

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	Joëlle Blokhuis
Student number	5080398

Studio		
Name / Theme	Interiors Buildings Cities – Independent Group	
Main mentor	Daniel Rosbottom	Architectural Design and Research
Second mentor	Amy Thomas	Architectural-Historical Research
Argumentation of choice of the studio	I have chosen this studio for the freedom it offers in developing my own research on the social functioning of a building. Starting with an interest in 19 th century cafés and the space they formed for social debate, this led me to the polarization also present in the Netherlands, and how a building can bring different groups together through programme and design. In this studio I can study how programme and design become spatial influences for socio-political issues.	

Graduation project	
Title of the graduation project	A Stage for Social Life: Civil Supermarket and Theatre as Democratic Spaces in the Rembrandt Theatre.
Goal	
Location:	Albert Heijn / Rembrandt Theater, Lorentzplein, Den Haag
The posed problem,	Currently the social cohesion in the neighbourhood of Laak is deficient. Besides this, the central square (Lorentzplein) functions more as a traffic joint and the supermarket on this square has spaces that could be put to better use, including the old cinema hall.
research questions and	How can the re-imagination of the Rembrandt Theater, considering its historical function and current use, set the stage for interaction between the multicultural people of Laak?

	<p>Berlage’s ideology: Connecting people and the city: Laak currently lacks the connections Berlage envisioned around a representative building, placed centrally in a square. The current Lorentzplein is dominated by traffic. How can a connection be realised, to allow the site to become more people oriented?</p> <p>Cinema as a collective, cultural space: What is the cultural importance of the cinema-theatre for the neighbourhood? What was its importance in the past, before the cinema’s decline in the 1960s, and what could a cultural – theatre - function be in the future? How can a space of theatre play a role in people finding their own agency?</p> <p>From non-space to civil supermarket: The supermarket has evolved into a place of convenience, where it is possible to do the groceries and not speak to a single person, whereas the market was not only a space of commerce but also of interaction. How can the supermarket that sees most of the neighbourhood’s residents, become an instigator of social interaction? What programme can be proposed that allows people to meet and learn from one another’s cultures as well as supplies them with their daily necessities?</p>
<p>design assignment in which these result.</p>	<p>Transforming the supermarket into a site that physically and socially connects the neighbourhood. It physically connects, by embedding itself in the city structure as a street. It offers space for residents to take part in communal activities. By transforming the former cinema hall into a new town square to form a theatrical space of exchange.</p>

Process

Method description

1. Preliminary Research:

I have gotten to know the neighbourhood well, through both my own experience living in it, as talking with residents and stakeholders (municipality, supermarket manager, community centre volunteers). I cycle past the site daily, observing how the square and the supermarket are being used, as well as other social spaces in the vicinity.

For contextual research, both historical and programme related I have been to the archive, read up on Berlage's ideas for the expansion plan of The Hague and the history of the neighbourhood.

Concerning the supermarket, I have visited it and spoken to the manager. I have also spoken to supermarket entrepreneurs that envision more social, neighbourly supermarkets and supermarket designers.

Similarly, I have visited theatres and cinema's and spoken to employees and/or the directors.

2. Concept Design:

Based on my research done so far, as well as typological studies on the theatre and market, I have been implementing ideas through collages, sketches and remarks alongside my drawings. Basing each design intervention on architectural examples of the market and theatre that are based in different cultures, the interventions will be recognisable by their users. I aim to guide the programme to one that will lead to a well-functioning social space within the building.

3. Design Development:

Taking in consideration the history and current function of the building, will also lead me to take in consideration the way spaces have changed and what relevance they had and can still have. Through combining a thorough study of the history with the typological analyses, I am forming the interventions that can take place in an organic way.

4. Detail Design:

The details will follow from the interventions. Additionally, taking into consideration the '30s style of the neighbourhood / Berlagiaans / Haagse Stijl and the original interior, influences of these styles will be considered with the development of the detailing. Furthermore necessary interventions such as isolation will be thought about.

5. Literature and Visual Output:

Through both essays, and documentation of what is done the graduation will take a literal format.

The visual output will be the drawings and models that now form the base of what is and has been, both the 1933 and current situation, within section and floorplans.

The project will then be shown alongside its history, also in section and plans, and within a model. Among these will be a 1:50 section showing the interior (assortment of products and what is happening inside and outside the building).

This will all be accompanied from study materials such as the typologies and references, as well as earlier collage material.

Literature and general practical references

The literature and references I have and will consult is among others, sociological (Eric Klinenberg, Marc Augé, René Boomkens), architectural (Jan Gehl, Aldo Rossi, H. P. Berlage, Herman Hertzberger), but also from specialists from the theatre (Augusto Boal, Dorita Hannah friends who work in the cinema) and from the Supermarket (Omer Kapikiran (AH Lorentzplein Manager), Monique Ravenstijn (entrepreneur), Wesley van den Bedem (supermarket designer), Paco Underhill and retail design company Jos De Vries and their works).

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 relation between my graduation project and the studio topic is the relation the interior space has with the building and the city, in my case the social function that goes on on the inside, but works towards the outside too. The theatre building is not isolated from the square and the supermarket nowadays is similarly not severed. What goes on outside has effect on what happens inside, in the most practical sense this aligns with what the supermarket manager said: If there is trash outside, people will not want to do their shopping here, but choose for a cleaner supermarket. Or the loitering of people outside can also seem uninviting. These interrelations are what I will be working on in creating an inviting, social, civil space. The relation this has with my master track (architecture) and – programme (MSc AUBS) is that whereas I am focussing mostly on the social issue of architecture, I will be working on the constructive elements in my design in the sense of creating connections between the ground floor and upstairs spaces, through possibly new floors and above all, I will be taking in the role of architect, bringing together opinions and wishes of different stakeholders (municipality, citizens, supermarket and visitors) to create an integral project.

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

The relevance of my graduation work in the social and professional framework might be the fact that in talking about the possibilities of this building I am already aiming to create a collective story in the neighbourhood, and the municipality seems to be interested in my solution, which might align with their ambitions on certain scales too. In the scientific framework it will look into programmatically challenging the supermarket and the theatre as spaces and the possibilities my research may offer could lead to changes the supermarket specialists I have talked with, could take into consideration.