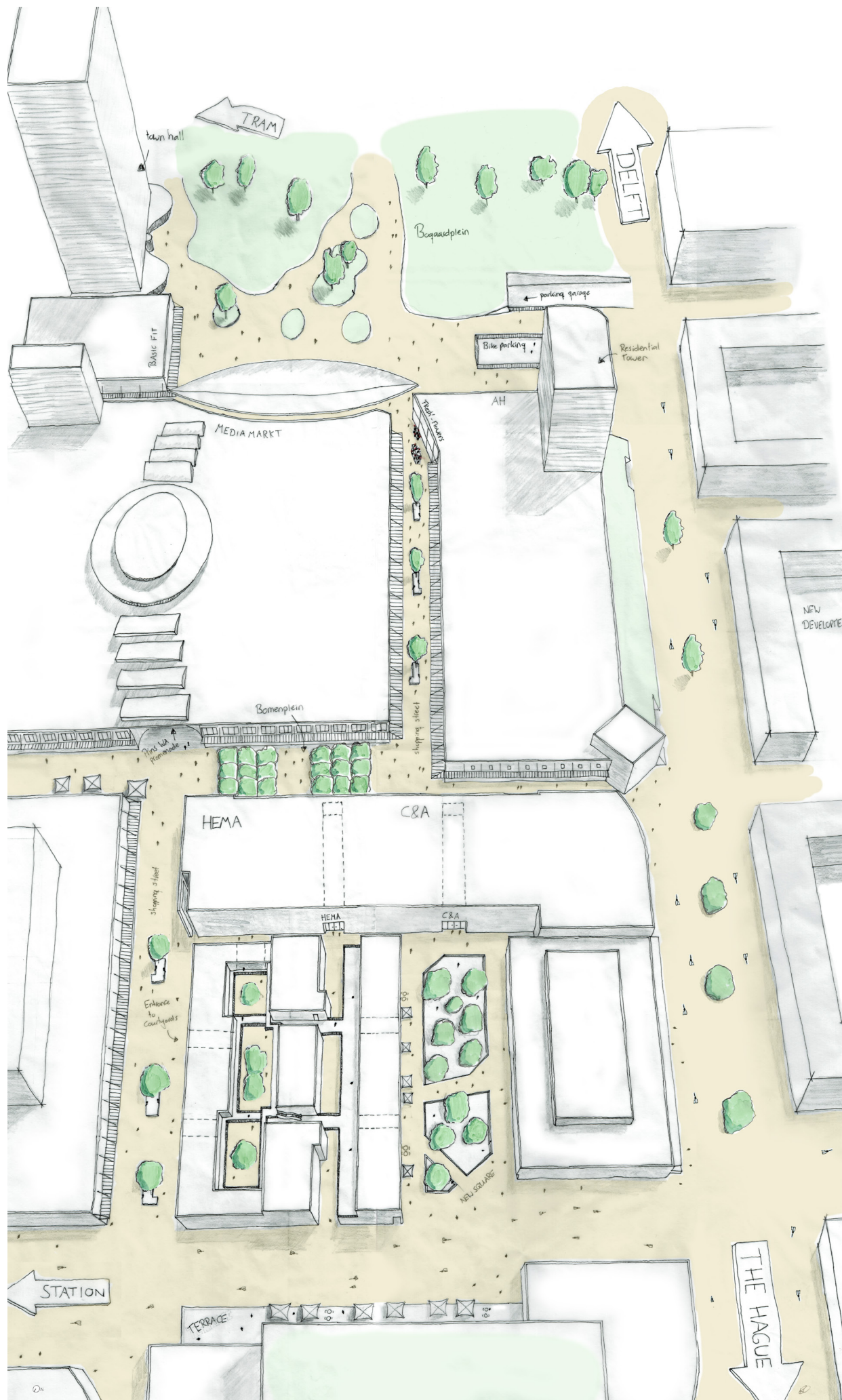




Open up the Modern Mall *from a closed towards an open structure*

Graduation studio 'Adapting 20th century Heritage - the Modern Mall' - P5
 Rolf Oosterhuis - 4397681
 22-06-2023

First mentor - Meijers, Ir. W.L.E.C.
 Second mentor - Koopman, Ir. F.W.A.
 Research mentor - Spoormans, Ir. L.G.K.

The Modern Mall



Mall of the Netherlands (unknown)



Lijnbaan Rotterdam (ANP)

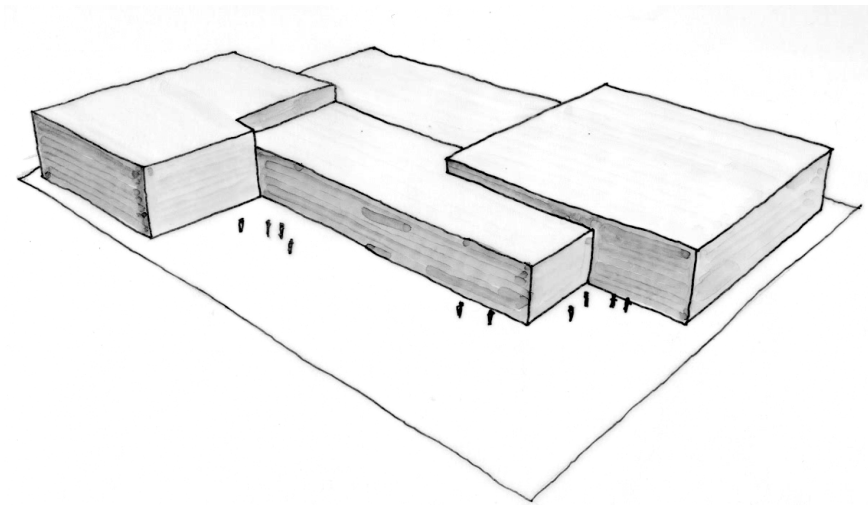


binnenhof amstelveen (amstelveenweb)

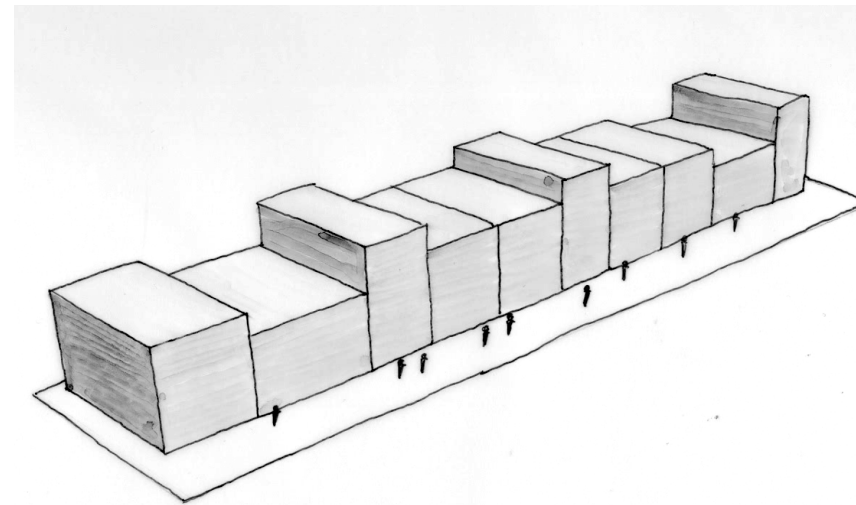


southdale shopping centre

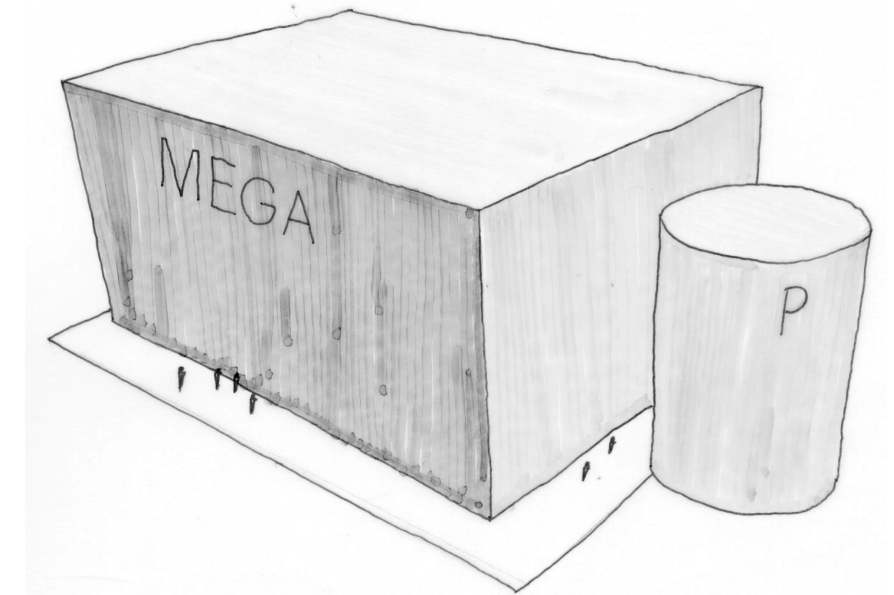
North America



1960s Southdale centre

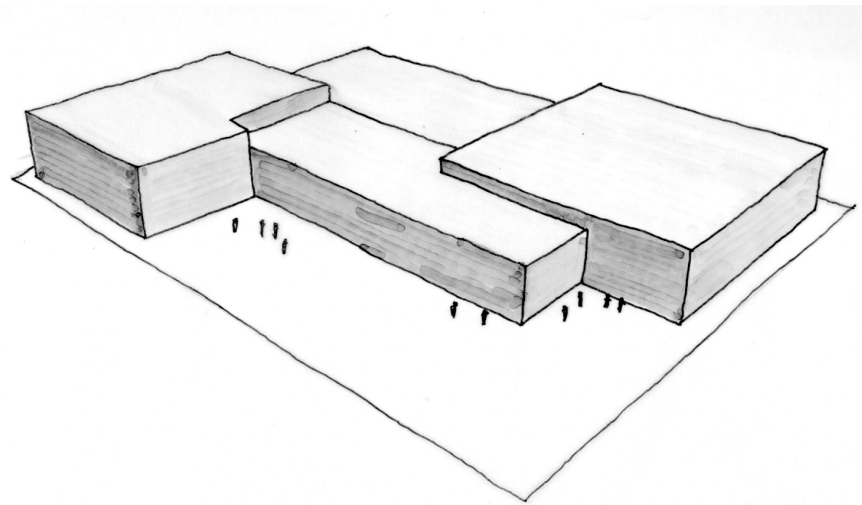


1970s Stripmall

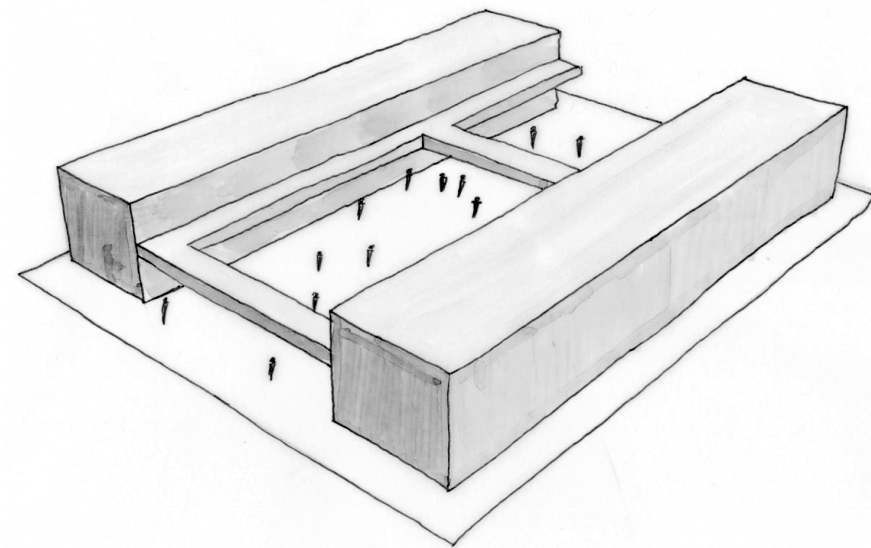


1980s Megamalls

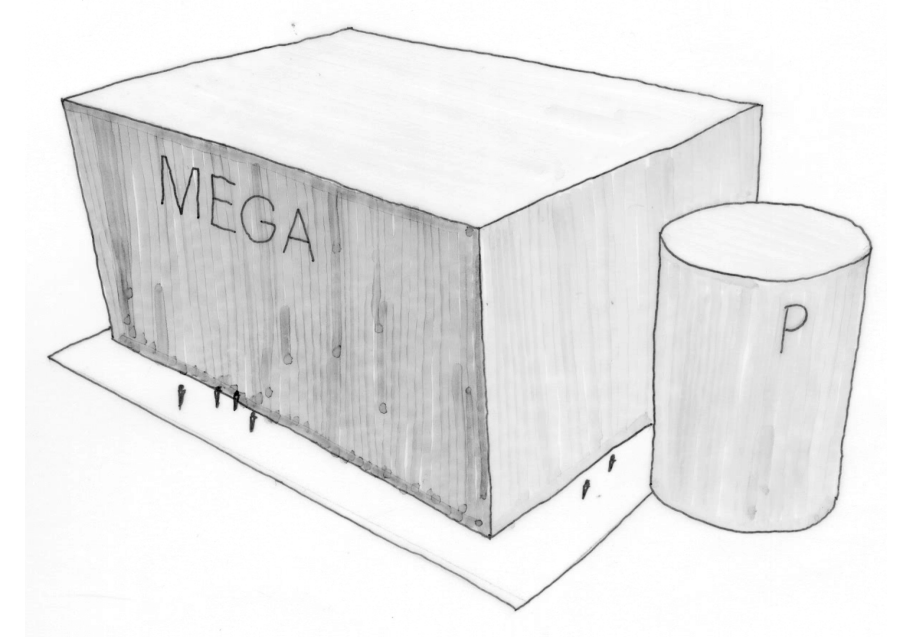
Netherlands



1960s Southdale centre

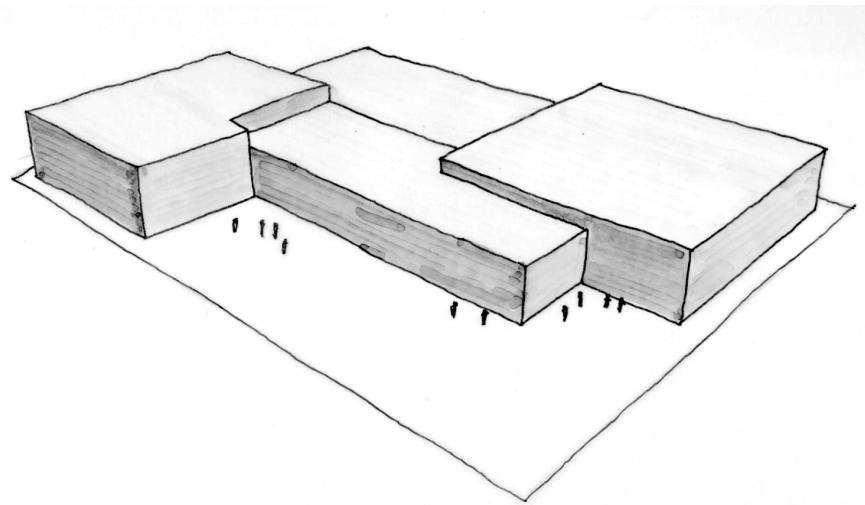


1960s Lijnbaan Rotterdam

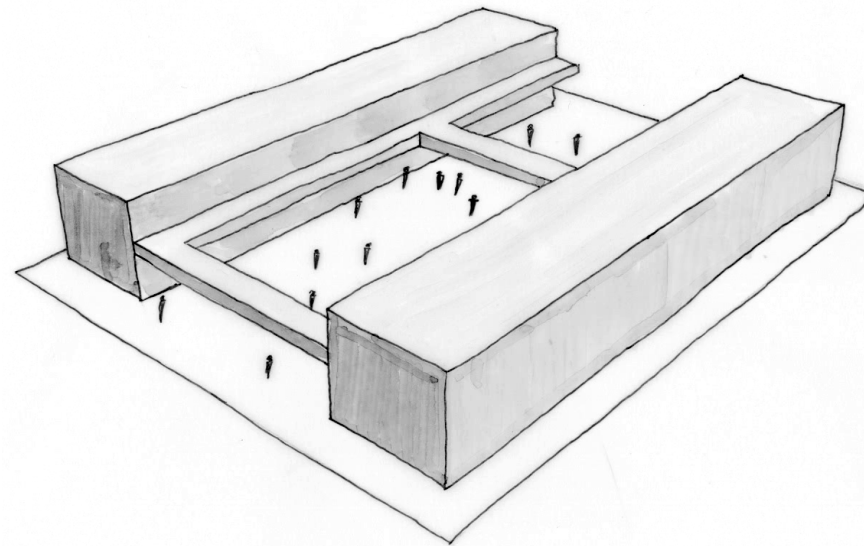


1980s Megamalls

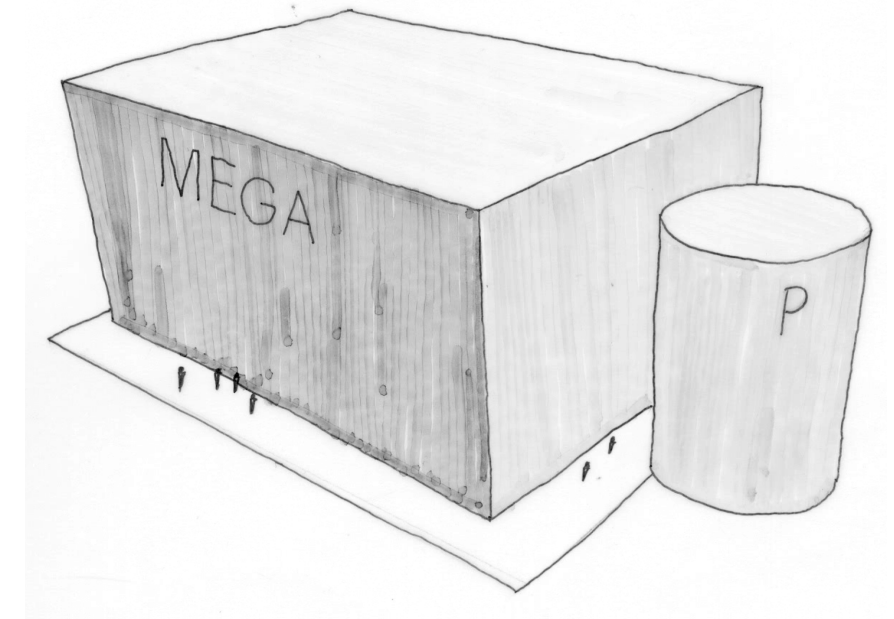
Netherlands



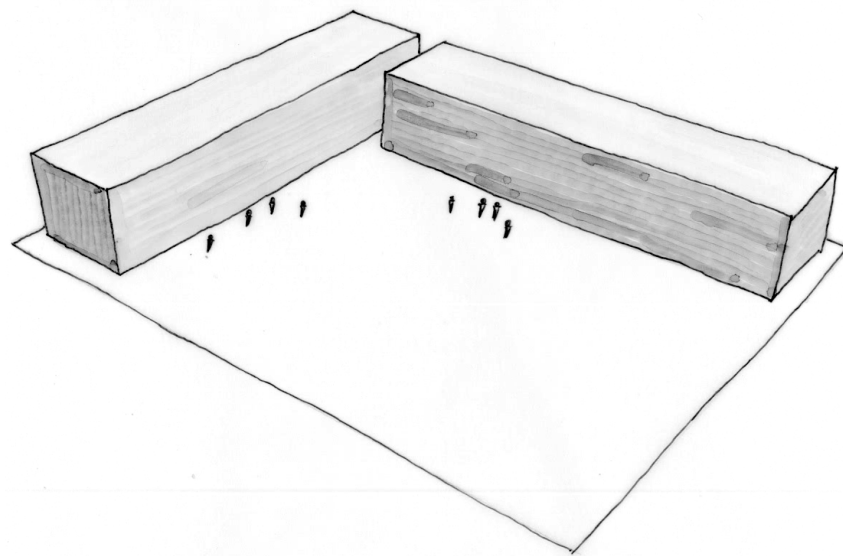
1960s Southdale centre



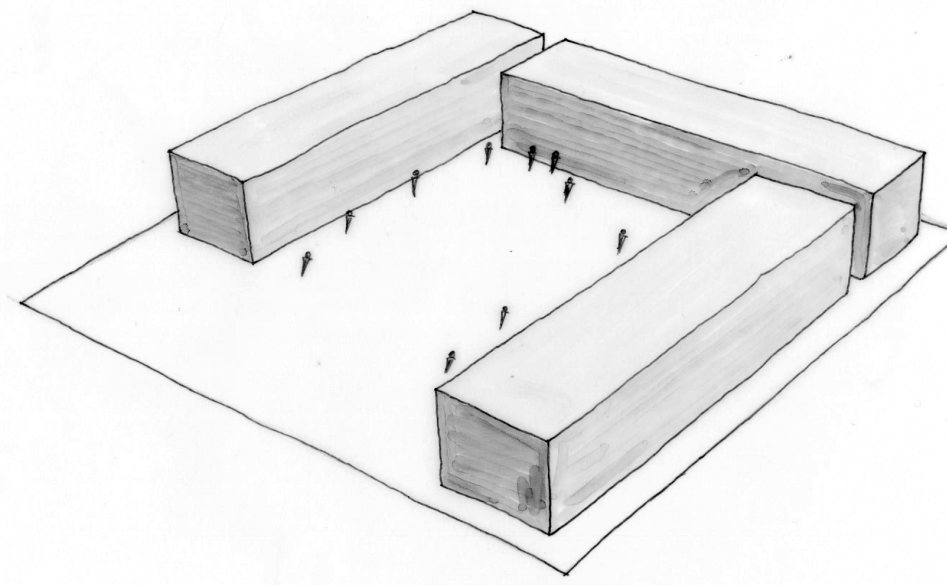
1960s Lijnbaan Rotterdam



1980s Megamalls



1960-70s Clusterblocks

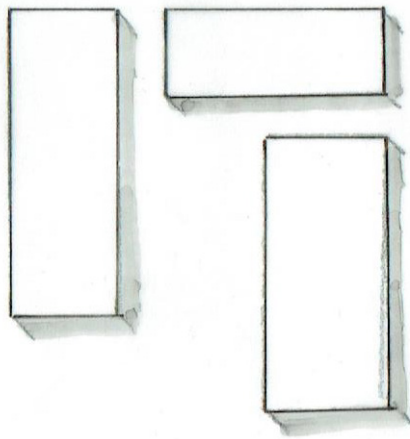


What is a modern mall in the Netherlands?

'A **group** of commercial establishments, planned, developed, owned and **managed as a unit**, with off-street parking provided on the property (in direct ratio to the building area) and **related in location, size** (gross floor area) and **type of shops** to the **trade area** that the unit serves'

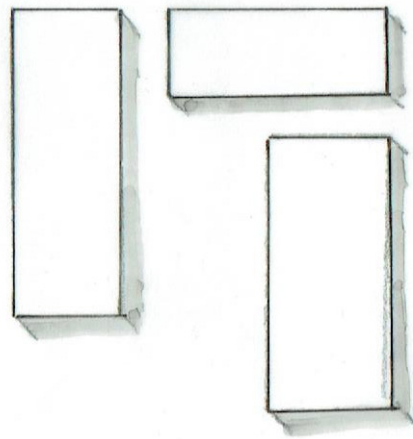
(Urban Institute, 1957)

