NEIGHBOURHOOD KITCHEN

The goal of the Neighbourhood Kitchen is to highlight the Afrikaanderwijk as an area where home cooks make the best dishes and unique cooperation's are possible between inhabitants and shopkeepers. In keeping production local, the social and economic independence of the inhabitants and shopkeepers is actively stimulated. As such, the Neighbourhood Kitchen forms an important link in shaping of the area's image.

2011	2012
23	12
64	77
36	38

SUZY CAKE

Freehouse is helping local people to set up their own small business. Suzy Season Cake was a shop selling homemaked Antillean pastry. Where possible Suzy Season Cakes cooperated with the Neighbourhood Kitchen.

Suzy closed her shop in 2012, due to personal reasons.

POST-PRODUCTION

POSTPRODUCTION

The local post office in the Afrikaanderwijk closed its doors in 2011. There is no new function for the space, but Freehouse has a clear view on how a modern post office should look like. In a proposal called Postproduction Freehouse prepared a model for a data-hub on this location; a vibrant place which combines, shares and produces layers of (local) information. It addresses vacancy with tactiles and brings back the Afrikaanderwijk, also on non-market days.

July 2011: Housing corporation Vestia withdrawals their initial cooperation and decides to keep the space empty until they have new tenant.
January 2014: The former post office is still empty and vacant.

COOPERATIVE STORE OF GOODS AND VALUES

Since 2013 the Cooperative Store of Goods and Values is a meeting place for production, presentation, sale, services and knowledge exchange. Starting point is the quality already present in the area. It has become the heart and brain of alternative economical, social and cultural development in the south of Rotterdam. Located in a vacant monumental building, in the centre of the community, it forms a network of cultural producers, production spaces, shops and active inhabitants. This cooperative organisation combines a market space, a knowledge centre and a shopping mall. It is a neighbourhood service centre and information point all once.

AFRIKAANDERWIJK COOPERATIVE

The Afrikaanderwijk is not only a place where you can find unique products and services, it also houses many talented inhabitants. After successfully experimenting with local cooperative workspaces, Freehouse decided to further increase cooperative work on a neighbourhood level. The Afrikaanderwijk Cooperative is the result and forms an umbrella organisation that brings together the existing workspaces with shopkeepers, local makers, social foundations and the market organization. It stimulates sustainable local production, cultural development, knowledge-exchange and entrepreneurship, which are combined with shared responsibility and participation. A strong body that can acquire commissions for its members and stipulate better deals. Because local talent remains the starting point, training is provided, as well as skill-based employment. The resulting cultural production can strengthen the stagnating local economy. And profits are directly re-invested into the community.

AFRIKAANDER WERKCOOPERATIE

AFRIKAANDER WERKCOOPERATIE AFRIKAANDER WORK CO-OP

As part of the Afrikaander Neighbourhood Co-op and Afrikaander Work Co-op is set up to broker a trajectory from social security benefits into skill and talent based employment. The current regulations around earning additional income while receiving benefits is restricted and the existing work reintegration programs only cater low quality labour.

NEIGHBOURHOOD WORKSHOP

In the Neighbourhood Workshop fashion production is combined with design and education. Amateurs and professionals collaborate and exchange skills.
Local inhabitants have knowledge of materials and master techniques that are important and interesting for contemporary designers. By actively using this knowledge and techniques they will be passed on and preserved for the future. Participants are involved in the whole production process, from design to end product.

2011	2012
31	21
38	33
22	21

NEIGHBOURHOOD STORE

The Neighbourhood Store is a cooperative shop where products of various local designers and craftsmen are presented. This approach is based on the store-in-store concept, using temporarily empty locations. It's easy and attractive for local makers to offer their products to a wide range of people and to test the response to their product.

32

FAST FLEX FEIJENOORD

The FFF is a cooperative project that provides a cheap local electric transport service in the Afrikaanderwijk during market days. This environmentally friendly and service oriented transportation was developed in cooperation with Bamboo and foundation FLEX. The Tuk Tuks offer an alternative to occupied parking spaces, walking around with heavy groceries and noisy delivery mopeds. The project is now functioning as a fully independent offspring in Feijenoord.

