

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 | Luisa Victoria Zeilinger | |
| Student number | 5837782 | |

| Studio | | |
|---------------------------------------|---|---------------------|
| Name / Theme | A Matter of Scale | |
| Main mentor | Jorge Mejia Hernandez | Architecture |
| Second mentor | Freek Speksnijder | Building Technology |
| Argumentation of choice of the studio | How layers of history and governments have formed an urban city and its relation to human scale | |

| Graduation project | |
|---------------------------------|---|
| Title of the graduation project | Architecture of Consumerism as Public Space |

| Goal | |
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| Location: | Tallinn, Estonia |
| The posed problem, | <p>Tallinn boasts many shopping centers, including the largest mall in the country and the only mall in Europe with a Ferris wheel atop the roof. Over the last three decades, malls like Solaris, Ülemiste, Nautica, and Viru have transformed Tallinn's retail scene, offering an array of local and international brands. However, the latest mall to be built in Tallinn, T1 Mall of Estonia, has already gone bankrupt after only 3 years. With the rise of e-commerce and recently Covid, malls have struggled to stay afloat and are slowly declining around the world.</p> <p>The decline, however, compared to other countries, has been much slower in Estonia. This is in part due to the harsh winter climate of Estonia where malls serve as more than a retail destination. The mall is one of the only large-scale indoor multifunctional spaces that allow for social interactions all year round and serve as a pseudo public space. They are often popular gathering places for young individuals and families; however, the level of interaction is always placed under the guise of consumption. Each aspect of the mall is specifically designed to enhance profitability and gain the continuous attention of consumers. A building which seeks to manipulate the consumer at every angle and distance itself from the urban</p> |

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| | fabric, cannot be seen as a true public space and should be reshaped. |
| research questions | <p>Main Question: How can the architecture of consumerism be reshaped to create public space?</p> <p>Sub Question 1: How can the historical characteristics of Tallin be integrated to create a distinct 'place' identity?</p> <p>Sub Question 2: How does the design of consumerist spaces affect individual behavior?</p> <p>Sub Question 3: What architectural components make up public space?</p> |
| design assignment in which these result. | The structural configuration of a mall does reflect core aspects of human nature: social engagement, self-presentation, and acknowledgment. Underneath all the consumerist details, are values that are necessary for public space. To reach those values, the mall must be deconstructed of its consumerist design principles. Some elements will be reintroduced in a new context to create public space that provides both outdoor and indoor functions all year round. The new space will allow for a definitive 'place' identity of Tallinn, rather than an ambiguous structure that could be placed worldwide. It will attain to bring back the human scale, placing the individual above the space rather than the retail space above the individual. |
| Process | |
| Method description | |
| <p>1) Typological analysis of a mall in Tallinn and comparison to malls in other countries.</p> <p>Due to its highly designed nature, the mall must first be understood through a typological analysis before being able to deconstruct it. The Nautica Keskus in Tallinn will be used to conduct this analysis which will also serve as the site.</p> <p>2) Historical analysis of the area around the mall focusing on materiality and building forms.</p> <p>Tallinn has gone through many building styles, and pinpointing one distinct feature that covers all timelines would not be possible. Instead, I will limit myself to the surrounding area of the case study mall and formulate the identity of the area. This will allow me to find elements that are local to Tallinn and allow my design to obtain a 'place' identity.</p> <p>3) Typological analysis of public space in Tallinn and Helsinki (Underground city) and other Nordic countries</p> <p>Indoor and outdoor spaces in Tallinn will be mapped to see recurring elements that are vital to a public space. Public spaces in the Nordic countries will be chosen as further case studies to understand how countries with similar climates create public space.</p> | |

Outcome

At the end of my analysis a matrix will emerge featuring various design elements that are vital to consumerist architecture, Tallinn and public spaces. It will become a guidebook of elements, both positive and negative. When deconstructing the mall, it will be crucial to reverse the elements hindering its potential as public space.

Literature and general practical references

Theories:

Pseudo-Public by Marc Davies - areas which are privately owned and uphold control over behavior and admission and are therefore fake public spaces.

Non-Places by Marc Augé - places that cannot be defined in the city as having an identity, history, and meaning.

Literature:

Coleman, P. (2006). Shopping environments: evolution, planning and design.

– Historical evolution of malls and their relation to consumerist culture.

Chung, C. J., Inaba, J., Koolhaas, R., Leong, S. T., Cha, T.-wook, Harvard University.

Graduate School of Design, & Harvard Project on the City. (2001). Harvard design school guide to shopping (Ser. Project on the city, 2). Taschen.

– Modern design guidebook of shopping malls

Böhme Antje & Fiebach J. (2012). Träumen sie schön ästhetischer schein und gesellschaftliches sein am beispiel des shoppingcenters. Aisthesis-Verlag

- Analyzation and problematization of the totality of a staged world through the eyes of the shopping mall

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 studio aims to see relations between the human scale and architecture. With the shopping mall, the human scale is used to manipulate the consumer, though it is not visible at first. For example, the anchor stores are purposely placed at opposite ends. This forces the consumer to walk through the entire mall, confronted with constant advertisements along the way. From the outside, the mall ignores all human and urban scales, focused entirely on the consumer narrative inside.

Shopping malls have become a standard typology since its creation and are simply accepted as is. The design principles have stayed constant, each mall able to be placed worldwide. Whether they are a 'good' or 'bad' design, this typology that has managed to remain constant

for 70 years in a time of rapid change and should be studied. The Architecture track allows for both a theoretical and structural analysis of a typology that has framed consumer culture.

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

With the emergence of 'ghost malls' it is clear to see that malls are failing. Therefore, the question arises, what to do with these large blocks? This project may become one answer to this question, reusing elements and allowing the mall to become what its founder always wanted, public space mixed with retail. Retail spaces will always exist but perhaps there are more harmonious ways to combine the two.