Cluster of blocks

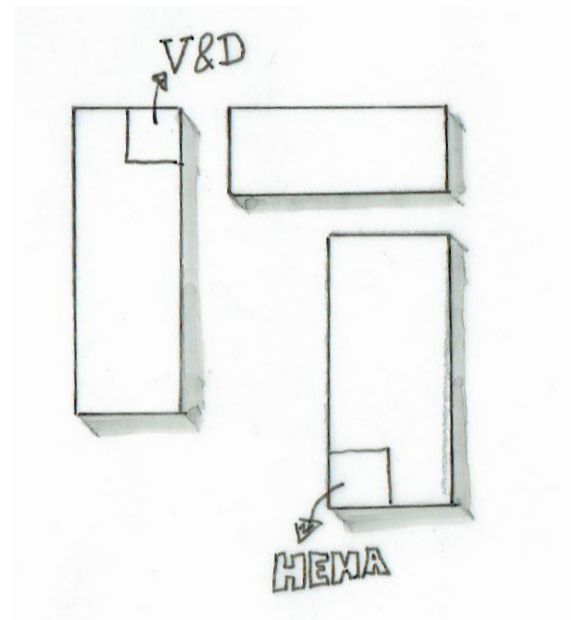


characteristics derived from Kooijman D. Machine en Theater

Cluster of blocks

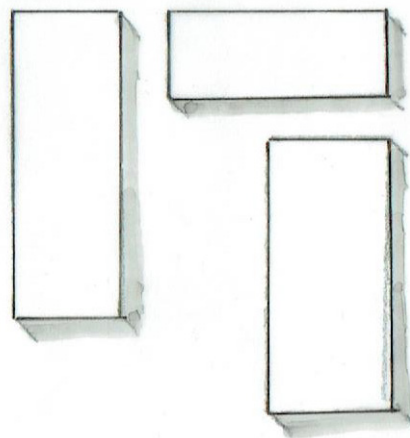


Anchor stores

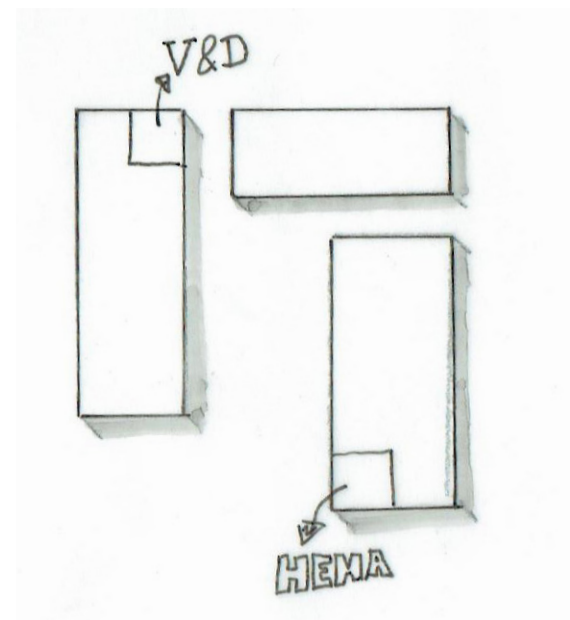


characteristics derived from Kooijman D. Machine en Theater

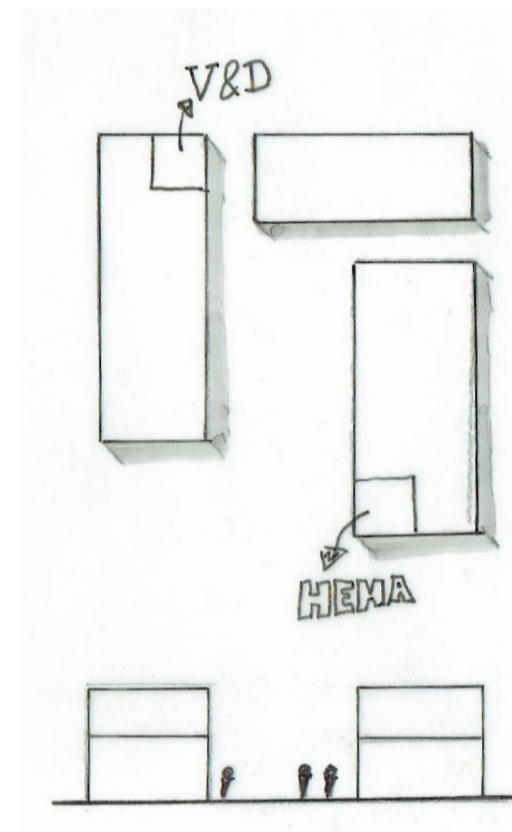
Cluster of blocks



Anchor stores

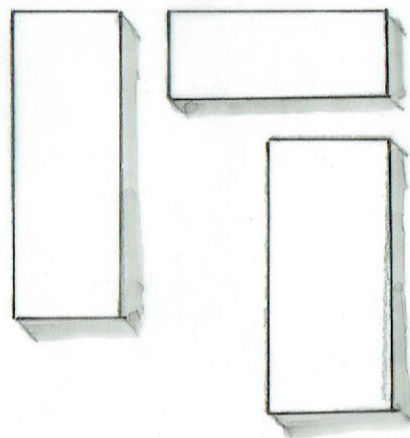


Building layers

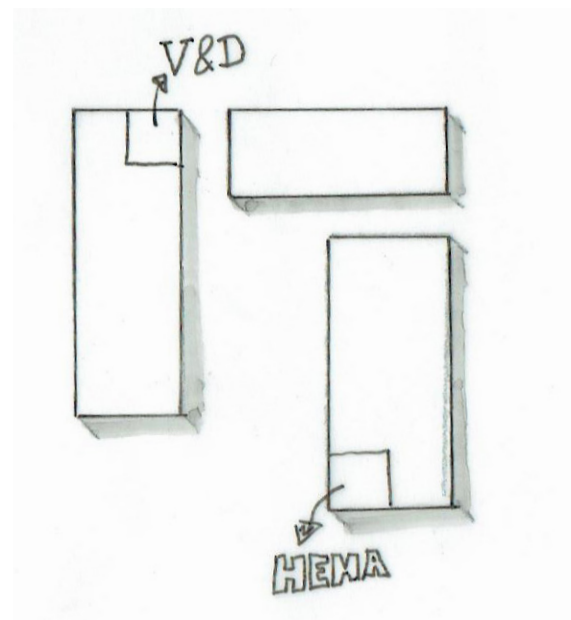


characteristics derived from Kooijman D. Machine en Theater

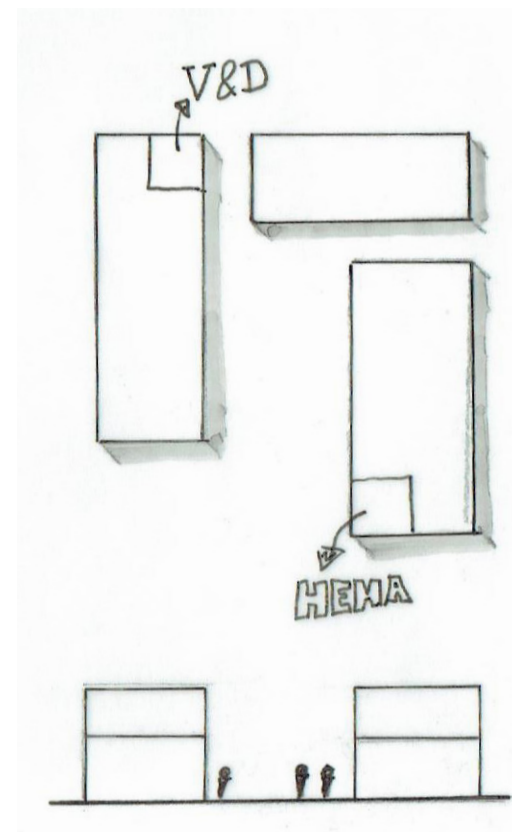
Cluster of blocks



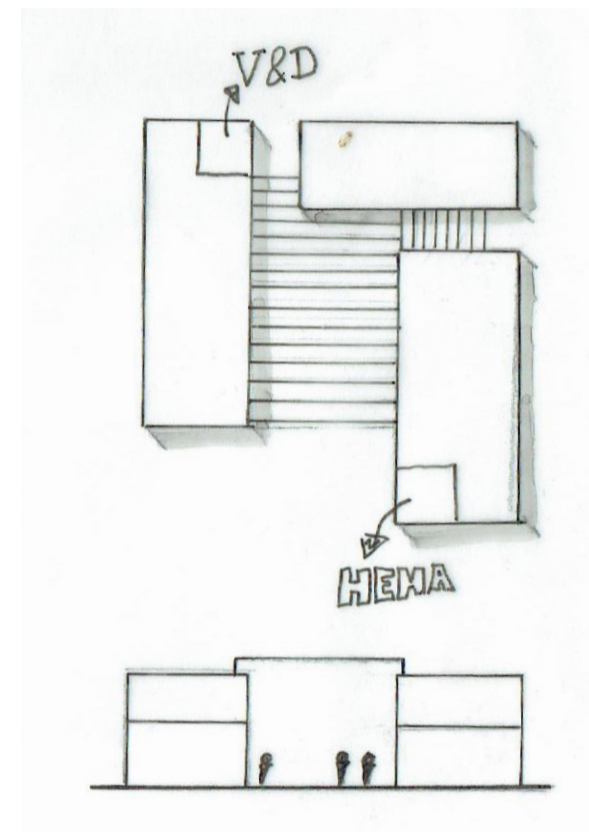
Anchor stores



Building layers

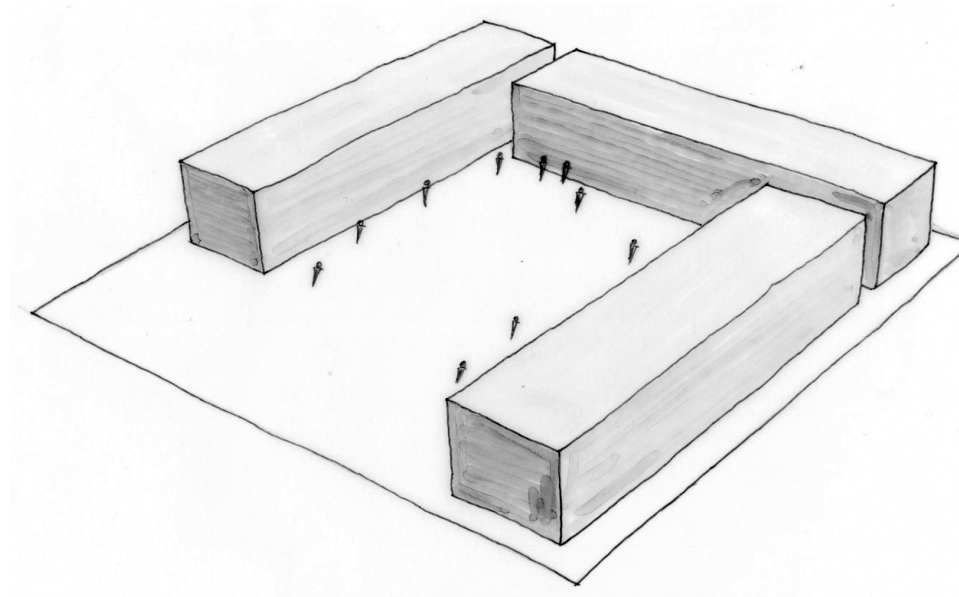
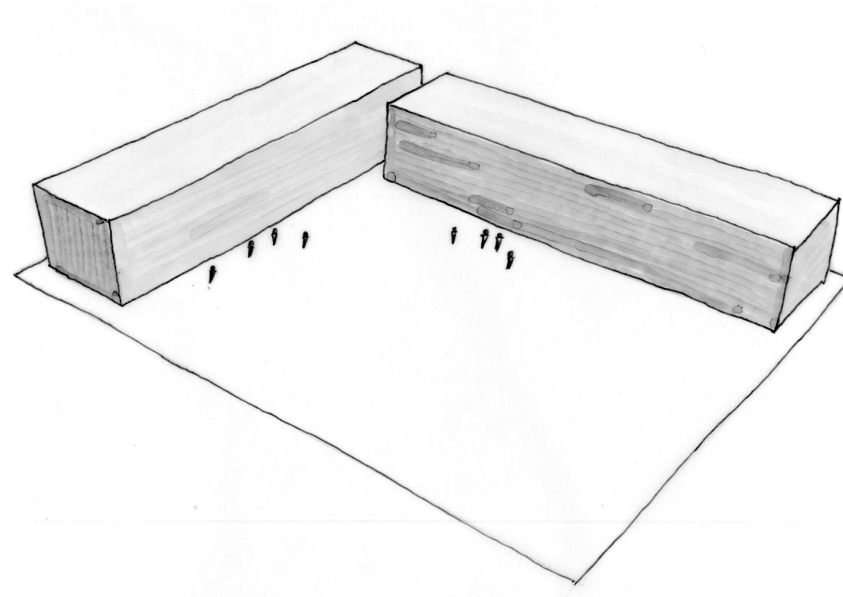


Open/covered

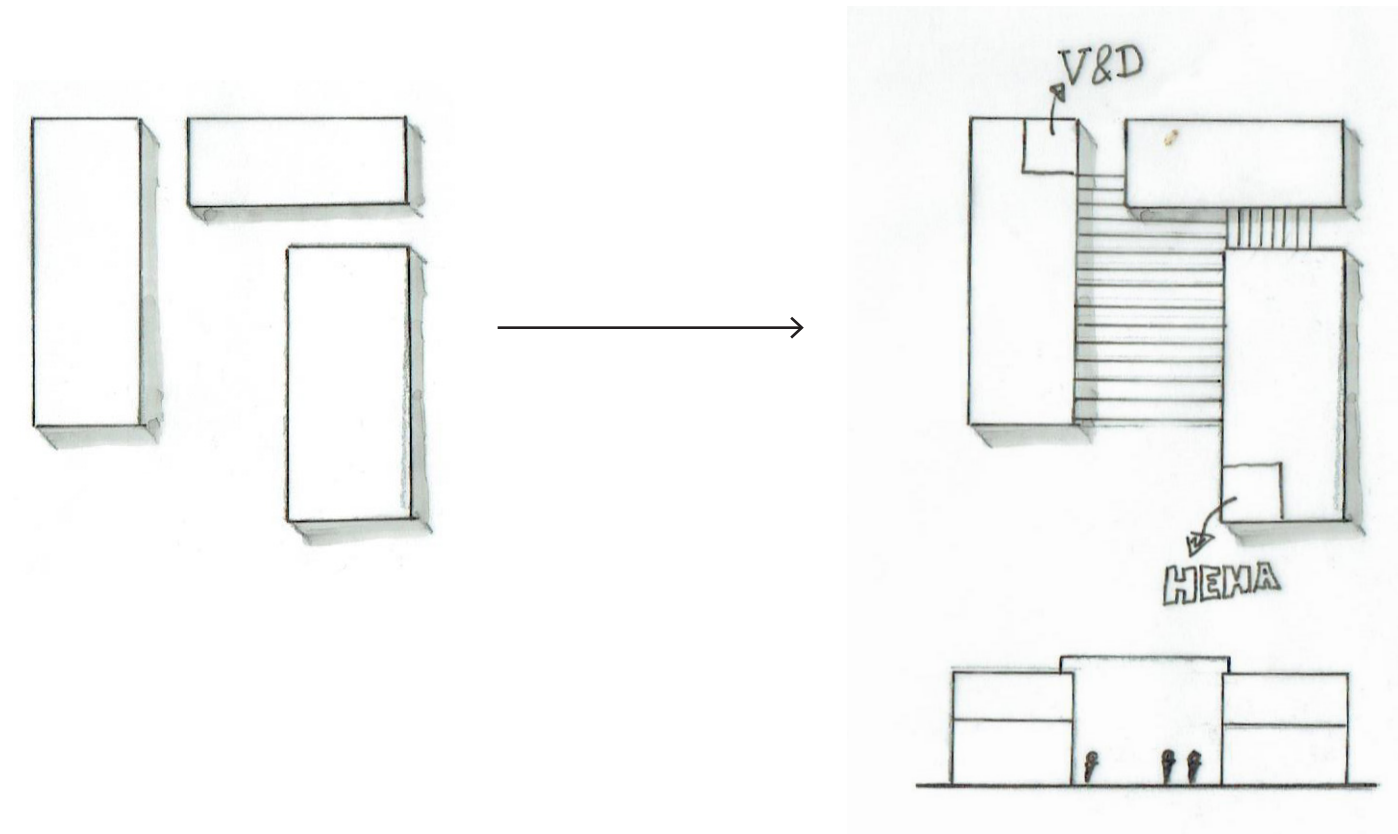


characteristics derived from Kooijman D. Machine en Theater

focus on which modern malls?

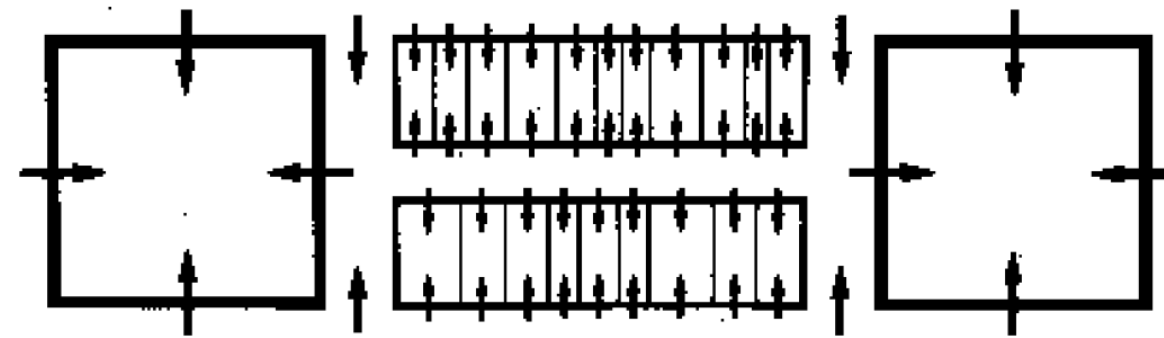


online shopping, vacancy, changing behaviour, trying to keep up

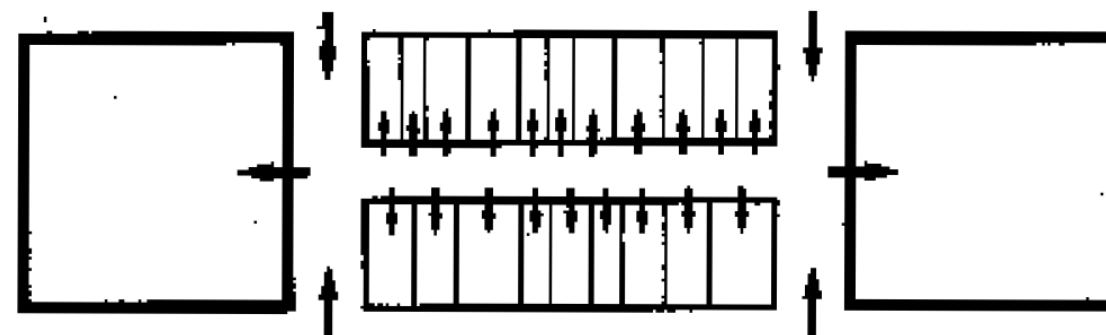


modern malls are becoming closed structures

From this ...



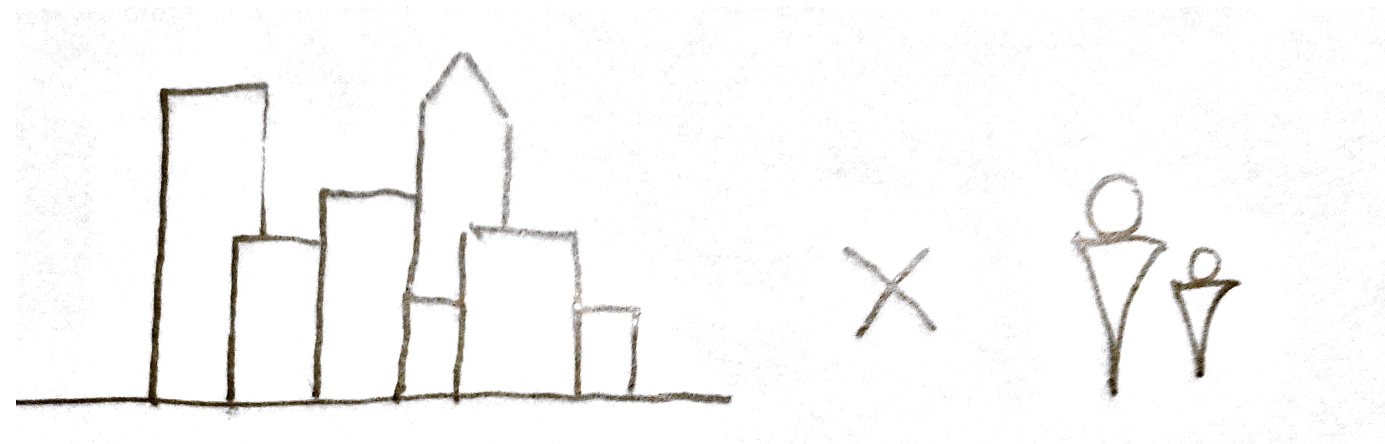
... To this



Closed Modern Malls no longer serves the needs of its users

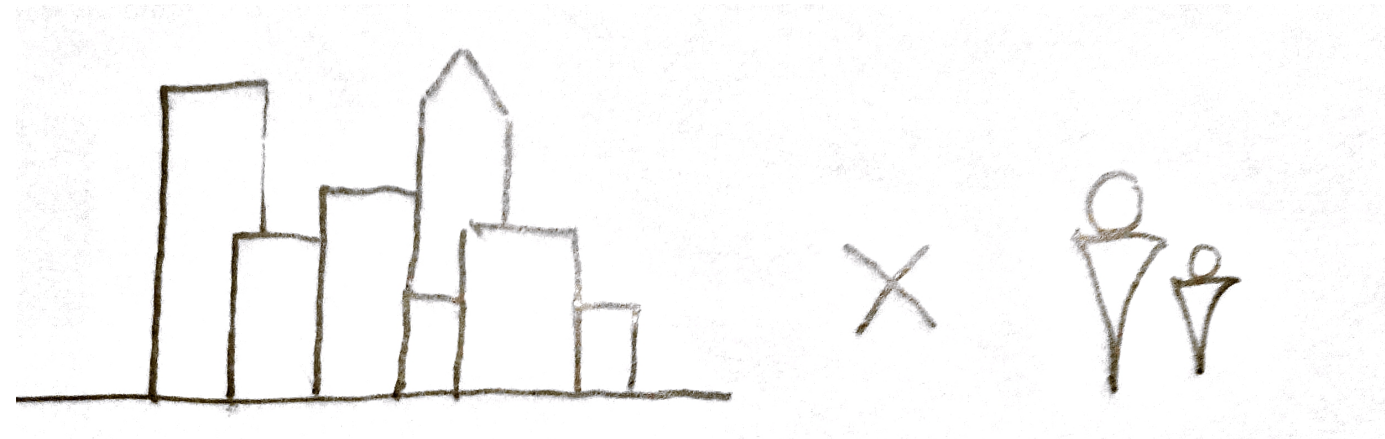
How to open up this closed mall?

Sennett - Building and Dwelling, ethics for the city

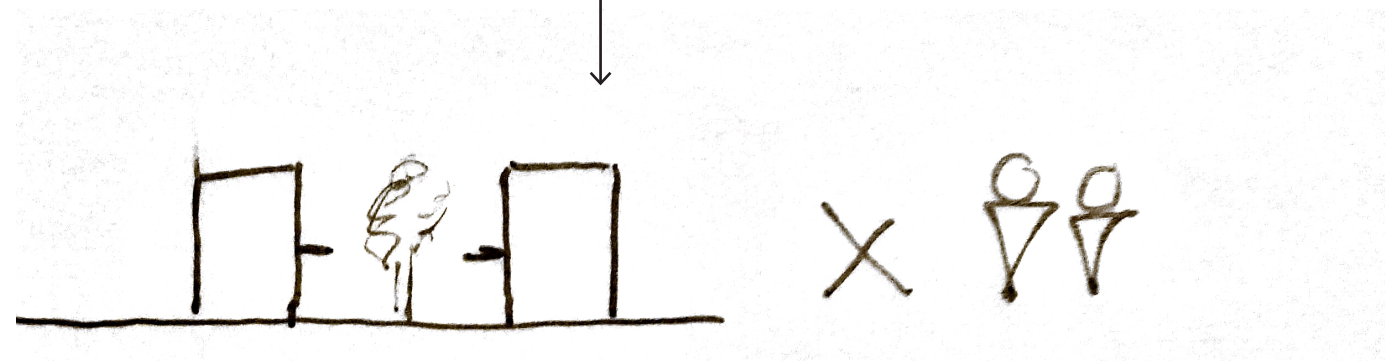


mismatch between the city (*the ville*) and its users (*the cité*)

Rigid city and its fluid users, how to connect them?



missmatch between the city (*the ville*) and its users (*the cité*)



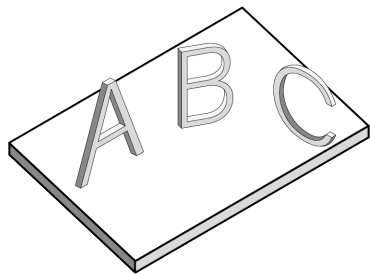
missmatch between the mall and its users

"we need porous edges, incomplete forms and unresolved narratives"

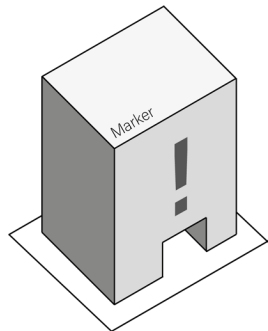
realizing this with the implementation of the open forms

The Open Forms

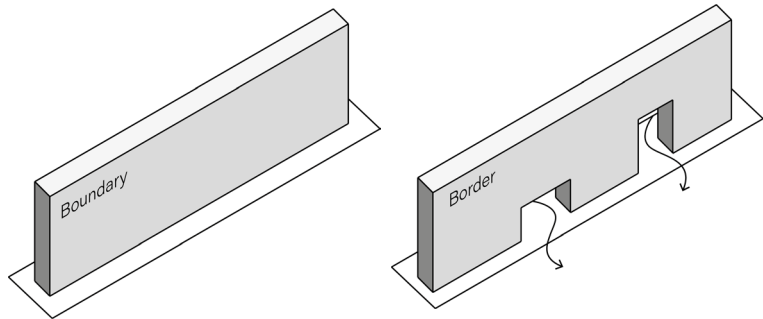
Synchronous spaces



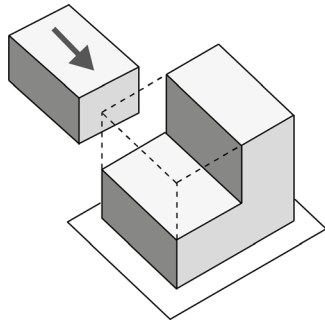
Markers



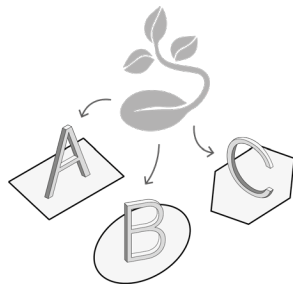
Membrane



Incomplete, the shell

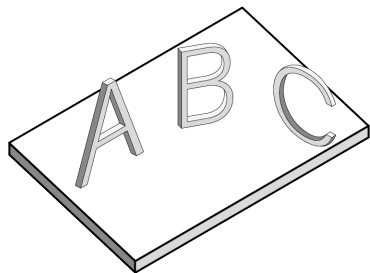


Seed planning

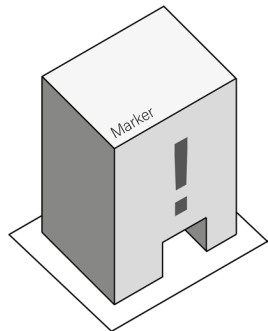


The Open Forms

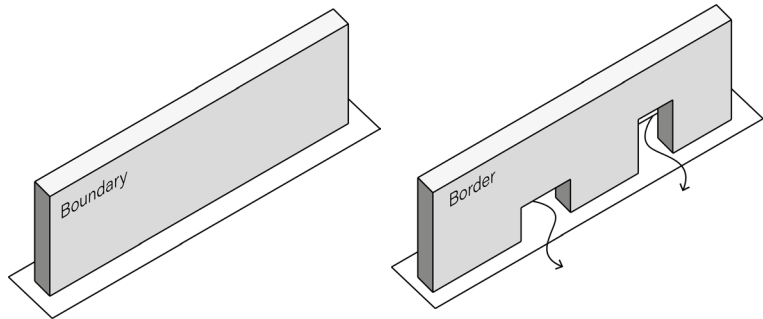
Synchronous spaces



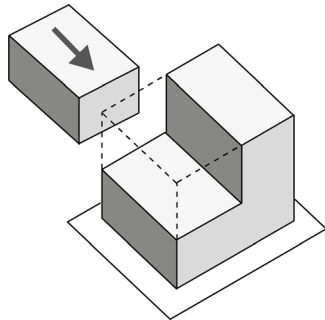
Markers



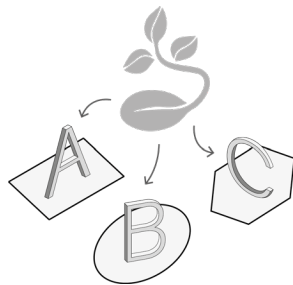
Membrane



Incomplete, the shell

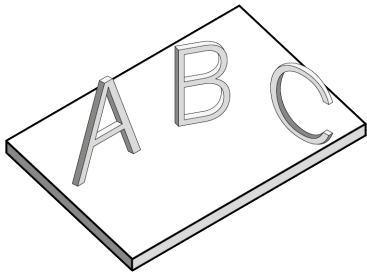


Seed planning

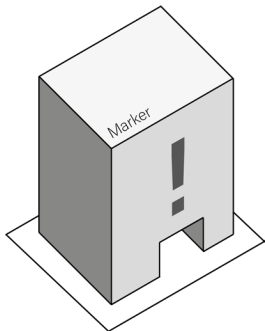


The Open Forms

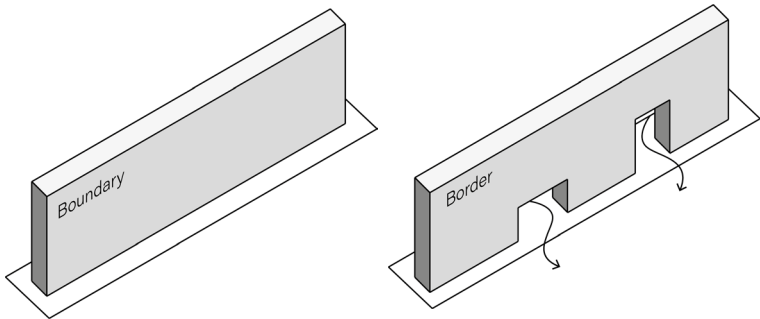
Synchronous spaces



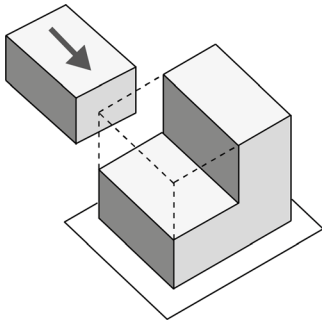
Markers



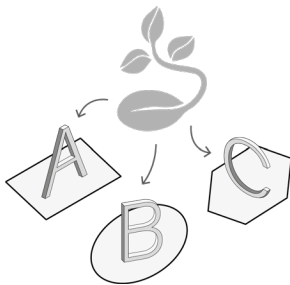
Membrane



Incomplete, the shell

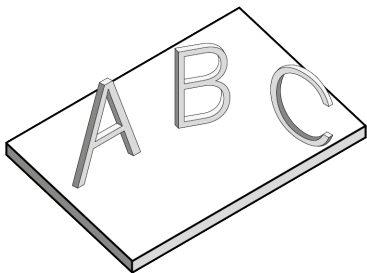


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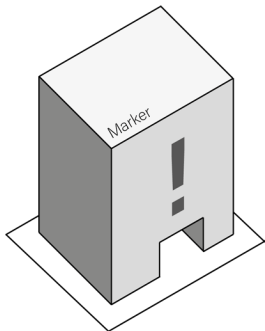


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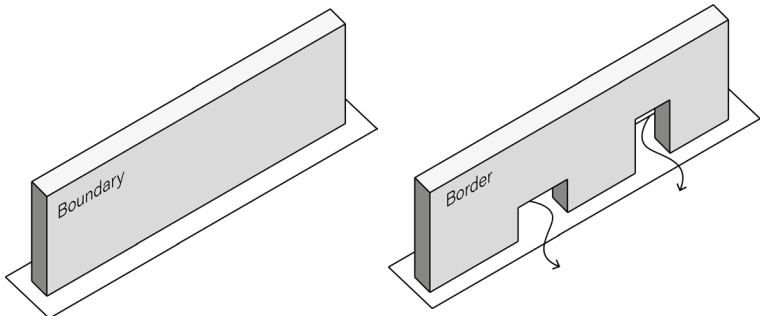
Synchronous spaces



