

# RETHINKING the EVERYDAYNESS of 20th-Century MALLS

## Student:

Shanshan Xie 5485266

## Tutor:

Uta Pottgiesser

Frank Koopman

Marie-Thérèse van Thoor

Heritage & Architecture – Modern Malls Studio



# Everydayness

Noun.

- ordinariness, and **commonness**.

@ Collins English Dictionary

- The everyday can therefore be defined as a set of functions which **connect and join together systems** that might appear to be distinct.

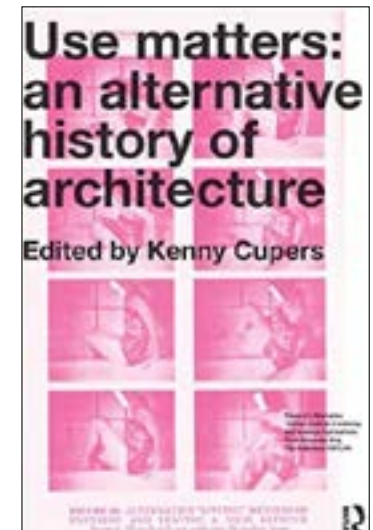
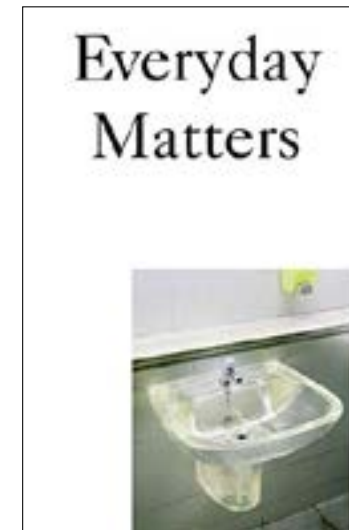
@P9, Lefebvre, H., & Levich, C. (1987). The Everyday and Everydayness. Yale French Studies, 73, 7–11. <https://doi.org/10.2307/2930193>

- .....everyday **“users”** was part of the critique of the top-down, expert-centered professional practice.

@P116, Cupers, K. (Ed.). (2013). Use matters: An alternative history of architecture. Routledge.

- The everyday is.....**multiplicities**, clusters of seemingly incompatible, every antithetical conditions.

@P7, Grossman, V., & Miguel, C. (Eds.). (2022). Everyday Matters. Ruby Press.



# Everydayness in the Mall



@Images: Westfield. by PropertyNL, 2022

Calvin Klein **C&A**



@Images: In De Bogaard. by Author, 2022

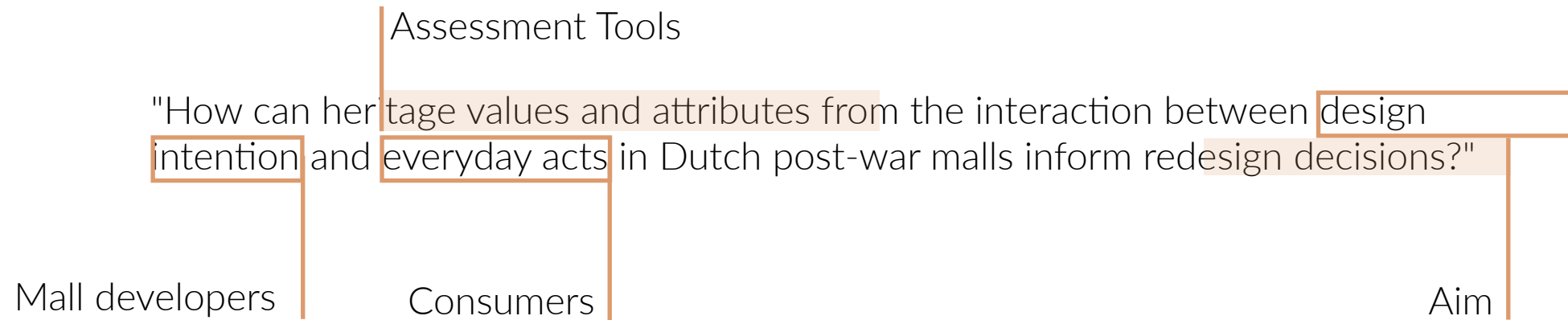


" These sectors.....by a structure allowing us to discover what they share: **organized passivity**.....in private life, it means the imposition of consumption, since the available choices are directed and the needs of the consumer created by advertising and market studies. "

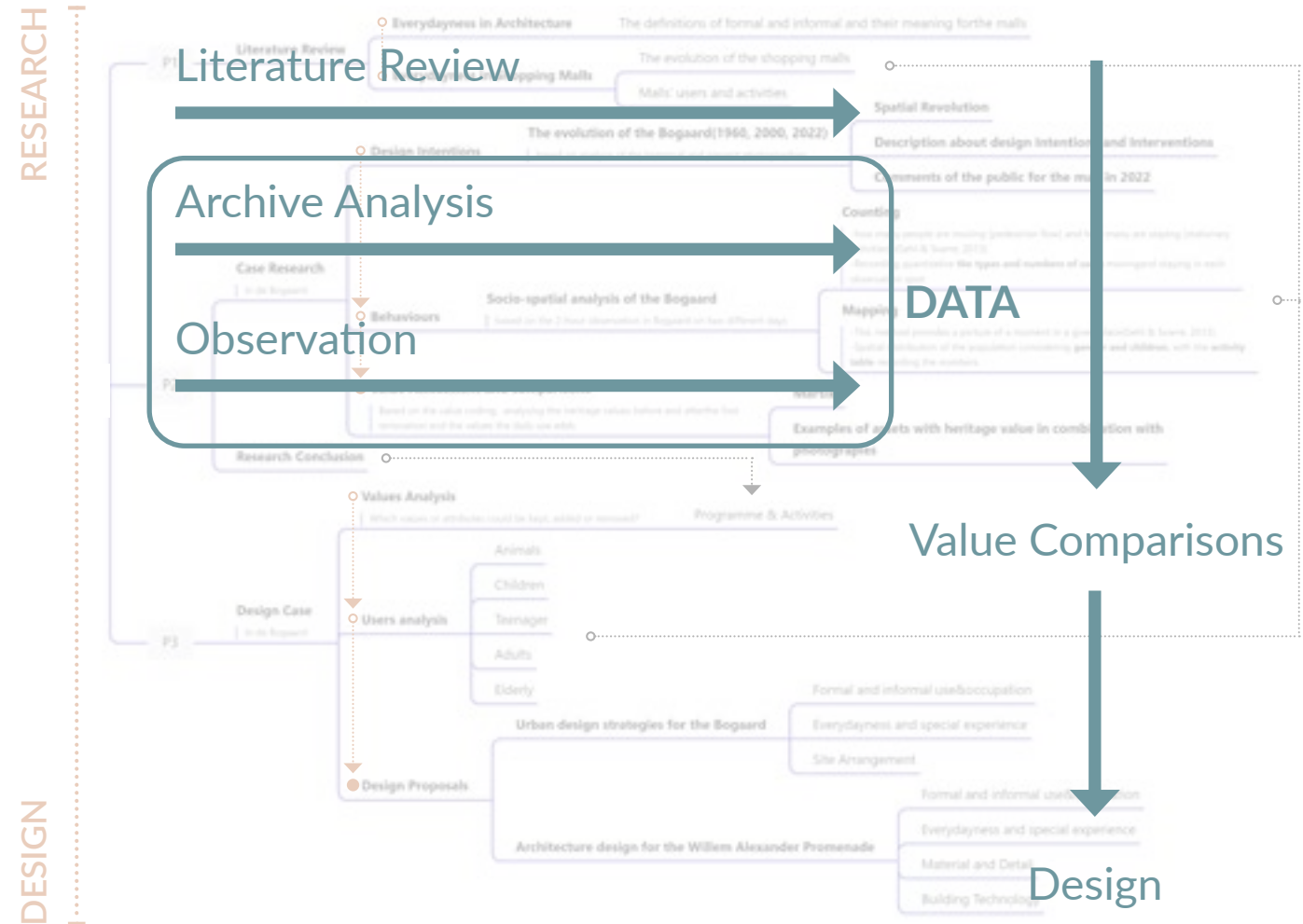
@ Lefebvre, H., & Levich, C. (1987). The Everyday and Everydayness. Yale French Studies, 73, 7-11. <https://doi.org/10.2307/2930193>



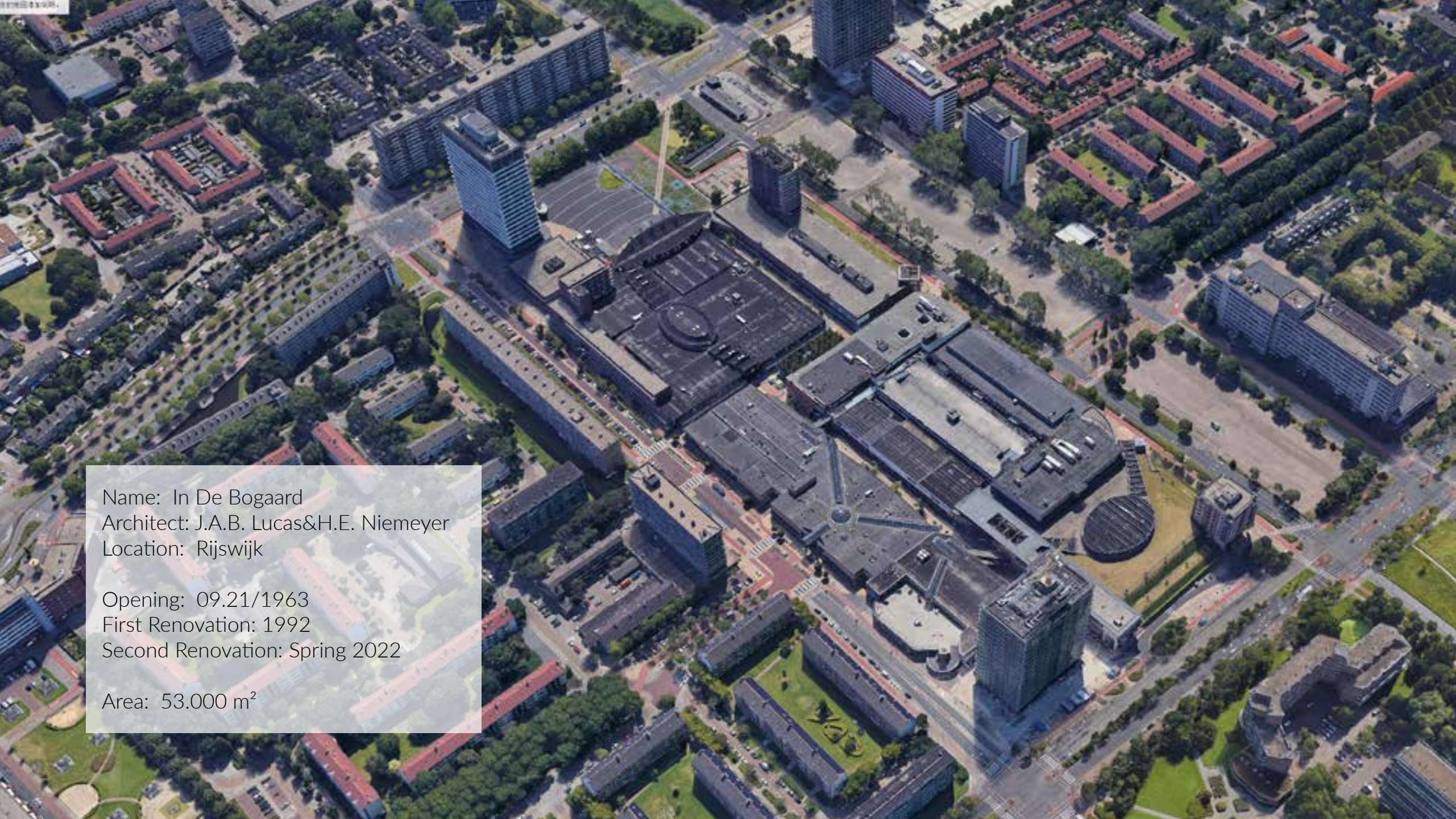
# Research Questions



# Research Scheme







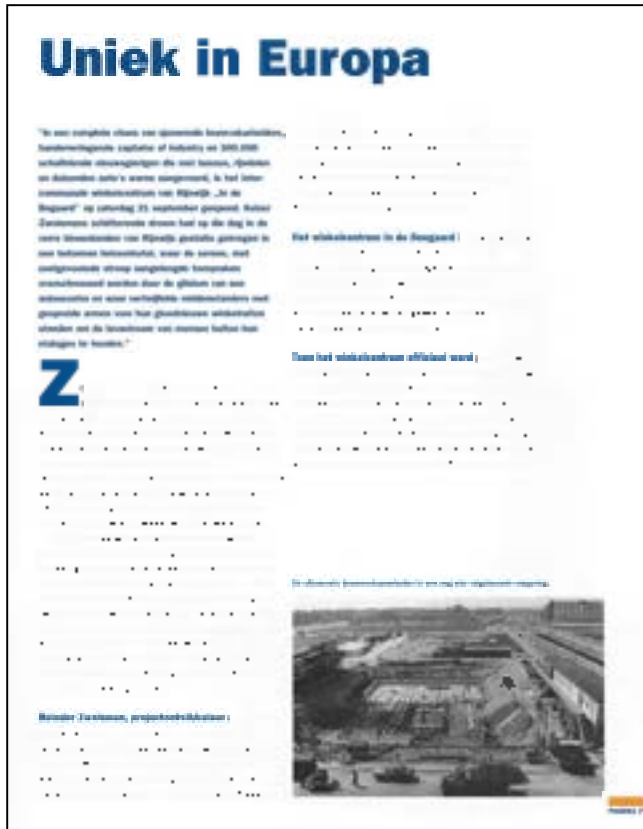
Name: In De Bogaard  
Architect: J.A.B. Lucas&H.E. Niemeyer  
Location: Rijswijk

Opening: 09.21/1963  
First Renovation: 1992  
Second Renovation: Spring 2022

Area: 53.000 m<sup>2</sup>



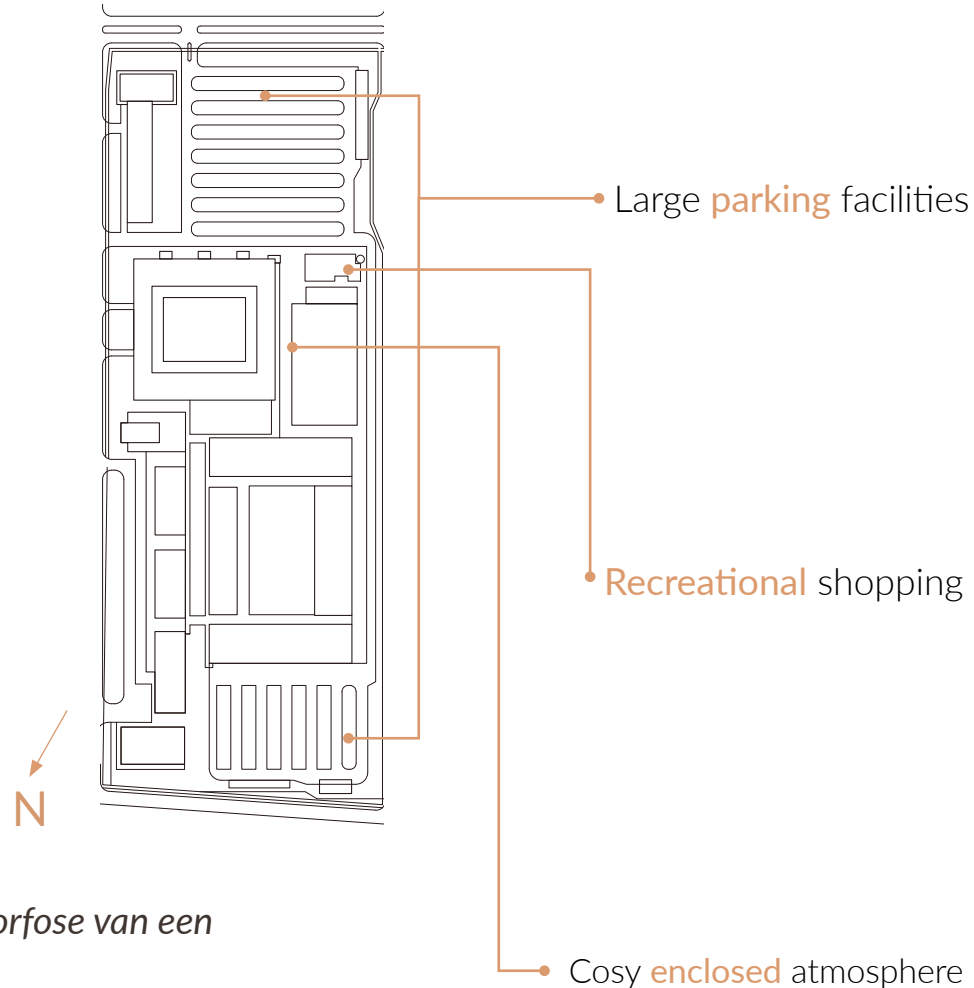
# 1963...



@Sources:

-Design Intentions in 1963. From "*Metamorfose van een winkelcentrum*," By Gemeente Rijswijk.

9



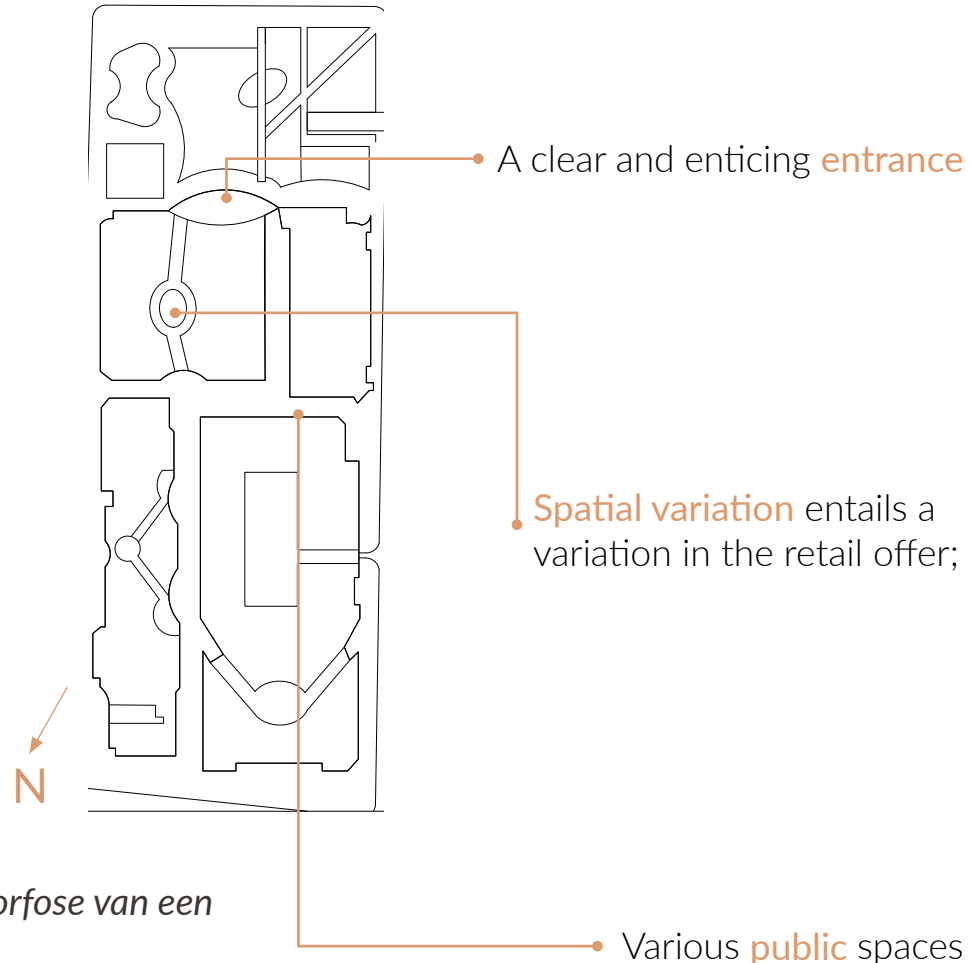
# 1992...



@Sources:

-Design Intentions in 1992. From "*Metamorfose van een winkelcentrum*," By Gemeente Rijswijk.

