



ARCHITECTURE FOR THE FUTURE- MARKET PLACES

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ABSTRACT

ARCHITECTURE FOR THE FUTURE.

The year is 2021: As an architect in the new Indian era of economic prosperity and globalization your future is ripe with promise.
Imagine year 2050....

You sit on the verge of your thriving architectural practice.

You drive your vehicle, home through the tree lined avenues of the city's most beautiful gated community.

You spend your evenings watching movies with your family in the air conditioned comfort of your home and every month you fly to Maldives to de-stress on the beautiful golden, palm embroidered beaches.

Life is so good, think about it.

Now hold that thought; because that might be the closest it will get to reality!!

It's about people, not buildings or technology

Many a times , technology consumes us so much in the buildings of the future, that we focus on management of buildings, apps, services are air conditioned and hvac etc that one forgets that the building is designed for the people and not as a gadget.

Its about flesh and bones NOT about bits and bytes

The sole and soul of architecture must not be lost in the flashy jazz of technology.

It is utmost important that the HUMAN EXPERIENCE REMAINS RELEVANT instead of the hi tech overtaking and overwhelming the touch and feel factor.

Chapter-1

1.0-Introduction

ARCHITECTURE FOR THE FUTURE.

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By year 2035, there might not be any beautiful beaches in the Maldives because the island does not exist. The petrol for your car may pump too much carbon-monoxide into the atmosphere, so the *inter-government panel on climate change* may be forced to cut automobile production. The increase likelihood of skin cancer because of depleted ozone layers will ensure a forced farewell to. The gates of your gated community will not hold out the lawlessness of the millions of starving homeless who have lost their land to a rising sea. Famines and draught will be more the rule than the exception and you would have to watch your back on every street corner as increasing desperation drives people to kill for a morsel of food and water.

Sanctuary Asia magazine echoes the warning of thousands of scientists and environmentalists telling us that global warming is here and it is changing our climate -----FAST! ! !

For India, this means that the Ganga the North and Brahmaputra to the East India will have very little water. On the other hand, millions of people will seek refuge in Kolkata from the drowning Sunderbans. The tigers will be long gone. Rising sea level due to melting icebergs of Greenland and Alaska because of increasing greenhouse gases will claim thousands of kilometers of coastal land, displacing millions of people.

The possible social repercussions that the chaos and violence would ensure is unthinkable.

If you think that this is environmentalist paranoia propagated by a few nut heads in search of attention and fame through sensationalism, then you will be comforted as you are not alone. But think again. We know that if you stop for a second, take your shoes off, step outside and open your ears to what the earth beneath your

bare feet is trying to tell you, you will remember that the summers of your childhood were a lot cooler. That the April showers you played in came in April! Deep down in your heart you know that something is amiss.

The possible reason for the melody of our disinterest perhaps lies in the fact that this as the name global warming suggests is the problem of the world. However studies warn us that another 50 years of human life as it currently is consuming, wasting, polluting, degrading will take us beyond the point of no return. 50 years! In this very lifetime of 50 years.

This is a depressing scenario. We can, however turn this into a new opportunity.

It implies that we have the chance of our lifetimes to initiate change. Don't wonder as to what you – one individual could possibly do to change things. People are the biggest variable. We are the problem. Why can't we be the solution? Studies suggest that 20 years of concentrated efforts to alter the present situation will involve expenses that are a fraction of those involved in trying to remedy the effects of global warming 50 years from now. And why should the big thinkers and those with deep pockets be the only ones to create change.

No, don't look at the person next to you. We are talking to you. You, as an architect, a designer of the buildings and therefore a designer of the lifestyles and ideas, you, a sibling in this brotherhood of professionals whose ideas will form the foundation upon which future Indian cities will rest. If you had to invest in a greener world, now not later; if you could affect the carbon footprint of a country from the first line you put down on the blueprint of your ideas, how much you design now with your gaze upon the horizon of tomorrow keeping in mind the traditional architecture of India. Are we going to lose our identity? Is it possible to retain our identity? Or is the solution to post-millennialist in our roots? Welcome to 2050.

We still have the chance. The window of opportunity is closing fast.....but, we still have a chance.

If upcoming decade years are most important for all of humankind, to alter the future of the earth, what would you do to be a part of that change?

The world needs what you've got to give. After all, who can estimate the power of one tiny drop of rain when it finally becomes the crashing waves of an ocean?

Either we take hold of the future or future will take hold of us.

Are you ready for the future?

Future wise...planning to change tomorrow

Future wise...making choice that will last

Future wise....thinking ahead at every level.

So what is coming next? While one is clueless about the future, there are fundamental processes at work which have many consequences. From these we can plot out reasonable expectations – things that could happen which need to be considered and prepared for. That is the future wise challenge.

1.1-AIM

- Analyzing and comparing the markets from history to future.
- To prepare guidelines suitable for the “Architecture for the future with respect to urban spaces”

1.2-OBJECTIVE

To fulfill the aim while considering:

- Advancement in technology.
- Energy crisis.
- Global warming.
- Architectural identity.

1.3-NEED

To help architects and society be ready for the future and not get intimidated by it.

1.4-METHODOLOGY

PLAN OF RESEARCH WORK /METHODOLOGY.

TRAKING DOWN THE FUTURE.

Reviewing the past.

Tracking down “the changes happened” and “changes which should have happened” in the past years by studying suitable time frame after the Independence of India AND doing comparative analysis:

1950-1970,

1970-1990,

1990-2000,

2000-2005,

2005-2010,

2010-2020



STUDY WILL BE BASED ON FOLLOWING PARAMETERS:

1. Population explosion.
2. Climatic changes.
3. Urbanization and globalization.
4. Social and cultural changes.
5. Change in life style.
6. Development in material and technology.
7. Energy crisis

The differences in the time frames are decreased considering the brisk development.

