IJ Local is a new retail concept where families can meet and connect. They can nourish their bodies with healthy locally produced food and reward their closets with beautiful ethical garments that don’t make a big noise. The environment contemporises community life and creates a modern space for growing movement of new localism.
concept

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what is IJ Local?

IJ Local is commercially sustainable and social project that unifies retail and catering solutions in a single new environment. It offers an alternative retail and catering setup by connecting urban communities to each other and to the rural communities.

IJ Local is created for the young and up & coming families who long for authenticity, who nurture the sense of neighborhood culture and have strong awareness of what they buy and how they live.
why amsterdam needs IJ Local?

In the last few years the government has been carrying out a substantial renovation of the IJ area with an intention to create new vibrations that will be more appealing to newcomers, mainly young families.

The government vision for the IJ Dock Westerdok-seiland is to create an attractive new living environment with a stronger and more intimate connection among adjacent neighborhoods such as Westerdokseiland, Silodam, Jordan and the western islands.

In this renewed and more fashionable environment, with high-quality residential and commercial content, the spirit of the metropolis must be present but the atmosphere of an intimate community life, as seen in the culture of houseboat living, must be maintained.

My ambition is to work with this vision to make the neighbourhood even more exciting for the newcomers, and to praise and promote new community feel.

A strongly emerging trend, localism, may bring new life to Holland. A revival of the need for something more real, more balanced, more representative of our agricultural roots and our rural heritage seems to be calling.

The new trend is embodied in a desire to have a strong sense of place and connection to where we live, what we eat, what we wear and how we participate in a civic engagement. Our past actions of ignoring our impact on our environment must change and that starts with changing our own habits and choices in what we buy and how we live.

Therefore, concept of “IJ Local” presents the character and quality of life that give a sense of place, a feeling of authenticity and knowing the source of where things come from.
IJ Local concept

An interactive and multifaceted retail and catering environment for reviving communities devoted to the local, the sustainable, the individual and the simple.
IJ Local brand platform

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<tr>
<th># 01</th>
<th>vision</th>
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Communities crave the real.

Connecting communities to a simpler way of living.
values

local

social

meaningful

grounded
IJ Local aims

Our aspiration is to be a new kind of retailer.

To offer an alternative retail and catering setup by providing choice and information to our consumers that will help them make healthy and responsible decisions.

To create an environment that meets the needs of the local communities by offering them high quality and responsibly produced goods at accessible prices.

To provide inspirational training activities from and to the local communities.

To be a training and development resource for our community.

To promote alternative, forward thinking ideas and solutions.

To create a work environment that values everyone’s contribution.
IJ Local philosophy

Promotion of local production and culture, regardless of its origin (Dutch or other).

Favoring of small production.

Promoting a society of artisans and their products.

Being more concerned about preservation of cities, tradition and nature than preoccupied with quantity.

To bring mainly independently produced goods and to offer a more sustainable, communitarian form of shopping and catering to people living and working in the neighborhood.
IJ Local will organize inspirational training activities that will allow customers to interact with each other within the shop and spend quality leisure time by doing what they like or what they are curious about.

Workshops will be thematic and related to the product selection.

In this manner we will be a training and development resource for our community.
IJ Local is created for the young and up & coming families who long for authenticity, who want to know the source of where things come from, who have a strong urge to belong and who nurture the sense of neighborhood culture.

They are aspiring a new, bigger home, in a safe neighborhood with a beautiful landscape that carries a spirit of the metropolis alongside the intimate community soul. They consider themselves responsible consumers that exhibit high level of civic responsibility in their shopping behaviour.

A healthy hot meal, from farm to table idea, is priceless for this duo. Rainy evenings Ellen tends to spend at her sewing machine trying to finish bed linens made from organic cotton and bought two summers ago in Bolivia, on their dream vacation.

When not busy with his design work, Arlik enjoys cooking for small Karin or arranging flowers on their terrace. Anyhow, he enjoys playing football.

Despite the hectic tempo that baby Karen brought into their lives they are appreciating simplicity of life and moments of togetherness with each other and their families and friends.

Ellen and Arlik are young and creative couple that recently became parents of a beautiful baby girl Karin. At the moment they are residing in a small but tastefully furnished city apartment in which almost every item they own reflects their multifaceted personalities and the entire space is an expression of who they are.

