

Onderzoeksopzet

K.T. van Montfort - Stud.nr. 4379079 Datum: 15 april 2017
NCOI Opleidingsgroep B.V.- Master in Management & Innovation
Onderzoekslijn: Innovatie van Producten, Diensten en Business modellen
Begeleider: Peter Nientied

Performance Design

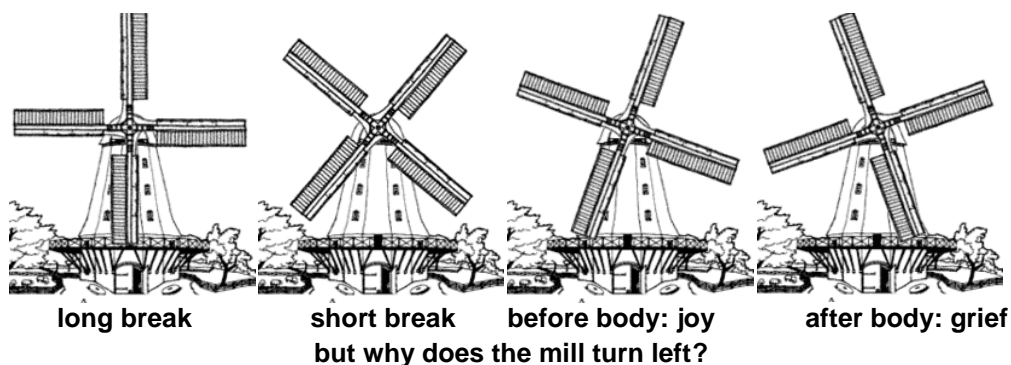
waardeproposities, discours en fasering als slaagfactoren
innovatief businessplan in duurzame buurtvernieuwing

In the Netherlands the position of the sails can be used as a means of communication to display joy or mourning. These sail positions are generally used by the miller to show for example a birth, marriage or death within his family or circle of friends but may occasionally also be used to show mourning at national events.



<https://www.molendatabase.nl/nederland/molen.php?nummer=636>

communication



Spring - the windmill turns again

INTRODUCTION

AMUSE COCKTAIL

Postmodernism

Transition Period

Postrenaissance

neoclassicism

postindustrialism

ex machine bureaucracy (Weber, Mintzberg) hierarchical switches yes/no

next computer bureaucracy (...) algorithmical switches if/then quantum ai

Auto-bureaucracy autocracy ruled by system owners

Thinking that we have started to employ ourselves (machine man, social man, independent man) throughout less than the past two centuries from let us say, 1850, to finally participate in a shared economy over another 33 years from now, we actually are subject to or better: object of offers to identify with, identified by suppliers we supply with our identification offers permanently. This fast, furious and big(data) business obviously is ruled by those who can afford virtual future designers and engineers building architectures of exhausting space no more on loga- but algorithms, to fulfill our funneled and by referential feedback insatiably extended desires. Modernism, neoliberalism ...

The price for any non-bridgeable distance vanishing in the virtual space is a disproportional volume growth of false personal or group identities to influence people more than a real discourse ever will. We recognize Weber's (...), and later Mintzberg's (...) machine bureaucracy, taylorism, fordism, behaviorism, planned change until the moment in the 1990ies the real finance became part of the virtual and we became astonished about 'unreal' profits and debts at the (financial) markets: self-fulfilling prophecy for those on the top of the pyramid, direct marketing to ultimate extension.

So trends can be set socio-technologically in the so-called postindustrial economy (Curedale, 2013) by virtual means of global services including industries, selling recognition of thoughts. Where postmodernists tried to find questions by erasing answers, neocons questioned the answering machines of the new economy how to earn more with knowledge of oil & steel.

Food & fashion were already covered, home sweet home and the whole construction business more than the naked, hungry and homeless of today remember (live fast, die hard vs. Maslow, ...), communication technology, industry 2.0, controlling 3.0, social media 4.0, wait a millisecond, please! When was that? While post-industrials bransonize, the winds of transition have blown away the postmodern post postnihilist emptiness facing the information overkill of unreasonable sources.

Transition as from the MOOC Managing The Arts in Transition (Leuphana/Goethe-Institut, 2016) means The Art of Managing Transitions aka Change (KatachiZen aka DeZain) as easily, to start. Anything not naturally grown is ontologically assumed to be designed. Invented, created, shaped. To fit. Needs. Desires. AIDA. LS. PDCA. Missing Links. Counterparts. Transition goes intercultural for shared values as a common proposition. Diversity not for segregating Productivity but fearlessly Community building of a sustainable living environment (Jonas, ...) 4 us and the next generations.

How far the artificial markets have to be blown up (deflate) before blowing up themselves (implode) like a Fukushima Black Swan meltdown, depends on the capacity to report a fault before it occurs, beyond post industrialism. Artificial Intelligence, genetics and robotics make Frankenstein's comfort. A baroque idea with optimized organisms & service systems independent from natural rotten flesh.

