

# P5 PRESENTATION - TRISTAN DECKERS - 5312213

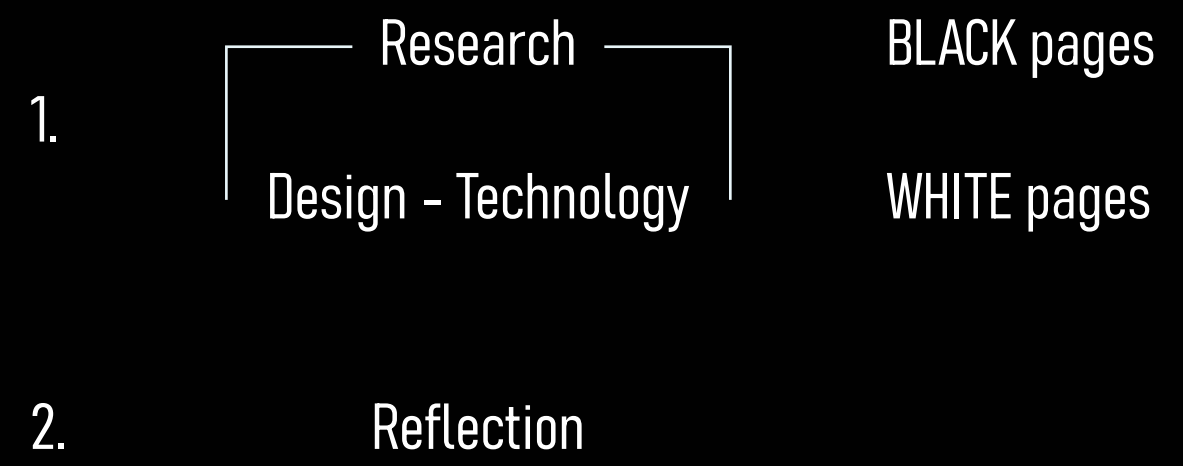
Methods of Analysis and Imagination - A Matter of Scale - 2024/2025

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# Overview





# Research

1. Contextual analysis

2. Personal



# 1. Contextual Analysis

Fieldtrip

Analysing arrival and movement in Tallinn, Estonia

2 methods:

1. Being a Moving Observer
2. Being stationary and Observing Movement



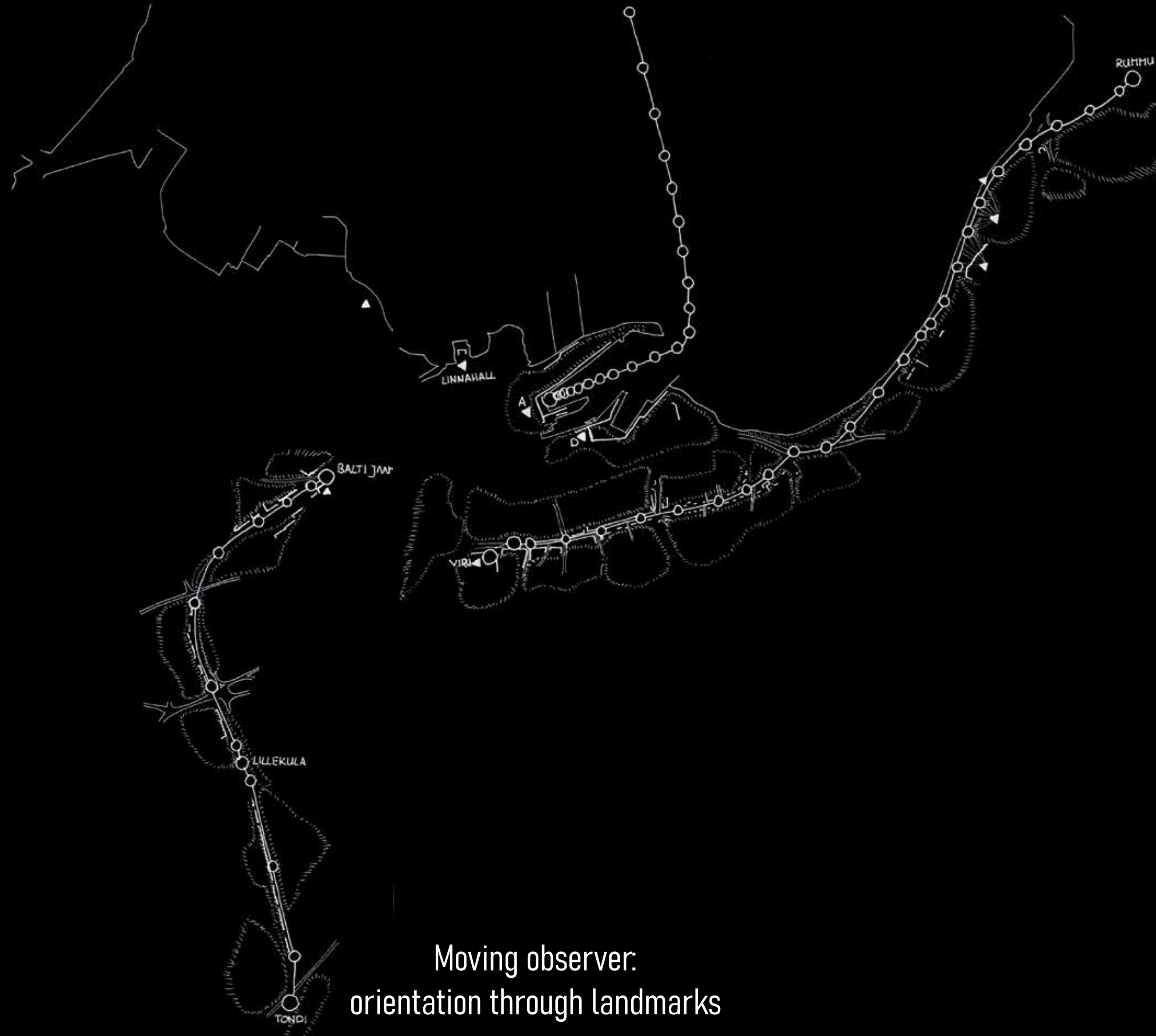
# 1. Contextual Analysis

Moving observer:

MP4 1



# 1. Contextual Analysis



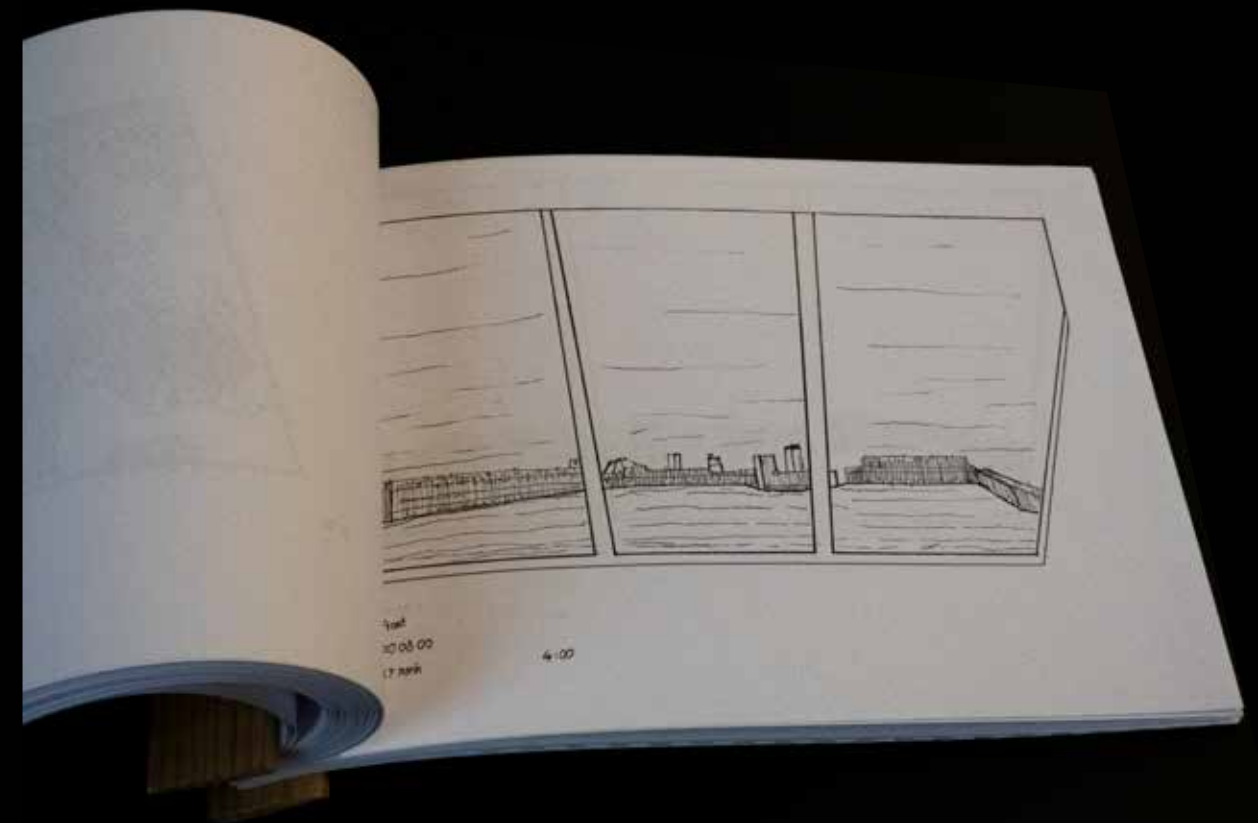
Moving observer:  
orientation through landmarks



# 1. Contextual Analysis

Moving observer:

Collection of sketches





# 1. Contextual Analysis

Moving observer:

Rotation device, simulating speed



# 1. Contextual Analysis

Observing movement - GIFS at endpoints - Viru bushub

GIF 1



# 1. Contextual Analysis

Observing movement - GIFS at endpoints - Balti Jaam trainstation

GIF 2

# 1. Contextual Analysis

Observing movement - GIFS at endpoints - Ferry terminal

GIF 3

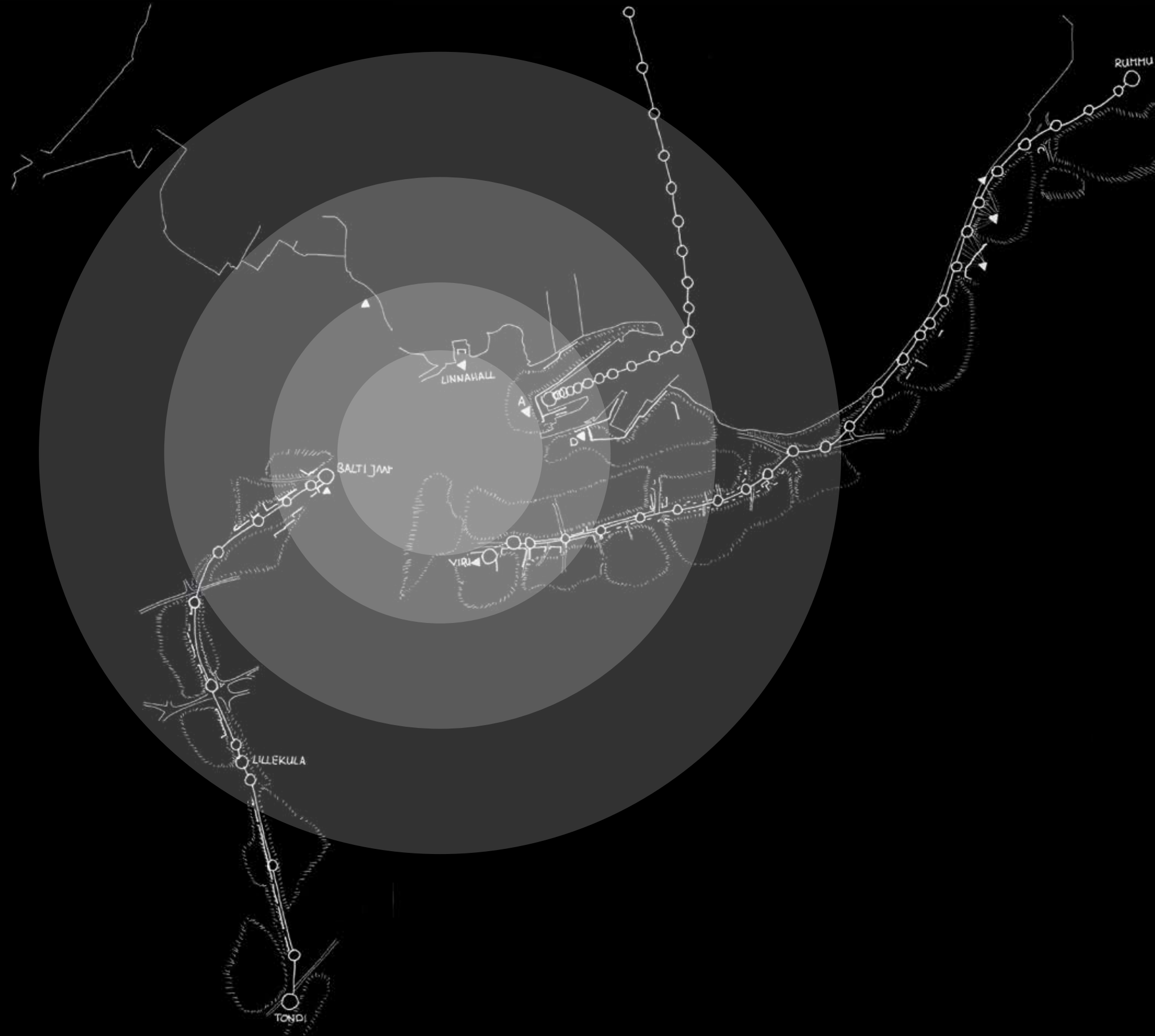


# 1. Contextual Analysis

Conclusion:

Speed has a Scale  
&  
Speed and Depth are related

## 2. Personal Analysis



## 2. Personal Analysis

Harbour → City centre



2025



## 2. Personal Analysis



2015



2025

## 2. Personal Analysis

City centre -> Harbour



2025



## 2. Personal Analysis

blind facades:  
Lack of Depth and interaction





## 2. Personal Analysis

shopping malls circling around users of the harbour, proper public space?



2025

## 2. Personal Analysis

### Problem statement

A lack of orientation in the harbour area of Tallinn,  
caused by buildings with a monolithic/flat character,  
which is obstructing a proper connection between city & harbour

## 2. Personal Analysis

### Question – location

‘How can a public landmark help orientation in Tallinn?’

