

SHOPPINGSCAPES'13

International Conference
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Lusófona University, Lisbon



The designation of "ShoppingScapes" tries to focus in a word the meeting of ideas related to the presence and meaning of commercial superstructures that have been spreading throughout the territory, transforming and (re)building the landscape, as well as affecting the development of cities in general. Similarly, the description also applies to a variant of the traditional shopping mall, which generally punctuates the suburban area, appearing as authentic commercial retail hubs, assuming their strange and contradictory condition of non-cities, emptying the traditional city centre of characteristic activity with its displacement. .

Thanks to such impacts, the presence and positioning of these superstructures is assuming a greater importance in the processes of territory organization and management, together with the emergent questions related with the current economic and financial crisis and the general lack of role models that may best suit these transformations to the new emerging societal paradigm.

However, today we see that urban life is easily confused with the experience of consumption, both being part of the same landscape. It is hard to dissociate the image of a shopping mall from an urban context, or to consider the contemporary city without the world of consumption that this commercial typology provides.

Interestingly, it turns out that the areas provided by these shopping structures appear not to be merely dedicated to consumption. In the theatrical and simulated environment of its "streets" and "squares" - free recreations of the structuring elements of the historic city - one can wander, eat, drink, rest and consume symbols and goods. But, as a product of globalization, symbol of a hyper-modernity, isn't the "shopping centre" a sign?

Presently, the current and transversal context of an economic and financial crisis has implied a clear shift in how we relate to these structures, not only by inducing changes in consumer habits, but also in terms of its urban presence and representativeness, affected by the questioning of the economic viability and sustainability of the model they represent. It is thus demonstrated that the shopping centre, despite presenting itself as a product of the typological evolution of a fundamental constituent of the landscape and urban activity, does not represent a permanent or unchanging formula, but rather a flexible piece of limited duration that, much like the factories of older times, might become one of the futures brown-fields for urban expansions and retrofits of a city yet to come. We should reflect on situations which have already found an echo in the example of the dead mall, particularly on the logic underlying their changing processes.

The focus of this international conference was the debate of the following issues: the theorization of possible concepts and interpretations behind the idea of a shoppingscape, the process of its evolution as a model and a typology, the relationship with the territories and the planning management, the social and cultural dynamics that it has been promoting and the considerations on its possible future.

In the end, a scientific network was proposed to be organized (www.shoppingscapes.net) and a new event ShoppingScapes'15 was scheduled for next May 2015.

The event was held in May 2013 (27 to 30), in the Institut Français du Portugal and at the Universidade Lusófona de Humanidades e Tecnologias, in Lisbon.

JUST A FAILED SHOPPINGSCAPE?

Urban and public values of Le Mirail's dalle



1: Global plan from competition entry: the stem relied its course on the green structure of the existing terrain

2: Expected occupation of the dalle: ephemeral structures for unpredictable spatial practices

The famous plan for Toulouse-Le Mirail, by Candilis/Josic/Woods (1961), proposed a different 'type' of public space. An elevated linear 'stem' (the dalle) wove the whole urban intervention and concentrated all the commercial, social and cultural activity of the district. Unfortunately, the project is today stigmatized as a total social failure: the dalle was demolished and a traditional commercial street has been implemented. However, this paper believes that a critical analysis of the original project can still provide key lessons for current and future reflections on the design of new shopping/public-scapes.

Probably, the most evident value of Le Mirail lies in its condition as a built manifesto of Team 10's paradoxical double goal. On the one hand, it assumes the main accomplishments from the modern legacy but on the other, it undermines some of its most basic principles. Such conciliation is neither found in a slavish replication of past forms, nor in a blind adherence to modernist ways of doing. Rather, it is understood as a field of tension between the two realities. That is how Le Mirail accepts the advantages of the modernist superposition of urban layers (greenery-infrastructure-built), but at the same time, it yearns desperately to overcome the modernist scheme of 'discontinuous' blocks, isolated on a park. Along the stem, connections among objects assume a primordial role. Indeed, the traditional street is reinterpreted at Le Mirail through the actual 'materialization' of relationships in a linear activity-condenser, a continuous artefact willing to compensate the Athens Charter's lack of attention to the intermediate realm among buildings. The pedestrian is the sole owner of a new spatial reality that distances itself from the modernist void, elevating from it and becoming a solidified (infra)structure. The void becomes a mass; the street, a building (a *bâtiment-rue*). Paradoxically, this inescapable materiality transformed the whole urban plan into an inevitable architectural object. What was supposed to work as a flexible trace, as an organizing device, open to evolution, ended up being perceived as a sculptural form, which furthermore betrayed the office's desire of anti-monumentality.

