



**ABSTRACTS OF PAPERS PRESENTED AT**

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# THEME 1

## **TYPES, HISTORY & GEOGRAPHY**

# SANTIAGO CIFUENTES BARRIO

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## Display Windows

Madrid, 1925 – 1955



*Figure 1. Francesc Catalá Roca: Display Window, 1950*

Halfway between the inside and outside, in direct contact with the human flow of modern metropolis, throughout the twentieth century commercial displays offer a unique look into the European avant-garde architectural expressions, anticipating concepts that will be further incorporated into the architecture of large scale. The main focus of the current analysis is on Madrid, and the development that window displays experimented from the mid-nineteenth century, when the traditional stores needed to manage the effect of change of paradigm in selling strategies. The store would be no longer a place for manufacturing, but for selling exclusively. At the very beginning the reputation of local craftsmen was enough to attract their clients. In many stores the type of merchandise that was sold inside was not even showed at their fronts, as the popular saying goes, 'good wine needs no bush' ('O bom pano na arca de vende'). Then the huge development of manufactured merchandise brought about by the Industrial Revolution, made better products available for everyone on different shops.



Proto-marketing was born, and traders were encouraged to improve the efficiency of their shop displays in order to attract as many people as possible, developing new design concepts following the historicist trend of the times, but making them compatible with the rapid assimilation of the latest in glass, metal and lighting technologies. It was not until the 1920s that Spanish architects started to get in touch with the principles of modernity. In Madrid, the new Gran Vía had recently become the symbol of the economic and social development in Spain after the First World War. The first implementation phase of this new urban stage had just been finished and, although it was the unquestionable proof that historical eclecticism style was at its height, a whole collective of young architects, 'generation of 25' (Zuazo, García Mercadal, Arniches and Domínguez, Feduchi, Bergamín, Gutiérrez Soto, ...), could find at the ground level of its neo-classicist buildings the seeds of the emerging modernity. Here they found a whole collection of shops, cafes and bars, whose display windows and luminous signs had been working for many years with the same principles defended by the new European avant-garde styles of the moment, from the functionalist rationalism to the expressionism, which these young architects were beginning to study through international publications and their travels around Europe. In 1925, their visit to the International Decorative Arts and Modern Industries Exhibition of Paris became the confirmation of their first theoretical intuition and the catalyst for its implementation through their earlier works back to Madrid. Shop windows, cinemas and cocktail bars became almost immediately the test for these attitudes, which would raise a clear response to the new metropolis was demanding new uses without established traditional models, which allowed the incorporation of the new logic of modern language. The Spanish Civil War radically truncated this trend, which in 1935 had reached its apogee. After the war, the pursuit of the 'national style' advocated by the victorious dictatorial regime, forced to return to the old regionalist historicism, which was followed by all the authors who remained active. However, at the end of the forties, a new batch of newly qualified architects, who would collect the inheritance of the generation of 25, started the first reaction to the official imposition. Through their early works in commercial interior design, many of the artists today deemed the masters of contemporary Spanish architecture, as Carvajal, Blanco Soler, De la Sota, Corrales and Molezún or Fisac, initiated the recovery of the forgotten modernity, through a new functionalism of American consumerist influence, translating the concept of the Le Corbusier's 'machine for living' into the 'selling machine', where the window display was erected as the crucial piece of design.

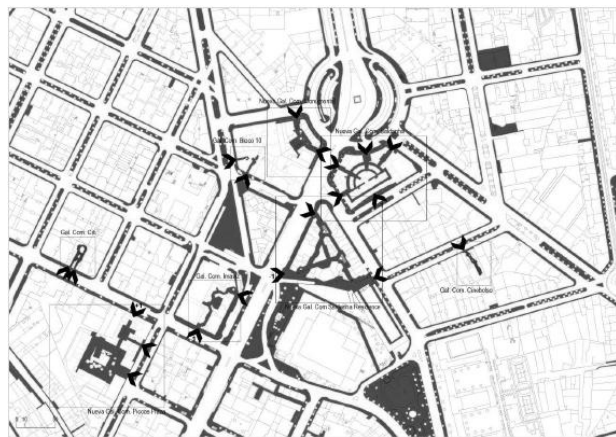
# ALESSIA ALLEGRI

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## A Dimensão Urbana dos Centros Comerciais Lisboetas

1970-2010



*Figure 1. Zona Saldanha. Permeabilidade e continuidade urbana do sistema comercial simbiótico e comensal. Elaboração própria.*

Após a Revolução de Abril de 1974, quando Europa já está em plena revolução comercial, aparecem em Portugal as primeiras tímidas formas de shopping centers. Apesar da chegada tardia, esta tipologia alcança, como nenhuma outra forma de comércio na história do país, um rapidíssimo sucesso e uma expressão contundente, com, por sua vez, um impacto urbano, social e económico sem precedentes. Lisboa, a ser o principal centro económico e financeiro e o maior Mercado consumidor interno, transforma-se rapidamente no espaço preferencial para o desenvolvimento das novas formas de viver e fazer comércio. Nesta base, o trabalho aqui apresentado, foca-se nos diferentes modelos de shopping centres que caracterizaram a capital portuguesa entre 1970 e 2010. Propomos a seguinte classificação: *galeria comercial, centro comercial, shopping centre, retailtainment center, nova galeria comercial, retail park e factory outlet center*. Contudo, o que mais nos interessa é identificar as relações existentes entre as formas do tecido urbano e o desenho dos lugares de comércio, tentando esclarecer os

mecanismos de produção recíproca de cidade e sistema comercial, ou da sua mútua negação. Por esta razão, cada tipologia comercial será especificadamente estudada em relação ao seu impacto na vivência colectiva do espaço público e na relação física e funcional com a cidade. Convencidos de que a planificação das atividades comerciais não pode assumir um carácter puramente económico e de gestão, mas sim desempenhar um papel central no discurso sobre a cidade, na sua construção e desenho, cremos que, mais importante que classificar os centros comerciais sem si mesmos, é imprescindível analisar e tipificar os seus impactos nas formas de fazer cidade e viver a cidade. Dito em outras palavras, trata-se de estudar a dimensão urbana dos centros comerciais de Lisboa. Neste sentido, apresentamos uma proposta de sistematização e valorização dos shopping centres de Lisboa Segundo três macro categorias que ilustram outros tantos tipos de relações entre a cidade e o comércio: *sistemas comerciais, simbiótico, comensal e parasitário*. O primeiro sistema da prevalência aos espaços expositivos contidos e definidos pelo tecido consolidado da cidade, possibilitando e participando em intercâmbios físicos e funcionais com ele. Além de promover atividades económicas, os sistemas comerciais simbióticos produzem qualidade urbana, constituindo-se como referências à escala local. Exemplo de um sistema comercial simbiótico é a tipologia "galeria comercial". O segundo sistema, feito por contentores autónomos e compactos no seio da trama urbana, beneficia da cidade sem lhe causar prejuízo. Apesar do seu grande tamanho e da sua "natureza diferente" da do tecido da cidade, os espaços comerciais comensais, não deixam de ser parte constituinte do organismo urbano procurando a integração nos tecidos que os acolhem. Os pisos térreos são concebidos como um sistema articulado de acessos/monstras que facilita a dissolução dos limites entre interior e exterior e que garante a permeabilidade visual e física aos seus clientes. Exemplo de um sistema *comensal* são, nas zonas centrais da cidade, as "novas galerias comerciais", nas áreas residenciais mais periféricas, os "centros comerciais". Por sua vez, a terceira categoria usa o espaço urbano e nega a sua qualidade. Assim funcionam os "shopping centers", os "retailtainment centres", os "retail parks" e os "factory outlet centers". A desvinculação progressiva da relação de proximidade entre as funções, possibilitada e promovida pelo uso do transporte privado e pela rede de estradas, leva a um modelo de edifícios comerciais ligados às grandes artérias infra-estruturais, e com um carácter introvertido e totalmente fechado, cujo maior e mais irónico parafoxo é a recreação nos seus interiores de uma sonhada cidade tradicional mas sem a imprevisibilidade do clima, os perigos da rua e a incómoda "espontaneidade" do espaço público. No entanto, não podemos esquecer as características da cidade que estes sistemas comerciais polarizadores não são capazes de reproduzir: a diversidade cultural e ideológica; a multiplicidade de funções e os objetivos do espaço coletivo; as interações pessoais que de aí resultam; e o espaço para as atividades

urbanas que não implicam nem requerem o consumo. Por outras palavras, não exprimem a complexidade funcional e relacional das cidades, não exprimem urbanidade.

Neste sentido, estamos de acordo com quem acredita que o grau de sucesso de um sistema comercial simbiótico é a prova de fogo da qualidade urbana? A crise das formas comerciais tradicionais coincide com a crise da cidade? E, por conseguinte, o estudo e desenho dos lugares de comércio podem voltar a coincidir com o fazer cidade? Com base neste trabalho, cremos poder dizer que as respostas a estas perguntas são todas positivas.

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## The Demalling Process

Case of Italy



*Figure. 1. I giardini del Sole - Capodrise – Caserta*

The architecture and the urban form of European shopping centres represent an adaptation of U.S. settlement models with various temporal gaps. In Italy, the diffusion of shopping centres started in the 1970s with the evolution of retail distribution groups and, in the past two decades, has experienced a strong increase with the introduction of new typologies, such as “commercial superstructures” and “shopping polarities” (Brunetta and Morandi, 2009).

In some urban areas, this large development has determined a strong territorial competition and a market saturation as a result. In the United States, where the competition among shopping centres is much stronger than in Europe, the commercial buildings suffering from demise or high vacancy rates, called “dead malls”, are common in every metropolitan area (Techentin, 2005).

In Italy, and Europe, the delay developed in the modernization process of the retail system should allow the Public Administration to manage the phenomenon in advance in terms of urban policies. In fact, the European retail distribution system is similar to the United States one with some differences in terms of localization strategy and urban planning regulation, and the appearance of the first Italian dead malls means that this phenomenon has already begun in this country. Once this problem has been registered, which solutions could we find? Can a shopping center be given a second life? Demalling, a technical term that defines the response to the decline and demise of shopping centres, represents a possible answer (Dunham Jones and Williamson, 2008). In this paper, features and issues arising from the conversion of commercial buildings have been analysed focusing on the Italian context, through a selection of case studies, analyzing the reasons of demise and its effects on the economic and urban system, and highlighting the similarities with the U.S. situation.

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## Just a failed shopping-scape?

Urban and public values of Le Mirail' s dalle

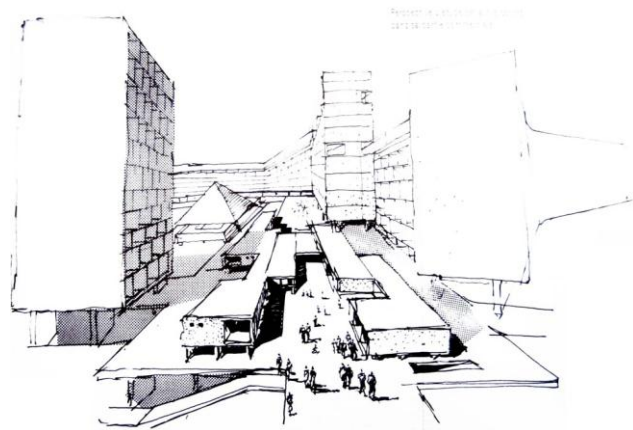


Figure 1. from Gruet, Stéphane, and Rémi Papillault. *Le Mirail: Mémoire d' une Ville. Toulouse: Poïésis, 2011*

The famous urban plan for Toulouse-Le Mirail by Candilis Josic and Woods (1961) is currently stigmatized as a total social failure. Their proposal for a different public space, the dalle, did not live up to expectations. Today, this dalle has been demolished and its commercial centre abandoned. Instead, a traditional commercial street has been implemented. This situation leads to an inevitable question: what drove to demolition as the sole alternative for Le Mirail' s future? Was it not possible anymore to identify and preserve what was valuable from its existing condition, while having no fear of correcting mistakes? Le Mirail' s was conceived as a dialectic between the urban principles of the Modern Movement and the postwar revisions of Team 10. Candilis-Josic-Woods endorsed a strict segregation of road and pedestrian traffic, while refusing the functional zoning of the Athens Charter. A linear stem, elevated from the ground and liberated from cars, ran though the core of the three neighbourhoods that formed the district. This pedestrian deck, the famous dalle, contained shops, markets, social and cultural centres, parks, places of entertainment and worship.

The architects believed that blending these activities on such public-scape would naturally foster a rich and prosperous community life. Unfortunately, the initial scheme was never finished as planned, due to economic and political reasons. Policies only permitted low-income families to settle in the district, undermining the devised social diversity. In addition, the huge public areas were hardly maintained and soon degraded into a ghetto of unemployment, crime and urban unrest. Despite its current stigma, it is quite striking that many of the ideas of the original project fit in perfectly with today' s architectural interests. Among them, the potential of a pedestrian spine weaving together different parts of the city and fostering public life, the need for dense, functional diversity in such public space (where shops play a major role), or the flexibility that defines the actual buildings that rise along it. Obsessed with the *aesthetics of the great number*, Candliis-Josic-Woods constantly looked for open systems that promoted growth, change and mobility, reconciling regularity and variation. In this case, their open system is based on the repetition of a very elementary spatial module, the cube, which permits the creation of all the constructions on the *dalle*, becoming a sort of *interpretable spatial frame*, adaptable to changing needs. Within this state of affairs, this paper has a double goal. First, to identify Le Mirail' s architectural values that made its dalle a radical shopping-scape, capable of informing today' s theory and practice. Second, to reflect on the project' s naiveté and mistakes, conscious of the social unrest that aggrandized them. These mistakes could still be reconsidered and transformed nowadays, without a tabula rasa' s imposition, for meeting the city' s present needs.



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## Urban Morphology and Transformation

of Magdeburg\_Main Street

Magdeburg, founded by Charlemagne in 805, then first Capital City of the Holy Roman Empire since 962 was one of the focal points of early medieval trade law. In 1035 the city received the right to hold trade exhibitions. A flourishing trading centre, Magdeburg also established the Magdeburg Law, one of the most important set of German Town Laws, which was then exported to thousands of urban communities especially in the developing eastern countries. In the 13th century Magdeburg became a member of the Hanseatic League and soon became one of the largest and most important cities in the Empire, representing one of the major nodes in the network of international trade routes. The heart of the city was formed by the crossing of long distance connections from the Baltic Sea to Venice and from Aix la Chapelle to Lithuania.

