

Hønefoss

Flå

SHOPPING TRIP THROUGH RURAL NORWAY

Nesbyen

Gol

Ål

Geilo

Voss

Vaksdal

Knarvik

Førde

Sogndal

Fagernes

Leira

Bagn

Dokka

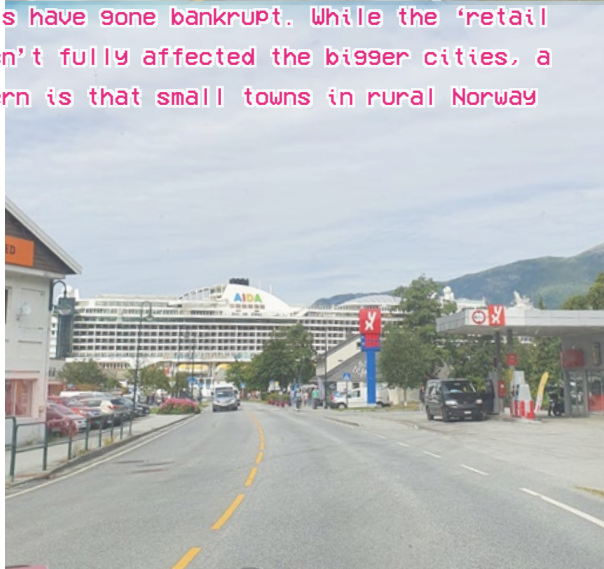
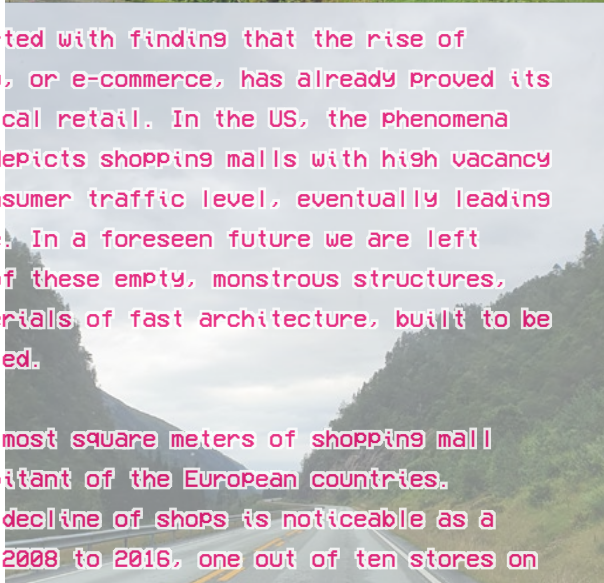
Gran



## Background

The thesis started with finding that the rise of online shopping, or e-commerce, has already proved its impact on physical retail. In the US, the phenomena of 'deadmall' depicts shopping malls with high vacancy rate or low consumer traffic level, eventually leading to obsolescence. In a foreseen future we are left with hundreds of these empty, monstrous structures, containing materials of fast architecture, built to be quickly assembled.

Norway has the most square meters of shopping mall space per inhabitant of the European countries. Also here, the decline of shops is noticeable as a tendency. From 2008 to 2016, one out of ten stores on a national basis have gone bankrupt. While the 'retail apocalypse' hasn't fully affected the bigger cities, a recurring pattern is that small towns in rural Norway suffer more.





## Purpose

Our goal for the trip is to experience a section of shopping malls in rural Norway. In our work we will conduct a survey as well as a photographic documentation of the shopping malls on our way from Oslo to the West Coast and back. We wish to see if the death of the shopping mall has already reached some of these places, who are the users/visitors, where and how it is managed, maintained as well as aesthetic and atmospheric qualities. Are there any tendencies visible within the structure of the malls? What about the urban context, how is the town affected? About its materials and construction, as well as form and function.