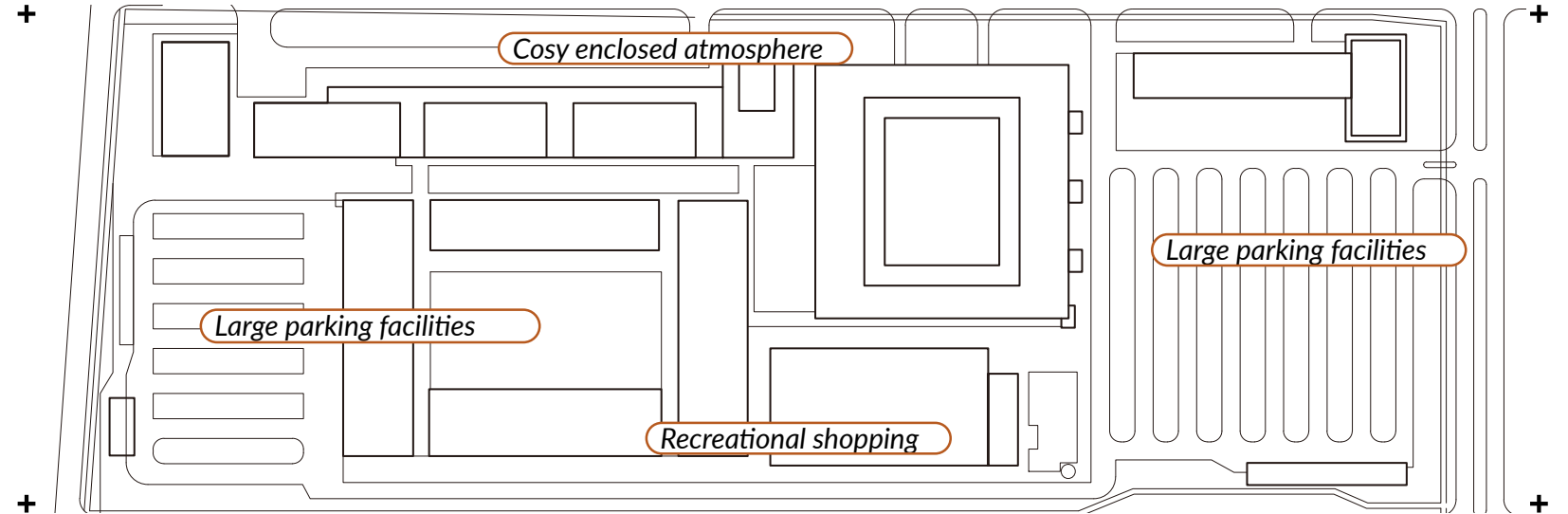
10



Large parking facilities

Recreational shopping

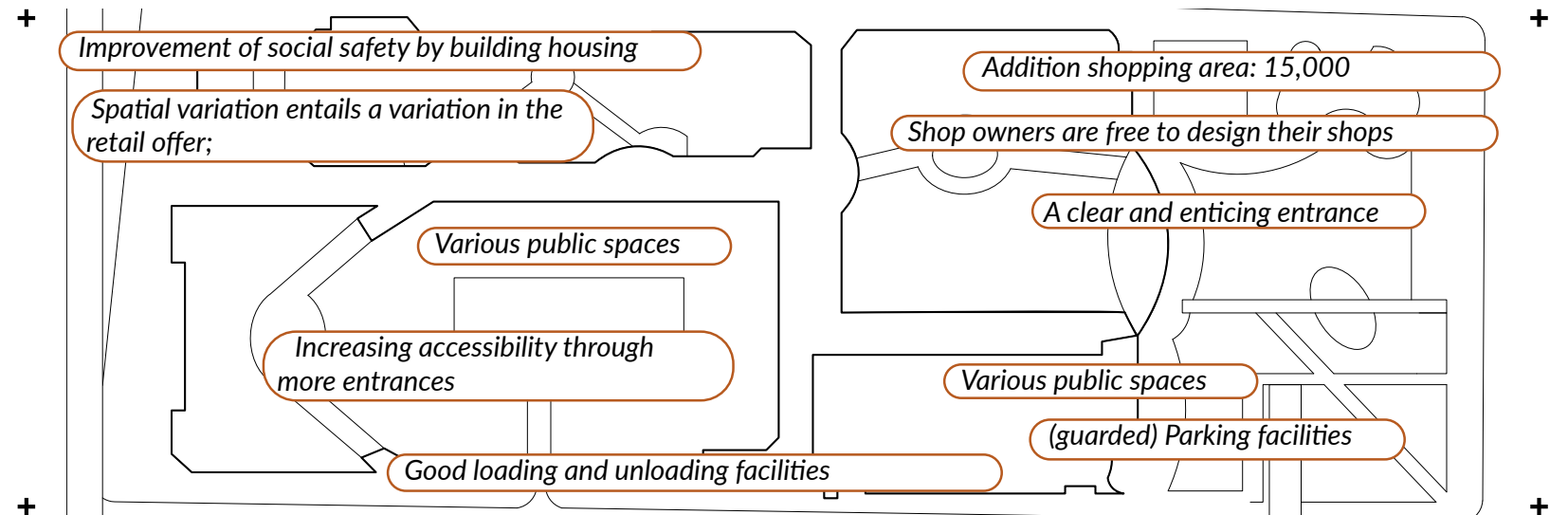
1963...



Spatial variation entails a variation in the retail offer;

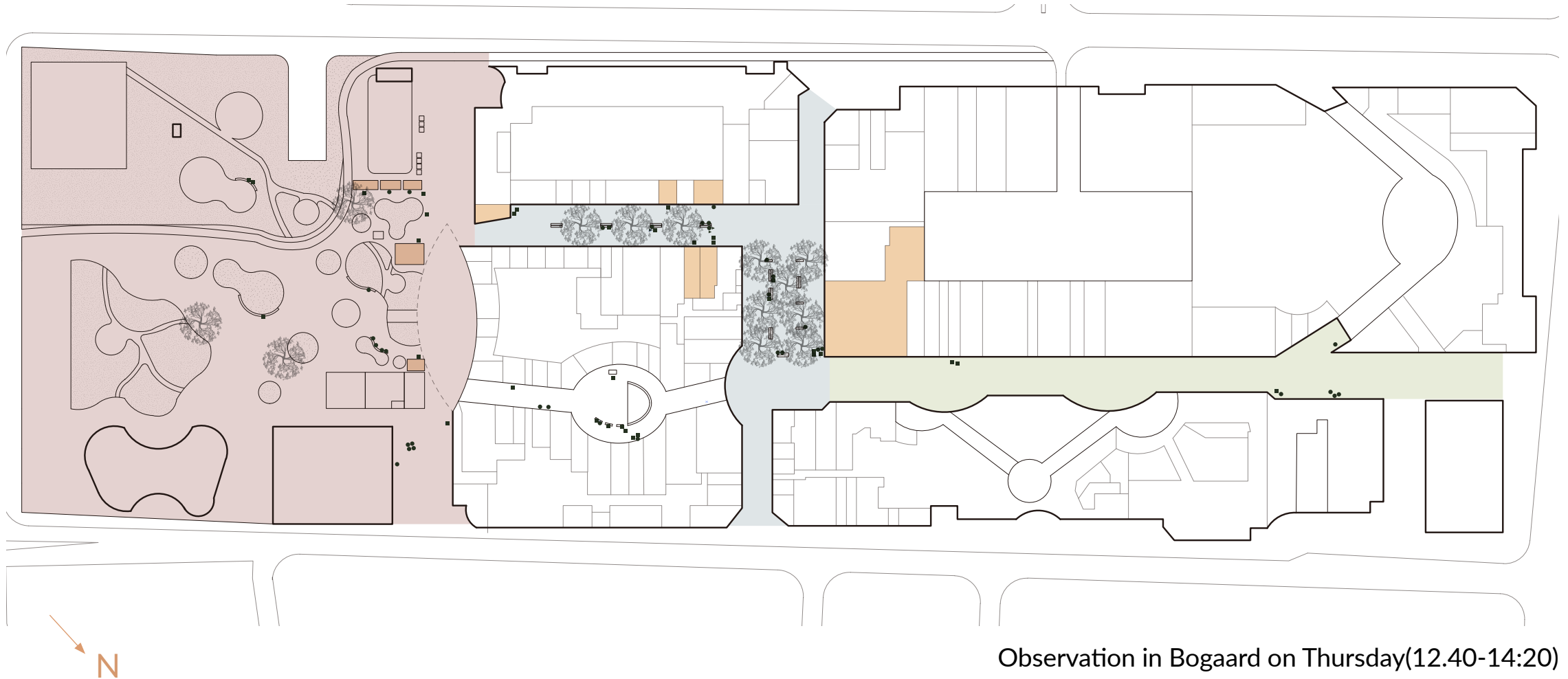
Various public spaces

1992...



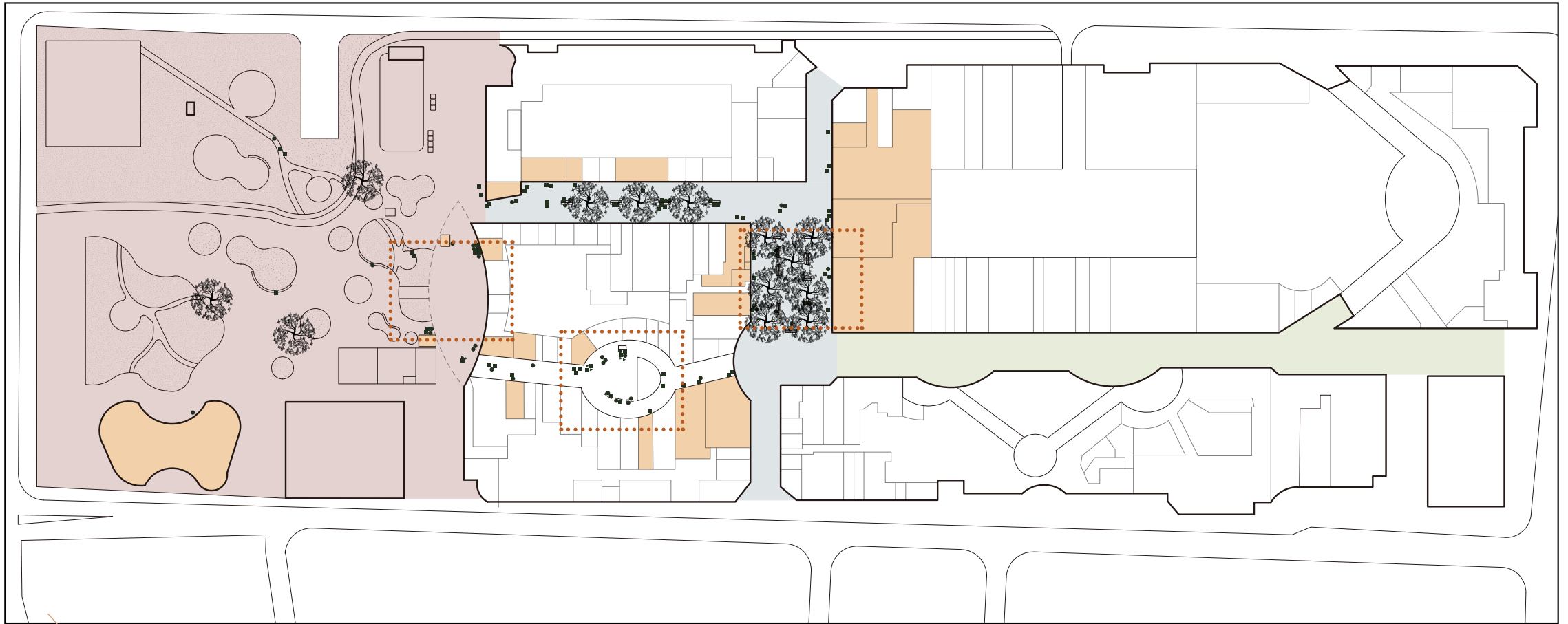


# Observation



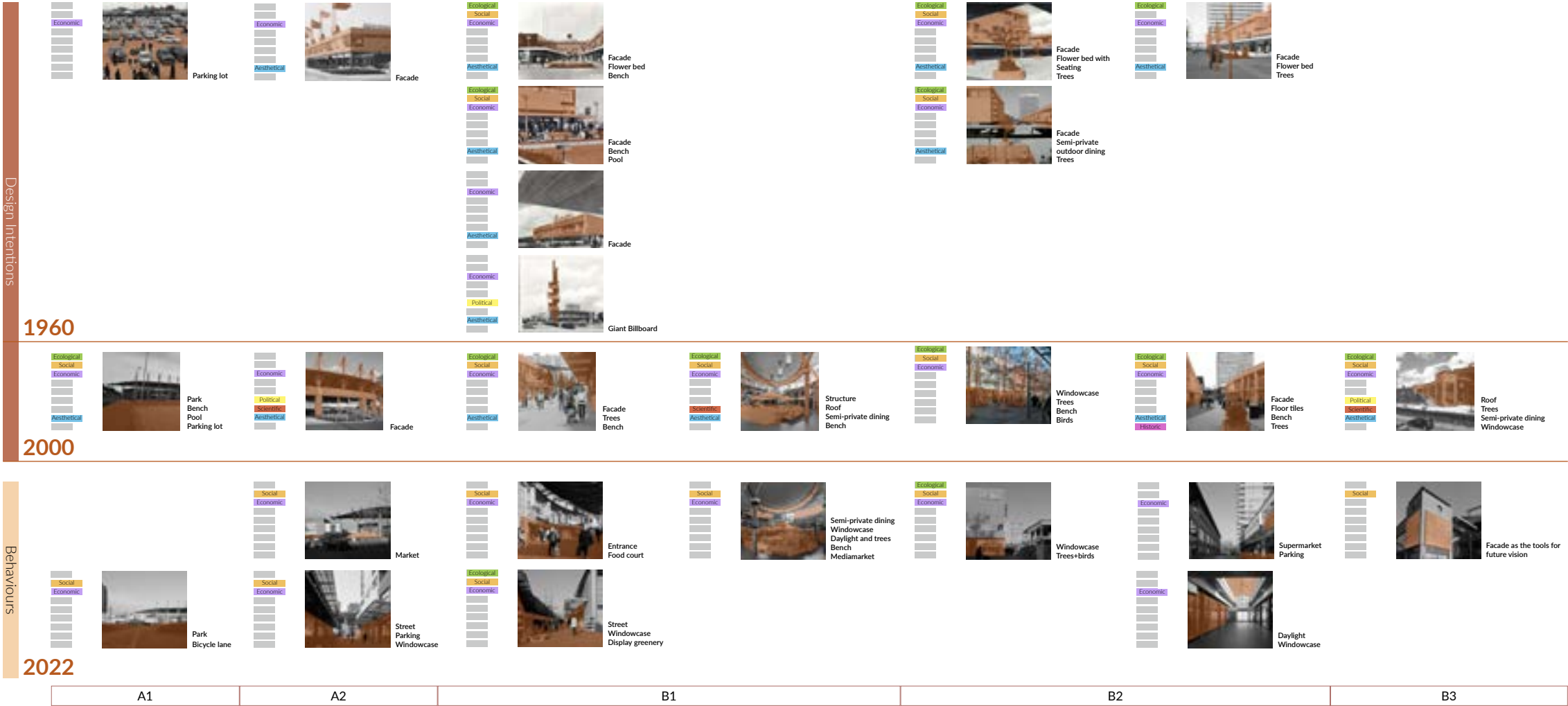
Observation in Bogaard on Thursday(12.40-14:20)

# Observation

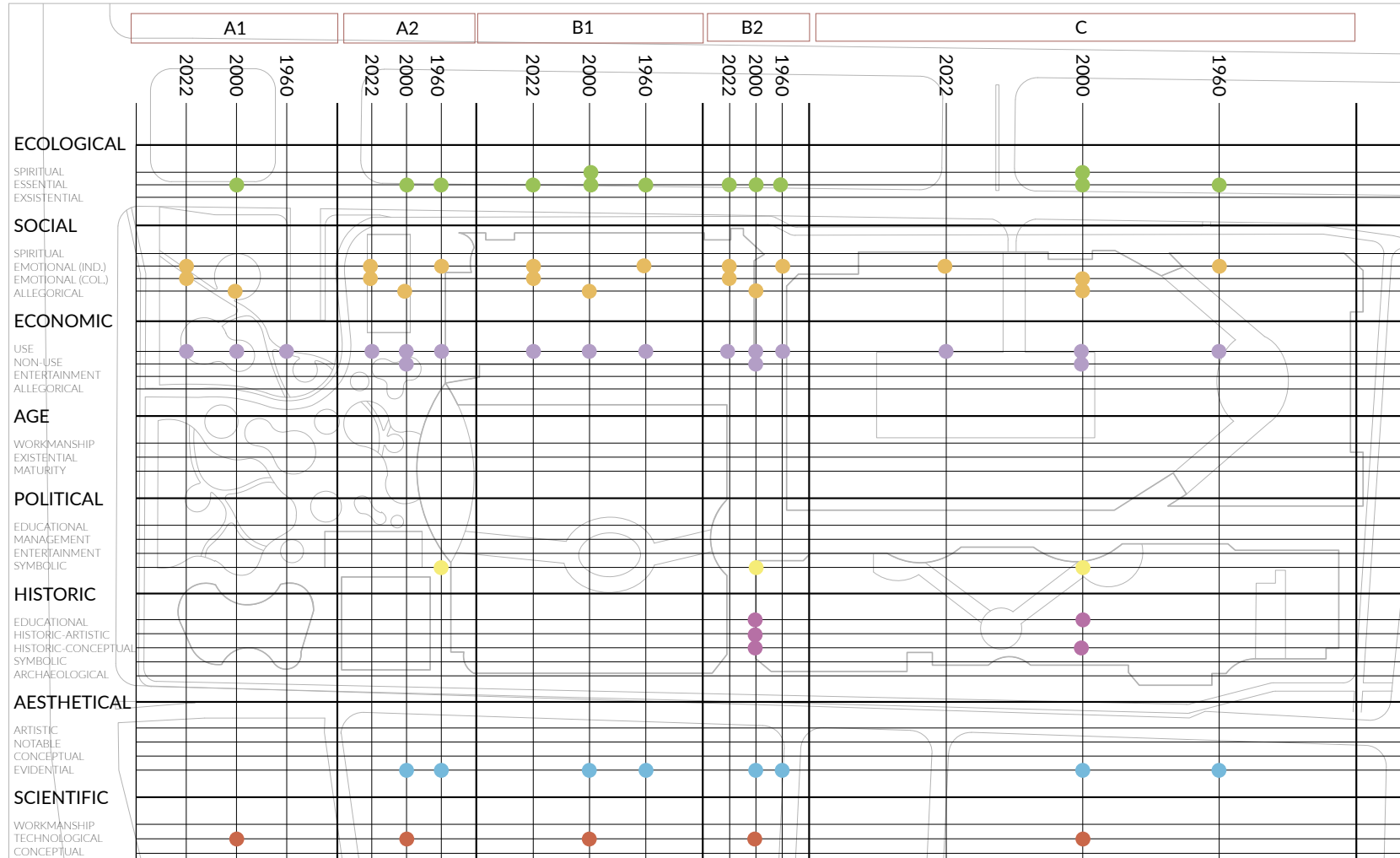


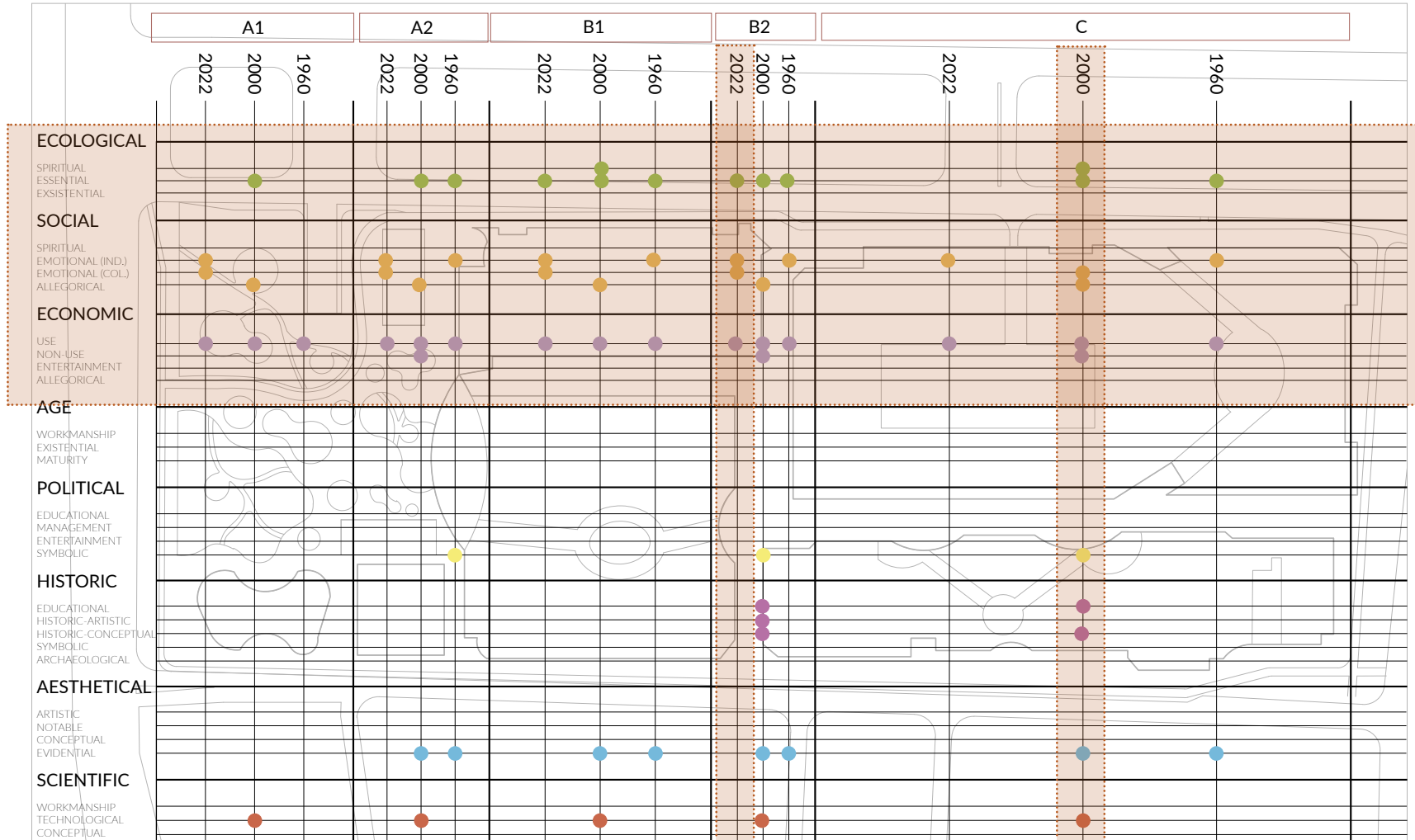
Observation in Bogaard on Saturday(13.40-15:20)

# Value Coding



# Value Matrix











# Zoning Plan

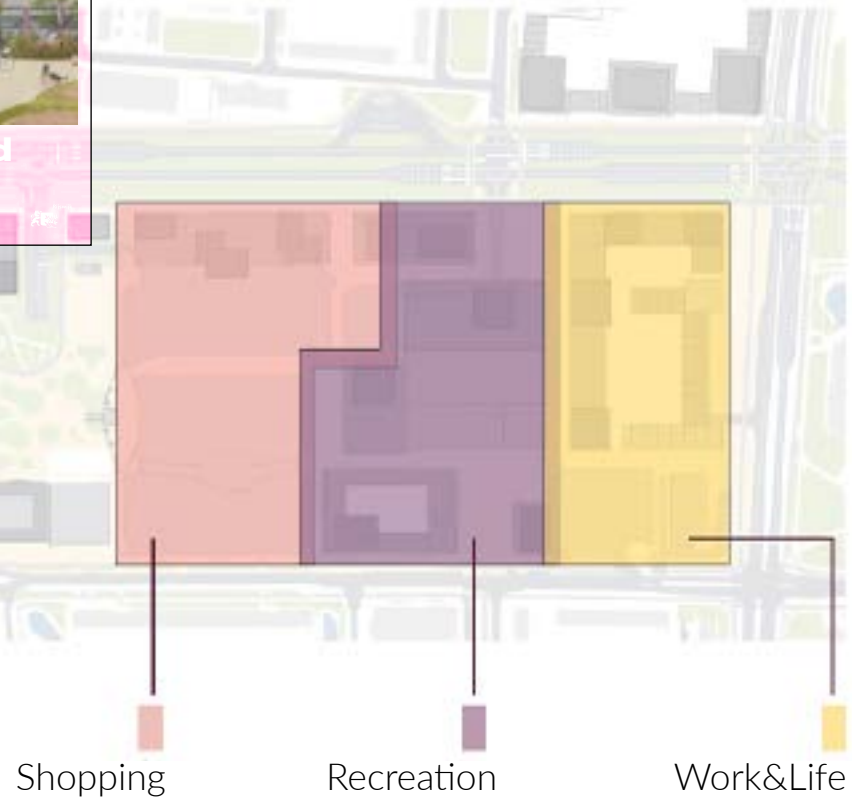
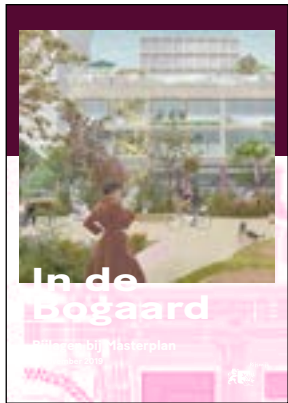
from the "SHOPPING CENTER" to "CITY CENTER"

" Given the relatively high and increasing vacancy rate, it is opportune to (temporarily) transform part of the retail space into other commercial (public) functions. "

@Sources:

-gemeente Rijswijk. (2013).  
Rijswijk-In de Bogaard: Positioning, perspective and global urban vision. gemeente Rijswijk.





