

# Reflection

## Rethinking the everydayness of Dutch 20th-century shopping malls: Analysis of the impacts of interactions between design intentions and daily behaviours on the heritage values

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### 1. The relation between the graduation project topic, master tack and master programme

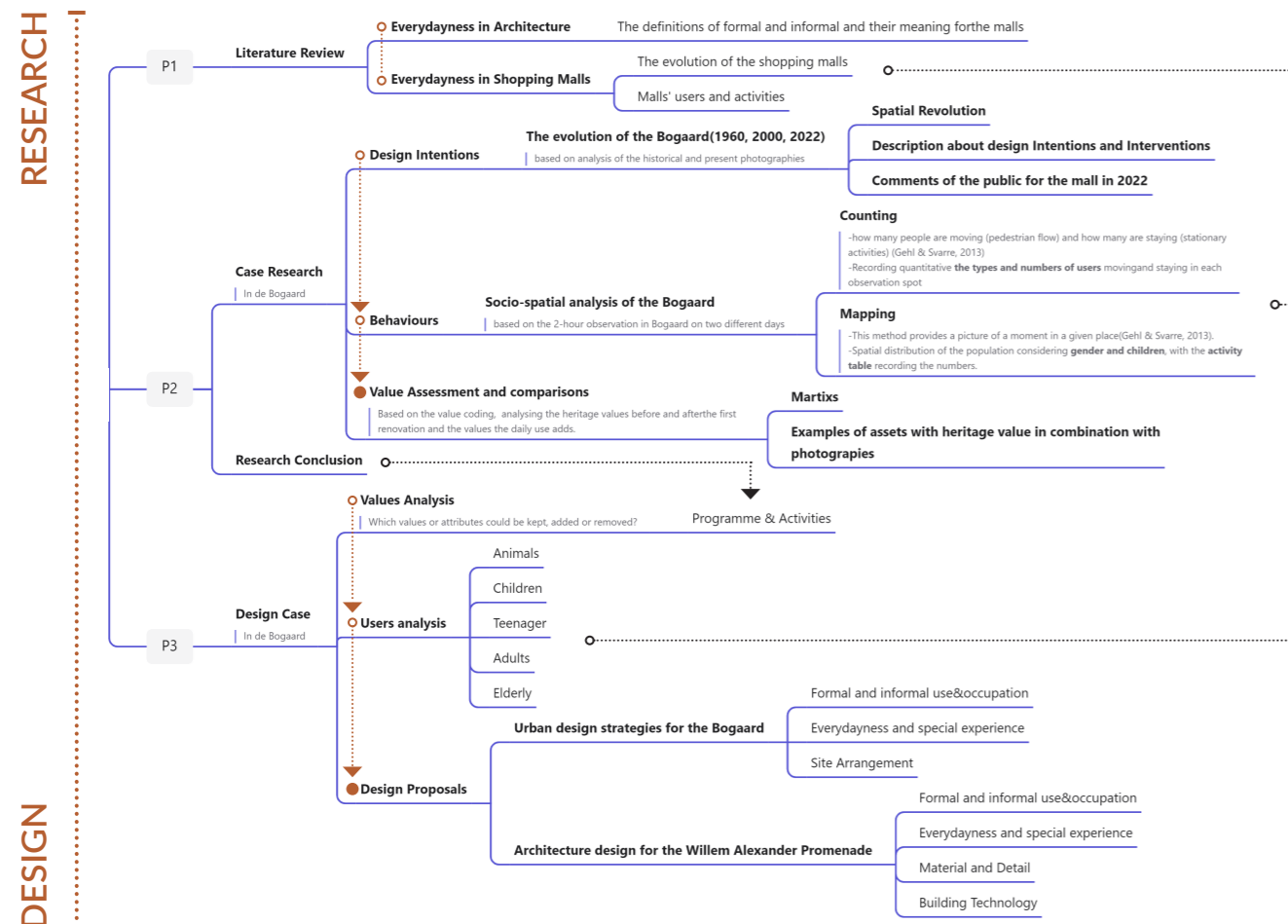
The graduation project attempts to explore the cultural roles of the 20th-century shopping mall from the perspective of heritage values and everyday life, which combines the studio's focus on the new heritage and personal interests for socio-spatial topics. Through the research, I argue that the past design intentions and the spatial results of shopping malls are influenced mainly by retail considerations. However, people utilize shopping centres for goods exchange and relationships, expressing their resistance to capitalism through spontaneous use and less or no consumption.

Since one discussion for Heritage&Architecture Session is to understand the complexity of cultural heritage values(Meurs, 2016), which different stakeholders may eagle for separately, this project attempts to identify the contradictions between developers and consumers through design intentions and everyday use. Furthermore, the study uses spatial strategies to negotiate the conflicts. Based on the concept of "everydayness", which refers to the quality of being every day, the daily scenarios of Dutch 20th-century malls are investigated during the whole graduation studio. The concerns for ordinary needs and spatial quality are always highlighted during the master tracks. What's more, during the two years master's programme, the delicate research before the design and the analysis of the building technology has provided solid academic and professional skills for me. I also gradually found my interests and developed personal architectural values, which are critical before entering society.

