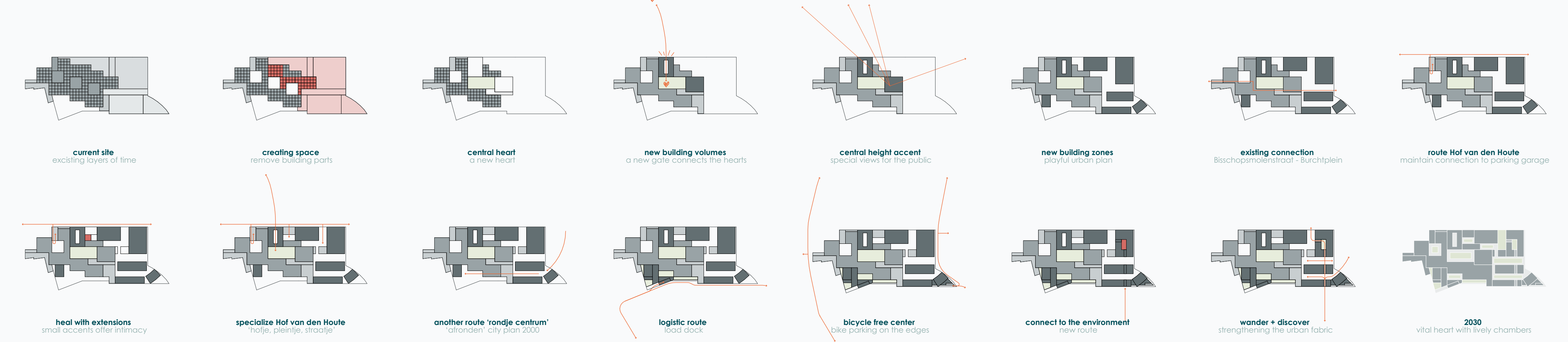
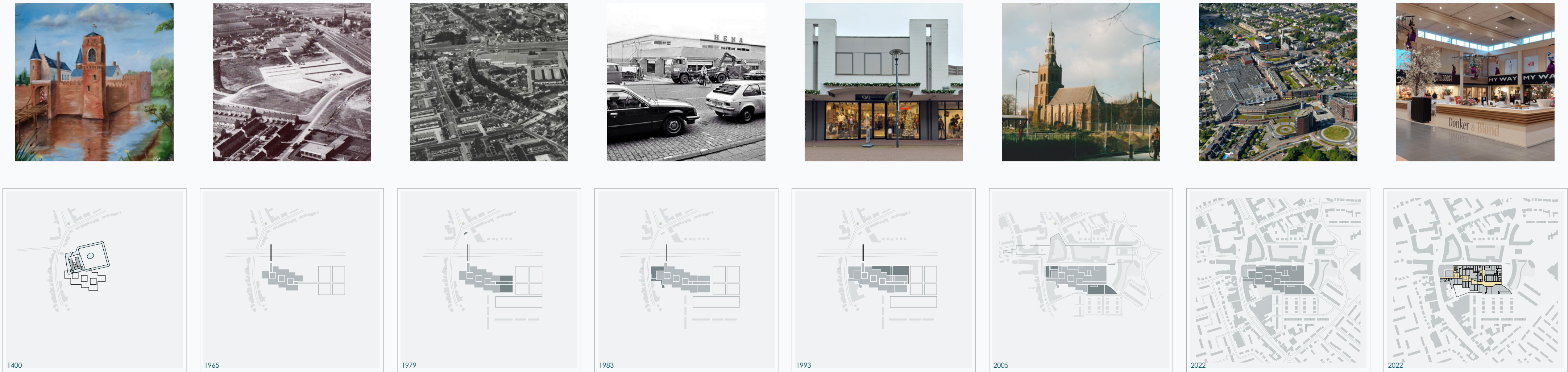
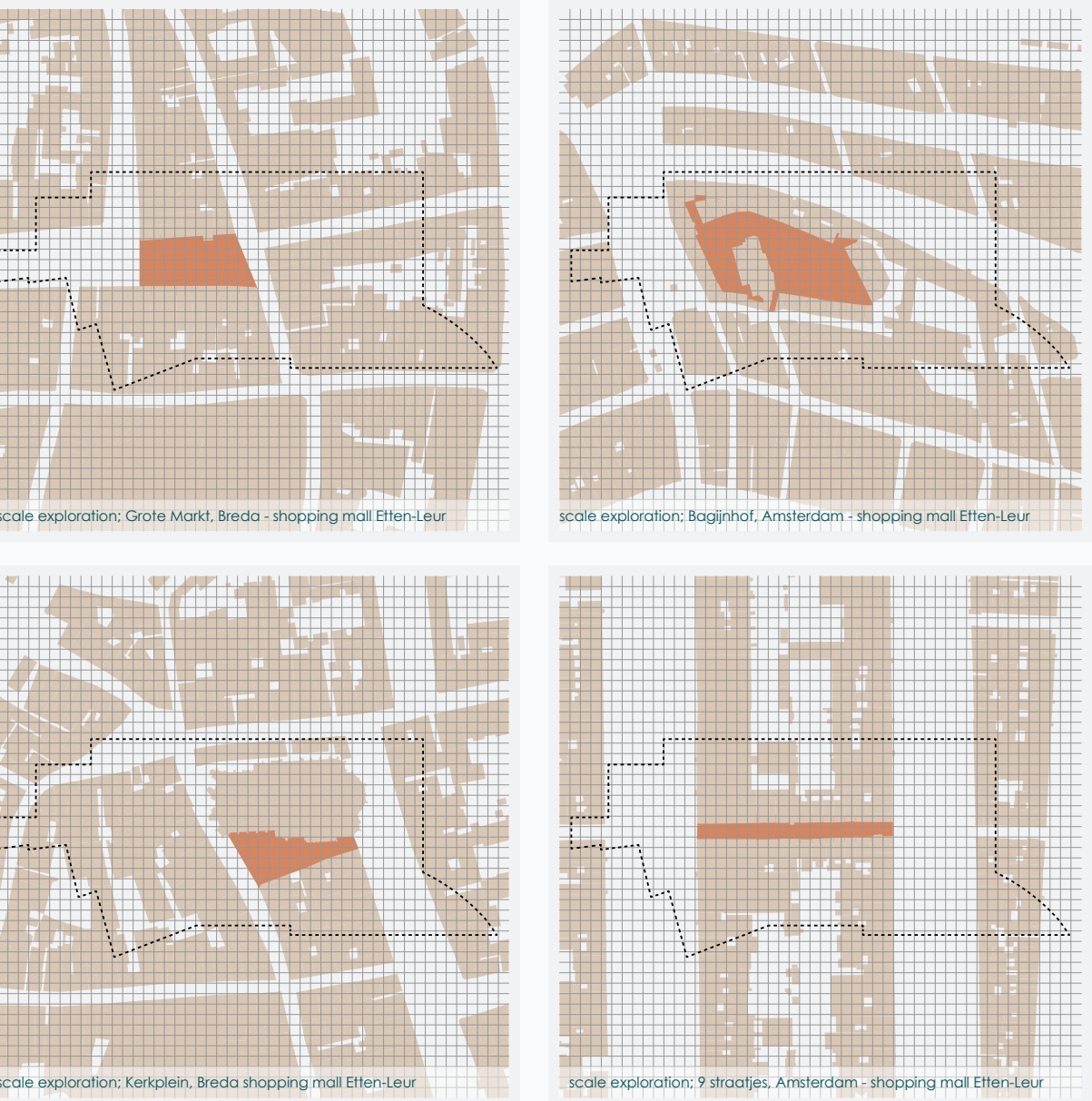


Transforming the of Etten-Leur

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.



New 'shopping' experience

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, 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.

