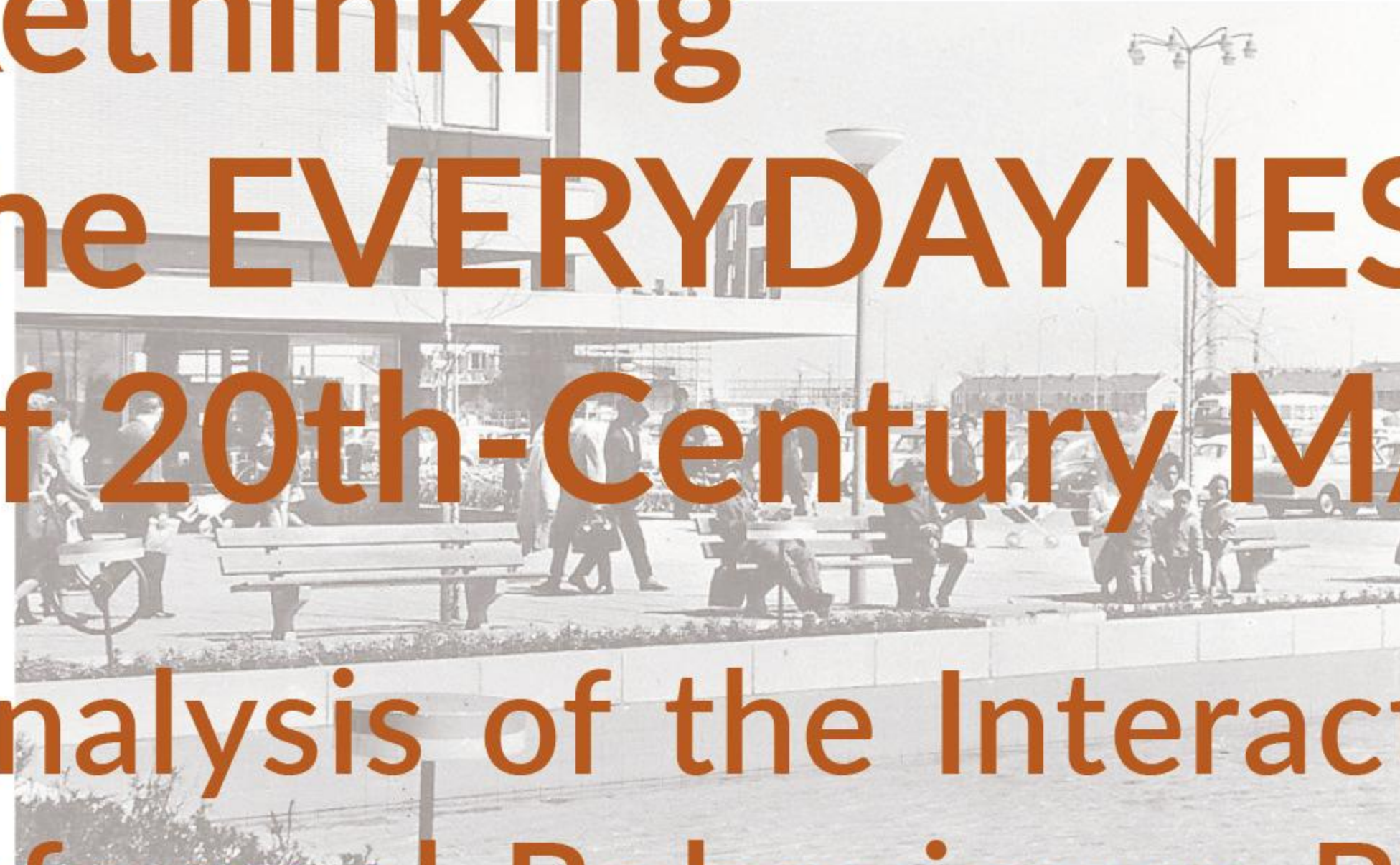


Rethinking the EVERYDAYNESS of 20th-Century MALLS:

Analysis of the Interactions Between Design Intentions and Formal-values of Dutch 20th-Century Shopping Malls.



Shanshan Xie 5485266

Heritage & Architecture – Modern Malls Studio



@Images:

Postcards of old bogaard. From "Rijswijks Dagblad," (<https://rijswijksdagblad.nl/algemeen/oude-rijswijk-winkelcentrum-in-de-bogaard->).

Archives. From "Nationaal archief," (<https://www.nationaalarchief.nl/onderzoeken/zoeken?activeTab=photos&rm=gallery&searchTerm=In%20De%20Bogaard>).

Dazzling King's Day in The Bogaard. From "Rijswijk.TV," (<https://rijswijk.tv/spetterende-koningsdag-in-de-bogaard/>).

Photographies. From "Rijswijk.TV," (<https://rijswijk.tv/archief/>).

01 Research Plan

02 Research

- **Design Intentions**
- **Users**
- **Value Comparisons**

03 Design

| 01

Research Plan

1.1 Introduction



@Images: In De Bogaard. by Author, 2022

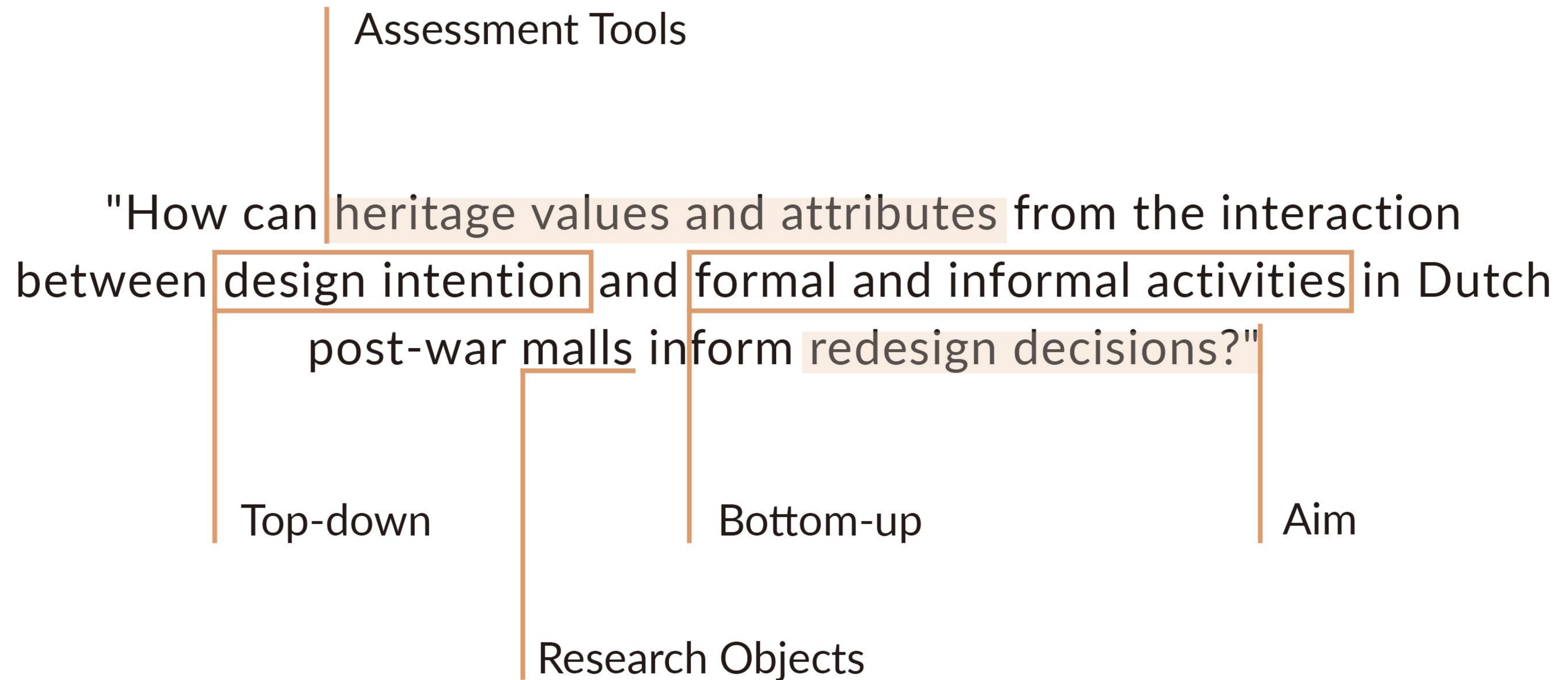
" the **tension** between the comforts of the mall and what we give up to experience them has been baked into the mall from its start. "

Meet Me by the Fountain: An Inside History of the Mall,
Lange, Alexandra, 2022

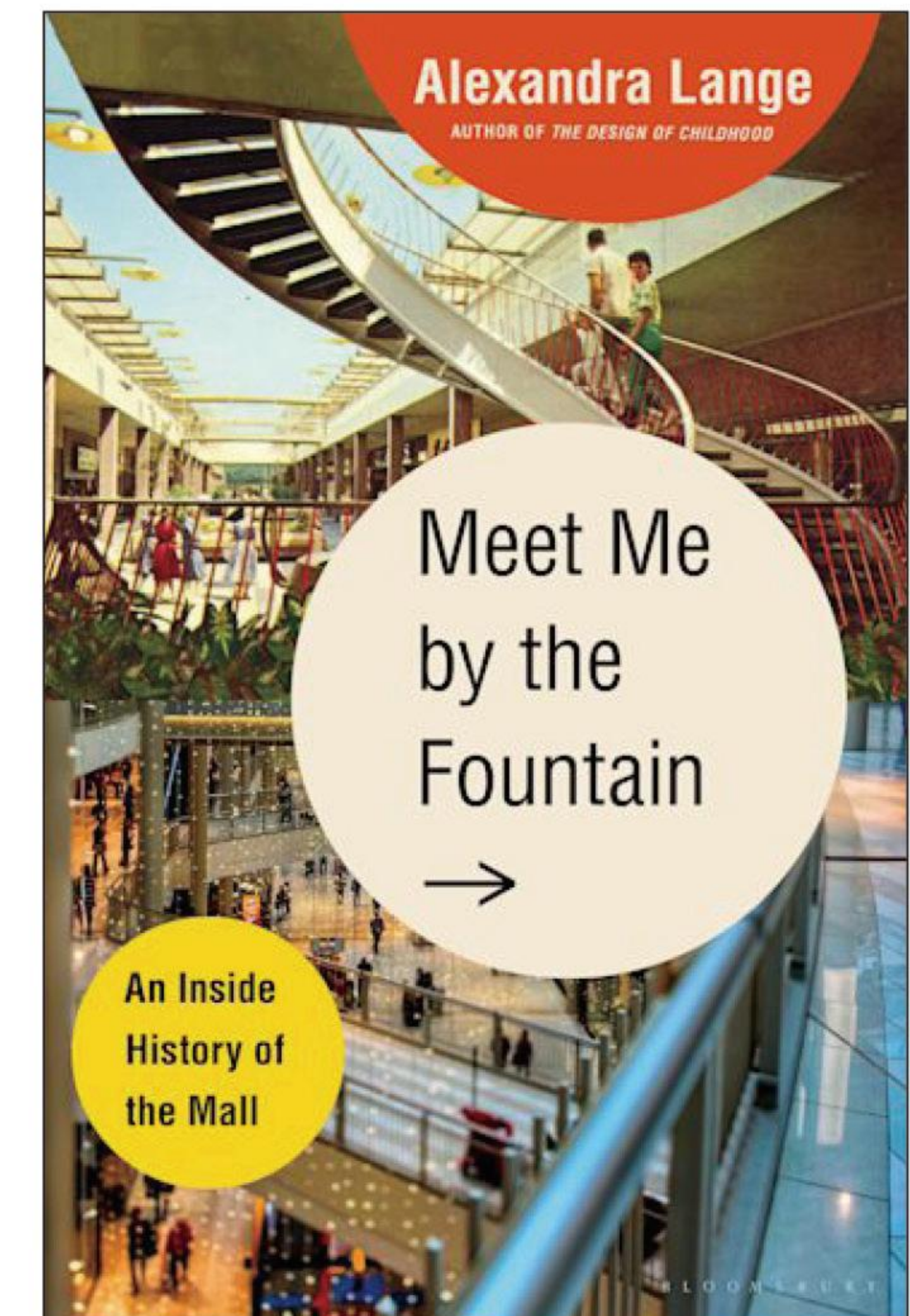
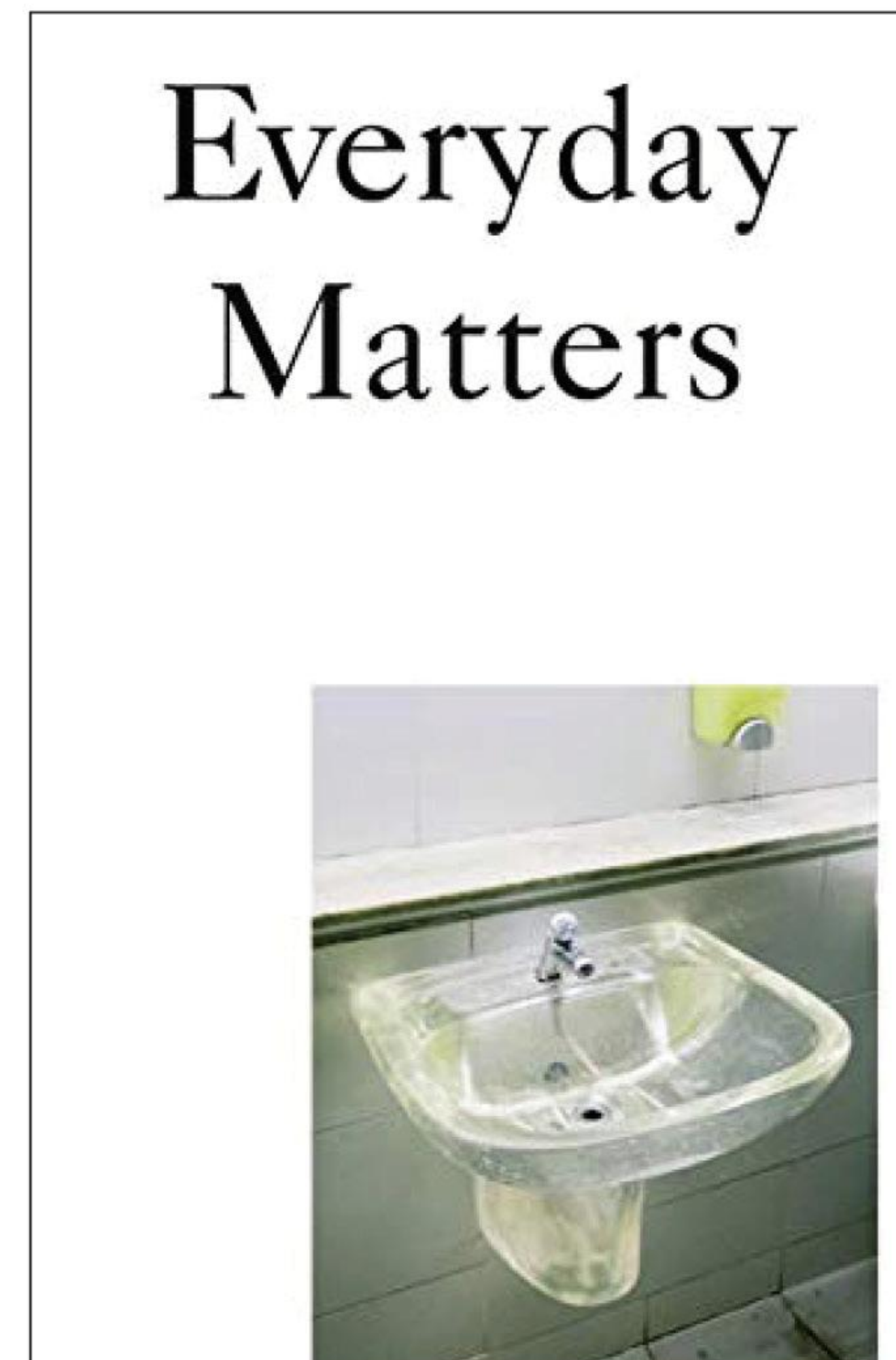
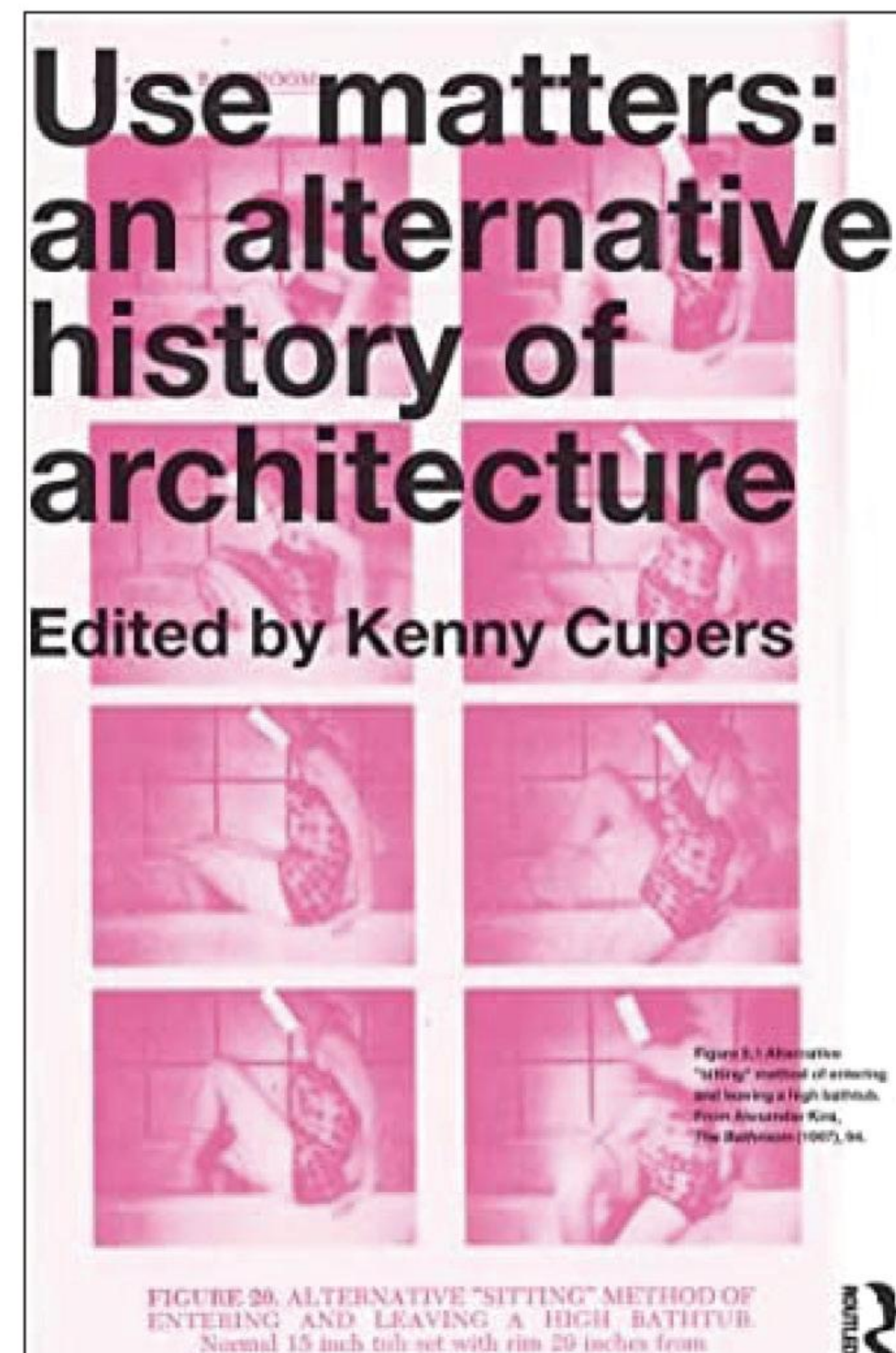


@Images: Willem Alexander Promenade-In De Bogaard. by Author, 2022

1.2 Research Questions



1.3 Literature Review



"Behavioral Design"
"everyday architecture"

@ Source:

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

-Grossman, V., & Miguel, C. (Eds.). (2022). *Everyday Matters*. Ruby Press.

Chapter 1

Every Day Will Be a Perfect Shopping Day

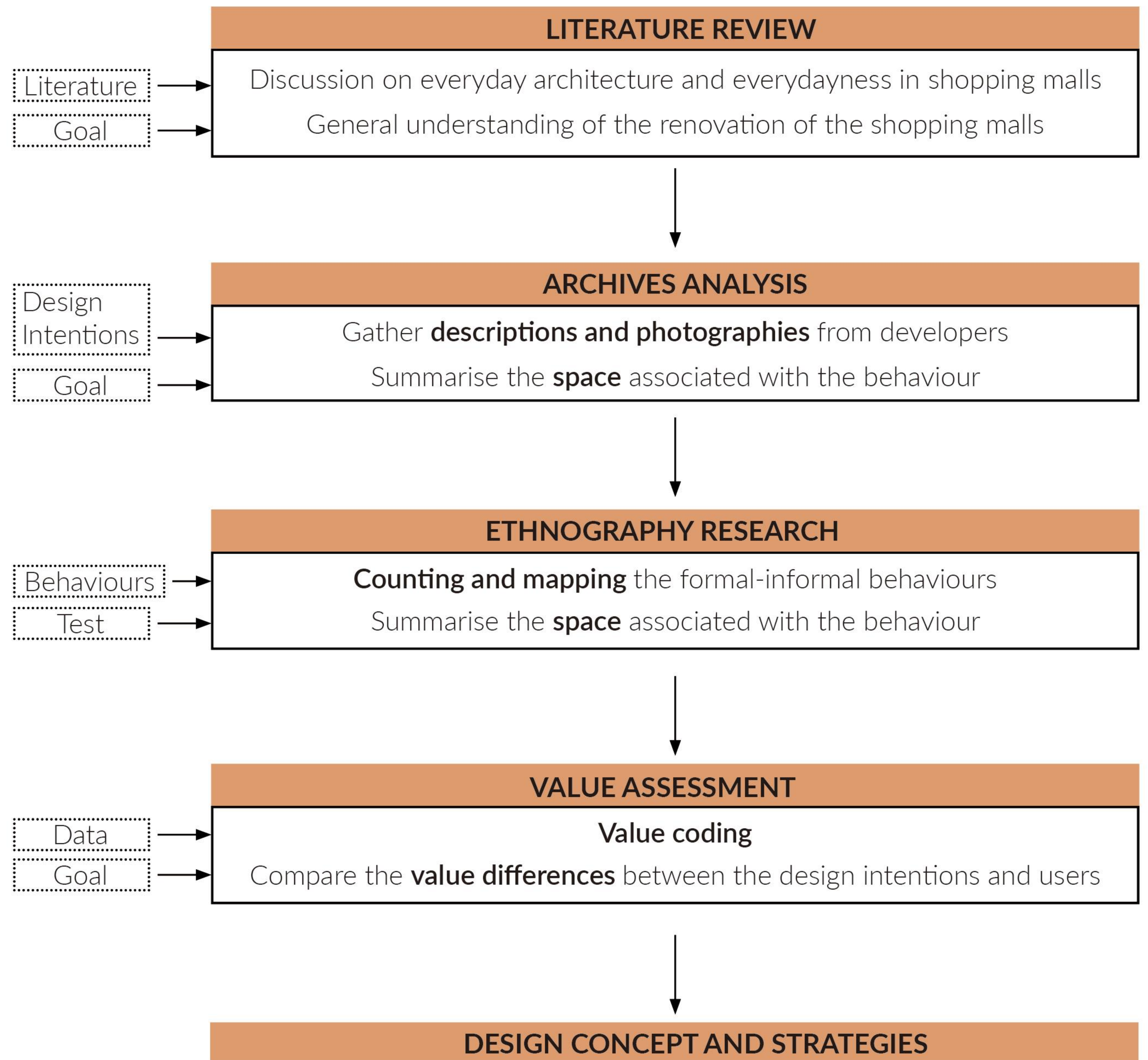
Chapter 5

Whose Mall Is It Anyway?

@ Source:

-Lange, A. (2022). *Meet Me by the Fountain: An Inside History of the Mall*. Bloomsbury Publishing USA.

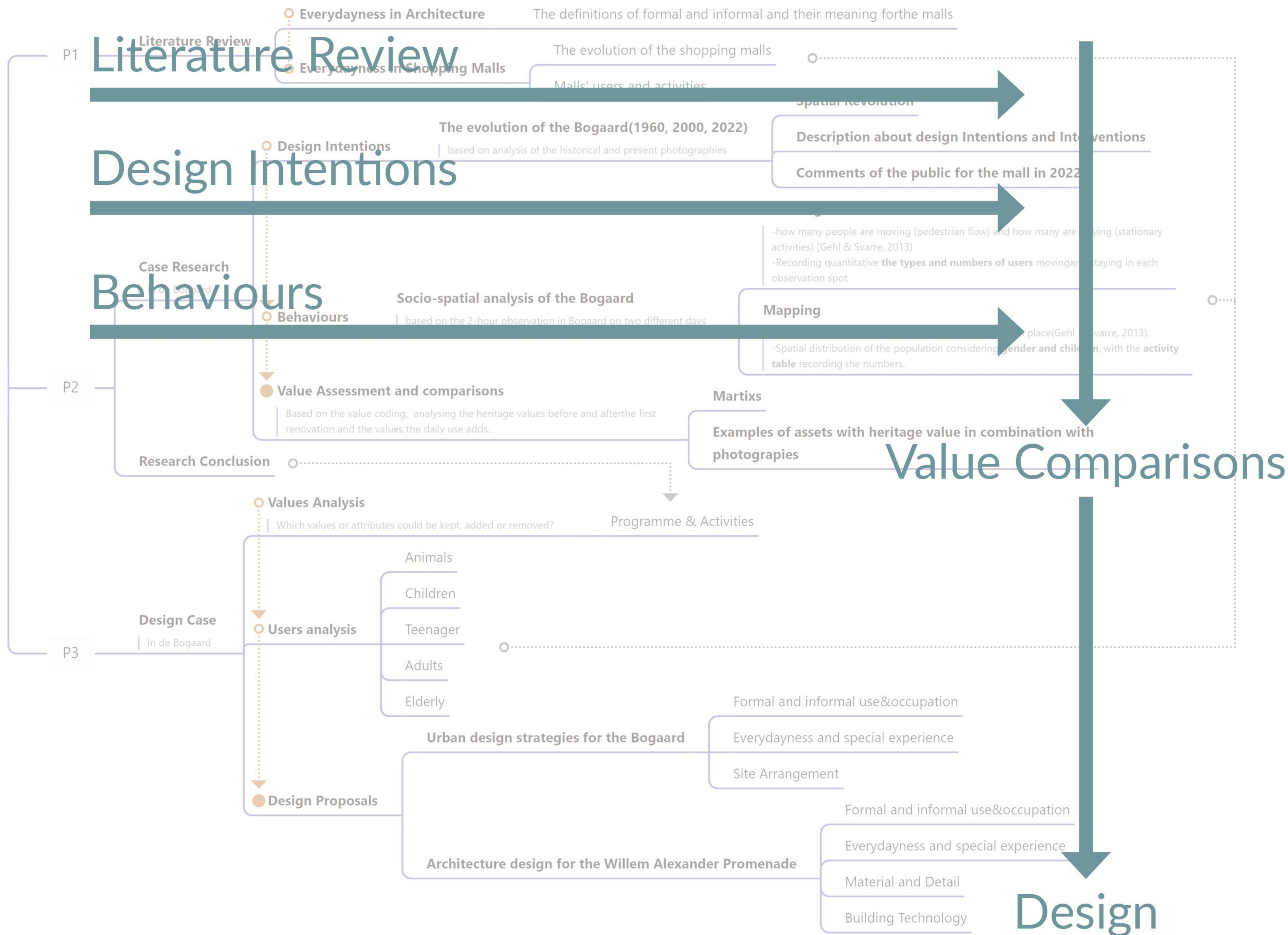
1.4 Methodology



1.5 Research Scheme

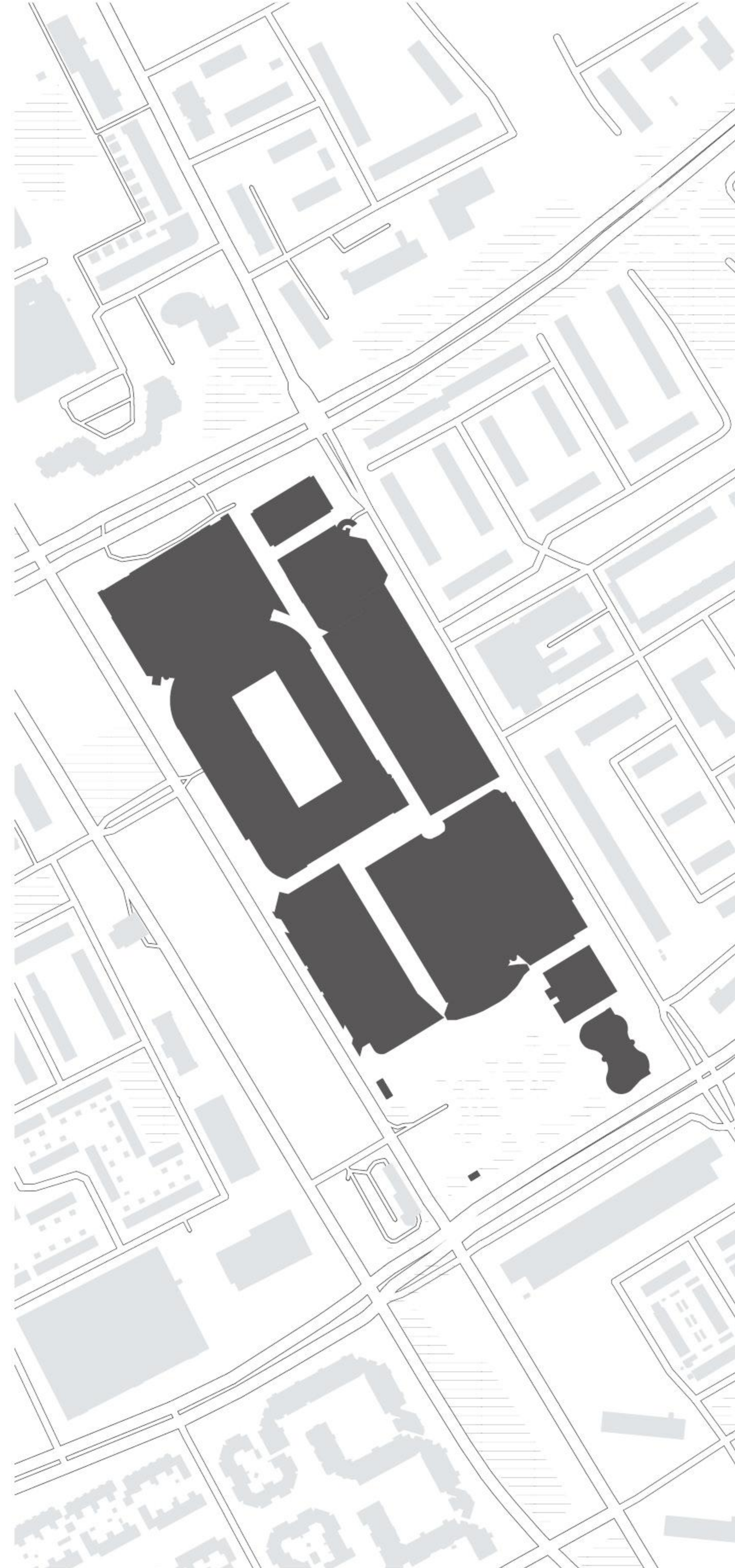
RESEARCH

DESIGN



| 02-1

Research - Design Intentions



2.1 Case Study: In De Bogaard



@Images:
Bogaardplein. From "D66 Rijswijk," (<https://d66.nl/rijswijk/nieuws/vernieuwing-boogaard-stadscentrum/>)

