

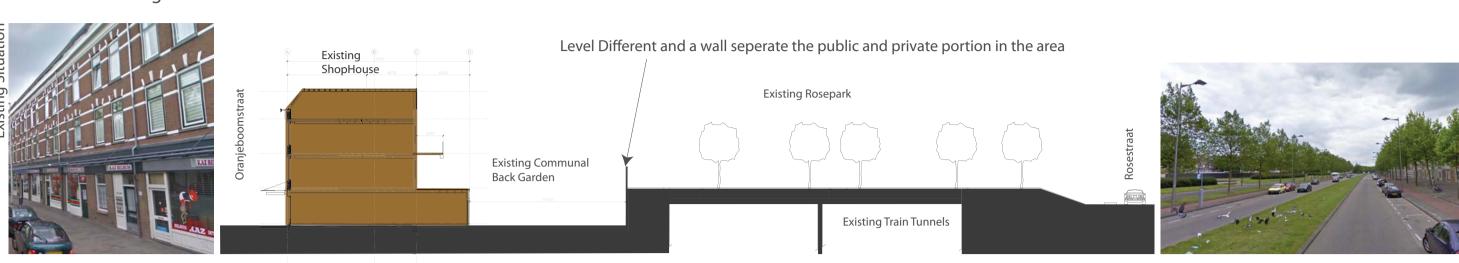
# Master Plan of RosePark

## **ShopHouse Transformation** appraisal of pre-war ShopHouse and its contemporary application

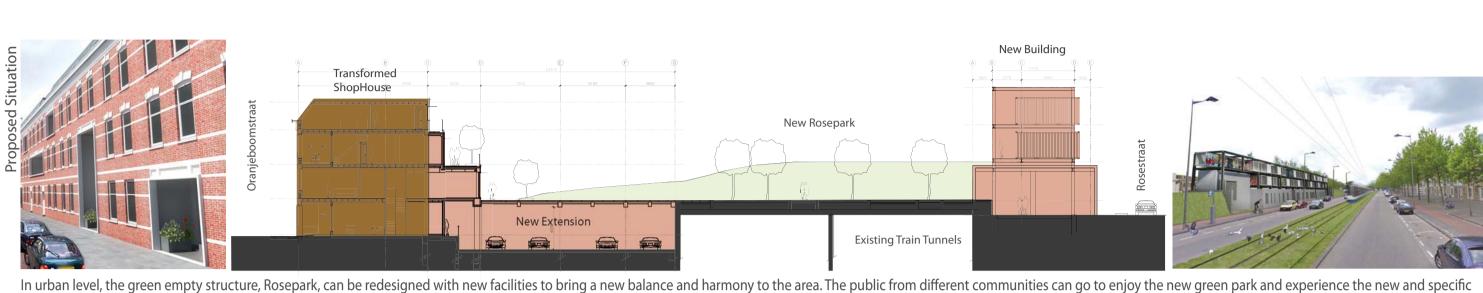
Design Concept: The notions of 'Functionalism' were DIFFERENTIATION AND SPECIALISA-TION which promotes the 'Economy of Scale'; the internal social cohesion was sacrificed for maximizing the cost effectiveness and productivity. We are actually benefited from such mode of development. Large cities and big corporate is vital to our daily lives. However, it does deepen the gaps between different social groups as the less competitive ones will always be marginalized and displaced. The emphasis of INTEGRATION AND COALESCENCE might counter-balance the 'side effects' of the Modern city planning and way of living. The emphasis of human interaction interface at the 'intersection' of functional zones and the idea of a spatial setting, that can accommodate both working and living activities, will cohere the various social fragments without a wholesale change in social structure that will in turn resulted in another set of social problems.

# Transformation Diagram - Urban Level

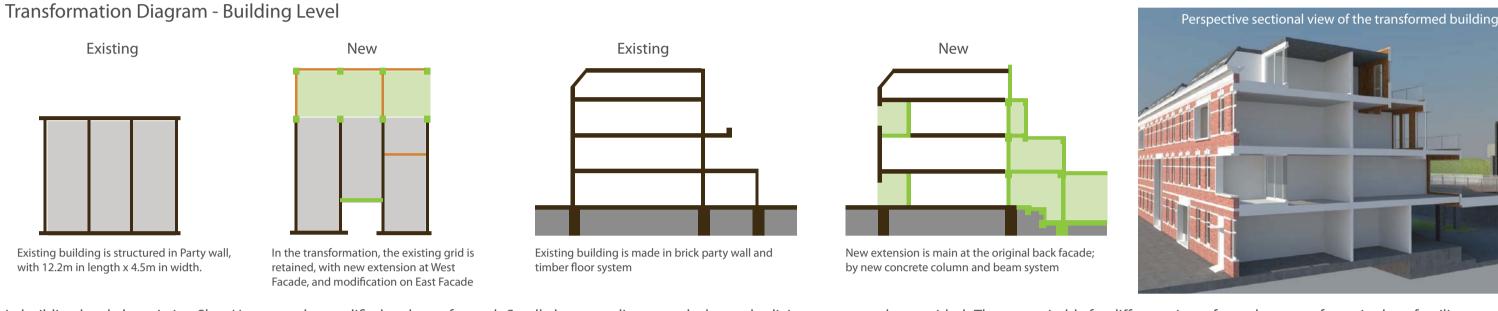
Park Entrance View from Oranjeboomstraa



There is an empty green structure, Rosepark, behind the row of the ShopHouse. This green structure is located at the edge of the eastern part of Feijenoord. Although there is no proper public access at the moment and development feasibilities requires further study, its emptiness possess huge potential and possibilities to the transformation.



composition of ShopHouse and park. This linkage zone can be part of their working and leisure place.