4.000

TOMORROW'S MARKET

Tomorrow's Market is a detailed live sketch of a possible future for the market, devoting more attention to the quality of goods, introducing new local products and services, styling and forms of presentation in stalls, including cultural expressions and public speaking. Tomorrow's Market has designed prototypes of improved market stalls, a renewed market organization as well as a considerable rearrangement of the available space while negotiating the altering of legislation. Daily small-scale interventions continue to test and advocate a more inclusive market. From 2008 to present, over 450 tests were done. Also 5 possible future market scenarios on a 1:1 scale where shown.

MARKET COUNCIL

MARKET COUNCIL

In 2009 Freehouse set up a Market Council by gathering all stakeholders involved in the market for the first time: the municipal district of Feijenoord, Rotterdam's municipal surveillance, market vendor association OVAH and market vendor association VETRA. The council meets regularly and proposes and negotiates improvements in order to settle conflicting regulations and push for creative breakthroughs.

REDESIGN OF MARKET STALLS

Tour new prototypes of market stalls were designed and tested. 1 trey have the capacity to influence the future market layout, its presentation and retail opportunities, in collaboration with market vendors. Jeroen Nogarede and Jochapo Timmer-Hees designed a foldable stall made from polyester, that is highly suited a kiosk as well. Eva van Rijswijk designed a series of stalls that can collectively span the entire market.

SPEAKERS' CORNER

Historically, a market was not only a place for commerce but also had a social and political function. Speakers' Corner is a spot to meet and to exchange thoughts.

SERVICES

Services in combination with products were added to the market. For example, in a stall selling scarves, the latest trend in which the hijab were demonstrated. And a repair service was added to a stall selling second hand clothing.

PRESENTATION PLATFORM

The Afrikaandermarkt misses a central gathering point around which the market can be oriented and where the market and neighbourhood can present itself.

NEW PRODUCTS

1. The existing product range on the market was expanded with quality goods, biological products and crops from farms in the vicinity of the city.

BRANCH SELECTION AND CLUSTERING

The arrangement of stalls determines the attractiveness of a market to a large degree. An attractive entrance, clear routing and clustering of products are important. Between stalls with edibles, food can be prepared and eaten in a collective food court. Between stalls for textiles and market, new designs can be displayed on a catwalk.

FOOD COURT WITH TERRACE

One of the benefits of a clearly planned areas is the possibility of creating a food court; an area on the market where people can take a seat and eat food from one of the surrounding food stalls.

LIVING STOREFRONT

The owner of Joka Sport approached Freehouse with the request to cooperate in the promotion of his store, Joka Sport is the very first martial arts store in the Netherlands. Its predicts range contains many locally designed and produced items. A living storefront was designed with a boxing tournament, which was reported live on the internet.

MOVING INTERVENTION

Freehouse organized catwalk fashion presentations on the market. This was extremely difficult due to the many regulations. In order to bypass the high municipal assembly a presentation was made that shows things don't have to be difficult. For the presentation of MQ, meanwhile a group of models around the market, dressed in one of beautifully designed pieces of the accompanied with microphone shouting: short stop, keep moving!

VENDING CARS

Tomorrow's Market welcomes the most beautiful and well-equipped vending cars. Small and big.

SMALL INDIVIDUAL TERRACES

Possibility to have a quick bite next to a market stall that sells food.

SHOP WINDOW PAINTINGS

In cooperation with local shop owners visual artist Bruce TMC painted custom made messages, highlighting the importance of motherhood on their windows.

RESTYLING OF MEVIO SHOE SHOP

Mevio shoe shop specialises in cheap mass produced shoes. Eva van Aalst, known for her rather eccentric shoes, redesigned their storefront.

WASSALON MARKTPLEIN

Designer Marjan van Aubel developed a hybrid meeting space in collaboration with Wassalon Marktplein, the local laundromat. While doing your laundry, you can also work online, watch presentations, read a book or even follow a course.

THE WORLD AROUND THE SQUARE

Social designer Pablo Calderón developed a moveable stage, transforming the Afrikaanderplein into a big open-air café. Initiated by Bar 't Tapperijtje, different bars hosted a musical performance ranging from Dutch to Caribbean. During the day the audiences blended into one mixed group that followed the music. The local government normally has a very strict policy on bars and cafés. Surprised by this positive initiative, the bar owners, it authorized the event.

