

# A SEQUEL TO VROOM & DREESMANN

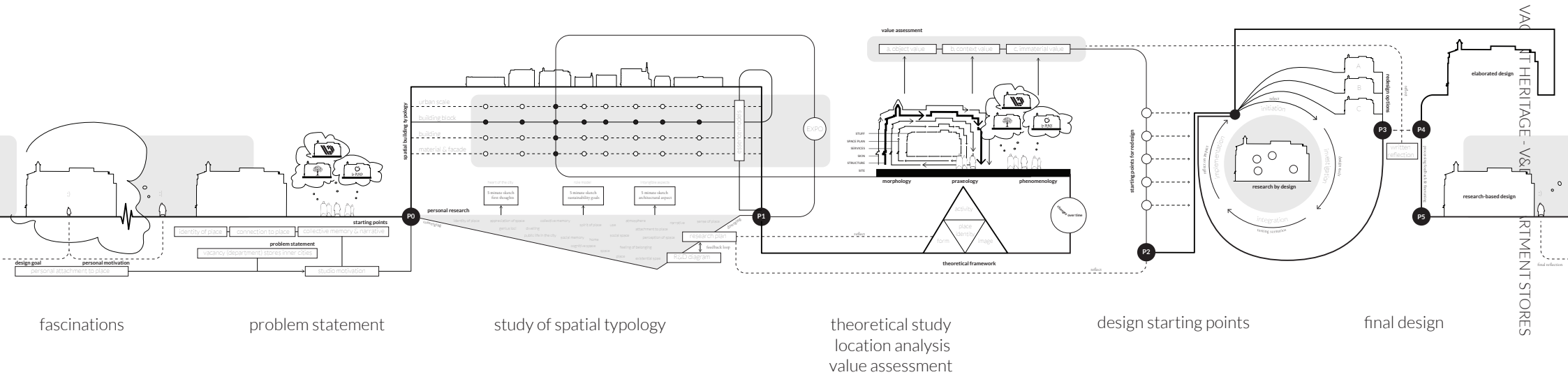
design mentor  
Lidy Meijers

research mentor  
Hielkje Zijlstra

building technology mentor  
Frank Koopman

delegate board of examiners  
Gregory Bracken





fascinations

problem statement

study of spatial typology

theoretical study  
location analysis  
value assessment

design starting points

final design

overview of presentation



~~CATHEDRAL OF  
CONSUMPTION~~

TEMPLE OF POP

**'Kabinet moet meedenken om  
kaalslag in winkelstraat te  
voorkomen'**

19 maart, 10:15

**De coronacrisis slaat een enorm gat in  
winkelstraten – leegstand neemt naar  
verwachting met 40% toe in 2022**



2.922.820 m2

of vacant retail spaces

**Weg met de winkelstraat**

**Retail** De samenleving verandert, maar de detailhandel blijft hetzelfde. Dat moet anders. Laat de overheid voorwaarden stellen aan financiële steun, schrijft *Tracy Metz*.

🕒 19 maart 2021 🕒 Leestijd 5 minuten



‘En, hoe voelt het?’ vroeg de *Journal*-verslaggever aan de bejaarde dame die net haar vaccinprik had gekregen.



The impact of empty space on city life.





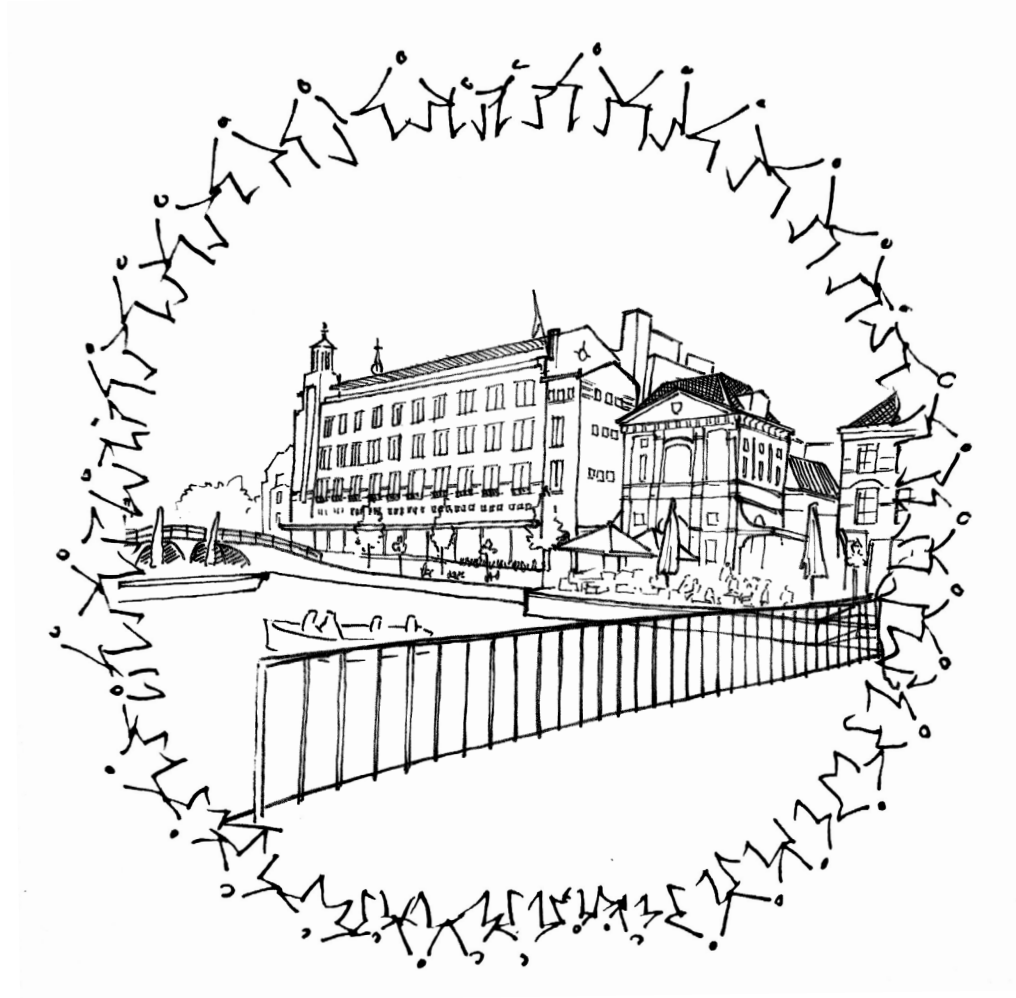


V&D is still in the heart of people because it is part of our collective memory.



What does the fading memory to V&D mean for our relation to this building?





How can I make sure V&D buildings will maintain their significance to people?

How to continue the story of V&D?

Design goal



“Without a thorough understanding of place as it has human significance, one would find it difficult to describe why a particular place is special and impossible to know how to repair existing places in need of mending”



What is the **impact** of the V&D department store on the **sense of place** of the site in relation to the city of Leiden?

Main research question



VACANT HERITAGE - V&D DEPARTMENT STORES

<https://youtu.be/5fdlmM-2gm4>



VACANT HERITAGE - V&D DEPARTMENT STORES

a new program for the inner city





A. Breesstraat, a cultural street

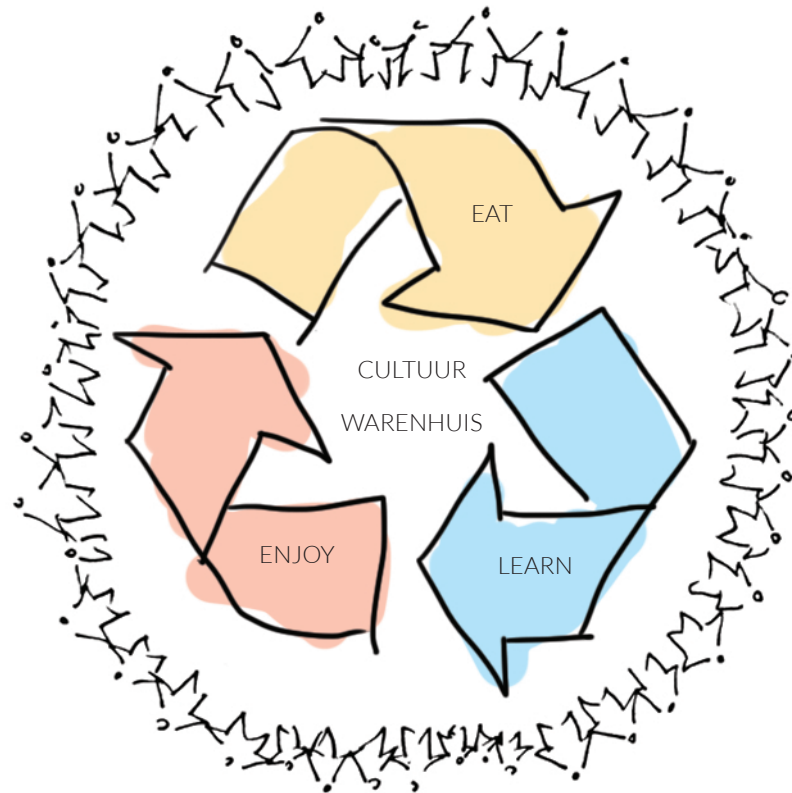


B. Aalmarkt, place for social gatherings



C. Maarsmansteeg, place to draw attention

Observations in city life



synergy in program



Paradiso Amsterdam, 1968

In the past, this community has revitalized many vacant sites bottom up.



Energiehuis, Dordrecht

Multiple cultural institutions are united in one iconic building.

*(Bibelot, ToBc cultuurcentrum, Kunstmin, Muzicktheater Hollands Diep, Popcentrale, Bachfestival Dordrecht, Grand Cafe | Bistro | Bar Khotinsky, BOD Events)*



Tivoli Vredenburg, Utrecht

Development of a new typology of culture palace.

new age, new program





top 10 cultural cities in the Netherlands



500P  
theatre, cabaret



800P  
classical



550P  
local theatre



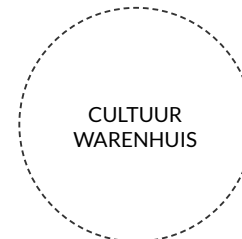
950P  
pop-rock



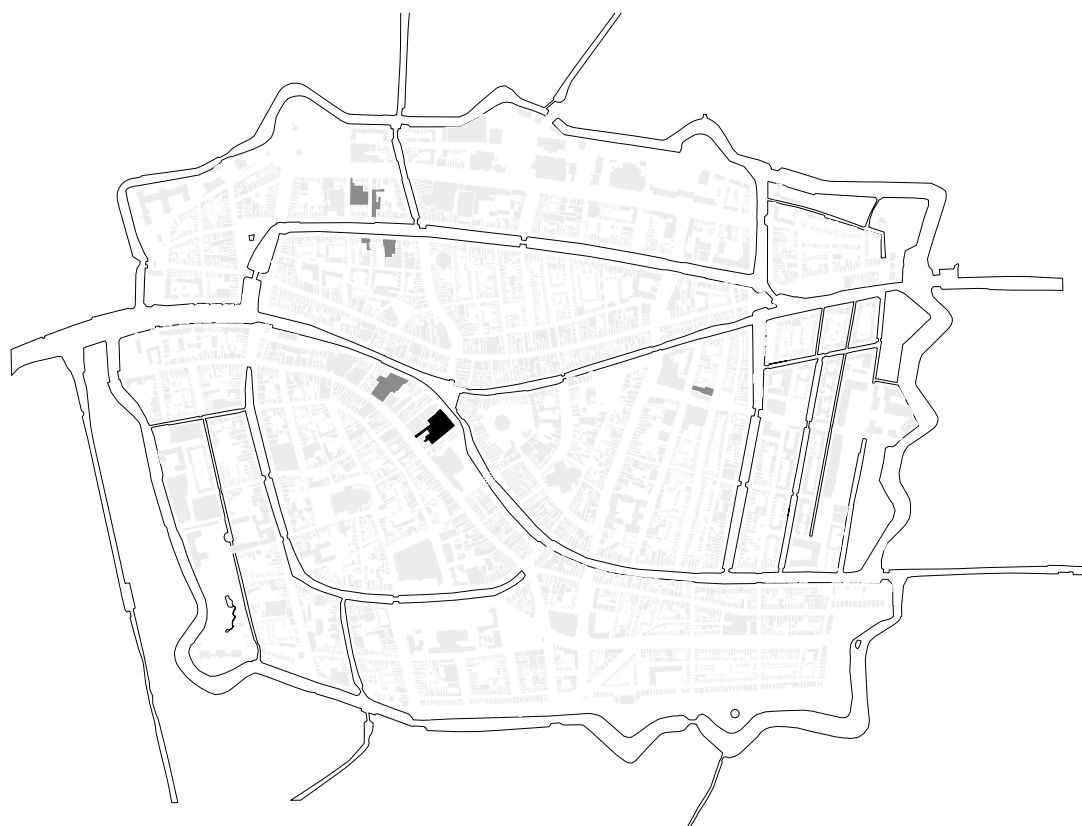
80P  
local theatre



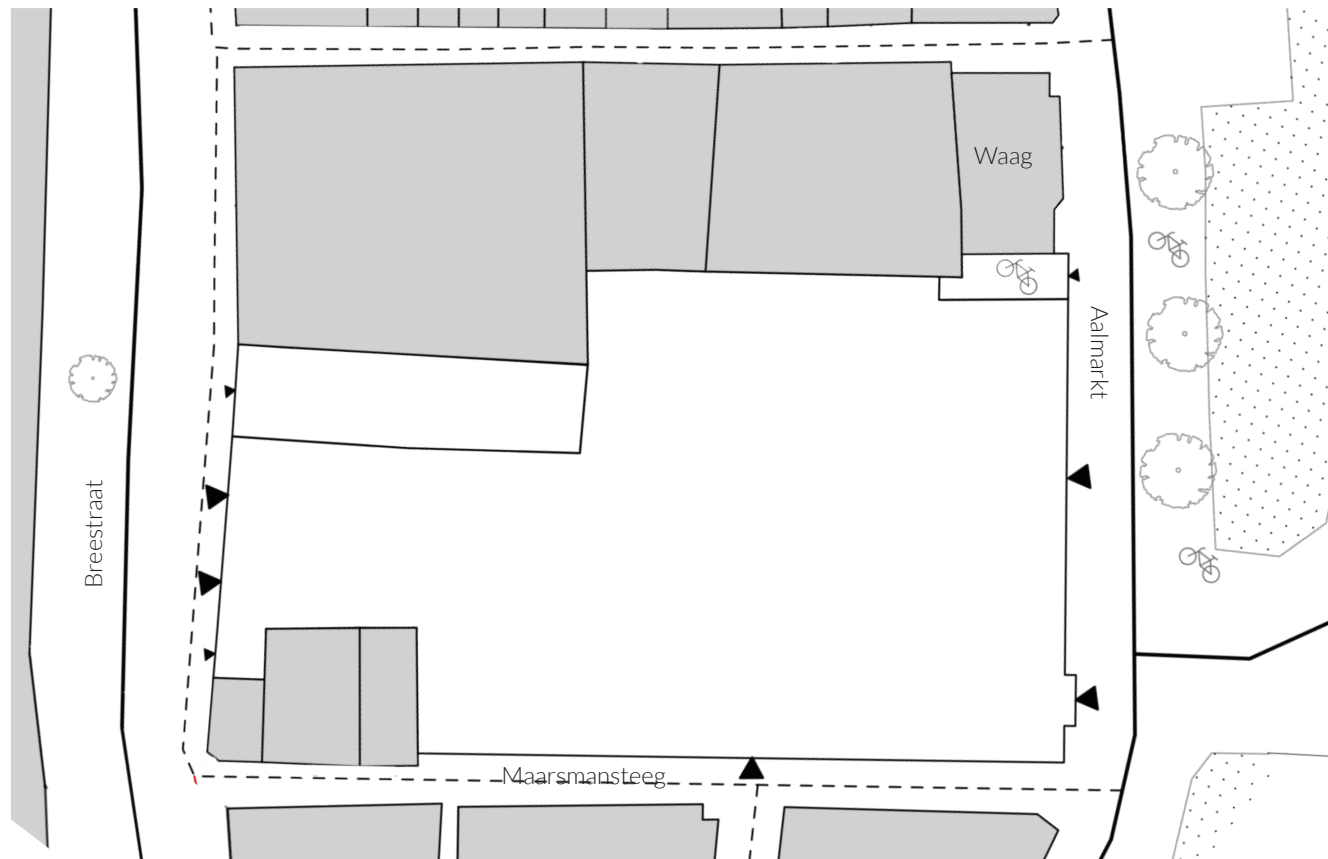
250P  
local musicians



CULTUUR  
WARENHUIS



lower the treshold



existing situation





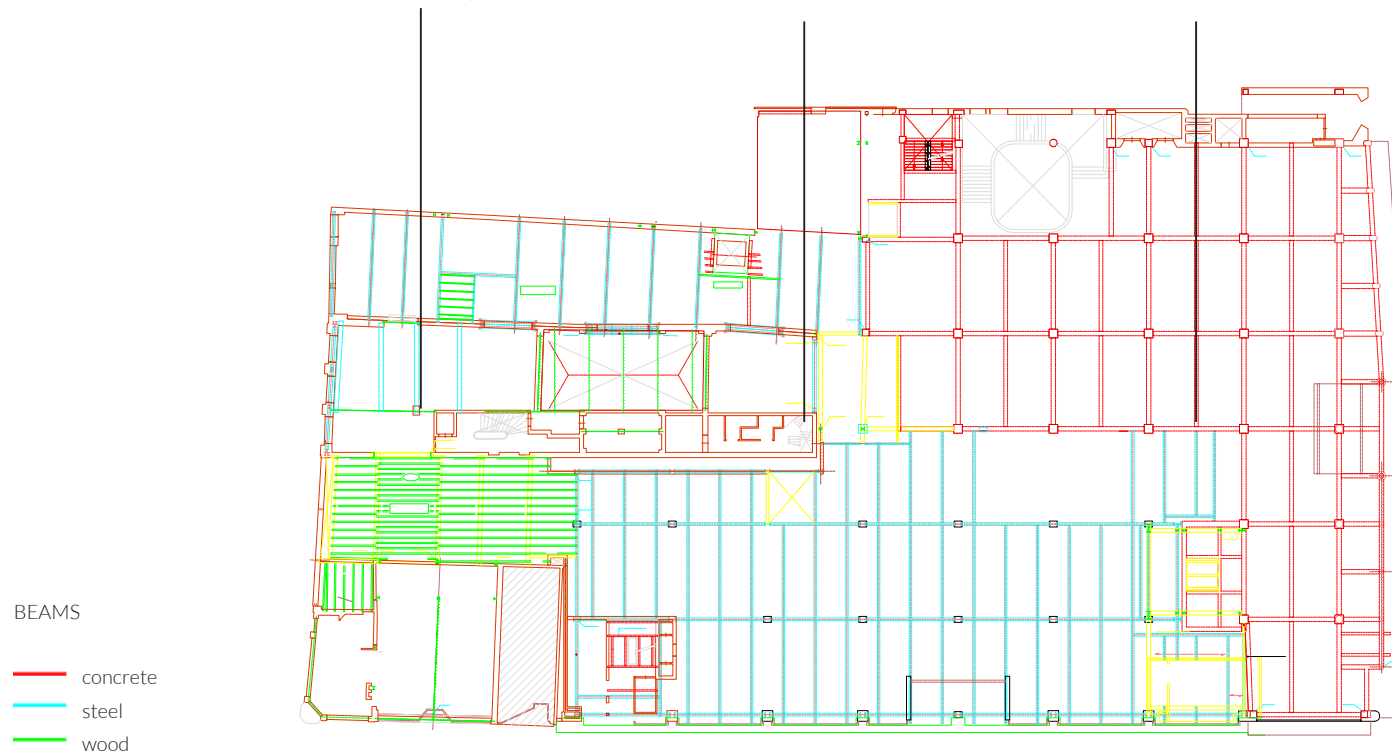
17th century



1967

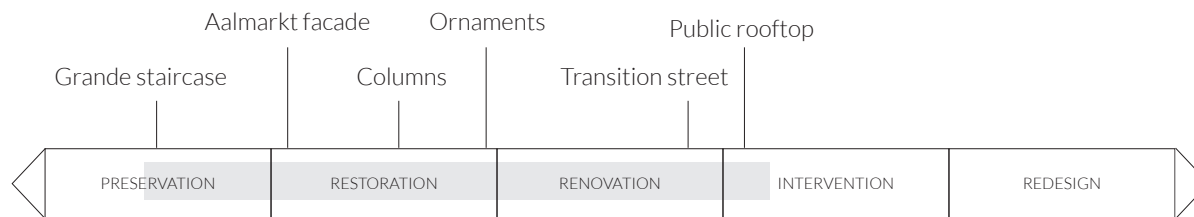


1936

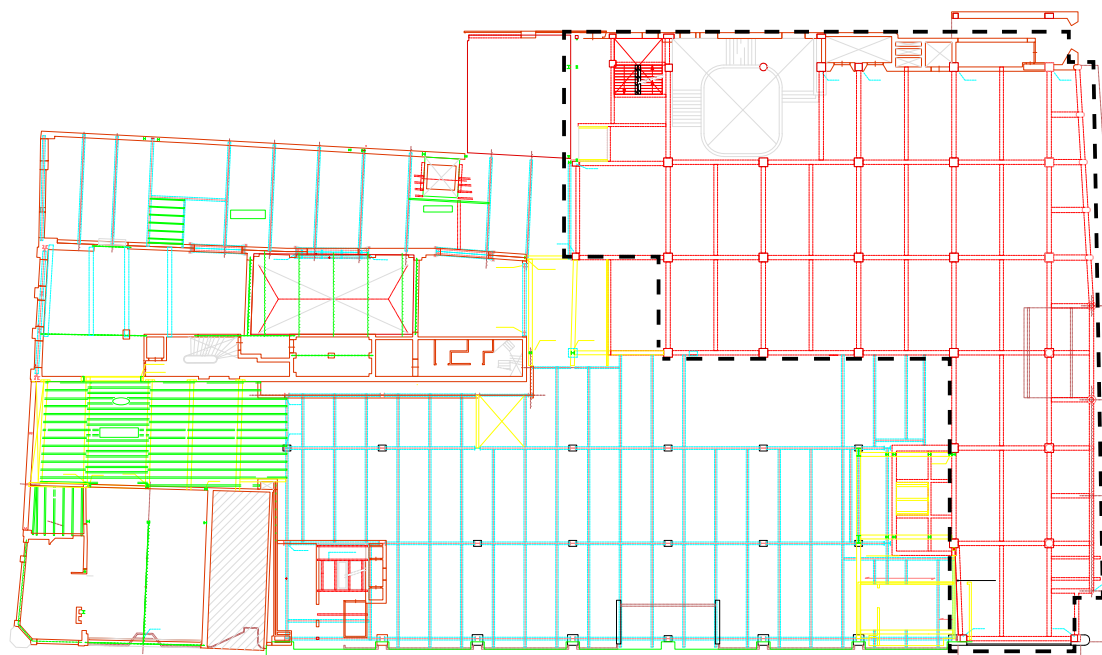


existing structures

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AALMARKT / VAN DER LAAN (1935)