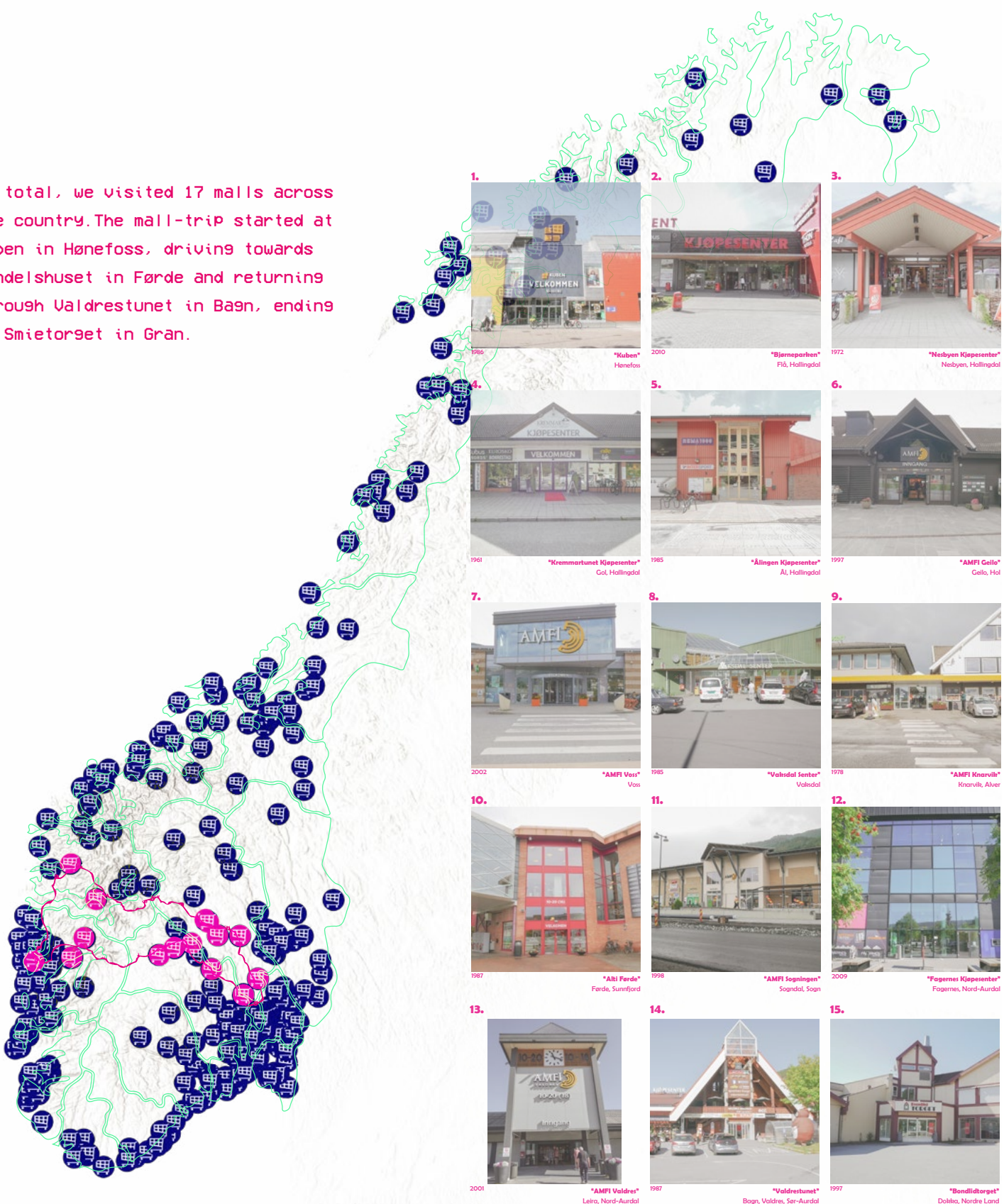
Thank you to AFAG for supporting us and making this study trip possible.