### **Breiter Weg\_Broad Way**

According to a legend the so called "Breiter Weg" was an antetype for Broadway New York. Breiter Weg was first put on record in the year 1207. Of course it was named Karl-Marx-Street during the times of East Germany in the Cold War period but it was renamed again after 1989. Magdeburg's Broadway had been one of the most upmarket Boulevards for centuries but it certainly was most exciting during the golden twenties.

### **1945 X 2013**

The historic center of Magdeburg is characterized by almost area-wide destruction during the final stage of World War II.

The remaining structures of pre-war Magdeburg are representing at best a rudimentary skeleton of a formerly powerful City of Citizens. The anciently dense urban structure undergoes a process of decompression due to functionalist theories of post-war town-planning theories and centralized political ruling. Very few buildings are preserving a memory of the disappeared and now invisible city.

### **Urban Structure 1**

The decompressed city according to the Charta of Athens was offering functional space for political representation. The incompleteness of the heroic urban territory allowed for major investments and the invagination of public space after 1990.

#### **Center X "Center"**

The "Allee Center" of ECC Center Management Hamburg is a very efficient exhaust unit for spending capacity that proves to be equally successful in almost every City Center in eastern Germany offering a unidimensional conditioned microclimate for three stories of densely folded commercial streets which are supposed to allegorize a "Boulevard" respectively a cultivated urban atmosphere.

The "superblock" is situated exactly in the formerly most inhabited and frequented area of the historic old town of Magdeburg thus contributing to a coarse adjustment of time, space and urban design.

#### **Shopping and public space**

ShoppingScapes obviously reflect and mirror complexity, significance and determination of the public space in modern consumer societies. One of the crucial questions for the future of human cohabitation and our cultural, social and political evolution could arise out of a situation in which urban territory is no longer a public sphere of complex orientation and cognition. Individual and concerted interests can be established in a well tempered field of divergency and coherence.

#### **Shopping Resources\_ShoppingScapes**

The unfolding of shop fronts within "Allee - Center" would add up to 800 meters of Main-Street on Magdeburgs "Broadway" (Breiter Weg). The recompression of the urban field detracts vital potentials for public and private participation in the process of urban development and prevents investments as much as identification of the Citizens. Determination and simplification of the post-socialist consumer society is mirrored by a distinctive lack of complexity of both urban structure and public space. The presentation will exemplify various implications of commercial planning on the urban context of a city which could be named a true City of Trade.

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## O Shopping Estação em Itaipava



*Figure 1. Vista do acesso pelo 2º piso – nível do terreno*

O Shopping Estação foi edificado no local da antiga Estação Ferroviária de Itaipava e representa um ponto forte de oferta de opções de escolha e de lazer no rico distrito de petropolitano. Construído na primeira década desse século, inaugurado em dezembro de 2006, ele exerce uma centralidade no distrito não só pela arquitetura onde temos as formas e funcionalidade da contemporaneidade como também pelos aspectos que nos lembram a antiga estação de trem, assim como pela funcionalidade e diversidade de opções. O terreno forma uma rótula na Estrada União e Indústria proporcionando dois acessos por níveis diferentes. A construção tem

dois níveis e acessos externos por cada um desses níveis: o nível da Estrada União e Indústria – 1º piso, e o nível acima, o do terreno. O terreno tem uma área de 11.270,00 m<sup>2</sup>, e uma taxa de ocupação de 75,43 %; a área de ocupação é de 8.501,59 m<sup>2</sup> e a área livre, nível terreno, de 4.751,41 m<sup>2</sup>; a área de construção é de 14.336,22 m<sup>2</sup> com 105 lojas, tendo a área de construção do nível União e Indústria 7.817,63 m<sup>2</sup> e a área de construção do nível terreno 6.518,59 m<sup>2</sup>. A edificação abriga um estacionamento com 281 vagas – 83 cobertas no nível da União e Indústria e 198 abertas no nível do terreno; os reservatórios de água têm uma capacidade total de 153.000 litros e a Área Básica de Locação (ABL) 7.150,00 m<sup>2</sup>, possui vários banheiros com um número total de 69 vasos sanitários. Tem um fluxo de veículo de 17.879 média/mês e um fluxo de 71.000 pessoas/mês, público classes A e B.

O Shopping Estação tem 2 lojas-âncoras no nível União e indústria, 2 lojas ancoras no nível do terreno, 33 lojas no nível da União e Indústria, 70 lojas no nível do terreno, possibilidade de até 12 (doze) operações de alimentação com 100 mesas externas nas praças do mall. As lojas âncoras são a Academia Planeta Corpus, as Lojas Americanas no nível da União e Indústria e dois Cinemas no nível do terreno; as semi-âncoras são Vagão Beer Food, Richards, Banco do Brasil, Banco Santander; as satélites são a Copenhagen, Osklen, Mr.Cat, Claro, Bob' s, Chez Michou, Datelli, Wollner, Sorvete Brasil, Mio, Tableware, Foot Feet, Kevingston, Ary Delicatessen, Imaginarium, dentre outras. O Shopping conta com 2 Escadas Rolantes, 1 Elevador Panorâmico, 2 Lagos, Clarabóia em todo mall do piso superior, Central de Monitoramento, Ar Condicionado –6 máquinas, Som ambiente com programação exclusiva.

O Shopping Itaipava passa a representar uma nova opção de vida e de lazer não só para a população do 3º Distrito de Petrópolis como também para a vizinha do 2º Distrito - Cascatina, e do 4º Distrito Pedro do Rio. No entorno do shopping existem alguns estabelecimentos comerciais e residências de padrão A. É um novo ponto de referência não só pelas opções de escolha de compra, como também pelas de lazer.

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## Shipping Container Mall

A Rising Typology



Figure 1. "BoxPark Mall (Shoreditch, London, UK)

Nowadays, it is rather unusual to find someone that hasn't heard of, or seen, one of the many examples of small stores made out of shipping containers such as Freitag Shop, Puma City or Uniqlo traveling shop. However, few are the ones who are aware of the existence of shipping malls built with these same containers. Neither a building, nor a stall – and despite their unusual construction material – they are mostly considered architecture as such. However, their singular constructive qualities produce a particular architectural outcome. The purposes of this paper are mainly two. First, to analyze and determine the aspects in which they substantially differ from traditional shopping mall typologies. Second, and more important, to reflect to what extent these differences in their conceptual model might make them a more flexible, and therefore more suitable solution, from the point of view of the social and cultural dynamics they generate, and the links they establish with the territory that surrounds them. To attain this objective, apart from a comparison with widespread shopping mall architecture, the analysis of two representative examples of container shipping malls is particularly revealing. One, the 7th Km Mall, is located not far from the port city of Odessa in Ukraine. Some regard it as an outdoor market, but many more are the ones who consider it as the largest shopping mall in Europe.

Spontaneously sprang as a small market in the 1960' s in Slobodka, in 1989 it is moved 7km outside the city to its current location, and has been growing till it has reached the present day 70 hectares, and is seen as a 'city in a city' . Organized in several rows called streets, it combines more than 30.000 containers stacked in two highs with a few buildings. The lower level of containers opens its steel doors to be used for retail of all imaginable kinds of inexpensive goods, while the upper level serves to stock them. The other, the BoxPark Mall, claims to be the world' s first popup mall. Conceived by Roger Wade in 2011 and designed by Waugh Thistleton, it is also structured in two levels: 40 containers on the ground floor house shops for small exclusive brands, while the 20 containers of the upper are dedicated to entertainment in form of art galleries, restaurants and cafes. Located in a temporarily unused site in the heart of a trendy and developing neighborhood in East London, its primary function is to provide with the opportunity for these brands to become known, but above all to create a new urban center that will regenerate the area. Despite their particularities, both still have in common their construction system and layout. The analysis of these two examples lead us to question whether such structures can be considered architecture. But more important, they allow us to evaluate how the substantial differences and values of their construction system, not only generates new spatial and sensorial experiences, but alter the role they play transforming the environment in which they are immersed.

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## O centro comercial como Agente Transformador na Área Metropolitana de Lisboa

O caso do complex das Amoreiras

Esta comunicação insere-se no programa de trabalhos proposto para doutoramento na área de Arquitectura e Urbanismo com o título provisório (Re)centralização urbana – O Papel do Centro Comercial na Consolidação da Área Metropolitana de Lisboa. O tema proposto nesta dissertação surge através da percepção do centro comercial como um elemento de importância crucial no ordenamento dos actuais territórios metropolitanos, e também como uma estrutura dotada de um grande potencial regenerador nas áreas urbanas menos qualificadas. Assim, pretende-se estudar a evolução do centro comercial e o seu contributo para o desenvolvimento das áreas comumente denominadas de “suburbanas” e para a dinamização das áreas já consolidadas. Procura-se perceber se o centro comercial supriu de alguma forma a carência de espaços urbanos qualificados e a ausência de equipamentos com que a “cidade-periférica” geralmente se deparou, fruto de um desenvolvimento fragmentado sem um planeamento abrangente e eficaz. Com ênfase na Área Metropolitana de Lisboa, a abordagem referida pretende compreender a linha de evolução nacional e internacional que culminou no momento actual, analisar a contemporaneidade do centro comercial, e traçar algumas perspectivas futuras. O “Centro Comercial Amoreiras” (arq. Tomás Taveira, 1982-85) surge neste contexto como um dos casos de estudo mais relevantes para compreender o fenómeno desta tipologia em Portugal, e mais concretamente na cidade de Lisboa. Um dos primeiros shoppings de algum relevo no nosso país, as “Amoreiras” marcam o momento em que os centros comerciais deixam definitivamente os espaços diminutos dos térreos e das caves dos prédios, e materializam o espaço fundamental para o desenvolvimento de uma cultura de consumo, permitida pela estabilização pós-período revolucionário. Nas Palavras de Jorge Figueira, antes

das Amoreiras «o Centro comercial era um buraco onde se iam fazer compras (...). As Amoreiras trazem a ideia do luxo, transformam o gesto de fazer compras».

Para além da sua dimensão enquanto espaço comercial paradigmático, o conjunto das Amoreiras revela-se ainda de extrema importância devido à sua inserção urbana e à sua condição de ícone formal e de forte marca identitária na cidade. Construído numa das principais portas da cidade, o conjunto não só transformou radicalmente a vivência nos bairros circundantes, como deu origem a um núcleo urbano novo e cujas qualidades e carências também se pretendem avaliar. As suas características enquanto grande equipamento multifuncional – que, para além do centro comercial (sem dúvida a âncora do complexo) inclui as três torres de escritórios e os blocos de apartamentos –, algo bastante raro na época, e o seu sucesso enquanto promotor de uma vivência urbana então inexistente naquele local, justificam a necessidade de uma análise mais completa do empreendimento. Procurar-se-á também perceber como a sua arquitectura – de assumida filiação no movimento pós-moderno e com uma grande vertente iconográfica, explorando temas simultaneamente internacionais e locais –, Continua a marcar o complexo trinta anos após a sua construção.



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## Amazon the rural shopping centre

From a temporary business model to a spatial impact

The distribution of goods in the world of Amazon is well known through Charles Waldheim and Alan focus on the distribution network of Amazon in Germany with 6 hubs, where all available products are stored. Both studies describe very precise how goods were delivered to the rural shopping centers, manifested as the home PC and the mail-box. The reason, why more and more shops in this areas shut down. The today's market square is virtual and only one click away. Delivered the next day by DHL or UPS. Over the last decade this influence of online shopping drastically changed the situation in rural areas. From many small and specialized shops to the current situation, where only a view big supermarket<sup>3</sup> serve the goods for daily-life. All the other things were ordered online or bought in big cities.<sup>4</sup> This project will focus on a side effect of this system. In november and december 2012 during Christmas shopping the distribution centers have to be enormously enlarged with labor. For the hub in Graben<sup>5</sup> around 3500 extra workers are needed for a period of 6 weeks. All of them are temporary workers, mostly students from all over the world, which come to Germany during this time. The area around the logistic centre cannot host them, because there is no infrastructure of accommodation. Therefore amazon rents all possible spaces in touristic areas which are located 60 km far in the south and organize a daily travel with coaches. It is a win-win situation, because in the pre-christmas time they are all empty - it is off-season. As case-study this research will focus on a small town with around 2500 residents where 800 workers from more than 25 countries invaded the town.

Out of this little stories of sometimes absurd realities occurred and can be summarized according to following criterias:

- A. the cultural exchange between guests and hosts
- B. impact to the small town - shops, restaurants, bars
- C. logistics of human transport - timeline00

D. preview - workers come back as tourists or permanent workers (will be modified during the research)

With this research the side effect of the organization system of a logistic hub will be shown. The transfer of people will be mapped and the impact on the rural places will be shown. The positive impact of this event will be shown in little short stories. An prognosis for the future will be presented.

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## The Suburban ShoppingScape and the Reconfiguration of Urban Ideals



*Figure 1. Escalators from a modern architectural feature in the centre of Roselands, New South Wales, Australia.*

*Architects: Whitehead and Payne.*

*Source: Coles Myer Archives, Australian Manuscripts Collection, State Library of Victoria, Australia*

This paper will look at how the mid-twentieth century suburban shopping centre created a pseudo-public space specifically tailored to attract women in their role as the primary shopper. Driven by the demands of a changing urban landscape, retail developers combined urban ideals with modern materials and technology to create a *shoppingscape* that ideologically merged community values with notions of progress. Rather than displacing traditional city characteristics and activities, the suburban shopping centre combined old and new development concepts to produce a new environment. Originating in America, suburban shopping centre design principles were born from an expanding suburban landscape and private automobile ownership.

