

stba

Contemporary City

EXCHANGE

CONSUMPTION

LOGISTICS

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Contemporary City

CONSUMPTION

Consumption

Consumption Sites

Today's landscape is the landscape of consumption.

We experience it in the physical fabric of our lives: shopping centers, department stores, cities of tourism and leisure, urban entertainment districts

Culture and Consumption

People and goods are inextricably entwined.

Consumption is not about subsistence, greed or competitive display.

Commodities are good because they make and maintain social relationships.

Goods then are the visible part of culture and consumption is the field in which culture is created, represented, reproduced, manipulated and challenged.

Mary Douglas, "The Uses of Goods" p 56-70 in *The World of Goods* Basic, NY 1979

Shopping center as sustainable urban structure

„Commerce is the engine of urbanity“



Arizona Market, Brcko

Arizona Market, Brcko



Arizona Market, Brcko



Arizona Market, Brcko



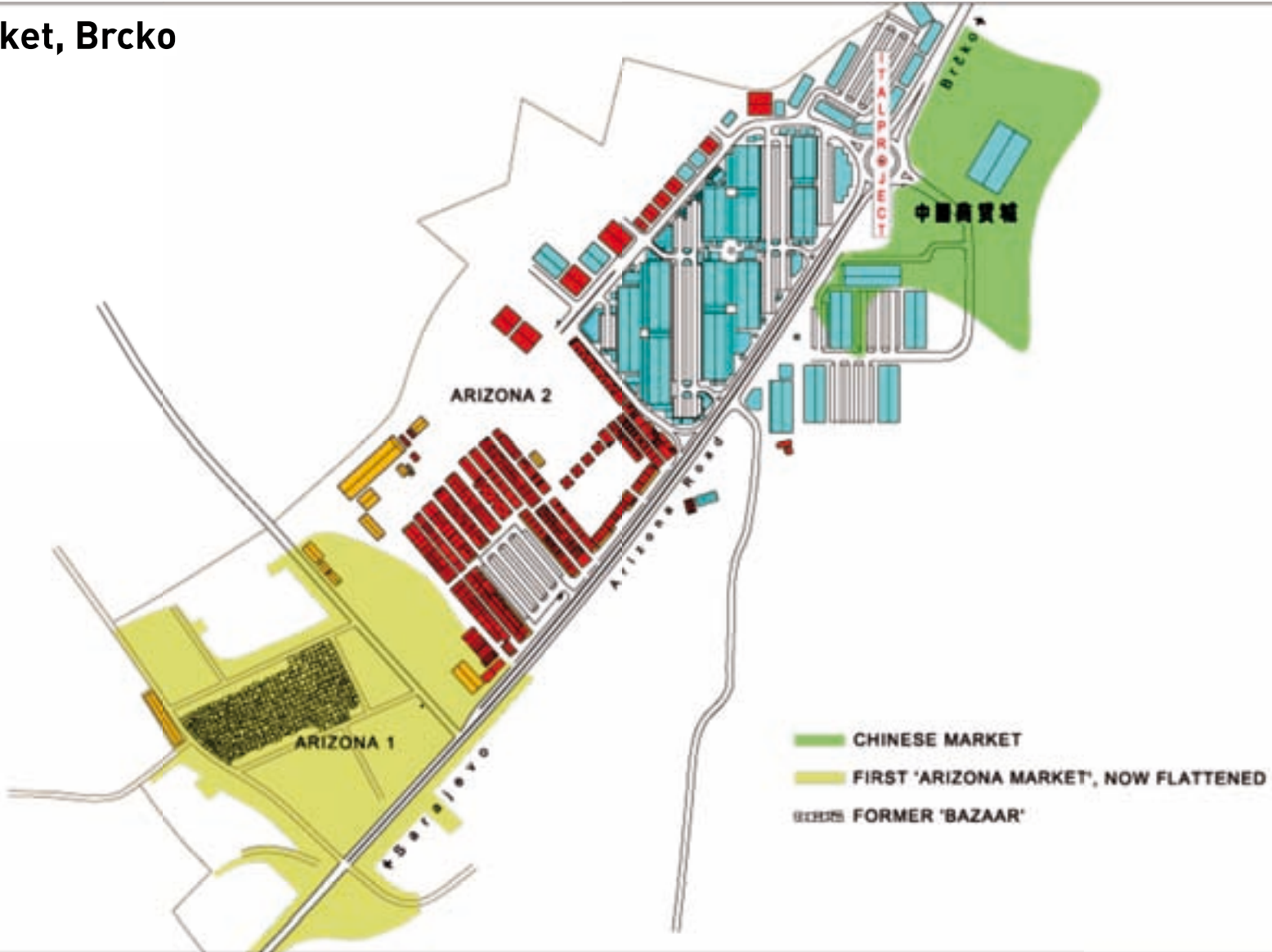
Arizona Market, Brcko



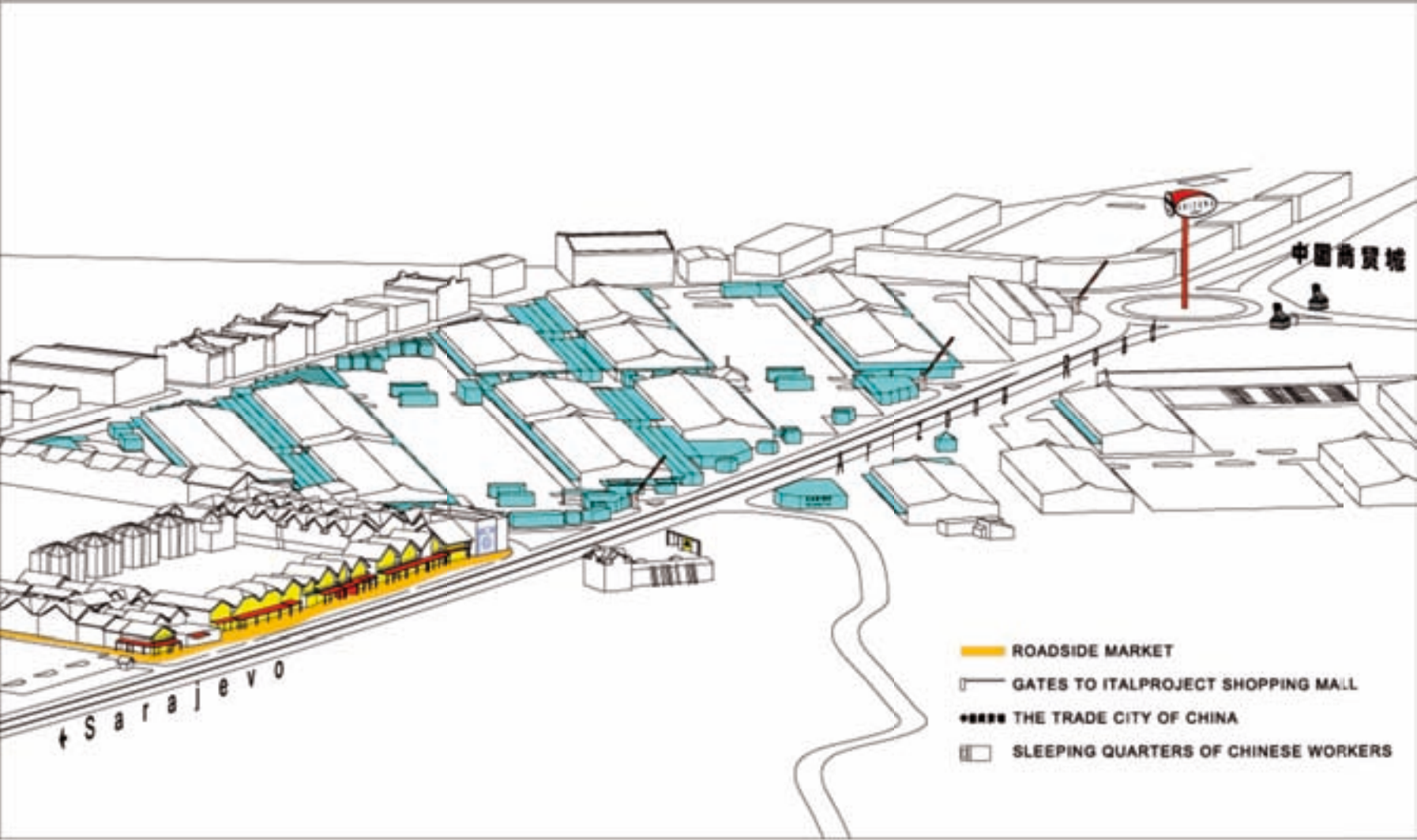
Arizona Market, Brcko



Arizona Market, Brcko



Arizona Market, Brcko



Shopping center as sustainable urban structure

„Commerce is the engine of urbanity“

Development of an urban typology

Towards a global consumer society

Restructuring regional settlement + anchoring heterogenous periphery

Creating urban structure where there was none

Stakeholders, consensus, and citybuilding in the era of climate change

Stadtmarketing and the regional competition for shopping tourism

Shopping center as sustainable urban structure

Development of an urban typology (1954-68)

