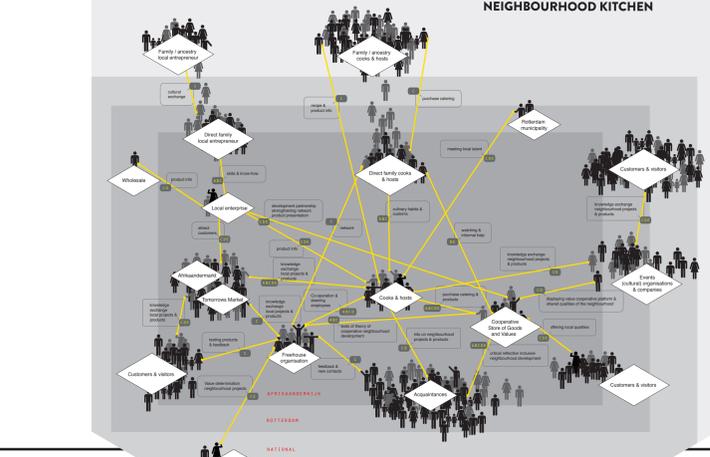
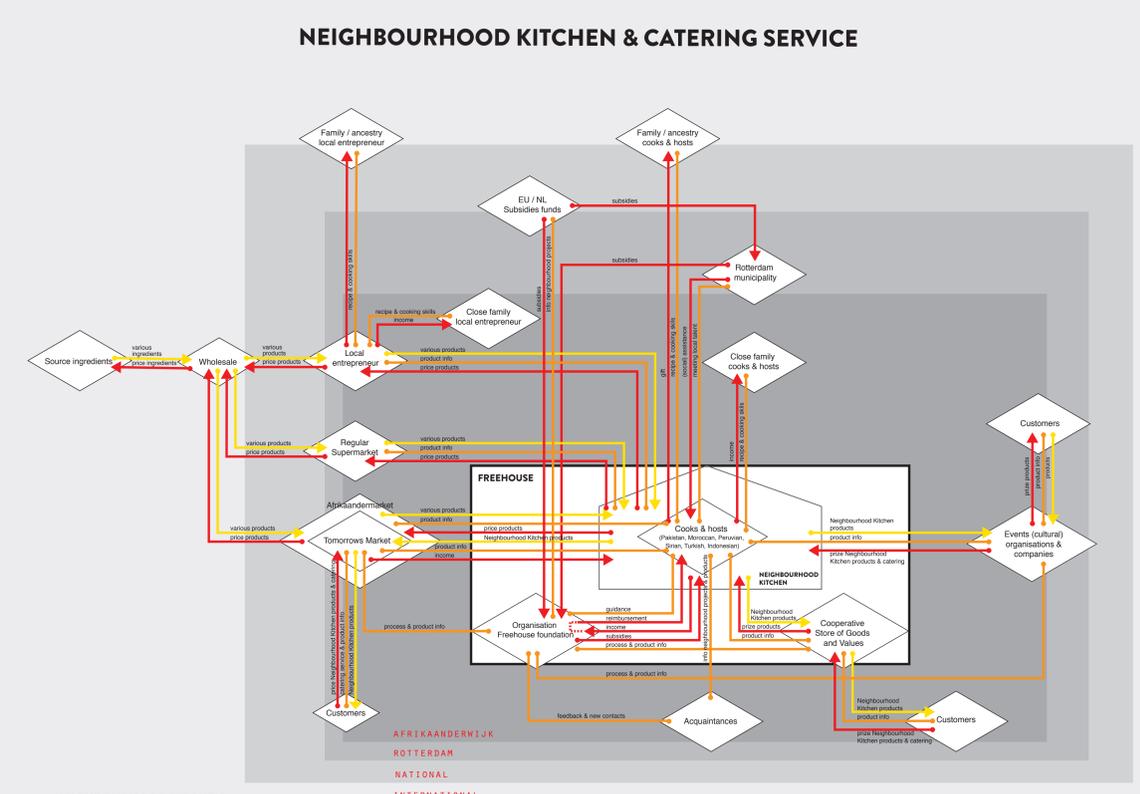


- SELF-ORGANIZATION CREATES OPENNESS -

AFRIKAANDERWIJK COOPERATIVE



VALUE CHAIN AND LOCAL ADDED VALUE
The value chains of the Dukkah dip of the Neighbourhood Kitchen and the T-shirt of the Neighbourhood Workshop show how these products accumulate value throughout their respective production process. Step by step, from raw material to end product, every party involved adds value. A sizable amount of value is gained actually from within the neighbourhood. (signed in gray).



