Adapting a Dutch postwar shopping mall to user's contemporary needs: A circular community pavilion
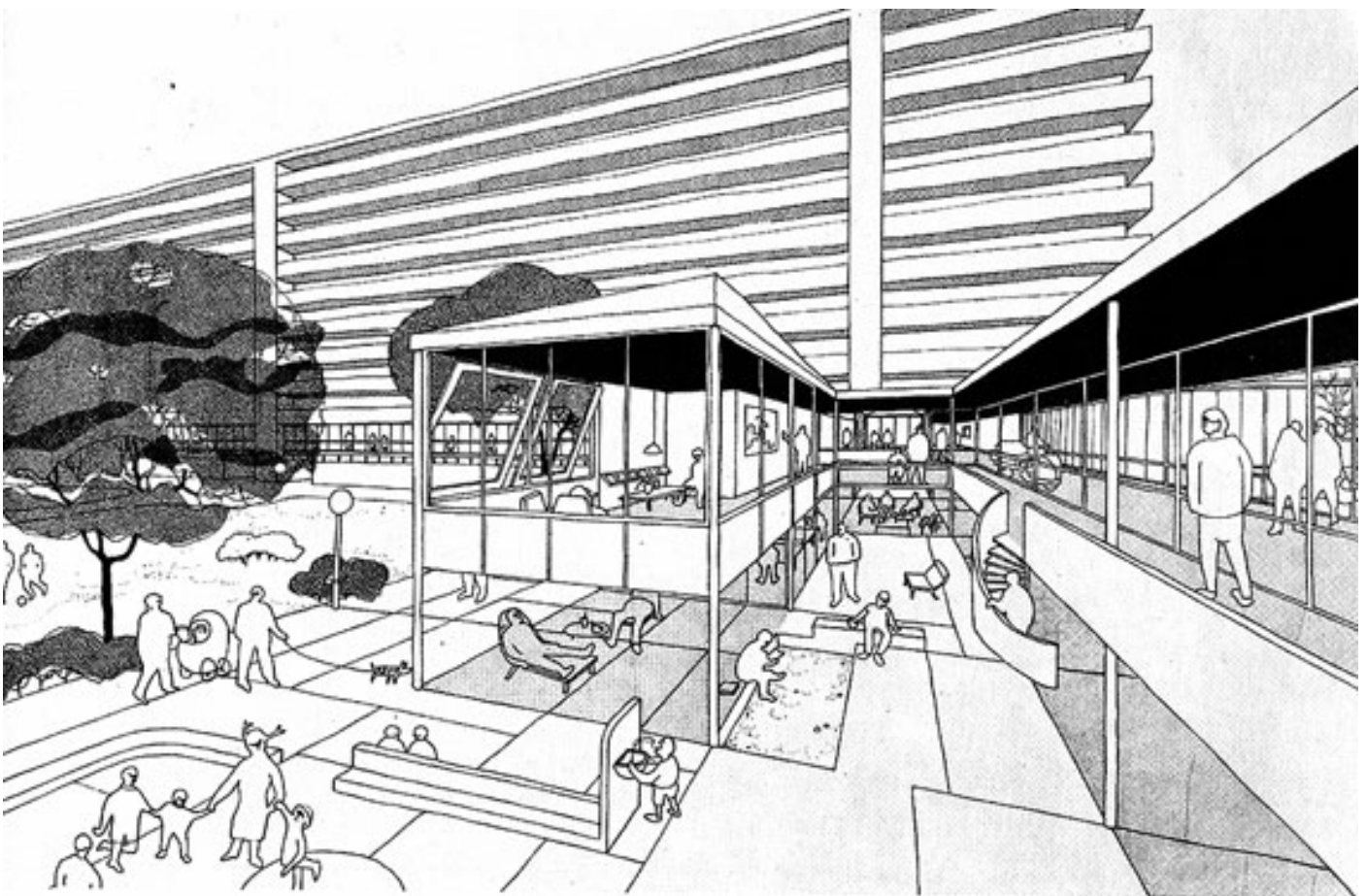

Image 1: Original drawing for Bijlmer structure: courtyards with pavilions. (Bijlmergeschiedenis.nl)

Research Paper Graduation Studio Heritage & Architecture
Adapting 20th century Heritage: The Modern Mall
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Abstract
The mall was initially conceived as a community centre where people could converge for shopping, cultural activity, and social interaction. Nowadays, one lives generally in a consumer society where leisure is predominantly used to acquire goods or services. These might not reflect the complexity of users' contemporary needs in functions such as shopping malls. A sign of this mismatch is that Dutch sixties malls face issues such as vacancy and deterioration. There is an opportunity for them to be adapted and redesigned to match socio-economic values. This research aims to determine if the Dutch postwar shopping mall typology is suitable for the contemporary needs of the users. If otherwise, a values-based redesign proposal will be developed with the users' participation, which can be replicated to some extent for other cases in other contexts.

Keywords: shopping mall, cultural heritage, historical values, socio-economic values, redesign strategies, contemporary needs of users, CIAM principles, cultural diversity

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1.1   Introduction of subject

Many wonder if there is a bright future for the typical 1960s Dutch shopping malls, as the Netherlands has the fastest-growing rate of internet purchases in Europe (Eurostat, 2021). With the appearance of the coronavirus in 2020, which meant that the stores were not allowed to receive customers physically for a certain period, the numbers for online shopping increased even more (Volkskrant, 2021). However, are these the main reasons for the decline of the 'historic' postwar shopping mall, or do the contemporary needs of the users no longer fit the modern shopping mall? The mall was initially conceived as a community centre where people would converge for shopping and social interaction (Feinberg, 1991). Nowadays, instead of a community centre, the mall is generally perceived as a consumer centre where leisure is predominantly used to acquire goods or services (Frączkiewicz, 2013).

This research investigates how to adapt and redesign the postwar shopping mall and its typology to the contemporary needs of the users. Despite the casual use of the term 'users' throughout society to represent all individuals likely to interact with a building, users are diverse and heterogeneous (Massanari, 2010). As Hugh Mackay et al. (2000: 738) argue, 'users are not a monolithic or straightforward group, but are complex and fragmented in nature, and are attributed with varying significance'. In this research, users can be seen as those visiting the mall for various reasons. Although generally liked, users point out various problems with the mall and state that this mall is in decay and in need of a significant renovation (Buvelot, 2017).

