

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	Rachel Mein
Student number	4342410

Studio		
Name / Theme	Heritage & Architecture - Vacant Heritage – Department Stores	
Main mentor	Hielkje Zijlstra	Design
Second mentor	Frank Koopman	Technology
Third mentor	Joana Dos Santos Goncalves	Research
Argumentation of choice of the studio	What intrigues me about heritage, is the thorough analysis to understand the values of the existing building, and translate them in an interpretation to reactivate the building while respecting those values. The personal link with the building, as a native of Haarlem, convinced me.	

Graduation project	
Title of the graduation project	Viand & Discovery Haarlem , an user experience-based design of the public spaces (<i>Viand: An item of food, especially a particularly delicious one</i>)
Goal	
Location:	Grote Houtstraat 70, Haarlem, the Netherlands
The posed problem,	As mentioned in the <i>Spatial Planning Act</i> (2017), due to the change of user behaviour, the traditional way of retail is transforming into a more experience-based retail with the focus on the total experience including the access routes and public spaces. The other consequence of the changing way of living, is the increasing significance of easily accessible and attractive public spaces (Municipality Haarlem, 2017). In order to respond to the changed behaviour of the user, it is necessary to focus on the total experience of retail and easily accessible and attractive public spaces.
research questions and	How could V&D Haarlem be reactivated through an user experience-based design of the public spaces according to Gehl's 12 quality criteria concerning the pedestrian landscape? In order to answer the research questions, it is divided into four sub questions.

	<ol style="list-style-type: none"> 1. What is meant with user experience? What was the user experience of V&D Haarlem and the surrounding public spaces based on social media research? 2. Which of Gehl's 12 quality criteria are present in the surrounding public spaces? 3. How could the surrounding public spaces improve according to Gehl's 12 quality criteria? 4. What are suitable functions according to users which also meet Gehl's 12 quality criteria?
design assignment in which these result.	By understanding the user experience of the V&D Haarlem, the building can be reactivated by means of an interpretation of the old experience and newly added experience. Therefore, Gehl's 12 quality criteria will be used to define how the surrounding public spaces and the public spaces in the building could improve while respecting the identified heritage values through an user experience-based design.
Process	
Method description	
<p>Since the studio topic is Sustainable Future, it started with analysing the <i>Sustainable Development goals</i> of the United Nations (2015) and the <i>Historic Urban Landscape</i> of UNESCO (2011). The link with the project topics, public space and user experience, has been made, which is discussed in the reflection.</p> <p>A method which incorporate the user experience in the design process is the <i>Vision in Product Design</i> (Hekkert & van Dijk, 2014) approach. Originally, it is a product design approach, which consists of the deconstruction and design phase. Both phases go through the levels of product, the interaction between human and product and the context. As a result, it is a user-centred design where people value the designed product. In order to use this product design approach in an architectural project, the diagram is adapted as shown in figure 1.</p>	