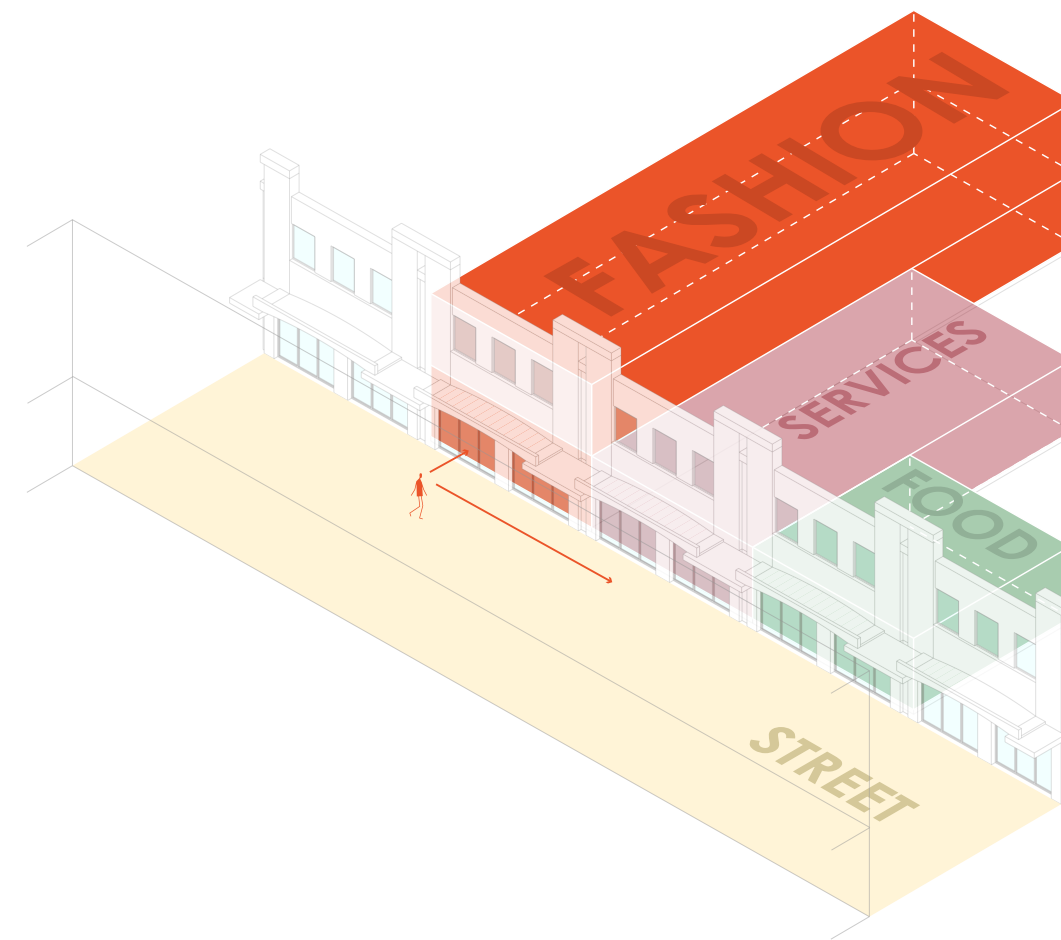
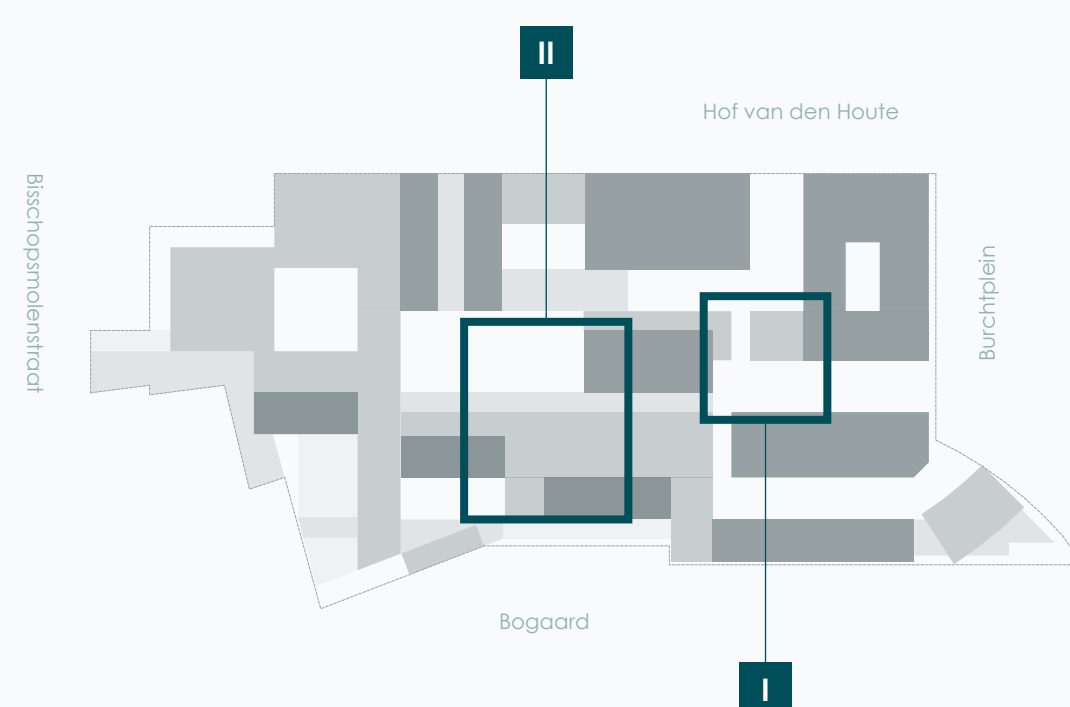


the 'main' shopping street (A)



perspective from 'light court' to 'light court' (B)

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.