## 2. Personal Analysis

1 building takes up a large portion of this harbour area



2025



## 2. Personal Analysis

a structure at the heart of the new developments



2025



## 2. Personal Analysis

On the most prominent spot in the old town harbour





## 2. Personal Analysis

and what should become an enormous shopping centre



## 2. Personal Analysis

was also at the heart of a case of corruption

### Estonian government collapses over corruption investigation

Prime minister resigns after party named as suspect in inquiry into property project



📷 Jüri Ratas (right) leaving parliament in Tallinn after resigning as prime minister. Photograph: Raigo Pajula/AFP/Getty Images

Estonia's prime minister has resigned after police and prosecutors launched an investigation into an alleged corruption scandal involving his left-leaning Centre party related to a property development.



## 2. Personal Analysis

### Problem statement

Tallinn residents are left with a vacant and unfinished concrete colossus  
on the most prominent site in their harbour,  
which is meant to become another shopping centre

## 2. Personal Analysis

### Questions - building

Why would we would we design a place where items are the centre of attention when we aim to create a landmark?

-> This building should become a place that should focus on humans and human interaction

## 2. Personal Analysis

### Questions - building

'What happens when a structure meant for a shopping mall for retail is transformed into a shopping mall for services?'

= Shopping mall for Information  
= Mediatheque

-What are the characteristics of (retail) shopping malls and how can they be manipulated?

