

Towards An Evolution Heritage Design

THE TWENTIETH CENTURY DUTCH SHOPPING MALL

SKIN REDESIGN

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P5 Presentation | 2023. 6. 30

Heritage Architecture | Modern Mall

01

What Is Skin?

Definition: A building's outermost layer



Housing



Palace



Museum

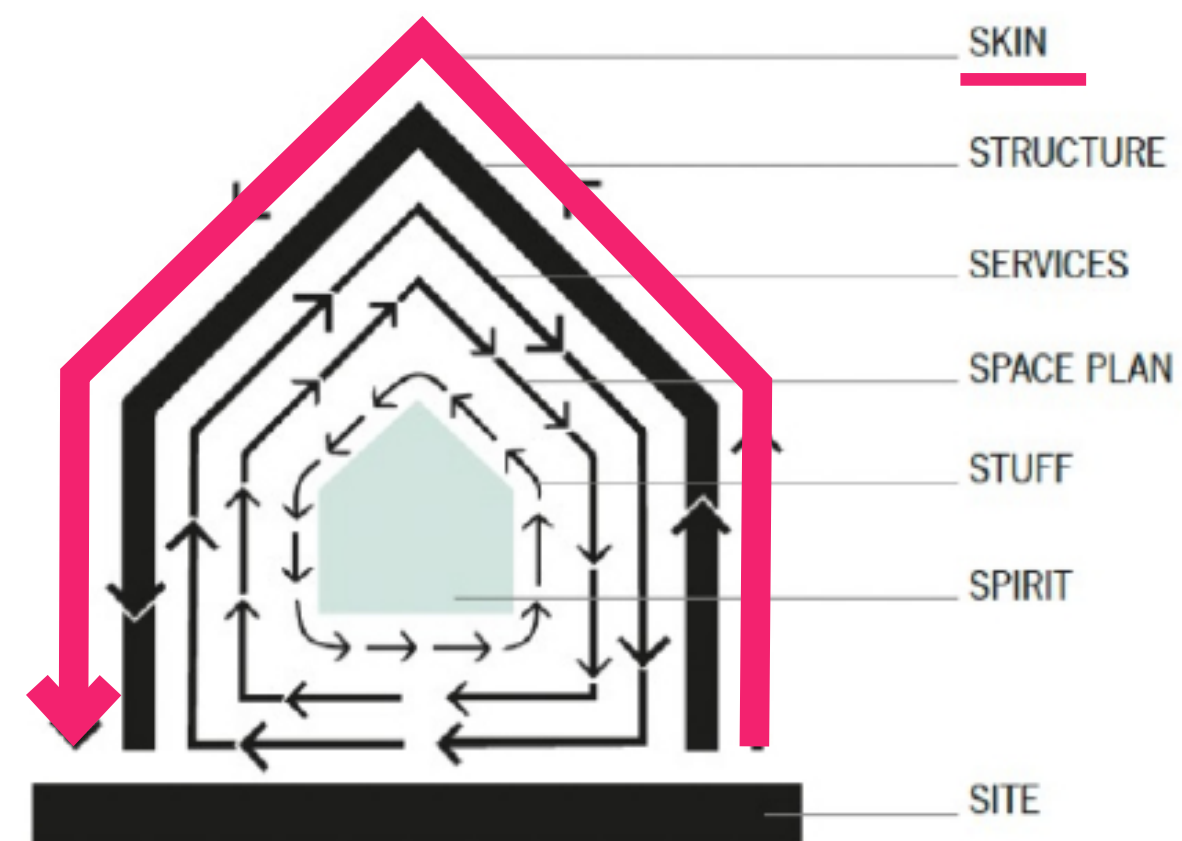


Station

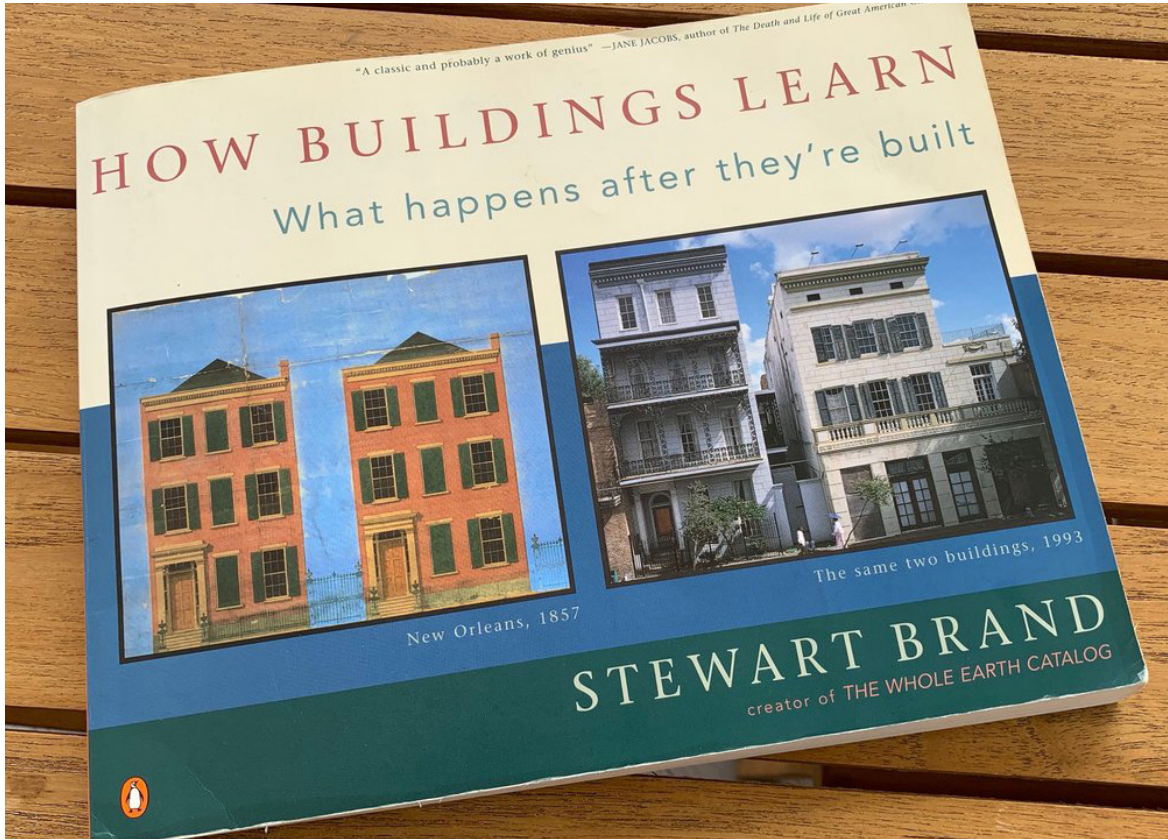
1. Defines the identity of a building

2. Communicates a building's Cultural and historical significance in the city

In the realm of built heritage



(Brand, 1995)



Skin was categorized as one of the six shearing layers

Constant renovation is necessary



Most buildings cannot resist periodically (Lifespan around 20 years) shedding old skin for a new one. - Steward Brand (1995)

Upgrade the skin



Upgrade the skin is usually an integral part of many heritage design projects

For law-protected heritage



Van Nelle Factory in Rotterdam



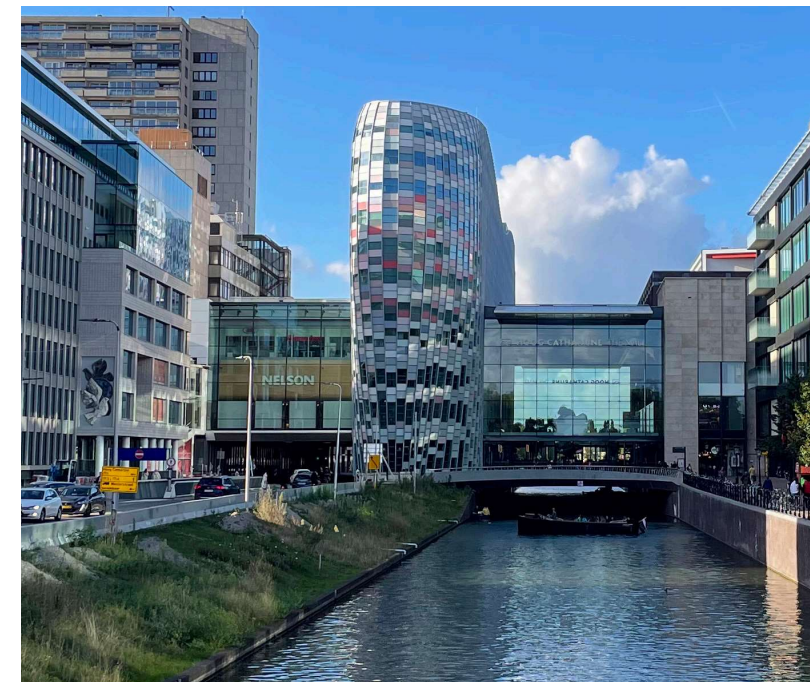
Rietveld Schröder House in Utrecht

Preserve the original appearance (heritage values) at all costs

For shopping malls



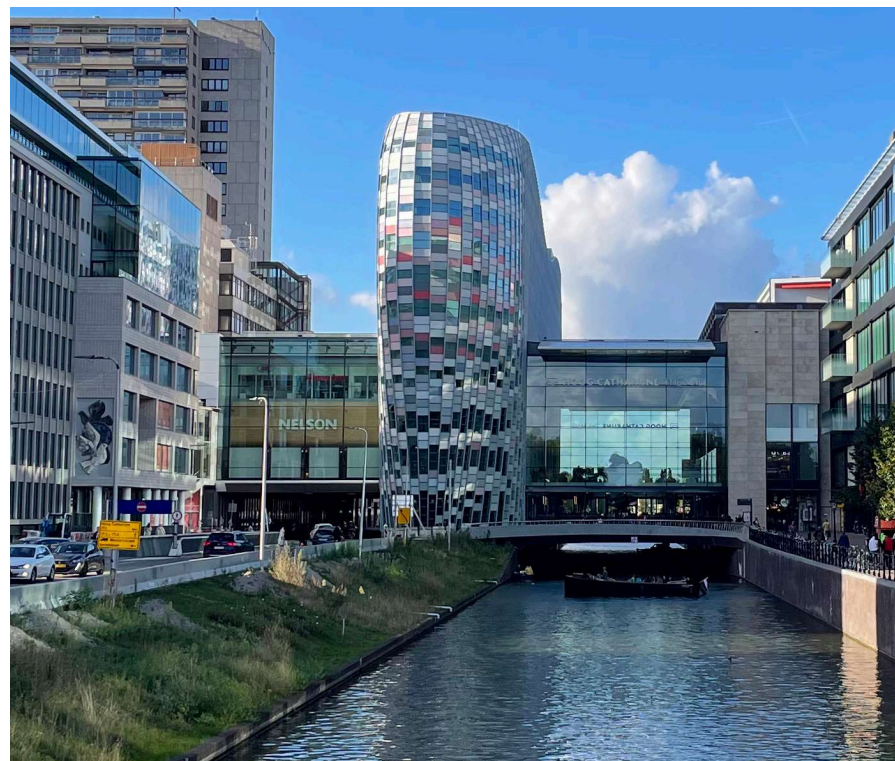
The Westfield Mall in The Hague



Hoog Catharijne in Utrecht

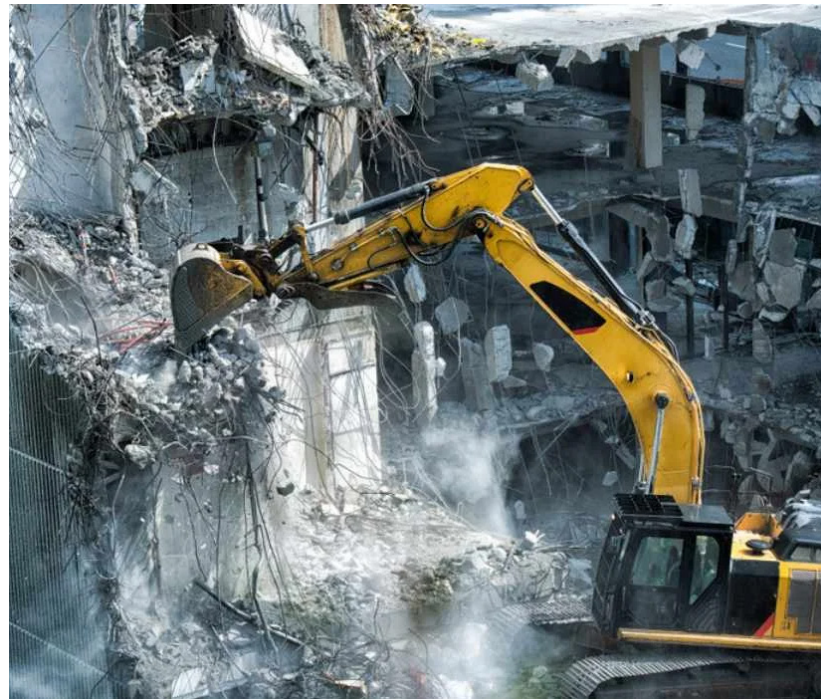
In practice, changes are often made to pursue a new, modern, exciting, and fashionable appearance.

These new looks often relate to the commercial success



The footfall usually increases a lot after the renovation

Behind the commercial success



Problems of demolition:

Material Waste

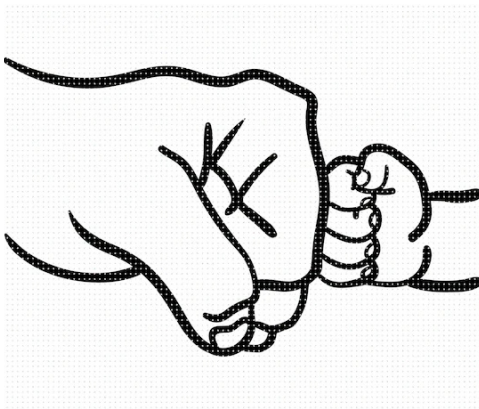
Energy Loss

Heritage Values Loss

How to solve the dilemma



A new appearance for commercial success

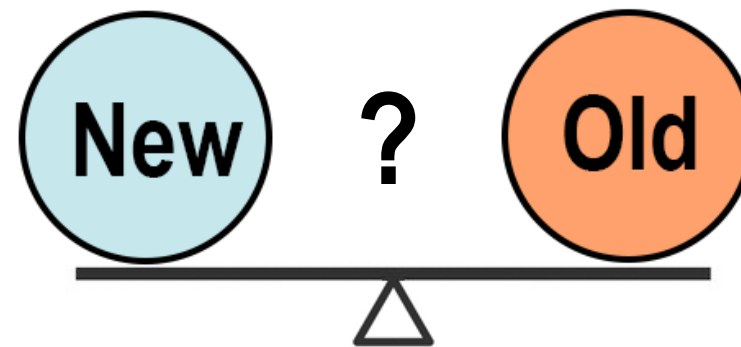


Protection of the old mall skin



Research Question

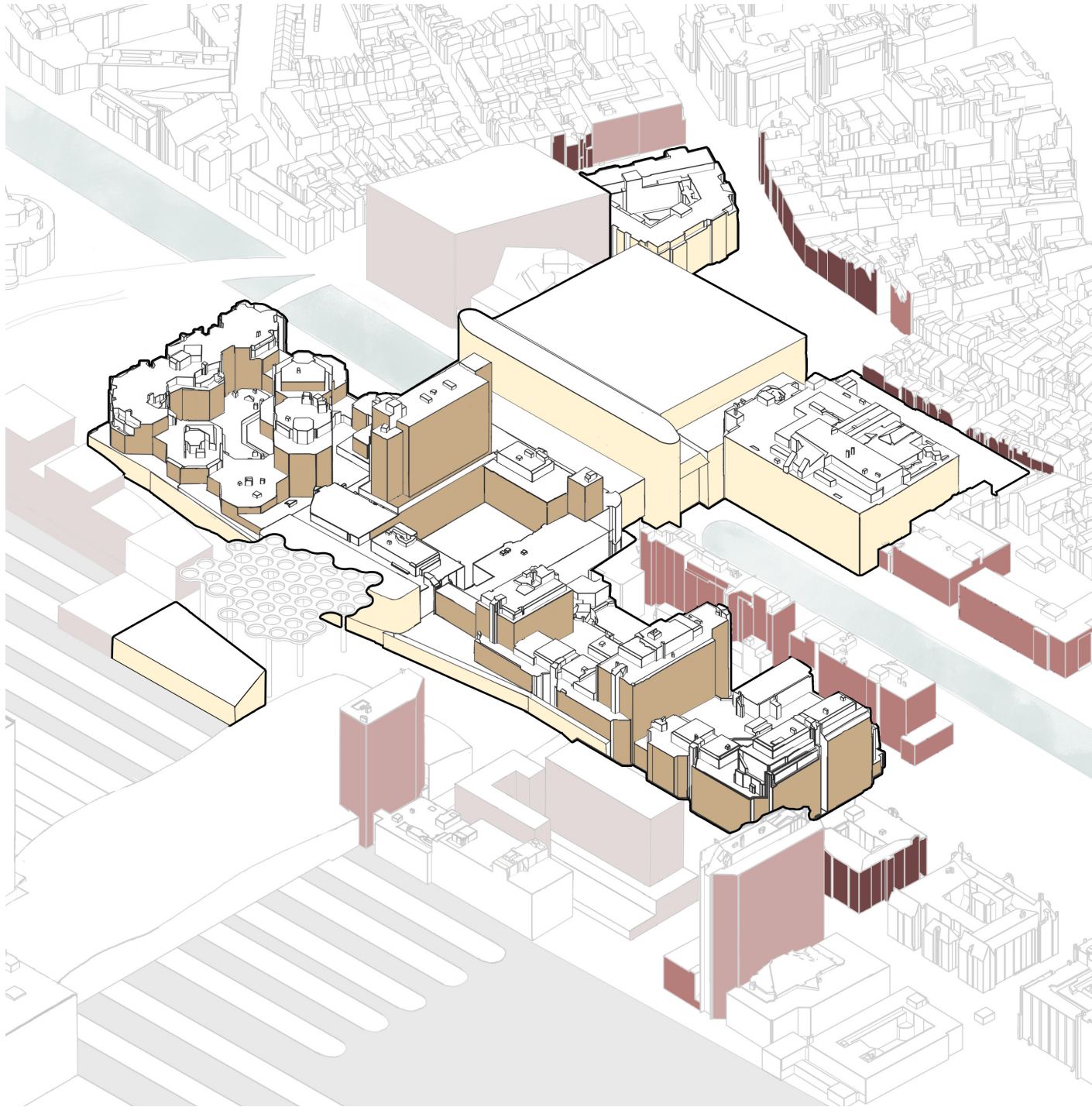
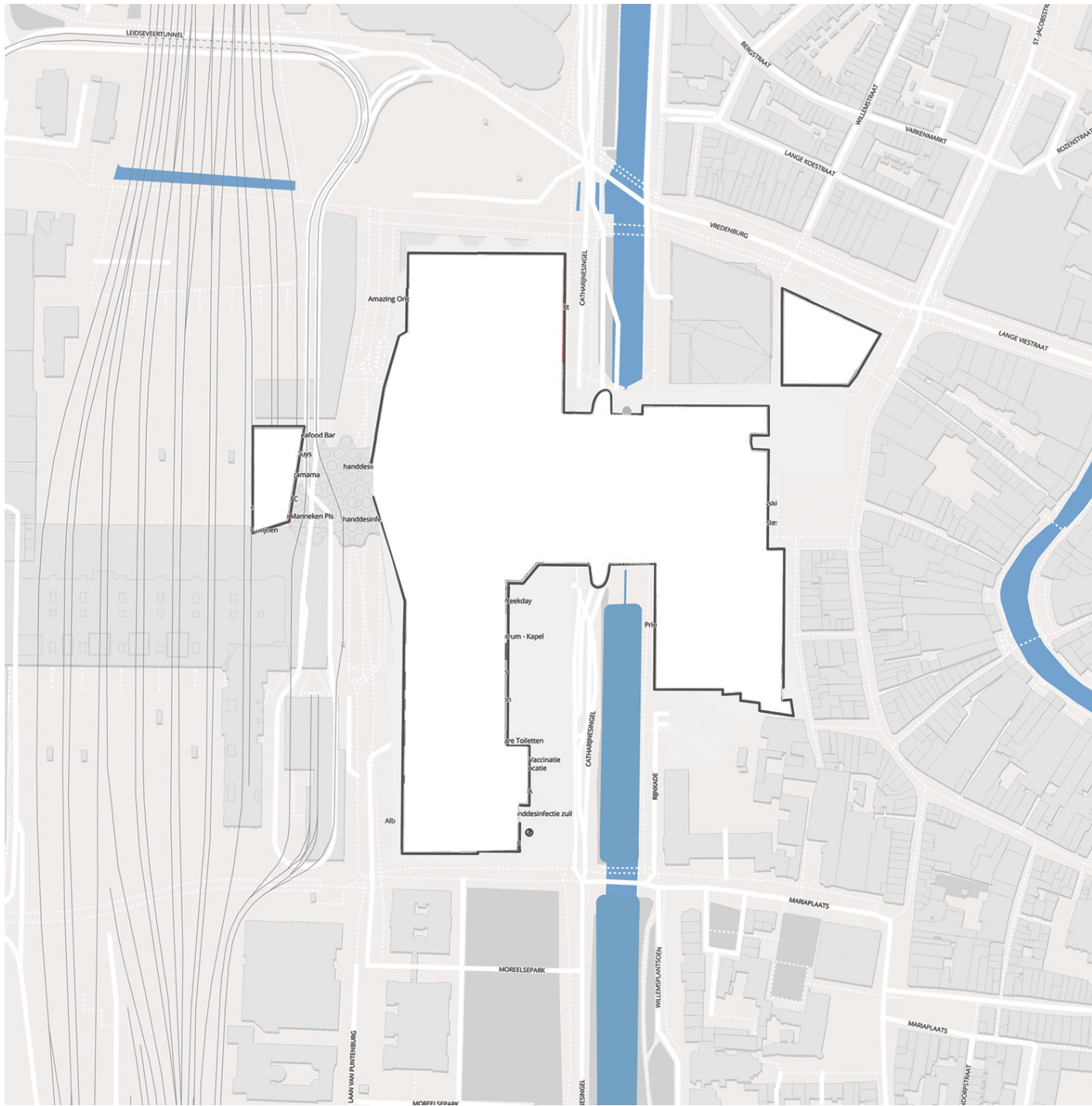
How can the preservation of heritage values and establishment of new identities be balanced in the skin redesign of 20th century Dutch shopping malls?



02

Research Process & Findings

Case Study - Hoog Catharijne in Utrecht, The Netherlands



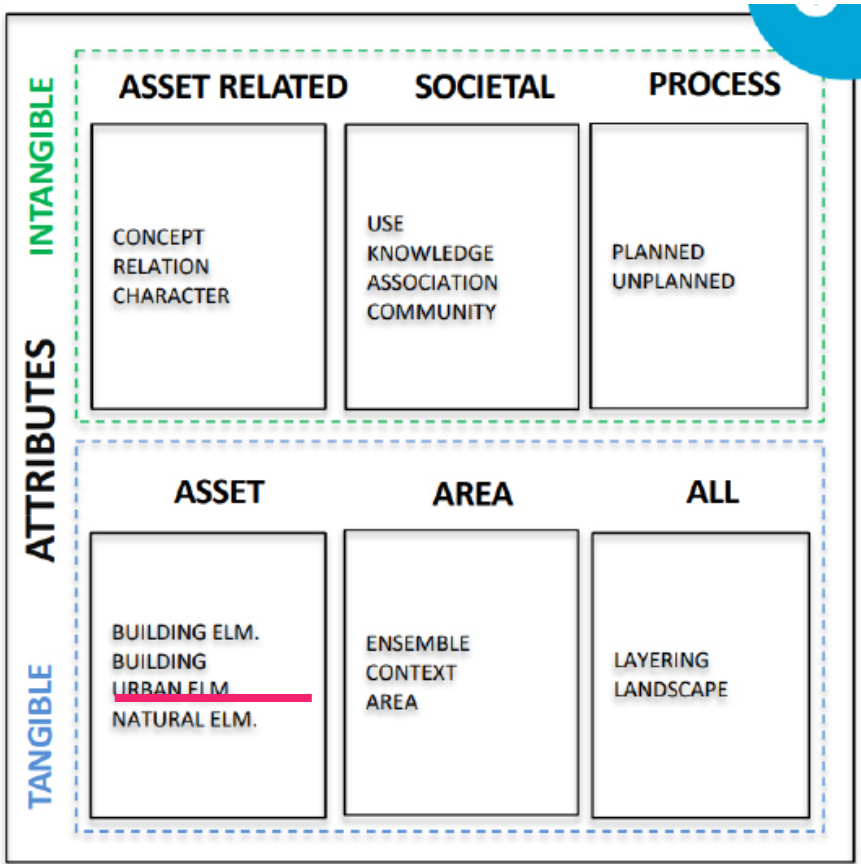
Complicated Urban Context

Photo Comparisons



Various skin redesign strategies

Methodology

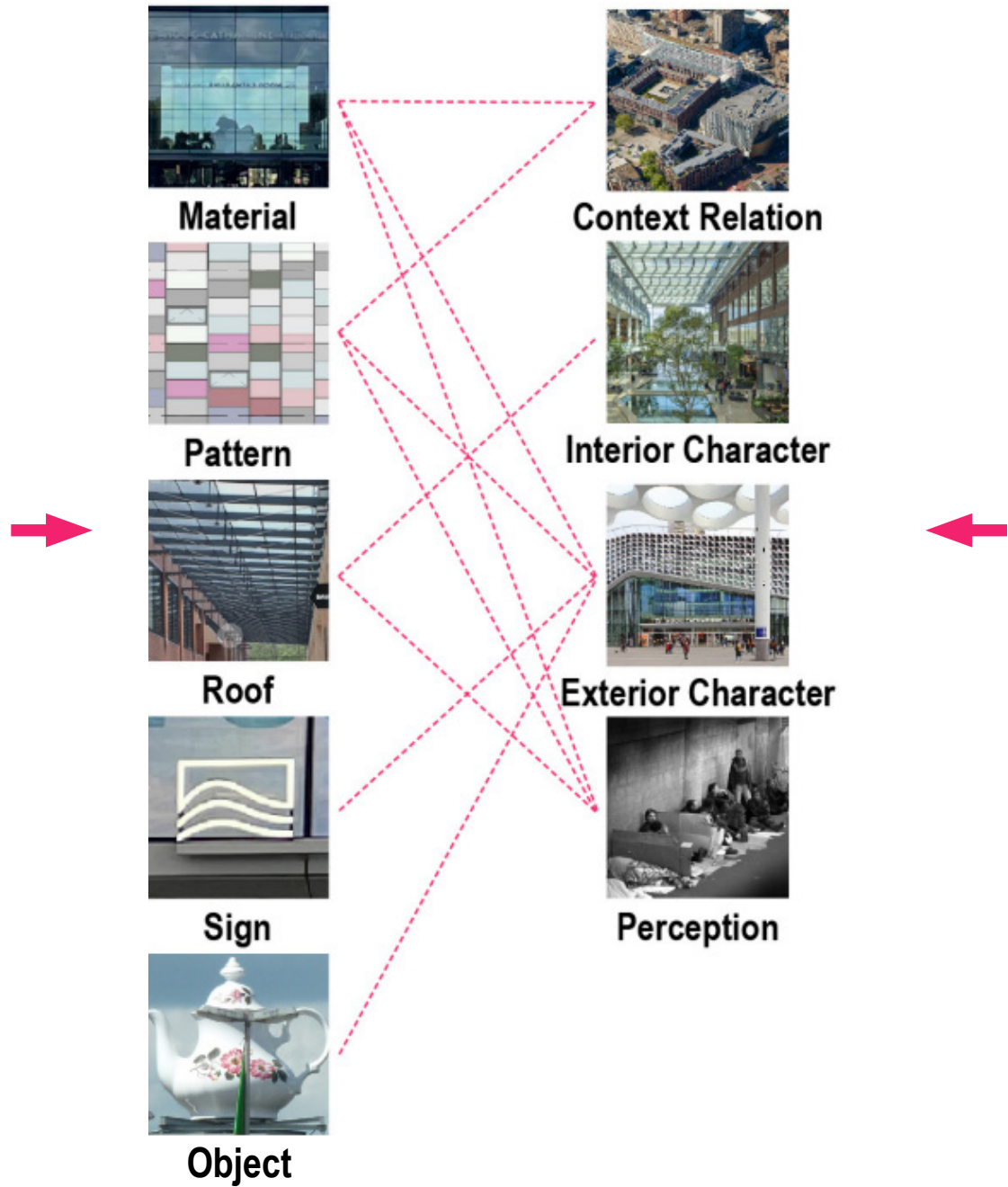


(Veldpaus, 2015)

Focus on one building element

Tangible

Intangible



Further expand the skin layer



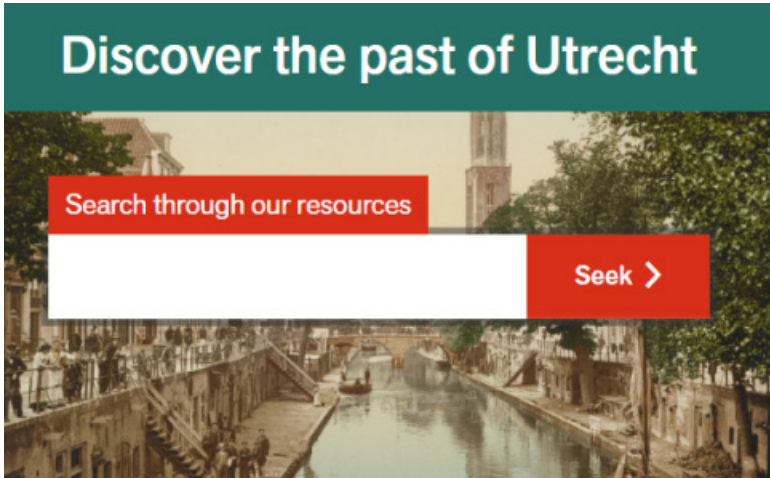
Values classification by Roders (2007)

Map the heritage values

Specific Study Methods

Archival Research & Site Visit

Change of Tangible Attributes



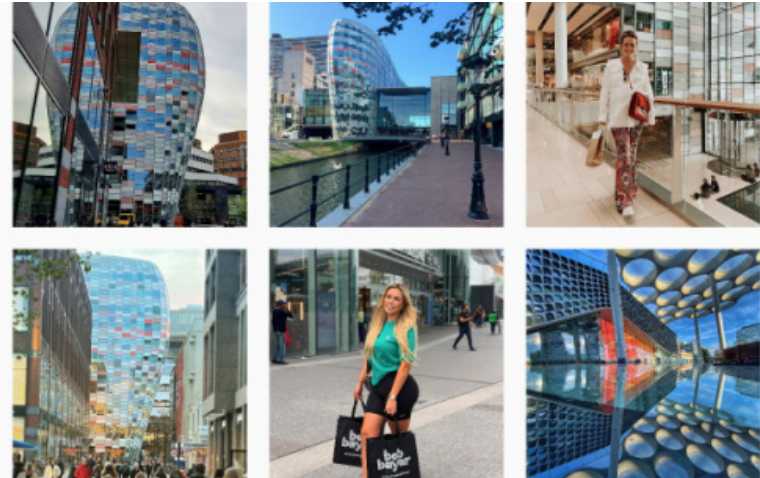
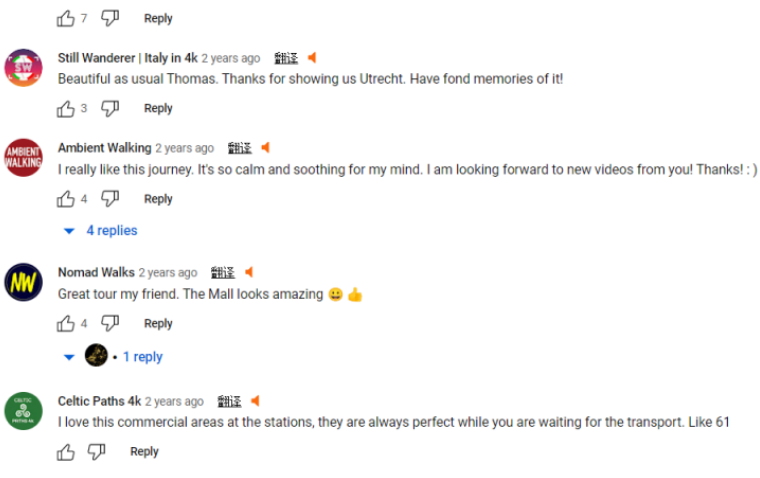
Publications & Design Office

