

激活地方生产潜能

RADICALIZE LOCAL PRODUCTION

互惠的原则在Jeanne van Heeswijk 和 Dennis Kaspori的 Freehouse概念中是决定性的。包括居民、企业家和社区教育机构的团队合作将产生一种不一样的企业行为，给我们带来了新产品，新服务和贴心的训练设施。这些合作产品将促进经济自给自足和文化的自我意识，促进一个地区的社会凝聚力。

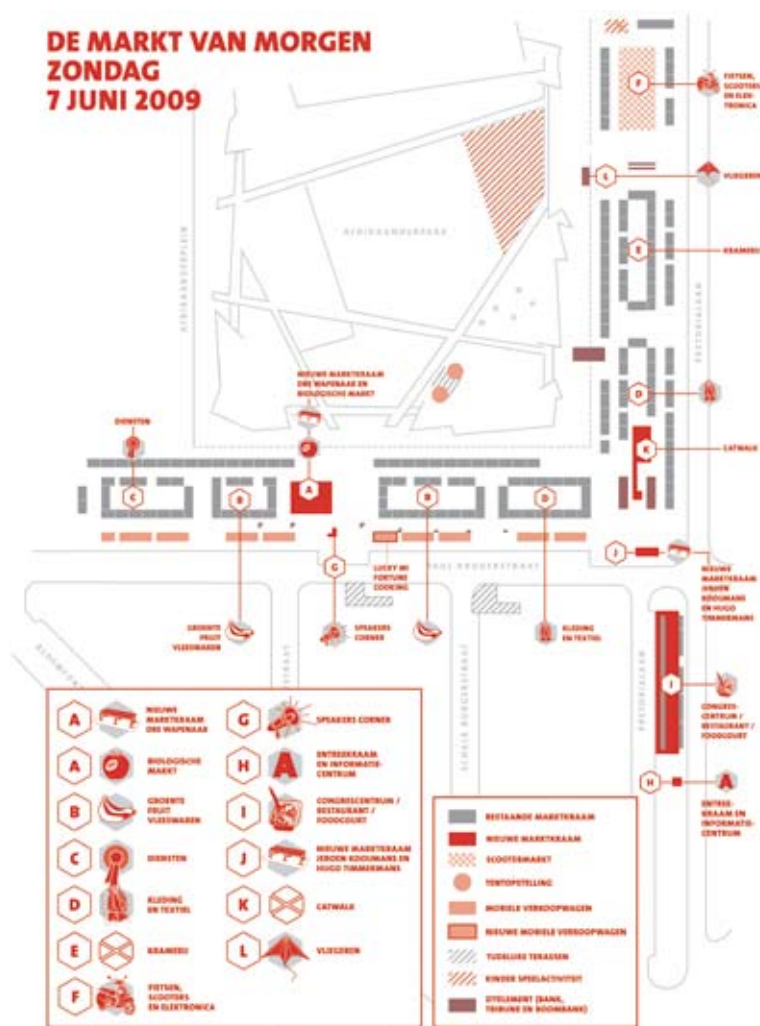
The principle of reciprocity is decisive in the Freehouse concept of Jeanne van Heeswijk and Dennis Kaspori. Cooperative teams involving residents, entrepreneurs and educational institutions within the boundaries of a neighbourhood lead to a different kind of entrepreneurship with new products, services and hands-on training facilities. These coproductions promote economic self-sufficiency and cultural self-awareness, contributing to the social cohesion of an area.

Afrikaander 市场

Afrikaander区将在未来几年经历一个重大转变。正在附近开发建设的两个面向中产阶级家庭的住区将改变整个Feijenoord地区人口的社会和经济结构。在2008—2009年，Freehouse模型曾应用于Rotterdam—South的事件对Afrikaander区给予了极大地促进，使生活在那里的人民都可以分享重建带来的经济效益。

以一个规模1:1的模型为宣言

一个详细生动的未来市场示意图，将投入更多的关注在商品、服务、文化表现形式，新市场和新市场的摊位组织以及对可用的空间相当大的重新布置。



分支选择：主题区被引进来扩大范围从而实现质量平衡，并削减廉价纺织品和蔬菜市场。主题区则可以额外关注到产品，相关服务和功能之间的联系。

市场分类：片面品种是在现有的档位与更高品质的产品和生物产品的新摊位扩大。

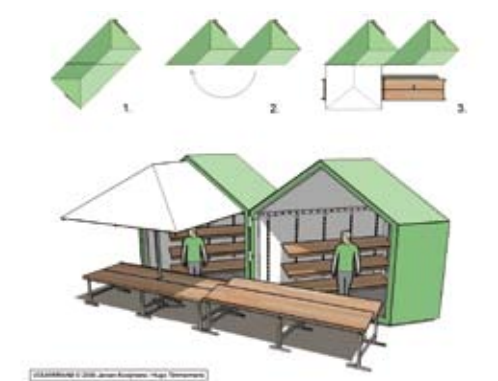
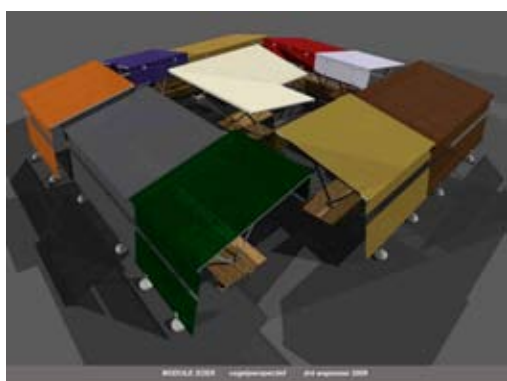
演示：一个具有吸引力的产品介绍可以使销量增加。在‘Tomorrow’s Market’通过使用设计师及设计形象家的专业技能来将更多注意力放在改善摊位的演示。