Demography, settlement and a regional marketing strategy

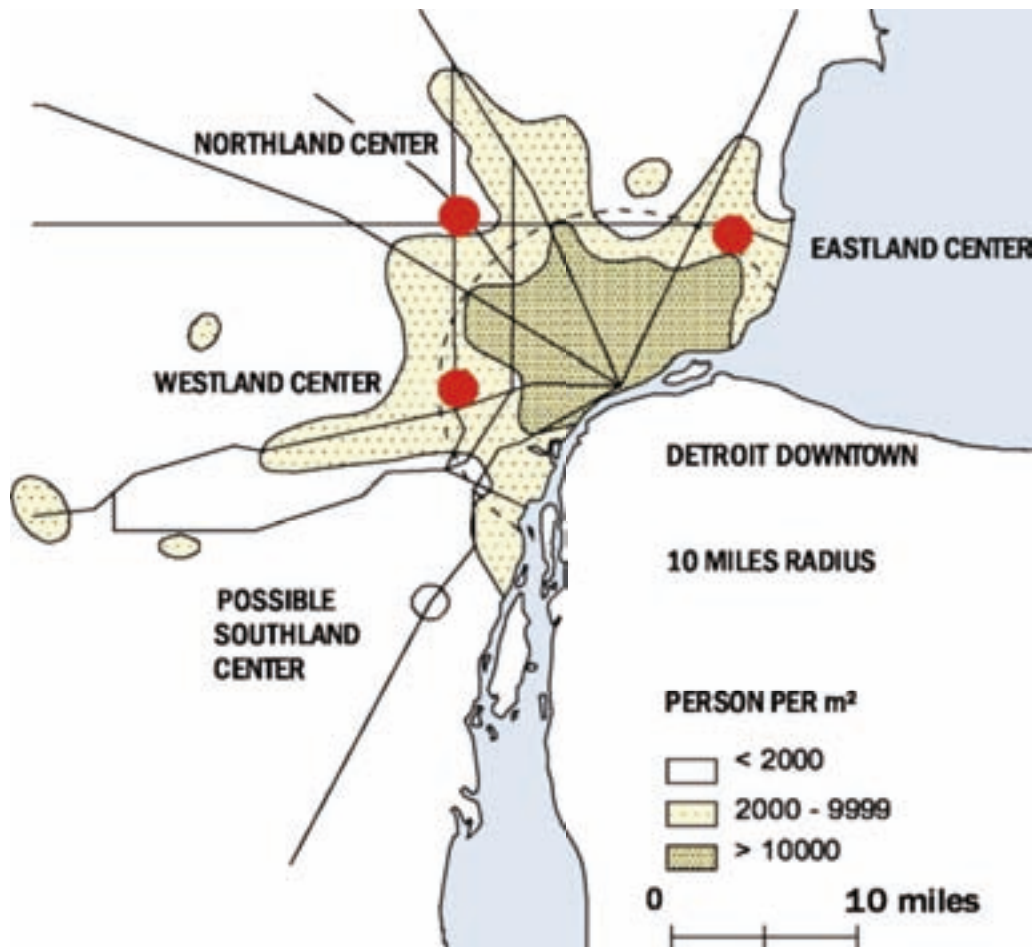
From outdoors to indoor shopping

Pedestrian malls, courts and lanes to the „community’s living room“

Building in the suburbs but thinking of the city

Building in the city but thinking about renewal,
urbanity and public life

Detroit, 1950

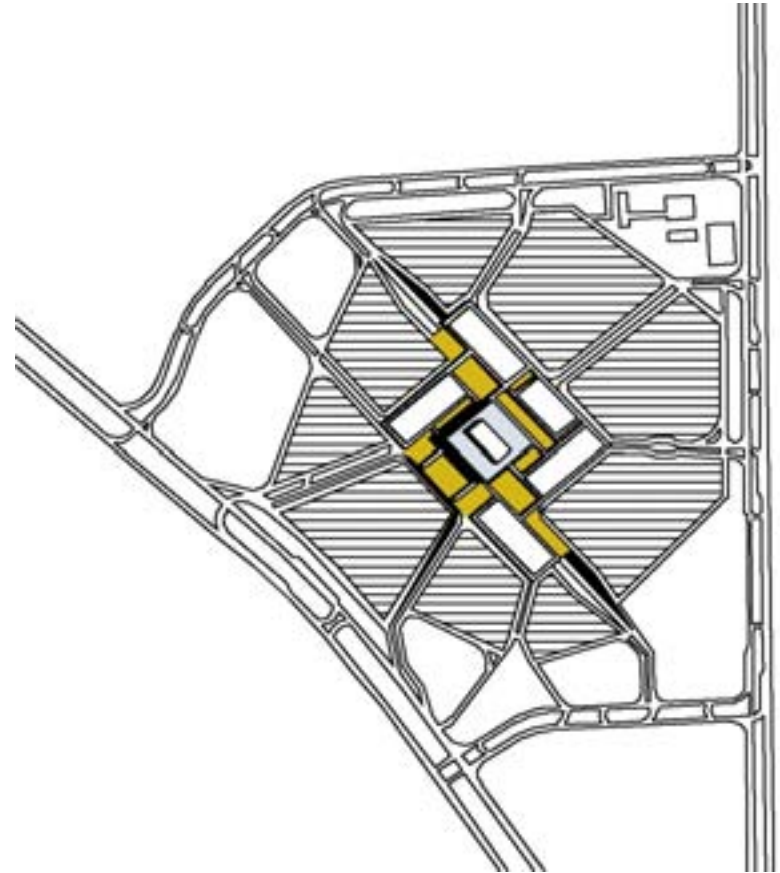


Detroit Marketing Map, 1950



Eastland I, Detroit, 1950

Northland, Detroit, 1954



