

Interior Space Organizations of Shopping Centers that Forms with Public Social and Cultural Changes

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Abstract—This study discusses the space organizations of contemporary shopping centers as a consequence of public and cultural changes in Turkey. Every social change, transformation and development finds a spatial counterpart. Changes and transformations have been recorded regarding Turkish social life, cultural life, city life and built environments in the last decade. This study aims to analyze the social and cultural changes that have prepared the emergence of contemporary shopping centers in Turkey. The content of the study includes transformations in Turkish social and cultural life. Changes in consumption patterns in Turkish public life and the contemporary outputs of transformation as a shopping center will be discussed with their reflections on the space organizations of shopping centers.

Keywords— Cultural change, Consumption patterns, Interior space organizations, Shopping center, Social change.

I. INTRODUCTION

Shopping centers are one of the most common structures in Turkey, which have developed continuously in the last two decades. They have become the contemporary, dynamic, and bright life centers that fulfill various requirements of the contemporary consumers. Today, the size and the content of the shopping centers are varies from the conventional shopping centers to an artistic monument which is administered by a central management [23].

The number of shopping centers is increasing every day in Turkish cities. On the other hand, shopping centers have turned into social gathering spaces for lots of people in Turkish cities. People spend their leisure time and socialize in shopping centers. Shopping centers and their public interiors have turned into leisure spaces of the last decade. This transformation makes shopping centers social public spaces and the existence of recreational spaces in shopping center interiors, increase the total time spent within these spaces. Public spaces in shopping centers as recreational areas should be reconsidered in the means of an increase in their space quality and the sustainable concerns in interior design [1].

This study discusses the space organizations of contemporary shopping centers as a consequence of social and cultural changes that had been recorded in the public life of Turkey in the last decade. Every social change, transformation and development finds a spatial counterpart. Changes and transformations have been recorded regarding Turkish social

life, cultural life, city life and built environments in the last decade. With this study, the social and cultural changes that have prepared the emergence of contemporary shopping centers in Turkey will be discussed.. In the content of the study, transformations in Turkish social and cultural life will be analyzed. Changes in consumption patterns in Turkish public life and the contemporary outputs of this transformation into shopping centers will be overviewed. The interior space organizations of contemporary shopping centers will be examined with the light of those public transformations [2].

II. TRANSFORMATIONS IN TURKISH SOCIAL CULTURAL LIFE

Shopping centers provide secure, civilized and controlled social environments. They also provide climate control, sterilized physical environment with additional leisure spaces and leisure activities despite the retail environments which include variety of stores and a diversity of retail functions [12].Especially in the last two decades like many non-western countries, shopping centers have become a major building type in most of the cities in Turkey.

The change in politics in Turkey after World War II was reflected in the rapid transformation of the built environment as well. The increasing rate of urbanization in the 1950's changed the city structures in Turkey.

Beginning from the middle of 1980's, Turkish society has witnessed a rapid transformation due to economic and political restructuring. Before that time period, daily life in Turkey had gone through various political instabilities and military interferences since the establishment of Turkish Republic in 1923. The strengthening political and economical structure in 1980's helped to establish Turkey's appearance as a stronger nation versus the developing non-Western neighboring countries and the developed Western countries [21]. After the politics of the 1980's, a new period for the domestic and foreign investors began in Turkey. Stabilized economy of the country provided a valuable market for foreign investors [21]. The increase in per capital income contributed to Turkey's image as an attractive market for domestic and foreign investment firms. It is indicated in the statistics of the 'Turkish Statistical Institute, 2009' in 1982, the per capita income was US\$ 1,152, in 1996 US\$ 2,928 and in 2006 it rose to US\$ 5,477.

After the 1980s the global market economy exerted a major impact on the urban form. Turkey has gone through a dramatic change in many aspects since the beginning of the 1980s. Following the military coup in the first half of that decade, Turkey adopted economic liberalism, which led to a sudden rise of foreign capital in the country [14].

