Living in imaginary places: on the creation and consumption of themed residential architecture
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Appendix A

Respondents: Building professionals

At the very beginning of the research I held interviews with a number of building professionals in order to explore the research field of theming and, more specifically, of theming practice. I therefore conducted interviews with architects who had designed for particular target groups like Chinese or elderly Turkish people. I wanted to find out how they dealt with the artistic expression of culture in architecture. Moreover, property developers and housing association employees gave me an insight into the way they envisage and predict residential needs and desires of certain lifestyle groups.

<table>
<thead>
<tr>
<th>IN-DEPTH INTERVIEWS TO EXPLORE THEMING PRACTICE</th>
<th>NAME OF THEMED HOUSING SCHEME</th>
</tr>
</thead>
<tbody>
<tr>
<td>property developer</td>
<td>diverse (themed) housing schemes</td>
</tr>
<tr>
<td>2 architects</td>
<td>De Orient</td>
</tr>
<tr>
<td>urban planner of city The Hague</td>
<td>De Orient</td>
</tr>
<tr>
<td>first architect of Le Medi</td>
<td>Le Medi</td>
</tr>
<tr>
<td>architect</td>
<td>Batavia Stad</td>
</tr>
<tr>
<td>2 employees of housing corporation</td>
<td>Multicultural housing for Turkish/Chinese groups</td>
</tr>
<tr>
<td>architect</td>
<td>Multicultural housing in Amsterdam Southeast: Mi akoma di color</td>
</tr>
<tr>
<td>property developer</td>
<td>Helmond Brandevoort</td>
</tr>
<tr>
<td>urban planner city of Helmond</td>
<td>Helmond Brandevoort</td>
</tr>
<tr>
<td>elected official at the city of Helmond (wethouder)</td>
<td>Helmond Brandevoort</td>
</tr>
<tr>
<td>marketing manager</td>
<td>Helmond Brandevoort</td>
</tr>
<tr>
<td>sale manager</td>
<td>Helmond Brandevoort</td>
</tr>
<tr>
<td>3 architects who designed part of De Veste</td>
<td>Helmond Brandevoort</td>
</tr>
<tr>
<td>property developer</td>
<td>Noorderhof</td>
</tr>
<tr>
<td>landscape planner</td>
<td>Noorderhof</td>
</tr>
<tr>
<td>4 civil servants who were concerned with Noorderhof</td>
<td>Noorderhof</td>
</tr>
<tr>
<td>elected official at the former city district Geuzenveld-Slotermeer</td>
<td>Noorderhof</td>
</tr>
<tr>
<td>2 architects who designed part of Noorderhof</td>
<td>Noorderhof</td>
</tr>
<tr>
<td>property developer</td>
<td>Le Medi</td>
</tr>
<tr>
<td>urban planner city of Rotterdam</td>
<td>Le Medi</td>
</tr>
<tr>
<td>3 employees of housing corporation who were concerned within planning process</td>
<td>Le Medi</td>
</tr>
<tr>
<td>3 architects who worked on the design</td>
<td>Le Medi</td>
</tr>
<tr>
<td>marketing agent</td>
<td>Le Medi</td>
</tr>
<tr>
<td>Initiator of the project and proponent for multicultural housing</td>
<td>Le Medi</td>
</tr>
</tbody>
</table>

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Appendix B

Respondents: Residents and home buyers

The research sample comprised 10 households in Noorderhof, 15 in the neighbourhood’s centre De Veste and 15 households (home buyers) in Le Medi, with 57 respondents in total. With all of them, I held face-to-face in-depth interviews of approximately 90 minutes. All interviews were tape recorded and fully transcribed.

