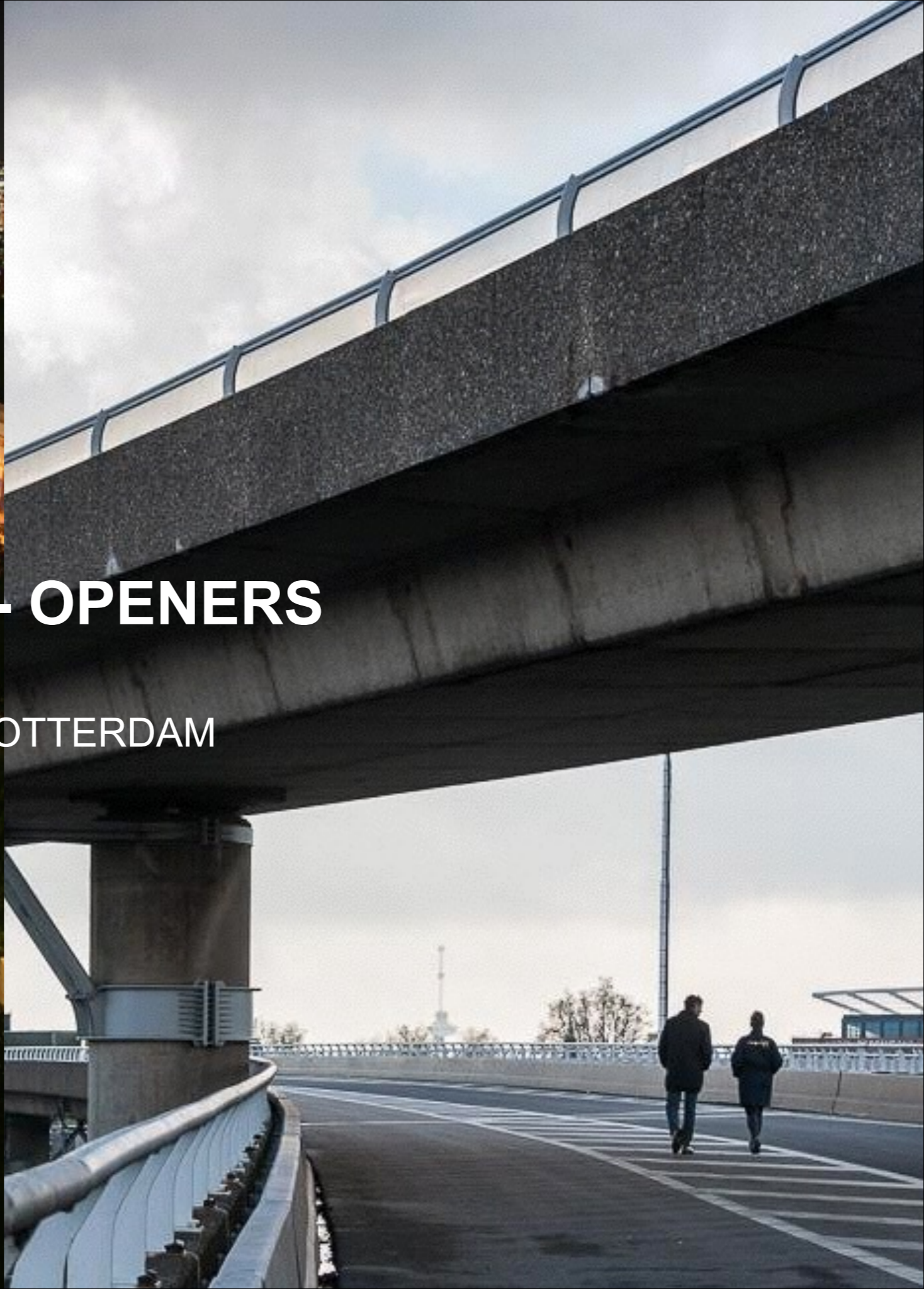




# OBSERVATORIUM

