

# What's the Use?

Constellations of Art,  
History, and Knowledge  
A Critical Reader

Valiz



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# Freehouse

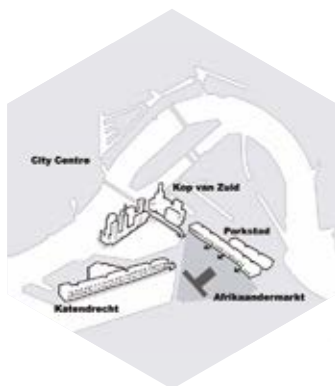
## *Radicalizing the Local*

Jeanne van Heeswijk (ed.)

**AFRIKAANDERWIJK**

Afrikaanderwijk is a neighbourhood in the south of Rotterdam, the Netherlands. It is in the Feijenoord district of the city, and is traditionally working class. It was one of the first neighbourhoods in the Netherlands to have a majority of residents with an international background, primarily consisting of Turks, Moroccans, Surinamese, and Antilleans. Since the Netherlands's first race riots took place in the Afrikaanderwijk in 1972, it has received special municipal and national attention. The Afrikaanderwijk will go through a vast transformation in the coming years. Two adjoining new neighbourhoods with mainly middle class housing will change the demographics of the community: Parkstad, with 1,200 new dwellings, two new schools, facilities, parks; and Katendrecht, a mix of self-built housing and apartments for sale.

**THE QUESTION IS: HOW TO REVITALIZE THE AFRIKAANDERWIJK IN SUCH A WAY THAT LOCAL INHABITANTS WILL NOT BE DISPLACED?**



**NEIGHBOURHOOD FACTS 2008**

9,400  
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 YEARS

**NEIGHBOURHOOD FACTS 2014**

8,300  
INHABITANTS

85%  
NON-DUTCH ORIGIN

29%  
BELOW POVERTY INDEX (11% IN NL)

55%  
SOCIAL SECURITY UNEMPLOYED PENSION

85%  
RENT, SOCIAL HOUSING

37%  
IS YOUNGER THAN 23 YEARS

**FREEHOUSE**

**RADICALIZING LOCAL PRODUCTION**

Since its inception in 1998, Freehouse has created space for encounter, both literally as well as metaphorically. It stimulates local inhabitants and shopkeepers, youngsters, artists, and designers to exchange knowledge, experience, and ideas. The connection of cultural with economic capital results in co-productions that mutually benefit participants socially, and economically. The resulting products also make the underlying cultural process visible. Inspired skill 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. From 2008 onward, Freehouse has applied its approach to the Afrikaanderwijk. Economic growth is aimed at through cooperative cultural production. And inclusive urban development is achieved through community participation and self-organization.

As the neighbourhoods surrounding the Afrikaanderwijk are being redeveloped with the addition of middle class dwellings, Freehouse worked toward making the existing inhabitants share in the economic benefits of the redevelopment. Despite diminishing public funds for the Afrikaanderwijk, Freehouse has been able to intensify its activities and to grow its organization. It tested new plans for the market and the area through 450 small-scale interventions and successfully set up 5 communal 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 skill-based neighbourhood co-op that continued its work in 2014.

**NEIGHBOURHOOD AS URBAN LABORATORY**

The micro scale of the neighbourhood offers us the urban laboratory of our time. The micro urbanisms that are emerging within small communities across the city, in the form of non-conforming spatial and entrepreneurial practices, are defining a different idea of density and land use. By putting forth counter forms of urban and economic developments that thrive on social encounter, collaboration, and exchange, new economics and social institutions will emerge within communities.

2008 - 2014

450

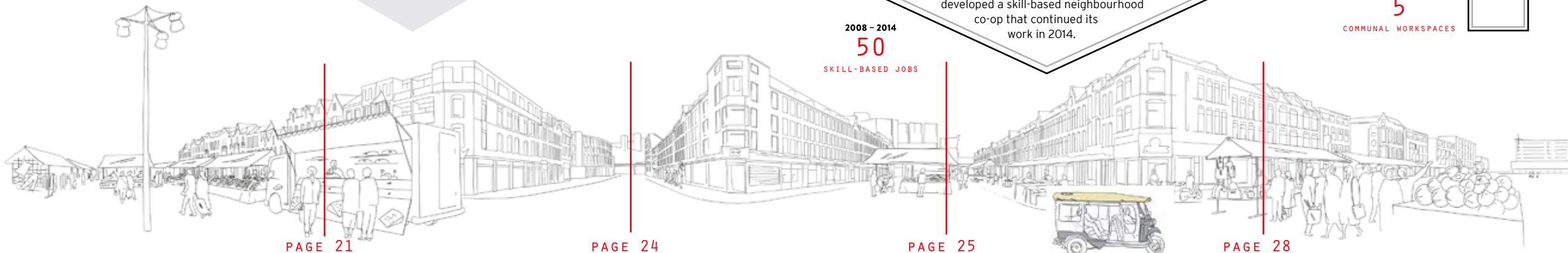
MARKET & SHOP INTERVENTIONS

5

COMMUNAL WORKSPACES

2008 - 2014  
50

SKILL-BASED JOBS



**DIMINISHING PUBLIC FUNDS**

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

2006 - 2011

**FACT OP ZUID** was a joint investment programme of the local and national governments, housing corporations, and educational and medical institutions. It aimed at increasing the attractiveness of Rotterdam South, striving to improve the social, economic, and physical characteristics of the area. In a massive allocation of funds, the intention was to invest € 1 billion over 10 years. The programme lasted for 5 years.

January 2012

**NATIONAAL PROGRAMMA ROTTERDAM ZUID** 'replaces' Pact op Zuid after criticism that it focused too much on physical issues at the expense of social issues. Without its own budget, it requests relevant stakeholders to collaborate and put forward funds.

