Nowadays, we are faced with social problems of deteriorating sense of community and a disjointed society that is generated by the Modern city paradigms. To tackle these problems does not mean the complete restoration of the old system. It requires a shift towards a more integrated society that respects and values the diversity of different cultures and backgrounds, a more well-balanced society will be the new model for the future. In my thesis, the transformation is designed on both urban and building levels in Feijenoord to improve its living environment.

Project Theme

Design Direction

Oranjeboomstraat is the ideal location for this transformation. There are four main reasons. Firstly, Oranjeboomstraat is a symbol of the district as “everyone knows the Oranjeboom-straat”. It is a traditional shopping and community area occupied more than 30% of retail shops and extensively used by the eastern part of Feijenoord. Thirdly, 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 to the green structure, its potential can not be ignored. In my thesis, I tried to transform the Rosepark into a new urban living environment that can accommodate both working and social activities. This ‘mixed programme within the same enclosure’ can have group work or activities in this great and nice environment.

Transformation Diagram - Urban Level

Transformation Diagram - Building Level

In order to transform the Rosepark into a green park and a row of ShopHouse separated by a wall. This division has been proposed to be removed. A new tram station is proposed next to the Rosepark. With the new public transportation facility, the benefit of the transformation might magnify due to the improved accessibility. Meanwhile, the existing zoning boundary needs to be expanded to reflect the new urban cell.

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

Abstract: The notions of ‘Functionalism’ were DIFFERENTIATION AND SPECIALIZATION which promotes the ‘Economy of Scale’ but it is the experiment of a single space that serves both production and consumption functions. Small-scale 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. From the ShoHouse view from plaza, I tried to test my thesis, the richness in social context could be created by creating elements that can accommodate both working and social activities. The coexistence of different but compatible activities, encourage the interaction among these elements act as a catalyst to improve the richness in social context. In my thesis, these concepts are introduced to the real life. Meanwhile, the existing back façade of buildings can be re-invented to bring a new image of each individual or small group of houses.