

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan: All tracks

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

Personal information	
Name	
Student number	
Telephone number	
Private e-mail address	

Studio	
Name / Theme	Public Building / Graduation Studio Public Condenser: The Hague-Copenhagen
Teachers / tutors	Main mentor: Henk Bultstra, Architecture Second mentor: Jelke Fokkinga, Building Technology
Argumentation of choice of the studio	A growing interest in designing meaningful places for the public that allow enhancement of the quality of life

Graduation project	
Title of the graduation project	Place of Unpretentiousness

Goal	
Location:	Skydebanehaven, Vesterbro, Copenhagen
The posed problem,	<p>The public condenser tends to stress the importance of non-commercialized architecture within the context of Copenhagen as an opposition to the concept of consumerism. According to Leslie Sklair (2010): "Consumerism - or more accurately, the culture-ideology of consumerism - refers to a set of beliefs and values, integral but not exclusive to the system of capitalist globalization, intended to make people believe that human worth is best ensured and happiness is best achieved in terms of our consumption and possessions."</p> <p>According to 'The Harvard Guide to Shopping' by Rem Koolhaas, "Shopping is arguably the last remaining form of public activity", and "perhaps the beginning of the 21st century will be</p>

	<p>remembered as the point where the urban could no longer be understood without shopping.” Nowadays shopping is taking over every program imaginable. As a parasite it attaches itself to different programs, finding ways to survive and dominate, invading almost all human activity (Leong, 2001). Through psychoanalysis and psychogramming, people are being manipulatively forced to consume even more for the sake of making economic profit (Hosoya & Schaefer, 2001).</p>
<p>research questions and</p>	<p>How can the public condenser provide valuable and unique experiences for the public in complete honesty, trustworthiness and transparency, not for the sake of making material profit, but rather for the sake of providing immaterial profit?</p>
<p>design assignment in which these result.</p>	<p>The fact that one of nowadays most common public activity in gathering people is been led by manipulative strategies is shocking and urges to consider a place for the public that does not intend to manipulate for the sake of making economic profit. Therefore the public condenser in Copenhagen should provide a place in which multiple activities can take place for different target audiences, not for the sake of making profit, but for the sake of providing valuable and unique experiences to the public in complete honesty, trustworthiness and transparency. Here, value refers to the immaterial profit as a counter reaction on consumerism while uniqueness refers to the extraordinary activities that can be achieved without the need of</p>

extravagancy. Honesty and trustworthiness refer to the anti-manipulative character of the building, while transparency refers to its straightforwardness and (visual) permeability.

Process

Method description

- Fieldtrip
- Collection of statistical data about retail areas
- Collages and maps that emphasize the amount of commercial space
- Case study
- Typological study
- Research through design

Literature and general practical preference

Primary source:

- Project on the City 2: The Harvard Guide to Shopping

Secondary sources:

- The crisis of value and the ethical economy
- Atlas of the Copenhagens
- This is Hybrid
- Jan Gehl: How to study public life

Case study:

- Lochal, Tilburg

Reflection

Relevance

The Harvard Guide to Shopping provides a global approach on the issue of commercialization, meaning that what is happening in Copenhagen is recognizable in other countries on a global scale. Therefore the importance of this project is that it provides a possible perspective on how to react on a global issue as such, yet within the context of Copenhagen.

Time planning

Q2

2.1 – Research on consumerism

- 2.2 – Make analytical maps to visualize consumerism analysis
- 2.3 – Define how to react on consumerism
- 2.4 – Translate position to design concept
- 2.5 – Developing design concept
- 2.6 – Further developing design concept

Christmas break week 1 – Finalize design concept

Christmas break week 2 – Start making end products for P2 presentation

2.7 – Deadline: Manifesto, Tutorial Research Methods. Finalize products for P2 presentation

2.8 – P2 presentation

2.9 – P2 presentation

2.10 – Deadline: Paper & Multimodal object, Seminar Research Methods

Q3

3.1 – Process feedback P2 presentation in design

3.2 – Start further developing design

3.3 – Make more detailed plans, sections, elevations

3.4 – Define materiality

3.5 – Make products for P3 presentation

3.6 – P3 presentation

3.7 – Process feedback P3 presentation in design

3.8 – Integrate climate and sustainability

3.9 – Develop plans, sections, elevations

3.10 – 1:20 fragment drawings

Q4

4.1 – 1:5 detailed drawings of project

4.2 – Make products for P4 presentation

4.3 – Finalize products for P4 presentation

4.4 – P4 presentation

4.5 – P4 presentation

4.6 – P4 presentation

4.7 – Work on physical model

4.8 – Work on physical model

4.9 – prepare P5 presentation

4.10 – P5 presentation

4.11 – P5 presentation