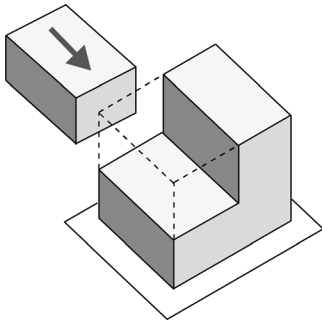
Markers



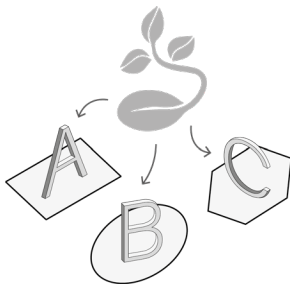
Membrane



Incomplete, the shell

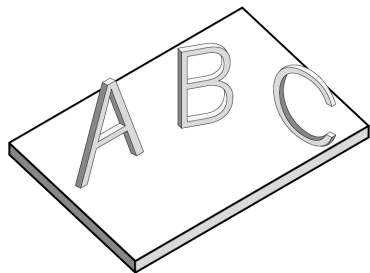


Seed planning

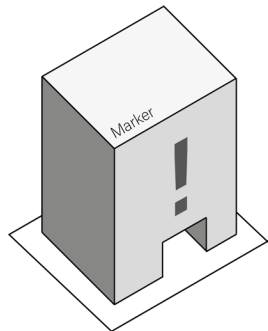


The Open Forms

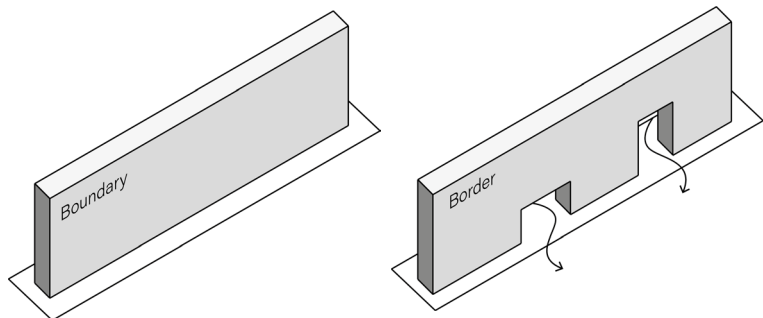
Synchronous spaces



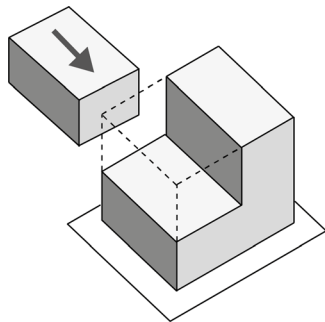
Markers



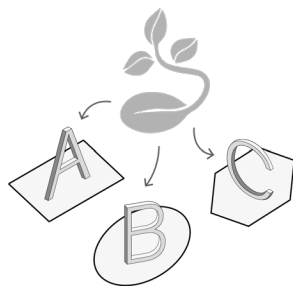
Membrane



Incomplete, the shell

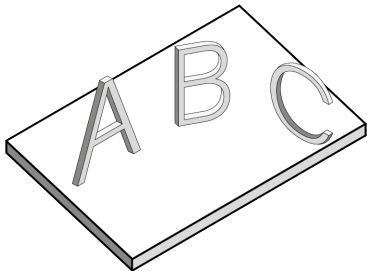


Seed planning

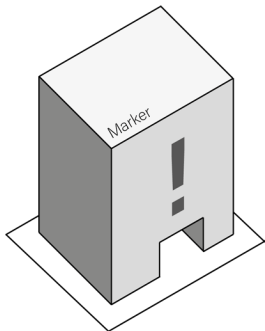


The Open Forms

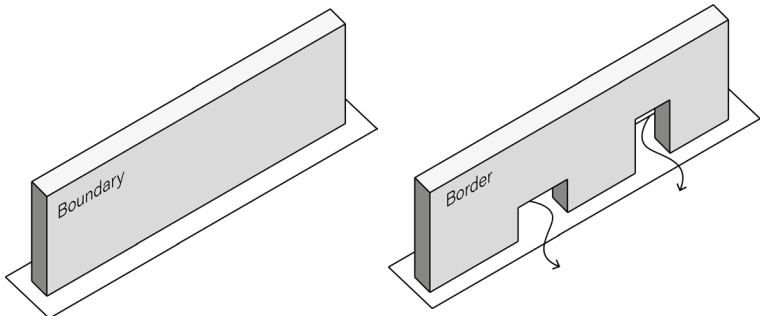
Synchronous spaces



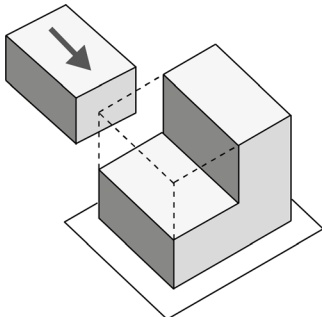
Markers



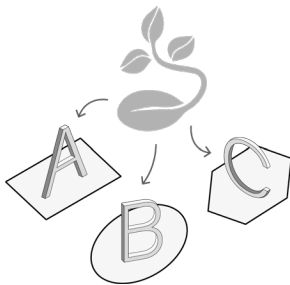
Membrane



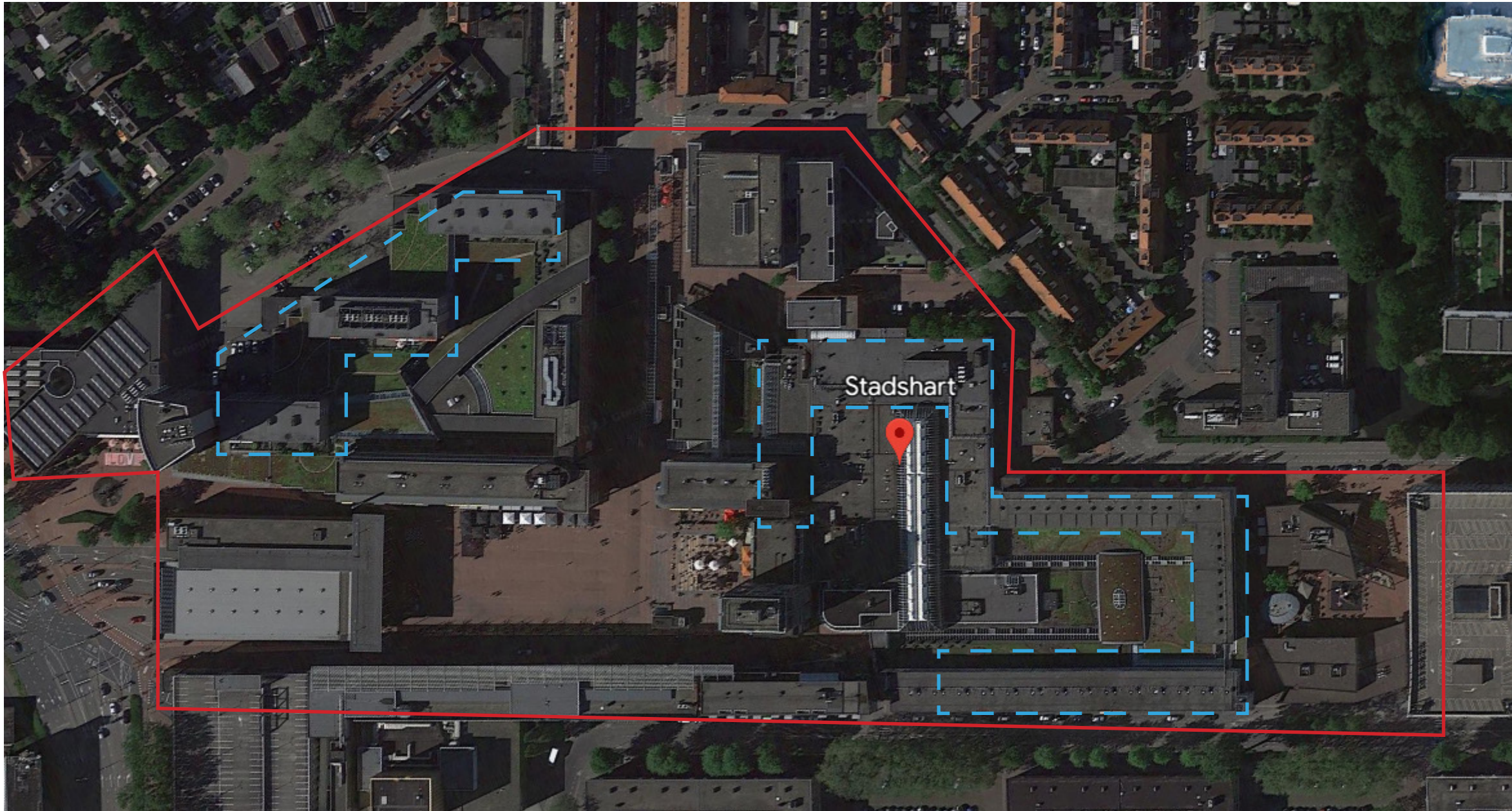
Incomplete, the shell



Seed planning



Case study Binnenhof - Amstelveen (1960s) (stadshart from 1999 onwards)



Stadshart from above (google earth)



Binnenhof Amstelveen 1962 (amstelveenweb)

Case study Binnenhof - Amstelveen (1960s) (stadshart from 1999 onwards)



Binnenhof Hema (Amstelveenweb)

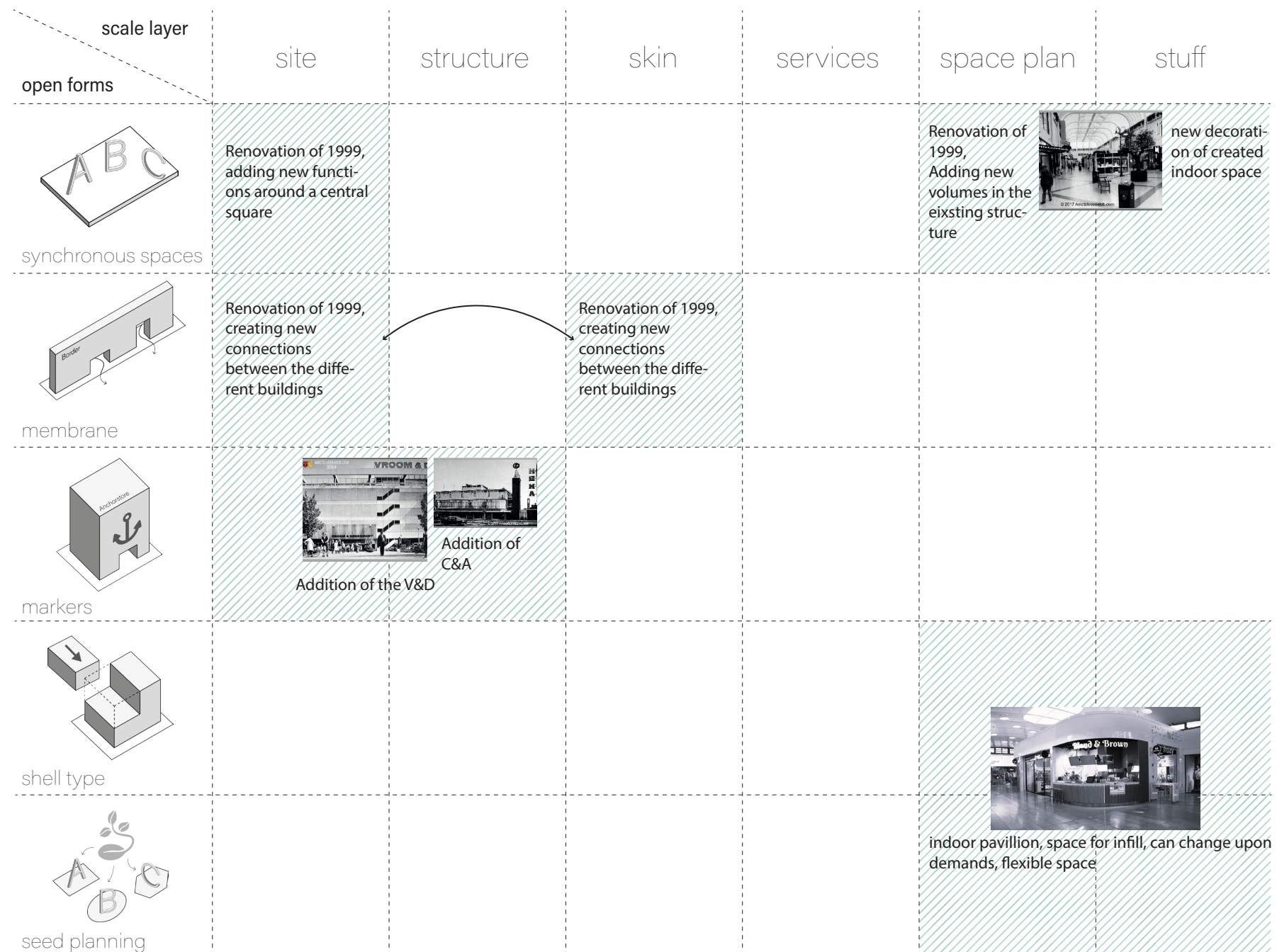


Stadshart Hema (Amstelveenweb)

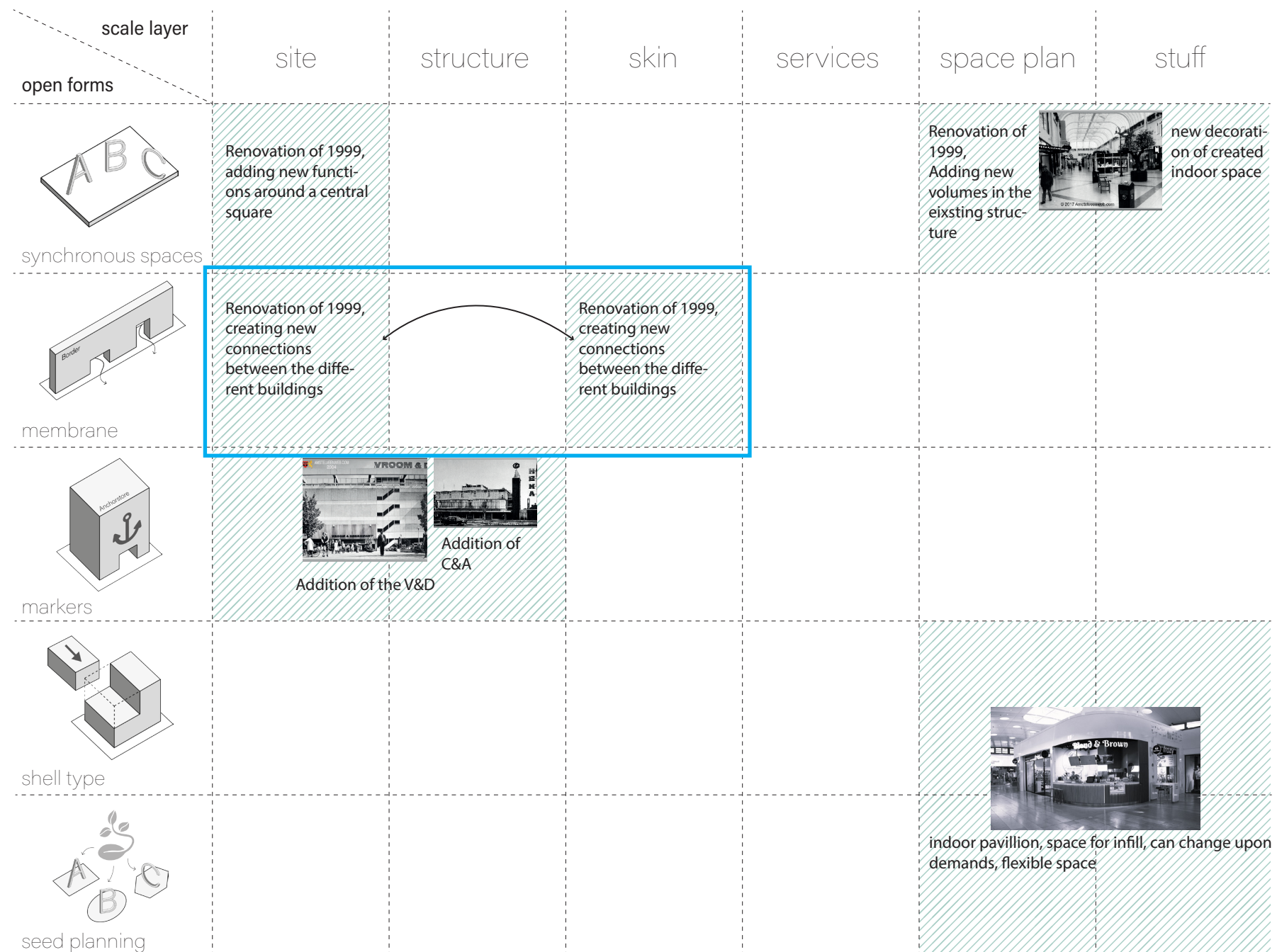
Locating the open forms as interventions

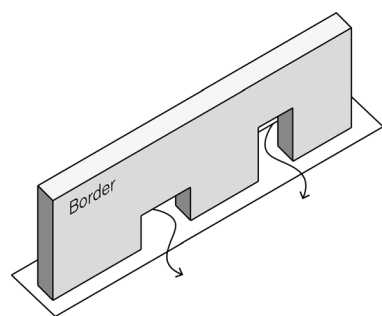


Locating the open forms as interventions



Locating the open forms as interventions





▲ 1) Main entrance



▲ 2) entrance



▲ 3) entrance



▲ 4) entrance



▲ 5) entrance

The Bogaard, Rijswijk



De Bogaard, retrieved from pinterest



Entrance de Bogaard (author)



1963 opening
Architects: J.A.B. Lucas & H.E. Niemeyer
39.000m² original up to 65.000m²



overview of the mall (google)



De Bogaard, retrieved from pinterest



De Bogaard, retrieved from pinterest



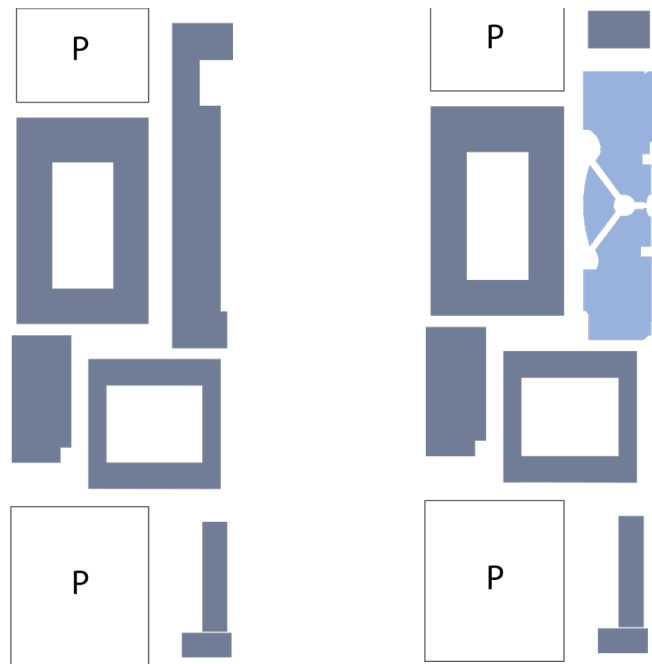
De Bogaard, retrieved from facebook



1960s



De Sterpassage (propertynl)



1960s

1994



De Terp (inventory holding)



1960s

1994

1999



prins Willem-Alexander passage (AGS)



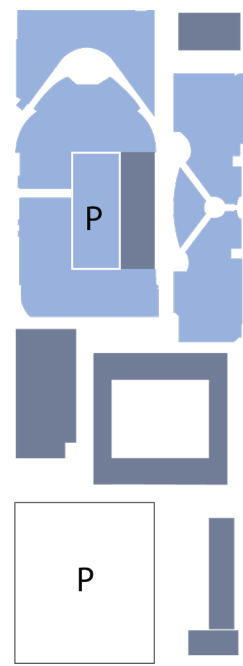
renovation of facades (inventory holding)



1960s



1994



1999



2001



stadhuis (van Amstel



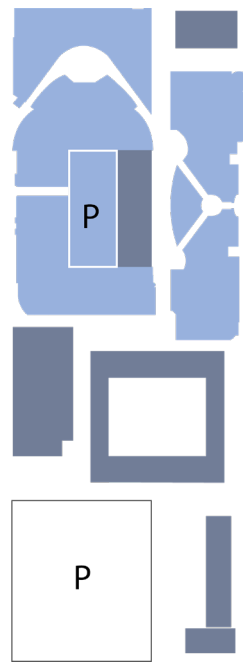
de Generaal (architectuur.nl)



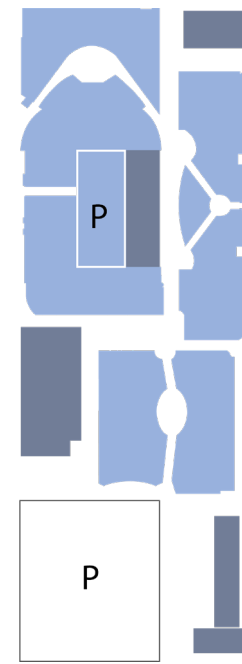
1960s



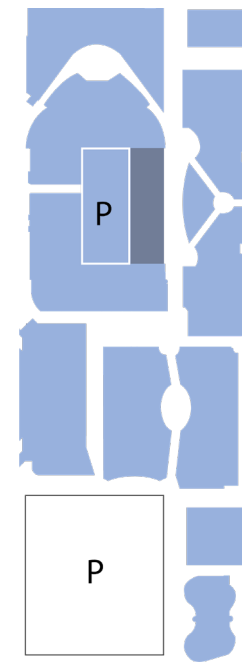
1994



1999



2001





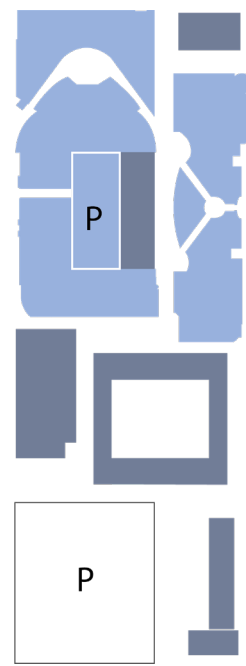
Bogaardplein (schadenberggroep)



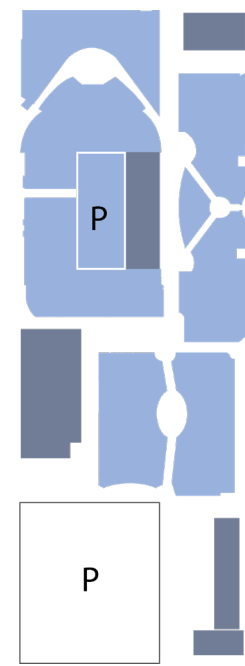
1960s



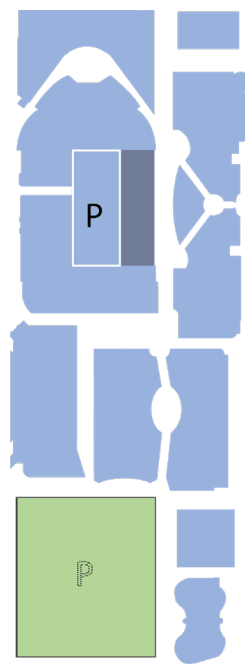
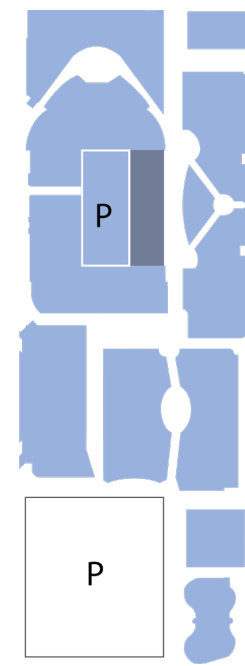
1994



1999



2001



present



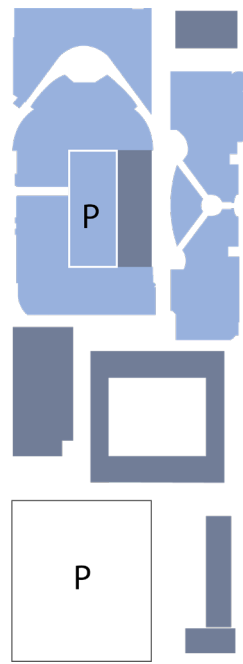
demolished Sterpassage (author)



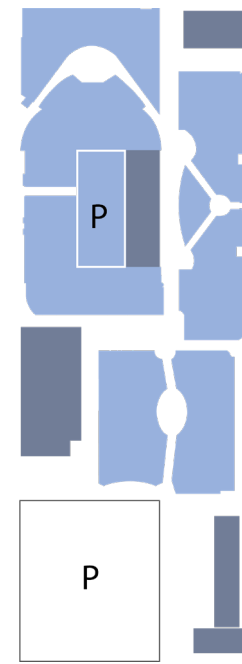
1960s



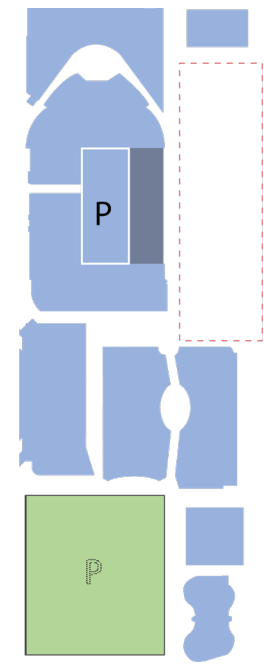
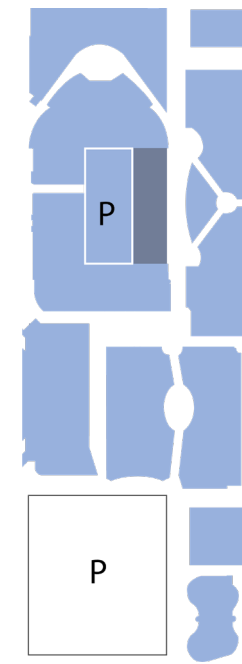
1994



1999



2001

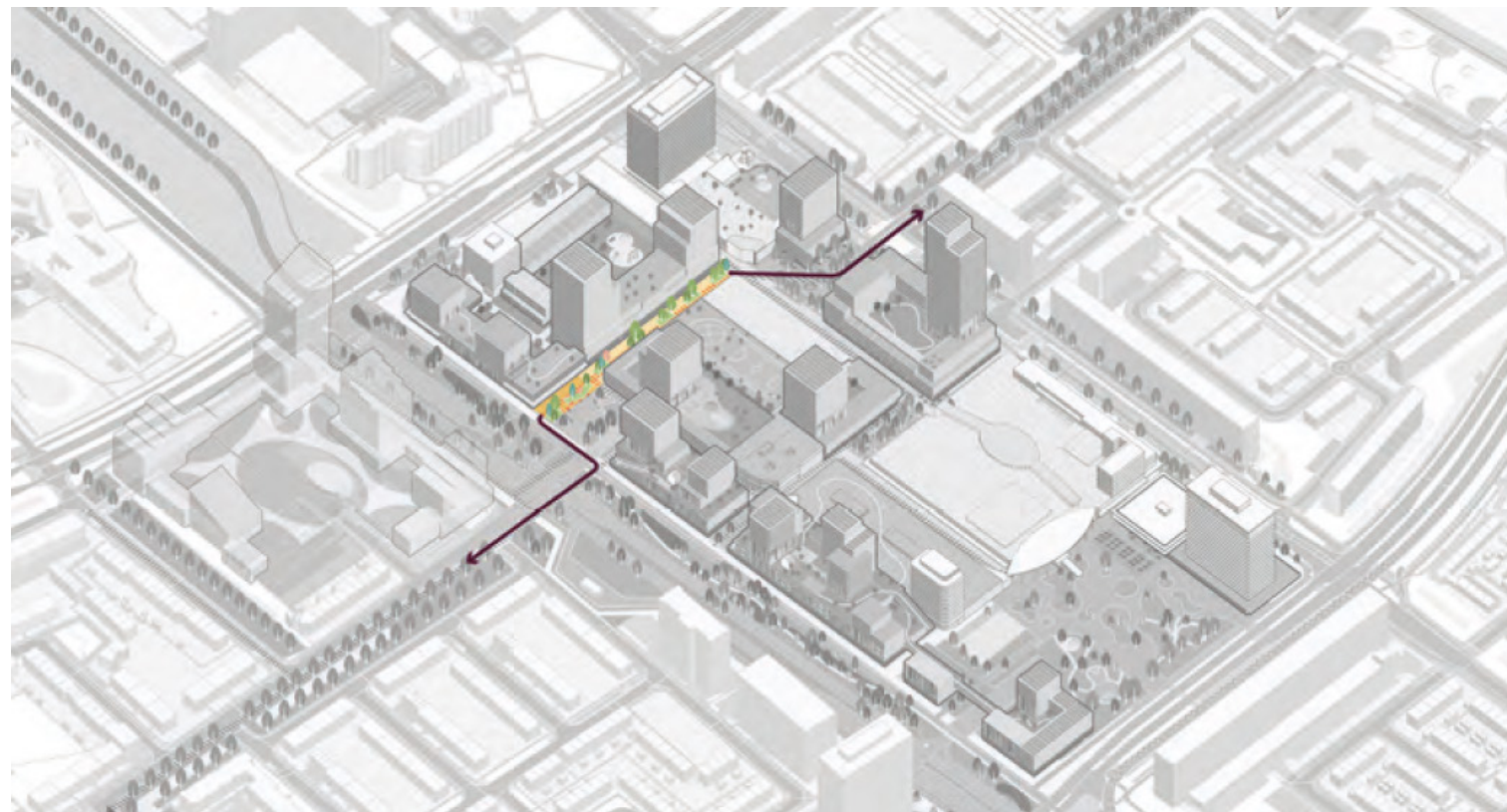


present

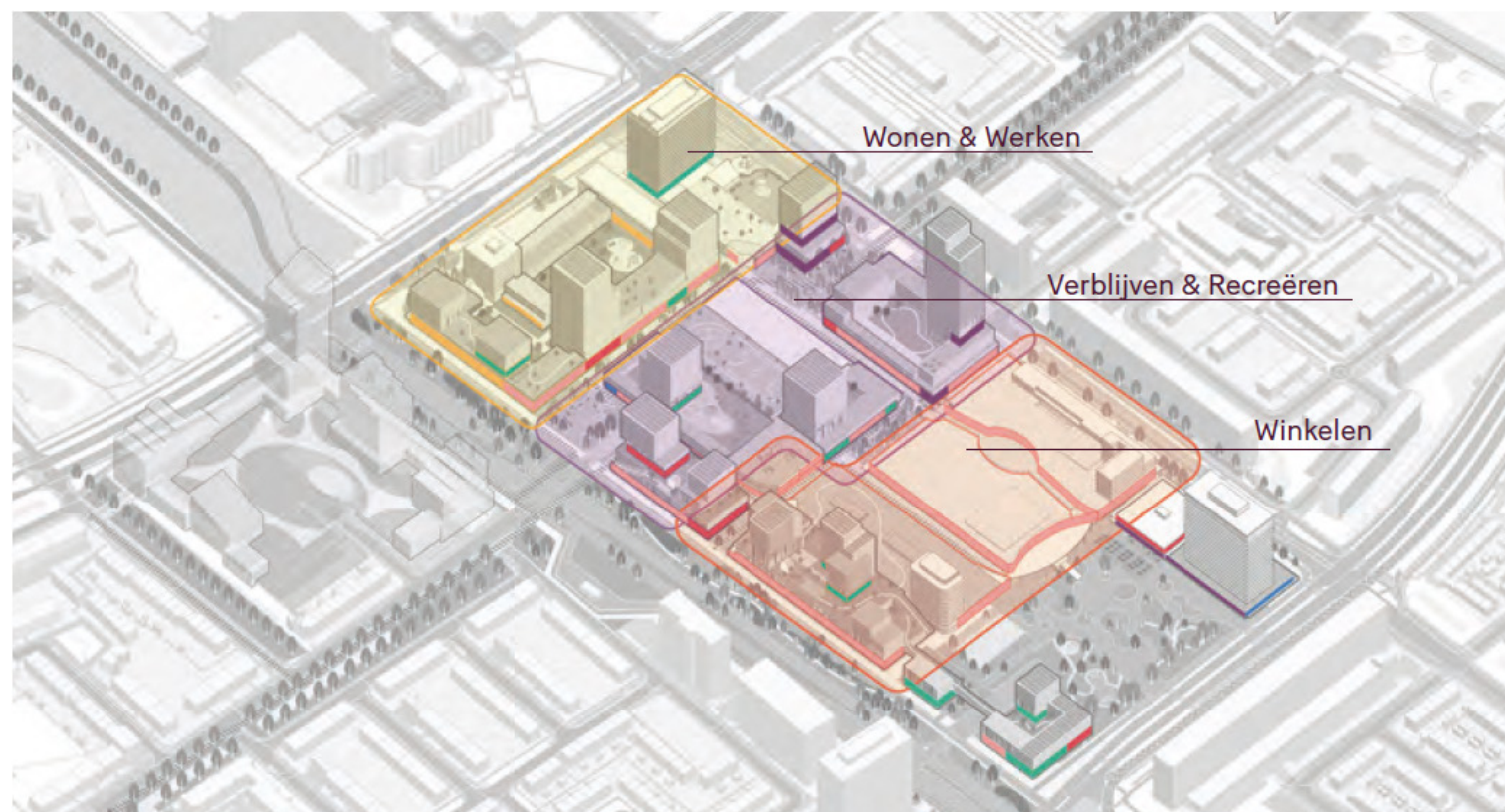
A hand-drawn site plan of a development area. The plan shows several buildings and parking lots. Key features include:

- Parking Areas:** Labeled "PARKING" in two locations. One is at the top left, and the other is at the bottom left, with an arrow pointing to it labeled "ENTRANCE parking".
- Buildings and Structures:**
 - A building at the top center labeled "TRANSFORMED OFFICE → HOUSING".
 - A building to its left labeled "Empty parking lot".
 - A building further left labeled "VACANT STORES".
 - A building to the right of the "Empty parking lot" labeled "DEMOLISHED".
 - A building in the center labeled "CBA" and "HERA".
 - A building at the bottom center labeled "AH".
 - A building at the bottom right labeled "Housing on top".
 - A large building on the far right.
- Other Features:**
 - An arrow at the top left points left, labeled "Primes IRENECAN".
 - An arrow at the top right points right, labeled "To Station".
 - A line with an arrow points from the "DEMOLISHED" area towards the "Housing on top" building, labeled "Waltham H. plan seen".
 - A line with an arrow points from the "Housing on top" building towards the "AH" building, labeled "AREA with functioning Anchor stores".
 - A line with an arrow points from the "AH" building towards the "Housing on top" building, labeled "Housing on top".
 - A line with an arrow points from the "AH" building towards the "Housing on top" building, labeled "Housing on top".