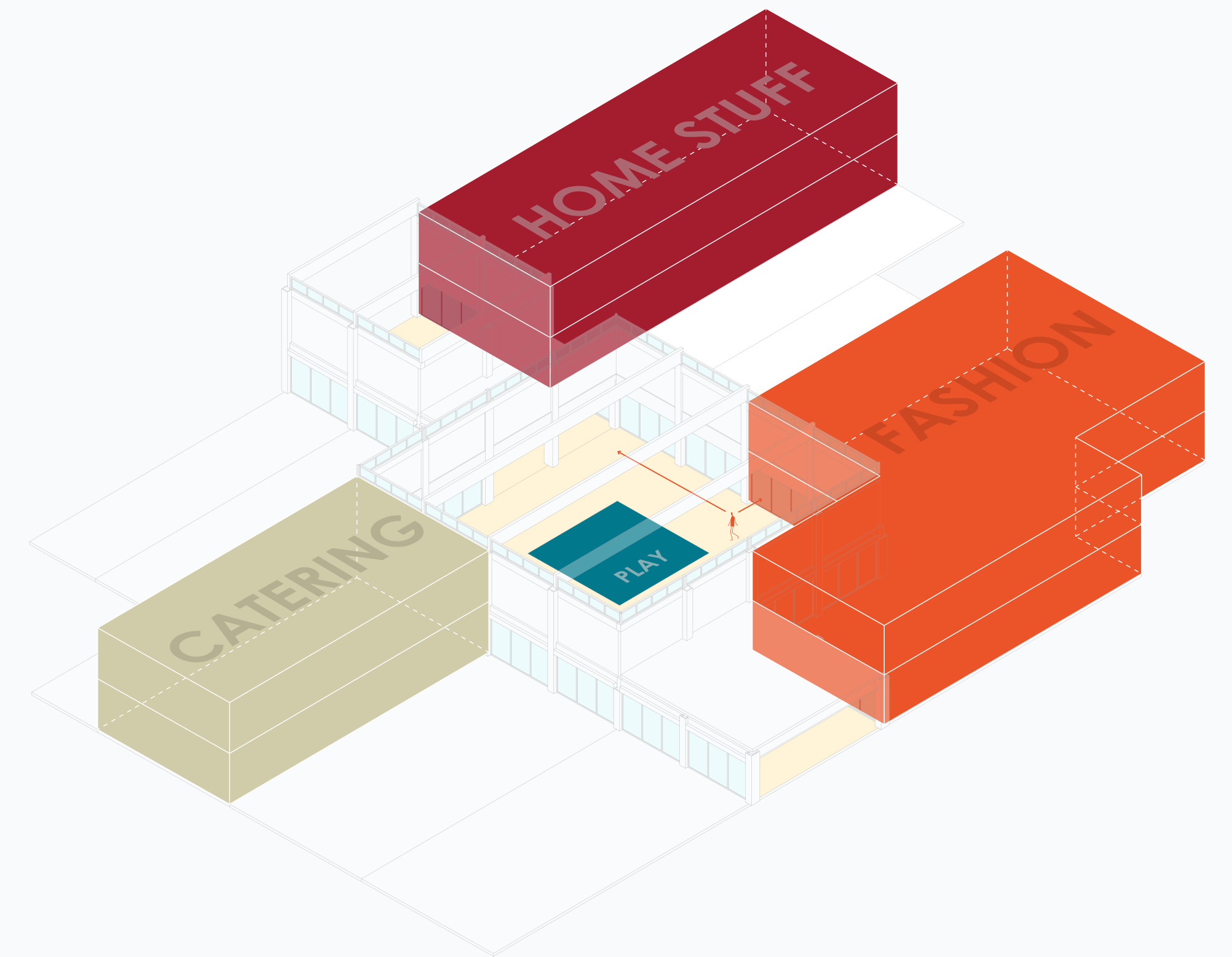


A

from a boring outside (shopping) experience

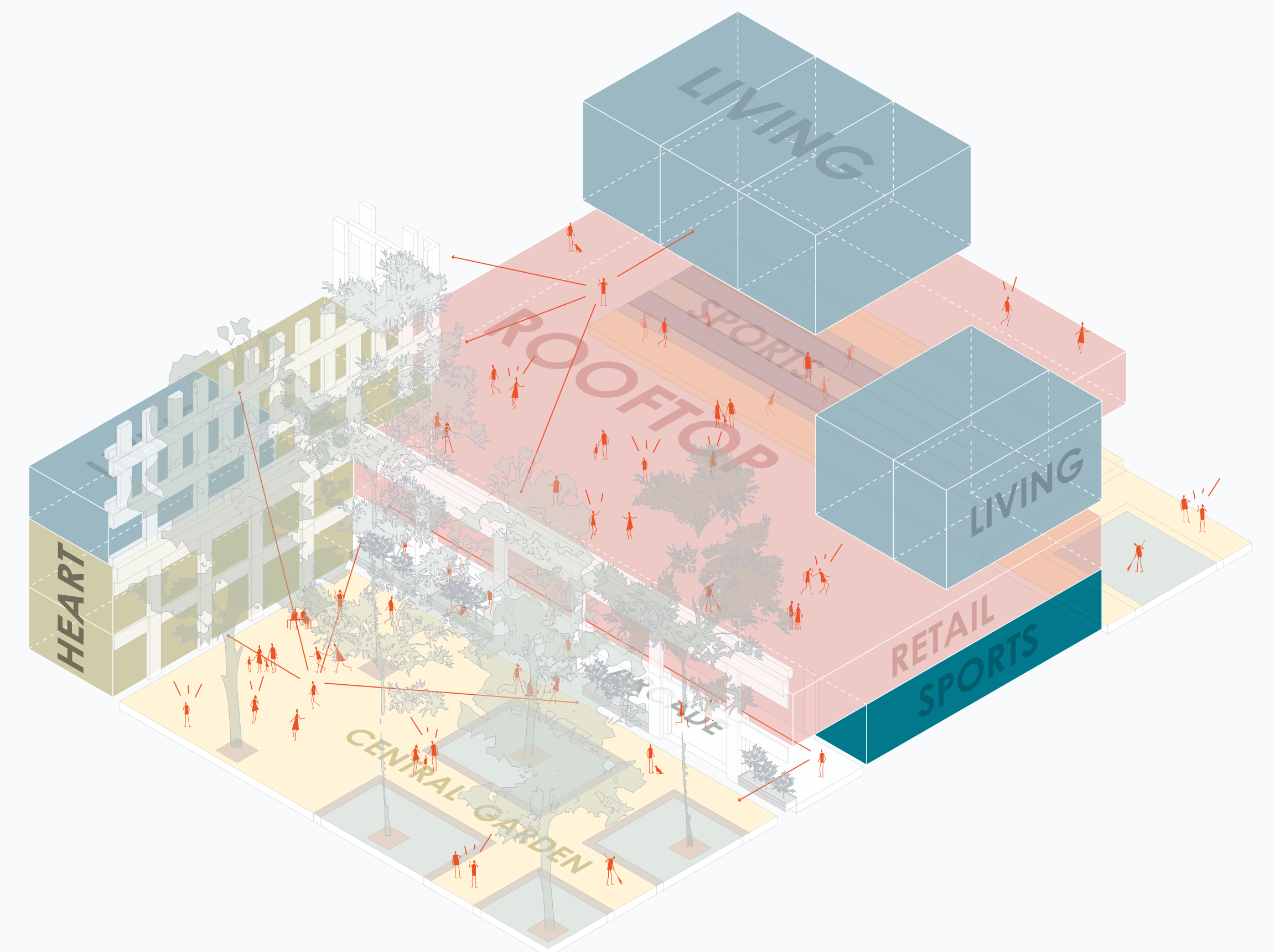
1

to a dynamic outside (shopping) experience



B

from a monotonous inside shopping experience



11

to a lively urban experience in different spheres

A transparant beating heart

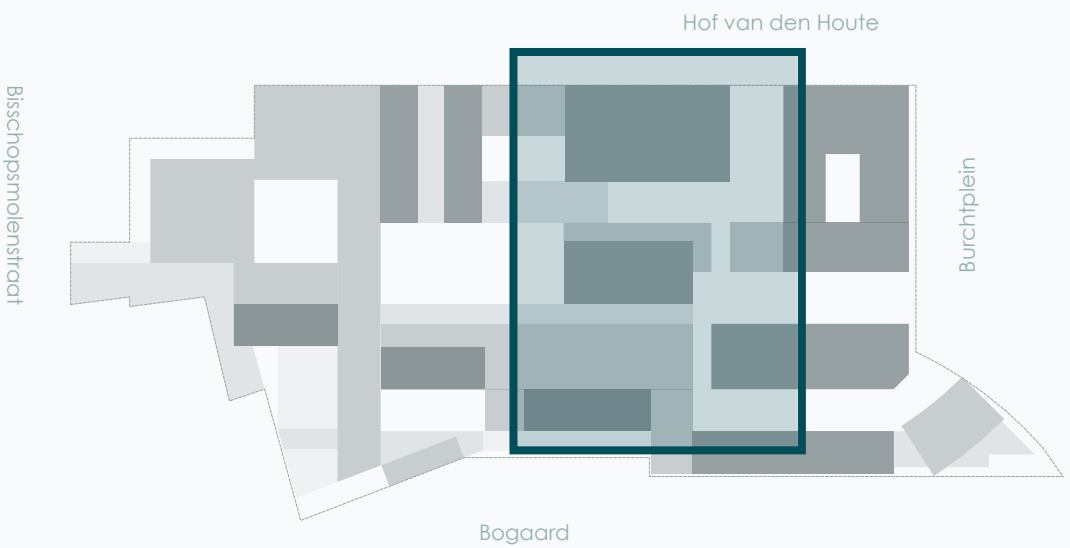
The urban fabric 'breathes'; the functions are all connected with 'light' and 'air', so that there is always a relationship between the building and urban nature; the landscape. The landscape is divided into several 'rooms'; this offers the possibility to realize different atmospheres, for different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



Hof van Herbeek @Breda

program

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



legend

1. kinderdagverblijf

2. verkeersruimte

3. winkel

4. woon werk appartement

5. winkel

6. winkel

7. kapper

8. winkel

9. winkel

10. winkel

11. winkel

12. keuken

13. entree / verkeersruimte

14. bar

15. restuarant

16. sport

17. fitness

18. winkel

19. workplace

20. hardloopbaan

21. kleedkamer

22. appartement
- L1. hof

L2. straat

L3. hof

L4. harthof

L5. straat

L6. straat

L7. tuin
- A. Hof van den Houte

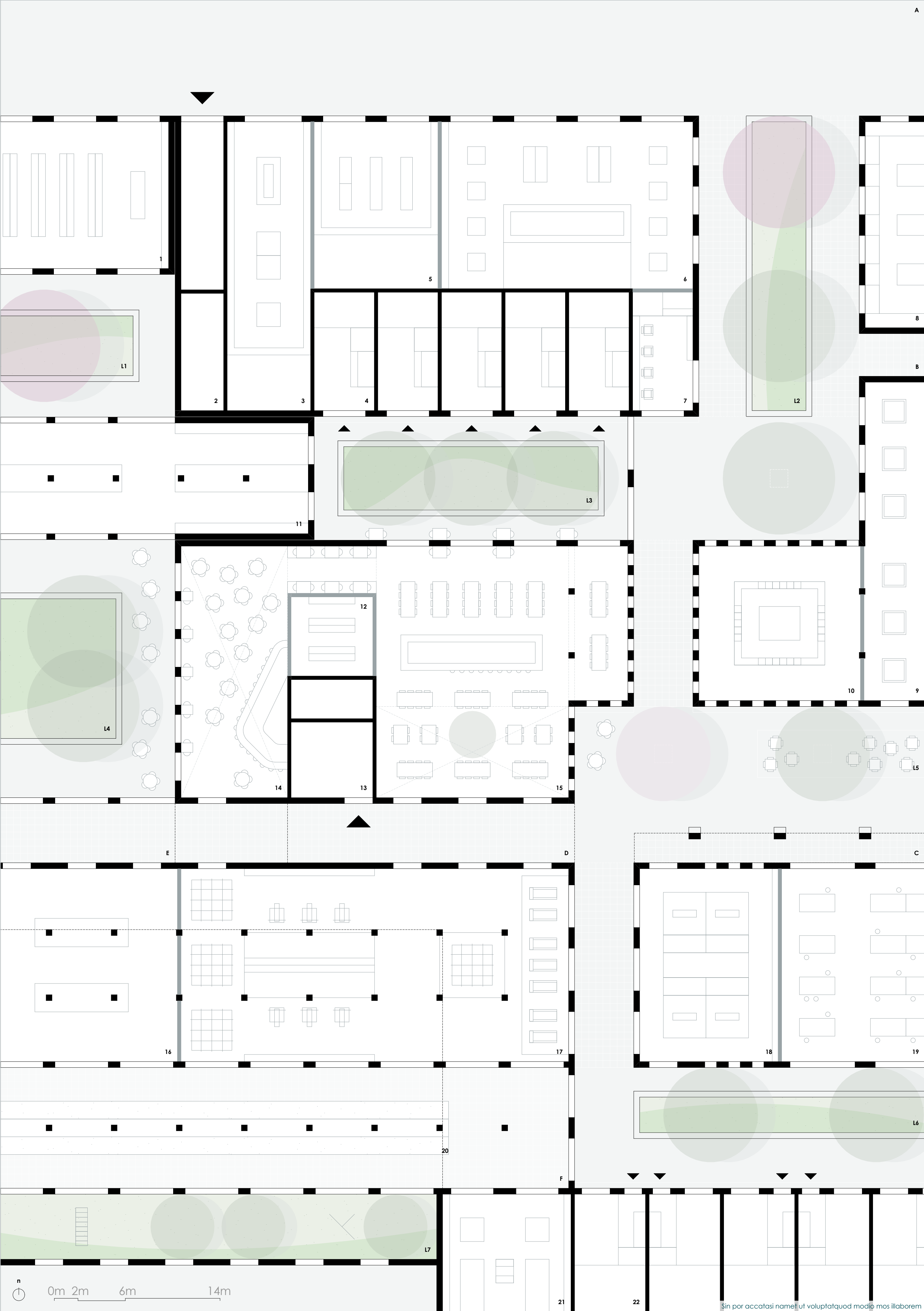
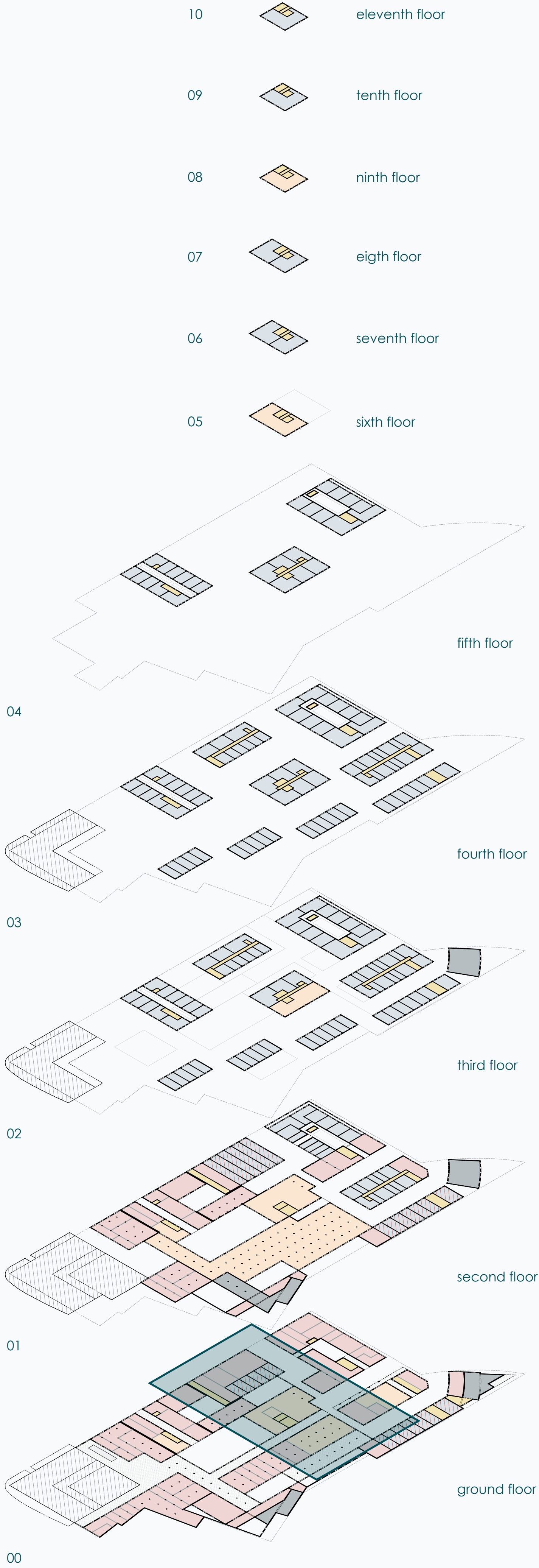
B. portaal

