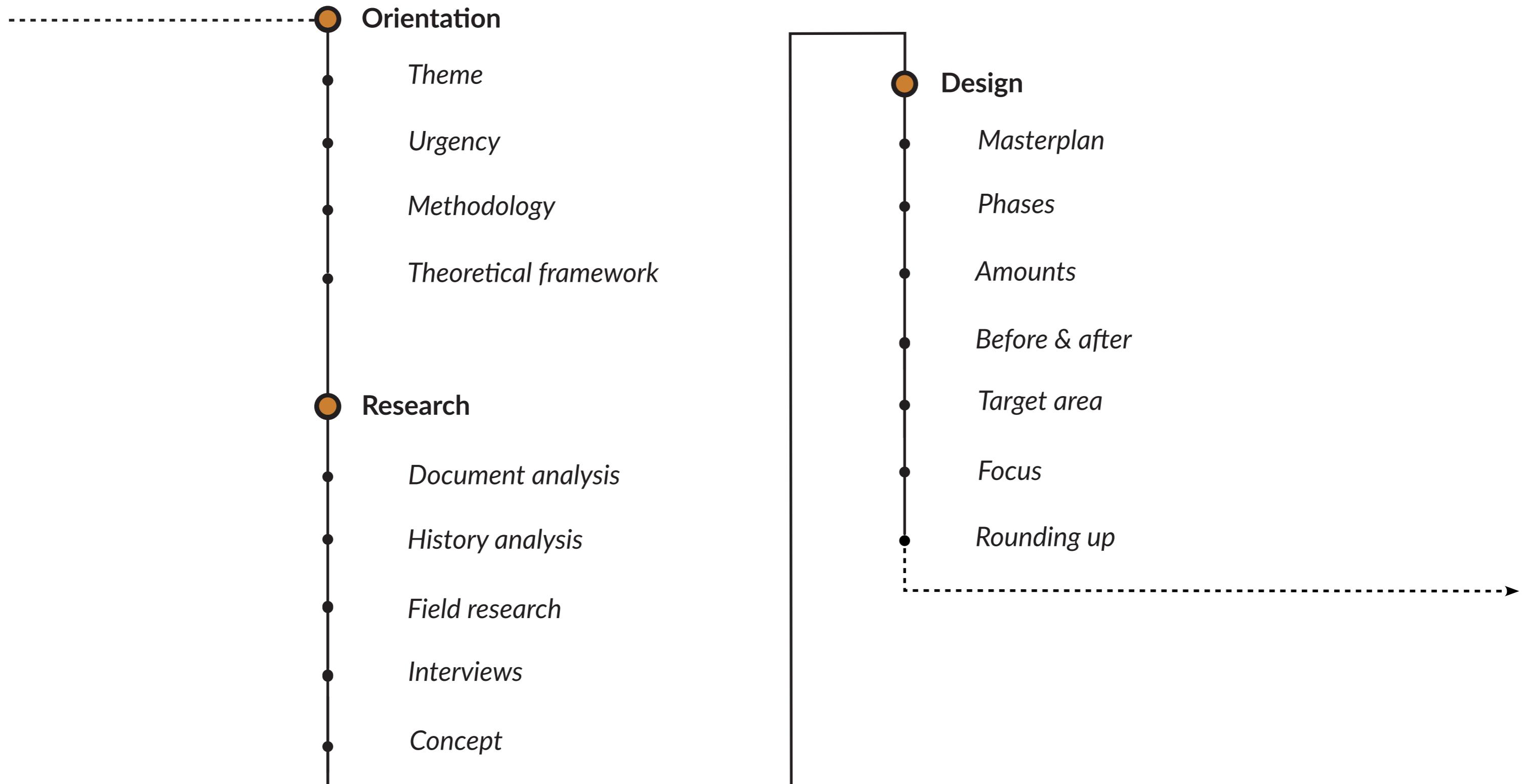


DE BOGAARD: REIMAGINED

Stimulating the attraction force of a 20th century Dutch shopping mall





ORIENTATION

Finding a theme, subject and case study



“Not everything **is** heritage, but anything could
become heritage”

Peter Howard, 2003, p4



THEME

A thin horizontal line ending in an arrow pointing to the right.



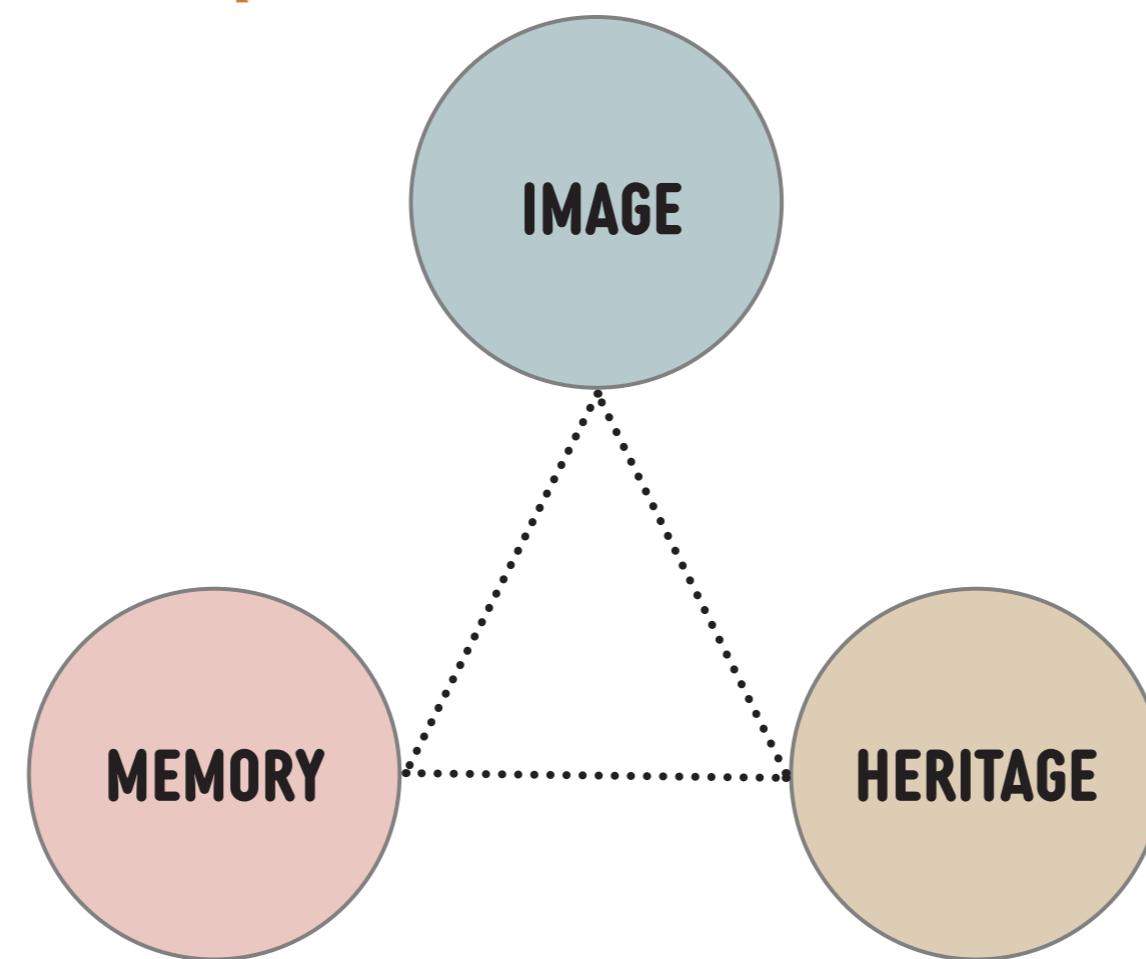
Heritage

A special possession that has been transmitted to us by a predecessor, that we connect value and memories to.



*The **beliefs and impressions** that we have linked to a **certain space**.*

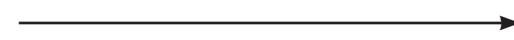
*A certain **mental connection** we have made with a **specific activity or place**, that we relate to that specific activity or place.*



*A **special possession** that has been transmitted to us by a **predecessor**, that we connect **value and memories** to.*



URGENCY



Veel leegstaande winkels in Leidsche Rijn Centrum; wat is er aan de hand?

ALGEMEEN 27/3/2023 - 12:13

– Redactie

Vacancy in the physical retail realm

De winkelstraat in Terneuzen: veel leegstand

Is Noordstraat Terneuzen voorbeeld van achteruitgang? 'Van ooit bruisende winkelstraat tot een heel leegstand'

28 maart, 20:00 • 3 minuten leestijd

Dat er sprake is van een 'neerwaartse spiraal van verschraling', in Zeeuws-Vlaanderen, zoals een onderzoek heeft vastgesteld, daar kunnen ze in onder meer Terneuzen over meepraten. In de afgelopen tien jaar is het winkelhart met forse stappen achteruit gegaan. De ene winkel na de andere sluit de deuren om de grootste Zeeuwse gemeente te verlaten.

► De toch al met leegstand kampende Bergse binnenstad ziet in korte tijd weer een aantal winkels verlaten. © Peter Bakmann/Pix4Profs

Nog meer winkels vertrekken uit Bergse binnenstad: 'Ik heb maar één goede dag en dat is de zaterdag'

Raha Souroosh - 4509374

Graduation Studio H&A - Modern Malls - P5



E-commerce

Christiaans & Almendra, 2012

With the growth of e-commerce a lot customers choose to make use of online shopping for their retail needs, instead of visiting shopping malls.



Recession

Deloitte, n.d. -a

The COVID-19 pandemic has had forced stores to close for longer periods of time, causing customers to seek other options to fill their retail needs. Additionally, a lot of brands did not survive the lock-downs.



Way of shopping

Deloitte, n.d. -b

The e-commerce gives the convience of shopping from home, however the need for meeting places and retail based experiences remains up to the physical retail realm.



METHODOLOGY





User-orientated

Approaching the research from the perspective of the current and the future users, what they need to be attracted, as well as how they use the area.



1

Literature review

Theories and research strategies

2

Document & History analysis

History of De Bogaard & data on Rijswijk

3

Field research

Current situation De Bogaard and the behaviour of current visitors

4

Interviews

Visitors' likes, wants and needs and their perspective on heritage



THEORETICAL FRAMEWORK



1

Re-architecture
Pereira Roders, 2007

Interviews:

Understanding and categorising heritage and values of visitors.

2

Retail success
Kent, 2007

Interviews:

Researching the needs, wants and likes of visitors in retail design.

3

How buildings learn
Brand, 1995

Interviews:

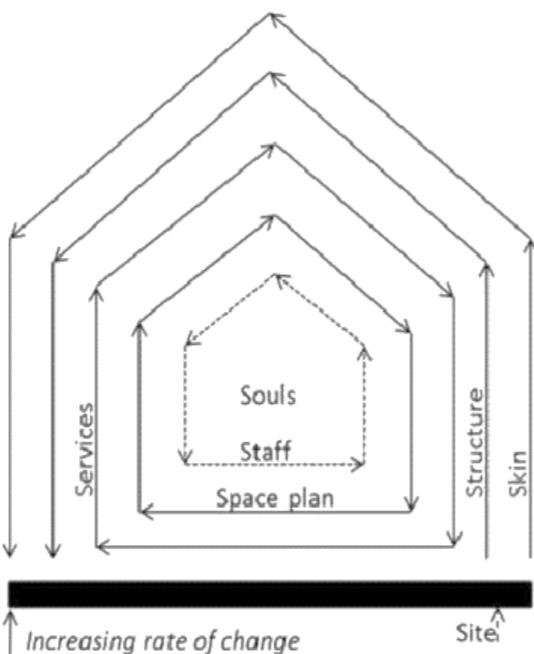
Categorising the needs, wants and likes of visitors in retail design.

4

A pattern language
Alexander, 1977

Field research:

Understanding and categorising the behavioural patterns of visitors.



Pereira Roders, 2007

Brand, 1995

Shearing layers	Description	Typical lifespan/activity
Site	Location and context	Permanent
Structure	Bones	30-300 years
Skin	Envelope	20+ years
Services	Lifeblood	7-20 years
Space plan	Interior layout	3 years
Stuff	Furniture and equipment	Under 3 years
Souls	People	Daily



Kent, 2007



“**The pattern language** contains rules for how human beings **interact** with **built forms**—a pattern language codifies **practical solutions** developed over **millennia**, which are appropriate to **local customs, society, and climate**”

David Ing, 2020

“Each **pattern** describes a **problem** which occurs over and over again in our environment, and then describes **the core of the solution** to that problem, in such a way that you can use this solution a million times over, without ever doing it the same way twice”

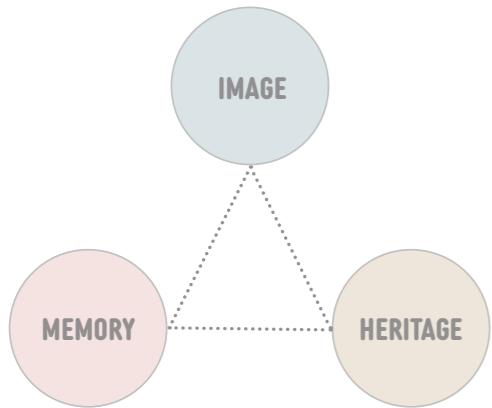
Christopher Alexander, 1977

RESEARCH

Researching the subject, the case and finding references



How can an existing modern Dutch shopping mall be redesigned
in order to enhance its appeal to more users?



The Dutch shopping mall has a 'long' history and has been transmitted to us by our predecessors

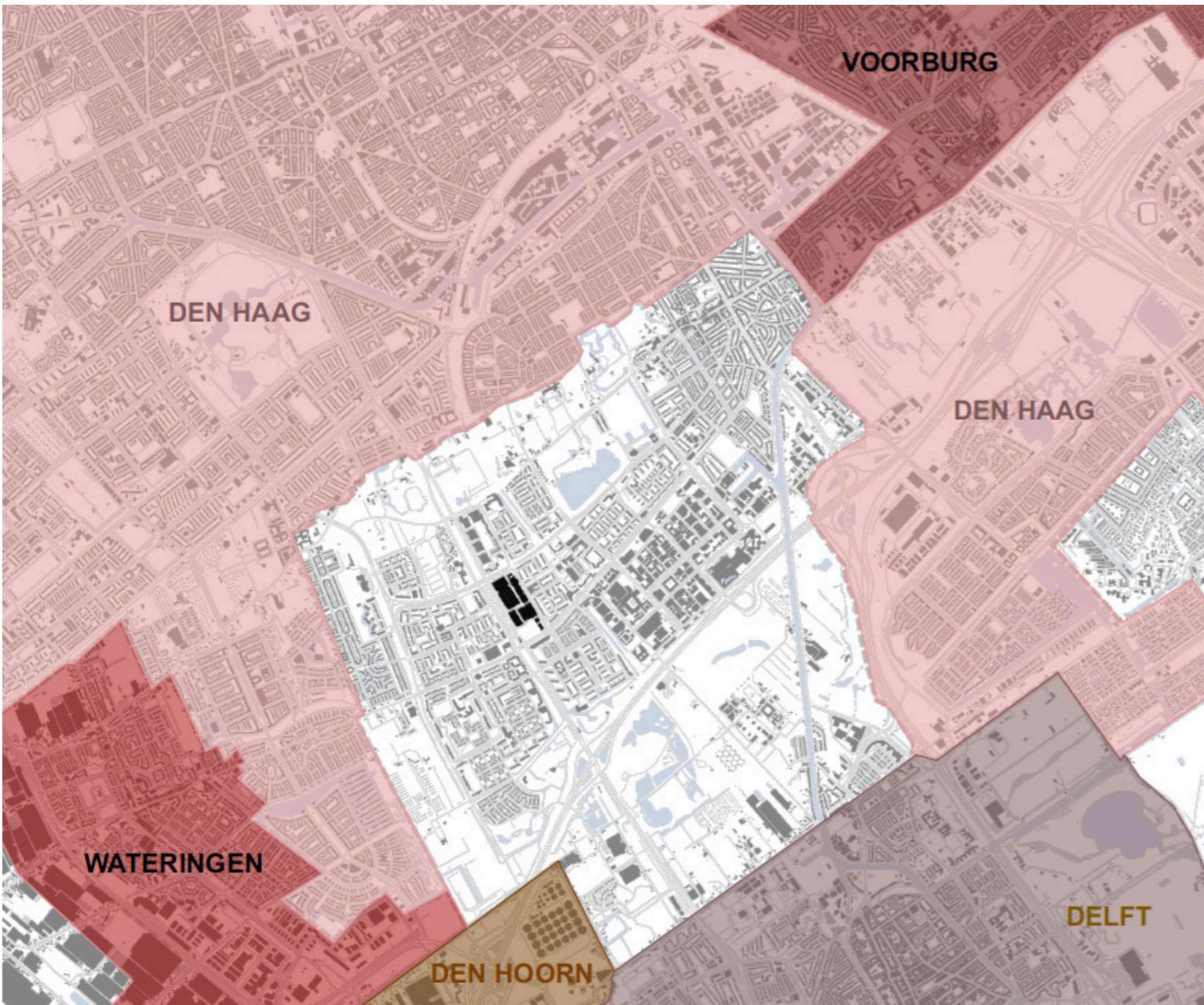
How can an **existing modern Dutch shopping mall** be redesigned in order to **enhance its appeal** to more **users**?

As the mall is already existing, the current users have memories connected to the mall

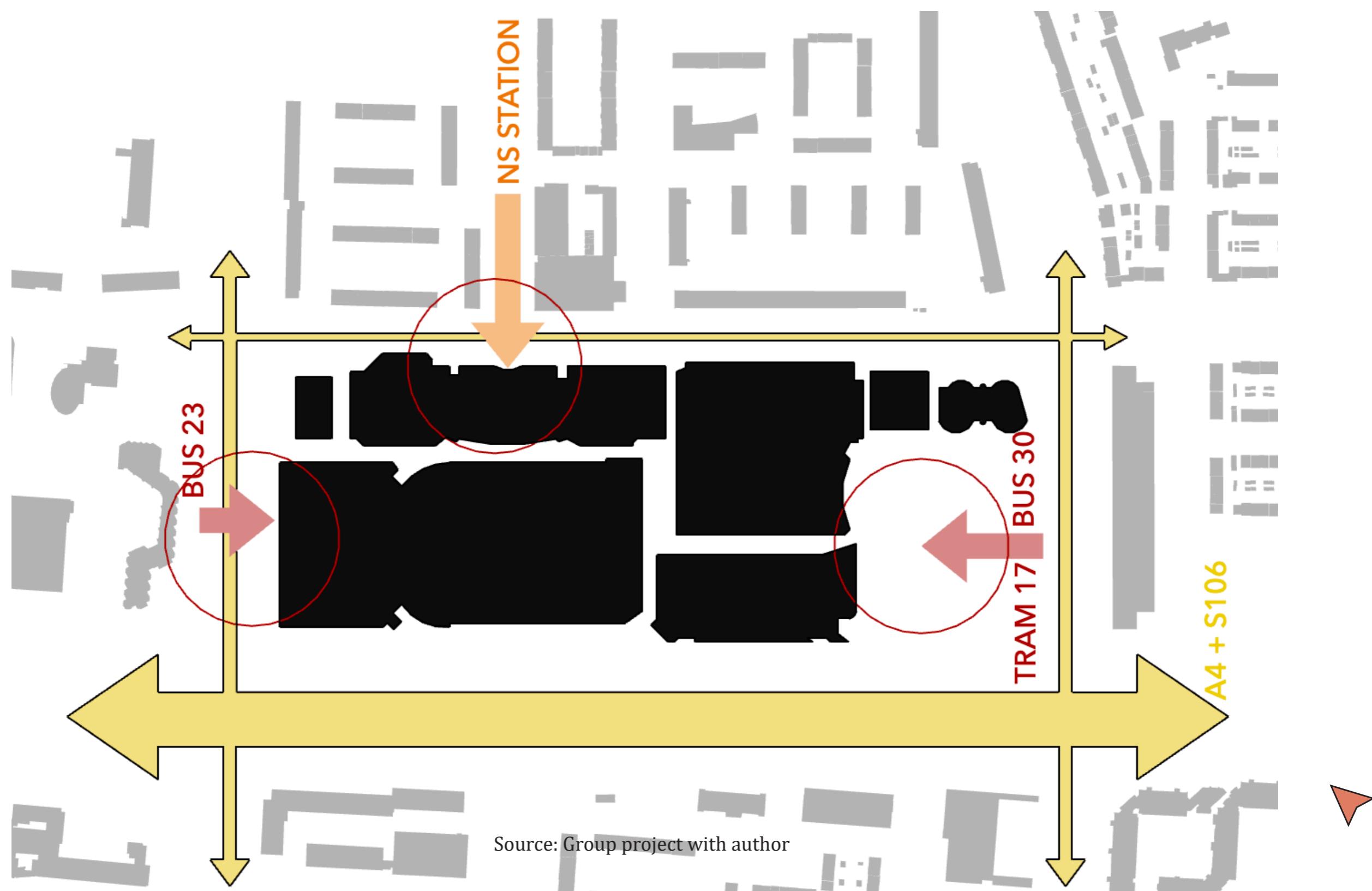
Reimaging through redesigning and offering new possibilities to make more/better memories



DOCUMENT ANALYSIS

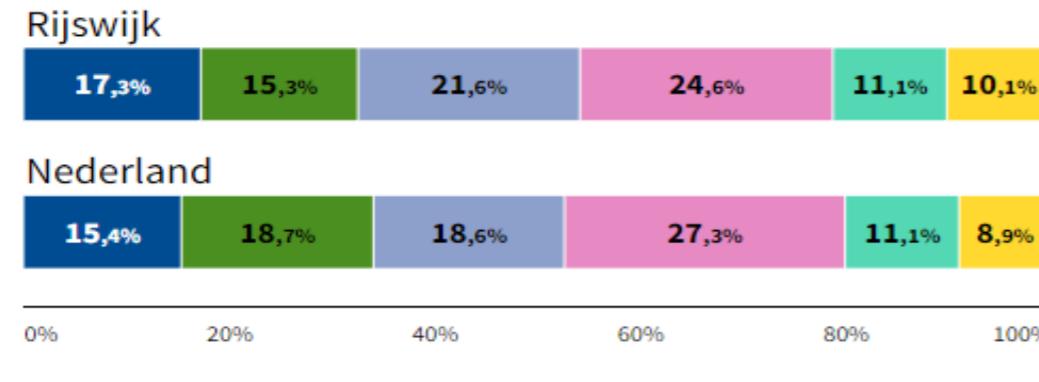


Source: Group project with author

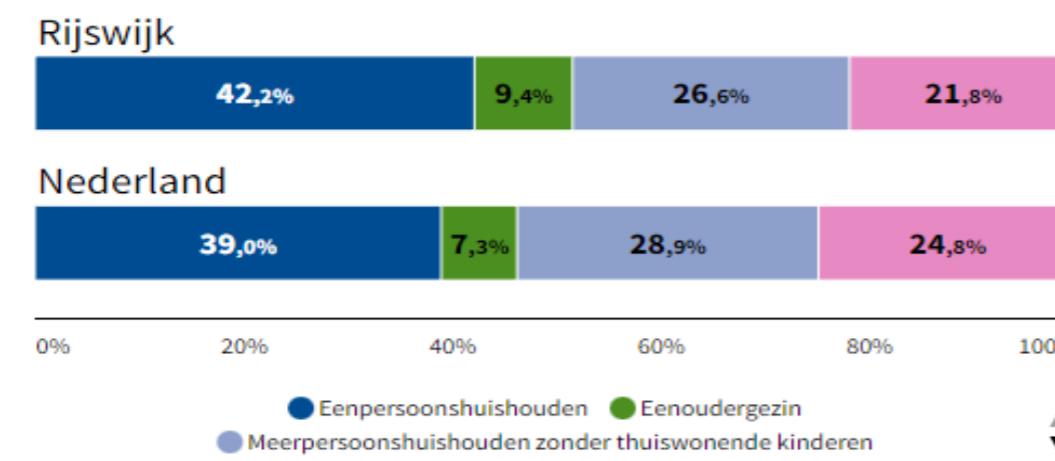




Inwoners naar leeftijdsgroep

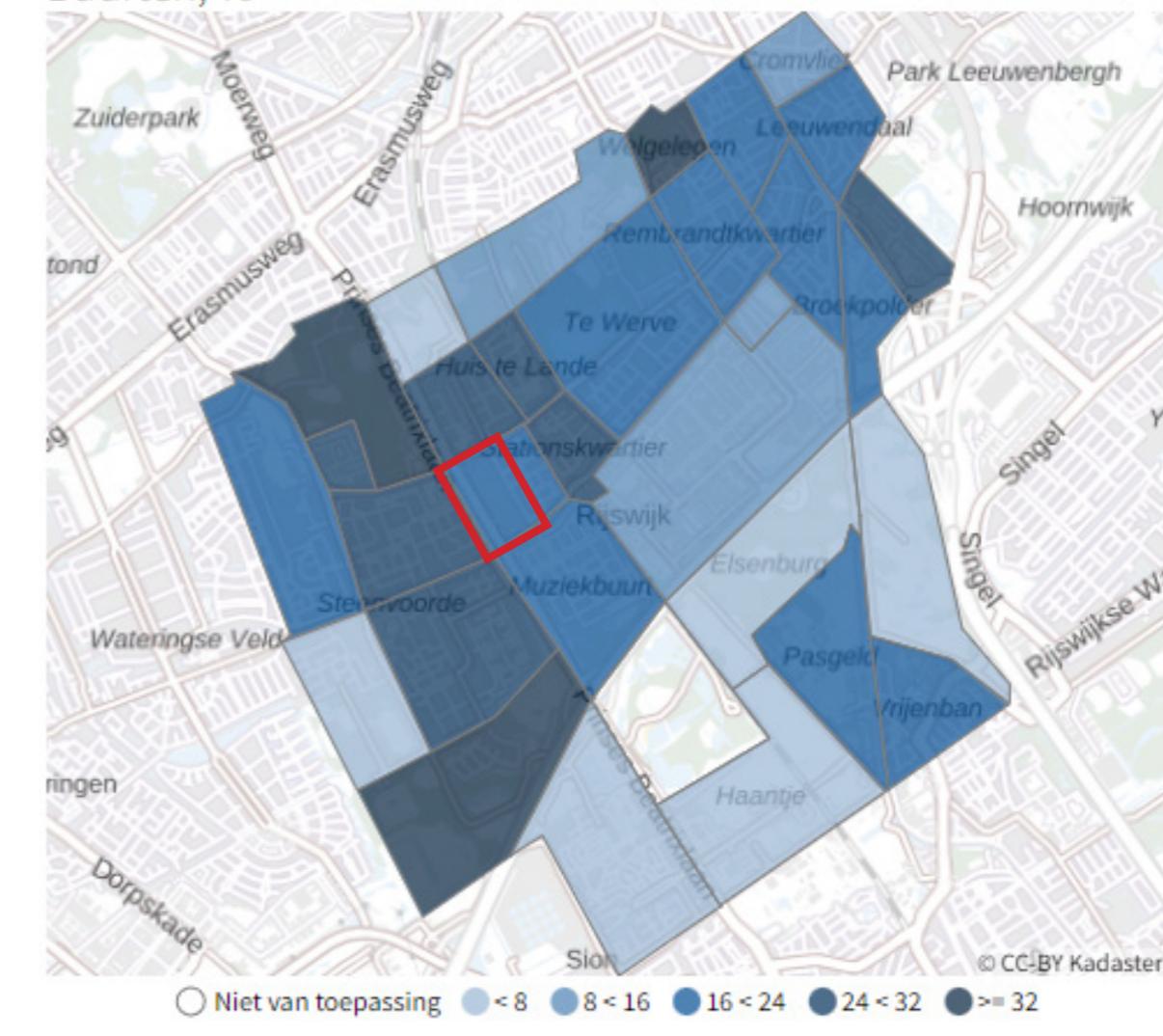


Huishoudens naar samenstelling



Aandeel 65-plussers per buurt

Buurten, %





1

Connected to public transport

Less need for car connection, more need for pedestrians and cyclists, and a better connection of NS to living area.

2

Located between major cities

Opportunities to attract citizens that work in surrounding major cities, as commute will be short.

3

Surrounded by major city centres

Competing in retail and functions, must either offer different functions or enhance community and stimulate Rijswijk.

4

1-person household and 65-plus

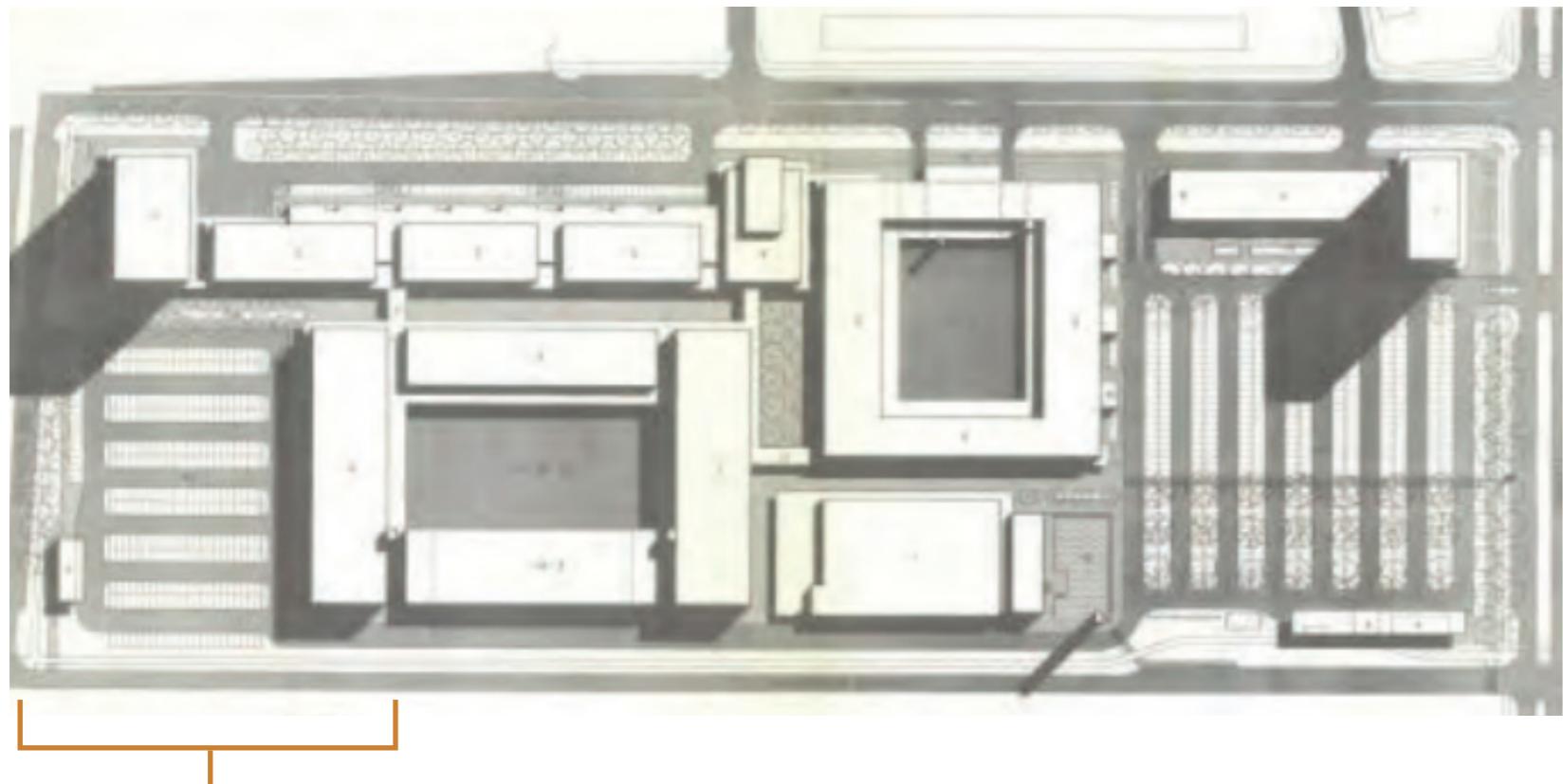
In need of leisure, community and connections in order to keep the surrounding citizens happy.