Current plans



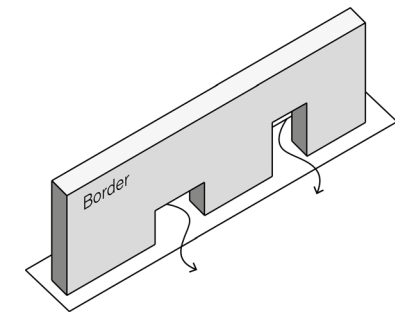
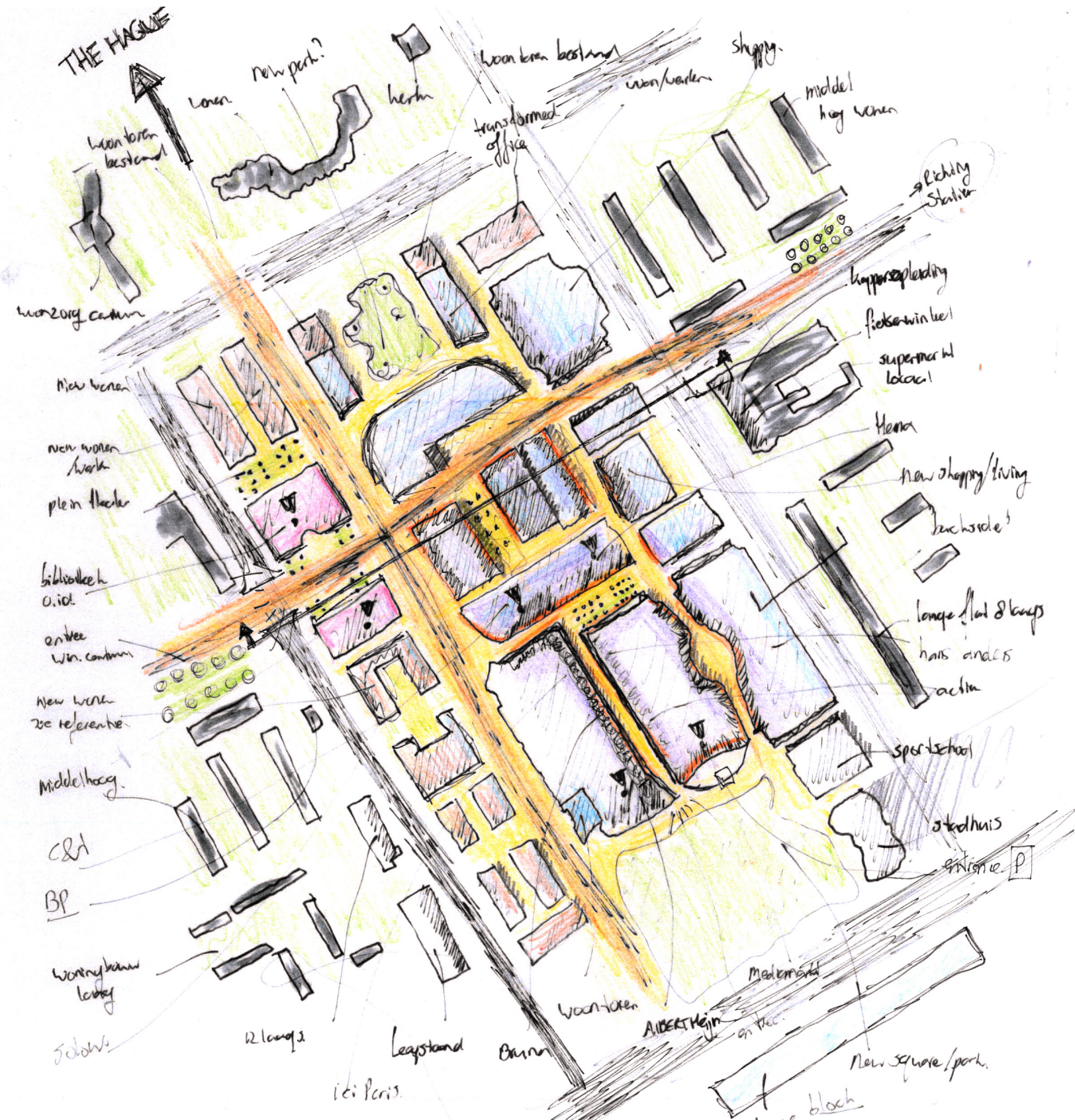
introducing an axis



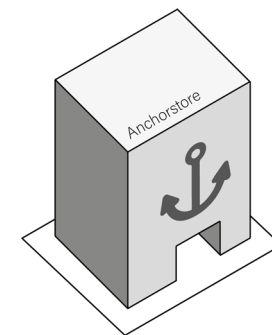
seperation of functions

posadmaxwan

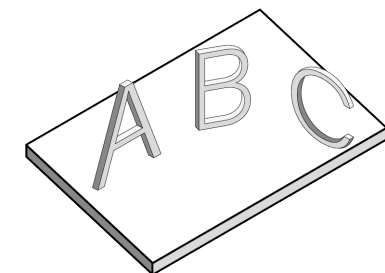
proposed plan



creating a new axis, east to west

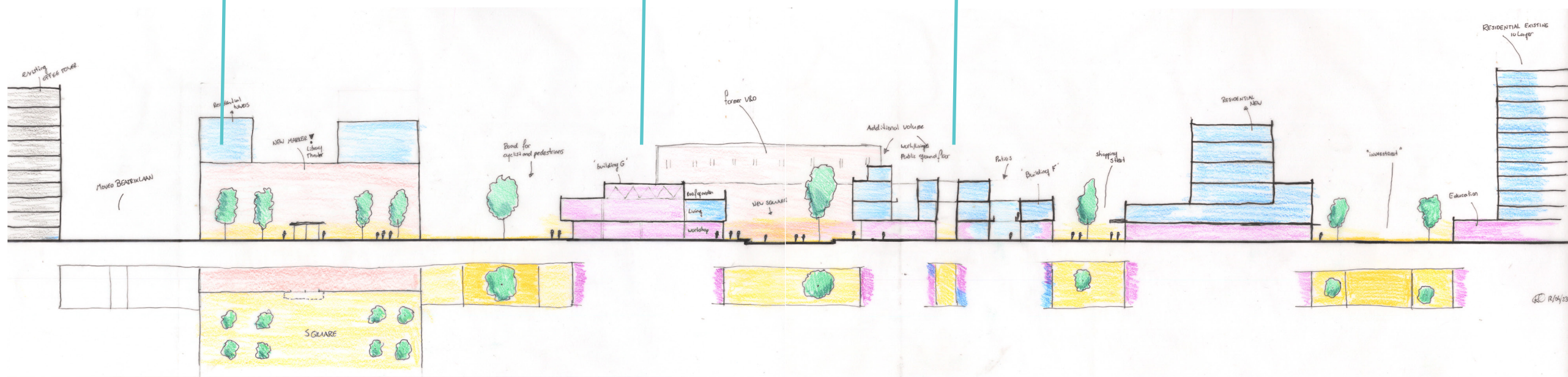
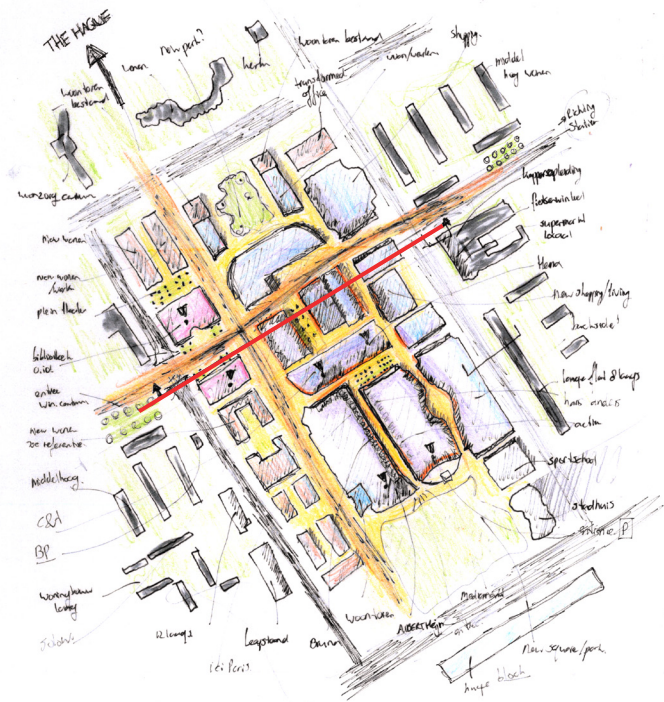


space for new markers at entrances of the mall



multifunctional spaces

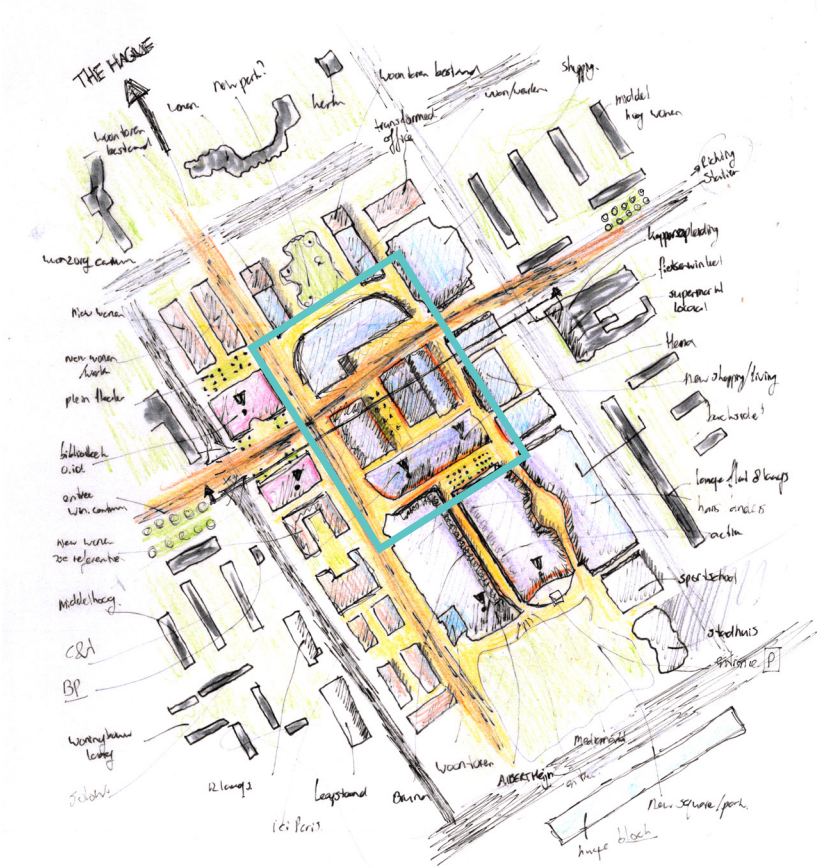
A 3D block with a notch on its right side. The word "Marker" is written on the top surface. The block is shown in a perspective view, with the top surface being light gray and the side surfaces being dark gray. It sits on a white square base.



Grootwinkelblok The Bogaard, Rijswijk



Grootwinkelblok (google)



Facade building F (R. Suroosh)

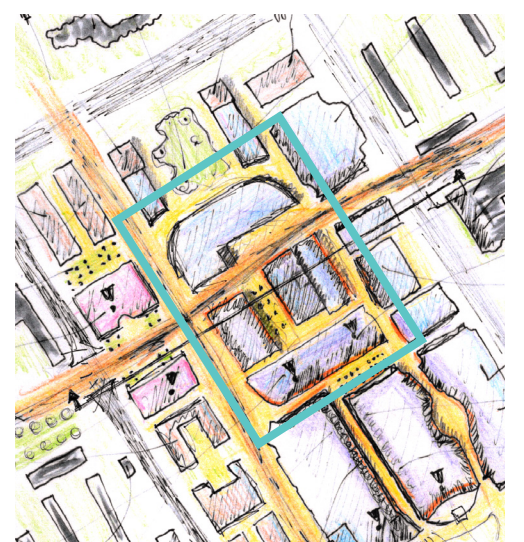
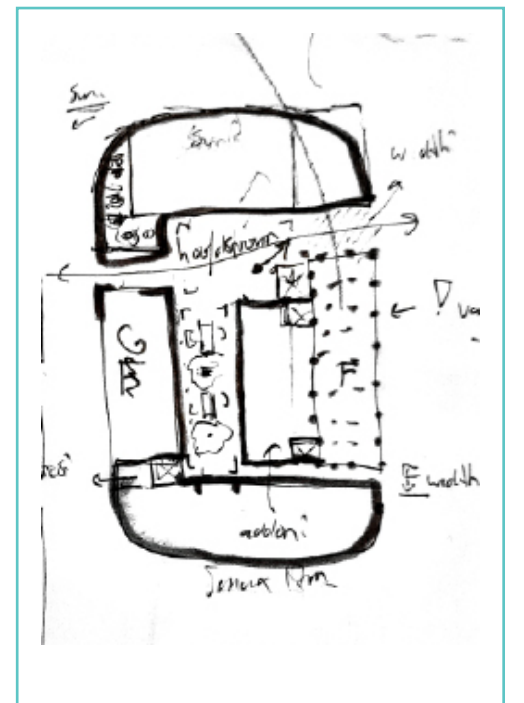
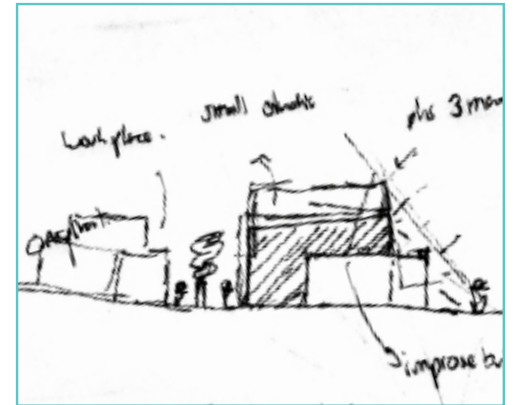
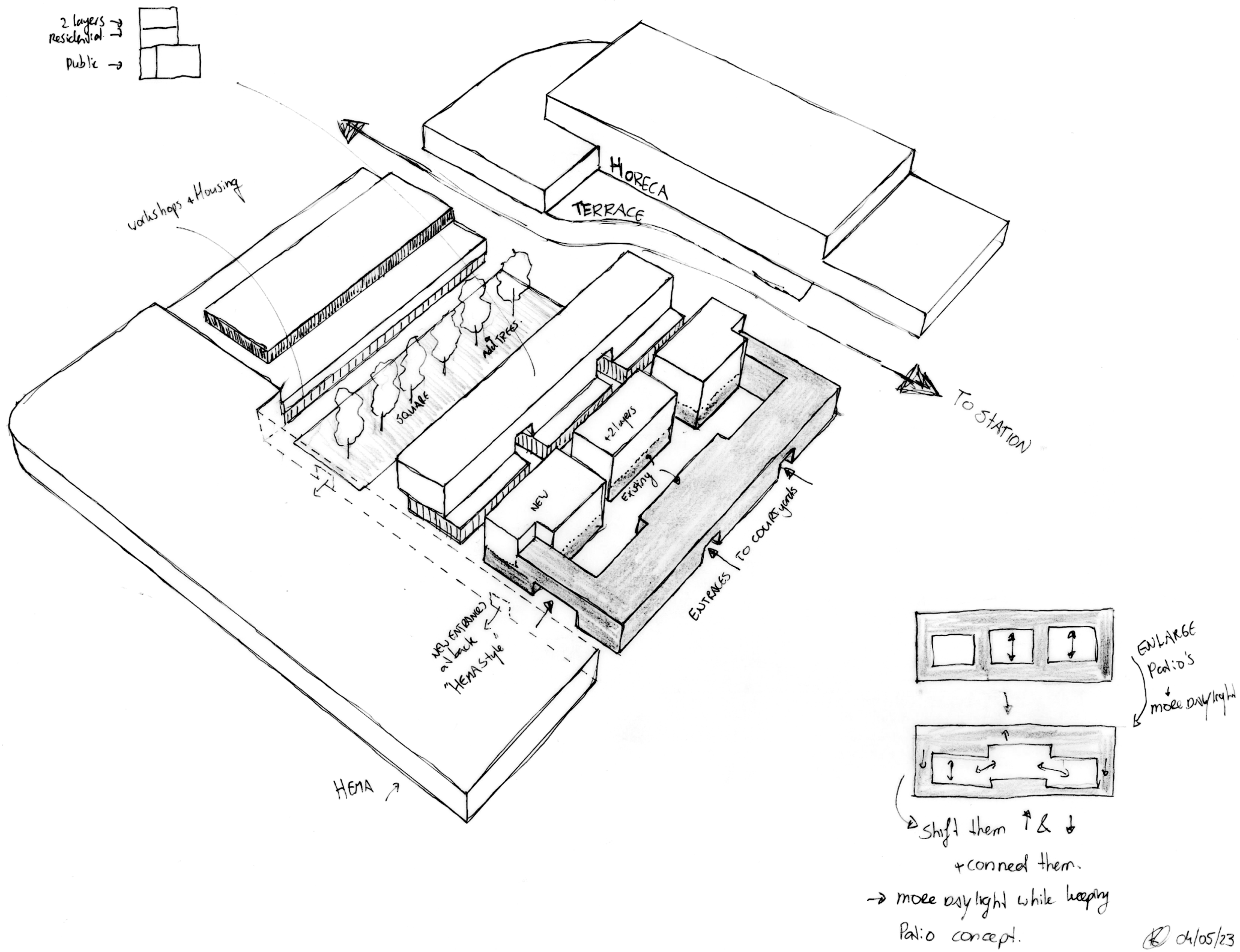


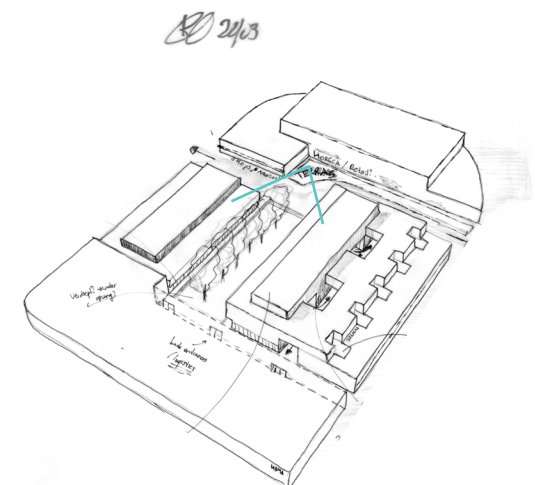
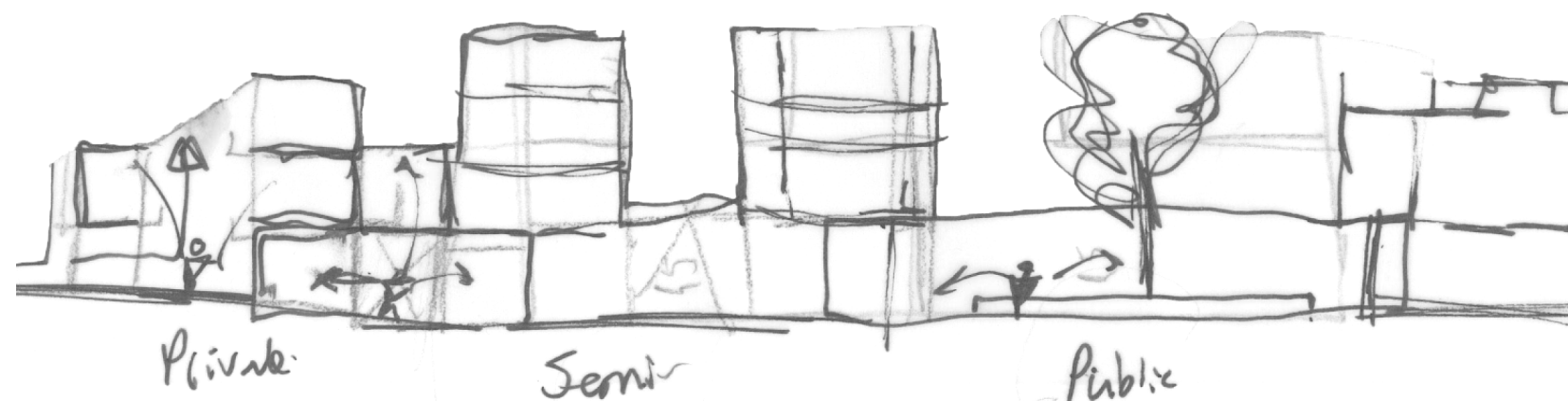
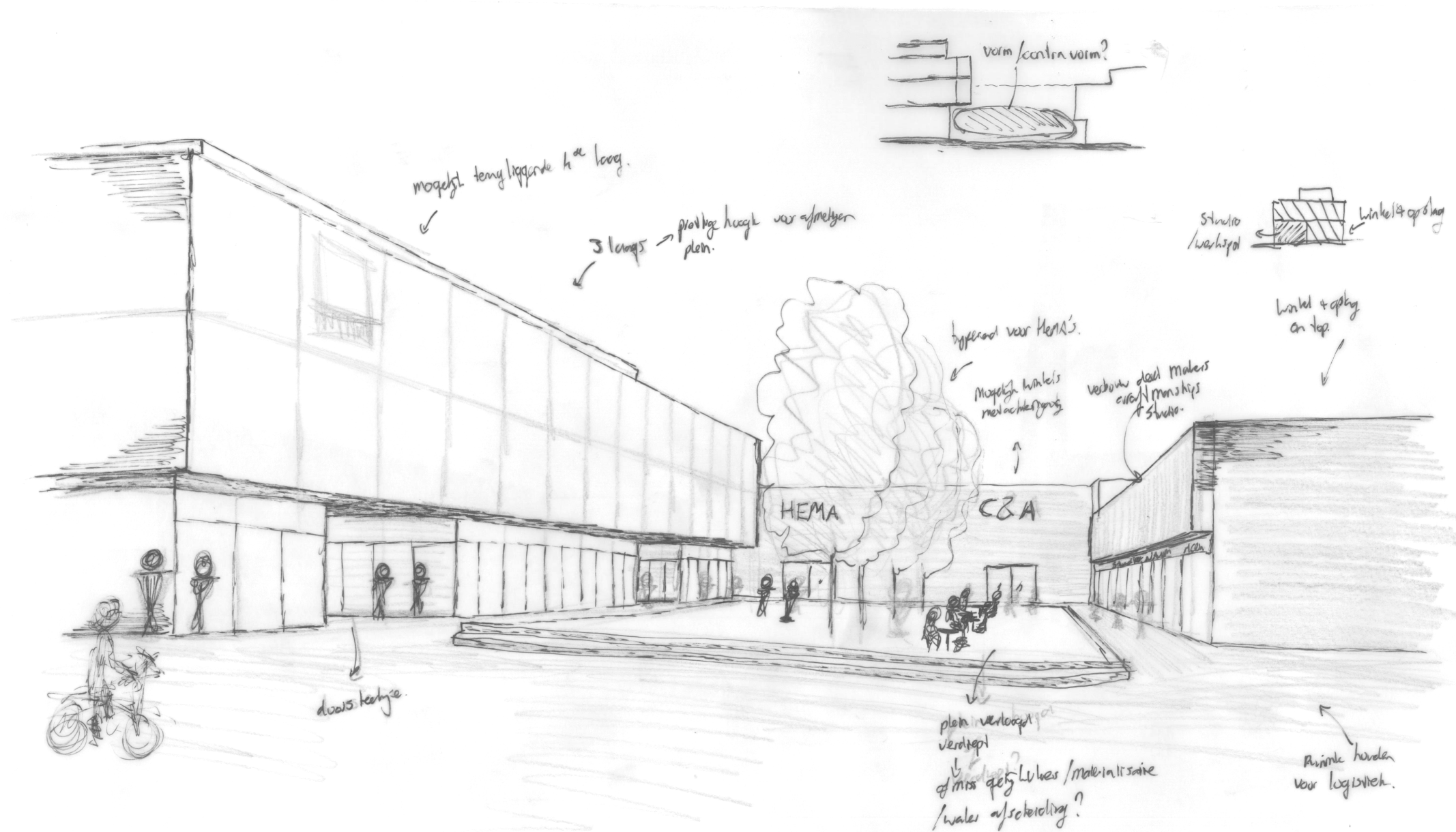
vacant V&D entrance (author)



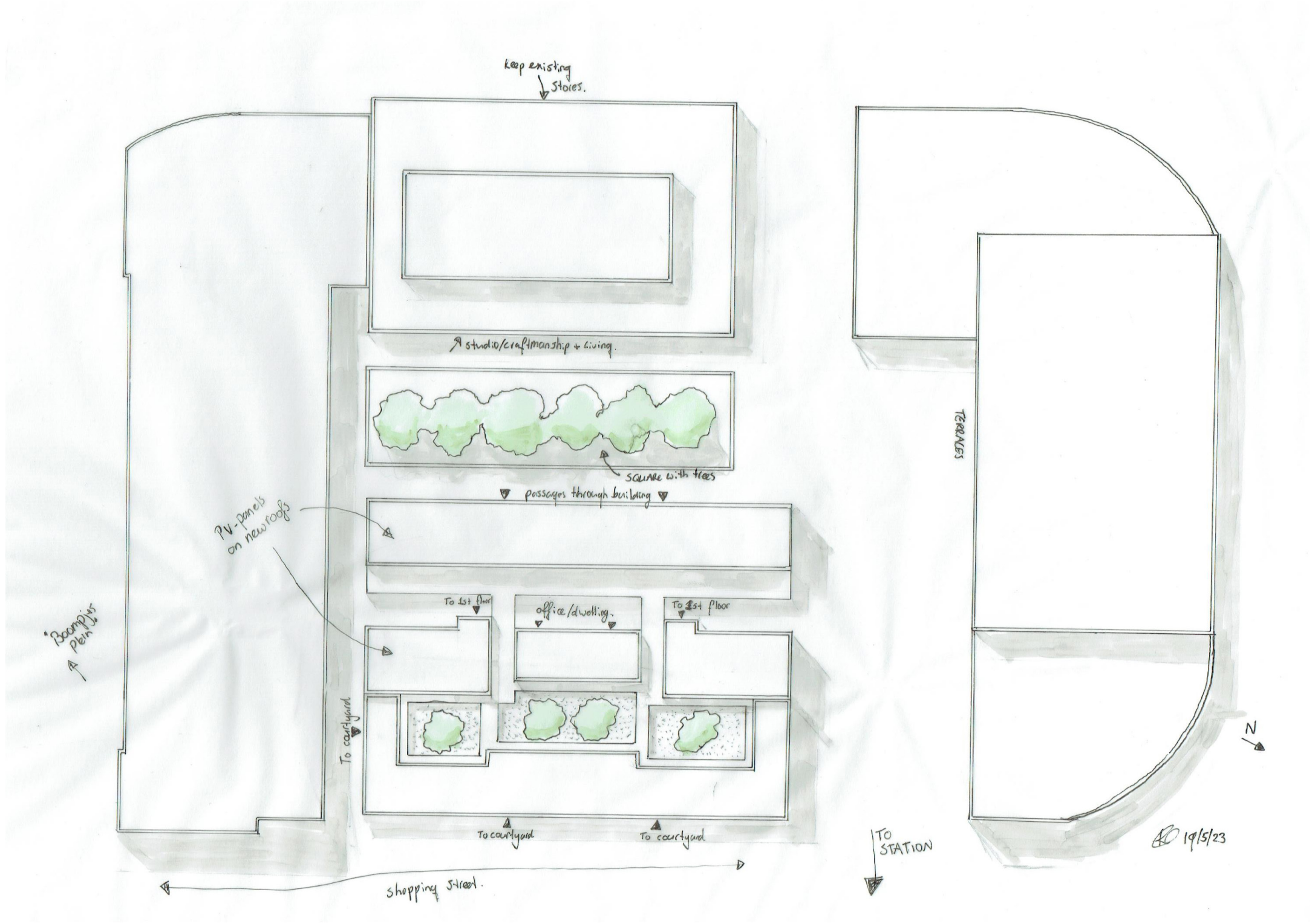
renovated side at square (author)