It is indisputable that Le Mirail's evolution failed to respond to a complex social reality. The post-war optimism put definitely excessive trust on political interests, financing developers and administrative procedures that never fulfilled an equal development of scales in an urban scheme of unprecedented proportions. Likewise, there was too much confidence in the inhabitants' will to spontaneously transform and revalorize their physical environment. Scared of the dictatorial dangers of 'over-design', Le Mirail's deliberate neutral spatial-frames curiously raised the opposite question: to what point a minimal spatial definition could really stimulate creative spatial practices and foster collective identity? Likewise, some of Le Mirail's original intentions, like a mixture of den-

se activities along the dalle, never took place. Insecurity was inevitably derived from a complex three-dimensional organization that was never 'congested enough', failing to provide enough 'eyes' for a natural control, in Jane Jacobs' terms.

In any case, several lessons could be extracted from Le Mirail's radical conception of public space. Firstly, how this innovative landscape questions the limits between architecture, urbanism and even object design. The dalle refuses Nolli's division of the city in black and white diagrams, suggesting other ways of representing, conceiving and transforming public space. In this sense, it also challenges the inevitable dependence that new urban ideas present in relation to established legal procedures. Along with this, the dalle calls for reinterpreting mobility as a starting point for further reconsiderations of public space (as in contemporary recycling projects such as New York's Highline). Likewise, it calls for the importance of a congested but not-homogeneous complexity in the definition of large-scale public-scapes: although partially achieved, Le Mirail's idea was that each section of the stem should acquire a different recognisable character, based on the specific 'injected' activities and a distinct physical qualification. As for the point of view of the architectural design process, Le Mirail's research on basic geometries and combination rules proves simplicity's potential for producing a high degree of plastic richness and how a 'poetic dimension' can be achieved from a brutalist use of 'nude materials'.

Finally, the intrinsic spirit of Le Mirail invites to reconsider our contemporary relationship to modern heritage, a polemic issue still full of uncertainty. Assuming Habermas' belief in Modernity as an incomplete project, these realities could be considered as active frameworks for today's architects, contexts to respect but also to manipulate in order to meet present's needs.

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SHOP WINDOWS. MADRID 1925-1940

Gran Vía. Madrid, 1930. The city welcomed this new ideal of modernity that came to deeply revitalise its avenues, the quintessential shopping space that served as a support for the installation of new shops, clubs and leisure centres, the new aesthetic icons.

Midway between the interior and the exterior, in direct contact with the ebb and flow of the modern metropolis, throughout the 20th century shopfronts have offered us a privileged perspective of the materialisation of avant-garde European architecture, anticipating concepts that would later be incorporated in architecture on a larger scale.

The focus of the present analysis centres around Madrid, capital of Spain and city that during the decade of the 1920s found itself living a demographic and economic explosion. The flourishing commercial activity of its main avenues constituted the perfect foundations on which to import modernity from beyond Spain's borders. A modernity in gestational phase that would take commercial architecture as its test bed for the advances being made since the beginning of the Industrial Revolution in the 19th century. A new Machine Age, one that hadn't yet found a style of its own through which to express the values of a new architecture, overcoming the prevailing historicism.

The first to react wholly against this eclectic academicism were the young architects who graduated in the 1920s from the Madrid School of Architecture. Unsatisfied with a methodology that remained completely passive before the profound cultural changes of the time, they had completed their education auto-didactically, using periodicals as a source of knowledge and dissemination for a 'new art', to which they could not gain access from the lecture theatres. They would end up actively participating by founding and editing many of these magazines.

It was here that some of their first projects would appear, modest but ambitious prototypes that carried their novel ideas. Small constructions developed fundamentally around the decorative design of retail and leisure establishments, which thanks to their small scale and reduced budgets, resulted more receptive to less conservative standpoints.

Shopfront design: intermediate place where interior design meets set design, urban design and advertising, would become a true laboratory of ideas during the first half of the 20th century, where architects could experiment with the most avant-garde concepts, which would later be put into practice in their large-scale building projects.

