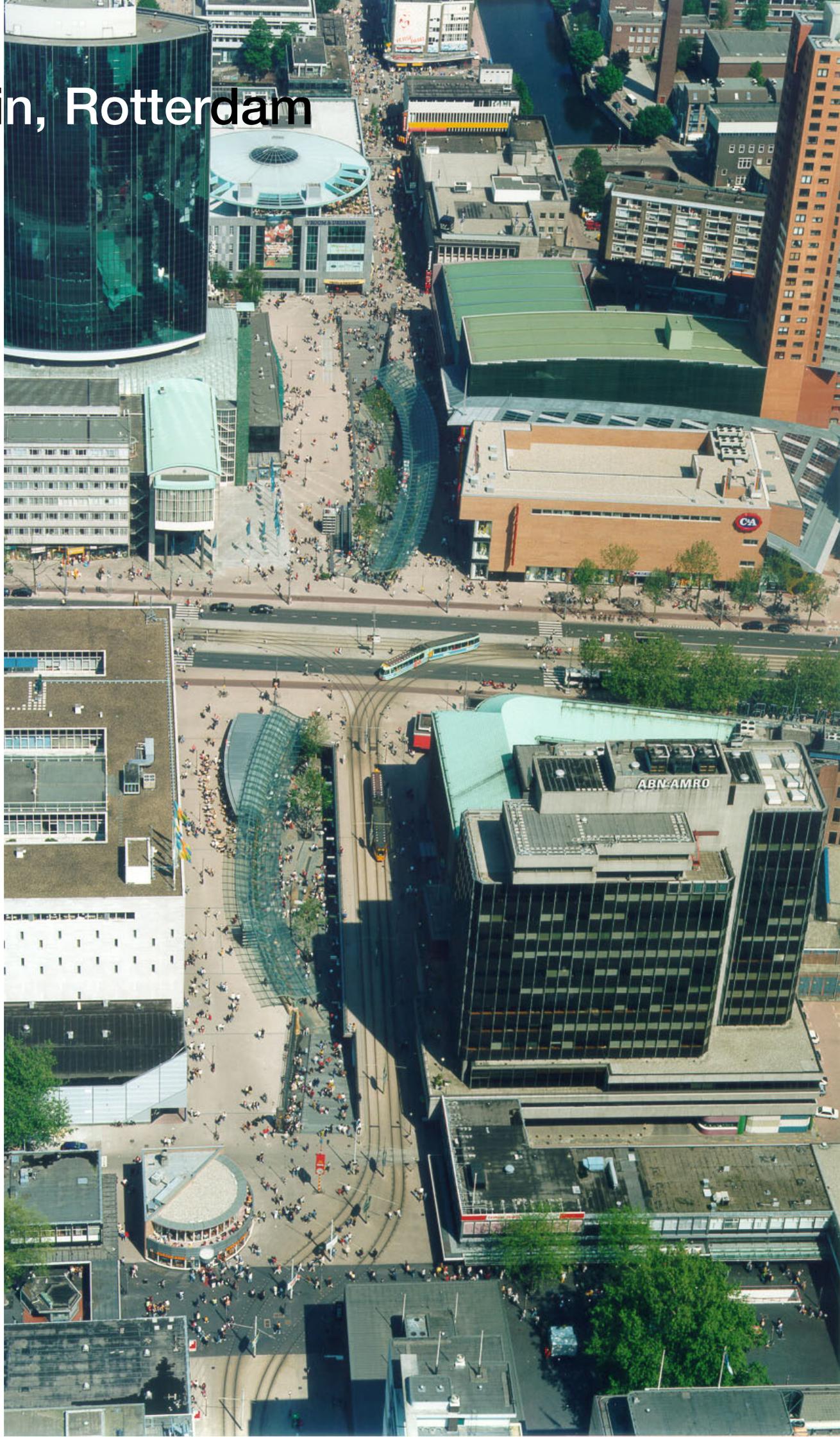
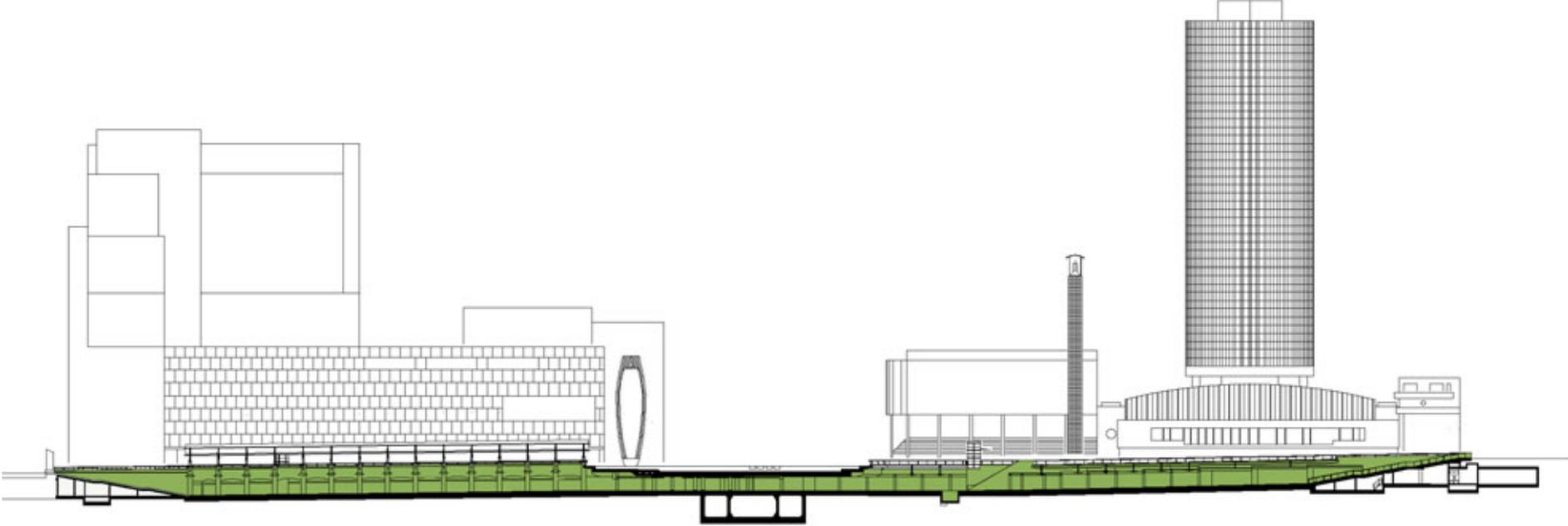