### 2. The interaction between the research and design.

The research investigates the interaction between everyday architecture and heritage values. It starts with literature reviews on everydayness in architecture, heritage values and shopping malls. Value comparisons are then used to analyze the contradictions in malls between developers and consumers. As Lange(2022, pp. 16–17) mentions, "In its architecture are embedded affordances often unavailable in the public realm....Private ownership is the price we pay for a bit of city that's a little easier to take, one that can serve as an on-ramp to the real deal: the tension between the comforts of the mall and what we give up to experience them has been baked into the mall from its start." By exploring the tension between private ownership and the use of public spaces, the research seeks to propose redesign decisions to balance shopping malls' economic value and cultural significance.

Bogaard in Rijswijk is both the research and design case. It was the first shopping mall in the Netherlands, and planning to change from the shopping centres to the city centres(Rijswijk Gemeente, 2019). The history development and daily routines of the Bogaard were analyzed through archive research and observation. Then, the conflicts between developers and consumers were visualized regarding heritage values, which guide the design decisions. Production and recycling are added to the design to facilitate economic activities. At the same time, new public functions are introduced to reverse the economic heart of the mall, encouraging public life. Based on these ideas, the daily routines of the bogaard will be enlarged with riched public experiences, and the retailing will be activated and improved to the communal and sustainable consumption system.



(Figure 1. Research Scheme)

### 3. Reflection on the Methodology

The study begins with a literature review, then grab information and data through archival research and observation, and finally draws conclusions based on the heritage value comparison. The heritage value assessment tools are used to analyze everyday heritages from bottom-up and top-down perspectives.

#### - Literature review

The research first dives into the reading of everyday architecture(Cupers, 2013; Grossman & Miguel, 2022) and heritage values(Kuipers & Jonge, 2017; Meurs, 2016; Silva & Roders, 2012), which provides a theoretical basis and insights on the practical context. In addition, the daily use of shopping malls, including formal and informal behaviours, are examined to understand the economic and cultural roles concerning urban development and social relationship(Lange, 2022; Maguire, 2008; Stillerman & Salcedo, 2012). However, most researchers give their opinions either from a top-down perspective on the influences of developers, or a bottom-up view talking about users, ignoring the interactions between the two. Since different stakeholders may have distinct opinions about heritages and their values, exploring them from multiple dimensions is essential. Hence, the research combines two perspectives and introduces heritage value assessment tools to visualize the value layers and the contradictions between consumers and developers hidden in space.