	Day	Route				
M	22.08	1 Oslo				
		Hente bil	09:00	Markveien 16 B		
			1 11:22 m	Kuben		Hønefoss
			2 11	Bjørneparken		Flå
			3 30 m	Nesbyen Kjøpesenter		Nesbyen
			4 22 m	Kremmartunet Kjøpesenter		Gol
			5 23 m	Ålengen Kjøpesenter		Ål
		Overnatt	5 m			Skattebol Fjellgard
			6 25 m	AMFI Geilo		Geilo
			7 21:15 m	AMFI Voss		Voss
			8 53 m	Vaksdal Senter		Vaksdal
T	23.08	2 Arrival: Bergen	37 m			
			9 25 m	AMFI Knarvik		Knarvik
O	24.08	3 Arrival: Førde	21:40 m	Alt i Førde		
			10 11:36 m	AMFI Sogningen		Sogndal
T	25.08	4 Arrival: Valdres	11:49 m			
F	26.08	5	11 11:28 m	Fagernes Kjøpesenter		Fagernes
			12 5 m	AMFI Valdres		Leira
			13 21 m	Valdrestunet		Bagn
			15 35 m	Bondlidtorget Kjøpesenter		Dokka
			16 11:15 m	Smietorget		Gran
L	27.08	6 Arrival Oslo	11:1 m	Markveien 16 B		
		Leverer bil				




What potential lies within these monstrous structures? How do we deal with this kind of quick and cheap architecture?

In total, we visited 17 malls across the country. The mall-trip started at Kuben in Hønefoss, driving towards Handelshuset in Førde and returning through Valdrestunet in Baan, ending at Smietorget in Gran.



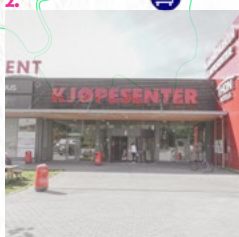
1.



1986

"Kuben"  
Hønefoss


2.



2010

"Bjørneparken"  
Flå, Hallingdal


3.



1972

"Nesbyen Kjøpesenter"  
Nesbyen, Hallingdal


4.



1981

"Kremmartunet Kjøpesenter"  
Gol, Hallingdal


5.



1985

"Ålengen Kjøpesenter"  
Ål, Hallingdal


6.



1997

"AMFI Geilo"  
Geilo, Hol


7.



2002

"AMFI Voss"  
Voss


8.



1985

"Valsdalen Senter"  
Valsdal


9.



1978

"AMFI Knarvik"  
Knarvik, Abber


10.



1987

"Alti Førde"  
Førde, Sunnfjord


11.



1998

"AMFI Sogningen"  
Sogndal, Sogn


12.



2009

"Fogernes Kjøpesenter"  
Fogernes, Nord-Aurdal


13.



2001

"AMFI Valdres"  
Leira, Nord-Aurdal


14.



1987

"Valdrestunet"  
Baan, Valdres, Sør-Aurdal


15.



1997

"Bondlidtorget"  
Dokka, Nordre Land

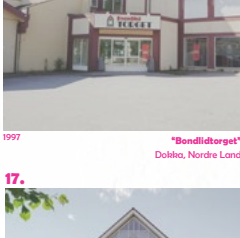
16.



1995

"Bergfoss Senteret"  
Dokka, Nordre Land

17.



1988


"Smietorget"  
Gran, Hadeland








Here are some of the discoveries...


> AMFI SOGNINGEN


1.  
  
1986  
"Kuben"  
Hønefoss


2.  
  
2010  
"Bjørneparken"  
Flå, Hallingdal


3.  
  
1972  
"Nesbyen Kjøpesenter"  
Nesbyen, Hallingdal


4.  
  
1961  
"Kremmartunet Kjøpesenter"  
Gol, Hallingdal


5.  
  
1985  
"Ålengen Kjøpesenter"  
Ål, Hallingdal


6.  
  
1997  
"AMFI Geilo"  
Geilo, Hol


7.  
  
2002  
"AMFI Voss"  
Voss


8.  
  
1985  
"Vaksdal Senter"  
Vaksdal


9.  
  
1978  
"AMFI Knarvik"  
Knarvik, Alver


10.  
  
1987  
"Airi Førde"  
Førde, Sunnfjord


11.  
  
1998  
"AMFI Sogningen"  
Sogndal, Sogn


12.  
  
2009  
"Fagermo Kjøpesenter"  
Fagermo, Nord-Aurdal

13.  
  
