

# Hof van den Houte

creating a connective catalyst

Graduation Project - Kaan Kalak  
Academy of Architecture Tilburg  
2023

essay - research - logbook

## Becoming an architect...

First, I want to mention that I am happy to share my vision as an architect on the basis of my graduation project; transforming an old shopping mall, in the Heart of Etten-Leur; the place where I grew up, live and started my career... one and a half year of experiences filled with; joy and stress, excitement and toughness, pride and modest moments. I discovered the hidden complexity of the practice. By facing this I gained new knowledge which I can take with me in my further career. I experienced whatever it takes to create architecture and how concepts, stories, are being translated into new living environments for people; the most beautiful thing about architecture; creating space for people; for new life stories!

Hopefully my architectural stories can inspire; like Kubrick his films, the sound of Daft Punk and Nadal his achievements. In each project, story, an architect starts to discover the new. All the experiences that are gained in this process, will be remembered by those who were or will become part of this story. A life of an architect forms a true voyage of discovery. To keep expanding this journey and discover novelty, you have to have dare, dare to discover and gain new experiences... In my future journey I want to keep discovering and inspire people! Inspire them about how the world can be and in what way architecture can influences people's well being. If I succeed in this, my story will have a happy end.

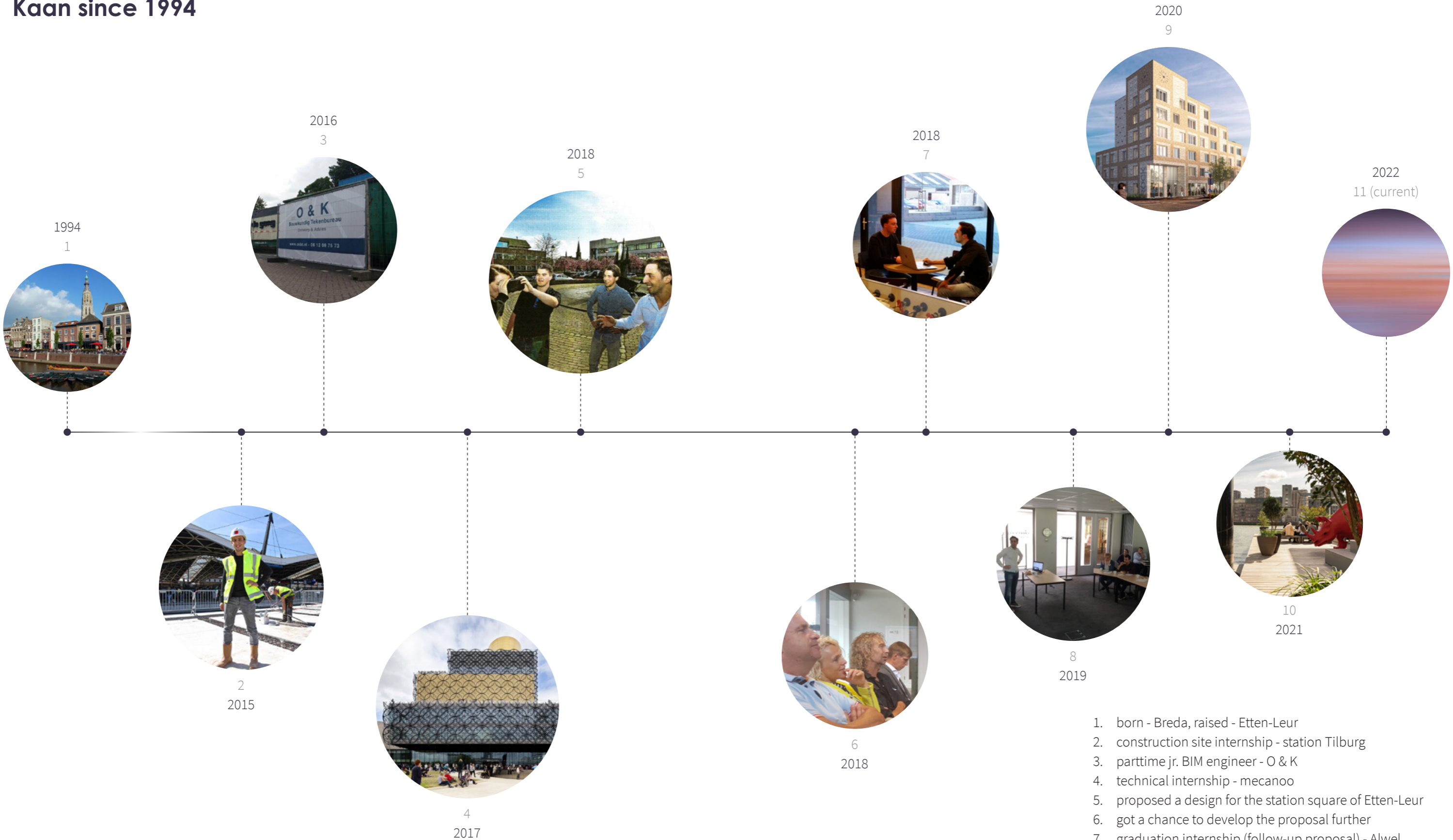
This Volume contains 1) the essay; which is a reflective narrative about the graduation process; 2) the research findings; and 3) the logbook. The Volume will be substantiate by presenting concrete examples in text and images.

Enjoy (reading)!



*Kaan Kalak*

Kaan since 1994



- 1. born - Breda, raised - Etten-Leur
- 2. construction site internship - station Tilburg
- 3. parttime jr. BIM engineer - O & K
- 4. technical internship - mecanoo
- 5. proposed a design for the station square of Etten-Leur
- 6. got a chance to develop the proposal further
- 7. graduation internship (follow-up proposal) - Alwel
- 8. jr. projectmanager - Alwel
- 9. 75 apartments for young people at the station square
- 10. jr. position - Powerhouse Company
- 11. the start of 'callactive'

1

# essay P1 - P8

The essay is a 2000-word reflective narrative that explains the links between, and indications of, the hypothesis, the research findings and the design.

2

# research P9 - P10

The research findings are the documented results of the research phase.

3

# logbook P900 - P900

The logbook is the documented personal diary, a journey through graduation that is made of personal authentic material.

# 1 essay

The essay is a 2000-word reflective narrative that explains the links between, and indications of, the hypothesis, the research findings and the design.

# Hof van den Houte

Transforming a ‘heart’ has given me a lot of insights... about the profession and myself. In this essay I explain the connections between expectations, research results and the spatial result. The complete story presents my personal vision of ‘architecture’. Specifically, I explain my definition of the profession and present through my project; a concrete translation of this meaning.

## Objective

In my future career as an architect, I want to create connecting living environments... The world requires environments that inspire, activate and connect, made from conscious use of materials and space; For this reason, an architect should look wider than the building; to be in position from the initiative phase; actively thinking along in formulating the right question. When ‘the architect’ understands the ‘play’ of ‘urban development’ and knows how to actively respond to it, the position of the architect, within ‘the construction world’, can flourish again. We architects have the unique quality to steer the interplay within spatial development from paper to reality, based on conceptual thinking and technical knowledge. By realizing an special spatial concept based on a more standardized, circular, detachable building concept, ‘an unique project’ can be created.

From this ambition to play a broader role in the process of ‘making a city’ as an architect; I want to create space where people like to be, space that they identify with, space that residents are proud of, create space in which different people physically meet; based on a broad integral analysis, I have formed a spatial answer for the future of the ‘heart’ of Etten-Leur. The monofunctional, inspirationless retail landscape in two stories, with a lot of retail, some functions for personal care, food stores and horeca has been transformed into a vital ‘city center’. From a careful ‘open heart operation’, in which attention is paid to the existing; with emphasis on the ‘users’ and the ‘building’, I transformed the shopping mall into a bustling place in a new landscape for entrepreneurship, meeting, relaxing and living.

## Kaan & architecture

In ‘architecture’ ‘space’ is central, for me as an ‘architect’ ‘people’ are central... As an architect, I aspire to direct influence on ‘how’ people ‘move’ through ‘space’. I want to define an abstract expression of my ambition, more concretely expressed my motives; for whom the space is; what this space is; what the users can do there; why they can do these things; what they experience; what significance these activities and experience offer to the users and the future users; and what impact the building has on people’s health and the bigger picture; the planet. Being able to define all these things gives a deeper meaning to a building. This brings me directly to the essence of architecture. Architecture is not directly about building, but about the meaning of building. However, in order to actually experience the meaning of ‘building’, one must ‘build’. This is exactly the tension between ‘architecture’ and contemporary ‘reality’... in the Netherlands (possibly in the world) a lot is built without deep meaning; at least from the ‘architectural perspective’... Because beyond this, the structure or the space in which users move often has a deeper meaning... formed from memories and personal elements within the space... Basically, architecture is also about making shelter; space, buildings... all buildings meet the immediate basic needs of people in some way; providing protection, privacy, specific space for activities. Without a building, no space, no protection, no privacy and no specific space for activities; in other words, a meaningless context... which leads to vulnerability, in form of illness, due to the lack of physical protection, stress due to the lack of privacy and the feeling of uselessness due to the lack of space for activities. With this in mind, ‘building’ directly makes ‘architecture’... But is this true?

This probably does not apply, because the ‘building’ gives too little meaning? When does what is built give sufficient meaning? What is this ‘extra meaning worth’; When humans mainly today move in a digital world... what is this ‘extra meaning worth’; when what is built contributes significantly to CO2 emissions? It is a fairly complex struggle to express ‘what’ makes a structure ‘architecture’... Possibly architecture arises when the designer, the architect, has carefully shaped the structure? This cannot be expressed concretely, quantitatively, but needs to be assessed by feeling, qualitatively, that it is ‘right’... The result presents the inspiring story (spatial answer) of the designer, that what has been made; that it concerns architecture...

When I assume that the definition of architecture is formed by feeling, I immediately experience the tension between ‘feeling’ and ‘money’... feeling does not simply express itself in money; the dominant factor in the (construction) world. The value of architecture cannot be easily expressed in bureaucratic means, which puts architects, the profession of ‘architecture’ in a more difficult position... Other social themes, such as the energy transition, the housing shortage and economic conditions, require an ‘urgent’ solution, which the realization of ‘architecture’; with attention, love, design, giving meaning, to space, more often is seen as a problem, than pleasure... This presents the direct connection between the deteriorated conditions in the Dutch architectural world and this vulnerable meaning. The creed ‘wie betaalt, bepaalt’ (‘who pays, decides’) rules in this country, specifically in the world of big business... It is therefore more important than ever, that architects know how to speak many languages; taking on the role of connector, taking on the role of director, demonstrating how everyone’s interests can be observed, weighed and spatially translated into a specific context.

The essence of architecture moves, from the design of the elements and the space, to the design of processes and space. Architects of the future must carefully analyse challenges and then come up with a spatial definition, a solution in which many aspects are interwoven... Creating space from all areas of interest has made me realize that architecture and mathematics are essentially the same thing... Step by step, an architect must dissect in order to arrive at an answer to the complex sum. Only in this way is it possible to give a meaningful, layered answer to an increasingly complex built environment.

### **Hof van den Houte; creating a connective catalyst**

My assignment focuses on transforming one of the first indoor shopping centers in the Netherlands in my own hometown, Etten-Leur, in the middle of the municipality, the heart. I consider local involvement as an important element, nothing I like better to work on a context in which you move daily; you see how that is what you as an architect have created coming ‘alive’. The main task focuses on formulating a future-proof answer for the ‘heart’ of Etten-Leur; specifically focused on the indoor mall. Today it functions well, the shopping center has relatively little vacancy, but in the future requires an intervention to keep the ‘city center’ vital and resilient.

The complexity of the assignment is characterized by the size and layering of my research. A large area offers an architect the opportunity to make a direct impact for a large group of people. The deep layering, shows the careful process of observing; the basis for the spatial reaction. An architect must influence ‘why’ ‘what’ and ‘how’ something is built. Because of the direct connection within the study, between theory and daily practice, I notice that many architects mainly answer the ‘how’ and have little to no chance to steer the ‘why’ and the ‘what’. My perfectionist and ambitious nature, sees this tendency with sorrow... Architects who know how to steer processes inspire me; However, this graduation period has given me the insight how much this requires... How project size, perfectionism and some inexperience, result in a high workload, which is sometimes difficult to fit into the daily work. Nevertheless, I eventually managed to find peace and set my own project course; from what I want to make... I have let go of the fear of creating ‘something special’ and experienced that this arises automatically... by working step by step. The problem in ‘my formula’ has been reasoning from functions, it is incredibly complex to work from ‘small’ to ‘large’. It is easier to start from mass to layer and from layer to use... I did not dare to show a sense of scale from larger masses, for fear that it would not be ‘special’ enough... I let go of this uncertainty. By operating clearly from scale and measure, thinking rationally, I felt more peace and control return; the necessary mindset for myself to be able to carefully create space.

In my definition of ‘architecture’, every space and every element has been considered; everything in a building is ‘main thing’... However, the trick is to prioritize these essentials, because as an architect (a human), you cannot do everything at the same time; If you start to consider everything as ‘main thing’ at the same time, everything becomes an ‘side show’... The bigger and more, the more complex... so that doing ‘everything’ at the same time does not work... The trick is to find the balance in the hierarchy within each assignment. This insight feels enormously meaningful and offers the necessary peace in my further career... With experience and time, the ability to order the hierarchy will grow.

The spatial core of my project focuses on the 'shopping environment' of the future; today, the shopping mall characterizes itself as a 'fossil' in the 'heart' of Etten-Leur. More specifically; it is a large, flattened volume, with a route from A (Burchtplein) to B (Bisschopsmolenstraat) through a somewhat dated interior... The routing manifests itself spatially in a wide corridor, particularized by three 'light courts'. The continuous repetition of three times the same light court detracts from this particularization. The inner world lacks variation in size and scale. Two functional connections to Hof van den Houte also do not contribute to a special shopping experience. The exterior is desolate, partly due to the reference in the facade to 'battlements'. This gesture shows the 'significance' of 'architecture' in an economically driven development from the 90s. The abandoned roof terraces and facade side towards the 'Bogaard', arouses a hopeless feeling; it shows something meaningless, living in the center today, is overlooking the largest bitumen roof surface of Etten-Leur... The "success" of the mall is reflected in its current program; with relatively little vacancy, the 'fossil' shows that it functions. However, one should be aware that this applies to today's situation, not looking at future generations... Recent demographic figures show that the younger generation is moving away in Etten-Leur. Although it is partly inevitable to leave some of the young people to Breda and other cities, an attempt can be made to be an attractive municipality for all generations; young and old, a mix of different ages within a municipality, remains the factor for vitality.

New functions connect target groups, generations and people form 'Etten-Leur'; from a place for 'transaction of money and goods' to a place for 'knowledge and stories'; specifically through three new pillars; learning, leisure and living. Learn; Young and old meet in the new 'workshop'; a place for technical education for secondary school students, practical as theoretical students meet and experience in practice 'the circular economy', taught by 'older people', who therefore have an active role in society for a longer period in time. In addition to a new circular, economic function; also room for active relaxation; leisure. For example, the new heart offers space to sport with colleagues in the meantime, on the padel court or around the fit course. The 'living component' offers space for an active social programme in the form of a neighbourhood kitchen for young plus old and a public 'home office' for whole Etten-Leur. The new functions are carefully embedded in a new urban framework, in which the relationship between 'building' and 'landscape' is strongly made. By consistently applying unity in color and material in the facade architecture, attention is not only paid to circular construction (conscious material use), but the project manifests itself as a contemporary circular castle; referring to 'Hof van den Houte'. Spatial accents within the urban volumes provide variation in size and scale; and strengthen the relationship to the human scale. The overall result is a catalyst of connection; my definition of architecture, creating space.

# 2 research

The findings are the documented results of the research (phase).

## Transforming the shopping mall, the heart of Etten-Leur



### facts + stats

- design by architect J.W.C. Boks (spiritual father of EGM)
- built in 1965
- 28.750m<sup>2</sup> GFA
- primary service area; 100.000 people
- 70 tenants
- 10% vacancy
- current use; retail, food, personal care, horeca, play
- biggest innercity development ca. 2ha

### The engine of Etten-Leur

The shopping mall in the 'heart' of Etten-Leur has been built in 1965. The almost 60 years old mall have 'seen' all recent changes in Etten-Leur and has been adapted several times over all those years. The structure and its function has played an important role in the development of Etten-Leur; the structure was one of the first physical symbols of 'modern times'. Metaphorically expressed; the mall was the social component of the 'engine' (Vosdonk; the industrial area; was the economic component) who has driven the growth of two villages towards a small town.

## Kaan since '94 @Etten-Leur

As a 'real' Etten-Leurenaar I feel strongly connected to the place, because I was practically 'born' there. As a young architect-to-be, I have already been able to play a major role in the development of a new residential building for young people at the station entrance. With many others I created the concept. My contribution formed the basis of 'Rock', the final design by LEVS architects. The result manifests itself as a prominent project (in the context of Etten-Leur), where there is room for 75 new 'living experiences'. The experience seeing the concept coming alive feels great and strengthens my personal connection with Etten-Leur.



Rock - Stationsplein, Etten-Leur by LEVS architecten  
Academy of Architecture Tilburg

### Heart of Etten-Leur

After my 'key role' in the development of 'Rock', the ambition arose to transform the 'heart' of Etten-Leur. In April '21 I learned through the BNdeStem (a local newspaper), that the shopping center of Etten-Leur has been sold by Wereldhave to Unifore; a large real estate investor from Amsterdam, with 'ambitions'. At first a nice, hopeful message; looking at social developments such as digitization, the energy transition and the housing shortage. The heart of Etten-Leur requires a revitalization in the future. In the first participation session, which I attended as an interested interested party, it turned out that Unifore is a party that seemed to be open to this broad theme; They presented first ideas with space for shopping, living and more. After attending the second meeting, it became clear to me that Unifore primarily wants to improve the financial return within the ownership area. This is understandable, but it should not be forgotten that creating a broader future value for the shopping heart, the municipality and its residents also offers the opportunity to increase the financial return.

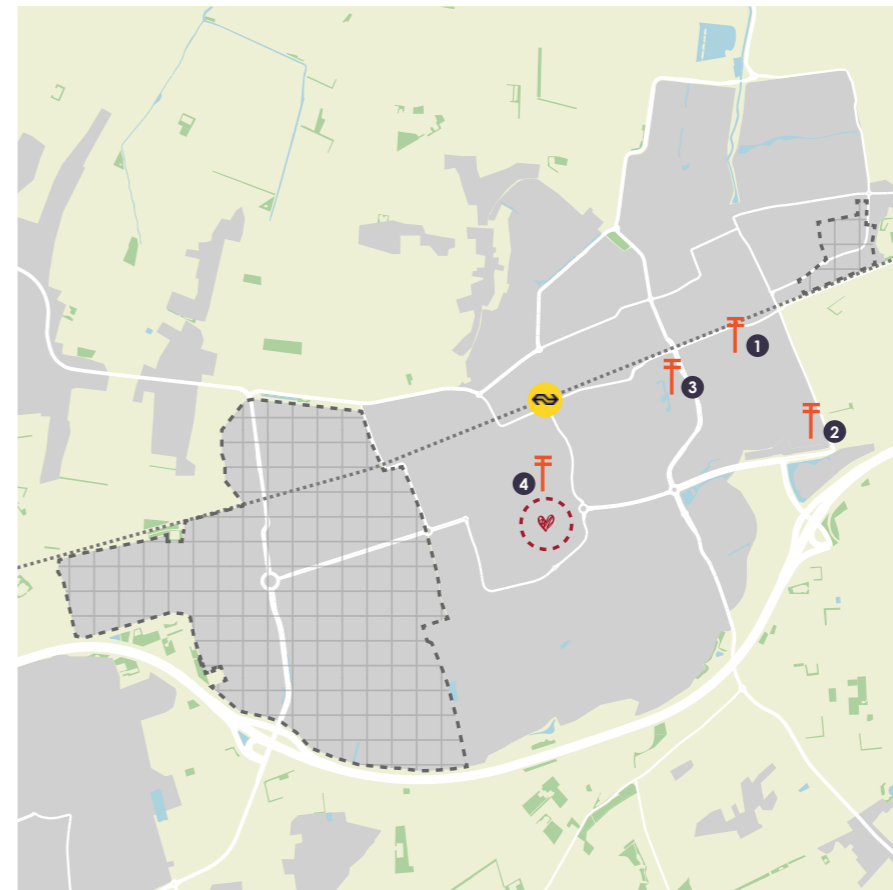


▲ Winkelcentrum Etten-Leur is verkocht. Per 31 maart is de nieuwe eigenaar Winkelcentrum Etten-Leur BV. © Pix4Profs/Marcel Otterspeer

### Winkelcentrum Etten-Leur verkocht, plannen of gevolgen voor huurders nog onbekend

**ETTEN-LEUR** - Winkelcentrum Etten-Leur is overgegaan in nieuwe handen. Wereldhave heeft het complex verkocht aan Unifore Real Estate.

april 2021, BNdeStem



Kaan @Etten-Leur

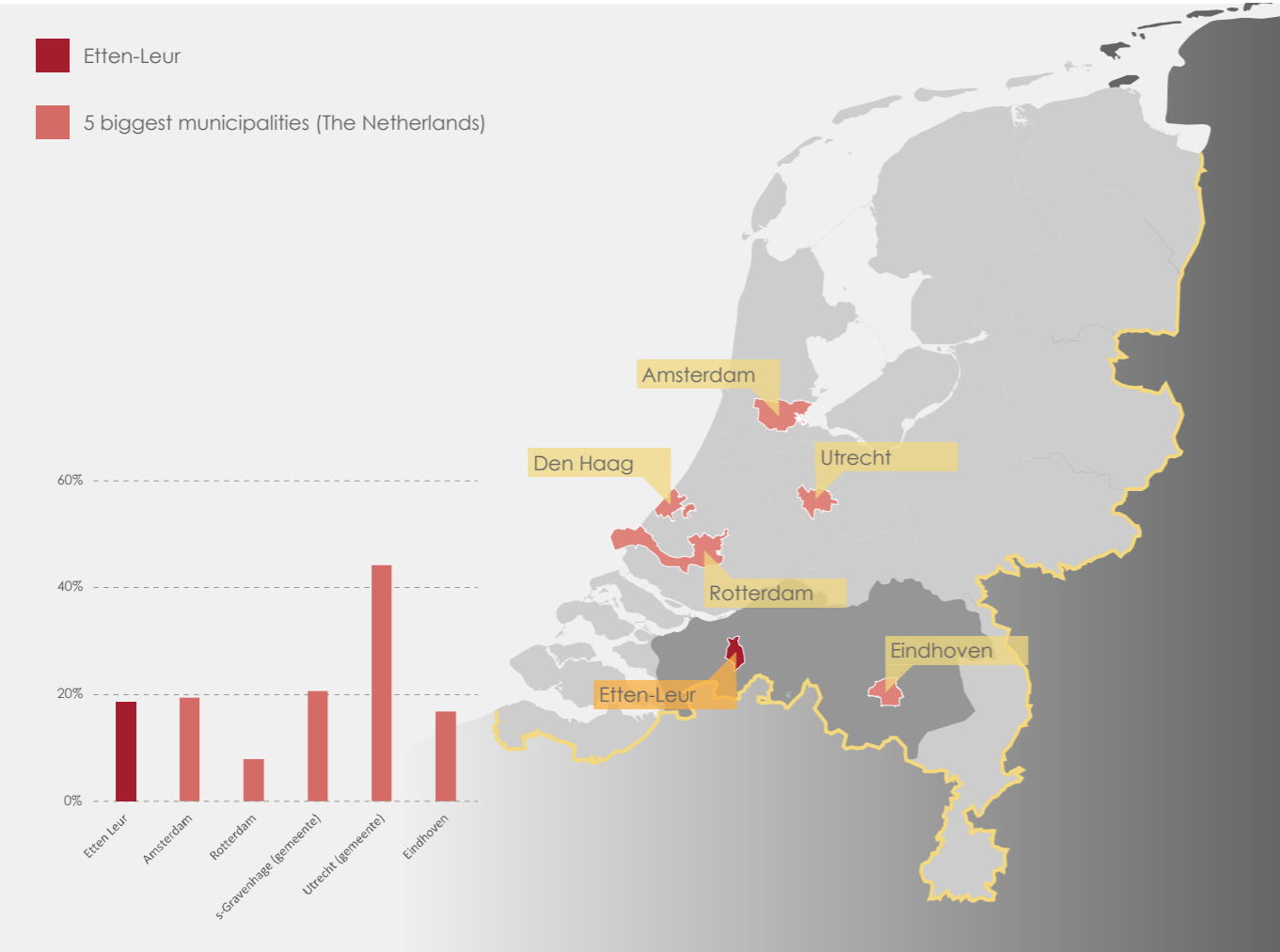
Kaan in Etten-Leur '94 - '23

- 1 - Torenavalk, '94 - '01
- 2 - Zwaan '01 - '12
- 3 - Elisabethpark '12 - '22
- 4 - Stationsstraat '22 - current

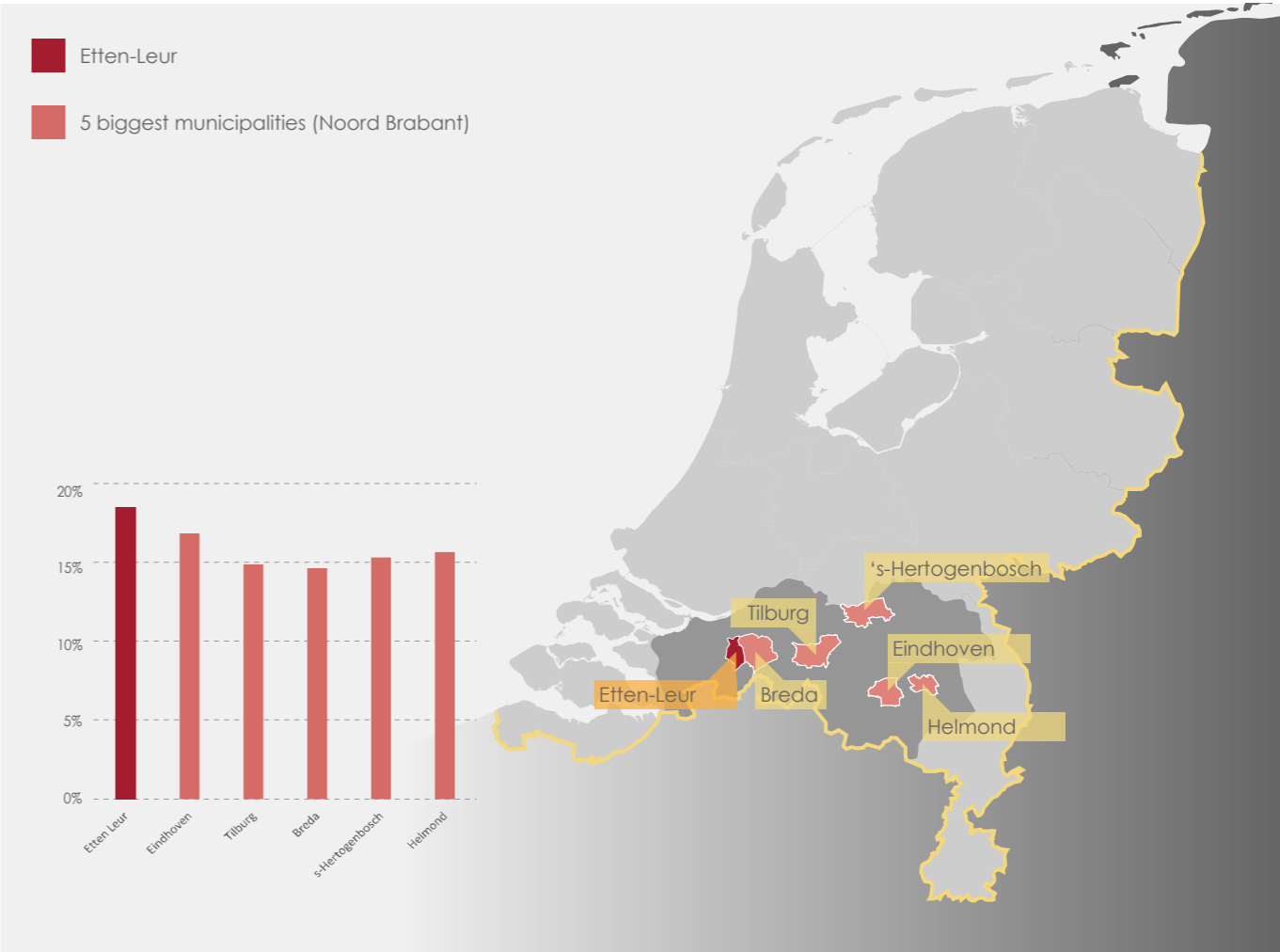
0,5km 1,5km

# Relative population growth

Careful urban development in recent years has led to Etten-Leur his demographic growth. The heart of Etten-Leur has played a key role in this; the construction of one of the first indoor shopping centres in the Netherlands (in 1965) + the realization of the centre plan (around 2000), today is the opportunity to contribute again to a vital future for Etten-Leur.



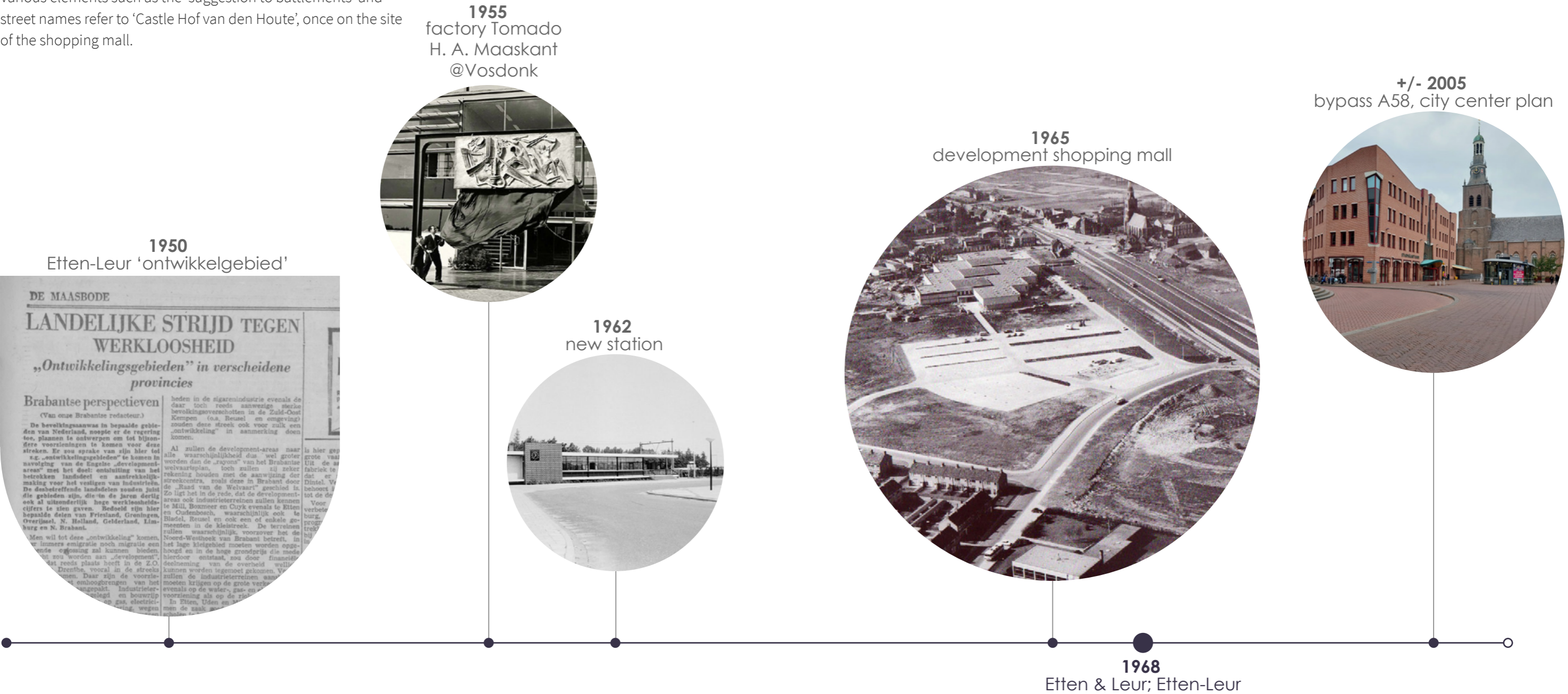
relative population growth, Etten-Leur in 2022 has ± 44.000 inhabitants  
Academy of Architecture Tilburg



relative population growth, Etten-Leur in 2022 has ± 44.000 inhabitants

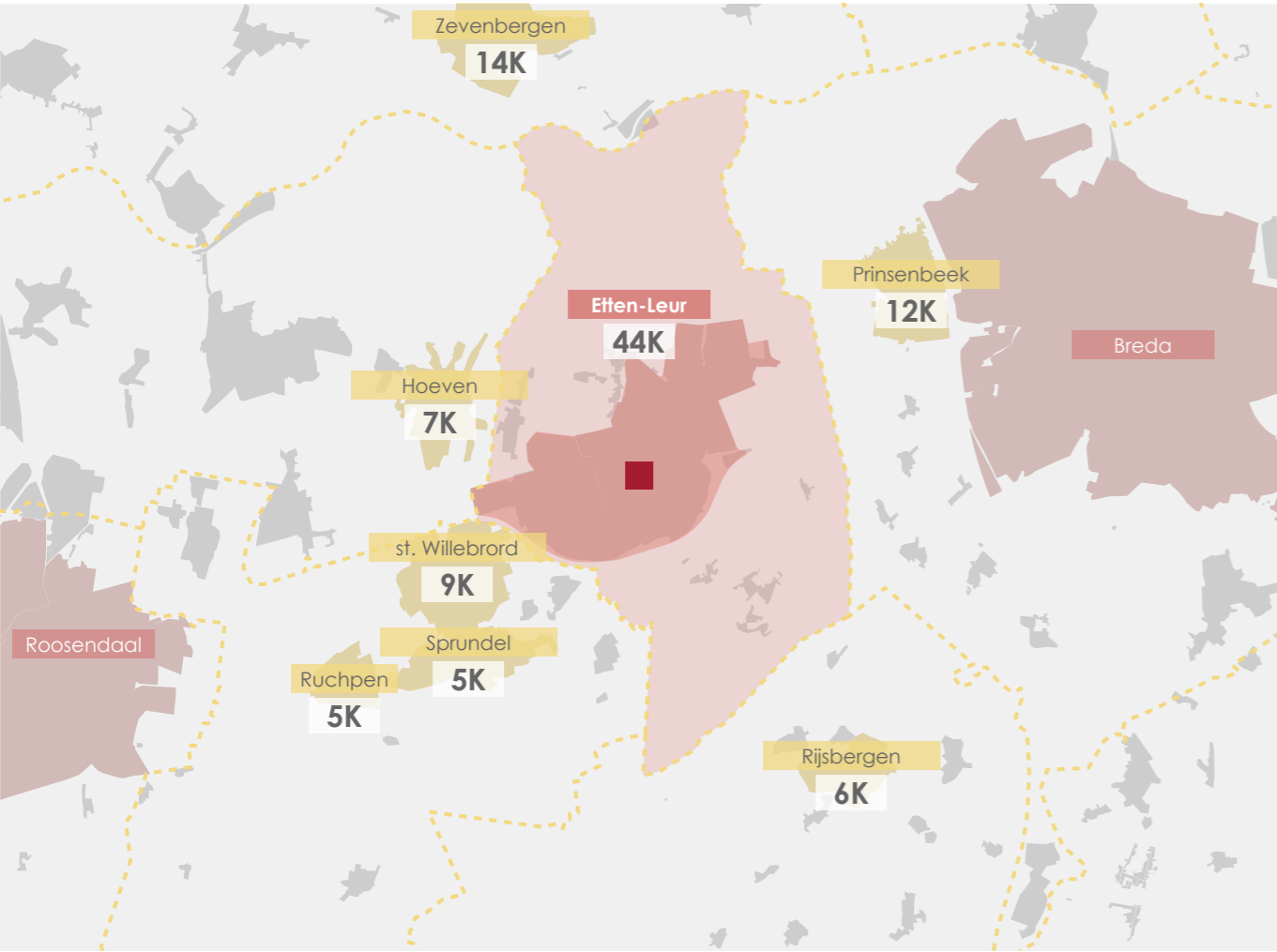
# The history of Etten-Leur in five ‘keystones’

With the allocation from the state ‘Etten-Leur (Etten) as a development municipality’ the (economic) growth arose. In concrete terms, this meant that companies were made attractive to establish themselves at Vosdonk (the industrial area). As a result of this decision, the accessibility of Etten-Leur was strengthened by the construction of a new train station and the road network around Etten-Leur. The construction of one of the first indoor shopping centers in the Netherlands, 1965, (proudly opened by Mayor Oderkerk at the time) greatly increased the overall level of facilities within the municipality. Various elements such as the ‘suggestion to battlements’ and street names refer to ‘Castle Hof van den Houte’, once on the site of the shopping mall.



# The local impact of the Heart

In the current context, the shopping centre of Etten-Leur has a regional function. The ‘small scale’ of the municipality and the good accessibility (by car) from the attraction for residents in smaller villages around Etten-Leur (like Zevenbergen, Prinsenbeek, Hoeven, St. Willebrord, Sprundel, Ruchpen and Rijsbergen). Based on the population numbers, the shopping center facilitates approximately 100.000 people in the immediate vicinity.



main service area; 100.000 people  
Academy of Architecture Tilburg

# From two villages towards a small town

In about 50 years, Etten-Leur has grown from two villages to a small town, the shopping center symbolizes this growth; the building itself has almost doubled in size in the same period. With the bypass of the A58 (highway) and the start of the ‘centrumplan’ around 2000, the basis of the current urban context was formed.



1955  
start development Vosdonk



1965  
development shopping mall



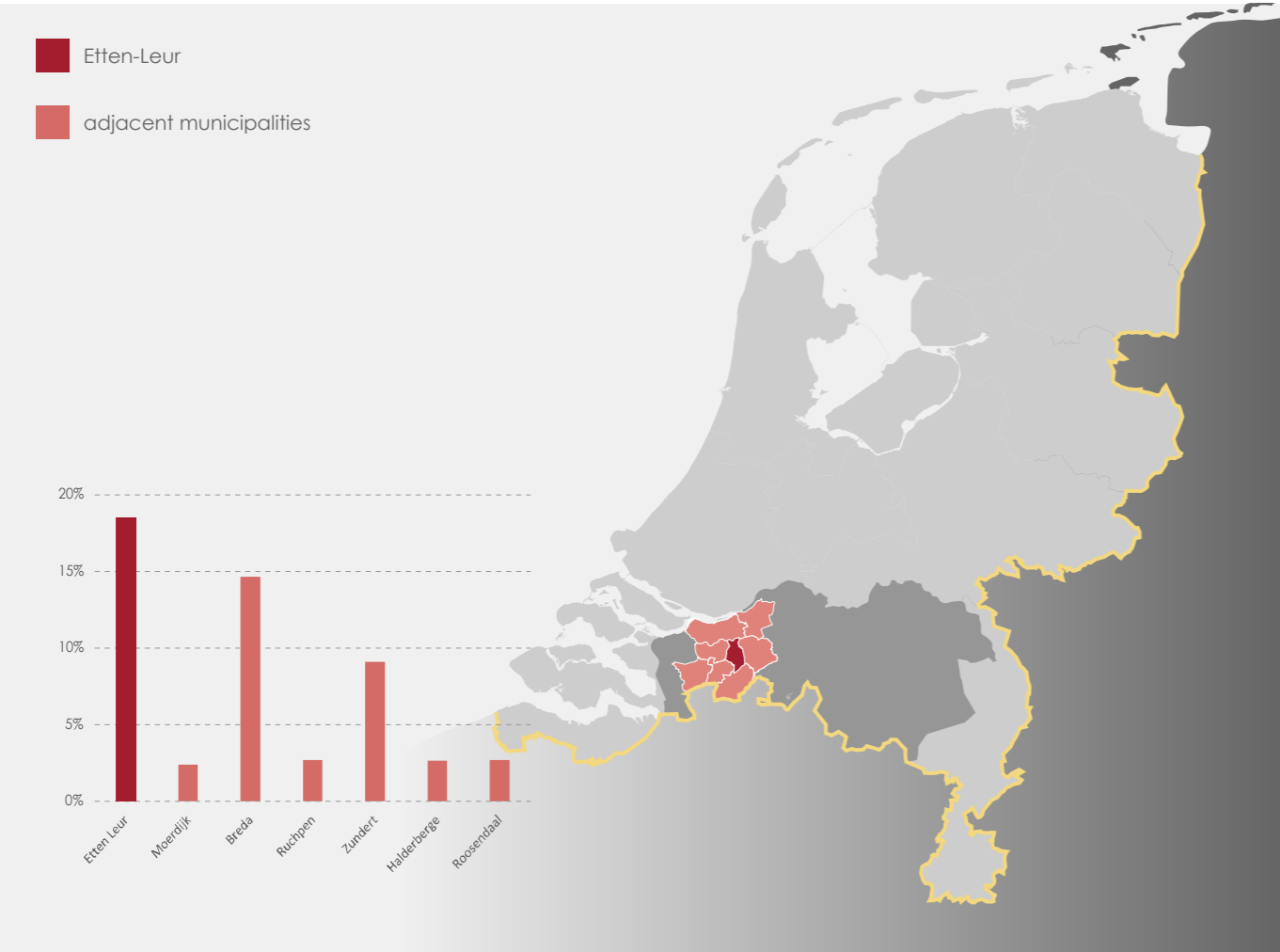
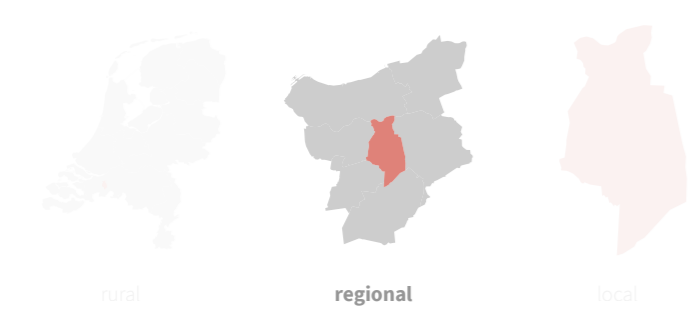
2005  
bypass A58



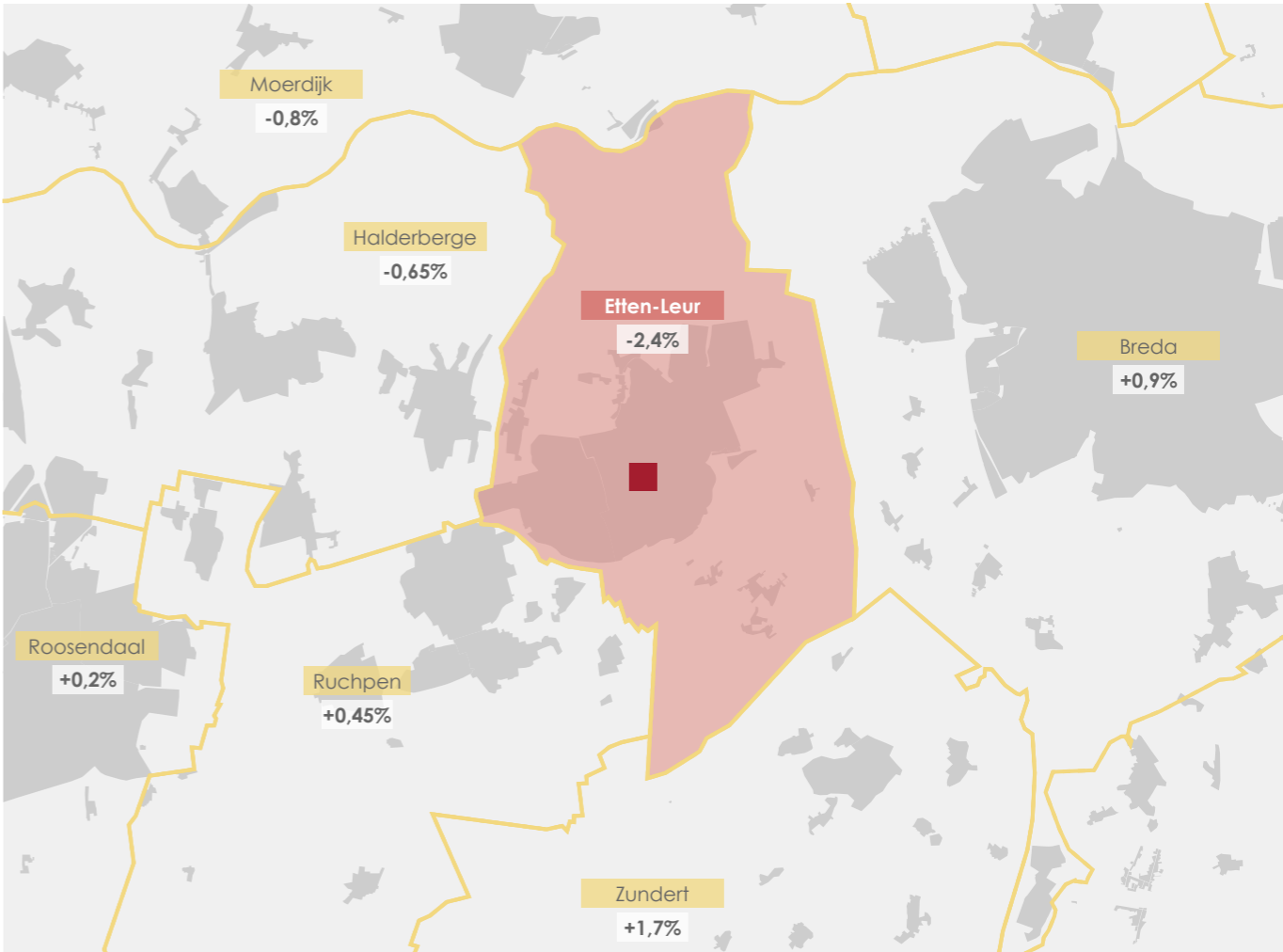
keystones in history

# Observation of Etten-Leur; neighboring municipalities

Etten-Leur has the largest relative population growth in the past 20 years, compared to the neighboring municipalities (Breda 15%, Moerdijk 2%, Ruchpen 3%, Zundert 9%, Halderberge 3%, Roosendaal 3%), with a growth of 18%, Etten-Leur is popular. Despite this growth, the age development of the population shows a negative trend; Etten-Leur has the strongest decrease in the number of young people (20 - 30 years) compared to neighboring municipalities; -2.4%.



relative population growth, Etten-Leur in 2022 has ± 44.000 inhabitants  
Academy of Architecture Tilburg



Etten-Leur + neighboring municipalities; development age group 20-30 years; 2000 - 2021

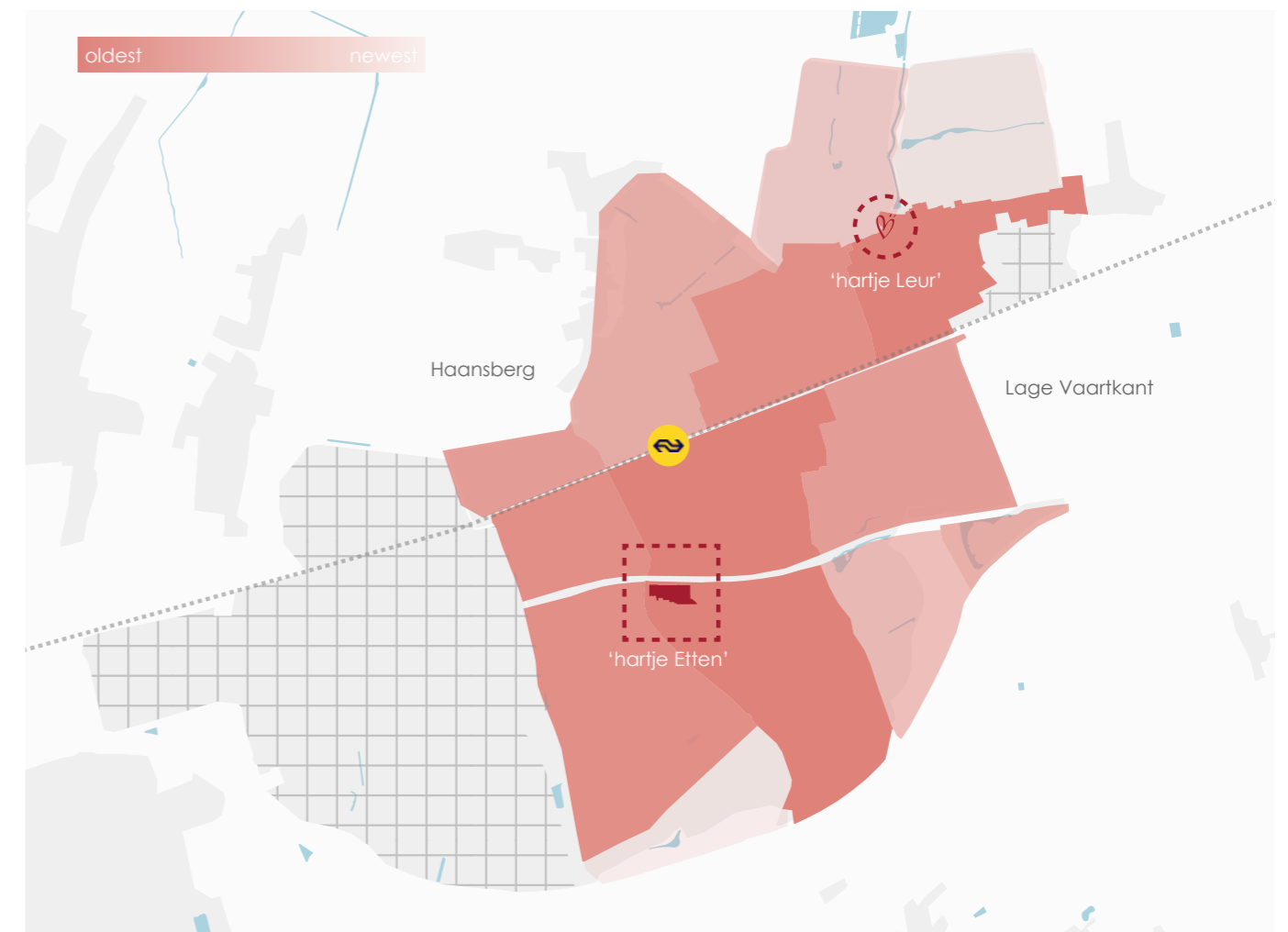
## Observation of Etten-Leur; municipality

The 'success' of Etten-Leur has led to a high level of facilities in the municipality. Etten-Leur has; various of sports clubs, parks, schools (primary- and secondary education), shops, cultural functions, community centers and hotels. The 'shopping heart' forms the highest concentration of public facilities in one area, represented by the many entrepreneurs. It is important to maintain the high level of facilities and, where possible, to expand them, to fit in new functions. Attention to the scale and size of the municipality is a point of attention; new facilities must not lead to unreasonable competition with existing facilities.



facilities in Etten-Leur  
Academy of Architecture Tilburg

Especially because the shopping center is located around the oldest districts of Etten-Leur, it is important to differentiate and attract new vibrancy. The realization of a 'dependance' of existing facilities outside the shopping center may offer an opportunity to differentiate the heart with attention.



neighbourhoods in Etten-Leur in time

# Genius Loci; history of 'the place'

A spatial assignment in the 'heart' of Etten-Leur, on a building that was almost literally central in the middle of the community, requires careful building reconstruction; by answering 'how' the contemporary situation arose; what is the history of the place? By fully visualizing this, it is possible to imagine new atmospheres and materials, which symbolize the 'spatial identity' of Etten-Leur.



castle Hof vd Houte



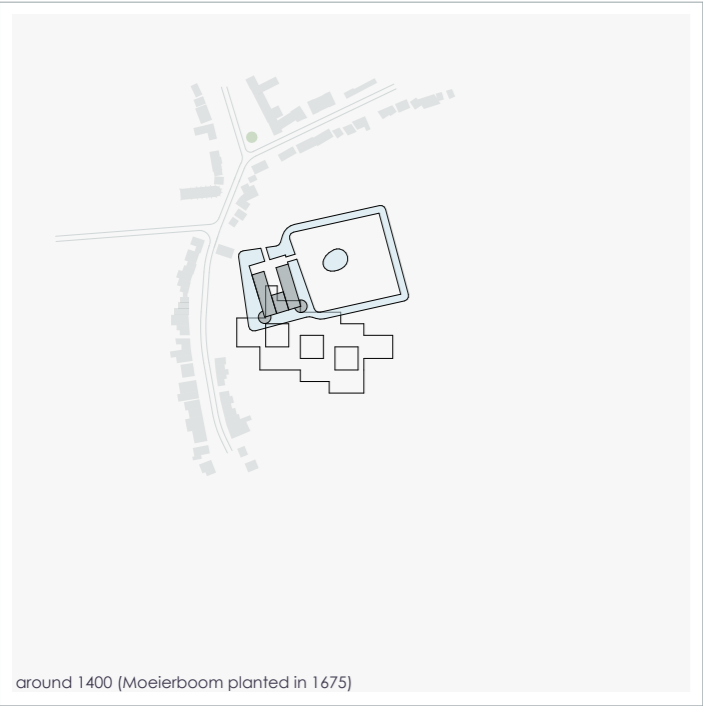
'spaceship' along the highway; symbol for the future



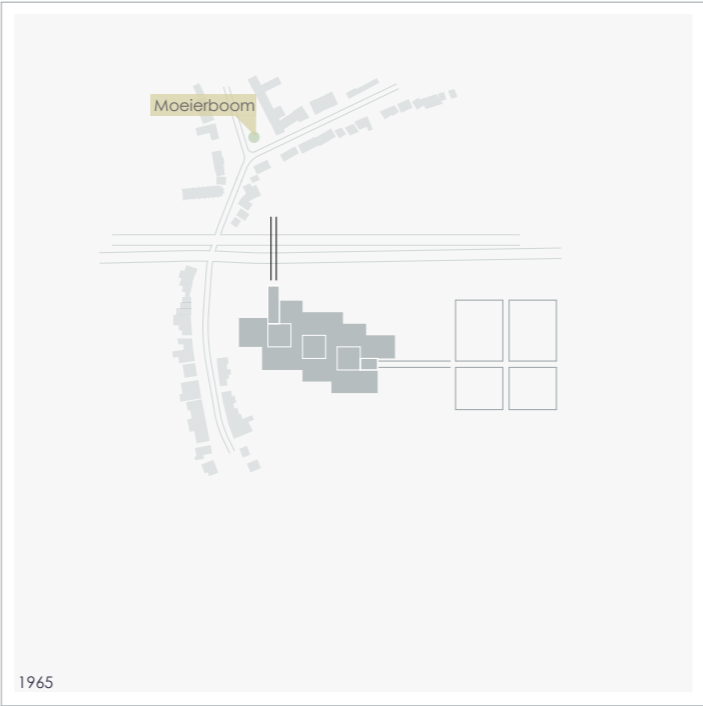
the first extension



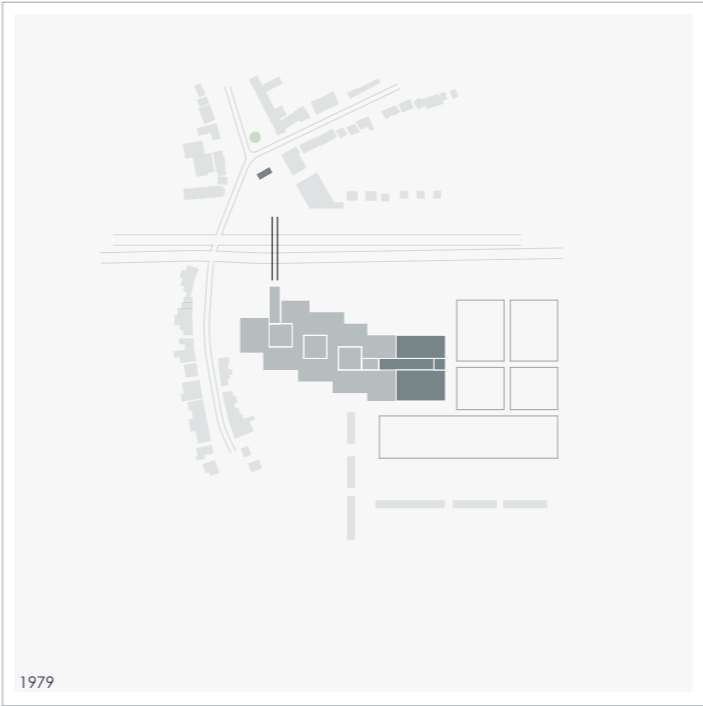
the construction of HEMA



around 1400 (Moeierboom planted in 1675)



