

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	Kotryna Chmelevskytė
Student number	5508304

Studio		
Name / Theme	Heritage & Architecture / Adapting 20 th century heritage	
Main mentor	Lidy Meijers	Design mentor
Second mentor	Frank Koopman	Building technology mentor
Third mentor	Marie-Thérèse van Thoor	Research mentor
Argumentation of choice of the studio	Architecture is a continuous process based on tradition and knowledge. Heritage manifests the values of the past, which can be lost through unreasoned design choices. Therefore, Heritage&Architecture studio's approach to values-based design provides a basis for well-grounded and high-quality design. Also, given the current environmental crisis, adaptive reuse plays a major role in sustainability, which is an important theme for me as a designer.	

Graduation project	
Title of the graduation project	Future shopping mall: alternative consumerism
Goal	
Location:	Shopping center Westermarkt, Tilburg
The posed problem,	Today the negative side of consumption is discussed more frequently in the academic field. It is acknowledged by scholars that excessive materialism and overconsumption lead to environmental and social problems [Seth et al, 2010; Blühdorn, 2017]. Many psychological studies have shown that materialism is

	<p>usually associated with dissatisfaction and anxiety (Eckersley, 2005). The core understanding of consumerism focuses on the ways in which consumption constructs identity (Stobar, 2010). Because of economic development, postmodern priorities have shifted from an emphasis on economic and physical security towards an increasing emphasis on self-expression and pleasure (Yeganeh, Marcotte, Bourdeau, 2010).</p>
research questions and	<p>The research aims at answering how consumer values of Dutch post-war shopping malls can be adapted for the post-consumer era without losing mall's heritage values, along with these sub-questions:</p> <ol style="list-style-type: none"> 1. How has the inter-relationship between consumer values and retail design influenced retail typology development in Western countries? 2. What are the common heritage values of Dutch post-war shopping mall typology? 3. How can architectural interventions influence consumerism in a Dutch post-war shopping mall?
design assignment in which these result.	<p>Find a way to combine and balance dynamic, global consumer values (Holbrook, 1999) and static, local heritage values in a re-design of a shopping mall in Tilburg.</p> <p>Create a shopping place, which would shake the consumer out of the cult of purchase, increase the public's awareness of social and ecological issues of consumerism, and encourage them to look for alternative ways to fulfill basic needs.</p>

Process

Method description

A shopping mall's role in the context of consumption is often taken as a causality. There were relatively few attempts in the academic field to analyze how retail and consumerism were related and the necessity of one for the other (Stobart, 2010). To understand the fundamental issue of consumerist space, there is a need to first research the relations between the growth of consumerism and the development of shopping malls. For this **literature analysis** is used. The literature on retail history is analyzed using Holbrook's (1999) theoretical framework of consumer values.

A case study of Westfield Mall of The Netherlands is then used to identify the consequences to the post-war shopping mall when contemporary consumer values are prioritized over post-war heritage values during the intervention.

Within the studio program essence model is used to understand the meaning of a shopping mall.

For the chosen design case historical research is performed to identify the core heritage and consumer values of Westermarkt.

Literature and general practical preference

Blühdorn, I. (2017). Post-capitalism, post-growth, post-consumerism? Eco-political hopes beyond sustainability. In *Global Discourse* (Vol. 7, Issue 1, pp. 42–61). Bristol University Press.

Chung, C. J., Inaba, J., Koolhaas, R., Leong, S. T., Cha, T., Harvard University. Graduate School of Design, & Harvard Project on the City. (2001). *Harvard Design School Guide to Shopping*. Taschen.

Eckersley, R. (2005). Is modern Western culture a health hazard? In *International Journal of Epidemiology*, 35(2), 252–258

Holbrook, M. B. (Ed.). (1999). *Consumer value*. London, England: Routledge.

Sheth, J.N., Sethia, N.K., Srinivas, S. (2010) Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science* 39 (1), 21–39.

Soper, K. (2009). Other pleasures: the attraction of Post-consumerism, *Socialist Register 2000: Necessary and Unnecessary Utopias*, 36, 115-132.

Soper, K. (2020). *Post-Growth Living: For an Alternative Hedonism*. Verso, London.

Stobart, J. (2010). A history of shopping: the missing link between retail and consumer revolutions. *Journal of Historical Research in Marketing*, 2(3), 342-349.

Thorpe, A. (2012). *Architecture & design versus consumerism*. London, England: Earthscan.

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)?

Post-war shopping malls currently face a period, where to stay relevant they must be adapted to the current consumer values. However, as consumer values are dynamic and short-lived, they usually do not correspond to the inherent values of the post-war shopping mall. This conflict of values possesses a danger to heritage values being lost during the process of renovation attempting to satisfy the contemporary consumer.

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

My graduation topic also raises a question if in the current environmental crisis context adapting post-war shopping malls to the contemporary consumer, thus further encouraging over-consumption, is morally right. I believe that as architects we must always weigh the social and environmental impact of our design choices.