

Wessel de Jonge

Adaptive Re-use of 20th C Industrial Heritage
Value Creation by Value Conservation

TU Delft | Section Heritage & Architecture



ACE Conference | Leeuwarden, November 23rd, 2018

facts & figures 1

vacancy @ NL overwhelming:

vacancy	year	%	surface m2	
office space	ultimo 2017	11,7	5,7 mln	6 mln permanent
office space	ultimo 2016	14,2	6,9 mln	
office space	2016	16	7,8 mln	
office space	2015	16,5	8,0 mln	
retail space	2015	9	2,9 mln	
apts ab. shops	2014		>3 mln	40.000 apt.
thousands of listed buildings			>2 mln	

facts & figures 2

vacancy @ NL increasing:

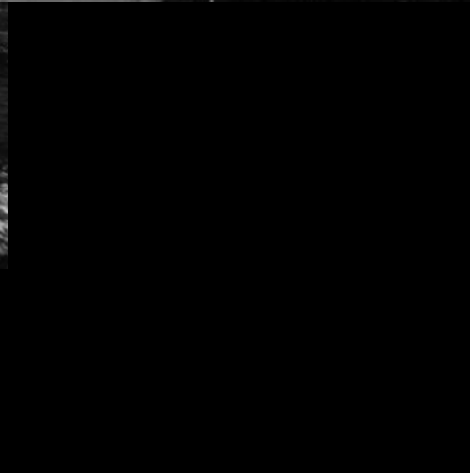
- a monastery every month
- a church every week
- a farmers estate every day
- and poorly located office blocks even faster



