

An Assessment on Shopping Centers as Consumption Places

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ARTICLE INFO

RESEARCH ARTICLE

Received: May: 17. 2021

Reviewed: June: 07. 2021

Accepted: June: 09. 2021

Keywords:

Consumption,
 Urban consumption places,
 Shopping centers.

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ABSTRACT

Consumption was a phenomenon that occurred to meet basic needs in ancient times. It is no longer basic essential for individuals with changing times and technology. Urban consumption places also included commercial products accessible within walking distance in the city in the past. Today, it has turned into shopping malls that have multiple functions individually and gain an image of the city as well as consumption. Within the scope of the study, the historical development process of the shopping centers, which are common in today's cities, has been examined. Markets, agoras, forums, passages, bazaars, multi-storey stores, and today's shopping centers and the missions of these places in the city are dealt with temporally. In the research, the change of the concept of consumption in the historical process has been evaluated. The study will contribute significantly to the literature with the introduction of the temporal change process. It is thought to be a reference for future studies.

ÖZ

Anahtar Kelimeler:

Tüketim,
 Kentsel tüketim mekanları,
 Alışveriş merkezleri.

Tüketim, eski dönemlerde temel ihtiyaçların karşılanması için gerçekleşen bir olguyken değişen zaman ve teknoloji ile bireyler için bir gereklilik olmaktan çıkmıştır. Kentsel tüketim mekanları da geçmişte kentte yürüme mesafesinde erişilebilen ticari ürünleri kapsarken günümüzde tekil olarak birden çok işlev barındıran ve tüketimin yanı sıra kent imgesi niteliği kazanan alışveriş merkezlerine dönüşmüştür. Çalışma kapsamında günümüz kentlerinde yaygın olarak yer alan alışveriş merkezlerinin tarihsel gelişim süreci incelenmiştir. Geçmiş tüketim mekanlarından olan pazarlar, agoralar, forumlar, pasajlar, çarşılar, çok katlı mağazalar ve günümüz alışveriş merkezlerinin ve bu mekanların kent içindeki misyonları zamansal olarak ele alınmıştır. Araştırmada tüketim kavramının tarihsel süreç içerisindeki değişimi değerlendirilmiştir. Zamansal değişim sürecinin ortaya konması ile çalışmanın literatüre önemli ölçüde katkı sağlayacağı ve daha sonra yapılacak olan çalışmalar için bir referans olacağı düşünülmektedir.

1. Introduction

Consumption enables existence in life for individuals and it is a concept that has developed on meeting the basic requirements. In addition, consumption has become an indicator of belonging to the place, increasing the sense of satisfaction and self-realization [1]. Consumption perception has changed due to globalization, digitalization, the development of communication instruments and the phenomenon of capitalism affecting society. It has been replaced by the understanding of "I consume, therefore I am" rather than meeting the basic requirements [2]. It appears in every point of life as a multifaceted concept. Moreover, to the concepts of trade and economy, supports the concept of shopping and enable individuals to access the services offered. Besides, it has become the main element of socialization by transferring and sharing social-cultural values [1-3]. It contributes significantly to the formation of urban communication, urban and social identity with these concepts [1-4].

The place is the main element of consumption, shopping, and city concepts. It is defined as "delimited by gaps" according to Scott, "place, location" for Turkish Language Society, "a space that separates the person from the environment to a certain extent and is conducive to realizing various actions within" for Hasol, "index of states that allows objects to follow each other" for Leibniz and "the success of the unity of all the facts that contain each other with all the details from general to specific" for Aristo. When these definitions in the literature are examined, it is possible to define space as a means of interaction that enables consumers to be handled with other concepts (economy, trade, religion, social, social) and physically identifies with these concepts with the design fiction[5-7].

Urban consumption places; affect the space in the urban area with its social, physical and economic features. It guides today's designs in urban, architectural, and landscape areas. The aim of the study; to examine the places that shape the formation of today with its structure from past to present in a multifaceted concept.

2. From past to present formation of shopping centers as consumption places

Shopping places have indicated differences with the changing and developing social behaviors, consumption tools, and consumption perception in the process of time. These places appear as bazaars, agoras, forums, inns, caravanserais, arastas, passages, markets in the historical process [8-9]. Also, the places contributed to the formation of the city with the construction that will serve socialization and consumption [10]. At a present time, shopping malls appear as common consumption places with the different possibilities and designs it offers.