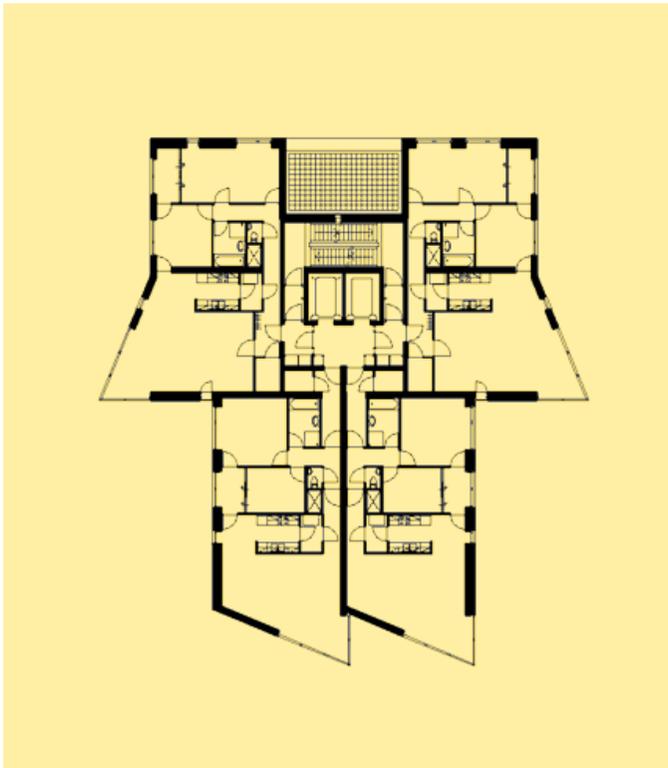
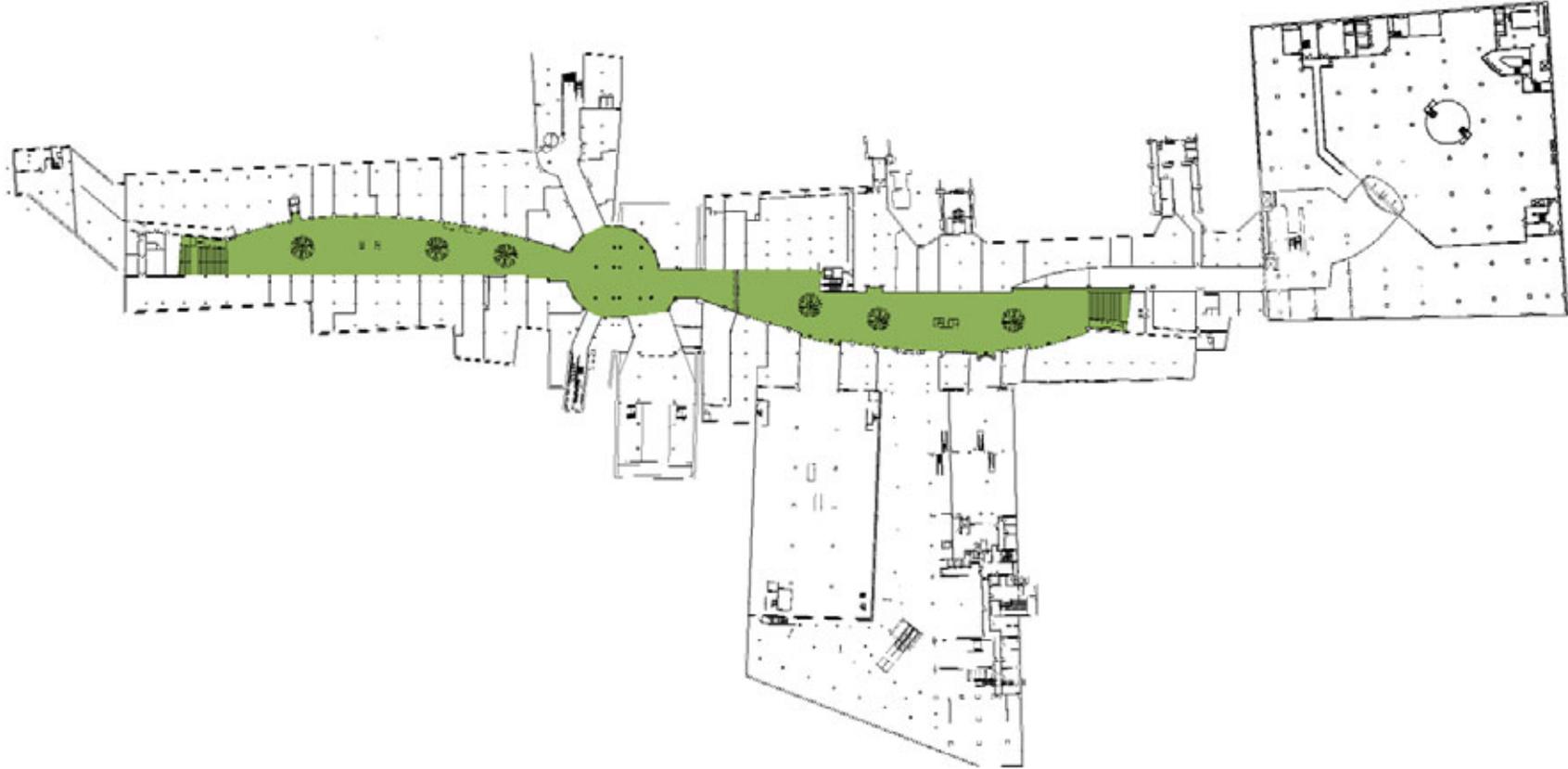