2001  
"AMFI Valdres"  
Leira, Nord-Aurdal

14.  
  
1987  
"Valdrestunet"  
Bagn, Valdres, Sør-Aurdal

15.  
  
1997  
"Bondlidtorget"  
Dokka, Nordre Land


16.  
  
1995  
"Bergfoss Senteret"  
Dokka, Nordre Land


17.  
  
1988  
"Smietorget"  
Gran, Hadeland


A mall usually has at least two entrances. Here is the collection of what is perceived as the “main entrance”.


# Entrances

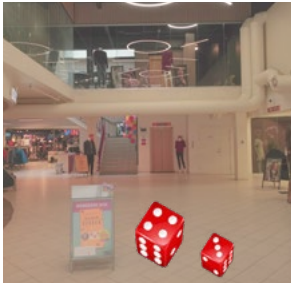



1.  
  
1986  
"Kuben"  
Hønefoss

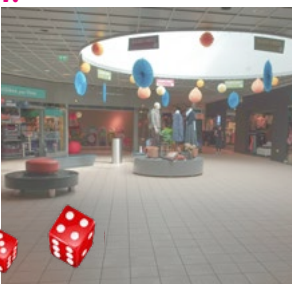
2.  
  
2010  
"Bjørneparthen"  
Flå, Hallingdal

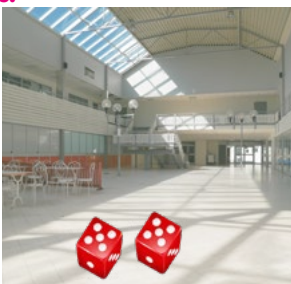
3.  
  
1972  
"Nesbyen Kjøpesenter"  
Nesbyen, Hallingdal

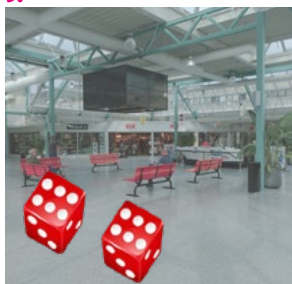
4.  
  
1961  
"Kremmartunet Kjøpesenter"  
Gol, Hallingdal


5.  
  
1985  
"Ålingen Kjøpesenter"  
Ål, Hallingdal

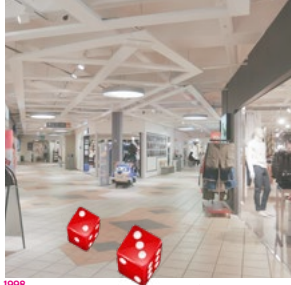
6.  
  
1997  
"AMFI Geilo"  
Geilo, Hol

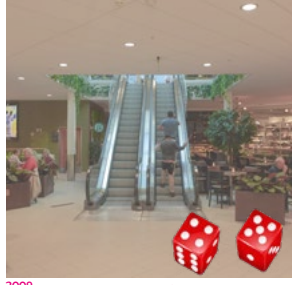
7.  
  
2002  
"AMFI Voss"  
Voss


8.  
  
1985  
"Vaksdal Senter"  
Vaksdal

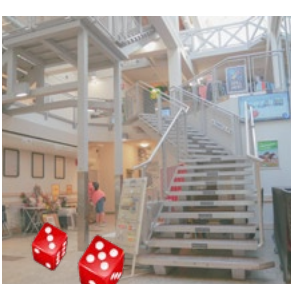
9.  
  
1978  
"AMFI Knarvik"  
Knarvik, Alver

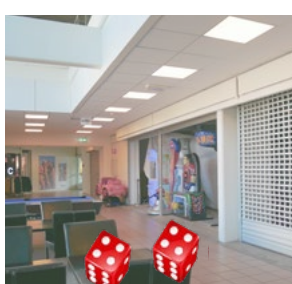
10.  
  
1987  
"Ålti Førde"  
Førde, Sunnfjord


11.  
  
1998  
"AMFI Sogningen"  
Sogndal, Sogn


12.  
  
2009  
"Fagernes Kjøpesenter"  
Fagernes, Nord-Aurdal

13.  
  
