12 - 18

=55h/week

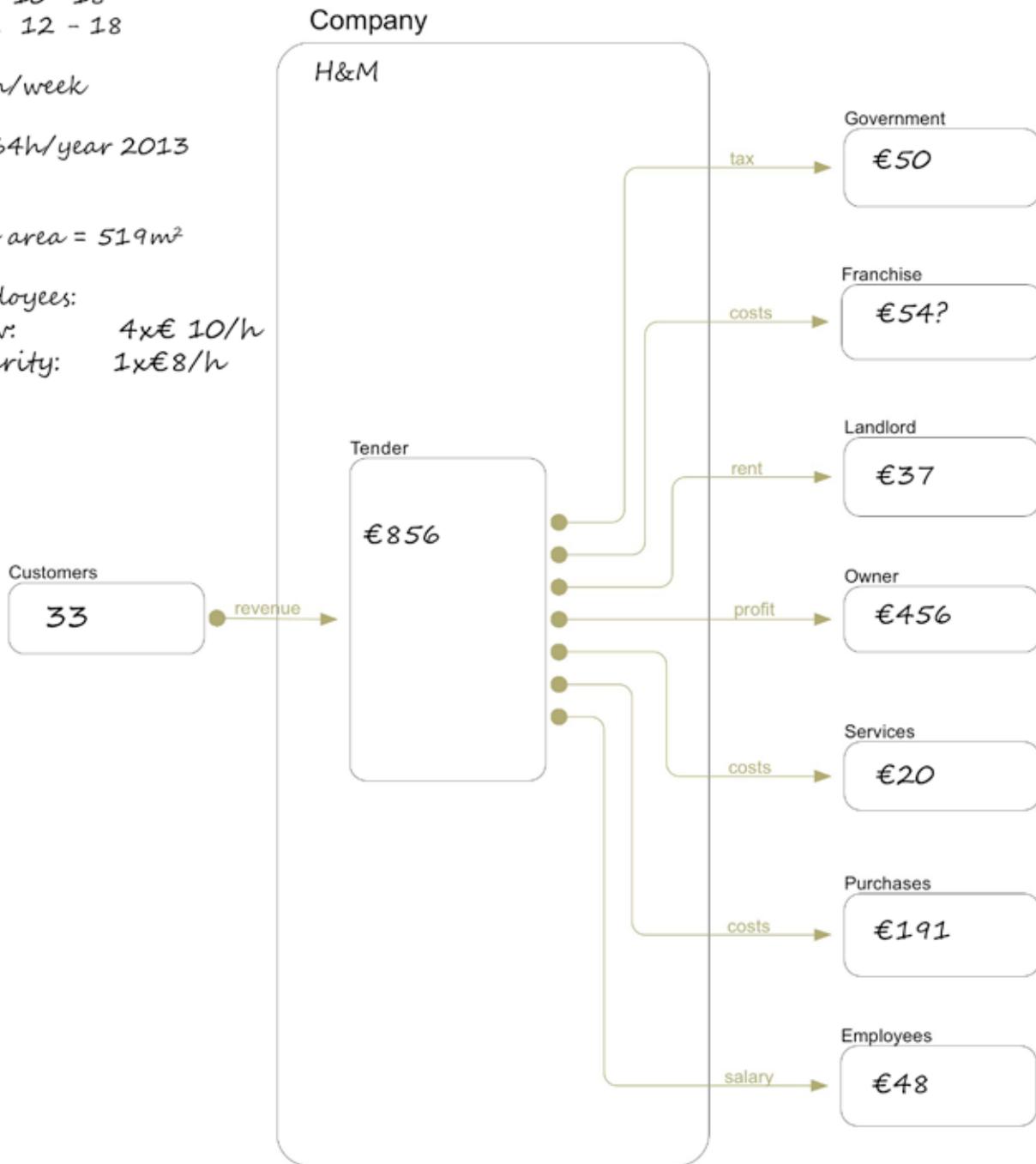
=2764h/year 2013

shop area = 519m<sup>2</sup>

Employees:

Crew: 4x€ 10/h

Security: 1x€8/h



Location, Date

BeustraverseH&M, Rotterdam, the average 1 hour  
\*based on research 11<sup>th</sup> Oct 2013, 20-20.20  
the average = 50% of peak earnings

Opening hours:  
 Mon. 12 - 18  
 Wed. 10 - 18  
 Thu. 10 - 18  
 Fri. 10 - 18  
 Sat. 10 - 18  
 Sun. 12 - 18