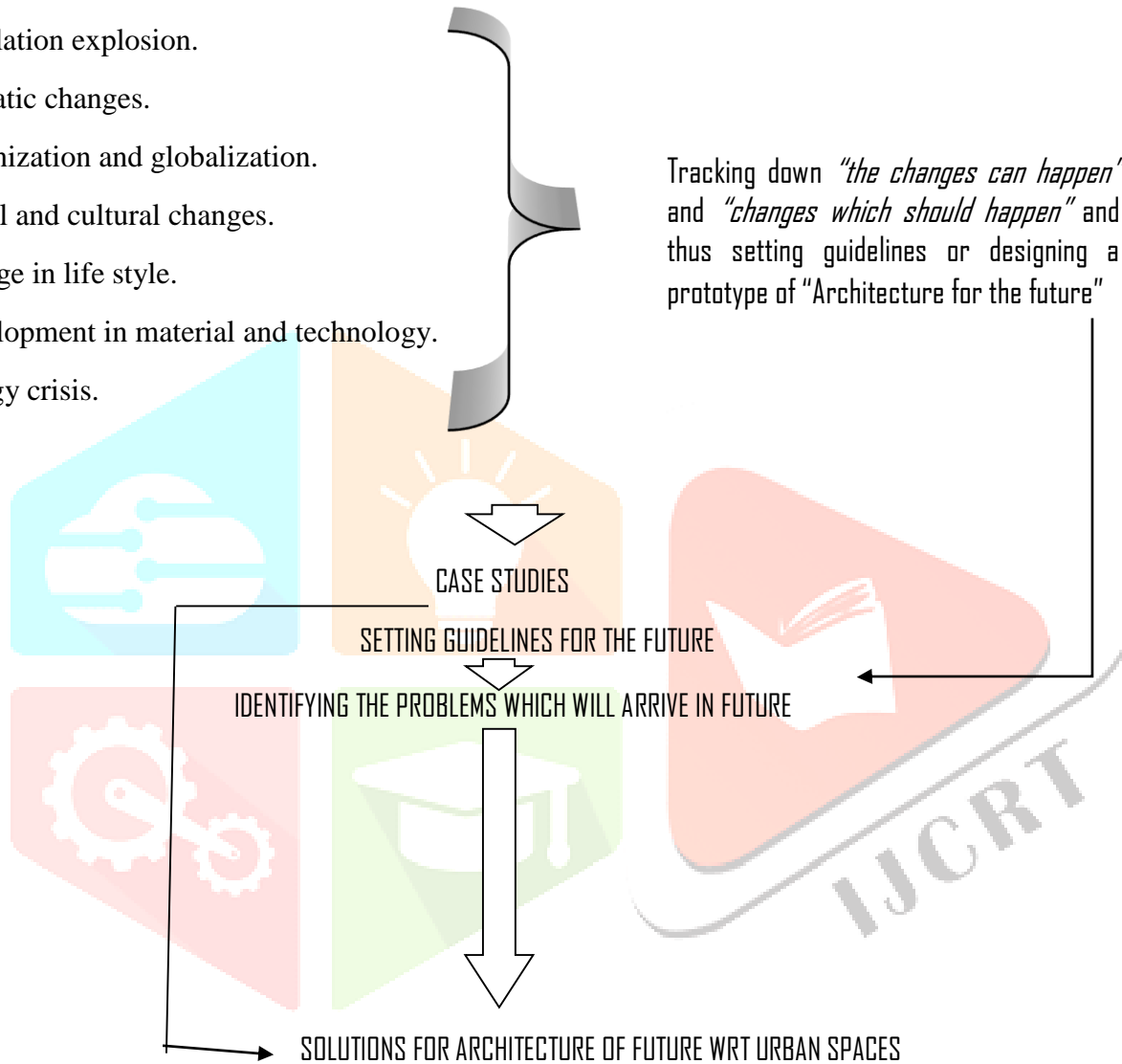


Eyeing the future.

STUDYING THE FOLLOWING PARAMETERS OF THE FUTURE:

- Population explosion.
- Climatic changes.
- Urbanization and globalization.
- Social and cultural changes.
- Change in life style.
- Development in material and technology.
- Energy crisis.

Tracking down *"the changes can happen"* and *"changes which should happen"* and thus setting guidelines or designing a prototype of "Architecture for the future"



1.5-SCOPE

LIMITATION

The scope will include a study of public space designed for future using AI and facing modern challenges. However, one is unable to excavate and dig into technical aspects but more of design solutions.

BRIEF HISTORY OF ARCHITECTURE IN PUBLIC SPACES

PUBLIC MARKETS AND THE CITY: A HISTORICAL PERSPECTIVE

The power of public markets to contribute positively to a city's image must be understood in the context of the long urban tradition.