<table>
<thead>
<tr>
<th>TABLE 5</th>
<th>Educational level of the interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NOORDERHOF (AMSTERDAM)</td>
</tr>
<tr>
<td>Non-college graduates [(general) secondary vocational education]</td>
<td>1</td>
</tr>
<tr>
<td>College or university graduates [higher vocational or further education]</td>
<td>10</td>
</tr>
<tr>
<td>Total no. interviewees</td>
<td>11</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE 6</th>
<th>Occupations of the residents (at the time the interviews took place 2007/2008)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NOORDERHOF (AMSTERDAM)</td>
</tr>
<tr>
<td>Doctor or academic researcher</td>
<td>1</td>
</tr>
<tr>
<td>Manager</td>
<td>2</td>
</tr>
<tr>
<td>Architect or urban planner</td>
<td>-</td>
</tr>
<tr>
<td>Teacher or other educational work, cultural work, human resources</td>
<td>2</td>
</tr>
<tr>
<td>Journalist</td>
<td>1</td>
</tr>
<tr>
<td>Police officer</td>
<td>-</td>
</tr>
<tr>
<td>Office or bank employees (secretary, administrative work, accountant, IT-administration, employee chemical industry, etc.)</td>
<td>4</td>
</tr>
<tr>
<td>Nurse</td>
<td>1</td>
</tr>
<tr>
<td>Cook</td>
<td>-</td>
</tr>
<tr>
<td>Shop assistant</td>
<td>-</td>
</tr>
<tr>
<td>Metalworker</td>
<td>-</td>
</tr>
<tr>
<td>Housewife</td>
<td>-</td>
</tr>
<tr>
<td>Total no. interviewees</td>
<td>11</td>
</tr>
</tbody>
</table>
Appendix C

Topic list interview with home buyers in Le Medi

This is a translation of the topic list used to conduct the semi-structured, face-to-face interviews with the home buyers of Le Medi. All interviews took place at their former homes. At the time of the interview, they are awaiting the move-in to their home in Le Medi. I left as much time as possible to keep on asking follow-up questions on issues the interviewees themselves came out with. During the interview a street plan of Rotterdam, a plan of Le Medi, the sales brochure and the house plan of the plot were used to gather additional information. I made notes of (the kind of) interior of their homes. On average the interviews took 90 minutes, were tape recorded and fully transcribed.

**Part A. Residential history**
- Place of childhood and housing type then
- First autonomous home and kind of neighbourhood
- Path housing career and reasons for moving
- Perception and judgement of these places

**Part B. Contemporary residential situation and day-to-day routines**
- Amount of time which is spend at home
- Daily distances to work, school, etc.
- Membership of clubs (sport, hobbies, etc.)

**Part C. Expected day-to-day routines in the future place Le Medi**
- Daily distances from new home to work, school, etc.
- Conception (and desire) of social practices in collective spaces (square and streets)
- Conception of future fellow residents
- Judgement of the fact that Le Medi is gated
- Judgement of the fact that squares and streets are collectively owned
- Planned membership of clubs (in Bospolder or outside)

**Part D. The new home and themed architecture**
- Location of new home within Le Medi (orientation toward inside or outside the housing scheme)
- Choice of options (extra rooms, extra interior fittings, etc.)
- Alternative locations for buying a new home (inside/outside Bospolder, Rotterdam, the region)
- Characteristics of the dream home
Part E. Advertising brochure of Le Medi
☐ Associations regarding the architectural form
☐ Associations regarding the colours
☐ Judgement of Mediterranean/Arabian artistic expression
☐ Notion of ‘authentic’ residential place
☐ Le Medi and remembrance to former residential situations
☐ Reaction of family and friends on the purchase of a home in Le Medi

Part F. The neighbourhood Bospolder-Tussendijken
☐ Knowledge of neighbourhood Bospolder-Tussendijken
☐ Perception of neighbourhood Bospolder-Tussendijken
☐ Perception of Le Medi: whether or not different to houses in the same neighbourhood
☐ Social contacts (work, school, etc.) inside or outside the neighbourhood
☐ Expectation about the future development of the neighbourhood

Part G. Patterns of recreation and consumption
☐ Daily shopping locations
☐ Shopping locations for non-daily needs (furniture, clothes, etc.)
☐ Preferences for holiday and recreational locations
☐ Preferences for restaurants, bars

Part H. Personal background
☐ Composition of the household
☐ History, kind and level of education
☐ History and kind of occupation
☐ No paid job, part-time or full time job at the moment
☐ Kind and level of education of partner
☐ Kind and level of education of the parents
☐ Cultural background of the interviewee (and the parents)
☐ Price paid for the new home
Appendix D

Topic list interview with residents of Noorderhof and Brandevoort

This is a translation of the topic list used to conduct the semi-structured, face-to-face interviews with residents of Noorderhof and Brandevoort De Veste. All interviews took place at their homes. I left as much time as possible to keep on asking follow-up questions on issues the interviewees themselves came out with. During the interview a street plan of Brandevoort De Veste and Noorderhof, sales brochures and house plans were used to gather additional information. I made notes of (the kind of) interior of their homes. On average the interviews took 90 minutes, were tape recorded and fully transcribed.