Who shares? In the Renaissance, our curiosity about coming and going of ancient wisdom again breaks through, fed by the thousands of years ongoing research at lots of spots on the art of nature from the outer stars to the inner human body and mind back to the environmental inventions of life, connecting the Aristotelian logic with the great 19th century engineering feasibility esthetics, at a loss of the former balanced holistic view on man, nature and energy, as some historians assume.

From the anthropological point of view of this research, its déjà vu flashed up at the recent Da Vinci exposition in the former Amsterdam Stock Exchange building by Berlage, the early 20th municipal architect and urban designer. A whole range of Da Vinci's devices shown in a cellar below the old trading floor still can be found back literally as wheels and transmissions in the prosperous channel logistics of the inner city waterway net, constructed as a half circle around the harbor where later the Central Station like a Dutch Versailles arose on an artificially created bank of sand, from the Southeast of the country shipped to the Northwest. By which vessels driven by which energy?

At the same time another exposition attracts imagination while conducting ethnographic research on sustainable urban micro development in the direct neighbourhood (vicinity), and the emerging business opportunities coming with municipal meso (district) and macro (city) metropolitan urban development in terms of the Smart City: "Een Betere Stad" in De Bazel building which houses the Amsterdam municipal archive, uncovers nearly 100 years of the four city propagation phases from 1935 on, designed in the so called AUP (Algemeen Uitbreidingsplan = Overall Propagation Plan) throughout 2017 provisionally to 2040. Much more than ever before around the interim propagation milestones of the years 1958 and 2006, 2017 marks the future need of environment awareness to be integrated with environmental safety, technology progress and stakeholder friendly participation to mutually create and benefit from a living space fed by the big 5 of sustainable energy, sun, wind, water, bio-energy and geothermic, less or more combined digitally controlled self learning systems.

After a number of spontaneous but not yet fully set interventions yesterday to recur to in a minute or two, the next event is waiting half an hour ahead at 7 p.m., to prepare the one week preparation whilst awaiting a successful application to the municipal innovation participation award, worth some € 5,000-20,000 if at least registered next Friday, with what's written now as an abstract or proposal:

BACK SOON (April 6th, 2017)

jurre@waag.org jurre ongering // amsterdammers maak je stad

w.t.meys@hva.nl Wouter Meys // Citizen Data Lab

tomhees@vandebron.nl // Vandebron Energie

madelon.oostwoud@xs4all.nl moestuin

info@grown.nl eigen cressen kweken

beste wouter

leuk om jullie te ontmoeten op onderzoek naar de onderzoeksvraag. het interviewtje vond ik leuk omdat ik het antwoord op de vraag mocht visualiseren en daardoor anders tegen de vraag ging aankijken, wat jullie aan de ene kant een extreme uitslag naar de periferie van het datapatroon opleverde, maar bij de interviewster in mijn beleving onzekerheid opriep toen de vraag onscherp bleek geformuleerd door problemen mét vergroening te suggereren terwijl het om weerstand tégen en actiebereidheid vóór vergroening bleek te gaan, in change management de veranderbereidheid als functievariabele van de verandercapaciteit. maar vergroening én verharding kennen zo elk hun wetenschappelijke en politieke pleitbezorgers, wat de pure veronderstelling als ware vergroening beter en verharding een maatschappelijk probleem, in onderzoekstermen geen hypothese maakt.

let dus wel dat je de eigen aanname dat gebrek aan vergroening een maatschappelijk probleem is, theoretisch of praktisch verifieert, anders heb je geen onderzoek.

groetjes, thomas

linkedin: thomas van montfort

fb/twitter: vof meyerhold

web: german-dutch.com

So now we literally are in transition of our own neighborhood, the question is where we are going and what the VOF meyerhold's contribution to the days after is, what the Da Vinci wheel of change will do while rolling on into the unknown future of the postrenaissance experience instead of facing a last due diligence of those weasels our brains optimized to wipe us out as one more error before.

From which context will the value proposition be derived, how service and the process be designed, how aims, pains & gains (Osterwalder et. al, 2014) aligned, to serve a double sense performance?

First: Theory of Urban Stage

Living is performing or Life is a Stage (Shakespeare 1467). The way of interaction called Discourse (Maes 2013) and Evidence Based Change (Cozijnsen (2013) as a part of. Organizations reframing, arts between management and science (Bolman 2010). Communicating the New (Erwin 2014) in terms of Service Design (Curedale 2013). Chances & Risks of co-creation and media (Gray 2014).

Second: Practice of Cash flow Generation

Living is performing or No Job, No Home - No Home, No Job (Zuckmayer 1925). Lack of cash flow (master class Financial Management) vs. Activity Based Costing (Atkinson 2014). Business Canvas (Osterwalder 2015). Need to know from Design Thinking (Stickdorn 2013) to Performance Design as a Blue Print for restructuring and reorganizing the ongoing ethnographic opportunity research.

