

# 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](mailto: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	Shanshan Xie
Student number	5485266

Studio		
Name / Theme	Heritage & Architecture – Modern Malls Studio	
Main mentor	Uta Pottgiesser	Architecture
Second mentor	Frank Koopman	Building Technology
Third mentor	Bruno Amaral de Andrade & Marie-Thérèse van Thoor	Research
Argumentation of choice of the studio	I have always been interested in heritages and eager for opportunities to study heritage values and renovation strategies systematically. This graduation project for my Master's degree will be a good choice for me regarding the research depth and length. At the same time, the studio focuses on 20th-century shopping malls, and I was curious about how to define these new 20th-century heritages and their value to the architectural context. Establishing these heritage values is important personally before entering a career; this studio will help me develop a relevant perspective.	

Graduation project	
Title of the graduation project	Rethinking the Everydayness of 20th-century Malls : Analysis of the impacts of interactions between design intentions and formal-informal behaviours on the heritage values of Dutch 20th-century shopping malls.
Goal	
Location:	Rijswijk, Netherlands
The posed problem,	- Malls are constantly undergoing renovations adapting to the changing urban environments and consumption considerations from various stakeholders. Now, People may ask for different

shopping needs compared with the design strategies used decades ago and interpret different values through daily routines. Therefore, it is necessary to analyze users' everyday acts as a starting point to identify shopping malls' future values and attributes for the next transformation.

- Heritage and its values "grew in complexity" (Veldpaus & Roders, 2014) and refer to "space and people"(Veldpaus & Roders, 2014). However, most discussions of the mall have focused on economic(space) or social value(people). Few are concentrated on their joint roles and comparing the similarities and differences in the values and attributes they contain. Examining such differences will help us understand malls' cultural values from a top-down and bottom-up perspective.

research questions and



(In De Bogaard, From <https://d66.nl/rijswijk/nieuws/vernieuwing-boogaard-stadscentrum/> )

De Bogaard in Rijswijk will be chosen as the research and design case. It opened in 1962 as the first shopping mall in the Netherlands and underwent its first renovation in 2000. Now, it is under the second lifespan as the city centre. It obtained different design intentions in different phases, and people actively use it in their daily routines. It is a good case to research:

"How can heritage values and attributes from the interaction between design intention and formal-

	<p>informal activities in Dutch post-war malls inform redesign decisions?"</p> <p>Sub-questions:</p> <ul style="list-style-type: none"> <li>-How have people's perceptions and shopping behaviour changed with the development of malls?</li> <li>-How have the space and activities of De Bogaard changed in different interventions?</li> <li>-How have people used the De Bogaard both formally and informally?</li> <li>-What are the similarities and differences of the heritage values and attributes between the design intentions at different phases and everyday use?</li> </ul>
<p>design assignment in which these result.</p>	<p>The mall's spatial logic and intervention aimed to enhance its attractiveness in 2000. Now, People use the mall not only as a place to consume but also to build relationships such as family or partners. Meanwhile, informal resistance for customers and vacant spaces in shopping malls shows the misunderstanding between users and developers.</p> <p>The design strategies try to create a more inclusive shopping environment. On the one hand, it encourages users to participate in the goods loops, not only the shopping but also the producing and recycling. On the other hand, it designed more functions to enrich malls' cultural values with public spaces. For example, introduce the dancing hall and daycare facilities.</p>

**Process**

**Method description**

The research consists of a literature review, case research focusing on the design intentions and everyday behaviours, and value comparisons.

First, the literature review checked the definition of everyday architecture and its academic context. It is based on two books: *Use matters: an alternative history of architecture*(Cupers,2013) and *Everyday Matters*(Grossman&Miguel, 2022). Then, the general information about the evolution of shopping malls and everyday acts will be

understood by reading *Meet Me by the Fountain: An Inside History of the Mall* (Lange, 2022).

Second, De Bogaard in Rijswijk will be used as the research case. Archive photographs and floor plans in different phases represent the changes in spatial form and daily behaviours influenced by the design intentions. The descriptions of the design ideas are extracted from documents published by the Rijswijk municipality, and the photographs of the various activities are taken from historical postcards, official photographs and renderings. This section aims to give a top-down view of the values and assets obtained by de bogaard.

Then, the socio-spatial analysis based on the observation will be conducted. This method aims to understand spatial outcomes and behaviour patterns related to shopping malls. Gehl suggested in *How to study public life* (2013) that counting and mapping could be used to record the type of activities, the number of people staying and moving and the cluster status. Previous analysis of the design intentions helps decide the observation spots.

Finally, the value comparisons will be conducted by coding the design intentions and observation results. It helps understand the production and use of Bogaard spaces by different stakeholders. The definitions of heritage values are based on Silva & Roders (2012). The limitation is that the process of values coding is based on a subjective understanding of the definitions.

## Literature and general practical preference

- General references:

Noormahomed, P. (2022). *Towards the Definition of an Ever-changing Heritage: Reading the (Re)appropriation Processes of the Torres Vermelhas in Mozambique*. *The Museum Journal*, 65(3), 623642.

Veldpaus, L., & Roders, A. P. (2014). *Learning from a Legacy: Venice to Valletta. Change Over Time*, 4(2), 244–263. <https://doi.org/10.1353/cot.2014.0022>

Silva, A. T., & Roders, A. P. (2012). *CULTURAL HERITAGE MANAGEMENT AND HERITAGE (IMPACT) ASSESSMENTS*. 11.

- Shopping malls related:

Maguire, J. S. (2008). *Hanging Out and the Mall: The Production of a Teenage Social Space*. 109.