Change of Intangible Attributes



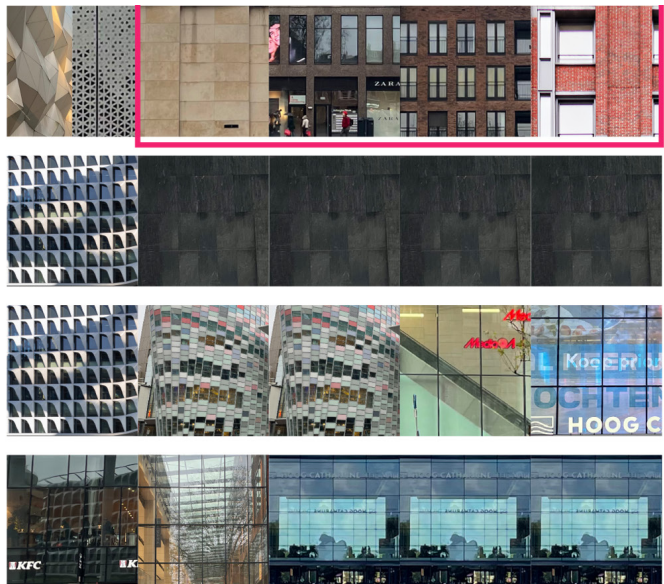
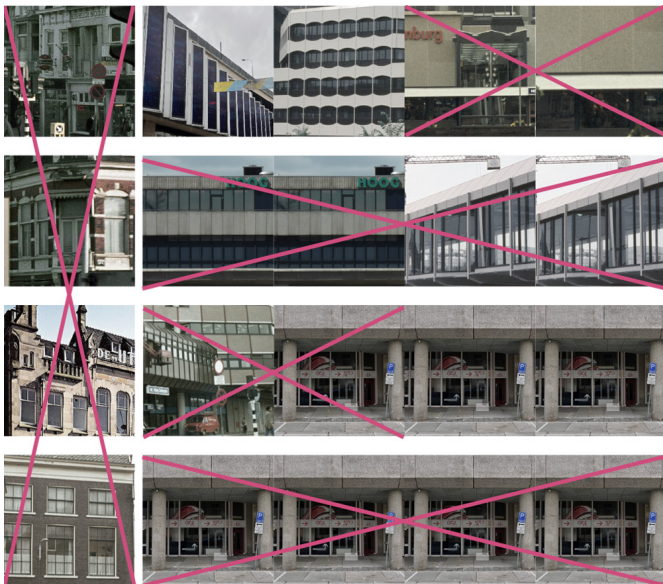
Online Comments & Photos

Change of Heritage Values

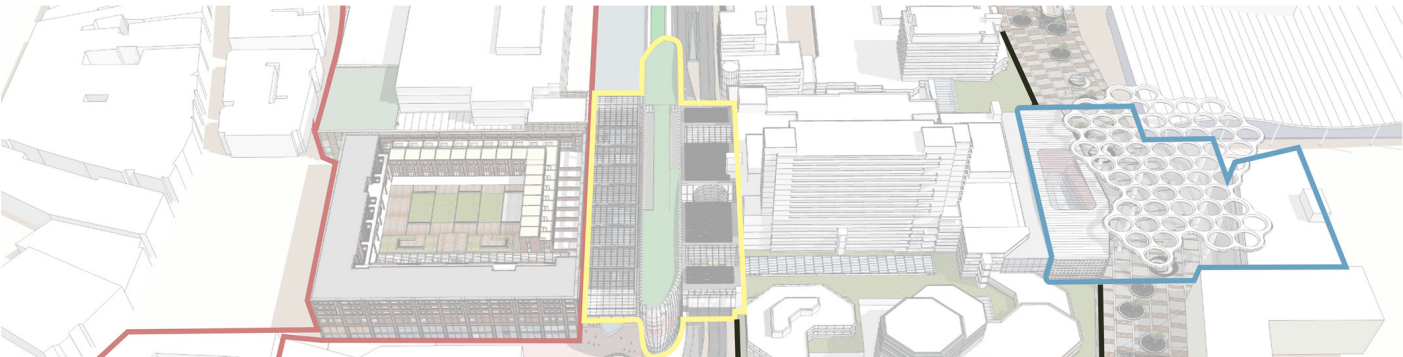


Analysis Process

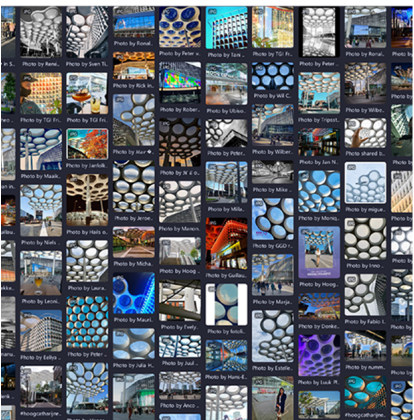
Material & Pattern



Context Relation



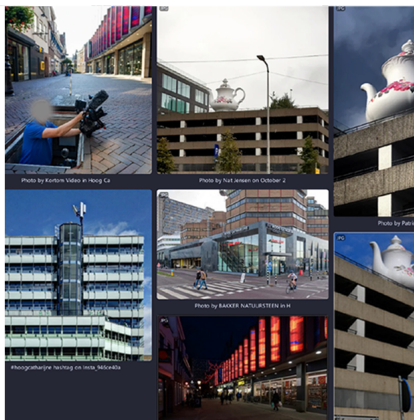
Exterior Character



61% Station area



30% Middle canal area

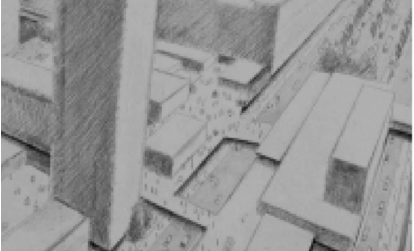


2% Old facades

Sign & Decoration



Perception



1960s: Modern New American Style Mall



1980s: Unsafe Outdated Dark

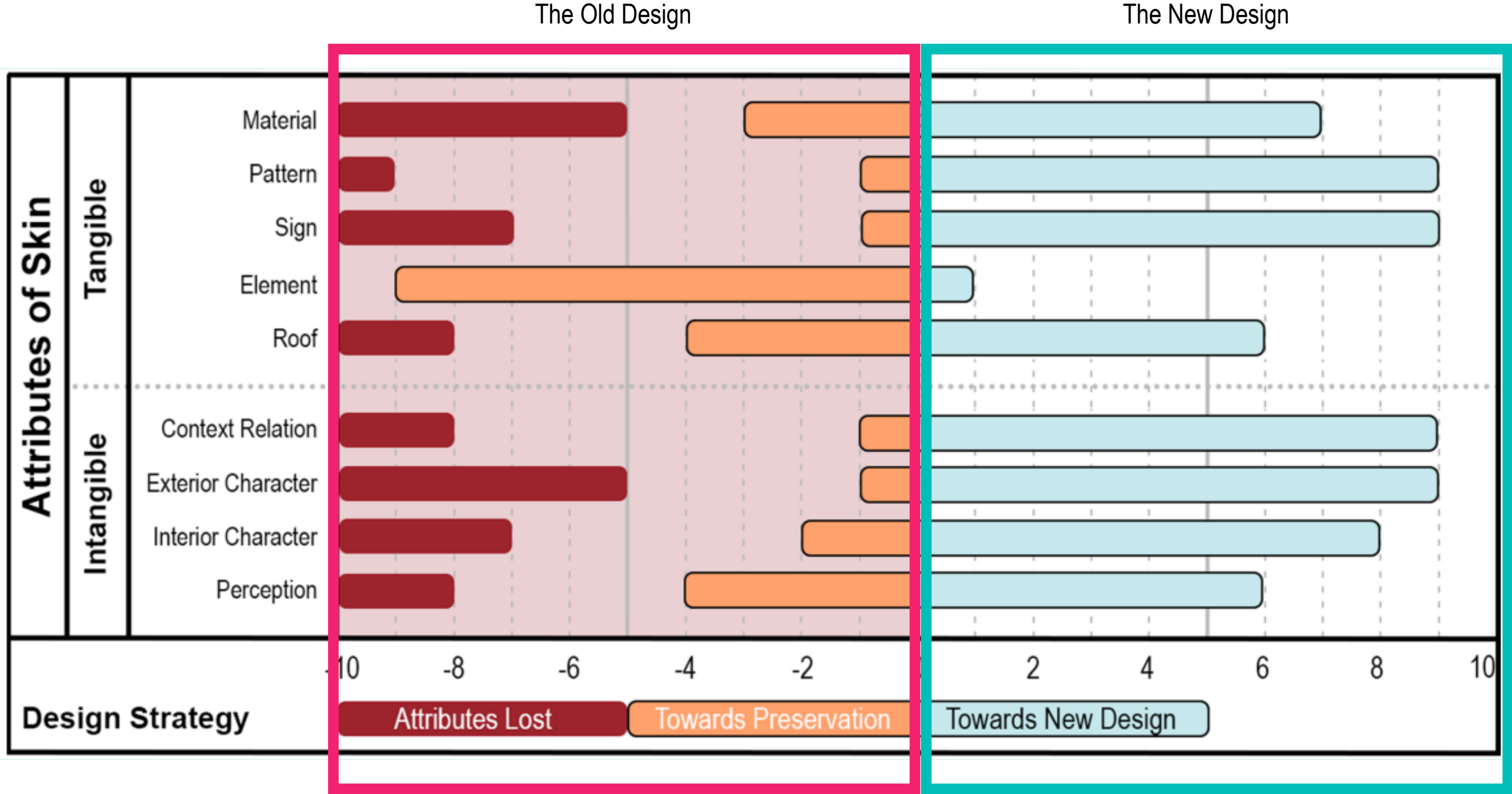


2020s: Modern Bright Local Dutch Mall

Roof & Interior Character



Overall Result - Change of Attributes



People who miss the old design

As a little boy always came with my mother or my grandfather, Now it is a shopping center like any other and feel a bit more distant than the old one.

Nice but I still miss the old atmosphere, Contemporary bright LED lights and stylish decoration are unfamiliar

I miss the authenticity as before. Beautiful walking routes, real natural stone floor, warm atmosphere.

Later it became less nice with the junkies, but that too had its charm. Such a shame it's gone

Hoog Catharijne has become slightly smaller, it costs millions with money everything changed again

.....

(A Total of 100 Internet Comments)

People who like the new design

Now is much better designed, better insulated and accessible

Fortunately, what is being built now is a lot better than those concrete blocks

Nowadays they make incredibly beautiful, modern buildings, unlike the post-war blocks of concrete that they placed in the 20th century.

The so-called City Room ensures that Utrecht comes from the cuddly image.

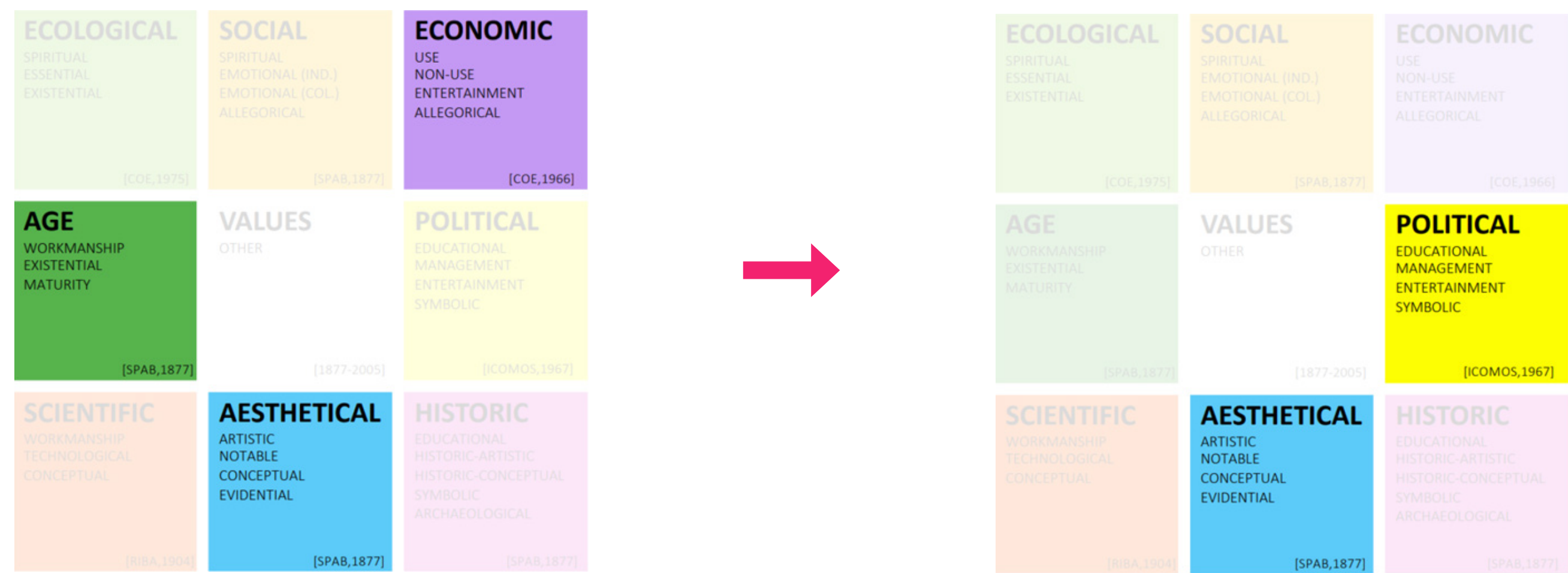
I say nice to throw that old stuff. There are countless old cities in the Netherlands and only a few modern.

A city to be proud of as a Dutchman!

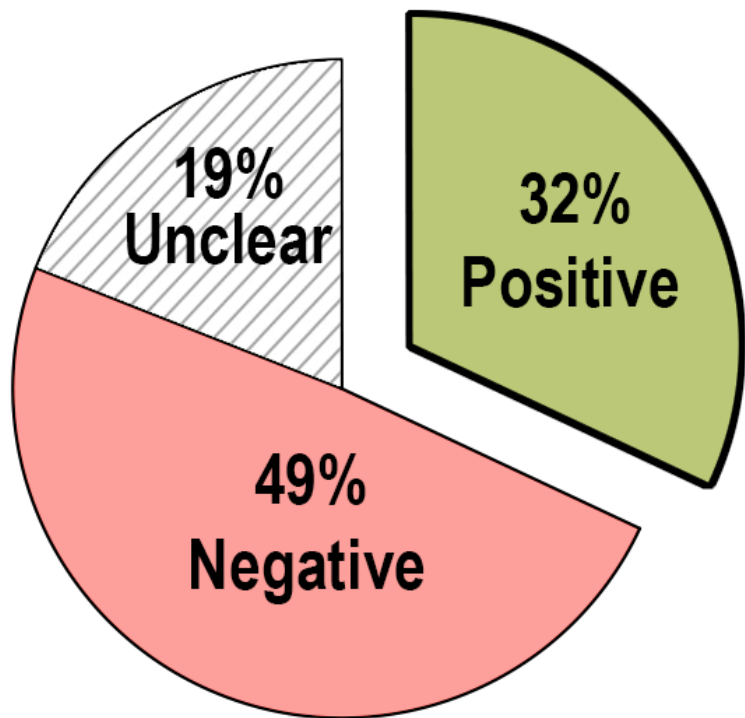
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(A Total of 100 Internet Comments)

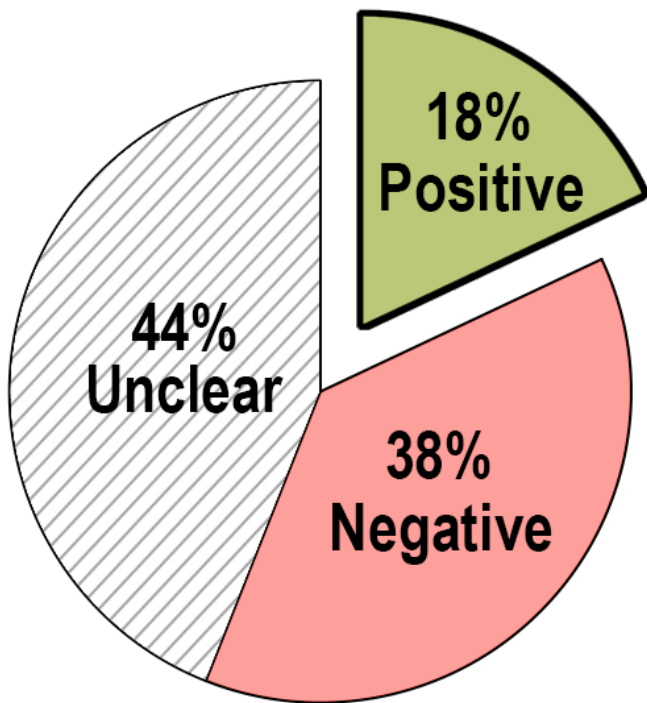
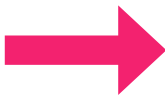
Map The Change Of Heritage Values



More people showed concerns



Attitude towards the old skin design



Attitude towards the new skin design

Concern 1: constant demolish & add



Before 1970



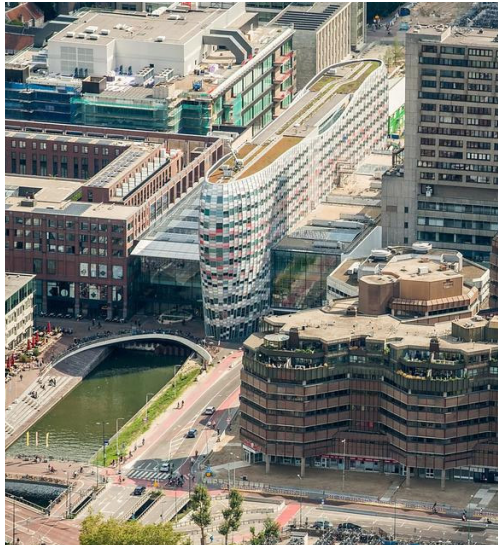
Demolish



1970 - 2005



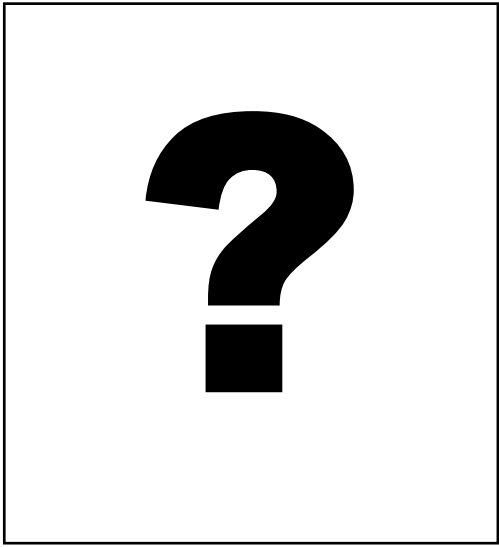
Demolish



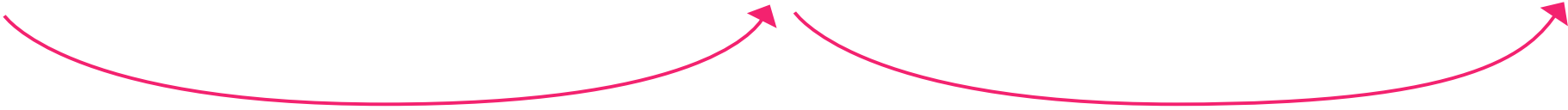
2005 - Now



?




Future



Cost a lost & waste a lot
Attributes and values were constantly disappear
What's the future of the current design

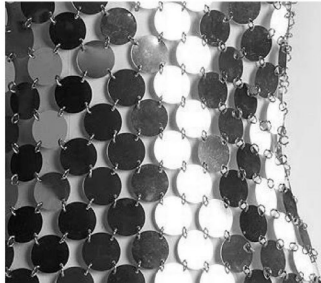
Concern 2 : the new identities




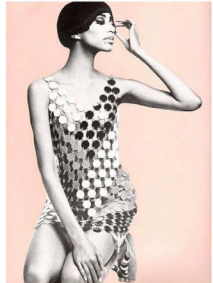
1. INSIDE SKIN
ATRIUM, MEDIA



2. OUTSIDE SKIN
BUITENGEVEL, LICHT




COLLECTIE PACO RABANNE / COLLECTION PACO RABANNE



INSPIRATIE - MATERIALESATIE / IINSPIRATION - MATERIALITY

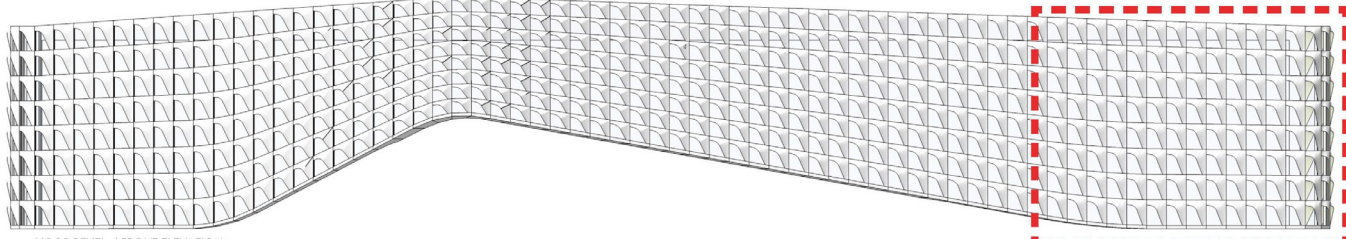
SHOPPING NHC
FASHION FUN
SO FISTICATED ELEGANT

INSPIRATIE / INSPIRATION IN FASHION AND JEWELRY




INSPIRATIE - MATERIALESATIE / IINSPIRATION - MATERIALITY


GEVELBEELD / FACADE VIEW



VOORGEVEL / FRONT ELEVATION




INSPIRATIE IN MODE / FASHION INSPIRATION



HOOG CATHARIJNE THE MALL

Hoog Catharijne
Utrecht, the Netherlands (in construction)



Hoog Catharijne
Utrecht, the Netherlands (in construction)

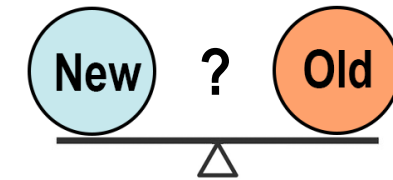


Prioritize: visual aesthetics

Neglect: cultural, and historical significance of the context

Conclusions from the study of HC

How can the preservation of heritage values and establishment of new identities be balanced in the skin redesign of 20th century Dutch shopping malls?



1. Balance between the tangible and intangible attributes:

The tangible and intangible attributes often coexist within the same heritage asset.

2. Balance between the attributes and values:

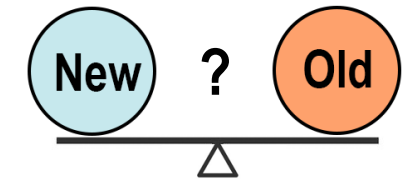
Heritage values are embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects.

3. Balance between different groups:

Groups and individuals attach different weight to cultural values and different significances to the same heritage asset.

Principle of the alteration

How can the preservation of heritage values and establishment of new identities be balanced in the skin redesign of 20th century Dutch shopping malls?



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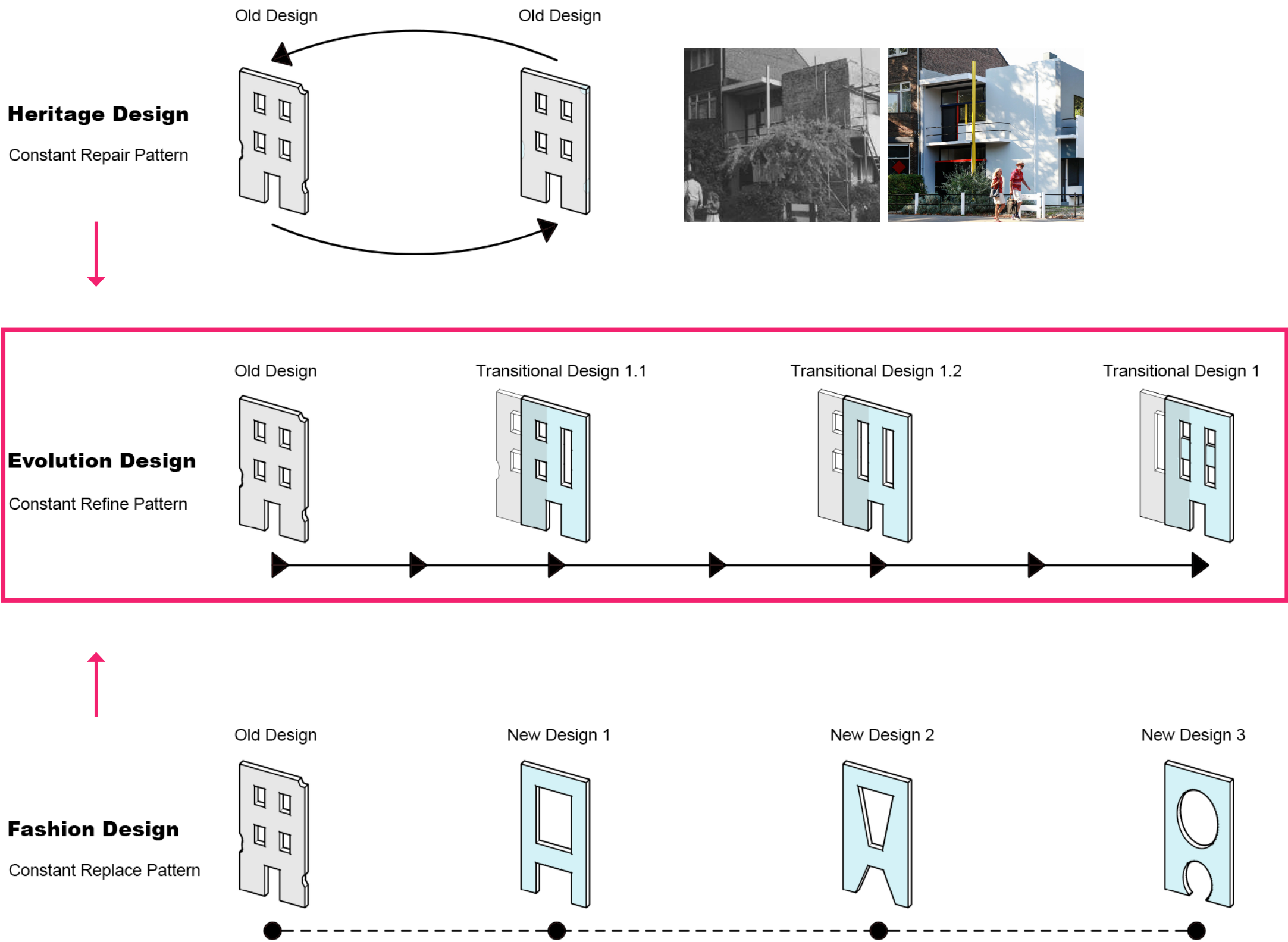
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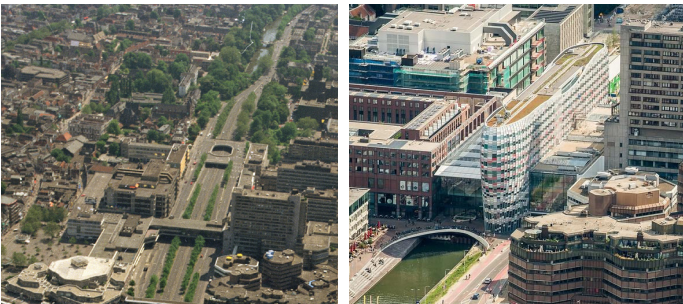
Groups and individuals attach different weight to cultural values and different significances to the same heritage asset.