Nice to know from stakeholders' matching needs, desires and capacities to share value proposition essentials (Kotler 1999), co-created in a Morphological Box (xxxxxxxxxxxxx) as Scrum under Agile wicked problems approach (Homborgen 2015) focusing on mutual satisfactory conversion in time.

What are individual, collective and contextual values of the stake- and shareholders involved, and do they see these values being transformed to a valuable experience worthwhile co-energizing?

Third: Scenario's for Business Cases

Living is designing or an echo on Fons Elders' Vierwindenhaus: Zeeburgerpad-Centrum A'damned. Health! I need somebody. Talent searching for development, how about self-supporting settlement?

The future of a sustainable green quarter within the inner city will be result of our own engagement.

GP EAST <http://www.buurtorganisatie1018.nl/bewonerscommissie-zeeburgerpad/>

1. Toegepast onderzoek naar wensen en participatiebereidheid in een gezonde leefomgeving voor gebruikers en omwonenden van Zeeburgerpad-C in transitie cf. Structuurvisie Amsterdam 2040.

2. Oprichting coöperatie met minimaal 70 zonnepanelen alhier als opmaat naar groene invulling nieuw bestemmingsplan woonwerkgebied (GroenPlan = 0 op de meter = energieneutrale buurt).

3. Exploitatie van Expertisecentrum Alternatieve Stedelijke Transitie (EAST) ter stimulering en talentontwikkeling voor energieleverende buurtscenario's met stake- en shareholders.

1. Toegepast onderzoek naar noden, wensen en participatiebereidheid in gezonde leefomgeving van & door gebruikers en omwonenden van Zeeburgerpad-C in transitie cf. Structuurvisie Amsterdam 2040.

2. Oprichting coöperatie met minimaal 70 zonnepanelen alhier als opmaat naar groene invulling nieuw bestemmingsplan woonwerkgebied (GroenPlan = max. 0 op de meter = energieneutrale buurt).

3. Exploitatie van Expertisecentrum Alternatieve Stedelijke Transitie (EAST) in ons prototypisch woonwerkpand midden in het gebied voor (talent)ontwikkeling in energieproducerende buurtscenario's met stake- en shareholders.

Motivatie

a.

1. Door de dialoog tussen betrokkenen en omgeving te intensiveren om de gezonde resultaten uit 15 jaar voorzitterschap van onze buurtcommissie mee te nemen in de transitie van ons gebied.

2. Door participatiemodellen op basis van gelijke kansen te bieden en te helpen implementeren.

3. Door als direct betrokken ondernemer, bewoner en coördinator buurtcommissie met een kennis- en ontmoetingscentrum te midden van het ontwikkelingsgebied bij te dragen aan het ontsluiten van de mogelijkheden om expertise en participatie met elkaar te verbinden als basis voor de gedeelde verantwoordelijkheid en het profijt van een gezonde leefomgeving in de stad.

b.

Bewoners, bedrijven en gebruikers van Zeeburgerpad-Centrum en omgeving met belangstelling voor de transitie op komst.

c.

De buurt als 'future (culture?nature?nurture?change) lab', unieke kans om alle opties van urbane gezondheid door te spelen in scenario's om gezamenlijk de toekomstige functie(s) van het gebied te ontwikkelen en verwezenlijken, door vergelijkbare initiatieven in binnen- en buitenland geïnspireerd en geadviseerd.

d.

Regelmatig bezoek aan bevriende buurtorganisaties, infobijeenkomsten van relevante initiatieven, overleg met gemeente, gebiedsmanagers en andere partijen bij de gebiedsontwikkeling; onderhoud netwerk met o.a. Waternet ('Water in de Stad', 'Energie uit Water', 'Decentrale Sanitatie') en andere kennis- en uitvoeringsorganisaties op sociaal, cultureel en technologisch gebied.

e.

Facilitering toegepast wetenschappelijk onderzoek naar 'Performance design in de stedelijke ontwikkeling' en geschikt participatie- en exploitatiemodel en

Opzet kennis- en ontmoetingscentrum duurzame buurtontwikkeling 'GP EAST future lab' ter promotie van de 'smarter quarter' naar buiten en circulaire evaluatie naar binnen.

Bedrag (50%, max. 70%)

€ 20.000

Media

Webpace Oostelijke Binnenstad cq. Eilandenoverleg, mailinglist en news updates, wordpress fotogalerie, buurtapp en zeker een ontwikkelpunt voor GP EAST Future Lab waarvoor voorzieningen nog ontbreken.

Trots

Het signaal de stad ingezonden en terug te hebben ontvangen dat in de periode van transitie de kritische blik om trends tegen te houden, plaats maakt voor de creatieve visie om actief mede vorm en invulling aan de gezonde leefomgeving te geven en verantwoordelijkheid te nemen.