RESEARCH QUESTION

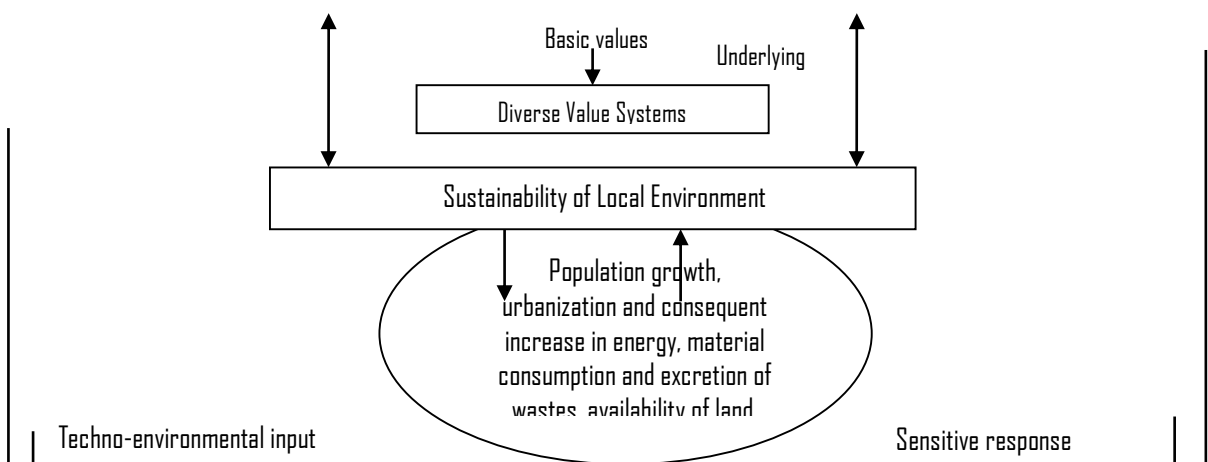
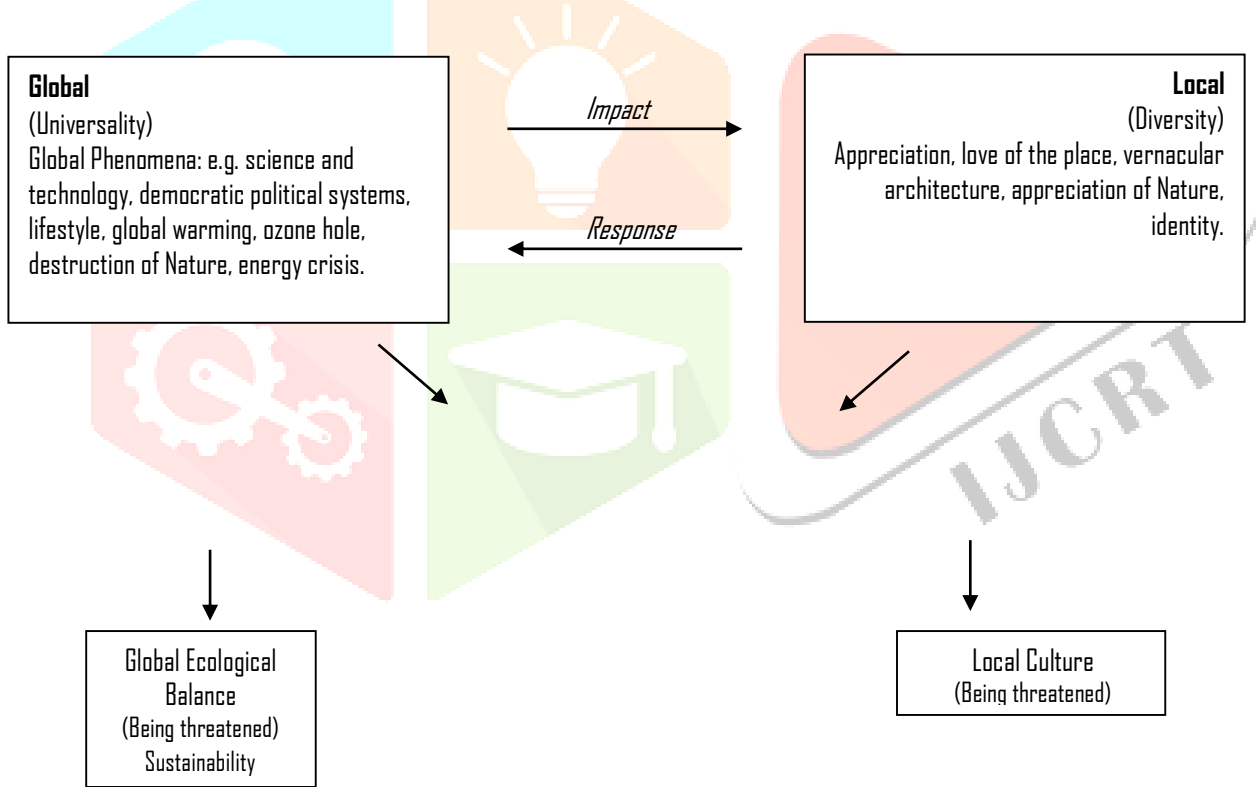
Are we architects future ready to design market spaces.

CHAPTER-2: LITERATURE STUDY

2.0-

HYPOTHESIS.

GLOCAL ARCHITECTURE



CHAPTER SCHEMA

Introduction: *Need to research.*

Reviewing the past.

1950-1970,

1970-1990,

1990-2000,

2000-2005,

2005-2010.

2010-2020

Comparative analysis of the past.

Parameters for the future-Limitations and Scope

Introduction to site.

BRIEF HISTORY OF ARCHITECTURE IN PUBLIC SPACES

PUBLIC MARKETS AND THE CITY: A HISTORICAL PERSPECTIVE

In the long urban tradition. The markets contribute positively to a city's image.

Since ages government local bodies have been establishing law and order and built spaces that impart protection to citizen from inflation in goods, food prices, shortages of essential supplies and good sale of perishable items.

The marketplace, is a place wherein people have gatherings to buy and sell of provisions, livestock, and other goods. A *souk* (from the Arabic), *bazaar* (from the Persian), a fixed *mercado* (Spanish), or itinerant *tianguis* (Mexico), or *palengke* (Philippines) can be described as a bazaar or a market place. The market may be permanent or periodic depending on regularity whether it is daily or weekly.. The form that a market adopts depends on its locality's population, culture, ambient and geographic conditions. The term *market* covers many types of trading, as market squares, market halls and food halls, and their different varieties. Due to this, marketplaces can be situated both outdoors and indoors, and in the modern world, online.

