

# 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	Stephan Koeckhoven	
Student number	5154065	

  

Studio		
Name / Theme	The Modern Mall, Adapting 20th Century Heritage	
Main mentor	Ir. W.L.E.C. Meijers	Heritage & Design
Second mentor	Ir. P.L. Tomesen	Heritage & Technology
Third mentor	F. Marulo	Research
Argumentation of choice of the studio	In our world today, new buildings are constructed as a standard practice, often replacing existing structures that are simply being demolished. The buildings that are demolished are usually not very old and don't qualify as heritage. However, it is important to break this cycle of demolition and consider options such as preservation, repurposing, and reuse. That's why I chose this studio, where we are challenged to work with relatively young heritage buildings. By doing so, we can think beyond the conventional approach and find innovative ways to make the most of our architectural resources.	

  

Graduation project	
Title of the graduation project	Sport Paviljoens in Winkelcentrum Schalkwijk (sport pavilions in shopping mall Schalkwijk)
Goal	
Location:	Haarlem, NL
The posed problem,	<p>The current state of shopping malls in the Netherlands is characterized by high vacancy rates, resulting in a diminished level of physical movement within these spaces. This lack of stimulation preserves a vicious cycle, as insufficient foot traffic leads to decreased customer flow for shops in specific areas, ultimately resulting in more vacancy.</p> <p>Furthermore, in our rapidly evolving modern society, there is a growing</p>

	recognition of the significance of increased physical activity within public spaces.
research questions and	<p>How can physical movement be stimulated among visitors in the post modern shopping mall?</p> <p>With this question I want to find out how the original concept of the shopping stimulated the movement of the visitor and how this concept changed due to vacancy. Finally how different contemporary approaches can stimulate movement in the shopping mall current day.</p>
design assignment in which these result.	Multiple small sport pavilions carefully placed in the heart of Schalkwijk.
<p>The critical aspect of stimulating movement within a shopping mall lies in enticing visitors to explore various areas. In the case of the selected case study Schalkwijk, the prevalence of vacant spaces leads to visitor clustering around a few popular stores, primarily supermarkets, rather than encouraging movement throughout the mall. To address this, my design will prioritize the addition of several pavilions to create a diverse range of experiences. These pavilions will include a basketball pavilion, a climbing pavilion, a swimming pavilion, an open sports pavilion, and a green restaurant pavilion. By integrating these pavilions, the aim is to stimulate physical movement among visitors, creating a new layer of sports-oriented activities within the mall. By incorporating sports activities and exposing visitors to various sports, I hope to foster a culture of engagement and encourage participation in physical activities.</p> <p>It is important to note that Schalkwijk is already undergoing development, with a master plan devised by JCAU (Jo Coenen Architects and Urbanists), which involves the significant demolition of the existing shopping mall. While I will work partially within the framework of this master plan, I will also conduct an independent value assessment to inform my design decisions. The placement of the sport pavilions will be carefully considered, taking into account areas that are not being demolished soon according to JCAU's plan.</p>	
<b>Process</b>	
<b>Method description</b>	
<p>GROUP ANALYSIS</p> <p>The initial phase of our research involves analyzing four Dutch shopping malls as a group. This analysis delves into various aspects such as context, neighbourhood, and typology, aiming to understand the unique characteristics of each mall. To achieve this, we employ diverse methods, including studying archival drawings, utilizing Dutch databases, and making physical models. These approaches enable us to grasp the essence of each shopping mall.</p>	

## RESEARCH ON MOVEMENT

To investigate the movement within shopping malls, I begin by examining the historical concept of these spaces. By referring to literature dating back to the 1970s, we can uncover the design guidelines that shaped the original concept of shopping malls. This historical understanding enables us to delve into the movement patterns of visitors, which can then be visualized through diagrams. In this regard, we employ the space analysis method developed by Bill Hillier, which allows us to transform movement patterns into node maps and axis maps, highlighting the most frequently used routes within the mall.

Subsequently, we compare the historical concept of movement with the current usage of shopping malls. I analyze visitor routes through questionnaires and counting methodologies. These empirical results are integrated into the same layout employed by Hillier's method, creating a comprehensive comparison of historical and present-day movement patterns.

To address the question of how movement can be effectively stimulated in future scenarios, we conduct interviews and draw upon literature on active city design. The interviews are conducted with visitors, exploring factors that motivate them to move within the shopping mall and identifying functions or features that could potentially generate more movement. This qualitative data collection and analysis culminate in the development of a set of tools specifically tailored to the context of the postmodern mall.

## Literature and general practical preference

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## 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 is about sports in the post modern mall. An exercise where young heritage is being preserved instead of tore down. With multiple design interventions a masterplan will be created which will also answer the question on how movement can be stimulated in the shopping mall.

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

Especially with the growing amount of vacancy in shopping malls this research and design on the post modern shopping mall is an important issue current day. This

issue will be combined with the growing significance of an active city where physical movement is important ensure an healthy society.