

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences

Graduation Plan: All tracks

Submit your Graduation Plan to the Board of Examiners (Examenscommissie-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	Pelagia Spyridonidou	
Student number	5612837	
Studio		
Name / Theme	Adapting 20 th Century Heritage: The modern mall/ Heritage & Architecture	
Main mentor	Uta Pottgiesser	Heritage and Technology - Design
Second mentor	Lidwine Spoormans	Heritage and Design - Research
Third mentor	Frank Koopman	Heritage and Technology- Building Technology
Argumentation of choice of the studio	<p>The choice of a Heritage & Architecture graduation studio can be seen as the continuation of my course in the Heritage & Architecture domain during MSc1 & 2, where not only will I be able to apply the knowledge and experience already gained, but also proceed in exploring and researching more aspects in heritage-related issues.</p> <p>During the last few decades, there has been a shift in the heritage sector; the legacy of the Modern Movement is getting more and more attention regarding its reuse, re-interpretation, and re-integration in the current context. The challenges but also the inherent potential that modern heritage holds when it comes to its adaptive reuse caught my attention. That is the reason why the Graduation Studio "Adapting 20th century heritage: The shopping mall" would be a good fit for furthering my knowledge on a rather topical issue; given that more and more post-war buildings will face the dilemma of demolition or adaptive reuse in the coming years.</p> <p>The Dutch post-war shopping mall emerged as an urban element in a transitional era when the architectural community was in search of the heart of the city. Therefore, it was designed to be interwoven and connected to the existing urban environment, forming a finely meshed urban structure; characteristics that have been lost throughout the years.</p>	

	<p>In this context, the readjustment of these large-scale cores to the human scale and their reconnection to the city itself, the network of public spaces and the surrounding neighborhoods could transform them into an integral component of the city, leading not only to social but also economic, and cultural sustainability of the broader area.</p> <p>To conclude, my motivation for this graduation studio mainly lies in the exploration of the new role that shopping malls could adopt in an ever-changing context as condensers of public life, its diverse aspects, and groups, as hubs for social interaction and as cores of community life.</p>
--	--

Graduation project	
Title of the graduation project	The shopping mall as an urban catalyst: Re-establishing Leyweg Winkelcentrum as a mixed-use complex.
Goal	
Location:	<p>Leyweg Winkelcentrum, Den Haag, The Netherlands</p> 
<p><i>Figure 1 Winkelcentrum Leyweg, Den Haag. Aerial view. (Google Earth, 2023)</i></p>	
The posed problem,	<p>Shopping is continually being reinvented and reshaped as a response to the shifts in cultural tastes and the changes in social and urban patterns, therefore shopping malls cannot be regarded as static urban structures but instead as dynamic systems, always interconnected with the concept of urbanity (McMorrough, 2001), in need of constant renewal, if they are to remain active.</p> <p>Nowadays, another transition in the aforementioned</p>

	<p>patterns is being experienced; the growing tendency of e-commerce, rapidly developed due to the pandemic, the subsequent shift in the retail spatial requirements, and the vacancy rates demand the reinterpretation and the redefinition of the shopping mall so as to be integrated anew in the current context (CBRE, 2022). In addition, especially in the post-covid era, the transition from merely retail functions to mixed-use developments, where the goal is not only to shop but also to create a connection to the city is stressed as a necessity for the future survival of shopping centers (Finn, J.F., 2021). Therefore, a shift towards a reinterpretation of the shopping mall as an urban center can be noticed (CBRE, 2022).</p> <p>At the same time, on a larger scale, the urge for urban resilience, in the sense of the capacity of the city to adapt and grow over the challenges it may face while maintaining continuity is an approach that gains more and more ground leading toward the concept of the flexible city. Hence, adaptability and continuity in the urban environment are rendered core notions for future development and resilience (Godwin, 2021).</p> <p>In this context, the Dutch shopping mall regarded as a principal urban structure of the post-war era can serve both as an anchor bearing values of the era that it was built, while offering the opportunity to be reinterpreted and adapted not only to today's but also to future conditions.</p> <p>Having as starting point the adaptability of the Dutch post-war shopping mall on the building scale, the concept of adaptability on the urban scale is attempted to be explored while researching the possibilities that the spatial form of the shopping mall as an urban structure offers for accommodating change while ensuring continuity.</p>
research questions and	<p>In order to address both the research on the role of the Dutch post-war shopping center as an urban core and the notion of adaptability, the main research question can be formulated as follows:</p> <p><i>-How can heritage values and attributes related to the adaptability of the Dutch post-war shopping mall as an urban structure be employed in potential redesign strategies so as to ensure urban resilience?</i></p> <p>For this question to be fully explored a set of sub-</p>