Markets have existed for as long as humans have engaged in trade. The earliest bazaars are believed to have originated in Persia, from where they spread to the rest of the Middle East and Europe. Documentary sources suggest that zoning policies confined trading to particular parts of cities from around 3,000 BCE, creating the conditions necessary for the emergence of a bazaar. Middle Eastern bazaars were typically long strips with stalls on either side and a covered roof designed to protect traders and purchasers from the fierce sun. In Europe, informal, unregulated markets gradually made way for a system of formal, chartered markets from the 12th century. Throughout the Medieval period, increased regulation of marketplace practices, especially weights and measures, gave consumers confidence in the quality of market goods and the fairness of prices. The evolution of markets across the globe have dependent totally on local conditions ranging from culture, tradition or weather etc. For example, weather plays an important role in the Middle East, where markets are covered, to protect from the sun traders and shoppers. Pen air markets exist in milder climates. Like in Asia, a system of morning markets like in Thailand or India like vegetable markets, meat, flowers are a common sight.

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Market spaces from an Architects point of view

In today's virtual world only consumption that is physical in terms of the commodity. Slowly the interaction, social gatherings and physical touch and feel is getting extinct in the markets. Traditionally, the vendors kept screaming from both sides of a market aisle making it vibrant and full of life.

Every market is not only exchanging the physical goods but also a lot of conversations in a social setting. By amalgamating the urban fragments with market spaces create an experience of uniqueness and preserves the actual essence of the market.

The economic destiny of a place is largely governed by the commercial centre which is the market place. These markets are connected with people's day to day life. The bazaar's character is broader in an urban context through its values in any city. Covered bazaars, malls, and markets have a long history and old, ancient constructs have focused on establishing economic and social activities. Human beings depend on each other for survival which has been experienced and clearly visible in history. The goods go to and fro and are exchanged for multiple reasons. Travel was mandatory to foreign lands as the goods were location specific. The development of any town happens due to the evolution of market place. Historically, locations of social and commerce life have been the center of urban life. The vernacular markets less often fell under the auspices of landscape architecture or urban design and were often disassociated from planning.

The city's fabric is often rendered with the vendors hawking and public hoarding for goods while also bargaining for the same. The streetscape around them is totally changed and draws hustle and bustle around them. The architecture of a market is not only dependent on time, but also on each other.



A city can be said to grow like other micro organisms as it grows with activities and different built spaces. Human culture is be said to have salient features with respect to towns, cities and residential spaces.

The bazars can said to be a factor of town from different historical periods, marking a places' economical and social life a sign of backwardness or progress. Since markets gains maximum attention from the targeted bodies that determine society's destiny it may become targeted for riots too. Societies develop cultural exchange by direct sale of goods.

This activity of socialising which is shopping enforces proper location and area of market places which result in 'interface of exchange.'

A market space goes far beyond retail and also encourages shared spaces that bring diverse communities together is a space of sensory experience, social interaction, and three-dimensional rhyme.

Nowadays, with all our consumers' needs just a click away, the notion of 'real-time' shopping in physical shops is under threat. Advanced technology has enabled new ways to fullfill many human activities in modern society without offering a public space. Consequently, public spaces have been transformed into private or requisite spaces by urban growth, focusing on the quality of improvement that mainly relies on economic, functional, and technological factors.

Now, public realms have lost inherent values as social-mediated spaces.

The situation has led to absence of gatherings of people. Deteriorating, old and unsafe environment of market has led people to stop visiting market places. The change is lifestyle is one of the most loud reasons for the change in the way people shop and disappearing markets.

Now necessary for Rethinking markets' roles in the urban structure that can be supporting urban traditions, and exchanging between communities economically and socially while dealing with current sustainability issues is.

Indian Bazaars

CHRONOLOGY OF INDIAN BAZAARS-

1. Pre-Mauryan period - showcased the appearance of the urban centres of North India in the Gangetic plain. Kautilya's *Arthashastra* describes planned and organised selling places of flowers, perfumes, and toiletries and other forest produce items.
2. Markets of Puhar in Southern India- urban centre with market square, streets, and boulevards with the profusion of activities and cacophony and modern-day fair.
3. The chola markets, from 850 to 1279 CE were the commercial markets in streets for the sale of grains, textiles, jewellery, copperware and leather work was famous.
4. Marketing institution such as *nagaram* or commercial urban centres which included *kadai*(shops), *angadi*(markets), *perangadi* (a big market in the inner city).
5. The temples there were another kind of institution which actively contributed to the spread of market in South India as it attracted donation of gold, money, land, livestock.

In this period, temples were the active buyer of livestock, aromatic substances, oil, rice, lentils, spices, vegetables and flowers and played an important economic role.

Unique characters of Bazaars

Types of market

1. FLEA MARKET

WHAT: Flea markets are spaces that sell used, collectibles and old items at low prices. One can find hundreds of vendors sell everything from fresh fruit to locally handcrafted furniture.

2. FLOATING MARKET

WHAT: Floating markets are places where goods are sold from the boat. These markets have great influence in the daily lives of people in cities where water transport plays a major role.

3. WET MARKET

4. NIGHT MARKETS

5. ANTIQUA BAZAAR

CHANGING FACE OF MARKET

Technology dominates the entire experience of markets

- One does not memorize any phone numbers
- Every place is equipped with wifi
- Communication via social media has become a norm
- It's expected that everyone is available all the time
- Every device whether tablet or even television have all become smart

This is a taken information where the demand and supply sides are both aware that today a smart customer has all the possible access:

- Comparison on various sites
- Reviews of online users
- Video demonstrations on youtube
- Help and chat in real time available
- Influencers and demonstrators are now easily accessible

This encourages the companies to aggressively reach out to their customers to full fill expectations. The journey is basically that of research for the right product and the time taken between looking for a product and actually buying it. A lot of stops are made even in day to day life:-

- Where alexa announces day to day list
- Tv recorded shows or a recap of news are now possible
- Driving to work listening to spotify
- Cooking via recipe learnt online
- A simple photo shared on social media connects us to all

Digital marketers struggle every day to be a relevant part of our day to day life. Artificial intelligence and real-time analytics track our behaviour and search patterns and are getting wiser every day.