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

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

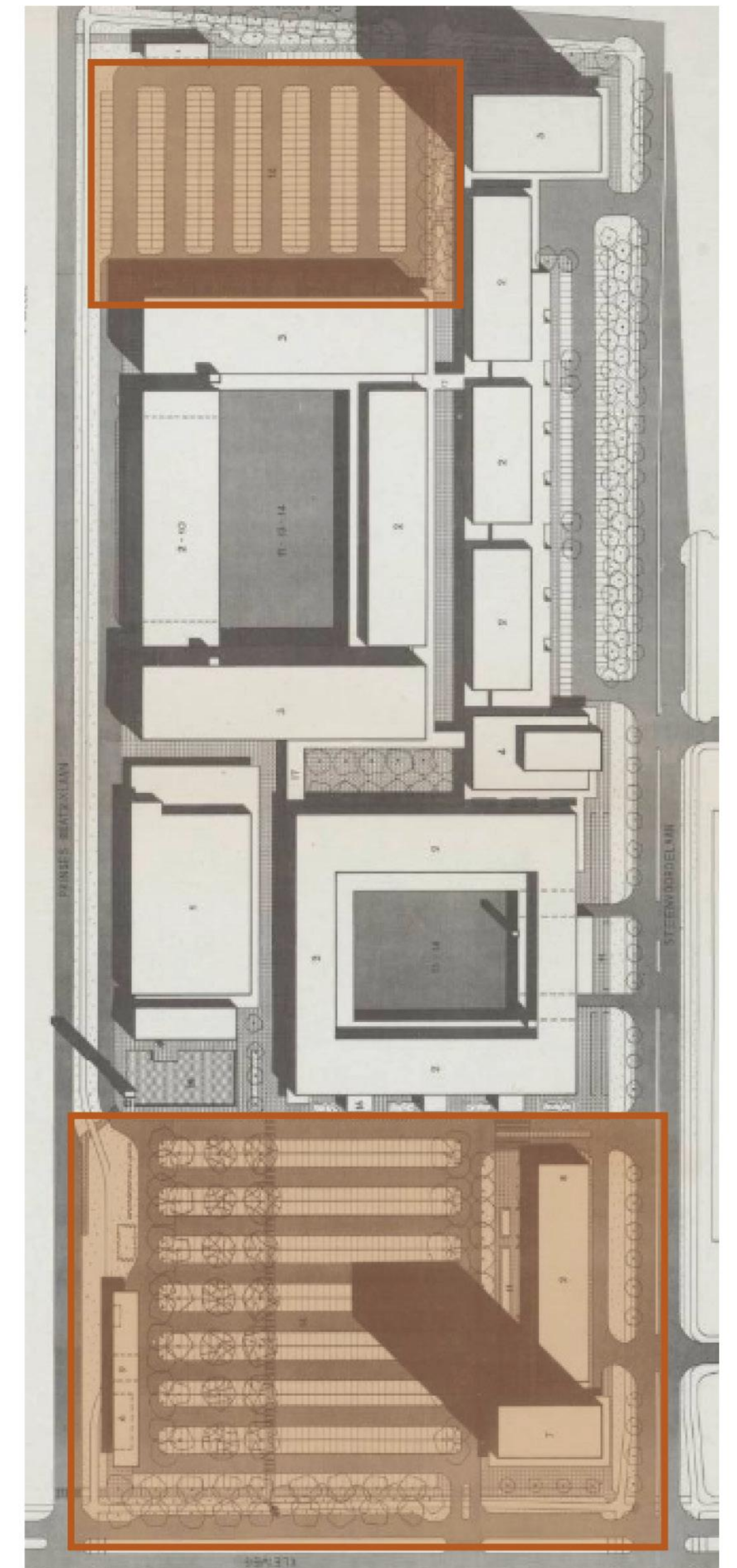
Area: 54.000 m²
Numbers of Shops: 185

2.2.1 Design Intentions: Bogaardplein (1963)

Het winkelcentrum in de Bogaard dateert uit 1963. Het centrum was voor die tijd modern en toonaangevend en het trok dan ook jarenlang grote aantallen bezoekers uit de wijde omgeving van Rijswijk. De aantrekkelijkheid lag in de gezellige besloten sfeer van het centrum, het gevarieerde aanbod aan warenhuizen met diverse soorten producten en de ruime parkeermogelijkheden.

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

" " Its appeal was the centre's cosy atmosphere, varied range of goods sleeves with various types of products and the generous parking facilities. "



@Sources:
-Car park. From "Nationaal archief," By Meijer, Jacques; (<https://www.nationaalarchief.nl/onderzoeken/fotocollectie/ae156542-d0b4-102d-bcf8-003048976d84>)
-Masterplan. From "Nationaal archief," (<https://www.nationaalarchief.nl/onderzoeken/fotocollectie/b069a704-d0b4-102d-bcf8-003048976d84?searchKey=5fba103d2f242da2bf5a8247af620f1>)
-The car park on General Spoor Avenue. From "Metamorfose van een winkelcentrum," By Gemeente Rijswijk.

2.2.2 Design Intentions: Bogaardplein (1992-2000)

de verschillende openbare ruimtes moeten elk een eigen afbakening en sfeer krijgen die direct of op termijn impulsen kunnen geven voor een clustering, thematisering van winkels en het vestigen van nieuwe winkels;

Dit plein bestaat uit drie delen, namelijk het plein, het veld en het plantsoen. Het Bogaardplein, dat op de parkeergarage is aangelegd, is bedoeld als evenemententerrein en heeft daarom een grootschalig en open karakter. Het plein is bestraat met zwarte stenen. Op het plein komen verschillende

Concreet betekende dit een volledige herstructurering van het winkelcentrum met onder meer een toevoeging van 15.000 vierkante meter winkelvloeroppervlak aan het bestaande winkelvloeroppervlak van 39.000 vierkante meter.

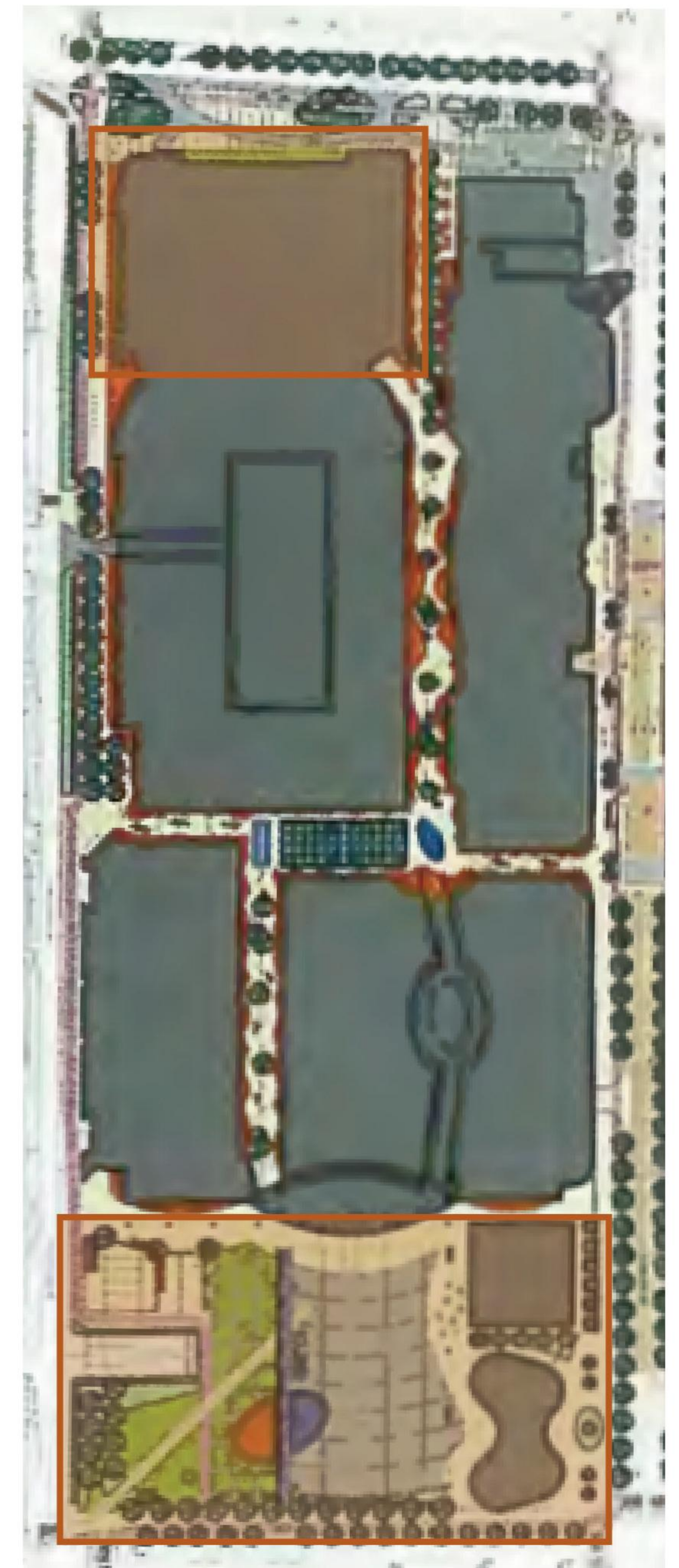
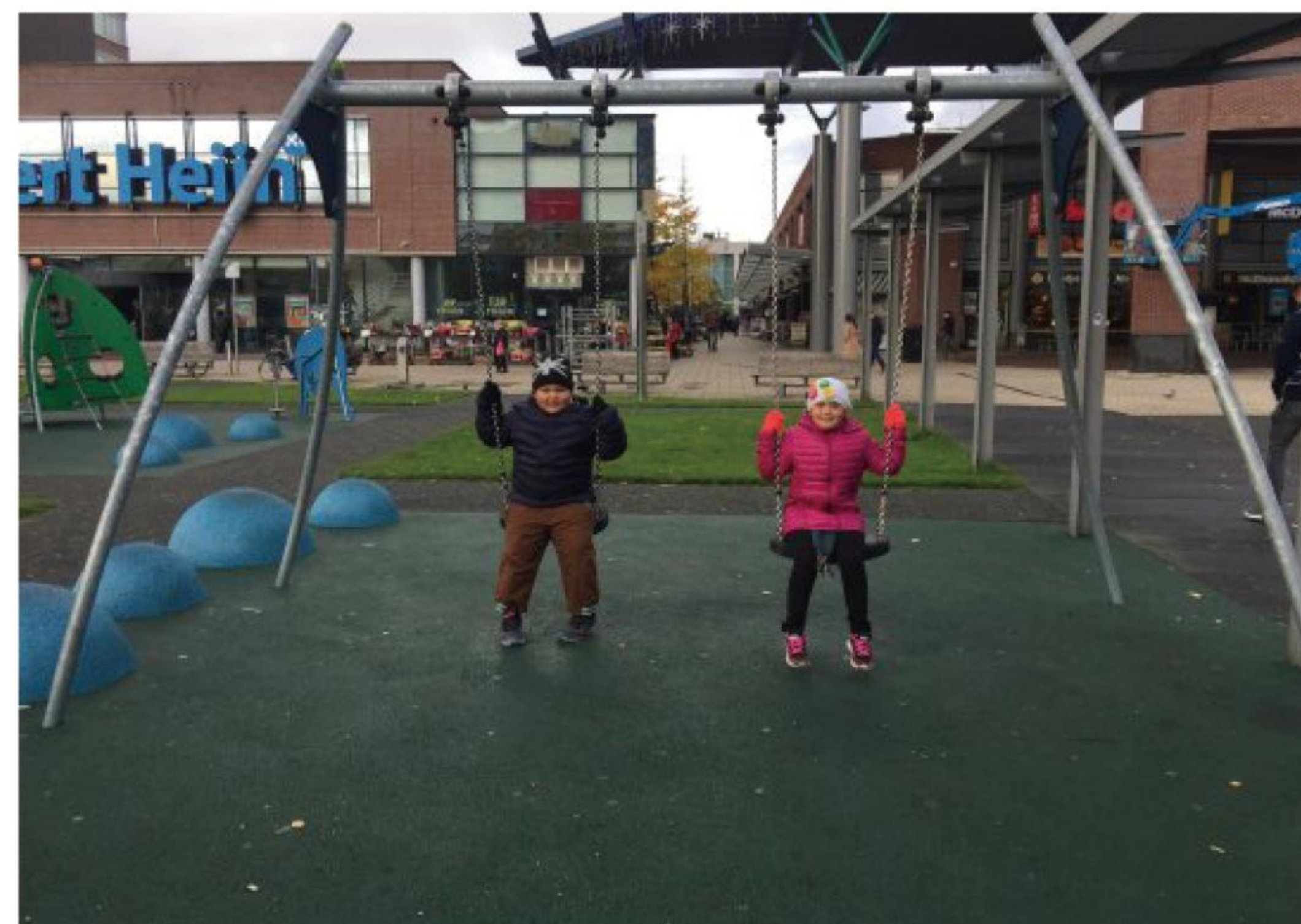
@Source:

-Design Intentions in 1992-2000. From "Metamorfose van een winkelcentrum," By Gemeente Rijswijk.

"The Bogaardplein, in the car park, is intended as an event area with a large-scale and open character. "

" The various public spaces must each be given their boundary and atmosphere that immediately or in time can provide impulses for a clustering, thematisation of shops and the establishment of new shops; "

" that included an addition of 15,000 square metres of retail floor space to the existing retail floor space of 39,000 square metres. "



@Images:

-Masterplan. From "Metamorfose van een winkelcentrum," By Gemeente Rijswijk.

-Bogaardplein. From "Rijswijk.TV," (<https://rijswijk.tv/hoe-bogaard-steeds-als-feniks-as-herrijst/>)

2.2.3 Design Intentions: Bogaardplein (2018-2023)

A new Bogaard city center starts with a new entrance. In recent years, work has been done on the redevelopment of the Bogaardplein. The lively, green and attractive square will open in October 2021. It is now a nice green place where young and old can stay.

@Sources:

-Design Intentions in 2021-2023. From "Rijswijk.nl," (<https://www.rijswijk.nl/bogaardplein>).

for optimizing the quality of life and resilience of the city. By interweaving as much nature as possible with the functional aspects of the city park as a social hub, a place to meet, relax, play sports and play, sustainable objectives for the city are also achieved. Think of climate adaptation – resistance to heat stress and the collection of rainwater – and the promotion of biodiversity, health and well-being.

@Sources:

-Design Intentions in 2021-2023. From "DELVA," (<https://delva.la/projecten/bogaardplein-rijswijk/>).



@Sources:

-Bogaardplein. From "DELVA," (<https://delva.la/projecten/bogaardplein-rijswijk/>).

-Masterplan. From "Master plan in the Bogaard part 1," By Rijswijk Gemeente. 2019.

• Introduction

• Design Intentions

• Behaviours

• Value Comparisons

• Conclusions

2.2.4 Value Coding for Bogaardplein

Economic



Parking lot

Ecological
Social
Economic



Park
Bench
Pool
Parking lot

Aesthetical

Ecological
Social
Economic



Park
Bench
Pool
Market

Aesthetical

Primary values	Secondary Values		References
Social	Spiritual		beliefs, myths, religions (organized or not), legends, stories, testimonial of past generations;
	Emotional, individual		memory and personal life experiences;
	Emotional, collective		notions related with cultural identity, motivation and pride, sense of “place attachment” and communal value.
	Allegorical		objects/places representative of some social hierarchy/status;
Economic	Use		the function and utility of the asset, original or attributed;
	Non-use		the asset’s expired function, which has it value on the past, and should be remained by its existence (of materials), option (to make some use of it or not) and bequest value (for future generations);
	Entertainment		the role that might be have for contemporaneous market, mainly for tourism industry;
	Allegorical		oriented to publicizing financially property;
Political	Educational		the education role that heritage assets may play, using it for political targets (e. g. birth-nations myths, glorification of political leaders, etc.);
	Management		made part of strategies and policies (past or present);
	Entertainment		it is part of strategies for dissemination of cultural awareness, explored for political targets;
	Symbolic		emblematic, power, authority and prosperous perceptions stem from the heritage asset;
Historic	Educational		heritage asset as a potential to gain knowledge about the past in the future through;
	Historic-artistic		quality of an object to be part of a few or unique testimonial of historic stylistic or artistic movements, which are now part of the history;
	Historic-conceptual		quality of an object to be part of a few or unique testimonial that retains conceptual signs (architectural, urban planning, etc.), which are now part of history;
	Symbolic		fact that the object has been part/related with an important event in the past;
Aesthetical	Archaeological		connected with Ancient civilizations;
	Artistic		original product of creativity and imagination;
	Notable		product of a creator, holding his signature;
	Conceptual		integral materialization of conceptual intentions (imply a conceptual background);
Scientific	Evidential		authentic exemplar of a decade, part of the History of Art or Architecture;
	Workmanship		original result of human labour, craftsmanship;
	Technological		skillfulness on techniques and materials, representing an outstanding quality of work;
	Conceptual		integral materialization of conceptual intentions (imply a conceptual background);
Age	Workmanship		craftsmanship value oriented towards the production period;
	Maturity		piece of memory, reflecting the passage/lives of past generations;
	Existential		marks of the time passage (patine) presents on the forms, components and materials;
Ecological	Spiritual		harmony between the building and its environment (natural and artificial);
	Essential		identification of ecological ideologies on its design and construction;
	Existential		manufactured resources which can either be reused, reprocessed or recycled;

@Sources:
-The cultural values (ICOMOS Australia, 1999; Manson, 2002; Pereira Roders, 2007; English Heritage, 2008)

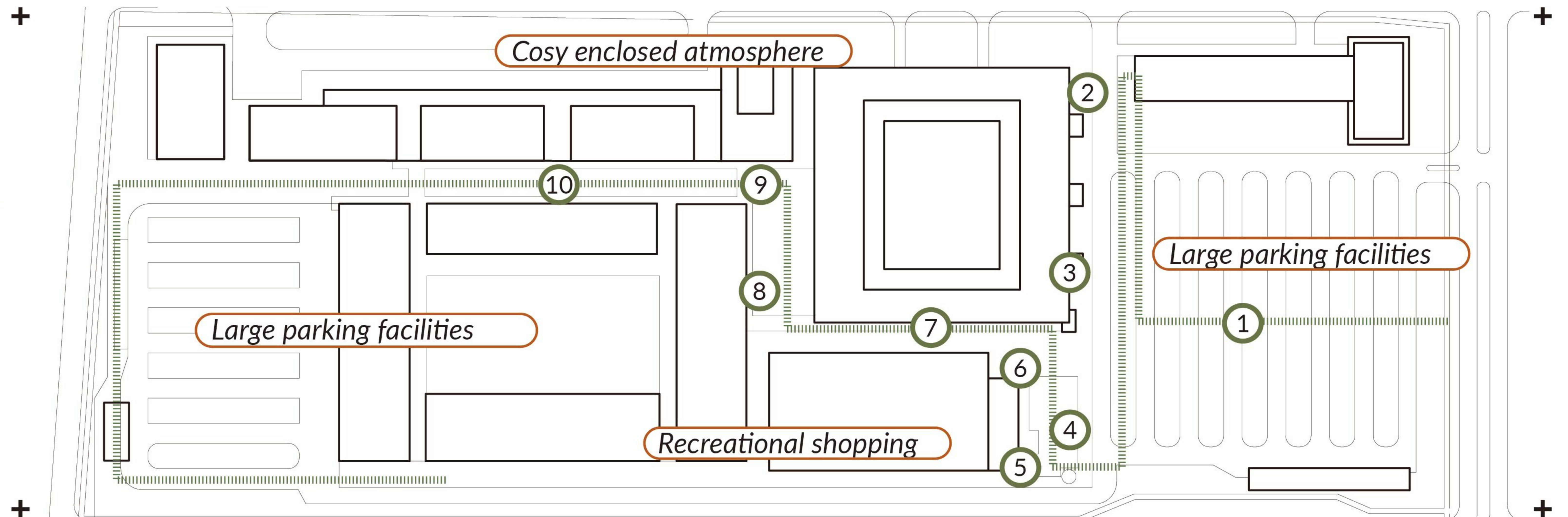
2.3.1 Design Intentions, 1963



@Images:

-Postcards of old bogaard. From "Rijswijks Dagblad," (<https://rijswijksdagblad.nl/algemeen/oude-rijswijk-winkelcentrum-in-de-bogaard->)

-Archive. From "Nationaal archief," (<https://www.nationaalarchief.nl/onderzoeken/zoeken?activeTab=photos&rm=gallery&searchTerm=In%20De%20Bogaard>)



@Sources:

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

2.3.2 Design Intentions, 2000

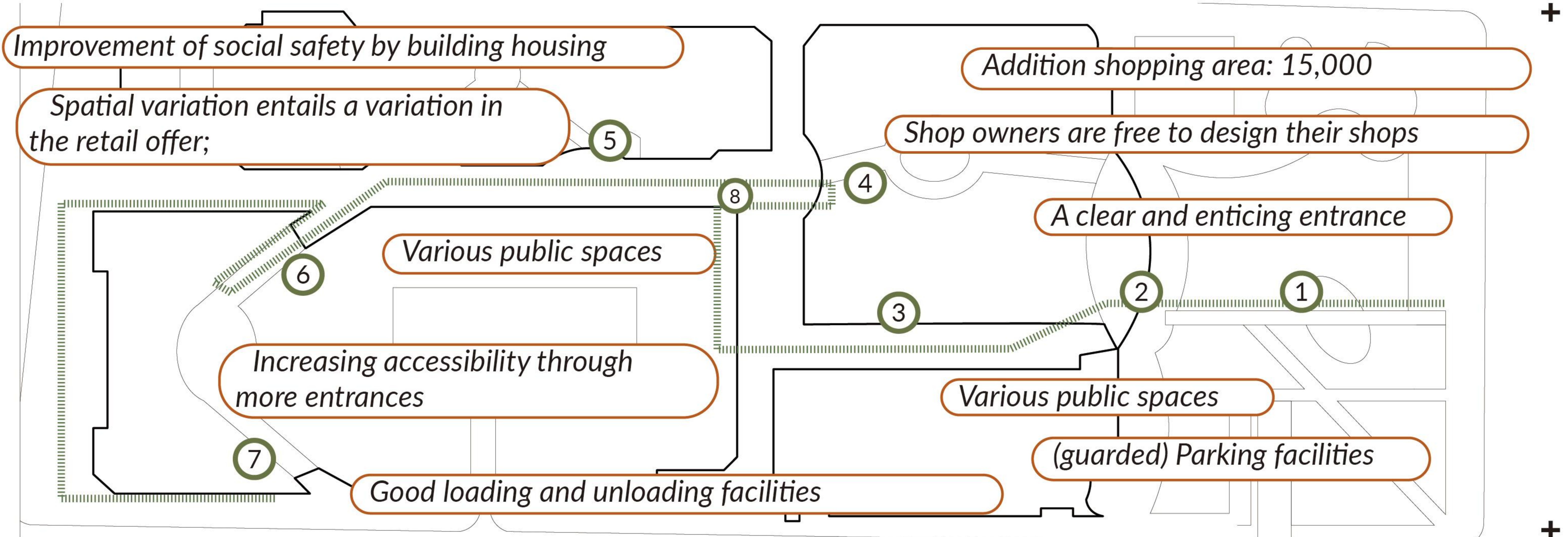


ORDINARY

FESTIVAL

@Images:

- Festivals. From "Rijswijk.TV," (<https://rijswijk.tv/archief/>)
- Royaardsstraat Willem. From "SUM Architecten B.V.," (<https://sumarchitecten.nl/projecten/winkelcentra/de-terp/>)
- Willem Alexander Promenade. From "AGS Architects," (<https://www.agsarchitects.net/portfolio-item/winkelcentrum-in-de-bogaard/>)



@Sources:

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

2.4 Heritage Values and Attributes based on Design Intentions



Parking lot



Facade



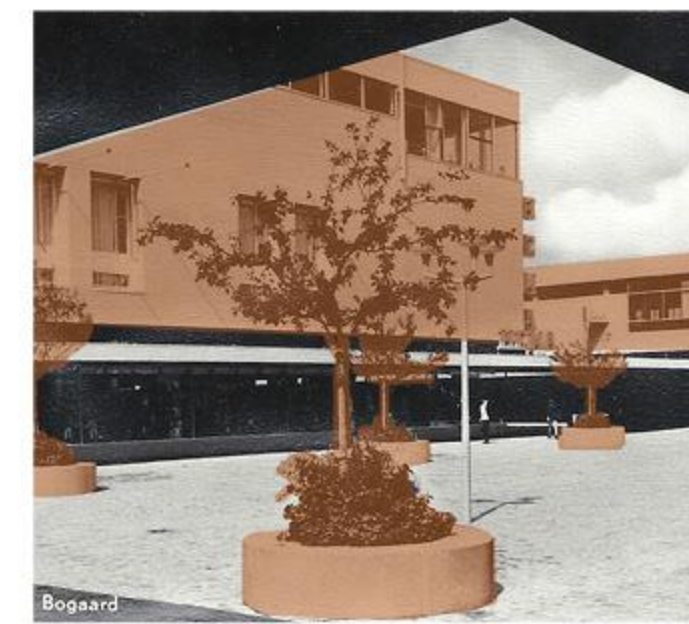
Facade
Bench
Pool



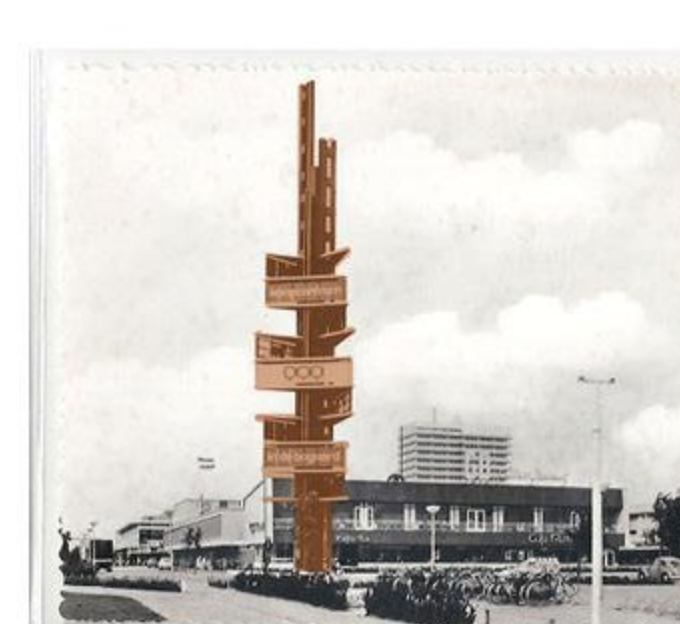
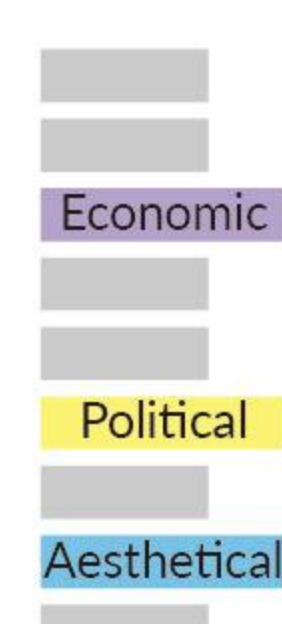
Facade
Flower bed
Bench