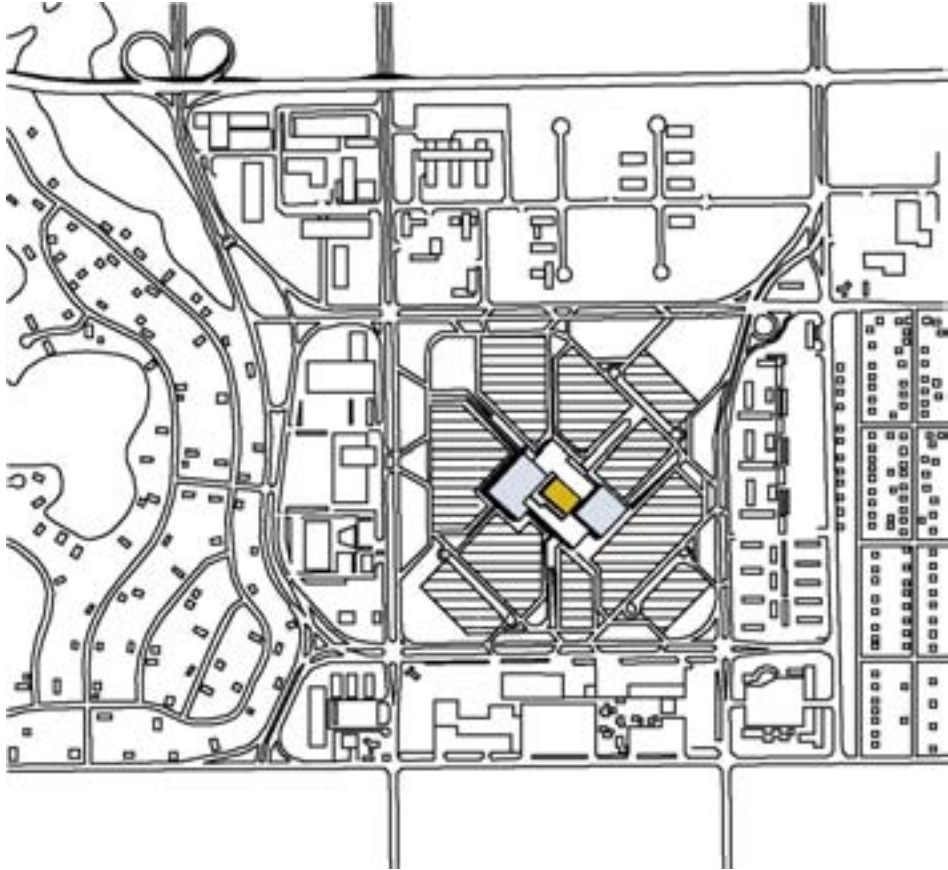
Northland, Detroit, 1954



Lijnbaan, Rotterdam, Van den Broek and Bakerna, 1953



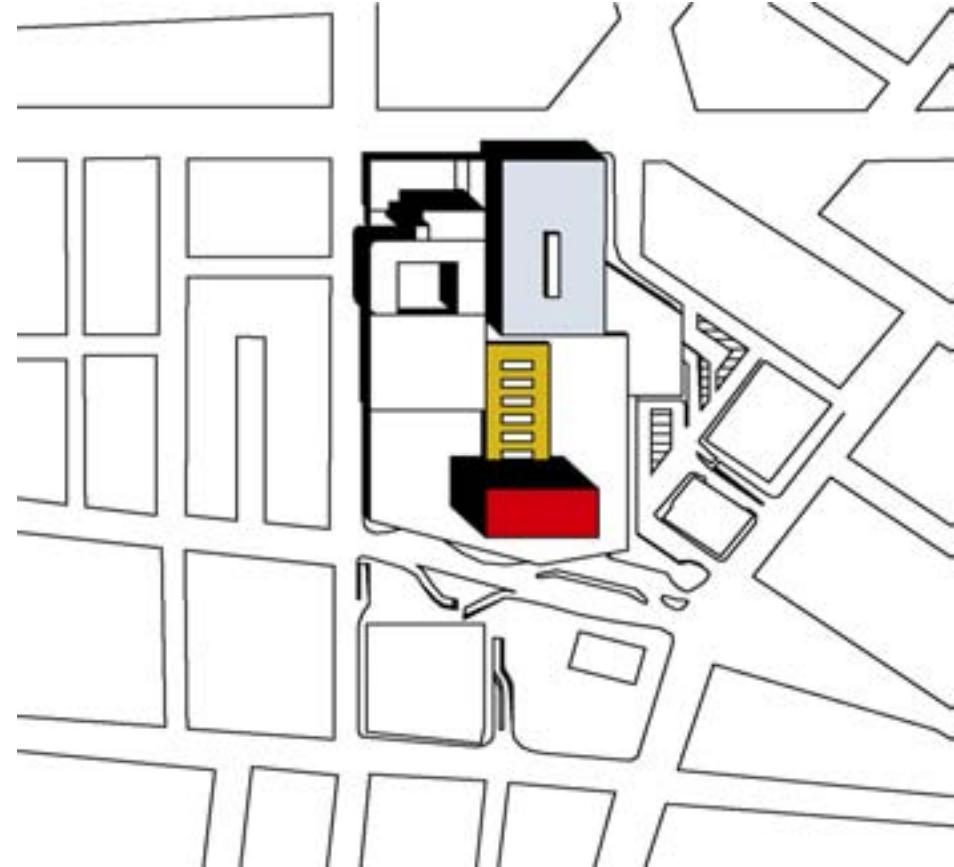
Southdale, Edina, 1956



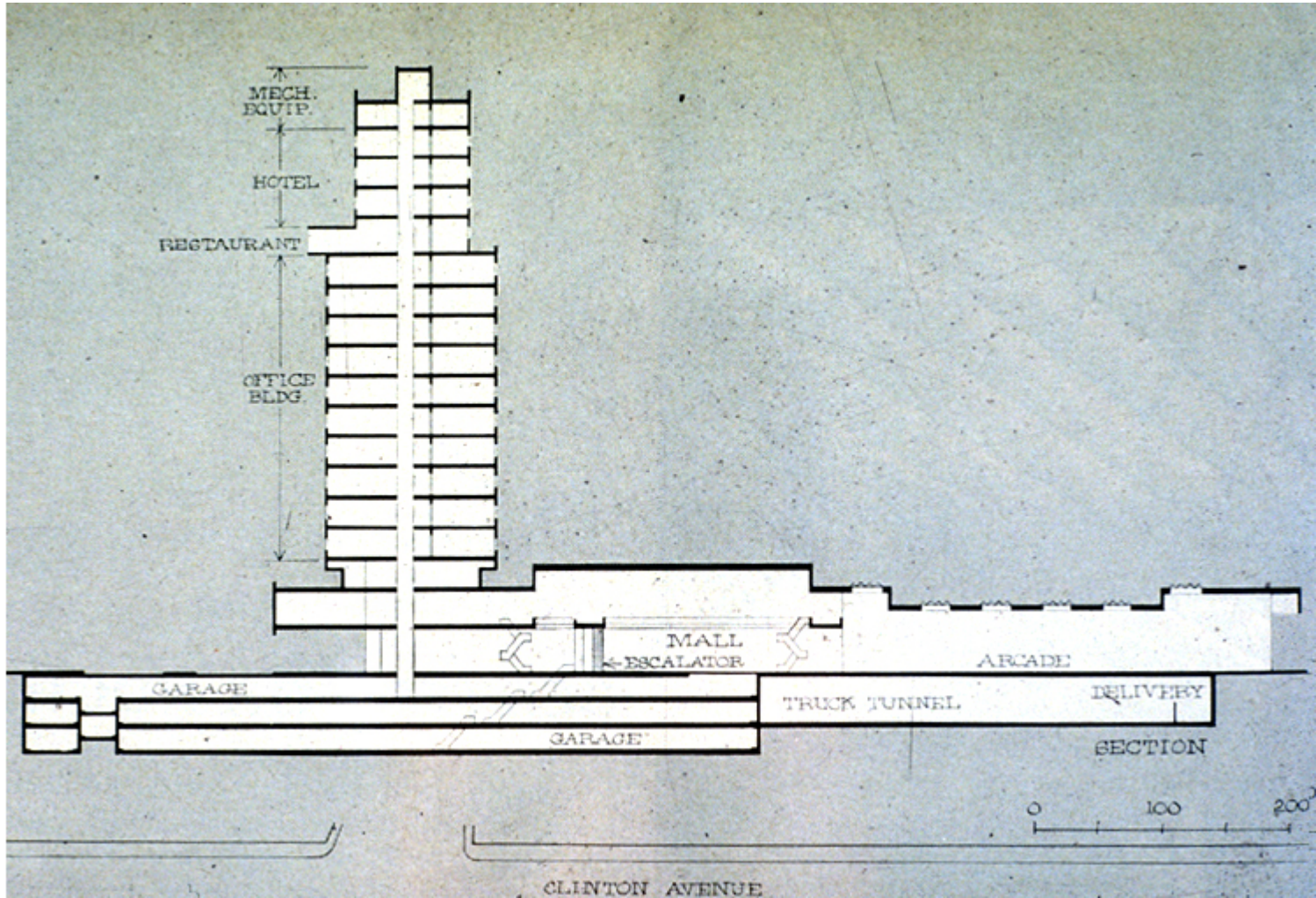
Southdale, Edina, 1956



Midtown Plaza, Rochester, 1962



Midtown Plaza, Rochester, 1962



Town Center, Vällingby, Stockholm, 1954



Nordweststadt, Frankfurt, 1967



Towards a global consumer society (1975-95)