Lange, A. (2022). *Meet Me by the Fountain: An Inside History of the Mall* (1st ed.). Bloomsbury Publishing.

Stillerman, J., & Salcedo, R. (2012). *Transposing the Urban to the Mall: Routes, Relationships, and Resistance in Two Santiago, Chile, Shopping Centers*. *Journal of Contemporary Ethnography*, 41(3), 309–336. <https://doi.org/10.1177/0891241611434551>

Shields, R. (2005). *Lifestyle Shopping: The Subject of Consumption* (1st ed.). London and New York.

Simões Aelbrecht, P. (2016). *'Fourth places': The contemporary public settings for informal social interaction among strangers*. *Journal of Urban Design*, 21(1), 124–152. <https://doi.org/10.1080/13574809.2015.1106920>

- Everyday architecture

Lefebvre, H. (1991). *The production of space* (1st ed.). Blackwell.

Cupers, K. (Ed.). (2013). *Use matters: An alternative history of architecture*. Routledge.

Gehl, J., & Svarre, B. (2013). *How to study public life*. Island Press.

Grossman, V., & Miguel, C. (Eds.). (2022). *Everyday Matters*. Ruby Press.

- Archives:

Design proposals in 2000: Doesburg, R., Gabriëlse, M., & Roes, S. (Eds.). (n.d.). *Metamorfose van een winkelcentrum* (Gemeentearchief gemeente Rijswijk). Pevry Press. <https://www.sylviaroescommunicatie.nl/ambtelijketekst/wp-content/uploads/2020/05/Metamorfose-van-een-winkelcentrum.pdf>

- Postcards:

Koopcentrum in de bogaard. From "*Rijswijks Dagblad*," (<https://rijswijksdagblad.nl/algemeen/oude-rijswijk-winkelcentrum-in-de-bogaard->)

- Images:

Opening of shopping centre In de Bogaard, Rijswijk. Car park. From "*Nationaal archief*". By Meijer, Jacques; 1963. (<https://www.nationaalarchief.nl/onderzoeken/fotocollectie/ae156542-d0b4-102d-bcf8-003048976d84>)

Regionaal winkelcentrum "In de Bogaard" te Rijswijk. From "*Nationaal archief*". By Doorne, Ridder van; 1963. (<http://hdl.handle.net/10648/af4cdf1c-d0b4-102d-bcf8-003048976d84>)

Regionaal winkelcentrum "In de Bogaard" te Rijswijk. From "*Nationaal archief*". By Doorne, Ridder van; 1963 (<https://www.nationaalarchief.nl/en/research/photo-collection/af4cddaa-d0b4-102d-bcf8-003048976d84?searchKey=da1e46d1f73389cc23b21361050e64a8>)

In De Bogaard. From "*Pinterest*," by Erik van der Veer, 1960 (<https://nl.pinterest.com/pin/331436853825780371/>)

In De Bogaard. From "*Pinterest*," by dezedus. (<https://nl.pinterest.com/pin/51017408267638326/>)

Shopping centre "in de Bogaard". From *SUM Architecten* (<https://sumarchitecten.nl/projecten/winkelcentra/de-terp/>)  
Spetterende Koningsdag in De Bogaard. From "Archief Nieuws"; 2019(<https://rijswijk.tv/spetterende-koningsdag-in-de-bogaard/>)

Interklaas sleeps in Shopping Centre in the Bogaard. From "*Archief Nieuws*"; 2019(<https://rijswijk.tv/sinterklaas-slaapt-in-winkelcentrum-in-de-bogaard/>)  
De Noten Bar. From "*Bogaard*". (<https://winkels.bogaardstadscentrum.nl/winkels/de-noten-bar>)

Market in de Bogaard. From "*gebiedsontwikkeling.nu*"; 2022  
(<https://www.gebiedsontwikkeling.nu/artikelen/functiemenging-is-de-manier-om-het-buurtwinkelcentrum-van-nieuw-elan-te-voorzien/>)

## 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)?

My graduation project attempts to define the cultural roles of the 20th-century shopping mall from the perspective of heritage values and everyday life, which meets the studio's focus on the new heritages. In my research, I argue that the design intentions of the past and the spaces it influenced limited users' daily use, while people ask for more needs through informal resistance. In the future, spaces in shopping centres should be win-win and inclusive, meeting both the developer's economic needs and the user's social experience. I think the discussion of heritage values and the concern for users is a topic that I have been emphasizing and learning about in the master track. At the same time, flexibility and adaptive reuse are also relevant in building technology. I think this project demonstrates the influence of the Delft master programme on me, including the focus on heritage, the user's needs and the space's quality.

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

Since malls emerged, they have dramatically changed people's daily public life. Lange, born in 1973(2022), refers to himself as the Mall Generation. Over the past few decades, malls have evolved from open-air shopping to enclosed malls to mega-malls, with each transformation influencing how users use them ordinary. For now, the shopping environment seems to enter the next phase under the influences of the epidemic and online shopping.

In my graduation project, I hope the future of shopping malls can relieve the tension between consumers and developers. I try to introduce a win-win shopping system by adding the producing, recycling, and participating layers. It can not only meet the economic needs of developers and provide more diverse jobs but also fulfil the social needs of the public. The roles of consumers and shoppers will be more dynamic.



This research takes people's everyday lives as a starting point and focuses on everyday architecture. As Colomina and Wigley(2022) suggested, "reflections on the everyday need to transform every day; there always has to be an 'alteration' that starts." At the same time, I think this perspective is necessary for heritages, as the practice attempts to create future values that are more sustainable by local management and participation.