January 2012

Housing corporation **VESTIA** loses about € 2.6 billion in financial speculations, one of the biggest speculation losses ever worldwide. Being the largest property owner in the area, many planned investments in the neighbourhood were halted or cancelled altogether.

July 2012

Urban stage **DE NIEUWE OOGST ROTTERDAM** closes its doors after the Rotterdam Council for Art & Culture recommends the municipality discontinue its funding. This platform for music, culture, and exchange opened less than a year before.

January 2013

**KOSMOPOLIS ROTTERDAM**, an Afrikaanderwijk-based foundation that produces cultural events, closes its doors due to the cancelation of municipal funds. It focused on contemporary diversity, transculturalism, and polyphony in the public debate and the heritage of the future. Their closing brought to an end significant investments and employment in the neighbourhood.

February 2013

Parliament decides that **MUNICIPAL DISTRICTS** will be abolished, as part of centralization and economization of local governments. In March 2014, the Feijenoord district council closed down and was replaced by a district manager.

October 2013

**SONOR**, an organization of neighbourhood counsellors, closes its branch in the Afrikaanderwijk.

June 2013

The fall of the **FEIJENOORD DISTRICT COUNCIL**, of which Afrikaanderwijk is part. Administrators are forced to step down. A subsequent investigation blames the 'diseased administrative culture'.

**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 co-operations 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 the area's image.



2011	2012	2014
23 CO-WORKERS	12 CO-WORKERS	70 CO-WORKERS
64 COMMISSIONERS	77 COMMISSIONS	100 COMMISSIONS
36 COMMISSIONERS	38 COMMISSIONERS	42 COMMISSIONERS

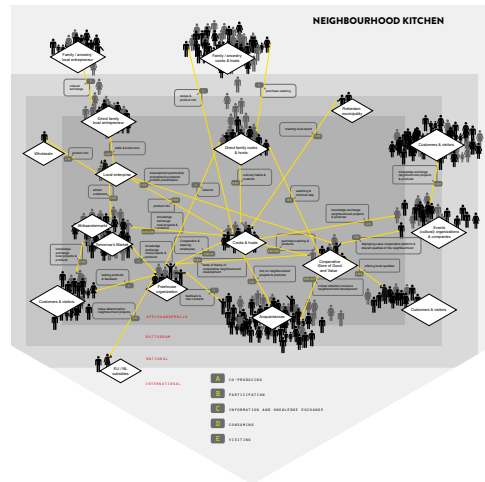
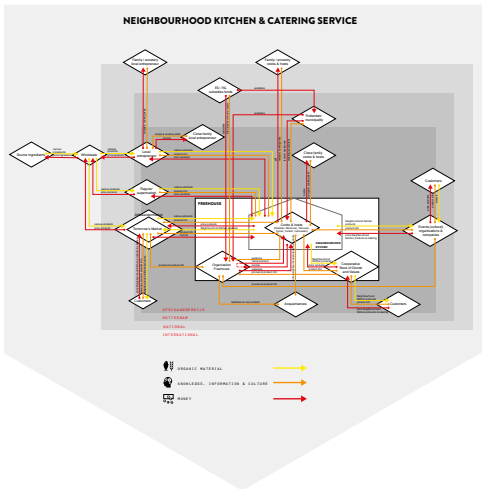
**SUZY SEASON CAKE**

Freehouse helps locals set up their own skill-based business. Suzy Season Cake was selling home-baked Antillean pastry and where possible collaborated with the Neighbourhood Kitchen. Suzy closed her shop in 2012, due to personal reasons.



**FLOW CHART**

Superuse Studios mapped in a Material Flow Analysis (MFA), all actors and processes involved in the development of the product Dukkah dip of the Neighbourhood Kitchen. 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**

This network map shows the interactions between individuals or groups that are involved with the Neighbourhood Kitchen. A significant amount of knowledge and skills is shared between employees of diverse cultural backgrounds. This is typical of Freehouse's approach and enriches those involved both personally as well as professionally.

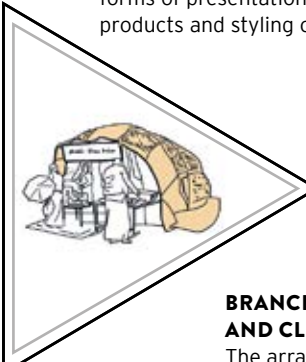
In 2006, the 'Special Measures Law on Metropolitan Problems' came into effect. Drafted on the explicit request of Rotterdam in order to prevent underprivileged non-Western minorities from moving into designated problem areas, it is nationally known as the '**ROTTERDAM LAW**'. It formally allows the municipality to deny

housing permits to newcomers in 'fragile' neighbourhoods based on an income requirement or on previous 'unwanted' or criminal behaviour. The law has only been implemented in five neighbourhoods nationally, all in Rotterdam South. The Afrikaanderwijk is one of them.

**ROTTERDAM LAW**

**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.



**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 clothes, new designs can be displayed on a catwalk.



**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.



**STACKING OF RULES, SHRINKING MARKET**

In a time of massive, global financial deregulation, an invisible net of (frequently conflicting) rules and regulations has been set down in the Afrikaanderwijk. Effective rezoning left a lot of empty shops in the area and surveillance increased. The market used to be growing, but now it is shrinking, mainly as a result of these (primarily) municipal interventions.

ing to the permit on the day of issue are inalienable, even if the market regulations change afterward. Furthermore, the Local General Ordinance allows the municipality to police the area in ways that would be unconstitutional elsewhere.

On a **DISTRICT AND MUNICIPAL LEVEL**, outdated market regulations, a poorly functioning branch list (subdividing all products in groups with quota per 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 pertain-

On a **NATIONAL LEVEL**, the 'Rotterdam Law' allows the municipality to ban underprivileged newcomers from moving to this stigmatized neighbourhood.

