



Fazeelat Aziz Sheikh

Placemaking in Retail:
Shopping centres as real public spaces in becoming

CFP Report 2020:2



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**The Centre for
The Future of Places**

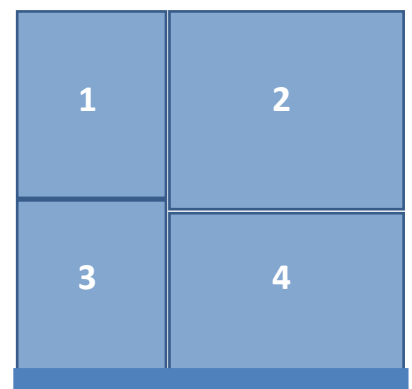
Placemaking in Retail:

Shopping centres as real public spaces in becoming

Fazeelat Aziz Sheikh

Keywords: shopping centres, retail placemaking,
public spaces, placemaking

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2. Centro Santa Fe Shopping centre. Source:
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Contents

01. INTRODUCTION: EVOLUTION OF SHOPPING CENTRES	5
02. PAST AND PRESENT OF PLACEMAKING	7
03. RETAIL PLACEMAKING: CHALLENGES	9
04. BEST CASE PRACTICES	13
EMEA	14
THE DUBAI MALL	15
LIVERPOOL ONE	17
SANDTON CITY	19
EMAAR SQUARE MALL	21
VAL D' EUROPE	23
AMERICAS	25
CENTRO SANTA FE	26
MALL OF AMERICA	28
LIMA LARCOMAR	30
WEST EDMONTON MALL	32
APAC	34
NAMBA PARKS	35
SHANGHAI JOY CITY	37
CHADSTONE SHOPPING CENTRE	39
THE YOHO MALL NEW TERRITORIES	41
EMQUARTIER	43
SWEDEN	45
WESTFIELD MALL OF SCANDINAVIA	46
KISTA GALLERIAN	48
TÄBY CENTRUM	50
LILJEHOLMSTORGET GALLERIA	52
05. CONCLUSION: THE FUTURE	54
06. REFERENCES	55

'Placemaking happens when buildings are transformed into vibrant urban spaces that offer wellbeing, pleasure, and inspiration. Its success can be measured by improved lives, greater happiness, and when done successfully, an uplift in property values. Placemaking has many aspects, of which changes to the public realm are one of the most fundamental. Most cities devote a considerable amount of valuable land to the public realm, and many of the world's most iconic locations are public spaces.'
(CBRE, 2017)



01

Introduction: Evolution of Shopping Centres

The evolution of shopping formats goes back to the earliest civilizations and has progressed in complexity contending with the interconnected world of today. The most initial tradings took place at the hub of the settlements, which established an integrated relationship between trading and the heart of the civilized activity in the centre of the communities. From the medieval to the 19th century, the centrally located markets, town halls, eastern bazaars, and streets of Europe were the focus of trading and business activities. Early on, there was an establishment of the physical relationship between shops, entertainment activities, and the heart of towns. The shops established as a haphazard collection with mixed-use buildings aligned in a linear arrangement with a gridded network of covered and protected streets and public ways (Coleman, 2006).

A change in the evolution of shopping centres was marked in the mid 19th century when the formats of shopping made a statement on being recognized as individual pieces of architecture. The shops emerged as grand Arcades that connected network of streets, forming a spectacle movement by providing multi-level public access. In that era, Bazaars and Department stores also represented a milestone in the development of shopping. From the late 19th to early 20th century, the department stores took the role of extending architectural development focusing on large open trading spaces with steel construction, making grand skylight interior with the use of glass roof and walls, facilitating vertical movement by using escalators and latest innovations (ibid.).

Mid 20th century had seen a significant decline of Main Streets due to traffic congestion and restricted space expansion, and as an alternative solution, it corresponded to the rise of Suburban Malls where there was an abundance of land available for growth and expansion and also opportunities for technological developments. The suburban shopping centres were planned as residential satellites to the cities and formed a new type of internal urban space that emphasized the inward-looking nature. These enclosed malls were successful with their simulated environments and proliferated across countries and formed successful Regional and Super-regional shopping centres throughout the world. The popularity of the enclosed shopping centres continued for 30 years, and their decline and deterioration came about though greater competition from newer and grander centres. With their exclusivity and artificial nature, the malls had to reinvent themselves to incorporate elements and functions of a thriving urban lifestyle to be more memorable and survive with integrated shopping environments (ibid.).

The initial evolutionary journey of shopping malls has been fragmented and slow, but the pace of evolution accentuated after the 1960s, where there was massive development of refinement and hybrids of existing shopping centres. From the formative 1960s, there has been a continual emergence of shopping centres, and each new type of shopping centre that emerges replaces the existing formats of shopping and adds to the diverse range of facilities it offers. In the 1980s, there was an exponential growth of regional shopping centre formats in combination with leisure and recreational elements. There was an introduction of themed retailing with retail parks, leisure destinations, and lifestyle centres with fine dining and multi-screen cinemas. It was in the 1990s that the new generation of shopping centres addressed the urban agenda in a retail-led mixed-use development, integrating the private and public transport. New urban retail formats were emerging and turning towards 'open street' retailing (ibid.).

Since the 2000s, further new urban retail forms, hybrid centres, have emerged, and their design is influenced by sustainability and conservation issues. The reinvention and diversification of shopping centres are musings of the complex and dynamic nature of this building type. The new urban kind of shopping environment is often a mixed-use development that incorporates offices, housing, civic buildings, and transport hubs where the design and construction are governed by the dynamics of planning, social and human issues, and retail economics. With the progress of time, shopping centres have become less mainstream and exclusively redesigned endorsing public opinion and meeting the needs and demands of the customers while responding to the changes in the economic climate and physical conditions. To the current times, the vital predicaments having significant influence and needing consideration for radical changes by the retail industry (Coleman, 2006) narrows down to:

1. **The maturity of the market:** continuous competition between centres causing them to strive and cater to the needs of people.
2. **Understanding the customer:** research and specialized knowledge in understanding patterns and create core design values to customize a centre into a destination.
3. **Public sentiment:** this has been moving away from internalized shopping centres towards a more open and porous environment.
4. **Planning:** there has been a need for a more sustainable shopping environment.
5. **The urban plan:** encouraging street-based retailing to move towards mixed-use development with robust and flexible mater plans.

The explosive growth of online shopping in the past decade has contributed significantly to the downward spiral and the closing down of retail stores. In this retail apocalypse, some malls are being more inventive in their struggle to buck the online shopping trends while rethinking their business strategies on staying relevant and profitable. One monetization factor is the designing of mixed/retail use spaces with various facilities to attract consumers seeking unique experiences, and the other is to relocate to public areas: parks. These town centres are developed for shopping, dining, entertainment, and other activities. The creation of monetized public spaces plays a vital role in city's development and has drawn high praise in creating successful, thriving public spaces that offer food and beverages surrounded by comfortable seating, good landscaping, and diverse amenities (Kaiser, 2018).

"What we're finding is that parks are the steroids of economic development. When you put them (retail stores) in there, great things start to happen."

(ibid.)

Over the past 100 years, the malls and main streets have had their merits and shortcomings. The malls continue to be reimagined all over again as the retailers continue to reconfigure the relationship between commerce and the city. The trend now is moving from wholly private to public space. Many contemporary malls have successfully incorporated elements of public space and street life into their designs. The trend of incorporating more public spaces blur the line between the public and the private, indoor and outdoor spaces, but the idea is to push back on the malls as all-encompassing commercialized space. Beyond any doubt, the cities around the world, delivering the most gratifying, enjoyable shopping experiences, provide a variety of brands and department stores, quality public transportation, and experience of dining and accommodation options. The customers' preference for Lifestyle Centres over enclosed malls suggests the desire of real public spaces, where one is not expected to run in and out of stores for mere consumption of materials but to come in to convene and linger in public together, with no particular agenda (Lindeke, 2015; Debrabander, 2015).

02

Past and present of placemaking

‘Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great.’

(PPS, 2009)

Public spaces are the primary places for citizens' interaction and stimulation. They act as a catalyst for social interaction and are vital for creating a dynamic city structure and ideal living environment. The continuity and hierarchy of these public spaces serve as stitches within the urban fabric contributing to the social and cultural patterns of the city. To maximize the opportunities of interactions and synergies in these public spaces, their design must be diverse, flexible, and adaptable to the ever-changing social, economic, and cultural patterns of the city (Efil, 2019).

The real public spaces involve complexities of socio-cultural, political, and environmental products of a social group. The ‘public space’ and ‘publicness’ of space is conceptualized differently when it comes down to skills, experiences, and objectives of stakeholders. Public space, as a part of the built environment and deeply intertwined with the traditions, beliefs, experiences, political views, and culture of a society, is the main stage where the life of the community unfolds (Karimnia, 2018).

‘Public spaces offering many qualities and few disadvantages inspire a broad spectrum of urban activities. Attractive walking routes and places to stop along the way encourage foot traffic which in turn promotes social and recreational activities because people walking along become inspired to linger and enjoy the urban scene.’