This historic commercial panorama offers us a unique perspective of the beginnings of the careers of those who would later become the masters and fathers of contemporary Spanish architecture.

The origins of the modern shopfront can be directly linked to the commercial paradigmatic shift that originated in the Industrial Revolution. This would bring to an end the traditional vision of the shop as a place where products produced on the same premises would be sold.

Up until this moment, each artisan's reputation had been more than enough to draw customers into the shop. This was in accordance with popular wisdom, manifest in the proverb, 'Good wine needs no bush'. Not only was it unnecessary to display the product in order to convince of its quality, but to do so could even be considered suspicious, given that its true value was demonstrated by maintaining its reputation intact.

In the 19th century, the advent of new manufacturing techniques boasting extreme efficiency and greater quality, quashed the competitiveness of the small-scale artisan. From that moment on, the public could find the same products in any establishment, and even with an improved quality. For this reason, the shop would gradually abandon its role as workshop for production and become exclusively a place for sales.



The arrival of department stores in Madrid would not occur until after the First World War. Spain's neutrality in the conflict had brought relative economic and industrial prosperity, which would re-activate its business and social life, severely damaged after the 1898 disaster.

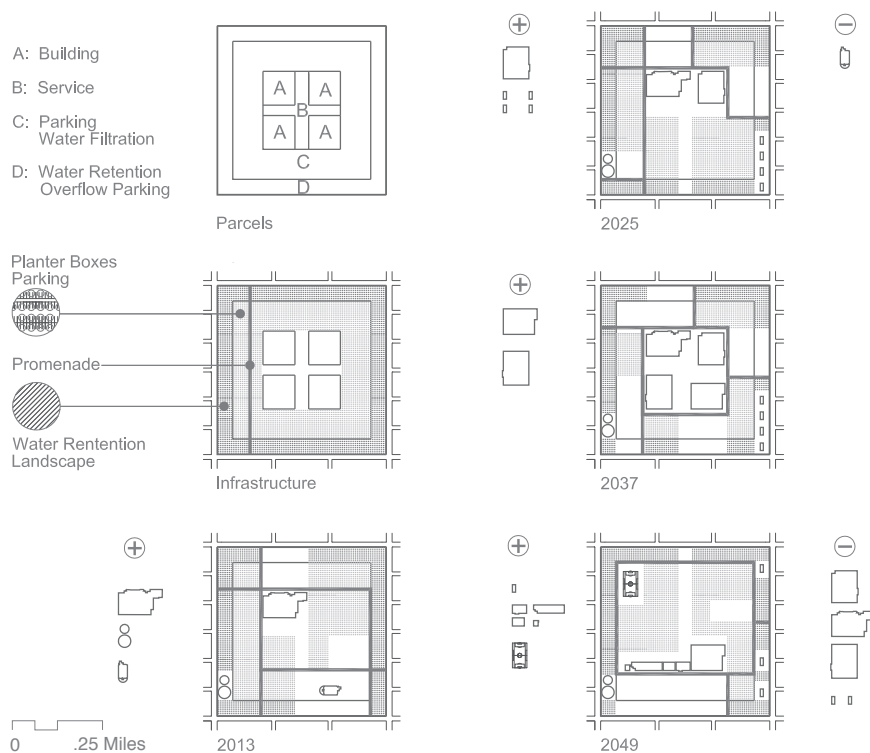
However, it was in the recently opened Gran Vía where the city's retail explosion would take place. The street was a true urban scenography, cutting through the congested historic city centre in the style of Haussmann's grand urban transformations that modernised Paris.

A new style based on the technological vision of the modern city, advocating the advances of the Industrial Revolution. The metropolis of light, speed and the automobile, exemplified in all its splendour by night, when the city would transform itself into a true scenography populated by passers-by, both protagonists and spectators of the hustle and bustle, of the fascinating spectacle of the window displays and illuminated signs.

The shop window, place of contact between the premises and the street, reacted to the horizontal tension of pedestrian flow through the city. Its form became eroded, adopting sinuously smooth profiles, and the composition of the facade responded to urban dynamism, giving preference to the horizontal composition over the vertical rhythm imposed by the structure.

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CHANGESCAPES: WALMART SUPERCENTERS AS CATALYSTS FOR TERRITORIAL CHANGE



Proposed Change Sequence for Walmart Supercenter Development

This design research examines the cycle of growth and decline associated with Walmart Supercenters as a way to reconsider the transformation of exurban territories in the United States. The project contends that many of the negative externalities associated with big box developments result from the difference between the financial lifecycles of buildings and infrastructure. The project seeks to re-align these lifecycles.