Horizontally



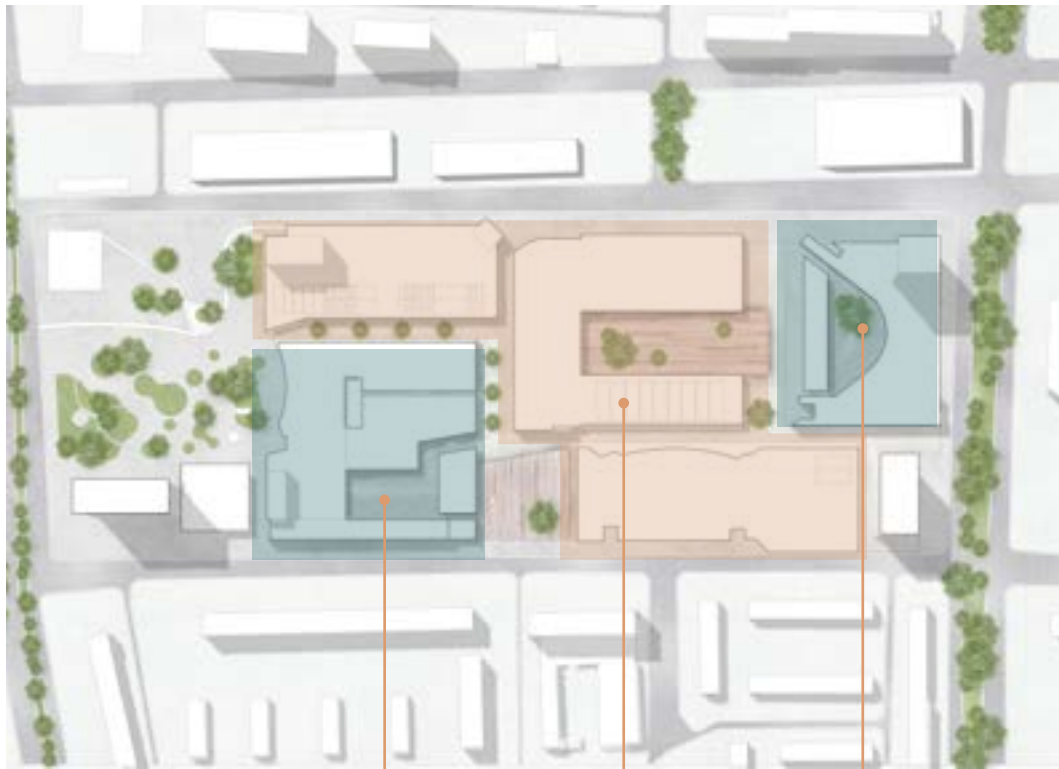
Vertically

@Sources:

-Rijswijk gemeente. (2019). Master plan annexes.