本地生产：设计师Cindy van den Bremen和当地缝纫和手工艺群体的妇女做服装及小饰品用的面料和服饰用品都是来自Afrikaander市场。这些‘Suit Yourself’产品就在这些女性自己运营的Freehouse摊位销售。食物设计师Debra Solomon和本地餐饮企业家正在开发一个合作的本地餐厅，这个餐厅是带有国际菜单的。‘Lucky Mi Fortune Cooking’的配料是在当地购买的，当地企业家面临的挑战是要利用他们的技能来扩张产品服务的内容和品种，从生薑啤酒到土耳其炸肉小吃。

新的市场摊位：为了加强演示和零售的机会，Dré Wapenaar and Jeroen Kooijmans/Hugo Timmermans设计了一个新的市场摊位原型，这将影响未来的市场组织。这些摊位可以打开和关闭，也可以组合来形成例如一个有屋顶的平台。

设施和服务：联合制作的设施和/或服务与产品的组合是以明确形式展示给人家的，例如，女企业家群体在一个摊位销售围巾时示范一个头巾结。缝纫及维修服务被添加到一个二手服装摊位。

会议平台：红地毯以及市场上能找得到的商品被用在了展示由诸如Modehippies和Roffa 5314本地年轻设计师设计的服装的时装表演上。市场呼吁者Lennart Pieters表示，他对未来的预期是乐观的，员工将被提供不同寻常的产品，而每个人都能被邀请来提议关于该区的想法。



“Freehouse创造了空间，让当地的企业家、年轻人、居民、艺术家、设计师都能有机会面对面交流知识、经验和想法，这个空间既是比喻的，也是实在的。合作将经济资本和文化资本联系起来，加强了各参与方的经济地位，也使发明和应用新产品的文化过程变得清晰可见。

Freehouse，或者说Freihaus，是一个起源于中世纪的模型。它为一群活跃在非主流经济体中的局外人，或者说在传统的政治和经济活动中被排斥的人提供了处所。这种模型的当代形式承认其它模型在公共空间和地区文化上的积极贡献，但它本身注重一种以地区为中心的方式。地区合作使得公共文化生产变得开放，而开放又成为改变本地区的一股主导力量。

Afrikaander集市的300多个铺位提供了在Rotterdam能找到的最有异域风情的产品。这些年来，Afrikaander集市一直在衰退。营业额不断下降，产品种类减少，越来越多贸易商选择离开。为了强调Afrikaander地区及其市场与周围其它地区不同，文化多样、规模小的特点，自由房子与Kosmopolis Rotterdam 让企业家、居民、市场小贩、文化创作者、社会服务组织和政客们参与各种在文化实业方面的合作。所有利益相关人的需要、意愿、见解以及当地各种不同形式的资本（经济的、社会的、文化的）都能通过这种小规模干预变得清晰可见。在这个过程中，可能出现的创新产品都可以的到试验。

在这些设想变成现实的过程中，我们必须彻

底重新审视现有规章制度。例如，现行规章下，人们无法将产品与服务结合起来，也就是说，对一个地区来说很重要的生产过程被市场所禁止，比如服装摊位无法提供衣服缝补服务，在食品铺不能进行食品准备工作或就地消费。

知识系统与生产作坊已经建立起来，刺激当地的文化合作，以达到将本地产品投放市场的目的。Afrikaanderplein周围的企业家们迎接挑战，共同致力于该市场的发展，使它成为当地小规模零售商的商品集散中心。”（黄倩 译）

——Jeanne van Heeswijk and Dennis Kaspori

‘Freehouse creates space, both literally and metaphorically, for encounters between local entrepreneurs, young people, local residents, artists and designers to exchange knowledge, experience and ideas. The linking of economic and cultural capital in a form of co-production reinforces the economic position of the parties involved and makes visible the cultural process of devising and implementing new products.

‘Free House’, or ‘Freihaus’, a model with medieval origins, offered space to groups of outsiders active in alternative economies, people ill-disposed to conventional means of political and social participation. The contemporary form of this model recognizes the positive contribution of others to public space and local culture, but it concentrates

on a locally-orientated approach. The result of local cooperation can be seen in the openness of public cultural production that in turn becomes a driving force for change in the locality.

The Afrikaander Market, whose 300 or so stalls offer the most exotic range of produce to be found in Rotterdam, has been in decline for several years; turnover is falling, range is decreasing and market traders are increasingly staying away. To accentuate the culturally diverse and small-scale character which distinguishes the Afrikaander district and its market from the surrounding districts, Freehouse and Kosmopolis Rotterdam involved entrepreneurs, residents, market traders, cultural producers, social service organizations and policy makers in various co-productions in

the field of cultural entrepreneurship. The needs, wishes and insights of all the stakeholders and the different forms of capital (economic, social and cultural) in the district were made visible each week by means of a series of small-scale interventions in which possible innovations could be tested.

As these initiatives were being realized it became clear that it was high time for a radical review of the policy and regulations that apply to the markets in Rotterdam. For instance, at the moment it is not possible to combine products and services on the same stall, meaning that production processes important for the district, such as a sewing and repair service at a clothes stall or the preparation and consumption of food on location in a food court with a terrace is forbidden in the market.

Knowledge trajectories and production workshops were set up to stimulate local cultural co-operation to bring local production to the market. Entrepreneurs from around the Afrikaanderplein were challenged to take a more active part in the development to help make the market a network hub for local small-scale retailers.’

– Jeanne van Heeswijk and Dennis Kaspori



Photo: Freehouse
(Jeanne van Heeswijk & Dennis Kaspori)