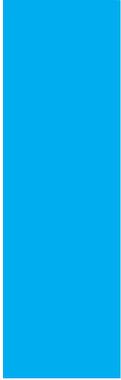


Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan: All tracks

Personal information	
Name	Sua Kim
Student number	5344166

Studio	
Name / Theme	Public Building Graduation Studio / Music Marvel
Main mentor	Henk Bultstra Architecture
Second mentor	Florian Eckardt Building Technology
Argumentation of choice of the studio	The most fascinating aspect I felt while studying architecture is that there are many opportunities to explore various fields with a wide range of subjects. This always made me prefer something new and unfamiliar when choosing a studio, which naturally led me to the Public Building Graduation Studio. The studio theme of a public event venue with music itself is an intriguing topic that I have never worked on before. In this studio, I think it will be possible to have a deep reflection on the project such as structure, interior, and sustainability as well as relationships with the public.

Graduation project	
Title of the graduation project	Tasty Music Venue for Binckhorst, The Hague
Goal	
Location:	Binckhorst, The Hague
The posed problem,	<p>Binckhorst is evolving from an industrial area into an urban mixed-use residential-work area. Through multiple excursions and analyses, the following problems were discovered.</p> <p>Located southeast of the heart of The Hague, Binckhorst has excellent accessibility owing to the A12 motorway as well as its location at the junction of three train stations. However, the railroad, highway, and body of water around Binckhorst act as borders, turning the area into an isolated island and an unpopular destination for cyclists or pedestrians.</p> <p>Monotony of Binckhorst can be said to be its most significant disadvantage. The main reason people go there is for work. Outside of work, the area offers limited options to the general public, leaving them no reason to visit. Accordingly, there are significant differences such as</p>

	population inflows and events depending on working hours, i.e., day and night, weekdays and weekends.
research questions and	<p>To narrow the gap due to monotony and explore the factors that can make Binckhorst more attractive to people, I set out the following main research question: "What is the relationship between the music-and-food experience offered by a music venue and the identity that this experience creates?"</p> <p>Along with research question, the experience centered on hearing and taste in music venues will be analyzed and aim to study the relationship between music, food, and architecture. Applying this question to the study site should contribute to the search for the appropriate identity of Binckhorst's music venue, that is, the form and content it should take. This study will also contribute to efforts at diversifying the options the site offers to the general public.</p>
design assignment in which these result.	<p>My final design goal of this study is to propose a music venue with food in Binckhorst. To determine the appropriate identity for this venue, music spaces, restaurants, and the overall music-and-food culture of The Hague and Binckhorst residents will be explored. Theoretical ideas and lessons gleaned from the case analysis outlined above should prove transferable in drawing up an architectural design for Binckhorst's music venue, and in determining new types of spaces for the site. Music and food together will make visitors' experience at the proposed venue more special and memorable, and provide them with an abundance of sensory experience. I hope this design proposal can help future urban planning in revitalizing Binckhorst, making it and its music venue a reason for people to visit and revisit.</p>
Process	
Method description	
<p>To answer the main research question, historical review and case study will be used as research methods.</p> <p><u>Historical Review</u></p> <p>By looking at historical fragments, I will investigate in more detail the relationship between music and food, along with architectural and spatial characteristics.</p>	

Concentrating on the banquet culture in particular, this review uses research materials such as paintings, photographs, and literature.

Case Study

1. Royal Festival Hall in London, United Kingdom (Concert Hall)
2. O'Donoghue's in Dublin, Ireland (Irish Pub)
3. Villa Thalia in Rotterdam, the Netherlands (Dinner Show Restaurant)
4. WaterBomb Festival held in Seoul, South Korea (Music Festival)
5. Ellen's Stardust Diner in New York, United States (Theme Restaurant)

These five cases will be analyzed in terms of location, type, and music genre, specifically the following elements: space, food and beverage offering, and serving process. In the case studies, I attempt to construct the identity of these music venues, particularly in terms of location, music, and food. I then apply my findings heuristically in understanding the multicultural background of The Hague, specifically Binckhorst.

Literature and general practical preference

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Colgan, S. (1987). *Restaurant Design: Ninety-Five Spaces that Work* (First Printing ed.). The Architectural Press.

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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 my graduation project is to add one perspective of food from the studio topic of the music venue for the public. It is closely related to my master track (Architecture) and the master program (MSc AUBS), as designing the new music venue in Binckhorst is, after all, a spatial, social and technological endeavors in the built environment.

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

This project, based on the study of auditory and gustatory experiences in music venues rather than auditory and visual experiences that is commonly dealt with, contributes to our understanding of the history of the relationship between music and food. Furthermore, it will provide a perspective to researchers who seek to envision different spaces through comparison and analysis of the concert hall building and other types of music spaces, such as live music bars, restaurants, and festivals, and their audiences.