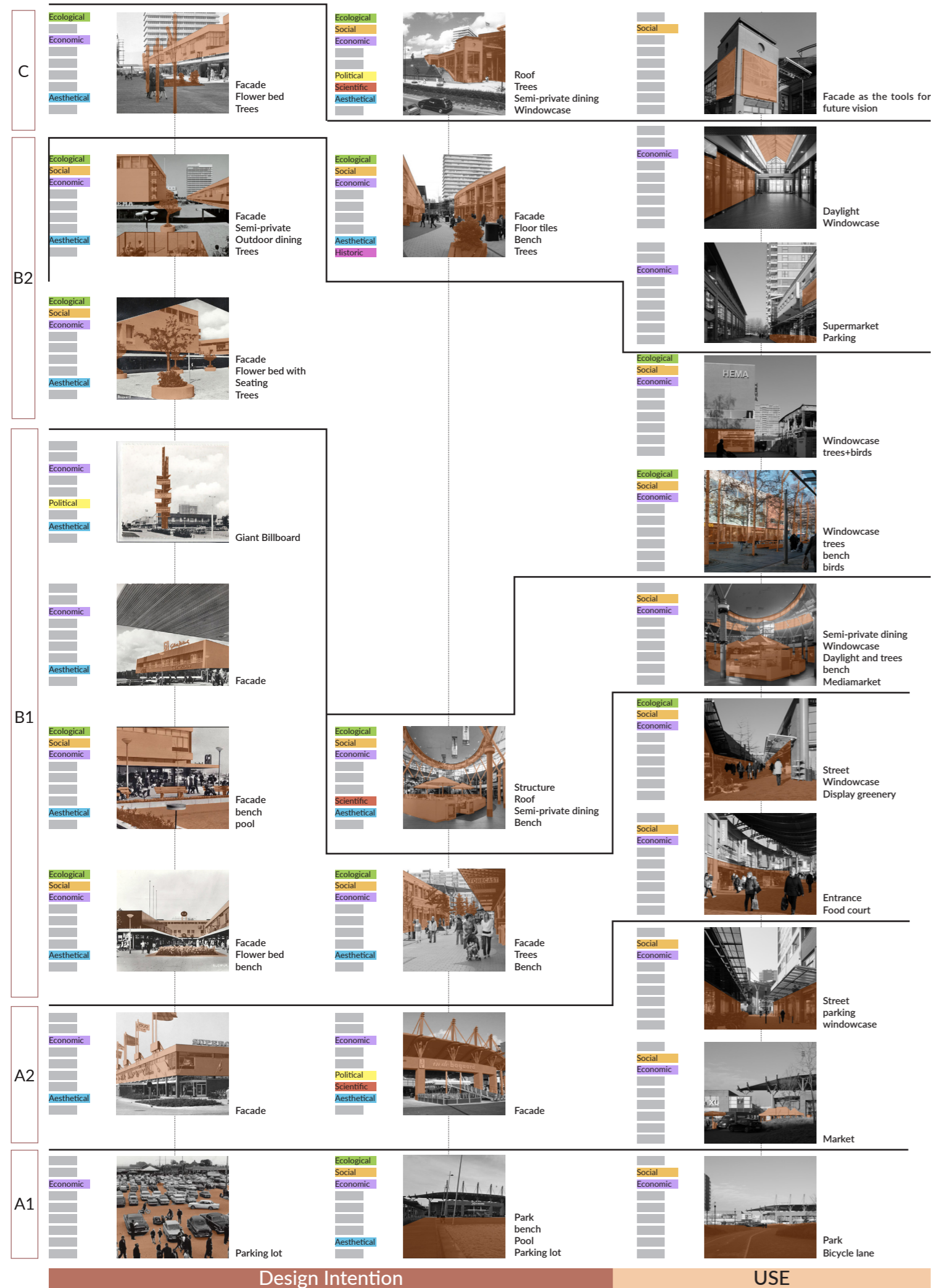
#### - Archive research and observation

Data and information are gathered in this section for later analysis. The first shopping complex in the Netherlands, In De Bogaard, is chosen as the research case. It not only developed various spatial typologies concerning for riched shopping experiences but also shared by communities as the public centre. So the research has two parts. First, the archive research takes a top-down view of the design intentions expressing the economic considerations.(Appendix 1). Then the observation study(Gehl & Svarre, 2013; Whyte, 1980) visualizes the daily use of Bogaard and spatial occupation(Appendix 2), which may differ for the design ideas. But neither of these two methods has its limitations. The understanding of the design intentions is based on the postcards in 1960 and the government's design report in 2000. It lacks direct dialogue with the architects, developers and officers. Moreover, due to the limited observation period and days sampled, the data is hard to be used to project the entire year.

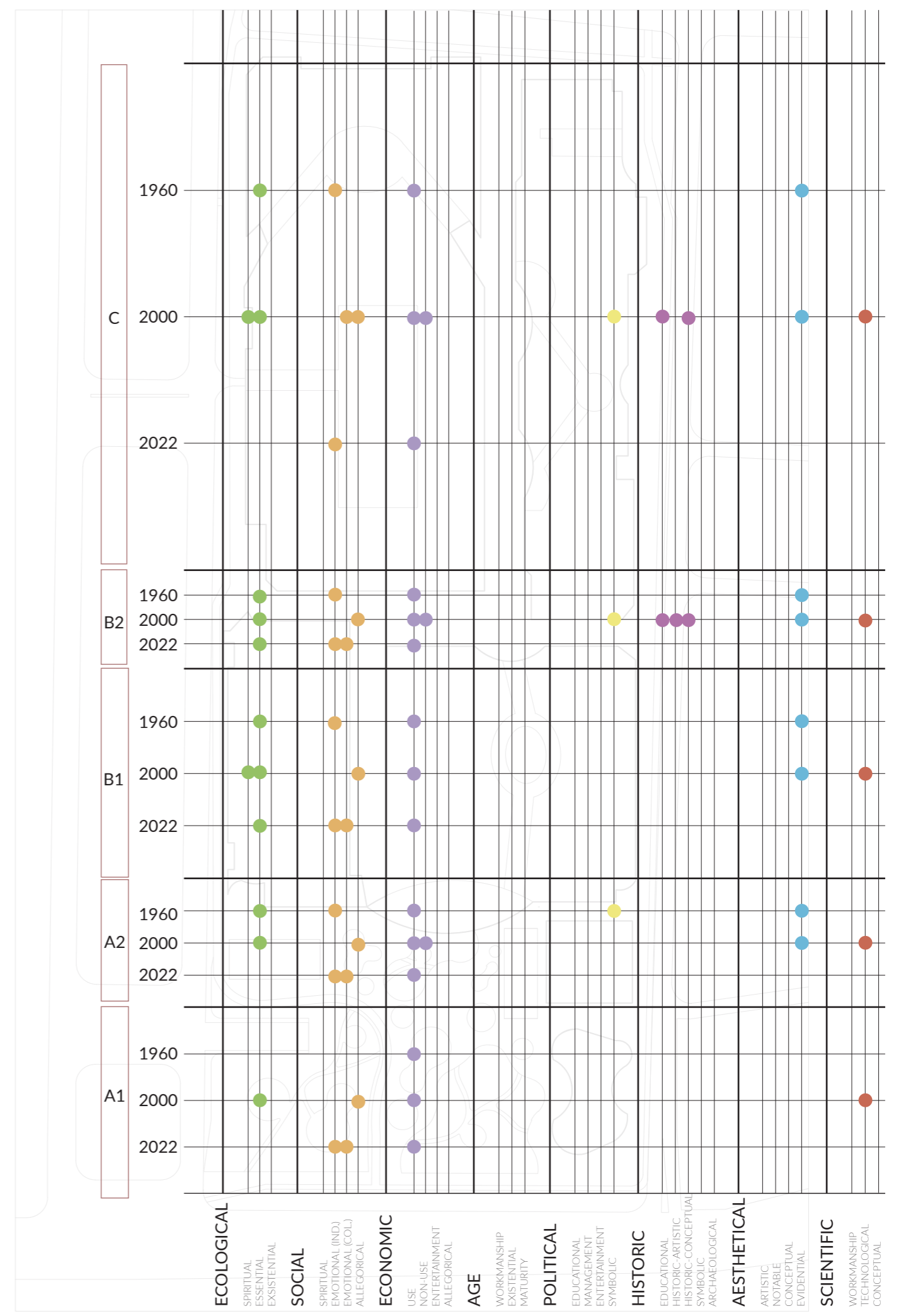
#### - Value comparisons

This section introduced the Heritage Value Assessment(Silva & Roders, 2012) and reinterpreted the photographs through value coding, finally visualizing the results in the plan. It shows the similarities or differences in valuing the spaces between benefit groups. However, even though objective texts and observations conduct the value coding, it still involves a subjective interpretation of the values and attributes.

