

de Bijenkorf

Location

Amsterdam, NL

Client

de Bijenkorf

Initiated

2013

Completion

2016

Size

4.300 sqm

Project Team

Allard Assies, Dennis Bruijn,
Timo Cardol, Cristina
Gonzalo Cuairán Michael
Geensen, Paolo Faleschini,
Raluca Firicel, Kees Kaan,
Loes Martens, Vincent
Panhuysen, Maurizio Papa,
Robbert Peters, Dikkie
Scipio, Joeri Spijkers, Edwin
Veth



De Bijenkorf is the primary reference for any retail experience in the Netherlands, with department stores housed in historical and architectural landmarks in ten cities all over the country. The Amsterdam flagship store designed in 1914 by J.A. van Straaten is located at the very heart of the city, between Dam Square, Damrak and Beursplein. Restoring the building's strong character creates two desirable outcomes: it reinforces its identity and supports a future-proof framework on which to build. It also underscores De Bijenkorf's strategy of offering a quality retail experience. The building's position on a central axis through Amsterdam, the Damrak, calls for the entrances located here to be reinvigorated, so all three entry points have the same stature. This is further strengthened by a new escalator positioned on the Dam side and by liberating the monumental staircase. This intervention is a new phase in the history of the department store and will be visible on account of the different columns and ceiling shapes. Altogether, the renovation ensures a better readability of the original structure and space, and provides a better orientation to navigate within the building.

de Bijenkorf