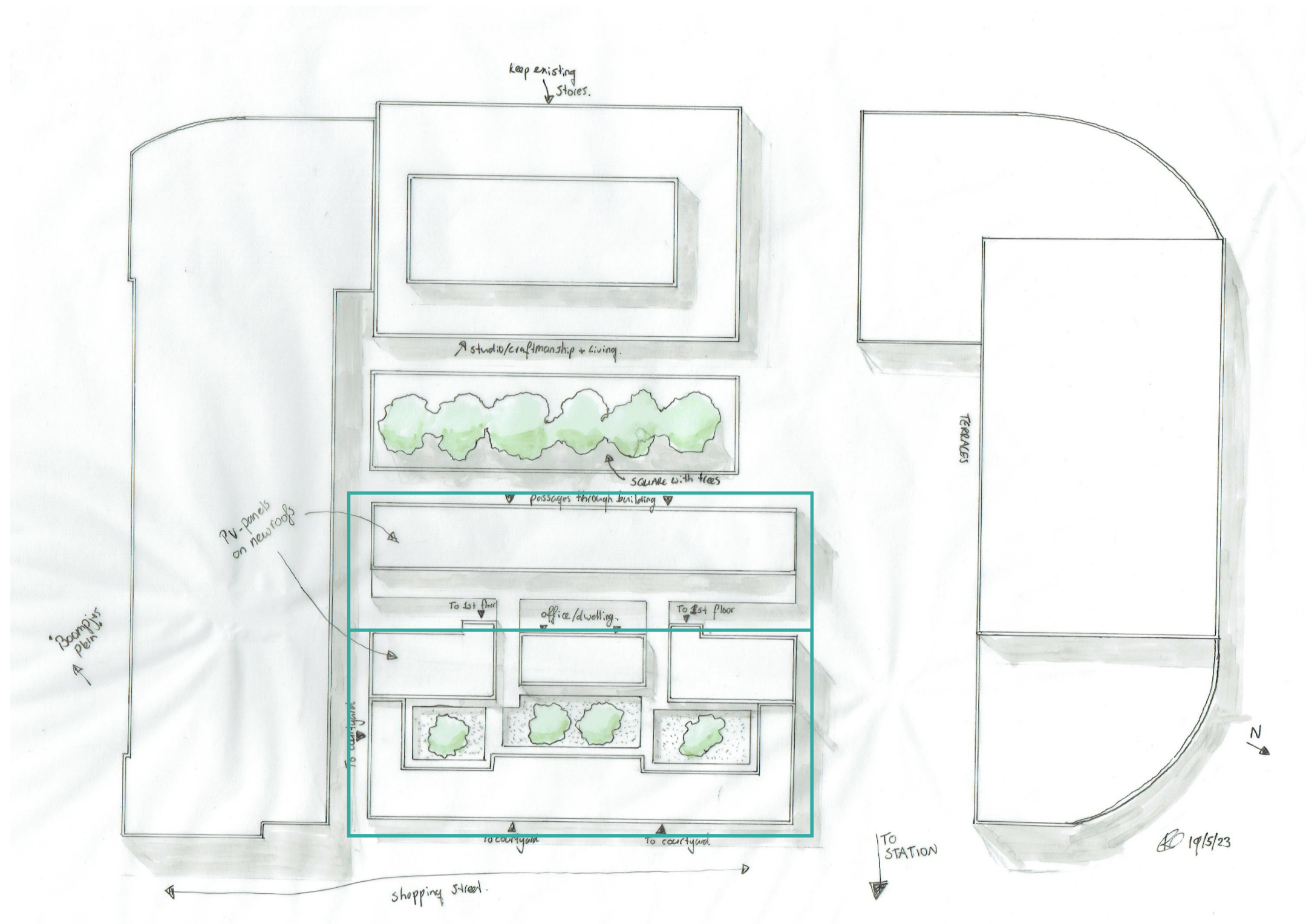
Grootwinkelblok proposal



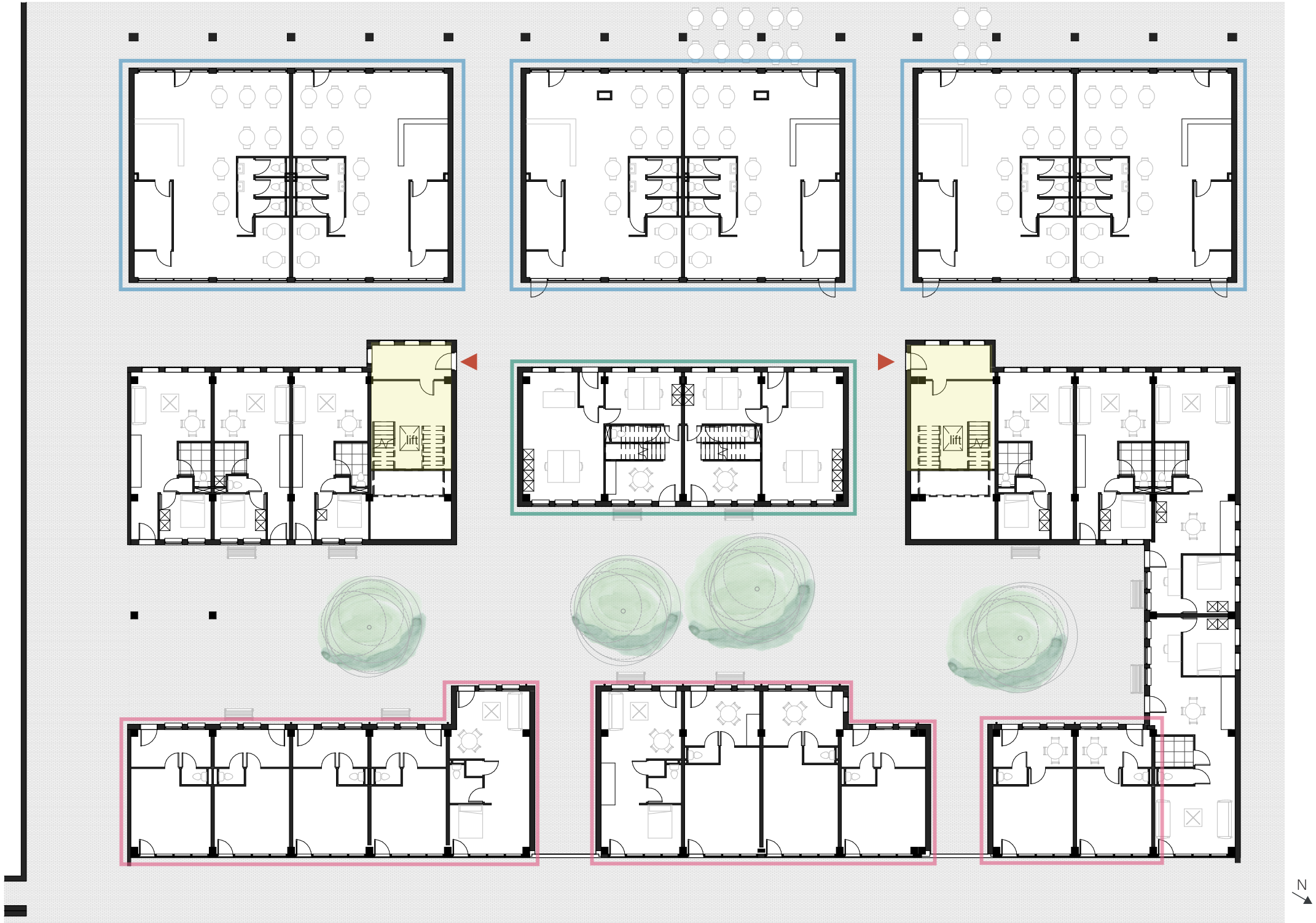


Grootwinkelblok situation





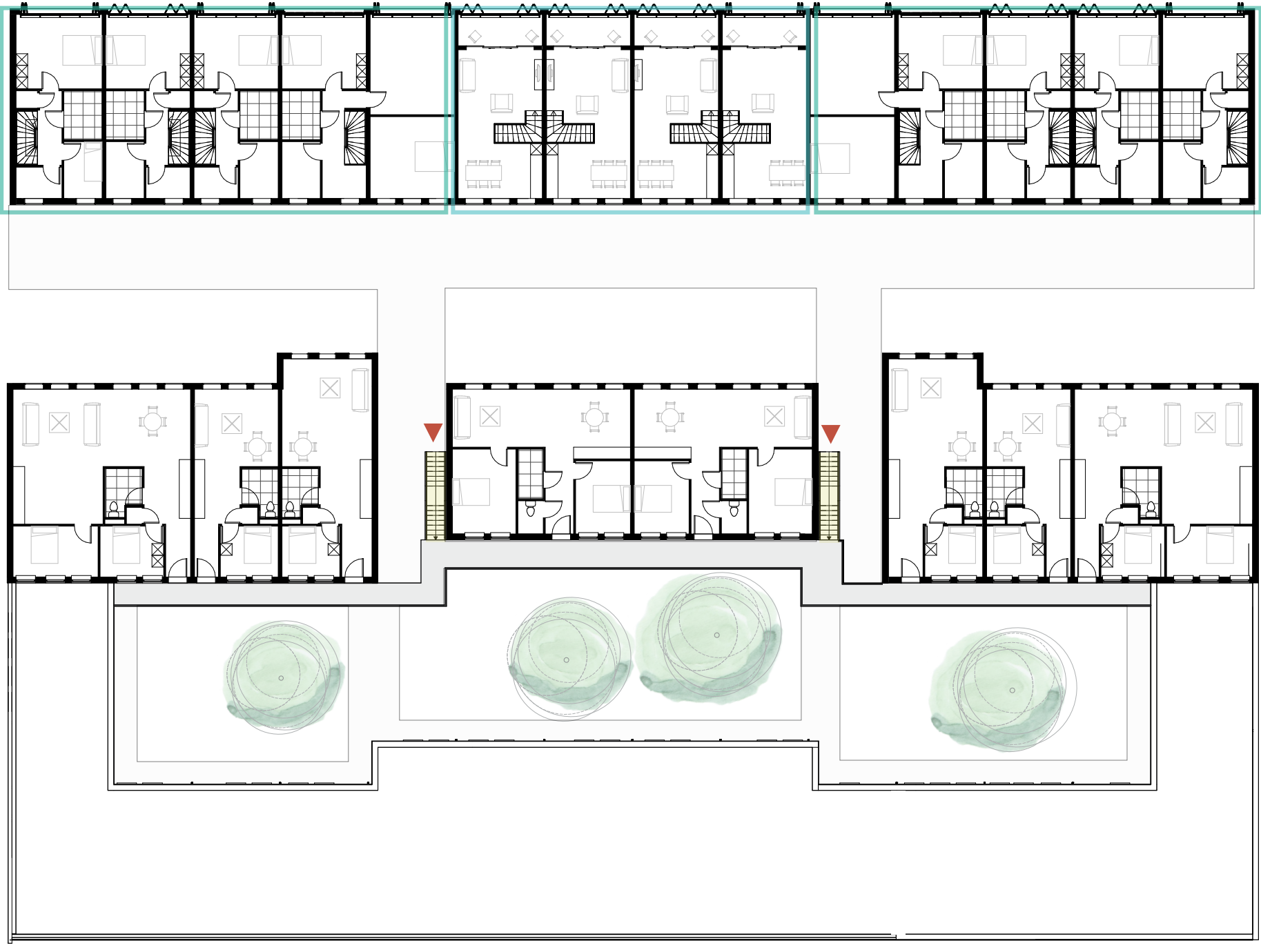
Ground floor



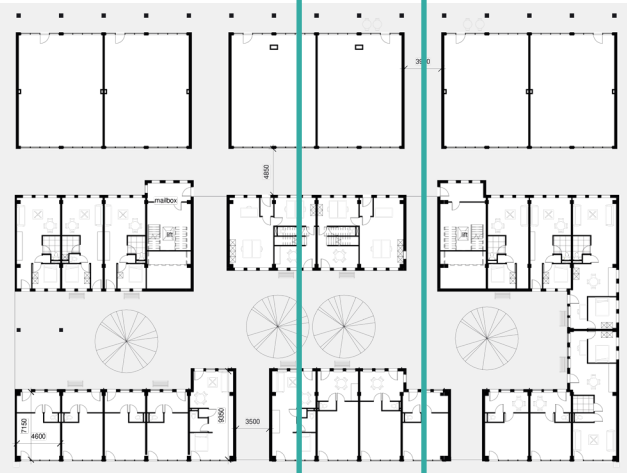
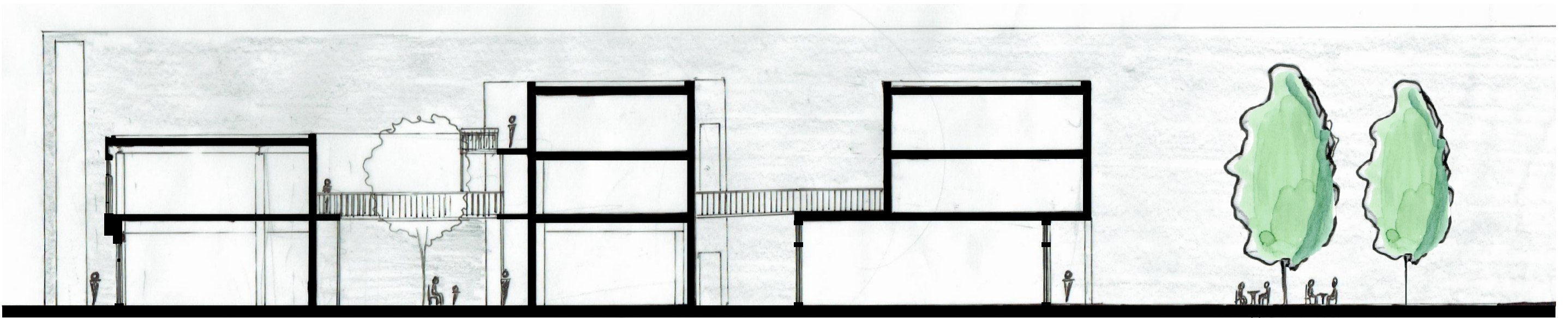
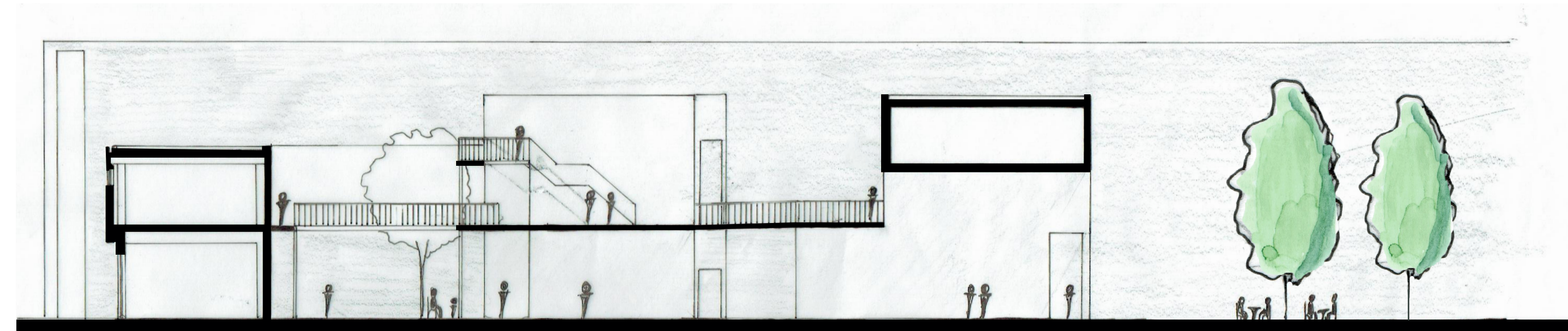
first floor



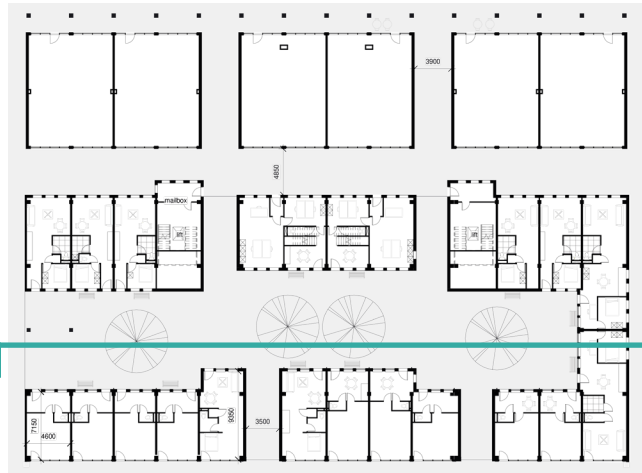
second floor



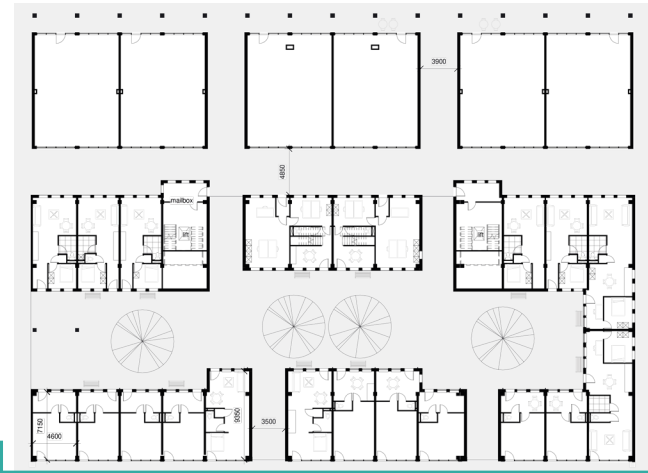
sections



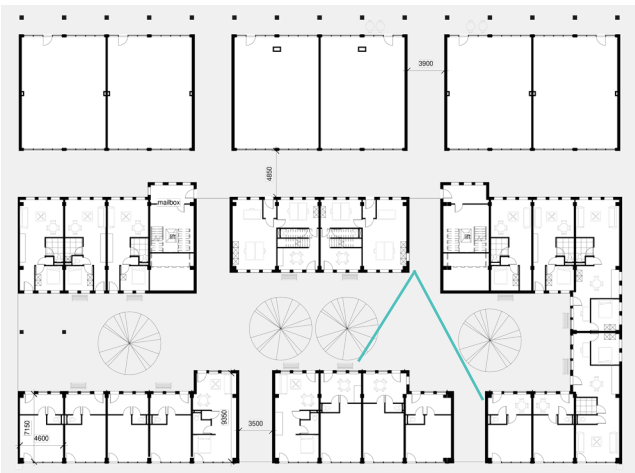
sections, elevations



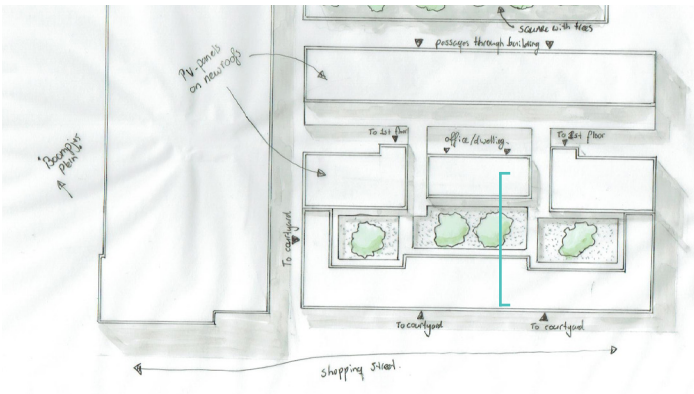
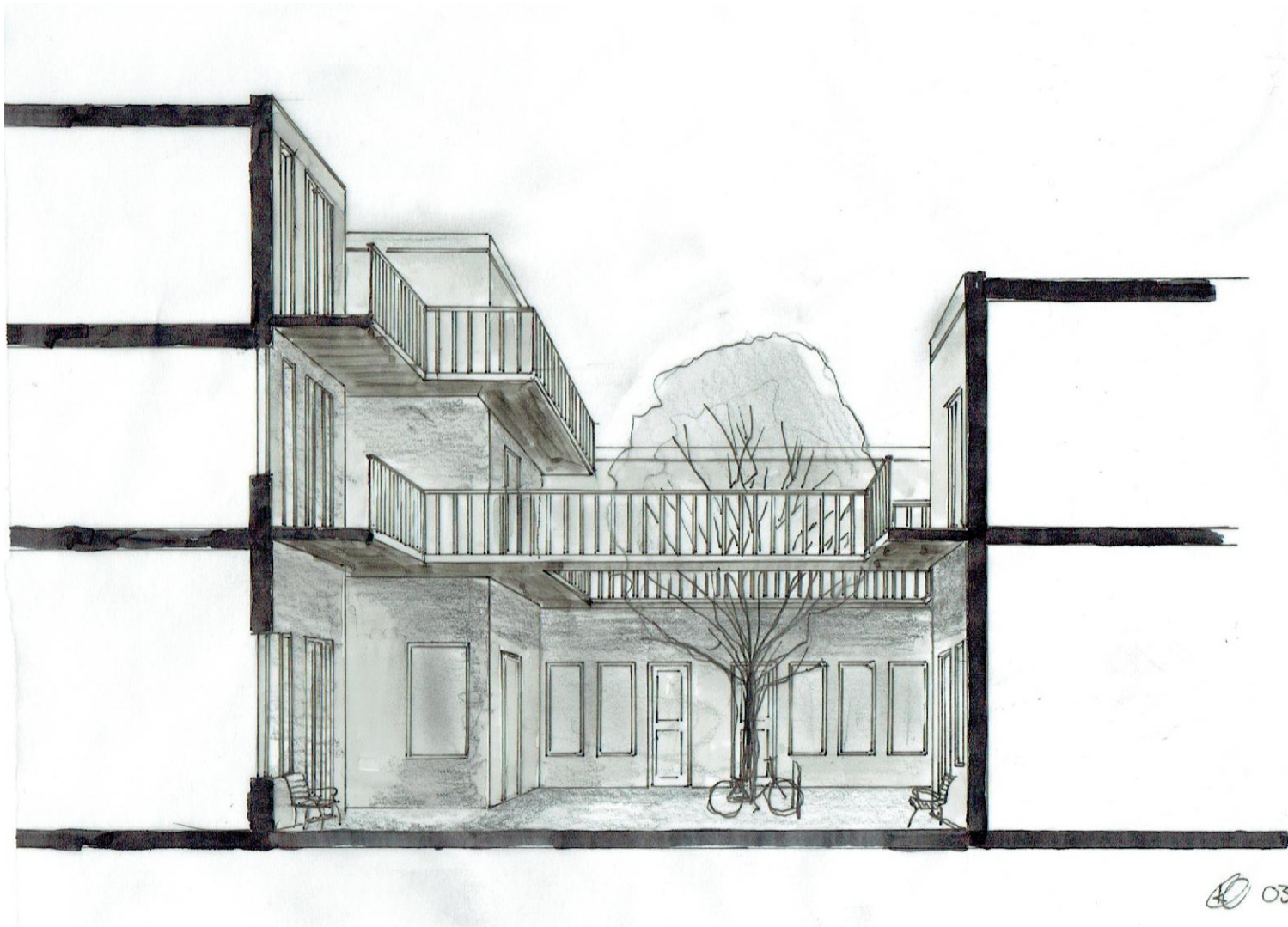
elevations



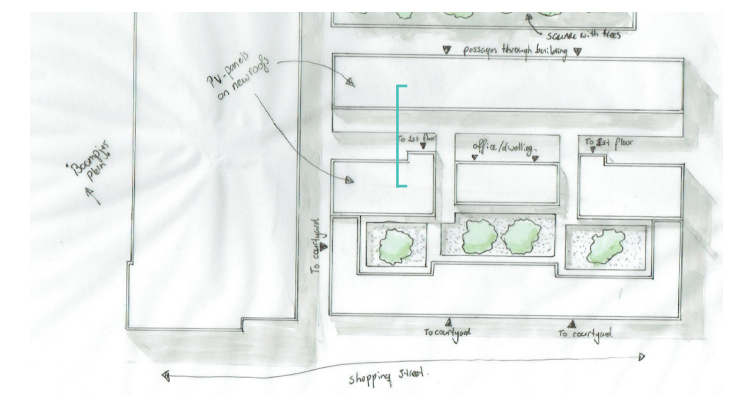
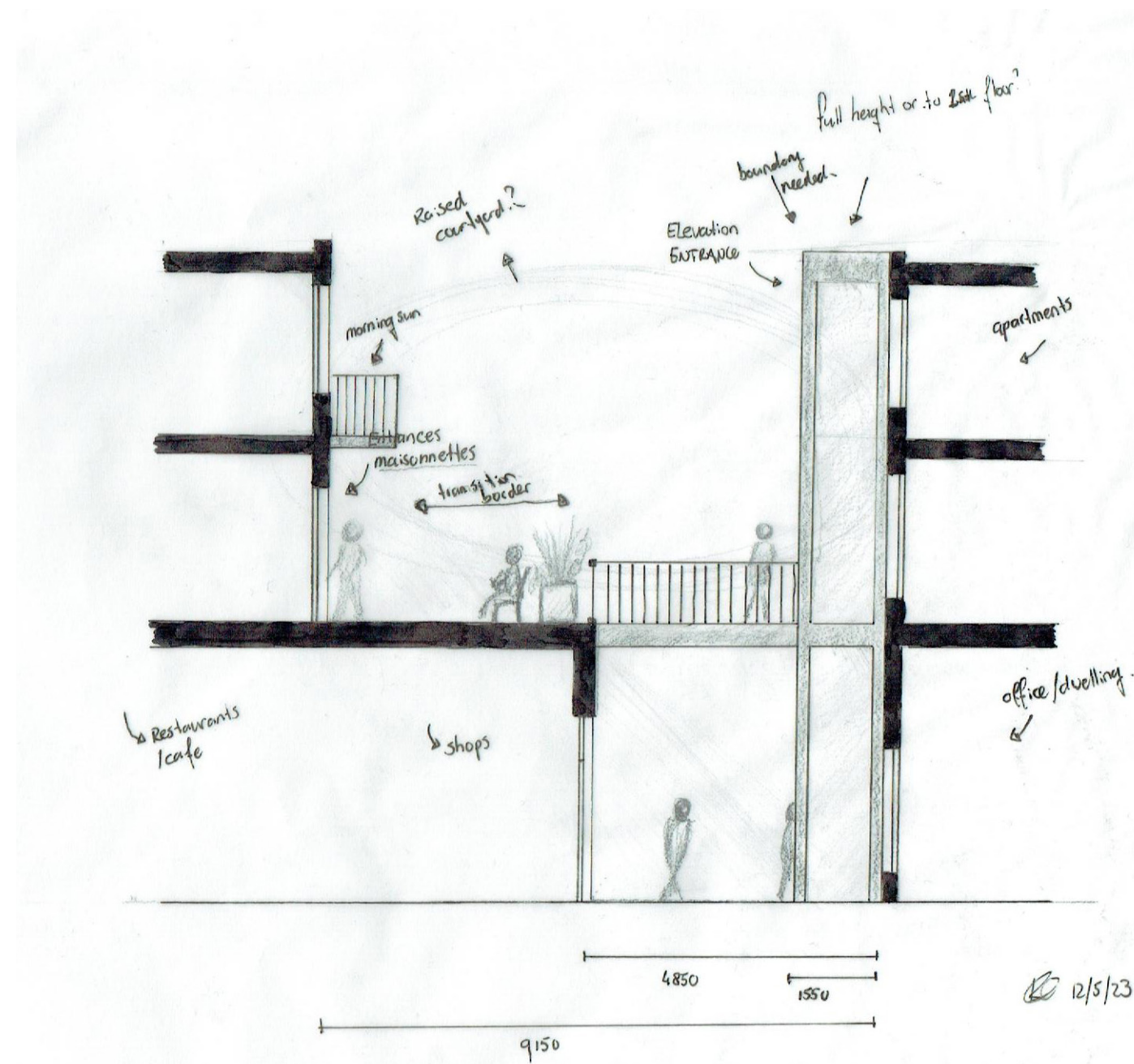
transition to courtyard



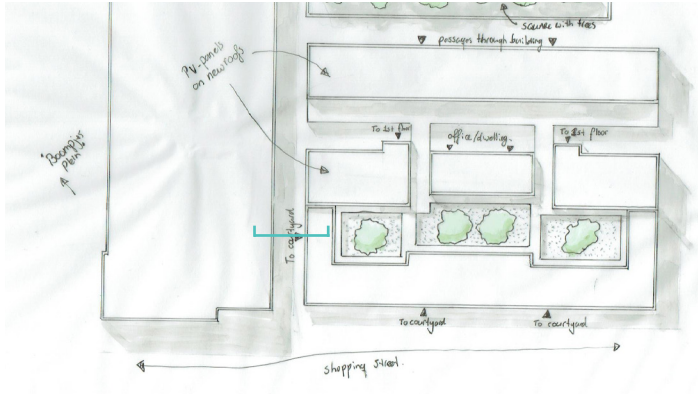
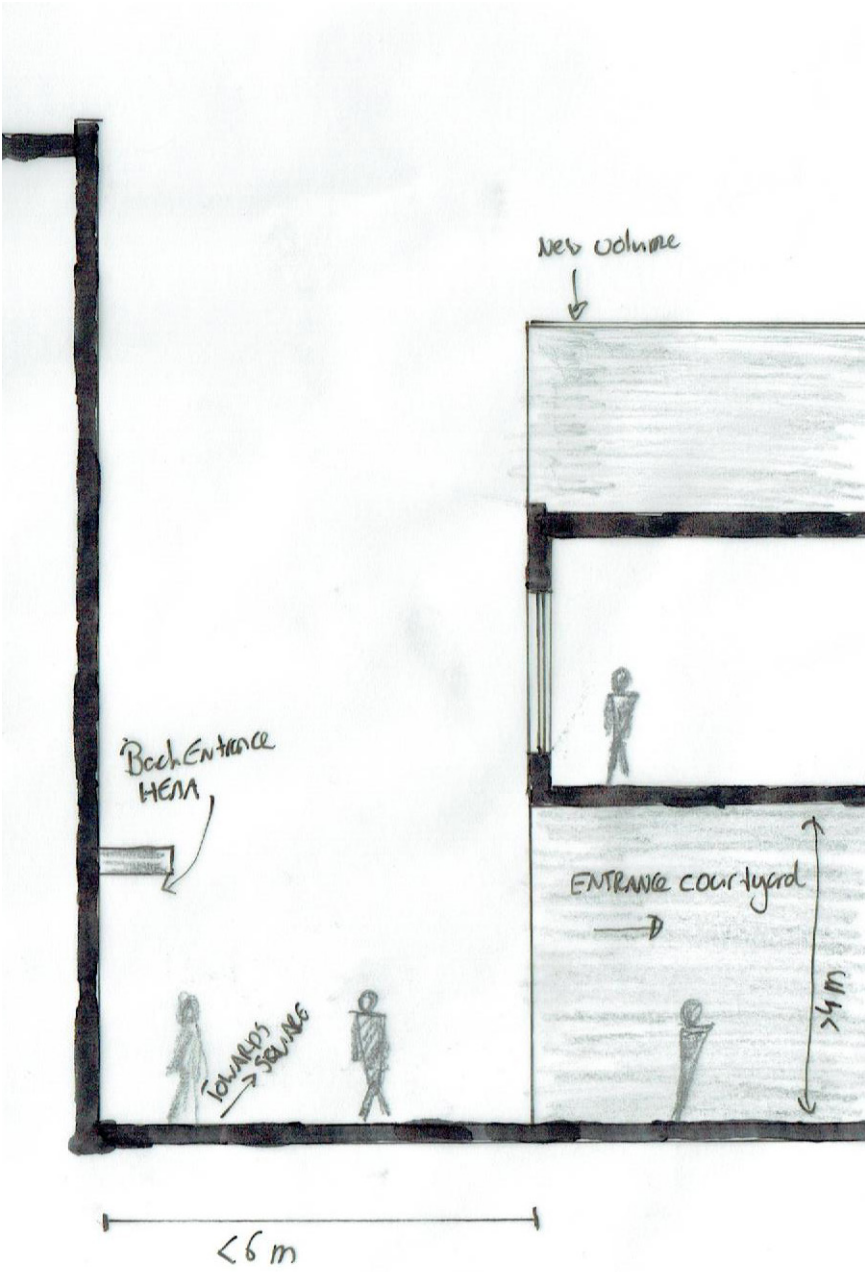
courtyard view, profile