C. overstek

D. onderdoorgang

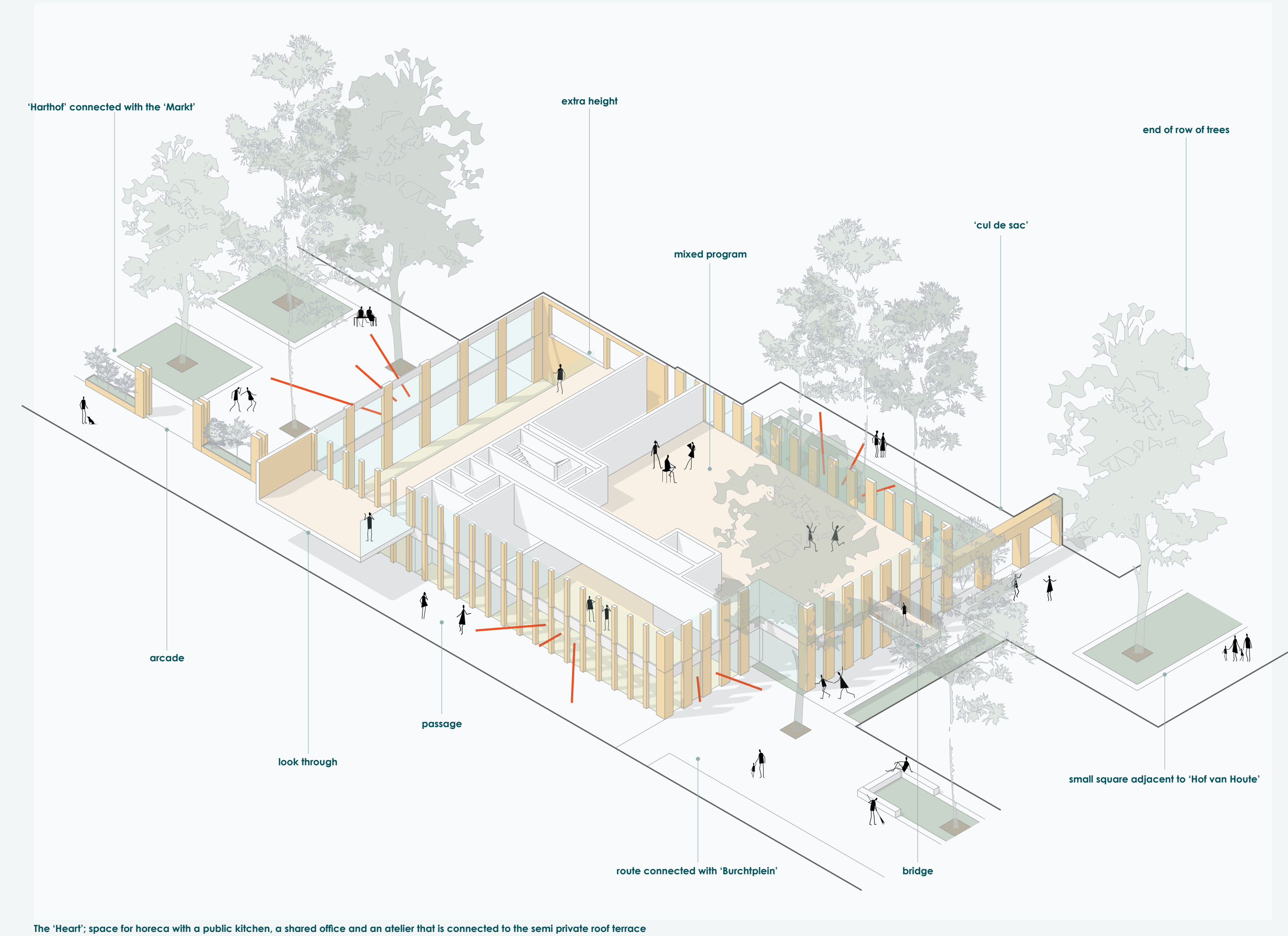
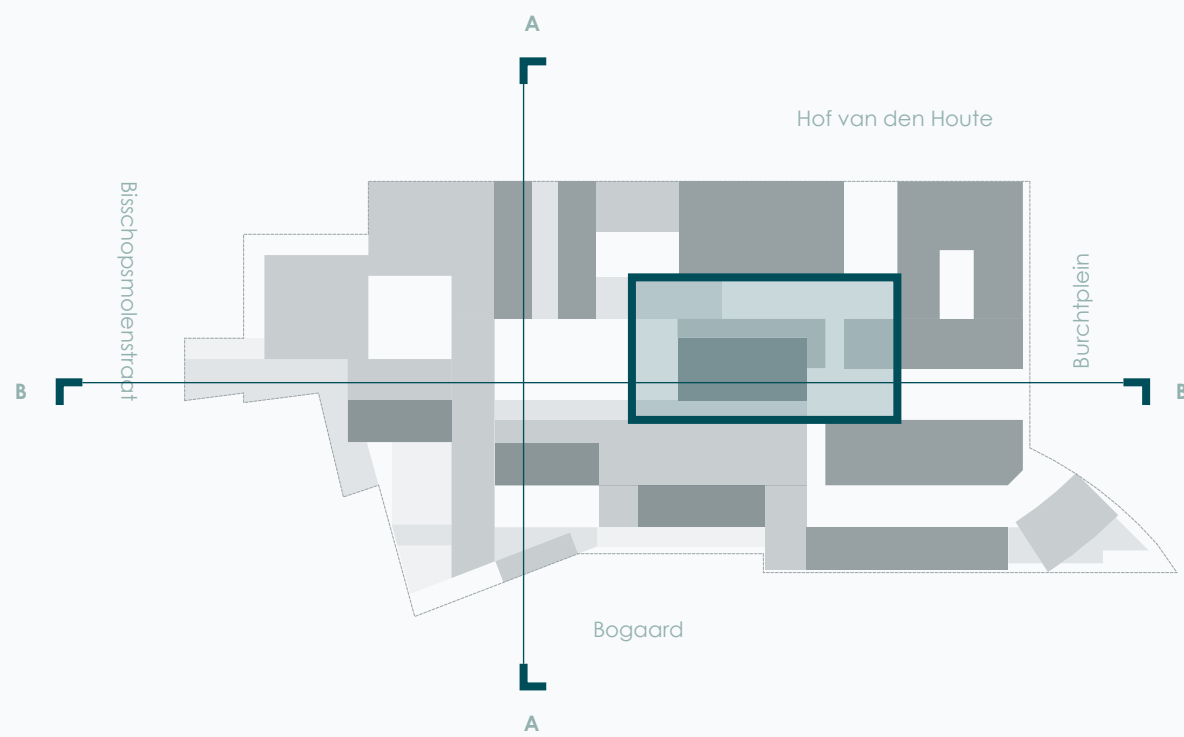
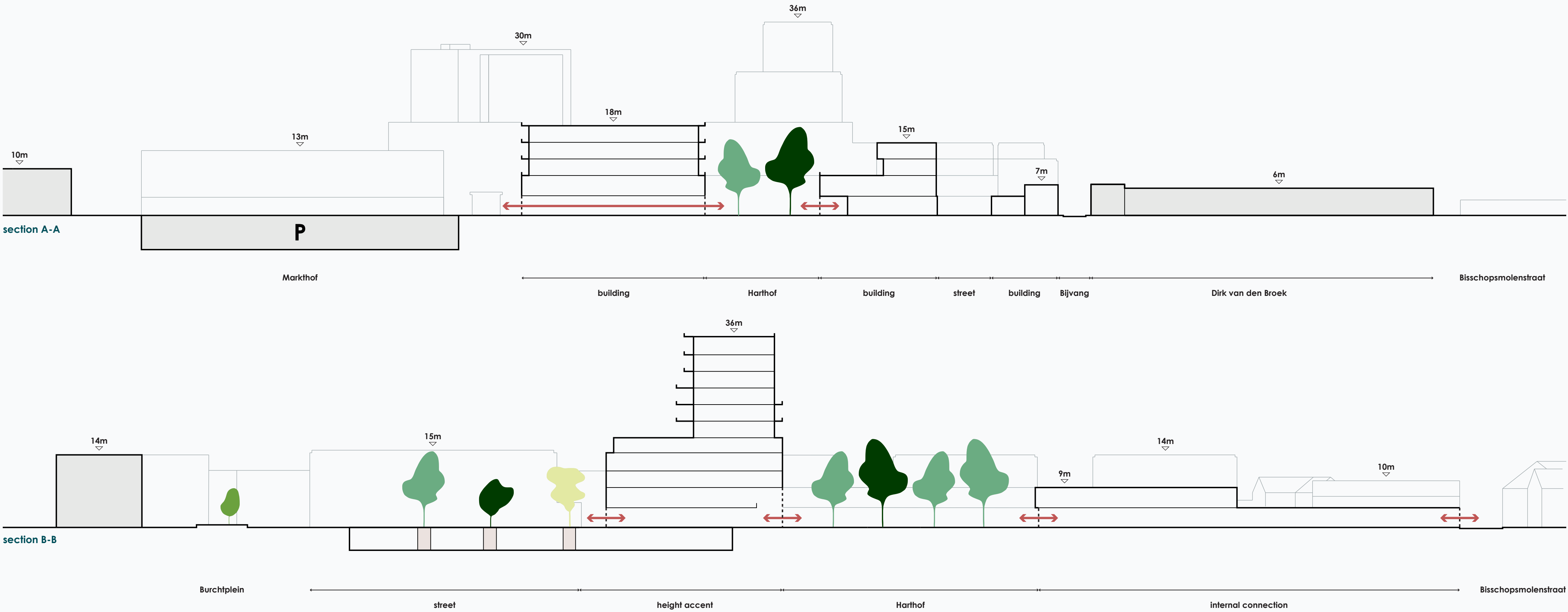
E. arcade