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.¹ In the U.S. today, the ten largest retailers are all big box developers.² Wal-mart's extraordinary economic expansion is leading to previously unseen geographic expansion, fundamentally altering the physical form and scale of the U.S. landscape. With 4,663 domestic stores and counting, today Wal-mart Stores, Inc. may be the most important generator of urban form in the U.S.³ Sound crazy? Consider that the total floor area of Wal-mart retail locations in the U.S. is now larger than the footprint of Manhattan.⁴

It is difficult to talk about urban transformation in the U.S. without first addressing the issue of land speculation. For it is land speculation, above all else, that has historically driven development in the exaggerated capitalist landscape of the U.S. Not surprisingly, two of the most ambitious attempts to guide the country's development are associated with efforts to minimize the negative externalities associated with real estate exchange: The Land Ordinance of 1785 and The Commissioner's Plan of 1811 for Manhattan.

The Land Ordinance enabled the rectangular survey of the U.S., which rationalized a market that might otherwise have been plagued by leftover lots and awkward adjacencies. In this regard, the successful history of land speculation in the U.S. is due in no small part to the geometric regularity and predictability that emerged from the rectangular survey. Likewise, the Commissioner's Plan of 1811 for Manhattan utilized the power of geometry to tame the uncertain-

ties of a fickle real estate market. The introduction of the grid further revolutionized the legal and conceptual understanding of land in Manhattan, re-casting it as real estate: a commodity that could be bought, sold and re-packaged for economic gain.⁵

In 2013, exurban communities in the U.S. would clearly benefit from a re-commitment to geometric regularity and economic predictability. Many of the negative externalities associated with uncoordinated commercial big box developments--underutilized and vacant structures, redundant parking, and ineffective storm water management, for example--can be attributed to uncoordinated speculation and a fundamental mismatch between the financial lifecycles of buildings and the surrounding urban landscape.

The ChangeScapes project intervenes in the typical development sequence of a greenfield Walmart Supercenter, leveraging the inevitable growth to achieve a more balanced relationship between public and private interests. The project re-conceives of parking, storm water, and circulation infrastructure as a public commodity; to be designed, built, and managed by the local municipality.

Big box developments and their surrounds accommodate a wide array of activities throughout the year. Some of these activities are cyclical in nature: a Saturday afternoon farmer's market during the summer months, for instance. Other programs are less amenable to change: housing is a good example of a program that doesn't transform easily. The proposal aims to re-align these lifecycles by accommodating the divergent change increments required by various programs.

While the ChangeScapes scenario is highly orchestrated at the micro-scale, it does not involve active planning at the macro-scale. The territorial form of this landscape is therefore given over to multi-nodal and uncoordinated patterns of development. This situation reflects the fragmented local political structure that persists in the U.S.—a condition that renders synchronized regional planning virtually impossible. For better or worse, the development of exurban landscapes in such places will continue to emerge from the highly idiosyncratic process of land speculation as practiced by mega-developers like Wal-mart Stores Inc. This project does not suggest that designers and planners should abandon urban processes to economic requirements and capital markets; rather, it seeks to empower decision-makers by giving them the tools to critically and proactively engage the change processes that drive the growth associated with big box development. Increasingly, the management of urban processes appears to offer the best opportunity to strategically impact development in exurban territories. With this in mind, the project makes the claim that contemporary urbanism isn't the design of form: it's the design of change.

¹ History Timeline. (2013). Retrieved February 5, 2013 from <http://corporate.walmart.com/our-story/heritage/history-timeline>.

² 2011 Top 100 Retailers. (2012). Retrieved May 5, 2012 from <http://www.stores.org/2011/Top-100-Retailers>.

³ Our Locations. (2013). Retrieved June 16, 2013 from <http://corporate.walmart.com/our-story/locations#/united-states>.

⁴ LeCavalier, J. (2012). All those numbers: logistics, territory and walmart. Places, Retrieved March 15, 2012 from <http://places.designobserver.com/feature/walmart-logistics/13598>.

⁵ Ballon, H. (Ed.). (2012). The greatest grid: the master plan of manhattan 1811-2011. New York: Museum of the City of New York & Columbia University Press.