Rotterdam 1960



Rotterdam 1908

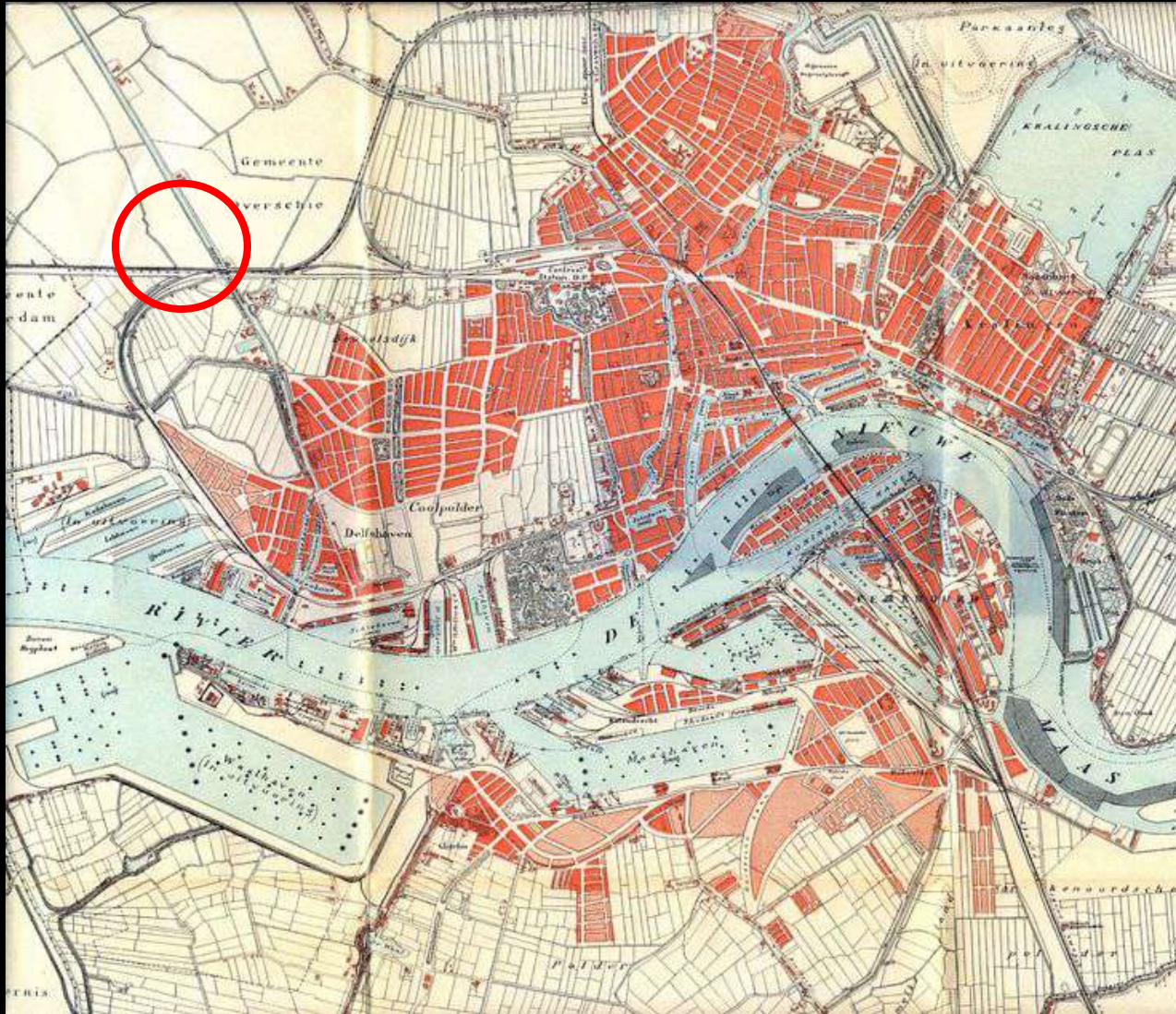




FABRIEK VAN NELLE TE ROTTERDAM
USINES DE VAN NELLE A ROTTERDAM

ARCH. IR. J. BRINKMAN EN L. VAN DER VLUGT

Rotterdam 1909

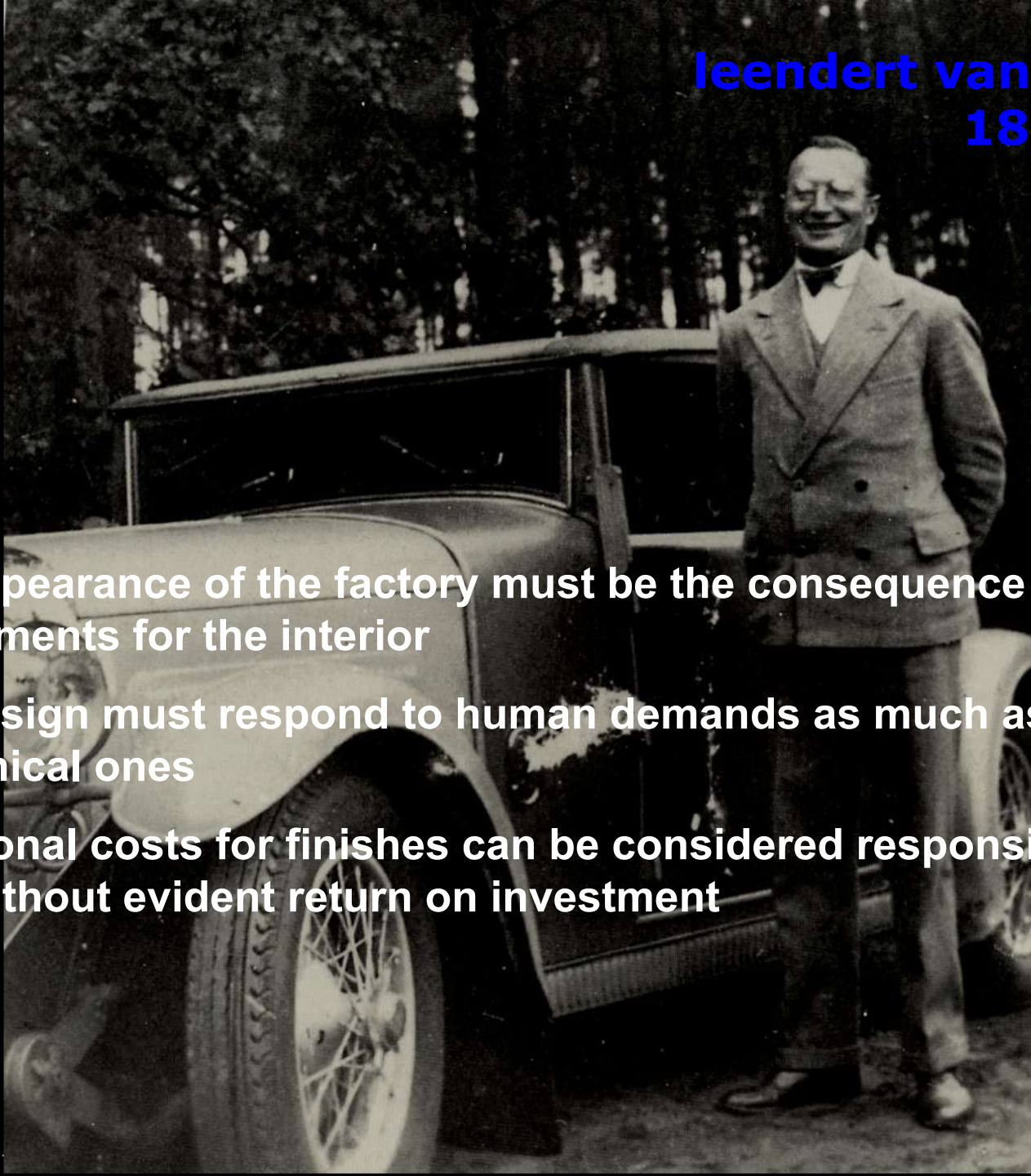


kees van der leeuw
1890 - 1973

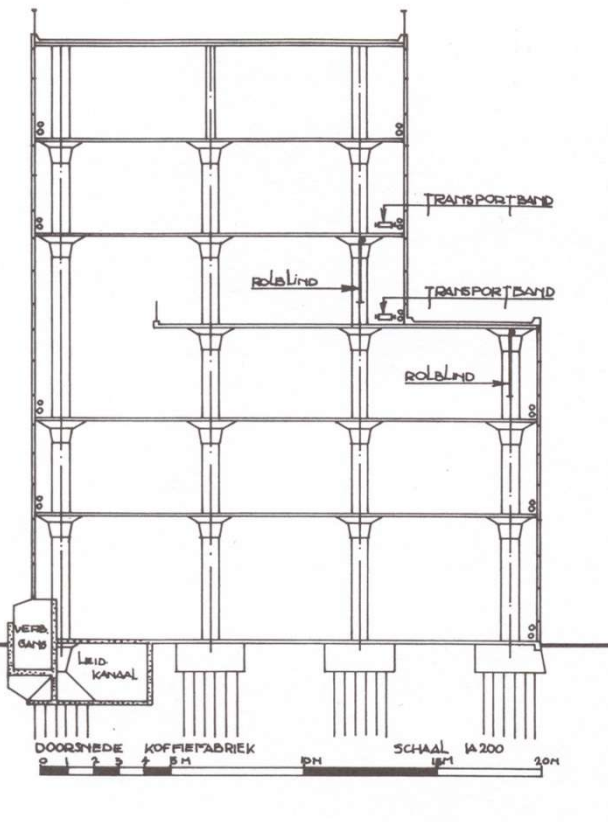


leendert van der vlugt 1894 - 1936

- the appearance of the factory must be the consequence of the requirements for the interior
- the design must respond to human demands as much as to mechanical ones
- additional costs for finishes can be considered responsible, even without evident return on investment