CHALLENGES FOR UPCOMING MARKETS

WAR OF THE PARKING - MOBILITY

Designers need to need ahead of autonomous vehicles like may be a hyperloop and may be imagine a drone to carry shopping bags home.

The parking lots will be of mixed use where it may be filled on or may be empty on some days.

One needs to use such space very wisely.

BOX EXPLOSION OF THE SPACE

Modular spaces that can shift, enlarge and shrink as per season or needs are more likely to be a solution rather than rigid big box spaces occupying not only space but making it difficult for users to visit and owners to take care of such infrastructure.

The DIGITAL DIVIDE VIA TECHNOLOGY-

While a large number of global population uses smart phones, it is essential that malls integrate the smart phone with the shopping experience and not work in isolation.

PLUG AND PLAY OF INFRASTRUCTURE-

The mall can act as the spine to plug in information to sellers and retailers as well as consumers.

For this the building and campus can track the user behaviour via smart technology.

SYSTEMIC CHANGE

A mall can be programmed around social attractions and build a community of shoppers. For example a food court attracts users coming for a similar activity with many open options and similarly the same pattern is followed throughout the mall.

USER EXPERIENCE

We might one day wake up in the mall and it may be beyond just buying stuff.

Such theories come from visionaries and modernists who envision future living.

Experiences are getting enriched due to programming in the malls.

As the lines between live, work, and play continue to blur, community and social activity will become the generators of retail and not the other way around.

SHARING THE SPACE WITH INVESTOR

Global investment market is shaped by change not growth which is far more dynamic.

A collection of experiences which is the mall opens itself to the investors, buyers and sellers which all come under one roof.

GUESTS – THE NEXT DISRUPTORS

The three main and major consumer categories that will generate 50 per cent of total global urban consumption growth from today to 2030 are :-

- the retiring and elderly in developed economies,
- China's working-age population,
- and North America's working-age population.

A willingness to trade in technology for authentic experiences that can't be replicated anywhere else are expressed by the Generation Z.

The concept of a shopping mall was formed in 2005.

The shopping center, is an economic concept, it is the specialization and positioning of a shopping center on a specific market segment.

The concept of a mall should develop a long term vision and goals for consumerism. The ultimate goal of this mall concept should be to reach as large a target population as possible and to attract the maximum number of visitors, to be able to determine the growth prospects of this kind of a shopping center. The characteristics and qualities of such a mall are largely determined by the structure of such a shopping center. Shopping centers include cinemas, shopping, eating and everything inclusive instead of just shopping. These multifunctional complexes are based on the lifestyle of family mall formats - an object for family recreation, health, development, sports, entertainment and shopping, which creates an atmosphere of pleasure and comfort for residents of the largest city. The malls that are already operating add entertainment and food joints to increase attraction and accelerate business. Very often if such a mall sits in the centre of the city, it gives a part of it as offices to generate revenue from all possible odd ends. The promising format of shopping centers in the modern economy is unique projects that provide the consumer with the satisfaction of standard expected needs, which are included in the complex of trade and services, as well as the availability of an adaptive mechanism for influencing consumers through satisfying their information and emotional needs using innovative products from directions. The preference of the customer should be taken into consideration at the pre design stage itself.

This may include:

- increase of customer requirement
- importance of comfort increased in the shopping centre
- personal vehicles growing everyday find prime importance – daily high requirement for parking
- Specialized multi functional shopping centres;
- Commerce increases through online platforms
- The total area of the shopping complex can be said to be a lead factor in deciding the activities and importance.
- The size categorises the type of shopping centre in 4 types namely :
 - i) SMALL up to 20 thousand square meters;
 - ii) AVERAGE from 20 to 50 thousand square meters;
 - iii) LARGE from 50 to 120 thousand square meters;
 - iv) HUGE more than 120 thousand m².

The thumb rule says that, this group corresponds to the types of shopping centers:

district, district, regional and super-regional.

This also ensures that besides the size the location of the shopping centre is a very important concept and nucleus.

Initially most vendors were confined to their area to sell their goods especially if governed by the food laws or perishable commodity act. Licensing privileges were extended to vendors who were providing ambulatory services to sell door-to-door to the sick, elderly, or handicapped. The street vendors were a segment between entrepreneurship and the service of public. AS soon as the market bells rang, these vendors began a performance that was carefully planned to inform the common man that business and government were working together for their good.

Contrary to modern notions of cleanliness and hygiene, the open-air sheds and food exposed to the elements represented positive qualities in a market where transaction could be witnessed easily and where the food itself was literally open for public inspection.

Food marketing became a public act--carefully orchestrated by local officials.

Local fairs and festivals saw the participation of all vendors who took pride in this.

The combined town hall and market still exists today which was a common ground for all segments of society to meet.

The variety of market forms namely

- the open-air market,
- the enclosed market house,
- the floating market,
- and the mammoth wholesale market - were developed over time by cities dedicated to the public market system where the city was a chief sponsored of these markets to exist.

A city could not be imagined without a public market, and a market could not exist without the city.

Creating an effective sales area involves solving the following design tasks: providing the visitor with visual contacts with the largest number of trading enterprises at a time, in order to attract visitors to each store; ensuring continuity of communication and recreational space in order to ensure the longest and most comfortable stay of visitors in the center; creating a kind of spatial interior solution to attract a circle of loyal customers that retain consumer interest in this shopping center .

