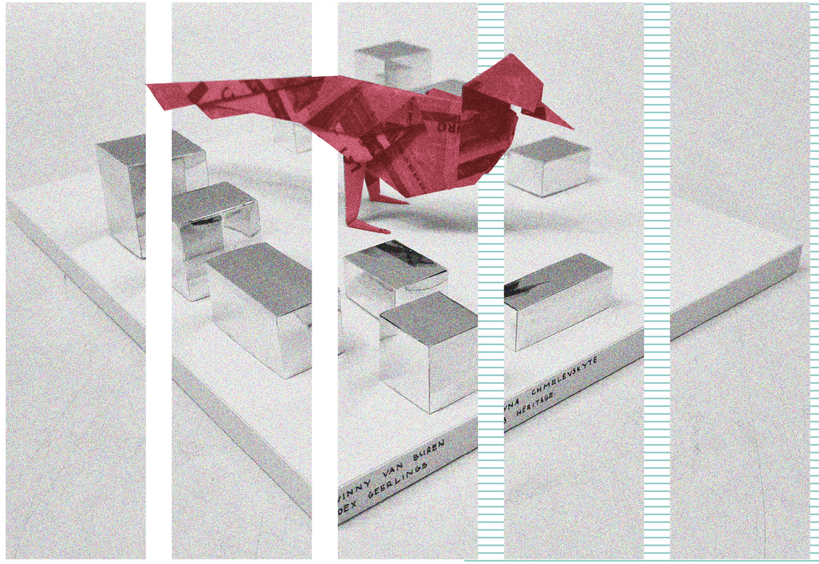
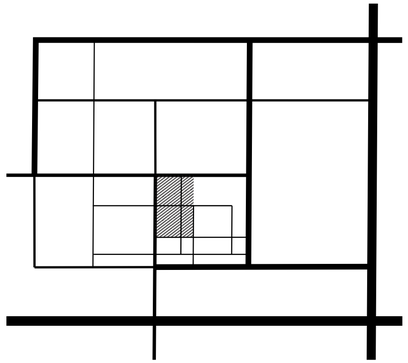
CRAFTING A NEW NARRATIVE:
CONSUMERISM AND CRAFTSMANSHIP IN POST-WAR SHOPPING MALL



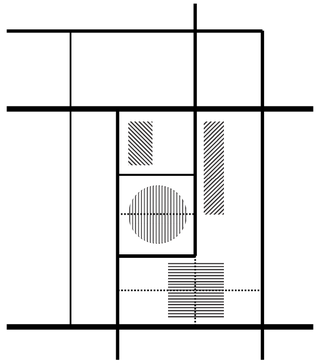
CONTENTS

SCALES



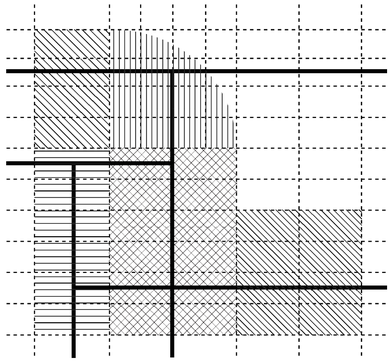
URBAN BLOCK

SHOPPING CENTER WESTERMARKT



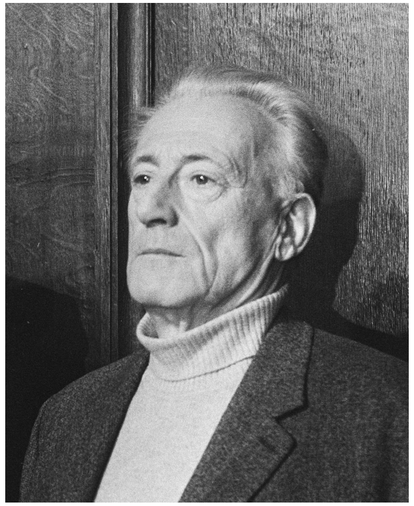
ENSEMBLE

TEXTILE 2.0 PARK



BUILDING

WORKSHOP



The commodity is a thing: it is in space, and occupies a location. The commodity world brings certain attitudes towards space, certain actions upon space, and certain concept of space.
(Lefebvre, 1991, p. 341)

CONSUMERIST SPACE

(LIBRARY OF CONGRESS 1890-1900)

GALERIES ROYALES SAINT-HUBERT
BRUSSELS, BELGIUM (1847)

(ARCHIVES LE BON MARCHÉ, 1920)

LE BON MARCHÉ
PARIS, FRANCE (1838)

(JONI ISRAELI 2021)

MALL OF THE NETHERLANDS
LEIDSCHENDAM, THE NETHERLANDS
(2021)

PRINCIPLES OF CONSUMERIST SPACE

SIGNS + BRANDING

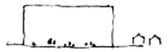
SHOP FRONTS SELL IDENTITY OF THE SHOP RATHER THAN THE PRODUCT LEADING TO BRAND CULT.

FOCUSED ON WALKING

CONSTANT MOVEMENT CREATES NO TIME FOR REFLECTION LEADING TO IMPULSIVE PURCHASES

CONVENIENT LAYOUT

FAST-PACED SHOPPING. NEVER-ENDING ROUTING THROUGH SHOPS



LARGE SCALE

SPACE THAT OVERWELMS AND ↓ ABSORBS CONSUMER

IMPRESS

CONTROLLED ENVIRONMENT

DISCONNECTION FROM THE OUTSIDE WORLD

SENSE OF EXCLUSIVITY

ABUNDANT DECORATIONS AND GLOSSY MATERIALITY LEAD TO DISCONNECTION FROM ONESELF AND OVERESTIMATION OF FINANCIAL POSSIBILITIES

STANDARD UNIFORM SOLUTIONS PROMOTING FAMILIARITY IN DIFFERENT LOCATIONS (FOR EX. IKEA)

CENTRALIZED SPECTACLE

MIDDLE SPACE USED FOR THE ENGAGEMENT OF CUSTOMERS

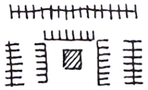
LIMITED FOCUS ON COMMUNITY ENCOURAGEMENT OF INDIVIDUALITY

ARTIFICIAL LIGHTING

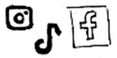
SETS THE MOOD. ALSO HELPS TO LOSE SENSE OF TIME

HIDDEN PRODUCTION AND SERVICES

DISCONNECTION FROM THE PROCESSES BEHIND AND CONSIQUENCES OF CONSUMPTION



ABUNDANT AMOUNT OF PARKINGS MAKING CONSUMTION EASIER TO REACH



TRENDS

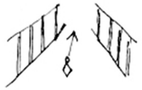
AESTHETICS THAT PRIORITIZE TRENDS OVER TRADITIONS

↓

INTERACTIVNES GREENWASHING

EXOTIC MISPLACEMENT DISNEYFICATION

LEADING TO DISCONECTION FROM LOCAL CONTEXT AND PLACELESSNESS



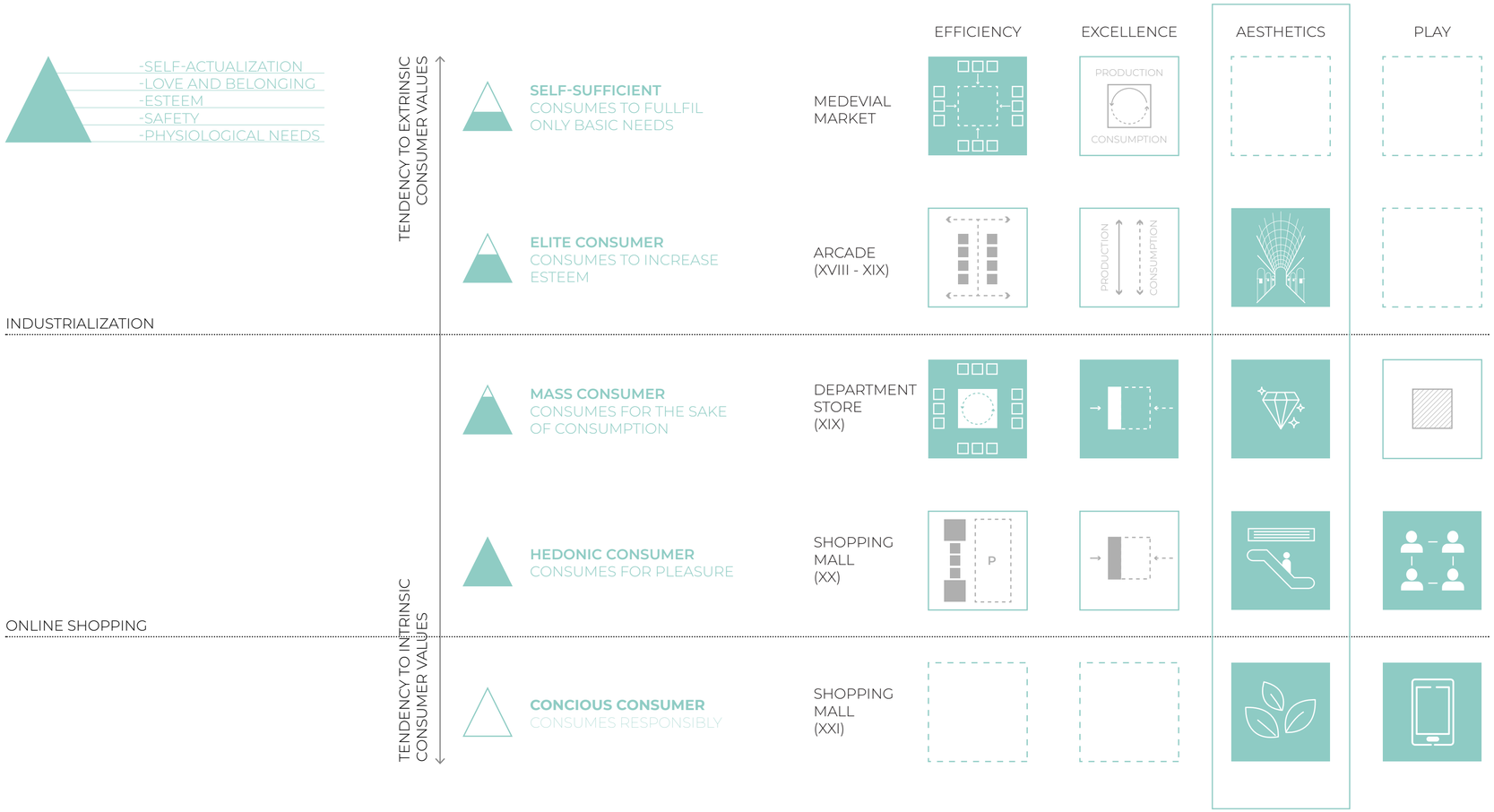
STRIP FORM

CLEAR SIGHTLINE. SHOPPERS MUST SEE AND BE ENTICED BY SHEER NUMBER OF SHOPS

OWN WORK, 2023

How has the interrelationship between consumer values and retail design influenced retail typology development?

CONSUMERIST SPACE



TYPOLOGY OF CONSUMER VALUES (HOLBROOK, 1999, P.12)

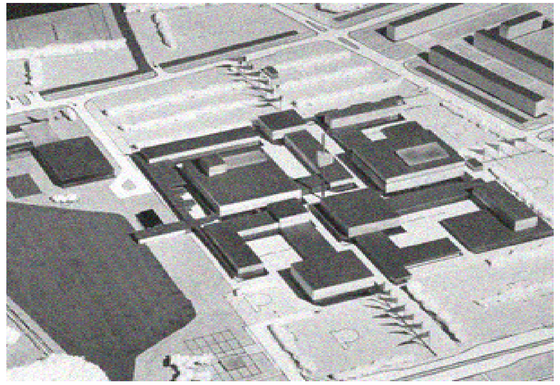
CONSUMERISM

(JSMINESET, 2006)

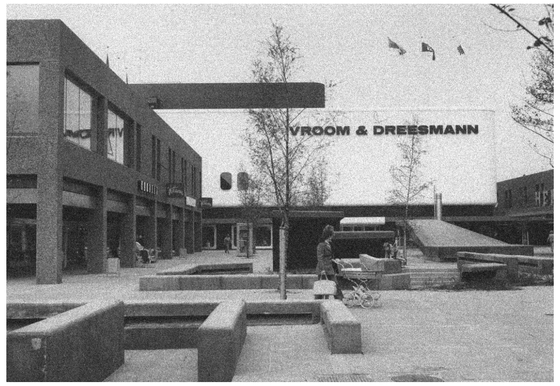
V. GRUEN'S NORTHLAND CENTER (GRUEN ASSOCIATES, 1954)

How do shifting consumer values influence the change in the spatial characteristics and values of post-war shopping mall?

1969 - 2019

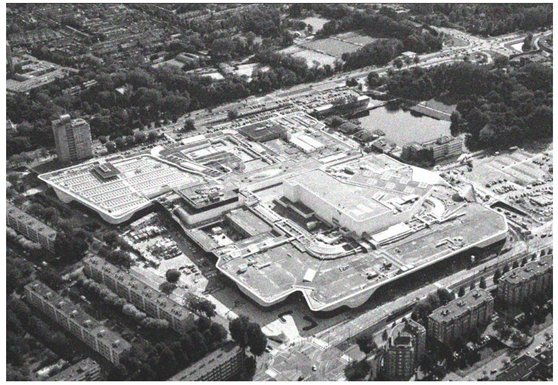


HAAGS GEMEENTEARCHIEF, 1964

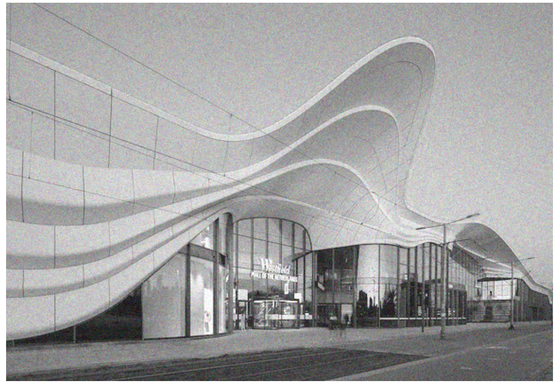


HAAGS GEMEENTEARCHIEF, 1972

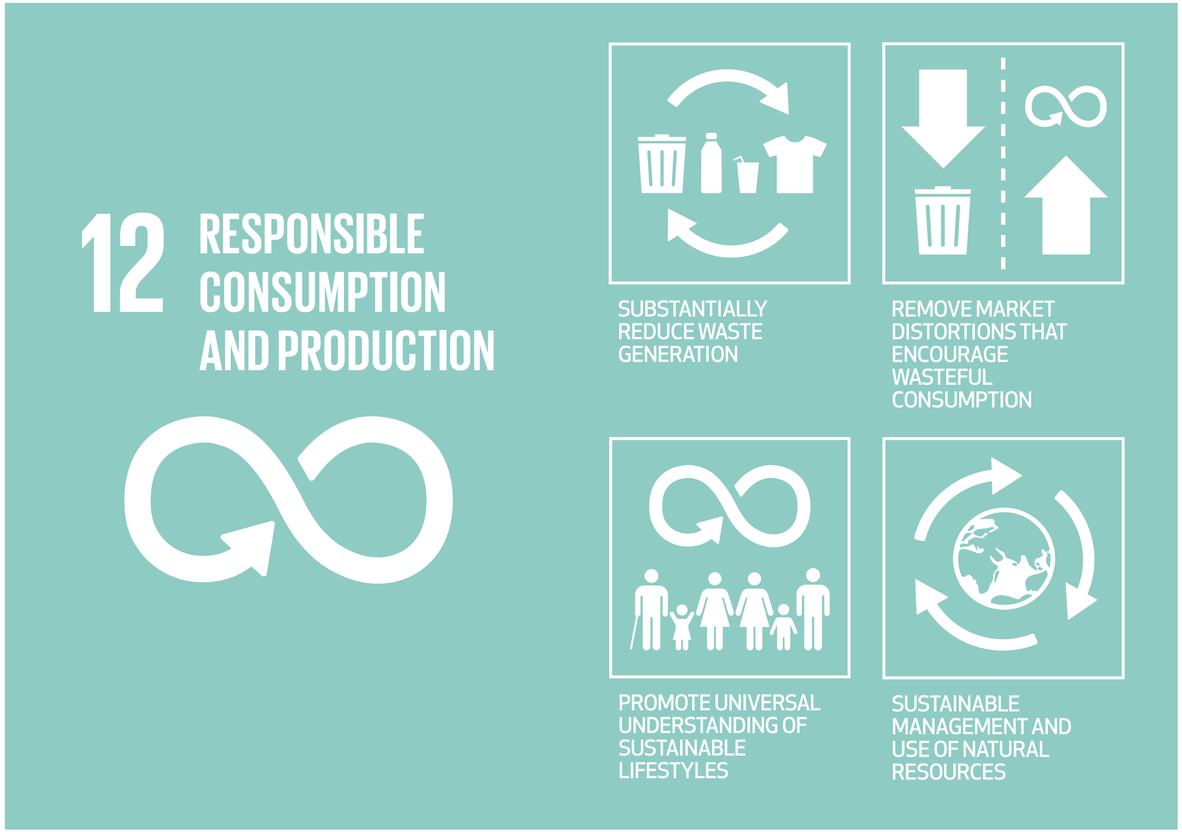
2019 - CURRENT



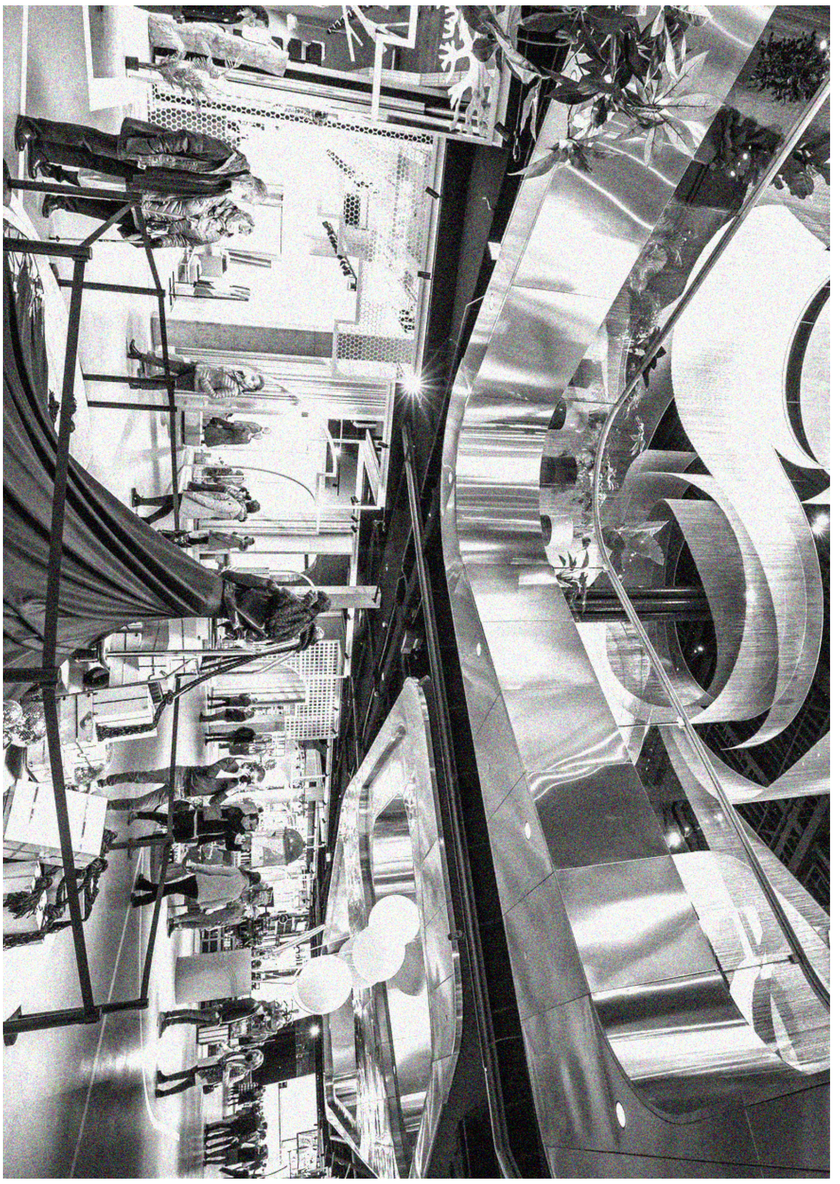
MVSA, 2019



MBX, 2019



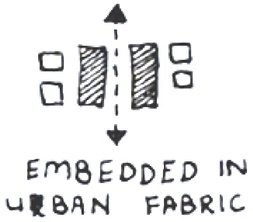
SUSTAINABILITY GOALS (SDG FUND, 2015)