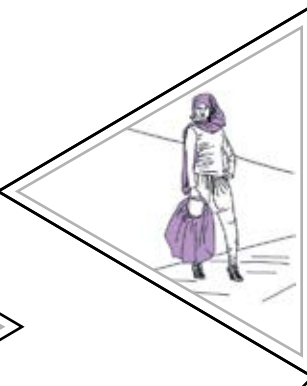
On a **EUROPEAN UNION LEVEL**, an upcoming prohibition to preserve products with ice, conflicts with local restrictions on the use of cooling trucks, which is a threat for the continuity of the sale of meat and fish on the Afrikaandermarkt.

**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.

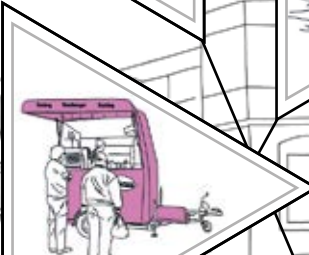
**NEW PRODUCTS**

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



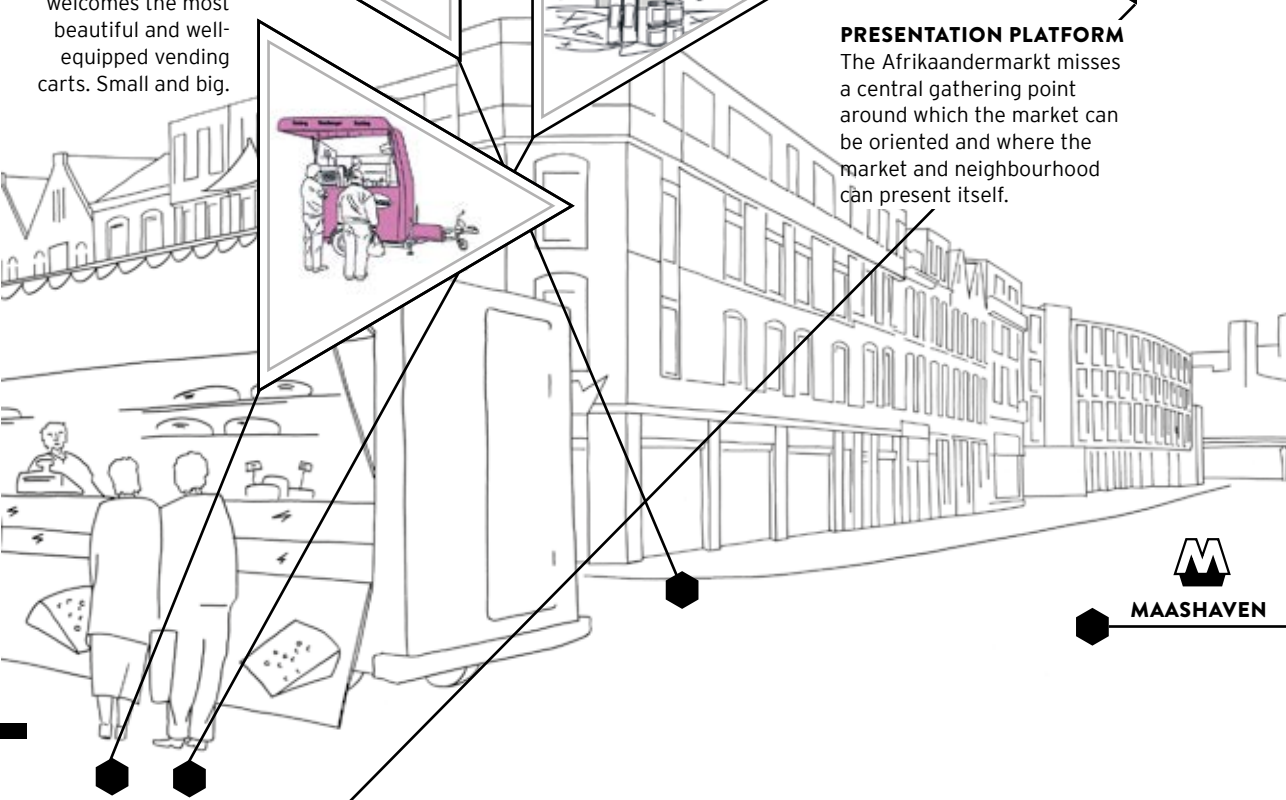
**VENDING CARTS**

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



**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.



<b>292</b>	
TOTAL AMOUNT OF STALLS	
STALL TYPE	
WEDNESDAY	SATURDAY
<b>157</b>	<b>127</b>
KRAMERIJ*	
<b>63</b>	<b>124</b>
CONSUMPTION	
<b>40</b>	<b>5</b>
FLOWERS AND PLANTS	
<b>14</b>	<b>17</b>
BAKING	
<b>9</b>	<b>10</b>
FISH	
<b>10</b>	<b>9</b>
STREET VENDORS	

**AFRIKAANDERMARKT**

Since 1964 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.

**PROBLEMS**

The Afrikaandermarkt originally had a regional function but it has lost its attraction. It now only serves the surrounding neighbourhoods, whose inhabitants have a small budget for shopping. Meanwhile, markets lost the price war to cheap supermarkets. Since people with higher incomes hardly go to markets anymore, it may be tempting to focus on attracting wealthier customers for the survival of the market. The question is: How can the market create a more diverse product range and strengthen its vendors' livelihoods while embracing its new clientele?