The design concept includes the solution of such aspects of design as: navigation in the shopping center space; corporate identity development; the design of shop windows, which serves as the most powerful means of advertising goods in the very place where this product is sold, as well as developing the concept of advertising, through which shopping centers increase attendance.

Navigation of visitors in the shopping center is provided not only by means of graphic design, but also by the general idea of communication and recreational space, which should reflect the logic of cognition of the interior space and orientation in it for all categories of clients. Creating a corporate style shopping center must meet the following requirements: - graphic attributes of the brand of the shopping center, the visual platform of the brand determines the style of communication with the consumer.

The original idea should convey brand values and be able to develop successfully and effectively on all carriers, in space, on the monitor screen; - design solutions should be practical and easy to implement, take into account the economics of the project; - when developing corporate identity, it is necessary to take into account the specifics of regional Russian technologies and materials. In relation to the design of showcases at the concept level, common approaches, techniques and tools are laid, which allow to further implement all the designers' ideas when designing a showcase for a particular tenant.

The concept of advertising in shopping centers should use outdoor advertising, radio and shopping guides to convey information about tenant discounts to consumers



PEOPLE AT THE CENTRE OF MARKET CONCEPT

People at the centre

It's all about people, not technology nor buildings.

Many a times, we get so engrossed in the technology and apps that drive all building management systems that we often forget that ultimately the building is designed for the people and human experience and not as a technical experience zone.

Building design is not only bits and bytes but only about human experience.

Human potential will be unlocked by the buildings of the future. High value can only be gained if high techn also ensures high human experience.

IMAGINING THE FUTURE

With minimum human intervention the experiences are becoming more and more mechanised and personalised to serve individual tastes.

Sensor based shopping calls for minimum intervention.

Hands free



The creation of new environments through the use of developments in Information Technology is significantly altering not only architecture itself but also the roles and tasks of the architects. Architecture can no longer be described in the terms we are familiar with since it no longer corresponds to the form of architecture as we know it: an inclusive and exclusive structure, clearly defined, with a single interior and a single exterior.

For architects, the challenge of the future will increasingly lie in creatively coming to terms with hybrid environments, understanding and exploiting the design potential of digital spaces within the physical world, and redefining the role of architecture within a visually dominated culture.

Differences between real space and virtual space

Movement versus non-psychical movement

Experience versus digital experience

Real Space	The virtual twin
Façade	Interface
Bookstores	Bitstores
Stacks	Servers
Galleries	Virtual Museums
Theatres	Entertainment Infrastructures
School houses	Virtual Campus
Hospitals	Telemedicine
Department stores	Electronic Shopping Malls

Emerging Trends That Will Shape the Future of Architecture

Collaboration

Architecture as we know it is likely to disappear and, in the future, the role of architects may be very different to how we recognize it today.

Specialists in, for example, environmental science and social anthropology will become active team members in design studios, working on complex projects that require knowledge in different fields.

VR & Immersive Architecture

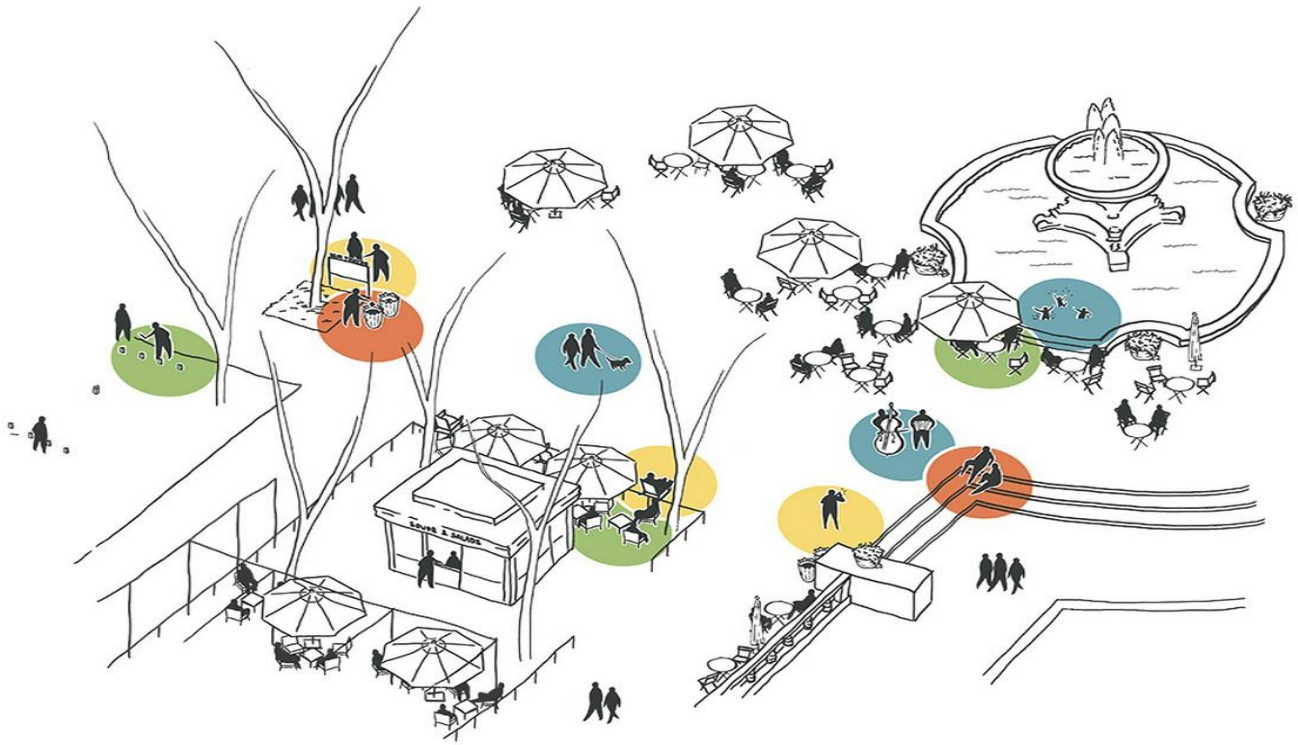
Imagine if you could work in real time and touch feel sense everything. This is immersive virtual reality and these spaces are created using a combination of computer graphics, wireless tracking technology, headsets, HD projectors, polarised glass and more, all working together to create interactive and real-life experiences. The world of 3D virtual design and engineering is a fast growing field and there's some seriously forward thinking happening in these fields.