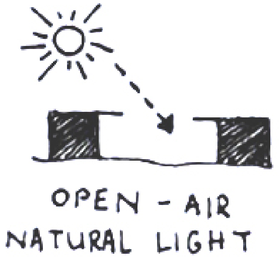


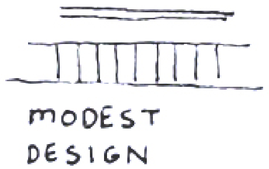
THE MALL OF THE NETHERLANDS (DE VOLKSKRANT, 2021)

NON-CONSUMERIST QUALITIES OF DUTCH POST-WAR SHOPPING MALL

DESIGN GOALS

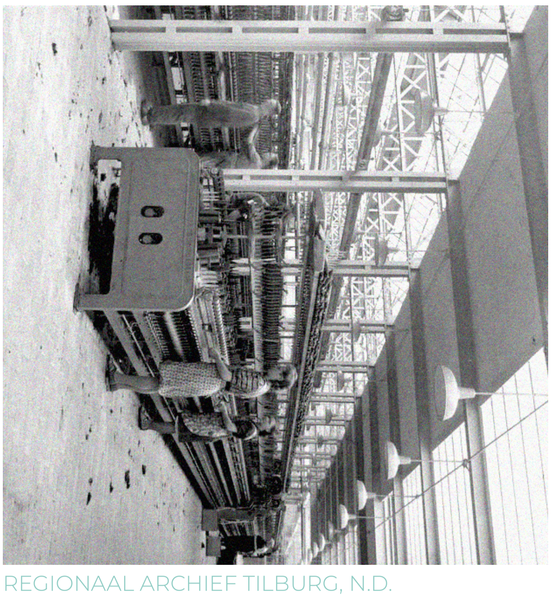




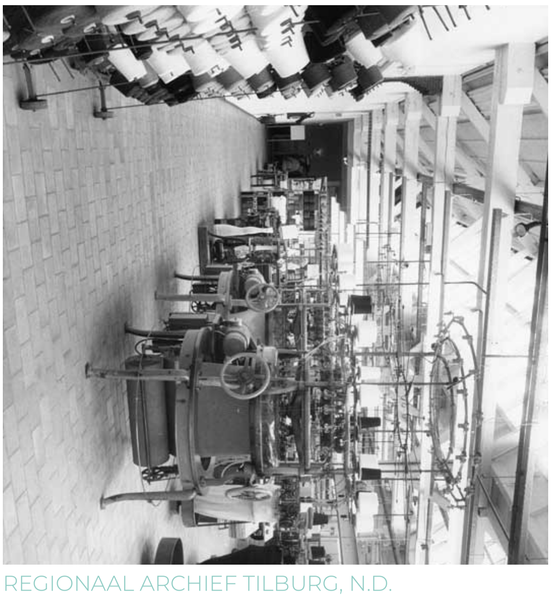


(OWN WORK, 2023)

SHOPPING CENTER WESTERMARKT, TILBURG



REGIONAAL ARCHIEF TILBURG, N.D.



REGIONAAL ARCHIEF TILBURG, N.D.

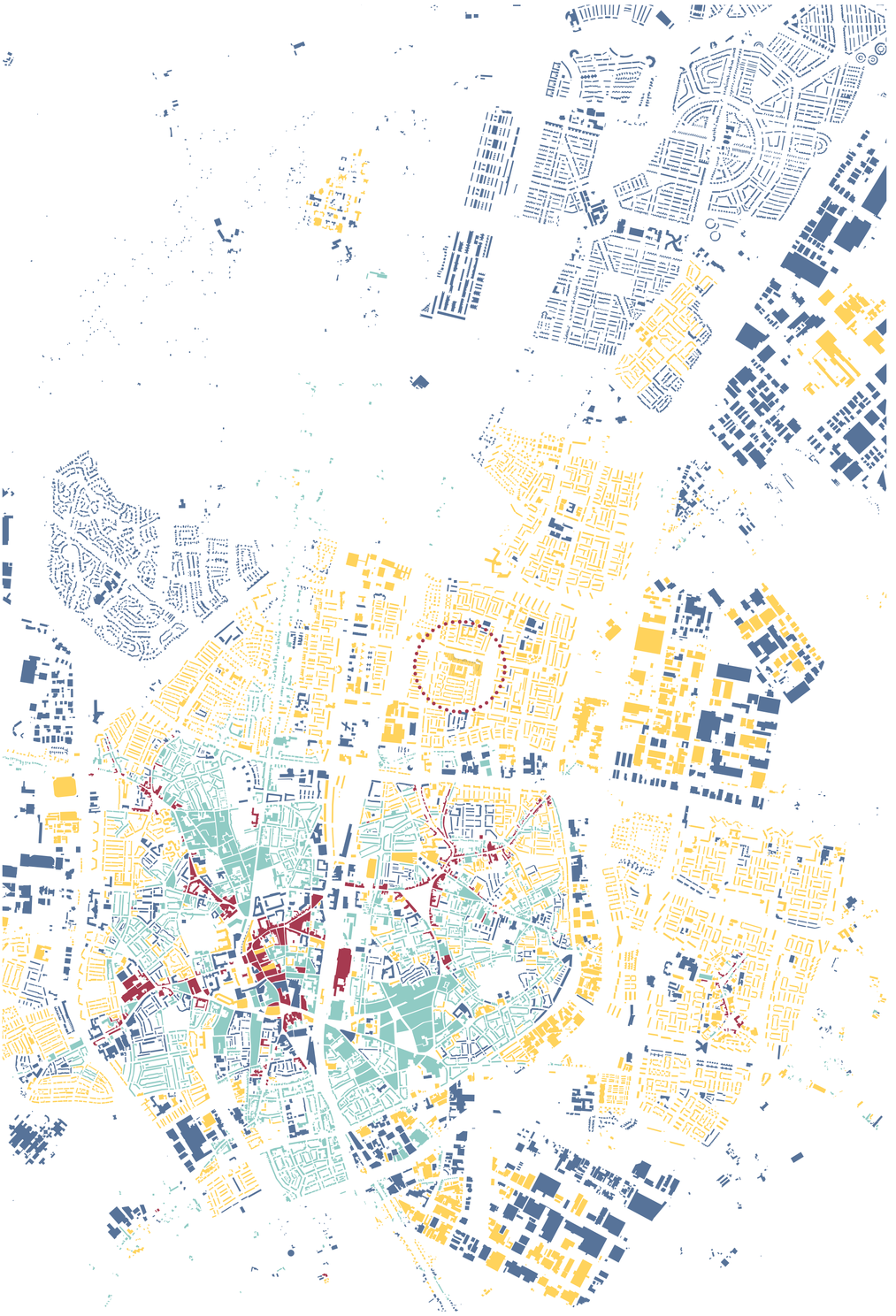
JUST 1%

of the clothing is recy-
cled into new clothing

80%

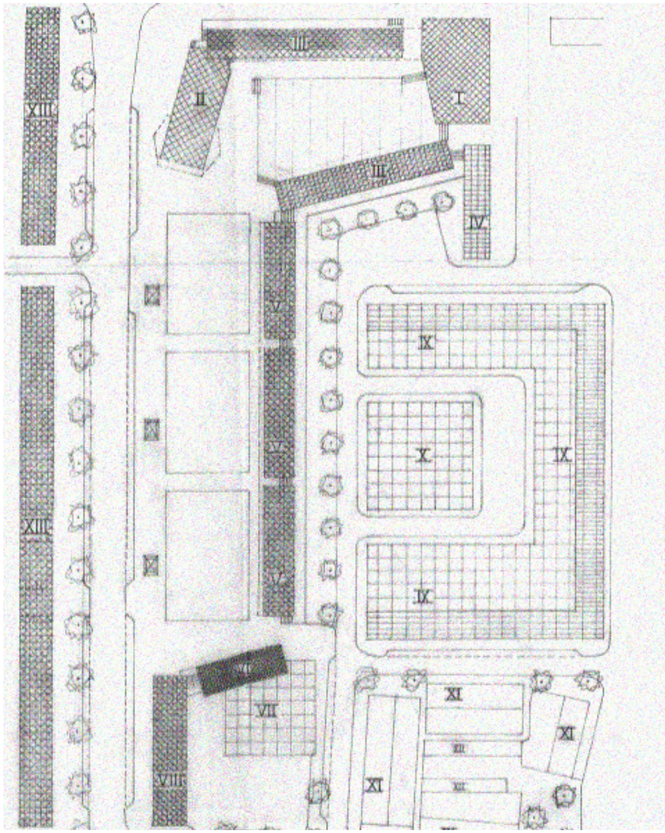
of all clothing sold in the
EU ends up on landfills

TEXTILE WASTE (OWN WORK, 2023)



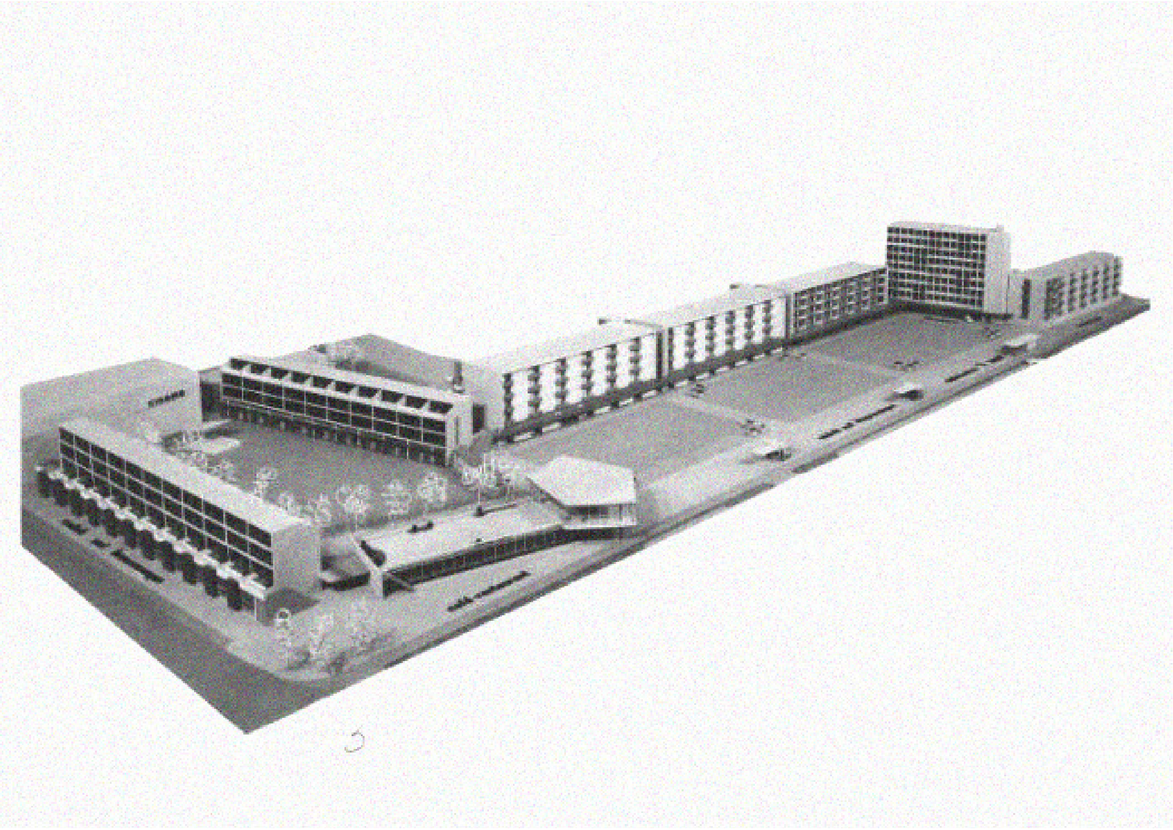
HISTORICAL DEVELOPMENT

DESIGN CASE CONTEXT



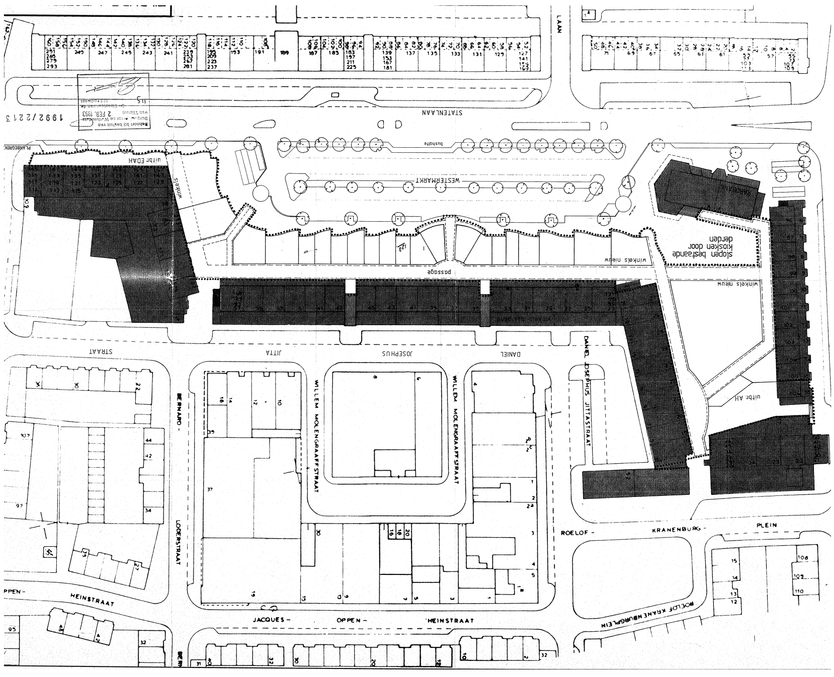
(HET NIEUWE INSTITUUT ARCHIEF , 1959)

ARCHITECTS: J.STRIK AND J.SCHIJVENS (1961)



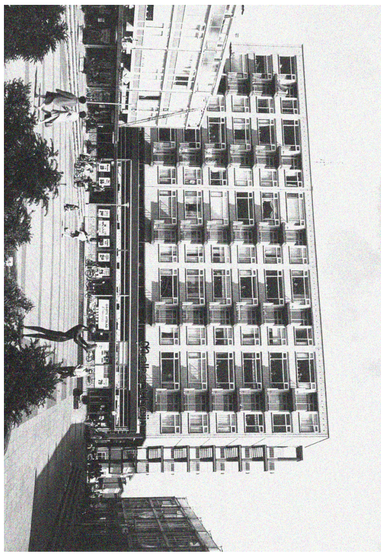
(TILBURG ARCHIEF, 1959)

ARCHITECTS: AGS (1994)



(TILBURG ARCHIEF , 1994)

1961 - 1994

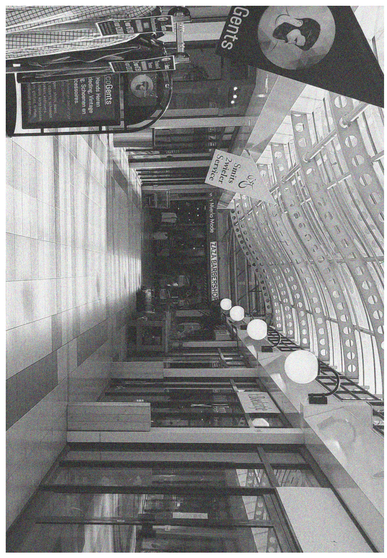


REGIONAAL ARCHIEF TILBURG, N.D.

