

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	Jelmer Eising
Student number	526583

Studio		
Name / Theme	The Modern Mall	
Main mentor	L. Meijers	Heritage & Architecture: Design
Second mentor	F. Marulo	Heritage & Architecture: Research
Third mentor	A. Meijer	Heritage & Architecture: Building technology
Argumentation of choice of the studio	<p>As over the past century we polluted the world it is time that we look at what is already there and re-use it.</p> <p>In the heritage studio one looks at how this can be achieved. Not only the tangible, but also the intangible is included in our structured assessment of heritage values. In practice, this is something that is missing.</p> <p>When looking at the ICOMOS (2019) sustainability goals there is a huge opportunity of the way heritage is asset following the 11th goal, sustainable cities and communities.</p>	



Graduation project	
Title of the graduation project	Revitalizing In the Bogaard through local perspectives.
Goal	
Location:	Prins Willem Alexander Promenade 20, 2284 BK Rijswijk. (see image 1)
The posed problem,	The modern malls in the Randstad are pressured into redevelopment. The shopping centers built in 1940-1965 are often hardly recognizable, due to the speed at which commercial attitudes change. Retail is forced to keep up with the times, and its buildings and centers change

	<p>regularly. Therefore, the building type evades traditional monument conservation. This is despite forming an essential part of neighborhoods for their socio-economic value. As heritage experts aren't making a clear frame of what part of malls can potentially be called heritage the research will look at if and who the 'insider stakeholders' are and how they value the spatial attributes of a changed 20th-century shopping mall.</p> <p>The mall looked at is In de Bogaard (image 2, 3 and 4). Located in Rijswijk, it is assumably the first of its kind in the Netherlands (impression in image 2). Despite this historical importance it is not considered heritage by the Cultural Heritage Agency (RCE).</p>
Research questions and	<p>In what way do insider stakeholder value the spatial attributes of a changed 20th-century shopping mall?</p> <ol style="list-style-type: none"> 1) Who are the insider stakeholders of The Bogaard? 2) How did spatial attributes of The Bogaard as a 20th-century shopping mall change over the years? 3) How do insider stakeholders value the present-day spatial attributes of The Bogaard? 4) How do insider stakeholders value past spatial attributes of The Bogaard?
design assignment in which these result.	A redevelopment design proposal of the Bogaard shopping mall that takes the spatial values of insider stakeholders into account.

Process

Method description

The graduation is contrived of research and design. For the research the goal is to create an integral picture from the perspective of the insiders. To achieve this, the research focuses on gathering qualitative data, using four methods; Literature, interviews, comparative analysis (with data from the archives) and lastly, the value assessment. This will answer the basic questions of who, what and why.

The design process answers the remaining questions of where, when and how. As currently the research results shows that insiders value certain aspects of the past and present mall. These values are not represented in the current program and design of the Bogaard mall, so through modeling, drawing, and other design methods an answer will be given of how the modern mall should function in contemporary society.

Literature and general practical preference

The following theories will be discussed during the P2.

- 1) Howard, P. (2003). Heritage: Management, Interpretation, Identity. Leicester University Press.
- 2) Pereira Roders, A. R., Tarrafa Silva, A., De Andrade, B., & Foroughi, M. (2022, October 11). Values and Attributes workshop (coding and matrix examples) [Slide show]. MSc3 Heritage and Architecture Lab studio Delft, Netherlands. <https://brightspace.tudelft.nl/d2l/le/content/503096/viewContent/3085952/View>.
- 3) Veldpaus, L. (2015). Historic Urban Landscapes: Framing the Integration of Urban and Heritage Planning in Multilevel Governance.



Asset	Building element	Parts of buildings e.g. detail, parcel, facade, roof, material, or colours
	Building	Entire buildings
	Urban element	Man made elements in the urban landscape e.g. a square, bridge, street furniture, quay side, or public art.
	Natural element	Natural (or designed) green elements, flora or fauna, water elements, etc.
Area	Ensemble	A group of buildings or specific urban ensemble or configuration.
	Context or setting	The buildings or elements surrounding, supporting, contextualising the actual heritage.
	Area	A district in a wider (urban) landscape, a specific combination of cultural and or natural elements, e.g. a neighbourhood, urban fragment, urban structure, townscape, route or park.
Landscape	(Result of urban or natural) layering	A landscape illustrative of the evolution or development of human society and settlement over time, a diversity of manifestations of the interaction between humankind and its natural environment.
	Everything, based on level of significance	Every part of the (urban landscape) is considered to be of value, the attributes get a level of significance.

(left to right) Howard (2003), Pereira Roders (2022) and Veldpaus (2015).

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)?

This has been explored in the description, prior in the graduation plan.

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

The social relevance of the research relates to contemporary problems, as other regional malls could be reassessed and re-developed to stay relevant using a similar framework. It determines how tangible and intangible aspects of spatial attributes are valued by insider stakeholders and be used as a potential catalyst for creative and sustainable transformation to remain relevant and be a part of evolving heritage.

Other fields of study have been done about the social role of the mall for its community (Feinberg et al., 1989), customer experience (Gilboa & Vilnai-Yavetz, 2013), and how habits are used in decision-making (Howell & Rogers, 1981; Bloch et al., 1994). Recent trends in retail show that there is a shift in the Dutch retail landscape from a monoculture to a human scale (Stec groep, 2022). The use of

observations, and/or data analysis to establish what activities are valuable for the consumer. Gilboa & Vilnai-Yavetz (2013) uses interviews to determine customer experience. The research will look at the value of the experience of the spatial attributes from different insider stakeholders, thereby it will offer new insights concerning 20th-century heritage.



Image 1: Site plan of the In the Bogaard mall

Image 2:

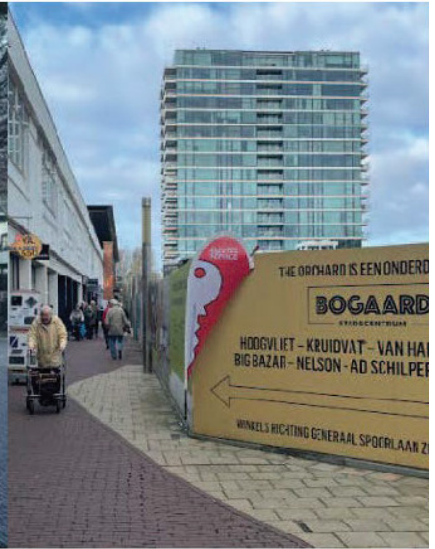
Prins Johan Friso Promenade



1963-1969



1970-1979



2010-2022

Image 3:

Steenvoordelaan



1963-1969



1980-1989



2010-2022

Image 4:

Prins Constantijn Promenade N,Z



1970-1979



2010-2022