HISTORY ANALYSIS

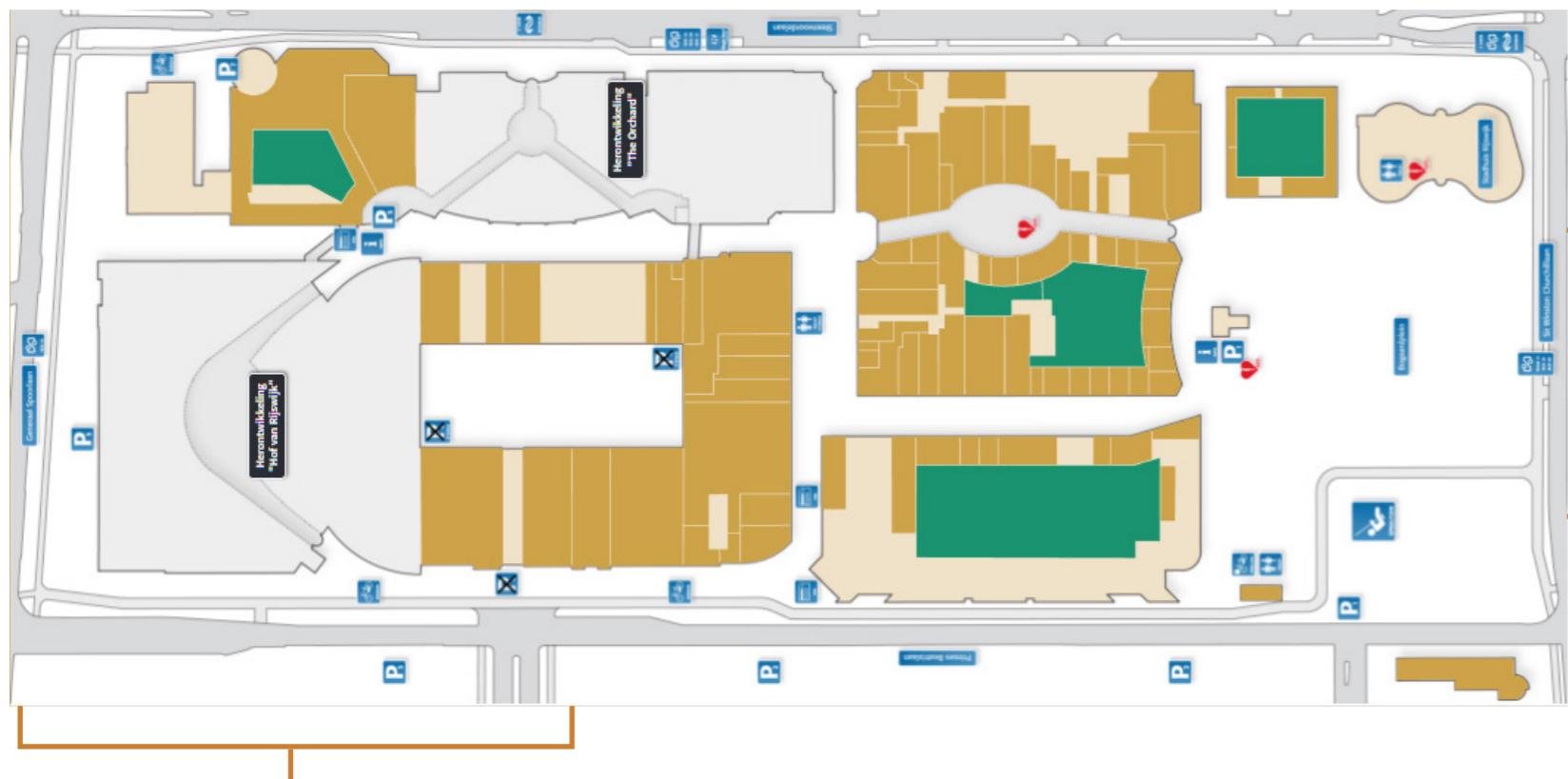


Source: Gemeente Rijswijk, 2019

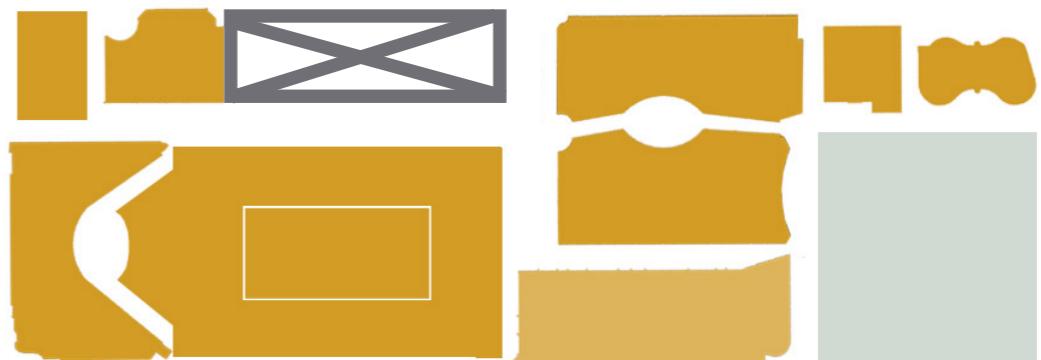
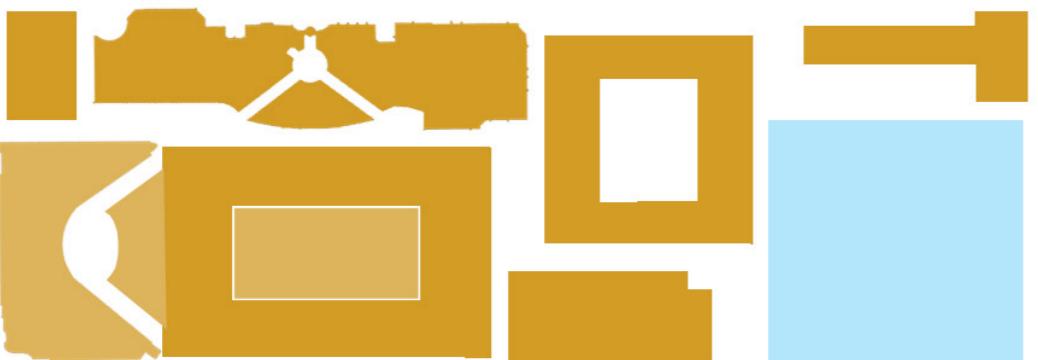
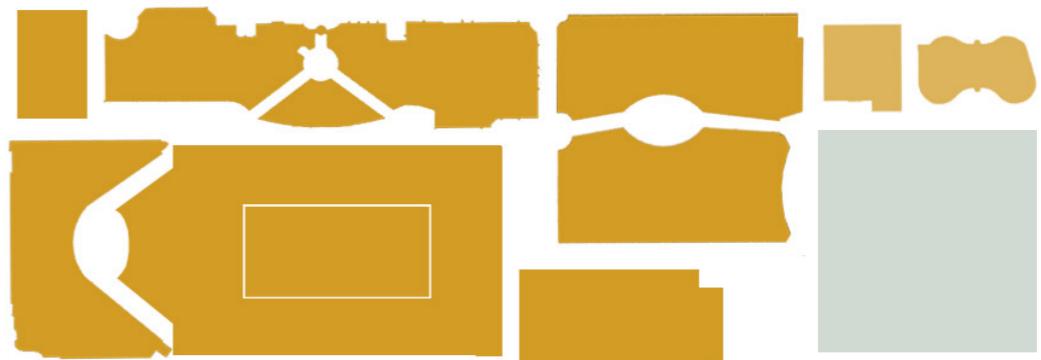
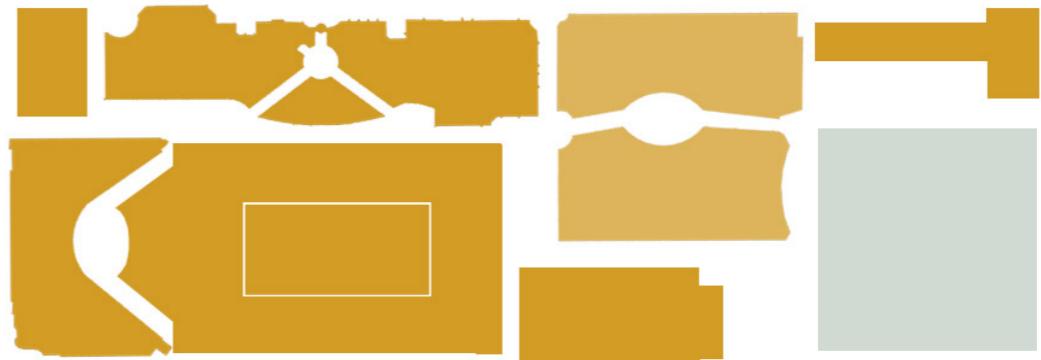




Source: Bogaard stadscentrum, 2022

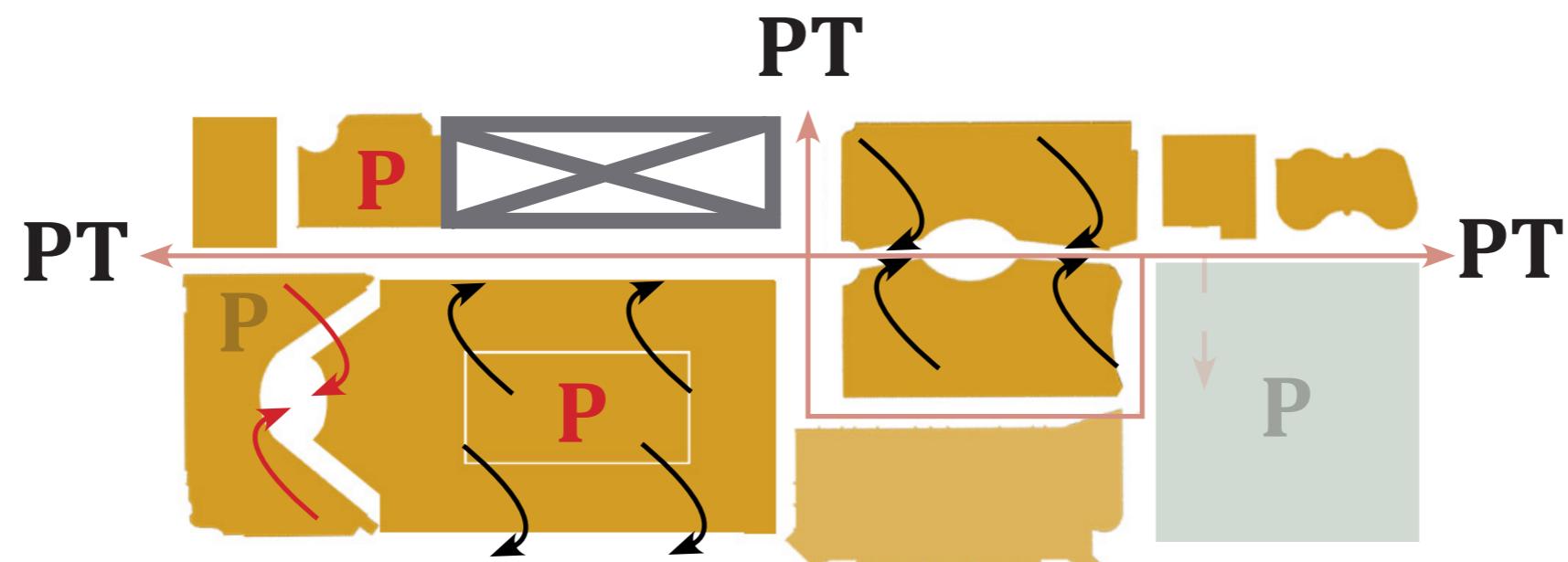
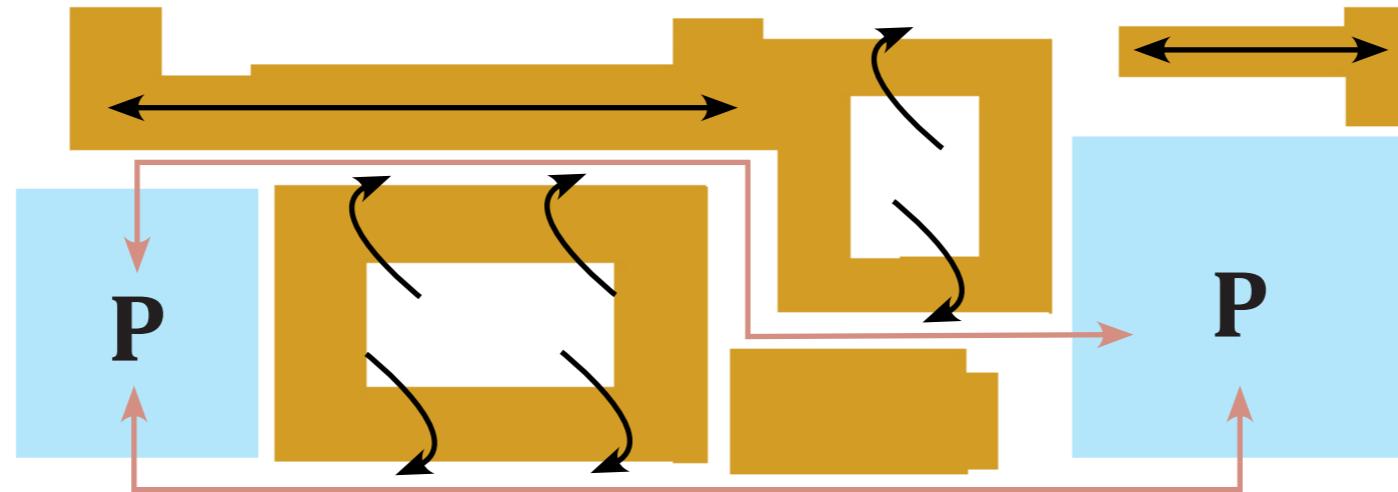


Source: Google Maps, 2023



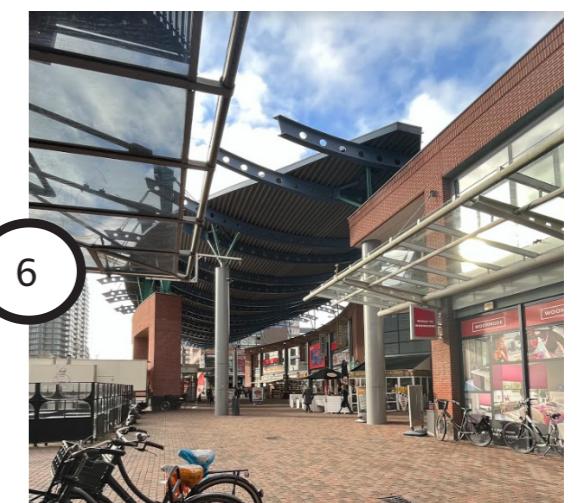
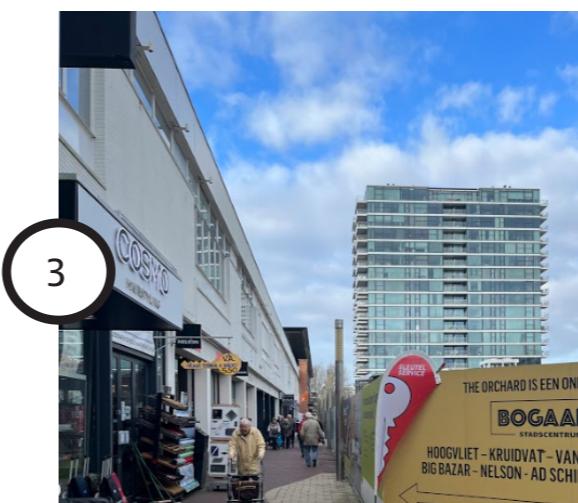
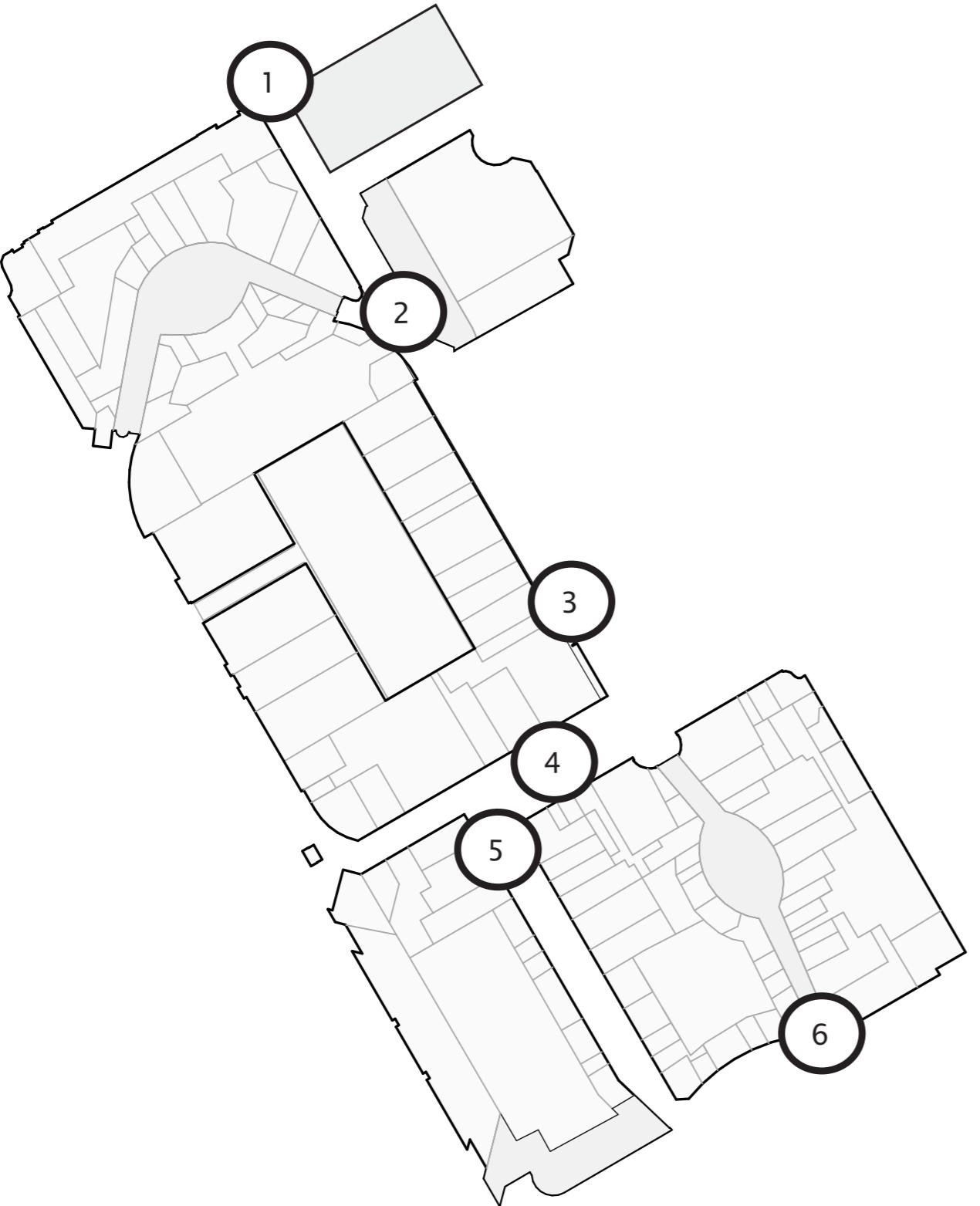
Source: Group project with author

Source: Gemeente Rijswijk, 2019

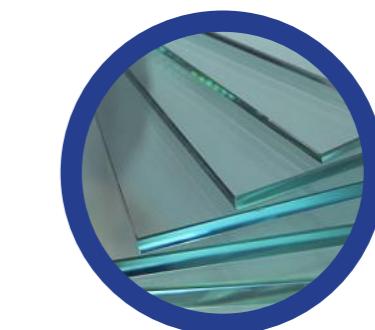
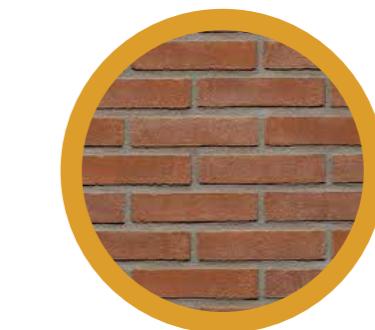
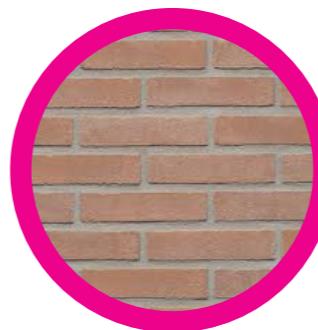
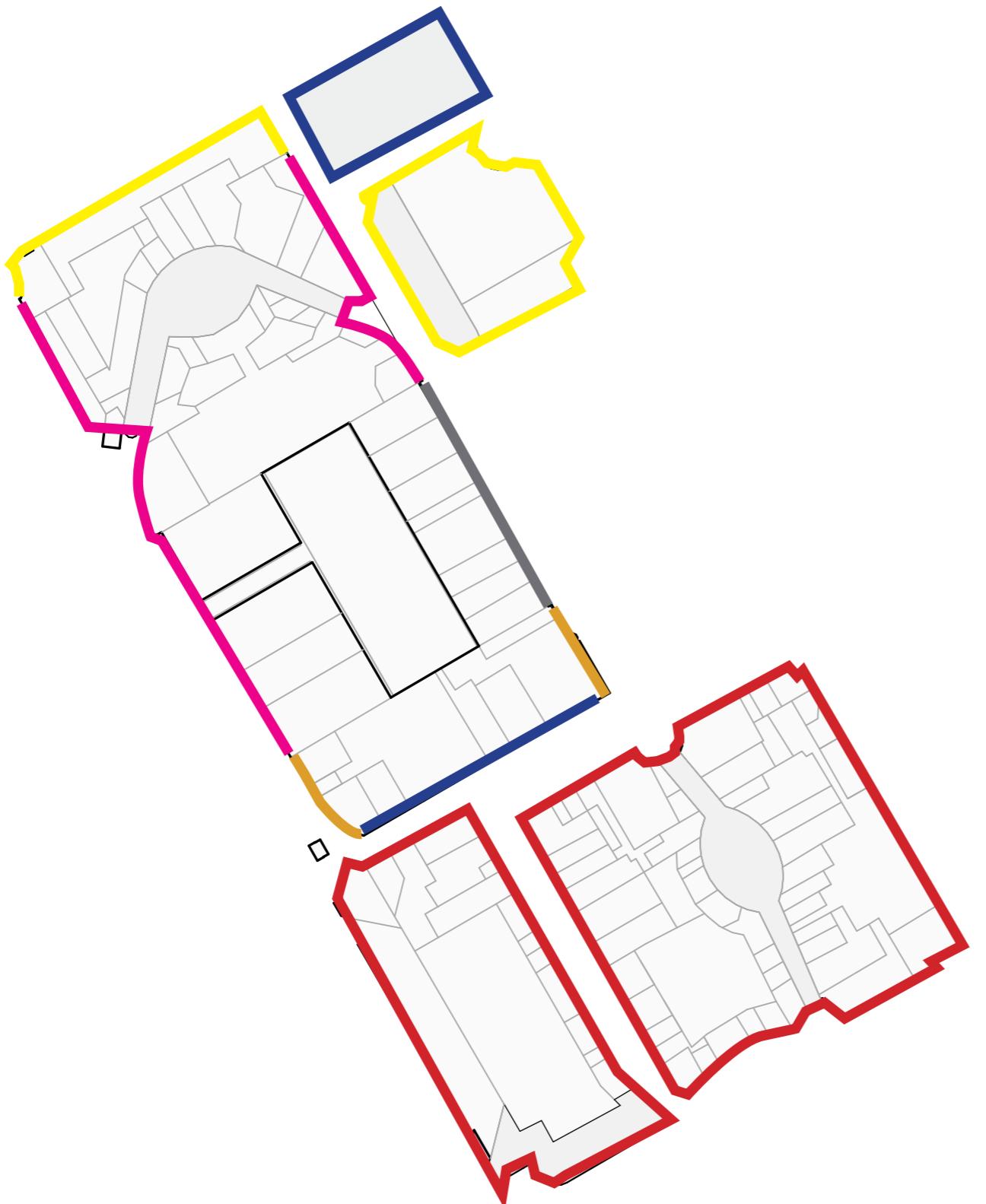




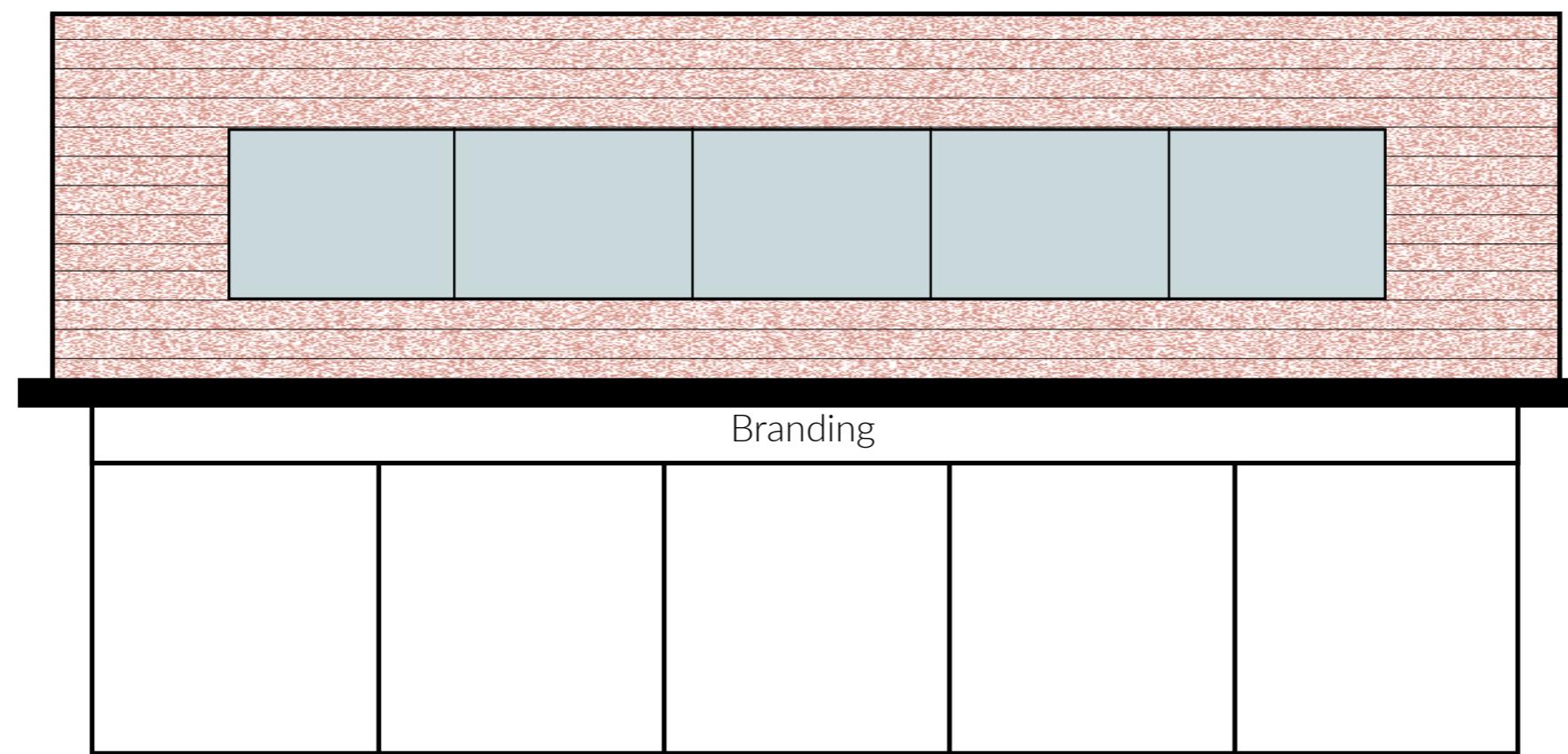
FIELD RESEARCH

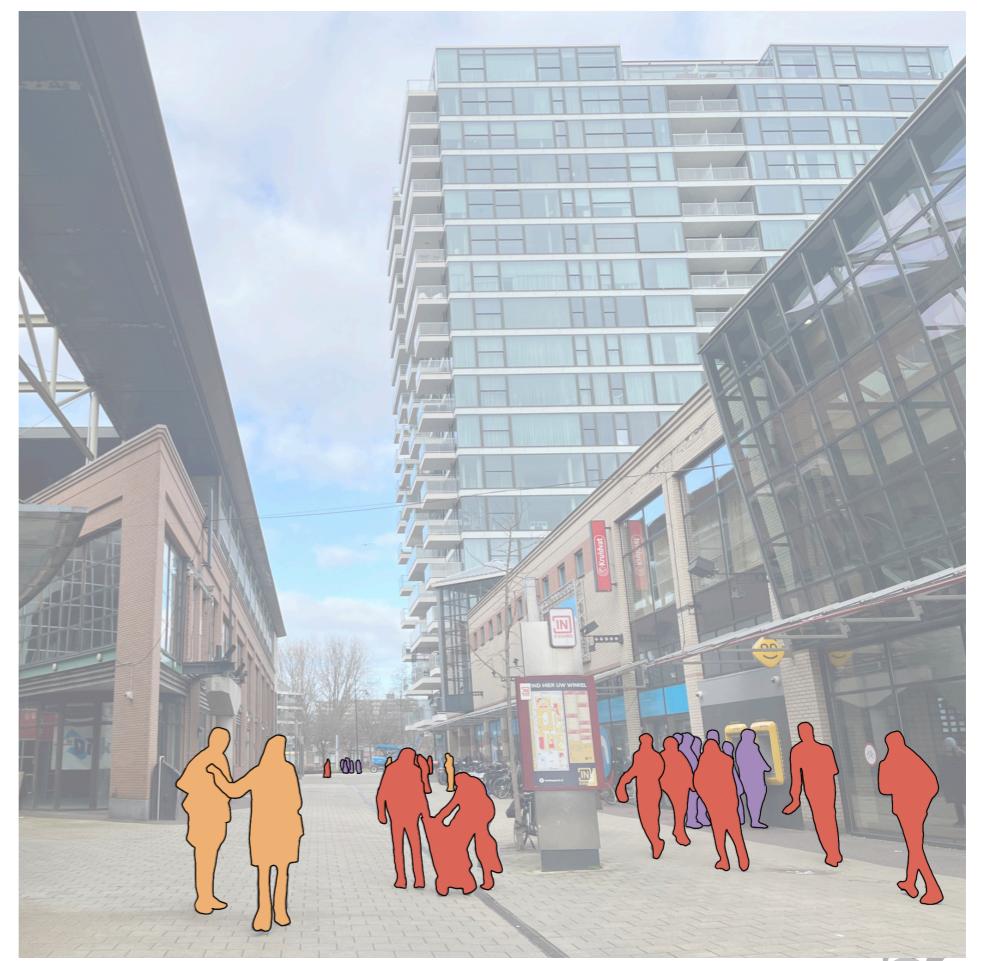
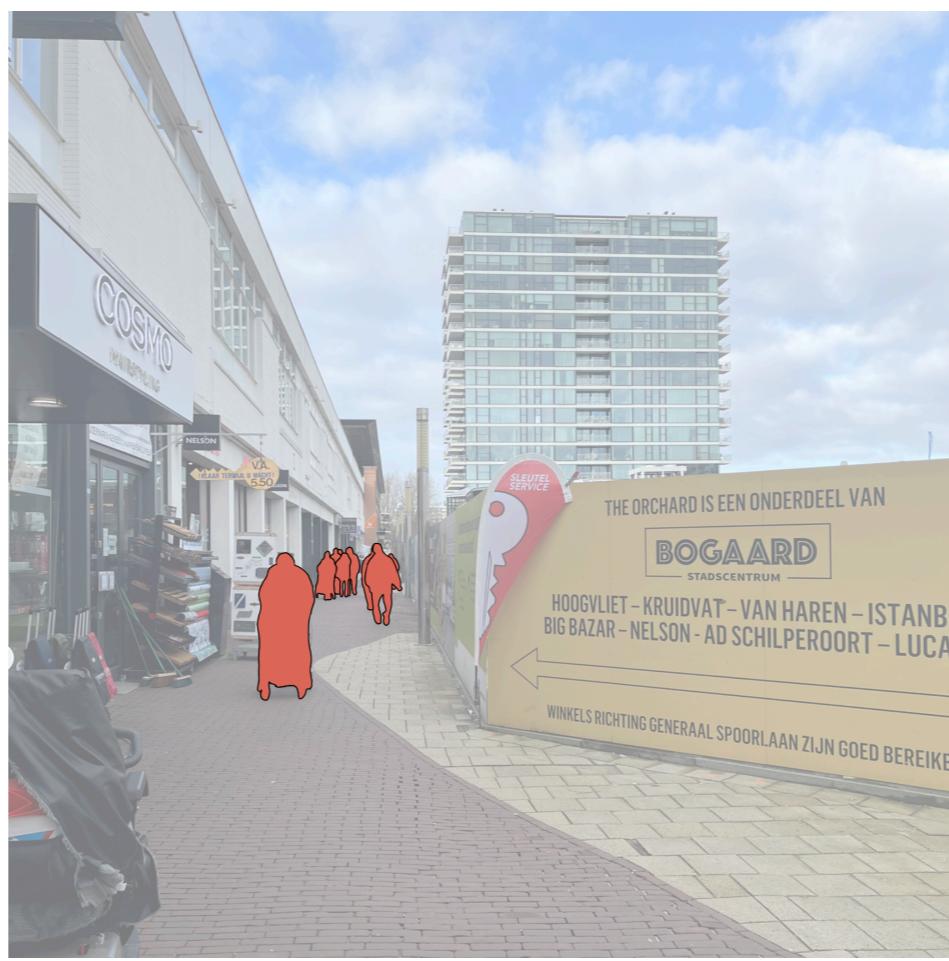
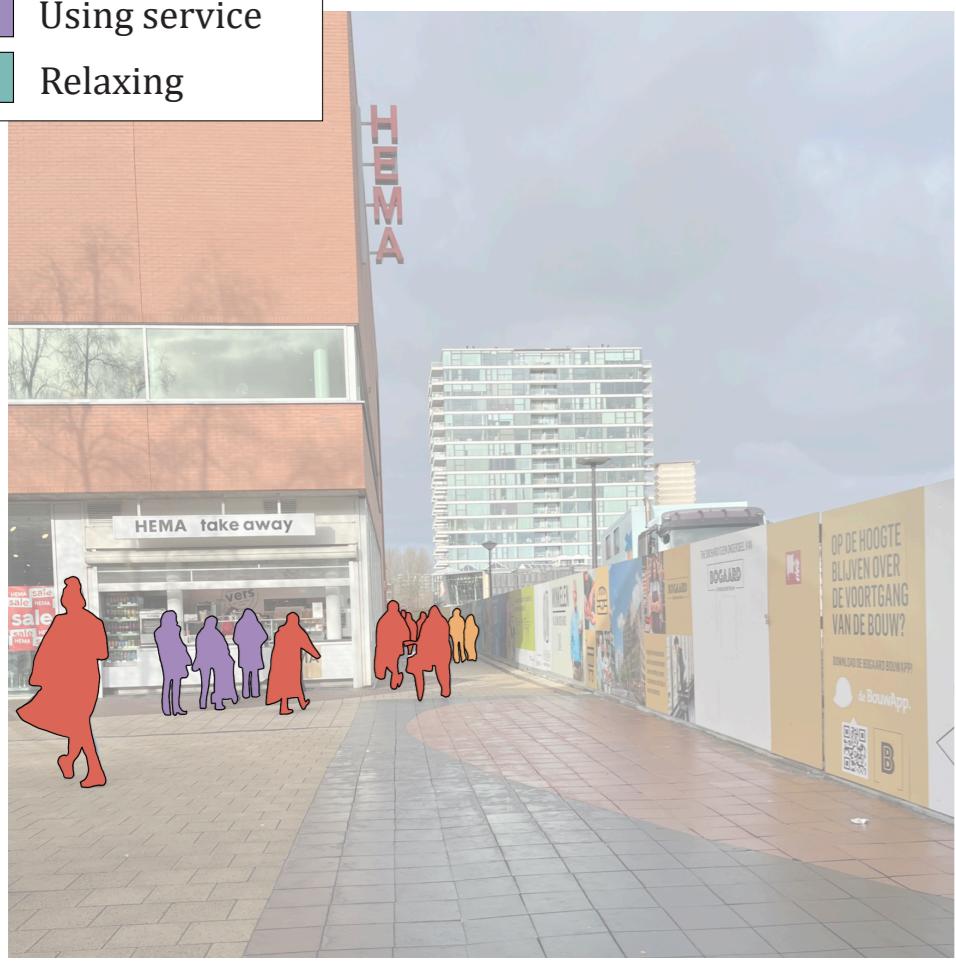
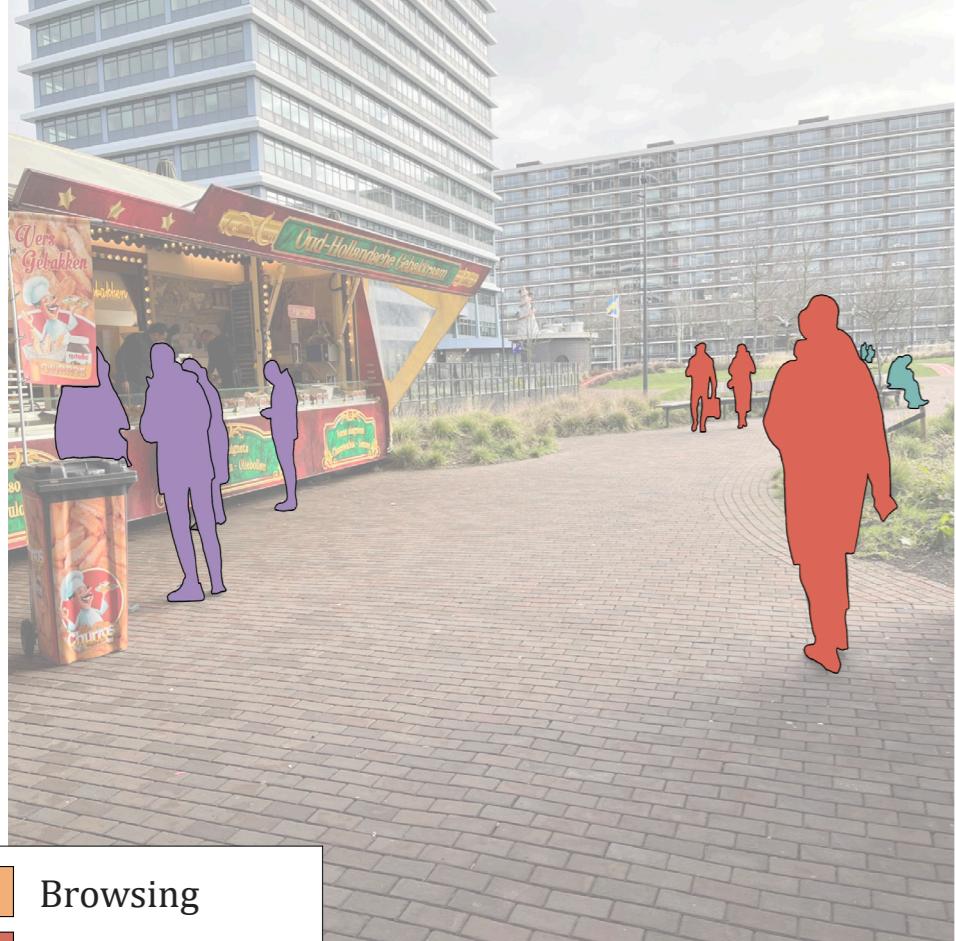