Image 2: Initial American mall where people would converge for shopping, cultural activity & social interaction (Southdale center, Minneapolis (1956)

1.2 Problem statement and research questions

The shopping centre took off in the Netherlands in the 1960s. Similar to shopping in the United States with background music and no problems with the Dutch weather, it gave shopping some glamour. The postwar typology was characterised by a pattern of building blocks with a system of streets and squares (image 3). It is generally an enclosed pedestrian space, free from cars and public transport, with shops on the ground floor and residential apartments on the levels above (Kooijman, 1999). Unity in the design prevented a cluttered, shabby appearance and was characterised by continuous canopies, which also offered shelter from the rain (Galema & van Hoogstraten, 2005). This sleek architecture, combined with cold materials such as concrete, glass, polished natural stone, steel and prefabricated elements, was often little appreciated by later generations. This concept stands nowadays mainly for problems (Galema & van Hoogstraten, 2005).

Next to the architectural problems, the mall in its current form embodies problems with programming. The shopping facilities from the 1960s and 1970s no longer meet the users' needs (Buvelot, 2017). It mainly focuses on serving the consumer in buying goods. However, nowadays, the user must be offered more than just everyday products. They expect an experience while visiting and in practice, resulting in a mismatch with the needs of actual users (Walsum, 2010).

Many shopping centres were already hit hard during the financial crisis of 2008. Subsequently, online shopping developed into an increasingly capable opponent. The corona crisis further strengthened this online development, besides the ban or limitation of physical store visits (Volkskrant, 2021). The result is shopping malls with a high vacancy rate, a low consumer traffic level and deteriorating in some manner, also known as the 'dead malls' (Hudson & O'Connell, 2009).

Undeniably, our built environment gets obsolete, degraded, outdated, and old-fashioned. New buildings are constructed to satisfy the needs and wishes of all users, to the loss of the under-use of the existing building stock (Pereira Roders, 2007). Designing with the needs and preferences in mind of those interacting with them is an obvious way to ensure their successful adoption, enhancing preservation and

Image 3: Lijnbaan, a pattern of building blocks with a system of streets and squares, free from cars (Archive of Rotterdam, 1955)

economic sustainability. However, despite a profound desire to understand users and their needs, 'the communication between the creators and users of environments often remains uncomfortably remote'. While many designers agree on the problem, integrating their needs is an ongoing debate within the interface design world (Massanari, 2010).

The following main question arose from the necessity of preserving our heritage, in combination with adapting it to the contemporary needs of the users:

"How can the Dutch postwar shopping mall be adapted to the users and their contemporary needs without losing its historical value?"

In order to answer this question, the following sub-questions will elaborate:
-        What are the historic, social, and economic values of a shopping mall?
-        What are users' contemporary needs, and how do they differ from the past?
-        Which redesign strategies can fulfil the users' contemporary needs?

This research aims to determine if the Dutch postwar shopping mall typology is suitable for the contemporary needs of the users. If so, a redesign guideline can be created, which can be helpful for multiple cases in the future for them to implement the contemporary needs of their users in their existing typology. From a broader perspective, the aim is to learn and gain knowledge and tools for the broader issues: vacancy and obsolescence of shopping malls and revitalising historical architectural typologies.

How? Design action
Where? Location
When? Timeframe
Who? Target group

"How can the Dutch postwar shopping mall be adapted to the users and their contemporary needs without losing its historical value?"

What? Attribute

Why? Value

Figure 1: Coding main question

1.3 Research project

This research uses the Amsterdamse Poort shopping centre as a case study. This post-war shopping centre is located in the centre of the Bijlmer in Amsterdam South East. It is suitable for this research because the post-war typology is present here, and the shopping centre is still in full use. However, today there is much vacancy, which negatively influences the atmosphere in the area and the socio-economic values.

Image 4: Amsterdamse Poort, Bijlmer (2023)

2. Theoretical framework

Cultural significance is used when addressing the values ascribed to a cultural heritage asset and justifying its designated status (Pereira Roders & Tarrafa Silva, 2012, p.4). In 2007, Pereira Roders defined eight primary values: social, economic, political, historical, aesthetical, scientific, age and ecological values; and varied secondary values (figure 2). This research focuses on implementing the users' needs in the typical Dutch postwar shopping mall. Therefore, this research will focus on the historical values, the typology of the Dutch postwar shopping mall, and the socio-economic values, meaning the direct use and non-use combined with the collective sense of place attachment (communal value).

The value framework of Pereira Roders will tell 'why' the shopping mall is valuable. Another theory used in this research is the attributes taxonomy by Veldpaus (2015). This taxonomy will tell 'what' is important about the shopping mall, therefore, what makes it valuable. The attributes can be split up into tangible and intangible (figure 3). Tangible attributes can either directly represent a cultural value or represent an intangible attribute. That is why value is attached to the tangible attribute (Veldpaus, 2015).

Figure 2: Value framework (Pereira Roders, 2007; Speckens, 2010; Tarrafa and Pereira Roders, 2011)
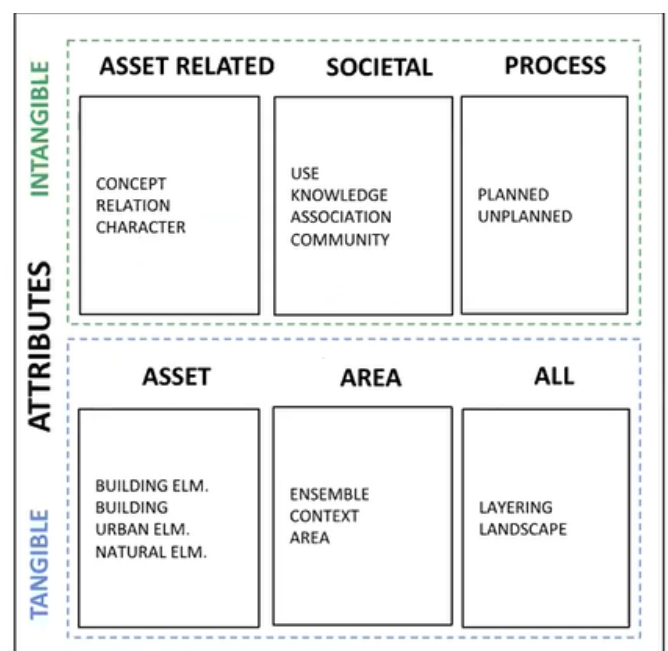

Figure 3: Attributes chart (Veldpaus, 2015; Gustcoven, 2016)

In order to organise all established values and attributes/needs, which are presented in the values-attributes framework, Maslow's theory on the hierarchy of needs is used (figure 4). This hierarchy of needs is a psychological motivational theory comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid. Maslow (1943, 1954) stated that people are motivated to achieve particular needs and that some needs take precedence over others.