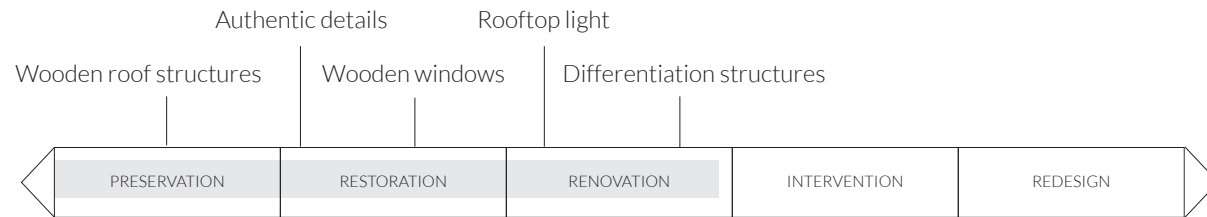


BEAMS

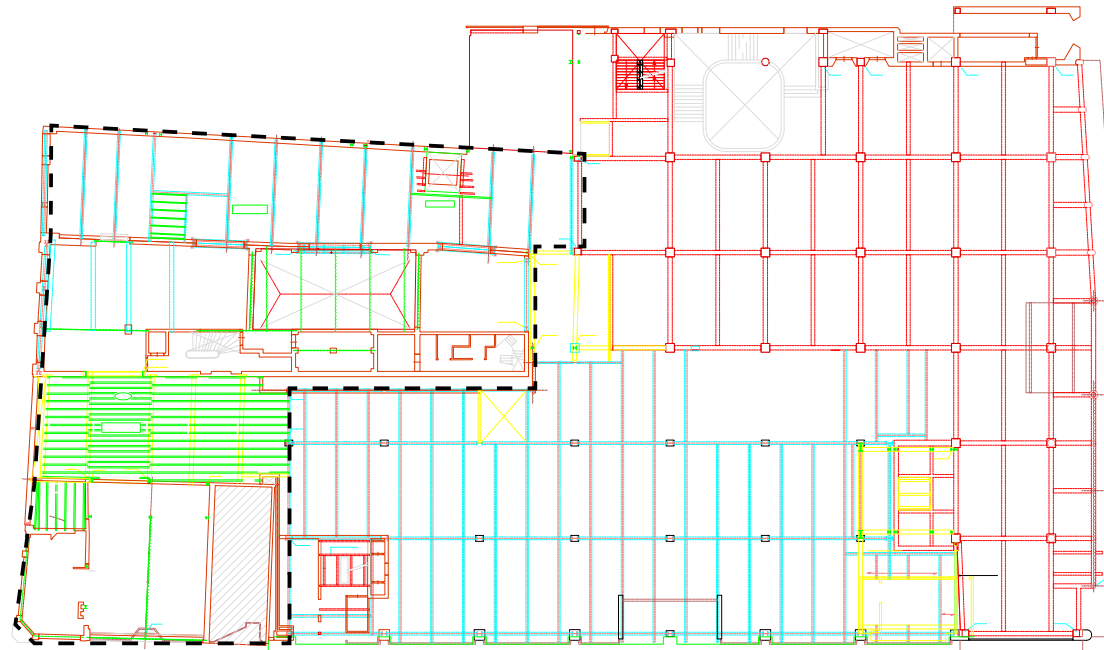
- concrete
- steel
- wood

preserve commemorative value V&D

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BREESTRAAT / HISTORICAL STRUCTURE

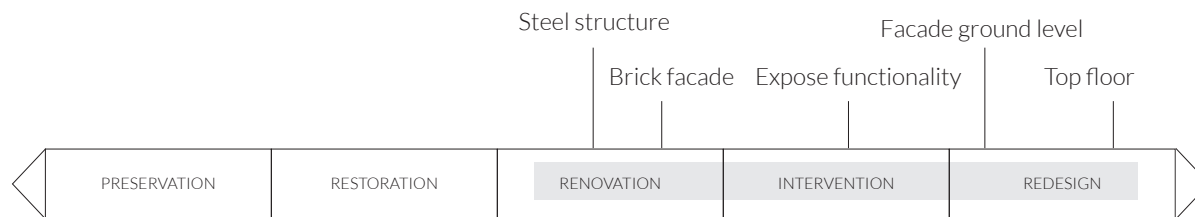


BEAMS

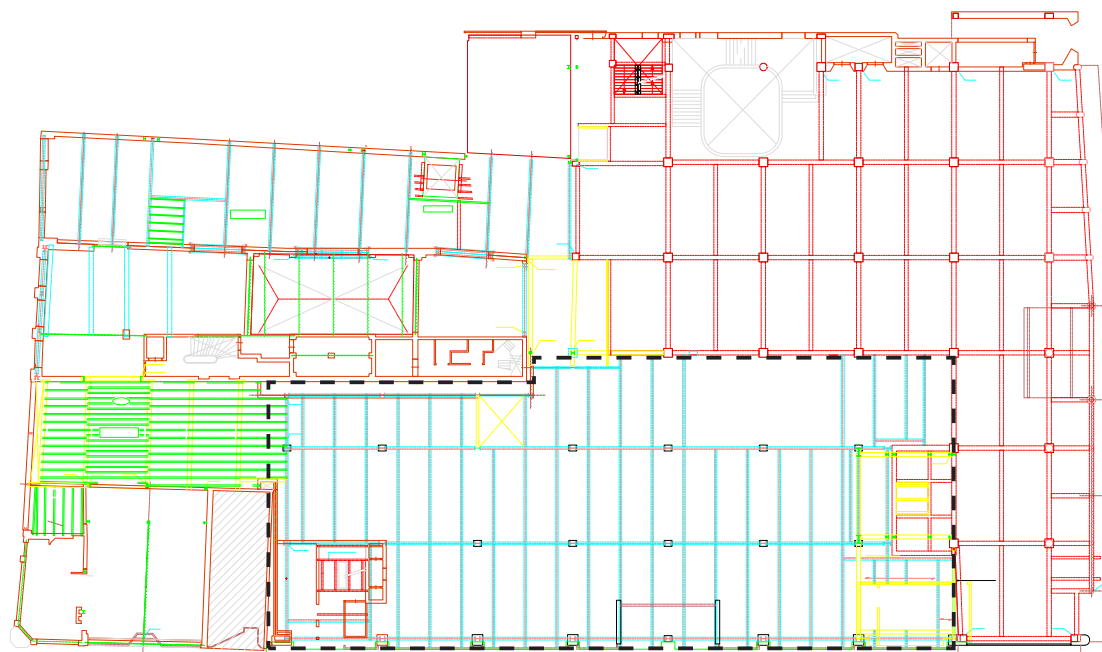
- concrete
- steel
- wood

restore historical value

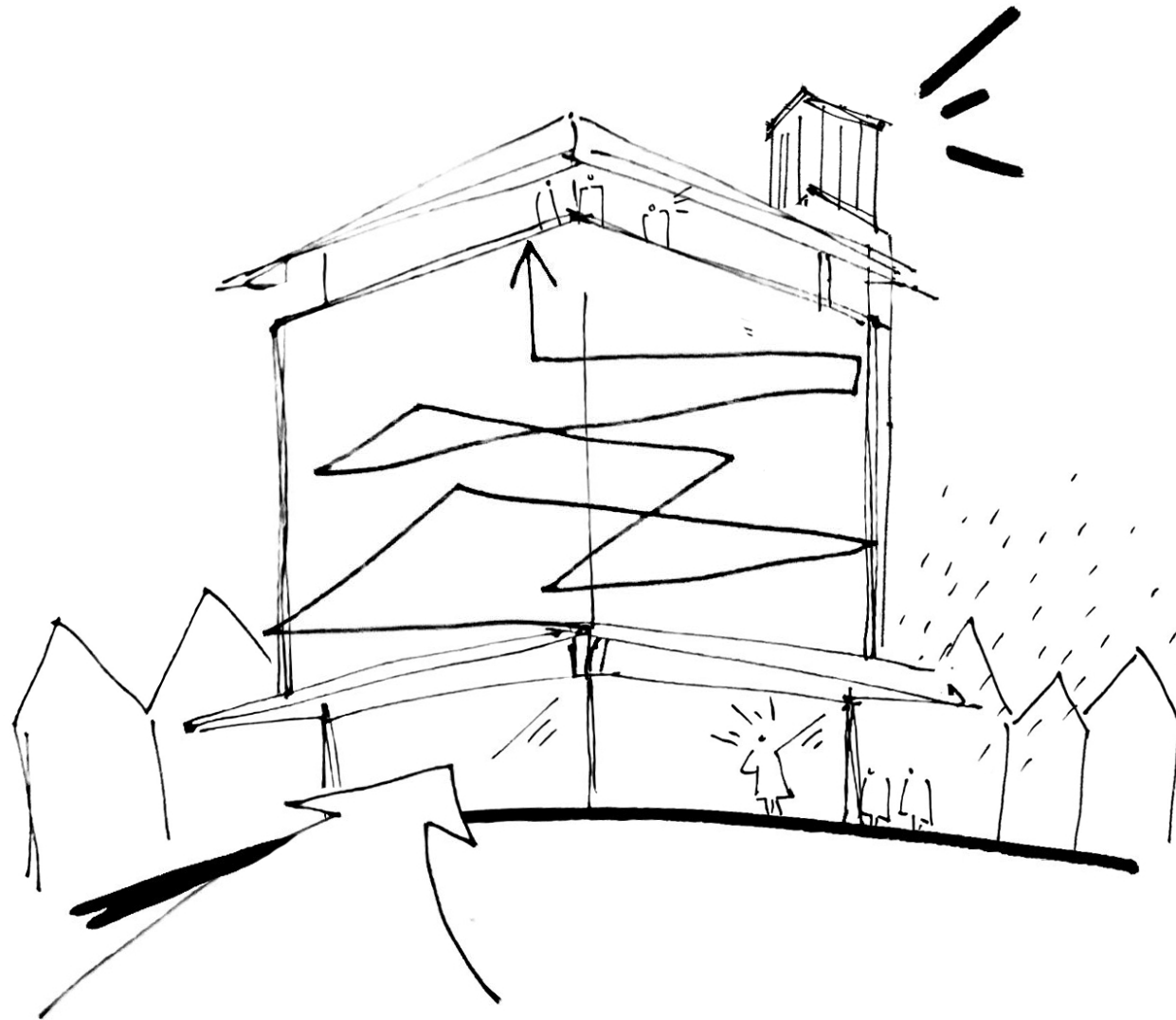




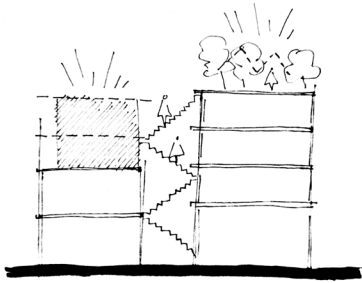
MAARSMANSTEEG / VAN DER LAAN, HERMANS, VAN DER EERDEN & KIRSCH (1967)



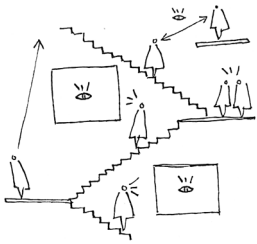
add character to Maarsmansteeg



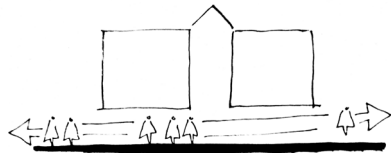
1. transition from street to building    2. connection in building    3. new attraction on top