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THE DEMALLING PROCESS IN ITALY



The architecture and the urban form of European shopping centers represent an adaptation of U.S. settlement models with various temporal gaps. 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 centers is much stronger than in Europe, the retail buildings suffering from demise or high vacancy rates, called “dead-malls”, are common in every metropolitan area. The analysis of the shopping centers phenomenon in the United States allows us to better understand the Italian and European retail system situations. What happened overseas, the effect on the urban systems and the ways and procedures followed to take care of them, is useful to foresee and, maybe to prevent the effects of the excessive expansion of the retail structures in Italy.

Demalling is the term defining strategies in response to the decay of retail facilities through interventions of urban renovation and it stands for a new opportunity of urban development for deadmalls and greyfield. Abandoned shopping malls and big boxes become ground for new challenges to balance out social and urban layouts. The problem of closed retail structures and the following reuse of abandoned spaces is a theme that, in the latest years, calls for a new scenario of possible solutions and innovative proposals. In the United States, greyfields were converted to places of worship, hospitals, libraries, museums, universities, offices, multifunctional centers becoming new urban centralities for the communities. Demalling solutions are constantly increasing and can differ for the proposals, the aim of the intervention, the amount of investment, the extension of the transformation and the variety of the parties involved.

We highlighted four main kind of interventions: refurbishment, integration, reuse and replacement.

- Refurbishment consists in renovating the structure of the building keeping the retail function through architectural intervention or simple maintenance on the faltering structure to improve the use of the retail areas. Two examples are the shopping malls in Huntington Beach (BellaTerra, CA) and the Streets of Woodfield (Schamburg, IL) that were converted from “enclosed” to “open air” malls.

- Integration defines the interventions that add to the retail functions new complementary activities, creating new flow and opportunities to the retail areas in crisis. This kind of intervention happened at the Surrey Central City (Vancouver, Canada), where an university branch campus is currently on the

last floors of the mall.

- Reuse requires the addition of new non-retail functions in the abandoned spaces to change the use transforming, sometimes drastically, the architecture of the building: two cases are the Denton Public Library (Denton, TE) and His Hands Church (Woodstock, GE), two large big boxes transformed into a library and a church.

- Replacement stands for the demolition of the retail infrastructure and its substitution with urban areas with a different urban function or with new retail facilities. Two examples are the Villa Italia Mall in (Lakewood, CO) transformed into a urban neighbourhood called Belmar and the City Center Mall (Columbus, Ohio) replaced by a park and surrounded by residential towers and offices.

The analysis of the American context suggests that the demise of malls and big box stores could be endemic to this kind of buildings, confirming the risk that this trend expands also to Europe where the evolution of the retail system has accrued years of delay. In Italy, for example, the phenomenon of land occupation and expansion of the big retail stores are far from reassuring and the control policies seem not to consider the important signs coming from the USA. Indeed the first crisis cases of urban and suburban retail systems start to appear in some Italian regions with multiple causes and effects, confirming the issues already experienced in the US territory. This process, completely new in Italy, seems to involve especially medium size stores (GLA < 2.500 sqm) even if some shopping centers, especially in the South, had to start facing the close downs of food and non-food anchor stores, vacant spaces and decrease in sales. In order to analyze this subject two case studies were taken into consideration, one in the North and one in the South of Italy. The two cases are different for their size, for the demise reasons and for the public response to the problem. The Euromercato of Casoria (Naples) is an abandoned shopping mall, whose future, after many and controversial events, is still uncertain. The former Esselunga in Pioltello (Milan) is, on the contrary, a medium size store that, after several years of abandonment, was refurbished and transformed into a health center, becoming one of the first demalling cases on the Italian territory.

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SHOPPING AND THE CITY

Integrating the segregated: Shopping and the City in the 21st century.

In Urban design and Architecture, the 20th century can be seen as the century of segregation; I believe that the 21st century begins to be the century of integration. At the same time as we start to realize the importance of public space as anchor for city life, we witness another fundamental change in our 'Stadtbaukultur' (city-building-culture), one that is nearly passing by unrealized: the comeback of shopping as function in the inner city.