STYLING

Freehouse assisted market stallholders with alternative forms of presentation of products and styling of stalls.

EXPERIMENTS WITH LOCAL PRODUCTS

The production of freshly prepared food and products, produced by local people is a valuable contribution to what the market currently has to offer.

A PLACE TO SIT

By rearranging the position of the stalls, seats were created on the existing concrete guards that protect the trees.

MAASHAVEN

RIJNHAVEN

292

TOTAL AMOUNT OF STALLS

STALL TYPE

WEDNESDAY	SATURDAY
157	127
KRAMERS1*	
63	124
CONSUMPTION	
40	5
FLOWERS AND PLANTS	
14	17
BAKING	
9	10
FISH	
10	9
TEMPORARILY	

NEIGHBOURHOOD FACTS 2008

9,400	INHABITANTS
79%	NON-DUTCH ORIGIN
29%	BELOW POVERTY INDEX (SIZE IN %)
48%	SOCIAL SECURITY UNEMPLOYED PERSONS
84%	RENT, SOCIAL HOUSING
33%	23 YOUNGER THAN 23 YEARS

NEIGHBOURHOOD FACTS 2013

9,100	INHABITANTS
85%	NON-DUTCH ORIGIN
29%	BELOW POVERTY INDEX (SIZE IN %)
55%	SOCIAL SECURITY UNEMPLOYED PERSONS
85%	RENT, SOCIAL HOUSING
37%	23 YOUNGER THAN 23 YEARS

STOP AND SEARCH POLICY

AFRIKAANDERWIJK IS DISPROPORTIONALLY REPRESSED IN A PERMANENT LEGAL STATE OF EXCEPTION

Rotterdam is the city with the highest crime rate in the Netherlands and the Afrikaanderwijk is one of its main focus areas. Since 2010, Afrikaander closely increased. Hundreds of **surveillance cameras** now have the city over-stay, including the Afrikaander terminals. First, the municipal **neighbourhood security maps** have been introduced, which are a tool to fight crime in the area. It became one of the so-called **neighbourhood security areas**, where special security measures are allowed, such as **terrorism wave searching** (stop and search).

STACKING OF RULES, SHRINKING MARKET

In a time of massive global financial deregulation, an enviable set of (frequently conflicting) rules and regulations has been set down on the Afrikaanderwijk. The market used to grow, but is now shrinking, mainly as a result of these (primarily) municipal interventions.

- The **district and municipal level**, sub-dated market regulations, a poorly functioning council of customers, a problematic groups with quite peer group, impractical stall dimensions, and an unattractive market layout have resulted in an impoverished quality and range of products. Moreover, regulations differ per permit holder: original rights pertaining to the permit on the day in issue are extendable, even if the market is relocated. Also, the municipality has the right to withdraw a permit when the municipality is to plan the area in ways that would be uncontributional movements.
- The **national level**, the 'Rotterdam Law' allows the municipality to ban undergoing enforcement from moving to this stigmatised neighbourhood.
- The **European level**, sound rating prohibition to preserve products with an conflicts with local restrictions to the use of cooking trucks. A threat to the continuity of the sale of meat and fishes in the Afrikaanderwijk.

ROTTERDAM LAW

In 2006, the Special Measures Law in Metropolitan Problems' came into effect. Drafted in the repair request of Rotterdam in order to prevent undesirable groups' non-western minorities from moving into designated problem areas.

It is nationally known as the '**Rotterdam Law**'. It formally allows the municipality to refuse people to settle in certain neighbourhoods. Its implementation is based on an economic requirement or on previous 'unlawful' or criminal behaviour. The law has only been implemented in 3 neighbourhoods nationally, all in Rotterdam South.

AMBIGUOUS AND RIGID ENFORCEMENT STYLE INNOVATION

The municipal approach to the market is characterised by control and enforcement. Since the Market Master used to be a market vendor selected from amongst peers, the he or she is a contestant with a background in control and enforcement.

Two different agencies currently enforce laws, rules and regulations. Their differing interpretations make enforcement ambiguous. As a result, newcomers lose their experiments in fear of loosing their precious vending permit after three fines.