Figure 4: Pyramid with hierarchy of needs (Maslow, 1943, 1954)

3. Research methodology

The research will be structured into three subdomains: the historical and socio-economic values will express *why* it is important to preserve the mall. Users' needs can be translated into attributes and express *what* it is about the shopping mall that makes it valuable. Last are the redesign strategies that help create possible manners on *how* to tackle the interventions in the shopping mall. Figure 5 gives an overview of how the three subdomains will be examined, tested, and related to each other and what the outcome will be.

The historical and socio-economic values will be explored in different manners. For historical values, historical research is sought in which literature and the archive are consulted. Relevant literature on Victor Gruen and Van den Broek en Bakema will clarify what the conception of the design of the shopping centres was in the postwar period and what makes it typical of its time. This literature review, combined with visual material, such as pictures, from the archive, will reveal historical values that will later be essential for the research. Data are reviewed from Delpher, a newspaper archive for the socio-economic values. News articles are a valuable source that can

show how the shopping centre positions itself in society and what the users' opinions are about this. Images from the archive, next to images of the fieldwork, will validate the textual data previously found related to socio-economic values.

The users' needs will be examined in the second part of this research. Firstly, an innovative data source, social media, will be used. Today, social media can reframe our understanding and experience of heritage very well. They can provide extensive data for researchers to analyse what places and attributes people value in the historic urban landscapes they live or visit, enough to share with their social network (Pereira Roders et al., 2019). Google reviews and hashtags on Instagram, Facebook, and Twitter reflect the user's direct opinion and experience.

In addition to social media, actual fieldwork will take place. Participant observation enables researchers to learn about the activities of the people under study in the natural setting through observing and participating in those activities. It provides the context for development interview guides. It provides re-
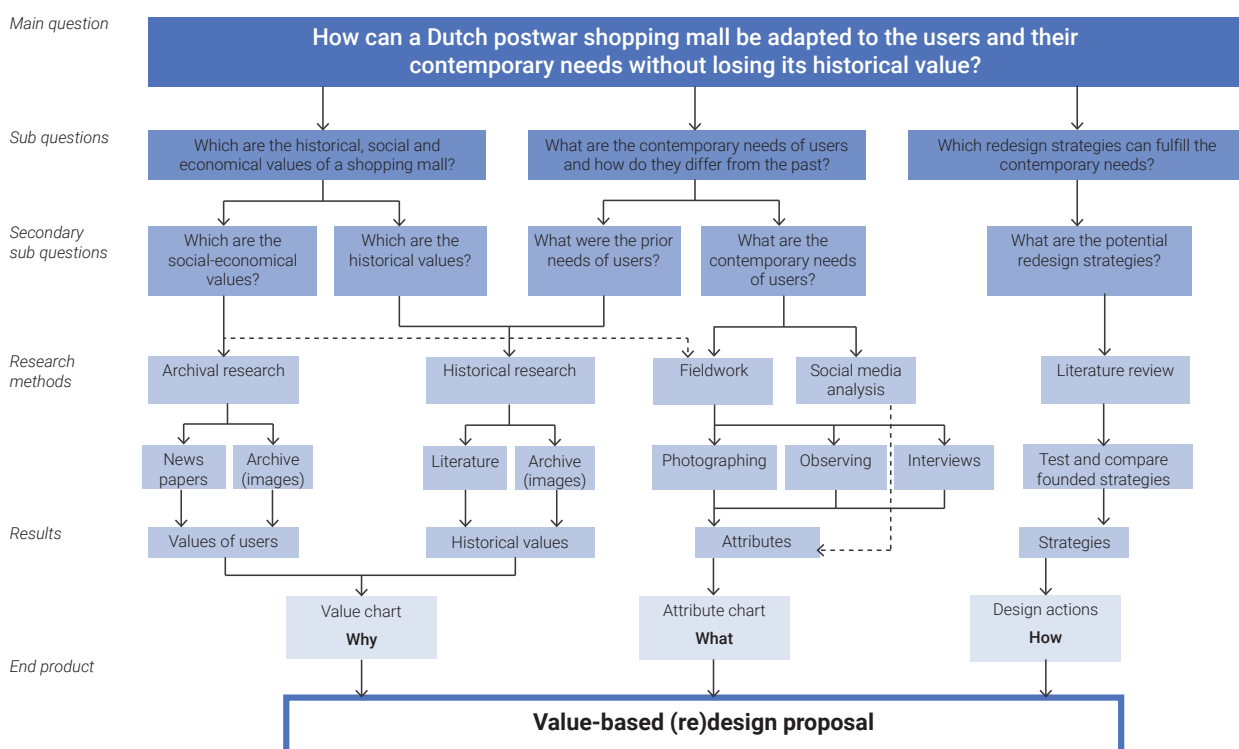

Figure 5: Flowchart of research methodology (own drawing, 2022)

searchers with ways to check for nonverbal expression of feelings, determine who interacts with whom, grasp how participants communicate, and check for how much time is spent on various activities (Kawulich, 2005).

These sources, observing, interviewing, and social media, are effective on their own but intend to confirm or deny each other, which will improve the validity of the research. The established values and needs of users from the literature, archive, interviews, observations and social media can be classified in a value and attributes chart. Coding these values and attributes expresses why and what about the mall is valuable and forms the basis for approaching the case studies and their possible redesign strategies.

The third part consists of an investigation into these possible redesign strategies. Based on literature reviews on 'Rewriting Architecture: 10+1 Actions for an Adaptive Architecture' (F. Alkemade, 2021), 'How Buildings Learn: What Happens After They are Built' (S. Brand, 1995), and 'Make it Anew' (H. Ibeling, 2018), different rede-

sign strategies can be explored. Based on this literature and the previously researched values and attributes, one or more appropriate strategies that apply to the case studies can be chosen.

There are still limitations to these research methods. For example, participant observation is conducted by a biased human who serves as the instrument for data collection; the researcher must understand how his/her gender, sexuality, ethnicity, class, and theoretical approach may affect observation, analysis, and interpretation (Kawulich, 2005). Although the role of social media in providing new techniques for community engagement has been acknowledged, its usage still needs to be fully explored within the context of urban cultural heritage conservation. One will have to consider this with the validity of the results (Pereira Roders et al., 2019).

