

RE-BUILDING RETAIL

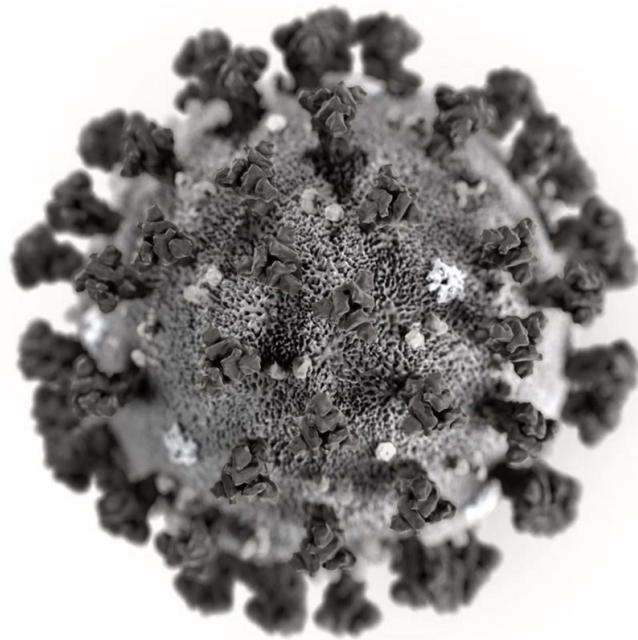
Hotel New York



P5.0

21/01/2020

Michalina Wawro





In 2020, participants were
eight times as likely to screen positive for mental illness
28%, compared to 3.4% in 2018

Jean Twenge, Professor of Psychology, San Diego State University

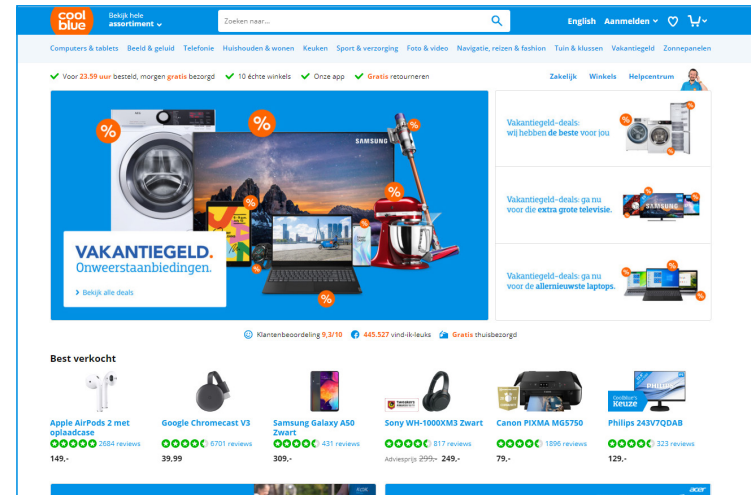




Urban Retail Space

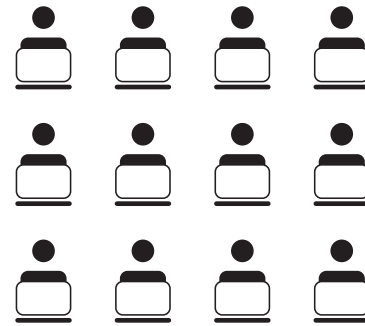


Logisticalization



Digitalization

Suburban & Virtual Machine Space



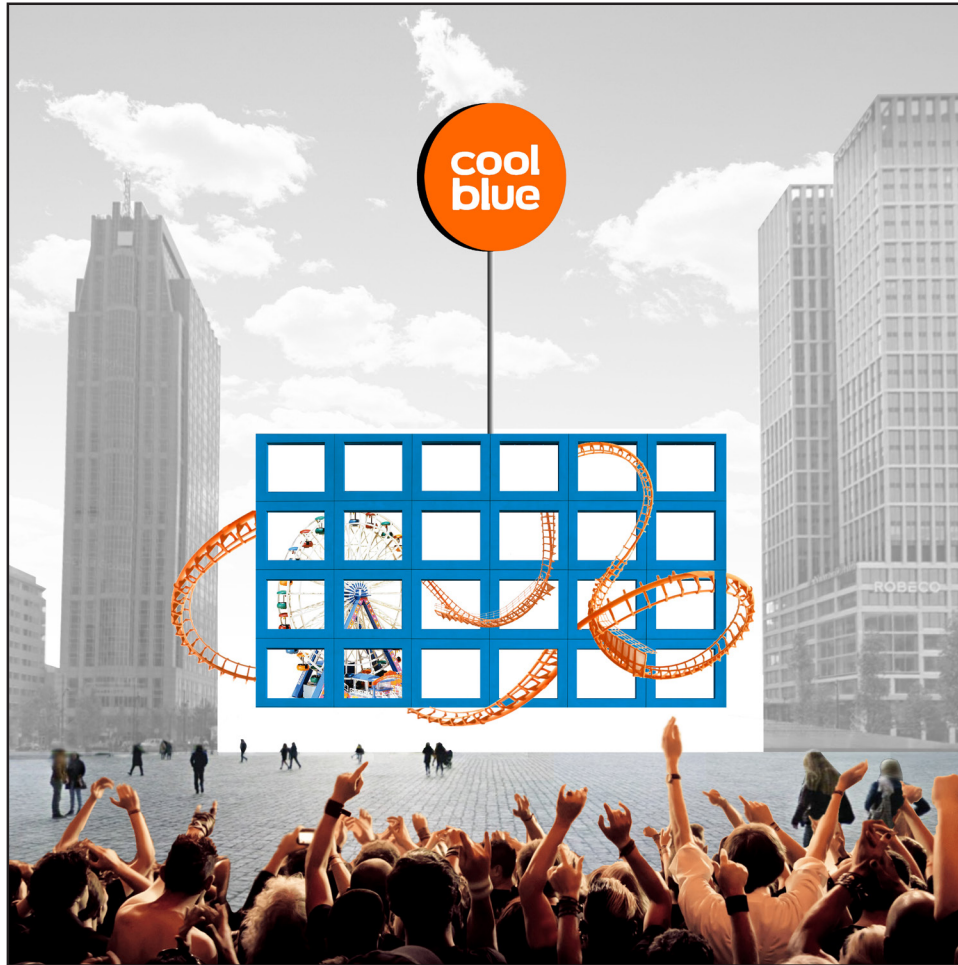
if online shopping is to replace traditional shopping,

HOW CAN E-COMMERCE SUBSTITUTE RETAIL IN THE CITY OF ROTTERDAM?





The Experience Space



CoolBlue E-Experience Center

national/international visitors



**corporate emblem
&
experience destination**

promotes individual ownership

local community



**social condenser
&
community recreation center**

participates in shared economy

CoolBlue E-Experience Center



Research

Brief

Concept

Design

Development

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Research

Brief

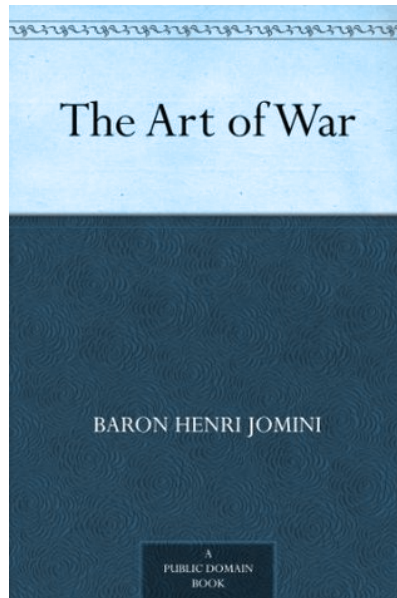
Concept

Design

Development

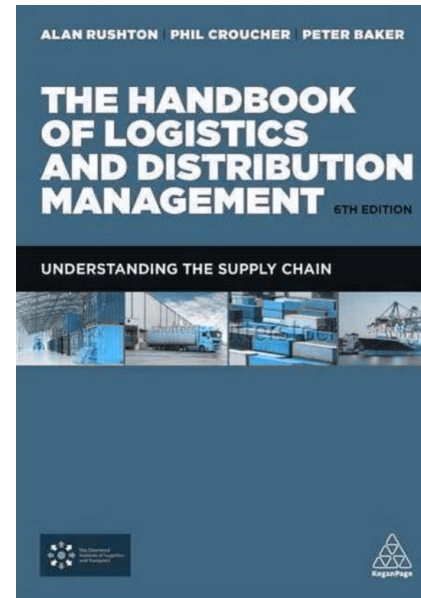
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LOGISTICS THEORY



military activity

1838, France



commercial activity

1989, USA

TRANSPORT TECHNOLOGY



mid 20th c
container ship

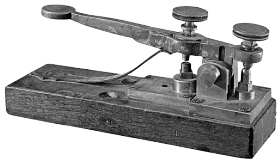


early 20th c
truck



mid 20th c
jet planes

COMMUNICATION TECHNOLOGY



early 19th c
telegraph



mid 19th c
fax machine



late 19th c
telephone

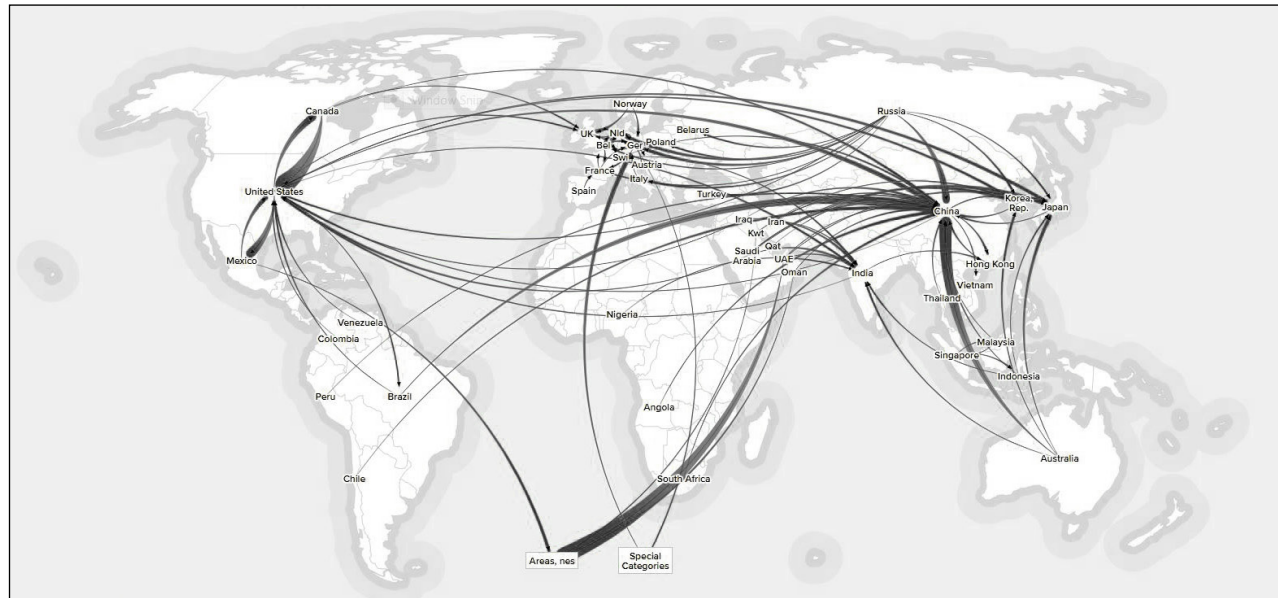


late 20th c
personal computer



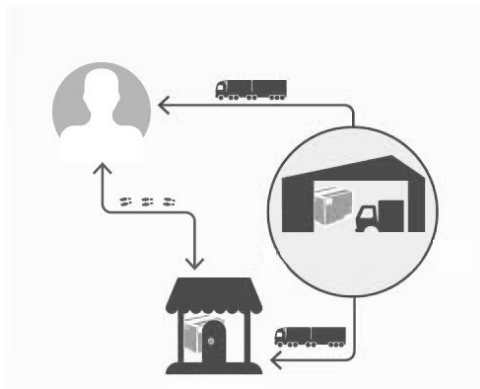
21st c
smartphone

GLOBAL NETWORKS

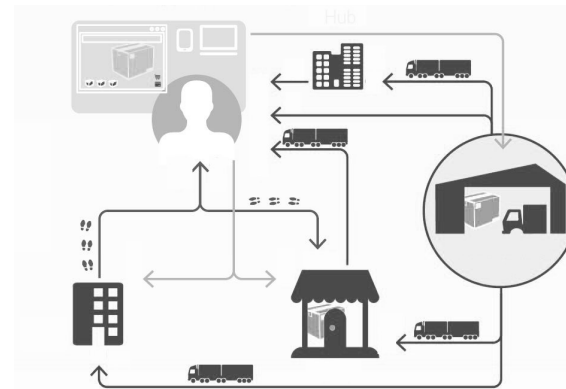


Globalization
21st century

LOCAL NETWORKS



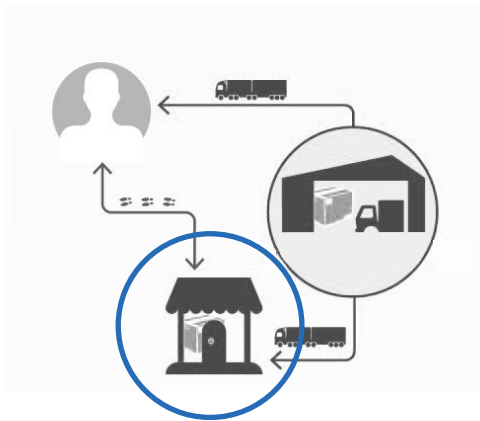
Traditional Shopping/ Delivery Methods



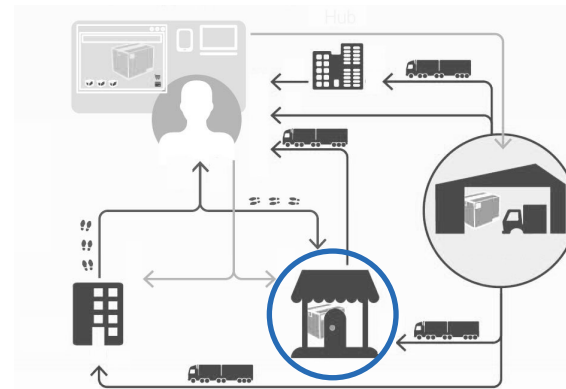
Evolving Shopping/ Delivery Methods



LOCAL NETWORKS

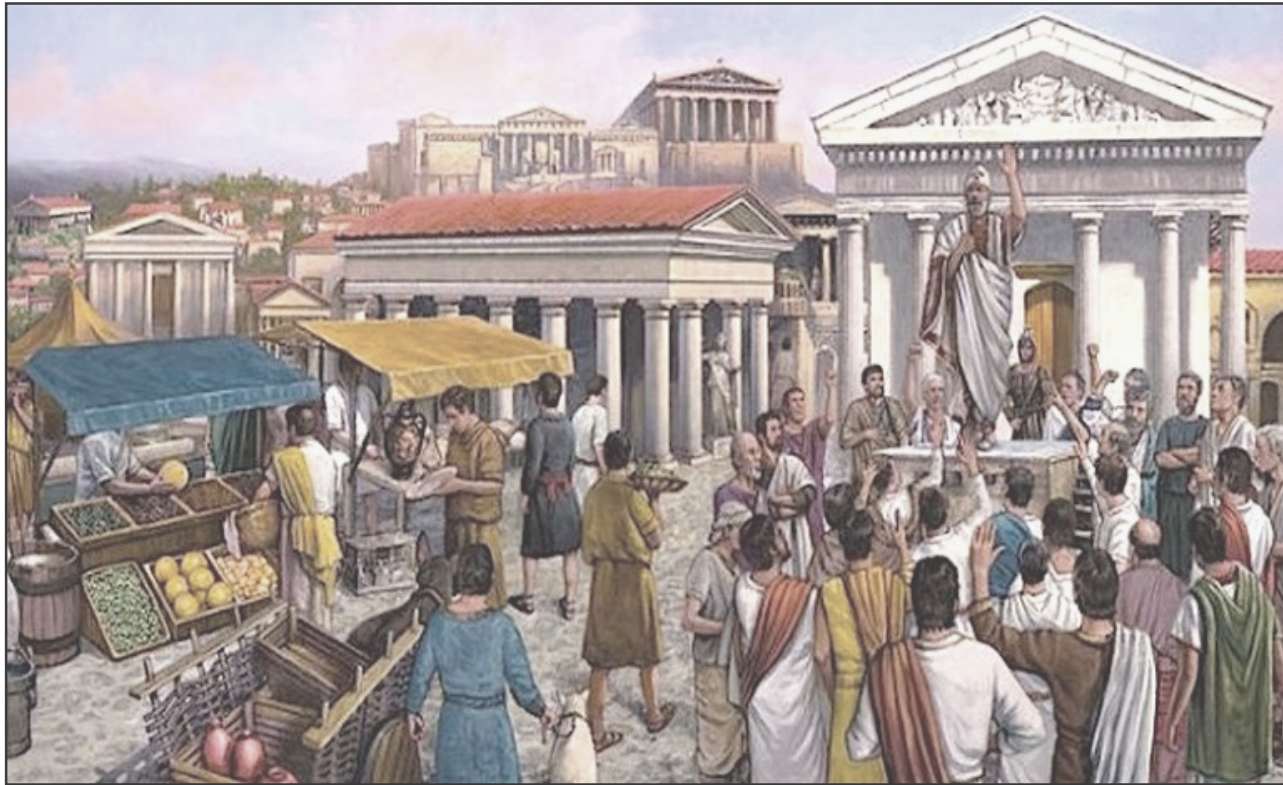


Traditional Shopping/ Delivery Methods



Evolving Shopping/ Delivery Methods

THE GREEK AGORA



Athens, 5th c. BC - 6th c.

THE MEDIEVAL MARKET



Europe, 11th century

THE GALERIE



Paris, 19th century

THE SHOPPING CENTER



USA, 20th century

TODAY

shopping as ACTIVITY

shopping as LEISURE

shopping as MEETING PLACE

shopping as THERAPY

shopping as HAPTIC EXPLORATION

shopping as EXPERIENCE.

TOMORROW



E-COMMERCE

WIDER SELECTION!



LOWER PRICE!

CONVENIENCE!

SPATIAL IMPACTS

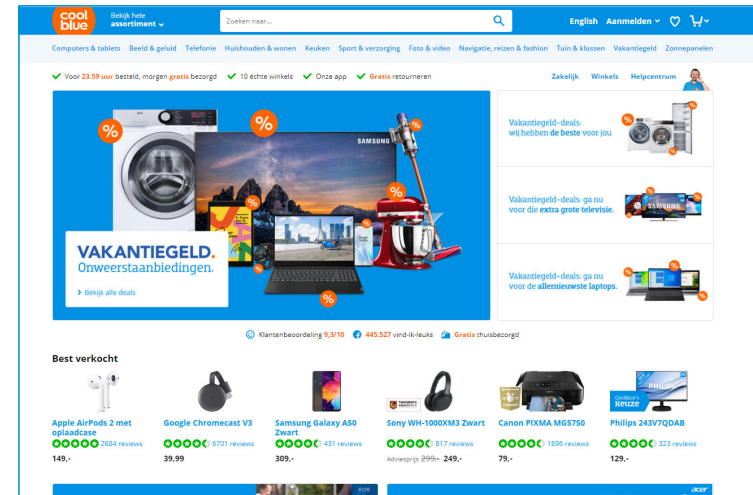


Urban Retail Space

SPATIAL IMPACTS



Logisticalization



Digitalization

Suburban & Virtual Machine Space

RETAIL APOCALYPSE



PLOT TWIST!

“Amidst the apparent decline in brick-and-mortar,
67% of leading e-commerce brands have opened physical spaces
in the past 36 months.”

Katie Lynn, HERO.com, August 2017

NEW TYPOLOGY

The Experience Space Samsung, London



aim not to distribute but to advertise through experience

PROMOTIONAL TECHNIQUES



advertisement



The Traditional Store

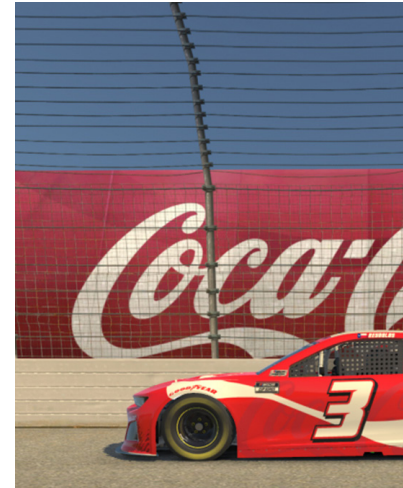
PROMOTIONAL TECHNIQUES



advertisement



product placement



sponsorship

The Experience Space

NEW TYPOLOGY

The Experience Space Samsung, London



new alignment of public and private interests!

WWII DESTRUCTION



Bombardement of Rotterdam, 1940

ROTTERDAM RECONSTRUCTION



Van Traa Basisplan, 1946

ROTTERDAM CENTER



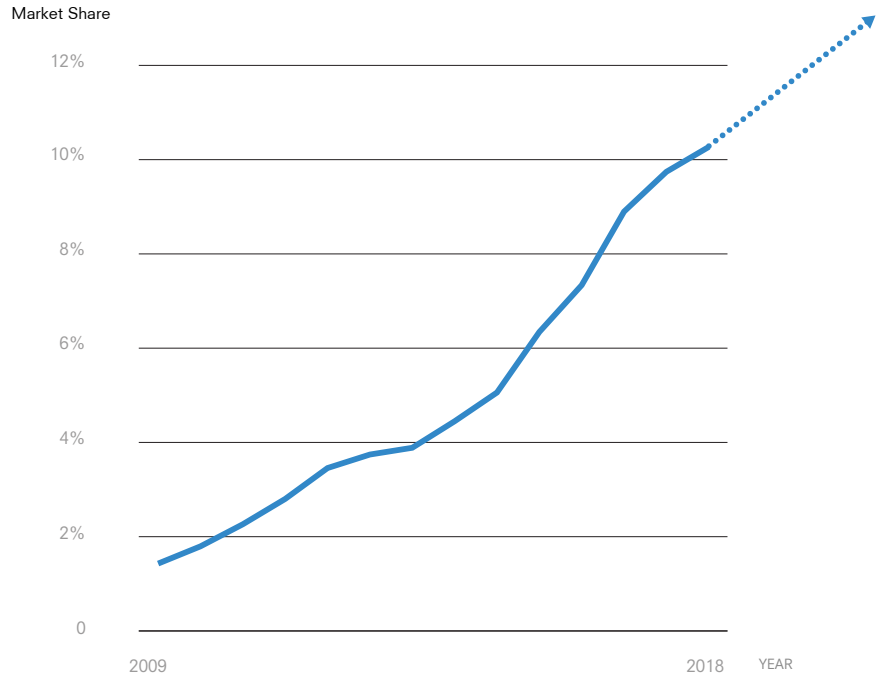
DENSIFICATION



“the city aims to build 50,000 new homes in the next decade”

Rotterdam City Council

E-COMMERCE

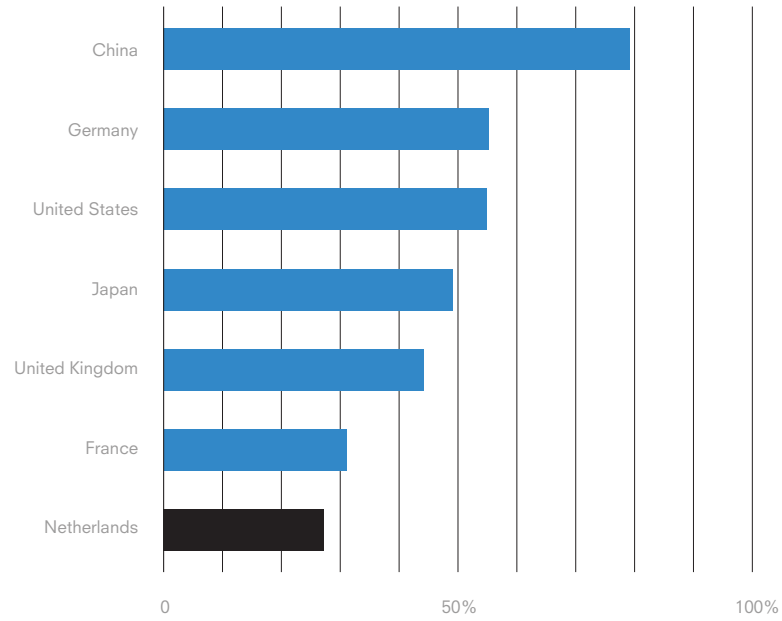


Growth of E-Commerce in the Netherlands

Savills Real Estate



E-COMMERCE



Market Share of Top 3 Online Stores

ING Economic Bureau, 2019



E-COMMERCE

“The Netherlands is
on the eve of a new battle in online retail,
as international platforms are approaching our country.

In 2025,
1 to 2 platforms will dominate online
non-food retail in the Netherlands. ”

ING Economic Bureau, 2019

ROTTERDAM



social need
for space of public quality
in a densifying city



opportunity for online brands
differentiation in particularly
competitive online market

RESEARCH QUESTION

if online shopping is to replace traditional shopping,

HOW CAN E-COMMERCE SUBSTITUTE RETAIL IN THE CITY OF ROTTERDAM?

both in terms of

brand experience & public role of retail

Research

Brief

Concept

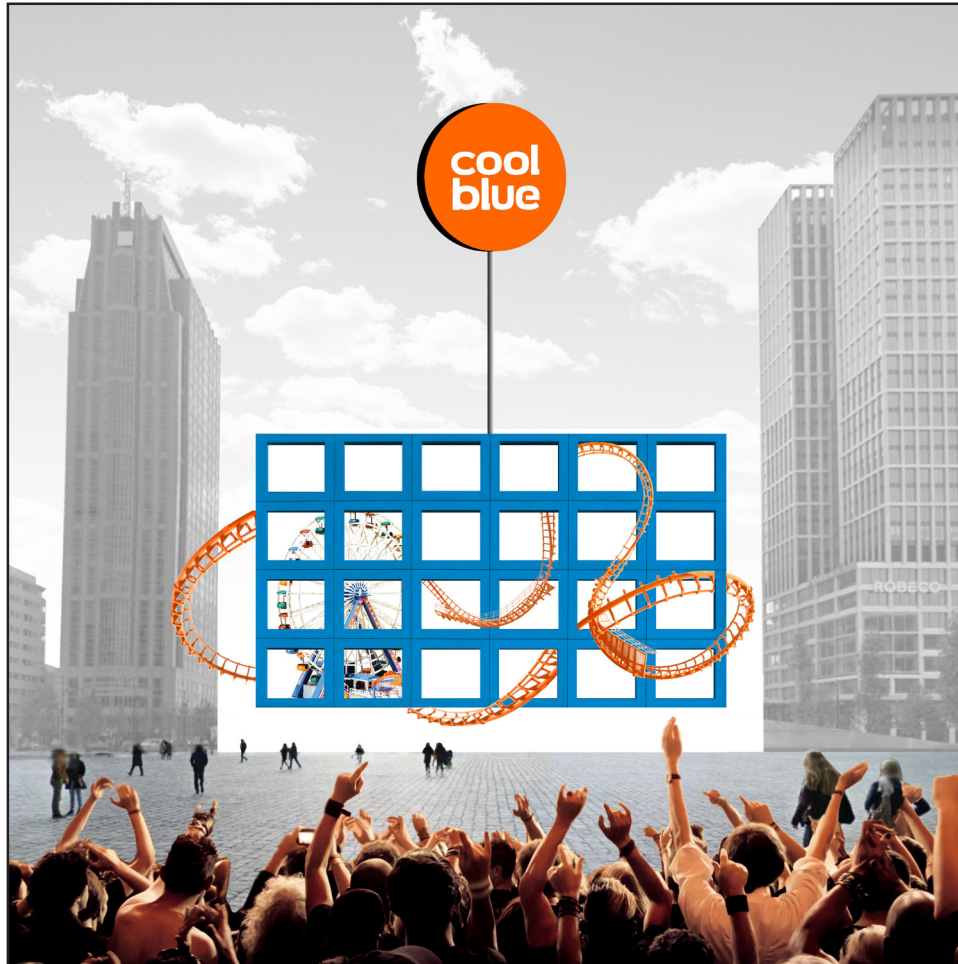
Design

Development

INDEX



AMBITION



CoolBlue E-Experience Center

AMBITION



creates contact between brands & customers



provides new form public/civic space

New Typology of Commercial Space

Brief

COOLBLUE



COOLBLUE



View all categories ▾

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Nederlands

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Computers & tablets

Image & sound

Phones

Household & living

Kitchen

Sports & beauty

Photo & video

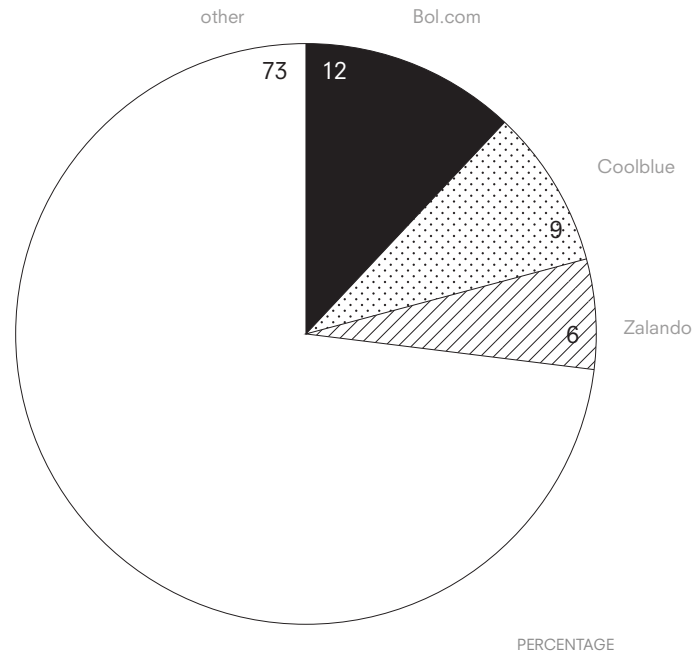
Navigation, travel & fashion

Garden & tools

Promotions



TOP RANKED



Market Share of Top 3 Online Stores

ING Economic Bureau, 2019



2. LOCAL FROM ROTTERDAM



Coolblue HQ
est. 2000

3. STRATEGY



Coolblue Service Point
anything for a smile

REACH

national/international visitors



**corporate emblem
&
experience destination**

promotes individual ownership

local community



**social condenser
&
community recreation center**

participates in shared economy

PROGRAM



the products

the brand

the technology

commercial program

promotes products
as objects

experiential program

promotes products
through experience

public program

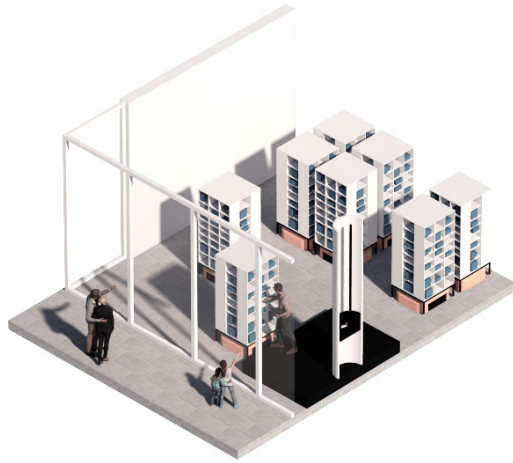
promotes brand

educational program

promotes brand
& technology



COMMERCIAL PROGRAM



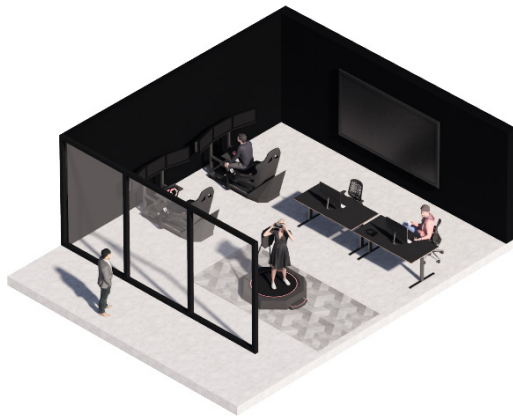
product depository



consultation space

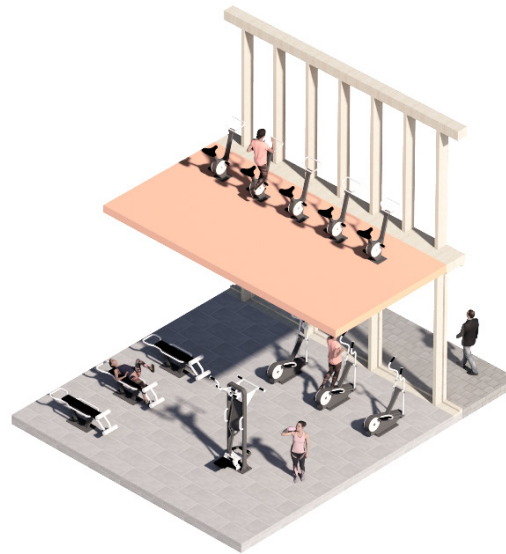
+ featured product displays
+ service desk & order pickup

