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:

<table>
<thead>
<tr>
<th>Personal information</th>
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<tbody>
<tr>
<td>Name</td>
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<td>Student number</td>
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<td>Telephone number</td>
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<td>Private e-mail address</td>
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<th>Studio</th>
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<tr>
<td>Name / Theme</td>
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<td>Teachers / tutors</td>
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<td>Argumentation of choice of the studio</td>
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<th>Graduation project</th>
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<th>Goal</th>
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<td>The posed problem,</td>
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<td>research questions and</td>
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design assignment in which these result.
Creating a new commercial typology that answers to future shopping culture and new commercial trends.

**Process**

**Method description**

- **Hard data**: The analysis and collection of base data of the site, which in our case is Schiphol Airport. This is done collectively with the group and provides us with a thorough understanding of the site and its contexts. This information is gathered in a group site research book, the topics that were analysed were: Site Demographics, Landscape, Roads, Ground Transport, Air Transport, Ownership, History, Land-use, Amenities, Future Developments, Parking and Offices.

- **Soft data**: Analysis of a subjective topic based on personal interests concerning the site and the findings of the Hard Data analysis. Here I focussed on Schiphol’s commercial character, its development over time and the current situation and the engagement of consumers. Other topics that were investigated were circularity, connectivity, exclusiveness, temporary housing, businesses, public space, amenities and transportation. All these topics have been gathered within the group research book as well.

- **Typological research**: the analysis of typologies closely related or similar to the ultimate design assignment which in my case are commercial typologies such as the shopping mall, the shopping centre and the shopping arcade. By analysing these precedents a clear vision is developed on what these typologies provide to consumers, their program and their layouts.

- **Literature Studies and Academic Writing**
The graduation studio is accompanied by research and writing assignments. Seminars on Mobility and Research Methods. Within Seminars on Mobility a topic is researching focussing on future Mobility and then developed into a magazine style paper, the findings in the seminars in turn are used to develop the group strategy further. Within Research Methods you are provided with a toolset and the theoretical knowledge by which to reflect upon you’re the method by which you design.

**Literature and general practical preference**
Reflection

Relevance
From the early 18th century shopping has become a leisure activity and with the growth of consumerism several new typologies have been introduced into the urban fabric, such as the passage, the department store, the suburban mall and it’s integration within our transportation hubs. Shopping is continually being reinvented, reformulated and reshaped to keep up with the most subtle changes in society. Shopping culture and behavior is rapidly changing though, with the arrival of the internet the convenience of large scale shopping typologies has shifted over and the sales of products is moving away from physical retail. Furthermore newer generations are more interested in experiences rather than products. Retail Shops are reinventing themselves to fit with the new demands, but larger scale shopping centers are not. Time for a new typology!

Time planning

Week 01: Project Kick Off
Week 02: Building Models, Mapping Sites
Week 03: Finalizing Model, Developing site Atlas
Week 04: Site Impressions, Initial Suspicions
Week 05: P0.5 Informal Presentation
Week 06 Site Research, Book and
Week 07: Field Trip
Week 08: Further Site Research, search for personal topic, future site developments research
Week 09: Developing Thesis Topic and research question, modeling future developments
Week 10: P1.0 Official Presentation
Week 11: Choice of site typology, analyse, draw, map building
Week 12: Develop own program, determine program/usage/purpose of the project
Week 13: Research Program, functional aspects, spatial requirements
Week 14: Analys Site in Depth, Determine Urban Rules and work on preliminary massing
Week 15: P1.5 Informal Presentation
Week 16: Analyze Chosen Building in Detail, develop spatial aspects of the ambition further
Week 17: develop design brief further
Week 18: finalize first part of thesis and develop P2 presentation
Week 19: Official P2

Summer Holiday

Week 20: Kickoff, Msc3 Reflection, discussing first ideas
Week 21: Investigating Concepts and other spatial ideas
Week 22: Development of Concept in relation to program and research
Week 23: Development of Concept in relation to massing and urban group strategy
Week 24: P2.5 Informal Presentation – Concept Design
Week 25: Developing Program Circulation and functional aspects
Week 26 Developing Plans & Sections
Week 27: Developing Façade and Material Usage
Week 28: Developing Site and relation to other projects on site
Week 29: P3. Formal Presentation – Preliminary Design
Week 30: Developing Structural Aspects of the Project
Week 31: Developing Materials and Details
Week 32: Developing Design and Drawings
Week 33: Final Revisions P4
Week 34: P4 Formal Presentation
Week 35: Making Decisions and strategy for physical model
Week 36: Developing Model(s)
Week 37: Focussing on Visualisations and Graphics
Week 38: Focussing on Presentation
Week 39: P5 Final Presentation