**OPPORTUNITY**

The market and neighbourhood cannot do without each other. On market days turnover is great according to the shopkeepers. When the market was temporarily moved to neighbouring Katendrecht, one third of shop owners were forced to close their businesses. With the influx of migrants to the Afrikaanderwijk, many new products were introduced, including exotic spices, colourful textiles, olives, nuts, and fish from Asia and Africa. And in order to survive and provide a livelihood, there is an urgent need to continue to diversify the range of products on the market and present them in a more attractive way. Nevertheless, the authorities tend to adhere to a more nostalgic vision of a traditional Dutch market, instead of accommodating the potential of this diverse mixture.

**4,000**  
RIDES 2012



**FAST FLEX FEIJENOORD**

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



**AFRIKAANDERWIJK IS DISPROPORTIONALLY REPRESSED IN IN A PERMANENT LEGAL STATE OF EXCEPTION**

Rotterdam is a national leader in policing its inhabitants and the Afrikaanderwijk is one of its main focus areas. Since 2001, efforts have steadily increased. Hundreds of **SURVEILLANCE CAMERAS** now tape the city non-stop, including the Afrikaandermarkt. First, the municipal

**NEIGHBOURHOOD SECURITY INDEX** officially established the Afrikaanderwijk as a 'problem area'. It became one of the so-called **NEIGHBOURHOOD SECURITY AREAS**, where special security measures are allowed, such as **PREVENTIVE BODY SEARCHING** (stop and search).

**STOP AND SEARCH POLICY**

**AMBIGUOUS AND RIGID ENFORCEMENT STIFLE INNOVATION**

The municipal approach to the market is characterized by control and enforcement. Once the Market Master used to be a market vendor selected from amongst peers, now he or she is a civil servant with a background in control and enforcement. Five different agencies currently enforce laws, rules, and regulations. Their differing interpretations make enforcement ambiguous. As a result, vendors limit their experiments in fear of losing their precious vending permit after three fines.

- 1. CITY SURVEILLANCE** (enforces market regulations, branch list, market layout)
  - 2. NEIGHBOURHOOD POLICE** (law enforcement)
  - 3. MUNICIPAL POLICE** (law enforcement)
  - 4. REGIONAL POLICE** (law enforcement)
  - 5. TAX POLICE** (financial control)
- Enforcement can also be excessively rigid. A permit holder needs to be present in the stall at all times. Fines have occasionally been given when people were away for a lunch break. The city surveillance has also removed musicians and public speakers.



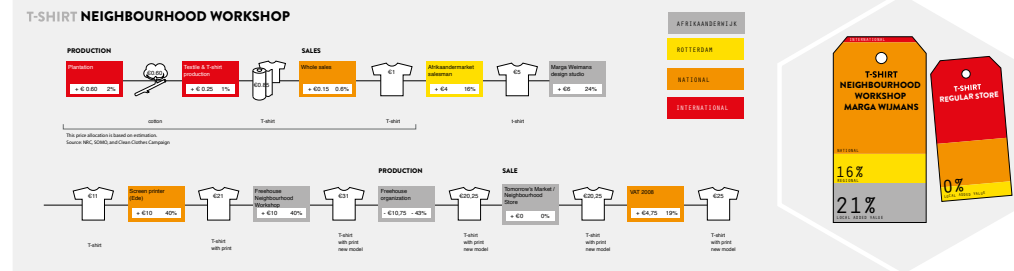
**NEIGHBOURHOOD WORKSHOP**

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, these techniques 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
CO-WORKERS	CO-WORKERS
38	33
COMMISSIONS	COMMISSIONS
22	21
COMMISSIONERS	COMMISSIONERS

**LOCAL ADDED VALUE**

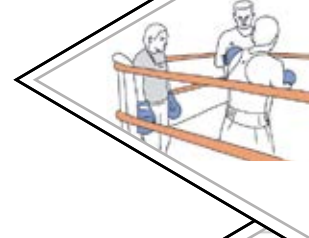
The value chain of the T-shirt of the Neighbourhood Workshop shows how this product accumulates value through its production process. Step by step, from raw material to end product, every party involved adds value. A sizable amount of value is actually gained from within the neighbourhood (see gray).



**NEIGHBOURHOOD STORE**

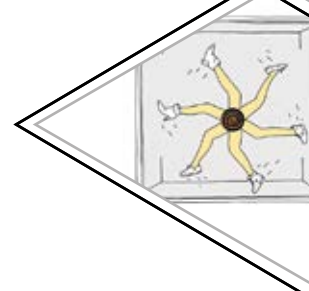
The Neighbourhood Store is a cooperative shop where products of local designers and craftsmen are presented. This approach is based on the store-in-store concept, using temporarily empty locations. It's attractive for local makers to offer their products to a wide range of people and to test the response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

32 LOCAL MAKERS 2012



**LIVING STOREFRONT**

The owner of Joka Sport approached Freehouse to help promote his store. Joka Sport is the first martial arts store in the Netherlands. Its product range contains locally designed and produced items. A living storefront was designed with a boxing tournament, which was reported live on the Internet.



**RE-STYLING OF MEVIO SCHOENEN**

Mevio Schoenen specializes in cheap mass-produced shoes. Eva van Aalst, known for her rather eccentric shoes, redesigned their storefront.



**FOOD COURT WITH TERRACE**

One of the benefits of branch-themed areas is the possibility of creating a food court: an area in the market where people can take a seat and eat food from one of the surrounding food stalls.



**WASSALON MARKTPLEIN**

With local laundromat Wassalon Marktplein, designer Marjan van Aubel developed a hybrid meeting space. While doing your laundry, you can also work online, watch presentations, read a book, or follow a course.



MAASHAVEN

**IN SPITE OF MANY VACANT STALLS, MARKET ACCESS IS SEVERELY RESTRICTED**

In spite of an estimated 30% of vacant stalls during autumn and winter months, there has been a waiting list of 300 to 400 market vendors who want a place on the market, a serious mismatch of supply and demand. This inhibits a more diversified product range needed for a healthy, prosperous market.

vendors have married into families of vendors deliberately to get this secured position. It usually takes 6 – 15 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 disproportionately.