NETWORK RELATIONS OF THE NEIGHBOURHOOD KITCHEN
This Networkmap shows connection and interaction 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 for Freehouse's approach and enriches those involved both personally as well as professionally.

2011	2012
23 CO-PRODUCING	12 CO-PRODUCING
64 PARTICIPATION	77 PARTICIPATION
36 CONSULTING	38 CONSULTING

FREEHOUSE worked since its inception in 1998 on radicalising local production. 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. Moreover, the resulting products also make the underlying cultural process visible. As such, it forms an important link in shaping an area's image.



THE NEIGHBOURHOOD KITCHEN
highlights the Afrikaanderwijk as an area where home cooks make the best dishes and unique cooperation's are possible between inhabitants and shopkeepers. In keeping production local, the social and economic independence of the inhabitants and shopkeepers is actively stimulated.



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



THE NEIGHBOURHOOD WORKSHOP
combines fashion production with design and education. Amateurs and professionals collaborate and exchange skills. Local inhabitants have knowledge of materials and master techniques that are important for contemporary designers. By actively using this knowledge and techniques they will be passed on and preserved for the future. Participants are involved in the whole production process, from design to end product.

AFRIKAANDERWIJK COOPERATIVE
The Afrikaanderwijk is not only a place where you can find unique products and services, it also houses many talented inhabitants. After successfully experimenting with local cooperative workspaces, Freehouse decided to further increase cooperative work on a neighbourhood level. The Afrikaanderwijk Cooperative is the result and forms an umbrella organisation that brings together the existing workspaces with shopkeepers, local makers, social foundations and the market organization. It stimulates sustainable local production, cultural development, knowledge exchange and entrepreneurship, which are combined with shared responsibility and participation. A strong body that can acquire commissions for its members and stipulate better deals. Because local talent remains the starting point, training is provided, as well as skill-based employment. The resulting cultural production can strengthen the stagnating local economy. And profits are directly re-invested into the community. The financial flows surrounding the area will be pulled inwards, in order to cooperative extract capital for social, intellectual and affective values.

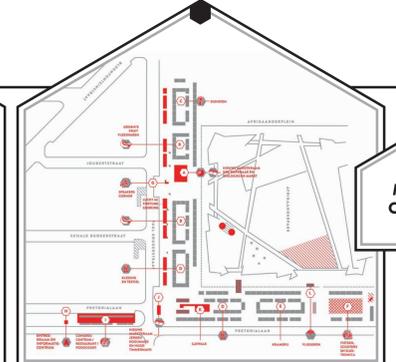
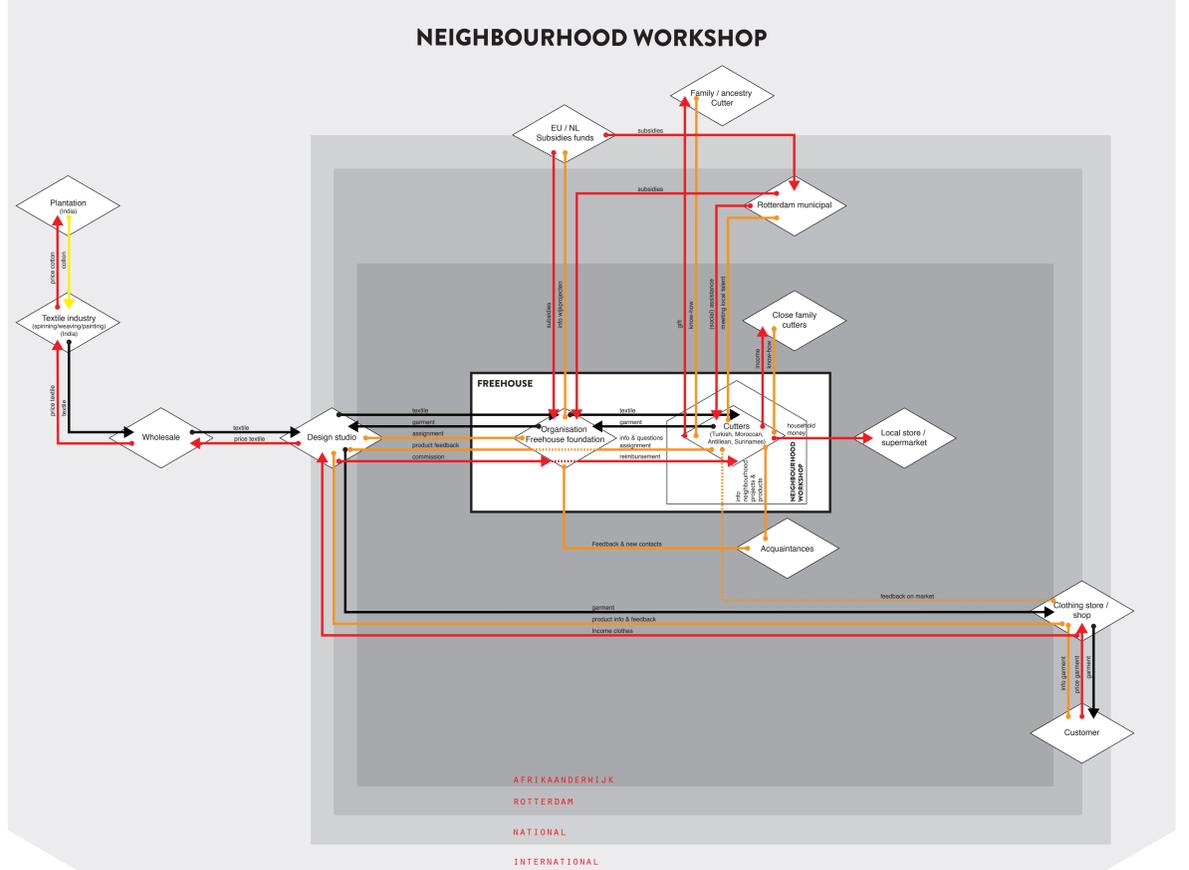
AFRIKAANDER WORK CO-OP

