

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	Elles Hadewij Warrenaar	
Student number	4449363	
Studio		
Name / Theme	Graduation studio adapting 20 th century heritage: Modern Malls	
Design mentor	Lidy Meijers	Heritage & Design
Research mentor	Lidwine Spoormans	Heritage & Design
Building Technology mentor	Frank Koopman	Heritage & Technology
Argumentation of choice of the studio	<p>For as long as I can remember I have been interested in history. This used to manifest itself mainly in interest in general and art history. During my bachelor I decided to pursue this interest and follow a minor in art history at the University of Amsterdam. Here I can more and more in contact with architectural history and here my interest began to grow.</p> <p>During my studies, I found that although I also enjoyed designing new buildings, my interest lies more in transforming and renovating something existing. I really appreciate it when there is a context to which you can relate as a designer. Doing research on existing buildings, uncovering certain structures, discovering design choices and evaluating it with a certain appreciation is something I find immensely interesting. This made me more certain that I wanted to focus more on heritage in the continuation of my studies. During my MSC1 and MSC2 I also found more and more interest for research, I enjoyed the space given for research before starting an actual design. During these projects it began to crawl more to continue with this research aspect.</p> <p>So, I decided to add another year to my studies to delve more deeply into what I still found interesting. I went to Amsterdam for one more year to study architectural history at the VU Amsterdam. I took courses on contested heritage, participation in experimental housing in the Netherlands and a course on decolonizing our art history canon. Here I developed an interest in the relationship between social discussions and architecture. I noticed that I really like doing research, so to explore this a bit more I started an internship at Crimson Historians & Urbanists in Rotterdam. With Crimson I worked on a number of cultural historical research projects, for example on Schiphol Airport and a post-war school building in Amsterdam west. One of the most important things I learned is the appreciation for post-war architecture in the Netherlands. Before, I was more interested in really old buildings, but during my internship this certainly changed.</p>	

	<p>That contributed to the fact that when the Modern Malls studio was announced, it immediately piqued my interest. There is currently so much new heritage in the Netherlands that is little appreciated. This heritage was also designed with certain ideals, and although we may not pursue these ideals today, it does not make it any less interesting to research them and preserve them for the future. I felt like it would be a lot of fun to dive into the typology of the mall, and discover what the post-war principles were by which these centers were designed. The social context of this period, who were the centers designed for and did these people actually use them; and why don't they do it now? Can we reverse this trend and revitalize these shopping centers, what would it take to do this?</p> <p>What appealed to me enormously in this graduation year was the combination between research and design. As said before, I have noticed that my interest in research has definitely increased over the past few years, it is nice that this year there is the space to combine this because I think that definitely leads to a more valuable design in the end. I hope for a great graduation year, in which my interests will be fed even more and in which I will learn a lot of new material with a wonderful design as a final result.</p>
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Graduation project	
Title of the graduation project	'The mall as the beating heart of the neighborhood; from shopping center to communal center'
Goal	
Location:	Amsterdam Zuidoost, Noord-Holland, Nederland
The posed problem,	<p>Buying and selling is as old as human kind. In ancient times the agora was the center of city life, people strolled around the city square to discuss their days, to trade their products, do their own shopping while being surrounded by philosophers, poets and entertainers. The agora formed a colorful, lively, dynamic environment. In the medieval period the market square fulfilled the same function, it formed an entertainment center for the citizens. Up until the industrial revolution, the market square continued to play an important role in the daily activities of citizens. The advent of the industrial revolution influenced the character of the inner cities drastically. due to the arrival of many factories, inner cities started to transform into an industrial slum. To escape these packed inner cities, citizens escaped to outer suburban neighborhoods. These suburban areas often lacked facilities, any real effort to undertake proper planning for well-situated schools, shopping facilities, community centers and churches stayed out (Gruen & Smith, 1985).</p> <p>The shopping mall as we know it today arose after World War II. This new typology was introduced by architect Victor Gruen. He argued that if a shopping center was to fill the existing void, it had to provide space for social life and recreation in addition to just the shopping function. The shopping center had to be a protected pedestrian zone where civic and educational facilities were integrated. Shops were supposed to be broken up by attractions and the mall would be surrounded by dwellings, offices and other facilities that made a community. Only in this way the shopping center could form a place</p>