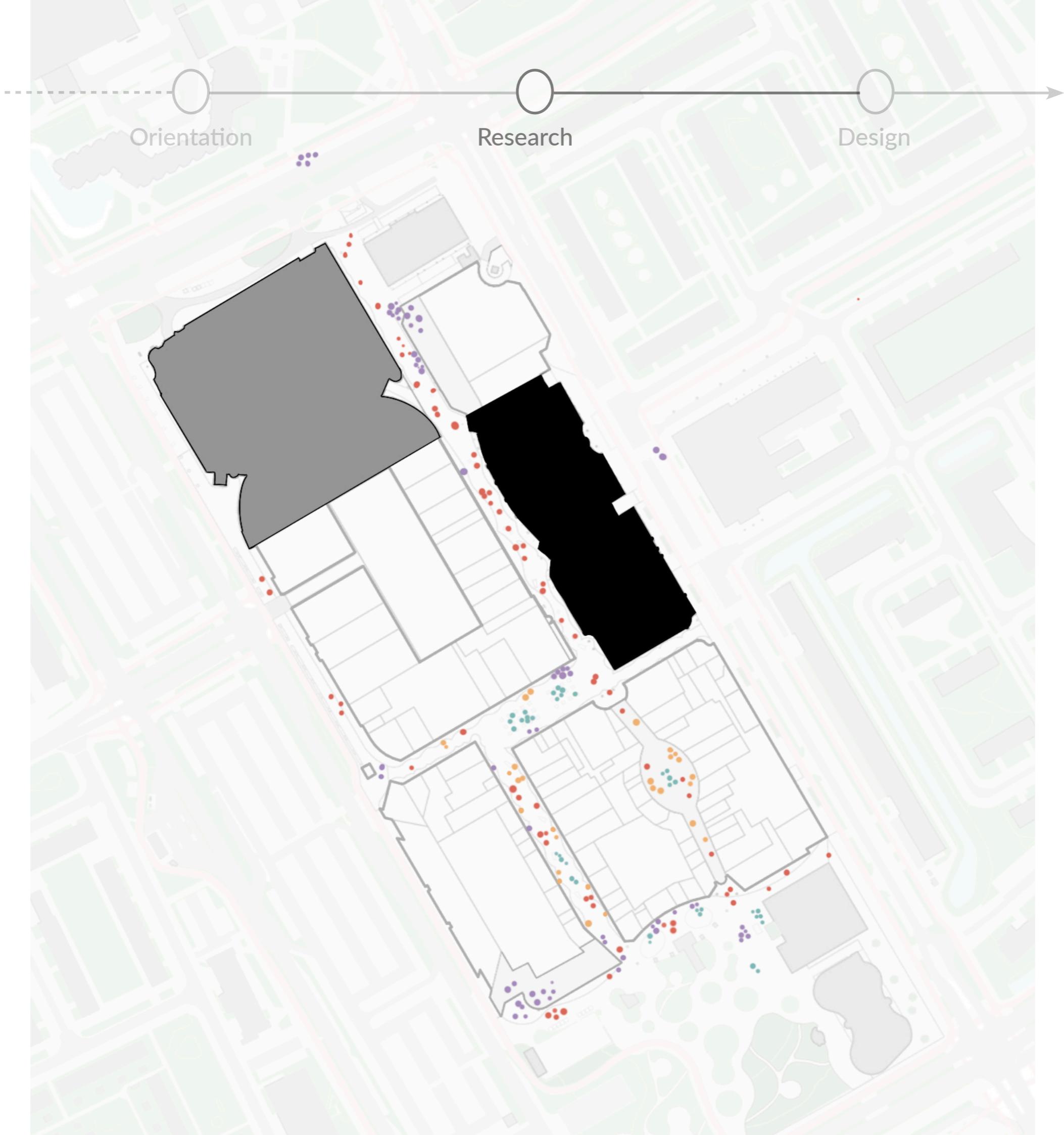
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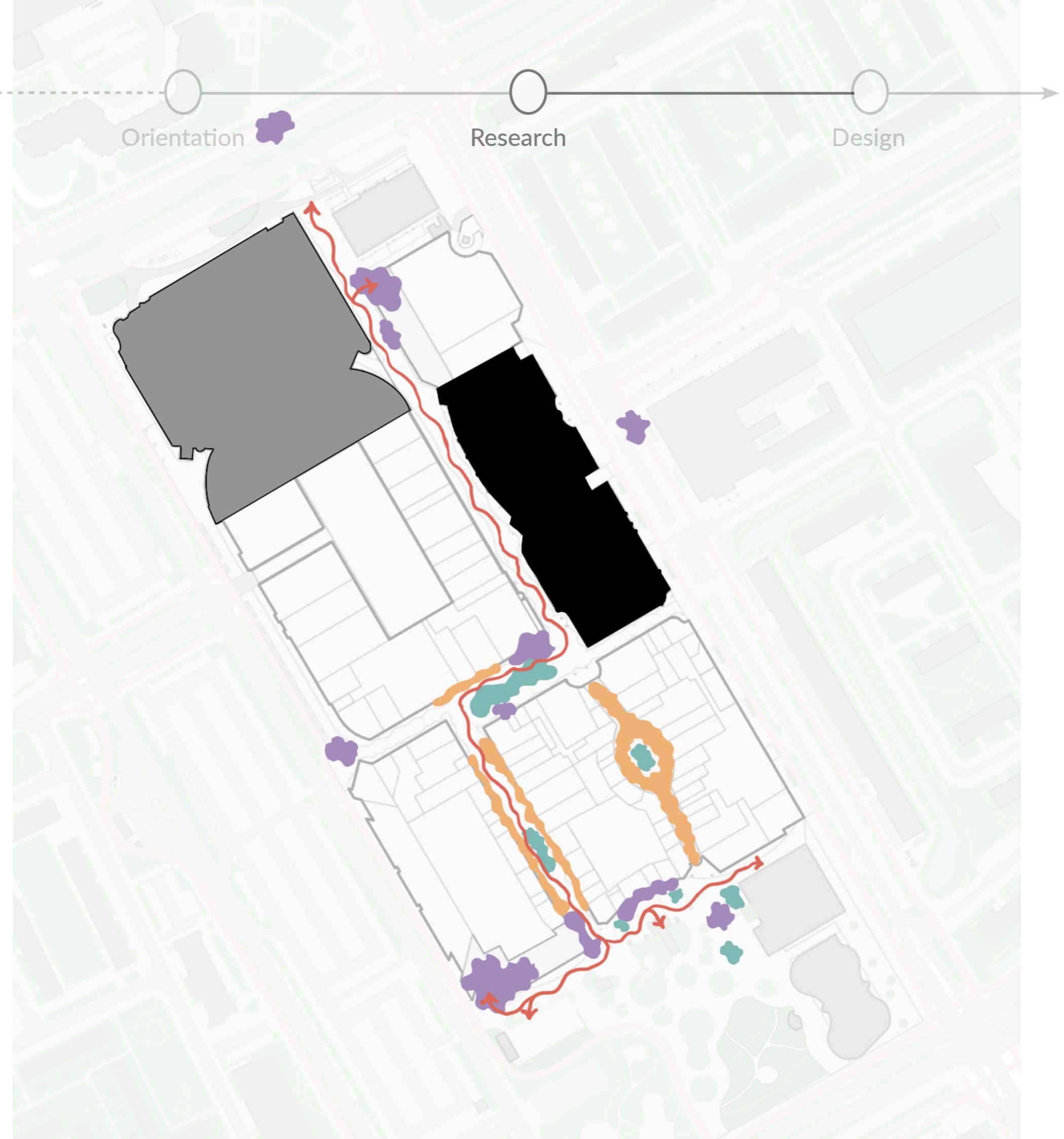


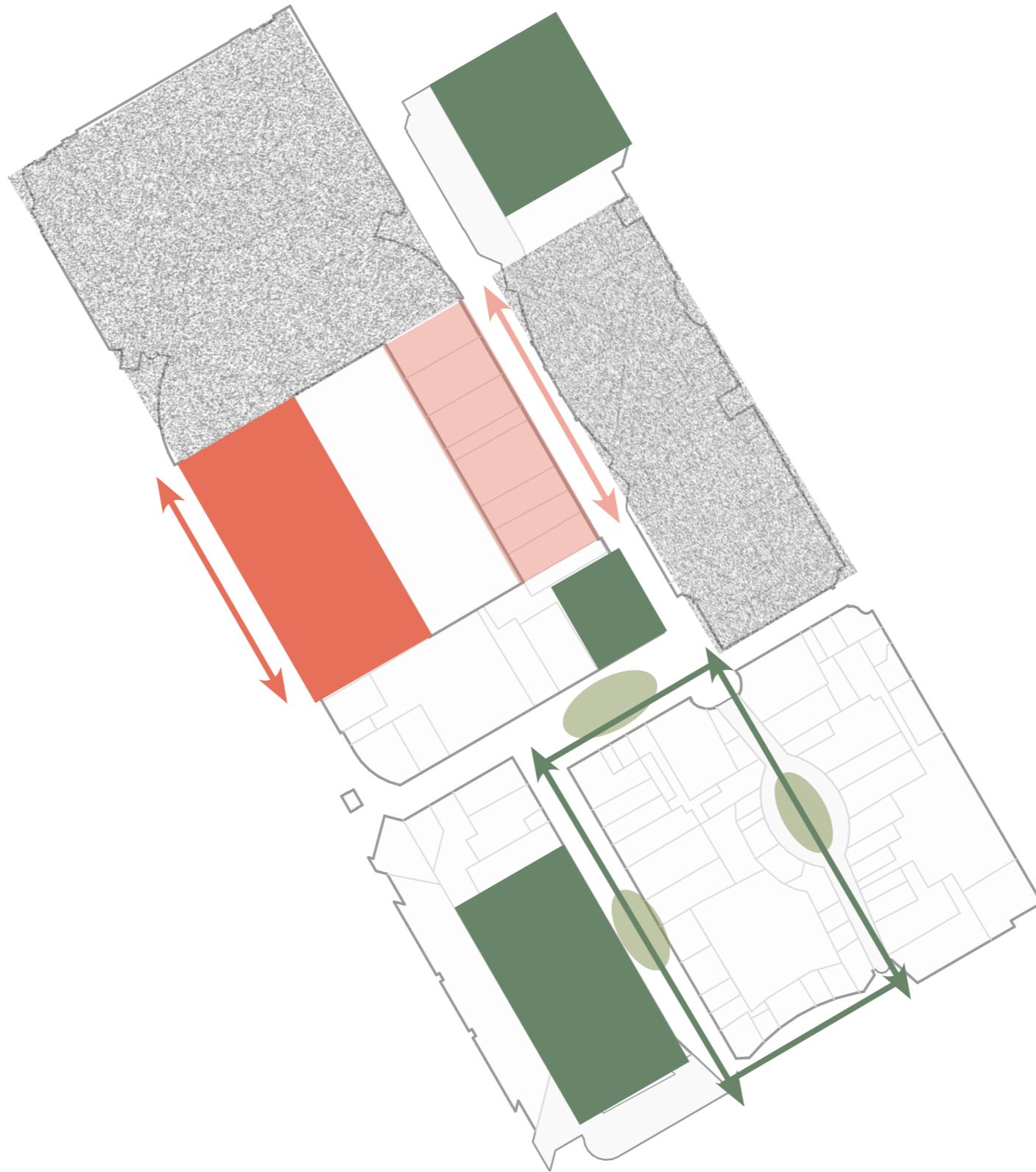
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INTERVIEWS





1

General shopping malls

The shopping mall has lost its attraction. Most people only visit it for work and to meet up with friends.

2

20th century Dutch shopping malls

Shopping malls tend to get old faster than most buildings and need to constantly renovate and keep the buildings up to date. People want good services, functions and various supply.

3

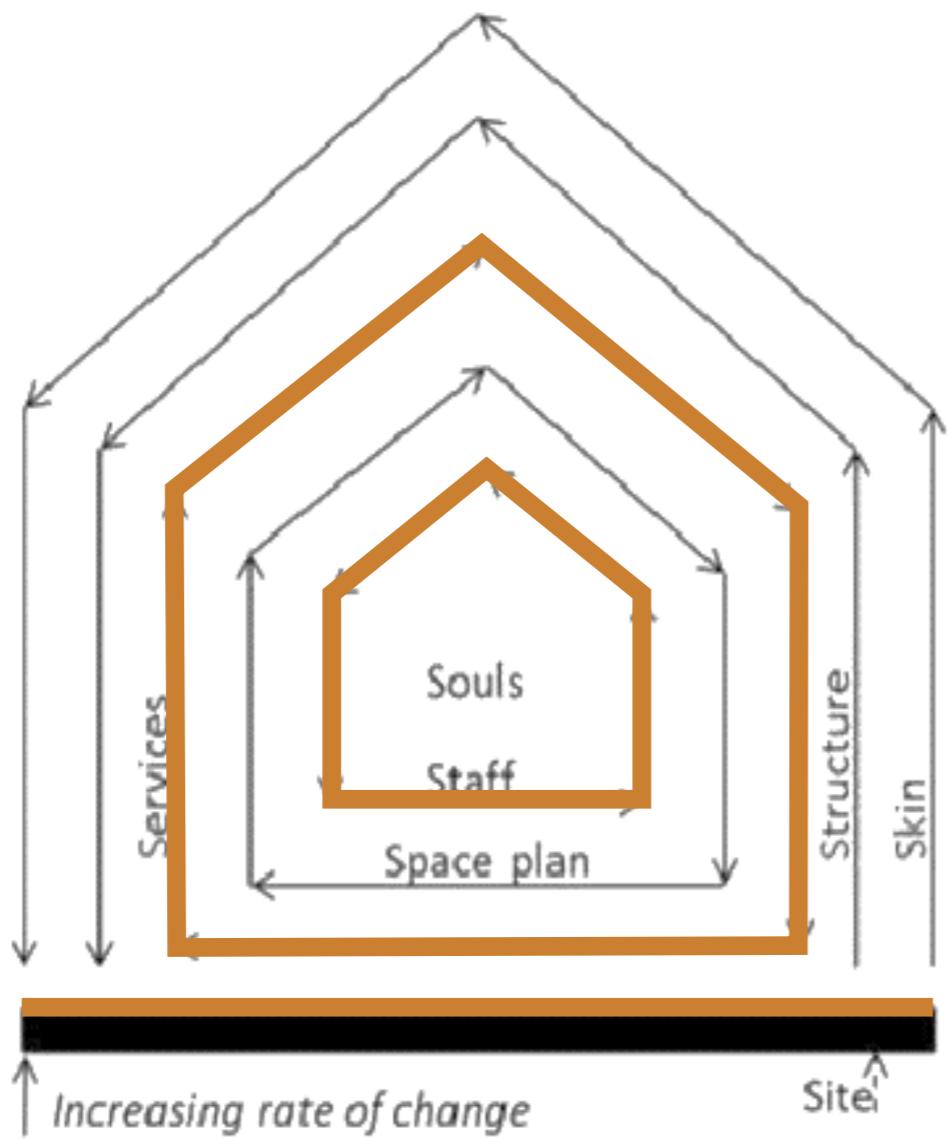
Changes over the years

Smaller changes tend to go unnoticed. The move of essential buildings, brands and services have the most influence.

4

Heritage and values

Heritage does play a value in the connection people have with shopping malls. Even though old does not mean better, seeing the history in the shopping mall seems to attract.



Shearing layers	Description	Typical lifespan/activity
Site	Location and context	Permanent
Structure	Bones	30-300 years
Skin	Envelope	20+ years
Services	Lifeblood	7-20 years
Space plan	Interior layout	3 years
Stuff	Furniture and equipment	Under 3 years
Souls	People	Daily



ECOLOGICAL
SPIRITUAL
ESSENTIAL
EXISTENTIAL

SOCIAL
SPIRITUAL
EMOTIONAL (IND.)
EMOTIONAL (COL.)
ALLEGORICAL

ECONOMIC
USE
NON-USE
ENTERTAINMENT
ALLEGORICAL

AGE
WORKMANSHIP
EXISTENTIAL
MATURITY

POLITICAL
EDUCATIONAL
MANAGEMENT
ENTERTAINMENT
SYMBOLIC

SCIENTIFIC
WORKMANSHIP
TECHNOLOGICAL
CONCEPTUAL

AESTHETICAL
ARTISTIC
NOTABLE
CONCEPTUAL
EVIDENTIAL

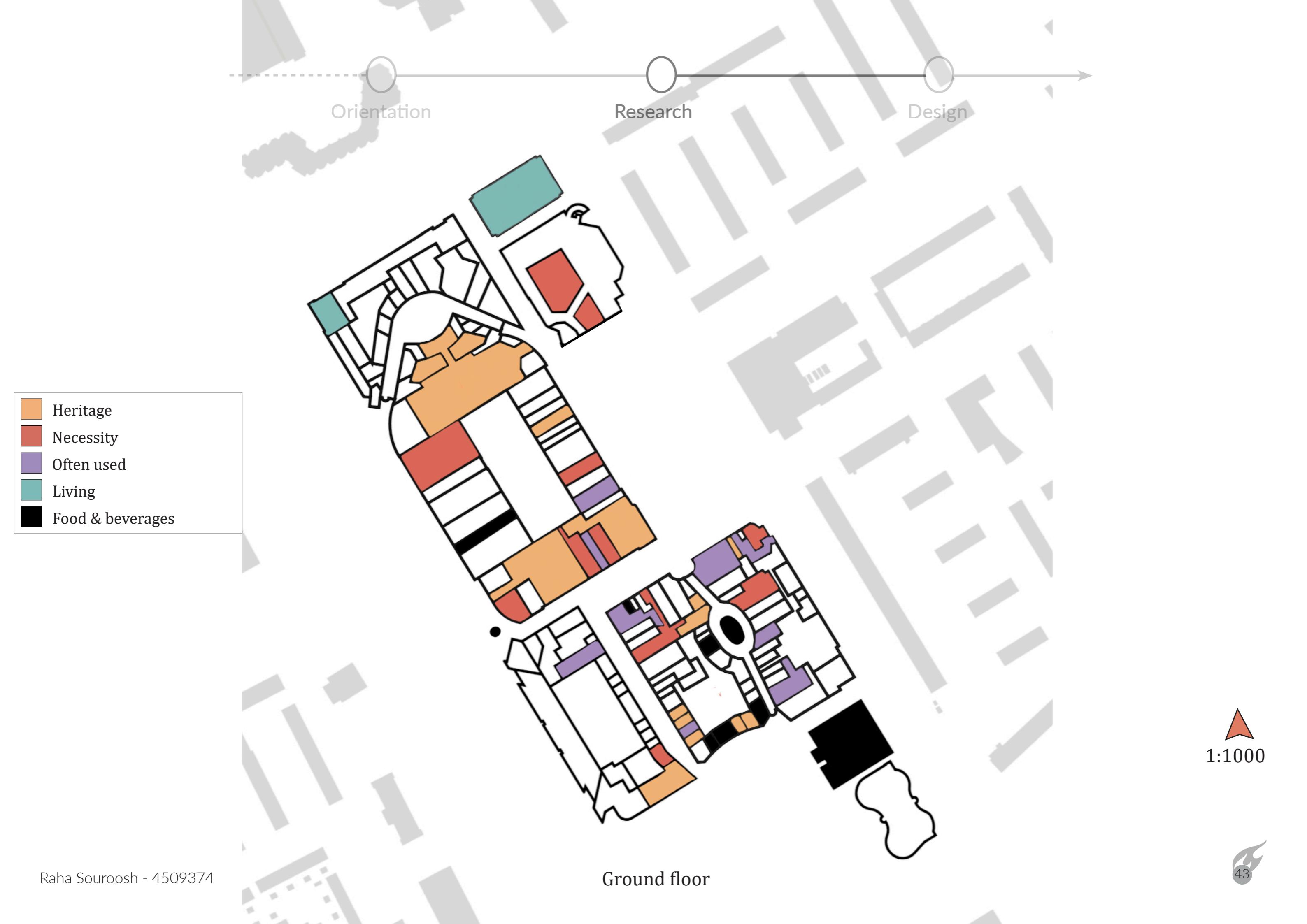
HISTORIC
EDUCATIONAL
HISTORIC-ARTISTIC
HISTORIC-CONCEPTUAL
SYMBOLIC
ARCHAEOLOGICAL

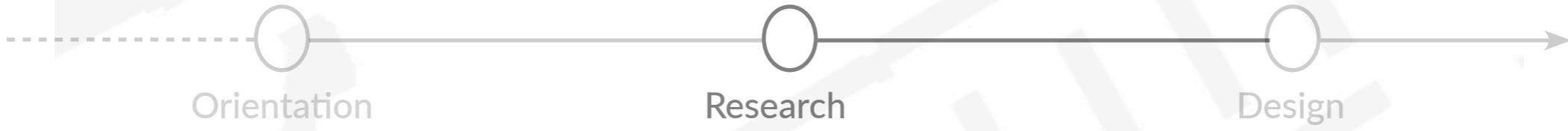
"I don't know, it is just not cozy and fun anymore. There is nothing to do but shop, and even the shopping is boring."

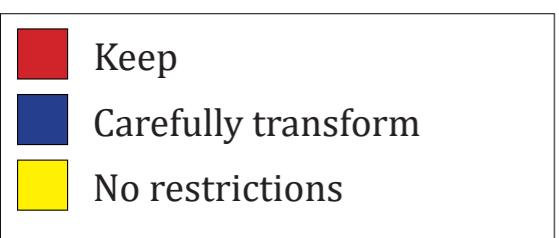
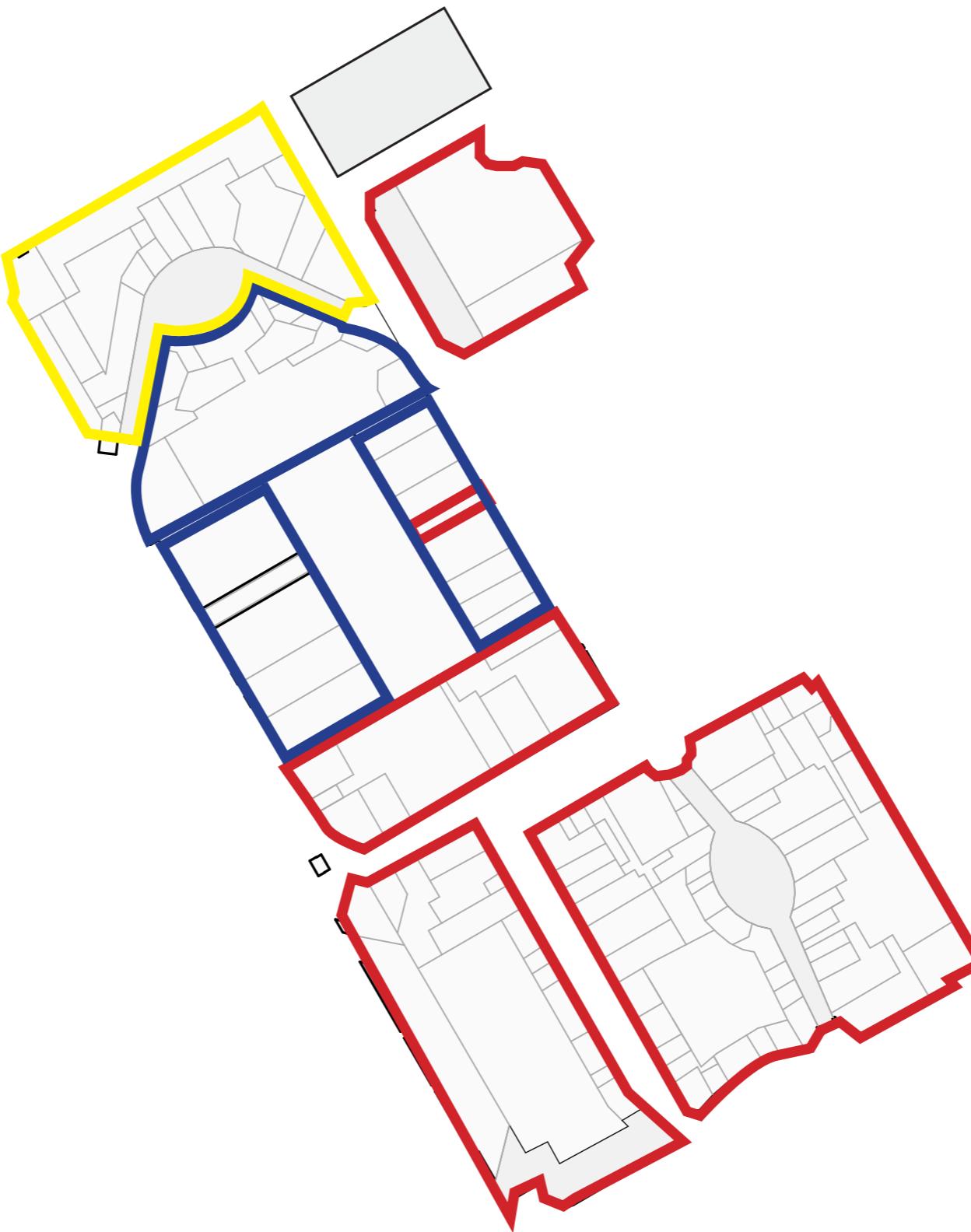
"If the arch in the Bogaard would be taken away, I would certainly miss it. I am not a designer, but I do have a love of memories connected to that arch."

"The mall of the Netherlands entrusts me. The design is very scientifically advanced and I love going and seeing how everything is put together."

Pereira Roders, 2007



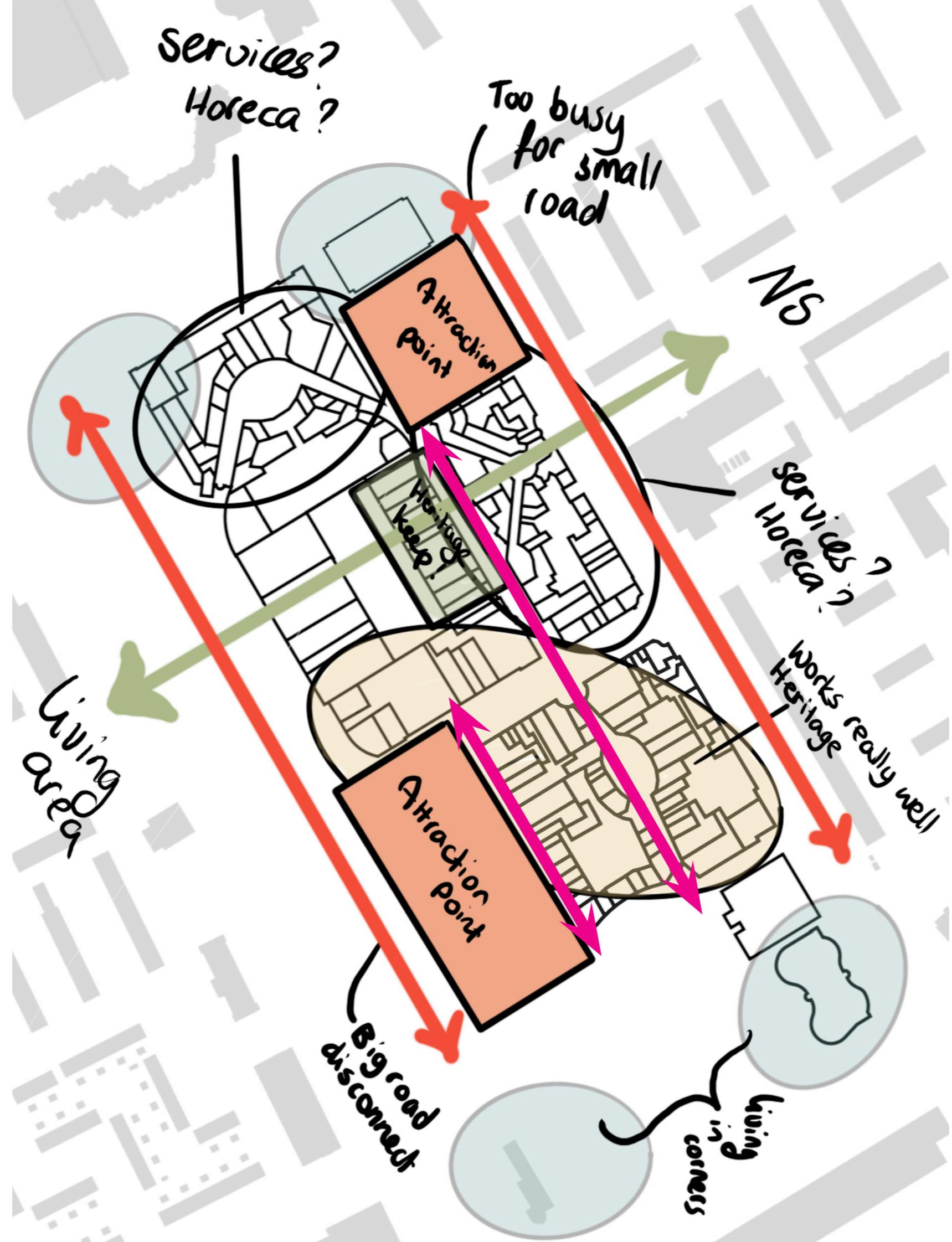




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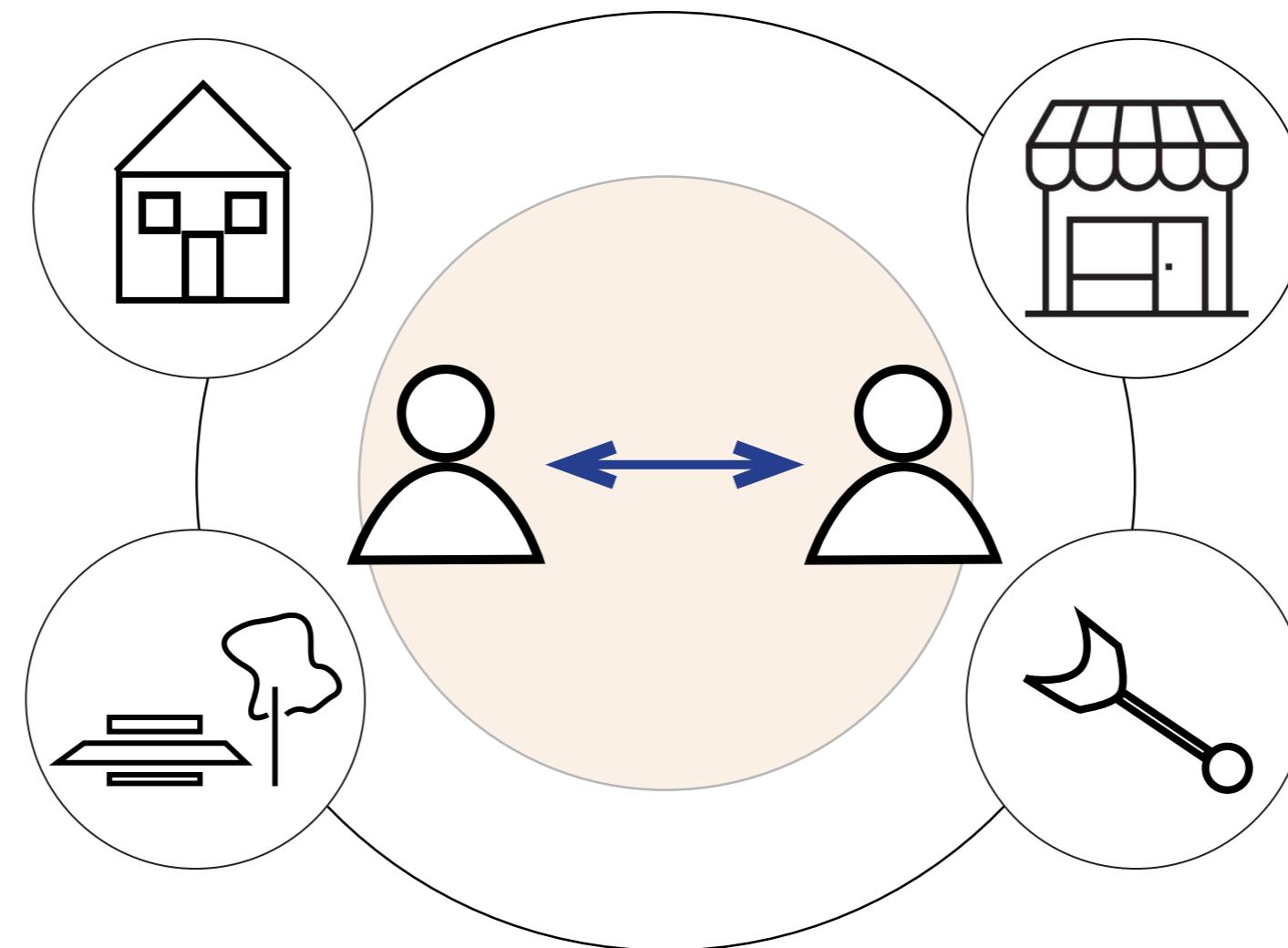


CONCEPT





**How can an existing modern Dutch shopping mall be redesigned
in order to enhance its appeal to more users?**



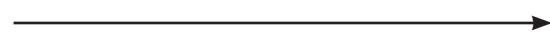
Community Based Design

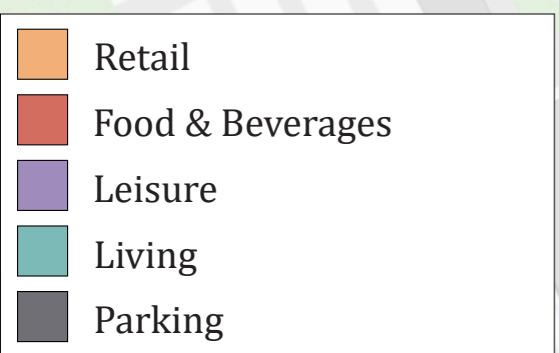
DESIGN

Reimagining the case study and redesigning target areas

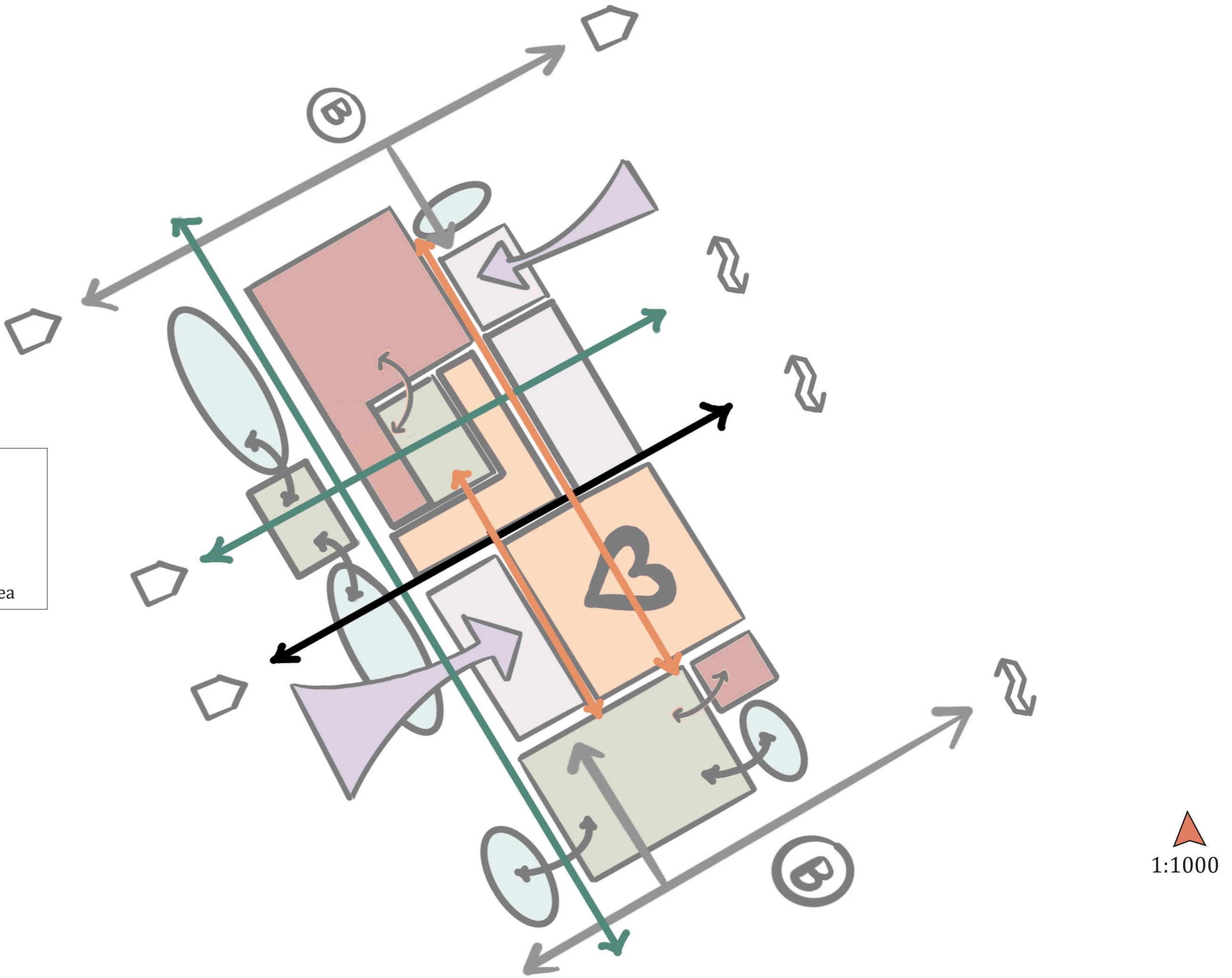


MASTERPLAN



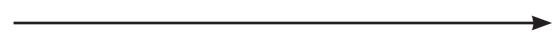


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PHASES





1

Reimaging the Bogaard

Phase 1

This is the pioneer phase to the reimaging of the Bogaard. Artists and craftsmen will be invited through smart and affordable housing and interactive sales and workshop areas.

