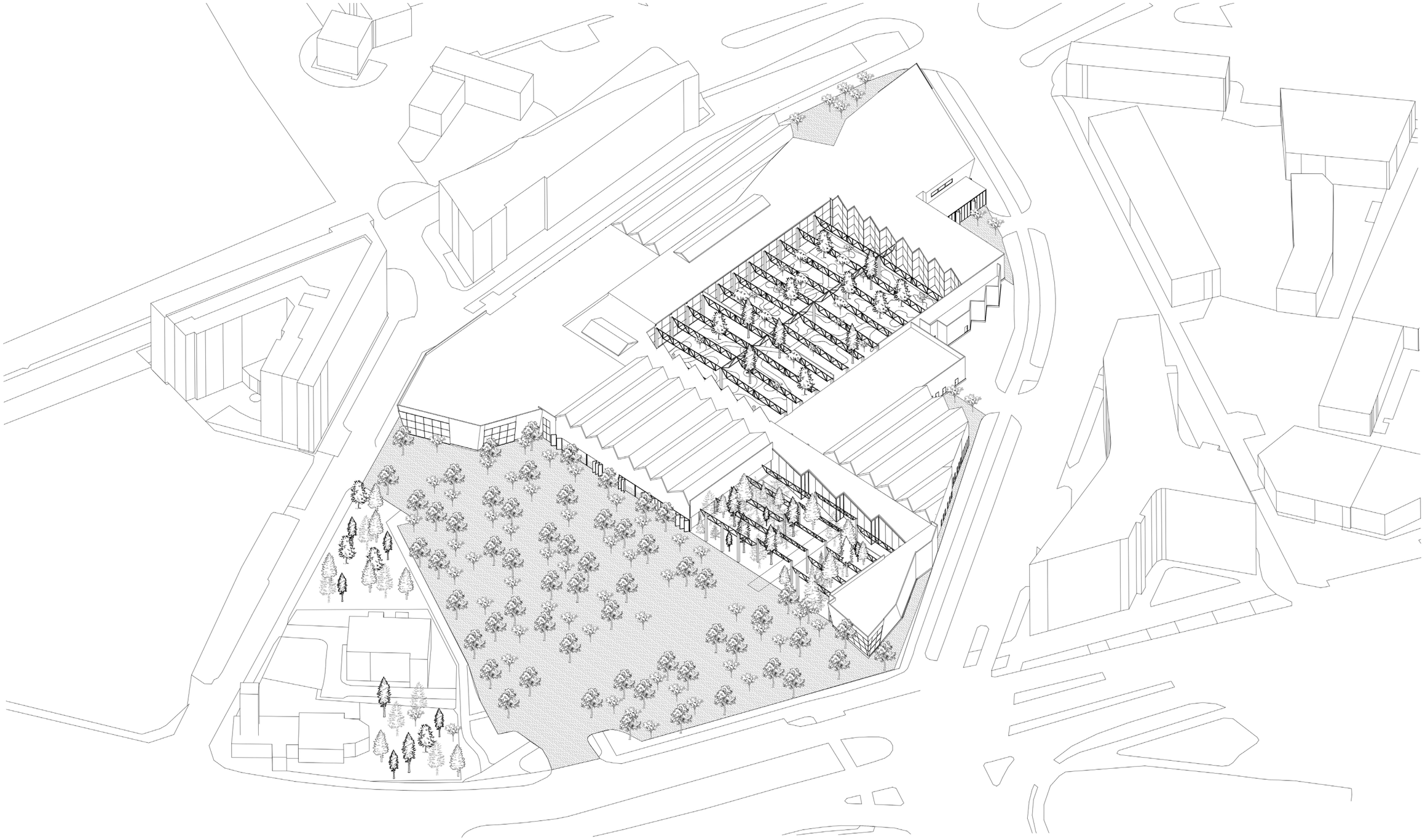
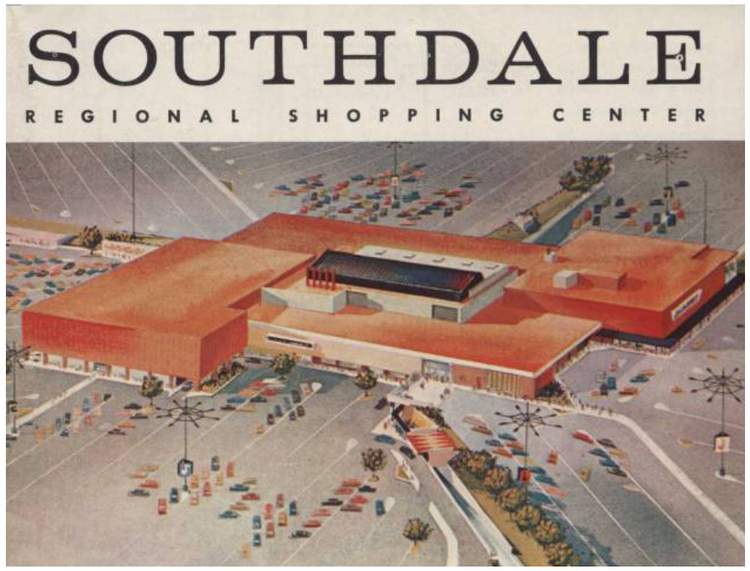
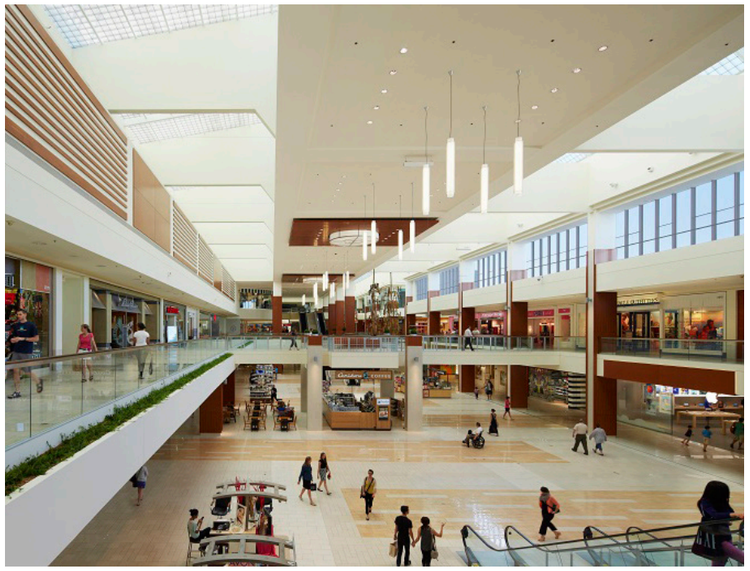


# Architecture of Consumerism as Public Space

P5 Presentation

Luisa Zeilinger



"I refuse to pay alimony to those bastard developments. [Shopping malls] destroyed our cities."

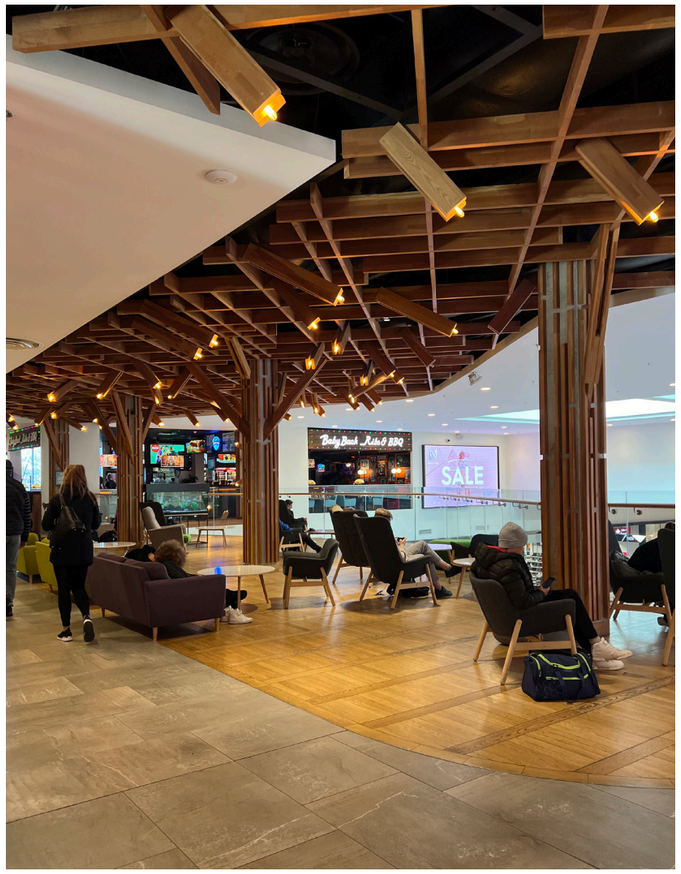
- Victor Gruen, 1978

## ARCHITECTURE OF CONSUMERISM

MALLS OF TALLINN


NAUTICA MALL


NAUTICA MALL






NAUTICA MALL



NAUTICA MALL

**How can the architecture of consumerism be reshaped to create public space?**

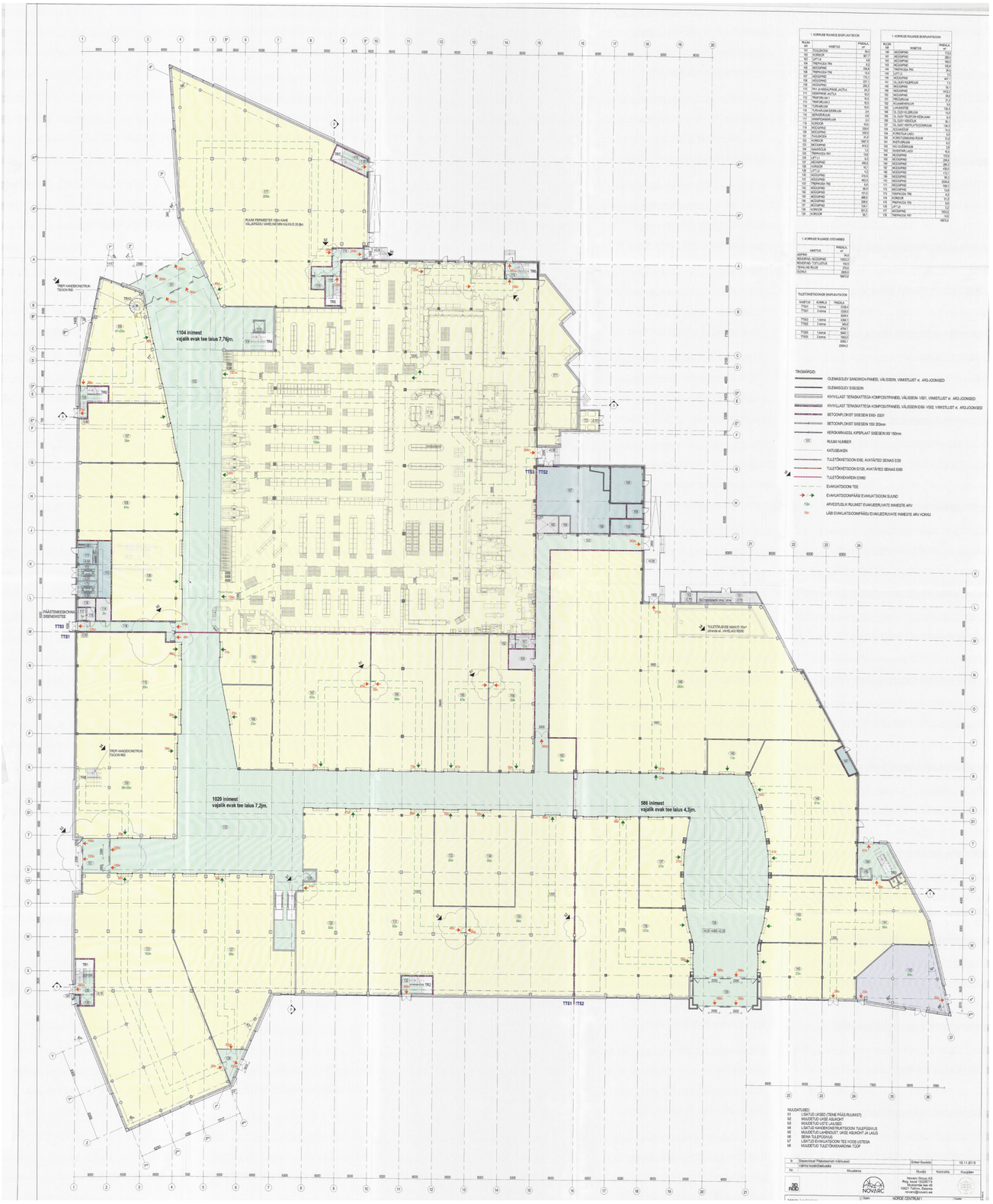
How can the historical characteristics of Tallin be integrated to create a distinct ‘place’ identity?

