

## FRA SHOPPINGCENTER TIL BY

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This dissertation is a study of integrated shopping centers. Three new Danish centers in dense urban situations have been analyzed. The way they have been programmed and designed in relation to their context, and the way they contribute to the creation of new pedestrian connections and new public spaces is discussed. The dissertation discusses how the centers reflect important theoretical positions concerning the production of the city and public space. The analysis allows for a discussion of the relevance of these positions in contemporary urban development. Victor Gruen is often called the 'father' of the shopping mall, and an important contribution to architectural theory relates to his attempts to design public spaces in a dispersed urban situation. His theory was that the experience of dense urban situations in the form of social, cultural and commercial spaces transforms the visitor. In the discussion of integrated shopping centers, his strategies for revitalization of degenerated central urban districts, by applying the shopping center as a model are particularly relevant. Integrated centers often form part of urban renewal strategies in cities that have experienced rundown pedestrian zones. Gruen's strategies are discussed in relation to an analysis of SlotsArkaderne that contributed to the revitalization of the central district of Hillerød, but also had negative consequences for its immediate surroundings.

In the 50s and 60s, Jane Jacobs identified the urban life she feared would be lost in modernist interventions in the city. Her book *The Death and Life of Great American Cities* (1961) raises a number of critical factors that in combination give directions for the establishment of a vital urban life. These criteria are used in an analysis and discussion of Frederiksberg

Centret, that has contributed to the successful creation of a new populated urban district, however, without following Jacobs' instructions.

Bruuns Galleri in Århus is an example of an urban project which is initiated, financed and carried out by private enterprise. Public planning authorities, who traditionally are responsible for good urban design, have been involved in and have responded to the process in different ways. It is important to understand what agendas the private actors in the retail industry operate under and how these relate to urban design that is a separate but partially overlapping agenda. The chapter presents aspects of the urban retail agenda and the urban design agenda, and it discusses how Bruuns Galleri can be understood as a result of the interplay between them.

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Johann Friedrich Geist (1983) claims that the arcade was the first incarnation of the modern shopping center, and he gives a typological definition of it as a building. According to Jon Jerde, the mall was the place where public life survived the fragmentation of the American city, and it therefore functions as a 'model' for the organization of big people-intensive urban programs. Jerde uses the concept 'armature' about the organizational principle of his large retail projects. Together with the typological description of the arcade, it gives an opportunity to discuss the Sony Center in Berlin, which is based on the shopping center as a model, without actually containing shopping. The center constitutes an alternative public space which is conceptualized in a way that is different from the surrounding publicly owned and administered urban spaces. Further, the dissertation discusses general aspects of the integrated shopping center. One aspect is that these centers contribute to a fragmentation of local contexts. Here, urban fragmentation processes are discussed based on Stephen Graham's and Simon Marvin's Splintering urbanism (2001).

In addition, Rob Shield's theories, about new forms of social public spaces are introduced, theories claiming that shopping centers potentially counteract fragmentation by establishing social centralities.

The integrated shopping center can be seen as urban design. As a result of inter urban competition they also form an element in the design and project based profiling of central cores in many cities. In England, the Urban Task Force produced the white paper Towards an Urban Renaissance (1999), which emphasized the need for good urban design as a precondition for counteracting urban dispersal. The integrated shopping center acts as a driving force in this development, and it also represents a conceptual model for the construction of attractive, lively social public urban spaces.



Finally, the role of the integrated shopping center as an element in postmodern urban development processes is discussed. The understanding of the centers' role could be used for conceptualizing new systems of public spaces in the contemporary fragmented city. Potentially, the center transcends its original function as a retail outlet and serves a much wider purpose. As such, the integrated shopping centers should be considered as a model for new composite, vital urban districts of distinct identities.

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