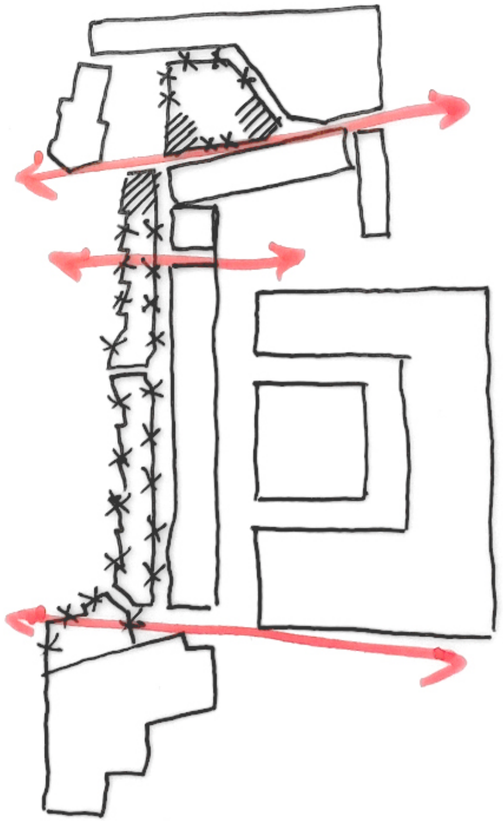
REGIONAAL ARCHIEF TILBURG, N.D.

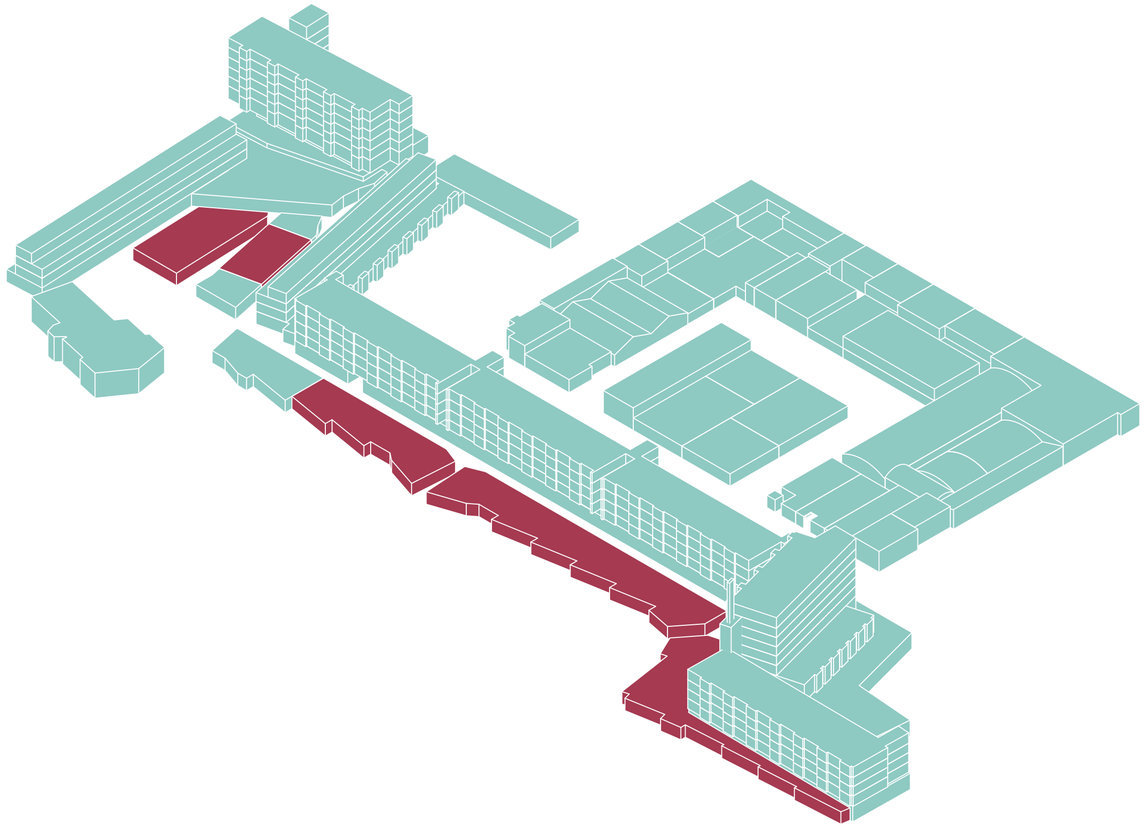
1994 - CURRENT

OWN PHOTO, 2023

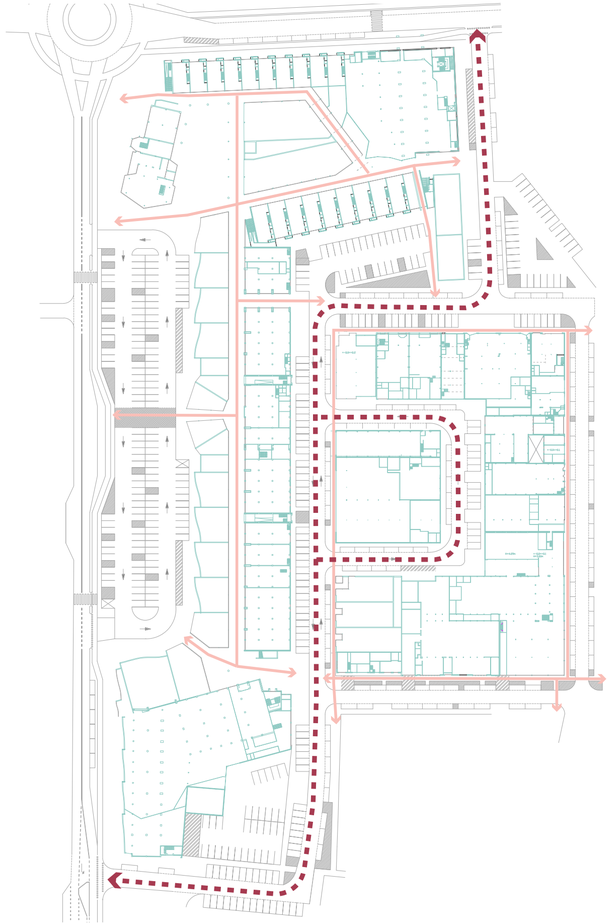


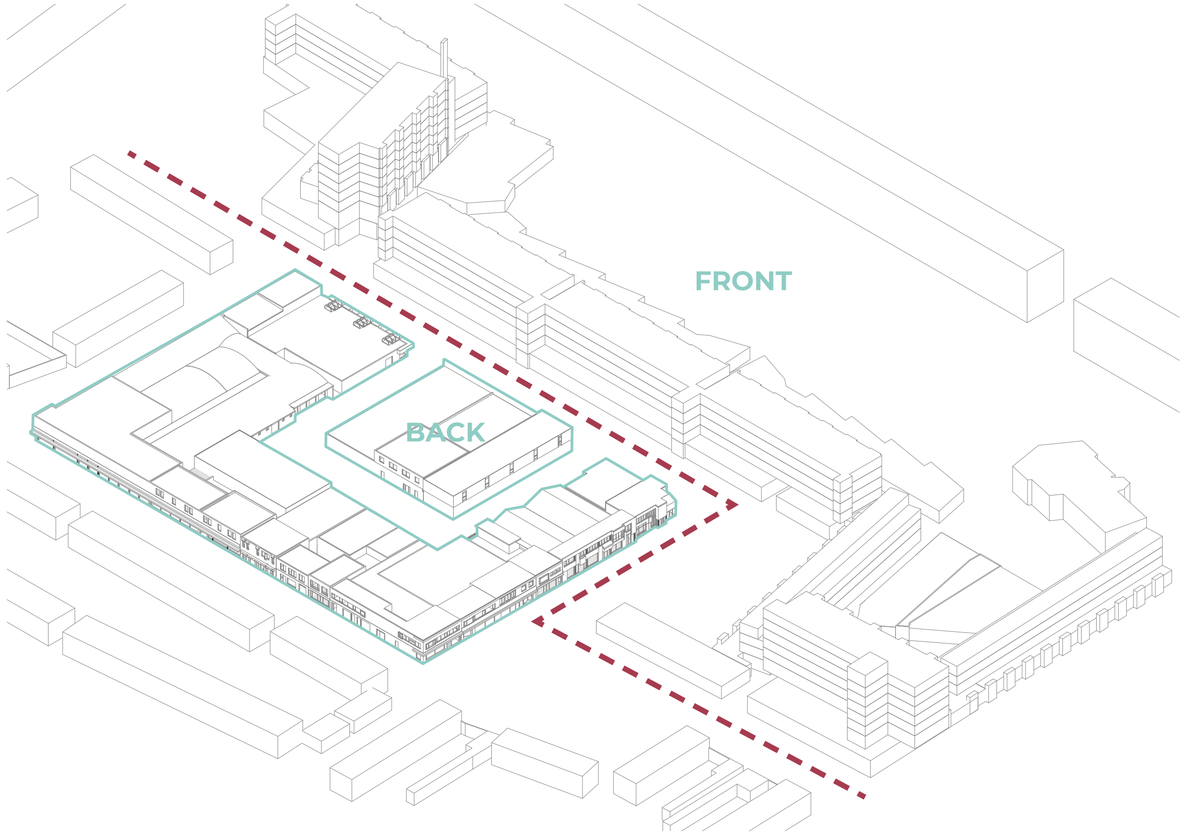
OWN PHOTO, 2023

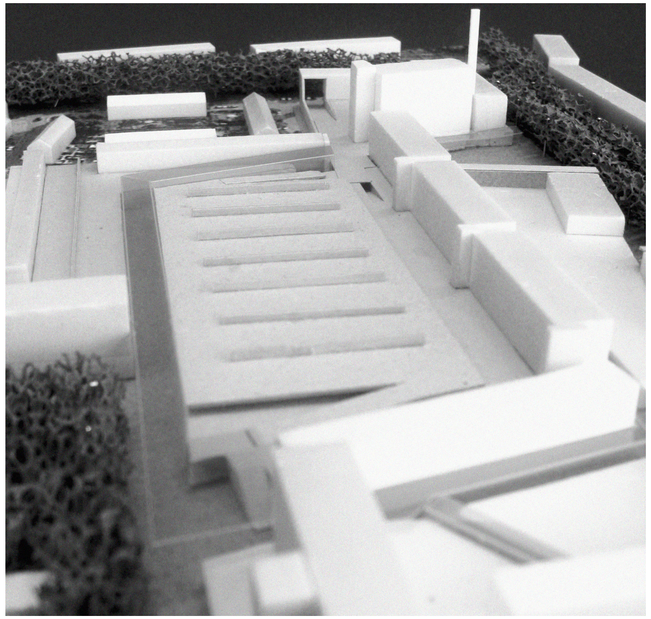




DESIGN | URBAN BLOCK

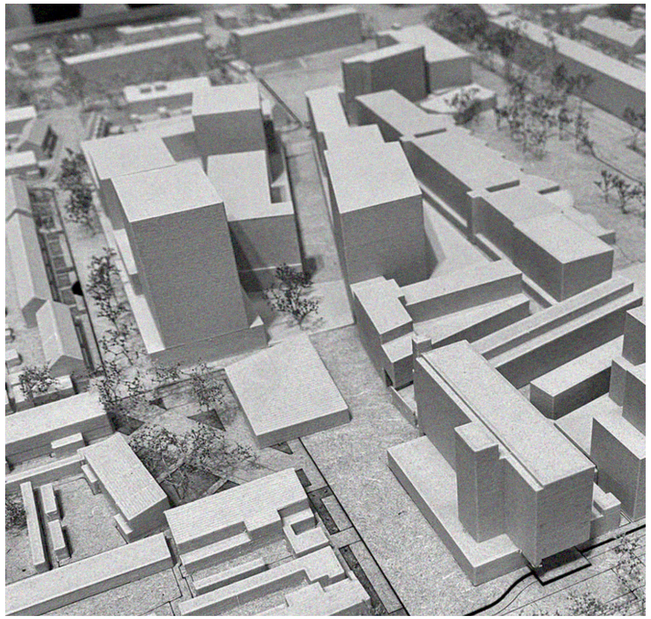






(WURCK.NL, 2009)

ARCHITECTS: WURCK (2009)



(GEMEENTE TILBURG, 2023)

ARCHITECTS: UNKNOWN (2023)