Shopping, tourism and historic context

Renewing the downtown-again

Shopping and entertainment

Not retail, but space, people and popular culture

Shopping center(s) + hotel(s) + office(s) + theater(s) = Edge city

Festival Marketplace, J. Rouse & B.Thomson Architect Associates, Boston, 1976



Inner Harbor Baltimore, Festival Marketplace, 1980



Citywalk, Jon Jerde, Universal City, LA, 1993



The Grove at Farmers Market, Los Angeles



The Grove at Farmers Market, Los Angeles



Farmers Market, Los Angeles



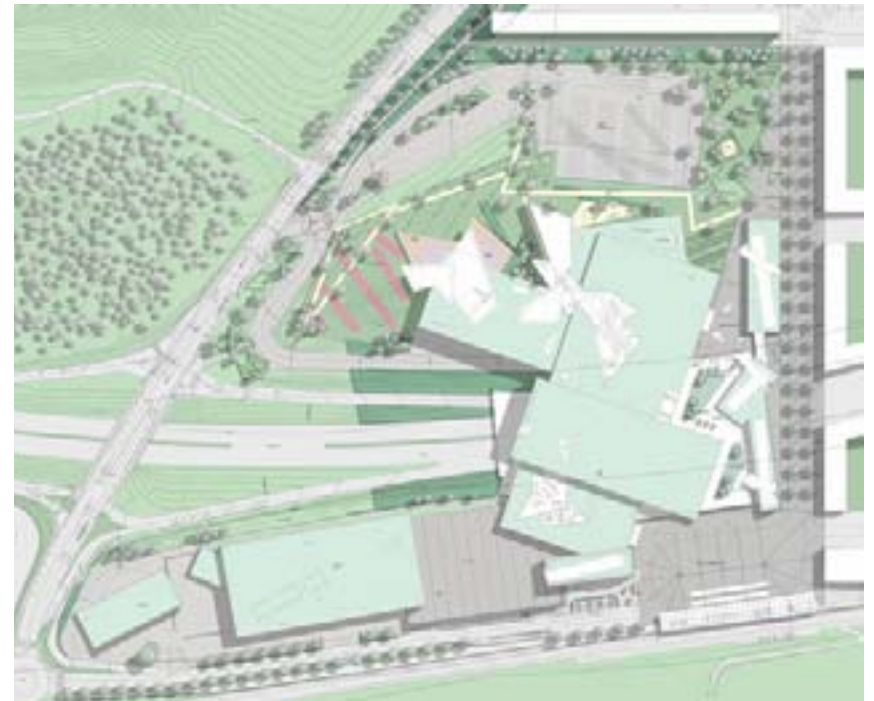
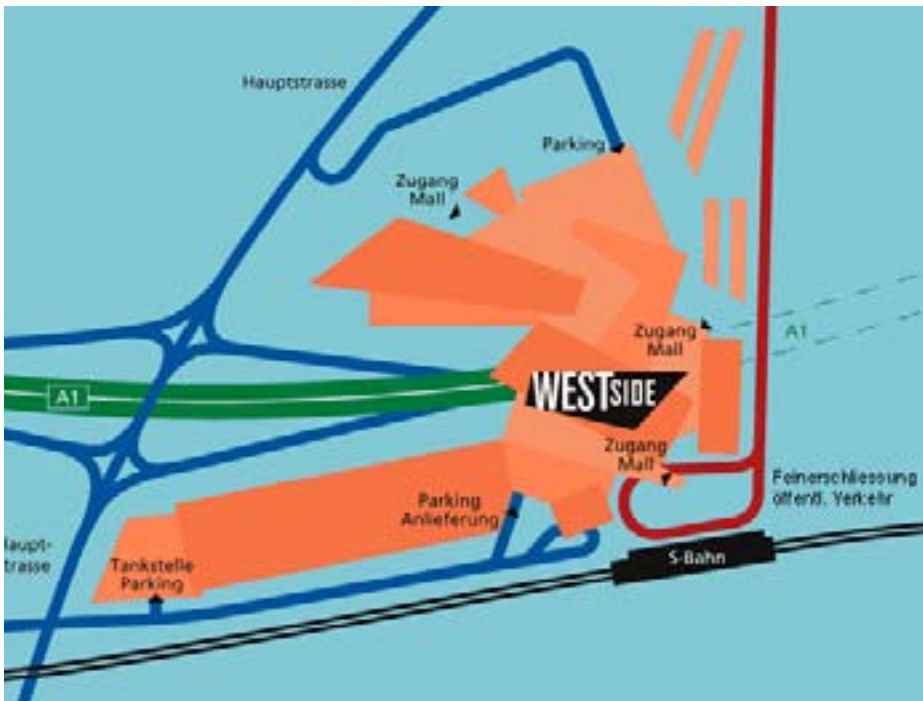
Restructuring regional settlement + anchoring an heterogenous periphery

Participation,
Integration,
Access,
Shopping,
Entertainment + Architecture

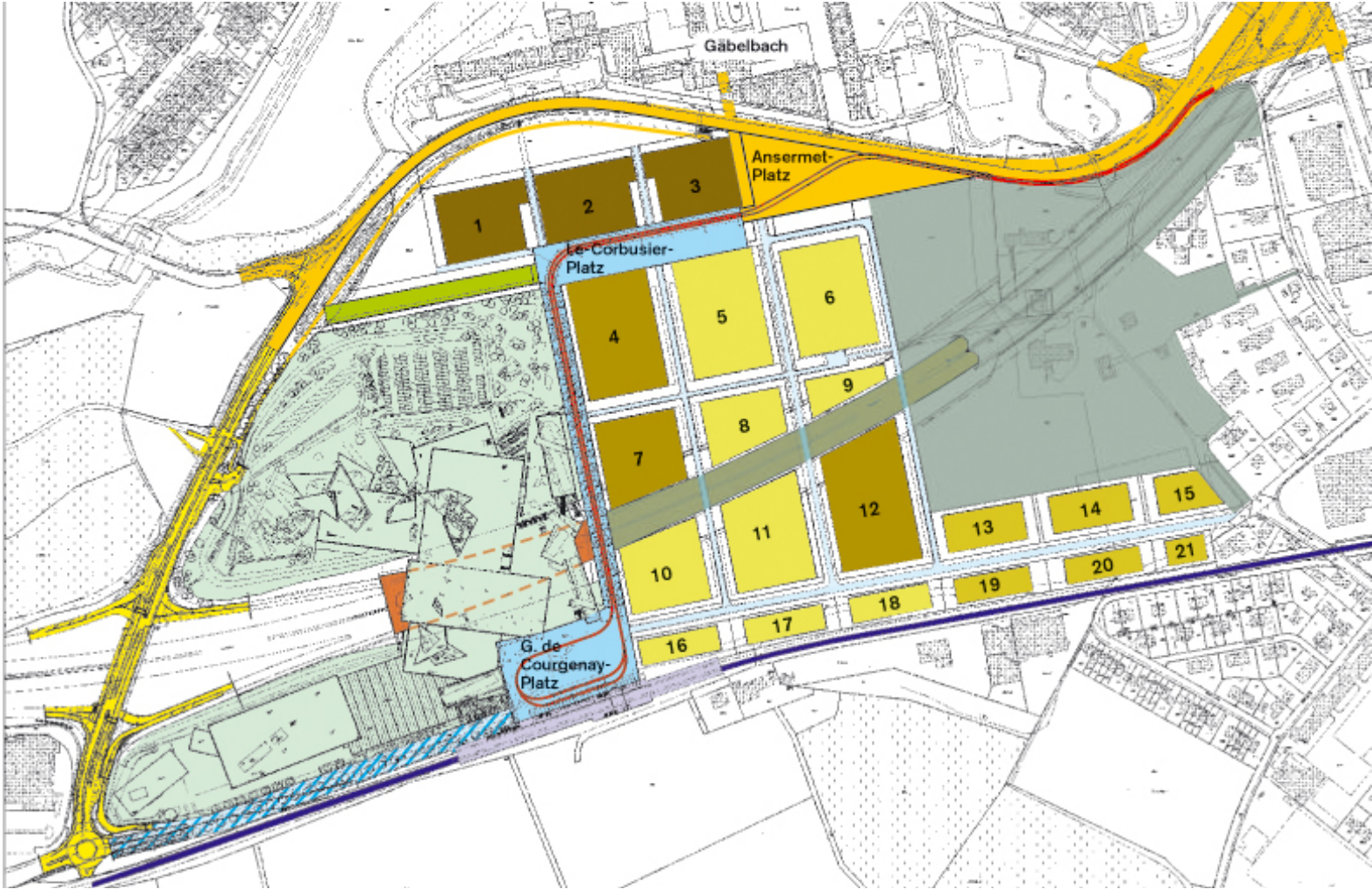
Westside, Bern, CH, 2007



Westside, Bern, CH, 2007



Westside, Bern, CH, 2007



Westside, Bern, CH, 2007



Creating urban structure where there was none

The entire urban surface is a market
Learning to be modern
Shopping center clusters as local centers