The principle of the alteration is to enhance both the social and spatial aspects of the existing building in collaboration with the local community, while preserving its current values and considering future sustainability. (Veldpuas 2015)

A new model proposed - between the complete preservation and demolition



1. Emphasize on the changing process
2. Create new identities out of the old
3. A continuous development



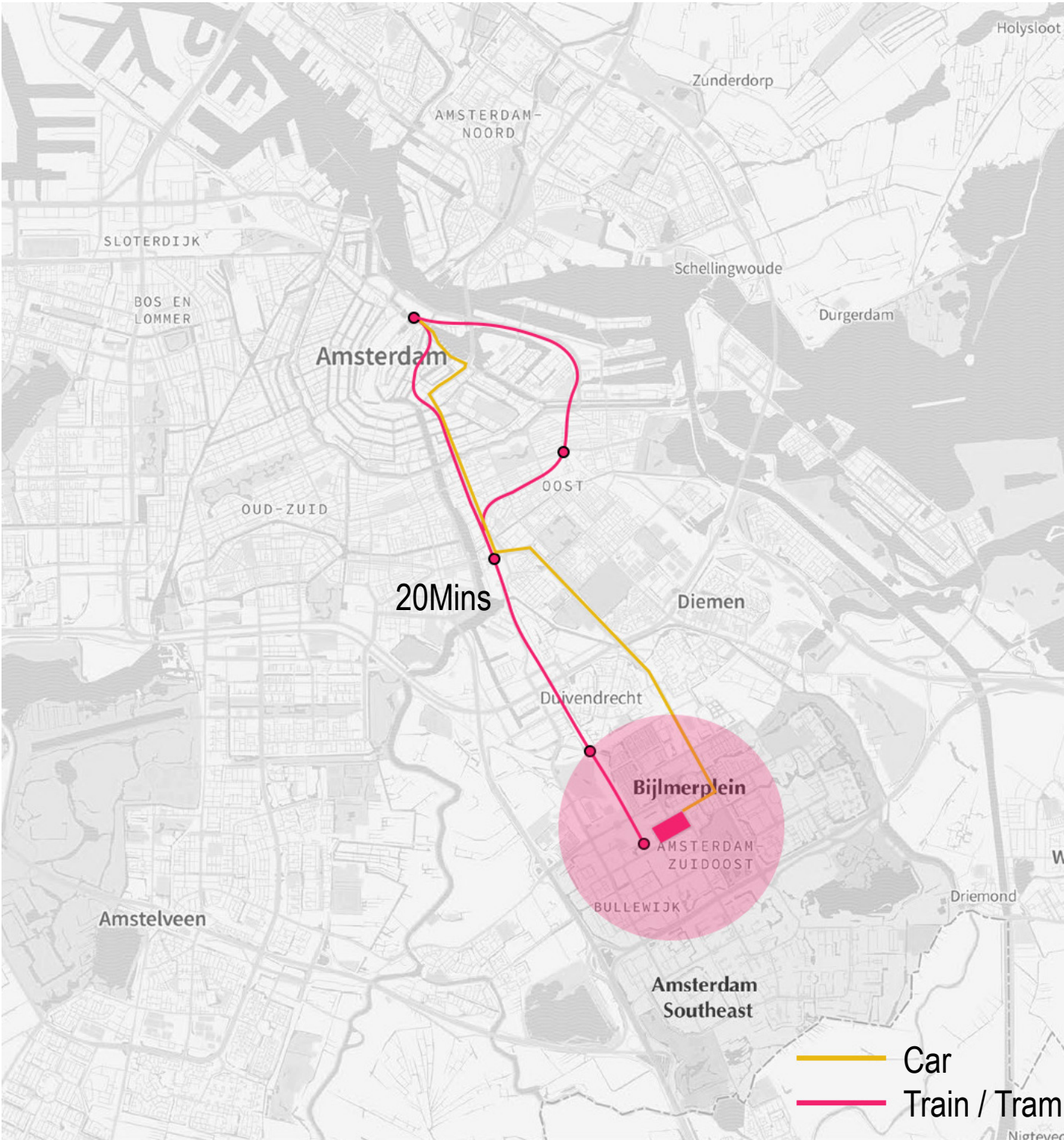
03

Research to design

Design Case Introduction

Design Case — Amsterdamse Poort Site Location

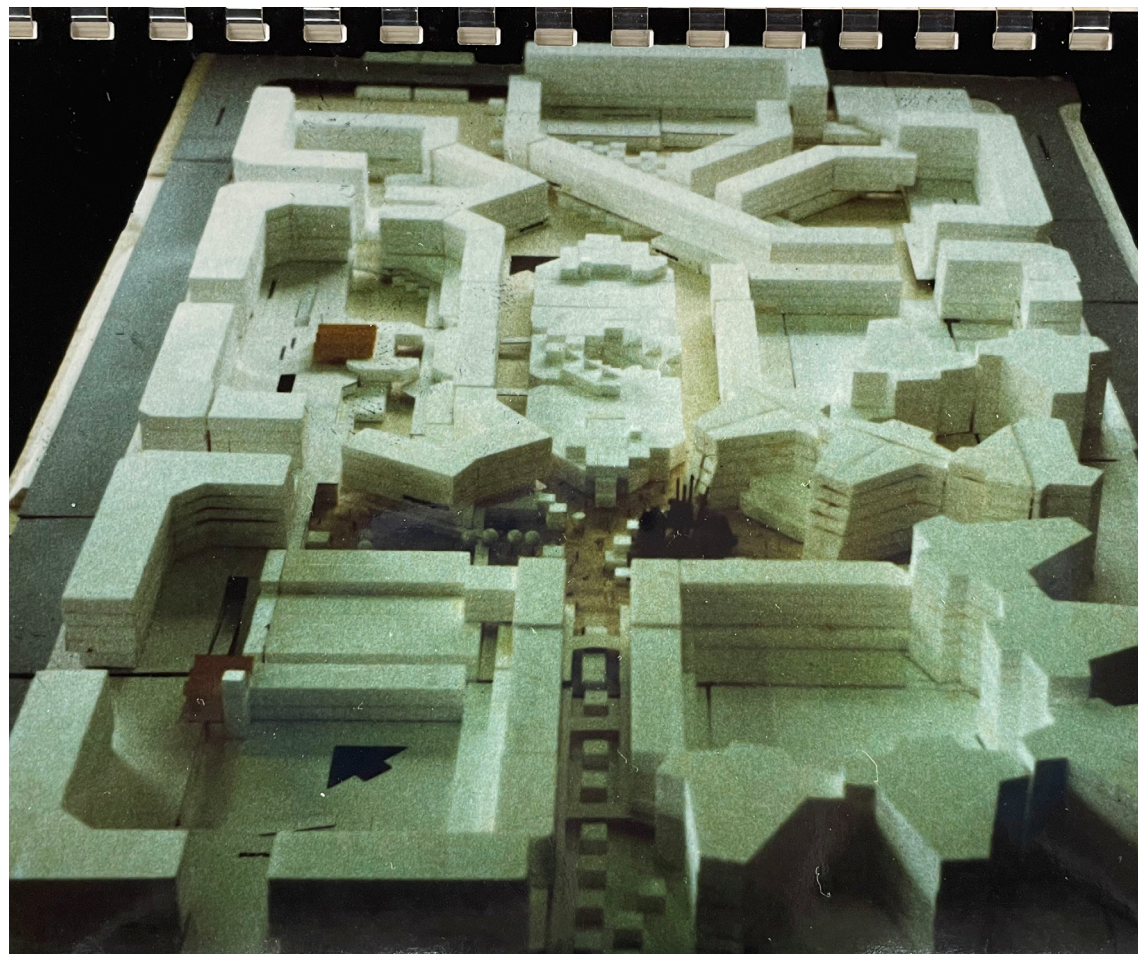
Amsterdam southeast



Center of the Bijmermeer



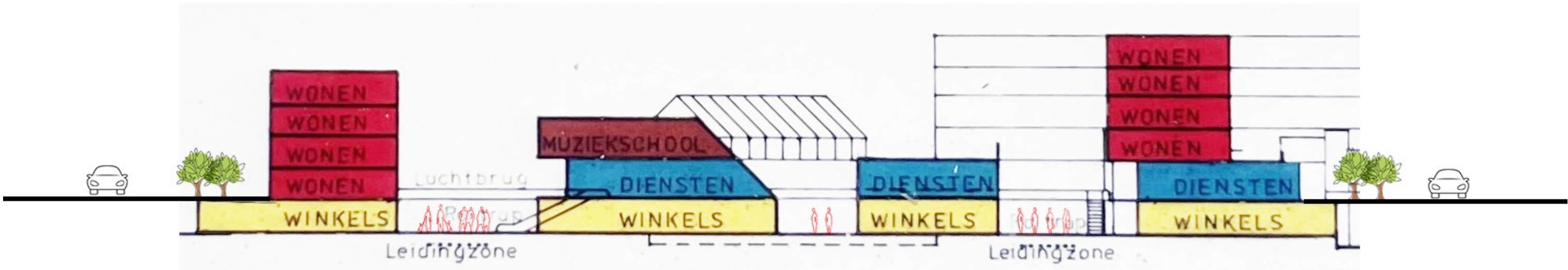
History — Amsterdamse Poort



Urban Planning by Broek& Bakema in 1970s

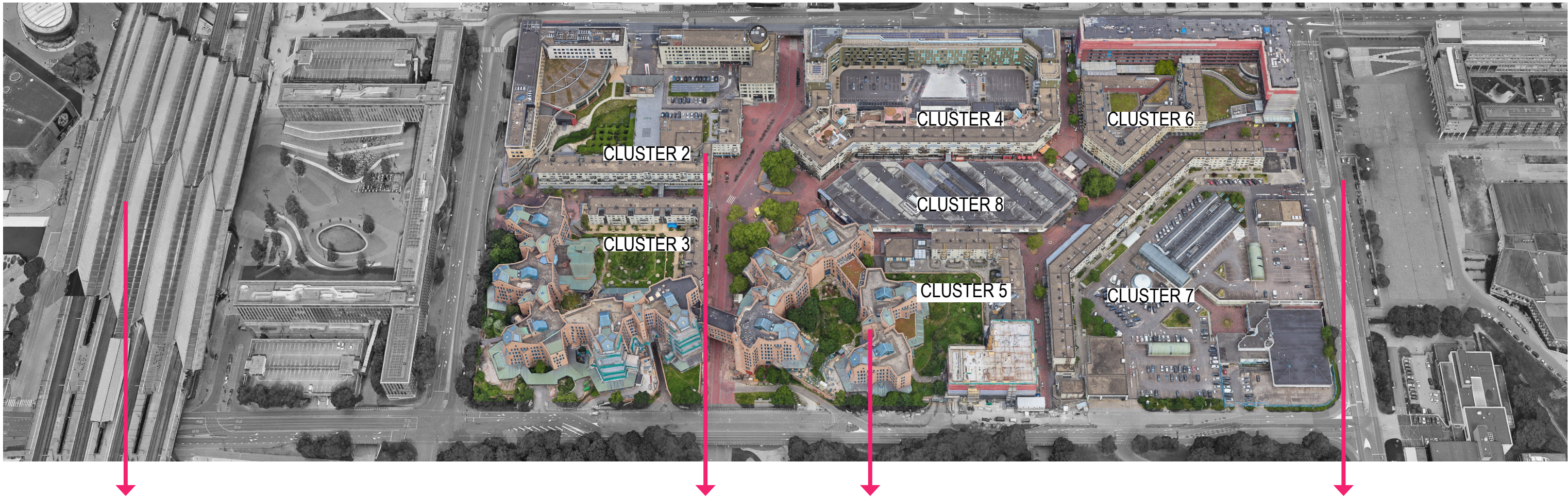


Completed in 1987



Separation Between Cars & Pedestrian

Amsterdamse Poort Complex Overview



Bijlmer ArenA Station



Typical Cluster Building

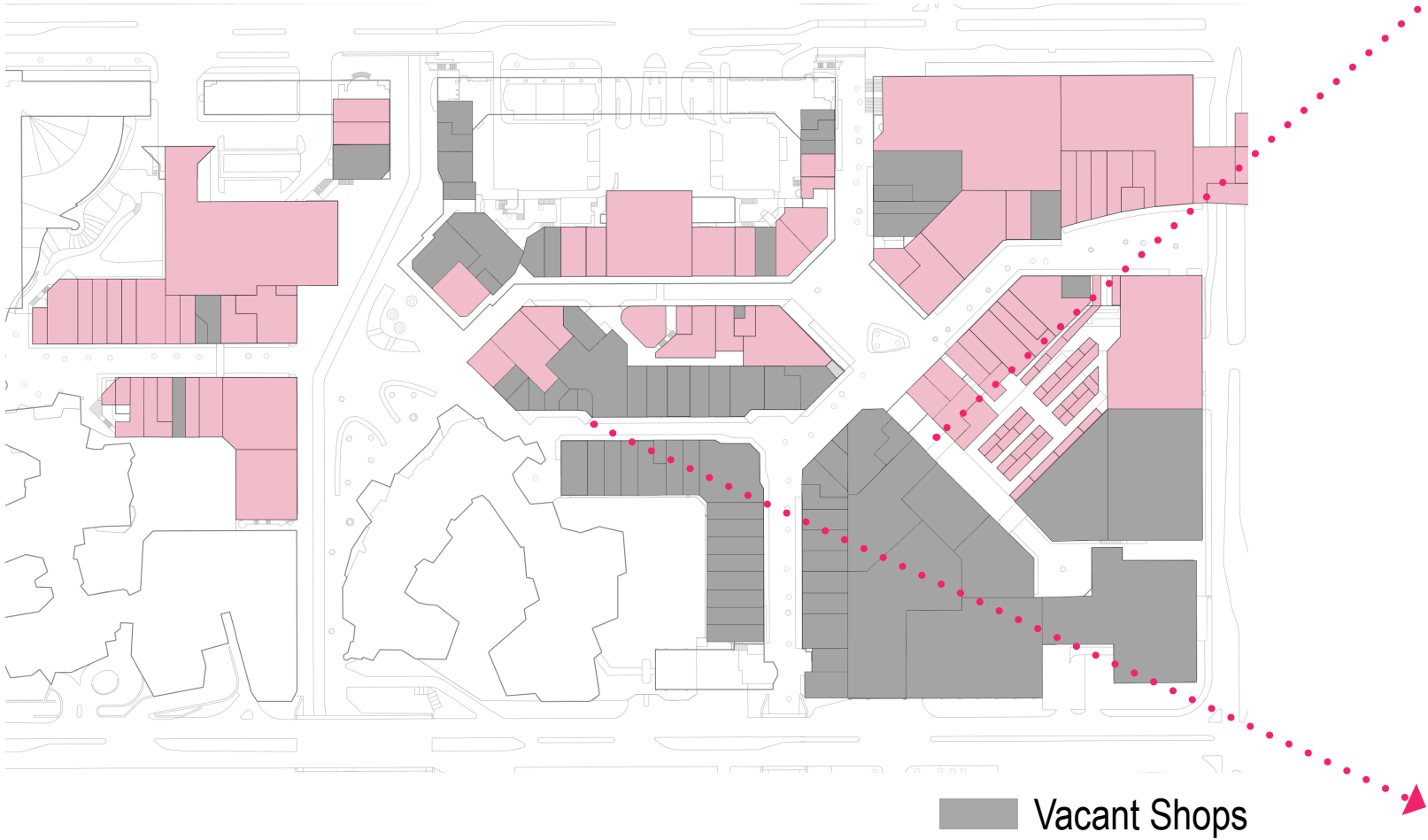


Monument 'Zandkasteel' (Sand Castle)



Elevated Car Road

Current Problems - Vacancies



Current Problems - Safety

Third robbery in a month at clothing store Bijlmerplein

Derde overval in maand tijd op kledingwinkel Bijlmerplein

Kledingwinkel Daily Style op het Bijlmerplein in Zuidoost is woensdagochtend voor de derde keer in korte tijd opgeschrikt door een overvaller.

Het Parool 9 maart 2022, 12:41

Additional security measures

Gemeente: extra maatregelen Amsterdamse Poort na reeks overvallen

De gemeente en politie nemen extra veiligheidsmaatregelen bij winkelcentrum de Amsterdamse Poort, na een reeks winkellovervallen. Dat meldt de gemeente naar aanleiding van de meest recente overval op het Bijlmerplein.

Het Parool 27 oktober 2021, 22:16

I'm afraid, also for my customers

'Ik ben bang, ook voor mijn klanten': Amsterdamse Poort in de greep van gewelddadige overvallen

REPORTAGE Iedereen is geschokt door de gewelddadige overvallen, maar al jaren gebeurt er niets aan de onveiligheid in winkelcentrum de Amsterdamse Poort. Biedt de verbouwing van het winkelgebied soelaas?

Herman Stil, Raounak Khaddari, Anna Herter 29-10-21, 18:41 Laatste update: 30-10-21, 16:21

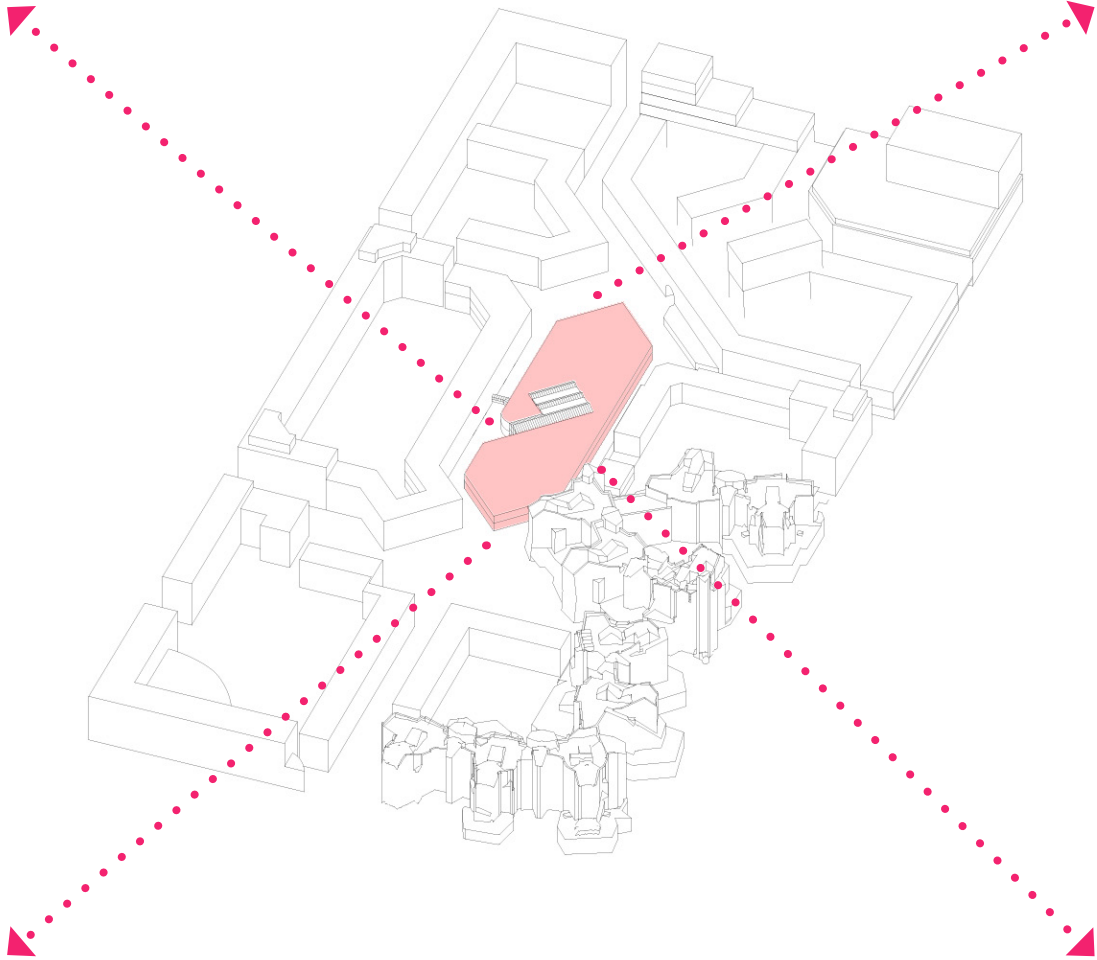
Design Focus - Cluster 8



Shopping street left



Leisure square



Center of the complex
Different contexts

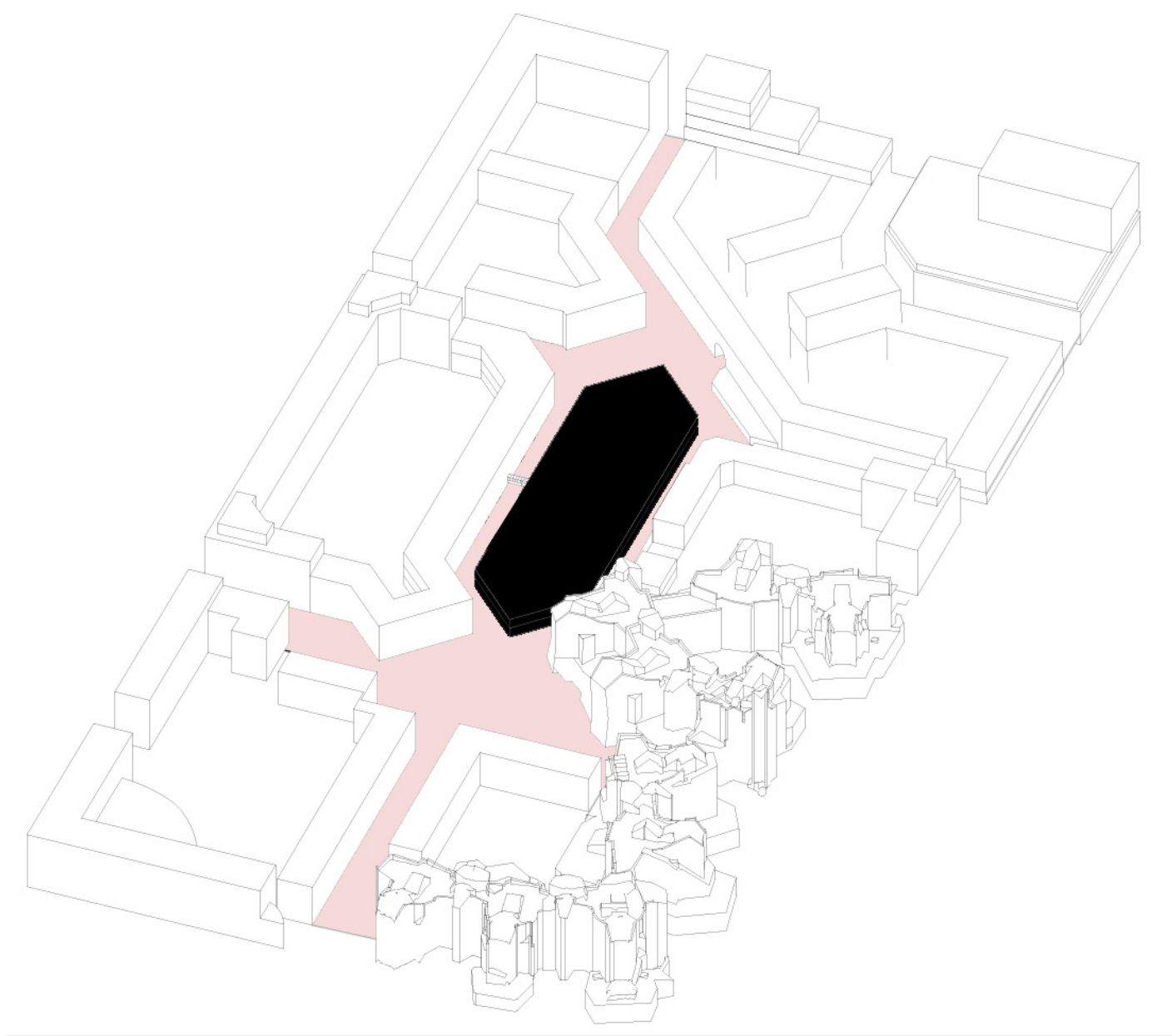


Entrance square



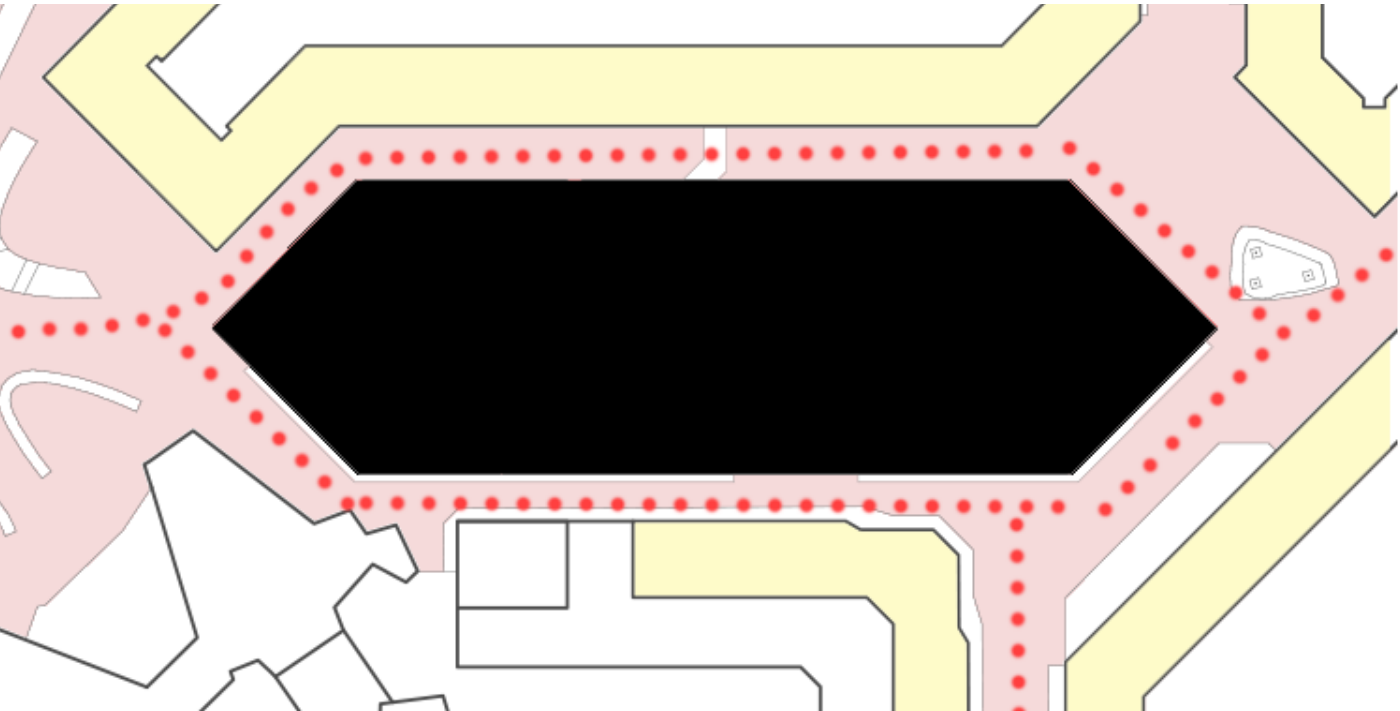
Shopping street right

Current Problem1 - Cluster 8



A black box

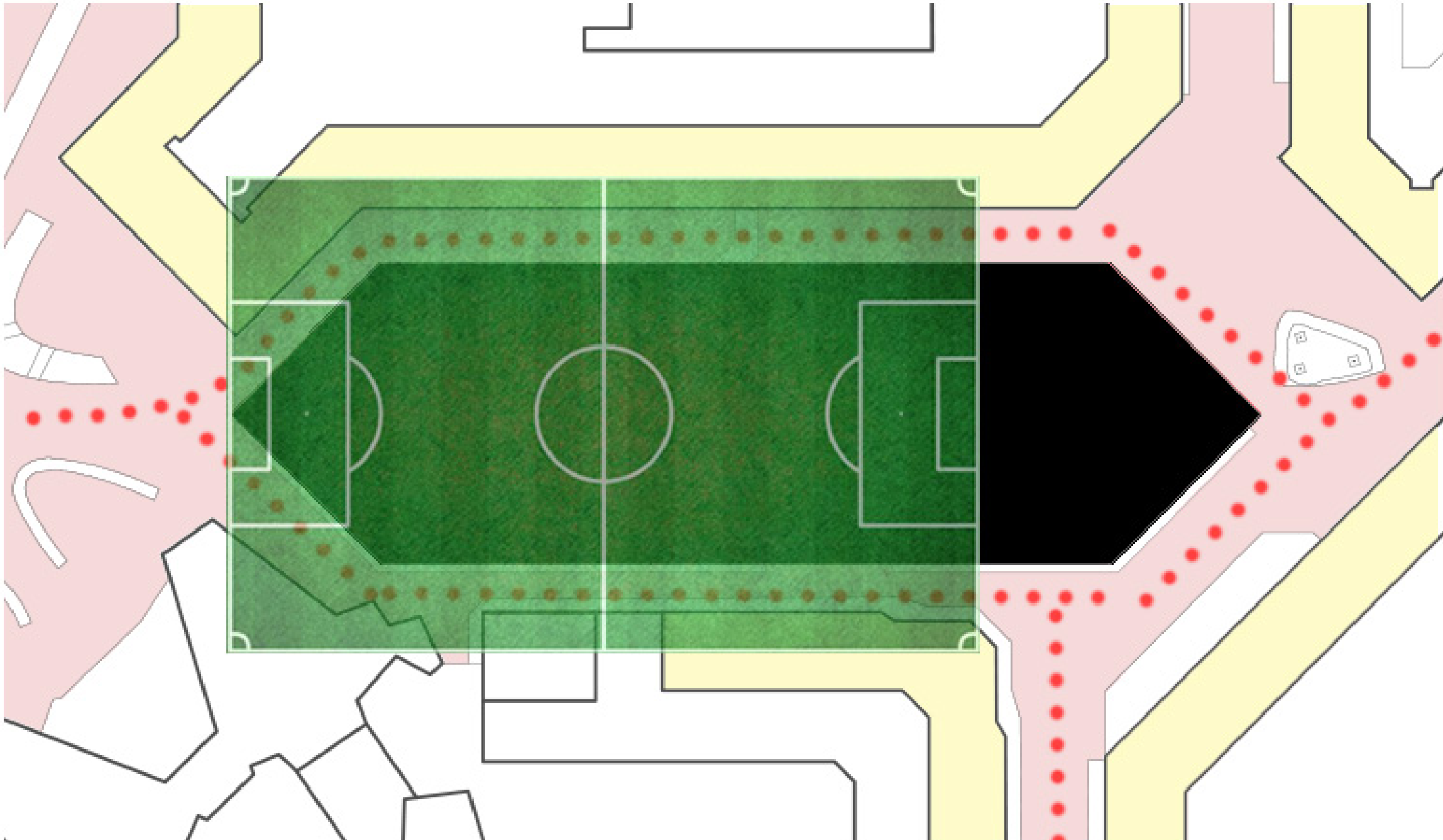
Disconnection of the apartment buildings