How does the design of consumerist spaces affect individual behavior?

What architectural components make up public space?

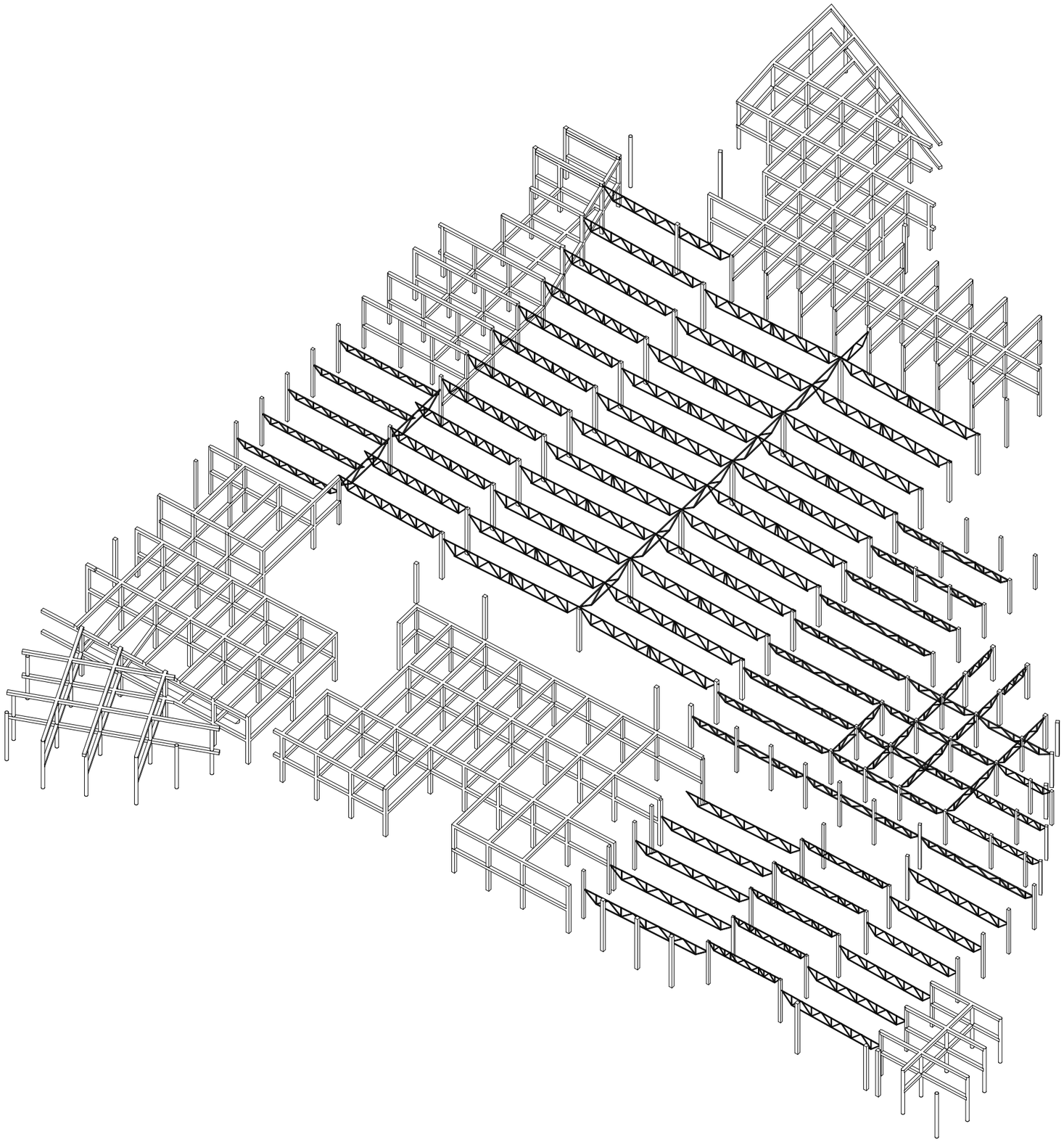
| Mall Design Factors | | Problems | | Solutions |
|---|---|---|---|---|
| Climate | → | Closed off | → | Cut open |
| Security | → | Private | → | Public |
| Sales volume | → | Bulk volume | → | Scattering |
| Concentration of Retail | → | Homogenous | → | Diversity of program |