Facade
Flower bed
Trees



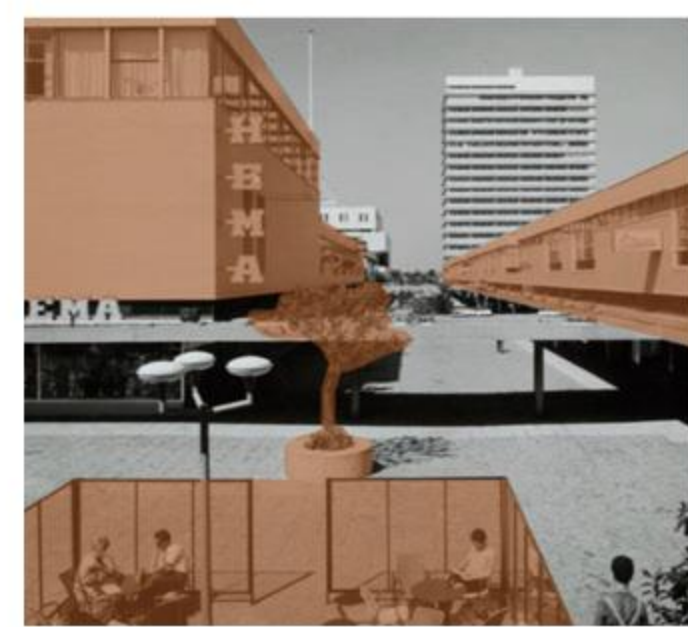
Facade
Flower bed with
Seating
Trees



Giant Billboard



Facade

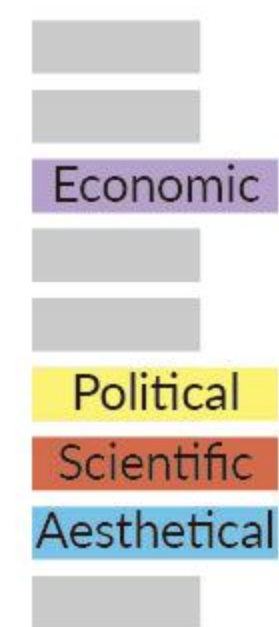


Facade
Semi-private
outdoor dining
Trees

1962



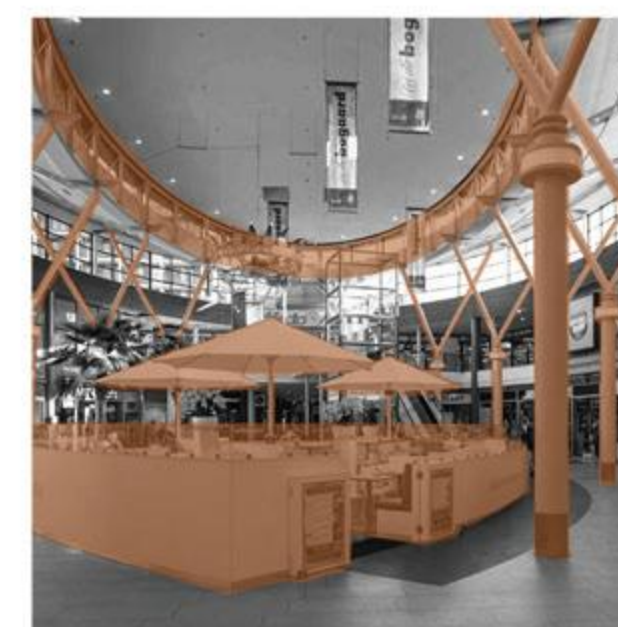
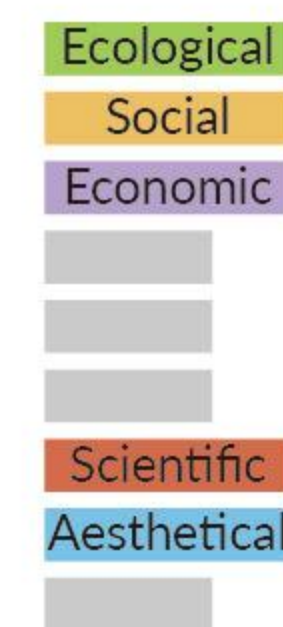
Park
Bench
Pool
Parking lot



Facade



Facade
Trees
Bench

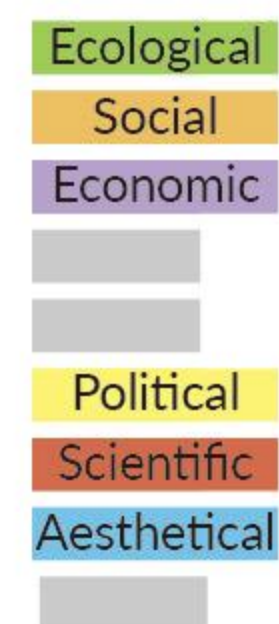


Structure
Roof
Semi-private dining
Bench

1992-2000



Facade
Floor tiles
Bench
Trees

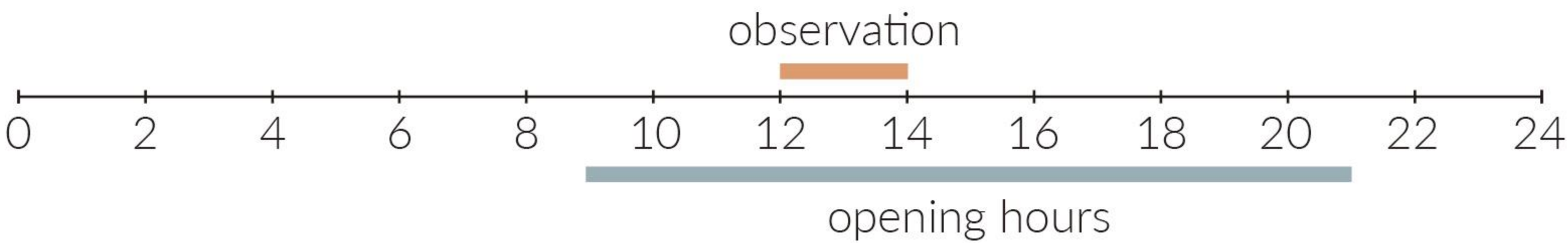


Roof
Trees
Semi-private dining
Windowcase

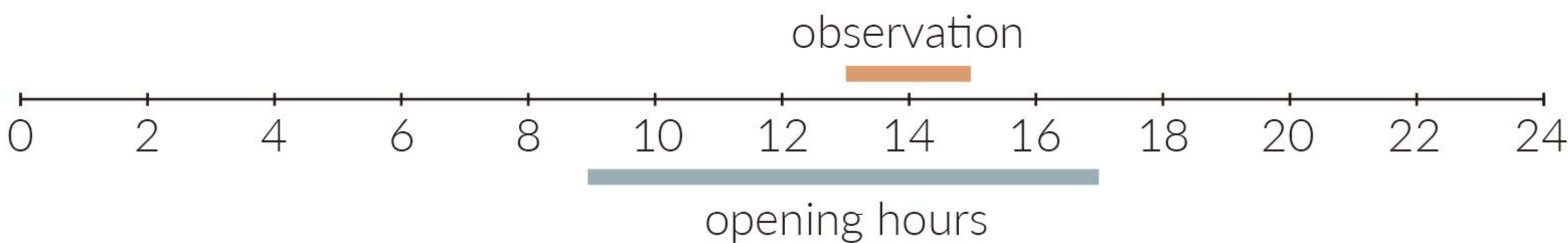
| 02-2

Research - Behaviours

2.5 Observation Spots

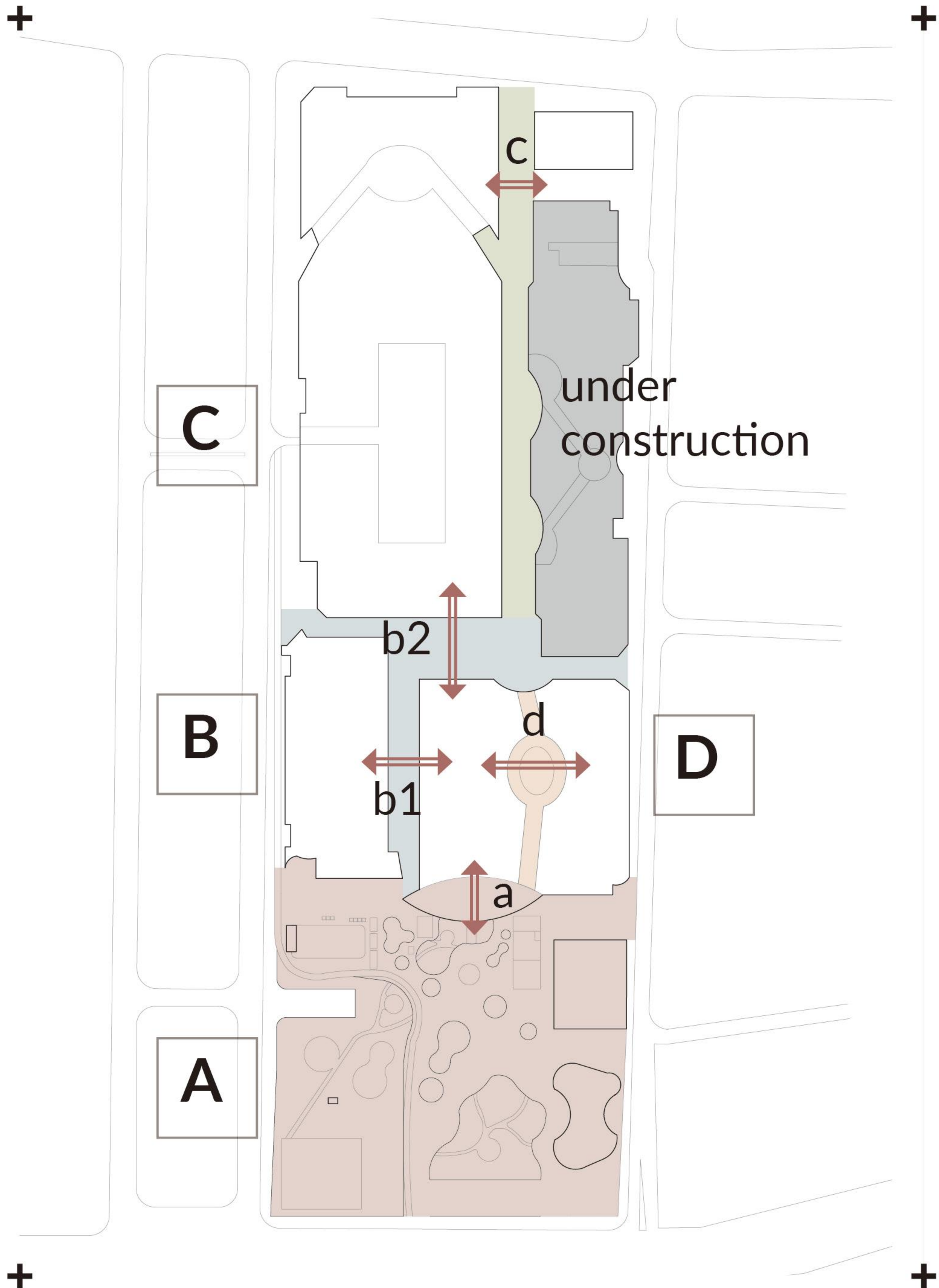


Observation on Thursday(Dec. 1):



Observation on Saturday(Dec. 3):

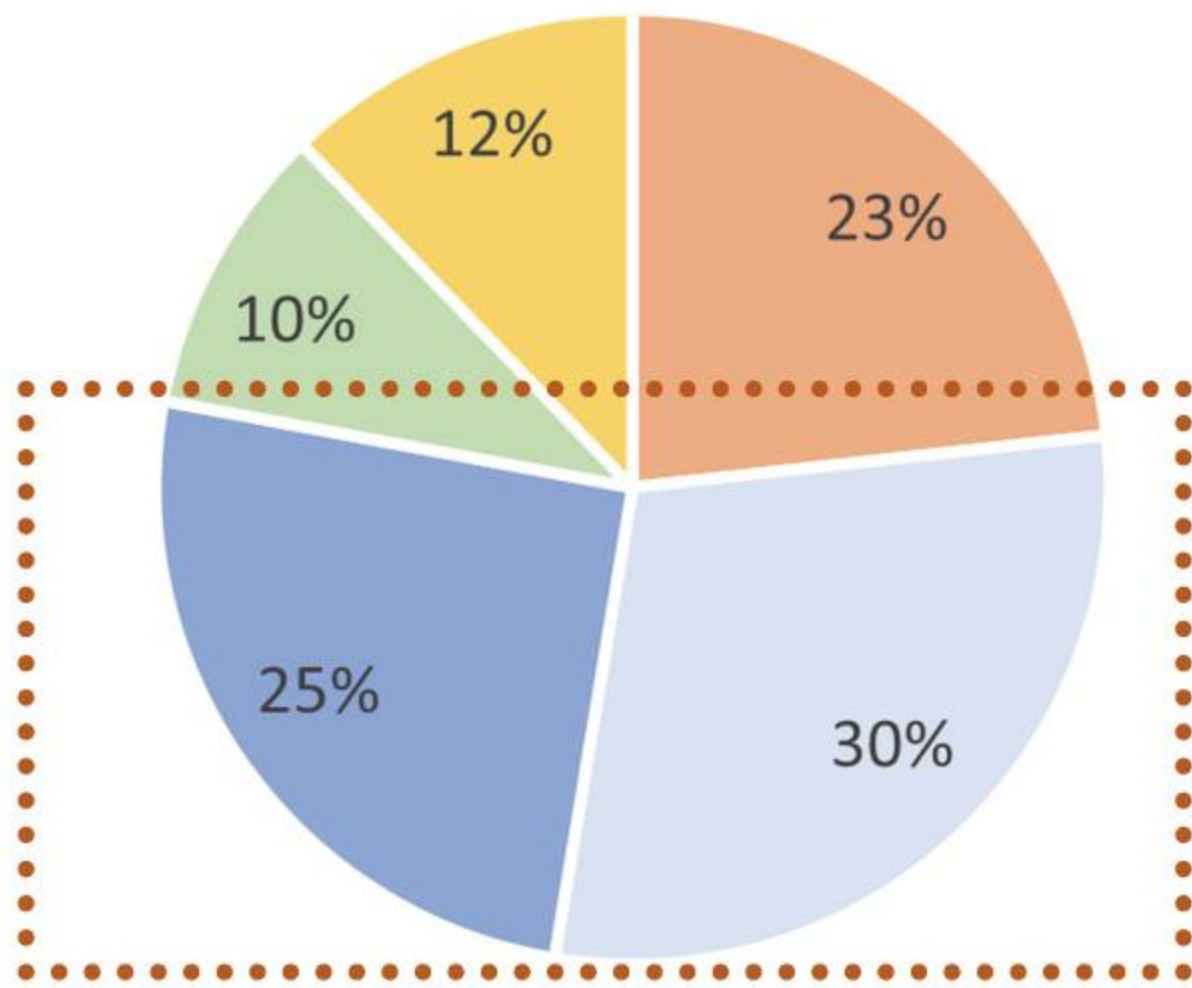
- A** park
- B** open-air shopping 1
- C** open-air shopping 2
- D** Willem Alexander Promenade



2.6.1 Counting

Walking in the Thursday

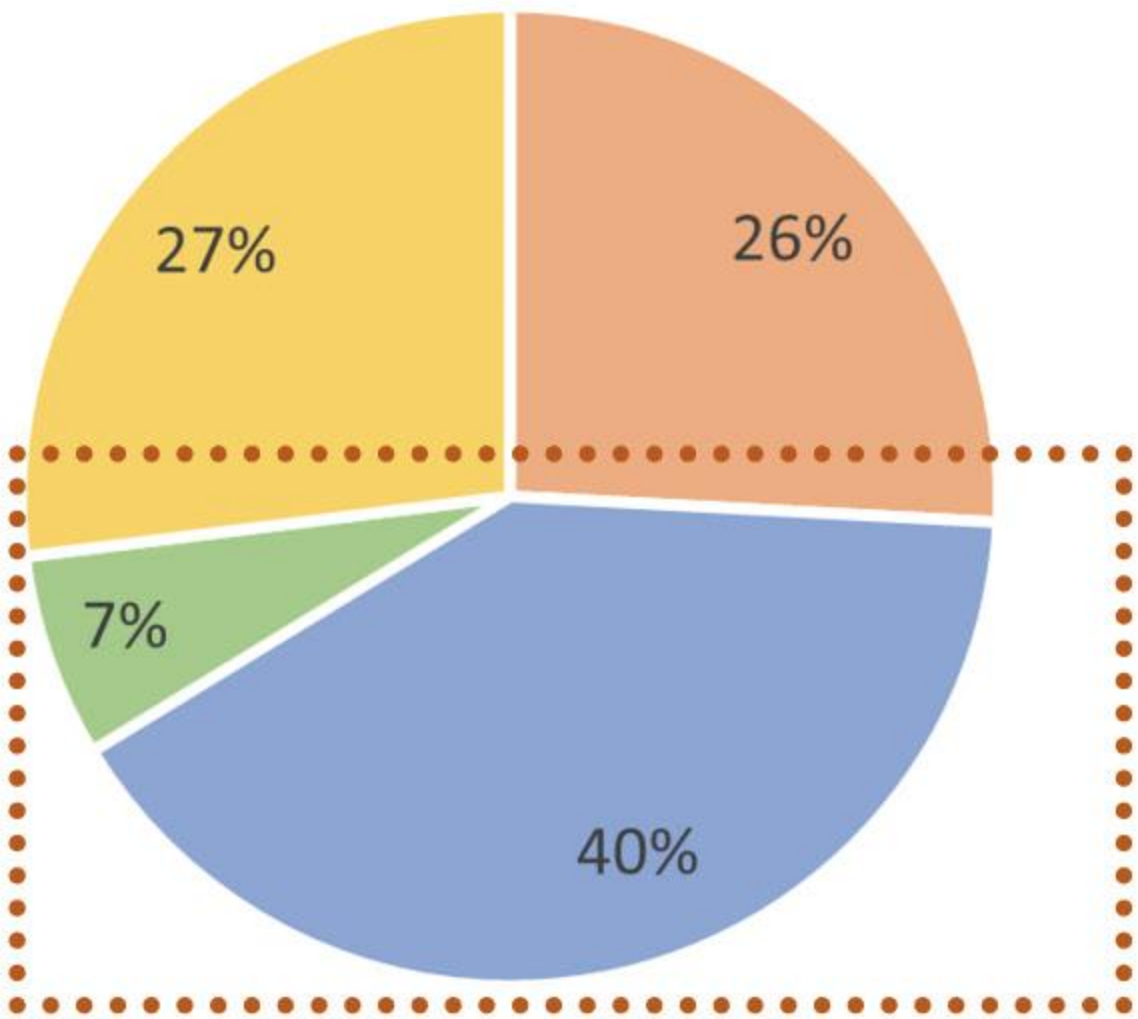
a(13:40-13:45) b1(12:50-12:55) b2(12:35-12:40)
 c(13:30-13:35) d(12:20-12:25)



Thursday

Stay in the Thursday

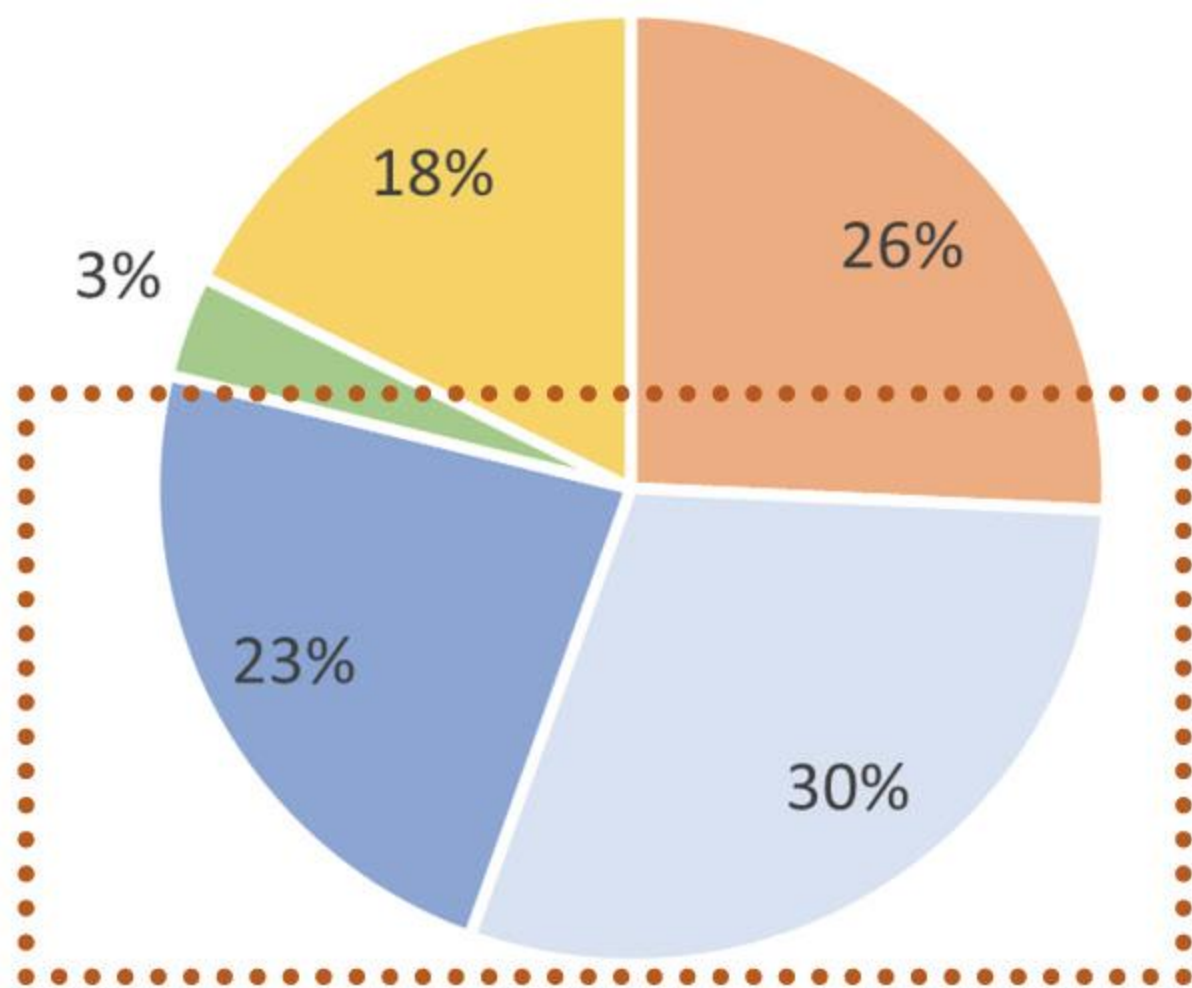
a(13:55-14:00) b(14:29-14:34)
 c(14:24-14:30) d(14:16-14:21)



Observation Spot B-b2

Walking in the Saturday

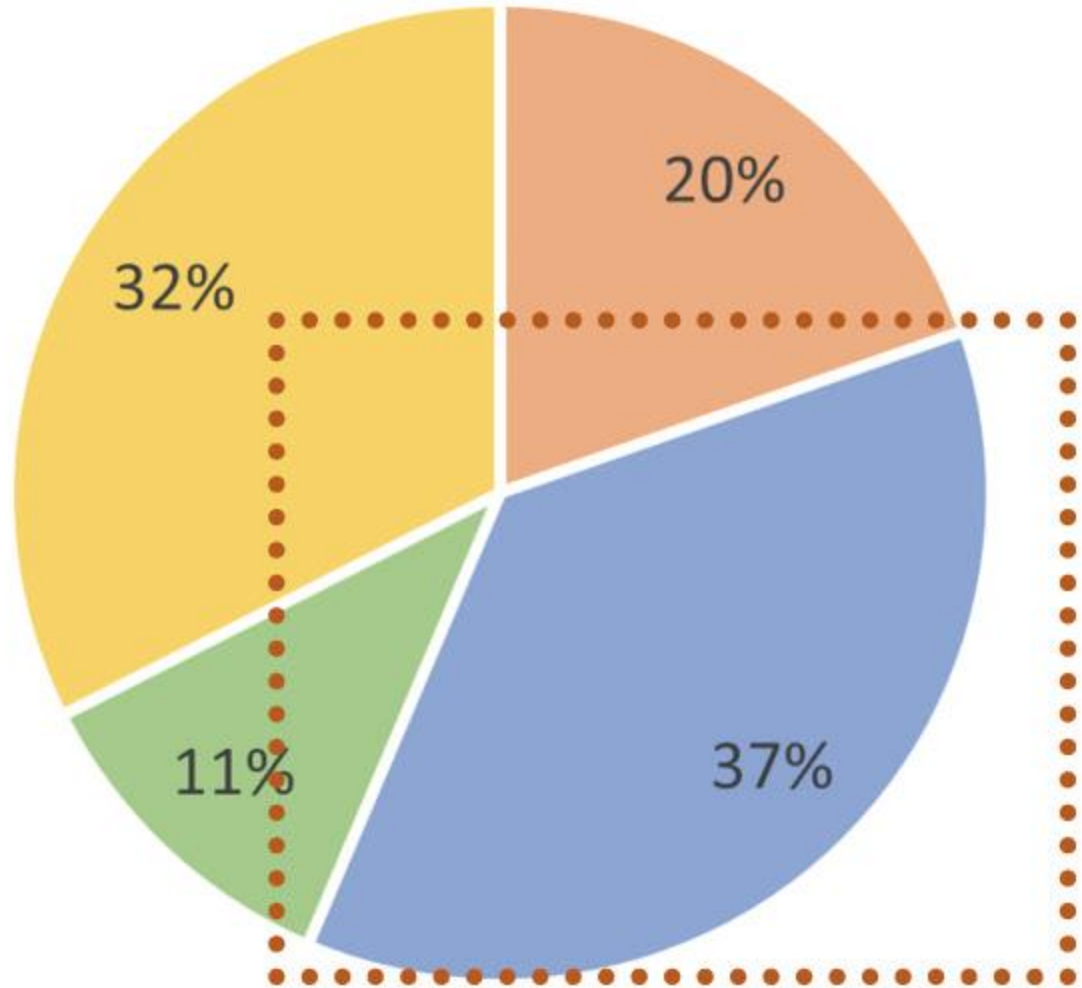
a(13:43-14:47) b1(15:24-15:20) b2(15:35-15:40)
 c(16:00-16:05) d(15:04-15:09)



Saturday

Stay in the Saturday

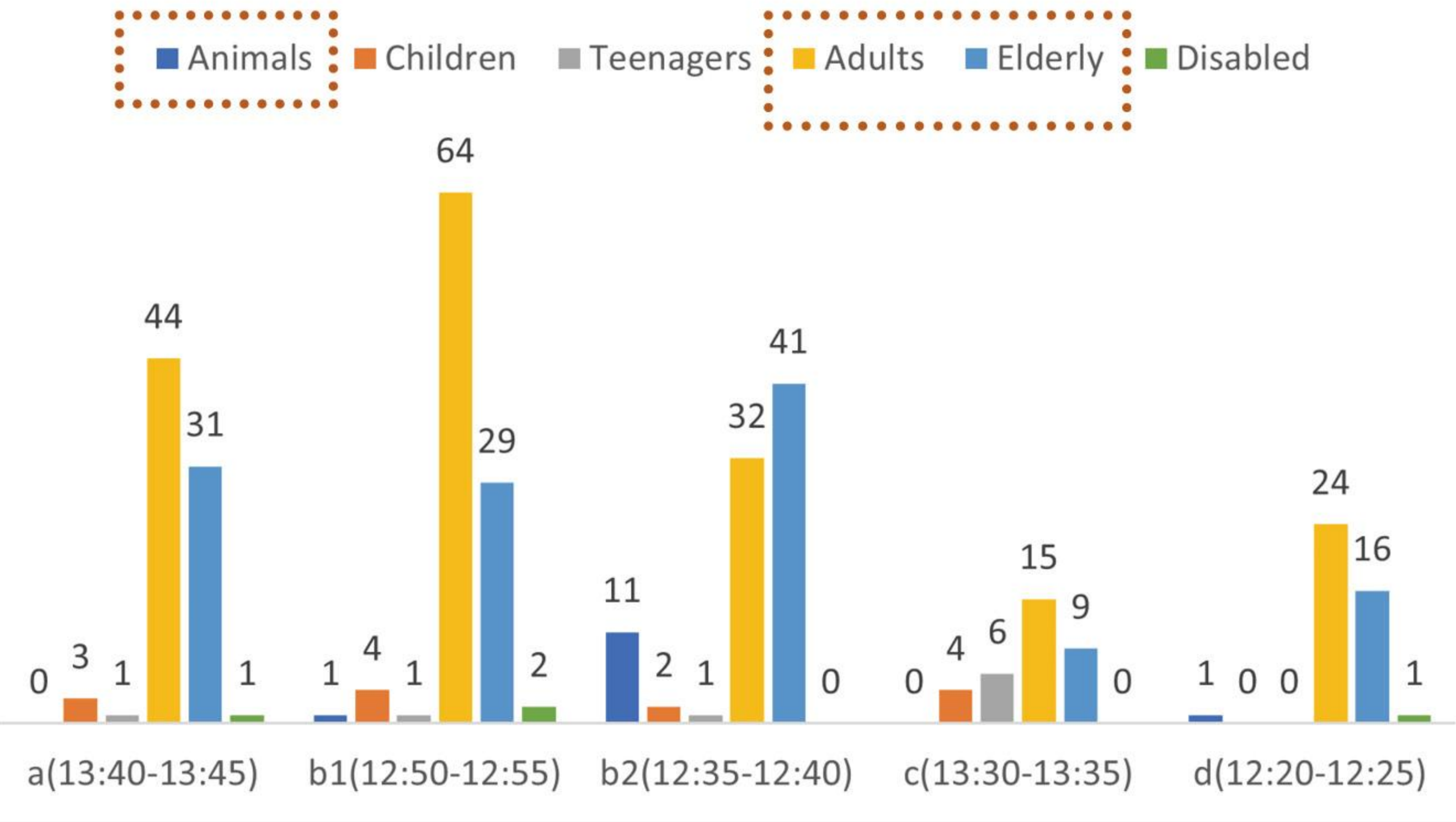
a(14:48-14:53) b(15:24-15:20)
 c(16:00-16:05) d(15:09-15:14)



