

A GUIDEBOOK
OF
ALTERNATIVE
NOWS

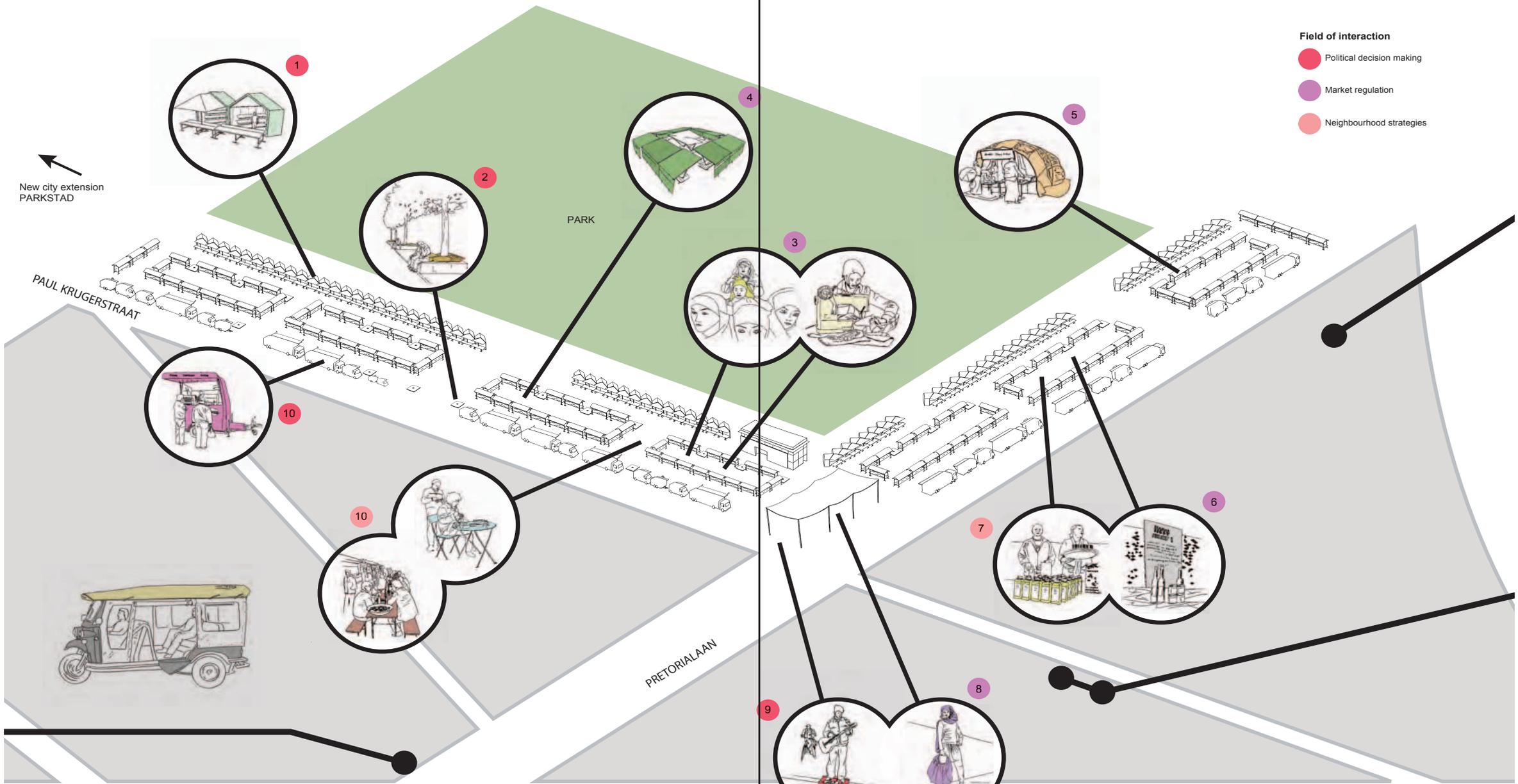


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FREEHOUSE: RADICALIZING LOCAL PRODUCTION

Communities, Economies, Spaces

Freehouse is a project that is based on cultural production as a means for economic growth. We support setting up small-scale skills-based coops and making an innovative programmatic design of the market. Freehouse acts in the Afrikaanderwijk area (in its market and local economy) by improving products, services, market interactions, and social integration, so that the area's intimate local character and cultural diversity can be retained. In collaboration with residents, shopkeepers, artisans, artists, and designers, new sustainable cooperative infrastructures, where different knowledge and skills are combined, are created. These include: a neighbourhood workshop for making and designing clothes, a communal kitchen area, a neighbourhood shop for local products, and a delivery service, offering jobs and various internships in the community. Together we also actively challenged the strict new rules imposed by the local government on the market by creating over 300 interventions, mostly acts of civil disobedience, in close collaboration with market salespeople, in order for the market to become a site of cultural production and a meeting place for the neighbourhood again. Tomorrow's Market is a sparkling urban market with new products from the neighbourhood, new services, fashion shows, performances, special mobile vending carts, unique market stalls, and much more.