DESIGN | ENSEMBLE

SOUTH ELEVATION

EAST ELEVATION

NORTH ELEVATION

WEST ELEVATION

OWN WORK, 2023

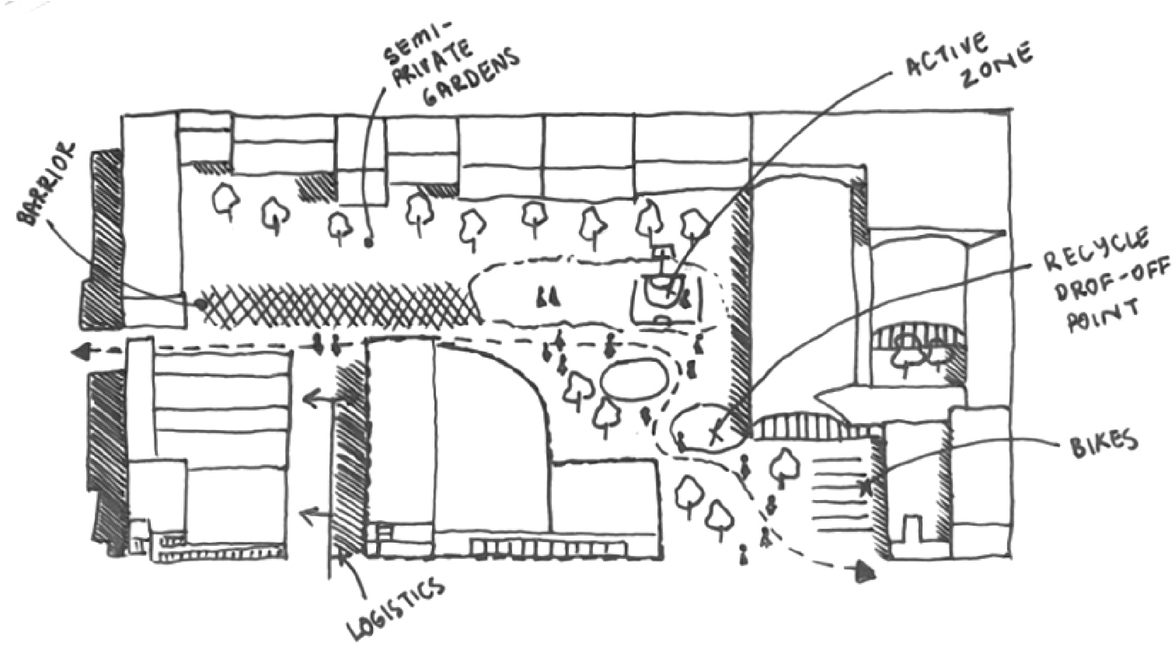
REGIONAAL ARCHIEF TILBURG, 1980

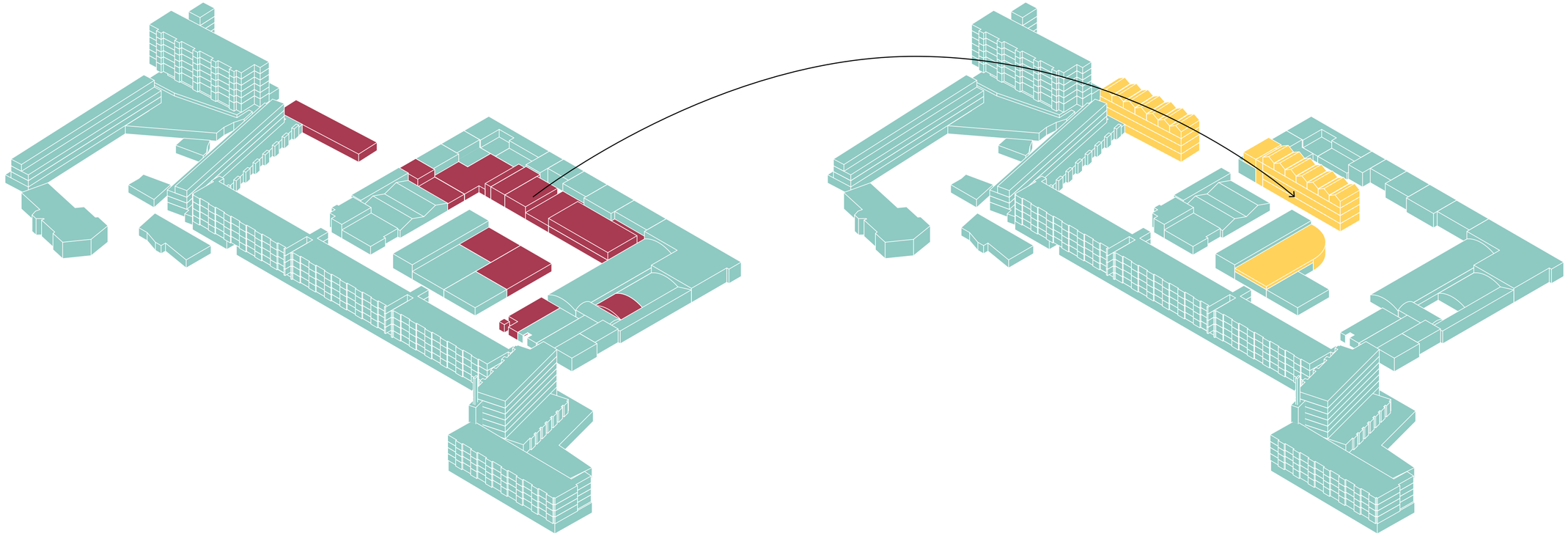
OWN PHOTO, 2023

OWN PHOTO, 2023

OWN PHOTO, 2023

OWN PHOTO, 2023


SEMI-PRIVATE GARDENS
ACTIVE ZONE
BARRIER
RECYCLE DROP-OFF POINT
BIKES
LOGISTICS



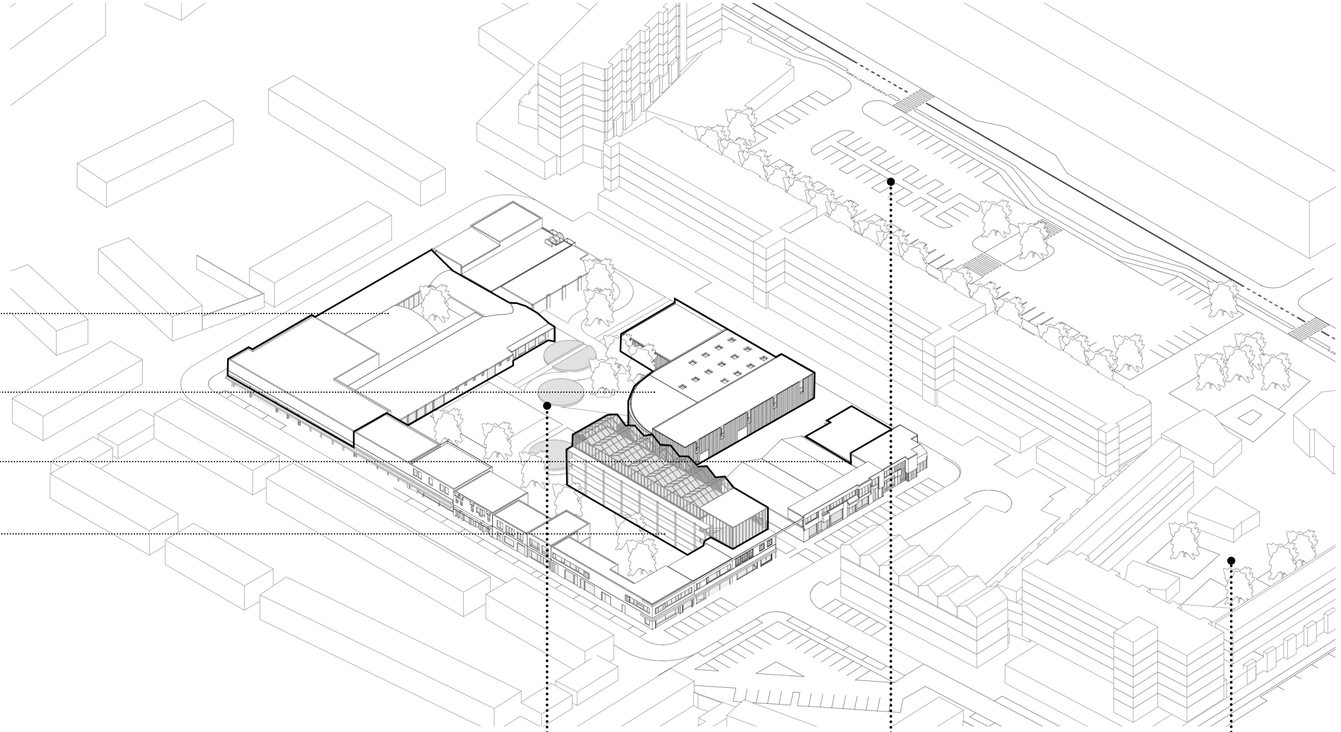
DESIGN | ENSEMBLE

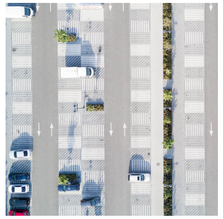
CRAFT SCHOOL

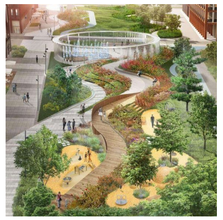
WORKSHOP

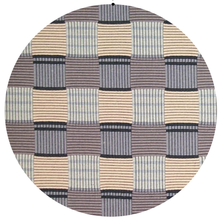
REPAIR CAFE

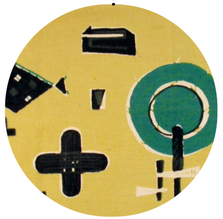
ARTIST STUDIOS

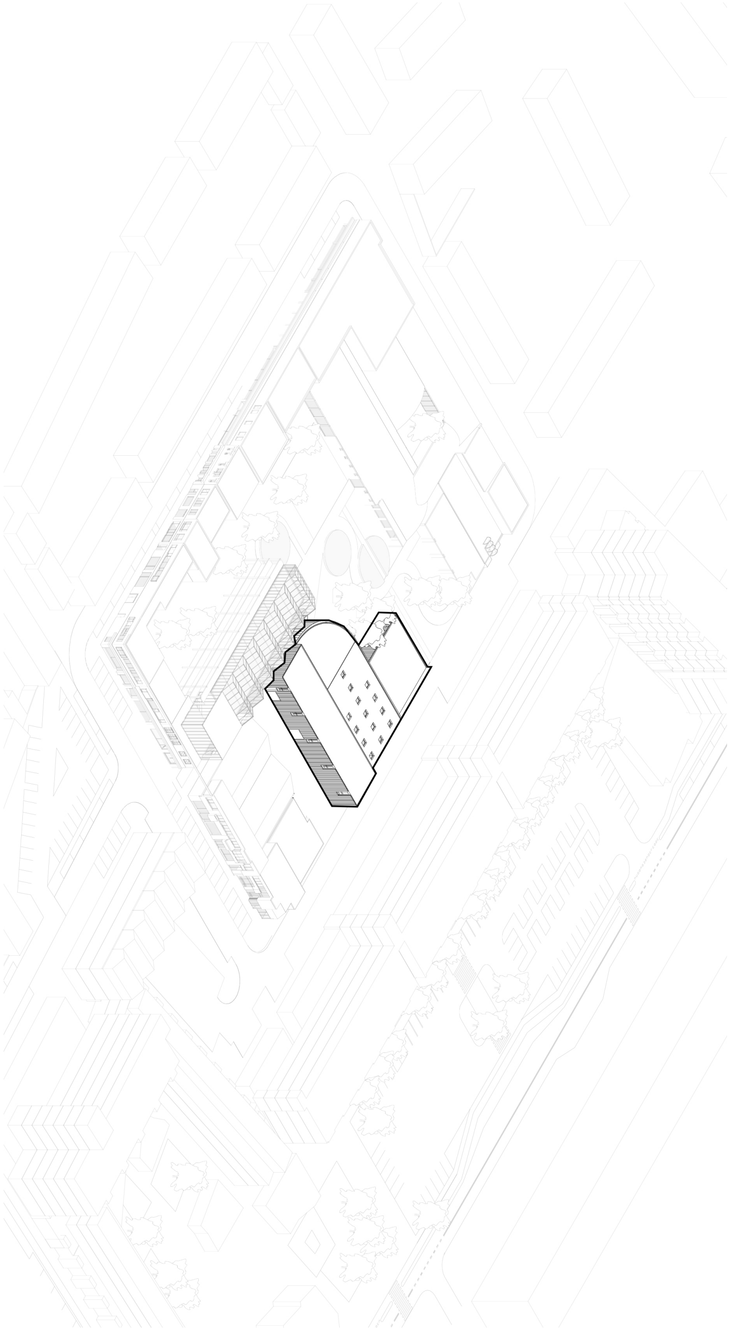




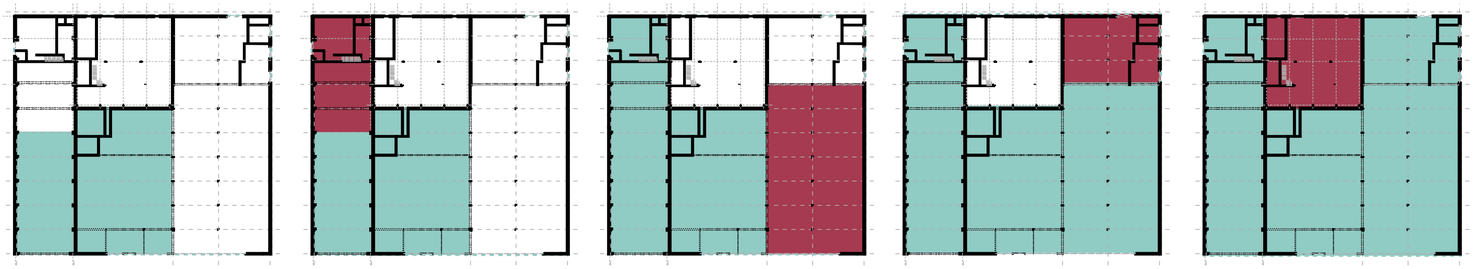




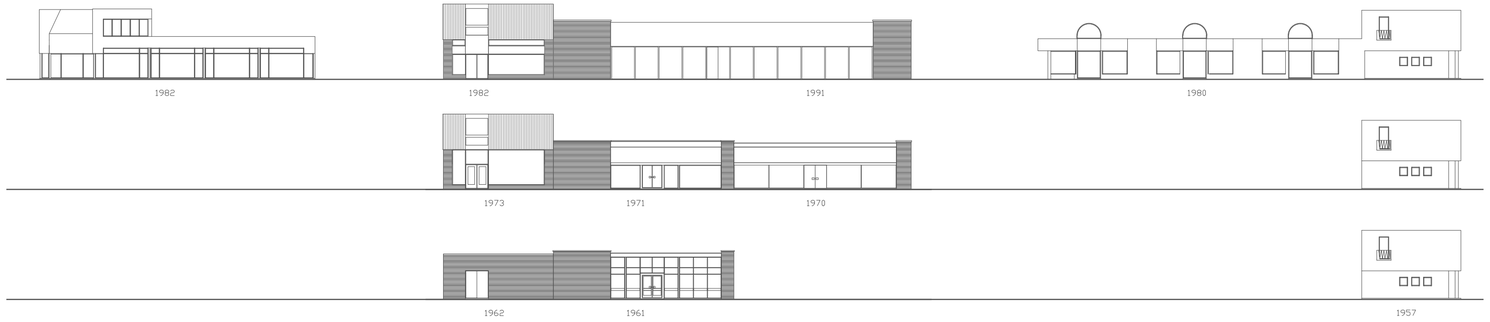




DESIGN | BUILDING



1961-1962 1965 1970 1991 1995



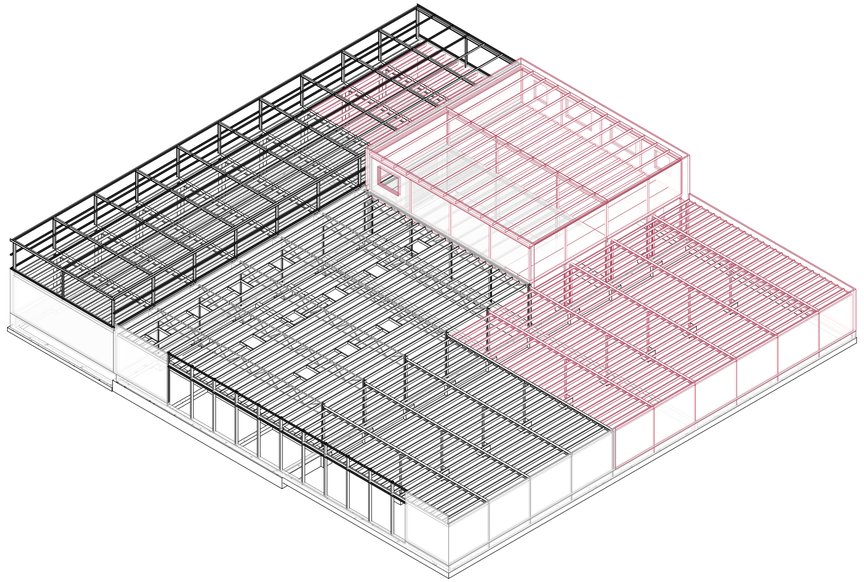
1961 - 1970

REGIONAAL ARCHIEF TILBURG, N.D.

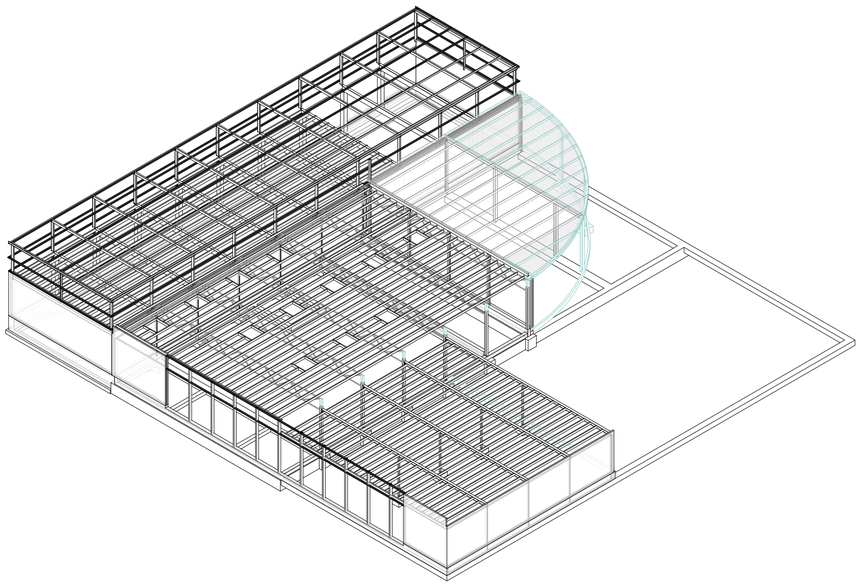
1973 - 2009

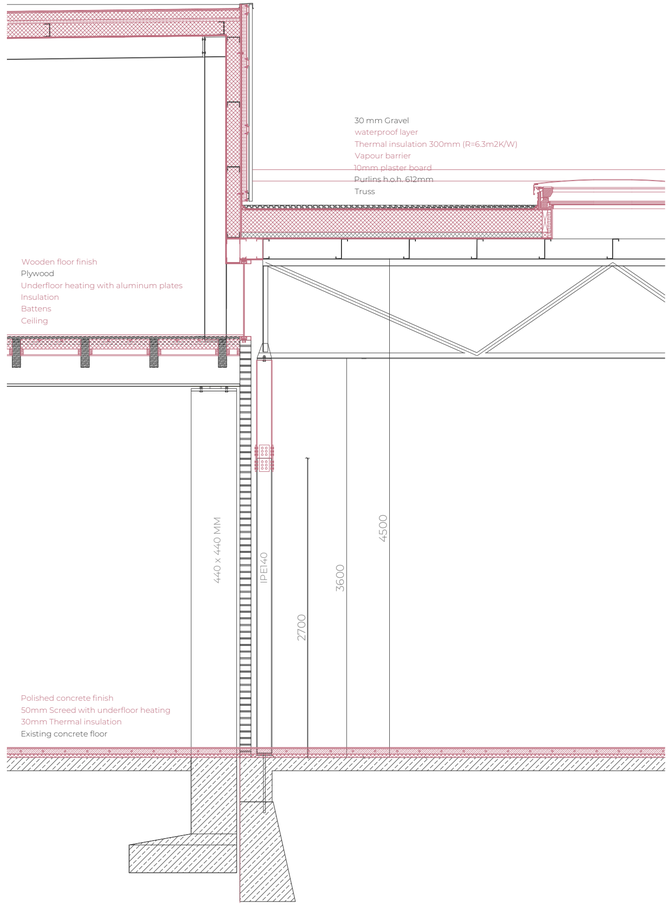
REGIONAAL ARCHIEF TILBURG, N.D.