1965



1979



1983

# Genius Loci; history of ‘the place’

Today, the shopping center manifests itself as a ‘fossil’ in the ‘heart’ of Etten-Leur. More specifically; it is a large, flattened volume, with a route from A (Burchtplein) to B (Bisschopsmolstraat) through an outdated interior. The routing is spatially expressed in a wide corridor, ‘specialised’ by three ‘light courts’. The continuous repetition of the same light court three times detracts from this particularity.



the second extension



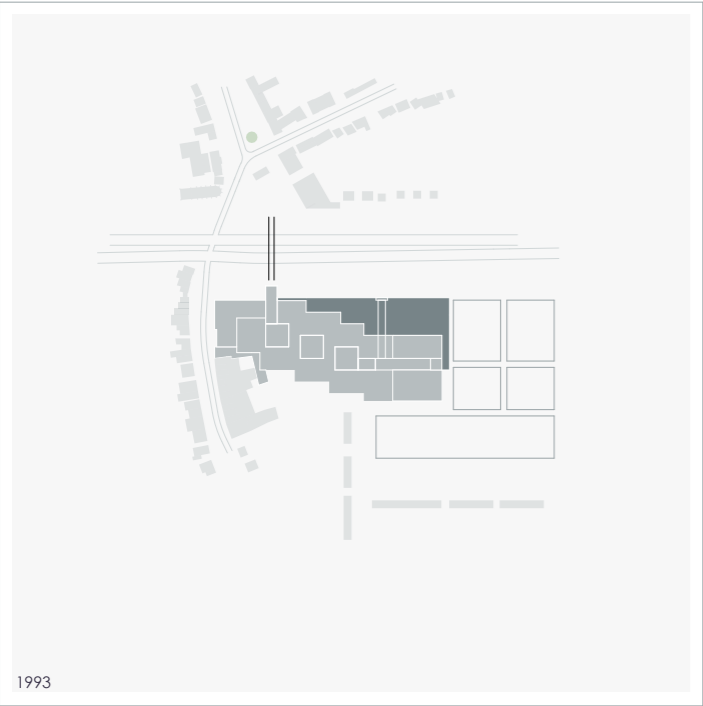
start construction of the ‘centrumplan’



today's urban context



today's shopping ‘experience’



1993



2005



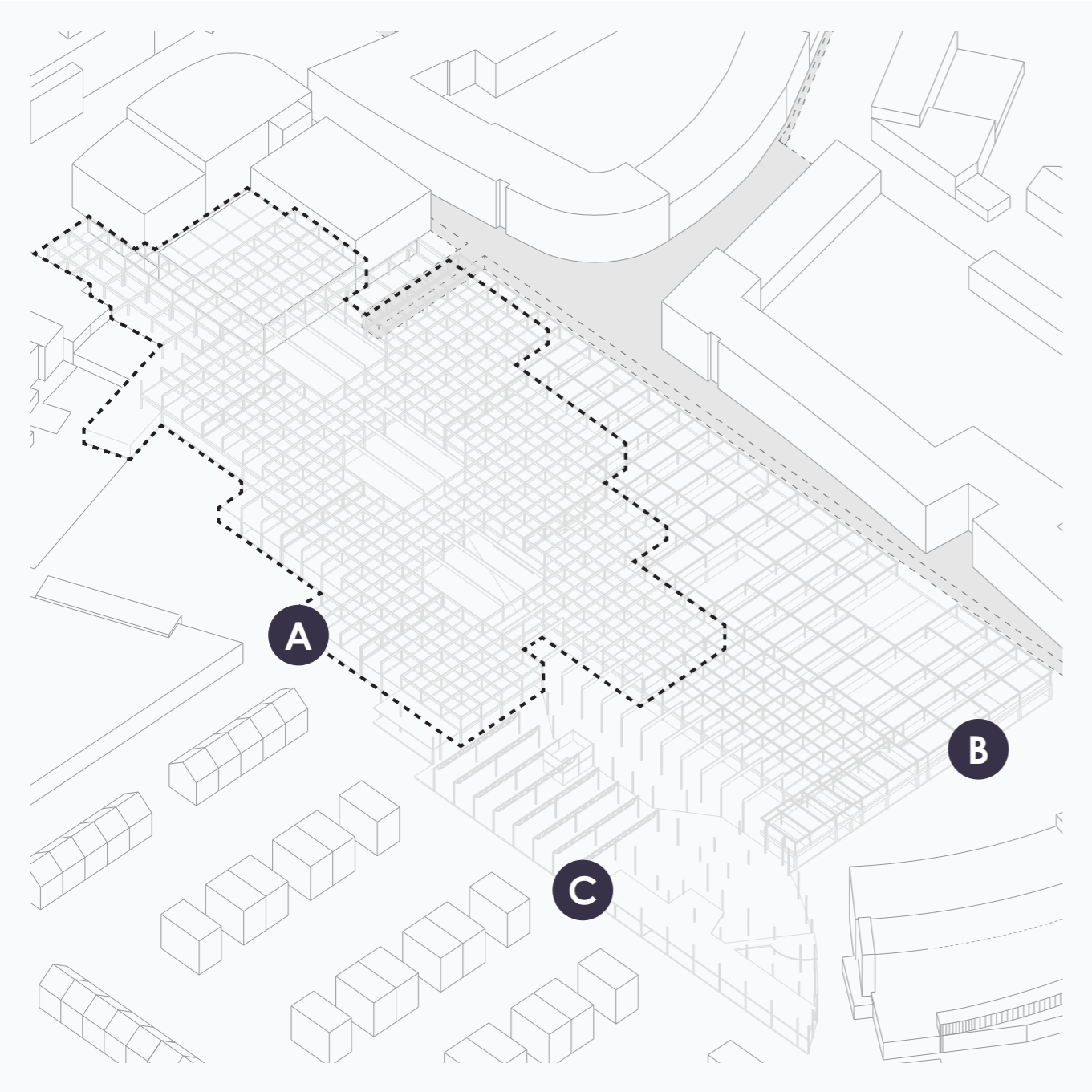
2022



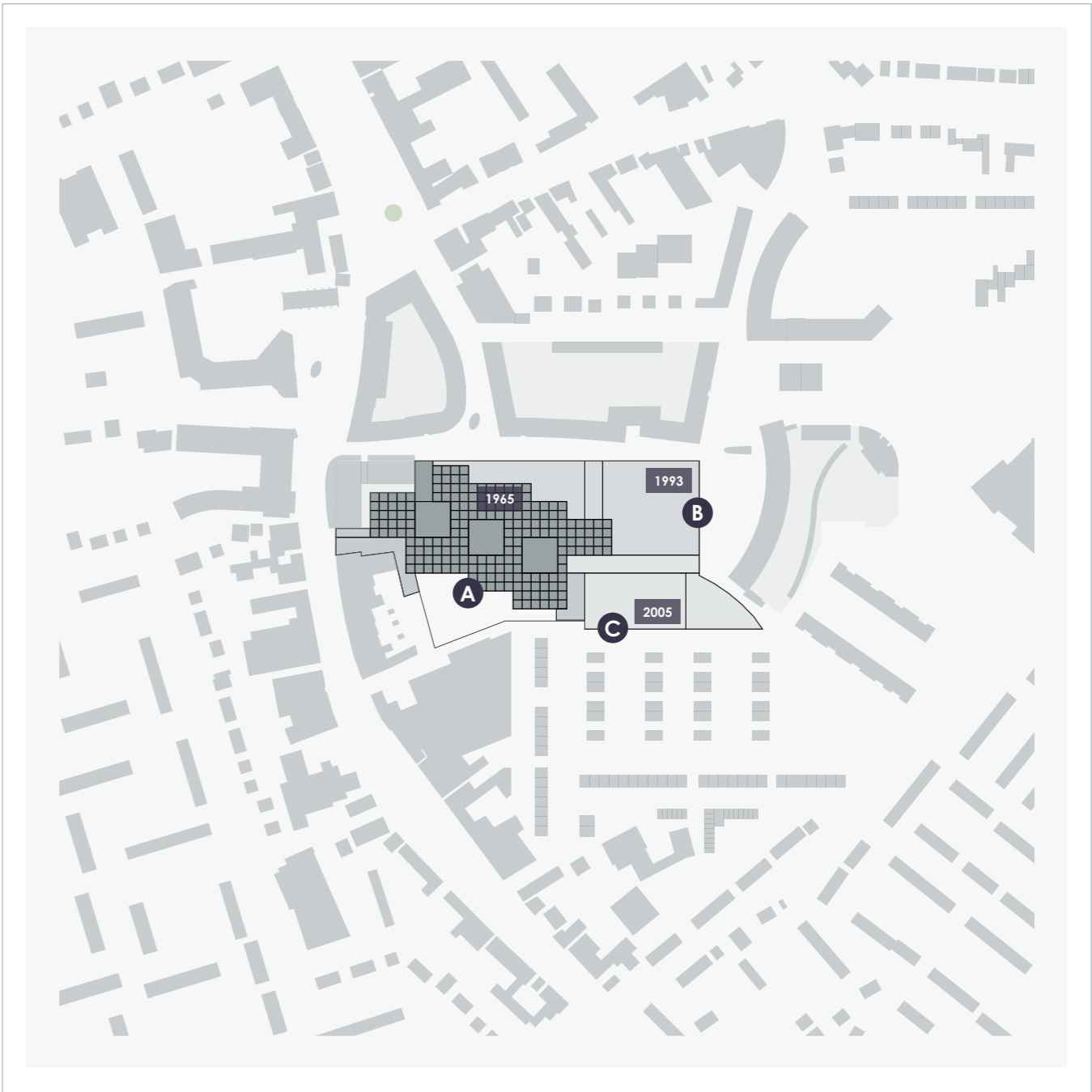
2022

# Time layers

From the building reconstruction, the time layers of the building have been dissected. From this it can be seen that there are mainly three ‘layers of time’ clearly present today; 1) the original building structure, from 1965; 2) the second enlargement in 1993; and 3) the last changes made during the construction of the center plan around 2000. From a deeper observation, the construction methods can be read; 1) a concrete structure cast in situ, built in a grid structure, 1965; 2) a combination of concrete and steel frame construction (up to the first story cast in situ concrete, with a steel frame construction above), 1993; and 3) a complete construction in steel, 2005.



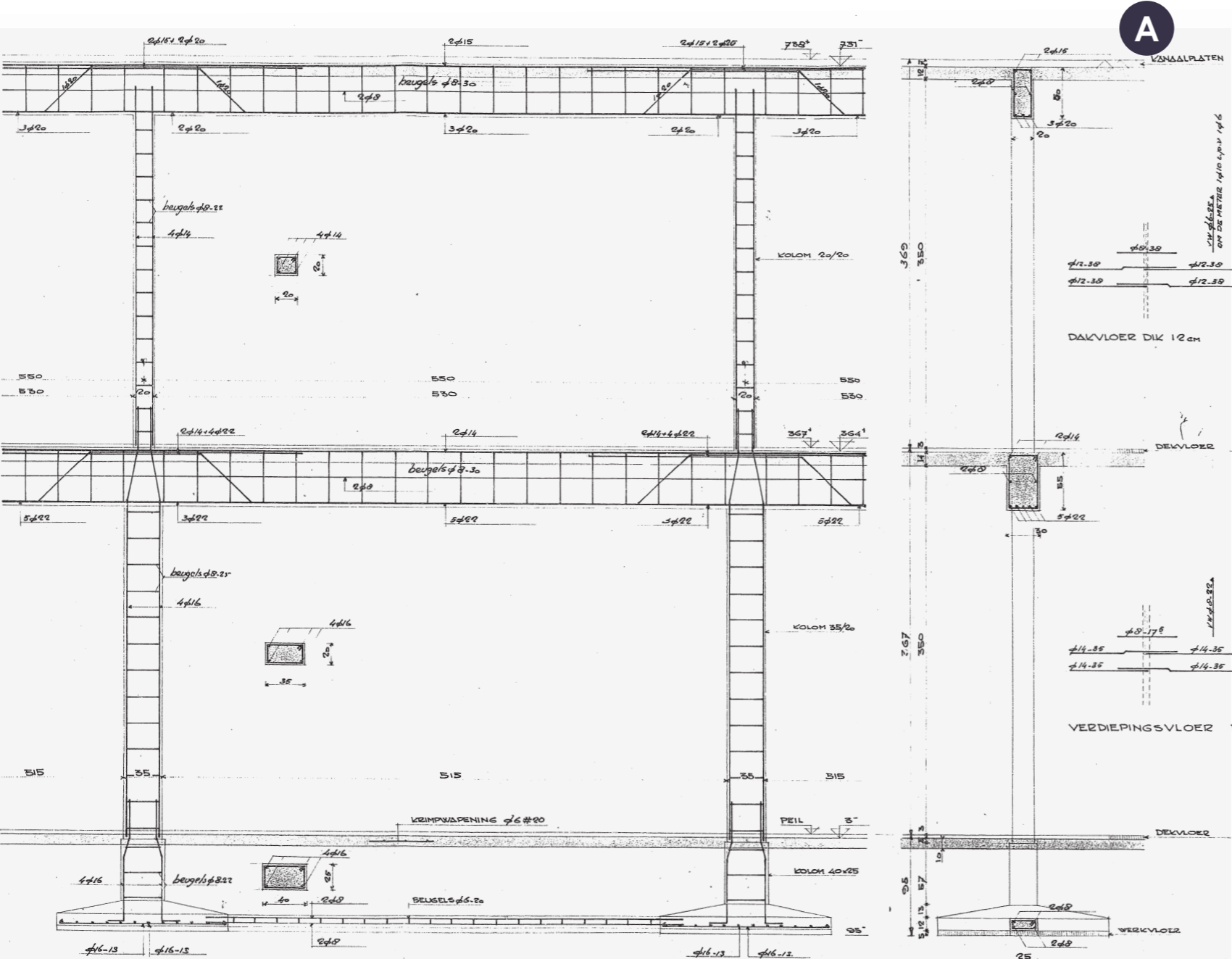
main construction types  
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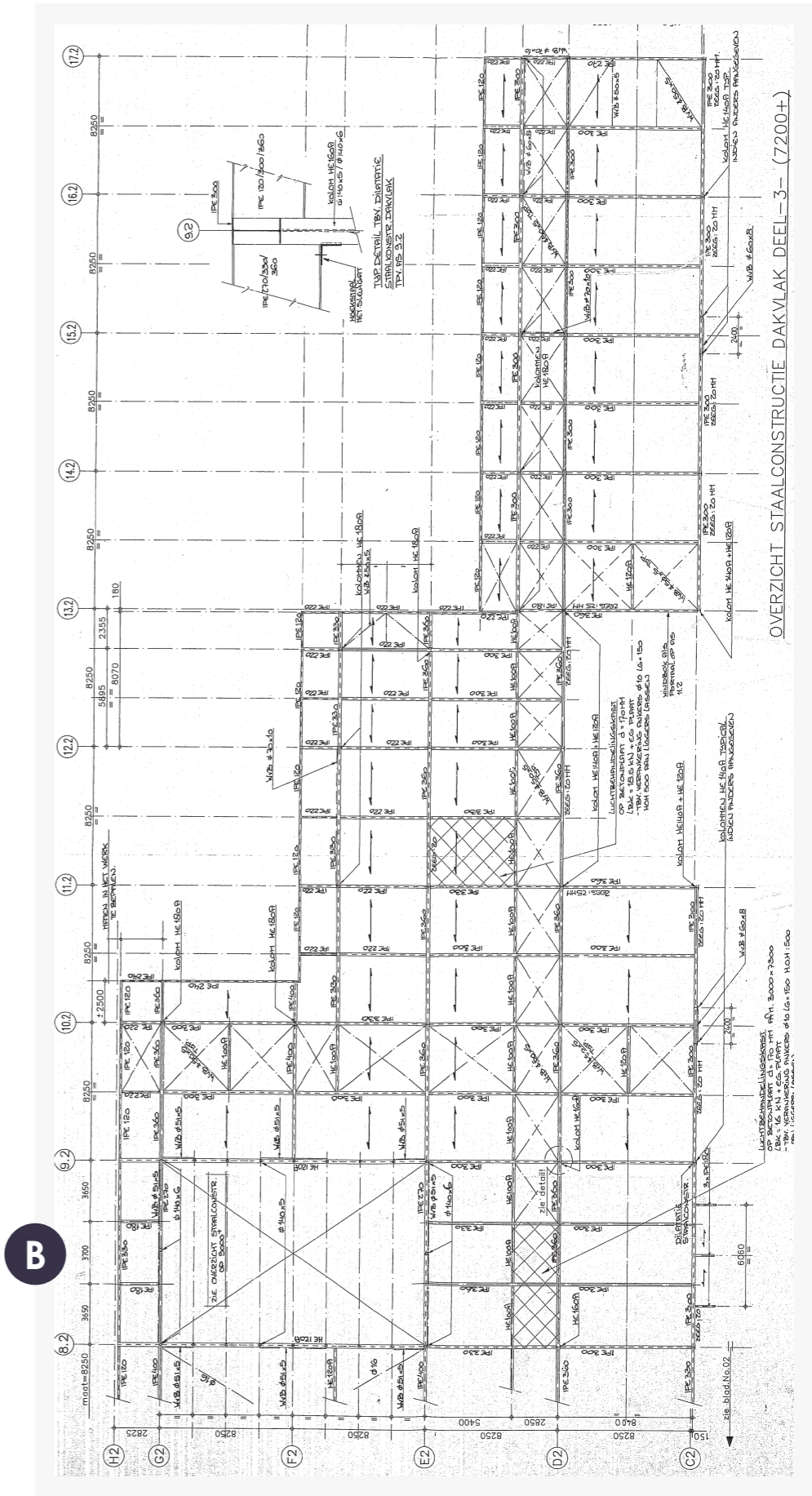
construction layers in time

# Construction

From the construction period, the construction itself and the overall finishing, it can be seen that the shopping mall has been realized almost entirely from an economic point of view. There has been little attention to details, in addition, the building construction has been constructed very efficiently. In the mid-60s by a grid construction of concrete cast in situ, in 2005, completely in steel. The time layers are not readable from the inside, because everything is covered with panels. The cultural value of the building does not manifest itself spatially, but is mainly is formed by special memories of visitors and inhabitants of Etten-Leur, in the mall.



concrete construction, 1965  
Academy of Architecture Tilburg



steelframe construction + concrete slabs, 1993

‘Back in the days’

Many residents have known the place since their youth, after all, the building has been there for almost 60 years. It can therefore be said that the mall is part of the collective memory. The place was vibrant, but due to digitization and the outdated concept, this has changed a lot in the last 10 years. The main thing now is to invest in the future, for the next generations; in this way, the place can once again become the symbol of joy and entertainment.



market stalls in the public traffic space



planting in the 'light court'



performance by Bonnie St. Claire



ping pong in the shopping mall



ponds in the public traffic space



benches made from old train sleepers



football event in the 'light court'

Today's context; site observation

The shopping center has been completely been surrounded by buildings in more than 50 years. Most of the adjacent planning area, dates from around the period 2000 - 2010; of 'urban' block buildings around green courtyards (Hof van den Houte, photo number 12) and single-family homes along Bogaard (photo number 2). The different 'worlds' require attention. The question is how a 'new spatial answer' responds to the different worlds. Also the site observation makes clear that the 'heart' has little nature; it is the area with the least vegetation in Etten-Leur.



1. guarded bicycle shed



2. adjacent dwellings, Bogaard



3. parking lot



4. parking garage entrance, supermarket



5. Bisschopsmolenstraat



6. entrance mall, Bisschopsmolenstraat



7. connection underground parking



8. 'light court'



9. internal connection Hof van den Houte



10. public traffic space; main route



11. Burchtplein



12. Hof van den Houte



13. Raadhuisplein  
Academy of Architecture Tilburg



14. Markt



15. Markthof - Markt; Moeierboom



16. Markthof - shopping mall.

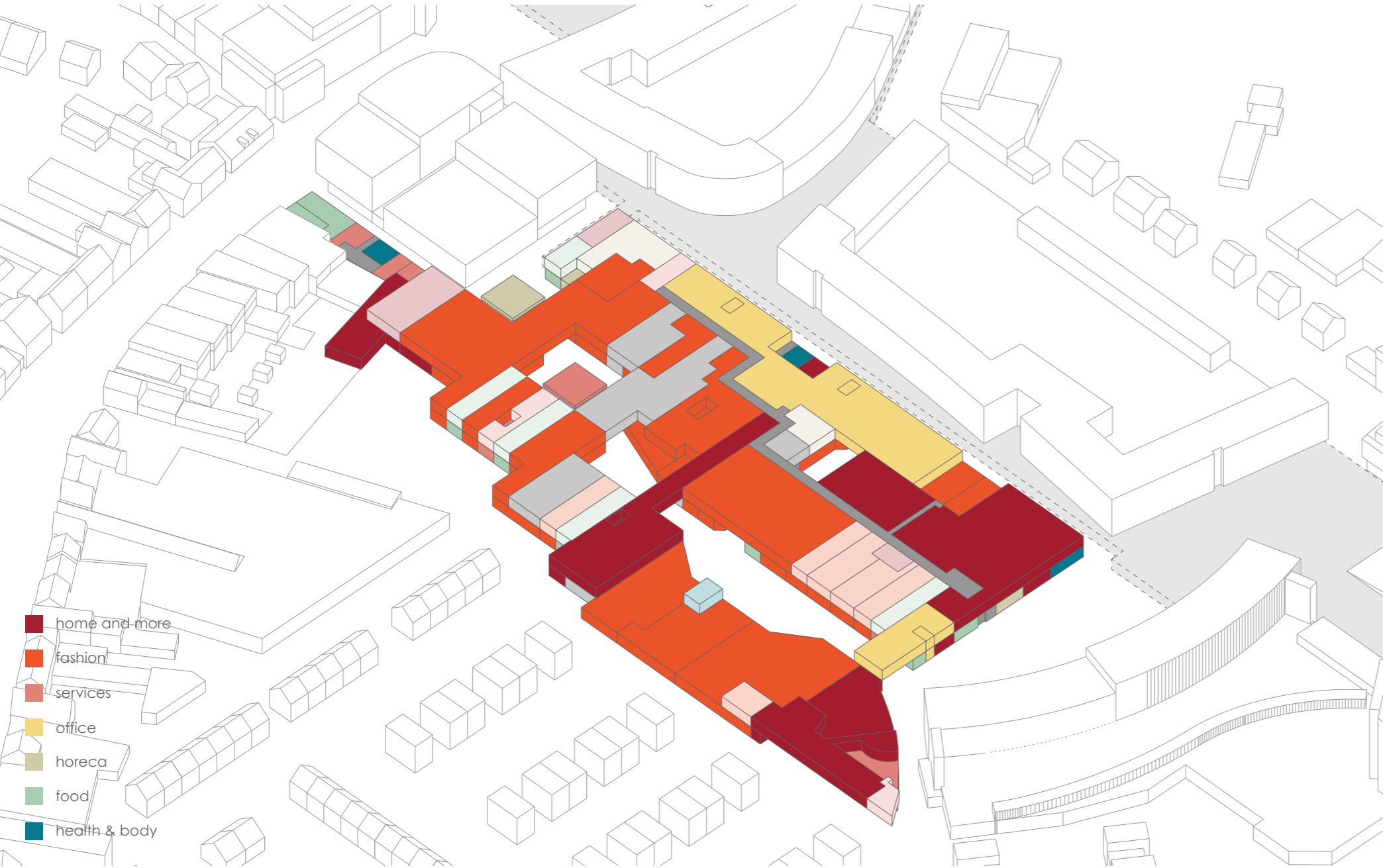
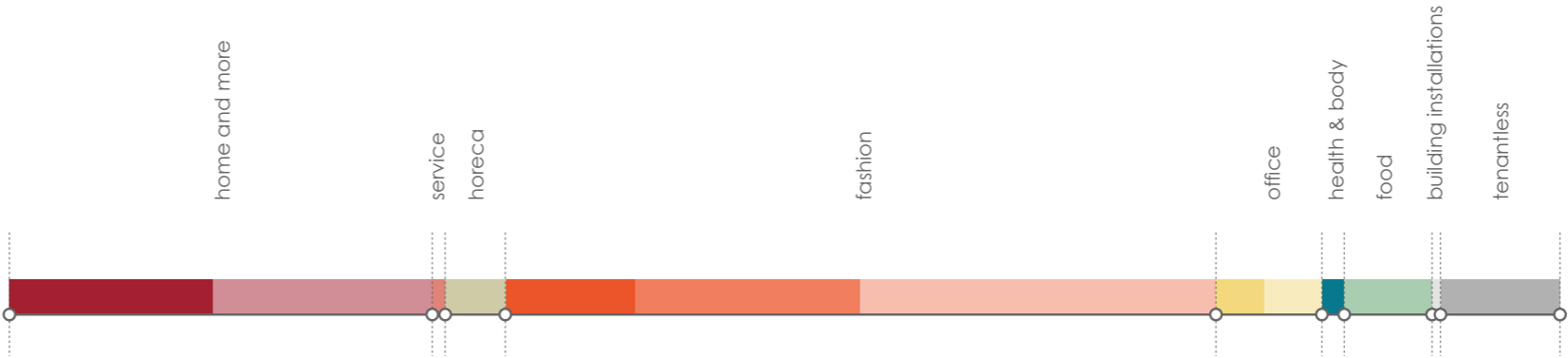


Amount of vegetation per neighbourhood in Etten-Leur



# Current program

Today's program shows relatively little vacancy and presents the 'success', the 'fossil' is functioning. However, one should be aware that this applies to the situation of today, not looking at future generations... A resilient future requires a stronger mix of retail, recreation and living, the basis for real success.



**GFA total**  
incl. Hema  
14.100m<sup>2</sup> origin  
29.500m<sup>2</sup>

**GFA commercial**  
gevuld excl. Hema  
14.100m<sup>2</sup> oorspronkelijk  
22.150m<sup>2</sup>

**GFA traffic space**  
public  
3.600m<sup>2</sup>

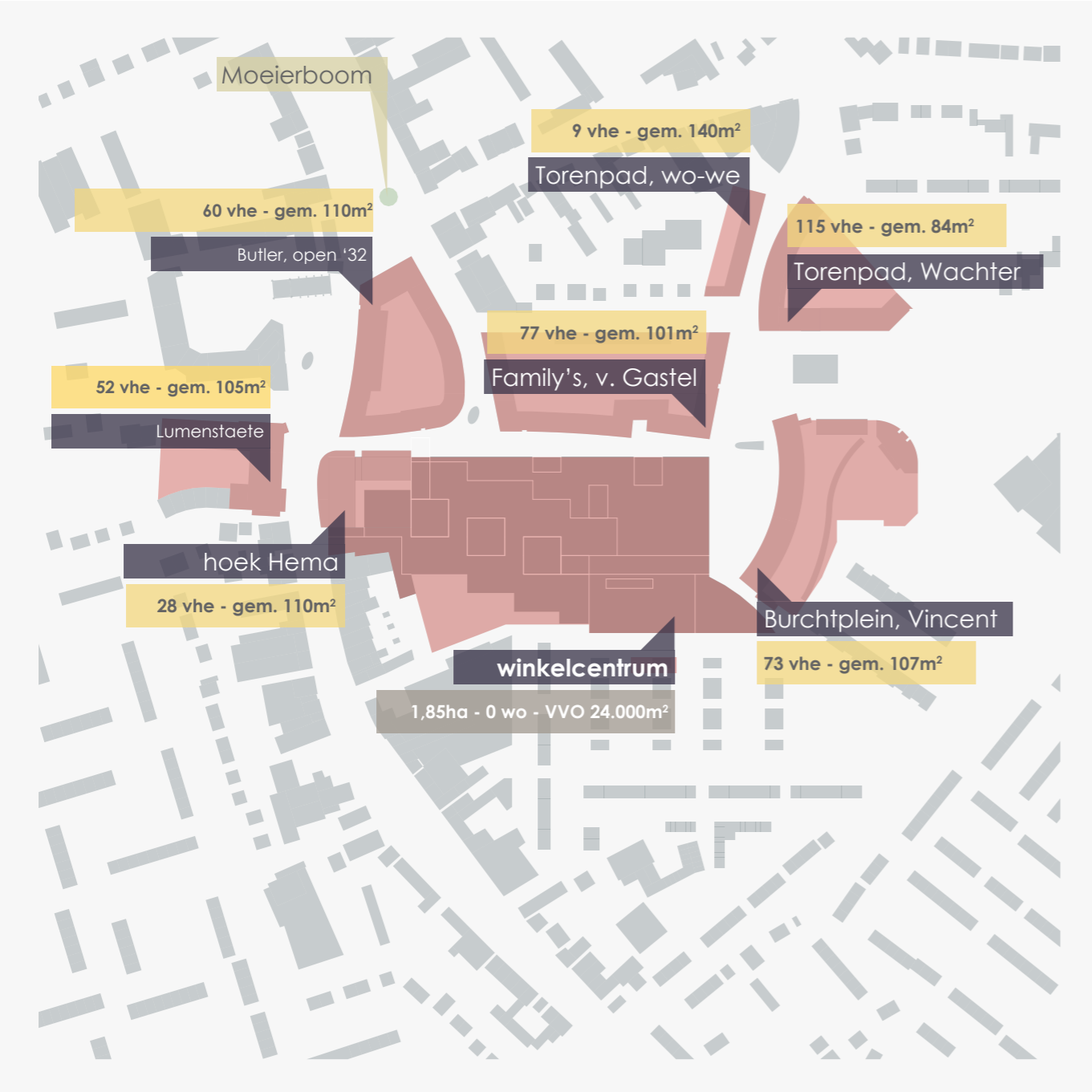
**GFA other**  
installations, logistic  
1.100m<sup>2</sup>

**GFA commercial**  
tenantless  
1.900m<sup>2</sup>

**lot**  
excl. Hema  
17.650m<sup>2</sup>  
01.950m<sup>2</sup> municipality

Type of dwellings; ‘heart’

There are approximately 500 dwellings in the surrounding area. The majority was realized as part of the center plan, 414 dwellings. These are mainly apartments. The dwellings that were developed around 2000 are relatively large (average NFA of 100m²). This is clearly reflected in the living environment; there are mainly empty nesters and elderly people living in the center, they made the switch from the single-family home to an apartment.



concrete construction, 1965  
Academy of Architecture Tilburg



Torenpad wo-we, Family's, v. Gastel



Burchtplein, Vincent



Torenpad, Wachter



Hema



Lumenstaete



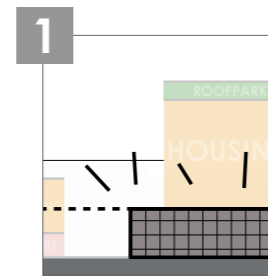
Butler, Open '32

## From analysis to 5 themes

From the integral analysis, in which the assignment has been dissected at; municipal-, area- and building level, five themes have been derived. These themes form the project ambitions; the basis to form the concept and develop the plan. ‘Sustainability’ is the central point of departure. In every translation from ambition to design, this is the guiding principle. Design proposals are 1) ‘circular’, applied materials are reusable or reused; and 2) contribute to a more ‘nature-inclusive environment’.

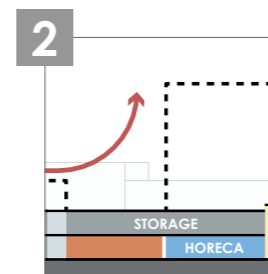
### Retain what is possible

Since the project concerns an ‘open heart operation’, it requires attention to the existing. The ‘new project’ must not disrupt existing activities in such a way that the ‘soul’ leaves the heart. The ambition is therefore to reuse as much as possible what is possible from a technical and economic perspective. In addition, this requires a phased approach. The cultural value of the building is limited, but the original structure (from 1965) is the cradle of social activities in Etten-Leur. This part is also built the most efficient (grid structure 5.5 \* 5.5m), the ambition is to preserve as much as possible in this part of the existing.



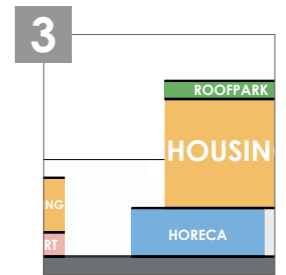
### Intensify with attention

The pleasure of the current residents in the ‘heart’ must be increased. New construction often generates resistance from local residents, while new developments can be an opportunity to increase the living pleasure; spatially and financially (a successful project can also increase the real estate value in the adjacent area). Living in the center now literally offers a view of the largest bituminous roof area of Etten-Leur. The ambition is to give the surrounding residents a ‘qualitative view’; with ‘licht & lucht’; a view over urban nature and contemporary architecture. In addition, shoppers and local residents should not be confronted with a construction site for years. That is why the focus is on prefabricated and modular construction methods. This shortens the construction time and is more sustainable.



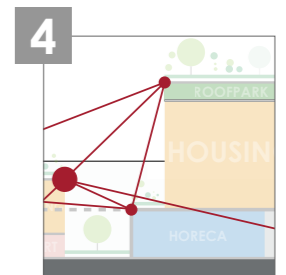
### Compose a mixed program

Most important is to present a new perspective; that the ‘heart’ becomes a place for ‘everyone’; from a place for ‘transaction of money and goods’ to a place for ‘knowledge and stories’; based on three pillars; live, leisure and learn, extra program is proposed. The new housing program requires more focus on young people, affordability and living comfort are two important parameters for this target group. At the same time, the ageing population requires suitable housing for the elderly. It is important that the non-residential program is complementary to the residential program; like this, the heart will be the start for a more resilient Etten-Leur.



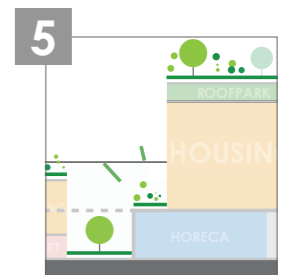
### Sculpt a connected ensemble

The project location borders on different ‘worlds’. Architecture is used to enhance the experience in the total area; a ‘spatial reaction’ per ‘world’ results in a diffuse whole. Today’s high construction costs and the need to build ‘sustainably’, more consciously, also makes it impossible to strive for a strong variation of high craftsmanship; rich facades executed in different styles. For this reason, the ambition is to add ‘one new language’ in the heart; referring to Castle Hof van den Houte; the spirit of the place. Unity in detailing and material, also makes it possible to gain economic benefits of scale, this provides investment space in the quality of the material, the public area (landscape) and a social program.



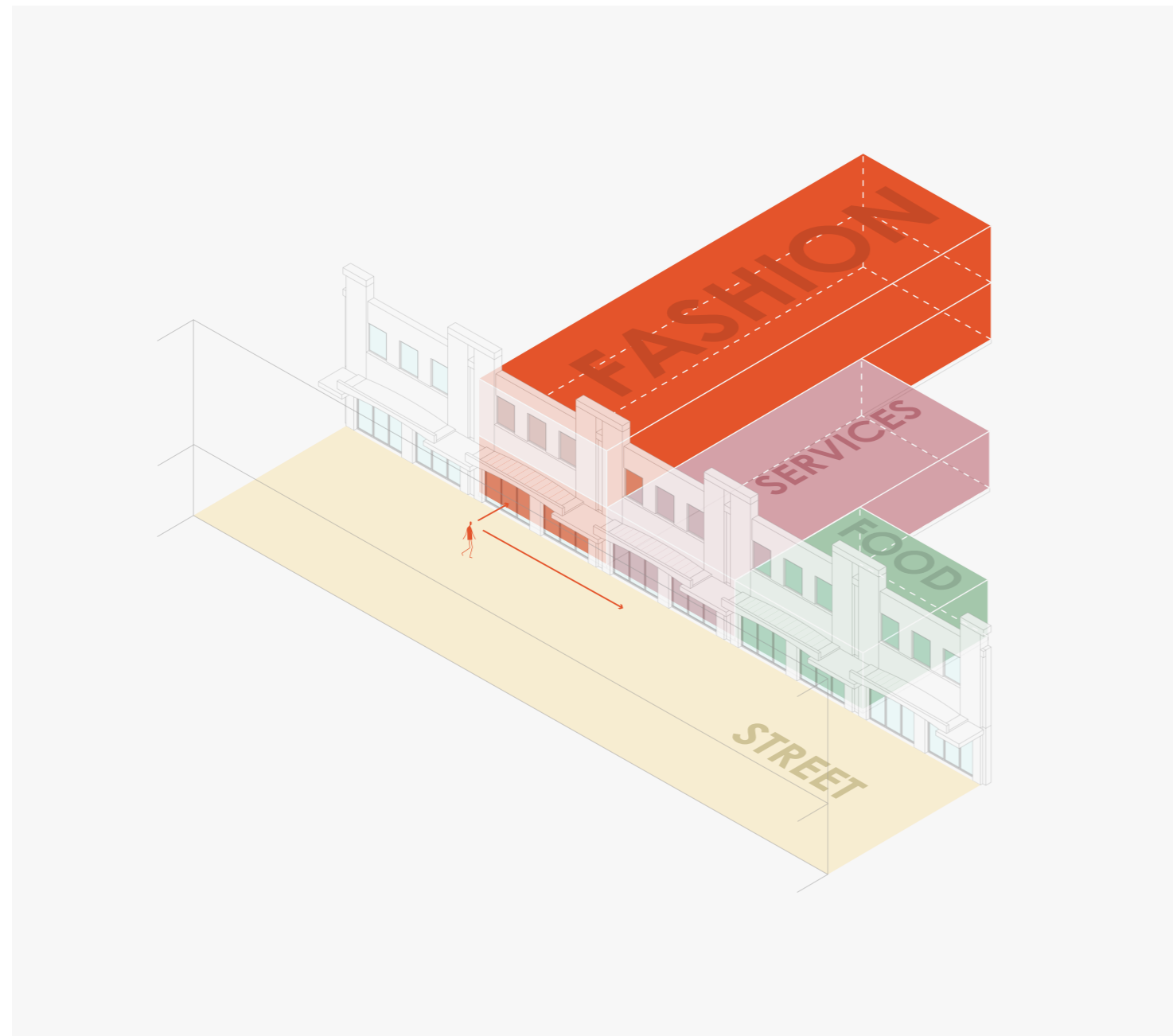
### Create a playful, living landscape

The ‘heart’ has relatively little room for ‘urban nature’ compared to Etten-Leur at municipal level. The lack of ‘green’ is clearly reflected in the shopping experience, in combination with the urban fabric is dogmatic, the total is desolate and not representative of Etten-Leur. By setting the ambition to add ‘nature’, a more special shopping experience is created; a urban framework with new streets and alleys make the connection between a prairie garden, micro forest and courtyards for peace and activities; this results in a lively mix of atmospheres in the ‘heart’ of Etten-Leur.



## The current 'shopping' experience I

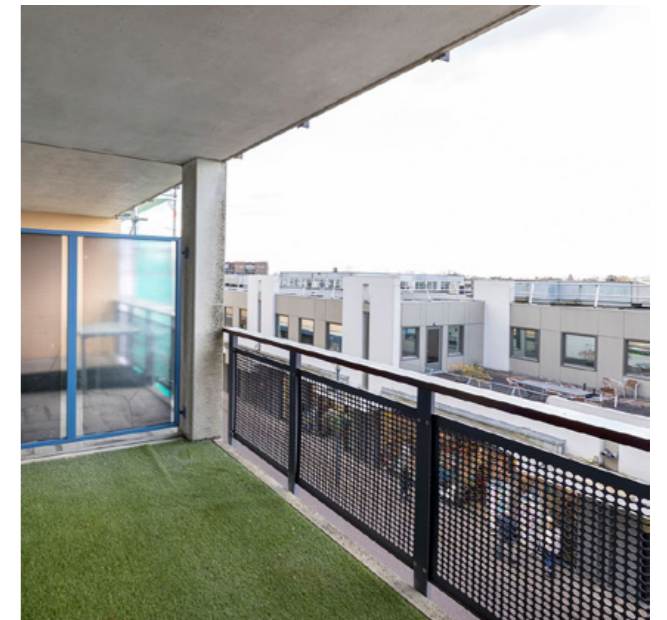
The shopping experience 'outside' is functional. The redevelopment from '2000' disguises how desolate the existing shopping mall is, because the public area is of a decent quality. The reference in the facade to 'tilting' shows the meaning of 'architecture' in an economically driven development from the 90's. The desolate roof terraces and the facade adjacent to the 'Bogaard', arouses a hopeless feeling; it shows something meaningless. The living quality of the residents in the blocks at Hof van den Houte is formed by the large courtyards. Shoppers and other users do not experience this present quality.



existing experience; outside; Hof van den Houte  
Academy of Architecture Tilburg



private courtyards



view over the shopping mall



the 'main' shopping street



the facade adjacent to 'Bogaard' evokes a hopeless feeling

# The current 'shopping' experience II

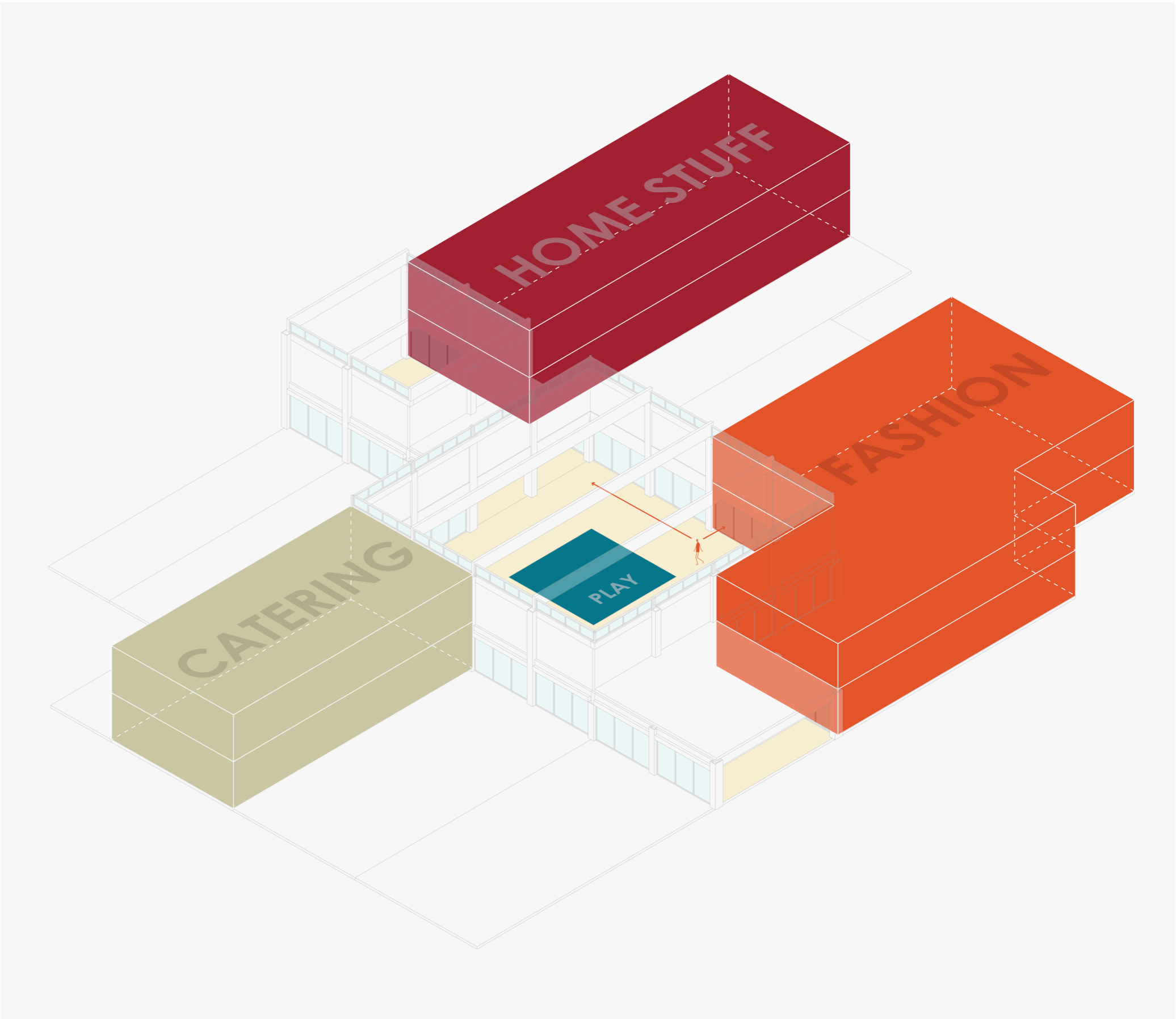
As defined, the internal routing is spatially expressed in a wide corridor, 'specialised' by three 'light courts'. Most commercial spaces are adjacent to the main route. Types of activities/ functions are spread throughout the mall. This is a plus, by spreading different functions over the entire area, there is more movement through the center, in addition, this also offers flexibility.



interior 'light court'



perspective from 'light court' to 'light court'  
Academy of Architecture Tilburg



existing experience; inside the mall

# The history of the archetype; 'malls'

The archetype 'shopping mall' arise from technological developments and 'perished' due to technological developments... inner cities where the 'core shopping area' was traditionally located, were flooded by a 'new form of mobility'; the car. Which was a symbol of 'ease of use and progress', but also brought 'nuisance'. In response to keep the inner cities 'liveable', new areas were developed in suburbs (on the outskirts of the cities), areas specially designed for 'the car'. Original ideas of the architect (Victor Gruen) of the first shopping mall 'in the world', were much broader than 'a shopping mall', he aimed for an urban, mixed-use area for pedestrians... Unfortunately, little of this has been achieved, but the digital revolution is cleaning up with this 'sad' archetype.



<1940  
shopping in Etten-Leur



post 1945  
emergence of the car



1956  
Southdale Center  
first enclosed shopping mall



1965  
'first' enclosed shopping malls in the Netherlands



1980  
the 'prime' times



1994  
the founding of Amazon



2007  
release of the Iphone



2010  
dead malls > 'retail apocalypse'

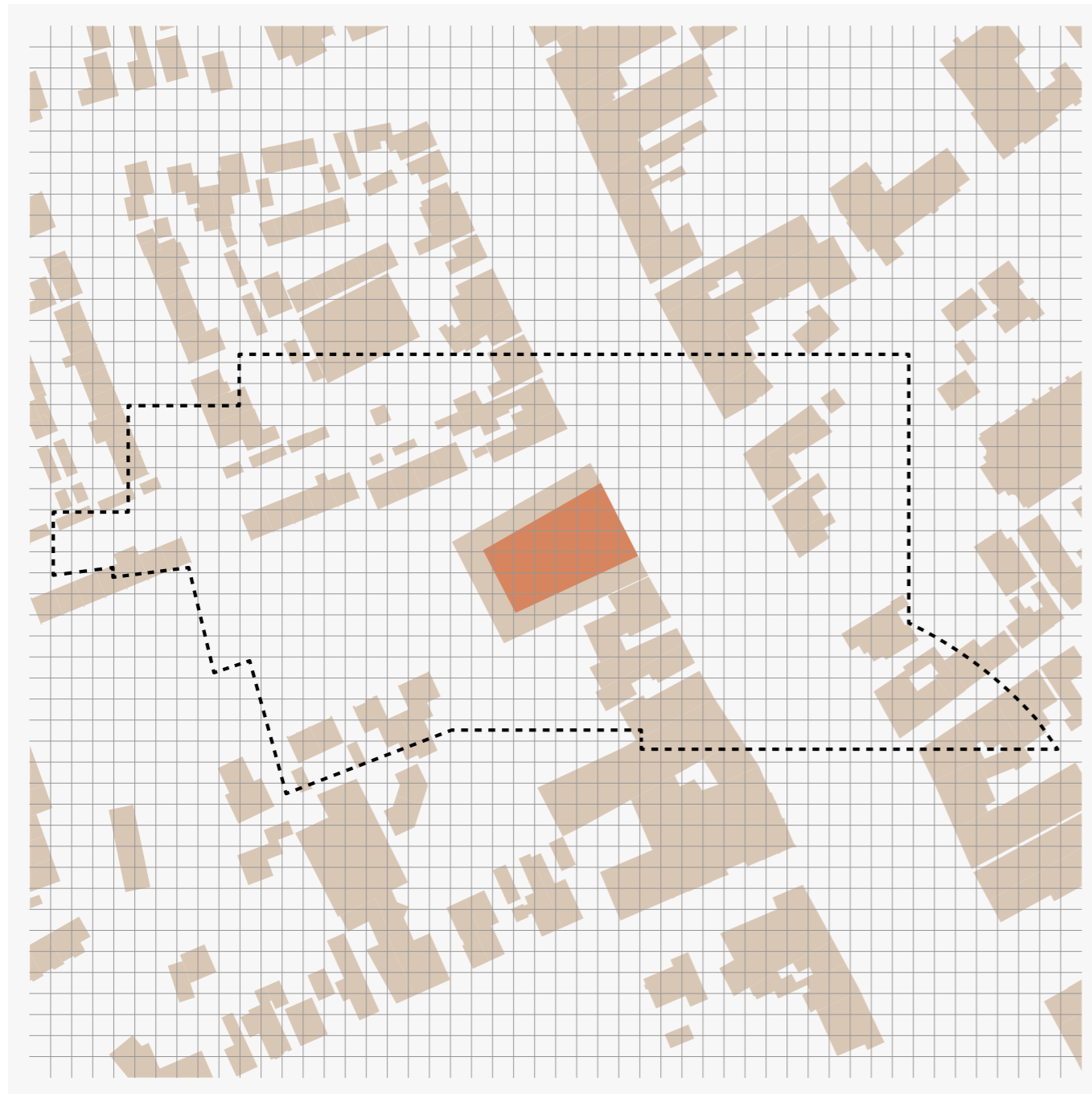


post 2015  
online shopping became mainstream

1965  
shopping mall in Etten-Leur

## Concept development; defining the atmosphere of Etten-Leur

The start of the design process focuses on developing grip on scale; how big is the area and what 'spatial opportunities' are there? The answer starts at the 'Paulushofje' built in 1681. This place symbolizes Etten-Leur, realized at the time for poor women, but since 1964 the regional museum also has been located in the courtyard, where the history of Etten-Leur is presented. By approaching the design process from a 'place of Etten-Leur', the scale and size can be read immediately. It offers a design handle for forming a new urban fabric.



scale exploration; Paulushofje, Etten-Leur - shopping mall



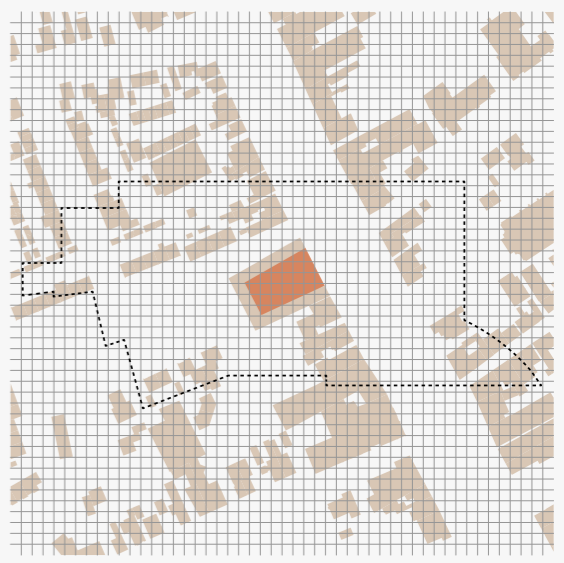
Paulushofje, Etten-Leur



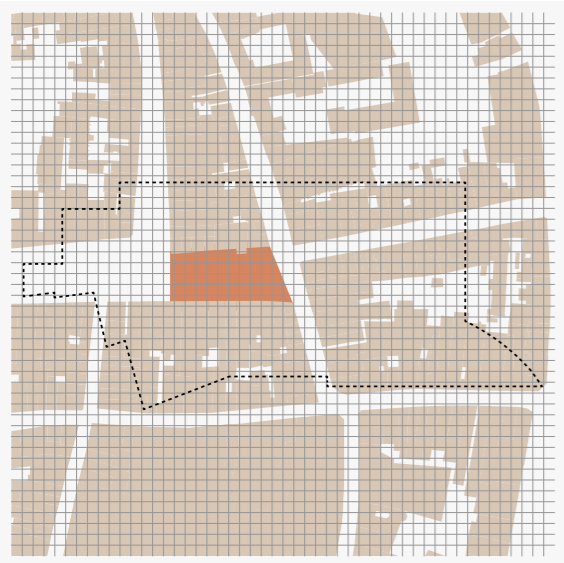
entrance of the regional museum

# Search for ‘the human scale’ I

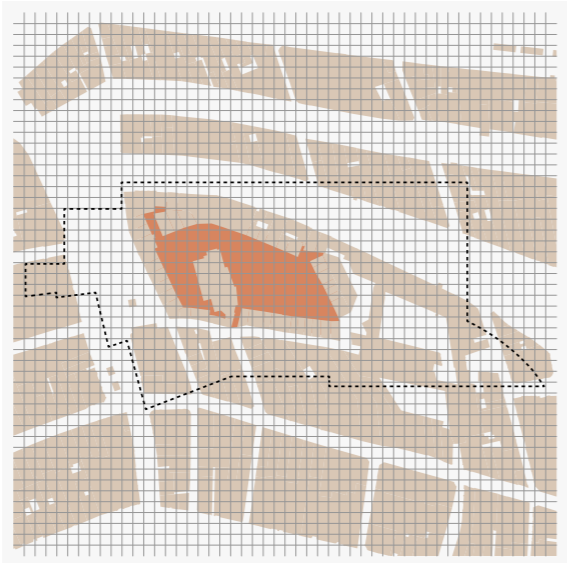
In an additional urban analysis, other ‘atmospheric areas’ have been highlighted. It shows the scale and size of these urban spaces in relation to the planning area of the mall. The references show where ‘people’ like to stay. The common denominator between the references is the ‘natural growth’ of these ‘urban fabrics’, the squares with terraces and shopping streets, into more intimate places, such as courtyards. Formed in time of ‘natural growth’, not a modernist, efficient design approach, but a specific ‘spatial response’ for a place. As a result, there is strong variation in size and scale, sometimes in architecture, sometimes in urban space. This variation is highly appreciated today by people, because they all relate to the human scale.



