

# ZUIDOOST UNDERGROUND ART

## GETTING STARTED

Reality and its perception has to do with the mental map that each of us already has. What have we learned in our childhood in our environment? What places do we embrace as interesting, what kind of urban landscapes do we see as safe?

At the same time, it is also important not to forget about everyone's personal characteristics. How do you feel? Are you extroverted, do you not want to go on an adventure?

These are all important factors to consider.

## ENTERING ZUIDOOST

The entrances to Amsterdam Zuidooost are marked by the overlapping infrastructure of overpasses, cycle lanes, and even water.

At Gooiseweg, the elevated roads and underpass converge at the point where Amsterdam, Diemen, and Duiwendrecht meet before entering Amsterdam again after some 5 to 10 minutes cycling, this time in Zuidooost. This spot has already been popular with people fishing and swimming for a long time and has its charm with the unfinished elements. It is now clearly marked as an entrance to new places and part of the "Nature" path with the street art Tropisch Vogelbos.



### VENSERTUNNEL

A well-used tunnel connecting the Venserpolder metro station with the Amsterdamse Poort. This tunnel, painted with bright colours and positive quotes and playful elements invites you to walk through and to look, read and experience.

Created by: Theo Veltman (project leader), Vanessa Leider (area broker), Ellen de Vries (lighting specialist), Berrie Sanders, it has been designed by the second-year students of two different classes in the area and also carries their messages and voices.

### VLINDERPARADIJS

With the aim to make the main cycling routes between Amstel Station and Amsterdam Zuidooost more attractive, the underpass on Rijkstraatweg has been given a proposal to be painted with a cheery flutter of butterflies. Thematically connecting with spots such as the Tropisch Vogelbos, it forms part of a route with the theme "Nature," connecting underpasses with art containing natural elements.

The idea, initiated by the municipality as a response to local need has been created with the assistance of: Bright UP (concept, design, project management), Saske van der Eerden (visualisation), ArchitecturePlus (technical drawings), Leone Schroeder (painting artist).

### ANOTHER ENTRANCE...

The Vlinderparadijs is located at another key entrance to Amsterdam Zuidooost at Ouder Amstel. Here, the characteristic intersection of infrastructure is also brightened by art, creating a signature for the neighbourhood.

## LIGHT

We've learned that safety goes beyond lighting. In fact, current studies on light pollution also show that the white light so often associated with security and smart cities technologies can actually be very harmful to the body.

Instead, paths should be laid out with care, with adequate greenery, all year round, and with reference points where one feels safe, even when the journey doesn't go to plan.

*"There is so much life, art and culture here. The fear is not incomprehensible, the tunnels can be dark here but in the right light this means they can be even more colorful. We can help shine that light. We can give people a better perspective on the larger than life-sized museum they live in, visit or cycle through."*

Eva, Museum Studies student

*"I like that some artworks contain a beautiful message. Among the messages are words such as self-love and respect...when I take a moment to stand still I think to myself, gosh how nice that the Bijlmer is close by."*

Dalmar, Law student

## SAFETY

The subject of safety and the sense of security has remained a constant in talking about Amsterdam Zuidooost. And we have also learned that there is no point in downplaying such feelings by saying, for example, that things can happen anywhere in a big city like Amsterdam.

Safety not only has to do with possible aggressions from others, but also simply the idea that you can get lost and how comfortable (or able) you would feel asking for directions.

### TROPISCH VOGELBOS



A tropical bird forest brightens the support columns of the viaduct at Gooiseweg referencing the mixed and colourful neighbourhood character.

Created by: Bright UP (concept, design, project management), Saske van der Eerden (visualisation), ArchitecturePlus (technical drawings), Proned (cleaning, priming and coating), Leone Schroeder (painting artist), Hoots fencing (fencing).

### SPINOZA TUNNEL

From the "Tunnel of the Unknown" to the Spinoza Tunnel, this tunnel has been transformed by colours and shapes chosen by the Spinoza Residents' committee to represent the sun, sea, and warmth from homelands. Undulating patterns represent fluidity and growth (in life and in Zuidooost). The tunnel is to us also a call to remember and keep alive the philosophy of Baruch Spinoza so often coinciding with the ideas and work of artists and intellectuals in the current Amsterdam Zuidooost.

Created with the assistance of: Mick La Rock (artist), Spinoza Residents Committee

## WHERE AM I?!

Paths, routes and neighborhoods are constantly changing, *literally*. There are many building projects and ideas for the future. But in the interim period there are construction sites and people often get lost. In any case, even Google maps can't always keep up. It does not always make a walk or bike ride beyond your typical route easy.

The area from Spinoza campus to Diemen Campus to the Business Campus on the Fraijlemaborg is constantly changing, much always appears to be 'under construction'.

In recent years various people who have come to study here in Amsterdam and from abroad at Campus Spinoza have shared a common metaphor- saying they feel as if they have just dropped from an airplane with a parachute.



*"You have something to see here that is of artistic and cultural value"*

Mari, Art student

## EXPLORING & GATHERING KNOWLEDGE

Students like to explore the area if they know it. At the Spinoza lab, people can share their knowledge and experience with the area with the new students who live on campus.

Through this research we have "discovered" that many residents in the Bijlmer and Amsterdam Zuidooost have said for years that walking and cycling through the bicycle paths was not always easy or pleasant.

### TUNNEL OF LOVE

The idea to refurbish the underpasses came from 450 conversations with residents in 2018 who said that they were sometimes experienced as unsafe. The Tunnel of Love was therefore created in partnership with local schools, 500 local residents asked to contribute poems and sentiments of love. The tunnel opened on Valentine's Day.

Created by: PLYGRD.city (led workshops), schools De Dreef, De Schakel and Het Klaverblad, Louis Norensse (artistic director), Hoodlab's CMV co-creation team, local residents

### HUNTUM

Together with the neighbourhood, children and school, the underpass at Huntum has been refurbished with colorful shapes.

Created by: Marilou Malicia (local entrepreneur and mother), primary school De Rozemarn

## POSSIBILITIES

An underground place can look scary but at the same time is a place that offers protection. Or where you can write messages: no art yet, but in the tunnel next to the Spinoza Lab we see something that could become the tunnel of proposals: "Will you marry me?"



## INTERNATIONAL LINKS

The graffiti art of the hip-hop scene in the 80s and 90s has in many places inspired the development of legal street art that can often become anchors of routes as well.

In Medellin, this has been the case also especially in combination with inventive ideas about public transport. Just as automatic stairs powered by solar energy reduced the distance between the different areas in Medellin, street art too has connected neighbourhoods.

Medellin has become a pioneering example of how people of all ages could navigate more easily, more pleasantly and for free from one area to another.

### RAVENSTEINSTRAAT & RAVENSWAIPAD

Residents near the Reigersbos shopping center found the underpasses in their neighbourhood not only unsafe but also boring. There were three in this area that could use some cheerfulness. By cleaning and painting the tunnels with bright colours and cohesive shapes they are now safer and happier.

Created by: Sandra Hueber (Bright UP), Carmen Nutbey (graphic designer)



*"When I first visited [Heesterveld], it gave me the same feeling as I had when walking the streets of Berlin. It radiated creativity and that gave me a very welcome and free feeling."*

Paula, European Studies student