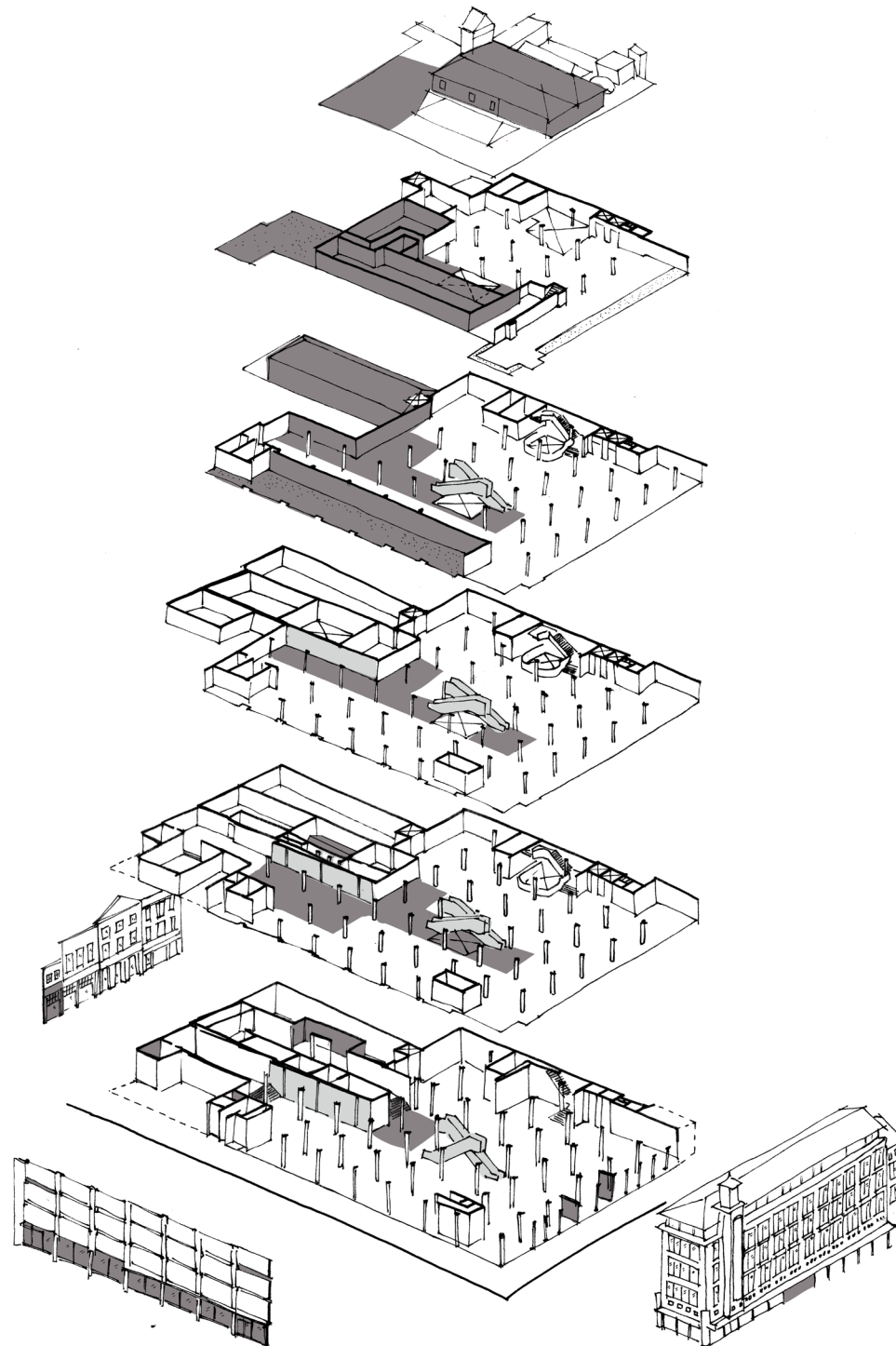
3. new attraction on top



2. connection in building

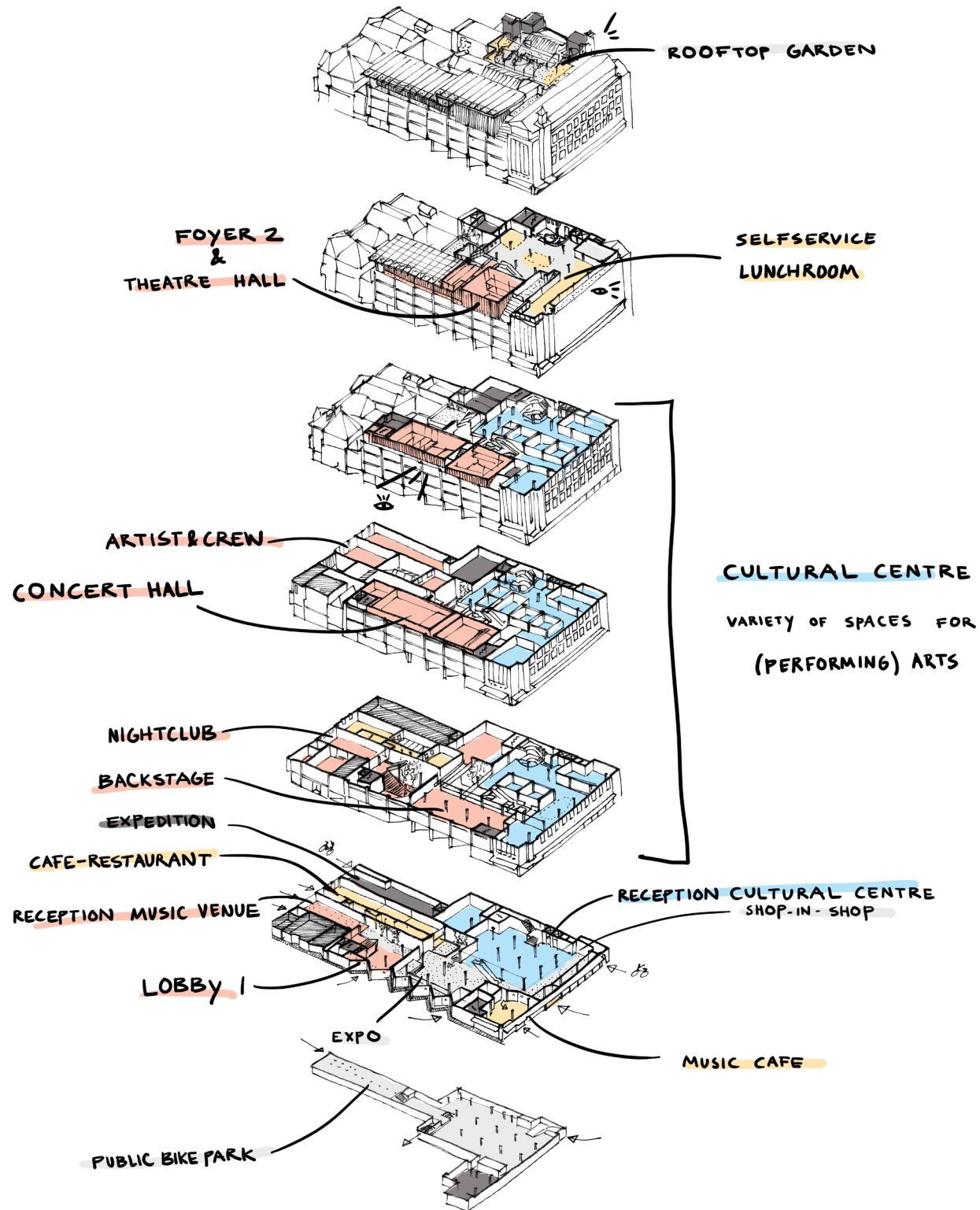


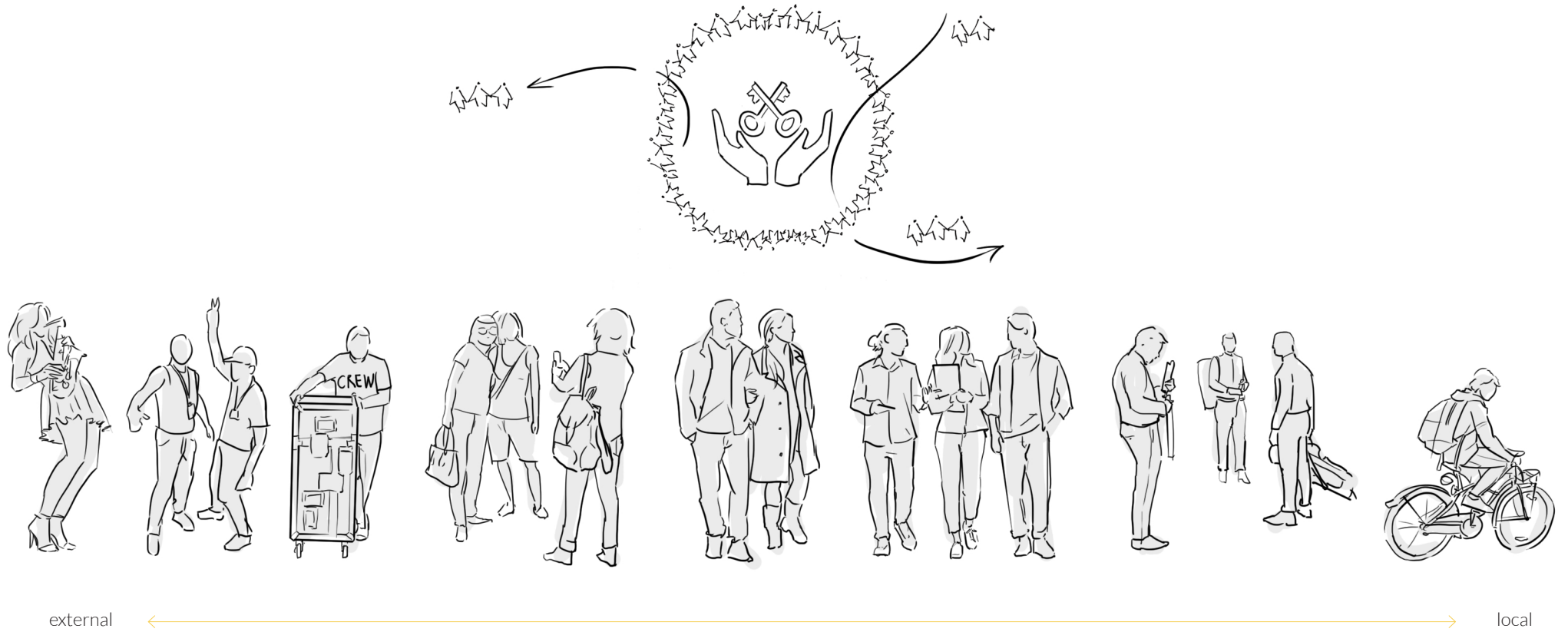
1. transition from street to building

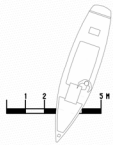
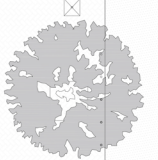
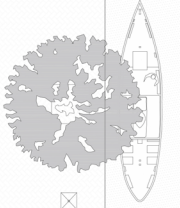
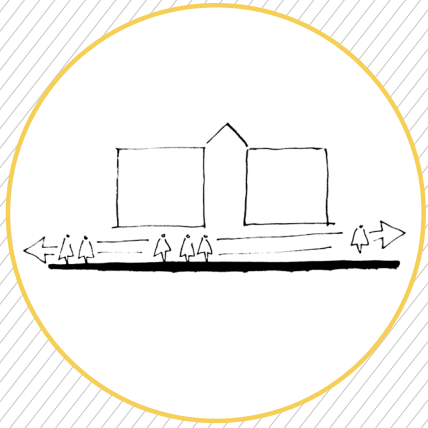




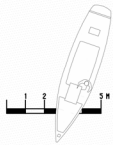
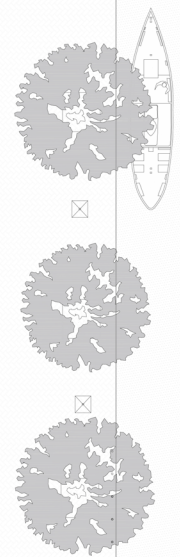
function follows form



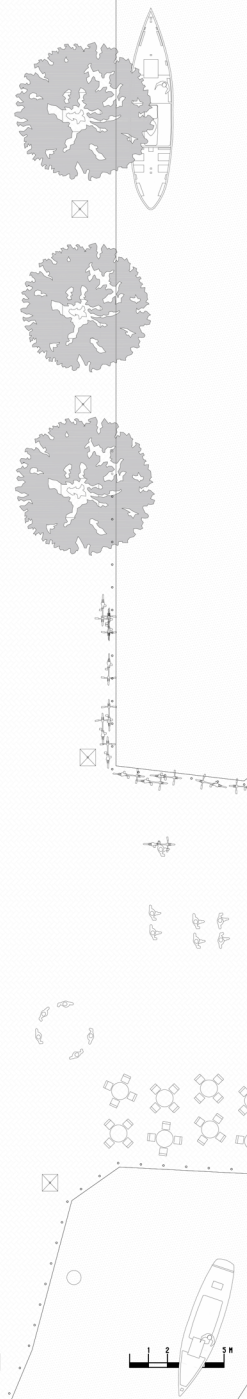






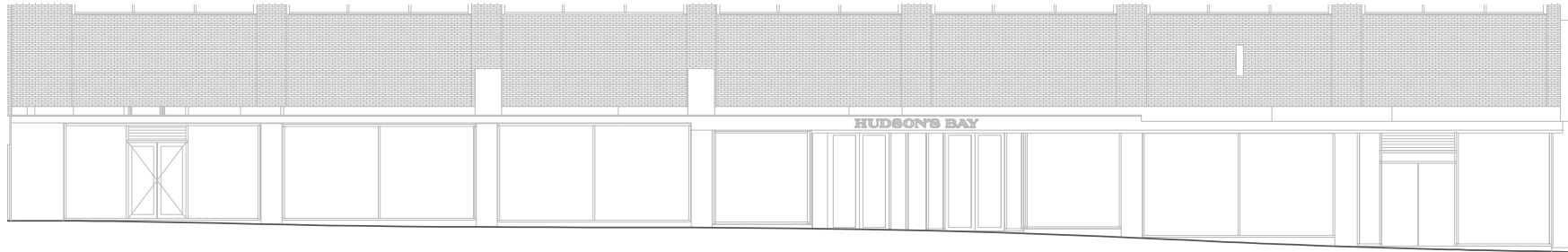




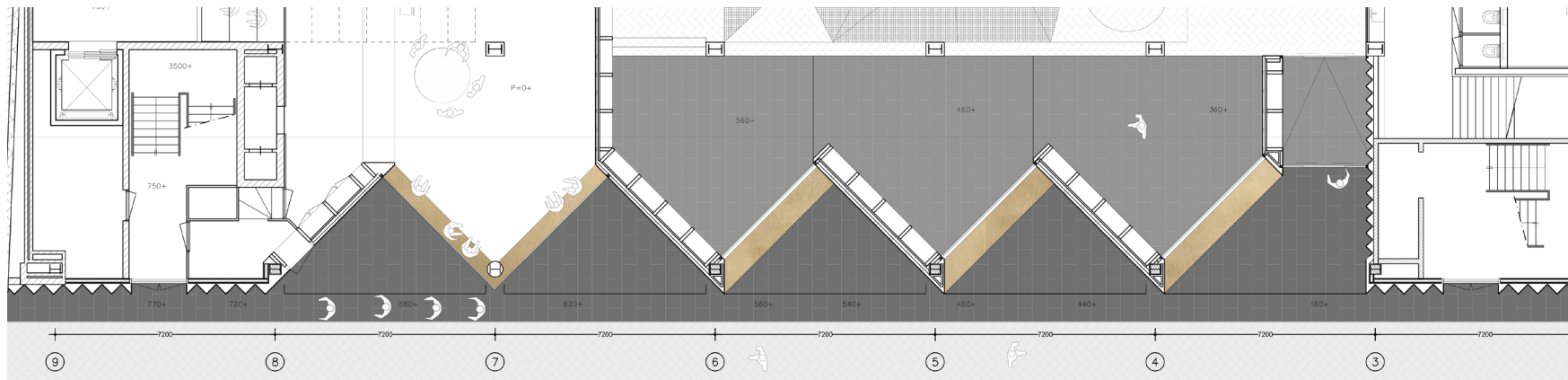




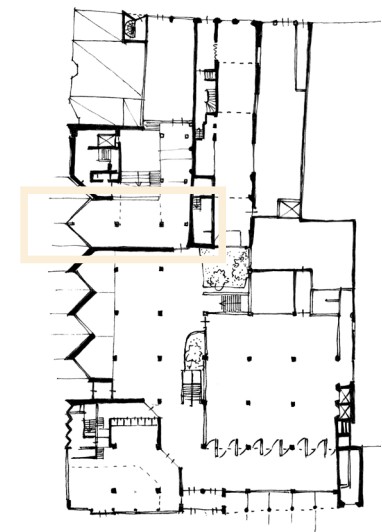
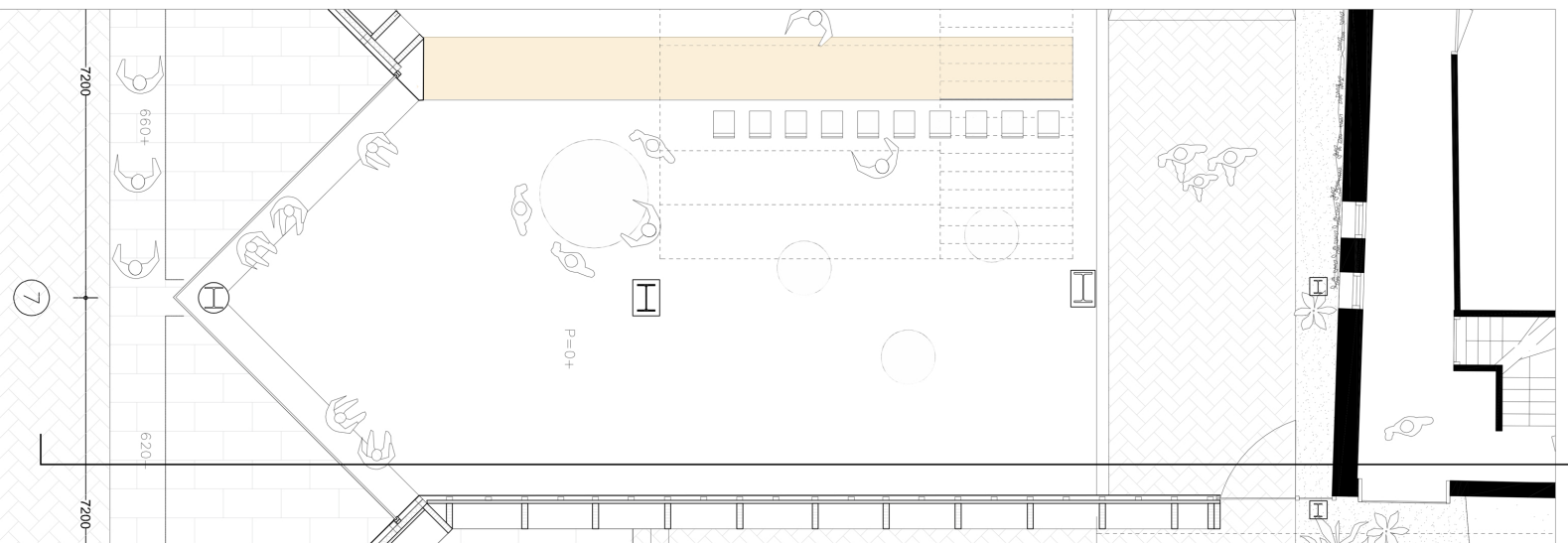
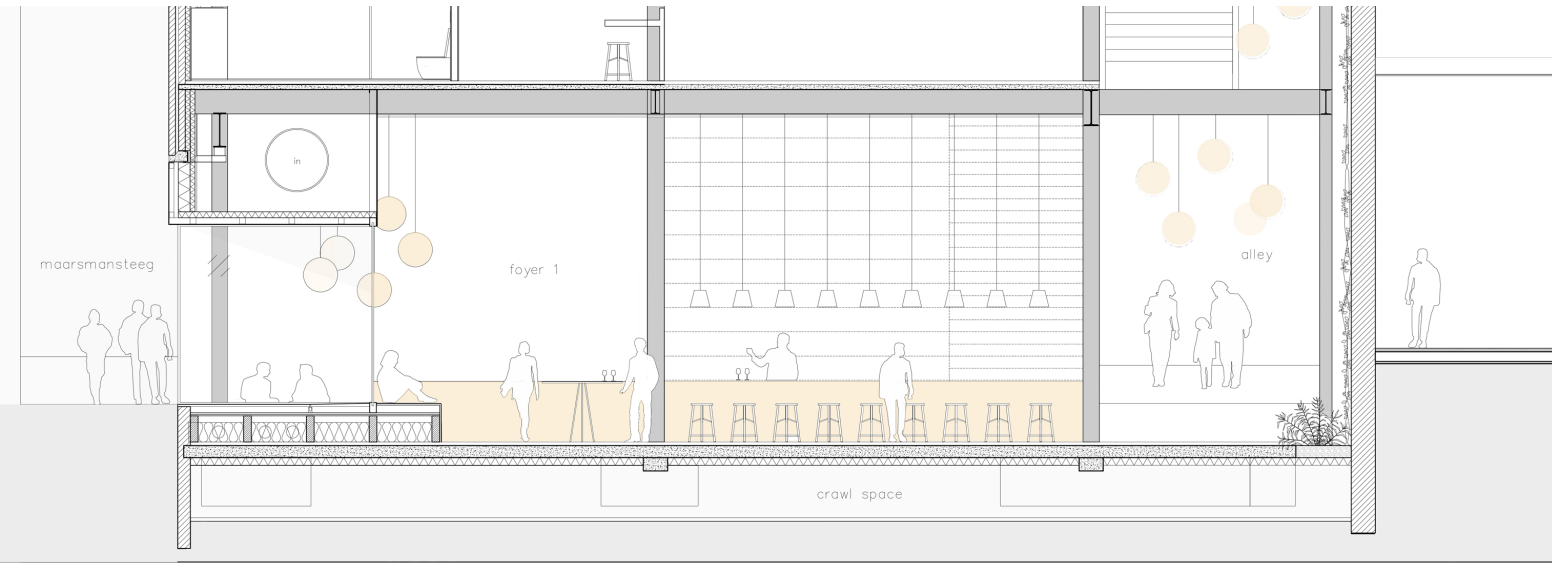




old plinth Maarsmansteeg



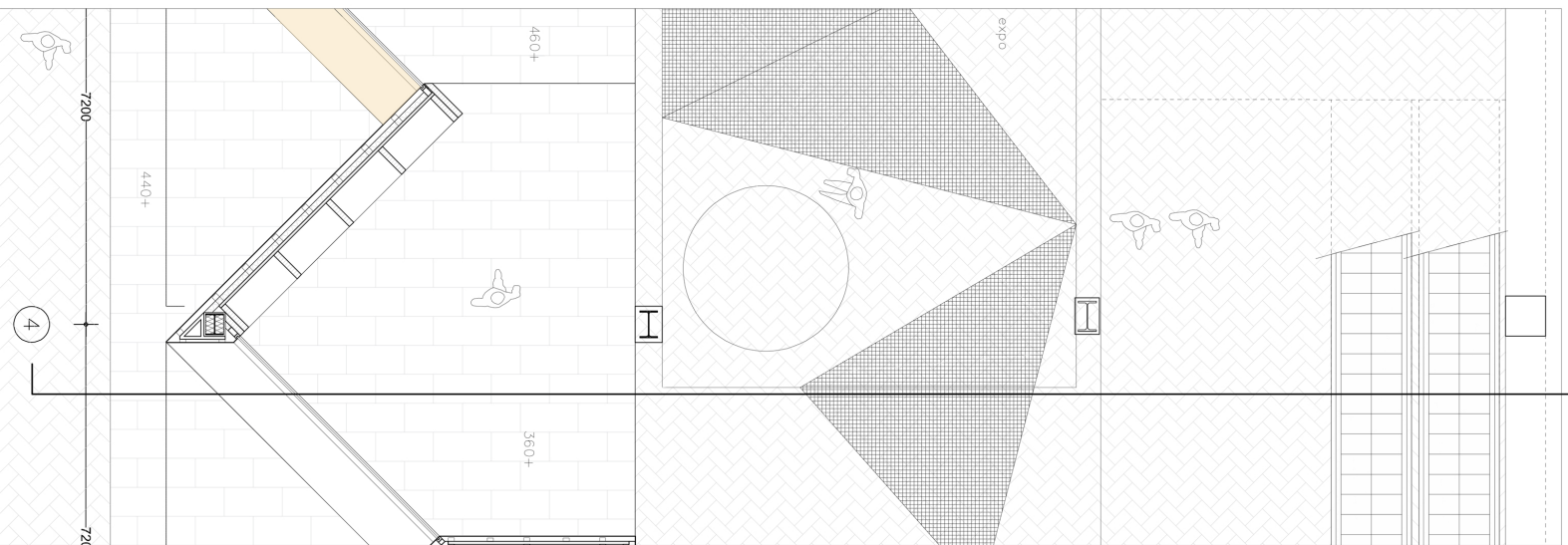
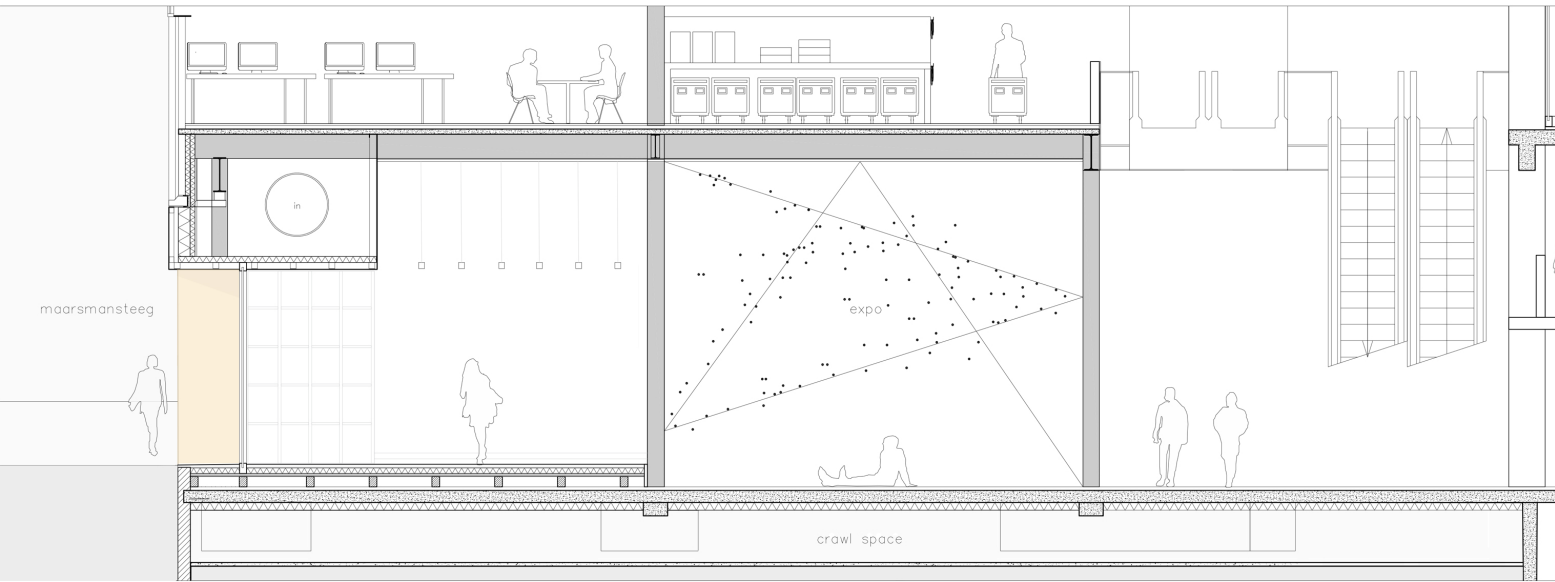
new plinth Maarsmansteeg



