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Prospective face of social spaces constructed with contemporary understanding of art

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Abstract

The concept of shopping, which emerged with exchange method within historical process, entered into a great transformation process with passages, which are regarded as prototypes of these places. Today, these structures became spaces which penetrate into daily life of people, social and cultural structures of cities. Therefore, it was inevitable to conduct comprehensive researches on them with their social, political, urban and architectural dimensions. As it can also be understood from each new construction of design that is put forward for malls, these places are designed with a visual structure that has similar characteristics to city centers albeit they diverge from cities in physical and social aspects. In other words, today's shopping malls are constructed as urban spaces that incorporate various elements within themselves that belong to exterior space. In this line, covering malls in terms of architecture underlies this study. These places, which have become popular for people who have adapted to city life, are not able to go beyond being consumption-oriented limited spaces where only the act of shopping is materialized even though they have modern designs. These limited architectural designs and new suggestions brought forward as solutions to them were questioned within the context of this study. While doing this, first consumption culture and concept of shopping were examined by taking space construction into account and what these places represent as daily spheres of life were questioned. In this study, shopping centers were regarded as spaces that should gain a character in public sphere apart from being places where product and services are sold, it was anticipated that interaction between users and construct will steer this gain and will affect social life. This study, which emerged as a result of a need to examine present situation of these spaces that have great importance and to make prospective assessments, was prepared by utilizing journal, book, magazine and internet sources.

Keywords: design, art, space, architecture.

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1. Introduction

Design began to be more comprehensively addressed as of the modern era in both intellectual and scientific senses and designs, which emerged with this process, have included unusual, different design approaches and space constructs into our life. This experienced transformation influenced design created in mind by affecting perception of artists (architectures) and caused them to change their design (Halil, 2008). Technology being the most important factor that affects understanding of design in present age encouraged people to question spaces in which they live and designs created for these spaces. As technological advancements, which cause to call the modern age as 'the age of speed', affect all our life, they have also changed and developed spaces where we live and organize.

Techne in Technology (technoslogos), which is used in spaces that is interpreted by ascribing different meanings to art and which has a significant place in the said process of development, refers to performing and logos refers to knowing (www.teknolojivetasarımsitesi.com). Technology in dictionary of TDK (The Turkish Language Association) is described as:

1. Methods of production related to an industrial branch, tools, equipment and instruments used, knowledge of application that contains ways of using them and science of application,
2. All tools and equipment developed by humans to monitor and change its material environment as well as related information (Köktemir, 2014).

While technology, which has changed from past to present with industrialization and has gained a great progress, and its demands cause gradual expansion of cities, it also ensured development of many new tools and methods in all aspects of our life as well as in the field of interior architecture and also influenced and continues to influence design. At this point, it is a fact that present technology, which ensures development of current opportunities, has made opportunities it presents in all space designs and applications indispensable for designers (Suzen, 1998).

Today, with this development process experienced, spaces have started to be complemented with "designs", which will fulfill popular culture, common forms of shopping and demands. It is observed that each passing day, shopping malls that have architectural structure equipped with the latest technology have started to further appear in all aspects of life.

2. Development

Technology, which changed with industrialization and gained a great progress, affected pace of production and consumption. Increasing pace of production and consumption in the second half of the 19th century pushed artists towards quests for different spaces and at this point, spaces became modern consumption areas. Major shopping centers with very diverse architectures for sale of great deal of products as a result of industrialization now signify a new life style. In present day, it is estimated that importance of shopping centers, which emerged by pursuing the goal of "greatly making use of" almost the whole day in major cities where number of employees is a lot, in near future and its trade volume will be far beyond its present extents (Uğuroğlu, 2005).

Placing activity of shopping into an architectural form and it being an inseparable part of city belongs to the ancient Greek-Hellenistic era. Trajan's market, which was established in Roman period in the 2nd century B.C., can be shown as a precursor of shopping mall examples. While Agoras and the Forum in Roman period were the first planned shopping venues, markets which were shopping places of the Middle Age Europe were venues that pointed to an unplanned activity with travelling fairs established around cathedrals and in city squares (Tokyay, 2005). These spaces turning into a group of shops and stores that also incorporated shopping venues occurred in the beginning of the 19th century. After these developments, searches for spaces compatible with capitalist mode of production, consumption culture, automobile ownership and

marketing strategies arose. Thus, the concept of "Mall" emerged, which appeared in North America after the Second World War as a reflection of spatial regulations and means "place of bazaar with threes that is closed to cars" pioneered by Victor Gruen (Ozendes, 1999) and then became the most important body in the world of shopping in the U.S.A. Nortgate, which was opened in Seattle in 1950 and is also called Bon Marche Supermarket, is among the first examples of "Mall" structures.

It is known that in parallel to technologic development and population growth in European cities in the beginning of the 17th century, shopping activities such as expositions and fairs gradually started to be organized in multi-story cast-iron closed fair venues with big spaces. There is a common point in all these similar structures to ensure sustainability of architecture as a continuity of an accumulation, common historical culture and historical city together with contemporary requirements of shopping and commerce. One of the most beautiful examples is Galleria V. Emmanuele, which is situated in Piazza del Duomo (the Cathedral Square) in Milan and faces the world-famous Duomo Cathedral. It is observed in similar structures to Emmanuele that city and historical identity was prioritized in relationship between individuals and shopping, and there was progression in developing, interpreting and creative role of modern architecture aimed at contemporary shopping functions.