Stakeholders, consensus, and citybuilding in the era of climate change

Stakeholders: potentials and conflicts
Towards a sustainable city

Jakarta



Händler, Jakarta

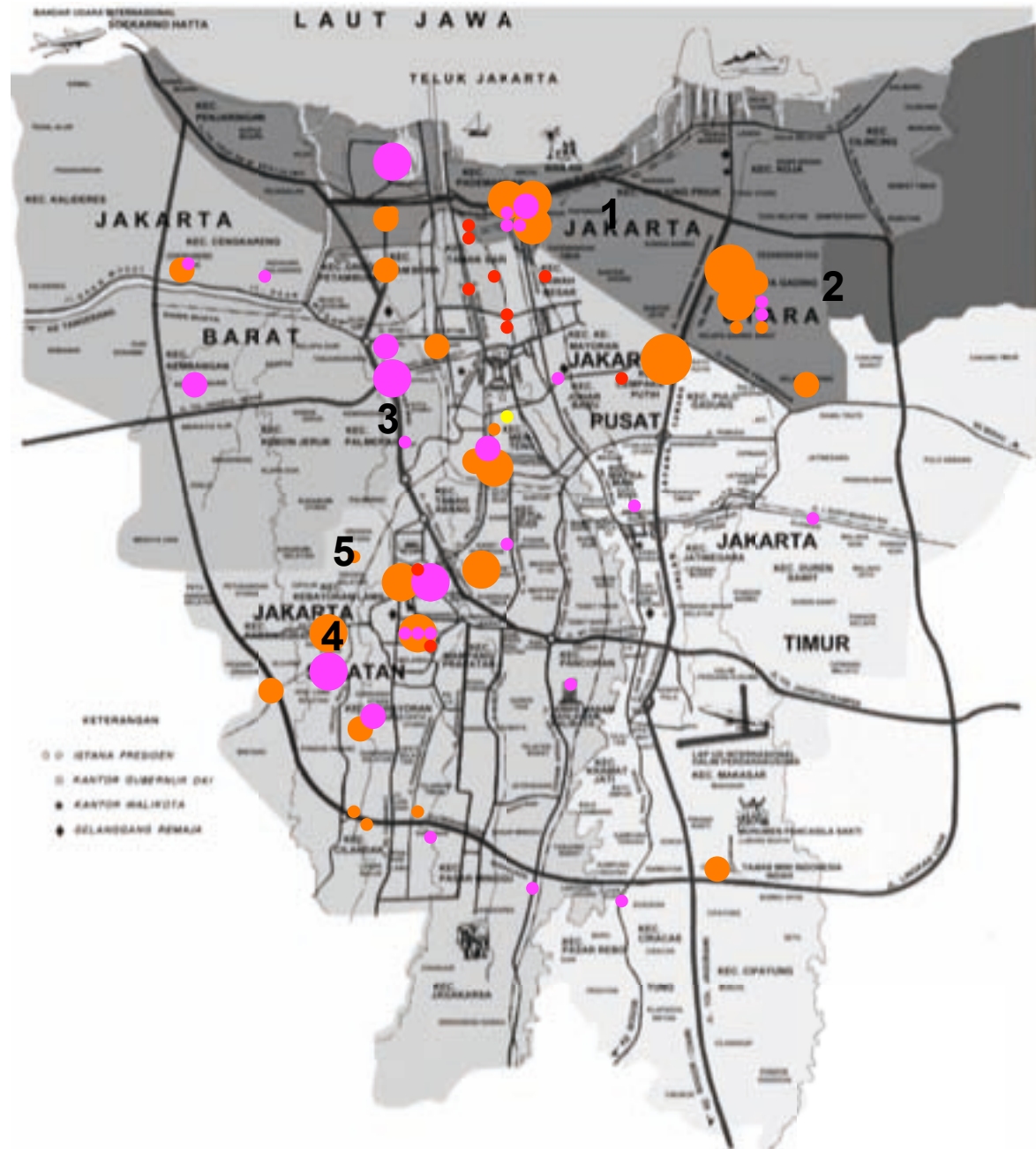


Kampung-Laden, Jakarta

Trade Center, Jakarta



Cluster



Cluster

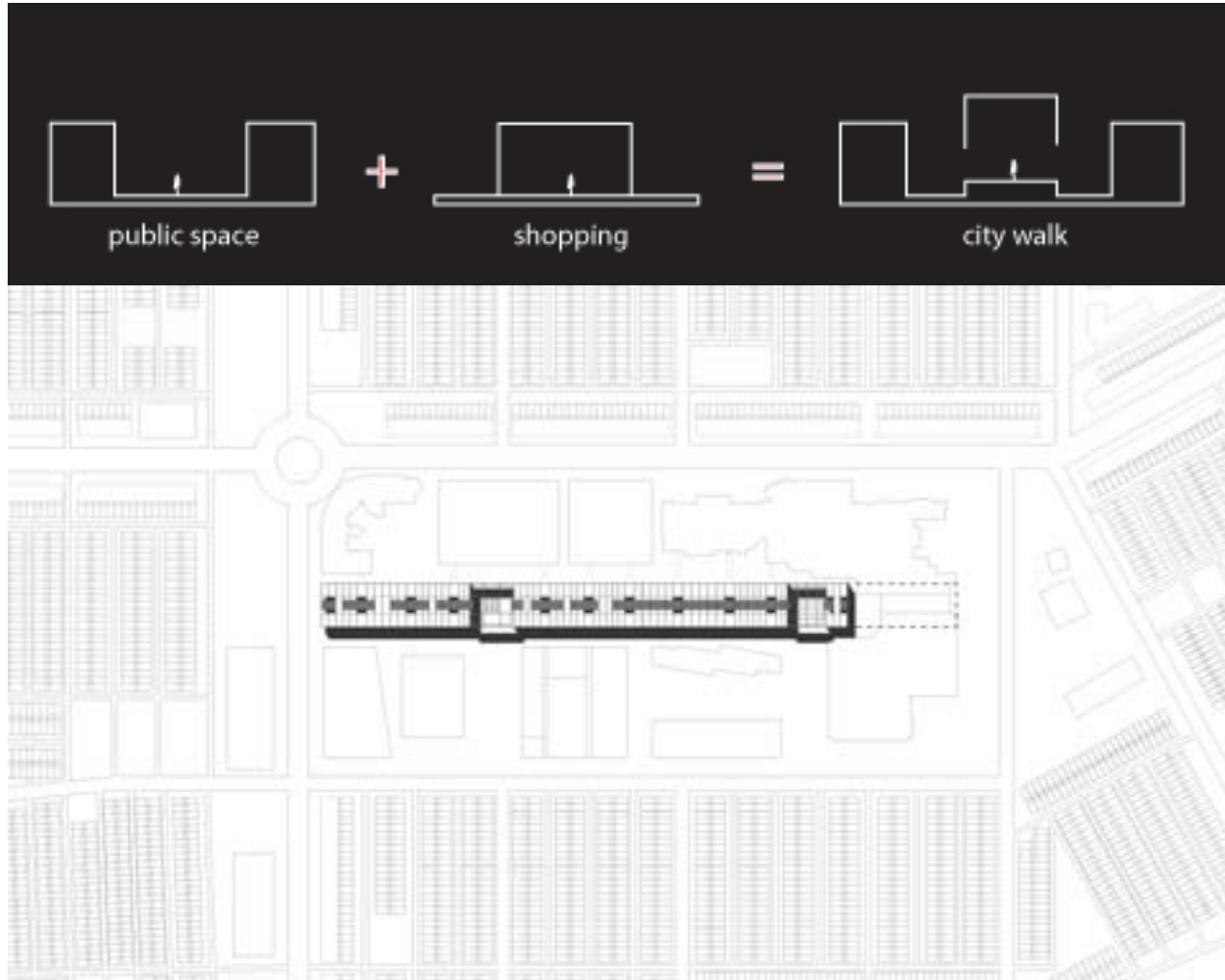
1. Mangga Dua
2. Kelapa Gading
3. Bundaran HI
4. Blok M
5. Senayan

