

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	Rolf Oosterhuis
Student number	4397681

Studio		
Name / Theme	The Modern Mall, Adapting 20th century Heritage	
Main mentor	Meijers, Ir. W.L.E.C.	Architecture
Second mentor	Koopman, Ir. F.W.A.	Building construction
Third mentor	Spoormans, ir. L.G.K.	Research
Delegate	Cuperus, Ir. Y.J.	Delegate
Argumentation of choice of the studio	Dealing with existing buildings and structures has gained my interest during study. The studio of Heritage and Architecture focusses on the future of the modern mall. Malls are spread-out through the Netherlands and appear in different shape and sizes. Some are meant to supply a neighbourhood or parts of a city, while others are meant to attract people from all over the country. Some of them are thriving while others are struggling for their future. These last type of malls are the ones where the challenge lies. How have these malls survived over time, and how do they need to adapt to be able to live further on? This studio is meant to look into the way of how malls started and changed over time, to understand them and make them play a role for the future needs of its users.	

Graduation project	
Title of the graduation project	Reconnecting the modern mall.
Goal	
Location:	Shopping mall De Bogaard, Rijswijk
The posed problem,	De Bogaard is a shopping mall in Rijswijk which has been built in the early 1960s. After the last renovation of the late 1990s the shopping mall has been dealing with an increasing vacancy rate. The loss of the V&D was the tipping point where the mall lost on

	<p>of its anchor stores. The mall in Rijswijk started as one of the first larger malls in the Netherlands where the malls were made up from separate buildings. This mall has grown over time like most malls and thereby developed a closed off character to its surroundings. The mall has isolated itself in a way that it is no longer connected with its users.</p>
research questions and	<p>Main research question:</p> <p>“How can a 20th-century modern mall be adapted for future use, enhancing the connection between the mall and its users?”</p> <p>This leads to a set of sub-questions that needs to be explored.</p> <ul style="list-style-type: none"> - What is a 20th-century modern mall and what are its characteristics? - How can a mall be adapted, and what interventions have been done? - Who are the users of the mall? - How do interventions enhance the connection between the mall and its users?
design assignment in which these result.	<p>De Bogaard shopping mall is currently undergoing a transformation. The mall has been suffering from vacancy and lack of visitors. The design assignment this could lead to is finding a way to reconnect the mall and its users. The mall can be adapted for future use where the focus is to reconnect the building and its users. The interventions for the design will have elements that will enhance this reconnection. The design will focus on testing the theory of reconnecting a city as described by Richard Sennett in his book “Building and Dwelling; Ethics for the city”. His theory is meant to reconnect a city and its users by using 5 open forms. These open forms are focusing on different aspects that enhance the connection between a city and its users. The underlying cause of the disconnection in the first place is comparable to the situation that the malls are facing. Therefore the design will implement and test these open forms to open up the mall for its future users.</p>

[This should be formulated in such a way that the graduation project can answer these questions.

The definition of the problem has to be significant to a clearly defined area of research and design.]

Process

Method description

[A description of the methods and techniques of research and design, which are going to be utilized.]

Firstly, literature research on the typology of the mall is done to inform what defines a mall. What elements does a mall consist of, what distinctions are there to be found and are they related to certain periods of time? Books and articles about the malls will help to form a base of knowledge about the malls. Archival research, looking into old newspapers helps to sketch the context of a mall and what the public opinion about the malls were through time. The malls in the Netherlands have gone through changes and these can be found in drawings, but the newspapers help to form a context and inform about the reasoning behind the changes.