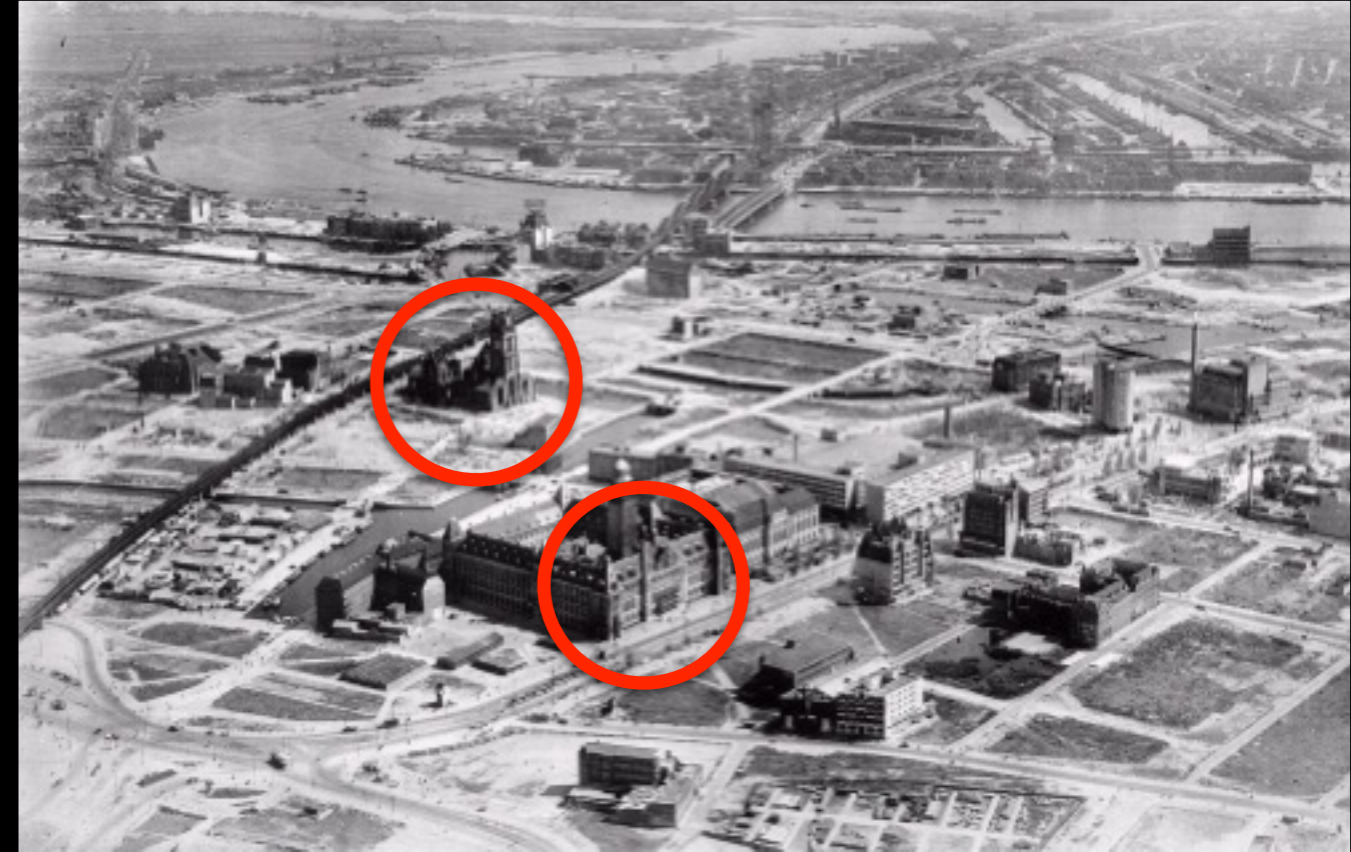
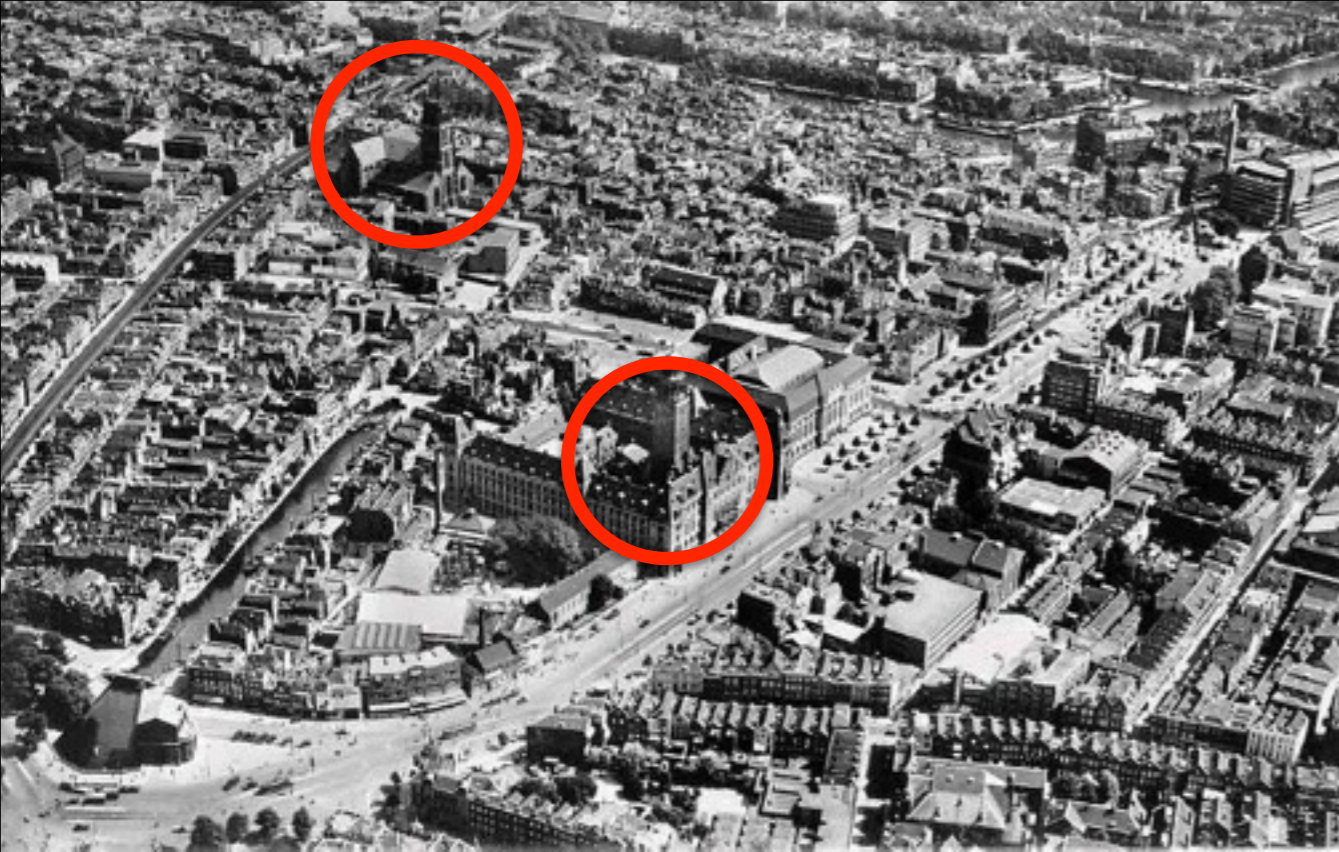




