

ShopHouse Transformation

appraisal of pre-war ShopHouse and its contemporary application

Design Concept: The notions of 'Functionalism' were DIFFERENTIATION AND SPECIALISATION 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.



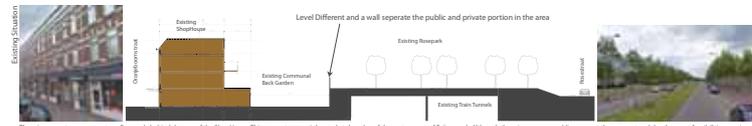
Master Plan of RosePark

Park Entrance View from Oranjeboomstraat

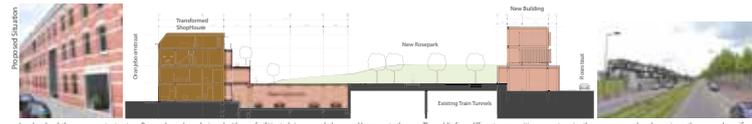
This is the new entrance designed for this new park gallery at oranjeboomstraat with a new pathway connected to the new tram station at Rosestraat. In order to create a welcoming and attractive entrance, partial of the existing buildings are proposed to be removed. A new stair and lift is provided along the passage to overcome the level difference of the area.



Transformation Diagram - Urban Level

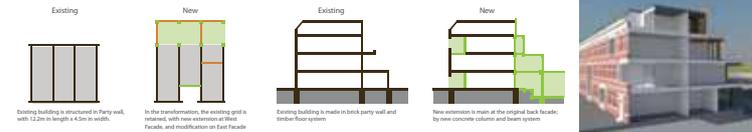


There is an empty green structure, Rosepark, behind the row of the ShopHouse. This green structure is located at the edge of the eastern part of Feijenoord. Although there is no proper public access at the moment and development feasibility requires further study, its emptiness possess huge potential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



In urban level, the green empty structure, Rosepark, can be redesigned with new facilities to bring a new balance and harmony to the area. The public from different communities can go to enjoy the new green park and experience the new and specific composition of ShopHouse and park. This linkage zone can be part of their working and leisure place.

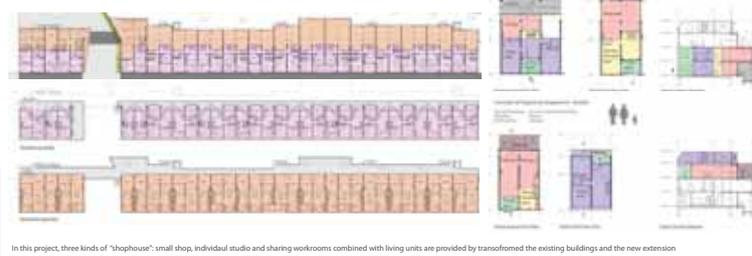
Transformation Diagram - Building Level



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 facade can be transformed to embrace the district image, which can maintain and emphasize district identities. Meanwhile, the existing back facade 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. Single 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.



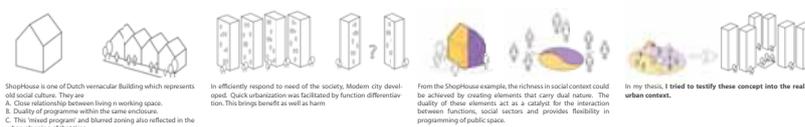
In this project, three kinds of "shophouse": small shop, individual studio and sharing workrooms combined with living units are provided by transformed the existing buildings and the new extension



Workshop view from plaza

Nowadays, we are faced with social problems of deteriorating sense of community and a disorganized society that is generated by the Modern city paradigms. To tackle these problems does not mean the complete restoration of the old system. It should mean a new typology that reflects the traditional system in an innovative way. By mixing the old buildings with the new ones through the injection of new communication platforms that encourage communication among people from 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



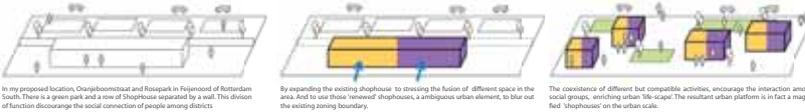
ShopHouse is one of Dutch vernacular Building which represents old social culture. They are
A. Close relationship between living in working space.
B. Quality of programme within the same enclosure.
C. This 'mixed program' and blurred zoning also reflected in the urban planning of that time

In efficiently respond to need of the society, Modern city development. Quick urbanization was facilitated by function differentiation. This brings benefit as well as harm

From the ShopHouse example, the richness in social contact could be achieved by creating elements that carry dual nature. The duality of these elements act as a catalyst for the interaction between functions, social sectors and providing flexibility in programming of public space.

In my thesis, I tried to testify these concept into the real life urban context.

Design Direction



In the proposed location, Oranjeboomstraat and Rosestraat in Feijenoord of Rotterdam South, There is a green park and a row of ShopHouse separated by a wall. This disson of function discouraging the social connection of people among districts

By expanding the existing ShopHouse to strengthen the notion of different space in the area. And to give those 'viewer' ShopHouses, a ubiquitous urban element, to blur out the existing zoning boundary.

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

Workshop Day in RosePark

The park can be operated with workshop festival by organizations. People can have group work or activities in this green and nice environment



Bike Entrance at Rosestraat

A entrance specially for bike rider enter the park through the new building at Rosestraat



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 Oranjeboomstraat". It is a traditional shopping and community area occupied more than 30% of retail shops and supported to 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 at the moment and development feasibility requires further study, its emptiness possess huge potential and possibilities to be transformed. The last but not least, there will be a new tramline constructed in the coming years. 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 increase of pedestrian flow. Moreover, as the new station will bring more outsiders to Oranjeboomstraat, if the transformation is successful, there is a chance that the enhancement in neighbourhood interaction may even radiate out to the other areas as well through the tram network.