# Proposals

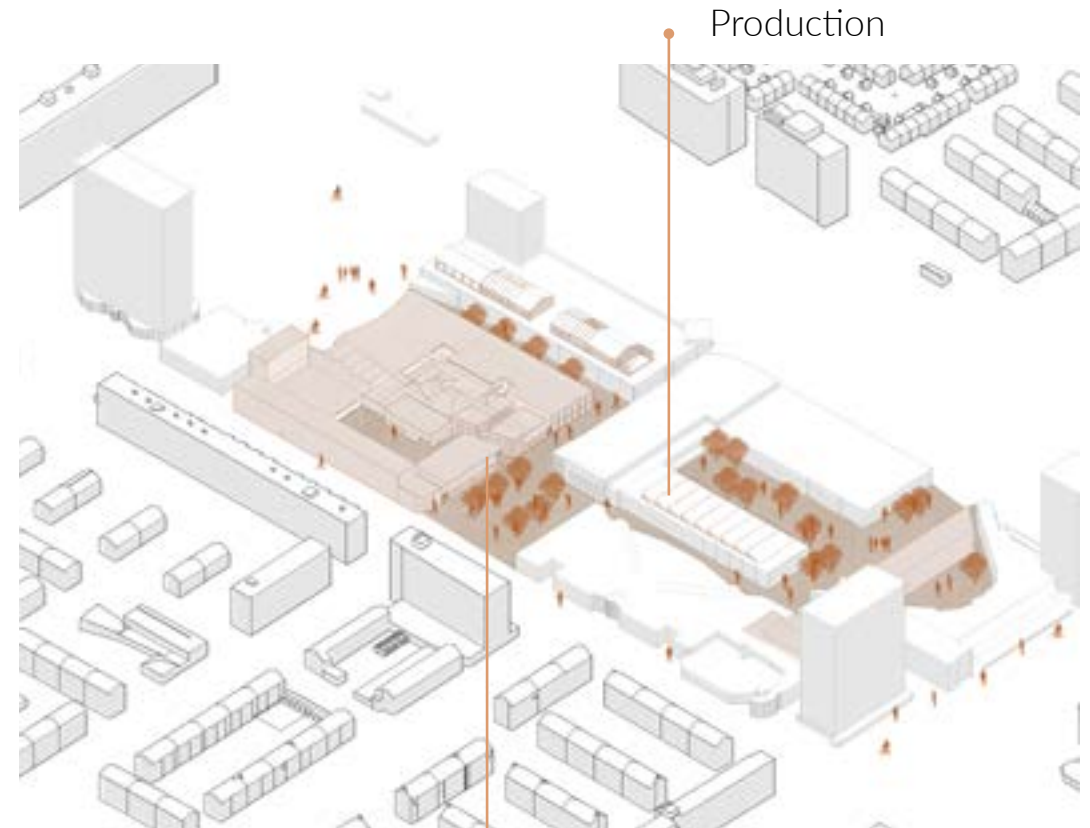


informal

informal

informal

Horizontally

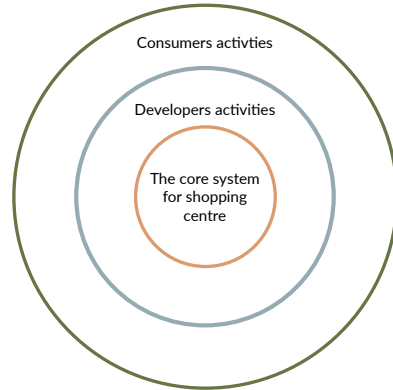


Production

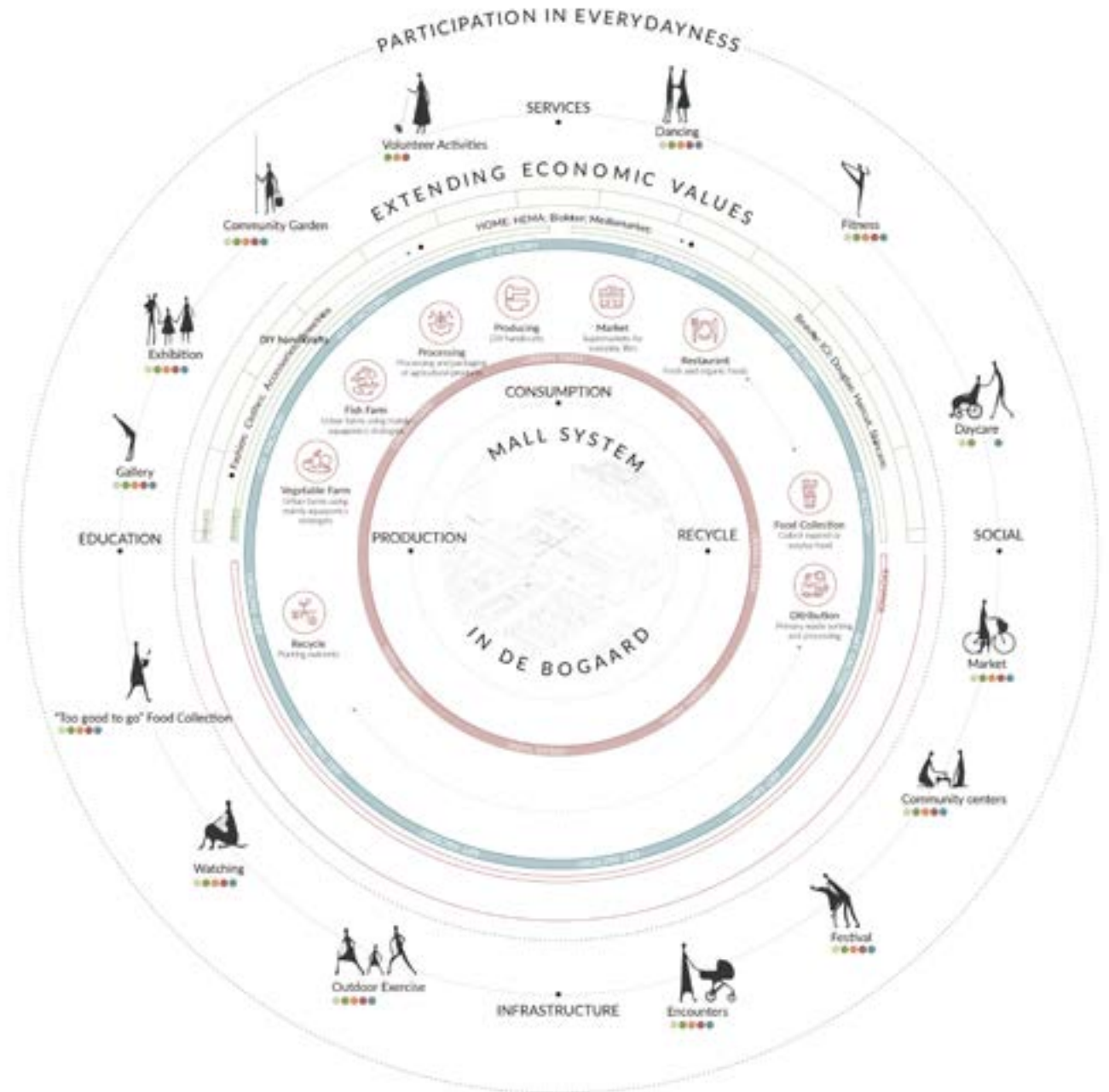
Shopping

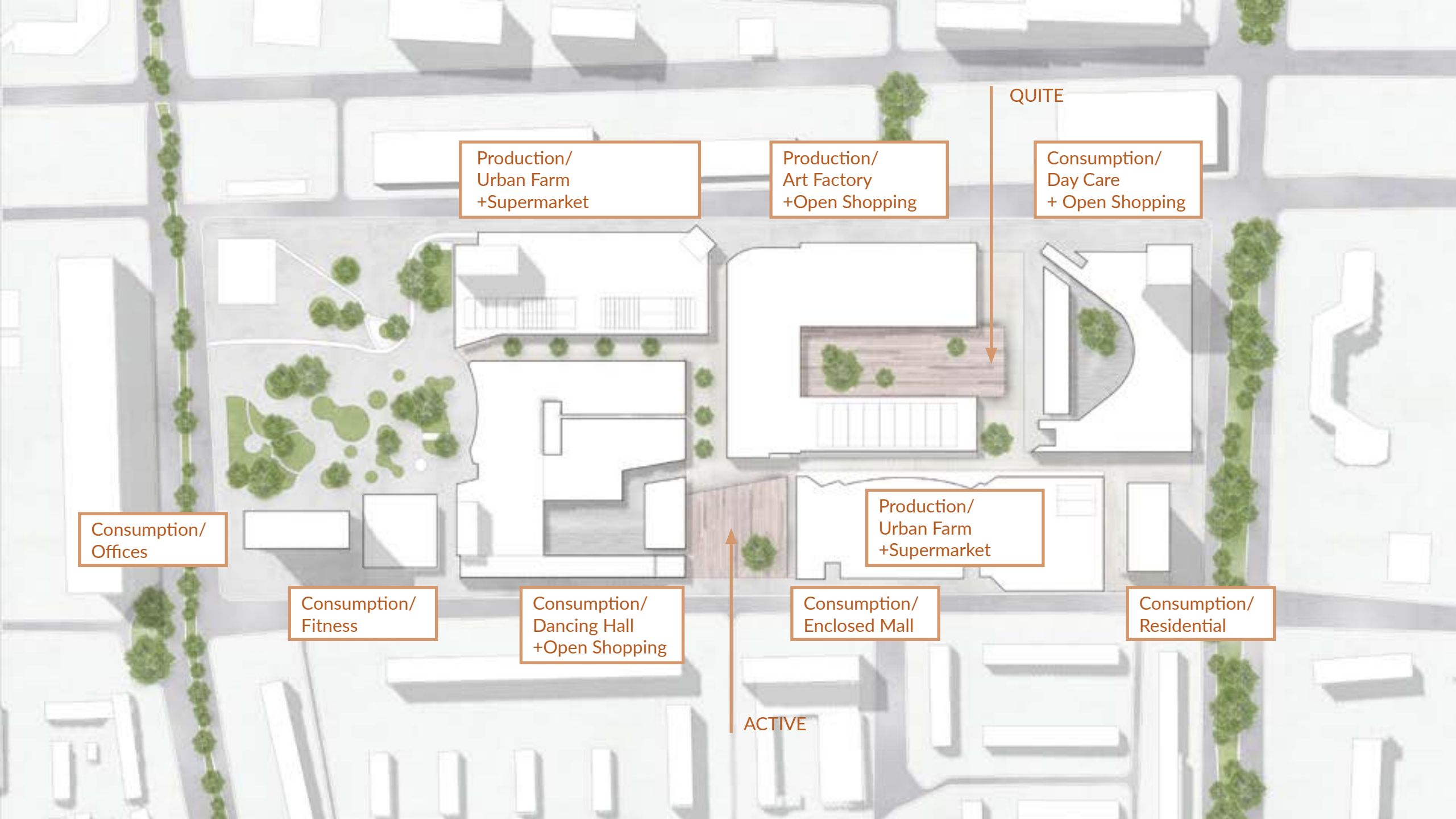
Vertically

# New System



DIY  
Processing and packaging  
of agricultural products





Production/  
Urban Farm  
+Supermarket

Production/  
Art Factory  
+Open Shopping

Consumption/  
Day Care  
+ Open Shopping

QUITE

Consumption/  
Offices

Consumption/  
Fitness

Consumption/  
Dancing Hall  
+Open Shopping

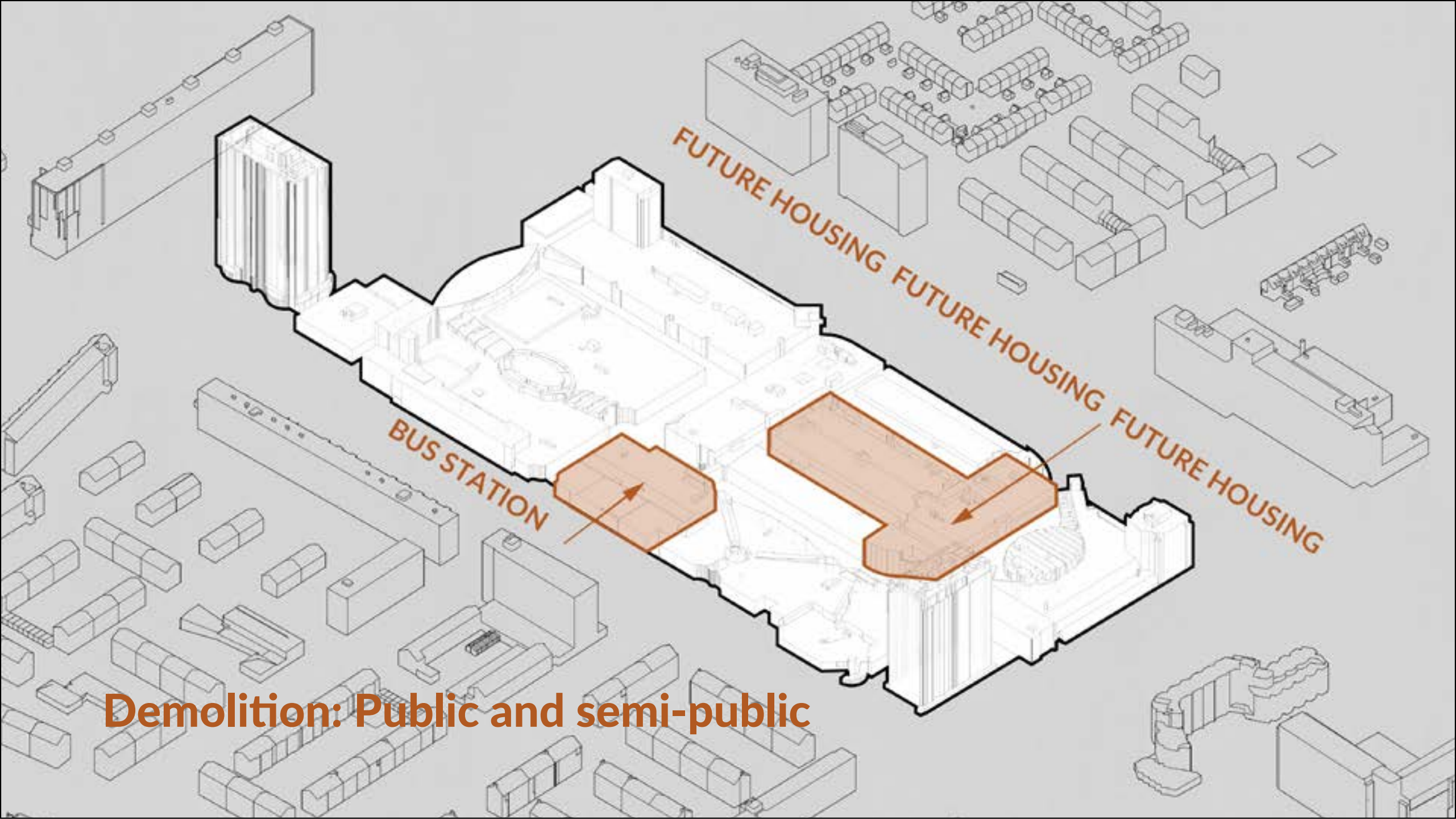
Production/  
Urban Farm  
+Supermarket

Consumption/  
Enclosed Mall

Consumption/  
Residential

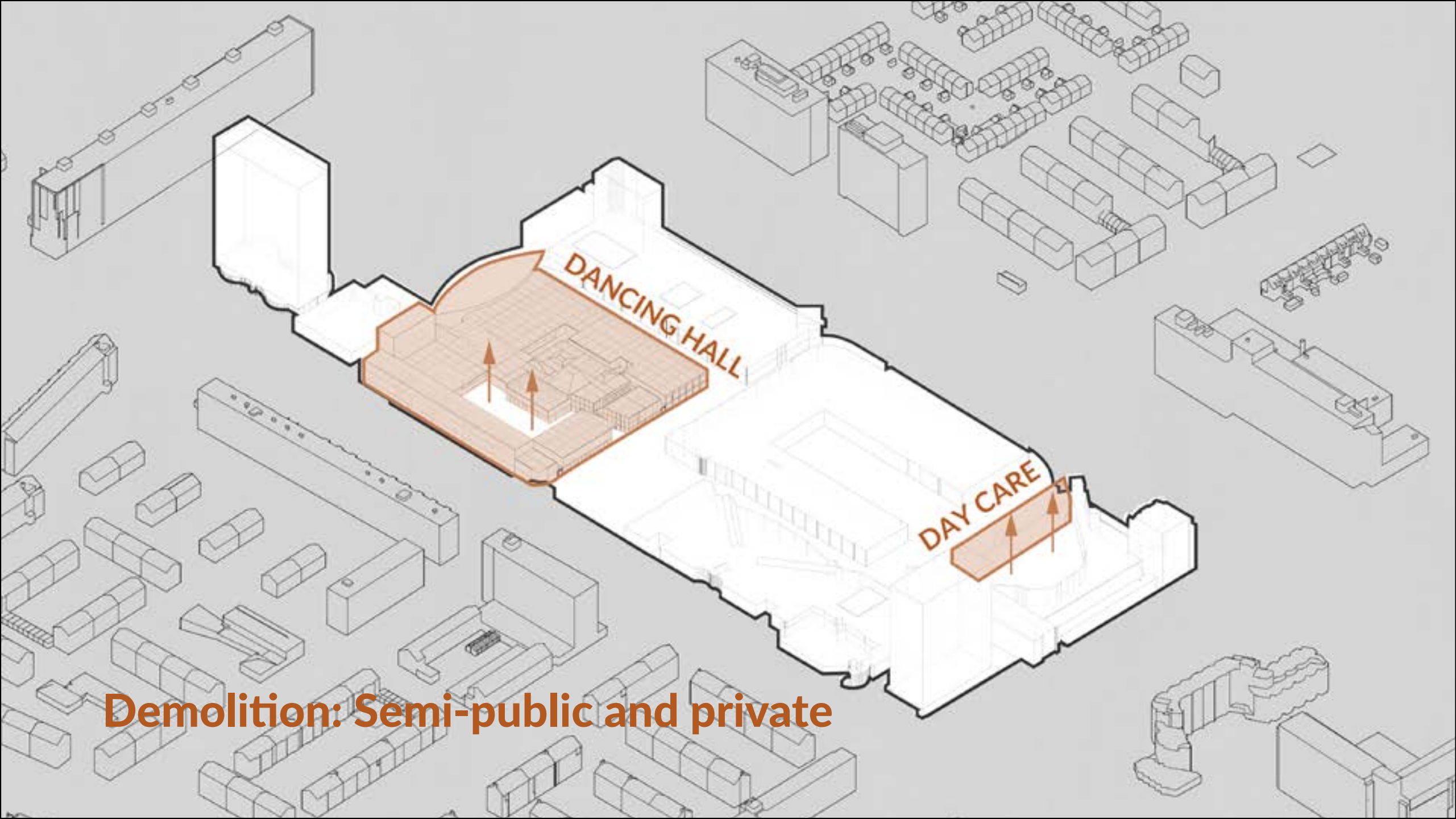
ACTIVE



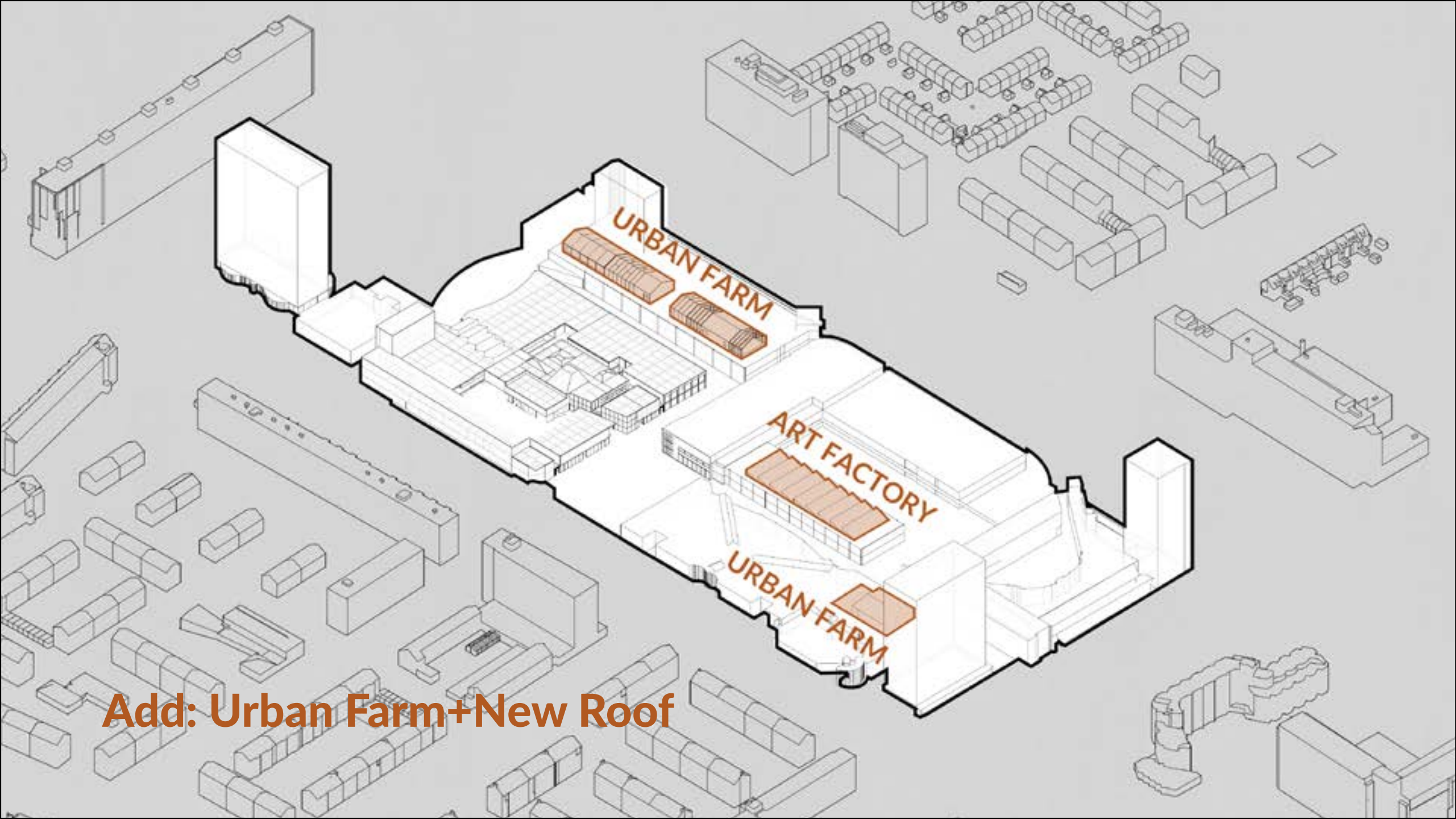


**Demolition: Public and semi-public**





**Demolition: Semi-public and private**



Add: Urban Farm+New Roof



**Urban Farm +Supermarket**

**opening**

Supermarket:  
9.00-21.00

Urban Farm:  
9.30-17.00

**management**

Entrepreneurs are responsible for the management of urban farms and supermarkets. Communities and companies together hold exhibitions and farming education.

Add

**Art Factory +Shopping**

**opening**

Art Factory  
10.00-17.00

Shopping  
10.00-17.00

**management**

The art factory is combined with the shop to implement an experiential economy using a down-market, up-market production model.

Add

**Day Care +Shopping**

**opening**

Day Care:  
7.30-18.30

Shopping  
10.00-17.00

**management**

The daycare centre is used by the elderly and children. What's more, the inner courtyard is also available for people to exercise.

Add

**Urban Farm +Supermarket**

**opening**

Supermarket:  
9.00-21.00

Urban Farm:  
9.30-17.00

**management**

Entrepreneurs are responsible for the management of urban farms and supermarkets. Communities and companies together hold exhibitions and farming education.

Add

**Shopping +Market**

**opening**

Market:(Thursday)  
10.00-17.00

Shopping  
10.00-17.00

**management**

Individuals are allowed to rent stalls at the Thursday Market.

Demolition

**Shopping +Dancing Hall**

**opening**

Dancing Hall:  
10.00-22.00

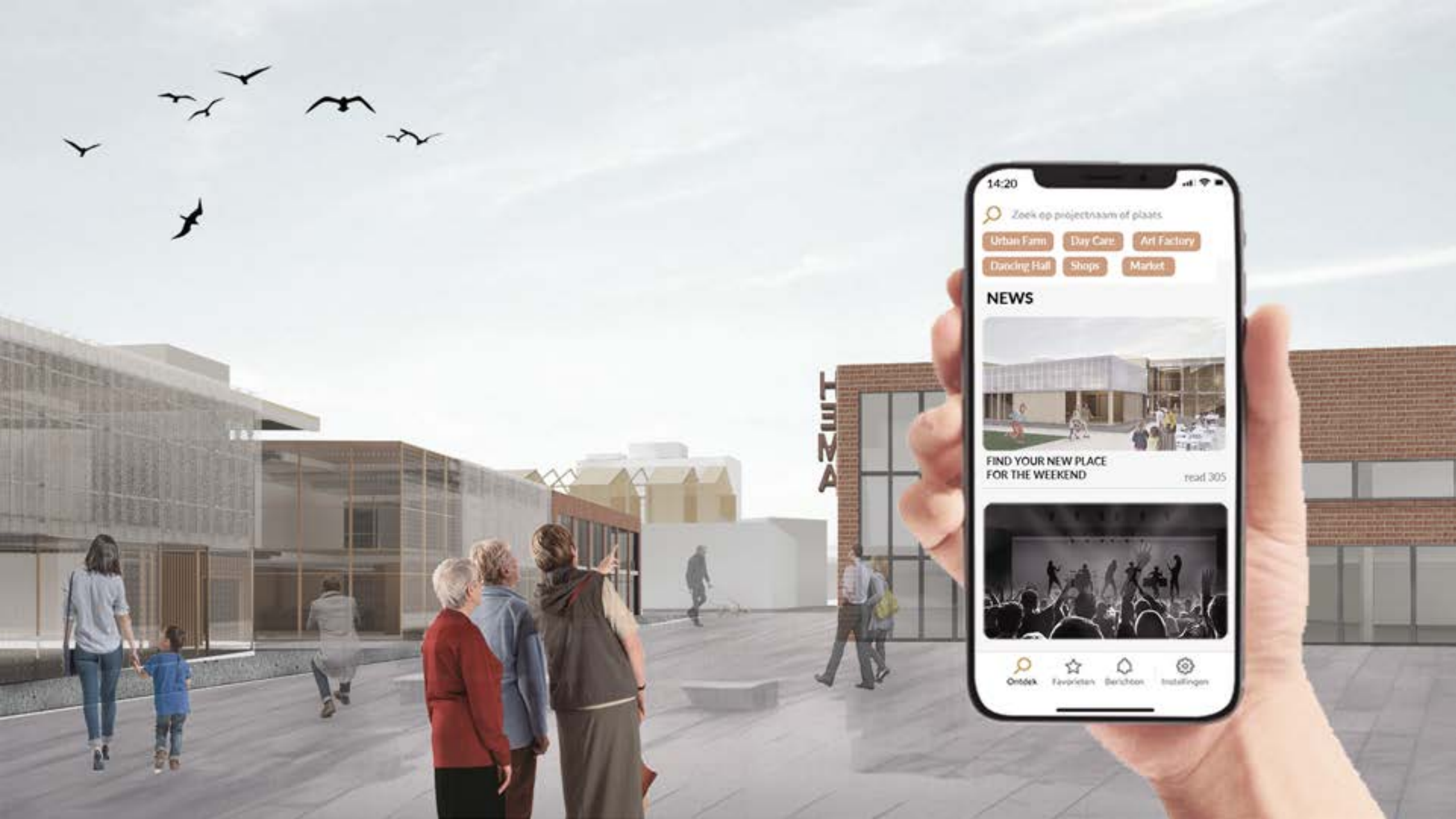
Shopping  
10.00-17.00

**management**

The community partly manages the dancing hall, and performance spaces and rehearsal rooms can be booked from the Bogaard Bouwapp.

Rehabilitation

Demolition



14:20

Zoek op projectnaam of plaats

Urban Farm

Day Care

Art Factory

Dancing Hall

Shops

Market

## NEWS



FIND YOUR NEW PLACE  
FOR THE WEEKEND

read 305



Ontdek



Favorieten



Berichten



Instellingen





De Prinsenpassage (2001, Corio)



# Events



Easter 2023



Princes and Princess Day 2023



Valentine's Day 2023



Christmas 2022



Mothers Day 2022



Kids heroes 2022



Halloween 2022



Sinterklaas 2022

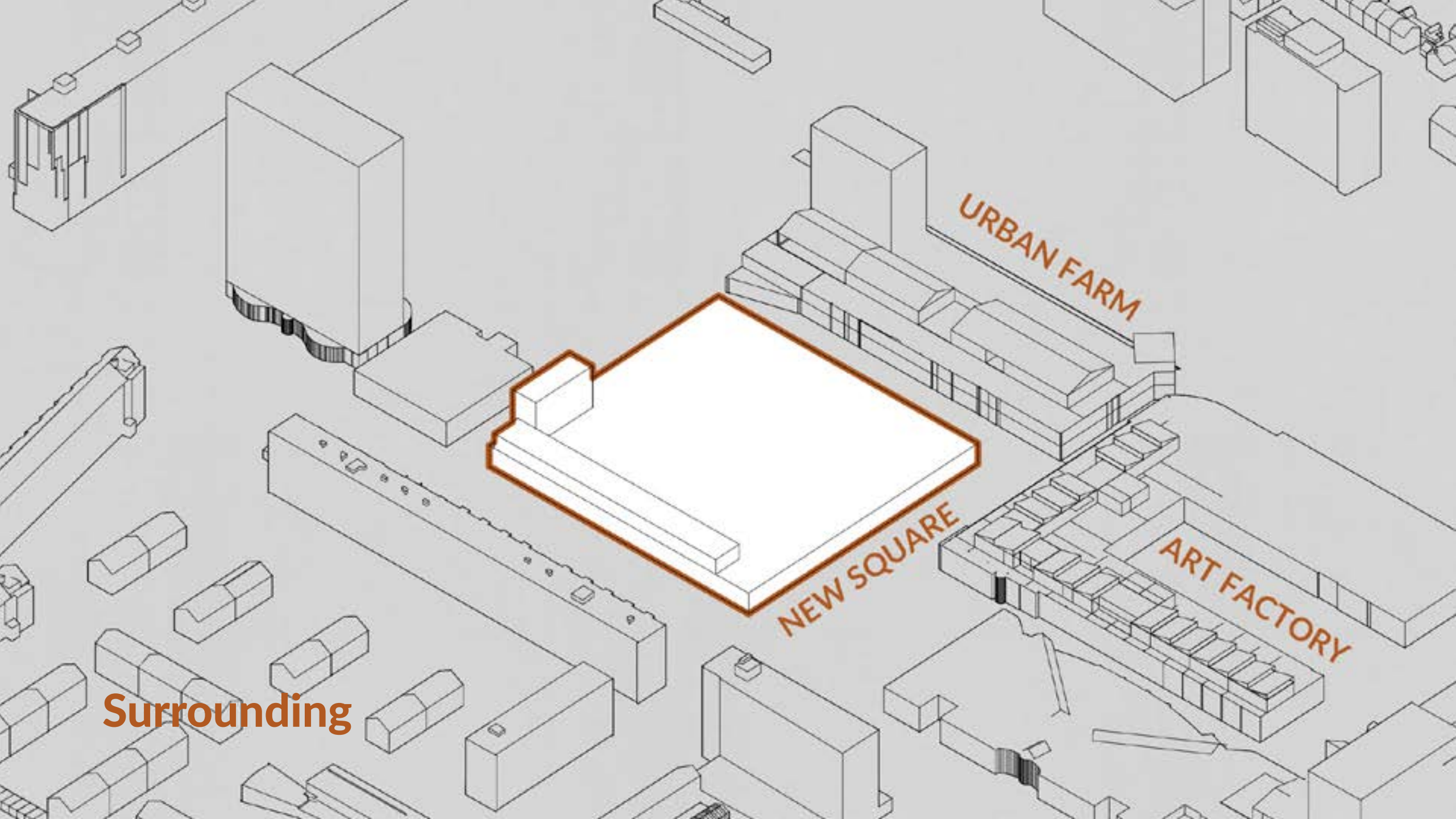
@Sources:

-Bogaard moments. (n.d.). Bogaard Stadscentrum. Retrieved 19 April 2023, from <https://winkels.bogaardstadscentrum.nl/fotoalbums>