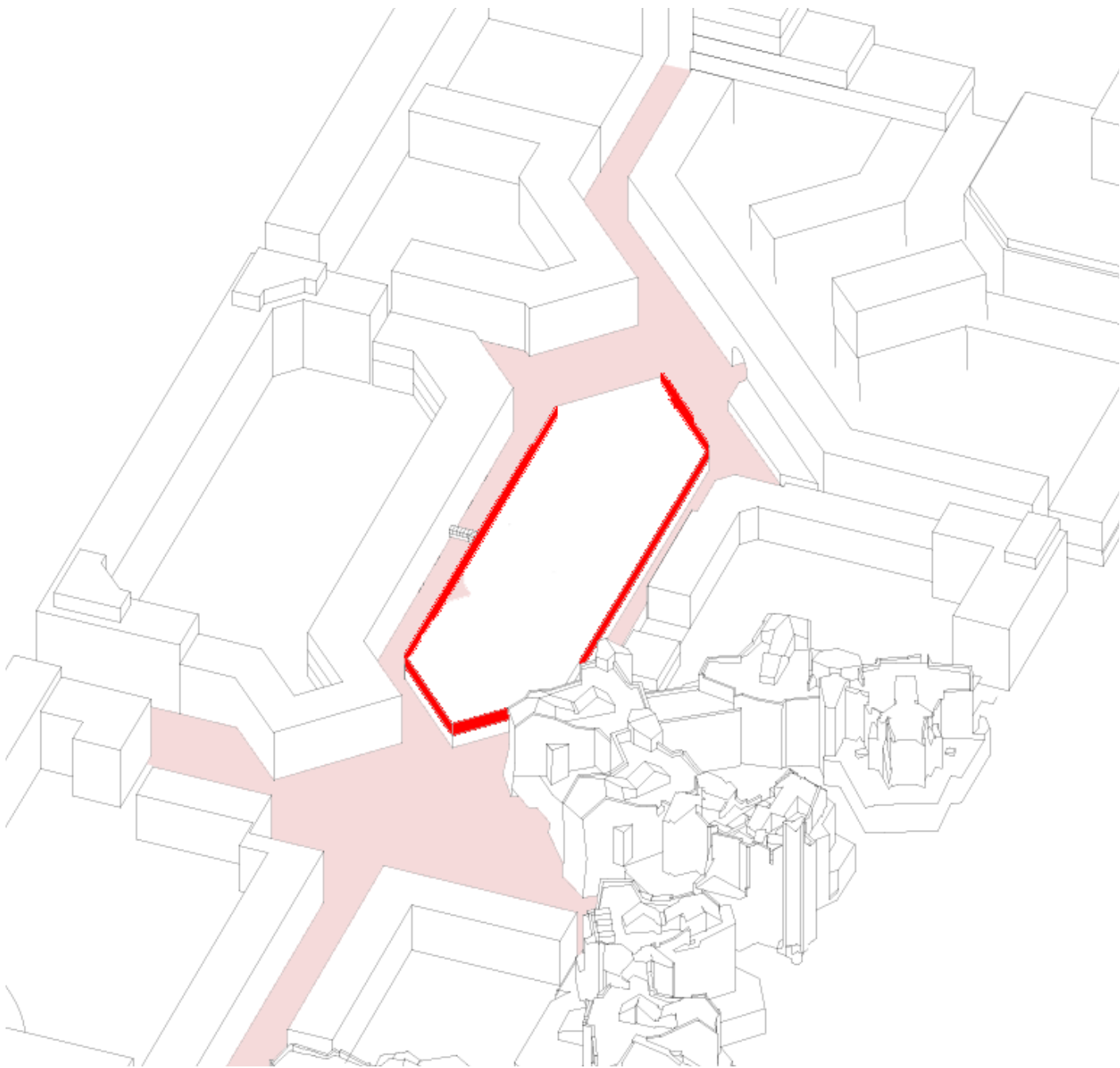
Disorientation for shoppers



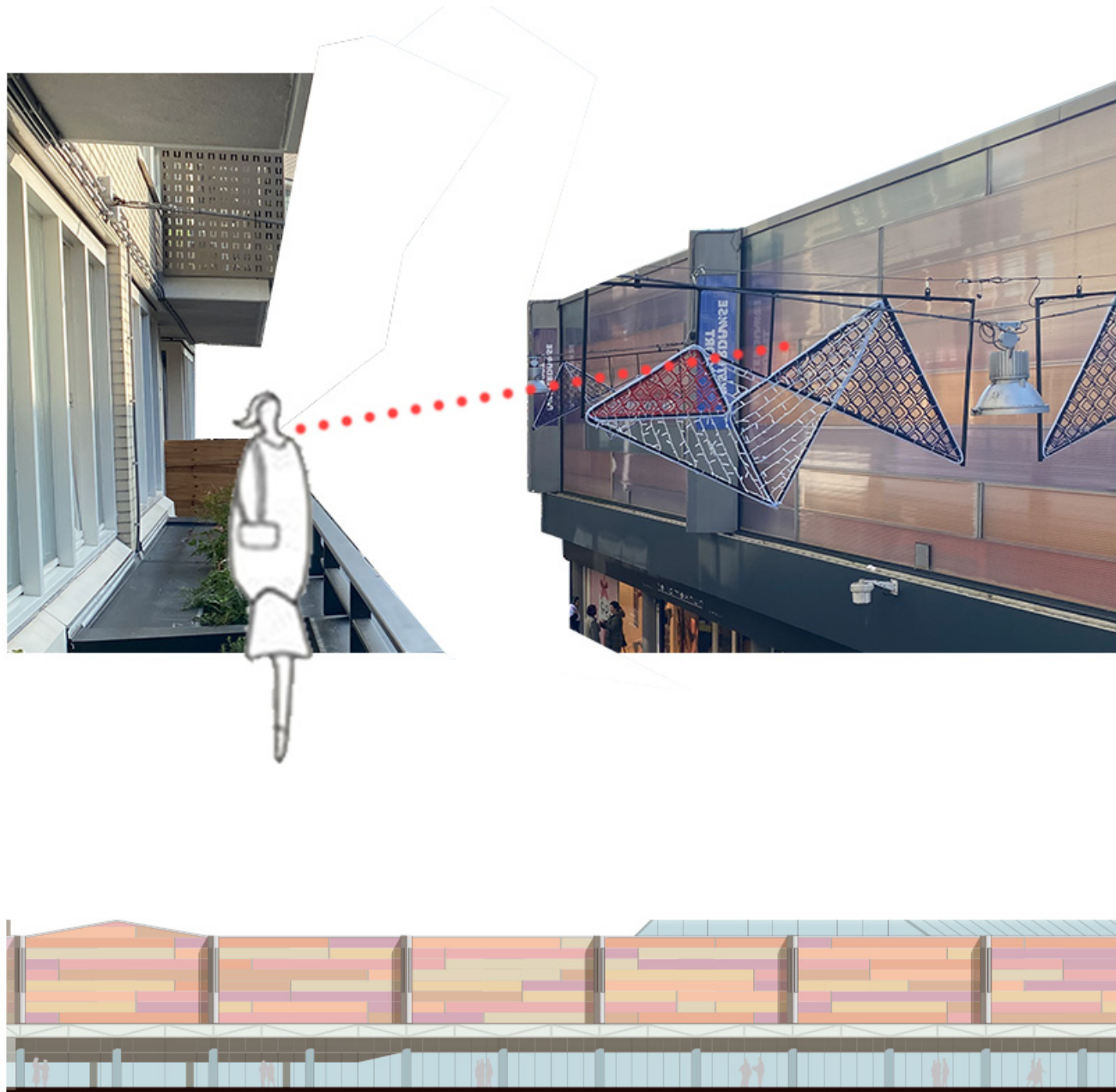
Current Problem1 - Cluster 8



Current Problem 2 - Cluster 8

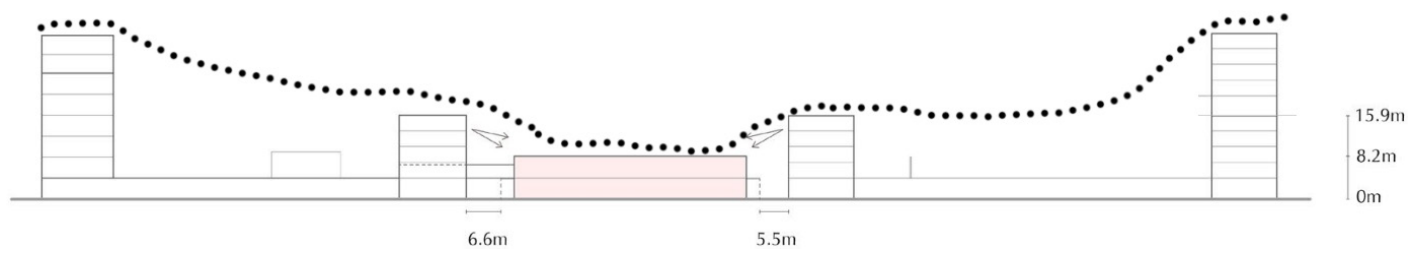


A blind

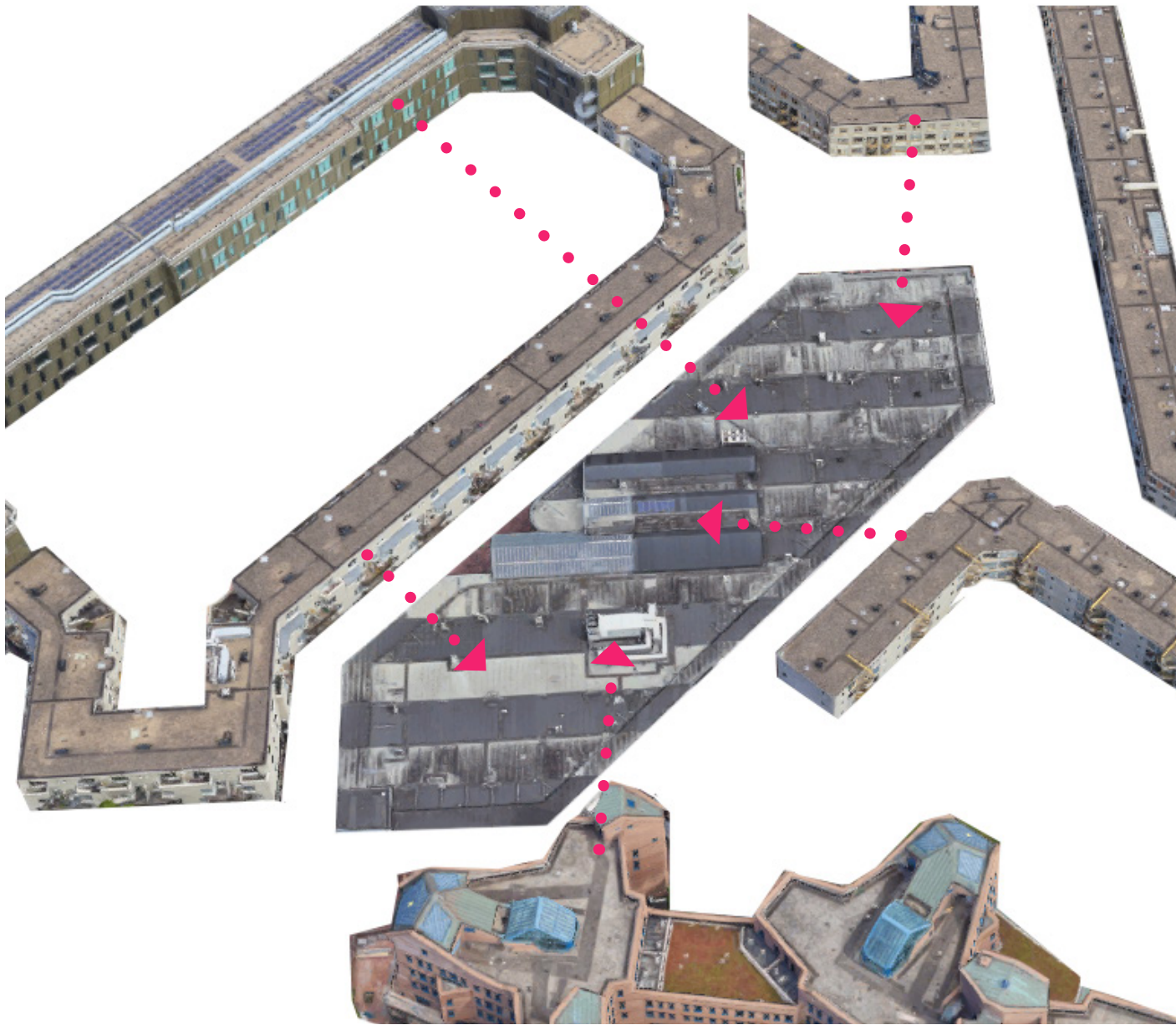


The closed facade lacks connection with surrounding neighborhoods

Current Problem 3 - Cluster 8



A Pit



The unpleasant top views

Current Situation



From shopping-only to a mix of functions

Development plan



Shopping



Working



Culture



Living



Community



Green

Design goals

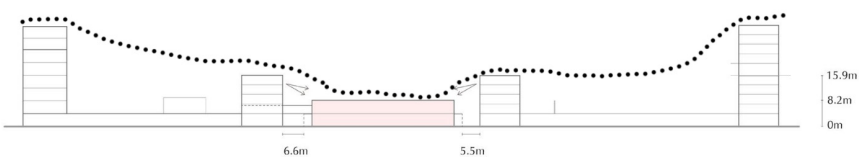
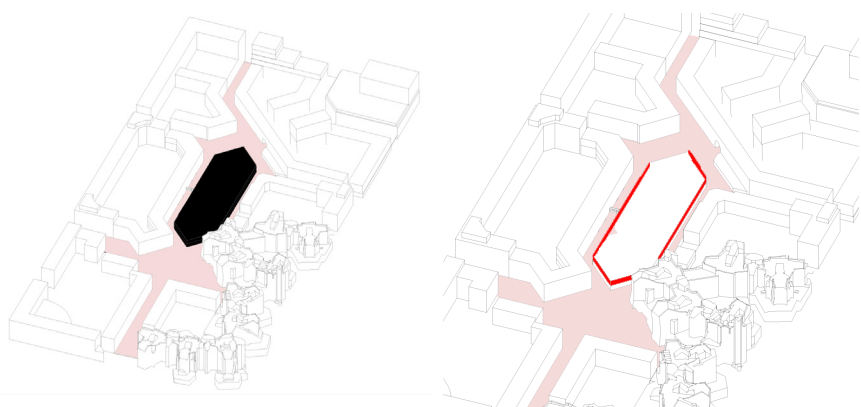
1. Solve the current problems



2. Add new programs



3. Cover the building with a balanced skin redesign



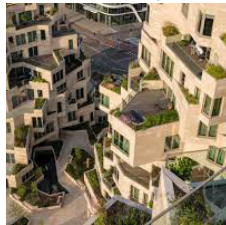
Shopping



Working



Culture



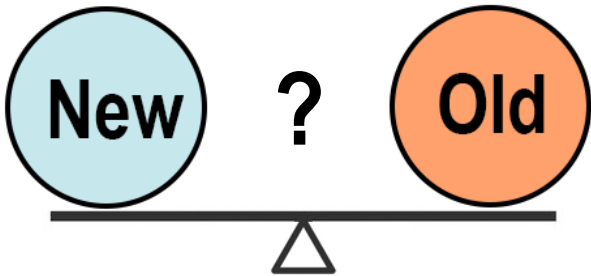
Living



Community



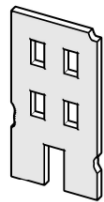
Green



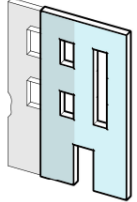
Evolution Design

Constant Refine Pattern

Old Design



Transitional Design 1.1



Look Back At History

Cluster 8 - History



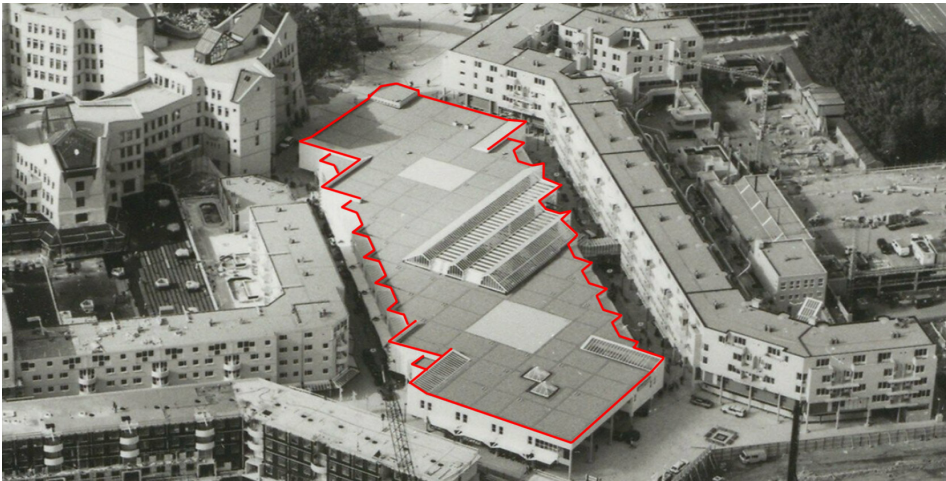
Designed By Broek& Bakema in 1980s



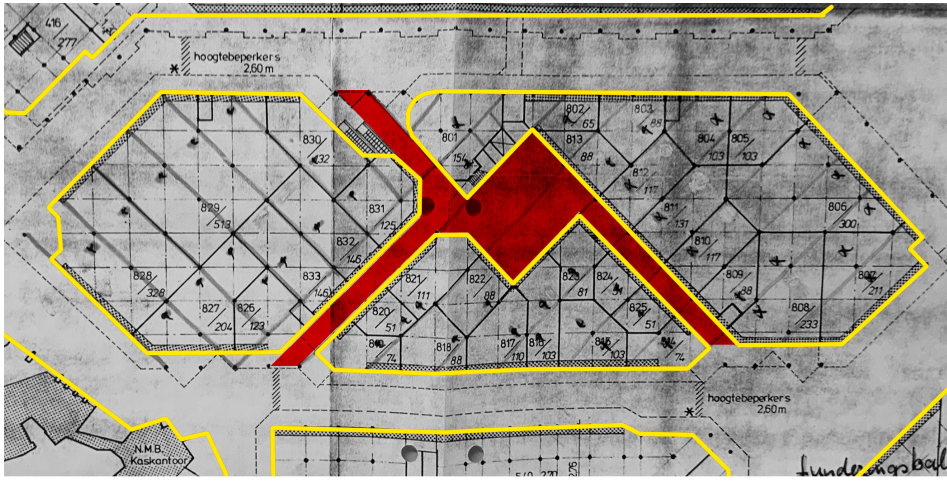
Renovation by OZ architects in 2008

Disappeared attributes

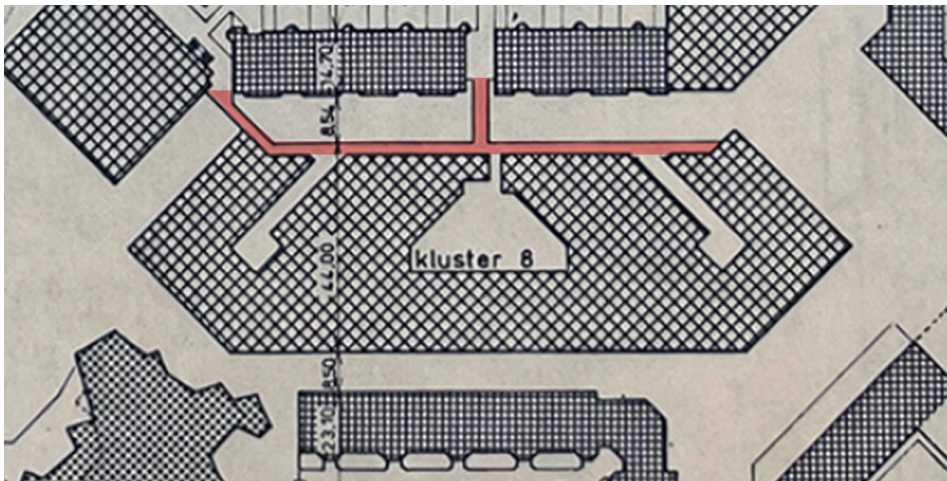
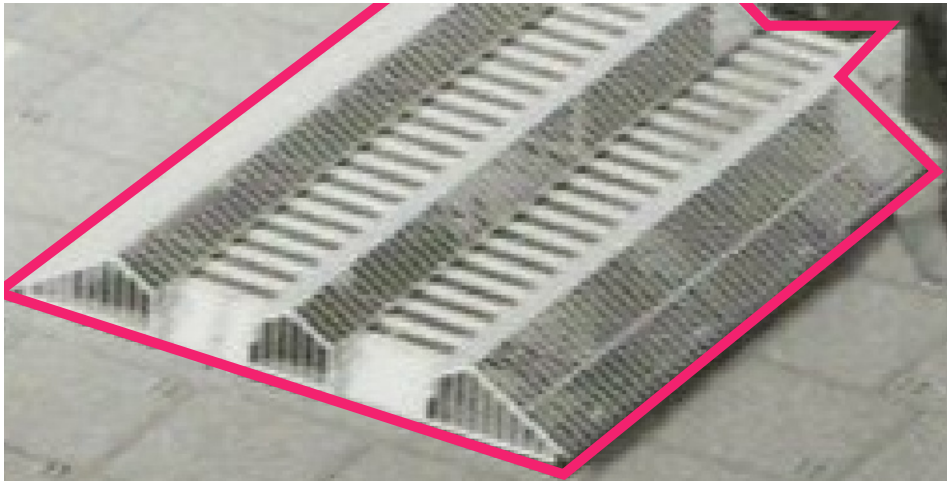
Shape & Pattern



Relation with the surrounding



Skylight & Atrium



Current attributes

Facade panels



Glass entrance



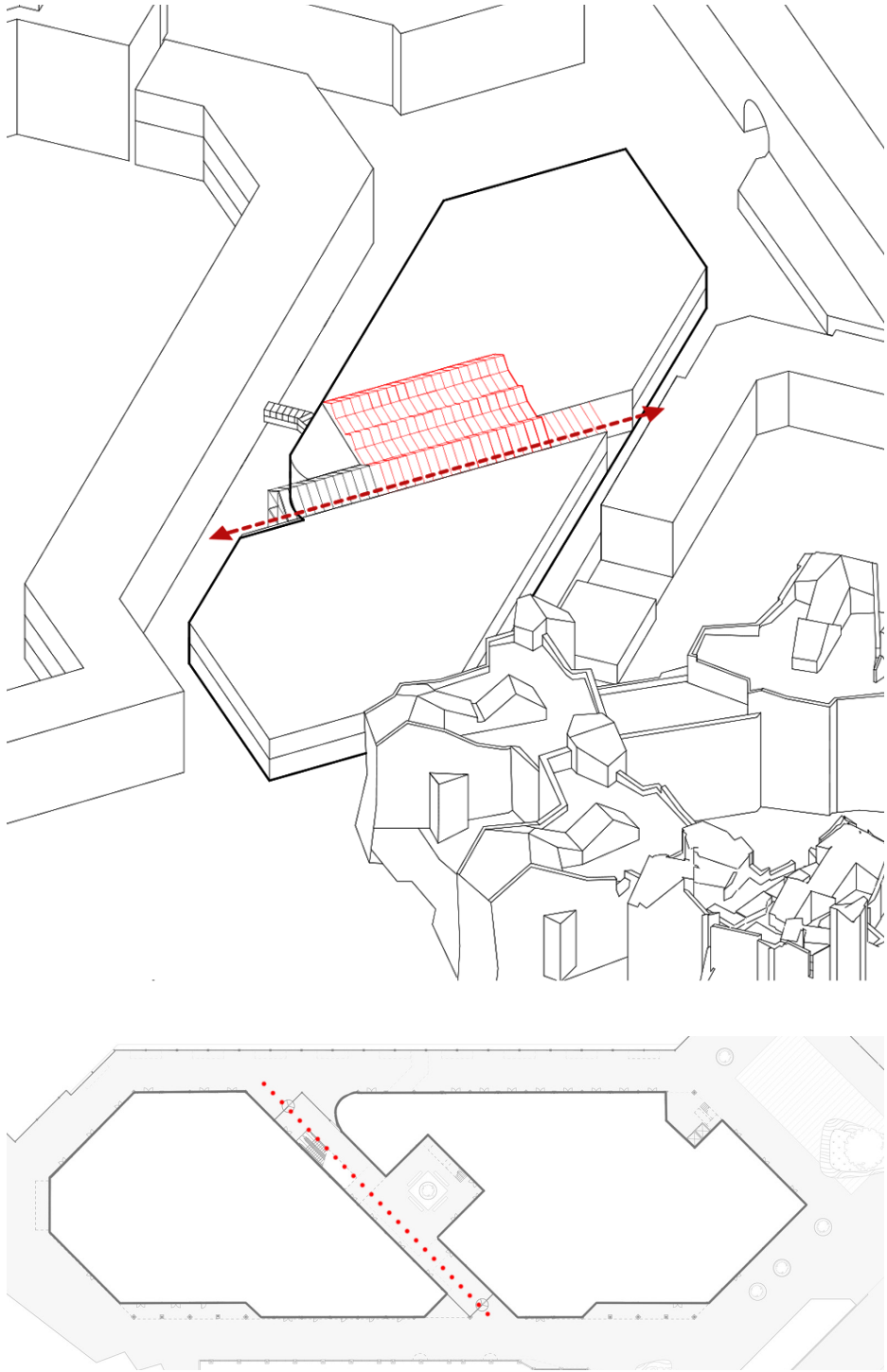
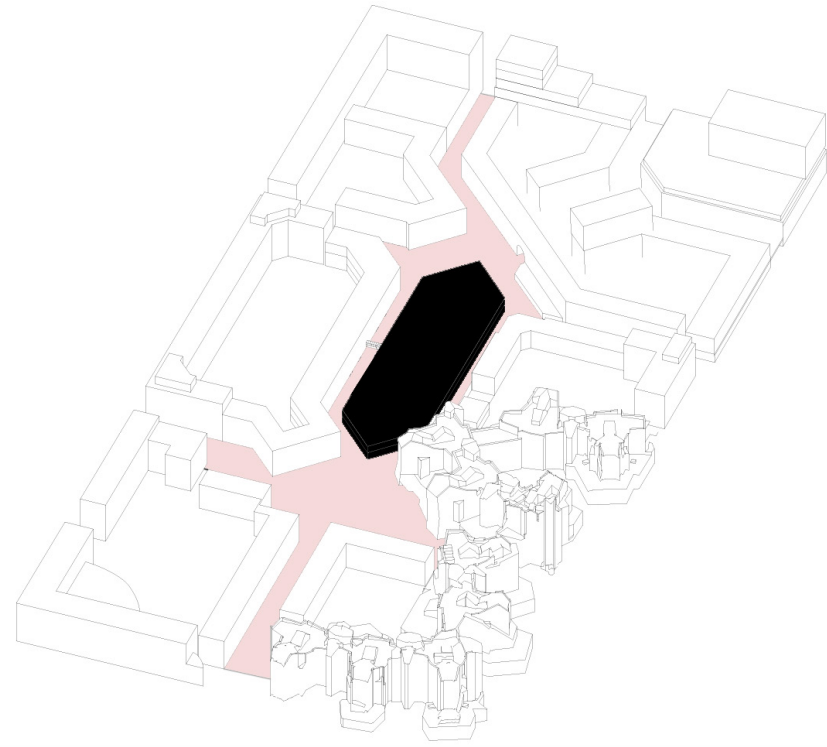
LED advertisement



Intervention part 1

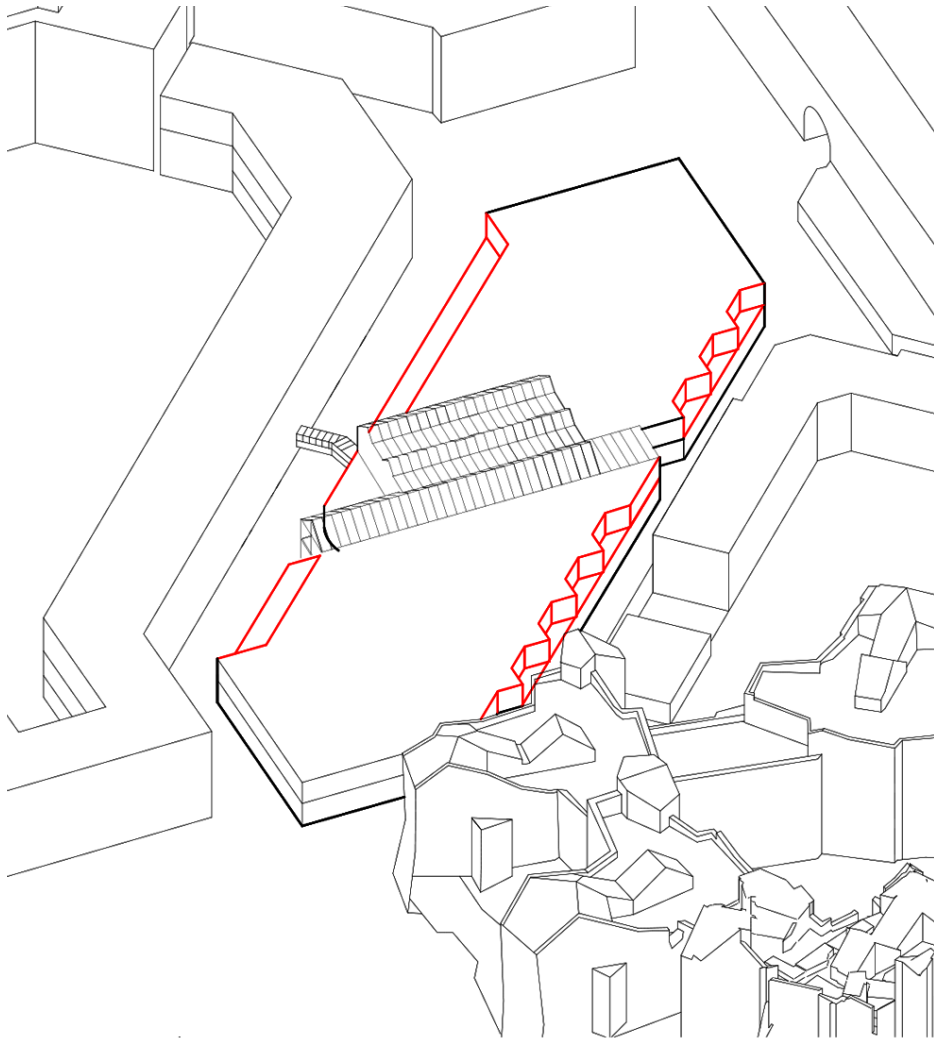
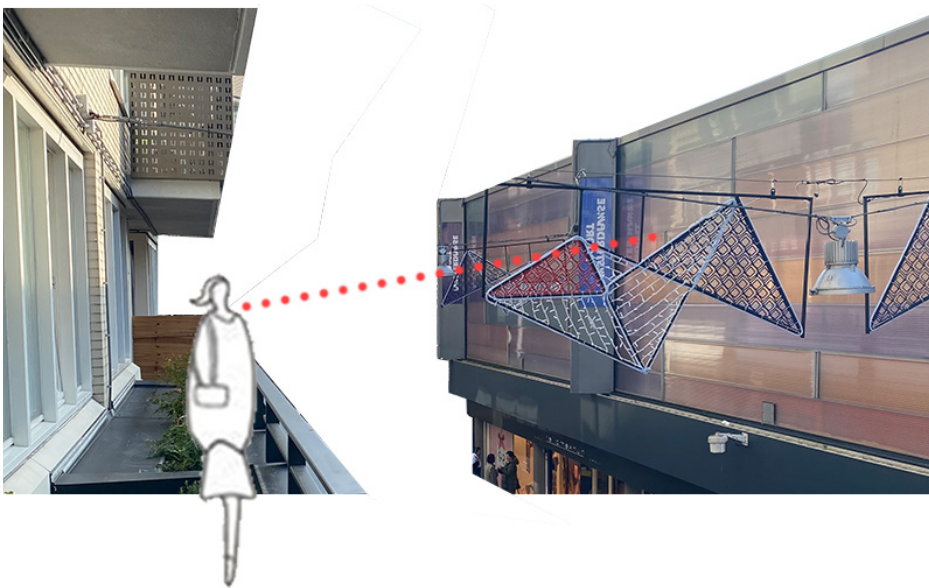
Solve the problems

Open the box



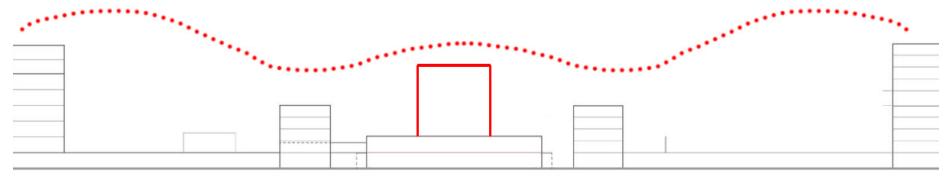
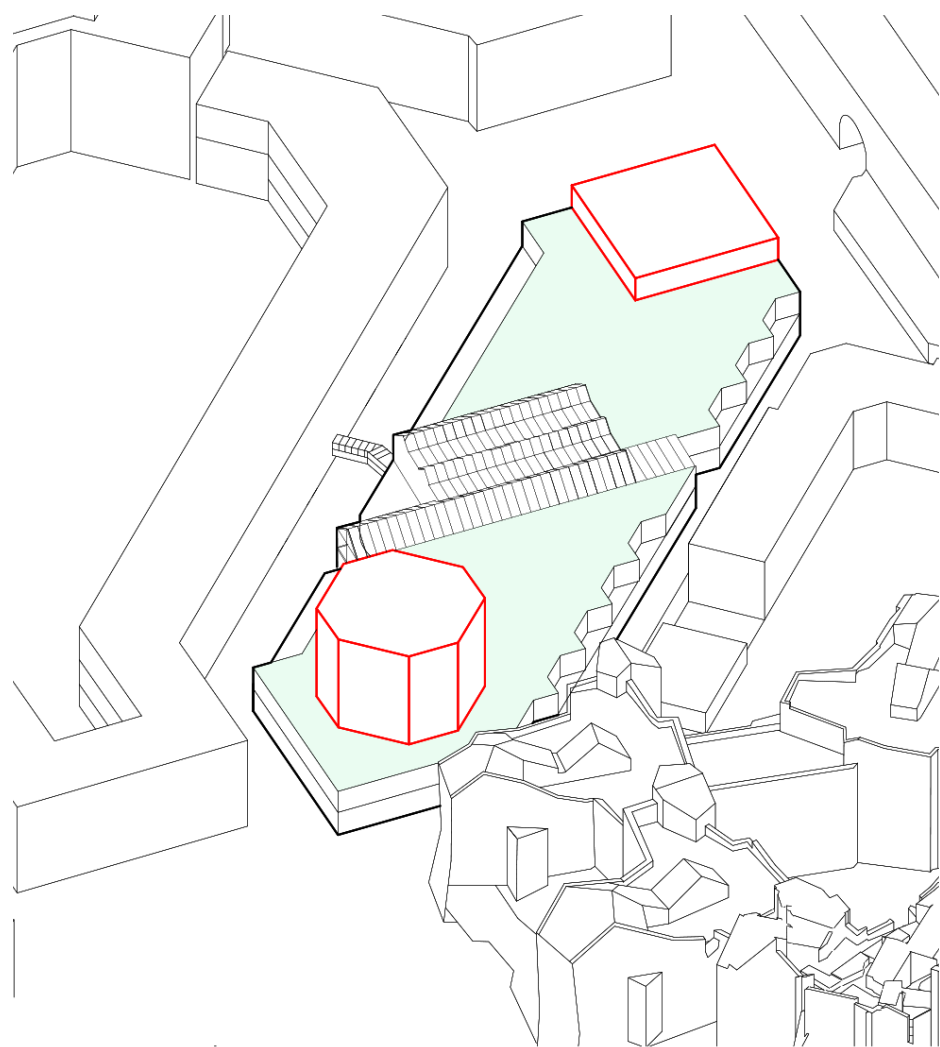
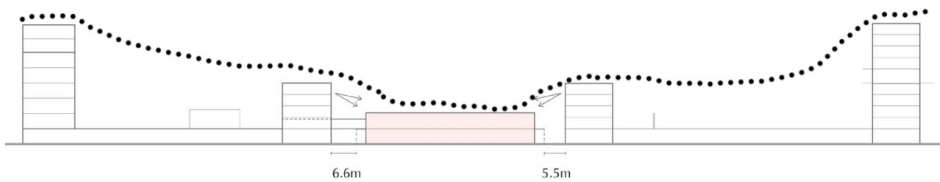
Bring back the atrium and create a passage