	<p>where people could participate in a modern community life as happened before in the Greek agora, the medieval square and the former town squares in inner cities (Gruen & Smith, 1985).</p> <p>So, from the early days of the shopping mall, there has always been a focus on the non-commercial aspect of the mall. The mall was merely only a place to shop; they functioned as a center for cultural enrichment, education and relaxation, it formed its own social space (Goss, 1993).</p> <p>Today, however, these malls face several problems. Retail vacancies are rising, while shoppers continue to stay away. The most important reason for this would be that people do not need to go to the store anymore to buy something. Shopping is faster, easier and more convenient online (Danziger, 2018). Another cause could be that the shopping center, for several years now, consists primarily of a collection of stores. Occasionally a restaurant or entertainment is added somewhere, but the primarily function has always been to shop and buy. However, shopping cannot be the only thing to do anymore (Danziger, 2018). Precisely the mix of different functions in a shopping center will lead to a lively urban center (Truijens, 1999; Raatgever 2014; Vries, 1989).</p>
research questions and	<p>Main research question: 'how have the social and economic values, present in a 20th century mall, changed since its original design and which architectural elements can strengthen the communal aspect of the mall for the future?'</p> <p>To answer this main research question the research is broken into multiple sub-question, which are the following:</p> <ol style="list-style-type: none"> 1) 'Which different aspects of an architectural design can contribute to the social and economic value of the shopping mall?' 2) 'How did the original ambitions, implemented in the design by the architects, relate to the social and economic value of the mall?' 3) 'To what extend where these original ambitions present in the built structure and did this influence the social and economic value assigned to the mall?' 4) 'How is the shopping mall perceived today and is there any alteration in the assigned social and economic value?'
design assignment in which these result.	<p>To provide a more sustainable future the mall needs to become locally relevant again (Danziger, 2018). To become locally relevant again, the mall will have to establish a connection between people and buildings, objects and places; people need to have a feeling of place identity (Tarrafa & Pereira Roders, 2012). Place identity relates to the role place attributes play to a person's self-identity. It deals with the meanings and perceptions people possess in relation to their environment (Hull, 1994; Nursidah Ujang, 2009). When these meanings and perceptions are low, there is less place significance or even placelessness. Strengthening these meanings and the perceptions of urban attributes will contribute to a process of socialization and therefore to self-identity, sense of community and sense of place (Hull, 1994).</p>

	Therefore, the design assignment consists of a redesign where meaning and perception are central. It focusses on the link between individuals or groups and specific places or buildings. This link is shaped by both the functional (physical) as the emotional aspects of the environment. The redesign therefore focusses on the built form, the activity and the meaning of a place. Herby, this redesign tries to strengthen the (existing) social value of the mall.
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Process

Method description

To find an answer to the main research question, the research is divided into four sub-questions. These different sub-questions all tackle a specific topic to, in the end, compose a complete picture. To answer the main research question a combination of literature and case study

This research will be supported by different literature and theories. This literature will be used to explain and expound on the different terminology and existing theories. Then a reference case is studied and analyzed. This reference case serves as a way to examine and test the specific theory. The studied reference case is Amsterdamse Poort (1986) in Amsterdam. Amsterdamse Poort is designed by Van den Broek en Bakema. It is located in Amsterdam southeast, in the middle of the Bijlmer. Even before Amsterdamse Poort was designed, the Bijlmer already had a complicated cultural and social background. Amsterdamse Poort is a problematic area with a stark contrast between a social communal function during the day and many unsafety and drug trafficking at night (Helleman, 2004; Wassenberg, 1990). A historical research approach is used to understand different information about the shopping mall, using for example; material from archives. Each of the following paragraphs will elaborate more on the proposed methods for each sub-question.

1) 'Which different aspects of an architectural design can contribute to the social and economic value of the shopping mall?'

The first sub-question aims at creating an initial understanding of how different aspects of an architectural design influence the social and economic value of the shopping mall. Therefore, this sub-question focusses on existing theories. This sub-question separates the social and economic value, where the social value is often related with the feeling of identity, distinctiveness and social interaction. Place identity relates to the role place attributes play to a person's self-identity. It deals with the meanings and perceptions people possess in relation to their environment (Hull, 1994; Norsidah Ujang, 2009). To research the social value within a shopping mall a research framework is created. This research framework consists of three components (built form, activity and meaning). Each component exists of attributes (built form: accessibility, legibility; activity: vitality, diversity and meaning: memory, place identity and safety). These different attributes consist of different architectural elements. These different attributes and architectural elements will be analyzed within the case study in sub-question 2, 3 & 4. The economic value is associated with function and utility. When a shopping center consists of different functions it will form a lively urban center (Truijens, 1999; Raatgever, 2014; Vries, 1989). Therefore, the economic value of the shopping mall will primarily be about use. Sub-question one explains the different theory of use value and sub-question 2, 3 & 4 will research this value by the division between the commercial and non-commercial function in the shopping mall.