AFRIKAANDER WORK CO-OP brokers a trajectory from social security benefits into skill and talent based employment. The current regulations around earning additional income while receiving benefits is restricted and the existing work reintegration programs only cater low quality labour.

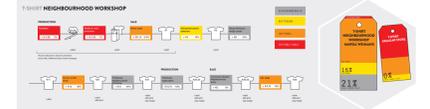


THE NEIGHBOURHOOD AS A COOPERATIVE DEPARTMENT STORE
An approach to conceptualise the neighbourhood with all its shops and services as one single 'department store' on the scale of a neighbourhood. Stakeholders and interested parties connect as co-producers and by that create a larger understanding of the public space in the area. Together, they make the Afrikaanderwijk a thriving community.

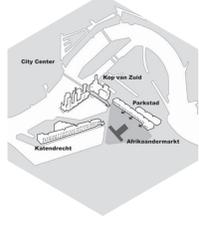
THE COOPERATIVE STORE OF GOODS AND VALUES
is a meeting place for production, presentation, sale, services and knowledge exchange. Starting point is the quality already present in the area. It has become the heart and brain of alternative economical, social and cultural development in the south of Rotterdam. Located in a vacant monumental building, in the centre of the community, it forms a network of cultural producers, production spaces, shops and active inhabitants. This cooperative organisation combines a market space, a knowledge centre and a shopping mall. It is a neighbourhood service centre and information point at once.



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, 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 450 tests were done. Also 5 possible future market scenarios on a 1:1 scale were shown.



FLOW CHARTS
In a Material Flow Analysis, all actors and processes involved in the development of a product or service are mapped by Superuse Studios. MFA's were made for the Dukkah dip of the Neighbourhood Kitchen and the t-shirt of the Neighbourhood Atelier. Lines and arrows indicate streams of material, knowledge and money. MFA's of regular products are more linear and result in less local value.



AFRIKAANDERWIJK
is a neighbourhood in the south of Rotterdam, the Netherlands. It lies in the Feijenoord district of the city, and is traditionally a working-class neighbourhood. It was one of the first neighbourhoods in the Netherlands to have a majority of residents with an international background, primarily consisting of Turkish, Moroccans, Surinamese, and Antilleans. Since the Netherlands' 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 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, and Katendrecht, a mix of self build housing and apartments for sale, the questions is how to give an impulse to the Afrikaanderwijk in such a way that local inhabitants will not be displaced?

MARKET COUNCIL

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.