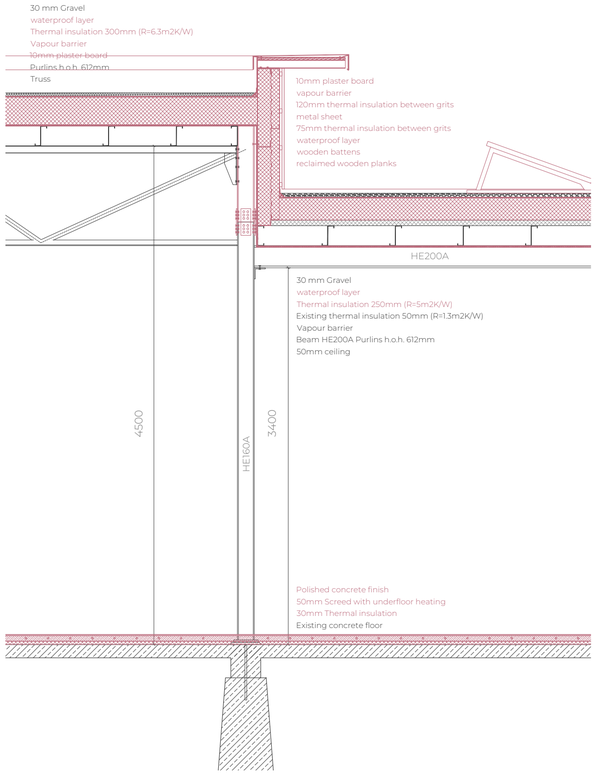
DEMOLISHED

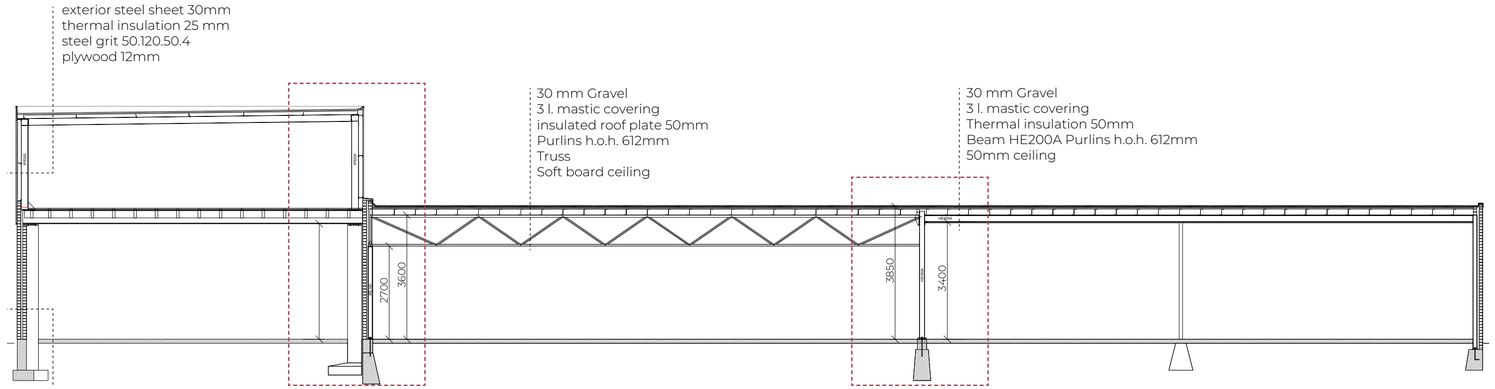


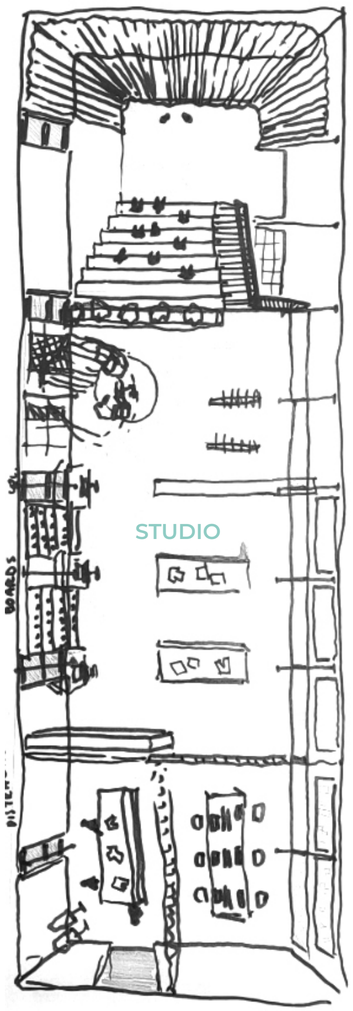
NEW



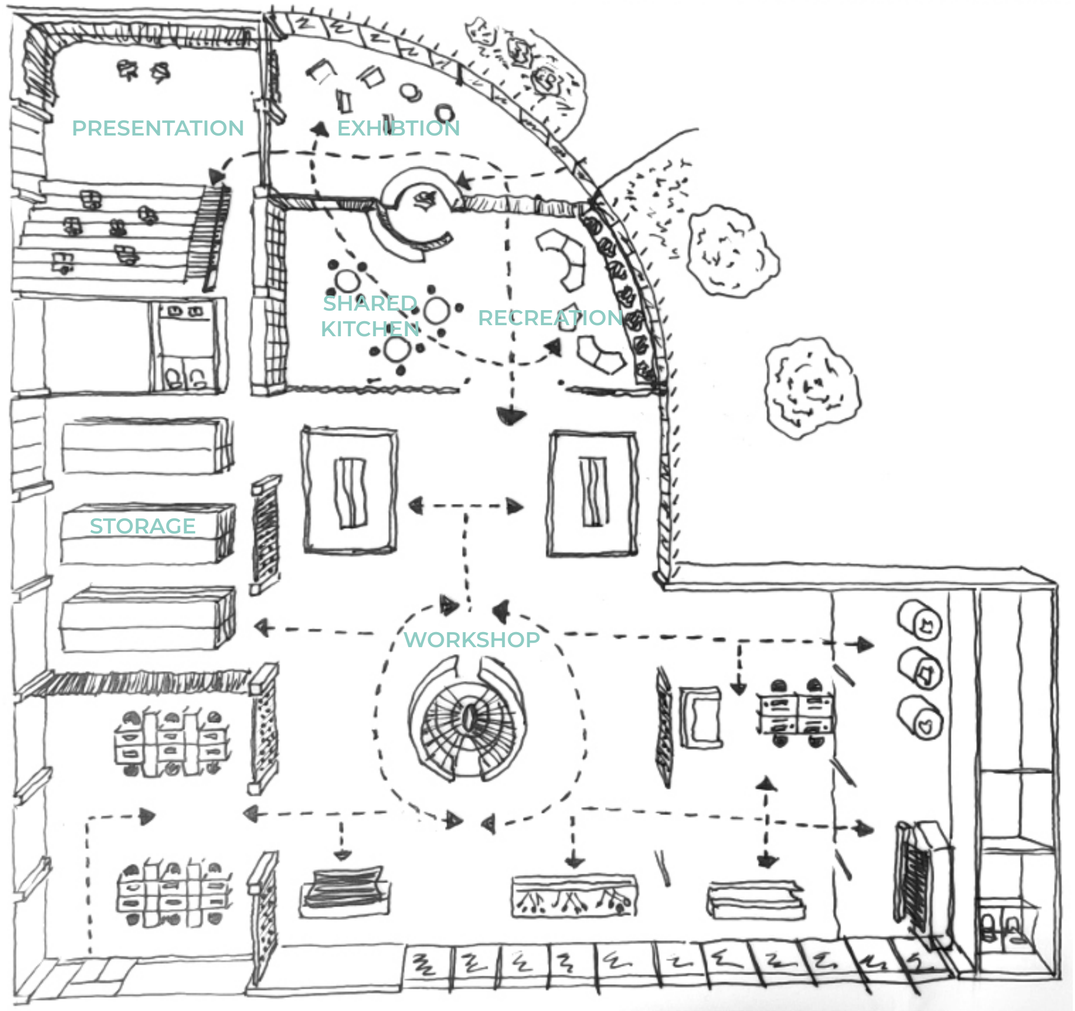

30 mm Gravel
waterproof layer
Thermal insulation 300mm (R=6.3m2K/W)
Vapour barrier
10mm plaster board
Purlins h.o.h. 612mm
Truss
Wooden floor finish
Plywood
Underfloor heating with aluminum plates
Insulation
Battens
Ceiling
440 x 440 MM
IPE140
2700
3600
4500
Polished concrete finish
50mm Screed with underfloor heating
30mm Thermal insulation
Existing concrete floor


30 mm Gravel
waterproof layer
Thermal insulation 300mm (R=6.3m2K/W)
Vapour barrier
10mm plaster board
Purlins h.o.h. 612mm
Truss
10mm plaster board
vapour barrier
120mm thermal insulation between grits
metal sheet
75mm thermal insulation between grits
waterproof layer
wooden battens
reclaimed wooden planks
HE200A
30 mm Gravel
waterproof layer
Thermal insulation 250mm (R=5m2K/W)
Existing thermal insulation 50mm (R=1.3m2K/W)
Vapour barrier
Beam HE200A Purlins h.o.h. 612mm
50mm ceiling
4500
HE160A
3400
Polished concrete finish
50mm Screed with underfloor heating
30mm Thermal insulation
Existing concrete floor


exterior steel sheet 30mm
thermal insulation 25 mm
steel grit 50.120.50.4
plywood 12mm
30 mm Gravel
3 l. mastic covering
insulated roof plate 50mm
Purlins h.o.h. 612mm
Truss
Soft board ceiling
30 mm Gravel
3 l. mastic covering
Thermal insulation 50mm
Beam HE200A Purlins h.o.h. 612mm
50mm ceiling
2700
3600
3850
3400