F. binnen - buiten



Spatial relations

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.

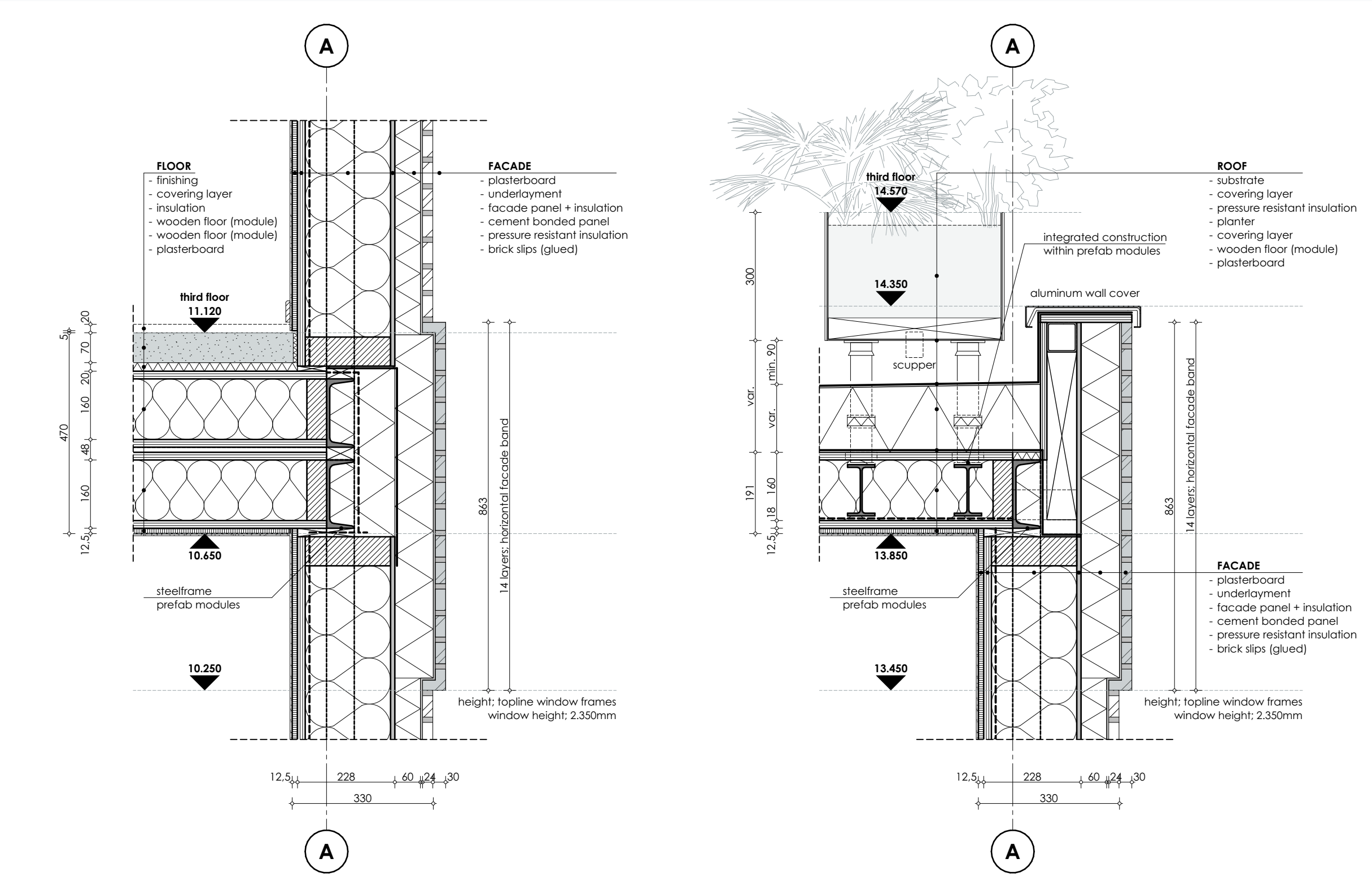
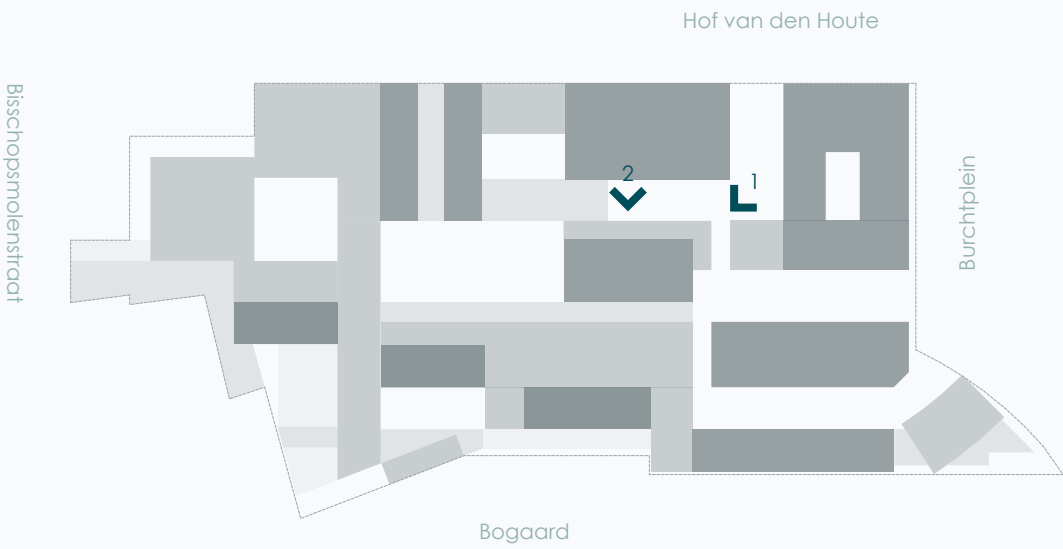