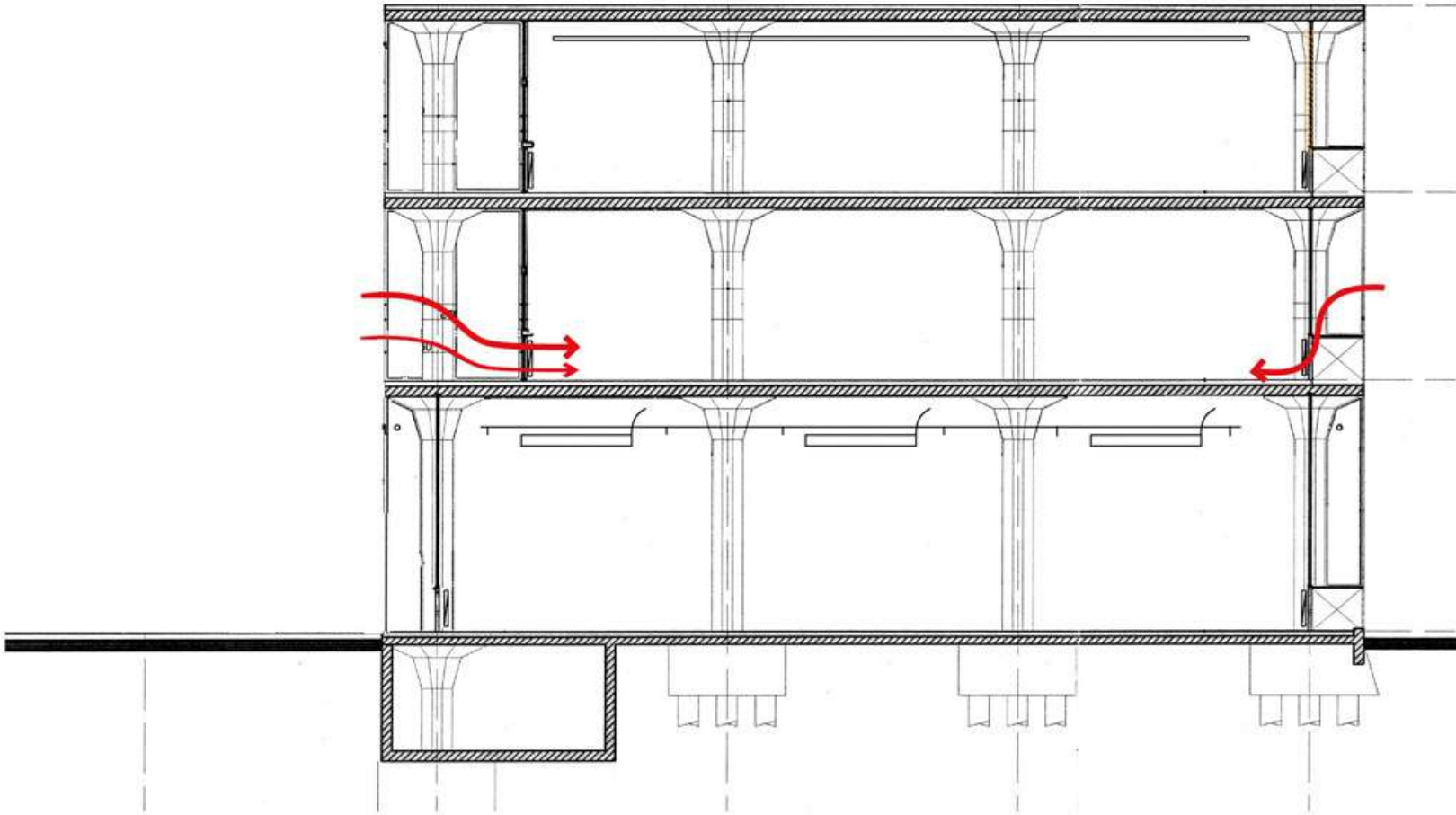










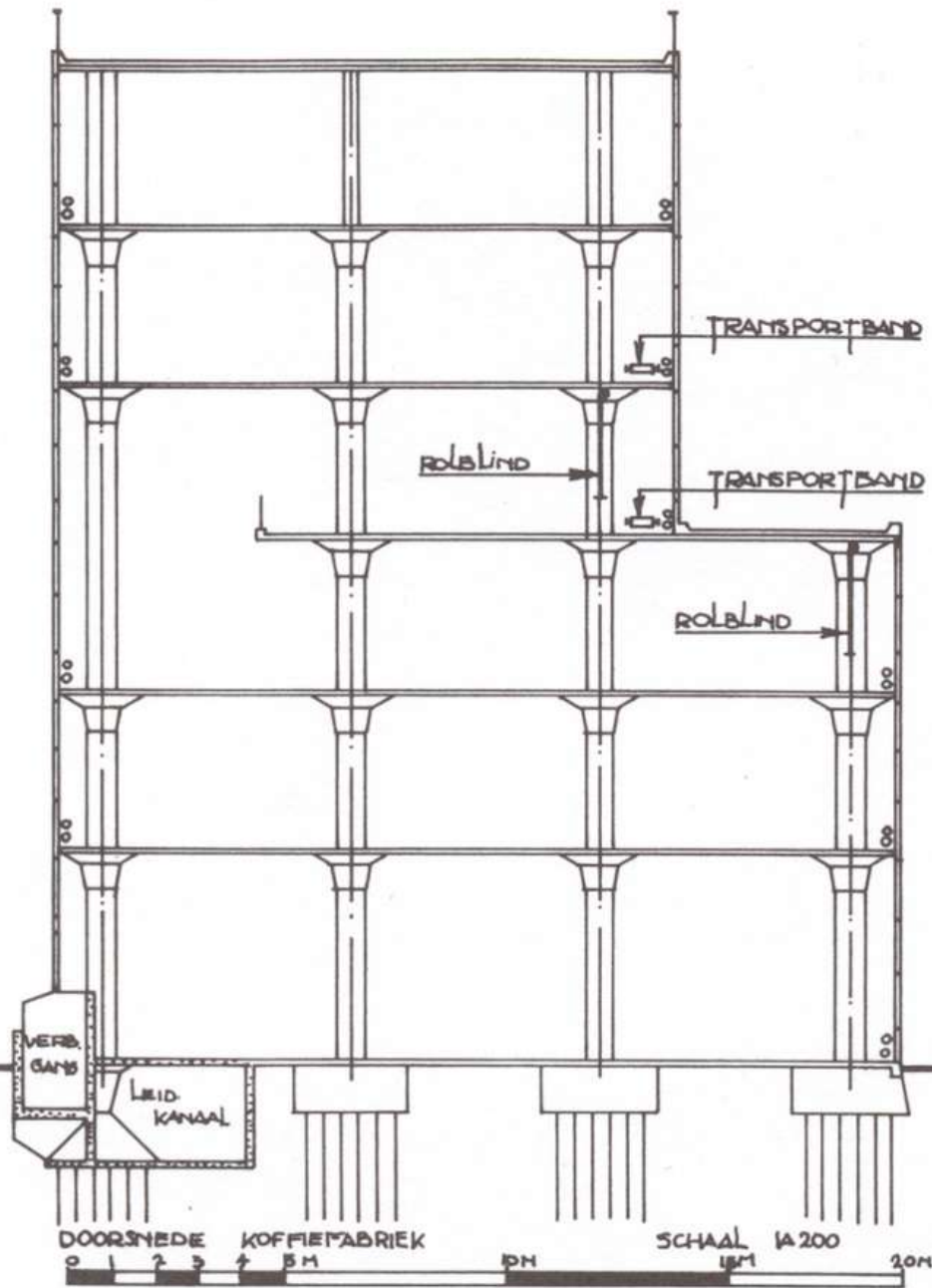


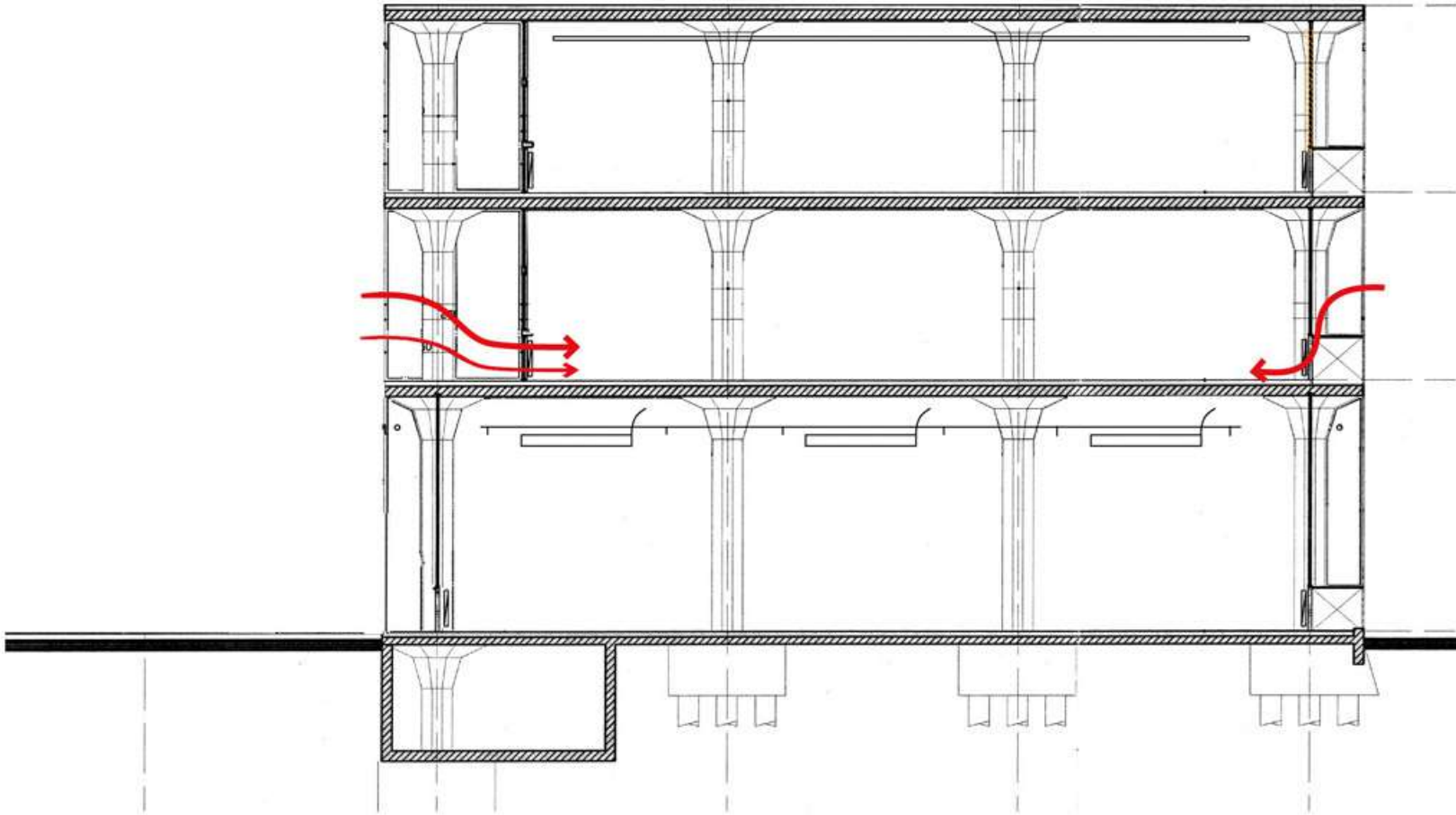






Wilkhahn























VAN NELLE

















**VAN
NELLE**
tabak













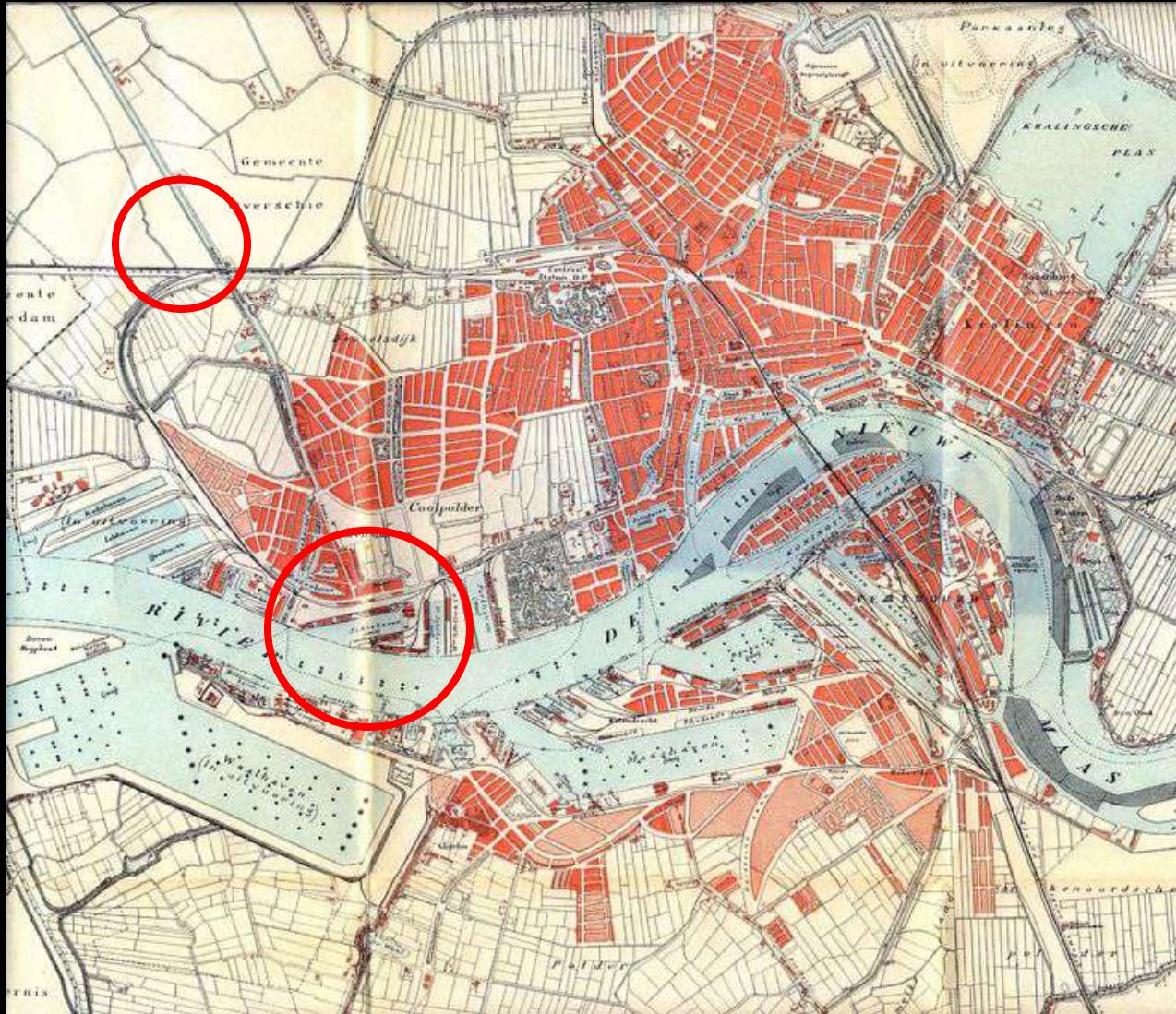


Van Nelle facts

key characteristics:

- isolated area: place making, connect to city
- industrial area: zoning rules, functional limitation
- private initiative: no subsidy or charity funding
- sustainable climatisation: buffer zone, smart HVAC
- authenticity: conceptual rather than material
- poor community involvement
- value (re-)creation: cultural > economical > social

