

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	Mieneke Jongert
Student number	4654897

Studio		
Name / Theme	Adapting 20 th Century Heritage / Modern Mall	
Main mentor	Lidy Meijers	Design Tutor
Second mentor	Federica Marulo	Research Tutor
Argumentation of choice of the studio	I chose this studio because currently, the built environment is facing a lot of challenges related to the scarcity of space. Such challenges as increasing digitalization, population density, and sustainability goals are causing us to reevaluate the quality of our surroundings. How do we create space for buildings according to our current needs while also respecting the historic value of the built environment? This studio will allow me to gain a better understanding of what heritage means, and how it can be valued while adapting to changing trends in society.	

Graduation project	
Title of the graduation project	Recreational Place Attachment in Inner City Shopping Centers
Goal	
Location:	Centrum Rotterdam, The Lijnbaan
The posed problem,	There is an increasing snowball effect of vacancy in key shopping streets within the Netherlands due to high rent prices. The Lijnbaan shopping center is one of them. Horeca (mostly fast-food chains) and International Stores (mostly footwear & clothing) can afford these prices and are beginning to dominate the program of these shopping streets. However, these branches are increasingly being replaced by online shopping. The physical shop is not needed anymore, demonstrating a lack

	of diversity and choice in programs influencing the incentive for shoppers to visit shopping centers. The experiential value becomes increasingly important for retailers to increase the number of visitors, the length of stay, and the desire for shopping by visitors. To make shopping "fun" again, new forms of leisure need to be incorporated into the shopping center model.
research questions and	How can the Inner City Shopping Center perform as a recreational space to create place attachment?
design assignment in which these result.	A recreational public space that stimulates movement, meeting, rest and play for users.

The design will focus on a better connection between the stores and surrounding streets/squares to improve the recreational quality of the public space. This mostly includes the redesign of the facades in connection with the streets and questioning the future of mobility. There is a big pay&go culture that is all concentrated in the promenade. The overcrowded nature is influencing the quality of the potential meeting points that are meant to offer a place for recreation. To improve this, the design will mainly focus on the design of the facades of stores in connection with the exhibition and side streets as well as the meeting squares. The role of future mobility and retail concepts will also play an important role in the redesign.

Process

Method description

1. Literature Review: Defining the various actors contributing to the recreational value of shopping centers.

The research will first develop a general understanding of the factors that define recreational behaviour, to thus be able to identify recreational activity and spaces in shopping centers. Additionally, more literature review is needed on place attachment, meaning defining the elements that make up form, function and meaning.

2. Case Studies: The Lijnbaan

After establishing the various actors involved in defining the recreational user, the form, function and meaning of a space, the three proposed relationships (Cognitive, Behavior & Emotional) can be applied to the context of a shopping center. The research of these networks will be supported by the analysis of the case study the Lijnbaan

3. Network Analysis: Tracing place attachment by users to recreational activity in shopping centers.

- On-site documentary analysis through photos & film
- A plan and mapping analysis
- An analysis by conducting interview

- Studying municipality reports of current ambitions, restrictions and opportunities
- News reports on the current branches present at the case-study to understand changes in retail trends and demands.

4. Recreational Value Assessment: Creating recreational place attachment in shopping centers.

After conducting the research, it is important to assess the recreational value present in the chosen case study to understand what actions need to be taken for a redesign of the shopping center. This will be based on the HA Matrix, which uses both the Shearing Layers of Brand (Surroundings, Site, Skin, Structure, Space plan, Surfaces, Services, Stuff, Spirit of Place.) and the values by Riegel. Brands model allows for the evaluation of the relationship between people and place in different layers. For the value assessment of recreational space, a different set of values will be proposed for the HA Matrix that will replace Riegels set of values.

Literature and general practical preference

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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 graduation project connects with the studio topic because it explores how the heritage of a building can be valued from different perspective. The Lijnbaan holds a historical and monumental value, while the shopping center itself holds a economic, social and recreational value. With changes in societal trends, the meaning of these values change too which will have an influence on the method of intervention of a heritage building. How can the shopping center be revitalized by respecting its historical value and adapting to the changes related to its economic, social,, and recreational value? This is where the studio topic and graduation topic become linked with the master track Architecture. The answer to such a question leads to a proposal of how to intervene architecturally that respects the different values of the shopping center. This decision is supported by prior research and analysis on case studies and theoretical frameworks, which makes the project a research & design assignment, hence connecting with the master programme.

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

Societal Context

Shopping centers make up an important part of the urban fabric of cities. It not only serves as a commercial space but also as a place for the community to meet and play. Particularly in post-war Western Europe, shopping centers became a product of urban reconstruction and urban development plans that were funded by governmental authorities, who perceived these retail structures as a building block for

constructing a more egalitarian society. A growing trend existed in the correlation between the spatial and the social. Architects and Urban Planners of the 1960s were fantasizing about the reconstruction of urban environments for the restructuring of oppressive societal structures by paying more attention to creating spaces that could satisfy people's desires and stimulate spontaneous interaction. It is therefore important to investigate the relationship between people and places in shopping centers, especially during a time when the future of physical retail space in urban centers is relatively uncertain. The growing trend in recreational consumption behaviour has led this research to focus on the bonds between users and recreational space in inner city shopping centers.

Academic Context

There are many studies that indicate that by integrating recreational activities in shopping centers, customer satisfaction and participation can be improved. More retail centers are using this as a strategy to create an attractive shopping experience. However, there is limited knowledge of the motivation for recreational activity and recreational space in shopping centers. Many studies are involved on the benefits of recreational activity for social sustainability and how to influence consumer behaviour through recreational activities, but not so much on how recreation can create place attachment and how recreational consumer behavior has reshaped shopping centers. These questions form a gap in the field of recreation and place attachment, which is important to explore because this knowledge can be an asset for the revitalization of the 20th-century shopping center.