=55h/week

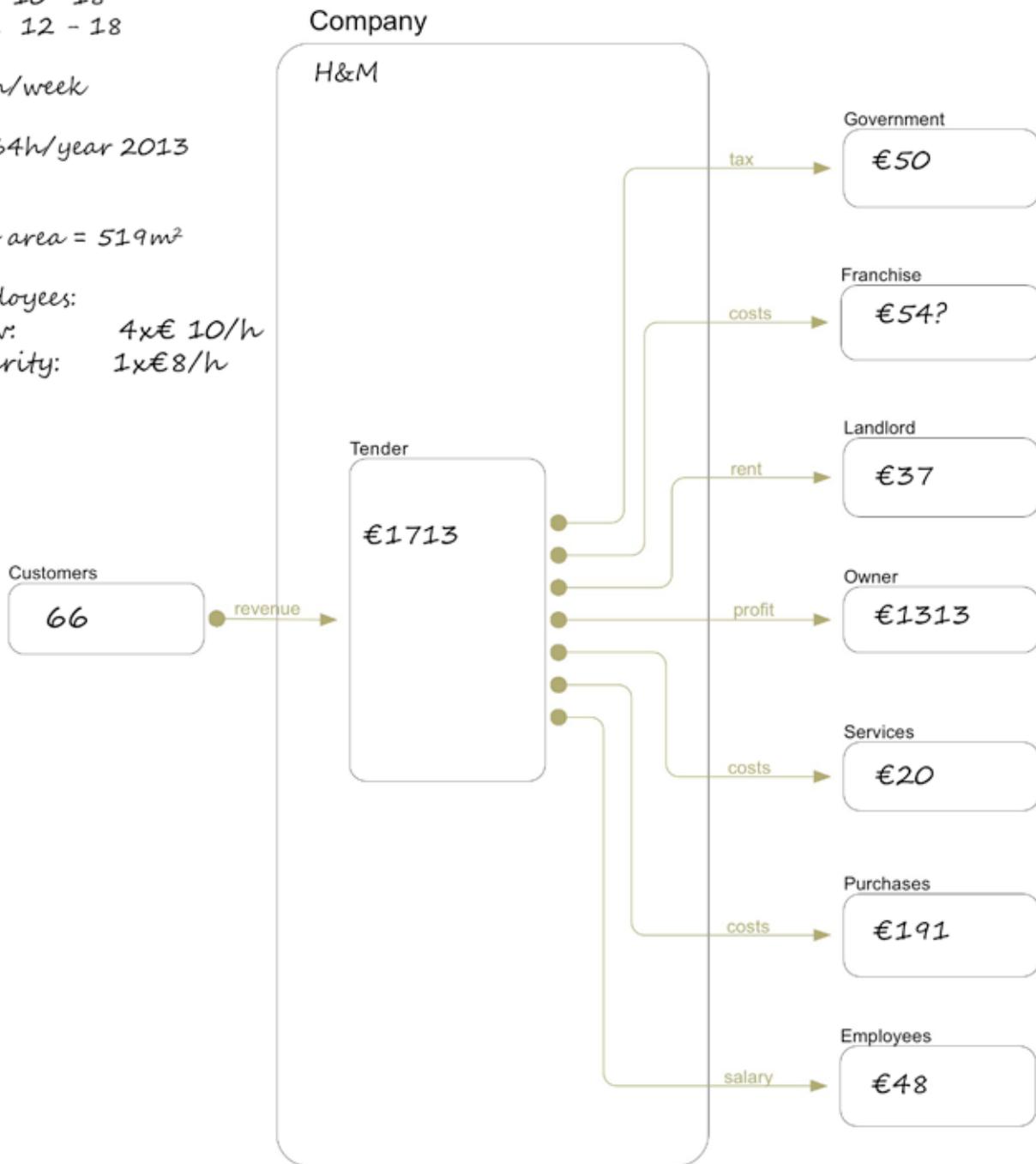
=2764h/year 2013

shop area = 519m<sup>2</sup>

Employees:

Crew: 4x€ 10/h

Security: 1x€8/h



Location, Date

BeustraverseH&M, Rotterdam, 1 hour

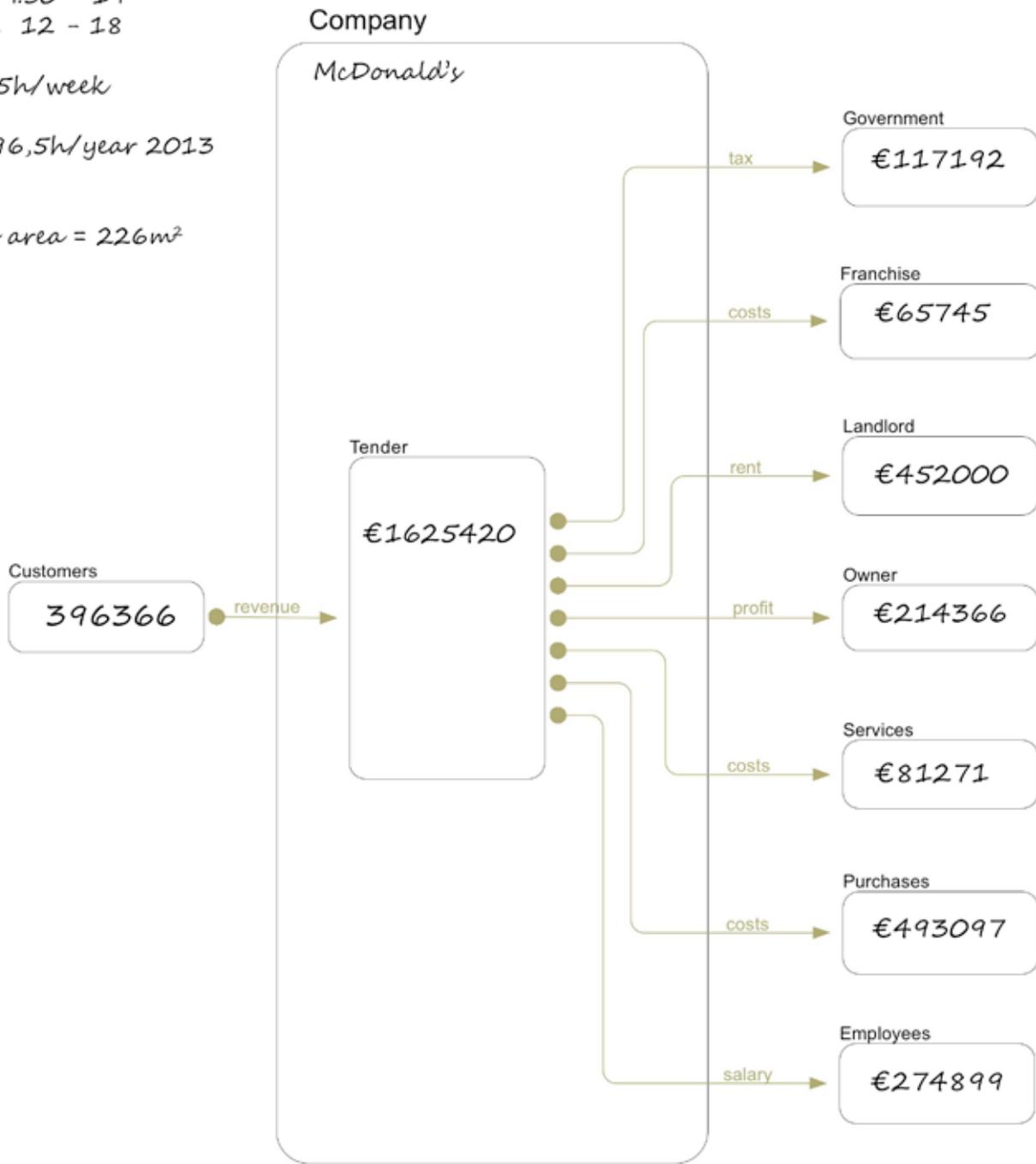
\*based on research 11<sup>th</sup> Oct 2013, 20-20.20  
 peak earnings

Opening hours:  
Mon. 11 - 19  
Wed. 9.30 - 19  
Thu. 9.30 - 19  
Fri. 9.30 - 21  
Sat. 9.30 - 19  
Sun. 12 - 18

=63,5h/week

=3196,5h/year 2013

shop area = 226m<sup>2</sup>



Location, Date  
Beustraverse 1 year

Opening hours:  
 Mon. 11 - 19  
 Wed. 9.30 - 19  
 Thu. 9.30 - 19  
 Fri. 9.30 - 21  
 Sat. 9.30 - 19  
 Sun. 12 - 18