(Figure 2. Value Coding)



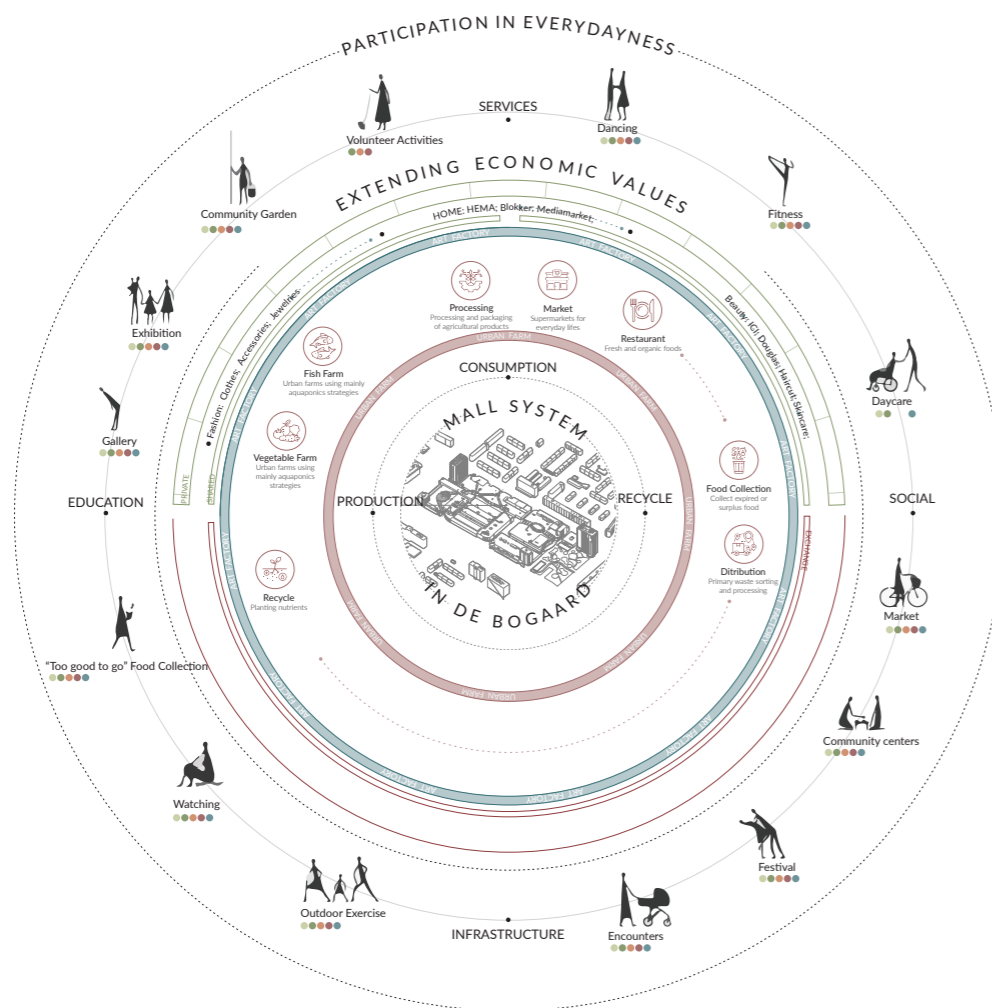
(Figure 3. Value Matrix)



#### 4. The academic and social values in the project.

Architectures that shape our daily lives, such as offices, houses and malls, are defined as everyday architecture. They serve as the background for various events and relationships in urban lives. Meanwhile, everyday heritages add time dimensions to the past by recording the design intentions and renovation practices that reflect the cultural trends of specific periods and the daily traces left by the formal and informal activities throughout history. Many researchers are exploring daily practices to criticize the modern unhumanized environment (Gehl & Svarre, 2013; Lopez & Puigjaner, 2022; Whyte, 1980). And architects are also looking to the ordinary to rethink the cultural value of architecture in the social context before renovation (Cox & Federici, 1976; Kaufmann-Buhler, 2021). Spaces that were once neglected due to the dominance of industry and modernity are now being reconsidered with an emphasis on user-friendly interfaces.

