

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners (Examencommissie-BK@tudelft.nl), Mentors and Delegate of the Board of Examiners one week before P2 at the latest.

The graduation plan consists of at least the following data/segments:

Personal information	
Name	Eva Maarleveld
Student number	4584686

Studio		
Name / Theme	Adapting 20 th Century Heritage: The Modern Mall	
Main mentor	Lidy Meijers	Heritage & Architecture
Second mentor	Marie-Thérèse van Thoor Frank Koopman T. Wang	Heritage & Architecture Heritage & Technology Design & construction management
Argumentation of choice of the studio	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. Interest in both the historical and socio-economic values make the project 'The Modern Shopping mall' suitable as a graduation project.	

Graduation project	
Title of the graduation project	The future proof mall: Adapting a Dutch post-war shopping centre to user's contemporary needs.
Goal	
Location:	Bijlmerplein, Amsterdam
The posed problem,	<ul style="list-style-type: none"> - Obsolescence and deterioration of the postwar shopping mall. - Poor quality of life and feeling of safety in the area. - Mismatch in functions of the shopping centre and the needs of its users.
research questions and	<p>How can the Dutch postwar shopping mall be adapted to the users and their contemporary needs without losing its historical value?</p> <ul style="list-style-type: none"> - Which 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?

design assignment in which these result.

The design assignment is to create an attractable, highly livable area in an existing postwar shopping mall typology for the users of the Amsterdamse Poort. Since its existence, the area around the Amsterdamse Poort has been known to be unsafe and scores low on the Dutch national average quality of the living environment. Based on existing historical and socio-economic qualities together with the contemporary needs of the users, multiple scenarios will be tested to examine which interventions contribute best to maintaining historical values and improving socio-economic values.

Process

Method description

The research will be structured into three subdomains: the historical and socio-economic values will express why it is crucial 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.

The historical and socio-economic values will be explored in different manners. Literature review, combined with visual material, such as pictures, from the archive, will reveal historical values. For the socio-economic values, data is reviewed based on digitised news articles. This valuable source can show how the shopping centre positions itself in society and the users' opinions 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. A distinction will be made between contemporary needs and past needs. The past needs can be studied similarly to the historical values found earlier: with historical research based on literature and photos from the archive. The contemporary needs of the users will be explored by fieldwork, such as observing, photographing, and interviewing users on-site and through social media research. Today, social media can reframe our understanding and experience of heritage very well. It can provide researchers with extensive data that reflects the user's direct opinion and experience.

The third part consists of an investigation into possible redesign strategies. Based on literature reviews, different redesign strategies can be explored. This literature shows approaches, each a way of thinking and acting, to add value to complex situations with subtle, precise, and sometimes radical interventions. 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.

This research aims to determine if the Dutch sixties shopping mall typology is suitable for the contemporary needs of the users. If so, a redesign proposal 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.

Literature and general practical preference

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van Es, E. (2016). *View of Van den Broek and Bakema: two types of functionalists. Architecture and Planning Education at Technical College of Delft in Post-war Society*. Consulted from <https://journals.open.tudelft.nl/iphs/article/view/1339/1371>

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Reflection

1. What is the relation between your graduation (project) topic, the studio topic (if applicable), your master track (A,U,BT,LA,MBE), and your master programme (MSc AUBS)?

The topic of the graduation project, enhancing the socio-economic values of a postwar shopping mall and meeting contemporary needs, is related to the studio topic by creating a design for the mall's future by this type of environment in an existing shopping mall typology. As the Syllabus states: 'How could the shopping mall of mid-20th century meet contemporary demands? While dealing with the changing retail landscape nowadays.' By using and strengthening current qualities of the complex and area, but also upgrading weaknesses, and keeping socio-economic values and qualities of livability as a basis for the design, a plan will emerge to answer the studio's design question. Secondly, not only from the design studio but also from the master program, there is a sustainability question that will look beyond just the building itself. Sustainability will be an integral part of the entire design process and, in addition to the values already mentioned, form the basis for the new design.

2. What is the relevance of your graduation work in the larger social, professional and scientific framework.

Today there is a lot of discussion about the vacancy of buildings and transforming and making them more sustainable is an important topic. Heritage, tangible as well as intangible, has a positive influence on many aspects of the way a community develops (Pereira Roders, 2007). Much research has already been done on the importance of heritage and the corresponding cultural values. Although this individual research is relevant to include in a redesign for the shopping mall, a link is missing. The link between the redesign of an existing shopping mall with its historical values, and the socio-economic values. Combining these values and prioritising both in the redesign can give it back its cultural significance.

Trade has accompanied humanity from the beginning of time. For a long time, the shopping centre not only functioned as a retail program but also formed the heart of a city or district and had an important social function. There were open markets where people came to exchange goods without using money. Additionally, while trading, people were chatting and spreading technical knowledge and culture (Frączkiewicz, 2016). The mall was initially conceived as a community centre where people would converge for shopping, cultural activity, and social interaction (Feinberg, 1991). However, online shopping, home delivery and digitalized services have changed the retail landscape significantly (Syllabus, 2022).

To restore the cultural and social significance of the shopping mall, new needs must be matched, and the Dutch sixties shopping centres 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 will be tested whether a particular method works, and this will lead to recommendations for solving the problem. Additionally, this research will contribute to raising awareness within our society and bringing back the cultural significance of the Dutch sixties shopping mall.