# METHODOLOGY




# NAUTICA MALL

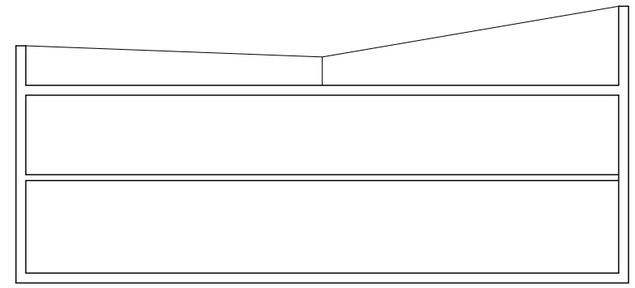

DEAD MALLS



EXISTING STRUCTURE

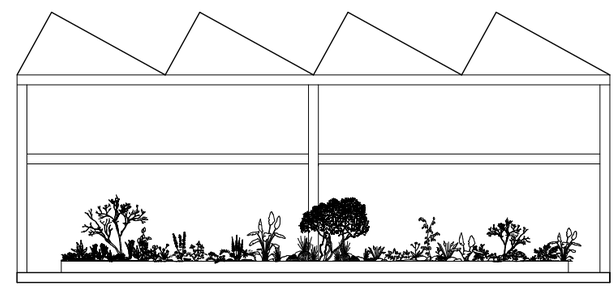
Heritage

Public Functions



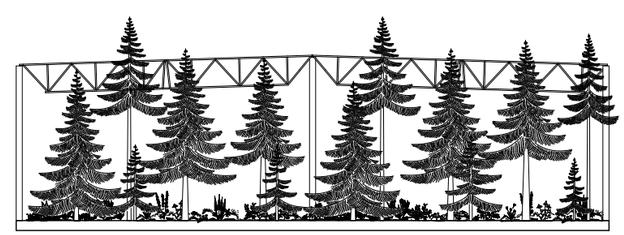
Reused Heritage

Greenhouse

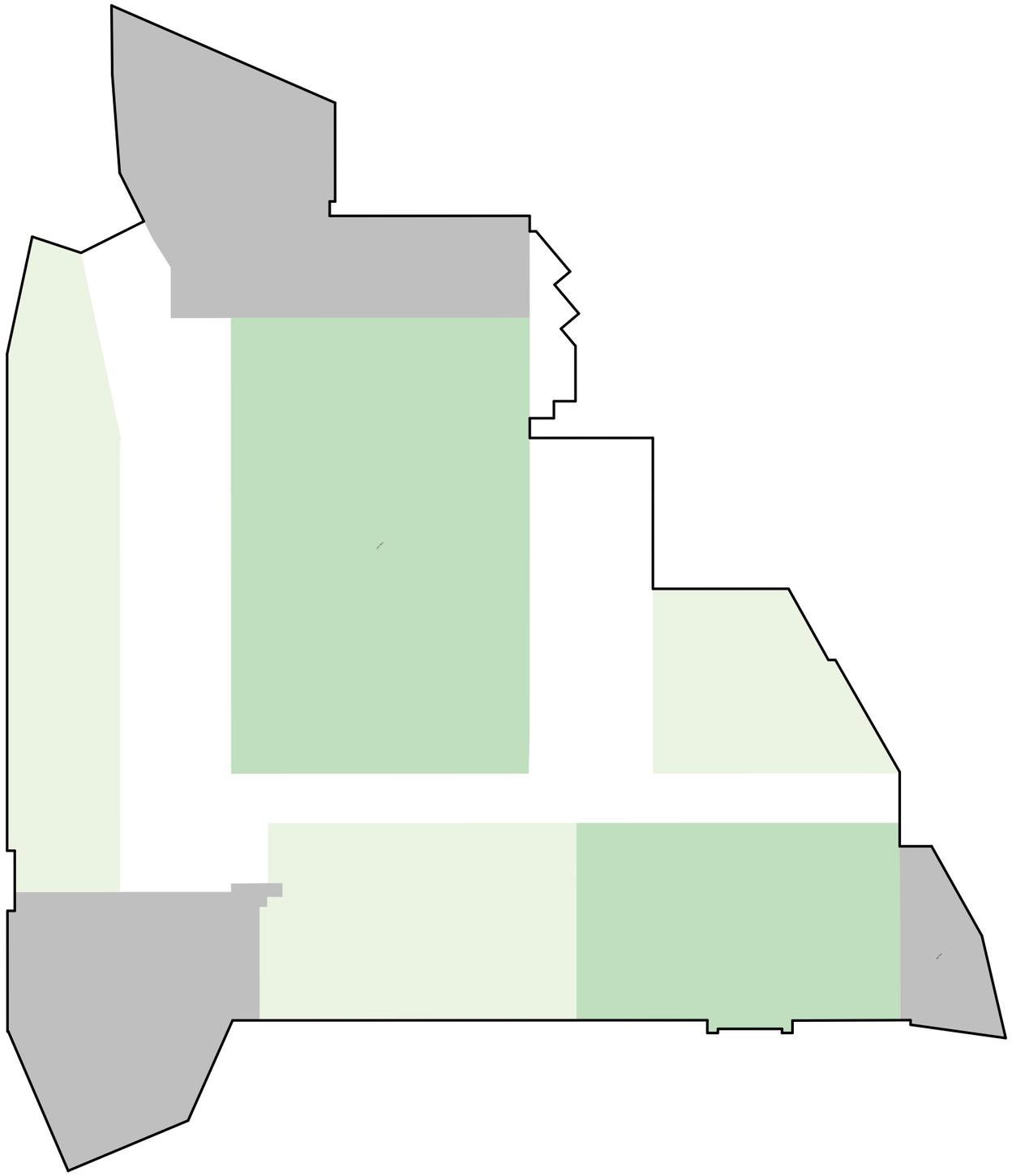


Ruinous Heritage

Forest



# ELEMENTS



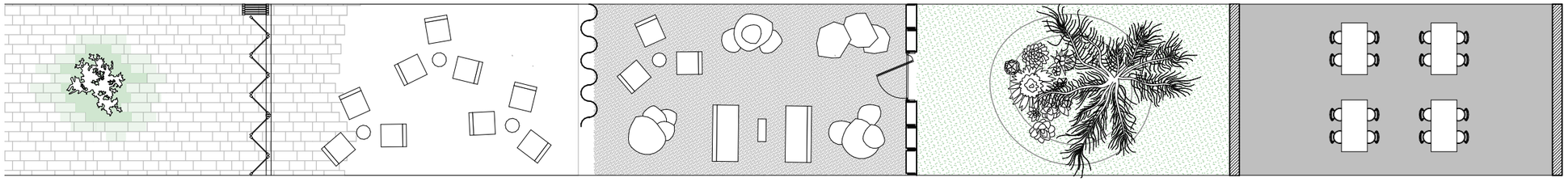
ZONING

LANDSCAPE - ESTONIAN BOG

LANDSCAPE - ESTONIAN PINE FOREST

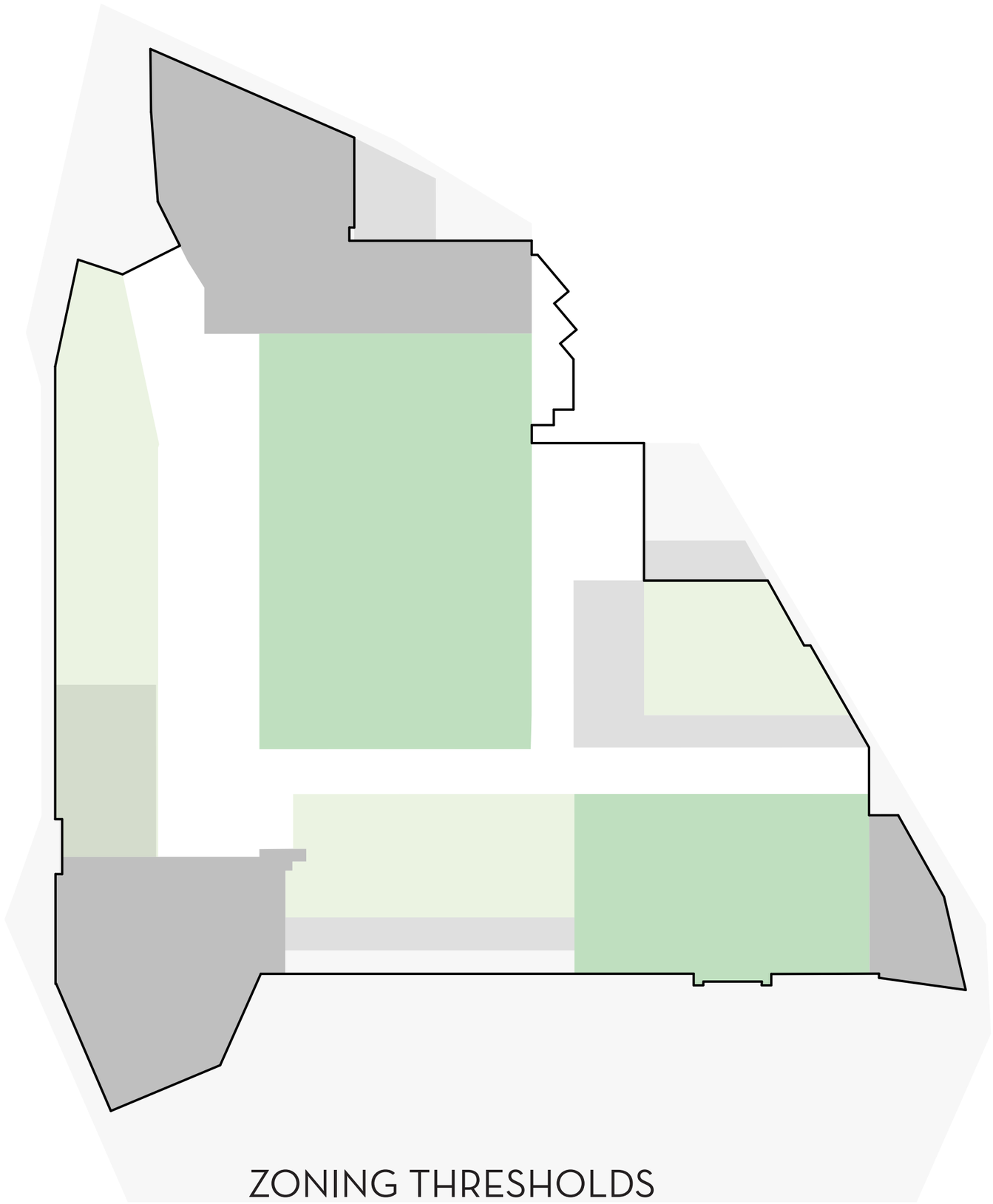
LANDSCAPE - GREENHOUSES

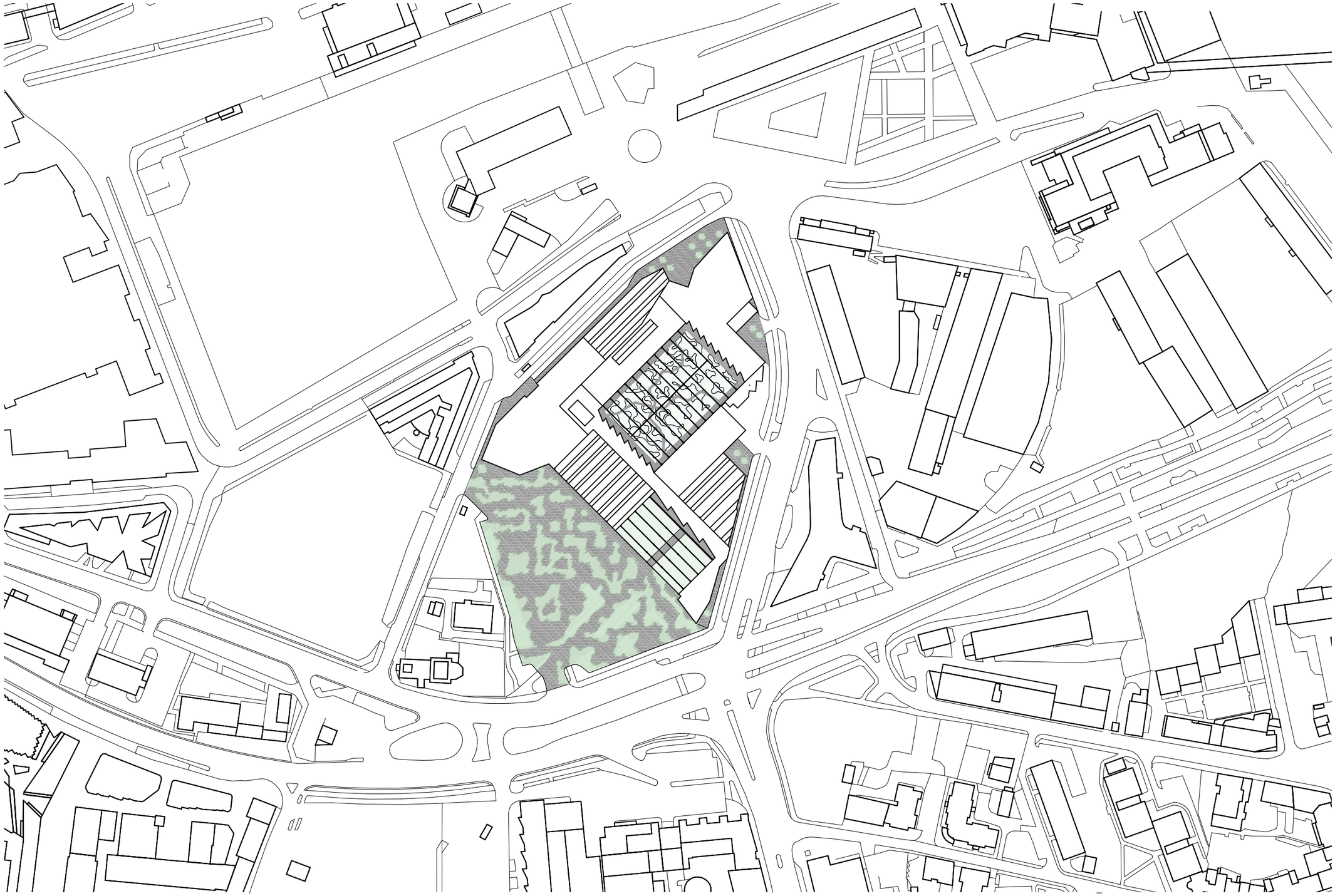
Park | Winter Garden | Rock Garden | Greenhouse | Public Function