# Research - Retail shopping mall characteristics

1. Attraction
2. Internal focus
3. Comfort

Literature study, but also case studies



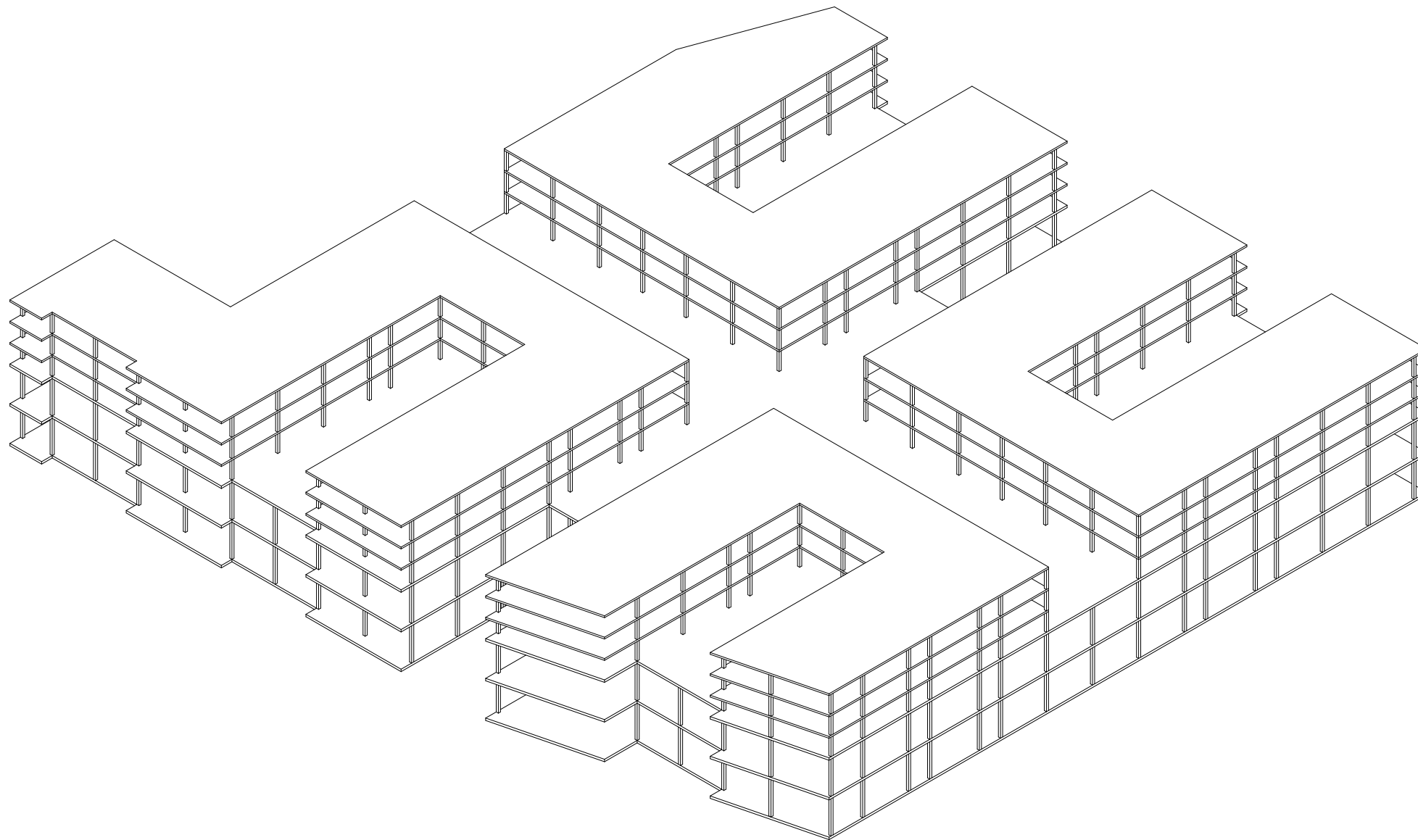
# DESIGN

## 0. The basics

1. Moving from Outside to inside
2. Moving within the building
3. Looking Outside and leaving

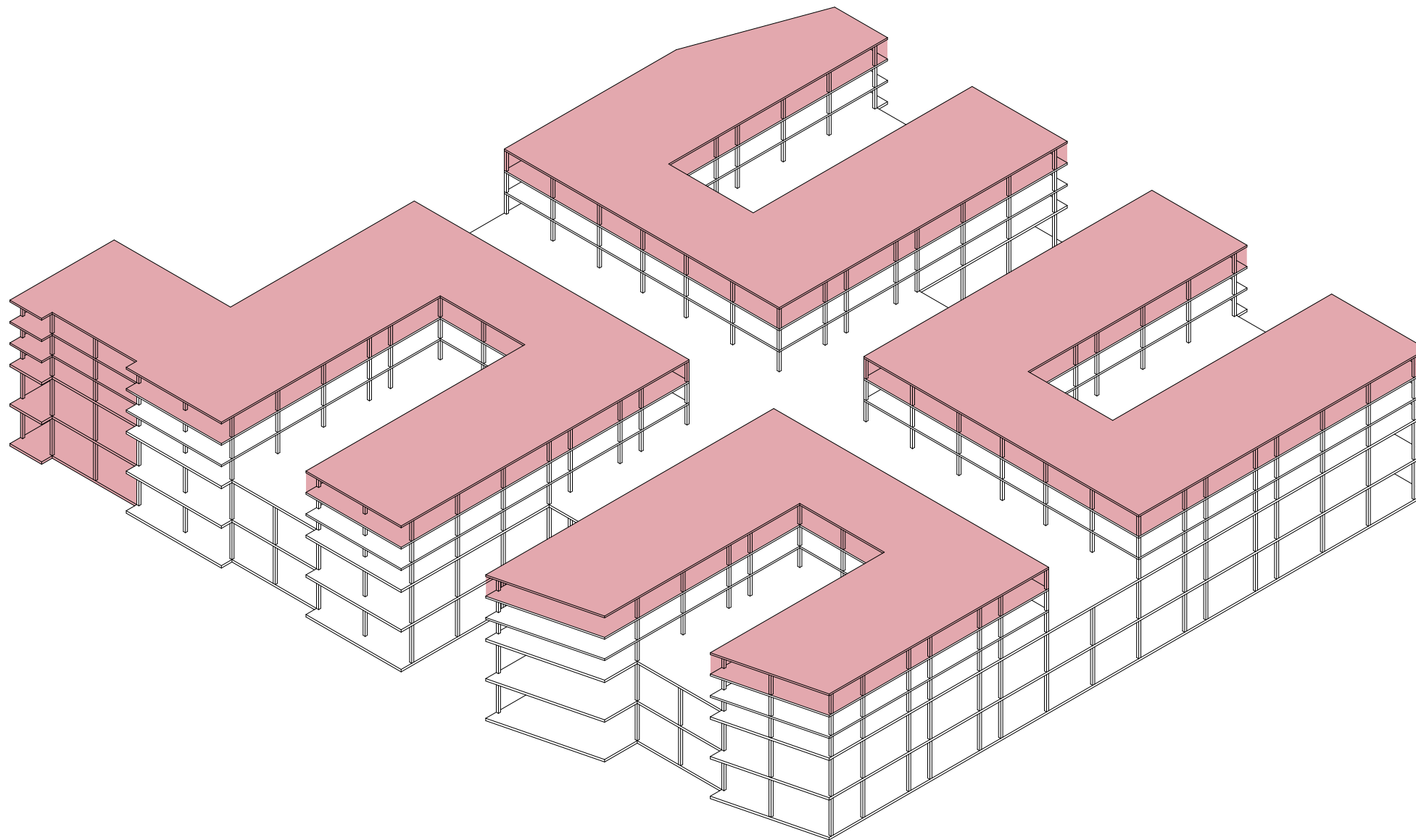
# 0. The basics

existing concrete structure



# 0. The basics

Removing upper floor and extension  
creating a clean canvas



# Personal Analysis

Bringing back former sightlines in the harbour area



2015



# 1. Moving from Outside to inside

# Shopping mall characteristics

Lack of interaction between inside and outside



Case study - Winkelcentrum Walburg, Zwijndrecht

# Shopping mall characteristics

## ATTRACTION

showing retail items to attract people inside

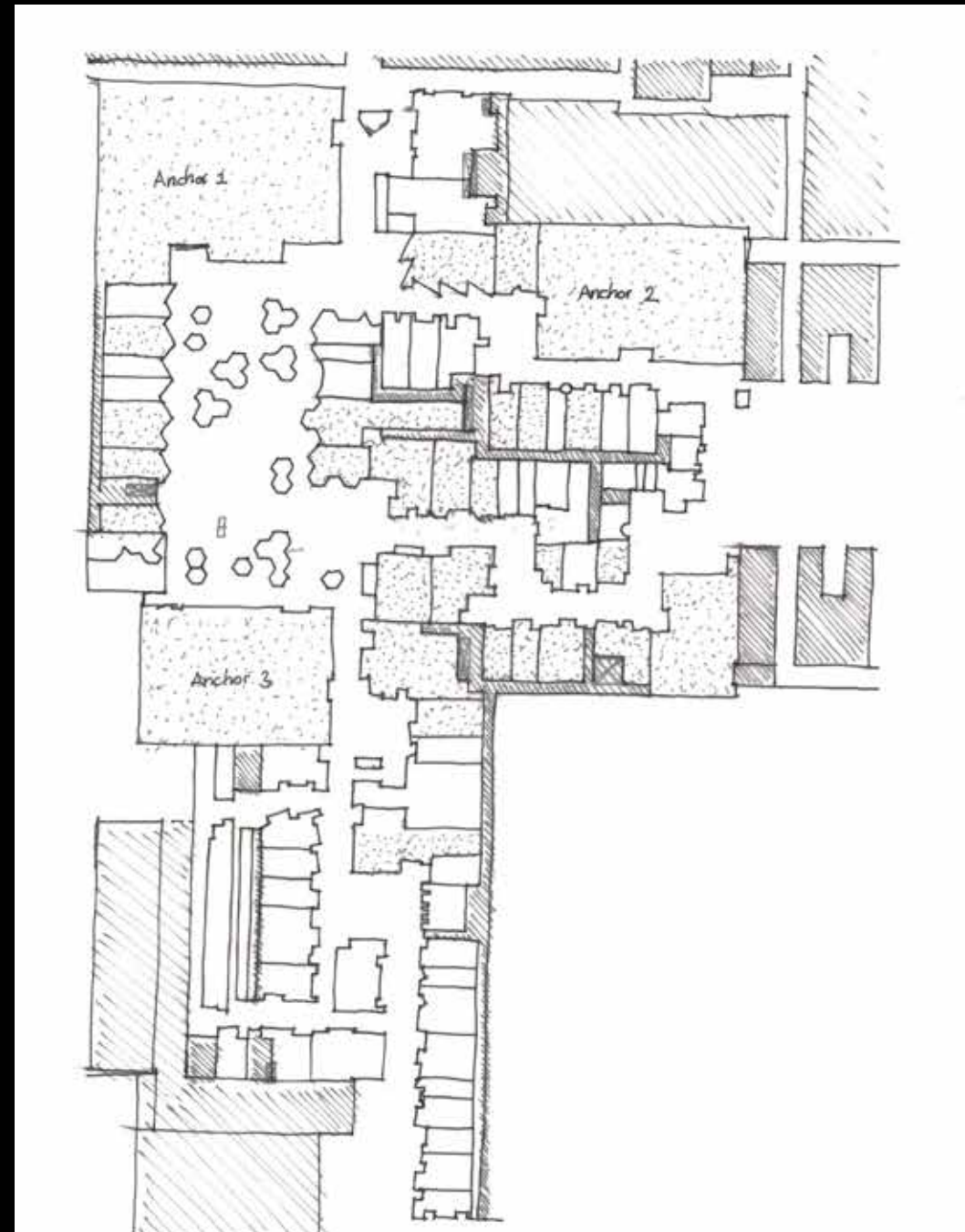




# Shopping mall characteristics

## INTERNAL FOCUS

to keep customers inside for as long as possible

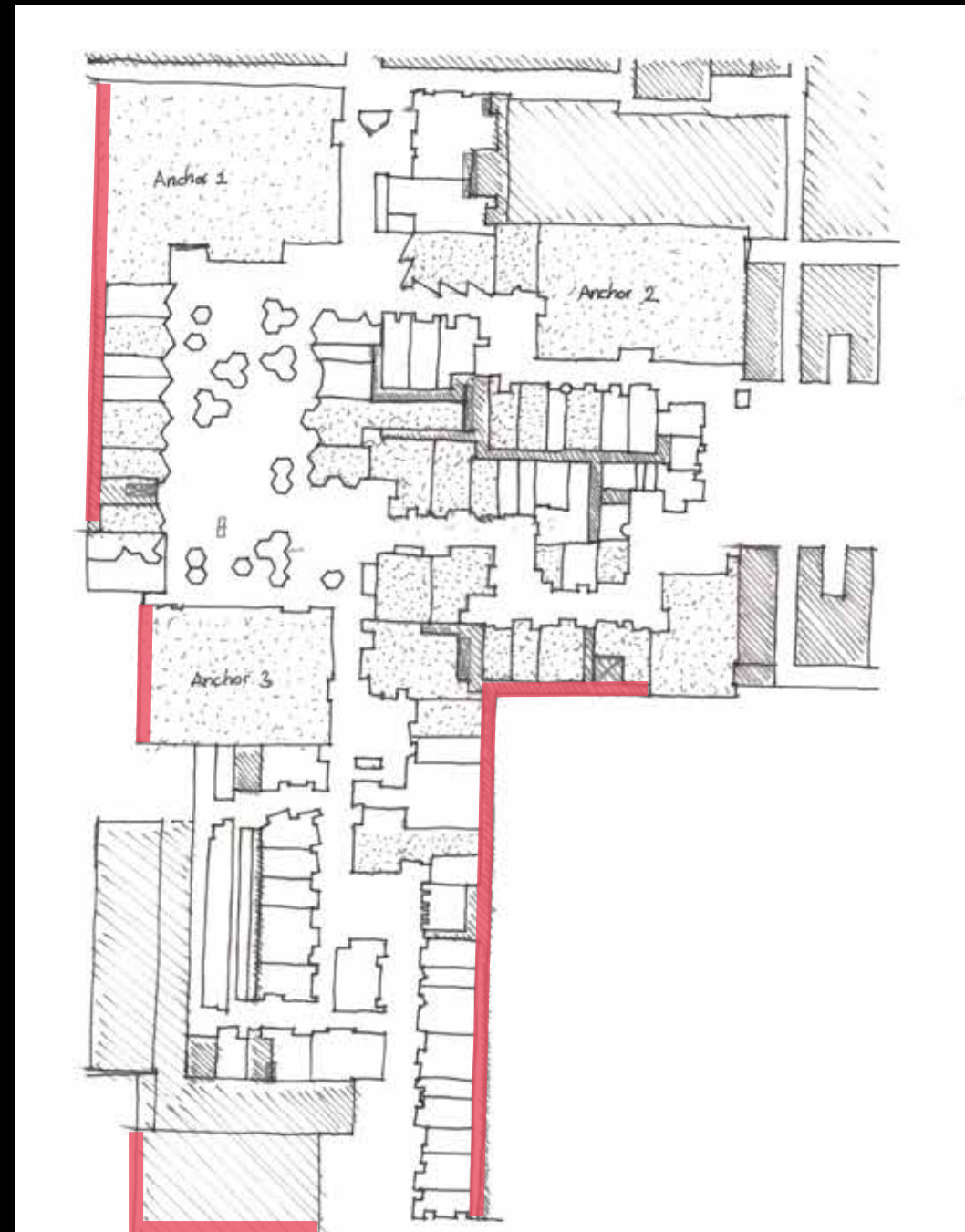


Case study – Shopping mall Zuidplein Rotterdam, plan view

# Shopping mall characteristics

## INTERNAL FOCUS

to keep customers inside for as long as possible

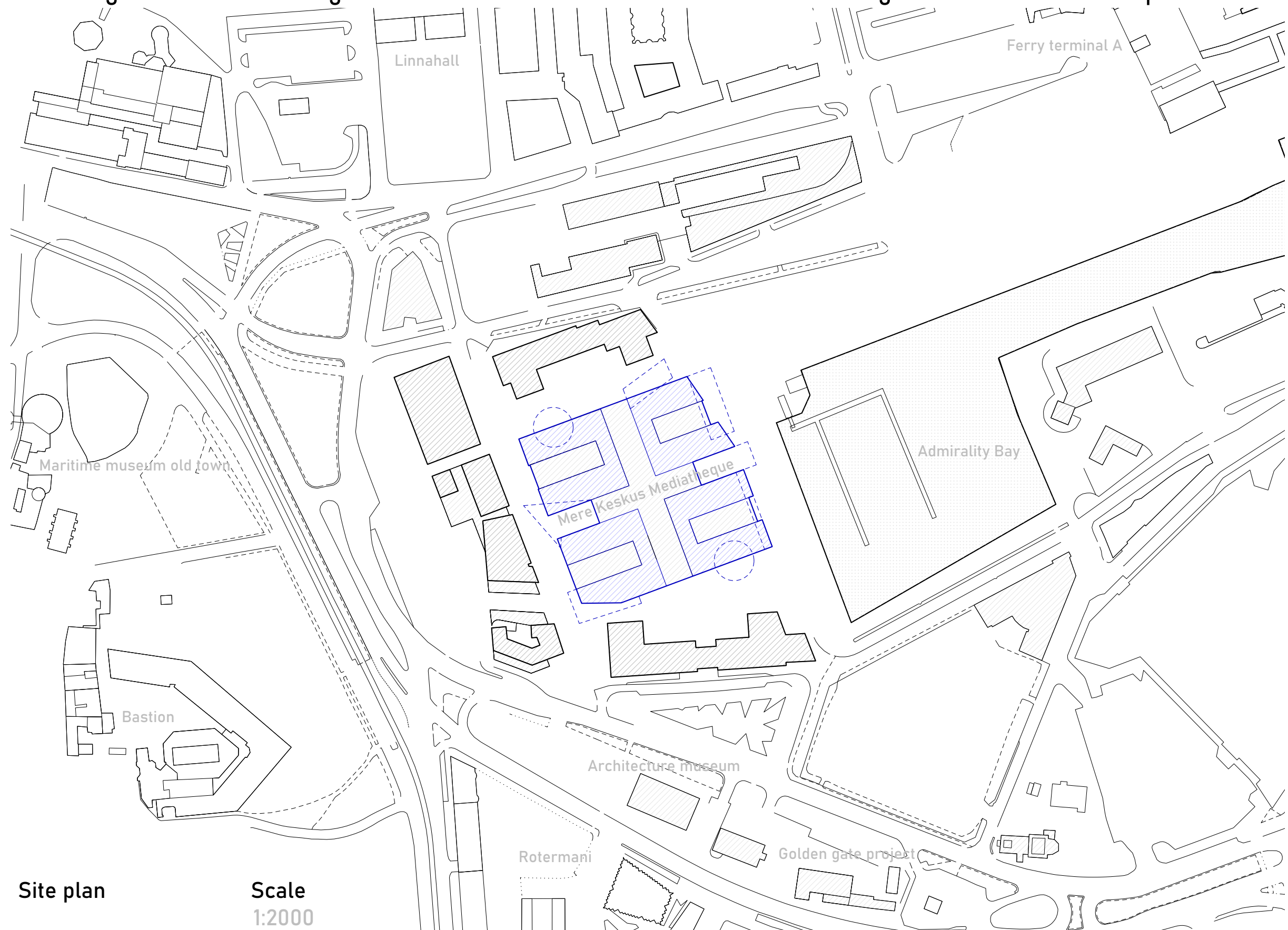


Case study – Shopping mall Zuidplein Rotterdam, plan view



# 1. Moving from Outside to inside

Using extensions on the ground floor to 'touch' visitors on the outside and guide them to entrance points

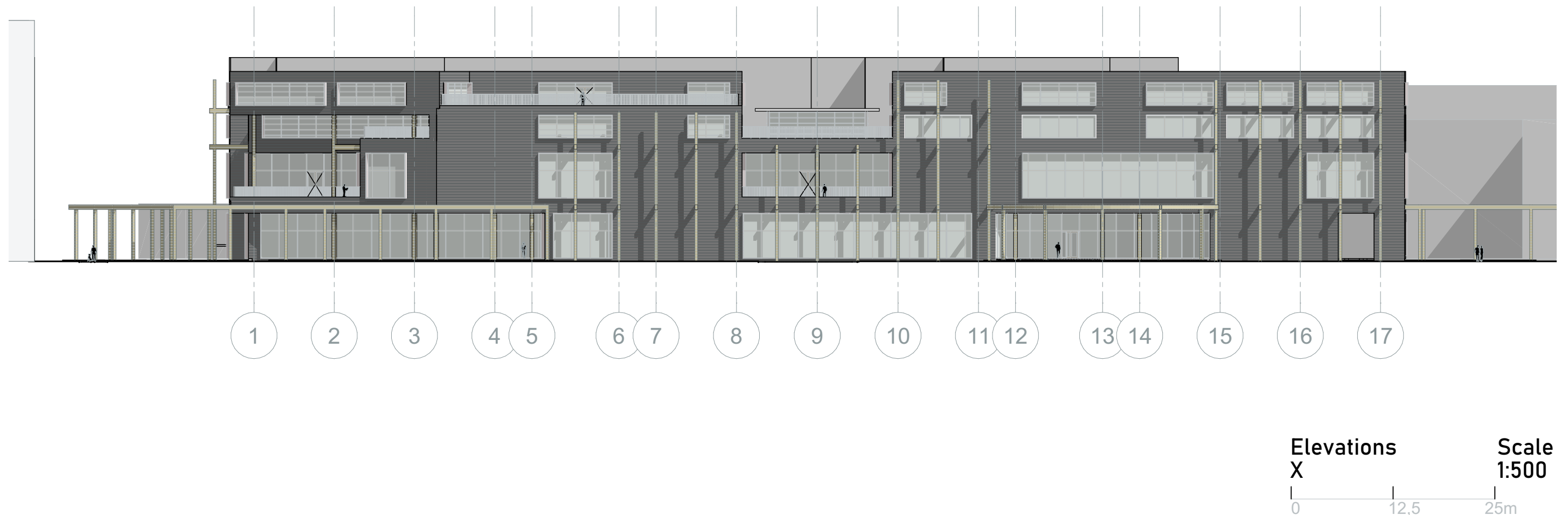


Site plan

Scale  
1:2000

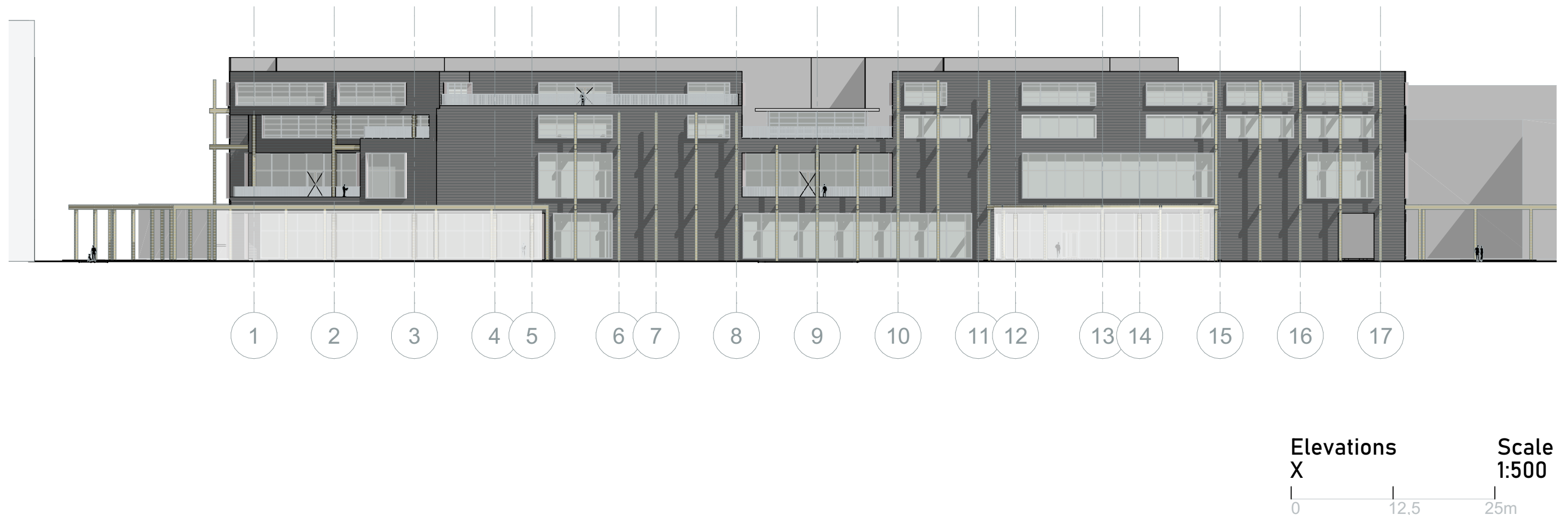
# 1. Moving from Outside to inside

Using cutouts and extensions on the ground floor to 'touch' visitors on the outside and guide them to entrance points



# 1. Moving from Outside to inside

Using cutouts and extensions on the ground floor to 'touch' visitors on the outside and guide them to entrance points