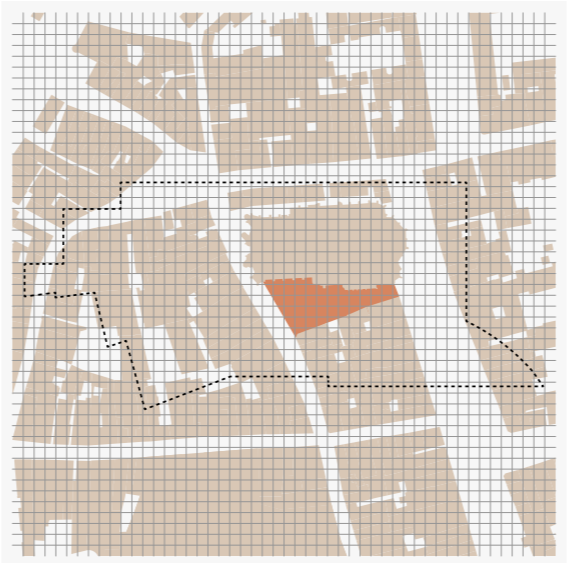
scale exploration; Paulushofje, Etten-Leur - shopping mall



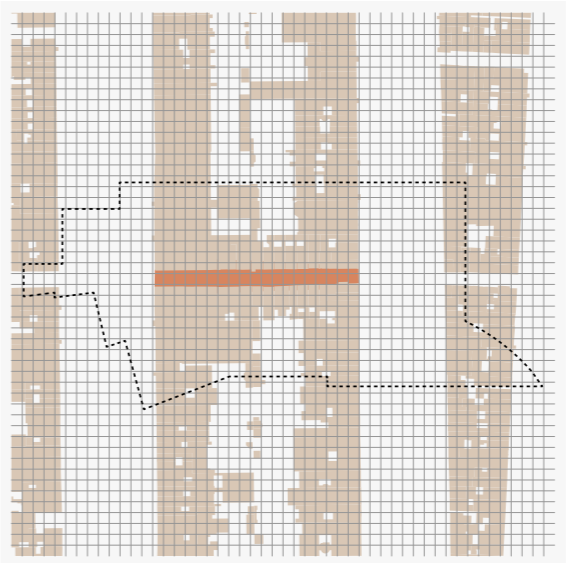
scale exploration; Grote Markt, Breda - shopping mall



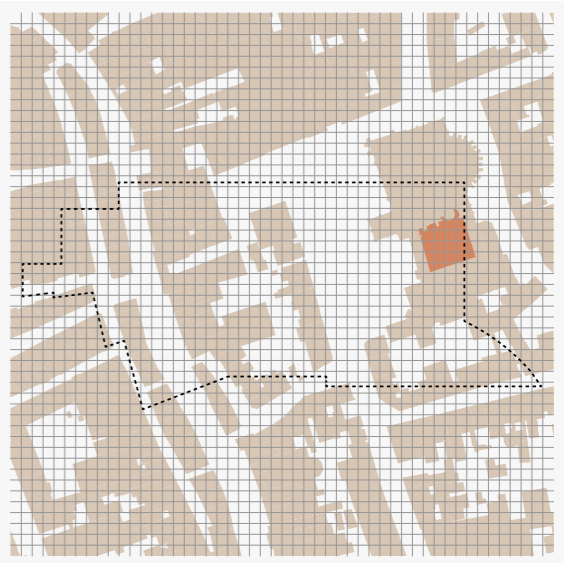
scale exploration; Bagijnhof, Amsterdam - shopping mall



scale exploration; Kerkplein, Breda - shopping mall



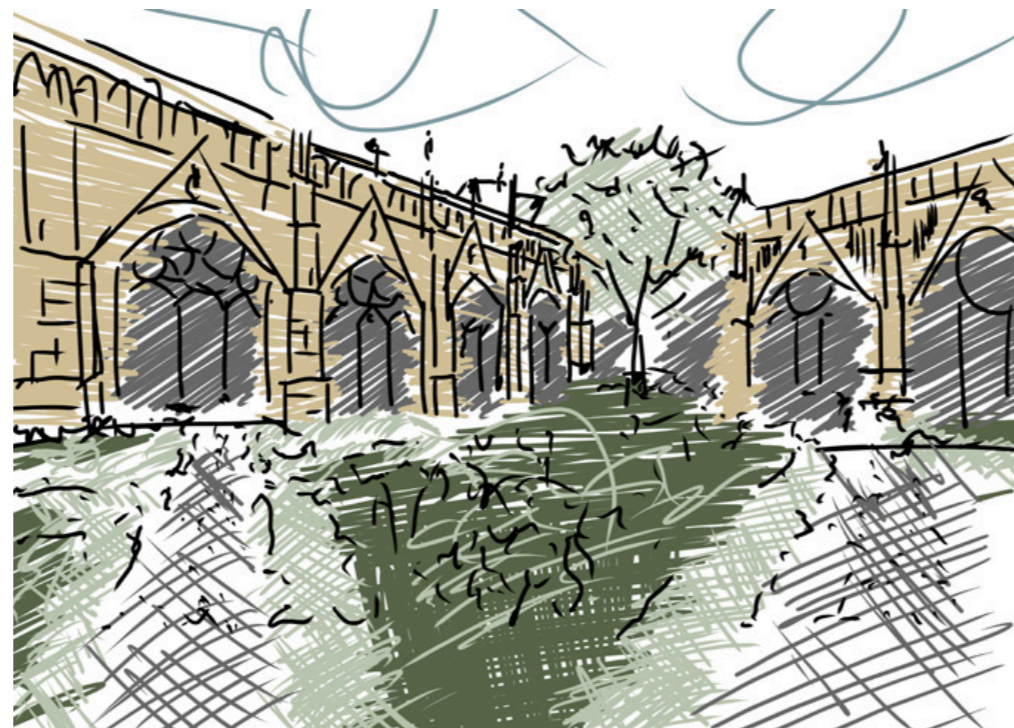
scale exploration; 9 straatjes, Amsterdam - shopping mall



scale exploration; Pandhof, Utrecht - shopping mall

## Search for 'the human scale' II

After the urban observation from above, a spatial analysis at eye level follows. By making drawings of this view, the visitor's experience is literally depicted. It makes clear 'what' makes 'a place' 'pleasant'; the central tree, the garden in the city center, the rich architecture with many ornaments and depth, the street width, an underpass, the earthy color tones. All these described spatial elements, organizations, can be fitted into the heart of Etten-Leur. The start of the transformation from a 'desolate corridor' that provides access to various commercial spaces, to a 'heart' in which visitors can wander through different spatial atmospheres.



entrance of the regional museum



entrance of the regional museum



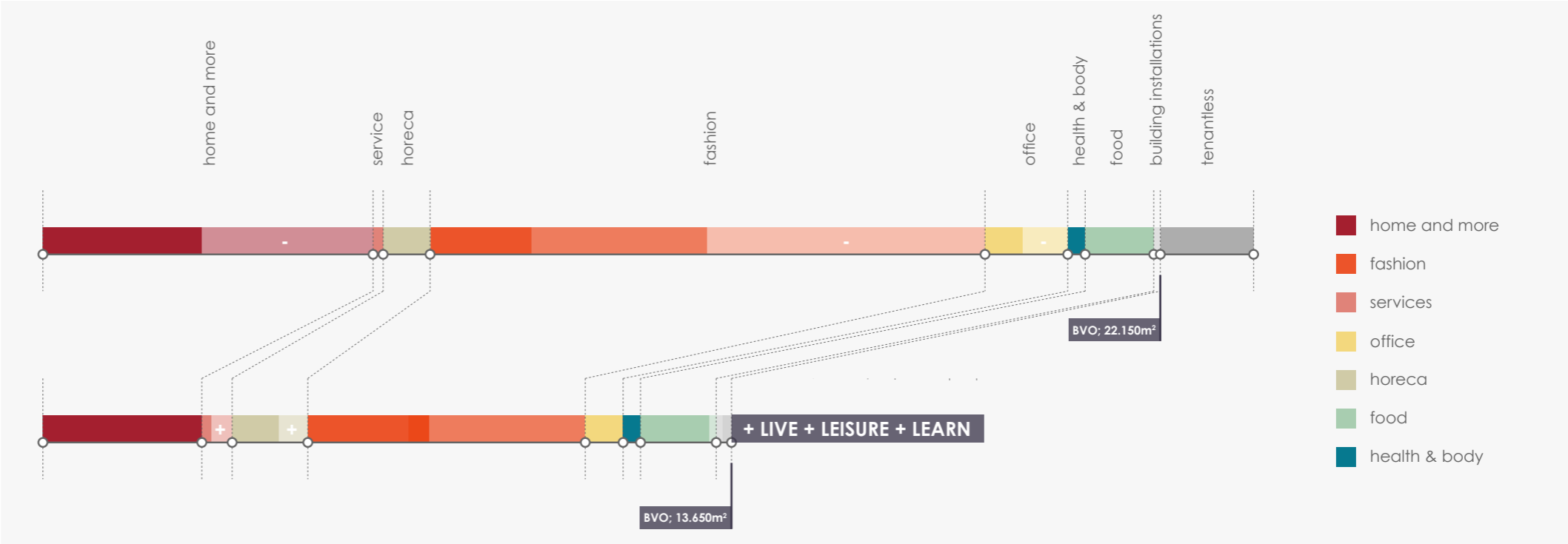
entrance of the regional museum



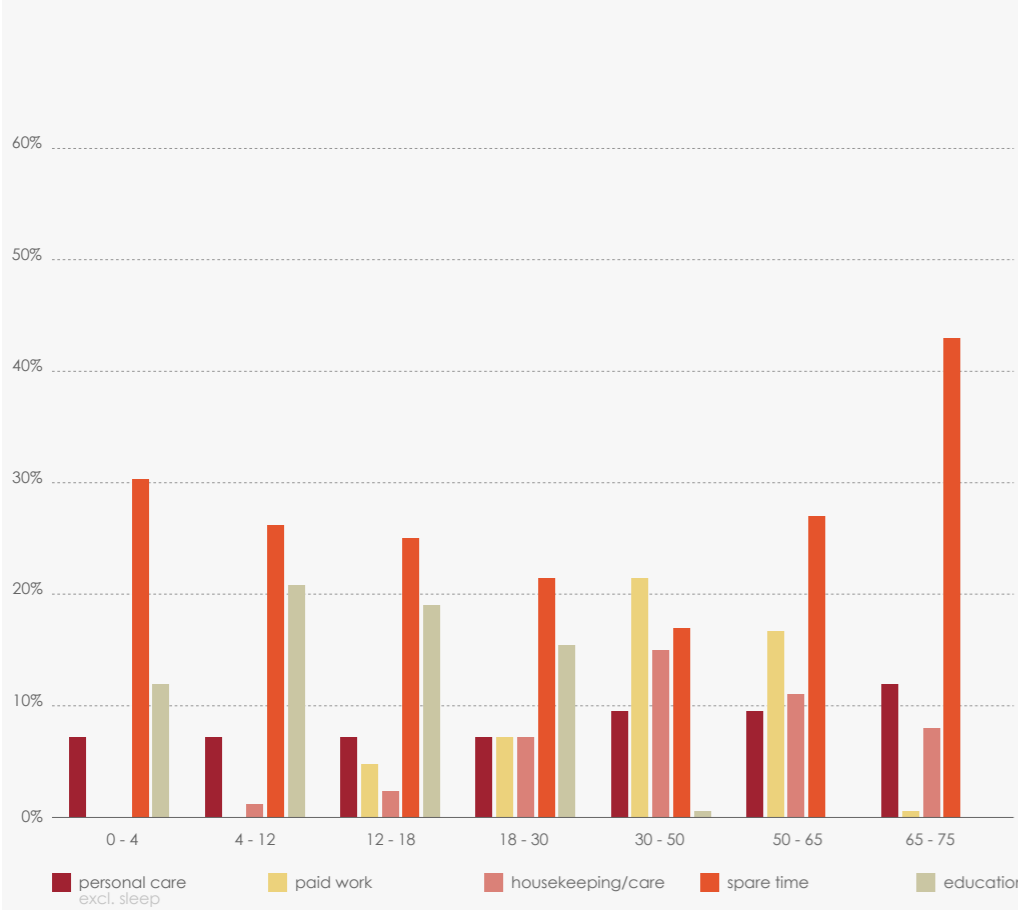
entrance of the regional museum

# Human activities + new program

In order to propose a new program and to dissect the ‘success’ of the existing mall, ‘the time spent by people’ is mapped out, on the basis of the ‘tijdsbestedingsonderzoek’ by the CBS. The research presents; ‘what’ people do in their lives. Based on this, other questions follow, such as; how these activities are already translated into the existing context (at municipal level and within the mall) and how new activities can be given a place in the heart of Etten-Leur? Given the size of the project, now the focus will be only on ‘spatial principles’, such as the ‘grain size’ and the ‘position’ in the plan.



transforming the existing program



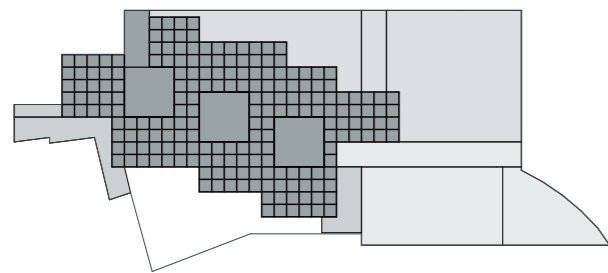
time use of people by age group  
Academy of Architecture Tilburg



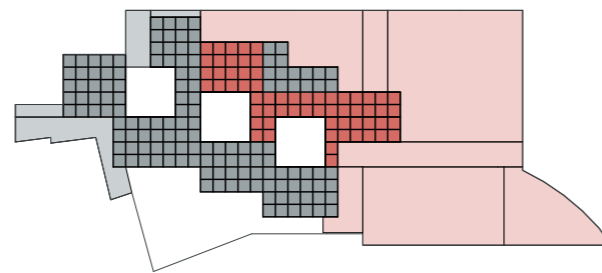
existing + new functions by target group; creating a connective catalyst

## Concept definition; building a new urban framework

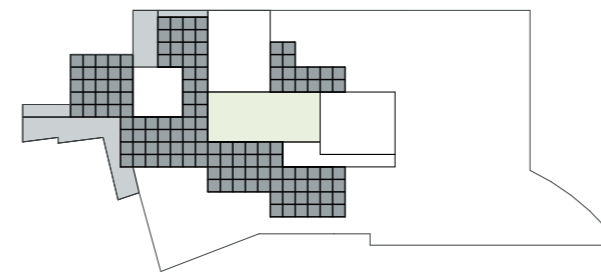
The spatial concept is formed in several steps; each intervention specifically focuses on something in the existing context. The positioning, size and accents within the building volumes leads to new urban space. All interventions aim to enhance the spatial experience for visitors and users.



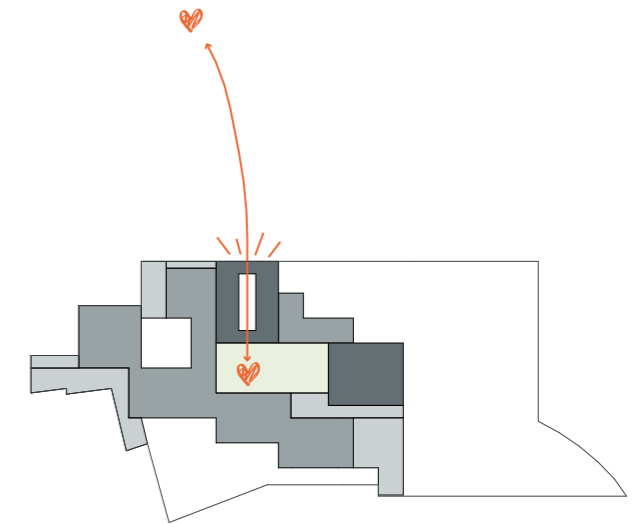
**current context**  
existing time layers



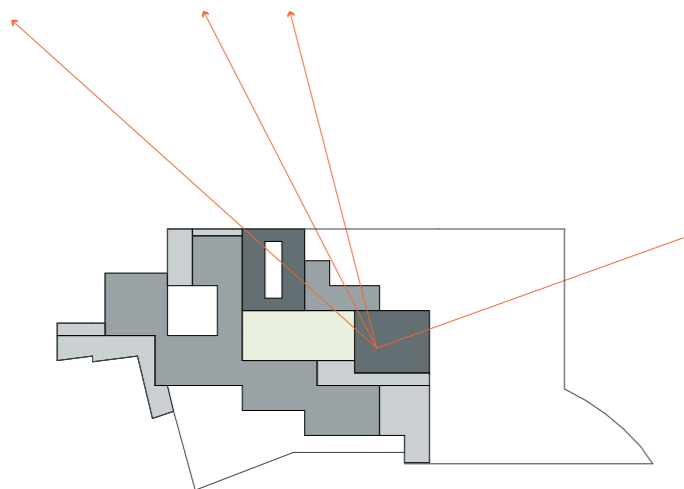
**creating space**  
remove existing building parts



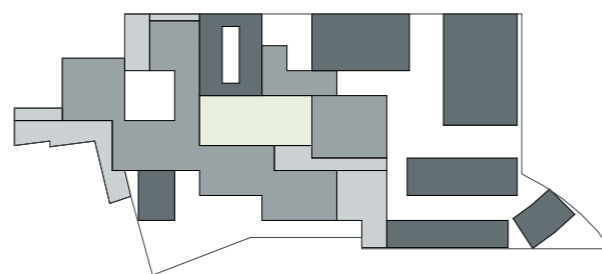
**create a new central heart**  
revalue the existing



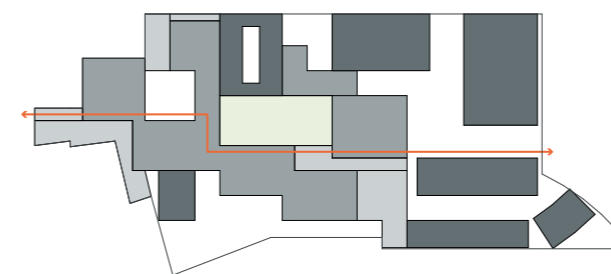
**add new building volumes**  
a gate connects the 'old' + 'new' heart



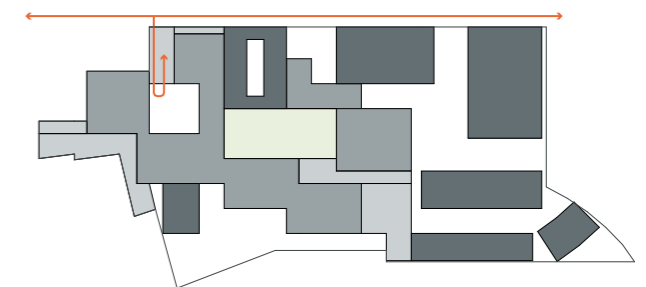
**central height accent**  
special views for the public



**new building zones**  
the base for a new playful urban fabric



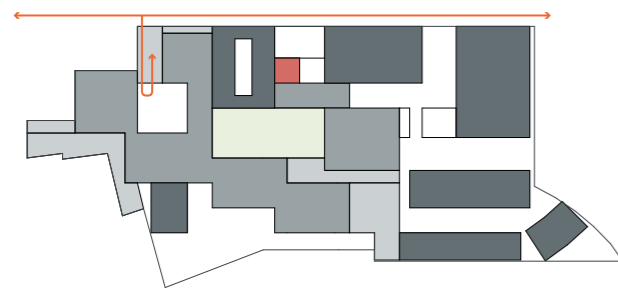
**covered existing connection**  
Bisschopsmolenstraat - Burchtplein



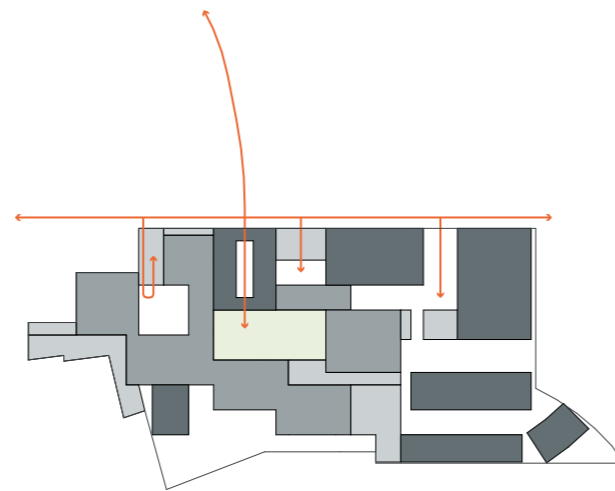
**route Hof van den Houte**  
maintain connection to parking garage

## Concept definition; building a new urban framework

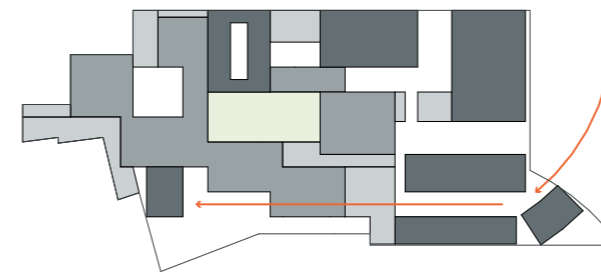
The whole forms a new urban fabric, with courtyards, squares, streets and alleys; this creates a new dynamic in the heart of Etten-Leur. From a dogmatic, functional fossil, to a vital heart with lively chambers.



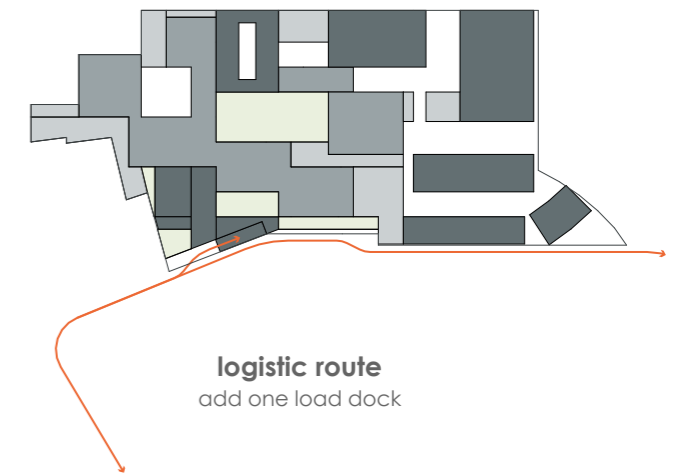
**refine with extensions**  
small accents offer intimacy



**specialize Hof van den Houte**  
'hofje, pleintje, straatje'



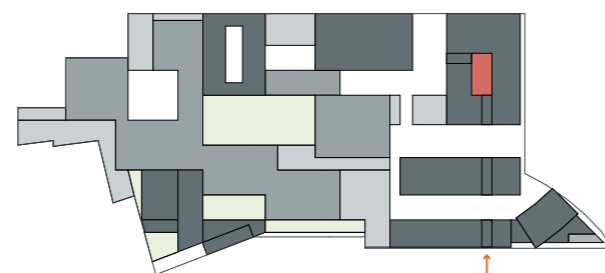
**heal 'rondje centrum' with extra route**  
'afroden' city plan 2000



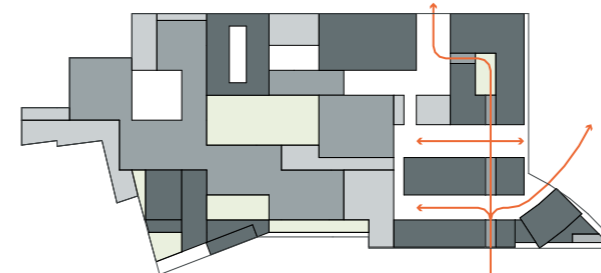
**logistic route**  
add one load dock



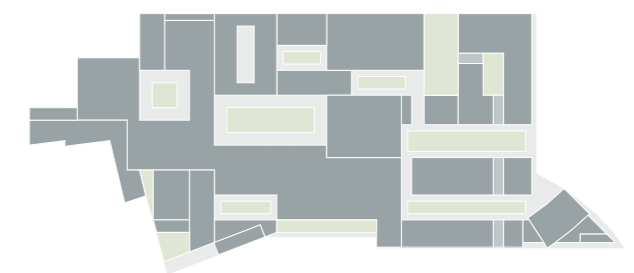
**keep the heart bicycle free**  
bike parking on the edges



**connect to the environment**  
add small look throughs



**wander + discover**  
strengthening the urban fabric



**2030**  
vital heart with lively chambers

## Concept definition; 'Hof van den Houte 2.0'

Castle 'Hof van den Houte' was built in the 'heart' of Etten around 1400. The castle served as a 'leenhof' in the Middle Ages; where 'leenheer van den Houte' stayed. A 'leenheer' was a lord who gave a territory in management to a 'leenman', a dependent person, who was under the protection of the lord and who offered him services in return. Today the nearest form of a 'leenheer' is a banker. Although documentation in the form of (construction drawings) is lacking, the concept of a 'castle' offers a strong spatial starting point. Today the 'heart' has indirectly linked its 'identity' to this castle; not spatially, as visual similarities are limited or abstract, but in the form of street names and murals in the parking garage.

The development of a new 'heart' as a 'castle' offers an opportunity to make a visual link with the past. A characteristic feature of (preserved) castles, is the unity in material and/or colour use, like also historic Mediterranean cities are built. By consistently applying one material and/or colour, the contrast focuses more strongly on the interplay of 'building and landscape'. This results one unique 'world' in which people interact, what influences the experience. This also gives the heart a strong distinctive character, within Etten-Leur and the region; the attractive power (created by, among other things, the architectural language) of castle 'Hof van den Houte 2.0', can become real a catalyst of connection.



Castle Hof van den Houte  
Academy of Architecture Tilburg



sketch Chateau Beaufort

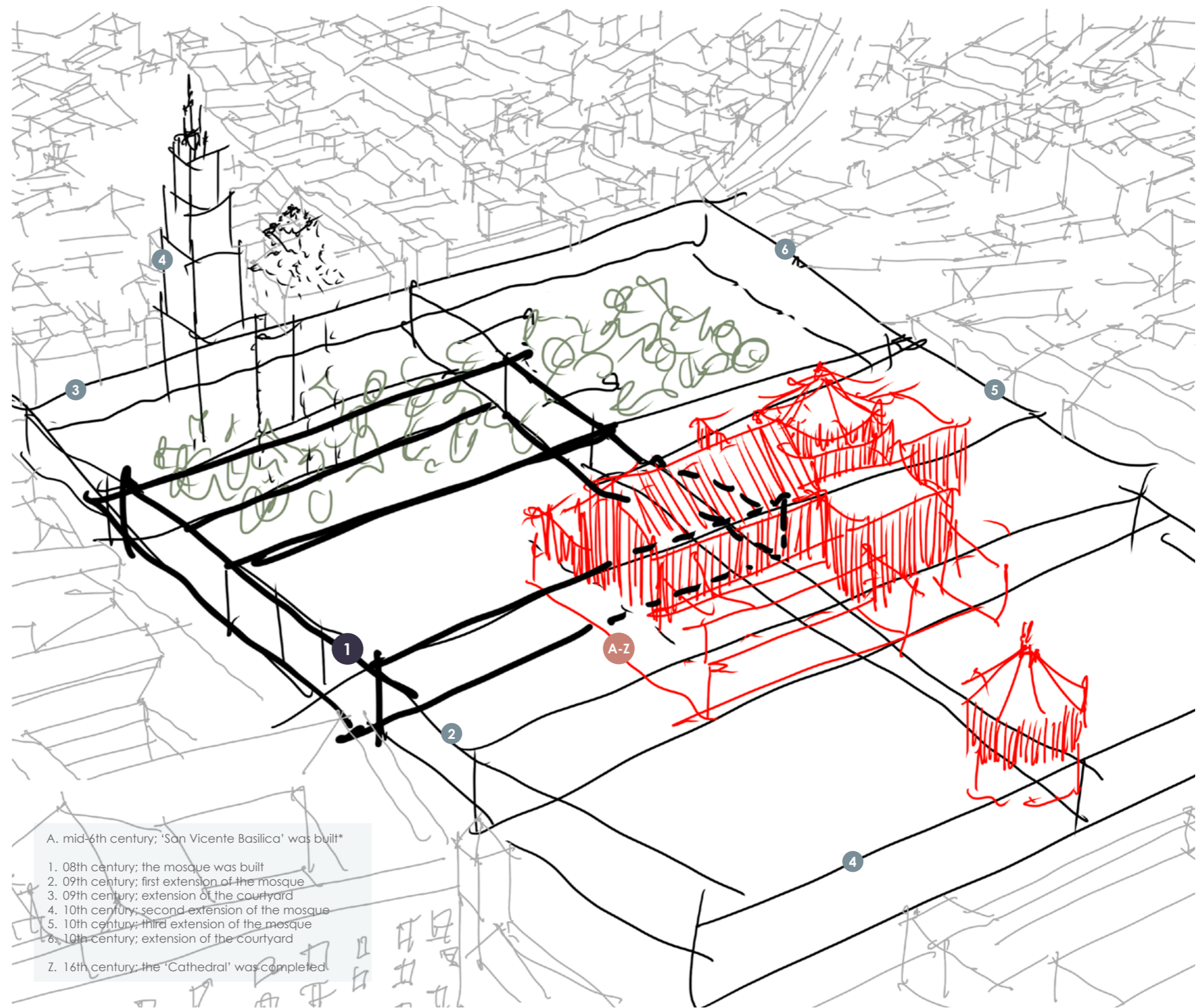
## Concept definition; forming a new 'world'

In the further development to form 'one world', two areas have been briefly observed. By analyzing area A; the Italian port city 'Bari', has been answered; 'what' makes the place rich in variety, despite unity in material/colour use? It can be traced that the rich variation is formed by accents in the volumes; through setbacks, building heights, variation in length - width, open and closed volumes. These spatial characteristics offer many possibilities in the further elaboration.

A reconstruction of the development of the iconic 'Mosque-Cathedral of Córdoba' provides insight into 'how' a structure can form over time. Specifically, the quick scan presents 'how the structure has grown over the years' and 'how new volumes have been added'; specific insights have been applied in the further development from 'concept' to 'space'.



sketch Bari, Italy  
Academy of Architecture Tilburg



A. mid-6th century; 'San Vicente Basilica' was built\*

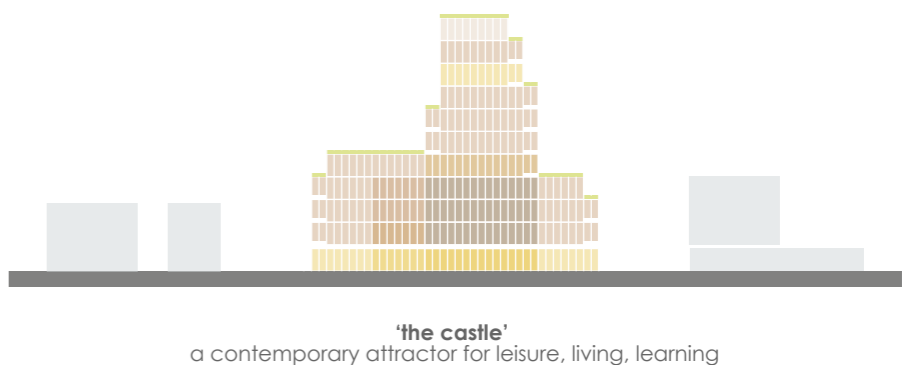
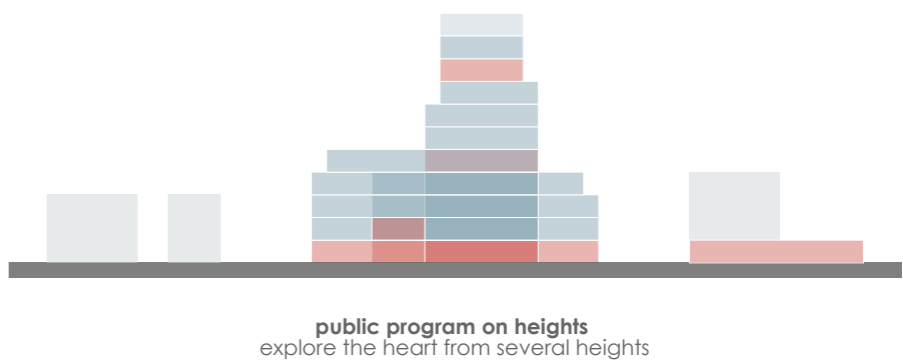
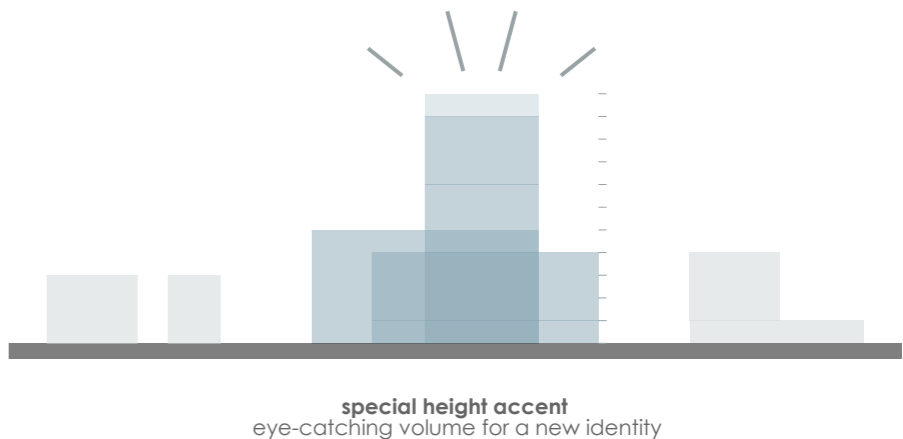
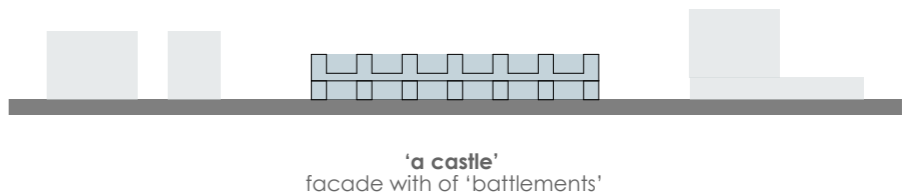
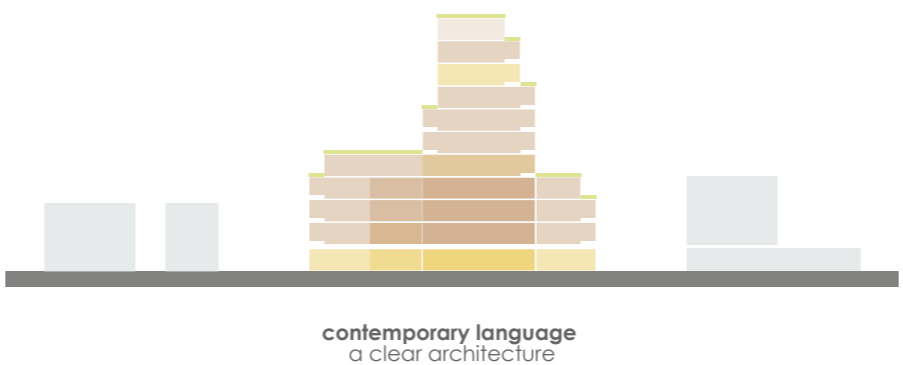
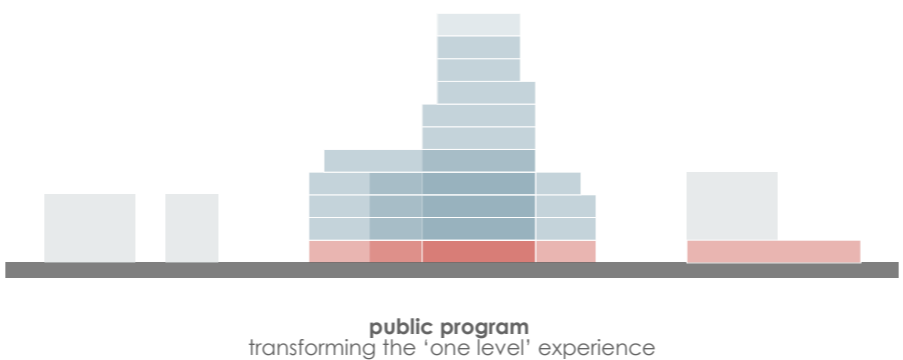
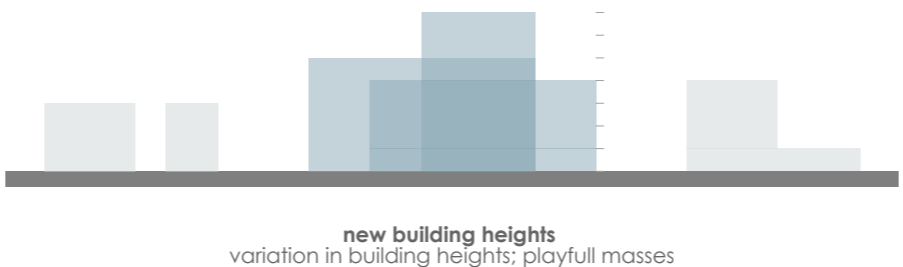
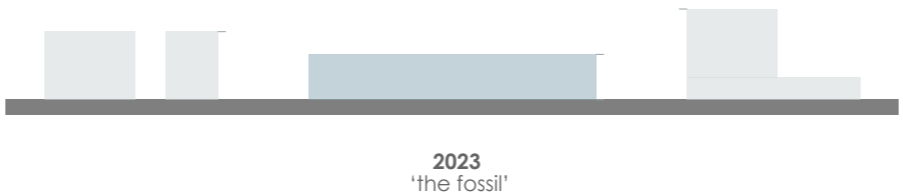
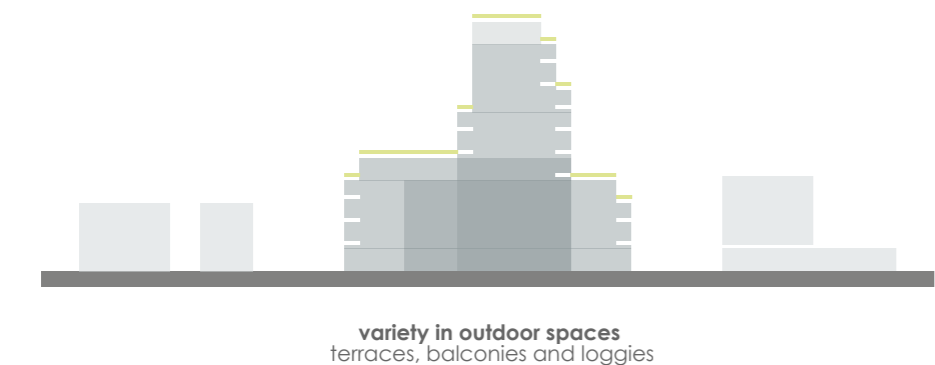
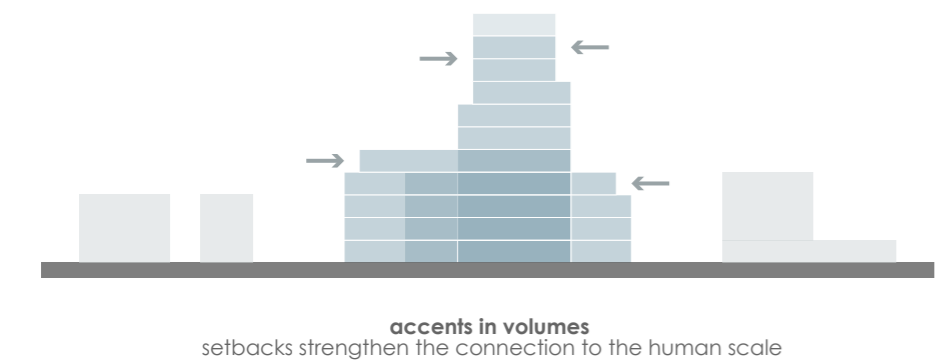
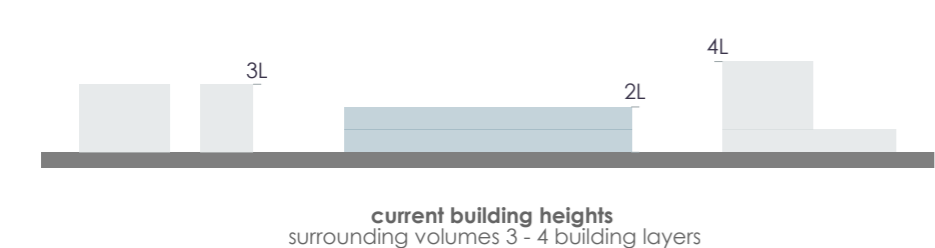
1. 8th century; the mosque was built
2. 9th century; first extension of the mosque
3. 9th century; extension of the courtyard
4. 10th century; second extension of the mosque
5. 10th century; third extension of the mosque
6. 10th century; extension of the courtyard

Z. 16th century; the 'Cathedral' was completed

development of the Mezquita-cathedral de Cordoba

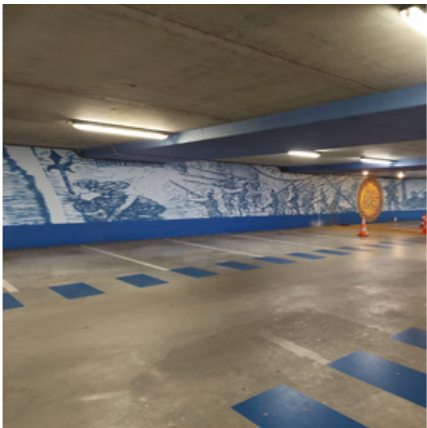
# Concept definition; creating a 'contemporary castle'

From 'the history of the place' a new contemporary spatial answer has been formulated; with specific characteristics. The aim is to form a contemporary architecture, in which spatial accents refer to 'Hof van den Houte'. It is not the intention to 'copy' something, the suggestion of 'kitsch' should be avoided at all times. Based on social trends (such as rising construction costs, the shortage of housing and an eye on the future, in which attention is paid to reuse), a clear, yet playful rhythm, built up from repetitive elements, offers an appropriate methodology.

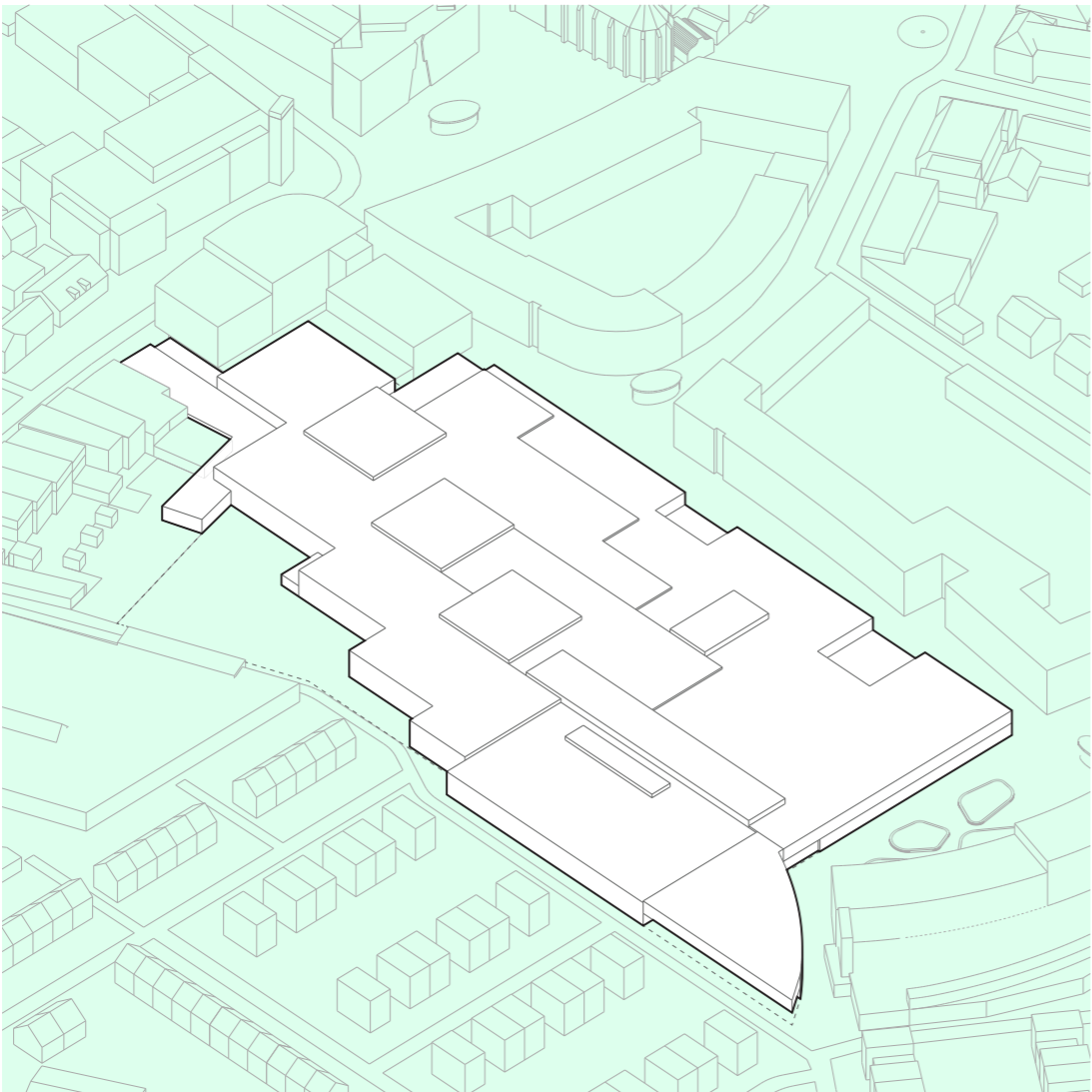


# Concept definition; translating the 'ideology' to 'space'

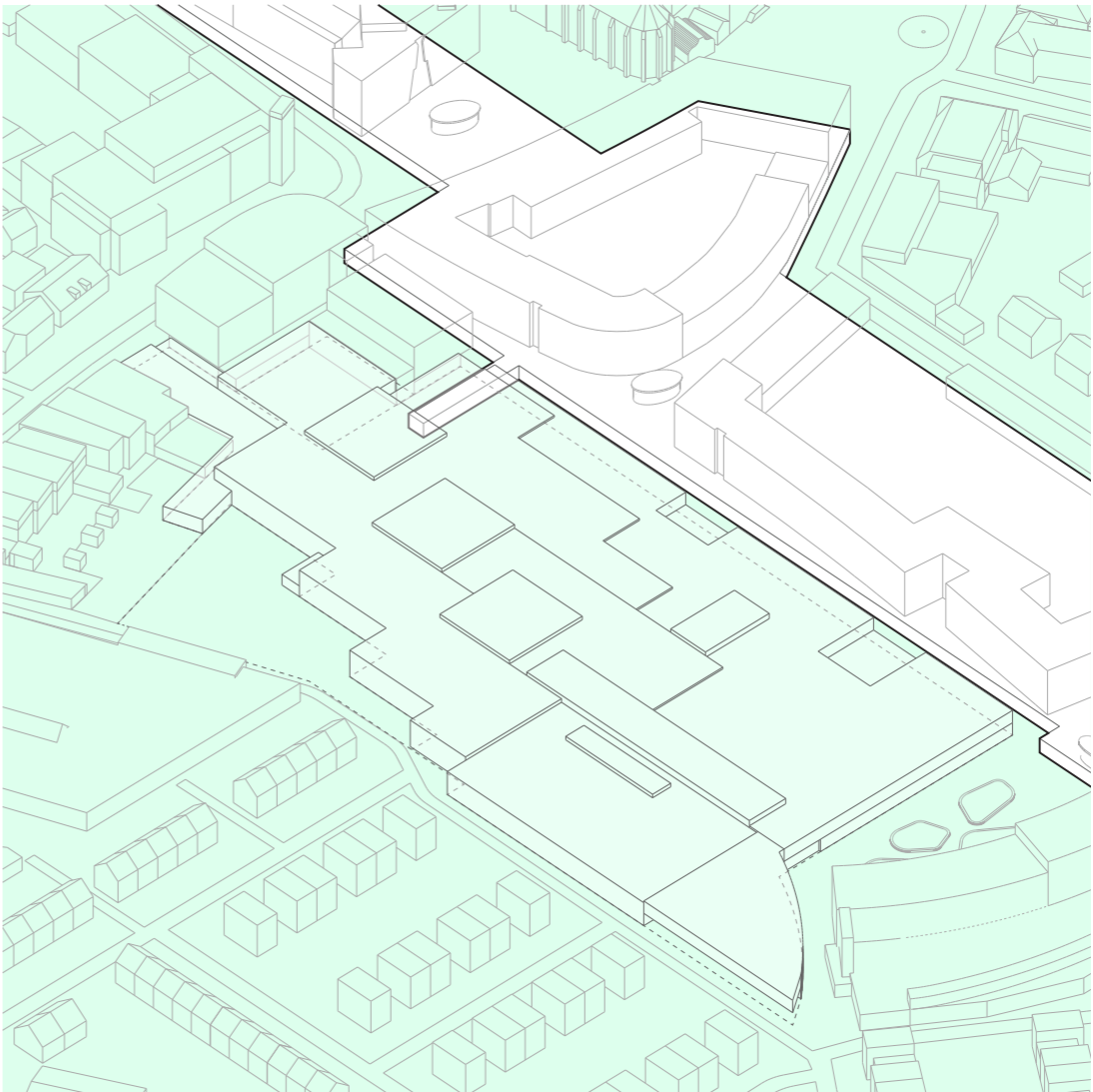
The spatial concept is formed by clear design steps; presented in isometric drawings; from the existing context to the new proposal. The drawings are clarified by captions and images.



historical murals of Etten-Leur in the parking garage



current morphology  
the 'fossil'