	<p>questions has been defined in order to structure and organize the steps needed for the research to be complete:</p> <p><i>-How can adaptability be spatially defined on the urban scale?</i></p> <p><i>-What are the spatial attributes of the post-war shopping mall related to adaptability and what are the heritage values embedded in them?</i></p> <p><i>-How have different intervention strategies affected the ability of the Dutch post-war shopping mall to accommodate change?</i></p> <p>The research cases selected to be studied are Lijnbaan and Leyweg Winkelcentrum; built at around the same time as part of a reconstruction and an expansion urban plan respectively. Through comparative analysis, the impact of the different intervention strategies on the adaptability and the identity of the two shopping centers can be revealed, indicating Leyweg Winkelcentrum as the redesign case selected for the graduation studio.</p>
design assignment in which these result.	<p>Leyweg Winkelcentrum was initially conceived as a watershed of public life, where community life, commercial spaces, and education would meet. However, in its current condition it mostly accommodates housing and commercial spaces and has lost its communal character.</p>  <p>Figure 2 Leyweg Winkelcentrum, 1964. (Foto Haags Gemeentearchief)</p>



Figure 3 Leyweg Winkelcentrum, 2020. (Foto Haags Gemeentearchief).

The design assignment is placed in the context of the Hague joining the 100 RCN (global Resilient Cities Network) and starts from the results of the research, so as to improve the four spatial parameters (excess capacity, networks of communications and transportation, repetitive use of elements and, finally, reduction of interference between temporary and permanent structures) related to urban adaptability as defined in the research.

At first, an urban proposal for the whole area of the Leyweg Winkelcentrum incorporating the “design principles” that derived from the research will be developed. Throughout the design, research complements the process. The shopping center is attempted to be reinstated as a mixed-use complex where functions such as collaborative housing, workshops, and spaces for craftsmanship and event spaces coexist with commercial spaces. The chosen program resulted from the social and demographic analysis of the region, which has high levels of segregation and low levels of education. Introducing workshops and craft centers that offer educational and professional opportunities in the region can motivate young people to find a professional orientation and achieve a higher degree of integration.

Spatially, the main axis and the connections of the shopping center with the adjacent urban area are reinstated, while flexible structures are added so as to accommodate various functions. The whole complex is organized as a sequence of public spaces, unified through

	<p>an urban canopy while the two entrances of the complex constitute the anchor points that initiate the movement in between. In addition to the spatial flexibility, the aim of the project is to explore ways of time and user flexibility so as to ensure the role of the new mixed-use complex as an active urban core not only for the locals but for the broader area.</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

The graduation studio consists of two distinct parts that are entangled and complement each other: research and design.

As far as the research approach and process is concerned, it can be divided into collective and individual research; focusing on redesign strategies applied to refurbished Dutch post-war shopping malls and on the shopping malls' spatial attributes related to urban adaptability respectively.

Regarding the group research, firstly, a literature review of existing redesign strategies and theories is done by groups of students so as to establish a solid theoretical basis. The second phase is the individual visit and group documentation of refurbished shopping malls in the Netherlands and the systematic research and presentation of these cases (research cases), so as to create a common basis of information that students can use for the purposes of their individual research. Model making was also used as part of the process towards understanding the essence of the mall.

The individual research part of the present graduation project focuses on the Dutch post-war shopping mall's spatial attributes and the embedded in them values. The definition of the spatial elements that may ensure the continuity and future change of such a consistent urban structure will contribute towards reinstating it as "the heart of the city".

For the conduction of the individual research, methods such as **literature research, theory review, historical and contextual analyses** of the selected research cases (Lijnbaan and Leyweg), **comparative analysis, chronomapping, value and impact assessment** have been employed. More specifically, the data needed for the abovementioned research include old and current photos, drawings of the original and current state, maps of the adjacent urban development and were obtained through archives, municipality documents, architects' archives, site visits,

heritage status, books, journals, and papers, but also through the use of databanks such as GIS and relevant websites.

The results from the research provide the starting points for the design. The problematic areas detected during the research phase indicate the course of the design. In addition, the redesign strategies that proved to be successful in the research cases will be reinterpreted in the context of the redesign case and incorporated into the proposal.