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new plinth Maarsmansteeg

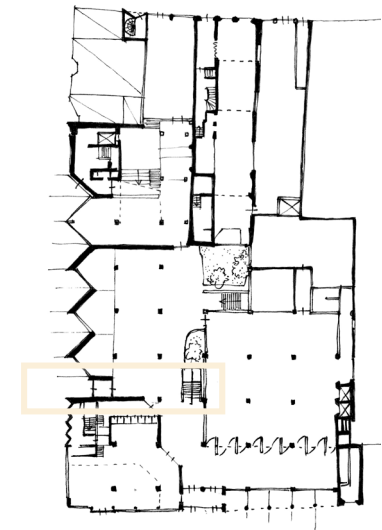
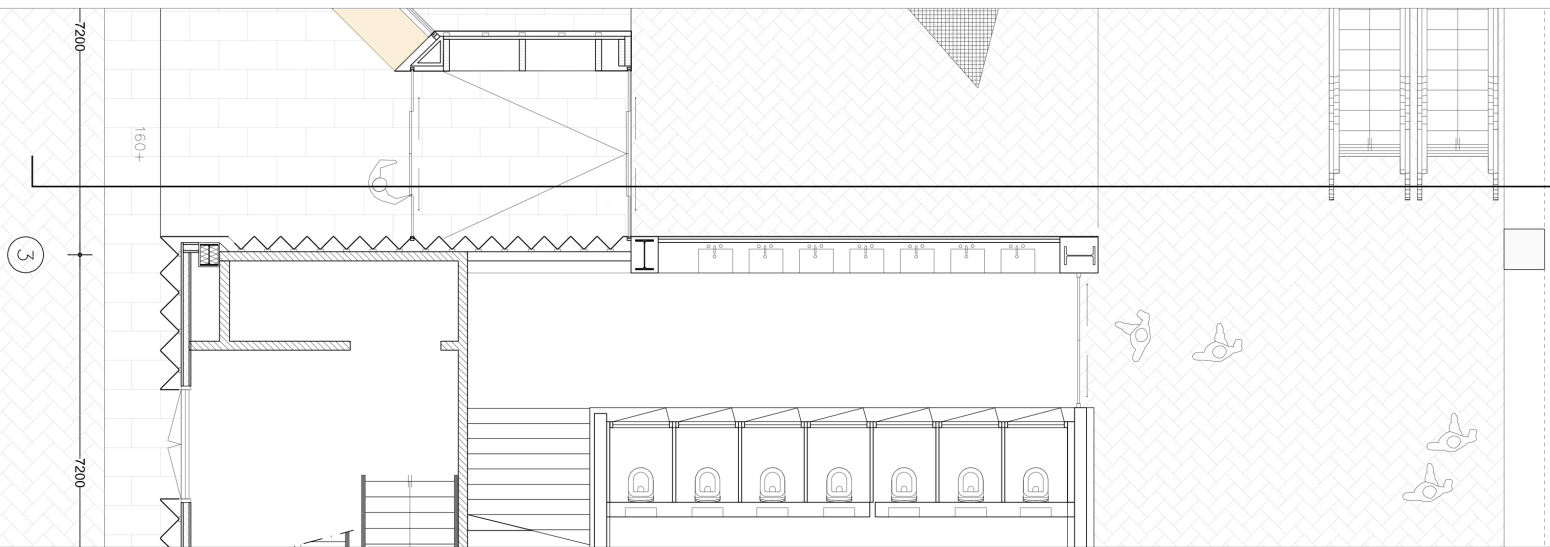
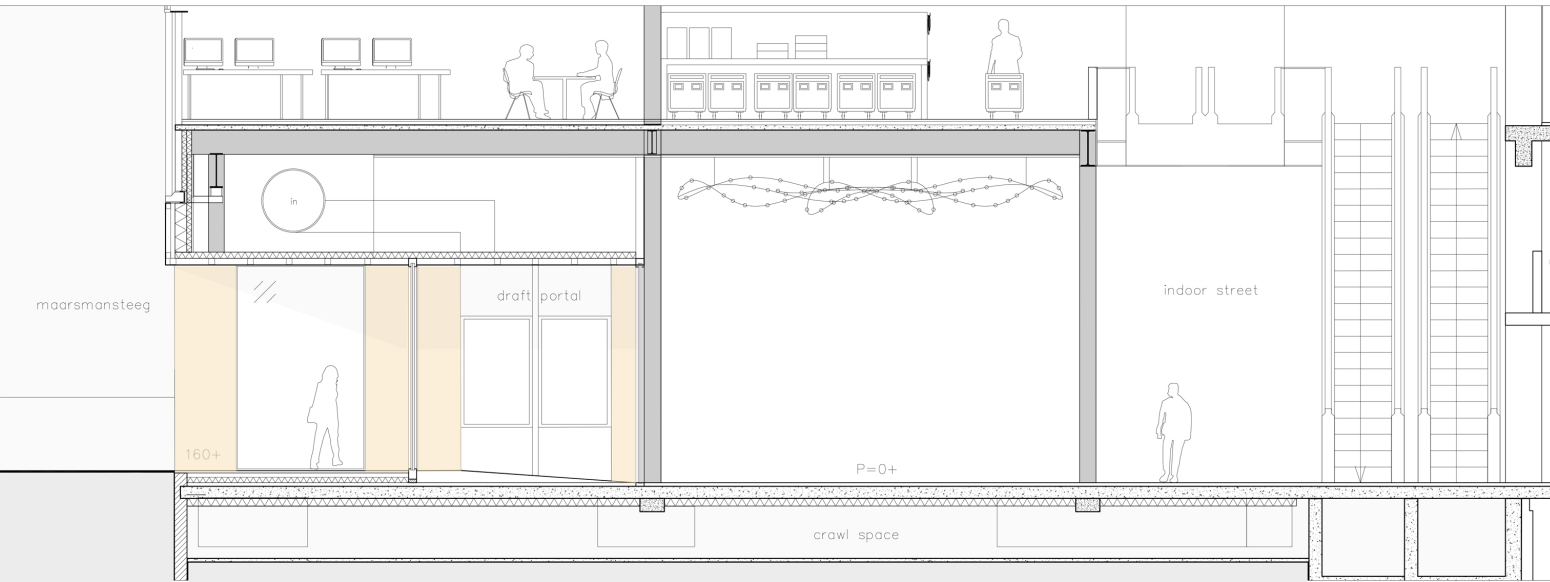




new plinth Maarsmansteeg

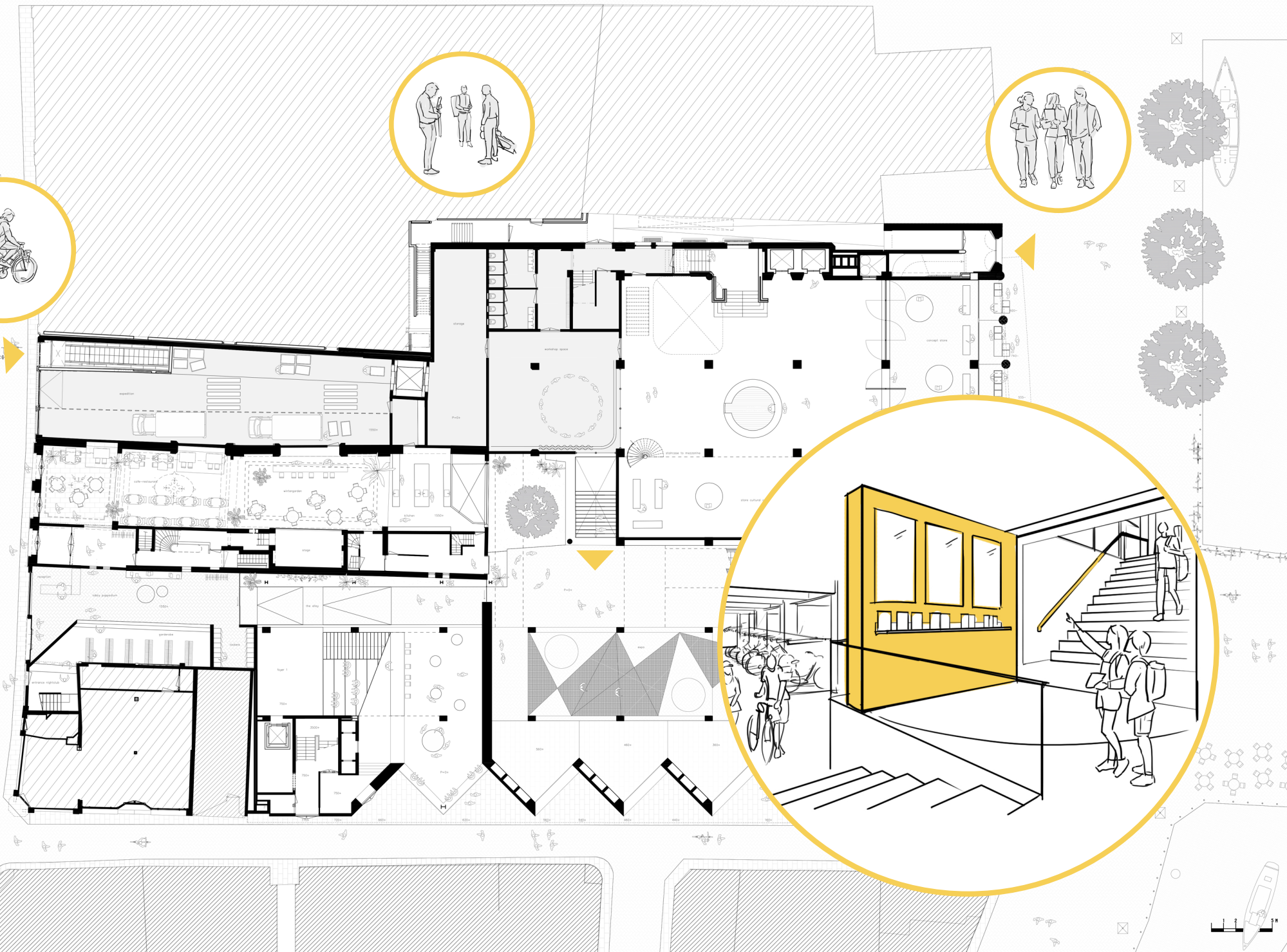


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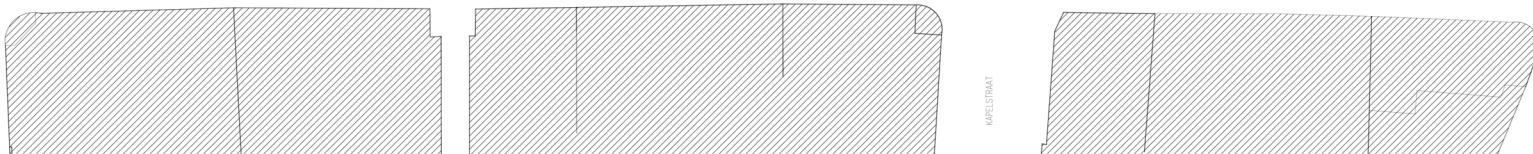
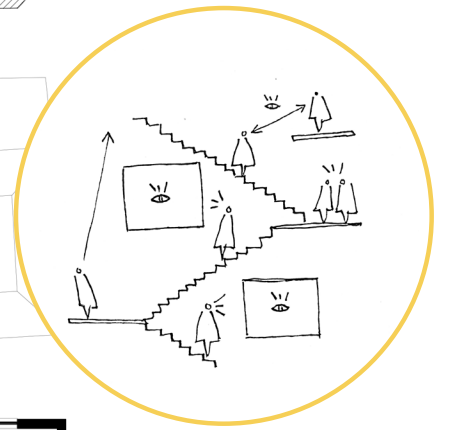
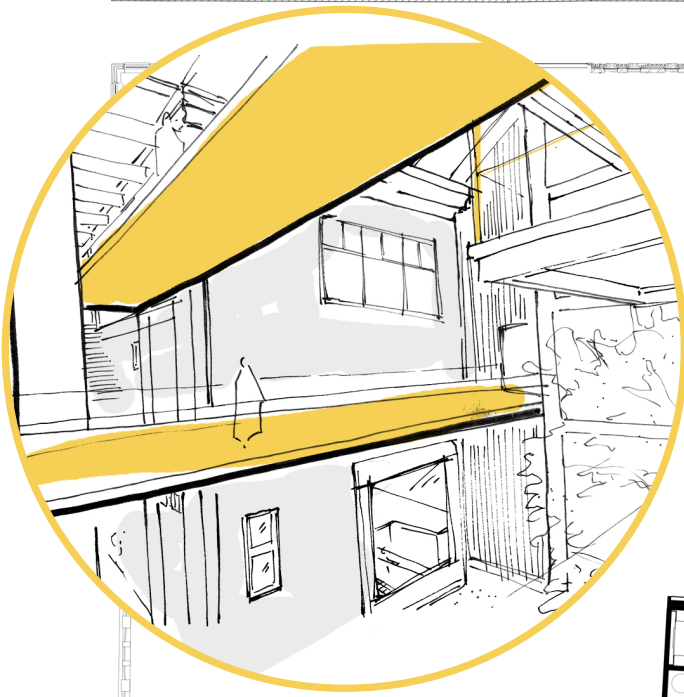