2

Adding excitement

Phase 2

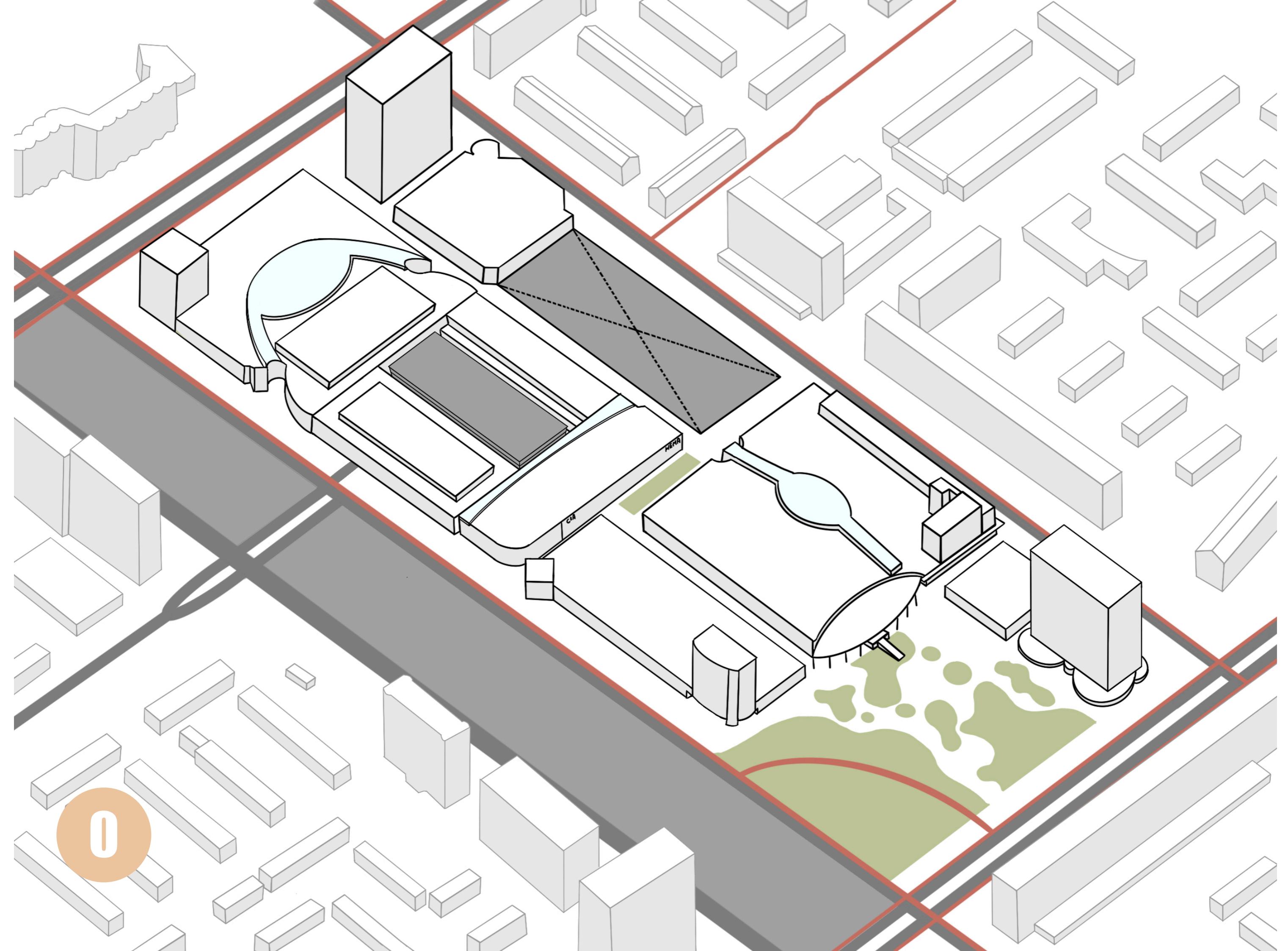
With a new image, comes new people. New and old users come together to entice the area and grow the need for new development and new functions, such as more food and beverages and a pool and bowling area.

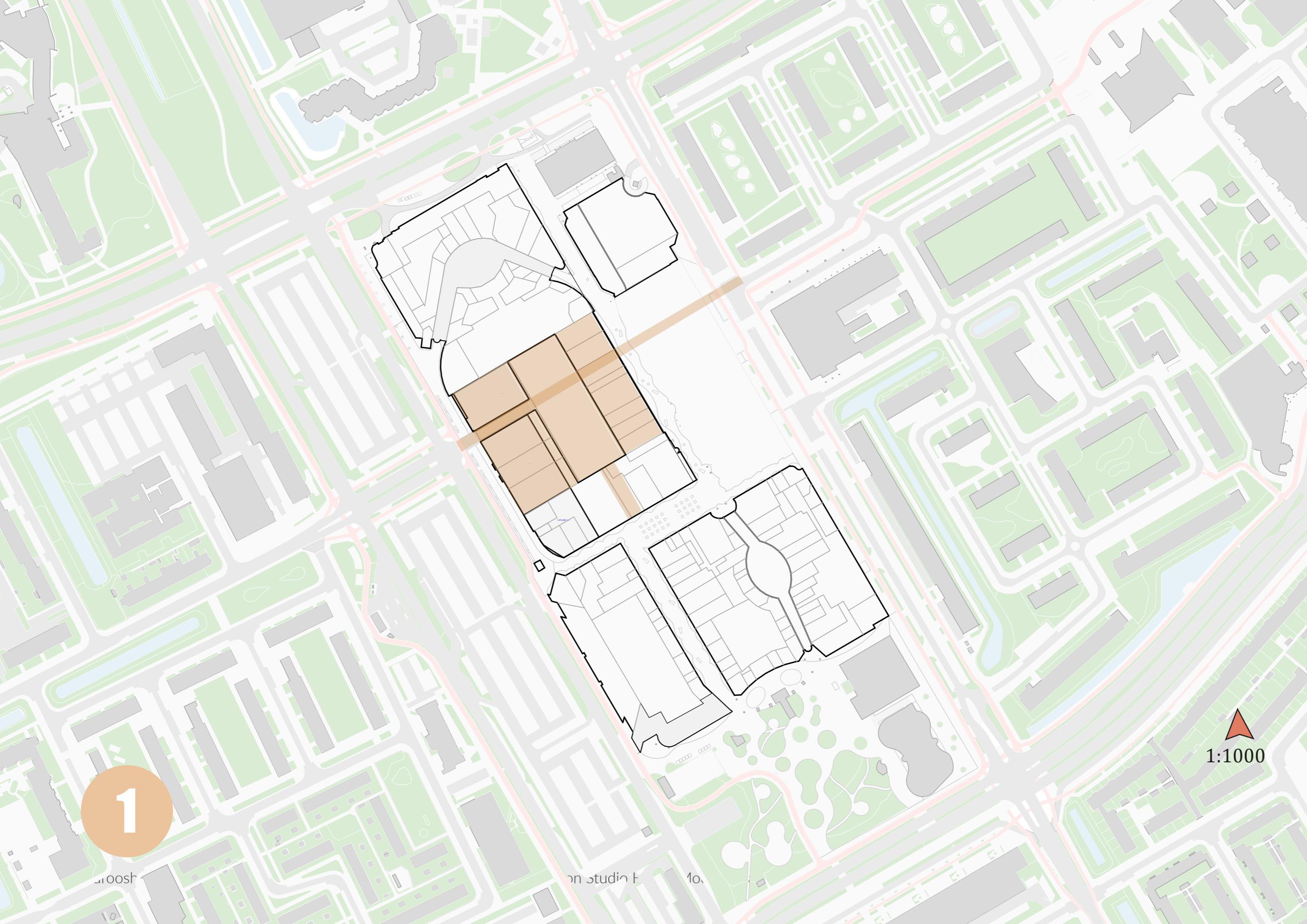
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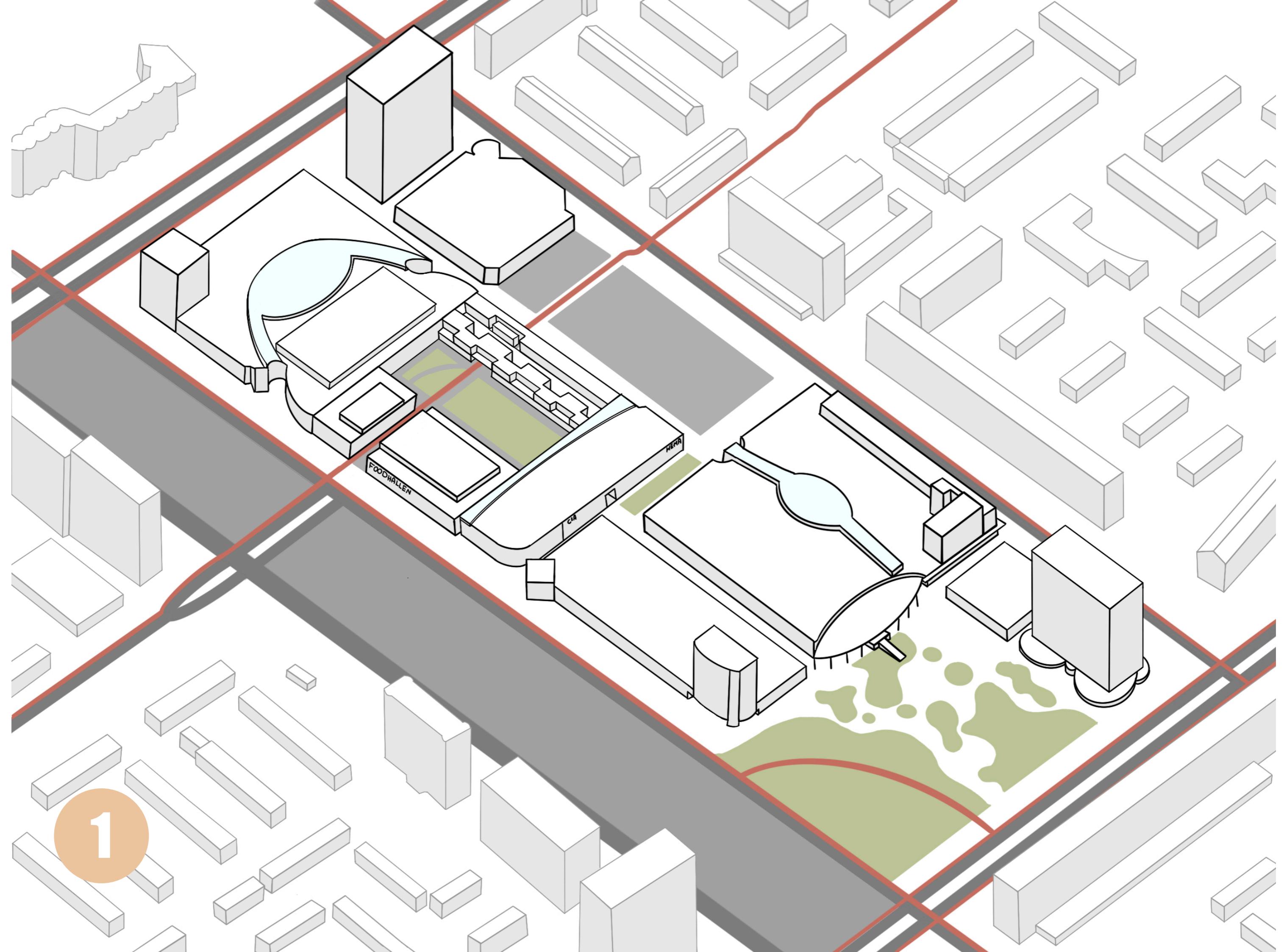
Expanding for growth

Phase 3

The new functions and new axis cause for the area to be more popular and saleable. New living functions are needed for this newly developed attraction. The busy road needs to become more pedestrian friendly.

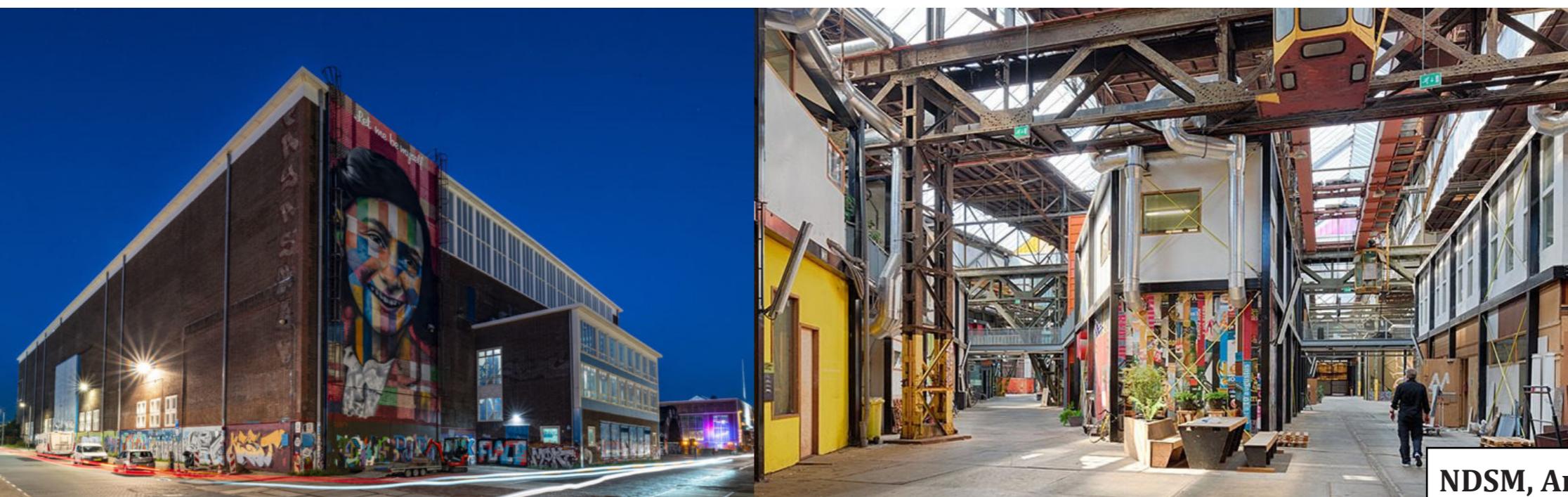






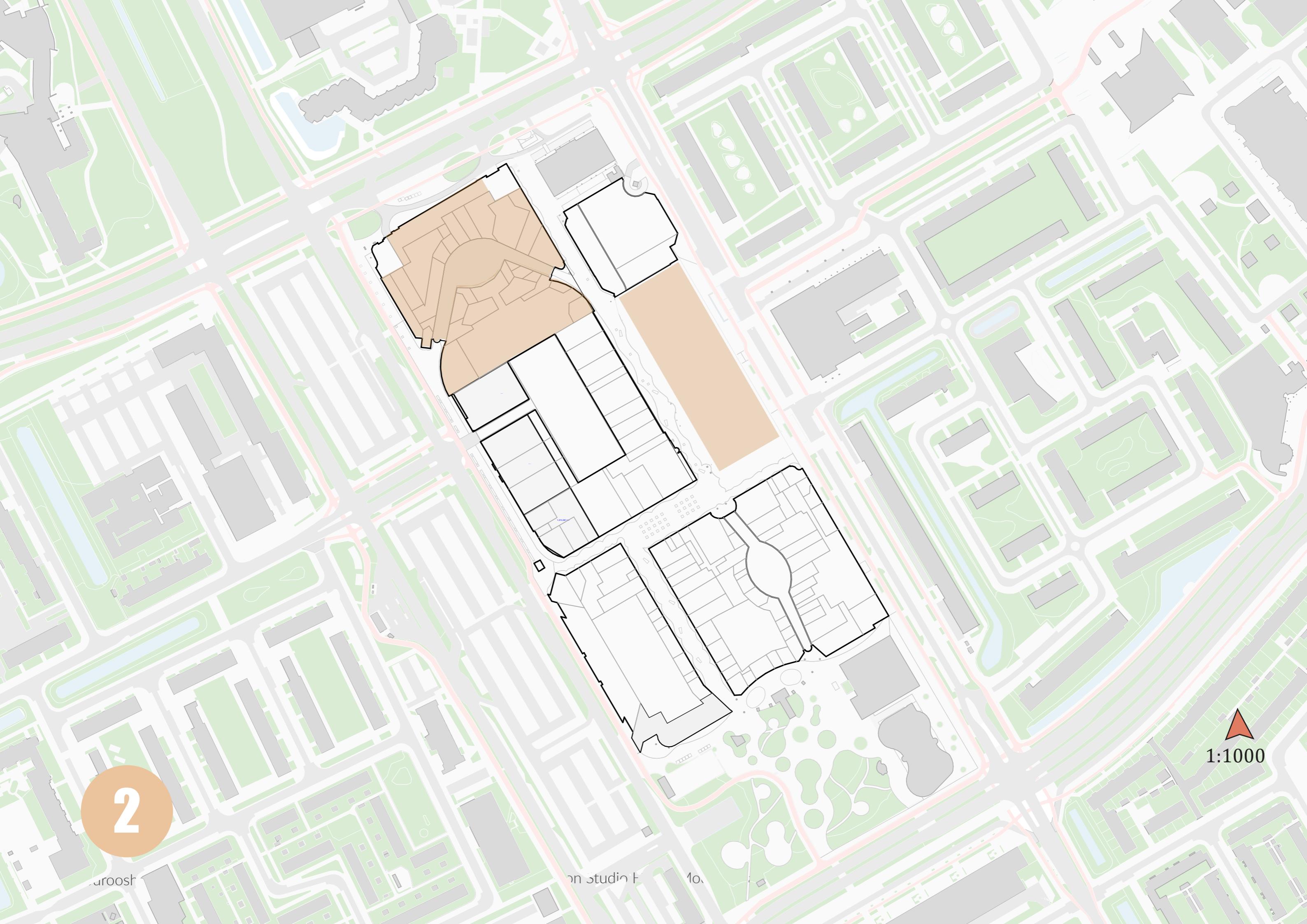


M4H, Rotterdam
Source: CityZapper



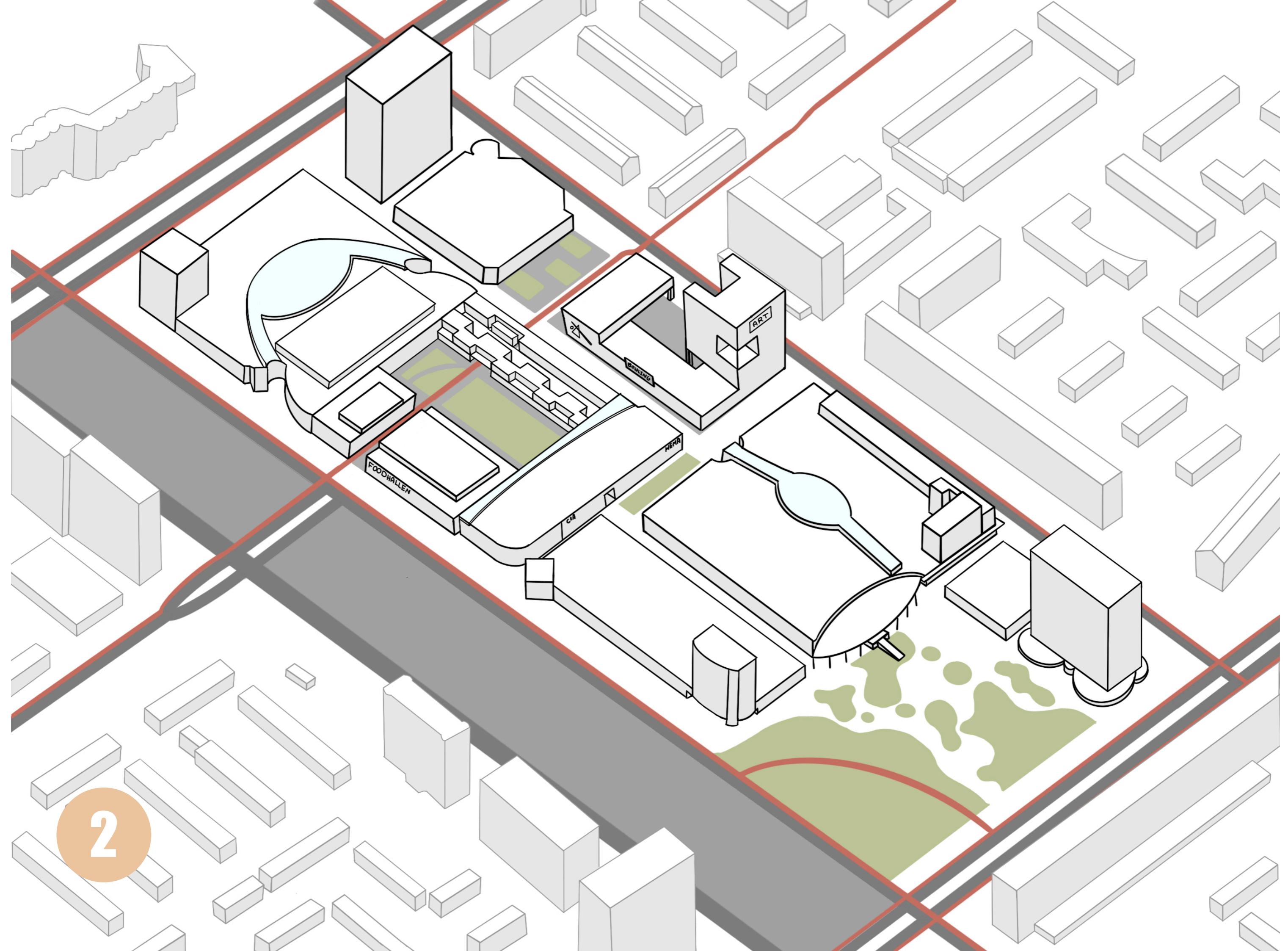
NDSM, Amsterdam
Source: NDSM

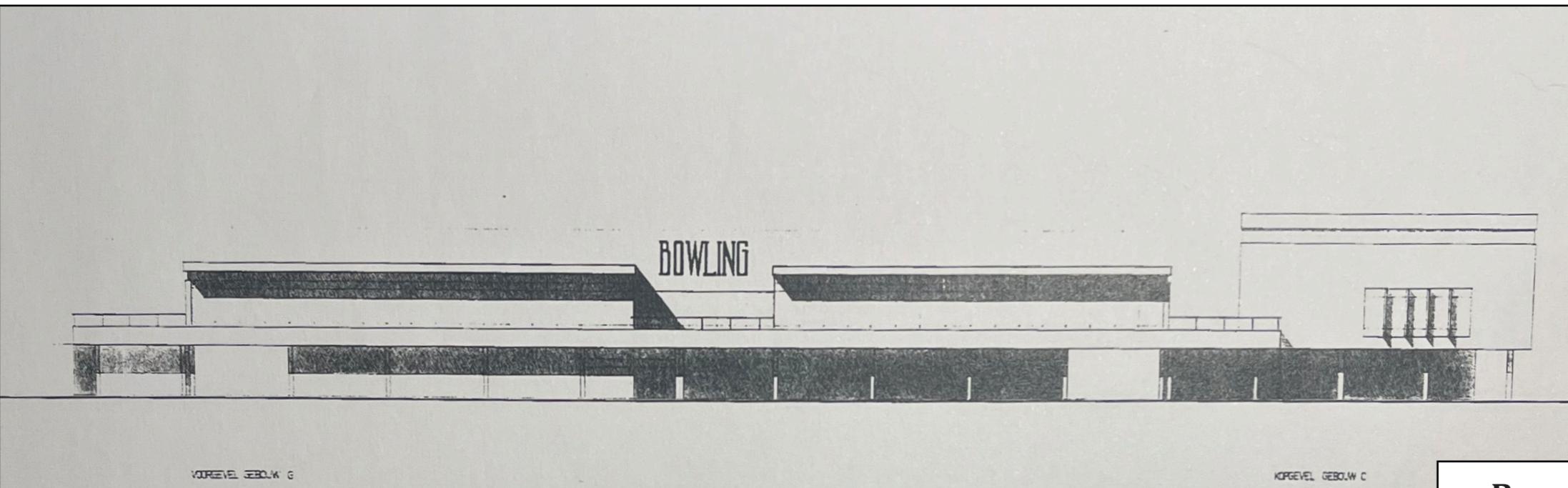
1



2

1:1000





Bogaard, Rijswijk
Source: Gemeente Rijswijk



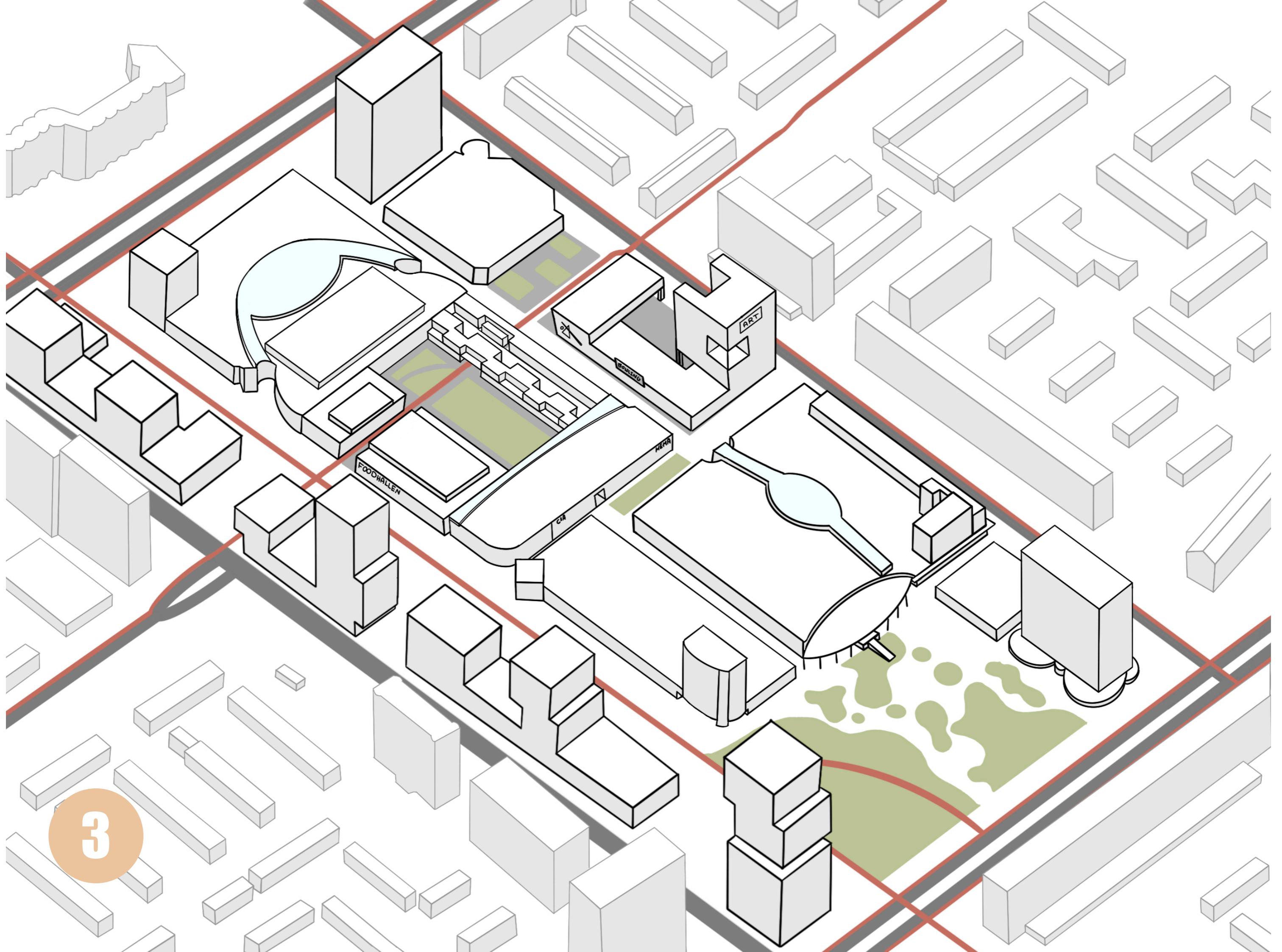
Westfield mall of the Netherlands, Leidschendam
Source: Westfield mall of the Netherlands

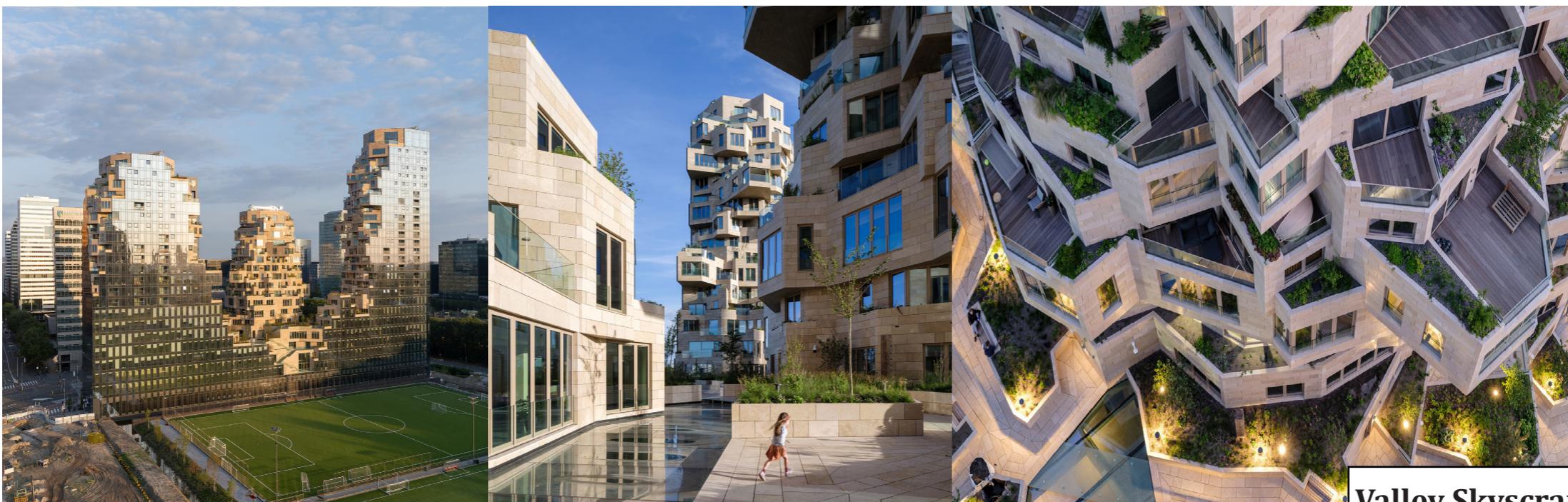
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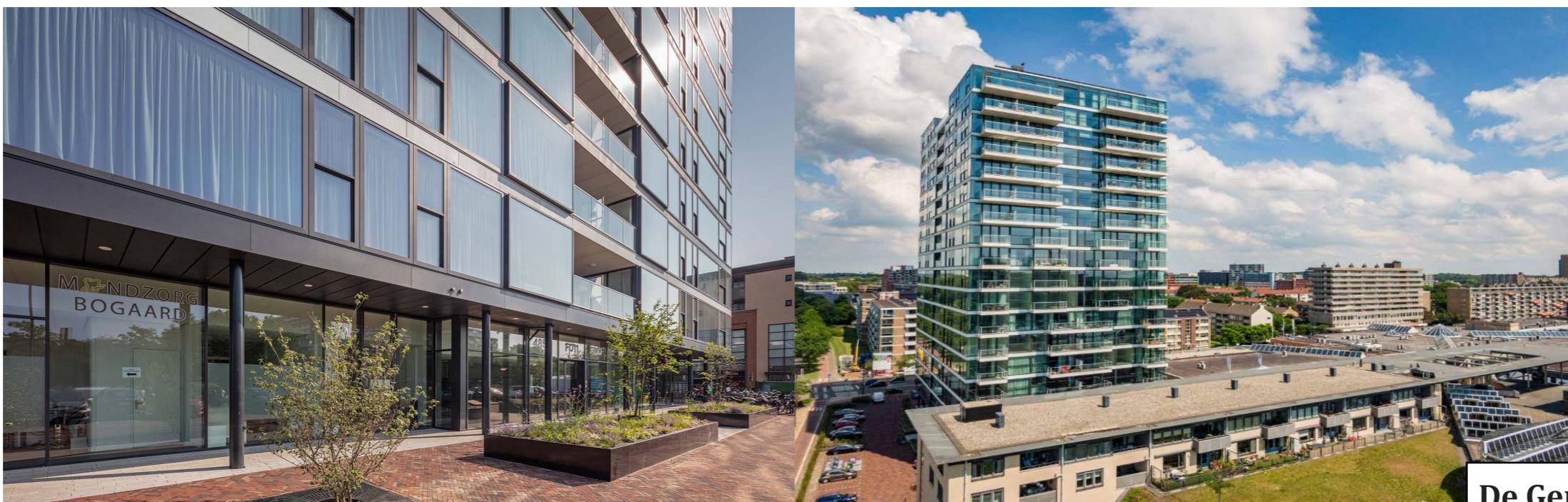
3

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Valley Skyscraper, Amsterdam
Source: MDRV

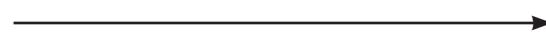


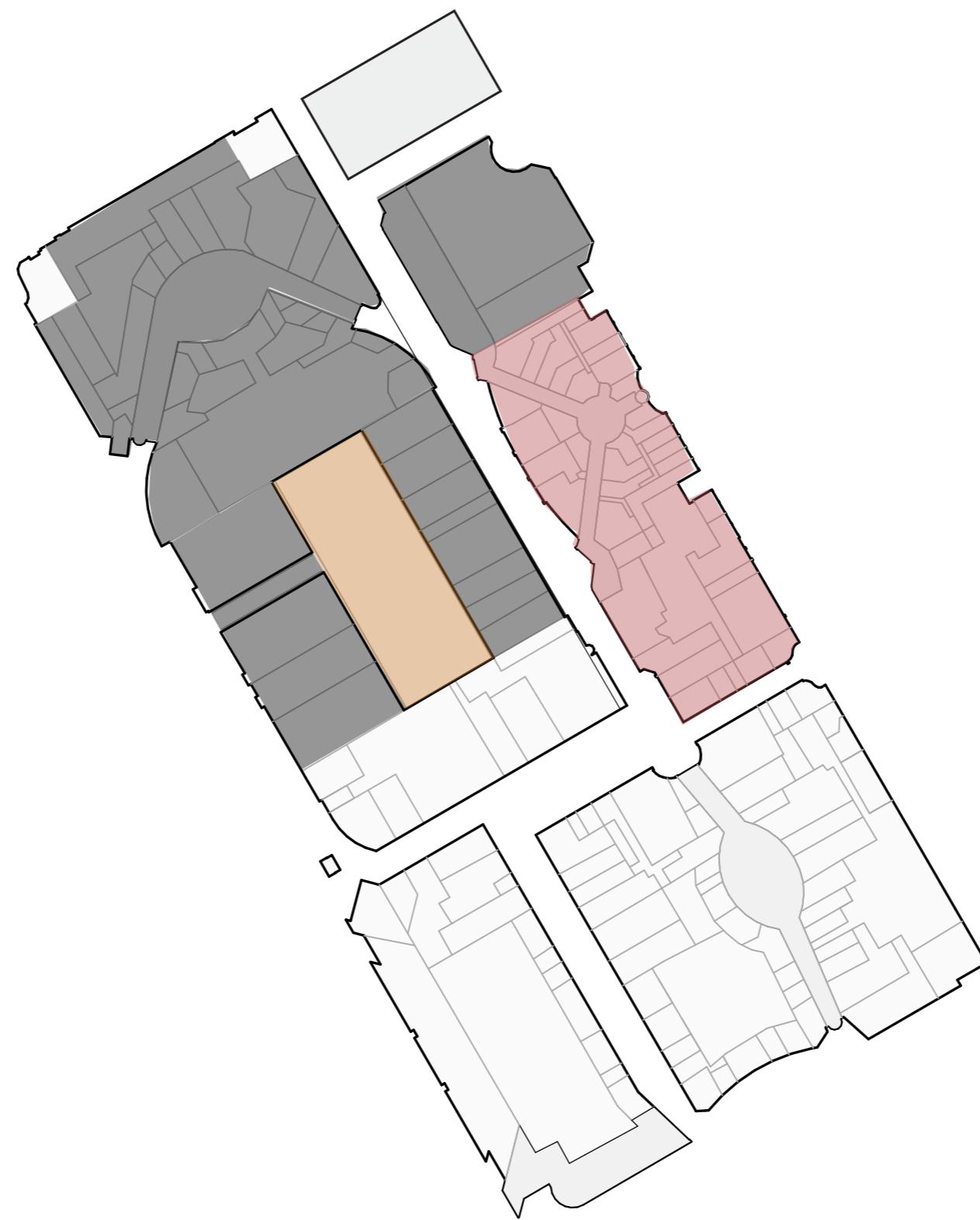
De Generaal, Rijswijk
Source: Mei Architects