=63,5h/week

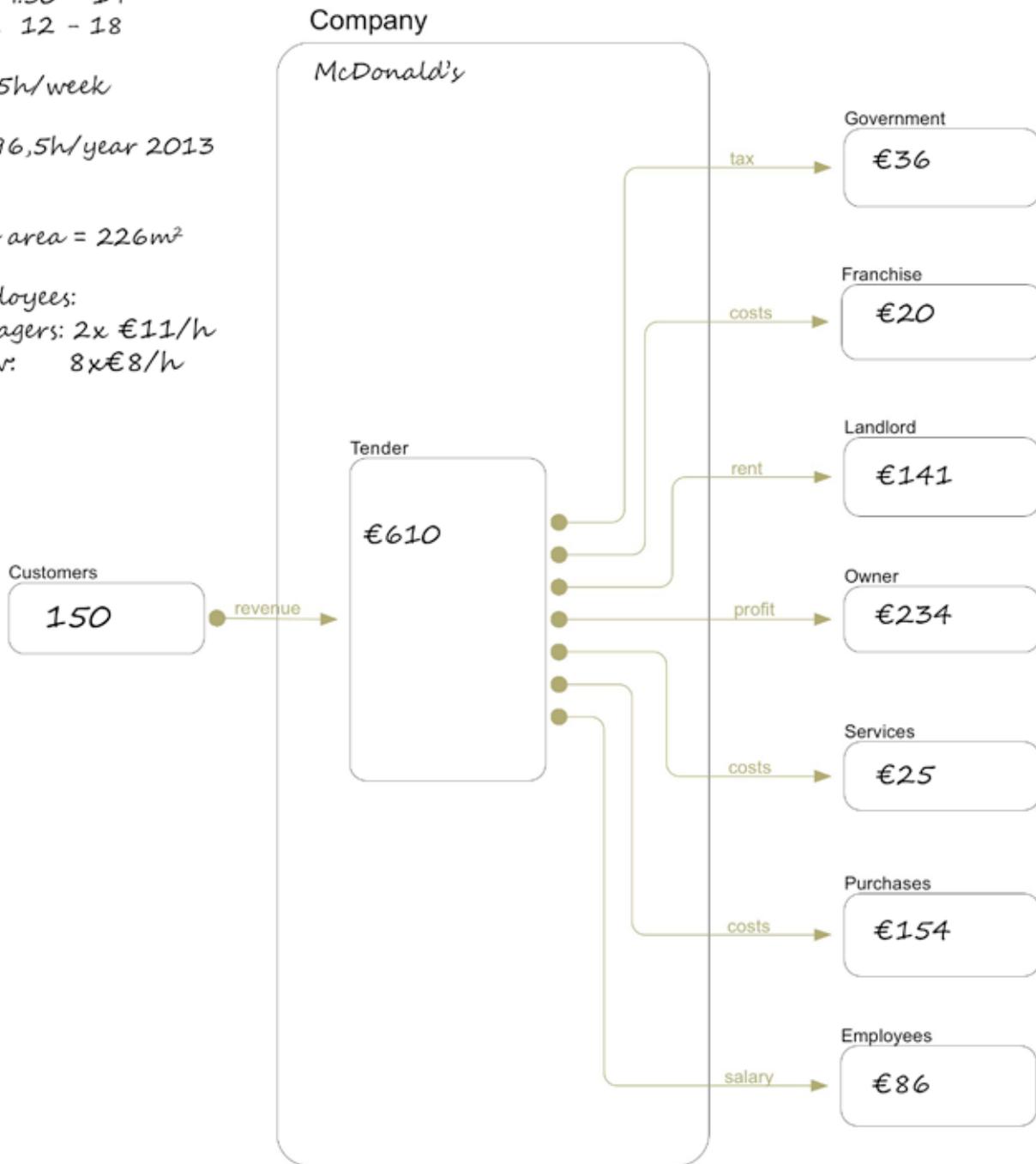
=3196,5h/year 2013

shop area = 226m<sup>2</sup>

Employees:

Managers: 2x €11/h

Crew: 8x€8/h



Location, Date

Beustraverse(C&A), Rotterdam, 1 hour - the peak  
 \*based on research 1<sup>st</sup>Nov 2013, 18-18.30  
 the peak earnings = 120% researched data

Opening hours:  
 Mon. 11 - 19  
 Wed. 9.30 - 19  
 Thu. 9.30 - 19  
 Fri. 9.30 - 21  
 Sat. 9.30 - 19  
 Sun. 12 - 18

