THE SHOPPING CENTRE
1943-2013
The Rise and Demise of a Ubiquitous Collective Architecture

PROGRAMME
conference convenors: Janina Gosseye & Tom Avermaete
GENERAL INFORMATION

Conference Convenors
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David Smiley, Columbia University (United States)

Keynotes
Helena Mattsson, KTH Royal Institute of Technology (Sweden)
David Smiley, Columbia University (United States)

Conference Location
Delft University of Technology
Faculty of Architecture and the Built Environment
Julianalaan 134
2628 BL Delft
The Netherlands

The conference will take place in the Berlagezalen, which are located on the ground floor at the Western end of the building (see map on page 32).

Conference Dates
11-12 June 2015

Conference Sponsors
This conference, which is organised by the Chair of Methods and Analysis at Delft University of Technology, Faculty of Architecture and the Built Environment, has received the generous support of the ‘Innovational Research Incentives Scheme Veni,’ of the Netherlands Organization for Scientific Research (http://www.nwo.nl/en).
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**FRIDAY 12 JUNE 2015**

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The Shopping Centre, 1943 – 2013
The Rise and Demise of a Ubiquitous Collective Architecture

In the seventy years that have passed since Victor Gruen and Elsie Krummeck first published their essay ‘Shopping Center’ in *Architectural Forum*, much has been written about this peculiar commercial typology; commonly depicting the shopping centre as a capitalist, consumerist shopping machine, depleted of any of the social or communal rewards that Gruen and Krummeck had originally envisioned. As a result, shopping centres have rarely entered the canonical histories of architecture, while the North American dumbbell mall has become the paradigmatic *pars pro toto*. This symposium aims for a more fine-grained, region-specific reading of the shopping centre, as well as for a reassessment of its vital characteristics and crucial contributions to post-war built environments and architectural culture. The conference is subdivided into four sessions, each focused on a particular theme.

**THEME 1**

**Acculturating the Shopping Centre:**
Timeless Global Phenomenon or Local (time-and place bound) Idiom?

Shopping centres vary enormously; from small urban entities made up of a cluster of retail stores to intensely fortified suburban big-box leviathans. However, despite their differences, scholars have qualified shopping centres as if they are essentially the same: enclosed spaces characterized by comprehensive surveillance, security and social segregation. Much of the literature seems to suggest that the American dumbbell typology has hovered over geographies and cultures, without losing its prime characteristics. Can shopping centres therefore be treated as a global phenomenon? Or should they rather be understood as geographically bound expressions of a negotiation between mall developers (representatives of a global logic of capitalist accumulation) on the one hand and local actors (architects/ governments/ citizens) on the other? The theme questions if ‘hybrids’ developed as the shopping centre concept encountered radically different socio-cultural climates, and if so, what region-specific
typologies of this assumed ‘ubiquitous’ commercial paradigm can be identified? Also, as societies changed over the course of seven decades, did the concept – in a true Darwinistic fashion – similarly evolve over time?

THEME 2
Building Collectives and Communities:
Shopping Centres and the Reform of the Masses

When the American-born shopping centre concept washed ashore in Western Europe, it encountered a peculiar socio-political climate. In the decades following the Second World War, and in part in response to the Cold War, governments across Western Europe had set out ambitious programmes for social welfare that aimed at improving the everyday lives of their citizens, thus facilitating the formation of a modern, socially responsible, culturally educated and politically responsive community. The construction of schools, cultural centres, sports facilities, holiday infrastructure, etc. was an important building block of this project. All these facilities provided spatial centrality, public focus and human density; characteristic that the shopping centre typology also possessed. This theme departs from the hypothesis that when Gruen’s commercial typology – the quintessential modern environment – was introduced to Western Europe, its underlying design principles were often consciously oriented towards eliciting a specific type of modern behaviour and building a modern community. Contrary to common belief, also in mid-century America the shopping centre succeeded in creating such a reformative, modern environment. In an article published in June 2014, the Guardian posited that ‘for mid-century Americans, these gleaming marketplaces provided an almost utopian alternative to the urban commercial district, an artificial downtown with less crime and fewer vermin … they were a place to see and be seen, something shoppers have craved since the days of the Greek agora … it used to be where [the] young, middle-class[es] … wearing their Sunday best, would come for weekend outings.’ This theme focuses on the reformist underpinnings (or reality?) and socio-cultural ambitions (or functioning?) of shopping centres. It questions the role of shopping centres as new figures of collectivity in the post-war urban realm.

