

## **Aesthetic quality Port of Rotterdam, “A15 infra bundle”**

The Port of Rotterdam wishes to improve its image. It has invited West 8, MVRDV, HNS, Mecanoo, Maxwan en Ronald Rietveld Landschapsarchitectuur to formulate a vision for the aesthetic quality and public image of the port. The plans should enhance the ‘quality of place’ for visitor and user alike. We were asked to optimize the aesthetic quality of mobility on and along highway A15 (the ‘A15 bundle’).

We propose a spectacular scenic highway. Adding infrastructure not only boosts mobility; it also creates the possibility for people to experience the port. The problem of a shortage of capacity and space in the A15 is seized upon to facilitate a unique experience for the port’s many passers-by. The elevated highway not only resolves the capacity issue for the long term; above all it is utilized to provide an optimal experience of World Port Europe. We also made an explicit classification of the potential appeal of 24 spots along the A15. Based on this careful analysis we selected and designed the panoramic viewpoints Light City Botlek and Container City Eemhaven. From these two elevated squares one can experience the beauty of the port’s industrial landscape and its enormous container ships.