EXPERIENTIAL PROGRAM



contained spaces

vr space
gaming zone
photo studio
yoga



open spaces

e-reading space
beauty styling zone
photo installation
gym, spinning

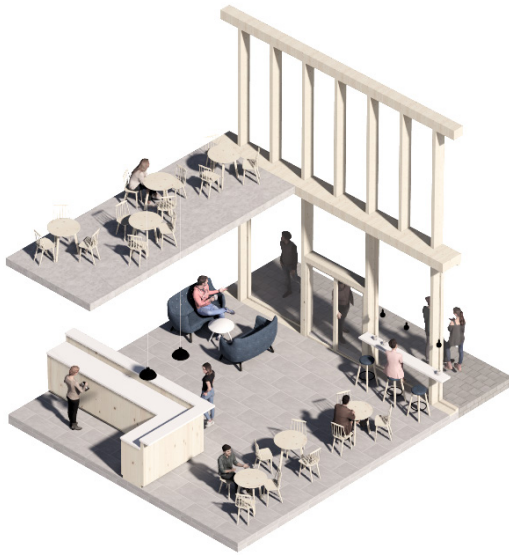
+ trampoline zone
+ bbq space



closed spaces

nutrition class
graphic design class
interior design class
wood working workshop
recording studios
cooking workshop

PUBLIC PROGRAM



eat & drink

cafe/juice bar
restaurant



green space

rooftop terraces



event space

public events
product launches

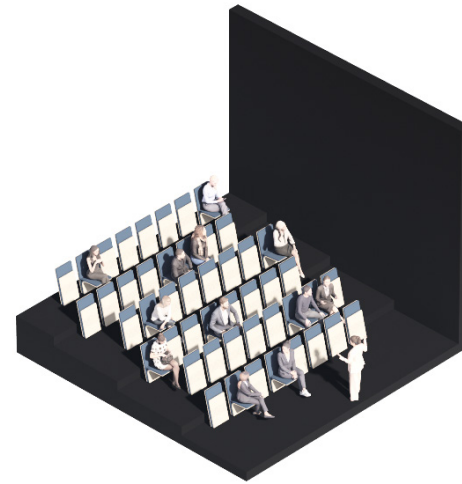
+ amenities

COLLABORATIVE & EDUCATIONAL PROGRAM



collective workspaces

collaboration & incubator
data collection & analysis
e-center administration



auditorium

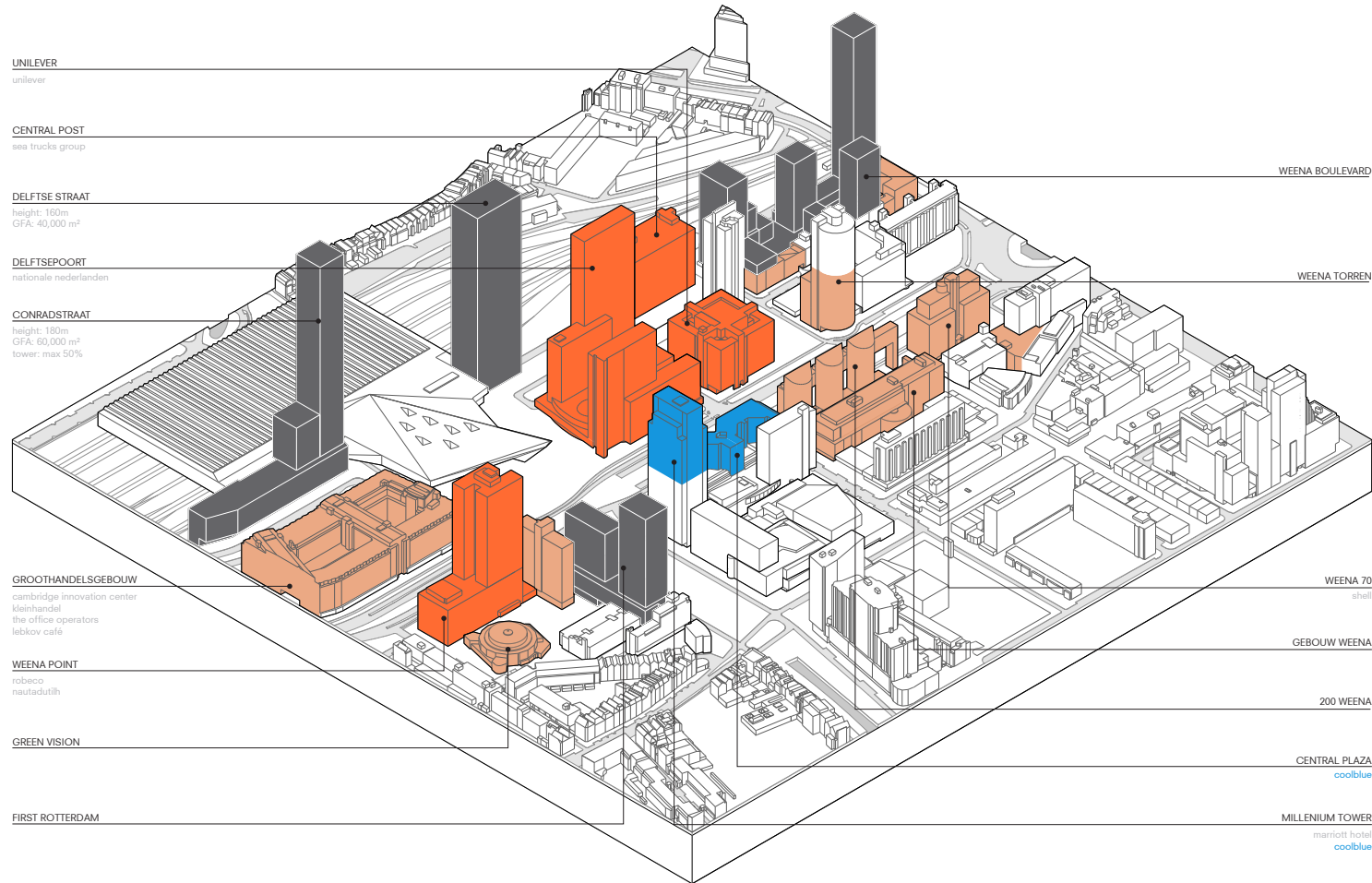
lectures
public events
concerts, movies

+ product development exhibition

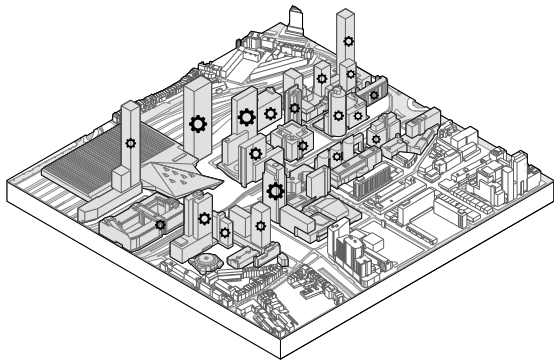
LINK TO CENTRAL STATION



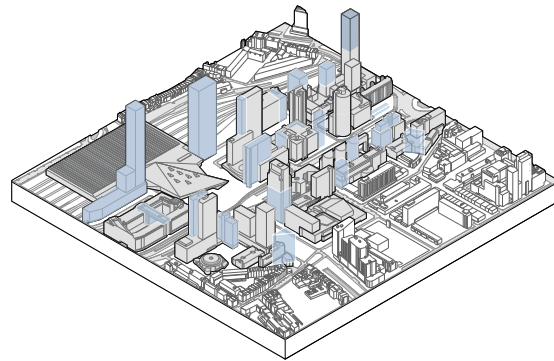
CENTRAL BUSINESS DISTRICT



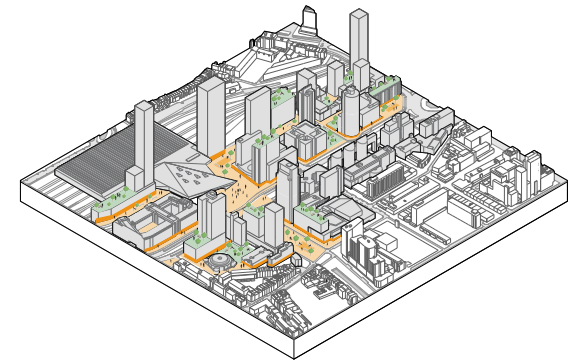
CENTRAL BUSINESS DISTRICT



1. conservation of role as center of economic production



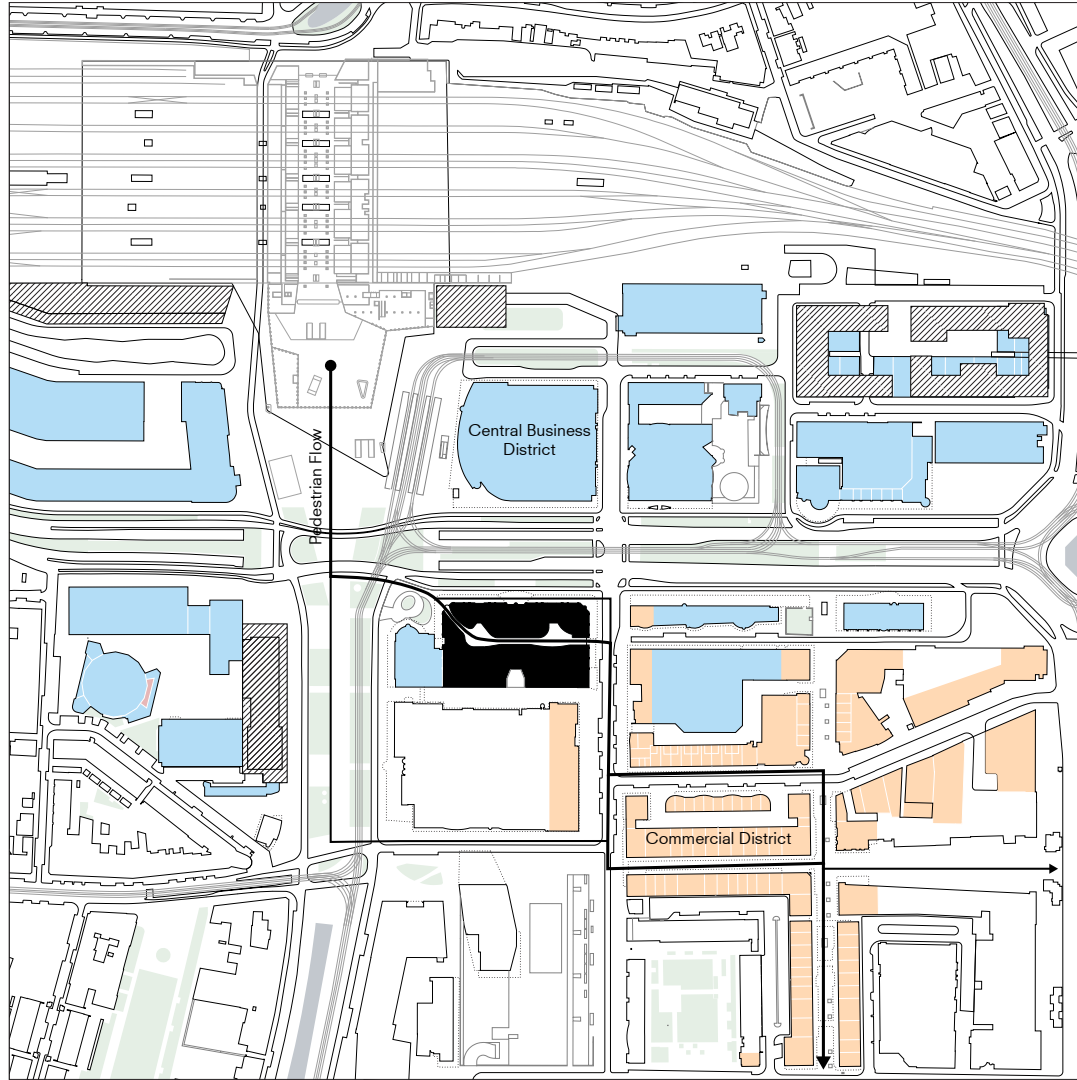
2. diversification of function to include residential



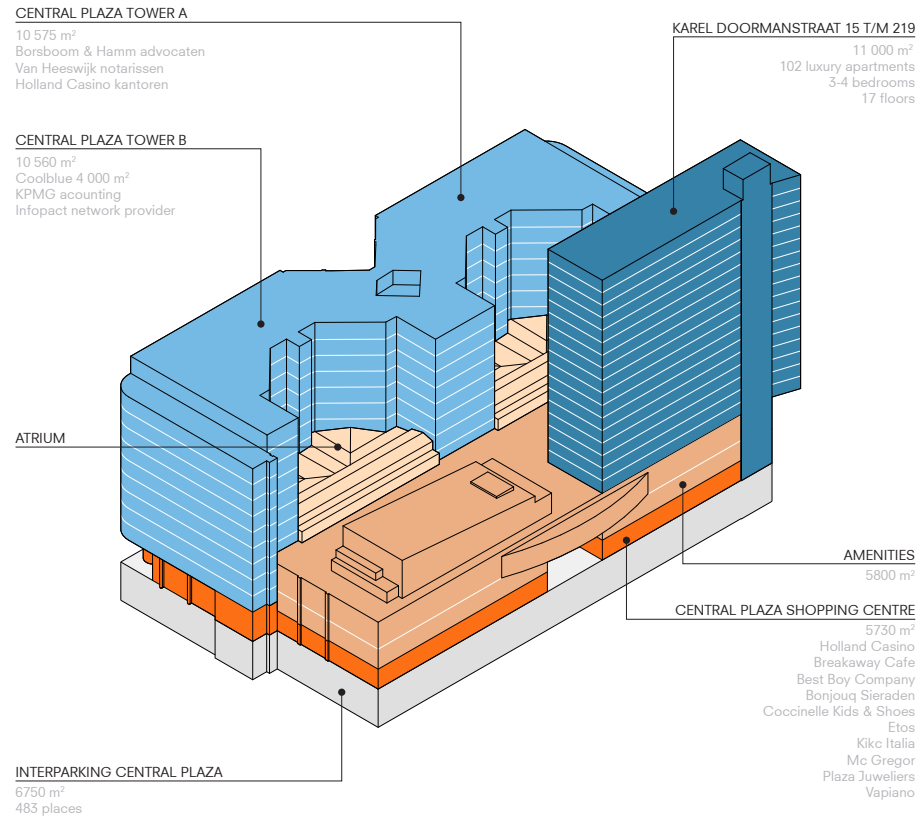
3. improvement of public space & amenities to make into neighborhood

Group Strategy

SITE



EXISTING BUILDING



EXISTING BUILDING

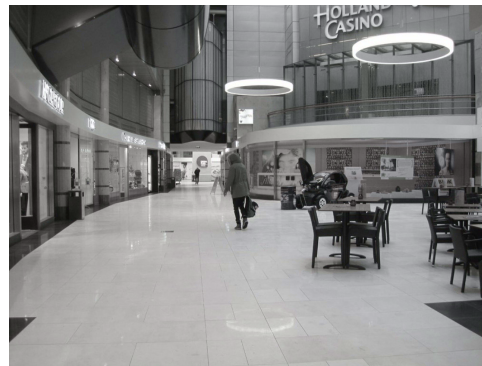
professional



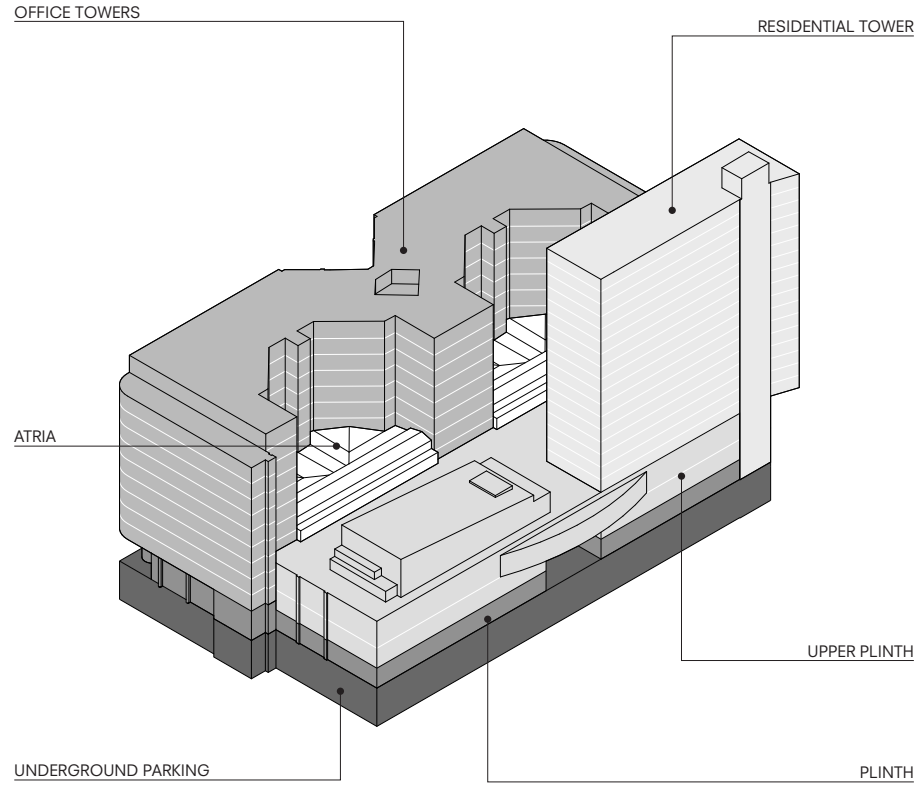
commercial



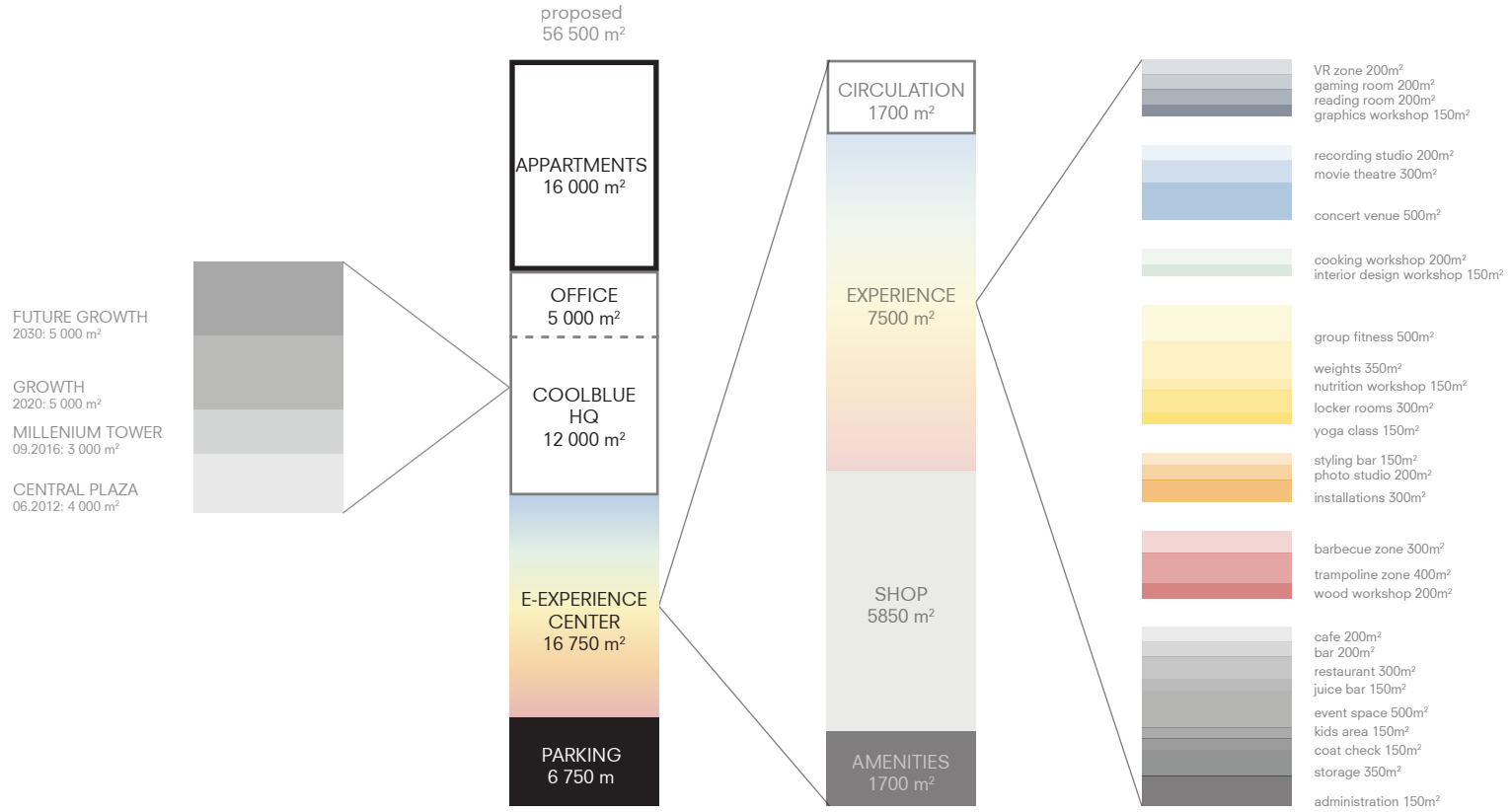
residential



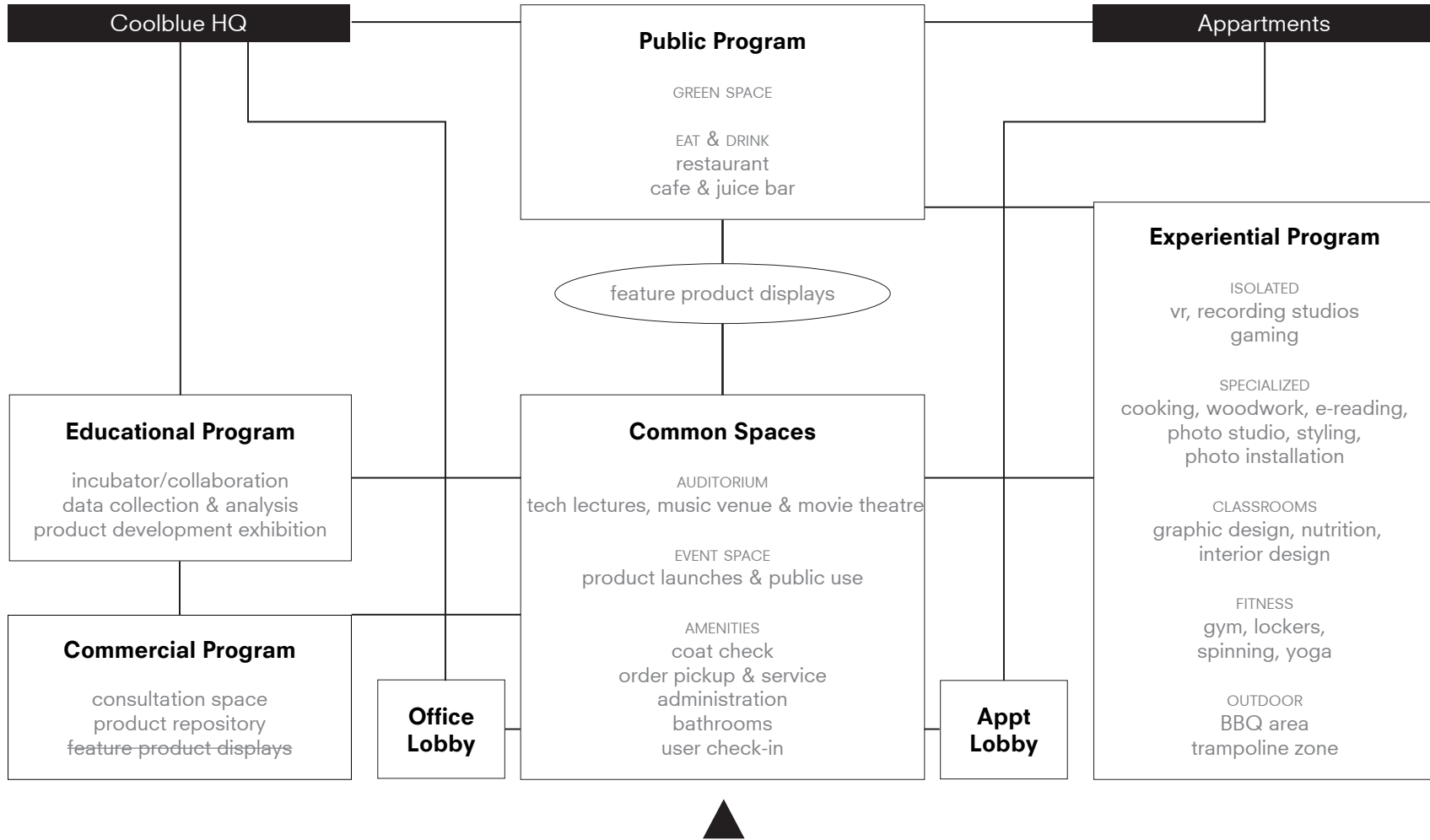
EXISTING BUILDING



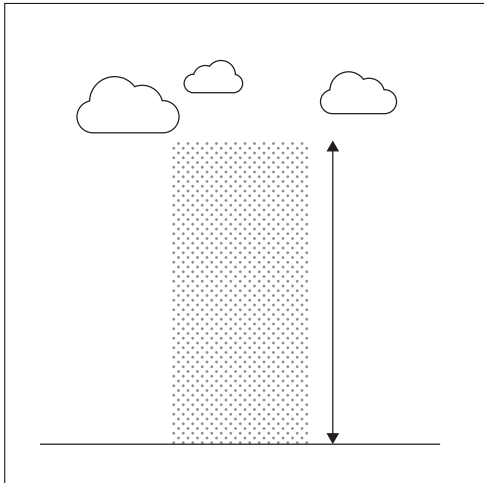
PROGRAM BREAKDOWN



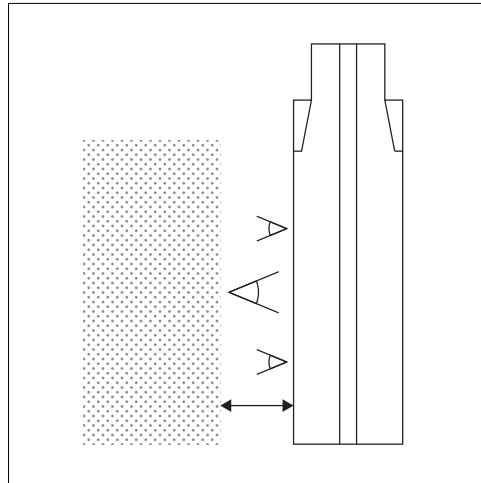
SPATIAL ORGANISATION



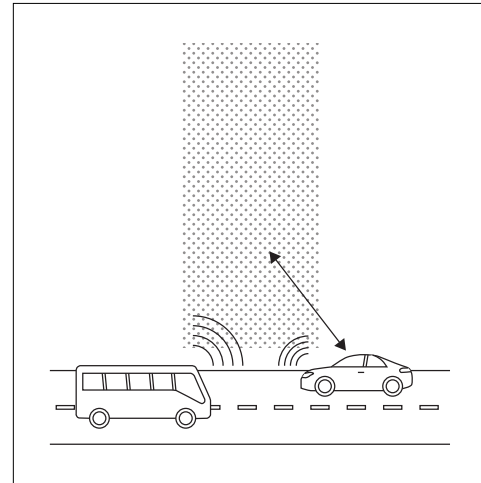
URBAN RULES



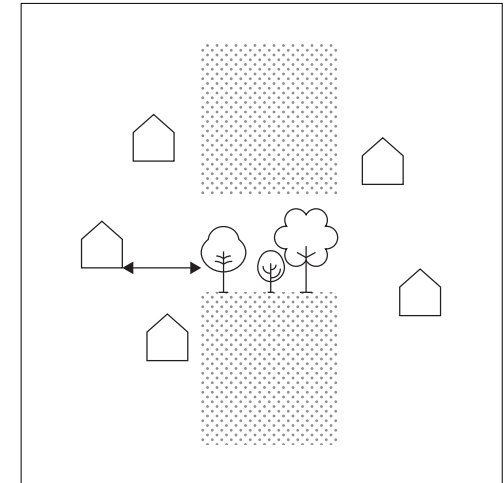
max height 150 m
high rise vision



visual proximity
Millenium tower



noise
Weena



green space
CBD neighborhood

Research

Brief

Concept

Design

Development

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RESEARCH QUESTION

if online shopping is to replace traditional shopping,

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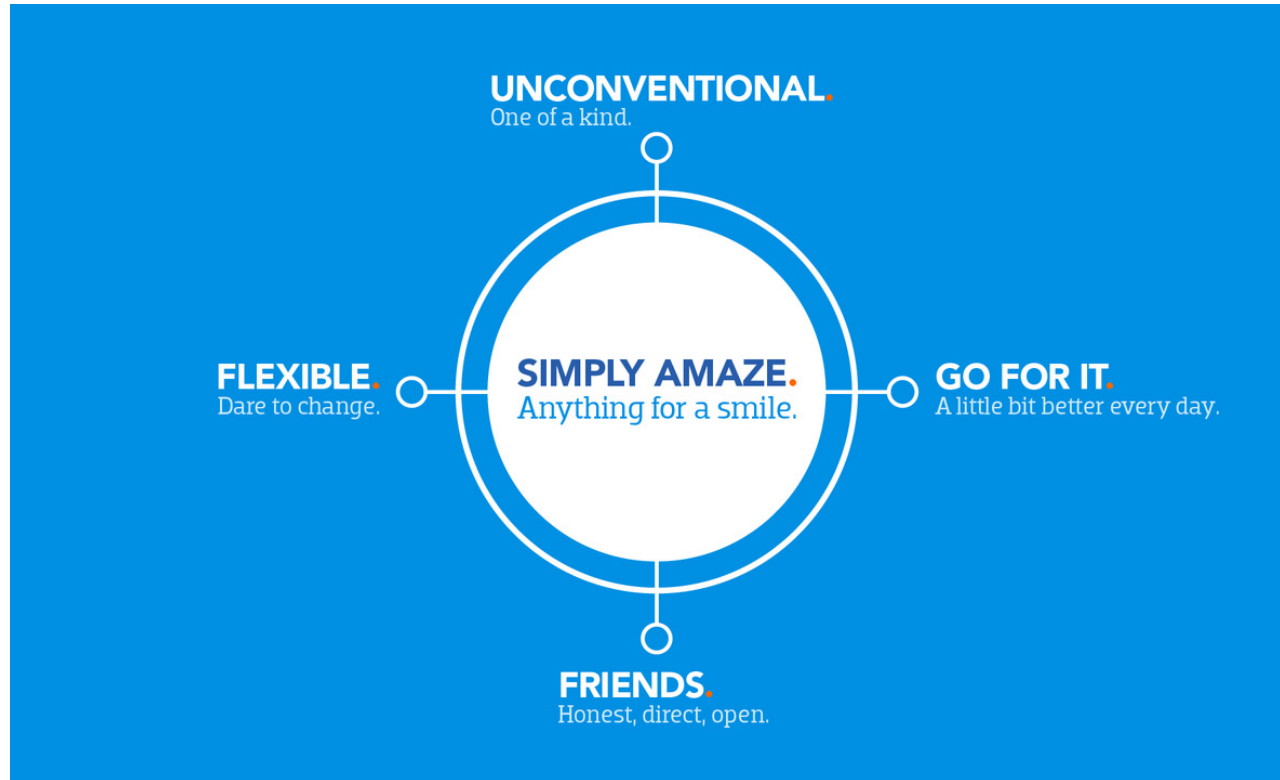
both in terms of