**IT IS VERY DIFFICULT TO GET A GUARANTEED PLACE IN THE MARKET**

The easiest way to get a guaranteed position in the market was by inheritance. Some prospective

**IT IS HARD TO BE ASSIGNED A MARKET STALL FOR A VENDOR**

The municipal branch list has over-determined product categories into subcategories and only allows for a limited amount of stalls per

category. Entirely new products may be denied a stall because their category is already fully represented.

outside of regular stalls. Without their often lively product demonstrations, the market is a far less lively and exciting attraction.

**MANY STALLS ARE VACANT**

Many market vendors only show up with relatively good weather, especially those of weather and season bound products, such as ice cream. Vacant stalls are very unattractive and disliked by visitors and vendors alike.

**PUBLIC PERFORMANCES VIRTUALLY PROHIBITED**

Public speaking and musical and theatrical performances: any kind of demonstration that may attract a crowd is restricted to places allocated to vendors, in fear of unsafe congestion. 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.

**PLACES FOR STREET VENDORS ARE VERY LIMITED**

There are very limited (and diminishing) places for street vendors who sell their products

**MOVING INTERVENTION**

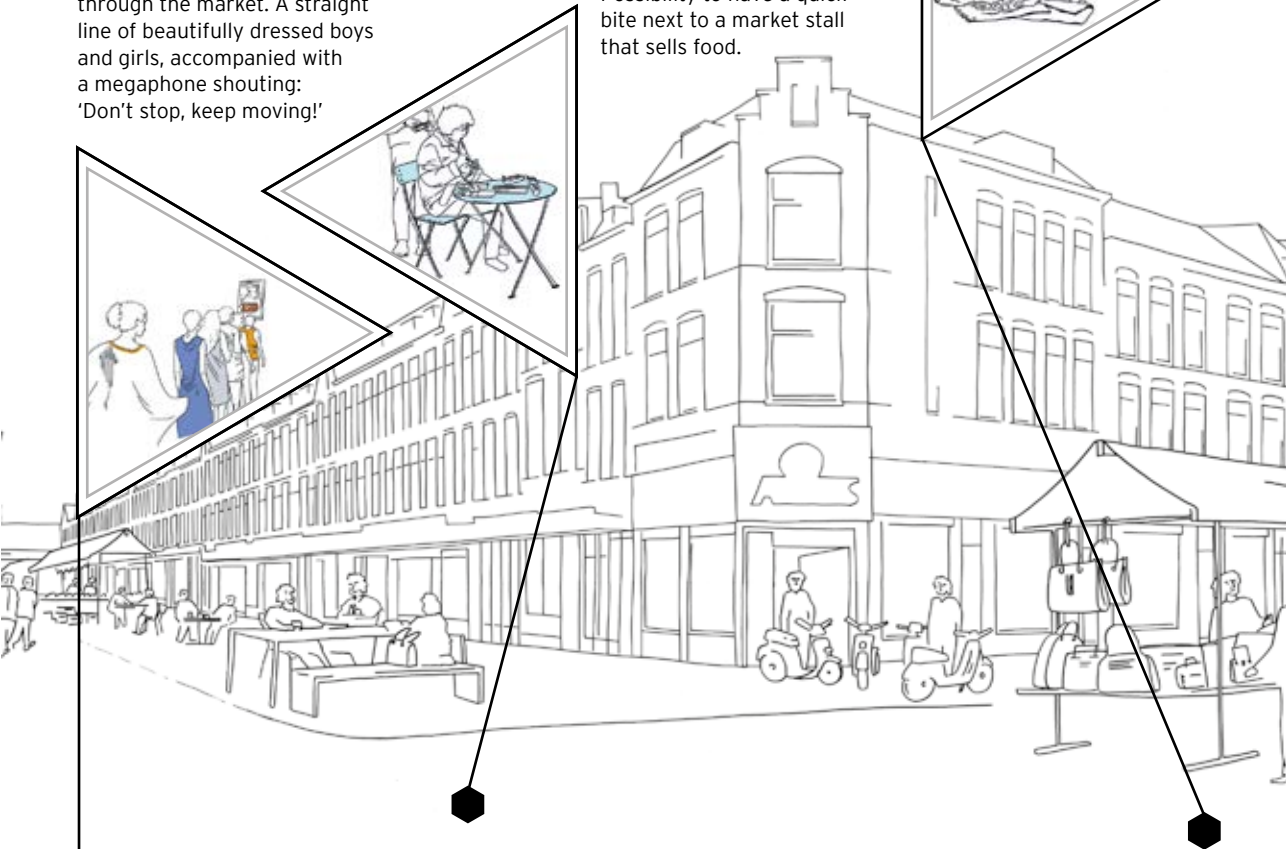
Freehouse organized catwalk fashion presentations in the market. This was extremely difficult due to the regulations. In order to bypass the 'ban on public assembly' a playful presentation was made. For the presentation of MO\* Magazine a group of models paraded through the market. A straight line of beautifully dressed boys and girls, accompanied with a megaphone shouting: 'Don't stop, keep moving!'

**SERVICES**

Services in combination with products were added to the market. For example, in a stall selling scarves, the latest styles of wearing the hijab were demonstrated. And a repair service was added to a stall selling secondhand clothing.

**SMALL INDIVIDUAL TERRACES**

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



In problem areas, the Local General Ordinance [Algemene Plaatselijke Verordening] allows municipalities to proclaim a **BAN ON PUBLIC ASSEMBLY**. Originating from the 2000 UEFA European Football Championships held in Rotterdam, it continues to be in effect on the Afrikaandermarkt. Although previously legitimated by anti-hooliganism, it is now enforced due to anti-terrorist concerns.