Victor Gruen, known as the father of the shopping centre, created a space that combined European values of public space with the need to deliver goods and services to a growing number of people living outside of city centres. With a rapidly growing population and a new allegiance to America, Australian rapidly growing population and a new allegiance to America, Australian developers widely embraced the latest retail trends emerging from the United States in order to capitalise on the benefits of post WWII prosperity. In Australia, post WWII ideology supported the reinstatement of pre-war roles and responsibilities based on gender. The active embrace of women's position as the primary shopper supported a societal system that relied on men remaining in paid employment and women returning to domesticity. In doing so, women's responsibility was validated as an essential role within the new consumer practices. Retail developers responded to the demands of suburban growth and in 1957 Top Ryde was the first American style drive-in shopping centre built in Sydney, Australia by architects Dwyer Whitehead and Payne. By 1965 Whitehead and Payne had designed Roselands, a fully enclosed centre that was promoted as a city within the suburbs and celebrated as a revolutionary community-shopping environment. Attracting wide-ranging attention, Roselands featured on the front page of Sydney's leading newspapers as integral to progress and the success of modern society. New materials and modern technology created an unprecedented fully enclosed environment that represented a mix of city ideals and excitement with the familiarity and comfort of community facilities. The crisp, clean lines of modern design were paired with the practical delights of childcare facilities, cafes and a women's lounge area. The incorporation of modern and traditional elements within the centre's design principles – including modern art, traditional landmarks and entertainment – signaled that the previously elite notions of modernity and progress were now to be democratically available to all. The design of a new community space for modern living revolutionized the retail experience and repackaged the domestic routine chore of shopping within a spectacular environment. Importantly, the need to acknowledge that accessibility for women was a key, determining factor in the success of the new retail venture greatly influenced the construction of a reconfigured community/retail space that has continued to evolve.

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## CulinaryScapes

Typo-Morphological changes in the old district urban landscape

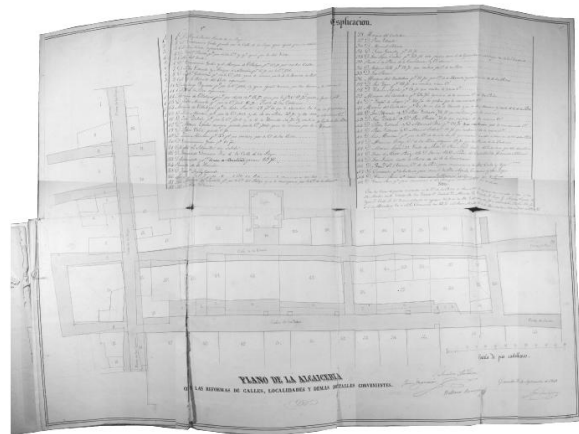
This paper tries to explore the development of urban tourism amenities in an old district of the city. It is inevitable that tourism activities, needs various amenities to accommodate travelers. One of several amenities that travelers look for, beside hotels and shopping places, is the specific local foods. The pace of globalization has influenced urban tourism activities in several Indonesian cities. Such phenomenon also takes place in Makassar as one of tourist destinations in Eastern Indonesia. The growing numbers of buildings and eating structures that facilitate culinary activities in the last decades have changed the spatial pattern of the old district of the city. Old houses and open spaces have been turned into restaurants, bistros, cafes, and food stalls. These circumstances have changed the landscape of the old neighborhood streetscape and open spaces into culinaryscapes of eating places. The characteristic colonial landscape of old houses turned into a landscape of contemporary commercial eating places that serve local and global cuisines. The method that will be used in the paper is field observation by identifying buildings structures that facilitate culinary activities through typo-morphological analysis. Some aspects that will be used to identify some of the changes due to development are based on the spatial, morphological, functional, temporal, and visual dimensions of the designated place of the study. The unit analysis that will drawn to measure some of the changes in the study are building types, building form, building structure, and building pattern.

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## A historic case study

The Alcaicería of Granada (Spain)



*Figure 1. Plan of the Alcaicería (1843). This plan shows the new layout for its reconstruction after the fire, the old and new alignments are drawn superimposed. 79x58 cms. Photo by the author, 2013.  
[Archivo histórico municipal de Granada]*

This communication shows the evolution of the Alcaicería of Granada, a case study of one of the precursors of modern shopping centres. The Alcaicería is a shopping area located next to the Cathedral. It has 27 shops distributed along 4 narrow streets (1,5 meters wide) with access through 7 gates, which are always open, and a little plaza, within an area of 4,860 m<sup>2</sup>. There are documents that mention it since the 15th Century (1460). However, the existing structure is a 19th Century (1843-45) reconstruction. Originally, in the Medieval Arab world, the word alcaicería (al-qaysāriyya) named the commercial institution for the trade of silk, which belonged to the monarchs, and the architectonic typology created in order to comply with a legal regime to collect taxes. All of them had their own governors and guards. Its shape followed an urban scheme, similar to the bazaars or some modern malls. In Al-Andalus, the typology was a cluster

of shops together with some administrative facilities located in the centre of the cities—among others Granada, Seville and Toledo.

They were a permanent, enclosed merchandising area with limited opening hours, following different layouts: a street, a patio with arcades or a complex of narrow streets and tiny shops. In all cases, they were clearly delimited with monitored gates. After the Reconquest (1492), the Catholic Monarchs maintained and promoted these structures, there were even some plans to build some in America—Mexico City. The decline of the silk trade provoked the disappearing of the *alcaicerias* in Spain (18th Century), except the example of Granada, which by then held other businesses. In 1843, the *Alcaiceria* was devastated by a fire. The architects Jose Contreras—in charge of the maintenance of La Alhambra, Salvador Amador, Juan Pugnaire and Baltasar Romero directed the project for the reconstruction, promoted by the *Comisión de Ornato*. They made up an ideal *alcaiceria*: a regular layout with decorations in a prominent Alhambresque style. The new *alcaiceria* seems an application of Owen Jones' scientific laws about the use of ornament and colour— Jones had visited La Alhambra in 1834 and 1837 and Salvador Amador knew his work. They subtly aligned and enlarged the streets according to hygienist criteria. Nevertheless, the operation did not have real commercial success. This work is an early example of a modern retail area coetaneous with some passages couverts in Paris; and the renovation, going from a medieval layout to an example of academic architecture, laid out the framework for its future evolution. After decades of decadence, in 1941, the municipality, thinking ahead on the importance of tourism, decided to promote a thematic market for handcrafts in the place. Nowadays, the mimetic Alhambresque atmosphere —recently restored— full of cheap, trashy souvenirs among a few genuine, rare handcrafts, is a contemporary scenario that mixes reality and fiction, memory and eidetic representation. This non-place (AUGÉ, 1995) participates of the contemporary post-tourism phenomenon (URRY, 1990) in which the consumption habits accompanied by the fakery of the place lead the way of the urban experience.

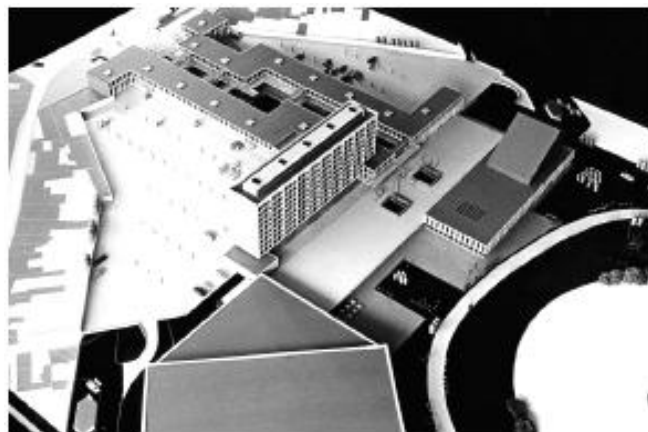
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## Collectivity & the post-war shopping centre

Varying models - diverging strategies



*Figure 1. Scale model of Het Pand, Waregem, 1968.*

This paper focuses on the history and the typology of early (post-war) shopping centres in Belgium. In the post-war period, the European architectural avant-garde sought to develop surroundings that were able to foster human association. Following the apparent demise of pre-war modernism, many were concerned that people's sense of responsibility to their local communities was eroding and expected architecture and urban design, by causing people to identify with their immediate locale, to help buttress people's sense of belonging (Goldhagen & Legault, 2000). The notion of a 'core' that could engender community interaction therefore became an important theme in the disciplines of architecture and urbanism and found a fertile 'breeding ground' in Western Europe, where in post-war years a diversity of 'cores', aimed at stimulating encounter, were developed: leisure parks, community centres, school buildings, cultural centres, and so on. Besides these well-known and by now well-studied (mostly state-sponsored) centres (e.g. Bullock, 2002; Busbea, 2007; Monnier, 2002; Rouillard,



2004; Grafe, 2010; Lewi, 2010; Gosseye et al., 2011), a different type of 'centre' also popularized in the post-war period: the shopping centre.

From a social point of view, this new urban figure can easily be related to the notion of the 'core' ; it offers spatial centrality, public focus and human density – all qualities that the post-war avant-garde strove to attain (e.g. De Sola-Morales, 1992; Kooijman, 1999; Lofland, 1998; Madanipour, 2003). This paper puts forward the hypothesis that notions of a 'core' and 'community-building' were also adopted in the design and construction of post-war shopping centres. It focuses on three typologically diverse shopping centres that were constructed in Belgium in the post-war years. The typologies range from an open-air 'urban' shopping street (Het Pand in Waregem, 1972) to an enclosed urban shopping arcade (Shopping 1 in Genk, 1968) to a freestanding, ex-urban (or 'suburban' ) mall (Woluwe Shopping Centre, 1968). Scrutinizing the socio-political forces that influenced the construction of these three shopping centres and pairing/ comparing them with contemporary (national and international) models of (both commercial and state-funded) 'cores' that may have inspired their design, the paper investigates to what extent the notion of 'community-building' played a role in the conceptualization of these typologically diverse 'shoppingscapes' .

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## Shopping Centre and Urban Regeneration

Reflections on the potential for a synergic relation

Shopping Centres are usually related with the process of suburban growth and urban sprawl. Key element and urban reference of the motorway cities, these semiotic symbols for the consumption life standard, are also the considered the executioners of traditional commerce. Urban centres on the main Portuguese cities suffer a chronicle problem of abandon and desertification, mostly related with housing prices and inefficient policies on urban regeneration, to which the local commerce abandon is collateral. Considering the urban essence as a social happening, where public and private activities coexist in a complex and intricate structure, where the hierarchy of space and building is sewed by the common citizen necessities – shelter, food, work and leisure – it is reasonable to assume that the commercial activities which provide the software or interface for this basic requirements of contemporary urban living, may be the essential pump for a city vitality. The central question on this paper is: Can shopping centres be used as the anchor for urban regeneration of consolidated metropolitan areas? If so, which might be the adequate typologies, dimensions and logistic requirements? Not disregarding any other important factors of the urban framework, operating on the border between public and semi-public space, the anchor terminology is not innocent, once the paradigms of the contemporary shopping centre, stand on the basic lexis of the traditional city – where the most iconic anchor shops relate with the squares with a similar symbolic pattern as that of the public or corporate buildings, whilst the smaller shops are placed along the “mall” streets, configuring the common private blocks, in a real city. Here lies one key factor: the lack of authenticity of the shopping centre urban dialogue, which in this case, could be referred as authentiCITY. Having in mind the importance of big department stores, in the commercial vitality of many European city centres, as an opposite example where shopping happens without a mimetic solution, the relation between urban street shopping and department store shopping is diffuse and disconnected.

In conclusion, the objective of this paper is to explore the possibilities of connection between urban street shopping and the shopping (centre) urban experience, considering the potential for a synergic relation. For this purpose where considered two case studies, located in Lisbon: Chiado regeneration scheme, by Architect Alvaro Siza Vieira (in which stands the reconversion of Chiado Warehouses, by Architect Eduardo Souto de Moura) and the Martim Moniz area, in which stand two small shopping centres built in the 80' s.

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## Architectural representation of the socialist consumerist society

"Department store Belgrade" in the self-governing socialism

The research is based on an examination of the emergence and development of the socialist consumerism in Yugoslavia which coincided with the political - economic strategy of the state by opening to the cultural codes of the West. Historic milestone in socialist Yugoslavia, in the process of shaping mass consumption in socialist society, coincided with the introduction of self- management in the 1950s. Idea was to use the mechanisms of the capitalism, within the socialist political system in order to create a modern consumer who enjoys shopping. Yugoslav modernist ("alternative") architecture super markets and shopping departments, during the late fifties and sixties, is conceived as a place of ambient visual experience. As a consequence, came a necessity for Yugoslavian trade companies to treat their sales areas (places) always updated with the contemporary tendencies in accordance with the latest architectural trends. One of the main goals of the research is to examine the role that architecture of department stores had after the economic reforms 1965th, and how it represented the market and social spending in socialist Yugoslavia. At the same time, paper would review the concept of organization and functioning of department stores, and to research whether the area of trade development within self-managed socialism, operated under a system agreed economy or market economy. The phenomenon of socialist department stores during sixties and seventies of the twentieth century, will be explained and explored using the example of enterprise " Robna kuca Beograd" (Department Store of Belgrade). The idea of their existence was focused on the Yugoslav socialist consumerism, because under socialism there was an awareness that the market system should be introduced, but that does not grow in the consumer capitalist ideology. The task of this research is to demonstrate how the architecture of department stores contributed to the formation of consciousness consumer society in socialist Yugoslavia and how this architectural symbol of trade promoted socialism as established social - political order.

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## The Bazaar in the Spring

Traditional shoppingscapes that characterized many Islamic cities known as the souq/bazaar constructed spaces in the city that specialized centres of production and exchange. They are depicted by 19th century artists as spaces of socio-cultural interaction accessible to all. In Baghdad, Cairo,

Damascus, Isfahan and Istanbul, these spaces of consumption became curbed with the advent of the modern city and the department store; they became more institutionalized, homogenised and tourist/souvenir oriented. Nonetheless, their intertwining passageways ending in large open spaces of where more diverse activities took place remained consistent. Mimicked Parisian Shoppingscapes also emerged in Arab cities, yet even the 'modern' arcaded shoppingscapes remained accessible to all, spaces of inclusion with certain means of control not fully monitored in the same manner as the contemporary mall. Changes in urban planning policies, societies and civil lives of its citizens allowed malls to expand as spaces of exclusion to certain social groups, practically devouring any form of public space in the city. While the mall has rightfully become the international shoppingcape throughout the world, replacing city centres as well as creating suburban centres; the souq/bazaar in the city centre has not totally diminished. This is partially due to the socio-cultural needs of the citizens but also because bazaars are generally historical and cultural spaces that are significant to the identity of Islamic cities.

