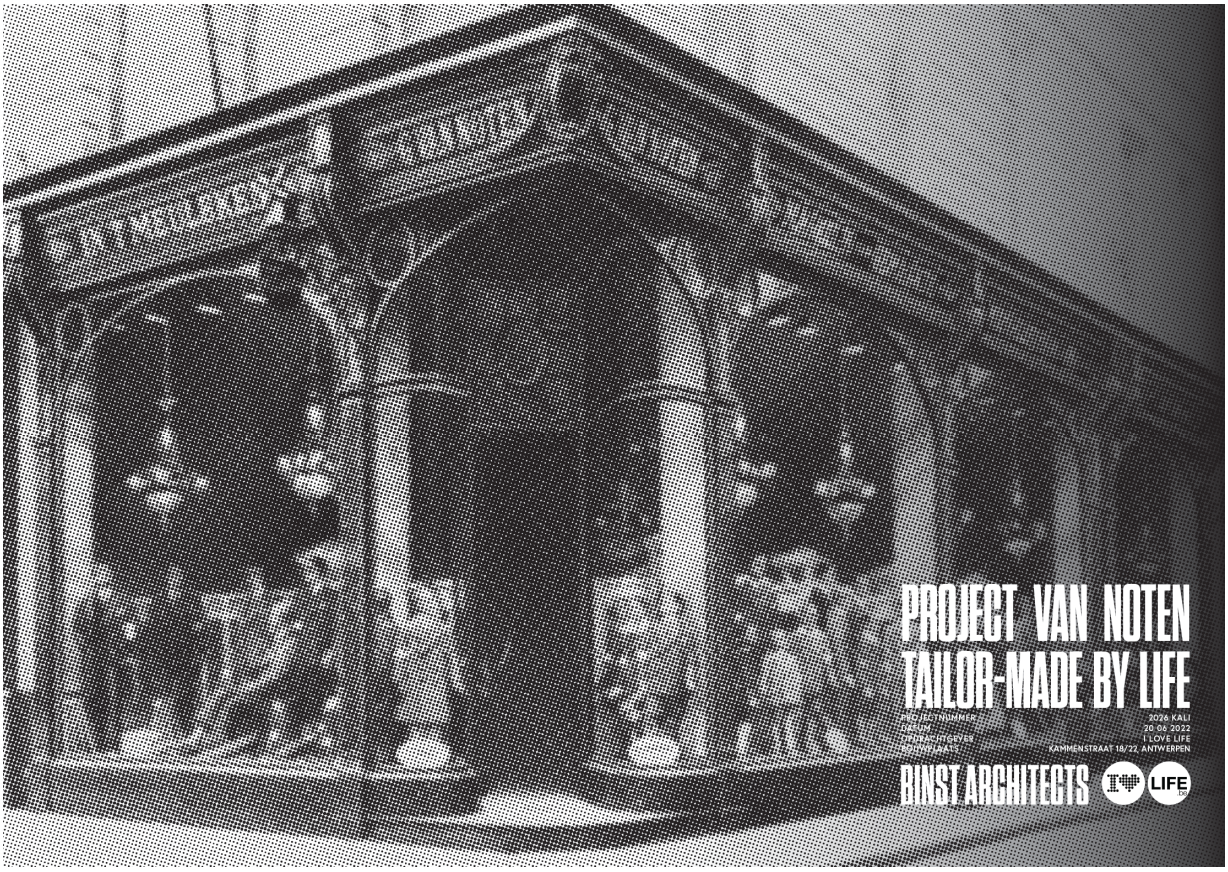
PROJECT DEVELOPER LIFE

Is looking for a FASHION DESIGNER

for SPACIAL DESIGN



The Antwerp-based project developer LIFE (www.life.be) became the owner of the buildings of the Van Noten family at the beginning of 2023, known for decades under the name 't Meuleken (active in ready-to-wear, tailor-made costumes and uniforms, and located next to the Fashion Palace of Dries Van Noten, part of the beating heart of the Antwerp fashion industry.

LIFE will almost completely preserve the existing construction of 7,000 m² of retail and offices and plans a mixed redevelopment with catering, retail, residential and a large professional co-living, and in this way will breathe new life into this unique site in the heart of Antwerp and let the soul of the old lady live on.

BINST Architects was appointed as designer. In addition to being an architectural gem, the plans guarantee a state-of-the-art energetic and socially sustainable project (BREEAM / WELL), which fits 100% in the overall strategy of LIFE, inner-city redevelopments with a focus on commonality and soul.