# Shopping mall characteristics

Instead of products at display



Impression - Porto Franco shopping mall, Tallinn



# 1. Moving from Outside to Inside





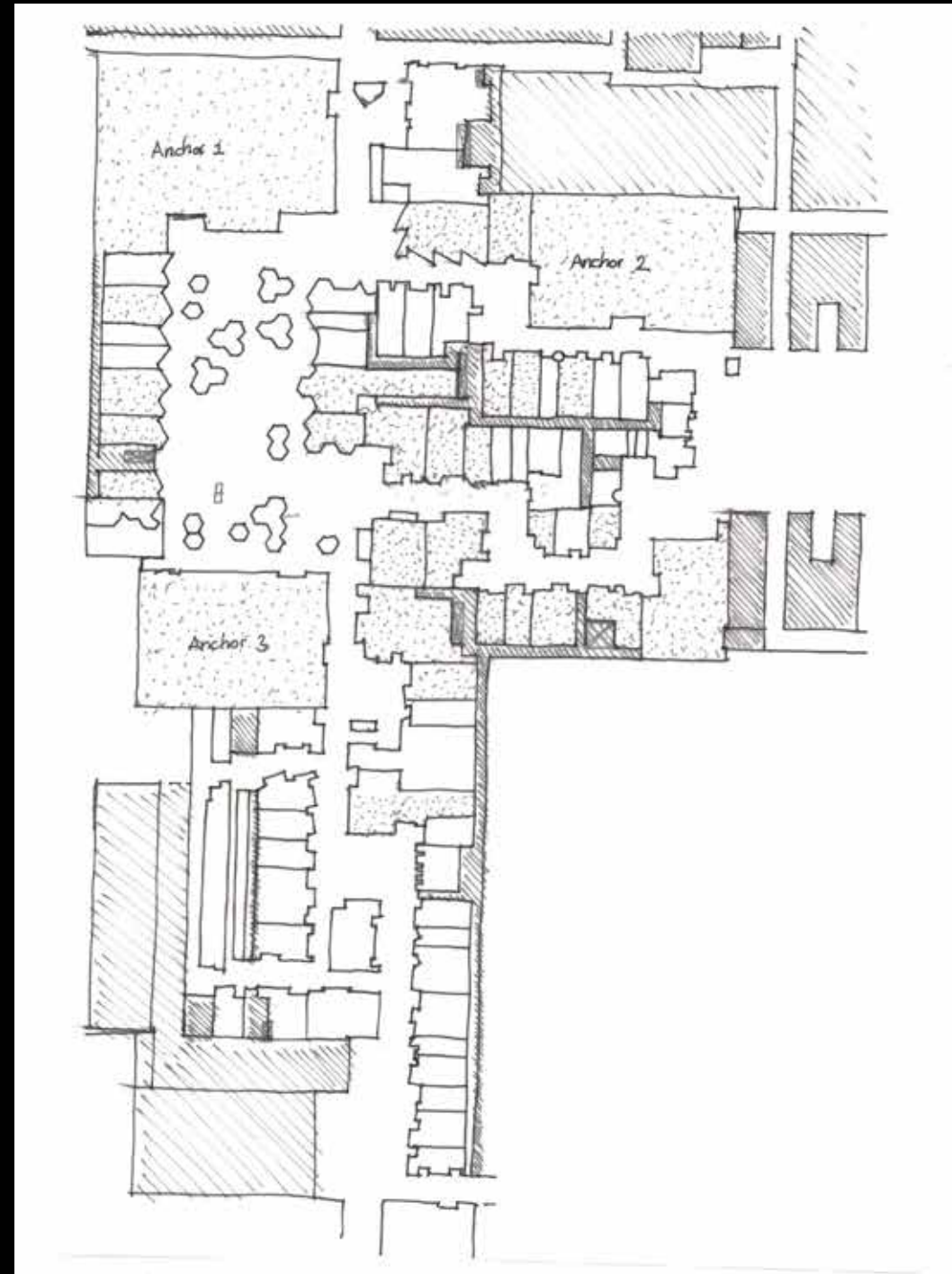
# 1. Moving from Outside to Inside

MP4 2

## 2. Moving within the building

# Shopping mall characteristics

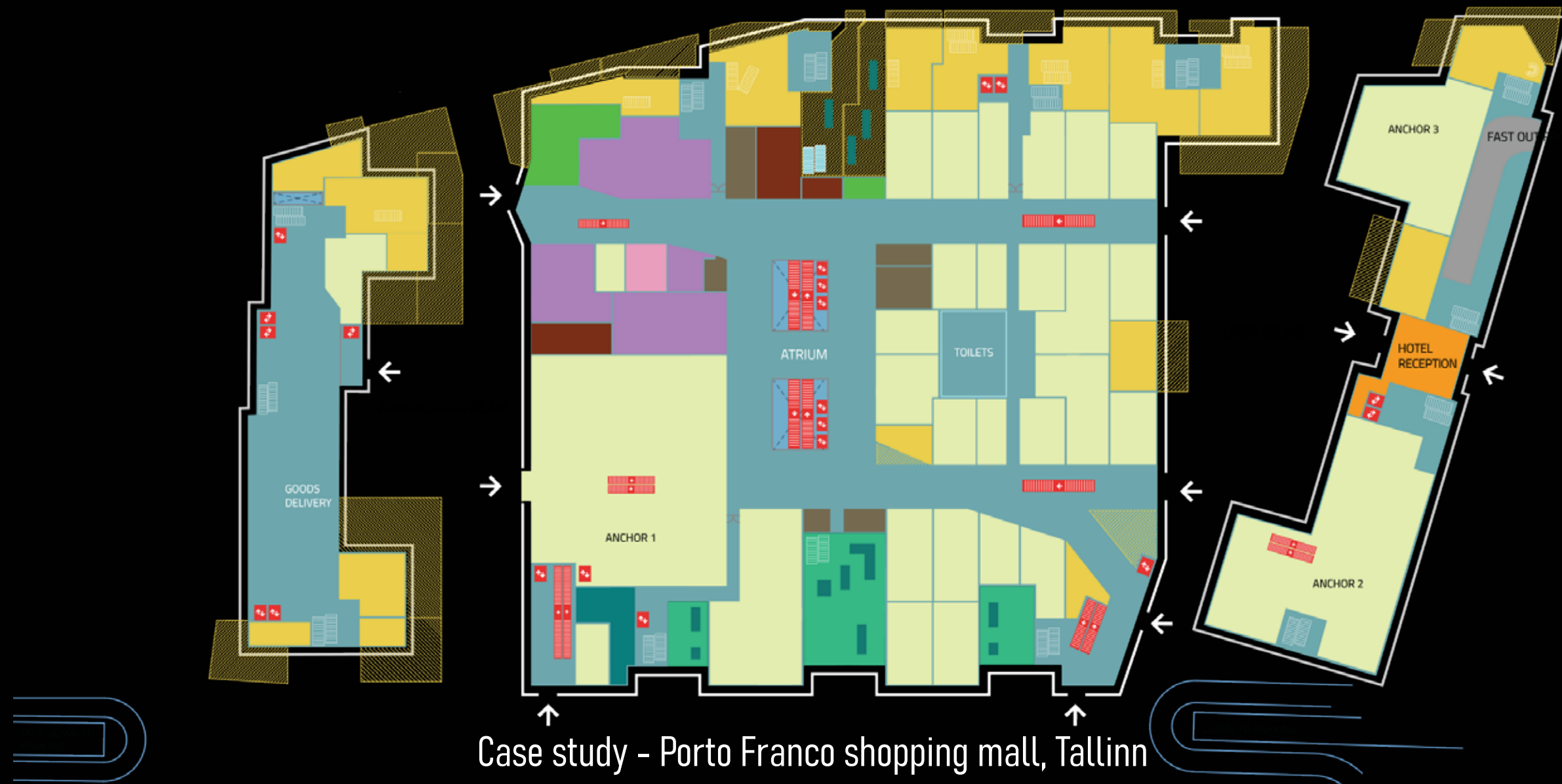
layout based on INTERNAL FOCUS



Case studies – Shopping mall Zuidplein Rotterdam, plan view

# Shopping mall characteristics

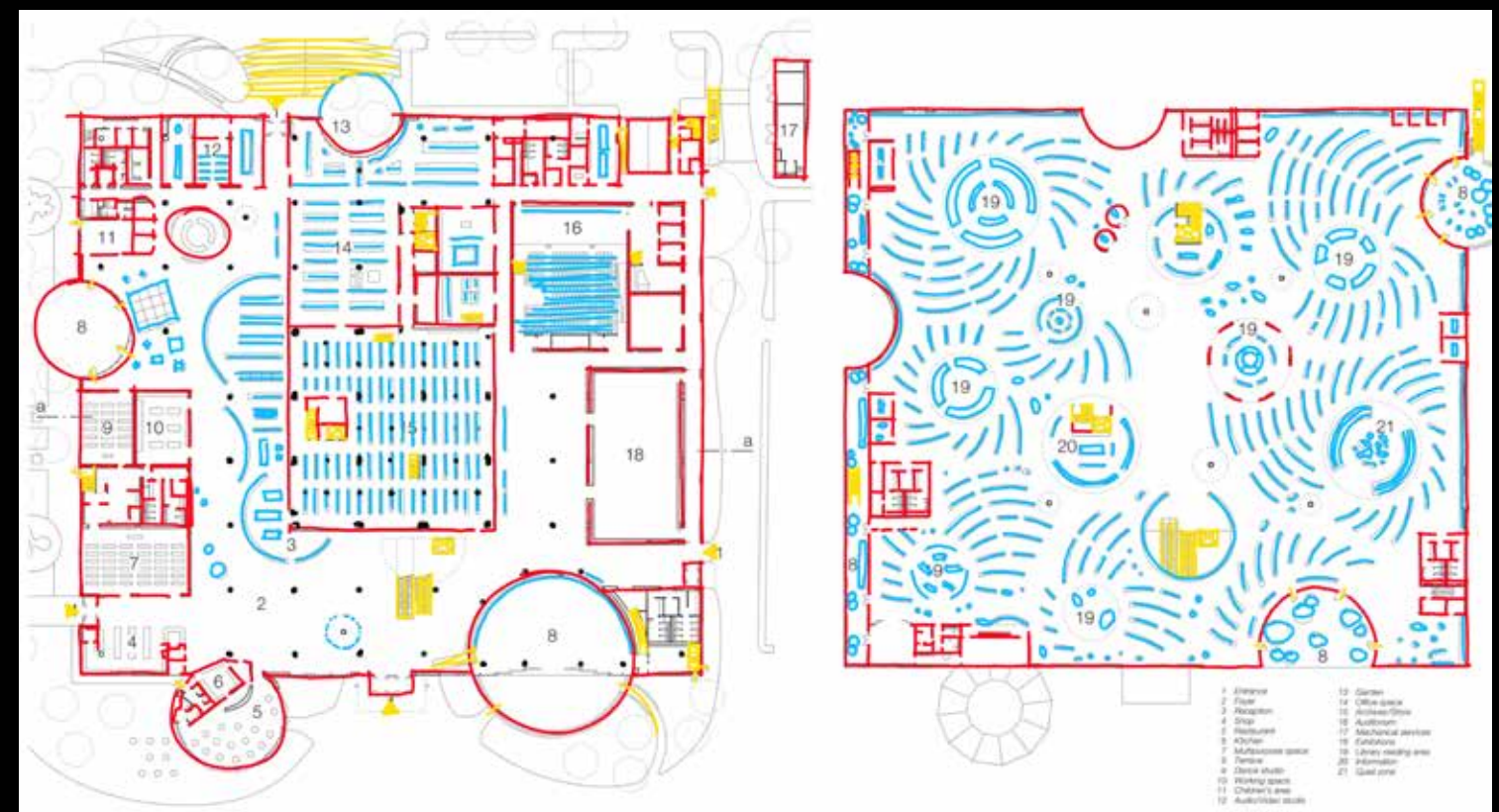
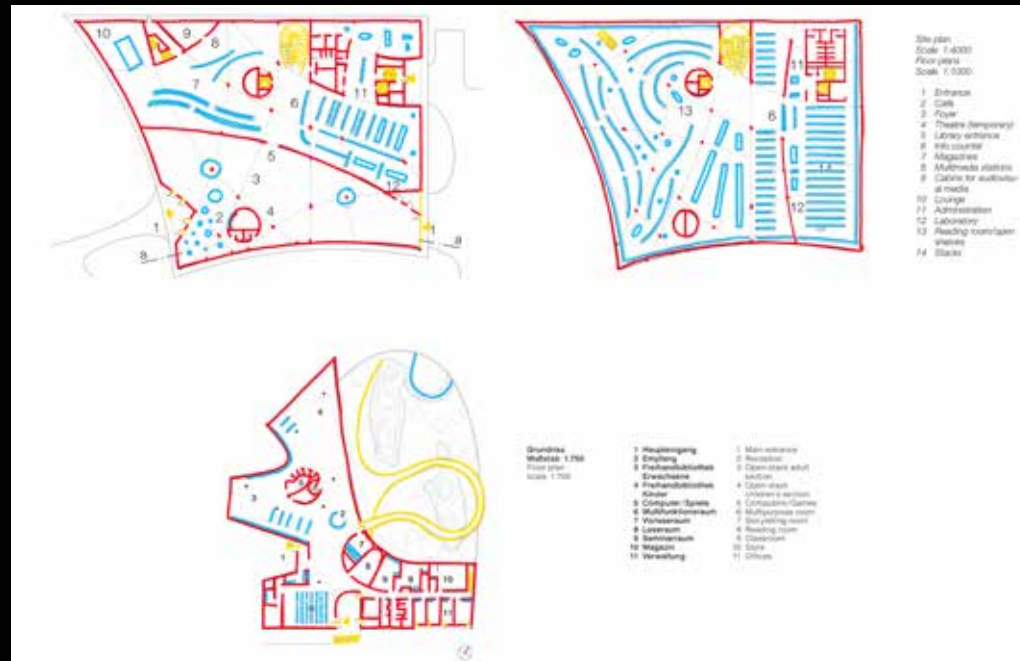
compartmentalization of building  
boxes in boxes





# Mediatheque / Library case studies

References for mediatheques/libraries often work with open layouts



Gifu media Cosmos in Japan and several others

## 2. Moving within the building

Instead of boxes in boxes



Case study - Porto Franco shopping mall, Tallinn

## 2. Moving within the building

Open field filled with functions



## 2. Moving within the building

Fields of functions instead of rooms or boxes

Fields filled with flowing elements

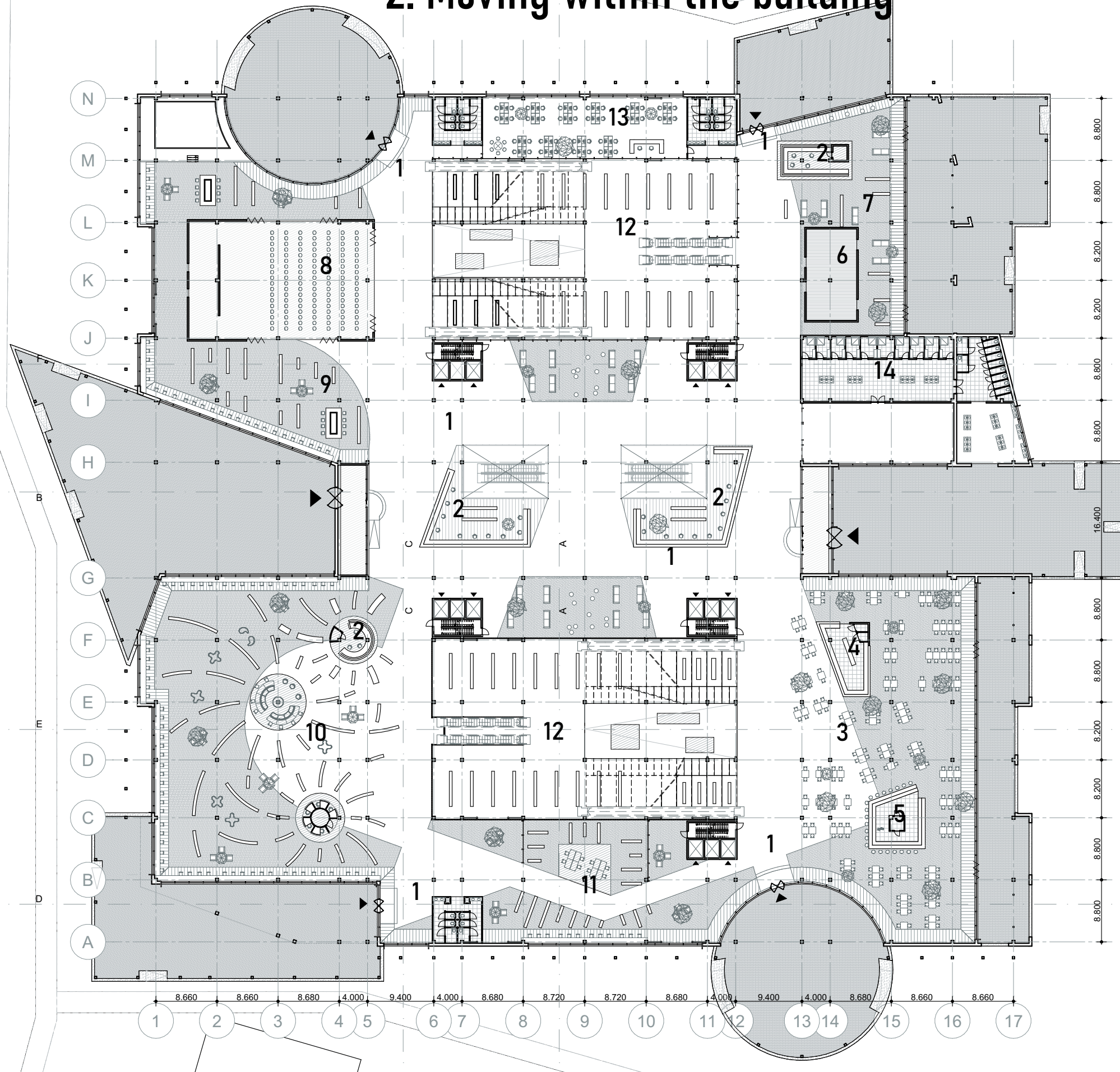
Instead of finding the most profitable items at eye height, users can now look to the complete other side of the building