# EYE - OPENERS

ROTTERDAM

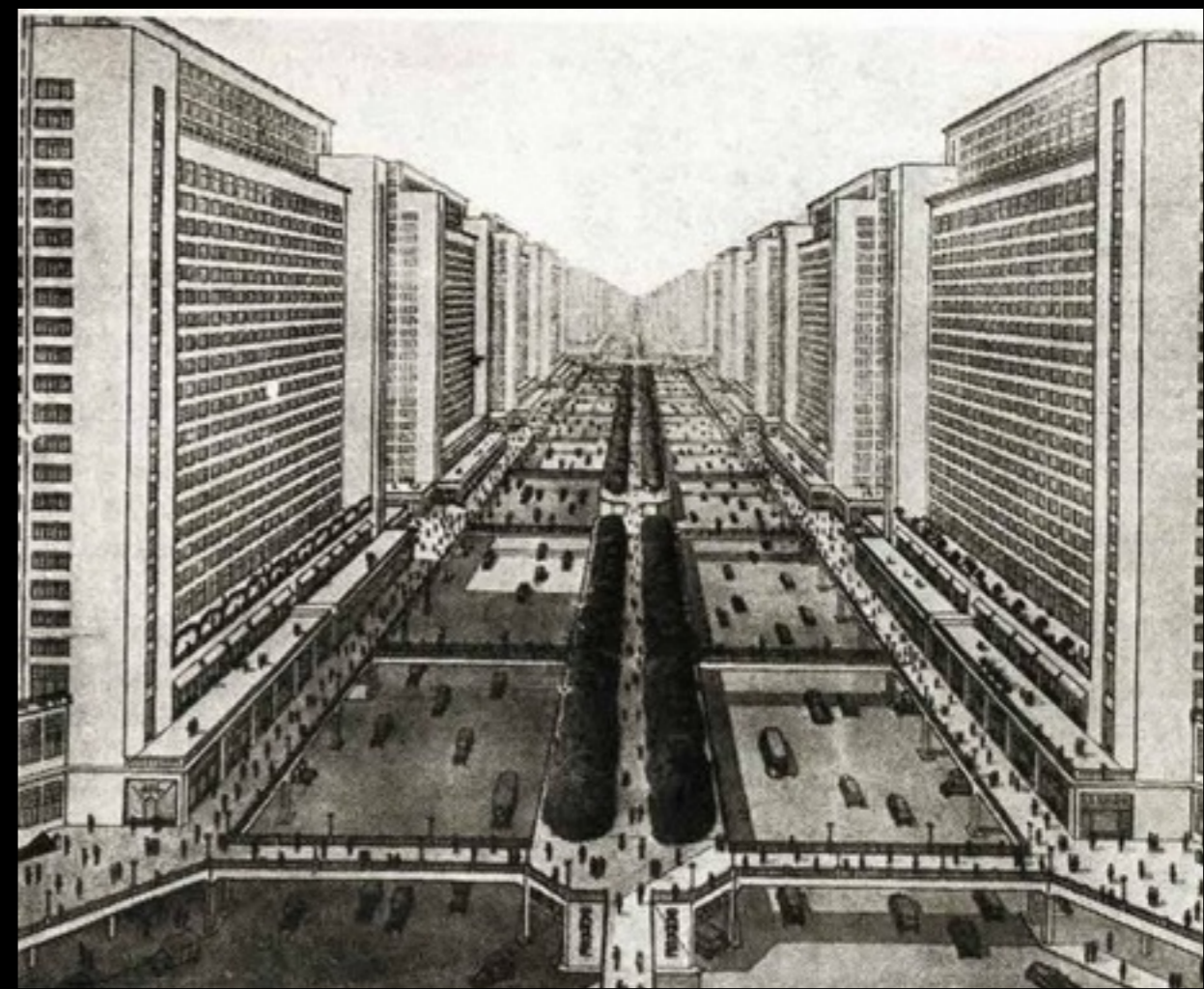