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1. **CITY SUPERVILLAGES** (Stadsdorpen/Stadsdorpen, Maashaven, Afrikaanderwijk)
2. **CITY NEIGHBOURHOODS** (Stadswijken/Stadswijken, Oude Noorden, Tarwewijk)
3. **REGIONAL FOCUS** (Regiofocus/Regiofocus)
4. **SUB FOCUS** (Subfocus/Subfocus)

Enforcement can also be excessively rigid. A permit holder needs to be present in the stall at all times. Food have occasionally been given when people were sick or had to work. The city surveillance has also removed businesses and public spaces.

IN SPITE OF MANY TALENT STALLS, MARKET ACCESS IS SEVERELY RESTRICTED

Empirical observations, interviews with market vendors and media analysis show that there is a waiting list of 200 to 400 market vendors who want a place on the market, a serious mismatch of supply and demand. This entails a more diversified product range needed for a healthy, prosperous market.

- **IT IS VERY DIFFICULT TO GET A GUARANTEED PLACE ON THE MARKET**
  Interviewed ways to get a guaranteed place on the market are by inheritance, stronger position for vendors have married into families of vendors deliberately to get this coveted position. It usually takes 10 to 20 years to get a fixed spot and market vendors tend to be vendors for life. Since many newcomers are migrants, they are kept from the market via unspoken rules.
- **IT IS HARD TO BE ACCEPTED AS A MARKET STALL FOR A VENDOR**
  The municipality does not like over-determined product categories into subcategories and only allowed for a limited amount of stalls per category. Entirely new products may be denied whenever the category is already fully represented.
- **MANY STALLS ARE VACANT**
  Still, a market is a dynamic show-up-with-relatively good-weather, especially those of weather and season bound products, such as soft ice. Vacant stalls are very unattractive and considered by visitors and vendors alike.
- **PLACES FOR START-MAKERS ARE VERY LIMITED**
  There are only limited Local networking spaces for street vendors, who sell their products outside of regular stalls. Without their often lively product demonstrations, the market is a far less lively and exciting attraction.
- **PUBLIC PERFORMANCES VIRTUALLY PROHIBITED**
  Public speaking, musicians and theatrical performances, any kind of demonstration of skills, or even the presentation of products are banned by vendors, in fear of unsafe regulation. Permits for street musicians have not been granted for years, as there is no application form for such a permit anymore. See ban on public assembly, as well.

AFRIKAANDERMARKT

Since 2004 the Afrikaandermarkt has been held on the Afrikaanderplein, the centre of the Afrikaanderwijk. Wednesday and Saturday are market days and they attract about 15.000 visitors a day. It now has 292 stalls.

TRADING

The Afrikaandermarkt originally had a regional function but it has lost its attraction. It now only serves the surrounding neighbourhoods, whose inhabitants have a somebudget for shopping. Moreover, market vendors have to drive over to cheap supermarkets. Since people with higher incomes rarely visit the market, it has a bad reputation. People who can afford to shop somewhere else rarely visit the market.

THE QUESTION IS HOW CAN THE MARKET ATTRACT A MORE DIVERSE PRODUCT RANGE AND VISITORS TO PERMANENT AFFORDABLE WHILE MAINTAINING ITS VERY IDENTITY?

OPPORTUNITY

The location and neighbourhood cannot do without each other. Or market does but there is great according to the shopkeepers. When the market was temporarily moved to neighbouring Katendrecht, one third of shop owners went forced to close their business. With the influx of migrants to the area, many shops have changed their product range and are now focused on fruits, vegetables, textiles, shoes, suits and household goods. Hence Arabic or Turkish to survive and provide a livelihood, there is an urgent need to continue to diversify the range of products on the market and prevent them to move at the Arrive way. Nevertheless, the authorities tend to adhere to a more nostalgic vision of a traditional market, rather than accommodating the potential of this diverse market.

BAN ON PUBLIC ASSEMBLY

In problem areas, the Local Ordinance (Algemene Plaatselijke Verordening) allows municipalities to prohibit a **ban on public assembly**. Originating from the 2005 European Football Championship, it was made a Rotterdam. It continues to be in effect on the Afrikaanderwijk. Although previously used to prevent violent disturbances, it is now enforced due to anti-terrorist concerns.