brand experience & public role of retail

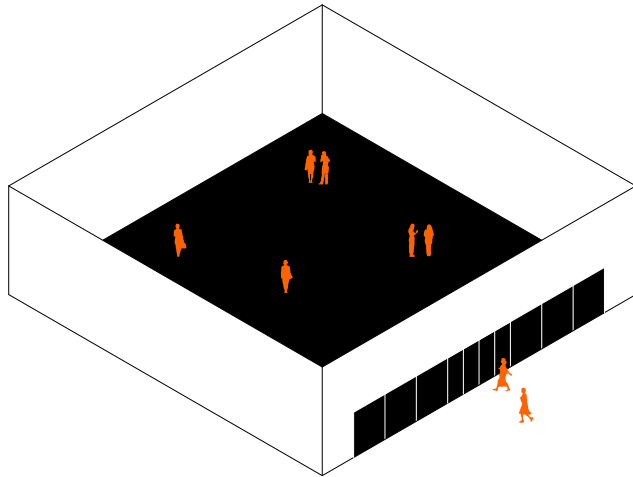
NEW COMMERCIAL TYPOLOGY



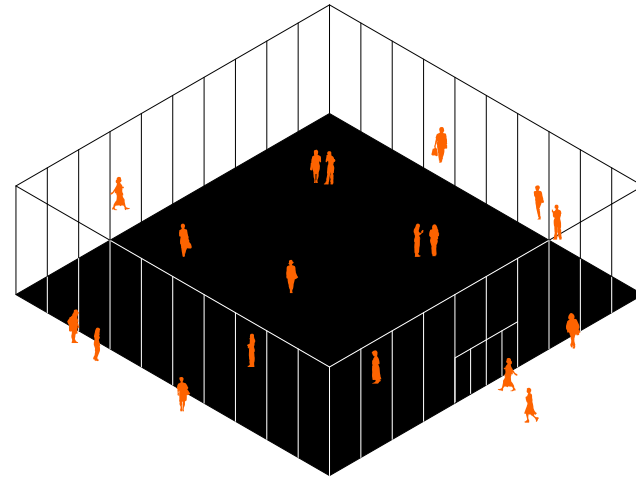
BRAND VALUES



SPATIAL CONCEPTS

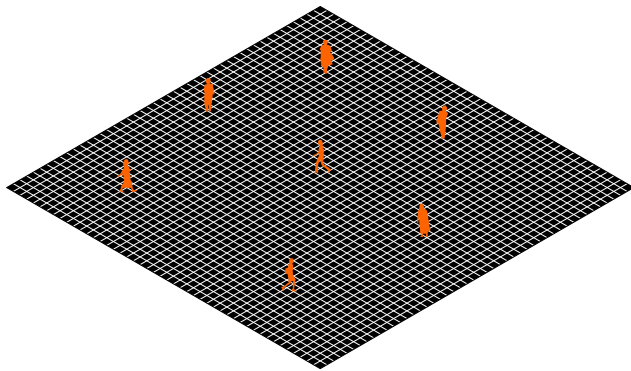


opaque
inward facing

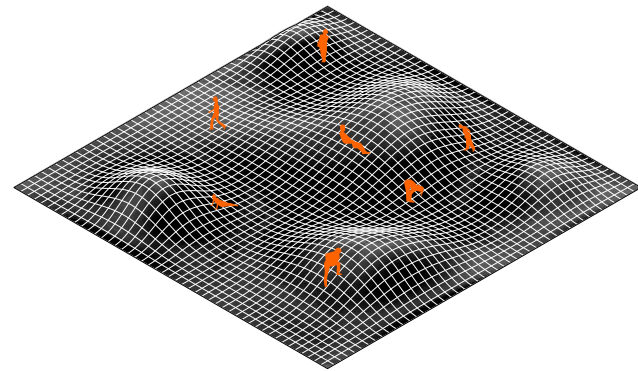


transparent
exposed

SPATIAL CONCEPTS

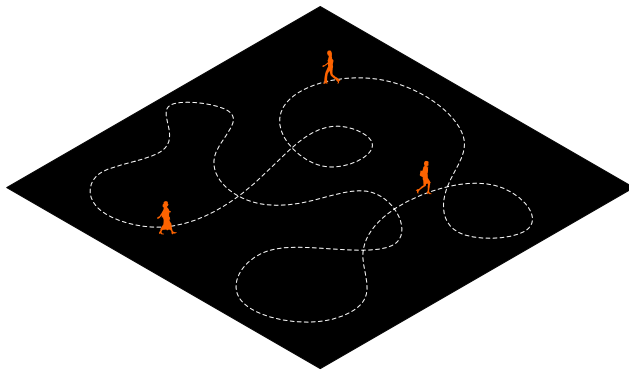


flat
homogeneous

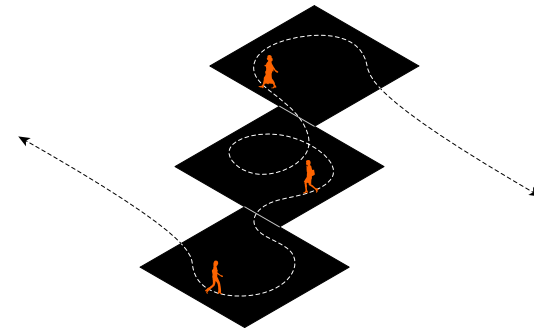


topography
nuanced

SPATIAL CONCEPTS



open plan
infinite



directional
curated

ARCHITECTURAL QUALITIES



playful
clear geometries



open
daylight & transparency



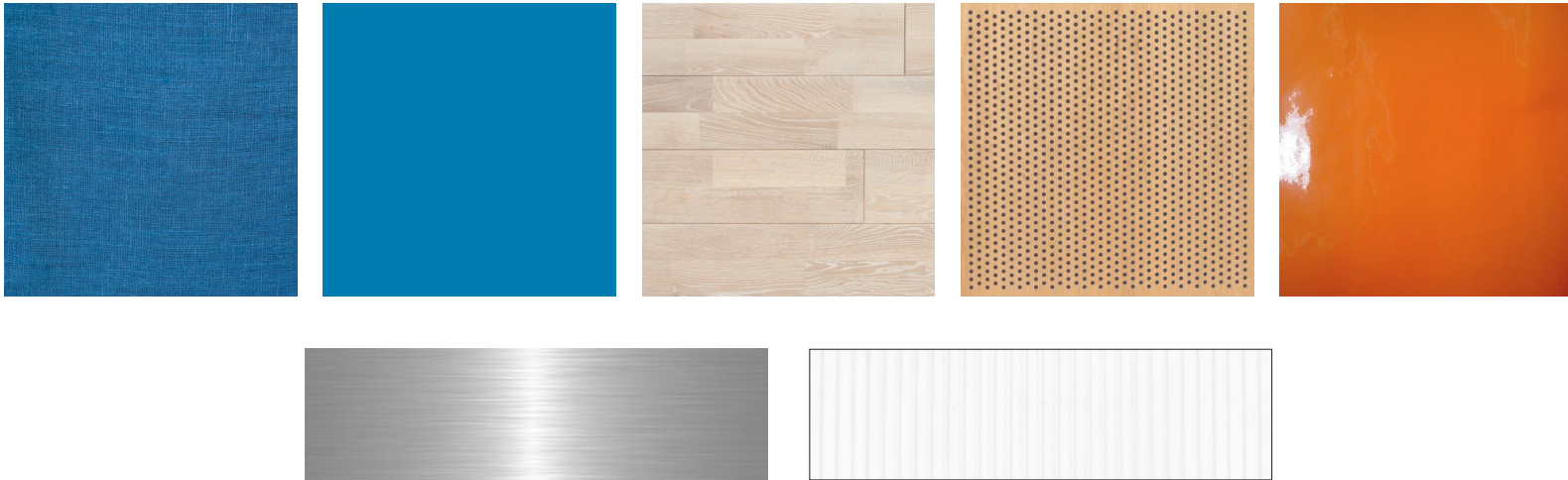
honest
expressive structure

INTERIOR MATERIALS



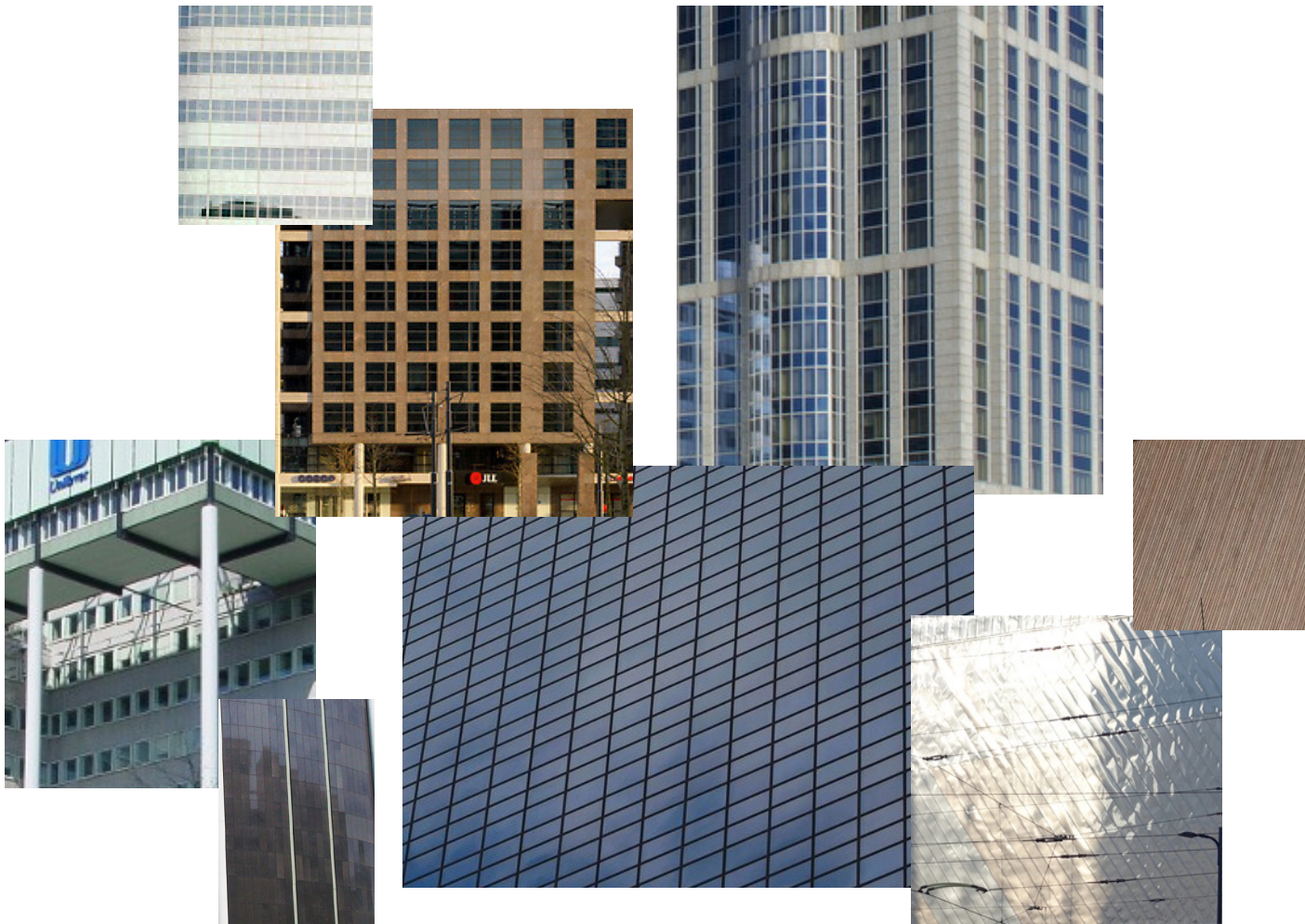
visual branding
colour palette

INTERIOR MATERIALS



visual branding
materials

EXTERIOR MATERIALS - context



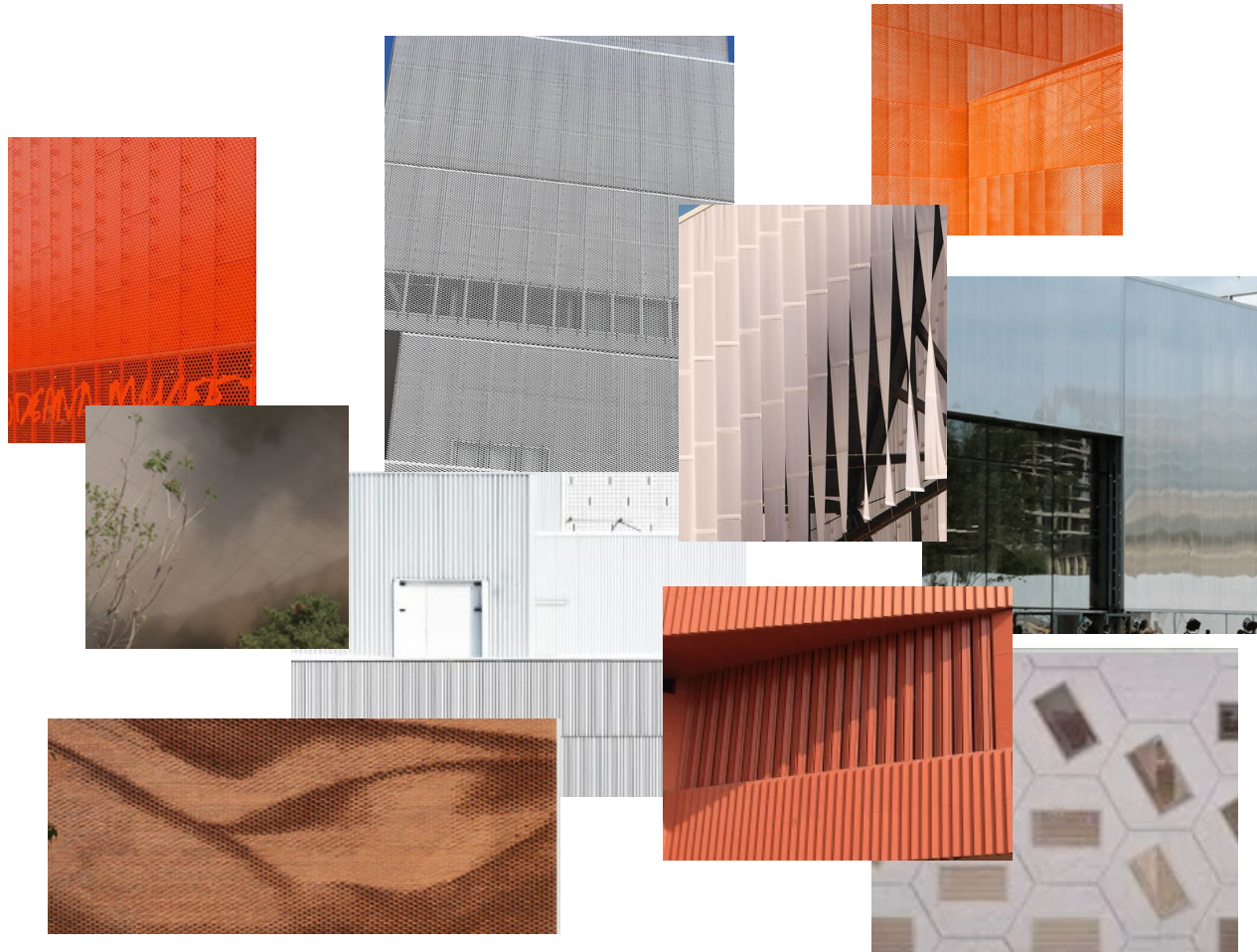
metal, glass, concrete, granite

reflective, solid, heavy, serious

linear, corporate, toned down, work

navy, grey, brown, black

EXTERIOR MATERIALS - qualities



metal, glass, concrete, granite

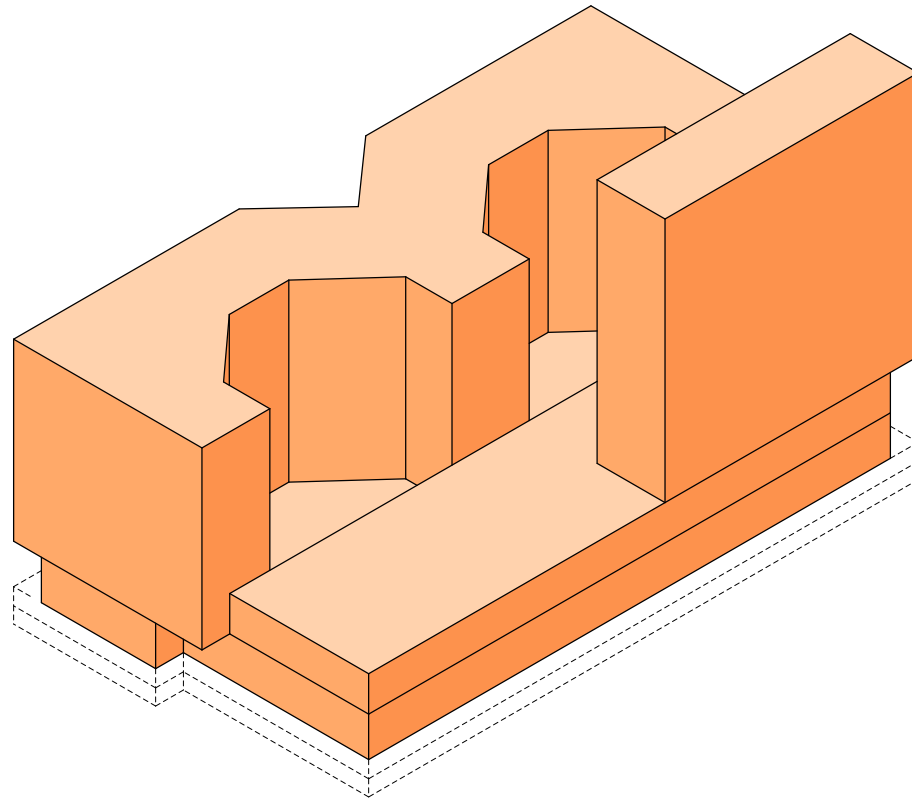
transparent, solid, light, fun

curved/diagonal, human, lively, play

pale, warm, colourful?

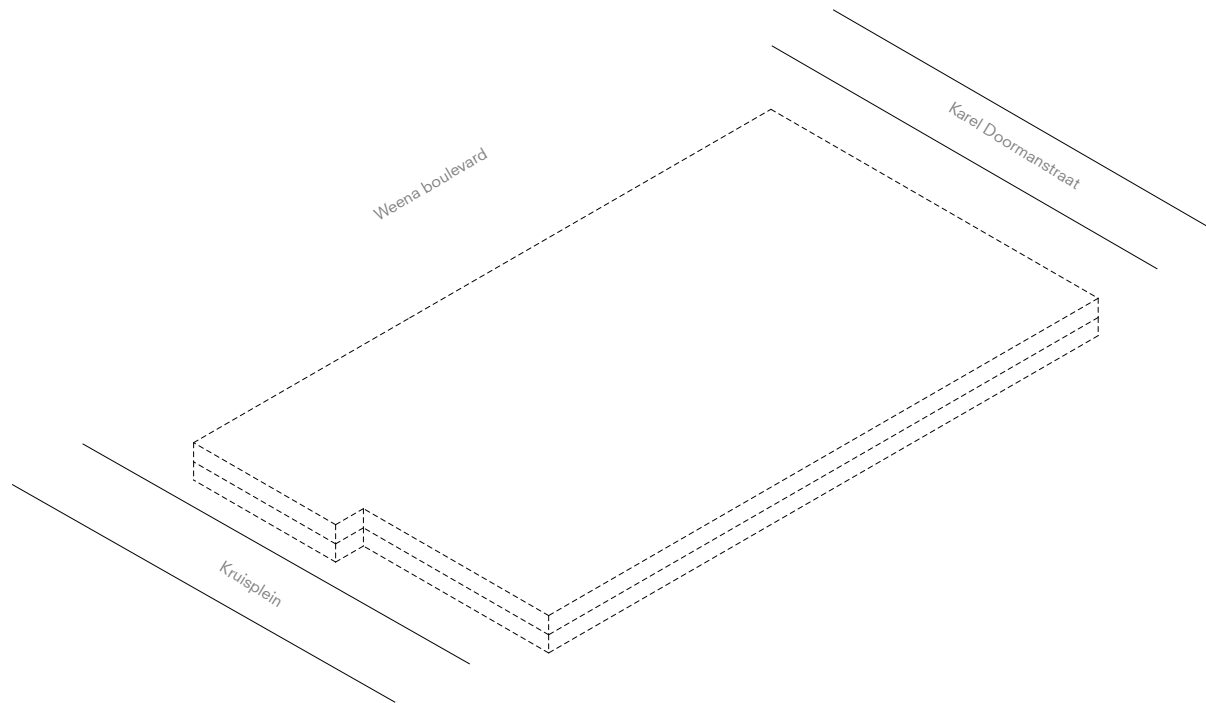
Concept

STEP 0



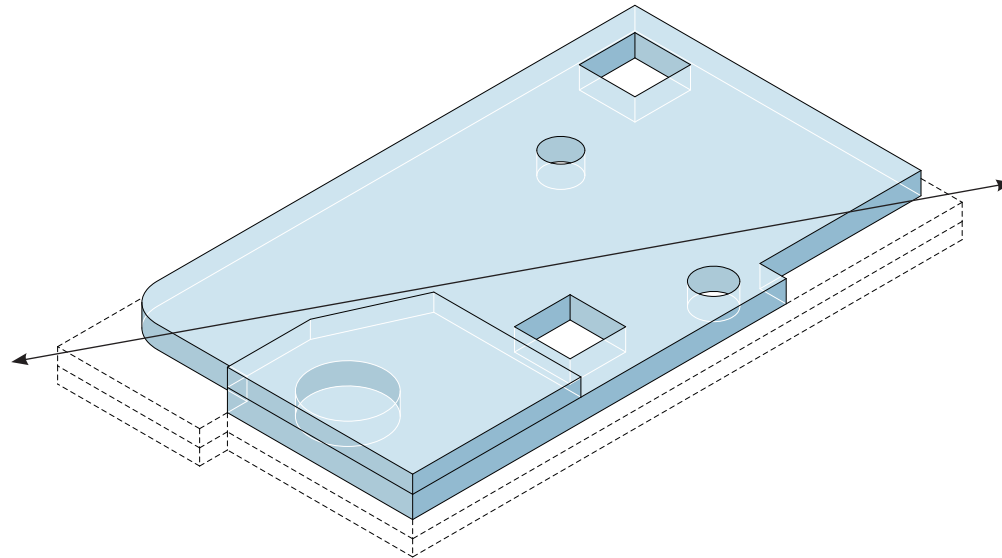
EXISTING BUILDING

STEP 1

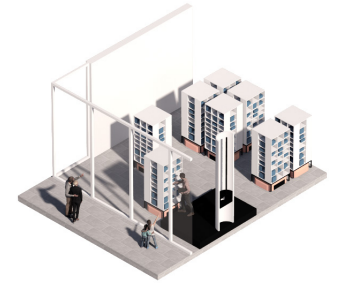


PRESERVE UNDERGROUND PARKING

STEP 2



COMMERCIAL PROGRAM



product depository

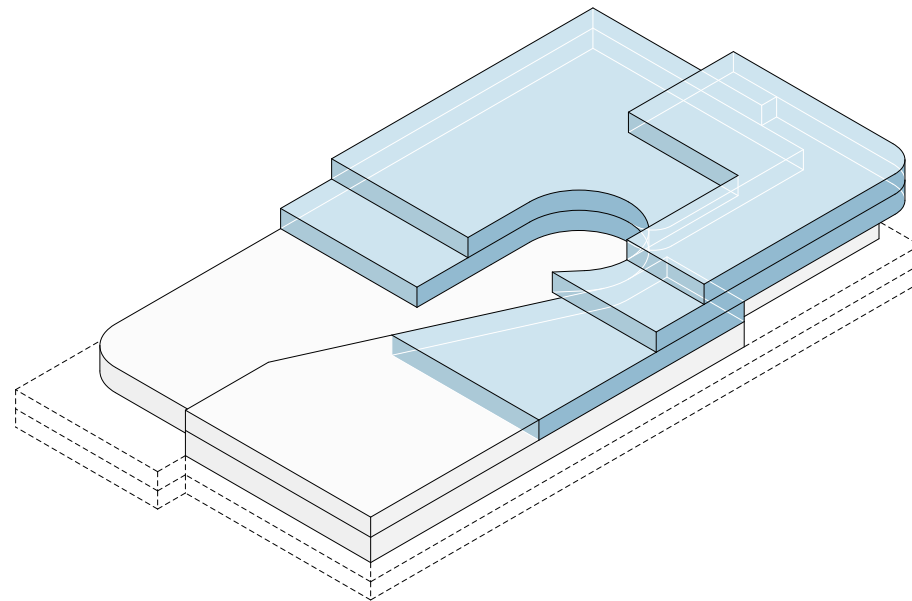


consultation space

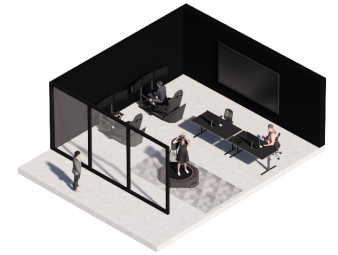
+ featured product displays
+ service desk & order pickup