Next, case study research will help with testing the innovative way of analysing interventions. A selection of malls related to topics is picked to explore the innovative way of analysing interventions in malls. The malls that are chosen up till now are Stadshart, Amstelveen, De Bogaard, Rijswijk and the Forum Project in Rotterdam. These case studies all have interventions that can be related to one or more interventions based on the open forms. (open forms are elaborated in the next part of the graduation plan). Stadshart in Amstelveen has similar characteristic to De Bogaard project, but in the contrary, Stadshart is functioning very well. Stadshart in Amstelveen had a similar starting point and ideas but has gone through several periods of interventions already in comparison to de Bogaard. The interventions will be analysed to explore why the mall has made these changes and why in the context of Amstelveen the mall is functioning well. To structure these interventions in a way they can be used to test in the design case of De Bogaard, the interventions will be connected to a scale level. The interventions take place on different scales and therefore the layers of Brand will be used. The six layers of Brand address the lifespan and scale of different elements of a building (Brand, 1994). It also shows the different interactions between the users and the specific scale.

The result of analyzing the interventions by structuring them by their type of open form and the scale they relate to will be a scheme as shown below. This scheme will help to understand what kind of intervention happen in which scale layer. These results can then be used in the project to test different interventions and their impacts on the mall.

Selected 'S's	Site	Structure	Skin	Space plan	Stuff
Open forms					
Synchronous spaces	<div>Stadshart Amstelveen</div> <div>De Bogaard Rijswijk</div>				
Punctuated		<div>Stadshart Amstelveen</div>			
Membrane			<div>Forum Rotterdam</div>		
Shell/type form			<div>Forum Rotterdam</div>		
Seed planning					<div>De Bogaard Rijswijk</div>

Example of expected results in a scheme.

With the desing case of De Bogaard these result will be used as input for interventions that can help opening up the mall for its future users.

Literature and general practical preference

[The literature (theories or research data) and general practical experience/precedent you intend to consult.]

Important to understand which interventions have taken place in the mall, and why they happened. This goes for both the malls in general, how did they develop and change over time, what changes happen due to the context of the mall? Secondly also mall specific, what did change in a certain mall and why. what were the ideas behind these interventions and what effect did these interventions have? For this a general understanding of a mall and its characteristics is necessary. For this, the ideas of Victor Gruen, the book by Dion Kooijman, 'machine en theater, ontwerpconcept van winkelgebouwen' (Kooijman, 1999) and a document made for the Rijksdienst voor monumentenzorg, 'Winkelcentra categoriaal onderzoek wederopbouw 1940-65' (Galema, 2005) will be used. The first book covers the history of the phenomenon of shopping. How was shopping done from the beginning towards the late 90s? The book addresses different types of shops/malls. The passage, the department store, and after the second world war, the rise of the mall after the American model. The book breaks down the mall typology and elaborates on the different aspects like scale, relation inside and outside, users, and more. The second document covers the malls in the Netherlands in the period of 1940-65. This document was written for the Monumentenzorg, to understand the importance of the typology of the mall in Dutch history. How to assess this typology?

The second part of the research focuses on intervention strategies and how to analyse them. The five open forms by Sennett can be seen as places for interventions. The five open forms are: synchronous spaces, punctuation, the membrane, incomplete form and seed planning. These terms need some elaboration and will be briefly described below and how they can be used in the context of the mall.

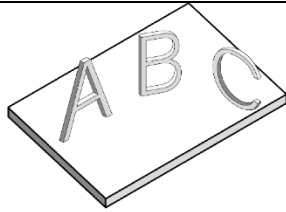
1) A synchronous space or sequential space. The first is an open space where different activities are going on at the same time, and the second is a place where only the same thing is happening. Comparable to a bazar or a stadium. A strong synchronous space is inviting to people. The space must offer people something they cannot access someplace else. The danger with this type however is that it can get confusing, with too many things happening at once. Translation to the mall; malls can have open spaces, squares between buildings that act as synchronous space if the buildings around have varying functions.

2) With punctuation there are exclamation points, semicolons and quotation marks. The exclamation point emphasises a place or building. It becomes a marker of space. The semicolon breaks up the rhythm, like crossroads. Translation to the mall; the important buildings can be the anchor stores in a mall, and semicolons can be different entrances and streets between the different building blocks of a mall, preventing moving through it. The open form is the border. The border can selectively let stuff flow through. Translation to the mall; the boundary can be the closed façade to the outside.