The earliest discoveries about trade were found in Egypt before the invention of money. With the start of production from the early ages, the concept of trade through barter came in view [8-9]. Barter is a method in which individuals can meet their requirements by exchanging the goods; they produce with other products they want, displaying products in the spaces. The formation of consumption spaces in cities first occurred by barter [10]. The concept of market has emerged by improving sales by barter method. Then, with the invention of money, trade was developed and the need to create and construct special spaces the need to for this has arisen [8-9].

When the historical process is examined, BC. In the 7th century, Agoras appear as the first form of shopping malls (Figure 1). Agoras serve the city with concepts such as religion, education, military and trade. It also offers the opportunity to socialize by using it for shopping, festivals, and sports activities [11]. Agoras, like at present shopping malls, have shaped modern consumption spaces by offering a colorful, living, interactive and dynamic environment [12].

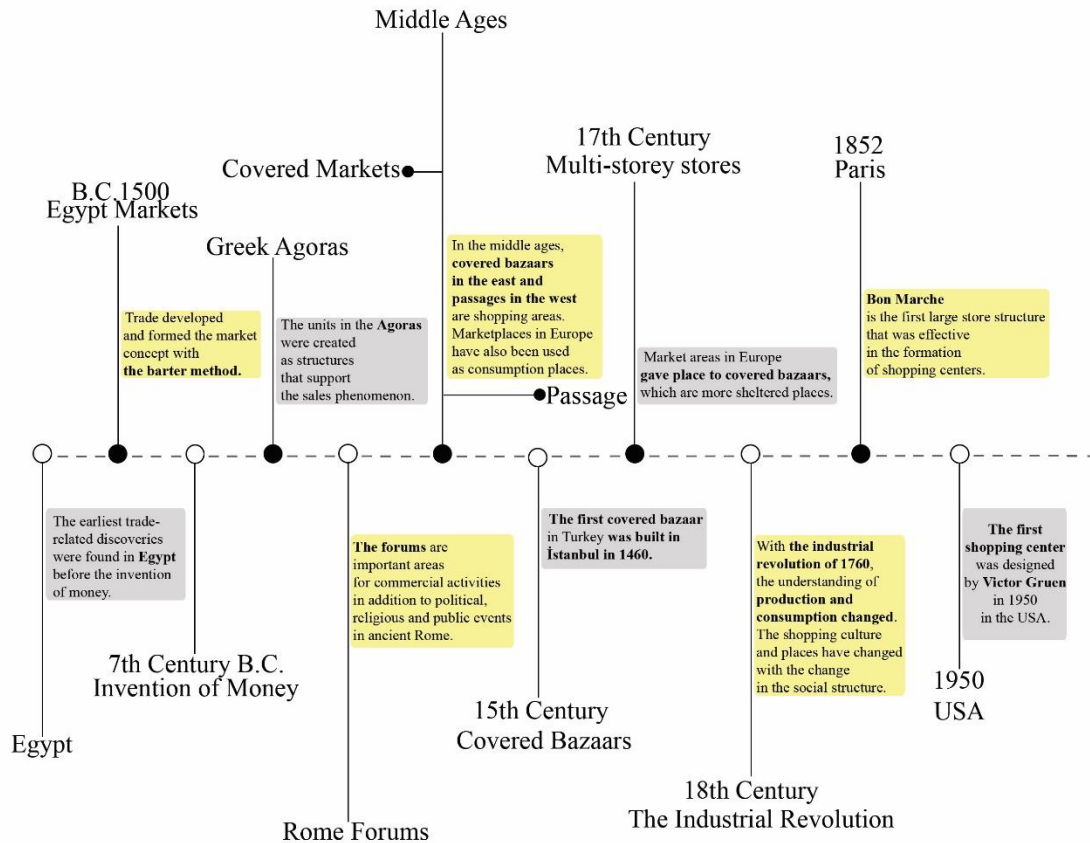


Figure 1: Timewise Breakpoints in the Development of Shopping Spaces

Agoras pioneered multifaceted functions, and these places, which were especially places for shopping and socializing, have historically continued as Roman Forums [10]. Forums in Rome; It is located as an architectural structure serving political, religious, commercial, and social events. It appears as structures that contribute to the formation of today's shopping centers by being a gathering area, including social activities such as festivals, sports, and meeting shopping needs [13]. Then, inns and caravanserais were designed as social service structures to support intercity trade [10-14].