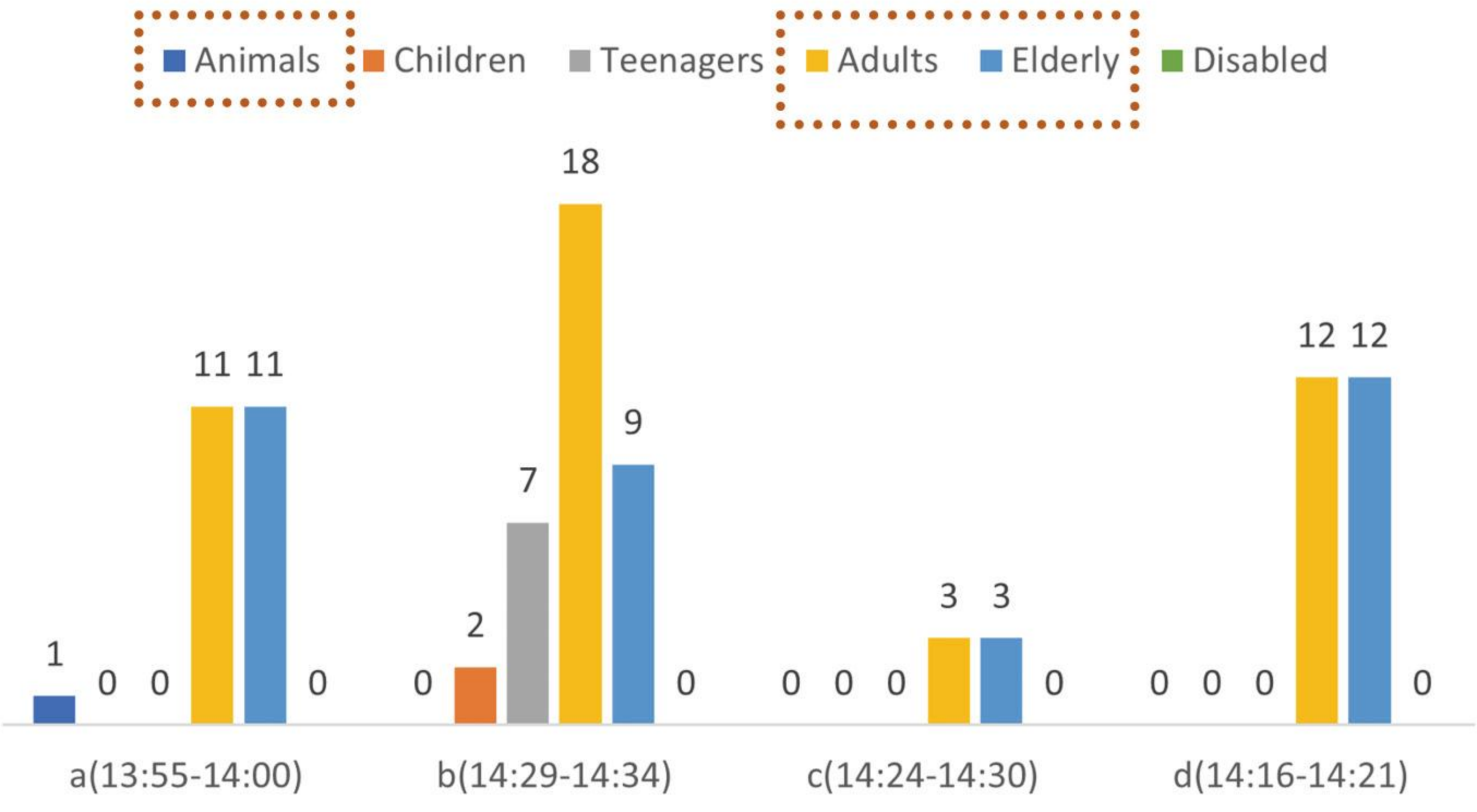
Observation Spot A

2.6.2 Counting

Walking in the Thursday

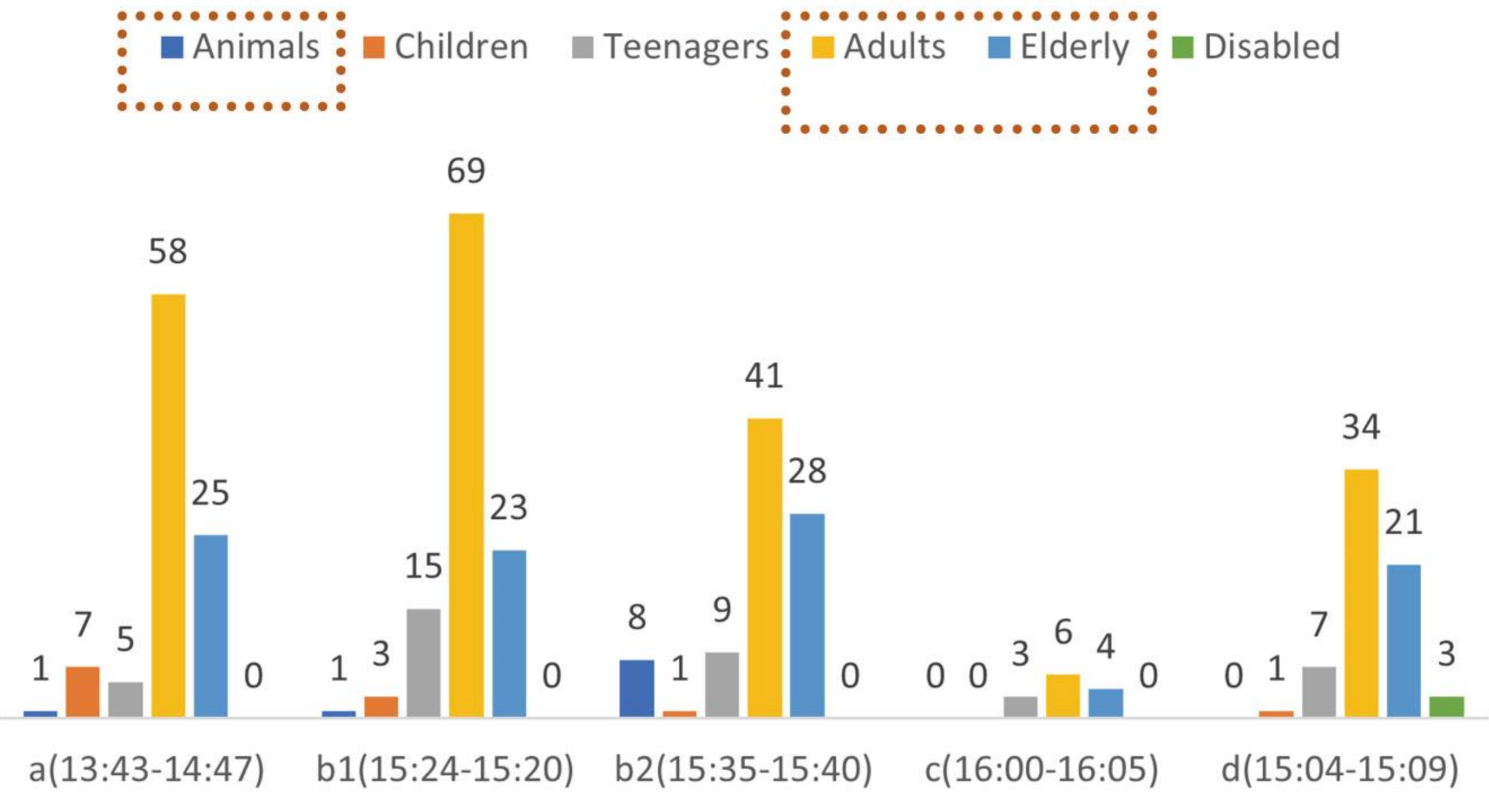


Stay in the Thursday

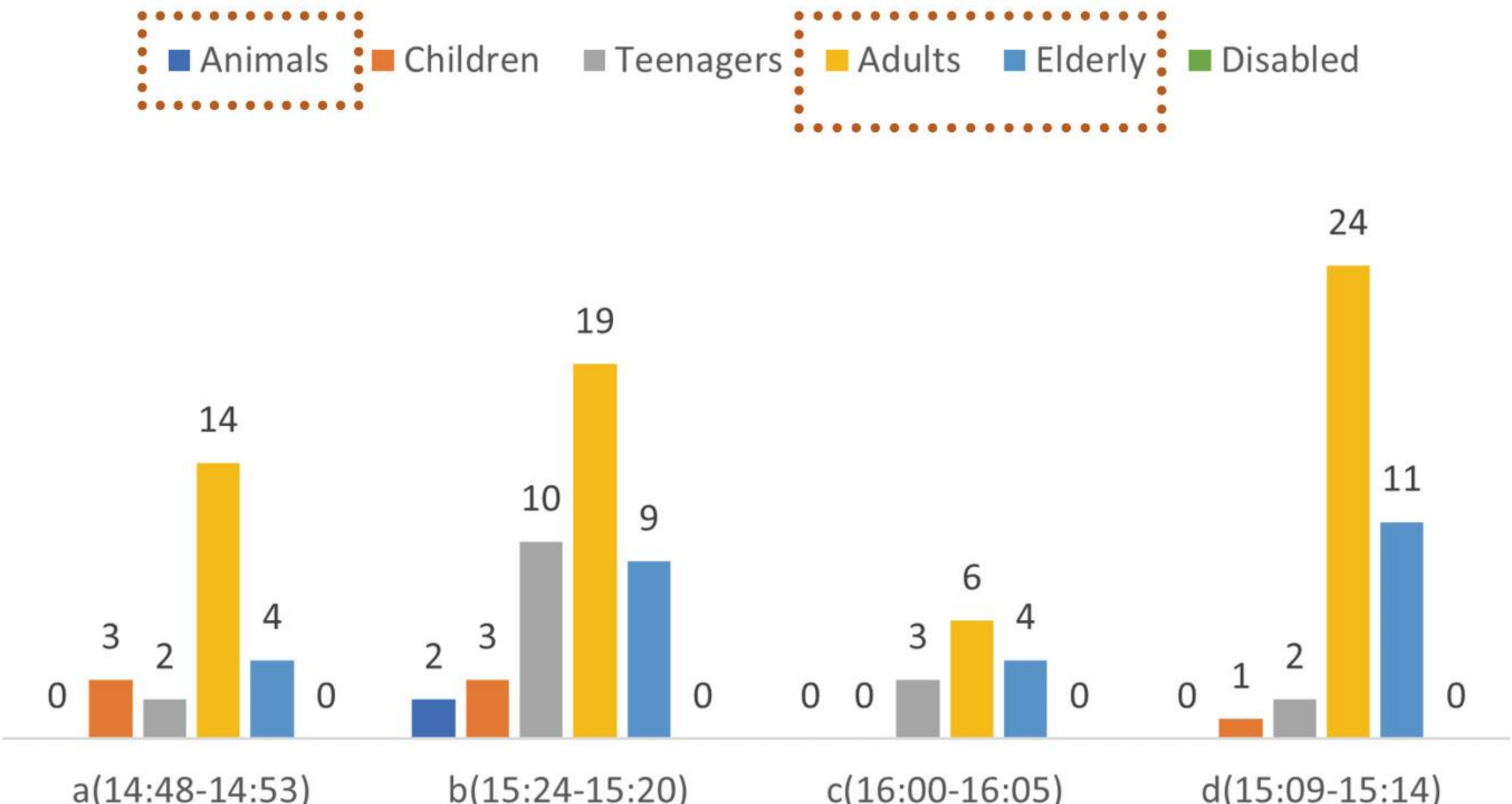


Thursday

Walking in the Saturday

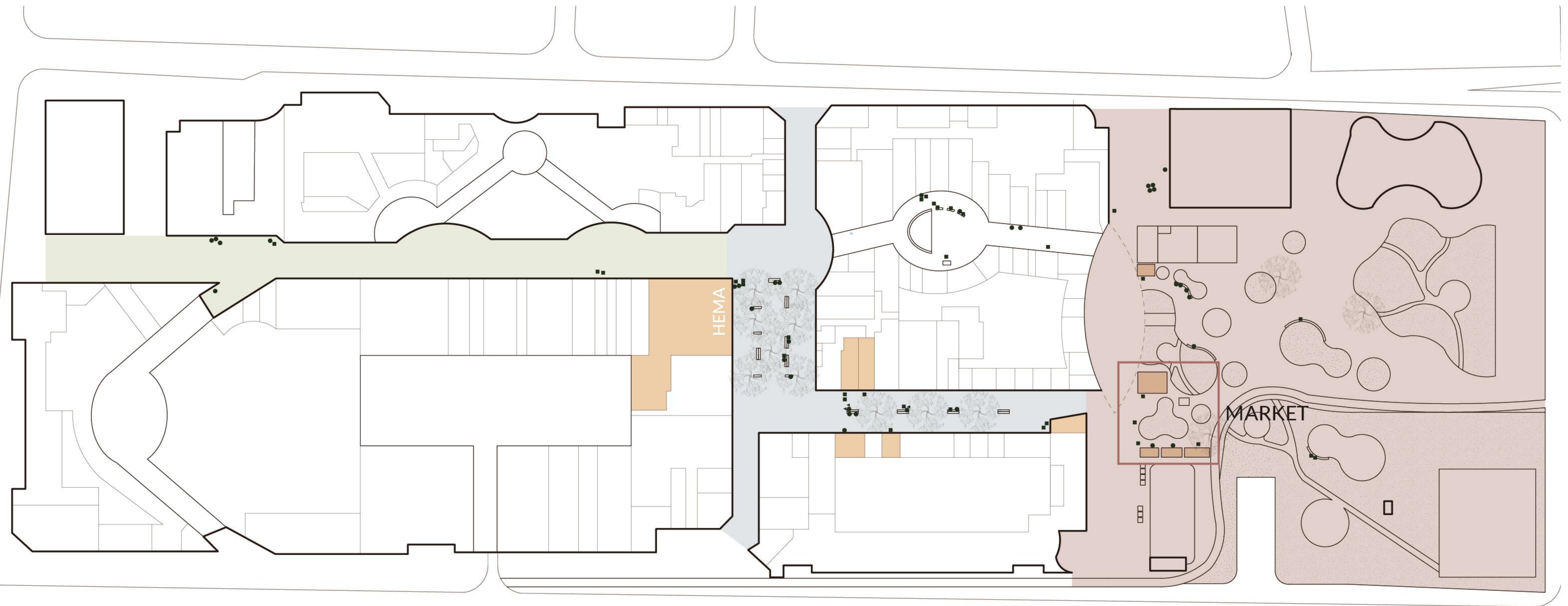


Stay in the Saturday

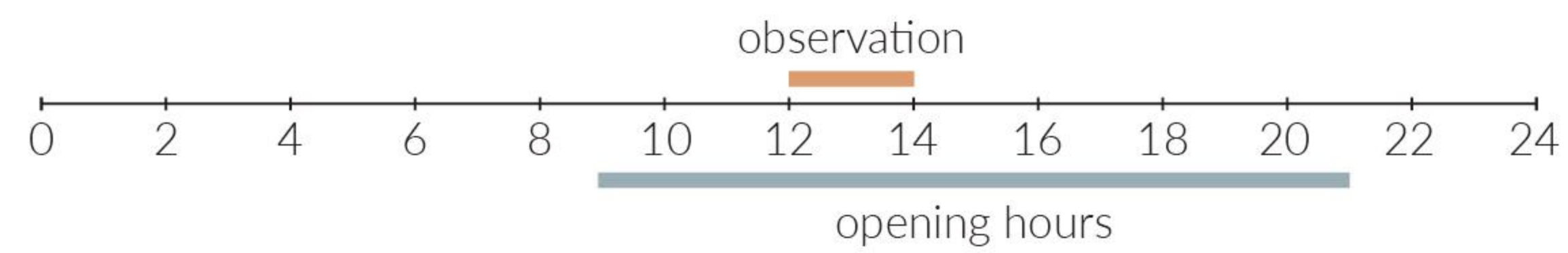


Saturday

2.7.1 Mapping, Thursday (12:40-14:20)

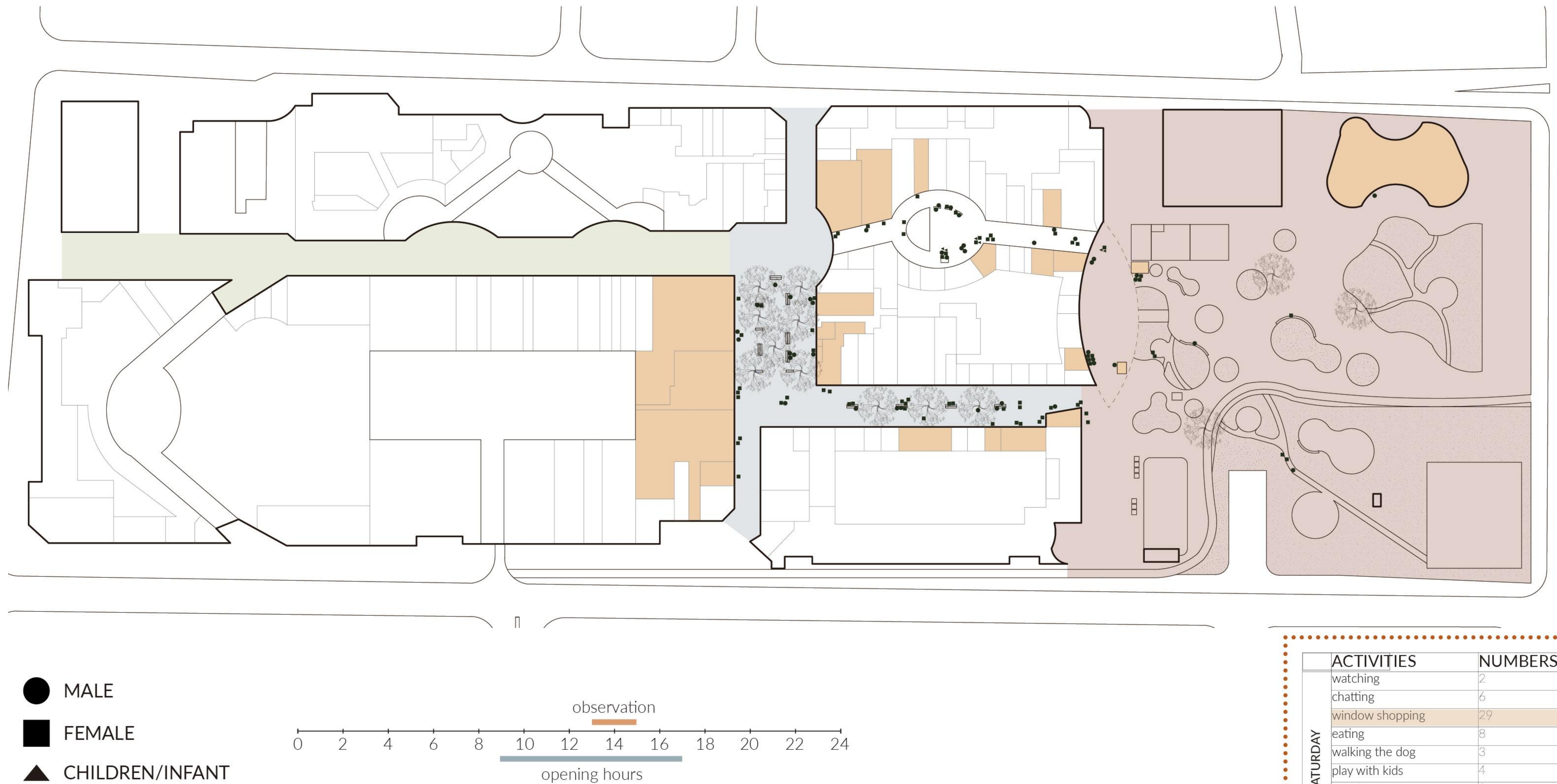


- MALE
- FEMALE
- ▲ CHILDREN/INFANT



THURSDAY	ACTIVITIES	NUMBERS
	watch	1
	chatting	6
	window shopping	9
	eating	10
	walk the dog	1
	play with kids	1
	running	2
	hang out with the baby	2
	waiting in the line	11
	play the phone	7

2.7.2 Mapping, Saturday (13:40-15:20)

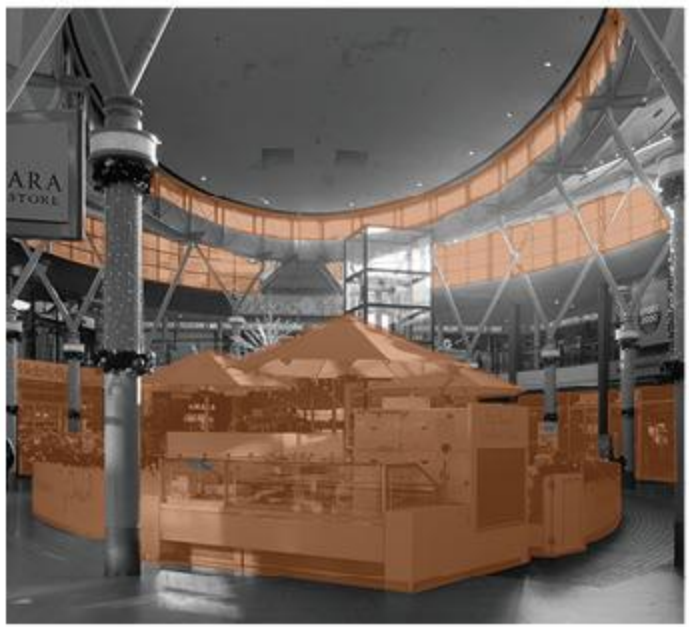


SATURDAY	ACTIVITIES	NUMBERS
	watching	2
	chatting	6
	window shopping	29
	eating	8
	walking the dog	3
	play with kids	4
	running	1
	hang out with the baby	2
	waiting in the line	13
	play the phone	8

	ACTIVITIES	NUMBERS
THURSDAY	watch	1
	chatting	6
	window shopping	9
	eating	10
	walk the dog	1
	play with kids	1
	running	2
	hang out with the baby	2
	waiting in the line	11
	play the phone	7

	ACTIVITIES	NUMBERS
SATURDAY	watching	2
	chatting	6
	window shopping	29
	eating	8
	walking the dog	3
	play with kids	4
	running	1
	hang out with the baby	2
	waiting in the line	13
	play the phone	8

2.8 Heritage Values and Attributes based on Users

Social Economic	 Park Bicycle lane	Social Economic	 Market	Social Economic	 Street Parking Windowcase	Social Economic	 Entrance Food court
Ecological Social Economic	 Street Windowcase Display greenery	Social Economic	 Semi-private dining Windowcase Daylight and trees Bench Mediamarket	Ecological Social Economic	 Windowcase Trees Bench Birds	Ecological Social Economic	 Windowcase trees+birds
Economic	 Supermarket Parking	Economic	 Daylight Windowcase	Social	 Facades as the tools for future vision		