For the documentation of the redesign case (Leyweg Winkelcentrum) and the configuration of the design proposal the following methods are employed:

- **Archival research**, so as to ensure drawings, photos, and newspaper articles from all the different construction phases.
- **Literature review**, so as to fully understand the scope of the 1950's expansion plan that included Leyweg, but also the vision for its redevelopment.
- **Site visits & photography**: in order to understand the dynamics of this urban structure multiple visits on site were necessary and the documentation of each distinct part through photography contributed towards its understanding.
- **Analytical drawing**: all collected information were interpreted through diagrams and drawings in order to support the design proposal.
- **Case studies**: the selection of relevant case studies where housing, working, commercial and cultural functions are combined towards a more resilient urban model. The research on alternative and flexible urban structures may also contribute to the final design proposal.

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

Literature and general practical preference

Literature

Anandam, A. (2006). *Flexible Urbanism*. (Master Thesis). MIT, Cambridge.

Bergevoet, T., & Tuijl, M. (2016). *The Flexible City: Sustainable Solutions for a Europe in Transition*. nai010 publishers.

Chung, C. J., Inaba, J., Koolhaas, R., Leong, S. T., Cha, T.-wook, Harvard University. Graduate School of Design, & Harvard Project on the City. (2001). *Harvard design school guide to shopping* (Ser. Project on the city, 2). Taschen.

CBRE Investment Management. (2022). *Retail Transformation in the Netherlands*. Retrieved from <https://www.cbreim.com/insights/reports/retail-transformation-in-the-netherlands>. Last accessed 02/11/2022.

Finn, J.F. (2021). *Trends Shaping the Future of Mixed Use and Retail Centers*. Gensler. Retrieved from <https://www.gensler.com/blog/trends-shaping-the-future-of-mixed-use-and-retail-centers>. Last accessed 02/11/2022.

Galena, W., & van Hoogstraten, D. (2005). *Winkelcentra: Categorial onderzoek wederopbouw 1940-1965*. Rijksdienst voor het Cultureel Erfgoed.

Gemeente Den Haag. (n.d.). *Morgenstond bestemmingsplan*. Retrieved from https://www.planviewer.nl/imro/files/NL.IMRO.0518.BP0265BMorgenstnd-20CO/t_NL.IMRO.0518.BP0265BMorgenstnd-20CO.html#begin. Last accessed 15/01/2023.

Godwin, L. (2021). *The Flexible City*. Multiple Cities. Retrieved from <https://www.multiplecities.org/home/2017/12/30/the-flexible-city>. Last accessed 02/11/2022.

Gosseye, J., & Avermaete, T. (Eds.). (2017). *Shopping towns Europe: commercial collectivity and the architecture of the shopping centre, 1945-1975*. Bloomsbury Academic, an imprint of Bloomsbury Publishing Plc.

ICOMOS. (2011). *Guidance on Heritage Impact Assessments for Cultural World Heritage Properties*. ICOMOS.

Lynch, K. (1981). *A theory of good city form*. MIT Press.

Maitland, B. (1985). *Shopping malls: planning and design*. Construction Press.

Per, A. F., Mozas, J., A+T research group, Ollero, A., & A+T research group. (2013). *10 Stories of Collective Housing: Graphical Analysis of Inspiring Masterpieces*. Macmillan Publishers.

Pereira Roders, A. (2007). *Re-architecture: lifespan rehabilitation of built heritage*. (PhD). Technische Universiteit Eindhoven, Eindhoven

Rao, F. (2020). Shopping center morphologies in transition: towards a morphological typology of retail synergies. *URBAN DESIGN International*, 25(4), 310-327. <https://doi.org/10.1057/s41289-020-00114-w>

Sim, D., & Gehl, J. (2019). *Soft City: Building Density for Everyday Life*. Island Press.

Tarrafá Silva, A. & Pereira Roders, A. (2011). *Cultural Heritage Management and Heritage (Impact) Assessments*.

Valentijn, D. (Ed.) (2002). *De Wederopbouw. Haagse gids voor architectuur en stedenbouw in de periode 1945-1965*. De Nieuwe Haagse.

Veldpaus, L. (2015). *Historic Urban Landscapes: Framing the integration of urban and heritage planning in multilevel governance* [Dissertatie 1 (Onderzoek TU/e / Promotie TU/e), Built Environment]. Technische Universiteit Eindhoven.

