

What makes big dumb bells a mega shopping mall?

10

Polly Fong

University College London, UK

Abstract

This paper will present a morphological analysis of a late 20th century building type: mega-scale shopping centres. Given that ‘buildings are fundamentally about movement, how it is generated and controlled,’ (Hillier, 1993; 1996) the “shopping mall” is a very interesting case in itself, in that it attempts to recreate the scene of natural movement using apparently opposing dynamics. The question explored here is to what extent do shopping malls obey natural laws of movement or is movement managed through the location of attractors? This paper will conduct a configuration analysis that will compare the relative patterns of ‘spatial potential’ that are constructed in different shopping mall layouts. It presents a morphological approach that gives the vocabulary and the tools to explore the differences and regularities in the spatial patterning across a British sample. It will conclude that thought of as configured space, shopping malls can be better understood in terms of their operational strategies and design intentions.

Keywords

shopping mall,
morphology, design,
visibility graph
analysis

10.1

p.fong@ucl.ac.uk