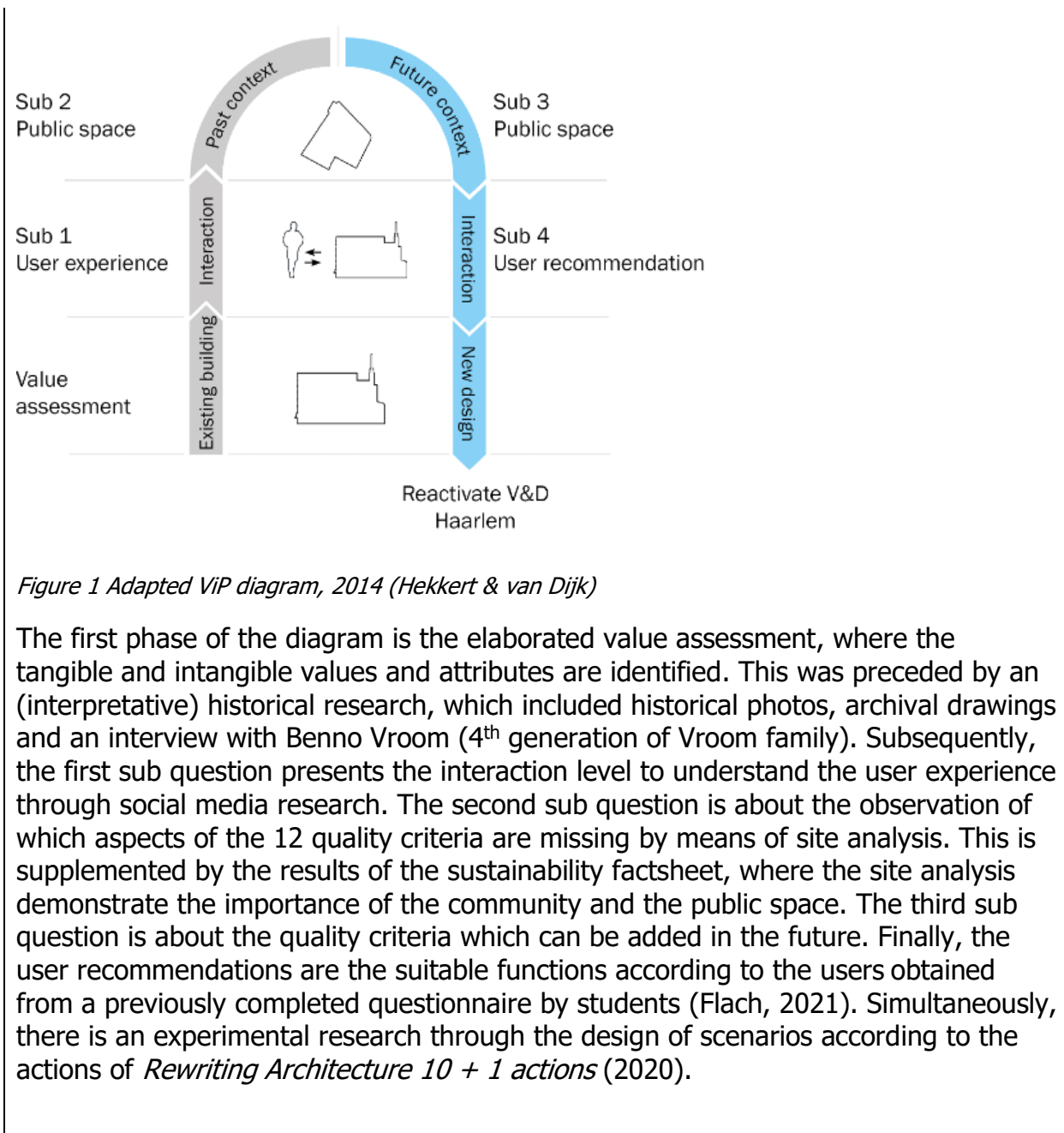


Figure 1 Adapted ViP diagram, 2014 (Hekkert & van Dijk)

The first phase of the diagram is the elaborated value assessment, where the tangible and intangible values and attributes are identified. This was preceded by an (interpretative) historical research, which included historical photos, archival drawings and an interview with Benno Vroom (4th generation of Vroom family). Subsequently, the first sub question presents the interaction level to understand the user experience through social media research. The second sub question is about the observation of which aspects of the 12 quality criteria are missing by means of site analysis. This is supplemented by the results of the sustainability factsheet, where the site analysis demonstrate the importance of the community and the public space. The third sub question is about the quality criteria which can be added in the future. Finally, the user recommendations are the suitable functions according to the users obtained from a previously completed questionnaire by students (Flach, 2021). Simultaneously, there is an experimental research through the design of scenarios according to the actions of *Rewriting Architecture 10 + 1 actions* (2020).

Literature and general practical preference

A concept which incorporate the user experience in the design of public spaces is from the urbanist Jan Gehl, which is known for his people-centred approach and critical observations of user behaviour. His book *Cities for People* contains a toolbox, which includes the 12 quality criteria concerning the pedestrian landscape (Gehl, 2010). All 12 quality criteria will be observed and are divided into the categories protection, comfort and delight. The comfort part is aimed at inviting people to the most important activities in the public space, such as walking, standing, sitting, seeing, talking, hearing and self-expression. Since the comfort part is about creating opportunities for activities that lead to interaction, this part will be elaborated more in detail in the design phase. By observing these criteria, it can be determined what needs to be adapted to the surrounding public spaces of V&D Haarlem. Other literature consulted this research or literature to consult in the future:

Alkemade, F., van Iersel, M., Minkjan, M. & Ouburg, J. (2020). *Rewriting Architecture - 10 + 1 actions*. Amsterdam: Valiz.