With the changes occurring in economic means, declining dependence of manufacturing industry, a rise in the importance of service industries, and in addition to these; the rising competitiveness in the work environments, required qualified labor parallel to the economic changes in the world at that time [18].

The increase in immigration and the increase in the number of universities in cities also increased the city populations. Turkish Statistical Institute in 2009 states the public change in the reports as: the increase in the per capita income, the rise of education levels, the growth in urban population, the increase in female labour force participation, all brought changes in the consumption habits [5].

In the effect of rising new global political and economic system like globalization new forms of socializing are introduced to the public. Also with the arousing of the communication revolutions, the urban public space s started to decrease in city public life. Shopping malls, corporate plazas, arcades and gallerias have emerged as new leisure and recreation grounds in most parts of the world, over the last 50 years have become the new downtown [13] and replaced the main street culture [17]. In the last two decades, the mall has become not only a centre for shopping but also, a community centre for social and recreational activities [2].

In the 90's a nonpolitical period for the Turkish people started to appear; following the confusing political era that had started from the beginning of the 80's. According to the Turkish Statistical Institute, 2009, the use of luxurious consumer goods such as cellular phones, microwave ovens, personal cars and computers, is an indicator of the changes in the concept of consumption [8].

Ataköy Galleria Shopping Mall, considered the first shopping mall in Turkey, was built in the year 1988 in Istanbul with the "build-manage-hand over" method [5]. The opening of Galleria was considered as the reflection of the modernization of Turkey. After the opening of Galleria, in the last twenty years, numbers of shopping centers have opened around the country especially in big cities such as; Istanbul, Ankara, İzmir and Bursa [8].

The increase of population in suburbs, the decrease in the attractiveness of shopping facilities in the city centers and an increase of the total amount of time spent in shopping have aroused a major amount of interest towards shopping centers [5].

According to the report of the Turkish Statistical Institute issued in June 2011, the number of actively used shopping centers in Turkey is 279. Istanbul has 109 active shopping centers whereas Ankara has 37 and İzmir has 17. There are 1116 shopping centers in the various cities of Turkey. Turkish

Retail Snapshot Report, 2011, identifies that there are around 30 malls that are being built in Istanbul and a total of 56 others in various cities of Turkey. Distances between shopping centers in some cities have decreased to less than 300 mt [5].

The dramatic increase in the number of shopping centers in the last two decades in Turkish cities clearly identifies the change in public life. Shopping centers have become new recreation and social centers in Turkish cities for different age, sex, education and social class of people. Shopping centers are the new social gathering places and urban meeting spaces [14].

III. CHANGES IN THE CONSUMPTION PATTERNS OF TURKISH PUBLIC LIFE

There are some similar great changes that have been observed in the consumption patterns of Turkish public life during the process that prepared the contemporary shopping centers. Transformations in shopping patterns differ according to the economic and socio-cultural structure, city size and development in different regions [24]. In Turkey, like many other developing countries, mass production in industry started later than most Western countries, but the retailing facilities have developed only under the influence of the trends in shopping in Europe, covered shopping arcades and pedestrian precincts were built early in the 1950's [11].

Before the 1980's, the development policy of Turkey was based on import substitution, and the structure of the economy was semi-controlled. The basic concern of the economy was the production and availability of goods. Distribution was the secondary concern and was left to a traditional small-scale network of traders [21]. Between 1950 and 1975, the country maintained a steady economic development of 6% per annum on average, the percentage of urban population within the total population increased from 18.5 percent in 1950 to 50 percent in 1980 and the per capita income of the country increased from \$166.40 in 1950 to \$1,330 in 1980 [21].

In the beginning of the 80's, import-substituted industrialization strategy was replaced with the more outward-oriented development strategy which proposes more liberal, market oriented and outward-looking economic structure [23]. The export-oriented development strategy has introduced a highly appropriate environment for retail growth and affected the sector in a number of ways by altering demand side factors, changing environmental conditions, and increasing attraction of the sector for large corporations [15].