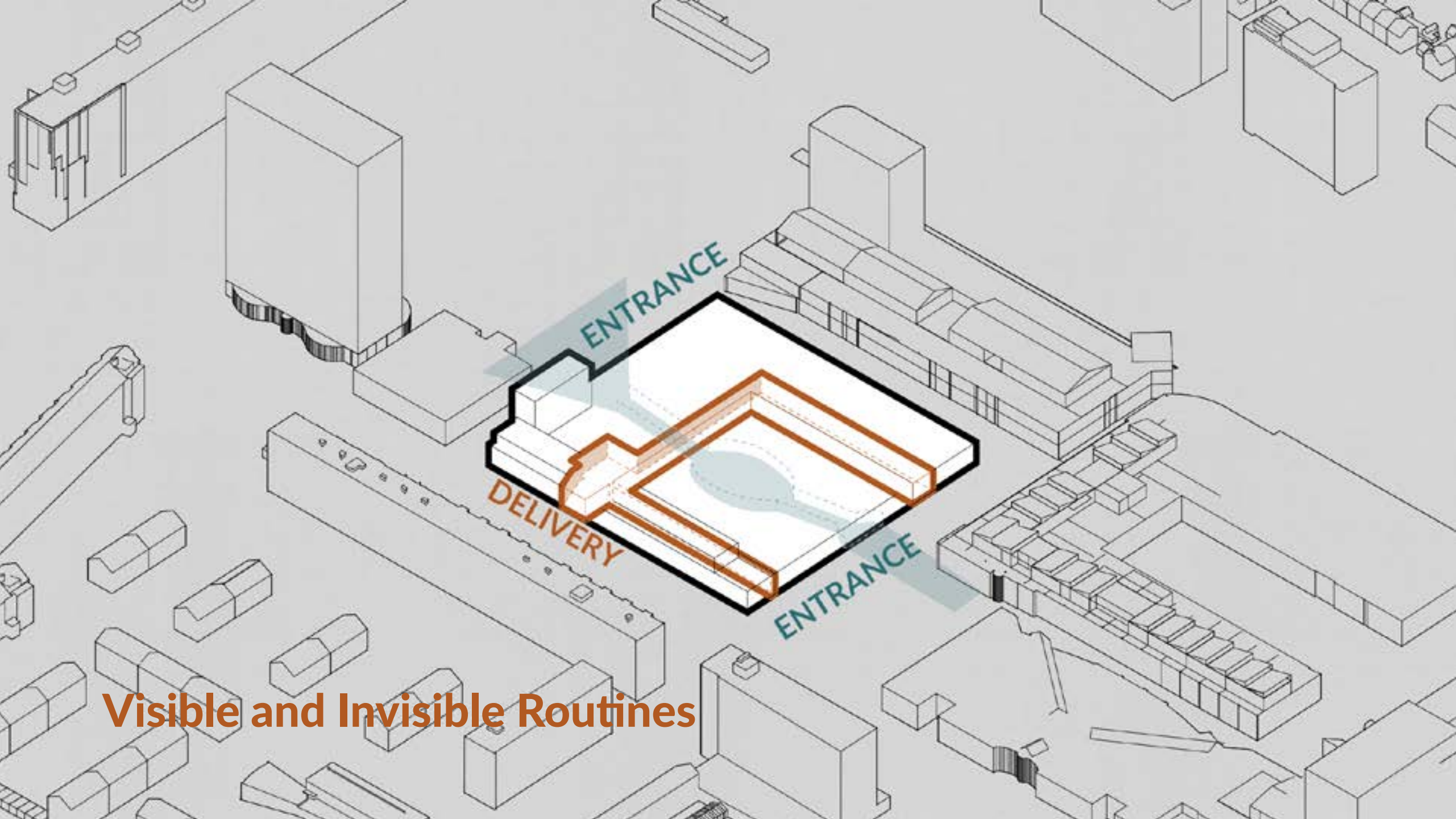
# D A N C I N G H A L L





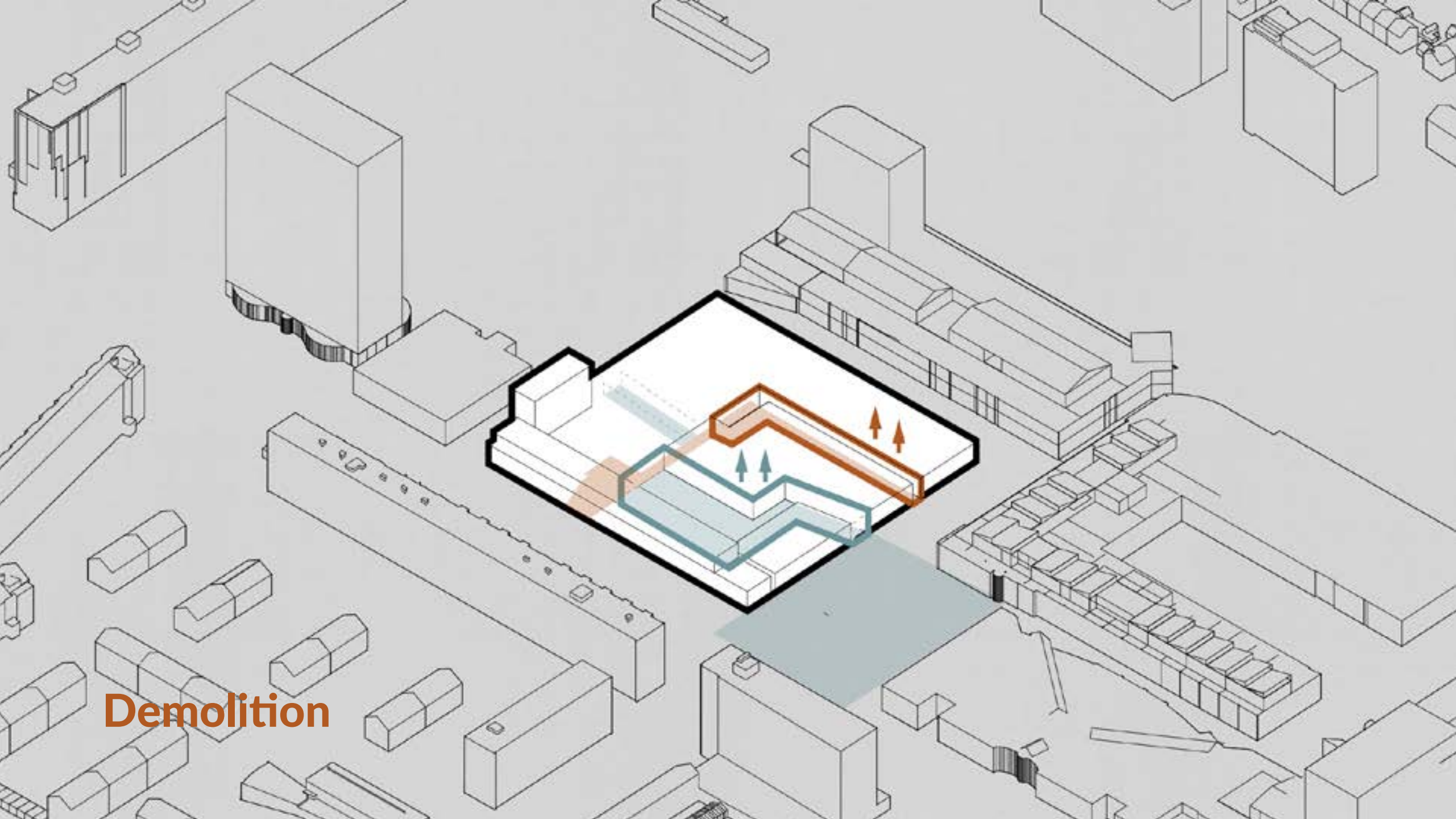
Surrounding



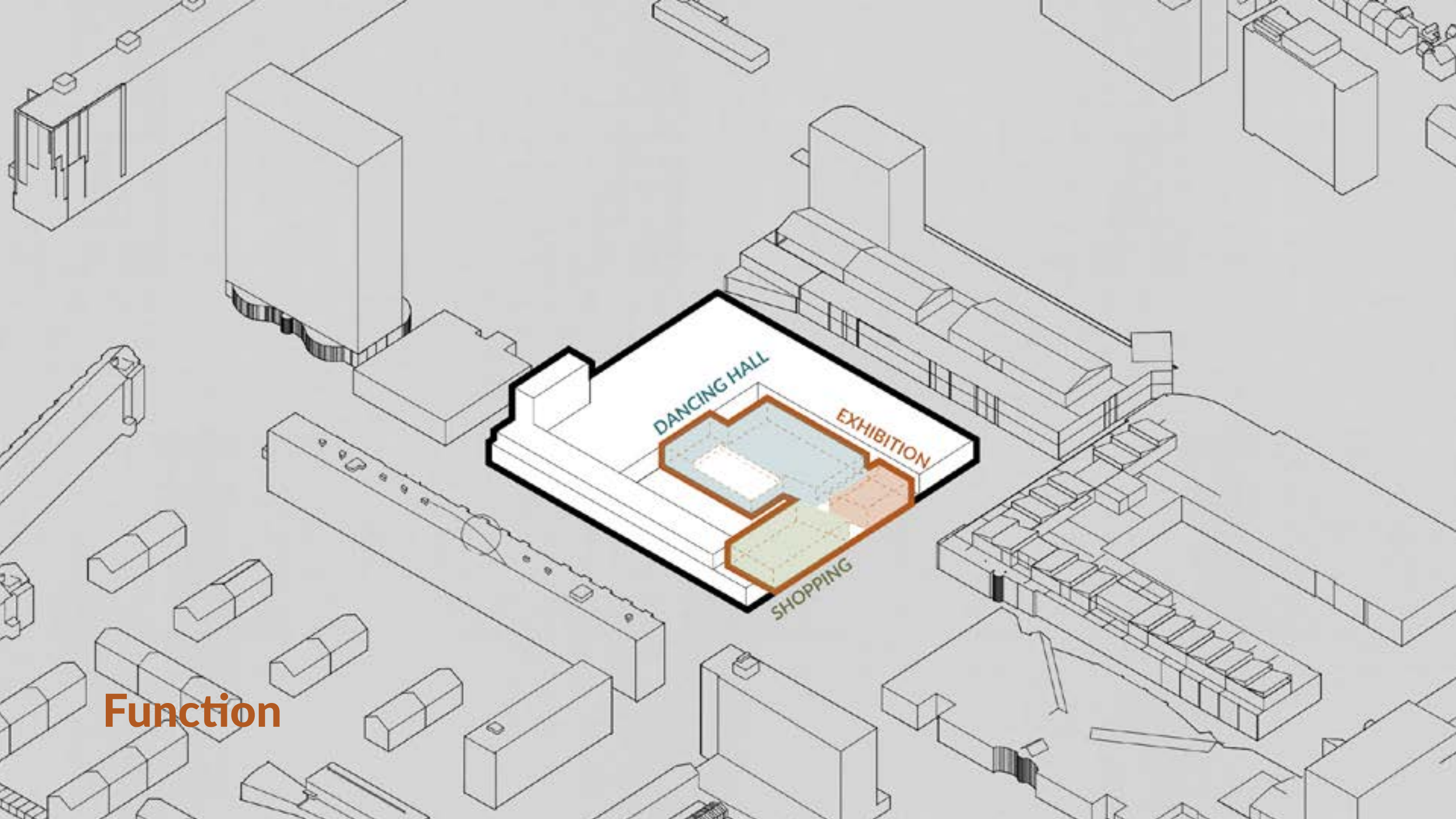


**Visible and Invisible Routines**



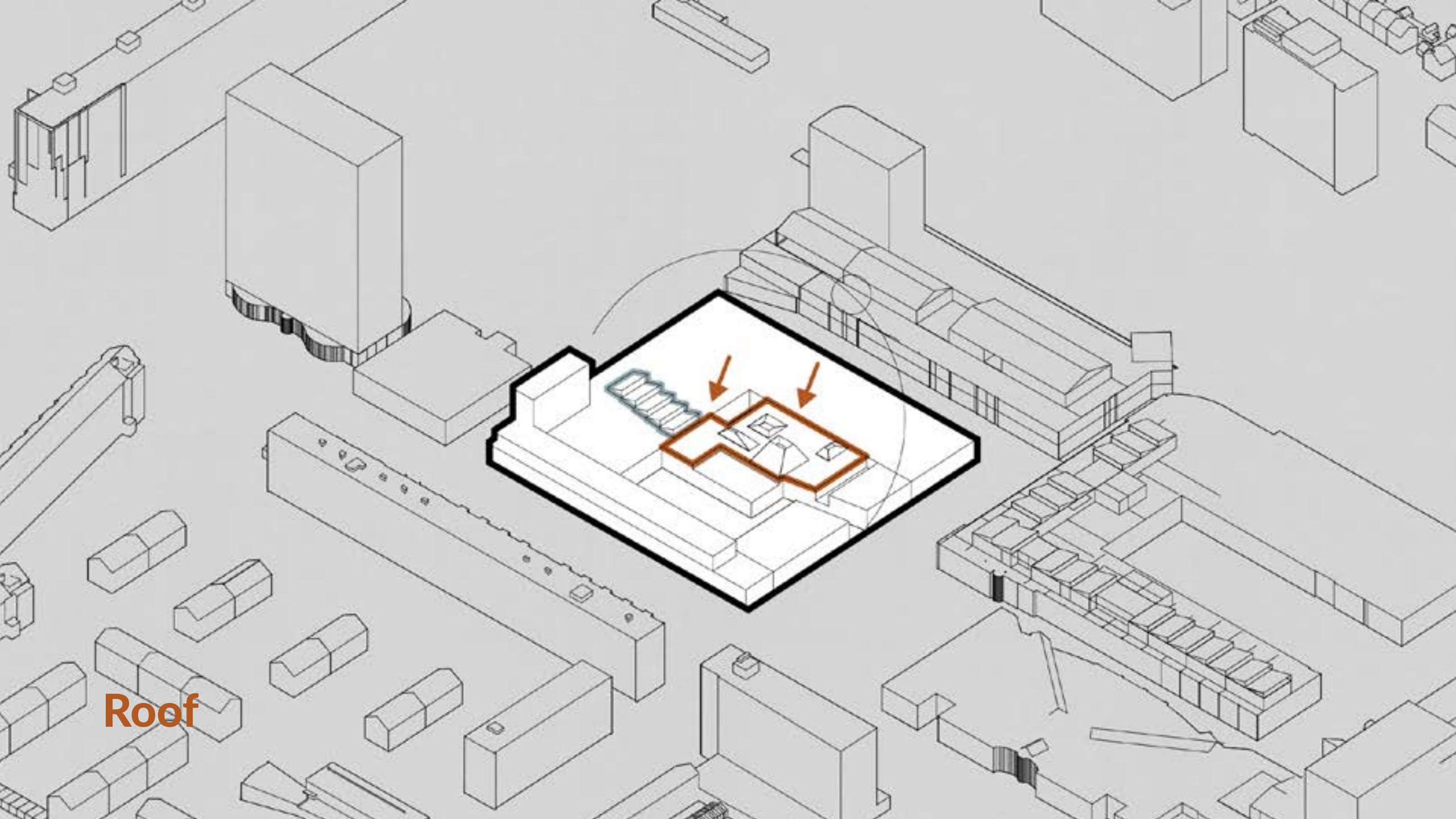


Demolition



Function





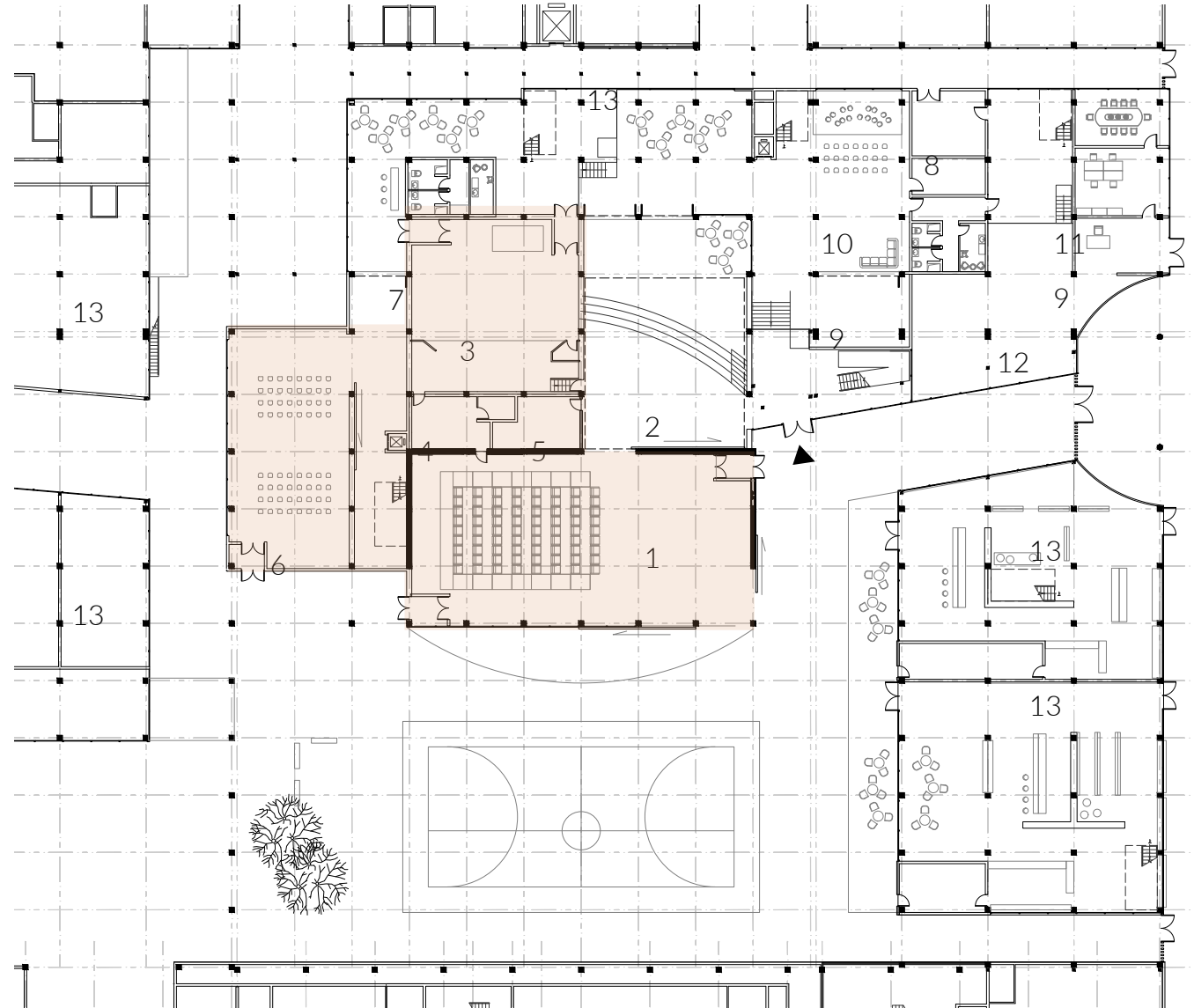
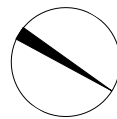
Roof



1. Profesional Performance
2. Entrance
3. Livehouse
4. Artists' foyer
5. Storage
6. Informal Performace
7. Bar
8. Technic room
9. Info&Ticket
10. Mobile stage
11. Office
12. Exhibition
13. Shops
14. Residence
15. Rehearsal
16. Co-working
17. Dancing studio
18. Relaxing room
19. Dressing
20. Art factory
21. Startup studio