| 02-3

Research - Value Comparisons

2.9.1 Value Comparisons

Economic

Ecological
 Social
 Economic

Aesthetical

Social
 Economic



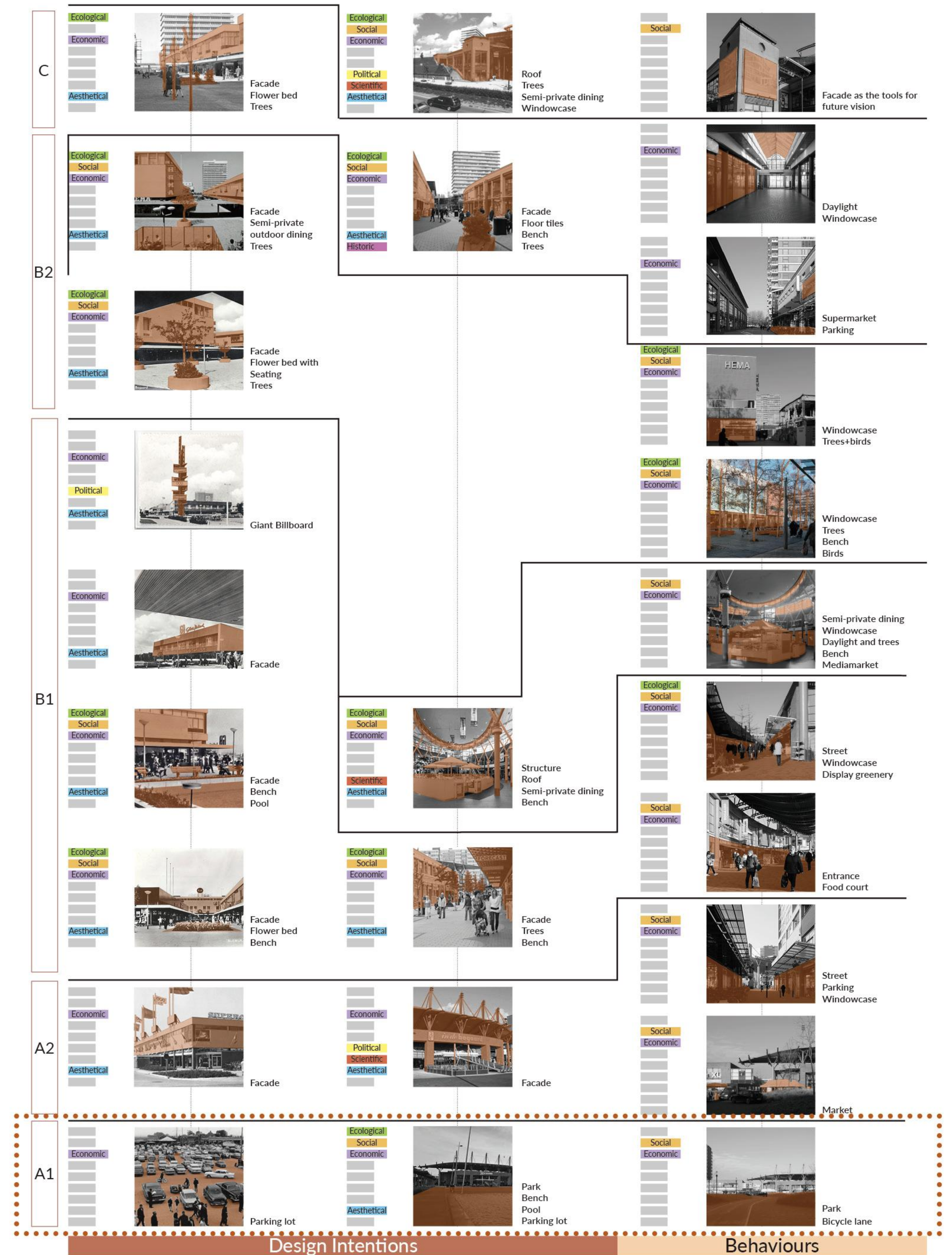
Parking lot



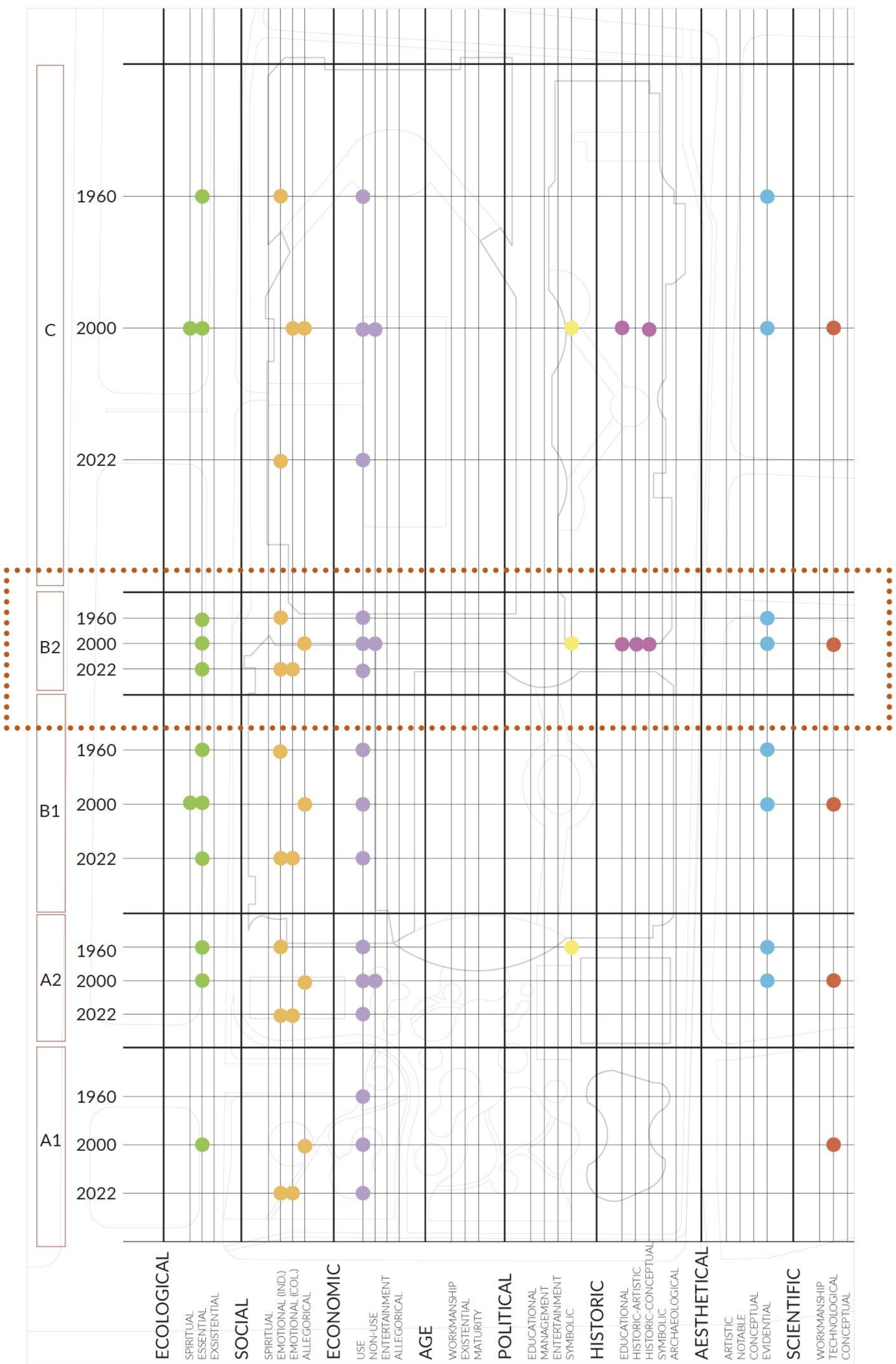
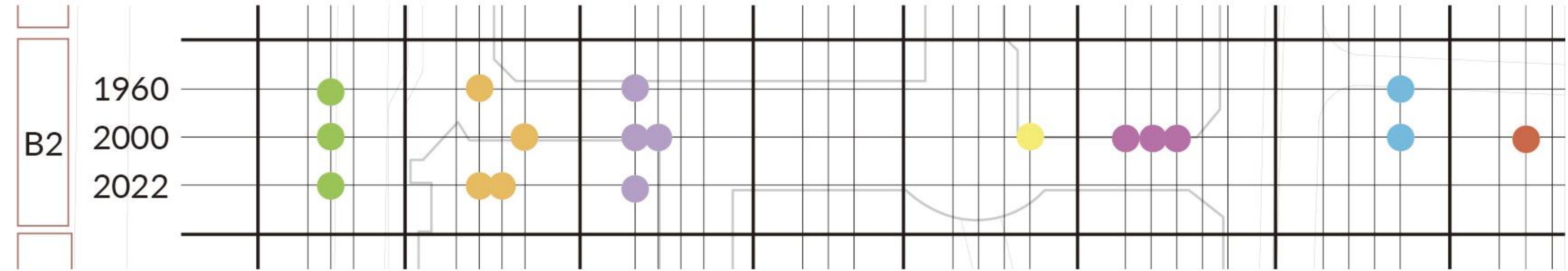
Park
 Bench
 Pool
 Parking lot



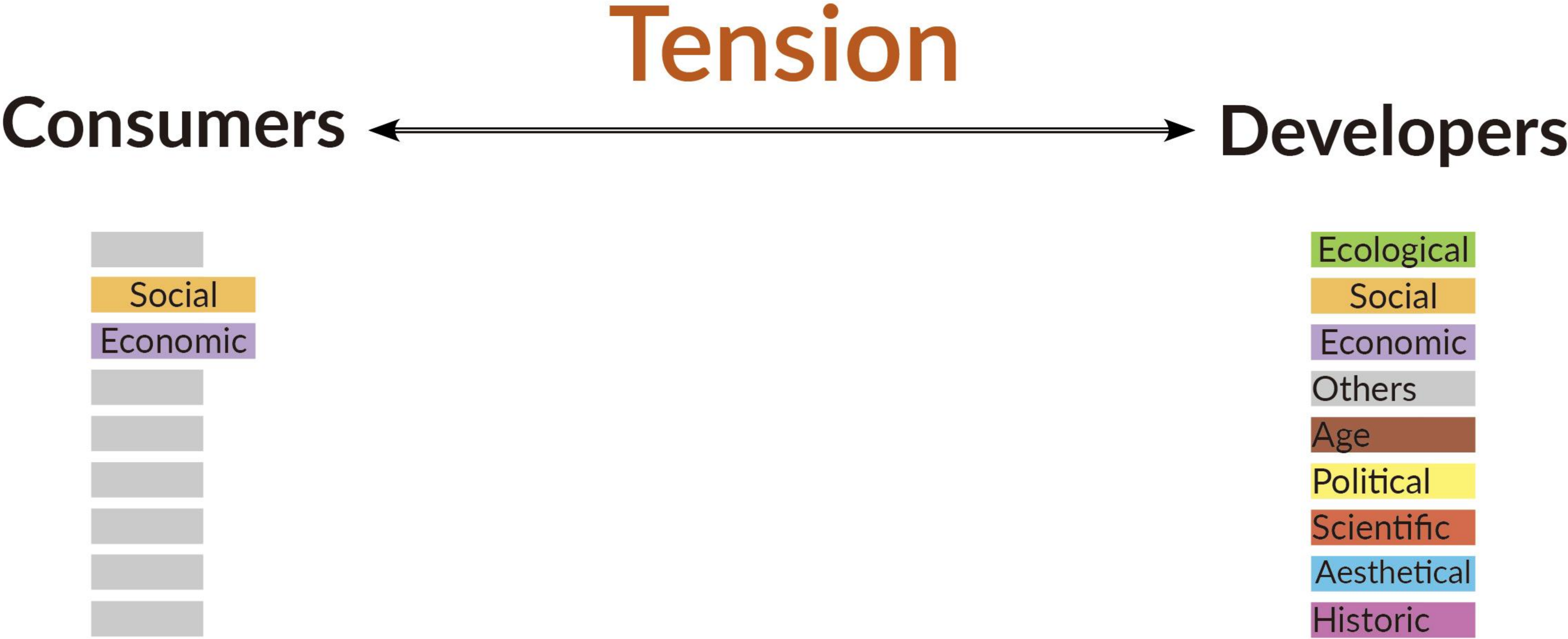
Park
 Bench
 Pool
 Market



2.9.2 Value Matrix



2.10 Conclusion



| 03

Design

3.1 Design Case: In De Bogaard



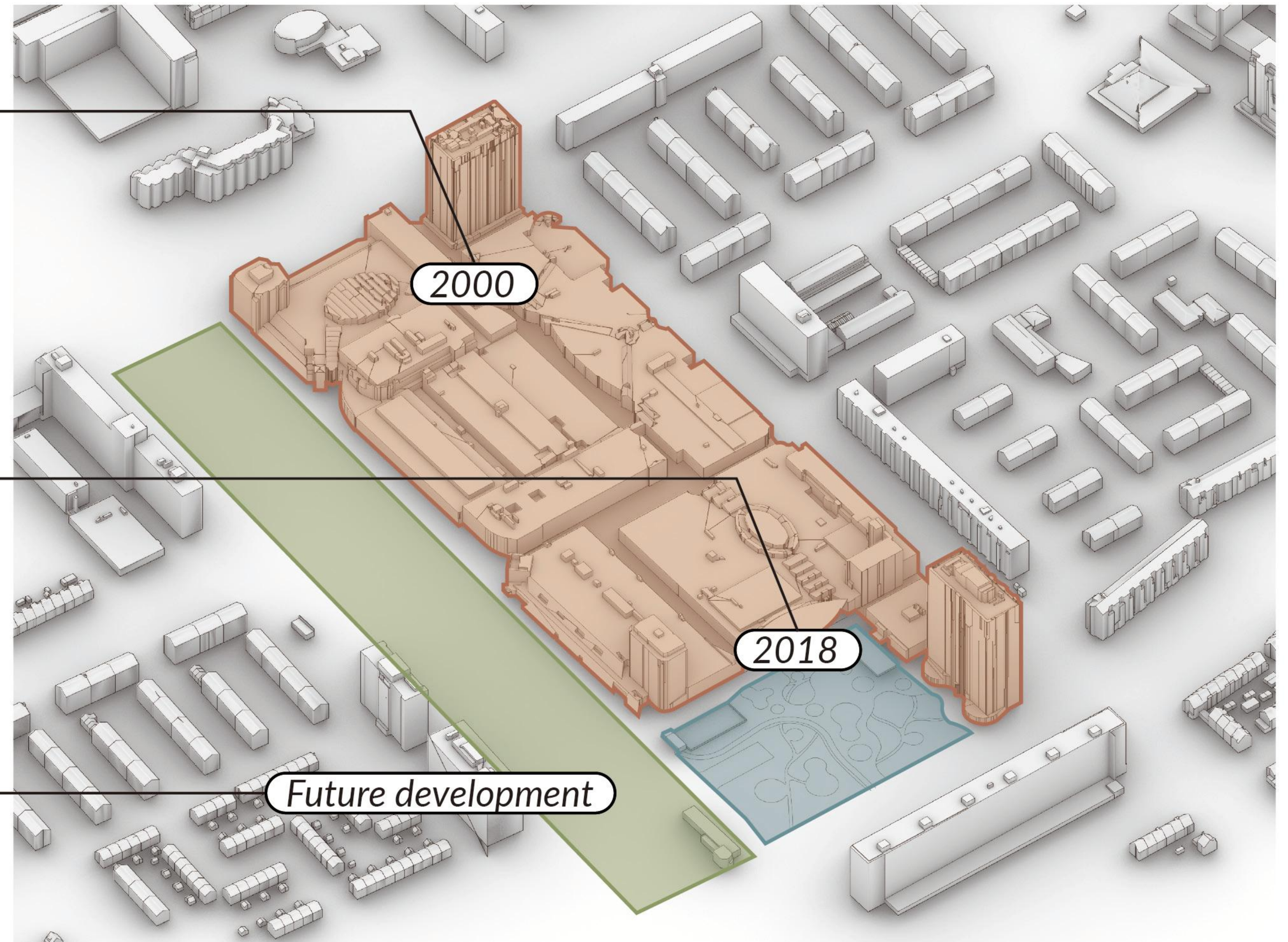
@Source: Author, 2022



@Source: D66, 2022
<https://d66.nl/rijswijk/nieuws/vernieuwing-boogaard-stadscentrum/>



@Source: Gemeente Rijswijk
<https://www.rijswijk.nl/bestand/bijlagen-masterplan>





Animals



Children



Teenagers



Adults



Elderly

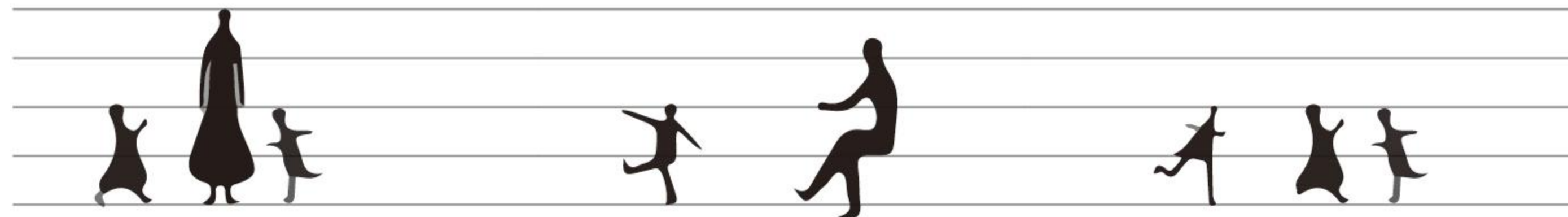
3.2 Informal Behaviours in de Bogaard



Walking the dog



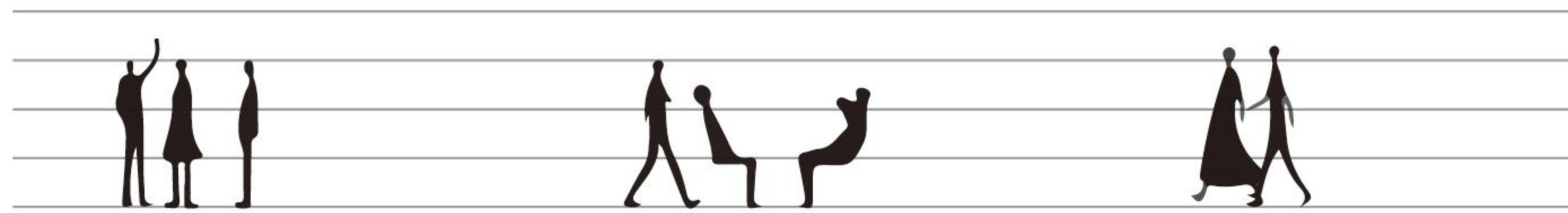
Birds



Nursery

Play freely

Play without parents



Cluster

Discussion

Hang out



Dating

Hanging out with the baby

Eating

Play with mobile phone



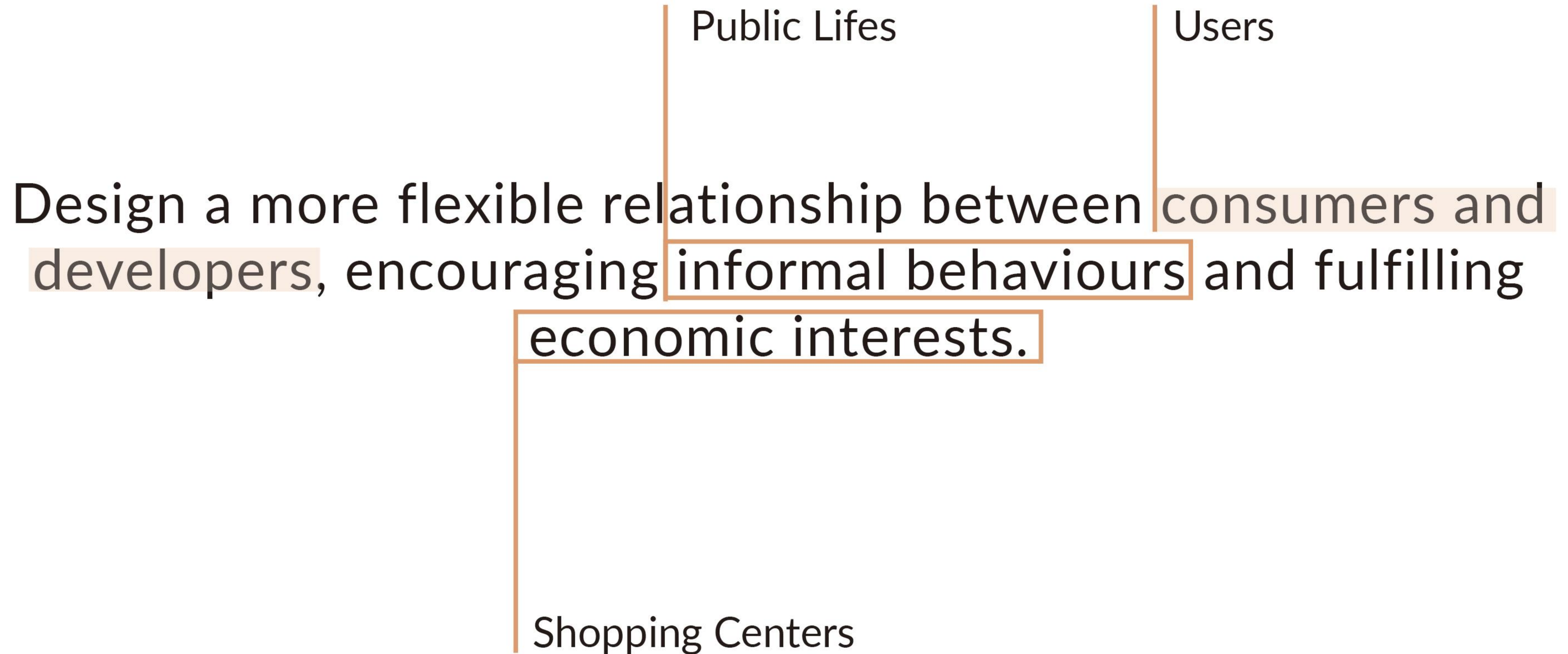
Mall walkers

Watching

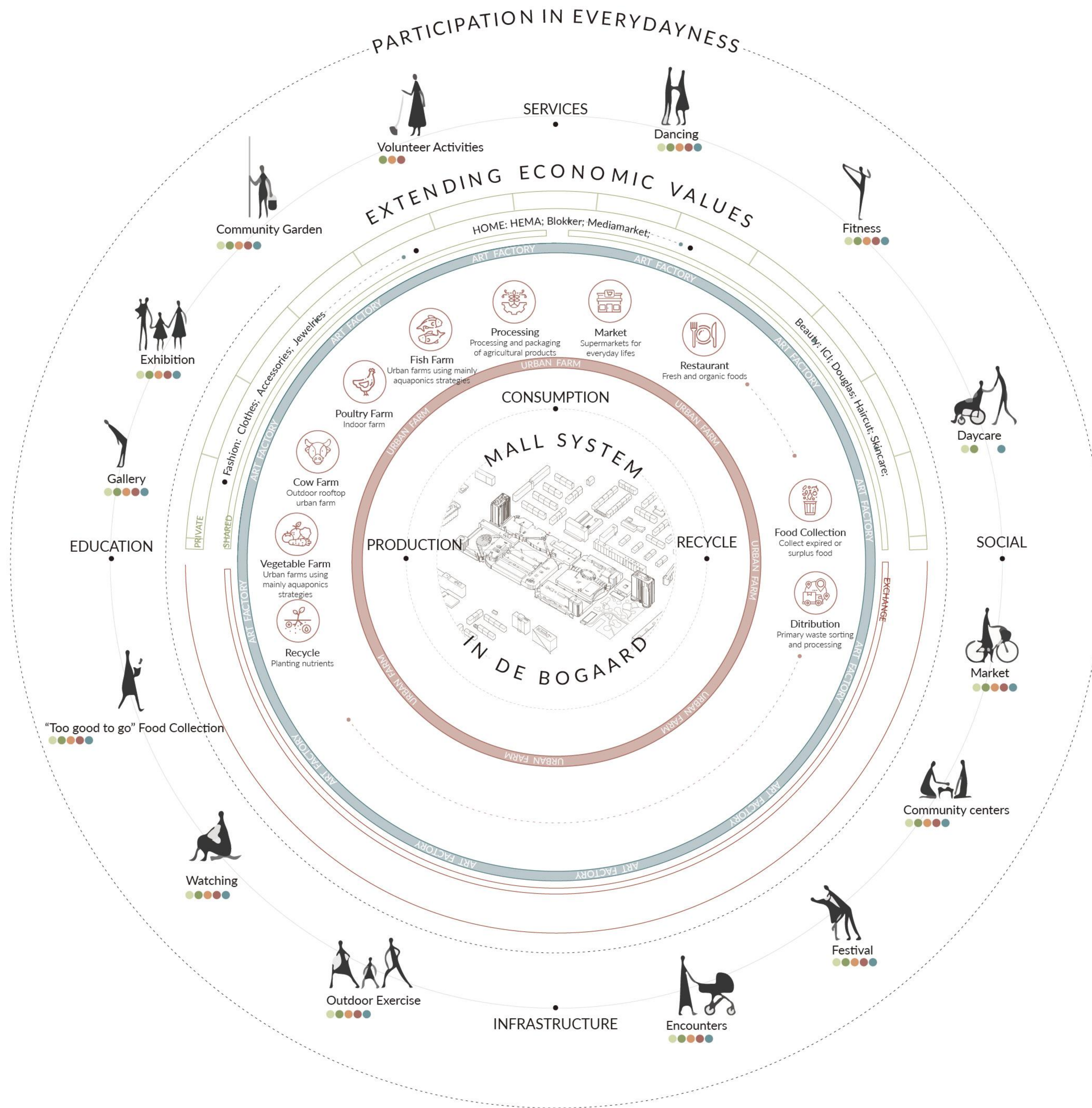
Play with mobile phone



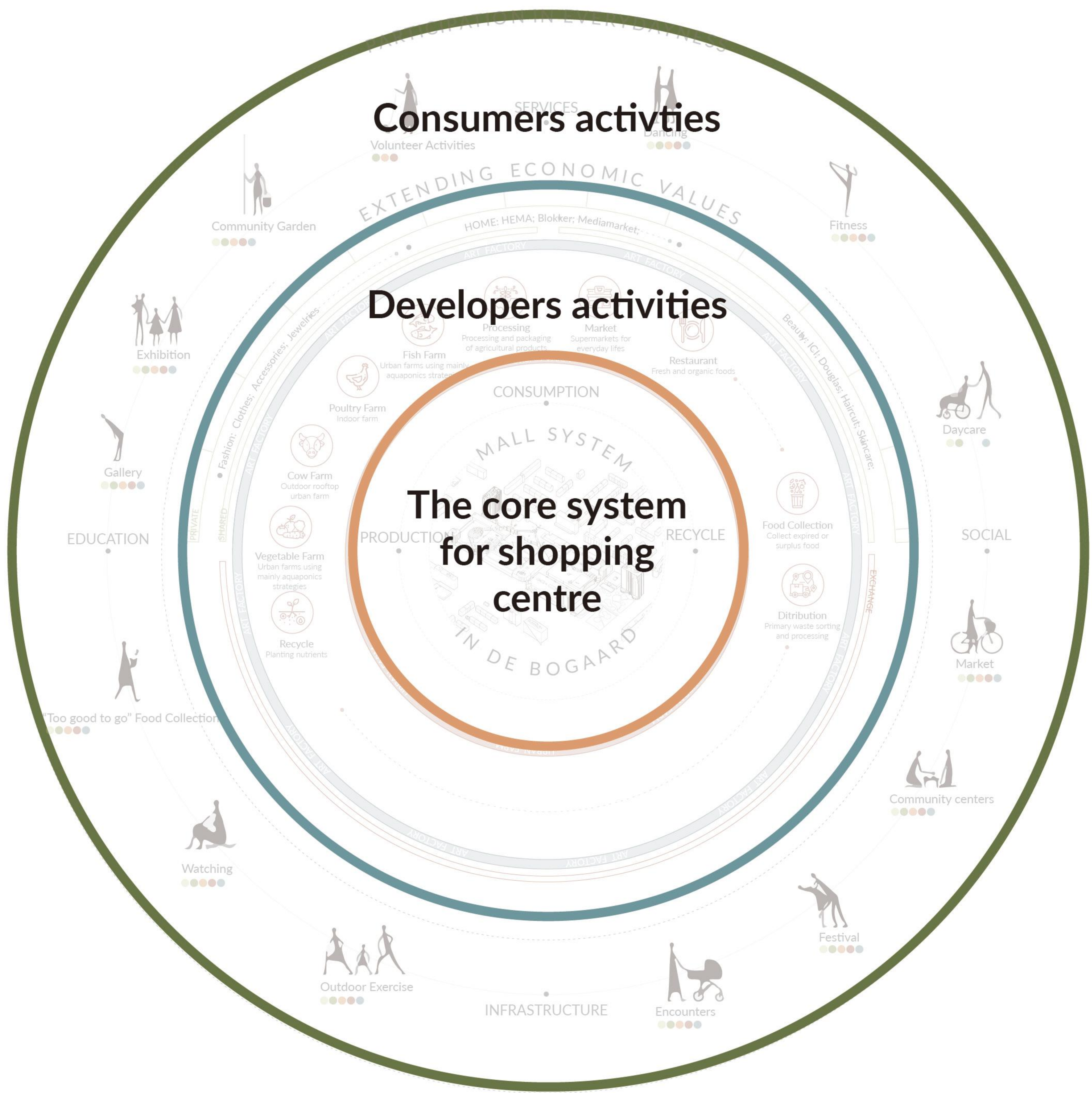
3.3 Design Visions



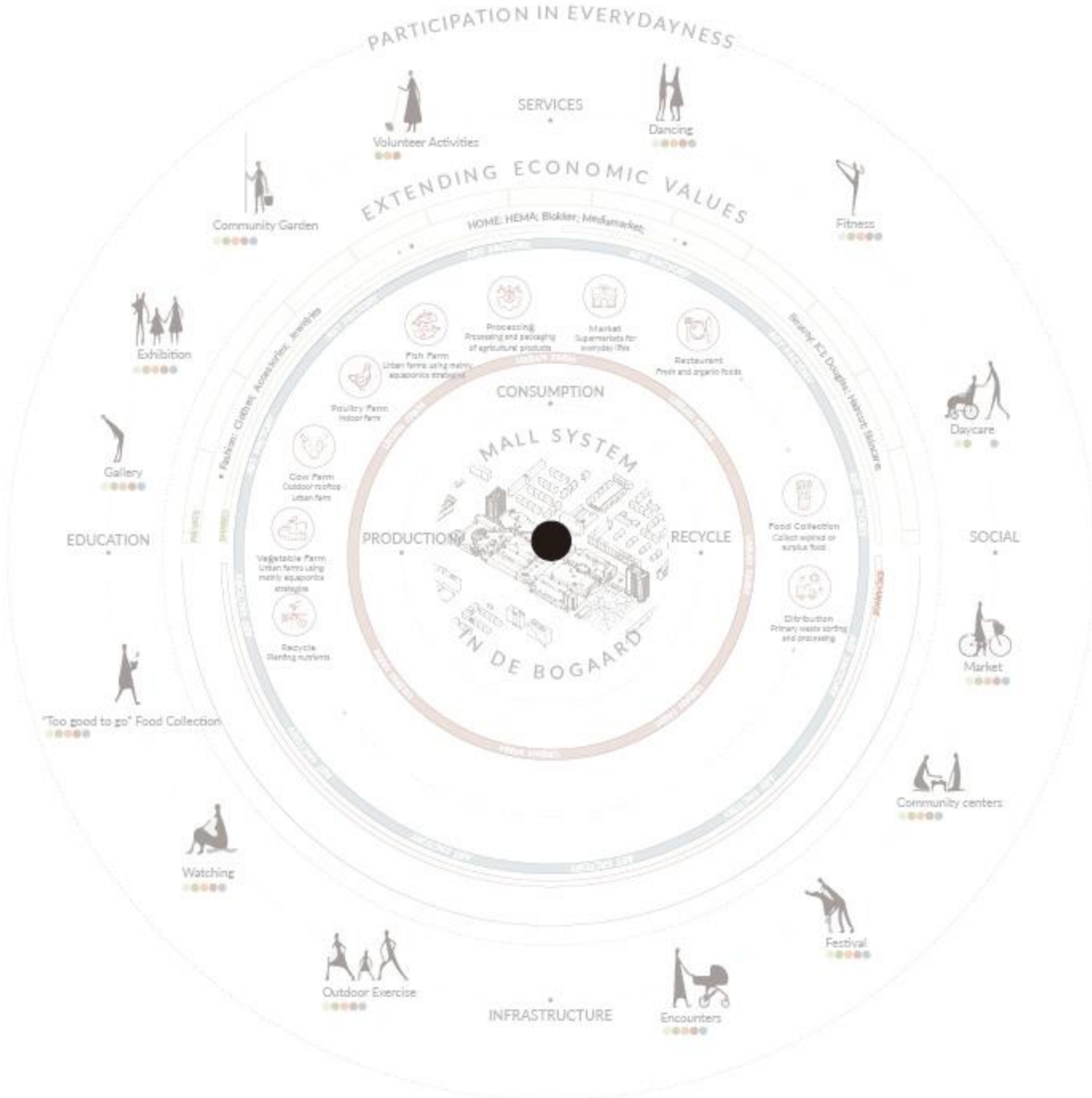
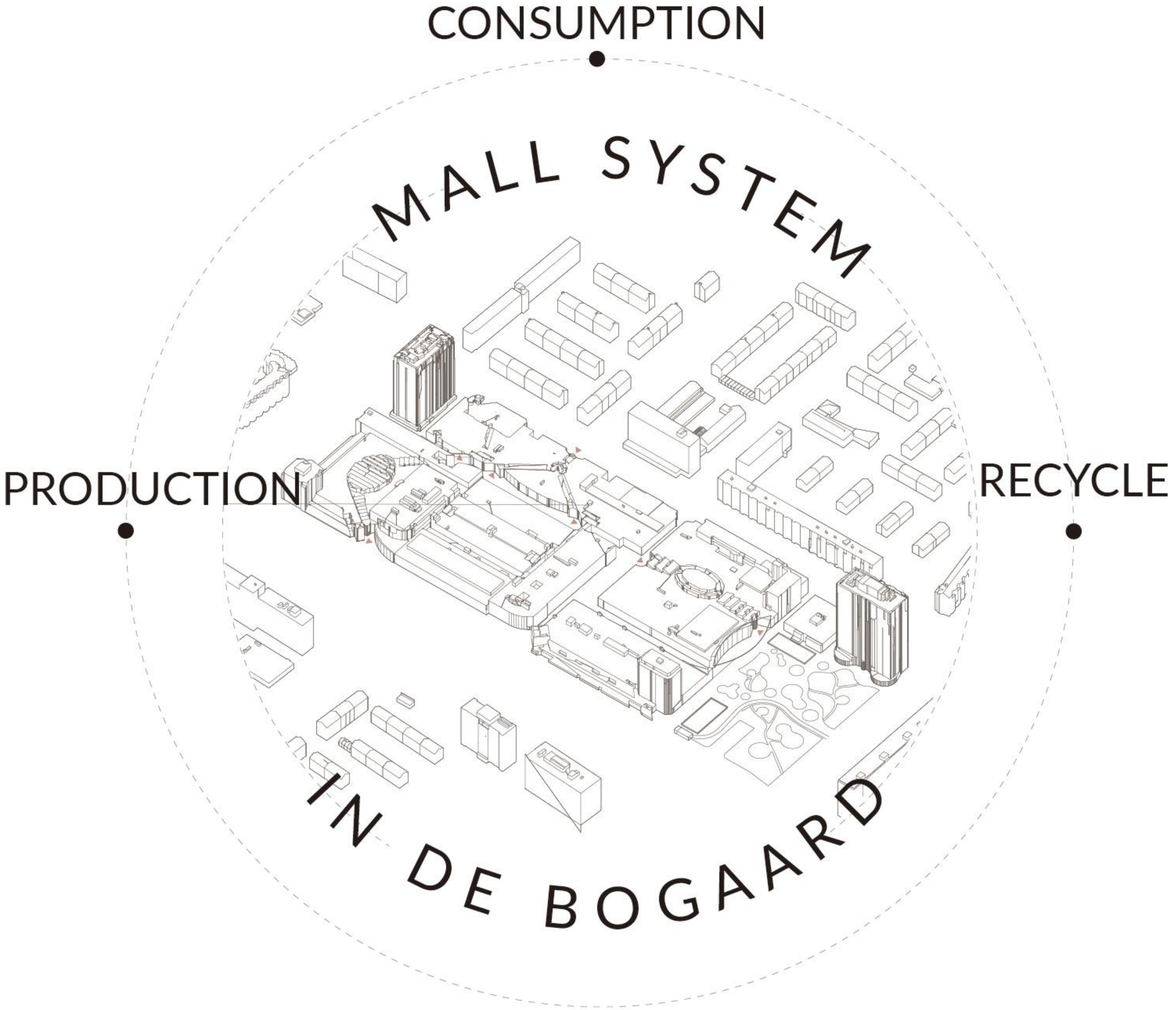
3.4 New Systems