THEME 3
From Node to Stitch:
Shopping Centres and Urban (Re)Development

Victor Gruen’s initial shopping centre proposals had clear urban ambitions. He envisaged the shopping centre to become a ‘suburban crystallization point’ or ‘satellite downtown’, which would not only conserve the viability of the (traditional) city centres by reducing the pressure inflicted by increased motorized traffic, but which would – when combined on a large scale – also develop into a network of nodes, able to protect the American population in the event of nuclear attack. While his dream never became a reality in the United States, the shopping centre’s urban potential was acknowledged in Western Europe. When the shopping centre was introduced to Western Europe in the post-war period, it was not only used as an urban expansion model (or a model for structuring suburbanisation), but it was also employed as a tool to stitch war-torn urban fabrics back together – as exemplified in De Lijnbaan by van den Broek and Bakema in the Netherlands. This theme addresses the role that the shopping centre has played in urban planning from 1943 to today; connecting its development to urban reconstruction and revitalization efforts on the one hand and exploring the role that this commercial typology assumed in (post-war) urban expansion and structured suburbanization on the other.

THEME 4
The Afterlife of Post-war Shopping Centres:
From Tumorous Growth to the Dawn of the Dead

In 1977, George A. Romero shot sequences of ‘Dawn of the Dead’, a film that would soon become one of the great cult horror zombie movies. In a deserted mall, Shorn of life and light, the shopping centre’s great echoing chambers of commerce took on a very eerie tone. Curiously, Romero’s set design has much in common with the steadily growing number of photographs of abandoned malls strewn across the United States. As Americans return downtown and online shopping popularizes, they leave behind well over a hundred lifeless concrete and steel leviathons, relics of the post-war era, when Americans with cars and fat wallets fled to the suburbs. Thus far, this phenomenon oddly enough seems
limited to the United States alone. The situation that many shopping centres (built in the 1960s and 1970s) appear to be facing elsewhere, is tumorous growth. The need to compete has led many shopping centres to expand beyond recognition, adding wings, floors, entries and exits without much consideration for the overall legibility of the complex. The result: an amorphous shopping maze. This theme seeks to set out strategies for (contemporary) shopping centre redevelopment, identify ‘best practices’ and explore if for the American shopping centres – like for the zombies in Romero’s film – there is (a new) life after death?
This paper explores the hybridization of the shopping mall as its international spread has mirrored the migration of global capital from the Western to Eastern hemisphere. Hybridization here consists of more than simply transplanting a pre-ordained building form into an alternate cultural context. Rather, the arrival of the shopping mall in these locales is accompanied by seemingly profound changes to its physical structure. At the nub of this process of hybridization is a change of situation. If the historic evolution of the shopping mall was largely enacted in American suburbia its present resides in Asia’s megacities – most notably the unprecedented urban expansion that has accompanied China’s ascent to global pre-eminence. Where the shopping mall was once a byword for a stretched-out, car-dominated physical landscape, the Asian hybrid responds to multi-scalar infrastructural pressures, urban connectivity and hyper-dense human habitation. A critical exploration of the evolution behind this hybrid proposition forms the starting point of this discussion – from its arrival in Singapore as an object of quasi-metabolist experimentation; to its adoption in Hong Kong as an agent that manipulates the city section; to the synthesis of these propositions in mainland China where the shopping mall has become a keystone in the mixed-use expansion of its urban schema. Its relevance and adaption to the unique urban syntax of these cultural contexts will be explored in parallel with its ideological and social dimensions. An evolution of the diagram led architectural principles behind the shopping mall will be discussed – from figure-ground to complex three-dimensional interactions – exploring the meaning of these diagrams as existential constructs that reify or contest aspects of its pseudo-urban experience.

In his seminal work *Postmodernism or the Cultural Logic of Late Capitalism* (1991), Fredric Jameson picks The Bonaventure Hotel in downtown Los Angeles as the discursive object of the postmodern condition. Designed and built by John Portman in 1977, this remarkable building employs many different theoretical aspects of the ‘hyperspace,’ which Jameson refers to as a ‘mutation in built space itself.’ This characterization corresponds to a new mode of interior wherein individuals move and congregate constantly, yet in a physically disoriented state caused by a certain unsettling architectural composition. The Bonaventure therefore marks an instance of the built environment of postmodernity. This approach has become influential in discussions of postmodern cultural theory as well as issues of architecture, especially in spaces of consumption. This paper focuses on the Istanbul Cevahir Shopping Mall to investigate how the mall has turned into a global phenomenon, leaving the user profile as the only residue of local context, if any. Built in 2005 as one of the largest malls in the world with a total floor area of 420,000 m², this building displays important parallels to The Bonaventure including its disjunction from the city, its vast scale, its configuration of floors and escalators, its reflectivity emphasized in construction materials, and its particular emphasis on movement while experiencing the building. Through comparative analysis, this paper presents the Cevahir both as a player in the global league of shopping centres, and as a signifier of an architectural mutation repeated in a remarkably different socio-cultural environment.
**Manado’s Indigenous Modernism:**
Trickled-down Globalization versus a Catalysed Super-local

**Cynthia Susilo – THEME 1 – Thursday 11.30**

In 2001, in the slipstream of decentralisation policies, the small, provincial town of Manado in East Indonesia witnessed the arrival of the first shopping mall. Modernity at last! Planned on a landfill, Manado Mall was set to replicate the development model of Singapore and Hong Kong – nearby centralities that radiate the possibility of wealth through globalisation – thereby paving the road for the emergence of a typical Jakartan shopping mall. All elements are thus in place to rationalize Manado Mall as an inescapable result of the trickle-down paradigm in urbanism – whereby whatever happens in the metropolis sooner or later trickles down into secondary cities and eventually provincial towns – and embark on the (by now) conventional jeremiad against global capitalism, destabilising the structure and tissue of local urban societies.