4.1 Historical & social values

-       *Historical values*

The urban expansion in the Bijlmermeer was a progressive concept for its time. The idea of the modern functional city arose from the CIAM, an international platform that left a significant mark on the architectural debate in the first half of the 20th century. At this platform, ideas for planning a better city were discussed; today's cities are too polluted, congested and chaotic. According to the CIAM, separating all functions would mean the end of congestion (Dekker, 2016). Zoning was already a familiar idea, but the architects from CIAM wanted to take it further. The living spaces would be in high-rise apartments so that the ground level was open for recreation and collective spaces; live in the sky, and play on the ground. Cars would drive on elevated roads so pedestrians could have the space below. There would be separate districts for industry and shopping. Where old European cities were winding, cluttered and polluted, this new one would present light, air and space, with everything in its proper place. (Mingle, 2018)

On the one hand, a clear relationship is visible between the Amsterdamse Poort shopping centre and the Bijlmer utopia. Traffic flows are separated as the area is only accessible on foot, and parking happens outside the shopping area. Although there is a mix of functions, they are still spatially separated. The shops are on the ground floor, the houses above and offices surround the area. Lastly, the well-known honeycomb structure of the flats can also be seen back in the area.

On the other hand, the shopping centre was built as a reaction against the failed Bijlmer utopia. For this reason, it was named Amsterdamse Poort instead of Bijlmerplein (the original name). There is a mix of functions present in the same complex. It is much more densified, which means less light, air and space, and most buildings have only 5 to 6 floors instead of the 10-storey flats. Amsterdamse Poort represents the Dutch
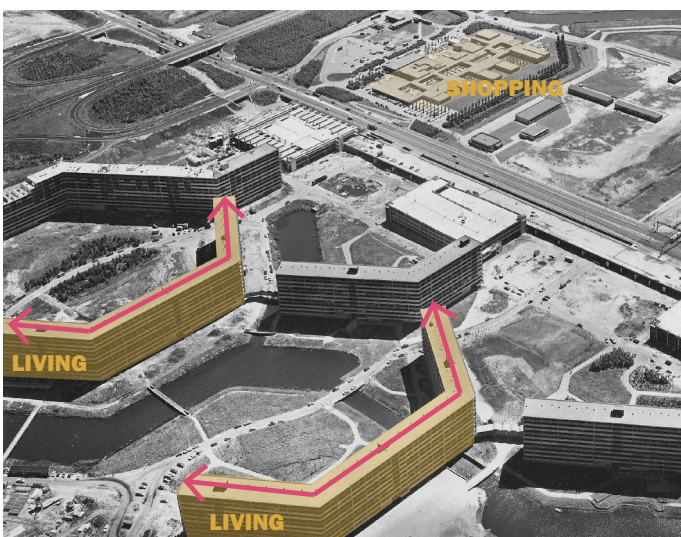

Image 5: Bijlmer from the air (Archive of Amsterdam)

Image 6: Amsterdamse Poort (Archive of Amsterdam, 1986)

postwar mall architecture spatially quite well. First, the built area consists of several blocks, also known as the eight clusters. These clusters are connected by the shopping streets, which are only accessible by pedestrians. The shopping streets are connected to the more prominent public squares, each of which has its role. All parking spaces are located outside the shopping area, and the shopping area can only be reached on foot. This important feature ensures that the user can shop as comfortably and undisturbed as possible. (Kooijman, 1999).

Last are the architectural elements. The fa-

cades follow a structural grid and have a strict rhythm of windows and balconies. The building envelope is made of white limestone brick, which is dominant in Bijlmerplein. Also, the corners of the building have brick ornamentation, emphasising the public square. Unity in the design prevented a cluttered, shabby appearance and was characterised by continuous canopies, which also offered shelter from the rain. All these aesthetic features of the building are seen as attributes of historical value as it links with the postwar typology. (Galema & van Hoogstraten, 2005).
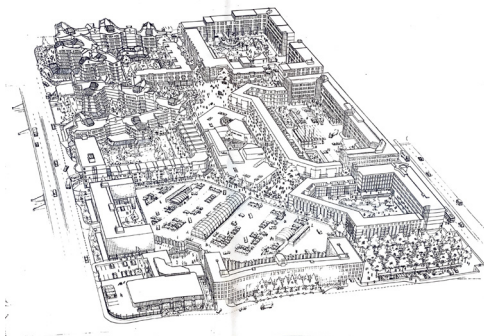
1. Building clusters

2. Sequence of squares

3. Pedestrian area

4. Architectural elements

Image 7, 8, 9, 10: Archival images of the Amsterdamse Poort (Archive of Amsterdam)

-        *Social values*

The Bijlmer today houses over 100 nationalities (Gemeente Amsterdam, 2014). Thus this cultural diversity is noticeable in de Amsterdamse Poort. There is a wide diversity in supermarkets and restaurants concerning food from all over the world. This diversity attracts many people from different areas and regions in the Netherlands. Events regarding food, music, dance, art and education are organised daily, monthly and yearly. Another notion in Bijlmerplein is the art and creativity in the area, which is much appreciated.

The primary user group within the Amsterdamse Poort are the direct and surrounding residents. These are mainly elderly or parents with young children. The residents experience it as a pleasant place to live because of the spacious homes, affordability and good accessibility from other parts of the city, thanks to the Bijlmer Arena train station and the surrounding highways. However, the quality of life, especially after closing the shops, is not always experienced as pleasant. News articles show that there has been much nuisance on the street since the shopping centre's opening. Especially when the Zeedijk in the centre of Amsterdam was cleaned in 1995, all junks and drug dealers found their new place in the Amsterdamse Poort. After many initiatives by the municipality and other organisations, news articles show that there is still much tension on the streets (Bijlmer in Tijd, 2022).

Figure 6: Collage of social values at Amsterdamse Poort (E. Maarleveld, 2023)

4.2 Contemporary needs

- *Mall use*

A newspaper was established at the mall's opening to promote the mall. It had the title: "Shopping centre Amsterdamse Poort, fashion city in itself. A day trip to Paris or Düsseldorf is over for good" ("Hoofdwinkelcentrum Amsterdamse Poort", 1986, p. 3). At the time, the shopping centre mainly consisted of shops, only a few restaurants or cafes and a few social functions. However, there is a noticeable change in functions today. The number of shops has decreased, while the number of food and beverage facilities has increased (CBRE, 2015). According to research from CBRE, this is a logical change, given the needs of today's users. Shopping is no longer the primary purpose of a shopping centre; a cup of coffee and a sandwich in between have become an essential part of the shopping experience.