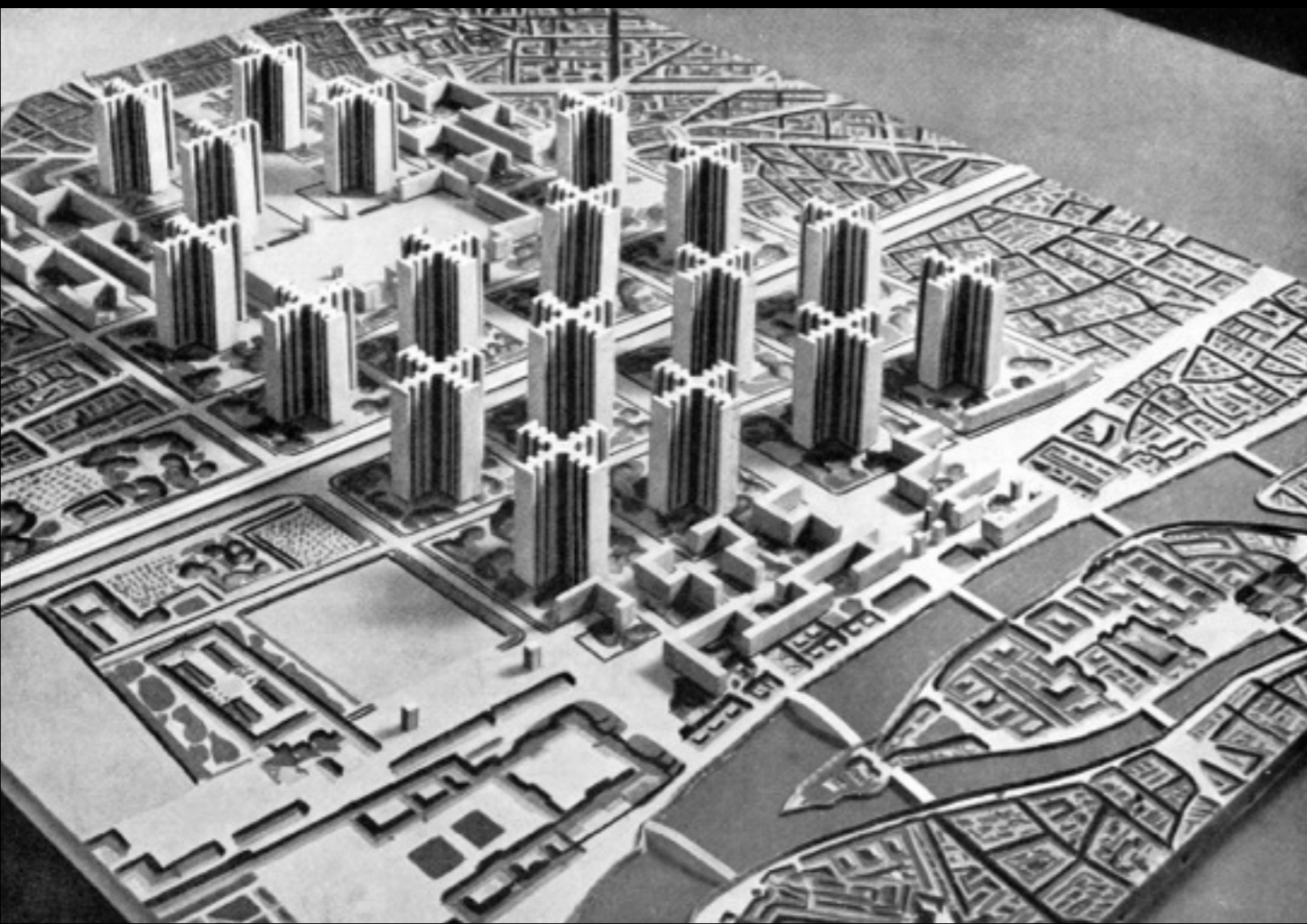