However, based on a post-realisation occupation study, this paper will argue the exact opposite. Even though Manado embraced the modernity of the new structure – not in the least its air-conditioning – the mall does not sell the imported brands one would expect. Because of insufficient local demand for high-end retail, Manado Mall was largely taken over by local restaurants and today reproduces the communal eating culture as the disposition of restaurants slowly shifted from a collection of small tables with a few chairs to a few large tables with numerous chairs. Manado Mall not only caters for extended family and community gathering, but has also become the backdrop of local traditional events and celebrations. The vibrant collective life that has thus emerged inside the mall stands in sharp contrast with the numbness of many of Manado’s conventional public spaces; like the lifeless square in front of the Governor’s palace that cannot hide its disengaged boredom. Manado Mall is today a machine that simultaneously assembles and intensifies the local condition. Everything and everyone presents itself in this brand-new showcase of modernity, although the town has not succumbed to Baudelaire’s adagium ‘il faut être absolument moderne’ and Manadoans have not become ‘instantly’ modern. On the contrary, they reproduce their ordinary habits and daily life practices inside the mall, making it the focal point of a super-local urban culture, a celebration of the ordinary and the everyday – a true indigenous modernity.

**From the Modern Centre to the Contemporary Complex:**
Westfield’s Architecture, from the Antipodes to London

**Scott Colman – THEME 1 – Thursday 12.00**

As a civic emblem, the shopping centre may well be dead. But its offspring are evolving. The two new Westfield shopping complexes bracketing London receive fifty and forty million annual visitors respectively. Both are ‘hardwired’ into the city’s underground railway system, both are located near major road arteries, and both occupy legacy sites of the industrial city. The two complexes form a pincer movement that isolates, up-scales, and antiquates central London. Not new urban centres, leveraging private interests for public benefit; they feed on existing infrastructure, siphoning public investment for private profit. They are the largest and most advanced investments of the Westfield conglomerate, which has a hundred locations in North America and Oceania and has turned its focus toward Europe. An Australian company that began with the importation of the American mall typology to Sydney in the late 1950s, the Westfield corporation has been savvy in the financing and ‘curation’ of its facilities and strikingly innovative in the realm of design. Their historic growth was born of a willingness to engage architectural experimentation given unique urban conditions. Realizing the importance of the nexus between public and private transportation in Australian cities with commuter rather than metro rail systems, Westfield capitalized on a highly regulated retail environment. They developed a dense, vertical shopping typology that has proven more successful in the contemporary city than its American cousins. The London complexes represent a mutation from this genealogy, demonstrating the firm’s continued capacity to synthesize innovative architectural developments. The antipodean typology has been combined with an architecture of digital formalism and planning strategies borrowed from the pedestrianized environments of Las Vegas and contemporary Asian cities. These shopping complexes are paradigmatic of contemporary urban developments that, dependent on the legacy of the modernist city, constitute its exhaustion.
Gruen and the Legacy of CIAM: Mass Consumption, the Avant-Garde and the Built Environment

Leonardo Zuccaro Marchi – THEME 2 – Thursday 14.00

This paper investigates the hidden encounters and influences between the CIAM’s avant-garde ideas and Victor Gruen’s mass-consumption plans and projects. It reconsiders the effects on society by investigating some ideas shared by both post-war CIAM and Gruen, such as the need for centralization, the symbolical and functionalist split between machines and human beings, vehicular and pedestrian flows, with emphasis on three-dimensional design and precursory ecological thoughts.

Mall-maker Victor Gruen indeed published his seminal book The Heart of Our Cities: The Urban Crisis: Diagnosis and Treatment in 1964, a mere decade after the proceedings of the eight CIAM congress, entitled The Heart of the City: Towards the Humanization of Urban Life were released. According to Eric Mumford, CIAM 8 became a ‘reference point for the new forms of public space, including Shopping malls […]’ as Sert, then president of CIAM, described the shopping centre as ‘an idea of what these new urban cores might be like.’: ‘our open expression of the new humanizing trend in the urban scene’.

This encounter continued with the presentation of Gruen’s ‘Fort Worth’ at the First Urban Design conference organized by Sert at Harvard in 1956 and was further developed until the 1970s when Gruen authored his precursory manifesto Die Charta von Wien. Based on his beloved Vienna, this new manifesto was indeed an attempt to adopt CIAM’s Chart e d’Athenes – nearly fifteen years after the organisation’s demise – to contemporary conditions, developing the commercial architectural principles into ecological urban planning proposals and paving the road for a possible continuation of the Modern Movement.