Places where users can browse, test and process media



## 2. Moving within the building

- Functions
1. Entrance / foyer / atrium in centre
  2. Reception desk
  3. Culinary field
  4. Kitchen
  5. Bar
  6. Exhibition space
  7. Tourist information
  8. Auditorium
  9. Video field
  10. Audio field
  11. Culture field
  12. Closed stacks, storage
  13. Backoffice for mediatheque
  14. Changing rooms for admiralty bay
  15. Kids field
  16. Literature field
  17. 3D digital field
  18. Physical arts field
  19. Loggia terrace
  20. Public roofscape
  21. Flexible workspaces
  22. Indoor / outdoor eating area
  23. Public roof garden
  24. Rentable office space
  25. Private roofscapes
  26. Circulation to atrium
  27. Parking
  28. Installation space
  29. Server room



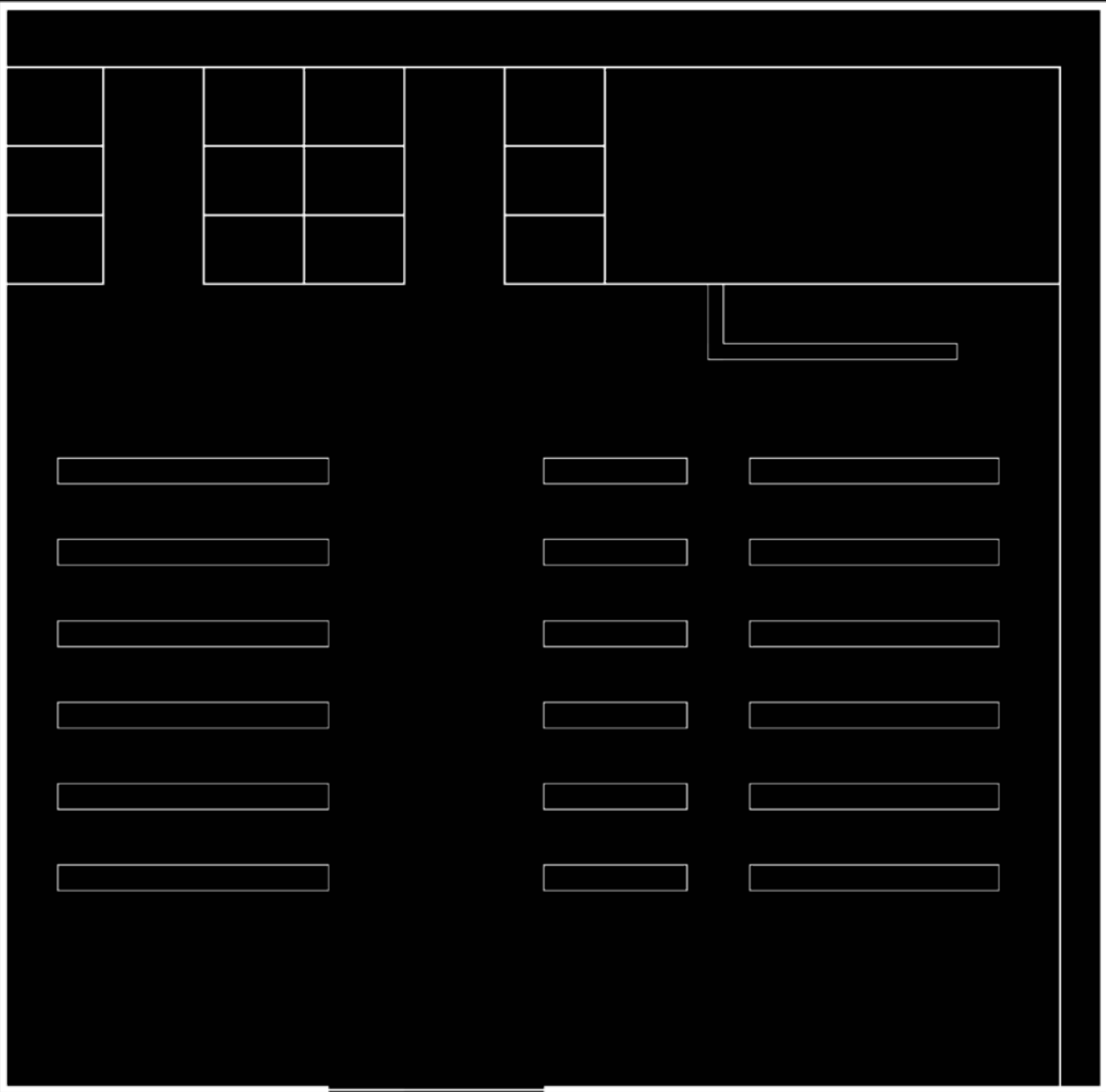
Plan  
Ground floor

Scale  
1:500

0 12,5 25m

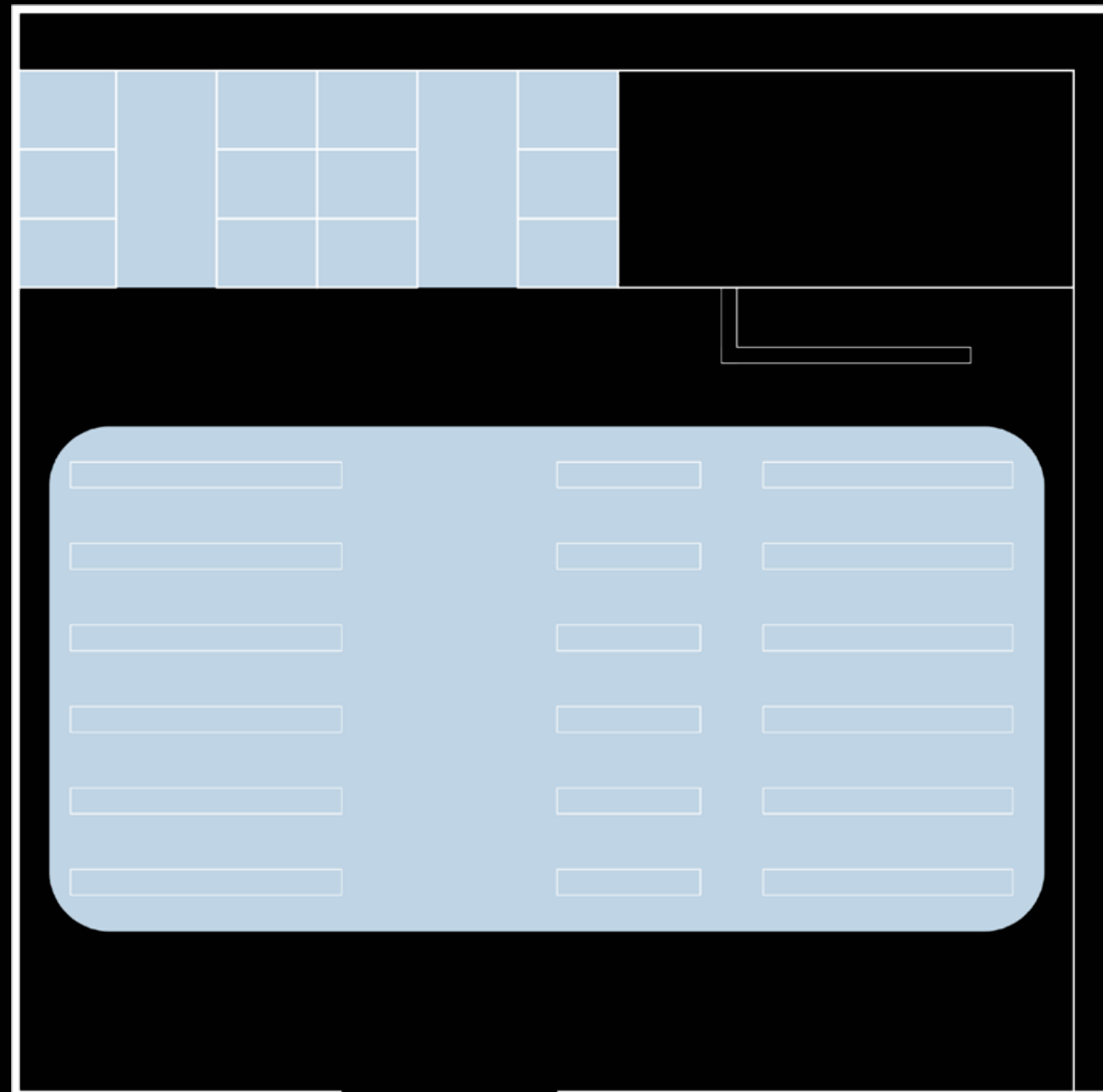
# Shopping mall characteristics

typical retail shop layout



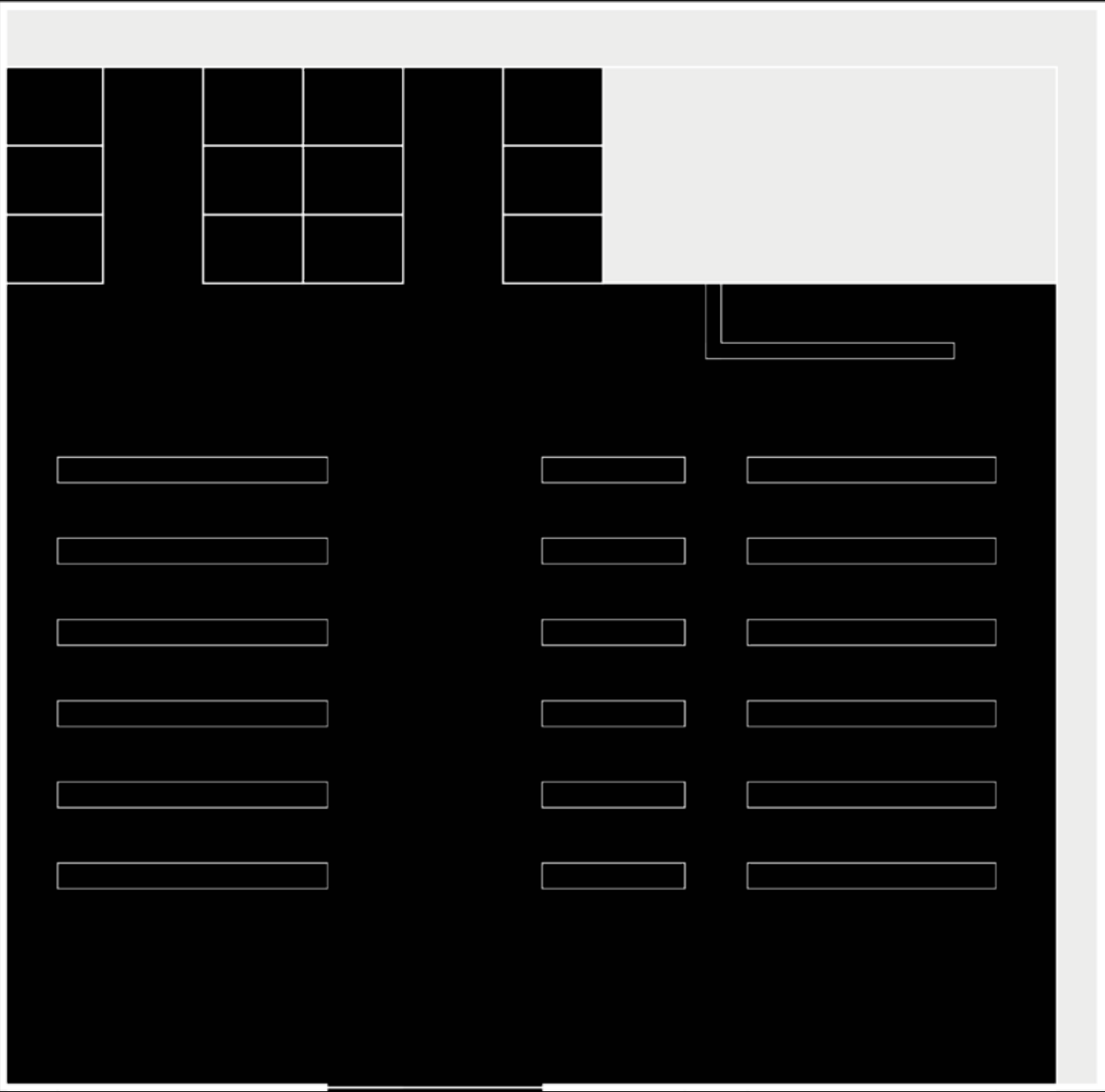
# Shopping mall characteristics

zones where users can browse and test items like clothing



# Shopping mall characteristics

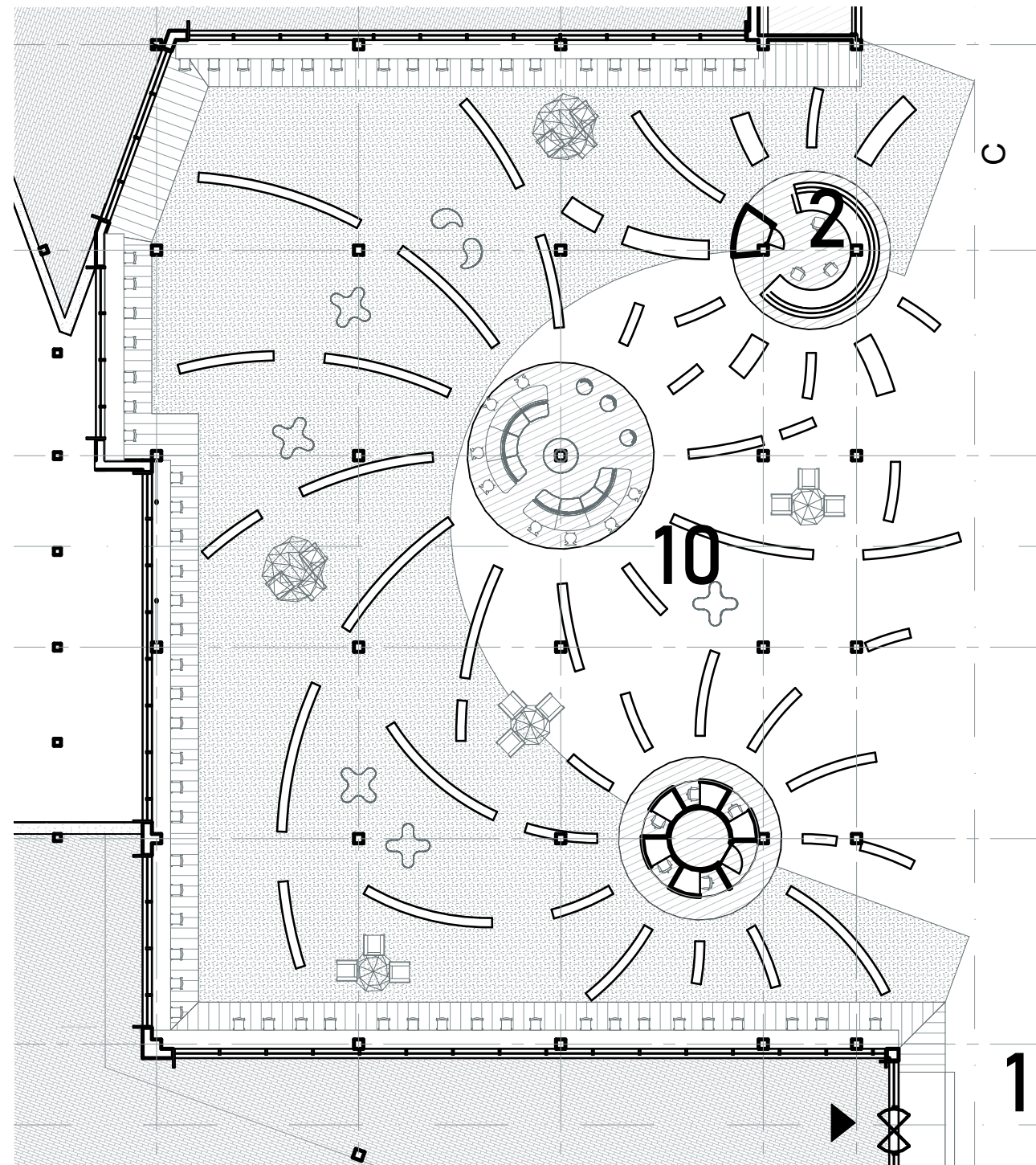
zones where employees can process items like clothing