Obstakels

Vergrijzing van de buurt en matige, vooral praktische kennis van inzet social media.

Inspiratie

(Stede)bouwkundigen en (Service)Het signaal de stad ingezonden en terug te hebben ontvangen dat in de periode van transitie de kritische blik om trends tegen te houden, plaats maakt voor de creatieve visie om actief mede vorm en invulling aan de gezonde leefomgeving te geven en verantwoordelijkheid te nemen. met specialisatie circulaire energie (zon wind water afval afvalwater geel grijs zwart biomassa urban farming regenwaterretentie begroening lucht- en bodemkwaliteit geluidsarmoede sociale ruimte modulaire bebouwing financieringsmodellen stelsel van vergunningen een heffingen) en economie.

Any comments?

PERSPECTIVES

stage building
social design
event history
signs & rituals
cultural identity
health & talent
business case
change agency
green technology

So, completing the theoretical fractale (fractioned tale) which guides and frames the true story in turn, conducted by ethnographic research while reflecting on and in the ongoing design process, coming from Bolman & Maes, Service Design (Polaine, 2016), Service Design (Curedale, 2013), meets Communicating the New (Erwin, 2015), 101 Design Methods (Kumar, 2013), convergence pointing to the blueprint This is Service Design Thinking (Stickdorn/Schneider, 2013), accelerated possibly by How to Direct a Swarm (Spaans, 2016) to customize The Renaissance Theatre Texts Performance Design (Cairns, 1999) in a way that 'Creative Business' contributes to sustainability.

Examples of Morphological Boxes will be found in Design Basics (Zeiler, 2014) and the German lesson book for the professional constructors' education. This will lead to Morphological Analysis concerning value propositions, business scenario's and performance design of cashflow creation.

The municipal incubator's 'MakeYourCity' question in the application to a 20k euro subsidies for this research (5k) and starting up the GP EAST common workspace at Zeeburgerpad 17A (15k), based on a 50 to 70% max. share of the public investor in the financial load of this expedition, a question about the use of (social) media to support the project, will explored by Online Marketing Basics (Visser, 2015), Financial Accounting (Aitkinson, 2010) experienced in an online course and application of relevant Dutch bookkeeping implications on the VOF meyerhold ERP, to be represented in a Business Canvas including tax awareness in a PDCA-controlled BSC modeling.

Start from the historical sources to identify the current organizational frame characteristics

waterschap
3 mails jurre
adreslijst 15-9
bezoek de bazel
oproep tot ideating

citaat ren.thea. stage

Service Design from insight to implementation summary (Andy Polaine) by Kim Hartman

boekhoudcursus boven
boekhoudprogramma 1 jaar beneden

AGENDA

nicolle
onetel
zwem
fysio
tbird

ueberweisungen

Book Reviews

Service Design: From Insight to Implementation, by Andy Polaine, Lavrans Løvlie, and Ben Reason

Introduction by John Thackara Brooklyn, NY:
Rosenfeld Media, 2013. 216 pp., index. PB. \$39.00
(includes e-book)

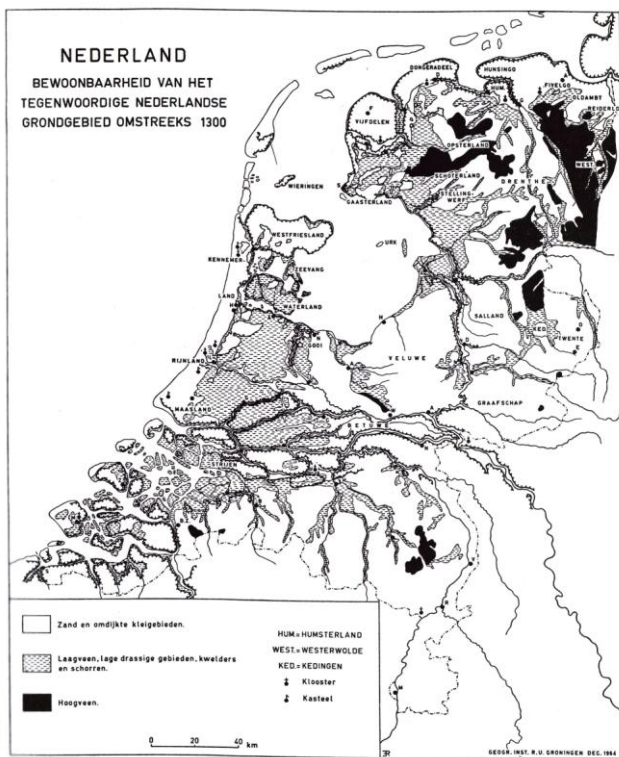
Reviewed by Yoko Akama

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Dr Yoko Akama is a Senior Lecturer,
School of Media and
Communication, RMIT University.
yoko.akama@rmit.edu.au

People have been designing services throughout human history in order to adapt and evolve in organized societies (Blomberg and Darrah 2014). As an extension, service design has emerged as a field of inquiry and an industry in the last two decades, born out of a strategic need to navigate, understand, and make intentional changes to systems of which services are part. These include systems such as energy networks or waste management that may be invisible but which nonetheless strongly influence people's lives. These systems often impact beyond organizational and geographical boundaries, entangled with broader cultural, political, economic, and environmental fields. As such, service design is entangled in a "wicked problem," performing amidst complexity (Rittel and Webber 1973).