Shopping as a Part of Political Agenda: Emergence and Development of Shopping Centre Typology in Socialist Croatia (1960-1980)

Sanja Matijević Barčot & Ana Grgić – THEME 2 – Thursday 14.30

This paper explores the contextual sources of design and development of the architectural typology of the shopping centre in Croatia while focusing on the social role that this typology played in the construction of the socialist reality. In Yugoslavia (with Croatia as one of its constituent republics), the architectural typology of the shopping centre first appeared in the 1960s, when economic reforms that marked a conscious shift from centrally planned economy towards market economy were first introduced. In line with these reforms, the encouragement of consumer spending became one of the state’s economic strategies. Throughout a country that was up until then ruled by a ‘dictatorship over needs,’ the construction of numerous shopping centres was initiated. These facilities, financed with public funds, became indispensable elements of urban planning. It could be argued that the construction of these shopping centres represented, to some extent, the institutionalization of shopping. Another (perhaps more plausible) postulation is that these shopping centres in fact presented yet another example of the contradictions present in the bivalent political system of Yugoslavia, which constantly tried to balance its ‘in-betweenness,’ in-between the East and the West, in-between socialism and market economy, in-between socialist egalitarianism and liberal consumerism.

By analysing a sample of the erected shopping centres, this paper examines the ways in which this architectural typology, although commercial in its very nature, established itself in a society where profit making for the sake of profit making was seen as a negative goal. Subsequently, the paper also iterates the fate of the examined buildings after the shift of the political system in the 1990s.
Guerrilla Picnicking: Appropriating the Regional Shopping Centre as a Malleable Public Space

Jennifer Smit & Kirsty Máté – THEME 2 – Thursday 15.00

There is an identifiable thread within recent urban literature that laments the apparent demise of public space within our cities. The privatisation of the public realm has been presented as a dark and dangerous overarching narrative that threatens both liberal enjoyment and access to city interiors. Davis and Sorkin among others have written prolifically since the 1990s on the continual sublimation of the public realm by the forces of ‘savage fanatical capitalism’. Citing the emergence of gated communities, mega-malls and the rolling out of regional shopping centres across suburbia, the contemporary city is almost fictionally recounted beyond recognition as a city under attack. Such invective does little to reflect the actual lived and everyday qualities and publicness within cities. Embracing Watson’s more nuanced idea of city publics, this paper considers ‘everyday’ occupancy, and possibilities for diversity that are available within the contemporary typology of the regional shopping centre. It will be proposed that as boundaries between public and private space are becoming increasingly blurred, the term ‘quasi-public space’ accommodates an acceptance of a third way of understanding space intended for public use: neither solely private or public, quasi-public space straddles a middle-ground of spatial classification. This indeterminacy might be seen to provide an opportunity for contesting acceptable practices and behaviours within the conditional realm of shopping centres.

Through an act of ‘guerrilla picnicking’ within a regional shopping centre, this paper provides a provocation for examining the potential for spatial appropriation and public freedoms apparently available in a neighbourhood shopping centre—opportunities for civic liberties that are often forgotten both within discourses on quasi-public space, and in these conditional spaces of our cities. By claiming the quasi-public spaces of shopping centres for active publics rather than obedient subjects, greater opportunities for human connection and participation are offered in this apparently malleable urban public space.

The role of the Shopping Mall in Urban Planning and Design as a New Mixed Use Mega-structure in the 21st Century

Il Lee, Joo hyun Park & Hyemin Park – THEME 3 – Friday 8.30

Until the 1990s department stores and large discount stores have taken the lead in the South Korean retail market, barring any sign or symptom of the American dumbbell mall. In the late 1990s, however, the advent of online shopping and changing consumer needs restructured the South Korean retail system, resulting in the emergence of mega shopping malls, which rapidly spread over the territory throughout the following fifteen years. This new shopping typology differs from the pre-1990s facilities in two ways. They are in essence multi-functional places that include entertainment facilities such as multiplex theatres and a variety of food and beverage shops, the size of which greatly exceeds that of the pre-1990s department and discount stores. Their substantial size and multi-functional character have thus ‘endowed’ (or ‘cursed’) the mega-mall with the capacity to significantly impact the area in which they are inserted, bringing up issues regarding the consideration of urban context and the provision of public space.