VACANT HERITAGE - V&D DEPARTMENT STORES

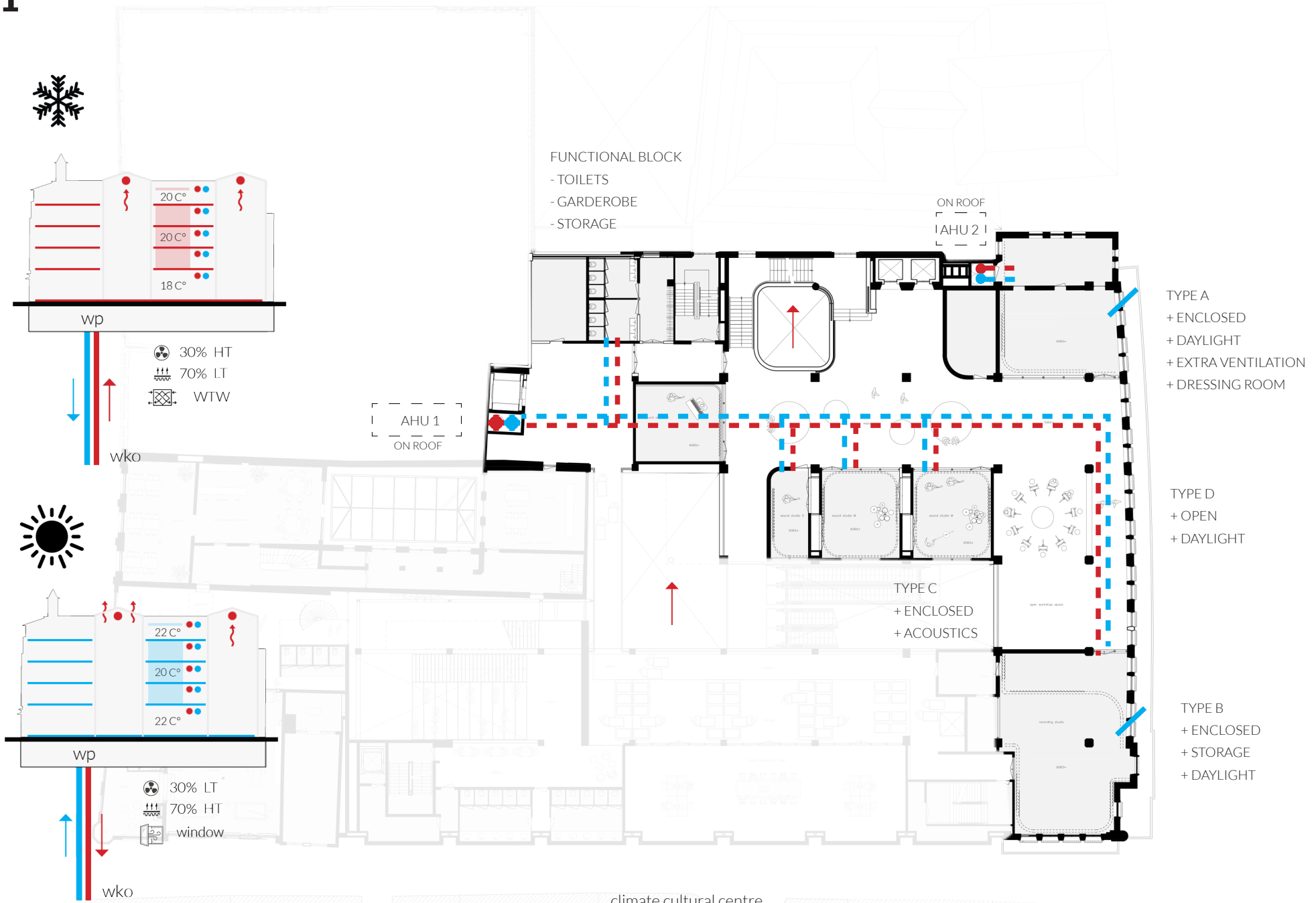
new plinth Maarsmansteeg













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interior cultural centre



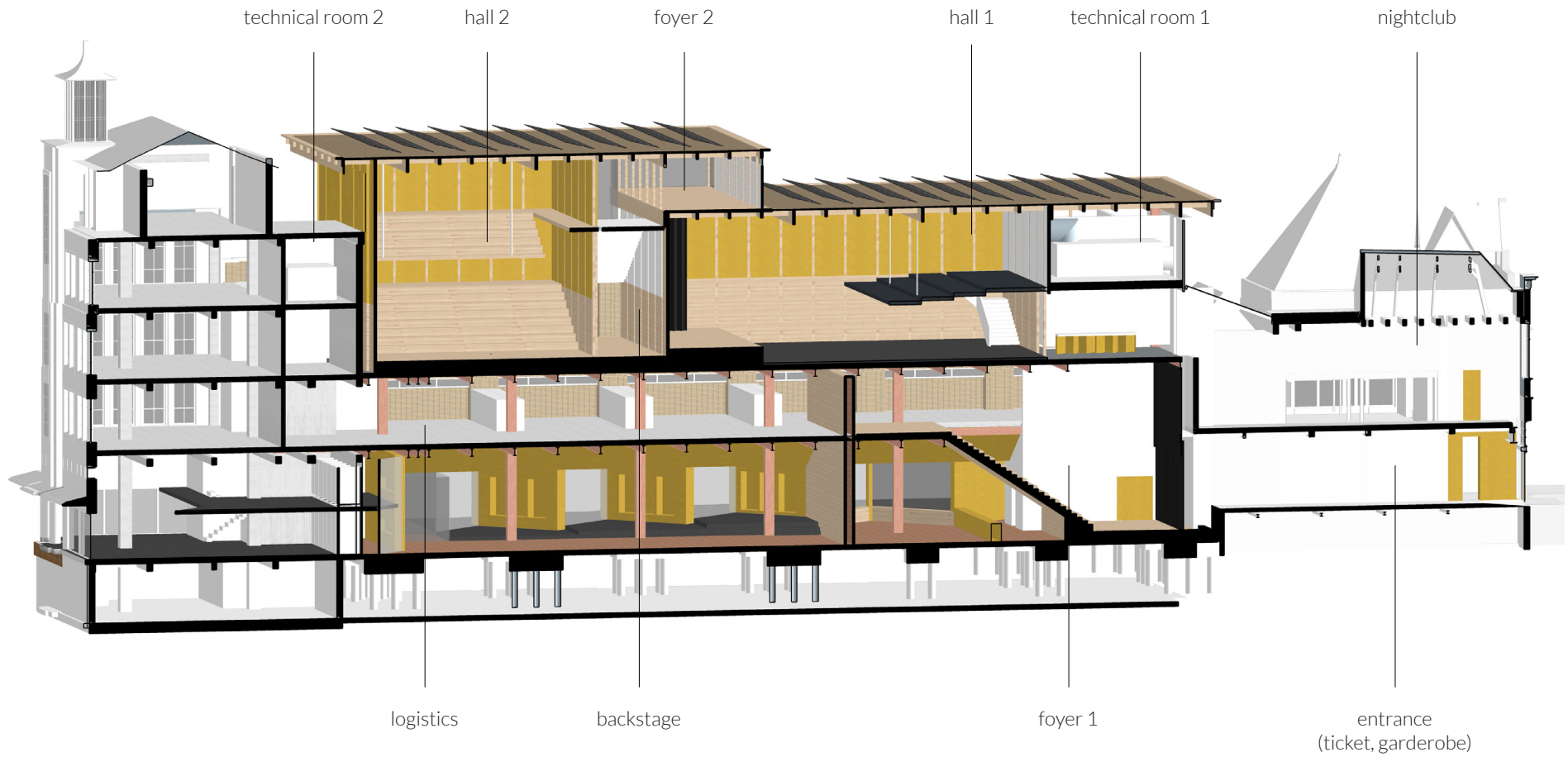


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foyer 1 - the alley

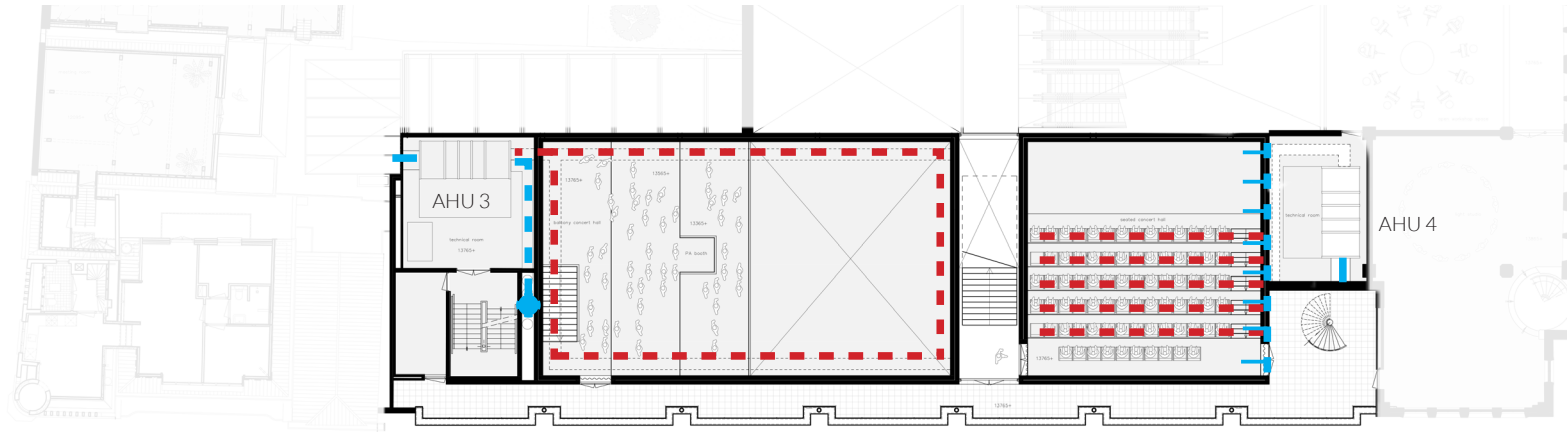




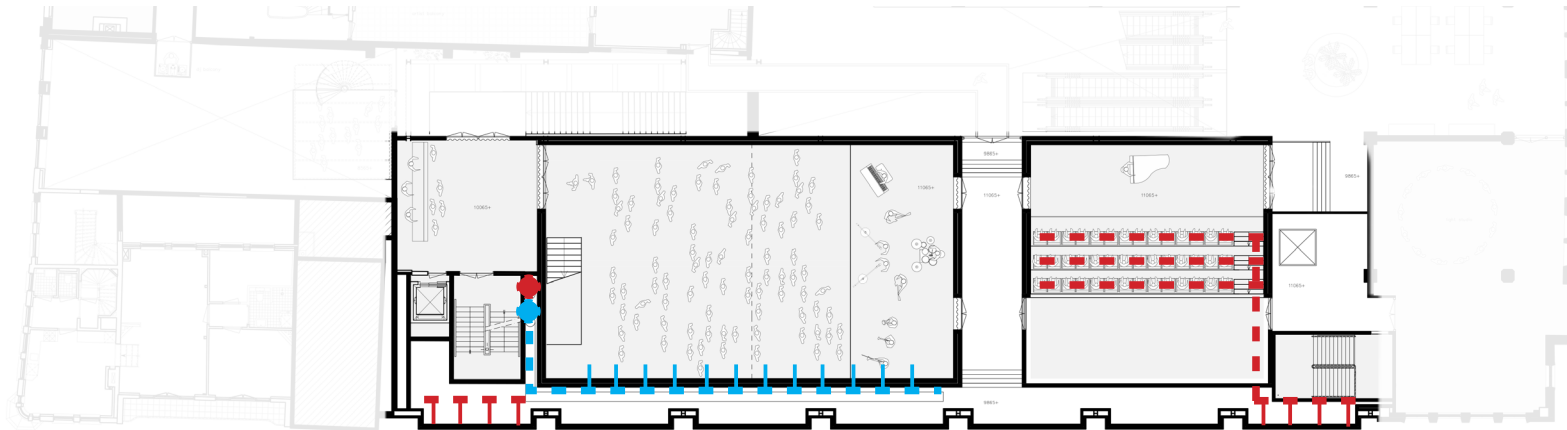


overview spatial configuration Paspop

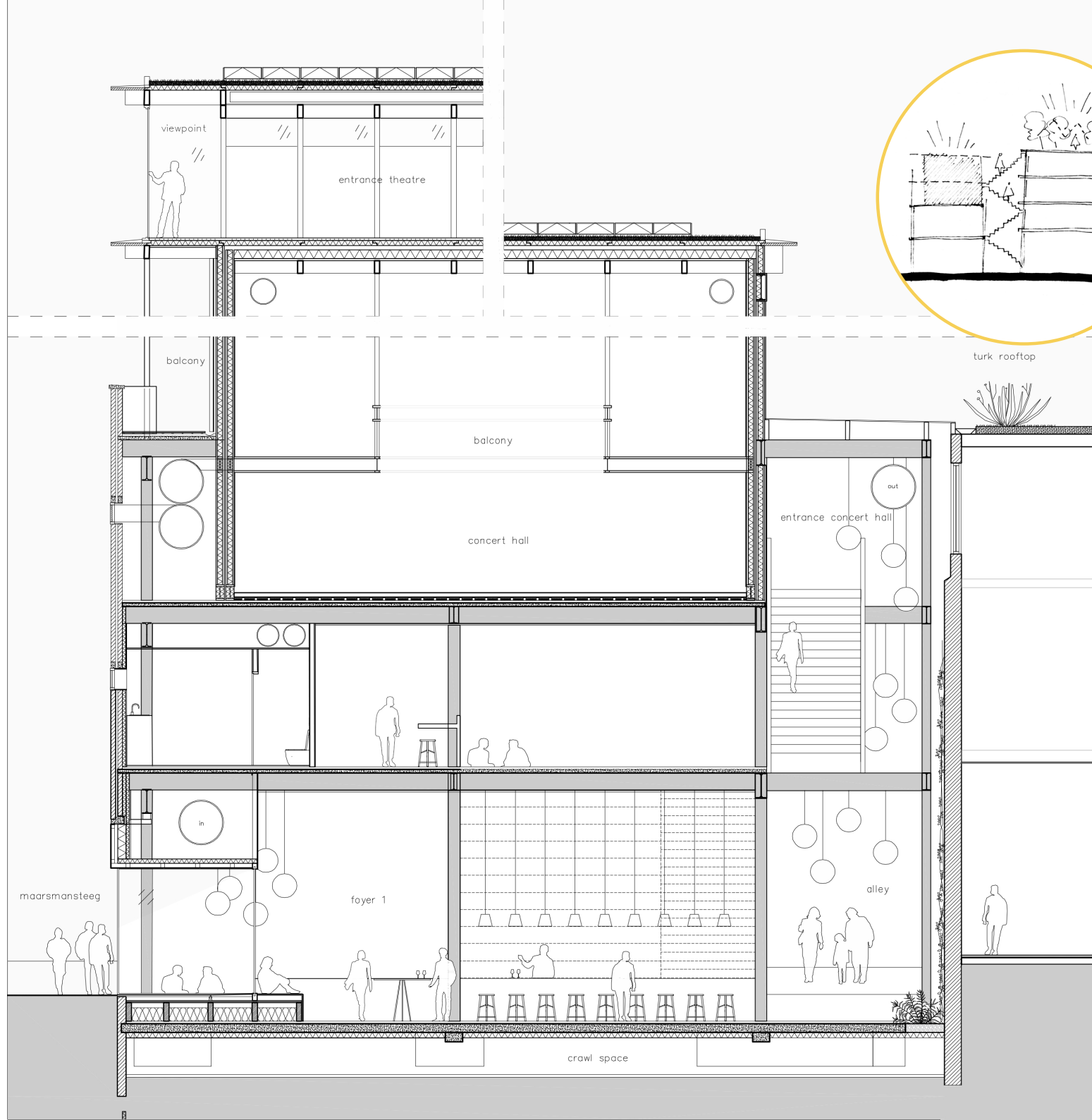
3



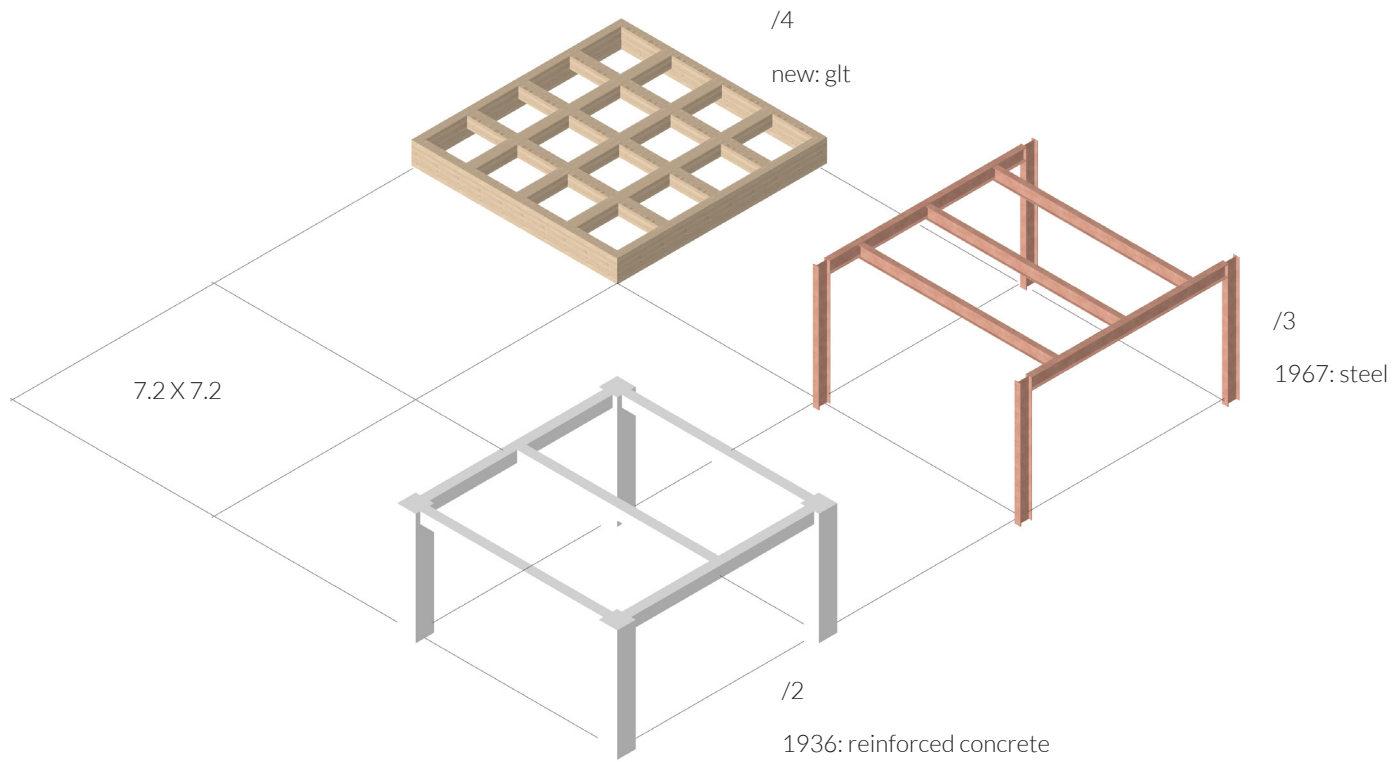
2



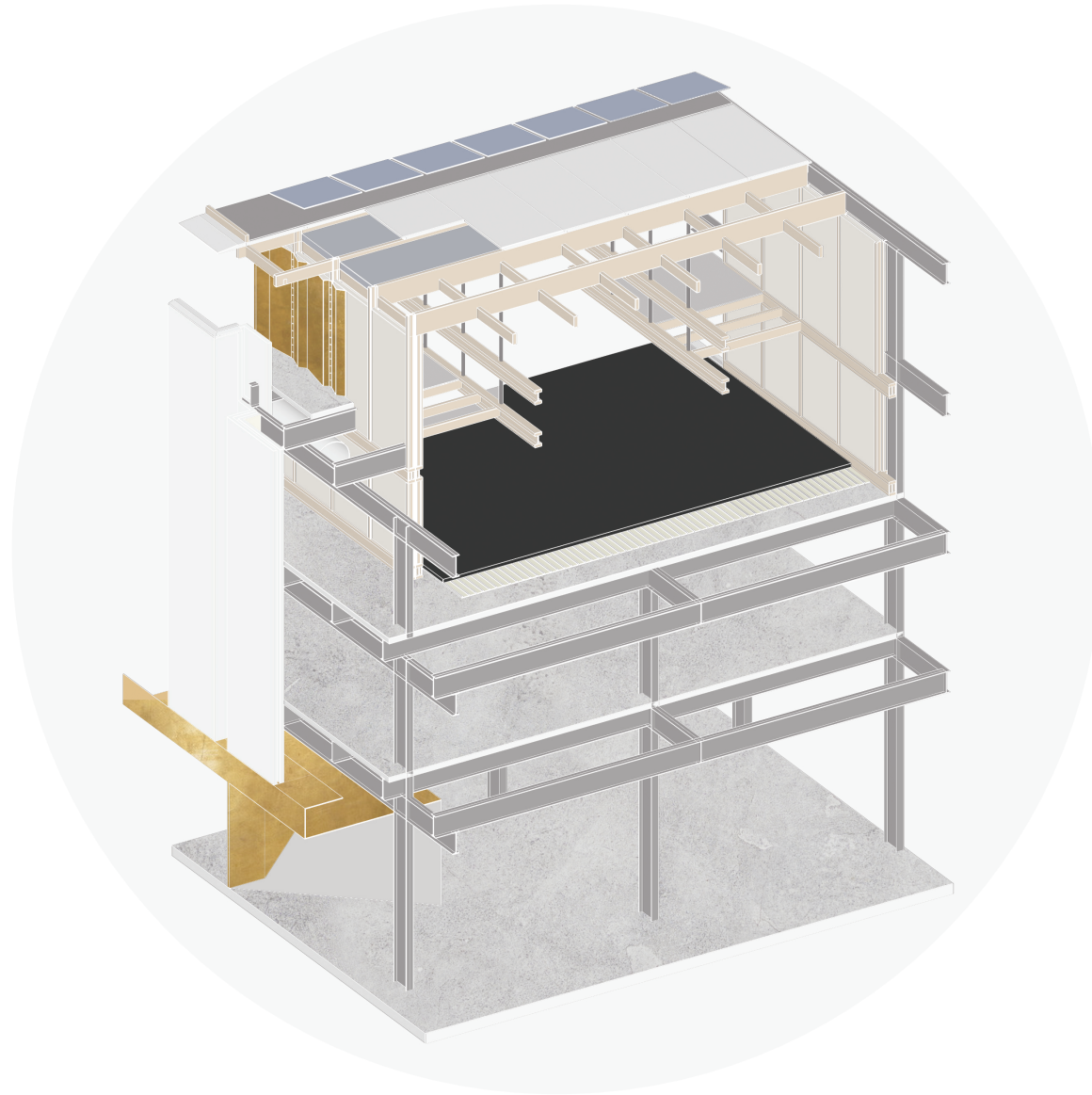
ventilation concert halls







continuing the principle



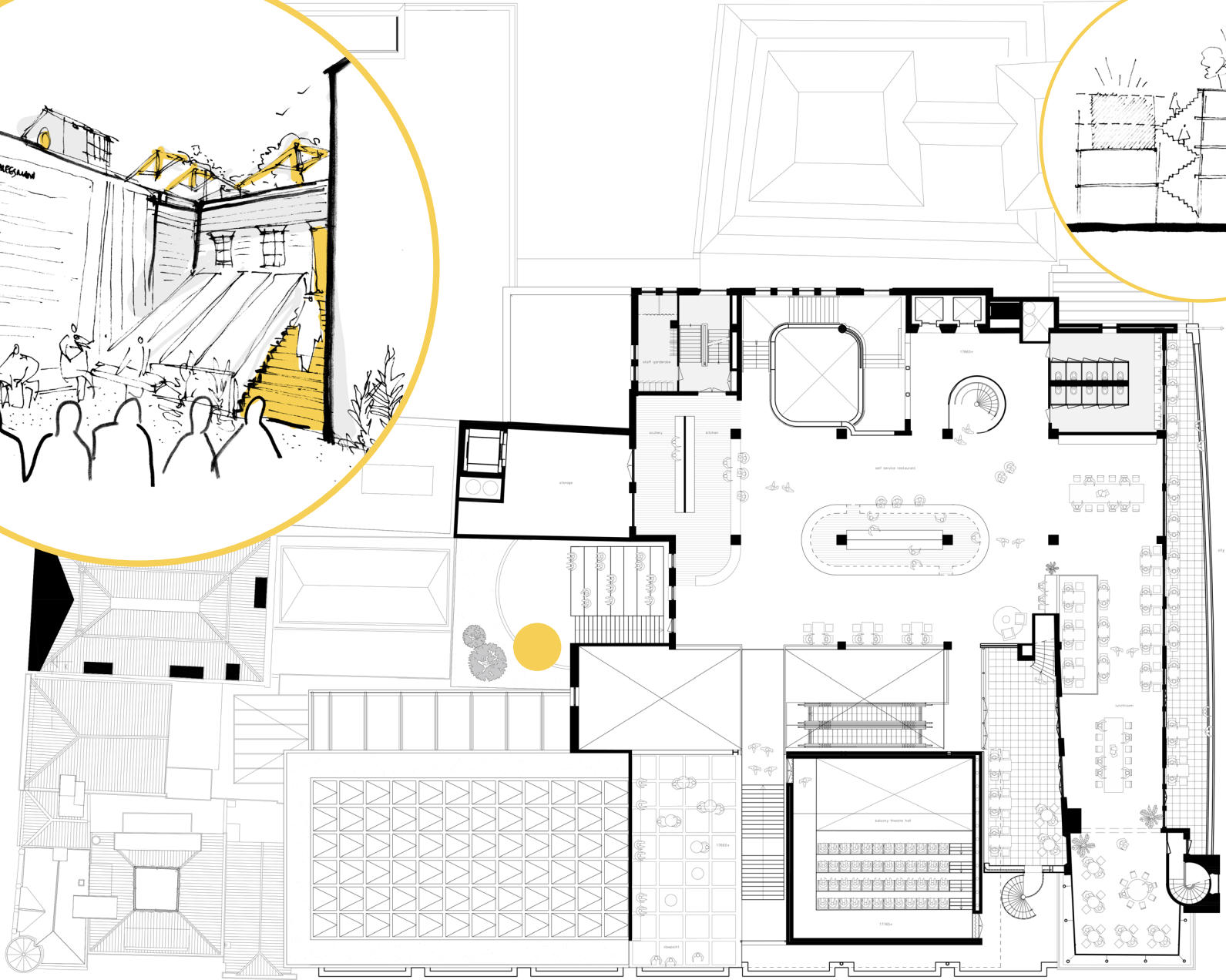
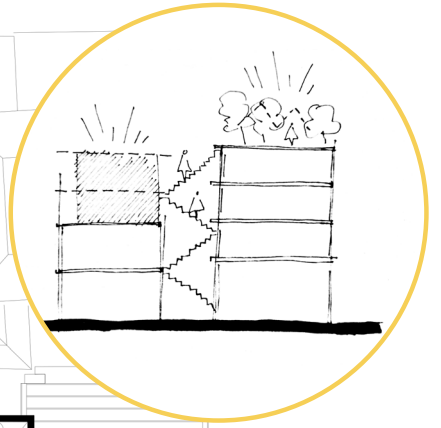
