THE DEATH AND LIFE OF GREAT SHOPPING CENTRES
Effect of consumerism on public urban space

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WHAT IS THIS PROJECT ABOUT?

it is **NOT**

a proposal or solution for future development of consumerism based spaces

it **IS**

a critique of our mentality and negative aspects of planning today and looking for awareness
INITIAL RESEARCH
How is consumerism affecting life of public urban space?

EXTRACTING THREE SCENARIOS
recognised through initial research

VISUALISING THREE SCENARIOS
extreme cases far in the future on three different types of shopping areas

ASSESSING THEIR IMPACT ON PUBLIC LIFE
analyzing possible consequences of the three scenarios

CRITIQUE
reflection on todays trends as a critique and raising awareness

METHODOLOGY
High street crisis deepens: 1 in 12 shops closed in five years

Guardian analysis reveals that almost every town centre in England and Wales has declined since 2013, with some losing over a fifth of stores

Josh Holder
Wed 30 Jan 2019 11.00 GMT
398

Hermes and Starship Technologies to test delivery robots in London

By Malek Murison - April 13, 2017

German logistics giant Hermes has partnered with Starship Technologies to trial self-driving robots in London.

Schumpeter
As retailers abandon the high street, why is IKEA moving in?

The company is heading into the heart of London, Paris and New York

SvD NÄRINGSLIV
Nyheterna Näringsliv Kultur Ledare Debatt Tidningen

Kliv i ödegallerian – ”ett sorgebarn”


Det har alltid varit ett sorgebarn, säger Anja Djurasevic, etablerare på Apoteket AB, en av få som är kvar.

Av Sara L. Brännvall - 17 dec, 2018
Spara artikel
Läs mer om den svenska e-handeln

‘Green Consumerism’ Is Still… Consumerism #FoodFor-ThoughtFriday

December 15, 2017 - by hennes - comments 13
US average of retail space per 1000 people is 2.000 square meters.

UK average of retail space per 1000 people is 265 square meters.

European average of retail space per 1000 people is 231 square meters.

Swedish average of retail space per 1000 people is 434 square meters.
45% of European population used internet to purchase different goods in 2017

Shopping spending relation between online and physical retail (in billion EUR)
92% of Swedish population used internet to purchase different goods in 2017

Shopping spending relation between online and physical retail (in billion EUR)
90% of all retail sales still take place in physical stores.

From 2005 to 2016 the number of stores in the city centre dropped by 14%.
Online shopping creating artificial public life

City centre stores creating public life

Shopping centres creating consumerist public life

City centre losing stores to shopping centres and online platforms
33 shopping centres (additional 15 more planned)

73 upper secondary schools
SWEDEN HAS 18 km² OF RETAIL SPACE
STOCKHOLM SHOPPING HOTSPOTS
Drottninggatan

Area: 71,670 square meters
Infrastructure: 4,850 square meters
Green: 0 square meters

Stores: 110
Restaurants: 50
Entertainment: 5
Mall of Scandinavia

Area: 78,645 square meters
Infrastructure: 20,770 square meters
Green: 0 square meters

Stores: 171
Restaurants: 42
Entertainment: 31

- Lesable retail space: 101,048 square meters
- Office and residential space: 42,000 square meters (98 apartments, 50 row houses)
- Parking spaces: 85,000 square meters (3,700 spots)
Kungens Kurva

Area: 745,184 square meters
Infrastructure: 258,877 square meters
Green: 150,306 square meters
Buildings: 166,000 square meters
Stores: 13 shopping centres (around 60 shops)
Restaurants: 10
Entertainment: 3

• Kungens kurva shopping: 25,000 square meters
• Heron city: 46,000 square meters
• 1 hotel
• Parking spaces: 170,000 square
Online shopping is estimated to be accounted for 22% - 33% (37%) of all retail in Sweden by 2025.
(30% on the chart)

By 2025 between 6,000 and 11,000 stores will close
“Sustainable” future

The first scenario, sustainable scenario, is emphasising the negative effects of consumerism and presenting steps on how to mitigate them. Shopping leaves a large footprint through production and transportation of product and materials as well as through vast amounts of waste it creates. Car based shopping centres and zones are attracting a lot of traffic which is additionally polluting the environment and creating price differences that are creating social inequalities. The “Sustainable” future scenario (which is in reality usually not in fact sustainable, but we will get back to that later) is envisioning the three areas as prime examples of sustainability that we read about. In this scenario, Sweden is no longer importing products but is instead producing everything in the cities. It uses the recyclable local material and employs local inhabitants. People stop using cars and switch to public transportation. Everyone is employed, well payed and have a good social life.
Drottninggatan street strengthens its function as public shopping street. People meet there, socialise and shop the product that have been produced in surrounding shopping centres and zones. Housing buildings get their own aquaponics for everyday food requirements.