The 'Heart'; space for horeca with a public kitchen, a shared office and an atelier that is connected to the semi private roof terrace

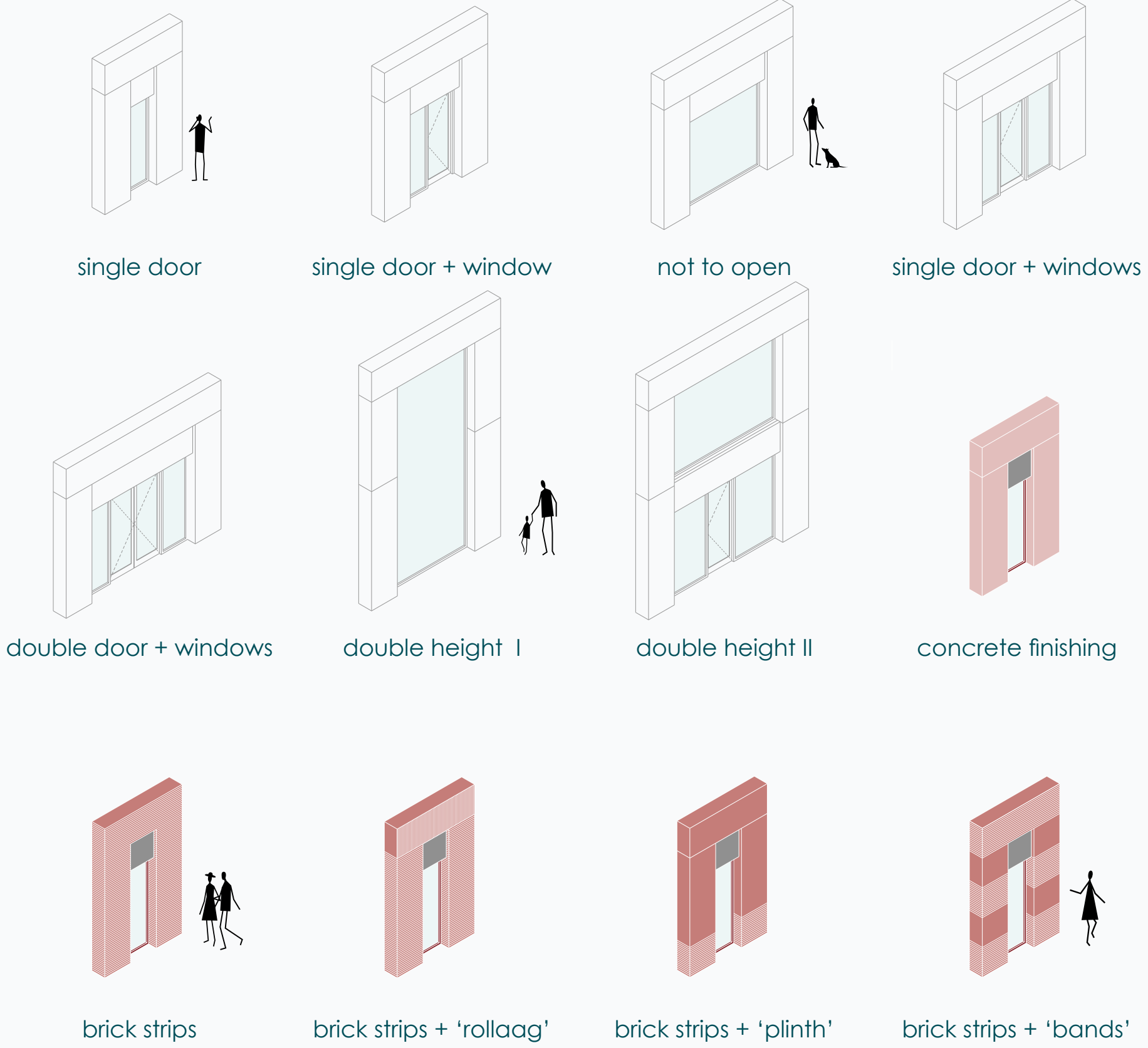


Creating Hof van den Houte

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 two types of finishes in a red shade, referring to Hof van den Houte, the Castle.



principle detail: vertical cut: modular construction, with characteristic facade cladding: referring to brickwork, matching the atmosphere of Etten-Leur



Wander and discover; the urban ensemble forms a surprising experience



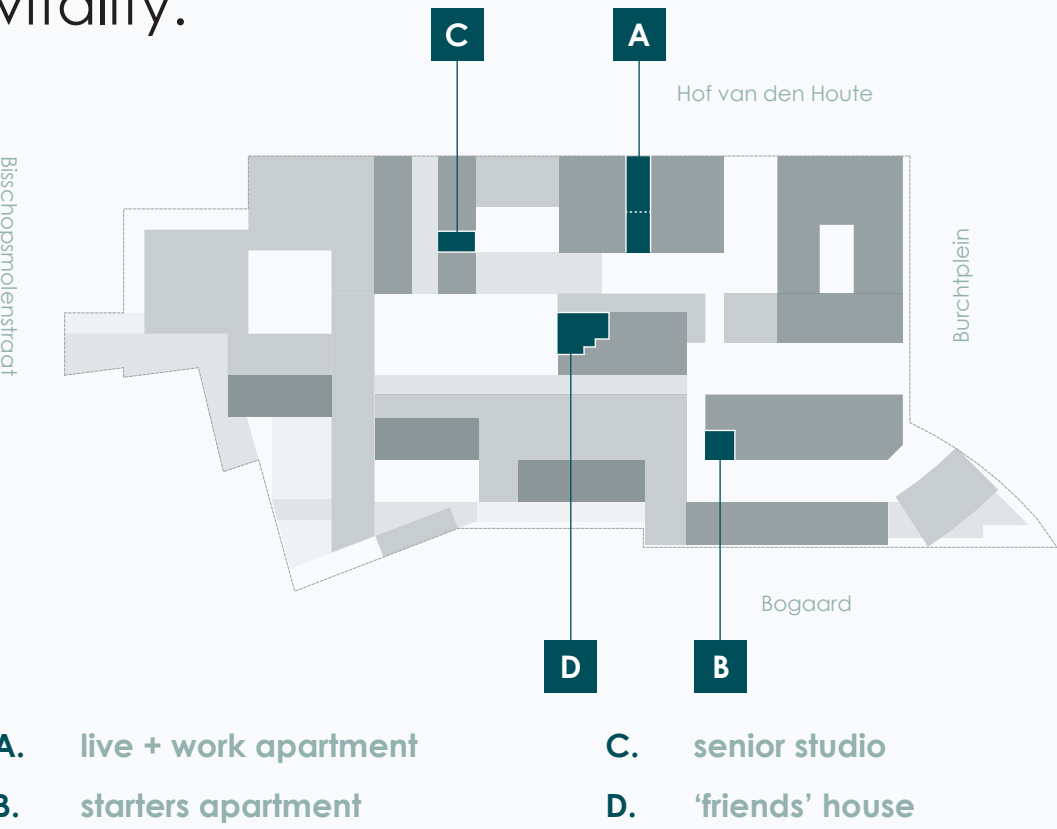
The facade composition is designed from a clear rhythm



Zoom in; the accent of 'tilting' presents a new reference to castle 'Hof van den Houte'