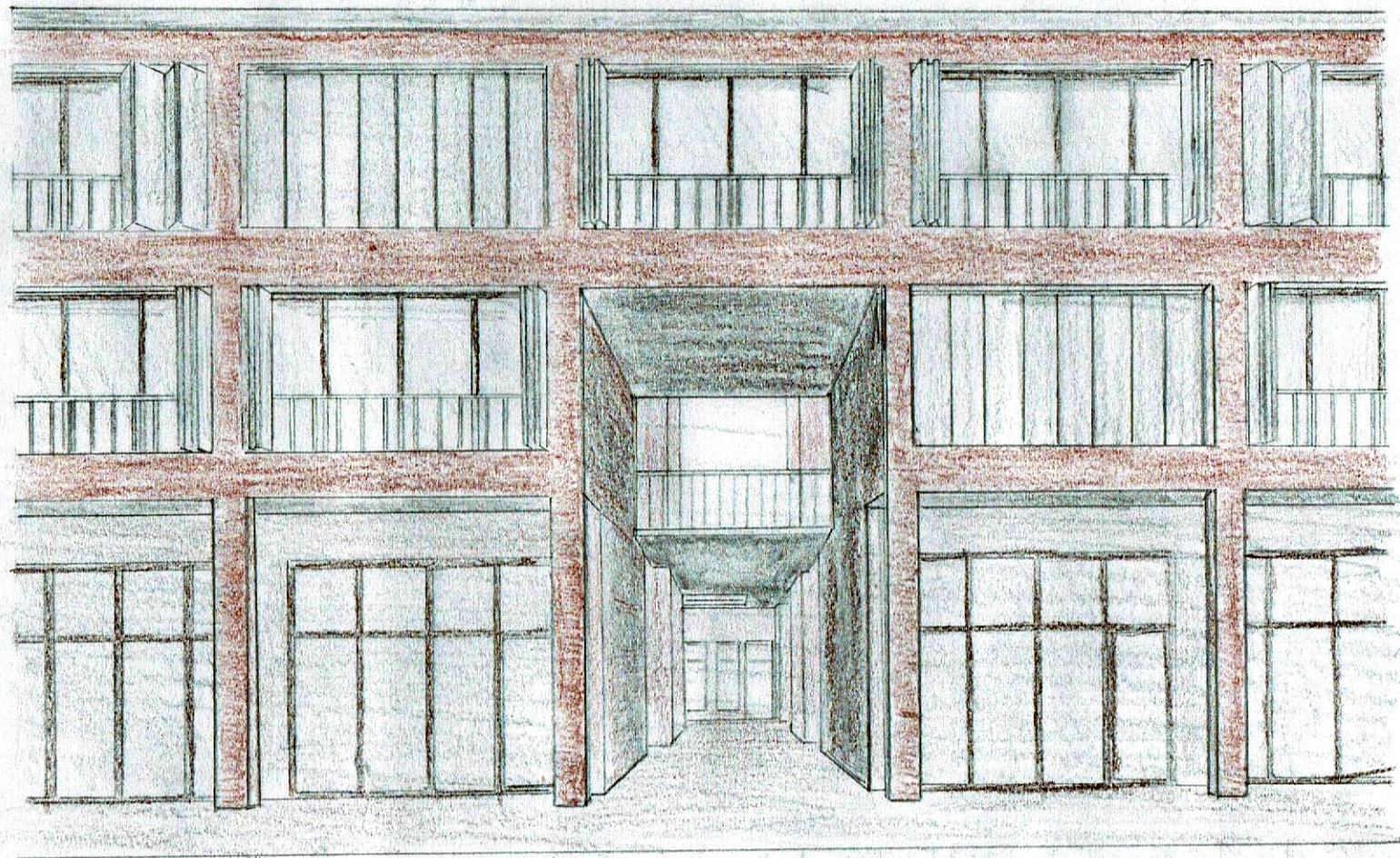
inner street, profile



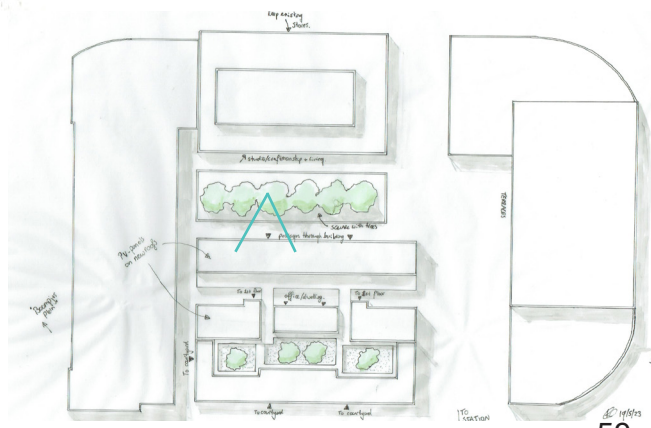
side street with entrance to courtyard, profile



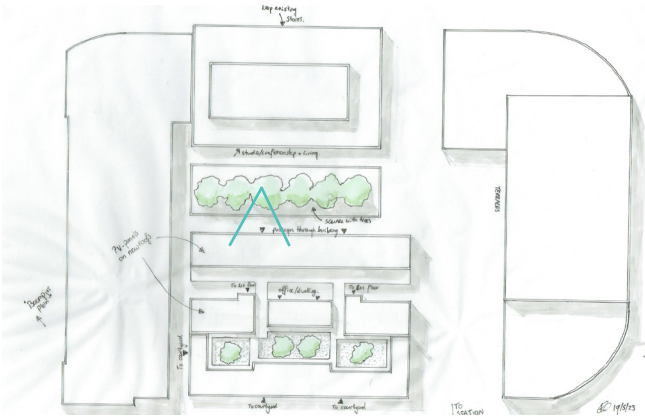
facade with underpass



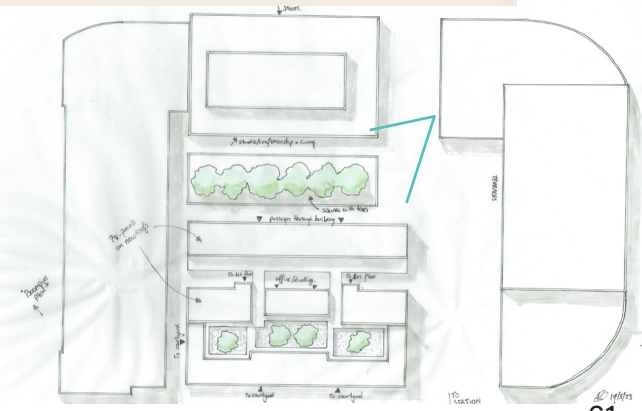
17/05/23



facade with underpass



view of new square, facade with two openings



interventions

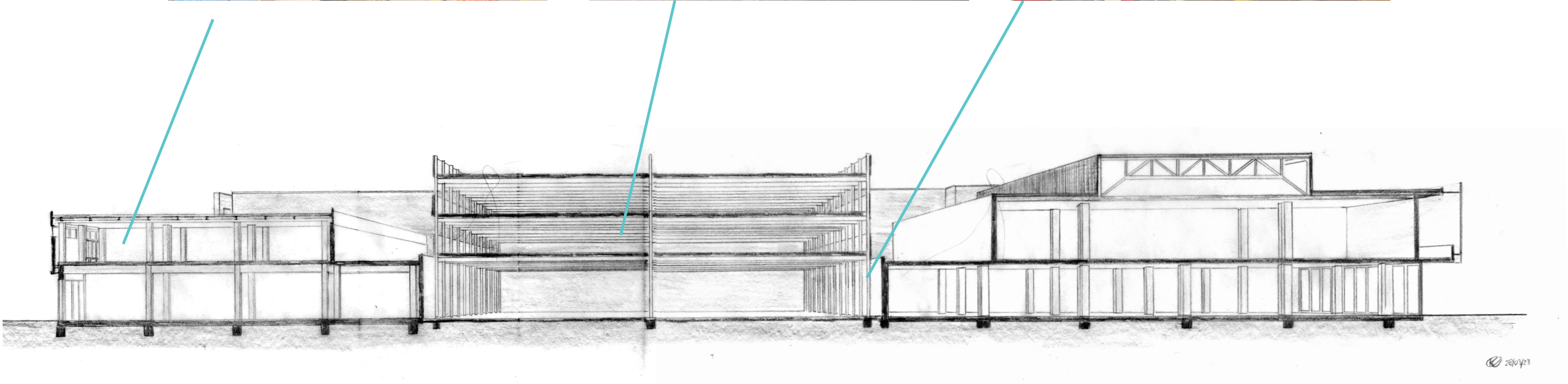
Building F
Prefab concrete structure
with steel beams roof construction



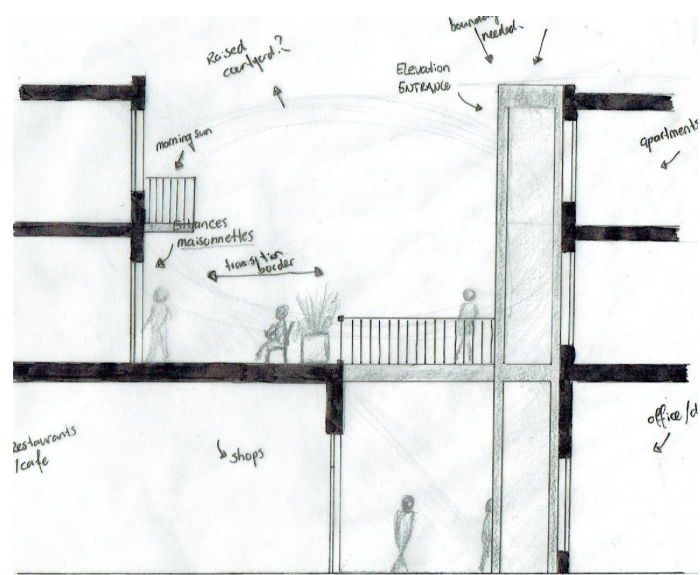
Parking garage, standing loose between
the buildings, a later addition



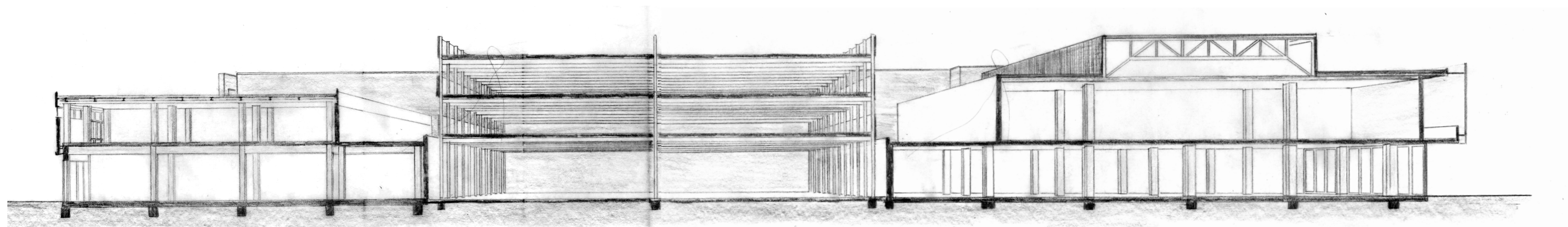
space between the building and the parking garage



existing structures

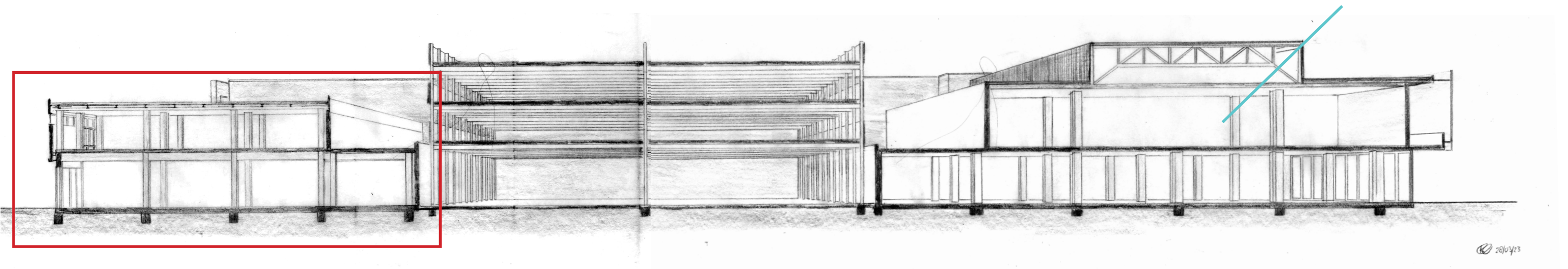
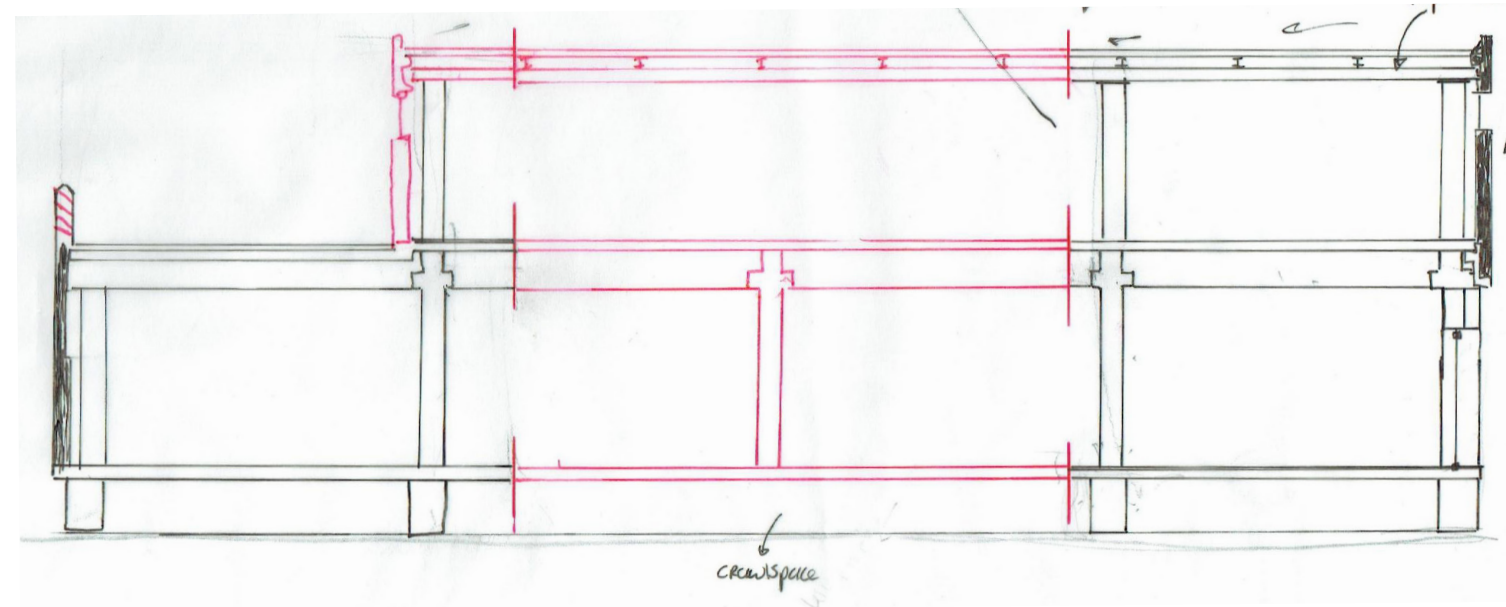
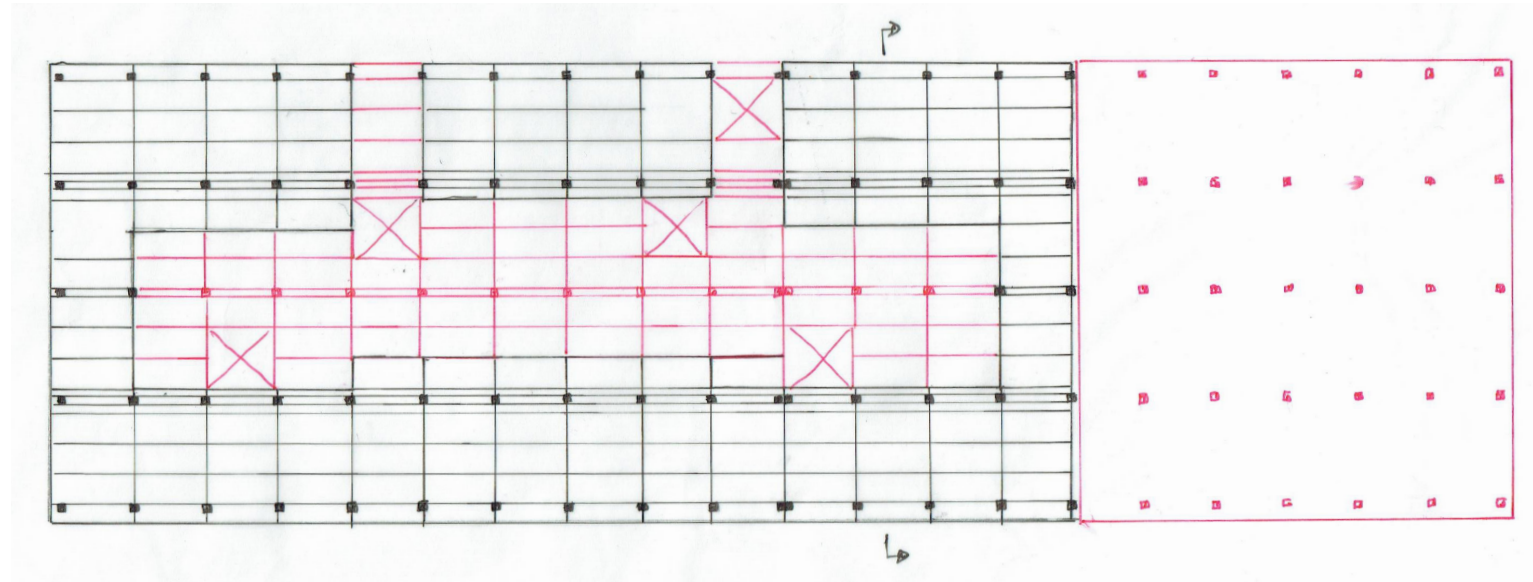


new

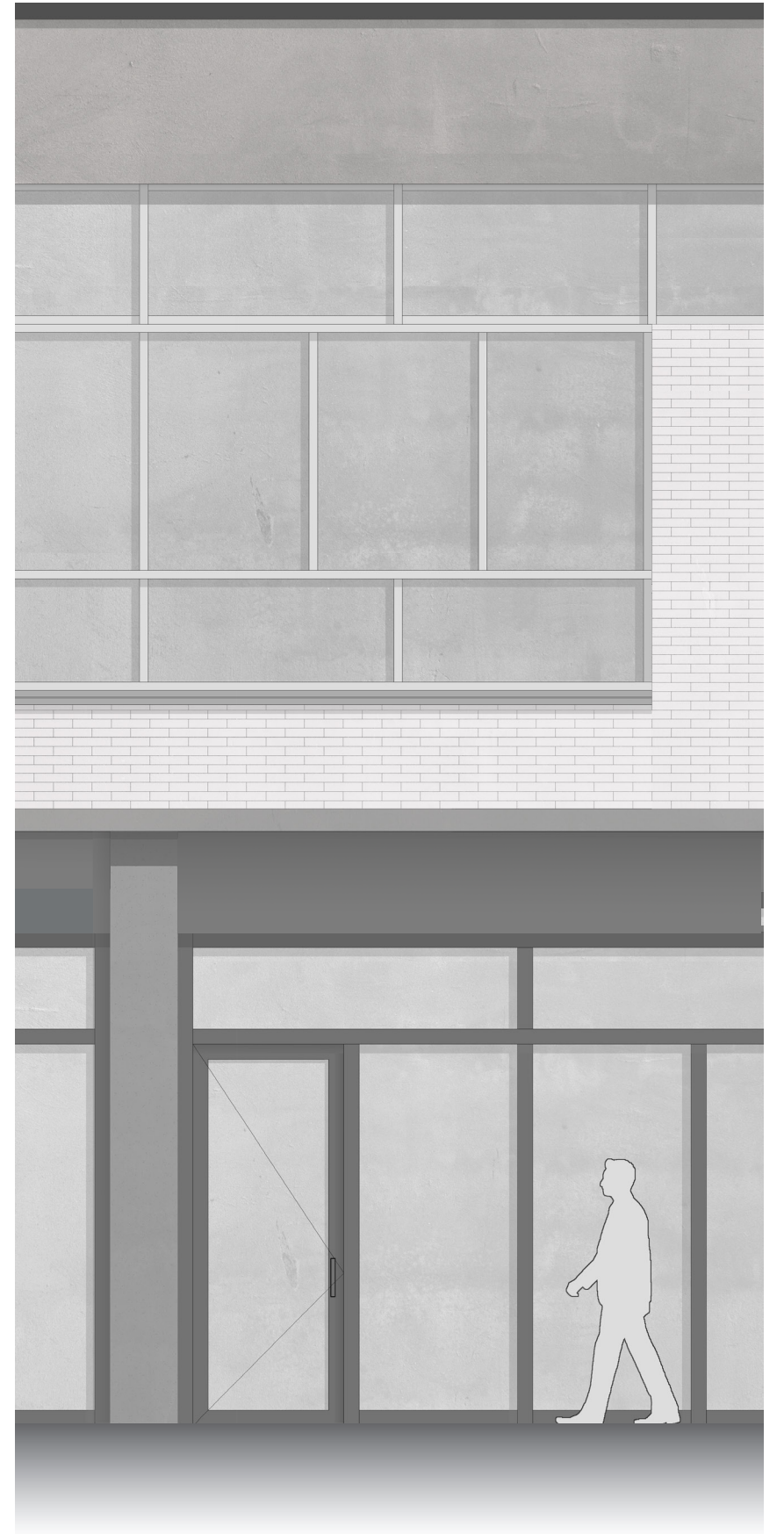
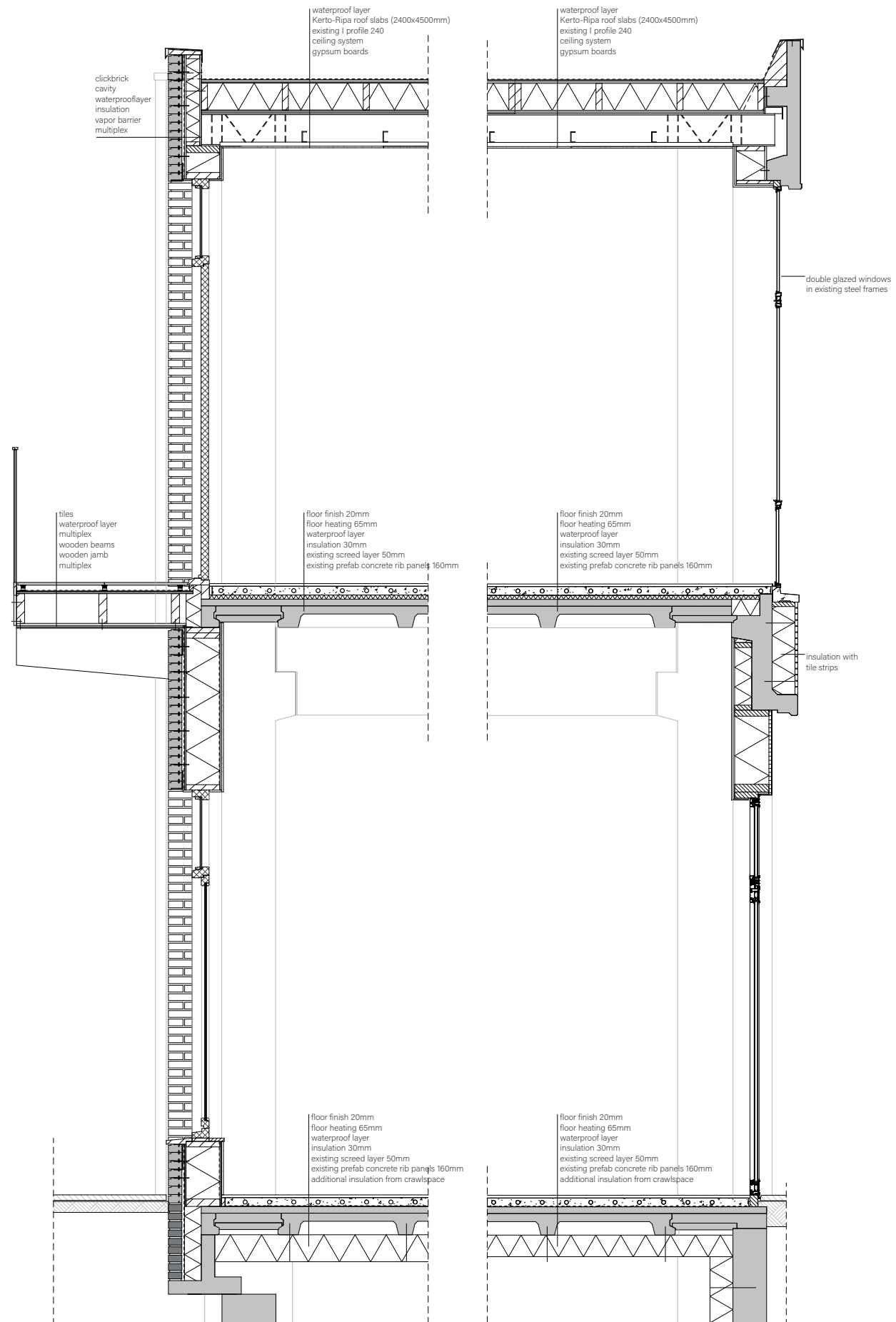
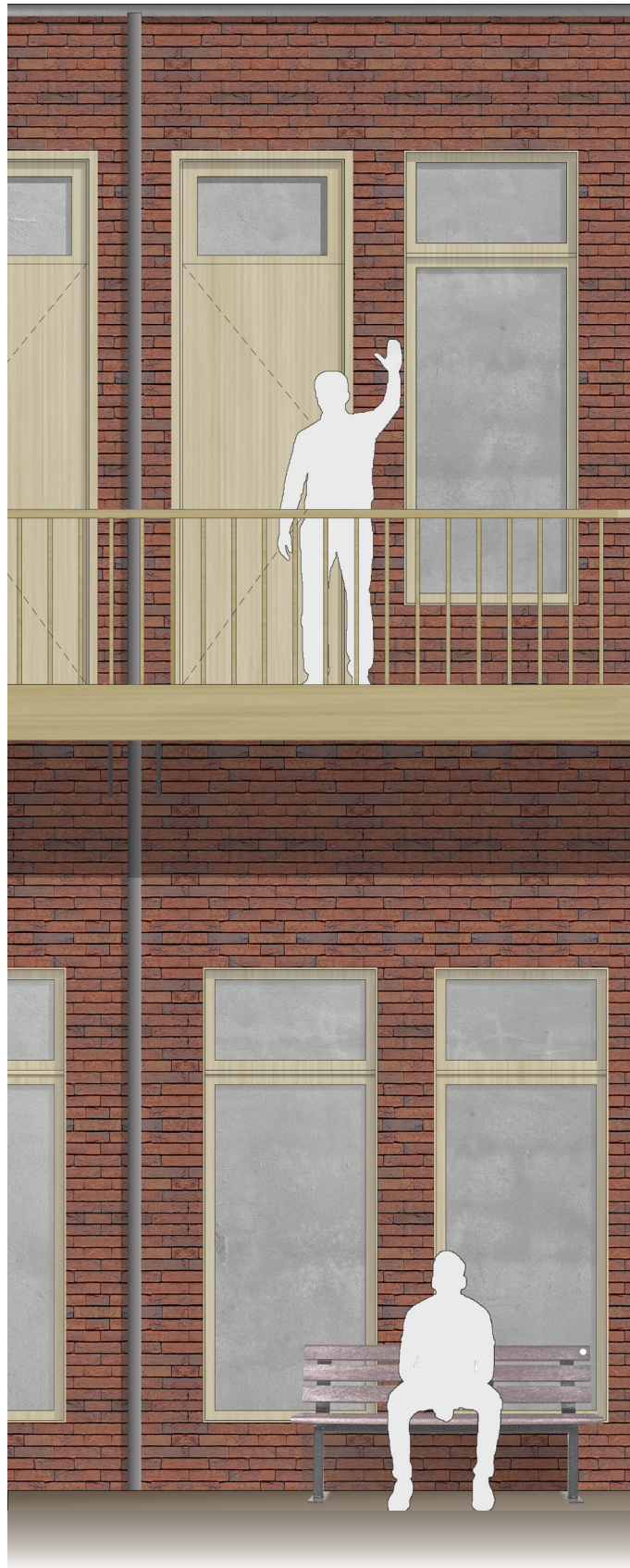