13th-century bazaars and covered bazaars as a product of Ottoman civilization, have also occurred in Anatolia. Covered bazaars are architectural structures that serve as closed shopping centers. Arastas can be defined as architectural structures created in the form of shops that can be designed as open, closed, or semi-open [10]. Covered bazaars took the name of passage in the west, in the Middle Ages, and continued the shopping phenomenon [9]. Passages supported the concept of retail in Europe and created a new consumption understanding [15]. At the present, some of the inns, caravanserais, covered bazaars, and passages continue their existence as historical places with their current functions.

Another consumption place is covered bazaars. The first of the place was built in Istanbul in the 15th century. In the same period, market areas in Europe gave way to covered bazaars. In the 17th century, much more shopping areas were built and they started to be designed multi-storey.

18th century, when the start of the Industrial Revolution, the mass production model developed, the production accelerated, the consumption culture and consequently the consumption places changed. As one of the examples of change, the first department store structure and also the first capitalist consumption place is Bon Marche, which was created in Paris in 1852 (Figure 2). This feature of Bon Marche has pioneered shopping mall designs by supporting social activities such as reading and writing halls, special areas for children, food and beverage and

exhibition areas, as well as sales style and shopping service. Furthermore, the architectural design and general structure of the building have been an aesthetically important and present-day, has shaped the shopping center design and structure [1-16].

19th century, globalization, urbanization, and the rise in capitalism had caused the multi-storey design of new consumption spaces. North America was the region most affected by this multi-storey building. Shopping areas have started to take up large areas in the cities with the introduction of safe, climate-controlled, and advanced new circulation elements for the users. Following, Victor Gruen introduced the concept of “mall” in the USA. The first aim of this design was to create a simulation of the city away from urban problems (traffic, population density, environmental pollution, etc.) [1-17].

The consumption places used could not meet the expected socialization and entertainment demands as well as the westernization and shopping phenomenon, so ungave its place to shopping malls in the 20th century[10-18]. Because of the process, shopping malls have developed in order to meet the increasing consumption need and the expectations of the population living in the urban area. When the development process is examined, it is seen that different functions are shaped on a square in the agoras, which are the first consumption places. With the change in the concept of consumption, agoras have turned into covered markets.

At the beginning of the process, it was seen that different functions were shaped on a square in the agoras, at the present, shopping centers are designed to involve different functions in a monolithic space (Figure 2). It is possible to interpret this development process as combining the first created consumption places (agoras, forums, covered bazaars, etc.) as different layers. With this design concept, focal points suitable are designed within shopping malls and at different levels for different functions (sports, performing arts, entertainment, gathering, seating areas, etc.). These spaces are designed as a complex to allow functions such as residences, offices, performance arts centers, open spaces and playgrounds associated with the increasing preference of consumption places and the changing consumption perception.

Shaped by column designs especially in agoras, were developed with architectural elements such as domes and vaults in Roman forums. In the process of change that continues with covered bazaars, semi-open and closed areas were designed with vaults, developing structural system and architectural elements and then multi-storey stores and today's shopping centers started to be designed as multi-storey and multi-functional with these developments.

In the first consumption areas, functions were design in mutual open areas. In spaces that change over time, these common areas have been enhanced with flooring differences, lighting elements, natural and artificial landscaping, different shading elements, and when considered as a building complex, green areas are applied as floor gardens. The first consumption areas are designed to be more open to users. In time with the change seen in these areas, the private space planning has become widespread and limiting factors (security guards, X-ray devices, etc.) have taken place to the entrances of consumption areas, and again more private shopping places have been designed with different services, brands, and products.

The shopping areas which starting with the agoras and forums, provide the main circulation for the city during the time, and occur form where the axes are connected and located in the center of the city. Today, the existing transportation lines (Metro, metrobus, etc.) are constructed and designed to involve the planned shopping centers.