A research, initiated at the Bauhaus-University Weimar by Prof. Wolfgang Christ in 2006 and updated in 2009, looking at 3 of the most renowned German Architectural Newspapers and focusing on the question of frequency of occurrence of predefined topics published had a, not entirely surprising, outcome. A total of 928 articles on 'in vogue' topics stand against only 103 on shopping related questions¹. This numbers and the complete lack of interest on the part of journalists, architects and planners, are even more surprising knowing that in 2007 alone, 17 million sqm of Shopping Centres and Discounters were built. Until 2014, in Germany alone, we will witness the opening of 40 new and 20 completely renowned, generally enlarged, Shopping Centres. This means, every three to four weeks, a Shopping Centre will change the face of a city. With single investments, between 100 million Euros for a renowned centre up to one billion (Überseequartier in the HafenCity Hamburg), Shopping Centres represent the single most important investment in the City today and should be on the architects and urban designers agenda.

We want Shopping Centres to integrate themselves in the city core; we want them to boost city development, to be beautiful, democratic, atmospherically intense and delightful. With new Urban Formats now targeting cities with 10.000+ inhabitants we need to address the issues at hand, like the integration of large shopping structures in the inner city cores, the sustainability of such interventions, the impact and the potential for city development coming from such investments and last but not least the question of beauty and atmosphere.

Research: "Shopping-City-Centre" (Stadt-Center)

Looking for answers on the posed questions, the Urban INDEX Institut GmbH and the Urban Design Studio "Pesch und Partner" worked on a commissioned research on open inner city shopping centres in Europe. The research documents in its result the evolution of the shopping centre towards an urbanized Shopping environment. The traditional Shopping Centre as devised by Victor Gruen, disintegrates step by step and dissolves from a closed system into an urban Shopping-City-Centre (Stadt-Center) with numerous connections and referring's to the surrounding city. Taking into consideration the importance of investments in retails and shopping spaces in inner cities, especially in Europe (in most cases in fact the biggest investment that is going to take place in the near future), a very real chance of development or redevelopment of centres and district-centres becomes apparent. The Shopping-City-Centre facilitates and enables a new symbiosis between the traditional qualities of the European city and the needs of new shopping formats de facto archiving a basic prerequisite for urbanity.

The research presents ten indicators outlining measures for a productive integrated retail development and a sustainable union between shopping and the city. The findings are based on an in depth analysis of twelve Shopping Centres in Germany, the Netherlands and the UK².

Major common success factors can be grouped in three categories. Firstly,



a new understanding of the role of the centre management comprising new end efficient management structures and common marketing strategies of the City retailers and the Shopping Centre Management. Secondly we observe, in all successful case studies, an Integrative Planning Process. This means a comprehensive at the project frame and its context, at space and land uses, at cooperation between city and developers as well as common strategies, and at the integration of the development in the overall City Masterplan. In the third indicator group we find the spatial and functional qualities defining the new development. The most important being the self-conception as being a normal part of the city. Other important factors describe building typologies, the integration into the surrounding urban structure as well as into mobility concepts, the consideration of local identities and the Genius Loci. The most evident difference in regard of the classical Shopping Mall of the 90' being the multifunctionality that finds its expression through the integration of multiple uses like living, office recreational and leisure spaces. The Complete results are being published in the third quarter of 2013 in: Stadt-Center, Wolfgang Christ (Ed.), Franz Pesch (Ed.), Rohn Publishing.

¹ CHRIST, W., 2008: Shopping Center Dresden. Weimar: Universitätsverlag Bauhaus-Universität Weimar, 2008.

² Case Study Shopping Centers. In Germany: 'Reschop Carré' in Hattingen, the 'Fünf Höfe' in München, the 'Stubengasse' in Münster, the 'Kamp-Promenade' in Osnabrück, the 'Clemens-Galerien' in Solingen and the 'Theresien Center' in Straubing. In the Netherlands: the 'Citymall' in Almere, the 'Musis Kwartier' in Arnheim and the 'Entre Deux' in Maastricht. In the UK: the 'SouthGate' in Bath, the 'Cabot Circus' in Bristol and the 'Liverpool ONE' in Liverpool.

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COMMUNITY-ORIENTED CONSUMPTION AND OPPORTUNITIES FOR CHANGE IN SHOPPING CENTRE/MALL DESIGN

"Shopping is arguably the last remaining form of public activity. Through a battery of increasingly predatory forms, shopping has been able to colonize – even replace- almost every aspect of urban life" (Koolhaas et al., 2000 p228).

