Table of Contents

8 Acknowledgements

12 Introduction

17 Research Questions
18 Research Framework: Understanding Image and Architecture
22 Schiphol as a Place: Connecting Image and the Built Environment
25 Schiphol as an Architectural Object
26 Sources and Method
32 Periodization
34 Historiography
40 Reader’s Guide

44 Part 1: Schiphol as Attraction and Icon of Dutch Aviation, 1919-1966

46 1.1 Schiphol and the Quest for Dutch Airmindedness
48 Het Vliegveld: A Platform for the Airminded
57 The Accomplishments of the ELTA
65 The Reality of Early Civil Aviation
68 An Aviation Education for the People
77 Schiphol as a Place of Recreation
90 Reassurance about the Dangers of Flying
92 Schiphol Threatened: Banking on Schiphol-mindedness

105 1.2 Schiphol’s Spatial Development from Airfield to Municipal Airport
107 Transportation and Mobility Preceding Aviation
111 The Modernization of Roads
112 Growing Pains: Planning for Civil Aviation in the Netherlands
124 Getting to Schiphol
130 The Search for Airport Architecture
134 The Architect of Schiphol’s Aerodrome
137 The Station Building (1928-1940)
147 Fliegerhorst 561 (1940-1945) and Ruin (1945)
150 The In-between: Schiphol’s Semi-permanent Station Building (1949-1967)
157 - Continued Adaptation of the Semi-permanent Building
161 - Accommodation for the Airminded Masses
164 Part 1: to Conclude

166 Part 2: Schiphol as World Airport of the Netherlands, 1967-1987

168 2.1 Laying a Foundation for a “World Airport”
170 Deciding upon a Type of World Airport
177 The Consequences of a World Airport
186 Architectural Resources and Considerations
191 An International Comparison of World Airports
197 Shifting Image: Schiphol versus The New Schiphol
199 Semi-Permanent Schiphol: Risen from the Ashes (1945-1967)
210 Schiphol-Central (1967-1987)

217 2.2 The Architecture, Interior Design, and Signage of Schiphol as “World Airport”
218 Bouwbureau Stationsgebouw Schiphol
220 - Schiphol’s Development Program (1961)
226 - Another International Excursion: Field Research of BSS
Imagination, Visualization and Architecture
Amsterdam Airport Schiphol from 1919 until 2006

230 The Architecture of the Terminal
236 - Another Expansion: 1975
238 - Structuring Flow
242 Interior Design and Signage: Good Living and Good Traveling
245 - Kho Liang ié’s Interior Design for Schiphol Center (1961-1987)
243 - Benno Wissing’s Signage for Schiphol Center (1961-1987)
250 Part 2: to Conclude

Part 3: Schiphol as National Mainport and AirportCity, 1988-2006

3.1 Mainport and AirportCity: Meaning and Consequence
254 Unravelling the “Mainport” and “AirportCity”
257 1988: Mainport Schiphol
268 Nuisance and Growth: A New Dimension to the Airport’s Image
276 Schiphol as AirportCity
278 Early Visualizations of Airport Cities
286 Schiphol’s AirportCity Concept

3.2 Schiphol’s Architecture, Interior Design, Wayfinding, and Landscaping
300 A Stroll Along Terminal West in 2006
319 Terminal West: Design Principles as a Means of Structuring Flow
329 Interior Design: Thinking from the Passenger’s Perspective
334 Wayfinding: Consistency and Clarity
342 “Landscaping Schiphol”
352 Part 3: to Conclude

Conclusion

356 The Many Faces of Schiphol
363 The Establishment of an Image Tradition
364 Architecture as a Structuring Principle: a Schiphol Tradition
365 Imagination, Visualization and Architecture: Oscillating Reciprocity
366 Cultural Significance: Meaning and Consequence

Bibliography

Archives

Interviews

Appendix A: Formal Qualities of Visual Artefacts

Research Corpus of Visual Artefacts (1920-1967)
Polygoon Hollands Nieuws Corpus
Background of Hollands Nieuws
Formal Qualities of Hollands Nieuws
Industrial Film Corpus
Background and Formal Qualities of the Industrial Film
Press Photography Corpus
Formal Qualities of Press Photography
Postcard Corpus
Background and Formal Qualities of the Postcard