Kelapa Gading, Jakarta

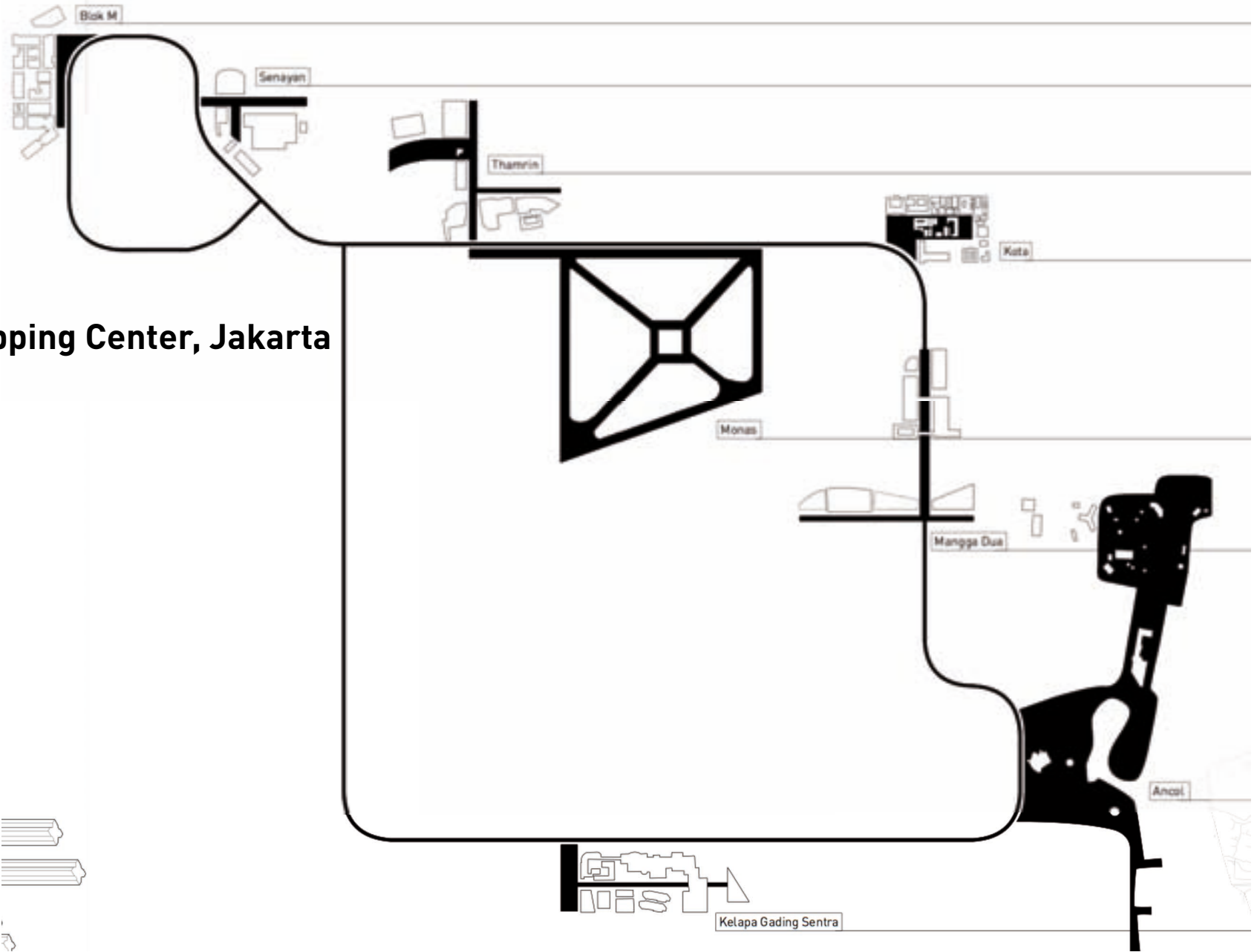


SENTRA MASTER PLAN SENTRA KELAPA GADING
KELAPA GADING

Gebauter Boulevard, Kelapa Gading



Shopping Center, Jakarta



Stadtmarketing and the regional competition for shopping tourism

Shopping und discovering cities

Rheingalerie, Ludwigshafen



Rheingalerie, Ludwigshafen



Sihlcity, Zürich



Sihlcity, Zürich



Sihlcity, Zürich



Vom Einkaufszentrum zur Wohlfühlcity – der Funktionswandel unserer Innenstädte



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LOGISTICS

Northland, Detroit , 1954



Logistics



Link: material extraction > manufacture > distribution > consumption > solid waste > landfill

Distribution / Logistics

logistics are a direct indicator of the level of economic activity

US: freight rail cars carrying raw materials or waste

De: number of containers being trucked internally (Toll Index (TI) based on GPS data)

forward (traditional distribution / logistics)

raw materials, parts + finished goods flowing from suppliers, producers, distributors to consumers

Consumer actively acquires

reverse logistics

waste, returned packages, defective or obsolete products, are “climbing back” the supply chain

-reverse logistics is a process in which manufacturers and distributive organizations take responsibility for new products supported by environmental considerations and an economic understanding of the life cycle of their product

-reverse logistics is a measure of both corporate but also consumer responsibility

Consumer actively acquires + gets rid of

Distribution

distribution landscape has created an engine for the evolution of urban form in 4 ways:

at an **urban scale**, by transforming the front and backstage areas of cities and small towns;

at a **regional scale**, by creating new structures that will provide for growth of new communities;

at a **continental scale**, by the re-ordering of the hierarchy of cities in a country's commerce; and

at **street level**, by filling our roads trucks working via electronic control on a tight schedule leading to traffic volume and accidents disrupting the daily urban system of every large city.

Susan Snyder, Alex Wall, "Emerging Landscapes of Movement and Logistics." AD profile 134. No. 7/8 1998

New York, Port Newark

Front stage: Manhattan's shopping districts

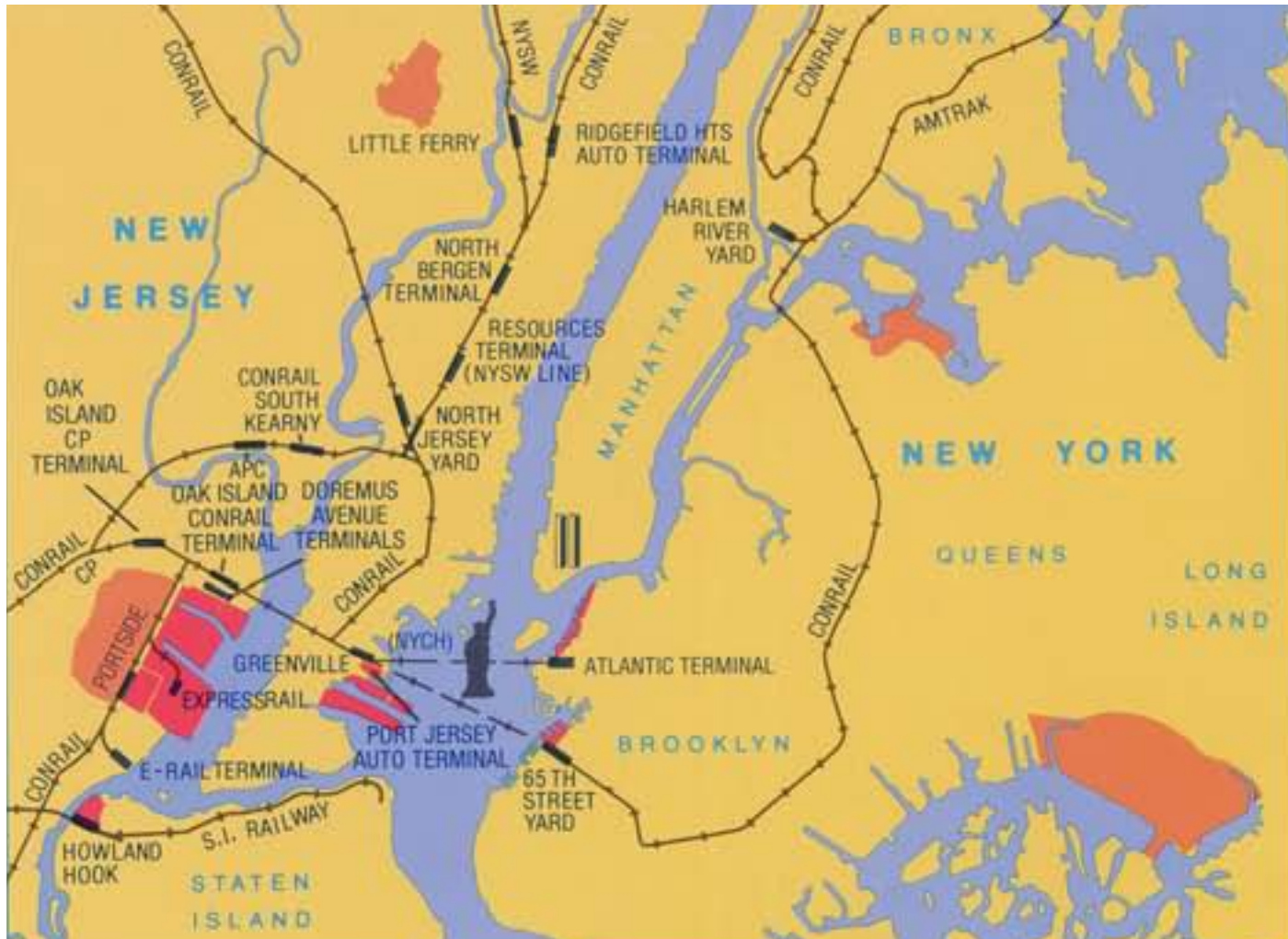
Back stage: the ports, airports, rail and truck freight logistic centers, for example:
The Newark logistics cluster consisting of:

- Newark Airport air cargo and courier services
- Port Newark-Port Elizabeth Container Shipping Terminals
- NJT (Route 95), the main East Coast N-S highway, with dedicated truck lanes
- Conrail freight line, the main East Coast N-S cargo route