0m 20m

## Ground Floor

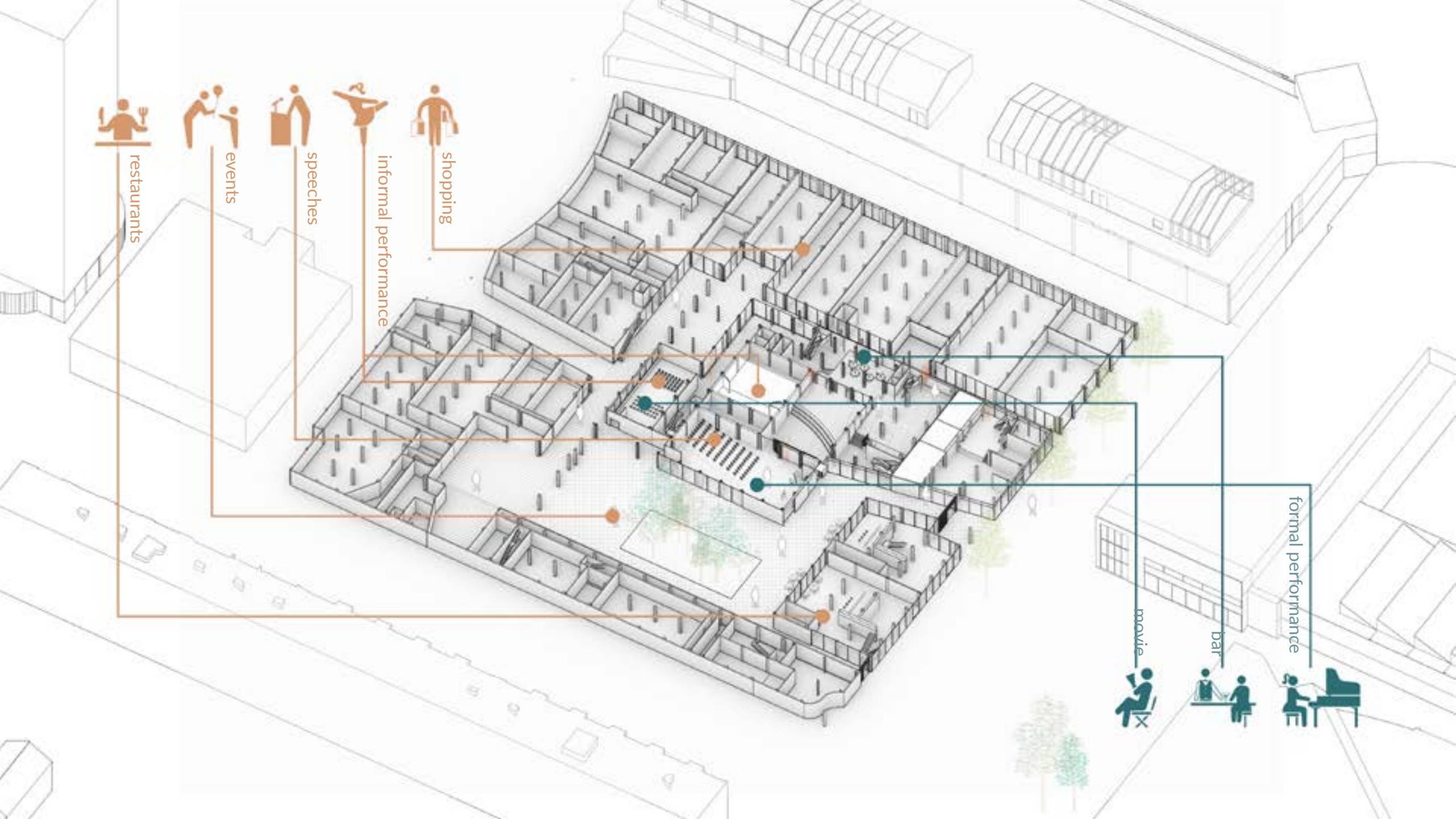














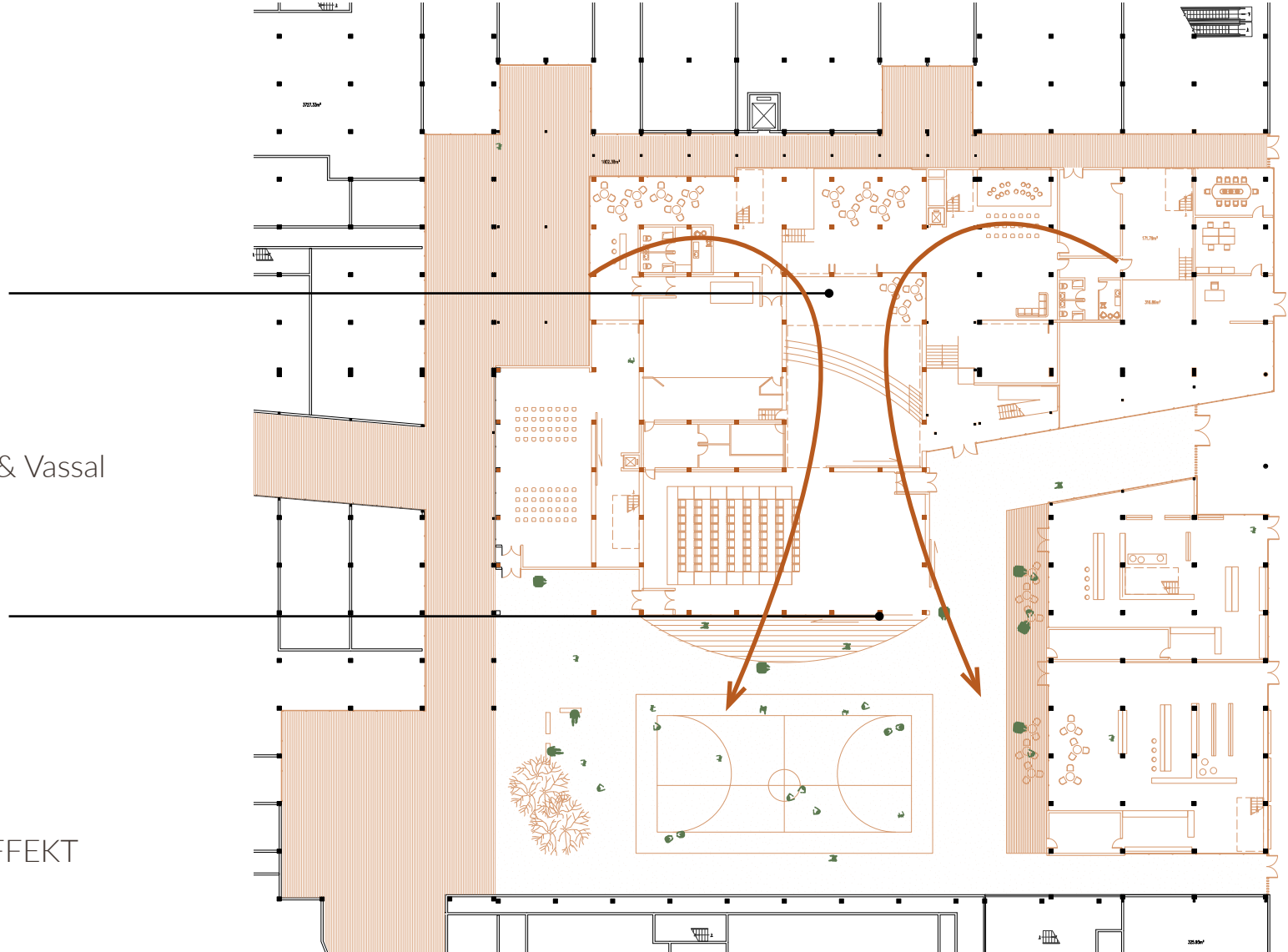
# Flexibility



@ Polyvalent Theater / Lacaton & Vassal



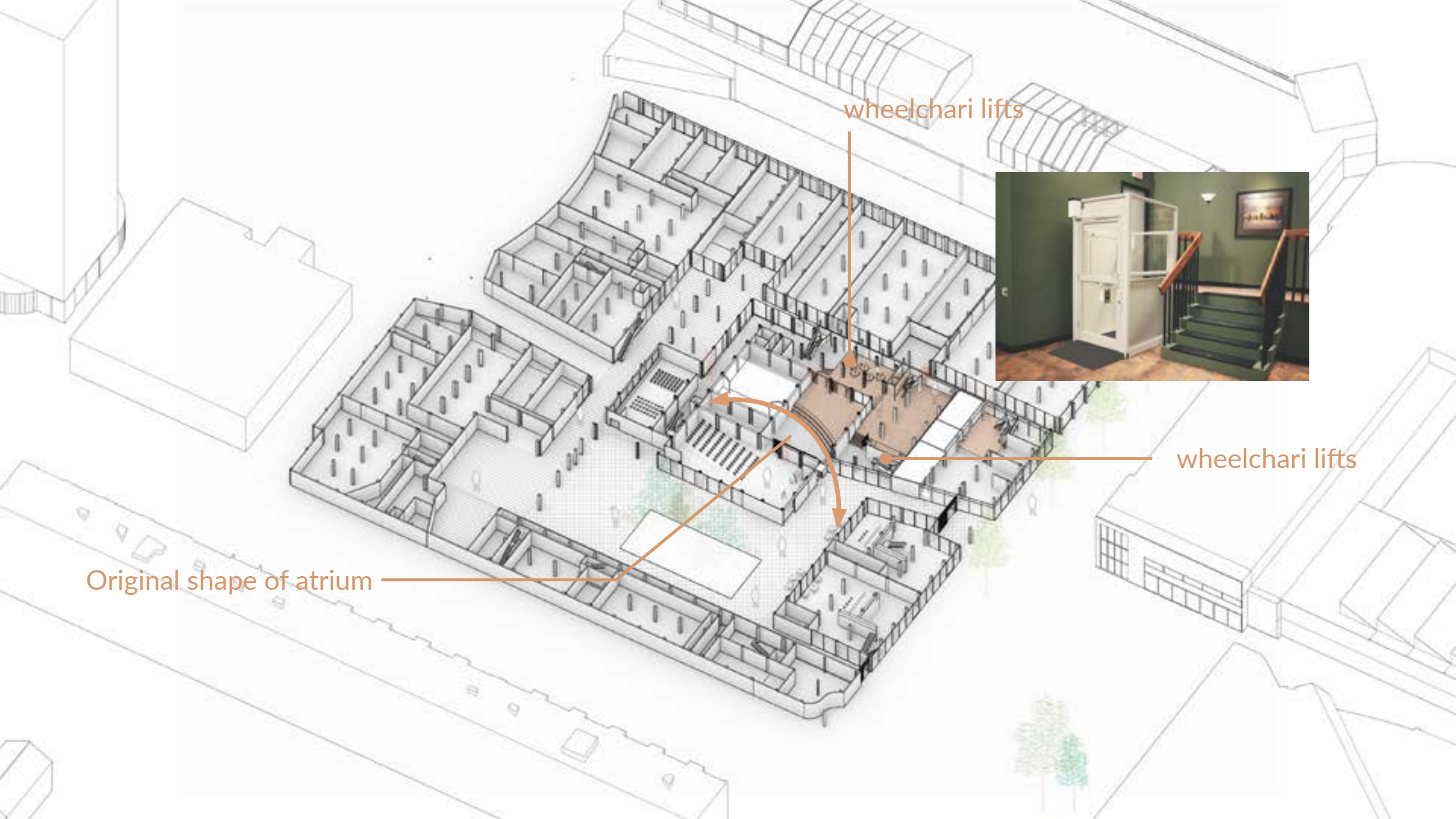
@ Streetmekka Viborg Build / EFFEKT











wheelchari lifts



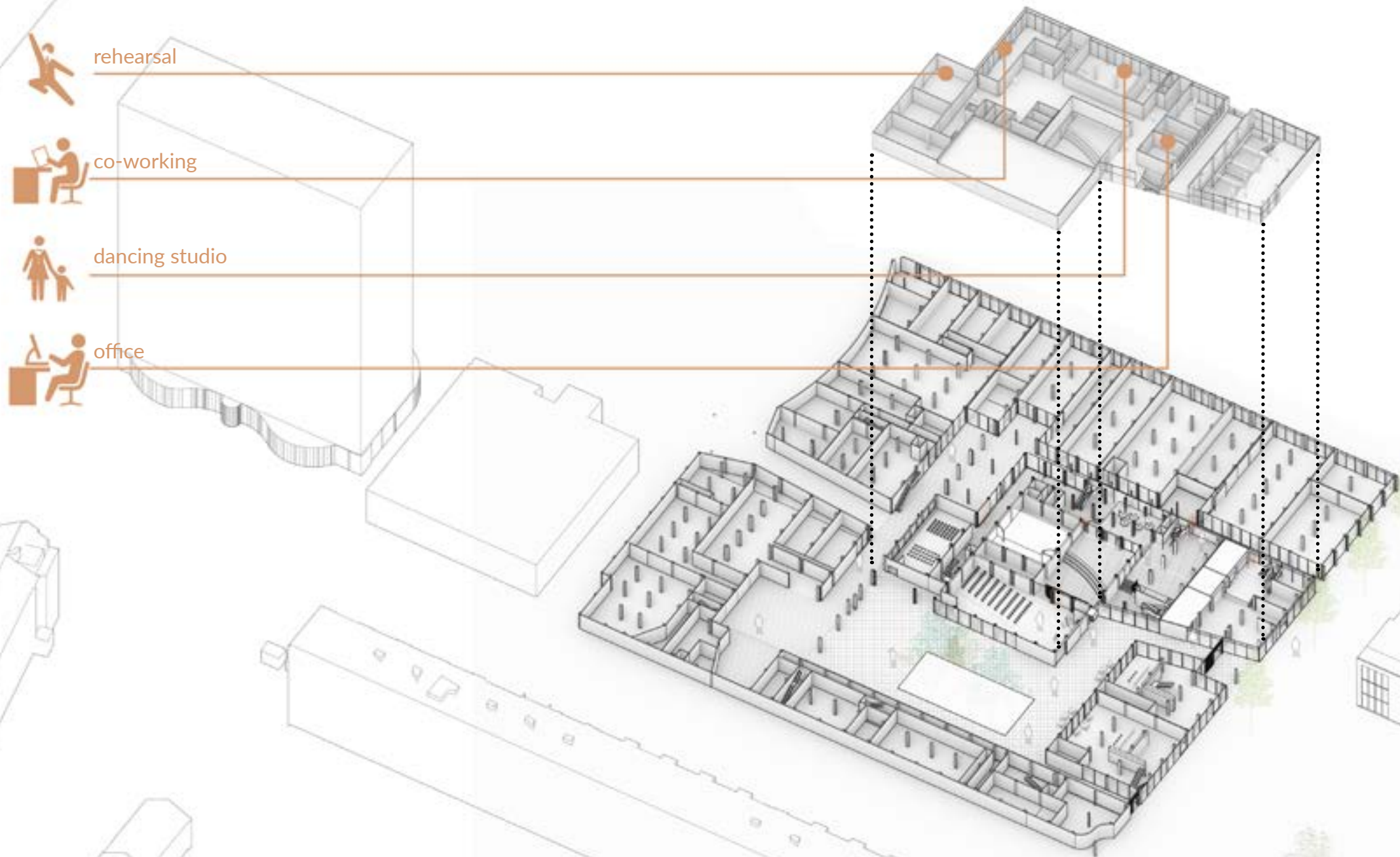
wheelchari lifts

Original shape of atrium



Entrances



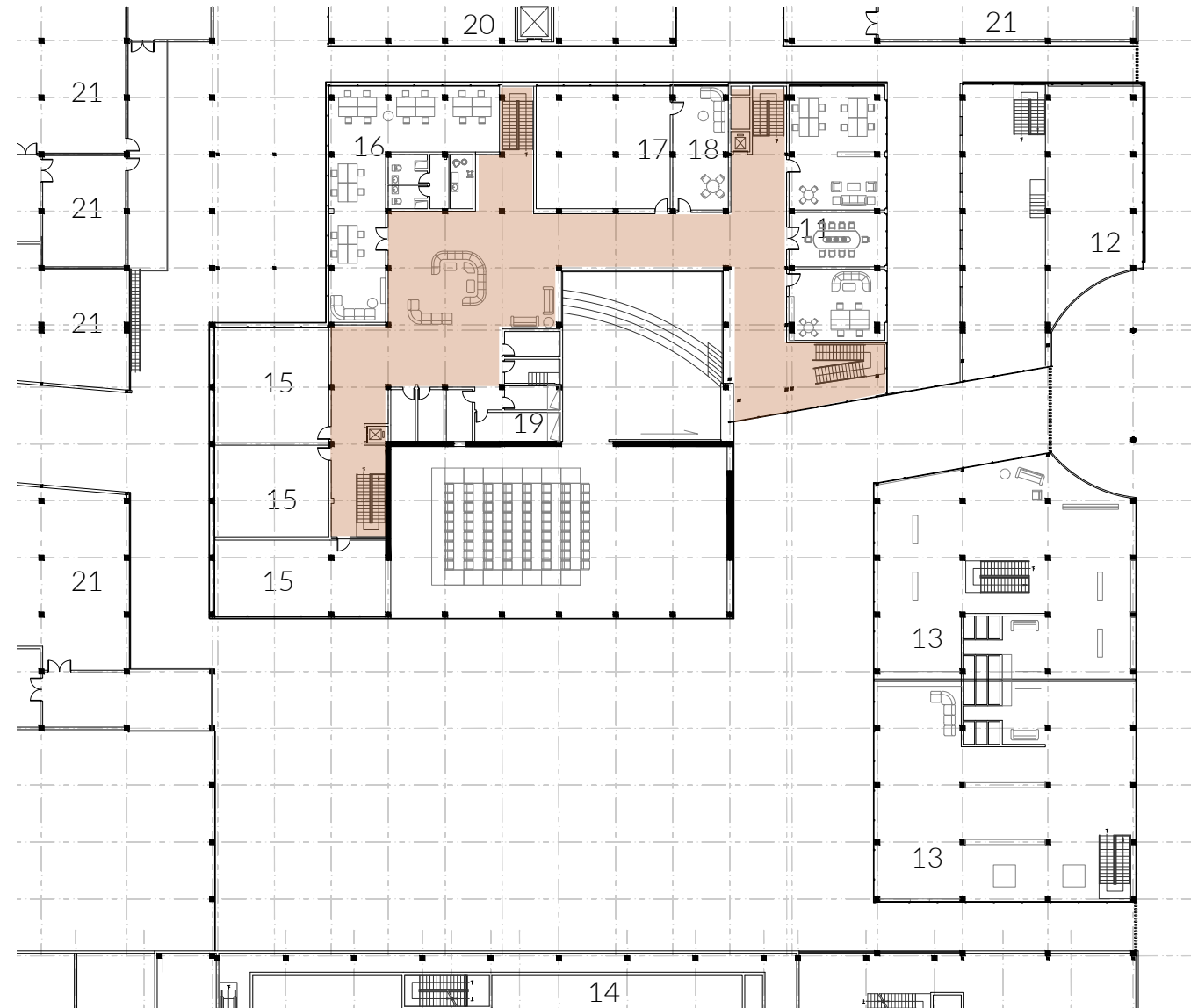
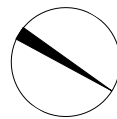




1. Profesional Performance
2. Entrance
3. Livehouse
4. Artists' foyer
5. Storage
6. Informal Performace
7. Bar
8. Technic room
9. Info&Ticket
10. Mobile stage
11. Office
12. Exhibition
13. Shops
14. Residence
15. Rehearsal
16. Co-working
17. Dancing studio
18. Relaxing room
19. Dressing
20. Art factory
21. Startup studio

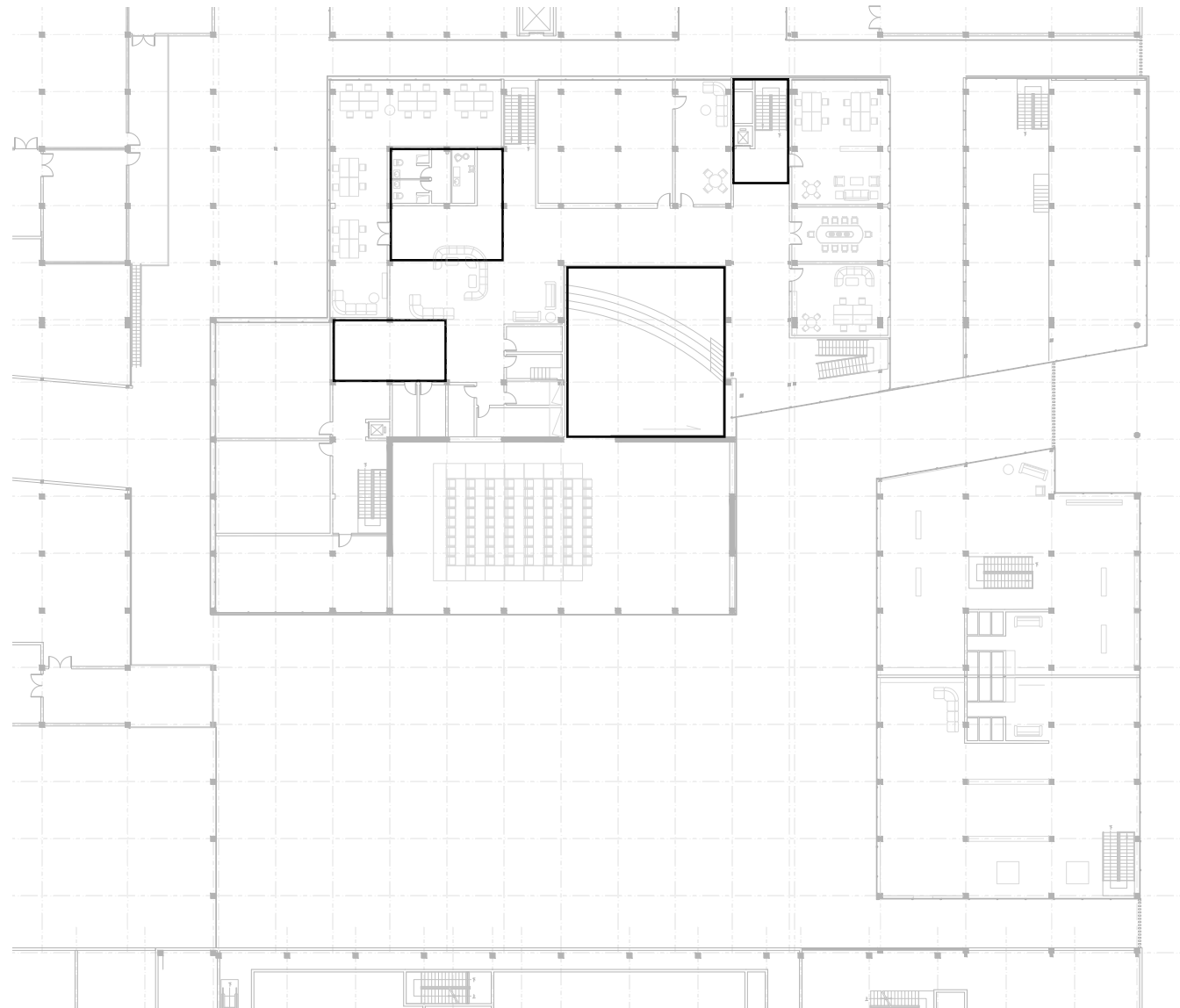
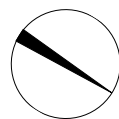
0m 20m

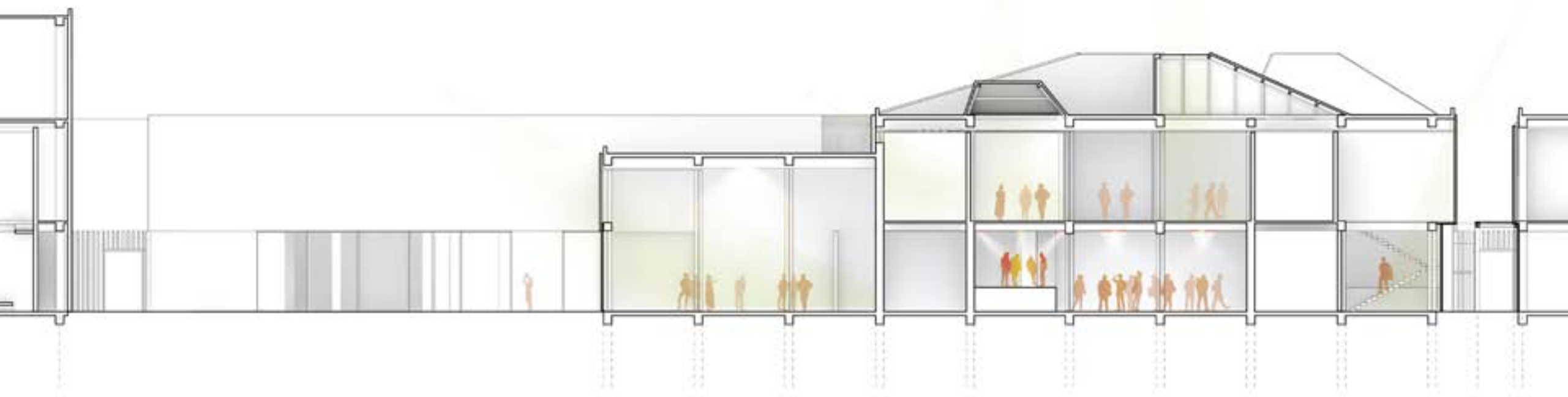
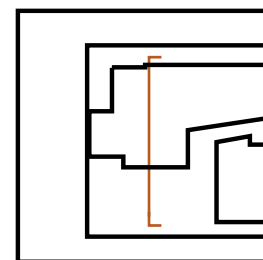
## First Floor



0m 20m

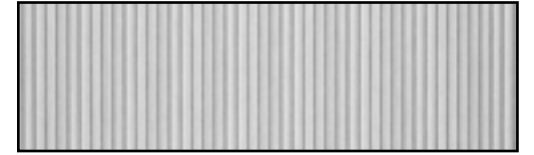
## Roof Plan





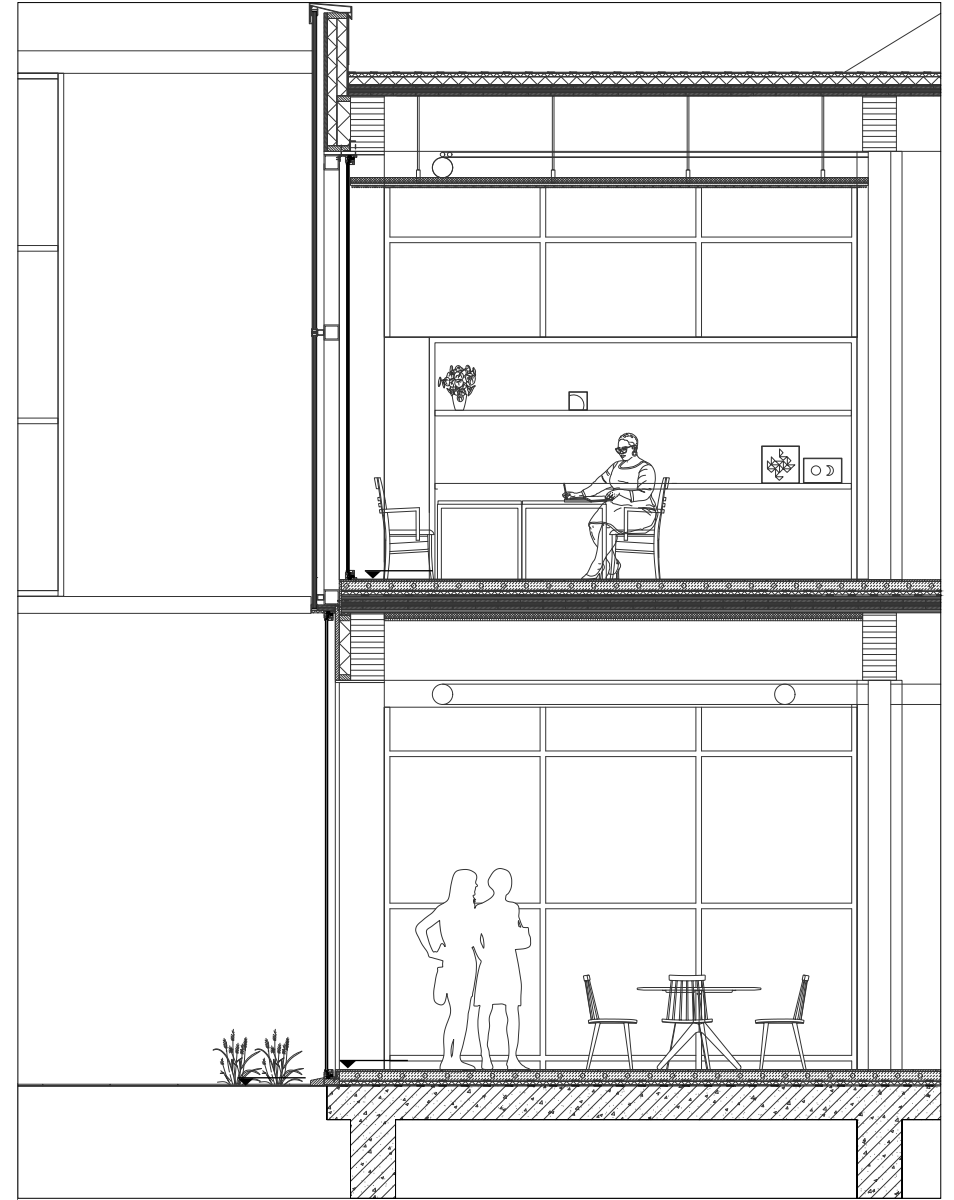
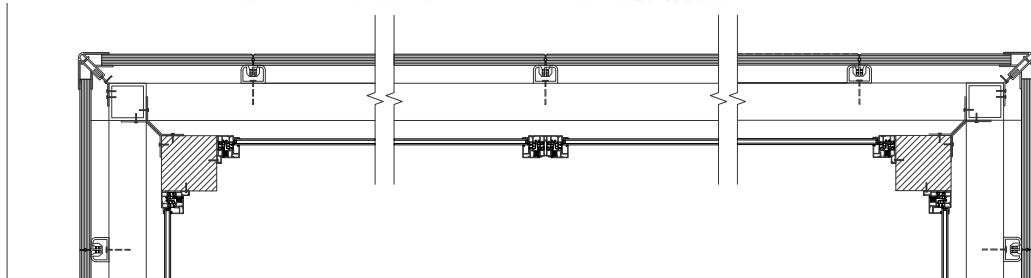
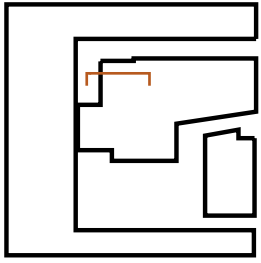