This paper intends to delve into the shoppingscapes of contemporary Islamic cities, beyond the mall, by tracing the development and examining the socio-cultural drift that created such change. It also intends to investigate the notion of public space and its newly founded role in the Middle East and Gulf during the Arab Spring as newly founded spaces of conflict and social liberties.

# THEME 2

## **TERRITORY & LANDSCAPE**

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## ChangeScapes

Walmart Supercenters as Catalysts for Territorial Change

### **Change Management**

This design research examines the cycle of growth and decline associated with Walmart Supercenters as a case-study to engage the dynamics of change in suburban territories. The project begins with the assertion that many of the negative externalities that emerge from commercial big box developments result from the building structures and the surrounding urban landscape. The project seeks to re-align ments of change related to the various components of the big box development; and sec- the requisite change can be more productively managed.

### **Change Agency**

Since the first Walmart Supercenter opened its doors in 1988, the big box typology has emerged as the primary form of commercial development in North America. In 2012, every one of the ten leading retailers in the United States was a big box developer. The largest retailer in the Supercenter sites in the United States. Wal-mart' s annual economic output is greater than4 Wal-mart' s unprecedented economic expansion is leading to previously unseen geographic ex-pansion. The physical impact on the scale and character of urban fabric in the United States is the U.S. surpassed the footprint of Manhattan.

### **Change Increments**

An increment refers to "[o]ne of a series of regular additions or contributions." This concept provides a powerful method to denote shrink. The change increments associated with the life-cycle of commercial big box stores are quence. Each begs an important series of questions. The increments of time associated with the planning, construction, operation and eventual abandonment of a commercial big box have a year average lifespan of a big box creates problematic externalities including abandoned build-structures. Given the relatively short life-cycles that result from the cyclical character of retail markets and capital investment: Is it possible to consider alternative units of construction and development that account for the pressures associated with fiscal quarters and fiscal years?

Likewise the scale of change in big box developments might align more productively with the logic of real estate markets and regulations. Remember that the historical units of land speculation in the U.S. were originally dictated by the Land Ordinance of 1785 (Jefferson's Rectangular Survey). Is it possible to re-conceptualize land parcels to take advantage of the formulaic demands of developers like Wal-mart Inc.? Finally, consider the importance of sequence in the development of commercial big box or the adjacent residential fabric? As the commercial landscape shifts, what is the appropriate impact on the surrounding suburban fabric? Ultimately, this project seeks to re-conceive the change increments associated with commercial big box developments in an effort to pro-actively engage the physical transformation of the suburban territories.



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## Learning from Shopping centers

Since the development of Shopping malls in the USA by Victor Gruen they are settled worldwide as a successfully working retail format. This triumph also continued in Germany. Between 1964 and 2011 the EHI Retail Institute registered the construction of 435 shopping centers which had about 10.000 m<sup>2</sup> of sales area. Furthermore another 57 malls are currently being planned just in Germany. The growing development of inner-city locations challenges center developers and the local representatives alike. Especially in medium-sized towns (20.000 – 100.000 citizens) the integration of shopping centers experiences great difficulties, because in terms of urban development, functional compatibility and economic success. Regarding this, it is complicated to apply the classical format of a closed shopping mall (with a sales area of at least 10.000m<sup>2</sup>) to small- and medium-sized towns. The main problems that occur are the fragmented space layout as well as the trade-economic framework conditions, e.g. centrality, purchasing power, population density and development. This leads to the conclusion that new approaches are needed. In this context the following questions are relevant:

- Is it possible to reverse the initial know-how-transfer of applying urban qualities to a closed shopping mall and hence learn from the shopping malls about economically successful and sustainable retail as well as urban development in inner-city areas?
- What objectives and operative requirements derive from the success factors of shopping mall development and operation (perspective of the project developer/operator) considering the interrelation with the urban context?

The results of my dissertation were the definition of a set of success factors for shopping malls and consequently the derivation of a catalogue called 'objectives for inner-city retail development'. Both Instruments answer the questions relating planning models which are suitable for the integration of retail into city centers and designed aspects. Furthermore, they solve the questions mentioned above about how to learn from shopping malls. The application of the catalogue 'objectives for inner-city retail development' to the small-sized town Torgau made it possible to examine its transferability and hence to give recommendations and regulation possibilities for the retail development in small-sized towns.

To get to these results, the analysis of the topic shopping mall was viewed by different expert perspectives, e.g. commercial establishment, urban development/architecture, geography et cetera. In this respect literature research as well as primary data collection and secondary data evaluation was gathered to define success factors of shopping malls. Content-wise the main focus of the analysis was the field of tension between urban development planning and retail. Therefore the previous development of shopping centers covering the aspects of strategic adjustment was, inter alia, discussed. The interaction between different points of interest of project developers/operators on the one hand and urban development regarding urban context, functional structure and public space on the other hand has considered. Empirical studies of project development philosophies and pairing preferences regarding shopping also showed the potential of synergies between shopping malls and the urban context. The main focus of my presentation will be the transfer of theoretical knowledge from the success factor analysis of shopping malls to the urban context based on the example of the town Torgau. It will clarify not only the potential but also the difficulties which occur for the inner-city retail development.

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## Gluings the fragmented metropolis

The city of the 21<sup>st</sup> century presents a quite intriguing structure, whereas some argue it presents no structure at all. Others claim it can no longer be called 'city', like Choay (1994) or the Harvard Design School (2002). Others, still, claim it is nothing but an extended urbanized territory, configuring what Ascher (1995) defines as 'métapolis'. An interesting interpretation describing the anthropological constitution of today's globalized urban regions is essayed by Appadurai (1996), who creates neologisms to represent the effects of the new cultural global economy on the construction of landscapes: 'ethnoscapes', 'mediascapes', 'technoscapes', 'financescapes', and 'ideoscapes', all related to how 'images' circulate globally. In this context, the descriptor 'shoppingscapes' seems extremely convenient to illustrate an urban morphological situation marked by an intense density of commercial activities. In fact, the major morphological characteristic of a shoppingscape evokes a recent categorization issued by urban-design theorist David Shane (2011), who advances four models to describe actual urban conglomerates: the metropolis, the megalopolis, the fragmented metropolis and the megacity/metacity. Of all four, the *fragmented metropolis* seems to keep the closest relationship to a shoppingscape, as hinted by Shane, who muses that "Urban design theorists like Colin Rowe (. . .) examined the combinatorial logic of a city of urban fragments – some historic, some modern, some postmodern – themed to accommodate urban actors' dreams, like Disneyland" (SHANE 2011:28). Actually, when it comes to designing utopian dreams, it is worth to recall a remarkable comment issued by urban-architectural critic Ada Louise Huxtable, who prophesized "You can design Utopia, and many have tried and failed. No one, from Tony Garnier to Patrick Geddes, knew that *shopping would be the glue to hold it together*" (HUXTABLE 1997:103, emphasis added). Indeed, the tertiary sector became so widely overspread throughout the fabric of modern cities, that it 'turned the whole world into a shopping centre. Traditional forms of public space have (...) been subsumed into shopping (...). Even urbanism itself is now a subset of shopping, because the city street is morphing into an outdoor mall' (CAMPBELL 2002: 55). This situation clearly illustrates the profound mutations experienced in the behaviours of contemporary urban society.

"At the end of the 20<sup>th</sup> century, the old factory chimney (...) no longer emits the noxious smoke (...) the major traders (...) migrate to the new shopping centres and themed 'malls' in new locations, forming new places in a new landscape (...)" (CASTELLO 2010:85). In this new 'cityscape' , shopping is irrevocably linked to the genesis of *places*. Indeed, shopping is at the DNA of *place*. As it will be discussed in the paper, nothing demonstrates best this situation than the numerous newly *invented places* (Carmona et al. 2003) scattered over the urban environments of contemporary times, which compromise huge land fragments to shopping. It seems likely nowadays that urban-architectural scholarship needs more serious elaborations on the patterns that will collaborate to correct the deviations in the morphological structure of the fragmented metropolis of contemporaneity, somehow 'gluing' its fractures. This matter will occupy the speculative assumptions raised in the present study. The paper initially concentrates on further elaborating about the gluing effects (positive and negative) of shopping in a fragmented metropolis, as sketched above. Next, it stresses the role of large scale shopping centres on the structuring of contemporary cities, since this type of construction has been used like the core element in urban renewal operations and in new developments. Two examples of this trend, one in London, other in Porto Alegre are tentatively examined. The local benefits of these operations will be compared to its failure both to produce significant improvement to the general conditions of the city and to consolidate new economic development models for the local areas. Finally, the study argues about the introduction of new trends in the relations between the public and private sectors, with the arrival of new 'private public' spaces, that changes the very nature of the public space (MINTON, 2012).

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## Cidade e polo regional

Formas e usos comerciais em Juiz de Fora, Brasil

Este artigo tem por objetivo apresentar as influências e os impactos, tanto no território quanto na paisagem de Juiz de Fora (cidade brasileira de médio porte), decorrentes da implantação do primeiro shopping center fora da área central. Parte-se de uma abordagem metodológica fundamentada na evidência da participação da atividade comercial na cidade, desde sua fundação, em 1850, até os dias de hoje. Conclui-se que a expansão do comércio para fora dos limites do núcleo histórico da cidade, sintetizado na inserção da tipologia do shopping center, apresenta-se como um ícone na dinâmica comercial da cidade na primeira década do século XXI e como marca do ajuste da cidade industrial ao tempo de um capitalismo pós-fordista e de competição globalizada (HARVEY, 2008; BORJA e CASTELLS, 1997). Localizada entre o interior de Minas Gerais e o Rio de Janeiro, Juiz de Fora atuou como ponto de parada importante, sobretudo, na rota do comércio de ouro e, após atravessar diferentes ciclos de produção na região, encontrou no setor industrial o seu aporte de desenvolvimento (BRAIDA, 2011; COLCHETE FILHO e MAYA-MONTEIRO, 2003). Logo, seguindo a trilha de outras cidades brasileiras, a reboque da expansão do setor industrial, o setor comercial se consolidou na oferta de bens e de serviços no núcleo central para atender a uma burguesia do início do século XX ávida por consumo (BENJAMIN, 1999). Após a crise econômica nos anos 1980, assiste-se ao crescimento da cidade, alimentado pela condição de polo regional de comércio e serviços. É nessa mesma época que se inserem na dinâmica comercial da área central da cidade e adjacências, até então fortemente marcadas pela presença das galerias comerciais, os empreendimentos com características tipológicas, ainda que bastante tímidas, dos shopping centers. Mister Shopping (inaugurado em 1988), Santa Cruz Shopping (de 1991), e Alameda Mall (de 1999) são três exemplos que marcaram a cidade até 2008, quando se deu a inauguração do Independência Shopping, o qual está localizado fora do núcleo histórico.

O Independência Shopping [Figura 01], projetado com uma tipologia em curva e com uma cobertura que busca aproveitar ao máximo a iluminação natural zenital, conta com um área construída de 85.000m<sup>2</sup>, distribuídos em três andares de garagem e outros dois de lojas, tem 1300 vagas para automóveis e, aproximadamente, 150 lojas, sendo quatro âncoras (Renner, C&A, Leader e Lojas Americanas), seis mega lojas (Casas Bahia, Ponto Frio, Centauro, RiHappy, Ricardo Eletro e Saraiva Mega Store) e cinco salas de cinema (UCI Kinoplex), além de uma praça de alimentação composta por restaurantes de marcas locais, nacionais e internacionais. Desde sua inauguração, o Independência Shopping passou a exercer uma forte influência na dinâmica comercial de Juiz de Fora, tanto na escala do bairro quanto na escala do território e, também, por sua localização, na paisagem da cidade. Localmente, o shopping atraiu investimentos financeiros, elevou a valor na terra e dos imóveis nas suas imediações e demandou alterações rodoviárias; territorialmente, pode-se verificar que o shopping atraiu para a cidade marcas de relevância no cenário nacional e tem atraído um público das cidades próximas, ratificando Juiz de Fora como uma cidade de grande influência na Zona da Mata e região. Do ponto de vista da paisagem, o shopping transformou um terreno com grande declividade em mais um mirante para a cidade. Por essas características, grande porte e influência, o projeto do Independência Shopping pode ser considerado como um Grande Projeto Urbano (GPU), constituindo nexos entre “a localização do global e a globalização do local” (MOULAERT, RODRÍGUEZ, e SWYNGEDOUW 2003, p.7; BAUMAN, 1999) e apresenta-se como um paradigma da dinâmica comercial em Juiz de Fora no início deste novo século, bem como para sua consolidação como polo regional.

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## Linear Shopping(e)scape

Shopping the Italian way

The paper first focuses on the history of the urban places devoted to the commerce in the towns of the Italian peninsula and analyses the change the quality and quantity of exchanges and shopping places brought before into at the urban scale and then into the territorial one. The result of this action is a continuous landscape signed by shopping and commercial network that from the town centres heads to the open countryside and then comes back to the urban fabric again, without any possibility of escape. From the ancient villages Market Square, to the Market Streets that made the fortune of many Italian cities, then to the Market Roads invented during the Italian Boom of the '60s during last century to the Market Motorway that characterises the nowadays commerce and the shopping centres constellations: all this is the heritage that shaped the continuous, linear shopping landscape present in Lombardy, Veneto and Friuli. But what could be the next step of this absolutely anthropic landscape? After the industrial outskirts zones transformed in shopping areas, the little commerce at local or neighbourhood scale transplanted in the shopping centres, is still the shop by car a valid solution? Are the outlet villages with their market squares created for pedestrians beside logistic nodes a shooting star phenomenon? Could the international economic crisis bring shopping again inside the town, avoiding transportation costs and embracing the 0km theory benefits? Could be my home my perfect shopping place, shopping global thanks to the World Wide Web connections? How all these change could affect the territory and its landscape of Northern East Italy. The essay tries to individuate some hypothesis starting from this picture in motion, taking count that Italy, beside its cultural and natural landscape, has been always also a living shoppingscape.