(Gehl and Gemzoe 2000:14)

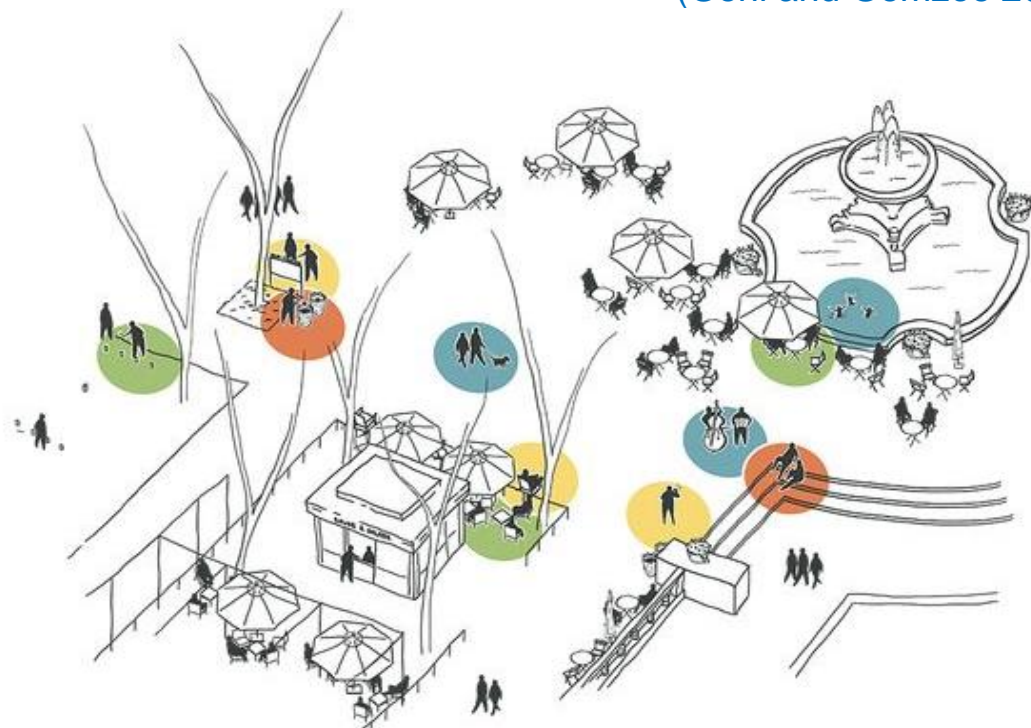


Figure 1: A successful place can create synergy by layering 10+ reasons for people to be there (PPS, 2009)

Started as a movement in the 1960s, Placemaking, the multi-faceted approach to the planning, design, and the management of public spaces, has been on the rise with building communities and creating quality public spaces that are collectively reimagined and reinvented to strengthen the connection between people and places they share. The practical process of transforming public spaces centres on understanding the needs and aspirations of people to retrofit an existing space or plan a new one (PPS, 2009).

Placemaking strategy focuses on the quality of life as well as the economic and social well-being of the community. The success of a place must make the best use of urban design principles by capitalizing on its assets. The successfulness of a place is determined by following four qualities; Access & Linkages, Comfort & Image, Uses & Activities, and Sociability.



Figure 2: The Place diagram to help communities evaluate places. The inner ring represents the key attributes of a place, the middle ring represents the intangible qualities, and the outer ring represents the measurable data (PPS, 2009).

The ideal of the publicness of a public space demands that the place be visible and accessible by all. These physical spaces imply a sense of belonging and allow for civic participation and social integration. For public spaces to serve as the stage and catalyst for social interaction they must incorporate an important aspect of self-governance. Democracy in the public space allows flexibility of usage by a wide range of individuals and also encourages freedom of speech and expression from its users. Capturing and incorporating the aspects of democratic practices and social justice of public spaces can result in the contemporary spaces being ‘socially, culturally, economically, and politically productive’ (Low, 2019).



Figure 3: Typologies of public space that contribute to a flourishing society (Low, 2019)

03

Retail placemaking: challenges

‘In the world of retail, trends come and go, but one topic that is here to stay is placemaking. In recent years shopping centres have become much more than simply a place to browse through all your favourite shops, they are now beacons of retail, leisure and entertainment that focus on the experience above all else.’

(RLI, 2020)

Placemaking is a pioneering approach to the regeneration of major urban centres and the creation of retail destinations. An excellent urban design encouraging an intelligent mix of uses elevates the retail experience and successfully delivers iconic solutions. The successful extrovert shopping centres, forging new links with the surroundings and actively seeking to externalize facades, are a reaction against the inward-looking ‘first generation’ retail malls. These ‘open street’ solutions exploit opportunities provided by the creation of streets, squares, courtyards, and gardens. These retail-driven places combine with a sophisticated mix of typologies, residential, office, and leisure spaces with intelligent incorporation of the civic and cultural components in the urban design framework (Bee, 2019).

Over the years, the transformation of shopping has expanded both in size and scope to saturate a range of public activities. Retail reinvention through the lens of modern consumers and the global trend now is turning malls into destinations to provide various opportunities and diverse experiences to its consumers. Retail placemaking has been trending to combat the booming market of online shopping and adjusting and keeping up with changing consumers’ demands. The key elements to be considered by the shopping centres are; a) Scale -- the bigger, the better, b) Experience -- new concepts for attractions, destination centres, c) Entertainment and excitement -- improved spaces for more social and marketing events, and d) Innovation and technology-- digitally integrated and smart environment-friendly solutions (Thumtrongkitkul, 2018).

The community-oriented approach of placemaking, through the incorporation of more public spaces and enhancements in the public realm, is an aspiration of the highly competitive retail of today. The human demand for consumption, convenience, physical engagement, and social connection is complex and layered, which can be delivered through a great urban design framework along with placemaking and commercial mixed-use tactics.

‘Placemaking environments have created a cultural shift from static retail developments to more experiential, people-centered spaces – a welcome change from stagnant malls and shopping centers.’

(Plumb, 2016)

“ There is no blueprint for placemaking, and each of the projects...[has] established great retail destinations in a unique way, whether it’s through technology, sustainability, culture, or design.”
(CBRE, 2016)



Figure 4: Placemaking is an effort to create a compelling space to attract people (CBRE, 2016)

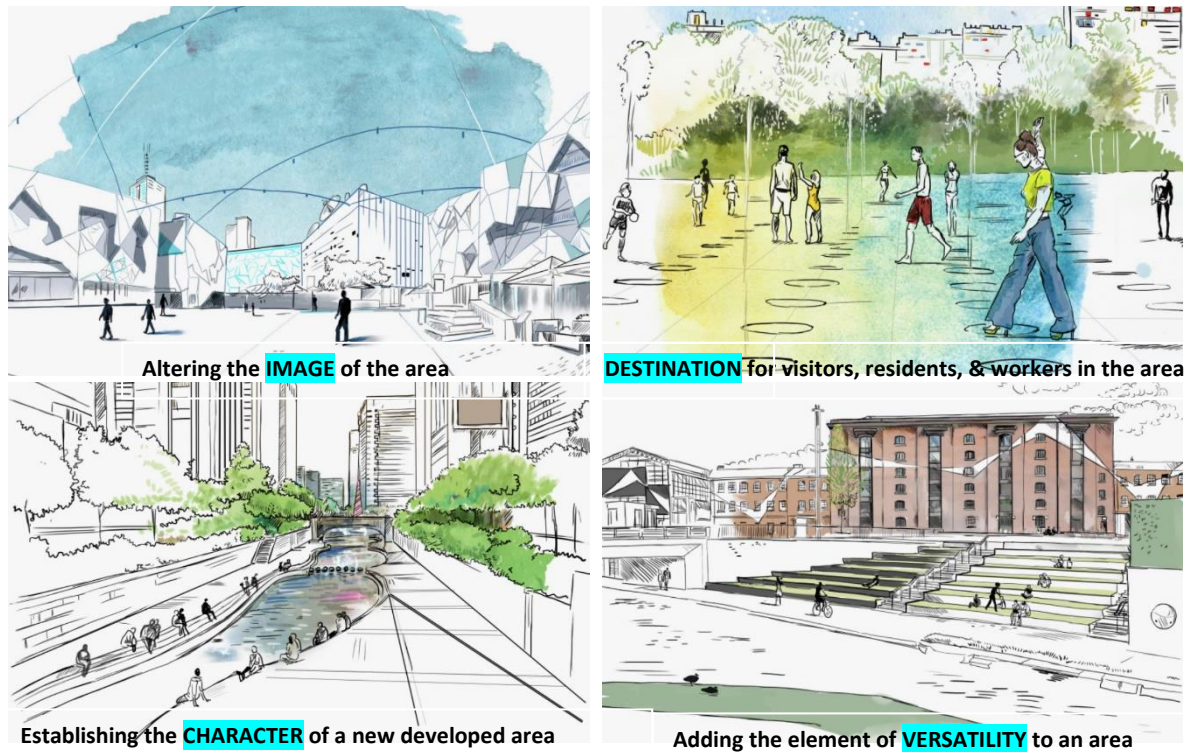


Figure 5: Key themes that can be enhanced by placemaking in the public realm (CBRE, 2016: edited by the author)