Polycarbonate



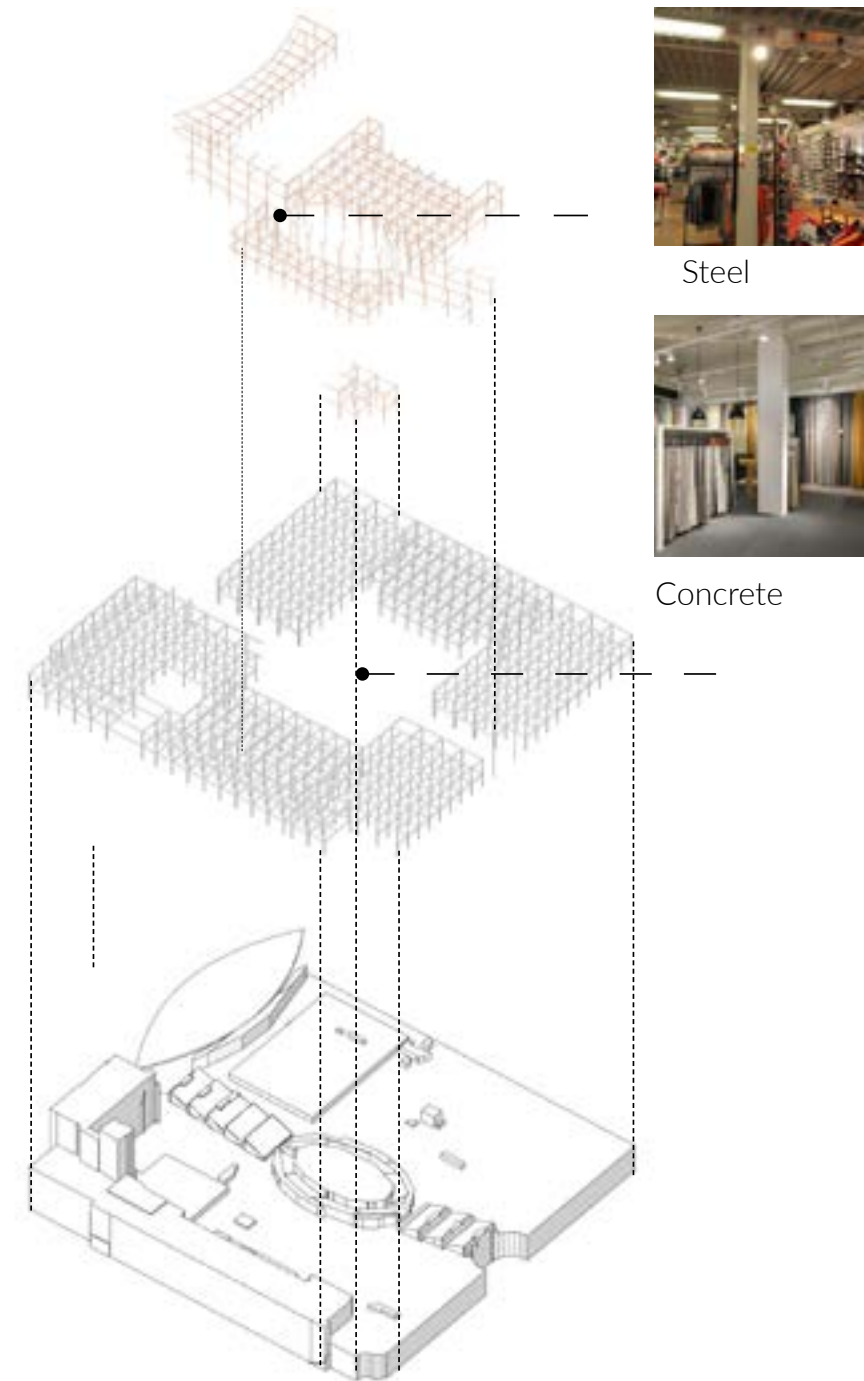
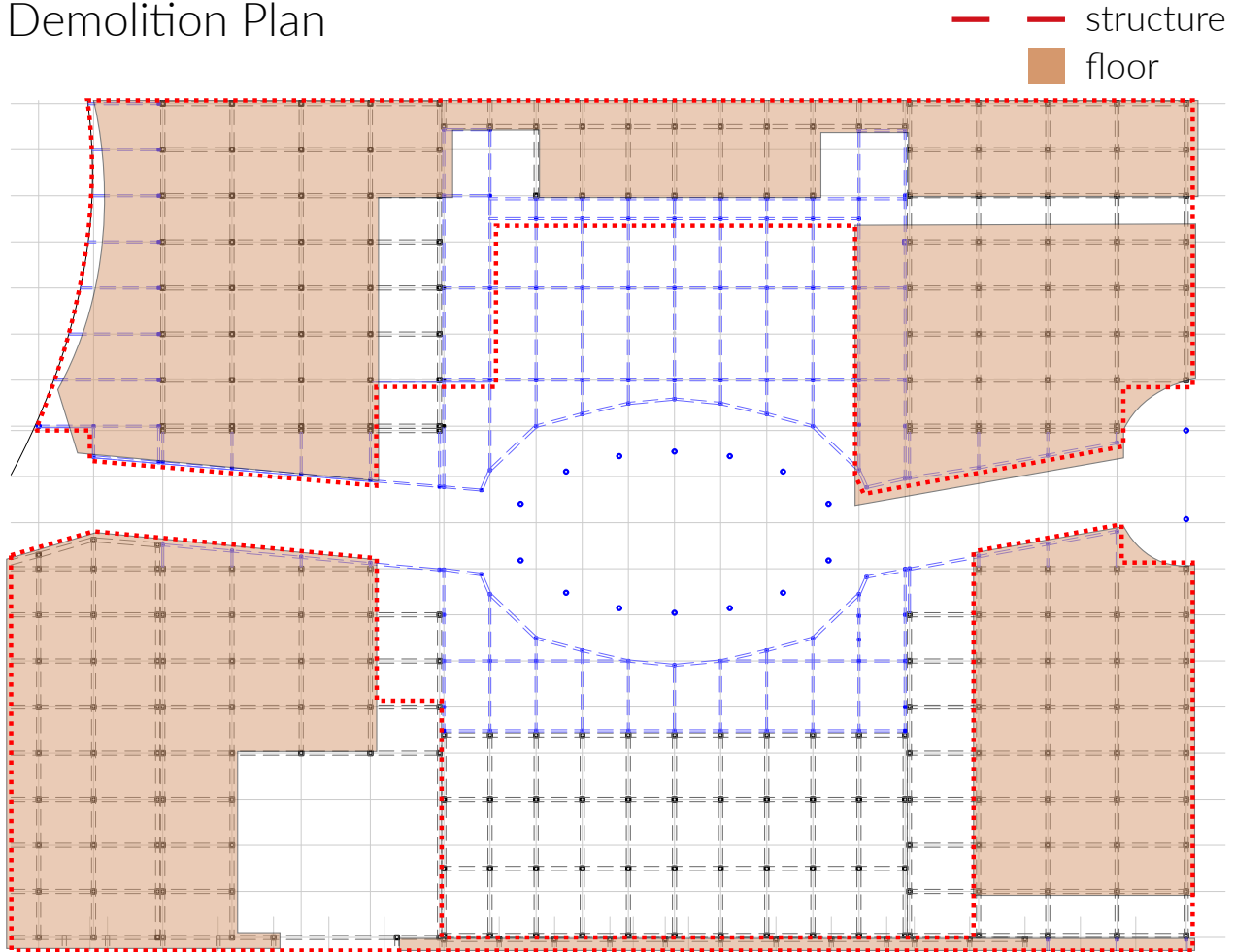
Copper cladding





# Structure

## Demolition Plan

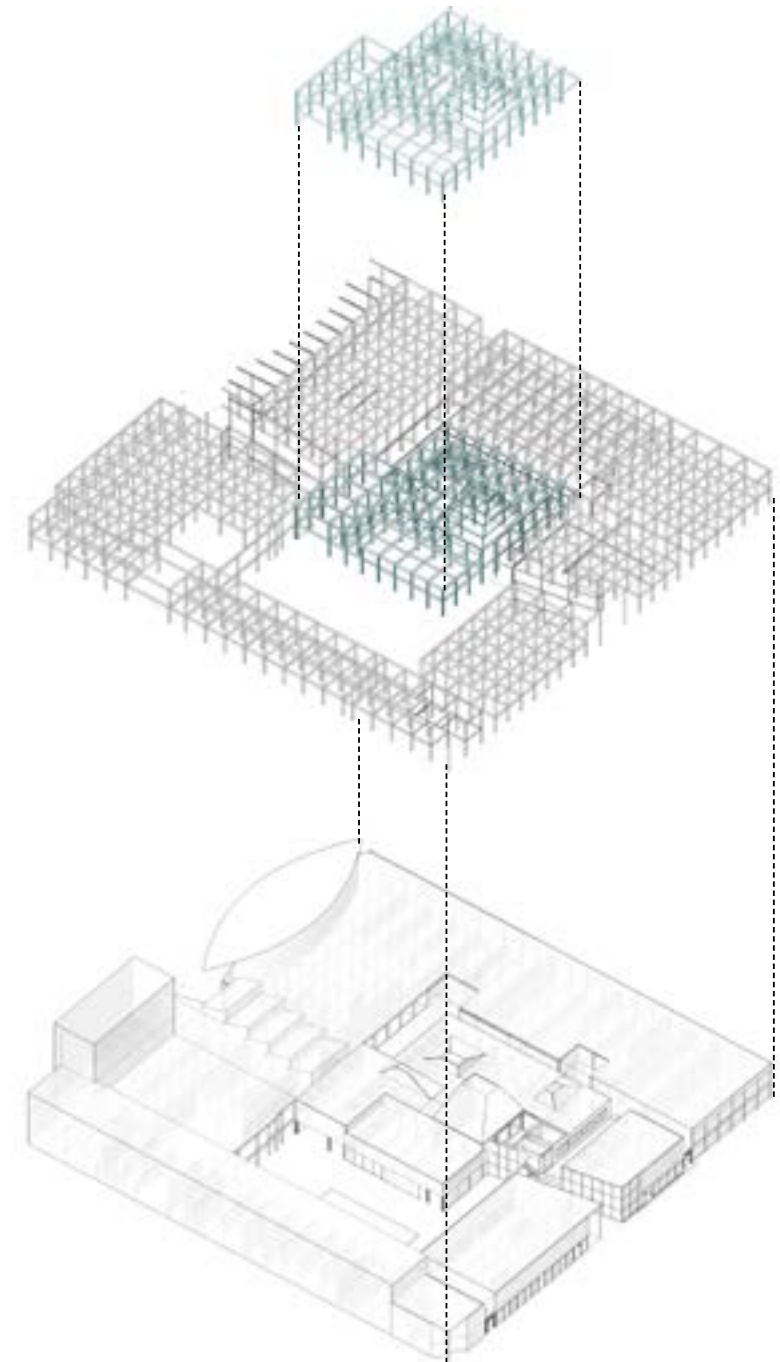
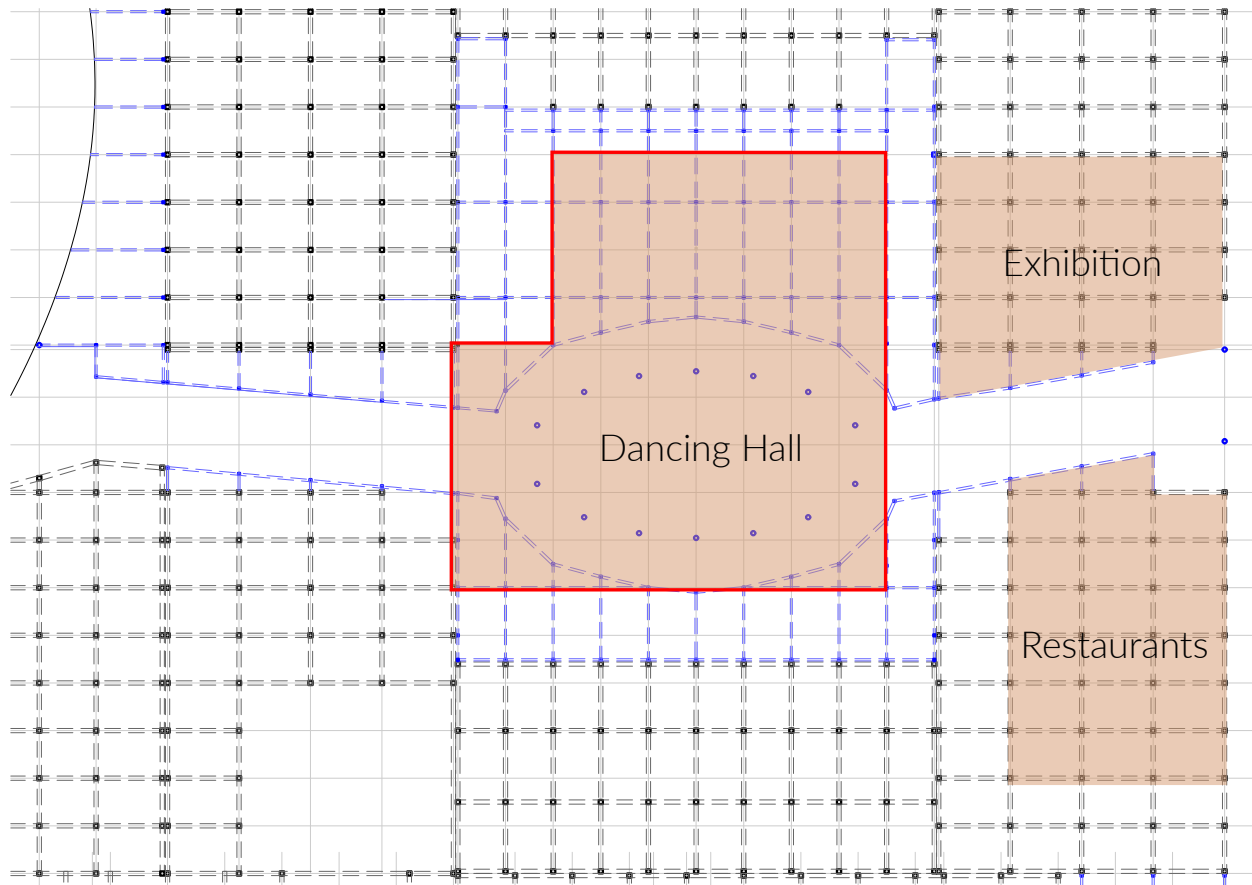


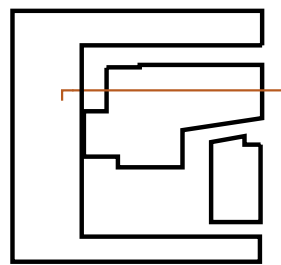
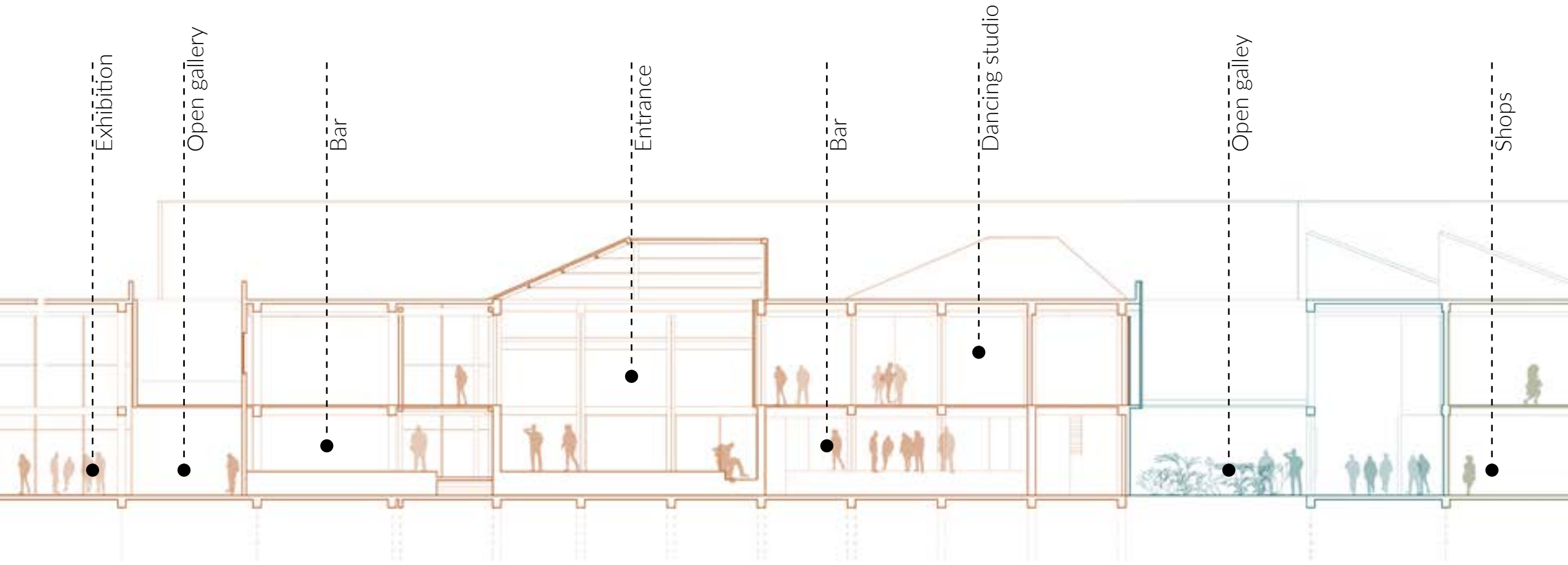


# New Structure

New Construction Plan

■ CLT structure





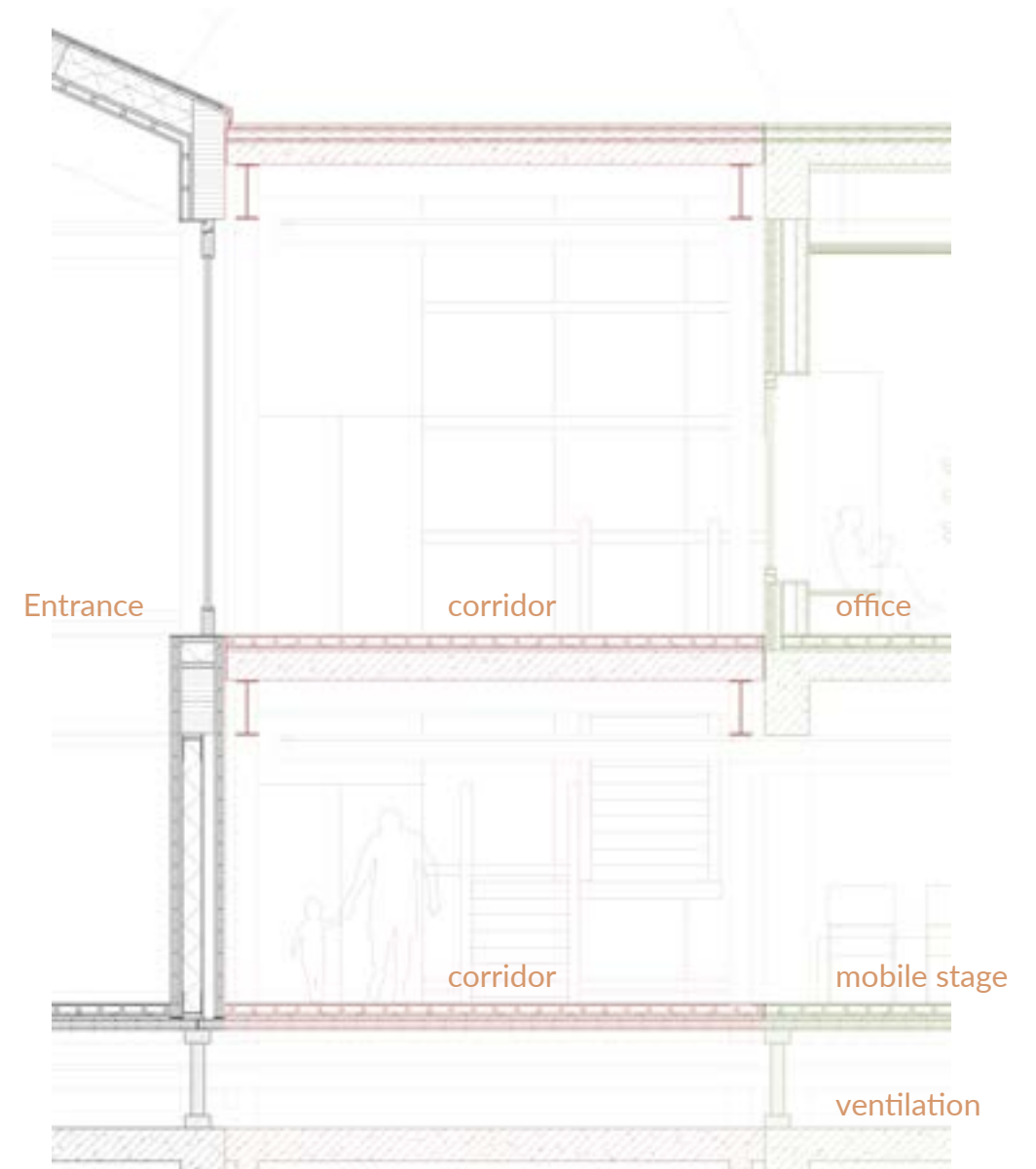
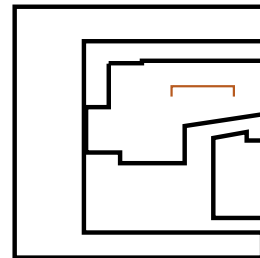
**BOGAARD**  
STADSCENTRUM