This paper analyses the urban planning and design of the Korean mega-mall as it developed over the past fifteen years. For this study, twenty-eight shopping malls have been selected, taking into consideration (1) the nature of their location and site, (2) the relation between the shopping mall and the surrounding urban tissue, and (3) the characteristics of the developers and the degree of public intervention. Based on this extensive analysis, the paper will first of all demonstrate that large-scale shopping malls have often been developed as part of an urban revitalization strategy. Located in derelict areas, such as former industrial sites, abandoned lands or faded residential area, these mega-malls have been given the function of an ‘anchor point’ at the heart of new (or ‘renewed’) suburban areas. Secondly, the paper argues that on the neighbourhood level, the large-scale shopping mall developments have both a clear positive impact as well as limitations in terms of coping with the surrounding area. Finally, the paper argues that the type of developer and the degree of public intervention play a key role in defining the character and role of each shopping mall within the urban planning and design context.
Life Revolution by a Modern Shopping Centre: The Sewoon Complex in Seoul (1968)
Joonwoo Kim – THEME 3 – Friday 9.00

After the Military Coup of 1961, the South Korean military government stimulated industrialization to expedite the country’s development. In this context the careful management of urbanization was considered a *conditio sine qua non*. In its modernization campaign, the Junta also propagated the idea of ‘life revolution,’ an important component of which was the modern shopping centre. As a result, the fast and massive development of a modern retail sector legitimized the military government, who introduced several modern shopping centres in the inner city of Seoul. The Junta strictly controlled these operations through financial institutions that controlled private construction companies and steered the union of merchants.

The Sewoon Complex was one of the Junta’s key pilot projects, developed on a site cleared earlier on by the Japanese colonial government as a fire corridor, which had since become flooded by squatters. The slums were erased and the colonial history was banned from collective memory by means of a brand new modern iconic building complex that supplied parking, commercial functions and housing. The planned complex was integrated into the existing street system, segregating pedestrians and vehicles by means of a one-kilometre long pedestrian sky-walk, connecting eight massive buildings in a continuous chain. When completed in 1968, the Sewoon Complex instantly became the icon of the ‘life revolution;’ an emblem of modernity, which provided a giant surface for urban shopping in the centre of the inner city.

In the light of the Sewoon Complex’s current (controversial) redevelopment, this paper focuses on the introduction of ‘life revolution’ ideals in South Korea in relation to the realization of modern shopping, focusing particularly on the way in which the Sewoon Complex forged a new relation with the inner city of Seoul.

The Domesticated Shopping Mall in Modern Tehran: The 1975 (re)development of Ekbatan
Rana Habibi – THEME 3 – Friday 10.30

The large-scale housing estate of Ekbatan was realized in Tehran in 1975, following the guidelines set out by Victor Gruen and Aziz Farmanfarmaian in their comprehensive plan for the city. The plan of Ekbatan, which was one of the first satellite neighbourhoods realized in western Tehran, contained traces of two distinct urban models; Marcel Breuer’s X, Y and U-shaped superblock studies for New York on the one hand and Victor Gruen’s model for satellite neighbourhoods surrounding shopping centres on the other. These western models were however not coldly transplanted in the Middle East, but carefully adopted to the Iranian context, in which the figure of the bazaar traditionally represents the key retail paradigm. Ekbatan was built in three phases and had three designs with three distinctive compositions, alternatively designed by Iranian and South Korean architects. The Iranian architect’s interpretation Victor Gruen’s shopping centre concept consisted of a two-story linear building, one kilometre in length, that offered subterranean parking and shopping on top. This shopping strip was intermittently interrupted by openings reminiscent of the traditional squares (meydan) in bazaars, while the geometry of the pathways leading to the ‘shopping centre’ followed the pattern of a traditional Persian Garden. The South Korean architect’s design for the second phase, conversely, consisted of three freestanding buildings in the middle of a park, while the third shopping mall typology developed in Ekbatan consisted of a building where cars literally drove through; an uncompromising adaptation of Victor Gruen’s mall by the Korean designer.

This paper deconstructs the development history of Ekbatan to explicate how in post-war Teheran the shopping centre became the object of forceful crossings between European, American, Asian and (last but not least) Persian models and influences.
**Re-centering Tema:** Form Isotropic Commercial Centres to an Intense Infrastructure of Street-Vending

**Viviana d’Auria – THEME 3 – Friday 11.00**

As a major exponent of welfare urbanism in West Africa, the new town of Tema could not but feature a main city centre, inclusive of shopping and entertainment. Doxiadis Associates (DA), authors of the Plan for Tema’s Town Centre before they became consultants for the entire master plan, followed the credo of the day: separating vehicles from pedestrians, with overbridges signaling the importance of the central mall developed around a sequence of differentiated car-free squares. Retail commerce was to run in an unbroken spine while connecting and opening out into three plazas, dominated respectively by government administration functions; tourism and culture; main market and commerce. Moreover, each new community class sector in town was expected to thrive as a residential unit based on a local commercial centre combined with civic, education and leisure activities.