Since the 80's, Turkey has experienced an economic restructuring which stimulated the reallocation of resources and power within the sphere of urban commerce [21]. Due to the economic restructuring from the mid-1980s on, Turkey has experienced a rapid transformation in many domains. The structural reform in the economy adopted a liberal, market-oriented, and outward-looking development strategy. This resulted in the rise of corporate power and in the introduction of foreign capital through partnerships with Turkish firms, and this made possible the large investments that were necessary to meet the new consumer demands [15].

According researchers the government’s passive role on the economy affected negatively to lower income levels and also ended the social consensus efforts. In that sense, like in no other periods, a new social polarization process took place. The growing gap between the rich and the poor started a differentiation with clear boundaries at the spatial level. The boundaries between the two levels had never been so clear before. It is called the “new mid class” as “the new distinguished” which appeared after the 1990’s [19].

This newly-rich is comprised of the service sector workers which were created by the global economy. Despite that the general wage ratios decreased in Turkey, the new mid-class’s income had increased. Compared to other periods the most discerning aspect of the rich is the change of their consumption patterns. For the new mid-class of the 1990’s, wealth is an aspect to be displayed. Wealth was displayed through the way of consumption. The commodities represent the new mid class’s social status and social identity. It wasn’t a coincidence that shopping malls became prevalent during that time [20].

Eppli and Benjamin discusses the evolution of a shopping mall with the consumption forms of the users. They analyze the contemporary shopping mall with four main areas. In their research. of shopping center it is included a theoretical and empirical research. The four main areas of shopping centers will be discussed central place theory is the first theory which can be configured as single purpose and multipurpose shopping. The theory of retail agglomeration economics discussed with comparison shopping and purpose shopping. The retail demand externalities are the third theory discussed with the anchor tenant externalities. Finally retail lease valuation is discussed with the lease valuation and intangible assets value. The brief diagram of the theory can be seen in fig1 [13].

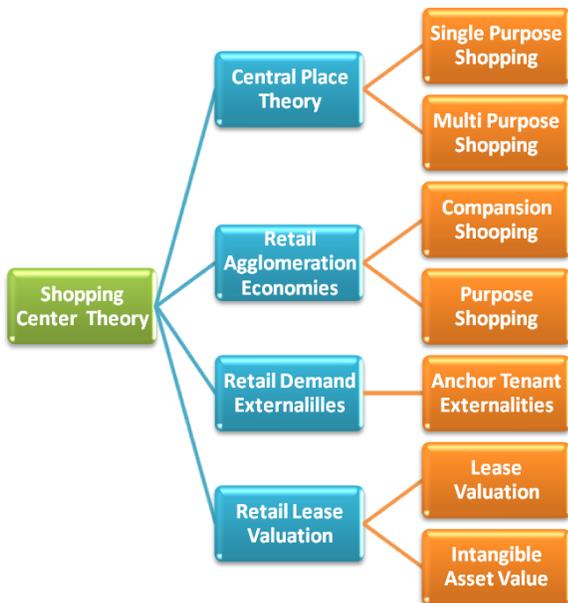


Fig. 1: The four main emerging theories of contemporary shopping centers by Eppli and Benjamin,1994.

Previous research shows, based especially on the inequalities of income distribution, the emergence of a “new rich” in the Turkish society who adopted new consumer habits and life style under the effects of global consumption patterns [14]. In addition, people spend longer hours in a mall for socializing, family gathering and recreation and are willing to commute to the mall from distant districts [15]. Even though the new lifestyle has begun to be experienced by only a small part of the society, it is becoming more common. People are becoming more focused on “consumption” [14].