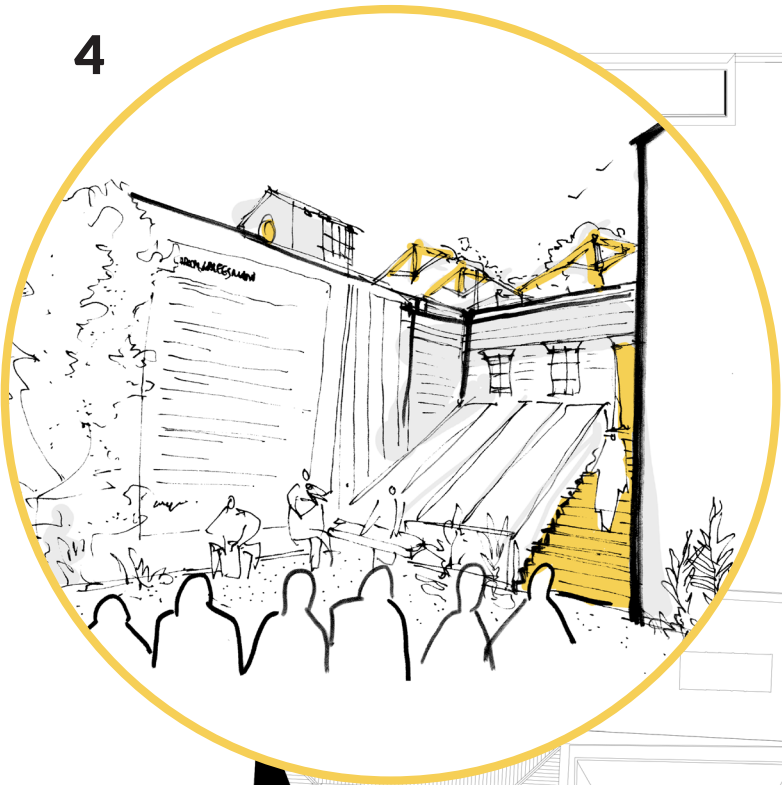
overview structure

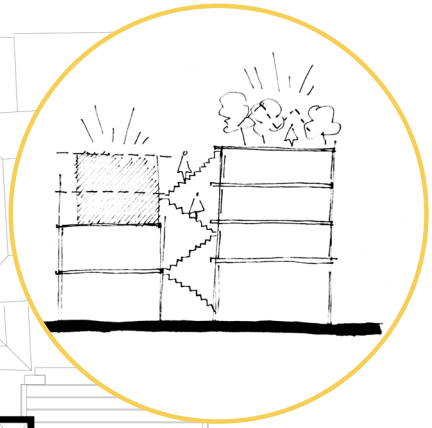


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concert hall





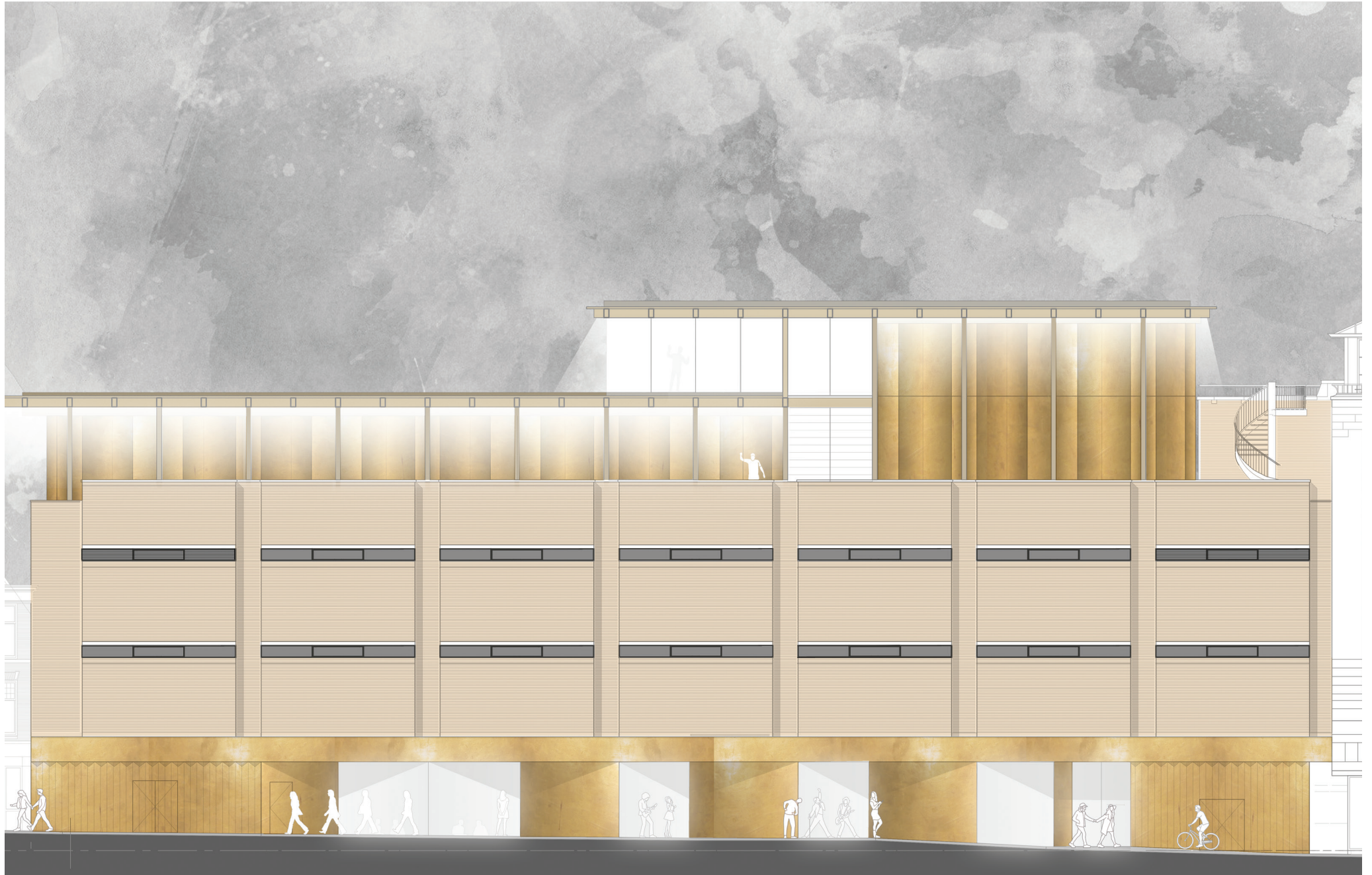




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foyer 2





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user traces



patina



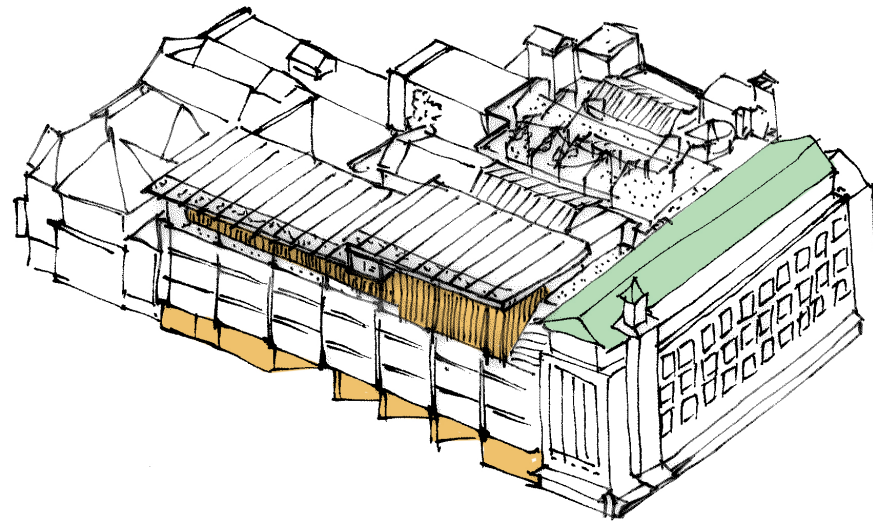
association



combination wood



design flexibility



copper



brass



family of material



new



over time



by night

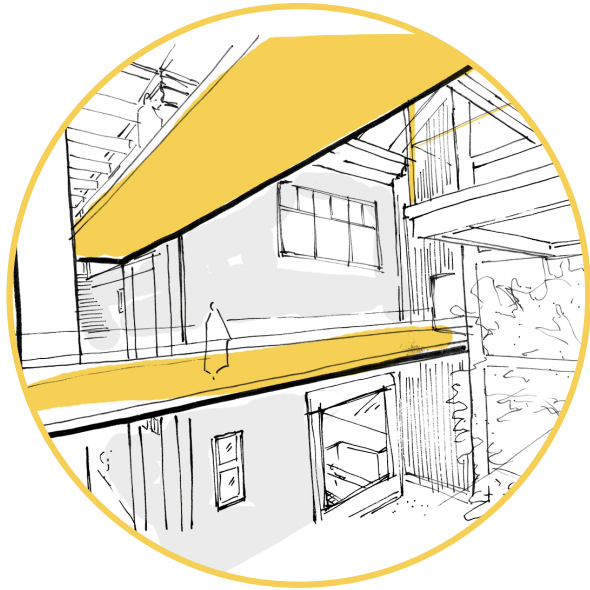


materialization over time

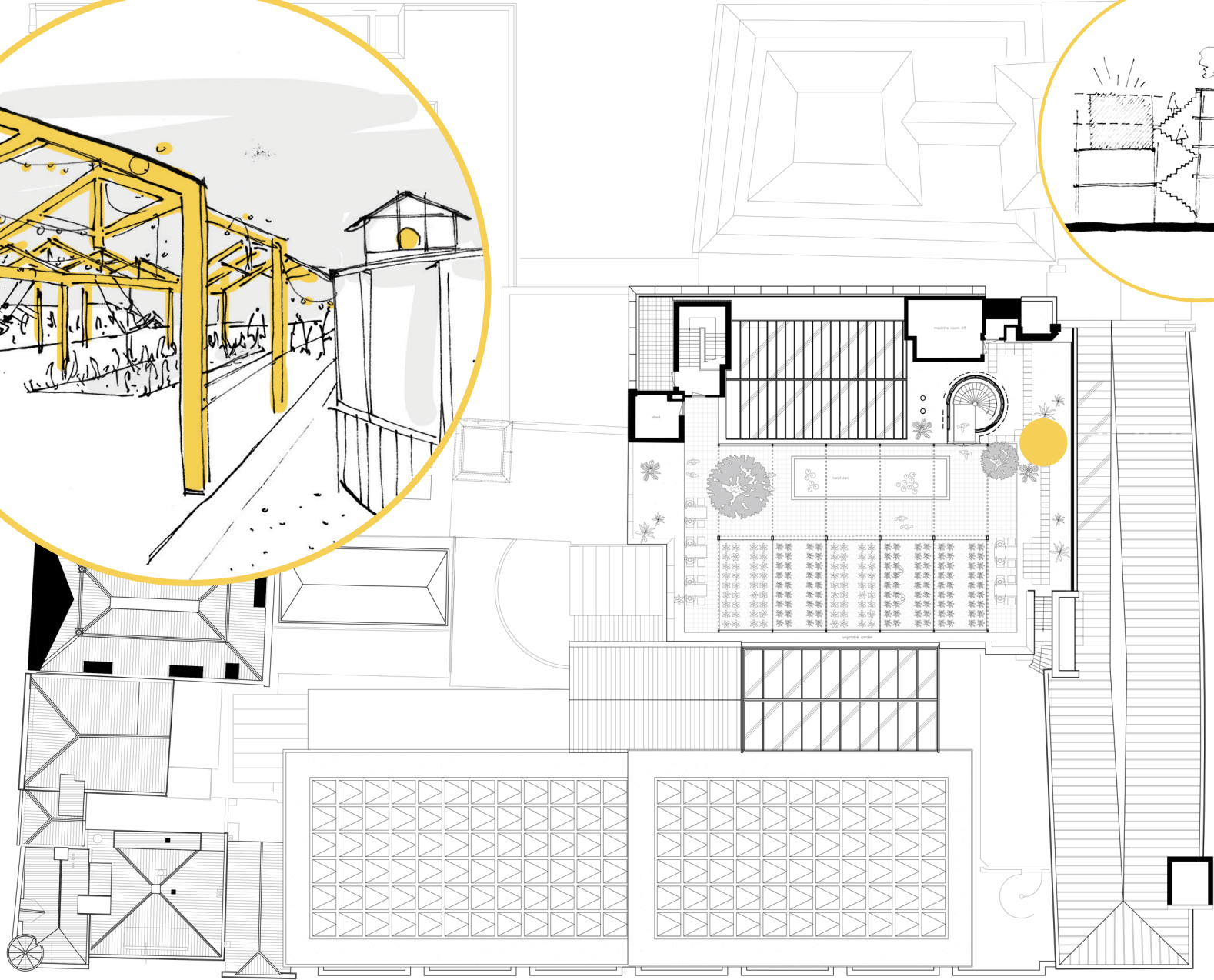
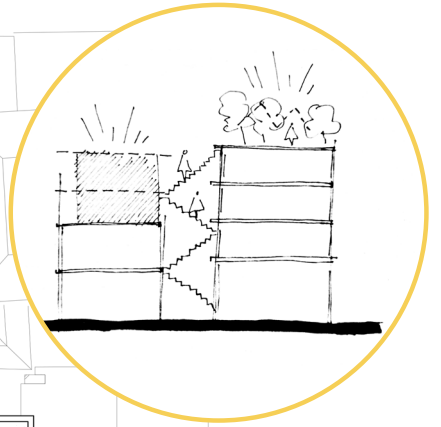
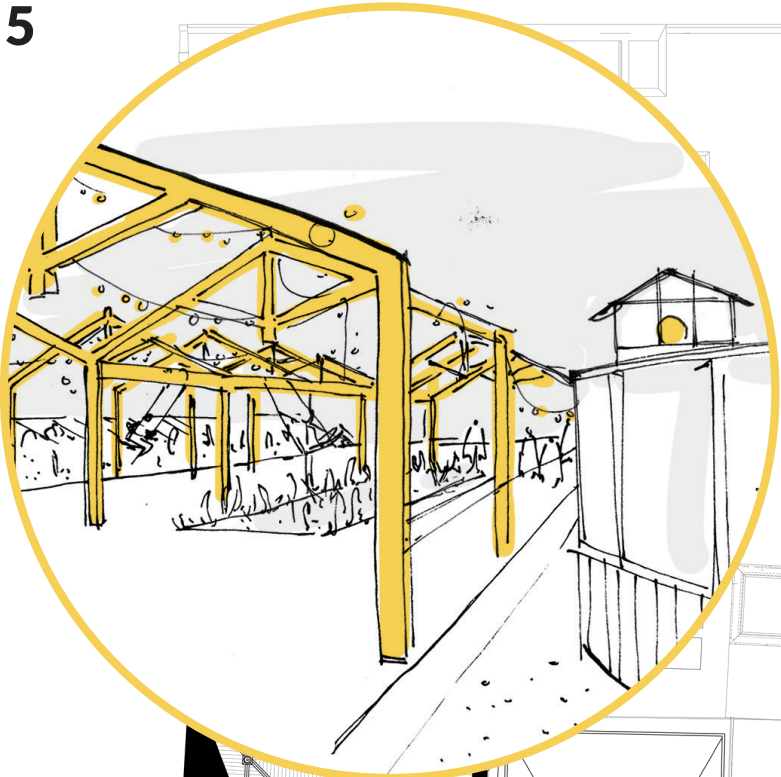