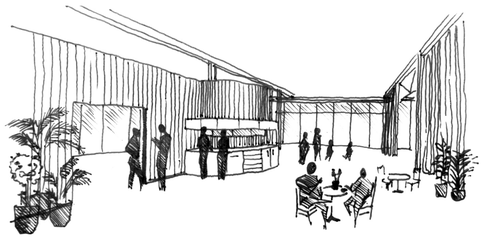


FIRST FLOOR

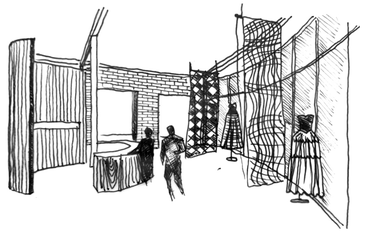


GROUND FLOOR

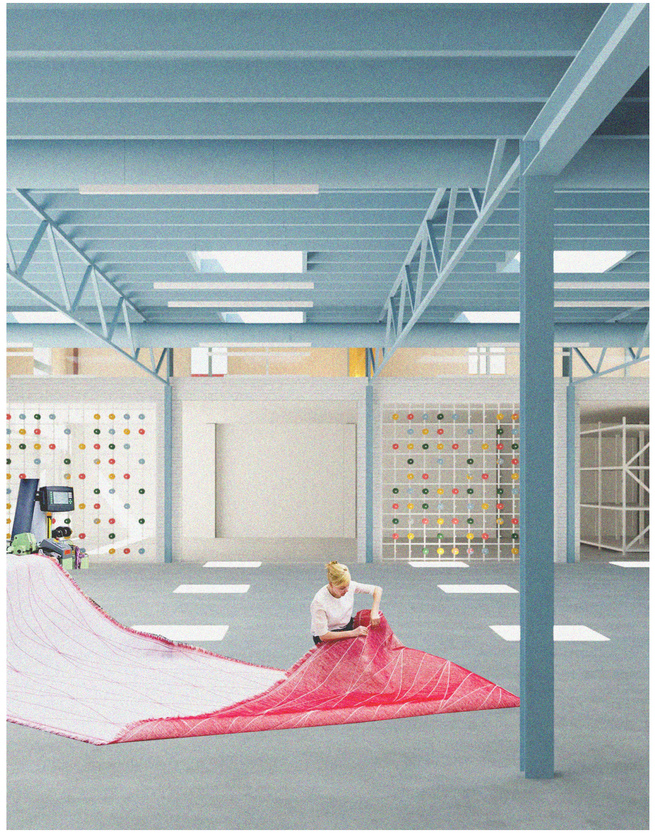
RECREATION

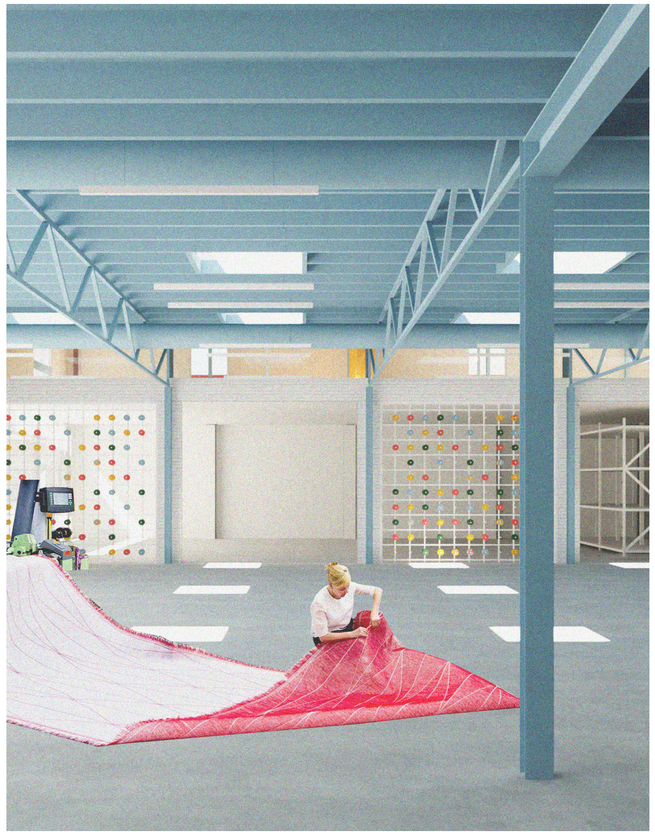


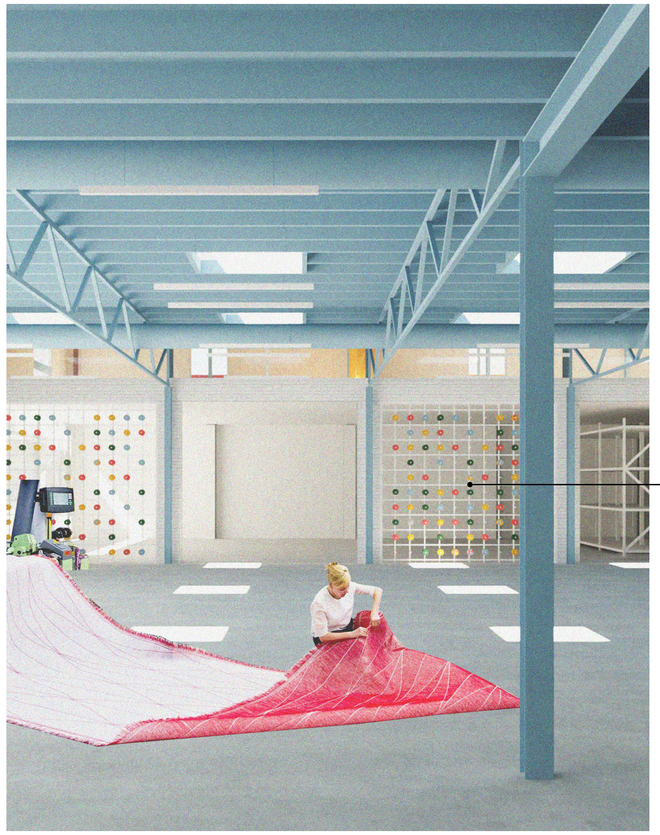
SOCIAL INTERACTIONS

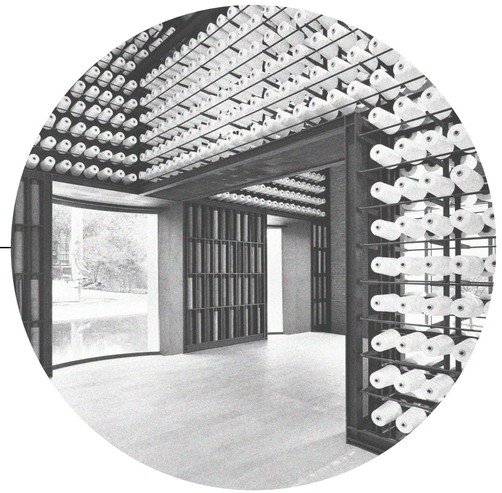


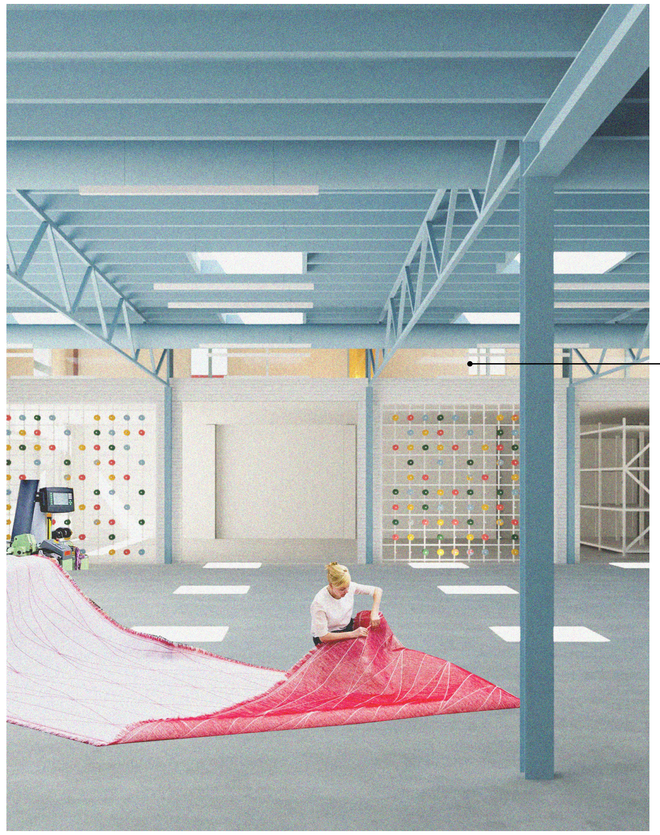
PRODUCT DISPLAY

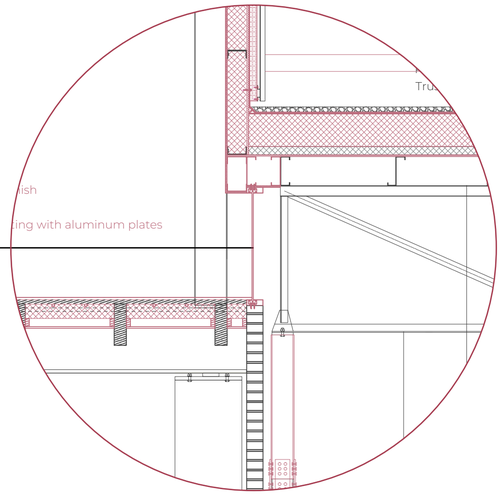


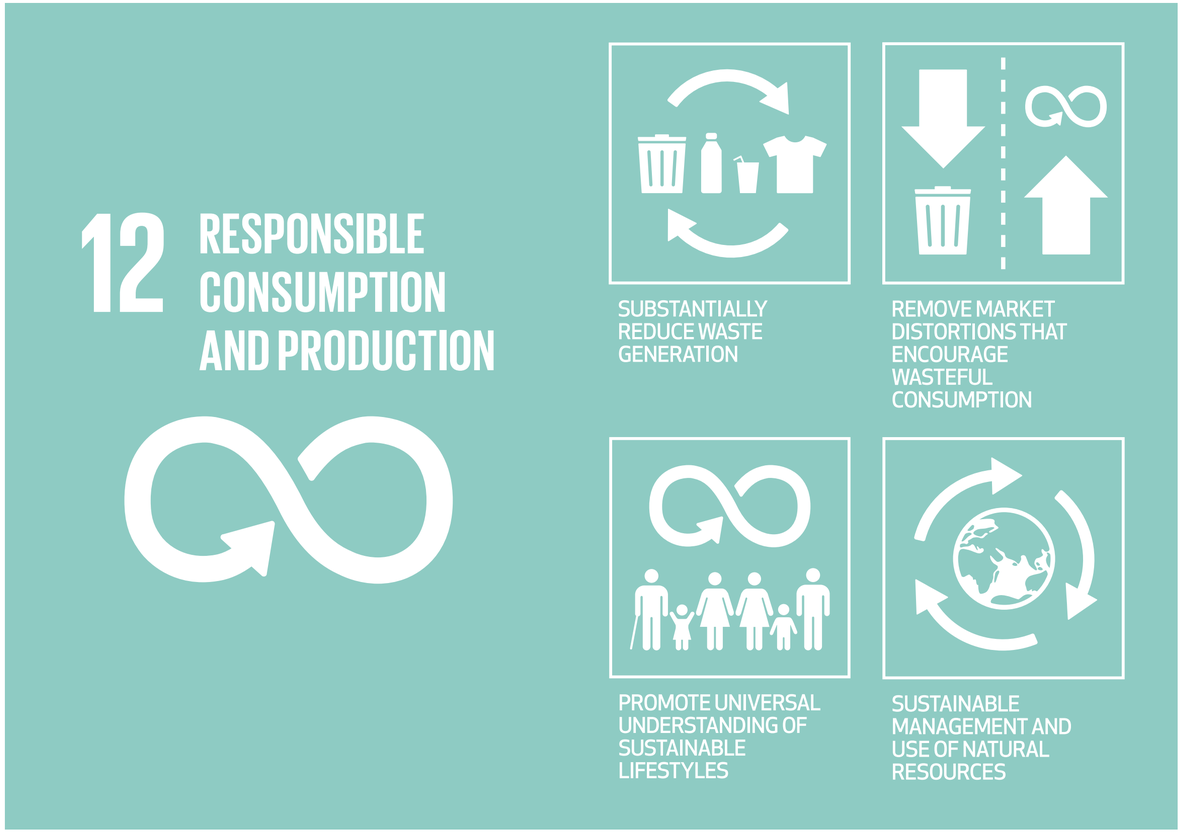




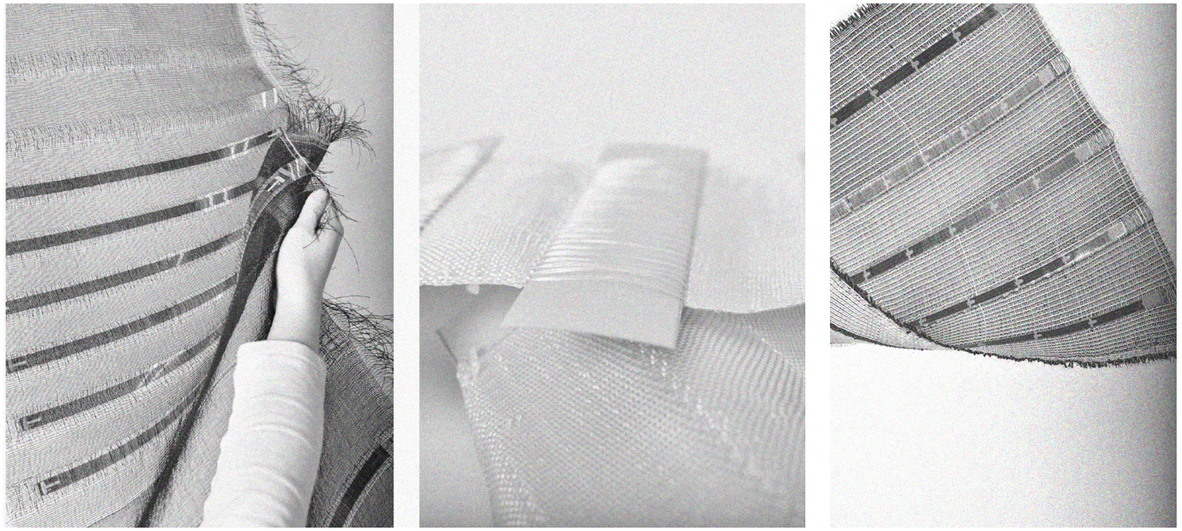





Tru
ish
ing with aluminum plates



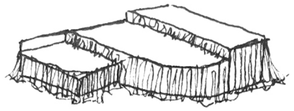
SUSTAINABILITY GOALS (SDG FUND, 2015)

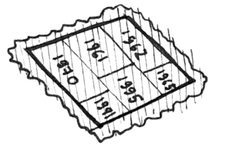


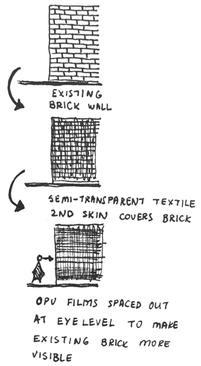
SUNTEX SAMPLES WITH INTEGRATED SOLAR FILMS