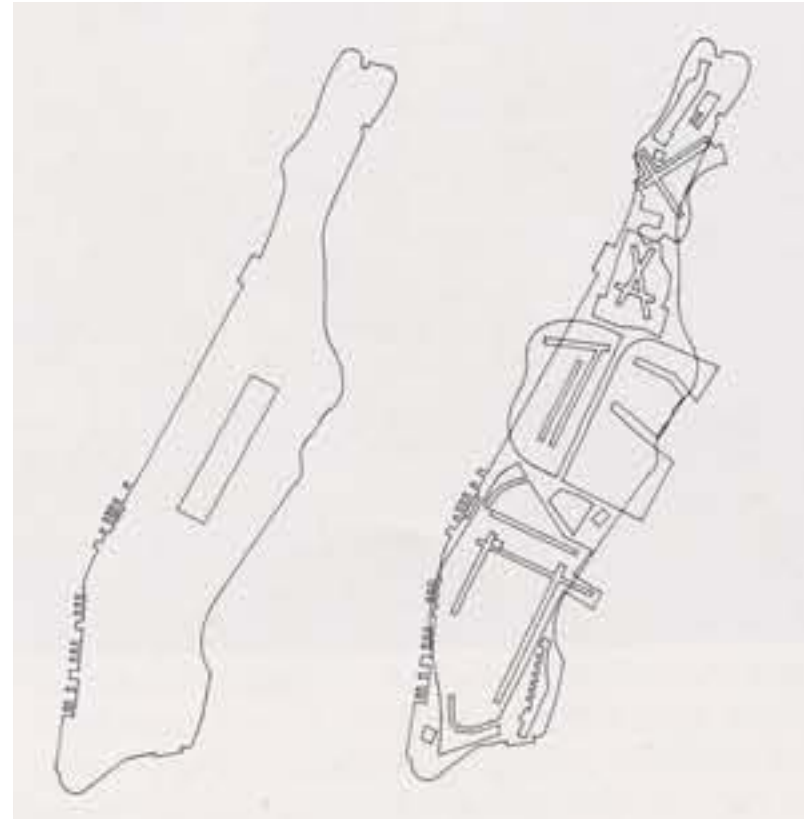
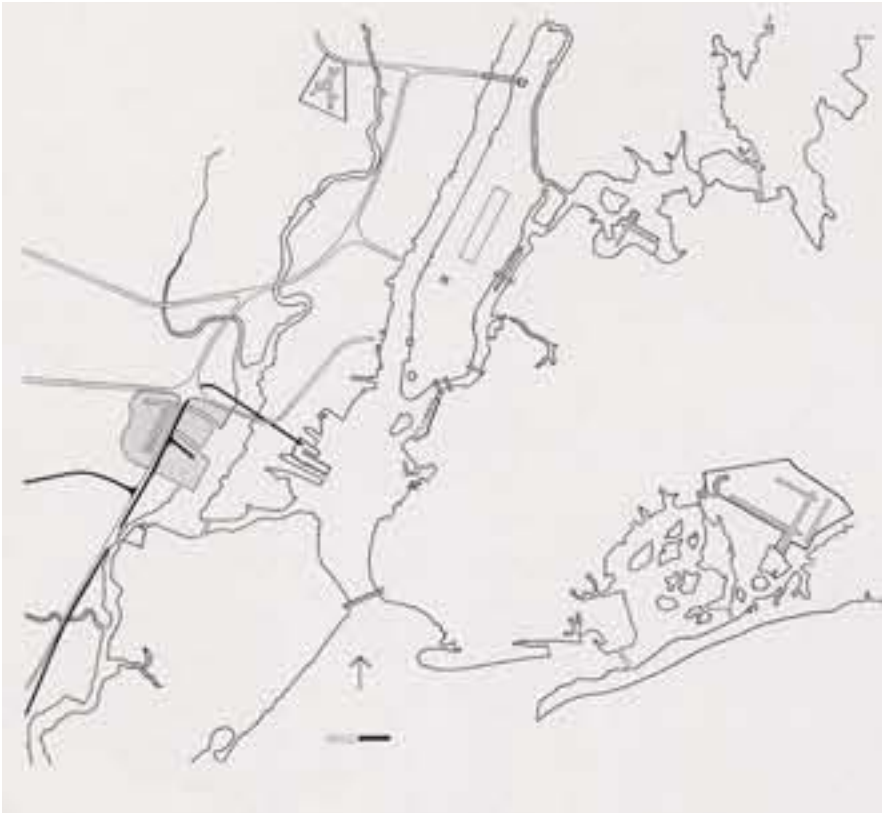
New York, Port Newark



Port of New York – New Jersey Intermodal & Auto Rail Facilities



New York Metropolitan Area – Manhattan island



Alliance, Texas

Inland Port covering 3772 HA (8,300 acres) located in the Dallas - Fort Worth city region

At junction of highway 35 running N-S between Chicago and NAFTA zones of Mexico, and E-W freight movements in the DFW Metroplex

Alliance joins 3 main function:

I It integrates several key logistical systems:

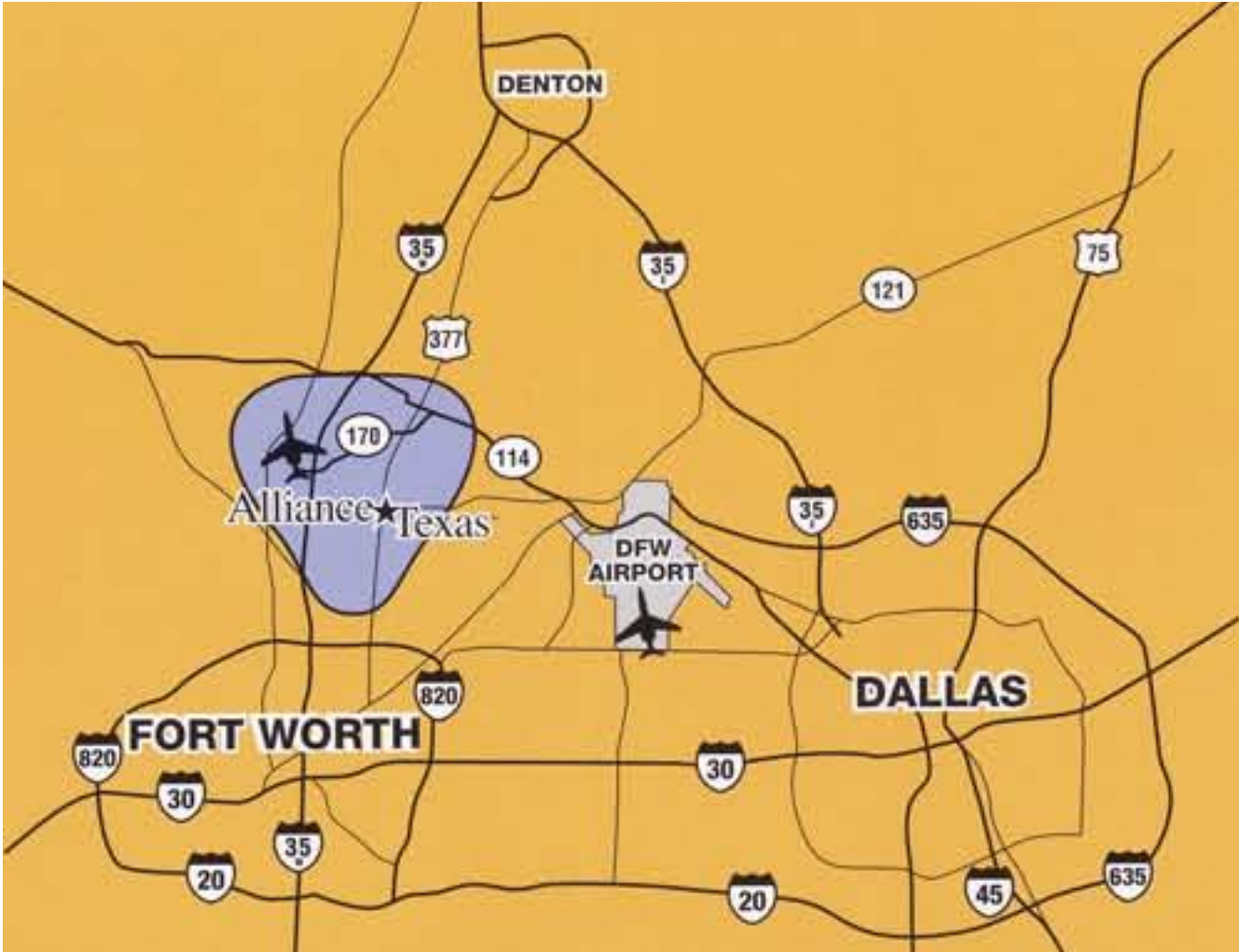
- Masterplanned industrial airport
- BN-SF container yard (Rangierbahnhof)
- Interstate highway network

II Intermodal Business Parks

- international sourcing, courier, and maintenance
(Fedex, American Airlines, Intel, medical transplant service)