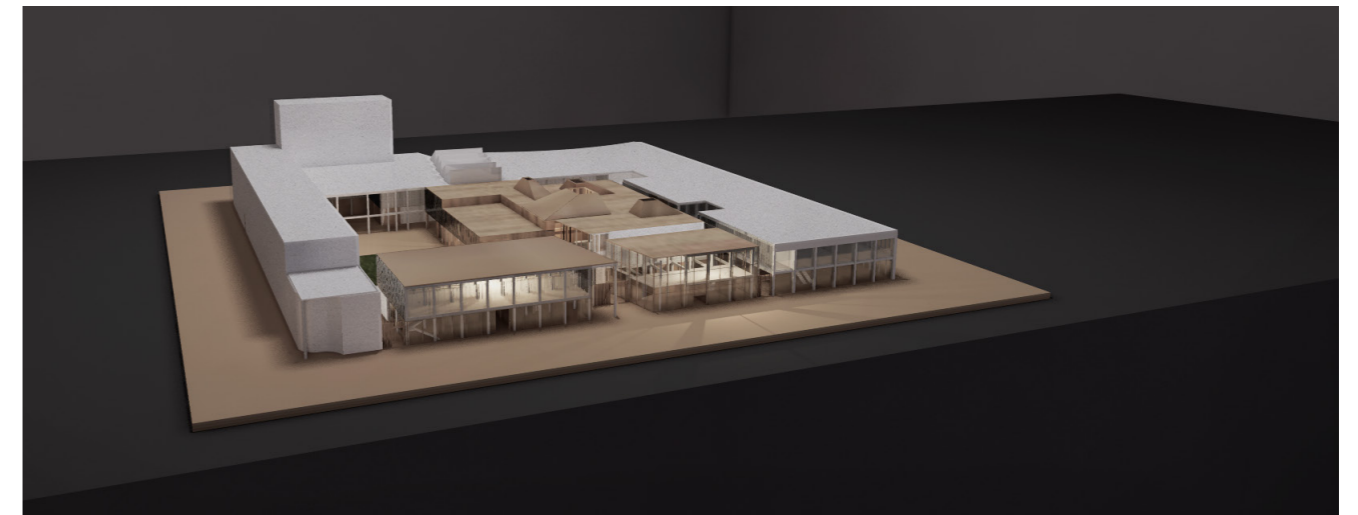
Shopping malls are undoubted the everyday architecture. However, the opinions about shopping malls are complex, as they are recognized as a consumerism trap but also an essential part of urban life. This research does not stand side but argues spatial strategies to balance the relationships between developers and consumers. In the future, public life could have the opportunity to replace the extra retail spaces, and shopping malls will become a junction between economic interests and public rights.



(Figure 4. New systems for shopping malls )

#### 5. The transferability between the research and design.

The design case is the same as the research case, and the programme and redesign strategies got insight through the research. In the research, users have limited space to create diverse value than developers. Thus, by introducing the production spaces such as art factories, urban farms, and recycling facilities, users could have diverse activities and opportunities to create new cultural values in the Bogaard. Additionally, the hidden area within enclosed malls can be rehabilitated for public functions, enhancing the versatility and functionality of these spaces. However, although the research asks for more possibilities for the user to create heritage value and the design concerning flexibility functions and temporary use, certain limitations, such as security, management and economy, still limit informal use. It keeps the questions about the new system of the economic periphery and public heart and the response for the public, which is missing in the research part.



(Figure 5. Dancing Hall )



(Figure 5. Perspective views for dancing hall )

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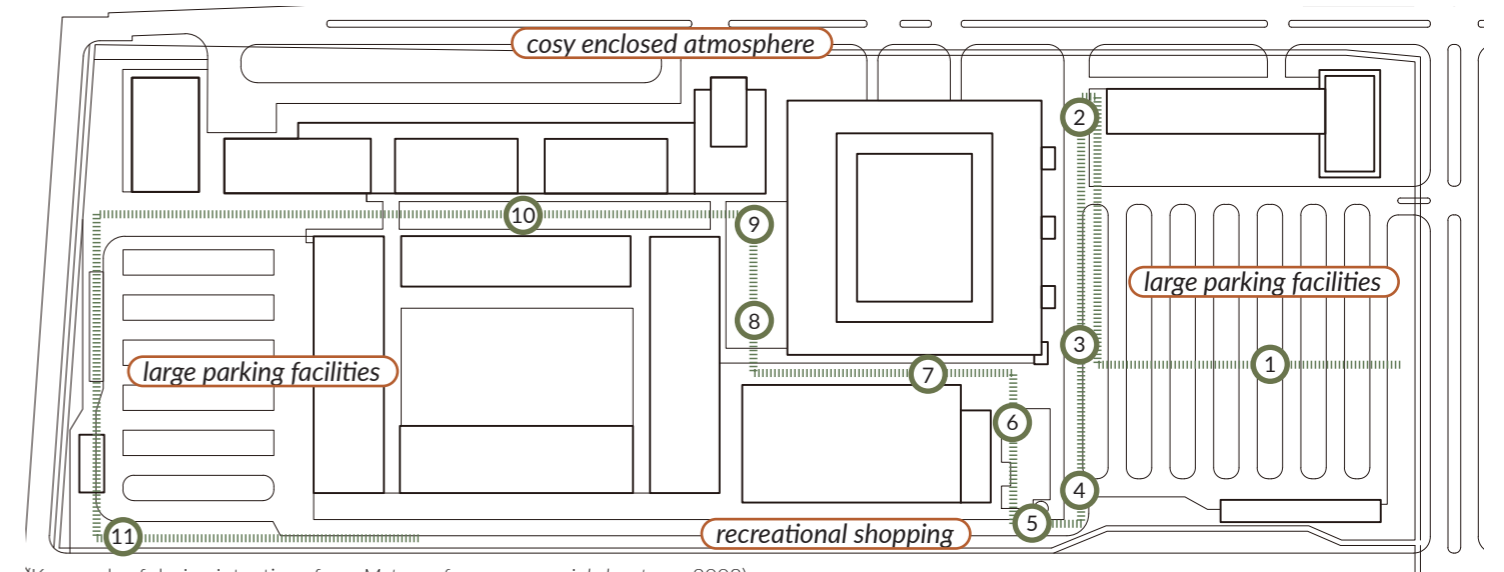
### Postcards:

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

### Images:

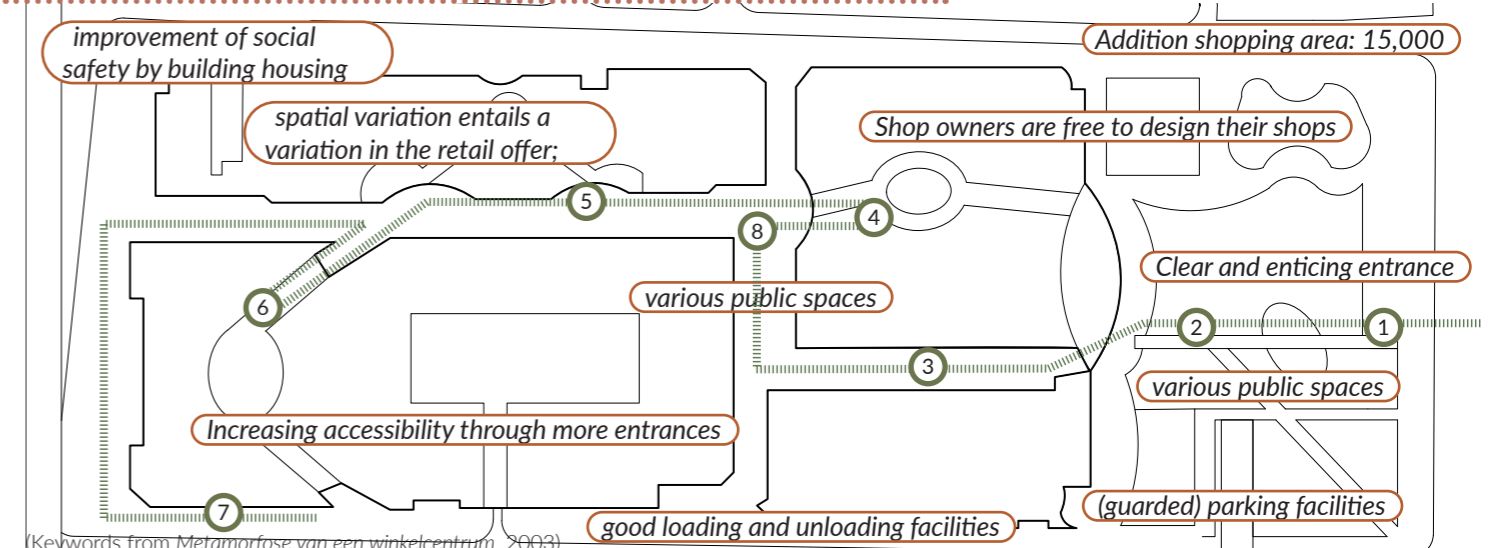
- Opening of shopping centre In de Bogaard, Rijswijk. Car park. From "Nationaal archief". By Meijer, Jacques; 1963. (<https://www.nationaalarchief.nl/onderzoeken/fotocollectie/ae156542-d0b4-102d-bcf8-003048976d84>)
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- In De Bogaard. From "Pinterest," by Erik van der Veer, 1960 (<https://nl.pinterest.com/pin/331436853825780371/>)
- In De Bogaard. From "Pinterest," by dezedus. (<https://nl.pinterest.com/pin/51017408267638326/>)

## APPENDIX 1



(Keywords of design intentions from *Metamorfose van een winkelcentrum*, 2003)