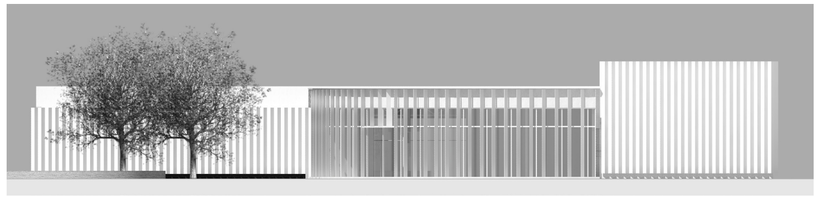
PAULINE VAN DONGEN , 2022

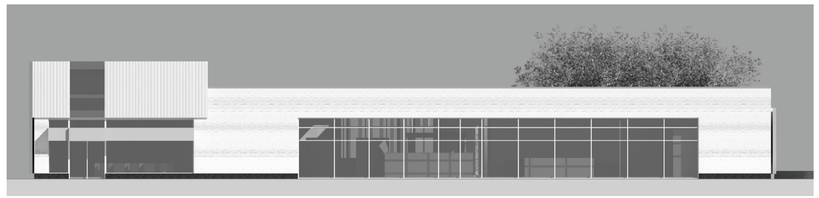
DESIGN | TEXTILE

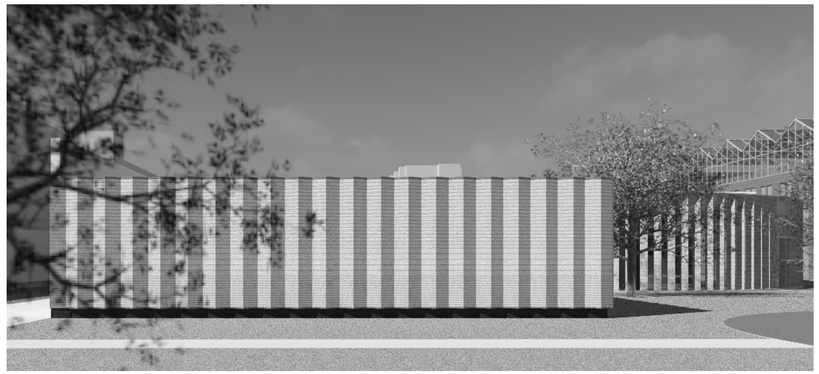


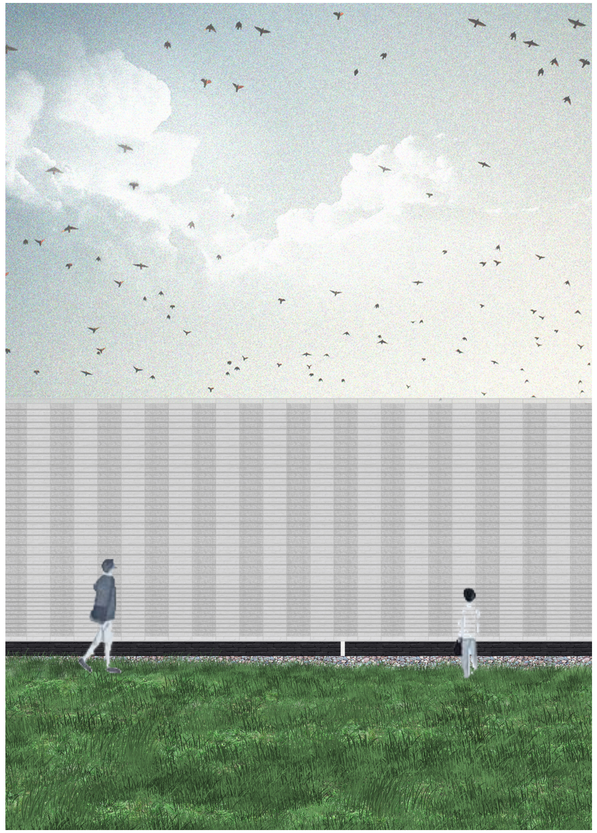


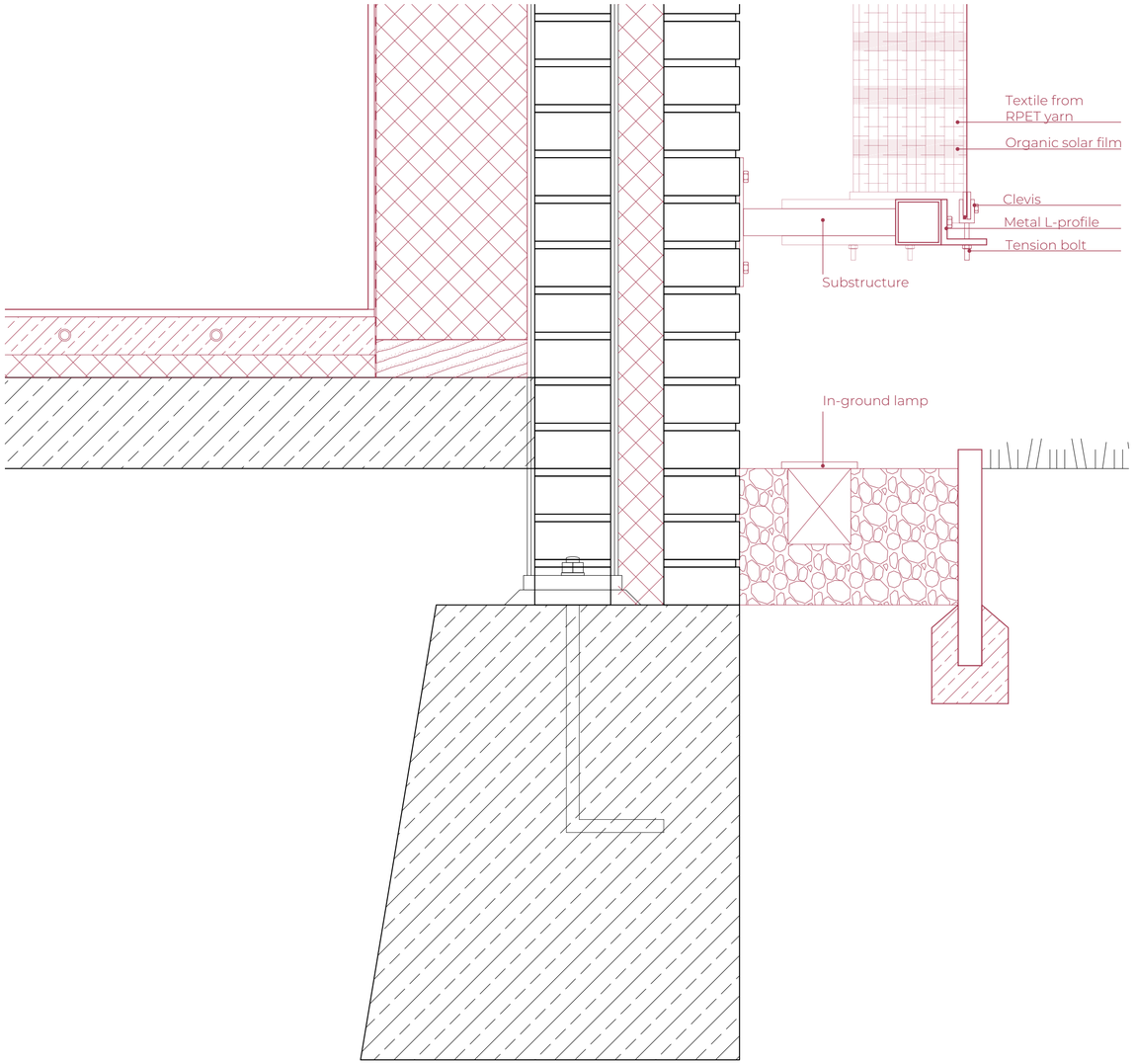




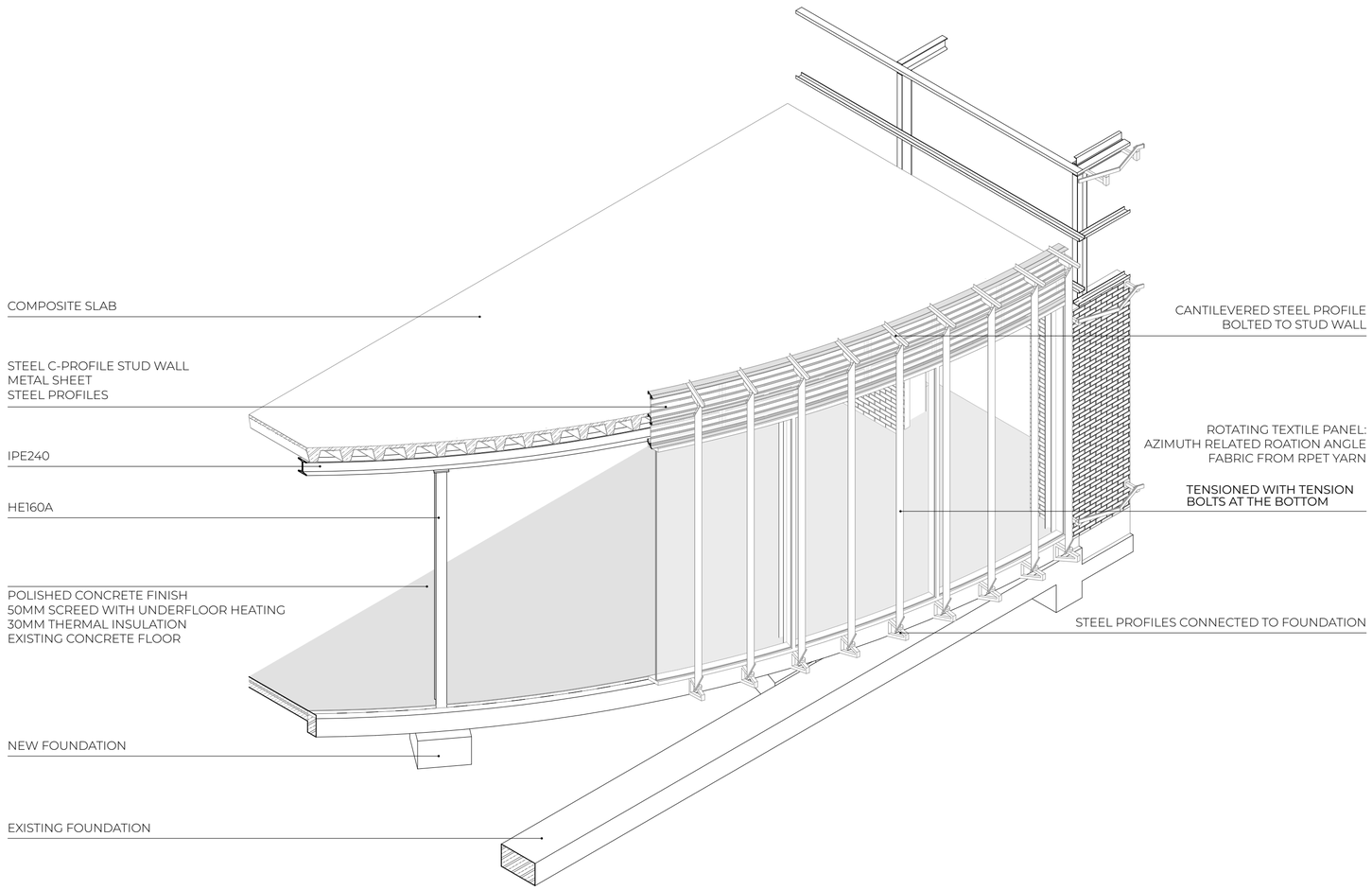


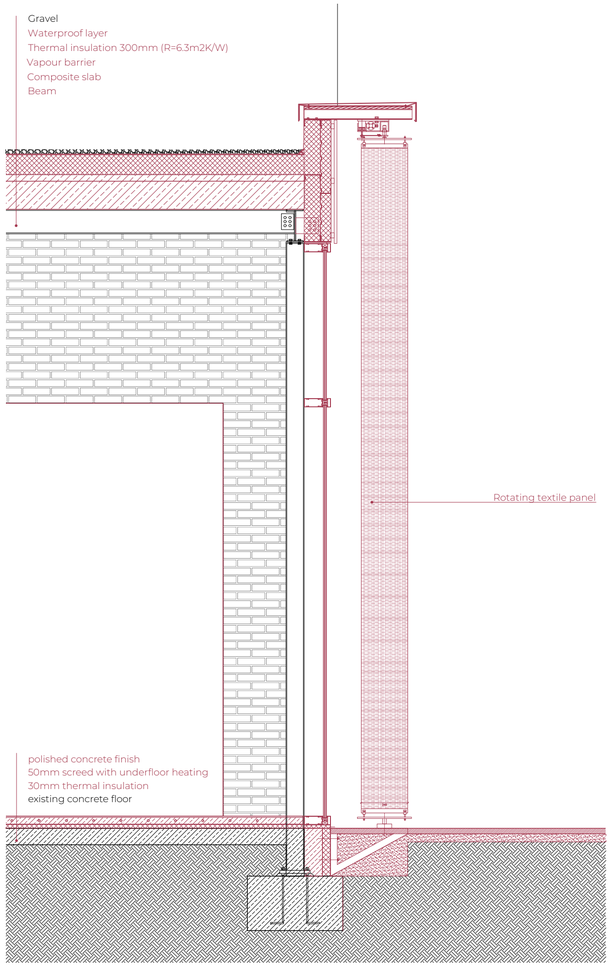




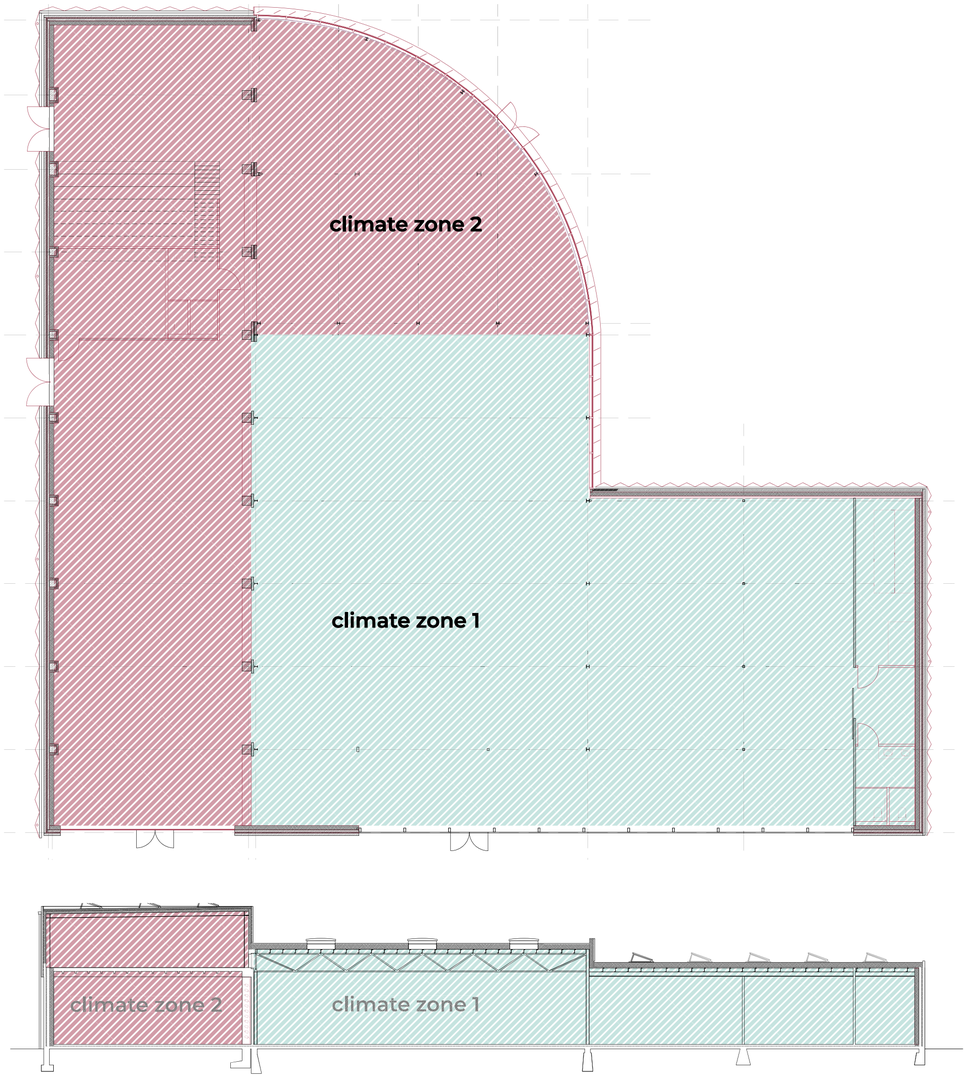

Textile from
RPET yarn
Organic solar film
Clevis
Metal L-profile
Tension bolt
Substructure
In-ground lamp

DESIGN | TEXTILE

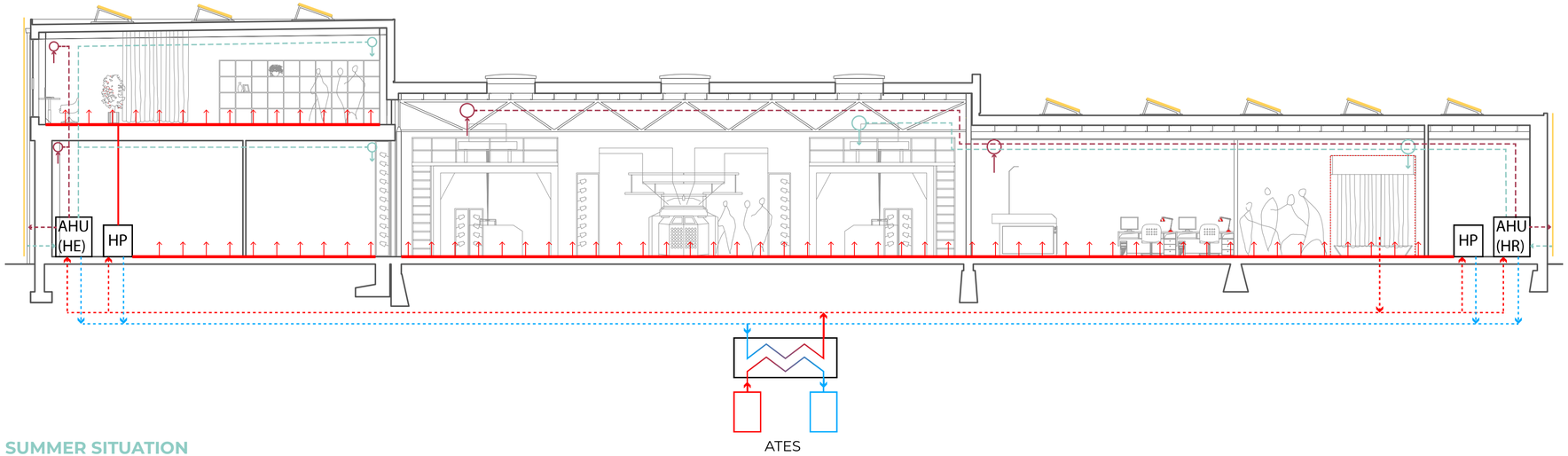




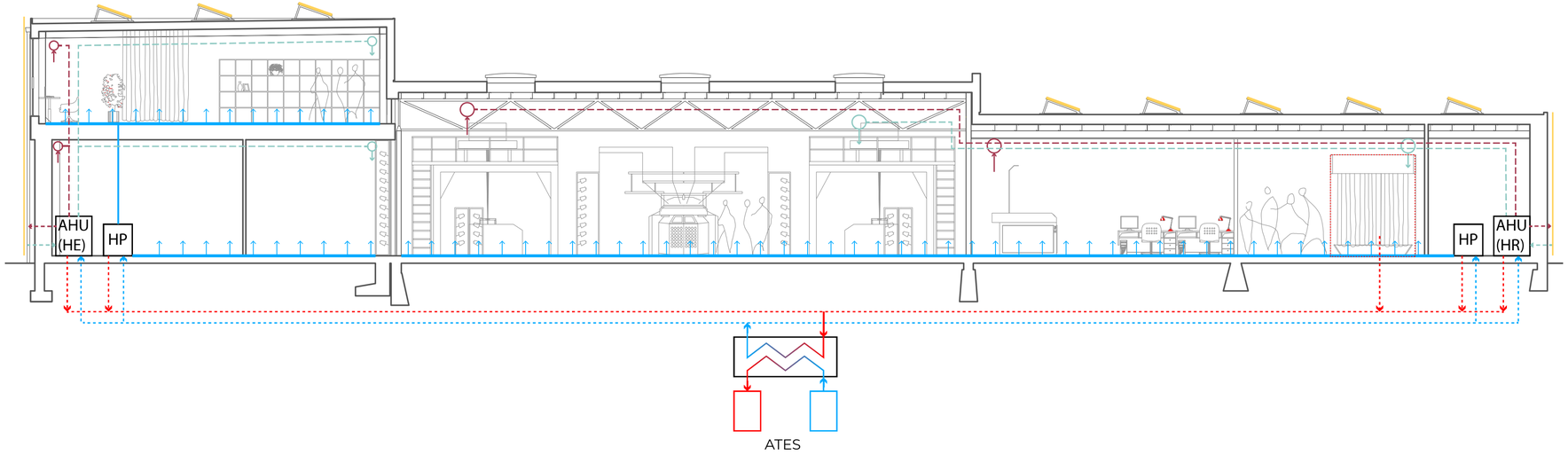
CLIMATE | BUILDING



WINTER SITUATION

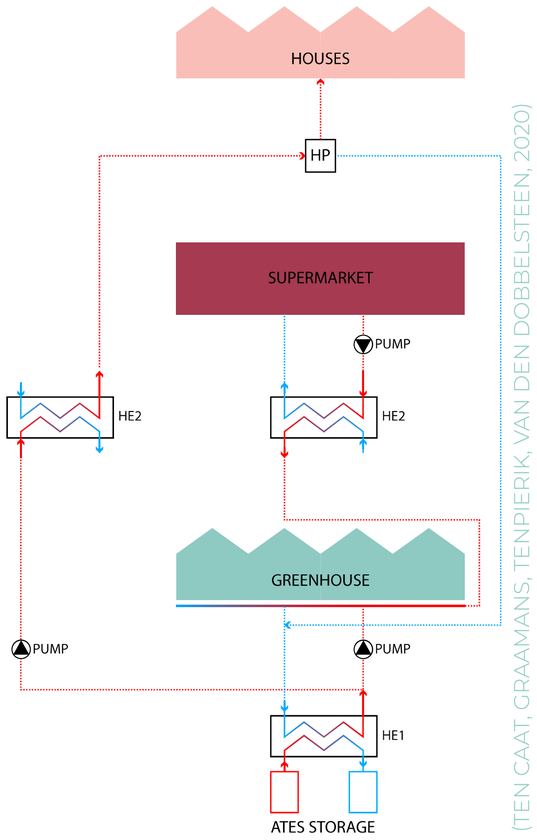


SUMMER SITUATION

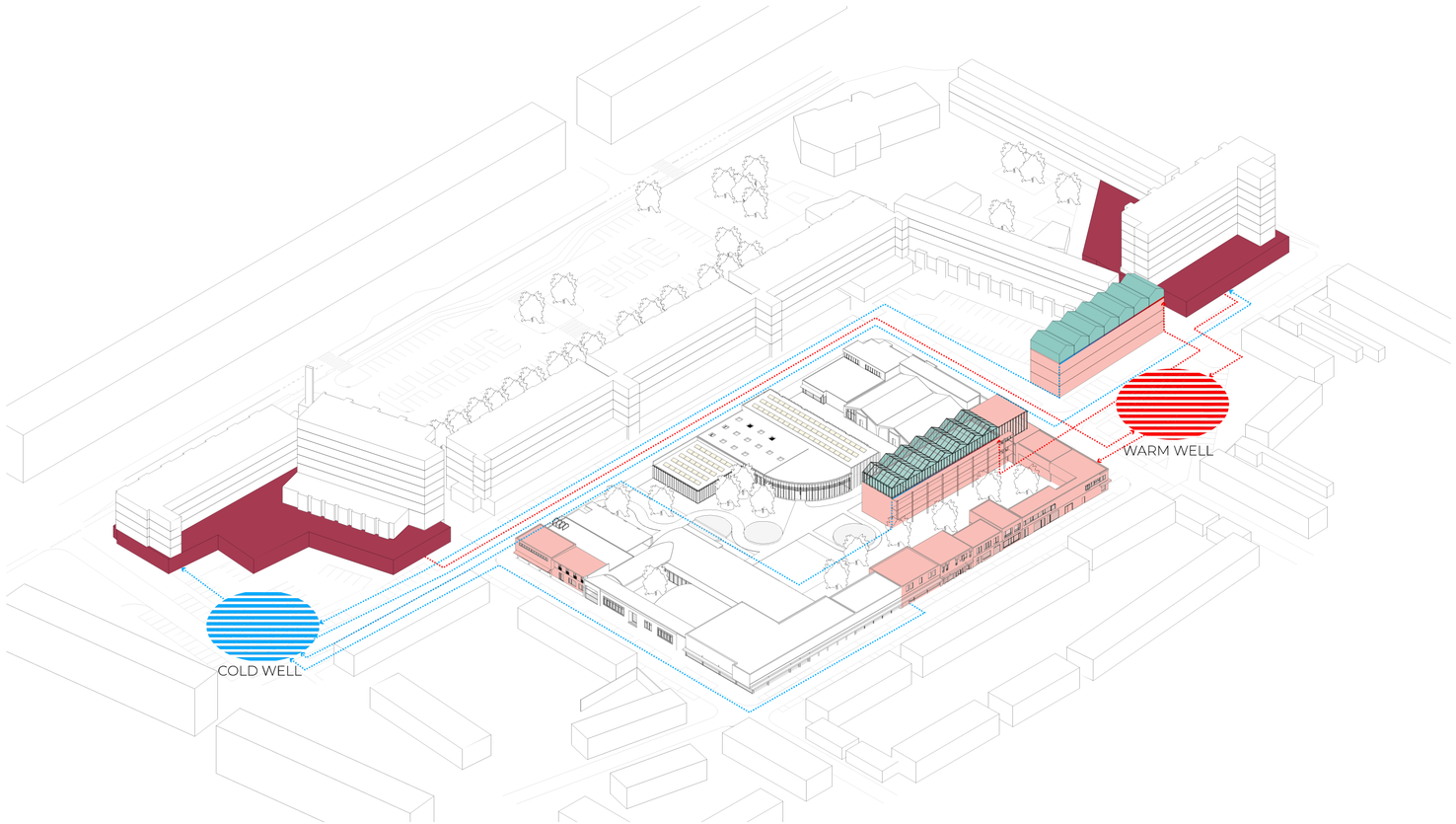


CLIMATE | ENSEMBLE

WINTER

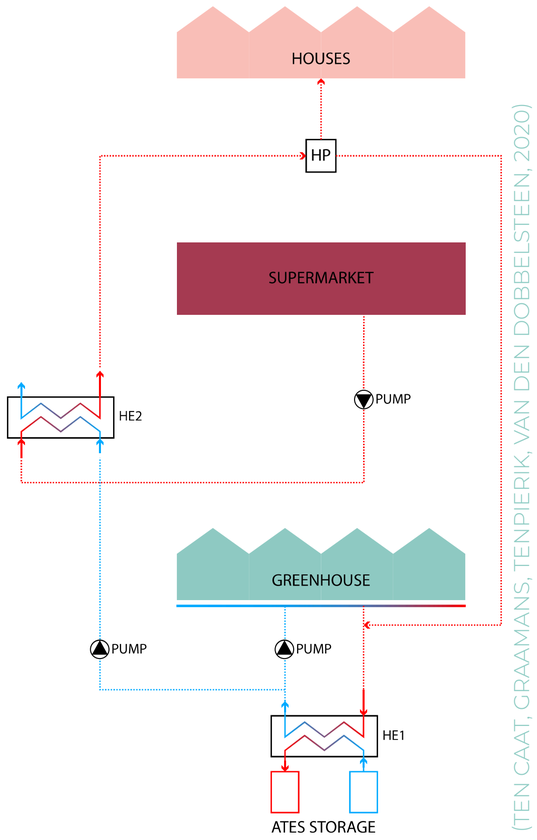


(TEN CAAT, GRAAMANS, TENPIERIK, VAN DEN DOBBELSTEEN, 2020)