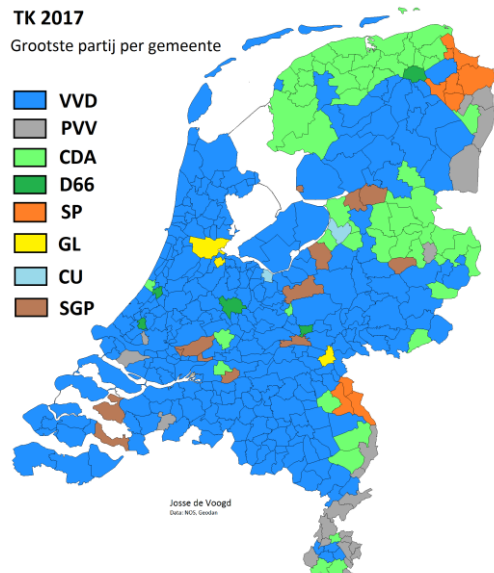
Everything not naturally grown by itself is assumed to be designed (XXXXXXXXXX, XXXX), even European forests after the 30years-War to 1648 with the Peace of Münster and the birth of a nation: The Netherlands, designed as a kind of federal republic in the beginning, turned to a (from 1850 constitutional) monarchy by the French connection (Louis Bonaparte, Napoleon's brother) in 1814, and matched the early emancipated Dutch citizens' feudal behavior like merchants without a king for some centuries - as Huizinga (XXXX) has proved with his analysis of the Golden (17th) Age when the Dutch designed the worlds' first stock company called VOC (Verenigde Oostindische Compagnie = United East Indian Company) contributing to the Wealth of Nations by Adam Smith (XXXX) in a much less charming way the recent VOC-mentality revival suggests from the protestant ethos of gaining profit as a proof of good works done for the Final Sin-Buyout at their Big Merchant's Final Judgement, threatening with eternal equality in a melting pot (intercultural as during life) of those who can't afford the entrance to the heavenly paradise with its intact hierarchies: all men are created equal, but some are more equal than others (Orwell 1984). That kind of structural mentality or deep cultural amenity (value) especially in former VOC-capital Amsterdam plays a role in the organizational understream (XXXXXXXXXX, XXXX) of the research area near the typical tension between individualism and collectivism (Hofstede XXXX) which characterizes islanders living on 'terpen', islands surrounded by water in the delta.



TK 2017

Grootste partij per gemeente

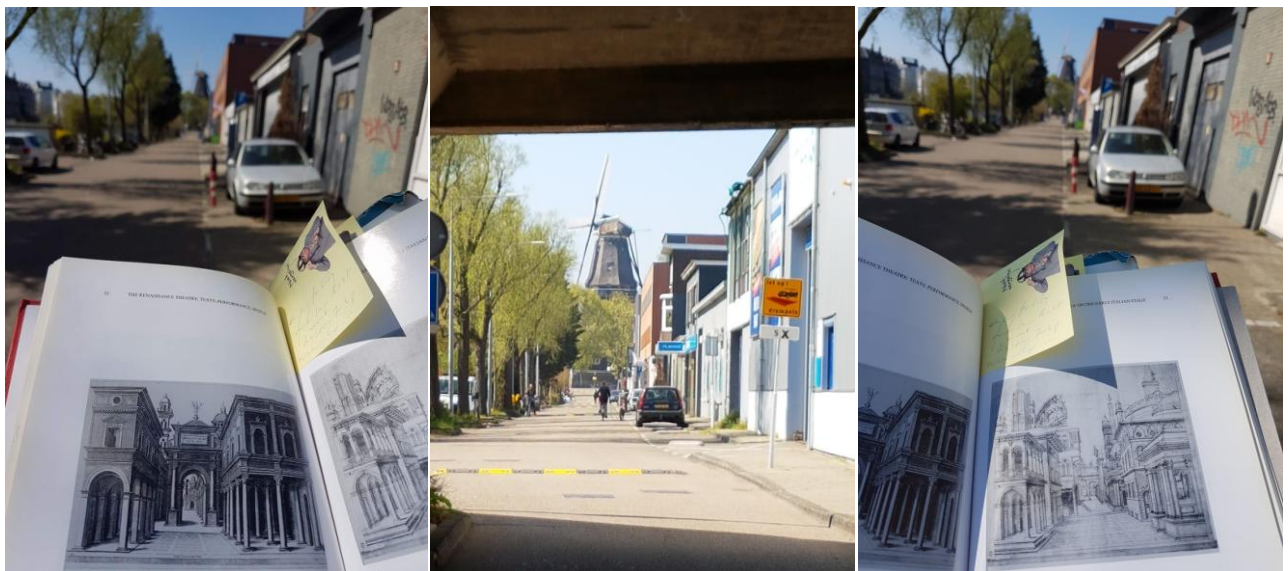
- VVD
- PVV
- CDA
- D66
- SP
- GL
- CU
- SGP