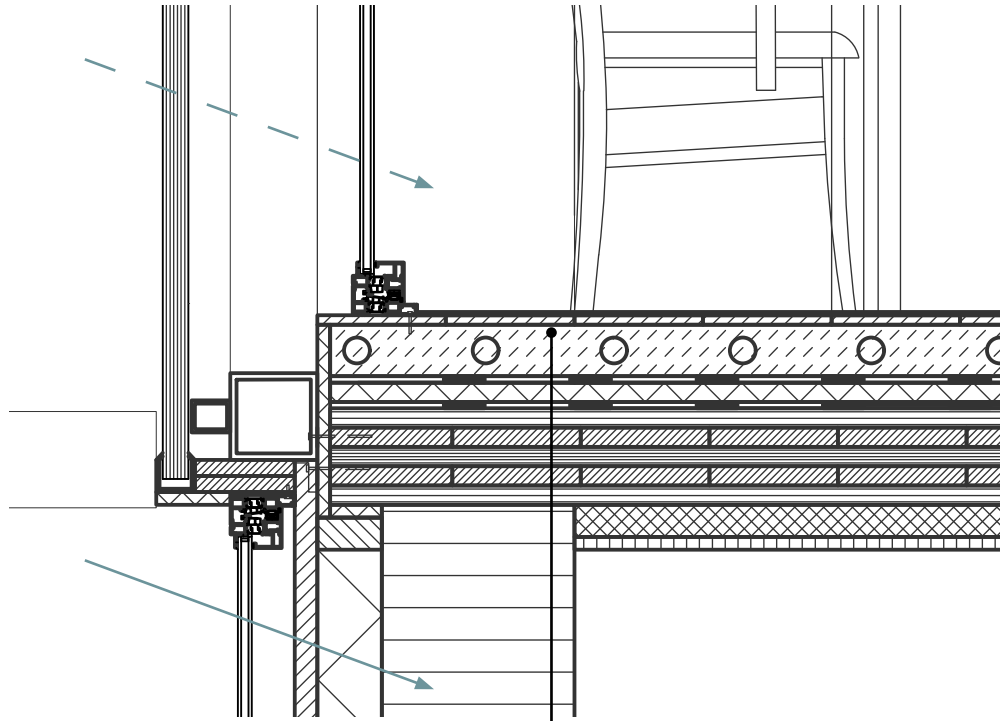




# Section

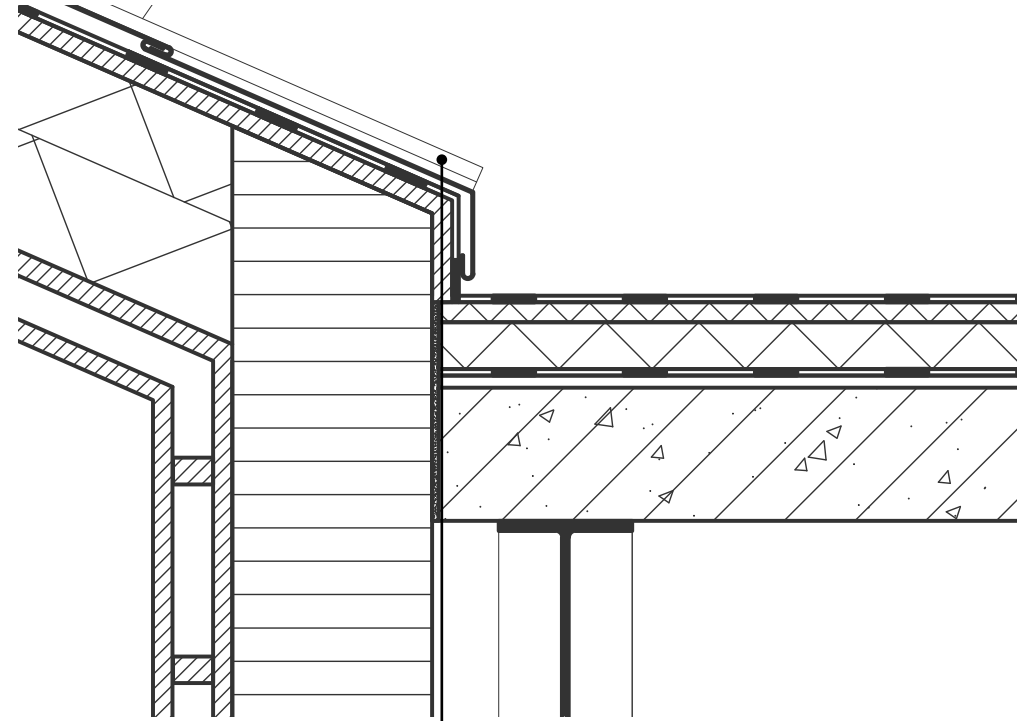
— 1963  
— 1992  
— 2023





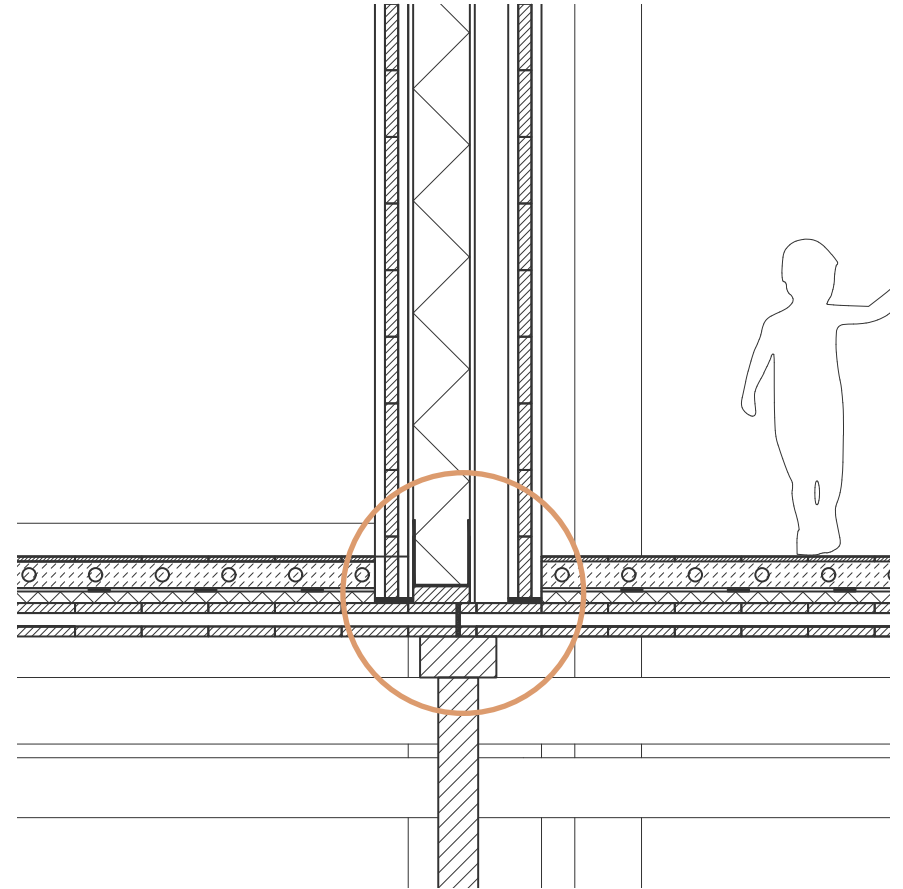
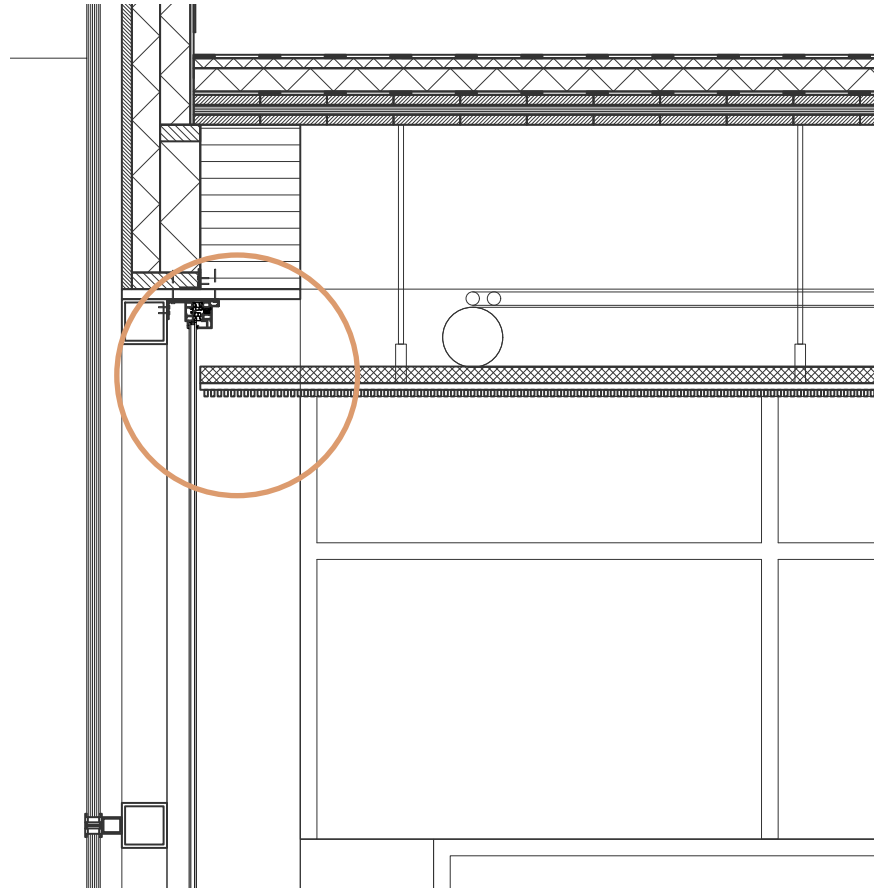
floor

- Carpet
- 15mm oak parquet
- 80mm heating screed
- Bituminous sheet
- 30mm sound insulation
- Bituminous sheet
- 150 CLT floor slab
- 50mm acoustic insulation
- 20mm acpisyoc panel



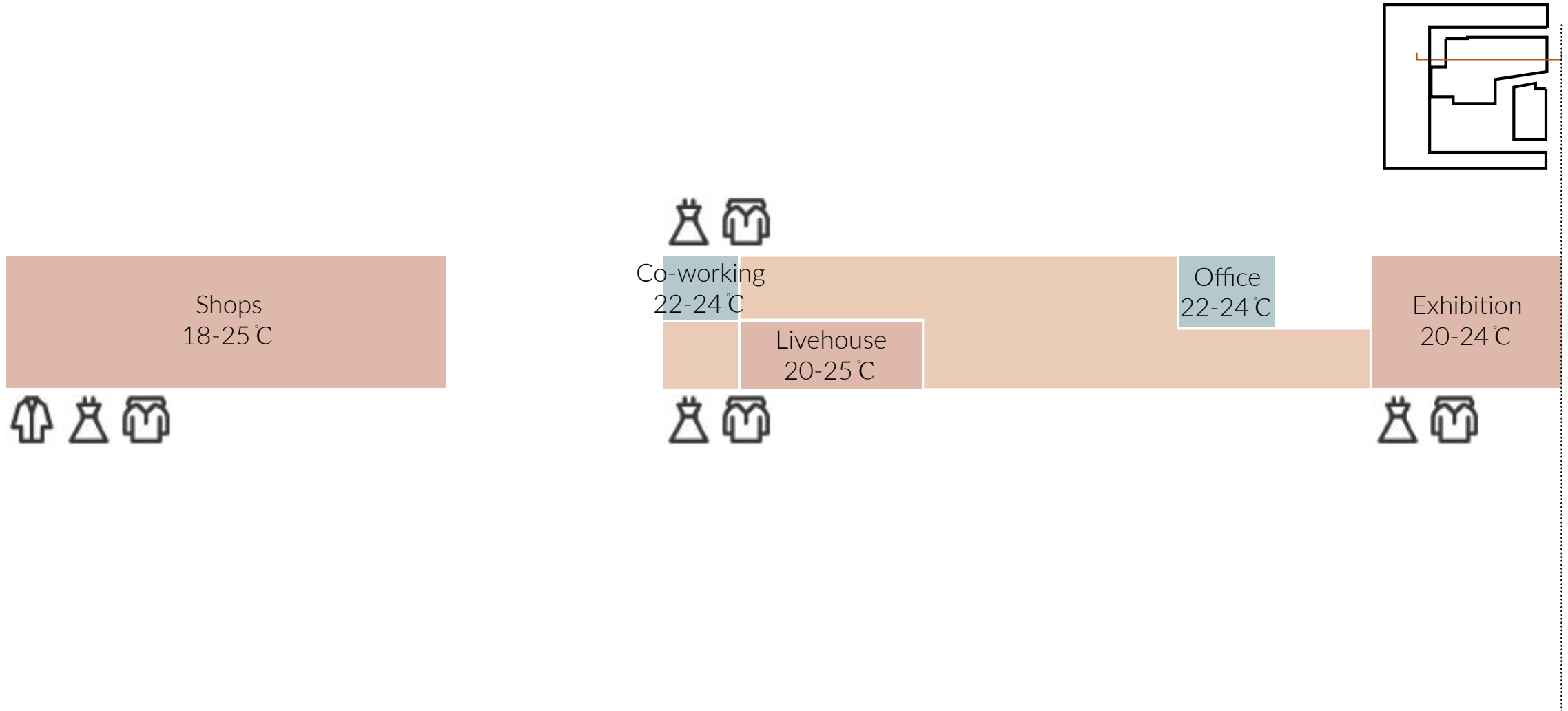
- Copper cladding
- Bituminous sheet
- 30mm plywood
- Bituminous sheet
- 30mm insulation to falls+70mm mineral wool thermal insulation
- Bituminous sheet
- 18mm aluminium trapezoidal sheeting
- 200mm concrete slab

# Acoustic consideration



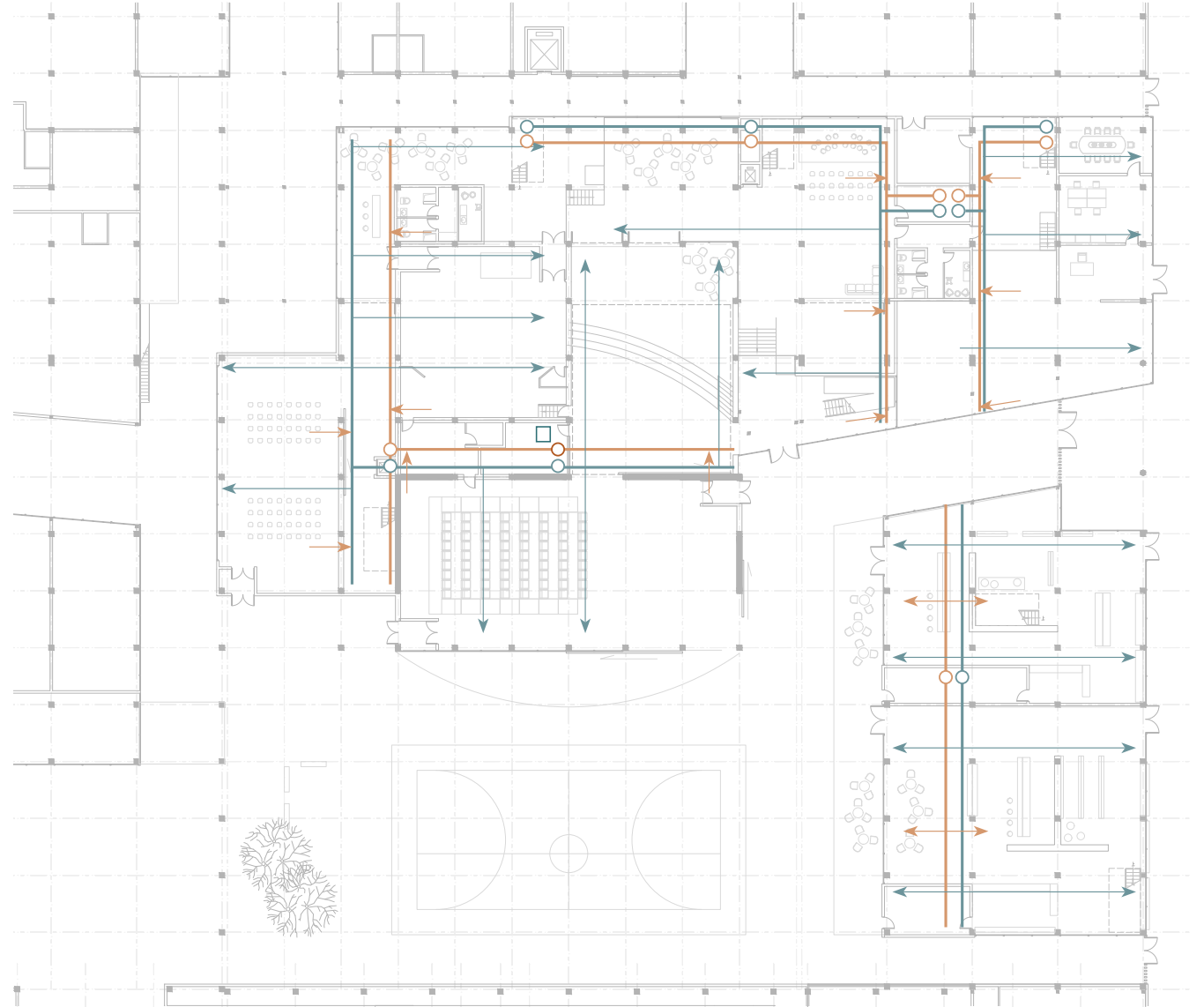


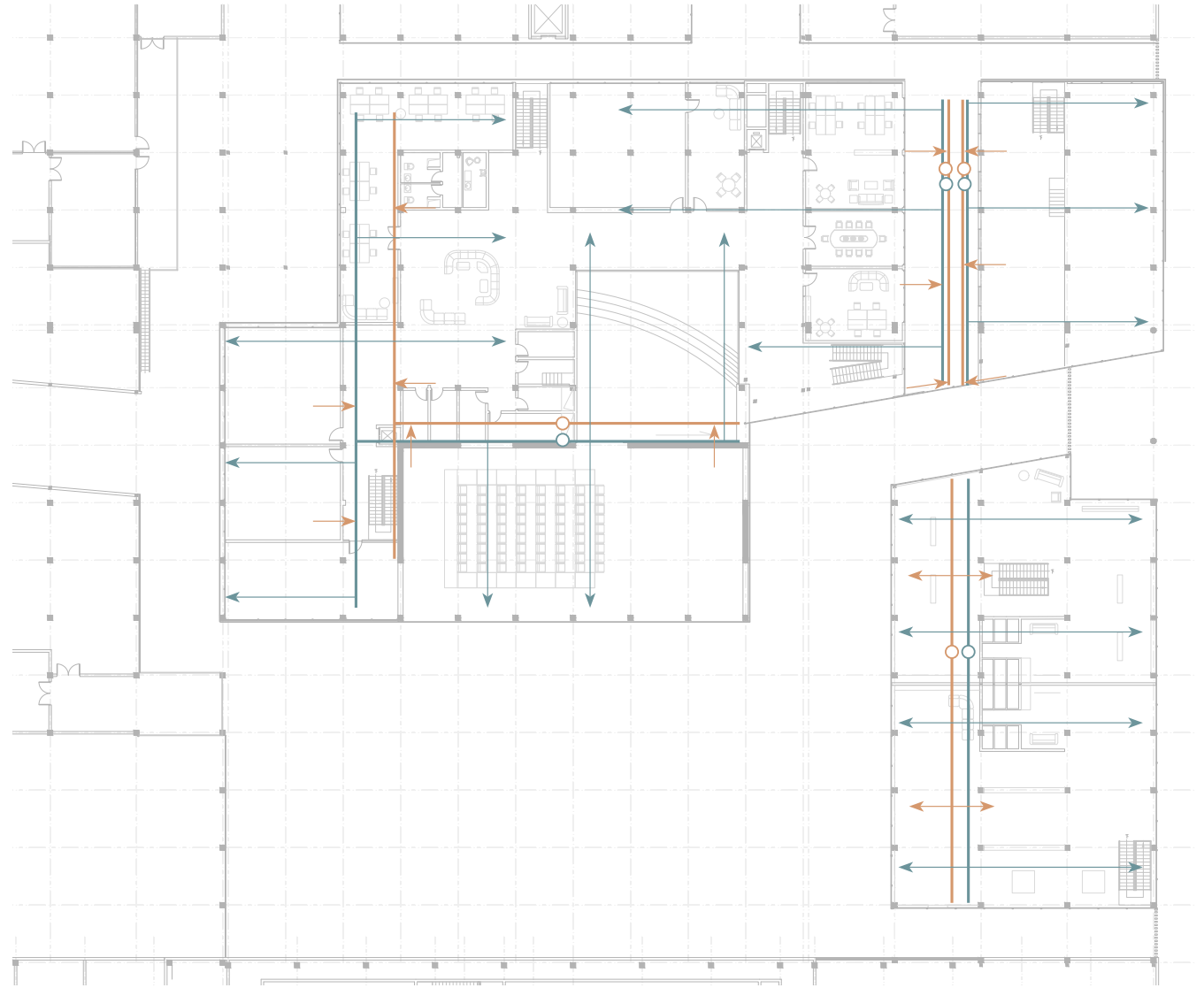
# Climate Scheme



# Ventilation Plan

○ In  
○ Out

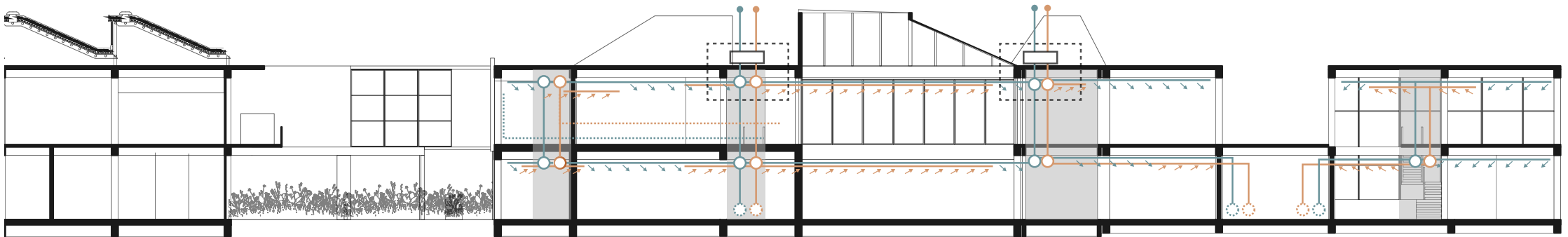




○ In  
○ Out



# Ventilation



Heat recovery



Staircase

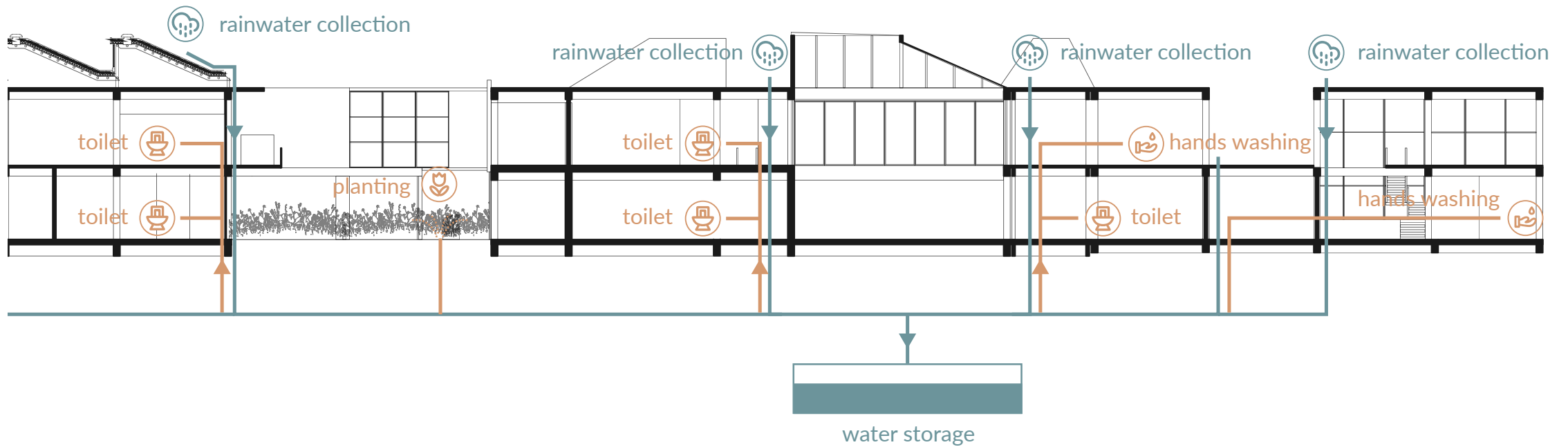


In



Out

# Water Recycle



# Energy Saving