Part A. Residential history
- Place of childhood and housing type then
- First autonomous home and kind of neighbourhood
- Path housing career and reasons for moving
- Reasons for moving
- Perception and judgement of these places

Part B. Residential situation and day-to-day routines
- Amount of time which is spend at home
- Daily distances to work, shops, school, etc.
- Membership of clubs (sport, personal hobbies, etc.)
- Appreciation of Dickens Night (Brandevoort) or other collectively organized activities (Brandevoort and Noorderhof)

Part C. The home, themed residential place and architecture
- Location of new home within Noorderhof/De Veste (orientation toward inside or outside the housing scheme)
- Alternative locations for buying a new home (inside/outside Amsterdam/Helmond, the region)
- Characteristics of your dream house
- Something missing at current residential place
- Associations regarding the historicized architecture (former residential situations, experiences, other (holiday) place, etc.)
- Judgement of historicized architectural artistic expression
- Notion of ‘authentic’ residential place
- Reaction of family and friends on the purchase of a home in this housing scheme
Part D. The neighbourhood
- Knowledge of neighbourhood (Amsterdam New West/Helmond Brandevoort)
- Perception of neighbourhood (Amsterdam New West/Helmond Brandevoort)
- Social contacts (work, school, etc.) inside or outside the neighbourhood
- Places of social contact
- Conceptions of fellow residents
- Judgement of (social practices) fellow residents
- Expectation about the future development of the neighbourhood

Part E. Patterns of recreation and consumption
- Daily shopping locations
- Shopping locations for non-daily needs (furniture, clothes, etc.)
- Preferences for holiday and recreational locations
- Preferences for restaurants, bars

Part F. Personal background
- Duration of living at this place
- Composition of the household
- History, kind and level of education
- History and kind of occupation
- No paid job, part-time or full time job at the moment
- Kind and level of education of partner
- Kind and level of education of the parents
- Cultural background of the interviewee (and the parents)
- Price paid for the home
Appendix E

Topic list interview with architects and urban planners

This is a translation of the topic list used to conduct the semi-structured, face-to-face interviews with the architects and urban planners of the housing schemes Noorderhof, Le Medi, Brandevoort De Veste.

**Part A. Planning process**
- Moment of entering planning process
- Knowledge of preliminary studies on this location before
- Initiator(s) of the plan
- Other parties who participate in planning process
- Collaboration with other parties
- Scope of the order

**Part B. The housing design**
- Which kind of themes, images, references were introduced
- Themes whether or not already determined
- Functional and spatial programme (*programma van eisen*) whether or not determined
- Whether or not urban design codes and rules; kind of codes (*beeldkwaliteitsplan*)
- Codes and rules about design and materialization (*beeldkwaliteitsplan*)
- Which key narratives were told about the architecture and the (future) residential place

**Part C. Design attitudes**
- Handling with the theme(s): steps to translate themes into architectural design
- Handling with the functional and spatial programme
- Experience with designing alongside themes
- Judgement of (designing alongside) themes
- Perception of own freedom and creativity
- Own design preferences and manner of work
- Perception of relation between culture and its artistic expression
- Perception of creation of placeness or place-identity by certain architecture/architectural reference
- Notion of ‘authentic’ architecture
Part D. Target groups

- Target groups whether or not indicated
- Whether or not working alongside notion of peculiar lifestyles
- Predicted type of residential milieus or ambience
Appendix F

Topic list interview with other building professionals

This is a translation of the topic list used to conduct the semi-structured, face-to-face interviews with different building professionals like property developers, representatives of housing associations or civil servants.

**Part A. Planning process**
- Initiator(s) of the plan
- First ideas, first studies, relation to other locations or housing design
- Objectives of planning new housing
- Other parties who participate in planning process
- Collaboration with other parties
- Moment of giving order to architect/urban planner

**Part B. The housing design**
- Which kind of themes, images, references were invented
- Reasons for inventing a theme
- Functional and spatial programme (*programma van eisen*) whether or not determined
- Whether or not urban design codes and rules; kind of codes (*beeldkwaliteitsplan*)
- Codes and rules about design and materialization (*beeldkwaliteitsplan*)
- Which key narratives were told about the architecture and the (future) residential place

