

## Reflection P4

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This research on the accommodation of the creative industry in vacant offices has led to a strategy that gives an advice on how to attract and retain the creative industry. The final product is a result of literature research and case studies on previous developed projects. Looking back on this research, this section gives a final comment on the graduation process, the research methodology and the result.

Starting this graduation project, the choice for redevelopment and office vacancy was quickly made. However, transformation into housing is already researched many times, so I wanted to find another solution for vacancy. During my minor I did an internship at a company that was part of the redevelopment of the Schieblock, and at that time my interest in redevelopment and the creative industry started. For this reason, and the fact that there are many examples of buildings adapted for the creative industry, but only with limited research into their user preferences, the creative industry was chosen as target group for office adaptation. In the beginning of the research two orientating interviews were held. Both showed that with developing for the creative industry the focus lies way more on the management of these businesses than on the building itself. After these interviews I started focussing more on the aspect of community management. After the P2 presentation many interviews were conducted with different actors of the different cases. From the orientating interviews I learned that it is important to structure the interviews for more clarity and to compare the interviews more easily. Setting up the interviews took much more time than expected, and since the interviews are one of the most important parts of the research and I did not want to rush anything, I decided to postpone my P3 presentation a quarter. Another aspect I struggled with was the definition of my final product, the strategy. If the definition of the strategy had been determined earlier, the research could have been more structured and important decisions could have been made sooner.

According to the practice validation (appendix 4), the strategy, and in particular the property characteristics, describe the perfect situation that meets the preferences of the creative industry, but probably also those of the more corporate businesses. The creative industry is known for their accommodation in more downgraded areas and in more deteriorated buildings. With the presence and initiatives of the creatives, many of these locations turn into urban hot spots, which is also clearly evident in the selected cases. The question that can be asked here, is whether the strategy does not pursue a *too* perfect situation and that the focus should be more on a situation that can be improved. The advice on the community preferences was the hardest part to formulate. The literature on the creative industry, but especially the case studies, show that this should be the most important part of the strategy, but because all these topics are broadly interpretable and hard to quantify it is difficult to formulate them in such a way that they can be understood immediately and thus easy to implement. My advice for further investigation is therefore to investigate these topics and preferences more thoroughly and make them measurable.

This research tried to design one strategy that is applicable for every case. The user preferences are researched on different scale levels and translated into a strategy. The challenge then lies in the consistent implementation of the management to create a well-functioning community. Following the strategy mainly leads to the creation of the community and an advice for the management. The responsibility for the successful maintenance, however, lies with the community itself.