There is no doubt that changing life styles influenced by the global market economy have an important impact on leisure behavior patterns in Turkey, as in all other parts of the world. While shopping malls are becoming the most popular leisure places, open and green spaces seem to be losing their popularity and priority. Through the last two decades, “consumption” has become a kind of lifestyle in Turkey, especially for the middle and the upper income groups. Thus, people’s leisure preferences have also come to be based on consumption. Leisure and recreational activities are becoming commodities, which can be bought or sold or consumed. According to Erkip “demand to consume more, and more distinctively, has created a new consumption style that required new consumption and leisure spaces” [14].

The consumption habits of Turkish people have changed in the last two decades. Increase in the quality of commodities with increasing population and earnings, increasing private transportation versus inadequate mass transportation, credit card system, developed of payment methods (installments), modernized advertisement opportunities, easy communication and increase of demands are the evident reasons of the changing shopping phenomenon and spaces. Shopping centers are the new public and recreational spaces of these new life styles in the cities [22].

IV. SPACE ORGANIZATIONS IN CONTEMPORARY SHOPPING CENTERS IN TURKEY

Shopping centers are the social gathering and recreation centers of the 21st century consumers. Today, shopping centers are distinguished from the conventional shopping centers in the sense that they are erected as the artistic monuments, having the single image that is administered by a central management.. Shopping centers are administered in such a systematic way that they fulfill the requirements of individuals and families through one stop shopping in areas where different types of stores come together. Apart from fulfilling consumers’ shopping needs, these centers provide services to satisfy consumers’ social, entertainment, recreational and cultural needs from different age sex, social class in the public [25].

Shopping center spaces are considers as a new form of traditional gathering places like the town square, park, sidewalks or town halls. The kind of space in itself may not be as important as the quality of interactions afforded by different kinds of public spaces including: the kinds of people admitted,

the range of speech and participation allowed, and the ways in which ideas are expressed and received. In the ideal, there probably should be few constraints should themselves be subject to public debate and deliberation [26]. Contemporary shopping centers are the new forms of public spaces of the cities. They are the new gathering spaces for the cities.



Fig. 2: A view from the public space of a shopping center in Turkey (İstinye Park Shopping Center)

It is described that the shopping center by virtue of shopping center scale, design, and function, and constitutes a shopping centers appear to be private public spaces (community spaces), more or less open to anyone and relatively sanitary and safe [16]. Although the primary activity in shopping centers is to acquire the goods required for our daily use, 'shopping' could include eating and drinking in cafes, sightseeing, visiting markets, being with one's friends and browsing [25]. It is suggested that consumers are likely to gravitate to a setting offering a favorable climate, a high potential for social interaction, a perceived freedom from safety concerns, and a large selection of consumable goods and experiences [10]. Except for home and work, people spend more time in shopping malls than anywhere else [22].



Fig. 3: A view from the public space of a shopping center in Turkey (Capital Shopping Center)

As it is indicated in the previous sections; with the spread of globalization, these shopping centers also took their place in Turkish urban life, particularly after the economic restructuring of Turkey in 1980s. This restructuring resulted in a shift of power from small, traditional traders to large domestic and multinational corporations [21]. Consumption in Turkey increased noticeably, due to the rapid development of means of communication and the search for new markets by foreign countries. Even though there was a strong movement towards establishing shopping centers [22].

Beginning from the 1990's shopping centers started to take place in the life of Turkish cities. A new type of place for social communion started to be appear within the fully enclosed, climate controlled shopping areas. The shopping centers has become the new main street for the city population living in urban and sub-urban. he malls compete with local retailers and win, since malls are commercially big successes.

In the study of Gottdieners shopping centers are considered as machines for the realization of capital". Gottdieners distinguishes two levels of analysis:

1) Design motif of the shopping center itself

A) Motif of the mall is to disguise the instrumental exchange between producer and consumer.

B) The shopping center itself is a sign since it connotes something different from its principle instrumental function.

2) The way separate elements within the mall produce meaning.