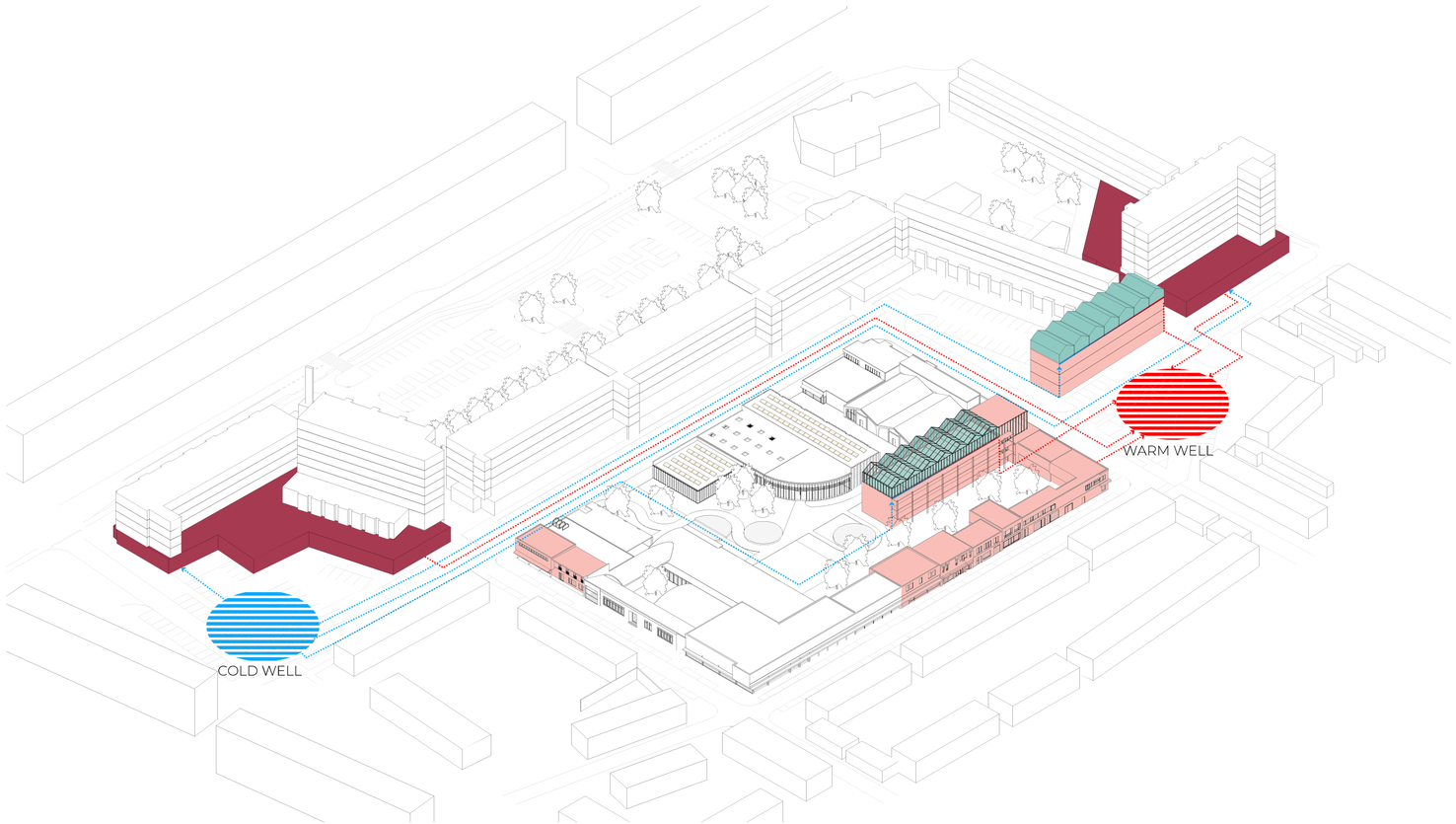


CLIMATE | ENSEMBLE

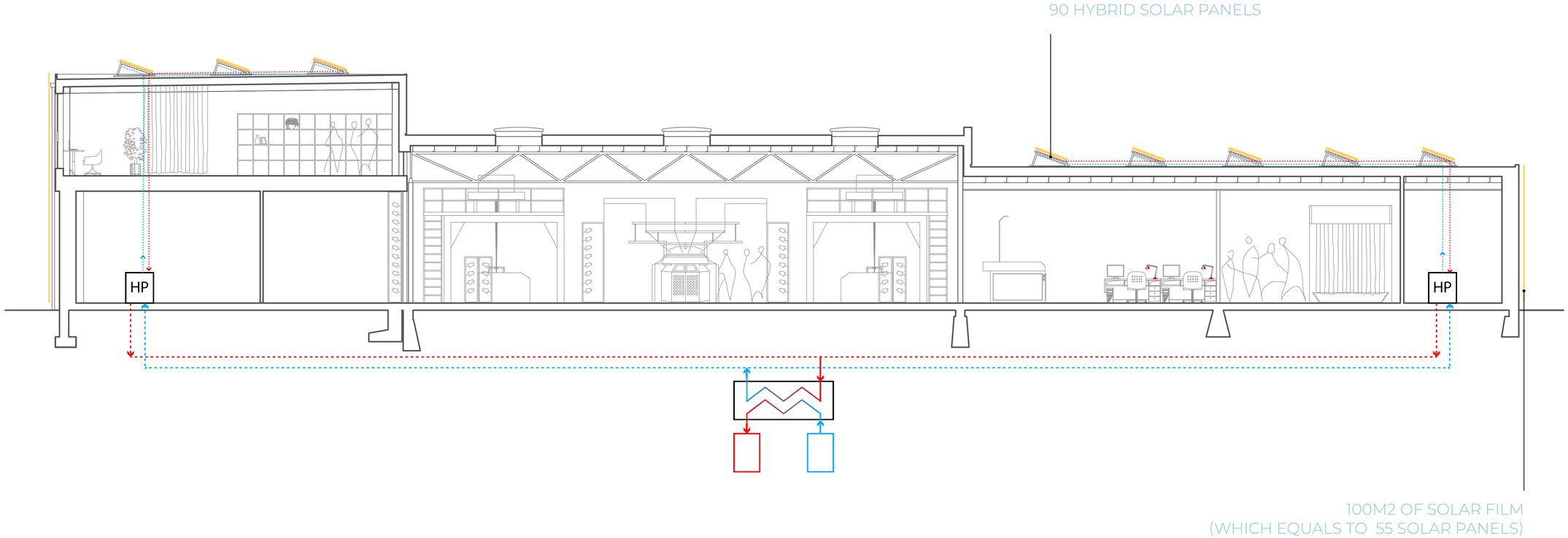
SUMMER



(TEN CAAT, GRAAMANS, TENPIERIK, VAN DEN DOBBELSTEEN, 2020)



SOLAR ENERGY | BUILDING



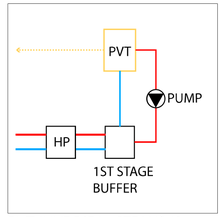
SOLAR ENERGY | ENSEMBLE

PVT panels (hybrid) = 2 300 m2

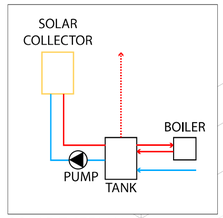
PV panels + solar thermal = 1050 m2

Solar cells (weaved) = 270 m2

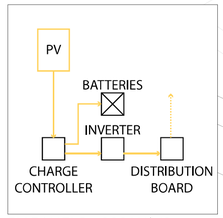
2300 h of sun in Tilburg



PVT (HYBRID) = 175 W/M2

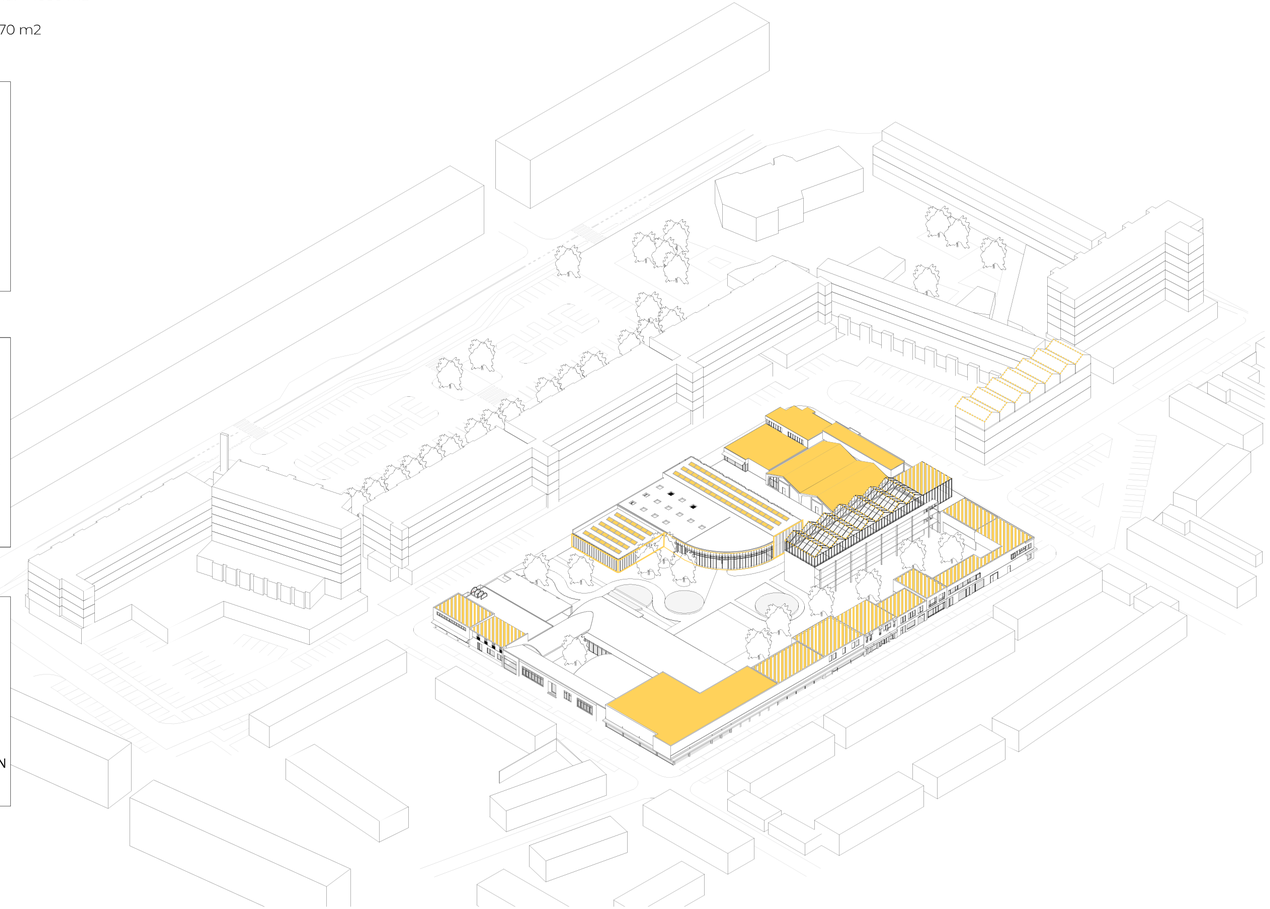


SOLAR THERMAL

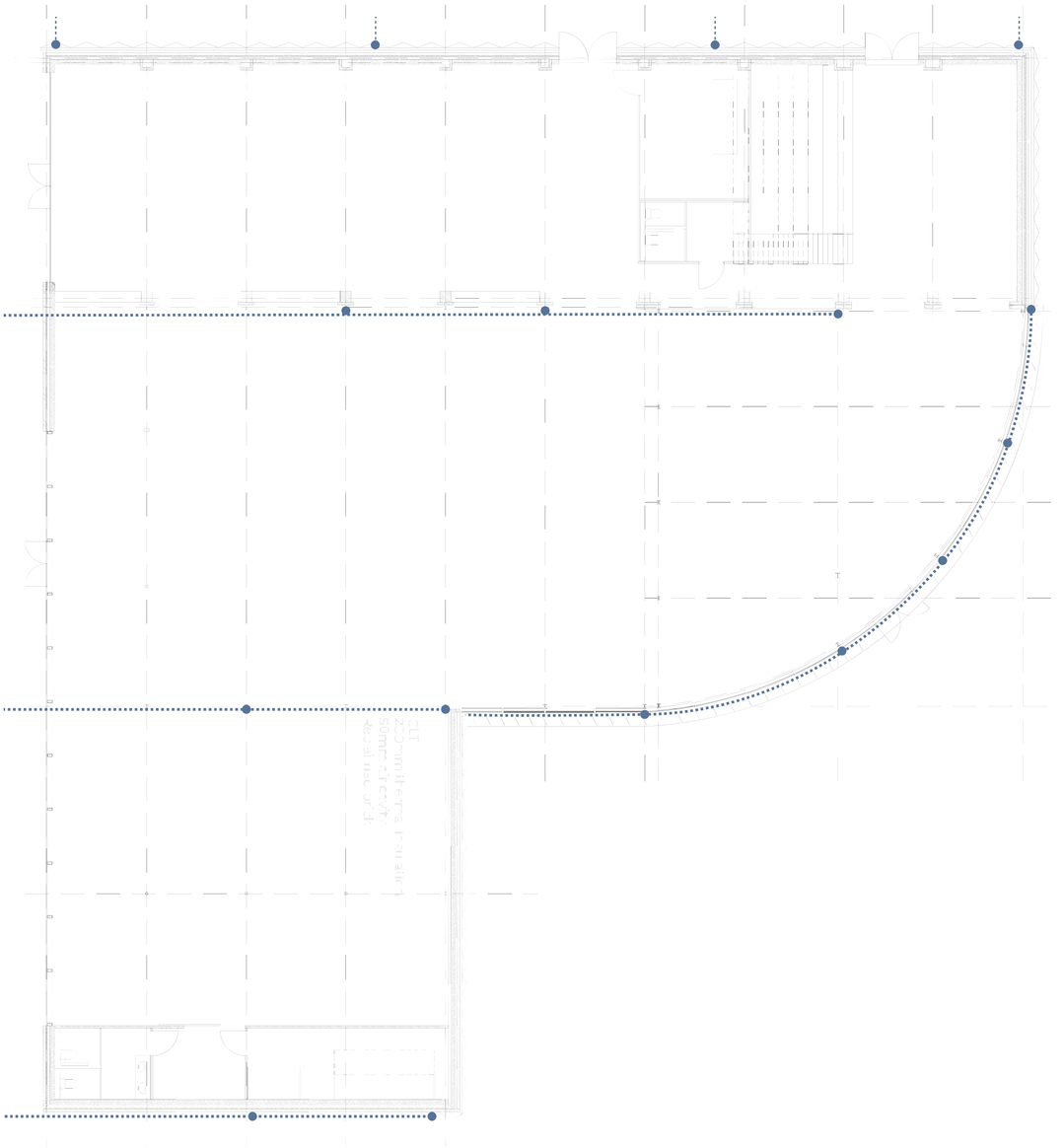


PV PANELS = 200 W/M2

SOLAR TEXTILE = 70 W/M2



RAINWATER | BUILDING



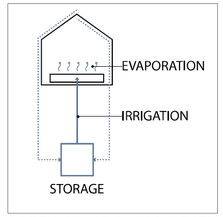
RAINWATER | ENSEMBLE

2 724 670 L → Reuse for washing machines, toilets, irrigation, etc.

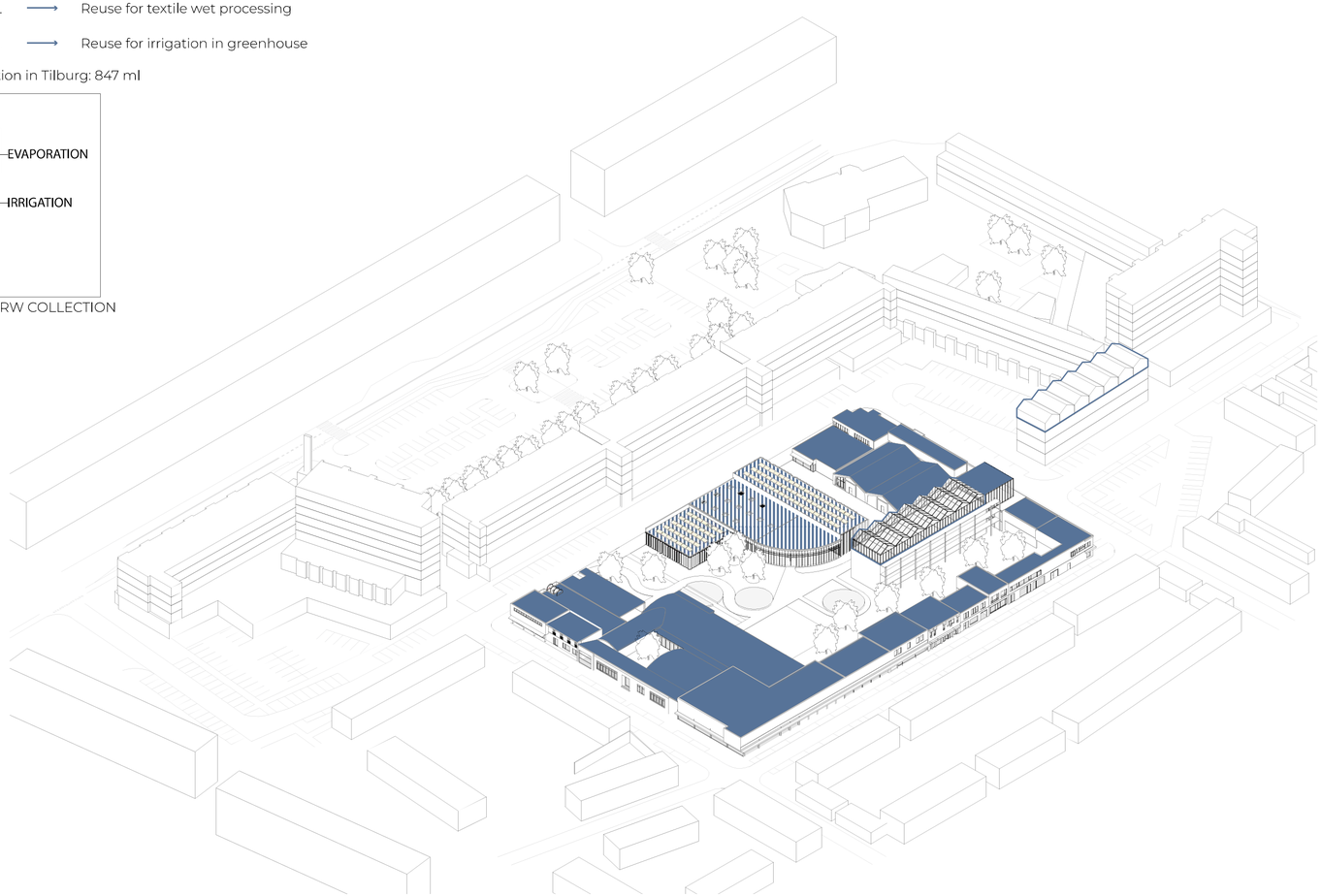
927 808 L → Reuse for textile wet processing

354 795 L → Reuse for irrigation in greenhouse

Annual perception in Tilburg: 847 ml

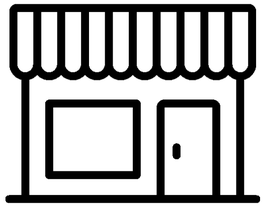


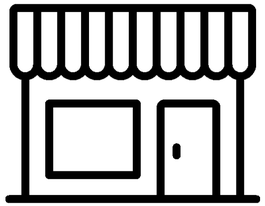
GREENHOUSE RW COLLECTION

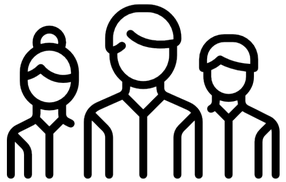


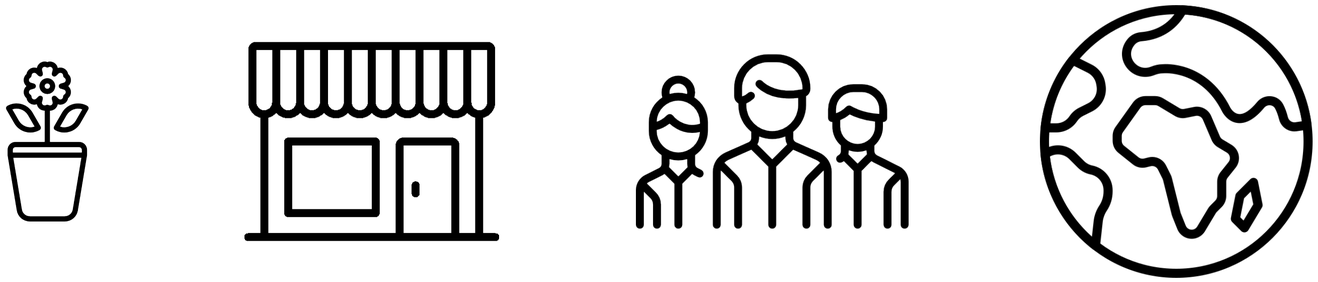
CONCLUSION

How can Dutch post-war shopping malls be adapted for the post-consumer era?









THANK YOU!

ALI SOLOMON, 2020