3



AMOUNTS





Demolish = 13.500 m² + 900 m² = **14.400 m²**

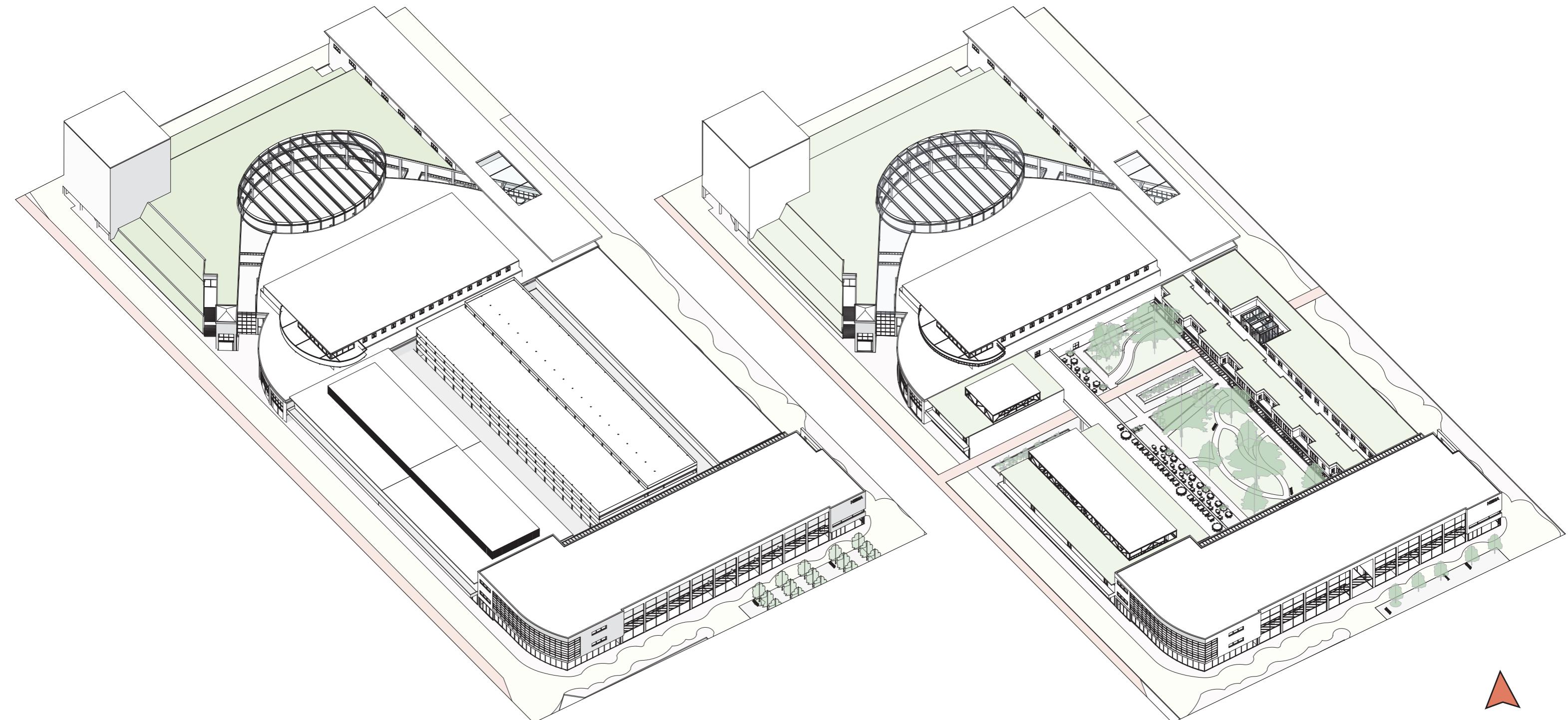
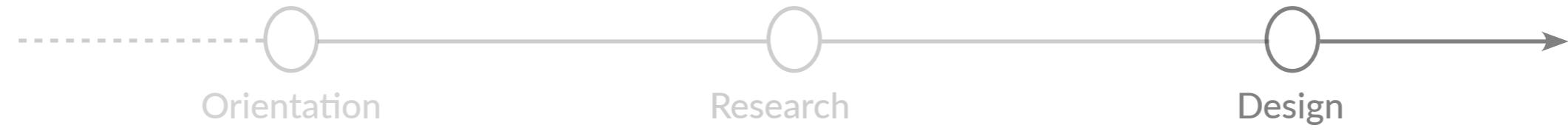
Transform = 12.100 m² + 4.400 m² + 7.500 m² + 2.800 m² = **26.000 m²**