The 1960 proposal by expressed DA’s ‘Ekstician’ theory of growth in the form of a civic / commercial spine heading northwards. Nonetheless, when visiting Tema’s ‘downtown’ today, one finds sinister skeleton structures dominated by an immense tree-deity known as Teeshi. The legend explaining the centre’s aborted development – recently reiterated as Malaysian investors withdrew from new regeneration plans – is that Teeshi’s home was unsettled. However, the stalled development of commercial activities is not limited to the main pedestrian mall, but also to the articulate system of commercial spaces scaled to income and size of each planned community. Rather than filling in the carefully conceived stall systems, today auto-constructed kiosks line the oversized street network, disregarding the hierarchically organized urban tapestry imagined by Doxiadis’ ‘integral urbanism’.

This contribution compares initial proposals for the main mall and neighbourhood commerce with the re-centering of Tema by its everyday users. Space for exchange has been systematically transformed, illustrating the entangled construction of modernity in Tema. Selective appropriation, rejection and resistance have further converted spaces designed for retail and consumption, illustrating how indigenous cult has suspended development, and cultural practices have intensified infrastructure. Through more than one transaction, the mall has been stalled only to reappear in transmuted form.

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**Shopping Centres in Italy: New Polarities and Deadmalls**

**Gabriele Cavoto & Giorgio Limonta – THEME 4 – Friday 14.00**

The architecture and the urban form of European shopping centres represent an adaptation of American settlement models, albeit with various temporal gaps. The diffusion of shopping centres in Italy started in the 1970s with the evolution of the Mass Retail Channel and the retail distribution groups, which has in the past two decades experienced a strong increase with the introduction of new typologies, such as ‘commercial superstructures’ and ‘shopping polarities’. In some urban areas, these large developments have instigated strong territorial competition, with market saturation as a result. In recent years, commercial centres in the United States, increasingly suffer from demise or high vacancy rates, which has resulted in the emergence of ‘deadmalls’ – a phenomenon known in every metropolitan area. In Italy (and Europe) the delayed development of the retail system should allow Public Administrations to manage this phenomenon in advance by formulating precautionary urban policies. Although European retail distribution differs from the American system in terms of localization strategy and urban planning regulation, the first deadmalls have begun to appear in Italy.

This paper relies on case studies to analyse the reasons behind the demise of shopping centres in Italy and the effects that this has on the urban fabric. It also identifies particular issues that arise when these commercial centres are reconverted.
Strategies for a Contextual De-malling in USA Suburbs

Vittoria Rossi – THEME 4  – Friday 14.30

From a list of 360 enclosed shopping malls found on deadmalls.com, about 260 have been given a new life that is contradictory of their raison d’être or, to be more precise, contradicts what they used to be: temples of commerce. These born-again malls have defeated their death and brought new life to the American landscape – sometimes after they have been demolished to make way for a new development, sometimes after a process of adaptive reuse, or just by reinvesting in themselves.

When examining these 260 ‘ressurected’ malls (and mall sites), six ‘conversion’ strategies can be identified. Thus far, however, little research has been done into these strategies merits or pitfalls. When Victor Gruen, developed the ‘shopping centre’ as ‘urban crystallization points’ for suburban communities, he spurred on an urban sprawl without precedent. Since then, demographic movements (white flight and immigrant population), political and urban planning choices, economical changes, market saturation, natural disasters, etc. have taken their toll on these development and today influence how de-malling is approached in a specific reality. In the de-malling process, there are no ‘models’ – contrary to the original shopping centre model that Gruen proposed which has become a paradigmatic pars pro toto – only ‘suggestions.’ For example, in Lakewood (Colorado), the mixed-use redevelopment of ‘Villa Italia’ became a success, but this same redevelopment strategy failed Union City’s Shannon Mall (Georgia). The primary aim of de-malling is thus not to build, but to deal with specific contexts and intervene – with the collaboration between public and private actors – to manage the impact on community, always remembering the central role that the mall used to have in it.

The Other Side of Shopping Centres:
Retail Transformation in Downtown Detroit and The Hague, 1911-2011

Conrad Kickert – THEME 4  – Friday 15.00

This paper studies the reciprocal relationship between suburban shopping mall development and department store transformation in the urban core. After all, the impetus behind most landmark malls has been the visions of large downtown retailers for growth and modernization, which also reflected upon their original premises. Subsequently, the suburban mall took its toll on their core donors, as downtown department stores have struggled for survival for decades. The morphological, economic and cultural transformation of the most central retail blocks is studied over the course of the last century in two cities which have made their mark in retail history: Detroit and The Hague. The study shows the other side of rampant suburbanization of retail, as downtown hopes are translated to the periphery of cities, and lessons and challenges are brought back downtown. The J.L. Hudson department store, the original developer of Northland, Victor Gruen’s first major suburban shopping mall, created its vision for growth in America’s second largest store in downtown Detroit in the 1950s. Hudson’s quantum leap into Detroit’s periphery would have never succeeded or even materialized without the department store’s exponential downtown growth in the preceding decades, a story that has gone untold. As Detroit’s population moved outward, the home base would be abandoned and demolished by the late 20th century, with smaller retailers only now recovering. Similarly, The Hague’s Vroom en Dreesmann department store became the Netherlands’ largest and most modern upon its completion in 1964, yet the company has downsized and is teetering on the verge of bankruptcy today. The transformation of both retail empires is demonstrated in historic Nolli maps, descriptive histories and quantitative studies. The paper concludes on the value of diversity and adaptability for the survival of retail ecosystems.
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Tom Avermaete is Professor of Architecture at the TU Delft (Netherlands) and holds a special research interest in the architecture of the public realm. He is the author of Another Modern: the Post-War Architecture and Urbanism of Candilis-Josic-Woods (2005) and Casablanca-Chandigarh: Reports on Modernity (with Casciato, 2014). He curated several exhibitions and is a co-editor of Architectural Positions (2009), Colonial Modern (2010) and Structuralism Reloaded (2011).