2) 'How did the original ambitions, implemented in the design by the architects, relate to the social and economic value of the mall?'

Sub-question two aims to understand the original intended values, implemented in the design by the architects. This sub-question will be mainly about archival research. The sub-question tries to analyze archival documents through collages and coding to create an understanding of the original ambitions. After analyzing the raw data these ambitions will be categorized. For the social value categorization, the framework proposed in sub-question one will be used. This framework divides the different ambitions within the architectural attributes. This categorization of original ambitions will be put into a concluding graph in the end. This graph will show the intended social values, to create something to

compare with the current situation. The economic value will be analyzed by the division in commercial and non-commercial functions in the original plan. It is important to keep in mind that this sub-question focusses on archival documents by the architect.

3) 'To what extent where these original ambitions present in the built structure and did this influence the social and economic value assigned to the mall?'

Sub-question three aims to understand the difference between the intended values and the values in the actual built structure. This sub-question researches the built structure by historical photographs and newspapers. Historical newspapers will be analyzed by coding. Historical photographs will be used to interpret the built structure. These different data types will be processed in the same way as the data in the sub-question one. For the social value it will be categorized within the framework and concluded in a comparing graph. For the economic value the division in commercial and non-commercial will be analyzed again. The difference with sub-question two will be in the type of sources. Where sub-question one focusses on archival document by the architects, this sub-question focusses on archival documents by users and journalists (which can be experts or non-experts). It is important to keep this difference in mind.

4) 'How is the shopping mall perceived today and is there any alteration in the assigned social and economic value?'

Sub-question four focusses on the current values in the shopping mall, to find out if there is any change in values since the original plan. These new values will be researched by observations, google reviews and Instagram and flickr photos. Google review will be analyzed by coding. Observations, Instagram and flickr photos will be used to interpret assigned values. Again, this data will be processed as in sub-question 1 & 2. The social value will be categorized within the framework and concluded in a comparing graph. For the economic value the division between commercial and non-commercial will be analyzed again. In this sub-question there will be another type of sources again, namely the users.

Shortly the structure of the research will therefore be: first explaining and expounding different theories. Firstly, these different theories support the framework that is used to analyze the social value in the upcoming sub-questions. Secondly, these theories explain how to analyze the economic value in the upcoming sub-questions. The following of the research analyzes the case study on three different levels; the intended plan, the built structure and the current structure. In the concluding paragraph these situations will be compared to see if there is any difference between the three stages. Besides this comparison the concluding paragraph tries to find out with what architectural elements the social value of the mall can be strengthened for the future.

Note to method:

As mentioned in the sub-questions the three different stages are supported by different sources; the architect ambitions, journalist and user perspectives. It is important to note this difference, but the different sources can be comparable. Since the architects aimed for a valuable design by its users, therefore, it can be useful to see how the users experienced these values when the structure was built and how current users experience it nowadays.

Literature and general practical preference

Heritage - Social and economic values

- Burgers, I., van Thoor, M. T., Alkemade, F., & Lammers, S. (2021). Post 65: Inspirerende Bouwkunst: Ons wereldbeeld in architectuur van na 1965.
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- Montgomery, J. (2003). Cultural quarters as mechanisms for urban regeneration. Part 1: Conceptualising cultural quarters. *Planning, practice & research*, 18(4), 293-306.
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- Silva, A. & Roders, A. (2012). Cultural heritage management and heritage (impact) assessments. Proceedings of the Joint CIB W, 70, WO92. ISO 690.
- Ujang, N. (2012). Place attachment and continuity of urban place identity. *Procedia-Social and Behavioral Sciences*, 49, 156-167.