Folding Glass Facade | Curtain | Channel Glass | Concrete

# THRESHOLDS


ZONING THRESHOLDS

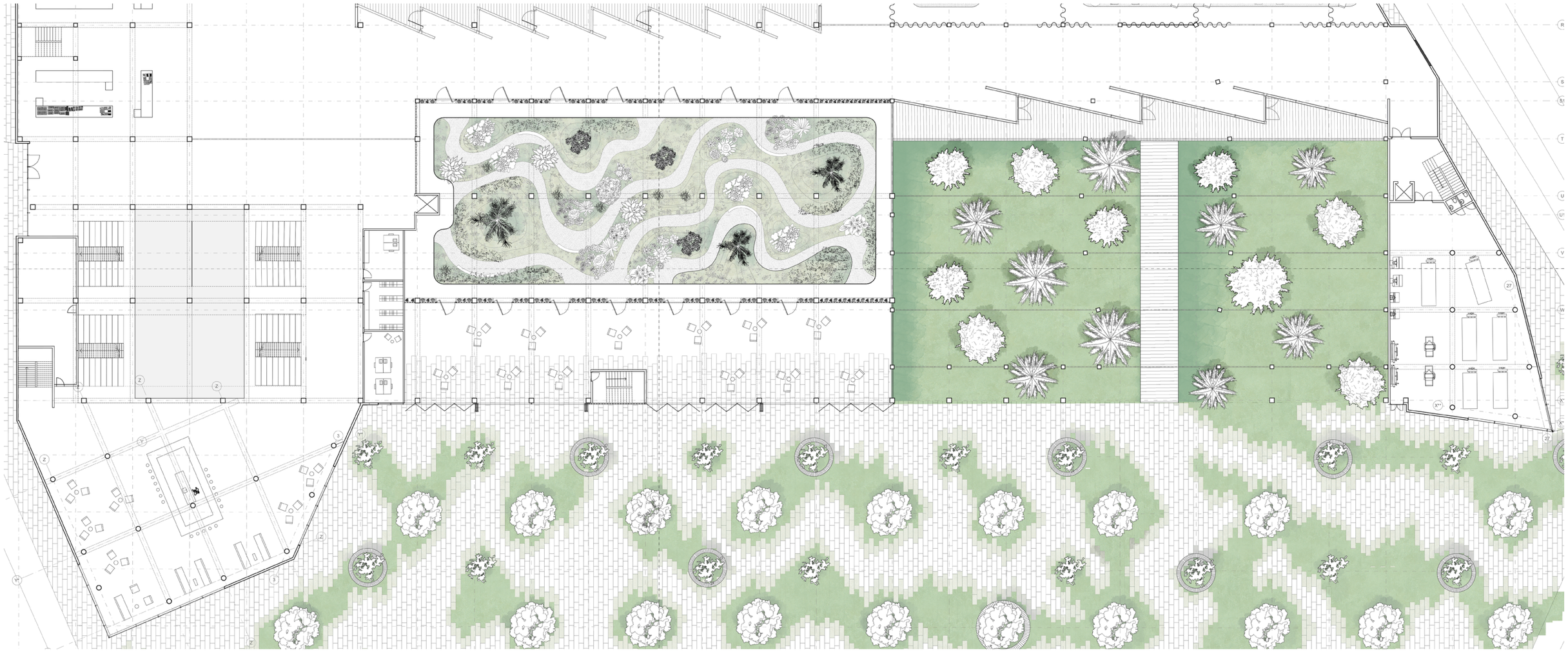


SITE PLAN

1/2000 N

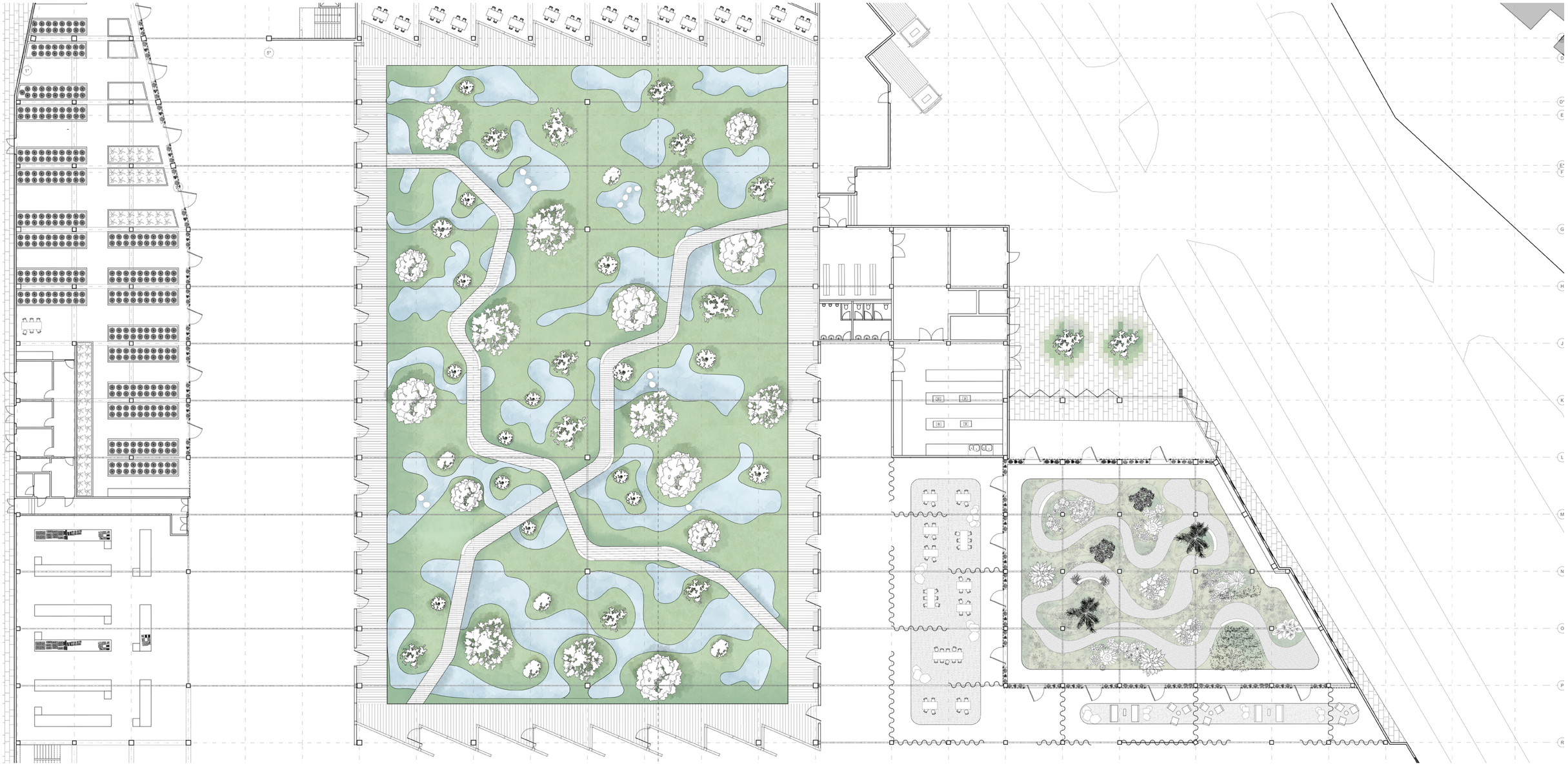
GROUND FLOOR

1/200



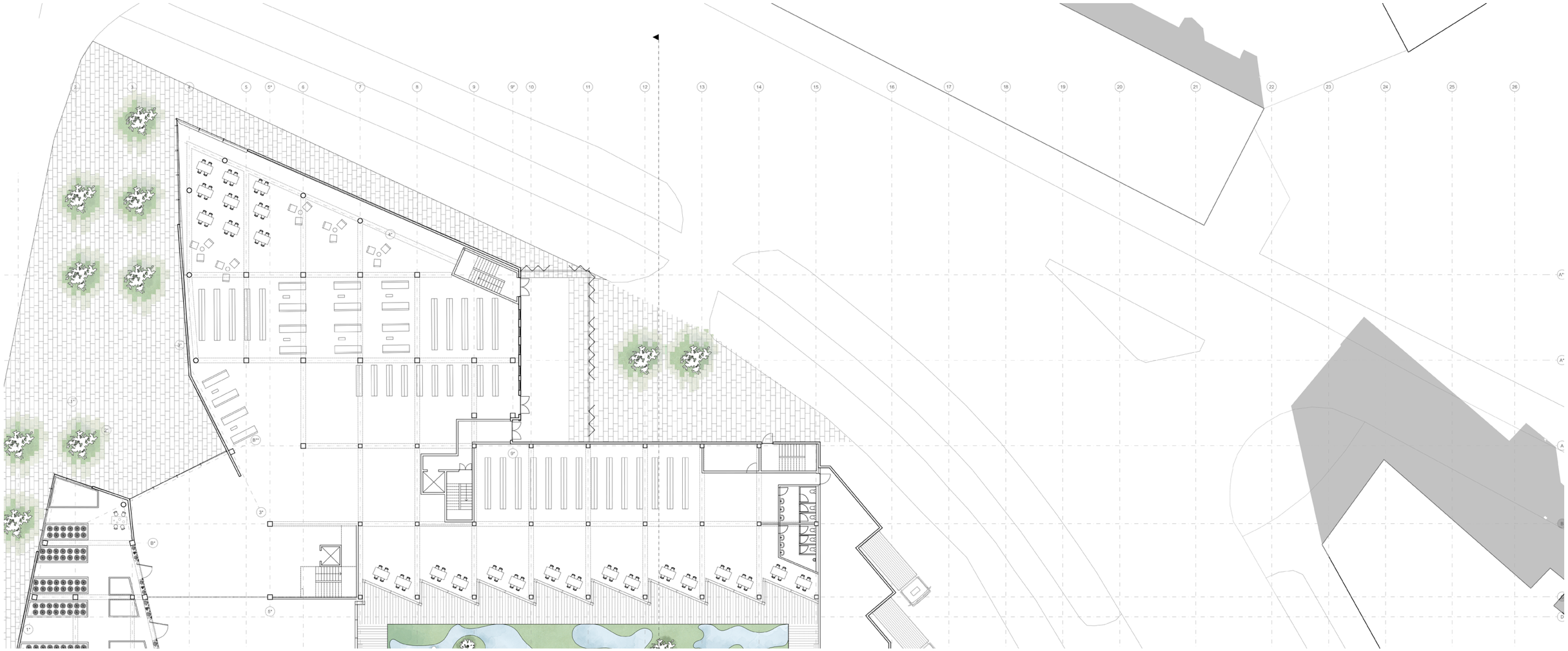
# GROUND FLOOR

1/200



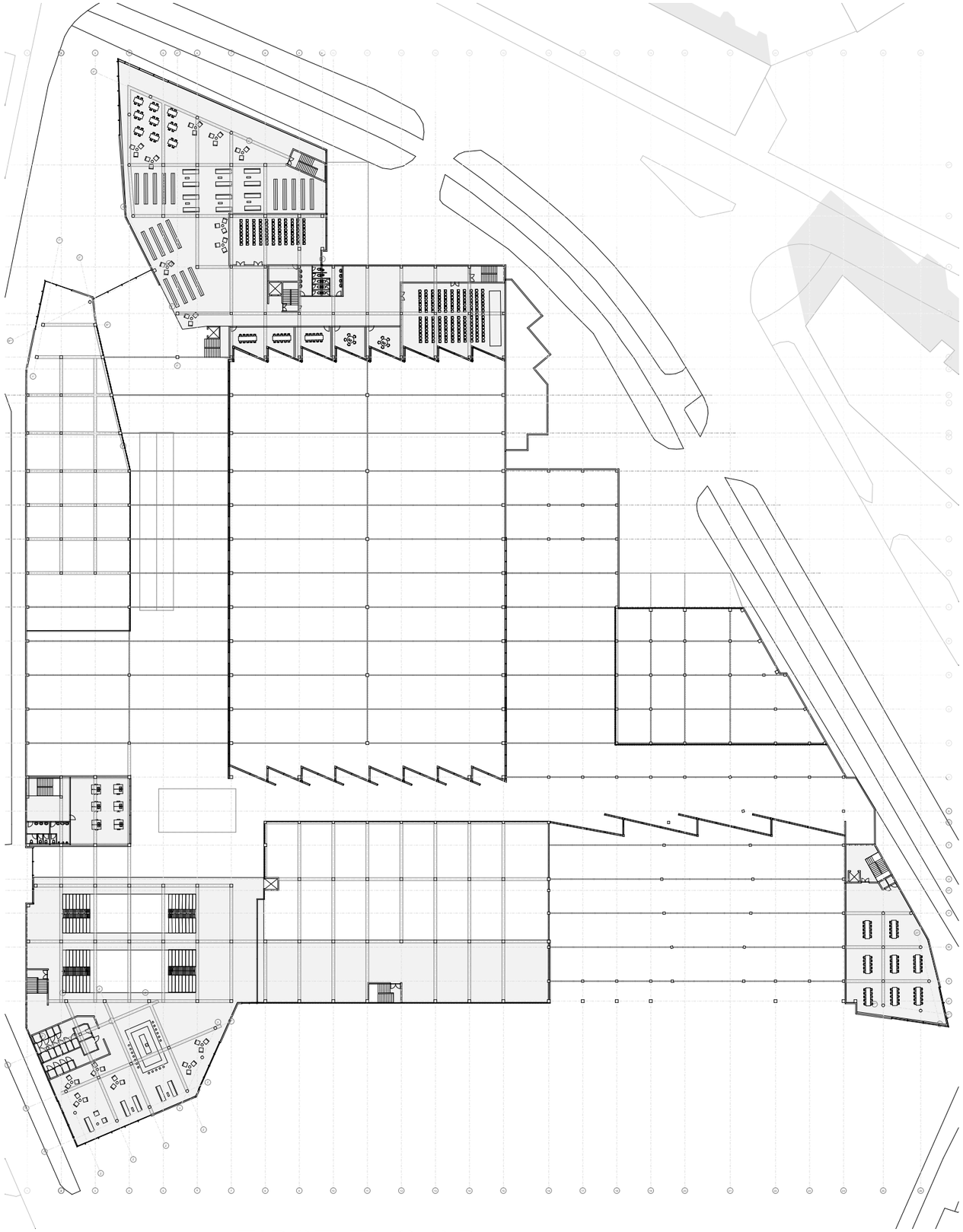
# GROUND FLOOR

1/200