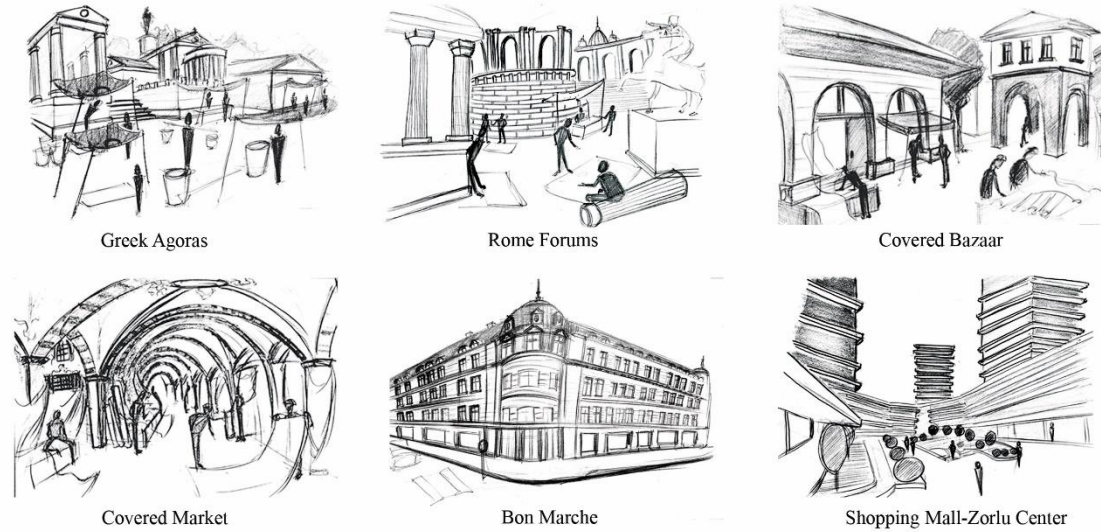


Figure 2: Sketches of Developing Shopping Spaces

According to the International Shopping Council of Shopping Centers (ICSI), the definition of shopping malls is open or closed independent bazaars that consist of a single building or group of structures and contain more of different retail types [19]. The first purpose of designing shopping centers is to create a social space by removing people from the ongoing problems of the city [9]. At present, shopping centers are defined as;

- Planned as a city simulation,
- Providing its users with the opportunity to meet and socialize,
- Allowing entertainment activities,
- The basic needs and recreational activities can be met,
- Contributes to the city economically by supporting the urban identity and branding of the city,
- Contributing to tourism activities by supporting the concept of belonging with purchasing activities,
- Able to transfer urban features to users and tourists with architectural criteria,
- Public spaces that accessible, safe, climate-controlled physical environment based on quality and brand access [9-20].

The first shopping mall was designed in 1950 in the United States (Figure 3). The building designed by Gruen is Northland Shopping Center in Detroit [9]. There have been shopping malls in developed countries for more than half a century. In Turkey, the development process of shopping malls started after the 1980s.



Figure 3: Northland Shopping Mall [21]

3. Development Process of Shopping Centers in Turkey

The emergence of the grocery store chain is the first development that started the formation process of shopping centers in Turkey (Figure 4). In 1954, with the support of foreign capital investments, the "Swiss Migros Cooperatives Association" was invited and as a result, "Migros" took its place as the first grocery store chain [22]. In 1956, with the opening of Gima and the entry of different brands into the market, the number of chain stores increased. Tansaş started operations in Izmir in 1976. In 1988, the first shopping mall was established the name of 'Galeria' in Ataköy, İstanbul [23].