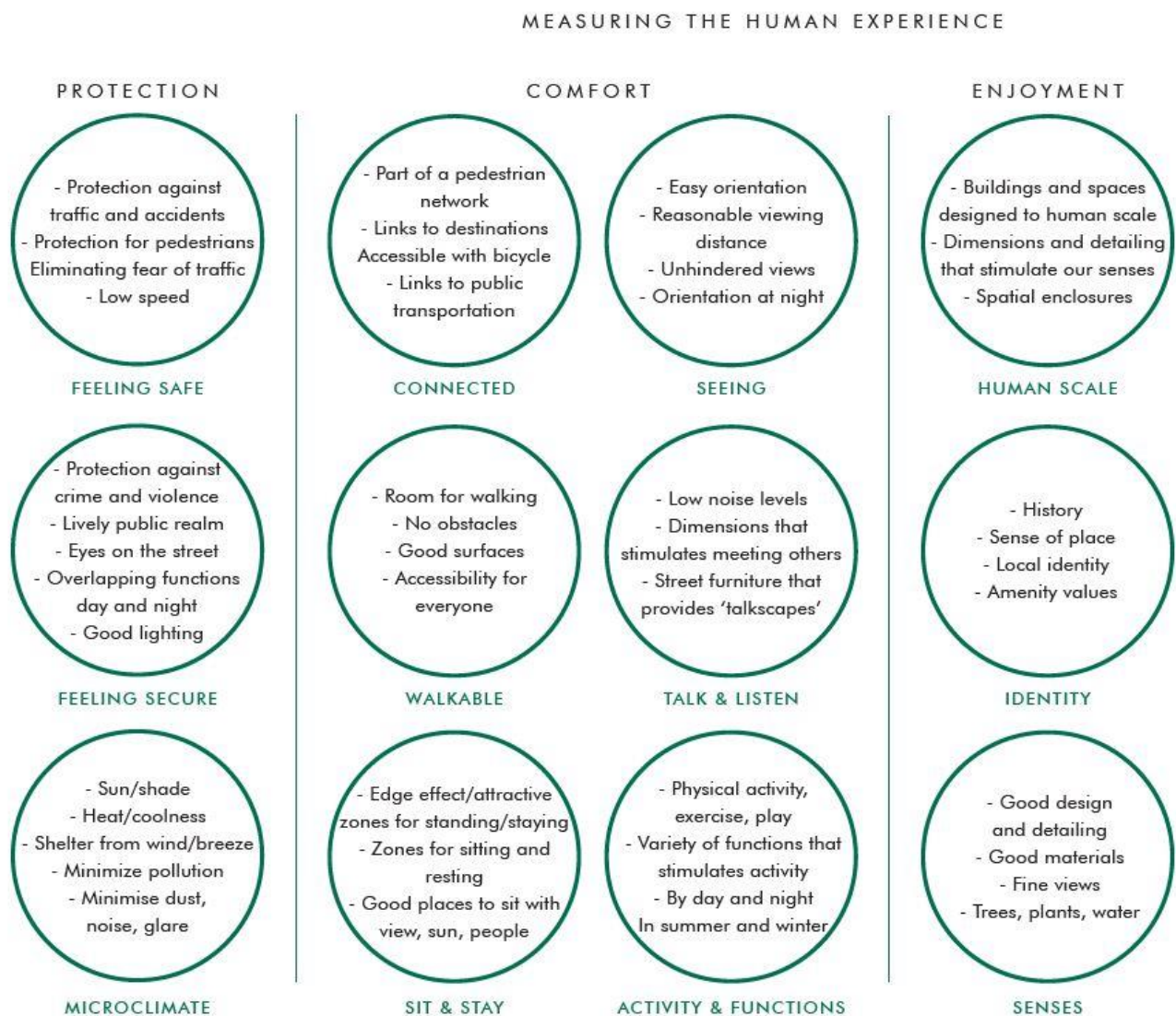


Figure 6: The Public realm's impact on human experience: An approach to measuring the success of placemaking initiatives (CBRE, 2016)

CBRE (2016), commercial real estate services and investment firm, has identified five crucial areas of consideration that can help establish successful places:

Leisure

- The provision of restaurants, cinemas, bars, sports, and spaces for events attracts and helps maintain visitors' interest for longer.
 - A place's leisure appeal varies in scale, and the attraction can either be a new food concept or a full-scale theme park.
-

Technology

- The use of technology has been long recognized and gained momentum in distinguishing places.
 - All-inclusive digital integration is crucial and imperative to a centre's success. Both retailers and consumers benefit from the realm of social media and online retail.
-

Sustainability and wellness

- Applicable to the sustainability of the integral elements of the built environment, the place itself, and the impact the built environment may have on the well-being of its users.
 - The developers and all stakeholders involved have the responsibility of ensuring no harm to the environment and the opportunity to provide positive impacts.
-

Retail

- Recently trending, the visual impact of the tall building combined with the residential spaces has been quite an attraction for an area.
 - In prime locations with limited land availability, the judicious use of vertical construction has been embraced and proven beneficial.
-

Planning

- Commercial development needs to be authentic to deliver what it promises.
 - The place should integrate varied functions- from residential and office to hotels and retails- needs a coherent master plan developed in collaboration with the planning authorities.
-

04

Best case practices

The placemaking projects featured in this study are reviewed in detail to explore and determine the factors that indicate their retail success on critical parameters of what makes them successful. The research comprises a list of 22 cases, 18 cases from different locations across the globe and four local shopping centres in Stockholm, Sweden. Each case is investigated in detail to explore the factors that indicate their retail success.

The retail foundation of chosen cases has distinctive parameters:

- The selected cases are recognized best-in-class in their respective countries.
- The projects range across the spectrum of physical size, property developers, planners, and represent a variety of social contexts and the communities they cater at large.
- The projects are selected from different regions; APAC, AMERICAS, EMEA, to see successful placemaking patterns across geographical and cultural variation.
- The cases studied in the report are of projects initiated in the 20th century onwards. The centres have undergone various phases of development; reconstruction and expansion, and it has been an ongoing process for these centres to keep up with the changing environments.
- Every example discussed here successfully incorporates two or more vital elements of retail placemaking; leisure, technology, sustainability and well-being, vertical retail, and planning.

The selected examples of shopping centres also highlight the role that retail plays in establishing a place as each project showcases a unique relationship of retail with its surrounding urban environment.

EMEA



THE DUBAI MALL DUBAI, UAE

Year: 2008

Size: 550,00 sqm

65 million footfall per year

-
- It is a destination centre famous for its continuous transformation.
 - Mall is sub-divided into zones with distinct characters and experiences to offer.
 - The exploration in typology ties together techniques of retail design and urban planning so the scale is beyond comprehension.
 - The patterns of the facade and interior finishes are all cultural cues.
 - The mall has visual connectivity with clear quadrant circulation pattern, relaxation nodes, and integrated public transportation.
-



‘Clarity of circulation was important. We devised a clear quadrant circulation pattern without any secondary corridors, a plan that really drove the design. We were very conscious of the need to break up long stretches of corridors with nodes for rest and relaxation.’ (DPA, 2020)

Structured at the scale of the city, the Dubai Mall opened in 2008 with an area of 550,000 sqm spread over four levels and comprises of volume housing, office spaces, hotels, 1200 shops, and 14,000 parking spaces. It is the world’s biggest indoor shopping mall as it houses the world’s largest indoor aquarium, an indoor adventure park, an underwater zoo, an ice-skating rink, and a VR park. The architects of the mall adopted a city design process reflecting on every aspect of retail architecture design. Addressing the needs of a large-scale retail project, the mall is the most visited leisure destination with a 250-room luxury hotel and 120 restaurants (ibid.).

The Dubai Mall is a ‘design and construction project for an entire micro-urbanism’. The identity of the mall is understood to be a symbol representing Dubai as a prosperous global city. Hierarchy and coherence were pre-eminent to mall’s planning, and the design embraced five planning principles; clear pedestrian circulation, visual connectivity to all shopfronts, integrated public transportation and provision of sufficient parking spaces for accessibility, subdivision of the mall into zones with distinct characteristics, and planning of efficient service area for each tenant (ibid.).

The designers worked across a varied scale in creating internal pedestrian streets with nodes and landmarks. Urban identifiers integrated for wayfinding and well-defined atria are connecting to realms of shopping. Along with the large-scale attractions, the unique atrium spaces perforate the boulevards as social collectors and interval points for

relaxation using materiality and the play of natural light to create an inviting and refreshing environment for the public. The grouping of shops form islands of specialization, as eight regions with distinct characters. The four major entrances to the mall serve as circulation focal points. The architectural and interior details provide a visual dynamism extending within the mall’s spaces. The articulation patterns on the facade, skylight designs, and the fabricated patterns of interior finishes are all cues from the spectrum of Arabic motifs and symbols. The features of cascading falls and public aquariums also inject life into the desert city (ibid.).

The project was an exploration of typology tying together techniques of retail design and urban planning. The architects worked to conceive a mall of an ‘unprecedented scale,’ and the solution has over and above evolved as experiential design. The mall targeted to accommodate 30 million shoppers each year caters to the steadily rising number of visitors, and has undergone a massive expansion in multiple phases, with six new developments increasing the mall’s retail area (ibid.).

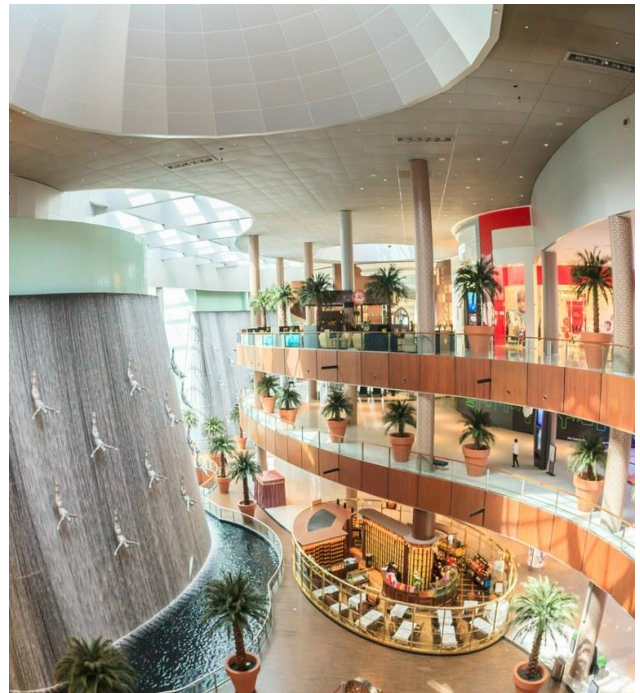


Figure 7: The triple-height waterfall featuring a full-scale Diving Man sculpture and skylights flooding the interior with natural light. (Source: <https://www.expedia.se/Dubai-Mall-Downtown-Dubai.d6123356.Sevardheter>)

LIVERPOOL ONE

LIVERPOOL, UK

Year: 2008

Size: 234,000 sqm

29 million footfall per year

-
- Shopping development in the heart of the city surrounded by residence and offices.
 - The open-air shopping center is integrated with public transport interchange.
 - Vibrant and economically successful retail and leisure spread over six districts.
 - Revitalized city center connected with docks.
 - The open pockets of public spaces and connecting streets exercise 'public rights of way'
-



'Single-handedly reversed the fortunes of the city by bringing a new social and economic vibrancy to what was 42 acres of derelict but historic buildings at its heart.' (e-architect, 2009)

The masterplan of Liverpool ONE rendered an exciting regeneration development with 40 individually designed buildings, including retail space for the city centre with an area of 130,000 sqm along with a range of other uses. Located at the heart of the city, Liverpool ONE offers ultimate shopping experience with over 170 stores, bars, and restaurants. The retail-led development anchored by department stores with added leisure facilities includes a 14-screen Odeon cinema, adventure golf centre, open public spaces, offices and restaurants, 600 apartments, two hotels, a five-acre park, and a transport interchange. The integrated features link 40 new buildings

that were designed by 20 different architects (Wikipedia, 2019d).