Currently, in most of the developed nations well-being is associated with consumption - the more that is produced and consumed the wealthier the nation, the better the well-being. Shopping centres are therefore physical representations of the well-being of a nation and consequently of its society. Consumers in this paradigm are disengaged, passive subjects, reduced to a singular role, consumption, their well-being directly related to the products they consume (Manzini & Jégou, 2003).

We are, however, witnessing a decline in conspicuous consumption indicating that the current consumer paradigm in developed countries will soon be a model of the past. (Bansal & Kilbourne, 2001; Blinkoff et al., 2008; Botsman & Rogers, 2010; Goodman et al, 2007; White, 2010). According to Botsman and Rogers (2010) we are currently at a tipping point, transforming from a culture of 'what's in it for me?' to 'what's in it for us?'. There is a new consumer, the 'grounded consumer' who, according to Blinkoff et al (2008), fully understands how to live within their means, embraces a 'we economy' balancing values of sociality, community and well-being, wants to reduce their reliance on 'stuff', and puts their 'talk' into action.

Shopping centres, currently, do not generally provide this sense of community or accommodate the complex variety of needs, wants and desires of community groups. As bastions of the consumer age, shopping centres have been designed to promote consumerism, not community fulfilment. However a change in consumer values and practices (including sustainability and virtual technologies) is set to turn this around, as community-oriented consumption becomes a dominant paradigm.

The diverse range of consumption forms that this new paradigm will bring, will force the hand of designers, operators and managers to rethink the typology that is 'shopping centre' - a design form captured by the age of consumerism - into new 'productive hubs' that facilitate social innovation, positive well-being and a strong sense of community. The homogenous rows of shops, with their designs stylised and branded to fit with the style guide of the shopping centre management, will turn into a cornucopia of diverse forms of activities that engage the visitor as a member of varied communities. The design of shopping centres will need to be rethought to be able to integrate the complexities associated with community-oriented consumption.

Students from the University of Tasmania, Australia have imagined what the results might be if the principles of a community-oriented consumption paradigm dominated a shopping centre environment. Here farmers' markets have been integrated into the community of the newly formed shopping centre of 2030. Food is being produced and marketed on site using either high technology for indoor crops or large, edible vertical gardens straddling central open areas. External local farms are coordinated with the local community farms, and farmers' markets sell the produce on site. Community kitchens, and dietary and health advice are also available.

The reuse and adaptation of goods, through repair, swapping and redesigning, increases participation and involvement from many members of the local community and reduces pressure on resources and waste. Markets and light industry associated with product adaption and repair are incorporated, as are designer/maker studios, peer-to-peer services, exchange, loan and hire facilities,



ties, for example; all of which facilitate local employment and provide a greater diversity of skills. The use of technology such as mobile phone apps, social media and the Internet plays an important role in the project and helps develop trade activities and community involvement. These productive hubs (Máté, 2013), as opposed to consumptive shopping centres, create and provide for the needs of the local community, utilising the principles of community-oriented consumption paradigms.

In their current forms, shopping centres have been designed for conspicuous consumption – they have been rightly criticised for their ineptness in creating positive and engaging community experiences. Community-oriented consumption can be viewed as a catalyst for changing this paradigm of shopping centre design. What it will provide is a slowing down, to provide time and opportunities for interaction and engagement. Those involved in the design, operation and management of shopping centres will need the skills and research of ethnographers and anthropologists, not in order to control consumer behaviour to increase spending, but to understand how to facilitate a sense of community, engage in social innovation and create well-being that values contextual interaction over mere acquisition of products.

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SHOPPINGSCAPES'13

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)

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

10h00 - Opening Lecture - Stuart Rough, Chairman at Broadway Malyan

(Moderators: João Sequeira & Vasco Pinheiro, ULHT)

Theme I: Typologies, history and geography

12h00 - Keynote Speaker for Theme I - Pedro Appleton, Promontório Architects

(Moderator: Eliana Sousa Santos, ULHT)

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 Martín (ETSAM, Spain) - *Just a failed Shoppinscape? 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*

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

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*

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) - *Gluings the fragmented metropolis*

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

Frederico Braidá (Univ. Federal Juiz de 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*

16h00 - Lecture - José Quintela (SONAE Sierra)

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

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

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

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*

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 Sarajevo [']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*

16h45 - Lecture - Nuno Portas, Emeritus Professor at FAUP

(Moderator: Patrícia Santos Pedrosa, ULHT)