III Residential districts with education, shopping and leisure functions

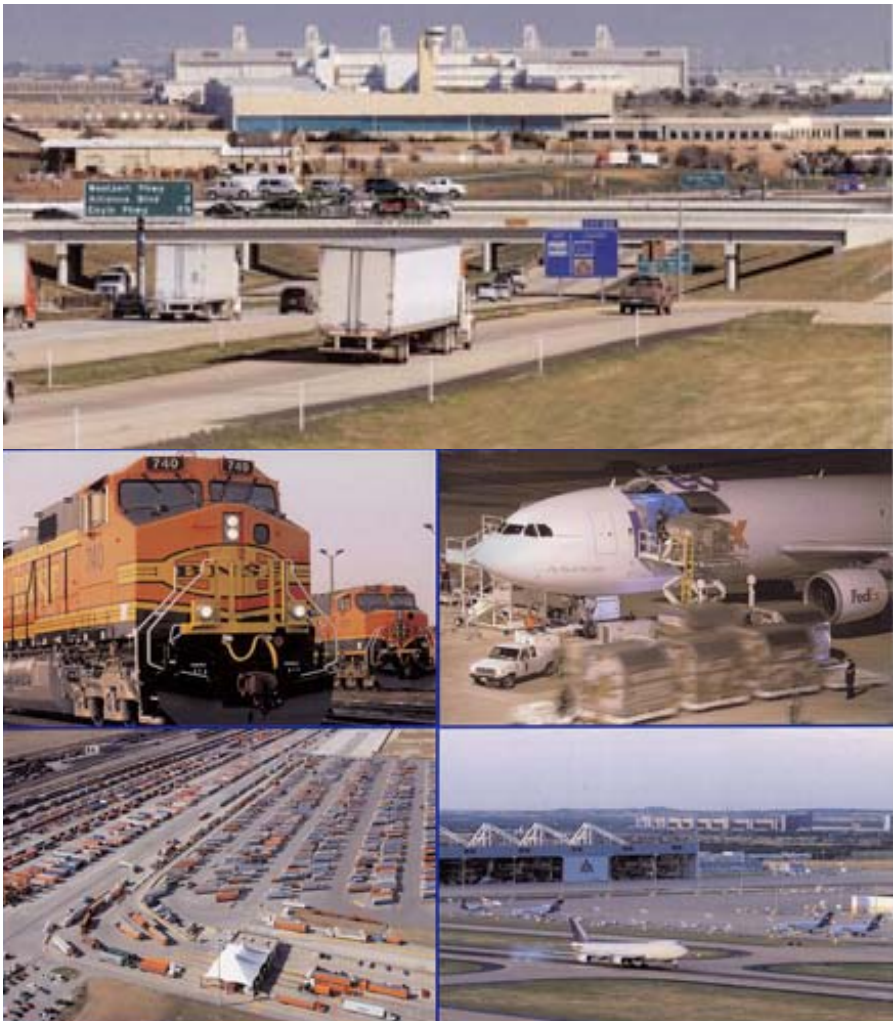
Alliance, Texas



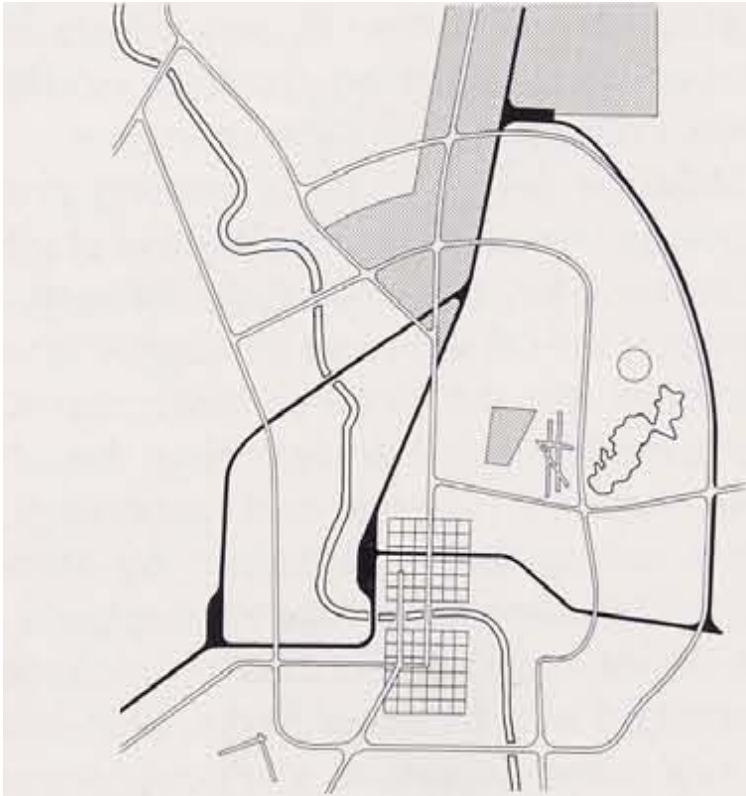
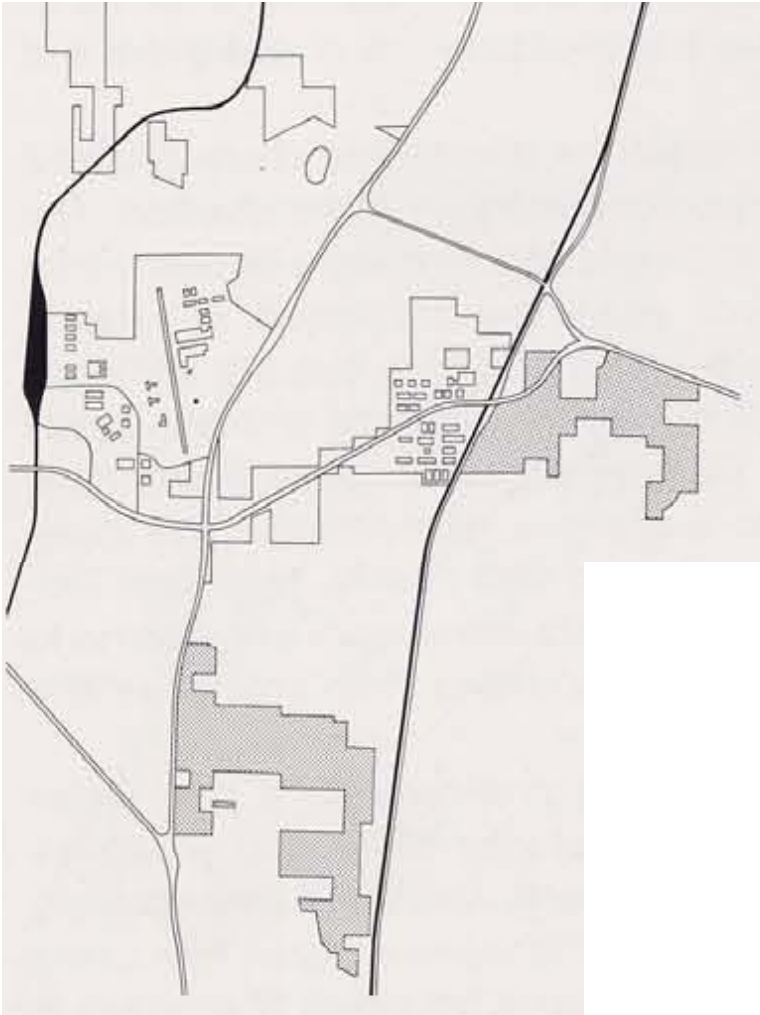
Alliance, Texas



Alliance, Texas



Alliance, Texas (Residential zones at Circle T Ranch and Park Glen)



Alliance, Texas (Residential development at Park Glen)



Caution Dress, Nancy Judd



FREITAG bag



Consumption – Logistics: new questions and problems

Consumption - Retail industry distinguishes between:
-physical shopping as „bricks and mortar“ destinations, and
-virtual shopping or „E-commerce“

Amazon (1995), iTunes (2003), Netflix (1997) and now,
„Showrooming“-user browses and handles product in a store but
then orders it online using his „Pricecheck“ app.

Miller, C. C, and J. Brosman. „E-Books Outsell Print Books at Amazon.“ NYT 2011.05.19

Logistics - Will the ubiquitous back stage logistics backstage-ports become the new front stage?

Logistics/Distribution are too pervasive to be separated from the daily life of the city.
Gewerbegebiete in Heilbronn, or the clean logistics node at Alliance (should) function as legitimate urban districts.

Cities - Cities as places will depend more on design
from the scale of products to store/restaurant design to streetscape and surfaces and
on the leisure amenities readily available---cultural and recreational experiences...
retail destinations are dynamic, changing as the underlying business model changes;
similarly places have been resilient responding to changes with new forms and functions.“