Urban living

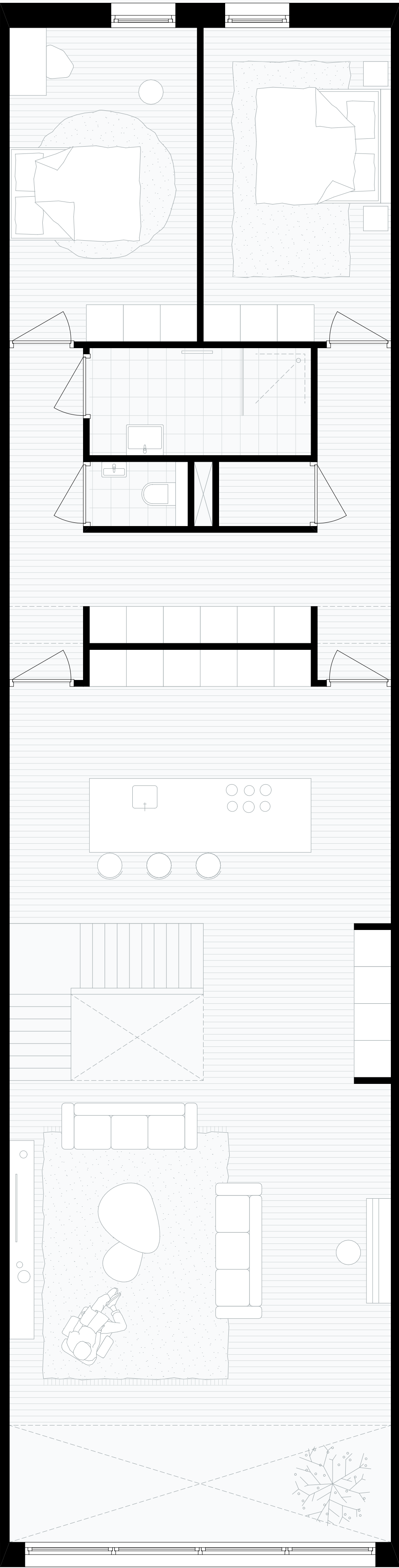
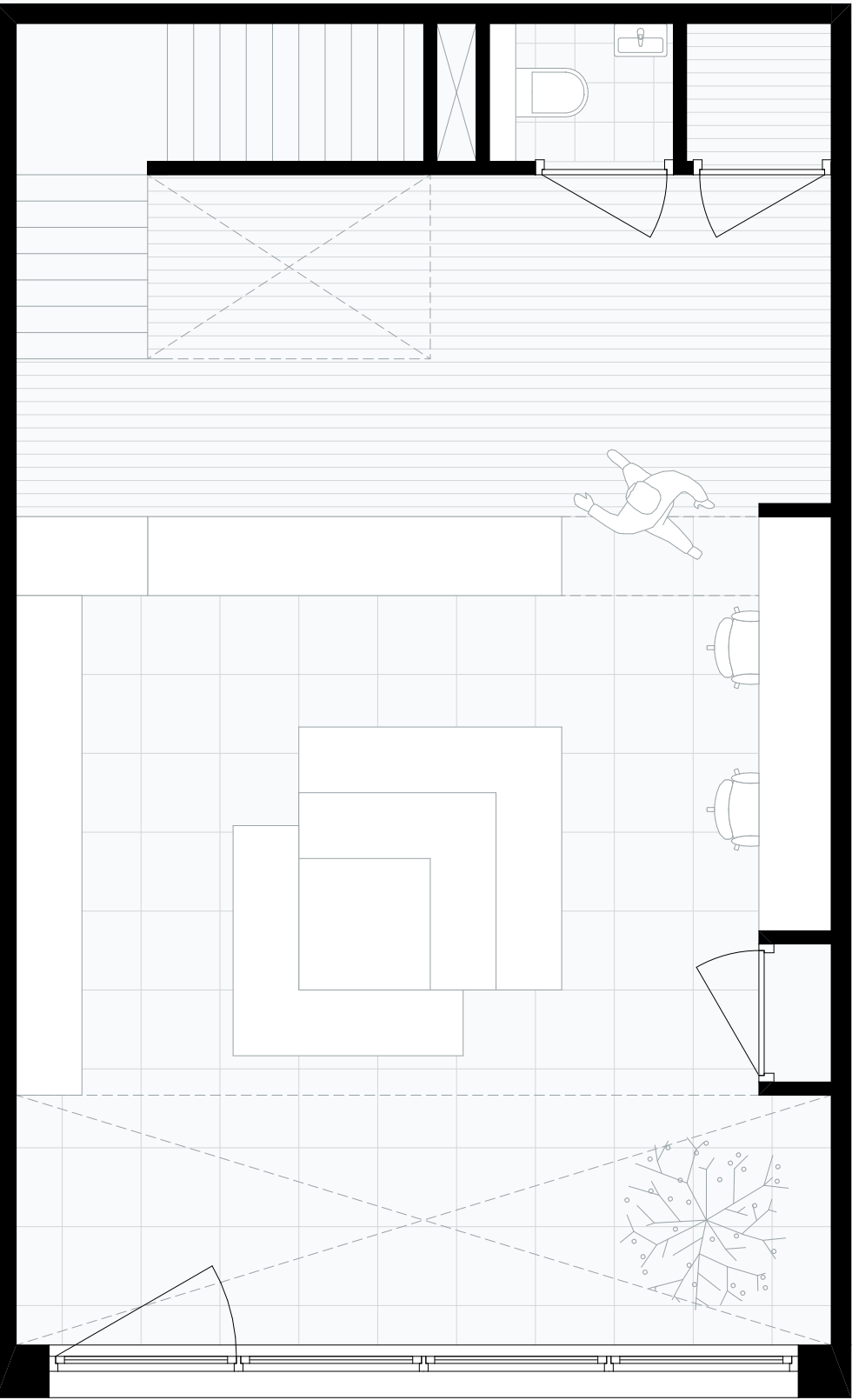
The plan forms a 'catalyst of connection' by; 1) specifically create more housing for 'active' target groups; such as young people, entrepreneurs; and 2) consciously create a 'loop' in the plan by positioning the activity 'doing the laundry in the weekly routine' central in the plan; as a result of which 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

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

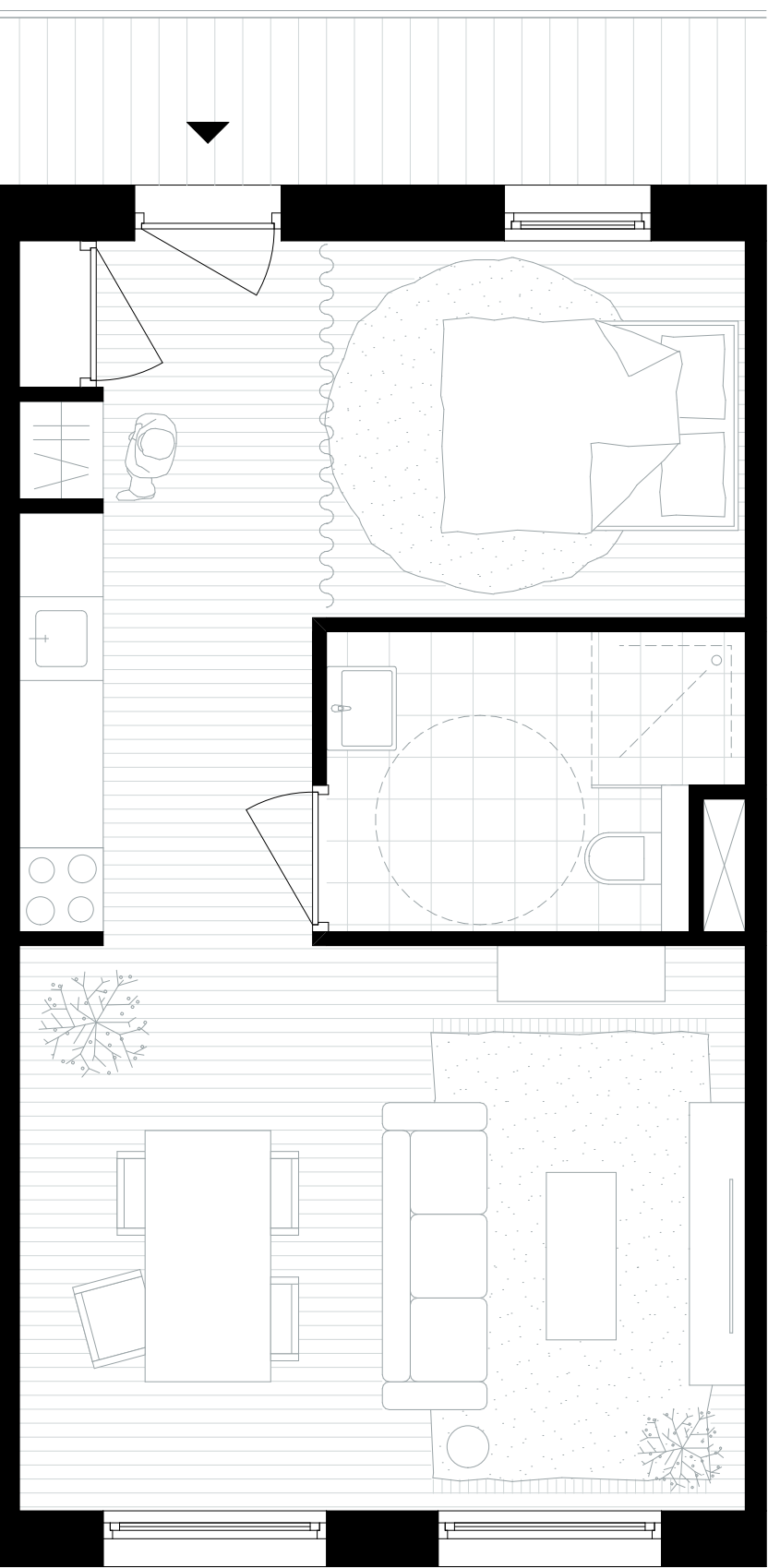
creative maker, Vince (33)