Liverpool ONE consists of six distinctive districts with mixed retail, leisure, and accommodation. Hanover Street reuses old buildings for homeware shops and street markets. Peter's Lane is dedicated to fashion retail on streets and squares. Another district, New Manesty's Lane, also has stores along the lane. Paradise Street is a full pedestrianized shopping street with retail stores and coffee shops. South John Street is the heart of the shopping area with high-street shops on two levels. These two levels have two anchor stores at each end and have diverse restaurants, a multiplex cinema, and links to the park. The park provides a green landscape with pockets for public spaces, and as the park rises in terraces and conceals the underground car parking provision for 300 vehicles (ibid.).

In 2009, the masterplan of Liverpool ONE was nominated for the Royal Institute of British Architects Stirling Prize, and the project has won a MAPIC- Award the same year (ibid.).



Figure 8. The blend of outdoor and indoor spaces with open green terraces and areas for socialisation. (Source: <https://www.boutiquehotelier.com/hotel-development-project-at-liverpool-one-edges-closer-as-operator-and-name-is-unveiled/>)

SANDTON CITY JOHANNESBURG, SOUTH AFRICA

Year: 1973

Size: 215,000 sqm

24.5 million footfall per year

- Transformation of a farming community into a bustling business district.
- A destination of international glamour, top fashion, and lifestyle outlets.
- The square lines with bustling restaurants and cafes, theatre, and a library.
- A giant video wall, cinema complex, and a 6-meter water wall incorporated in the centre.
- The mall links with the Nelson Mandela Square Shopping centre, which opens out onto an open-air plaza with a six-meter-tall bronze statue at its helm.



‘Linked to the Sandton City mall is the Nelson Mandela Square shopping centre which opens out onto an open-air piazza with a six-metre-tall bronze statue of Nelson Mandela at its helm. The square is lined with bustling restaurants and cafes, as well as the 200-seat Auto & General Theatre on the Square and the Sandton Library.’ (Sandton City, 2020).

Located in the centre of the business district, Sandton City is one of the biggest shopping malls in Johannesburg and one of the largest in Africa. Offering 50,000 square meters of retail space, the Mall opened in 1973 and was readily accessible to tourists and locals, making it one of the most popular shopping destinations. In addition to the luxury brand and designer stores, there are offices and hotels adjoined by the Sandton Convention Centre, making it a premier business and leisure destination (ibid.).

The concrete block shopping centre spread on twenty-one stories was also referred to as ‘apartheid architecture’ because of its practicality and scale. At that time, the style was most famously

used for administrative and state buildings. A bridge connects the plaza with the library, a medical clinic, and the council building. Later, the mall underwent refurbishments, and as a result, the pyramid-shaped roof added to the square became a distinguishing feature of Sandton City. The City has continued to grow and develop over the years and is over four times the initial size of the centre (Wikipedia, 2020d).

The mall is also known for its famous Diamond Walk – one of the biggest designer shopping arcades in Africa. It is an irresistible attraction as it features designer brands from around the world and is known as “an icon of African urban luxury and sophistication” (Sandton City, 2020).

There is also a kids’ paradise- Hamley’s World, which allows entrance into the mall utilizing a slide. This entry provides access to an adventure zone for kids, which includes a playground, virtual reality games, nerf zone, and a large toy store. In addition to hundreds of stores, visitors can also find a wide range of restaurants, coffee shops, and fast-food chains where one can always find an option for their taste. Other leisure options offered at Sandton City include several beauty salons and hairdressers and an eleven-screen cinema complex (ibid.).



Figure 9. The impressive Protea Court section of the Mall.
(Source: https://www.gauteng.net/attractions/sandton_city)

EMAAR SQUARE MALL ISTANBUL, TURKEY

Year: 2016

Size: 198,000 sqm

25 million visitors annually

- The mall brings the spirit of the world's oldest shopping centre, the Grand Bazaar.
- Emphasis on entertainment along with retail and gastronomy.
- Emaar Aquarium & Underwater Zoo adds to the joy and one can learn about ecology and the sustainability of marine life.
- Festivals throughout the year offering diverse culinary flavours in combination with delicacies of the world cuisine.
- The mall offers a brand mix with entertainment areas, Traditional Turkish market and fashion centre.



‘Istanbul is one of the most stimulating cities in the world where the streets are the celebrated space of everyday encounters and social activities that bring people together. The design of the mall reinterprets the city’s intimate street pattern; its streets, squares, and other public spaces.’ (DPA, 2020)

Designed as a destination for shopping, entertainment, and offering an extraordinary experience to its visitors, Emaar square is a composite project that opened in 2017, offering an exceptional experience to its visitors from around the world. With the parking capacity of 4500 cars and floor area of 198,000 sqm, the mall includes a shopping centre, hotel, offices and even residential under the same roof. The mall has both indoor and outdoor shopping that offers a brand mix catering to all tastes and budgets (Emaar, 2016).

The mall hosts luxury brands and stores extending an approach responding to everyday needs of modern urban life, from eating and drinking to entertainment. The mall has a multi-storey cinema with 4DX theatre, an aquarium, underwater zoo, panoramic terrace, Turkish village, fun lab, and entertainment areas, and over 100

restaurants and cafes. Emaar Square Mall is a family destination that appeals to visitors of all age-groups (Retail Me, 2017).

There are a total of 1073 residences at Emaar Square diversified according to the needs of various lifestyles divided under the categories of; Residences, Heights, The Address Residence Istanbul, and The Address Residence Skyview Istanbul, The Address Hotel, Square Office, Tuscan Valley, and The Land of Legends. It is Turkey’s first integrated lifestyle and entertainment park, which aims at providing luxury, lifestyle, shopping, and entertainment experiences to all its visitors from around the world (Emaar, 2016).

Inspired by Turkish architecture, the Mall’s Turkish Village awakens the spirit of the Grand Bazaar, the world’s oldest shopping centre, where there is a dynamism of small markets accumulated in one place offering local cuisine as they celebrate the neighbourhood culture together. Festivals are held in the mall every year with exclusive concepts and offering its visitors diverse culinary flavours from around the world. The mall also incorporates fountains and open areas and emphasizes entertainment along with the retail to ensure visitors a memorable experience (Retail ME, 2017).



Figure 10. Open court inside Emaar Square Mall. (Source: <https://taximtravel.com/emaar-square-mall/>)

VAL D' EUROPE MARNE-LA-VALLÉE, FRANCE

Year: 2000

Size: 170,000 sqm

20 million visitors annually

- Incredible transport links with proximity to Disneyland Resort Paris.
- Evolving developments with investment in urban projects- a venture to create jobs and attract wider public.
- Large mall with 24-m high glass roof inspired by the architecture of the Grand Palais in Paris.
- Mall adapting and innovating with new emerging technologies to create a sustainable retail destination.
- The largest OLED chandelier in Europe, 65 m in length fitted with 6000 LED lamps, illuminates the interior space and delivers experience.



‘Val d’Europe... benefits today from an ideal location – at the heart of a European retail hub and connected to an extensive transport network. A very attractive place for leading international retailers since opening, it has established itself among the top five shopping centres in France in less than ten years.’ (CBRE, 2016)

Marne la Vallée shopping mall opened its doors in 2000. It was later expanded in the year 2009 and the renovation in the year 2017 drew inspiration from the architecture of the Grand Palais. The shopping mall has been continuously developing and currently has 190 stores, inclusive of retail, culture, leisure, high-tech, furnishings, and decoration. Thirty restaurants are offering diverse cuisines from around the world. The mall also has a hypermarket and a Sea-life aquarium (Wikipedia, 2019e).

The ideal location of the centre is one reason for a high number of visitors. The mall is located at the heart of the community, that has direct access to train service. It is also situated at 5-minutes journey from Disneyland Paris and 30 minutes from central Paris. There are free shuttle buses that link the two destinations for easy travel. The mall offers 6,100 car parking spaces and is easily accessible from the airport via the motorway (ibid.).

The architecture and interior of the mall are divided into four shopping areas. 1. Les Halles is a covered market over two buildings enclosed in glass and steel. 2. Les Passages Partisiens is arcades reminiscent the end of the 19th century. 3. La Promenade is covered with coffered ceilings cascaded inwards and downwards. 4. Les Terrasses houses the restaurants and food courts and has vegetation and fountain in their setting. Aside from being the venue of mesmerizing architecture quality, the centre meets the environmental standards of the Disneyland amusement park in Paris. The centre holds urban projects that attract not only a huge crowd but also creates new jobs. In the past, Nickelodeon, animation for children, has been shown free of charge. Every year, the celebration of innovation, ‘Femmes en Or’, takes place in the centre (ibid.).

The centre has its focus on implementing new digital innovations to attract visitors via technology. There are interactive kiosks and digital communication points that are easily accessible. There is the availability of PlayBox that enables shoppers to access mobile games via a link in a personal text message. There are digital totems that serve as a guide and can be accessed via smartphones. With new emerging technologies, the centre aims at innovating and evolving to adapt to consumers’ demands (CBRE, 2016).