### In De Bogaard in 1960

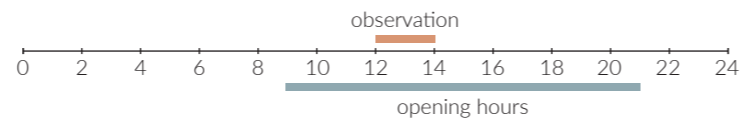
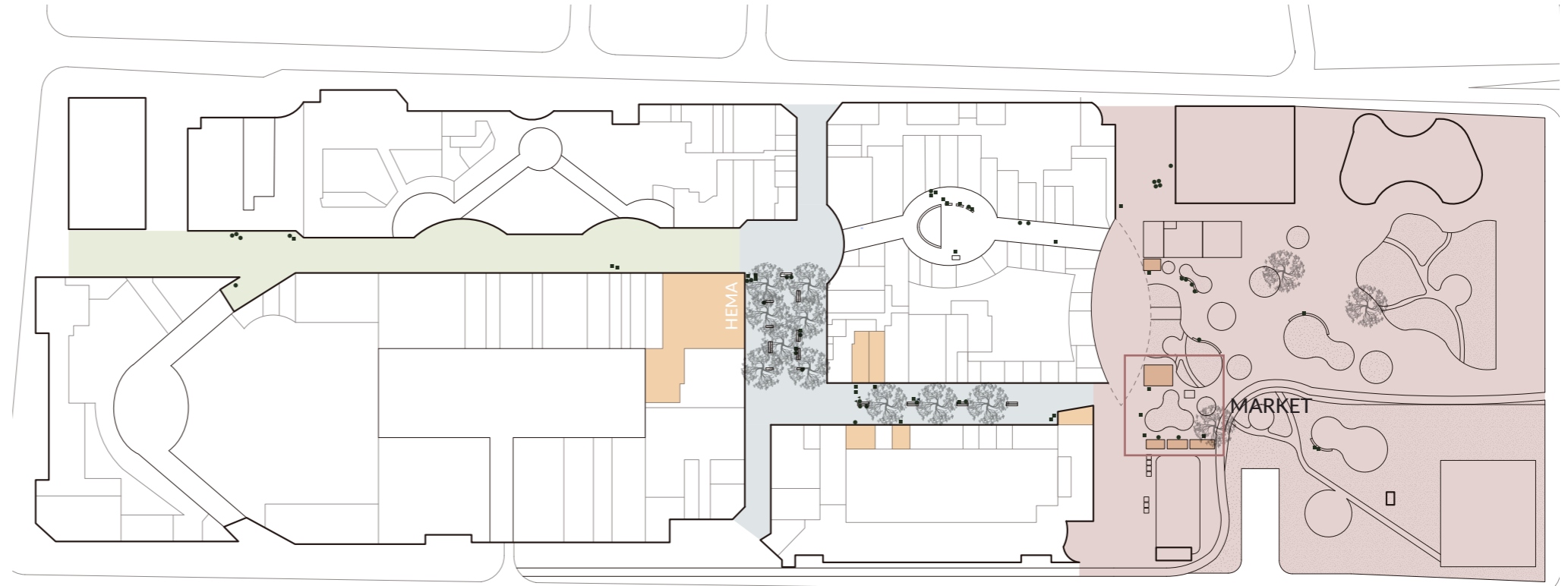
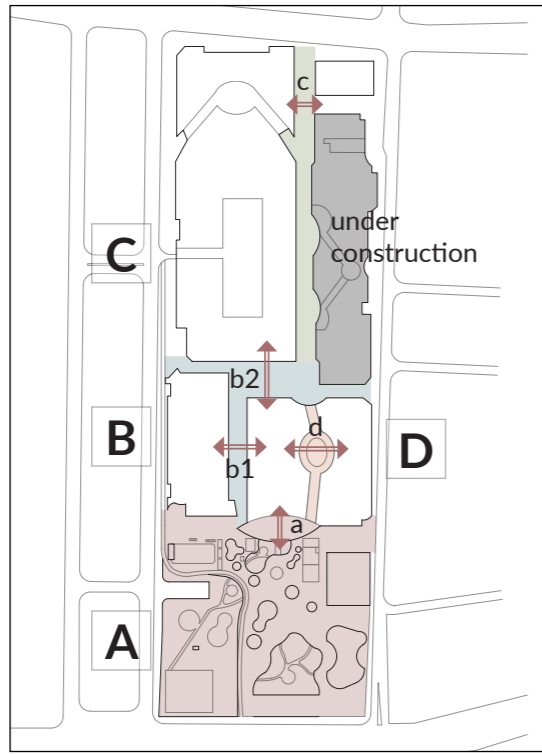


(Keywords from *Metamorfose van een winkelcentrum*, 2003)

### In De Bogaard in 2000

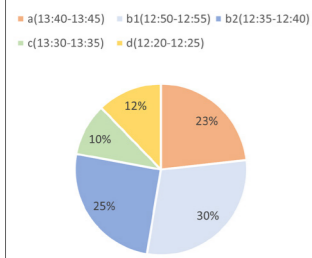
# APPENDIX 2

	ACTIVITIES	NUMBERS
THURSDAY	watch	1
	chatting	6
	window shopping	9
	eating	10
	walk the dog	1
	play with kids	1
	running	2
	hang out with the baby	2
	waiting in the line	11
	play the phone	7
SATURDAY	watching	2
	chatting	6
	window shopping	29
	eating	8
	walking the dog	3
	play with kids	4
	running	1
	hang out with the baby	2
	waiting in the line	13
	play the phone	8

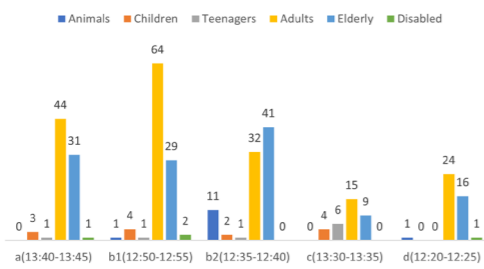


Observation in Bogaard on Thursday (12:20-14:20)