This subconscious heart of the cultural onion (Schön 1986) inflected by the unavoidable *change* can be a sprout of resistance as well as participation in a green urban development project of the own neighborhood, especially in the capital of Amsterdam actually dominated by Green Party en the district by left liberals (D66), with the one promoting the healthy city and the other education as the main issues of their political programs, while the municipal administration has learnt to approach the citizens as a kind of partners in development.

But the participation of those partners from the neighborhood during the relevant *event history* period of the past 20 years has actually been limited to keeping up appearances by frustrating project developers who were about to go to a 75 ft construction height with a shopping boulevard of arcades and luxurious flats, objected mainly by the houseboat people living on the water at the opposite of the built road wall side, furthermore by intervening on loose of environment quality by the green cutters, criminality, pollution, defilement, disintegration caused by abandoned property, and thoroughly going to the bad at all.

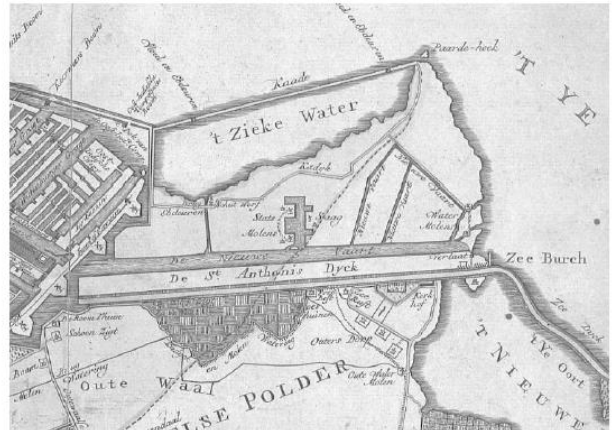
They live after fences hiding their houseboats, like the 15 entrepreneurs at the wall side not even regularly participating in the negotiations between project developers, municipality and a 60 residents who appreciate the rest the rather green(ed) pier at the east edge of the inner city still offers, until it will be done with the rest.



The 16th century Olympic theatres of Vicenza and Sabbioneta, "as scholarship has indicated, were the concretization of an idea of the theatre edifice which seems an interesting one to investigate for its possible implications to spectatorship, that is, the idea of theatre structure as rhetorical discourse " (Dawson 1999) and: "Palladio and Scamozzi's theatres are highly ornate spaces. The auditoria are decorated by painted or sculptured figures encased in the architecture, and one's gaze is attracted, directed, and stimulated from all sides. I am reminded of Camillo's Theatre of Memory, noting that Camillo's mnemonic system is based on looking at, and interpreting, images placed in a logical arrangement in an auditorium. The art of the memory assumes the equivalence of images and words, and a cognitive response to images which connects sight, memory and speech. My own initial association of Camillo's theories to the theatres of Palladio & Scamozzi was not prompted by what notions I had of sixteenth-century rhetoric but by his disposition of images in an auditorium. His system imagines an observer looking at the gallery of images (*imagens agens* - images with agency) from the stage - the spectacle is in the auditorium, not on stage. Were theatre auditoria, in this case those of the Olympic theatres, perceived as mnemonic spaces by (erudite) audiences?" (Cairns et al., p. 88).

In 1814, the flour mill from the early 16th century was replaced on the body of a watermill, 1688 designed at Zeeburg, outside the city defense wall, to refresh the inside channel water, and moved to the Funen in 1759. The 13th century invasion to the area causing Diemerzee-/Zeeburgerdijk called longitudinal dyke protected channel to control the flood and regulate the rising Amstelodamum settlement water level, had been a water invasion from south east breaking through the lateral dyke at the place Diemen. The water regulation system complexity grew with the several planned Amsterdam expansion phases throughout the centuries to... NOW!