A) Design elements within the mall. The goal of intra-mall design is only instrumental: controlling the mass to make the transformation of production to consumption for the realization of capital easier [17].

Designers of shopping malls often recycle the meaning functions of cities (like city squares). People are deliberately disoriented in malls so that they will need more time to get from one place to another in the mall. The mall is also a quasi public space which brings together people en sign systems from an image driven culture. Langman also identifies that the design and layout of shopping centers try to create a utopia of consumption. Malls are resembling the space station of 2001, the starship Enterprise or high tech future cities [20].

Shopping centers are administered in such a systematic way that they fulfill the requirements of individuals and families through one stop shopping in areas where different types of stores come together. Apart from fulfilling consumers' shopping needs, these centers provide services to satisfy consumers' both social (entertainment, resting) and cultural needs. Shopping center also provide their customers choices of wide range of socializing, entertainment and enjoyment activities [3].



Fig. 4: A view from the public space of a shopping center in Turkey (Istinye Park Shopping Center)

The important factors that cause an increase in the number of shopping centers is the decrease of consumption and shopping activities in the city centers. The attractiveness of shopping in city centers are decreasing continuously. Shopping centers provide a wide variety of goods and services. The existence of exit ways to main roads in the region where they occupy, the presence of security precautions that decrease the crime rate in comparison to that of city centers, and the length of working hours compared to conventional shopping centers (they are open at midnight, on Sundays, and on some holidays) are the factor that effect the increase in the demand [23].

With the above mentioned advantages, shopping malls rapidly became the most distinctive features of the metropolitan landscape of Turkey as well. The first malls were built in 1987 in Istanbul and in 1989 in Ankara [14]. Shopping malls with their own entertainment facilities have become popular leisure places of the citizens since then. Erkip, claims that “the mall as an emerging public space is turning out to be one of the most important sites for the transformation of Turkish urban life”. The question of why this new form of leisure place became so popular has been studied extensively. Besides shopping activity, the shopping mall is a meeting place attracting a wide user group [15]. Similar to the role of parks in history, managers think that the mall can be a melting pot for some ethnic or immigrant groups in the society or an avenue where people affirm themselves and express their personal values by their shopping behavior [23].



Fig. 5: A view from the public space of a shopping center in Turkey (Istinye Park Shopping Center)



Fig. 6: A view from the public space of a shopping center in Turkey (Arcadium Shopping Center)

Customers use the shopping centers both for utilitarian and hedonic activities. Therefore, satisfaction from shopping is not gained just from shopping itself but also acquired through the engagement of various activities provided in the malls, such as exercising, attending shows, having lunch, socializing with friends or even strangers, or attending a movie [4]. This type of shopping activity is dubbed “recreational shopping”. Recreational shoppers pursue shopping as a leisure-time activity [4]. The recreational shopper is profiled as one who spends more time shopping even after making the intended purchase and is more likely to shop with friends. Shopping for recreation for many is not driven by needs alone but also by the pleasure of discovering needs. A number of personal and social motives for shopping are identified: diversion from routine daily life, self-gratification, learning about new trends and ideas, physical activity, sensory stimulation, social experiences with friends, enjoying status and authority, and the pleasure of haggling [23]

Consumer satisfaction and the easiness of shopping in these centers are another significant point that cannot be ignored. To be able to find everything required altogether with less effort, having a parking lot, not being affected from negative weather conditions. Apart from shopping, it is likely to benefit from

social and cultural services in a very short time and with less effort. Generally, shopping centers are classified according to size, the characteristics of the market they are in, the structure and composition of the retailers they contain, product diversity, and the number of anchor tenants (main tenants) [17].