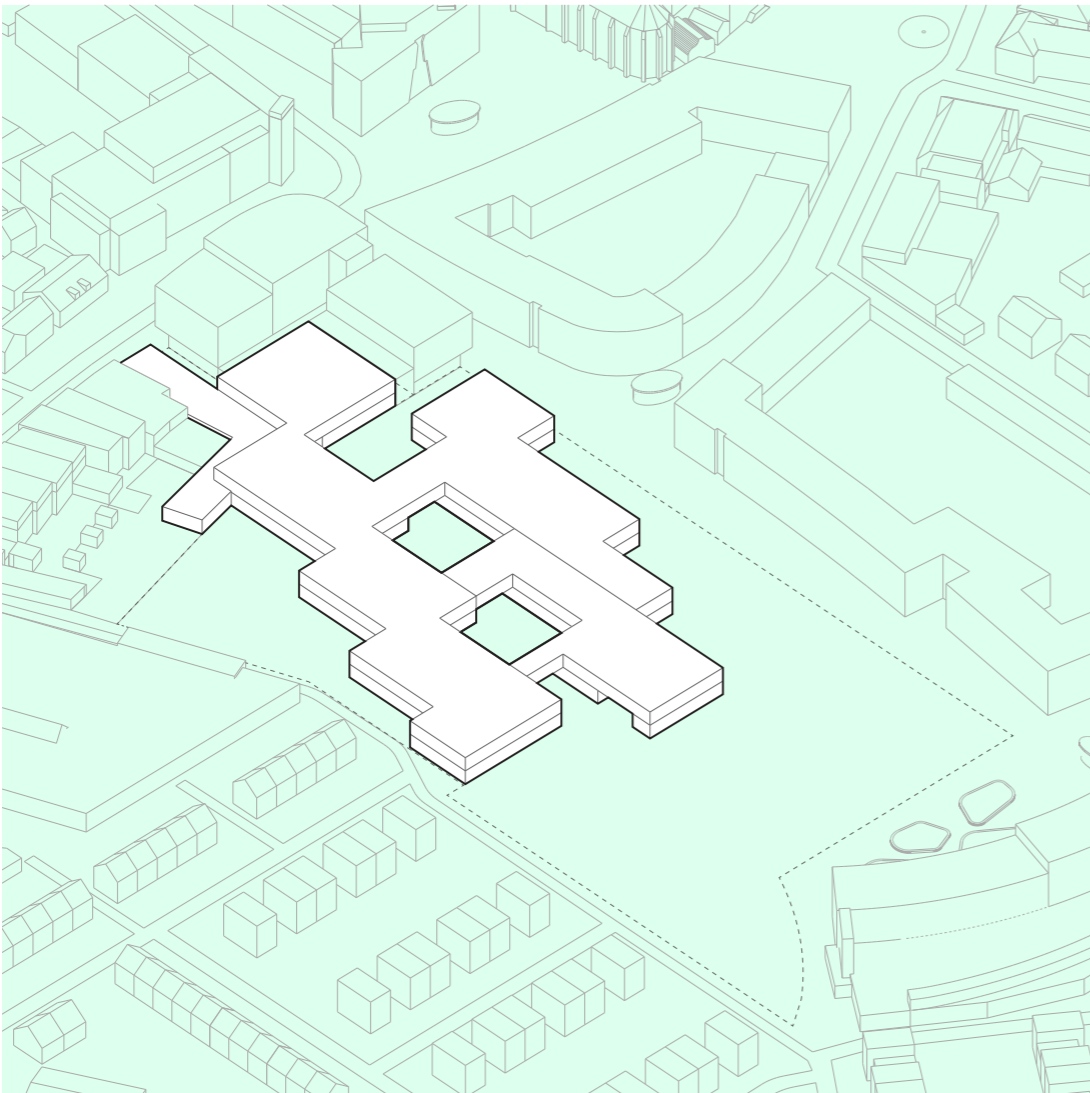


connection to the existing parking garage  
functional given

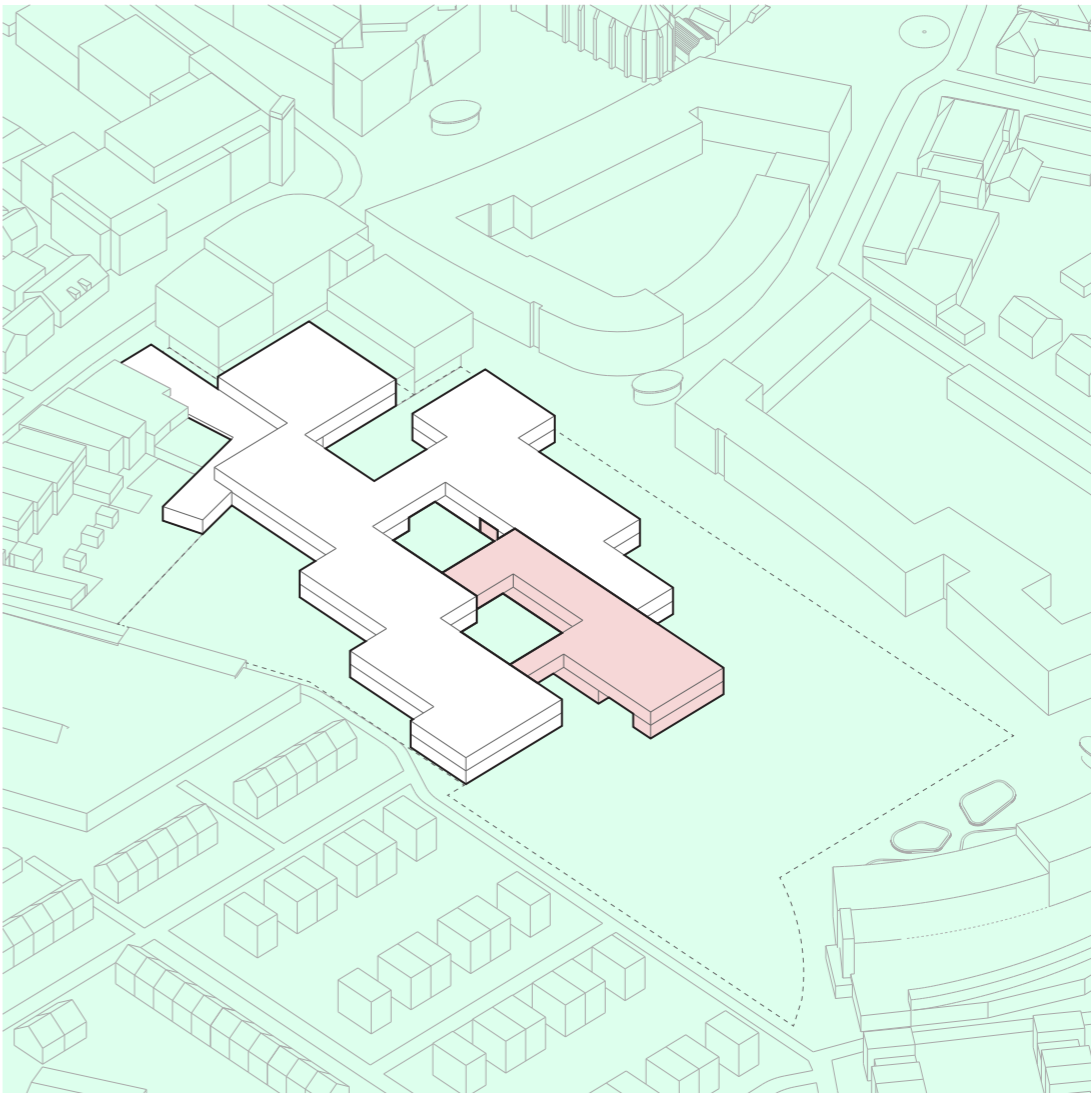
Concept definition; translating the ‘fabric’ to ‘space’



the original structure from 1965

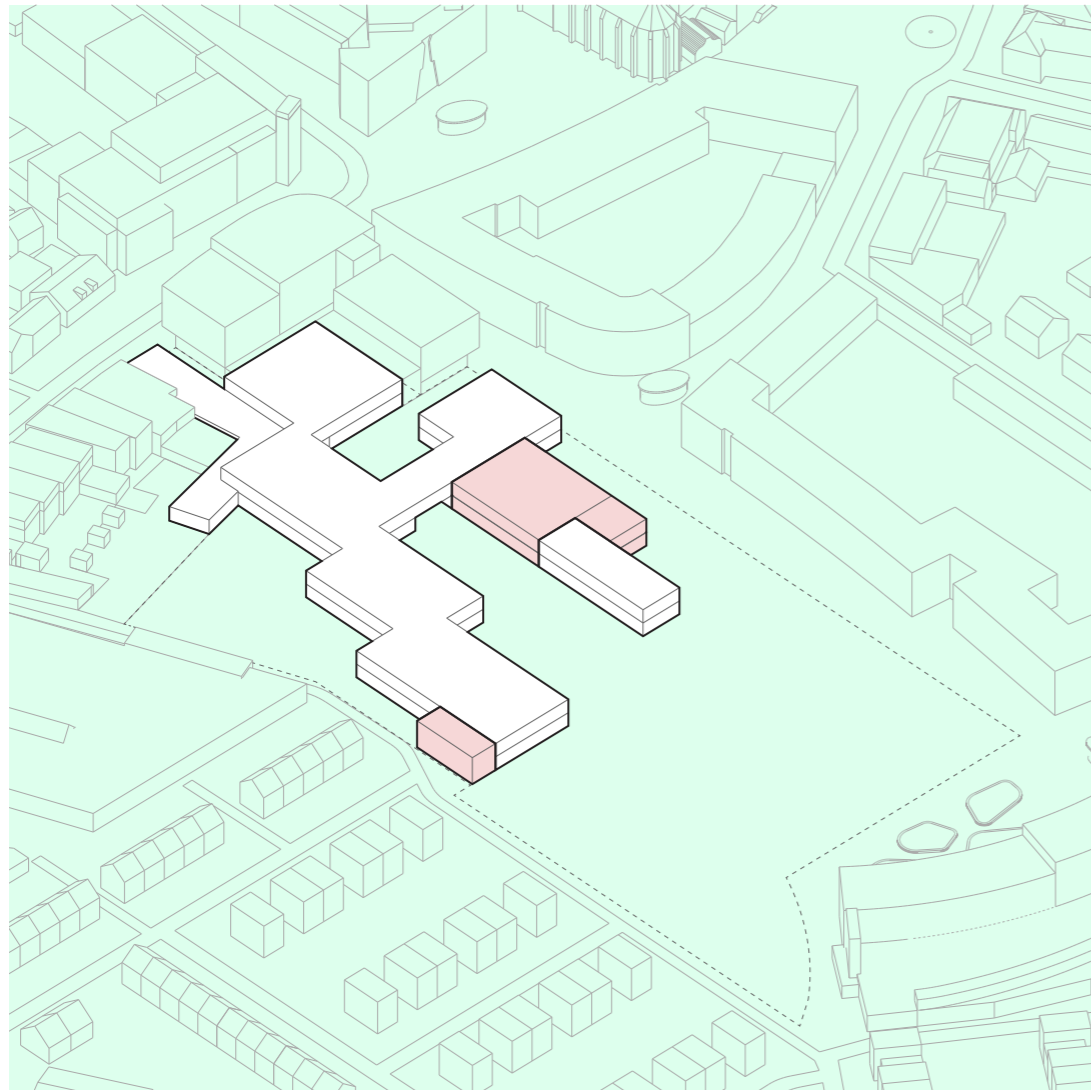


**back to the origin**  
remove newer building parts; to create new space

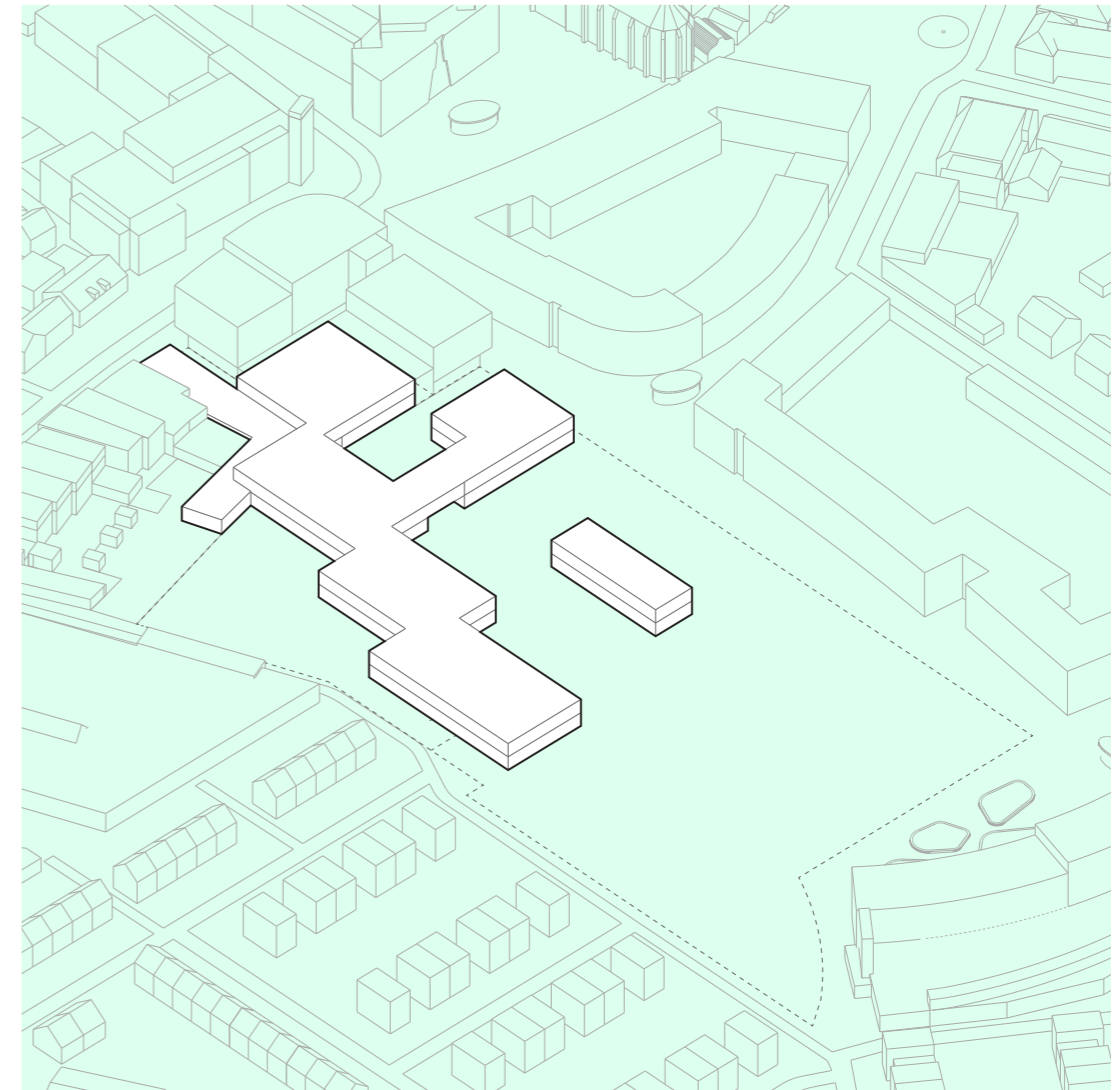


**creating space (phase I)**  
a big spatial intervention to create the most special quality

## Concept definition; translating the 'fabric' to 'space'

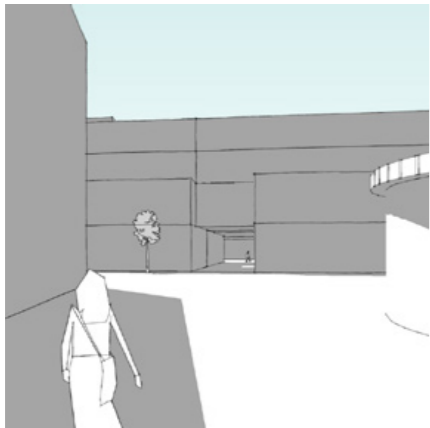


**creating space (phase II)**  
additional space creation; for new space to form

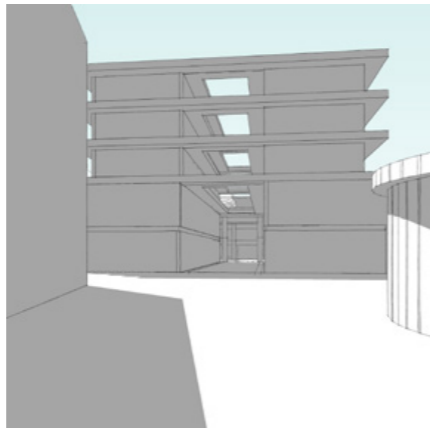


**remaining building parts**  
70% of the original structure has been preserved

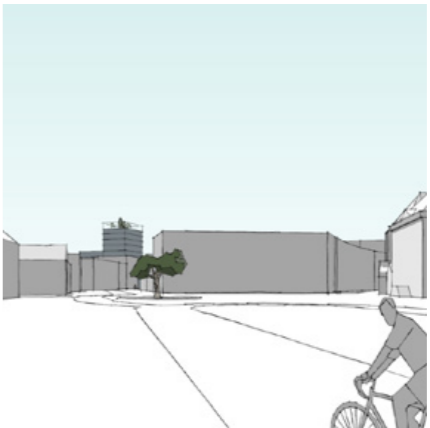
Concept definition; translating the 'fabric' to 'space'



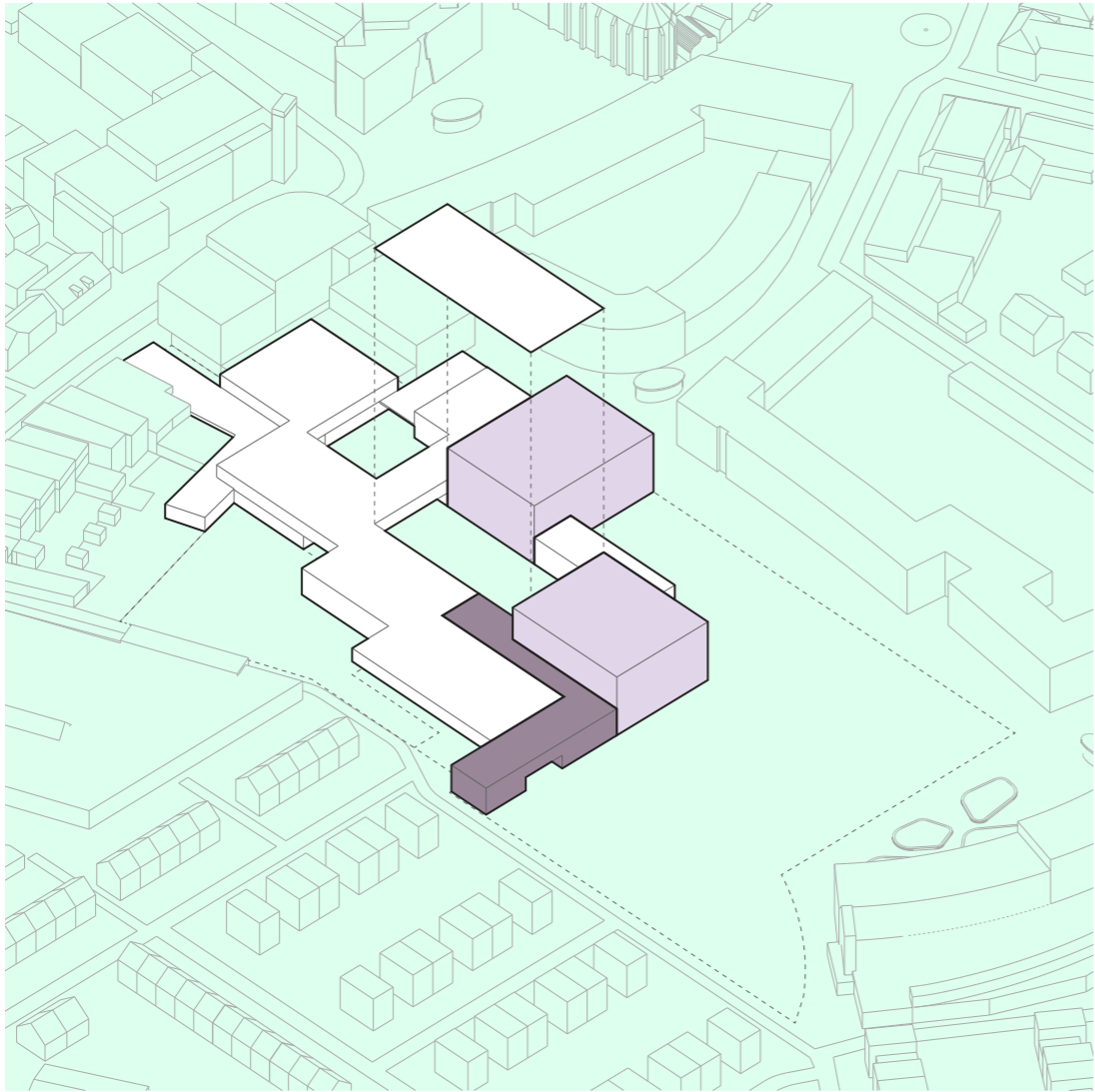
spatial testing; creating a new 'gatehouse'



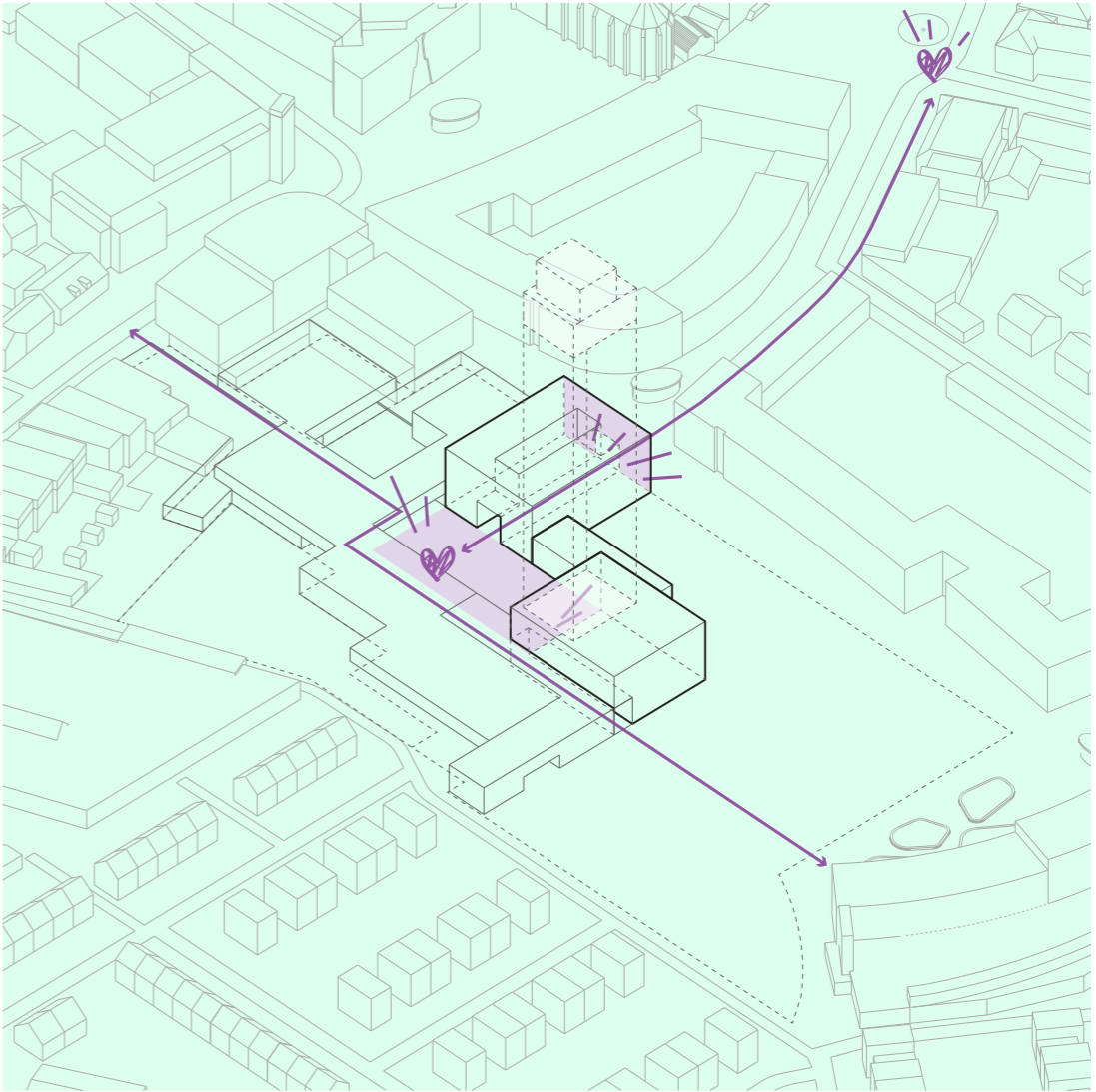
Markt, Etten-Leur



spatial testing; view from the 'Markt'



**creating a new heart**  
two new building volumes form the central heart

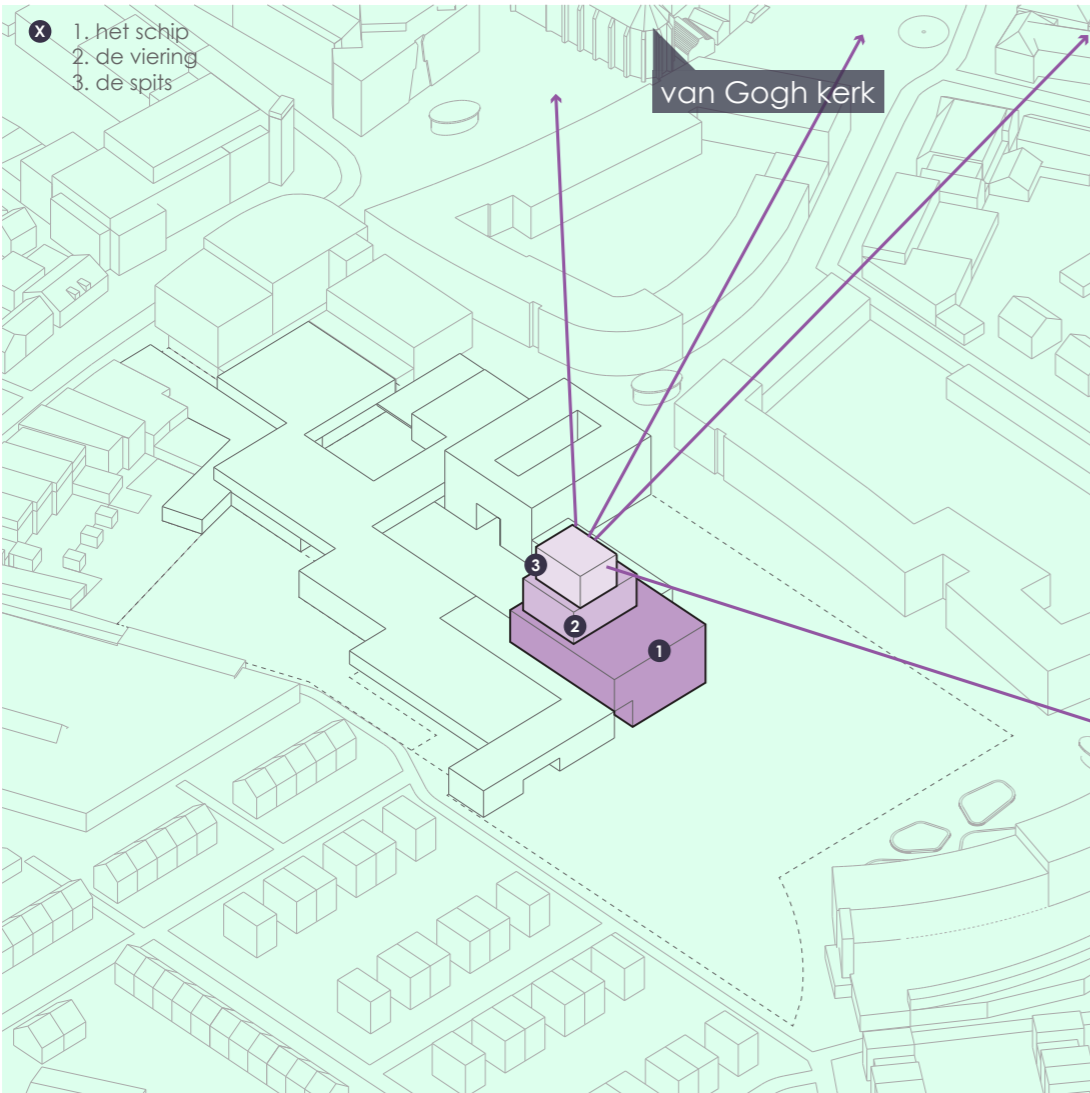


**connecting the 'heart' with the 'heart'**  
a new connection from the 'Markt' to the central courtyard

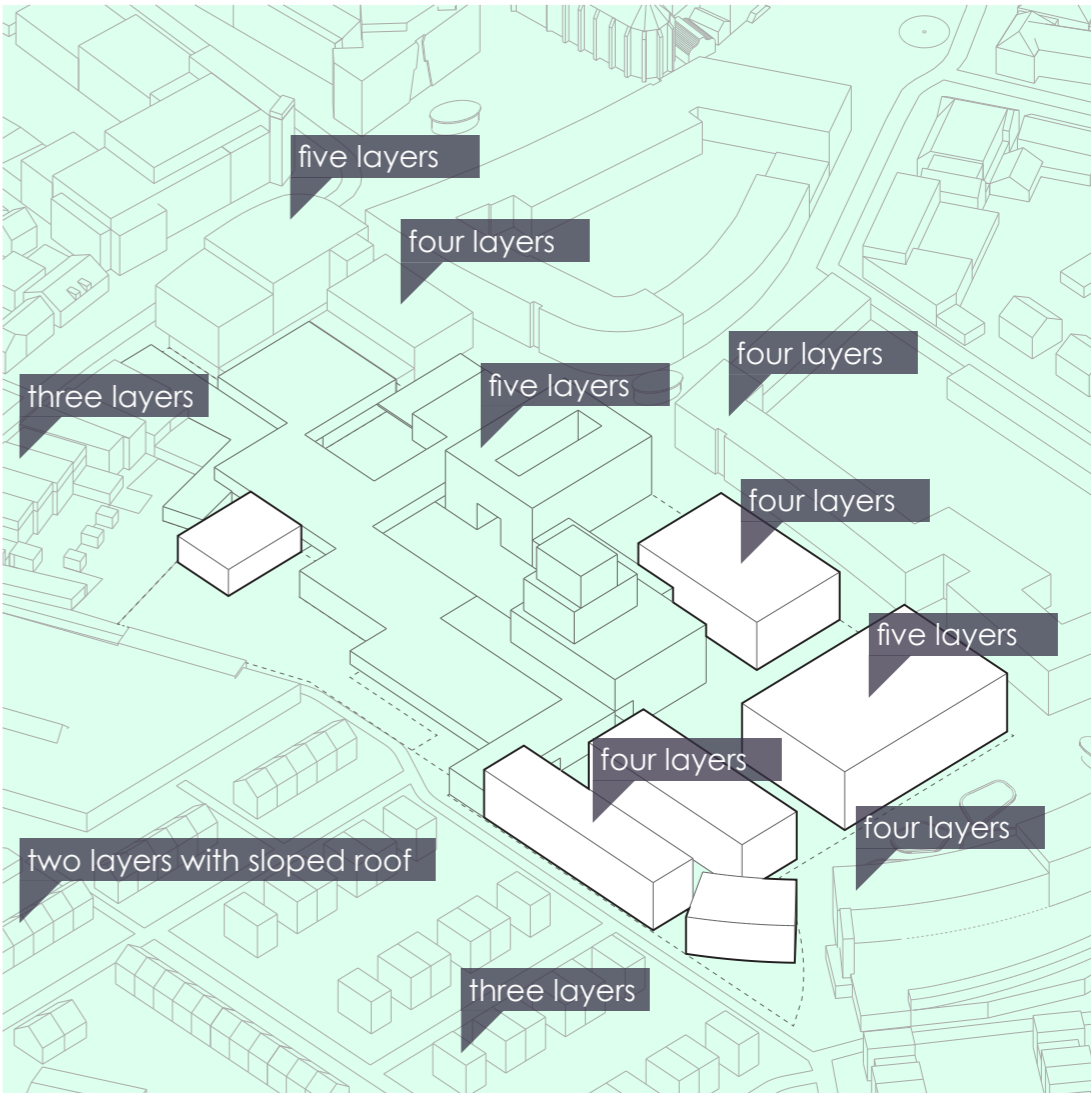
Concept definition; translating the 'fabric' to 'space'



the 'layering' refers to the 'van Goghkerk'



**forming a layered height accent**  
the eye-catching 'building' is a symbol for a new identity



**adding new volumes**  
the building height connects with the existing

## Concept definition; translating the 'fabric' to 'space'



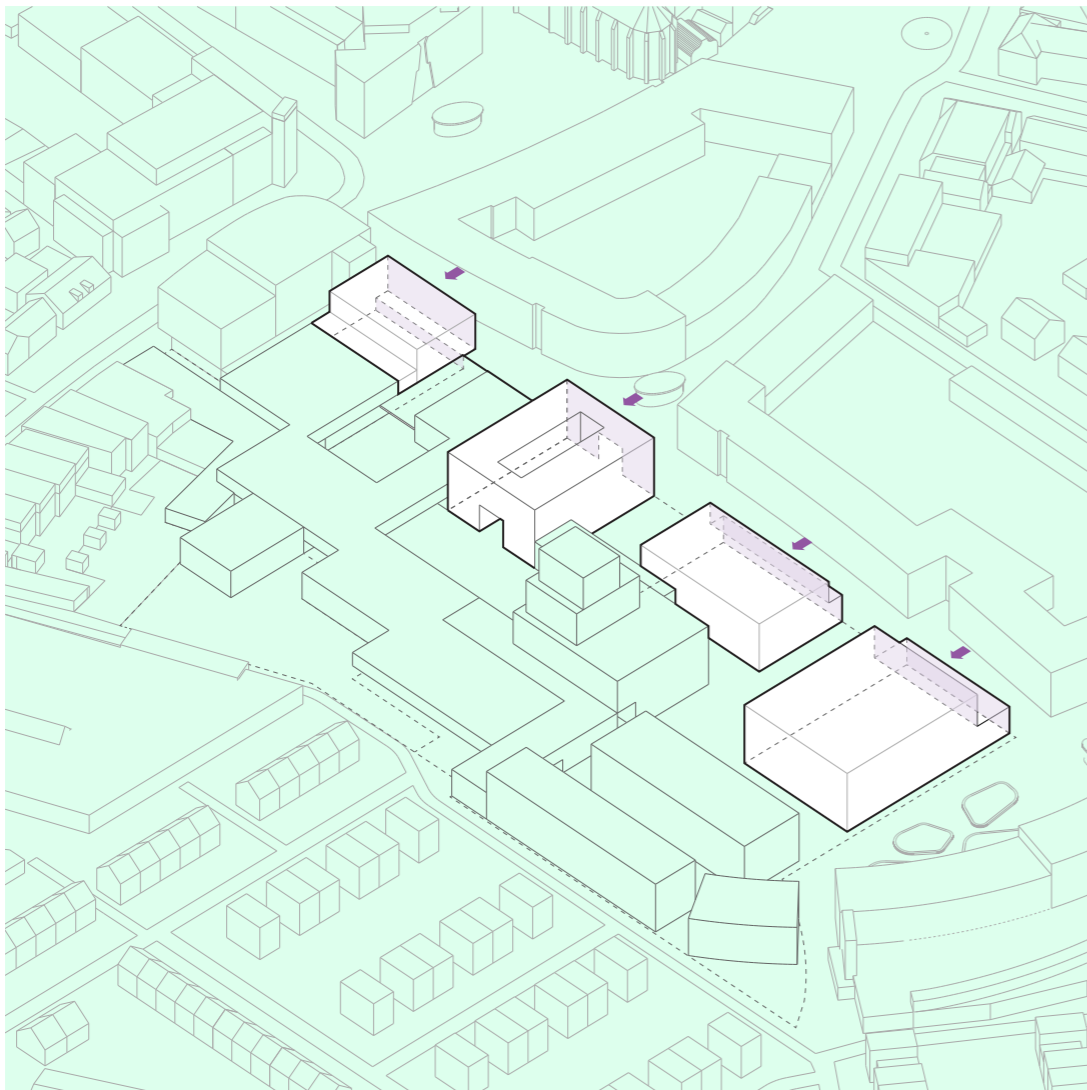
reference; Priba, Bedaux de Brouwer



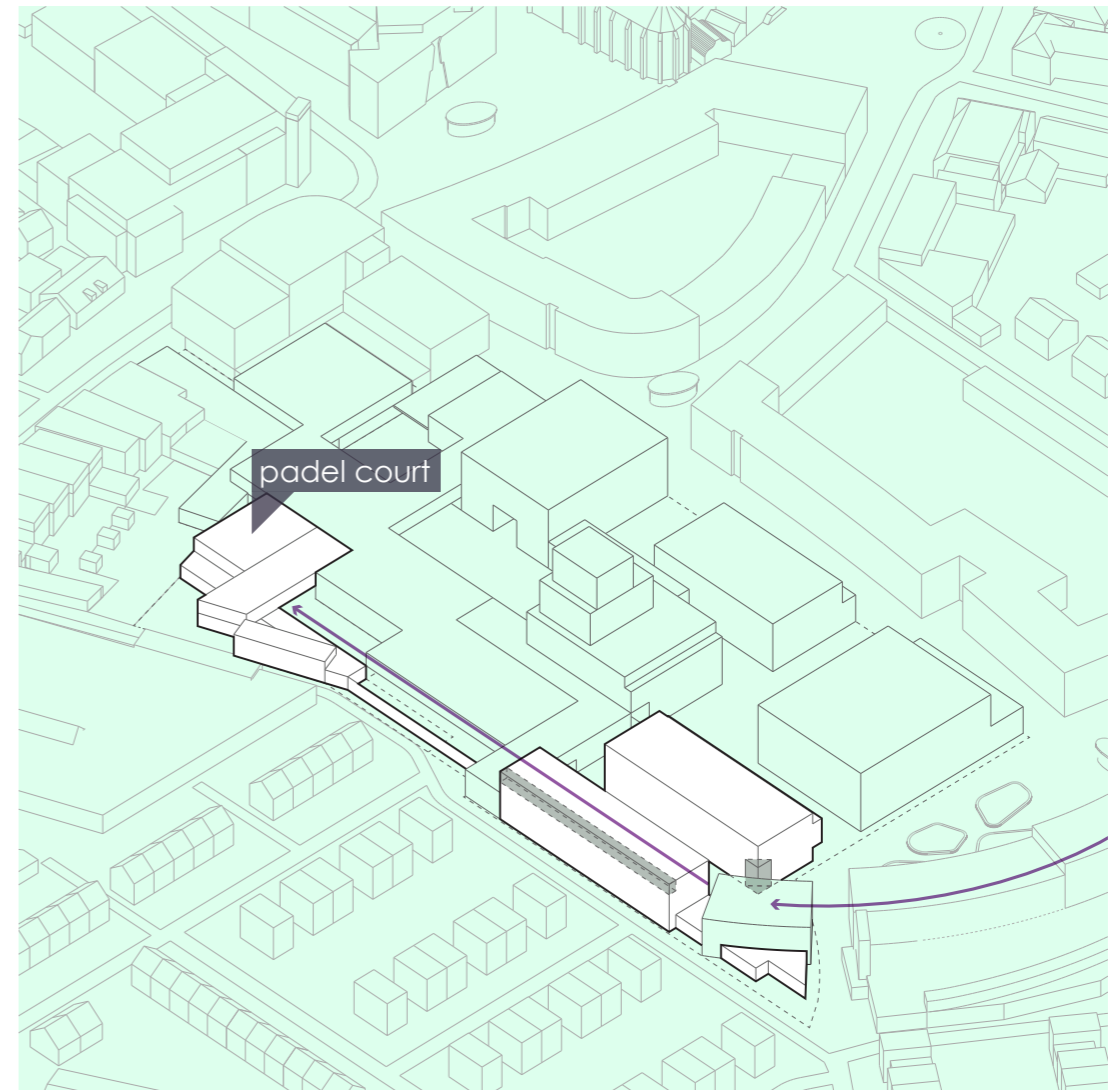
utilize the existing curved volumes



padel as 'attractor'



**intensity and offer 'licht + lucht'**  
playful facade line, Hof van den Houte



**create a new route**  
'het centrumplan afronden', add a new attractor; padel court

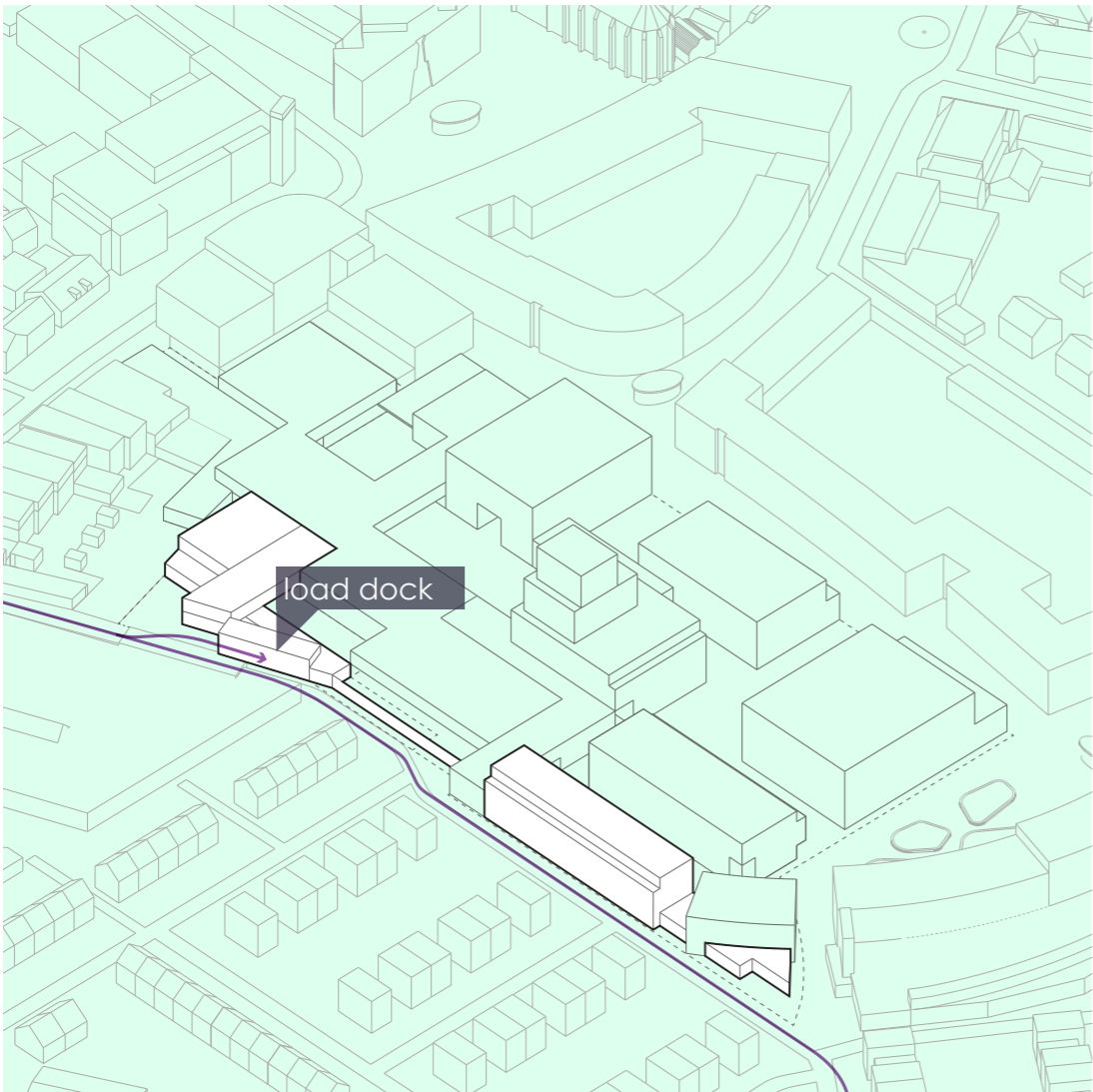
Concept definition; translating the 'fabric' to 'space'



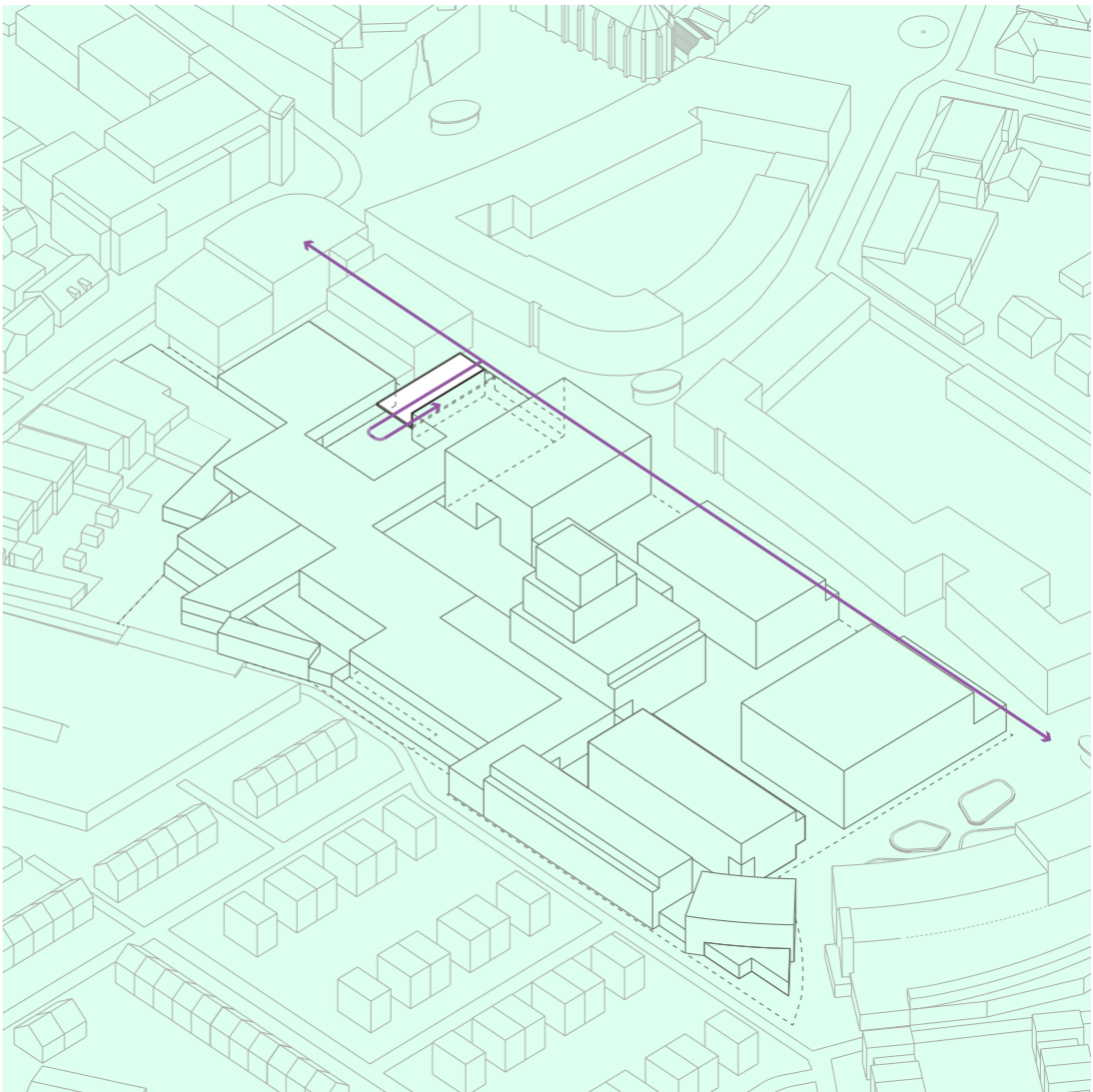
the existing loaddock



the existing connection to the parking garage



add a new load dock  
near the existing logistic point



preserved part along Hof van den Houte  
current the main shopping street with an access to the parking garage

# Concept definition; translating the 'fabric' to 'space'



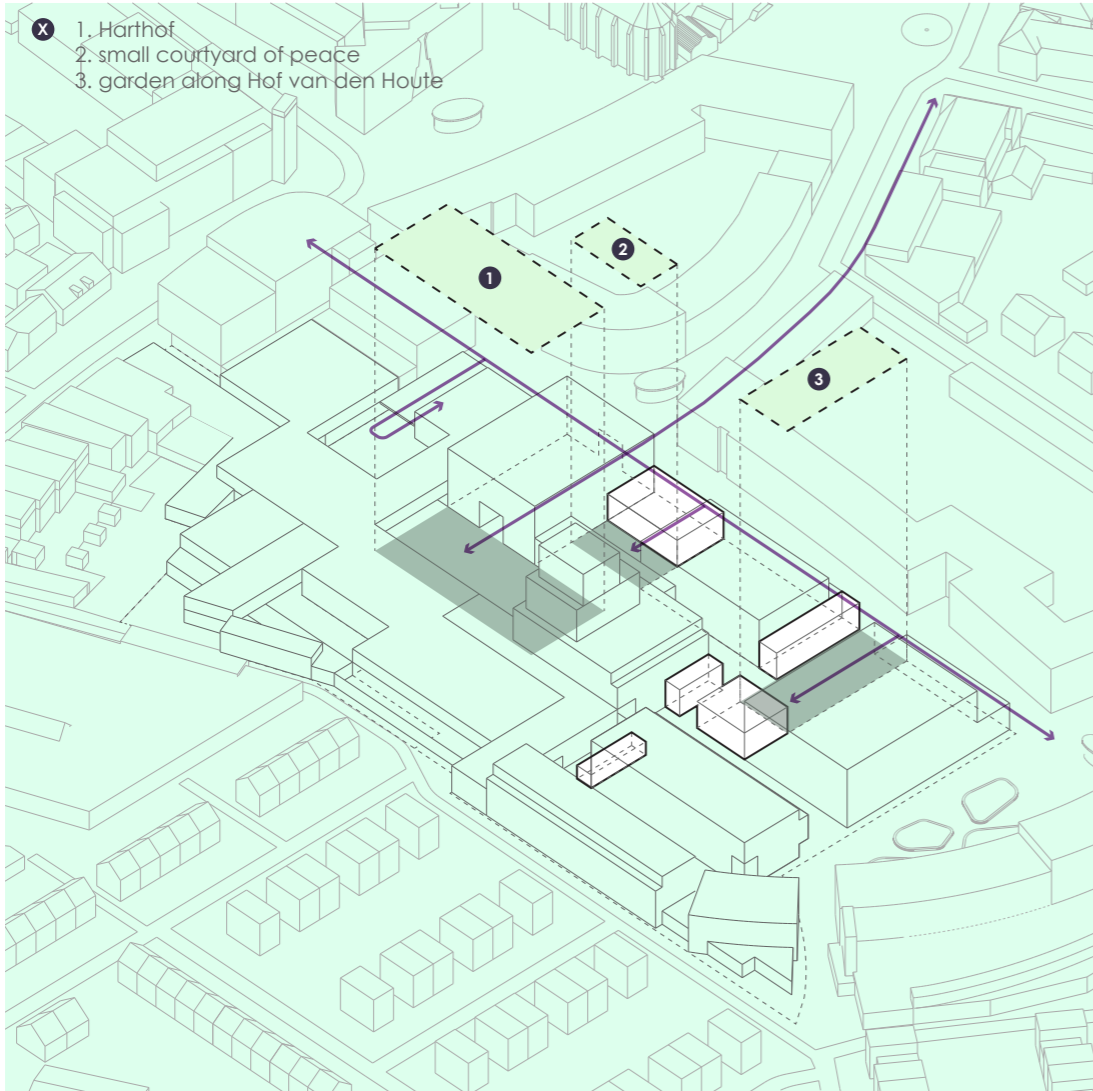
the existing loaddock



the existing loaddock

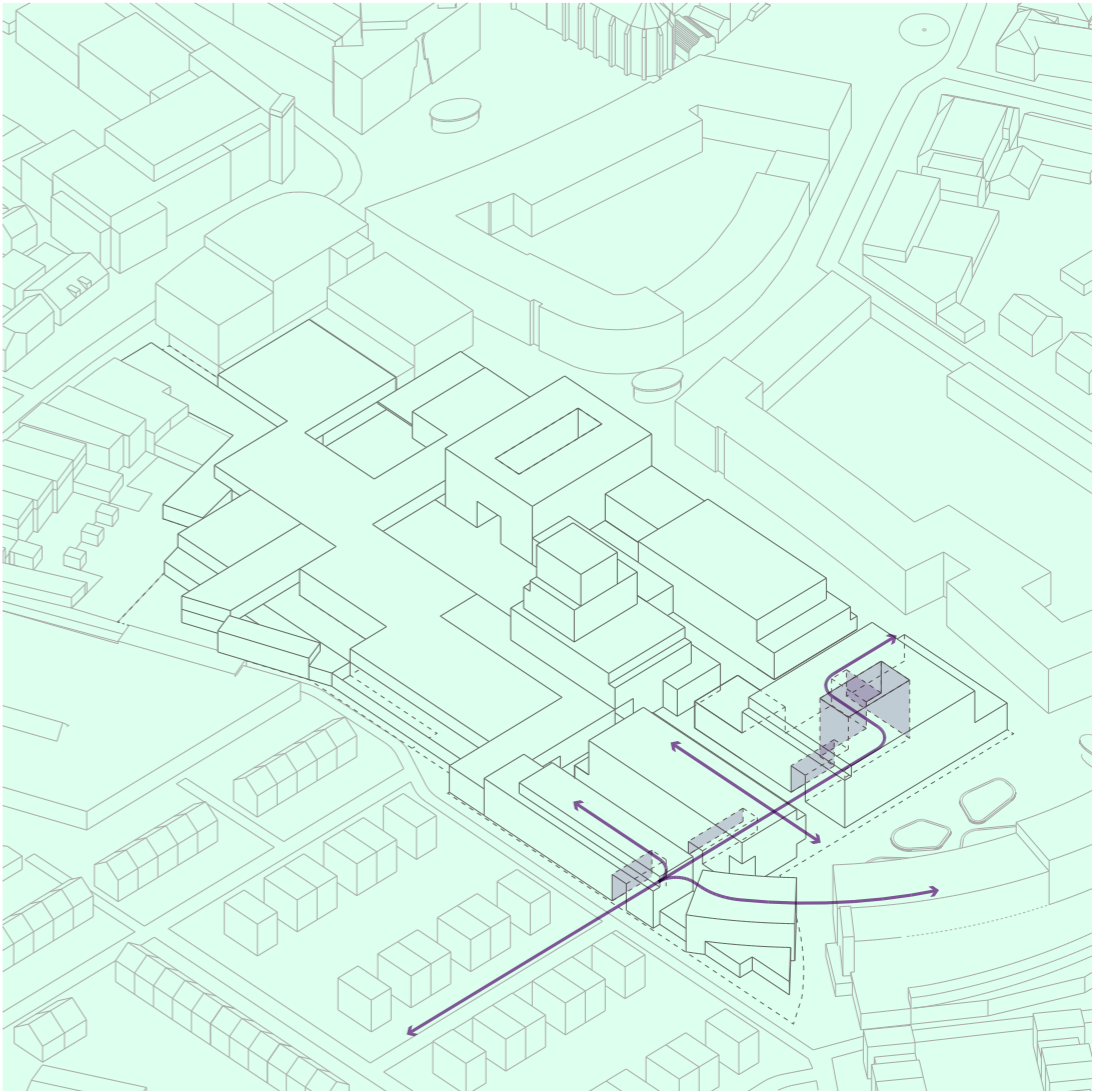


reference; Spaarndammerhart, Korth Thielens



**transform Hof van den Houte**

surprises along Hof van den Houte; squares, courtyards, streets; variation in size and usage



**(he)ART route #vangogh**

alleys throughout the plan provide artistic space

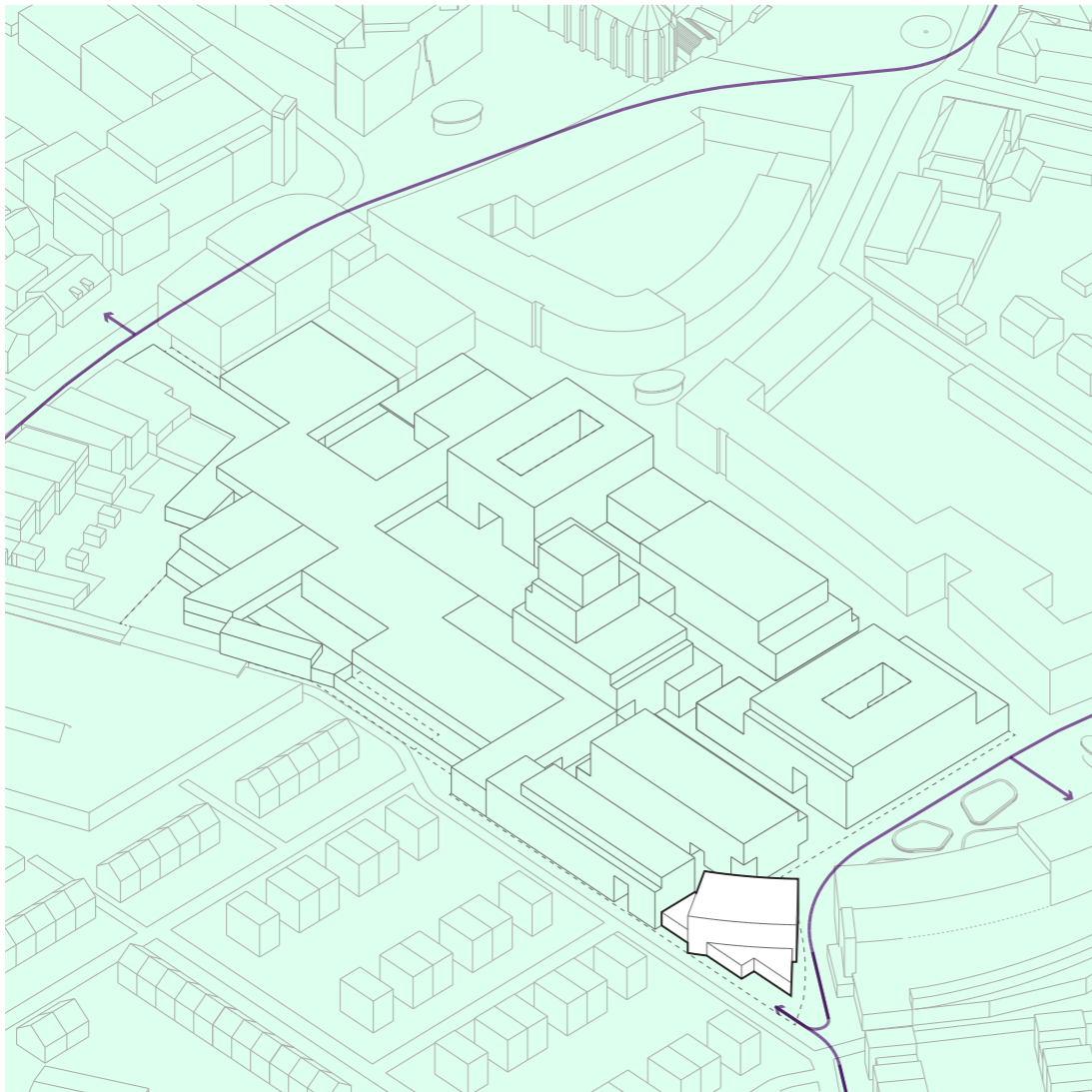
Concept definition; translating the 'fabric' to 'space'