=63,5h/week

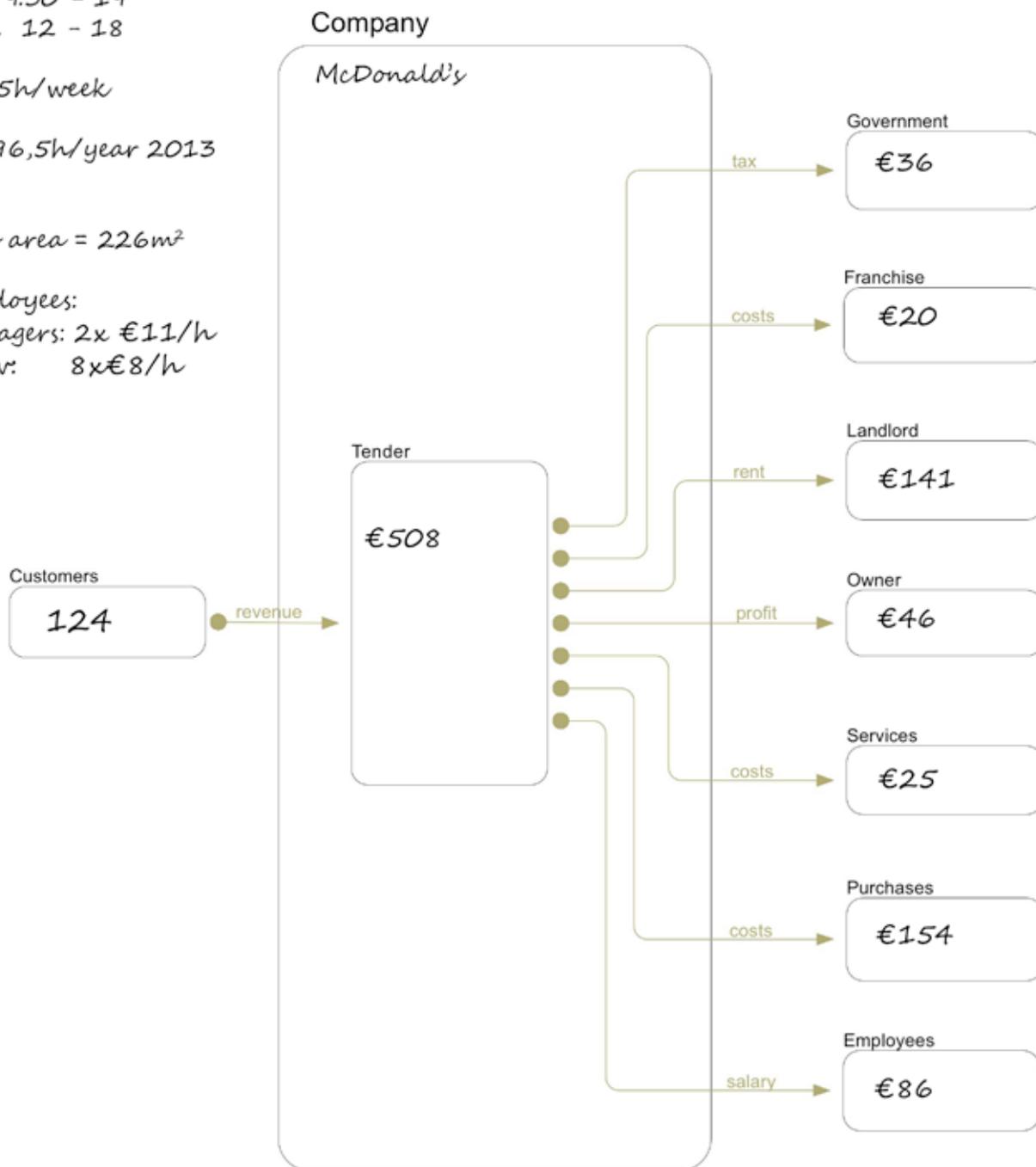
=3196,5h/year 2013

shop area = 226m<sup>2</sup>

Employees:

Managers: 2x €11/h

Crew: 8x€8/h



Location, Date

Beustraverse(C&A), Rotterdam, 1 hour

\*based on research 1<sup>st</sup>Nov 2013, 18-18.30

Observations. The local is situated inside the cloathing shop C&A. People often sit in without ordering or order just a soft drink.

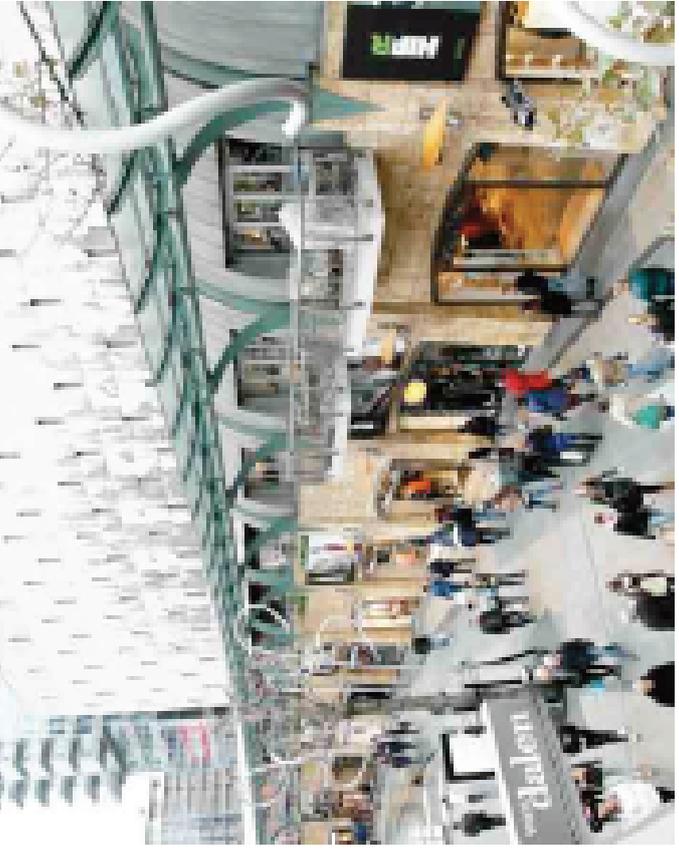
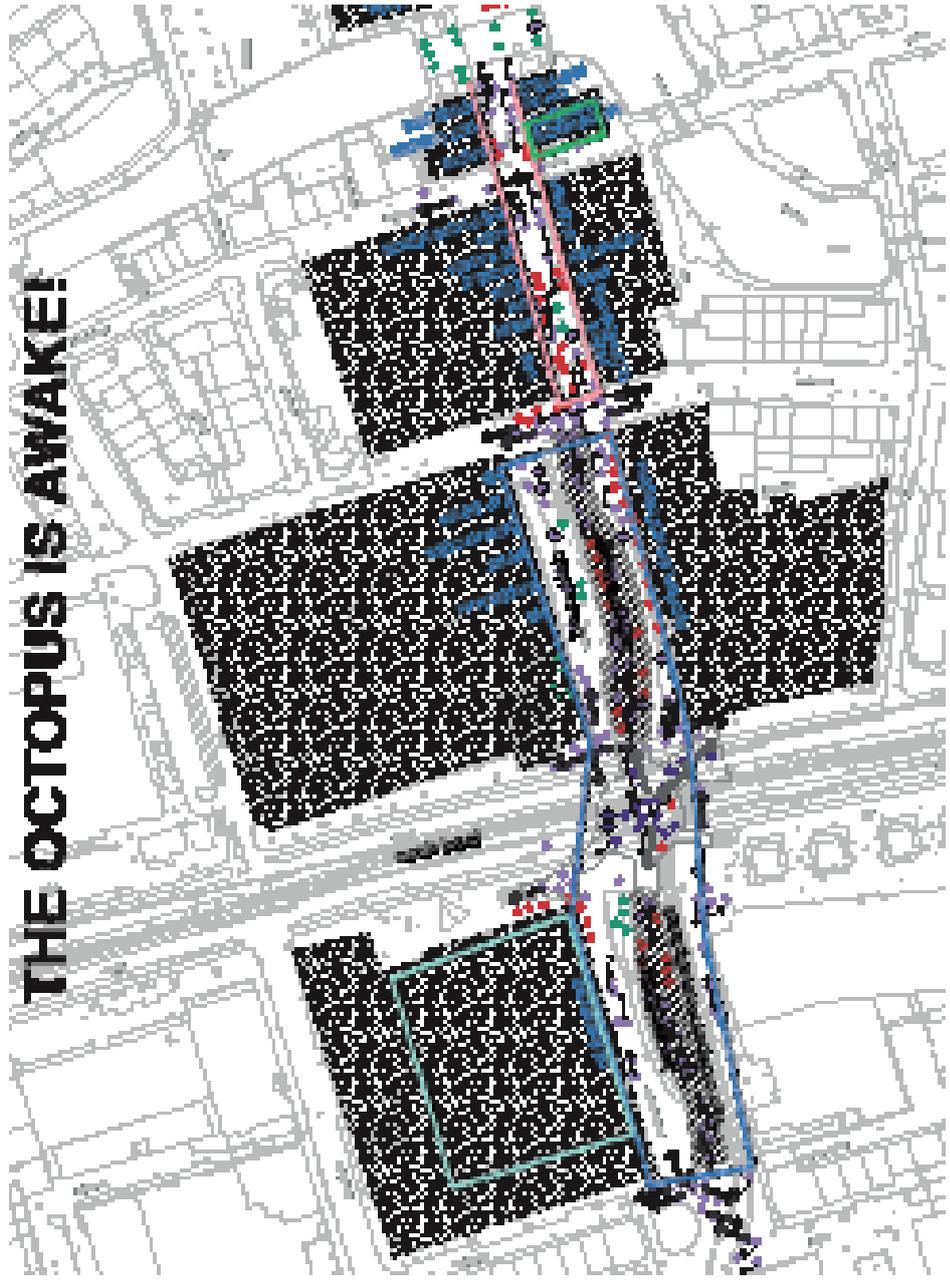


