

P.C. HOOFTSTRAAT 32 AMSTERDAM

CERAMIC HOUSE



Studio RAP has designed the facade of an eye-catching boutique in Amsterdam's luxurious shopping street, PC hoofdstraat. Currently under construction, the facade is composed of 3D printed ceramic tiles and red bricks, whose form references the craft of knitting garments. The design replicates the silhouette of the original facade, continuing the characteristic tripartite of the street and maintaining the overall character of the site. Other projects that reinterpret the historical building silhouette with unexpected materials on the same street are the Crystal Houses by MVRDV and The Looking Glass by UNStudio.

By fusing the advanced methods of ceramic 3D printing, algorithmic design and artisanal glazing, Studio RAP has come up with a facade that stands out amongst the surrounding buildings. The design reinterprets the decorative qualities and design vocabulary of glazed ceramics – a common material found throughout the historical city of Amsterdam. At street level,

the facade's four and a half meter high plinth consists of three columns and an architrave, while the shopping window is pushed back, creating a deep reveal. This part is composed of large 3D printed ceramic tiles of approximately 40 x 20 cm, glazed in pearl white, with a subtle shade of yellow. The ornamented tiles start out plain at ground level and become more expressive higher up.

On the higher floors, the facade is clad in 3D printed bricks that have been glazed in three different shades of red. The bricks are composed alongside the original masonry cross bond and have abstract ornamentation. These bricks are glued into laser-cut stainless steel cassettes, referring to the original flushes. The ornamentation of the bricks is most expressive at the bottom of this part of the facade. The highly differentiated and algorithmically designed details will be realized by using studio RAP's large scale 3D printing technology, produced in-house.

KEY NUMBERS

Surface area **257**
square meters gross
floor area

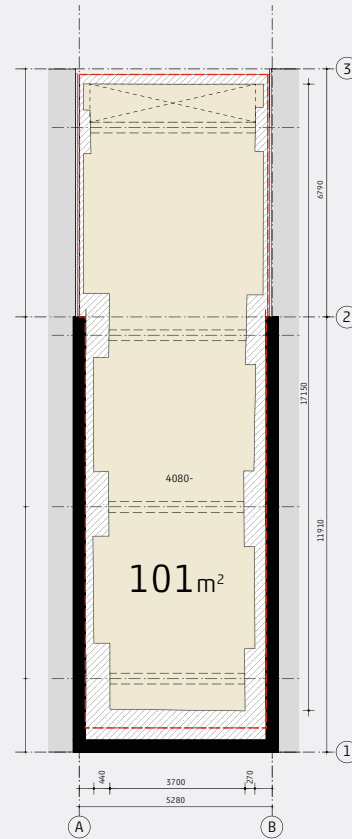
Ground floor 97 m²
with a height of 4,3 m

Basement 101 m²
with a height of 3,8 m

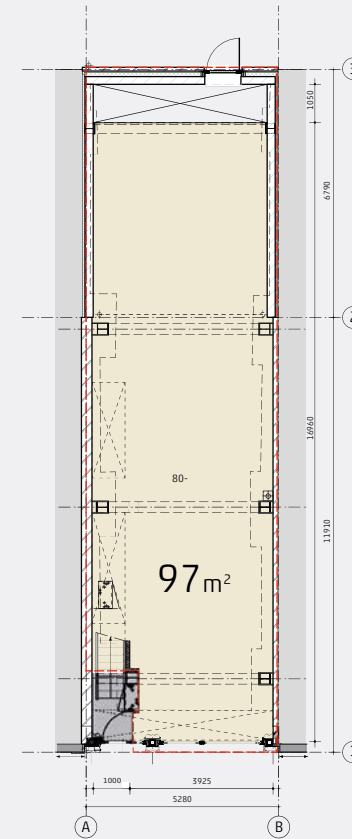
First floor 59 m²
with a height of 3,6 m



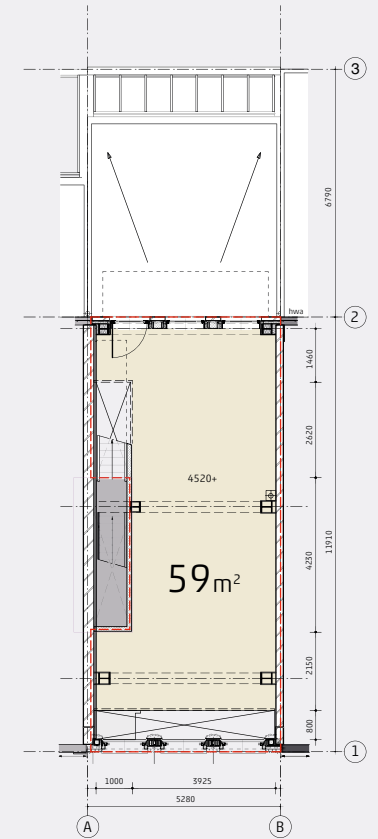




BASEMENT



GROUND FLOOR



FIRST FLOOR

ARCHITECTS

Studio RAP with Gietermans & Van Dijk

MAIN CONTRACTOR

Wessels Zeist (Volker Wessels)

CONTRACTOR 3D-CERAMIC-PRINTING

Studio RAP and glazing by Royal Tichelaar

DEVELOPER

Warenar real estate

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ESTATE AGENT

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