Al rond 1650 werd besloten om in het verlengde van de IJ-kade een gracht te graven richting het oosten. Dit werd de Nieuwe Vaart, die moest dienen voor de waterdoorstroom in de Amsterdamse grachten. Los van het feit dat de gracht niet de gewenste werking had,⁴ kan de aanleg ervan wel gezien worden als een aanzet tot de ingebruikname en inpoldering van de Stadsrietlanden. Bij het laatste uitbreidingsplan rond 1660 heeft het stadsbestuur met veel dingen rekening moeten houden. Zo kon men om de scheepsproductie van de V.O.C. te stimuleren wel een nieuw eiland realiseren, maar ook was een grotere aanvoer van materiaal nodig. Op zoek naar een goede locatie voor nieuwe houtzaagmolens, is uiteindelijk het oog op de Stadsrietlanden gevallen.⁵ Het gebied werd geannexeerd doordat de palenrijen die voor de stad in het IJ lagen, werden verlengd. De Kadijk werd opgehoogd en was voortaan de scheiding tussen het land en 't Zieke Water'. De kade diende als baggerstortplaats, zodoende hoogde het land steeds verder op. In 1661 werden aan de Nieuwe Vaart uiteindelijk 't Fortuyn, De Hoop en De Liefde gebouwd. Zij voorzagen de scheepswerven van hout via de Nieuwe Vaart. De drie molens, die er ruim een eeuw later nog twee collega's bij kregen in het westen van de Rietlanden, waren de eerste tekenen van industrie in Zeeburg. Ze hebben tot laat in de 19^e eeuw gefunctioneerd, totdat ze plaats moesten maken voor de Veemarkt en het Abattoir aan de Cruquiusweg.⁶



3. Boven: op deze kaart uit 1770 (gemaakt door P. Mol) zijn de Stadsrietlanden te zien met middenin de houtzaagmolens aan de Nieuwe Vaart.

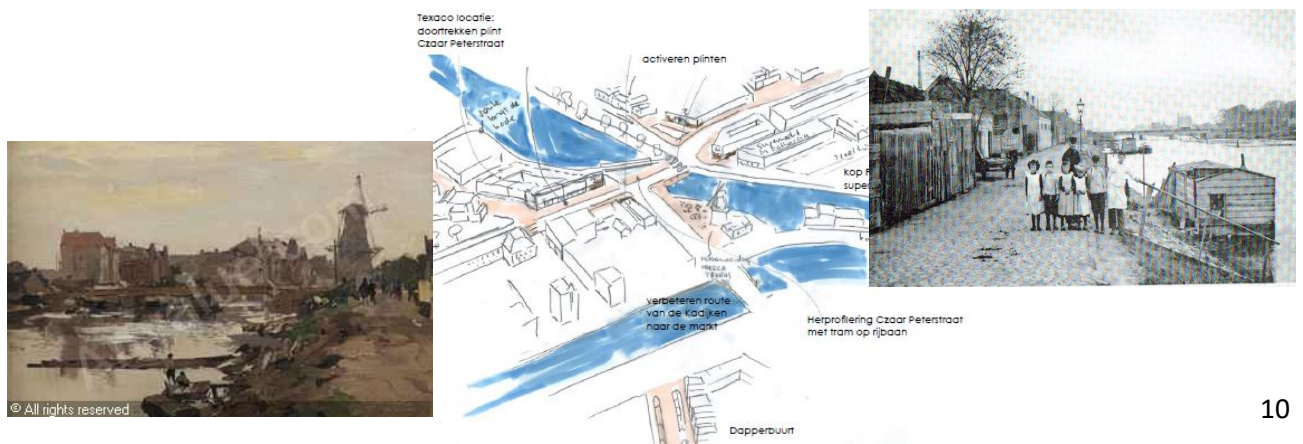
4. Onder: een schilderij van Johannes Hendrik Veldhuijzen (ca. 1870) met daarop van links naar rechts De Hoop, De Liefde en Het Fortuyn.



⁴ Abrahamse 2003: 10-11
⁵ Heijdra 1993: 17-19
⁶ Theobakker.net 10 april 2012

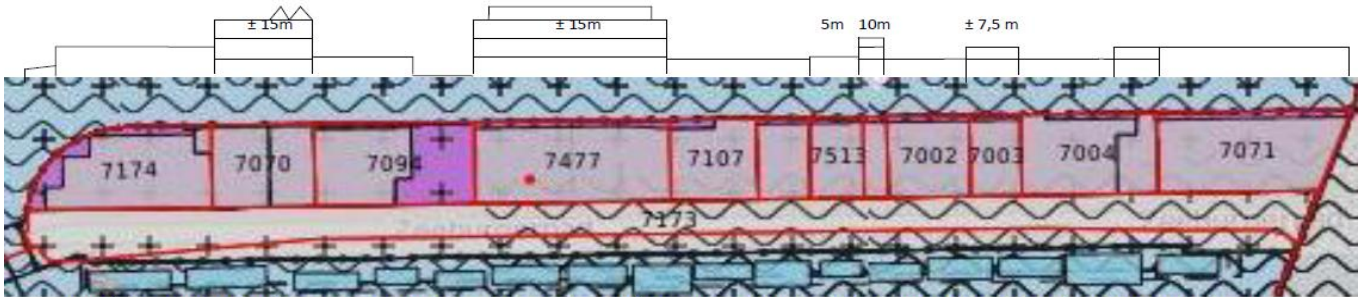
Thus the history of the peninsula between Lozingskanaal (canal -waste- water refreshing en level control by pumping out and letting in) and Nieuwe Vaart (logistic waterway connection via the Orange watergate to the South Sea as the south eastern part of the Nort Sea in those days, nowadays called IJsselmeer (Lake fed by the river IJssel from the south, no longer from the north by North Sea as cut off from by the Connection Dyke of 1938 to protect the north eastern provinces from further flood catastrophes like in the late 1910th), was 1 of small & medium crafts enterprises on wood, iron and hennep for the VOC equipping ship building industry, using energy from the more than sufficiently available wind and water. From 1925-1944 a family penitentiary village was settled at the place where Kapteijn's metal recycling spot marks the end of the path nowadays.