Figure 11: Grand interior with spacious sitting places centered in the mall.
(Source: <https://www.klepierre.com/en/centres/val-deurope/>)

AMERICAS



CENTRO SANTA FE CUAJIMALPA, MEXICO CITY

Year: 1993

Size: 562,501 sqm

20 million footfall per year

- The Ice Rink addition is a world-class investment that crowned this shopping centre as a 'complete' space in its area.
- The mall equips the existing location with more retail spaces and services, which further integrates them into urban architecture with an enchanting image.
- The interior pays tribute to the beauty of classicism with a modern spirit.
- There is an entire theme park for children, and an ice rink offering hockey and skating classes.



‘The extension project for the shopping mall Centro Santa Fe is an intelligent exercise in elegance and innovation. It provides the existing location with more retail spaces and services, convincingly integrating them into the existing architecture with a captivating and cosmopolitan.’ (Levantina, 2020)

It is the largest shopping centre in Mexico with 500 stores and a hypermarket on two floors. The centre includes to mid-luxury clothing retailers, a corporate office tower, and a 450-room hotel. It is the largest and most complete shopping centre serving as a commercial showcase for international brands (Wikipedia, 2019a).

Located on the outskirts of the capital, Centro Santa Fe emphasizes comfort at all levels. The mall has a provision of 8000 parking spaces for the convenience of its visitors. The mall incorporates all ideas for one day’s entertainment with the option of branded stores, 40

standalone restaurants, Cinemax luxury multi-cinema, KidZania, an entire theme park for children, and an ice rink offering hockey and skating classes (City Express, 2020).

The Ice Rink, with a magnitude of 200 x 85 ft, is proof of major structural and commercial modifications that this retail centre has had, and it was a world-class investment that crowned this shopping centre as a complete space in its area (Centro Santa Fe, 2020).

In this innovative project that expands Centro Santa Fe shopping centre in Mexico, the use of marble floors accentuates the elegance of the newly created spaces as they add warmth and soften the edges giving spaces a luminous finish. It was a successful integration of a classic material into the interior design of a project with a modern spirit. The extension of the shopping mall was an intelligent exercise in elegance and innovation. It equips the existing location with more retail spaces and services, which further integrates them into urban architecture with an enchanting image (Levantina, 2020).



Figure 12. Interior view of Centro Santa Fe Shopping Centre. (Source: <https://www.pinterest.se/pin/478859372862505319/>)

MALL OF AMERICA MINNESOTA, AMERICA

Year: 1992

Size: 452,000 sqm

40 million footfall annually

- It is a destination that features dozens of fun attractions along with 520 retail shops, two hotels, and four anchor stores.
- Seven-story parking ramps and the mall is easiest to access via rail, bus, or bike.
- 7-acre indoor amusement park featuring roller coasters and other attractive rides.
- Mobile app and interactive digital directories in 10 different languages.
- 300-foot long aquarium with 4500 sea creatures with scuba diving and snorkelling experience.



'It's easy to access the mall from both downtown Minneapolis and the airport. One of the most convenient ways to travel to the Mall of America is by light rail.' (Meet Minneapolis, 2020)

Opened to the public in 1992, Mall of America was the largest one in the United States. Spread across several levels, the first level houses an amusement park and a sea-life aquarium, and retail with branded stores. Level two and three features shopping with 520 stores, several restaurants, two food courts, and mini-golf. Level four is the entertainment level with CMX cinemas and other activities. There are two identical seven-story parking ramps on the sides of the mall that provide 12,287 parking spaces. There are also two hotels attached to the MOA that feature full-service restaurants, fitness centres, pools, bowling alley, interactive games, and meeting spaces (Wikipedia, 2020c).

The mall is symmetrical, and the retail stores are arranged along the pedestrian

walkways in a rectangle with anchor stores on all four corners. The mall is organized into four different zones, each zone has its unique decorative style and the redevelopment and renovation of the zones over the years have led to a unified and more luxurious style. (ibid.).

The 7-acre indoor amusement park, Nickelodeon Universe is home to 27 attractions and fantastic roller coasters and numerous other rides. It is the largest indoor theme park in the United States. The sea life aquarium exhibits a rainforest and a 300-foot long tunnel of water views that look over 4500 sea creatures. By offering experiences of scuba diving, snorkelling, and private events, the Aquarium serves as a big attraction for the visitors. Other prominent attractions are the void, a state-of-the-art experience that combines virtual reality and multi-sensory effects. For more fun and immersive experiences, the mall has The Escape Game with exciting challenges to appeal to youngsters (Hannah, 2020).



Figure 13. Nickelodeon Universe, a 7-acre indoor amusement park at MOA. (Source: <https://medium.com/@samworldpeace/shopping-is-boring-i-have-ideas-to-make-it-better-479aca978e8d>)

LIMA LARCOMAR

LIMA, PERU

Year: 1998

Size: 196,835 sqm

14.7 million footfall per year

-
- Retail is centered at the heart of city development.
 - The focus is on both local visitors and international tourists.
 - Fully integrated retail, food, leisure, and entertainment makes it inclusive for all.
 - Dynamic businesses reinventing themselves by bringing in new brands.
 - Advanced technology- Larcomaps providing a unique consumer experience.
-



‘The unique location and architecture of the mall, including its diverse gastronomic, entertainment, and shopping options, have been key to the success of the lifestyle centre... This placemaking has allowed Larcomar to position itself as an iconic destination for not only tourists but also with Peruvians.’ (CBRE, 2016)

Lima Larcomar is a top-rated tourist destination, with an area of 45,000 sqm spread across four levels along the seafront cliff of Miraflores overlooking the Pacific Ocean. The shopping centre features indoor and outdoor areas of retail, restaurants, a food court, a museum, a bowling alley, a grocery store, a gym, and a 3D cinema. All of these are situated across from a hotel (Wikipedia, 2019c).

There are sports brands spread over 180 sqm bringing exclusive designs for the locals and foreigners expanding offers in the sports category and focusing on lifestyle, which is reflected in the place.

One of the offers is ‘Hovr Infinite’ running shoes that come with a built-in chip to synchronize via Bluetooth with the ‘Map My Run’ app, providing detailed information on the distance, steps, and time for each run (America Retail, 2019).

Due to the sustained economic stability of the mall, the shopping centre offers its customers and visitors an experience of the Priceless Lima Platform, which offers exclusive access, unique experiences, and other benefits to its cardholders. These promotions and discounts are focused on gastronomy, tourism, shopping, and entertainment and are very attractive and encourage spending (ibid.).

The strategic location of the mall is perfect for attracting high traffic. It strives to have the latest in the mall to be a lifestyle centre, and this goes beyond the infrastructure. The mall’s objective is to have a gastronomic corridor with a commercial mix, a cultural corridor, and offer services with advanced technology and innovation. The scale of the mall, its tenant offering, romantic seafront views, fancy restaurants, strategic design makes it as much a tourist destination as a shopping centre (ibid.).



Figure 14. Indoor area with cafes and public spaces for relaxation.
(Source: <https://www.pinterest.com/pin/356417757984046353/>)

WEST EDMONTON MALL ALBERTA, CANADA

Year: 1981

Size: 490,000 sqm

32 million footfall per year

-
- Well connected to the major transit centre.
 - Wide range of amenities, from water parks to themed streets that are attractive all year round.
 - The mall features a world water park with a wave pool, twister and cyclone slides.
 - There is a galaxy land that features 24 rides and attractions.
 - Other attractions include an indoor shooting range, a mini-golf course, theatres, nightclubs, and an ice palace.
-



‘At a time when malls were strictly about shopping, Canada’s West Edmonton Mall had a daring vision that would change everything. Our client wanted to add large-scale entertainment to the retail experience – and what they got made history.’ (Forrec, 2020)

West Edmonton Mall, with over 800 stores and services, nine attraction zones, two hotels, and over 100 dining venues in the complex and parking provision for more than 20,000 vehicles, is the most valuable property in Edmonton. Opened in 1981, the mall went through four phases of significant developments and is the largest shopping mall in North America (Wikipedia, 2020e).

The exterior steel structure of the mall displays the standard architectural style for the malls, and the interior also consists of long corridors of circulation lined with retail outlets. The evolution of shopping centre over the years added Galaxy land, an indoor amusement park,

with 24 thrilling rides, especially a triple-loop roller coaster, is a big attraction for youngsters. Along with the themed areas, there is a World water park with an indoor wave pool, an adventure golf course, deep-sea adventure, an IMAX-theatre, and a fantasyland hotel with 354 rooms and 120 theme fantasy rooms (The Canadian Encyclopedia, 2020).

At the time when malls focused on retail, the West Edmonton Mall opted for a vision to add a five-acre of large-scale entertainment to the retail experience, which contributed significantly to the economy of the region. The entertainment culture and retail has been the most recent developments in the shopping world. The WEM continues to reinvent itself in developing communities and shopping experiences for new generations (ibid.).

The mall holds the record for having the greatest number of world records for a mall. It holds records for the World’s largest indoor amusement park, World’s largest indoor wave pool, World’s largest indoor triple loop roller coaster, World’s largest indoor lake, World’s largest indoor wave pool, and The World’s most massive parking lot (Rana, 2017).