Picture 1: Galleria Emmanuele, Milan

In 1960s, malls started to return to city centers and new malls began to be constructed in city centers. Mission Valley Mall can be given as an example to this new type of structure.



Picture 2: Galleria Mall, Istanbul

In our country, the concept of shopping started to be blossomed with Galleria Mall, which was established post-1980 era when communication revolution began to pervade the whole world. This structural example is a building which combines the era's modern shopping requirements with human needs and they created important influences on development of architectural culture and psycho-social life with major shopping malls built in all our cities as a result of gradually growing demands. A period of liberalization was initiated in post-1980 in Turkey and in this period urban development policy, which left permanent traces on urban spatial structuring, fed a period filled with negativities. A mentality, which ignored plan provisions, prevailed and this lack of planning, became constant with laws and unsuitable regulations.

After an era of lack of planning in 1980, this time a mentality of off-plan settlement despite planning exposed cities' common living spheres, forests and water basins to unearned income-based speculation. Also, legalization of off-plan developments with frequently issued amnesties became another factor of this era that pushed it to illegal behavior (Hacısalihoglu, 2000).

Even though there is an extraordinary cultural heritage in our city centers, formation of social spaces that will fulfill socio-cultural needs of humans brought along alienation with following period since modern urban plans and urban transformation projects could not be developed. Interior designs of these centers, which were constructed without planning, are another striking point. Mostly, designs that consist of artificial trees and plants and aims at sustaining natural urban landscape are applied. These design examples and similar ones bring along a concern on designing interior spaces in a way that 'will fulfil all sorts of needs of individuals technologically and comfortably and 'raising new generations who will not embrace exterior space culture'. Making designs in which transparency is emphasized and individuals can interact with exterior space can be proposed in order to somewhat eliminate this concern. The fact that for interior space, the phenomenon which abandoned human-oriented traditional structures and ended these structures is developing technology caused birth of several ideas.

Related to this subject, Rem Koolhaas says the following: "Since today museums look up to stores, why not a store even somewhat fulfill a museum function?" (Foster, 2002). The idea that underlies this statement is that spaces will be enriched in a multi-faceted way beside its ordinary architectural setup with development of social relationships of individuals apart from their one-sided relationship between money and product, and they will become a real urban environment.

It can be considered that humanity which developed civilizations can also within itself produce alternative suggestions aimed at architectural structures that are opposite to its own life cycle. And this will be achieved with architects, who would not sacrifice from main values of architecture but on the contrary want to develop it, presenting more suggestions for mall designs to public. Considering common qualities of malls in our country in terms of architecture and society, a space can be constructed in which people with various levels of culture wander and socio-cultural as well as artistic activities exist. Because, these newly created spaces will make those places alive.

3. Conclusion

Expanding use of technology in interior architecture of shopping malls in terms of architecture and society is displayed among targeted goals. Thus, individuals, who are experts on using present technology aimed at this objective and follow innovations, should be trained. There are schools and institutions, which provide education in this subject in international arena. For instance, there is a two-year diploma program in the NAIT that provides education under the name of Interior Architectural Technology and there is an education program named Art and Design Technology, Internal Architecture in the Tidewater Community College. These programs should be proliferated. Internal architects must internalize essential disciplinary knowledge well for them to wholly utilize opportunities of technology.

Considering common qualities of malls in our country architecturally and their outcomes socially, it is observed that visual power of a structure decreases influence of shopping units. Rather than an individual's idiosyncratic world in classical shopping malls, an atmosphere was formed in which an individual who visit these structures experience together with their 19th century structure with interesting qualities, sea, dock, modern city center and with other visual city images. It is seen that with increasing developments in economic settlement and telecommunication technology, spaces that were shaped by tendencies of centralization and spreading out of center began to create urban macro form. Ensuring its continuity is among the most important prospective objectives. At this point, it is observed that number of central business centers in cities has increased and new communication as well as transportation opportunities have concentrated in business centers of cities. Historical cities experience a rapid

loss of value as a result of these experienced and similar developments and thereby changes. Preserving historical values and also putting requirements for change into practice have come to forefront as clashing goals for Istanbul. The notion that modern shopping culture should be presented with alternative architectural solutions without destroying its cultural and physical environment as well as historical city and universal characteristics of humans should also be maintained in our country with a heterogeneous-multi cultural, major architectural heritage (Keyder, 1994).

Shopping malls, which are created or considered to be created with what technology has brought in interior space designs, would maybe ensure their sustainability by differentiating buildings in following periods in architectural sense. This study, which intends to draw attention to importance of technology for these structures, which have considerably affected our living spheres, to not lose their functionality and to adapt to wills and demands of consumers, will maybe have a historical value in the future and display alternative proposals for creating structures that can be inherited to future generations in architectural sense. For future, the fact that these structures will be effective and in fact should be effective from national economy to cultural heritage must not be ignored and afterwards, similar structures should be designed with this consciousness.

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