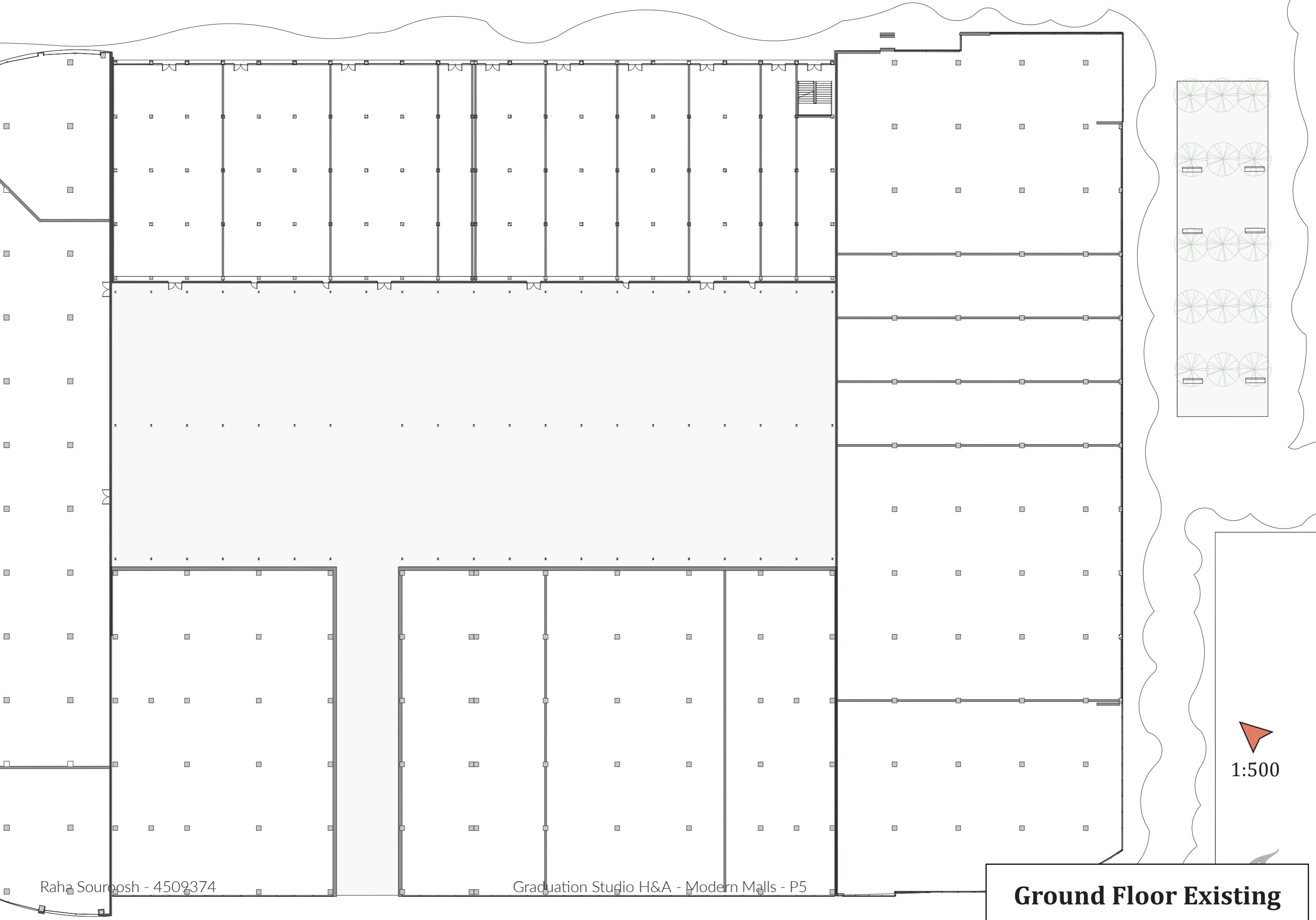
BEFORE & AFTER

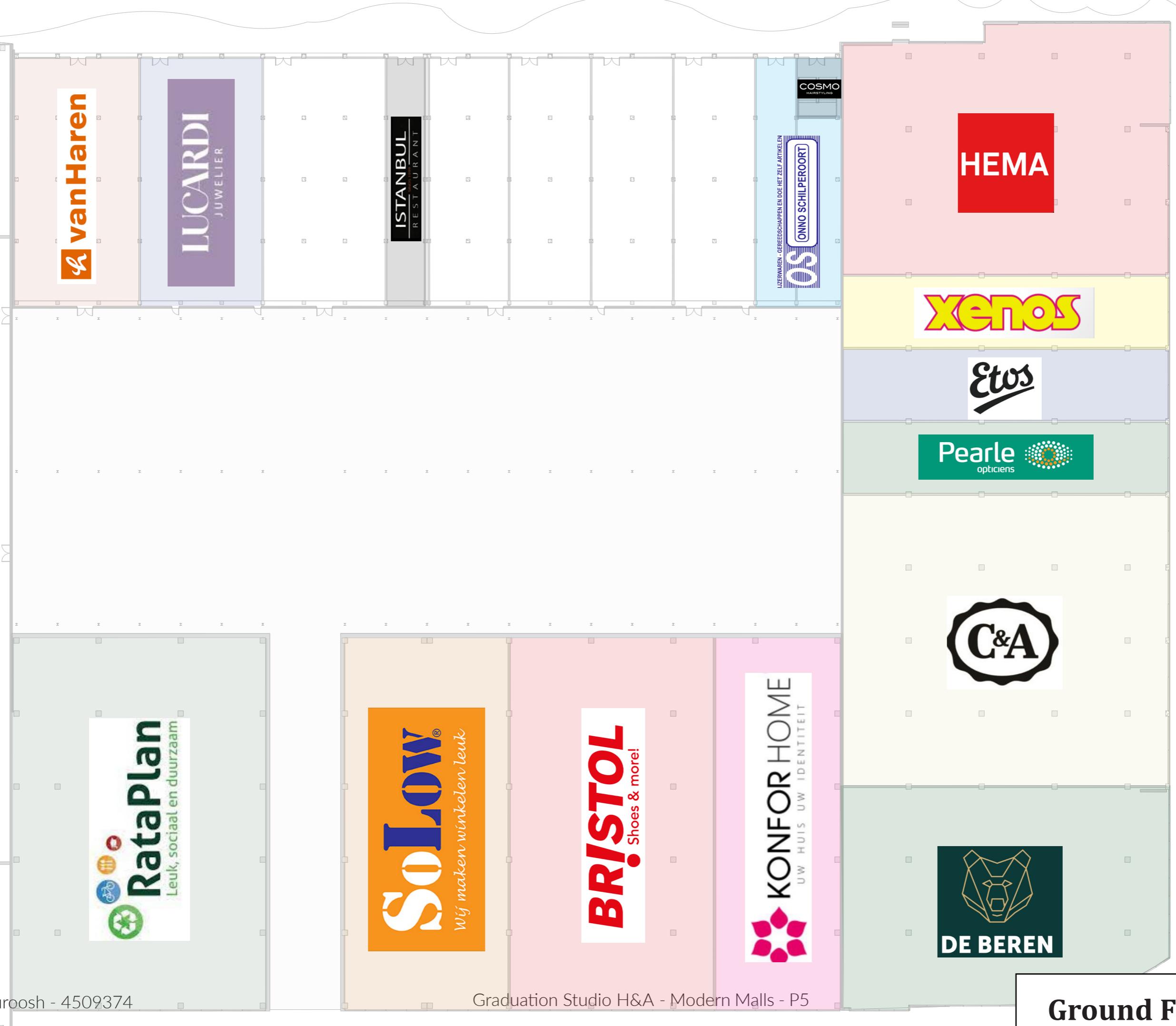


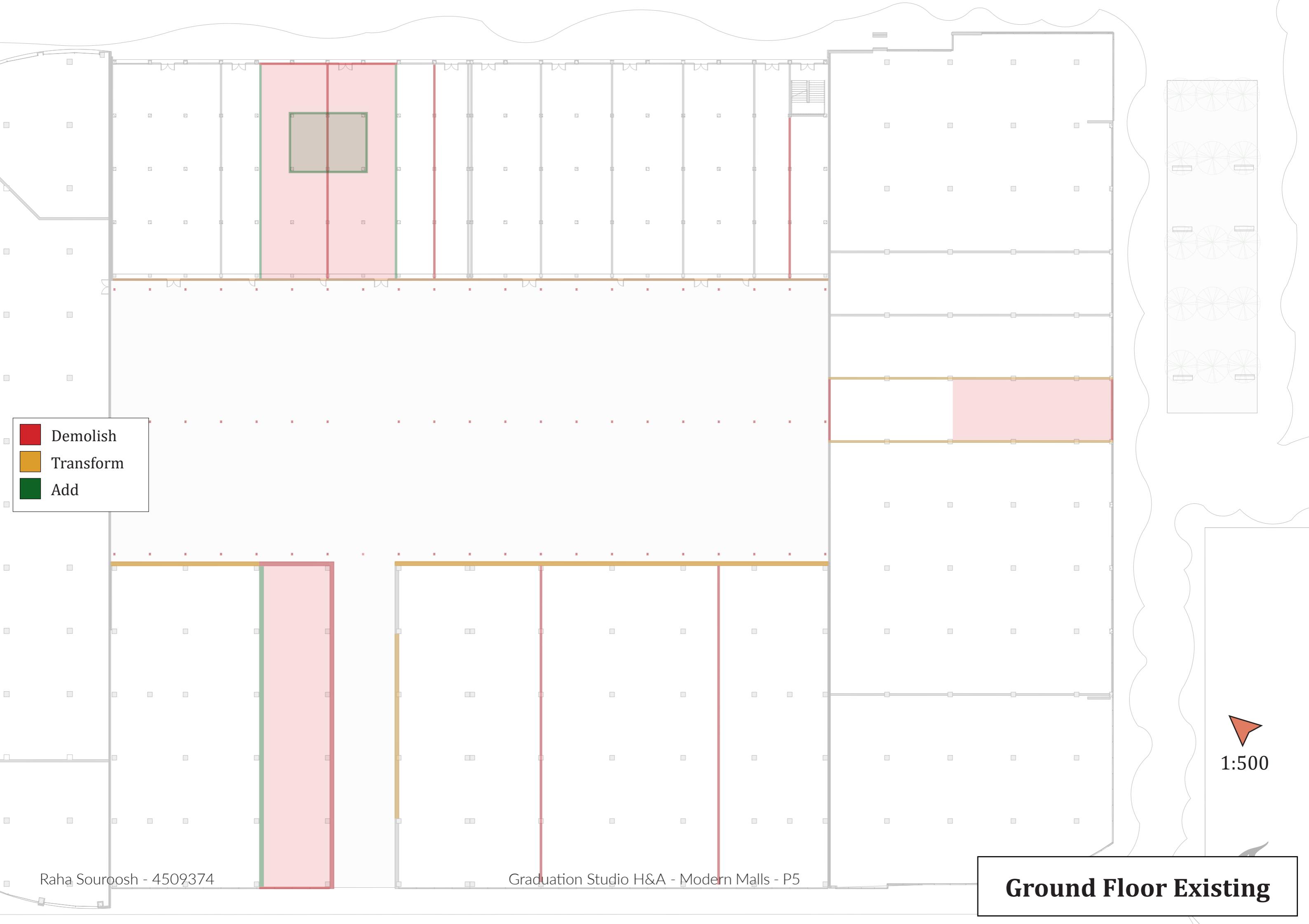


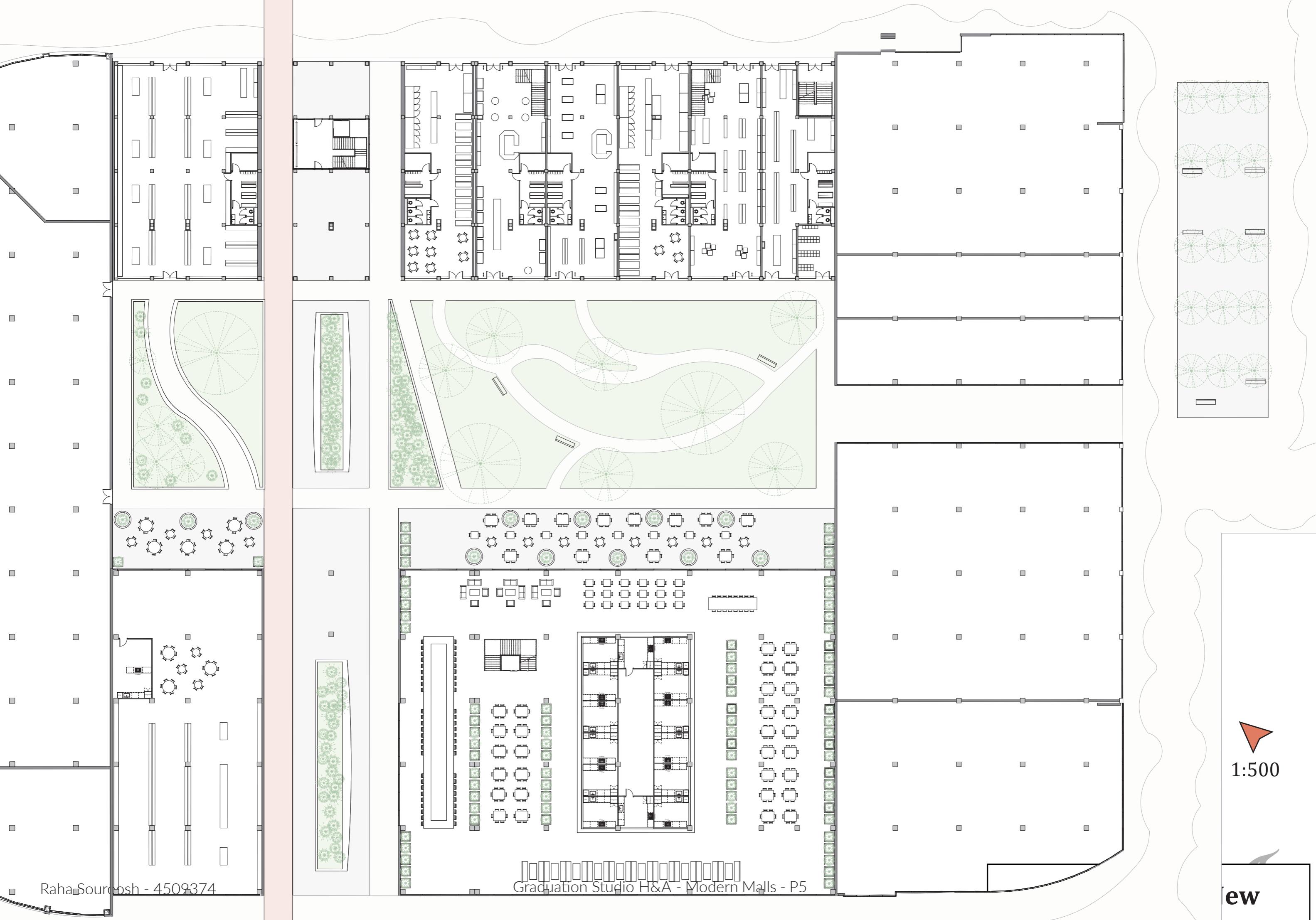
Before

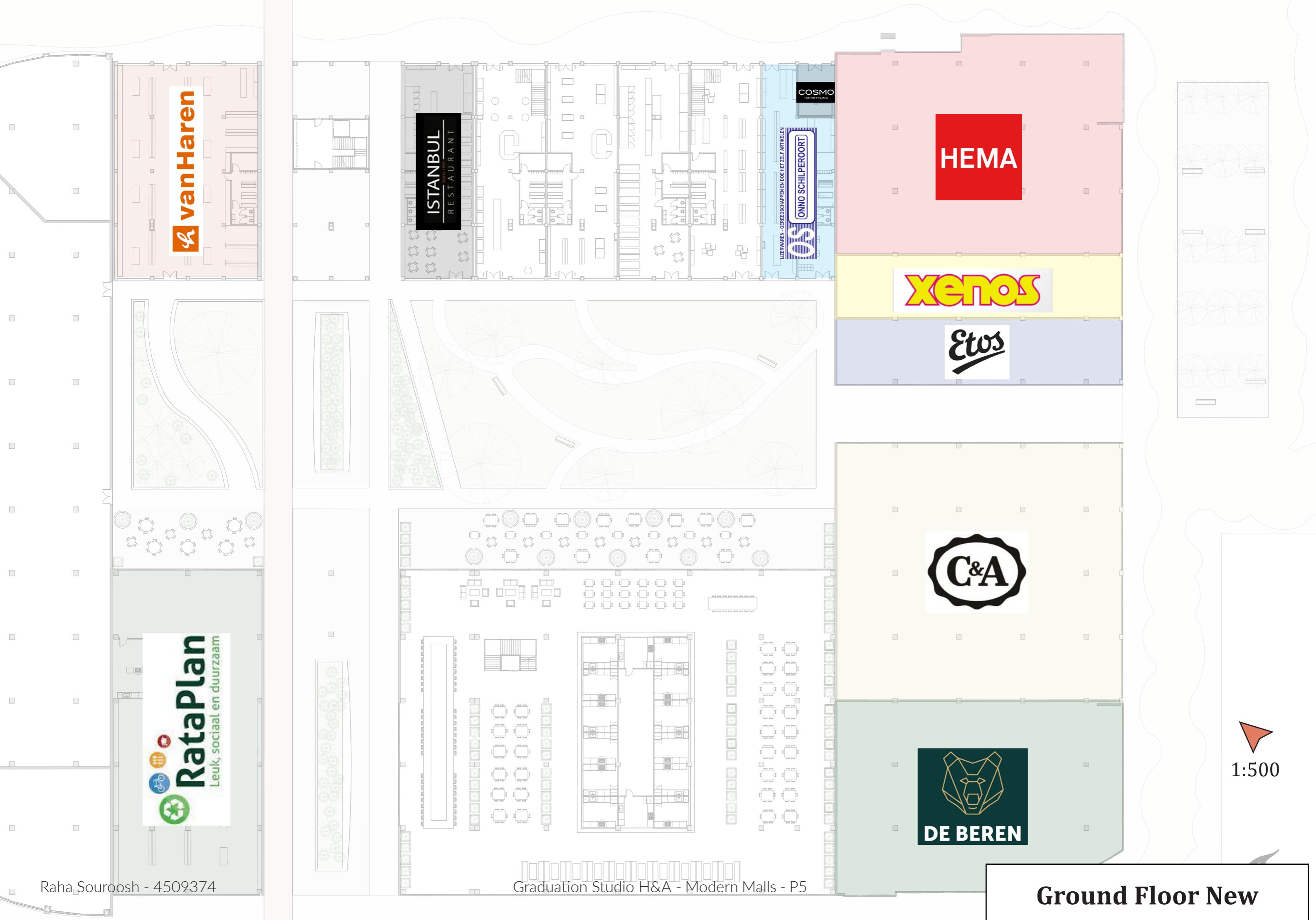
After

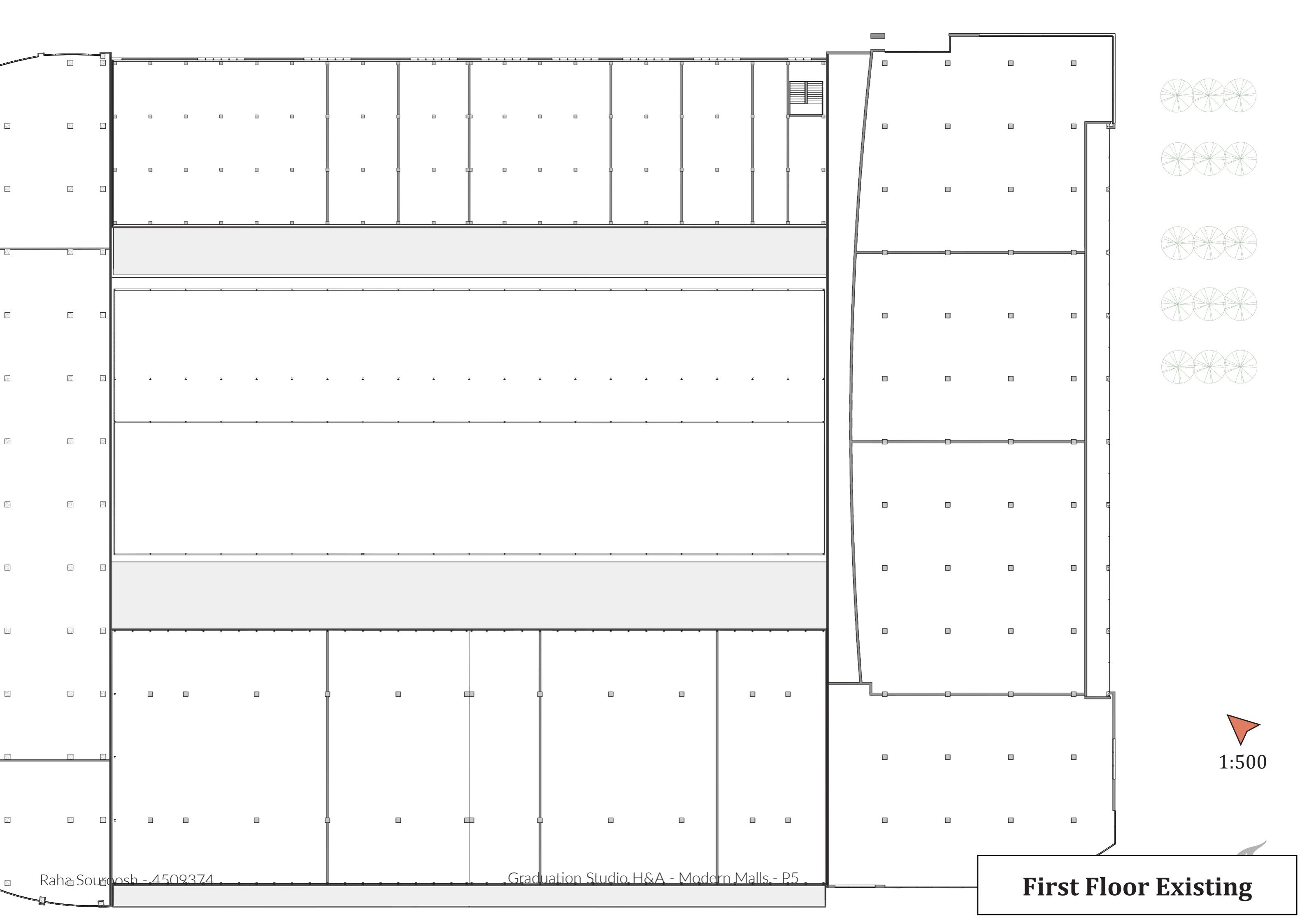


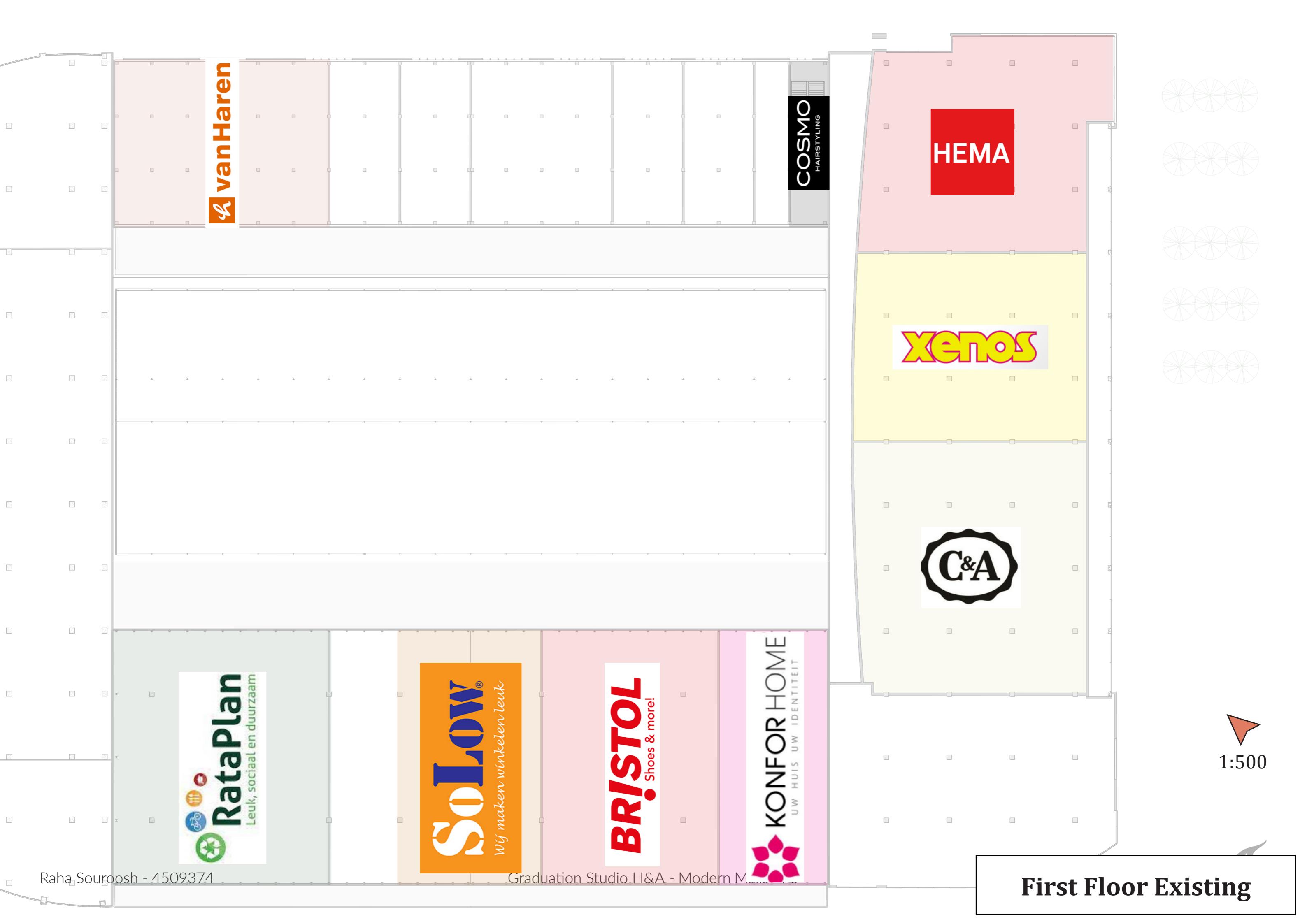


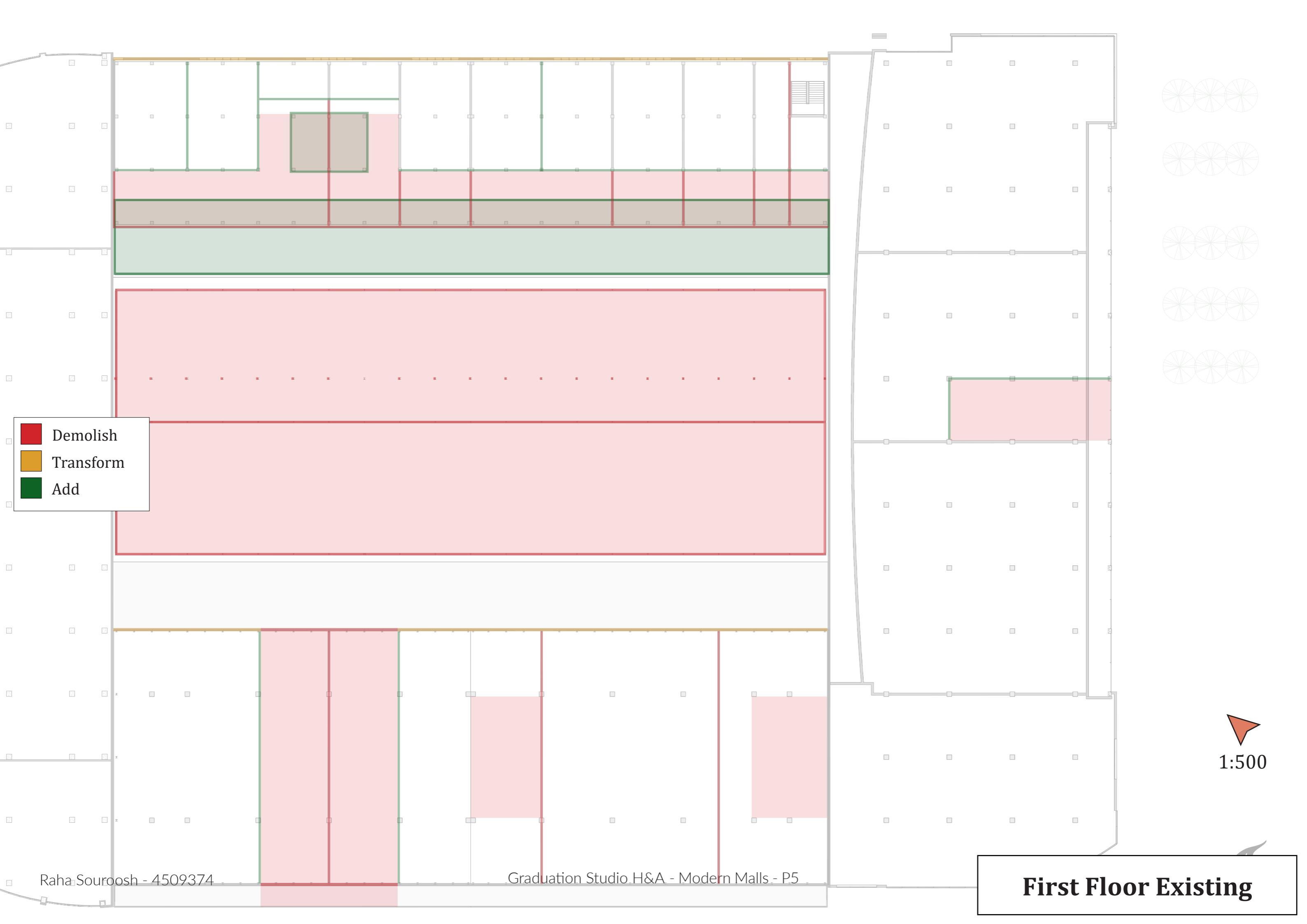


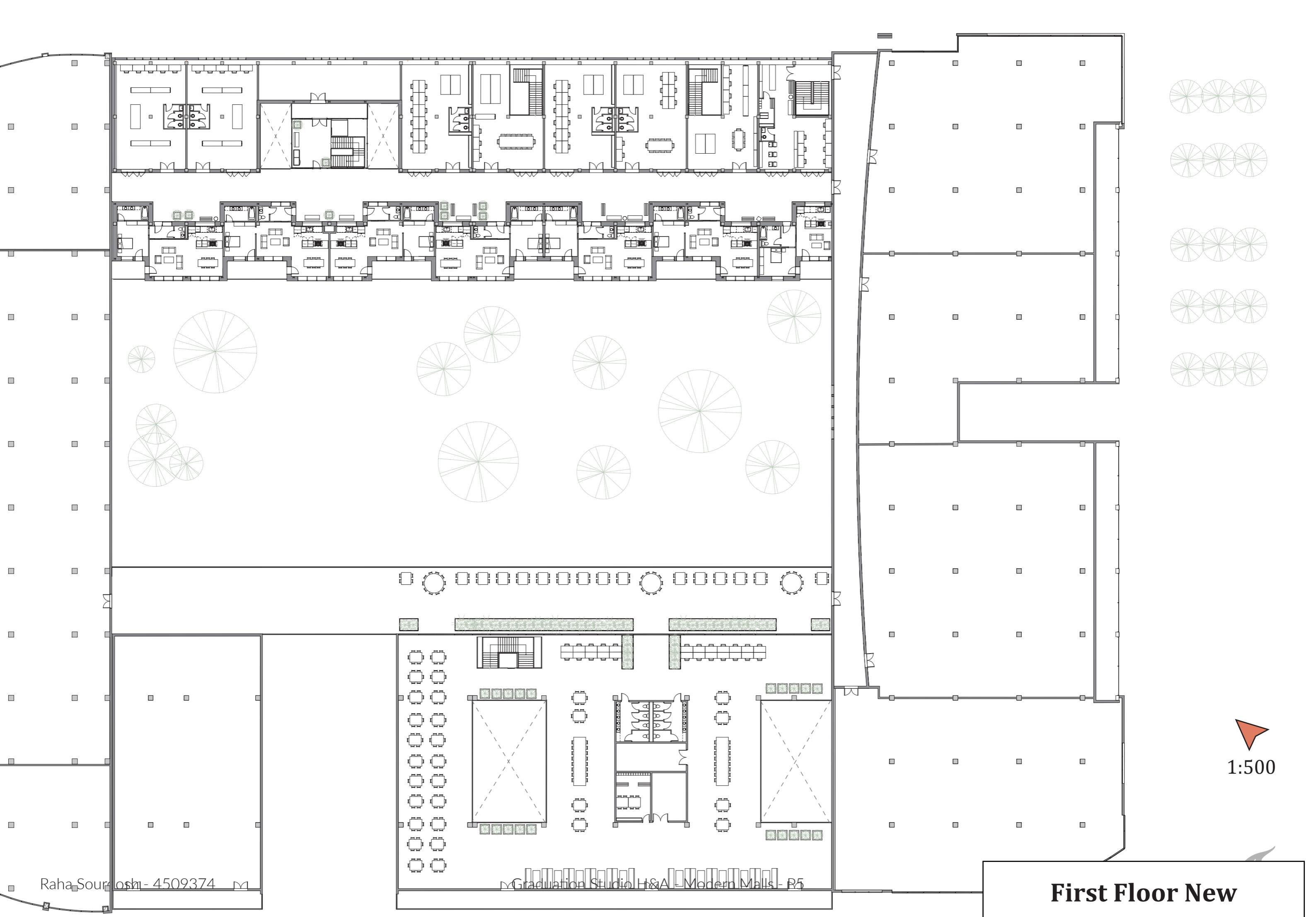


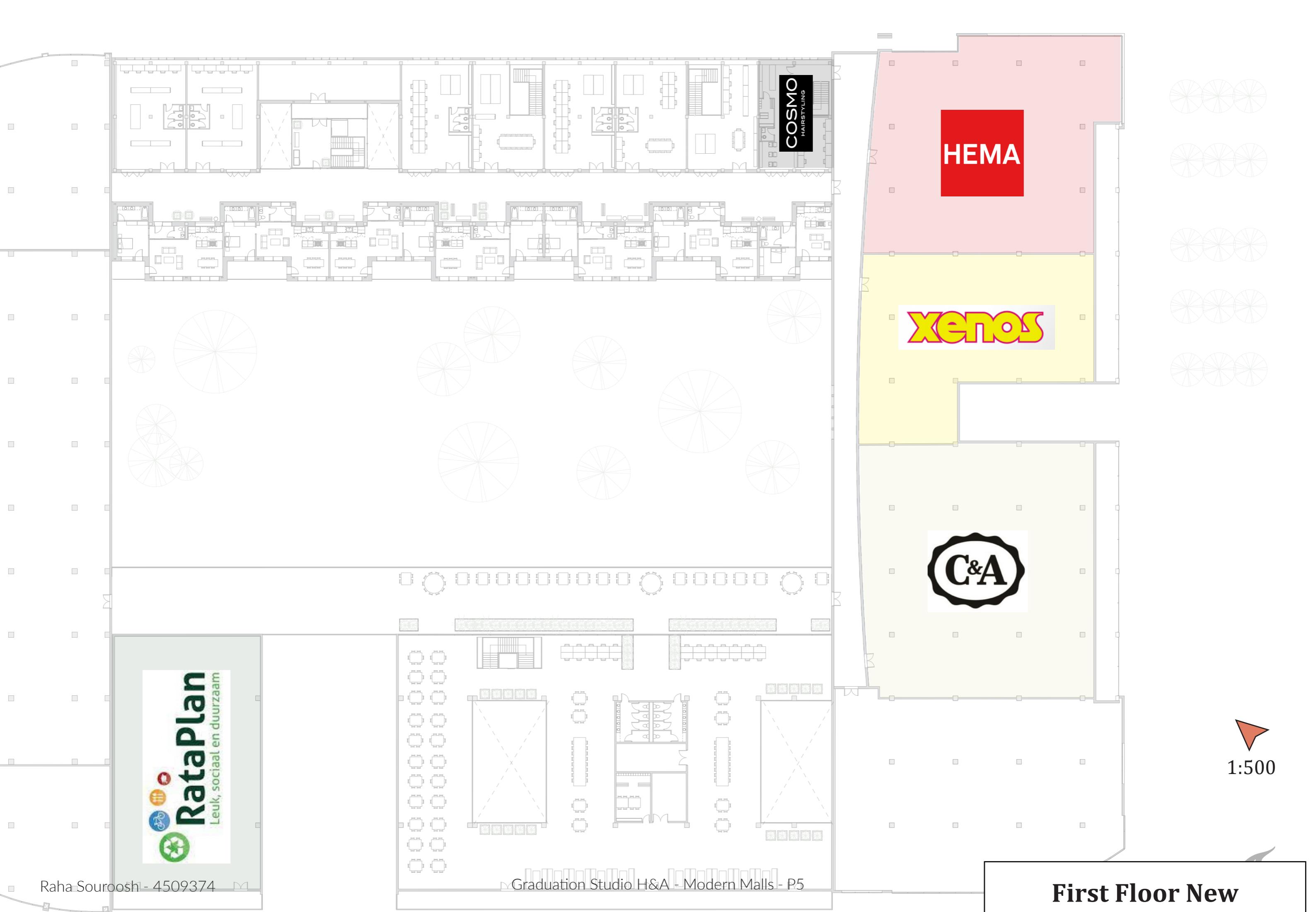








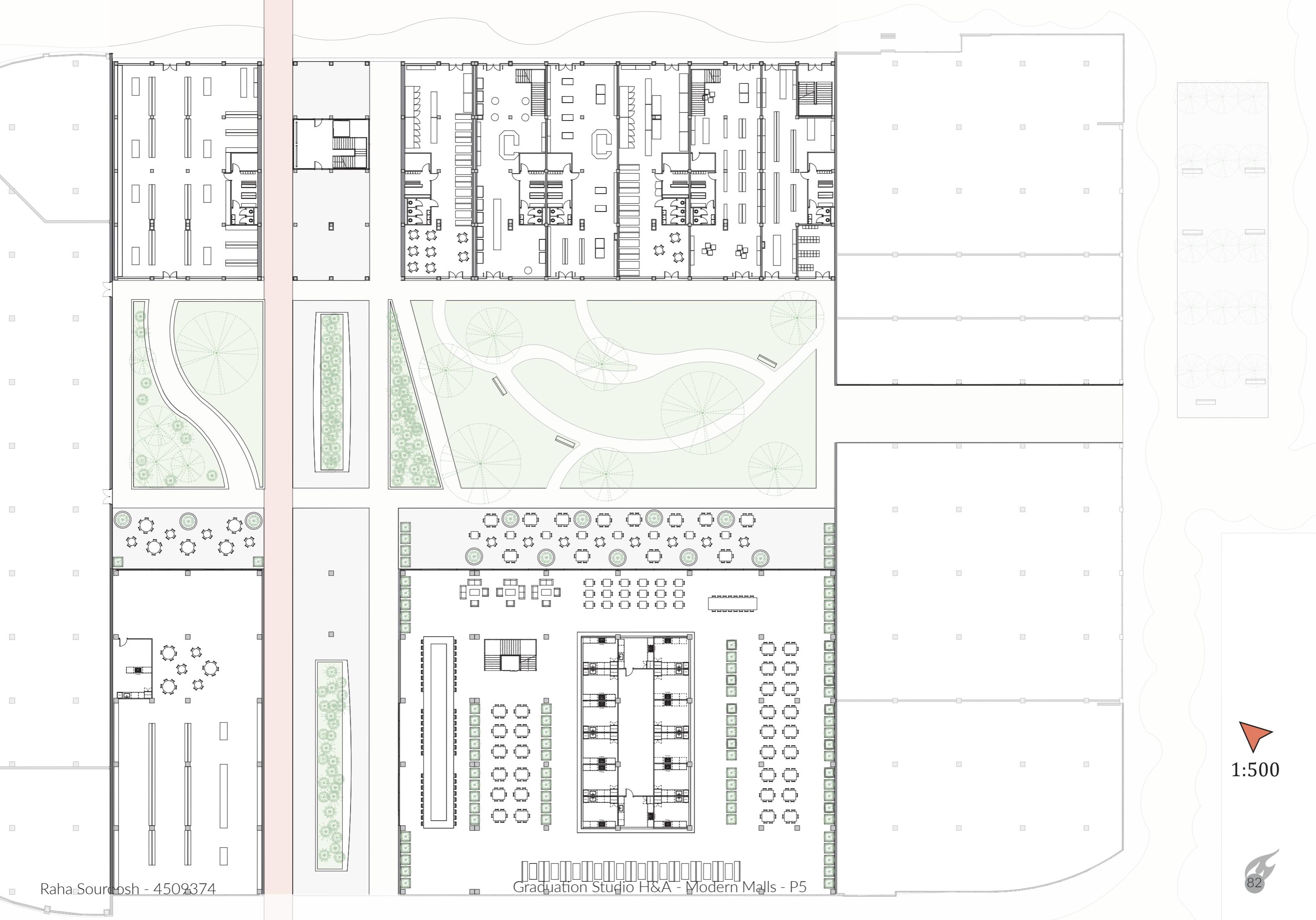




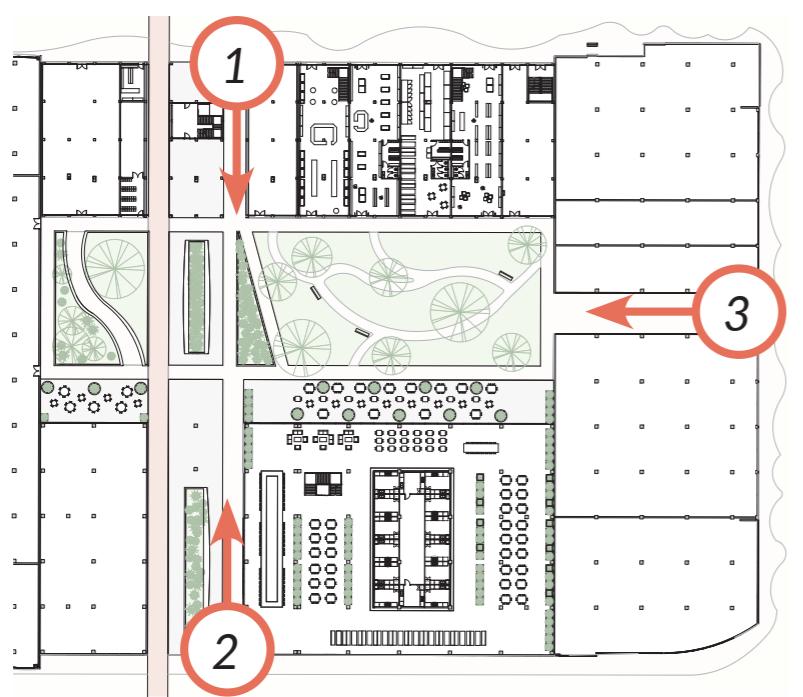
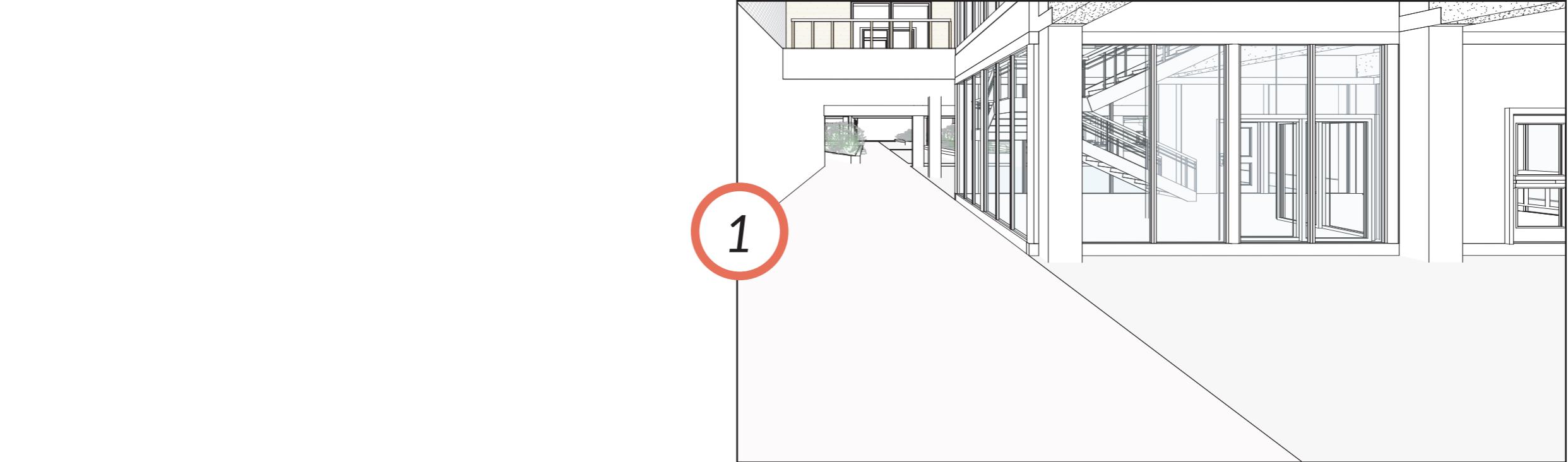


TARGET AREA



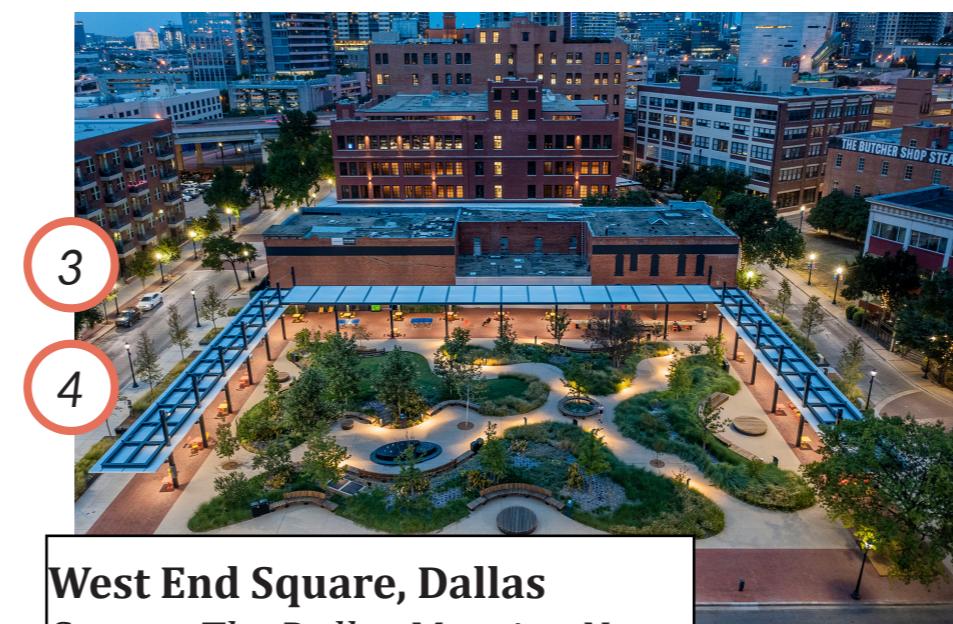
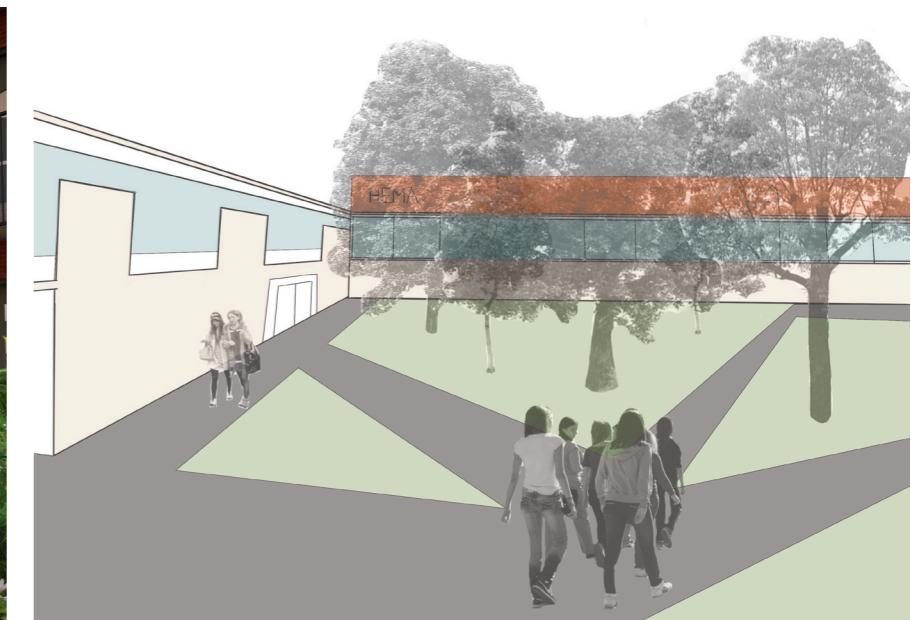








The Concourse, Hoofddorp
Source: *Theconcourse*



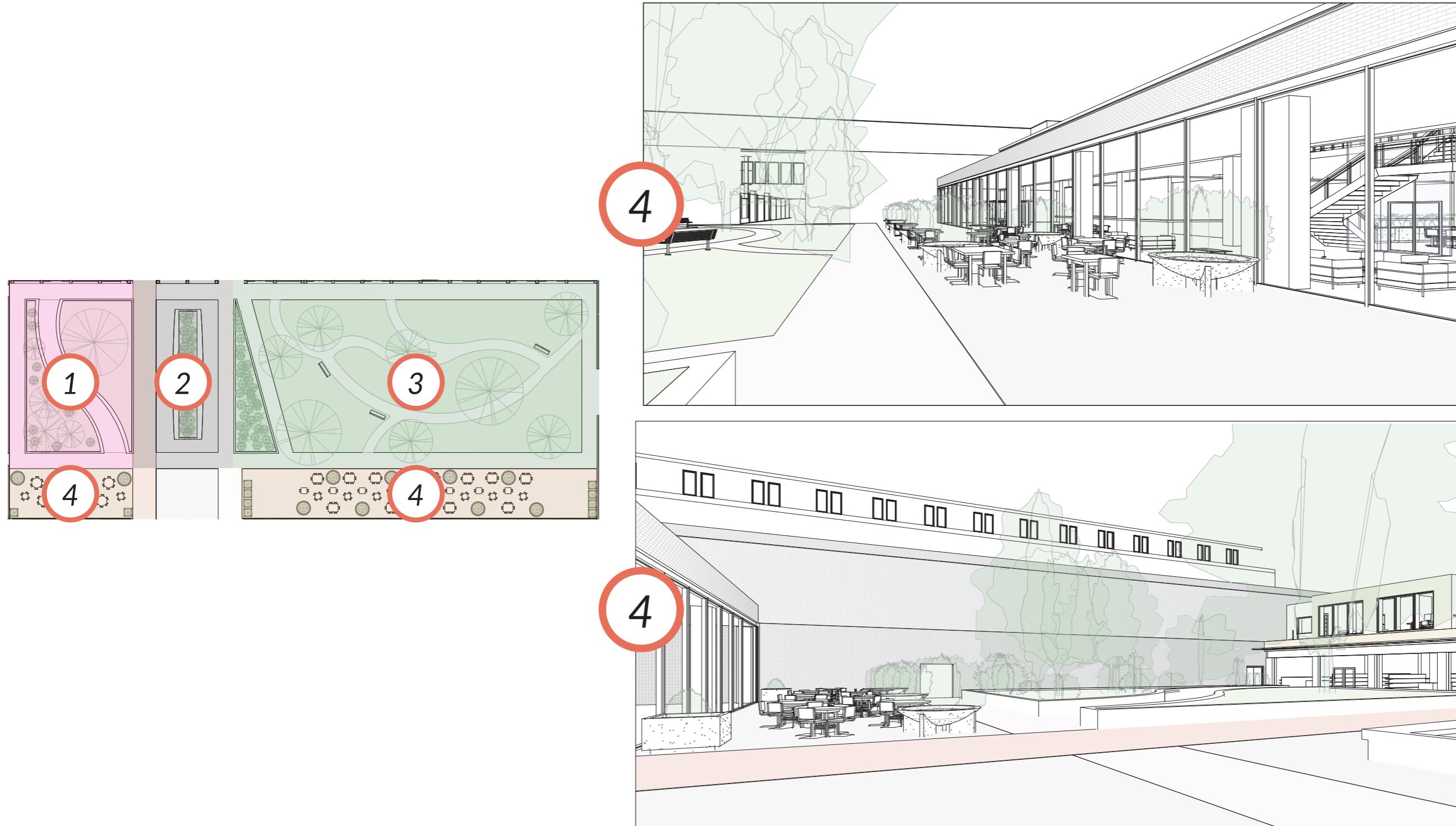
West End Square, Dallas
Source: *The Dallas Morning News*

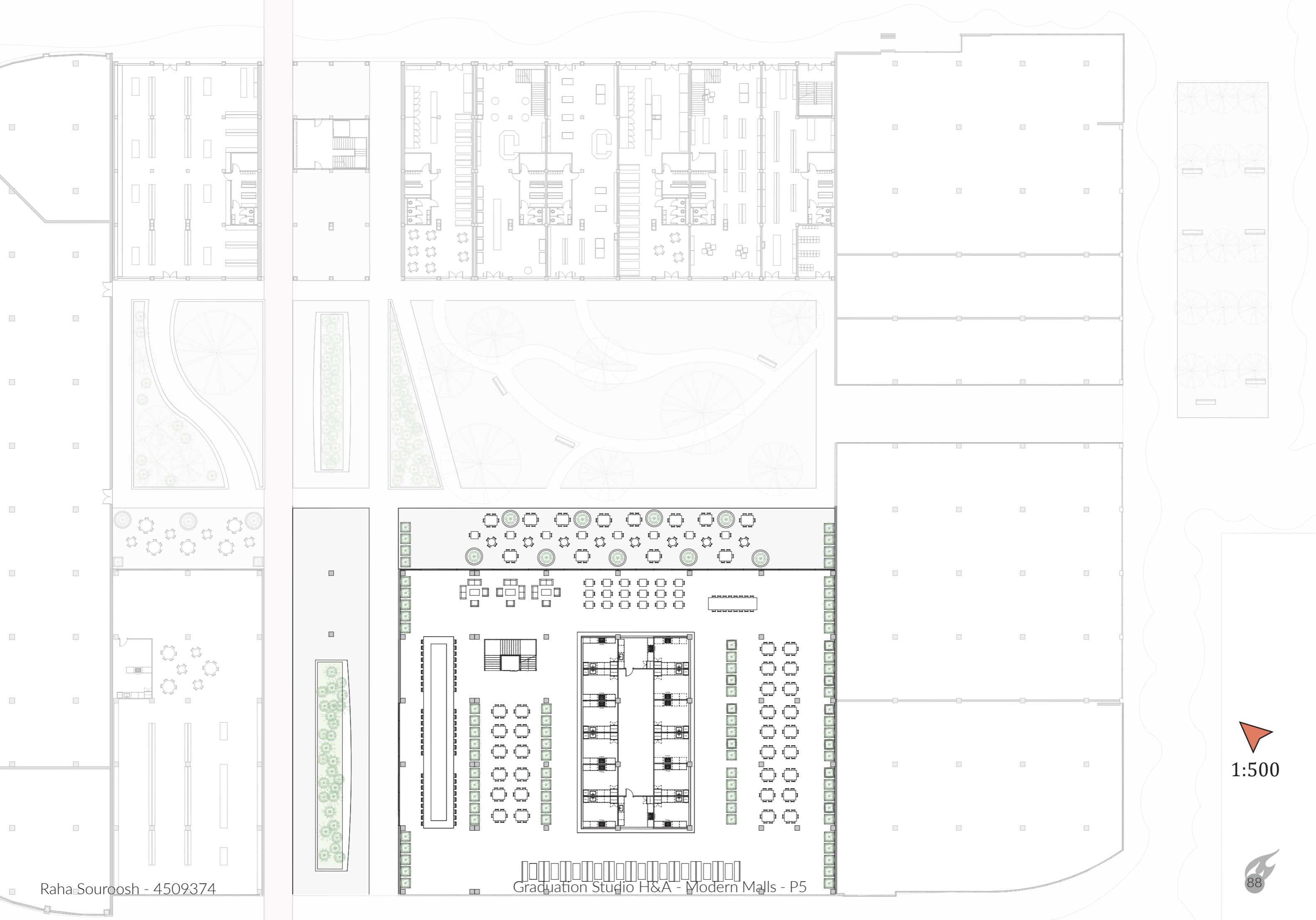


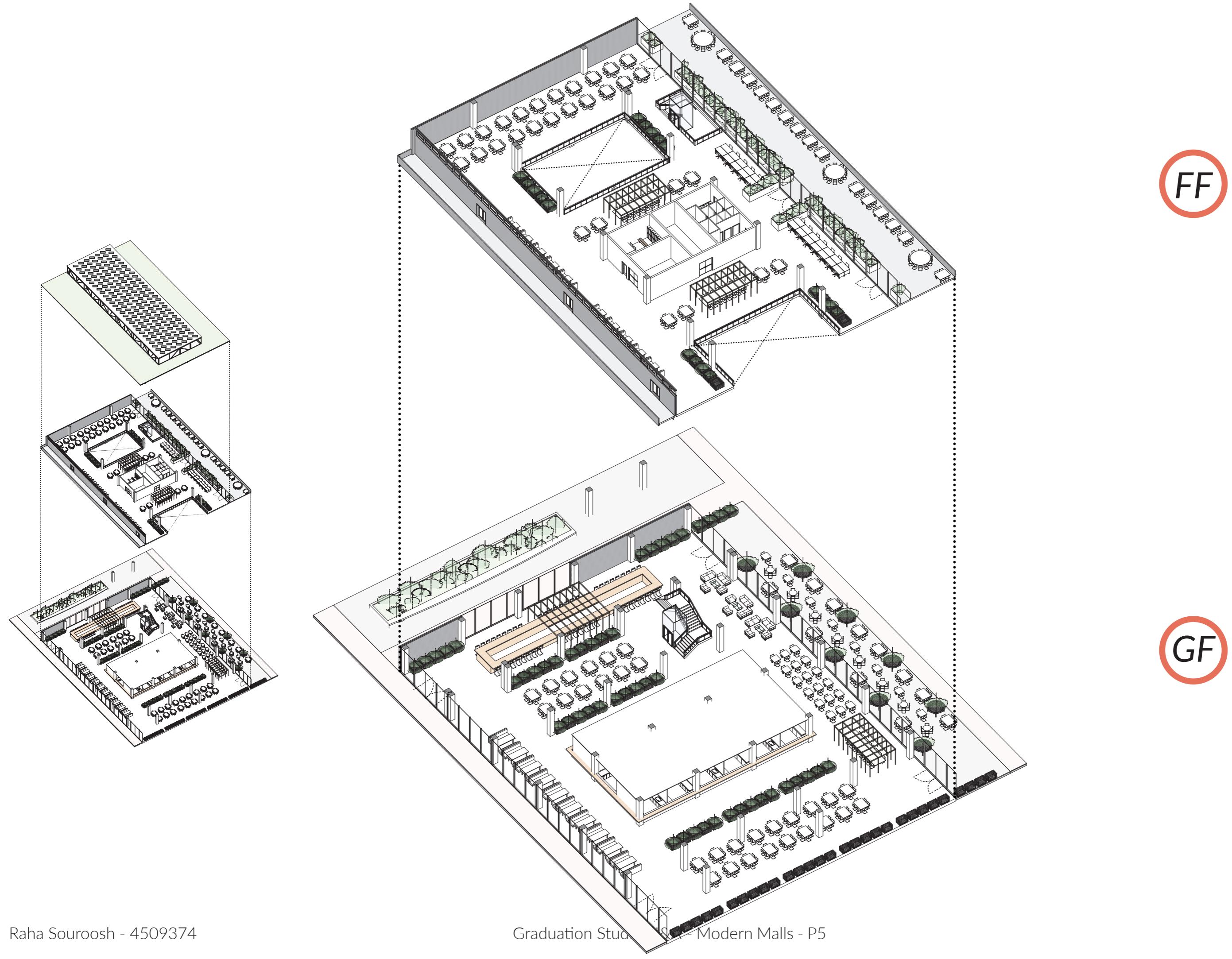
The Garden Cafe, Cambridge
Source: *Tripadvisor*

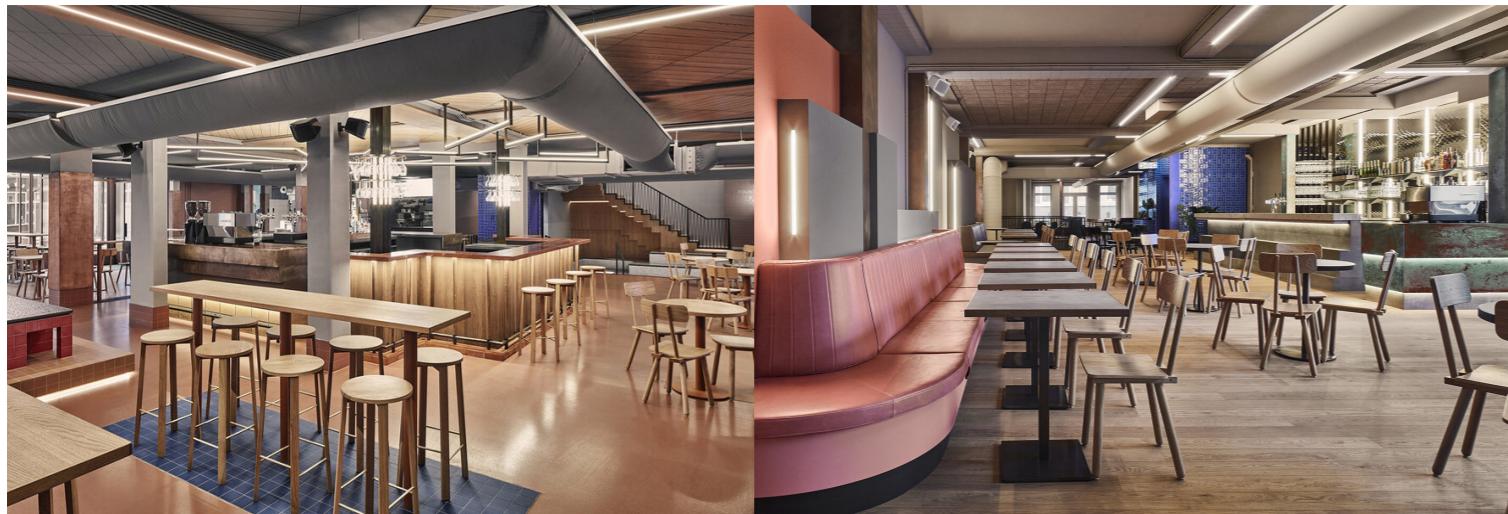


Graduation Studio H&A - Modern Malls - P5





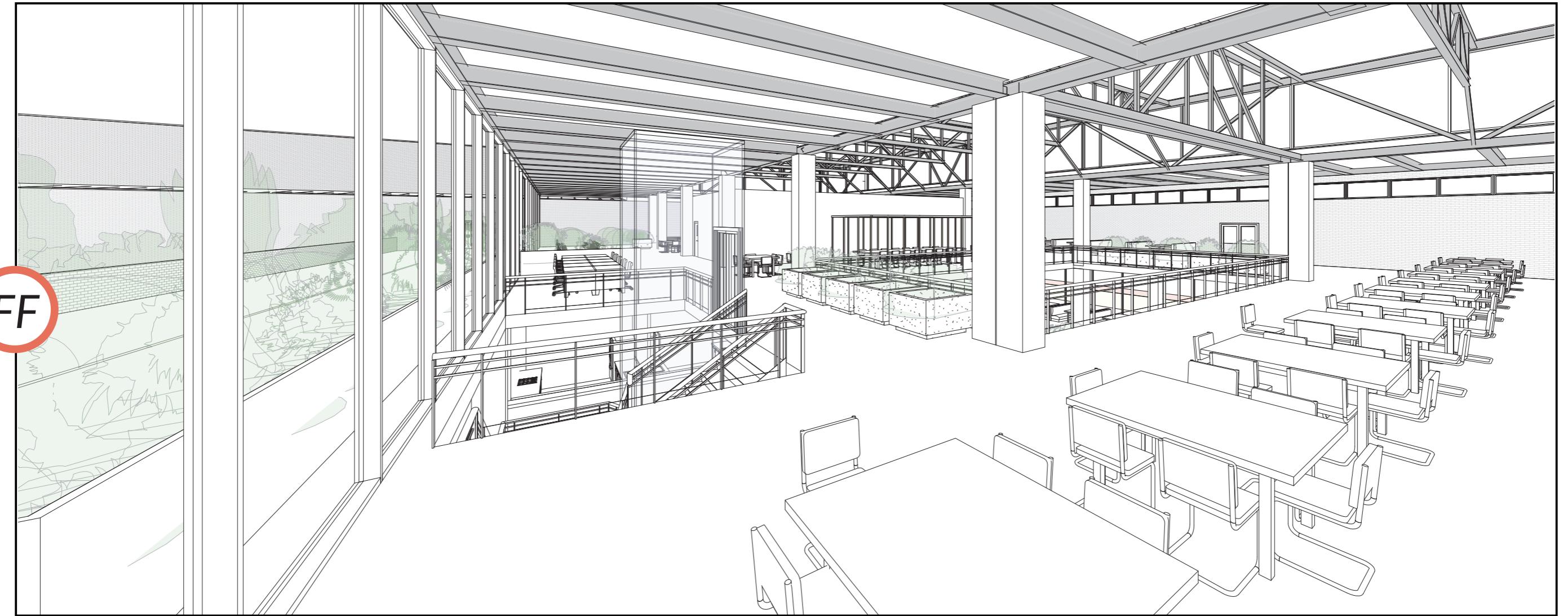




Foodhallen Den Haag
Source: Studio Modijefsky



Foodhall Scheveningen
Source: Tripadvisor



Foodhallen Rotterdam
Source: *WeekendsinRotterdam*



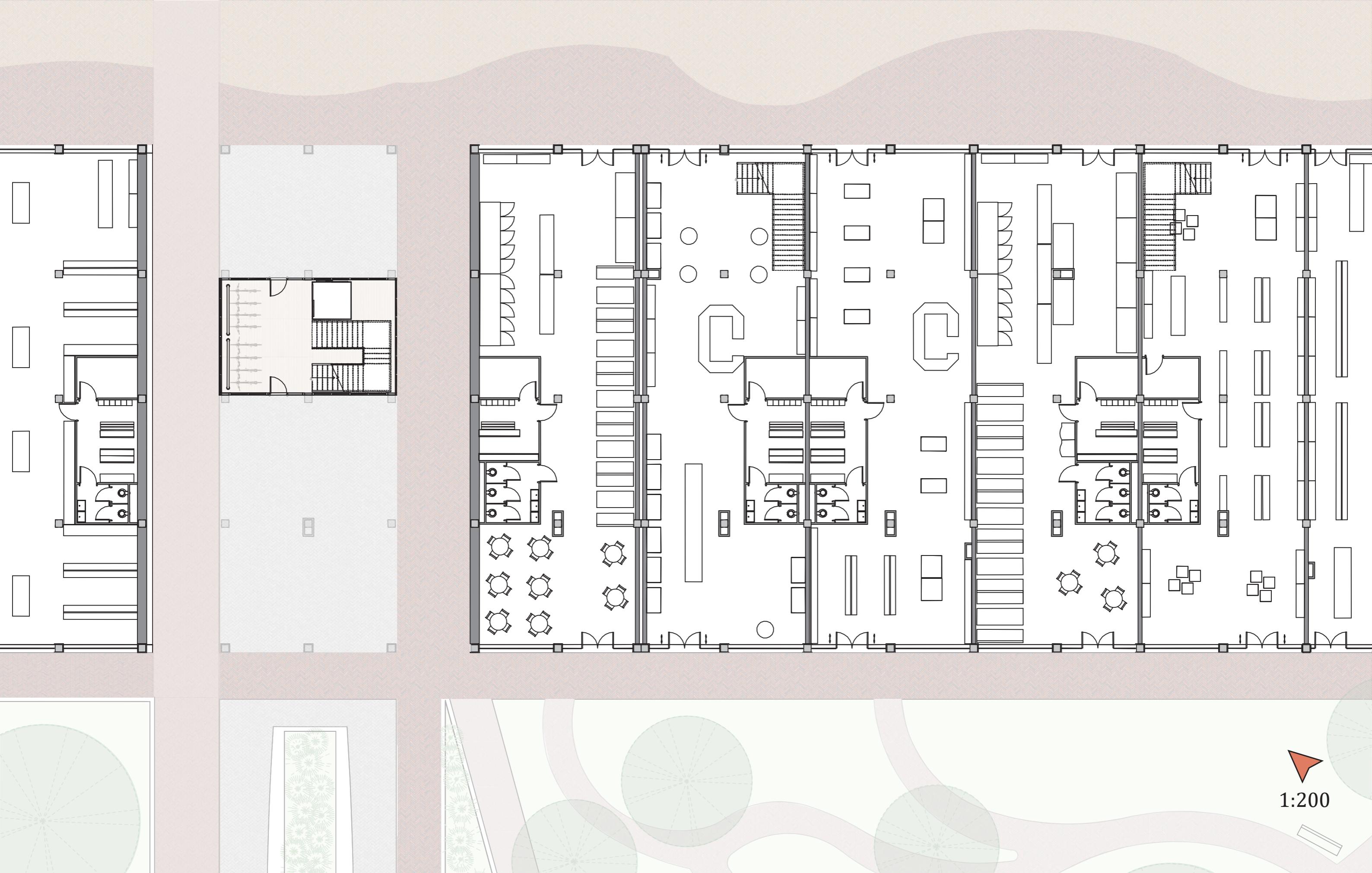
Foodhallen Amsterdam
Source: *Amsterdamtips*