Concept

STEP 3



EXPERIENCE PROGRAM



contained spaces



open spaces



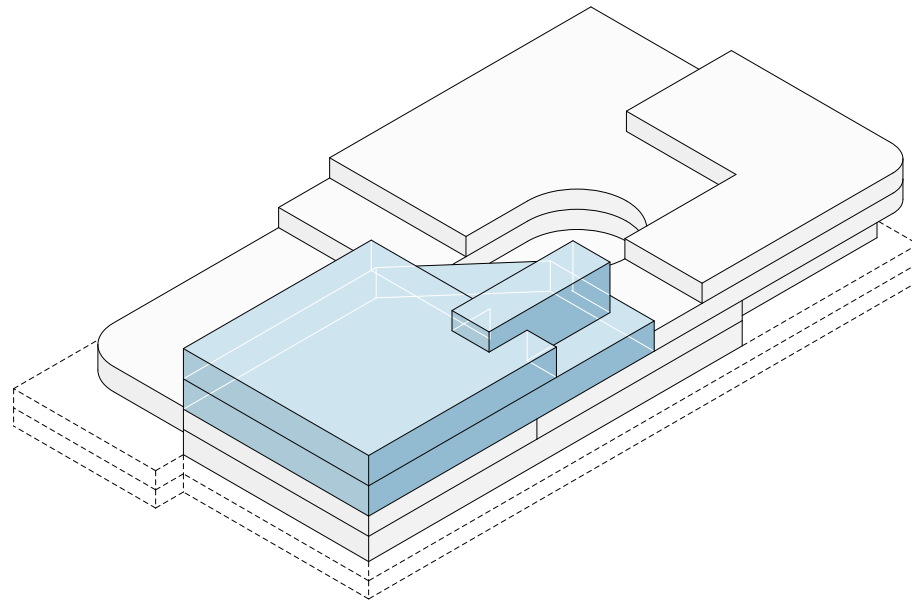
closed spaces

+ trampoline zone
+ bbq space



Concept

STEP 4



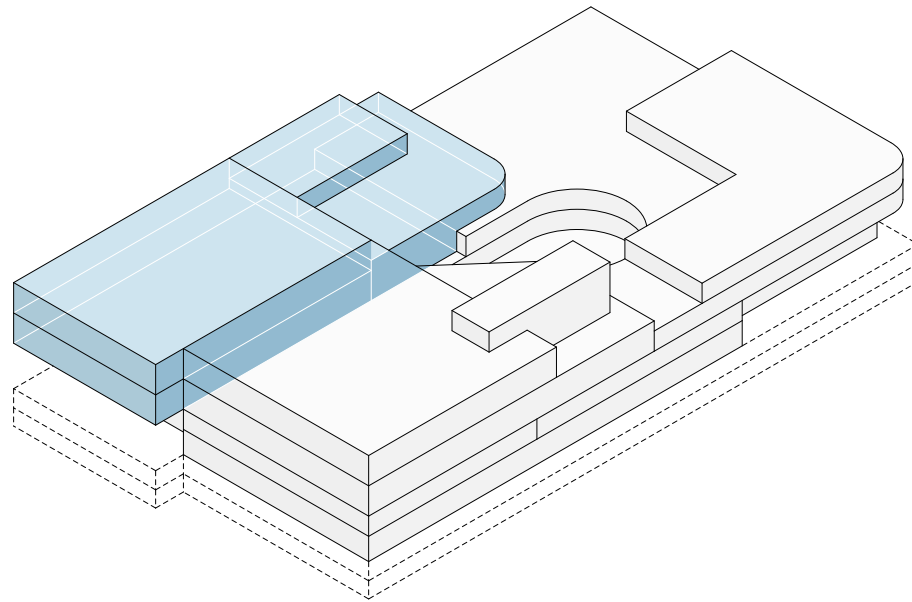
EXHIBITION PROGRAM

product development exhibition
+
photo installations

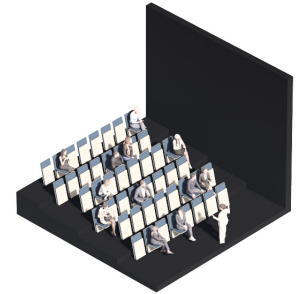


Concept

STEP 5



COLLABORATION & EDUCATION PROGRAM



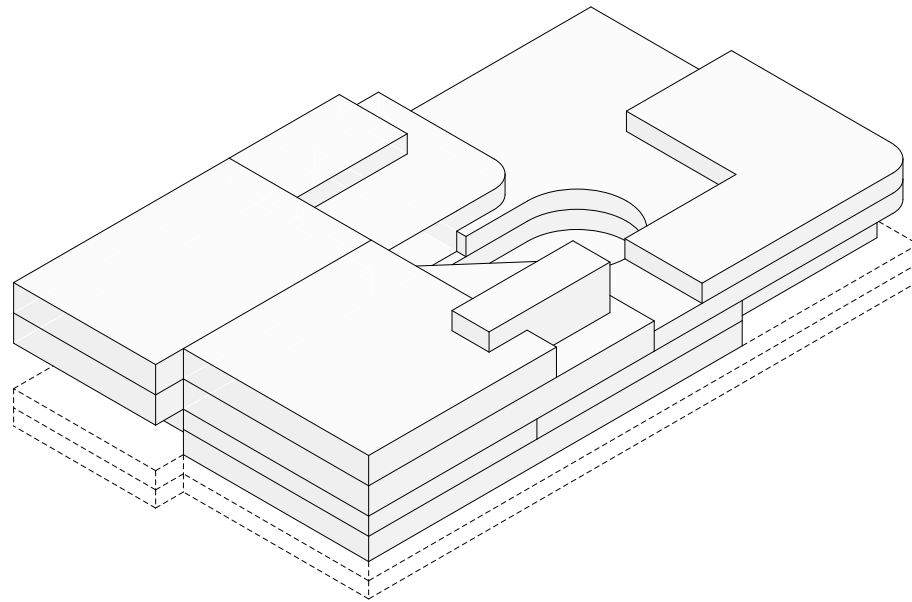
auditorium



collective workspaces

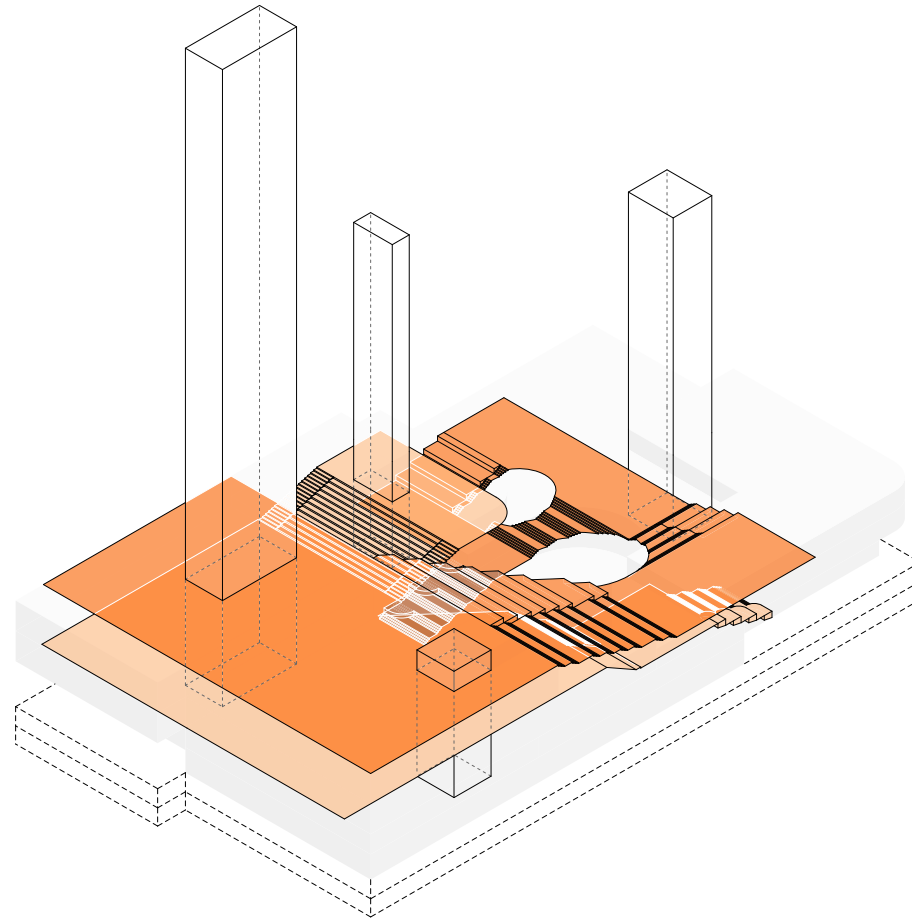
Concept

STEP 5



E-EXPERIENCE CENTER

STEP 6



PUBLIC TOPOGRAPHY + CORES



event space



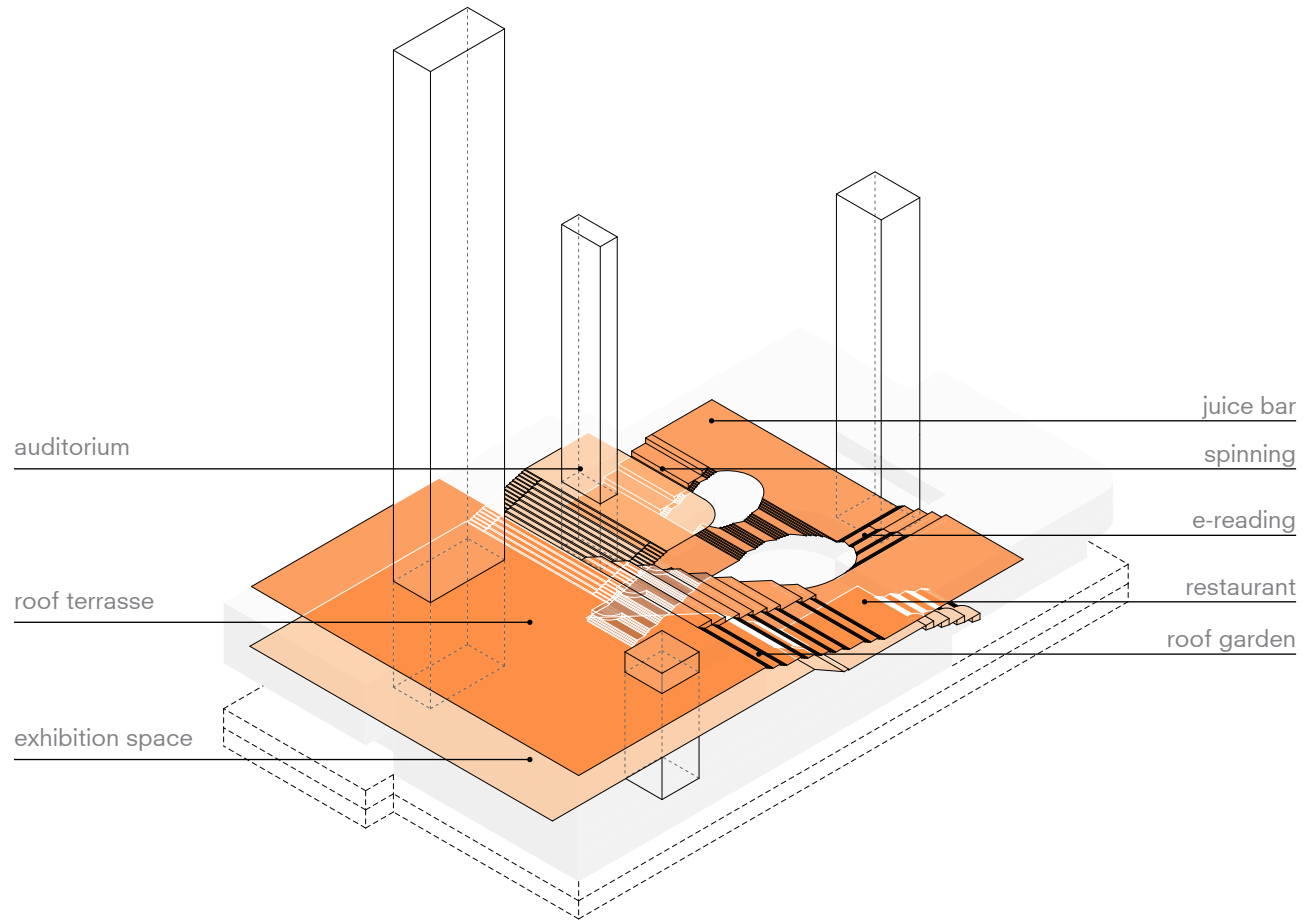
eat & drink



green space

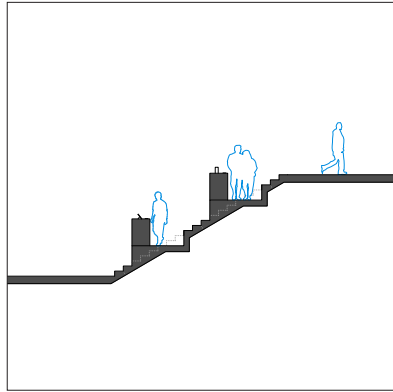
+ amenities

STEP 6

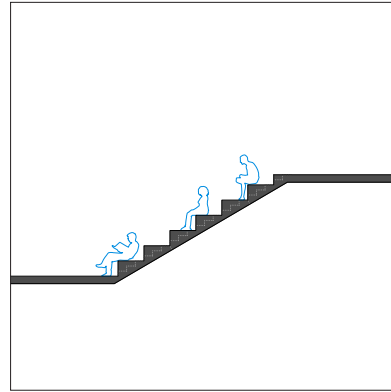


PUBLIC TOPOGRAPHY

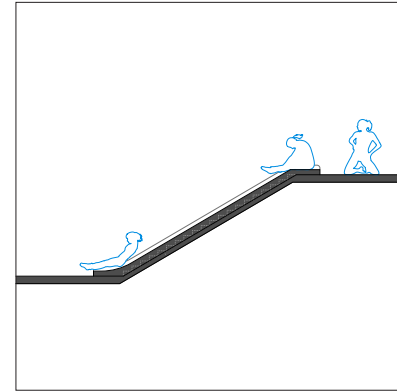
PUBLIC TOPOGRAPHY



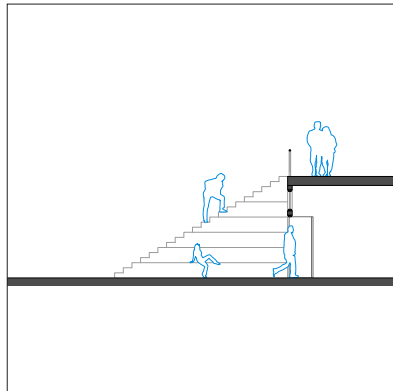
shop



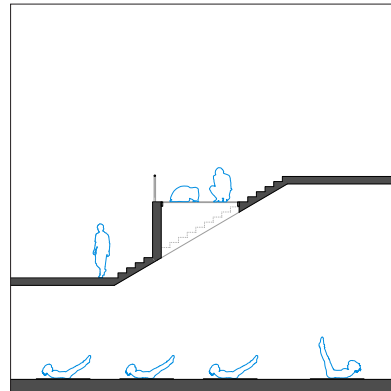
sit



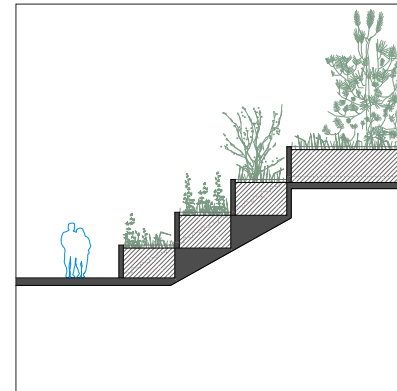
slide



enter