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## Skywalking in Hong Kong

Disrupting flows in the consumerist wonderland



*Figure 1. The inhabitation of the skywalks by Filipina maids on a Sunday in Hong Kong, 2012*

### Site

Hong Kong, a global city continuously expanding vertically, incidentally reducing pedestrian interaction with the street and multiplying the opportunities for profit generation skywards. This heightened level of consumption is emphasised by the efficiency of pedestrian connections. Networks of skywalks weave in and out of buildings, leading bodies from corporate lobbies, to transport hubs, to major international hotels. Inserted along the way is a limitless landscape of shopping destinations, from high-end international conglomerates through to street vendors, disorientating those bodies in transit. As a result of this collision in efficiency and consumerism, a labyrinthine urbanism is created. These skywalks not only act as a pathway but as a directory of consumption that constantly shift the experience and understanding of the city of Hong Kong. It is the active spatial ingredient that is merging the quality of urban life with the experience of consumption. The Hong Kong shopping landscape emerges as the skywalks extend the shopping mall beyond the interior into the urban, carrying the fever of the Gruen Transfer.



The skywalks serve the purpose of a transit space, however they are increasingly appropriated by street vendors, buskers, the homeless, tourists and, unique and particular to Hong Kong, the regular occupation by the Filipina maids every Sunday. The passivity of bodies in the shoppingscape is interrupted by the inhabitation of this other force, one that is alien to the profile of the circuit of consumption. The inhabitation of the Filipina maids on the skywalks acts as a circuit breaker that has unintentionally detected a fault condition and interrupts continuity to protect the electrical circuit from damaged caused by overload.

### **Argument**

The program of shopping has shifted from dedicated purchasing to a blurred and continuous zone of leisure consumption. This amorphous temporality is amplified in the shopping malls (and casinos), buffered and fortified from the sensorial transformations effected by the external world. This scenario is intensified in the less regulated shopping-dining hours of the Asian megalopolis. This constructs a paradoxical state of fluid openness (mirrored in the spatial infrastructure of shopping skywalks and streetscapes) but always framed in the insistent end game of consumerism (the pathways are essentially single directional). The insertion of a recurring, un-commoditised event within this scenario functions as a circuit break in the assumption of continuous consumption. This paper explores the subversion of the Hong Kong shoppingscape by the most surprising of urban guerrillas; the Filipina maids. In their domestication of these conduits dedicated to consumer spending, an alternative inhabitation of these spaces emerges.

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## Shocking ShoppingScapes

A exposição 'Utilitas Interrupta. Índice infraestrutural de ambições por cumprir', realizada em Lisboa, no ano de 2011, para a Experimentadesign, revelou espaços e tempos tornados obsoletos, abandonados ou em processo de lenta decomposição (Grima, 2011). A exaltação de tais insucessos mostrou-se uma oportunidade para olharmos de outro modo, para se construírem novas perspectivas, para se confrontarem valores. É neste sentido que nos propomos olhar para as ShoppingScapes - paisagens que equivalem ao auge de uma sociedade de consumo, otimista e incontrolável - espelho da cultura e do momento de crise em que vivemos, paisagens a colapsar. É objetivo da nossa investigação relacionar o contexto ideológico em que se funda a Utilitas Interrupta com os argumentos incansavelmente reiterados por Gonçalo Ribeiro Telles, ao longo das últimas décadas, sobre a importância de espaços agrícolas na cidade. As áreas com funções agrícolas são incontornáveis na sociedade e cidade do presente. As vantagens, como o confirmam vários autores, entre eles Bohn & Viljoen (2005), Cook, Lee & Perez-Vaquez (2005), Donadieu (2006) e Matos (2010), incluem-se nos domínios ecológicos, culturais (sociais, económicos e históricos) e emocionais. Considera-se então que, associado à inevitável circunstância de recuo das ShoppingScapes, possa surgir uma dinâmica centrada nas paisagens produtivas ou agrícolas em meio urbano – como que uma permuta - com significado na valorização da paisagem, aos níveis ecológicos e culturais. Desde sempre as conjunturas económicas, sociais e culturais foram responsáveis pelo desencadear de processos extraordinários de mutação das paisagens. Nessas transformações ou evoluções, observa-se a afirmação económica da cidade. Desde o início, a cidade utiliza e destrói áreas férteis, que se desenvolvem em seu redor, em resposta à necessidade de cumprir funções comerciais. Assim foi na Idade Média, quando a cidade cresce como entreposto comercial, conduzindo ao surgir de novas tipologias de espaço aberto urbano – o rossio e campo ou chão da feira - espaços amplos, livres, de periferia e numa situação de maior fertilidade, especialmente ligados às funções produtivas e comerciais a que acrescem outras funções, como as recreativas (Freire, 1999). Nas últimas décadas a forte dinâmica comercial foi inovada nas megaestruturas - grandes armazéns ou superfícies comerciais e os shopping center - onde, à semelhança das tipologias antes mencionadas, são subsidiárias à função comercial principal, as funções de recreio e lazer.

Dada a sua extraordinária dimensão ocuparam as áreas mais aplanadas das situações mais baixas, portanto áreas mais vocacionadas à agricultura. Em comum, as mencionadas dinâmicas urbanas têm o facto de ocuparem bons solos agrícolas e assim de fazerem evoluir espaços originalmente com funções de produção, para espaços de comércio, onde ocorre ainda a ocasião de recreio e lazer. A nossa investigação centra-se na ideia de reconversão funcional. Uma desígnio que decorre não só da atual conjuntura económica e social, mas também das contribuições trazidas pela mais recente investigação no âmbito da agricultura urbana. Será então esta a oportunidade de retorno à função produtiva original desses espaços - predominantemente planos, localizadas em situações de anterior significativa fertilidade - e acrescentar-lhe outros valores? A história da evolução das cidades e a sua imagem característica é reveladora das dinâmicas enunciadas. Da cidade histórica fazia parte uma área agrícola peri-urbana, que a abastecia de produtos frescos e matérias primas, comercializados pela atividade mercantil. Estes espaços agrícolas encerravam uma função utilitária de produção, entretanto abandonada. A cidade contemporânea conjuga a cidade antiga, densa e coesa, com um espaço urbano periférico fragmentado, fortemente infraestruturado e construído, com resposta a múltiplas funções (habitacionais, comerciais, recreativas). Esta mais recente expressão urbana (até à pouco em vigorosa expansão) integra múltiplas áreas comerciais, de inegável dimensão e proporções muitas vezes abissais, pré-requisitos ao seu sucesso. Tais características exigem, juntamente infraestruturação de apoio (rede viária e estacionamento), áreas mais aplanadas, coincidentes com os solos mais férteis, portanto com as áreas outrora com maior vocação agrícola. De que resulta uma expressiva impermeabilização e destruição de bons solos agrícolas – os quase sempre classificados dentro da Reserva Agrícola Nacional (RAN) e desafetados, dada a inclusão nos especulados perímetros urbanos aprovados. A complexidade dessa evolução espacial mostra-nos que os ideais, os desafios e as realizações urbanas são efetivamente dinâmicas. A inevitabilidade da decadência de um dado espaço ou paisagem ou a comprovação do seu fracasso, conduz ao reavaliar das funções do espaço e dos valores em presença. No caso em estudo compreende a restituição de áreas permeáveis - que encerram em si, dada a localização que apresentam, um enorme potencial agrícola – com retorno às funções produtivas em meio urbano. A nossa investigação centra-se num caso estudo – a cidade de Évora – onde se observam semelhanças com tantos outros espaços urbanos em Portugal.

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## From retail polarities to superplaces

New tools to understand recent transformations in retail geography in Italy: The assago (mi) case.

Over the past century in the theories of central places (Christaller, 1933; Alonso 1960) shops and services have been significant features of the traditional core of the city. But the localization strategies of large retailing chains have changed: moving from the city to the metropolitan - or post-metropolitan (Cacciari, 2004) – space. For this reason some of the interpretative categories we usually deal with have to be updated. This paper is aimed at explaining the relevance of the concept of commercial polarities to understand the transformations in the retail formats and in their localization and at focusing on some exceptional “superplaces”. This research could be the key to comprehend the double role of those polarities – product and producer of changes - in the contemporary metropolitan areas. In Italy, after the commercial reform of 1998, the modernization of the retail sector and of the sales formats developed rapidly. The deregulation process had a double impact: on the consumers’ behaviours (the increase of the private mobility, the selective attitude in shopping habits) and on the attitudes of the operators (the changes in localization strategies, the creation of a multi-channel supply system) (Morandi, 2009). Retail developers, with a new attention to territorial issues, need to cover large catchment areas or at least to share them with competitors. Over the past ten years several retail actors tried to increase their “critical mass” and their economical role in 1. After the D.Lgs. 114/98 the market. For suburban settlements this process led both to increase the presence of retail plants and the number of stores (shopping malls and specialized sales), with problematic effects on landscape and traffic. The effect being an over-offer of stores and sales surfaces, in overcrowded aggregations of heterogenic elements: from monofunctional spaces (stores) to multifunctional settlements. In this paper we focus on this last typology<sup>2</sup>. Consumers are attracted by these innovative multifunctional spaces where they buy goods and access to services and experiences. Most of these aggregations are located in highly accessible places, in important nodes or in multimodal hubs.

Among these aggregations we distinguish some exceptional places, which we define polarities<sup>3</sup> for the role they play in processes of territorial re-configuration. The next step was to define superplaces (Paris, 2009) few polarities with different features: those that (i) integrate themselves in the – and modify the – geography of central places of a region and (ii) thanks to their urban characters, they are more than an aggregation of a number of activities (Paris, 2013). Through the case study of Assago (Milan – Italy)<sup>4</sup> we tried to understand what are the implications of the presence of both typologies – polarities and superplaces – for urban planning and for the strategies of large retailing chains. This case shows how a process of accumulation and polarization of selected activities, supported by the enhancing of multimodal accessibility and by the control of the quality of urban, landscape and architectural design can "make a place" (Castello 2010) with urban features in suburban region.

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## The ShoppingScapes and the infrastructural city

The paper proposed for the ShoppingScapes International Conference is inscribed in the second theme, territory and landscape, as it will seek to evidence the relation between the metamorphosis of the urban landscapes and the consuming-oriented contemporary patterns of living. The paper will start by posing a simple question: were those hipster shopping centers the cause of the transformation of our cities (before characterized by the densification of construction and by the functional scale mixture) into the actual urban layout of polarized and dispersed functional clusters that people visit and travel by every day? To answer this question, the tone of the paper will be placed into eliciting the reasons behind the observed pattern of displacement of the commercial activities from the downtowns areas and urban centers in general to those other areas, freshly upgraded from their original rural condition into new transgenic landscapes. It will be stressed that the metropolitan landscapes gained, in the last few decades, new forms of materialization due to a double-sided factor: the full infra-structuration of the territory and the potential offered by the mobility of the populations. This change on the urban paradigm turned possible for the commercial enterprises to discard the functional and scale mixture found in the traditional urban centers and to prefer segregate themselves from that pattern, creating their own new peripheral centralities. The fact is that the cities of today are for a large part understood as nodes in an extensive web of different type of interactions, rather than central places by themselves. The ShoppingScapes we are talking about are designed in order to achieve the maximum efficiency of each component, and that's why they take full advantage of the infrastructural services (not only the roadways, but also the electric and water supply, the sewage, the telephone cables and even the high speed internet), which make possible for them to settle down on the most favorable locations. So, the paper will explain that those locations are the crossing nodes between highways and freeways because they are, in a cumulative way, the most accessible for their usual mobility-dependent customers

(which inhabit the city center) and also for a whole new possible target population, arriving from a never before explored influence radius.

The methodology followed by the paper will be pointing out some examples of Shopping Scapes, while stressing the advantages they acquire from the direct relation they establish with the infrastructures, especially in terms of time, virtual and visual proximity to the potential costumers. In this way, it will be possible to demonstrate that these infrastructures have the capability to serve as backbones of the community's flows and to hold the extended urban system together, representing the real core urban elements of the contemporary times.

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## Artificial mono-functionalism versus natural mixed-use

Case study of Bartók Béla way, Budapest

These days one of the most important questions of (in connection with) big cities is the functional diversity of the central areas. My research focuses on the connection between the rehabilitation of downtown, the mixed-use developments and the problems of city usage.

Budapest, capital of Hungary, is the field of my researches. The centre of the city was formed at the end of the 19th century. This eclectic city structure nowadays has some troubles with the functional contents and the usage. After the change of regime in Budapest the structure of the commercial system completely transformed within a short time. The influences of these changes have had an effect on the central area of the city until today. Also the huge number of shopping malls that has appeared in the last 15 years, and the general change of our consumption habits have deteriorated people's judgement of these areas. New functional revitalizations have started in the near past. [Szabó 2009] Among these a good examples for top-down initiatives is the territory of Bartók Béla way, the south-eastern part of Budapest, because of the conscious functional rehabilitation by the Local Government. The project was started by the idea of a cultural city centre that can form this part of Buda into the real centre of this area. The regulation changes and the actually running rehabilitation projects set the ball rolling but the serious effects of the economic crisis have slowed it down. The question of artificial shaping of the functional status of an urban area has come up in the local government measures. Beyond the cultural aspects the liveability of the mainly residential area is a very emphatic aspect of these functional changes. My research examines the processes of the Cultural City Centre initiative. With the assistance of the exploration of the temporal changes I am analysing the speed of the materialization of the functional changes which can help to determine the requirements of becoming a City Centre. The effects of this rehabilitation are studied in larger urban scale. In spite of the fact that the functional changes were not



caused by the shopping mall that is situated next to this area, its consequences are examined in an emphasized way.

The artificial changes of the spontaneously shaped mixed-use territory of the district queries the liveability and usability of the area. The research analyses the concentration of the different type of commercial and service functions and explores the temporal and spatial changes of the functional diversity and focuses on the sustainability effects of the multifunctional urban fields [Evans, Foord 2007]. This area of Budapest which is mentioned in the case study presents the relevant functional problems of European city centres as well. My research examines the effects of the local government initiated Cultural City Centre Project whose main aim is the reshaping of the actual commercial and service structure of the neighbourhood.