Rotterdam 1930

The dream of modernistic architecture and city planning

Rotterdam 1940







**Kleinpolderplein 1960**



**Kleinpolderplein 2016**













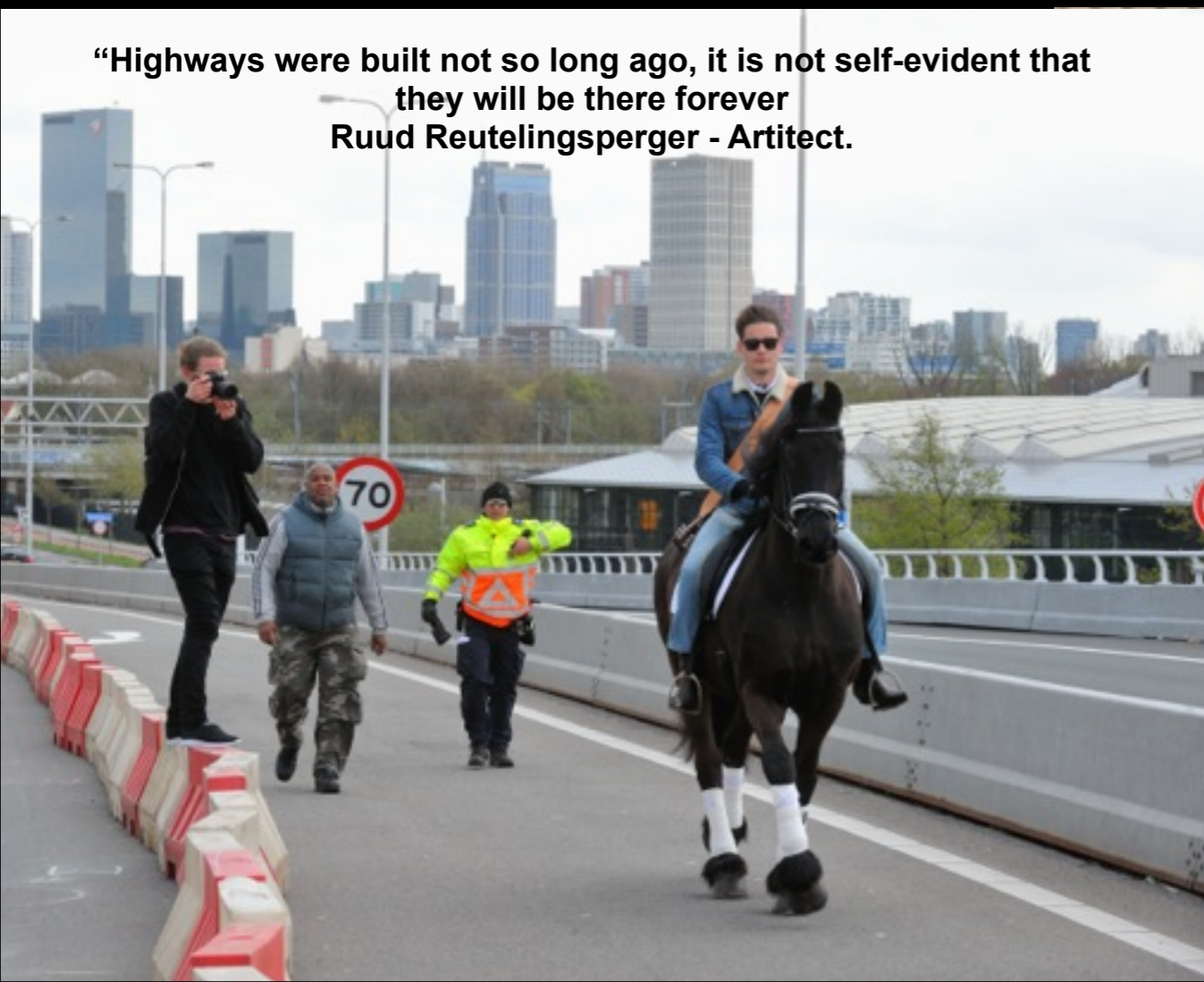
**“The succes of cities depends on the way we include and embrace wild nature and animals as part of our living environment”  
Marit Janse - Landscape architect.**