In order to understand the use of the area, it is important to understand the sequence of squares and their role in the ensemble. When you enter the area by public transport, you arrive at the first square: Hoekenrode, or the foyer figure 7). Offices surround this square, and people walk in and out here. Secondly, you walk across the big Bijlmer square (figure 8). For residents, this is their entry square, and there is also much ongoing traffic. It is a big square which is used for many events. Thirdly you arrive at the small Bijlmer square (figure 9). There are several terraces on this square and a place to stay where people chat with each other. Lastly is Anton de Komplein (figure 10). The weekly market is held in this square, where many exotic products are sold. This square is connected to surrounding residential areas, so many residents can be found here.

Figure 7: Hoekenrode (E. Maarleveld, 2023)

Figure 8: Big Bijlmersquare (E. Maarleveld, 2023)

Figure 9: Small Bijlmersquare(E. Maarleveld, 2023)

Figure 10: Anton de Komplein (E. Maarleveld, 2023)

The site observations point out an apparent shortage of green. The residential decks, in particular, are entirely paved, while they often also serve as a 'garden' for the residents. There are a few trees in the public shopping area. The main square has a water feature, but according to the residents, it never worked.

- *Social media*

In this study, social media regarding the Amsterdamse Poort via the platforms Facebook, Instagram, Google and Twitter were monitored for two months. These valuable sources reframe our understanding and experience of heritage very well. They reflect the user's direct opinion and experience. The social media survey results are presented in figure 11 and 12 based on a SWOT analysis. With a SWOT analysis, the strengths and weaknesses (the internal effects) and the opportunities and threats (external effects) of the shopping centre are organised.

The shopping centre's cultural diversity and friendly atmosphere are often mentioned as strengths. On the other hand, a weakness is the shops' vacancy and the mall's obsolescence, which negatively influences this pleasant atmosphere. As an external factor, good accessibility by public transport is often mentioned. Parking is considered very expensive. Multiple people perceive the area as unsafe. There are frequent robberies at shops and also at visitors. The presence of loiterers and homeless people gives the shopping centre an unpleasant atmosphere after the shops have closed.
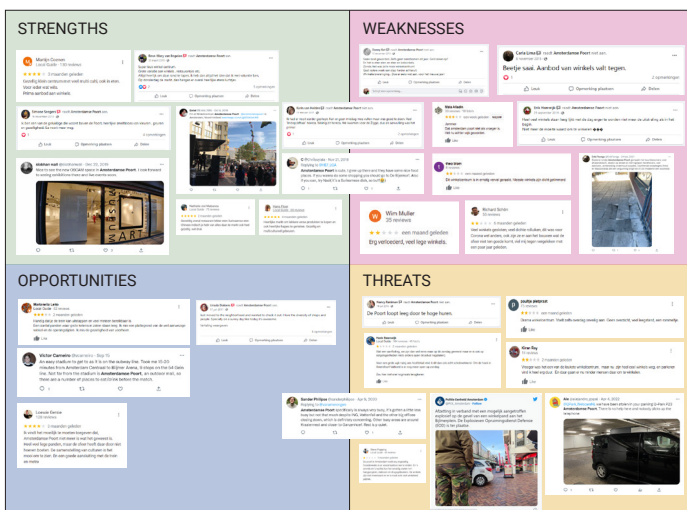

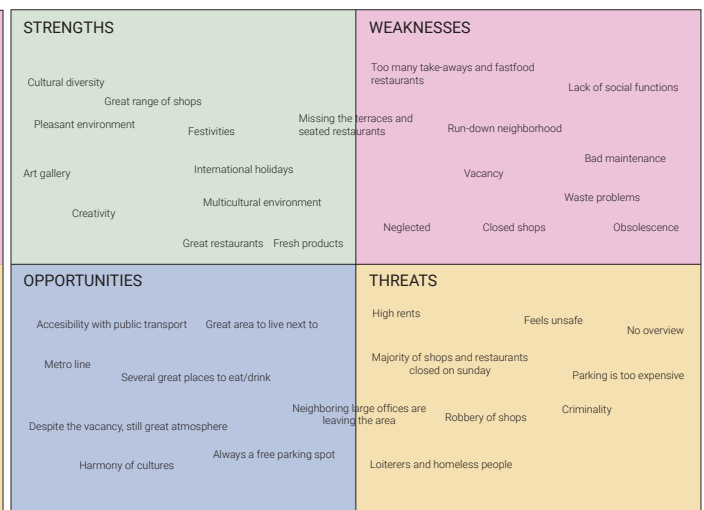*Figure 11: SWOT-analysis based on social media (images)*

Figure 12: SWOT-analysis based on social media (words)