Consumer profile

IJ Local is for the families with a growing sense of awareness of what they buy and how they live.
Product parameters

Independently produced
Responsible
Handcrafted
Appealing design and aesthetics
<table>
<thead>
<tr>
<th>Category</th>
<th>Example Brand</th>
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</thead>
<tbody>
<tr>
<td>Apparel and Accessories for women and men</td>
<td>“Aiayu” – a small-scale Danish label that produces sustainable knitwear for women and home accessories.</td>
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<td></td>
<td>“Fly like a butterfly” – a small-scale Dutch designer that produces unique knitwear.</td>
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<td></td>
<td>“Ontour” – a contemporary small-scale Dutch label driven by creativity and ethical fashion.</td>
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<td></td>
<td>“Toms” shoes – an American shoes label known for their sustainable production policy.</td>
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<td></td>
<td>“Y-Knit” – a young Dutch designer devoted to knitting with natural fabrics.</td>
</tr>
<tr>
<td>Kids accessories and toys</td>
<td>“Donna Wilson” – a British designer that creates handmade kids toys and small decorations from natural materials.</td>
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<td></td>
<td>“Easy Peasy” – a French label for kid’s footwear that uses eco solutions for its product.</td>
</tr>
<tr>
<td>Mummy and baby care</td>
<td>“Sophie the Giraffe” – an American label for baby toys and accessories made out of natural rubber and food paint.</td>
</tr>
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<td></td>
<td>“Babybearshop” – an American bodycare label, whose products are 100% cruelty-free, made of pure, organic and nourishing plans and plants extracts.</td>
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<tr>
<td></td>
<td>“Burt’s Bee” – an American home-made label that produces beeswax bodycare.</td>
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<tr>
<td>Stationary and books</td>
<td>“Small caps” – a Berlin based, small-scale manufacturer of stationary.</td>
</tr>
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<td></td>
<td>“Sukie” – a British publisher that produces innovative and functional stationary and organic and non-organic printed textiles.</td>
</tr>
<tr>
<td></td>
<td>Other selection: cooking books, DIY books, graphic design, architecture and interior design book and kids books.</td>
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</tbody>
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IJ Local location and architecture impression
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IJ Local wardrobe impression
IJ Local toilet impression
IJ Local product presentation ideas
The location for the store should be between and around Westerdokseiland and Silodam.

While Westerdokseiland lies east of Amsterdam Central Station and adjacent to the Old Town, the Silodam is an apartment complex about two miles west of Central Station on the southern bank of the IJ.

Both areas are developing into high quality residential and commercial areas that will become more fashionable with the atmosphere of a new downtown.

The architecture of new projects in Westerdokseiland is simple and crisp in shape.

Three materials dominate the buildings: light-colored rustic brick, aluminum frames and glass.

The overall exterior of the buildings is determined by the following contrasts: simple versus rustic and vertical versus panorama.

On the other hand, the Silodam architecture has quite experimental character with its unconventional multicolored facade, reminiscent of a loaded container ship.

The building can be described as a massive rectangular chest of drawers each of which loads another dwelling type.
IJ Local design concept and aesthetics parameters

The space is created to resemble a residential living space.

IJ Local has a lounge area with a library, open kitchen and canteen space, kids playroom and imagination, wardrobe and two toilets.

In each of these areas, organic and sustainable products, related to the space they are in, will be sold.

Aesthetic parameters include brand ethics such as local, social, meaningful and grounded, alongside architectural values such as simple, crisp and experimental.
IJ Local upcycling concept and overall mood for interior design concept

Interior design is based on upcycling and combined with experimental eco materials.

Upcycling concept has to come across in a new and surprising way.

The repurposed and handmade interior should be inspired by the spirit of the railways, shipyards and timber yards that once existed on the site locations.

Architectural values such as simple, crisp and experimental should be communicated through overall design.
IJ Local lounge impression

The lounge with library takes centre place

It is a space in which one can enjoy a book, work, watch a movie or enjoy a healthy meal.

Left to right:
1. terra decorative wall finish made of mineral extracts
2. old deck floor
3. painted wall art
4. aluminium chair and sofa
5. repurposed iron table
The canteen is a part of a lounge and it is located on the left-hand side.

A long communal table and hanging flower garden on hessian walls give impression of a botanic garden.
Kid-friendly designed room filled with smart toys, motivating games and other available activities that take place under the watchful eye of IJ Local staff workers.

Special contribution of design to the world of imagination is a liquid floor. The entire room is covered by these tiles that are completely eco.
IJ Local open kitchen is based on “from farm to table” philosophy.

The open kitchen serves locally produced healthy and home-made food presented in refined yet quite and homely feel way.

left to right:
1. repurposed working table with modern kitchen elements
2. 3D tile made of wood pieces
3. black chalkboard wall
4. chip chairs
5. iron barrel cask
I J Local wardrobe impression

It resembles a walk-in closet with garments displayed on racks.

Product presentation is tidy yet informal.

left to right:
1. hessian wall
2. mosaic wall mirror
3. repurposed water pipes
4. bicycle wheel art
5. reclaimed iron chairs
6. carpet from old boat rope
The toilets are designed to fully mimic the home bathroom environment.

left to right:
1. 3D floor tile made of bamboo pieces
2. old mirror on rusty cabinet frame
3. high-grade aluminium wall tile
4. repurposed water pipe shelf
Product presentation ideas are variable in order to fit the entire interior design.

The following design parameters must be respected: industrial, repurposed, simple and practical.