STATE OF EXCEPTION

Although the effects of the 'Rotterdam Law' on neighbourhoods has not been properly researched, an amendment is currently being drafted in parliament. It will extend the current maximum stipulation in an area from 8 to 20 years, a severely prolonged legal **state of exception**. The municipal ambition to **demolish 5.000 houses** in the area will be realised with such an intervention.

IN SPITE OF RICH CULTURAL DIVERSITY, PRODUCT RANGE IS RESTRICTED

The Afrikaanderwijk is a culturally diverse area. Many migrants have settled in the area and have established a vibrant and fascinating market. The neighbourhood's rich variety of cultures, particularly in food and textiles, is not widely acknowledged.

ONLY AND PRODUCT PERMIT PER STALL

Vendors are not allowed to have more than one permit per stall. Instead of vegetables, fabrics with a different product function are occupying them. As a result, selection of oranges are limited to a maximum of 3 kinds, and the selling process is the same. Not the assortment.

- 1 vendor of women's clothes cannot sell dress as well because they fall into a different product category.
- Many product demonstrations are also not allowed, since for demonstrating products in public space a permit is required. Also, all consumable products are not allowed to give a demonstration of cleaning pans with sponges.

FIXED NUMBER OF STALLS PER PRODUCT CATEGORY

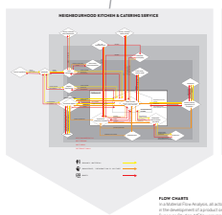
The municipal product branch list limits the number of stalls per product category. This is intended to prevent monopolies, but it also limits the diversity of products. Vendors of fruits and vegetables, textiles, household goods and cosmetics products are not categorised in subcategories, even though they would attract different customers. new versions cannot enter the market with these products, as the maximum amount of stalls for clothing and vegetables has already been reached.

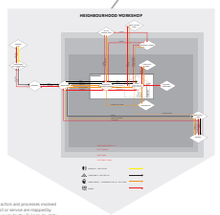
RIGID USE OF SPACE THREATENS SALE OF FISH AND MEAT

- **MOBILITY CRISIS**
  Stalls can only be 5 meters long. Almost a century ago, the municipality awarded a maximum length to stalls in order to prevent traffic congestion. Nowadays, vendors are only allowed to distinguish their stalls from others on the inside. Covering the stand with another material is not permitted. Ambulatory tradesmen with sportsbeds, but vendors are not allowed actively publicise of their stalls. On a sunny day, they cannot place products, fruit boxes on chairs along their stall.
- **HARD TO TRADE ABSTRACT PRODUCT RANGE**
  Some branches, such as the food branches, are underrepresented on the Afrikaandermarkt. Apart from the designated units for baking products, no food production vans are allowed. A standard corner post can house a van of maximum 5 meters, banning the vast majority of market vans from the market. Small food companies cannot start.
- **BARRIER FOR HIP AND HEAT**
  EU regulations will increase the number of products that have to be sold from vans and trucks. For example, selling fish and meat on ice will not be permitted from 2015 onwards. This means they will have to be sold from cooling trucks. However, a static cooling truck is not allowed to be placed on the market. Also, the cooling truck will be too wet, creating a tension by creating space of 10 meters. Recently any pivoted number of plots of 10 meters have been abolished. However an efficient cooling truck is about 12.5 meters in length. As a result the customers side of fish and meat is under threat.

VALUE CHAIN AND LOCAL AGORO VALUE

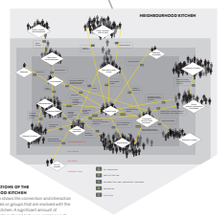
The value chains of the outside dip of the Neighbourhood Workshop and Kitchen in return of the Neighbourhood Workshop showed that products accumulate value through the production process. Also, the value chains show that most raw material to enough the market party rooted, while a sizable amount of value is generated locally from within the neighbourhood. (big three e.g.)