Clarke, Kuipers & Stroux. (2020) *Embedding built heritage values in architectural design education*. International Journal of Technology and design education.

Flach, H. (2021, January 25). 'Nachtclub en interactief museum in voormalig V&D-gebouw in Haarlem'. Retrieved from Haarlems Dagblad:
https://www.haarlemsdagblad.nl/cnt/dmf20210125_83797990?utm_source=google&utm_medium=organic

Gehl Architects. (2010). *Apeldoorn Public Spaces and Public Life*. Copenhagen: Gehl Architects.

Gehl, J. (2011). *Life Between Buildings: Using Public Space*. Washington: Island Press.

Groat, L., & Wang, D. (2013). *Architectural Research Methods*. Hoboken: Wiley.

Haans, F., & Korenberg, G. (2017). *Bouwhistorische quick-scan & waardestelling interieur*. Nijmegen: Monumenten Advies Bureau.

Hekkert, P., & van Dijk, M. (2014). *Vision in Design, A Guidebook for Innovators*. Amsterdam: BIS Publishers.

Kuipers, M. C., & De Jonge, W. (2017). *Designing from Heritage – Strategies for Conservation and Conversion*. Delft: Delft University of Technology.

Municipality Haarlem. (2017). *Haarlem 2040: Groen en Bereikbaar*. Haarlem: Gemeente Haarlem.

Pereira Roders, A. (2007). *Re-architecture: lifespan rehabilitation of built heritage*. (PhD). Technische Universiteit Eindhoven, Eindhoven.

Tarrafa Silva, A. & Pereira Roders, A. (2012). *Cultural Heritage Management and Heritage*. Assessments Paper presented at the Joint CIB W070, W092 & TG72 International Conference. Cape Town.

UNESCO. (2011). *Recommendation on the Historic Urban Landscape*. Retrieved from <https://whc.unesco.org/uploads/activities/documents/activity-638-98.pdf>

United Nations. (2015). *Transforming our world: the 2030 Agenda for Sustainable Development*. Retrieved from A/RES/70/1: <https://sdgs.un.org/2030agenda>

Vandenbroucke, K. (2020). *Mag dit weg*. Rotterdam: Nai 010 Uitgevers.

Versluijs, V., Jansen, I., & Zijlstra, H. (. (2020). *Spatial Building Typology. Vacant Heritage: Department Stores V&D's*. Delft: TU Delft Heritage & Architecture.

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)?

One of the causes of vacant heritage is possibly explained by the changing form of retail where it revolves around the total experience. The other consequence of the changing way people live, is the increasing significance of easily and accessible public spaces. This is in line with the Sustainable development goal of realising "*Universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities*" (United Nations, 2015). Also, according to the *Historic Urban Landscape*, rapid and uncontrolled urbanization could result in the loss of public space (UNESCO, 2011). In addition, urbanization can also transform the essence of historic urban areas. This has a major impact on the values and experiences of residents and users (UNESCO, 2011). By creating an user experience-based design of the public space, V&D Haarlem can be reactivated and prepared for a sustainable future while conserving valuable heritage.

During the previous MSc 1 Heritage studio, the focus of sustainability was mainly on making the building energy efficient while respecting the identified heritage values. This graduation project allows to discover the social side of sustainability.

Compared to the heritage projects at the University of Applied Sciences, where conservation is concerned, my heritage position is changing. Initially, it was about preserving valuable heritage, but the graduation studio shows the opportunities to make the building future-proof through interventions while respecting those heritage values.

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

In order to respond to the changed behaviour of the user and prepare Haarlem for a sustainable future, it is necessary to take the *Sustainable development goal* of the United Nations (2015) and *Historic Urban Landscape* of UNESCO (2011) into account. By creating an user experience-based design of the public space, according to Gehl's 12 quality criteria, the V&D Haarlem can be reactivated. By validating Gehl's quality criteria by applying this to the surrounding outside public space as well as the design of the interior of the building, a contribution to science can be made. Furthermore, a contribution to the profession can be made by developing and discussing the ViP approach to design in architecture. By formulating design indicators for the municipality of Haarlem, about which quality criteria of Gehl can be added and improve the public space, a contribution to society can be made.

What was once experienced by the user as public space has been returned as a public space, therefore old memories can be relived and new memories can be made in one of the most significant buildings in the city of Haarlem.