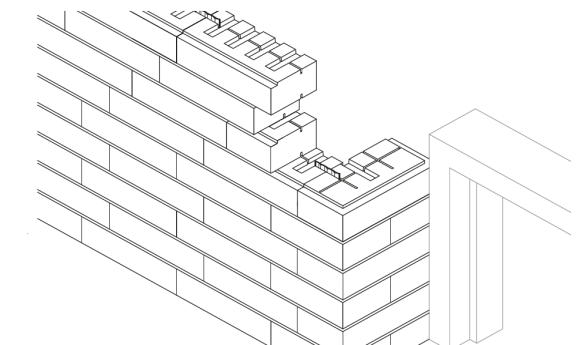
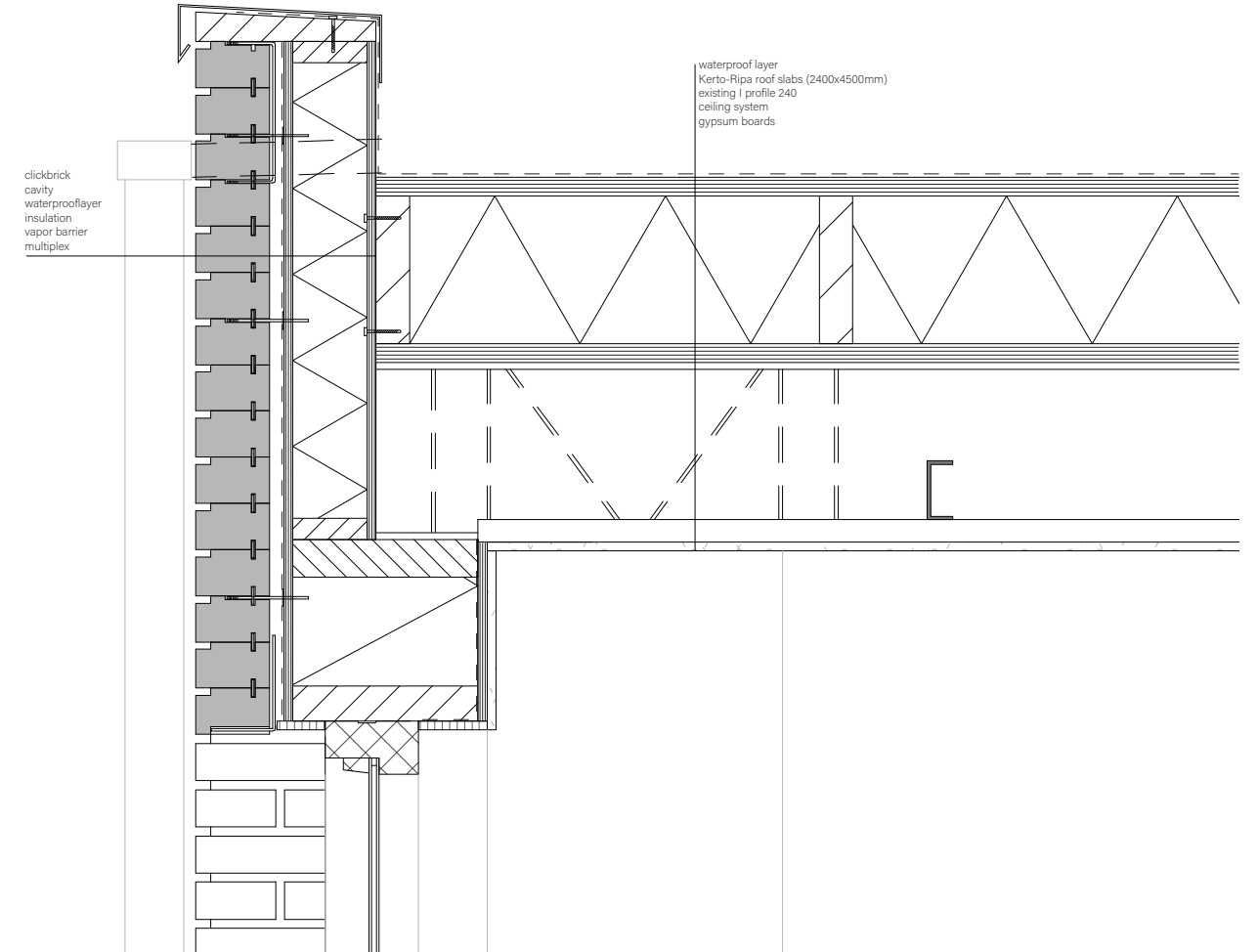
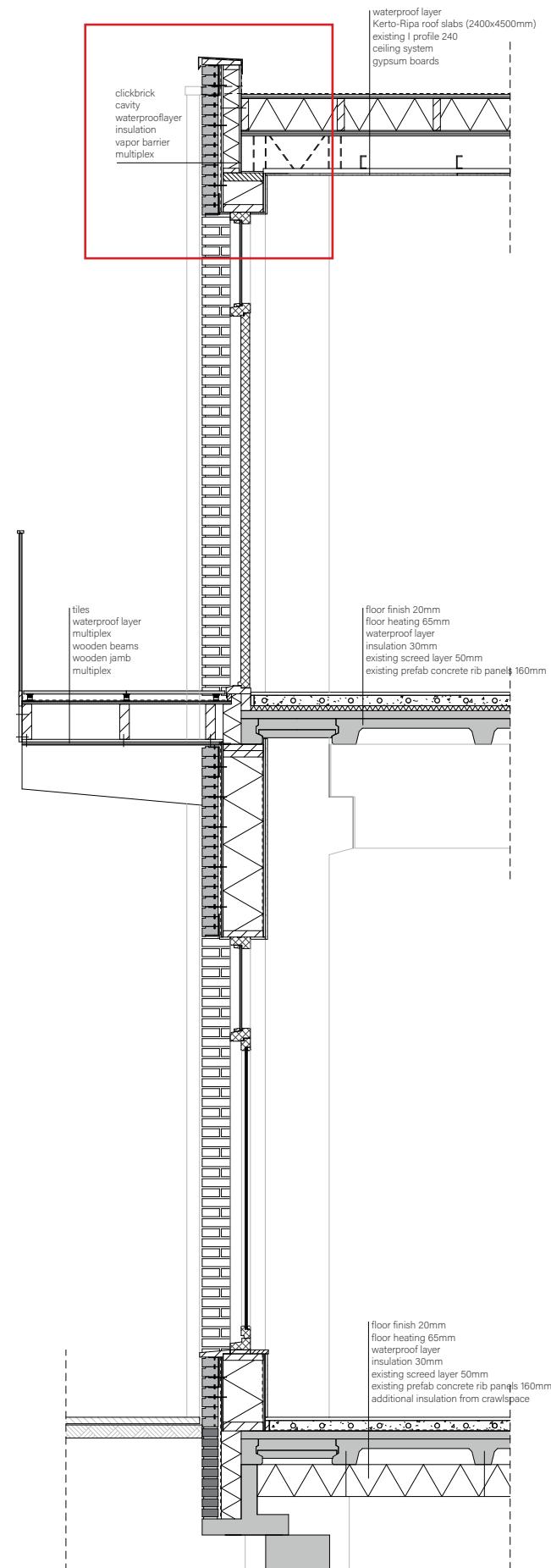
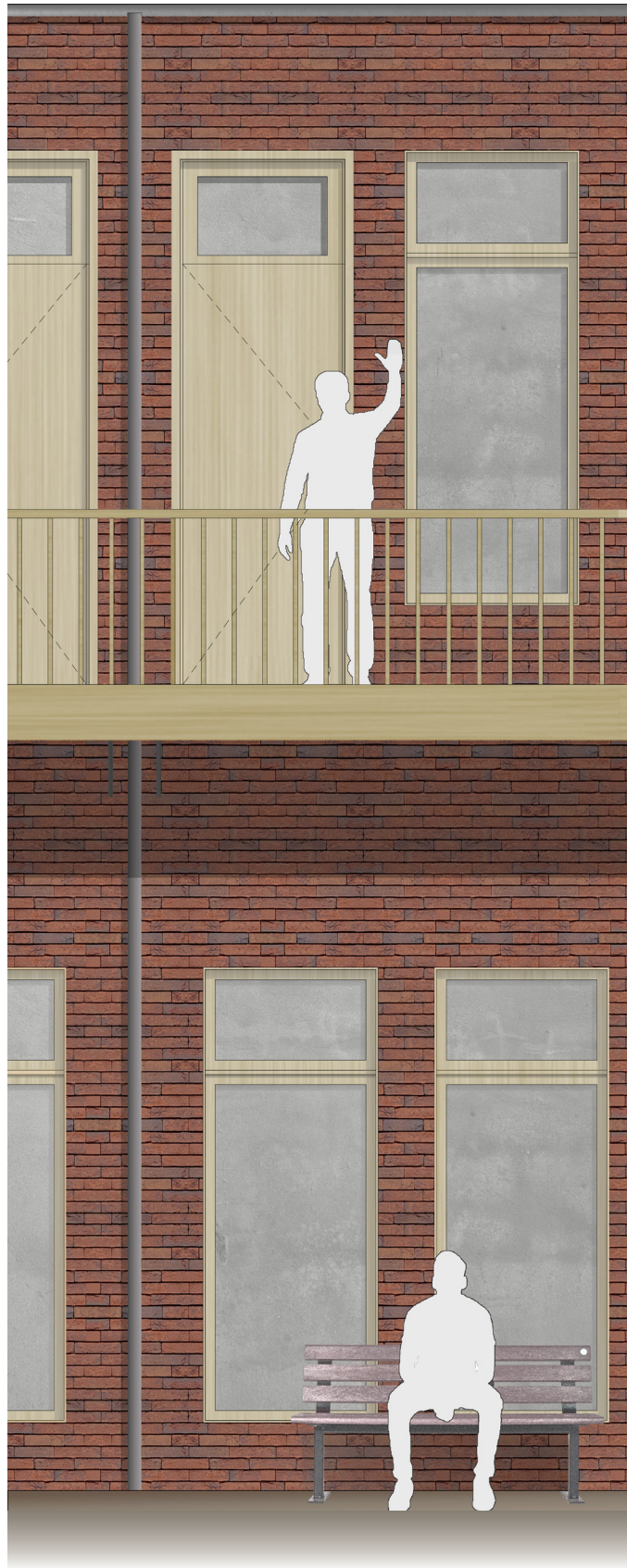
existing structures

20/03/23

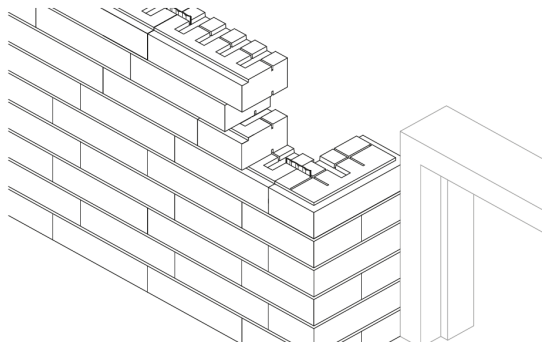
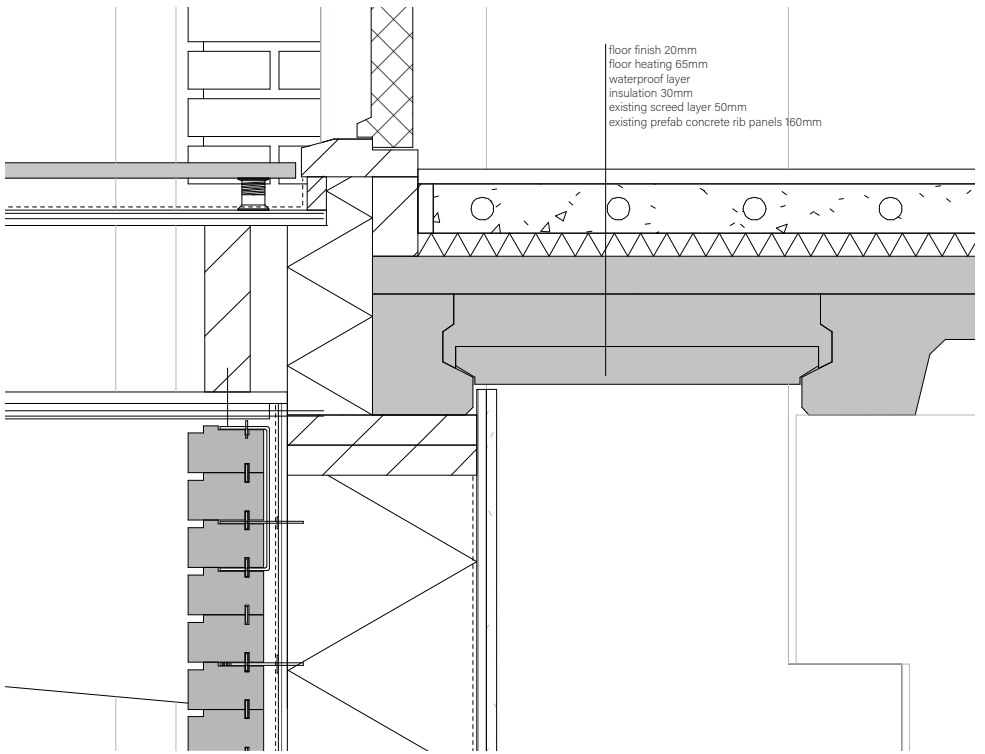
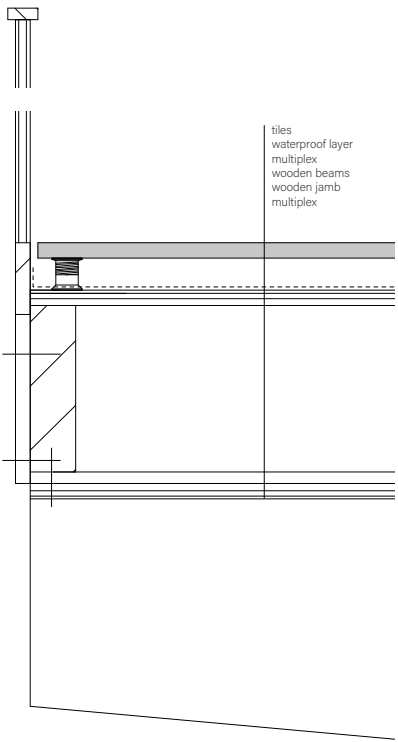
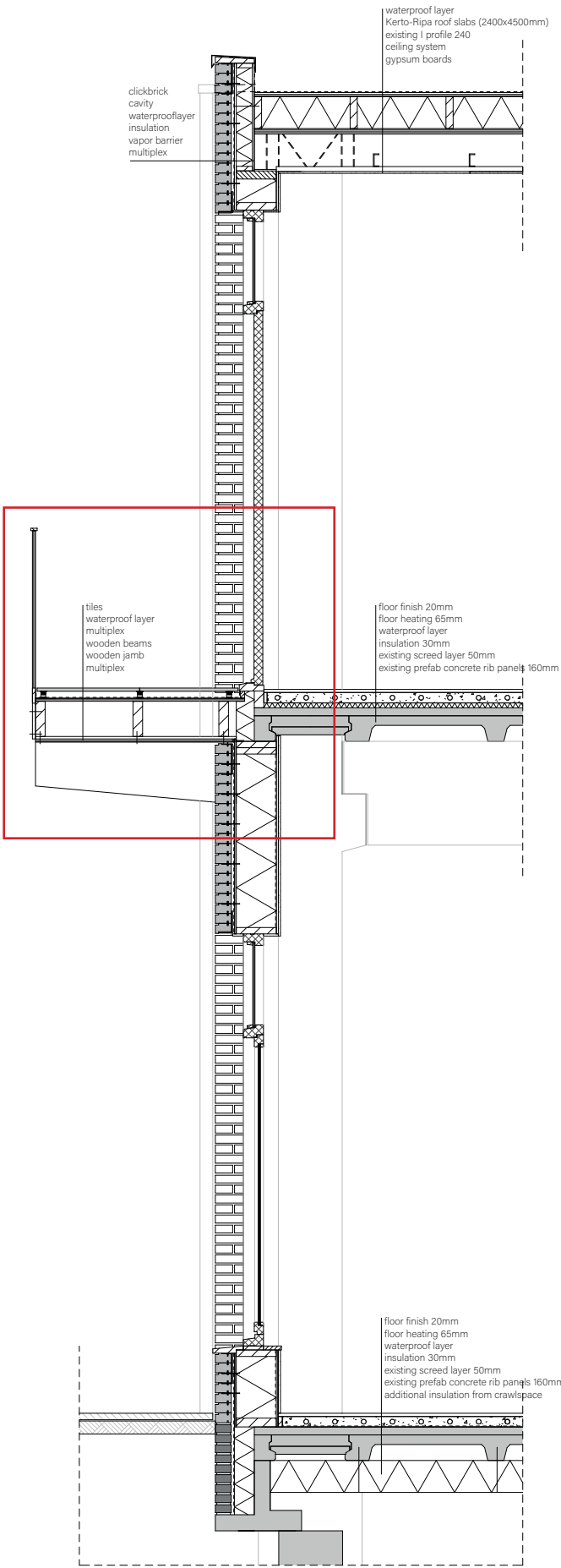
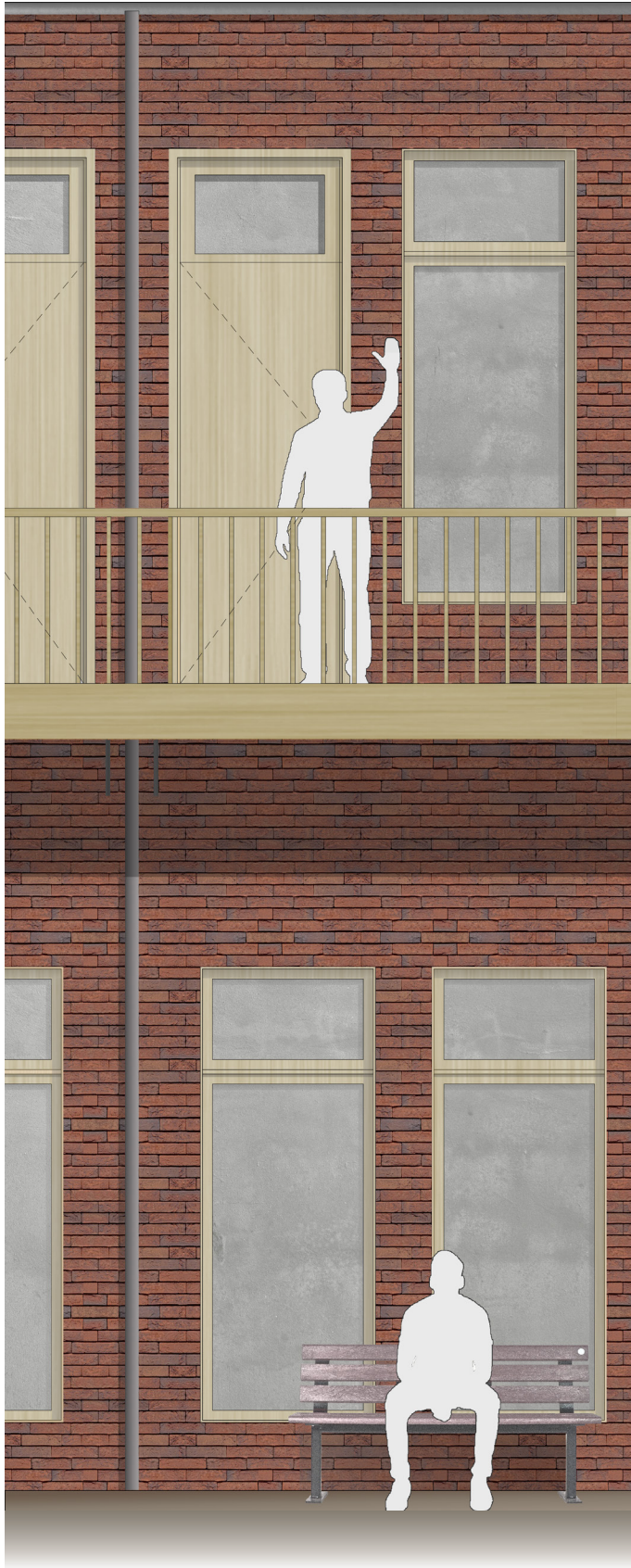


existing structures

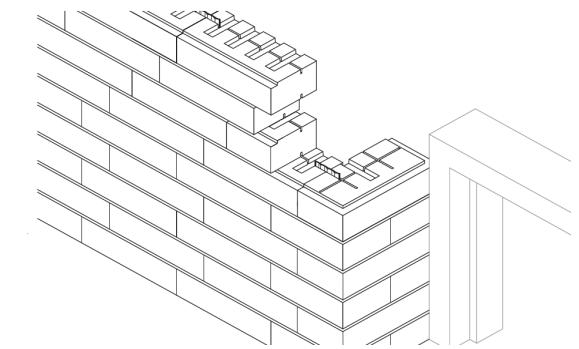
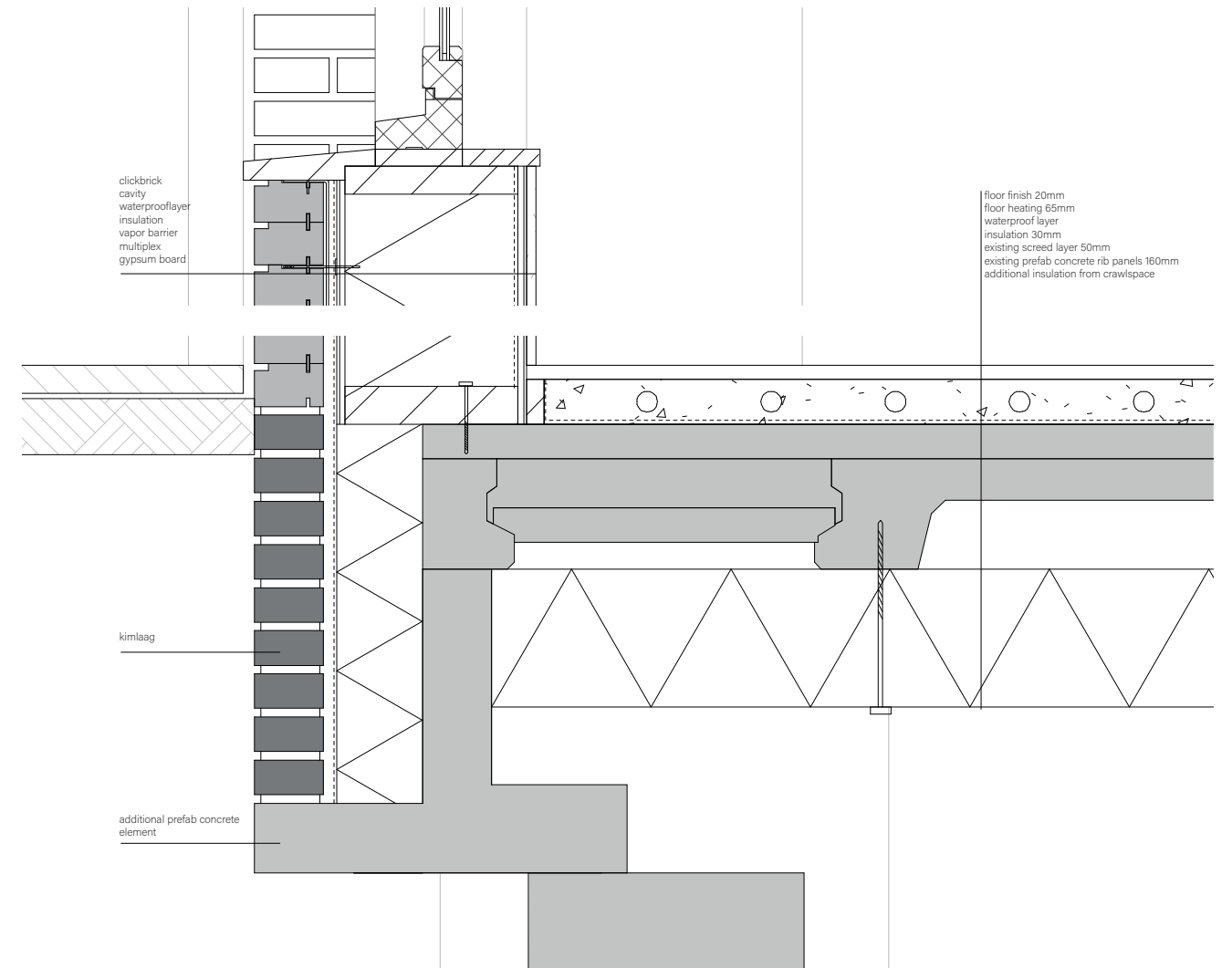
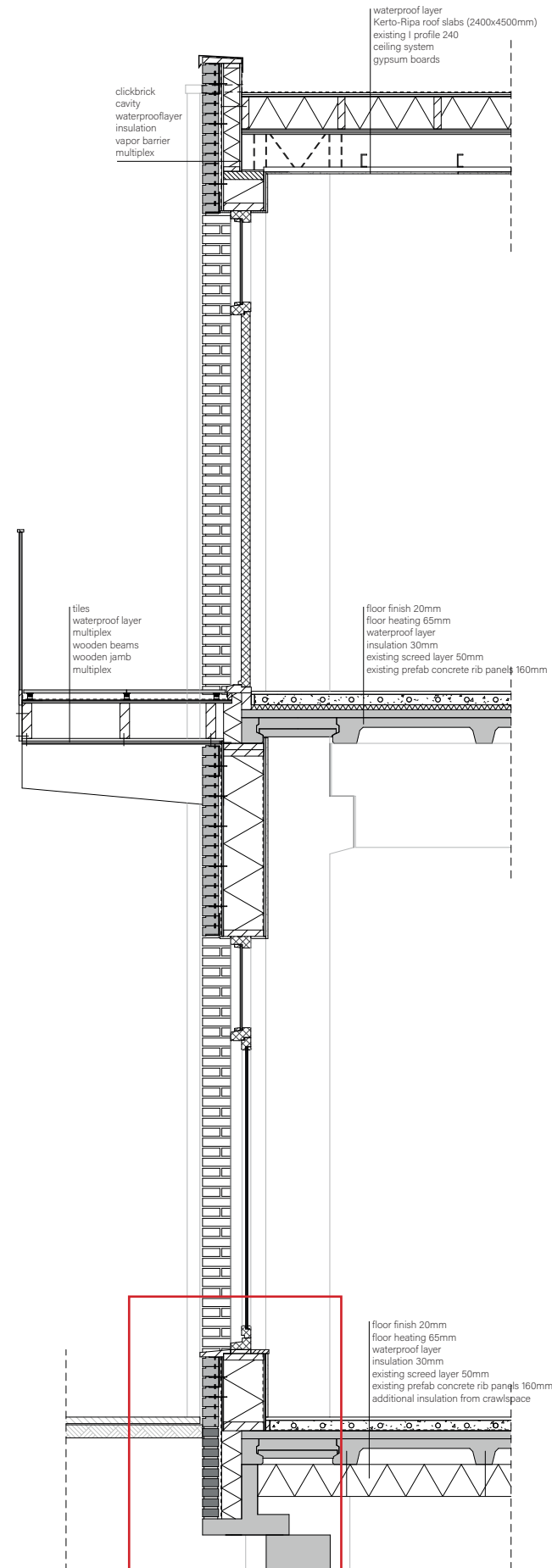
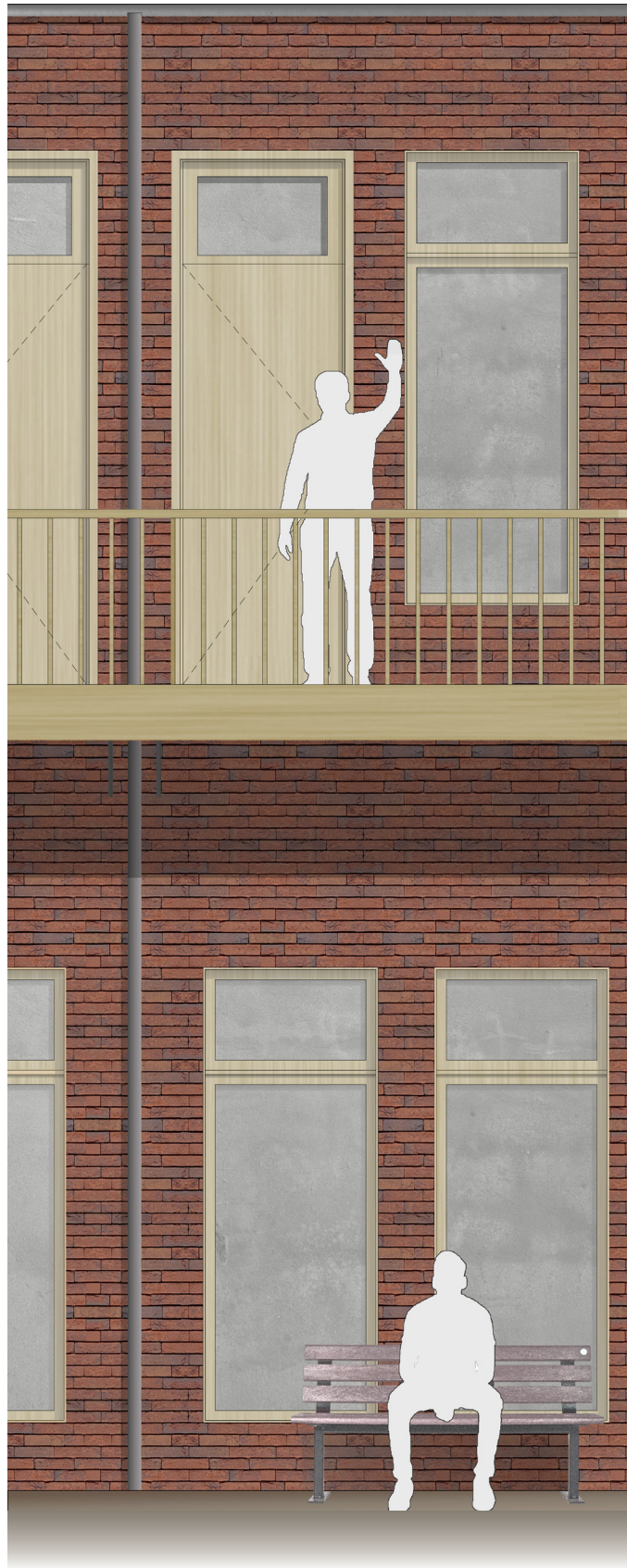




