



# PEER-TO-PEER RESTAURANT SERVES DINNERS FROM KITCHENS OF LOCAL HOME COOKS

On the 11<sup>th</sup>-13<sup>th</sup> of September, a disused space on the IJburg island of Amsterdam played host to a world-first event, IJburg Serveert – a beach-side pop-up restaurant built on the premise of the Sharing Economy.

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## Amsterdam Home Cooks

Amsterdam's youngest district IJburg is home to a lively community of hobby cooks who regularly share their culinary delights with neighbors through websites like Shareyourmeal. Coined "the world's only restaurant with no kitchen," IJburg Serveert aimed to make this community visible for one weekend. Over the course of three evenings, local home cooks treated the restaurant's guests to a three-course dinner, prepared in their kitchens and delivered to the tables via peer-to-peer bicycle delivery service TringTring.

## The Restaurant of the Sharing Economy

The project is the oeuvre of urban design and communications agency Golfstromen, who were asked by architecture institute ARCAM to explore the possibility of urban space usage on the currently disused shore of one of IJburg's islands. "Inspired by the Sharing Economy, we took up the idea to create a restaurant from connecting Shareyourmeal, a marketplace for home-made meals, and peer-to-peer delivery service TringTring," says initiator Joop de Boer. Some of the district's finest home cooks were selected to prepare their signature dishes, whilst a team of whirlwind cyclists picked up and delivered the orders to the tables in the beach-side restaurant. The cooks and their personal stories as well as the menus were featured on the project's website, ijburgserveert.nl.

## Local Entrepreneurship

IJburg Serveert introduced in a tangible manner, the relatively untapped capacity which Sharing Economies possess. Alongside a boost in local entrepreneurship, the project experimented with relatively new standards in sustainable and waste-free approaches to dining, whilst generating social cohesion within the community of IJburg.



## QUOTES



*"Ijburg Serveert gave us the opportunity to meet fellow food enthusiasts in our neighborhood. The project stimulated us to more often share our meals on peer-to-peer platforms like Shareyourmeal."*

**Jolanda & Marjan (home cooks)**



*"People have started to recognize me on the street in my neighborhood, because they saw my photo on the Ijburg Serveert website. I'm a local celebrity now. That's crazy!"*

**Sita (home cook)**



*"Food has always played an important role in my Indonesian family. My parents never follow written recipes – they're just in your head. Now I'm trying to adopt their cooking traditions. At Ijburg Serveert I presented some of my family's signature dishes."*

**Maybel (home cook)**



# BACKGROUND INFORMATION

## Stad in Zicht

IJburg Serveert is an idea by urban design and communications agency [Golfstromen](#). The project was created for the occasion of [Stad in Zicht](#), a program by architecture institute [ARCAM](#) on the future of Centrumeiland (Center Island), a man-made island that will form the next phase in the Amsterdam IJburg development.

## Partners

- ▶ [Golfstromen](#) is an Amsterdam-based urban design and communications agency founded by Jeroen Beekmans and Joop de Boer in 2007. Besides self-initiated projects and brands like PechaKucha Amsterdam and the international online magazine [Pop-Up City](#), the agency creates communication campaigns and urban development programs for governments, organizations and brands.
- ▶ Amsterdam architecture institute [ARCAM](#) launched the [Stad in Zicht](#) program in 2014. Looking forward to the spatial development of the newly created Centrumeiland (Center Island) in the IJburg district, the institute organized a call for ideas for citizens and professionals, which resulted in 151 proposals and three possible scenarios for the island's future. IJburg Serveert is, alongside 'Het Baken van IJburg' bij architect Wouter Valkenier and 'De Pionierspiketten' by landscape design firm Équipe, one of the creative visualizations of these scenarios.

## Presskit

Please visit [ijburgserveert.nl/presskit](http://ijburgserveert.nl/presskit) for high-resolution photos, logos and other graphics.

## Contact

Feel free to contact us in case you have any questions or remarks about IJburg Serveert. We can also arrange interviews with the home cooks.

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