**BAN ON PUBLIC ASSEMBLY**

**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, and 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 400 tests were done. Also 5 future market scenarios on a 1:1 scale where shown.



**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 CVAH, 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.



Petty rules do not fit the market.

**IN SPITE OF RICH CULTURAL DIVERSITY, PRODUCT RANGE IS RESTRICTED**

The municipal branch list restricts the product diversification that is needed in order to provide for one's livelihood and create a vibrant and flourishing market. The neighbourhood's rich variety of cultures, particularly in food and textiles, is seriously under-represented.

- Many product demonstrations are also not allowed, since for demonstrating products you need a 'street vendor permit': a vendor of household products is not allowed to give a demonstration of cleaning pans with sponges.

**ONLY ONE PRODUCT PERMIT PER STALL**

Vendors are not allowed to have more than one permit per stall. Selling fruit or vegetables falls into a different product branch from preparing them. As a result, vendors of oranges are not permitted to prepare a fruit salad or sell freshly pressed orange juice. Yet this would be efficient and yield higher margins. Likewise:

- A vendor of women's clothes cannot sell bras as well because they fall into a different product category.

**FIXED NUMBER OF STALLS PER PRODUCT CATEGORY**

The municipal product branch list limits the number of stalls per product category. This effectively blocks new products and services within existing branch categories. For example, vintage clothing, biological fruits and vegetables, or locally produced products are not independent product categories. Even though they would attract different customers, new vendors cannot enter the market with these products, as the maximum amount of stalls for clothing and vegetables has already been reached.



**THE NEIGHBOURHOOD AS A COOPERATIVE DEPARTMENT STORE**

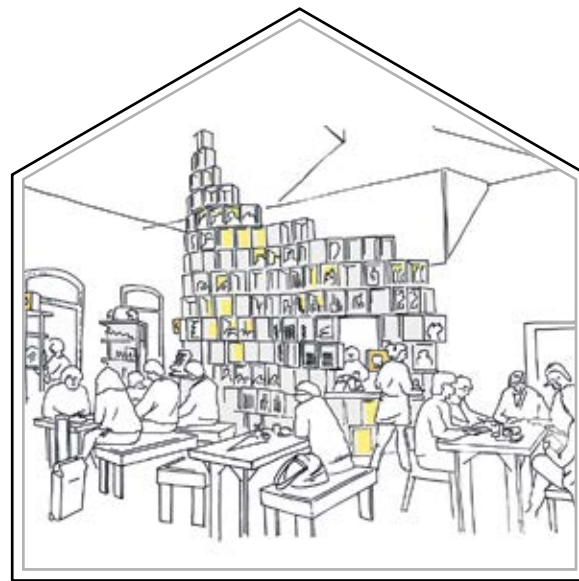
An approach to conceptualize the neighbourhood with all its shops and services as one single 'department store' on the scale of a neighbourhood. Stakeholders and interested parties connect as co-producers to create a larger understanding of public space in the area. Together, they make the Afrikaanderwijk a thriving community.

**WIJKWARENHUIS.NET**

Wijkwarenhuis.net is an online platform that for the first time represents all shops in the Afrikaanderwijk. The site is designed as a digital warehouse where visitors can find shops by product category or location. Shopkeepers have their own storefront to promote special products and services and there is also a possibility to add a webshop.

**COOPERATIVE STORE OF GOODS AND VALUES**

From 2013/14 the Cooperative Store of Goods and Values was a meeting place for production, presentation, sale, services, and knowledge exchange. The starting point was the quality already present in the area. It became 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 formed a network of cultural producers, production spaces, shops, and active inhabitants. This cooperative organization combined a market space, a knowledge centre, and a shopping mall. It was a neighbourhood service centre and information point at once and marked the start of the Afrikaanderwijk Cooperative.



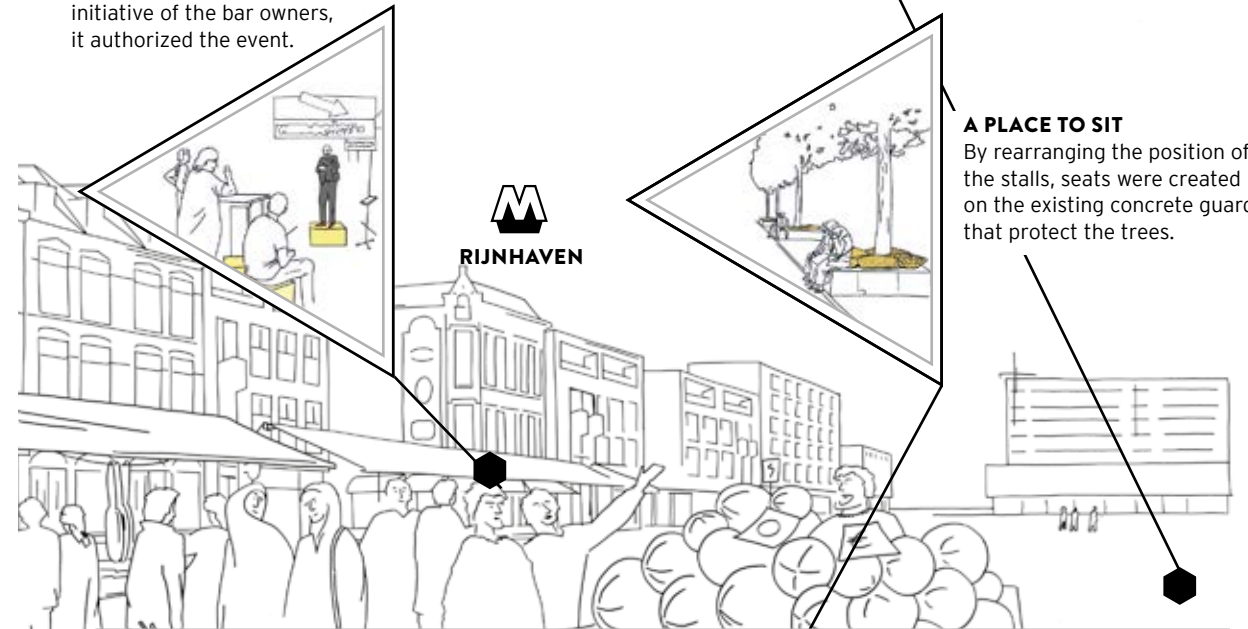
Although the effect of the 'Rotterdam Law' on neighbourhoods has not been properly researched, an amendment is currently being drafted in parliament. It will extend the current maximum application in an area from 8 to 20