Rotterdam 1909



Schiehaven 1950s



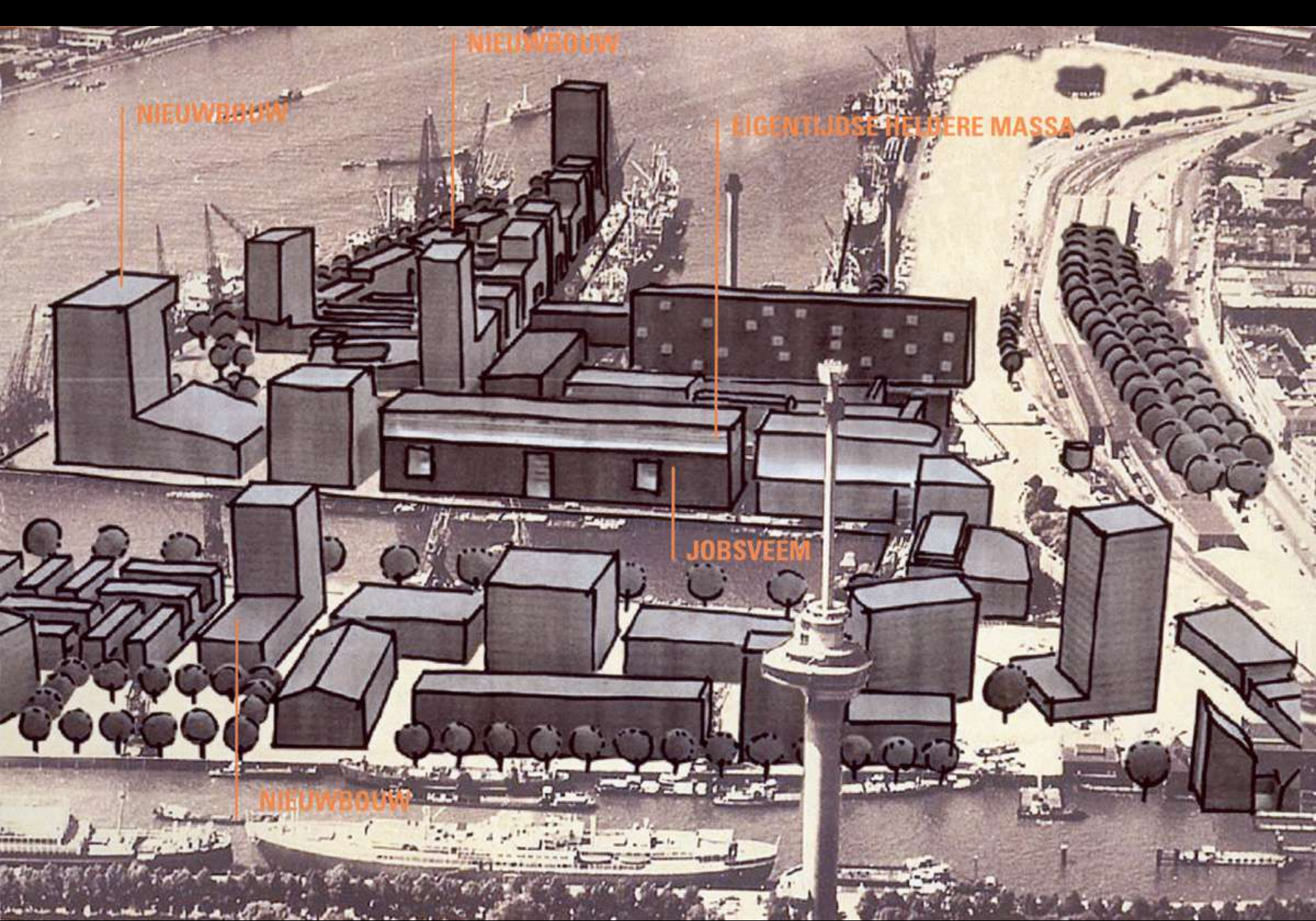


LOOSEN

LOOSEN

JOBSVEEM

LOOSEN



NIEUWBOUW

NIEUWBOUW

EIGENTLIJKE HEDERE MASSA

JOBSVEEM

NIEUWBOUW

St. Jobsveem 1914 - 2000



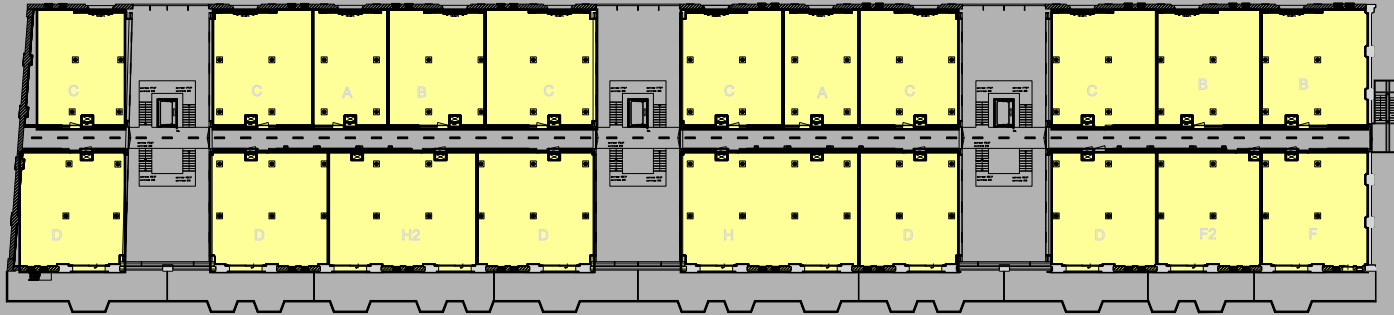
St. Jobsveem 2000 - 2003



St. Jobsveem 2003 - 2010

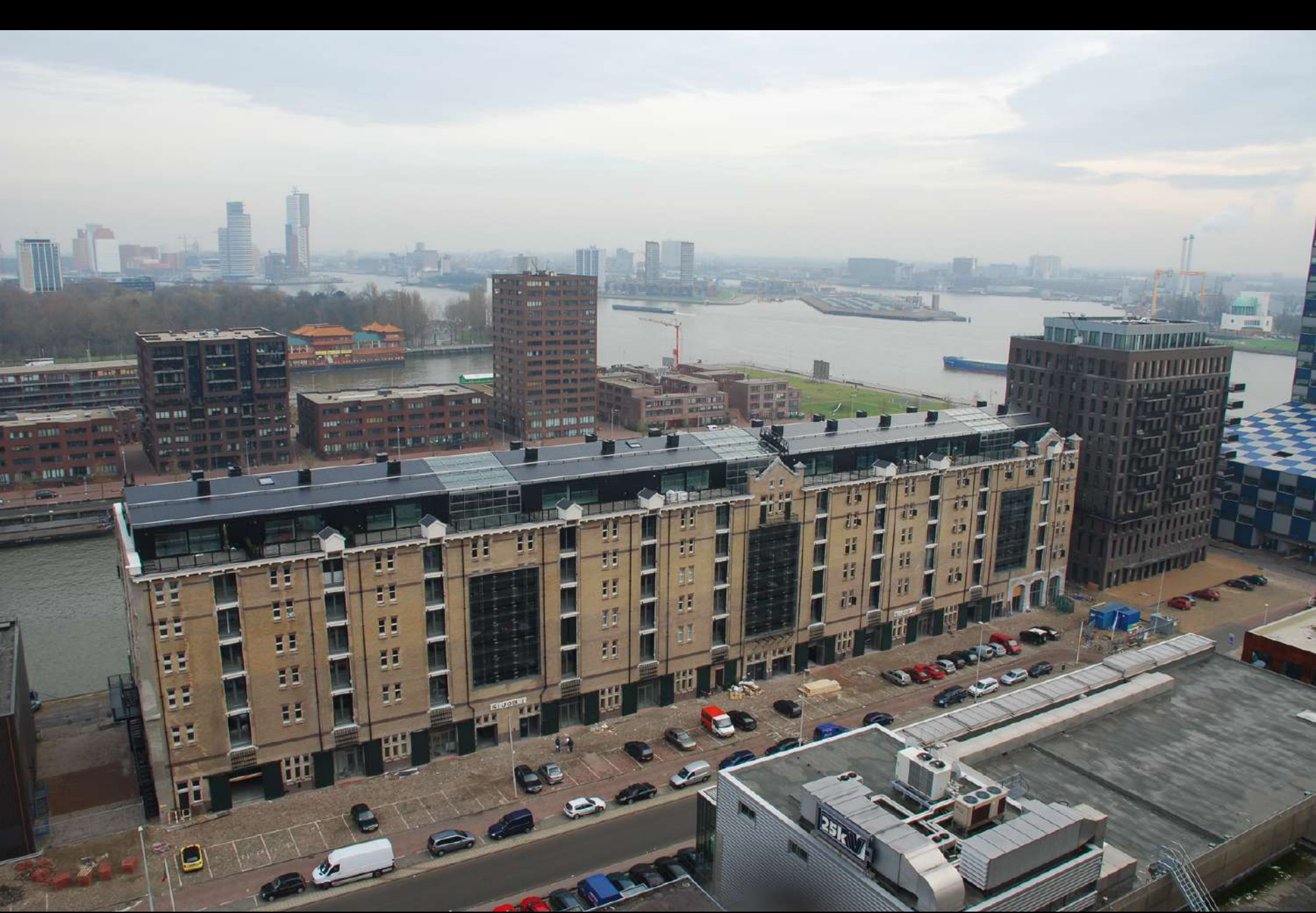


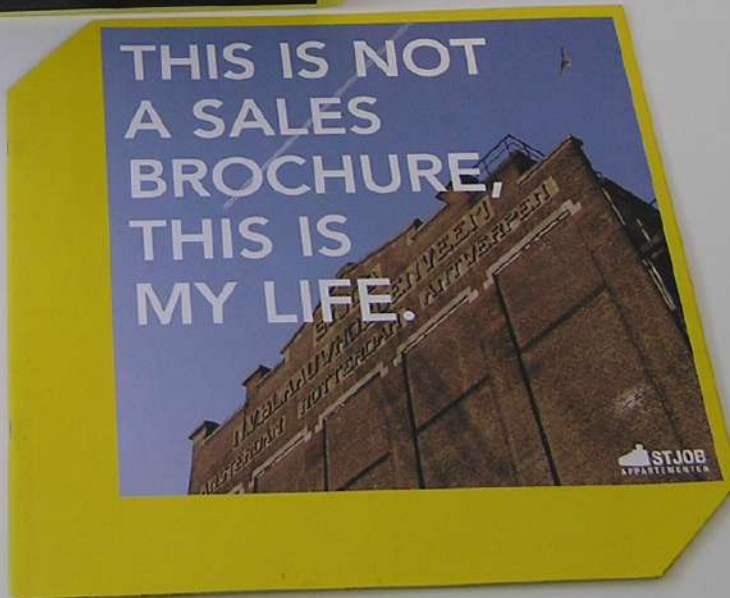
St. Jobsveem, 1914, Rotterdam



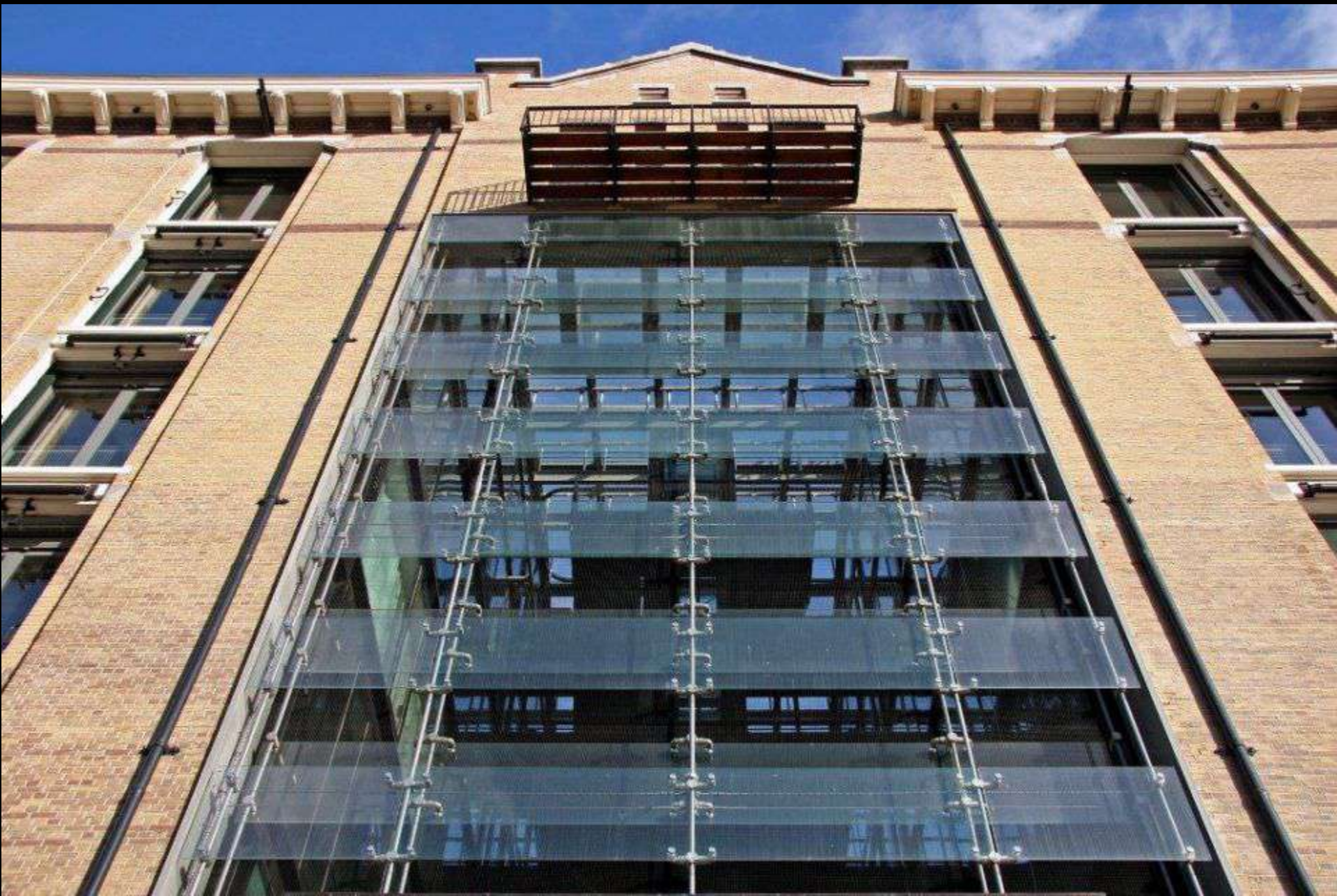
nivo 2

St. Jobsveem, 1914, Rotterdam















St JOB I

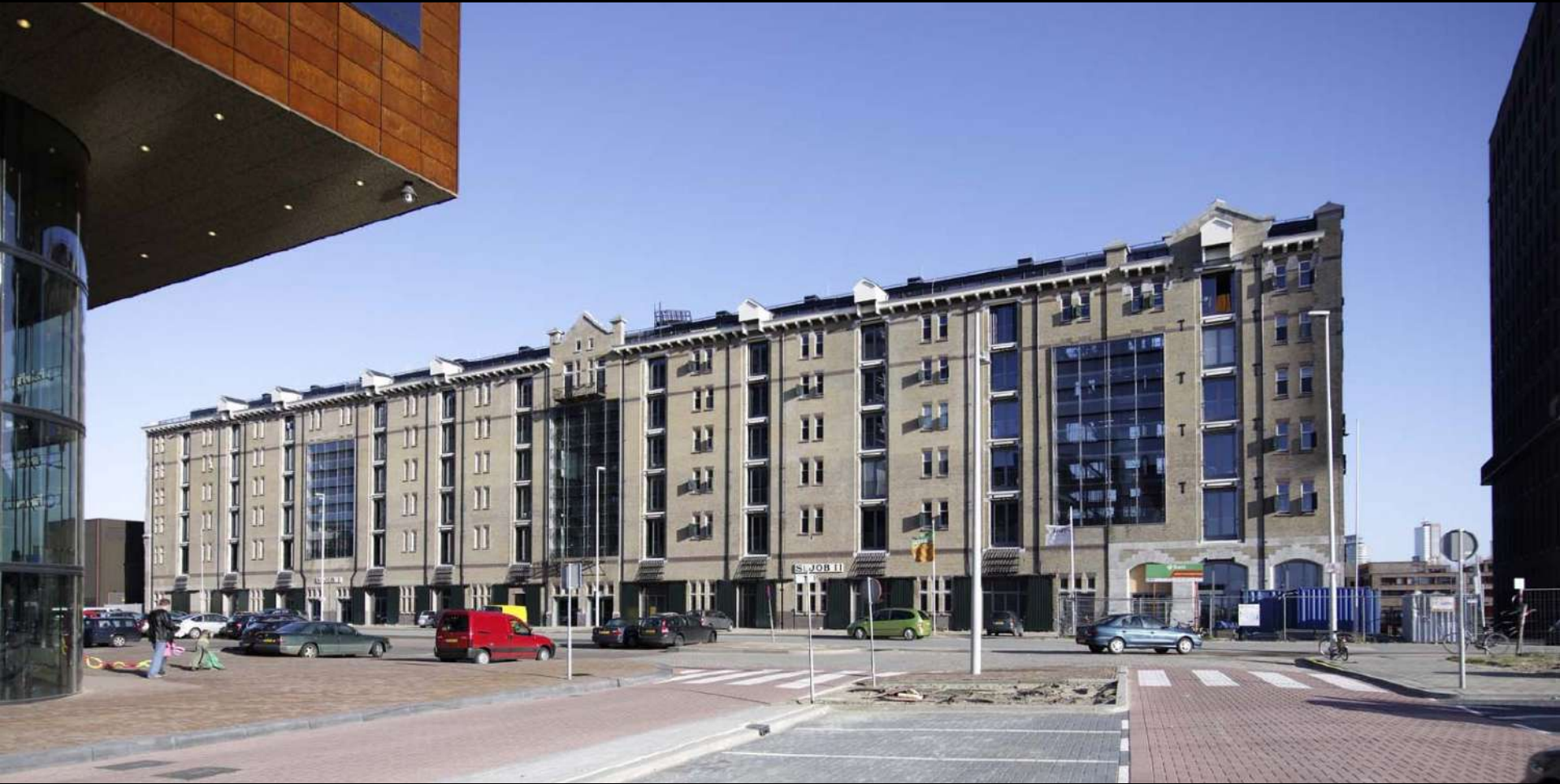
PYBERGEN 0152561291

287314

STUCK 12

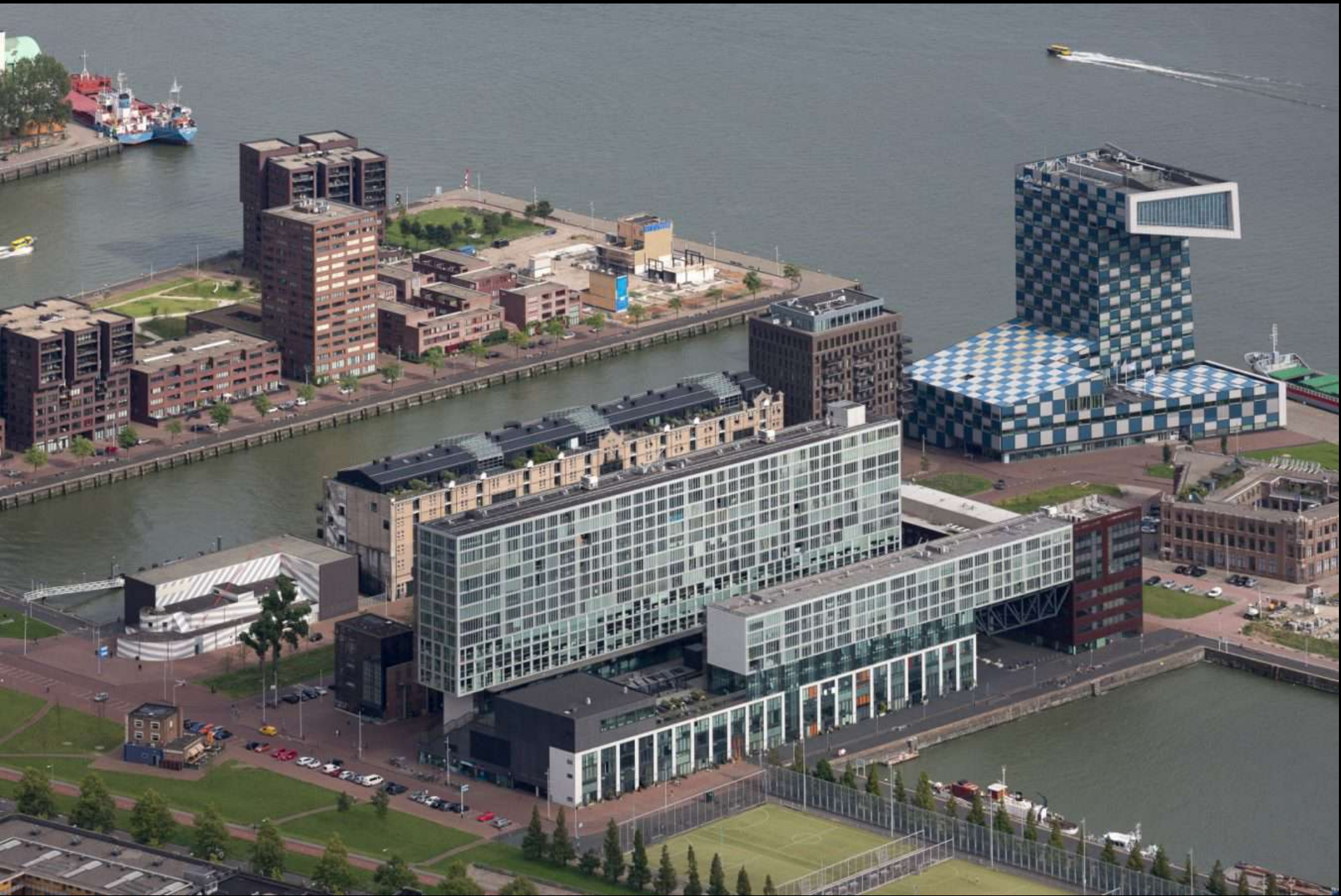
B

Lloydpier 1950s – 2010s



Lloydpier 1950s – 2010s









St. Jobsveem facts

key characteristics:

- fringe area: place making, open up to city
