

# 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	Anneke Johanna Hendrika Franssen
Student number	4379381

Studio		
Name / Theme	Urban Development Management	
Main mentor	Wouter Jan Verheul	UDM
Second mentor	Sake Zijlstra	REM
Argumentation of choice of the studio	<p>Due to a personal interest in the built environment of urban regions and due to my extra curricular activities at the University of Amsterdam concerning social geography and planning, the studio has sparked my interest.</p> <p>I am interested in how different strategies and design choices influence the final product in the urban district and how they can have the most positive impact possible.</p>	

Graduation project	
Title of the graduation project	<b>The social added value of public cultural real estate</b> The importance of social encounters
Goal	
Location:	Public cultural real estate in the Netherlands
The posed problem,	<p>Within our society, there is a trend of social segregation. Multiple, new or transformational, public cultural real estate projects in the Netherlands have stated the objective of enhancing social encounters within their project. However, there is a lack of insight into how the development process can contribute to this.</p>
research questions and	How can the development process contribute to the social added value of public cultural real estate?
design assignment in which these result.	<p>The goal of this research is a descriptive result of the different process principles that might be of positive influence of creating the social added value by public cultural real estate. This can then serve as considerations which can be implemented in new public cultural real estate projects who include</p>

	social encounters within their objectives of the project.
<b>Process</b>	
<b>Method description</b>	
<p>This research will be exploratory and qualitative. First, a literature view is conducted that will research what social added and what the definitions of social encounters are. Here there will be looked at bonding and bridging social capital. In addition to this, research will be done within the literature on how the development process can look like and which actors are involved in this. This literature research will serve as a basis towards analyzing the three cases and its case documents. First the case documents, such as vision documents and the design steps (SO,VO,DO) will be analyzed and will serve as input for the semi-structured interviews that will be conducted for these case studies. To be able to synthesize and make conclusions about the results, a cross-case analysis will be executed.</p>	

## Literature and general practical preference

Within this research, a literature study is conducted first. This research related to literature about the themes of social added value, upon in which social encounters can be categorized. The literature conducted is a combination of the fields of Urban Planning, Sociology and Social Geography. The literature review will investigate different types of social added value of public cultural real estate and specific the one of social encounters. After this, the development process will be researched and how this process can be designed. This will then be tried to identify within the different cases, which will be explored by interviews with different individuals from practice.

## 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 master track that this graduation plan is written for, is the one of MBE. This track focusses on managing and creating value in the built environment in one way or another. Creating value can be in economic terms, related to environmental aspects and even social created value. This thesis will dive deeper into the social added value of public cultural real estate. Social encounters have been proven to contribute towards social capital.

Therefore, when designing new public cultural real estate project, or other public real estate, the link with the complete Master Programma Architecture, Urbanism and Building Sciences is made since hopefully the outcomes can serve as considerations withing new projects. As well as the fact that when researching the case studies, the process choices that have been made already within the context of the whole Master Programme will be analyzed.

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

The societal relevance emerges from the ability of this research to be implemented by actors who are in the position to create added value in the urban district, especially related to the objective of social added value. Public cultural real estate has as a primary function the aim to serve or facilitate certain activities for the public. These buildings are made for the public good and their added value and positive effects on society might be enhanced when more knowledge is present about these themes.

The scientific relevance of this thesis stems from the intent to fill a current gap in the existing knowledge regarding the objective of social added value related to public cultural real estate. There is a gap between social studies and the built environment since the concept of third place, which public cultural real estate relates to, has been spoken about extensively in academic literature, however more related to social studies and less focused on the built environment itself. This research combines the added value in relation to the built environment and the concept of public places with a cultural function to fill this gap and add on to previous research.