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## Polycentrism and commercial "central" places in Rome

State of art and scenarios of urban qualification



*FiFigure 1. Euroma 2: the commercial superstructure and the new central place  
[from "Europarco business park" ]*

Like many other major European cities, the city of Rome intends to develop a "polycentric" urban form, based on actions of redevelopment of the urban environment and neighborhoods in the city through the creation of a new structure of complex "central places". This target is one of the most qualifying characters of the new municipal Master Plan (completed in 2008), which includes many new "Central places", intended to constitute poles of attraction and of high urban quality (functional, environmental, morphological, architectural quality) and to accommodate a mix of highly qualifying urban functions. As part of that mix of functions, a very important role is exercised by commercial functions of metropolitan rank.

This has led, in recent years, the construction of several big "shoppingscapes" , in which the presence of commercial spaces and of spaces of public use is generally accompanied by spaces dedicated to urban leisure (multi-cinema, cultural spaces, spaces for entertainment and sports), and in some cases the plans of these new "Central places" were designed by important architects and urban designers. But this phase of construction of the metropolitan "polycentrism" in Rome highlights various problems and contradictions, regarding in particular the placement in the context, the urban role, the conformation and the quality of these superstructures for commerce and leisure, which in many cases are not able to have an appropriate role in the construction of satisfying new urban "Central places". The paper intends to propose a detailed report on this particular and interesting situation, moving from a brief examination of the policies of urban planning and design in Rome in recent years, reaching out to expose, with direct reference to three important and interesting cases, a research program aimed at promoting guidelines of project development for a better correlation with the territorial and urban context of these places. In this context, the proposed paper is organized as follows:

- The "polycentrism" and the commercial function in Rome: historical context, planning, contemporary characters;
- The contents, the characters and the problems of the new "Central places" of the new Master Plan;
- What are the characteristics of central (and commercial) places that Roman citizens prefer?
- Problems, failures and potentialities of policies of polycentrism in Rome, analyzed in three very significant cases, characterized by the presence of important commercial superstructures ("Porta di Roma Nord, Bufalotta" , "Euroma 2", "Roma Est, Lunghezza" );
- How can we improve the urban role and quality of Roman urban "Central places" ? How the particular morphological, perceptual and social quality of the public space of the city of Rome can be a reference for the design for the qualification of these places?
- A research: guidelines, rules and regulations for a balanced relationship between urban special functions (especially commercial functions), central places, and space of the city.

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## Blurring the boundaries

### The mall and the city

Athens is a Mediterranean city. Climate conditions enable street activities all year round, thus shopping and /or entertainment had been always an open public space phenomenon. Shopping malls in Athens were actually introduced into urban life after the 2006 Olympic Games when a number of Olympic sites became available for reuse. These sites, although peripheral, were highly accessible as they were well connected both to the public transport system (metro, bus) as well as to the main car routes. Two shopping malls have been constructed and negotiations have been held for more. These malls have gone beyond strictly shopping and they have become loci of urban life. This paper will argue that strong accessibility with public transport and multiplicity of activities are the two main elements which have integrated the shopping malls into the broader context of urban activities. Due to this success a new trend of shopping malls located within the urban context (and not in the periphery of the city) which rely mainly on public transport, has been emerged. The latest mall (before the financial crisis stopped all kind of such activities) was inaugurated in 2010 in a densely built neighborhood of Athens and it soon became a distinct urban centre in the area.

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## Novas geografias na distribuição espacial de actividades ao longo da Estrada Nacional 10

O processo de desindustrialização e os mais recentes espaços de consumo

In western society, the changes in the world economy from the 70' s onwards have led to a new geography of the spatial distribution of activities and employment. The relationship between the processes of globalization and regionalization of the productive structure and the current urban dynamics has been brought into this debate, where some authors argue that we are faced with a new urban cycle and a new type of city, decentralized and more consistent with the social, economic, technological and cultural processes, associated to the metropolisation (ASCHER, VELTZ, SASSEN, PORTAS). The most recent landscapes built in the Lisbon metropolitan territory show a growing polarization, with the emergence and gradual consolidation of new standards of functionally specialized activities. In this context, this investigation takes the Estrada Nacional 10 (EN10) as case study, a "ring road" of the Lisbon Metropolitan Area that links the two river banks in Vila Franca de Xira. Until the 70' s the EN10 area was characterized by its industrial importance, place where important enterprises of steel, chemical industries and heavy shipyards had settled down. Within the deindustrialization process some of these industries areas were left to abandonment. Others, in the last decades, have been converted into residential areas, warehouses, logistical infrastructures, multinational corporations and into new specialized commercial areas. These urban transformations are definitely interrelated with the improved connection to the metropolitan network of high-speed roads that have emerged after the 90' s, where the EN10 has been gaining an increasingly complex connectivity. The remarkable appearance and consolidation of new activity and typology patterns are still anchored to the outline of the road. These new typologies gain centrality by being connected to high capacity networks of metropolitan mobility.

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## A discussion about new Bucharest ShoppingScapes

Because of a multitude of factors, Bucharest has developed in the past 20 years new typologies of shopping buildings and sites, either in the peripheral or in downtown areas. 20 years ago Bucharest has the its “universal” stores like buildings developed in the socialism-communist period of time and well formally designed in a specific local – functional way, but also a few older ones like the former “La Fayette Galleries” actual “Victoria Galleries” . Also some small area of shopping (for public or private commerce) were kept in the city center or in some important areas in a ruined built pattern of ground and 1 up to 3 levels – like in the North Railway Station area.

In the beginning of these 20 years a phenomenon of reconversion of these “universal” stores has begun, because of the increased need for private commerce spaces, being something in a very new trend for the city. And because these were situated in the cores of the neighborhoods, some of them have first become compartmented with “small boutiques” (as they were called), but in fact small private shops – small business of different imported and less local products. As a direct result they kept the initial urban image, and restore only the content and sometimes the global function.

There are a few in some areas considered more important that have been transformed into showrooms and offices above, like in Dorobanti Street Area, and lost the initial function of “universal” store. From the beginning of these 20 years in empty urban spaces have appeared new buildings constructed by private owners that were formally enveloped in glass coverings and announcing new attraction points. Most of them were located in the downtown nodes, and at the public space level they aggressed the green available areas.

Socialist-communist Era had been left also some finished and unfinished huge structures that were developed initially as “palaces” for the people, huge and with cupolas covering a main atrium. It was in the 2002-2004 when the foreign investors were encouraged to come and reuse

these buildings that permit to transform them into city shopping malls. These new malls kept the local volumetric presence and the connections to the urban and neighborhood space.

And because the beginning was made, a long series of city shopping malls has began to emerge in downtown and at peripheral nodes, establishing new interior urban spaces surrounded by another built nature, envisaging a new Bucharest ShoppingScape, but mainly artificial and accepted as a new fashionable space to dress and live for. In fact the notion of urban atmosphere was replaced with an easy way to be and experiment the shopping process in the city: the "non-place" as Marc Auge said in his book.

The urban network of commercial areas in Bucharest is presented today as a non-hierarchical structure of commercial streets, galleries, shopping malls and large commercial platforms, mixing the old city identity with new icons promoted by the new trends.

# THEME 3

## **ARCHITECTURE, SPATIALITY & PERCEPTION**



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## Community orientated consumption and opportunities for change in shopping centre/mall design

Conspicuous consumption is dead, shopping centres are obsolete and shopping will be undertaken in 'experience centres' (White 2010). With growing evidence that new paradigms of consumption are emerging in developed countries led by evolving technologies and online shopping (Weiss & Leong 2001; Paquet 2003; Turner 2010; 2000; Clausen et al. 2010; Lin 2008) and shifting consumer values and behaviours (Goodman et al. 2007; Blinkoff et al. 2008; Bennie et al. 2011), the environments in which we shop will need to adapt. These new consumer paradigms, replacing the paradigm of untamed, conspicuous consumption, are heavily influenced by sustainable practices and can be grouped into:

1. Community orientated consumption (Botsman & Rogers 2010)
2. Ethical and political consumption (Cherrier 2007; Newholm & Shaw 2007; Woodruffe-Burton et al. 2005)
3. Experience economy (Pine & Gilmore 1998; Boswijk et al. 2007; Lorentzen 2009)
4. Prosumption (Xie et al. 2008)

Community orientated consumption paradigms relate to behavioural changes that link, people more socially and or culturally closely with each other. These can be virtual or face to face. Collaborative Consumption (Botsman & Rogers 2010), the 'Me' vs 'We' economies (Blinkoff et al. 2008), service economies (Manzini & Jégou 2003), the slow movement (Pietrykowski 2004) and gift economies (Pinchot 1995) are examples. In this context, Manzini argues a reduction in consumption will lead to a more effective use of existing systems and services. Shared services such as car sharing, public bike hire, toy libraries and the like, all result from these community consumer paradigms. The slow movement, as the name suggests, requires time for reflection, pondering, lingering (Fuad-Luke 2009) –actions that are not

common in a consumer paradigm where speed and quick decisions are required and lingering is viewed as a behaviour that is a precursor to crime related activities (Flint 2002).

Importantly, Botsman & Rogers also predict a higher reliance on the internet for communication and obtaining information as important for a retail future based on collaborative consumption. Shopping centres/malls have often been criticised for their oligarchical design and management styles (Flint 2002; Voyce 2006). Quasi-public internal spaces, privately owned but within the public realm, have caused many to question and discuss their role as productive, egalitarian community orientated spaces (Flint 2002; Tyndall Voyce 2006). As community orientated consumption paradigms prevail, shopping centres/malls will be compelled to rethink this status quo. This paper will discuss the influence of community orientated consumption paradigms on shopping centre/mall design: how shopping centre operators are currently addressing these influences and the opportunities in the short to long term future for the traditional shopping centre/mall.

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## Shopping and the city

Urban atmospherics and competency for the city

The question I want to address in my contribution is simple: What is actually being built today in the European City? Are we, as experts talking and writing about the right topics? What competency do we need to transmit and teach to prepare for the challenges facing us?

Nowadays Shopping Developments, as Shopping Centers or as Retail Cores in inner cities, represent the single most important investment in the City. With new Urban Formats now targeting cities with 10.000+ inhabitants we need a way to assess the urban quality, the impact and sustainability of these projects. The modern city planning reduced the core function of the European city, the market, to a mere supply function, moved it to the suburbs, and replaced it with a 'green center'. With the 'Renaissance der Mitte' (the renaissance of the City Center as a place to go, live and work) we witness a fundamental change in our Stadtbaukultur (townbuildingculture): the comeback of shopping as function in the inner city. With this change comes a new challenge: how to re-urbanize and re-integrate retail as core function in the city creating mixed used, atmospheric dense, complex, differentiated and sustainable place with a high quality of life! The present findings are part of my Doctoral Theses and are based on two major research projects I worked on as Project leader. Firstly the development of a system of indicators and categories at the Bauhaus-Universität Weimar and at the Urban INDEX Institute in Darmstadt, examining the question as to whether and how the planning of urban quality can be achieved using objective categories and indicators. The 'Urban INDEX Shopping' is now being tested in the Planning process of Integrated Shopping Centers by some of the biggest developers in Europe. Secondly a Case Study research on 12 Inner City Shopping Centers in Germany, the UK and the Netherlands. Ranging from the Liverpool ONE with its 325.000 sqm to the Entre Deux in Maastricht with 24.000 sqm all sizes of an inner city shopping development where taken into account. In my lecture I argue the case that the quality of an urban space, may it be an open Shopping Centre or a public place, and therefore its "success" as a public- or retail space, depends primarily on the quality of clearly definable factors. Knowing that the Shopping Experience begins much earlier than the buying shifts the focus toward the urban quality of retail environments.

We want these Shopping Centers to integrate themselves in the city core; we want them to boost city development, to be beautiful, democratic, atmospherically intense, delightful AND economically successful. Although the aesthetic dimension of the city has been a matter for urban design ever since Camillo Sitte's "City Planning According to Artistic Principles", if not before, it seems that all too often atmospheric competency is lacking among urban designers and architects. Along with learning the economics behind a retail development, it is necessary to learn how to design atmospheres and develop atmospheric competency. And, what we need is competency on the city!

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## A Case for the Urbanisation of Future Irish ShoppingScapes

This paper puts forward a case for the urbanisation of future Irish shoppingscapes. It does so out of concern for the collective territories of the large-scale shopping centres, which proliferated in the Irish urban centre during the frantic building boom of the Celtic Tiger years. This concern is generated by the visible lack of sustainable urban design in their development, in particular, a lack of design that factors in urban and social sustainability. Acknowledging that this is often an assertion made concerning the commercial typology of the shopping mall, this research engages with the case put forward by Manuel de Solà-Morales for the “urbanization of the private domain.” This research takes up the challenge set to designers by Morales, by investigating how the urbanisation of the private domain of shoppingscapes can occur, and more specifically be designed for. Taking as its starting point, Louis Wirth’s sociological definition of urbanisation: “the development and extensions” of the characteristics of the public realm, this research, informs itself from the discourse in urban theory that focuses on the public realm. In particular, it looks to the discourse which examines “places and spaces which allow for the gradual evolution and opening up of rituals of behaviour,” and urban space which “allows for the chance encounter, the spontaneous event, the enjoyment of diversity and the discovery of the unexpected.” This paper examines two concepts from this discourse, that of “loose space” put forward by Karen A. Frank and Quentin Stevens, and that of “openness” as a condition” put forward by Richard Sennett. An evaluation criterion is drawn from these concepts and applied to four shoppingcase studies, to determine if their designs factor in urban and social sustainability. Shoppingscapes were selected from urban centres in Ireland and The Netherlands. Both countries, just after the peak of the property boom in Ireland, had the highest shopping centre stock per 1000 population out of 25 European countries. However, The Netherlands, unlike Ireland, is a country with a strong reputation for urban design

practice. The case studies chosen from The Netherlands, therefore, represent 'best practice' models.

In putting forward a case for the urbanisation of future Irish shoppingscapes, this research attempts to contribute to both national and international research on shoppingscapes. At national level, it highlights a disregard for the *longue durée* in the design of Irish shoppingscapes. The Celtic-Tiger Irish shoppingscapes, were each packaged as the 'new town centre,' promising to develop and extend the existing urban condition, both physically and socially. However, this paper contends that their design, led by factors other than urban and social sustainability, will make this promise difficult to keep. At international level, this research demonstrates how concepts derived from urban theory, when translated into evaluation methods, can highlight how sustainable urban design can create conditions for urban and social practices in shoppingscapes. It is proposed that this paper can inform a framework, against which the design of existing and proposed shoppingscapes can be assessed to ascertain if they allow for urbanisation.