Bombed at the end of WW II, the part of the Zeeburgerpad to the west of the Amsterdam-Utrecht railway trail was reconstructed from the debris by the owners themselves and supported by the National Reconstruction Program after the war, until the sea freightliners in the 1980s getting taller and deeper, nearly the entire East Harbor area was squatted at the lack of economical activities of the former entrepôt taken over by the West which had as a Rotterdam's competitor already been directly connected to the North Sea with the North Sea Channel and the IJmuiden Watergates in 1876. The industrial move from the inner East to the outer West of the City made space for alternative industries, livings and subcultures the influences of which on the recent and future development of the district may be regarded as amorphous but visible: another point of attention.



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Amsterdam Centrum, Oostelijke Binnenstad, Zeeburgerpad-Centrum: percelen, huisnummers, bewoners & bedrijven kade/water en huidige silhouet & bouwhoogte



<https://www.google.nl/maps/@52.3668049,4.9287859,3a,75y,323.35h,86.93t/data=!3m6!1e1!3m4!1sQLxNATx7JJ2zqxMWzKy7CA!2e0!7i13312!8i6656> Google Street View

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198R/198L	197	196	195	194	193	192	191	190	189	188	187	186	185	184	183
Funenkade: 3, Molen de Gooyer (eigenaar?); 5, Evert (bewoner molen); 7, Brouwerij 't IJ (eigenaar?); Zeeburgerstraat: 1, Eetcafé Langendijk (eigenaar?)															
1 CoffeeCompany VanKeulenBeheer/GemeenteAmsterdam (toekomstig restaurant)								198R Sz. Tasch & M. Enneking							
2 Verf Amsterdam VanKeulenBeheer/GemeenteAmsterdam (toekomstig restaurant)								198L ?							
3 Verf Amsterdam VanKeulenBeheer/GemeenteAmsterdam (toekomstig restaurant)								197 Karin & Hans							
4 A-E: Inner Resource (4/B), woning (4D) VKB								196 Rob (B&B)							
5 Zonnefabriek Klantenservice VKB								195 Ben (B&B)							
8 Zonnefabriek & (voorm. Hacksler) VKB/GA								194 Ulrike & Eric							
12 QuickFit & De Waag, VvE								193 Machiel							
13 Koffiebranderij VKB								192 Corine & Henk							
14 Koffiebranderij VKB								191 ?							
15 Sanitairhandel Brouwer VKB								190 M. de Bruijn							
16 UrbanOffice Architects VKB/GA								189 Astrid & Peter							
17 Autoverhuur Zeeburg VKB/GA								188 Lex							
17A VOF meyerhold, Max en Thomas VvE/GA								187 Karola							
18 DQS Elektroinstallateur FvS/GA								186 Pritti (Short Stay)							
19 Sanitairgroothandel Plieger, Tim & Petra VvE/GA								185 Eline & Leon							
20-22 Horecabenedigheden, Appel/GA								184 Paul & Robert (B&B)							
23 Bouwmarkt, PontMeyer/GA								183 Anniek & René							

<http://amsterdam.kadasterdata.nl/zeeburgerpad/4a/rondleiding>

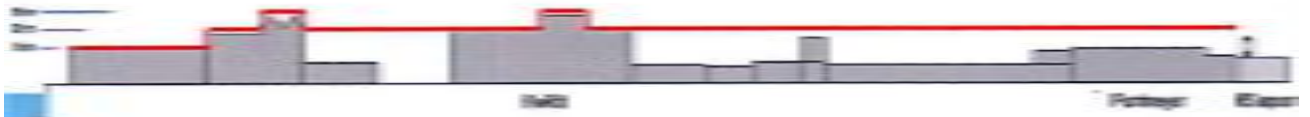
<https://zeeburgerpad.wordpress.com/> fotos van hans zeeburgerpad-c



All above is about the first step in change management and design thinking: EXPLORING CONTEXT.

START EVENT HISTORY

After the illumination above we shall focus on a number of crucial interventions initiated/coordinated by the embedded researcher who himself carries the risk of asking questions suggesting his favorite answer during in-depth interviews with a selection out of the 75 flutes to be conducted as a current core mediating variable: the *Discourse*.



The red line marks the max construction height of 50 ft at two buildings yet realized from the millennium start.

