

Hotspots Connecting Network [13<sup>th</sup>, December, 2010]

THEME	BEST CASE STUDY	TARGET GROUP	WHY Connecting WHOM Role of AHM	Hotspot network	Digital Hotspots	AHM VENUE	SUSTAINABILITY guidelines	SPECIFIC PRECONDITIONS
Empowerment	Imagine IC ' Supertoko'	(Potential) retailers				Entrepreneurship workshops by Imagine IC	- Respond to people's needs and requirements	
	Cultural Hotspots in Brazil	Residents, retailers						
	Knowledge networks (theory)	(Potential) retailers	- AHM as facilitator, connecting local authorities in a local setting to residents, using knowledge. - Upgrading the image of the area, attracting (retail) investments (of interest to key stakeholder Ymere)	Stadsdeelraad Amsterdam – Noord Buikslotermeerplein 2000		Information evenings by local city council & street manager on local shop development incl. finance	- Cooperate with the leaders of local initiatives. - Reach a high level of social achievements. - Generate change.	
		(Potential) retailers local women	- AHM as facilitator to empower women			"Vrouwenzaak" workshop	- Respond to people's needs and requirements	
		(Potential) retailers	- Connect to the Javastraat venue and let retailers share experiences		<a href="http://www.buurtwinkels.nl">www.buurtwinkels.nl</a> - special digital display	- Highlight successtories of Javastraat - invite the Javastraat manager to a meeting with the local retailers	- Identify benefits for the community and make them visual	
			- Links to project <i>Buurtwinkels</i> (exhibition)	A la Calabria Van der Pek straat 40	<a href="http://www.buurtwinkels.nl">www.buurtwinkels.nl</a> - special digital display	Display success story/ Portrait in the shop?		
			- Links to project <i>Buurtwinkels</i> (exhibition)	Kek in van der Pek Jasmijnstraat 38	<a href="http://www.buurtwinkels.nl">www.buurtwinkels.nl</a> - special digital display	Display success story/ Portrait in the shop?		
				Elythe Van der Pek straat 6	<a href="http://www.buurtwinkels.nl">www.buurtwinkels.nl</a> - special digital display	Display success story/ Portrait in the shop?		Contact local gatekeeper
Arts & Architecture		Residents, newcomers	- AHM connecting to residents and De Noord - Your history is part of who you are, where you belong, your identity - Make people proud of where they live (social development role), of their heritage - look into the future	Museum de Noord Zamenhofstraat 28 A	<a href="http://www.ilovenoord.nl/">http://www.ilovenoord.nl/</a>  De Gryuter is on <a href="http://www.buurtwinkels.nl">www.buurtwinkels.nl</a>  App Urban Architectural reality (20 items of Amsterdam Noord)	- Local history display, esp of old shops portraits like De Gruyter - Selling booklet on architect of Van der Pek - Selling booklet on history of Amsterdam Noord - Start of city tours, reflecting local history - Stage for "Noordelingen" exhibition idea's for 2011	- Social equity as sustainable factor - Shared ownership from the start, by sharing and educating volunteers to help running a museum/tour guide - History as a tool to construct cultural meanings and values for the future	
	De Atelierroute Boven ' t IJ	Residents artists	- Connect local initiatives as catalyst - social development through art - attract potential visitors to the AHM venue - Sense of ownership of local cultural initiatives	Noorderparkkamer Floraparkweg 1	<a href="http://www.ilovenoord.nl/">http://www.ilovenoord.nl/</a>	Try outs local productions		Identify the local "gatekeeper", to find out the set of values of the local communities - Contact them asap to share ideas
	Cultural mapping by 22 artists, travel guide on Amsterdam Noord (Mediamatic)	Residents artists	- Act as a temporary cultural venue/ information centre anticipating on ambition of Tolhuistuin to become the cultural hotspot in the Van der Pek area/the Old Noord	Tolhuistuin (under construction) Buiksloterweg 5a	<a href="http://www.ilovenoord.nl/">http://www.ilovenoord.nl/</a>	Try outs local productions		Use the community website I love noord.nl (or research feasibility of <a href="http://www.vanderpekbuurt.nl">www.vanderpekbuurt.nl</a> ) - contact Stichting ' t IJ
		Residents Children	- Helping "Eye" connect to the local community	Eye Filminstituut (under construction) Overhoeks	App Urban Augmented reality (20 items of Amsterdam Noord)	- Kids filmprogram - Golden Oldies filmprogram	Identify benefits for the community and make them visible	
					<a href="http://www.ilovenoord.nl/">http://www.ilovenoord.nl/</a>	Promote festivals (leaflets and posters)	Use current initiatives and activities as indicators of community needs	- Contact Stichting ' t IJ and I love Noord