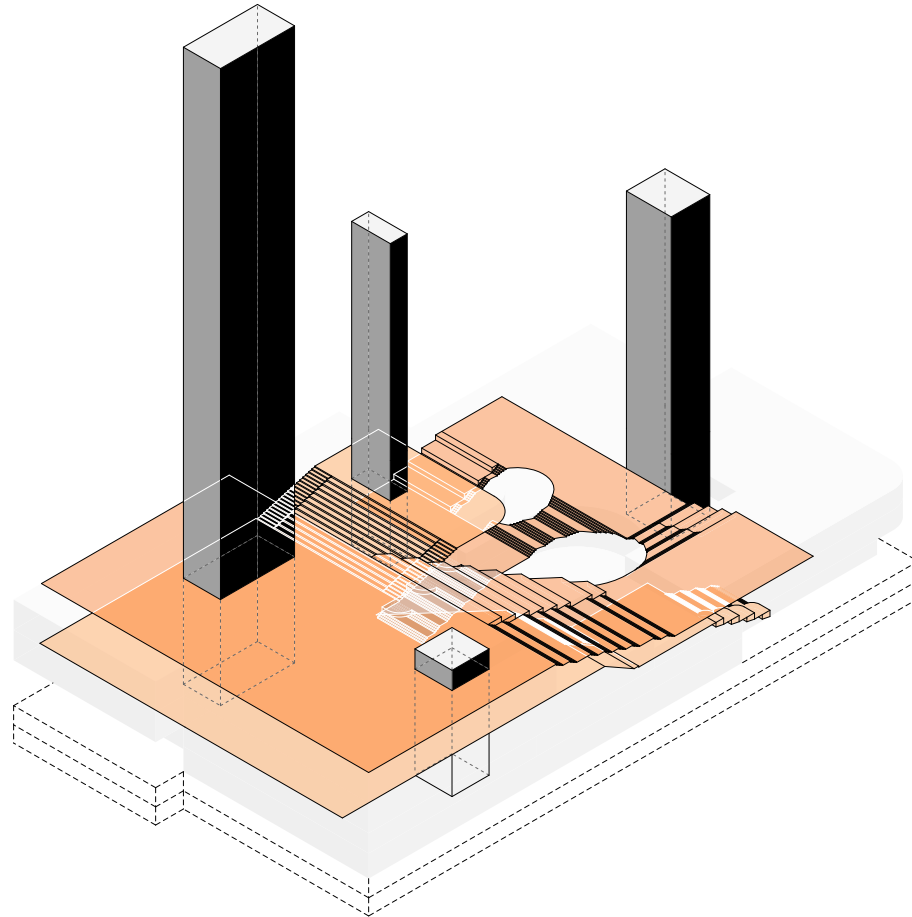
look



green

Concept

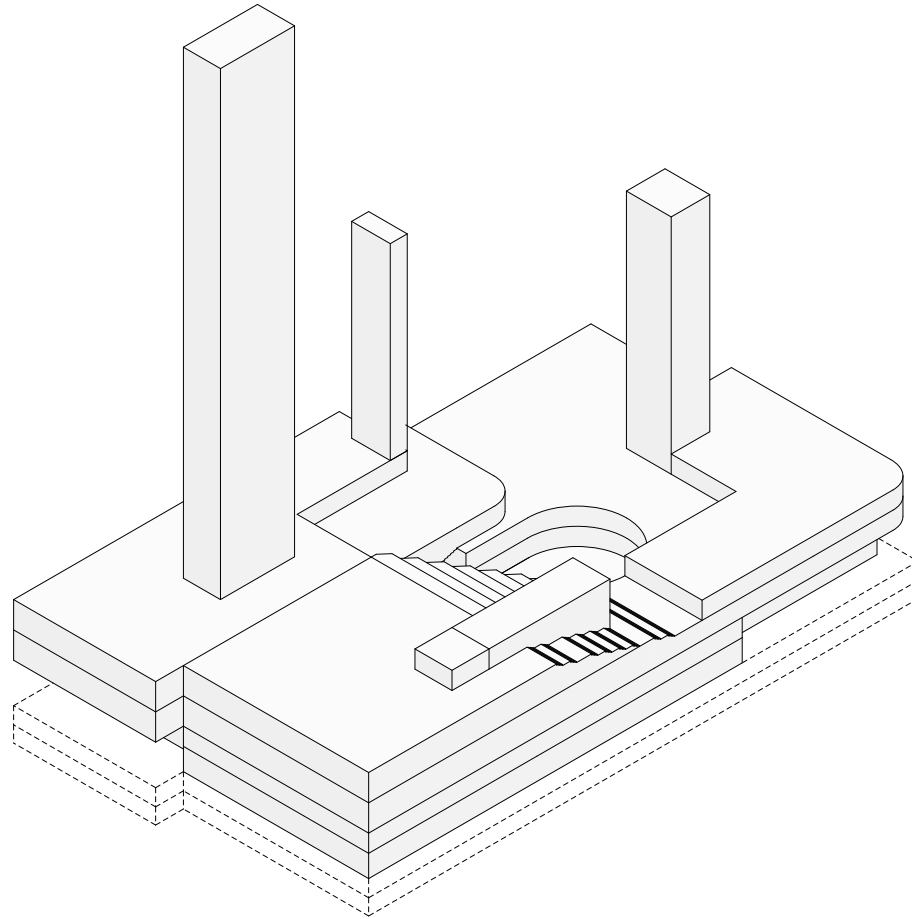
STEP 6



VERTICAL CIRCULATION

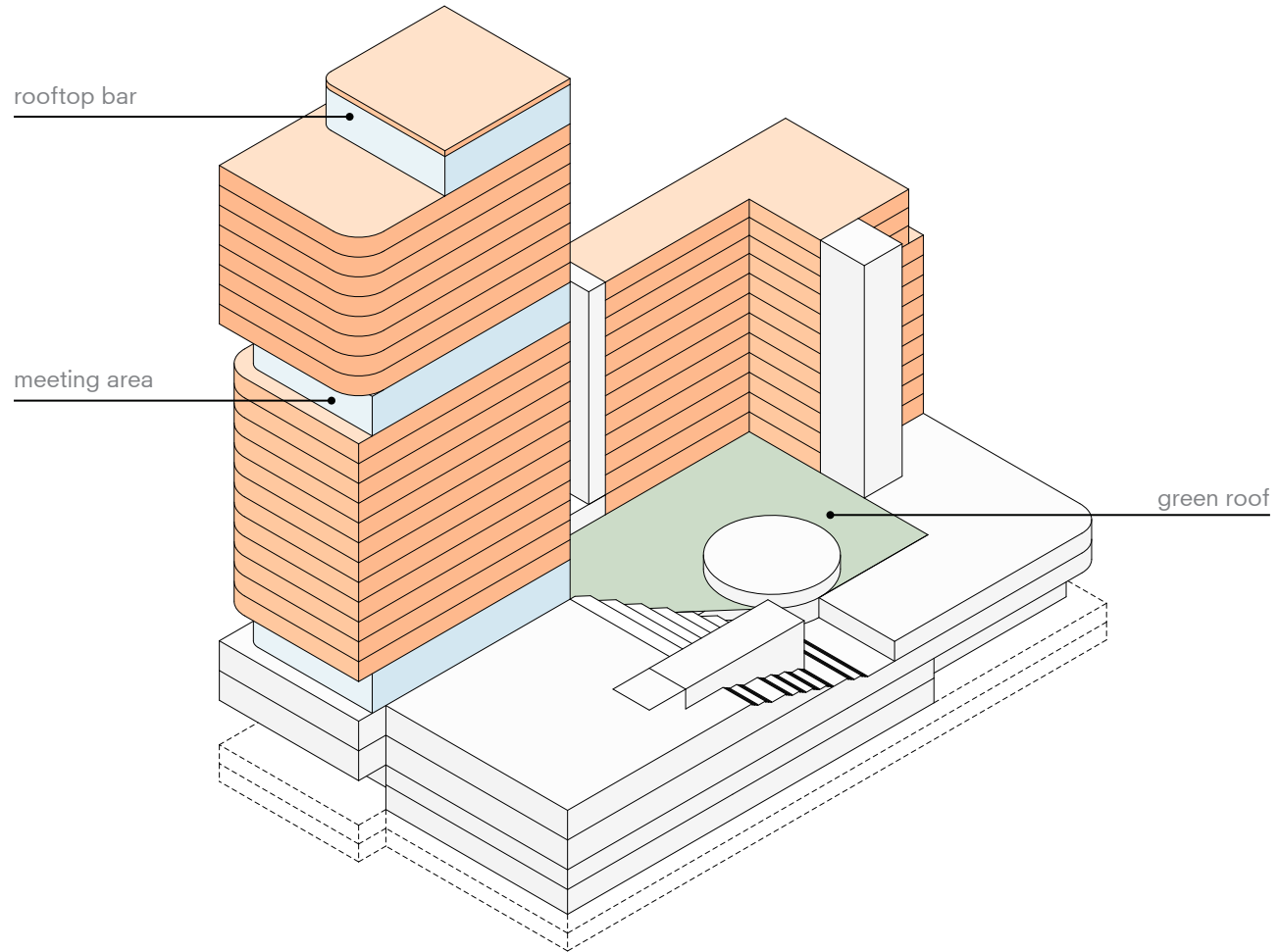
Concept

STEP 6



PLINTH

STEP 7



OFFICE TOWER & APARTMENT BLOCK

Research

Brief

Concept

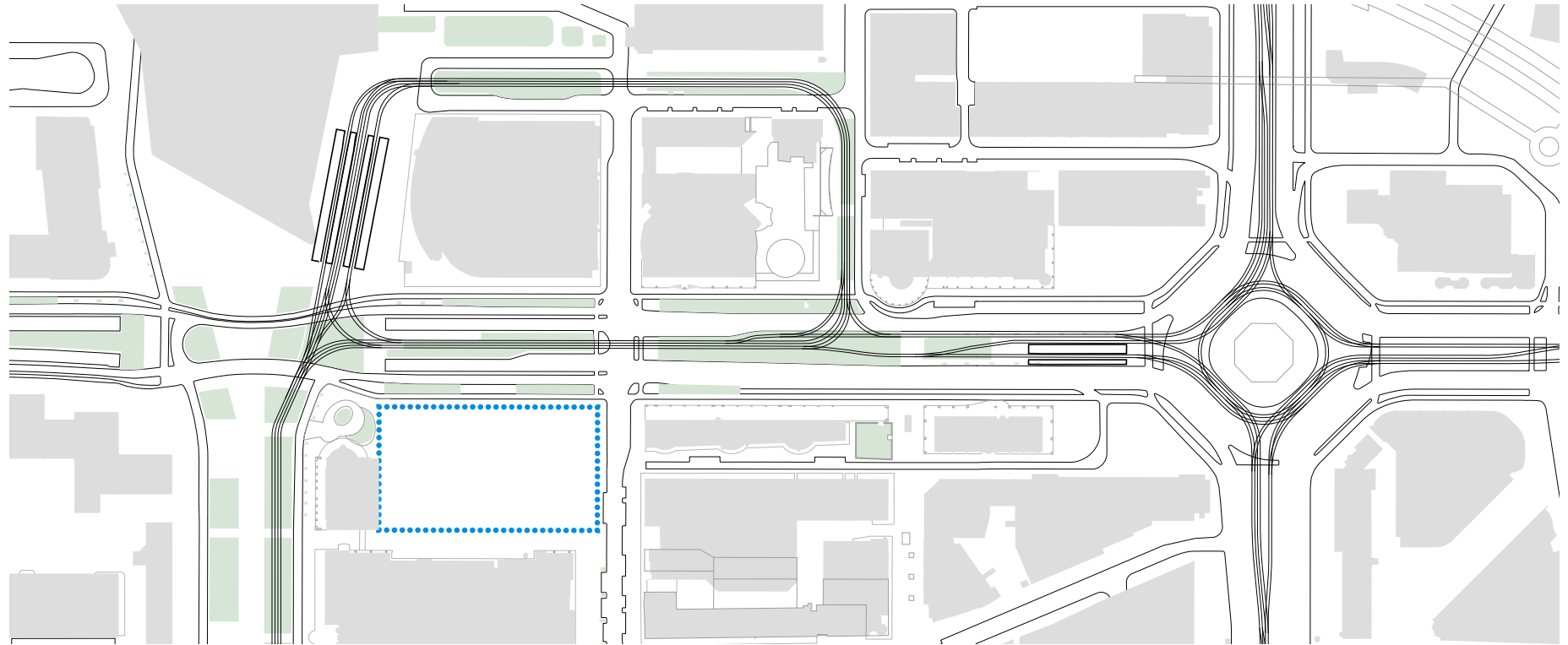
Design

Development

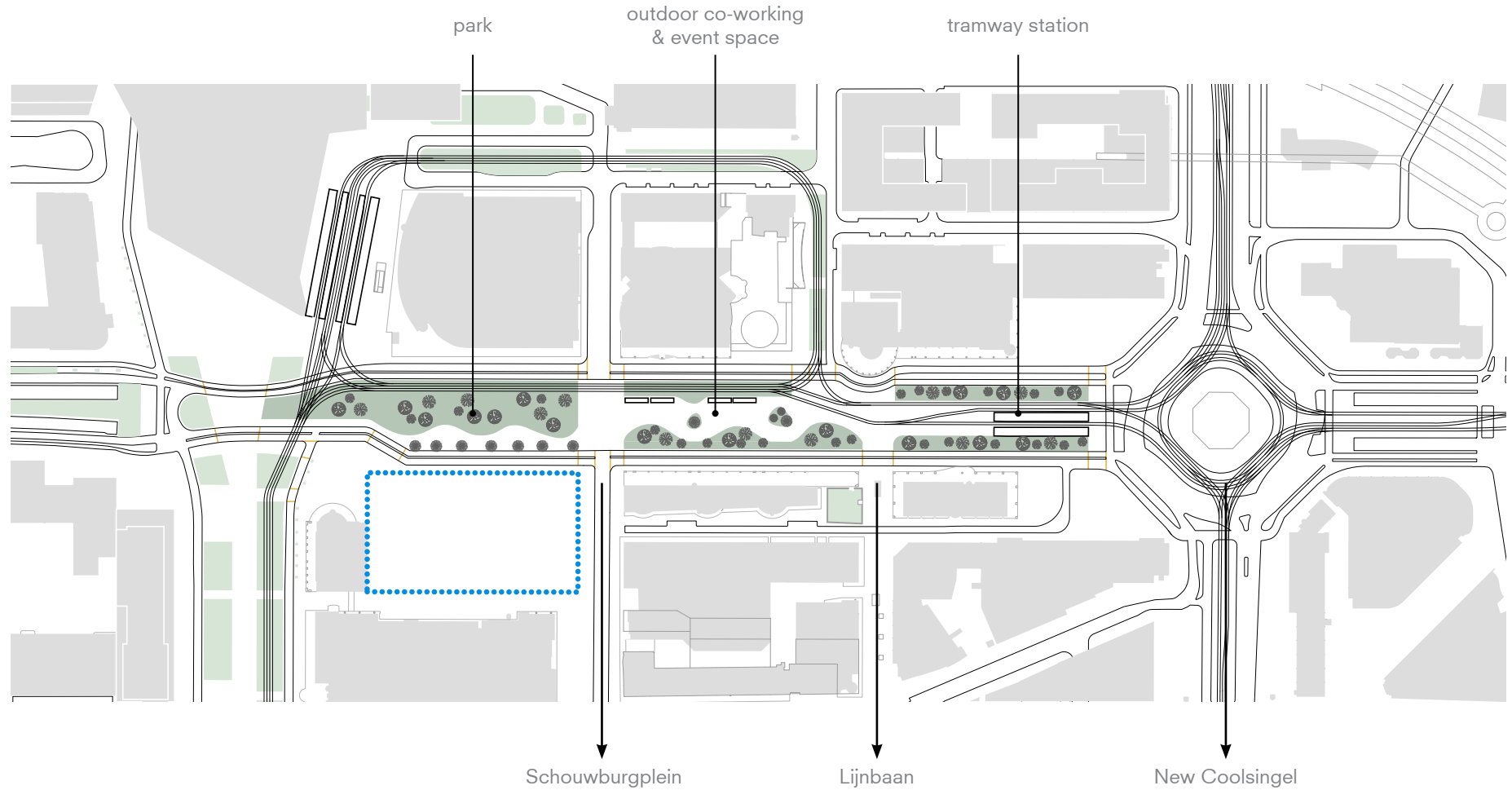
INDEX



CENTRAL BUSINESS DISTRICT



WEENA PARK



Design

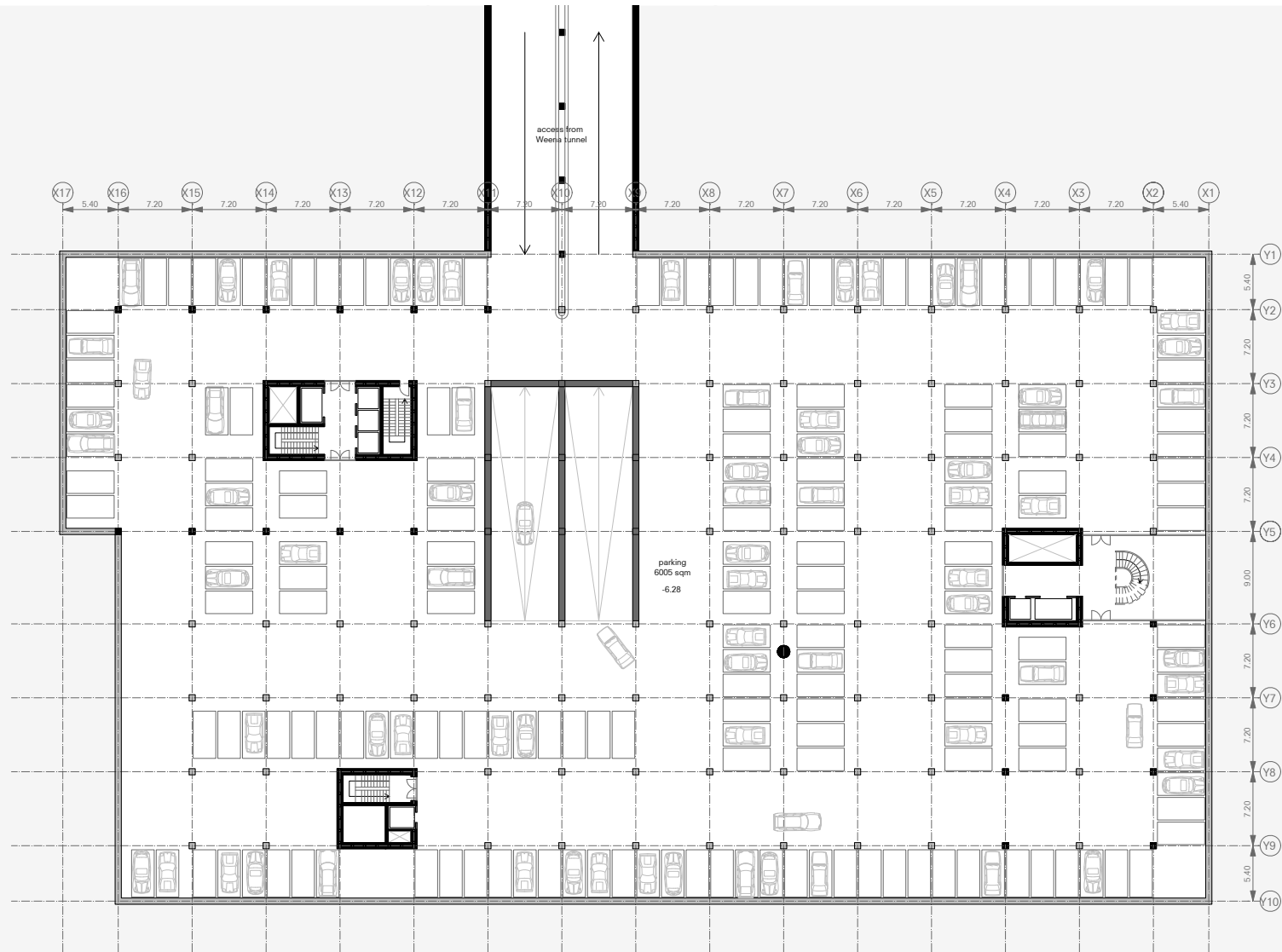
WEENA PARK



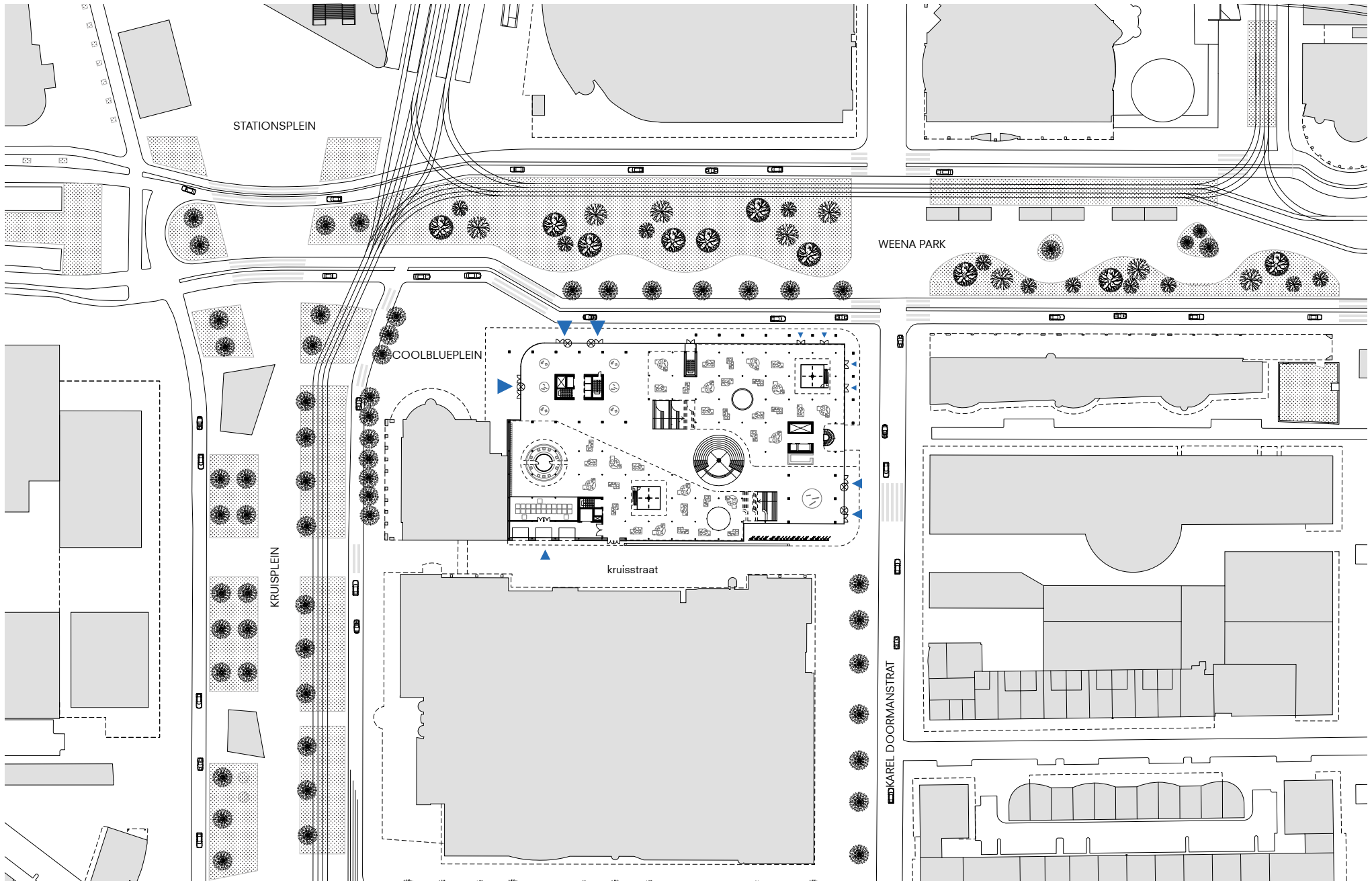
WEENA DISTRICT



FLOOR -2 -6.28m



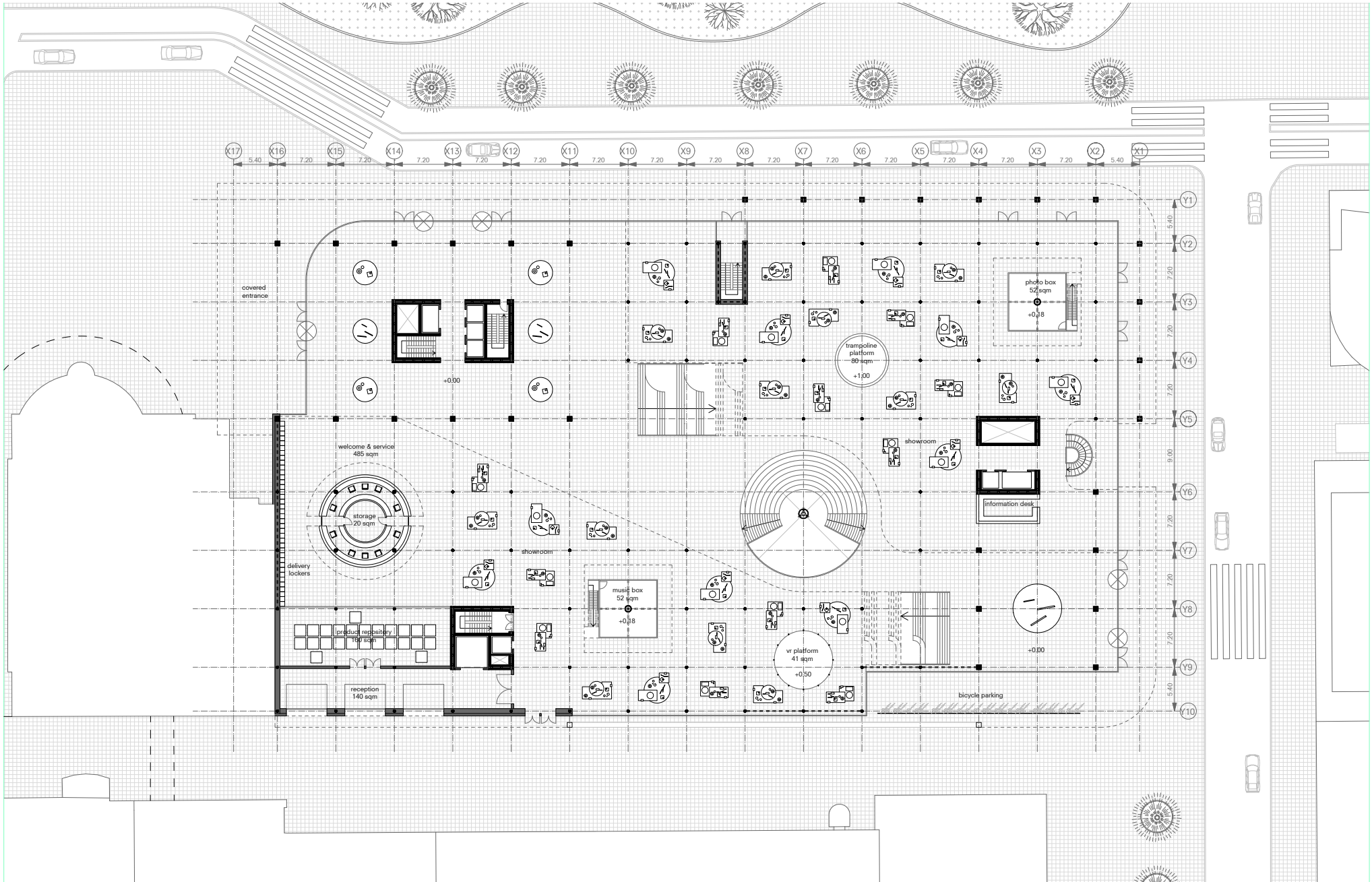
IMPLEMENTATION



MAIN ENTRANCE



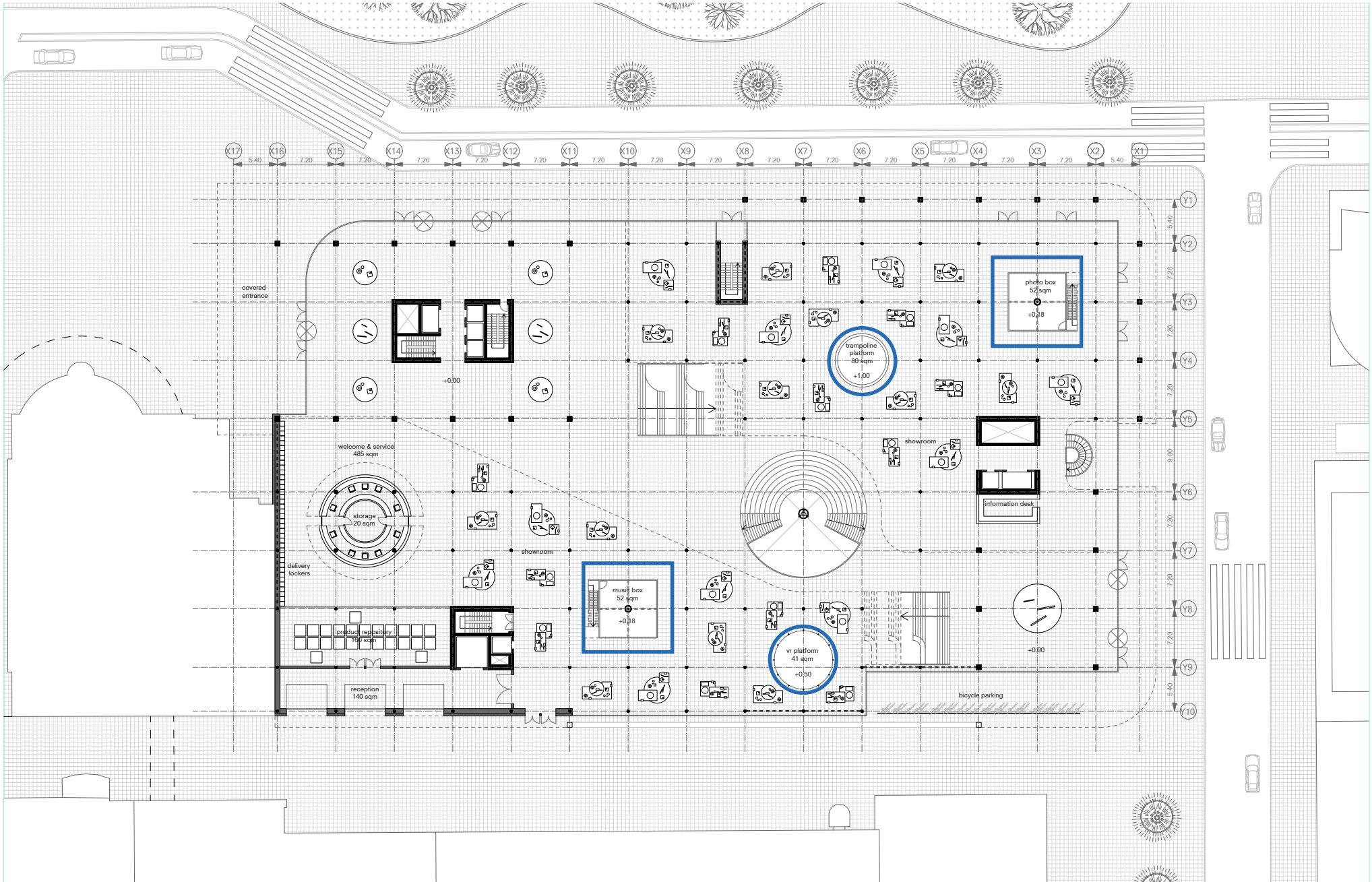
GROUND FLOOR +0.00



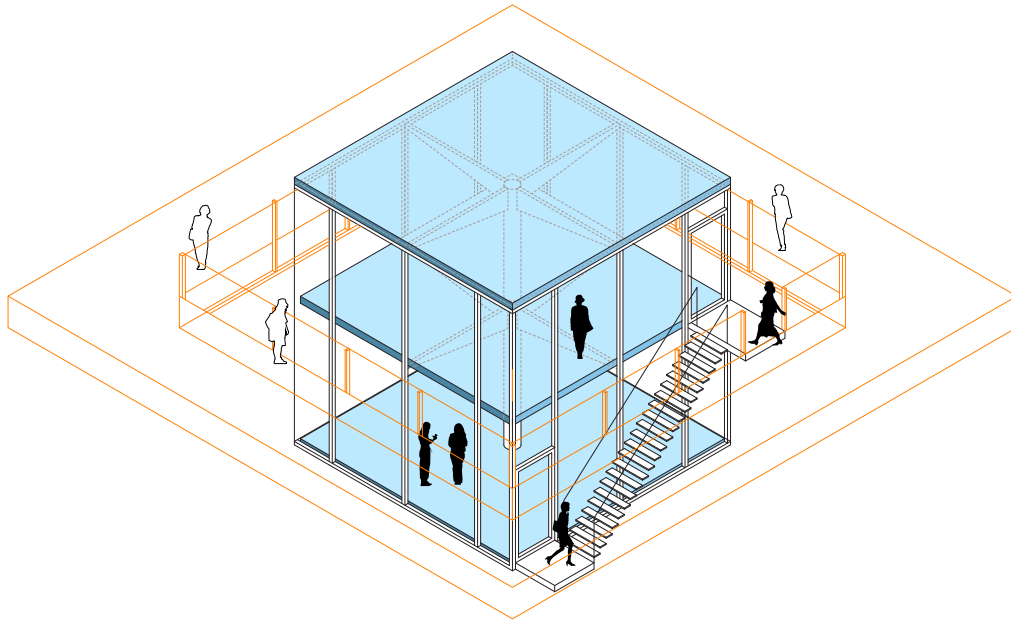
DISPLAYS



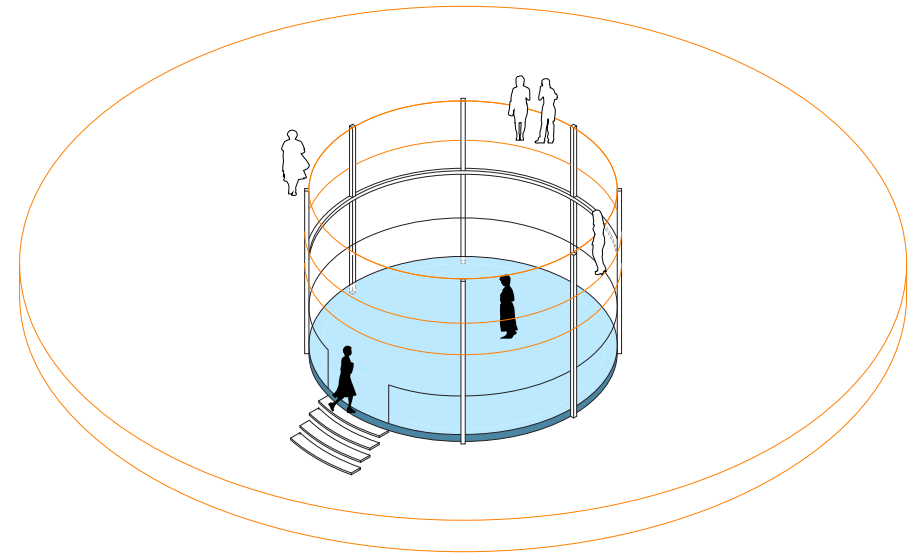
GROUND FLOOR +0.00



AXOs CLOSED & OPEN VOLUMES

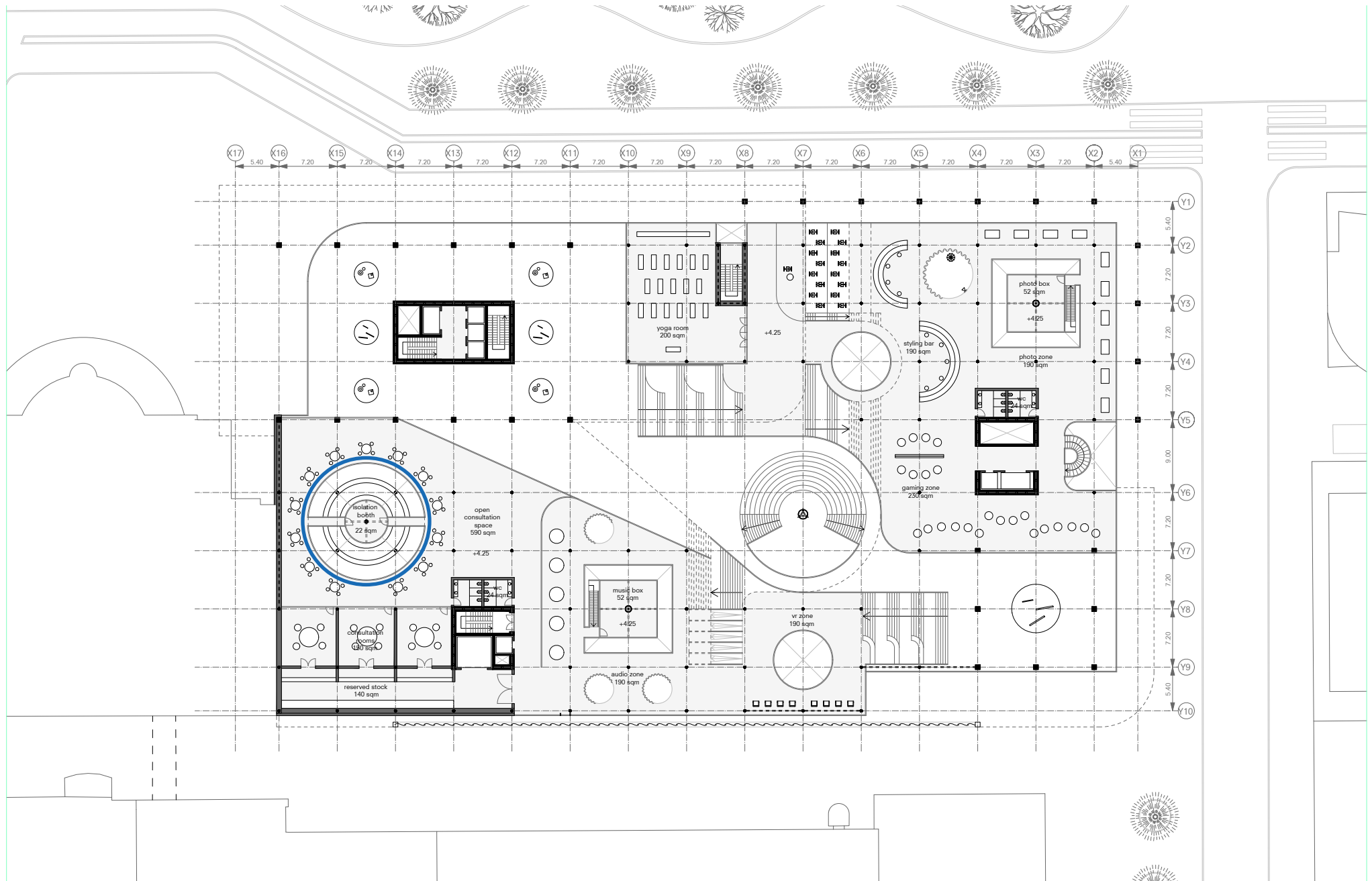


enclosed volumes
recording booth & photo booth
spatial connection



open platforms
VR platform & trampoline
visual connection

FLOOR 1 +4.25m