Top 5 Architecture Considerations Shaping the Future Cities

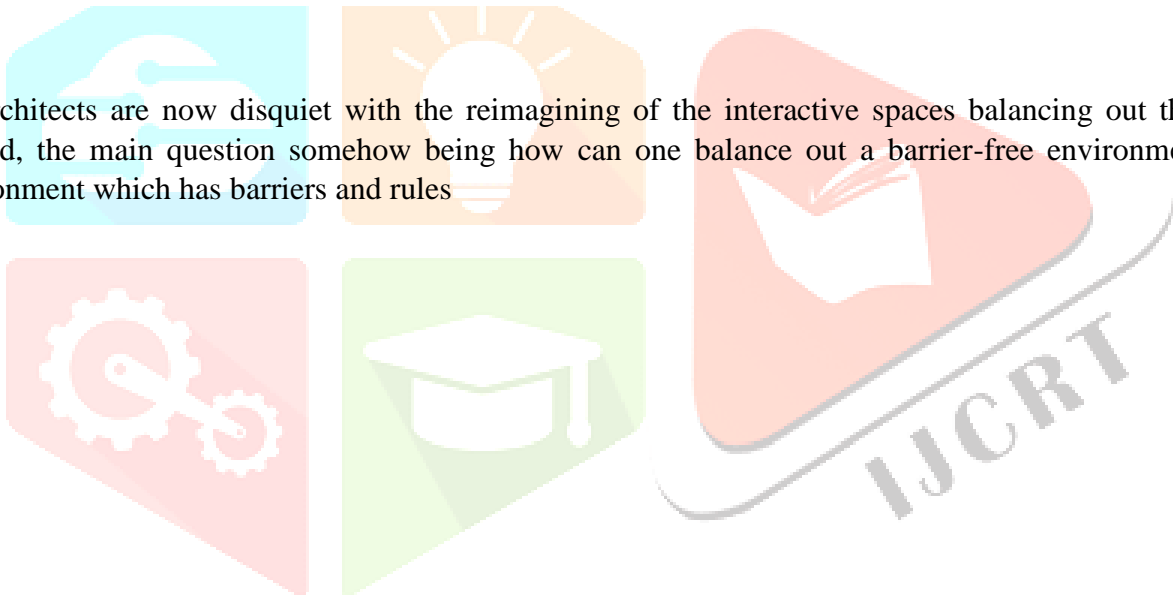
1. Climate change
2. Micro-mobility
3. Better construction material
4. Going green
5. 5. Urban population density

Interactive spaces vs social distancing

The motive of Interactive spaces revolves closely around the gathering of masses, speech, performing certain activities, and even to an extent living around strangers.



the architects are now disquiet with the reimagining of the interactive spaces balancing out the situation created, the main question somehow being how can one balance out a barrier-free environment with an environment which has barriers and rules

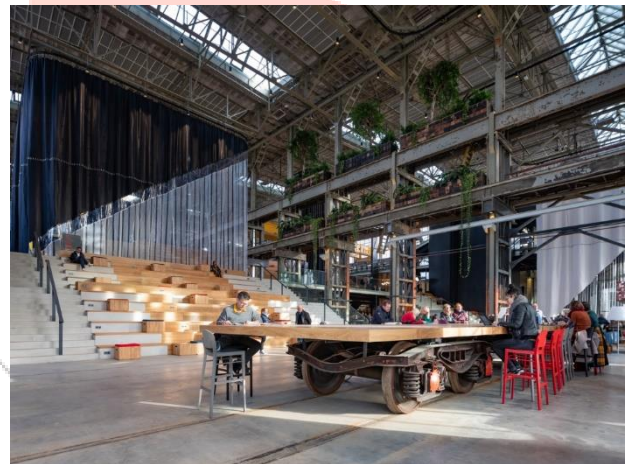
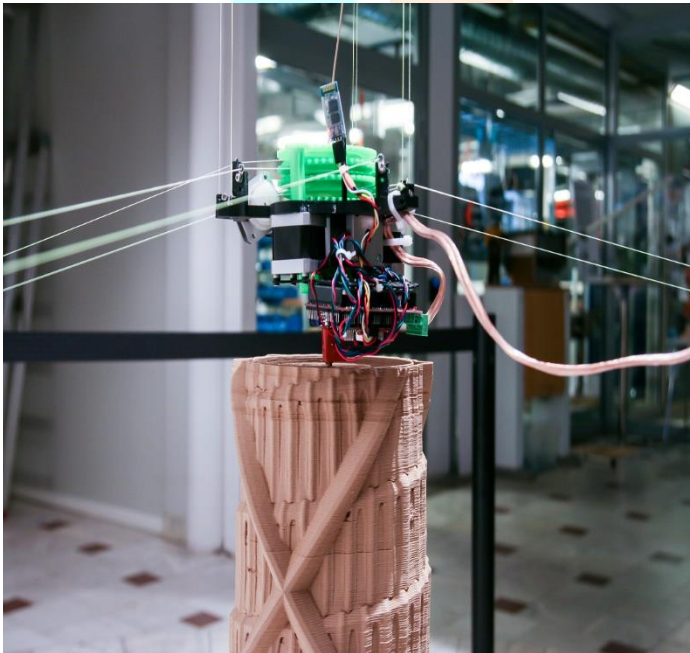


TRENDS THAT WILL INFLUENCE FUTURE ARCHITECTURE



1. Ways of Living: Greater Interest in Small Scale Homes

2. Inclusive Architecture: First-Rate Design for Diverse Populations



4. Construction Industry: The Digital Future of Infrastructure

5. Recycling Spaces: The Continuing and Increased Importance of Reuse

TRENDS THAT WILL INFLUENCE FUTURE ARCHITECTURE

Trends in the Construction Industry

Construction Technology Trends: Seven Futuristic Ideas & Examples

- Augmented Reality (AR)
- **Building** Information Modelling (BIM)
- Robotics.
- More Prefabrication, Modularization, and Eco-friendliness. ...
- Self-healing Concrete.
- Cloud and Mobile Technology.
- Drones.