**“It was the first time I realized that the highway belonged to me and not to cars”  
Mattijs van Ruijven - Head Urban Design Rotterdam**



**“Highways were built not so long ago, it is not self-evident that they will be there forever  
Ruud Reutelingsperger - Artitect.**



**“Learn from the pioneers living close to the highway as the agents of gradual transformation”  
Moniek Driesse - Designer**









A photograph of a highway interchange with a water feature and purple flowers in the foreground. The highway is a multi-level concrete structure with several lanes. In the foreground, there is a body of water with several tall, thin stalks of purple flowers growing out of it. The flowers are arranged in vertical lines, creating a rhythmic pattern. The water is calm, reflecting the sky and the highway structure. The overall scene is a blend of urban infrastructure and natural elements.

**THE HIGHWAY IS LANDSCAPE**





Oostplein 1930



Oostplein 1940



Oostplein 2016









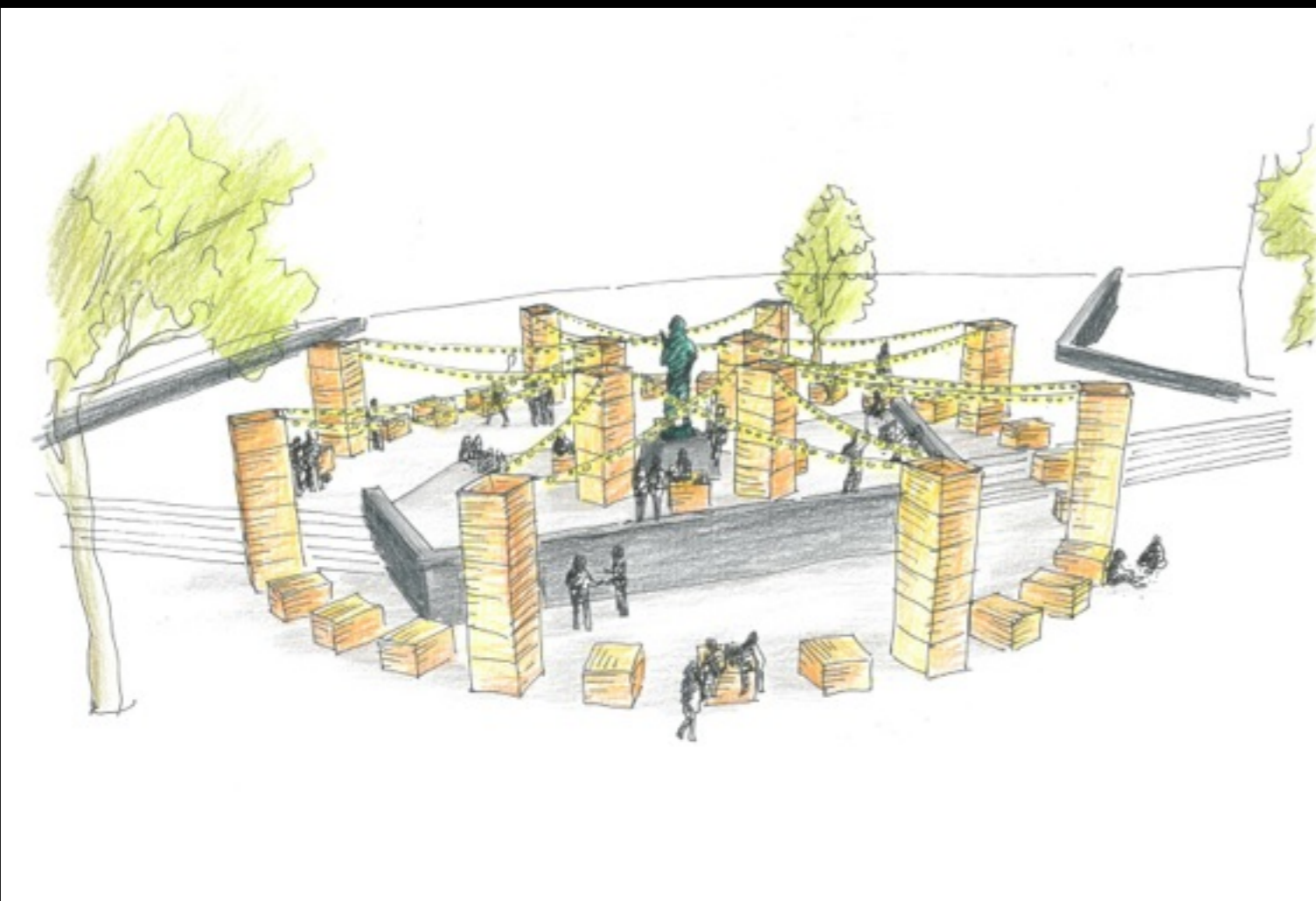
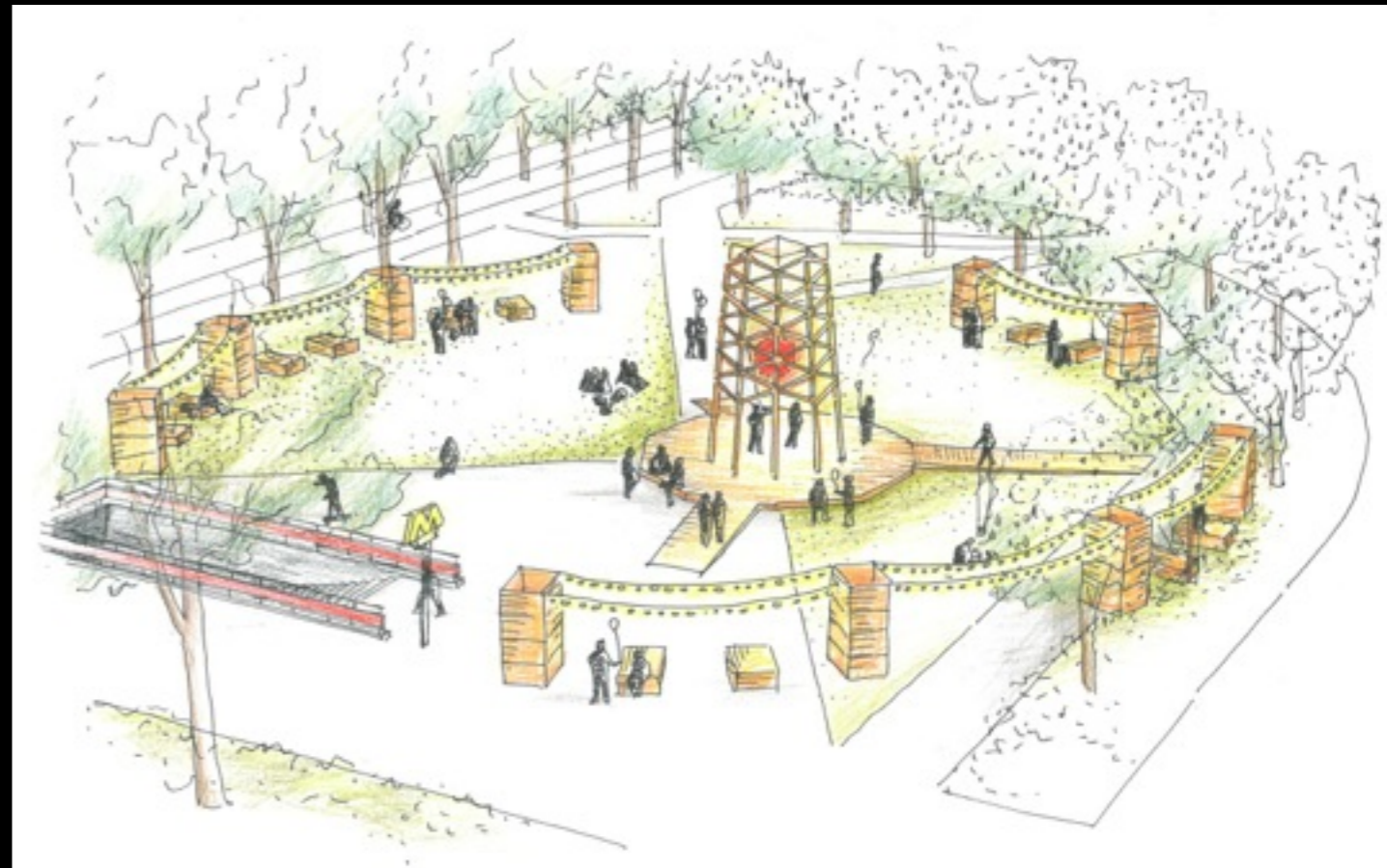
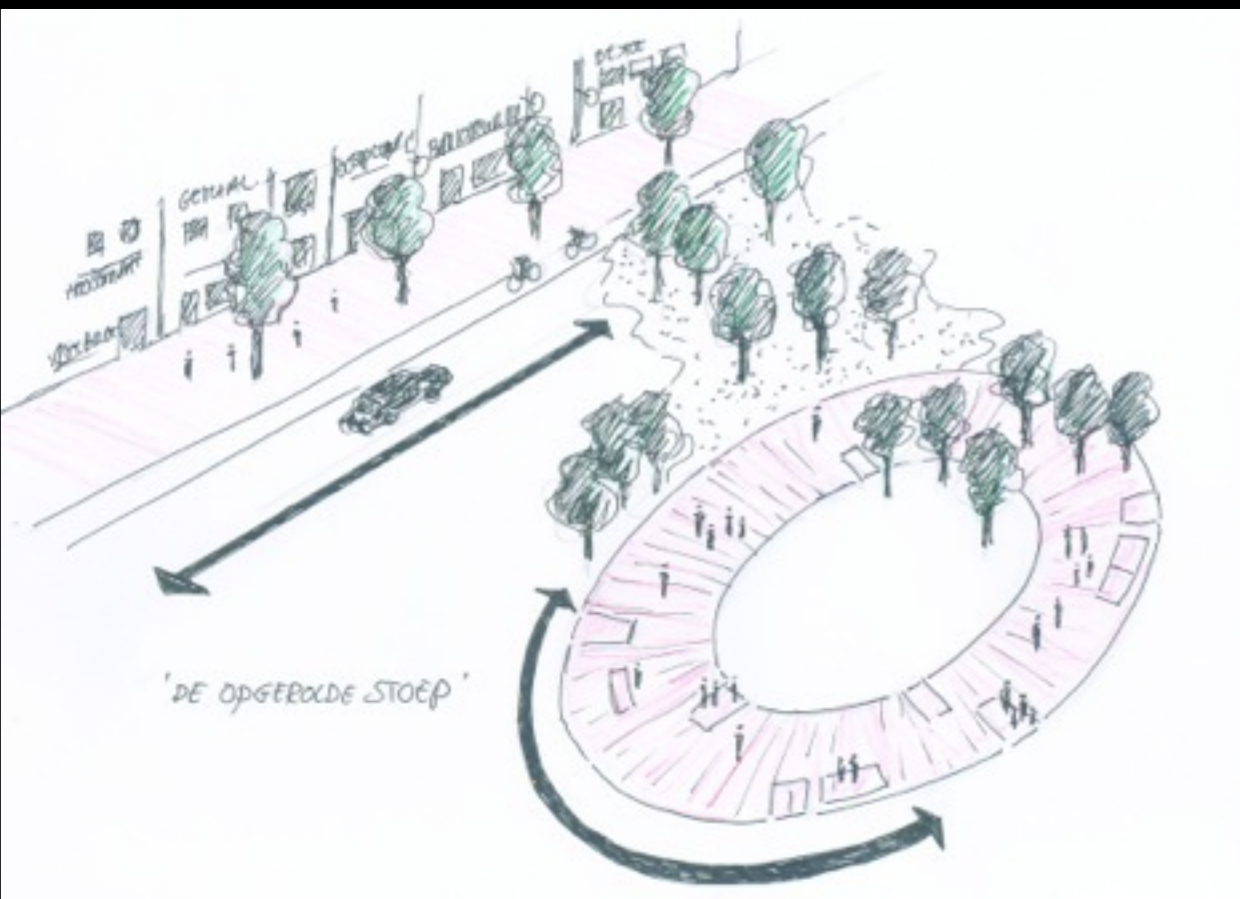
**THE SIDE WALK AS THE RED CARPET  
CONNECTING BUILDINGS AND PEOPLE**





**HISTORY AND STORY-TELLING AS THE FOUNDATIONS  
OF PARTICIPATION AND FUTURE DEVELOPMENTS**















# LOW COSTS! HIGH PROFITS?