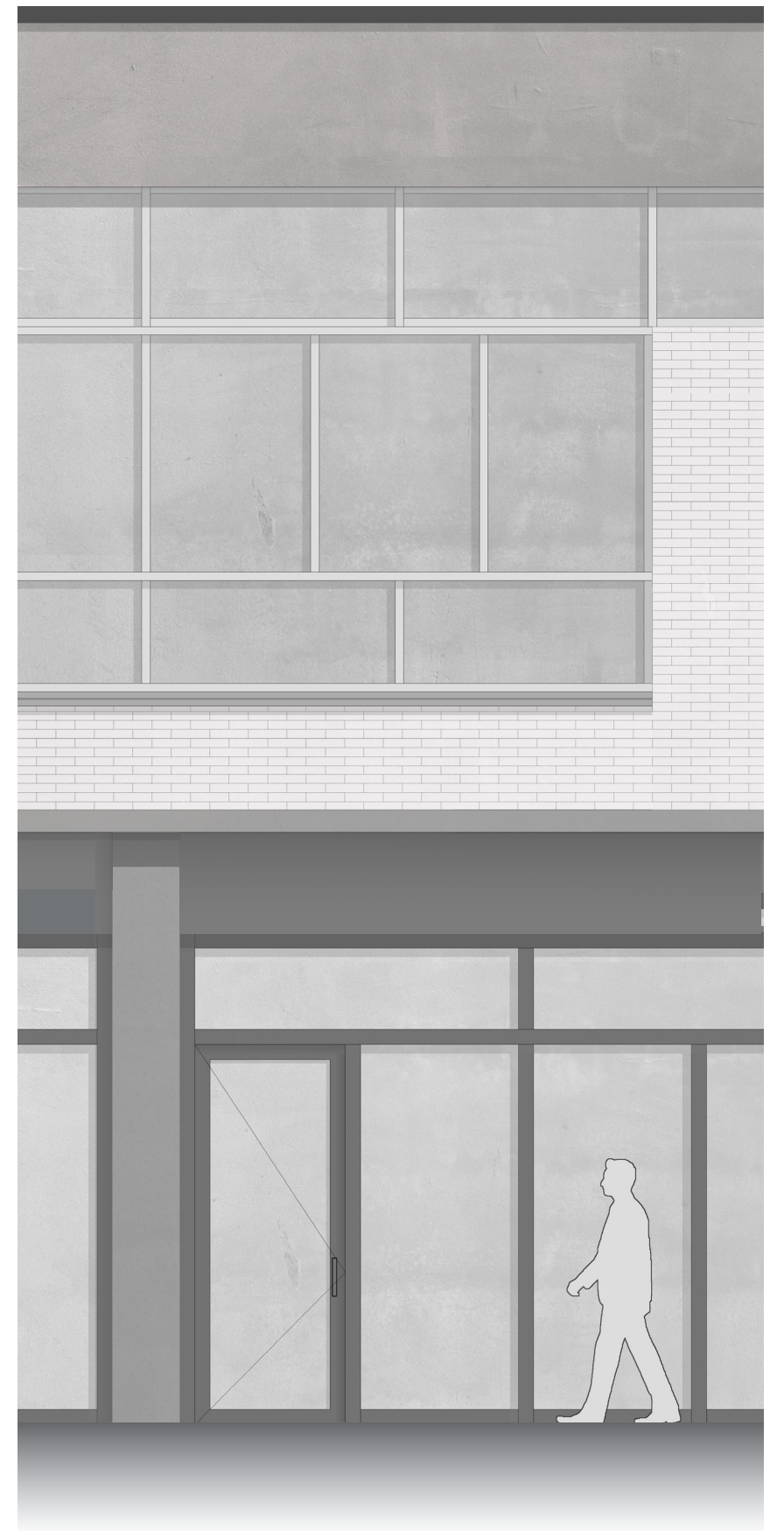
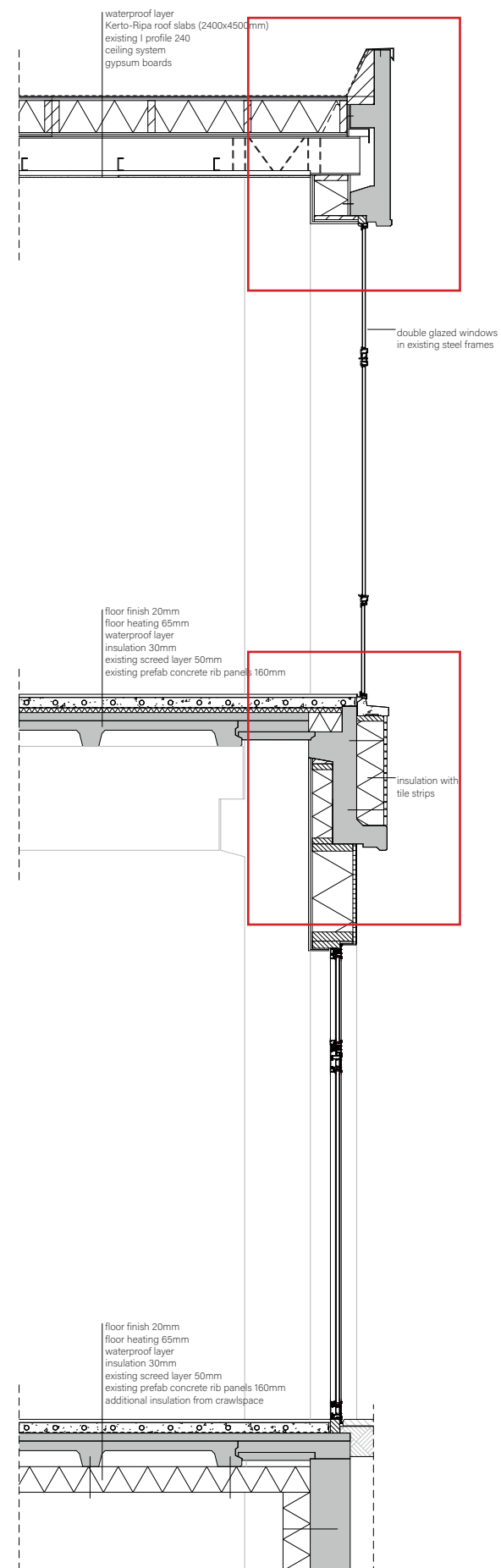
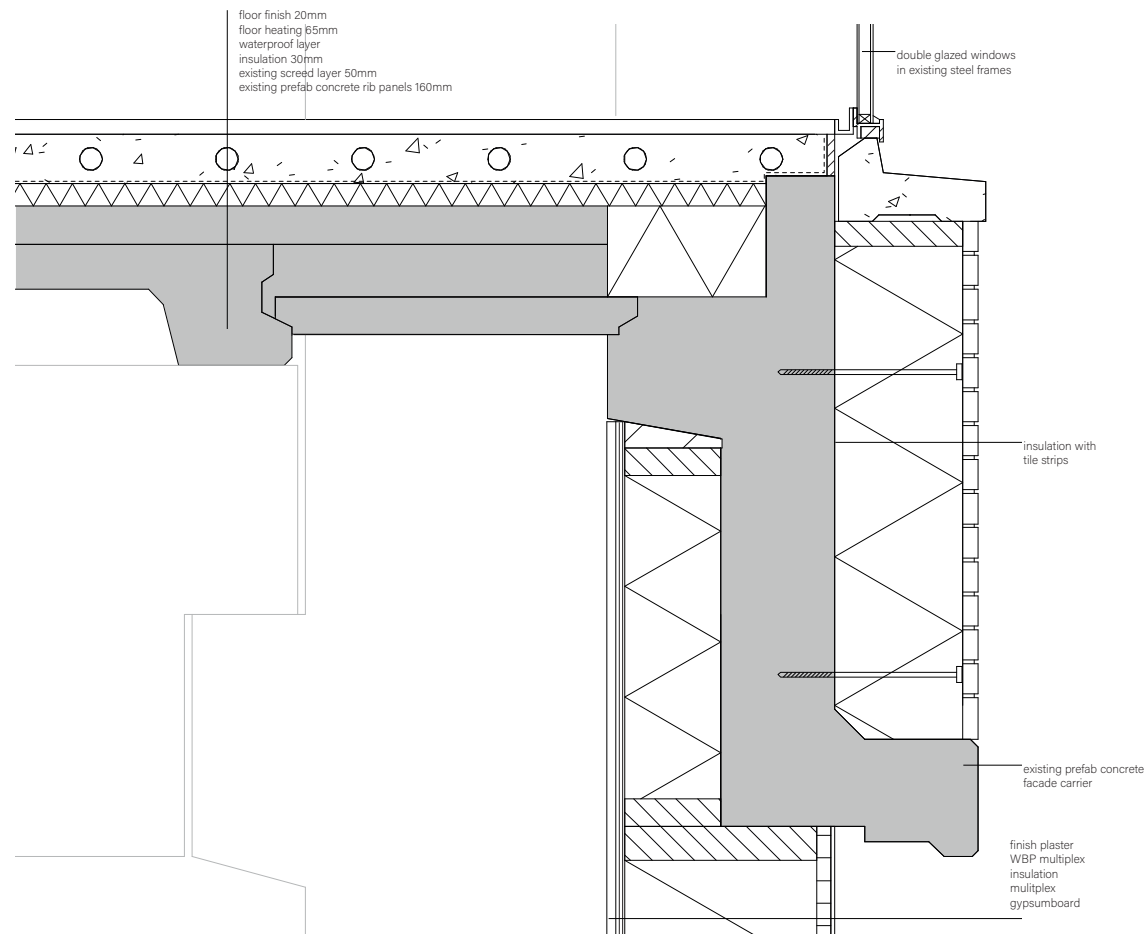
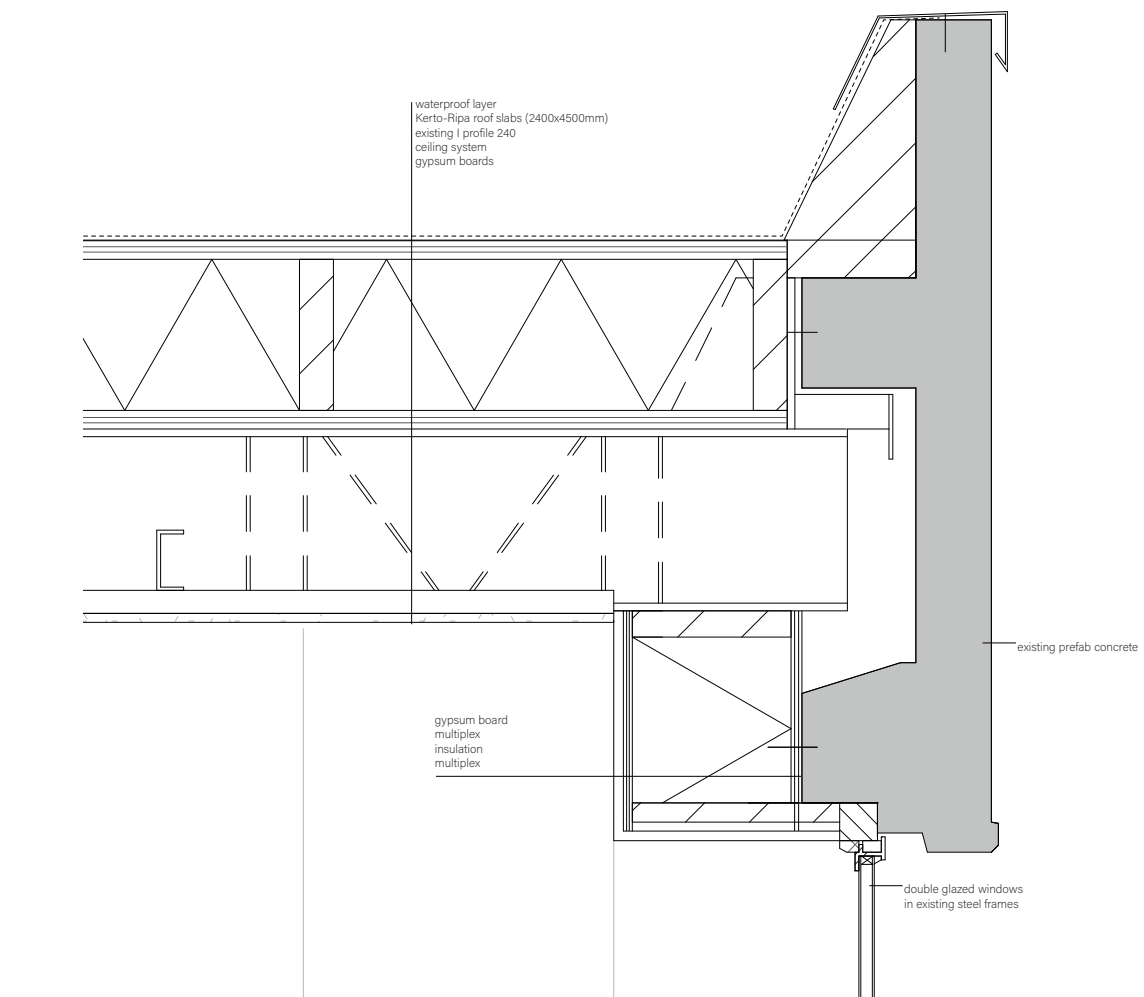
clickbrick wienerberger



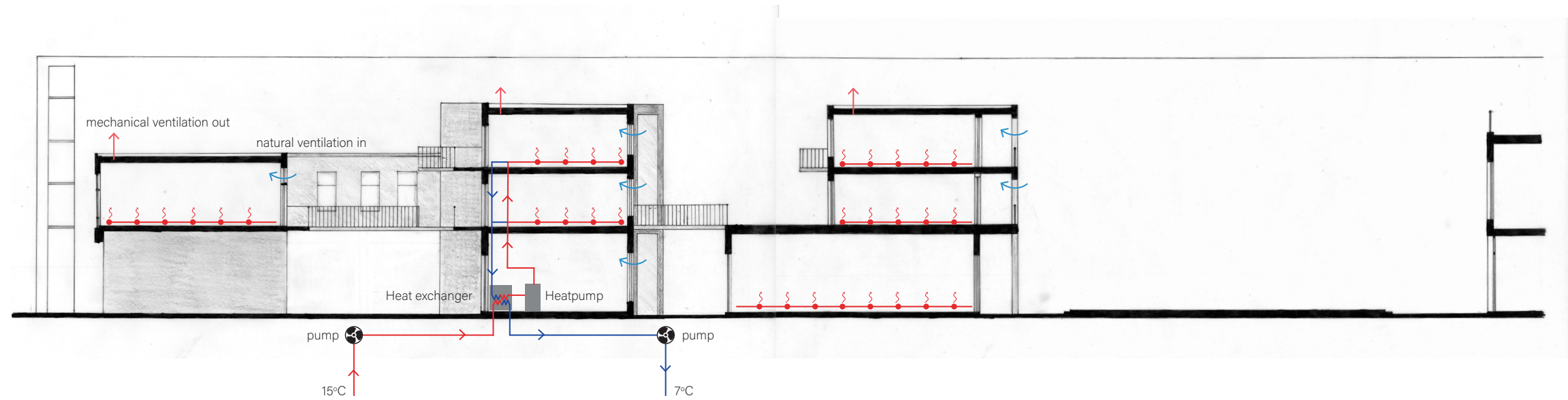
clickbrick wienerberger



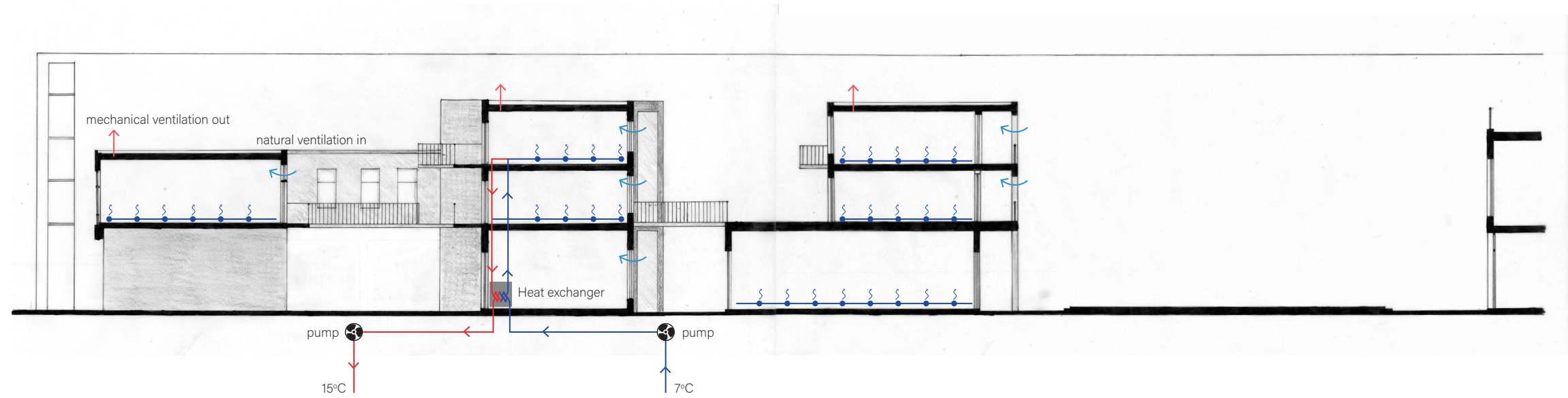
clickbrick wienerberger



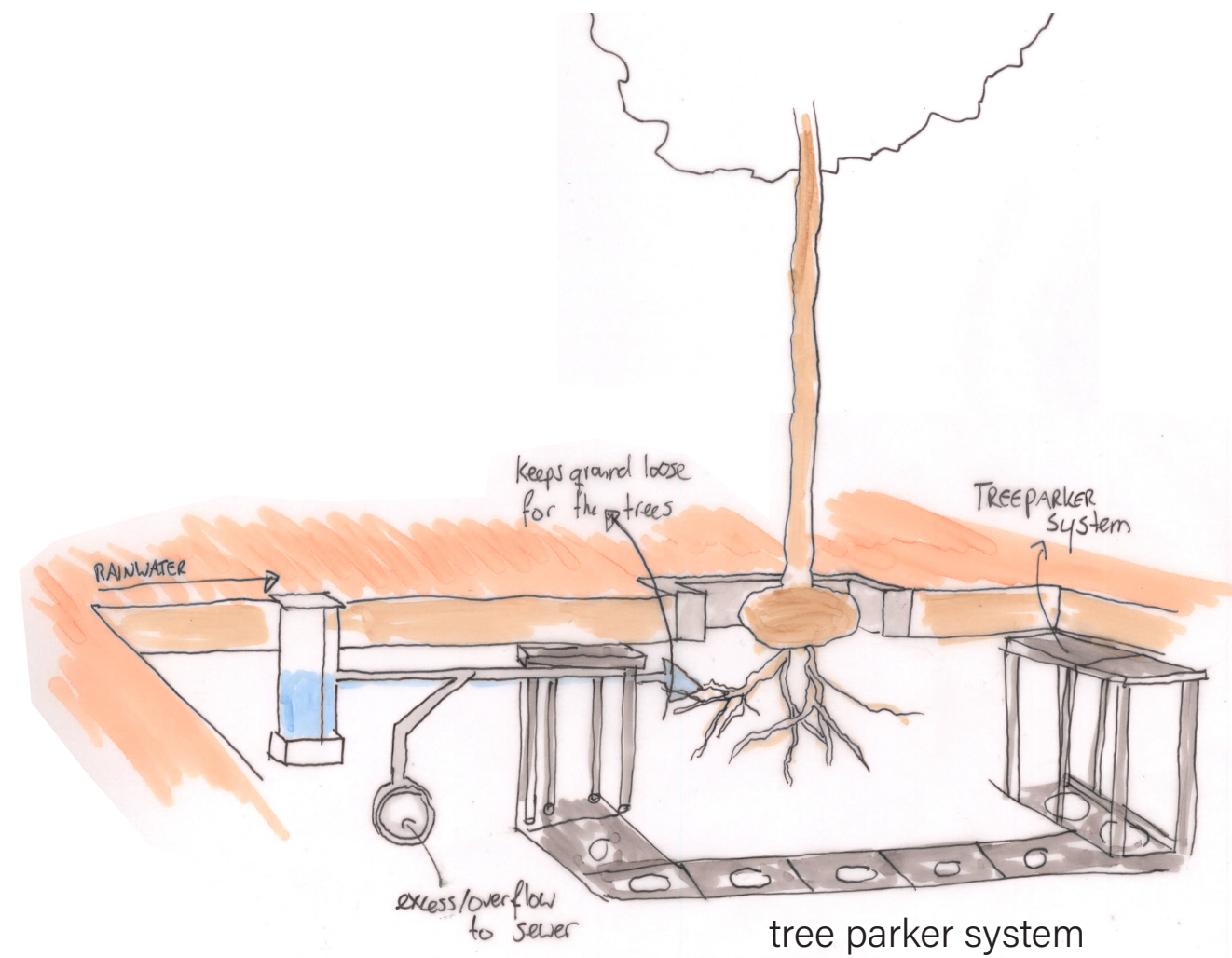
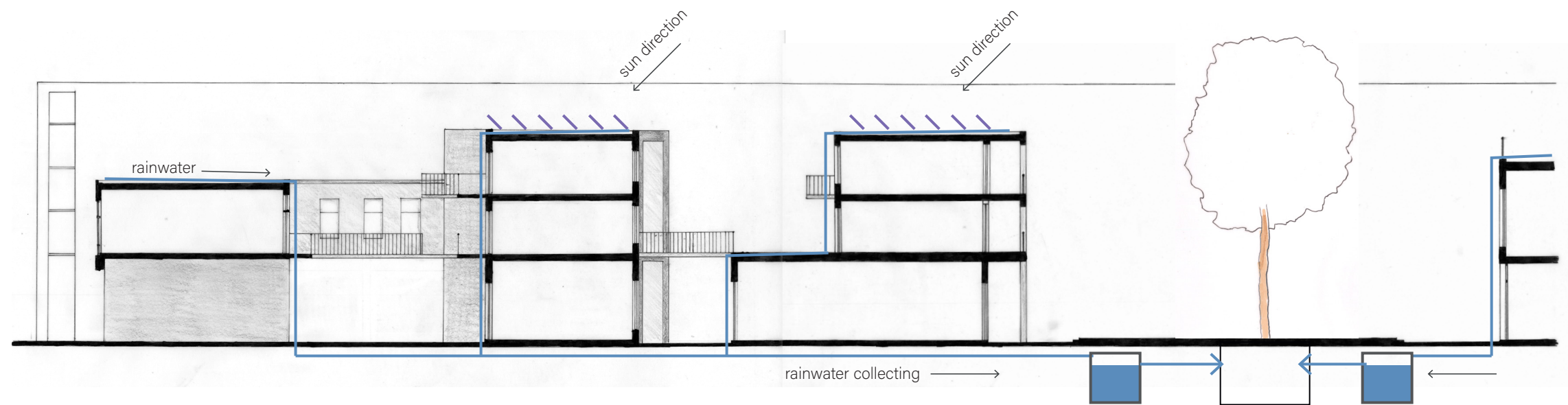
winter

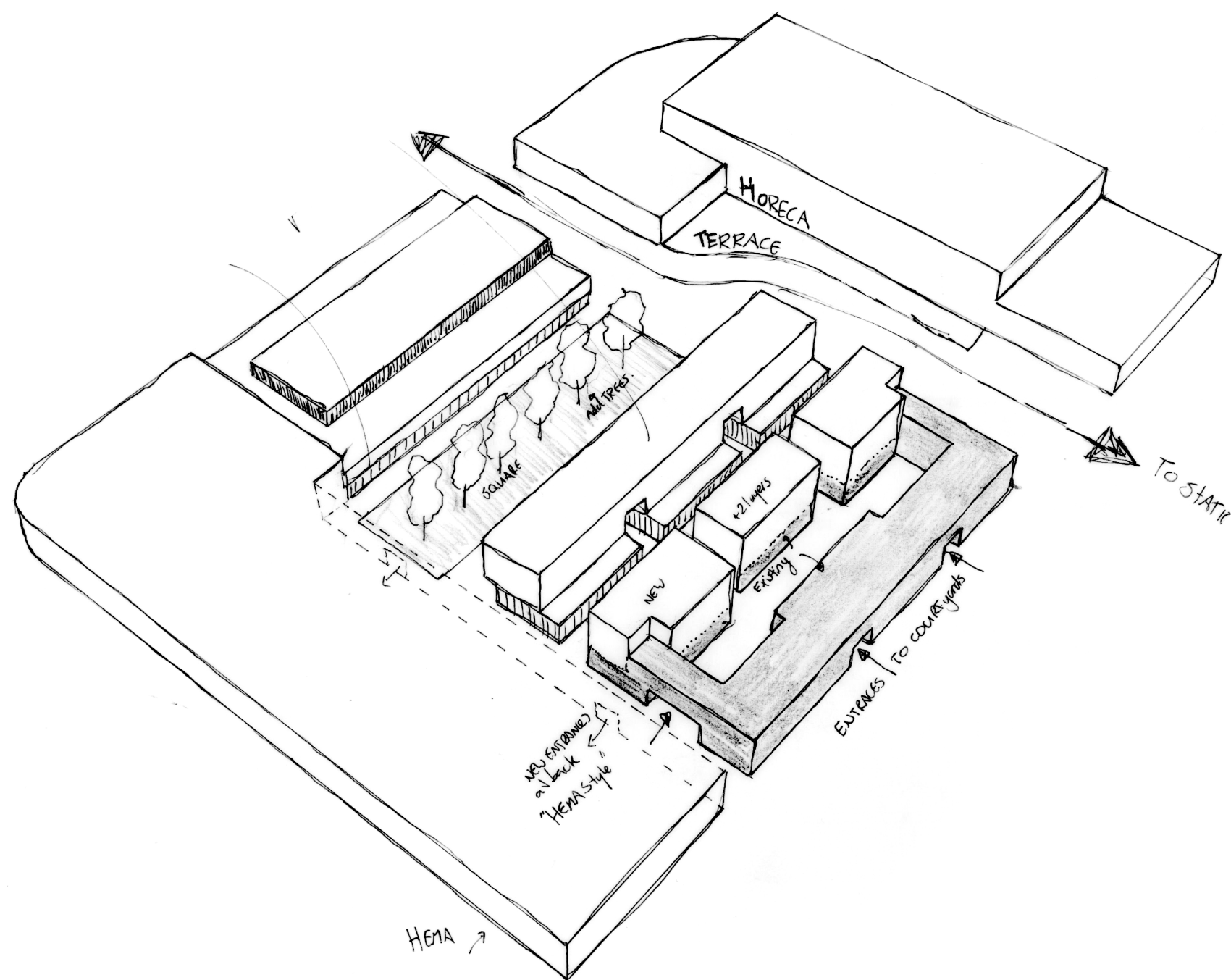


summer

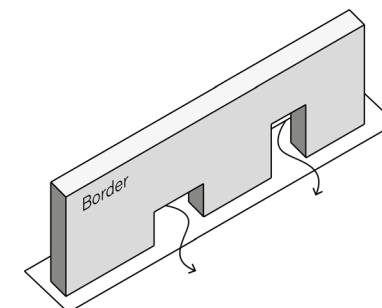


water collecting

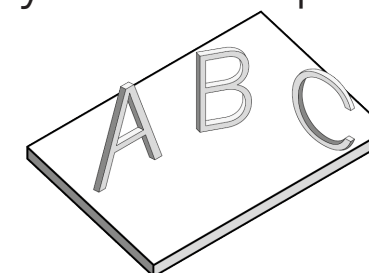




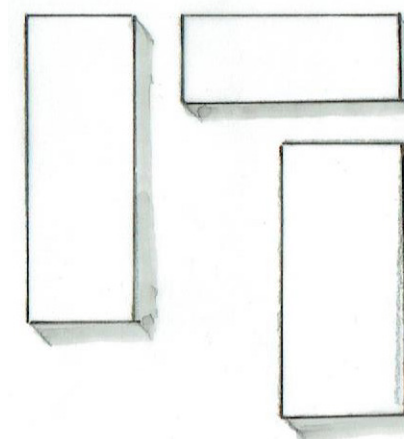
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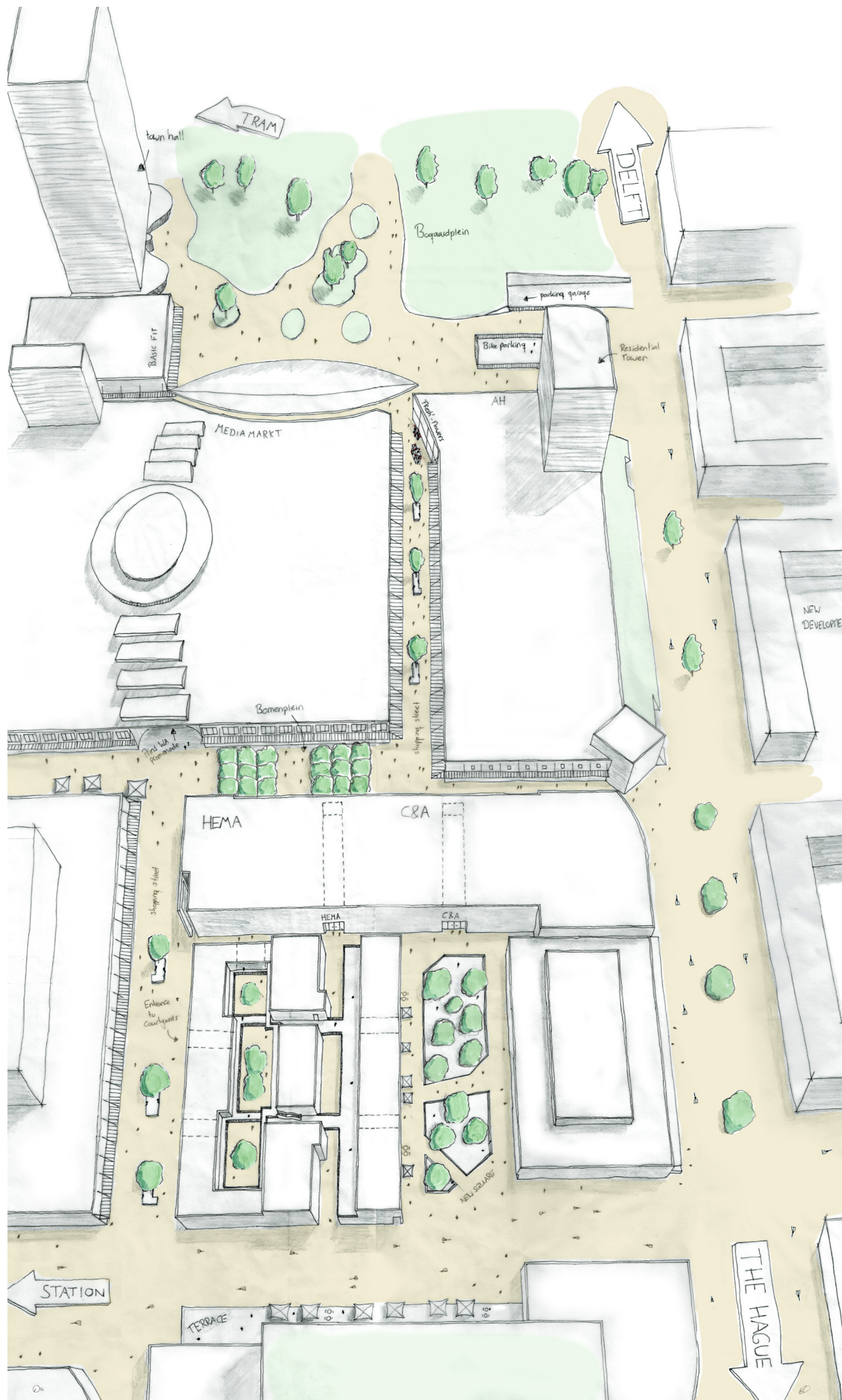


synchronous spaces



Cluster of blocks





Open up the Modern Mall *from a closed towards an open structure*

Graduation studio 'Adapting 20th century Heritage - the Modern Mall' - P5
 Rolf Oosterhuis - 4397681
 22-06-2023

First mentor - Meijers, Ir. W.L.E.C.
 Second mentor - Koopman, Ir. F.W.A.
 Research mentor - Spoormans, Ir. L.G.K.