years, a severely prolonged legal 'STATE OF EXCEPTION'. The municipal ambition to be on the frontier of enforcement is exemplified in slogans such as **ROTTERDAM PERSEVERES** and **CLEAN, WHOLE AND SAFE**.

**STATE OF EXCEPTION**

**THE WORLD AROUND THE SQUARE**

Social designer Pablo Calderón developed a movable stage, transforming the Afrikaanderplein into a big open-air cafe. 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 cafes. Surprised by this positive initiative of the bar owners, it authorized the event.



**REDESIGN OF MARKET STALLS**

Four new prototypes of market stalls were designed and tested to influence the future market layout and retail opportunities. In collaboration with market vendors, Jeroen Kooijmans and Hugo Timmermans designed a foldable stall made from polyester, that is highly suited as a kiosk as well. Dré Wapenaar designed a series of stalls that can collectively span the entire market.

**A PLACE TO SIT**

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

**RIGID USE OF SPACE THREATENS SALE OF FISH AND MEAT**

**RESTRICTIVE STALLS**

Stalls can only be 5 metres long. Almost a century ago, the municipality awarded a lifelong contract to the family supplying the stalls on the Afrikaandermarkt. Vendors are only allowed to distinguish their stalls from others on the inside. Covering the stall with another material is not permitted. Ambulatory trade thrives with spontaneity, but vendors are not allowed activity outside of their stalls. On a sunny day, they cannot place products, mannequins, or chairs along their stall.

**LIMITS ON TRUCKS RESTRICT PRODUCT RANGE**

Some branches, such as the food branches, are under-represented on the Afrikaandermarkt. Apart from the designated plots for baking products, no food production vans are

allowed. A standard corner plot can house a van of maximum 6 metres, banning the vast majority of market vans from the market. Small trucks are simply inefficient.

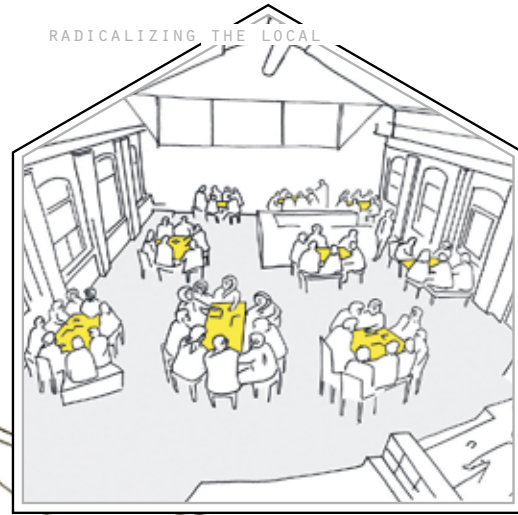
**BARRED FISH AND MEAT**

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 onward. This means they will have to be sold from cooling trucks. However, a stall is only 5 metres long and a vendor may only occupy one adjoining stall if it has been left vacant, creating a temporary vending space of 10 metres. Recently a very limited number of plots of 10 metres have been allocated, however, an efficient cooling truck is about 11.5 metres or longer. As a result the continued sale of fish and meat is under threat.



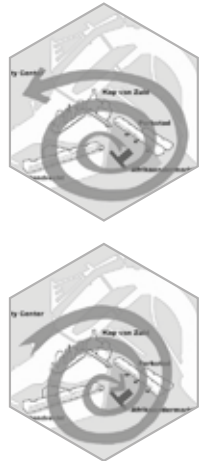
**FREEHOUSE IN THE AFRIKAANDERWIJK 2008 – 2014**

Freehouse renegotiated various urgencies in the area and created urban unions. New forms of commonality came into being through setting up chains of collective production. A process of social, economical, and cultural activities that moved on several scales and made the different informal practices of the everyday emergent, while re-rooting them into stronger networks. It was called Radicalizing the Local. By creating conditions for collaborative production, it allowed individual makers to pool resources and legitimize their informal businesses. The work on knitting stronger networks into urban unions and its cultural capabilities necessitated a new organizational (and economical) form on the scale of a neighborhood rather than that of interest groups.



**DRAWING FINANCIAL FLOWS INWARD**

The extraction of financial capital for social, intellectual, affective values. Top: normal situation, outward spiral. Bottom: desired state, inward spiral. Aetzel Griffioen | demeent.org



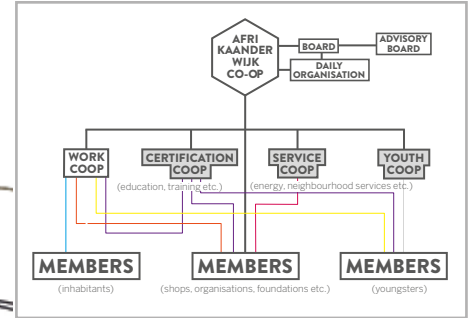
culture, craftmanship, action, entrepreneurial, profit, conflict, work, collective, demonstration, information