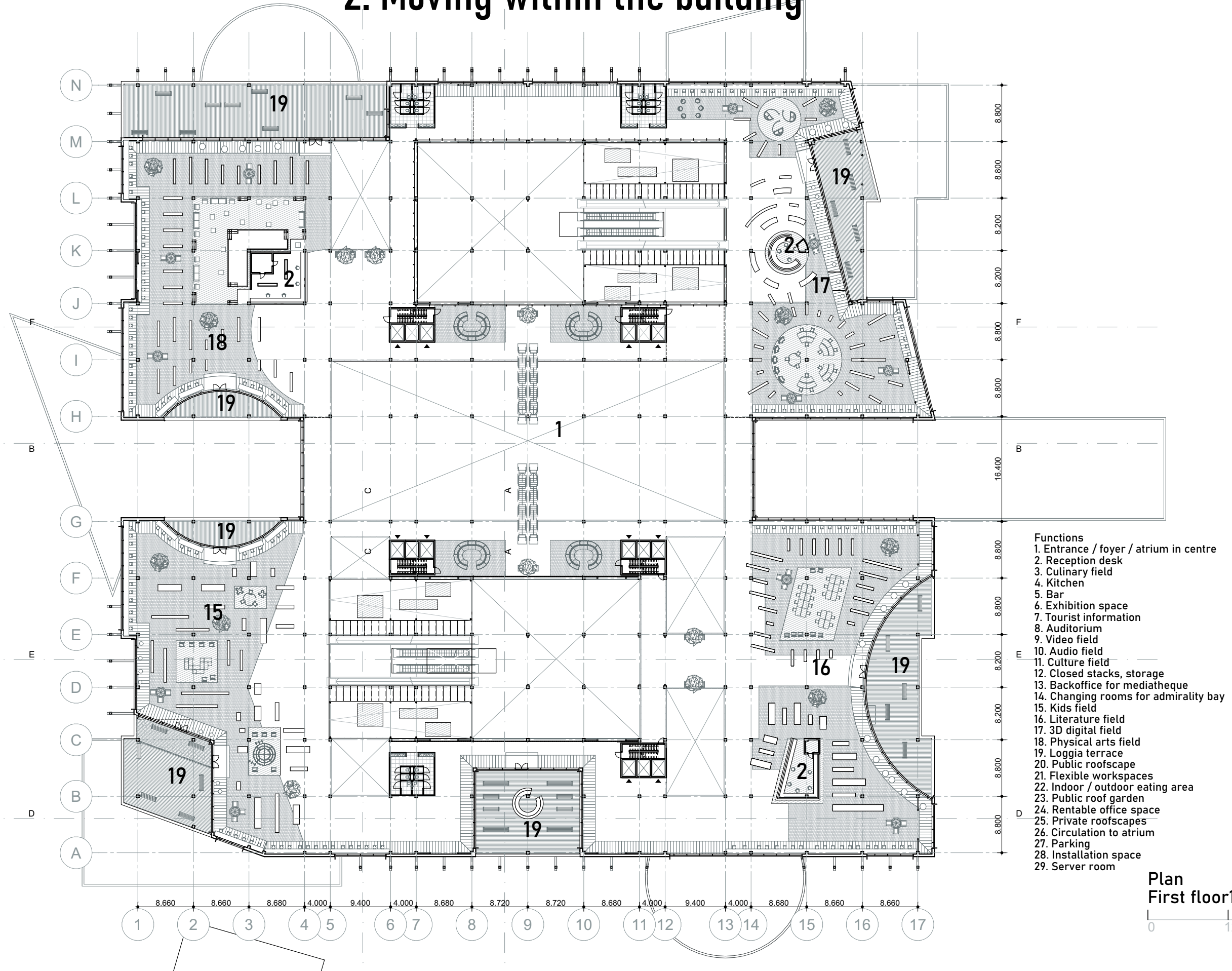


## 2. Moving within the building

zones where visitors can browse, test and process media

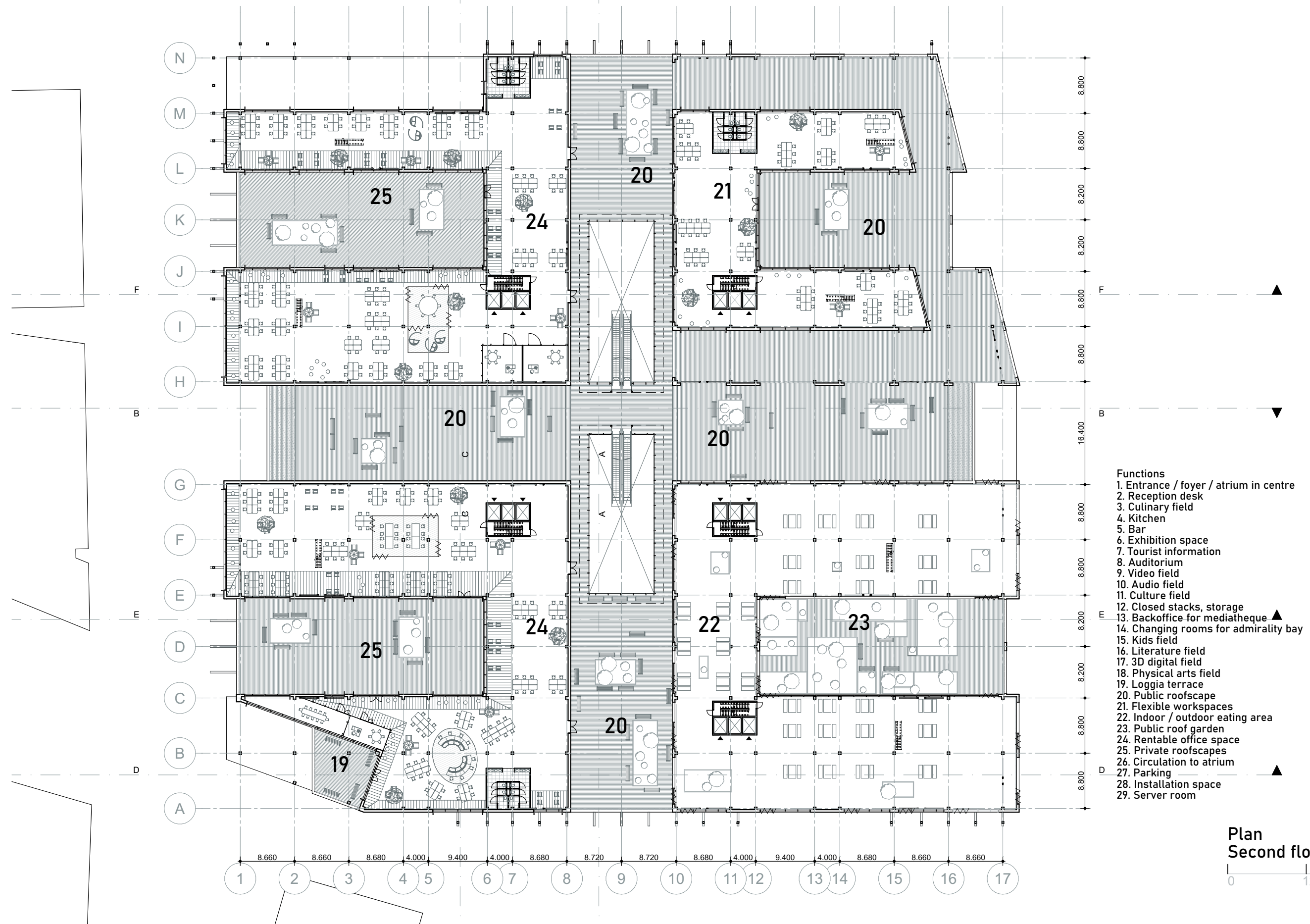


## 2. Moving within the building

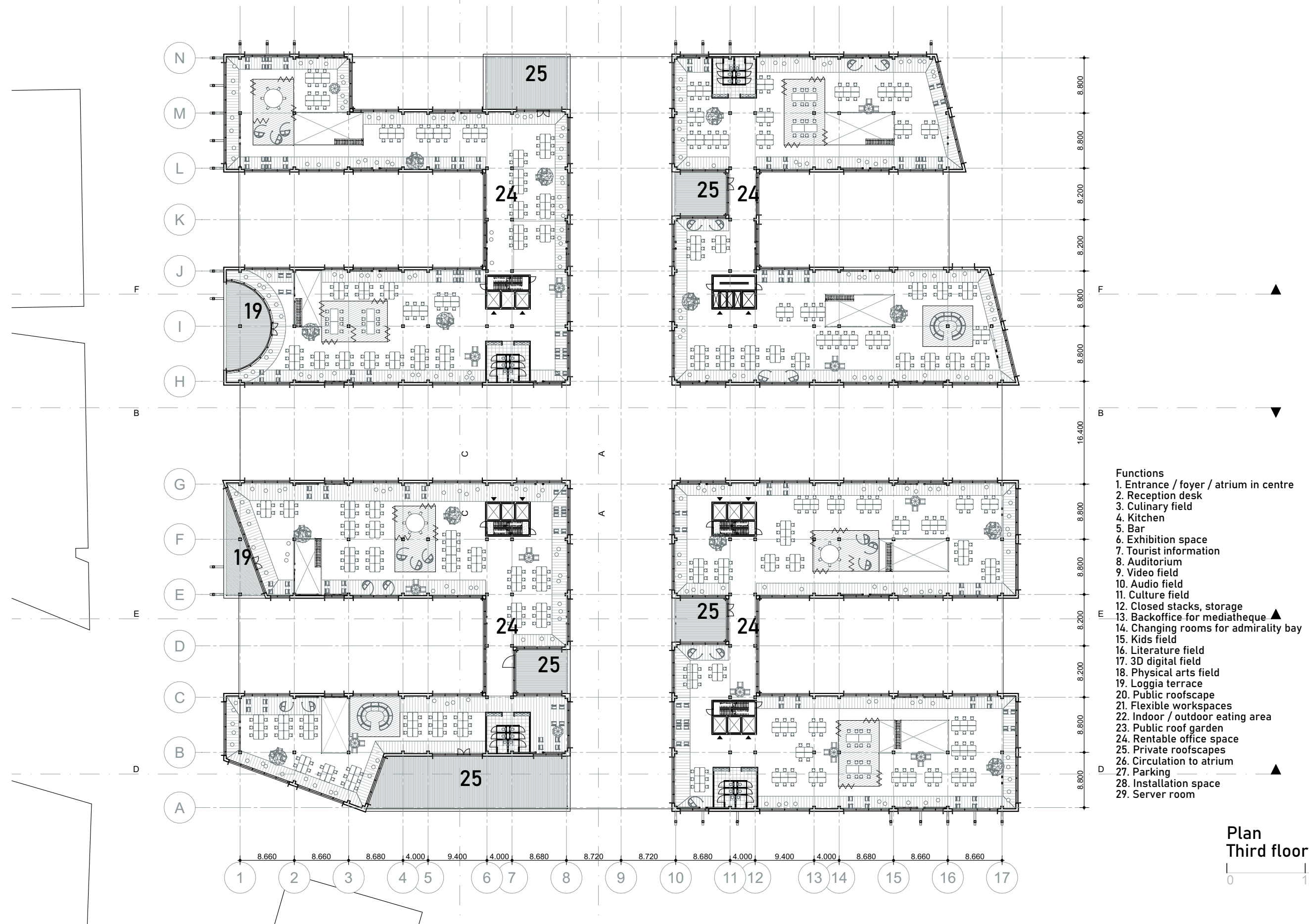




## 2. Moving within the building



## 2. Moving within the building





## 2. Moving within the building

New atrium ground floor



# Shopping mall characteristics

Instead of boxes in boxes



Impression - Porto Franco shopping mall, Tallinn



## 2. Moving within the building



## 2. Moving within the buiding

MP4 3

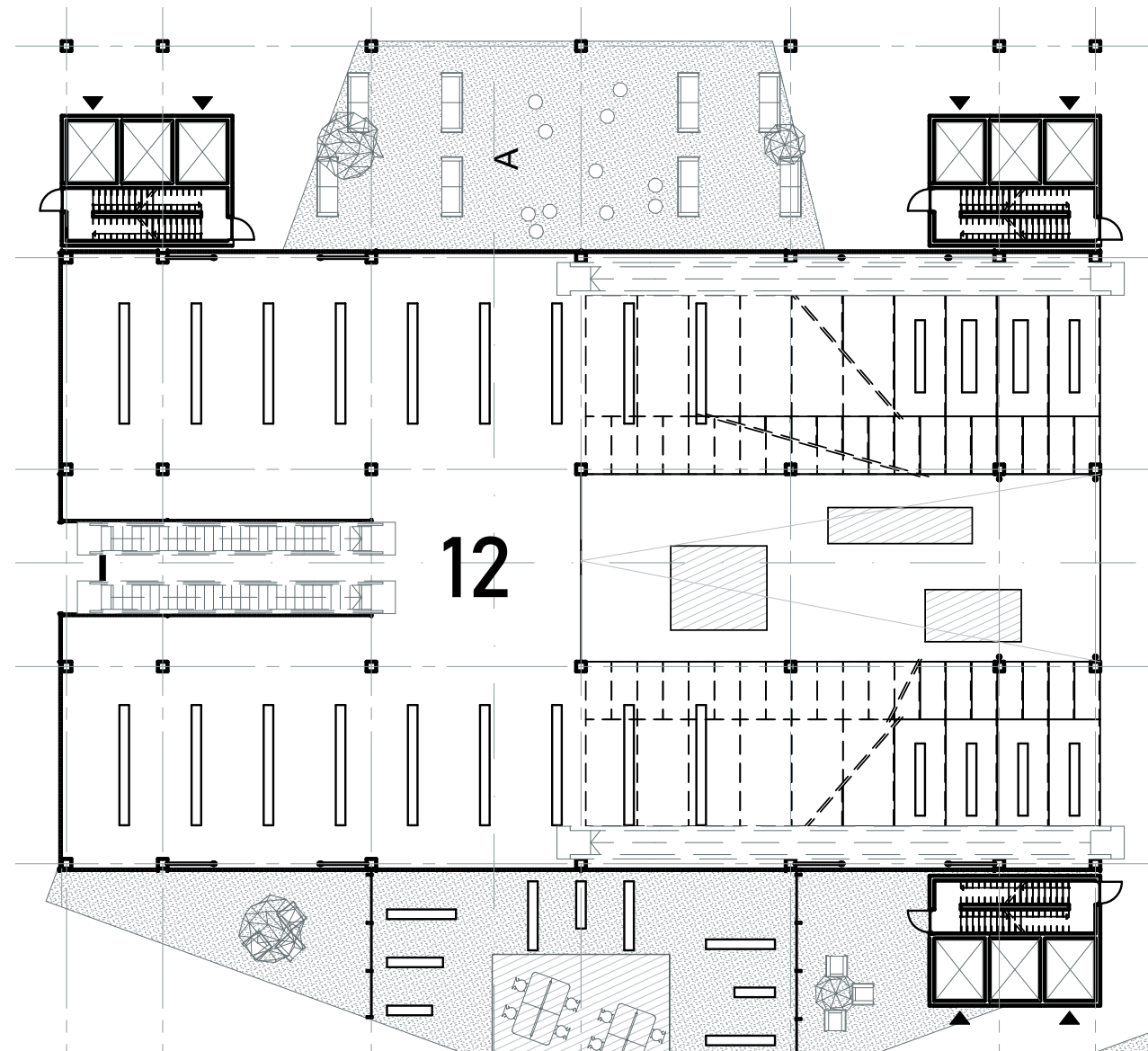


# 1. Contextual Analysis

Observing movement - GIFS at endpoints - Ferry terminal

## 2. Moving within the building

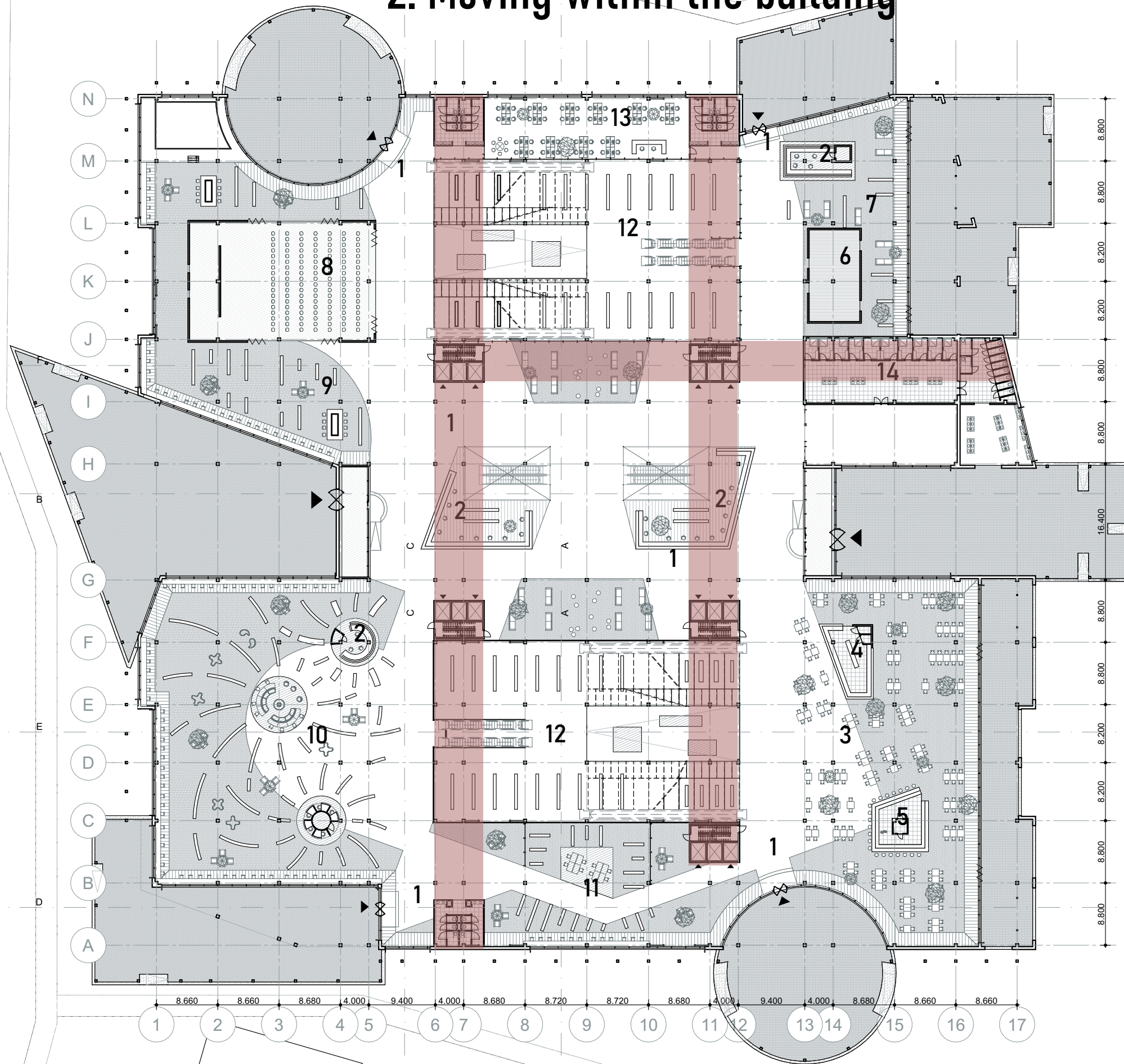
- Vertical circulation cores with ramps, stairs, escalators and elevators
- enabling a continuous landscape of usable fields throughout both floors of mediatheque