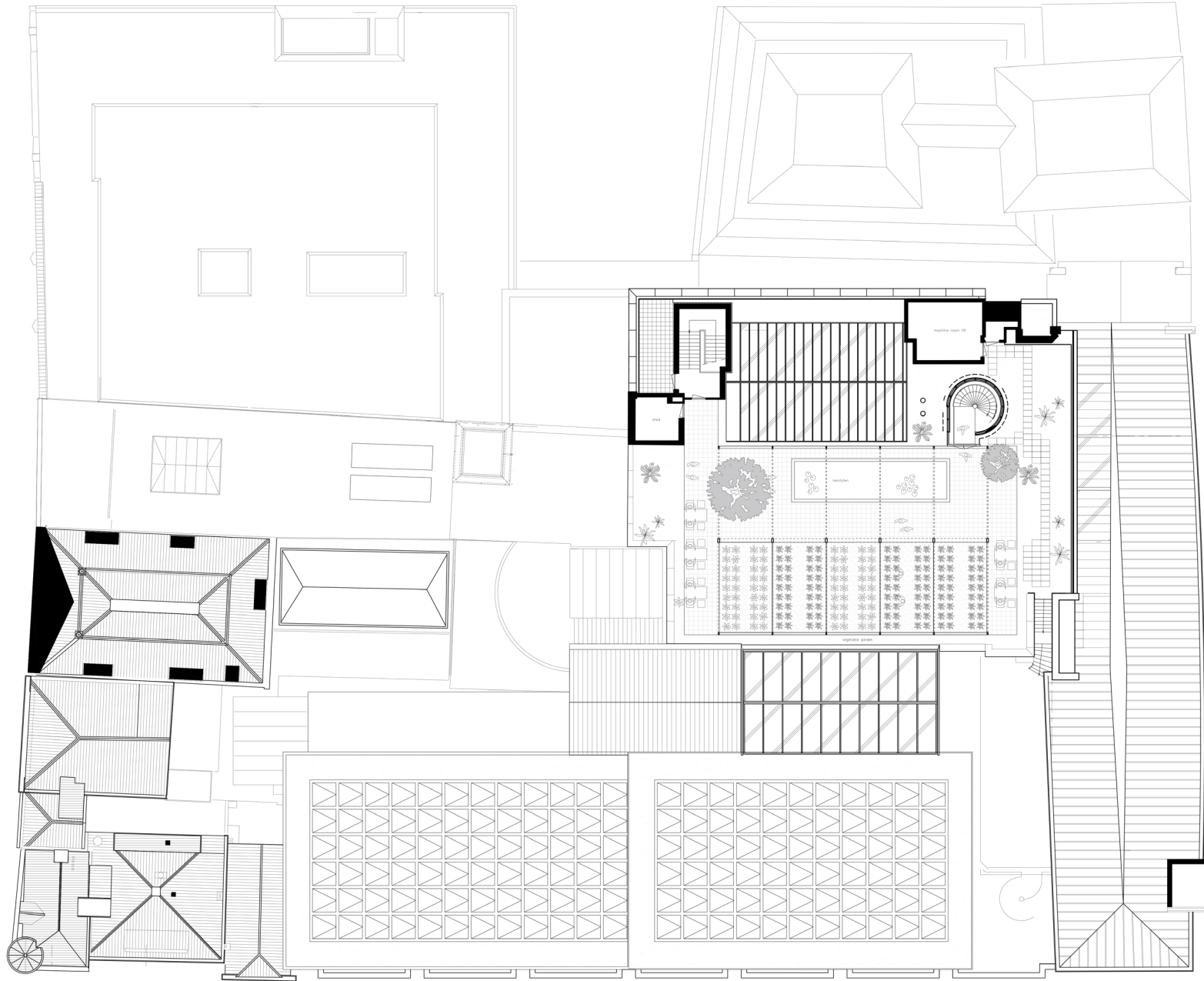
view to botermarkt



intervention legible







green rooftop



rain water



pv panel



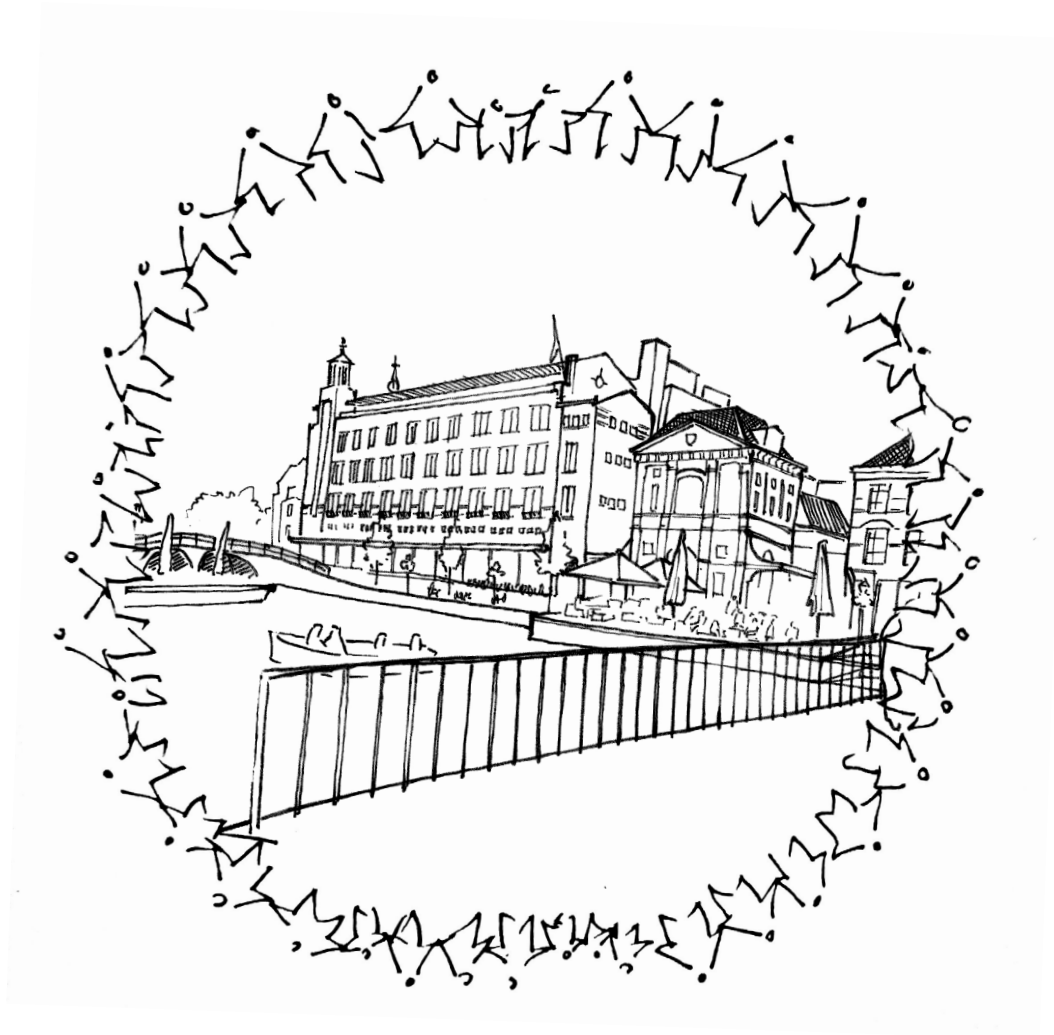
sustainable materials



awareness

sustainability

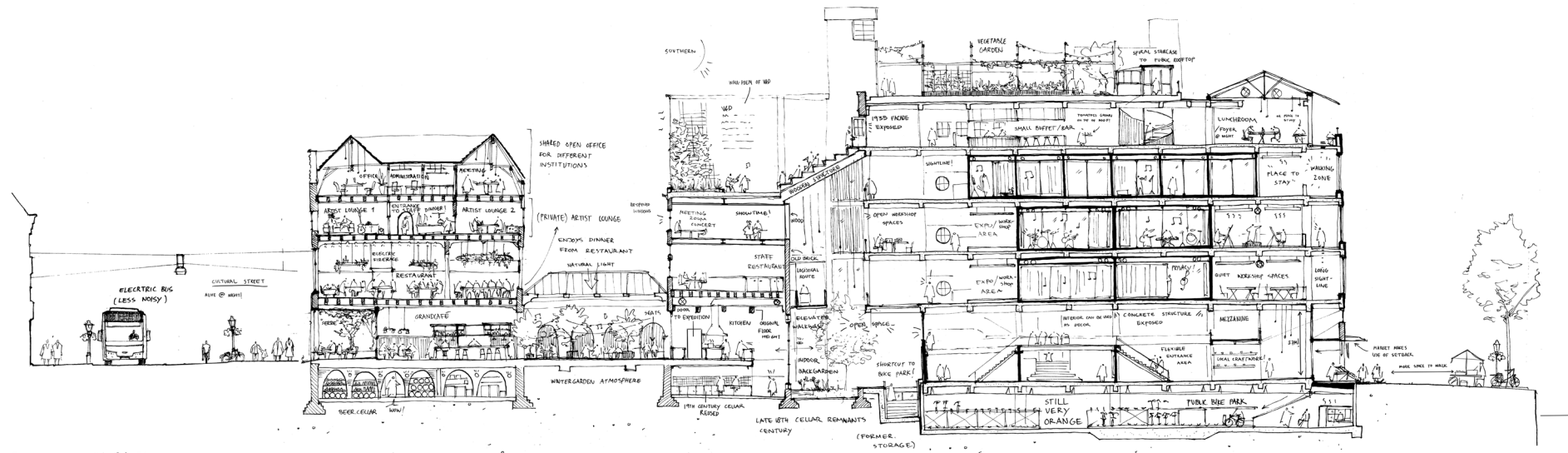




social sustainability



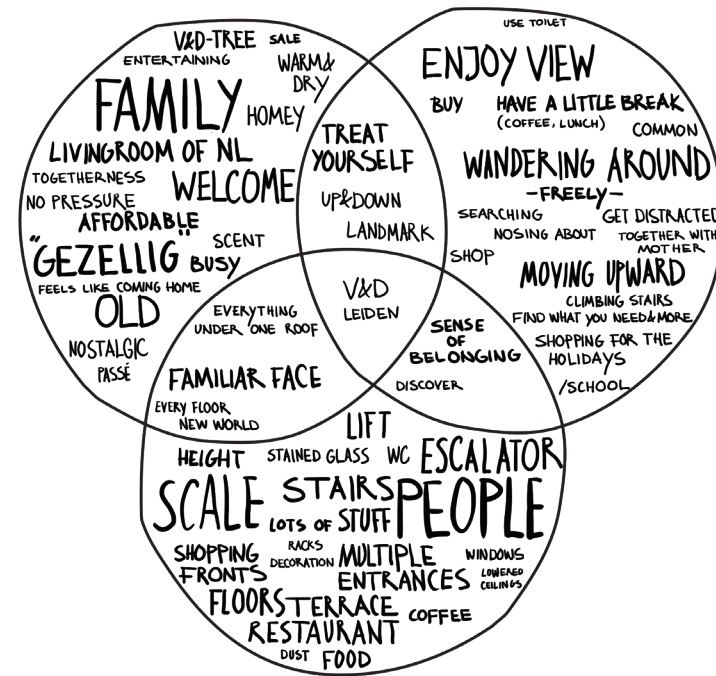
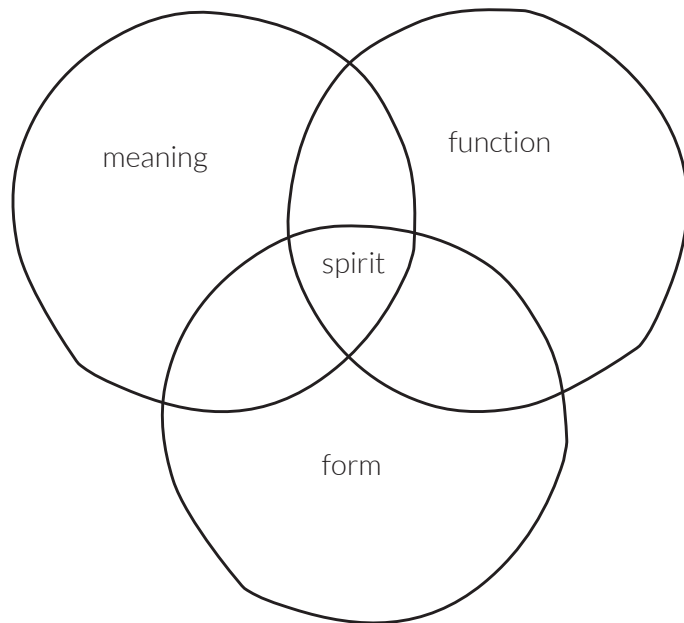




GASTHUISVIERENDEEL ANNO 20??

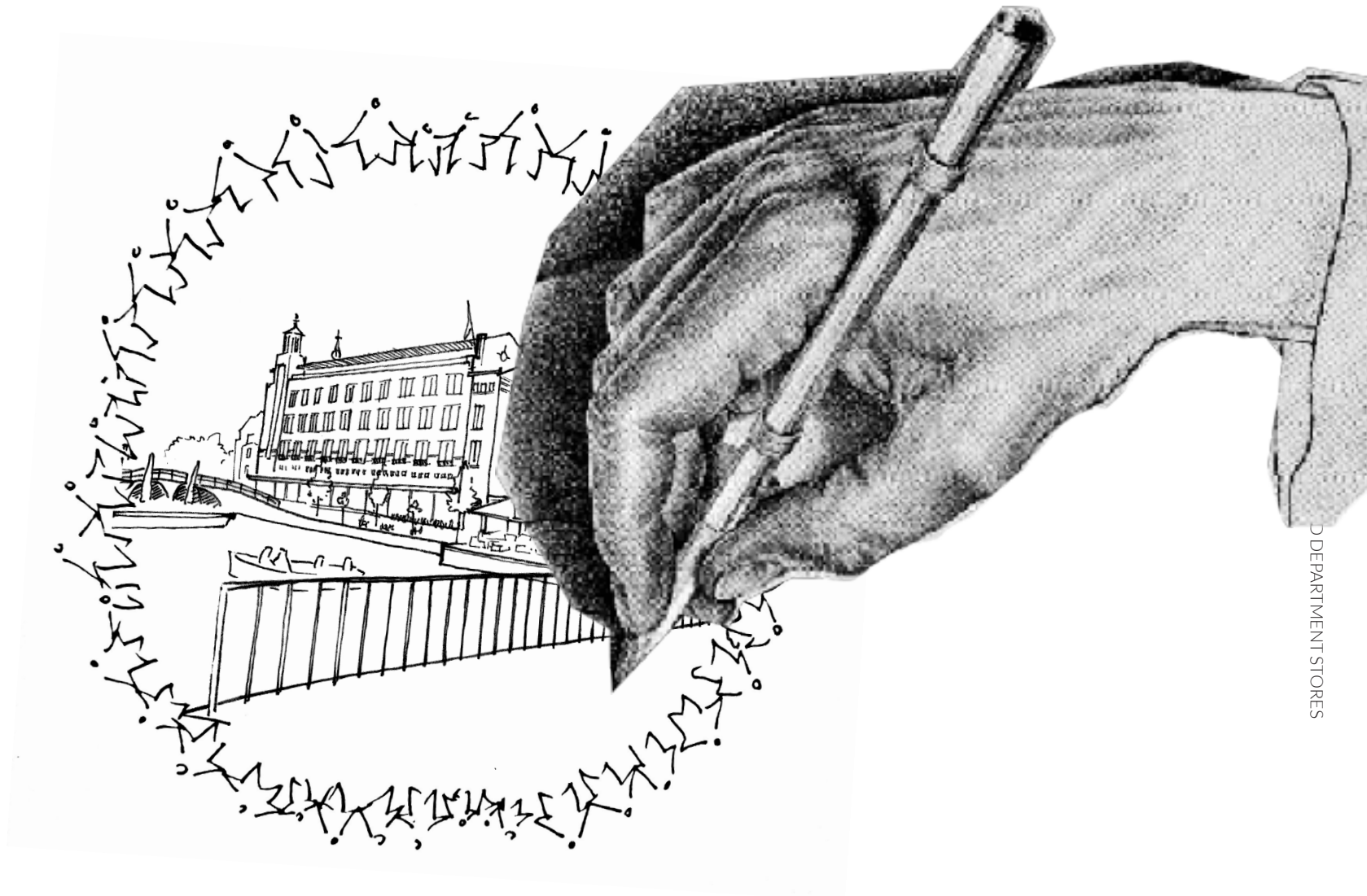
increase sense of place

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method to analyze spirit of place



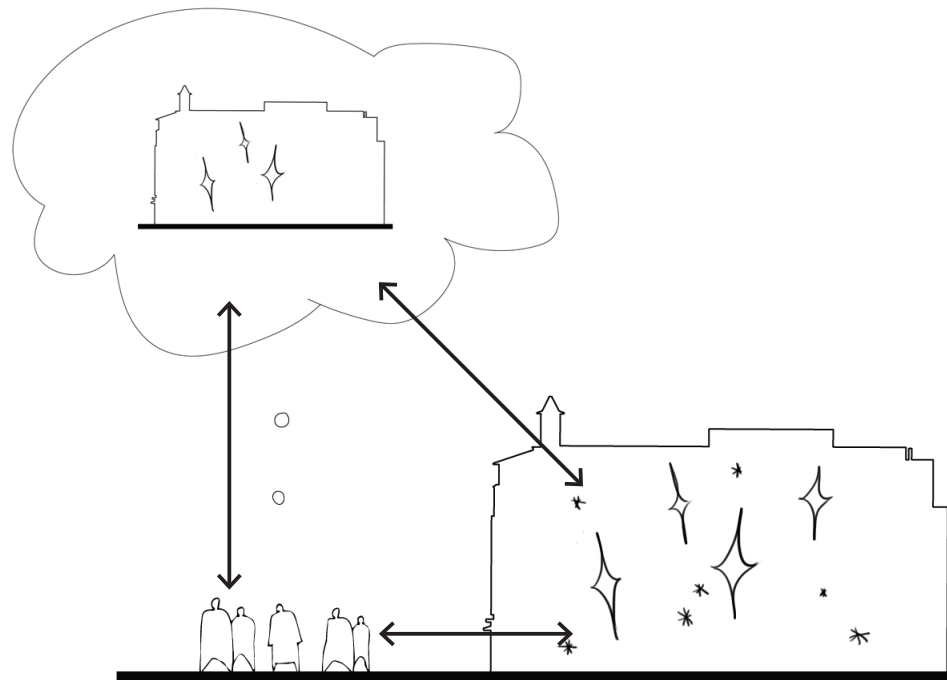
D DEPARTMENT STORES

architectural positioning



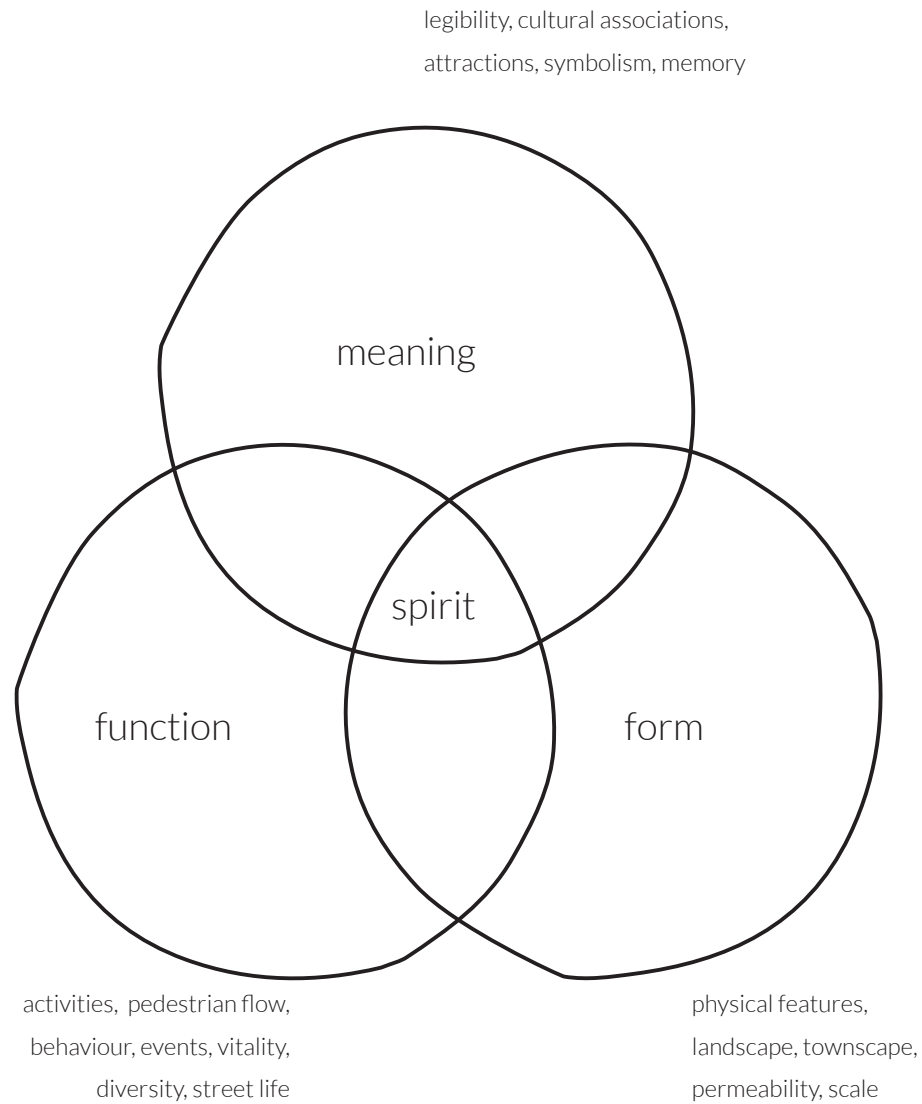


thank you



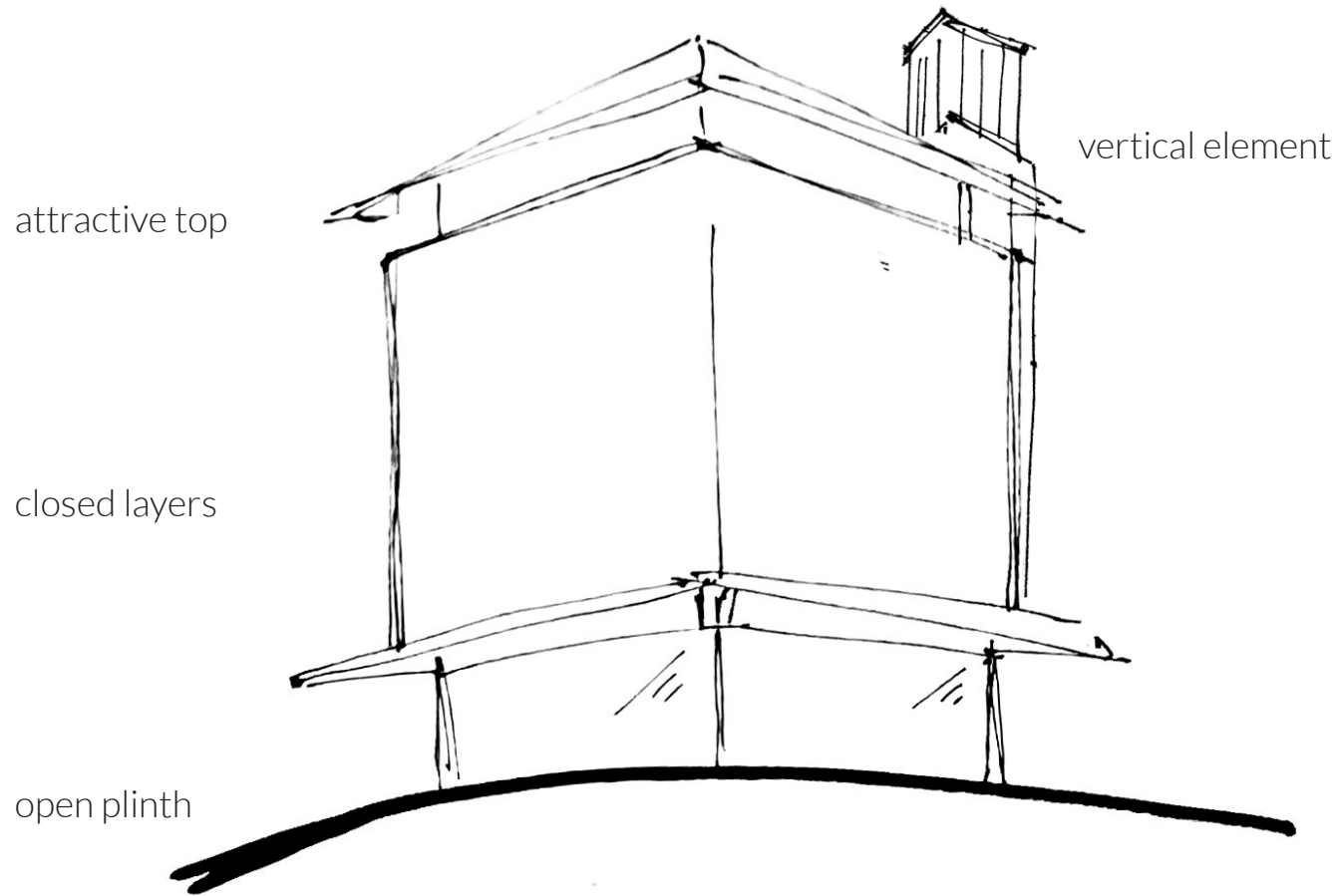
'(...) SOMEWHERE WITH A POWERFUL **SPIRIT OF PLACE** WILL HELP TO ENGENDER A STRONG **SENSE OF PLACE**

