

# Adapting 20th century Heritage

MSc 3+4 The Modern Mall



Lijnbaan Rotterdam, Collage: Lucca Fischer (with images by Anna (A.M.E.) de Ruijter 1961, Lencse Zoltán 1973, Tzavaras 2015)

## Tutors

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Code	AR3AH105
Credits	55 ECTS
Location	various locations NL
Excursion	Yes
Costs	-

Once the epitome of modern life and growing prosperity, now many malls are in a state of disrepair and vacancy. For a long time, the shopping centre not only functioned as a retail programme but also formed the heart of a city or district and had an important social function. However, online shopping, home delivery, digitalised services and the sharing economy have changed the retail landscape significantly. How could the shopping mall of mid 20th century meet contemporary demands? What are the values of their modern design concepts, what is the importance for the residents and urban life? What is the future of the mall?

In this studio we will study the revitalisation of the mall, regarded as 20C heritage. The project includes historical research of shopping typologies, research intervention methods, studying new programs and scenarios and redesigning the mall complex in its urban context. The research approach is based on analysing case studies of transformed

malls, such as De Lijnbaan in Rotterdam and the Westfield Mall in Leidschenhage. Based on theory on reuse, students identify intervention methods that deal with existing constructions in various ways. Then students work on a design case for which they individually make a redesign, applying and testing intervention concepts. Various cases of 20C Dutch shopping malls are selected and the relevant stakeholders are involved in the studio and the process.

If you want to explore new futures for the iconic Modern Mall, sign up for this Heritage studio.