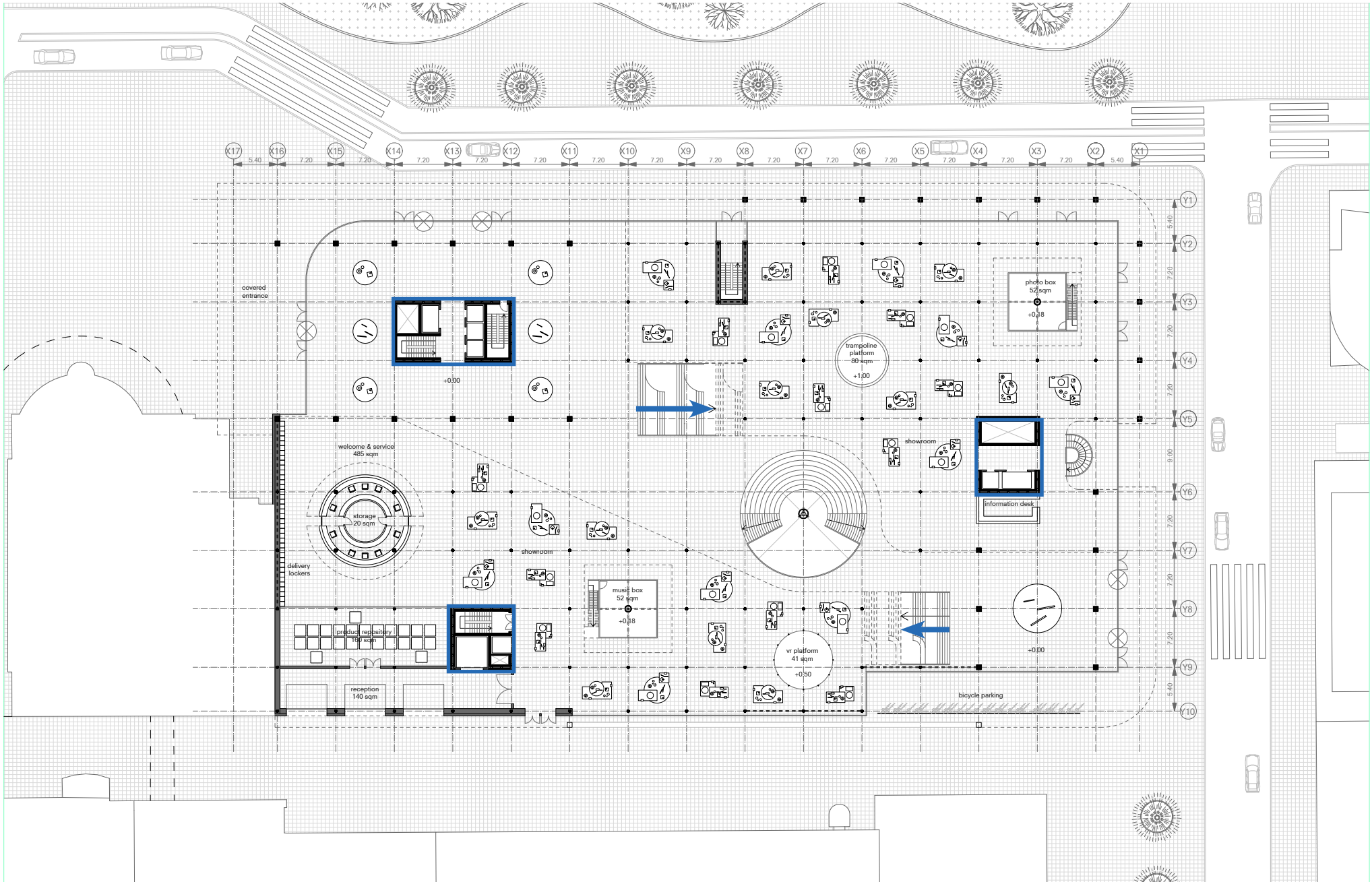


Design

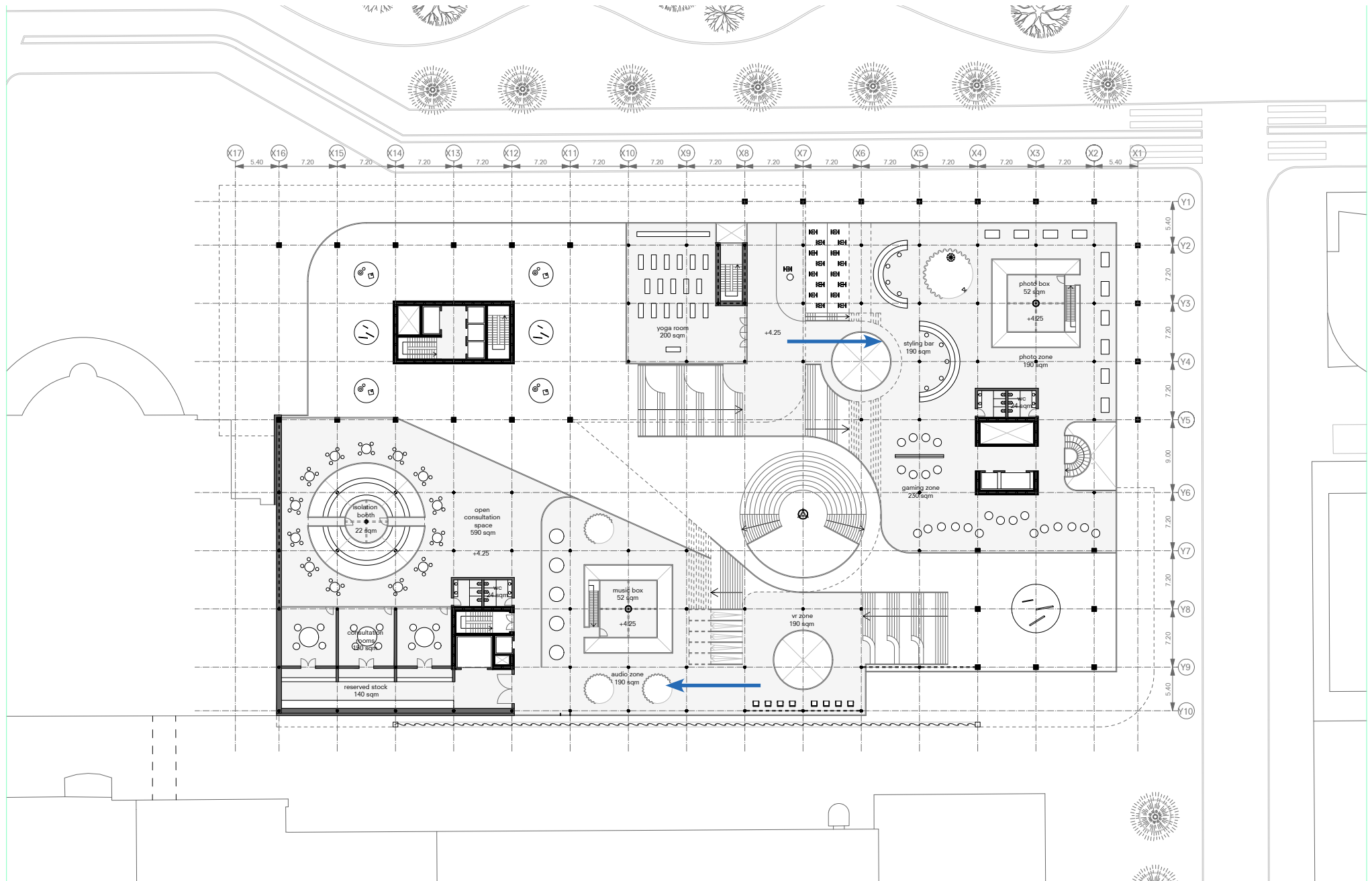
RECEPTION



GROUND FLOOR +0.00m



FLOOR 1 +4.25m

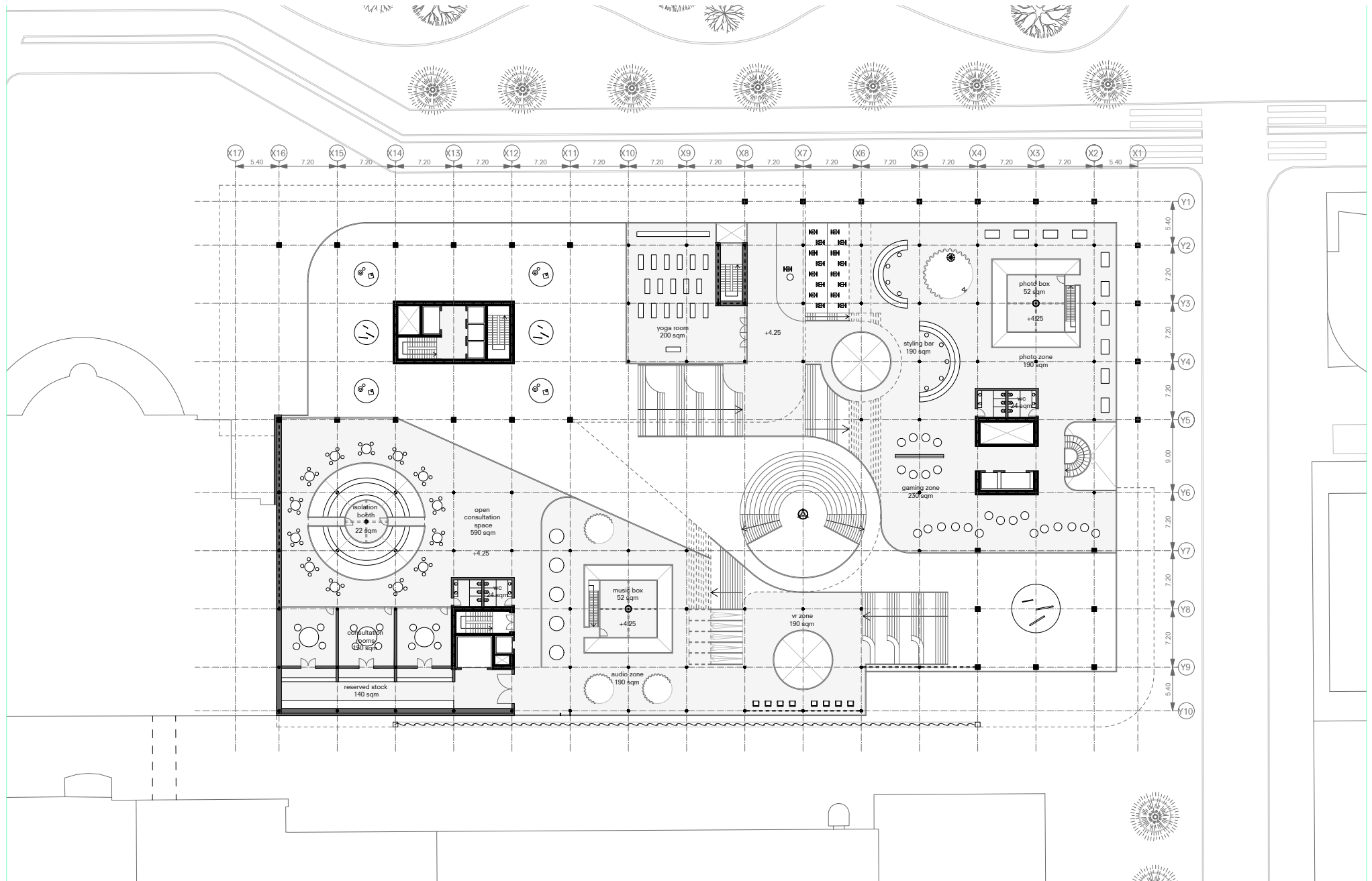


Design

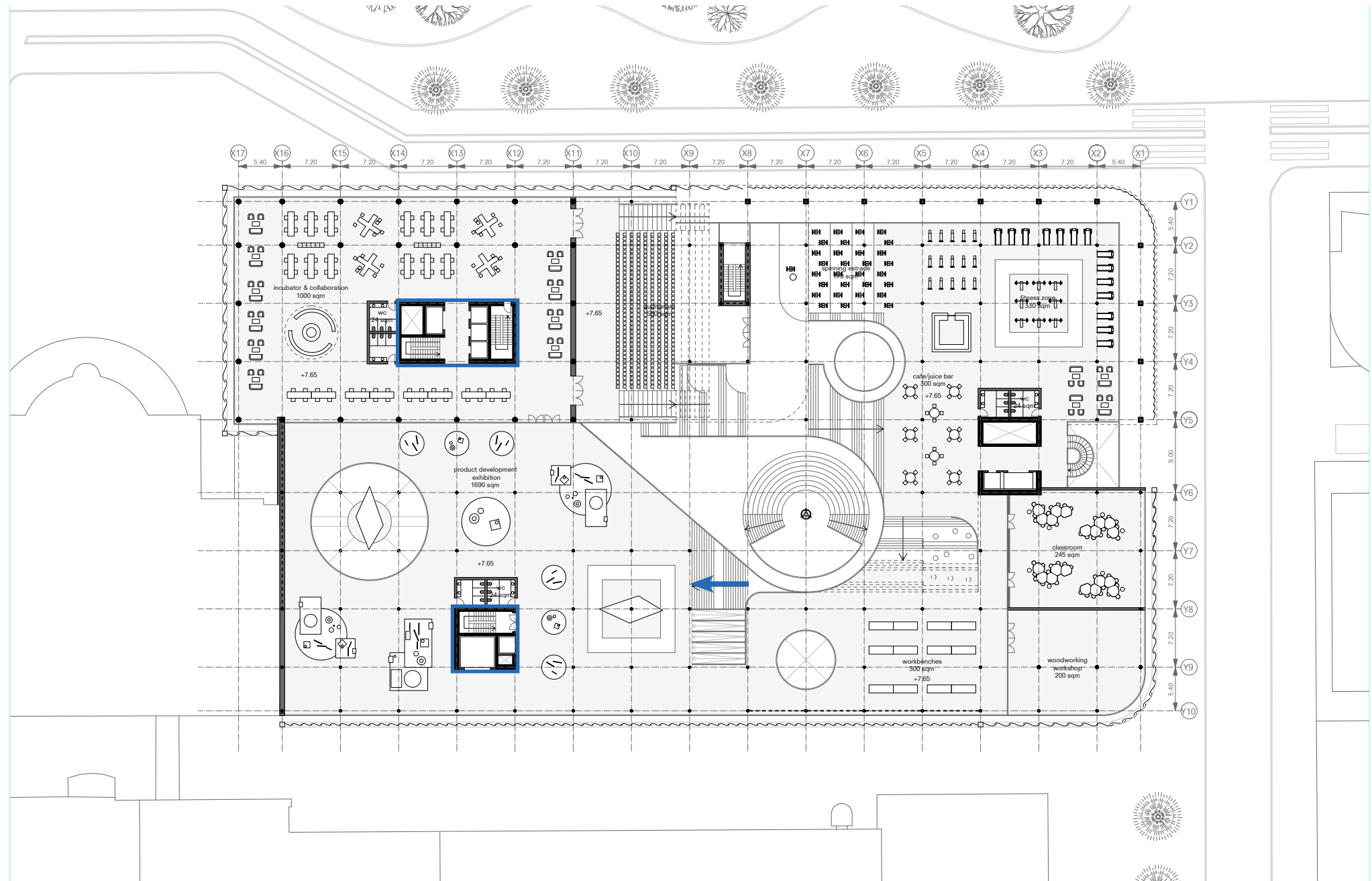
PHOTO ZONE



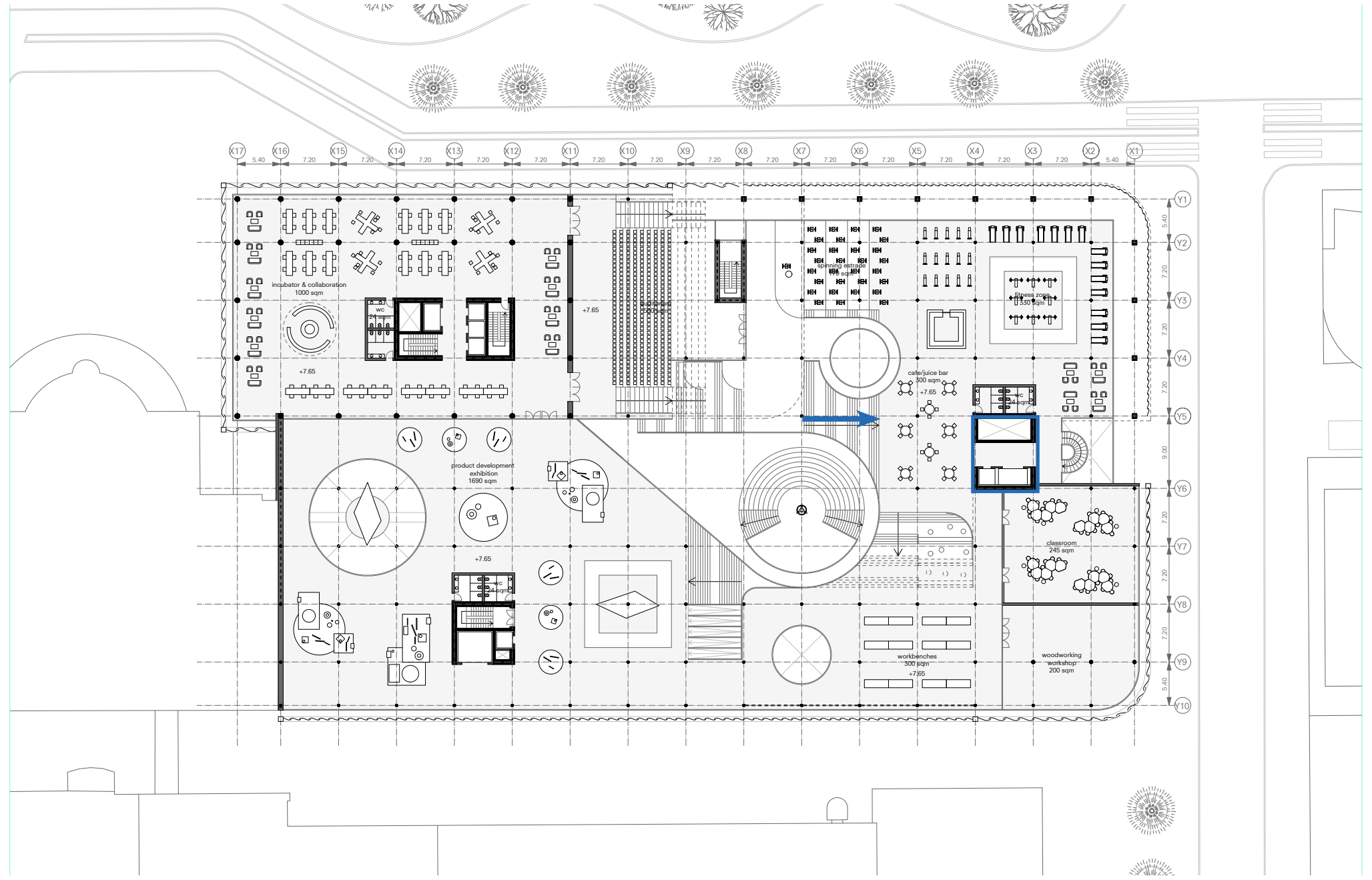
FLOOR 1 +4.25m



FLOOR 2 +7.65m



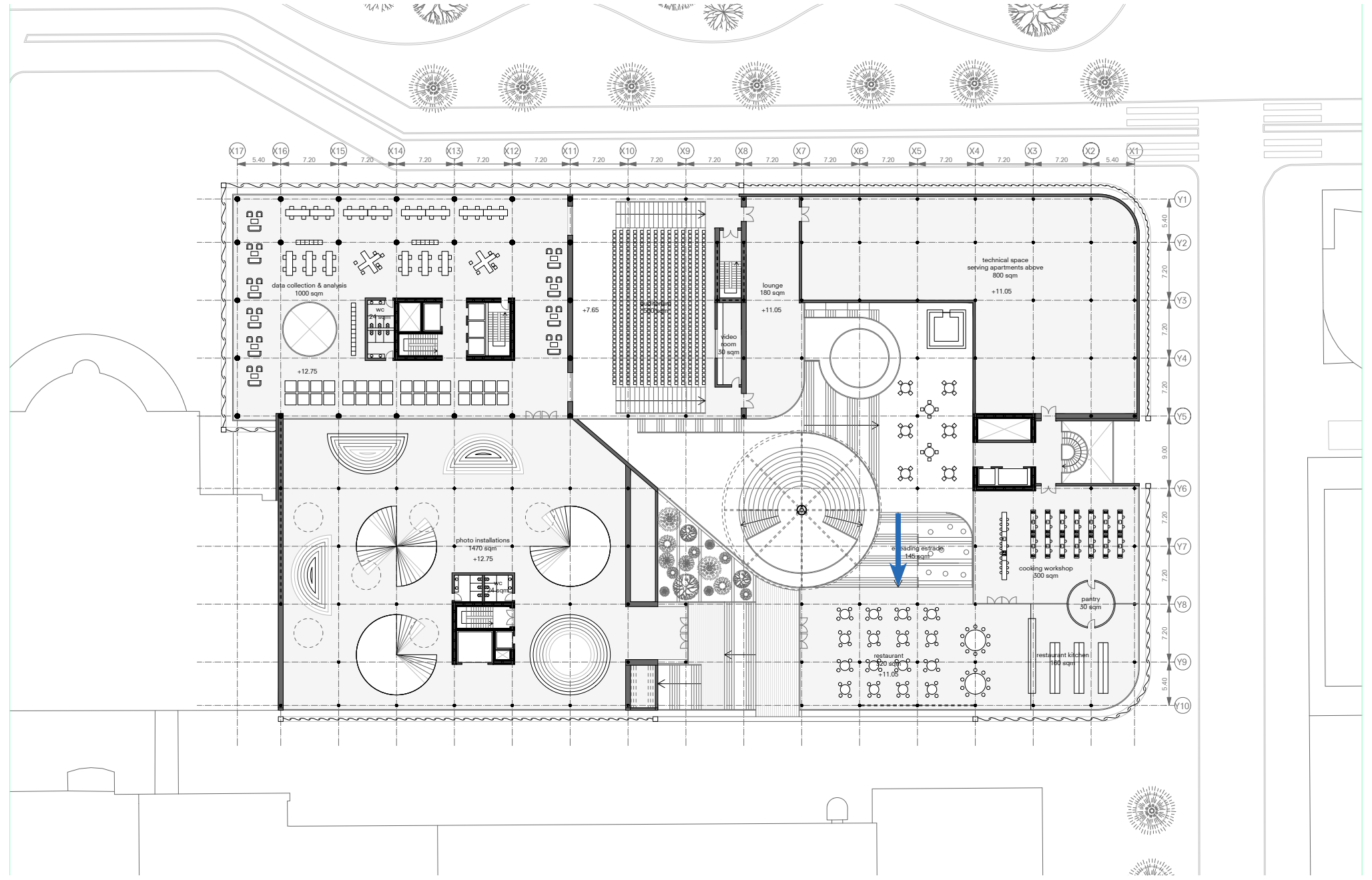
FLOOR 2 +7.65m



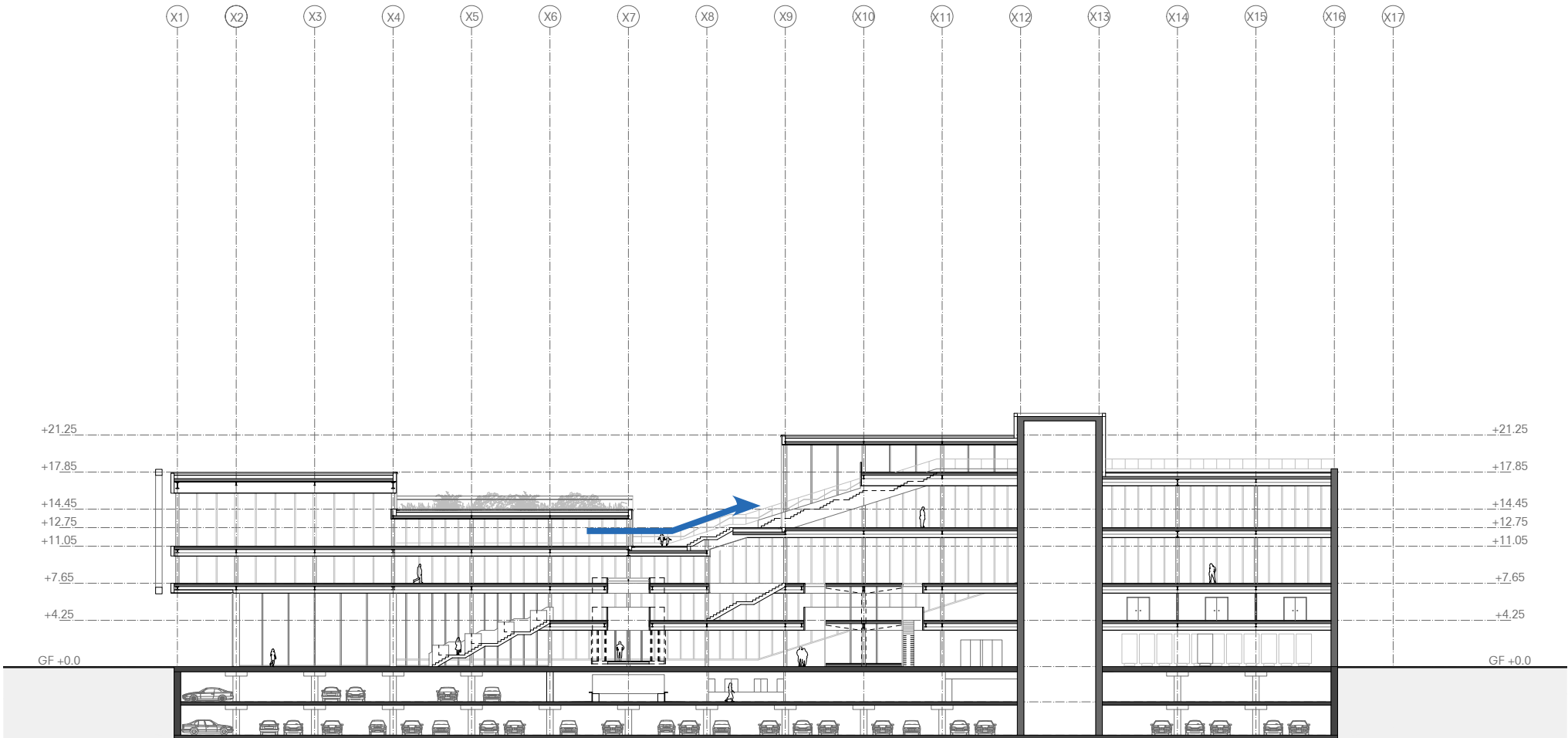
E-READING ESTRADE



FLOOR 3 +11.05/+12.75m



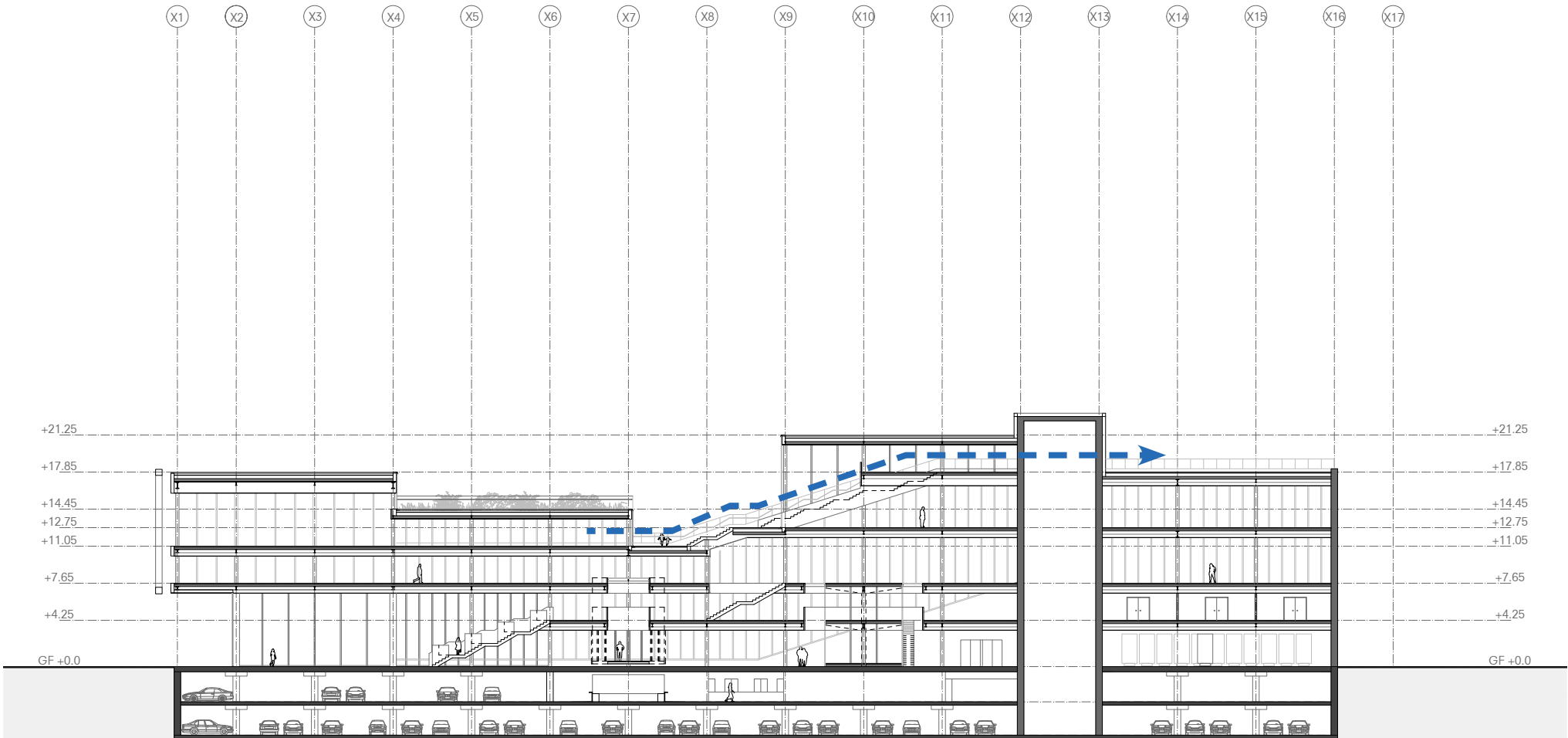
SECTION A-A



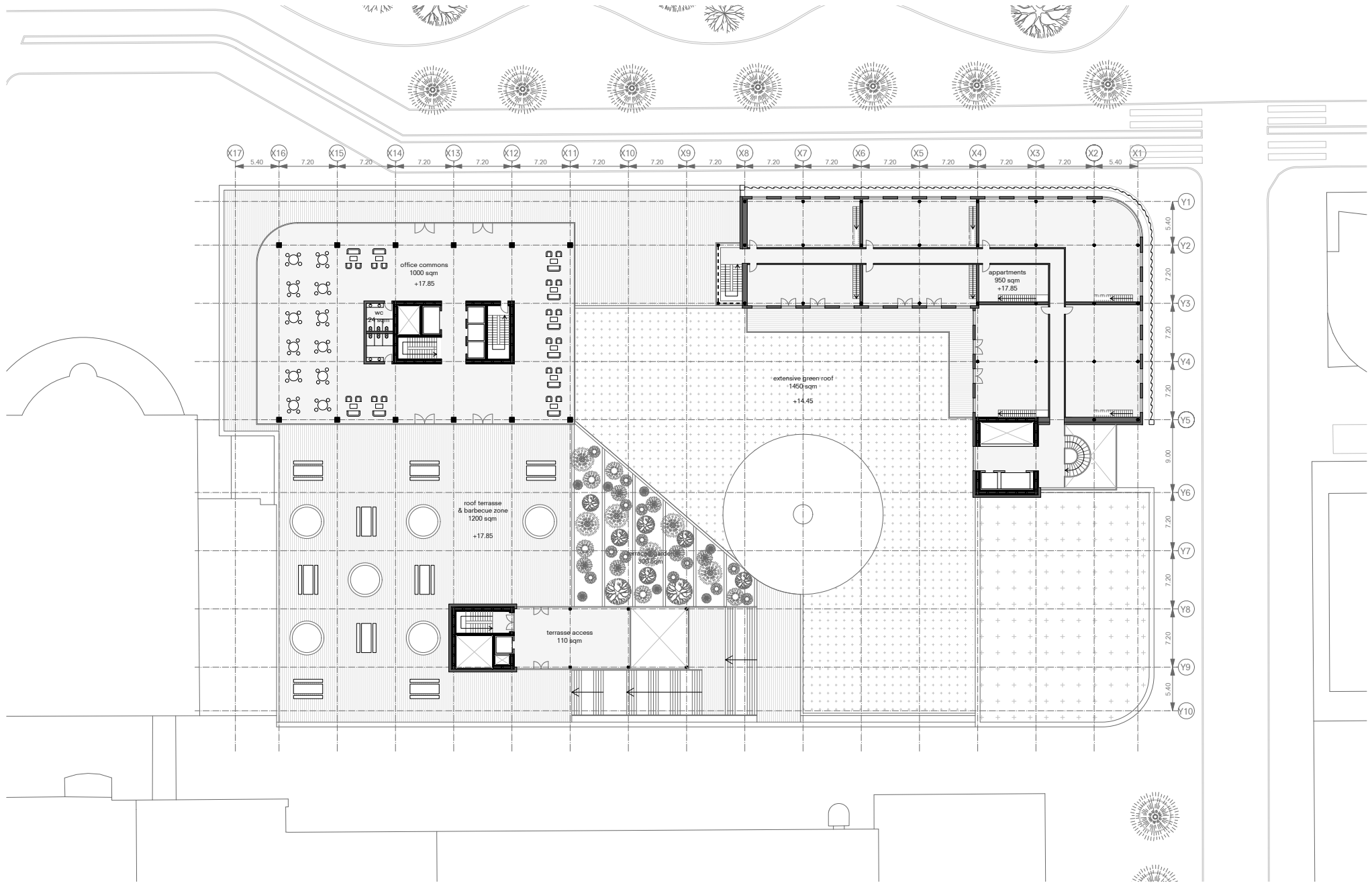
ACCESS TO ROOF



SECTION A-A



FLOOR 4 +14.35m

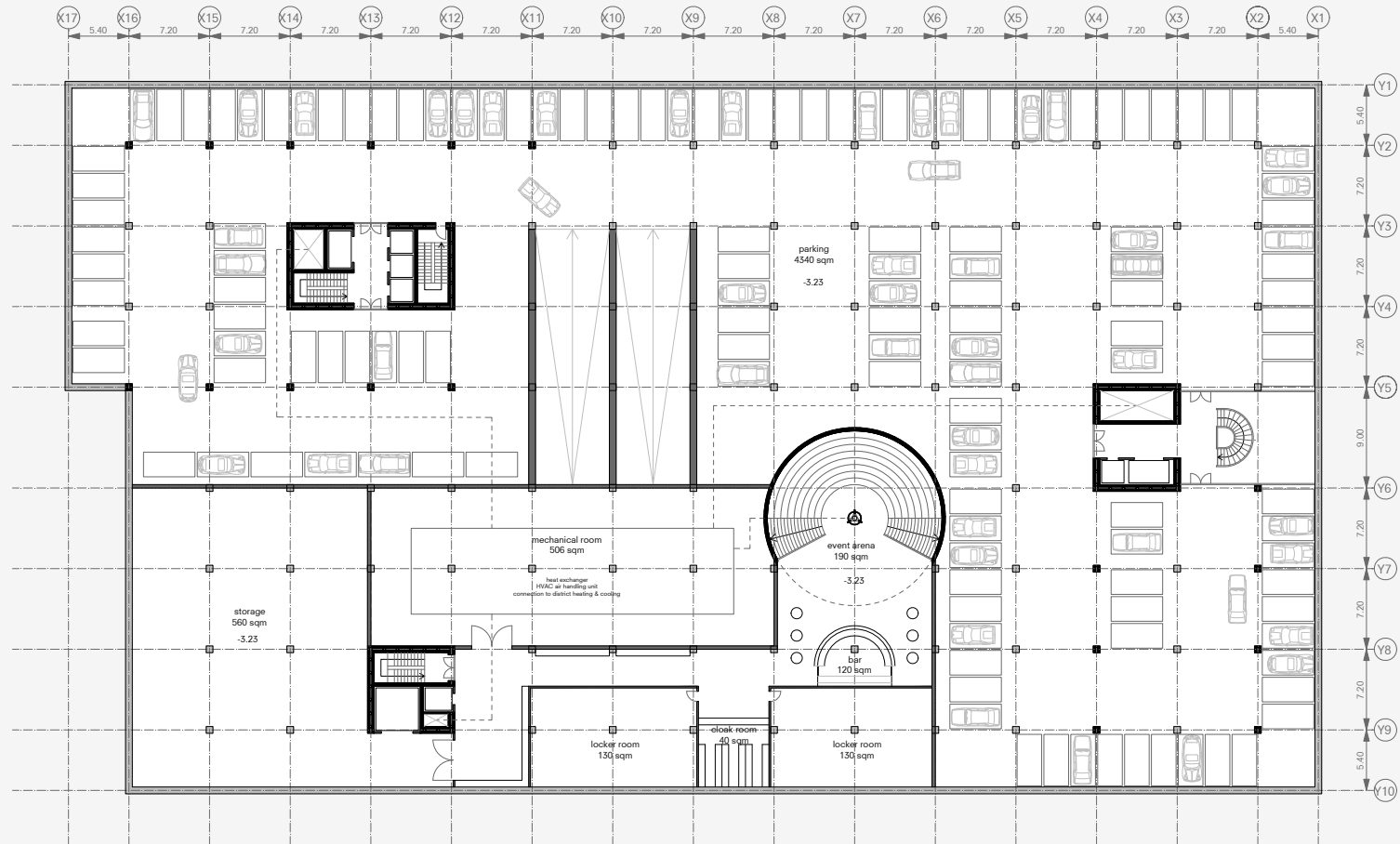


Design

ATRIUM



FLOOR -1 -3.20m



Research

Brief

Concept

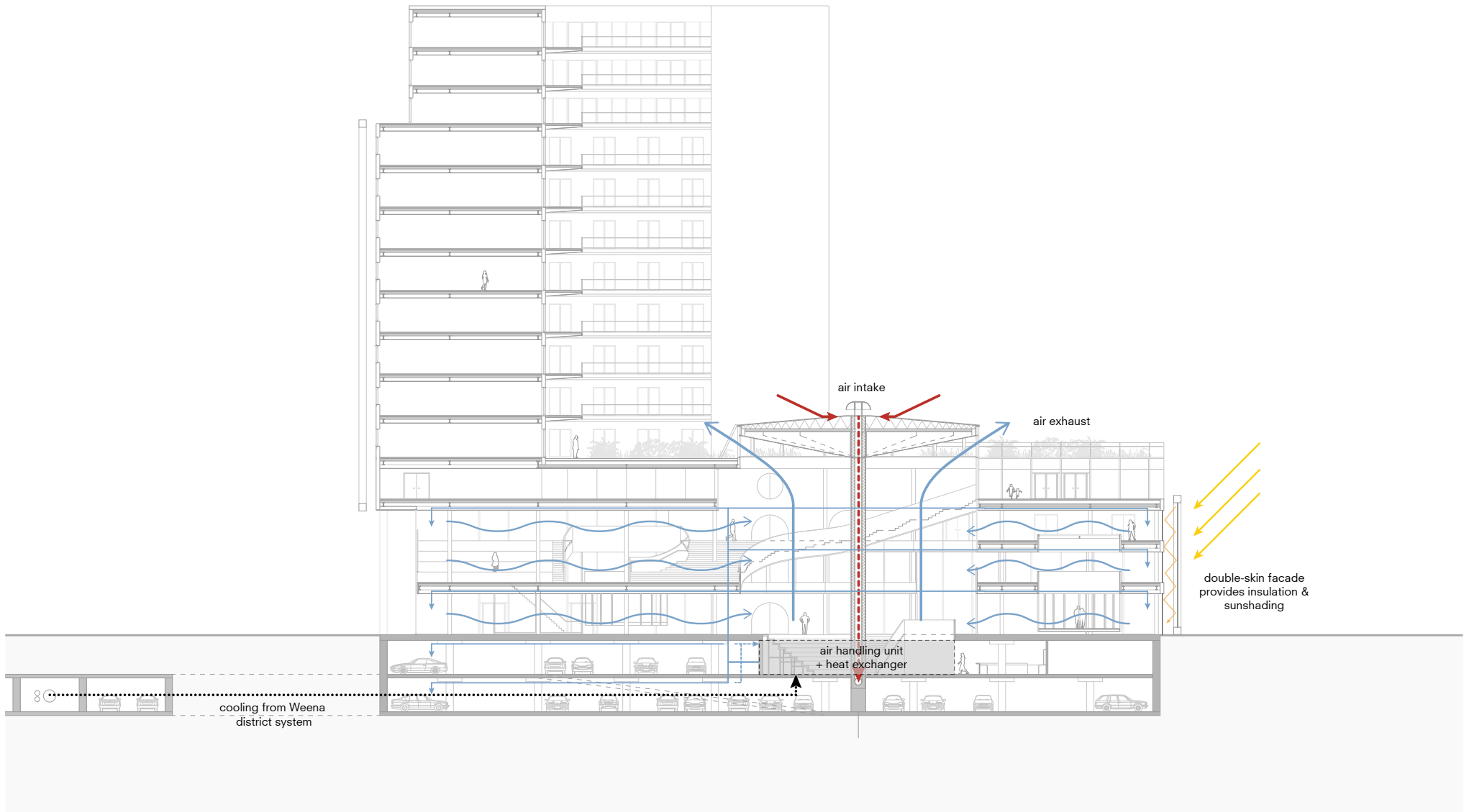
Design

Development

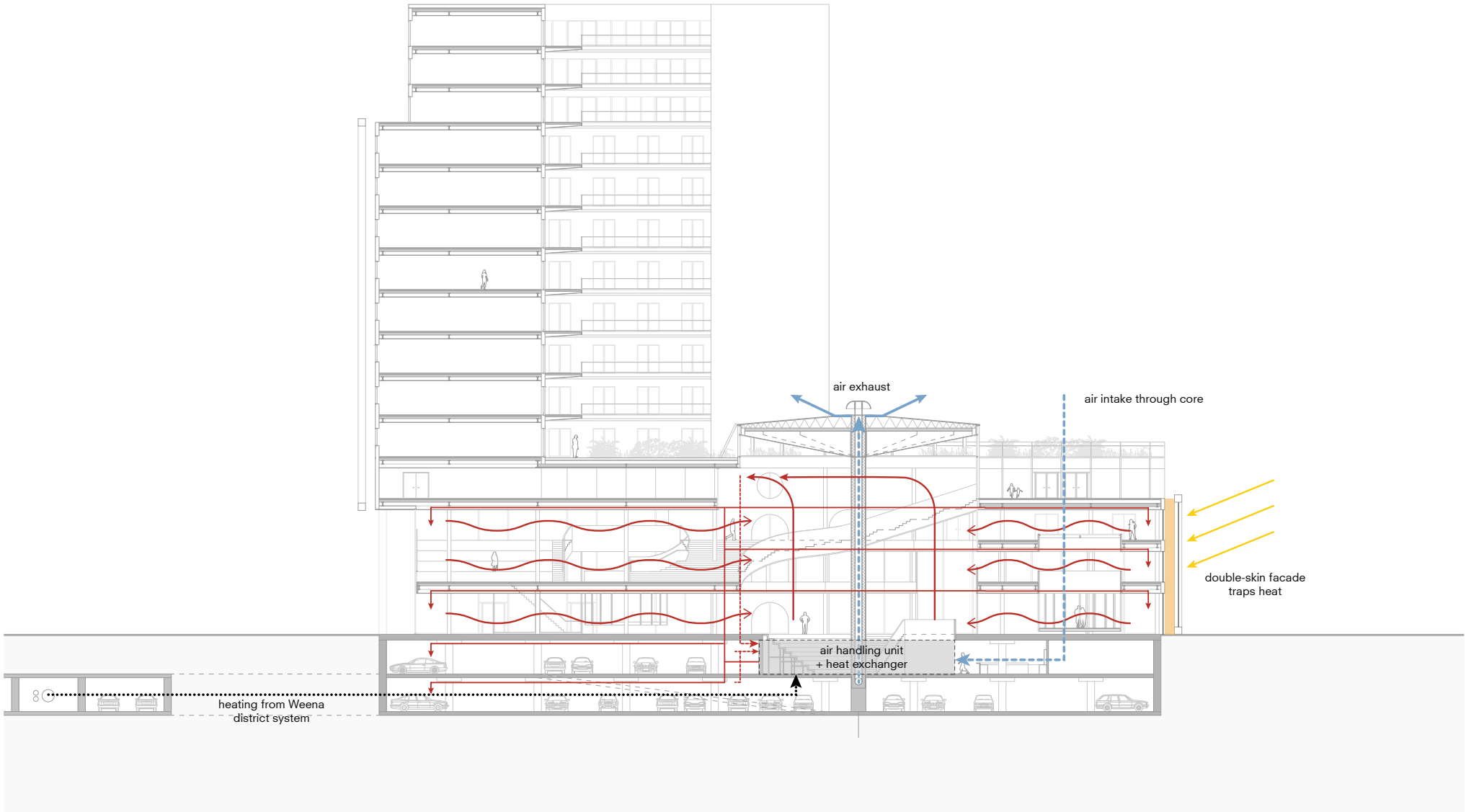
INDEX



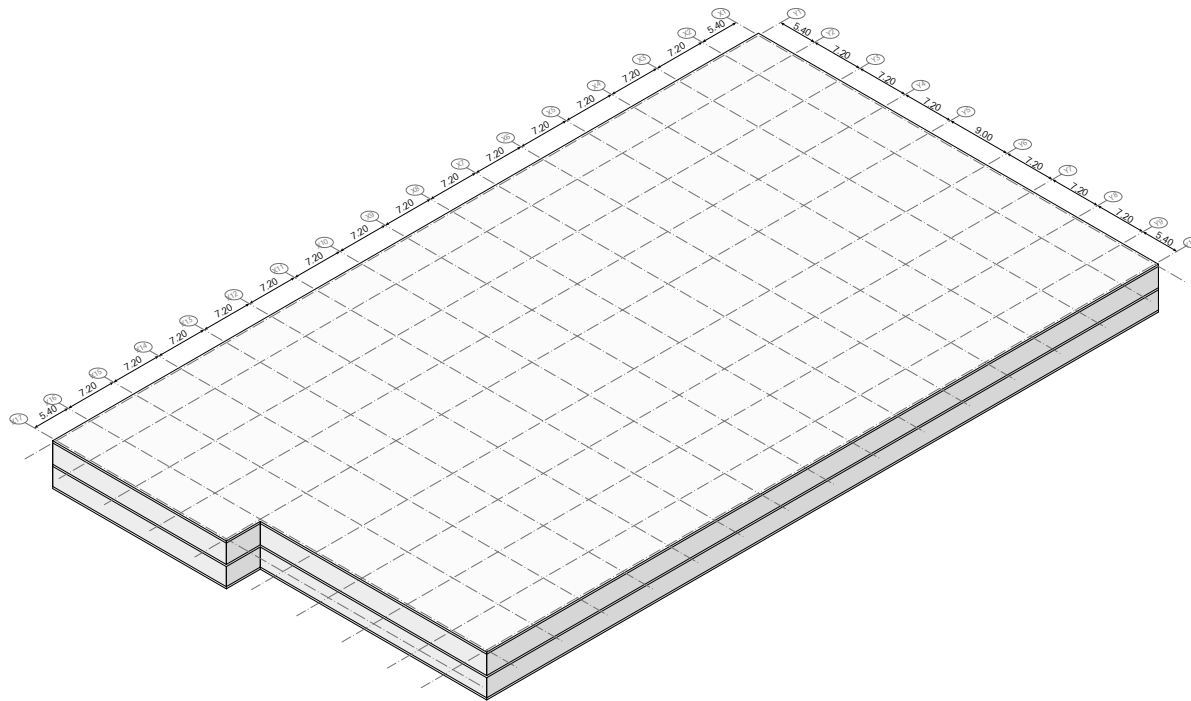
HVAC SUMMER



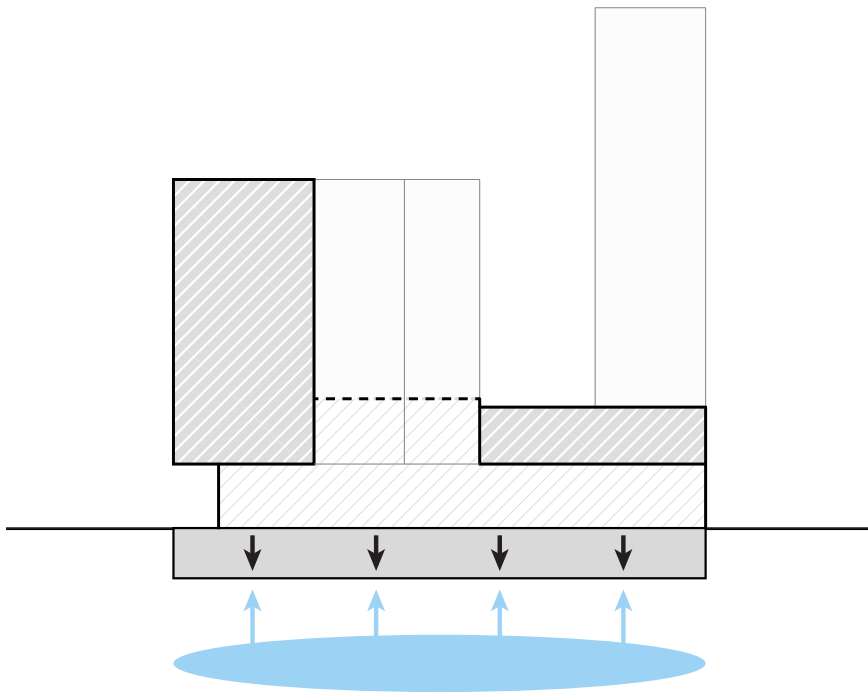
HVAC WINTER



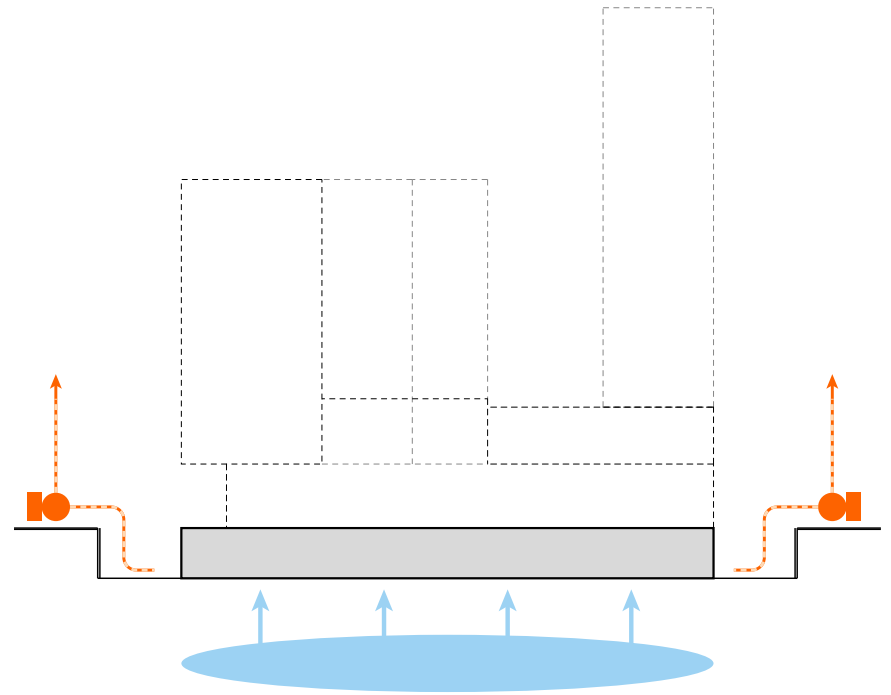
EXISTING GRID + FOUNDATION



DEMOLITION PROCESS