**Part C. Design attitudes**
- Experience with designing alongside themes
- Judgement of (designing alongside) themes
- Perception of own freedom and creativity
- Own architectural and residential preferences and manner of work
- Perception of relation between culture and its artistic expression
- Perception of creation of placeness or place-identity by certain architecture/architectural reference
- Notion of ‘authentic’ architecture
Part D. Target groups
☐ Target groups whether or not indicated
☐ Reasons/legitimation to choose for certain target groups
☐ Whether or not working alongside peculiar lifestyles
☐ Predicted type of residential milieu or ambience
Appendix G

Coding interview transcripts with Atlas.ti

All transcripts were analysed using ATLAS.ti. The method was the semi-open coding, a combination of top-down and bottom-up (Muhr and Friese 2001). There are different, sometimes overlapping types of codes such as codes of personal background, descriptive, analysing and conceptual codes. Besides I have introduced codes for emotions the interviewees have described. Descriptive codes contain text fragments in which the respondents describe their thoughts and social practices. Analysing codes are used when respondents assess the built environment and people, stating implicitly whether they identify with these or oppose them. The conceptual code is the network of codes that were combined to form a theoretical concept (e.g. place-identity or social distinction). The codes were ordered hierarchically by theme, with a main category (see below) divided into a number of subcategories (Böhm et al. 1992). The respondents were then classified by type, e.g. they share the same views of the architectonic space, have similar reasons for moving house or the same expectations with regard to the future (Kluge 2000).

This manner of coding is based on the theoretical concept of place-identity which constitutes attitudes (inclusive emotional and cognitive responses and intended behaviour) and social practices (which always take place in space) (Prohansky et al. 1983, Reijndorp et al. 1998, Stedman 2002, Duncan and Duncan 2004). Cognitive responses are for instance judgements, thoughts, values and preferences. It is argued in this dissertation that the theoretical concept of social distinction (Bourdieu 1984) could be empirically explored as a combination between someone's attitudes and personal background (economic and cultural capital) which is at any time embedded in the societal context.

Structure of the coding with Atlas.ti

**Part A.** Codes of personal background
- Gender
- Age
- Kind and level of education
- Occupancy at the moment of interviewing
- Residential history
- Composition of the household
- Price paid for the house

**Part B.** Descriptive codes (thoughts, social practices)
These are (fragments) of sentences of the interview transcripts where the respondents describe their thoughts about and social (residential) practices in the themed environment:

Main categories:

- Description of the first acquaintance with the themed housing scheme (sub categories e.g. first acquaintance by website, by friends, by marketing brochures, etc.)
- Description of functional reasons to choose for themed housing scheme or the functional pros of the themed housing scheme (e.g. daily way to school, work, supermarkets or to other services and infrastructure)
- Description of financial situation of the respondents respectively the household
- Description of social bounds (sub categories e.g. residential place of family and friends, intensity of social contact with people inside and outside the themed neighbourhood, etc.)
- Description of collectivity (sub categories e.g. description of collective activities, conflicts with fellow residents, places of social contact, participation in clubs and community organisations, etc.)
- Description of personal routines and hobbies

Part C. Analysing codes (judgements, values and preferences)

These are (fragments) of sentences of the interview transcripts where the respondents judge respectively reflect on themselves, others, places or other things related to the themed housing scheme.

Main categories:

- General ideas about urban, suburban and/or rural life
- Judgement of/ reflection on the wider spatial context where they live (e.g. association of places, reputation of places)
- Judgement of the self, fellow residents and ‘others’ outside the themed housing scheme
- Judgement of/ reflection on the social meaning of the own residential place (sub categories e.g. judgement of public spaces, the idea to live whether or not in a social enclave, meaning of shared places, judgement about management of places, judgement about (cultural) diversity and like-mindedness, etc.)
- Judgement of/ reflection on the architecture and the design theme (e.g. reflection on relation between material and certain associations, reflection on authenticity versus fake, etc.)
- Personal ideas about the own future (sub categories e.g. features of the dream house, personal hope for privacy, ease or safety, expectations to move in the future, etc.)
- Personal ideas about the own past (sub categories e.g. reference to own
residential experiences, reference to own expectations which not have been fulfilled yet, etc.)

Part D. Codes of emotional expressions and descriptions
- Emotion (sub categories e.g. positive feelings: affection, joy, pride,
  feelings of safety, etc; negative feelings: shame, sadness, feelings of loss,
  enviousness, denial of something or someone, etc. and last but not least:
  nostalgia which is in between negative and positive feelings)

Part E. Conceptual codes
Conceptual codes consist of a network of descriptive and analysing codes that were combined to form a theoretical concept.
- Place-identity
- Social distinction