- Field of interaction**
- Political decision making
 - Market regulation
 - Neighbourhood strategies

New city extension
PARKSTAD

PAUL KRUGERSTRAAT

PARK

PRETORIALAAN

KATENDRECHT



New city extension
KOP VAN ZUID

**Afrikaandermarkt
Tomorrow's Market**

The Afrikaander market, whose 330 stalls offer the most exotic range of produce to be found in Rotterdam, has been in decline for several years. Tomorrow's Market is a detailed live sketch of the ideal market of the future, devoting more attention to the quality of goods, introducing new products and services, styling and forms of presentation in stalls, including cultural expressions and public speaking. Tomorrow's Market will design new market stalls, a renewed market organization as well as a considerable rearrangement of the available space while negotiating altering legislation. Daily small-scale interventions will test and advocate a new market. In 2008-2010 over 300 tests were made.

1. New market stalls

New prototypes of market stalls that will influence the future organization of the market, its presentation and retail opportunities were designed. One prototype is currently in use as a tea house in the adjacent park.

2. A place to sit

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

3. Services

Co-productions of amenities and/or services in combination with products were added to the market.

4. Branch selection and clustering

Themed areas were introduced to expand the range, to achieve a quality balance and to trim back on the market glut of cheap textiles and vegetables. They can pay extra attention to the linking of products, related services and functions.

5. Styling

Co-productions of amenities and/or services in combination with products were added to the market.

6. New products

The existing market assortment of wares was expanded with higher quality products and new stalls with biological products and products from city farms.

7. Local production

The production of fresh, unique food and products, produced by local people, can be a valuable contribution to what the market currently has to offer.

8. Presentation Platform

The Afrikaander market is missing a central gathering point, around which the market could be oriented, and the market and neighbourhood could present itself.

9. Speakers Corner

The market should be a place with a commercial, social and political function. Speakers corner is a spot to meet and to exchange thoughts.

10. Food Court and terrace

One of the benefits of the themed areas is for instance the possibility to create a food court; an area in the market where people can take a seat and eat food from one of the surrounding food stalls.

11. Vending cars

Due to regulations vending cars larger than 6 meters are not permitted at the Afrikaander market. Tomorrow's Market invites the most beautiful, well-equipped and big vending cars.



**The Neighbourhood:
Communal work places**

The goal of the Neighbourhood Kitchen of South is to put the area on the map as a location where unique products are available, cooks and inhabitants make the best dishes and unique cooperation's are possible between inhabitants and entrepreneurs. By keeping production within the area the independency of the economic and social position of the inhabitants and entrepreneurs is actively stimulated. This way the Neighbourhood Kitchen forms an important link in the shaping of the area's image.

**Political:
Communal neighbourhood service**

For FFF (Fast Flex Feijenoord) Freehouse is cooperating with Bemobi and foundation FLEX in order to develop environmental, friendly and service oriented transportation. A neighbourhood service that people pay a small amount to use based on an inventive electric cart. FFF offers an alternative for occupied parking spaces, walking around with heavy groceries and noisy delivery mopeds. For example the drivers can transport you with your groceries from the market to your parking space at the edge of the neighbourhood.



**The Neighbourhood:
Communal work places**

In the Neighbourhood workshop on South fashion production is combined with design and education. In the workshop amateurs and professionals cooperate. Inhabitants from the neighbourhood 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. In the workshop participants are involved in the whole production process, from design to end product.



**The Neighbourhood:
Communal shop**

The Neighbourhood Store of South is a shop where products of various local designers are presented. This approach is based on the store-in-store concept, using temporarily empty locations. Young creatives can easily participate and offer their products to a wide range of people. They can also test the interest for a product at a neighbourhood level in practice. At the same time the area will become a more attractive location for entrepreneurs to start.

**The Neighbourhood:
Local shopkeeper**

Freehouse is helping local people to set up their own skill based business. Suzy Season Cake is a shop selling home baked Antillean pastry.



**The Afrikaander district:
Freehouse, radicalizing local production**

Freehouse want to creates space, both literally and metaphorically, for encounters between local shopkeepers, young people, local residents, artists and designers to exchange skills, knowledge, experience and ideas. Through linking of economic and cultural capital in a form of co-production it reinforces the economic position of the parties involved and makes visible the cultural process of reinventing and implementing new products. From 2008-2013 the Freehouse model is applied in Rotterdam-South to give a boost to the Afrikaander district so that the people who live there could share in the economic benefits of the redevelopment. In order for the Afrikaander market, to become a vibrant community heart again.

In the coming years the Afrikaander district will undergo a major change. The nearby construction of two housing estates of middle class homes will alter the social and economic composition of the population in the whole district. Afrikaander district surrounding developments are Kop van Zuid, Katendrecht and Parkstad.

Facts

- +/- 9400 inhabitants
- 79% non-Dutch origin
- 29% below poverty index (11% in NL)
- 48% social security, unemployed, pension
- 84% rent, social housing
- 33% is younger than 23 year

Location Afrikaandermarkt in Rotterdam