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Sanja Matijević Barčot is an architect and Postdoctoral Research Assistant at Split Faculty of Civil Engineering, Architecture and Geodesy. She graduated from Zagreb Faculty of Architecture in 2005, where she also received her PhD in History and Theory of Architecture and Historic Preservation in 2014. Her research interests include modern architecture and culture in Croatia and the legacy of socialist housing strategies and politics of urban planning after the World War Two.

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Gabriele Cavoto is an architect and author of the book Demalling: A response to the demise of retail buildings (2014). His research concerns the decline of large-scale retail sites and the interventions for responding to this trend, with special focus on the Italian context.

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Scott Colman is an historian, theorist, critic, and designer, concerned with the rise, decline, and renewal of progressivism in architectural and urban design. He teaches at the Rice School of Architecture, in Houston, Texas, where he heads the M.Arch thesis program. He is the co-editor of Judgment (2014), a book elucidating contemporary architectural positions, and is currently completing a monograph on Colin Rowe.

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Viviana d’Auria is Assistant Professor in International Urbanism at the Department of Architecture, KU Leuven (Belgium) and Rubicon research fellow at the Department of Geography, Planning and International Development Studies, University of Amsterdam (The Nether-
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Bruno de Meulder is Professor of urbanism, Program Director of MAHS/MAUSP and Head of Research Unit of Urban Planning and Architecture (OSA) at the KULeuven Department of Architecture (Belgium). His research shuttles between the development context and Europe, between spatial analysis and urban design and between theory and the practice of urbanism. His works encompass (post)colonial urbanism in Congo, urban development in Belgium, and emerging cities in Vietnam and in Indonesia.

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Janina Gosseye is a Postdoctoral Research Fellow at TU Delft (The Netherlands), where she investigates the development of shopping centres in post-war Western Europe. From 2012 to 2014, Janina was a post-doctoral research fellow at the University of Queensland (Australia) involved in a project on oral histories of Queensland post-war architecture. Her research focuses on post-war architecture and is situated at the nexus of architectural theory, cultural studies and political science.

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Ana Grgić graduated at the Faculty of Architecture in Zagreb in 2000 where she completed her PhD in 2011. After gaining experience in an architectural office for a few years, Grgić worked as a researcher on the project ‘Architecture of Split 1945-2000’. Grgić has participated in several design courses and international students workshops. She had also edited several specialized publications and was awarded for diverse architectural design competition projects.

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Rana Habibi is a researcher of urban housing history at The University of Leuven in Belgium. Her PhD dissertation, under the supervision of Professor Bruno De Meulder, focuses on the ‘History of Modernist Middle Class Housing in Tehran, 1945-1979’. Before starting her doctoral research, Habibi obtained a M.Sc. degree in ‘Urbanism and Strategic Planning’ from KULeuven, from which she graduated *magna cum laude*.

**Nicholas Jewell**
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Nicholas Jewell is a practicing architect and completed a PhD on shopping malls and urbanism in China in 2013. His research will be published as a book entitled *Shopping Malls and Public Space in Modern China* in October 2015 with Ashgate Publishing. He has lectured widely on the subject of shopping malls and contributed to a number of publications on the subject.

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Esra Kahveci is an architect and PhD candidate at UCLA Architecture and Urban Design. Her research focuses on the intersections of post-war architecture and urbanism with art. She has taught at UCLA, Otis College of Art and Design, and Istanbul Technical University where she received her B.Arch and M.Sc. degrees. Her curatorial work has been exhibited at the CCA and Istanbul Design Biennial.

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Joonwoo Kim is a doctoral researcher at the KULeuven Faculty of Architecture (Belgium). He graduated from the European Masters in Urbanism Postgraduate Programme, which he followed in both KULeuven and at TU Delft (The Netherlands). Kim has a background in architecture and urban design through the B.Arch and M.Arch that he obtained in Korea. His research focuses on development-driven urbanism in Asian contexts and the origin of market-oriented urbanism in Korea.