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## The Placebo Effect

Towards the idealized public space



*Figure 1. A popular shopping mall in Athens, Greece.*

It is inarguable that consumption and public space are inextricably connected – they have always been. From the Ancient Agora in Athens, the center of political and social life - and the ideal model of public space over time - to the medieval market, which takes place in the central square of the town, commerce is regarded as an equivalent part of public life. In other words, in those cases, public space contains commercialism, combining it with other public activities. But what happens when conditions are reversed, and commerce, as the main activity, attempts to include public space or even more, to substitute public space? And indeed, the reality proves that public space is shifted from the traditional square to the shopping mall and in addition to that, from the center of the town to the suburban or rural areas, having in this sense a double impact in the “production of space”<sup>1</sup> – both to the sociological and the geographical part of it. This observation is definitely globalized, and every city with an imitative behavior seems to follow the same pattern – Athens is also one of them.

Thus, from this point of view, the famous phrase “perhaps the beginning of the twenty-first century will be remembered as the point where the urban could no longer be understood without shopping”<sup>2</sup>, needs to be reconsidered – it’s not the existence of this relationship that is new, it is the terms under which this relationship works that has changed. And respectively cities is now impossible not to take into consideration the dynamics of these new spaces and especially the way in which they try to impose as part of the public domain or even more as the ideal public space. But how is it possible to depart from the idea of shopping malls being described as non-places<sup>3</sup>, an idea that has been generally adopted and repeatedly used, and move to a concept that accepts them to represent the new public space? Are the qualities they claim to have, sufficient enough to go through such an approach? Certainly, the shopping malls are manifestations of publicity – both considering the usage and the design, they “borrow” elements of the multifunctionality of public space, basing their success in this sentiment of familiarity. But here life never exceeds the boundaries of sheltered regularity or premeditated surprise. Everything is designed to offer the ultimate shopping experience and with that, a spectacular urbanity. This paper therefore aims to examine the different levels of publicity in the shopping mall and, from this perspective, to discuss whether this “idealized” place, is a vital public space, or just an illusion, instead of a real answer, to people’s continuous need for a high quality public space.



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## Retail Design

Do we need a project instrument or a project tool?

Sem necessidade de recuar muito no tempo a evolução dos espaços comerciais dos últimos 20 anos expandiu a sua penetração no tecido da sociedade humana muito para além da quantidade de pessoas afectadas interferindo directamente na qualidade de vida percebida e premiando comportamentos de compra. O comércio invadiu todos os aspectos da vida dos indivíduos desde as creches, as escolas, às igrejas aos aeroportos sem falar na internet e nos smartfones. O impacto dessa exposição em momentos onde antes era clara a separação entre o público e o privado e onde o contacto com a linguagem do comércio era mais esporádica e menos intensa a nível social e individual do que hoje contribui para que os consumidores estejam cada vez mais sujeitos a mais estímulos e mensagens cada vez mais poderosas transmitidas através da publicidade, dos ambientes criados e dos materiais utilizados. O número de horas diárias que cada indivíduo passa por isso em espaços comerciais ou dedicado a tarefas de índole comercial é de tal forma importante na sua vida e no desempenho das suas actividades que todos os aspectos relacionados com a criação desses ambientes, as suas mensagens e a sua complexidade têm que ser vistos de forma holística e não individualmente como muitos dos projectos de arquitectura e de interiores ainda reflectem. Se actualmente é cada vez é mais preocupante que cada edifício seja um símbolo da identidade do seu promotor em termos da gestão urbana da cidade e todos os interesses envolvidos por outro lado o tratamento dos espaços interiores pelas marcas e os seus departamentos e preocupações de branding colocam grandes desafios à gestão da globalização versus o "genius loci". O estudo "Project on the city 2" da Harvard Design School trouxe à luz de todos, académicos e profissionais, uma visão da realidade urbanística que dá conta da evolução do comércio e do seu impacto nas cidades chegando a afirmar que os supercentros esgotaram as capacidades técnicas e tecnológicas actuais. Mas se em termos de dimensão estes super centros são hoje verdadeiras cidades, na realidade o primeiro centro comercial nos EUA replicou precisamente uma cidade europeia, então todos os seus espaços interiores arrastam e exponenciam os seus problemas de projecto, a interligação entre as diversas necessidades humanas e por fim a viabilidade económica destes empreendimentos.

Sem pretender resolver estas questões ao nível das diferentes áreas das Ciências Sociais a investigação em curso sobre o desenvolvimento dos projectos de Retail Design procura encontrar uma base de tomada de decisão operativa que leve em linha de conta os interesses dos stakeholders ainda na fase conceptual dos projectos partindo do princípio que o estudo e o aperfeiçoamento das metodologias permitirá a evolução da qualidade e valor dos projectos. Através de uma metodologia qualitativa exploratória decorreram entrevistas com profissionais da área do retail design e da área limítrofe da decoração de interiores procurando contrastar essa realidade com a análise da literatura sobre os processos de tomada de decisão no projecto consensuais na profissão de arquitectura, design e arquitectura de interiores. O resultado esperado desta investigação é o desenvolvimento das áreas de conhecimento do retail design que fundamentem a melhoria da incorporação dos interesses do arquitecto, do designer, do empresário e não menos importante, do consumidor. A questão colocada neste paper trata um dos aspectos fundamentais da investigação e centra-se como referem Franck Aggeri e J. Labatut (2011) na possibilidade alternativa de desenvolvimento de uma ferramenta que seja a extensão dos processos existentes ou de um instrumento que promova novos processos para apoio ao projecto de design e que apoie a capacidade de decisão promovendo a sua integração na geração de ideias.

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## SHOPPING MALL IN THE CITY CONTEXT



*Figure 1. Galeria-Kaskada*

Recent 20 years in European cities has been marked with the „invasion” of new structures – shopping malls, which have in many cases changed the cityscapes and relocated the real city centers to the peripheries. Shopping malls adopted the idea of the city with it’ s pedestrian street structure, leisure attitude, cafes and shops - into a market product, which not only mimics the city and substitutes it’ s essential trading function, but does it in the much better way – providing security, weather control and selection of best shops and selected goods. No wonder, that many citizens prefer to go to the shopping malls, even not only for shopping, but also to see other people and to show themselves. The sociological side effect of this facility has been already a subject of scientific research and movie topic. Shopping malls are creating a new shopping landscape, which can be considered not only in the overall perceptual way, but also as

sociological and psychological matter. The shoppingscape treated as a subject of architectural research creates however the essential core of the dispute over the appreciation or depreciation of shopping malls in the context of the existing cities. The discussion in the area of city planning, held on different levels and in different places had one main problem to solve: should the shopping mall be located outside or inside the city? Many features describe those situations and many experiences of the already done shopping centers deliver knowledge about this issue. The author is convinced, that the shopping malls can contribute to the city development being placed in their core areas. There are several conditions, which in these circumstances should be fulfilled, but in general, the result should strengthen the city, contribute to its diversity, respond to the functional needs of city improvement and growth. These preconditions allow to state, that the shopping Centre (mall) in the core of the city, located there under the condition to regard the city context, can contribute to enrichment of the city and to build the positive shoppingscape. This statement doesn't exclude the wrong examples of the intercity shopping mall, which ruined the city structure and its image. All those examples according to the Author are present in Szczecin (PL), where the variety of the shoppingscape can exemplify different approaches and results. These examples will be the subject of the authors presentation. Among the presented shopping malls, author would like to share with the audience his personal experience in the planning and realization of the shopping mall Galeria Kaskada in Szczecin. This shopping mall is strictly incorporated into the urban block structure of the city. Therefore it is deeply carved into the urban context. The existing surrounding are giving the scale, building lines, colors and materials, leaving however the form of the shopping mall to architects invention.

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## I Shop Therefore I Am

Consumer Spaces, Practices and Paradoxes in Cardiff

The growth of consumption has profoundly altered people's lifestyles and contributed to the manifestation of new forms of leisure and entertainment deeply entrenched in an unprecedented hedonistic quest, avidly pursued by contemporary societies. Conspicuous consumption has thus become the leitmotif of cities' cultural offer, tourism and events, and urban spaces have become increasingly spectacularised so as to please mobile audiences. In today's Western world the motto is: "Consume without delay, travel, enjoy yourself, renounce nothing" (Lipovetsky, 2005: 37). It is in consumption that individuals now find some sort of comfort and it is through the act of purchasing goods, services and experiences that individuals mould their identities and come to resemble their peers. In this 'society of consumers' (Bauman, 2007: 52), Barbara Kruger's phrase "I shop, therefore I am", encapsulated in her 1987 artwork, makes perfect sense. Consumers are seduced into consumption and are mistakenly led to believe that they have the free will to choose the objects of consumption as they please, to consume or stop consuming whenever they want to when, in fact, consumption constrains their behavior and imposes itself on their everyday life practices, hence the 'consuming paradox' Steven Miles argued about (1998). This never-ending summoning to consumption is influenced by and introduces profound changes in the way people relate to the urban environment, to others, and to themselves, in the process of endorsement of certain lifestyles, and in the formation of individual and collective identities (Allen in du Gay and Pryke, 2002: 41). Individuals are constrained by the pressing need to respond to the drives of capitalist conspicuous consumption through the adoption of consumerist lifestyles and individual and collective identities are negotiated and determined by people's "experience of consumption in the city" (Miles and Miles, 2004: 3). Products, on the other hand, are now endowed with "a significance beyond use value" (Jayne, 2006: 9) within a wider and more complex understanding of consumer culture as the 'symbolic economy' (Zukin, 1982; 1995; 2010).

Yet, consumption “divides as much as it provides” (Miles and Miles, 2004: 2), contributing to widening the gap between the most privileged and the most disadvantaged, those who can afford what consumer spaces have to offer them, and those who cannot – the ‘collateral damage’ of contemporary societies (Bauman, 2011). This paper will focus on Cardiff, the capital city of Wales in the UK, “a textbook example” (Ungersma, 2005: 157-158) of the growth of consumerism and of the physical and cultural impacts it has had in the urban fabric. Cardiff’s urban landscape has been subjected to overall makeover in order to respond to (economic) global demands and consumption has come to embody the quintessential backbone in Cardiff’s cultural resurgence through the proliferation of consumer spaces, including arcades, department stores, shopping centres or drinking and dining areas. This paper will thus reflect on and discuss the consumer spaces, practices and paradoxes that have been transforming Cardiff and that have granted the city the title of the 6th best retail destination in the UK.

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## To design a XL supermarket and its consequents

### A Case Study

In 2002 on the outskirts of the center of Eindhoven (a medium-sized town in the south of the Netherlands) along the ring road an existing supermarket, part of a chain named "Albert Heijn" was doubled in size making it the flagship of a new "extra large" formula in the Netherlands. The existing establishment of the supermarket was completely transformed, both the interior and exterior. The facade on the side of the ring nowadays is a sixty meter long matted glass surface at the rear illuminated by neon making different templates during the night and evening. The entrance is clearly visible from the ring and the surrounding parking lots and is marked by a nine meter high canopy. Choosing for the reuse of aluminum cast panels collected from the existing building this material was combined with deep anthracite colored masonry and large glass surfaces. In 2000 the city council of Eindhoven gave Alessandro Mendini an assignment to react on the ring road. The ring appeared in 1920 in the city planning, but took 50 years, not until 1970 before it was finished. According to Mendini the ring could offer a lot more than the provision for the car that it is today. So there should be beacons for the six villages where Eindhoven is built. The ring must be a binding factor, instead of the barrier that he is today. The concept of the design reacts to this idea and makes the building work like a landmark, one of the many that should be located to the ring. In this paper we will explain the thoughts and ideas behind the original concept and evaluate after ten years (2002-2012) the consequences of building such a large scale store for the urban environment.

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## Old Market v. Shopping Malls

The impacts of changing consumer practices on Sarajevo's urban morphology



*Figure 1. A traditional street in the old city market*

*(Murat Gül)*

Public life in the ancient times was of huge importance with the Agora in Greece and the Forum in Rome serving as places allocated for cultural events open to the public, creating the concept of the 'genius loci' or spirit of the place. The shopping activity back then took place in form of different commercial units, always open to the street. They served as places where the products were both, fabricated and sold. Through history, the demand of a new shopping experience gave rise to the emergence of shopping malls, not only as a different form of urban public space but also a place of other public activities with urban and public functions. These enclosed shopping places created an image of 'a city inside a city' and provided a distinctive division between the urban streetscape and shopping activity. This paper aims to investigate the impact of modern shopping malls on the traditional market district of city of Sarajevo, Bosnia and Herzegovina. During the Ottoman rule of Bosnia (1463-1878), Sarajevo was a primary commercial centre in its region and gradually developed itself along its spine, the river Miljacka.



This east-west orientation had an important influence on the city's urban pattern based on a clear division between the residential and commercial/administrative parts: the business centre (Baščaršija) in the valley and the residential quarters (Mahalas) underlying the surrounding slopes (Figure 1). During the Austria-Hungarian period (1878-1918) Sarajevo continued to expand towards the west stretching the commercial district along the river Miljacka. This brought an interesting urban cocktail where old Turkish market district was blended with Western style commercial buildings. The Socialist Republic of Yugoslavia (1943-1992) saw the city further developed towards the west with utilitarian architecture representing cubic composition of Socialist Architecture. The real break point in the history of the city, however, came in 1992 when the three-year long siege during the Yugoslavian War (1992-1995) left the city extensively damaged with tens of thousands people dead. The post-Socialist period saw a rapid recovery. Today the old market district has returned back to its colourful days not only for the locals who still prefer do shopping in the stone-paved streets of Baščaršija but also increasing number of tourists visiting the city. This viable commercial life in the old city, however, is now being challenged with the newly opened modern shopping malls along the adjacent Marjin Dvor district of Sarajevo. Currently there are three large-scale shopping malls operating in the city. With their contemporary architectural genre, modern shops, entertainment and dining facilities and undercover car parking, those shopping malls provide an alternative for Sarajevo dwellers for shopping and recreation. This paper therefore investigates how the newly opened shopping malls will impact on the consumer behaviours and practices in Sarajevo. Also how such changes impact on the city's urban morphology. Based on original research, public questionnaires and interviews with business owners both in the traditional market district and new shopping malls, this study will provide valuable information for future research focusing the urban planning in Sarajevo.

