

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 | |
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| Name | |
| Student number | 5498309 |

| Studio | | |
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| Name / Theme | Heritage & Architecture – Apdapping 20 th century architecture | |
| Main mentor | Uta Pottgiesser | Heritage & Technology Design |
| Second mentor | Marie-Therese van Thoor | Research |
| Third mentor | Frank Koopman | Heritage & Technology |
| Argumentation of choice of the studio | <p>My previous two studios focused designing dwellings. The reason behind the choice of these studios was that later on, as an architect, I mainly want to focus on designing dwellings. However, of course there is much more that can be designed and therefore I decided to focus on a different design task for this graduation studio.</p> <p>I also wrote about built heritage during my History Thesis. In the Bollenstreek, where I have lived all my life, there is a lot of bulb heritage which has also been the focus of much attention in recent years. The preservation and repurposing of the stone bulb sheds is therefore an important principle of the Bollenstreek. Throughout my research, the layering of history also came up. The changes done over the years by new ways of building and engineering. All these changes are still visible and each layer forms their own value.</p> <p>So from this it followed as a logical choice for me to choose the studio Heratige and Architecture. However, there were still two variants in this. The studio in which I am now graduating, "Adapting 20th Century Heritage," was not my first choice but my second. The design task of a church in the other graduate studio appealed to me a little more.</p> <p>So to summarize why I like to do this graduate studio is</p> | |

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| | because; I want to do something else besides housing as a design assignment here at TU Delft. And because of my growing appreciation for heritage through my History Thesis. Also because of the challenges associated with this studio, this seemed a very logical and fun choice for me to be able to graduate with this. |
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| Graduation project | |
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| Title of the graduation project | <p>Research: The road to a vibrant, attractive shopping mall for major cities in the Netherlands</p> <p>Design: Revitalising towards the beating heart of Scheveningen</p> |
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| Goal | |
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| Location: | Gevers Deynootweg 990-3, 2586 BW Den Haag |
| The posed problem, | <p>Research: Fun shopping has changed in the past five years. Among other things, the advance of online shopping has seen a big growth in the Netherlands. This has had a negative impact on shopping malls in the Netherlands. Even though online shopping is on the rise, physical shops are still very important. Shops are their most important marketing tool, an indispensable link to offer your customers both experience and convenience. To keep attracting fun shoppers to the mall, a change is needed.</p> <p>Design: The Palace Promenade in Scheveningen is perceived as unattractive by consumers. The shopping mall is outdated, there is a vacancy, and there are few visitors. Resulting in further decay, which is not favorable for the shopping mall and its surroundings.</p> |
| research questions and | How can shopping malls be made more attractive for fun shoppers in the major cities of the Netherlands? |

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| design assignment in which these result. | Redesign of the Palace Promenade Scheveningen |
| <p>The corona pandemic has made people more aware of what they do in their leisure time. Fun shopping is becoming more of a 'day out' and the shopping mall is becoming more of a social public place to meet rather than just a location to purchase things. Consumers' desire while shopping has therefore changed during this period. Shopping malls need to respond to these desires to continue attracting consumers.</p> <p>Shopping malls that do not redevelop are considered less attractive by shoppers and are more likely to stay away from them. Instead they are more likely to go to another, more modern shopping mall.</p> <p>The Palace Promenade in Scheveningen is perceived as unattractive by consumers. The shopping mall is outdated, there is a vacancy, and no longer meets the needs of today's shopper resulting in fewer visitors. This will continue to result in further decay, which is not favorable for the shopping mall and its surroundings. The toolbox created based on research will both serve as a handbook when redesigning the Palace Promenade in Scheveningen.</p> | |
| <p>Process</p> | |
| <p>Method description</p> <p>The research is based on different types of books, reports, and internet articles. In addition, several reference projects involving interventions at shopping malls have been looked at. This research resulted in a toolbox that will serve as a foundation when redesigning the Palace Promenade in Scheveningen.</p> | |

Literature and general practical preference

The main sources in this study are:

- Caillois, R. (1961) *Man, Play and Games*, New York: Free Press of Glencoe.
- Coleman, P. (2006). *Shopping Environments: Evolution, Planning and Design*. Amsterdam University Press.
- Kotler, P. (1974). Atmospherics as a Marketing Tool. *Journal of Retailing*, 49, 48–64.
<https://www.scholars.northwestern.edu/en/publications/atmospherics-as-a-marketing-tool>
- Sit, J., Merrilees, B., & Birch, D., 2003. Entertainment-seeking shopping centre patrons: the missing segments. *International Journal of Retail & Distribution Management*, 31(2)
- Stevens, Q. (2007). *The Ludic City: Exploring the Potential of Public Spaces*. Taylor & Francis.

Reflection

1. The relationship between all these topics is the study of how to ensure that you can also give the existing heritage of shopping malls a future. This is done through architectural interventions (which are in the toolbox) that also take into account the building's current (architectural) values.
2. The toolbox developed during the research not only serves as a handbook for the Palace Promenade in Scheveningen. It could be deployed at several shopping malls in the Netherlands, so that they again meet current consumer demands and thus become more attractive to visit again.
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