4.3 Values & attributes

Certain values and attributes have been established based on all research, including archival, literature, newspapers, observations, interviews, social media and photographs. Coding the cultural significance of the case study by distinguishing values (why to conserve the resources) and attributes (what resources to be conserved) will form a solid starting point which will help create different strategies for the redesign. Values vary from ecological to political. However, most relate to the historical value, the postwar typology of Dutch shopping malls, and in the bigger context, the design of the Bijlmer. For socio-economic values, cultural diversity is identified as a high value. However, the lack of safety and social functions score low in the value-attributes framework. Just like the ecological value: the lack of greenery, which attention should be needed. (figure 13)
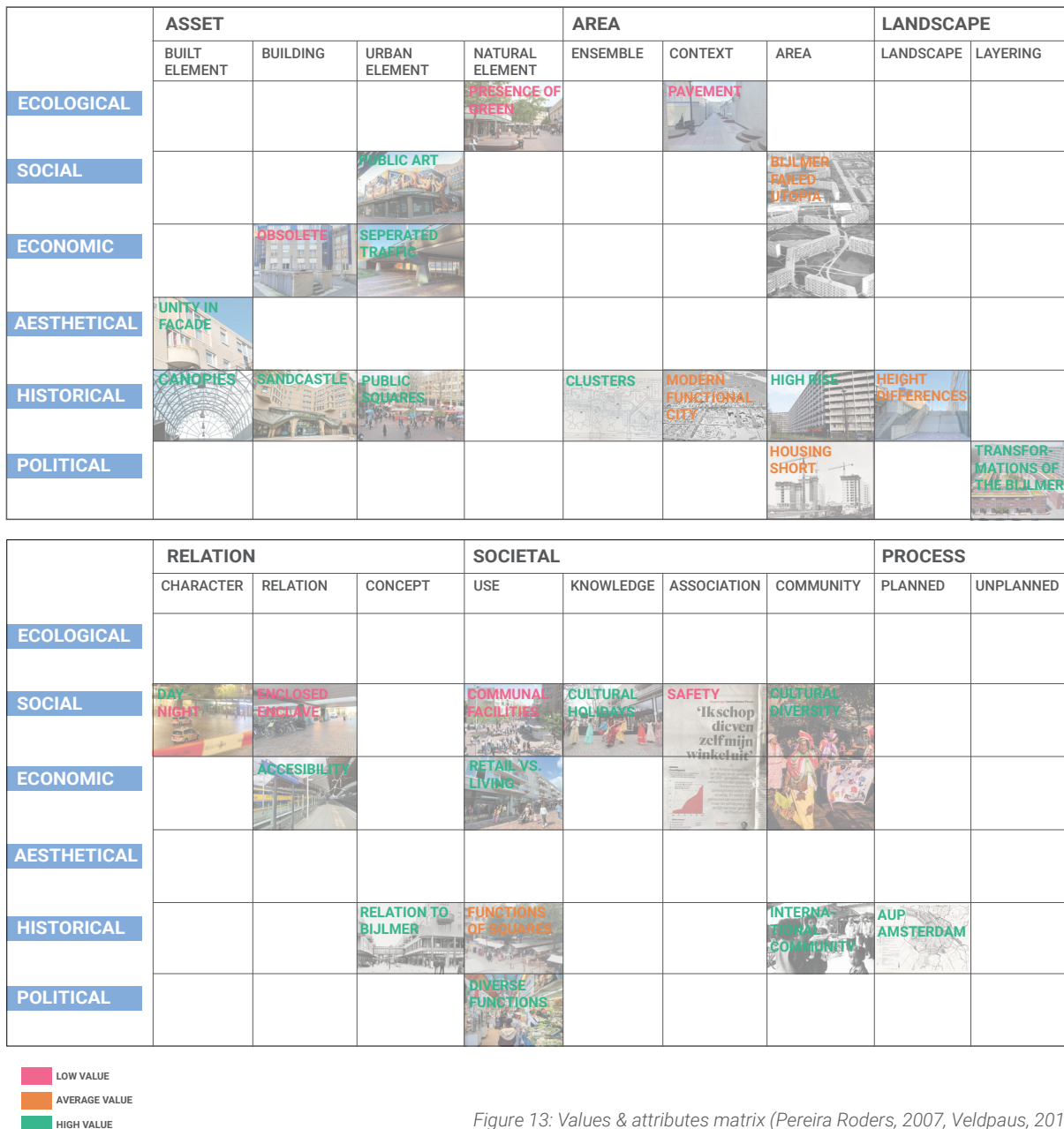
	ASSET				AREA			LANDSCAPE	
	BUILT ELEMENT	BUILDING	URBAN ELEMENT	NATURAL ELEMENT	ENSEMBLE	CONTEXT	AREA	LANDSCAPE	LAYERING
ECOLOGICAL				PRESENCE OF GREEN		PAVEMENT			
SOCIAL			PUBLIC ART				BIJLMER FAILED UTOPIA		
ECONOMIC		OBSOLETE	SEPERATED TRAFFIC						
AESTHETICAL	UNITY IN FACADE								
HISTORICAL	CANOPIES	SANDCASTLE	PUBLIC SQUARES		CLUSTERS	MODERN FUNCTIONAL CITY	HIGH RISE	HEIGHT DIFFERENCES	
POLITICAL							HOUSING SHORT		TRANSFOR-MATIONS OF THE BIJLMER

	RELATION			SOCIETAL				PROCESS	
	CHARACTER	RELATION	CONCEPT	USE	KNOWLEDGE	ASSOCIATION	COMMUNITY	PLANNED	UNPLANNED
ECOLOGICAL									
SOCIAL	DAY - NIGHT	ENCLOSED ENCLAVE		COMMUNAL FACILITIES	CULTURAL HOLIDAYS	SAFETY	CULTURAL DIVERSITY		
ECONOMIC		ACCESIBILITY		RETAIL VS. LIVING					
AESTHETICAL									
HISTORICAL			RELATION TO BIJLMER	FUNCTIONS OF SQUARES			INTERNA-TIONAL COMMUNITY	AUP AMSTERDAM	
POLITICAL				DIVERSE FUNCTIONS					

🟥 LOW VALUE
🟧 AVERAGE VALUE
🟩 HIGH VALUE

Figure 13: Values & attributes matrix (Pereira Roders, 2007, Veldpaus, 2015)