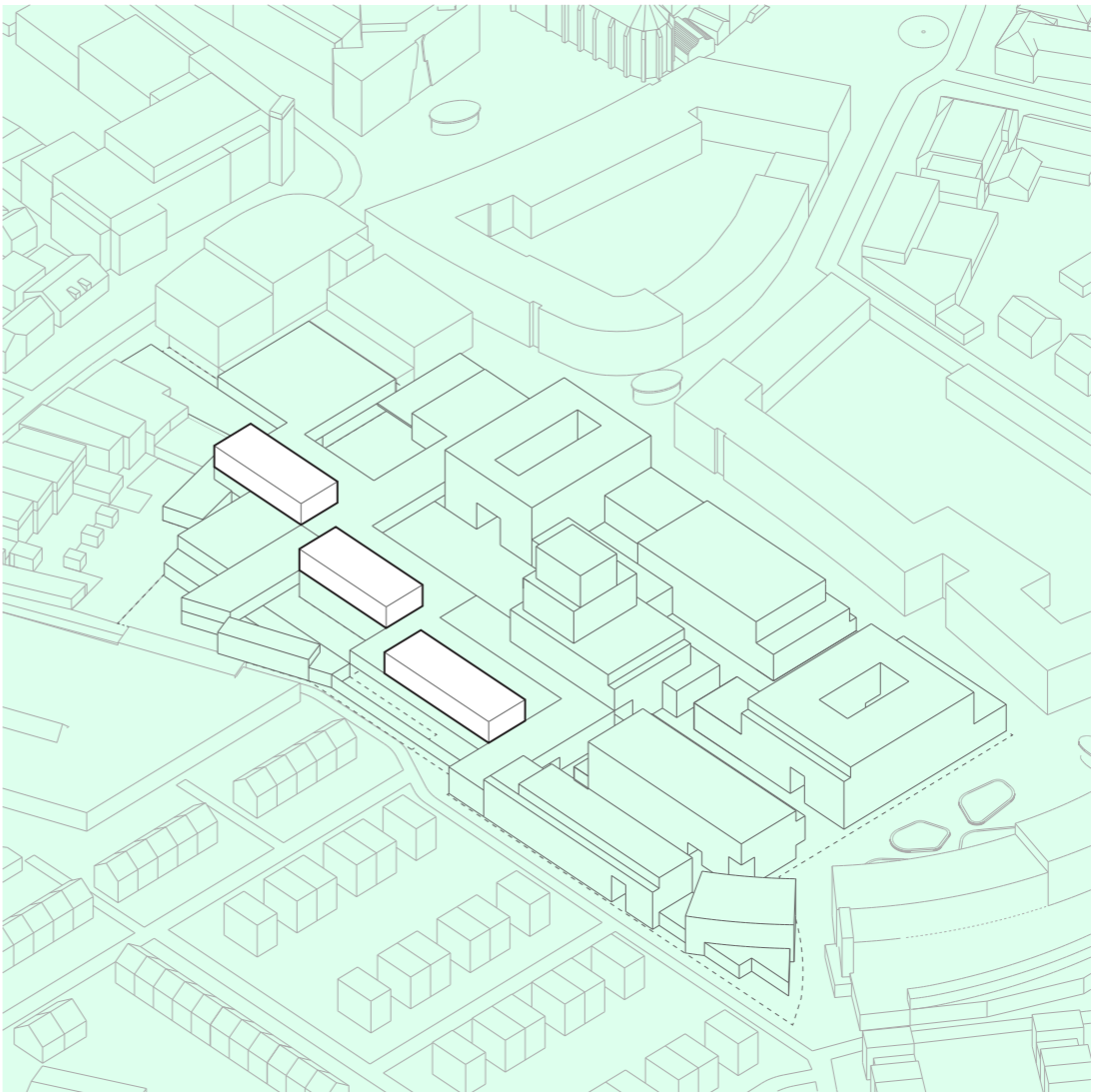
bikehub; store, repair + delivery point



reference; superlofts, Marc Koehler



**mobility hub**  
bike parking on the edges



**roof extensions; urban lofts**  
an appropriate intervention in a second phase

Concept definition; translating the 'fabric' to 'space'



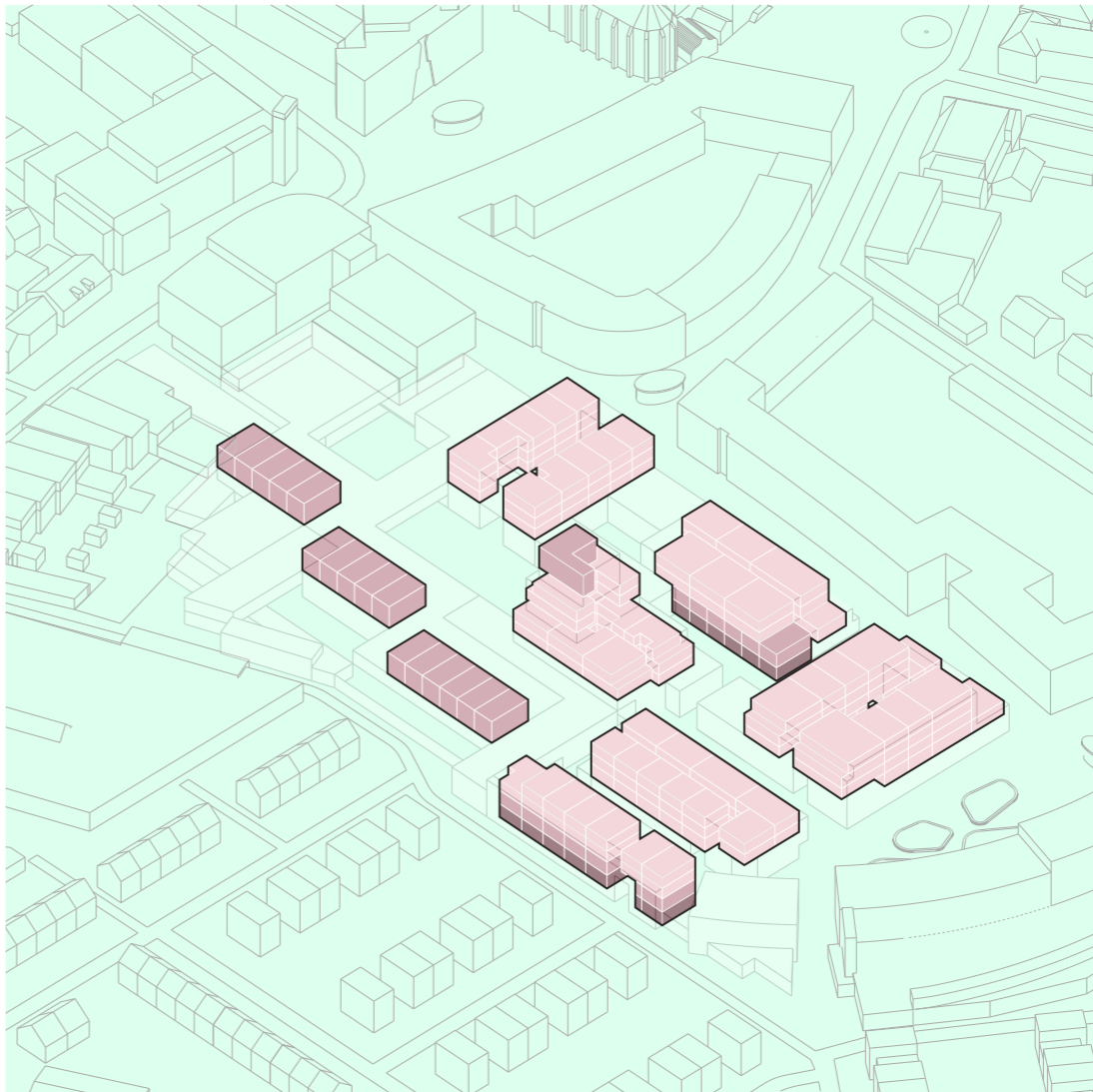
Little C, Rotterdam



new developments in the inner city of Tilburg



**form a nature inclusive heart**  
urban nature offers a new atmosphere in the heart

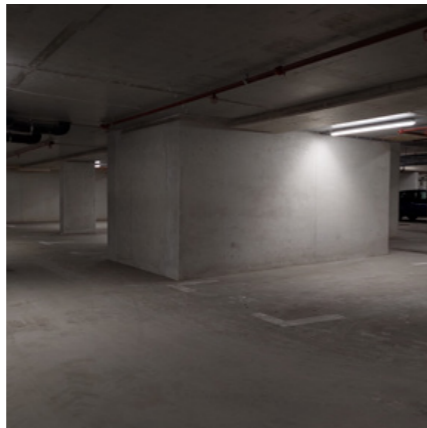


**mixed residential program**  
a valuable addition to the housing program in Etten-Leur

Concept definition; translating the 'fabric' to 'space'



Little C, Rotterdam



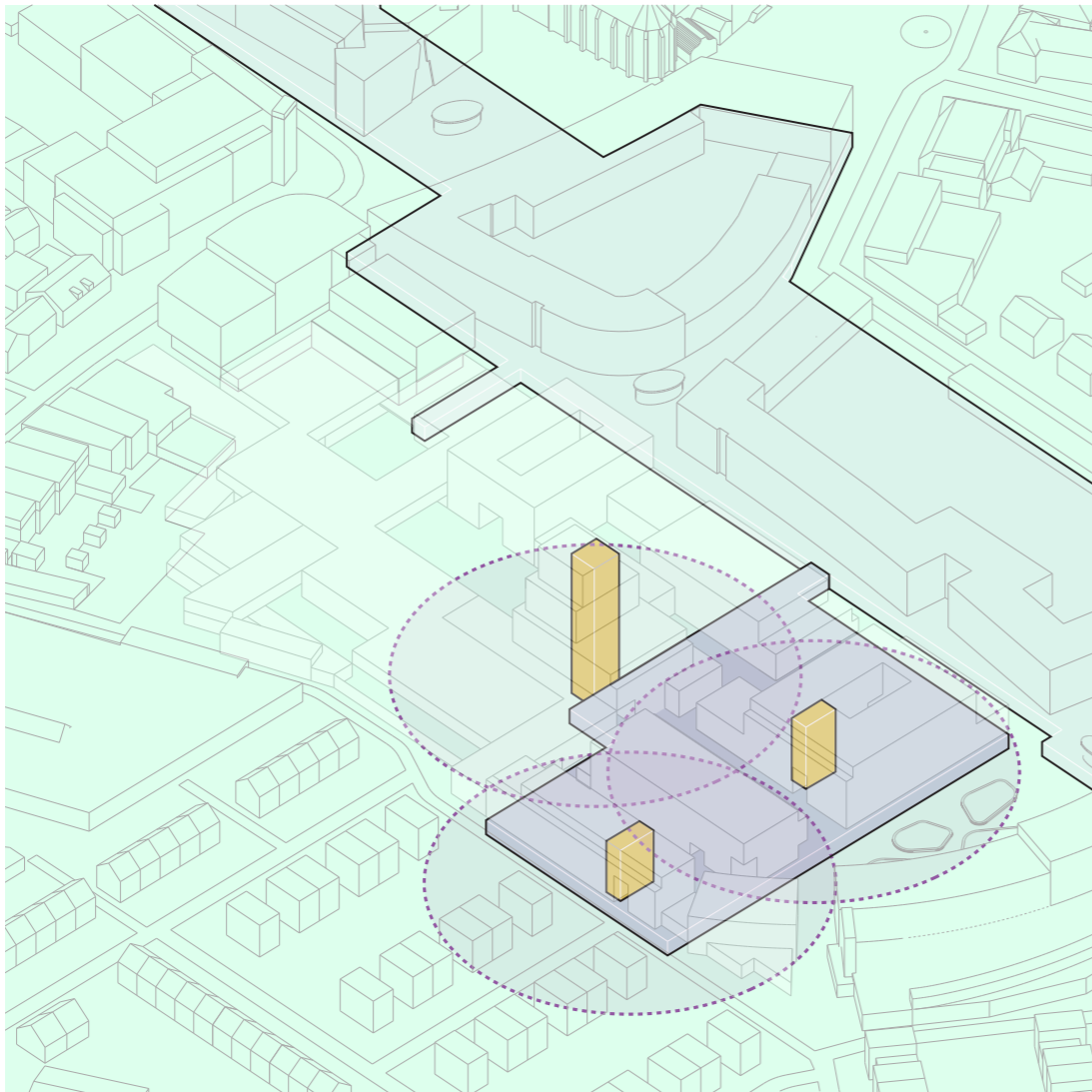
provide space for the landscape



Urban Shopper Shopping Centre @Strijp

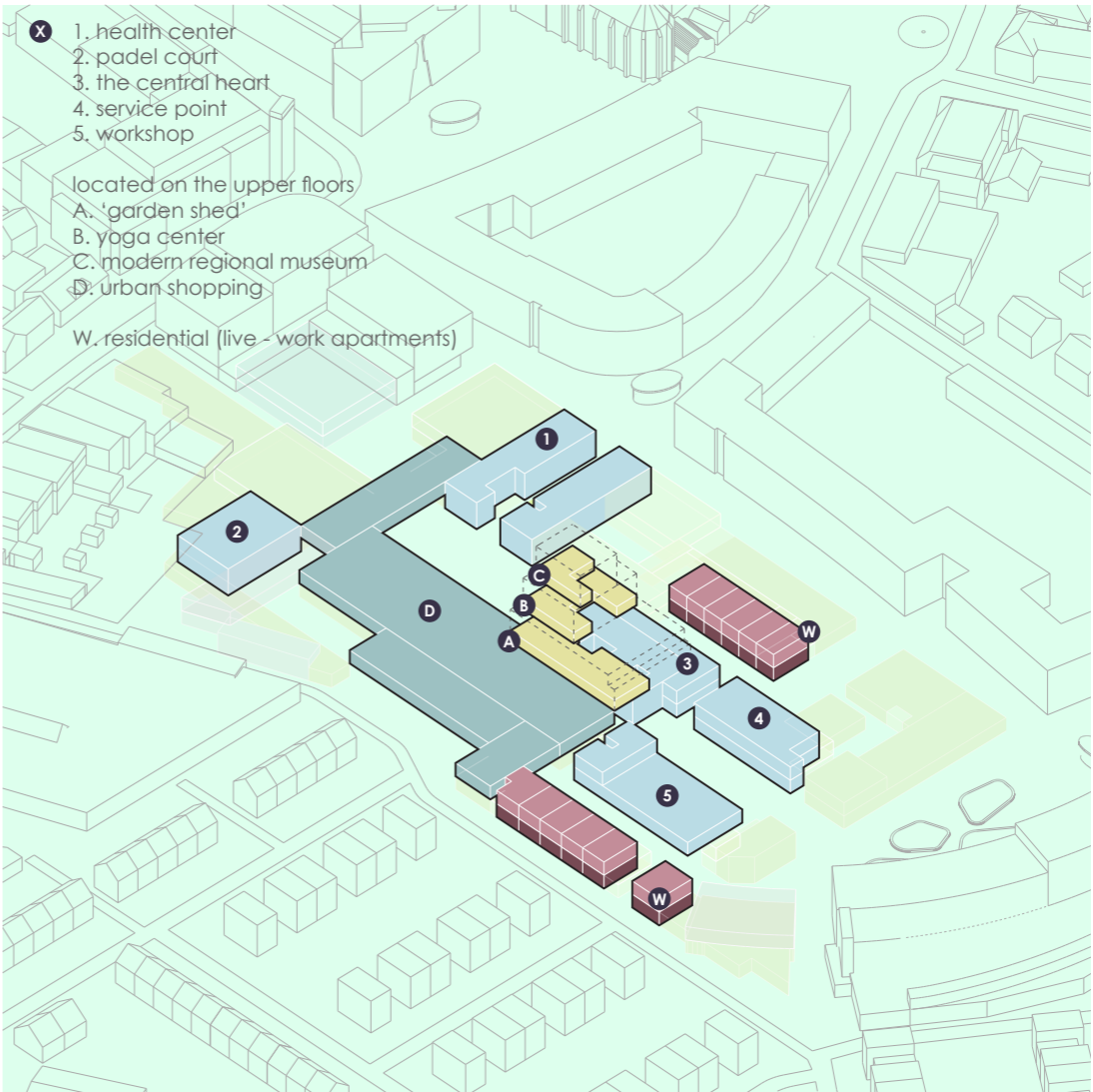


communal bakery @London



providing 'possible' mobility

optional expansion of the parking garage and the connection to the new volumes (ca. 200 p.s.)



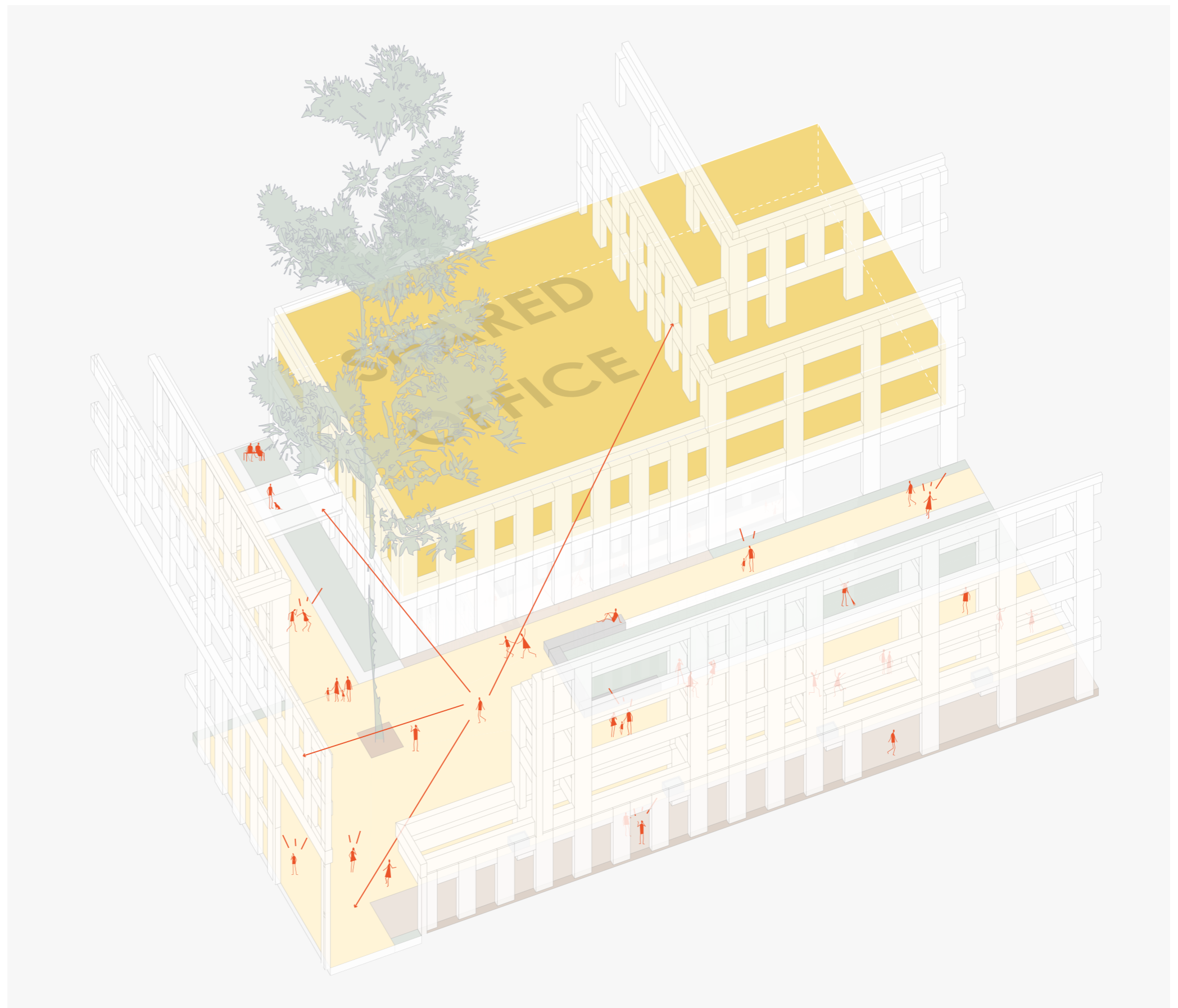
mixed program for leisure, living, learning  
a resilient heart for Etten-Leur

## The new 'shopping' experience I

The concept is a unique addition to Etten-Leur and the neighboring municipalities. Walking in a contemporary urban ensemble, with intimate spatial atmospheres that are recognizable in the old inner cities. In the phase from concept definition to design, various cities and shopping areas were visited. By continuously observing; 'What makes the place pleasant?' characteristics have been set. In the subsequent careful design process, the characteristics are translated into the project area. The total forms a pleasant experience from the inside and outside, due to the strong connection between different 'function grains' and new urban nature.

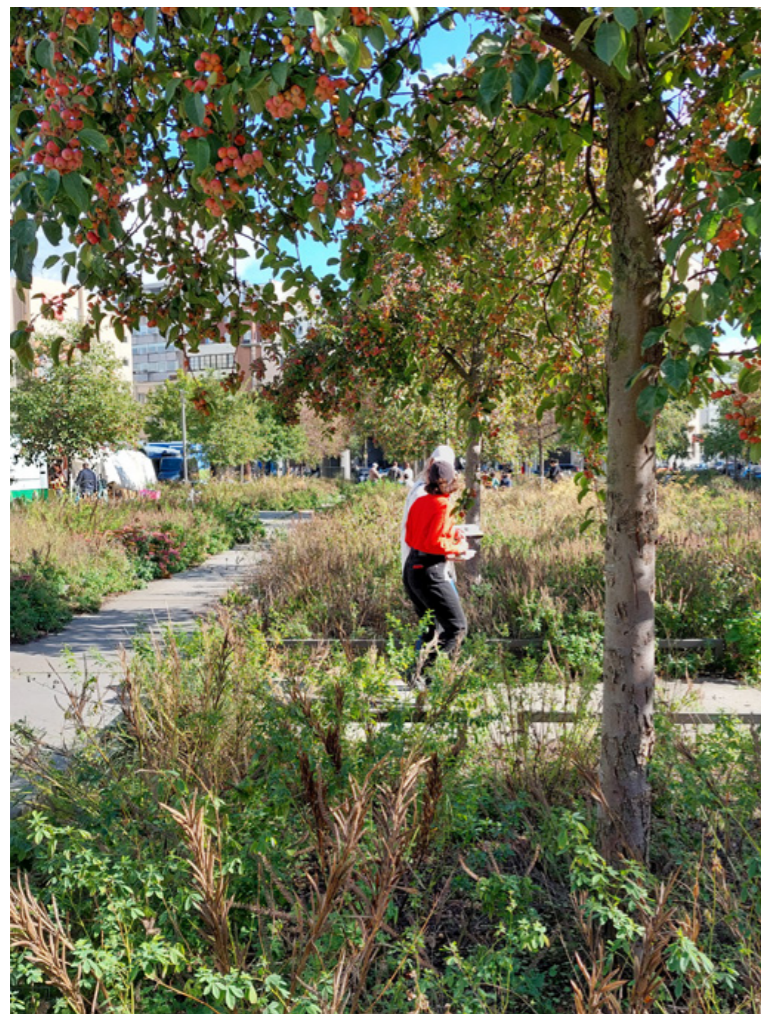


Zadelstraat @Utrecht  
Academy of Architecture Tilburg

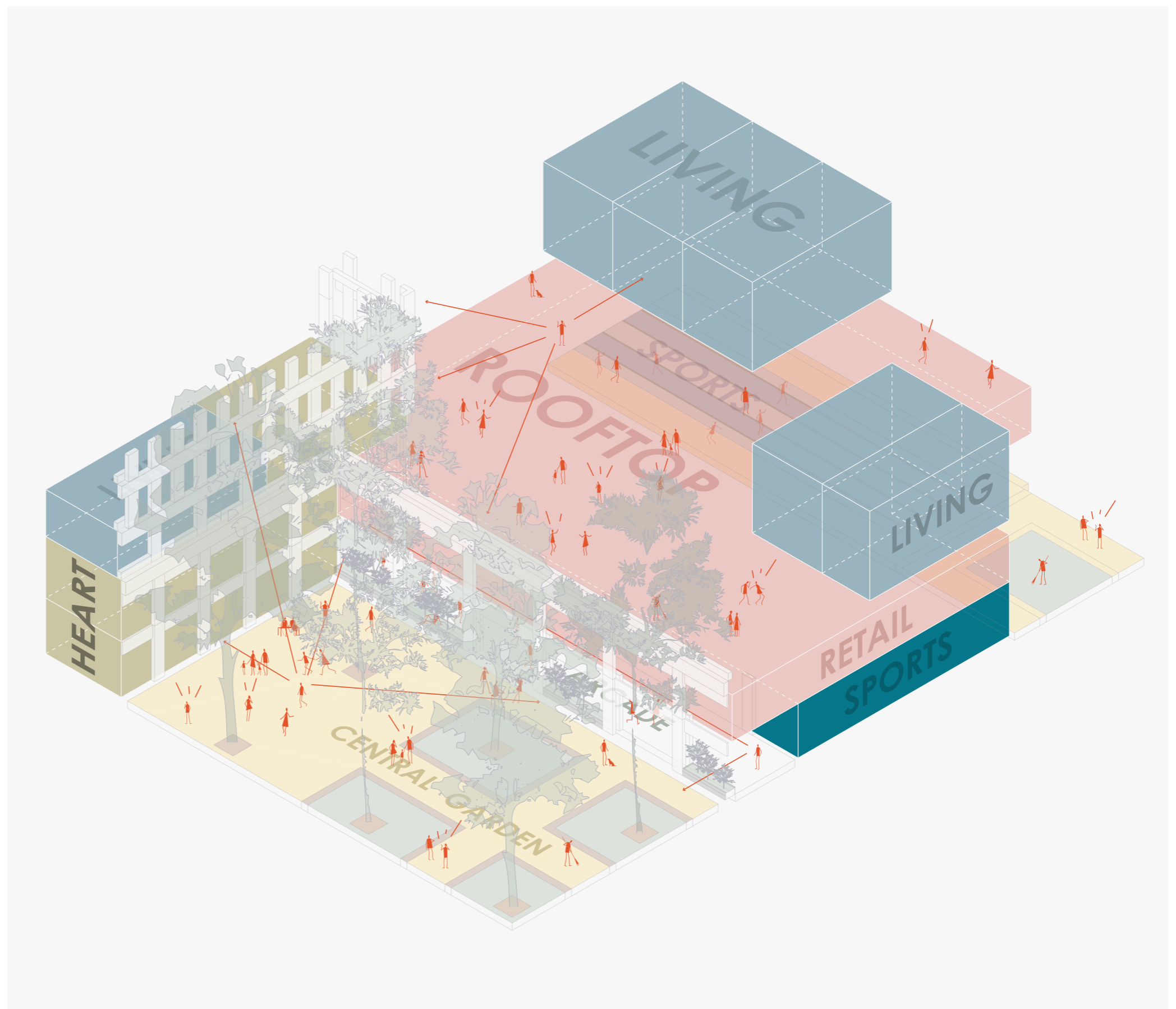


## The new 'shopping' experience II

By creating different urban spaces (streets, passages, an arcade) and partly making the shopping experience multi-layered for specific functions, this increases the way in which users interact with the new urban nature. This variation enhances the experiential value. It remains important to concentrate the most 'commercial activity' at ground level; to keep the 'floor' alive. This means that no 'regular commercial spaces' are being created at higher levels (above the 'second floor').



Prairietuin @Antwerpen  
Academy of Architecture Tilburg

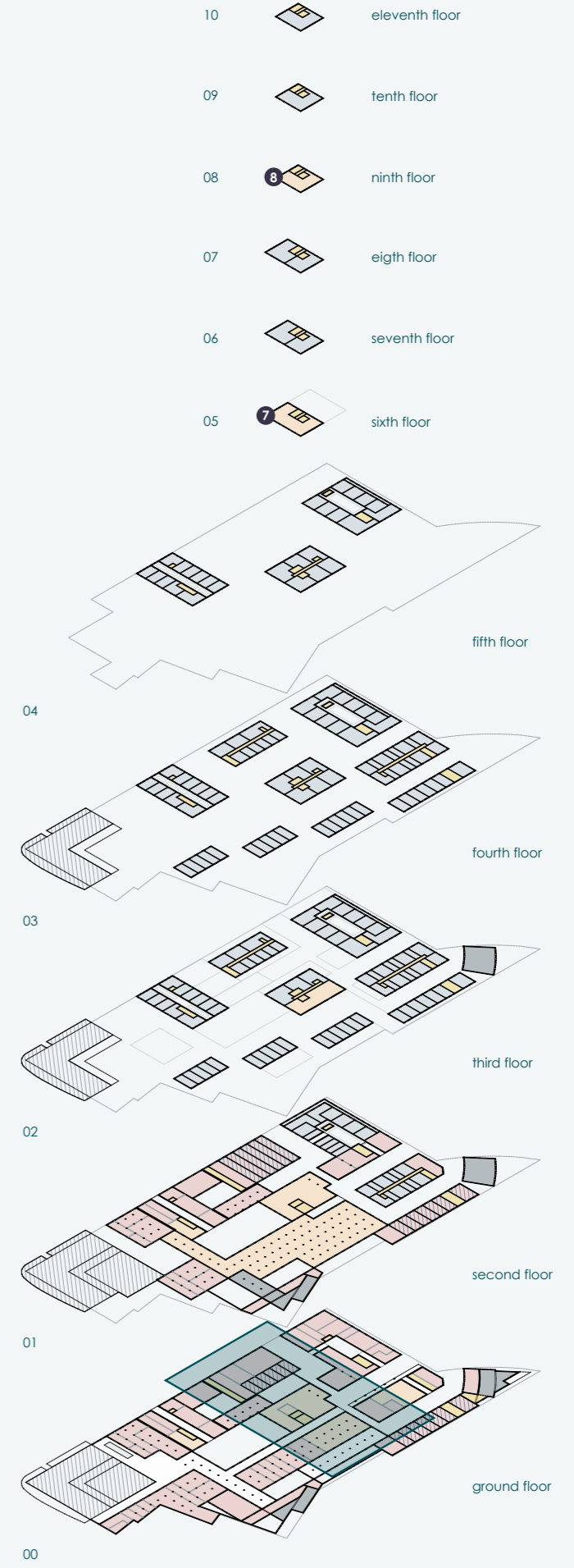
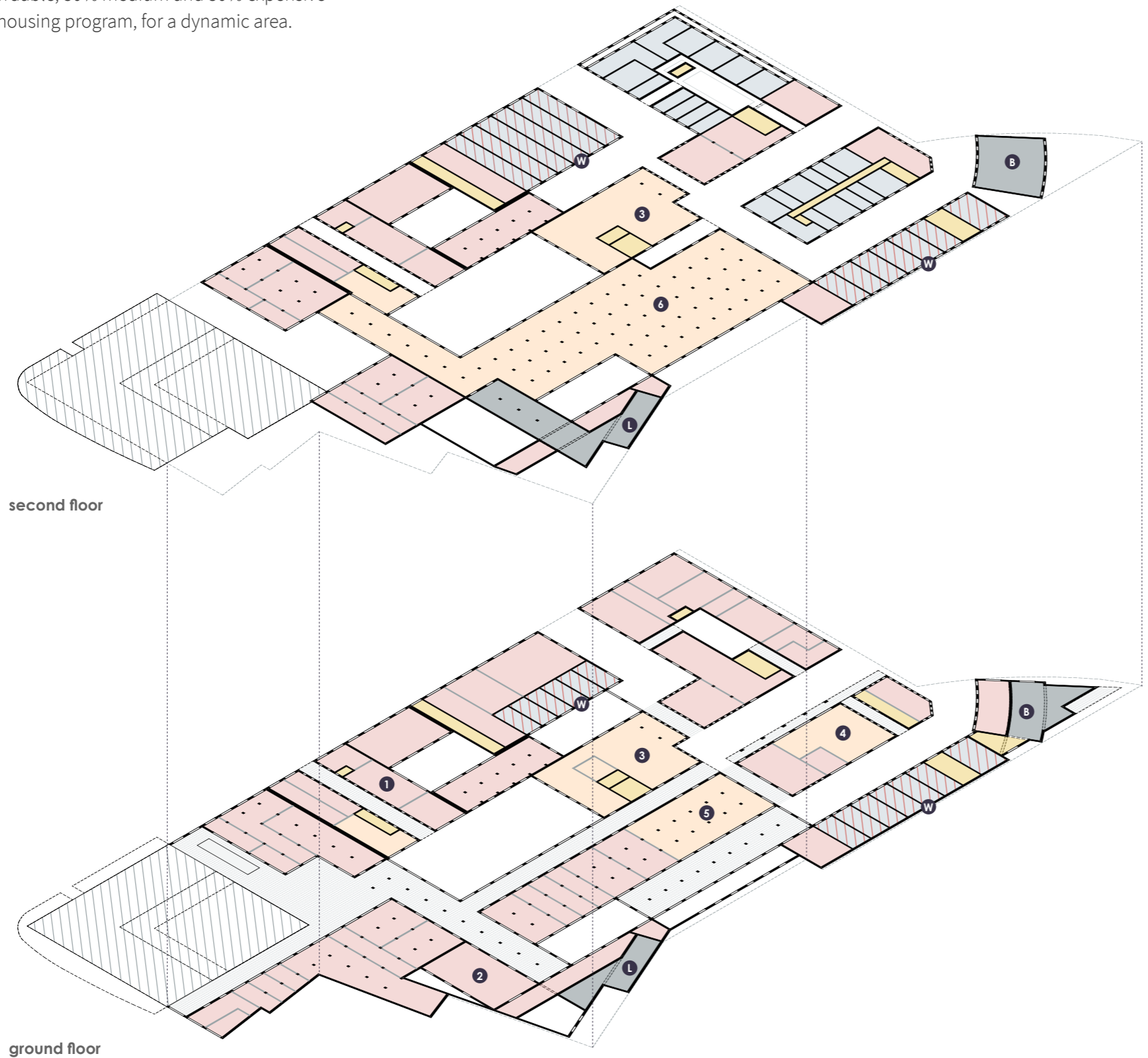


# Plan

The new plan reduce ca. 1/3 of the commercial program and includes 210 apartments; 50 studios for the elderly and young people, 95 city apartments (up to 65m2), 25 larger apartments for 'friends', 30 lofts (of which 10 live-work apartments) and 10 expensive apartments. This division is based on the principle of creating 40% affordable, 30% medium and 30% expensive dwellings; a mixed housing program, for a dynamic area.

- 1. health center
  - 2. padel court
  - 3. the central heart
  - 4. service point
  - 5. gym
  - 6. urban shopper
  - 7.yoga studio
  - 8. modern regional museum
- W. residential (live - work apartments)
- L. logistic
- B. bike parking

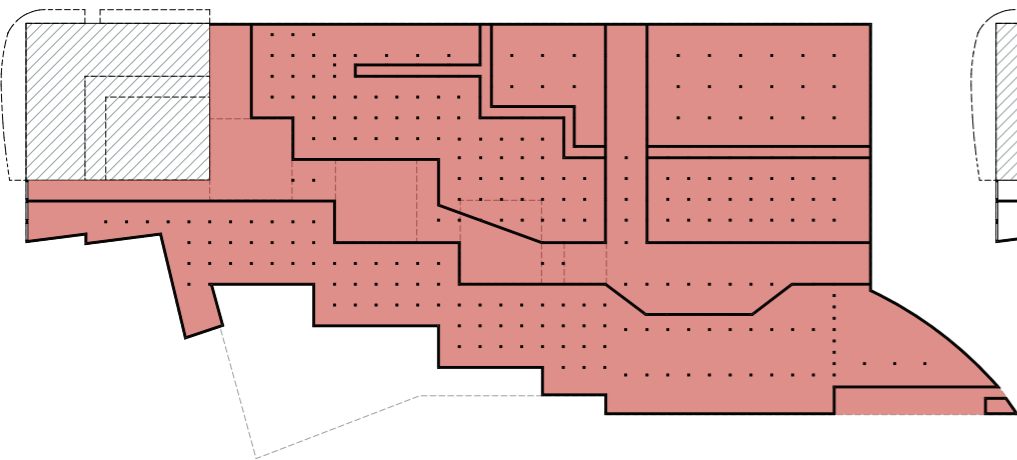
- remaining
- covered public space
- existing
- work-living
- residential
- special program
- traffic space
- retail program



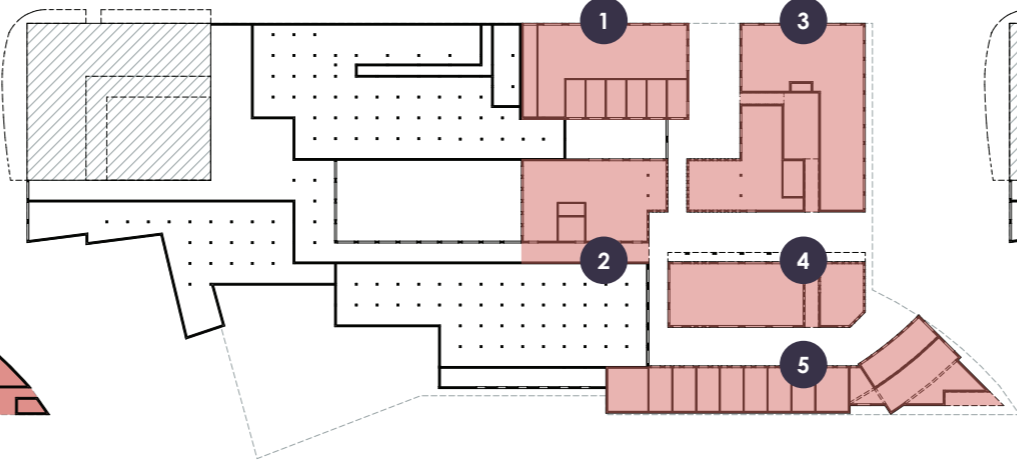
Phasing

Given the existing situation; where approximately 70 entrepreneurs rent a commercial space, specific attention is necessary for the phasing of the realization. With a vacancy rate of 10%, it is almost impossible to retain all incumbent tenants in the realization phase within the planning area. Certainly, when, in the interest of future use, the existing parking facility is expanded by approximately 200 parking spaces. By intensifying the first construction phase and ingeniously placing the demarcation, the second (and final) phase requires a less drastic intervention; the ‘heart’ keeps beating.

- existing context
- phase 1
- phase 2

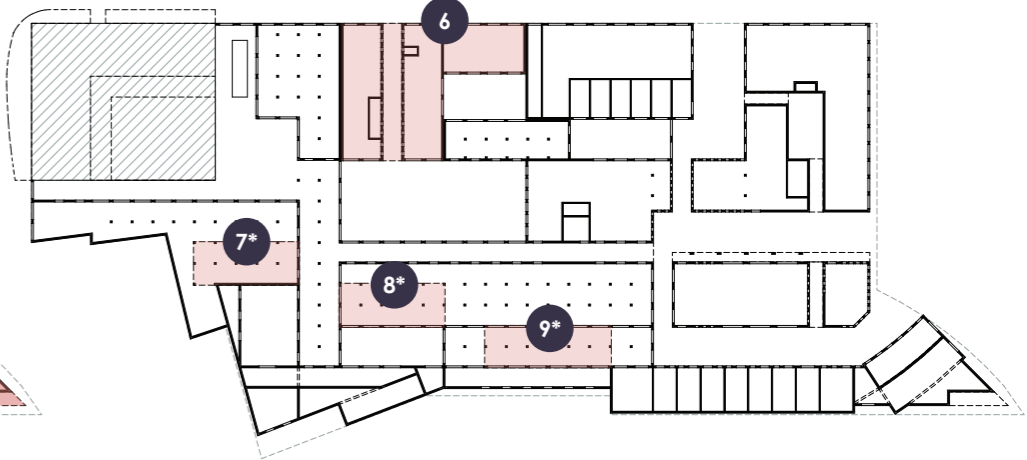


existing context



phase 1

volume	apartments	type
1	24	live/work - studio - starter
2	21	friends
3	43	studio - starter
4	42	studio - starter
5	21	live/work - starter
	161	

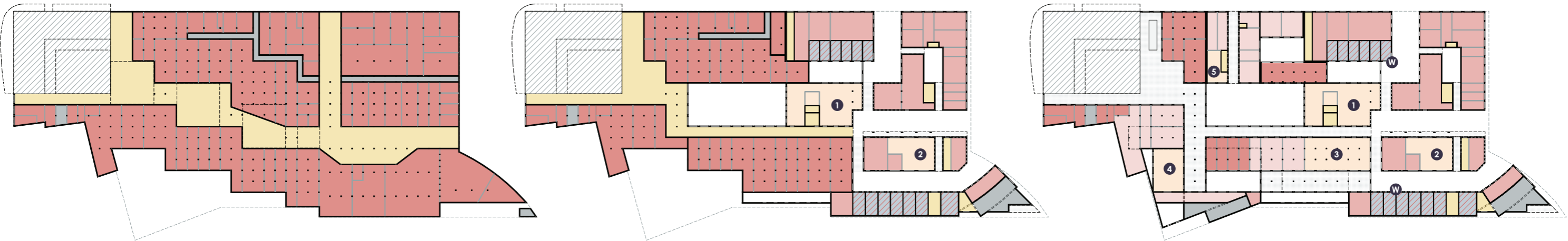


phase 2  
\*to build above existing construction

volume	apartments	type
6	33	senior
7	5	loft
8	5	loft
9	6	loft
	49	

# Creating phased a lively ‘public floor’

The number of commercial spaces is almost equal to the existing number. Please note, due to the strong mix of functions, new forms of commercial activities in combination with housing, the ‘plinth landscape’ gets a more varied character, which positively affects both; the user- and visitor experience.



existing context

phase 1

phase 2

regular grains	special	'live-work'
74	0	0
74		

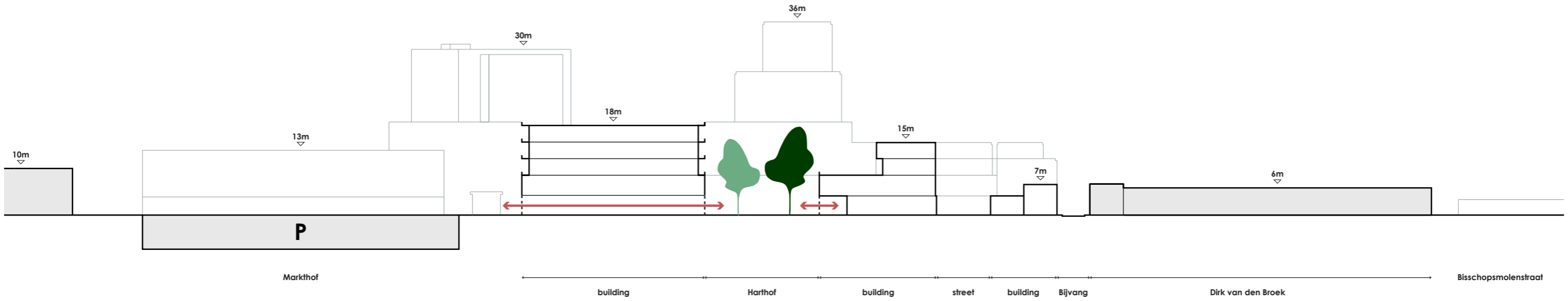
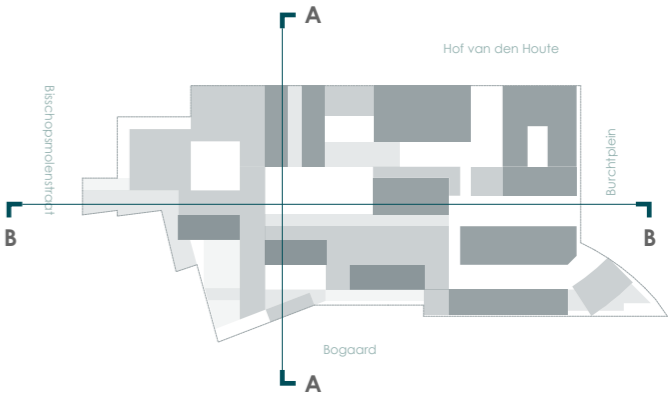
regular grains	special	'live-work'
57	2	13
72		

regular grains	special	'live-work'
52	5	13
70		

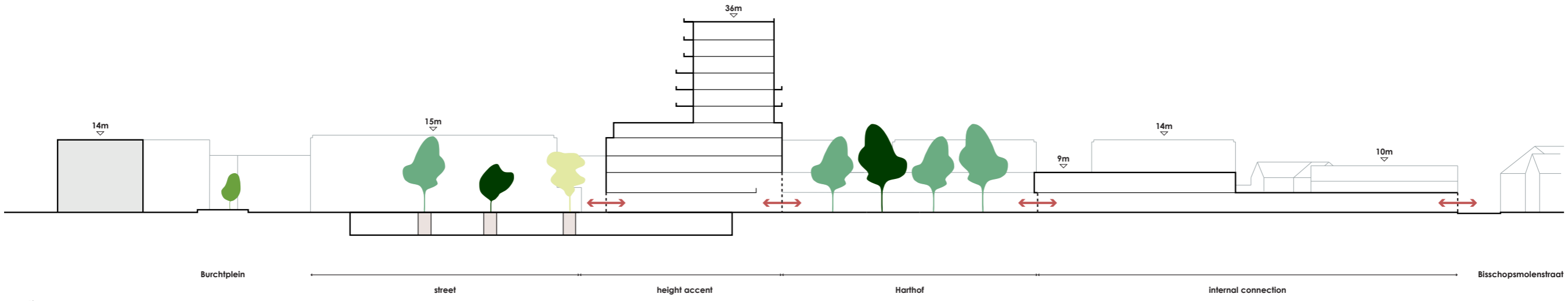
- 1. the central heart
- 2. service point
- 3. gym
- 4. padel court
- 5. urban shopper (entrance ground floor)
- W. residential (live - work apartments)

# Spatial embedding in the context of Etten-Leur

The project is embedded in a new urban landscape. The building height of the new volumes connects with the existing context. The total forms a varied ensemble in height, from 2 up to 5 layers, with a eye-catching accent of 10 layers, central in the plan. Layering in the volumes by setbacks, strengthen the relationship between the human scale and the new urban volumes.



section A-A



section B-B

# A 'breathing' urban framework

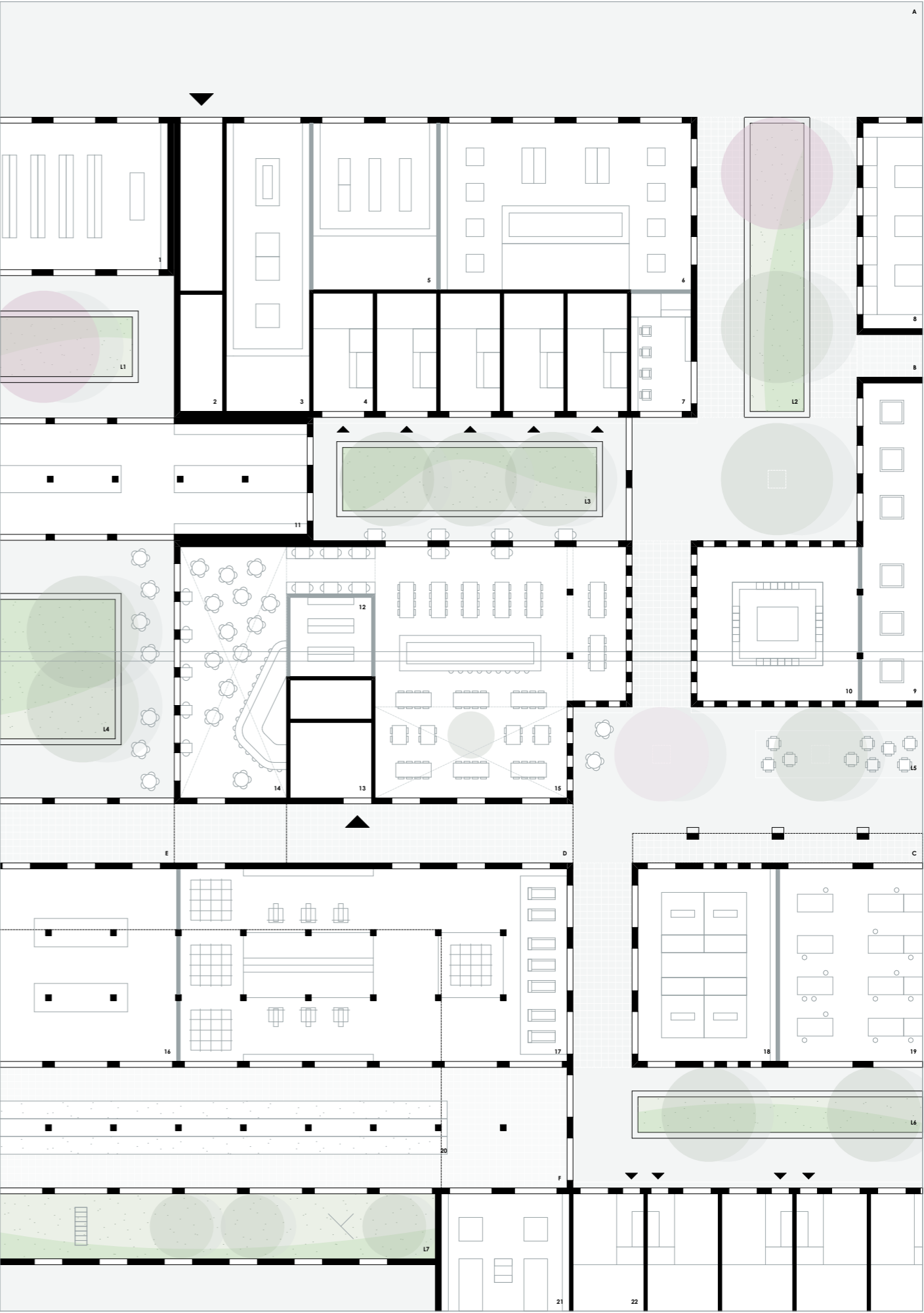
The urban fabric 'breathes'; the functions are all connected with 'light' and 'air', so that there is always a relationship between the building and urban nature; the landscape. The landscape is divided into several 'rooms'; this offers the possibility to realize different atmospheres, for different activities. Examples are a; reading garden, picking garden, space for sculptures, making and a big square with trees. As defined, the spatial design is inspired by old inner cities; these characteristic urban fabrics are full of atmosphere.

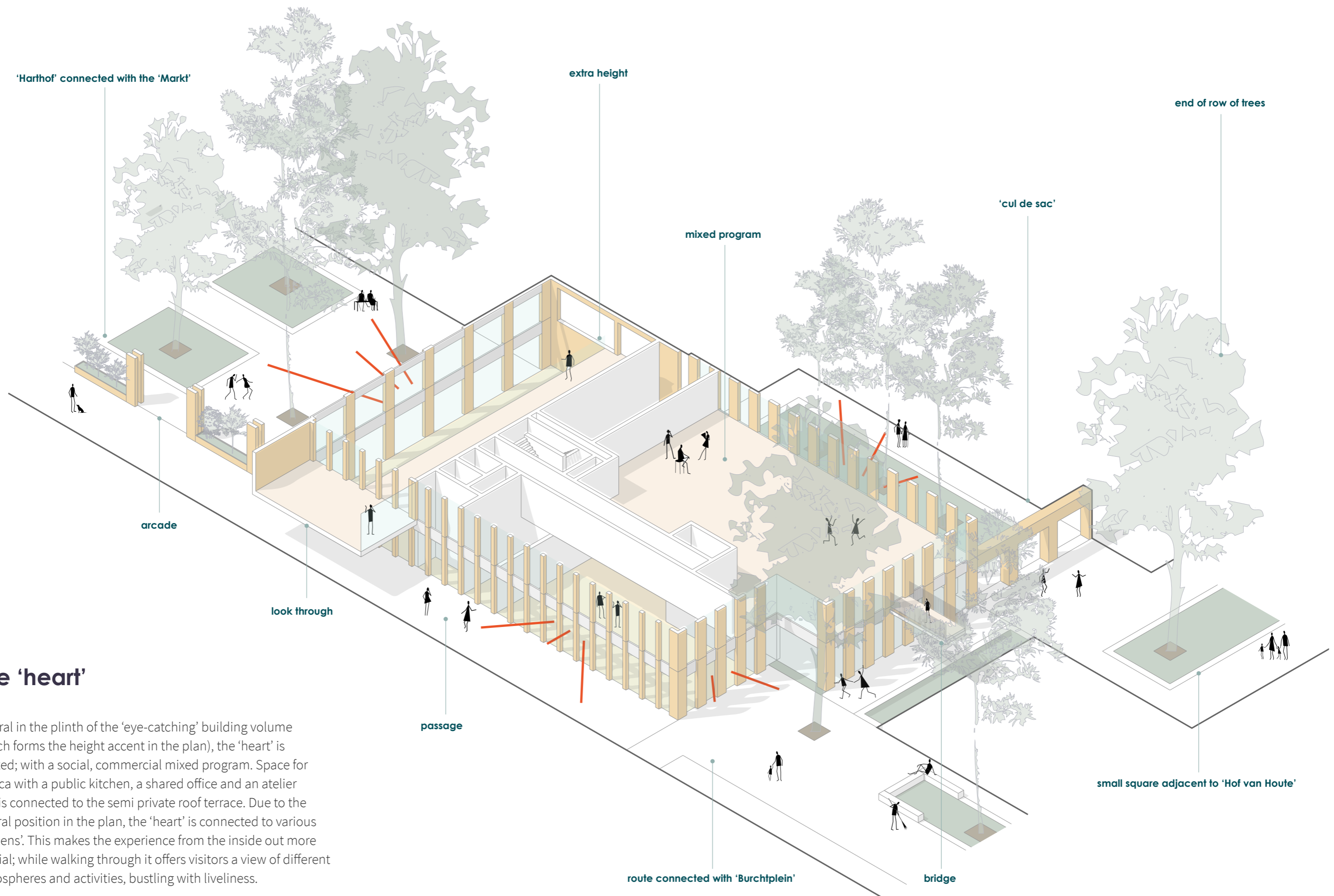


Entrance Begijnhof @Breda  
Academy of Architecture Tilburg



Hof van Hersbeek @Breda





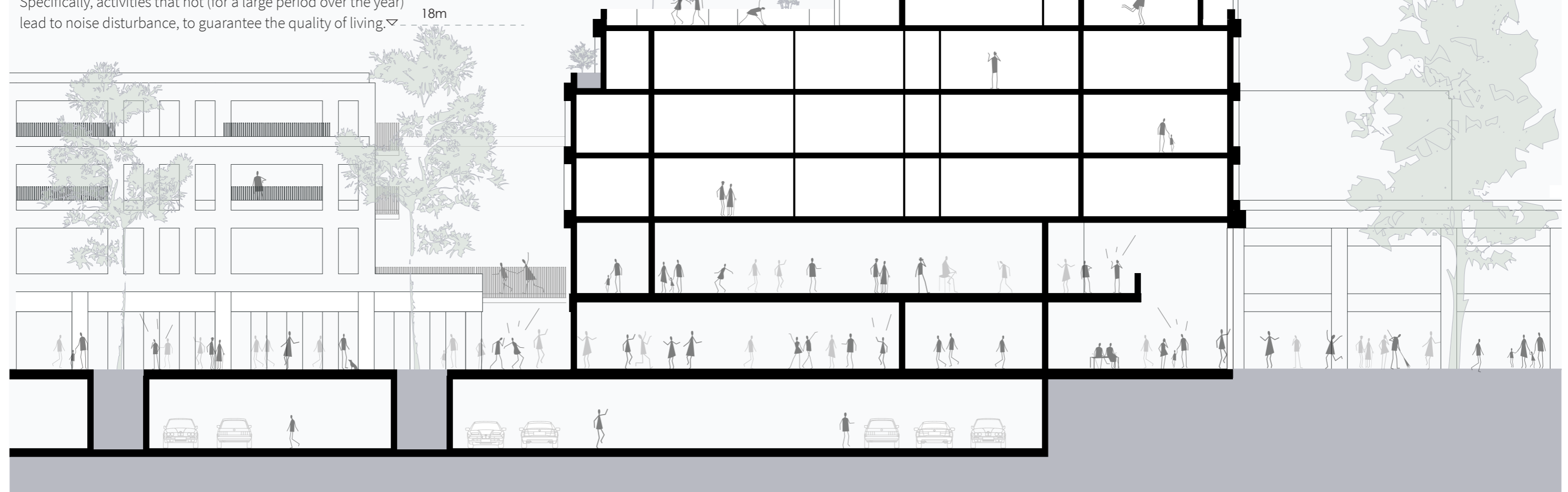
## The 'heart'

Central in the plinth of the 'eye-catching' building volume (which forms the height accent in the plan), the 'heart' is located; with a social, commercial mixed program. Space for horeca with a public kitchen, a shared office and an atelier that is connected to the semi private roof terrace. Due to the central position in the plan, the 'heart' is connected to various 'gardens'. This makes the experience from the inside out more special; while walking through it offers visitors a view of different atmospheres and activities, bustling with liveliness.