Remove the blind



Open up the façade and create setbacks

Raise the pit

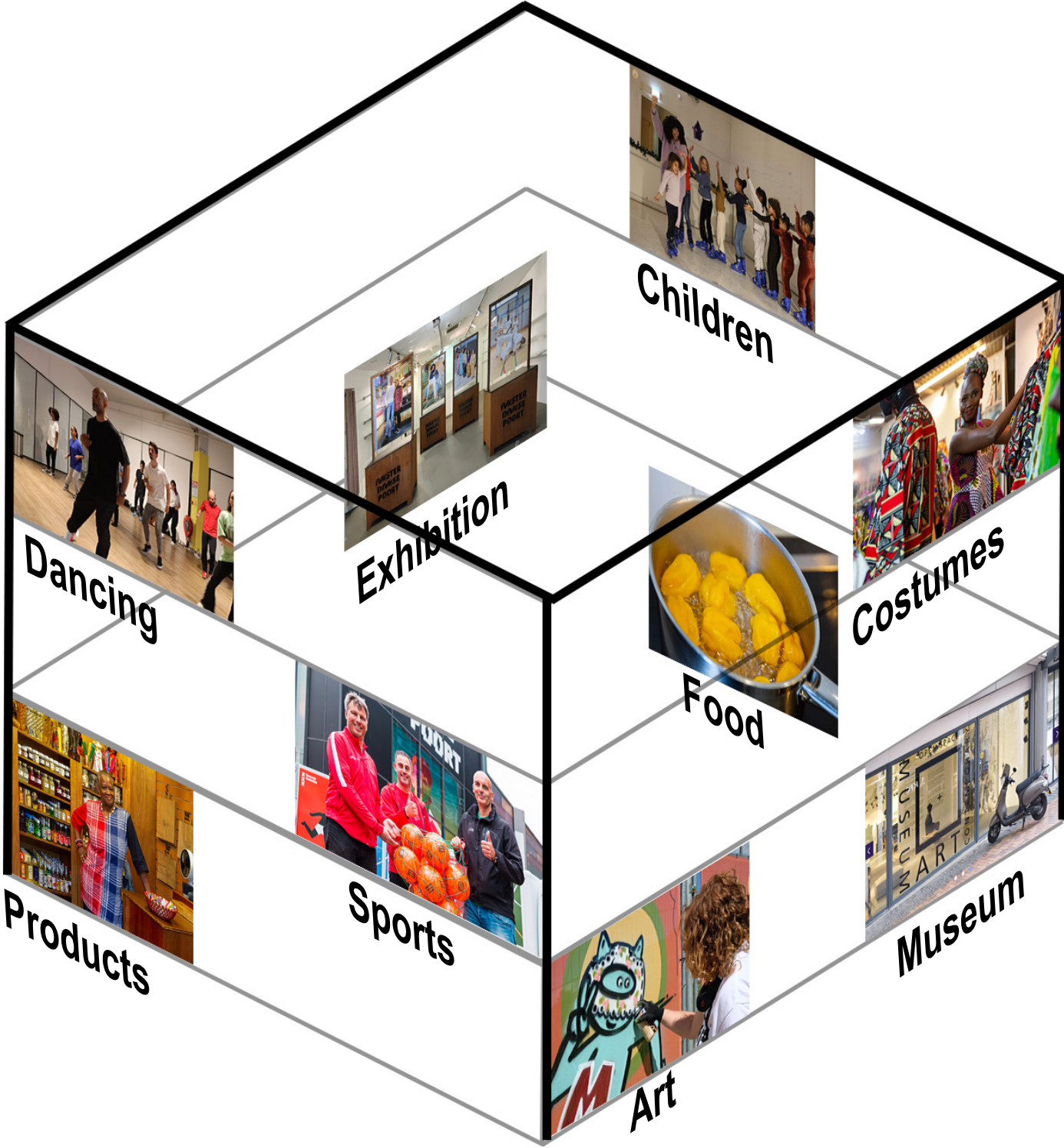
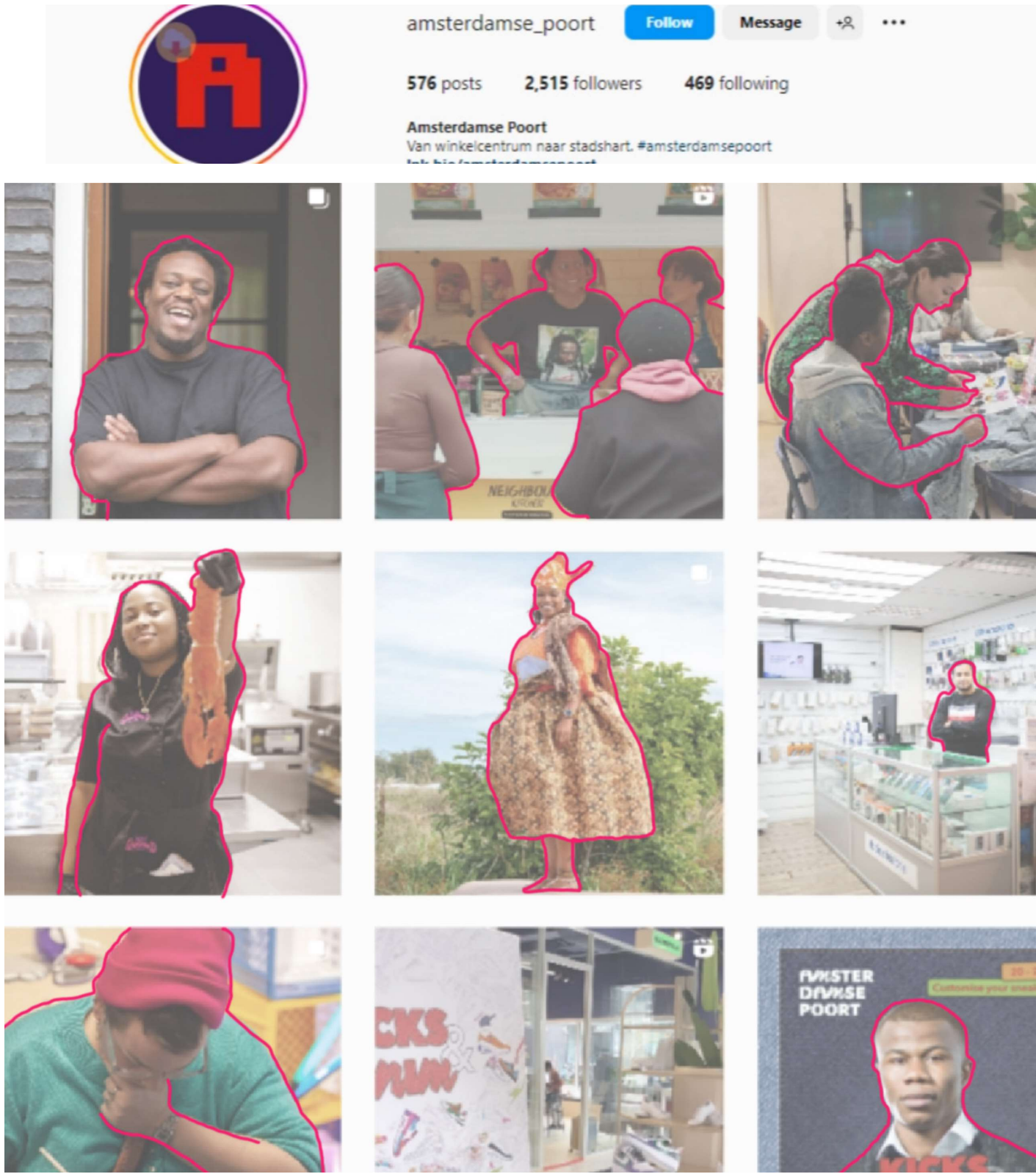


Add new volumes and raise the skyline

Intervention part 2

Add new programs

A diverse community with a lot of local activities



Top-down plan



Shopping



Working



Culture



Living



Community



Green

Bottom-up programs



Community Party



Gathering Events

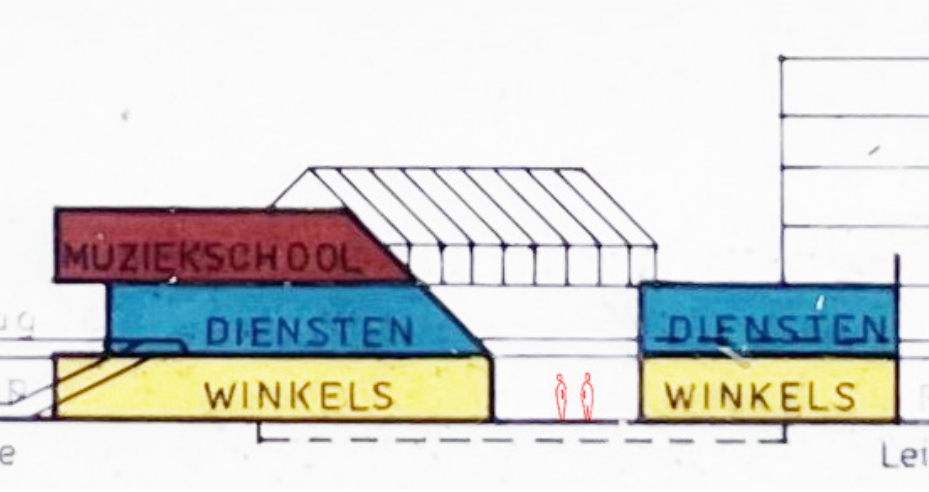
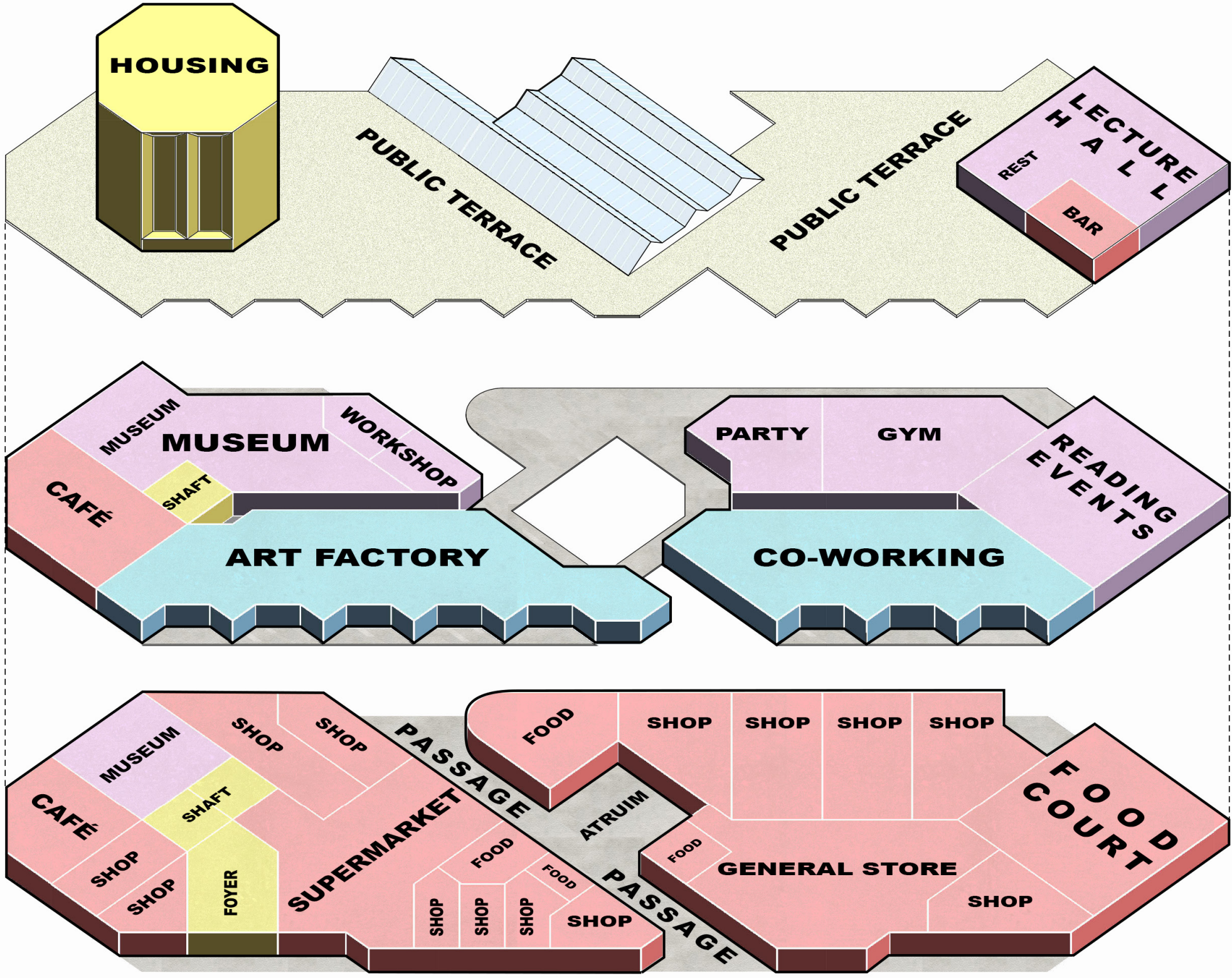


Local Artists



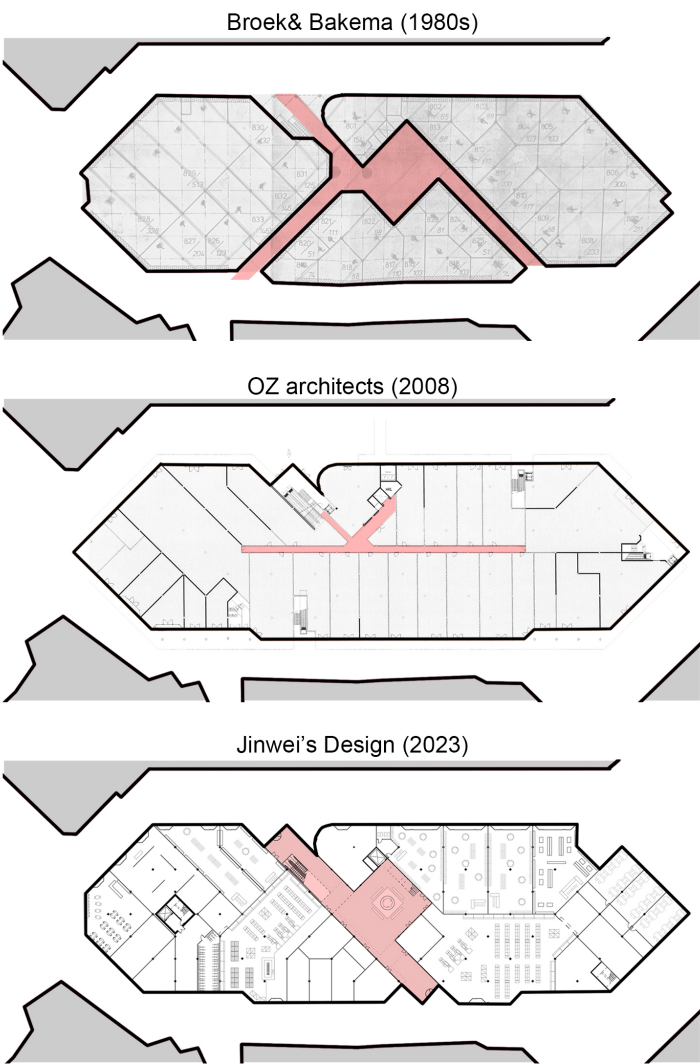
Local Business

Programs



Change of ground floor plan

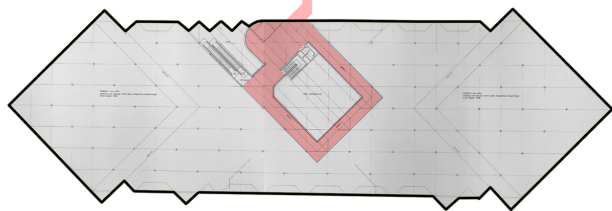
Change of Ground Floor Plans



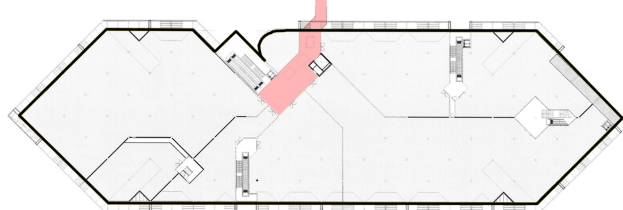
Change of first floor plan

Change of 1st Floor Plans

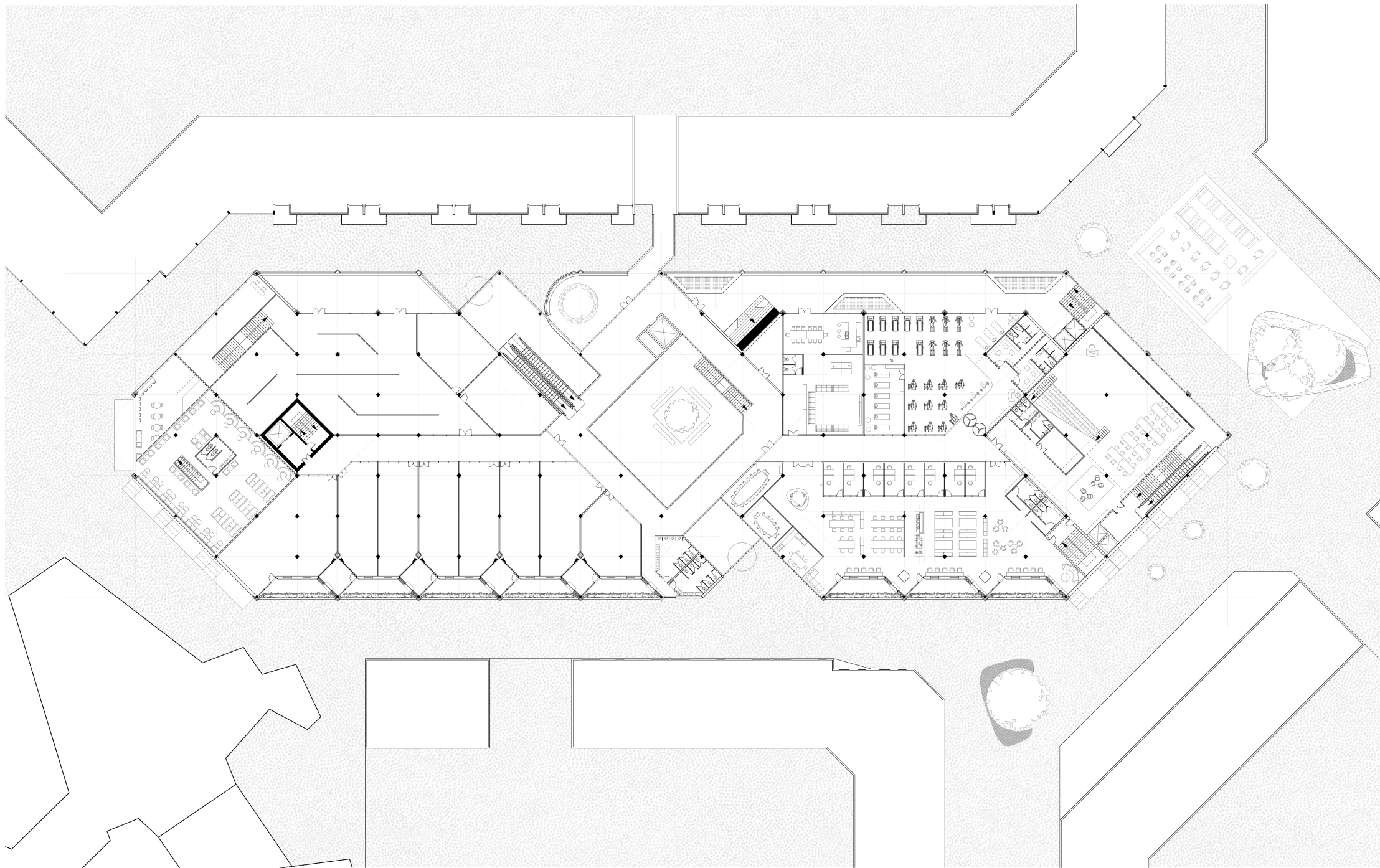
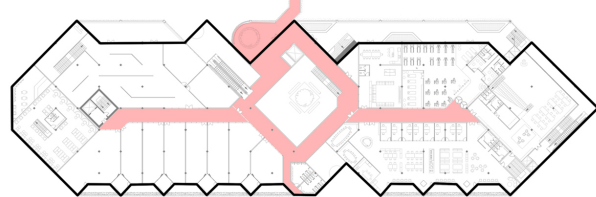
Broek& Bakema (1980s)



OZ architects (2008)



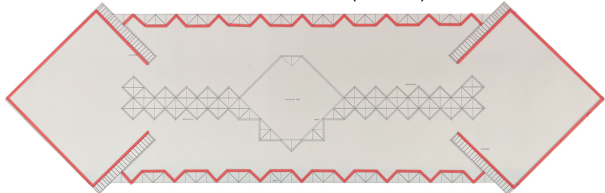
Jinwei's Design (2023)



Change of roof plan

Change of Roof Plans

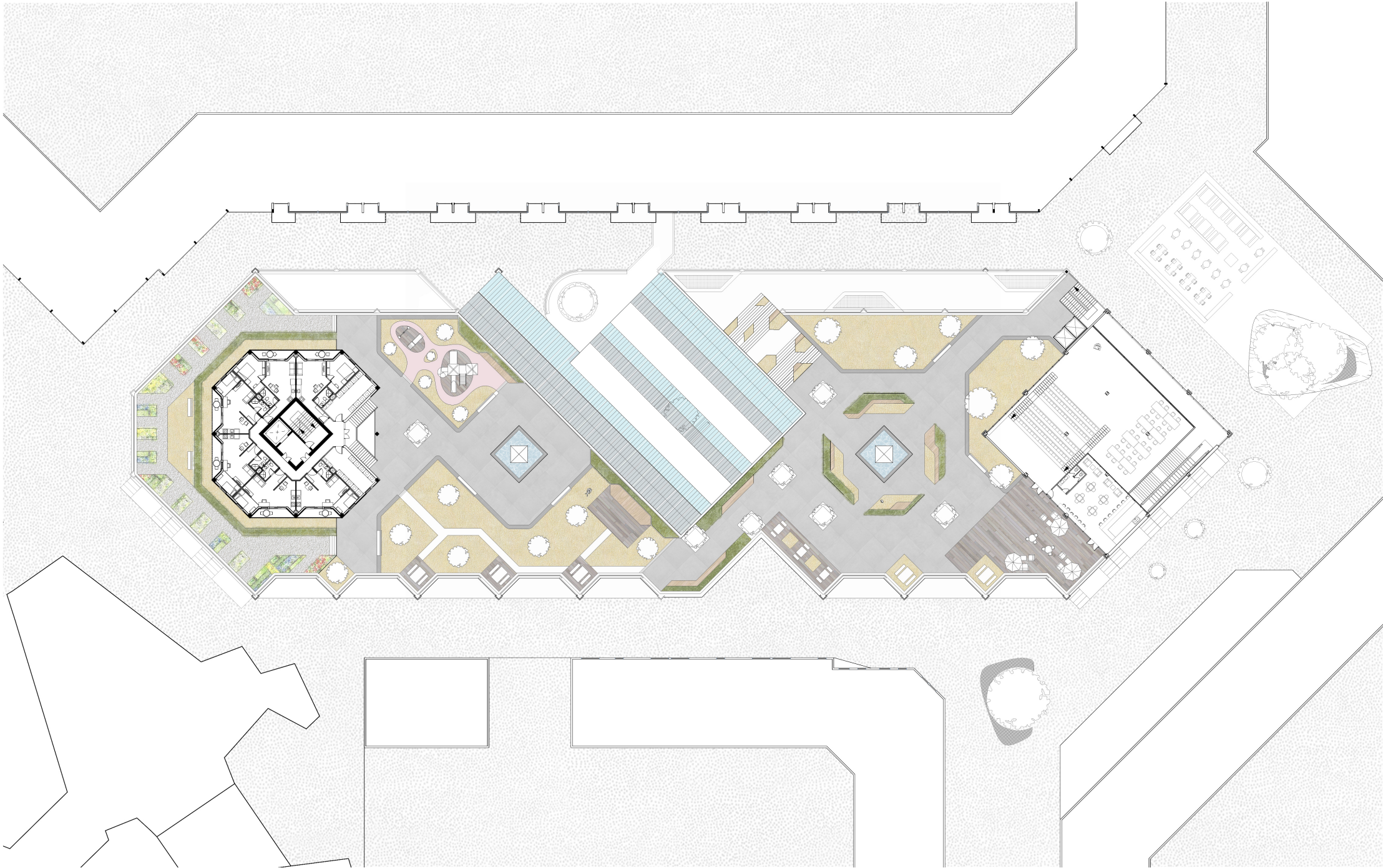
Broek& Bakema (1980s)



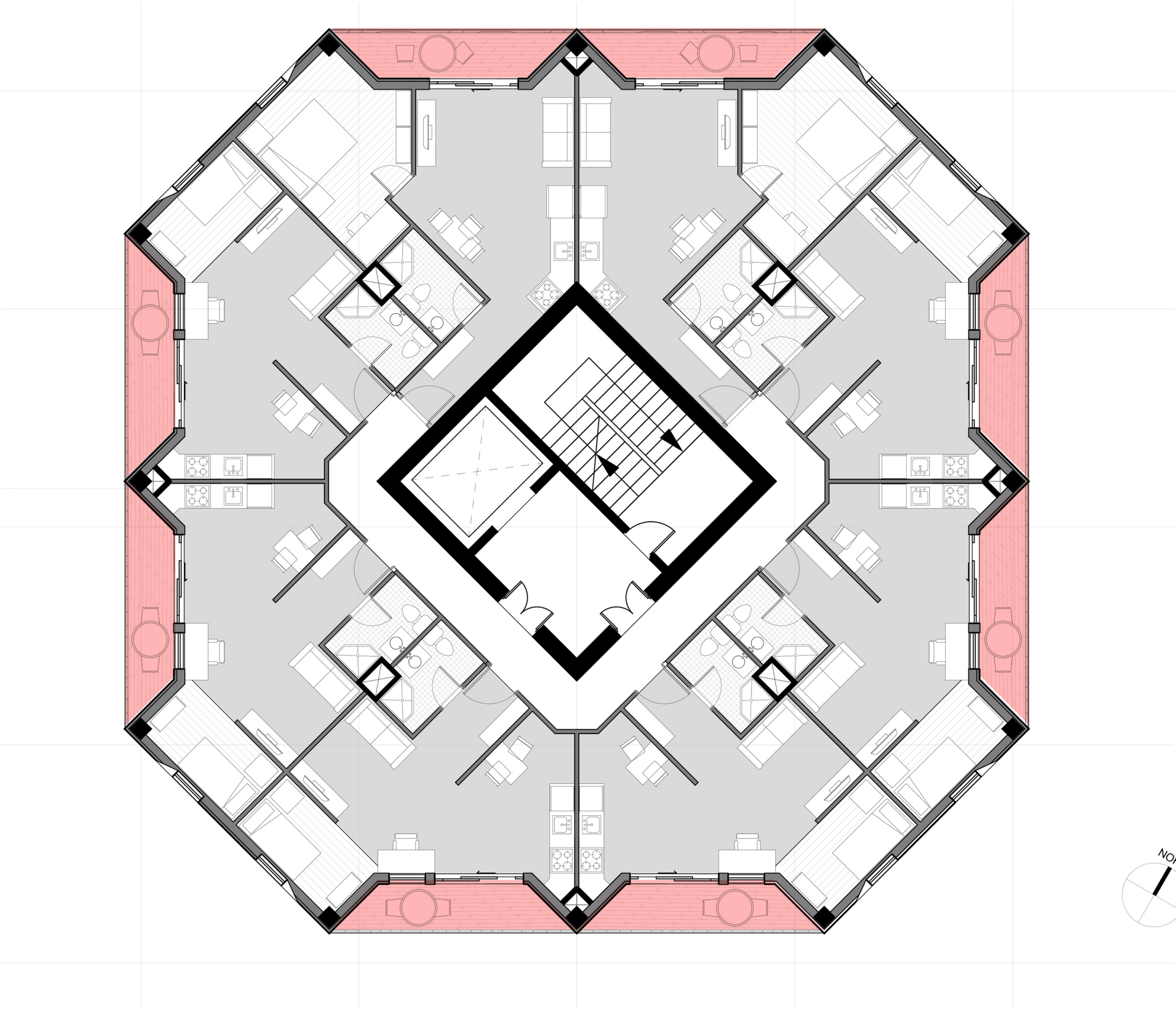
OZ architects (2008)



Jinwei's Design (2023)



Apartment Plan



Intervention part 3

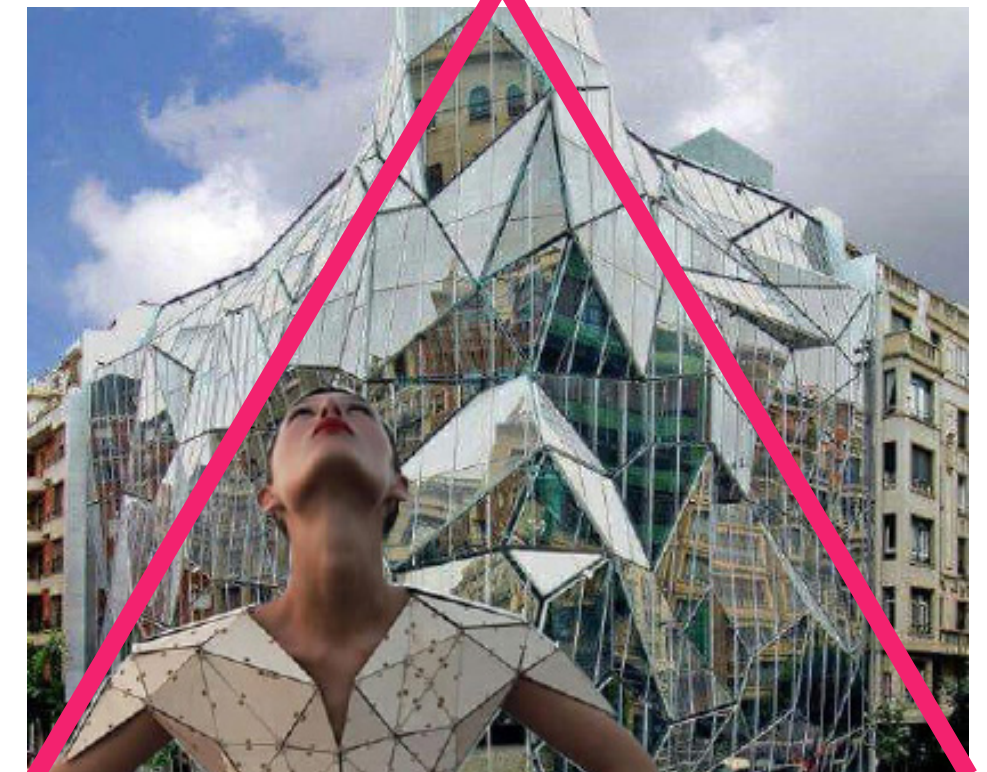
A Balanced Skin Design

A Balanced Skin Redesign - Concept

Sustainability VS Short lifespan

Localization VS Global Trend

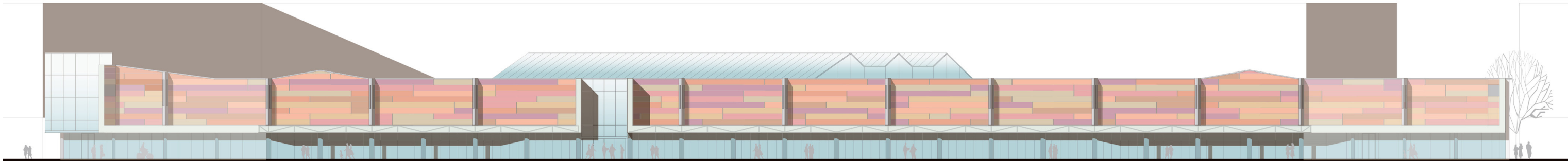
Adaptability VS Temporal Fashion



Change of the facade



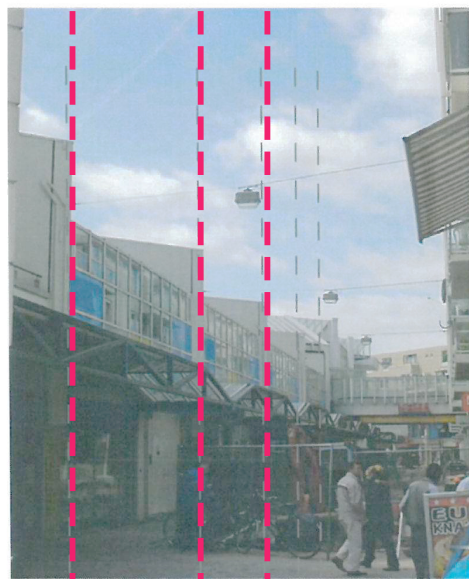
Broek& Bakema (1980s)