Figure 15. The water theme park is a great attraction for tourists and visitors. (Source: https://www.tripadvisor.se/Attraction_Review-g154914-d155511-Reviews-West_Edmonton_Mall-Edmonton_Alberta.html#photos;aggregationId=&albumid=&filter=7&ff=270967799)

APAC



NAMBA PARKS OSAKA, JAPAN

Year: 2003

Size: 152,000 sqm

8 million footfall yearly

-
- An oasis in the city where people can enjoy nature while browsing boutiques.
 - The economic performance and quality green design emerge as a single objective.
 - Pedestrian-friendly design with transit-oriented development.
 - Infill development with an indoor-outdoor urban retail and entertainment complex.
 - A glass elevator shaft rises to an inverted hemispherical roof that serves as a projection screen for night-time light shows and advertisements.
-



'Namba Parks creates a new natural experience for Osaka that celebrates the interaction of people, culture, and recreation... The project exemplifies the Green Transit-Oriented Development, where economic performance and quality green design emerge as a single objective' (Jerde, 2020)

Namba Parks, a massive retail and office compound completed in 2003, totally blasts away the stereotype of a typical image of a mall. Running alongside a 46-story residential tower and a 30-story office building, Namba Parks is a vast green space and an oasis, creating dynamic spaces that ascend over eight levels as it flows through several city blocks. The structure starting at street level rises through the whole stretch offering a sloping park plane that provides greenery, water features, outdoor terraces, rock clusters, cliffs, and canyons that are a great attraction for the people. The mixed-use development comprises of a high-rise building, a lifestyle centre, an urban park, an enclosed mall, an open-air centre, a retail space with 108 shops, and restaurants (Yoneda, 2014).

The mall is a natural intervention in Osaka's dense and harsh urban condition. The design is that of a graduated canyon carving a path through the urban park and the mall strolling past shops, dining venues, and entertainment zones. There is an open space in the centre, which is curvilinear and nonplanar in all dimensions, connecting to interior spaces at different levels. The pedestrian walkways enclosed in glass for connecting the retail wings and the presence of an elevator tower in the centre gather a crowd, and the density intensifies visitors' experience (ULI Development Case Studies, 2005).

At the uppermost level of the canyon, there is a terraced amphitheatre for concerts and public events, and there is

also a multiplex cinema that boasts the latest 3D and IMAX screening technology for the best cinematic experience. The provision of an extravagant rooftop garden adds to the beauty of the top levels during the day. At night-time, one can enjoy the illuminations and the light show that covers the entire landscape garden. The rooftop terraces offer amazing views of Namba parks (Gaijinpot Travel, 2020).

On the sixth level, there are a variety of restaurants and arcade games. The sloping park connects to the street, welcoming passers-by to enjoy the greenery and water features with the open terraces. Beneath the park, the canyon carves an experiential path that passes through retail, entertainment, and dining venues. At street level, facing the city, there are retail shops tucked under the railroad tracks. The retail complex made of steel-frame construction and this five-floors mall accommodates everything from fashion brands to interior goods. Three levels of parking can accommodate 363 cars (ULI Development Case Studies, 2005).

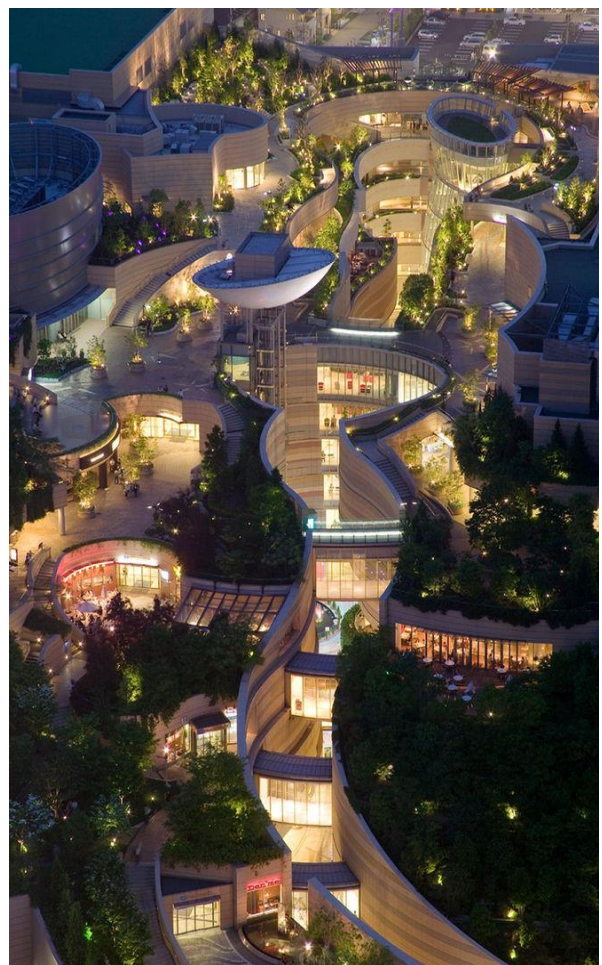


Figure 16. Night view of fascinating levels at Namba parks. (Source: https://www.archdaily.com/36987/namba-parks-the-jerde-partnership/12445_4_namba4big)

SHANGHAI JOY CITY SUZHOU RIVERSIDE SHANGHAI, CHINA

Year: 2010

Size: 400,000 sqm

3.6 million footfall per year

-
- Unique themes throughout the ten floors of the shopping mall are a major attraction.
 - The consumers can shop, dine, entertain themselves or join DIY classes.
 - The mall leverages new business models of differentiation and smart application.
 - The centre is largely famous for the Sky ring atop an urban complex.
 - The mall draws on the concept of nurturing emotional bonding with consumers.
-



‘Joy City is the perfect example of how brick-and-mortar shopping malls in China have transformed in recent years to compete with online shopping.’ (Qian, 2016)

Shanghai Joy City, with tens of billions in investment, encompasses a large-scale fashion shopping centre, luxury waterfront apartments, a five-star hotel, and office building along with the pedestrian commercial streets. It is a model of leisure and entertainment in placemaking, located near the city centre (Hunter Douglas, 2010).

A place full of life and fashion charms, the shopping spreads across ten floors where one can find various brands, restaurants and cafes, craft workshops, and a VR arcade. With each level, the circular mall follows a unique theme name: fashionista, artist icon, cool player, and hipster (Qian, 2016).

The mall features a sky ring, the Ferris wheel, with 36 capsules is 56 meters in

diameter and allows for panoramic views from 100 meters above the ground. It is the first cantilever Ferris wheel on top of an urban complex and is a source of attraction. The sixth floor in the mall also contains a random cluster of businesses that include gaming areas, a bookstore, multi-concept design, and beauty stores. A successful skateboarding tournament was held at the mall, and the mall foresees hosting similar events in the future as well (ibid.).

On the eighth floor of the mall, there are several workshops, a new concept for the city. Simulating a city street image, the workshops include a tattoo studio, painting studio, jewellery workshop, ceramics store, and a vape store. The most famous ones are Cookie 9; an industrial-looking open baker/ cafe shop, Zowoo workshop; providing DIY carpentry and crafts classes at different levels, the Master Handmade, where one can create crafts with clothes, leather goods, DIY notebooks, and Splendid Suns providing terrarium workshops (ibid.).



Figure 17. The visibility across different levels adding to the public realm inside the Joy City mall. (Source: https://www.tripadvisor.co.za/LocationPhotoDirectLink-g308272-d3363345-i205857666-Joy_City_Shopping_Mall_Xizang_road-Shanghai.html)

CHADSTONE SHOPPING CENTRE MELBOURNE, AUSTRALIA

Year: 1960

Size: 211, 929 sqm

4 million footfall per year

- First self-contained regional shopping centre in Melbourne remains the biggest shopping centre in Australia.
- It transformed from strip-shopping precinct to a mall-type shopping centre.
- Successful revitalisation to create new retail and leisure, which is inclusive of a Lego-themed attraction for families.
- The mall has campaigned for improved public transport in and around the centre.
- There are 'Racecourse' style malls running around the centre on both floors.



In 1960, the Myer board wrote, "Although based in a broad way on the pattern of shopping centres in the United States, Chadstone has been individually designed to suit local needs and its location."

(Wikipedia, 2020a)

Chadstone Shopping Centre opened in 1960 was the first self-contained regional shopping centre in Melbourne. The Shopping centre has undergone numerous developments throughout the 1990s and is the biggest shopping centre in Australia. After refurbishments and revitalisation, the four-levels of the mall now includes 550 stores with high-end labels and a golden strip of luxury retailers. There are two food courts, cinemas, a bowling alley, an auditorium, offices, a 250-room hotel, a four-level glass-roofed atrium, parking for 9,390 cars (ibid.).

The mall also houses a Legoland discovery centre, an indoor Lego-themed attraction for families. The two-level grand skylight dome that has three interconnected glass vaulted roofs dominate the centre making the interior classic and elegant. The continuous panels of the glass cover the interior space and flood the interior with natural

light. The curving exterior façade complements the landscape making the centre a major landmark in the city (ibid.).

The shopping giant with the offices and retail spaces, covered with an exceptional design feature of its steel-and-glass roof forms a dome and allows entrance of daylight to reach both floors. The glass roof includes a sliding detail to withstand high temperatures and follows the line of stores below, resulting in a formation of a complex free-form grid shell with spans of up to 44 m. The main feature of the interior design of the mall is its open style with a gallery-type second floor (Seele, 2020).

Initially planned as a car-based centre, it has contributed significantly to traffic issues by causing blockage on major arterial networks and intersections during peak hours. The planning panel concluded limiting further expansion, and the major redevelopment of the mall also included redesigning the roads leading to Chadstone for better communication networks in the surroundings. Chadstone, famous for being a successful shopping and lifestyle destination continues the evolution in response to changing consumer trends and looking ahead their masterplans for future expansion aims at maintaining its dominance as 'shoppable entertainment' (Wikipedia, 2020a).



Figure 18. The spacious and mesmerising interior of the centre embracing natural light (Source: <https://www.automaticheating.com.au/projects/chadstone-shopping-centre/>)

THE YOHO MALL NEW TERRITORIES YUEN LONG, HONG KONG

Year: 2015

Size: 110,000 sqm

9 million footfall per year

- YOHO Moment concept advocates an interactive lifestyle enriching the shopping experience.
- The mall utilizes cutting edge technology to drive success of retail.
- There is full integration of leisure and green space with retail.
- It is a regional mall firmly supported by the middle-class population of the area and surrounds.
- Provision of wide range of food and beverage establishments exclusive to the mall attracts visitors in great numbers.