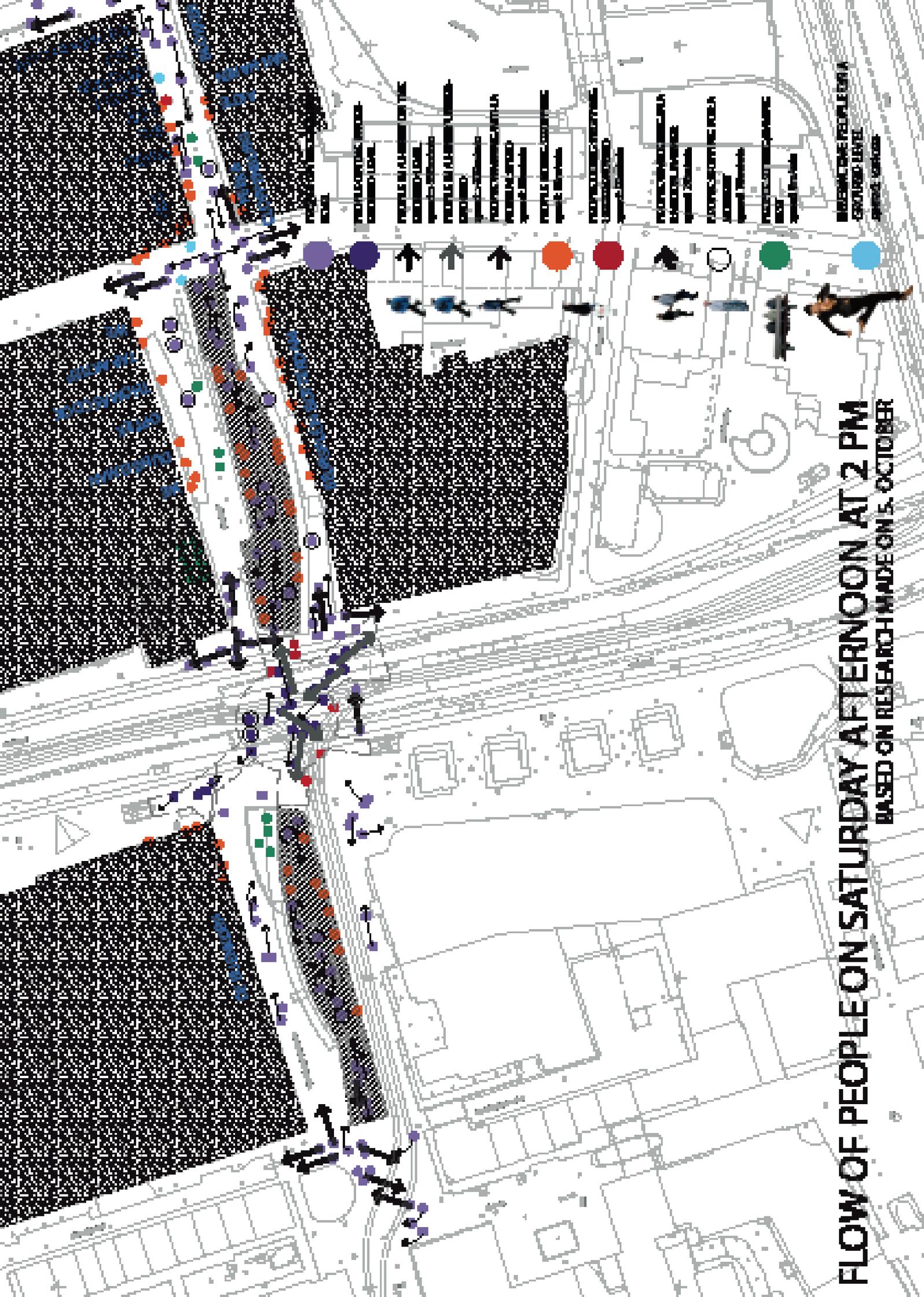
# FLOW OF PEOPLE / SATURDAY AFTERNOON. 2PM