AND A COMMUNITY WITH A STRONG **SENSE OF PLACE** IS MORE LIKELY TO EFFECT CHANGES THAT WILL CREATE A REMARKABLE **SPIRIT OF PLACE**'

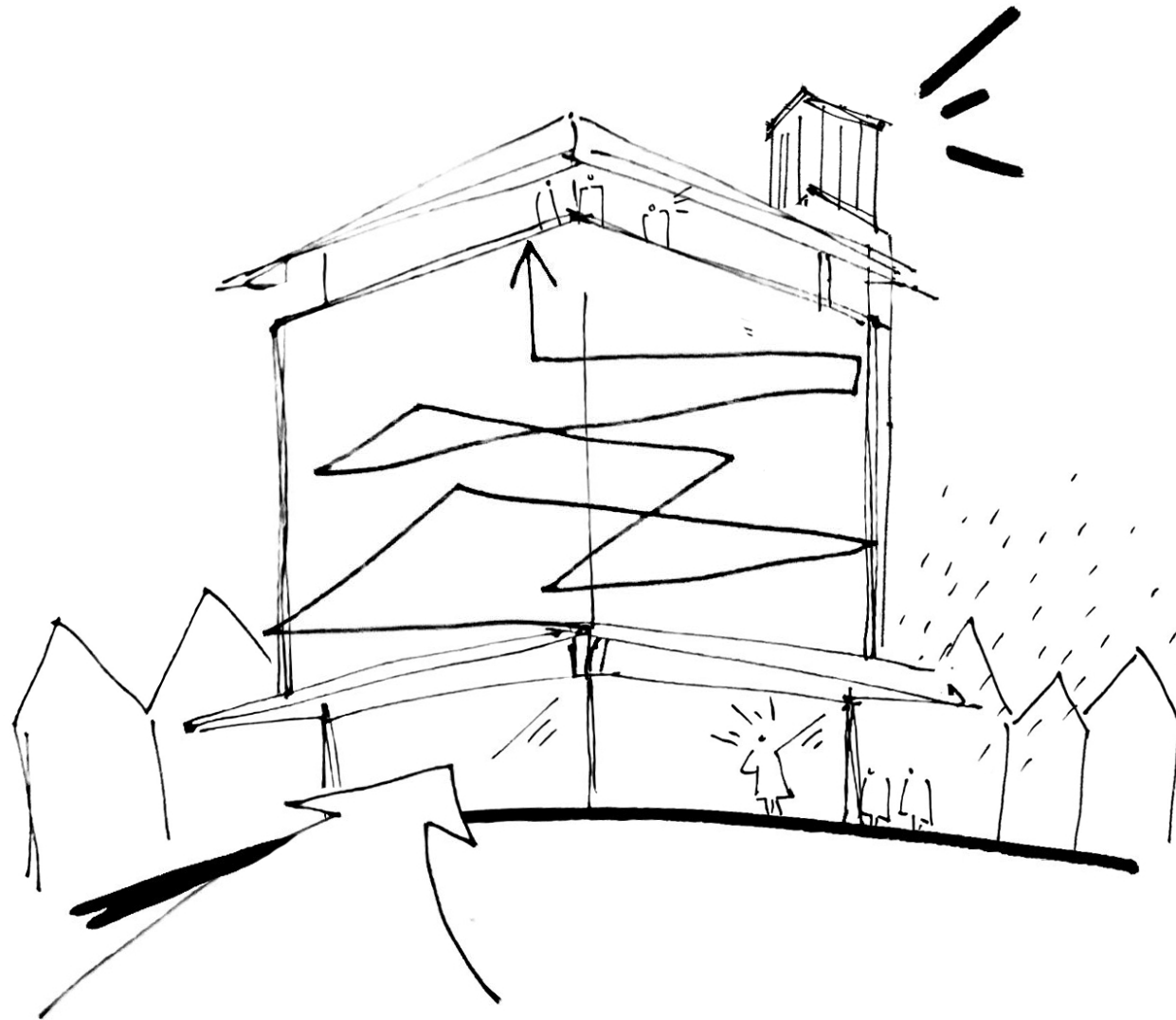


“Distinctiveness can persist despite change.”

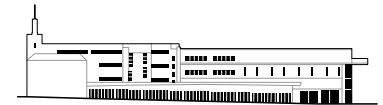
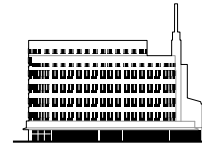
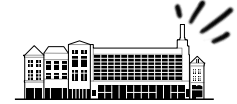




spatial building typology V&D



linking form-meaning-function

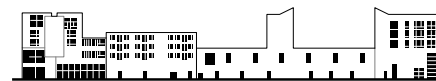
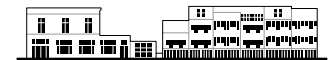
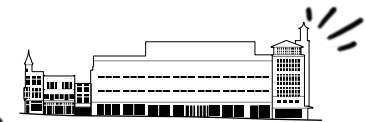
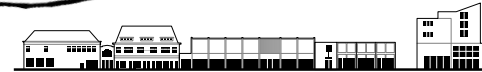
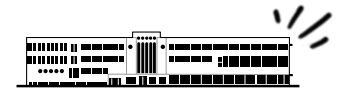
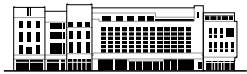


AMSTERDAM

ALKMAAR

HAARLEM

DORDRECHT



MAASTRICHT

LEIDEN

AMERSFOORT

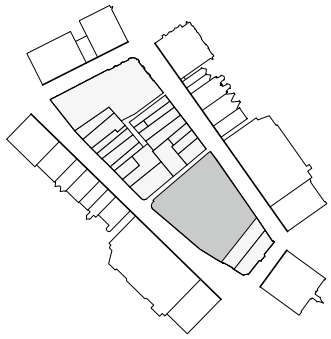
ENSCHEDÉ

images from Spatial Building Typology book

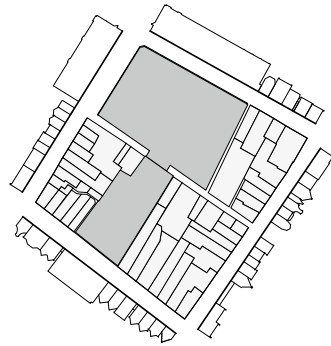
Spatial Building Typology

VACANT HERITAGE - V&D DEPARTMENT STORES

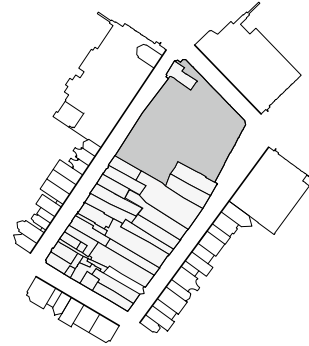




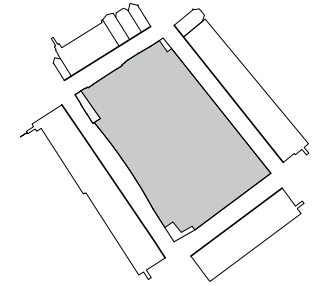
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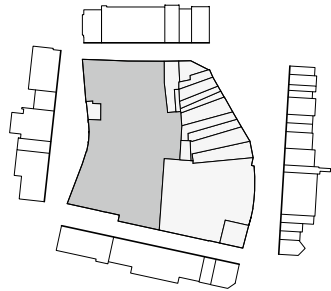
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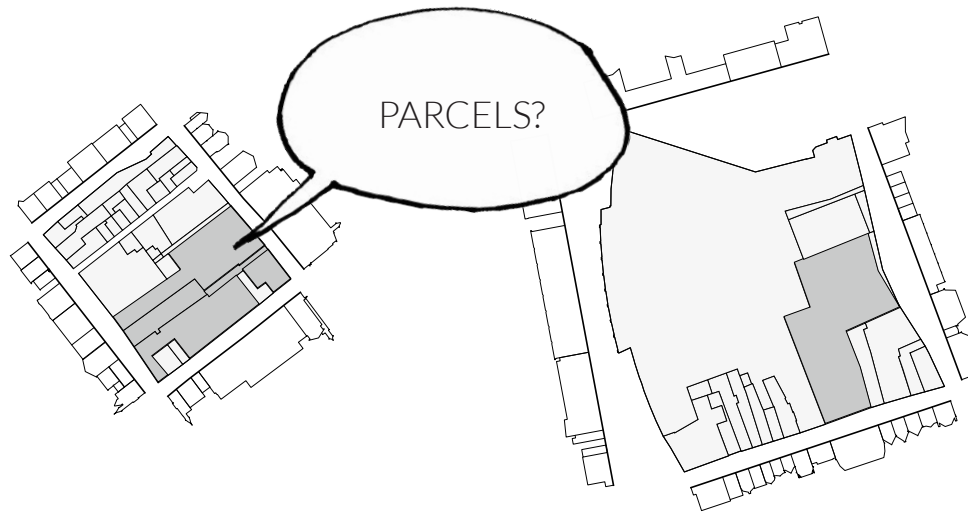
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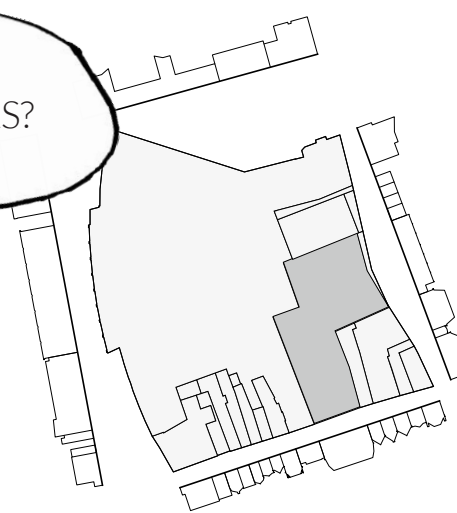
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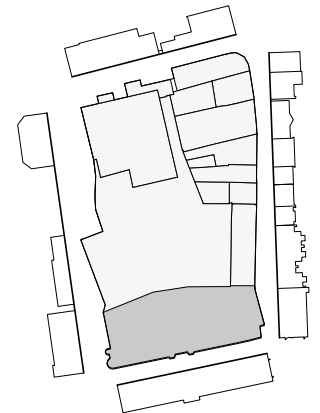
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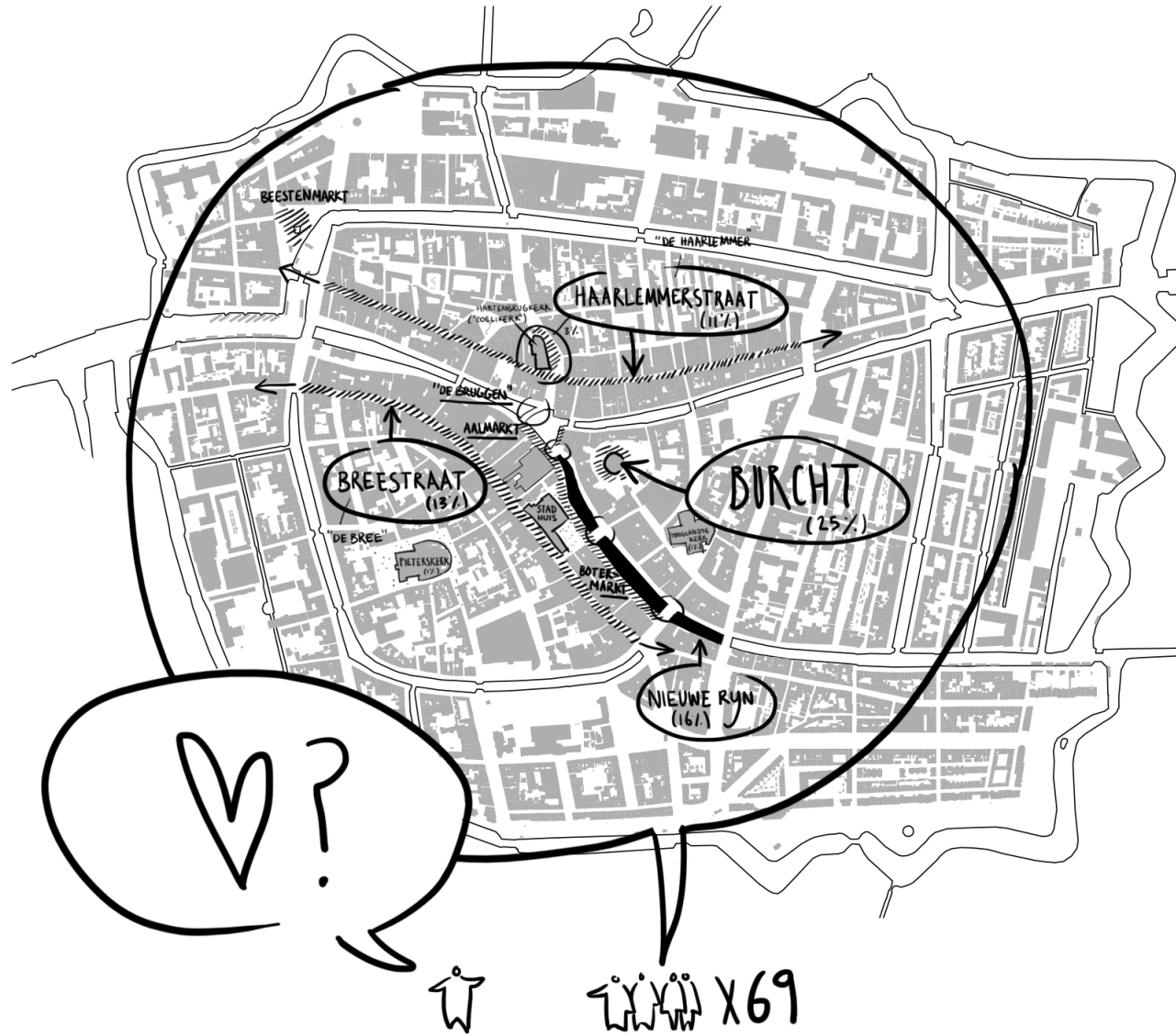
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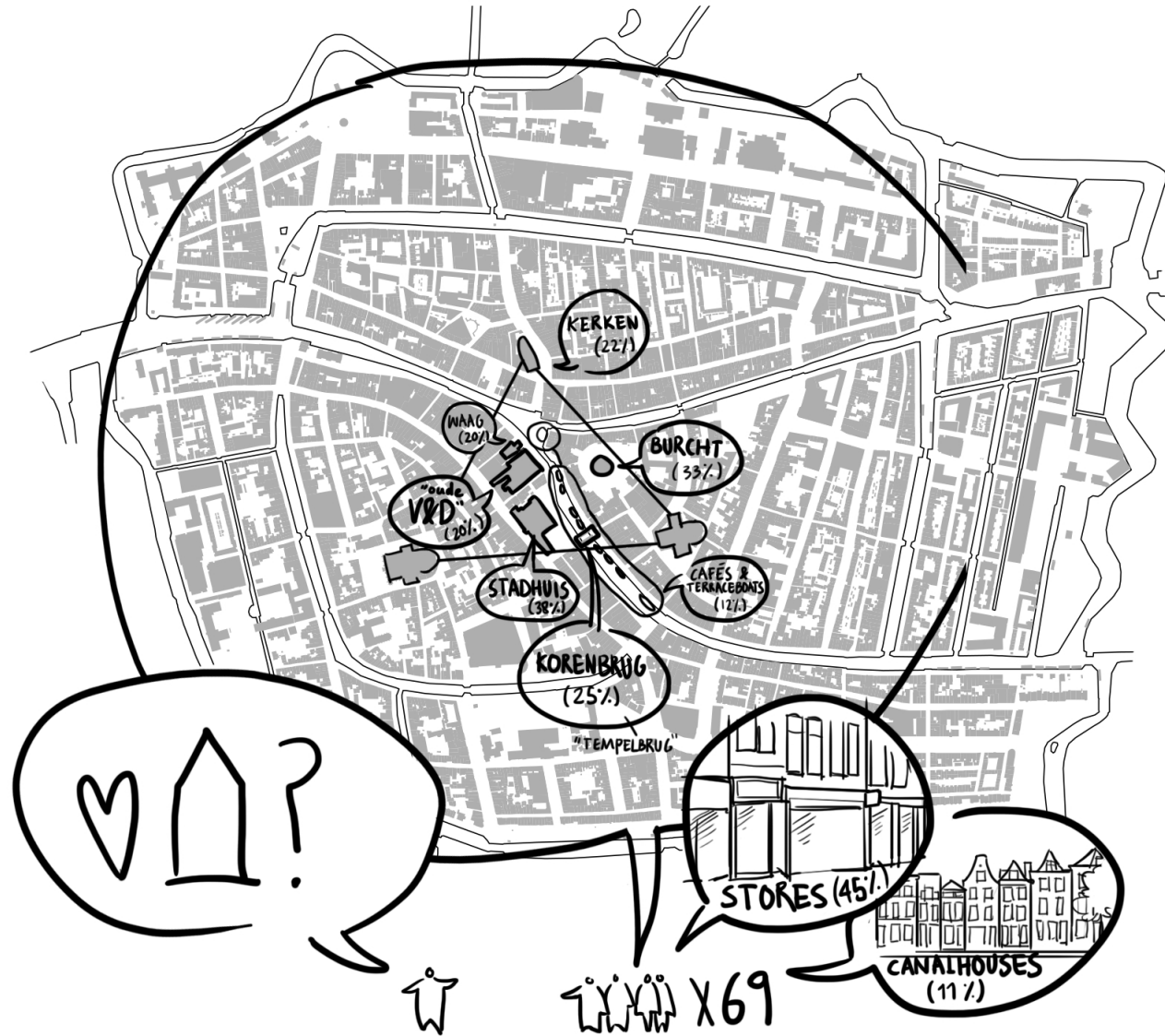


ENSCHEDA



VACANT HERITAGE - V&D DEPARTMENT STORES

mapping the perceived city centre of Leiden



mapping the perceived attributes of city centre