‘The YOHO Mall in Yuen Long is a best-in-class example of technology in placemaking... The YOHO Mall retail flagship will be part of a larger project consisting of residential and hotel space as well. The mall has successfully attracted tenants to establish its first stores in new territories.’ (CBRE, 2016)

YOHO Mall occupying a total of 110,000 sqm retail space opened in 2015 with 300 services and storefronts. Designed as a new destination following the concept of the Green Living lifestyle of YOHO, the retail is surrounded by the Park and a Festive plaza with artistic landscape adding to the amusement to the activities of both the indoor and outdoor environment (AGC, 2020).

YOHO Midtown has 4,645 sqm of green area and atrium space known as Midtown garden. Tokyo Midtown inspired the design as it uses striking grey mirrors and timber columns. The malls’ structure was completed in two different phases and has undergone renovations, too. This seamless integration has enriched the guest experience and established

itself as a district centre for the people (Wikipedia, 2020f).

The shopping mall has retail stores, dining options, and an IMAX theatre seating 1,200 people to attract visitors. It also provides customers with varied caring services inclusive of storage lockers, free Wi-Fi, gift wrapping, mailing, baby-care. The borrowing services have first aid, sewing kit, mobile charger, raincoats, pet snacks, and even wire cable for the vehicle’s battery, to name a few. All in all, this is a place that attracts visitors of all age brackets (Echo, 2020).

The mall is a destination that is technologically advanced and allows its visitors to use a mobile app for planning their visit to the mall. There is an e-ticket that recommends driving route to the mall and shows real-time available parking spaces in the shopping centre. The availability of e-coupons offers everyday discounts to customers encouraging them to spend within the mall. The app also allows for visitors to ‘queue up’ for their favourite restaurants so that they can utilize the time exploring the mall until the app notifies them about their turn. This interactive lifestyle enriches the shopping experience (CBRE, 2016).



Figure 19. Integration of green spaces and leisure with retail

(Source: <https://www.overseasattractions.com/inspirational/shopping/best-shopping-malls-areas-in-hong-kong/>)

EMQUARTIER BANGKOK, THAILAND

Year: 2015
Size: 250,000 sqm
50,000 visitors daily

-
- A world-class shopping, dining, and entertainment destination.
 - Refinement of ultramodern architecture with enormous glass panels.
 - Sophistication of ground-breaking architecture with appreciation of innovative concepts.
 - There are vast open green spaces scattered across multiple stories in the mall.
 - Provision of sleeping pods where one can catch up on their sleep or enjoy some quiet relaxation.
-



‘EmQuartier is not just a mall, but a centre for fitness, fun, and entertainment. The structure is an architectural landmark and a work of art in itself, not to be missed.’ (Akyra, 2020)

Opened in 2015, Emquartier is one of the three malls planned for the ‘EM district’, accompanying the Emporium and the EmSphere. In addition to shops and restaurants in the shopping mall, there is a mixed-use development embracing hotels, premium offices, luxury residential and entertainment facilities: the IMAX theatre and a world-class fitness centre with an indoor pool and spa (BK, 2020).

EmQuartier is unique for its futuristic architecture, its high-end luxury retail, and the incorporation of green spaces and water bodies. The spherical shaped mall is covered with a glass roof, and the structure serves as an architectural landmark. The large glass panels provide marvellous views to the futuristic floors whose plates do not align atop each other and are shifted at each level, representing the unpredictability of nature and city life (Akyra, 2020).

There are three zones: The Glass Quartier, the Helix Quartier, and the Waterfall Quartier; each has its unique design and theme that are interconnected by walkways. The Glass Quartier blends boundaries of the interior and exterior as it is large glass panels and soft curves aiming to capture the pace of urban life. One can find high-end luxury shops and designer brands, a fitness club, swimming pool, climbing walls, a cycle studio, cafes, and 80 interconnected trampolines for fun and fitness. Sky cliff with forty-five levels of office space is also situated here, and the top of it offers stunning panoramic views into the city (Wikipedia, 2019b).

The Helix Quartier incorporates a rooftop garden with over fifty restaurants from

around the world. There are vast open green spaces, outdoor terraces, and floating gardens scattered across multiple stories. These six stories of dining terraces sitting atop a helical slab adhere to the nature theme; there is also a water garden with an urban adventure for kids providing fantastic city views. A five-story waterfall in the Waterfall Quartier offers magnificent scenery that is breathtaking and refreshing. Besides that, there are beauty salons and Spa, and one IMAX theatre. In 2014, EmQuartier earned recognition for the Best Commercial Architectural Design by Asia Pacific International Property Award (Akyra, 2020).



Figure 20. Floating gardens scattered across multiple stories.

(Source:https://en.wikipedia.org/wiki/EmQuartier#/media/File:EmQuartier_2018.jpg)

SWEDEN



WESTFIELD MALL OF SCANDINAVIA SOLNA

Year: 2015

Size: 100,000 sqm

23 million footfall per year

-
- Sustainability at the heart of the development.
 - Planned along with the Arenastaden project bringing together retail, office, residential and green spaces.
 - Interior design based on three elements- earth, water, and wind.
 - The mall supports Karma App that helps restaurants and cafes reduce food waste.
 - Beekeeping on the roof for biodiversity and an initiative of efforts towards sustainability.
-



‘My ambition is to create an eclectic mix of well-known classic brands mixed with new innovators and creators. I want to create an atmosphere that challenges and touches. Retail should be an experience that inspires.’ (Westfield Mall of Scandinavia, 2017)

The giant Mall of Scandinavia focuses on leisure. It reflects on the development push, located adjacent to mixed-use offices and 3000 apartments, the mall has 224 retail and leisure units and incorporates cafes and 22 restaurants for dining. The mall houses a 15-screen multiplex with the first purpose-built commercial IMAX theatre. The Mall is located at a walking distance from the commuter rail station and offers 3,700 parking spaces. The Mall planned along with the Arenastaden project includes space for new offices, a football arena, and 1,500 residential units (Wikipedia, 2019f).

The architectural style and interior of the mall are based on the elements of earth, water, and wind. Wooden acoustic panels create round shapes that float in the ceiling above the gallery. The entrances to the restrooms and changing

areas are lined with ribs in the roof that look very sophisticated yet modern (Gustafs, 2018).

The Designer Gallery, a cluster of international and Scandinavian fashion and lifestyle brands in the Mall of Scandinavia, was curated and themed from an idea of subcultures where photography, art, technology, and fashion are focused at the centre. This gallery makes the mall a unique and special place for visitors with a quality selection of exciting design and new pop-up stores. With a quality selection, the original concept of the mall, from the streets, breathes originality, contrast, and inspiration. The eye-catching, grey-red colour scheme is adorned with impressive installations that symbolize an echo (Westfield Mall of Scandinavia, 2017).

With the mall offering Click & Collect Services and a lounge where e-commerce meets the physical shopping experience, sustainability is in the focus of the Mall. The Mall has been certified as Excellent under the BREEAM environmental certification system, and it also managed to maintain the high rating ‘double excellent’ when in operation. Retail and leisure International awarded the Mall of Scandinavia as ‘The Best International Shopping Centre of the Year 2016’ (ibid.).



Figure 21. The interior of the mall embracing thematic elements of the interior design based on earth, water, and wind. (Source: <https://www.visitstockholm.com/sv/se--gora/shopping/mall-of-scandinavia/>)

KISTA GALLERIAN

KISTA

Year: 1977

Size: 92,500 sqm

18 million footfall per year

-
- The mall is famously known for its generous opening hours from 9 AM to 9 PM.
 - The centre is situated between two major motorways with direct access to metro station and has great accessibility with public transport.
 - The mall offers a range of public-oriented services, including childcare centres, dental care, beauty clinic, healthcare centre, and other services.
 - A vibrant and welcoming atmosphere with minimalistic design and materials.
 - The mall received Public Library of the Year Award in 2015.
-



'The idea is for the mall to be perceived as a vibrant neighbourhood with streets and blocks rather than a shopping centre. We want to create a modern, urban expression and get rid of the feeling of the 1990s.' (Citycon, 2020)

Located in the Kista Science City, Kista Galleria has 185 stores, including a multiplex, bowling alley, karting track, and several restaurants. The mall has expanded and been redesigned several times, increasing the retail area. The mall also offers a range of public-oriented services, including childcare centres, dental care, beauty clinic, healthcare centre, and much more. Kista Galleria also has the city's second-largest library, which was nominated 'The World's Best Public Library' in 2015 (ibid.).

The shopping mall has 2,500 parking spaces and enjoys a central location as it is situated between two major motorways and has excellent accessibility with public transport and an entrance leading directly to the Kista metro station (Wikipedia, 2020b).

There are ongoing developments that will transform the shopping mall into a convenient and enjoyable district adapted to the 21st-century lifestyles. The galleria will have a more vibrant and welcoming atmosphere with minimalistic design and materials giving it a natural feeling with a more transparent setting. The grocery area will be increased with 4,000 sqm area, and the food court will change its name to M.E.E.T., where people will come to meet, eat, and enjoy together. In addition to the food court, there will be a cosy decorated lounge to provide comfort for guests staying longer durations (Citycon, 2020).



Figure 22. Comfortable interior and public spaces for relaxation. (Source: <https://www.citycon.com/shopping-centres/development-projects/kista-galleria-extension>)

TÄBY CENTRUM TÄBY

Year: 1968

Size: 79,000 sqm

13 million footfall per year

-
- A unique mix of well-known local brands and international giants.
 - The centre integrates the neighbourhood with great accessibility to commute.
 - The mall reinforces the experience mix by establishing natural meeting places and creating opportunities for social events.
 - The mall works with small- and large-scale measures to reduce environmental impact.
 - The centre was certified with the grade 'excellent' by the environmental certification system, BREEAM.
-



‘E-sports are expanding rapidly, and we are seeing an increasing demand among our visitors for experiences that offer new and exciting features. Therefore, it now feels incredibly fun to be able to welcome Inferno Online's concept to us, which we believe, and hope will be able to take the customer experience at Täby Centre to the next level.’ (Täby Centrum, 2020)

Täby centre contains a unique mix of well-known local brands and international giants. Across three levels, there are over 245 stores, restaurants, and cafes with flavours from all over the world. There are two grocery stores at one end and a state-of-the-art cinema at the other end of the mall. There are 2700 parking spaces adjacent to the mall. The mall is easily accessible by local commute, bus, or personal vehicle (ibid.).