- GREEN LINE
- BLUE LINE
- RED LINE
- LIGHT BLUE LINE
- DARK BLUE LINE
- PURPLE LINE
- PINK LINE
- GREEN LINE
- RED LINE
- BLUE LINE
- LIGHT BLUE LINE
- DARK BLUE LINE
- PURPLE LINE
- PINK LINE

**DATE** including the 10th of October 2014  
**TIME** from 1PM to 2PM  
**LOCATION** including the good  
**PROJECT** including the good  
**PROPOSAL** including the good

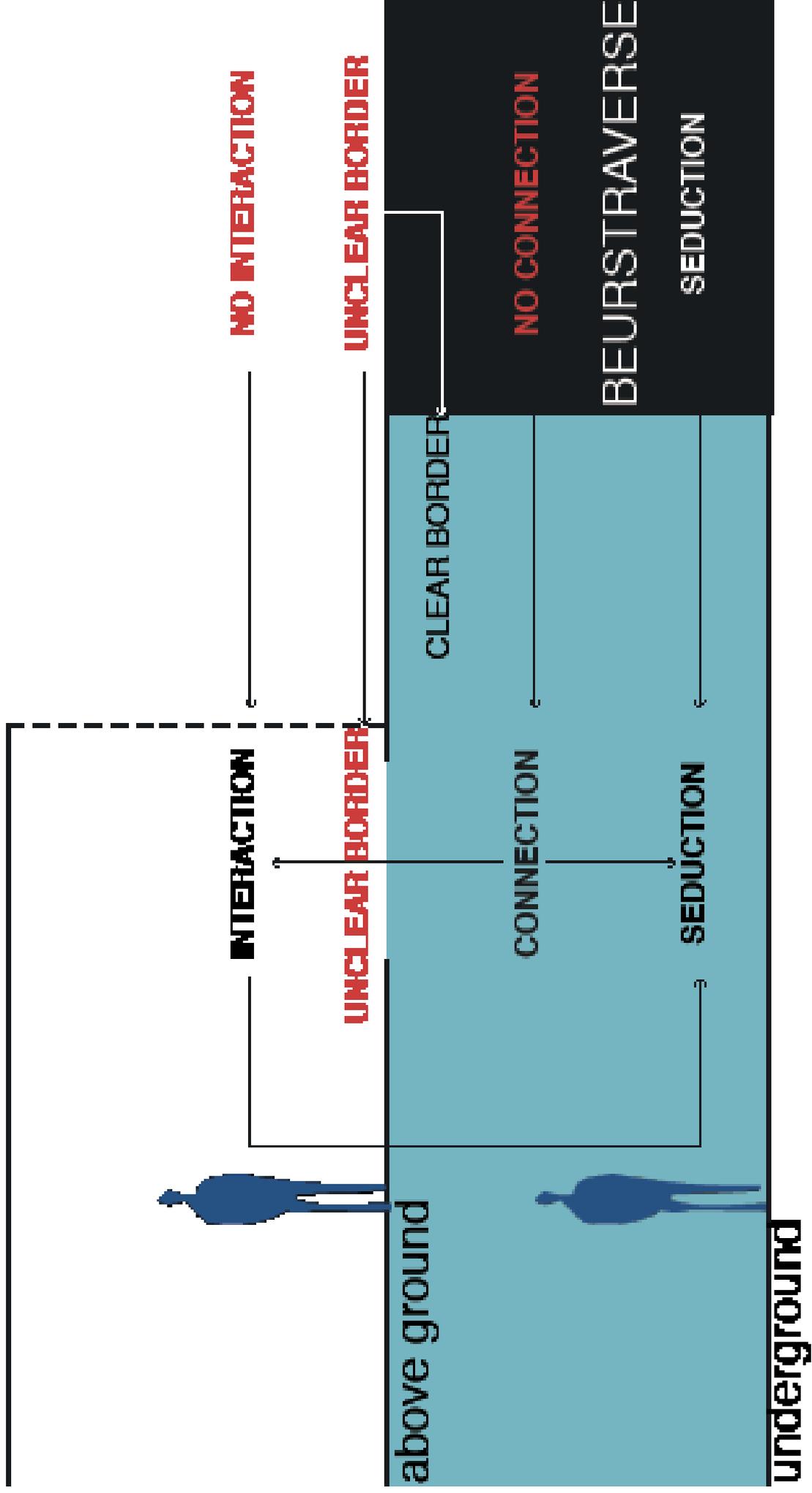
## THE OCTOPUS IS AWAKE!