3.4.1 Three levels



3.4.2 Mall Systems





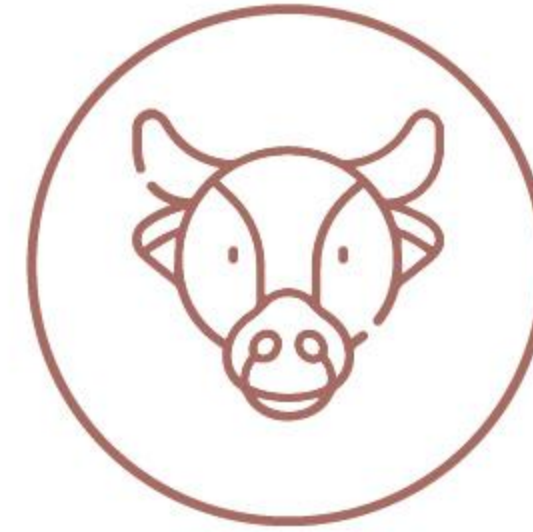
3.4.3 Developers Activities: Urban Farm

□ PRODUCTION



Vegetable Farm

Urban farms using mainly aquaponics strategies



Cow Farm

Outdoor rooftop urban farm



Poultry Farm

Indoor farm



Fish Farm

Urban farms using mainly aquaponics strategies



Processing

Processing and packaging of agricultural products

□ CONSUMPTION



Market

Supermarket for everyday life



Restaurant

Fresh and organic foods



Food collection

Collect expired or surplus food

□ RECYCLE



Distribution

Primary waste sorting and processing

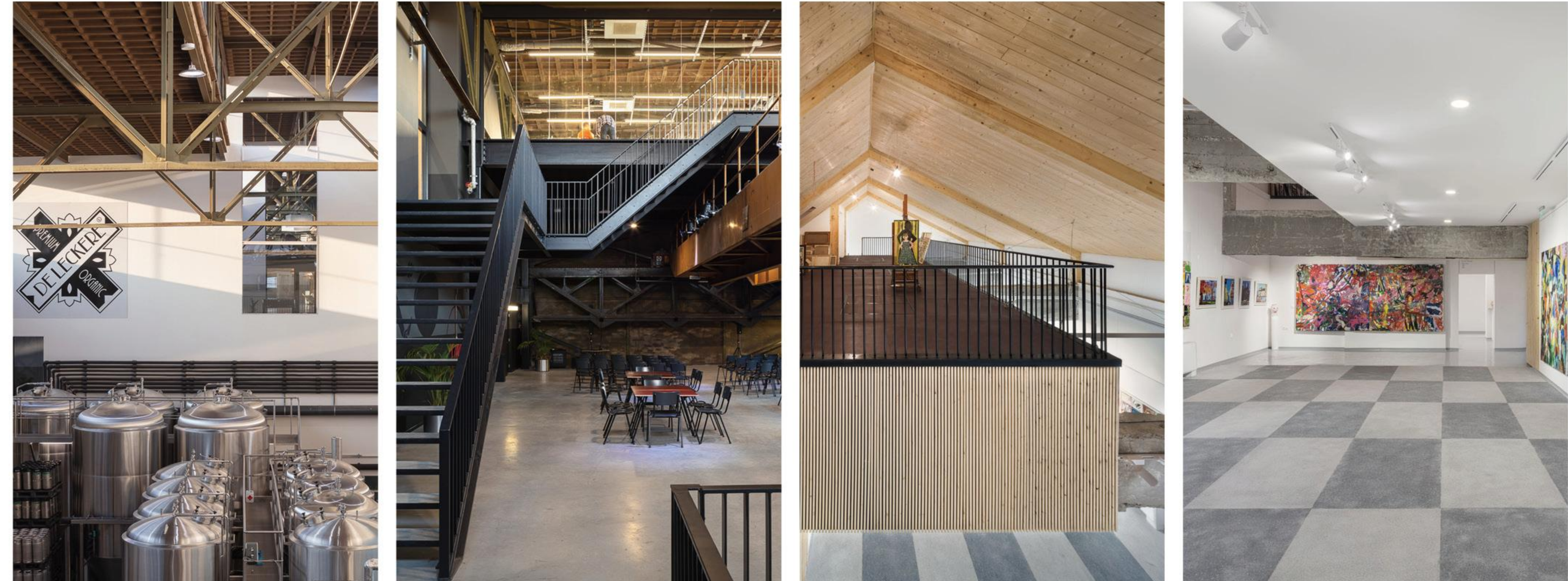


Recycle

Planting nutrients

3.4.4 Developers Activities: Art Factory

□ PRODUCTION



@Source:
 -Werkspoor Factory, Utrecht / ZECC
 (<https://www.zecc.nl/en/project/2024/Werkspoor-factory-Utrecht>)
 -Art Centre Vihrony, Bulgaria / Vision Consulting
 (<https://www.archdaily.com/994201/art-centre-vihrony-vision-consulting>)

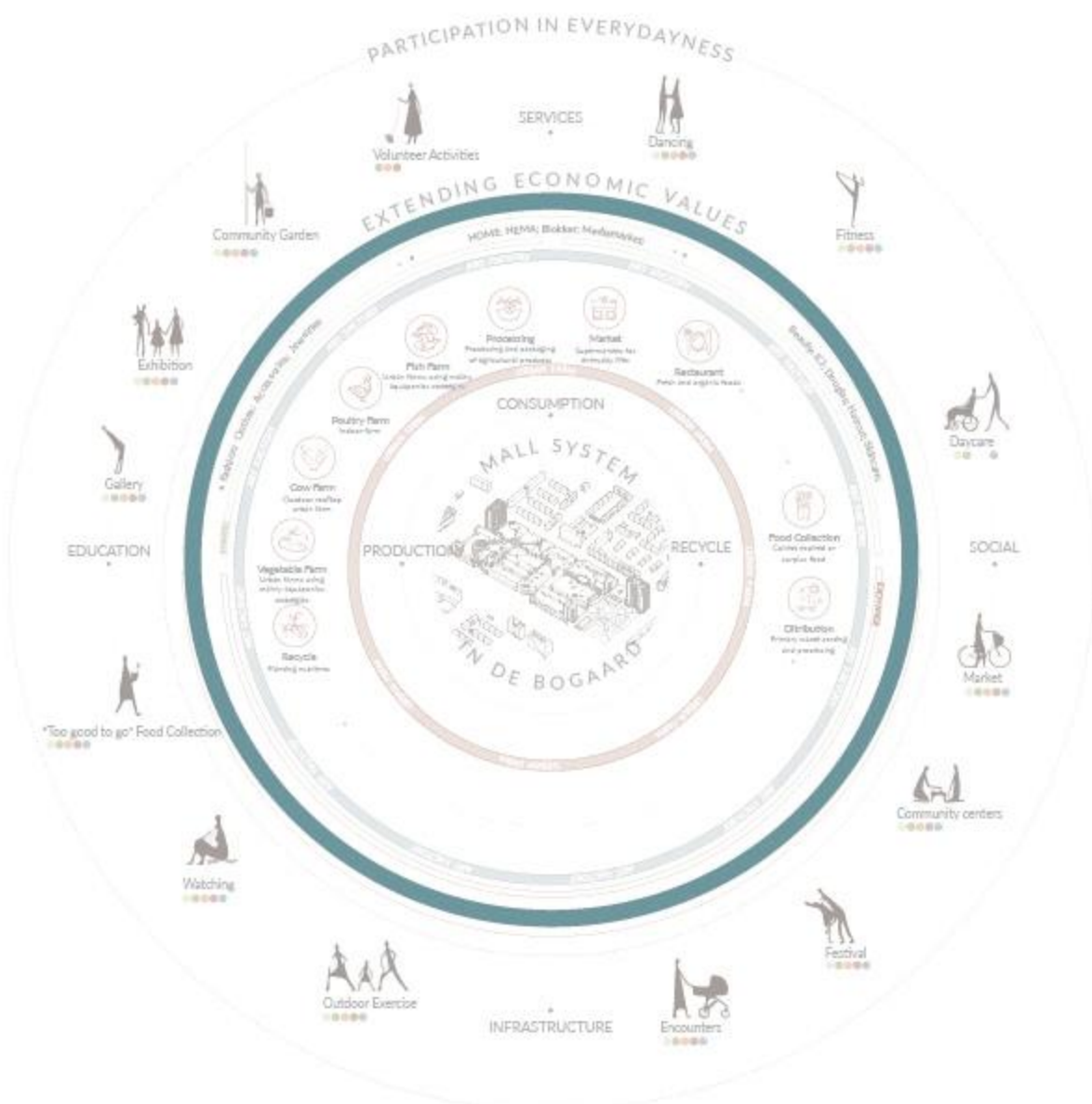
□ CONSUMPTION

- Fashion: Clothes; Accessories; jewelries
- Home: HEMA; Blokker; Mediamarket;
- Beauty: ICI; Douglas; Haircut; Skincare;

□ RECYCLE



@Source:
 -Second-hand Market IJ-Hallen, Amsterdam
 (<https://ijhallen.nl/en/Haagse>)
 -Markt, Den Haag
 (<https://dehaagsemarkt.nl/>)



3.4.5 Public Lives

■ EDUCATION



Gallery



Exhibition



Community Garden



Volunteer Activities



■ SERVICES



Dancing



Fitness



Daycare



■ SOCIAL



Market



Community Centres



Festivals



Encounters



■ INFRASTRUCTURE



Outdoor Exercise



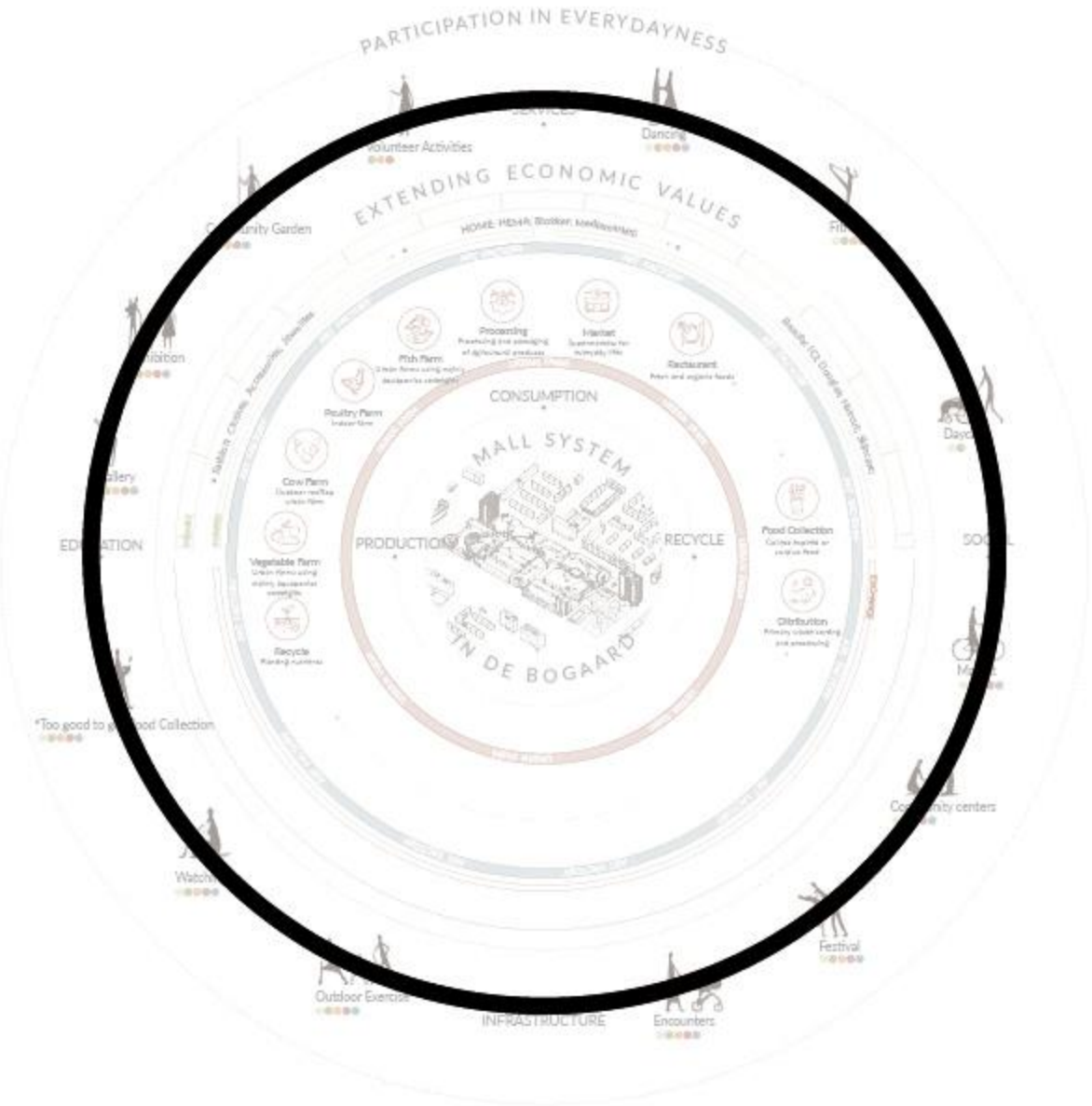
Watching



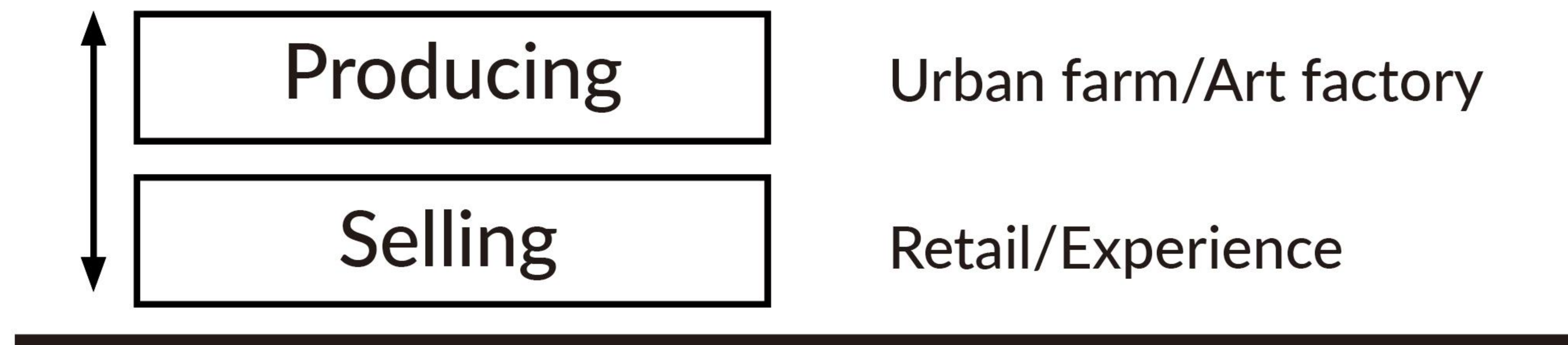
Food Collection



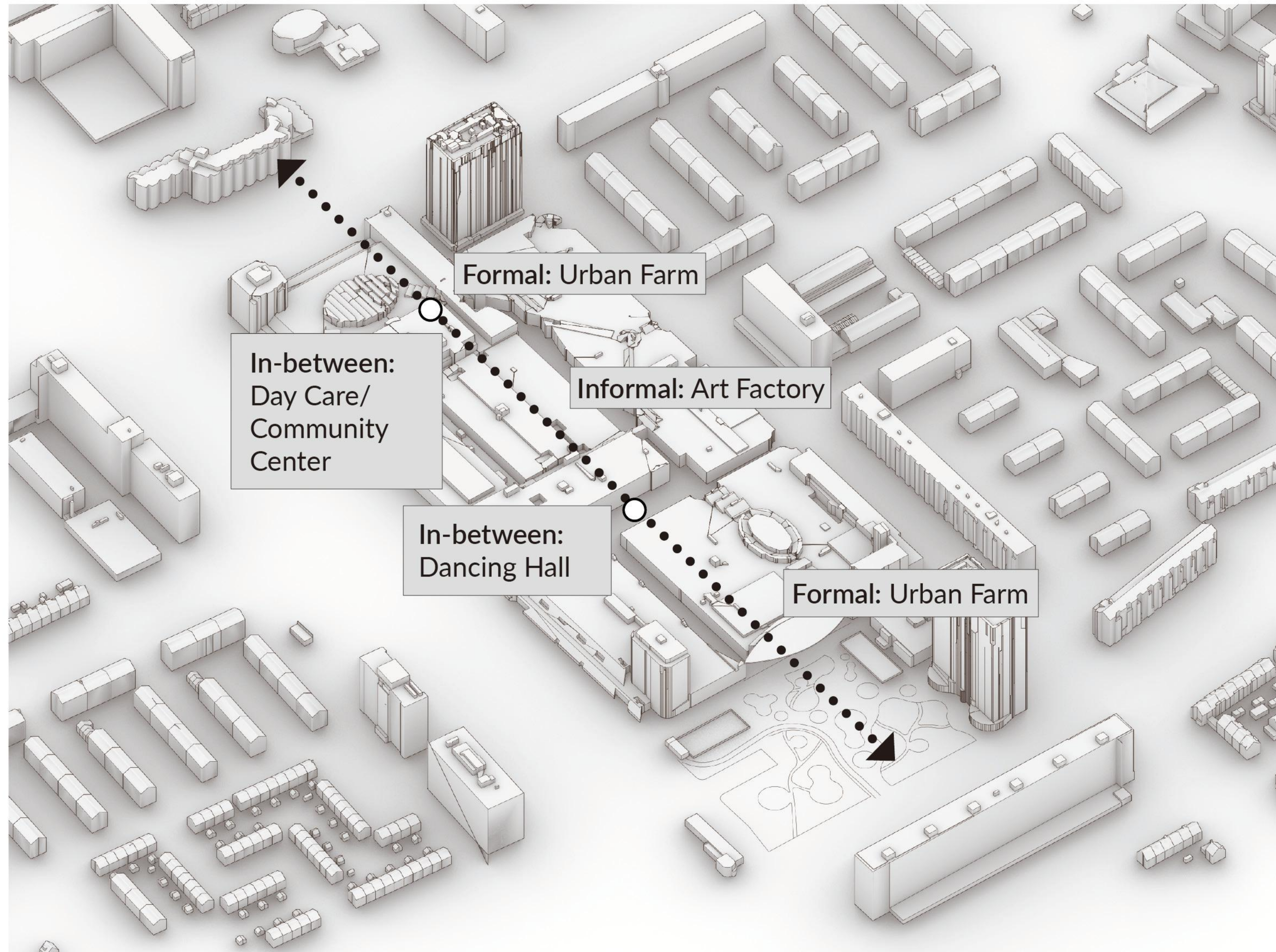
- Animals
- Children
- Teenagers
- Adults
- Elderly



