



Appearance  
and Colour

## Case study

### Living

### Tomorrow 3 Amsterdam

**Architect:** UN Studios/Living  
Tomorrow Organisation

**Contractor:** Toes Montage BV

**System manufacturer:**  
SAB Profiel BV

**System type:** Built-up

**Profile type:** Trapezoidal

**Colorcoat® product:**

PVDF (walls)



Silver/Blue



## A view of the future

The Living Tomorrow 3 building in Amsterdam is a testament to the imagination and creativity of the architect, Ben van Berkel from UN Studios in conjunction with the Living Tomorrow Organisation. Cladding is a major structural and visual element, with Corus supplying Colorcoat® PVDF pre-finished steel for the panels in a unique subtle flip colour to meet the unusual requirements of the design.

The building was opened at the end of 2003 and is planned to remain on site for five years. The structure is neither an office or an exhibition centre but has a multi-functional role as representative of the Living Tomorrow Organisation's ideals. The design of the structure is highly innovative and reflects the vision of the Dutch architects to create a building that is both functional and futuristic in appearance.



## Living Tomorrow 3 Amsterdam

The design comprises two conjoined pods - one is vertical and the other is horizontal and they align together. The horizontal section contains an auditorium and events hall, while displayed in the vertical section are the permanent Home of the Future and Office of the Future displays. At the very top of the structure is a conference room.

The whole appearance of the building is truly unique, with the materials specified for the structural construction carefully chosen for sustainability and visual appeal. At first glance the building appears unreal and discordant but on closer examination, the imaginative and creative combination of systems and architectural shape make sense. As a demonstration project, the main concern of the architects was that it should be relatively easy to dismantle due to the proposed five year life of the scheme. Pre-finished steel cladding was deemed the most suitable solution as it can easily be taken down and reused elsewhere. A special formulation of *Colorcoat* PVDF incorporating a unique subtle flip effect was created to showcase the structure innovation theme of form and finish.

According to architect, Ben van Berkel: "The fluent curving of the façade derives from the concept that the vertical and horizontal part of a building forms one continuing inside out turned shape. For UN Studios it was a new and unusual role, which encouraged us to jump into the experiment. Collaborating can, aside from frustrations, achieve new insights; it is contemporary, expertise is combined and this speeds up the process. Visitors can get acquainted with the products and services which may enhance the quality of living or working in the near future. The layout of the building functions as a basis for the different innovative technologies."

The appearance of the Living Tomorrow 3 building is characterised by a view of the future based on rapidly evolving social and economic trends. The use of pre-finished steel as a design medium, whilst fulfilling the criteria for performance, is enhanced by the use of the specific *Colorcoat* PVDF product.