2001  
"AMFI Valdres"  
Leira, Nord-Aurdal

14.  
  
1987  
"Valdrestunet"  
Bagn, Valdres, Ser-Aurdal

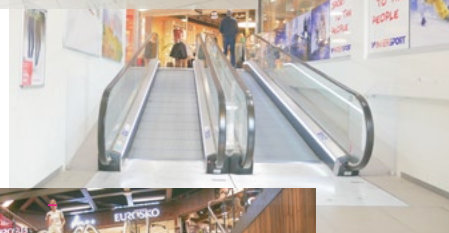
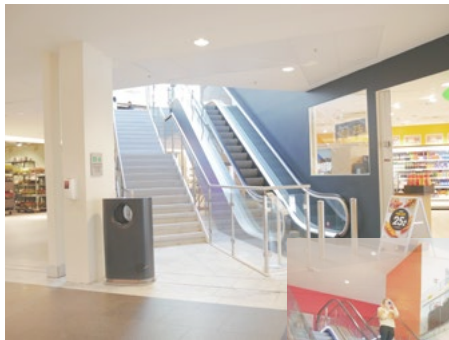
15.  
  
1997  
"Bondlidtorget"  
Dokka, Nordre Land

16.  
  
1995  
"Bergfoss Senteret"  
Dobbla, Nordre Land

17.  
  
1988  
"Smietorget"  
Gran, Hadeland

Each mall has a "main space" in which one can orient oneself or get a feeling of the social life.

Main space



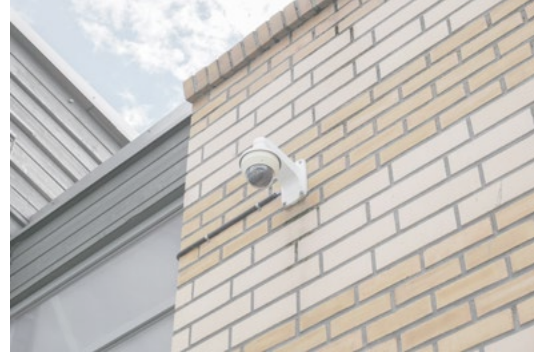
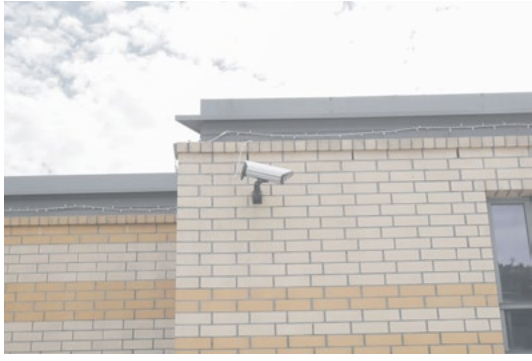
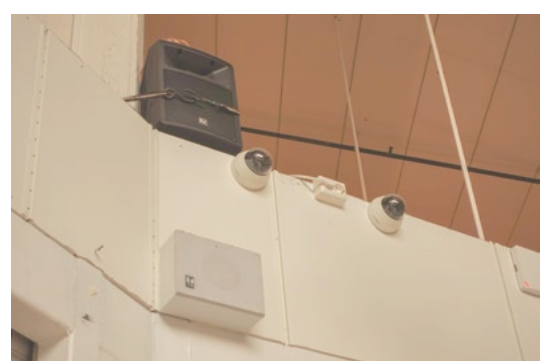
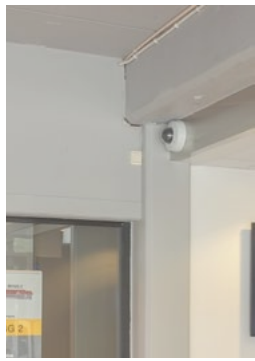
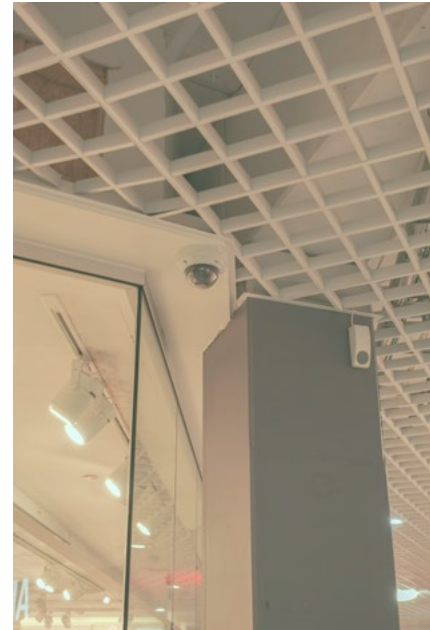
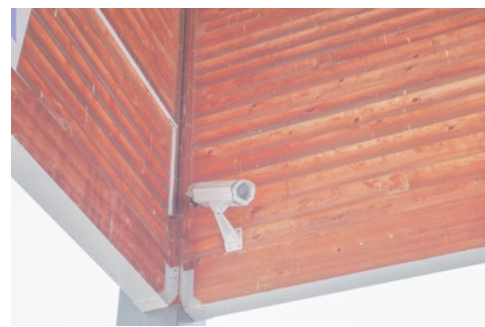
## Escalators