- redevelopment area: functional reprogramming
- public initiative for area: clear structure and rules
- infill by private investors: no subsidy / charity
- authenticity: conceptual rather than material
- some community involvement
- value creation: economical > social > cultural

design approach



design approach

- knowledge of cultural history, architecture and building technology of the past
- understanding the parameters of economic value
- understanding climate control concepts & technology
- knowledge of parameters of sustainability

> value creation:

conomical, cultural, social, sustainable

value assessment

- assessing values
 - historic
 - cultural
 - architectural
 - technical-historical
- defining the limitations for interventions

from setback to opportunity

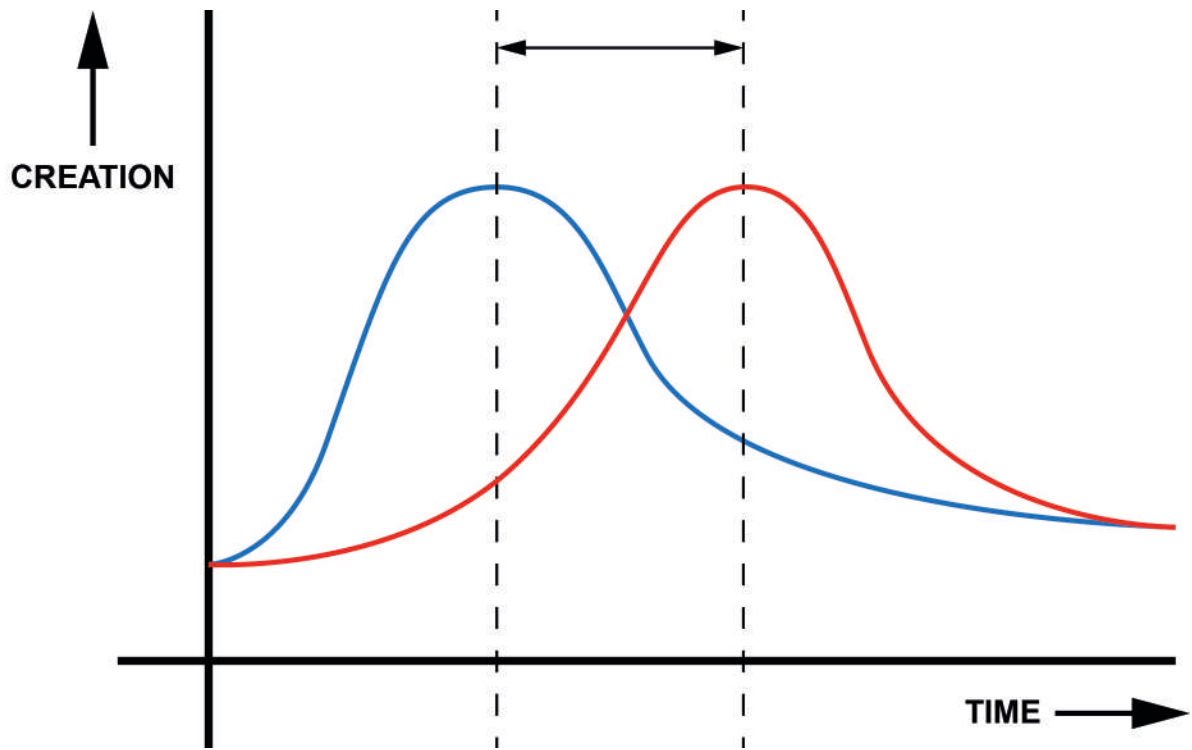


transformation frame work

- assessing values
 - historic
 - cultural
 - architectural
 - technical-historical
- defining the limitations for interventions
- defining the capacity for change

transformation frame work

- assessing values
 - historic
 - cultural
 - architectural
 - technical-historical
- defining the limitations for interventions
- defining the capacity for change
- > **balance continuity and change**
- > **balance retention and renewal**



design approach

- bridging gaps in interdisciplinary teams
- orchestrate team of consultants
 - historic surveyors: arch historians, hist bldg surveyors, hist colour & interior
 - colleagues: urban, arch, interior designers
 - specialists: structural eng., bldg physics, climate control, environment