In building level, the existing ShopHouse can be modified and transformed. Small-shops, studios or work-shops plus living spaces can be provided. They are suitable for different sizes of people groups from single to families. The residents who live in these buildings can be offered a semi-communities-and-public space. The building front façade can be transformed to embrace the district image, which can maintain and emphasize district identi-

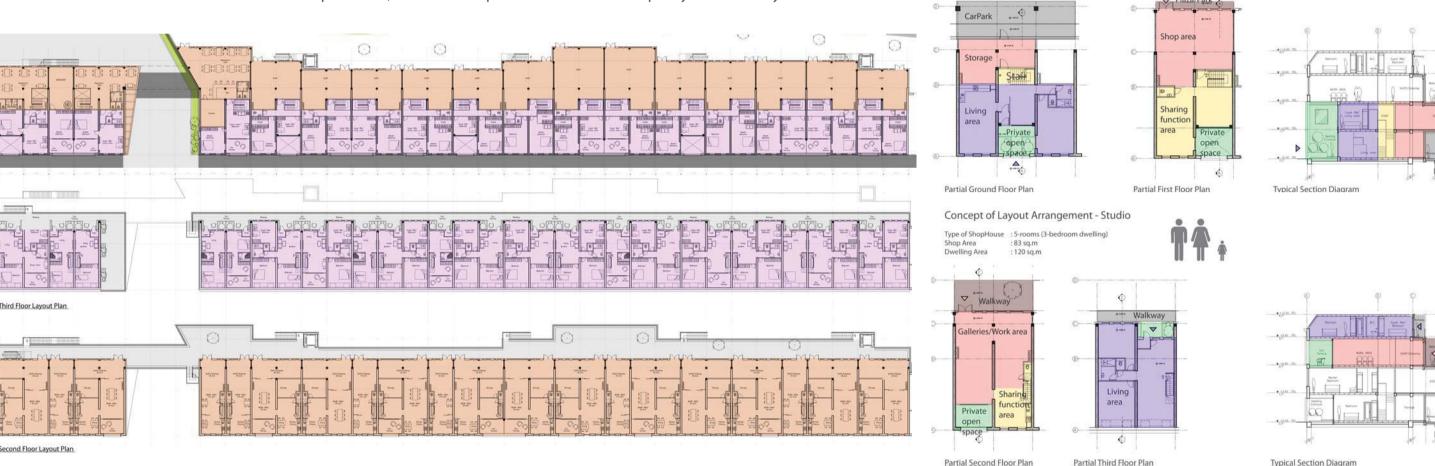


Concept of Layout Arrangement - Small Shop

ties. Meanwhile, the existing back façade of buildings can be re-invented to bring a new image of each individual or small group of houses.

### Floor Plans - Transformation of Existing ShopHouse

Recently, there is growing attention to the combination of housing and working. This does not mean literally placing the housing and working spaces next to each other. It is the experiment of a single space that serves both production and consumption functions. Smallscale economy can provide opportunities for people with different backgrounds to become integrated and emancipated. People can create their own businesses and the economic independence, which can help them to have better equality in the society.











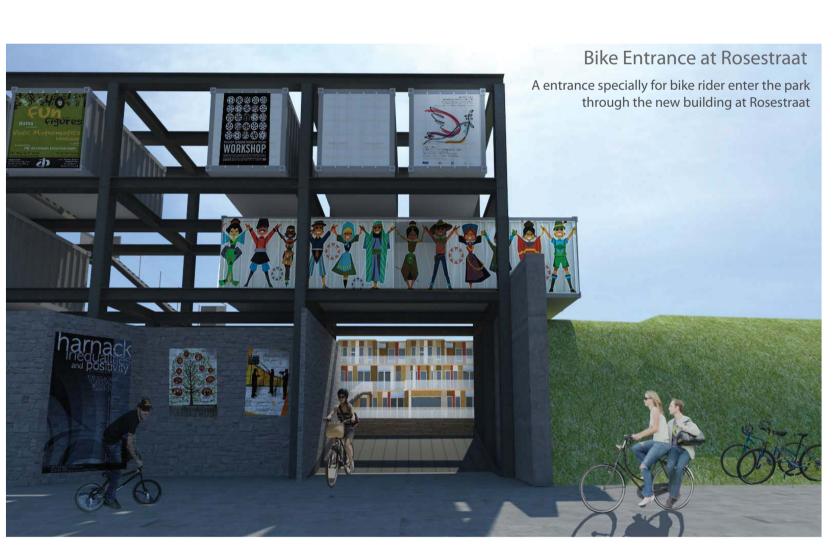
programming of public space.



C. This 'mixed program' and blurred zoning also reflected in the

urban planning of that time

Design Direction



fied 'shophouses' on the urban scale.

The coexistence of different but compatible activities, encourage the interaction among social groups, enriching urban 'life-scape'. The resultant urban platform is in fact a magni-