# GROUND FLOOR

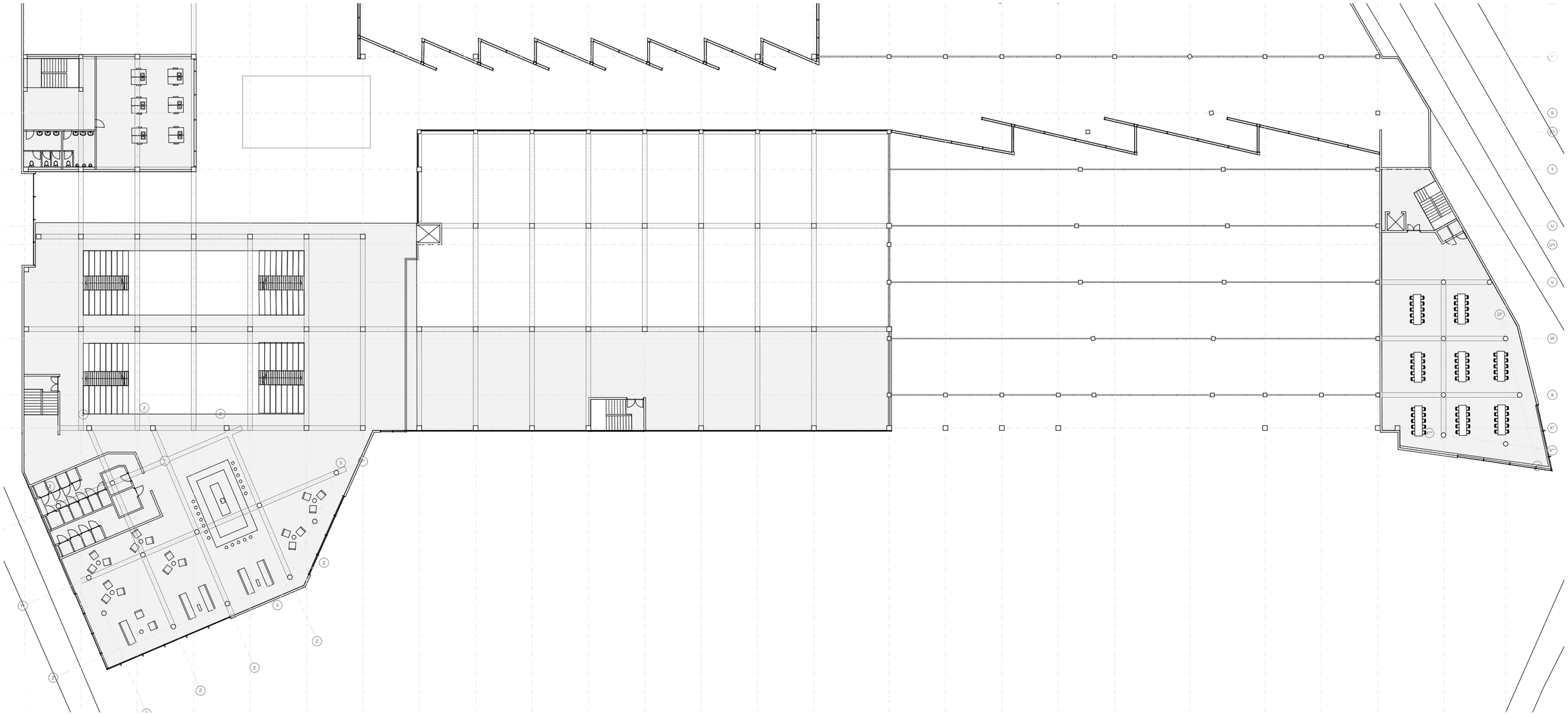
1/200



# FIRST FLOOR

1/200

N



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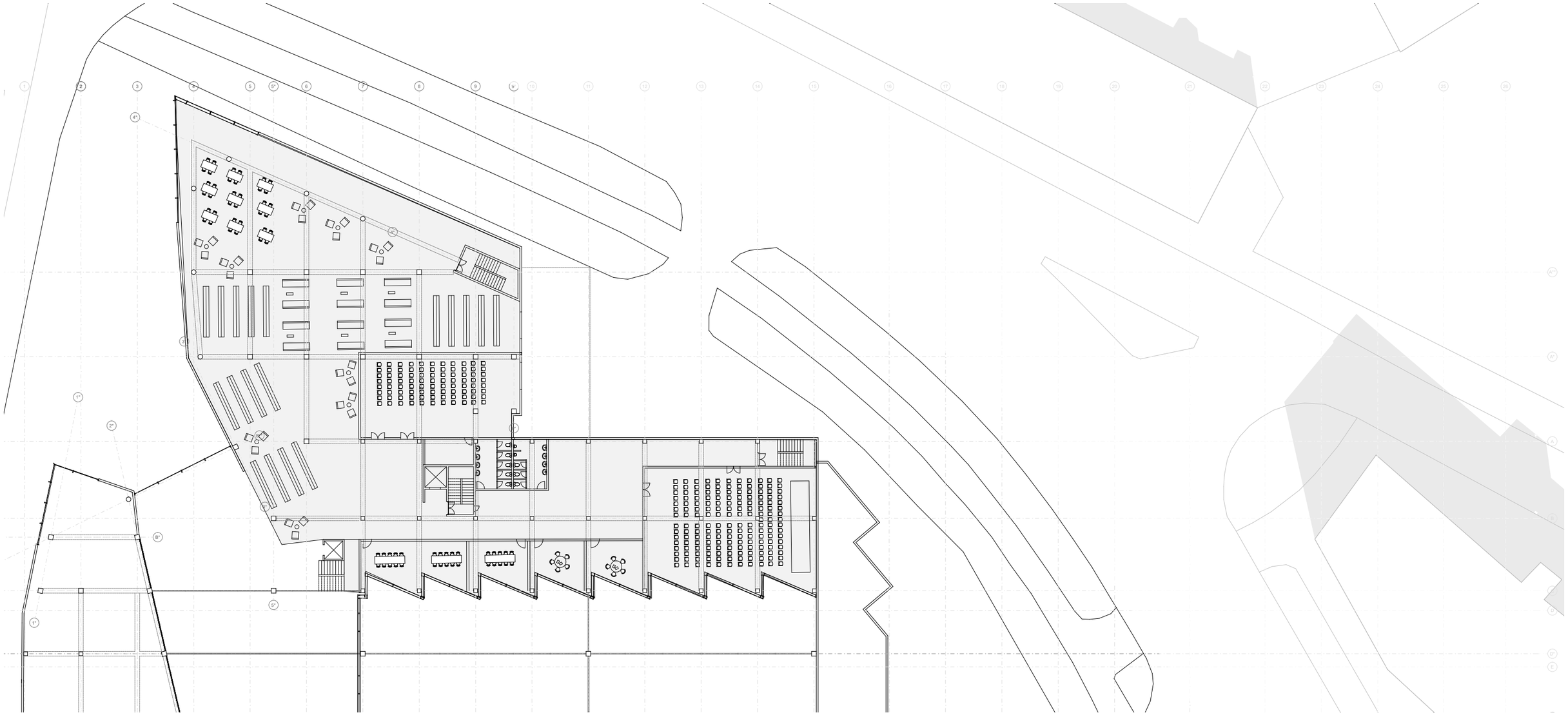

# FIRST FLOOR

1/200

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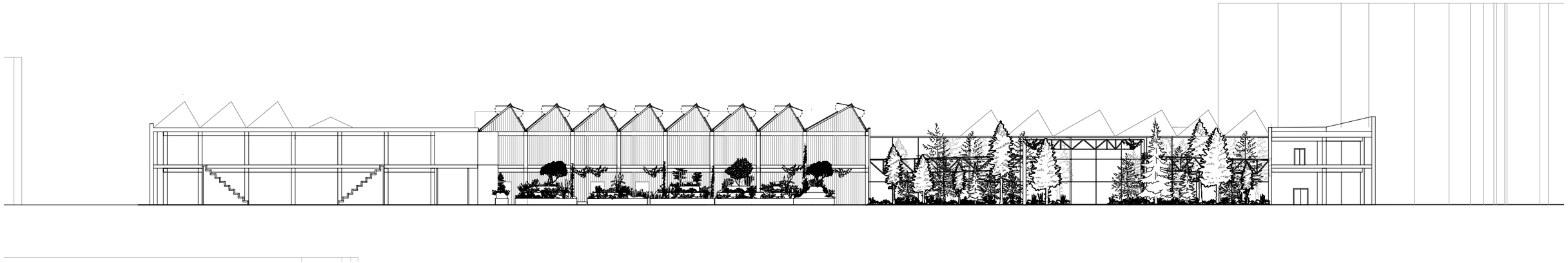
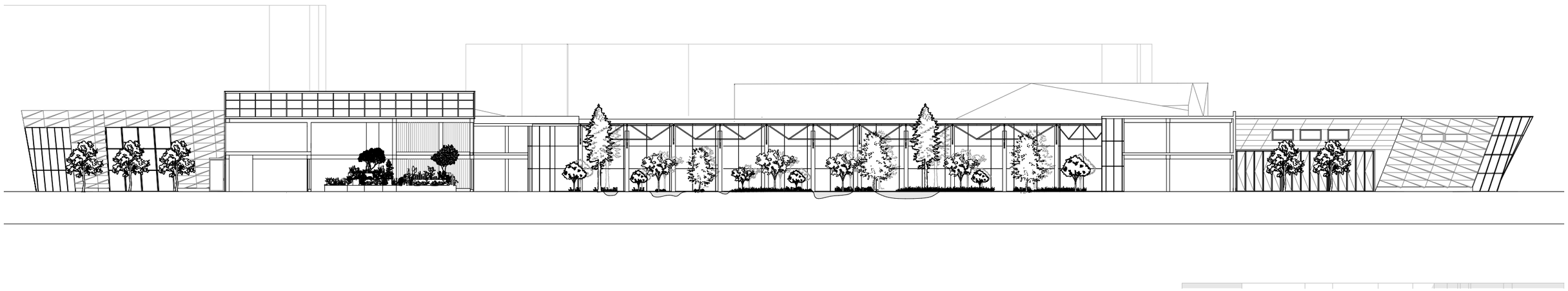