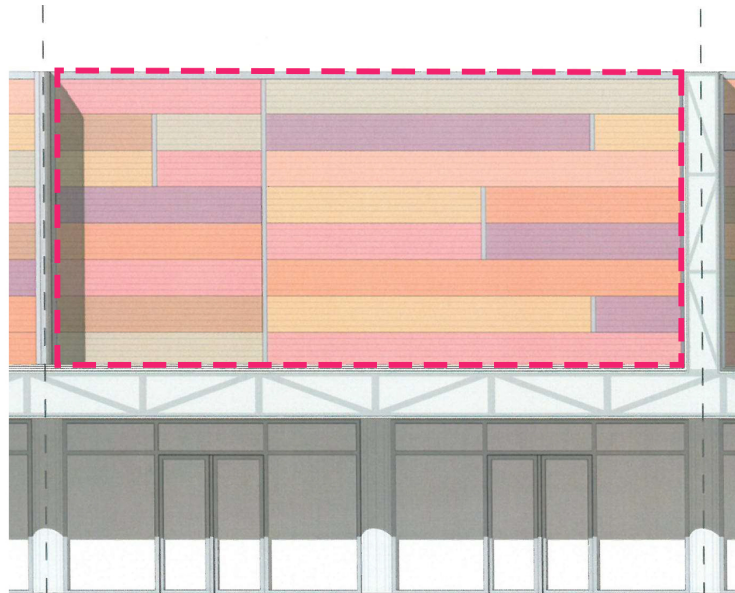
OZ architects (2008)



Nothing is new, but everything together becomes new



Bring old pattern back



Reuse the current material

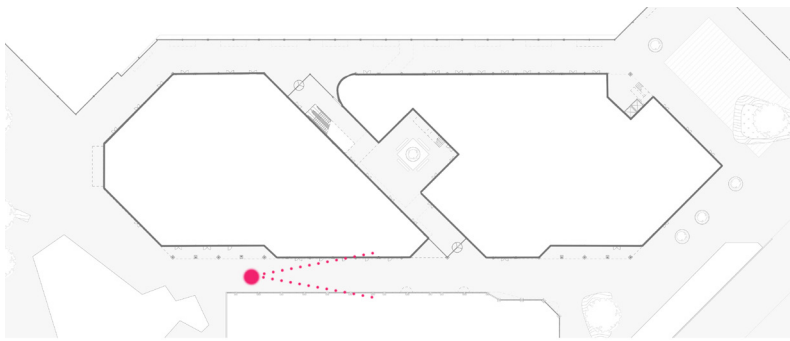


Material from the surrounding

New identities from the old



Change of street views



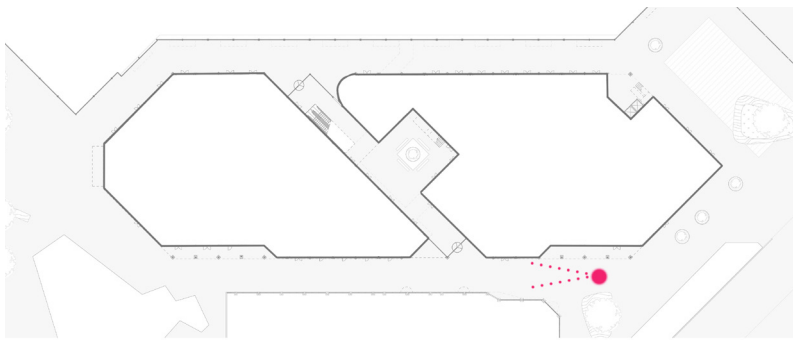
Broek& Bakema (1980s)



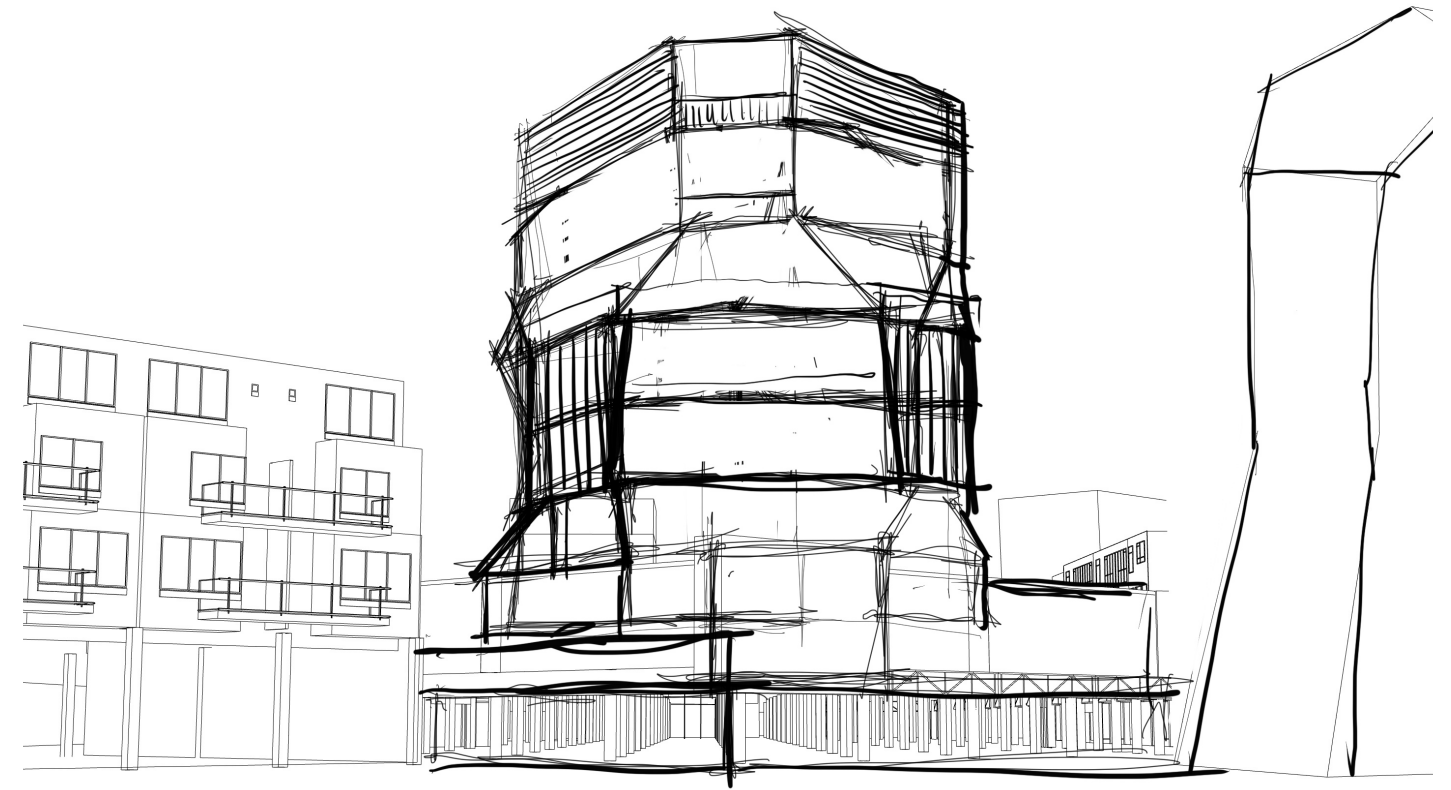
OZ architects (2008)



Change of street views

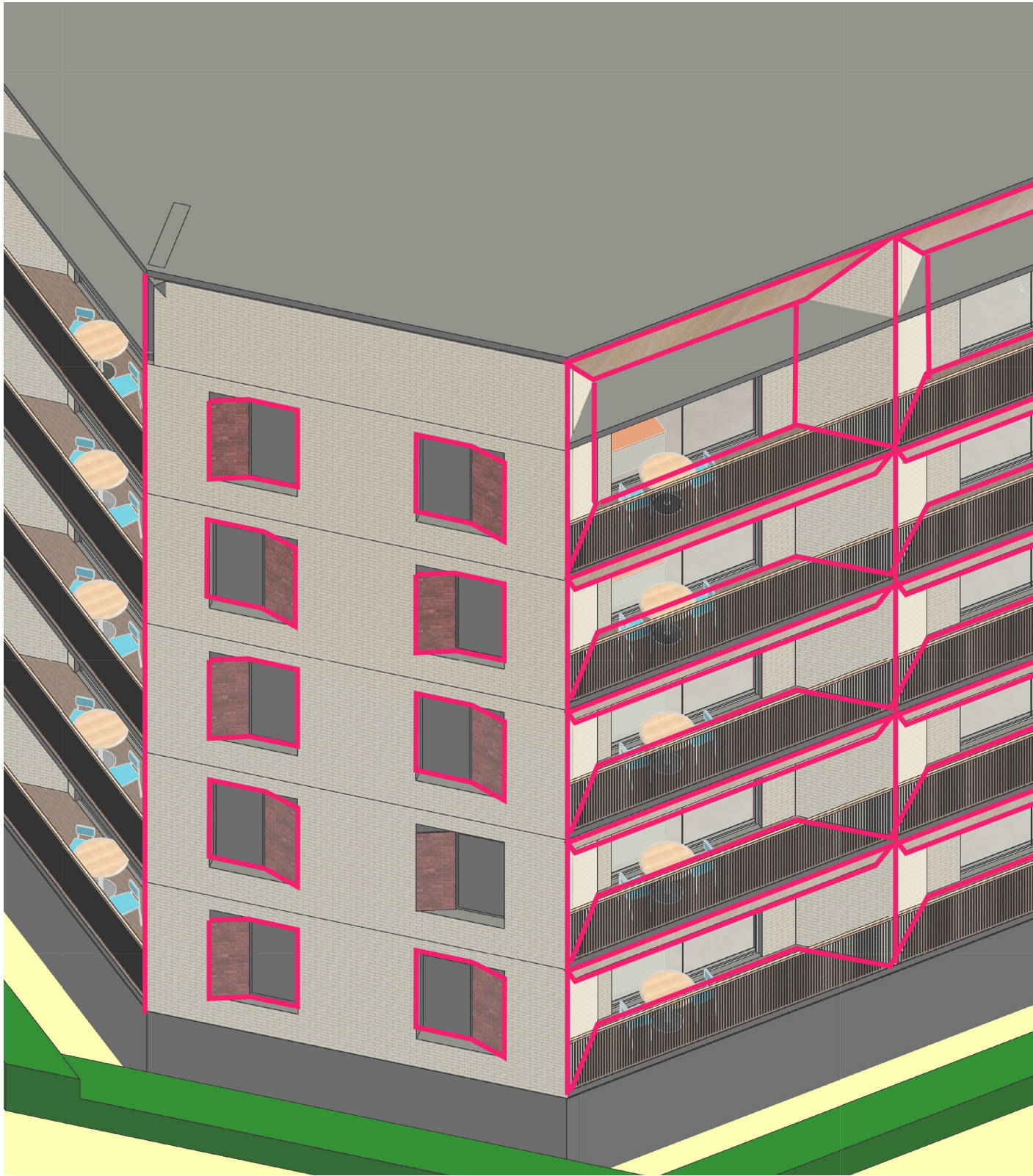
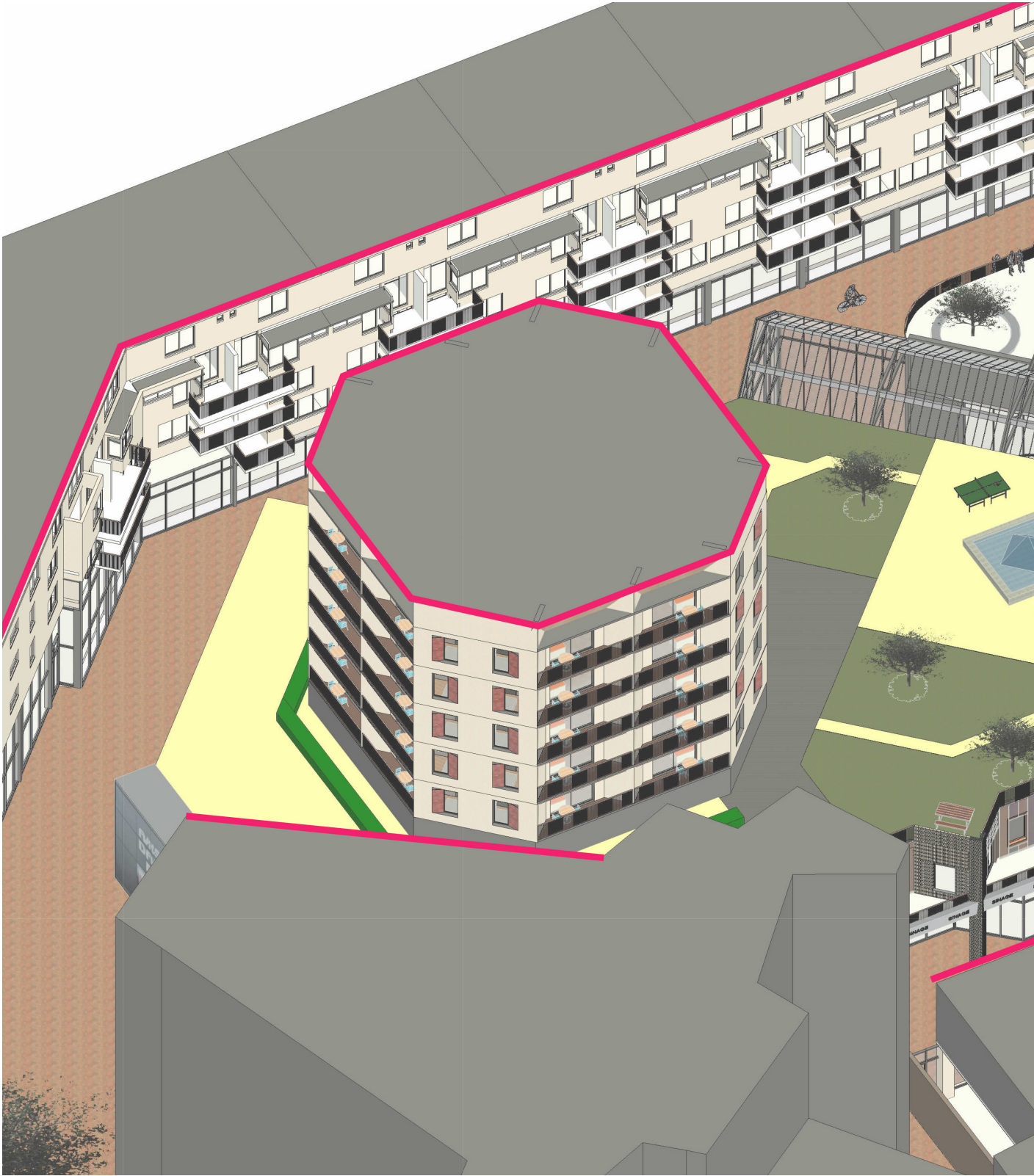


Form study of the tower

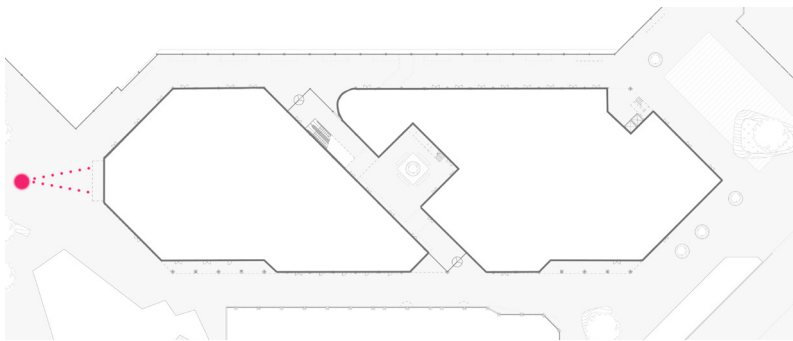


Between regularity & Irregularity

Irregular pattern within the regular shape



From the pit to the landmark



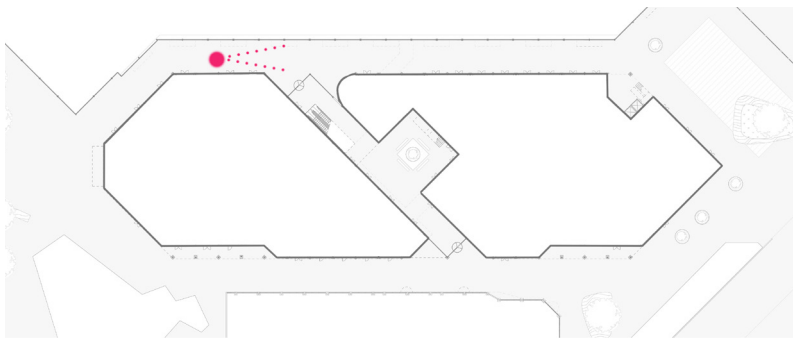
From refusal to invitation



From blind to visual connection



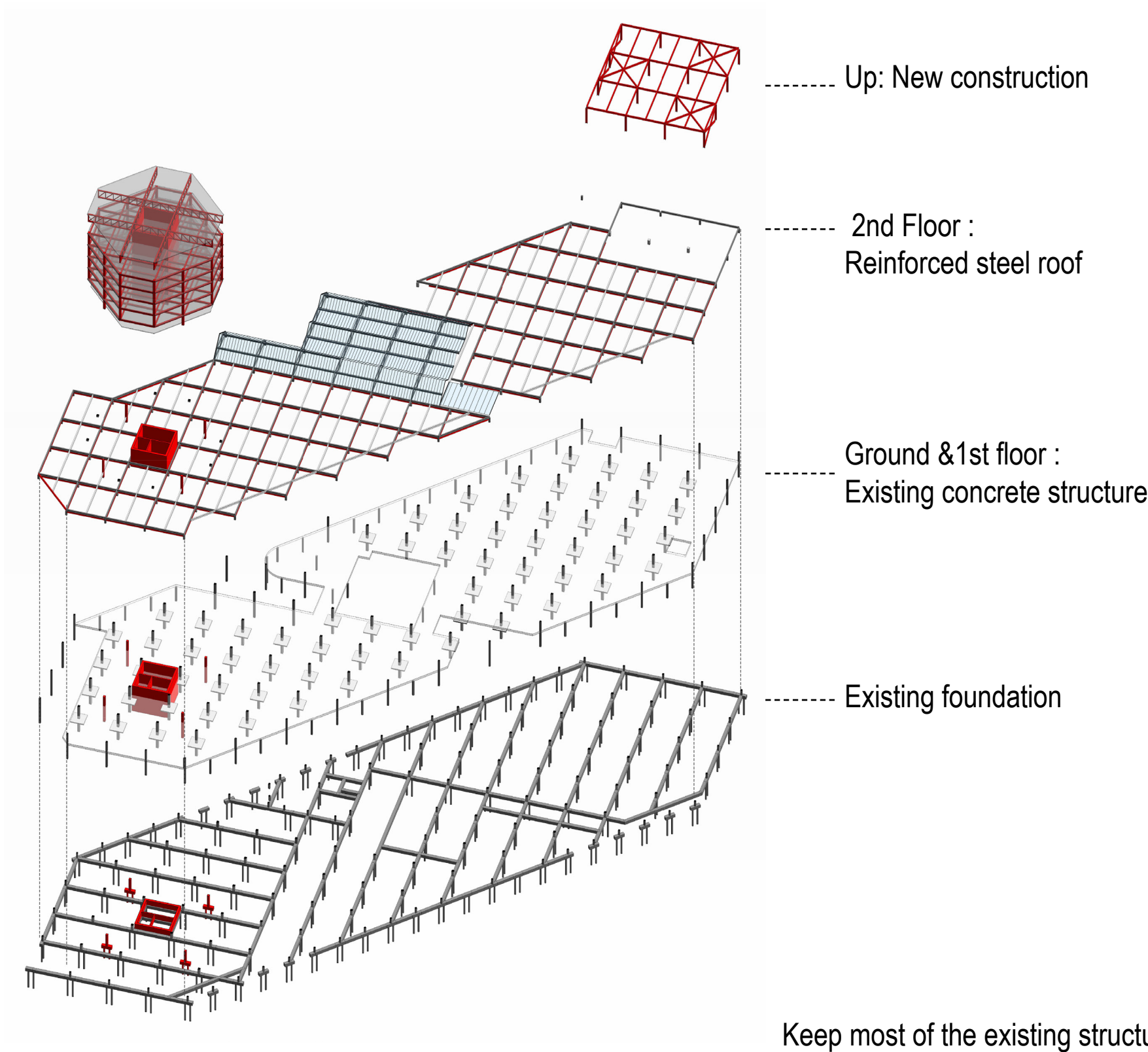
From the black box to urban connection



04

Structure , Detail & Climate

Structure overall strategy

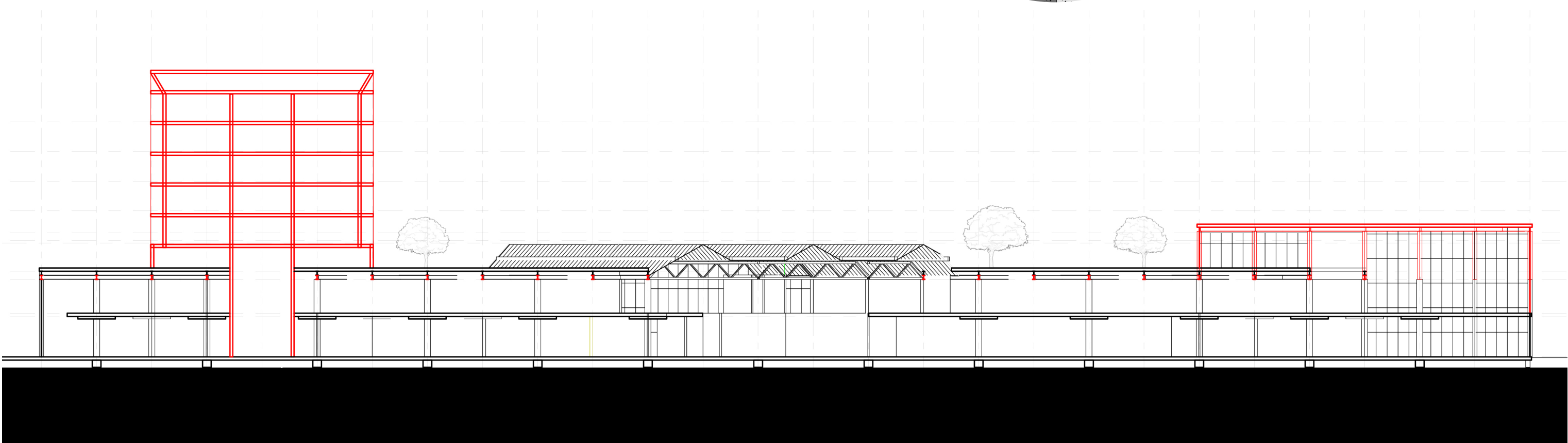
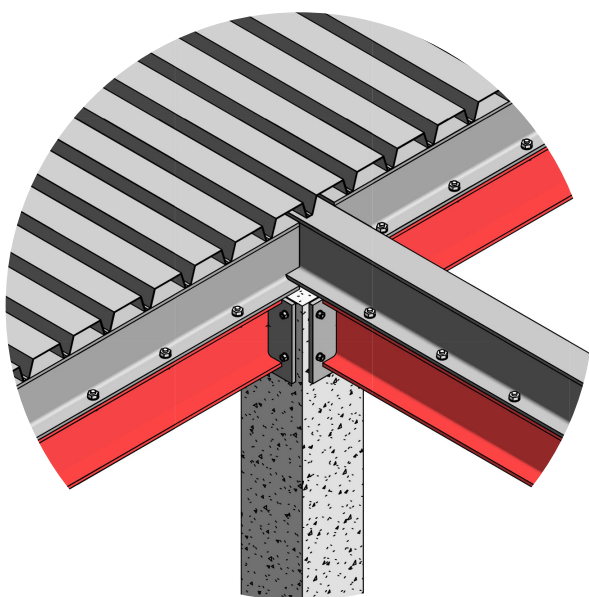
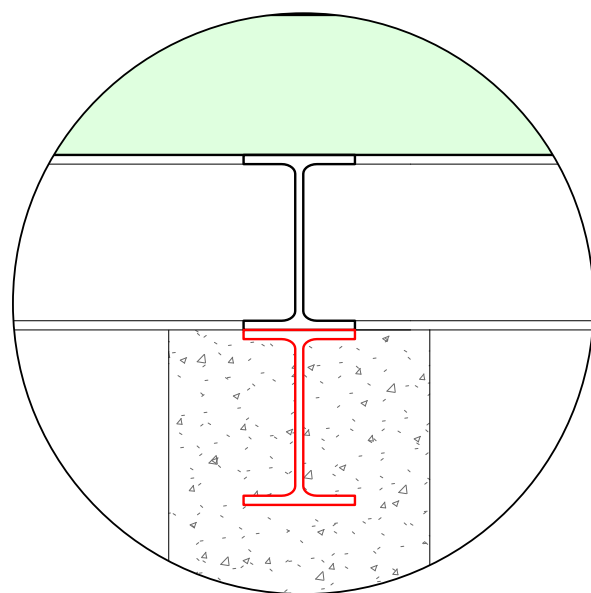


Steel beam on the concrete column

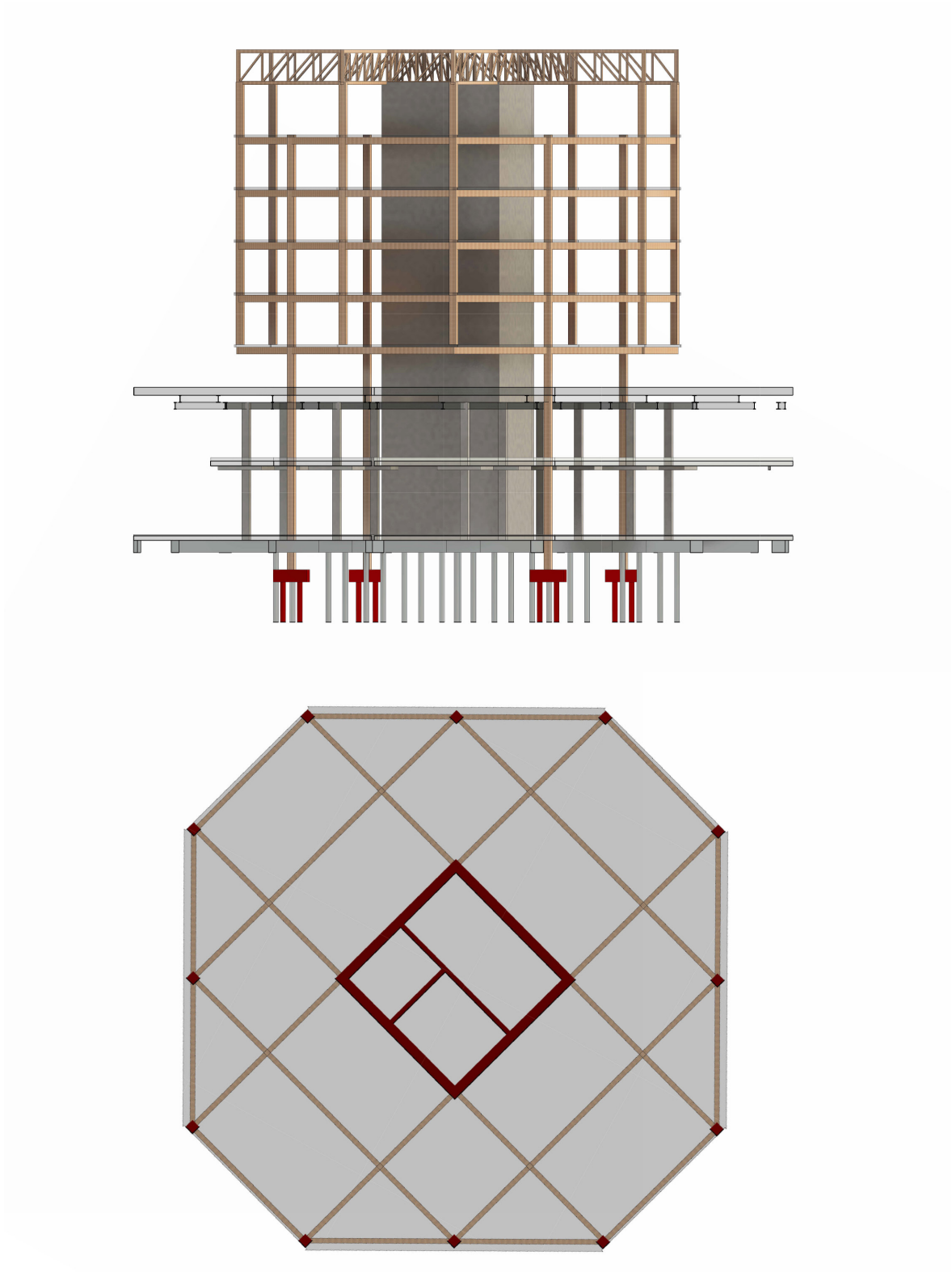
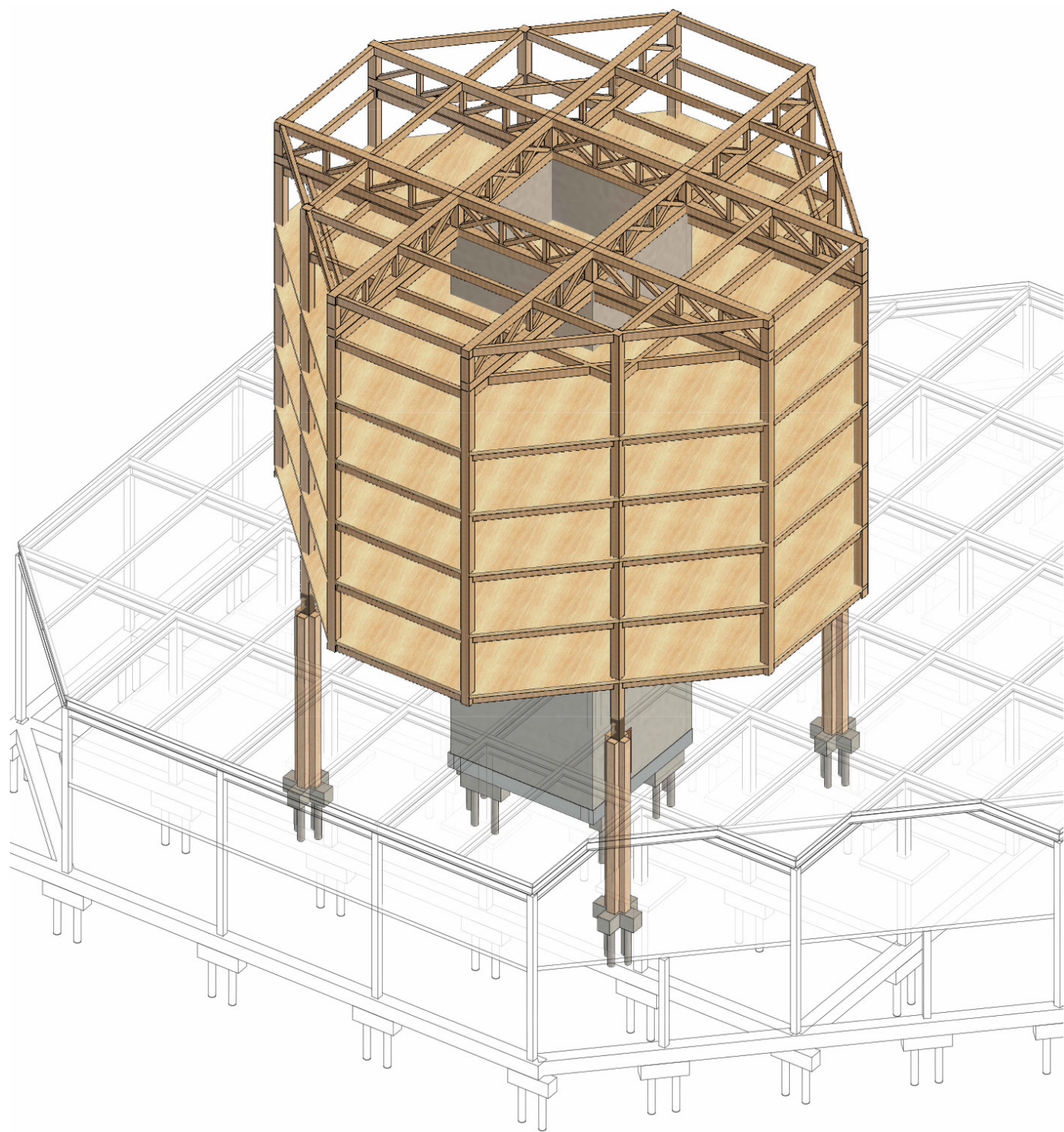