B

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

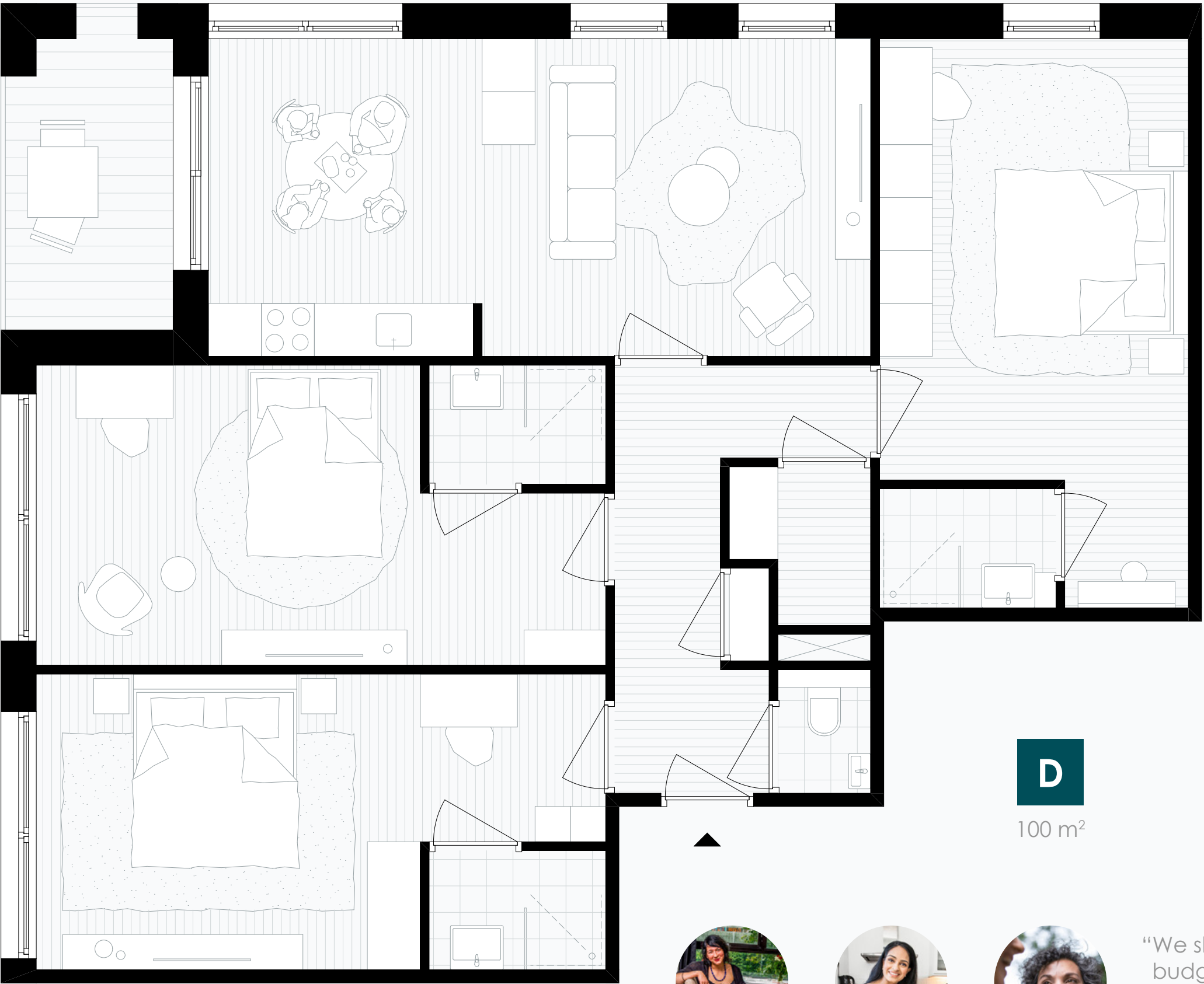
Merel (34) & Chris (33)



C

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

senior, Connie (76)



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

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

#let's discover

Walk through and discover the new 'heart' of Etten-Leur; an ensemble of new volumes, with courtyards, squares, streets and alleys. The new landscape creates an intimate, village atmosphere in the new urban space; two contrasts, characteristic of Etten-Leur; a 'dorpse stad'. The images present how the 'fossil' has been transformed into a new area; for living, shopping and more; the careful connection to the existing context and the human scale is tangible.



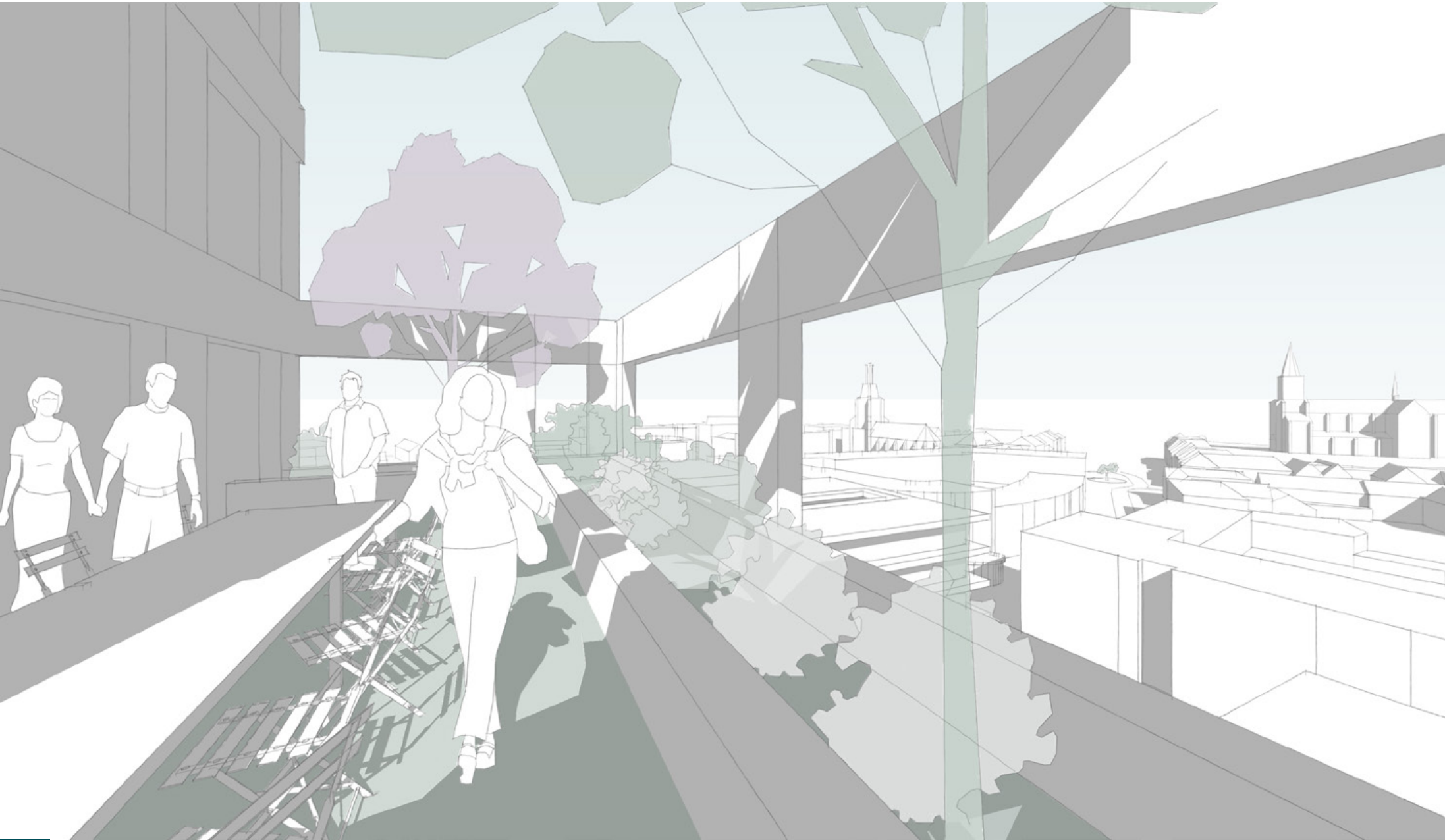
3 Meet @Harthof
"Harthof" is a lively place, with terraces, shops, sports and living; connected with the 'Markt'



1 Arrival from Bogaard - Burchtplein
Spatial accents along the two connections; clarify and specialize the new urban fabric



4 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



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



B A varied view inside the 'castle'
Individual outdoor spaces (loggias or balconies); offer a 'private outdoor space' above the public ground floor



2 Arrival from Bogaard - Burchtplein
Spatial accents along the two connections; clarify and specialize the new urban fabric



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

Enjoy the mix!

Between a new urban fabric of courtyards, streets, alleys and squares, new functions such as; living, 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.

"a special opportunity; to cook together with local residents in the restaurant"
resident, Jessy (23)



communal bakery



coffee bar



personal coaching



shared office



allotment



public space



terraces



bike repair



laundry bar



lofts

"We live in the center, with a view on a large roof park; how unique is that!?"
resident, Dennis (36)



local florist



workshop



barber



physiotherapist



ateliers



wellness

"Very happy with the opportunity to open a business in the new city center!"
entrepreneur, Caroline (46)



ateliers



wellness

legend

- A pick up point (delivery)
- B retail
- C 'woon-werk' apartment
- D garden
- E heart (upper level)
- F yoga studio
- G solar panels
- H load dock
- I 'beweegtuin'
- J logistics supply
- K climbing tree
- L connection to parking

- live, leisure, learn
- home and more
- fashion
- services
- office
- horeca
- food
- health & body