- When walking is too demanding





**Surveillance**  
- For your safety!








# The six sins of mall-washing\*

\* Inspired by The “Six Sins of Greenwashing”  
A Study of Environmental Claims in North American Consumer Markets, TerraChoice Environmental Marketing Inc.  
(November 2007)

Furthermore, we chose to focus on 6 malls:


THE “BUILT-IN-ONE”



2010

“Bjørneparken”  
Flå, Hallingdal

THE “GHOST MALL”



1985

“Vaksdal Senter”  
Vaksdal

THE “ULTIMATE EXPANSION”



1978

“AMFI Knarvik”  
Knarvik, Alver

THE “TRANSFORM-INATOR”



1987

“Alti Førde”  
Førde, Sunnfjord

THE “SUPER VERNACULAR”



1987

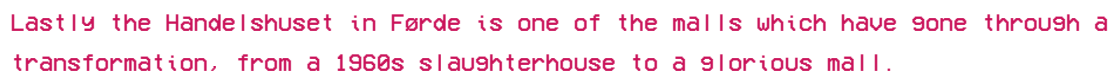
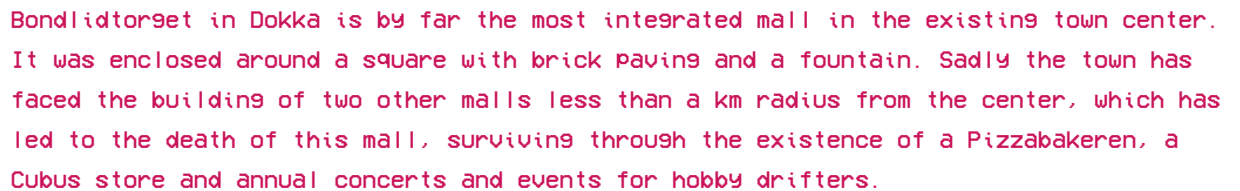
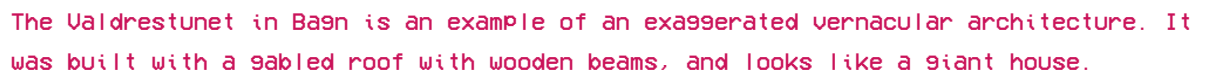
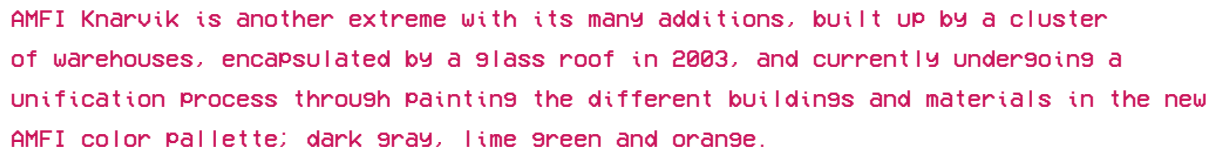
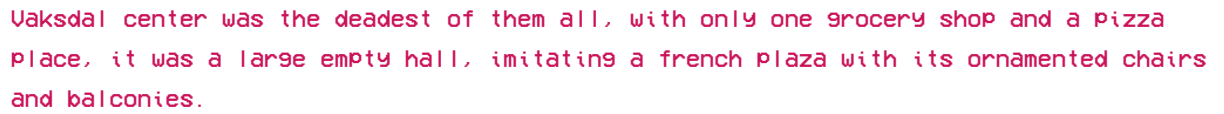
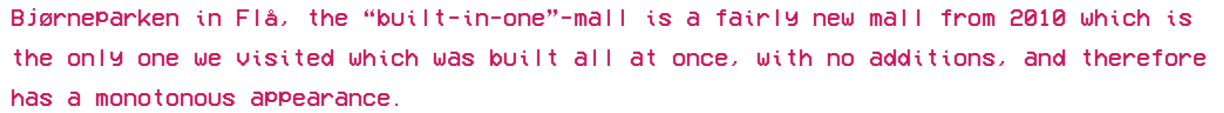
“Valdrestunet”  
Bagn, Valdres, Sør-Aurdal

