

May 30 (ULHT - Universidade Lusófona de Humanidades e Tecnologias)

ShoppingScapes'13

Theme III - Architecture, spatiality and perception

9h30 - Keynote Speaker for Theme III- Nuno Mateus, ARX Portugal
(Moderator: Luís Santiago Baptista, ULHT)

11h15 - Plenary Session (Moderator: Luís Santiago Baptista, ULHT)
Kirsty Máté (University of Tasmania, Australia) - *Community orientated consumption and opportunities for change in shopping centre/mall design*
Valentin Hadelich (Bauhaus University Weimar, Germany) - *Shopping and The City*
Deirdre Greaney (Univ. Ulster, NI) *A case for the urbanisation of future Irish shoppingscapes*

13h00 - Lunch*

14h00 - 1st Parallel Session for Theme III, Room S1 (Moderator: Kirsty Máté)
Mariana Loi (University of Bath, UK) - *The placebo effect: towards the idealized public space*
Luís Lança (FAUTL, Portugal) - *Retail design: do we need a project instrument or a project tool?*
Zbigniew Paszkowski (West Pomeranian UTS, Poland) - *Shopping mall in the city context*

14h00 - 1st Parallel Session for Theme III, Room S2 (Moderator: Valentin Hadelich)
Ana Gonçalves (ESHTE, Portugal) - *I Shop therefore I am: consumer spaces, practices and paradoxes*
Tom Veeger (UTE, Netherlands) - *to design a XL supermarket and it's consequents, a case study*
Murat Gul (TOBB University, Turkey) - *Old Market v. Shopping Malls: the impact of changing consumer practices on Sarajevó's urban morphology*

15h15 - 2nd Parallel Session for Theme III, Room S1 (Moderator: Zbigniew Paszkowski)
Bhakti Sharma (State Univ. New York, USA) - *Flagship Stores: the new all-inclusive Shoppingscape*
Pedro Bento (UPC, Spain) - *The Urban Shopping Centre as a powerful artefact capable of creating important collective spaces*
Rashidah Rahma (University of Mara, Malaysia) - *Re-imagining Pekan Kuah as the Rainforest Shopping Paradise of Langkawi*

15h15 - 2nd Parallel Session for Theme III, Room S2 (Moderator: Tiago Queiroz)
Jasmina Tamburic (University of Nis, Serbia) - *ShoppingScapes, Architecture as a challenge: possible pattern for Serbia*
Simone Maffei (UNESP/UTL, Brazil) - *The affective-emotional communication in shoppingscapes*

16h30 - Coffee Break

16h45 - Lecture - Nuno Portas, Emeritus Professor at FAUP
(Moderator: Patrícia Santos Pedrosa, ULHT)

18h15 - Closing Session and Cocktail

full programme

May 27 (IFP - Institut Français du Portugal)

09h30 - Opening Session - Jean-Pierre Courtiat (IFP), **António S. Mattos** (APCC), **Miguel Silva Graça** (CITTA/DEC-UC)

10h00 - Lecture: Alain Bourdin (UPE)

11h00 - 1st Panel - New geometries of urbanity and consumption
Álvaro Domingues (CEAU-FAUP)
Herculano Cachinho (CEG-UL)
Sofia Alexandra Cruz (FEP-UP, IS-FLUP)
(Moderator: Teresa Barata Salgueiro, CEG)

15h00 - Lecture: David Mangin

16h00 - 2nd Panel - The city, the brave new world of consumption and its cathedrals
Corinna Morandi (PoliMi)
Margarida Louro (FA-UTL)
Miguel Silva Graça (CITTA/DEC-UC)
(Moderator: Vasco Pinheiro, ULHT)

May 28 (ULHT - Universidade Lusófona de Humanidades e Tecnologias)

08h30 - Registration

09h30 - Opening Session - Mário Moutinho, João Sequeira, Vasco Pinheiro (ULHT)

10h00 - Opening Lecture - Stuart Rough, Chairman at Broadway Malayan
(Moderators: João Sequeira & Vasco Pinheiro, ULHT)

11h45 - Coffee Break

Theme I: Typologies, history and geography

12h00 - Keynote Speaker for Theme I - Pedro Appleton, Promontório Architects
(Moderator: Eliana Sousa Santos, ULHT)

13h30 - Lunch*

14h30 - Plenary Session for Theme I (Moderator: Eliana Sousa Santos)

Santiago Cifuentes (ETSAM, Spain) - *Display windows; Madrid 1925-1955*

Alessia Alegri (FAUTL-CIAUD, Portugal) - *Lisbon ShoppingScape*

Giorgio Limonta and Gabriele Cavoto (PoliMi, Italia) - *The demalling process in Italy*