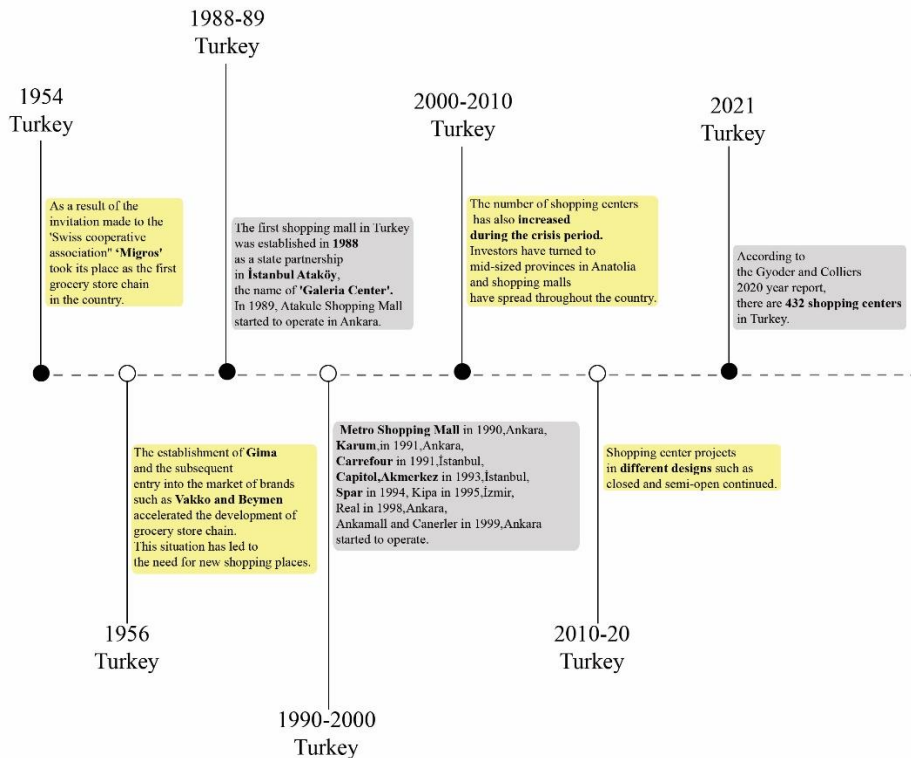


Figure 4: Development Process of Shopping Centers in Turkey

After Galeria Shopping Mall was opened, in 1989 Atakule Shopping Mall is activated in Ankara and also in 1990 Metro Shopping Mall became operational in Ankara. With the opening of Carrefour Shopping Mall in Istanbul, Karum Shopping Mall in Ankara, and Capitol Shopping Mall and Akmerkez Shopping Mall shopping centers in Istanbul in 1993, the number of shopping centers has increased consistently in the country. Spar was opened in Istanbul in 1994 and Kipa Shopping Mall in Izmir in 1995. Then, Real in 1998 in Ankara and Ankamall in 1999, Canerler started to [1]. In 2007, by means of the increase in the number of shopping centers, it reached a coverage that constitutes 38% of the retail sector [19]. In the following years, even the economic crises experienced did not stop the increase of shopping centers. On the contrary, due to increasing construction costs, investors turned to Anatolia and shopping malls started to be planned in medium-sized cities [24].

Nowadays, especially in Istanbul, shopping center projects in different concepts such as fully closed, semi-closed, open space design continue like in the historical consumption places. Kanyon Shopping Mall (2006), İstinyepark Shopping Mall (2007), Ümraniye Meydan Shopping Mall (2007), Viaport Asia Outlet Shopping Mall (2008), Tuzla Viaport Marina Shopping Mall (2015) can be given as examples of shopping malls for different concepts [25].

There are 432 shopping centers serving in Turkey and the leasable shopping area per 1000 people is determined to be 159 m² [26].

4. Conclusion

The concept of consumption has changed from the past to the present with the change of time-space perception, the disappearance of space boundaries and technological developments. Apart from being an action to meet the needs, consumption has gained different social, social and commercial dimensions in time. With the important events experienced in the changing consumption understanding, the variety of products consumed has increased and the demands have also changed. Because of the paradigm change regarding consumption, places started to be designed in this direction.

In the research, the paradigm shift regarding consumption has been discussed within the framework of the temporal change of consumption places. These places, which were called as market, agora, forum, covered bazaar, passage and bazaar in the first days of their emergence, were designed to support other public spaces during the period when they were created. Nowadays, due to factors such as technological developments, rapid urbanization and population growth, consumption places are designed as shopping centers, which are a high simulation of interaction with the city.

In the study, consumption-shopping space constructions in the historical process were revealed and it was concluded that these spaces were created by inspiring from past designs. It has been observed that the shopping centers mentioned within the scope of the study add a different vision to the urban development and at the same time, these places play a major role in today's shopping center constructions.

Within the scope of the study, the change in the concept of consumption in the historical process and the differentiation of consumption places accordingly have been evaluated comprehensively. The shopping center areas, which are an important part of social life today, are very substantial. Thence, it is a significant necessity to consider their changes in the historical process.

Competing Interest / Conflict of Interest

The authors declare that they no conflict of interest. The none of the authors have any competing interests in the manuscript.

Funding

There is no financial support and commercial support.

Acknowledgements

We declare that all Authors equally contribute.

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