Beursplein, Rotterdam



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Rotterdam's main shopping centre, consisting of the old zone, Beursplein and Hoogstraat, and the postwar Lijnbaan (by Van den Broek & Bakema), was severed by a busy traffic route, Coolsingel. The area needed upgrading with more shops, greater visual unity and improved connection between the two sides of Coolsingel. To this end, de Architecten Cie. built a multifunctional complex at the intersection of Beursplein and Coolsingel, supplying additional retail space, recreation, homes and car parking. The complex consists of two parts: Beurstraverse, a sunken and partly underground shopping street passing beneath Coolsingel, and a block with a shopping arcade and a residential tower on the corner of Beursplein and Coolsingel.

The Beurstraverse design served a double purpose: it solved the requirements both for increased shopping amenities in this already densely built-up area and for the connection of the severed shopping zones. The sunken shopping street provides 10,000 m² of additional retail space, part of which is underneath Coolsingel and part of which forms an additional layer alongside the sunken street. At the same time, it links Lijnbaan and Beursplein without requiring an intersection. The Beurs metro station, the basements of the surrounding department stores and the shopping arcade are all accessible from the underground level. Smooth inclines and flowing lines emphasize the connective character of Beurstraverse. The sunken shopping street mates with the two existing shopping areas via gently rising stairs and ramps. The shallow, concave curve of the shop fronts on one side give the street something of the character of a public plaza, a form reflected in reverse on the other side. This undulating movement is paralleled above the ground by a canopy of steel and glass in a lazy S-shape. The American designer Jon Jerde detailed the sunken street with marble, other natural stone and daylight-responsive lighting. The water features were designed by Wet Design.

The block, one of the cornerstones of the intersection of Coolsingel and Beursplein, contains premises for three chain stores, as well as a shopping arcade, a car park and, a little further from the axis of Coolsingel, an apartment tower. The shopping arcade extends in a curve from Coolsingel to Beursplein, widening out as it does so into a glazed hall. Refreshment and recreational functions on the first floor are joined by staircases, escalators and lifts to the two shopping levels and the car park. The apartment tower, Schielandtoren, has 32 habitable floors and has a height and position to match those of the adjacent high-rise of the World Trade Centre and the Robeco premises. Metal oriels give the tower, which is clad in reddish brown brick, a distinctive silhouette.

commissioner	Multi Development NV/Multi Vastgoed BV Gouda
architect	de Architecten Cie., Amsterdam, Pi de Bruijn
design team	Syb van Breda
realization	Frans van Duijnen, José Palma, Rob Koster, Ruud Linschoten
structural engineer	Ingenieursbureau ir. J. Zonneveld BV Rotterdam
services engineer	Techniplan Adviseurs BV Rotterdam
building contractor	HBM Rijswijk
building contractor tower	Volker Bouwmaatschappij BV Rotterdam
date of commission	januari 1991
year of construction	1993 - 1996
building sum	Euro 113.600.000,-
gross surface area	30.500 m ² shops 1.000 m ² installations 10.200 m ² - 275 parking spaces 18.300 m ² - 116 apartments
volume	220.000 m ³