Practical preference

Frizz23 – Deadline (Berlin, 2018)

Frizz23 is Germany's first Baugruppe cooperative for cultural commercial space. The building accommodates a mix of workshops for arts, education and creative industries. In addition, housing units and hotel rooms are incorporated so as to support the whole gesture. 32 small companies and non-profits threatened by Berlin's gentrification joined to secure their workspaces. Frizz23 was a finalist for the EUmiesaward 2022.

Skill City – Echo Urban Design (Rotterdam, 2021)

In this case, a former port workshop transforms into a vibrant neighbourhood. The aim of the project is to provide affordable housing and workspaces. The program consists of 330 housing units, 6600m² maker space, 700m² community space (social) and 2500m² mobility hub. As MONK architects (2021) state "while we 'mix' our cities for the highly educated and office jobs, the knife cuts both ways for the lower educated". The project was developed under the scope of making the city an emancipation machine by adding an urban complex that functions as an ecosystem based on four pillars: affordable housing, room for craftsmanship, company training and incentives and support. The use of flexible structures on the ground floor contributes to the creation of a place where people can work, make, experiment and live.

Watershed – Wolff Architects (Cape Town)

A former industrial warehouse is being reinvented as a shopping street, a business incubator and an educational center. The architects implemented a street as the main organizing element that connects the existing built fabric and urban network and the isolated port area. A market, an exhibition venue, some rentable office spaces and green spaces were added to the program. According to Wolff Architects "it is fundamental, in the context of unjustifiable inequality in South Africa, that big business should establish themselves in the city in a manner that sets up opportunity or benefits for smaller businesses". The Watershed project provides a response to this necessity.

Werkspoor Factory – Zecc Architects (Utrecht, 2019)

A former industrial warehouse is transformed into a new urban catalyst for the broader area. Werkspoor Factory houses a range of businesses from creative independent entrepreneurs to the large beer brewery De Leckere. The different businesses form a community in the creative sector and the manufacturing industry. Hospitality is, also, available, as well as event spaces to accommodate meetings of various businesses focusing on the learning process of manufacturing.

Theaterplein – Bernando Secchi & Paola Vigano (Antwerp, 2009)

In this case, the architects through the addition of an immense canopy create an "urban outdoor stage" that can be appropriated through a variety of activities by the users themselves. The canopy is supported by slim steel columns, incorporating lights and raining water while elements such as stairs and benches define the borders of the intervention.

Vila Nova de Famalicão Municipal Market rehabilitation project – Rui Mendes Ribeiro (Portugal, 2021)

The addition of a new metallic structure that connects the existing buildings guarantees the ability of the market to meet the needs of the permanent and cyclical market while allowing the opening of a new urban front towards the surroundings.

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

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)?

My graduation topic has as a starting point the notion of adaptability –a core notion when it comes to dealing with heritage– researched on the urban scale since the Dutch post-war shopping malls constitute urban structures rather than single buildings. The Dutch post-war shopping mall, as a remnant of the 20th century,

through my design proposal will be attempted to be re-established as “the heart for the city”, a meeting point for the community, a creators’ hub that accelerates the process of integration of different social groups. The approach of the studio and the research by design and design by research offers the opportunity to experiment with different means and tools for the formation of the design proposal on different scales, each time taking into consideration different parameters and therefore, understanding the multiplicity of the architect’s role.

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

A shift regarding the Dutch retail network toward the redesign of existing retail floor space can be noticed since 2008 (IVBN, 2016). This shift in combination with the demand for new multi-purpose urban centers and the changes in consumerism habits and patterns, have rendered the Dutch shopping center an urban asset for redevelopment.

At the same time, the gradual acknowledgment of post-war architecture and its embedded values is a recurring reality that is expected to grow further in academic and professional circles. More specifically, shopping and its spatial manifestation during the post-war era in the Netherlands is a field that has started to be explored as proven by the Rijksdienst voor het Cultureel Erfgoed’s publication (2005) and offers multiple directions and opportunities for research and reinterpretation.

Following this gradual shift of interest in both societal and academic terms, my graduation project focuses on the exploration of possible ways of adaptation of the Dutch post-war shopping mall in order to reinstate it as the “heart” of the city both for the present and the future.

“The shopping mall as an urban catalyst” aims to create a mixed-use complex that repositions the role of craftsmanship and workshops in the center of the urban areas while offering affordable housing and community spaces for social groups that have not yet been fully integrated. In the urban proposal, the majority of the buildings are preserved and certain characteristics of the former spatial structure of the post-war shopping mall are brought back so as to ensure continuity in the built environment, providing an example of how decaying shopping malls can be reactivated, integrating sustainable practices that will allow them to serve successfully future generations.