In order to organise all established values and attributes/needs, which are presented in the values-attributes framework, Maslow's theory (1943, 1954) on the hierarchy of needs is used. Our most basic need is physical survival, which will be the first thing that motivates our behaviour. In this case, it will be translated to the need for greenery, livability and comfortability. Secondly are the safety needs and the need to make the area child-friendly. Belongingness refers to a human emotional need for interpersonal relationships, affiliating, connectedness, and being part of a group. This happens especially in public squares and when organising communal events such as the area's weekly market and food and music festivals. When buying products or consuming, you will fulfil esteem needs. It makes one feel self-sufficient. By working, one can form the independence needed to obtain esteem needs. Lastly, self-actualisation needs are the highest level in the hierarchy and make one achieve its full potential, including creative, educational and cultural functions. (figure 14)
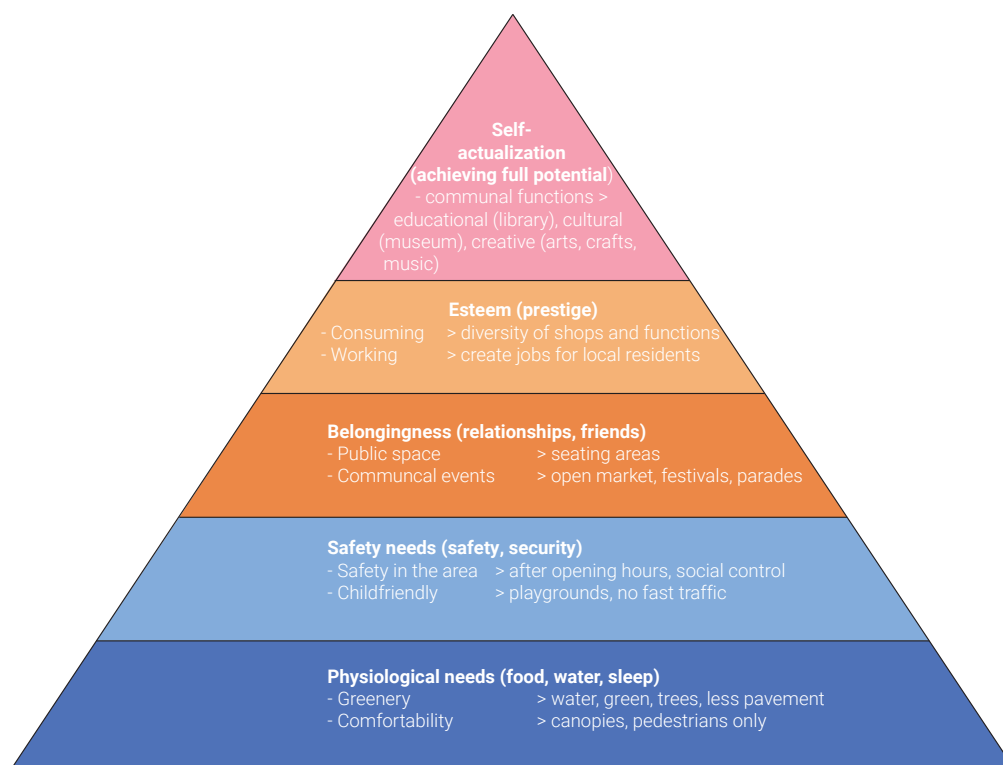

Self-actualization (achieving full potential)
- communal functions > educational (library), cultural (museum), creative (arts, crafts, music)

Esteem (prestige)
- Consuming   > diversity of shops and functions
- Working   > create jobs for local residents

Belongingness (relationships, friends)
- Public space   > seating areas
- Communcal events   > open market, festivals, parades

Safety needs (safety, security)
- Safety in the area   > after opening hours, social control
- Childfriendly   > playgrounds, no fast traffic

Physiological needs (food, water, sleep)
- Greenery   > water, green, trees, less pavement
- Comfortability   > canopies, pedestrians only

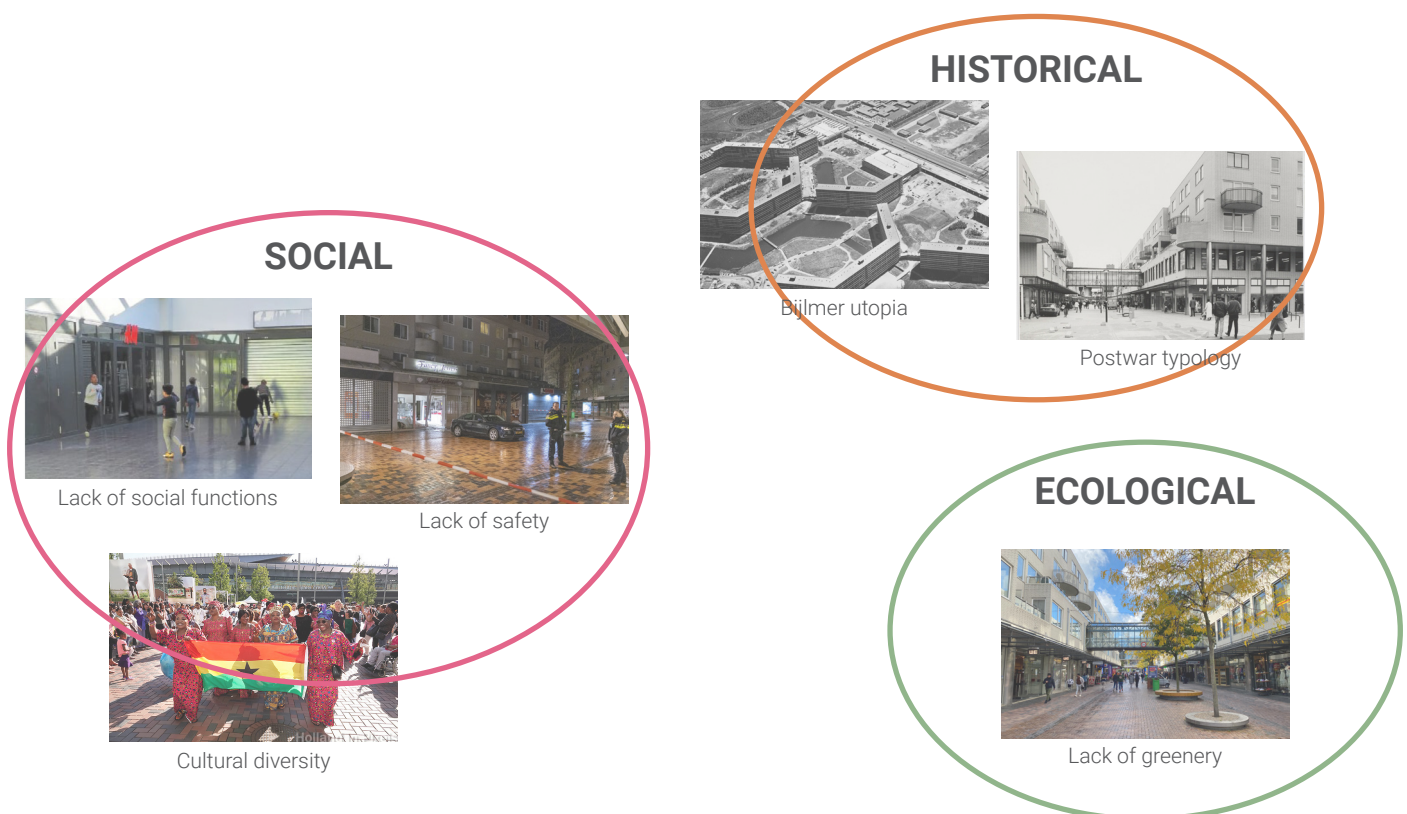*Figure 14: Piramid with hierarchy of needs (Maslow, 1943, 1954)*

5. Discussion

Based on the research results, the values, attributes and needs, five starting points are established, which form the base for designing.