existing equilibrium
water pressure balanced by weight

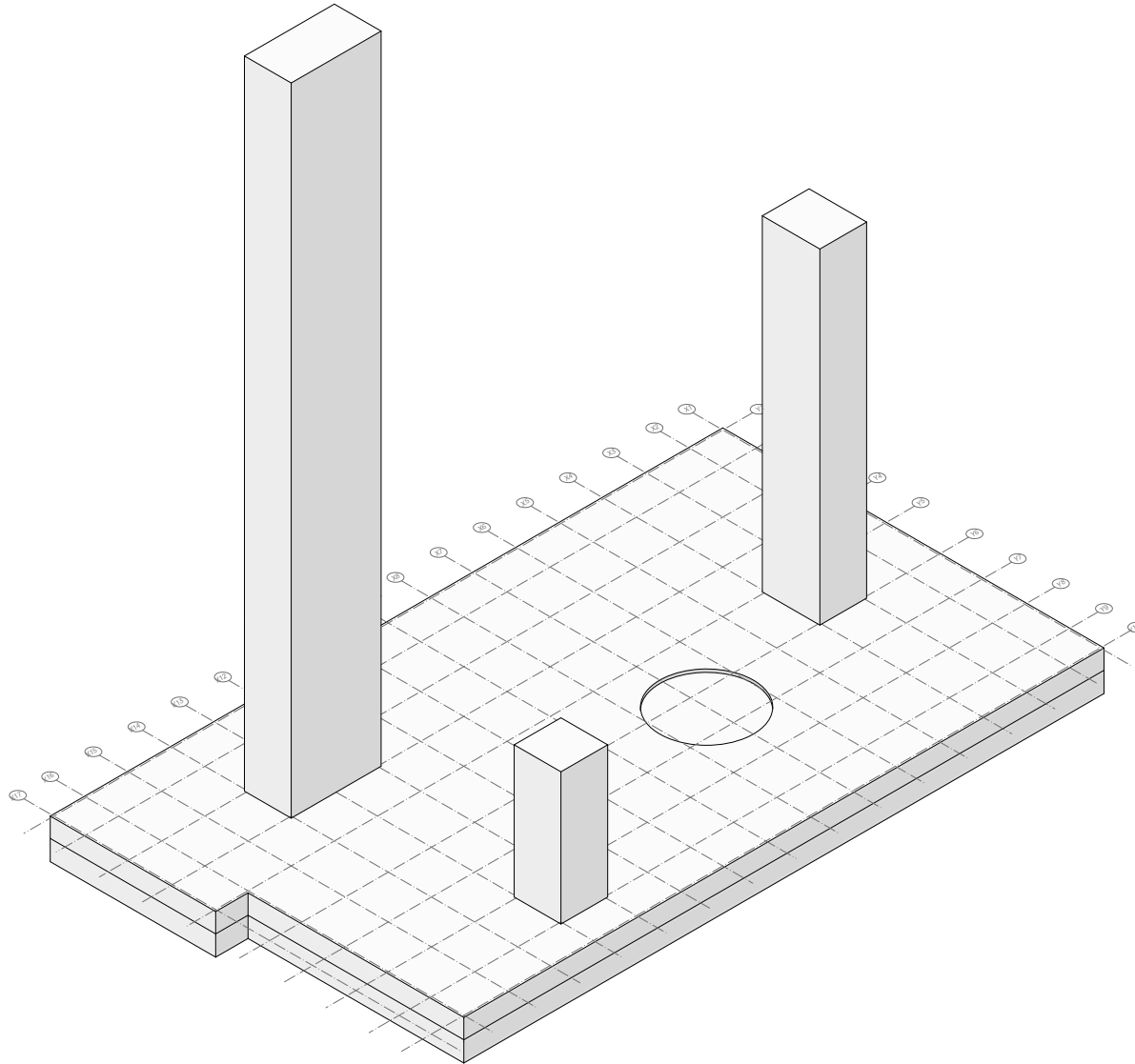


construction period
water pressure balanced with pump

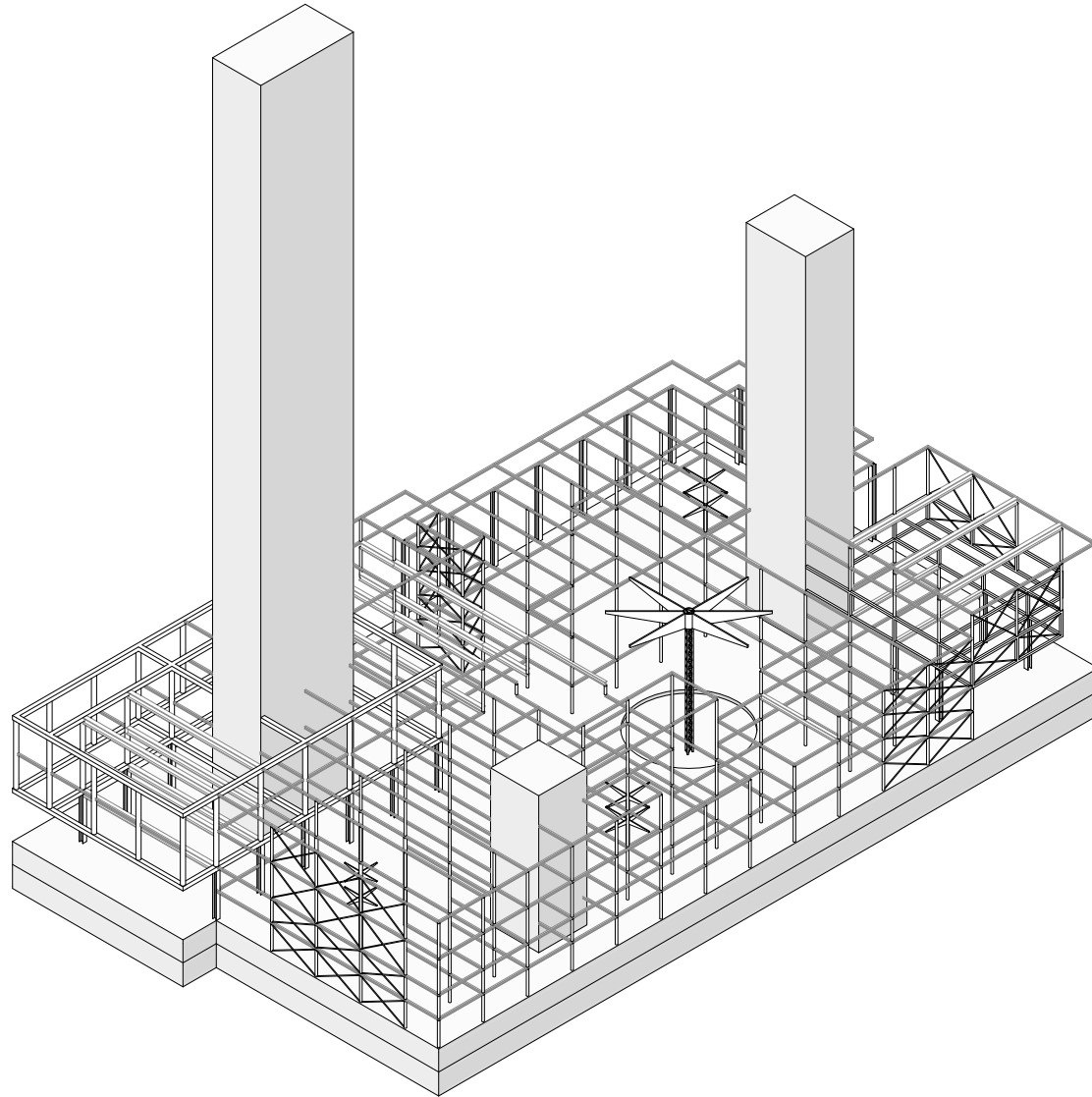
FOUNDATION REINFORCEMENT



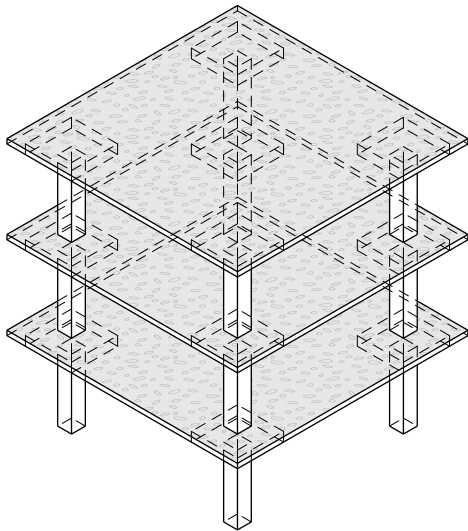
NEW CONCRETE CORES



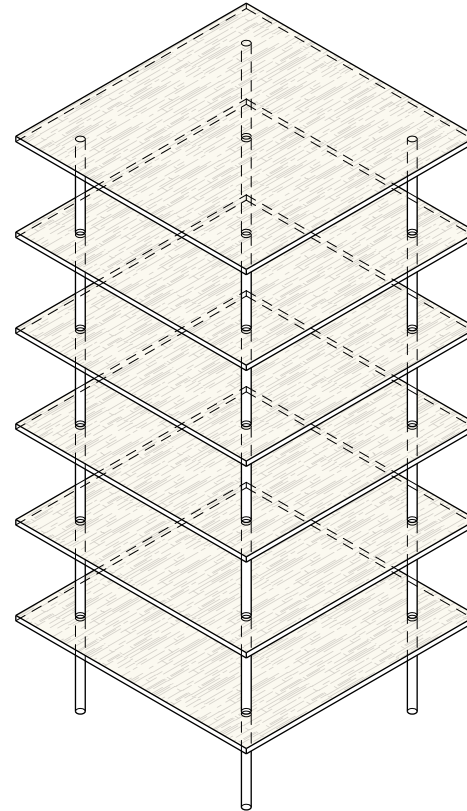
PLINTH STEEL STRUCTURE



PLINTH STEEL STRUCTURE

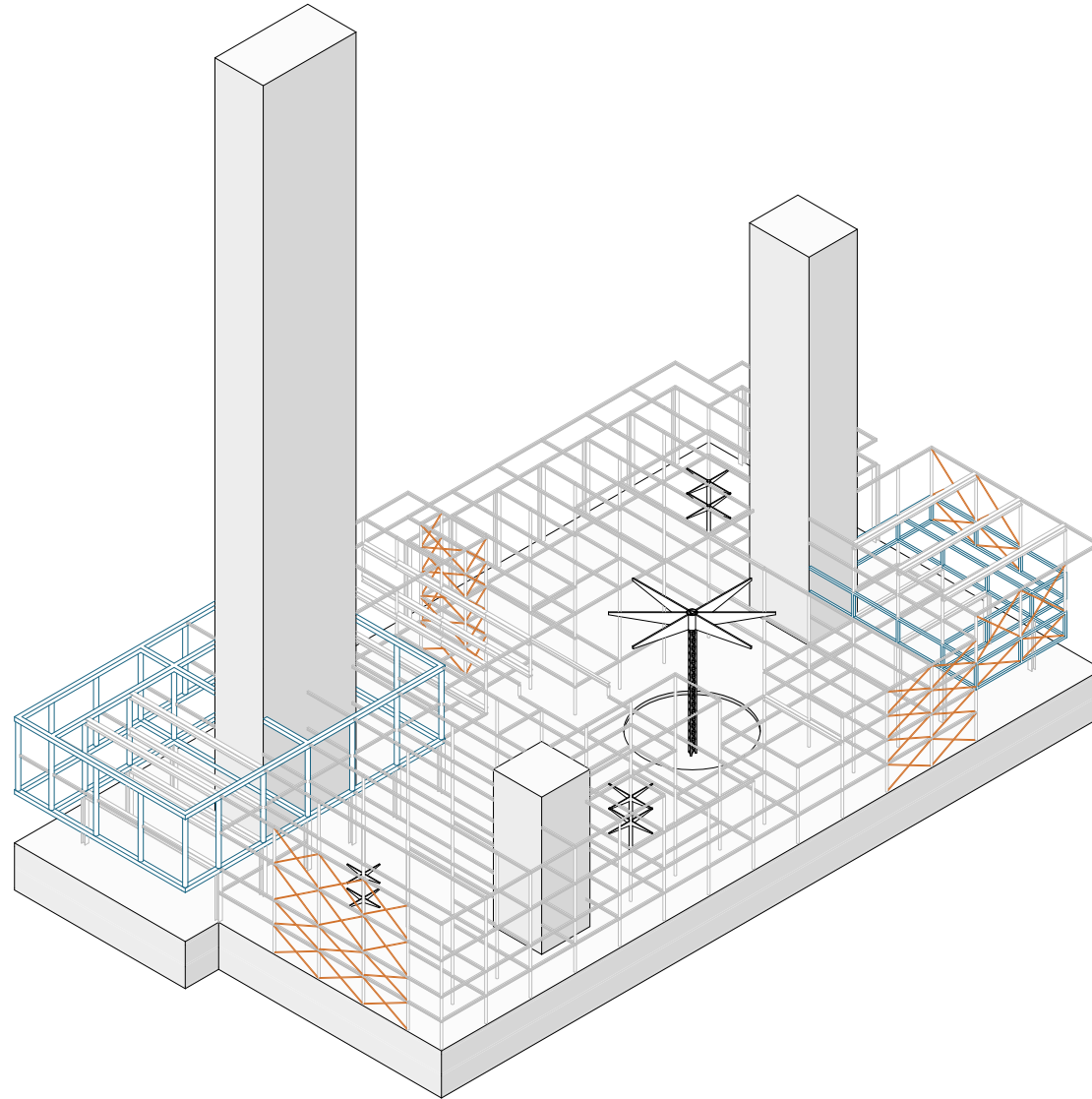


reinforced concrete structure
cast in place & prefabricated

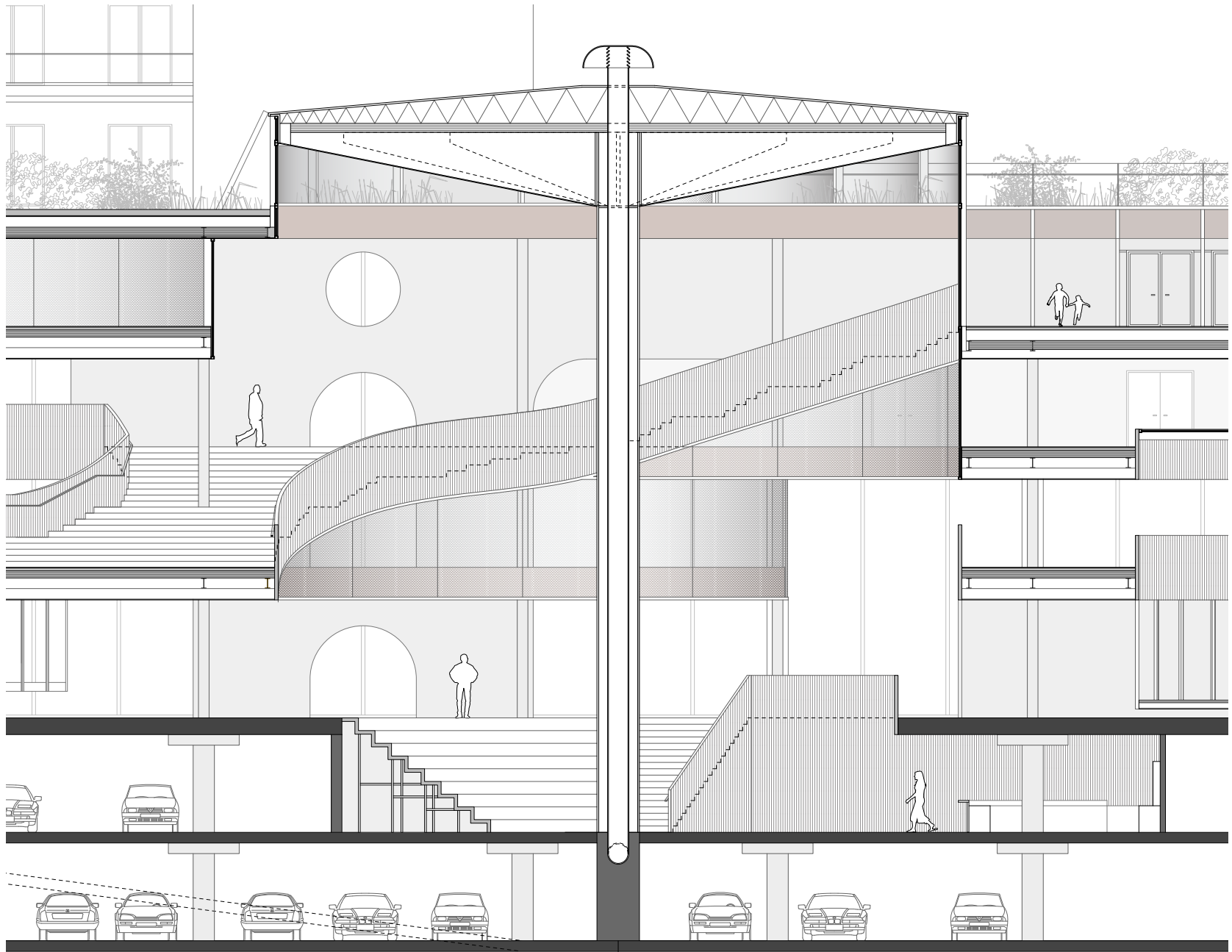


steel structure & CLT slabs
cast in place & prefabricated

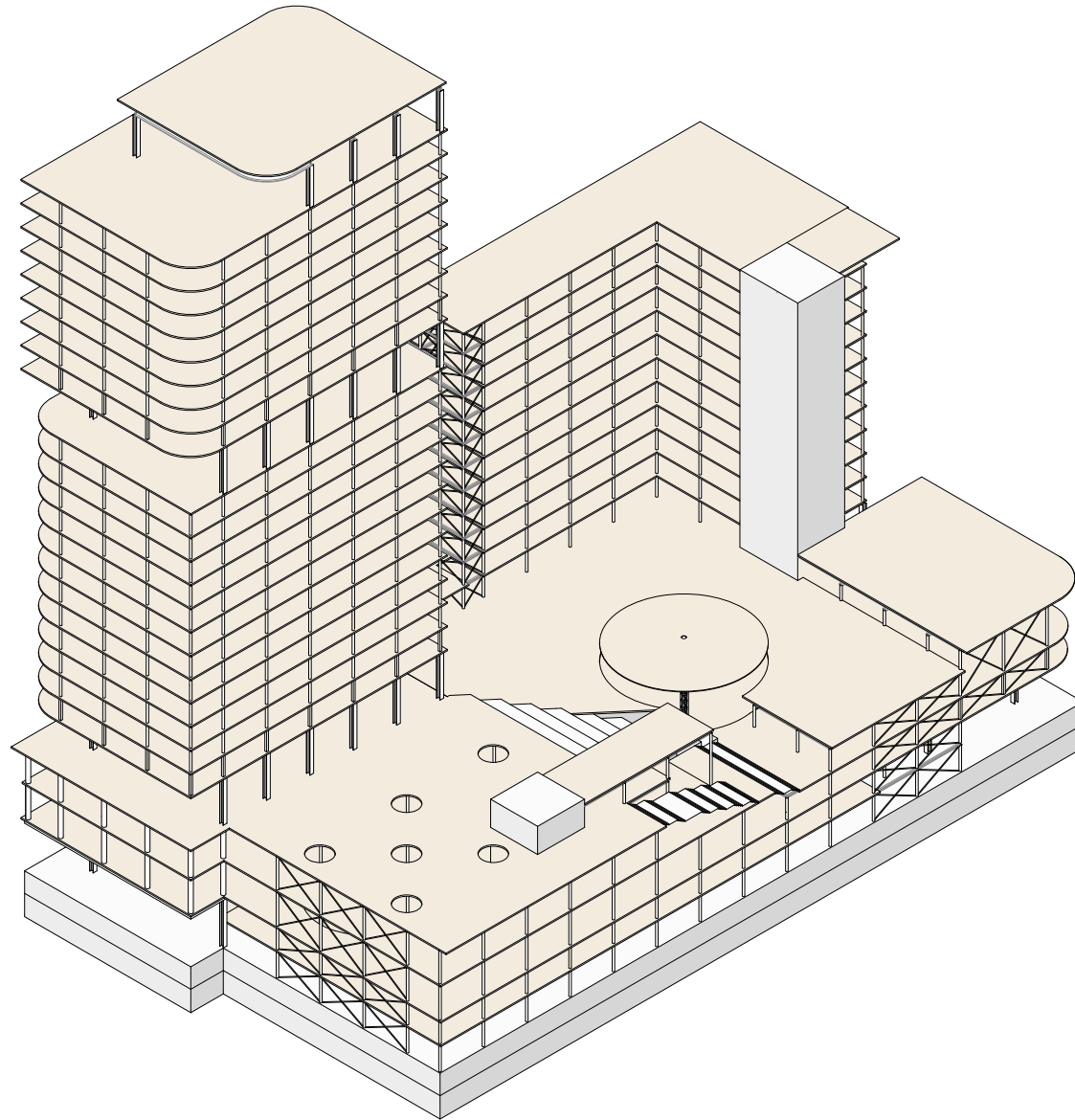
PLINTH STEEL STRUCTURE



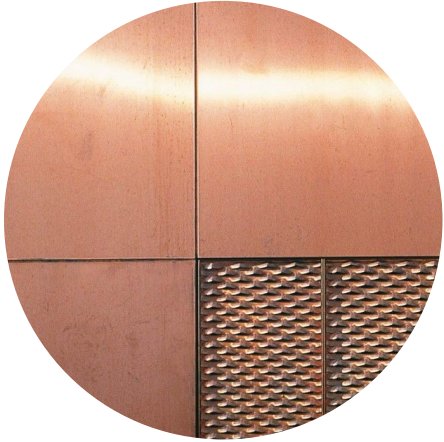
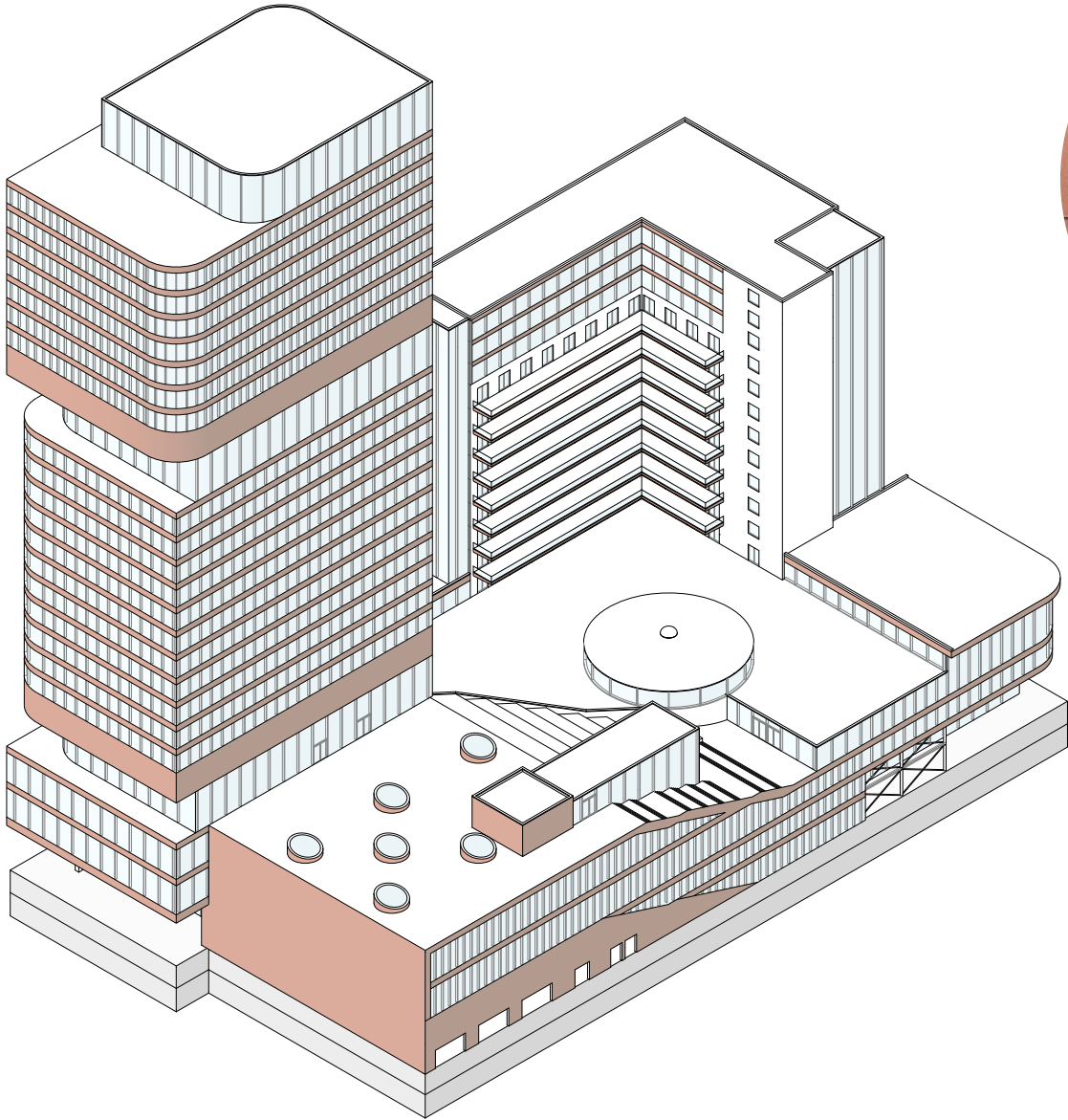
PLINTH STEEL STRUCTURE



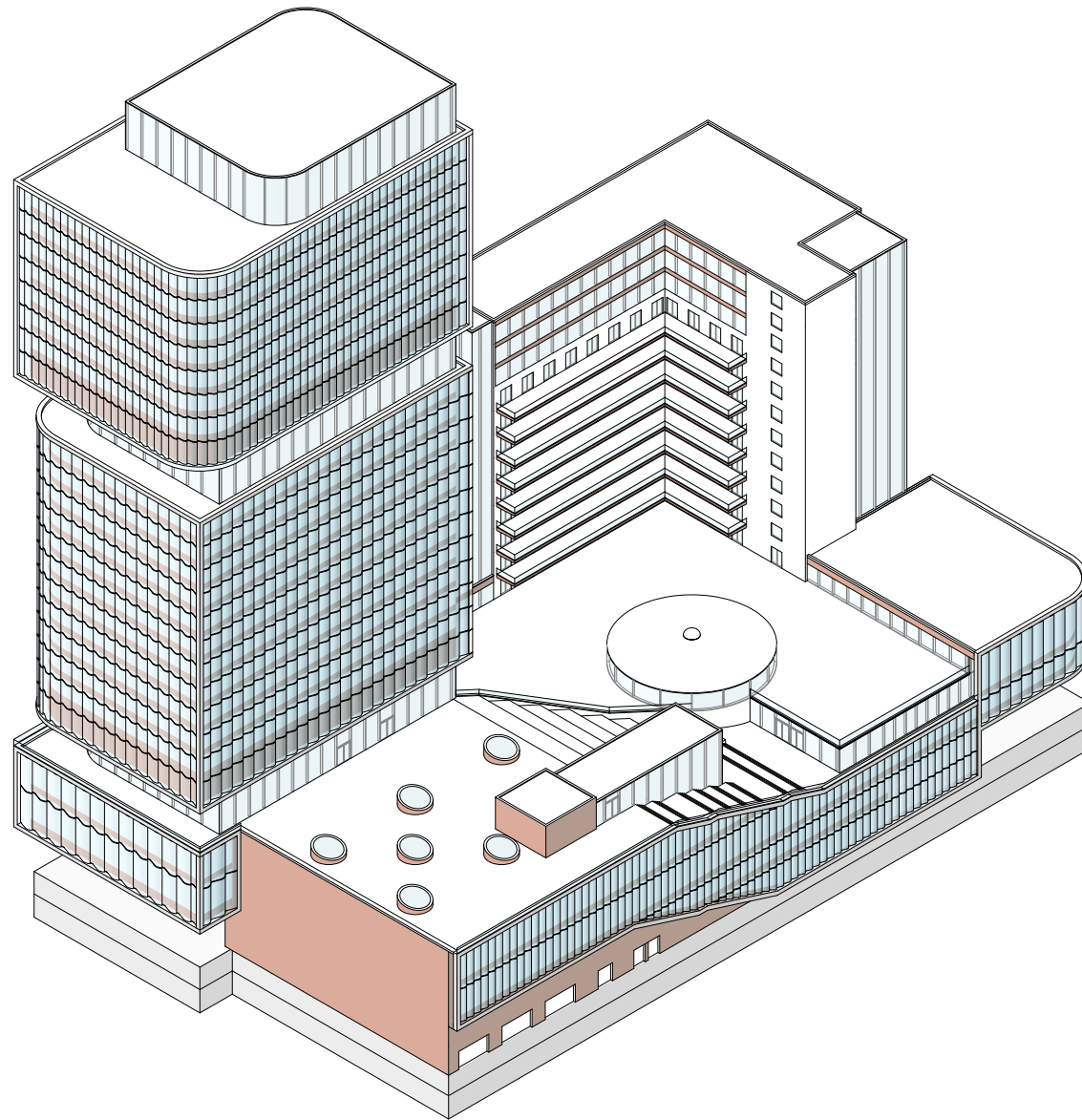
TOWER + BLOCK STRUCTURE



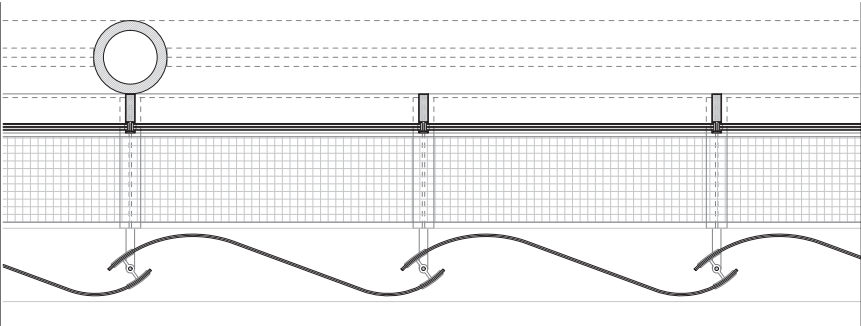
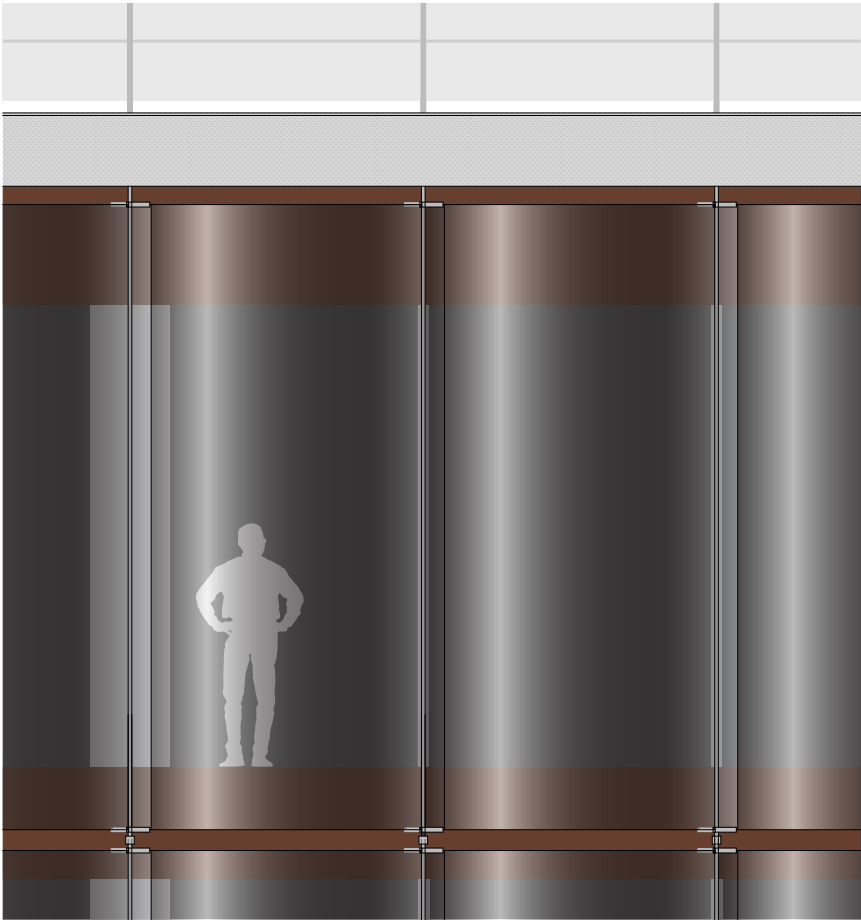
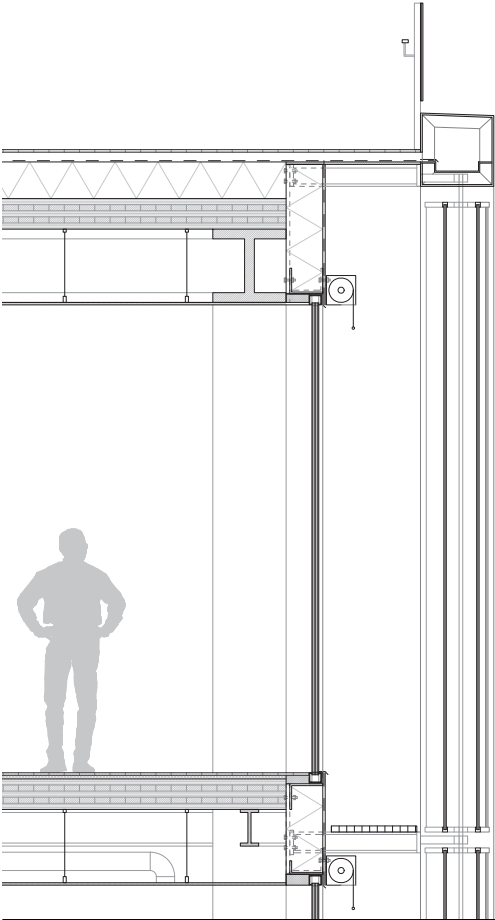
FACADE



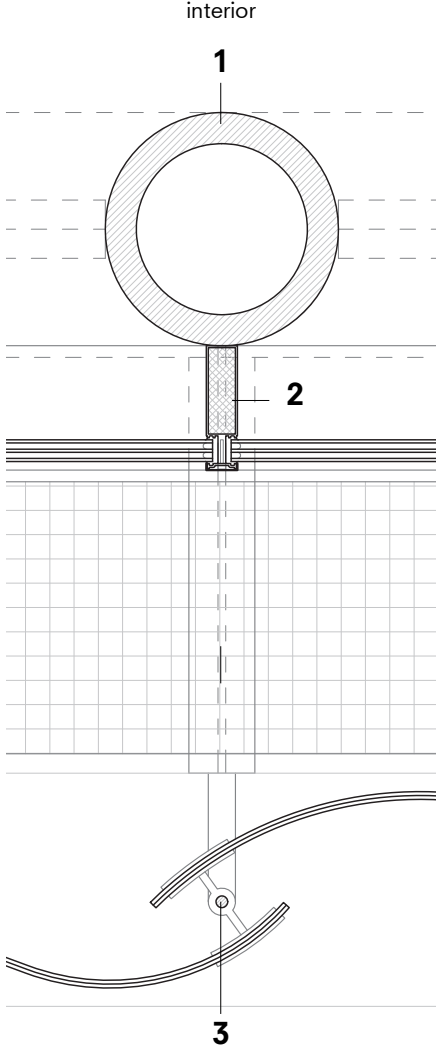
SECOND SKIN