THE “RURAL PLAZA”



1997

“Bondlidtorget”  
Dokka, Nordre Land





The malls in its context. Always located right next to a main road.  
It is clear how commerce has become the driving force in defining the new town center.



The essence of the malls in models.

"This is just the beginning..."  
- One floor to the local paper  
Hønefoss

Corrugated metal sheet roof

Pre-cast concrete beams

Sandwich panel walls

Pre-fab concrete elements, painted

Beige tiles, some from 1870

Exposed air ducts

**THE "BUILT-IN-ONE"**

Green corrugated metal sheets given a strong association to a storage topology

Pre-existing steel trusses

Wooden lights brings in new way to street-view

Picket fence gallery

Customized store windows

**THE "GHOST MALL"**

Weather-worn concrete-initiated sheets peeling off

New facade clashing into the old facade as a result of encapsulating the street

Glass roof

Painted steel frame

In-situ concrete load-bearing structure

Pre-cast wooden street-utility behind the glass structure

**THE "ULTIMATE EXPANSION"**

Copper ceiling from Vrå, 1900

Coloured metal sheet

Concrete facade from Vinjebyen House 1994

Italian marble floor

**THE "TRANSFORM-INATOR"**

Glass roof helmet

A form of gable roof

Actual wooden construction

Concrete columns

Roofs, reaching all the way to the door, indicating a another door being added at a later time?

**THE "SUPER VERNACULAR"**

Town-shape

Wooden panels

Actual roof tiles

Every square needs a fountain

Serious brick paved design concentric to the fountain

6' 10"

**THE "RURAL PLAZA"**



# Final sale

During our trip it was evident that a majority of the malls in our survey are struggling to stay relevant. Some have been forced to sell, others were clearly deteriorating, and we often encountered a great number of empty store windows due to a decrease in visitors numbers.

To our surprise many of the malls weren't as generic as we expected, but had attempts of local adaptations, mostly in the exterior, but in touristy areas the interior was playing gloriously kitschy on the local specificities which attract them, surviving mainly from by-passers and seasonal cabin tourism.

With limitations of opening hours normally from 10-18, a specific spectre of activities will occur here. The malls are under local security-rules which allows the mall-administration to monitor behaviour within the malls. This is not as apparent in rural Norwegian malls as we found Security-guards and other staff-members not particularly visible.

In recent years a tendency has shown there is a concentration of ownership in mall-chains. There are five major Players who own and manage a majority of the malls in Norway. Only on our mall-trip Olav Thon was involved in almost half of the ones we visited.

As a result of these buy-ups, especially regarding the Amfi centers, the uniqueness of color palettes, diversity of materials and local aesthetics are getting washed away as they converge to even more generic building masses.

The malls we visited are all built up by quick constructed materials like Prefab concrete and steel elements, cladded with whichever facade material fits its purpose or local "vernacularity". Materials have a short life span, and many of the malls are facing large facade renovations.