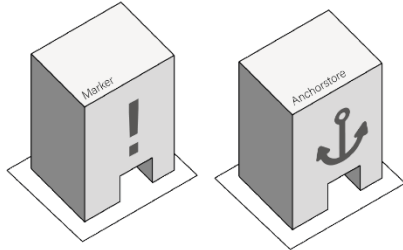
3) The membrane, porous, and the closed version is the boundary. The boundary makes up a rigid separation between two parts of the city. A wall with no openings in it is a solid structure, preventing moving through it. The open form is the border. The border can selectively let stuff flow through. Translation to the mall; the boundary can be the closed façade to the outside.

4) Incomplete form, The Shell. The shell can be seen quite literally as a structure that has yet to be filled. Translation to the mall; a structure that provides for future addition.

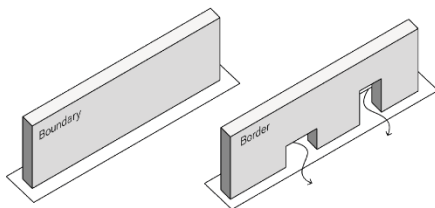
5) Seed planning. The last open form can be compared to intervening, a small input which under different circumstances will grow into something distinguished. no direct relation yet with the mall, but this will be explored and tested in the ongoing research and design.



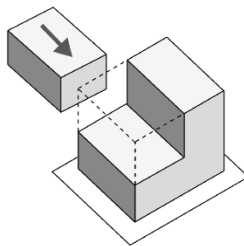
1) Synchronous spaces, multiple things happening at once, same principal for malls.



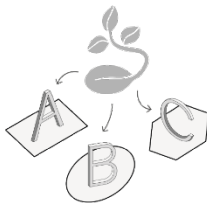
2) Punctuation, important buildings and crossroads. Malls have anchorstores and transitions between buildings.



3) Membrane, a closed boundary against an open border. Malls have closed or open facades.



4) Incomplete, buildings or spot left for completion or later infill. For malls this could result in spot for changing functions over time.



5) Seed planning, depending on the circumstances the outcome of an intervention will differ.

The illustration above shows the individual forms and how they can be used for interventions in the 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)?
2. What is the relevance of your graduation work in the larger social, professional and scientific framework.

The graduation project focuses on how to open up the mall of the Bogaard in Rijswijk. Using the theory of ways of opening up a city from Sennett, adapting it to the characteristics of a mall, an innovative way of analysing interventions and adapting a mall will lead to a redesign

of an existing mall. The topic of this Graduation studio is the future of the modern mall. How will malls be used in the future and by who? By using the theory earlier mentioned a design strategy based on keep add remove will lead to a redesign of the modern mall in the Netherlands. The focus on which elements are worth saving depending on their significance for the values of the mall will play a role in how the architecture of the redesign will take shape. Building elements from the 1960s such as concrete, bricks and steel window frames might not give the best thermal insulation, but do express the character of the building typology? Careful made decisions will play a role in how and if these elements will be a part of the redesign.

The personal graduation work focuses on using an existing theory regarding opening up a city, adapting it to make it suitable for a mall. This innovative way of opening up a mall could be of significance with the redesign of other building typologies that face similar challenges. An example for the future could be the potential redesign of ViNeX neighbourhoods in the Netherlands.

In the field of Heritage there is a tendency to look at older buildings as important because of their age, but the post-war buildings and structures might earn their place too. A large part of the post-war building stock is over 50 years old and are worth to think about regarding their contribution to the Heritage of the Netherlands. Malls are an example of a post-war typology that should not be simply regarded, but should be researched upon. How did these buildings function, how do they function now, and how can they serve a purpose for the future. Adaptability of buildings or structures is a characteristic that can make them continue through time. Malls are an example of such buildings and it's therefore important to keep these typologies in the built environment.

Appendix I: Overview of de Bogaard, Rijswijk.

De Bogaard shopping mall overview with some illustrations.





1) Entrance of the mall, Bogaardplein



2) Shops along both sides covered with canopies



3) Vacant building block, De Terp



4) Prins Johan Friso Promenade.