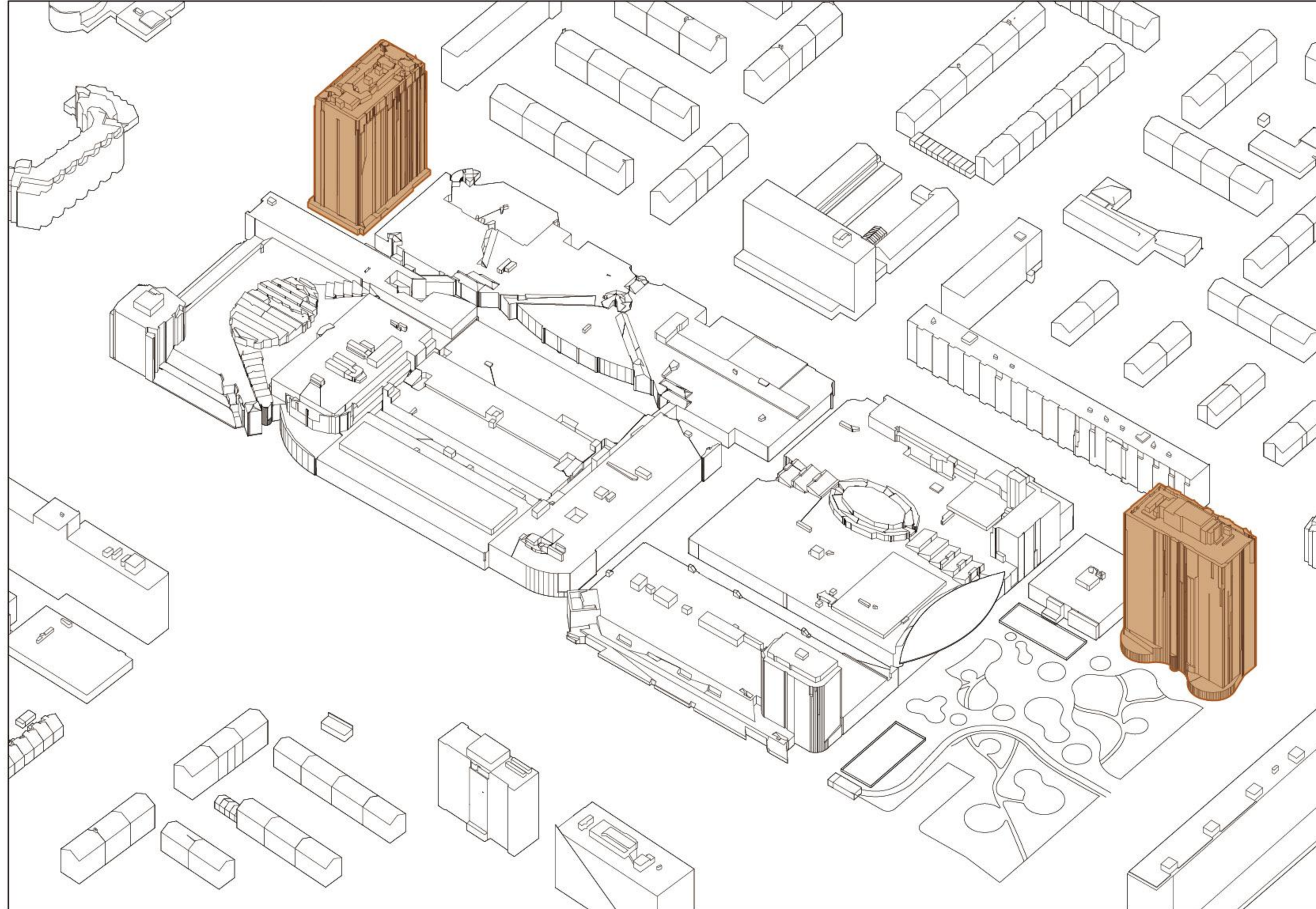
3.5.1 Design Strategies: Vertically



3.5.2 Design Strategies: Horizontally

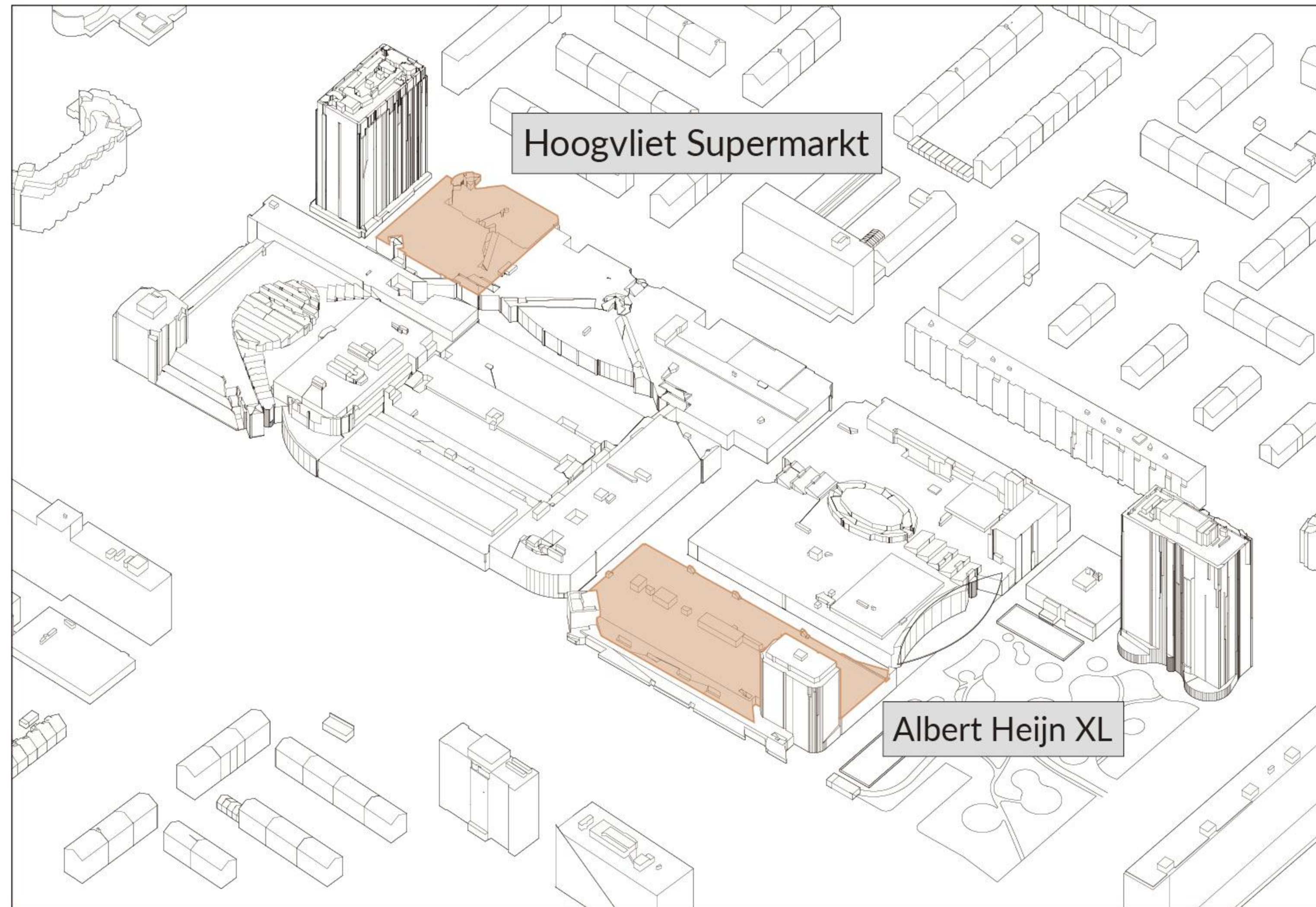


3.6.1 Redesign Strategies: KEEP

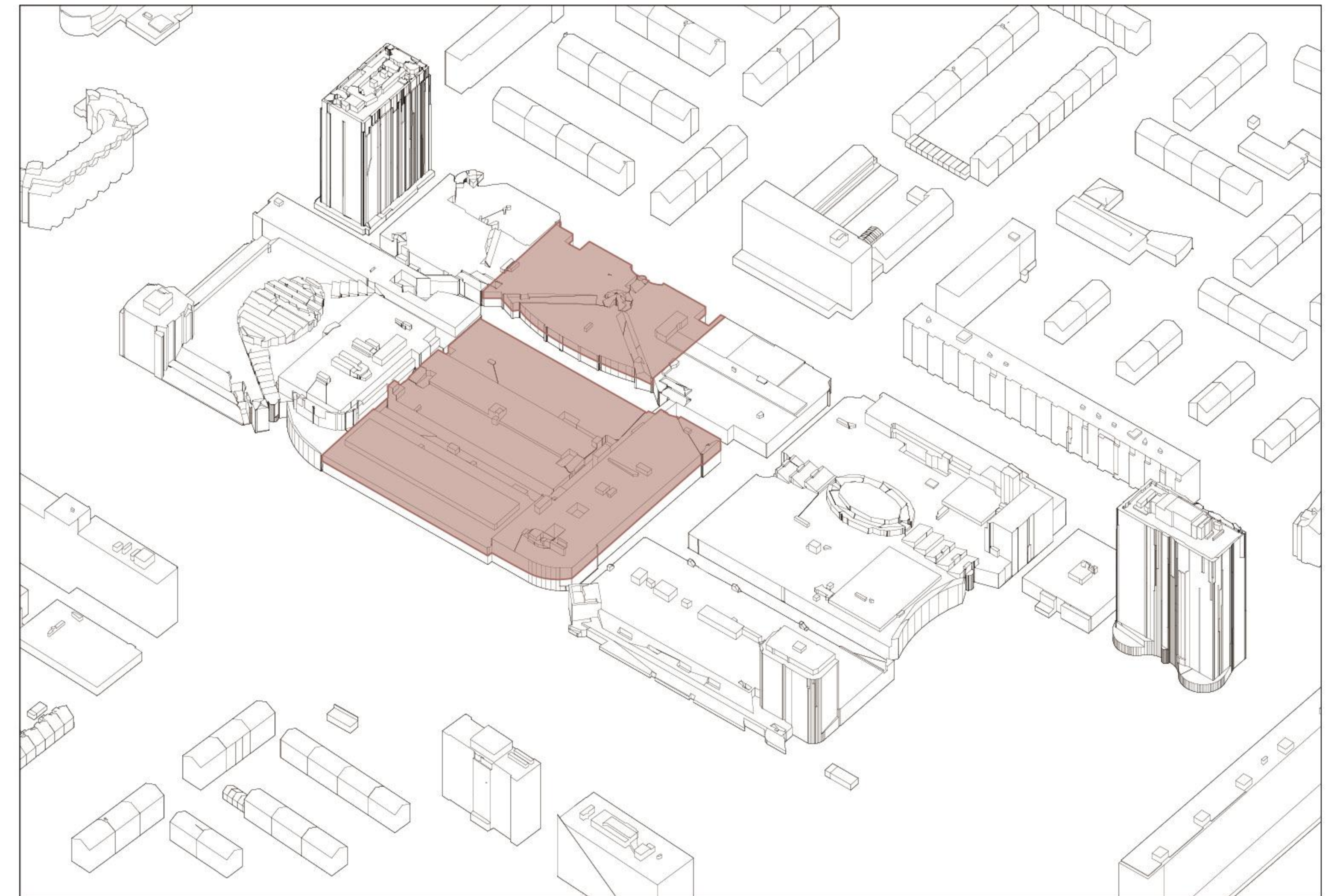


Keep: Two towers

3.6.2 Redesign Strategies: ADD

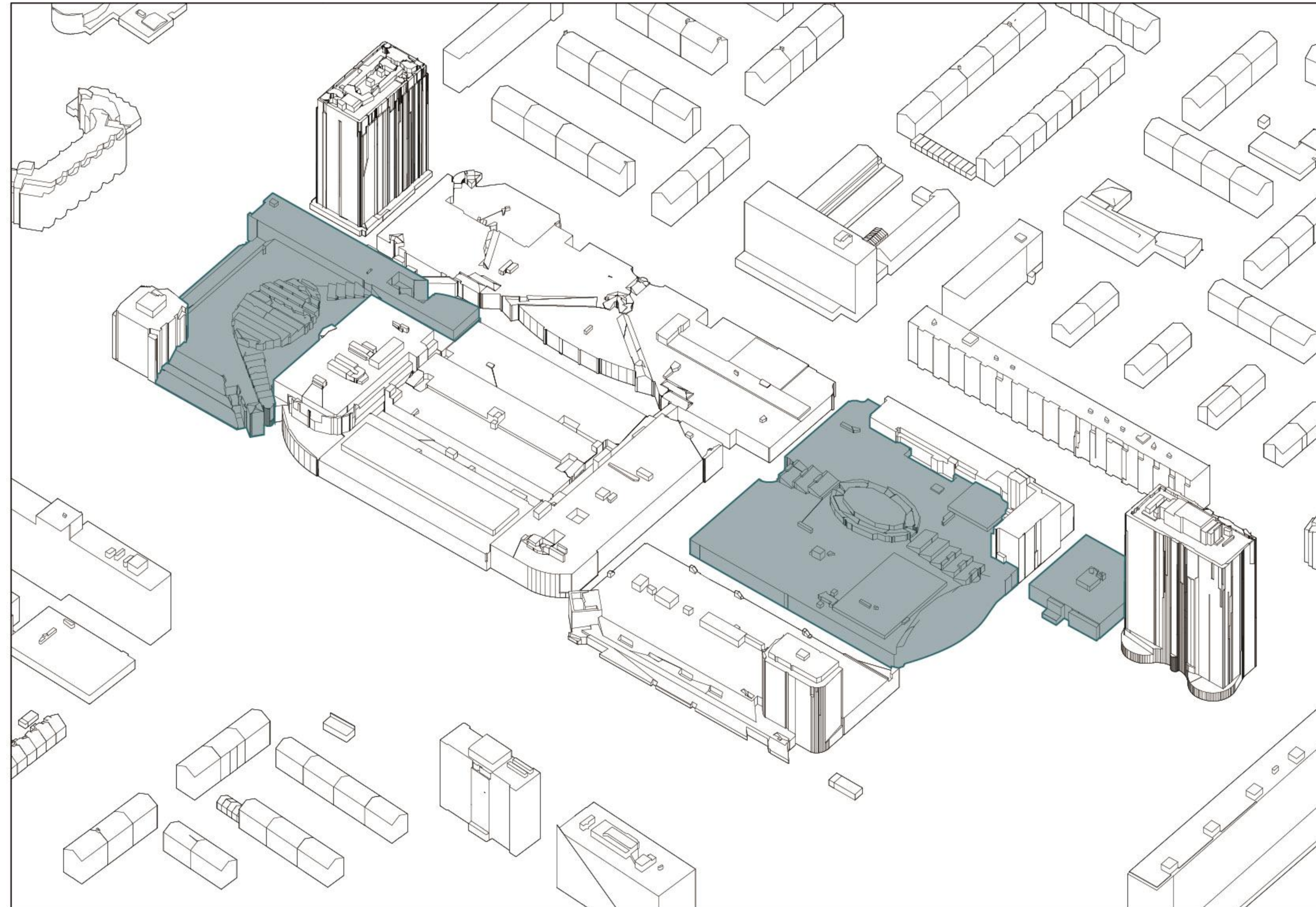


Add: Roof-Urban Farm



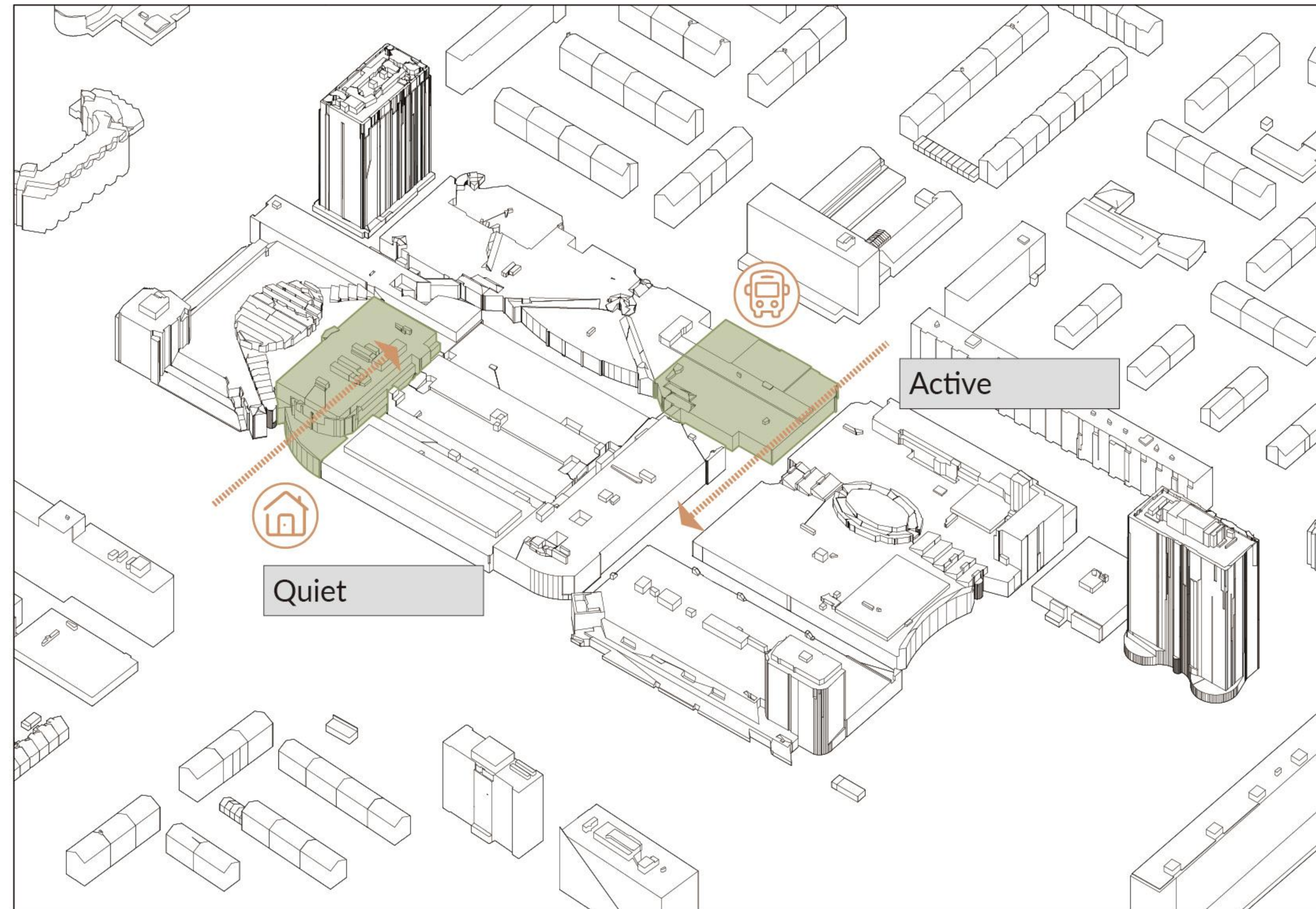
Add: Third floors - production spaces

3.6.3 Redesign Strategies: REUSE



Reuse: redesign two enclosed malls partially, retaining the residential towers.