**FLOW OF PEOPLE ON SATURDAY AFTERNOON AT 2 PM**  
 BASED ON RESEARCH MADE ON 5. OCTOBER



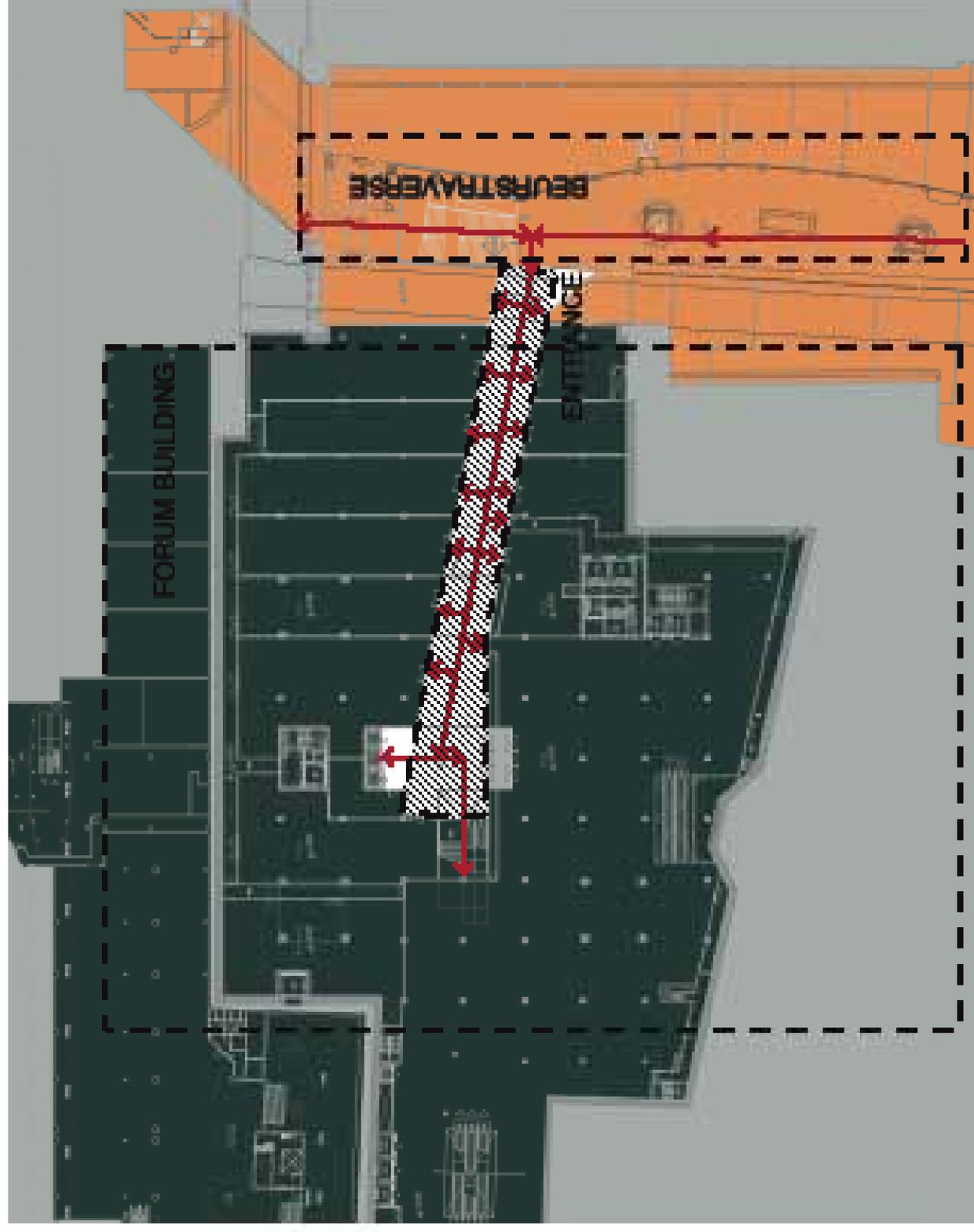


# CIRCULATION AND TYPE OF USERS STREET LEVEL

- LEGEND**
- WORKING / PASSING BY
  - HOTEL QUARTERS
  - CREATIVE USERS



# CIRCULATION AND TYPE OF USERS UNDERGROUND LEVEL



## LEGEND



RECEPTION / PROVIDED BY

# NEW FLOW OF USERS BEURSTRASSE ENTRANCE TO THE FORUM BUILDING - ESTIMATION ON DATA BASED ON THE RESEARCH ON THE STREET - THURSDAY THE 3RD OF OCTOBER 2013

## FLOW OF PEOPLE IN ONE HOUR (AVERAGE)

### LEGEND

- CREATIVE USERS
- SHOPPERS
- HOTEL GUESTS

The data are based on a research on the street counting how many people are on the street in 10 minutes on a normal thursday afternoon in Beurstraverse and Val Oldenbarnevelstraat.

People in Beurstraverse are 348 and 868 considering people inside the shops. People in Van Oldenbarnevelstraat are 234.

Considering the surfaces in square meters, the number of people per square meter per hour is 0,18.

Multiplying them for the area of the entrances and shops the design of the entrance expect 1552 people entering from the underground entrance and 1534 for the ground entrance.