16h00 - 1st Parallel Session for Theme I, Room S1 (Moderator: Santiago Cifuentes)

Guiomar Martin (ETSAM, Spain) - *Just a failed Shoppingscape? Urban and public values of Le Mirail's - dalle*

Johannes Kalvelage (Dessau Institut Architecture, Germany) - *ShoppingScapes Magdeburg*

Luiz Manoel Gazzaneo (UFRJ, Brazil) - *The Shopping Estação in Itaipava*

16h00 - 1st Parallel Session for Theme I, Room S2 (Moderator: Giorgio Limonta)

Maria Cabrera Vergara (UPM, Spain) - *Shipping Container Mall: A Rising Typology*

João Cardim (ISCTE-IUL, Portugal) - *The role of shopping malls in shaping the Lisbon Metropolitan area: the Amoreiras Shopping Center case-study*

Alex Pfanzelt (University of Innsbruck, Austria) - *Amazon the rural shopping centre: from a temporary business model to a spatial impact*

17h00 - Coffee Break

17h15 - 2nd Parallel Session for Theme I, Room S1 (Moderator: Johannes Kalvelage)

Shirley Daborn (University New South Wales, Australia) - *The suburban shoppingscape and the reconfiguration of urban ideals*

Bambang Heryanto (Hasanuddin University, Indonesia) - *CulinaryScapes: typo-morphological changes in the old district urban landscape*

Juan A. Sanchez Muñoz and Vincent Morales Garoffolo (KAUH Architects)- *A historic case study: The Alcaiceria of Granada: from a silk trade center to a post-touristic shopping-scape*

17h15 - 2nd Parallel Session for Theme I, Room S2 (Moderator: Alessia Alegri)

Janina Gosseye (Univ. Queensland, Australia) - *Collectivity and the post-war shopping centre*

Tiago Queiroz (ULHT, Portugal) - *Shopping Center and urban regeneration: reflection on the potential for a synergic relation*

Iva Markovic and Mladen Pesic (Belgrade University, Serbia) - *Architectural representation of the socialist consumerist society*

May 29 (ULHT - Universidade Lusófona de Humanidades e Tecnologias)

Theme II - Territory and landscape

09h30 - Keynote Speaker for Theme II - Wolfgang Christ, Professor at Bauhaus Univ. Weimar
(Moderator: Maria João Matos, ULHT)

11h15 - Plenary Session for Theme II (Moderator: Maria João Matos, ULHT)

Ian Caine (University of Texas, USA) - *ChangeScapes*

Tanja Korzer (University of Leipzig, Germany) - *Learning from shopping centers*

Lineu Castello (Univ. Federal Rio Grande Sul, Brazil) - *Gluing the fragmented metropolis*

13h00 - Lunch*

14h00 - Parallel Session for Theme II, Room S1 (Moderator: Ian Caine)

Frederico Braidia (Univ. Federal Juiz Fora, Brazil) - *City and regional center, forms and commercial uses in Juiz de Fora*

Guido Granello (PoliMi, Italia) - *Linear shopping(e)scape, shopping in the italian way*

Evelyn Kwok (University of Technology Sydney, Australia) - *Skywalking in Hong Kong*

Maria C. Freire (Universidade de Évora, Portugal) - *Shocking Shoppingscapes*

Mario Paris (Universidad de Valladolid, Spain) - *From retail polarities to superplaces*

14h00 - Parallel Session for Theme II, Room S2 (Moderator: Lineu Castello)

Ana Tavares (Univ. Coimbra, Portugal) - *The ShoppingScapes and the infrastructural city*

Zsolt Szendrei (BUTE, Hungary) - *Artificial mono-functionalism versus natural mixed use*

Antonio Cappuccitti (University of Rome, Italia) - *Polycentrism and commercial "central" places in Rome*

Vaso Trova (Univ. Thessaly, Greece) - *Blurring the boundaries. the mall and the city*

Margarida Paz (FA-UTL, Portugal) - *Land use and morphological changes along the EN10. From industry to shopping landscapes*

15h45 - Coffee Break

16h00 - Lecture - José Quintela (SONAE Sierra)

(Moderator: Miguel Silva Graça, CITTA/DEC-UC)

17h30 - Guided visit to C.C. Colombo** (SONAE Sierra)

* Lunches will be served at the Bar/Self-Service near the University's main entrance. Tickets should be collected everyday, after the morning session.

** The meeting point will be at Park1 in the University Campus. The bus will leave at 17h40. Colombo Shopping Mall's METRO station is Colégio Militar/Luz (Blue Line)