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Il Lee is a PhD candidate in Graduate program in Urban Design of Seoul National University (SNU). His doctoral research focuses on the locational and spatial characteristics of shopping malls in 21st century South Korea. Prior to studying at SNU, Il worked as a researcher and assistant designer at Seoul Development Institute for three years. He holds a B.Sc. and M.Sc. in Engineering.
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Giorgio Limonta is an urban planner and member of Laboratorio URB&COM, a research group of the Polytechnic University of Milan’s Department of Architecture and Urban Studies. He contributes to the unit’s research and consulting activities, specifically focusing on the geographic analysis and representation of retailing phenomena through GIS software.

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Kirsty is a Senior Lecturer and Program Director of Interior Design at the University of Tasmania (Australia), where she has been researching the field of sustainable consumerism and its relationship to retail and shopping centre design since 2008. She is currently completing a PhD on this topic and has written several published international academic papers. As part of this research, Kirsty created the ongoing ‘Bye Buy’!

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Leonardo Zuccaro Marchi is an Italian architect and researcher. He obtained a double PhD diploma from both TU Delft (The Netherlands) and IUAV (Italy). His doctoral research focused on the historical and theoretical re-interpretation of the ‘Heart of the City’ idea (CIAM 8). He is currently a Visiting Lecturer at TU Delft (Chair of Methods and Analysis) and a Postdoctoral Fellow at KTH, School of Architecture in Stockholm (Sweden).

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Helena Mattsson is an architect and Associate Professor at KTH School of Architecture in Stockholm. Her research focuses on the role of architecture in the formation of the welfare state and its modern citizen. She has written extensively on architecture, art and culture, and is the editor of (with S.O. Wallenstein) Swedish Modernism – Architecture, Consumption and the Welfare State (2010), Kalmar Stortorg (2006) and 1% (2006). Currently Mattsson is working on the project The Architecture of Deregulations: Postmodernism and politics in Swedish architecture. She is a member of the Steering Committee for the Strong Research Environment Architecture in Effect (KTH), an editor for the culture periodical SITE, and one of the initiators of the association Action Archive.

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Hyemin Park is working as an urban designer at INTO Engineering and Architecture Co. Park obtained a B.Arch from Sungkyunkwan University and a M.Sc. in Engineering from Seoul National University. Her thesis ‘A Study on Urban Entertainment Center and Regional Commercial Districts’ focused on Yeong-deung-po station area.

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Joo hyun Park is a PhD candidate at the Graduate School of Environment Studies at Seoul National University. His research focuses on regeneration of inner-city commercial districts. Prior to starting his doctoral research, Joo hyun worked for the firm Dongho Engineering for four years. He has a B.Sc. in Civil Engineering from Purdue University (U.S.) and a M.Sc. in urban and regional planning from Ball State University, Indiana (U.S.).

Vittoria Rossi
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Vittoria Rossi recently obtained her M.Arch. from the Polytechnic University of Milan. Her thesis, supervised by Professor Luca Tamini, investigated the phenomenon of dead malls in suburban America. Rossi obtained a scholarship to complete her thesis abroad and participated in an exchange program with the Southern Polytechnic State University in Marietta (Georgia, U.S.), where she was in frequent contact with Professor Ellen Dunham-Jones from Georgia Institute of Technology (U.S.). She is currently a collaborator of the Laboratorio URB&COM at the Polytechnic University of Milan.

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Jennifer Smit is a founding partner of Mulloway Studio, a multi-award winning architectural practice specialising in interpretation projects and urban place-making. In addition, she is currently undertaking architectural collaborations on significant residential projects in the Tasmania and is an Associate with Adelaide based educational Master-planners ‘New Learning Environments: Rubida Research’. Jennifer has also taught at Adelaide University and the University of South Australia where she held a tenured position for five years before moving to Tasmania where she is currently a lecturer in Architecture.

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Dirk van den Heuvel heads the Jaap Bakema Study Centre at Het Nieuwe Instituut, Rotterdam and is an associate professor at TU Delft. He (co-)authored the books Architecture and the Welfare State (2015), Team 10 – In Search of a Utopia of the Present (2005) and Alison and Peter Smithson – from the House of the Future to a house of today (2004). He was an editor of OASE and is currently an editor of the online journal Footprint and Delft Architectural Studies on Housing (DASH). He was curator for the Dutch pavilion at the Venice Bienale 2014.

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Pelin Yoncaci Arslan is a PhD candidate at UCLA Architecture and Urban Design, specialized in topography and urban history of Istanbul. She received her B.Arch (2003) and M.Arch in Architectural History (2006) degrees from METU (Turkey). Pelin has participated in various mapping projects about Istanbul’s social and urban transformations from 1920s onwards. Her current research focuses on documenting and mapping urban visual culture in historical environments.
PRACTICAL INFORMATION

Conference Dinner
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Please note that prior reservation is necessary to participate in the conference dinner.

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