Fig. 7: A view from the public space of a shopping center in Turkey (365 Shopping Center)



Fig. 8: A view from the public space of a shopping center in Turkey (Armada Shopping Center)

Shopping centers provide opportunities for their users to socialize. Although they are privately owned, such spaces are used by the public. Some of them are almost real community centers [22]. Shopping is the most important contemporary social activity, and, for the most part, takes place in the shopping center [16]. Shopping centers, which are separated from the old downtown by distance or design, seem for many people to be the new heart of public and social life [22].

Shopping centers are also serve as a place for stimulating social behavior. Spaces for entertainment and leisure with billiard hall, bowling alley, market stall, cafes, restaurants, cinemas, fitness centers, art exhibitions, shows and music concerts [20]. In different times of the year considering the

holidays, religious events, national days and etc. lots of different activities organized in order to attract the customers and to keep them staying in the shopping center [4].

The meeting alleys of the shopping centers are essential for those kinds of activities. They are designed to provide a required area for the customers to watch and participate to organized activities. The walking alleys of the shopping center sometimes provide a scenery for the exhibitions. Customers have the opportunity to experience some exhibitions while they are walking in the shopping center. Also some special organizations are arranged to attract and keep children in the shopping centers. Actually in some cases shopping centers work like kinder gardens and children activity centers [3].



Fig. 9: A view from the public space of a shopping center in Turkey (Kayseri Shopping Center)



Fig. 10: A view from the public space of a shopping center in Turkey (Arcadium Shopping Center)



Fig. 11: A view from the public space of a shopping center in Turkey (Arcadium Shopping Center)

Erkip, indicates that contemporary shopping centers are designed as a complex, which provide a new experience for post modern users/citizens in Western cultures. This experience changed the nature of shopping, now merged into leisure and entertainment. Shopping is also a form of leisure. Some researchers have noted that shoppers in shopping centers are generally more like leisure seekers [14]. Although teenagers spend much of their leisure time at shopping malls. Bloch et al. (1994) found that malls are viewed by consumers as a place not only for shopping, but also for other activities, such as entertainment. Many shopping centers now enjoy children's play spaces, virtual reality games, live shows, movies in multiplex cinemas, a variety of food in either food courts or themed restaurants, and interactive demonstrations [13].

Apart from all these, new and different types of shopping malls have developed in response to rising consumer needs. Life style centers are multi purpose centers that enable consumers to make their shopping in a different style whenever they feel stressed. Generally in such centers where entertainment and food based services are provided, there are restaurants, theatres, and cinemas, sports centers, conventional retailers and famous stores which sell house utilities. Lifestyle centers in general are located in areas where upper level income groups reside [17]

Contemporary shopping centers are the most common structures in Turkey. In the cities, the number of shopping centers are increasing day by day. With the social, cultural and the economic changes in the society shopping centers became the new social and recreational centers in the cities of Turkey.

V. CONCLUSION

The number of shopping centers increasing continuously in the cities of Turkey. Shopping centers are one of the most common structures in Turkish cities. The distance between two shopping center decreases to 300 meters in some cities.

Analyses of the shopping centers, clearly show that, contemporary shopping centers have turned into social gathering spaces for lots of people in Turkish cities. People spend their leisure time and socialize in shopping centers. Shopping centers and their public interiors have turned into leisure spaces of the last decade. This transformation makes shopping centers social public spaces and the existence of recreational spaces in shopping center interiors, increase the time spent. Public spaces in shopping centers as recreational areas should be reconsidered in the means of an increase in their space quality and the sustainable concerns in interior design.

Every social change, transformation and development finds a spatial counterpart. Changes and transformations have been recorded regarding Turkish social life, cultural life, city life and built environments in the last decade. With this study social and cultural changes that prepared contemporary shopping centers in Turkey analyzed. Transformations in Turkish social, cultural life changes in consumption patterns in Turkish public life and the contemporary outputs of transformation was studied to analyze the transformations in contemporary shopping centers. Consequently the space organizations of contemporary shopping centers as a reflection of social and cultural changes that had been recorded in the public life of Turkey in the last decade had been overviewed.

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