FOCUS







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1:200

94



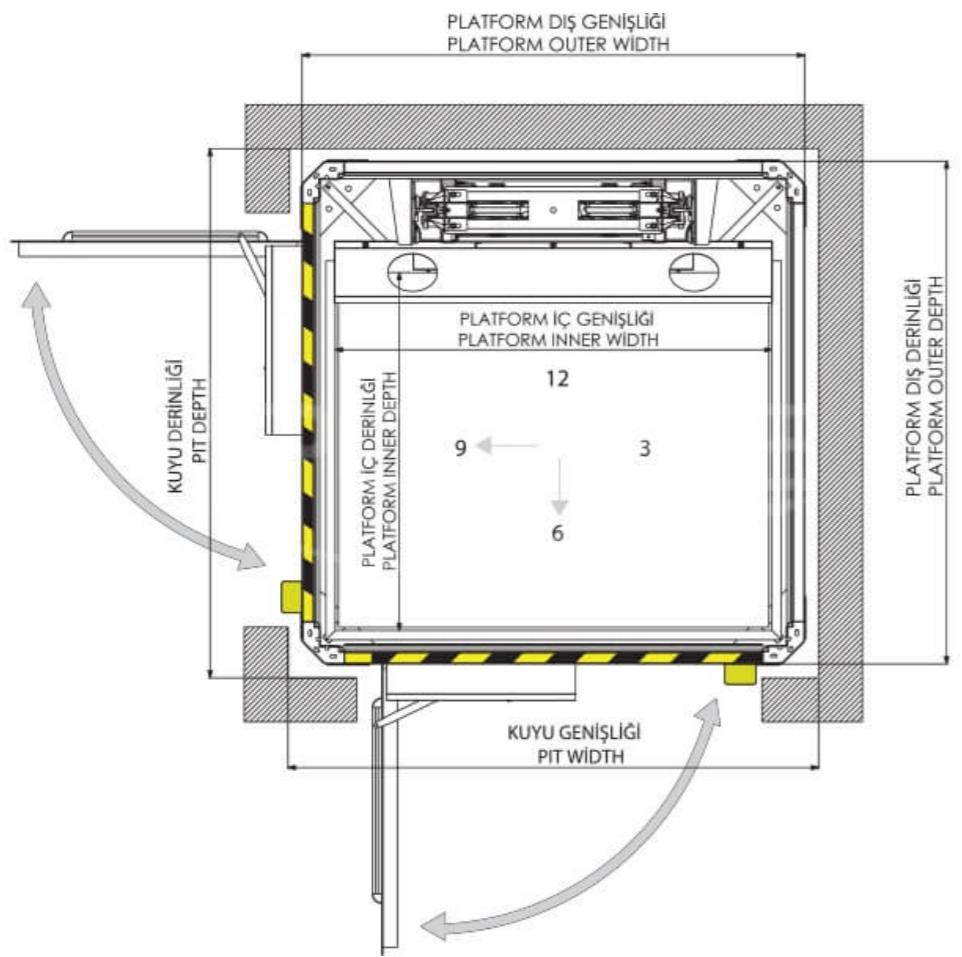


FF



GF

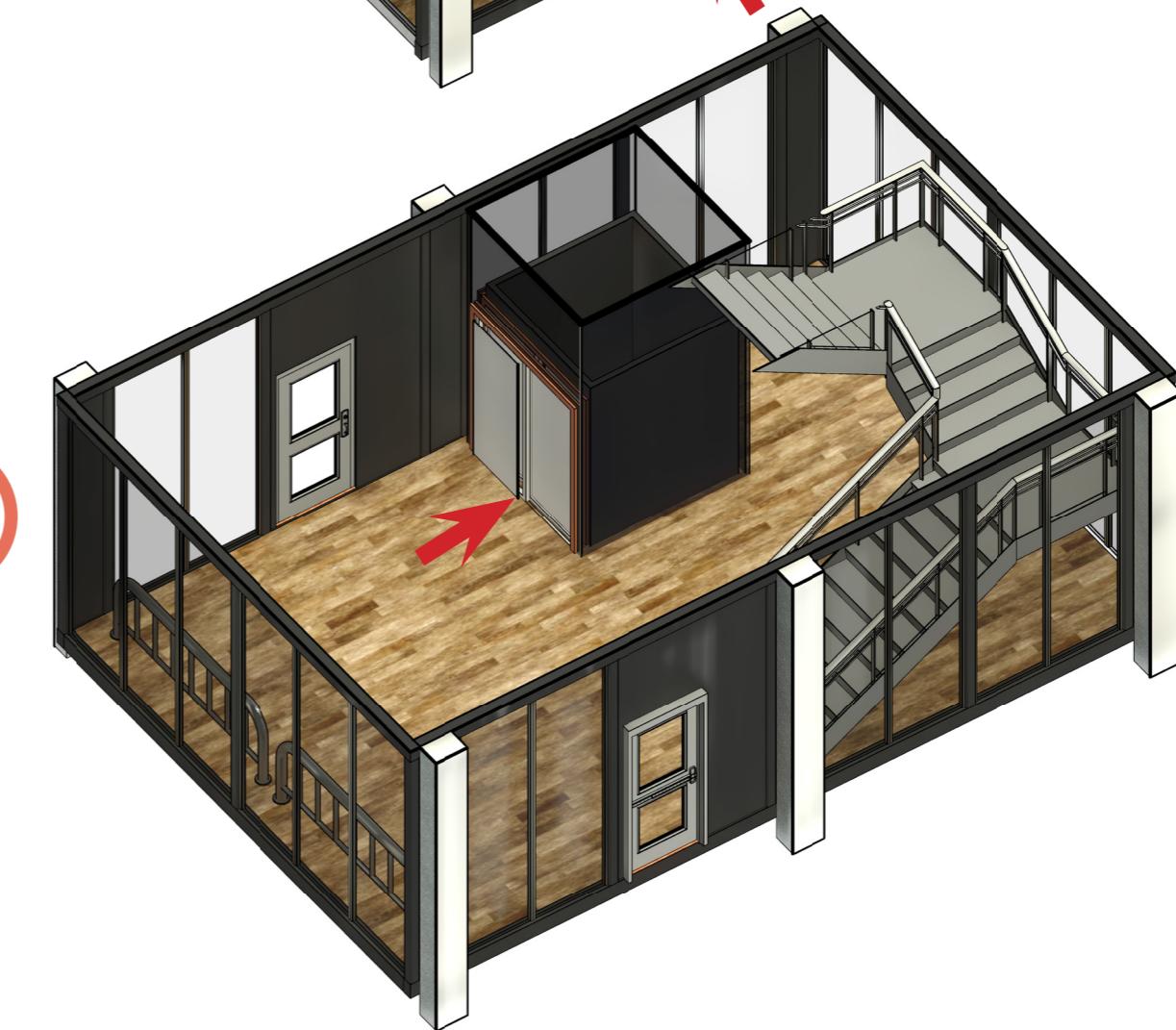
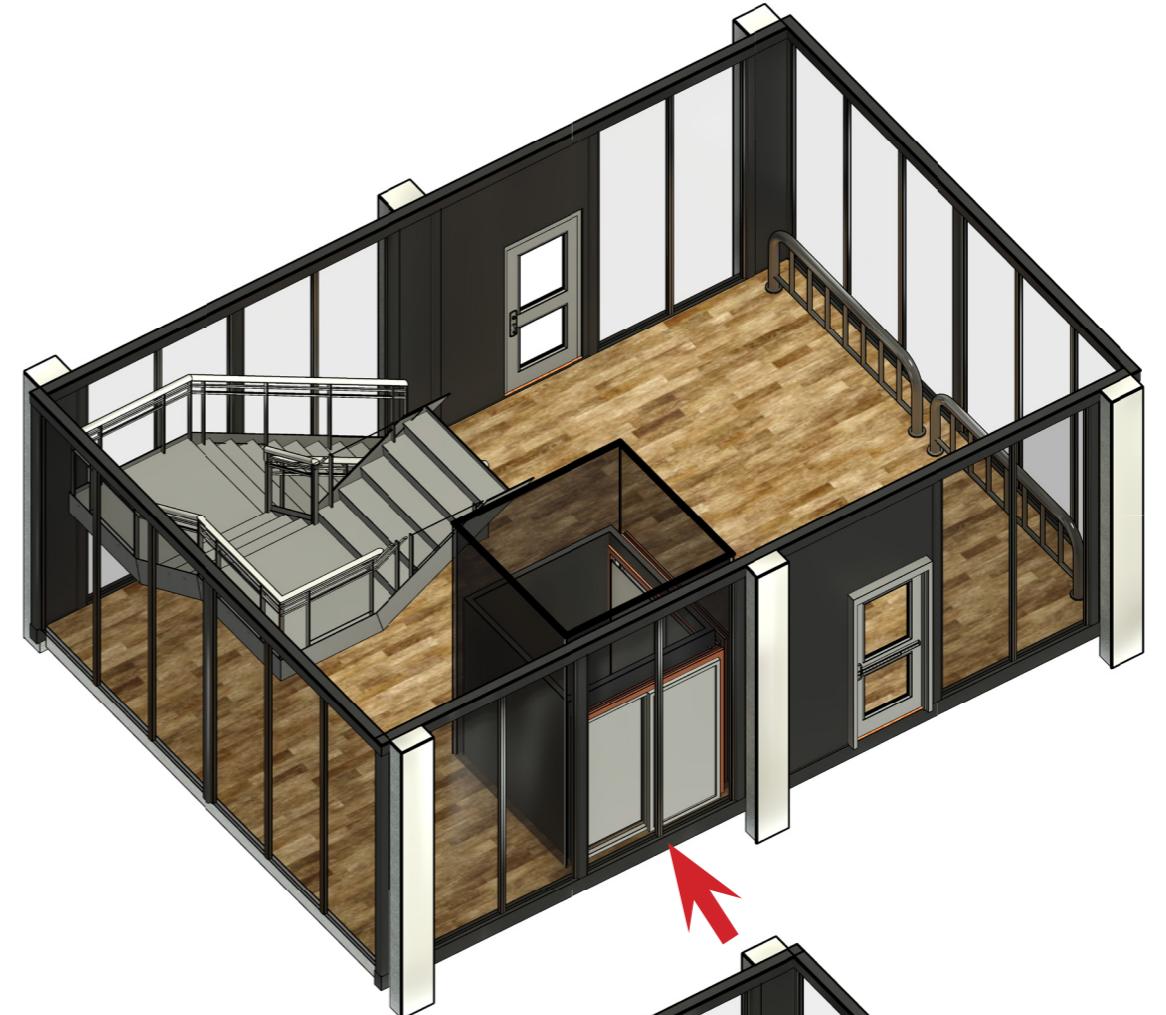




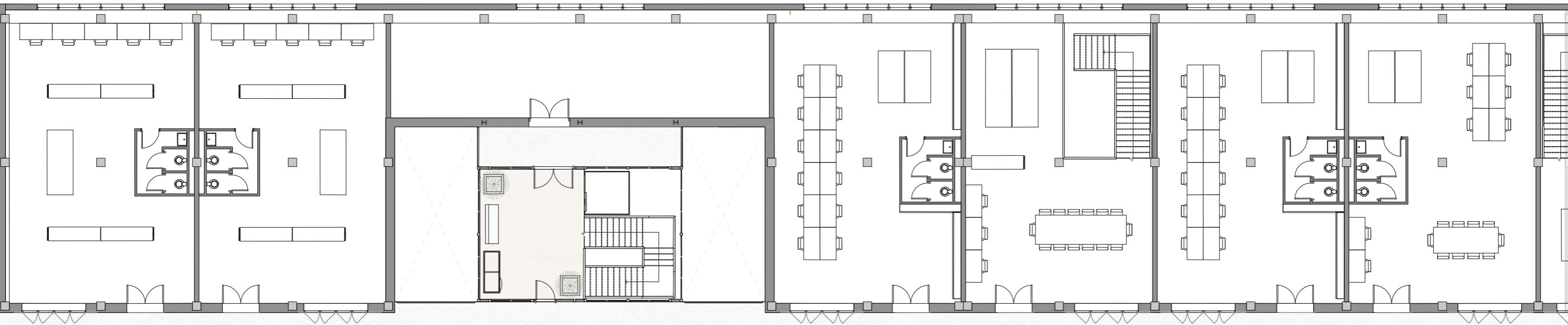
GF

Two sided elevator

Source: Poltime



GF

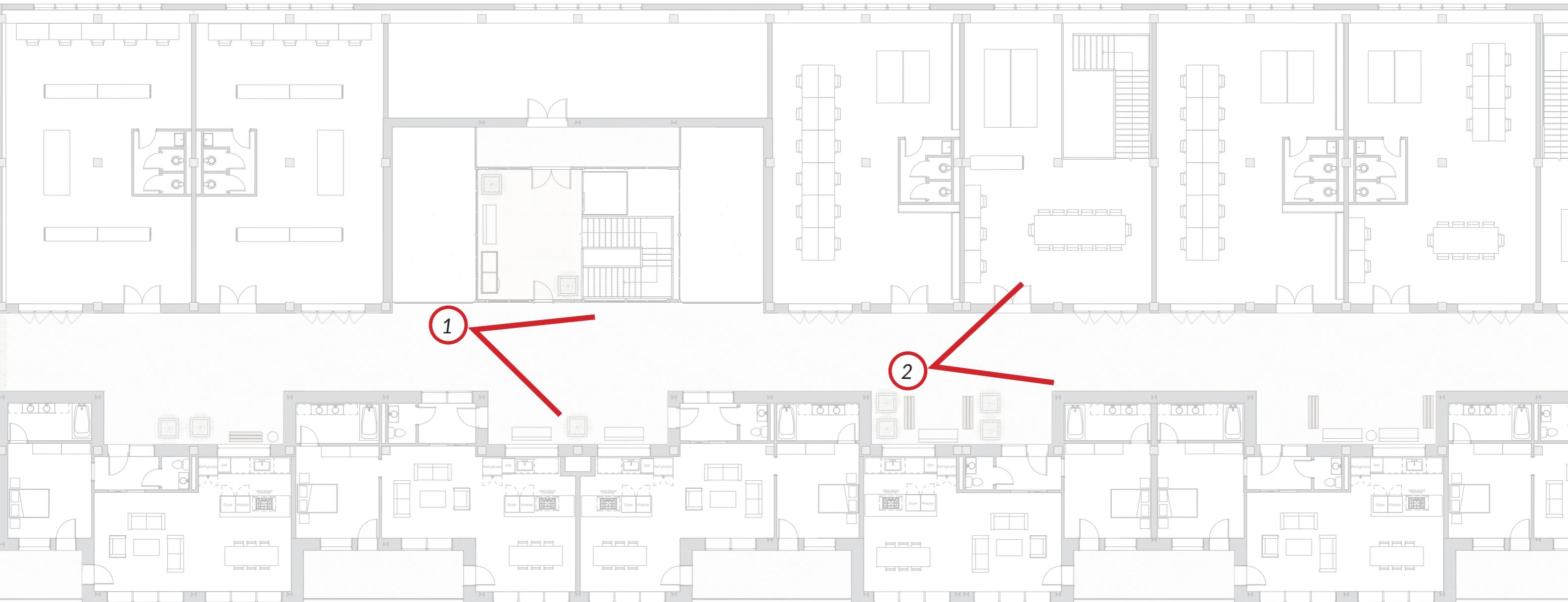


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1:200

98

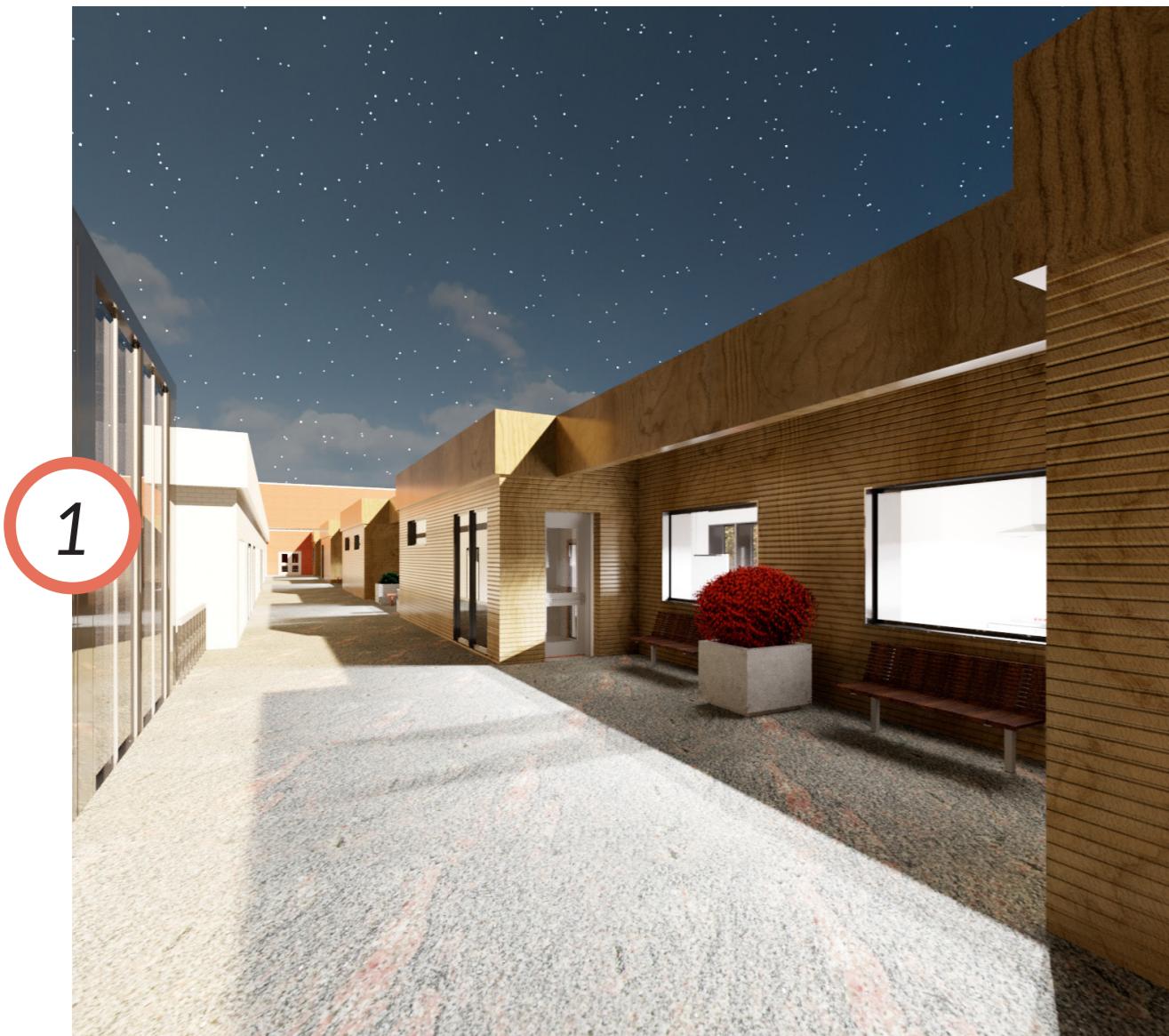


Raha Souroosh - 4509374

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1:200

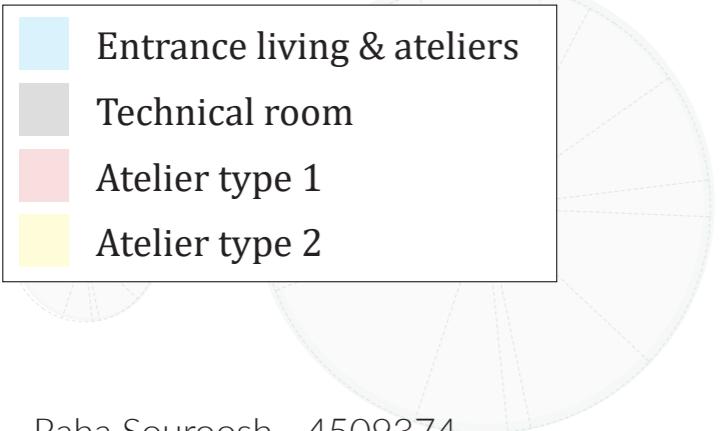
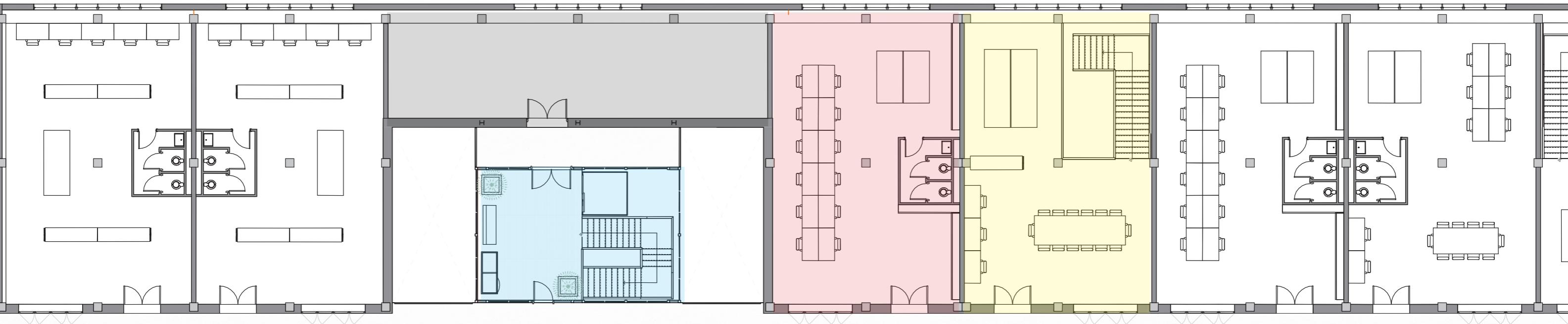
99



Nighttime in Front Nook



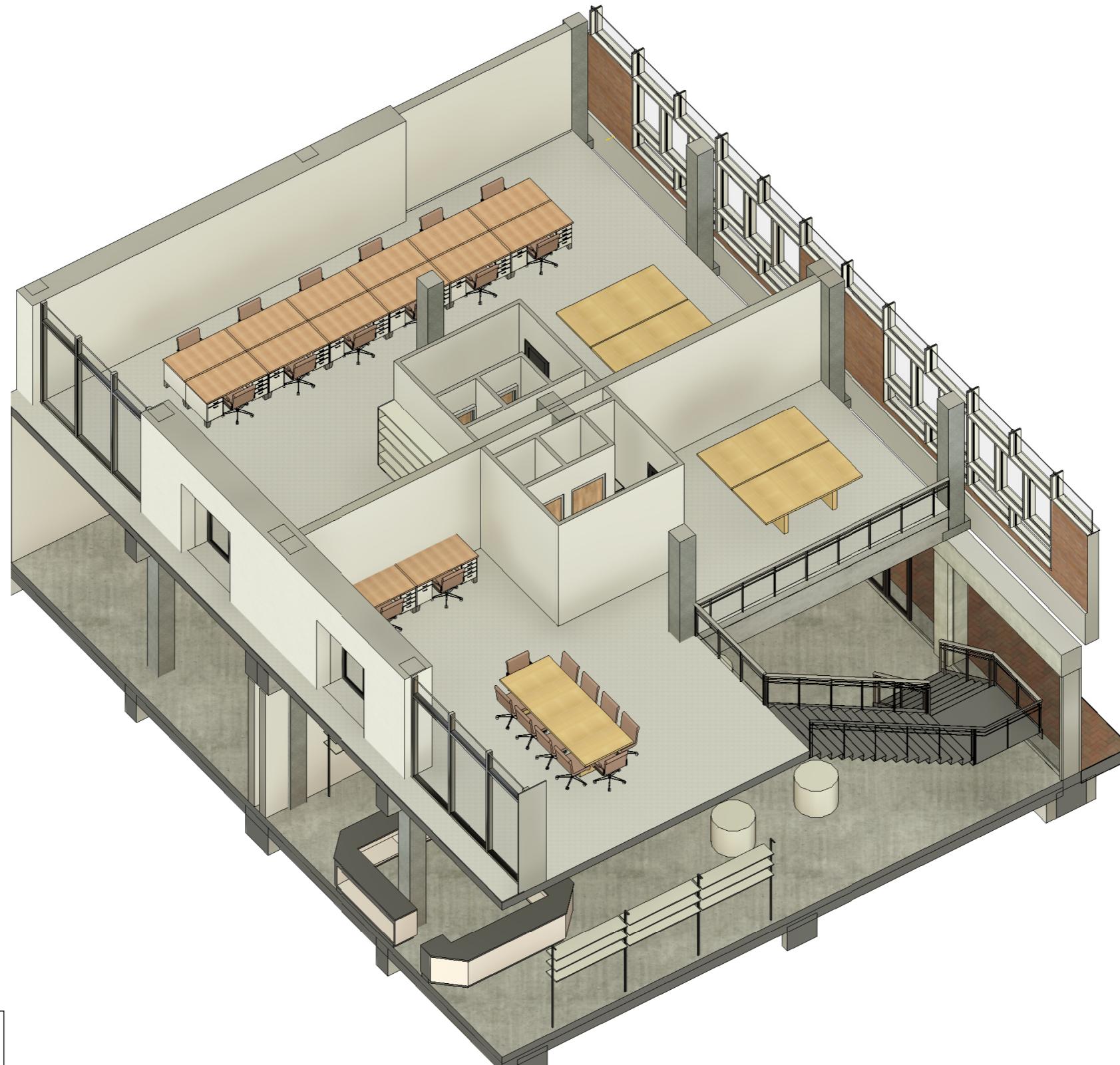
Daytime in the Atelier

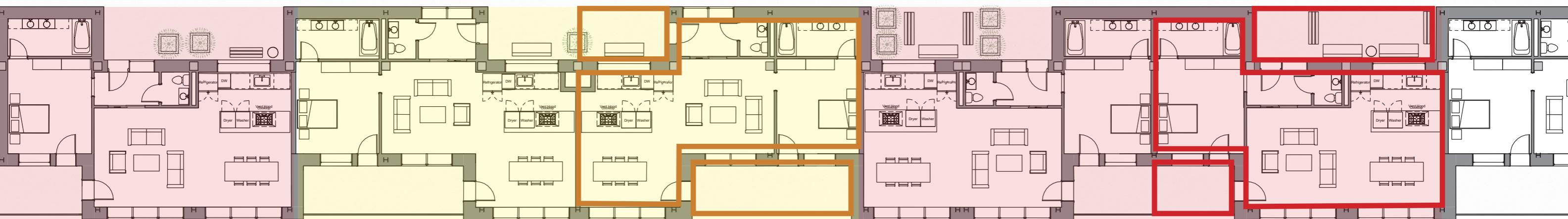
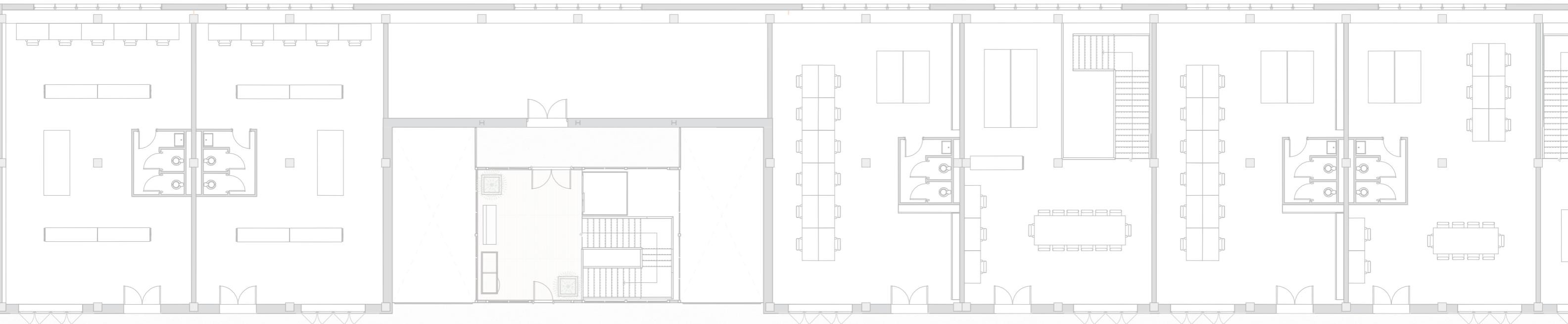


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1:200
101





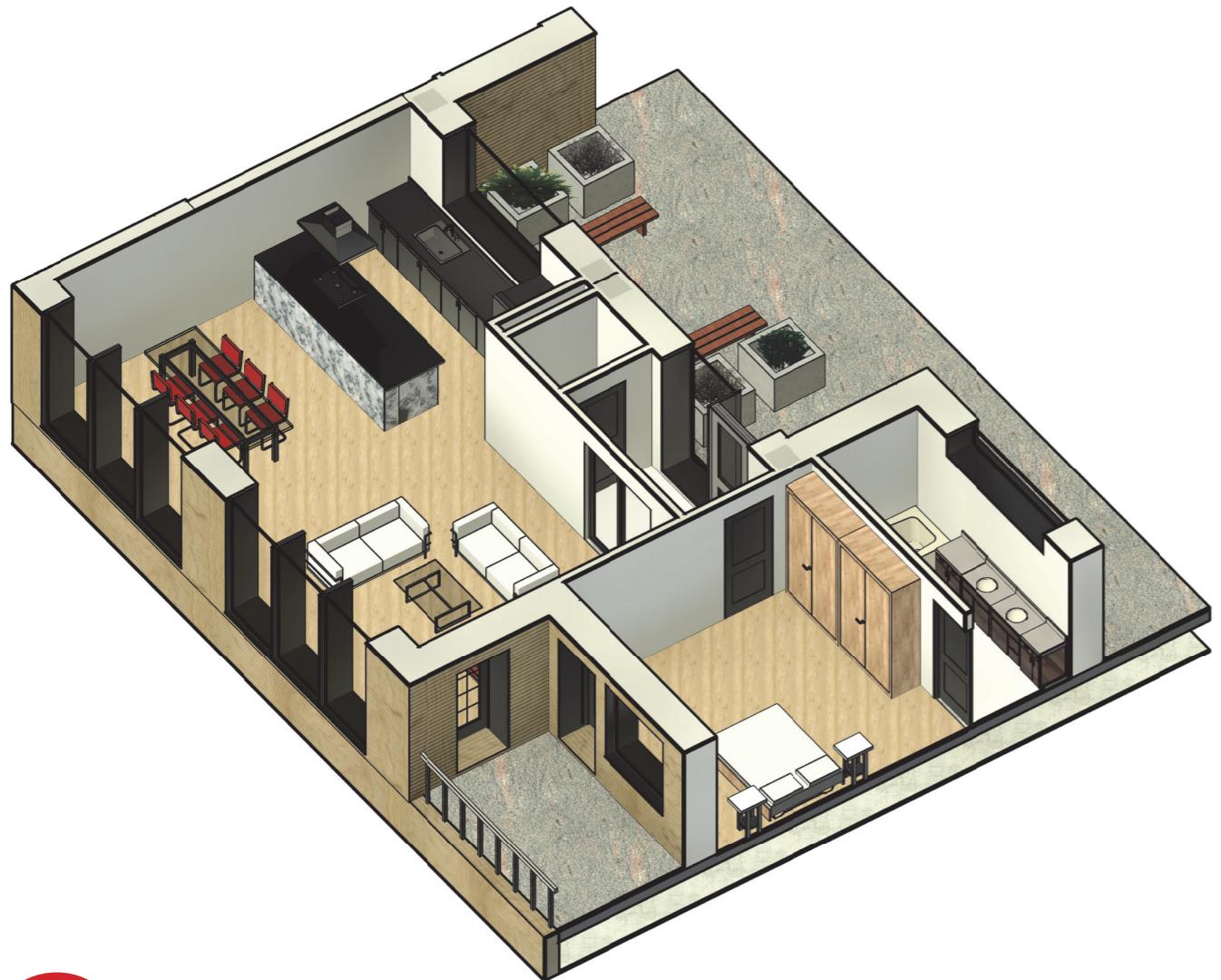
Living type 1
Living type 2

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1:200

103



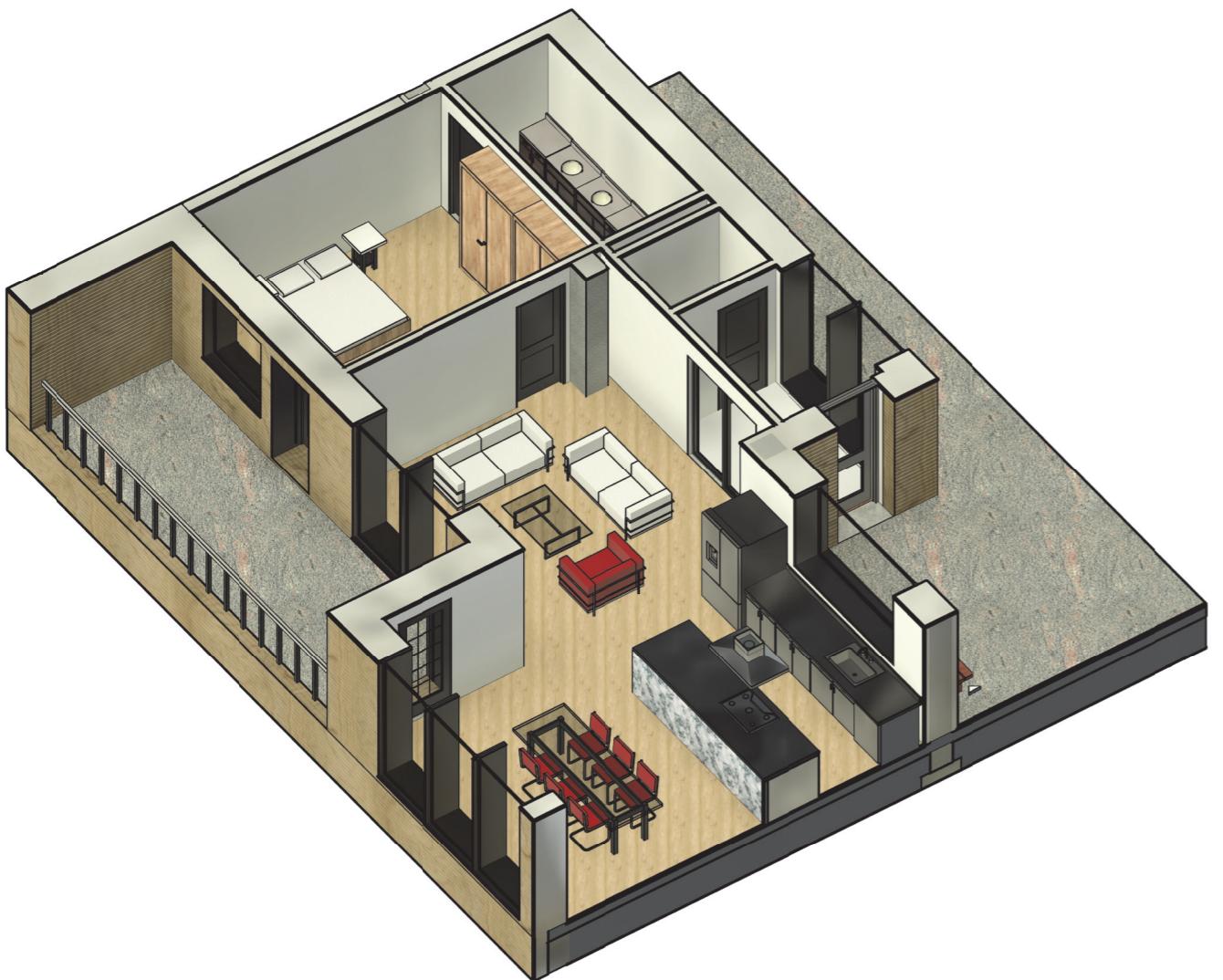
T1



Shared Terrace



Solo Front Nook



T2



Solo Terrace



Shared Front Nook



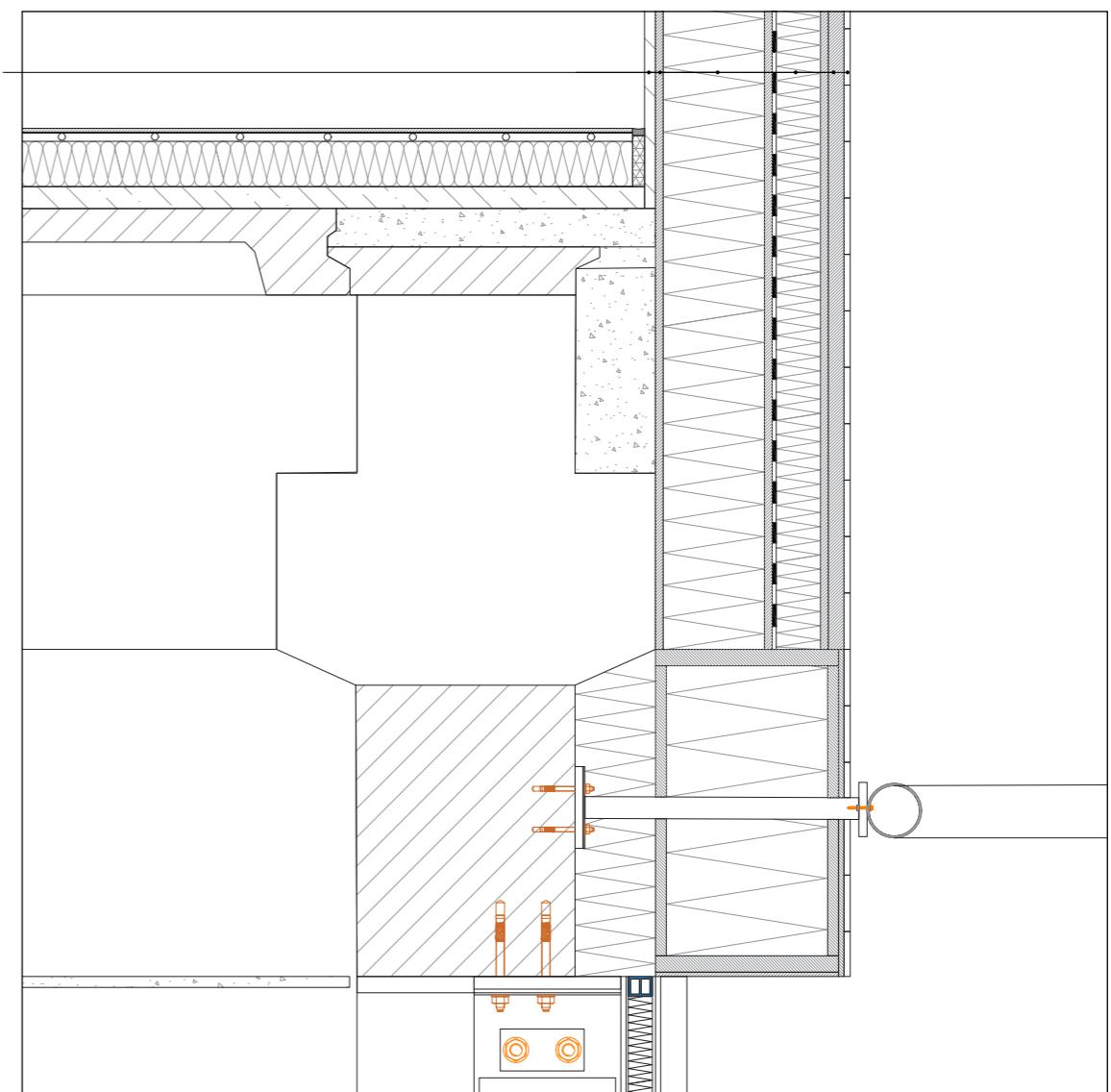
North-East Facade 1:150





North-East Facade 1:150

Wood cladding	15 mm
Wooden system	40+ 20 mm
EPS insulation	60 mm
Plywood	15 mm
Cellulose	200 mm
Plywood	15 mm
Gypsum wall	20 mm