3.6.4 Redesign Strategies: REMOVE



Remove: Create two new front squares



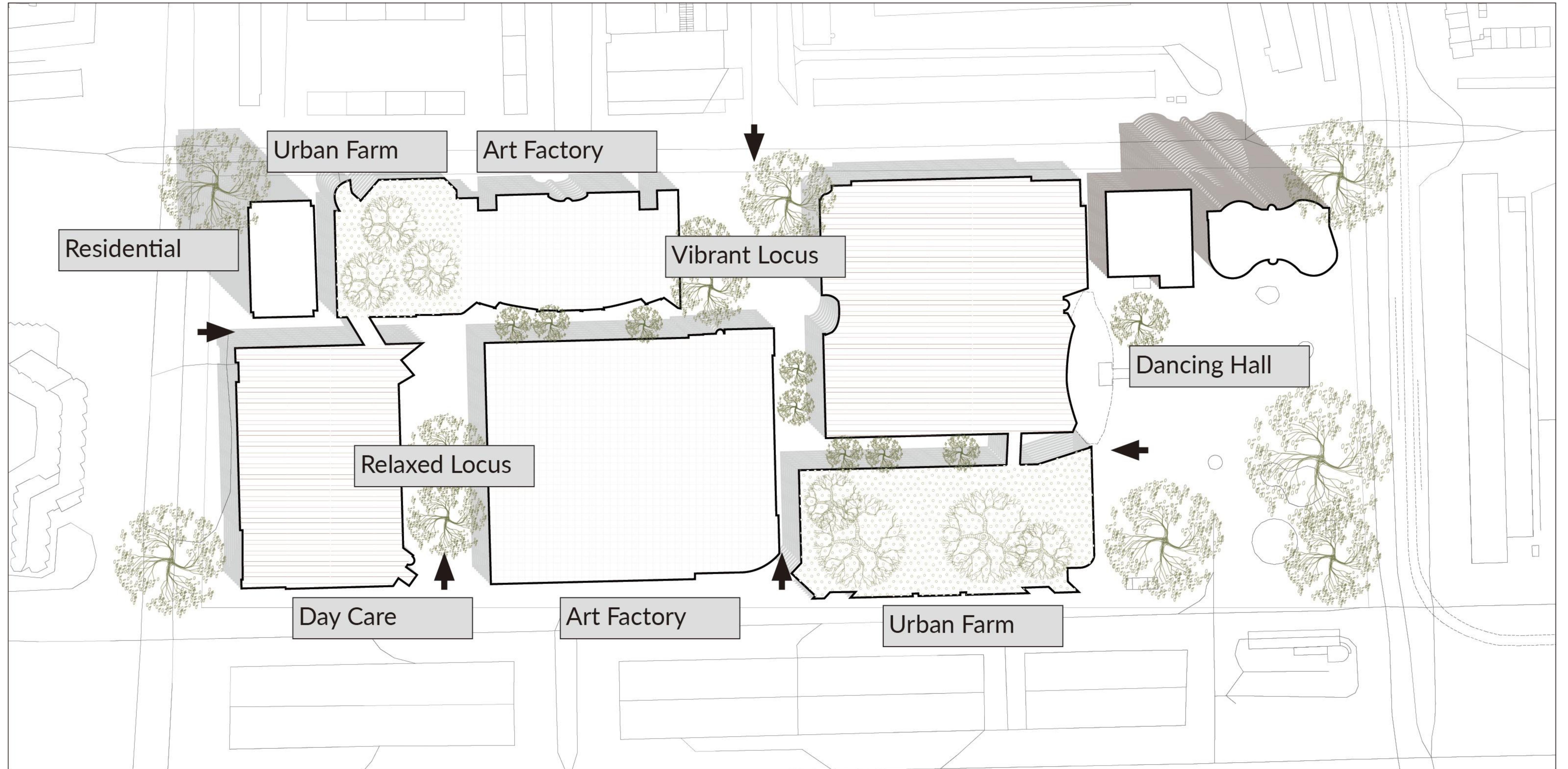
Art Factory



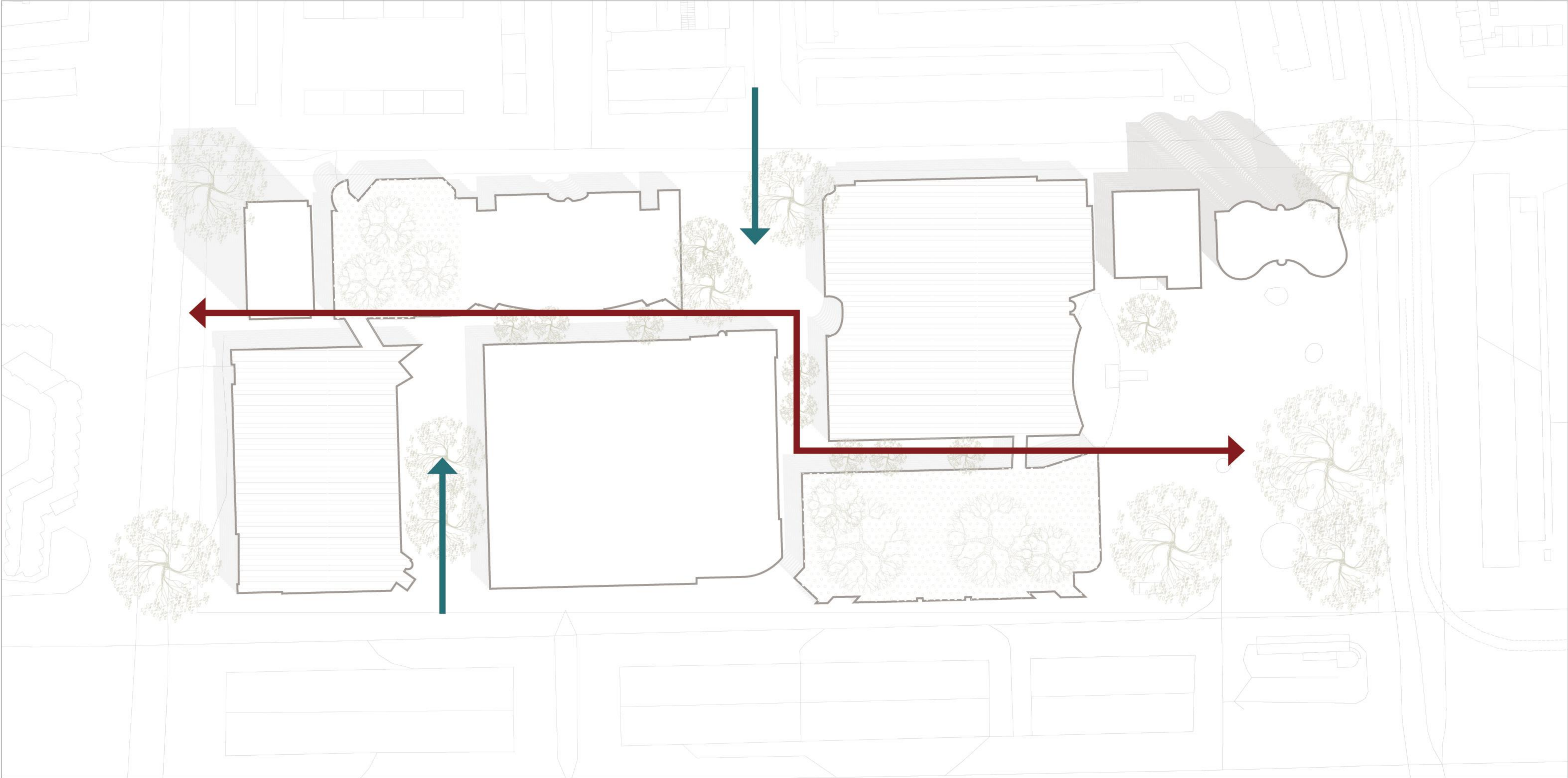
Park

3.6 Urban Design Concept

3.7 Masterplan

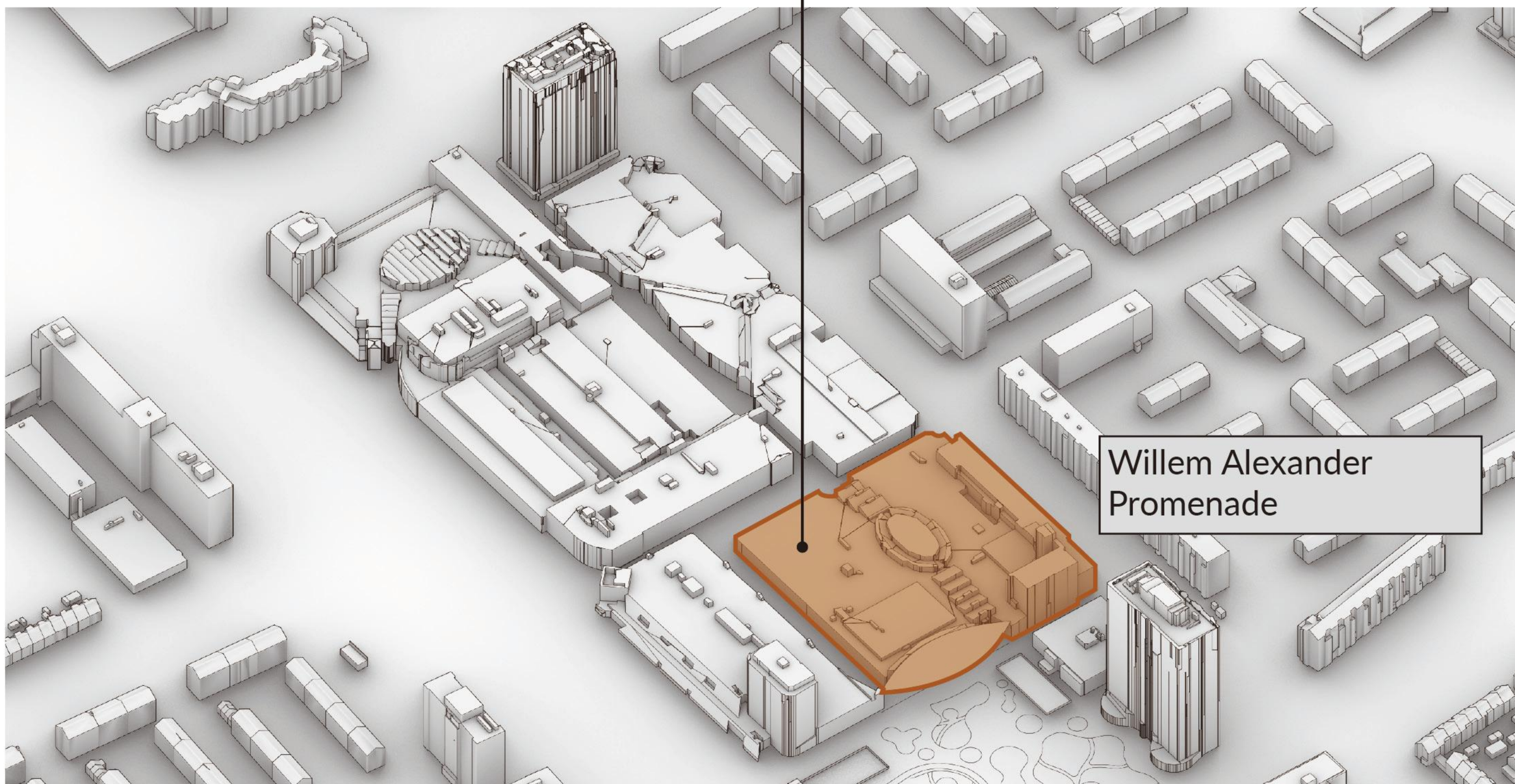


3.7 Routines



Formal
Informal

3.8 Architecture Design – Dancing Hall

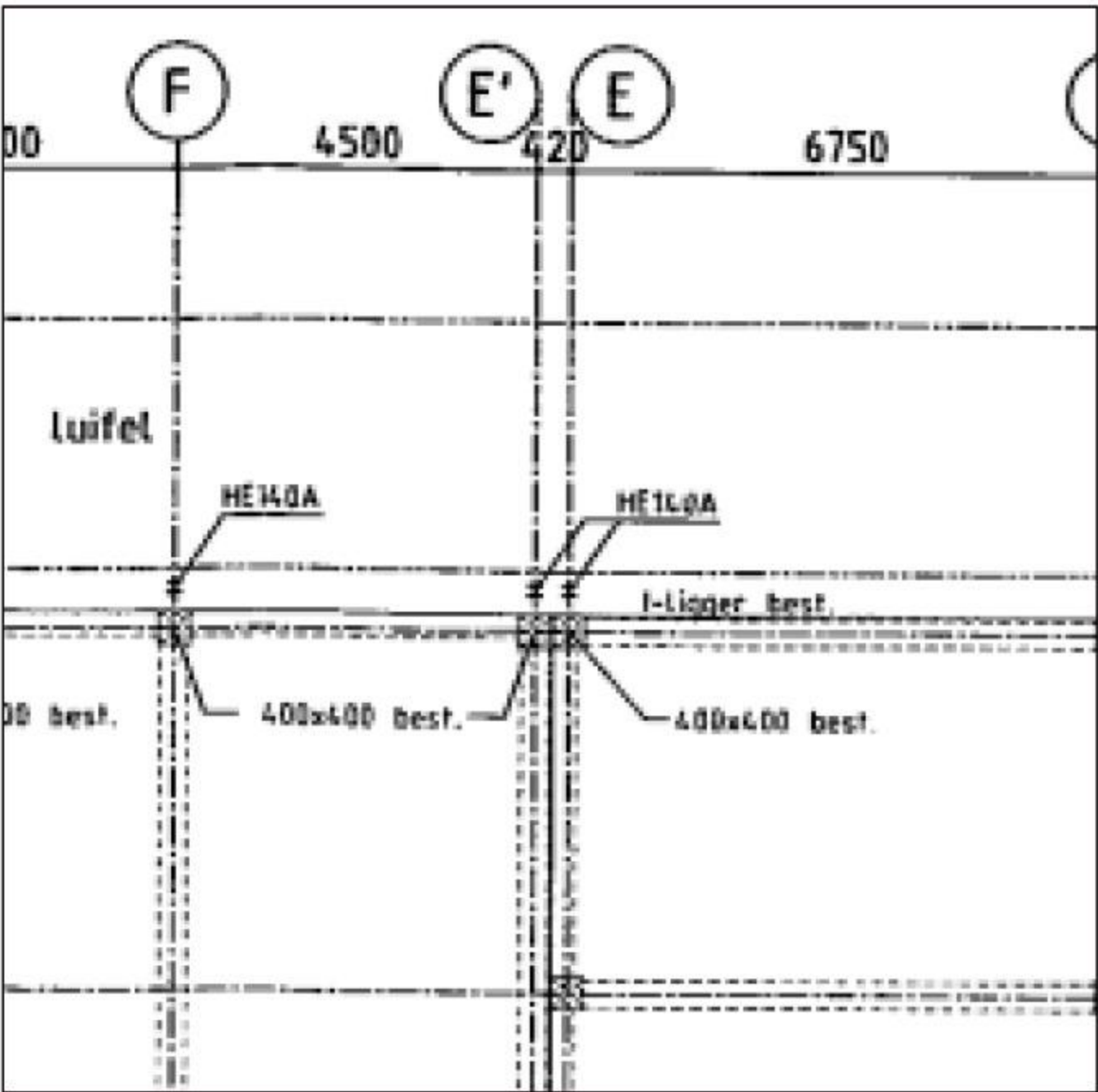


D A N C I N G H A L L

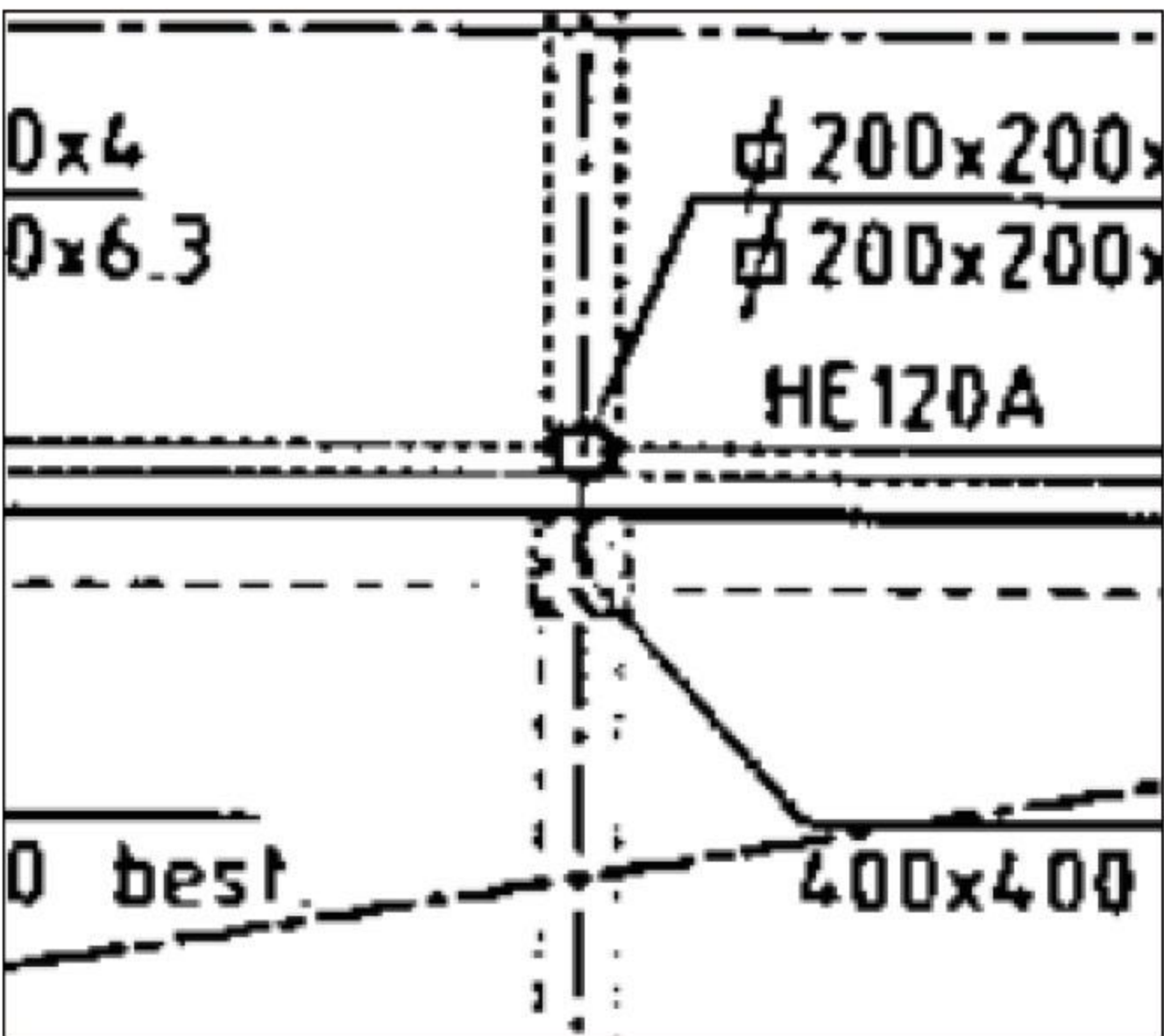


3.9 Column System Analysis

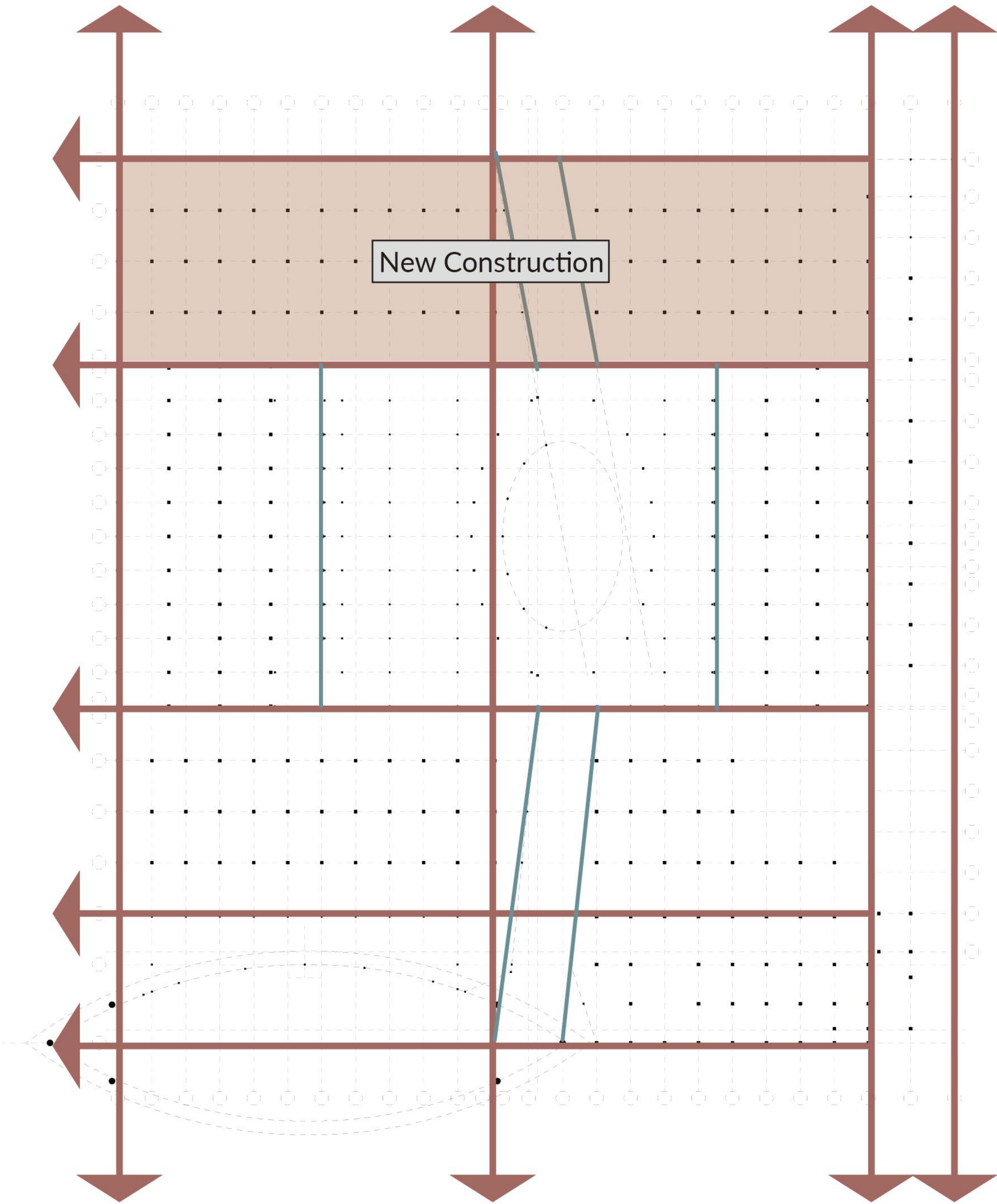
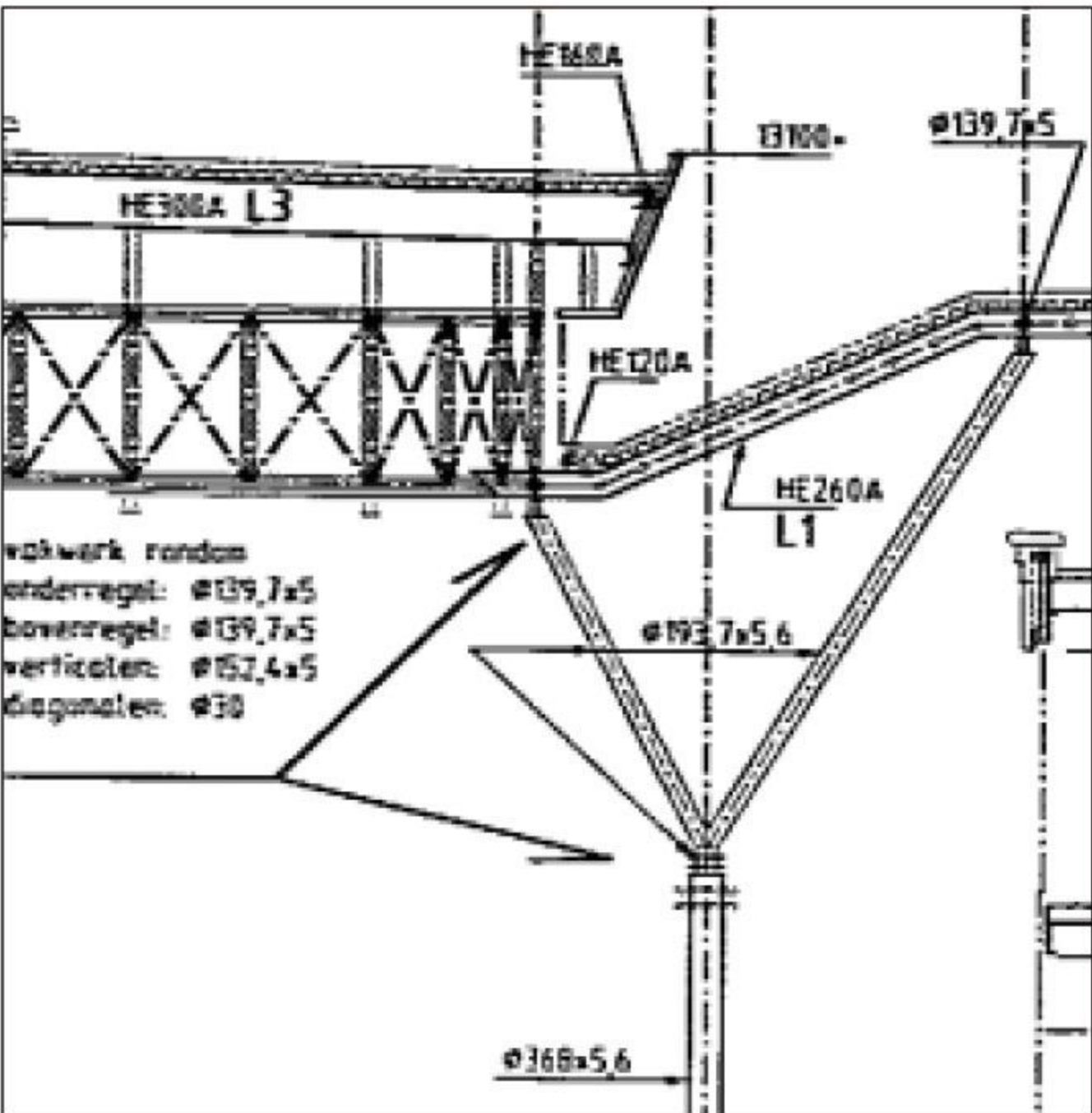
Axis



Column



Roof Structure

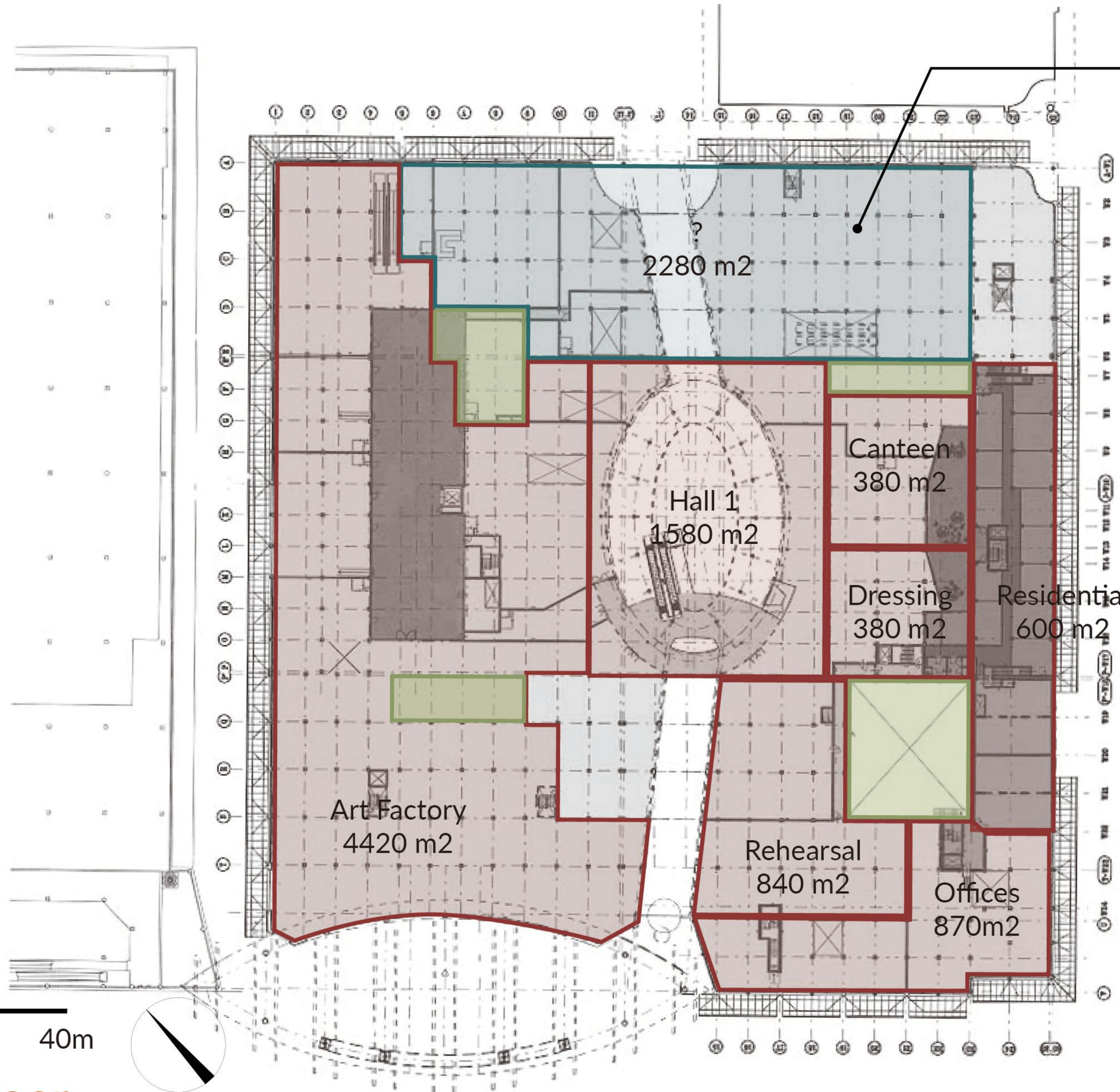


3.10 Ground Floor



0m 10m 20m 40m

3.11 First Floor



New Construction



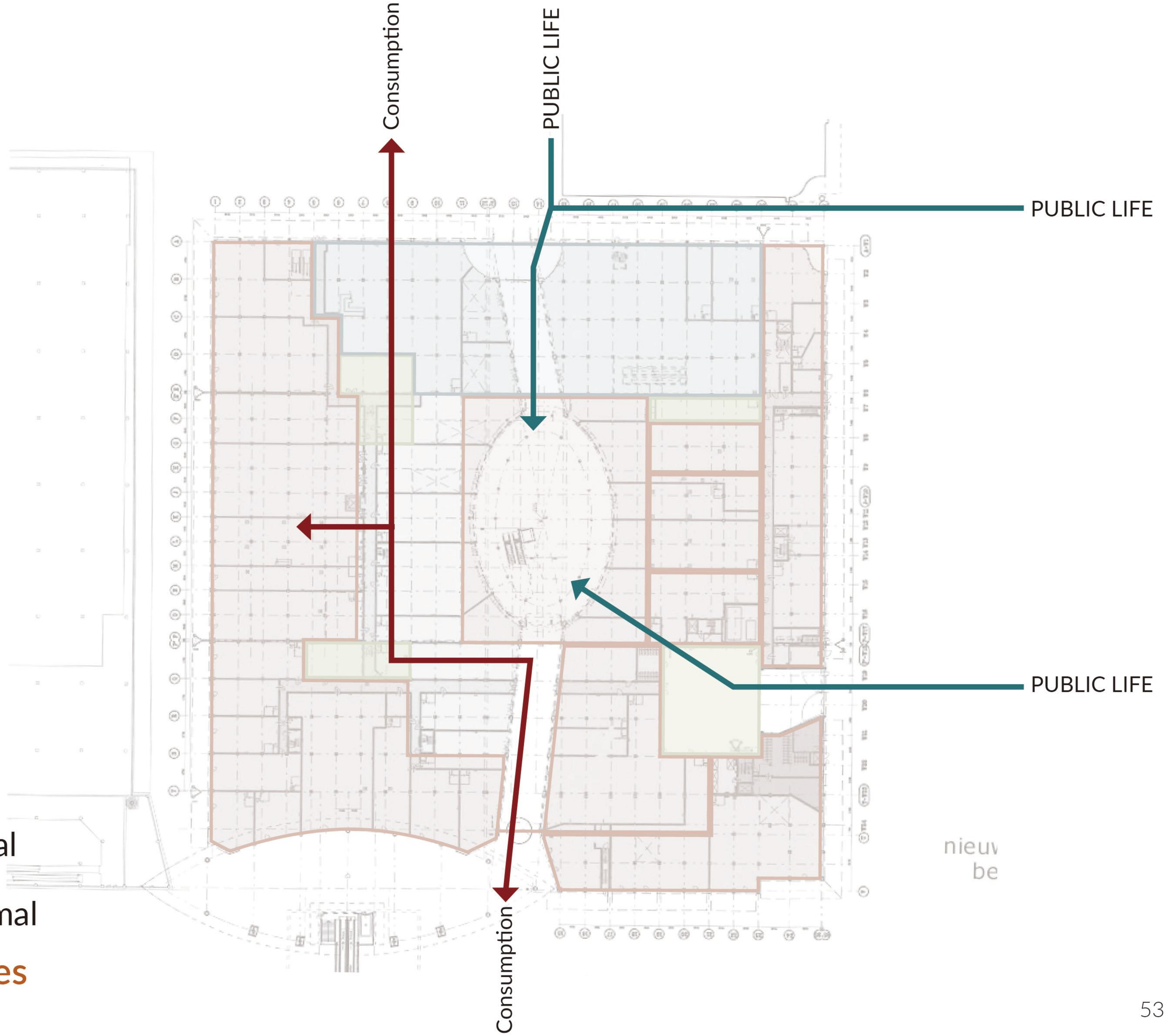


Formal



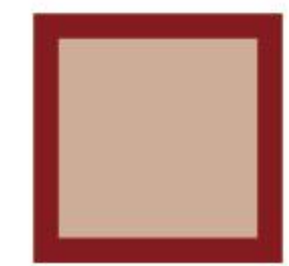
Informal

3.12 Routines



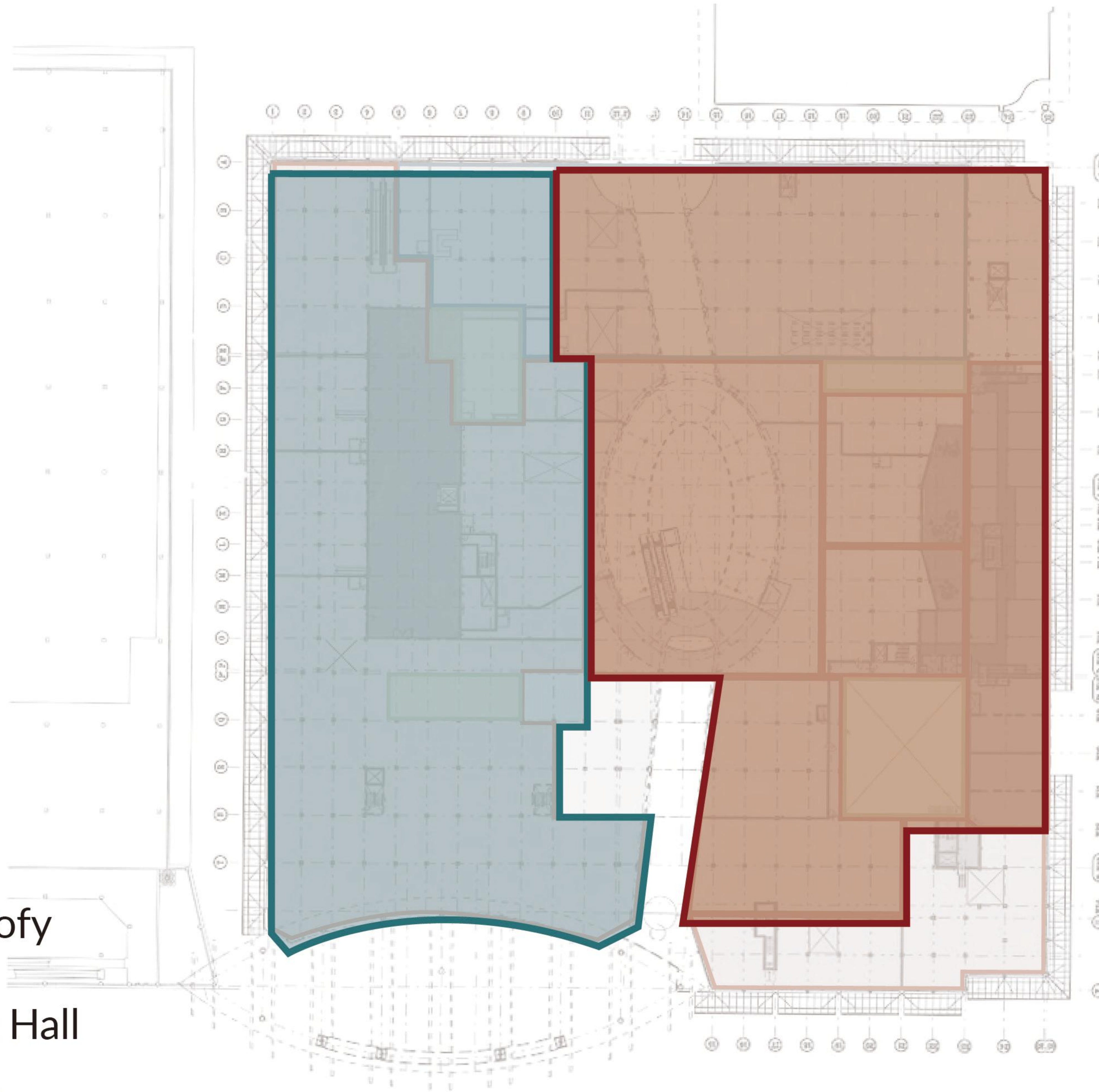


Art Factory

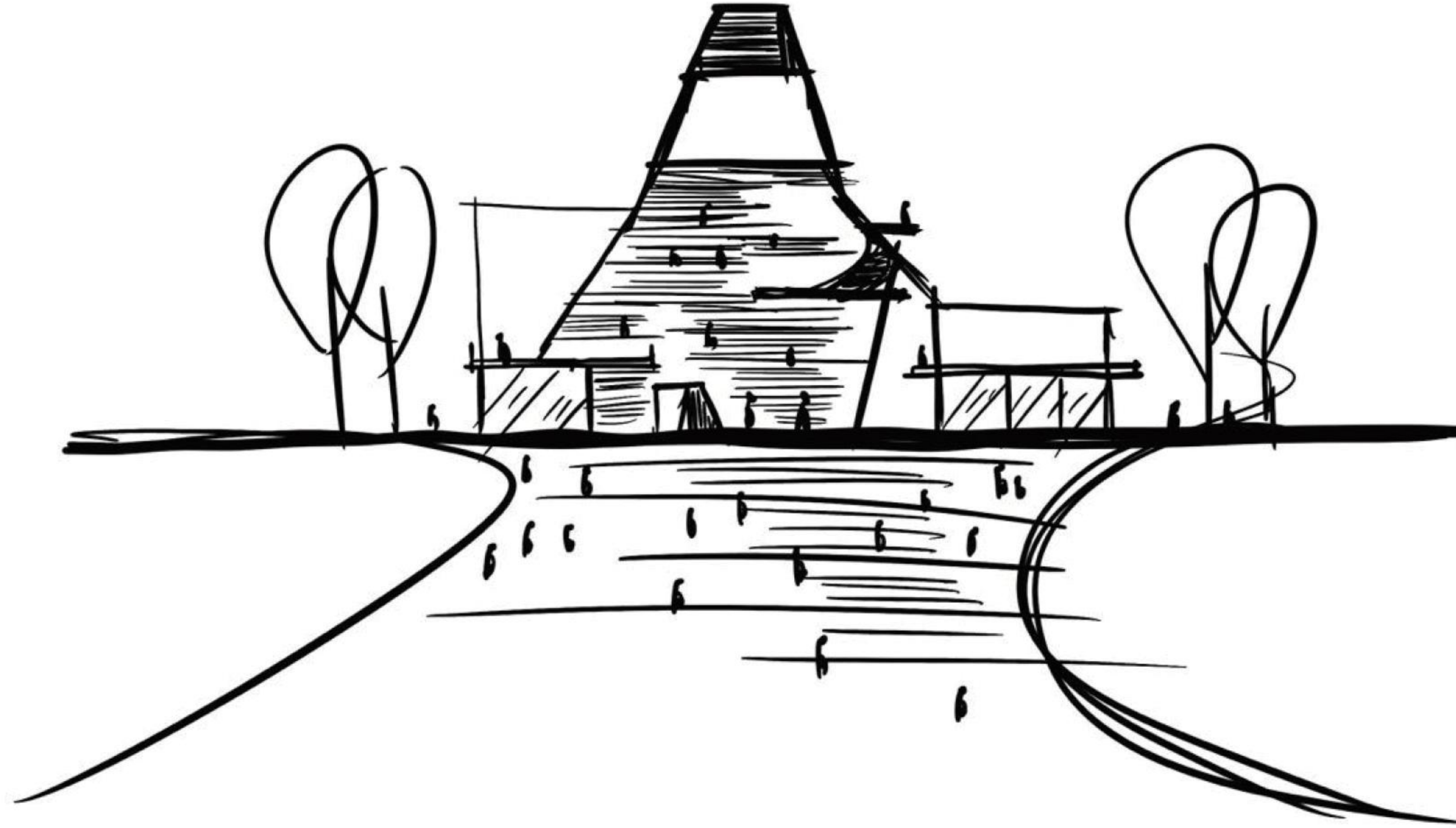
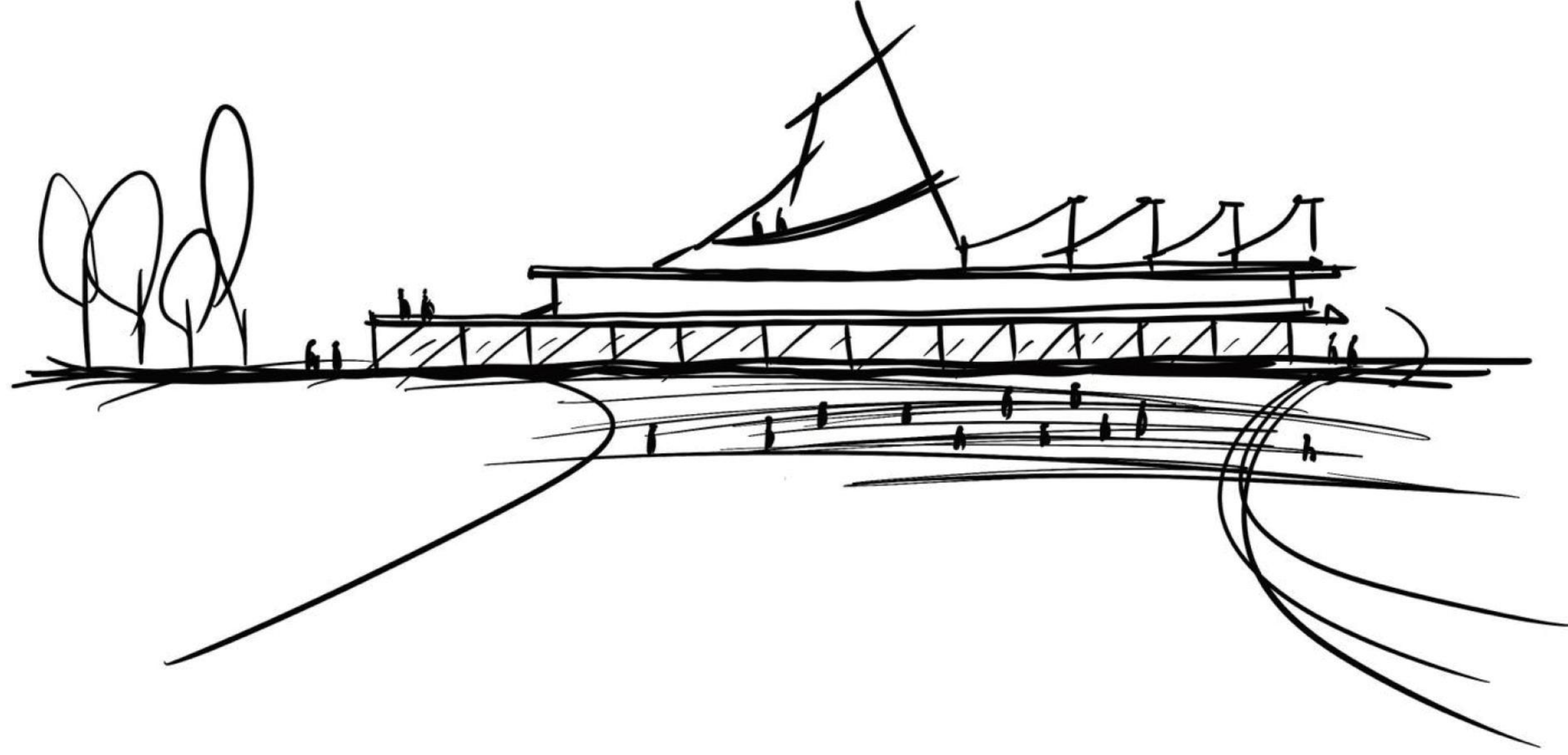


Dancing Hall

3.12 Zoning



D A N C I N G H A L L





Thank You!



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Heritage & Architecture – Modern Malls Studio