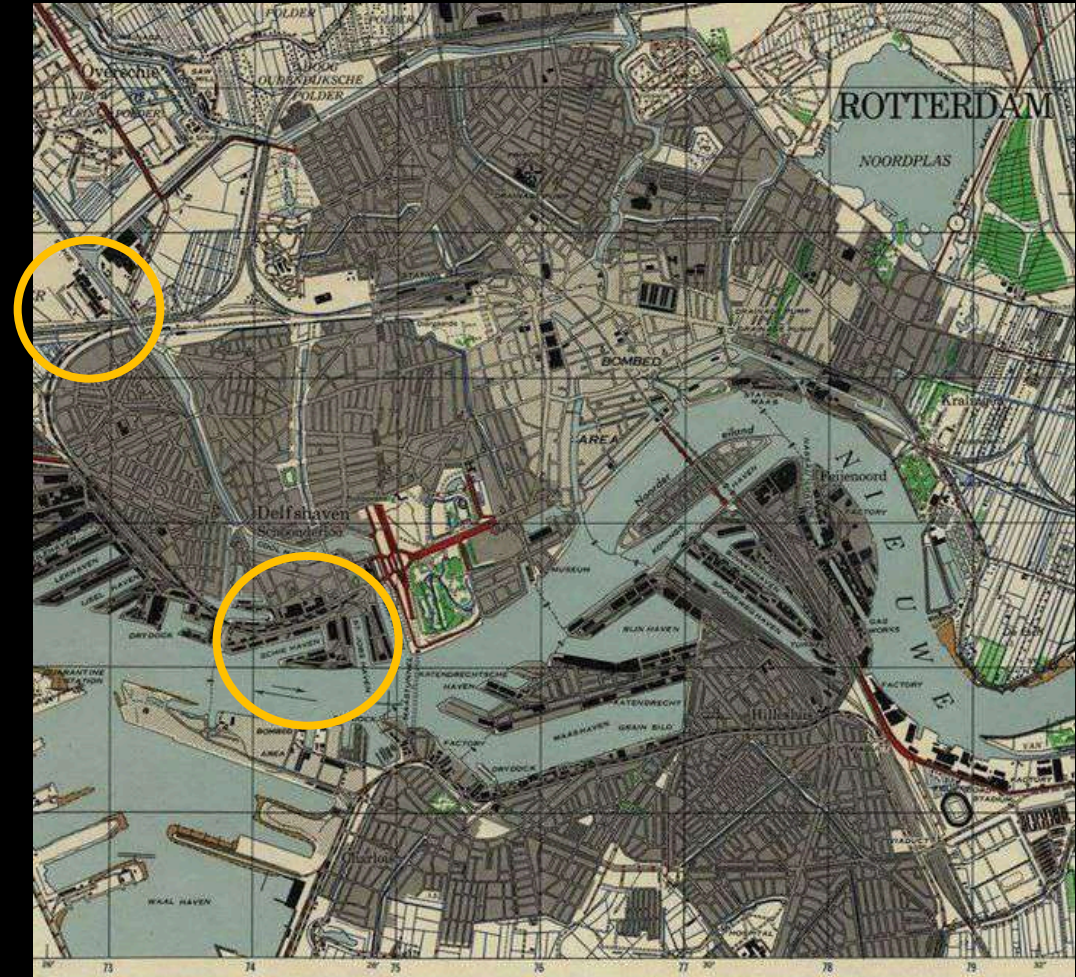


The Modern Jazz Quartet, 2011

thank you

w.dejonge@tudelft.nl

Rotterdam 1940



Rotterdam 1940



community involvement



community involvement

- Entrepreneurial / socio-commercial communities
- Intellectual / cultural communities
- Local / social communities

urban re-programming



Philips Factory, 1930s, Eindhoven

short-term re-programming



Philips Factory, 1930s, Eindhoven

mid-term re-programming



Philips Factory, 1930s, Eindhoven

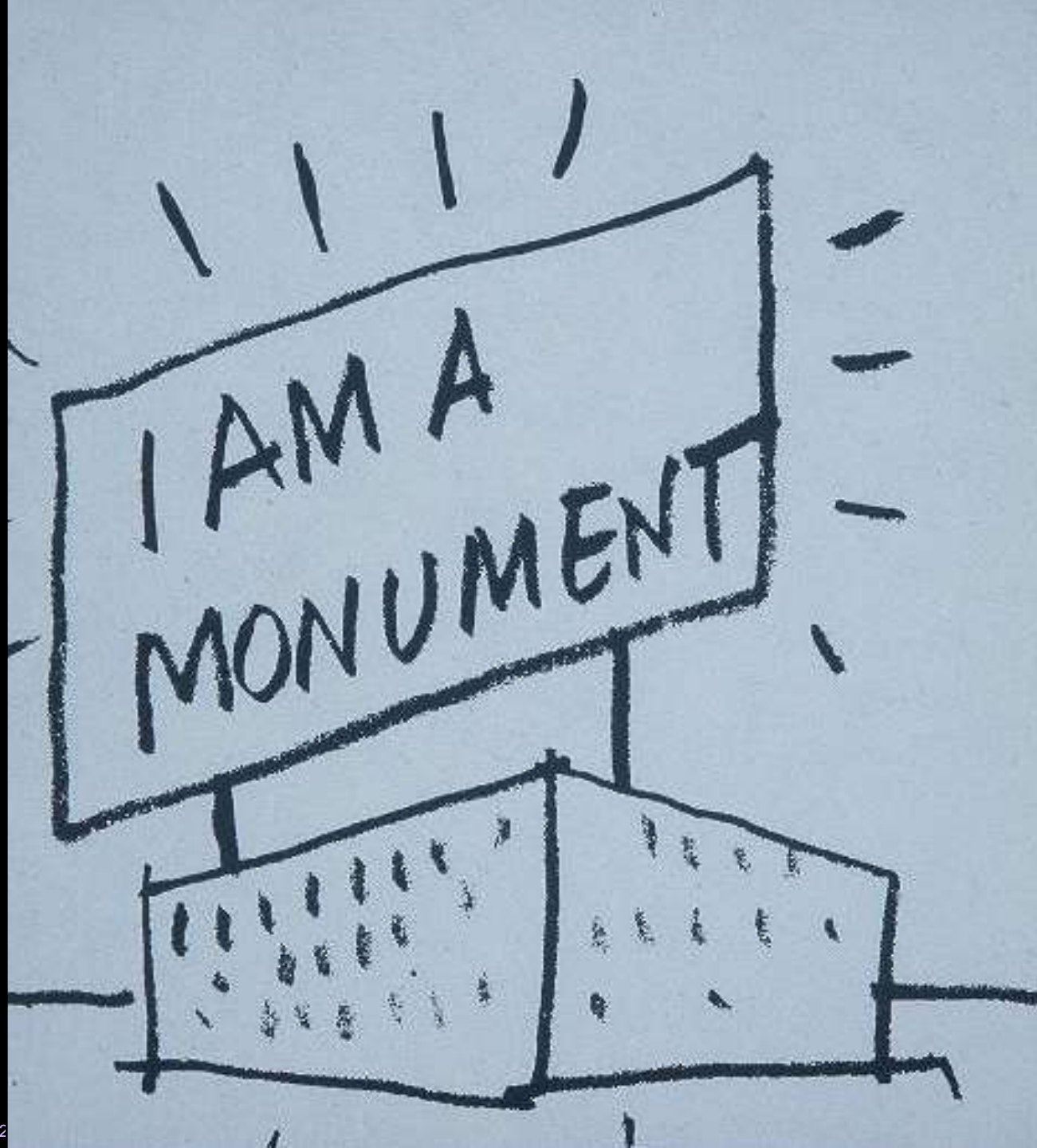


community involvement

- Entrepreneurial / socio-commercial communities
- Intellectual / cultural communities
- Local / social communities

do_co, mo_mo_

international committee for
documentation and conservation
of buildings, sites and neighbourhoods of the
modern movement



do_co, mo_mo_

- to act as watchdog
- to exchange ideas and knowledge
- to foster interest
- to remind of responsibilities

do_co, mo_mo_

1990 Eindhoven, the Netherlands

1992 Bauhaus Dessau, Germany

1994 Barcelona, Spain

1996 Bratislava/Sliac, Slovakia

1998 Stockholm, Sweden

2000 Brasília, Brazil

2002 Paris, France

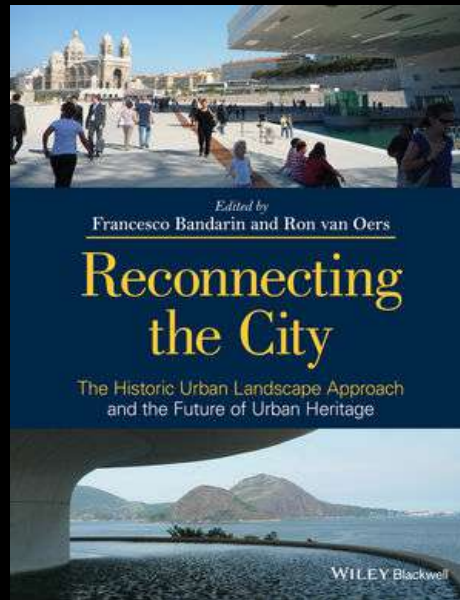
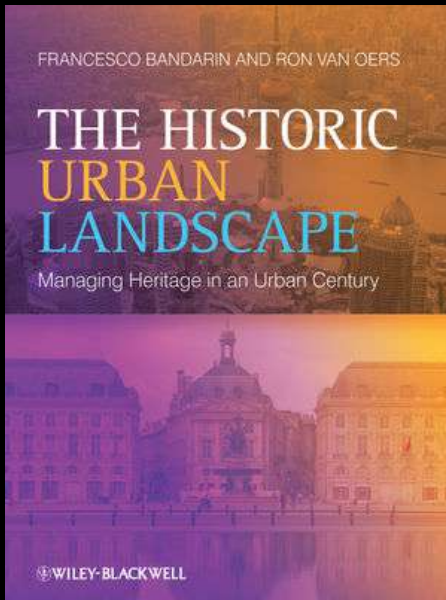
2004 New York, USA

2006 Istanbul/Ankara, Turkey



community involvement

- Intellectual / cultural communities
- Entrepreneurial / commercial communities
- **Local / social communities**



thank you

