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Retail, entertainment and architecture: a historical overview

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FIRST TOPIC

shopping in cities as a basic urban function more than a leisure activity.

SECOND TOPIC

shopping mall: fortune and crisis of a formula theorized by Victor Gruen.

THIRD TOPIC

from the epicentre store to the flagship store. The rule of eperience
in shopping in Omotesando fashion district in Tokyo or in Soho,New York.

FIRST TOPIC

Jane Jacobs, *The death and life of great American cities*, Random House, New York 1961

Retail and business have to be intimately connected with residence.

She just observes how cities actually work.
Jacobs describes the real factors affecting cities.
She recommends strategies to enhance actual city performance.

The key point of her thought is the diversity of functions in all forms (architectural, street, human, retail, age).

People attract people

SECOND TOPIC

Diane Ghirardo, *Architecture after modernism*, Thames and Hudson, New York 1996

Southdale Mall in Minnesota (1956)

West Edmonton Mall in Canada (1986), It was exceeded in size in 1992 by the Mall of America in Minnesota.

no better indicator of how the shopping center has supplanted traditional town centers can be found by the maps given out at Edmonton's Visitor Information Center: one side is a general plan of the city, while on the other a detailed plan of the Mall that substitutes the traditional downtown map.

Detractors use to define it as an anti-urban project

For Marc Augé shopping malls, with other places tipically modern such us airports, highways, railway stations, etc. quickly become a non-place.

For Rem Koolhaas it is junkspace.

shopertainment / retailtainment
escalator / air-conditioning

One of the most striking features of malls have been the contrast between a highly articulated interior and a relatively blank exterior.

Initially, one-to two story structures set into an asphalt sea of parking.
After mall gradually took on different forms.
They also moved from suburban or even rural areas to the centers of the towns, airports and other places.

Unfortunately, as Ghirardo says, when shopping centers have been developed in other countries they have often adopted the worst features of the United states model.

Crisis of the malls: they say that in next few years, 15-20% of the 2.200 malls in US will close.

Rem Koolhaas, *Bigness or the problem of Large (1995), The Generic City (1995), Junkspace (2001)*

Prada in Soho, New York
The store's main design component is the half pipe-like wooden curve that connects the two floors. It becomes a theater, by day used for displaying shoes, and outside shopping hours is used for public performances.

The interior public space is not enclosed.

The changing rooms have sliding glass doors made with a technology, a glass with liquid crystal film inside that becomes opaque. The famous changing rooms, with time-delay cameras instead of mirrors for easy back views

Chung C.J., Inaba J., Koolhaas R., Leong T. (edited by), The *Harvard Design School Guide to Shopping*, Taschen, Colonia 2002

Prada in Omotesando, Tokyo

Prada flagship store in Tokyo: $ 80 million, more than the $ 50 million for the New York epicentre.

For Herzog a shop is nothing more or less than a shop; it is not an excuse to construct a new world order.

Sailboats for the America's cup and architecture are the two main objectives of the Prada marketing investment.

They banished the idea of the storefront as distinct from the interior and the architecture of the store.

BOOK REFERENCES

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