## Activated outdoor spaces

The highest concentration of activities is concentrated around the ground level. In addition, also accessible outdoor space on higher levels is created, on (parts of) roof surfaces of different volumes. This forms a synergy between the different levels. The liveliness on roof terraces, specialize the experience from ground level and from different dwellings. It is important to take the type of activities into account at these levels; by who is this accessible, when and what activity does this space offer?

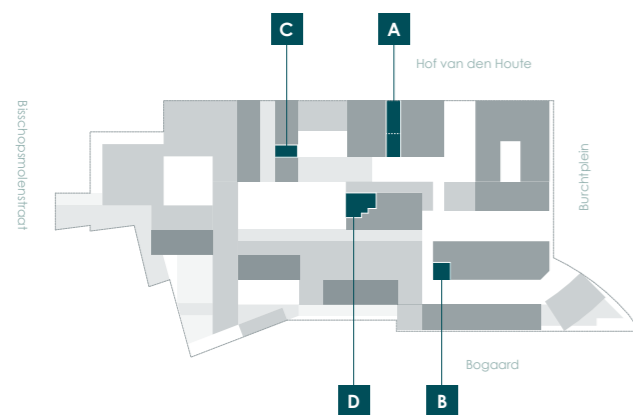
For example, collective roof terraces for residents offer more quality (for small apartments), but an additional effect is that there is often a lack of ownership. There is a chance that roof terraces will not be 'managed', resulting in nuisance (clutter, noise, smell; due to smoking). The problem is often also more difficult to discuss, since the nature of the complaints cannot be traced back to the specific person or group. For this reason, it is deliberately chosen to make larger roof surfaces collectively accessible, but to link the ownership to a (commercial) party. The outdoor space belongs to a specific function; for example, an 'dependance' of the library is programmed in the volume with a reading garden; or an extra yoga studio of the local gym. Specifically, activities that not (for a large period over the year) lead to noise disturbance, to guarantee the quality of living.



## A complementary residential program

The housing program is developed from the ambition to realize a mix of target groups; specific housing for young people (starters), the elderly and entrepreneurs; a combination of living and working. All types are provided with a private bathroom and kitchen, basic facilities where privacy and ownership are valued (mostly from a hygienic perspective). This does not mean that the plan does not include collective -facilities and -forms of housing; the 'friends' apartments have been created to live together with a group, in addition, no apartment has a connection point for a washing machine. Residents can use the service point; where they can ask a 'caretaker' to do the laundry or use a washing machine themselves.

The plan forms a 'catalyst of connection' by; 1) specifically create more housing for 'active' target groups; such as young people, entrepreneurs; and 2) consciously create a 'loop' in the plan by positioning the activity 'doing the laundry in the weekly routine' central in the plan; as a result of which 3) older people also become more connected with 'young people and entrepreneurs'. It makes it more likely to have sudden encounters, this indirectly contributes to their mental and physical vitality.



- A. live + work apartment  
B. starters apartment

- C. senior studio  
D. friends 'house'



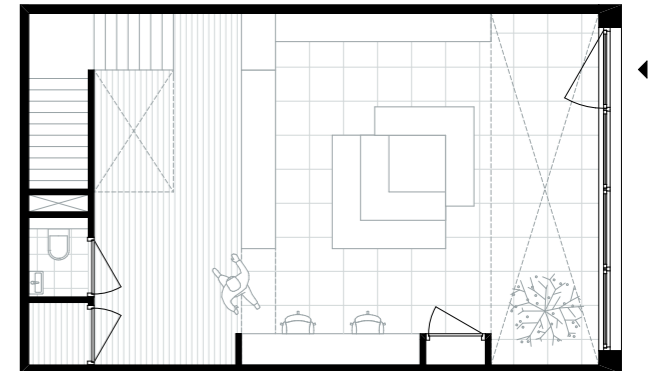
A

200 m²



"Below the shop and above my private space with family, wonderful that this is possible!"

*creative maker, Vince (33)*



B

65m²



"Our first apartment together, very happy! Exactly what we were looking for :)"

*Merel (34) & Chris (33)*

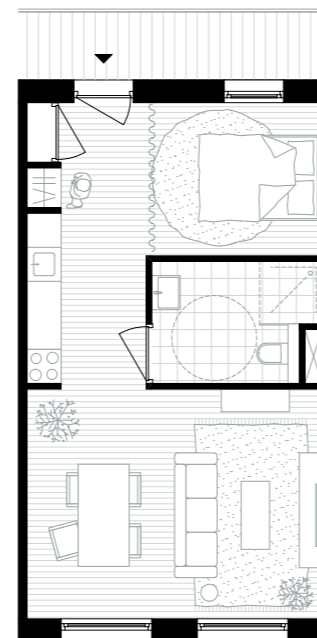
C

45m²



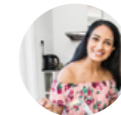
"Living in the heart of Etten-Leur, very happy that I can spend my old age here."

*senior, Connie (76)*



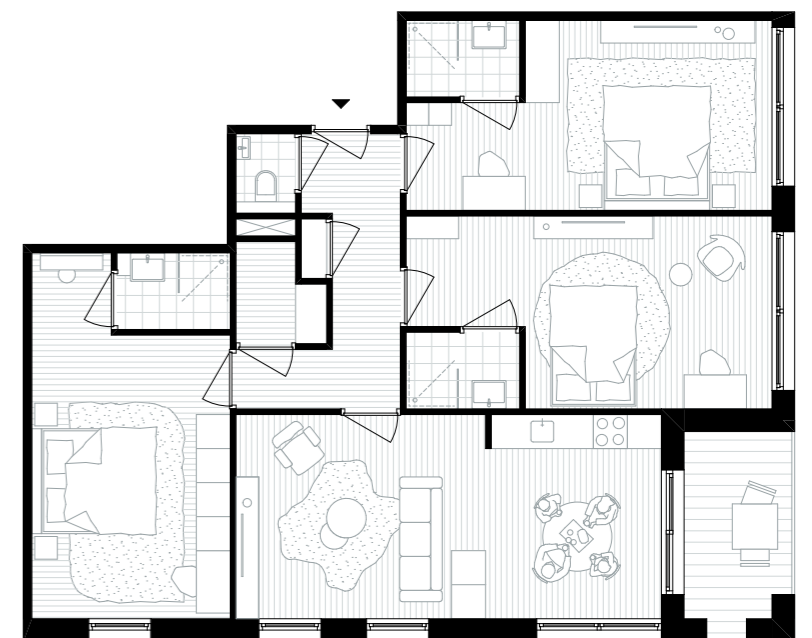
D

100m²



"We share the rent, ideal, so we have more budget to travel and discover the world!"

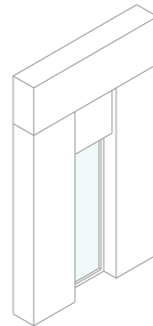
*friends, Anke (28), Lisa (26), Latanya (27)*



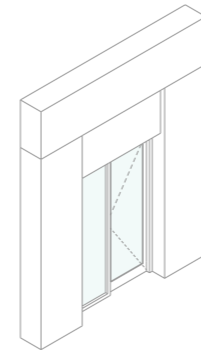
## Facade; principe

The facade is built as a 'catalogue model'; different facade layouts are possible, matching the grain of function. This guarantees flexibility on the one hand and it is possible to hold grip on the urban quality, now and in the changing future. The facade materialization is formed with circular brick strips, made from recycled rubble and/or re-used bricks, cemented in a red shade, referring to Hof van den Houte, the Castle. Deliberately 'brick' to match the 'village character' of Etten-Leur. The 'size of the material' offers the possibility to realize accents, for example by making bands or an optical plinth.

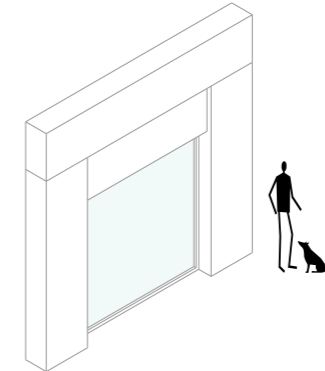
By keeping the material pallet limited, it is possible to create benefits of scale with higher quality and efficiency as a result. Optically, the alternation of the two materials gives the urban ensemble a playful character, by varying at block level and by accents. The windows have a deep reveal, which creates a strong depth effect in the facade, which refers to 'old castle walls'. The robustness of the facade is guaranteed by the use of 'stone finishing' and makes it less sensitive for maintenance.



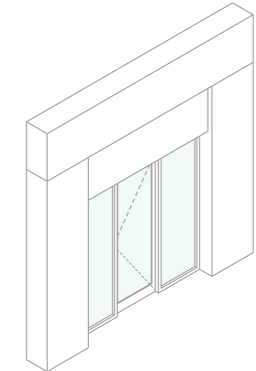
single door



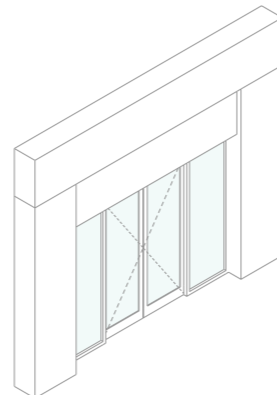
single door + window



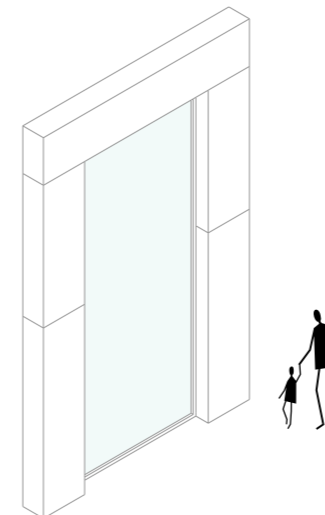
window frame not to open



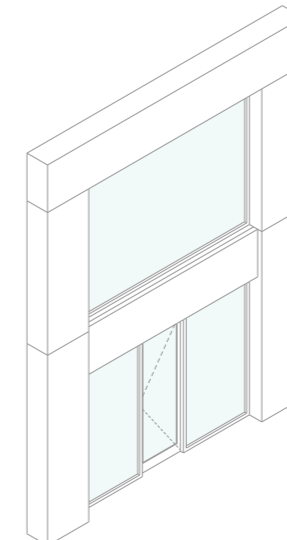
single door + windows



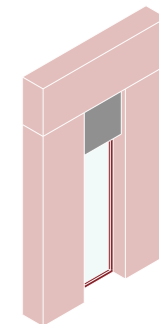
double door + windows



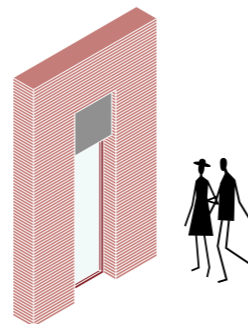
double height window frame I



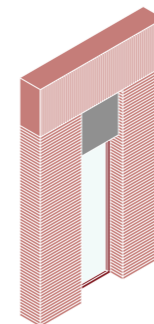
double height window frame II



cemented finishing



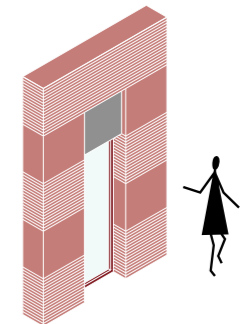
brick strips



brick strips + 'rollaag'



brick strips + 'plinth'



brick strips + 'bands'



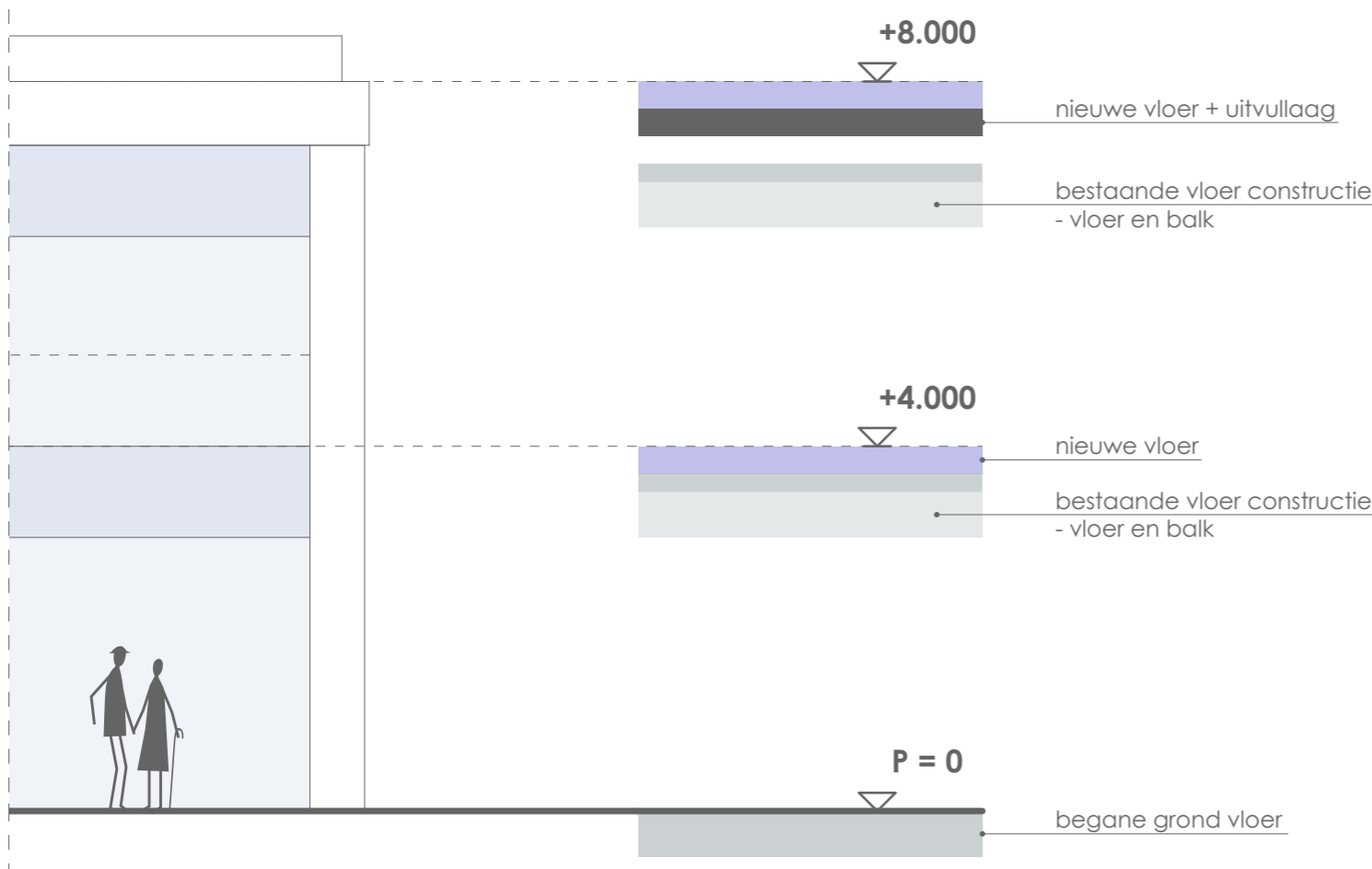
circular brick strips, in red colour tone  
Academy of Architecture Tilburg

## A surprising experience



# Facade; composition

The facade composition is designed from a clear rhythm. The whole acquires a modern, timeless character, in which materialization, the color tone and attention to details, make the stately formation more friendly. The coherence and dimensions of elements; wall length, facade openings and closed facade parts, are adjusted to the existing construction. This makes it possible to connect new and existing building parts horizontally by air bridges. This allows 'flows' (movement of residents in the new buildings or specific function activities) to move independently through the plan, without coming into direct contact with the 'public' around ground level. Separating 'user flows' provides privacy in specific cases, such as 'collecting laundry', for example. The free height of the existing structure varies from 3.50m between the concrete beams to 3.09m below the concrete beams; the top of the first floor is 3.67m. By raising the existing floor level of the first floor to 4m, for the benefit of new installations and floor finishes offers a sufficient free height for the ground floor of new buildings.



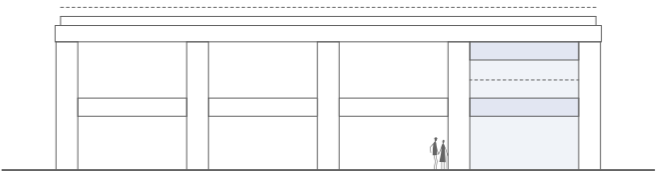
600mm - h.o.h. 1.800mm  
passage 1.200mm



1.200mm - h.o.h. 3.600mm



1.200mm - h.o.h. 5.400mm



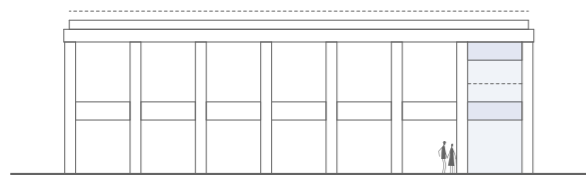
1.200mm - h.o.h. 7.200mm

# Facade; colour tones + variation in materialization

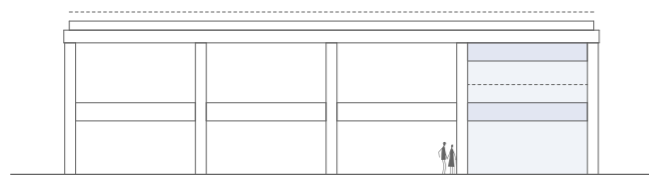
The next design step from ‘rhythm’ to ‘material and colour composition’ follows. Two spatial principles have been tested; 1) the consistent implementation of one type of material in the first and second story, with a different type (slightly contrasting) material on the levels above; and 2) varying in materialization per volume. Although the first proposal connects the entire ‘shopping experience’, it forms a more diffuse character. Building volumes are less distinguished, which means that the plan is less easy to read. The alternative; to finish a building volume entirely in one material results in a varied ensemble of monolithic volumes. This forms a more powerful whole and is therefore deliberately chosen.



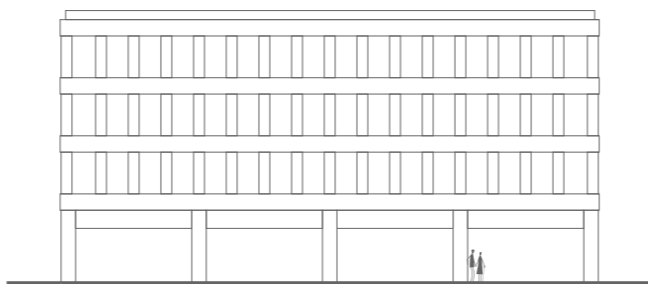
800mm - h.o.h. 1.800mm  
passage <1.000mm



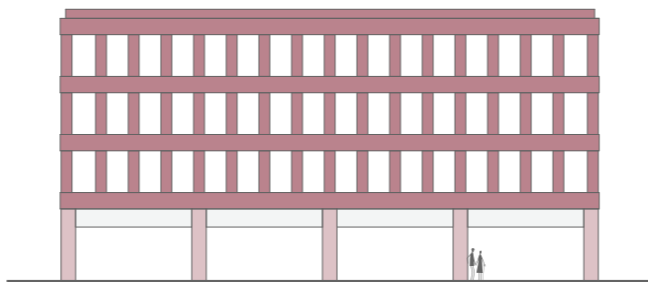
600mm - h.o.h. 3.600mm



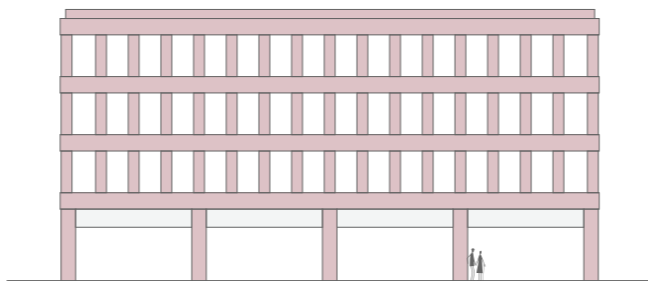
600mm - h.o.h. 7.200mm



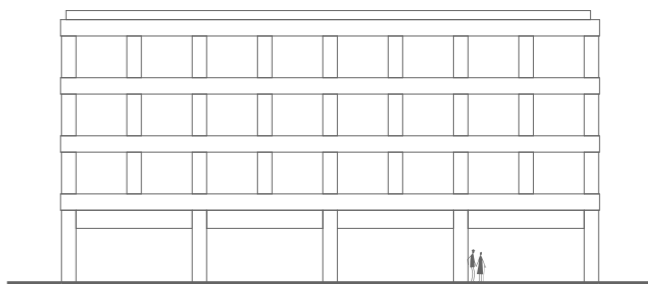
600mm - h.o.h. 7.200mm - 1.800mm



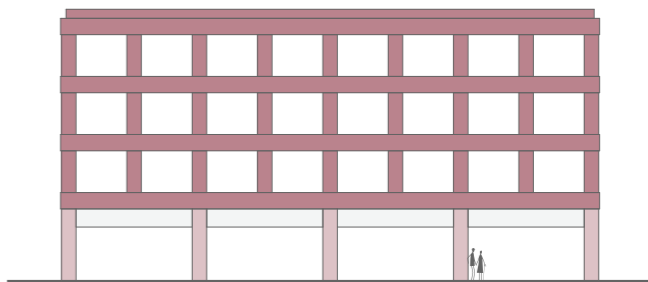
600mm - h.o.h. 7.200mm - 1.800mm  
plinth - superstructure



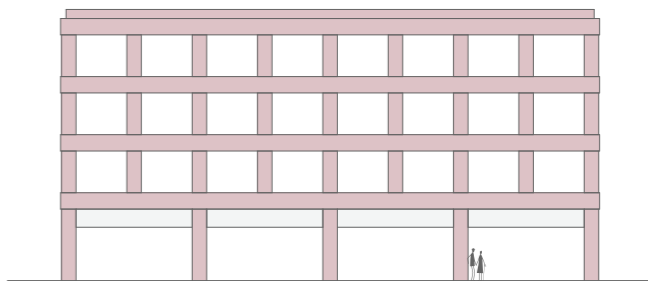
600mm - h.o.h. 7.200mm - 1.800mm  
one language



600mm - h.o.h. 7.200mm - 3.600mm



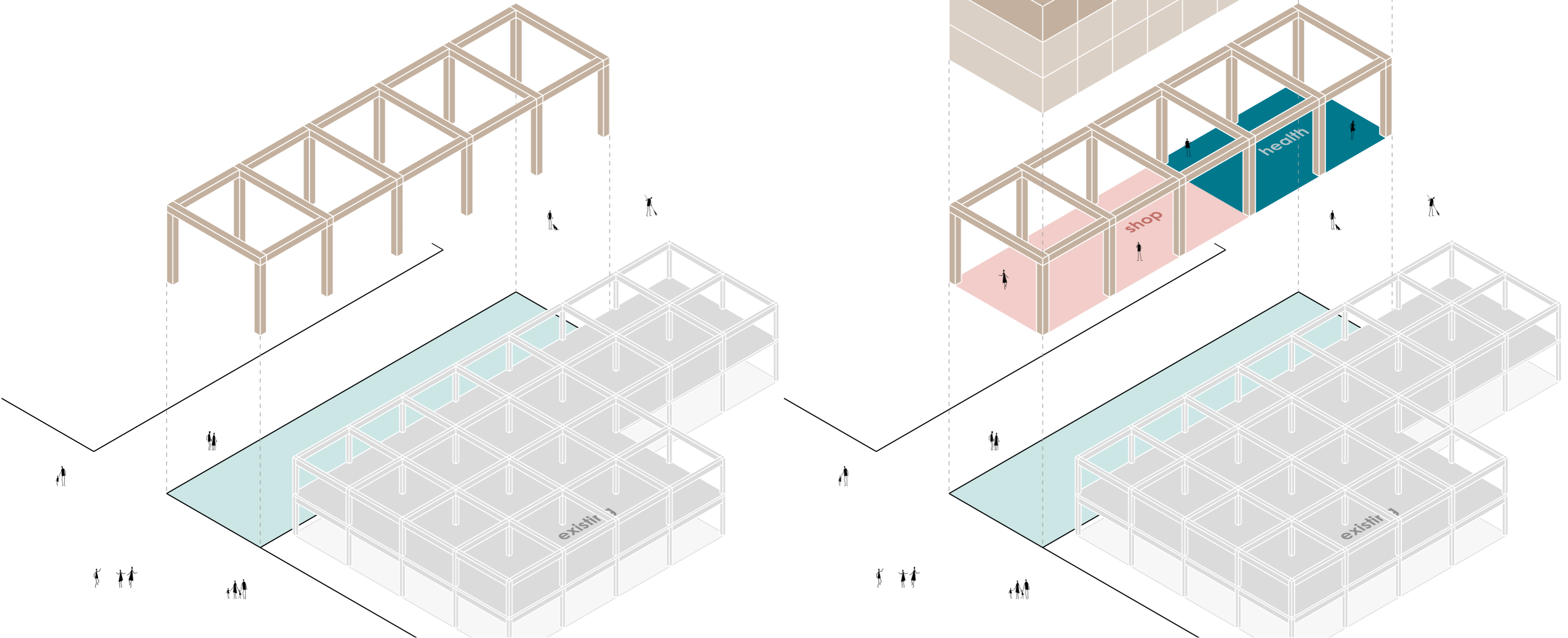
600mm - h.o.h. 7.200mm - 3.600mm  
plinth - superstructure



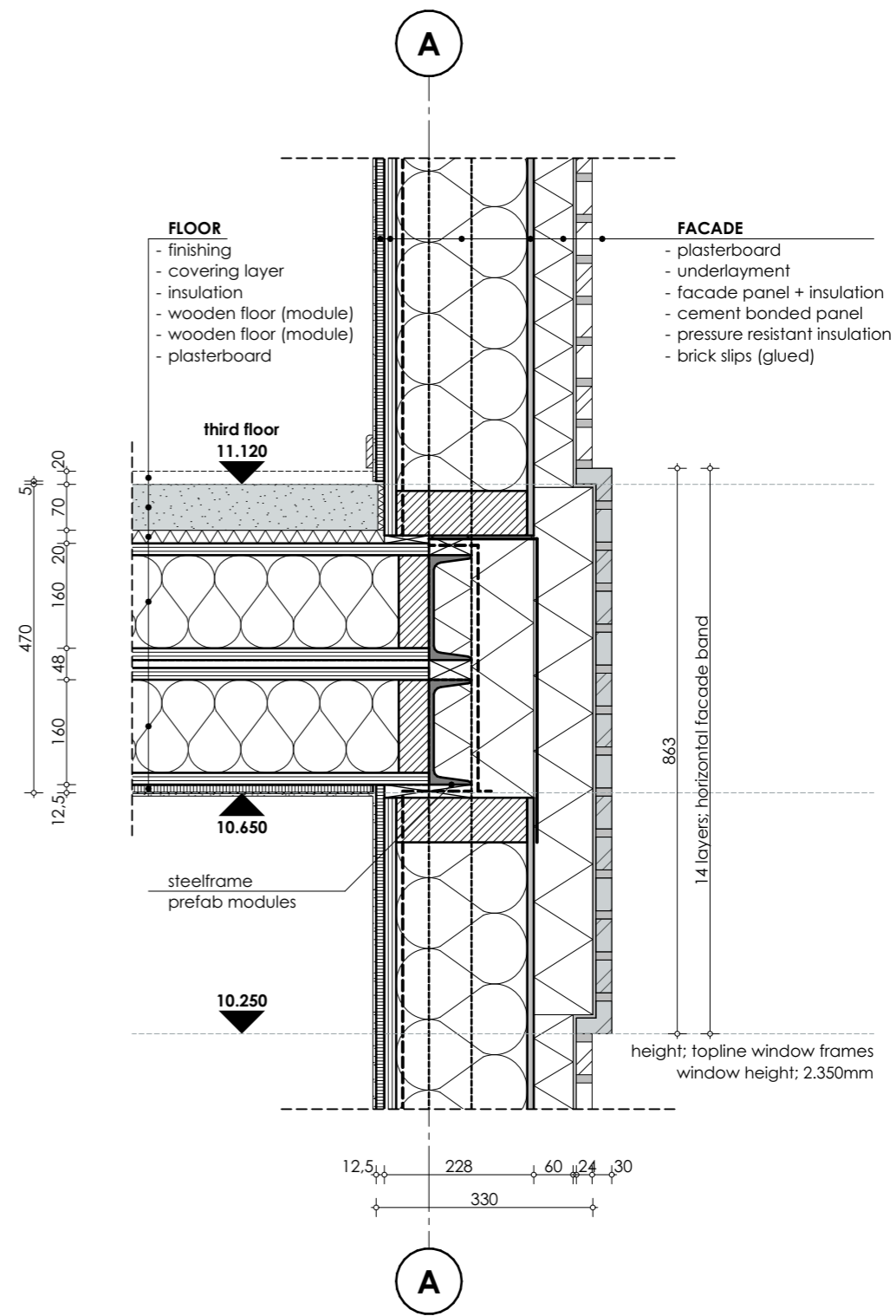
600mm - h.o.h. 7.200mm - 3.600mm  
one language

# Circular construction

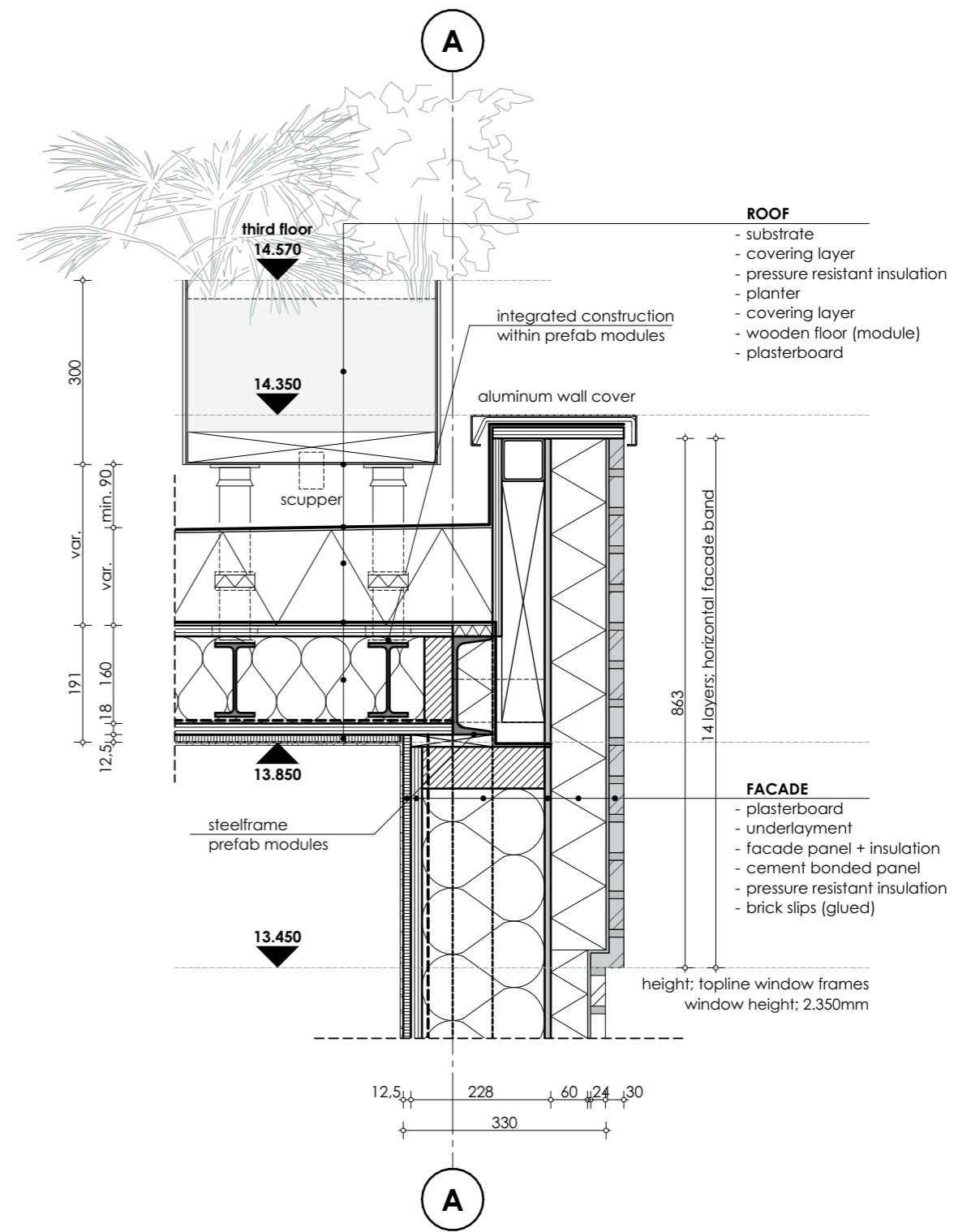
Given the central location and the active use within and around the existing shopping mall, a prefab building system was deliberately chosen. The 'plinth construction' is constructed in wood (or concrete), this plinth forms a 'table construction', above which the prefabricated residential modules are placed. By prefabricating as much as possible, the construction speed remains, which also reduces the construction costs. The original (concrete) construction is not designed for a significant extra load. For this reason, a conscious decision was made for; 1) partial demolition; and 2) for the new lofts apartments (phase 2), adding a new supporting structure between the existing concrete grid construction.



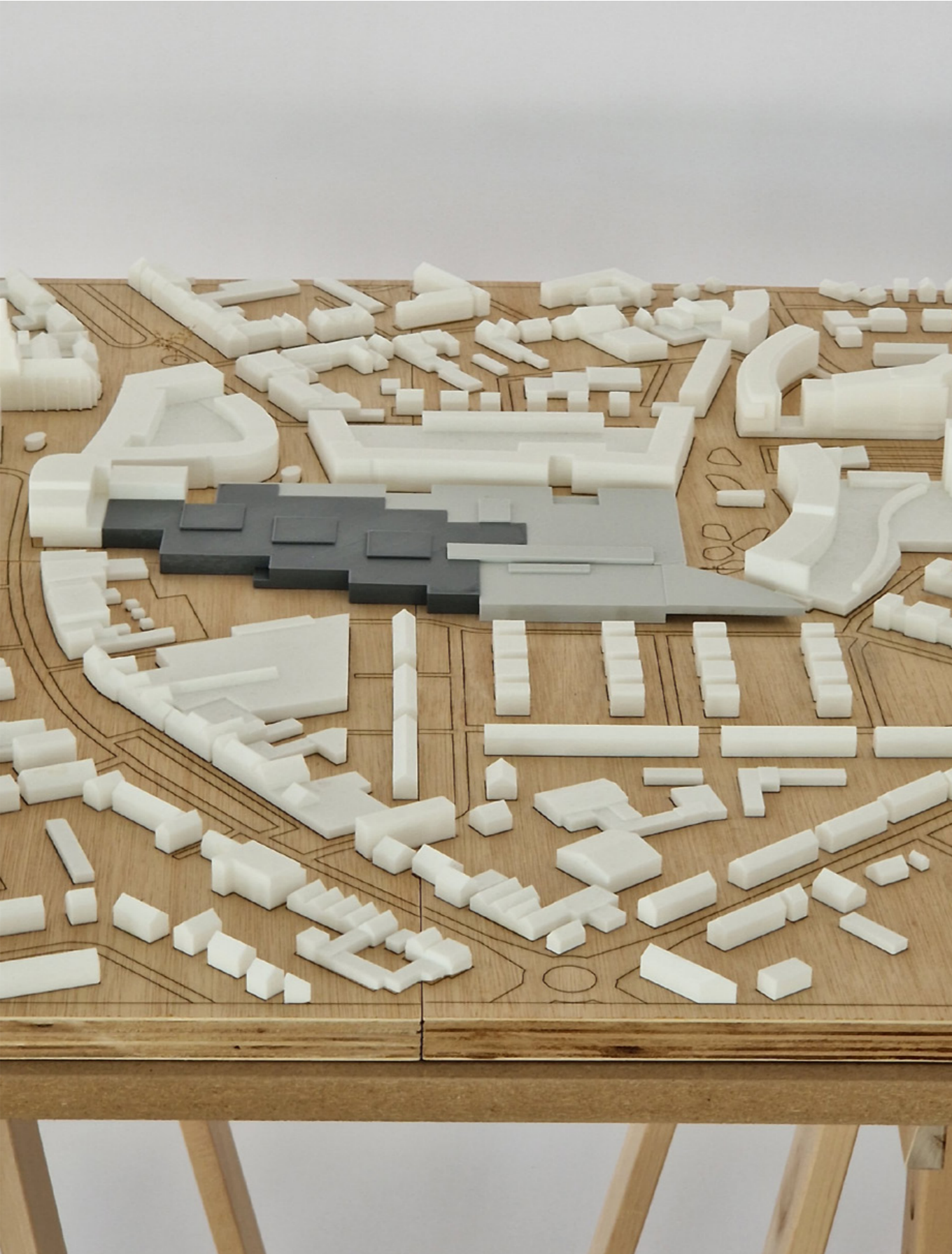
Technical elaboration



Technical elaboration



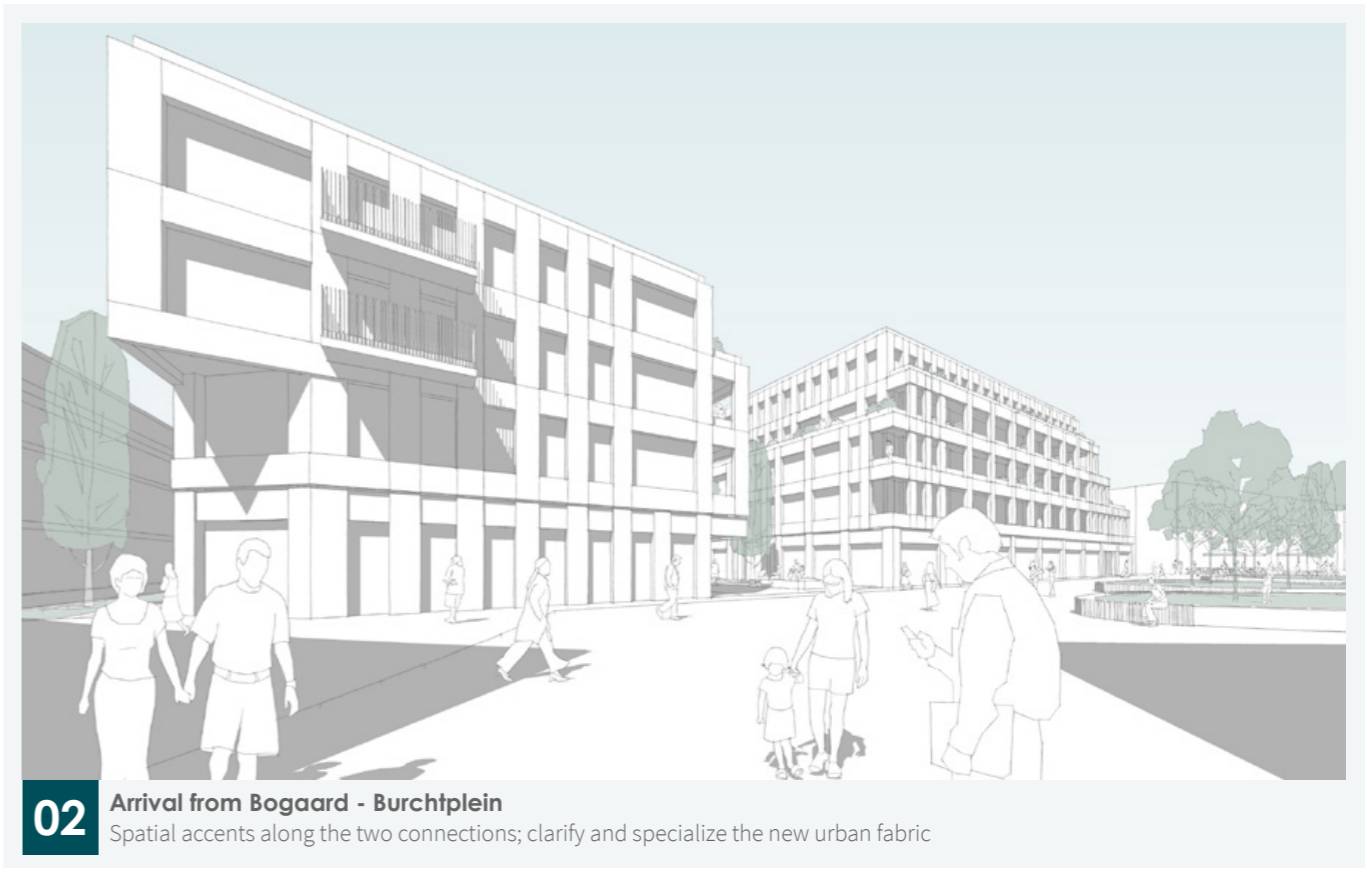
Model



Model



# Walk through and discover; catalyst of connection



## Walk through and discover; catalyst of connection



**05** Shopping and living in 'hartje' Etten-Leur  
An overhang along the main route offers shelter



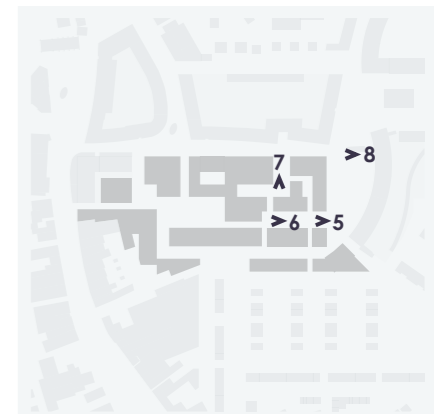
**06** The landscape marks and provides direction  
Trees with a remarkable leaf colour (or any other visually distinctive characteristic), mark specific zones in the heart



**07** An urban ensemble with courtyards, squares and alleys  
Layered volumes offer a varied view; this strengthens the connection between the buildings and the human scale



**08** 'licht + lucht' along Hof van den Houte  
Setbacks provide space for a roof landscape; for new and current residents



## Walk through and discover; catalyst of connection



09

### Meet @Harthof

'Harthof' is a lively place, with terraces, shops, sports and living; connected with the 'Markt'



\*A

### A varied view inside the 'castle'

Roof gardens (some accessible, others enclosed); offer peace and liveliness to the heart

\*captions with letters refer to perspectives at a higher level (not at ground level)



B

### Diversity of outdoor spaces

Individual outdoor spaces (loggias or balconies); offer a 'private outdoor space' above the public ground floor



C

### Remarkable look throughs

The composition has been carefully designed; the spatial quality is tangible



## Walk through and discover; catalyst of connection

**D**

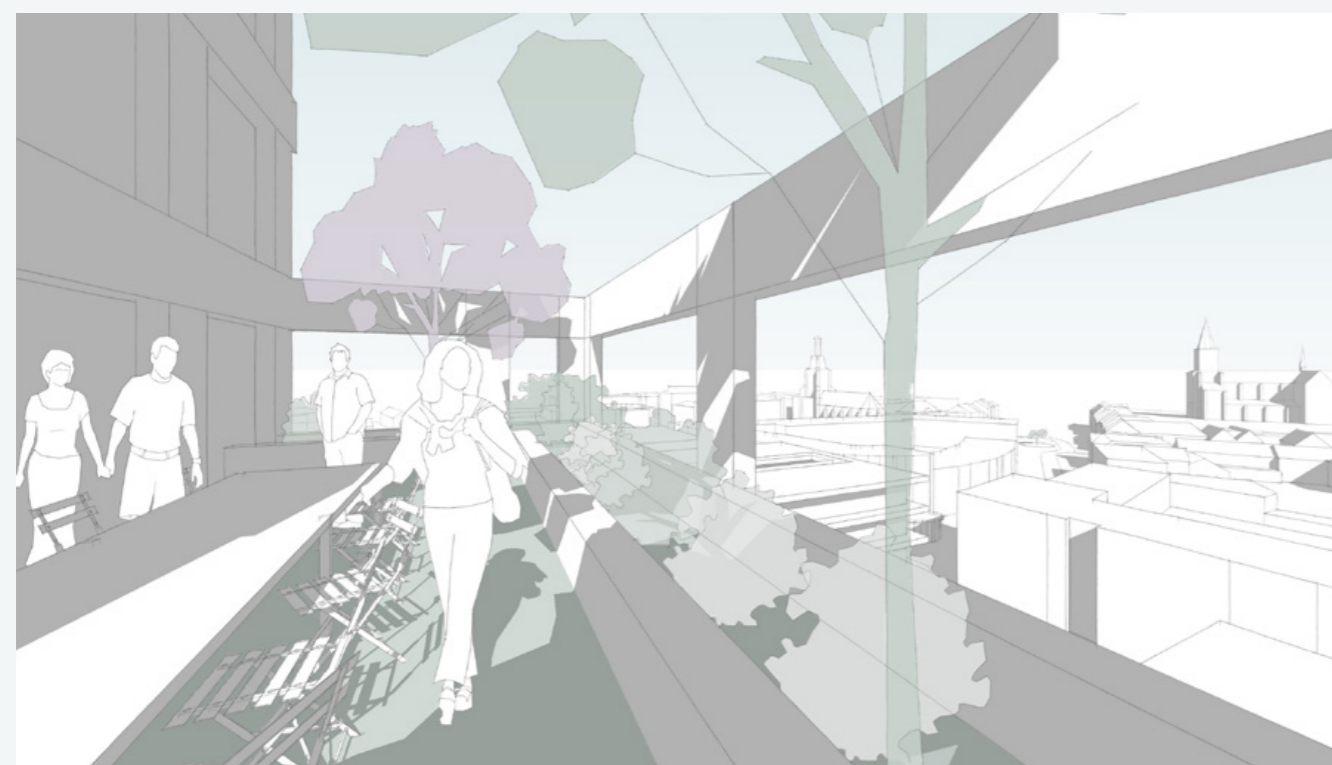
### Contrasting 'main ingredients'

The clear architecture contrasts with the varied landscape; this enhances the total experience

**E**

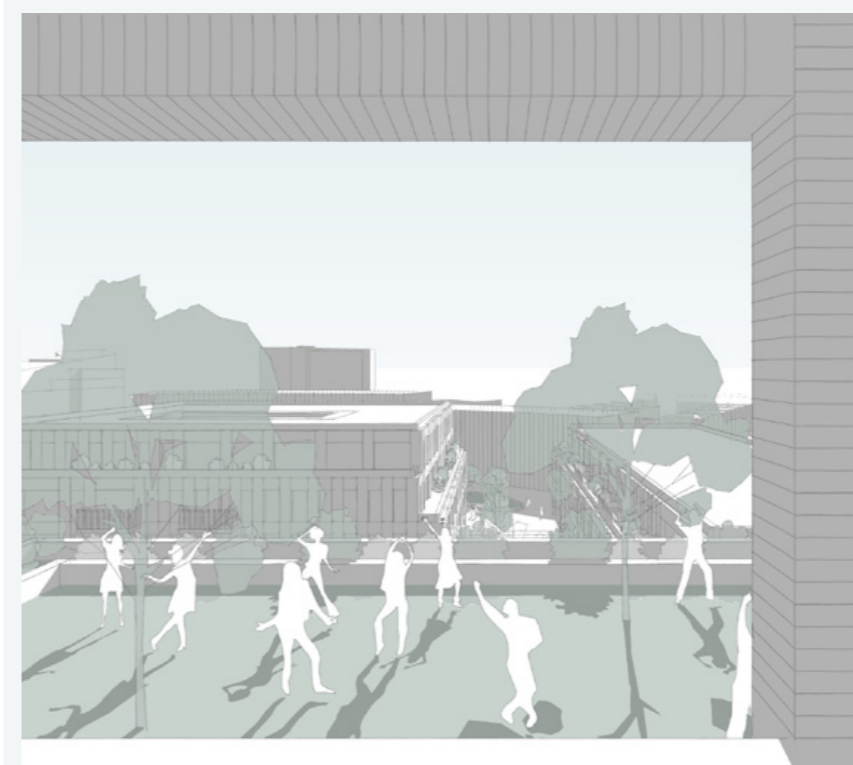
### A multi-layered landscape embedded in the 'castle'

Larger trees around ground level; smaller vegetation on the roof terraces

**F**

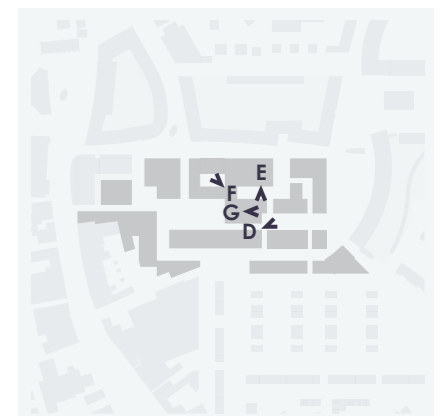
### A characteristic view for the public

A new public symbol in connection with the original identity; view on the Vincent van Goghkerk, Lambertuskerk and Moeierboom

**G**

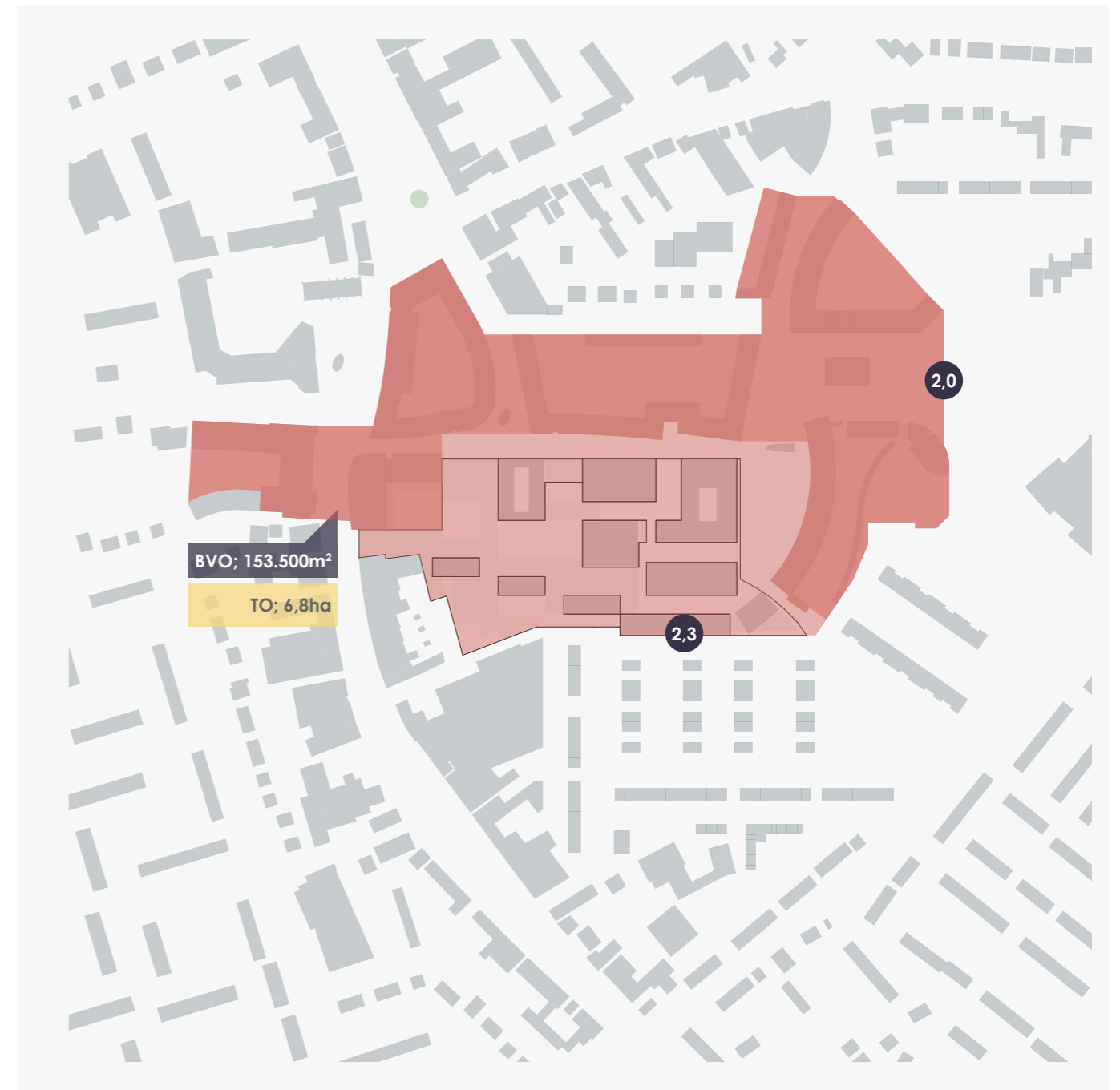
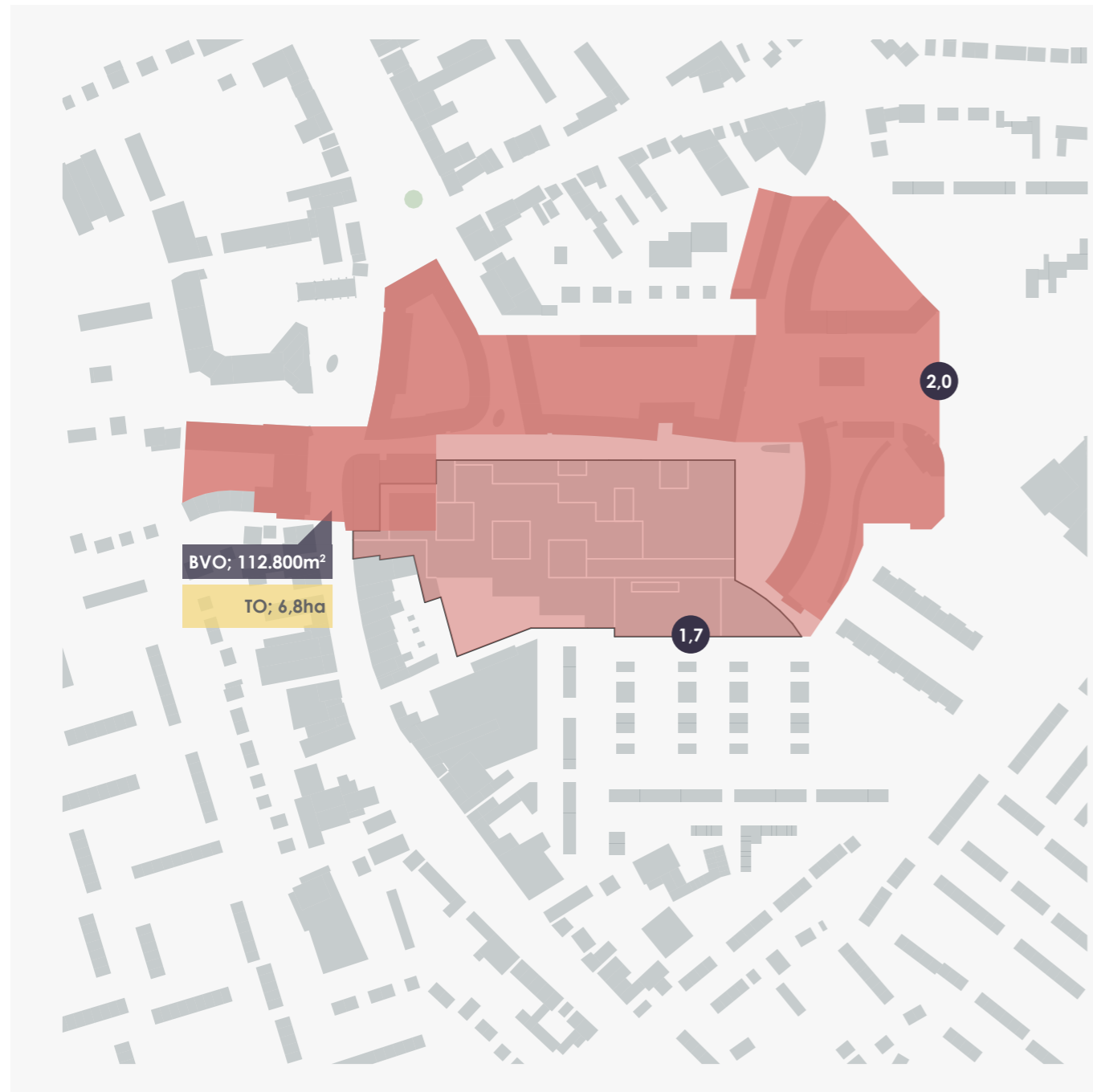
### Calm, but active

Stretching exercises for the young and 'old' ;)



## Density in fsi (floor space index)

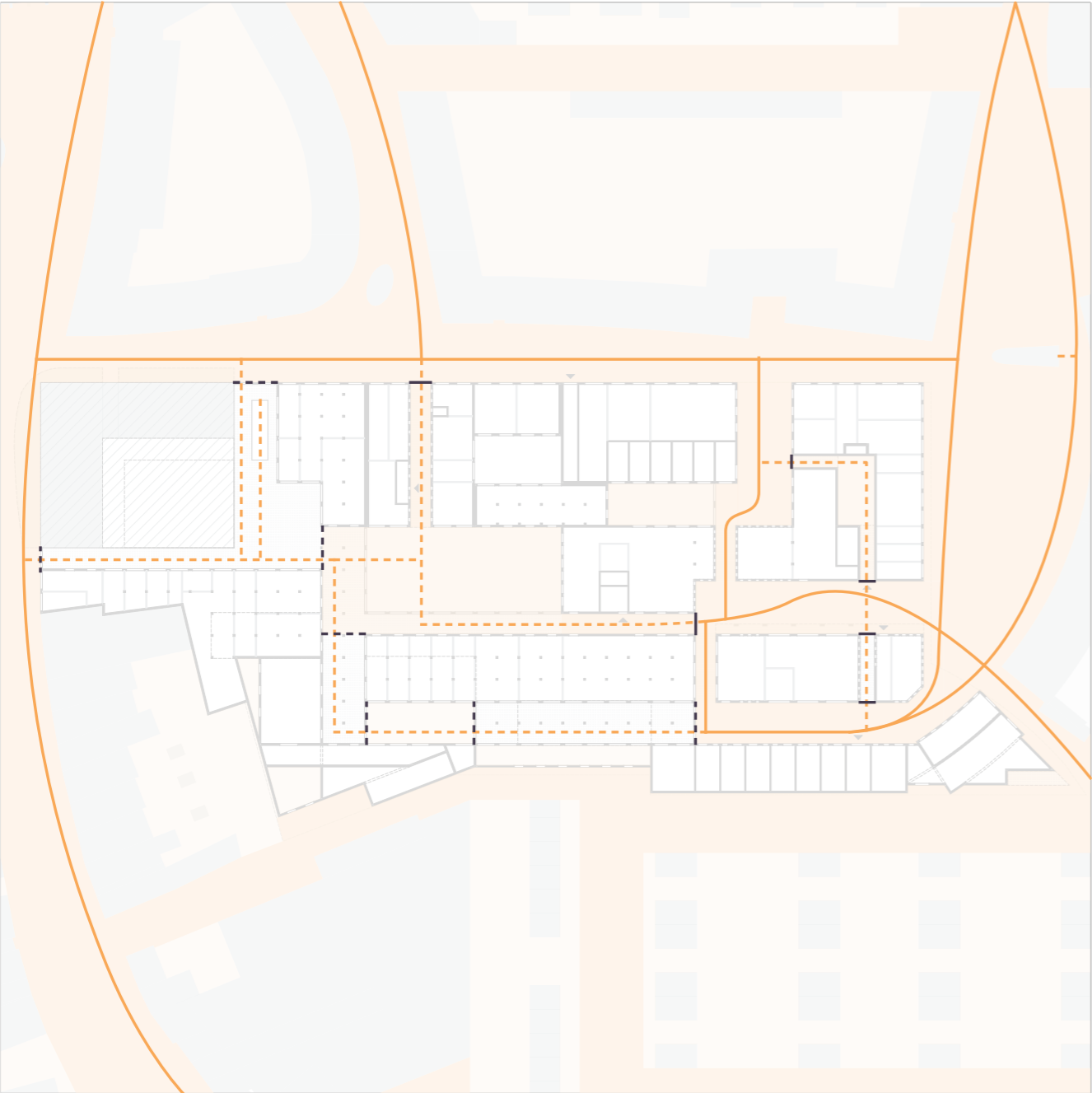
To quantify which 'degree of densification' is appropriate for Etten-Leur, the fsi (floor space index) was determined by dividing the GFA (gross floor area) by the plot area. The 'urban area' of Etten-Leur, formed by the new buildings dated around the year 2000-2010, has an FSI of 2,0. The total area today, including the existing mall has an FSI of 1,7. The plan proposal increases the FSI, from the total 'urban area' (so, including the existing mall) to 2.3 (+0.6).