South-West Facade 1:150





North-East Facade
Before

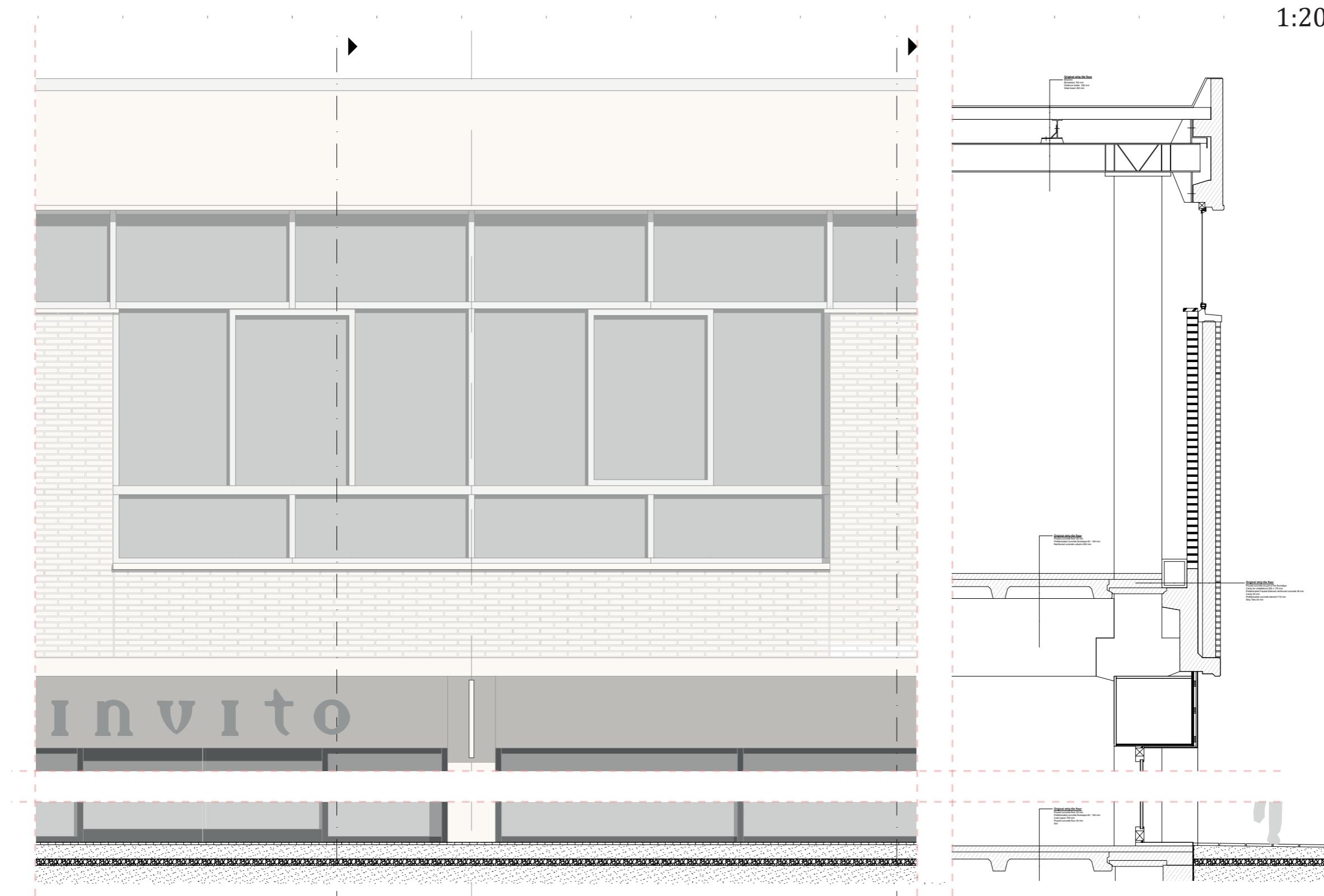


North-East Facade
After

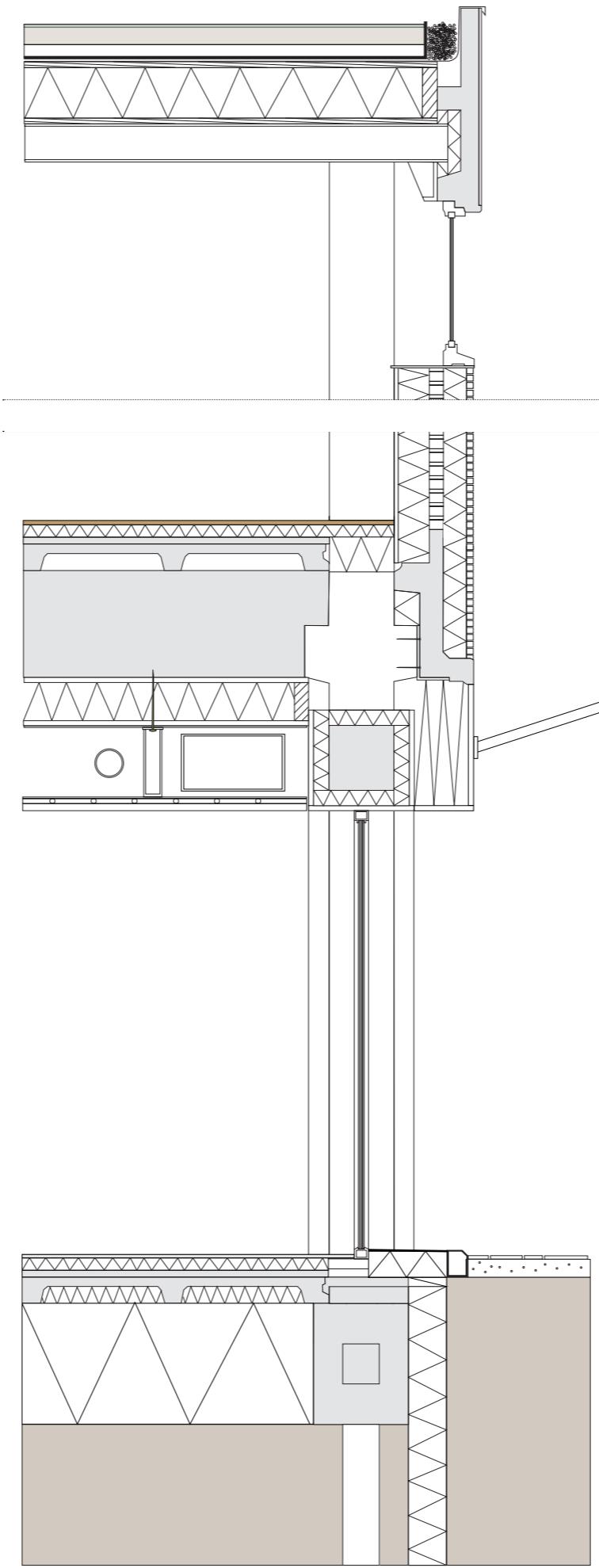
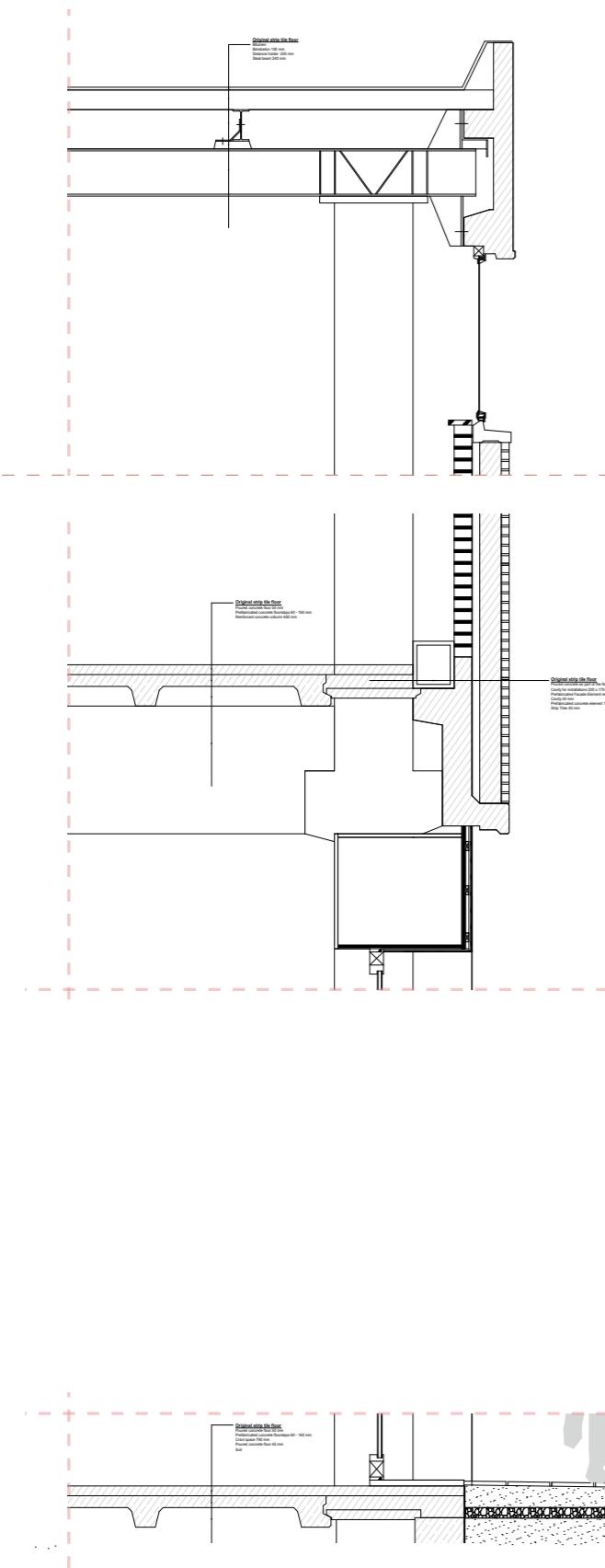


Old facade

1:20



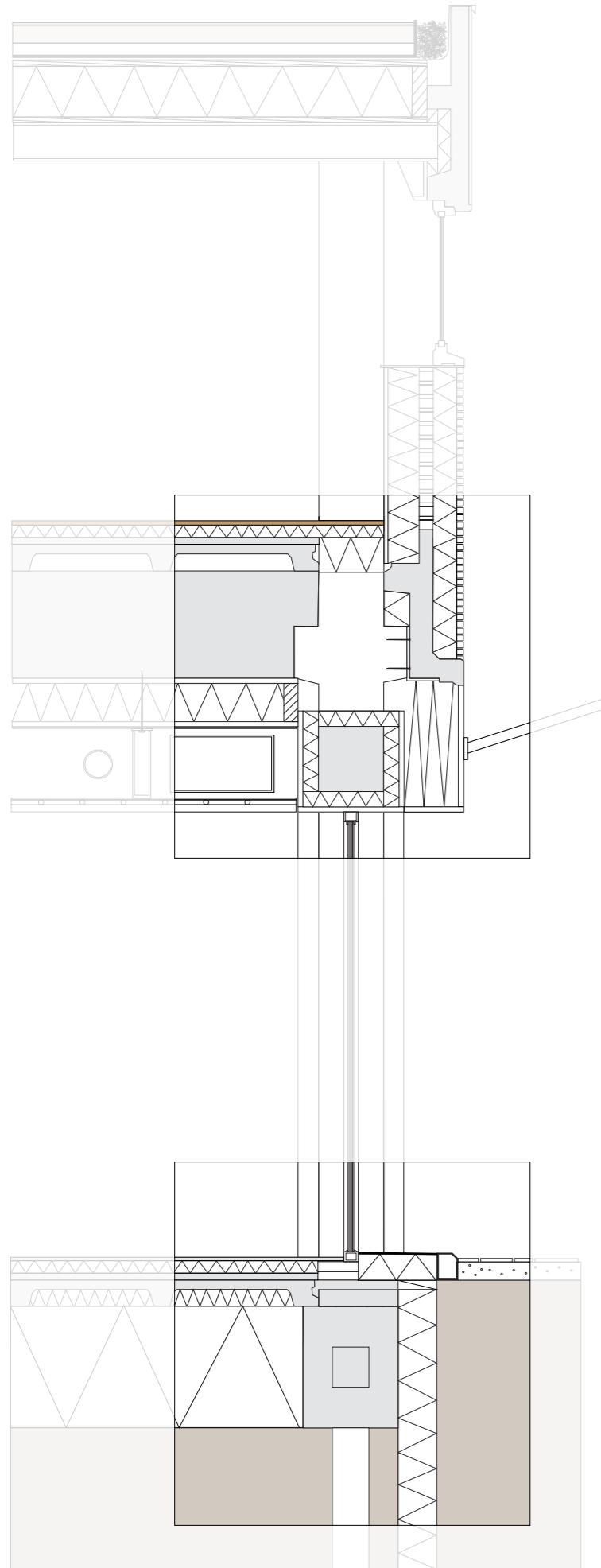
Source: Signe Ganz, 2022 (group with author)



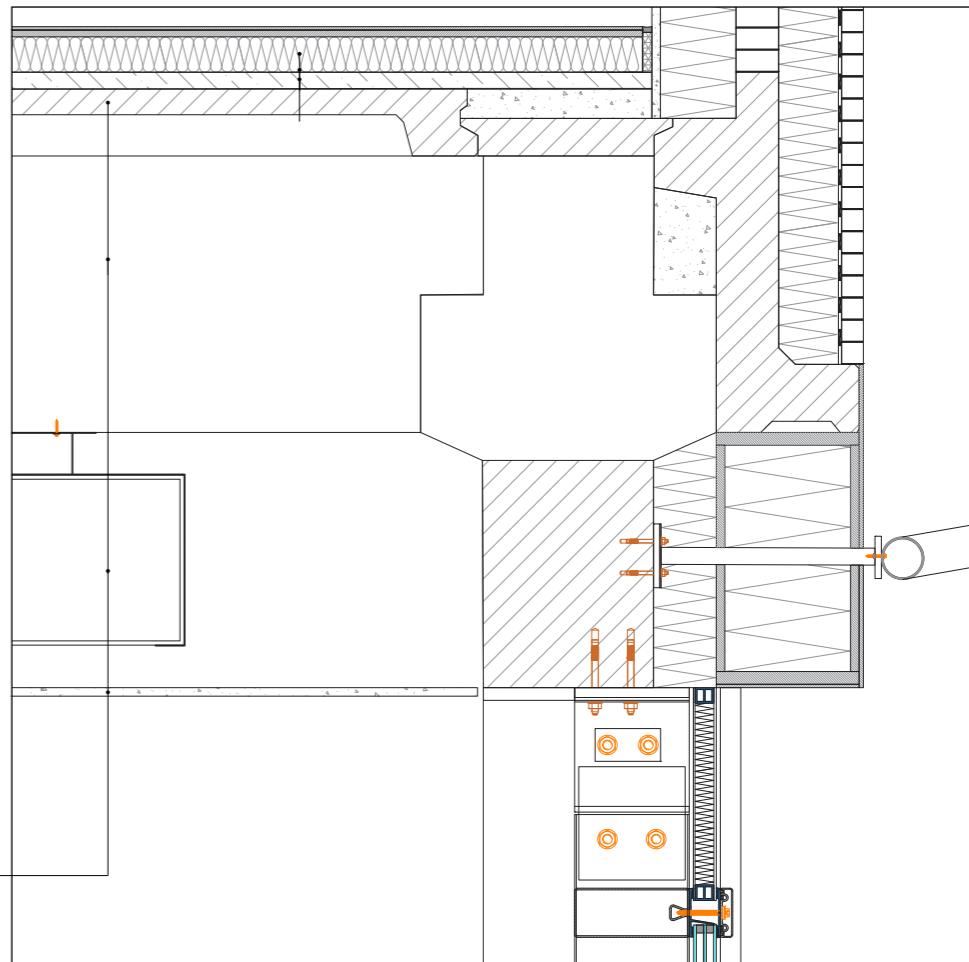
New facade

1:20

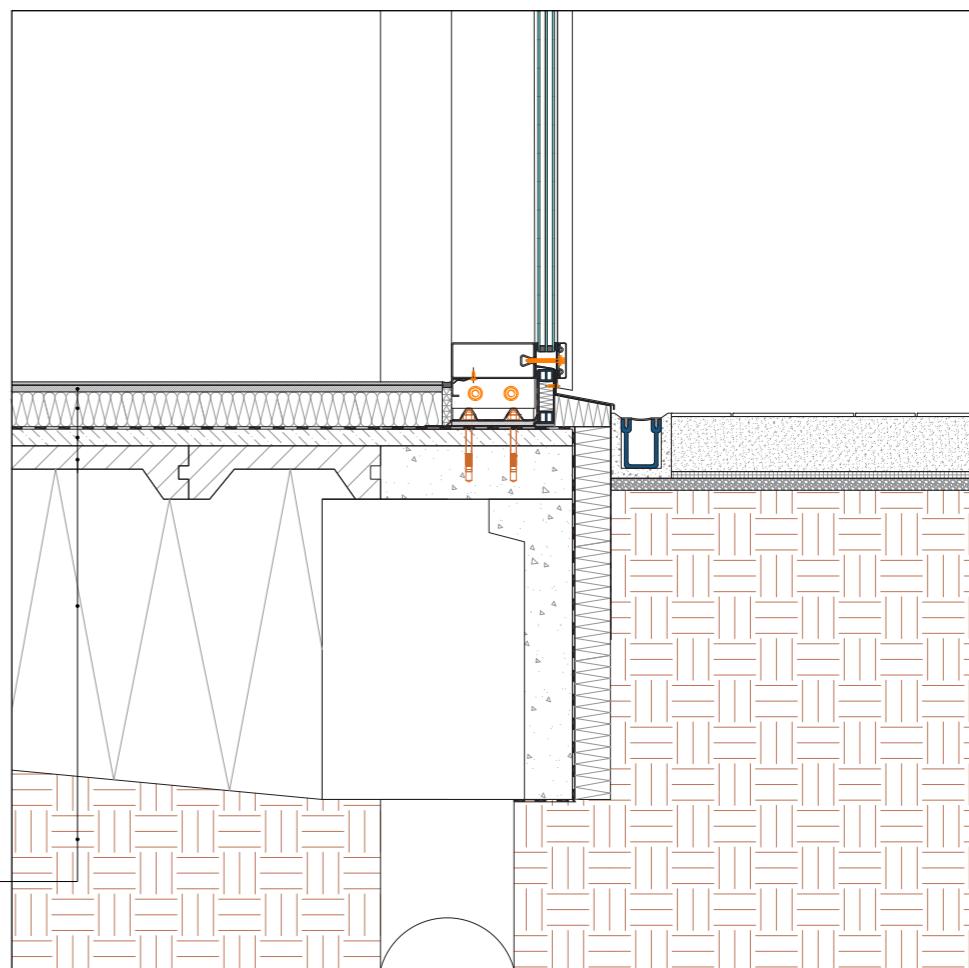




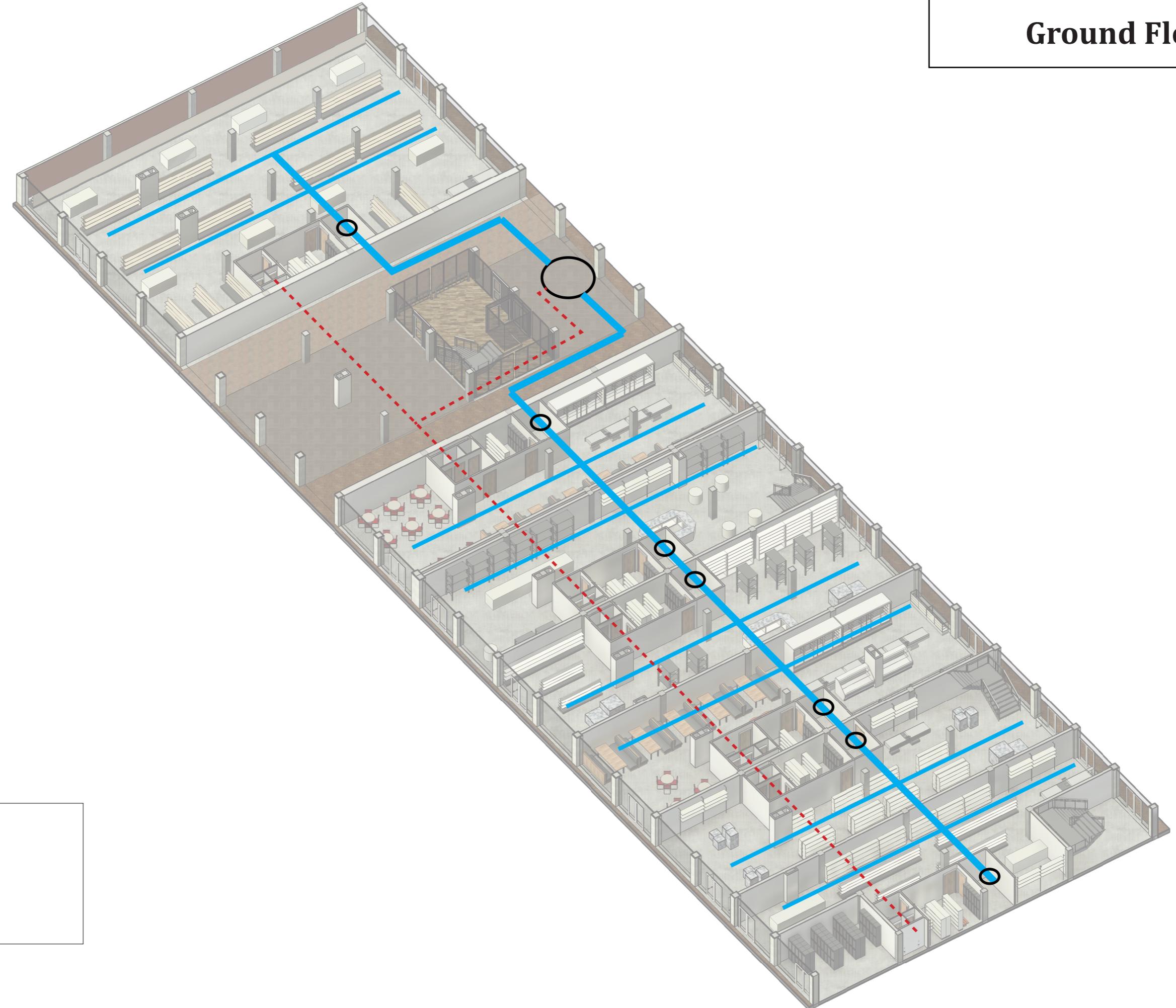
Wood flooring	30 mm
Sound proofing	60 mm
Concrete screed	40 mm
Reinforced concrete slabs	160 mm
Concrete column	800 mm
Ventilation duct	600 x 800 mm
System ceiling	800 mm
Gypsum ceiling	10 mm



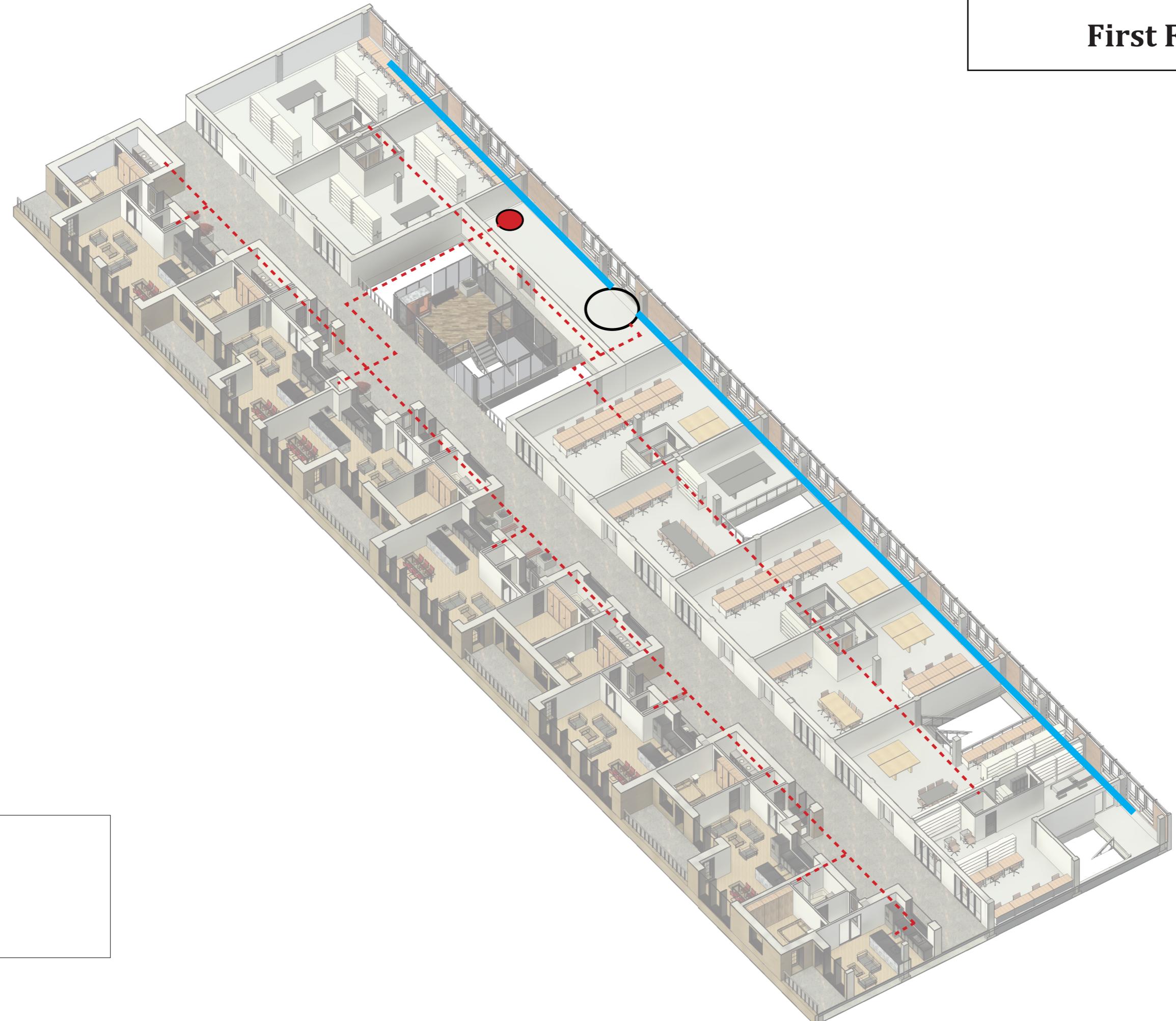
Concrete screed	20 mm
Sound proofing	60 mm
Concrete screed	40 mm
Reinforced concrete slabs	160 mm
PUR insulation in crawlspace	900 mm
Soil	-



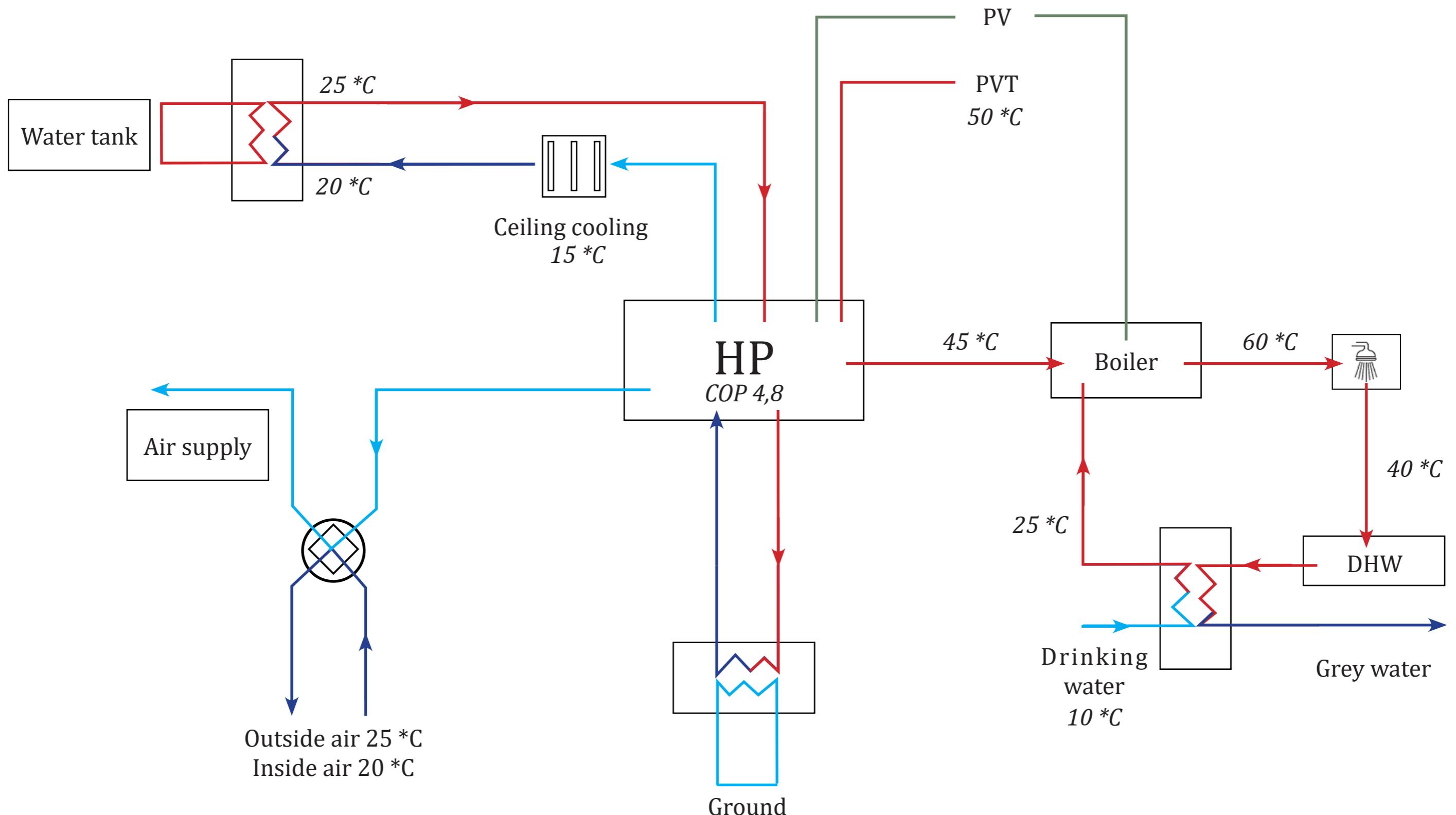
Ground Floor



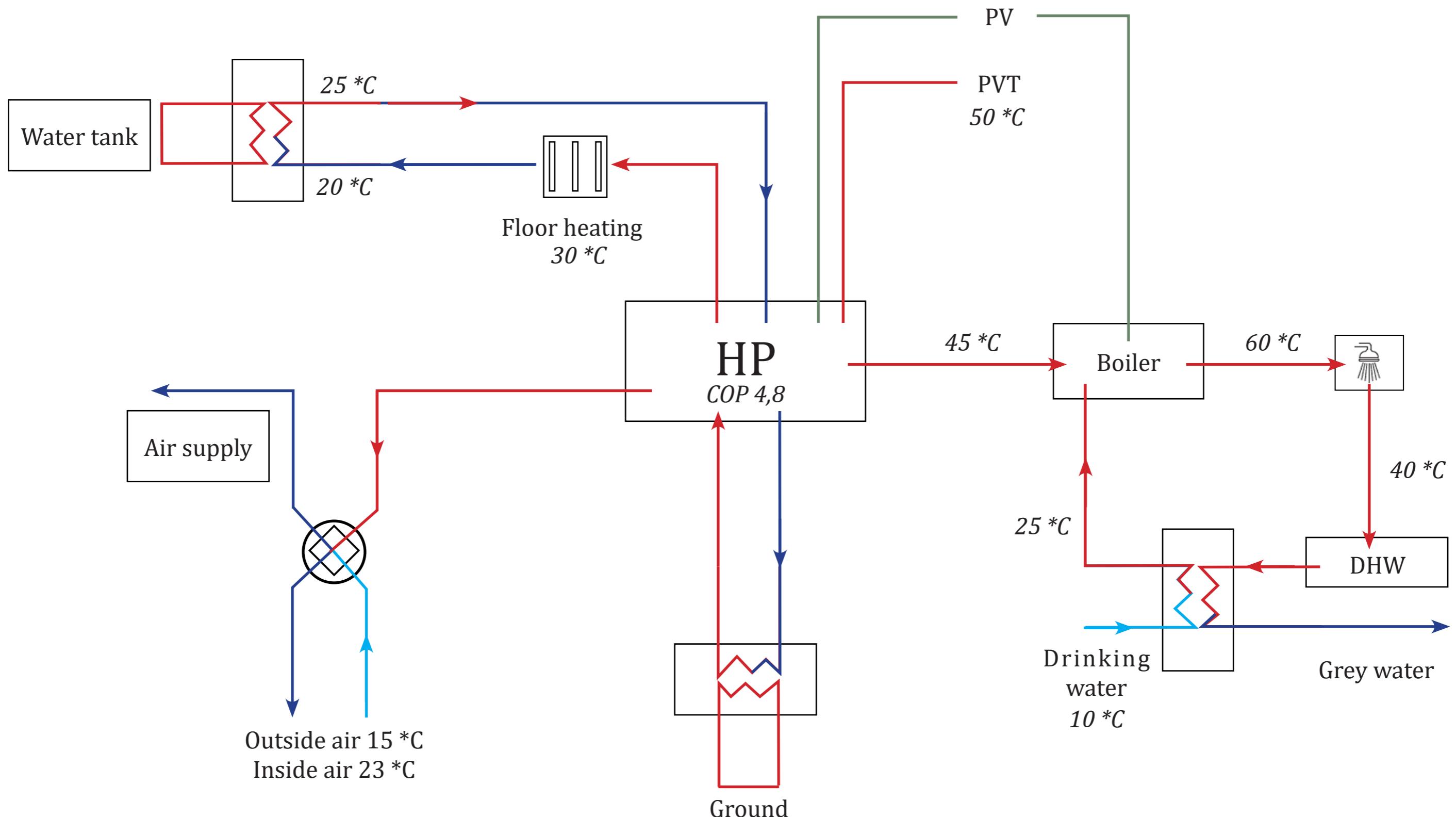
First Floor



Summer strategy

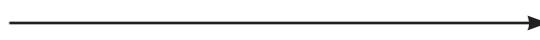


Winter strategy





ROUNDING UP









Before

After

QUESTIONS?