1). The existing typology must be maintained and restored to retain the complex's historical (heritage) value.

2). To enhance the community's perception, the focus must lay on public space and new programming.

3). Thirdly, accessibility in the area should be improved in order to attract more users and preserve current users.

4). Safety will have to increase to improve livability and make the area more attractive for the younger generation. This can be achieved by changing the program and reconsidering the spatial structure.

5). Lastly, sustainability forms a solid starting point for the design to make the design future-proof. For instance, less paving and more greenery will contribute to this.

This research focuses on the users' notions, needs and wishes. This valuable source provides a strong starting point for the design. After all, they are the users and will benefit from the new complex. However, historical values should be included. A balance between the importance of the people and the found historical values must be sought during the entire design process.

The research results, presented in the values and attributes matrix (figure 13), show the tangible attributes on the one hand. These mainly relate to historical values such as architectural elements and the structure of the complex based on the clusters and squares. However, the broader history of the Bijlmer area is also included. The intangible attributes relate to the socio-economic values, such as the cultural diversity and the unsafety in the area. Another value found that was not considered yet, is the ecological value. Almost the entire area is paved, which contributes to the poor quality of life in the area.

HISTORICAL

Bijlmer utopia

Postwar typology

SOCIAL

Lack of social functions

Lack of safety

Cultural diversity

ECOLOGICAL

Lack of greenery

According to the research, the third subdomain is more challenging to elaborate on. The literature review regarding the redesign strategies pointed out many different approaches. However, which is suited for this project is hard to determine based on the literature. This has to be apparent from the design for research. In addition to the research alone, several other factors, such as the collected values, will play a role here.

As a possible approach, this study looked at how the environment is designed according to the modern principles of the CIAM. Separating functions and traffic flows did not only cause problems at the time but can also solve problems in a design. This is also the case in the project of the Amsterdamse Poort, which has been used in the design. The value of the Dutch mall postwar typology is also used to increase socio-economic values. The sequence of squares is expanded with a new green square with an associated new role: a green, playful square. In this way, design choices were made in the project based on existing historical values in order to achieve the ultimate goal: increasing socio-economic values.

6. Conclusion

The Amsterdamse Poort shopping centre is situated in the centre of the Bijlmer. Although it is a retail destination in Amsterdam Southeast, it still faces the vacancy problem. The shopping mall is designed for shopping, and nowadays, people not only want to consume but prefer having an experience in a highly livable environment. The research has shown that users' needs today differ from their past needs. It is not only about the shops anymore; public space is equally important. For that reason, a possible approach is introduced in the design project to add new programs to the existing shopping mall, making it become the "communal centre" for the Bijlmer. It can set an example for other postwar shopping malls facing shop vacancy issues today.

Historical research pointed out that adding communal functions was already an issue at the time in order to improve the quality of life in the Bijlmer. In the original design of the Bijlmer, according to the CIAM principle, each residential building flat had several pavilions, the so-called collective spaces, intended for the residents to converge. The pavilions presented light, air and space accessible to everyone (image 9). A pavilion is known for its light structure, which makes it adaptable. This adaptability of the pavilion makes it sustainable for the future; it can easily adapt to changing needs of the users. Based on the constantly changing needs of the users of the area, the pavilion can grow, shrink, multiply and change its function. This makes it a sustainable concept for the future.

The historical values were used as a starting point in the design. For example, the concept of light, air and space, which formed one of the starting points in the design of the Bijlmer, will also be used here as the starting point for the new design. By creating space, more extended views can be created, which will increase social safety in the area, one of the lower social values. In this way, there is not only a balance between the different values, but specific historical values can be reduced to increase social values again.

New needs must be matched to restore the cultural and social significance of the shopping mall, and the Dutch postwar shopping malls will have to adapt and be redesigned to increase their socio-economic values again. For the social relevance of this research, valuable conclusions about the current state of affairs will be drawn, it is tested whether a particular method works, and this will lead to recommen-
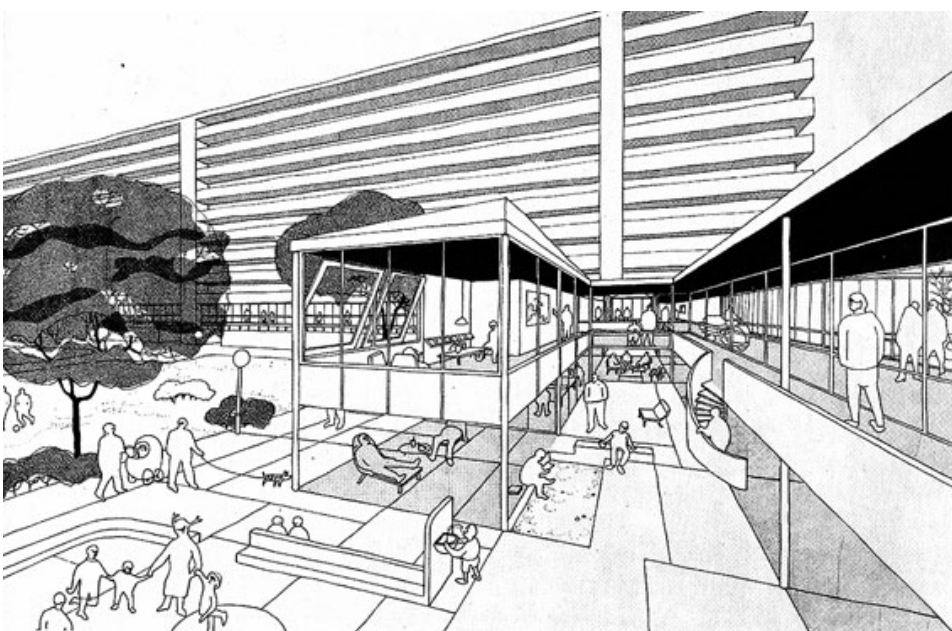

Image 1: Original drawing for Bijlmer structure: courtyards with pavilions. (Bijlmergeschiedenis.nl)

dations for solving the problem. Additionally, this research contributes to raising awareness within our society and bringing back the cultural significance of the Dutch postwar shopping mall. Creating a circular community pavilion in the centre of the Amsterdamse Poort raises awareness among the residents to solve social and economic issues in the neighbourhood. In addition, the sustainability concept of the design contributes to the residents' knowledge of ecology and sustainability.

7. Bibliography

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