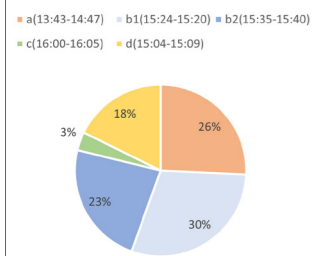
Walking in the Thursday



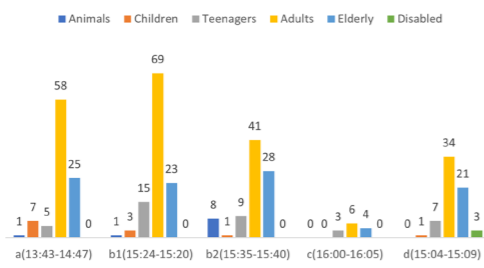
Walking in the Thursday



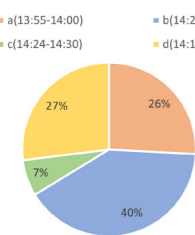
Walking in the Saturday



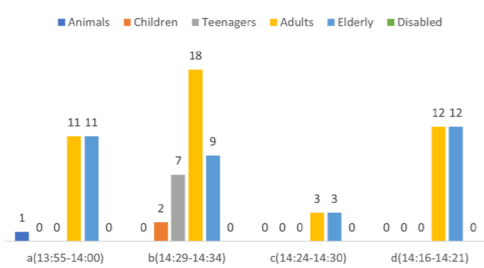
Walking in the Saturday



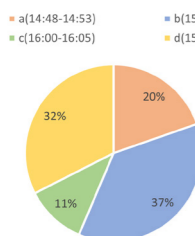
Stay in the Thursday



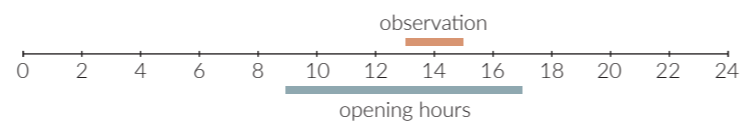
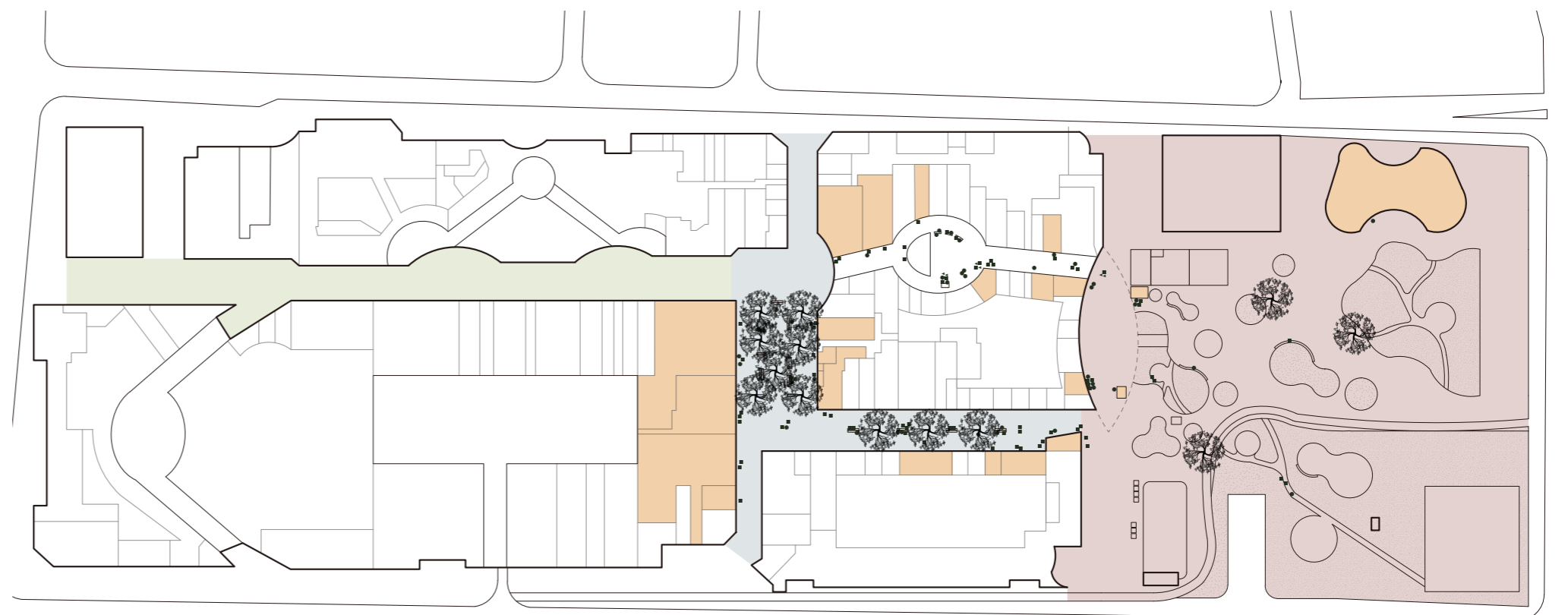
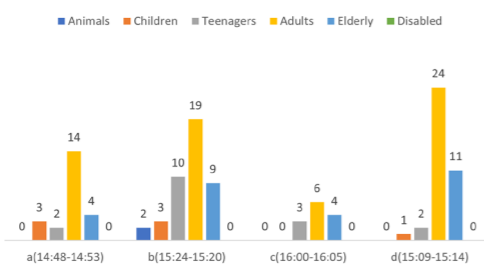
Stay in the Thursday



Stay in the Saturday



Stay in the Saturday



Observation in Bogaard on Saturday(13.40-15.20)