Summary

The architecture features of shopping centers are formed at the initial design stage based on the shopping center concept.

The concept of the shopping center consists of marketing, architectural and design concepts. In the largest city, the shopping center becomes a multifunctional, includes an active entertainment function. In the structure of the largest city in the south of Russia, there is the presence of all types and models of placement of shopping centers: from super-regional to district.

Perspective concepts of the shopping center provide at the same time diverse family rest and a wide range of services and goods. The modern shopping and entertainment center “reproduces” the traditional center of the largest city in the areas of new populations, forms a new spatial structure of the public center of the largest city. The architectural and spatial solution of the shopping center models the spatial conditions and functional diversity of the center of the largest city.

The use of construction techniques and spatial elements of the traditional urban center - streets-passages, squares, atriums, bridges, terraces, recreation areas, children's and recreational areas, green areas, small architectural forms contribute to the strengthening of public functions in shopping centers.

Identifying the features of the architecture of the shopping center, taking into account current trends and requirements, will ensure high traffic and competitiveness in the retail property market.

Designing for the Future of Shopping

As we progress into the future, shopping experiences will have as much to do with marketing to our subconscious as they have to do with new shopping “analysis” technologies.

It strikes me that the *Science of Shopping* article delves into how stores plan to influence shoppers using surveillance technologies. From devices that automatically scan product prices in your cart (using RFID tags) to technology that detects and calculates facial expression with purchase history; stores will seem to do whatever they can to make those sales.

In the end, it is always important to be a smart shopper. As architects and designers, it makes sense to selectively target the enhancements for shopper experience. As the article stipulates — “The notion of shoppers wearing brain scanning hats would be ridiculous”. Design for shopping experience in the future by doing more than pushing a product simply because a shopper’s brain lit up when shown that product. Find valuable meaning to make those sales for designs that keep shoppers coming back.

Retail Design: The influence of Architecture on Brand image



Nowadays, it's very common for architecture firms to specialise in a particular kind of project with similar typology.

As per customer demands, the practice of an architect has seen many phases and finally resulted to a more market-oriented and offering service from the architect's office.

Many brands have such a strong brand image that the name is more important than the product. More importance is gained in this era of visual merchandising. This is more often than not wrongly limited to shop window and showcase design, forgetting about everything happening inside and around the store, as well as many important design decisions, which are not made to be that easily perceived by the general public. One of the goals of visual merchandising beyond the exterior of the shop is for instance to keep buyers inside the shop as long as possible. Architecture comes into play in order to reach this.

More needs to be associated with the brand other than the name and look of it. In terms of strategy, colour, lighting many international brands look the same as they reflect a identity.

Other senses, also catches customer's eye might be involved through: same music or same smell, made characteristic of a certain brand or store. However there may be other strategies influencing a brand's presence. Different firms adopt different approaches and design more and more establish Flagship stores, that can be easily be associated with luxury fashion brands, even if they may be related to the fashion industry. This term is taken from building a ship instead of retail: Flagships are considered the ships leading the fleet or moreover, ships easily associated to a certain fleet, with outstanding characteristics among its others.

The same association is made with flagship stores among other stores of a chain. Selling products becomes a subsidiary goal in this kind of stores, while selling a certain image associated a certain brand becomes more important. Architecture plays an important role on the design of these kinds of stores, on the inside and on the outside. Beyond having carefully designed interiors, baseline architectural conditions are also to be

taken into consideration, due to the fact that sometimes existing buildings are occupied. Often, emblematic buildings, which are located in most touristic main streets, are chosen to house this kind of stores. Sometimes buildings of site-specific traditional architecture are chosen, others outstanding architecture among site-specific traditional buildings.

The attractive flagship stores become a landmark for gatherings and tourist spots instead of serious buying. The 5th avenue of New York is a prominent example of this. Being an architect, I get fascinated by these stores and have visited quite a few of these fancy streets a lot.

Public spaces and interaction was much needed in the past, however today it seems redundant and virtual world seems to have taken over the chatter once seen in market places.

FINAL THOUGHTS

One should consider that cyberspace/virtual space is a new addition to real space.

It gives new opportunities for improving and understanding the physical space we live in. It challenges the designs in order to combine new aspects to physical space that one can have diverse encounters in virtual space while just being in that physical space.

To be able to achieve this new understanding of the real space the relationship between the parties (architect, the client, project manager and others) involved in place-making activities and the skills those parties require needs to be redefined, the traditional design-build-operate framework needs to be challenged and, since designing and building is becoming a data-based activity, the information needs to be shared and collaborated effectively.

It can be said that virtual space is not a threat to physical space; it can only be a big enhancement to real space. As long as both spaces perform together and complement one another to be able to fit in human activities, this multi levelled space can only be an improved environment. Architecture in 21st century is actually about real space that provides users with survival in virtual space.

The above parameters will be defining guidelines for architects to be able to design these spaces in future.

I rest my case by answering the asked research question and sum up by saying that we should not be afraid of embracing technology.

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