

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	Polina Yudina
Student number	5081637

Studio		
Name / Theme	ExploreLab	
Main mentor	Stefano Corbo	Architecture
Second mentor	Rufus van den Ban	Architectural Engineering
Third mentor	Stavros Kousoulas	Research
Argumentation of choice of the studio	I had a personal fascination which I wanted to dedicate my graduation project for. ExploreLab provides the opportunity to research any topic of interest, which was the main reason I chose the studio. My fascination is related to understanding the role of Architecture in the realm of mass consumerism.	

Graduation project	
Title of the graduation project	Rethinking our ways of being, producing, consuming and designing.
Goal	
Location:	Newcastle upon Tyne, England
The posed problem,	Our economy is perpetuating constant growth increasing the value placed on material things. However, our current modes of consumption do not align with our objectives for preserving environment and ensuring the longevity of human existence. Architecture plays a crucial role in this development, as it facilitates, shapes and reinforces our consumer culture.
research questions and	How can Architecture enable and facilitate care-oriented consumption?
design assignment in which these result.	A building located in the city centre of Newcastle – current retail dominated core – which will stimulate a shift from excessive mass consumerism towards mindful and caring consumption. The

	building will include functions that enable recycling, upcycling, sharing, repairing and crafting, as well as spread awareness regarding responsibility for the environment among citizens.
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Process

Method description

Firstly, the range of literature is examined to explore the rise of consumer culture and retail architecture evolution. At this stage, the sources related to the history of architecture and consumer culture form the basis for the results while continuously linked to and concluded with the help of theories from philosophy and sociology. With the extensive analysis of the relationship between architecture and consumer behaviour through time, as well as insight into current trends, the second phase of the research follows. Speculation as a method is used to construct a set of scenarios, and probable futures on how our world might be look if we started to inform our consumption decisions in relation to 'care' - care for the environment, human and other than human. These deliberately utopian, extreme, or fictional scenarios act as provocations designed to stimulate discourse and prompt a profound re-evaluation of our conventional modes of being, producing, consuming, and designing. The results of speculations are further translated into design concepts and decisions.

Literature and general practical references

- Higgs, Kerryn. (2014). Collision Course: Endless Growth on a Finite Planet.
- Fairchilds, Cissie. (1993). Review: Consumption in Early Modern Europe. A Review Article. *Comparative Studies in Society and History*, Vol. 35, No. 4.
- Vernet, D. and De Wit, L. (2007) Boutiques and other retail spaces: The Architecture of Seduction. Routledge.
- Smith, D. (2012). Essays on Deleuze. In Edinburgh University Press
- Shaw, D., McMaster, R., Longo, C., & Özcaglar-Toulouse, N. (2017). Ethical qualities in consumption: Towards a theory of care. *Marketing Theory*, 17(4), 415–433. DOI: 10.1177/1470593117699662
- Giesler, M. and Veresiu, E. (2014) 'Creating the Responsible Consumer: Moralistic Governance Regimes and Consumer Subjectivity', *Journal of Consumer Research*.
- O’Gorman, J. F. (1977). Review: A History of Building Types by Nikolaus Pevsner *Journal Of The Society Of Architectural Historians*, 36(3), 199–200. <https://doi.org/10.2307/989069>
- Kärholm, M. (2012). *Retailising Space: Architecture, Retail and the Territorialisation of Public Space*. <http://ci.nii.ac.jp/ncid/BB10242765>

My graduation project explores the role of architecture in shaping our lifestyle, habits and values. The topic of consumerism is relevant on a global scale within various fields, including economic, social and cultural realms. I recognize responsibility that an architect has - responsibility towards environment, nature and others. Finding myself at the time of climate emergency, I seek ways to contribute to a positive change. My research is a speculation through time by a person who finds herself in this consumerist reality of today, who both benefits and suffers from it, who seeks ways to respond and be responsible, but also a person who seeks her role in all of this within the field of architecture. With my architectural design I hope to integrate my research findings and develop ways to designing architecture, that facilitates care-based consumption and invites users to take responsibility for their own consumer behavior. My graduation project is relevant within social, professional and scientific frameworks, inviting individuals and architects to take a proactive role in repairing the world.