100% of physical stores
10% decrease of consumption
Mall of Scandinavia gets transformed to a production site that works with the help of renewable energy. Everything from clothes to furniture is built in shopping centre.

70% of physical stores
80% decrease of consumption
Kungens Kurva becomes a place of food production - shopping centres are filled with sustainable food production technology such as hydroponics and aquaponics and parking spaces and roads are transferred to fields for farming.

70% of physical stores
90% decrease of consumption
physical store online
80% physical stores
20% online stores
Decrease in consumption by 60%
10% decrease of stores in city centre

isolated sustainability
consumerism driven public space
The second scenario is called Robotic future and represents a future where technology and convenience take over. With development of online shopping, production robots, delivery robots, delivery drones, holograms, AI, autonomous vehicles and other technological advances the public space will become infrastructure for delivering goods. Product will get imported and distributed with drones or delivery robots and people will work and socialise from home via holograms.
Drottninggatan street transforms into multiple storage spaces for distribution of imported goods.

0% of physical stores
80% increase of consumption
Mall of Scandinavia transforms into multiple storage spaces for distribution of imported goods.

0% of physical stores
50% increase of consumption
Kungens Kurva transforms into multiple storage spaces for distribution of imported goods.

0% of physical stores
20% increase of consumption
Increase in consumption 50%

100% decrease of stores in city centre (no stores left)

0% physical stores
100% online stores

consumption increase
no public life
Demand – supply future

The third scenario - Demand – supply future, a future where we continue building shopping centres and shopping zones, making them more convenient, more car based and all in all answer to peoples demands. Each of the areas becomes a vibrant shopping centre/zone where people could spend multiple days. There you could find everything from shops, restaurants, bars, cinemas, bowling alleys to indoors amusement parks and hotels. It would contain everything a modern person requires. It could even become a prime holiday destination.
Drottninggatan street would get a roof over the whole street and would be converted into a shopping centre/arcade. Existing apartments and offices would be converted to shopping and restaurants. Car access would be improved, and underground parking implemented.

100% of physical stores
30% increase of consumption
Mall of Scandinavia would get additional floors and around its multiple new shopping centres and parking garages would arise. There would be a new shopping centre next to Mall of Scandinavia called Mall of Europe and it would be the biggest shopping centre in Europe. Everything would be interconnected so leaving a shopping would not be necessary.

100% of physical stores
50% increase of consumption
Kungens Kurva would get multiple new large interconnected shopping centres, one of which would eventually get even bigger than Mall of Europe and therefore become Mall of the World. There would be a hotel so you could spend more days in a row in this wonderful shopping city.

100% of physical stores
60% increase of consumption
Increase in consumption by 40%

100% increase of stores in city centre (more stores everywhere)

CRITIQUE

car use increase

material driven society
% of physical shops in the area

Consumption increase/decrease

Areas

100%
0%
70%
30%
80%
50%
100%
60%
20%
90%
10%
0%
100%
40%
100%
This project is looking into and exposing the current and future effects of consumerism on our space through design. It is using design as a research tool and it is critiquing current trends.
GOODS STORES

Since 2013 to 2017 number of clothing stores, sport and hobby equipment stores, phone stores, gift and cards stores, book stores, footwear stores, charity shops

**DECREASED**
in average by 491 stores.

Clothing stores were hit the most - 751 of which were closed in that period.

“EXPERIENCE” STORES

Since 2013 to 2017 number of bakeries, tattoo shops, bookmakers, pubs and bars, cafes, takeaway stores, convenience stores and hair and beauty salons

**INCREASED**
in average by 352 stores.

Hair and beauty salons were the most successful - 1,006 new salons were opened in that period.

**Tobacco and vaping stores rose from 38 to 340 stores. That is more than an 800% increase.**