# Accessibility + flows

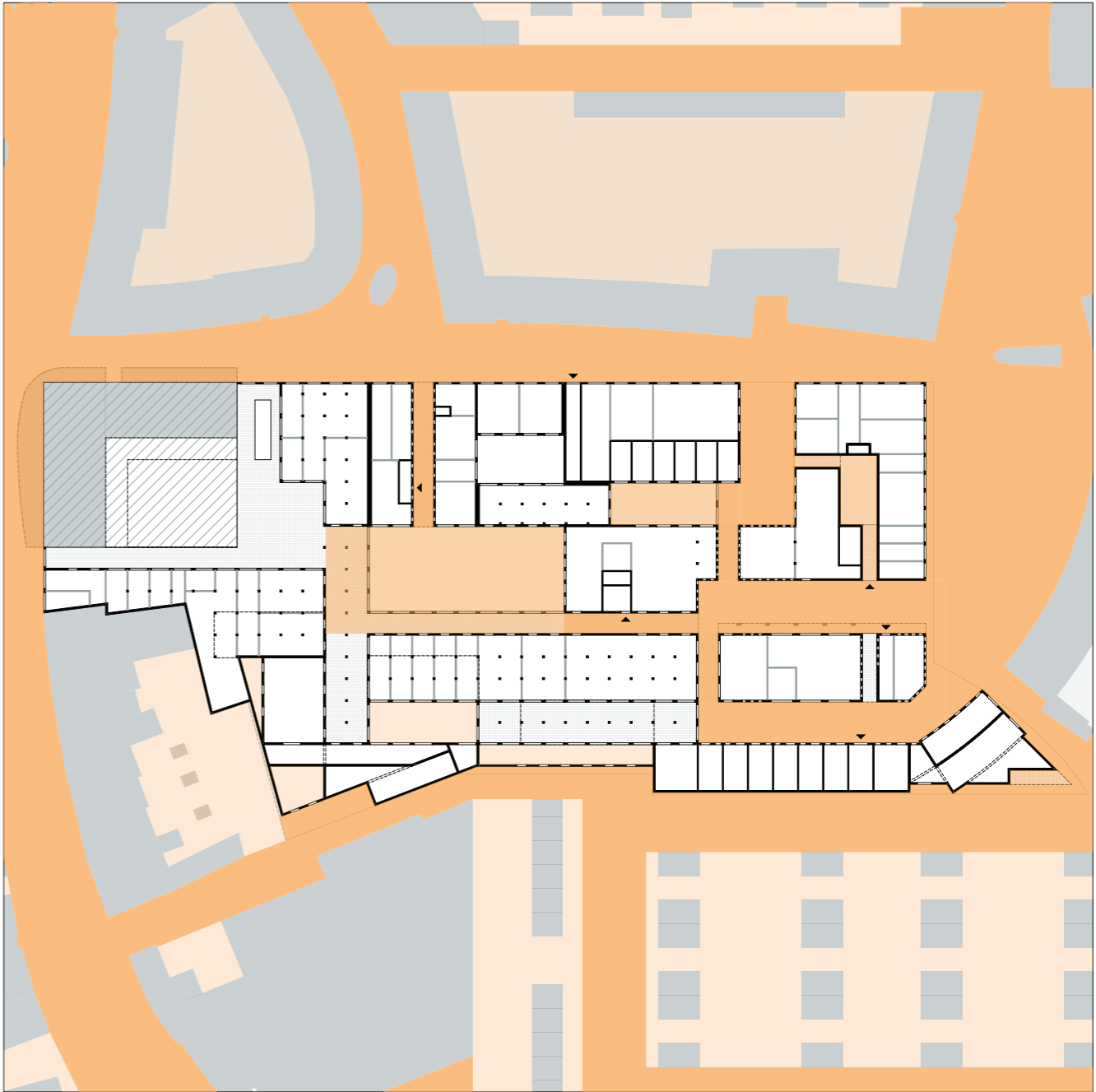
By transforming a privately managed shopping mall into a public district, access and accessibility require specific attention. More than 50% of the existing footprint of the shopping center will be accessible 24/7, the other 50% will be fully accessible to new residents; as a result of which a passable ‘heart’ arises.

public flow   semi public flow   seperation; gate   seperation; screen



traffic flows through the 'heart'  
Academy of Architecture Tilburg

public space; accessible 24/7  
semi public space; accessible in day time  
private space; not accessible



accessible exterior

Overview program

BVO totaal

incl. Hema

14.100m<sup>2</sup> oorspronkelijk

29.500m<sup>2</sup>

BVO commercieel

gevuld excl. Hema

14.100m<sup>2</sup> oorspronkelijk

22.150m<sup>2</sup>

BVO commercieel

leegstand

1.900m<sup>2</sup>

BVO verkeersruimte

publiek

3.600m<sup>2</sup>

BVO overig

installaties, logistiek

1.100m<sup>2</sup>

perceel

excl. deel Hema

17.650m<sup>2</sup>

01.950m<sup>2</sup> gemeente

BVO behoud

originele structuur

9.800m<sup>2</sup> (70%)

BVO nieuwbouw

nieuwbouw

31.400m<sup>2</sup>

BVO parkeren

170 - 240 p.p.  
(norm 0,85 - 1,20)

5.000 - 7.000m<sup>2</sup>

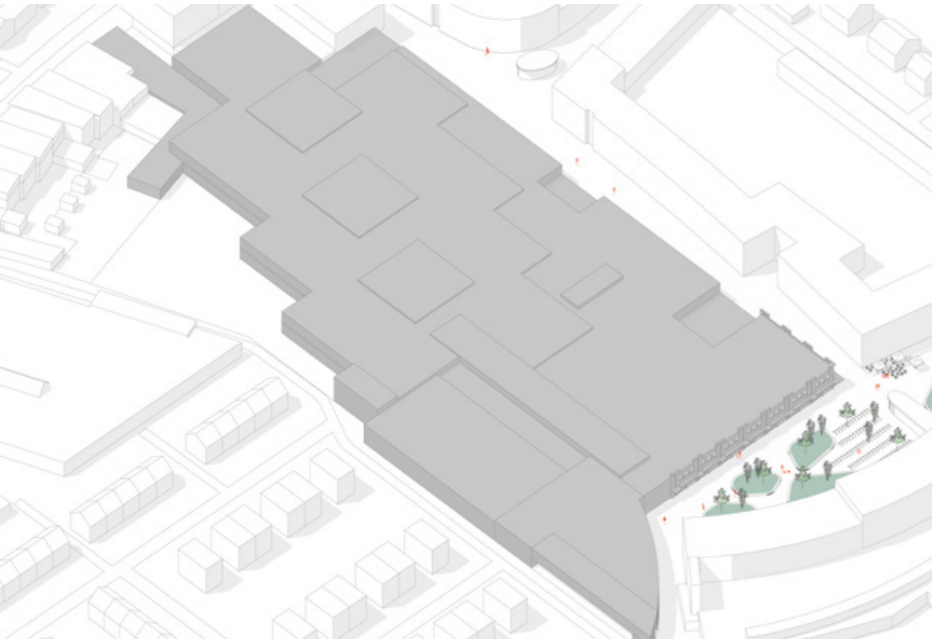
BVO totaal

excl. Hema, parkeren

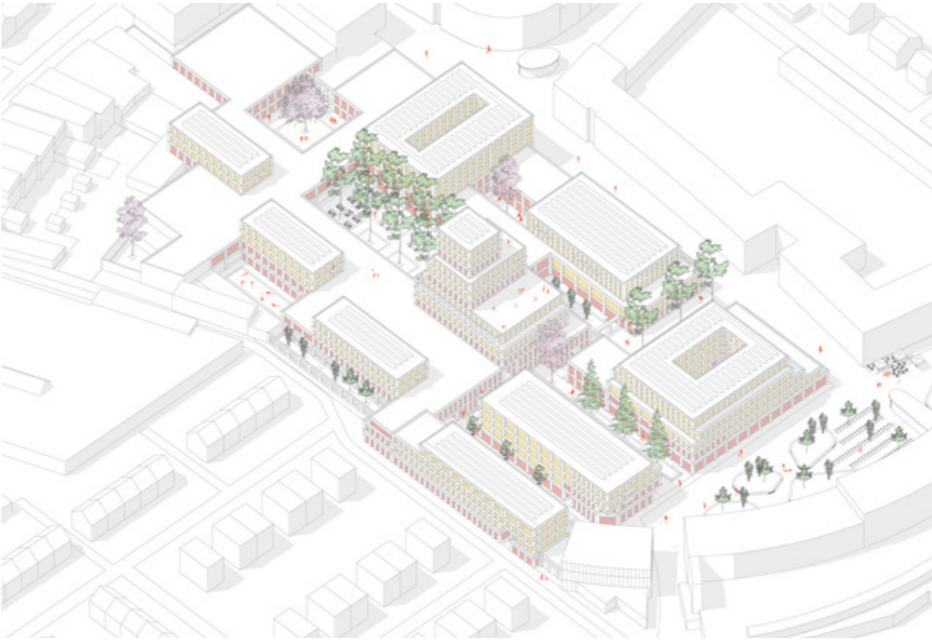
41.200m<sup>2</sup>

ca.		
GBO 055m <sup>2</sup> (50 - 60)	75	35%
GBO 065m <sup>2</sup> (60 - 70)	60	30%
GBO 100m <sup>2</sup> (70+)	40	20%
GBO 100m <sup>2</sup> (meerlaags)	25	15%
	200	

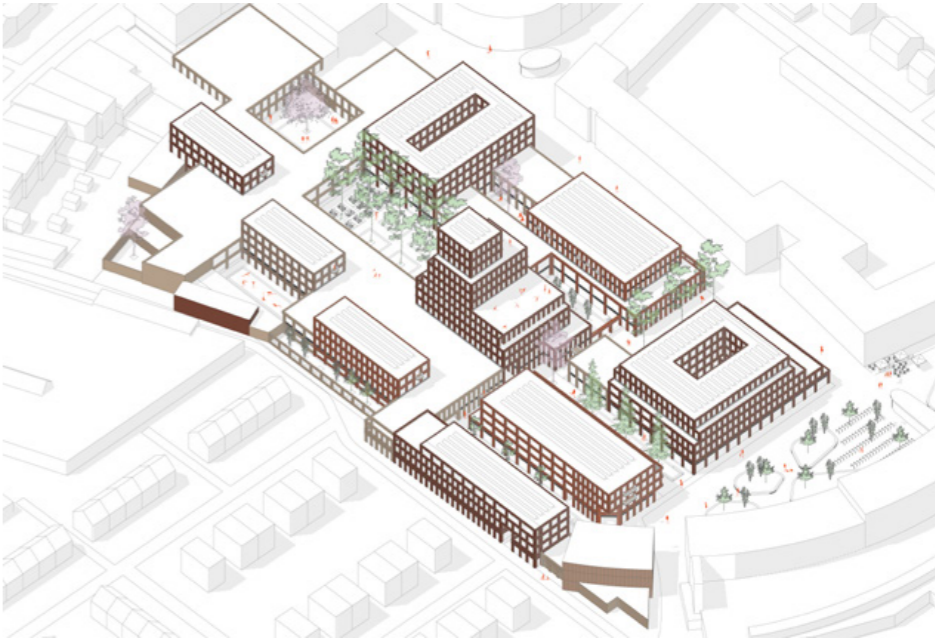
# Integrity and embedded layers



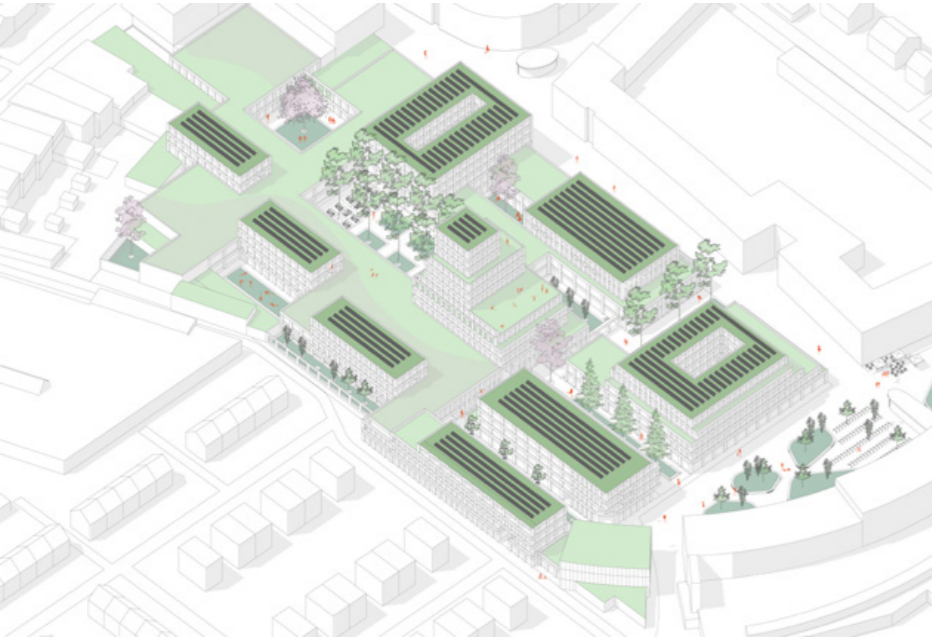
existing volume



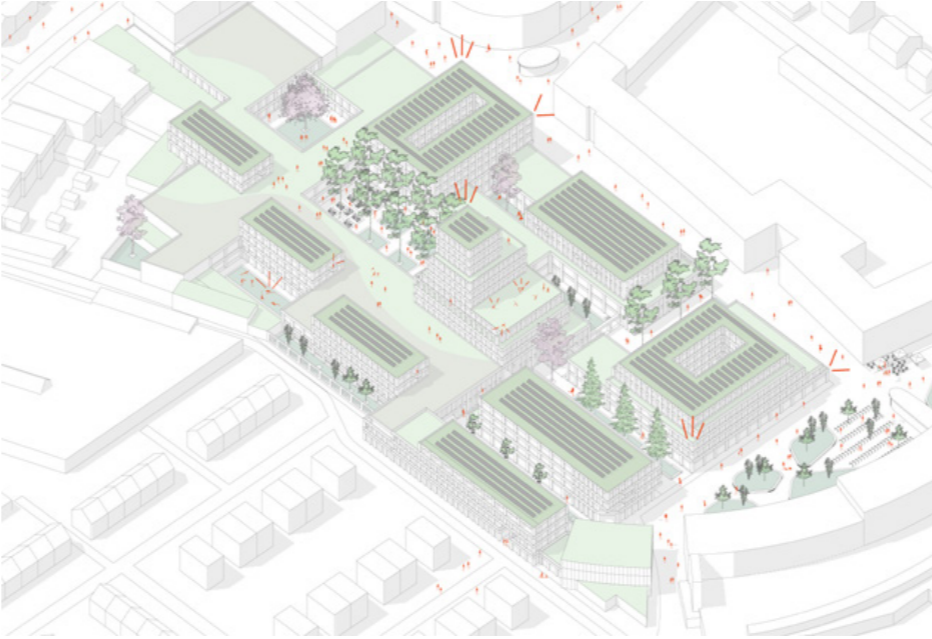
mixed program



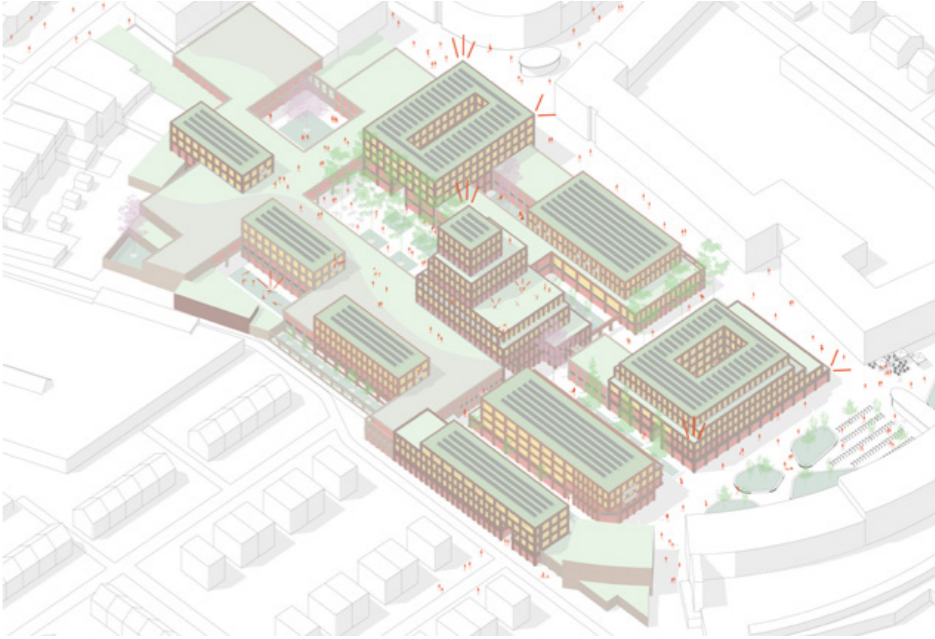
creating a new world



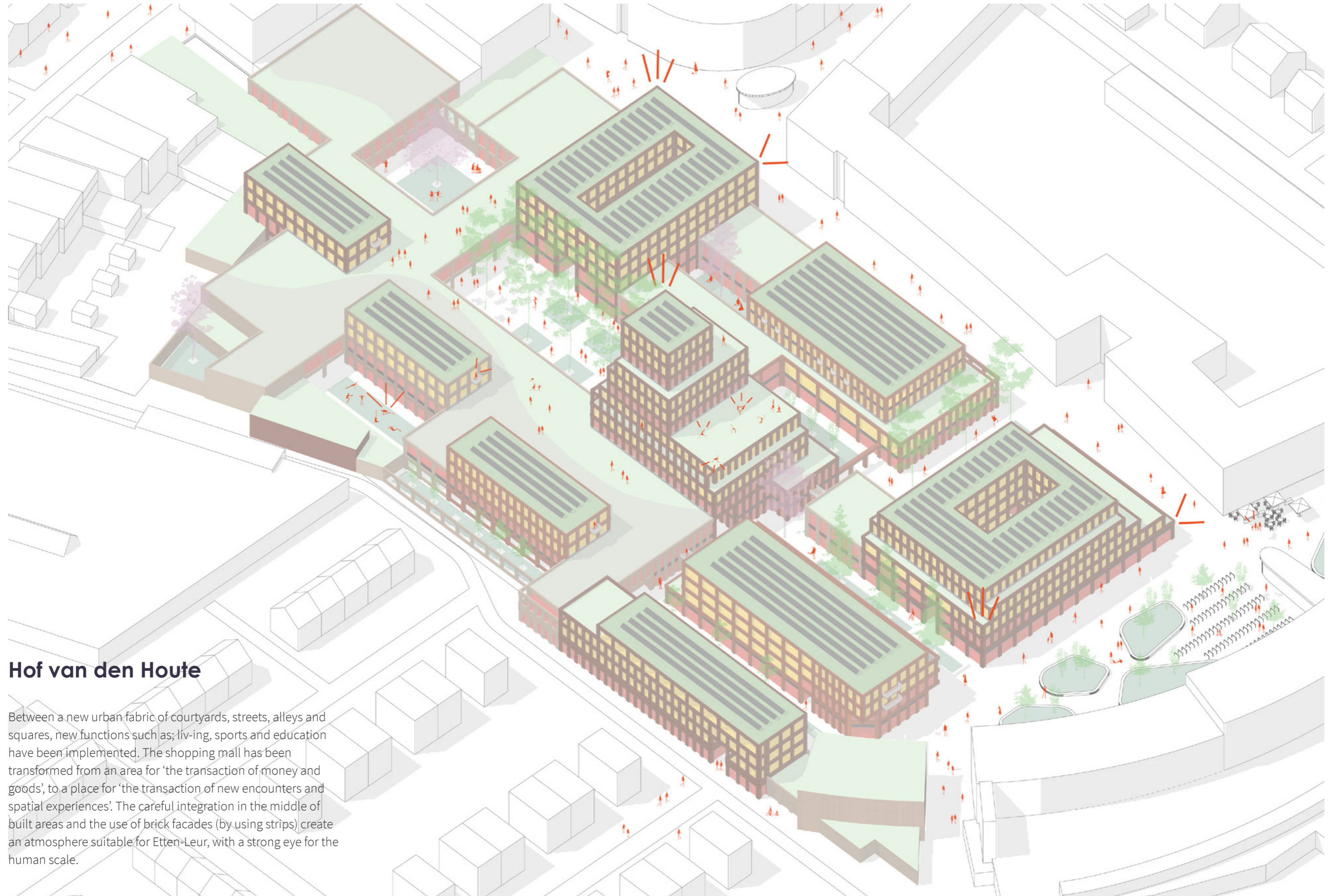
embedded landscape  
Academy of Architecture Tilburg



vibrant heart



Hof van den Houte



## Hof van den Houte

Between a new urban fabric of courtyards, streets, alleys and squares, new functions such as; liv-ing, sports and education have been implemented. The shopping mall has been transformed from an area for 'the transaction of money and goods', to a place for 'the transaction of new encounters and spatial experiences'. The careful integration in the middle of built areas and the use of brick facades (by using strips) create an atmosphere suitable for Etten-Leur, with a strong eye for the human scale.

# 3 logbook

The logbook is the documented personal diary, a journey through graduation that is made of personal authentic material.

Logbook (overview)

period	phase	description
07.21 - 08.21	hypothesis	subject choice
08.21 - 09.21	project specs	formulation of assignment
09.21 - 10.21	project specs	formulation of assignment
10.21 - 11.21	project specs	acquaintance, practice tutor Patrick Meijers
10.21 - 11.21 w3	research	sharing conclusions from analysis
11.21 - 12.21	research	review; refining research/project structure
11.21 - 12.21 w1	preparations	visualizing the urban context
12.21 - 01.22	concept design	conceptual design on all urban and architectural scale levels
12.21 - 01.22 w1	concept design	modeling; existing condition; building level
12.21 - 01.22 w1	concept design	presenting the concept design
2022		
01.22 - 02.22	pre design	linking the concept and programmatic + spatial elaboration
01.22 - 02.22 w1	pre design	urban analysis
01.22 - 02.22 w2	pre design	development of ‘shopping’
01.22 - 02.22 w3	pre design	formulating core themes
01.22 - 02.22 w4	pre design	grain types + target groups; human activities
02.22 - 03.22	pre design	linking the concept and programmatic + spatial elaboration
02.22 - 03.22 w1	pre design	defining the fsi; new residential program
02.22 - 03.22 w2	pre design	‘massing volumes’; the type of retail in existing mall
02.22 - 03.22 w3	pre design	research ‘grain sizes’ new activities
02.22 - 03.22 w3	pre design	propose a new spatial concept/order; with poor relation to context
02.22 - 03.22 w4	pre design	spatial testing; how to deal with the ‘new’ and existing
03.22 - 04.22	pre design	linking the concept and programmatic + spatial elaboration
03.22 - 04.22 w1	pre design	spatial testing; new spatial atmosphere
03.22 - 04.22 w1	pre design	urban mapping; further research of scale exploration
03.22 - 04.22 w2	pre design	presenting the pre design
03.22 - 04.22 w2	pre design	propose a new spatial design; with first try to take the existing into account
04.22 - 05.22	def design	propose a new spatial design; with integration of program + context
05.22 - 06.22	def design	urban model preparation
06.22 - 07.22	def design	rest period
07.22 - 08.22	def design	rest period
07.22 - 08.22	def design	physical scale model lasercutting plates
07.22 - 08.22	def design	physical scale model 3D printing model
08.22 - 09.22	def design	restart; from nolly map; 2D urban design proposal
08.22 - 09.22 w4	def design	first new ‘mass study proposal’ > def direction
09.22 - 10.22	def design	defining final ‘mass’ study
10.22 - 11.22	def design	create step by step axo; integral translation
11.22 - 12.22	def design	create step by step axo; integral translation
12.22 - 01.23	def design	integral elaboration of the total plan; on all levels
2023		
01.23 - 02.23	def design	spatial testing; 3D + 2D testing
02.23 - 03.23	def design	spatial testing; 3D + 2D testing
03.23 - 04.23	def design	refining the total program
03.23 - 04.23	def design	elaborate; residential program; fragments in the plan; axo views
04.23 - 05.23	def design	making plans; sections; defining material; architectural language
04.23 - 04.23 w1 - 4	def design	preparations def design; posters, Volume (online, via Teams)
05.23 - 06.23	exam	architectural elaboration; detailing; materialization; curator of own material
06.23 - 07.23	exam	create ‘exam video’ + refining panels, volume

Bibliography

Je bent een Etten-Leurenaar als... (2023). Facebook posts, inhabitants of Etten-Leur; old pictures of the use and site of the shopping mall.

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Verhuurtekeningen (2020). Winkelcentrum, Wereldhave Real Estate

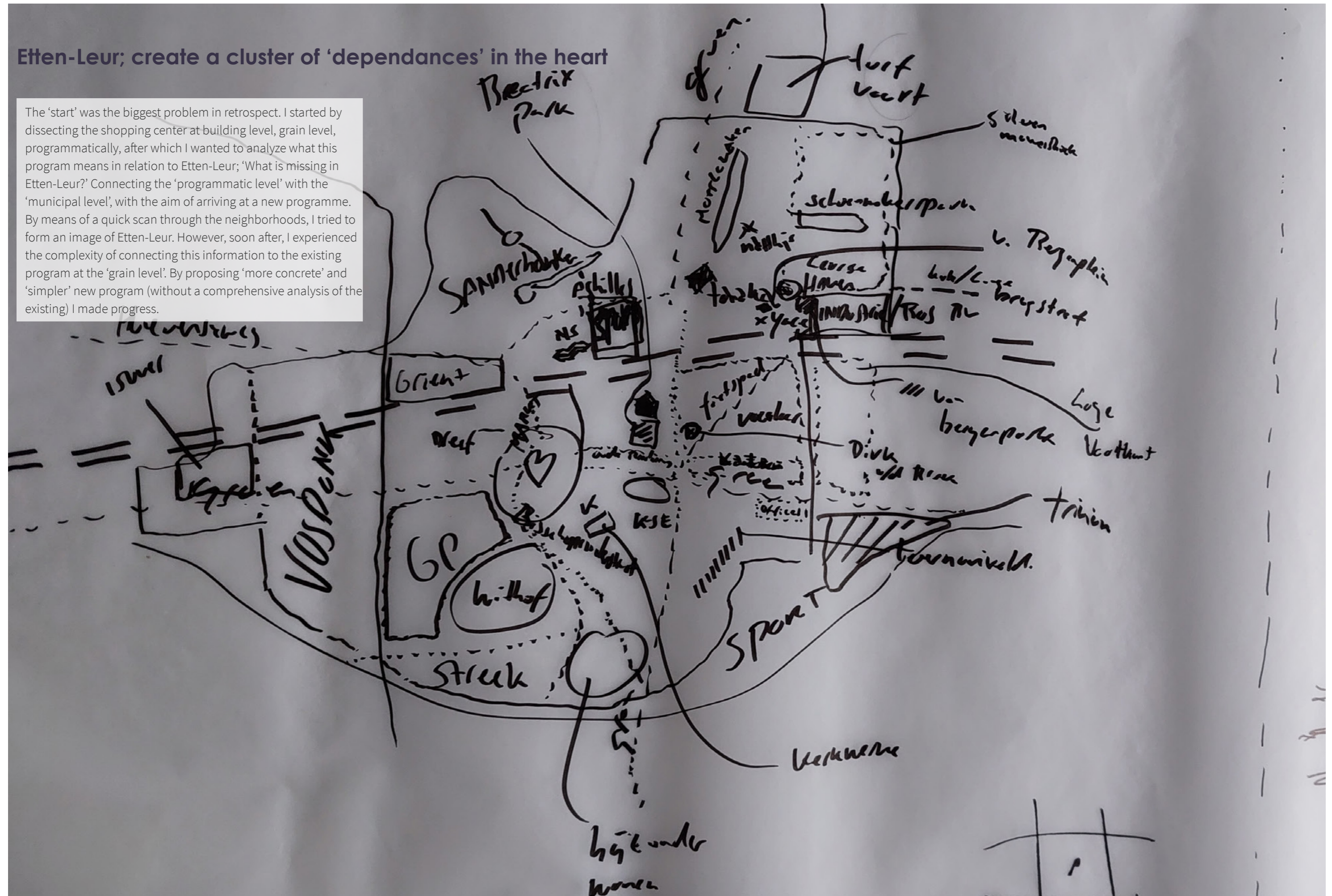
Expert talks

municipality of Etten-Leur  
Natascha Moerman team leader, urban development  
Peter de Leeuw urbanist  
Nanneke Mulder staff member, urban development

other  
Eduard Plate retail expert, Clok; lokaal veerkrachtig ondernemen  
Kees Konings Konings Wonen  
René Maas Maas Jacobs  
Marieke Keyzer Alwel  
Wesley Doorten Alwel

## Etten-Leur; create a cluster of 'dependances' in the heart

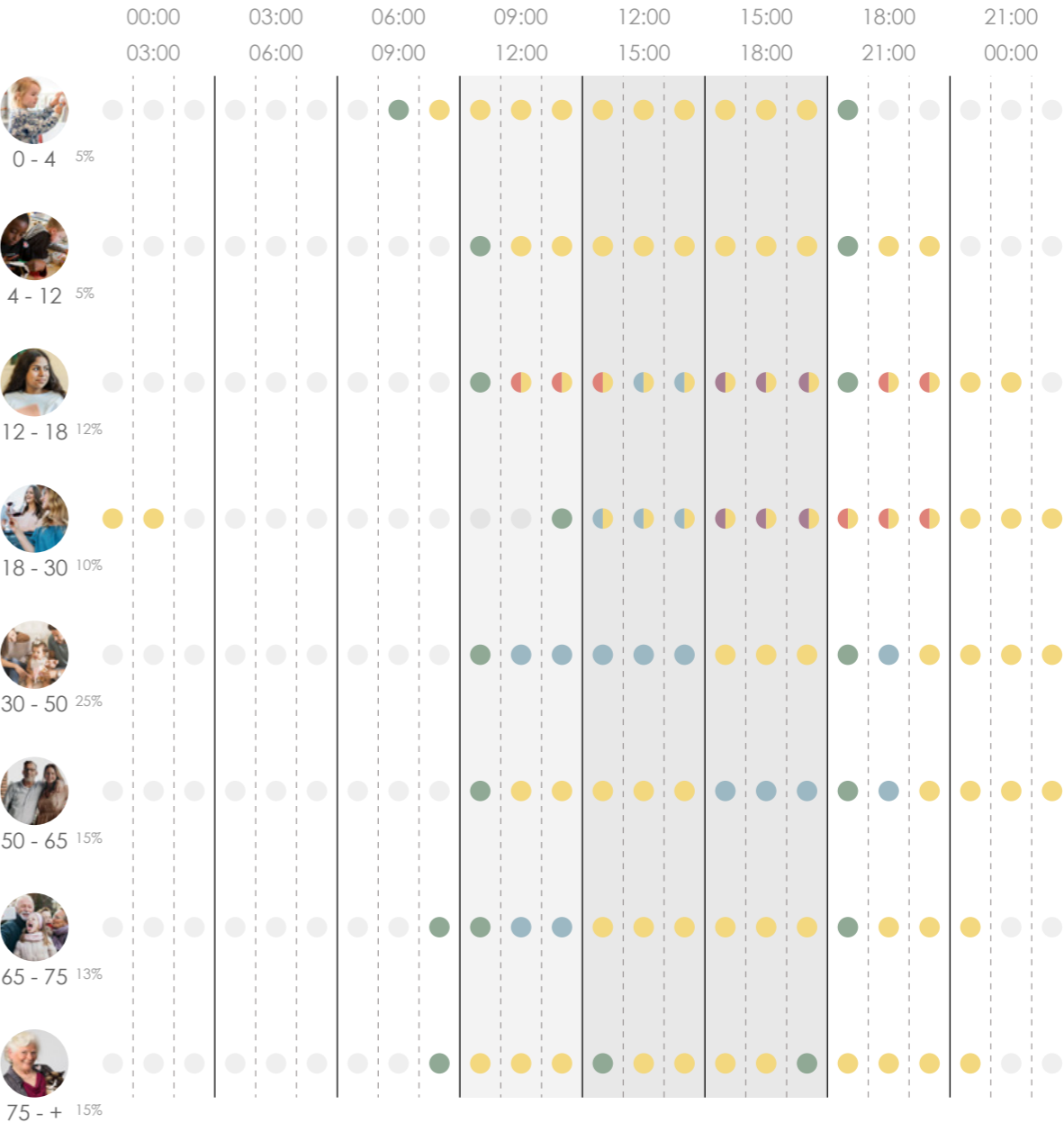
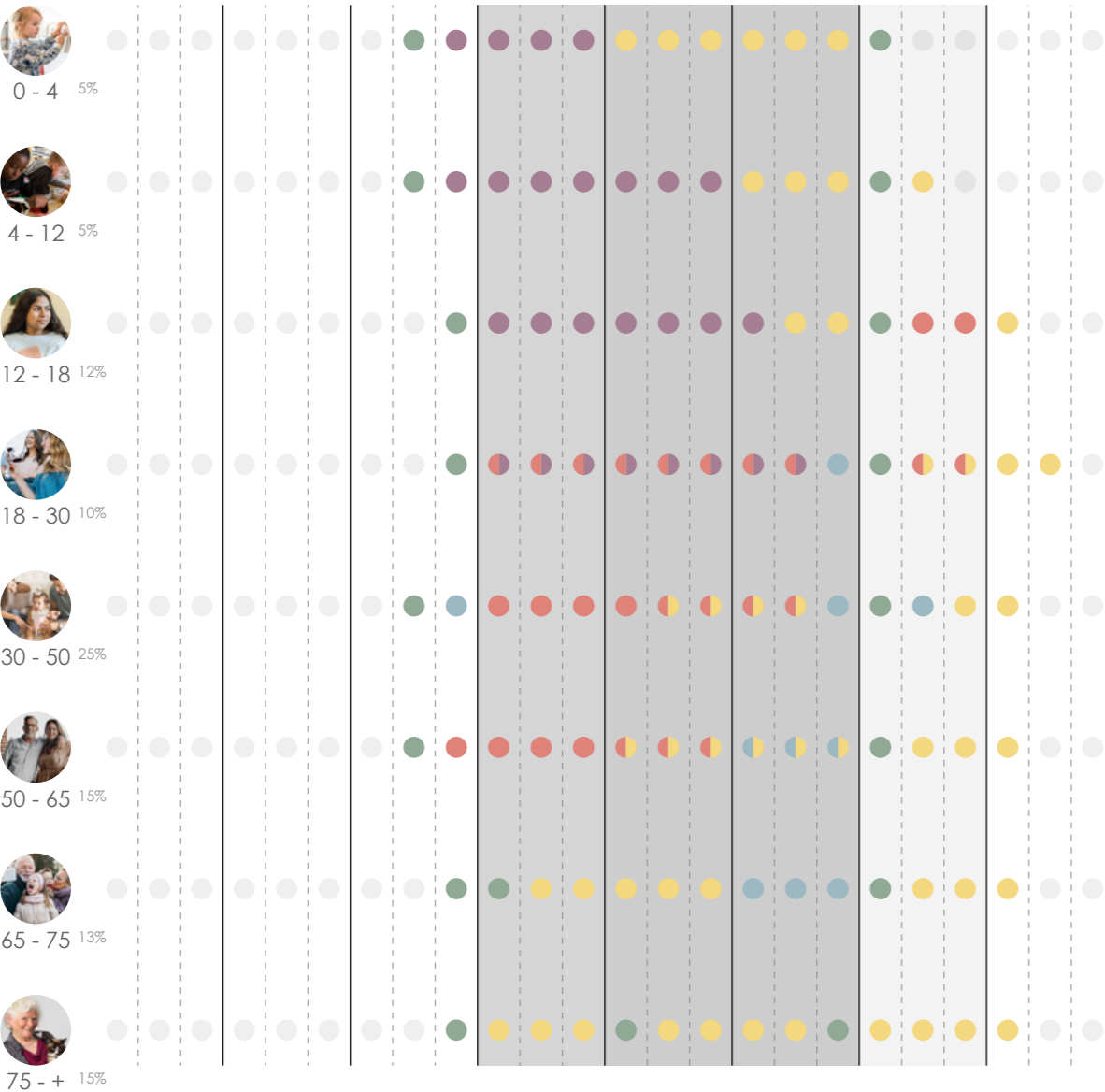
The 'start' was the biggest problem in retrospect. I started by dissecting the shopping center at building level, grain level, programmatically, after which I wanted to analyze what this program means in relation to Etten-Leur; 'What is missing in Etten-Leur?' Connecting the 'programmatic level' with the 'municipal level', with the aim of arriving at a new programme. By means of a quick scan through the neighborhoods, I tried to form an image of Etten-Leur. However, soon after, I experienced the complexity of connecting this information to the existing program at the 'grain level'. By proposing 'more concrete' and 'simpler' new program (without a comprehensive analysis of the existing) I made progress.

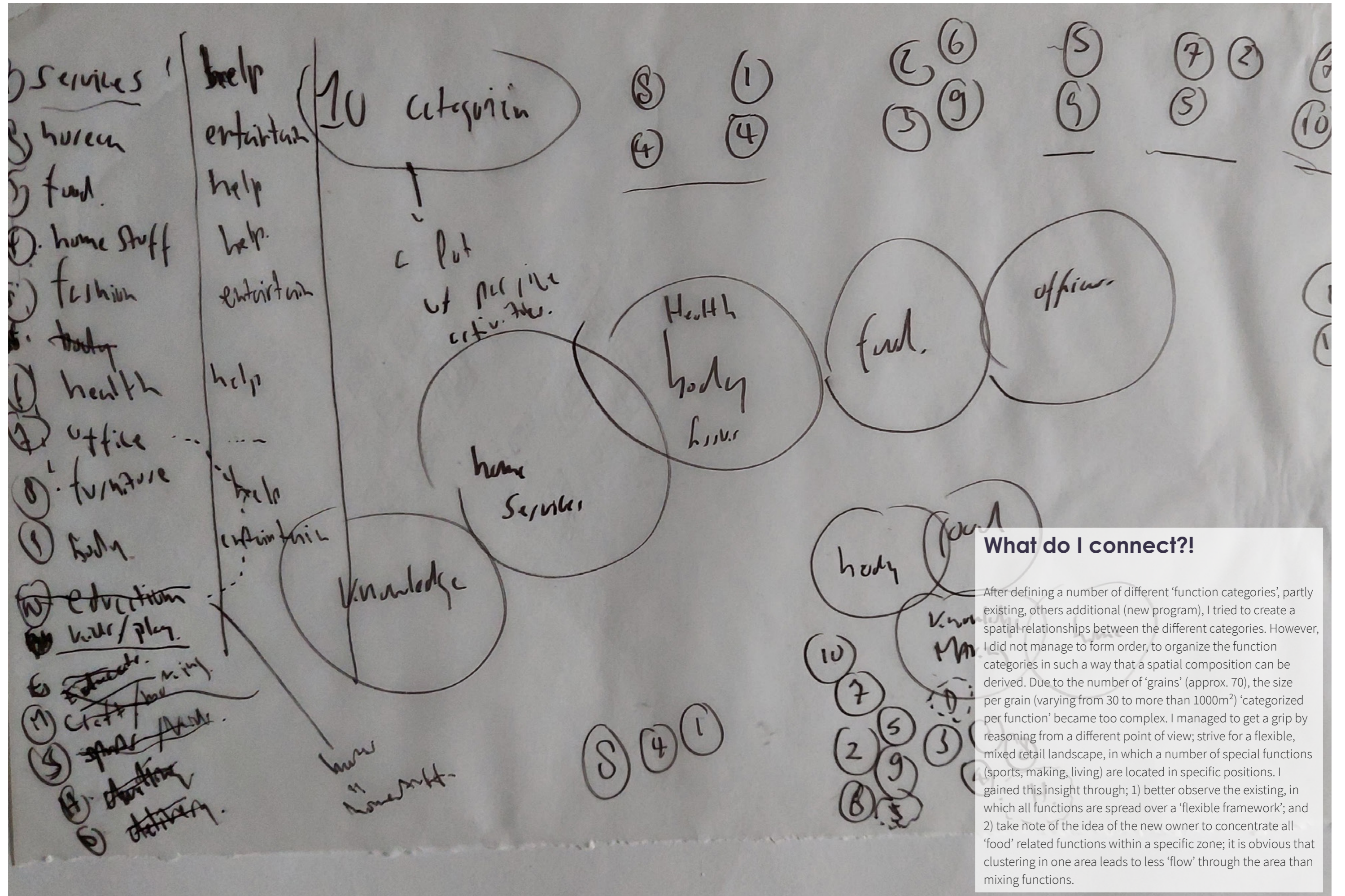


map of Etten-Leur; neighbourhoods + facilities  
Academy of Architecture Tilburg

Too complex...

In the process I tried not only to specify the ‘new program’, but also to define very carefully ‘for who’; which target group. Integrally I tried to propose new functions from the ‘target group’. An extensive analysis of ‘human activities by age’ (human time use), put me in a very complex situation... Linking this information to the program and space turned out to be too complex. I did not make progress, but at the same time I formed a ‘realistic image’ of ‘people’; I began to understand why ‘people’ live quite conservatively (specifically in Etten-Leur), life, society simply is formed this way. I was unable to take on the role of ‘architect’ from this ‘anthropological attitude’. By ‘zooming out’ (looking simple) and take an more optimistic attitude; I saw how ‘simple interventions’ such as ‘sport’ for example, already can do a lot in the personal experience of people visiting the mall, future ‘heart’.





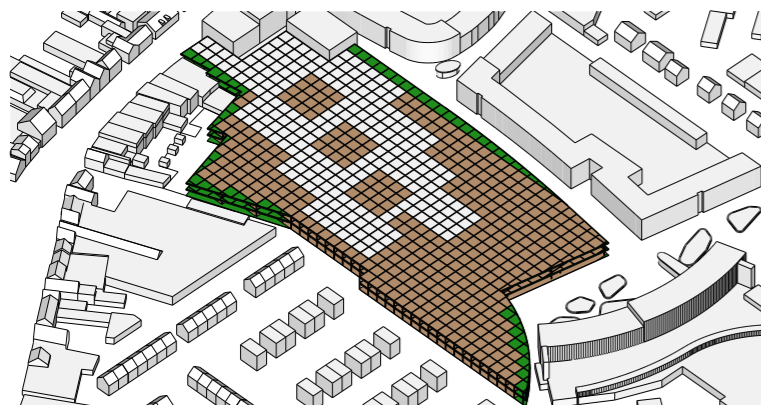
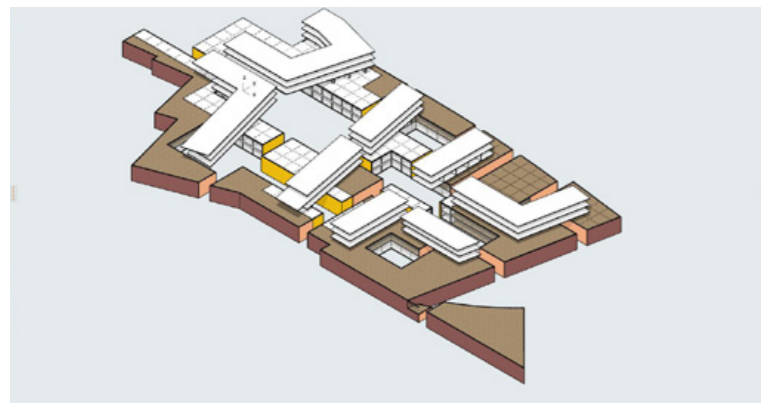
## What do I connect?!

After defining a number of different 'function categories', partly existing, others additional (new program), I tried to create a spatial relationships between the different categories. However, I did not manage to form order, to organize the function categories in such a way that a spatial composition can be derived. Due to the number of 'grains' (approx. 70), the size per grain (varying from 30 to more than 1000m<sup>2</sup>) 'categorized per function' became too complex. I managed to get a grip by reasoning from a different point of view; strive for a flexible, mixed retail landscape, in which a number of special functions (sports, making, living) are located in specific positions. I gained this insight through; 1) better observe the existing, in which all functions are spread over a 'flexible framework'; and 2) take note of the idea of the new owner to concentrate all 'food' related functions within a specific zone; it is obvious that clustering in one area leads to less 'flow' through the area than mixing functions.

## Spatial approach

Parallel to studying on program, target groups, I tried to translate basic ideas in the SO and VO phase into the DO phase; concretely visualize the meaning of 'preservation' and 'demolition'. 'Topping up' was a major barrier to proposing new, 'suitable volumes'. I envisioned 'suitable volume' as new buildings that have a specific relationship with the surrounding context. From an integral point of view over 'the grid structure' (new-existing and specifically the existing construction), 'a footprint in different time layers', 'frayed edges', I made an attempt to propose new volumes, without valid results.

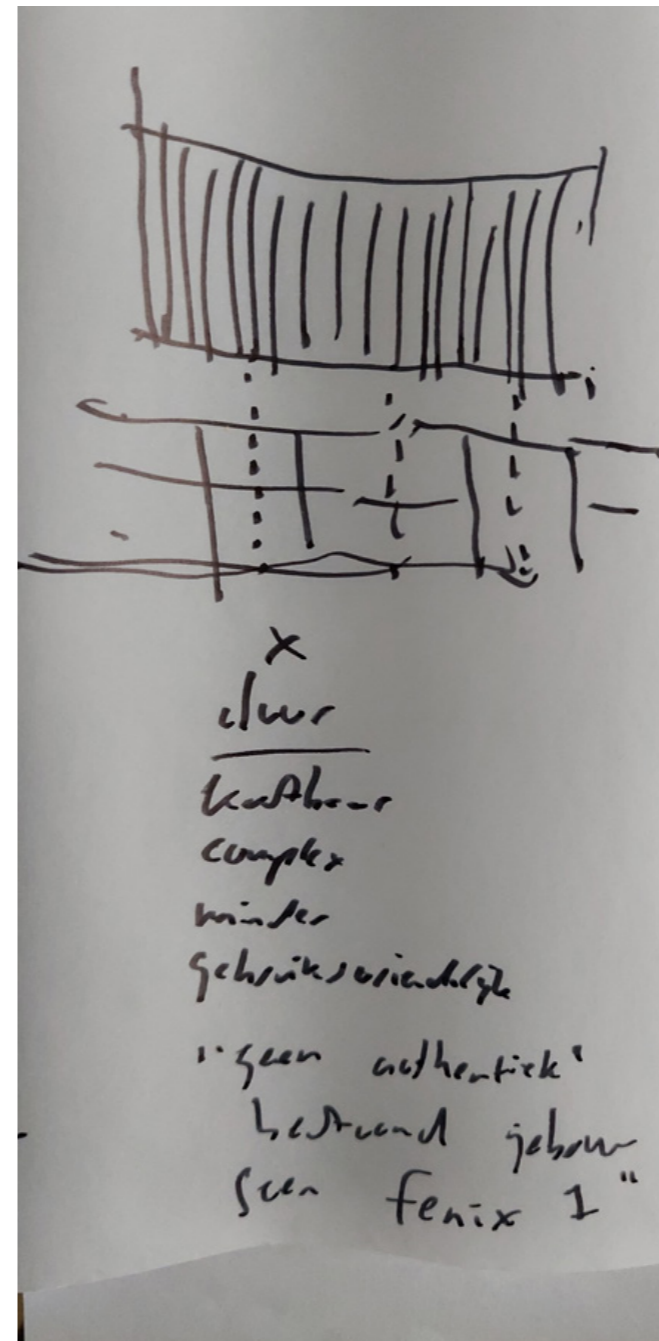
By additionally critically considering 'what the value of preservation is', I indirectly got my answer... Why should I keep a 'meaningless' building? A quick observation of projects what has been 'topped up', such as Fenix I, at the Rijnhaven, already offered me an indirect answer; the existing is characteristic and functions on its own. In the context of the heart of Etten-Leur, the mall forms an urban fabric, topping up an urban fabric, with specific urban connections, makes everything even more complex. From these backgrounds, I decided not to use 'topping' as a guiding principle, but as the Mezquita-Catedral de Córdoba was formed; 'making space' within parts of the existing 'footprint' and add in this space new volumes.