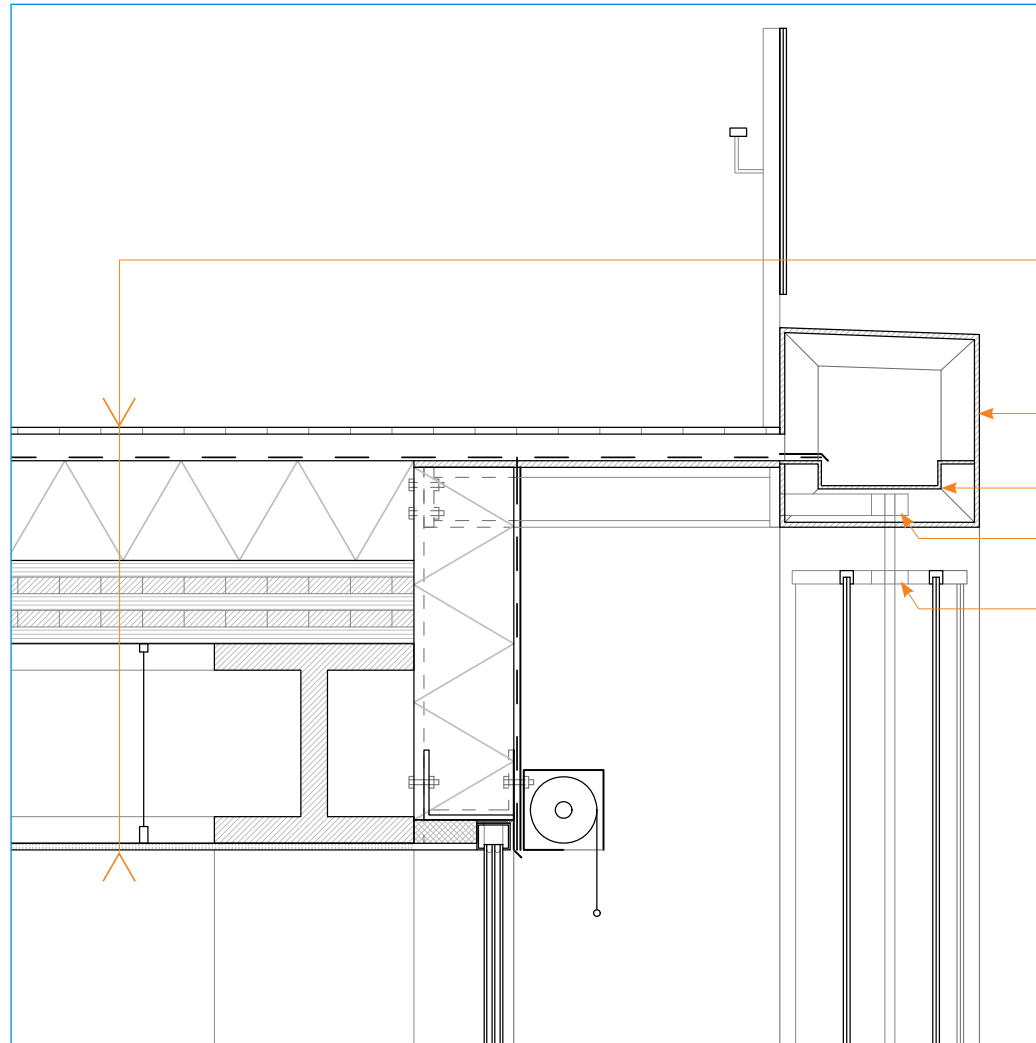
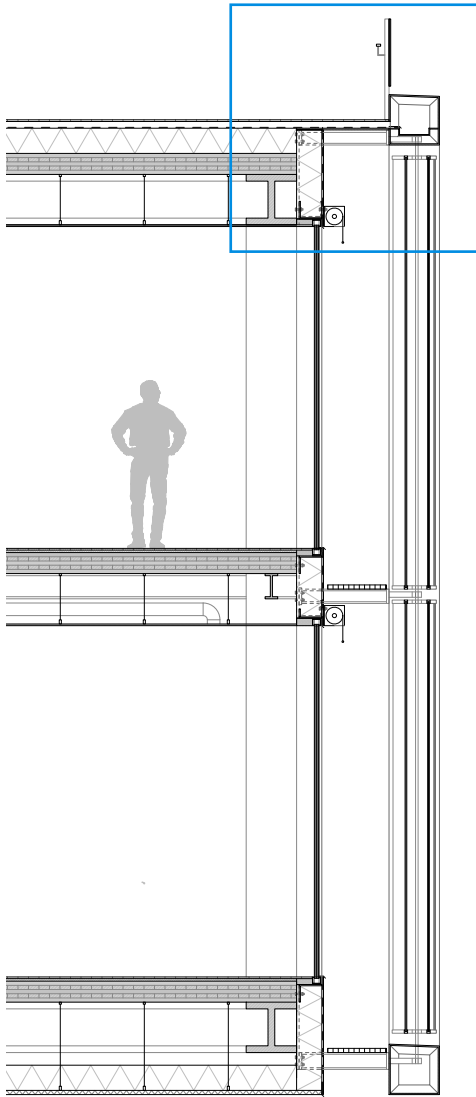
FACADE



FACADE



DETAILING



raised terrace wood decking
waterproof membrane
rigid insulation, 30cm, sloped to falls
CLT slab, 25cm
suspended acoustic ceiling

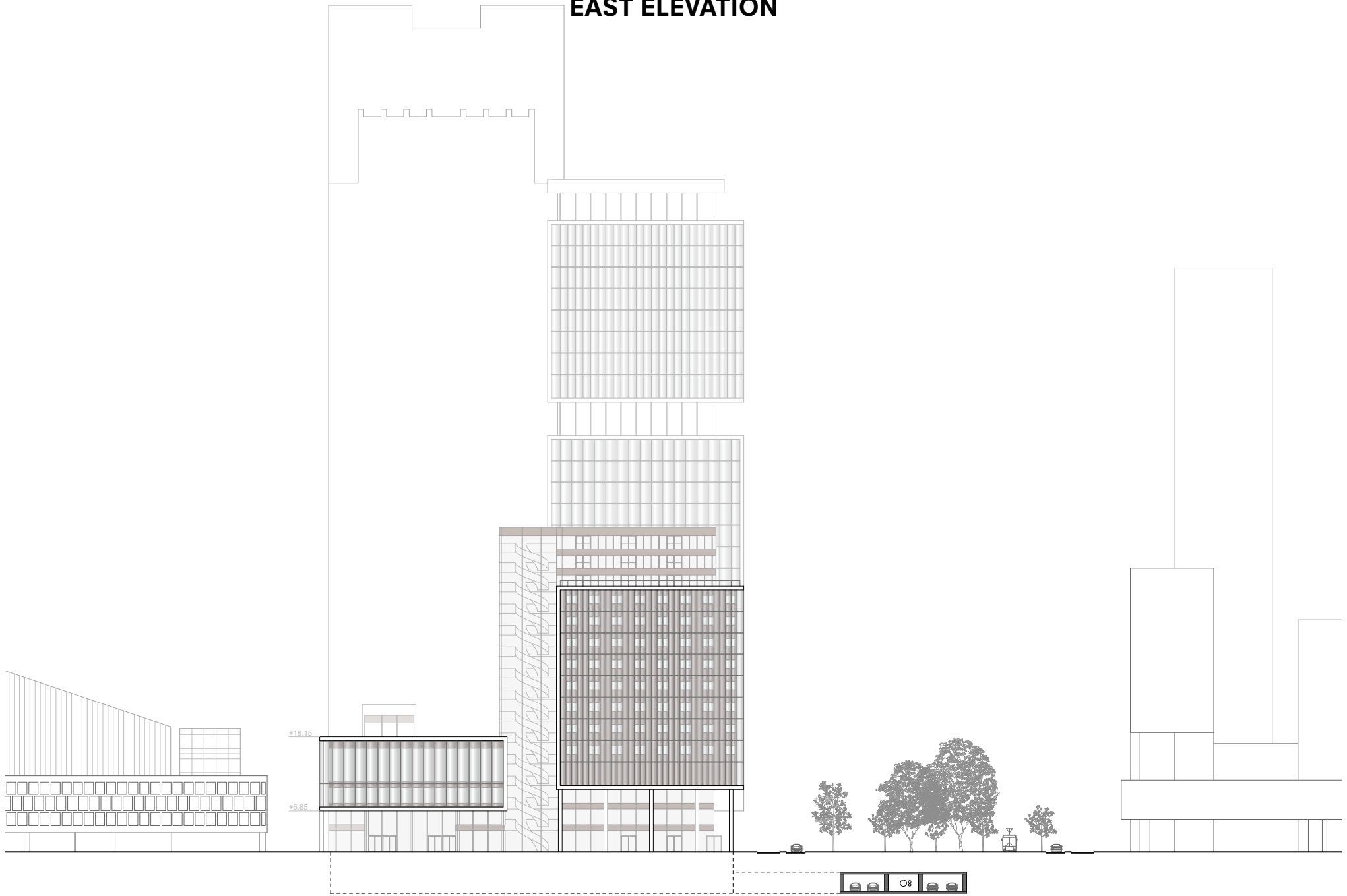
folded stainless steel element

incorporated gutter

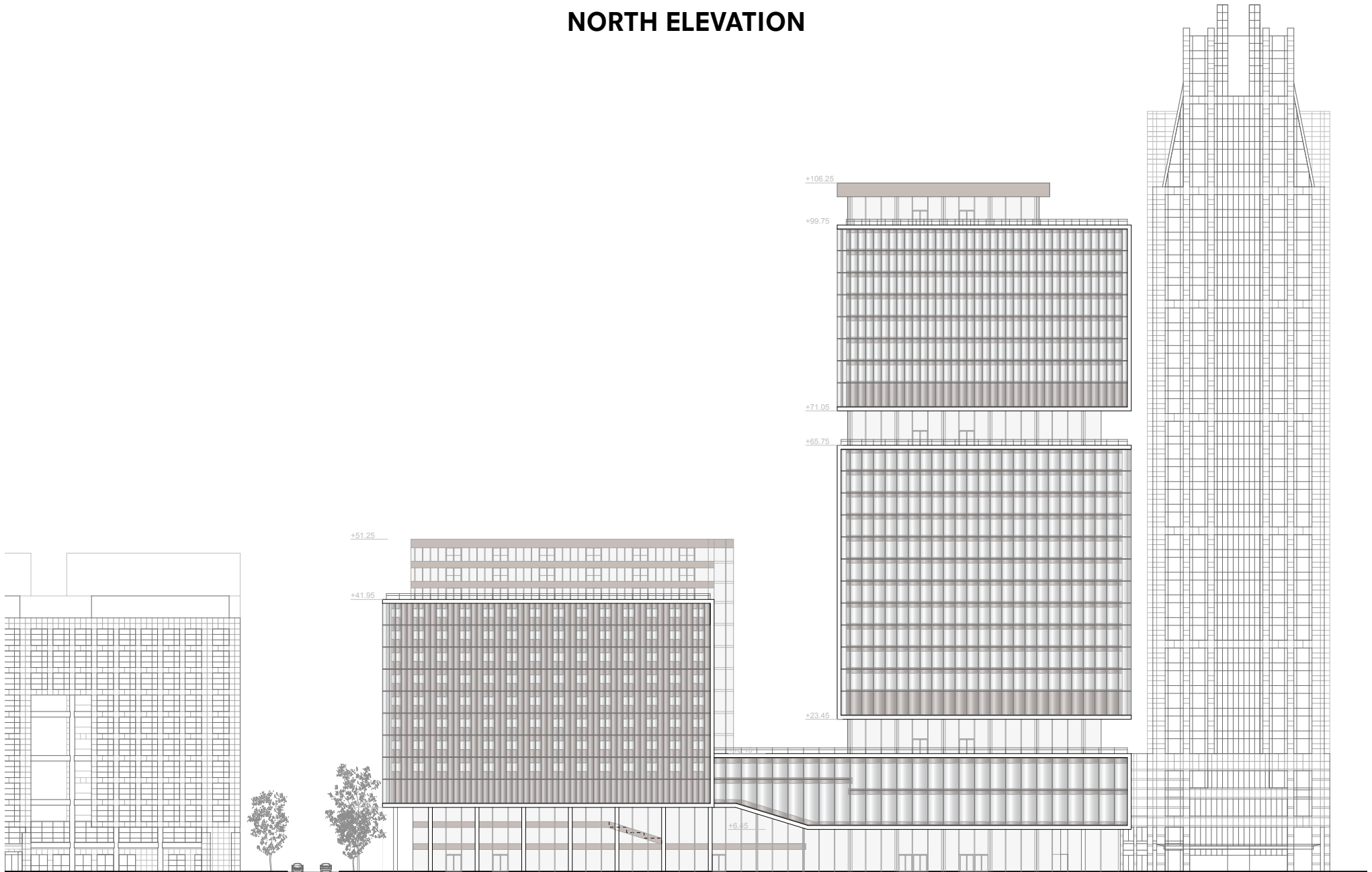
steel tensioning member

steel bracket

EAST ELEVATION

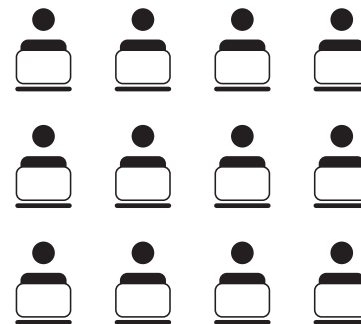


NORTH ELEVATION



VIEW FROM CENTRAL STATION



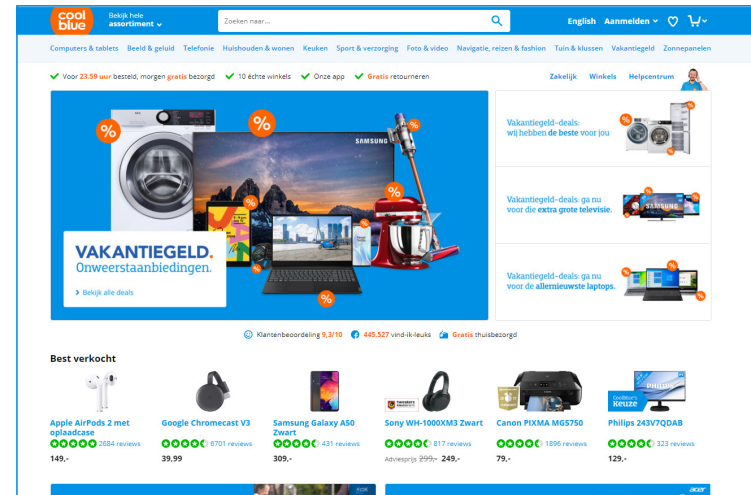




Urban Retail Space



Logisticalization



Digitalization

Suburban & Virtual Machine Space

COOLBLUE E-EXPERIENCE CENTER



social need

for space of public quality
in a densifying city



opportunity for online brands

differentiation in particularly
competitive online market



corporate emblem & experience destination

promotes individual ownership



social condenser & recreation center

participates in shared economy

COOLBLUE E-EXPERIENCE CENTER



THANK YOU.