Concrete column with cap

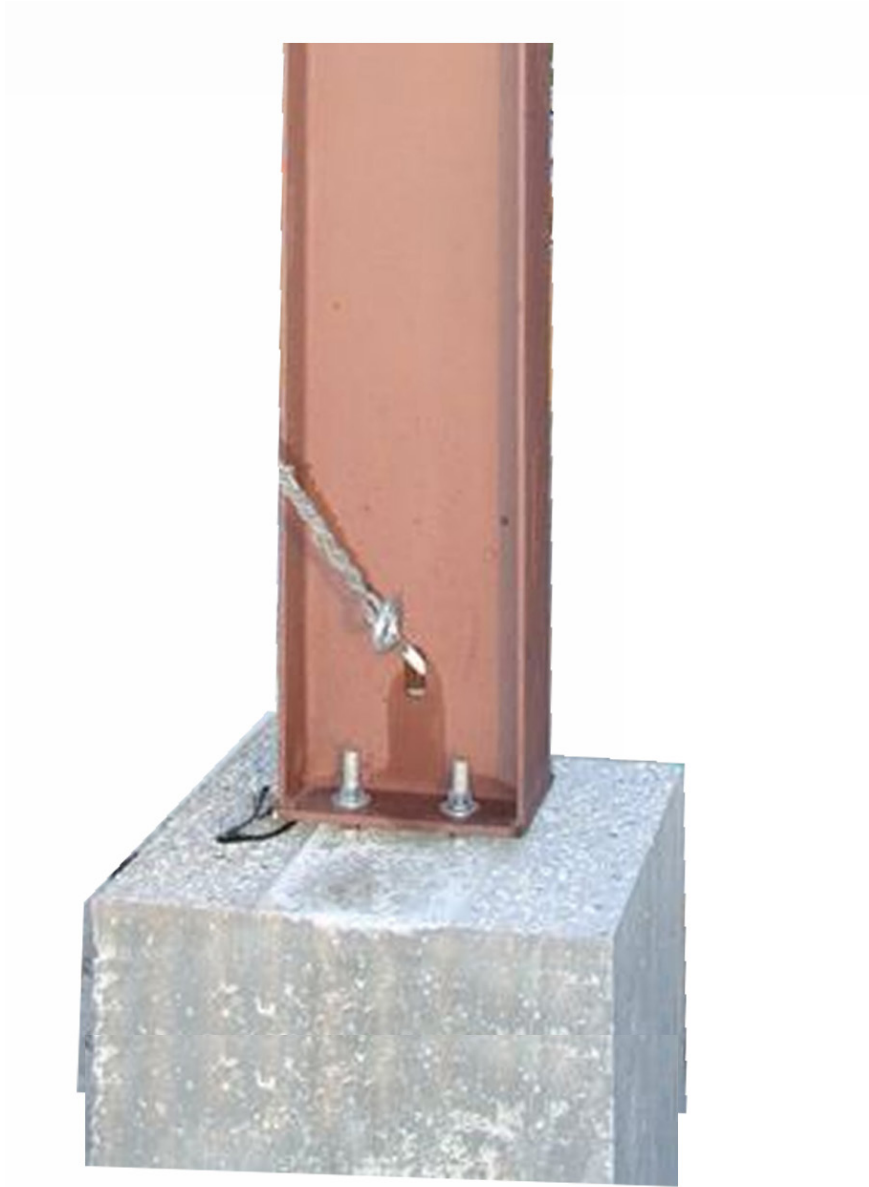
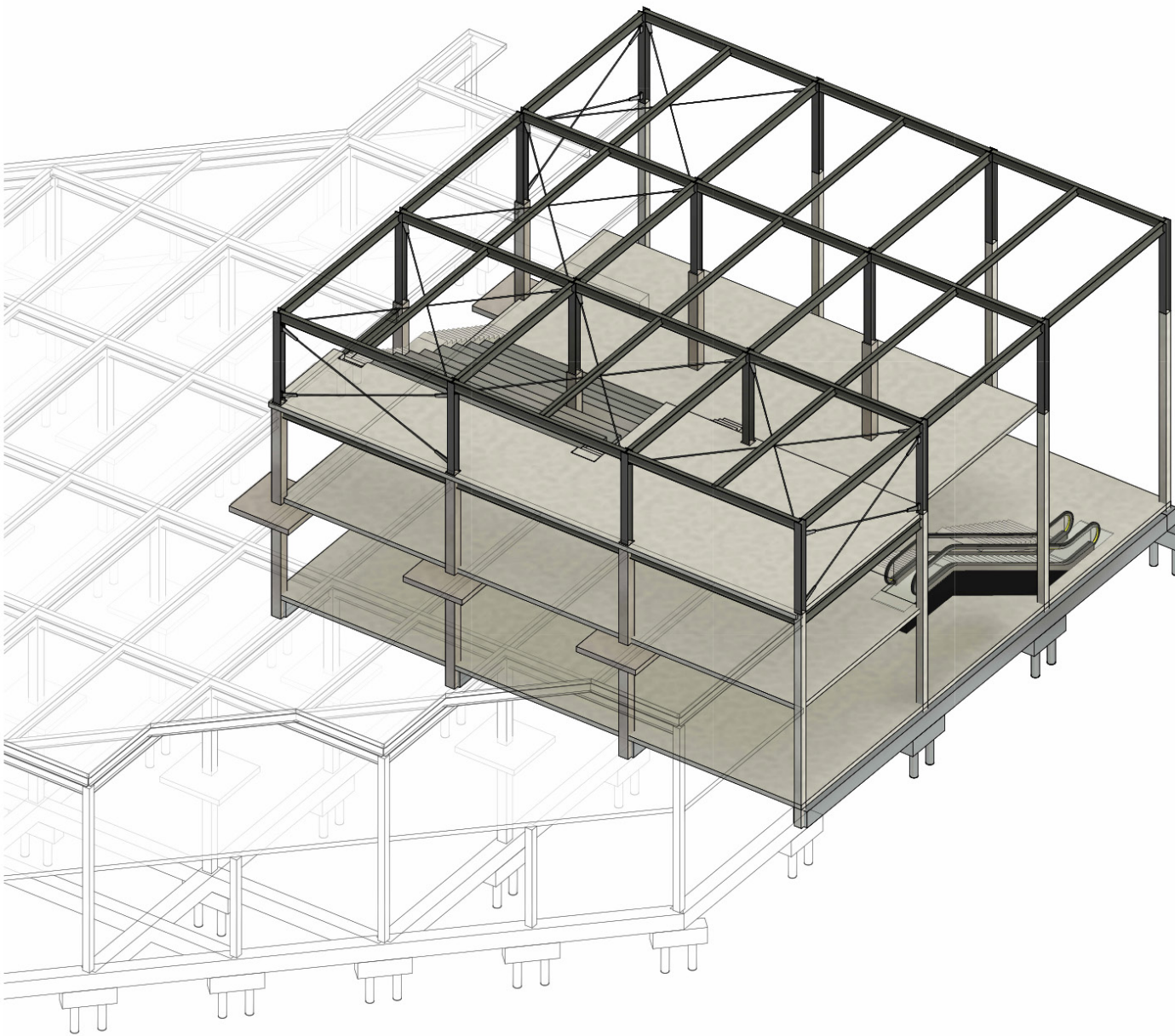
Longitudinal Section



Apartment Tower: Completely Independent (Concrete & Timber)



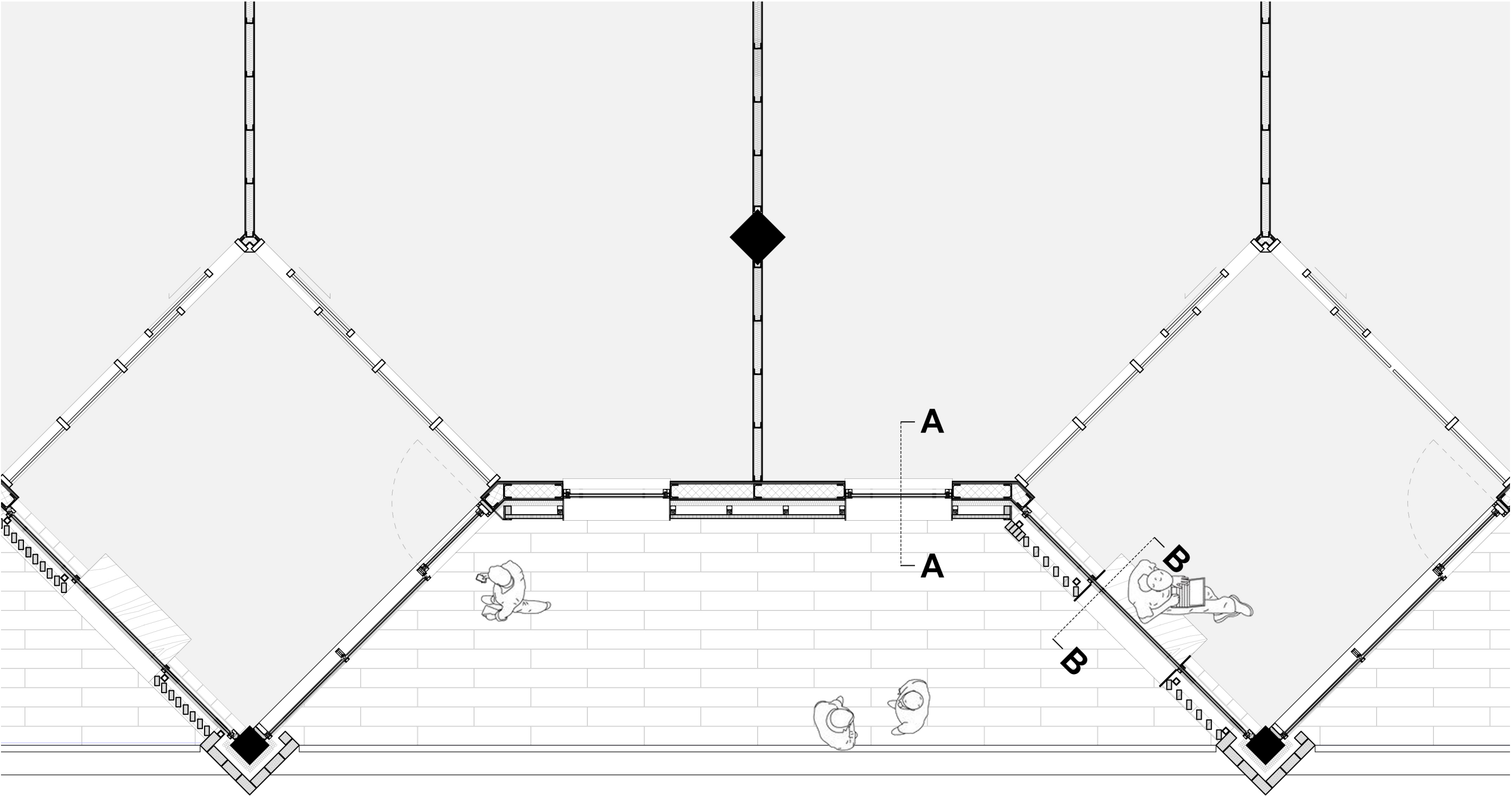
Community Center: Hybrid Between Old & New (Steel)



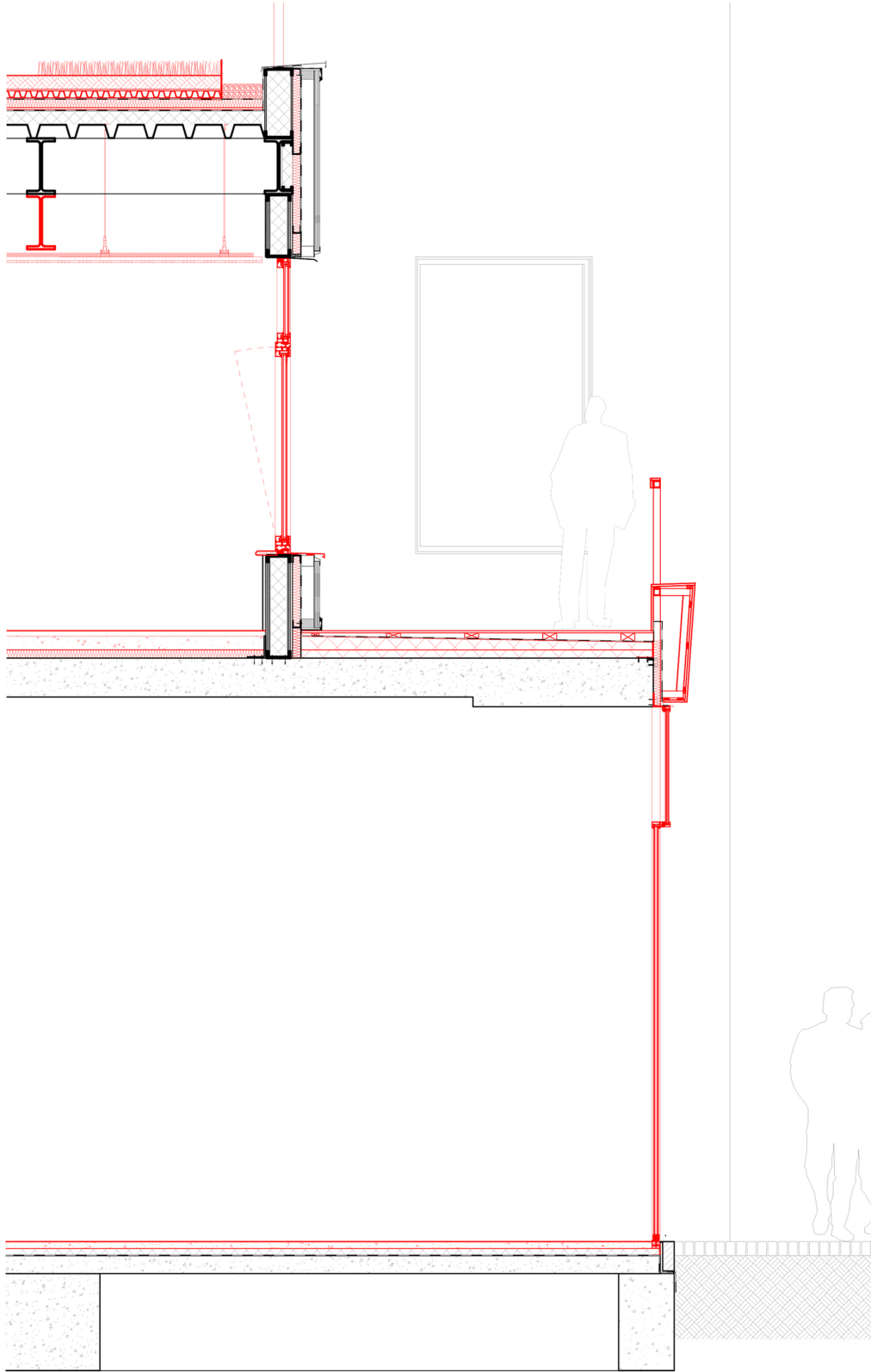
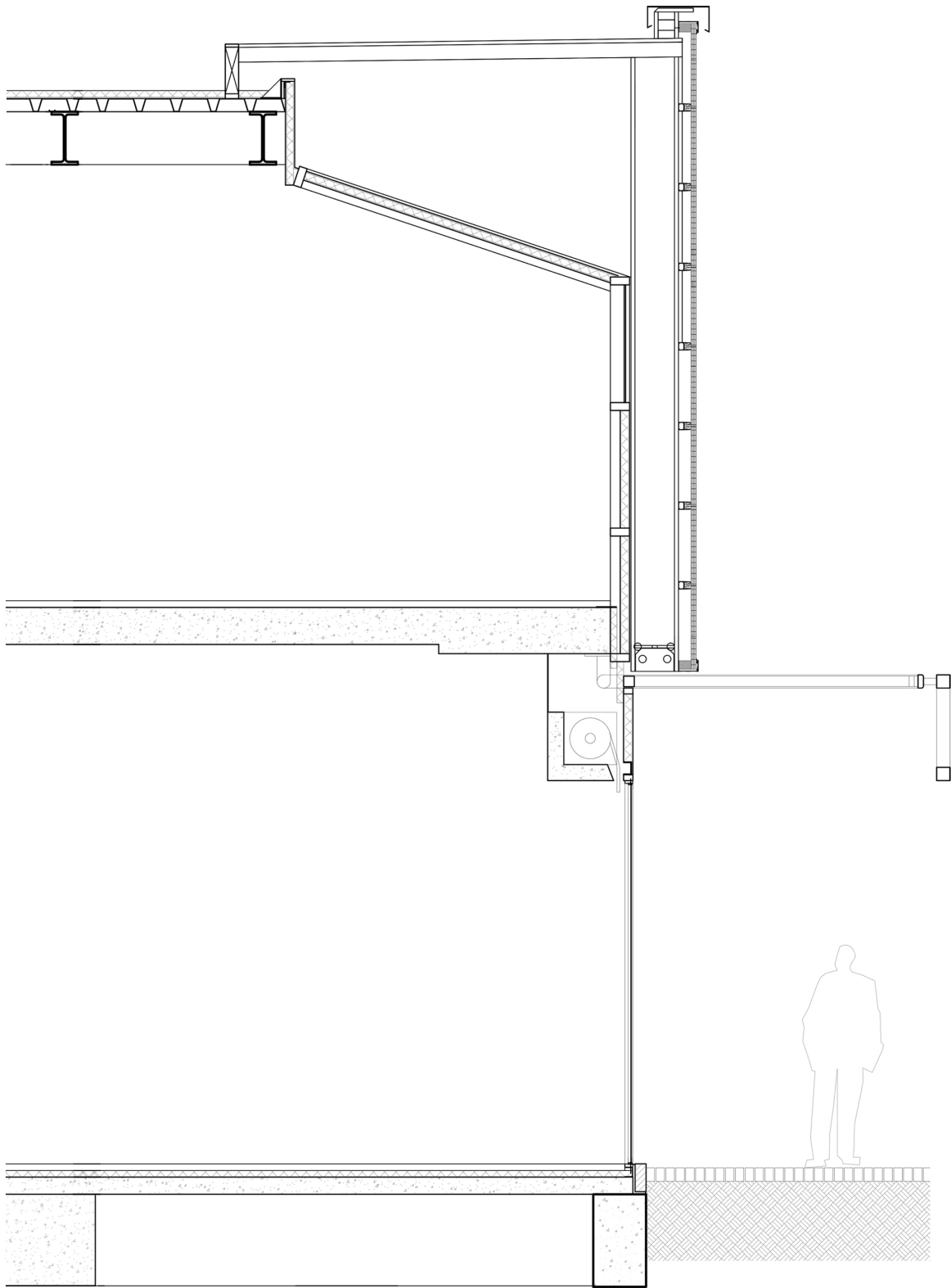
Facade segment



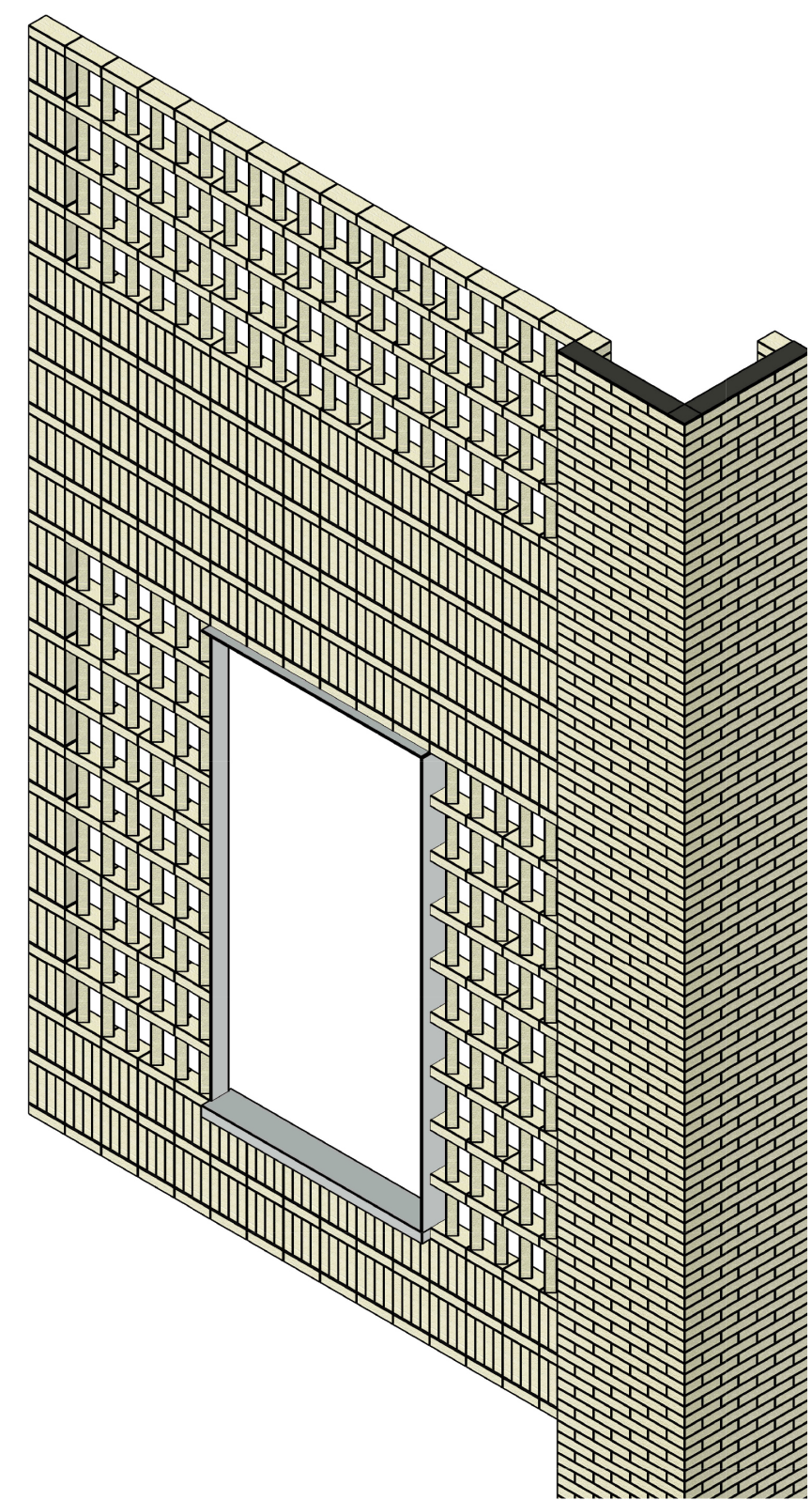
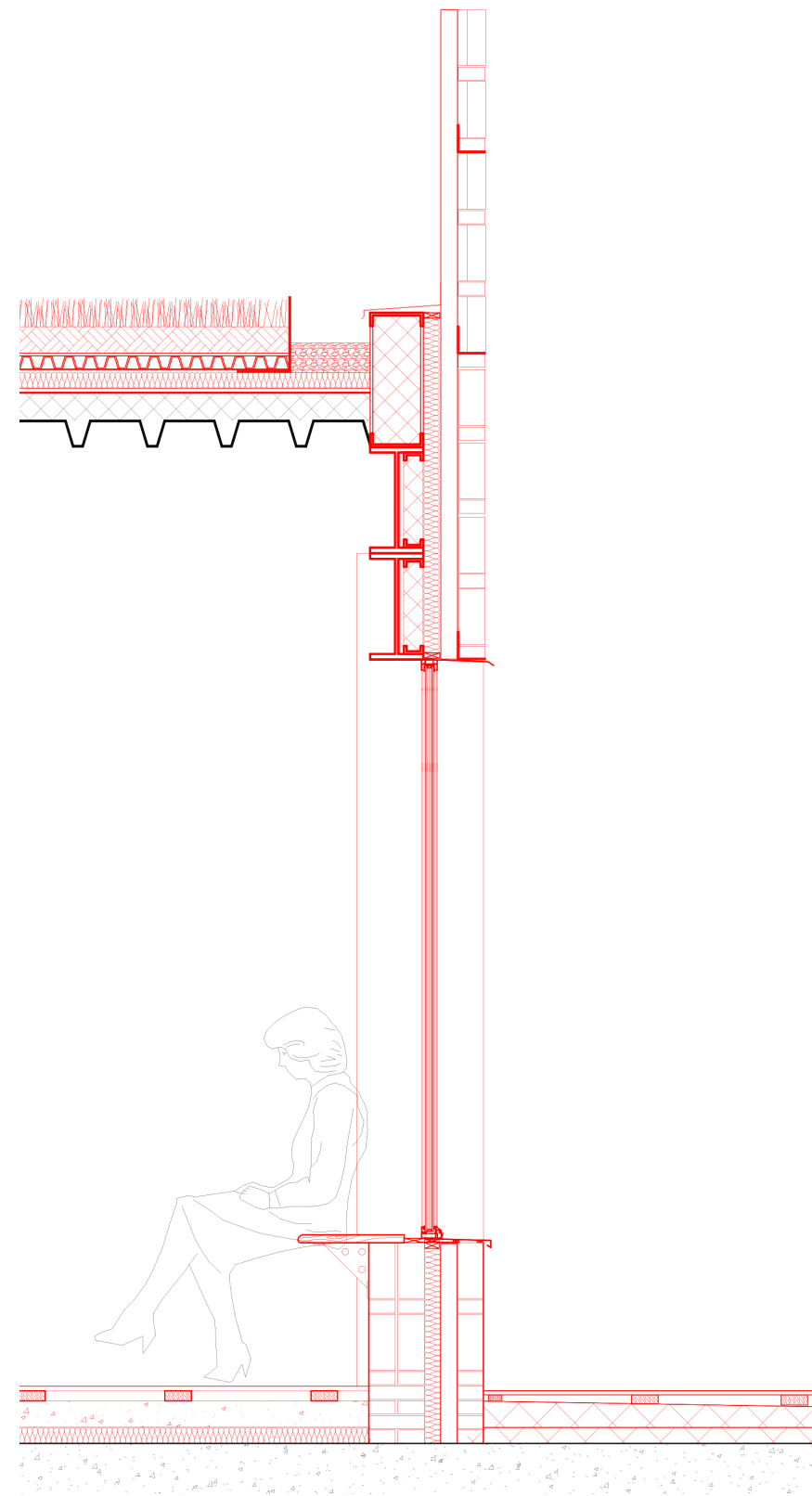
Horizontal section