				Library (Ritakerk) Hagedornplein 2	App Urban Augmented reality (20 items of Amsterdam Noord)			
			- Interesting stories of local residents collected in September 2010, local people can relate to it, because it is about them			Display the portraits of the local project "Nieuwe burens"	Share ownership of the project with them	
	- Docklands in London - Prenzlauer in Berlin	Artists	-Include it in the local city tour, and try to find more artists in residence to expand the "open atelier route"	Kijkruimte Van der Pek straat 34			- Emphasize their role as stakeholders of the project - Use something already familiar to them	
<b>Food culture</b>	- A 2 years academic study (UVA) on the issue how to engage local communities with different ethnic backgrounds (example given by Marlous Willemsen of Imagine IC)	Residents	At these places the real narratives will be told. It is where the people meet, that you want to get involved with. They are the local community. AHM has to share with them a sense of pride to be part of Amsterdam and its history. The problem is that the project theme is restricted to neighbourhoodshops, but to think of the overall objective of the AHM to act more as a community museum and relate to the inhabitants of the city of Amsterdam.	Local cafes and restaurants:  - Café DePont Buiksloterweg 3-5 - Café Ot en Sien Buiksloterweg 27 - Café "De Bult" Mosveld 75 - Koffiehuis Blokker Mosveld 49 - Café Oud Noord Van der Pek 83-85 - Eetcafe Mosveld Mosveld 47 - Café Maser Van der Pek 93			Identify and respond to public value of the local community	Identify the local gatekeeper (the owner of café Mosveld) to find out what moves the local retailers, to document the present, to find the best way how to engage with the retailers for <i>Buurtwinkels</i> and connect with residents
			Good example social development, also used as stage for local initiatives of City Council for meetings/awards	Café in Bredero College		Perhaps stage for one or two of these activities?	Sense of ownership by involving the pupils, also try to have them do their social internship by running the AHM venue	
				New café in Van der Pek by Maria Rigter		Display success story/ Portrait in the shop?		Check the story if it is displayed on the Overhoeks website
			Hospitality is crucial to make it work, to connect people. Besides food and beverage is often an important theme for engagement and representing different ethnic communities	ACDS is located in the Van der Pek straat		- Workshop American Cake Decorations Supply on cupcakes - Check with local café and restaurants whether they want to get involved to help out with hospitality		
				Gerlofson local Bakeryshop Mosplein 20	Research if they are on <a href="http://www.buurtwinkels.nl">www.buurtwinkels.nl</a>			
			Direct link to the project <i>Buurtwinkels</i> , a nice example of retailer history of Amsterdam		Research if they are on <a href="http://www.buurtwinkels.nl">www.buurtwinkels.nl</a>	Try to get one of the oldest coffee traders and shops of Amsterdam involved in serving coffee and tea (Keyzer, based on the Prinsegracht 190 or Simon Levelt)		
			- In connection with the Noorderparkkamer; - Try to connect to different ethnic backgrounds		Display the immigrant success stories on <a href="http://www.buurtwinkels.nl">www.buurtwinkels.nl</a> ( e.g. the Turkish family business in the AHM museum)	Organize a home made food market (e.g. the Broedstraten initiative this Summer)	Create sense of ownership, by involving the local residents to participate	
<b>Participation</b>	- Cultural mapping project Sri Lanka - Galway mapping project	Teens	Heritage for the future			Mapping project: ask them to draw a map of the area, projecting their favourite hotspots and indicate what they want to have in the future in this borough.	- Generate change - Cultural mapping	In collaboration with youth workers/ Bredero College/ROC
		Residents old and	Social and economic development			Mapping project: ask them to draw	- Contribute to the	Check what initiatives

		new, but also the random visitors	Ideas for Ymere			a map of the area, projecting their favourite hotspots and indicate what they want to have in the future in this borough, in particular what sort of shops and restaurants.	development of the neighbourhood - Cultural mapping	have been done already on this.
	Brazilian Cultural hotspots digital platform	Youth	- Social development, self-esteem, create positive environment for the young people who often dropped out of school, have a lot of problems etc. - staffing the venue		Some of these ideas need virtual back up, which we can learn from the Brazilian hotspots.  Display it on <a href="http://www.llovenoord.nl">www.llovenoord.nl</a>	- Poetry contest with Adri Slomp - Hip hop workshop by the new Easy Peazie - Noordje's kinderkunst (cartoon workshop) - You Tube contest involving local hotspots/local cultural initiatives/historic buildings - Let the local ROC painting vocational training pupils paint the venue - Get the pupils from Bredero College and ROC involved in staffing the venue - Street art workshop	- Identify needs not yet reflected in current initiatives - Generate change	You need to find the right gatekeeper to organize this project, on the other hand the local district poet is a schoolteacher, so she might know. Stichting Samenscholing can help.  Approach schools a.s.a.p. to try to fit it in the current school years curriculum
		Retailer	Involvement of local retailer, famous for vintage furniture, connecting it to new residents	Papaverweg 46-48		Let ' Neef Louis' furnish the AHM venue		Approach them a.s.a.p.
		Kids primary school				Align with the project in the AHM museum, and let the children built and run an old shop		Contact the Rosaschool a.s.a.p. to try to fit it in current school years curriculum
	Yellow arrow (USA)	Residents old and new, but also the random visitors	- engaged to their community and region - get interests to create their own story	Anywhere in Noord		Residents can upload their stories	Cultural mapping	Can share and engage in their local area