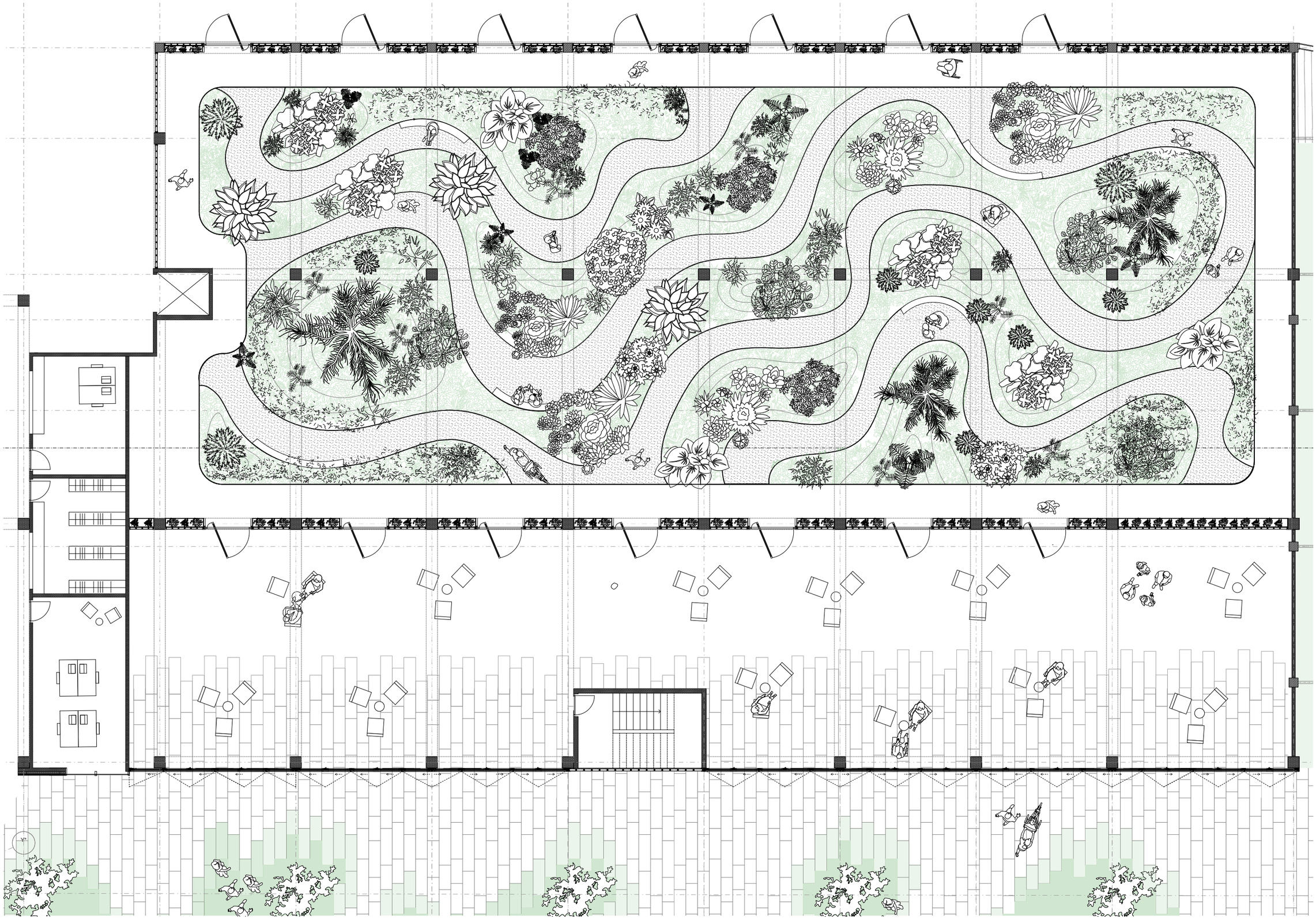
SECTION A-A

1/200



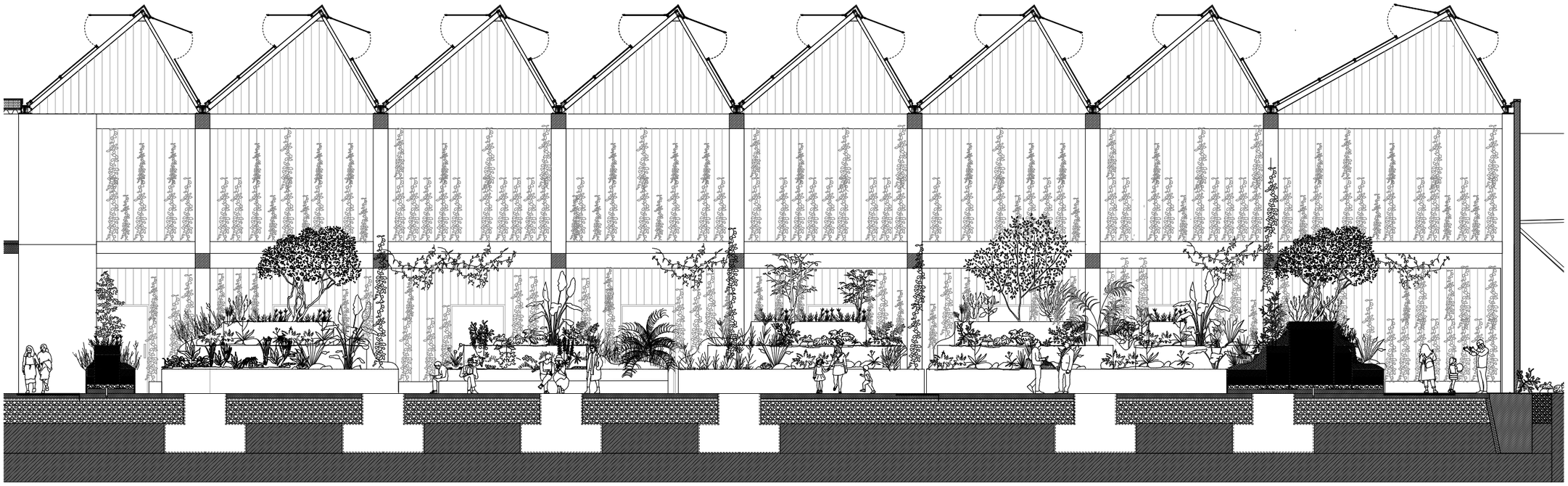
SECTION B-B

1/200



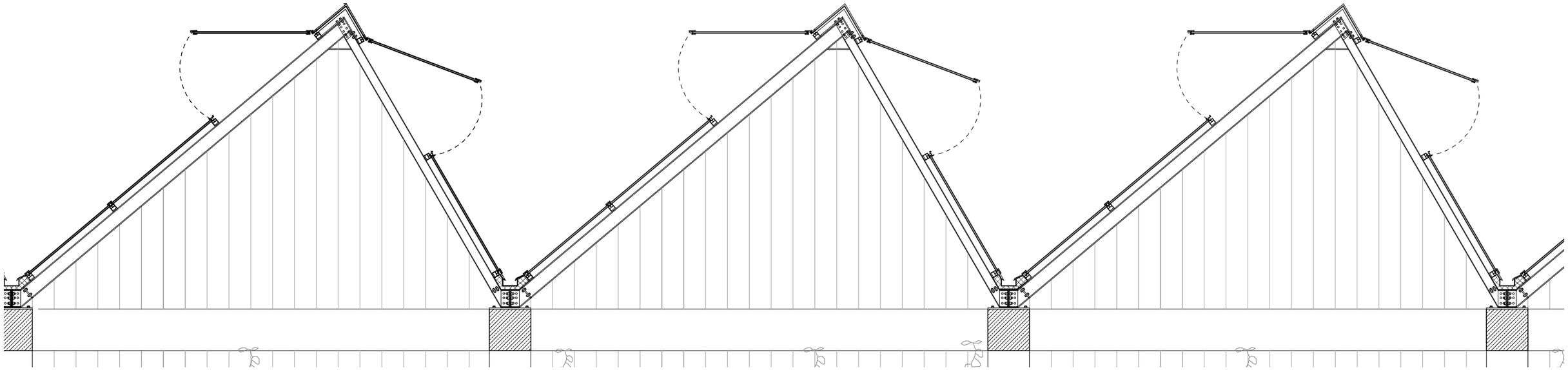
# GREENHOUSE FERNS

1/50



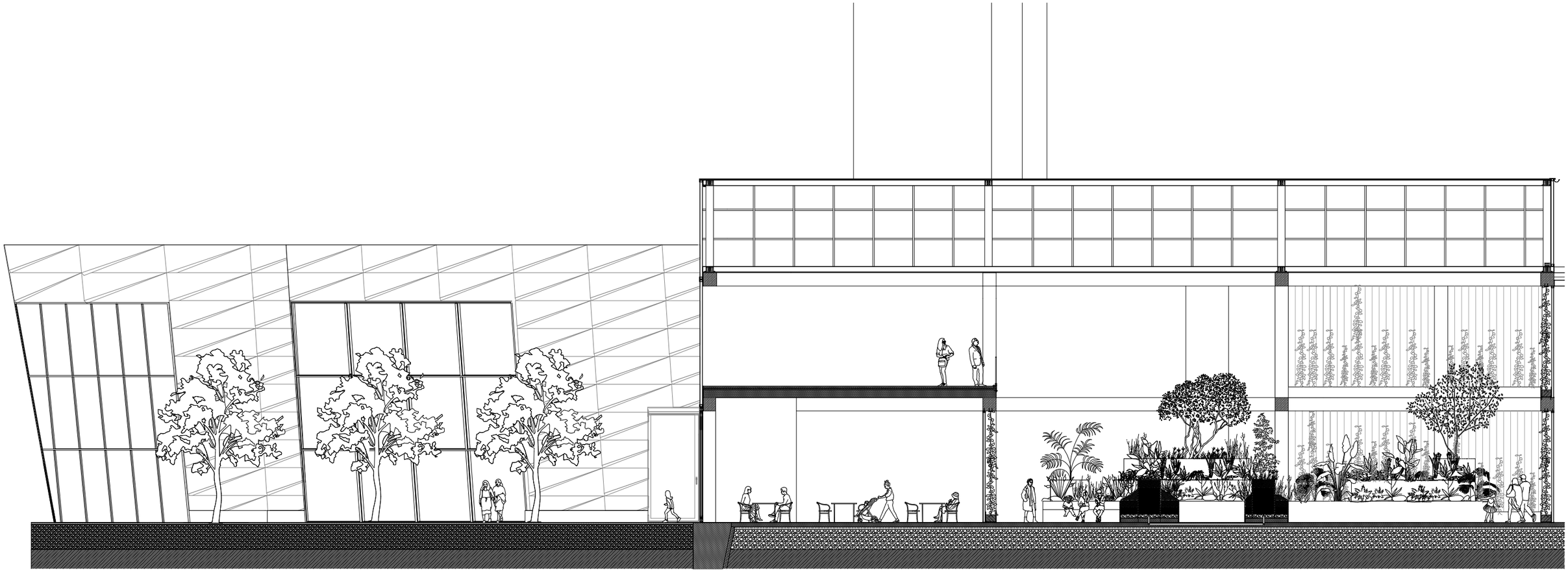
GREENHOUSE FERNS - SECTION A-A

1/50



GREENHOUSE FERNS - SECTION A-A

1/50

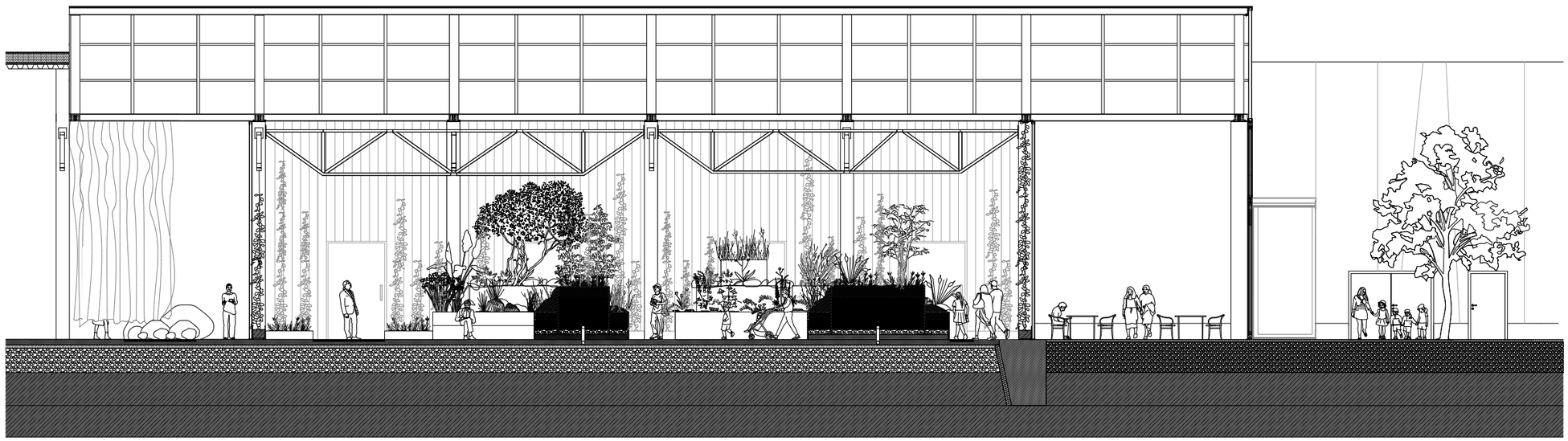


GREENHOUSE FERNS - SECTION B-B

1/50

# GREENHOUSE GRASSCAPE

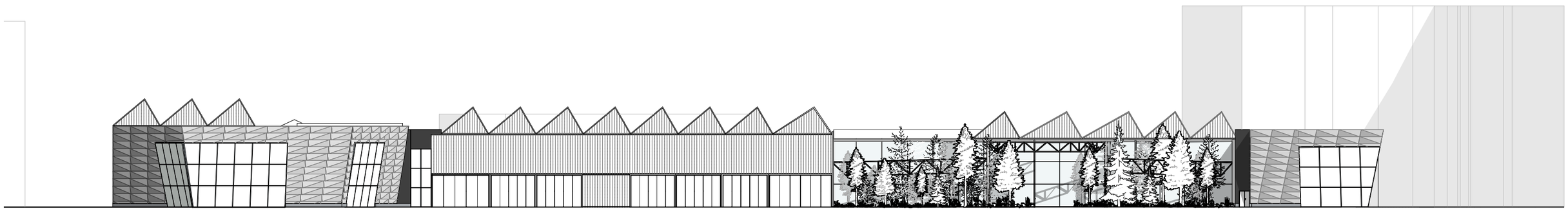
1/50



GREENHOUSE GRASSCAPE - SECTION

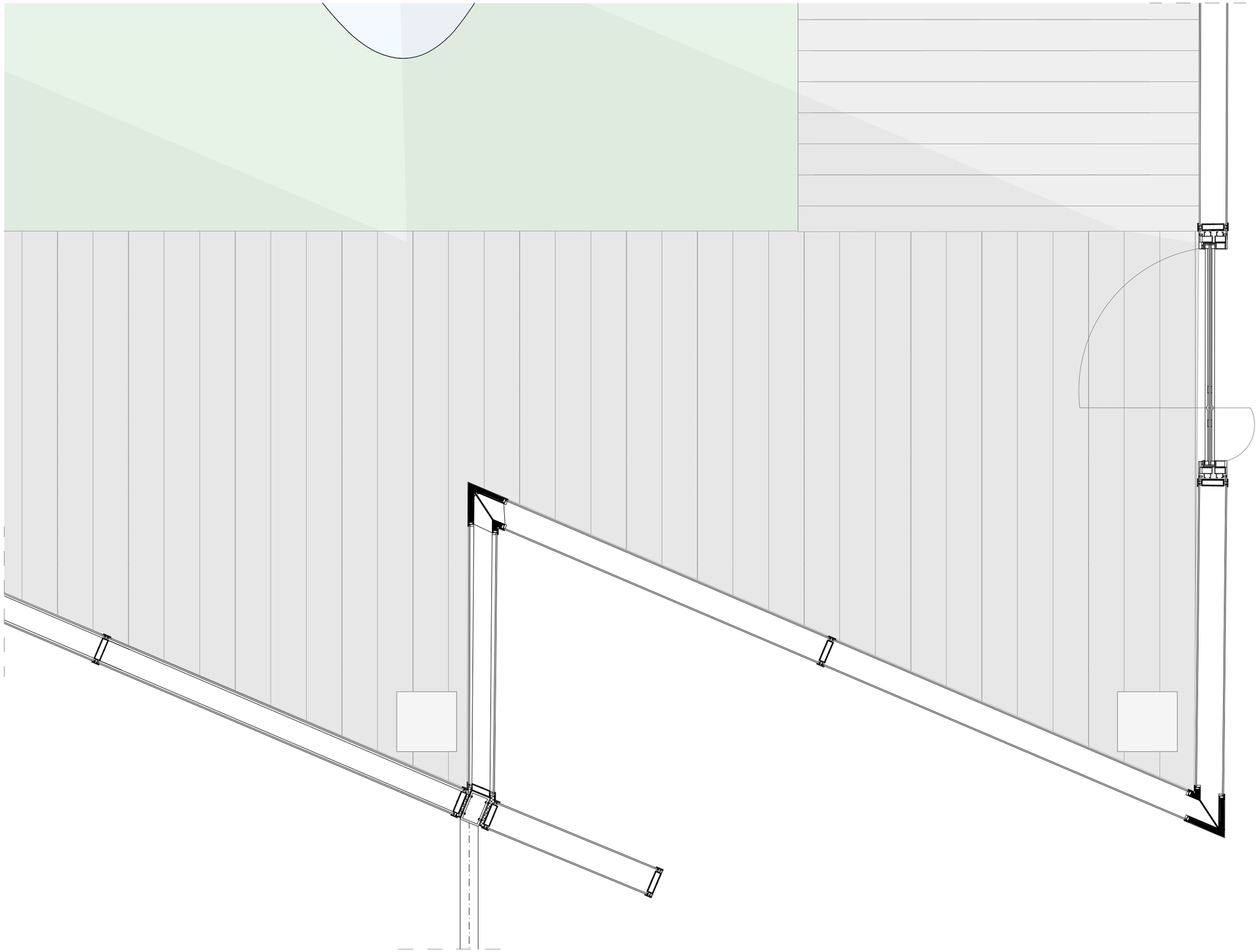
1/50

FACADE - REFLECTIVE VS. TRANSLUCENT



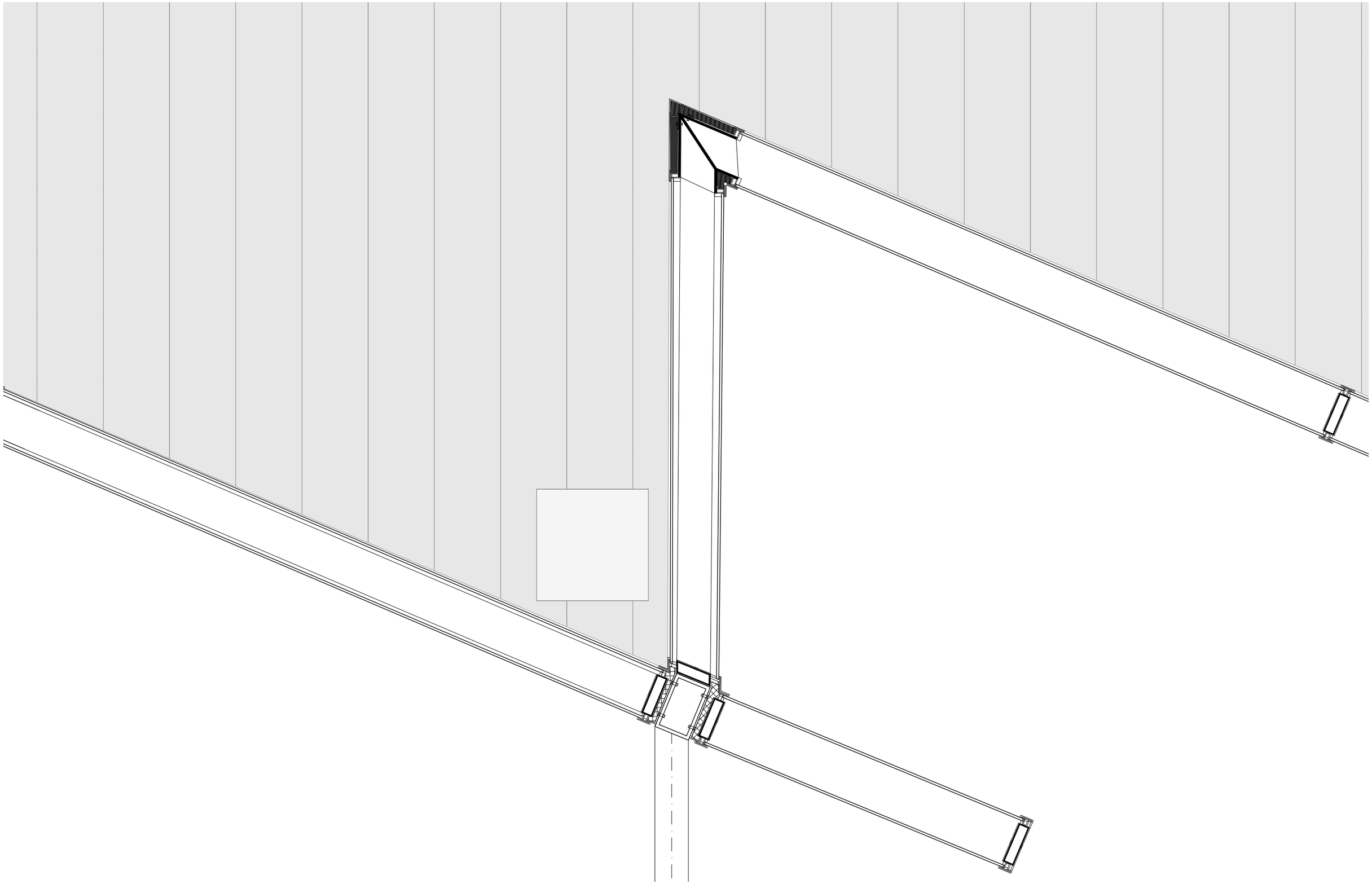
FRONT ELEVATION

1/200



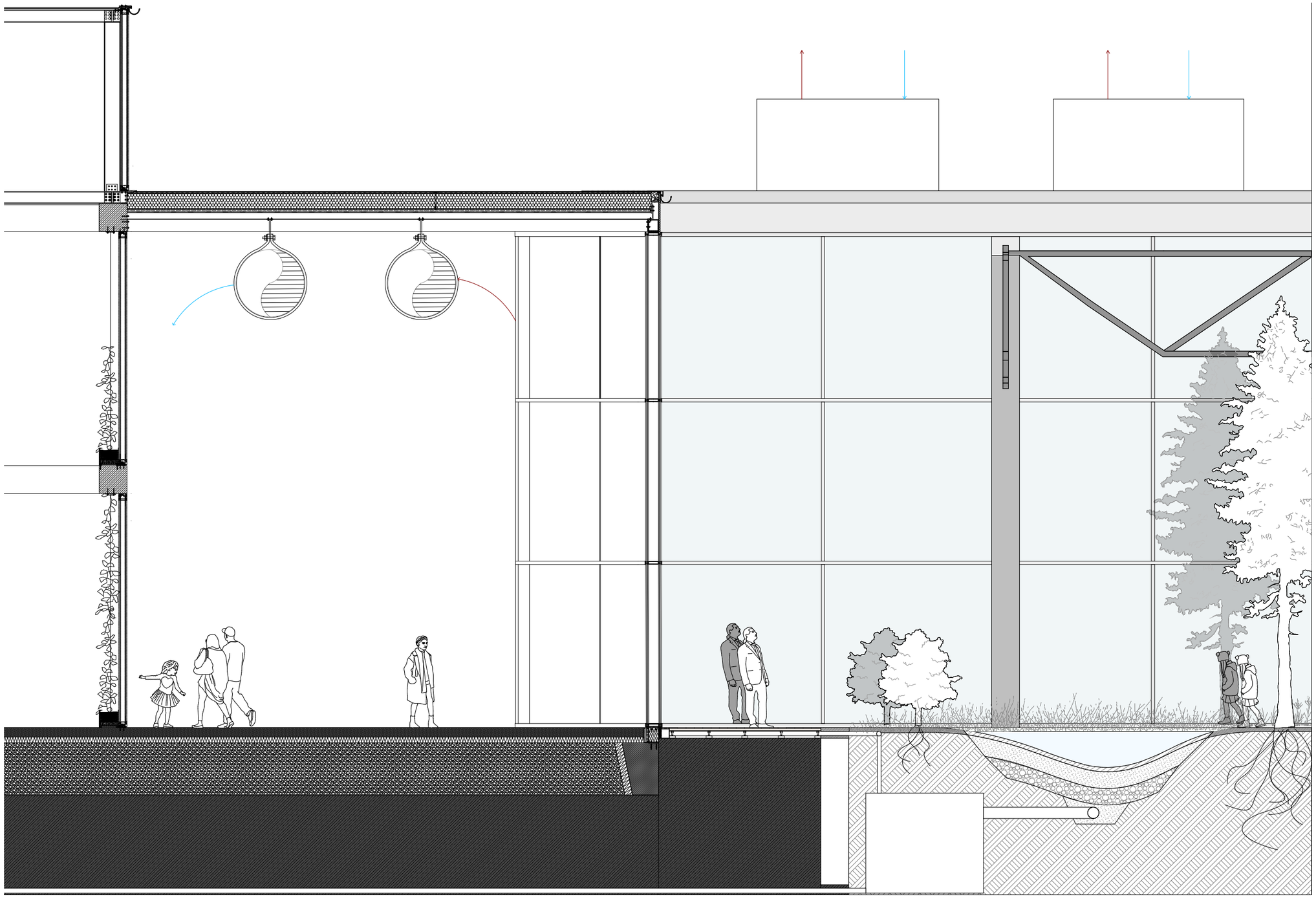
FACADE SECTION

1/20



FACADE SECTION

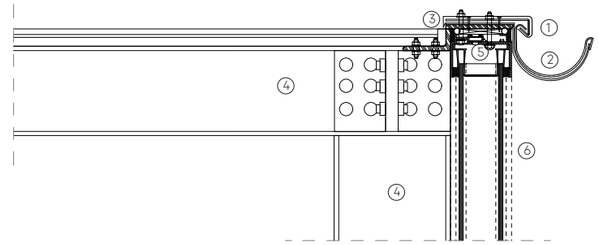
1/20



# FACADE SECTION

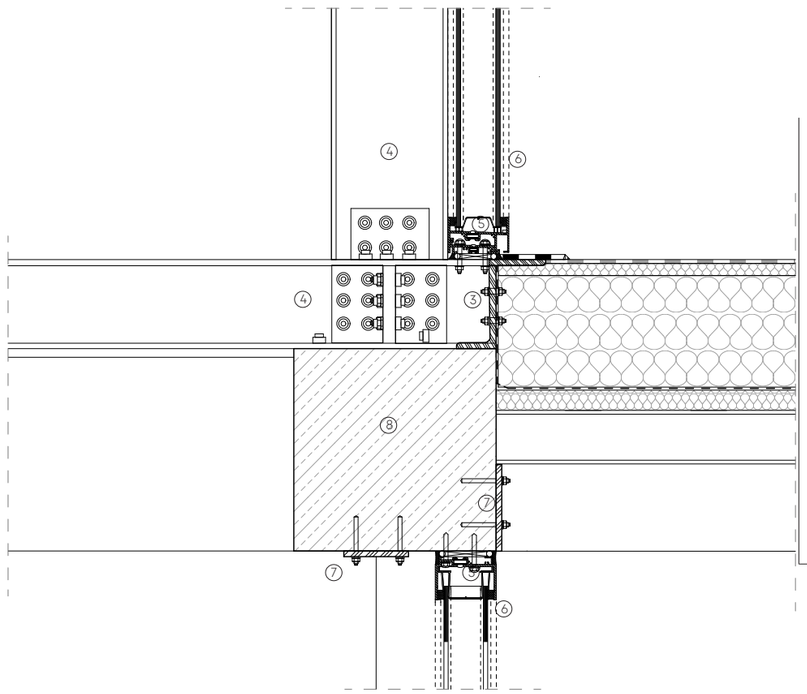
1/20

## Facade Greenhouse Roof Connection



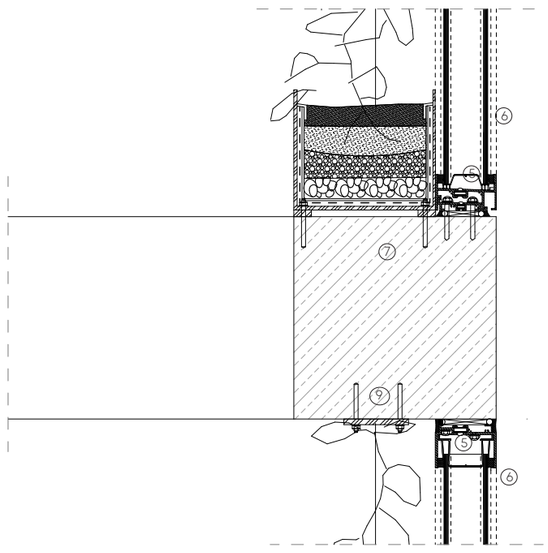
1 - Steel bracket
2 - Steel gutter
3 - Steel brackets