Given the rich history of the building and its importance in the history of the Antwerp fashion industry , LIFE has always had the ambition to let the rich fashion history in the building live on. This ambition is shaped in a number of initiatives, in the shorter and long term:
A pitch is written to let the designers help design the interior of the building;

- An attempt is being made to land an inclusive fashion project by the well-known Belgian fashion designer and couturier Tim Van Steenbergen in the building. In concrete terms, it would be a workshop and shop of manufacturing economy within fashion in collaboration with newcomers and with the recovery of fabrics from large designers, a concept in which the distance between the consumer and the production process can be drastically reduced and newcomers activated and above all integrated and appreciated in society.
- Temporary pop-up of second-hand clothing "For The Love of LIFE" based on social economy in collaboration with The thrift store and Oxfam, where proceeds also go entirely to charity; Open from 02.2023 to 10.2023.

The best solutions don't necessarily come from doing the same thing we've done in recent decades. LIFE believes that by reinventing itself and questioning the existing paths, there is room for creativity, evolution and a more interesting future world.
LIFE always tries to achieve a more unique end result with more soul in its developments by thinking outside the lines.
In the past, co-creation processes have already been realized in this context, among others in collaboration with the UAntwerp:

- For the redevelopment of the state of the Art Student Housing "Prince", in the heart of the city campus, a collaboration was indicated in the context of the international design week in which international architecture students were given the opportunity to devise, design and realize their own innovative design in the tower itself for a week, before the real renovation works were started; an internal architect of LIFE actively supervised this process together with the supervisors of the UAntwerpen.
- For the co-living and student housing projects Prince and AR C, an assignment was given to 4 designers (interior, scenography, architects,...) to make a design for a student / co-living unit out-ofthe box without any restrictions. The results were certainly unique and were effectively realized.
- For campus development project 3Eiken, 2 graduation students were asked to make their thesis about temporary or less temporary installations that could land on campus and have an important impact on safety, readability and experience of the campus. The 2 students were not only assisted by their supervisor during the year, but also by the team of LIFE and architects. Pavilions and stagebouw installations were designed as final work. The CEO of LIFE was on the jury during the final presentation. There will be
- investigate whether there are designs that could be carried out effectively.

PROJECT

The project that will be realized mainly consists of a number of retail and catering establishments on the ground floor, an underground bicycle and car parking, a number of traditional apartments and a co-living of about 100 units. This assignment will focus on the co-living that has a total area of approximately 4,500 m² and, in addition to individual units, consists of a wide range of communally usable spaces that, due to the sharing principle, should guarantee more life and more friends as traditional housing projects. The target group will initially consist of 20-somethings and young 30-somethings, but the ambition is not to impose a restriction in terms of ages or backgrounds of the residents. After all, in a successful co-living it is the combination of open-minded residents, each with their individuality, identity and beliefs, that guarantees the added value in terms of experience.
Program:

- 90 bedrooms, in clusters of about 10 units linked to a common living space and kitchen;
- 10 studios with private sanitary facilities;
  In the above housing units, great attention is paid to maximizing the quality of life on a limited area, by ensuring that each m², and by extension m³, can be used in different ways over time: Concept furniture, beds raised to the ceiling, smart combination between bathroom and night hall, ... are just a first selection of the existing research.
- About 8 kitchens / living space of about 50 m² each;
- Lobby of 300 m² with seats, tables, a long table for work, meeting rooms, laundry room ... with adjoining outdoor areas and terraces;
- Wellness and fitness of about 200 m²
- Gaming / cinema room of about 100 m²

ASSIGNEMENT

The best solutions don't necessarily come from doing the same thing we've done in recent decades. LIFE believes that by reinventing itself and questioning the existing paths, there is room for creativity, evolution and a more interesting future world.
The strict separation between designers in all kinds of different disciplines can be questioned: furniture designers, clothing designers, artists, architects, interior architects, designers, scenographers, ... We may come up with more unique designs if we invite these creatives to think out of their comfort zone.

In the context of this assignment, we wish to investigate concretely how a fashion designer could think about space and spaciousness, based on fabrics and softness, movement and flexibility. How can fabrics, or curtains, or furniture, inspired by fashion design, add value to the daily experience of a space. How can a space transform over time in terms of its effective use by larger or smaller groups. Think together with our architect about either a private space or a common room if you prefer. Create the coccon of the future resident or just the shared space that must be designed for as many people as possible in the most unique and flexible way possible.

Themes :

- Light vs dark
- Temporality
- Flexibility and adaptability
- Softness and intimacy
- ...

Preliminary plans of the project attached.

REMUNERATION + PRACTICAL INFO

A collaboration is proposed with 2 young designers who will work together for a number of months with the renowned architect Binst Architects, who is ultimately responsible for the Van Noten project:

- Design : 2 weeks
- Elaboration : 2 weeks
- Execution : on-demand guidance for aesthetic control

Budget per designer : 7.500 € excl VAT, to be invoiced on project company.

It is proposed that the cooperation starts immediately after submission of the environmental permit, and before starting with the tender/implementation file. Current estimate of timing assumes late August – early September 2023, implementation is expected in 2024.

We would like to receive applications and motivation letters no later than 30.04.2023 at the e-mail address info@life.be.

The final decision will be made by 31.05.2023 to be able to start a few months later.