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## Flagship Stores

The new all-inclusive Shoppingscape

Shoppingscapes around strip malls, malls, shopping districts, and retail hubs are socio-cultural icons of a city, the signs of an era, the transformers of the urban landscape, and the experience providers to the users. The traditional function of shoppingscapes has been pathways to retail and that of the retailers centered on these pathways has been sales. Historically, the functionality of shoppingscapes has been to act as a magnet of other functionalities in the development of a cultural hub. It is around retail or the economic centers of the city, that the cultural and the social centers develop. Museums, theaters, restaurants and fine dining, cultural activities surround these retail hubs. And if the historical precedent of retail, social, and cultural activities existing in a symbiotic relationship is to hold true in today's market, the definition of shoppingscape can be applied to a new consolidated setting in the form of flagship stores. Flagship stores are retail spectacles that serve the purpose of retailment, exclusive social interaction, creation of culture, all while providing an exclusive sales shrine for the customer. These experience providing flagship stores are architectural spectacles where the customer interacts with the space as they would with works of art or with other components of a shoppingscape. The flagship stores are the 21st century shoppingscapes – self sufficient in providing a holistic socio-cultural experience, exclusive in retail merchandize sold at that location, and massive in size. "Furthermore, many flagship stores try to become embassy buildings or representations in the city, places that occupy territory within people's everyday realm" [2]. This paper explores the flagship stores as the new shoppingscapes and identifies the spatial appropriations with flagship stores that are similar to the traditional shoppingscape where the intent is to convert retail into experience fully integrated into other cultural activities such as theatre and art [1]. Even though flagship stores are an inclusive entity that host the traditional functionalities of a shoppingscape within one building, the location of flagship stores in itself is becoming a key magnet of economic and socio-cultural activity as can be seen in New York's 5th Avenue, London's Bond Street, or at Omotesando and Ginza neighborhoods in Japan.

These shoppingscapes have been around for decades and some even for a couple of centuries, but now luxury retailers are remodeling their stores to identify the shoppingscape within the building itself so that the customer does not have to leave the building or for that matter the brand. This definitely has both positive and negative economic and socio-cultural implications on the city, the cityscape, or the shoppingscape as this paper explores. It is within these flagship stores that users go to attend an art opening, or to view a recital, or have lunch with their friends, and when they are tired take a break at the terrace – the new public space – far from the maddening crowd. As Riewoldt points out, “the three-dimensional design of brand settings is all about forging backdrops for experiences with a high entertainment value” [3]. The concept of a city within a city is analogous in certain aspects to flagship stores representing shoppingscapes within shoppingscapes.

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## O Centro Comercial Urbano como artefacto capaz de gerar importantes espaços colectivos

### **Contextualização:**

O trabalho que aqui se resume insere-se no marco de uma investigação doutoral que o autor tem levado a cabo nos últimos anos no Departament d' Urbanisme i Ordenació del Territori da Escola Técnica Superior d' Arquitectura de Barcelona da Universitat Politècnica de Catalunya, em Espanha.

### **Objeto de Estudo e Justificação Teórica:**

O objecto de estudo da investigação são os centros comerciais urbanos e demais artefactos colectivos de ocio e consumo que desde há mais ou menos duas décadas apareceram nas cidades compactas de Lisboa e Barcelona. O debate intenso e polémico que acompanha o aparecimento destes objetos justifica por si o interesse de uma investigação teórica que permita extrair o máximo conhecimento sobre o impacto que os mesmos têm no espaço público e na sua envolvente imediata. Estes conhecimentos têm um interesse especial para Lisboa e Barcelona na medida em que são duas cidades onde apareceram e continuam a aparecer novos centros comerciais e de ocio importantes, mas também para todas aquelas cidades europeias que se encontram com estruturas semelhantes e que têm que tomar decisões sobre a sua abertura, remodelação ou ampliação.

### **Objetivos:**

Esta reflexão tem dois objectivos fundamentais. O primeiro é contribuir para enriquecer o conhecimento actual sobre os espaços coletivos que se estão a produzir na cidade compacta. E o segundo, avaliar as oportunidades e ameaças que aquelas peças urbanas possam representar para a construção da cidade, para a qualificação dos seus espaços coletivos e para o desenvolvimento e transformação urbanas.

**Hipótese:**

*Em determinadas circunstâncias, os centros comerciais urbanos não só criam novos lugares coletivos na cidade compacta como algumas vezes qualificam e enriquecem o sistema de espaços públicos em que se inserem.*

Efetivamente, se os centros comerciais em lugar de criarem espaços coletivos desinteressantes gerarem espaços coletivos de qualidade; se em lugar de imporem aos seus utilizadores espaços muito vigiados, oferecerem espaços seguros com medidas de controlo menos restritivas e se as experiências que os seus utilizadores puderem ter no seu interior não os convertam em simples consumidores, mas lhes restituam a condição de cidadãos, possibilitando a realização de diversas atividades (como aceder a um serviço, fazer uma refeição, realizar uma reunião ou simplesmente visitar uma sala de cinema) então poderemos afirmar que as qualidades cívicas dos espaços coletivos que se geram no interior destes artefactos não são muito diferentes das dos tradicionais espaços públicos urbanos, sendo que nalguns casos as qualidades cívicas dos primeiros superam as dos segundos.

**Metodologia:**

Para determinar a validade da hipótese definiu-se um corpus de casos de estudo composto por objectos representativos do universo estudado, tanto de Lisboa como de Barcelona, e paralelamente definiram-se os critérios que a permitiriam avaliar. Em primeiro lugar, determinou-se a capacidade destes artefactos em gerar novos espaços coletivos legíveis e complexos. Isto é, todas aquelas estruturas espaciais mais pequenas que compõem os centros comerciais, geralmente interiores: a galeria, a praça, o parque, o vestíbulo, a passagem, o corredor. Em segundo lugar, determinaram-se os graus de liberdade desses espaços e respectivos elementos de controlo. Isto é, um espaço que é fechado por portas automáticas, onde as entradas são todas marcadas por alarmes, onde existem uma ou mais câmaras de videovigilância, onde se passeiam agentes de segurança e que está sujeito a uma utilização dentro de um determinado horário de utilização é, em princípio, um espaço mais vigiado, mais controlado e consequentemente um espaço de menor liberdade, que outro que não esteja totalmente fechado, onde não existam tantos fatores de controlo e que possa ser utilizado de dia ou de noite. E, em terceiro lugar, determinaram-se as formas de apropriação desses espaços, resultantes fundamentalmente da mescla de usos e de atividades num mesmo espaço. Quer dizer um espaço monofuncional onde existam apenas lojas e onde o uso seja reduzido ao consumo é bastante diferente de um espaço multifuncional, onde existem lojas mas também serviços, restauração, equipamentos culturais ou de lazer, etc. e as atividades sejam também variadas.

**Palavras Chave:**

*Centros Comerciais, Tipos de Espaços Colectivos; Graus de Liberdade; Formas de Apropriação.*

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Re-imagining Pekan Kuah as the  
Rainforest Shopping Paradise of  
Langkawi



*Figure 1. Re-imagined Scenes of Pekan Kuah.*

This paper addresses Theme III: Architecture, spatiality and perception. Pekan Kuah on the legendary island of Langkawi is used as the exploratory setting. This small town is the arrival point for tourists. The ferry terminal is located here. The primary tourist attractions for Langkawi are the natural features, particularly the bio-diversely rich flora and fauna, the sea and its marine life and the geological formation. In 1987 Langkawi was designated a Duty-Free island status.

Since then, shopping is on the agenda of shorter-stay visitors, particularly Malaysians who will visit for about 3-4 days. International visitors would have lesser interest. The duty-free items such as chocolate, liquor, cigarettes are common to airports around the world. Furthermore, the town setting of Pekan Kuah lacks commercial excitement. Historically, Langkawi is home to traditional Malay houses rather than commercial outlets.

The rows of two-story shop-houses in Pekan Kuah traced their origin to the Chinese shop-houses more commonly found in bigger cities in Malaysia that started being urbanized during the colonial British period. The issue is thus, how to turn Pekan Kuah into an inviting shopping environment for both the local and international visitors. This paper outlines the relationship between structures and objects that defines 'shoppingscapes' within a newly rejuvenated urban-shopping environment of this island town. It first looks at the typology of the existing shopping facilities. Review of more successful urban shopping spaces is also carried out to provide the theoretical framework. The strengths, weaknesses, opportunities and constraints (SWOC) of the existing Pekan Kuah are analysed to determine the best course of design strategies. An overall design vision is established. The aim is to regenerate Pekan Kuah as an iconic and vibrant commercial hub with an ecological focus. Rather than thinking of urban landscapes as one of the manicured gardens, the proximity to the sea and rich layering of tropical rainforest provides the inspiration. The architectural values intend to blend the built environment with the natural environment into a seamless experience rather than treating the more urban part of the island as isolated man-made district. The proposed mixed development faces the sea. Reconnecting people to the water is part of the strategies to tie the artificial to the natural whilst allowing convenient access from the commercial zone to the bay area. The spiritual and economic values of water provide great opportunities to reinvent them as vital anchors that bring new life and investment into the urban settlement. This will create a memorable shopping environment and provide a rich mix of opportunities for diverse groups of people. Architectural built forms and structures will have green foliage as the shading envelopes. Befitting the context of island tourism, nature will be used to valorize culture and shopping. This new conceptual model represents Pekan Kuah as a bio-diversely rich nature-inspired environment. New structures not only provide a new kind of public spaces in Langkawi but also change the perception of public spaces there as a whole - thus transforming Pekan Kuah as the Rainforest Shopping Paradise of Langkawi.

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## ShoppingScapes, Architecture as a challenge

Possible pattern for Serbia

The paper treats aspects of contemporary „ShoppingScapes “ concepts as public spaces and factors of successful ambience created to make shopping more enjoyable. The analysis is based on researching building opportunities in WB, at first in Serbia. From its beginning in the USA integrated retail development has successfully spread to all parts from the world. In each country as shopping centre development matures, it creates its own national identity developed by many factors including: financial drivers, architectural and urban context, shopping culture and political will. The design of all retail environments confirms to basic planning principles, but all developments are still unique, and are shaped by their location. The paper is based on the multispecies analysis of the „ShoppingScapes “, buildings that are becoming the complimentary part of a city everyday contemporary living, as well as being social and global phenomena. These structures should achieve effect of pleasance and comfort where each segment satisfies the needs for rest, relaxation, food and fun of its consumers. So "ShoppingScapes “, are becoming small towns where all free activities are taking place besides shopping and buying. Population growth influence vast changes in urb-architectural structure of the cities and therefore is the significant rise of the need for the new ideas for implementation shopping malls in the urban tissue. Increasingly retail is looking for more variety and mix uses in the city, creating more value for the customer. In order to maximise the value „ShoppingScapes “environments tend to respond to a number of fundamental factors. The science tells us that the shopping centre is an machine, with a very precise design requirements. These objects as huge energy consumers are more often becoming self-sustaining systems which are using and exploit natural resources taking an active role in creating a new ecology.



Having in mind that „ShoppingScapes “buildings spend a great amount of energy in the phase of exploitation, the authors are interested in researching the sustainable pattern for Serbia. Parallels are made with the current theory of designing and development perspectives in national circumstances are investigated. The research also provides for flexibility – allowing local builders to make green choices based on climate and geography as well as style preferences and budget. This paper is explaining the influence of urban and cultural dynamic towards architecture of these objects and contemplates about future possible solutions.

**Key words:** *"ShoppingScapes ", design, concepts, public spaces, sustainability*

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## The affective-emotional communication and its consequents

A Case Study



*Figure 1: Shop Windows in the Avenida da Liberdade, Lisboa*

That relates to shopping requires the participation of emotional meaning. An object awakens the consumer's desire it involves him affectively. However, the emotional process is related to the way in which the individual perceives what it desires. In the case of clothes displayed in shop windows, there must be special attention to the scenery since it is this communication form with the consumer that will arouse the emotion. Niemeyer (2008) claims that to understand how products provoke emotion it is necessary to know the interests of the people before, because in the cognitive and affective processes the cultural and individual differences have great importance. The exhibition space has an overarching reading due to its social, economic and cultural character in its articles and for containing perception elements as colour and light. The shop windows can be considered chromatic windows in the urban landscape. Its meanings depend on the perception of the observer, whose eyes and the mind have different perceptions through comparison and contrast (Itten, 1973).

A game of light, colours and shapes is responsible for attracting the consumers and for communicating the form that conquers them. At the same time, the shop window beyond composing the shoppingscapes, also interferes with the architectural and urban environment. Therefore, the production of a shop window is an activity that involves architecture and design areas, even through this complex interrelation is beyond the scope of this paper. This case study was selected with the aim to evaluate if the emotion elements in the shop windows are being clearly communicated and to what extent their intervention is significant in the shoppingscapes of Lisbon. The analysis was carried out in the Avenida da Liberdade, during the months of December/12 and January/13. Chromatic focuses are clearly highlighted as can be observed in Figure 1. The shop windows analyzed are situated in historic architectural context with contemporary structures that enable a dispute with the aesthetic variables of the buildings. The exhibition system used in the shop windows represent a physical rupture between the observer and the built object and in that it may in the aesthetic rhythm of the building, as is shows in disrupt perception. The visual message of a shop window is a cognitive and emotional unit and aims at the communication of a set of values. At the same time, it is part of a building that also has inherent signs and meanings. Designers and architects must be alert, because when you look around all the texture of visual field consists of colour. Lancaster (1996) states that when we use colours of great intensities in buildings or advertisements (shop windows), this causes interference all around the visual field of the built environment. Costa (2011) points out that when there is excess of visual information, mainly chromatic, the observer can differentiate only what has a unique personality or containing something that identifies with him. On the other hand, to perceive how the consumer identifies the product presented in a shop window and how he receives the image of the artifact exhibited it, is essential to obtain some degree of efficiency and harmony in communication. Therefore, the challenge consists of the interaction between two concepts: communication and identity, operating through the maintenance of identity and the evaluation of the impact of communication through the analysis of emotional meaning content.