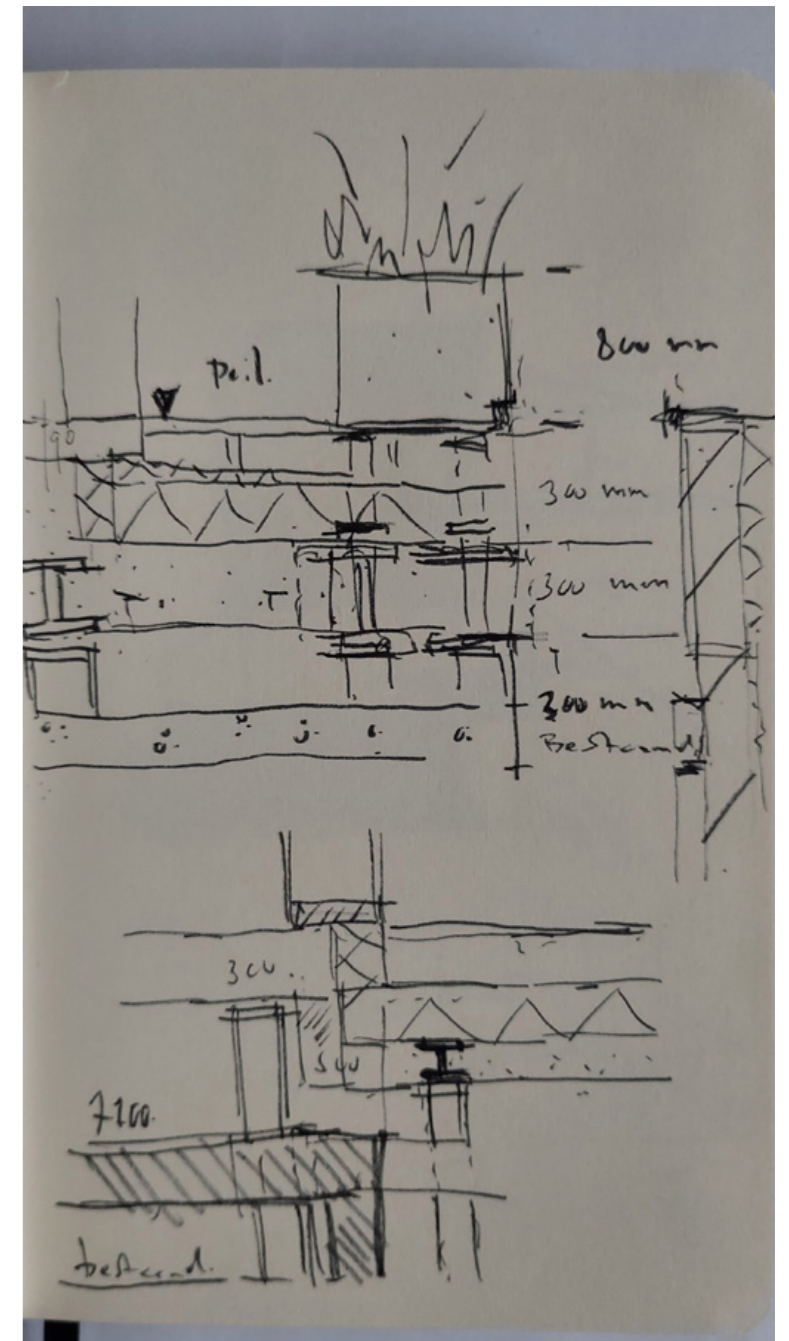
first spatial testing; second presentation, preliminary design  
Academy of Architecture Tilburg



models; first presentation, sketch design



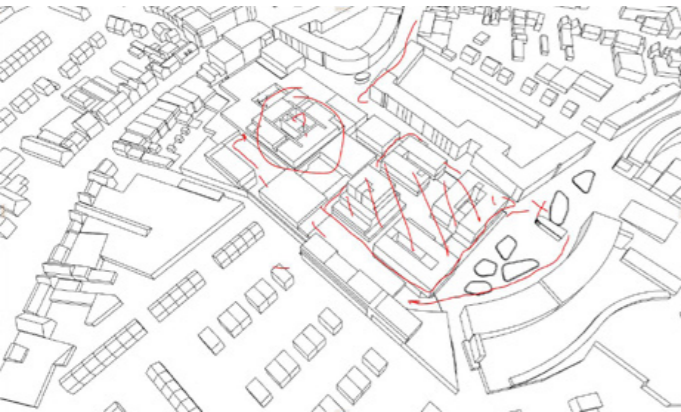
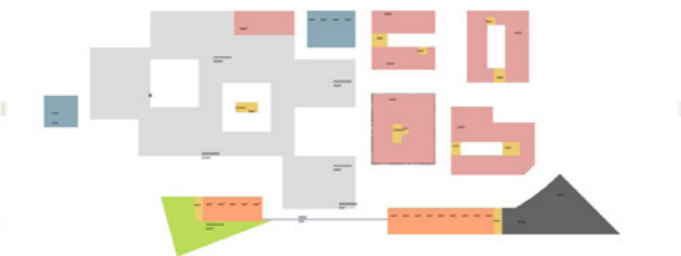
principle; 'building on top'



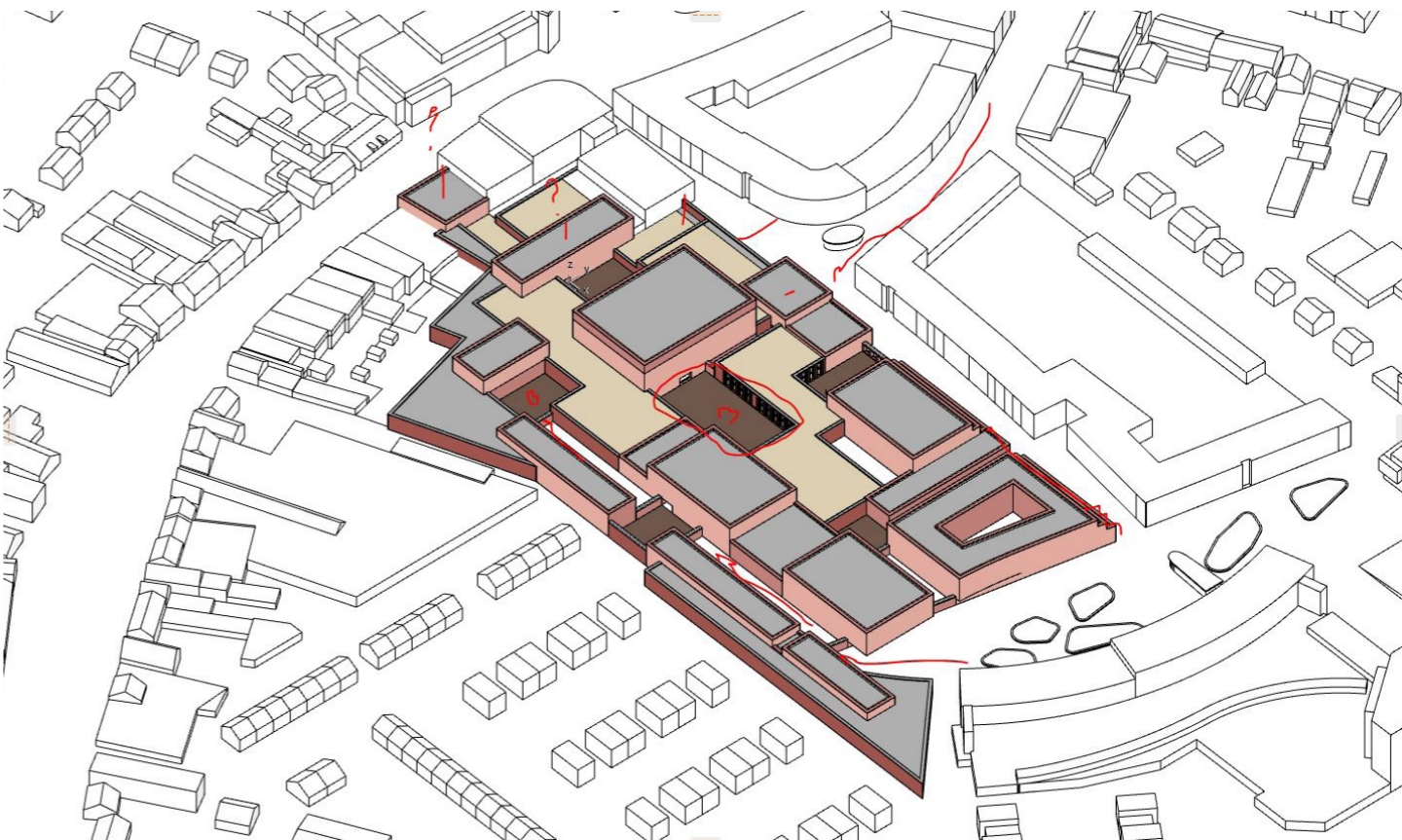
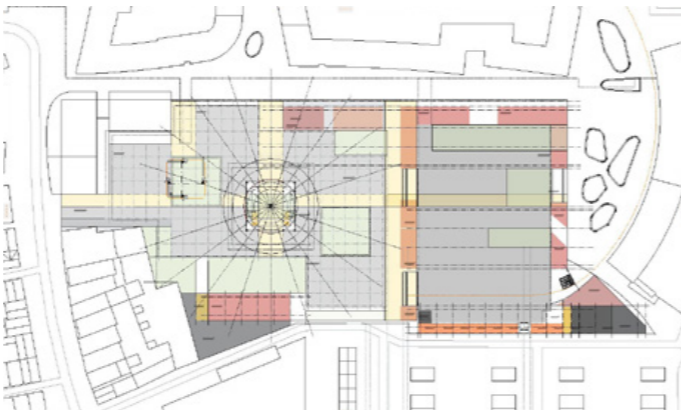
detail; how to 'top-up' in relation to level heights (existing + new construction)

# Test, form feeling

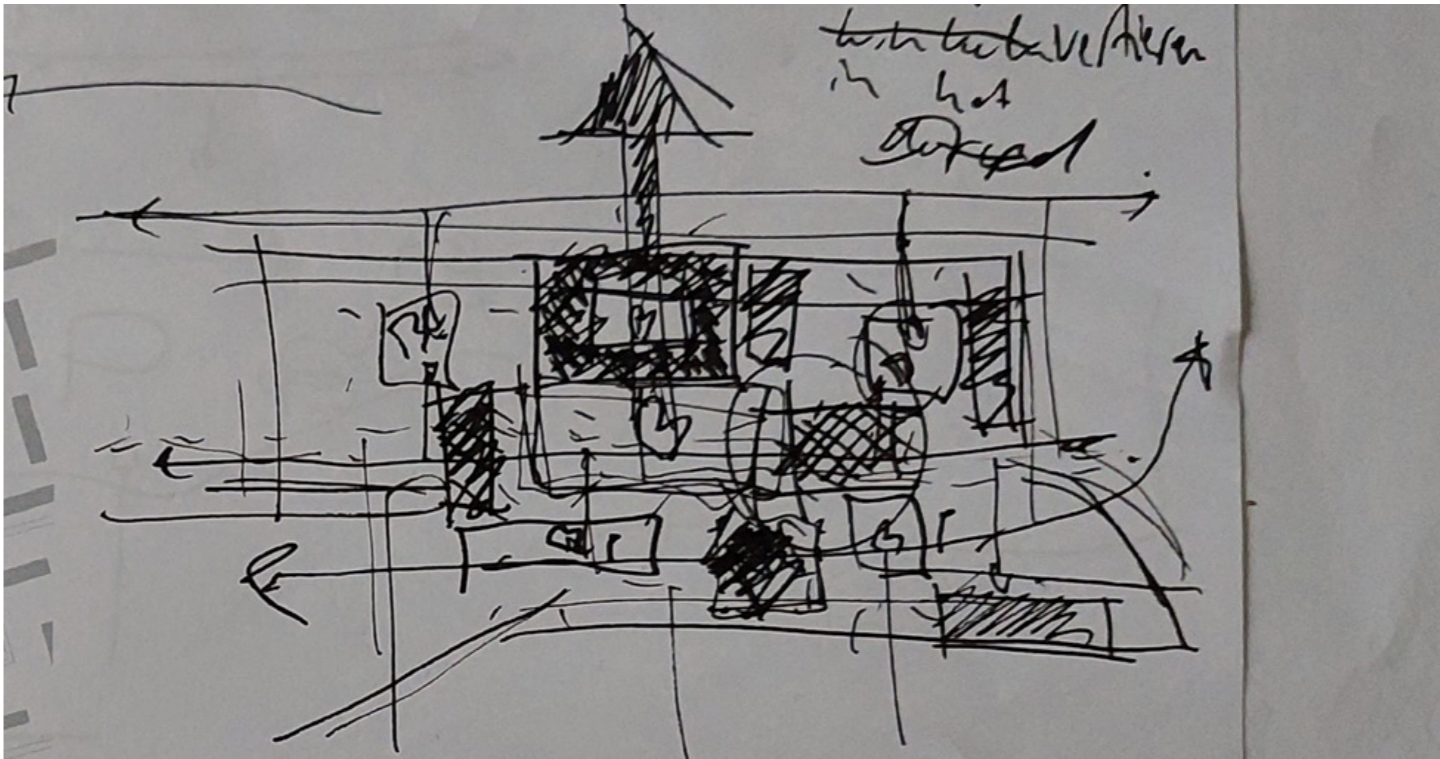
After defining the spatial approach, a first spatial plan was formed; plus program. Without clear urban planning principles, I formed first masses; to form feeling; at the same time, I tried to define material-color; planes and masses; and preserve the original structure (1965) as much as possible. Due to the accumulation of ambitions and insufficient structure in formulating starting points, a urban fabric was created with qualities, but without clarity. The will to make 'pace' resulted in 'delay'; there was insufficient rest and attention, with too much focus on direct spatial output. I received feedback from my tutor to work 'step by step', doing less at the same time; focus on what needs research, especially visually; by abstracting the issue, I experienced more thinking space (memory).



testing too much at the same time; output to rational; ambitions were not achieved  
Academy of Architecture Tilburg



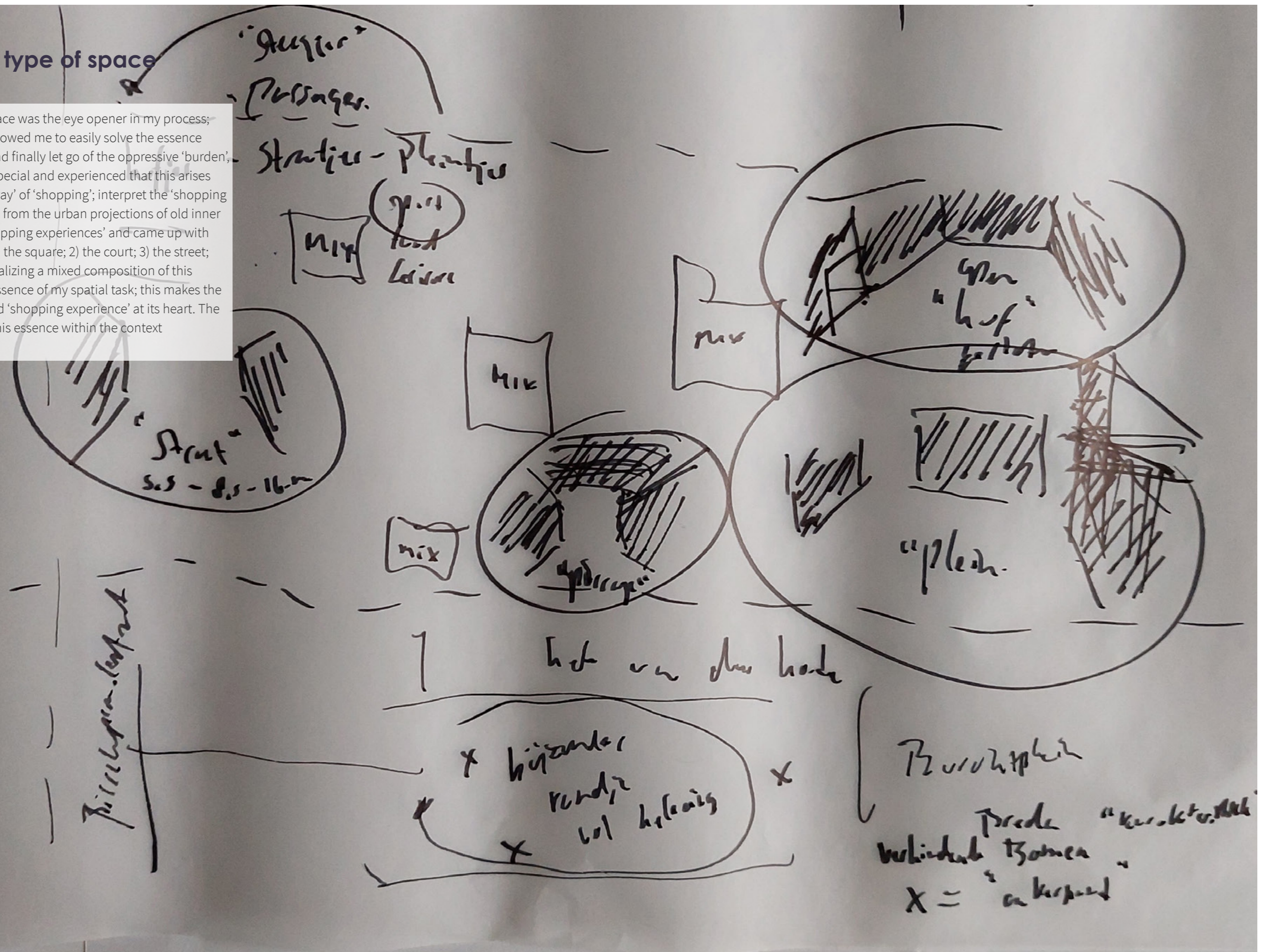
trying to define; new volumes and the existing structure are not coherent; implementing a residential program is complex; considered insufficiently integral



abstraction of main flows in the heart

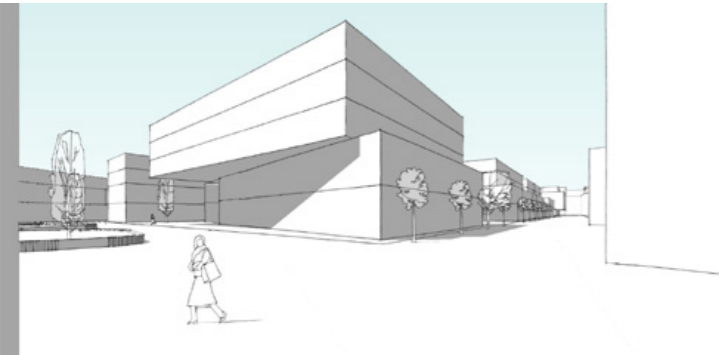
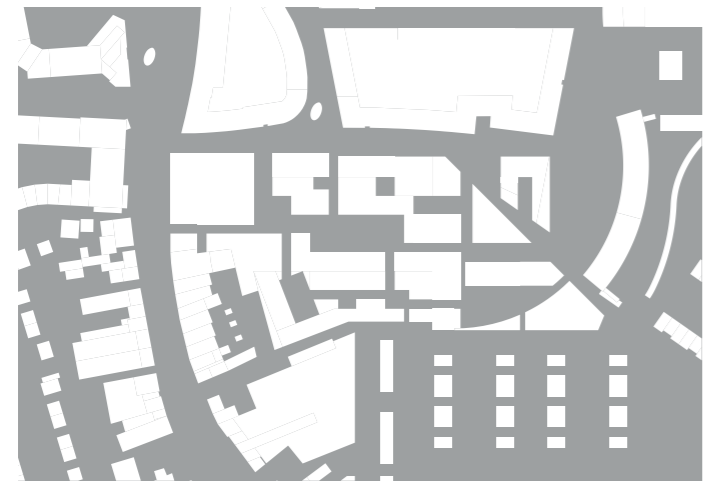
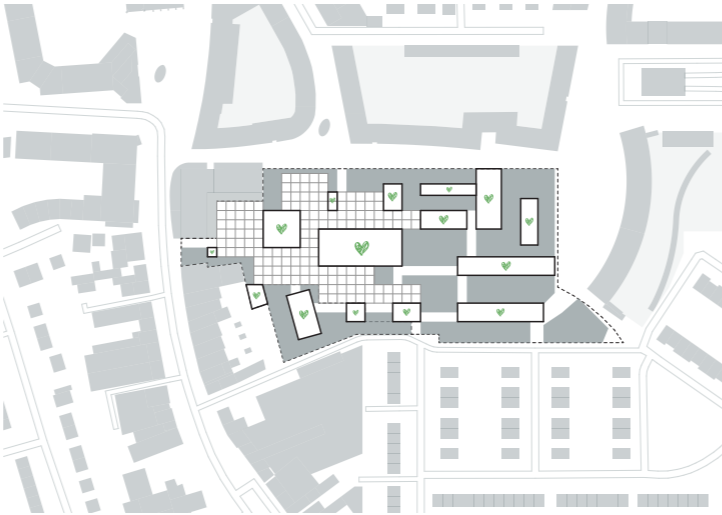
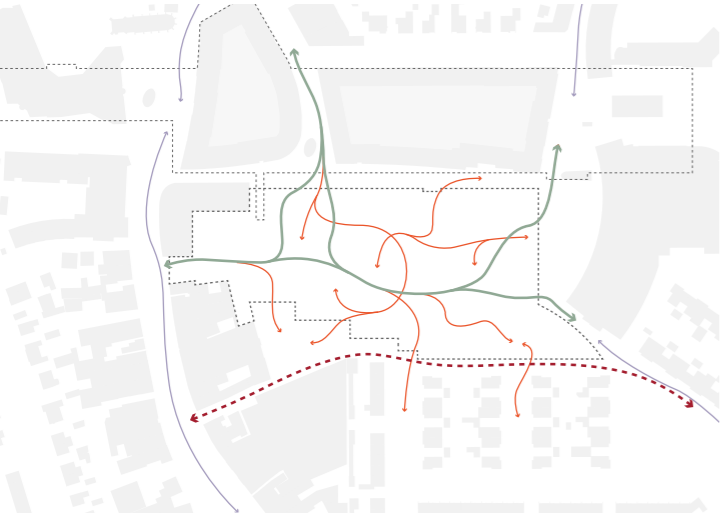
## Abstracting; type of space

The 'abstracting' of space was the eye opener in my process; I found out that this allowed me to easily solve the essence within the big issue; and finally let go of the oppressive 'burden', to make 'something' special and experienced that this arises itself... To define the 'way' of 'shopping'; interpret the 'shopping experience'; I specified from the urban projections of old inner cities, the 'types of shopping experiences' and came up with four types of spaces; 1) the square; 2) the court; 3) the street; and 4) the passage. Realizing a mixed composition of this 'type of space' is the essence of my spatial task; this makes the special, future-oriented 'shopping experience' at its heart. The next step was to fold this essence within the context of Etten-Leur.

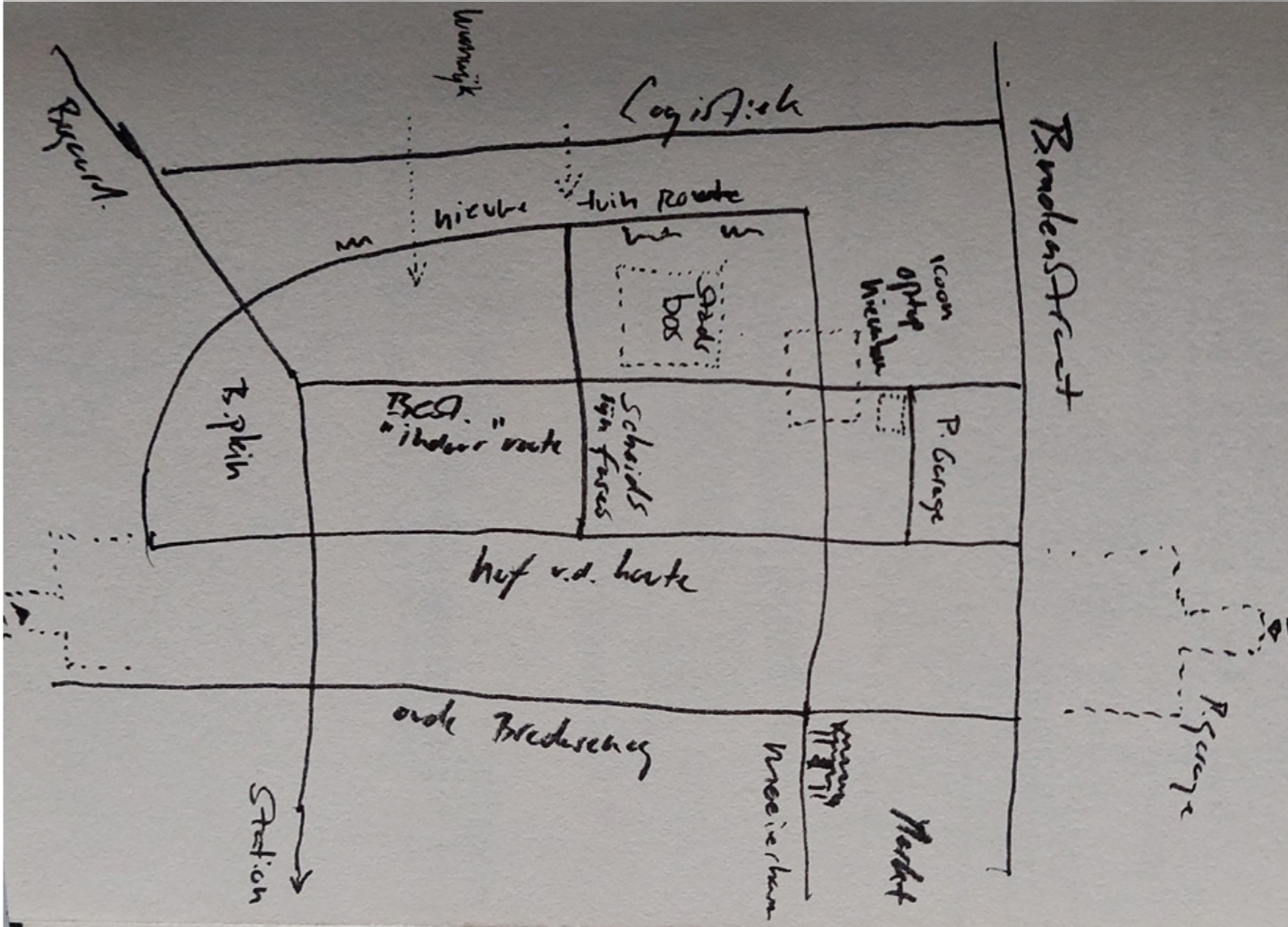
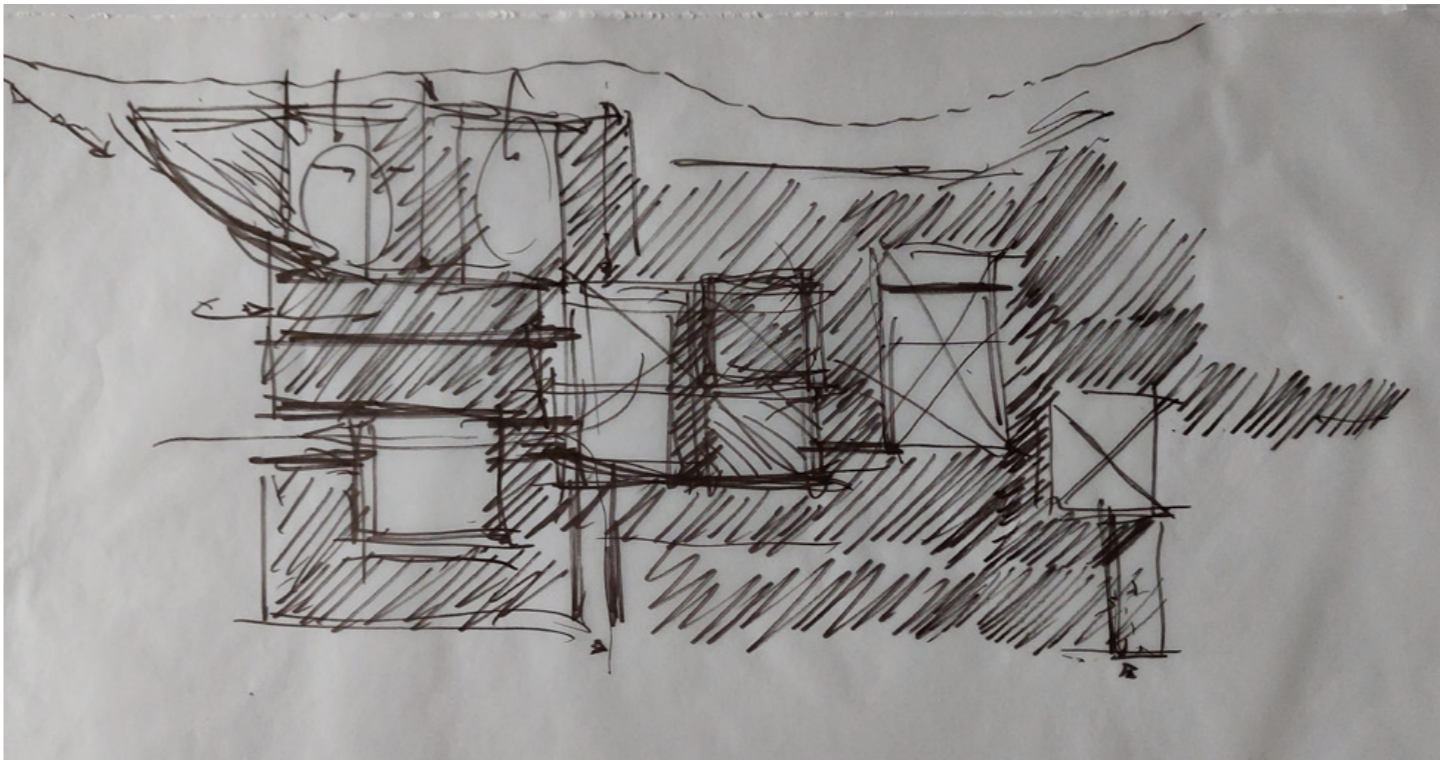
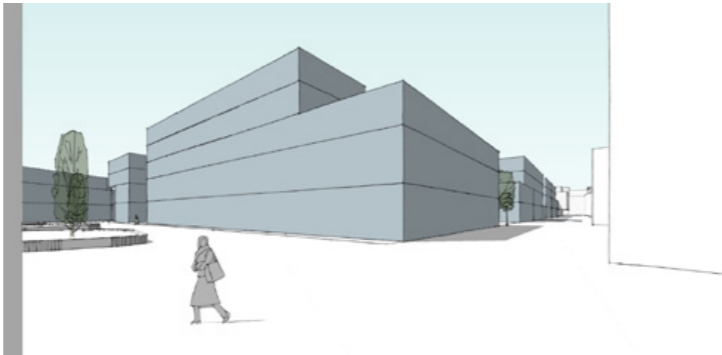


Forming the urban framework

Commissioned by my supervisor, I started with 2D testing, developing an urban planning framework. I set the goal to create a varied play of courtyards, squares and streets, which fits in with the existing context. By forming, testing, I got a grip on the context; after two feedback rounds I 'fixed' the urban framework and developed the spatial 2D framework spatially (in 3D).



concept > 'nolly map' > spatial testing  
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main routing + spatial reference points

## Formulating design steps

The result in which spatial principles and other ambitions are clearly explained, step by step. This allowed me to explain each intervention; every design step is logical and has a meaning; the sum of all the steps is the basis of the plan; all studies 2D, 3D, theoretical research, form the basis of this result.

Rekenende

+ Rekenen.

+ Kerkelijke ritm.

④. Kruisje maken voor licht  
interacties origineel  
basis → verank.

Nieuw  
Stedenbouwkundig  
ontwerp.  
duurzaamheid  
+ verandering  
context.

①. huidige  
route, loop  
- Proefplan  
- Rijksoverheid / Regent

②. hof / mark  
loop deel origineel

③. 2<sup>e</sup> route Proefplan + loop deel origineel

④. Verhijten hof v.a. hof  
(loop deel origineel)

perspectief origineel  
+ Rekenende Ritm.

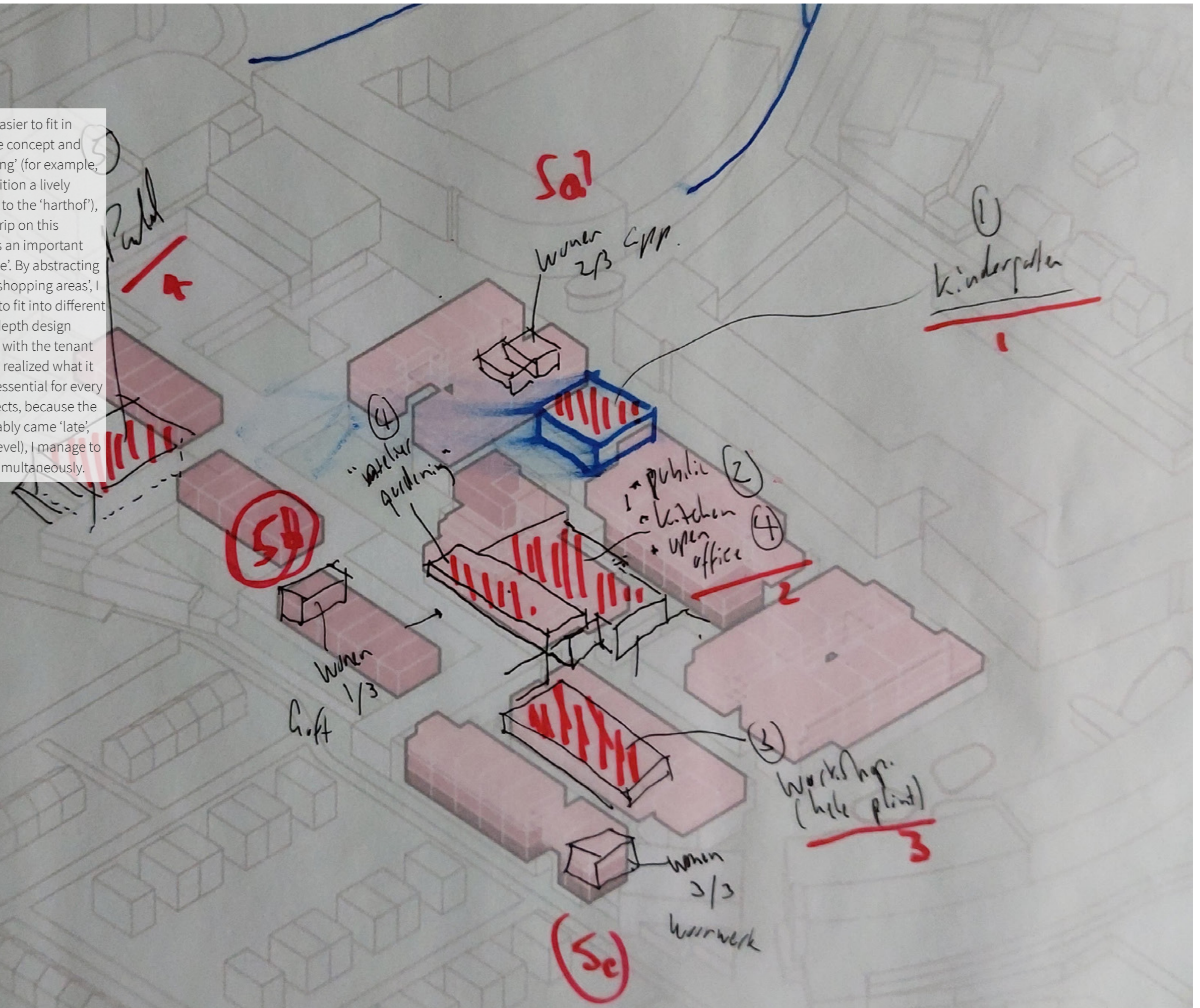
origineel  
+ pers. pers.  
~~aan context~~  
(en context)

⑤. Boven voor ruimte voor ruimte.

+ projectie nieuw hof, massa  
veloof tot hof?

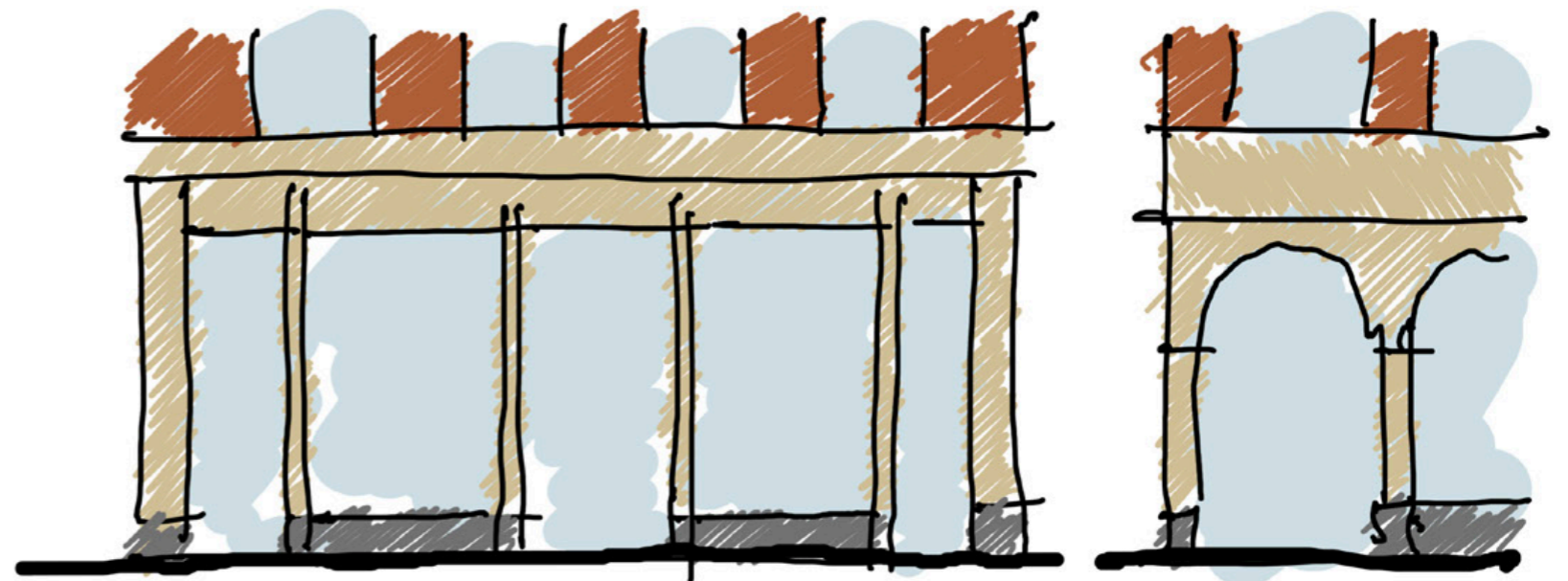
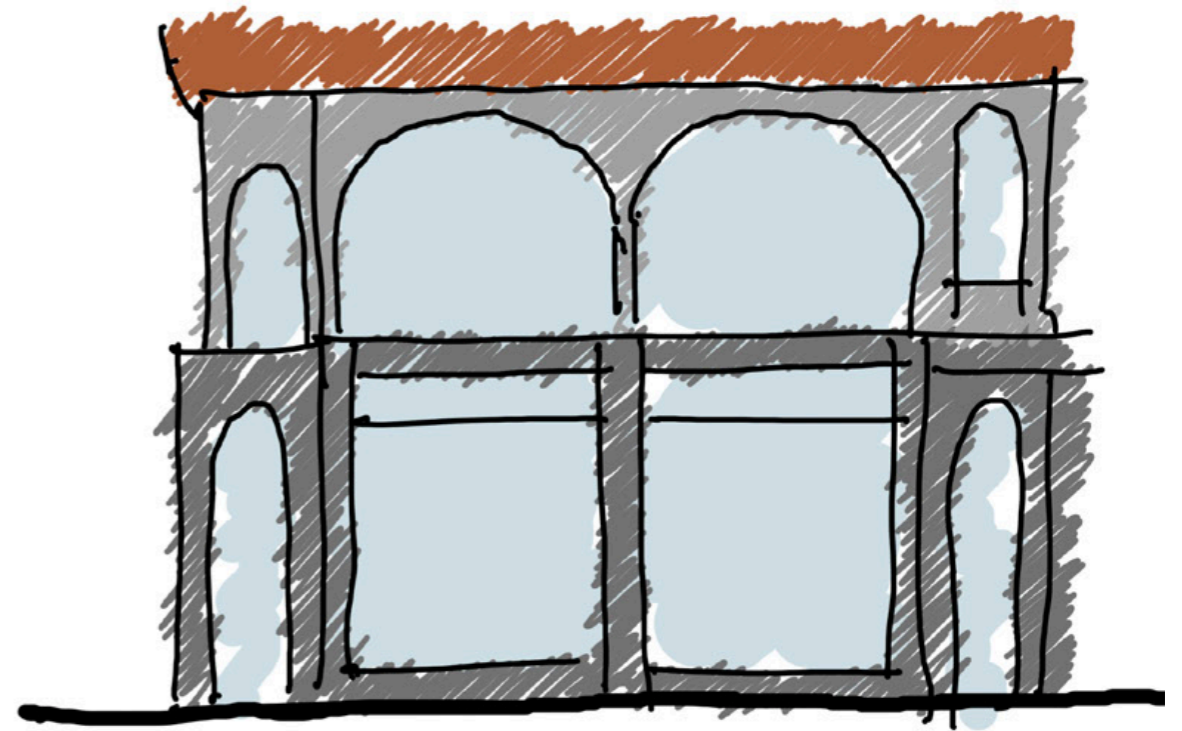
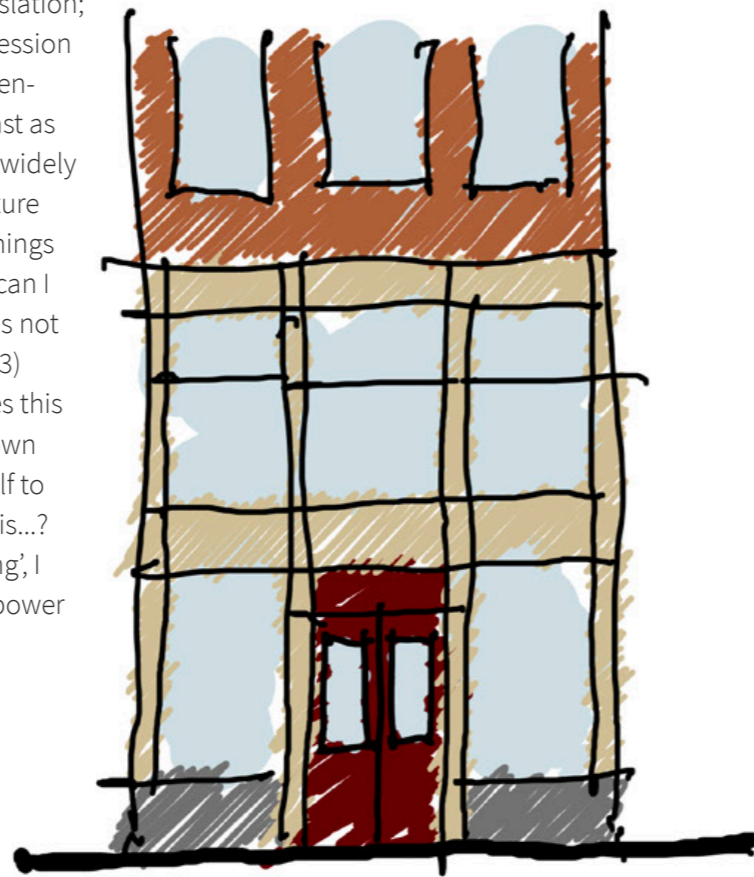
## Finalizing the program

After developing the spatial ensemble, it was easier to fit in functions. Of course, in the development of the concept and spatial plan, attention was paid to 'programming' (for example, I already proposed in the 2D framework to position a lively program under the 'eye-catching' volume next to the 'harthof'), but due to the many 'grains' I could not get a grip on this without a 'spatial framework'. As defined it was an important insight to think 'not from function', but in 'space'. By abstracting the function 'shop', walking through different 'shopping areas', I realized that these are very adaptive and easy to fit into different types of spaces; each 'grain' then forms an in-depth design issue. The answer often follows in cooperation with the tenant or franchisor. By recognizing this, I also 'finally' realized what it is to separate 'main issues and details'; this is essential for every design question, but specifically for large projects, because the 'number of layers' are many. This insight probably came 'late', because in smaller design issues (to building level), I manage to keep grip on things, despite analyzing things simultaneously.



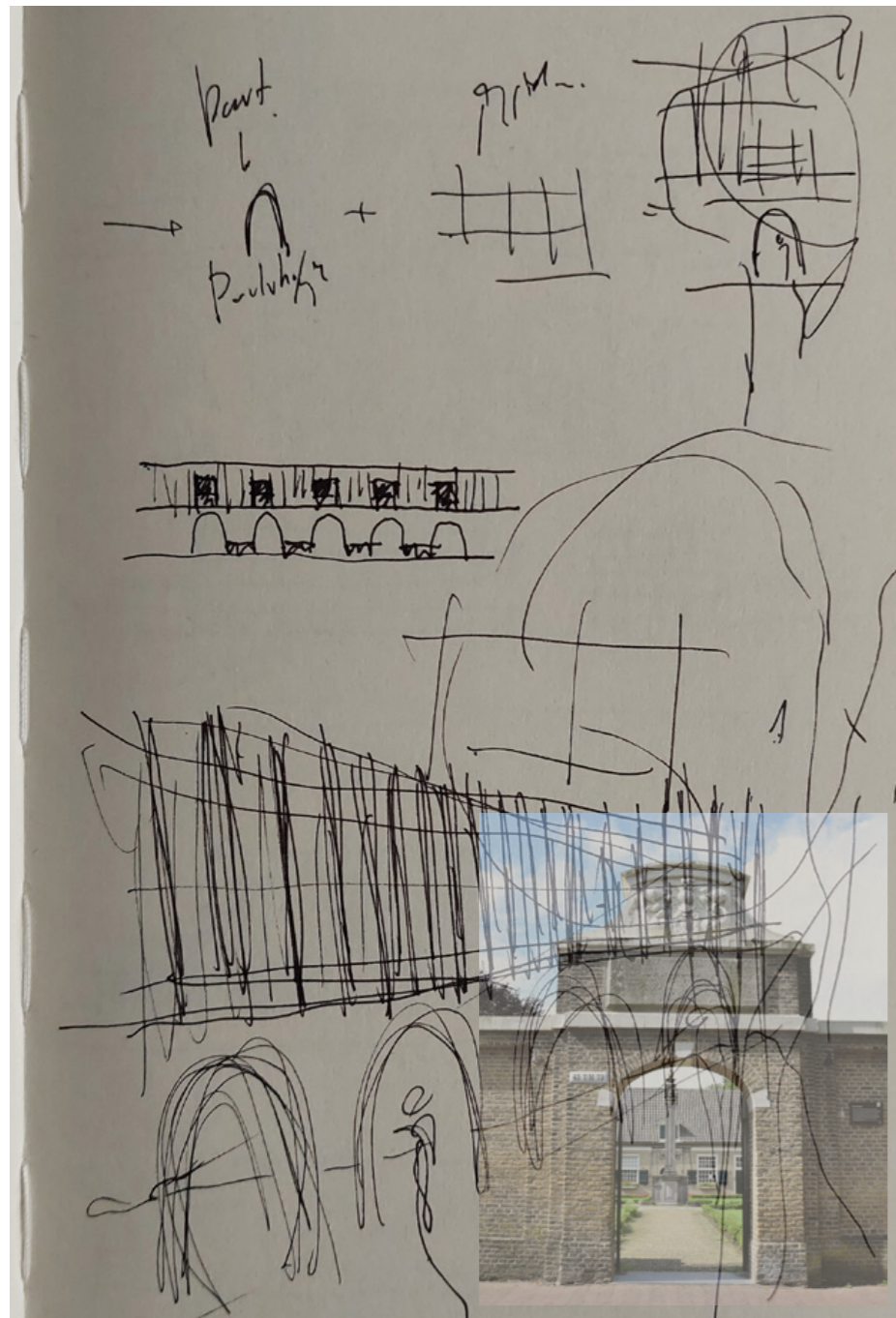
## Dare to kill your darlings...

After formulating 1) the urban plan; 2) form a spatial translation; and 3) fitting the program (creating floor plans), the expression of facades followed. At first I looked for contrasts; like Etten-Leur is somewhere (city or village). I imagined this contrast as an 'authentic area' at plinth level with characteristic and widely varying storefronts, with a contemporary 'modern' structure on top (upper world, living). While continuing to study, things started to bother... Many questions popped up... 1) How can I realize this 'authenticity' of 'classic storefronts' today; 2) Is not that what is being made 'fake'; ornamental architecture; 3) What does 'ornamental architecture' look like today; does this craftsmanship still exist?; 4) How does an 'organically grown inner city', with highly 'fragmented ownership', relate itself to the shopping mall; with one owner?; 5) How flexible is this...? In short, I had to say goodbye to this idea 'I killed a darling', I decided to get rid of this 'unnecessary' element, for the power of the overall story.

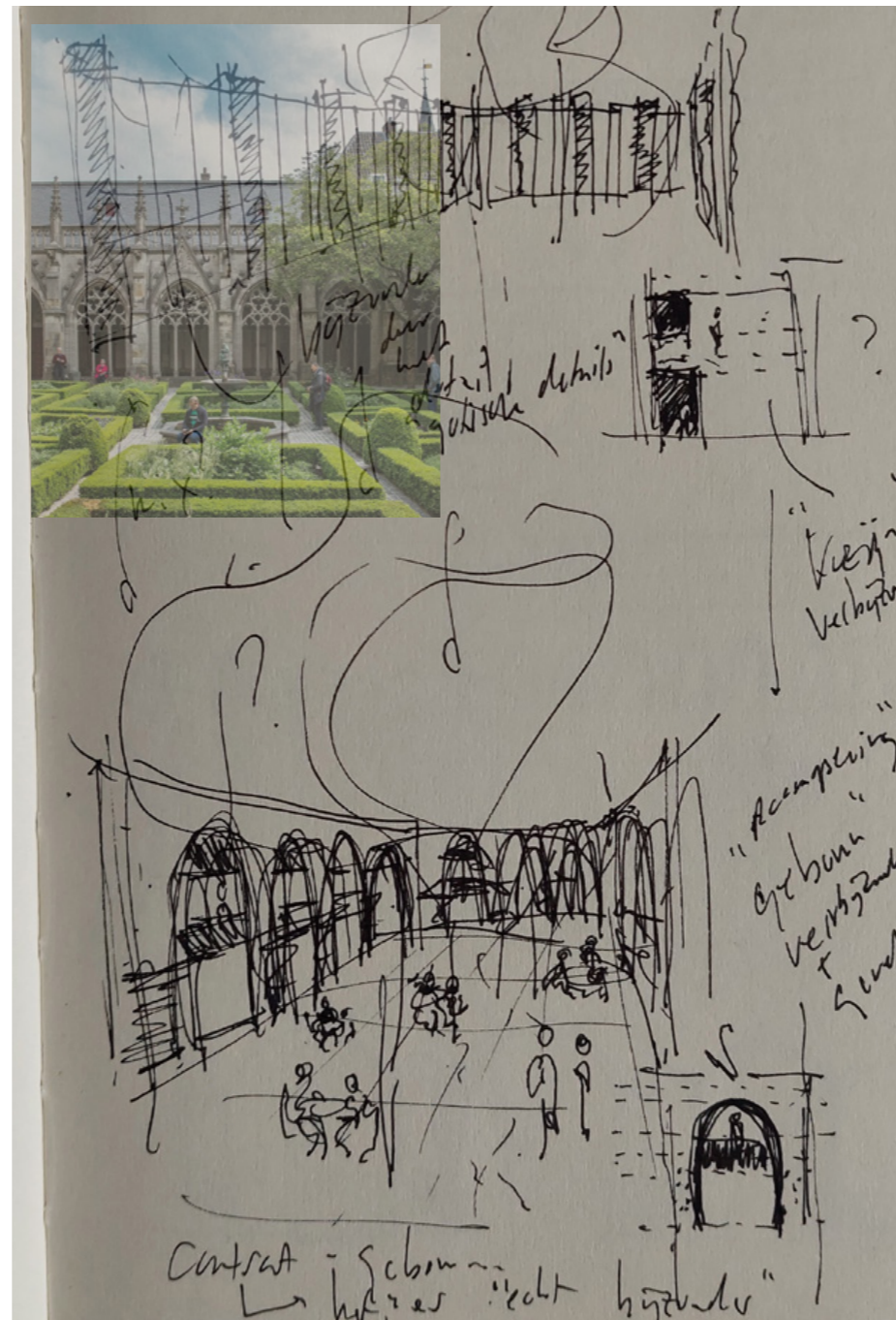


## Testing an alternative...

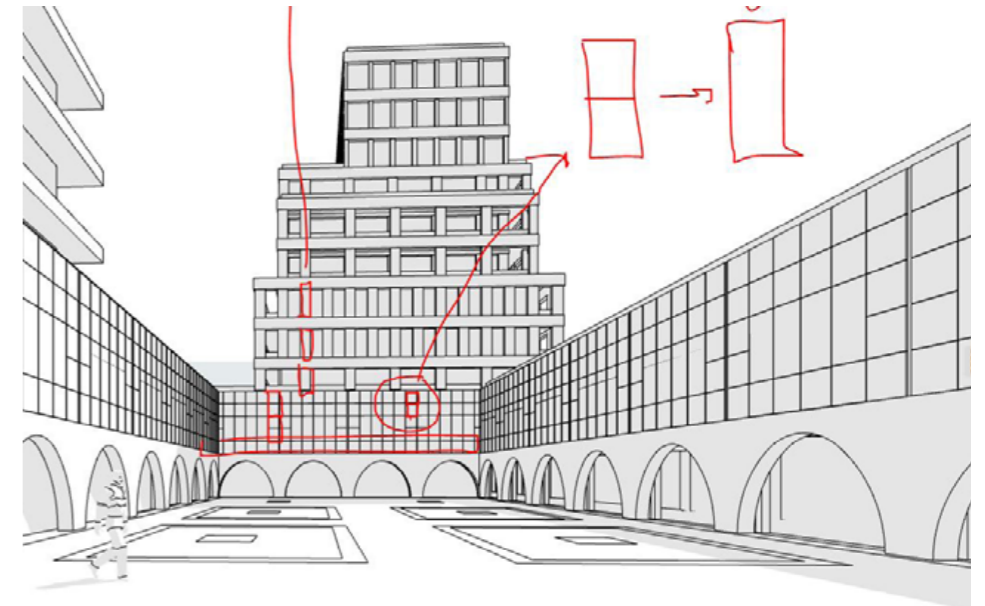
After this first test, I still believed in 'contrasts', but less strongly articulated like authentic storefronts and in a 'more contemporary design language', conclusion; this did not work either... I separated the 'upper world' and the 'underworld'. Instead of creating unity, I created a diffuse and restless whole. In another project situation, this maybe could work, but because there is already a 'world' within the plan (the original building structure), I came to the conclusion that this requires a different design approach.



testing a contrasting 'contemporary design language'; refers to Paulushofje Academy of Architecture Tilburg



testing a contrasting 'contemporary design language'; refers to 'Pandhof van de Dom'



testing in the model

# Hof van den Houte

creating a connective catalyst

Graduation Project - Kaan Kalak  
Academy of Architecture Tilburg  
2023

essay - research - logbook