The previous developments have added a centrally located square with room for various activities. A broad tree-planted esplanade successfully ties together the square, the library, the church, and the sports centre in the surrounding. The recently opened famous brand, inferno game court, reinforces the experience mix as it establishes a natural meeting place and an opportunity to create more events and activations in the Täby centre (ibid.).

Täby centrum actively works with small- and large-scale measures to reduce environmental impact. One of their most important goals is to recycle diverse materials. Täby centre sends 500 tonnes of combustible waste to electricity and heating plants every year, which corresponds to the electricity consumption of 50 houses for one year. Täby centre was also certified with the grade ‘excellent’ by the environmental certification system, BREEAM (ibid.).



Figure 23. The interior of the Shopping centre offers great visibility
(Source: <https://www.tabycentrum.se/jobba-i-taby-centrum>)

LILJEHOLMSTORGET GALLERIA LILJEHOLMEN

Year: 2009

Size: 26,700 sqm

10 million footfall per year

- The mall houses a wide range of shops focusing on fashion, home decor, sports, leisure, and healthcare services.
- Ideal location with transport connections, residences, and offices.
- The mall has been at the forefront with environmental work and making green choices.
- Expansion of the mall as well as surrounding residential is planned.
- Plans for more robust restaurant offering with more pleasant environments where people can meet and socialize.



'Our consumers are concerned about climate change and want to contribute to more responsible consumption. As a grocer, we need to seek new, innovative responses and solutions that promote a more sustainable way of living and consuming food. It is a burning topic and a top priority for us.'
(Citycon, 2019)

Opened in 2009, Liljeholmstorget Galleria established itself as a district centre offering a well-thought-out range of shopping and services in a modern and enjoyable atmosphere. The mall houses a wide range of shops focusing on fashion, home decor, sports, leisure, and healthcare services, including a pharmacy, specialist- and dental care. There is a range of diverse restaurants and cafes (ibid.).

The ideal location of Liljeholmen integrates it with the metro station, bus terminal, and crossroads. To maximize the land use, the parking garage is built

underground, and new housing built on top of the shopping centre creates a service-oriented and dense urban structure in the area. A green roof between the parking garage and the adjacent office building is a unique feature that promotes low emissions. The mall has been active in leading in the environmental work as it has made green choices in everything ranging from the location, material selection, energy and water use, waste management, and logistics solutions. Liljeholmstorget Galleria has been awarded the highest level, platinum, of the environmental certification LEED (Liljeholmstorget, 2020).

The proposed plans of the centre involve the expansion of the mall and the addition of 200 residential units, and the focus is on a more robust restaurant offering with more pleasant environments where people can meet and socialize. The expansion plans to meet the strong demand for opportunities and services, which are inclusive of a library, culture, entertainment, and food, making the area more social, softer, and safer. (ibid.).



Figure 24. Simplistic interior giving a wow factor.

(Source: <https://www.gogift.com/sv-SE/product/700153/Liljeholmstorget-Galleria-Presentkort>)

05

Conclusion: The future

The retail concepts of the past are history as they are no longer practical for the ever-changing retail landscape in the present circumstances. The past decade in retail has seen a generation of digital developments and increasing demands of consumers for digital solutions. The rapid urbanization, changing demographics, and shopping trends have been a significant challenge for the retail industry. The innovative retailers have successfully sustained these challenges to meet their consumers' demands. Online shopping is booming and challenging retail businesses. Still, even in these tough times, the selected cases of shopping malls are making their mark, both locally and globally, as they see and seize opportunities for growth and development.

The competition is intense and the successful shopping centres continue struggling with evolving shopping experiences for the people. There are new challenges and new directions for the retail industry, where opportunities lie in focusing on constant renovation and introducing of new out-of-the-box concepts for consumers attraction and engagement. At the same time, shopping centres must be convenient, have attractive architecture and planning, and be socially enhanced. The latter part shapes the identity of the shopping centre and how people experience it. Digital technologies and the evolution of e-commerce has prevailed the traditional customs of shopping where retailers must adapt and continue to drive change in the industry. In the meanwhile, shopping centres also have had the promptness and expediency of offering more services and activities to the consumers in addition to just retail stores previously. It is apparent from the mentioned cases that the shopping centres, from around the world, are now more transparent in seeking out and opting socially and environmentally responsible practices.

The thriving shopping centres connect with their communities by incorporating residential, offices, and hotels. Offering a wide range of activities and experiences, these shopping centres are easily accessible via local commute and personal conveyance. Shopping centres have become a part of the urban life as they provide the social experience of shopping, and it is now, more than ever, a great need of public spaces as people enjoy spending time at places they adore.

'Retail has always been a robust industry with fierce competition, and it always will be. But now, the rules of the game are changing, and it is the customer who is the winner because the world has never been smaller or the opportunities any greater.'

(Citycon, 2019)

The future for shopping centres is to become more than just retail, become a place that leverages technology and digital strategies to transform the shopping experience. The purpose is to become a local destination that reflects the authenticity and culture of the local community, become a social and a lifestyle hub that people want to explore and should be convenient for the people to hang out regularly. The shopping centres will have to put in place an actionable placemaking strategy so that it can structure a personal connection with the people and the best way to go about is through incorporation and provision of more successful public spaces. Appealing public spaces create room for retail to thrive. The future of shopping centres is to have investment into more placemaking, and as an outcome, the retail can foresee an upward spiral in their recognition and progression.

06

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LIST OF FIGURES

Figure 1: A successful place can create synergy by layering 10+ reasons for people to be there (PPS, 2009)	7
Figure 2: The Place diagram to help communities evaluate places. The inner ring represents the key attributes of a place, the middle ring represents the intangible qualities, and the outer ring represents the measurable data (PPS, 2009).	8
Figure 3: Typologies of public space that contribute to a flourishing society (Low, 2019)	8
Figure 4: Placemaking is an effort to create a compelling space to attract people (CBRE, 2016)	10
Figure 5: Key themes that can be enhanced by placemaking in the public realm (CBRE, 2016: edited by the author)	11
Figure 6: The Public realm's impact on human experience: An approach to measuring the success of placemaking initiatives (CBRE, 2016)	11
Figure 7: The triple-height waterfall featuring a full-scale Diving Man sculpture and skylights flooding the interior with natural light. (Source: https://www.expedia.se/Dubai-Mall-Downtown-Dubai.d6123356.Sevardheter)	16
Figure 8. The blend of outdoor and indoor spaces with open green terraces and areas for socialisation. (Source: https://www.boutiquehotelier.com/hotel-development-project-at-liverpool-one-edges-closer-as-operator-and-name-is-unveiled/)	18
Figure 9. The impressive Protea Court section of the Mall. (Source: https://www.gauteng.net/attractions/sandton_city)	20
Figure 10. Open court inside Emaar Square Mall. (Source: https://taximtravel.com/emaar-square-mall/)	22
Figure 11: Grand interior with spacious sitting places centred in the mall. (Source: https://www.klepierre.com/en/centres/val-deurope/)	24
Figure 12. Interior view of Centro Santa Fe Shopping Centre. (Source: https://www.pinterest.se/pin/478859372862505319/)	27
Figure 13. Nickelodeon Universe, a 7-acre indoor amusement park at MOA. (Source: https://medium.com/@samworldpeace/shopping-is-boring-i-have-ideas-to-make-it-better-479aca978e8d)	29
Figure 14. Indoor area with cafes and public spaces for relaxation. (Source: https://www.pinterest.com/pin/356417757984046353/)	31
Figure 15. The water theme park is a great attraction for tourists and visitors. (Source: https://www.tripadvisor.se/Attraction_Review-g154914-d155511-Reviews-West_Edmonton_Mall-Edmonton_Alberta.html#photos;aggregationId=&albumid=&filter=7&ff=270967799)	33
Figure 16. Night view of fascinating levels at Namba parks. (Source: https://www.archdaily.com/36987/namba-parks-the-jerde-partnership/12445_4_namba4big)	36
Figure 17. The visibility across different levels adding to the public realm inside the Joy City mall. (Source: https://www.tripadvisor.co.za/LocationPhotoDirectLink-g308272-d3363345-i205857666-Joy_City_Shopping_Mall_Xizang_road-Shanghai.html)	38
Figure 18. The spacious and mesmerising interior of the centre embracing natural light (Source: https://www.automaticheating.com.au/projects/chadstone-shopping-centre/)	40

Figure 19. Integration of green spaces and leisure with retail (Source: https://www.overseasattractions.com/inspirational/shopping/best-shopping-malls-areas-in-hong-kong/)	42
Figure 20. Floating gardens scattered across multiple stories. (Source: https://en.wikipedia.org/wiki/EmQuartier#/media/File:EmQuartier_2018.jpg)	44
Figure 21. The interior of the mall embracing thematic elements of the interior design based on earth, water, and wind. (Source: https://www.visitstockholm.com/sv/se--gora/shopping/mall-of-scandinavia/)	47
Figure 22. Comfortable interior and public spaces for relaxation. (Source: https://www.citycon.com/shopping-centres/development-projects/kista-galleria-extension)	49
Figure 23. The interior of the Shopping centre offers great visibility (Source: https://www.tabycentrum.se/jobba-i-taby-centrum)	51
Figure 24. Simplistic interior giving a wow factor. (Source: https://www.gogift.com/sv-SE/product/700153/Liljeholmstorget-Galleria-Presentkort)	53