4 - HEB 220
5 - Channel glass facade profile
6 - Moire fluted channel glass

## Facade Existing Roof Connection



PVC roll covering
30mm - Rigid mineral wool board
270mm - Rigid mineral wool board in a checkerboard pattern, ventilation grooves in the outer layer plates
Vapor barrier
50mm - River mineral wool board
130 mm - Profile sheet
200mm - Hollow steel beam

## Facade Greenhouse Beam Connection

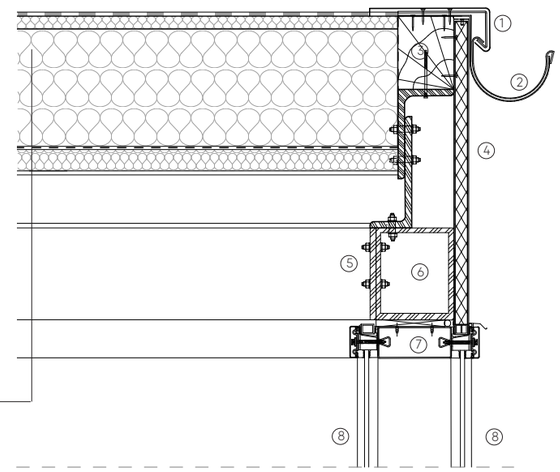


5 - Channel glass facade profile
6 - Moire fluted channel glass
7 - Steel plate fastening
8 - 500m concrete beam
9 - Steel planter fastened onto concrete beam

# GREENHOUSE DETAILS

# Mirrored Facade Roof Connection

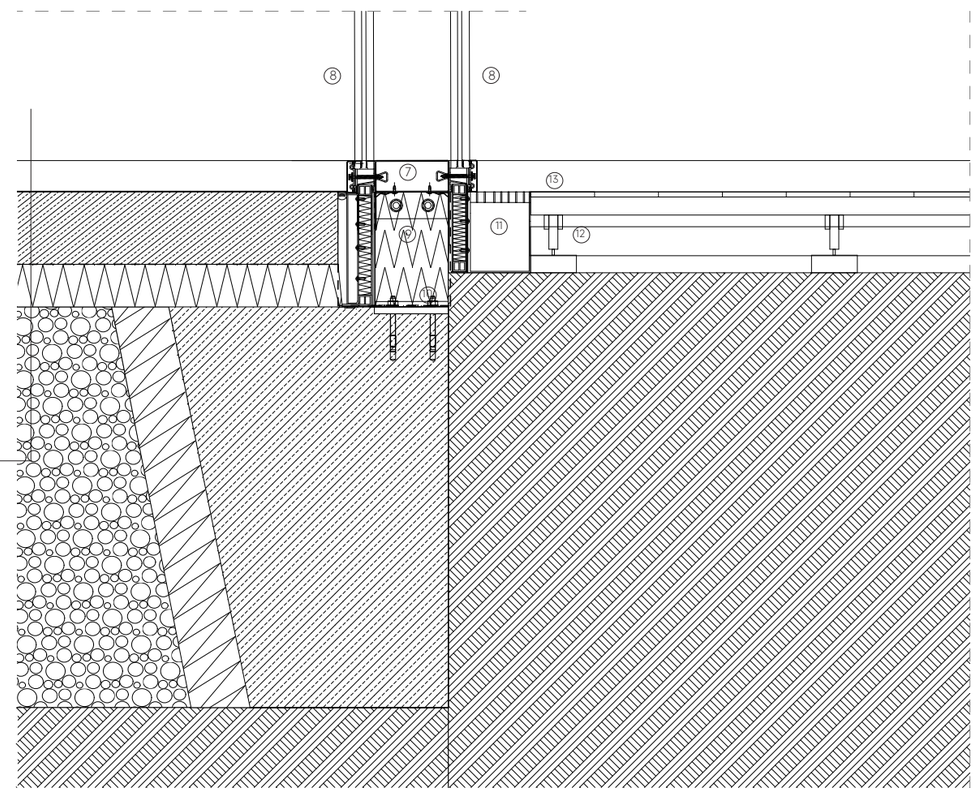
PVC roll covering
30mm Rigid mineral wool board
270mm Rigid mineral wool board in a checkerboard pattern, ventilation grooves in the outer layer plates
Vapor barrier
50mm River mineral wool board
130 mm Profile sheet
200mm Hollow steel beam
Double sided aluminium facade profile