Modern Malls

- Danziger, P. N. (2018). The Fall Of The Mall And How To Make Them Rise Again. (<https://www.forbes.com/sites/pamdanziger/2018/10/14/the-fall-of-the-mall-and-three-ways-to-make-them-rise-again/?sh=1d8e8ac02a26>).
- Gómez-Varo, I., Delclòs-Alió, X., & Miralles-Guasch, C. (2022). Jane Jacobs reloaded: A contemporary operationalization of urban vitality in a district in Barcelona. *Cities*, 123, 103565.
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- Raatgever, A. (Ed.). (2014). *Winkelgebied van de toekomst: Bouwstenen voor publiek-private samenwerking*. Platform31.
- Truijens, B. (1999). Een nieuw hart voor Amsterdam-Oost. *AGORA Magazine*, 15(2).
- Vries, J. (1989). Commercieel management voor winkelcentra onontbeerlijk: Detailhandel voortdurend in beweging. *AGORA Magazine*, 5(3).

Site specific: Bijlmermeer

- Helleman, G. & Wassenberg, F. (2004). The renewal of what was tomorrow's idealistic city. Amsterdam's Bijlmermeer high-rise. *Cities*. 21(1), 3-17.
- Ter Horst, J., Meyer, H. & de Vries, A. (1991). Sleutelen aan de Bijlmer: interpretaties. Tu Delft; Vakgroep Ontwerpen van Stedelijke gebieden en Woningbouw.
- Wassenberg, F. (1990). De bewoners over de toekomst van de Bijlmermeer. Voorraadbeheer en woningmarktonderzoek 4.
- Van Der Hoeven, F. (2020). Sixties High-rise in Holland: Success and failure. *Project Baikal*, (66), 149-156.

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, the mall as the beating heart of the neighbourhood, is related to the studio topic by means of creating a redesign in an existing shopping mall. The studio focusses on the revitalisation of post-war shopping malls. These malls were once the exemplar of modern life and growing wealth. Often these malls formed the heart of the city/district, they had an important social function. Nowadays these malls have less and less visitors and there is a lot of vacancy. In my graduation project I want to find out how to make the mall locally relevant again. In my research I try to find which social values are still recognizable in the mall and which architectural interventions can strengthen the social aspect of the mall. From this research I try to create a redesign where architectural interventions strengthen the social value of the shopping mall. The bigger relation to the master track Architecture can be found in creating a place to stay. My project is about creating a living environment that is not only sustainable in a sense of energy efficiency, but more about extending the lifespan of a building, that could potentially have a heritage value in the future. It is about keeping and protecting certain social and cultural values of the neighbourhood, the shopping centre and its buildings.

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

In social terms, this research is relevant because there is increasing resistance by local communities in large cities worldwide, to new developments. They oppose the demolition of old and the construction of new, more expensive housing. As a result, original residents are being displaced. Residents' groups are angry about government policies that have accelerated the process of gentrification and want a change of course. This reaction is especially strong in the poorer and culturally very diverse suburbs. In these vulnerable Amsterdam neighbourhoods, rising housing prices are not the only problem. In recent decades, many basic amenities have disappeared or become less accessible. While it is precisely there that they are necessary for the vitality of the community and the future prospects of the individual. Libraries, community centres, schools, convenience stores, neighbourhood cops, health care facilities, neighbourhood theatres and other small-scale cultural facilities are becoming increasingly scarce in the less affluent parts of the city. The social safety net is eroding. My project therefore focuses on social value of the mall to the community. Which functions and which architectural elements can contribute to the sense of social safety? How can the sense of place identity be strengthened creating a powerful community?

In professional terms this research can be relevant since both in the Netherlands, as in other countries, buildings from the post-war period often end up on the demolition list. Only in a few cases they are seen as heritage (Burgers et al, 2021). The most recognizable form of heritage are monuments. Monuments are often considered heritage because they are of great architectural or archaeological value to society. In the past, this often happened when well-known architects designed buildings or when a building was extraordinary for a particular architectural movement. However, nowadays there is a movement where more attention is paid to everyday architecture (Howard, 2003). More and more attention is emerging regarding buildings from the post-war period. A fair amount of our living environment was built after the war: homes, offices, shopping centres, churches, recreational areas, schools, art in public spaces, et cetera. It is intertwined with our history and defines our personal and communal identity. However, the buildings and complexes from this period now require renovation, adaptation and preservation, so does the shopping mall.

In the scientific field, this project may be of interest because it is a project of which there are many similar examples in the Netherlands. Many Dutch suburbs have a shopping centre like Amsterdamse Poort; a shopping centre consisting of the combination of housing and shops, which is often largely used only during the day and where there is vacancy. If with this project a redesign can be sought for the shopping centre in which the social value is reinforced for the surrounding community, this can serve as an example for other projects in the Netherlands.