**AFRIKAANDERWIJK COOPERATIVE**

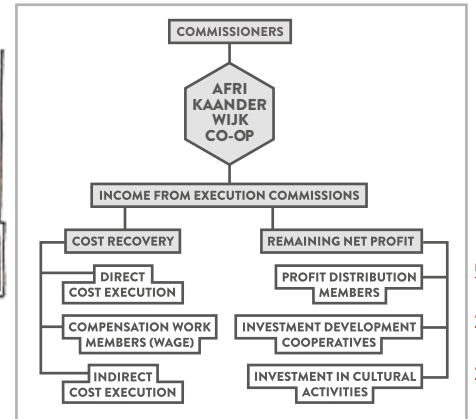
Those who look at neighbourhoods in large cities solely through a financial lens (with economic indicators) might only see backwardness, poverty, crime, and other threats. The Afrikaanderwijk Cooperative, however, sees the advantages of a diversity of cultures, inhabitants, and shopkeepers, each with their own talents, knowledge, and skills. Based on a long-term Freehouse presence in the area the Afrikaanderwijk Cooperative knows the power of local communities and small organizations in which open learning and work go together. In 2014 Freehouse decided to hand over the task of collective production to a custom-made organizational form: a cooperative on the scale of a neighbourhood. An umbrella organization that brings together workspaces with shopkeepers, local makers, social foundations, and the market organization.

The cooperative creates opportunities through the provision of skill-based labour, training, services, and products to enhance the self-organizing ability while trying not to waste talent and human capital. It stimulates sustainable local production, cultural development, knowledge exchange, and entrepreneurship, combined with shared responsibility and participation. The result is a self-organized and self-run body that continues to create local, self-produced economic opportunities, leverage political power to shift policy, and negotiate economic advantages. It also develops local skills and self-certifications, strengthens resilient intercultural networks, and tries to create a radical form for self-governance of an area and reinvest profits directly into the local community.

**ORGANIZATIONAL DIAGRAM**



**FINANCIAL FLOW**



**AFRIKAANDERWIJK CO-OP**

**37**  
MEMBERS

**DEVELOPED SPACE, SERVICES, AND COLLABORATIONS**

The Afrikaanderwijk Cooperative applies a self-organized approach in order to make use of all the currently untapped talents and resources that are present in the neighbourhood. Since the start in 2014 it set up several services and activities to generate work, space, and stipulate cost-effective deals for its members. The various activities can be categorized in space, services, and collaborations.

**ENERGY COLLECTIVE - SERVICE**

In cooperation with Essent the Afrikaanderwijk Cooperative launched an energy collective that realizes substantial savings for businesses in the neighbourhood. At present the first businesses have signed a collective energy contract in

order to save operating costs. Simultaneously the cooperative also examines how to supply individual households so more people take advantage of collective buying power.

**SCHOON - SERVICE**

Cleaning service **SCHOON** ensures that cleaning work that normally is outsourced to companies elsewhere is 'insourced' and carried out by members of the WORKERS CO-OP. The Afrikaanderwijk Cooperative facilitates new jobs and guides starters entering the job market. Currently **SCHOON** is commissioned by Vestia Feijenoord to clean housing block vestibules in the neighbourhood.

**SAMEN & ANDERS - COLLABORATION**

In the upcoming years Laurens living and care centre Simeon and Anna transforms from a building solely for the elderly, to a place where different groups live together on a reciprocal basis. Called **Samen & Anders**, it will also house small-scale shopkeepers that serve both inhouse residents, neighbours, and passersby. The cooperative develops the details and tests partnerships for this new care concept.

**HOME COOKS FEIJENOORD - COLLABORATION**

Co-op member the Neighbourhood Kitchen and **DOCK Feijenoord** set up a meal service for elderly, sick, and disabled people. In **Home Cooks Feijenoord** professionals and volun-

teers prepare meals in people's homes. Healthy food, talent development, and combating loneliness go hand in hand. As project partner the cooperative provides management assistance and **Het Gemaal** as location for communal dinners.

**A NEIGHBOURHOOD COMMON - SPACE**

**Het Gemaal** (an old pumping station transformed into a restaurant) is now turned into a public space for the neighborhood. A place for meetings, where presentations and production come together. With committed users, as the Neighborhood Kitchen and several partners that pay rent, it is ensured that this significant building is free as a central location for local programming activities and knowledge sharing.

### **From Freehouse to Neighbourhood Co-op: The Birth of a New Organizational Form**

'The co-op's main challenge is to be exceedingly aware of how it changes and why. It must always be questioning what agendas are driving it forward and whether it is living up to its values. And because it is self-produced, the vast diversity of cultures, education levels, economic classes, and individual agendas it encompasses must also be self-critical and reflective. This kind of culture, the culture of a neighbourhood that is organized through cooperative methods, can only be built through millions of conversations, millions of interactions, crossing paths, and working together millions of times. It is an intricate dance with no end, the prospect of a self-run organization that can be focused and reliable, flexible and expansive. The importance of slow learning and cumulative change through an open and long-term process, is a difficult commitment for communities to retain in the face of the urgency, and even desperation that characterize the ongoing struggle for the right to live well.'

#### **Sue Bell Yank**

Yank, 'From Freehouse to Neighborhood Co-op: The Birth of a New Organizational Form,' *FIELD: A Journal of Socially-Engaged Art Criticism* 1, no. 1 (Spring 2015), pp. 139–168, <http://field-journal.com/issue-1/yank>.

Is art only art insofar as it refuses to be useful? Or can art practices serve a wider purpose in the world? This reader starts from the premise that art is an integral part of the social, economic, and political process. Art is best understood through its dialogue with the social sphere, rather than as a 'thing in itself'. By mapping a diverse terrain of examples and ideas, this book explores the complex interplay between art, use, history, and knowledge. The contributing writers and artists demonstrate how in past and contemporary practice these relationships are set up and played out.

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