

International Shopping Plaza Concept Design Competition for Students

Design Program

COMPETITION THEME: Commerce Changes Cities

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BACKGROUND

At the beginning of the 21st century it is necessary to address contemporary social needs, desires and emerging economic potentials in order to create a new generation of shopping centers and leisure facilities. Architecture is no longer considered a footnote, but a fundamental means of engaging and extending the experience of the visitor towards new dynamic leisure horizons.

In this way, the entire shopping mall becomes a stage—a veritable vitrine—for public performance. By configuring both external and internal spaces in an innovative and efficient manner, retail complexes can provide synthetic entertainment for a wider public audience. It is a place of celebration, enjoyment and consumption where people can enjoy a variety of atmospheres and activities from shopping to dining, swimming, and living all within a lively social environment.

The sustainability and long range success of a new facility depend upon the creation of public spaces which in their functionality and architectural character provide a new identity by integrating the dimensions of commerce, culture with leisure as well as giving them a spatial organization that is able to represent the values of a given society.

OBJECTIVE

The designs submitted for the International Shopping Plaza Competition should address these ideas by rethinking the mall in different essential and innovative ways:

- Space: participants should create a variety of scales, perspectives and atmospheres ranging from the grand to the intimate, from the dynamic to the contemplative
- The central, public spaces should orient, attract and provide unprecedented flexibility for the future needs of the entire complex.
- Audience and performer: what is this tension in public space and how do we address it in a dynamic way in a retail environment?
- Voyeurism: the mall is a place to watch and be watched.
- Sustainability: innovative ways to approach consumerism through sustainable practices.
- The character of internet age and influence of e-commerce

The design program that is nowadays characteristic serves in this competition exclusively as a guide to show students the state of the art. But the purpose of the competition is to go beyond it, to find innovative ideas able to confront the new ways of shopping and provide spaces where all can recognize themselves and socialize freely.

DESIGN PRINCIPLES

Innovative shopping center design should follow the "people first" principle, to promote green building, the concept of ecological construction and energy-efficient buildings, highlighting the intelligence, humanity, individuality, freedom, efficiency and combination with outstanding e-commerce business model in order to pursue the economic design optimization and strengthen the commercial competitiveness of the building. The proposal should be targeted toward the city life and family life of the future.

The project is expected to take into consideration principles that seem to be essential, as these:

- a. People First
The proposal should consider human-scale to achieve vibrant pedestrian activities and communications stitching the shopping mall with neighbor and city.
- b. Iconic Attraction
The proposal should propose innovative spatial arrangements commercially attractive.
- c. Profitability
The proposal should consider flexibility and efficient use of space, considering the environment, energy and other issues in order to enhance the commercial attractiveness of the building.
- d. Sustainability
The proposal should consider energy efficiency through innovative relations among form, matter and flow, minimizing energy consumption and operating costs, providing a comfortable interior experience.
- e. Global Trend
The proposal should be able to satisfy domestic and foreign visitors' demands seeking for world's finest exclusive shopping and cultural experience.
- f. Brand new shopping experience
Currently there are new programs of shopping centers emerging. The experience and interactivities of the shopping activities is taking over the traditional retail showcase.
- g. The character of internet age
Internet is challenging the traditional ideas and typology of shopping. How should the future shopping complex confront this challenge and incorporate the new requirement and technologies into the design.
- h. Dynamic activities
The complex is the center for everyday life. Kindly consider its roles in a dynamic range of activities including family activities, social events .etc

DESIGN REQUIREMENTS

- a. A new commercial complex with a suitable scale and creative programs on the site you choose in the cities proposed as the site for your proposal.
- b. The proposal can consist on a completely new structure or on an alteration of an existing shopping mall or of a building with other functions.
- c. Submission
<http://mallconcept.uedmagazine.net/index.php?r=info/submit>
- d. The content should respond in one or another way to these AREAS OF INNOVATION:
 - Site (urban position, relation with local neighborhood and general infrastructures...)
 - Scale (strategical revision of the actual standards...)
 - Program (additional activities and their role in generating attraction and being inclusive...)
 - Spatial organization (revision of the standard types and strategical purposes...)
 - Access (ways to identify locations in relation with strategic changes in mobility in the specific cities of the competition...)
 - Technical innovations (mainly refer to the organization of the relations among form, matter and flow, interior and exterior, sources and sinks of energy)
 - Formal features (communication and visual features, hybrids of nature and the

digital, transformative facades, traditional materials in innovative organizations...)

SITE INFORMATION

- a. Site on one of the cities which can represent its regional culture such as Shanghai (China, Asia), Madrid (Spain, Europe), Los Angeles (United States, America). These three cities are the initially preferred although other interesting cases (cities) can be chosen freely by the participant if justified by the proposal itself. Explain briefly in all cases the reason and the market you will be confronted with.
- b. The boards should include enough information to understand the strategy related with the election, as regional map, site plan and photos, context information such as adjacent building footprint, program etc. In addition, the information about the means of access and transportation must be provided. It might be considered to include a short history of the site and development.
- c. Is important to remember that the visual information should remain prevalent over the written. In all cases that the issues can be explain graphically it should be drawn instead of written (but when text is required and preferred do not pretend to make it graphically: simply use common sense and simple and attractive ways to communicate your ideas).