1 - Steel bracket
2 - Steel gutter
3 - Wooden profile
4 - Composite panel with insulation and polished aluminium sheeting
5 - Steel L brackets
6 - 200mm Steel hollow beam
7 - Double sided aluminium facade profile
8 - Mirrored Glass

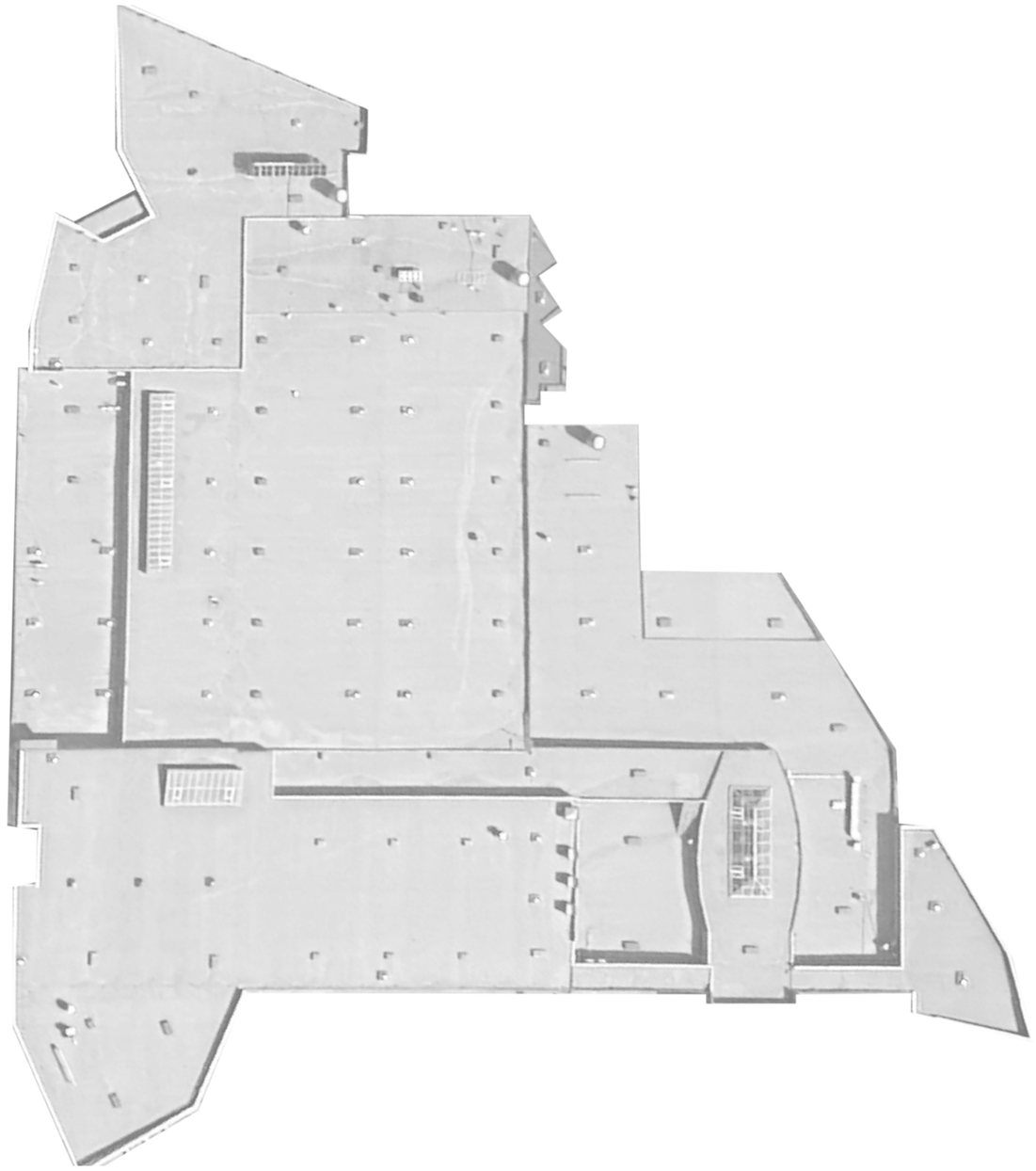
# Mirrored Facade Ground Connection

5mm Screed
150mm Concrete C25/30
Polyethylene Film
100mm Polystyrene foam board insulation
>200mm Limestone shale

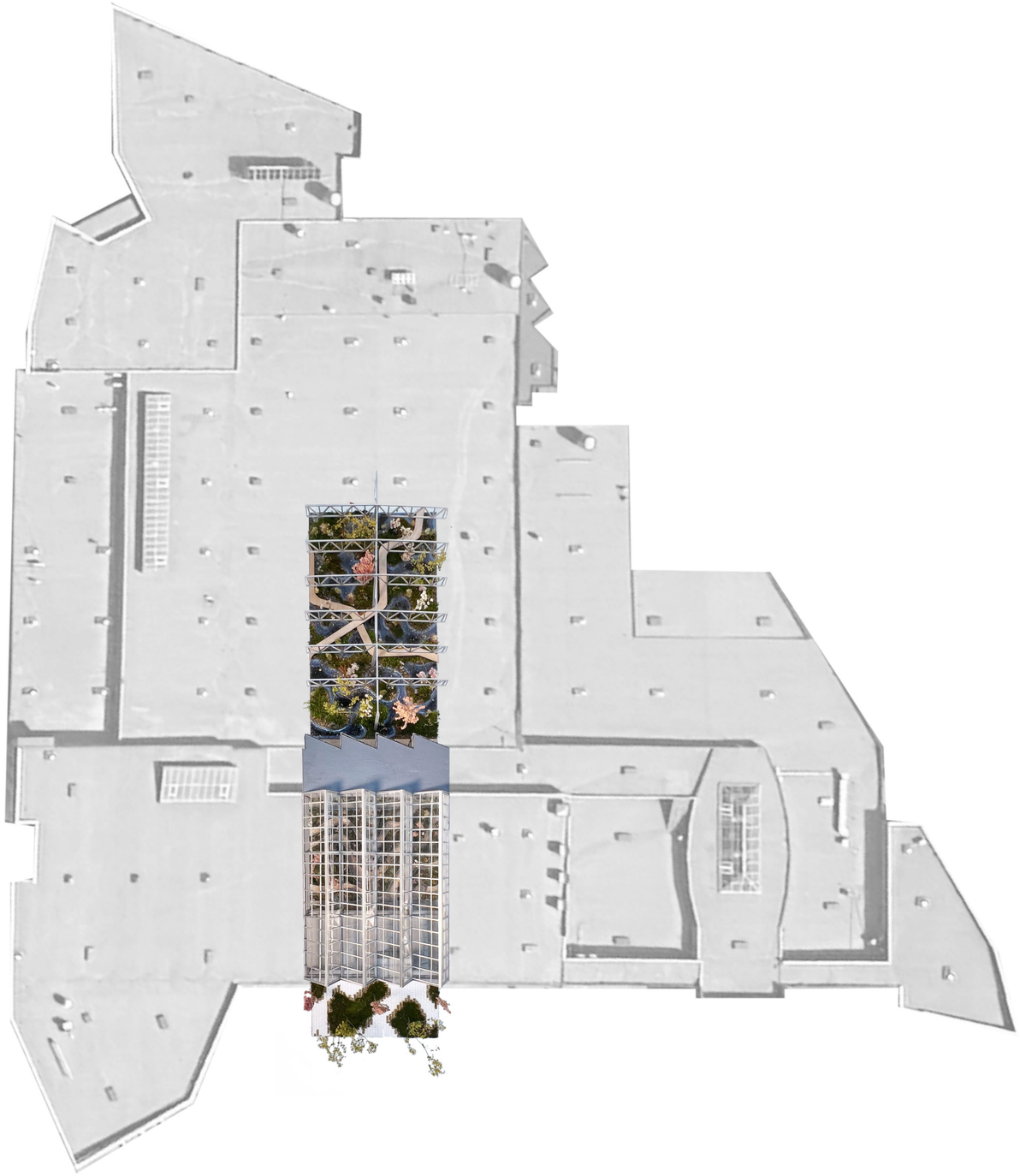


7 - Double sided aluminium facade profile
8 - Mirrored glass
9 - Composite panel with insulation
10 - Vabor barrier
11 - Steel Gutter
12- Permatrek fastening
13 - Wood planks

# COURTYARD FACADE



EXISTING



TRANSFORMATION


EXTERIOR PARKING LOT

EXTERIOR PARK


EXTERIOR FACADE

EXTERIOR FACADE


INTERIOR STORE

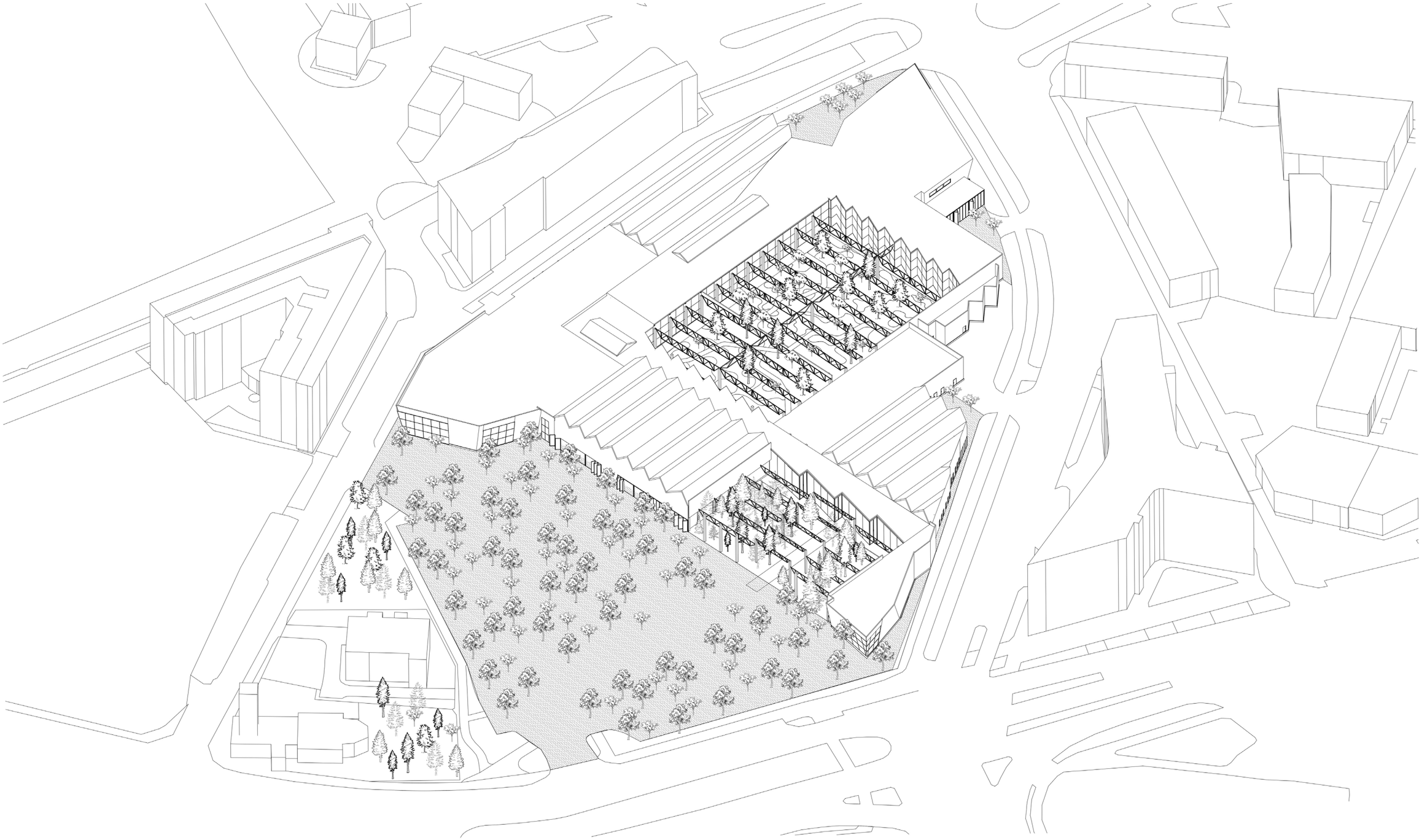
INTERIOR GREENHOUSE


INTERIOR HALLWAY

INTERIOR HALLWAY


INTERIOR STORE

EXTERIOR BOG



REFLECTION