- Rigid organisation





## 2. Moving within the building

- Functions
1. Entrance / foyer / atrium in centre
  2. Reception desk
  3. Culinary field
  4. Kitchen
  5. Bar
  6. Exhibition space
  7. Tourist information
  8. Auditorium
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  25. Private roofscapes
  26. Circulation to atrium
  27. Parking
  28. Installation space
  29. Server room



Plan  
Ground floor

Scale  
1:500

0 12,5 25m



# Shopping mall characteristics

COMFORT

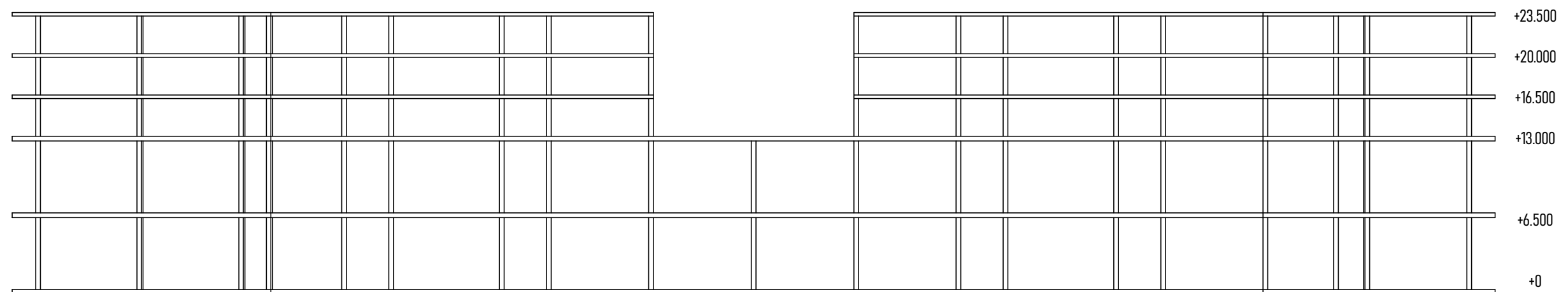
Escalators and elevators





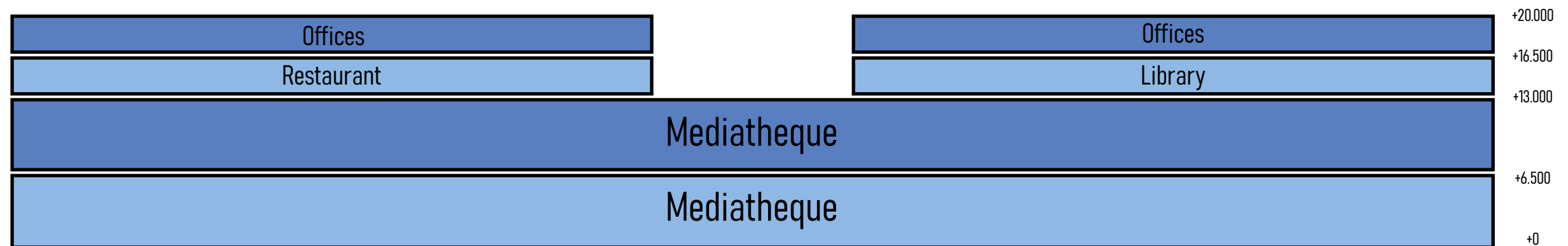
## 2. Moving within the building

Existing concrete structure in section



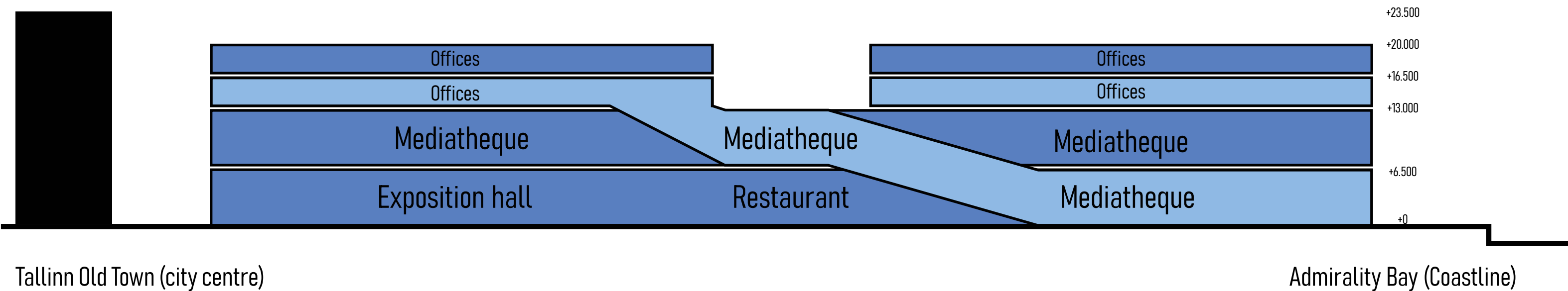
## 2. Moving within the building

Existing concrete structure in section



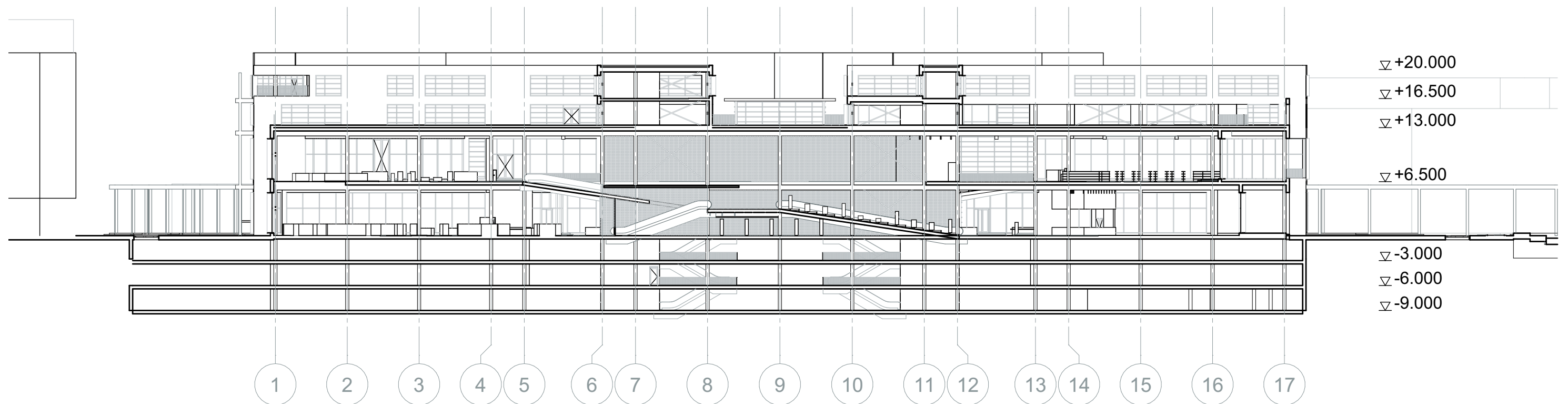
## 2. Moving within the building

functional flow extends also in vertical direction  
using vertical circulation cores