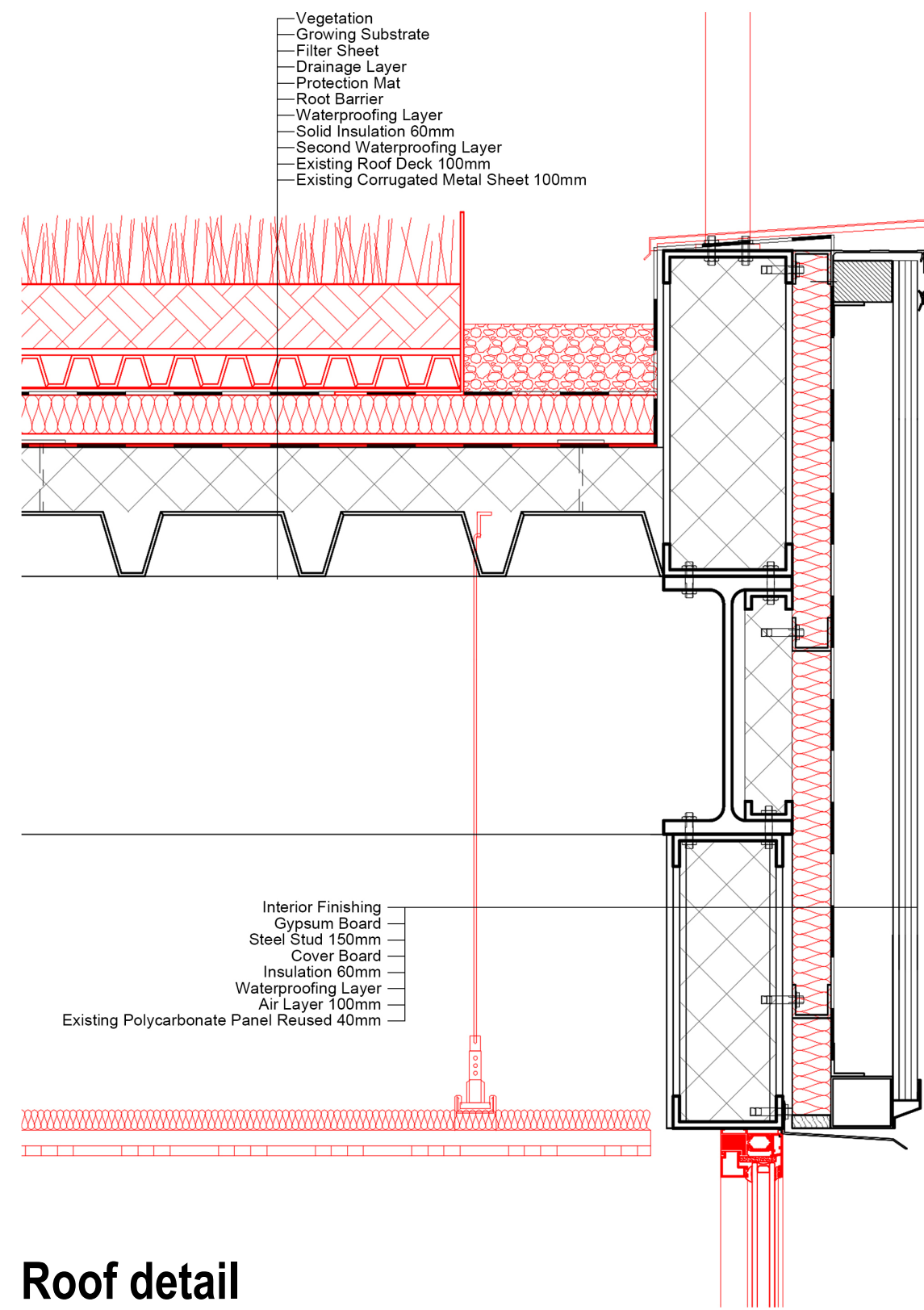
Facade section change



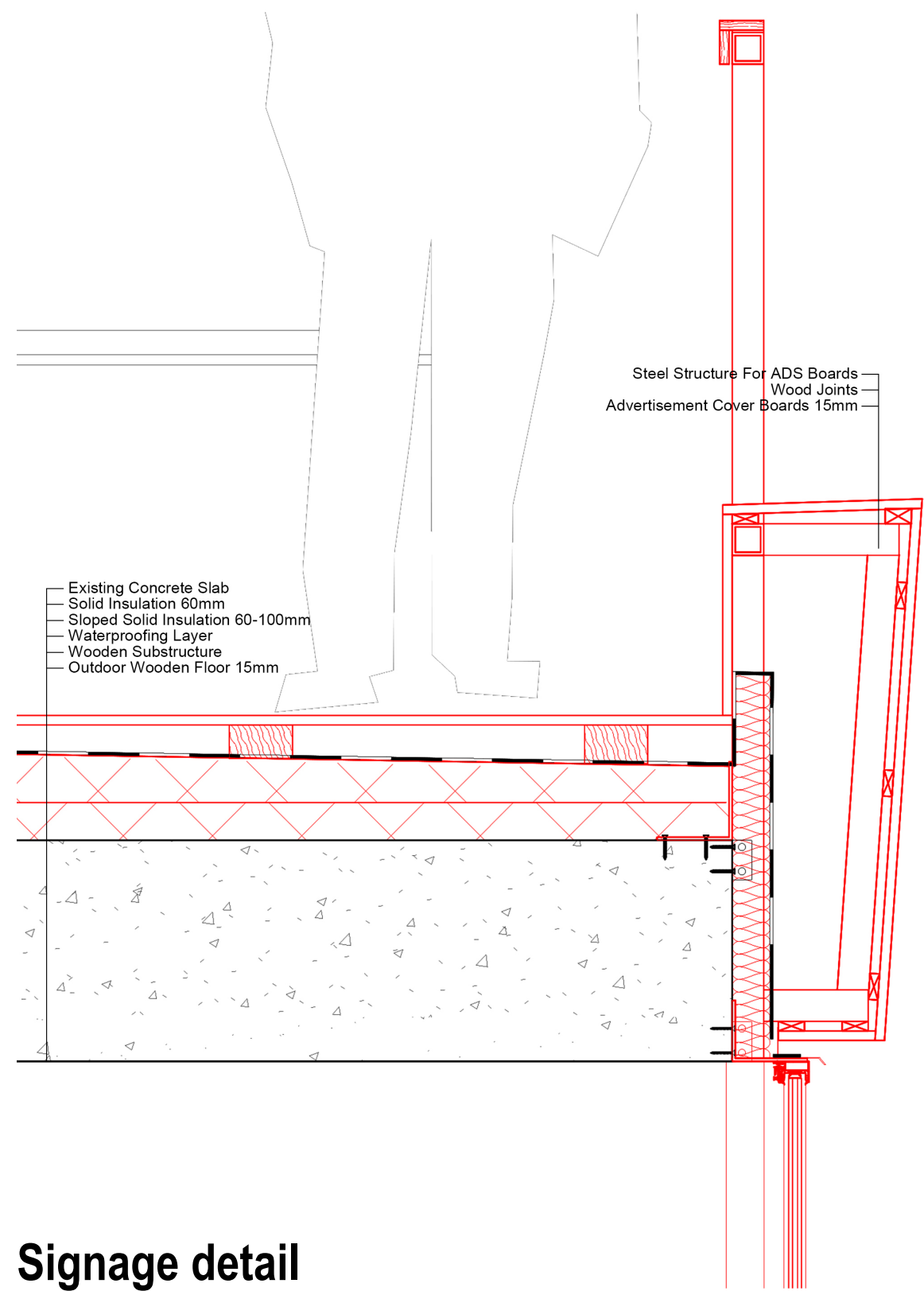
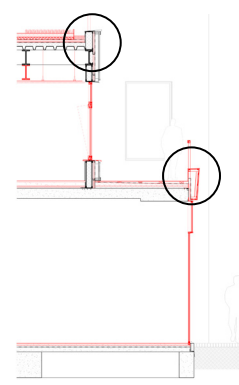
Brick wall section



Details

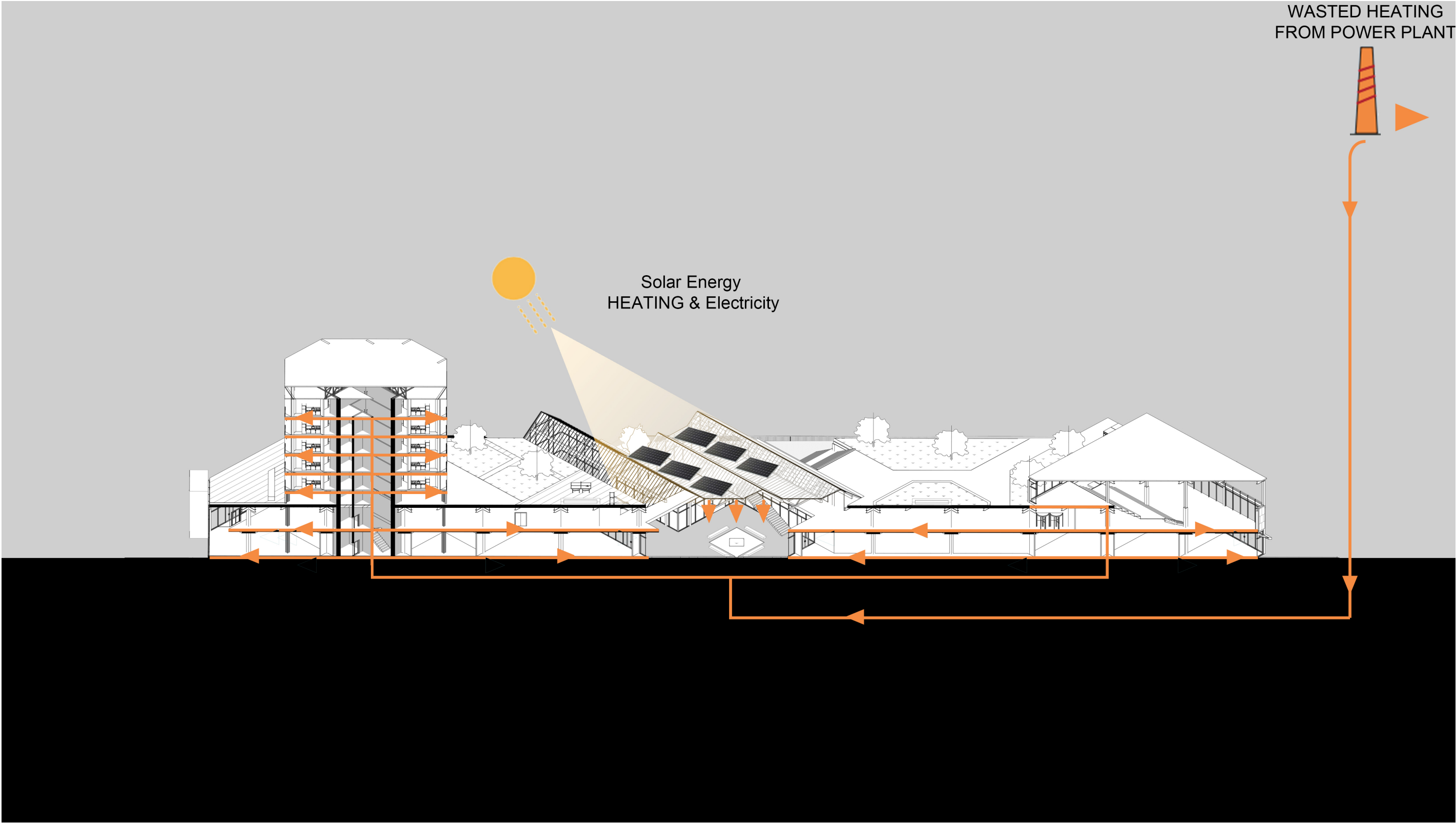


Roof detail

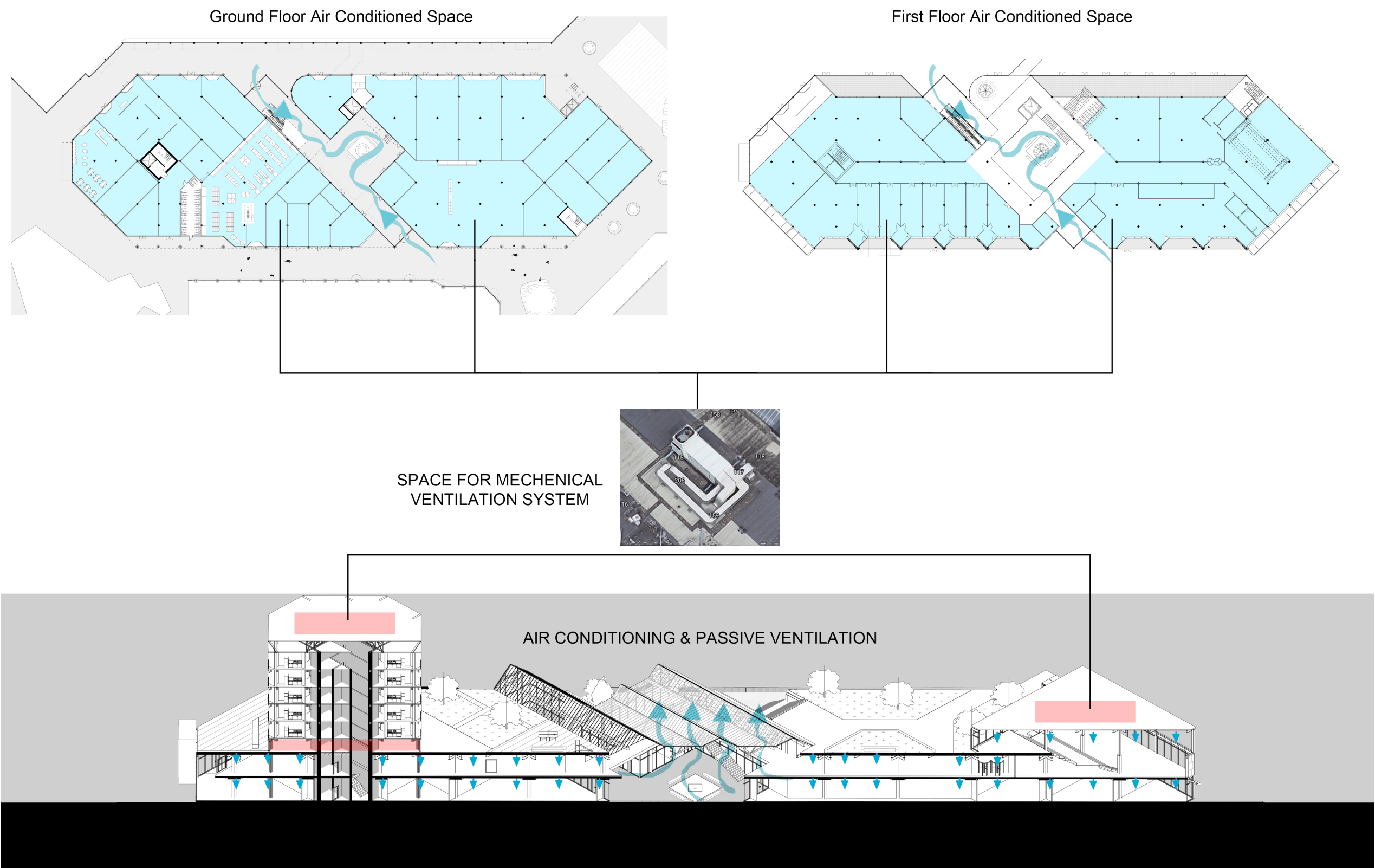


Signage detail

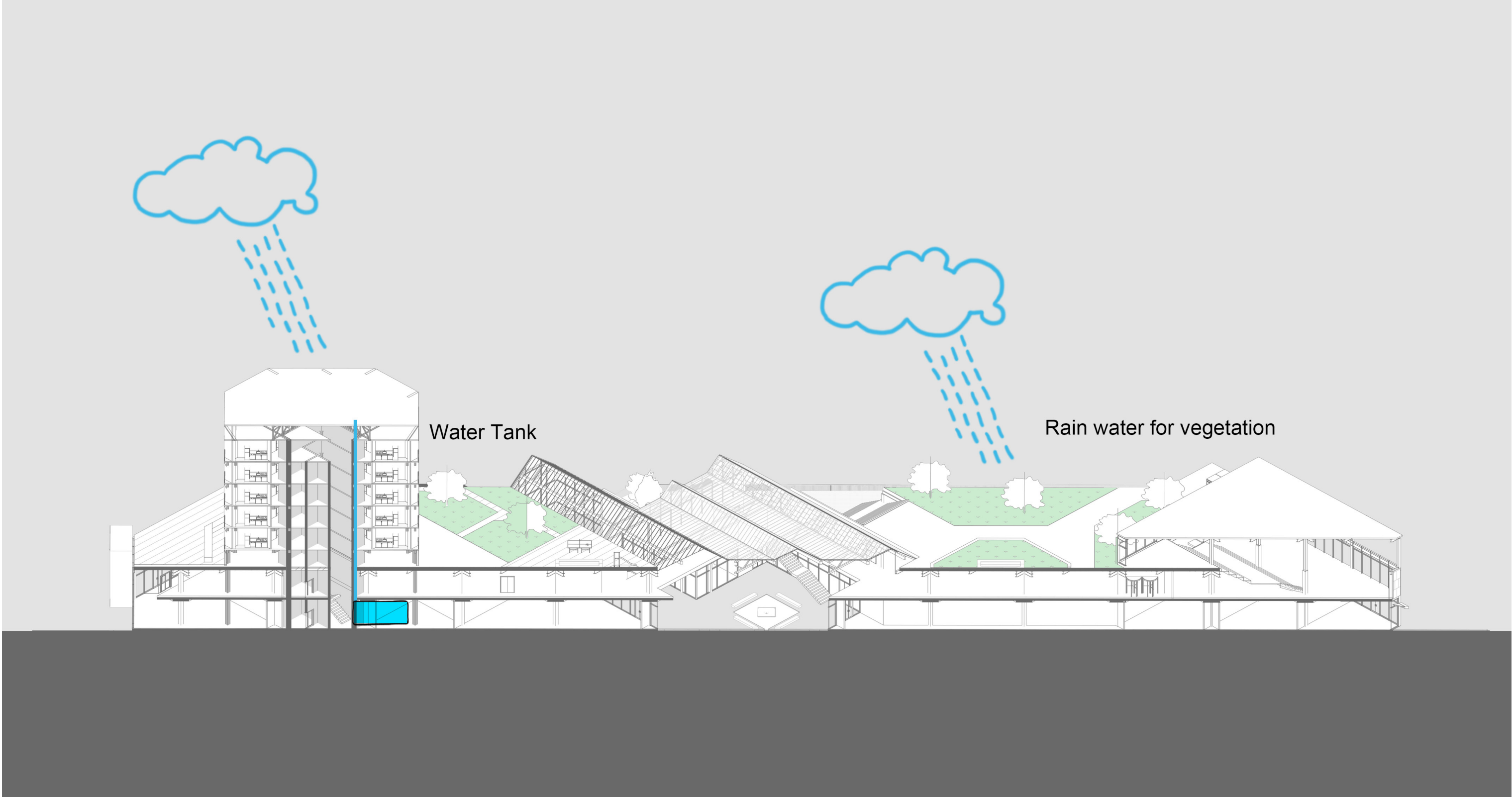
Heating



Cooling



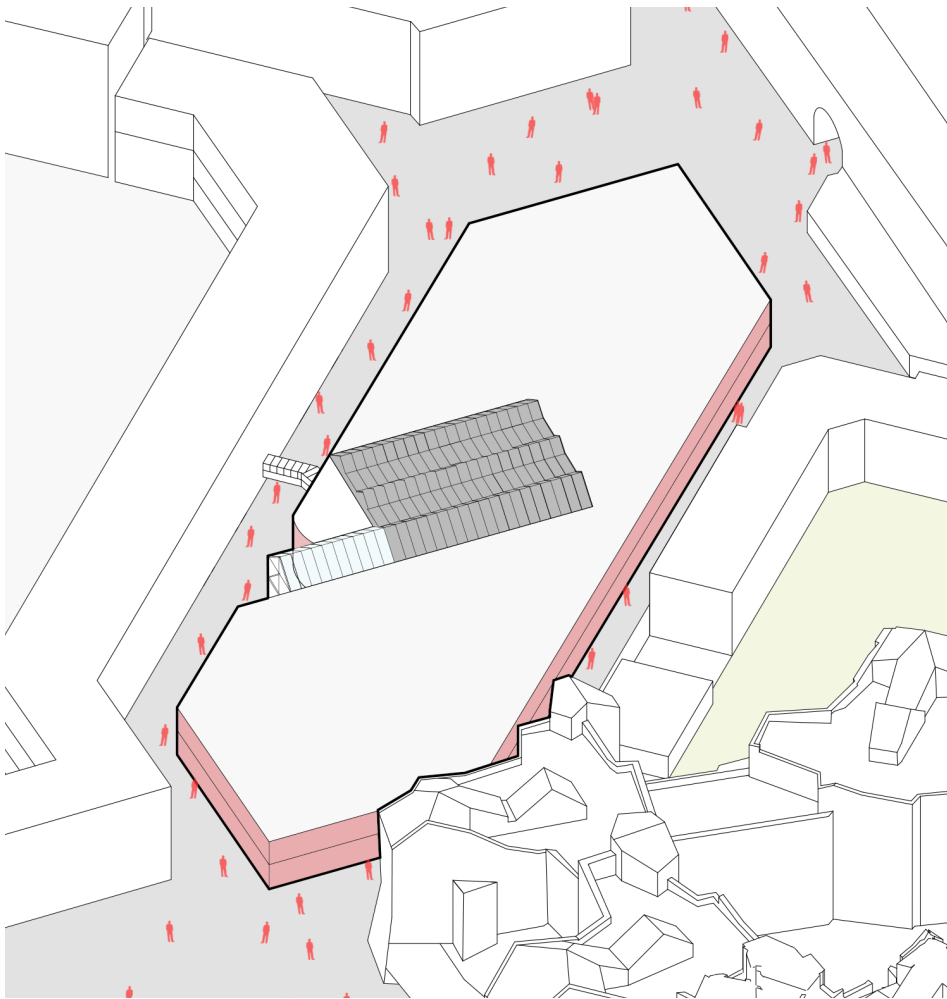
Rainwater collect



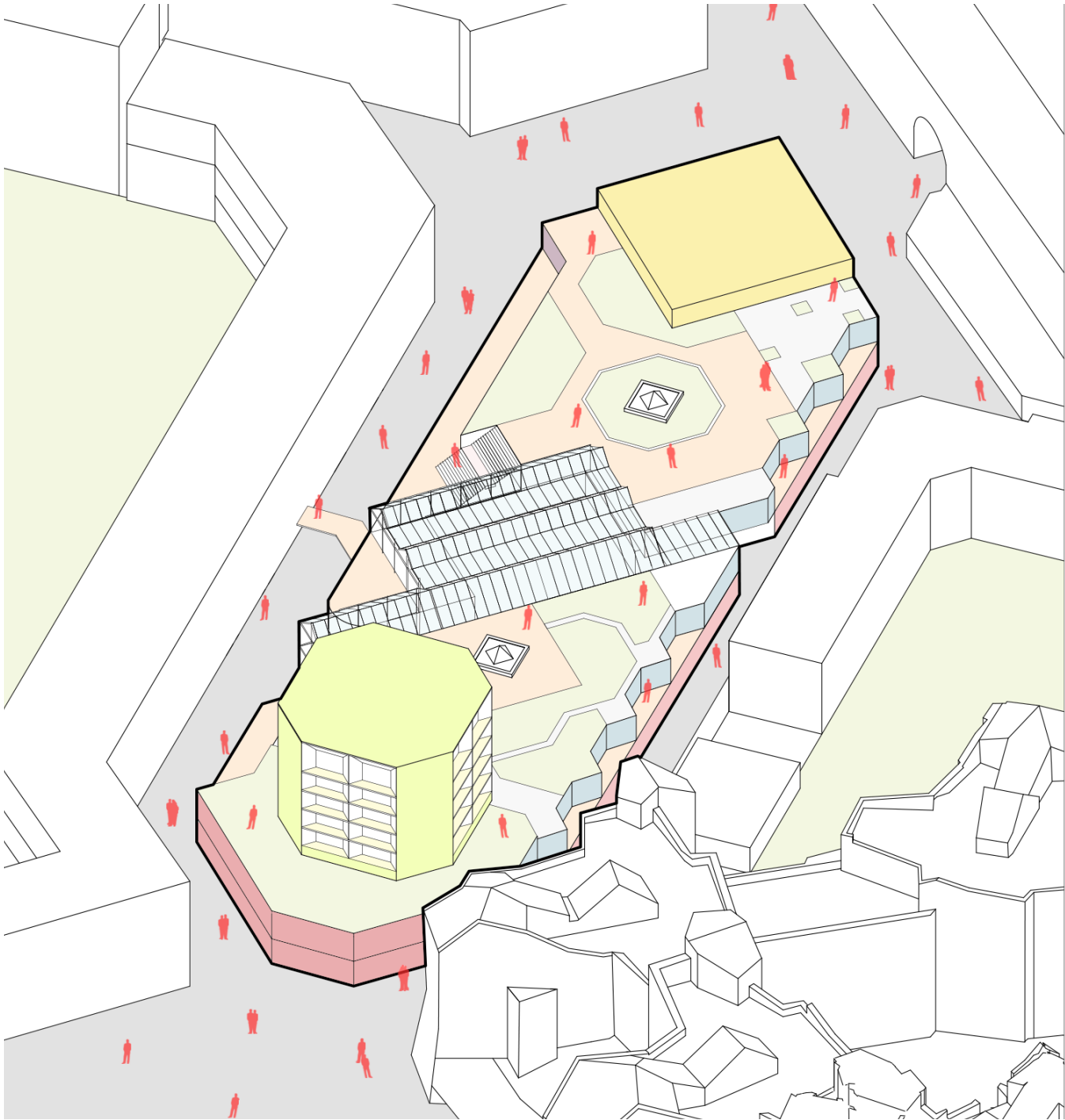
05

Adaptability & Transferability

Overview of Changes



Shopping

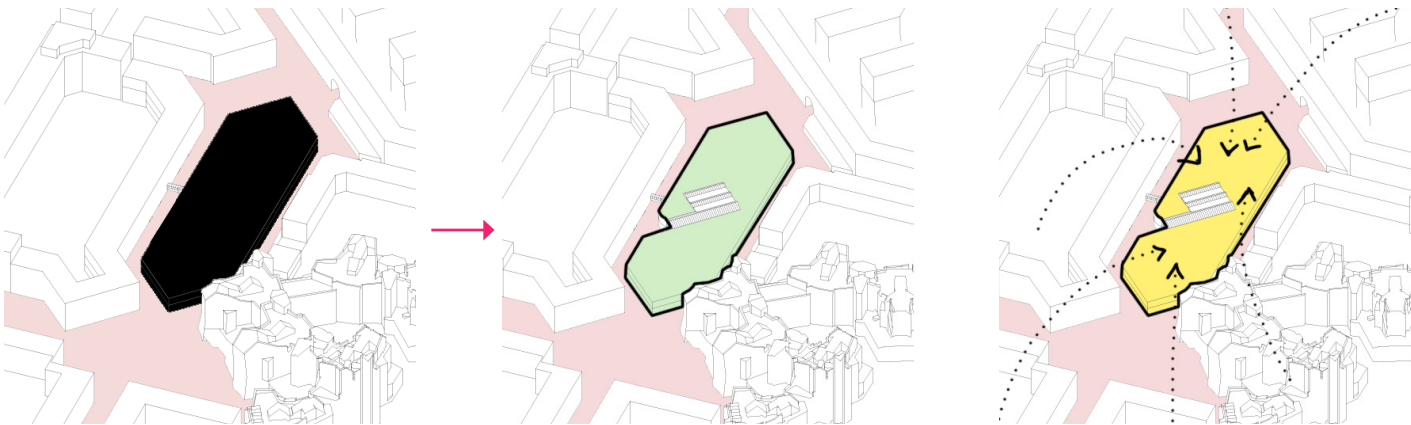


Shopping + Housing + Community Center + Green Heart

Future Adaptability

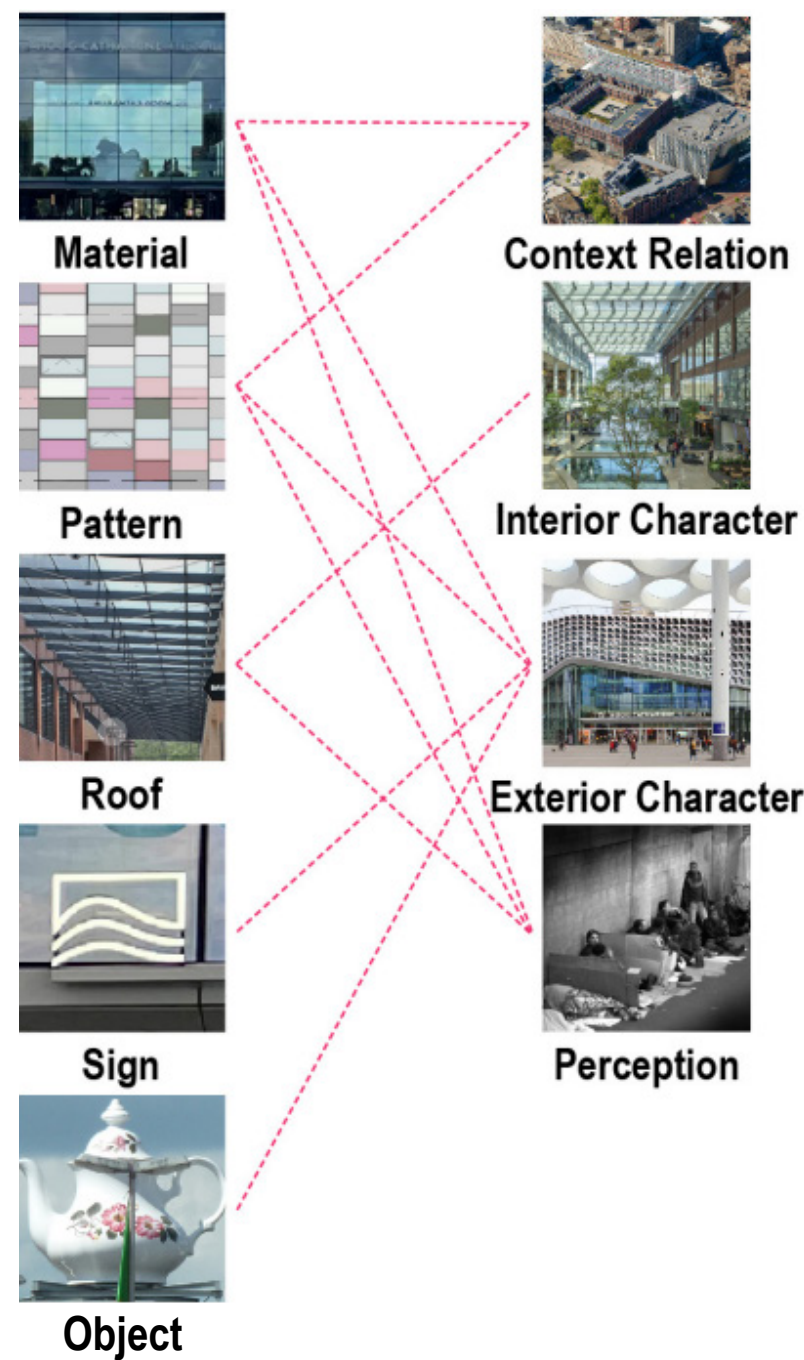


A neighborhood with increased density.



From black box to the green heart and community center of the complex

Transferability - Value Assessment



The taxonomy can be used as a base for other building types

ECOLOGICAL SPIRITUAL ESSENTIAL EXISTENTIAL [COE,1975]	SOCIAL SPIRITUAL EMOTIONAL (IND.) EMOTIONAL (COL.) ALLEGORICAL [SPAB,1877]	ECONOMIC USE NON-USE ENTERTAINMENT ALLEGORICAL [COE,1966]
AGE SPIRITUAL ESSENTIAL EXISTENTIAL [SPAB,1877]	VALUES OTHER [1877-2005]	POLITICAL EDUCATIONAL MANAGEMENT ENTERTAINMENT SYMBOLIC [ICOMOS,1967]
SCIENTIFIC WORKMANSHIP TECHNOLOGICAL CONCEPTUAL [RIBA,1904]	AESTHETICAL ARTISTIC NOTABLE CONCEPTUAL EVIDENTIAL [SPAB,1877]	HISTORIC EDUCATIONAL HISTORIC-ARTISTIC HISTORIC-CONCEPTUAL SYMBOLIC ARCHAEOLOGICAL [SPAB,1877]

7 Reply

Still Wanderer | Italy in 4k 2 years ago 翻译
Beautiful as usual Thomas. Thanks for showing us Utrecht. Have fond memories of it!

3 Reply

Ambient Walking 2 years ago 翻译
I really like this journey. It's so calm and soothing for my mind. I am looking forward to new videos from you! Thanks! :)

4 Reply

4 replies

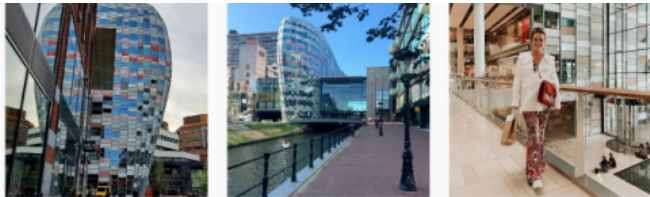
Nomad Walks 2 years ago 翻译
Great tour my friend. The Mall looks amazing 🙌🙌

4 Reply

1 reply

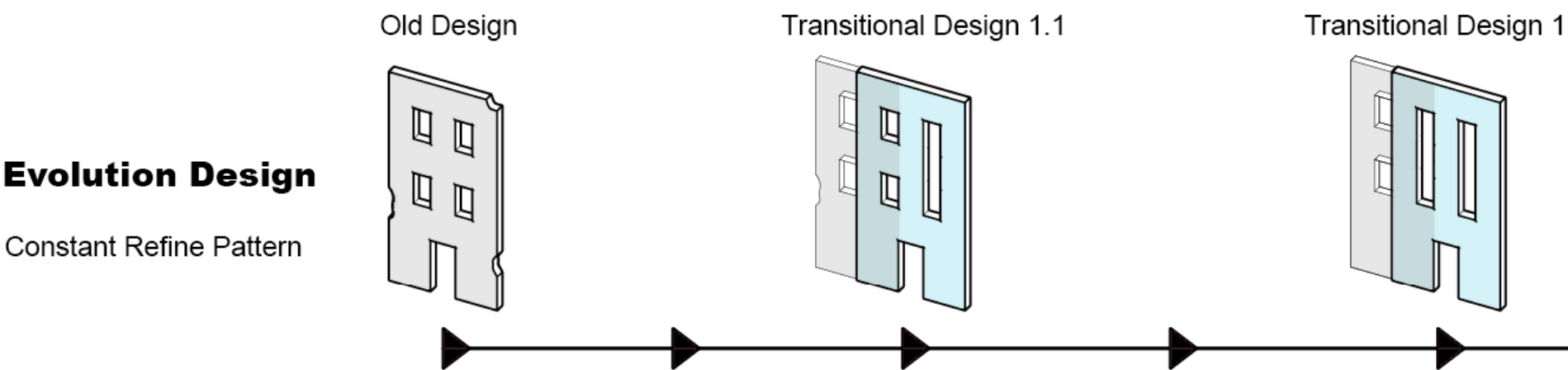
Celtic Paths 4k 2 years ago 翻译
I love this commercial areas at the stations, they are always perfect while you are waiting for the transport. Like 61

Reply



Social media could be a good source for many non-listed buildings

Transferability - Design mindset for young heritage buildings



Reduce the amount of causal demolition
Preserve the traces of city development
Move towards sustainable and circular development

Many Thanks !
to all my mentors, friends and family.