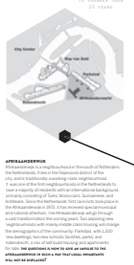
FLOW CHARTS

In the flow chart analysis, all actors and processes involved in a (fictional) cinema if a product or service are mapped by Supersuze Studios. MFAs were made for the Outdoor dip of the Neighbourhood Kitchen and the in front of the Neighbourhood Atelier. Lines, and arrows indicate streams of material, knowledge and money. MFAs of regular products are more linear and result in less local value.



NETWORK RELATIONS OF THE NEIGHBOURHOOD KITCHEN

The Networkmap shows the connection and interaction between the Neighbourhood Kitchen and the rest of the neighbourhood. It also shows the amount of knowledge and skills, is sharing between employees of diverse cultural backgrounds. This is typical for Freehouse's approach and we think more involved both personally as well as professionally.



AFRIKAANDERWIJK

Afrikaanderwijk is a neighborhood in the south of Rotterdam, the Netherlands. It is part of the district Feijenoord city, and is traditionally a working-class neighborhood. It was one of the first neighborhoods in the Netherlands to start a process of revitalization, which began in the 1990s and was inspired by Tarwewijk of Tarwe, Moroccans, Surinamese and Antilleans. Since the Netherlands' first non-lotto took place in the Afrikaanderwijk in 2012. It has received special municipal and cultural attention. The Afrikaanderwijk will go through a vast transformation the coming years. Two adjoining new districts will be developed, which will drastically change the demographics of the community. Parkstad, with 2,200 new dwellings, two new schools, facilities, parks, and hotelcentrum, a one of self build housing and apartments for sale. **THE QUESTIONIS IS HOW TO GIVE AN IMPULSE TO THE AFRIKAANDERWIJK IN SUCH A WAY THAT LOCAL INHABITANTS WILL NOT BE DISPLACED?**

FREEHOUSE

FACILITATING LOCAL PRODUCTION

Since its inception in 2008, Freehouse has created space for encounter, both literally as well as metaphorically. It connects local inhabitants and shopkeepers, youngsters, artists and designers to exchange knowledge, experience and ideas. The connection of cultural with economic capital results in a healthy mixture of bottom-up and top-down initiatives. Freehouse is a social enterprise, which has a clear vision on how to unlock the underlying cultural qualities visible.

Projects rest can powerfully lead people's development. Unfortunately, Rotterdam does not always take the creative potential of its inhabitants seriously, especially in the south of the city. In mid-2006 onwards, Freehouse therefore has applied its approach to the Afrikaanderwijk, a borough that is geared through co-operative cultural production. And inclusive urban development is achieved through community participation and self-organisation.

As the neighbourhoods surrounding of the Afrikaanderwijk are being redeveloped with middle class dwellings, Freehouse works towards making the existing inhabitants share in the economic benefits of the redevelopment. Despite diminishing public funds for the Afrikaanderwijk, Freehouse has been able to attract substantial funding for its projects. Its success is based on a mix of market and social benefits by set up several commercial workshops. As a result, the neighbourhood and its market are becoming a vibrant community again and the area was put on the map as a lively spot for cultural production both nationally and internationally. In order to secure the accumulated capital and qualities for its inhabitants, Freehouse developed a civil-based neighbourhood co-op that will continue on its work in 2014.

2002 - 2012

40

NEIGHBOURHOOD AS URBAN LABORATORY

THE MICRO SCALE OF THE NEIGHBOURHOOD IS THE IDEAL LABORATORY FOR NEW FORMS OF URBAN LIFE AND ECONOMIC DEVELOPMENT. THE AFRIKAANDERWIJK IS A PERFECT EXAMPLE OF HOW CONTINUOUS, SMALL AND EXPERIMENTAL PRACTICES, ARE DEFINING A DIFFERENT SIDE OF DENSITY AND LAND USE, SETTING FORTH A SUBSTRATUM OF URBAN AND ECONOMIC DEVELOPMENT. THE AFRIKAANDERWIJK IS A PLACE OF COLLABORATION AND EXCHANGE, NEW ECONOMIES AND SOCIAL INSTITUTIONS WILL EMERGE FROM WITHIN COMMUNITIES.

DIMINISHING PUBLIC FUNDS

In the last ten years, public investment in the Afrikaanderwijk has significantly diminished, partially as a result of administrative and political trends.

2006

2012

2013