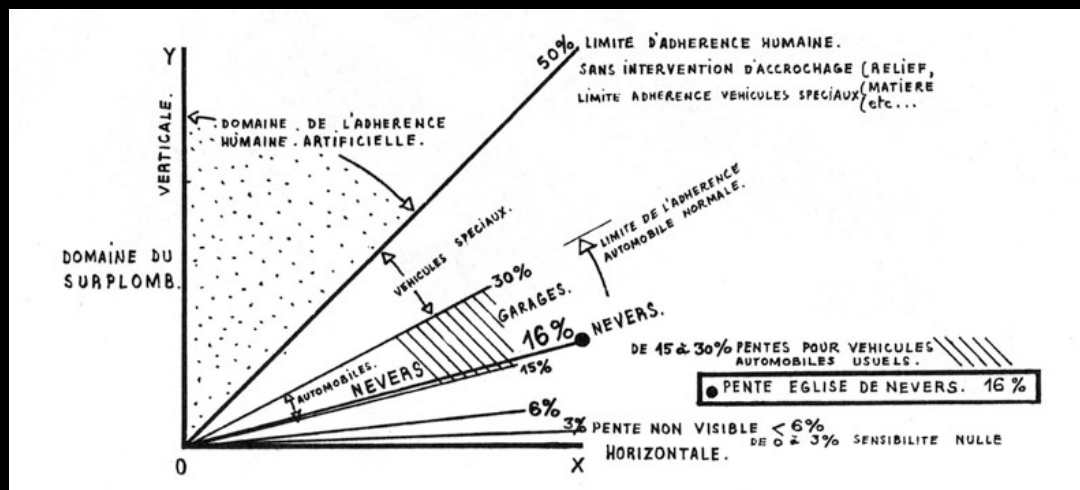
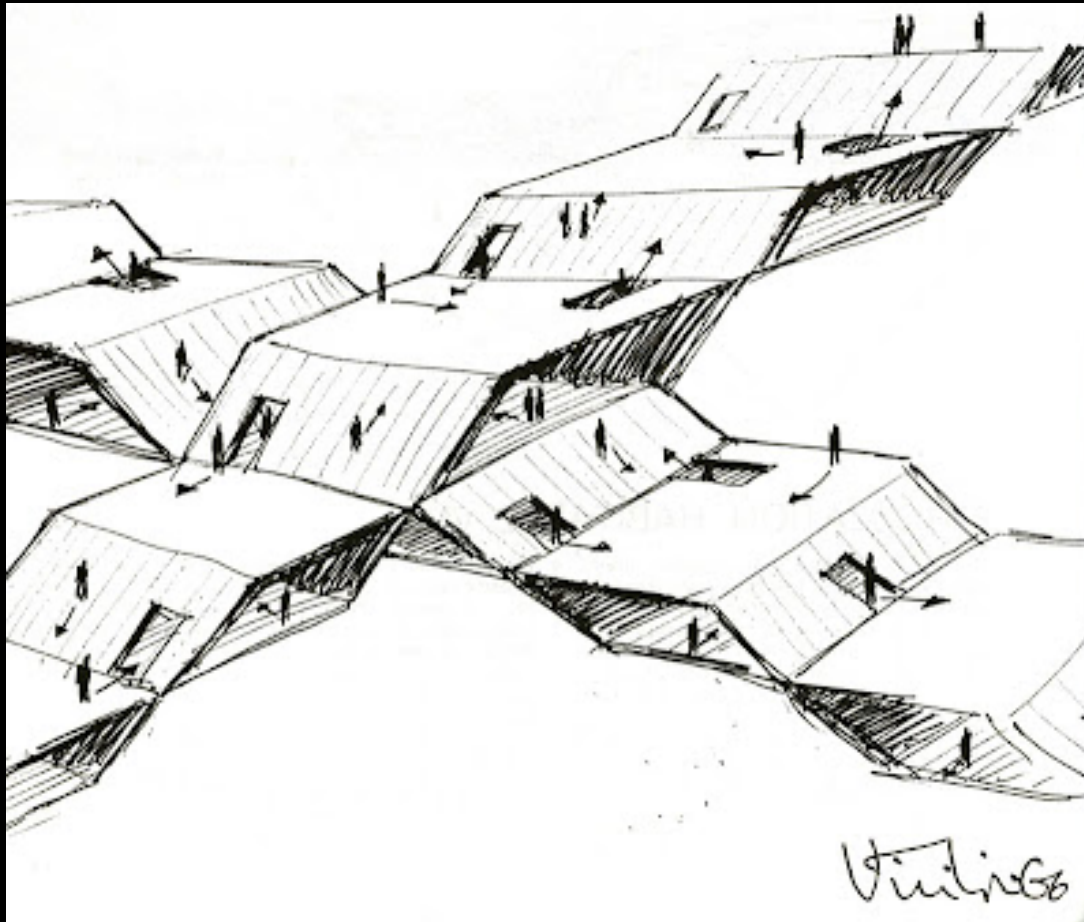


## 2. Moving within the building



# Vertical circulation

Function of the Oblique – Paul Virilio & Claude Parent



### 3. Moving from inside to outside



### 3. Moving from inside to outside

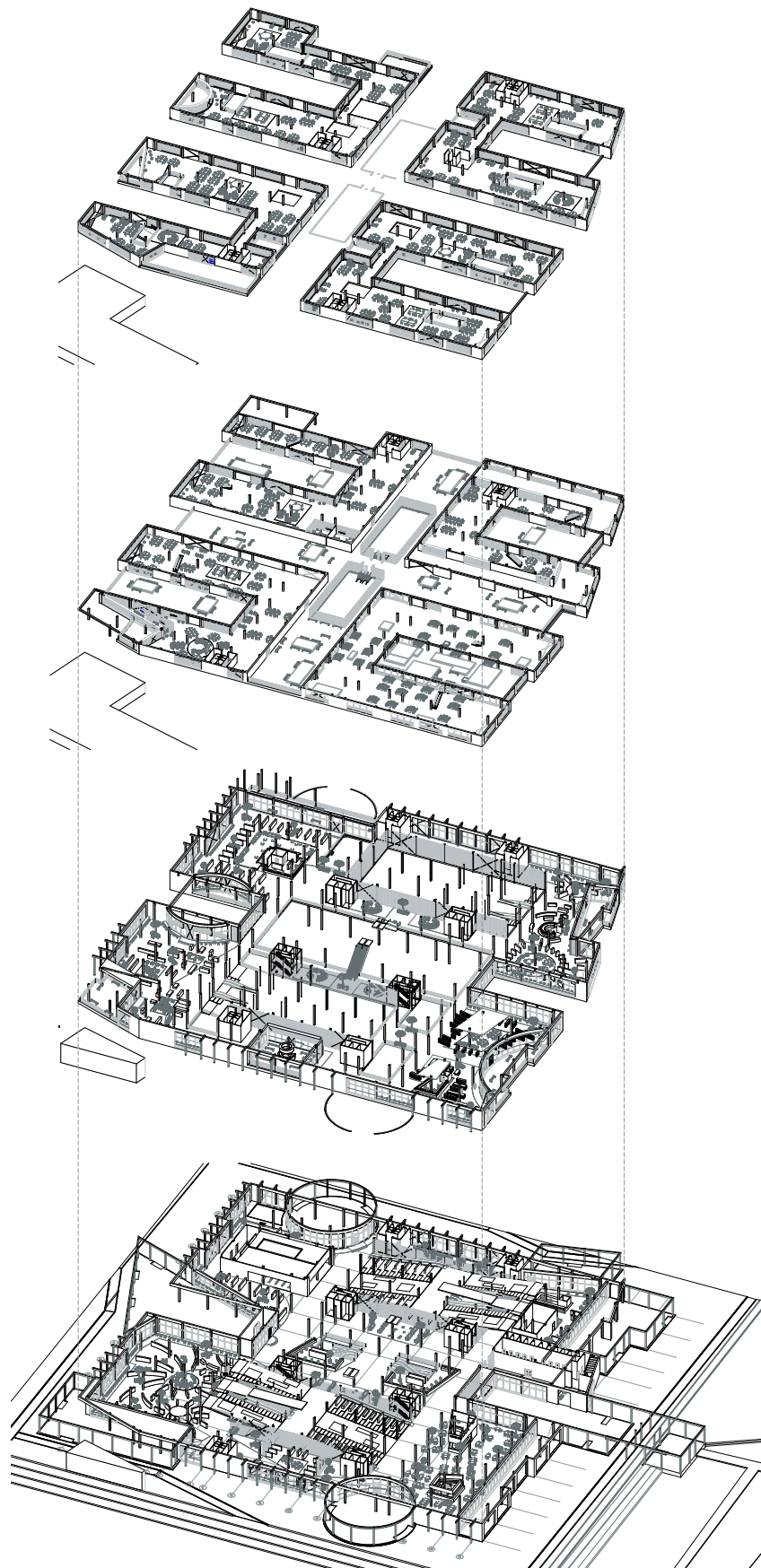




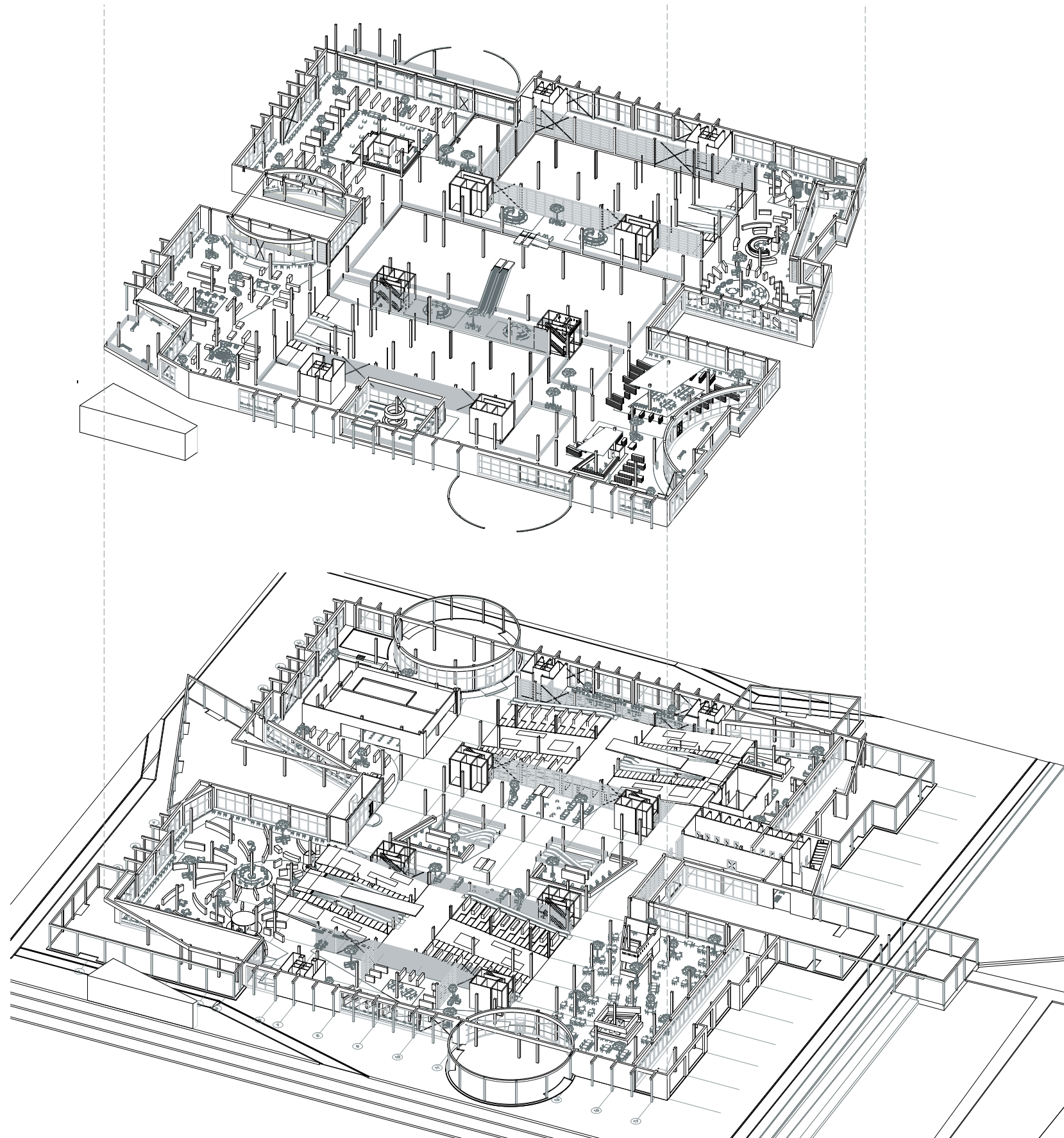
### 3. Moving from inside to outside

MP4 4

# Overview



# Overview, mediatheque



# Technology

Load bearing structure

New floor slabs & beams

Stability

Detailing



# Conclusion Mere Keskus Mediatheque

-Testimony to the technological repertoire and mindset of Estonia

-A place for new media, besides traditional books

-A public space both residents and visitors of Tallinn can use to diversify the harbour and re-establish the connection between city and harbour



# Reflection