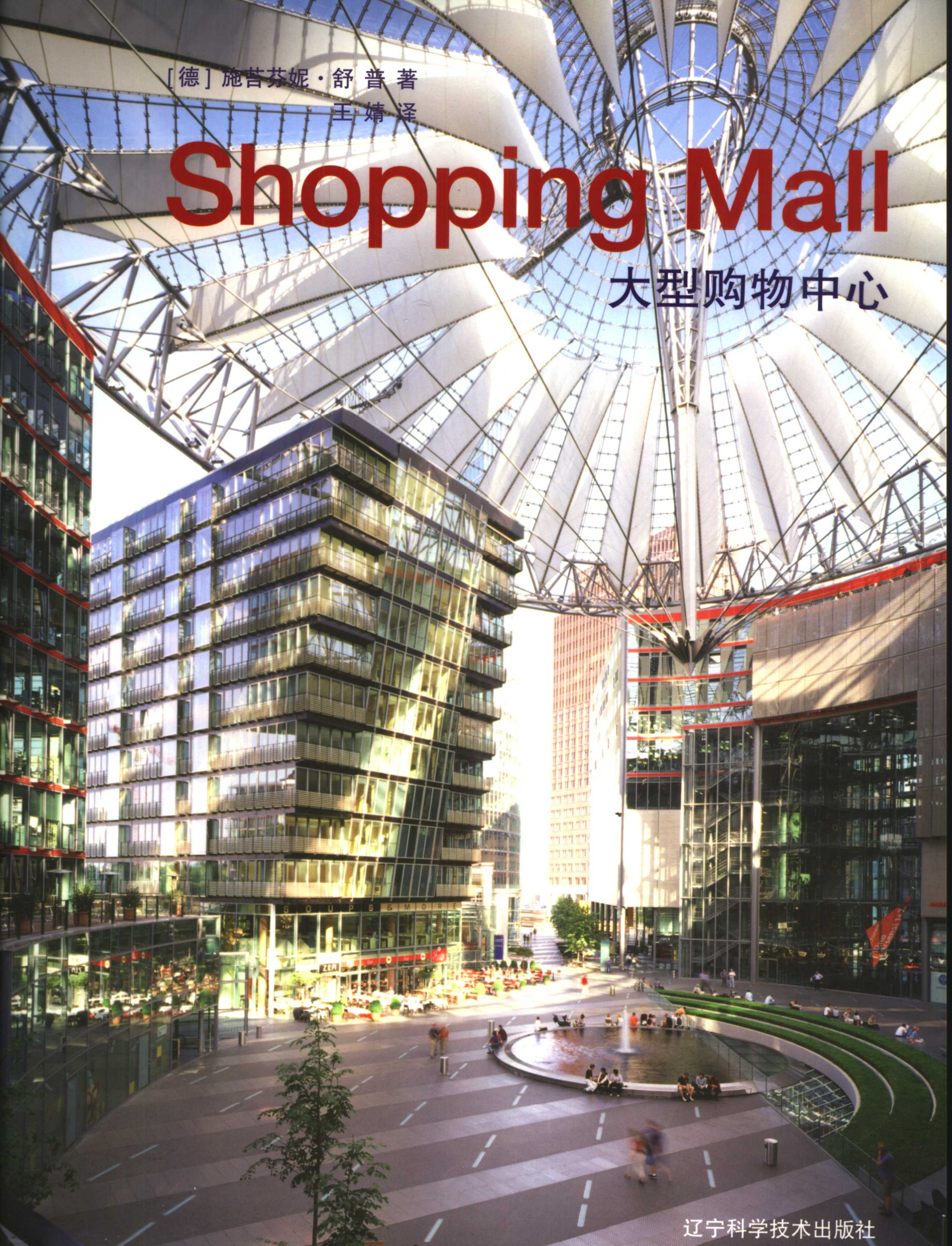


[德] 施苔芬妮·舒普 著
王婧 译

Shopping Mall

大型购物中心



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图片

Allianz Center Management GmbH: S. 148-151 | archimation: S. 22-27 | Baschlawow, André: S. 122, 138, 142, 172-177, 186-189, 191, 338-341 | de la Bastide, Maurice: S. 164-167 | Bergeret, Gaston: S. 46, 48-49 | Binsack, Gunter: S. 218-223 | Blessano, M.: S. 318-321 | Borel, Nicolas: S. 46, 48-49 | Breuningerland Centermanagement: S. 240-243 | Coop Immobilien AG: S. 342-345 | DGAG: S. 168-171, 214-217 | Diehl: S. 264 | Dollhopf: S. 265-269 | ECE Projektmanagement GmbH & Co. KG: S. 183-185 | Englehard / Sellin: S. 63, 65-67 | Erlacher, Gisela / BOE GmbH: S. 328-333 | Esch, H. G.: S. 104-115 | EUROPARK Entwicklungs- und Betriebsgesellschaft mbH: S. 298-301 | Gahl, Christian: S. 28, 32, 33, 35, 36 | Gitty darugar: S. 312-317 | Görner, Reinhard: S. 74-77 | Grundstücksgesellschaft Specks Hof Leipzig GbR: S. 224-227 | Haidegger, Andreas: S. 192 | Halbe, Roland: S. 93, 95, 96, 97, 122-127, 182, 190, 202-205, 261-263 | Hesse, Udo: S. 352 (Helmut Jahn) | Hochheimer, Norman: S. 36, 256-257 | Höhns, Bernd Rüdiger: S. 178-181 | Huber, Ariel: S. 79, 80 | Hülsbömer, Frank: S. 50-52 | Huthmacher, Werner: S. 282, 284-285 | Jantscher, Thomas: S. 192-197 | Jungmann, Ales: S. 286-291 | Kirchner, Jens: S. 276-281, 322-327 | Klönk, Stephan: S. 39, 47, 59, 283 | Kohler, Carola: S. 58, 60-61, 270-275 | Kramm, Rüdiger: S. 156-159 | Kruse, Waltraud: S. 160-163 | Leistner, Dieter: S. 134-137, 186-189, 191, 244-247 | Linden, John Edward: S. 34, 62 | Mader, Rainer: S. 206-207 | Martinez, Ignacio: S. 88-91 | MEAG Real Estate Hamburg GmbH: S. 152-155 | Miller Hare: S. 78, 80 | Miteigentümergeinschaft Sihlcity: S. 346-349 | Müller, Richie: S. 252 | Müller, Stefan: S. 42-43, 98-103 | Müller-Klein, Anke: S. 29, 31 | Nalbach: S. 265-269 | nps: S. 144-147 | Ortner & Ortner Baukunst GmbH: S. 18-21, 334-337 | Oszwald: S. 83 | Punctum!: S. 228-231 | REAL Immobilien GmbH: S. 228-231 | Richters, Christian: S. 312-317 | Riehle, Thomas: S. 58, 60-61, 68-73, 82, 85-87, 116-121, 128-133, 208-213, S. 232-235, 292-297 | RSM Heilberger: S. 265-269 | Schadelohr GmbH: S. 302-307 | Schmidt, Jürgen: S. 160-163 | Siebe, Helmut: S. 92 | Schyska, Markus: S. 38, 40 | Stock: S. 265-269 | Stüber, Jochen: S. 199 | telos design: S. 139, 143 | Trimborn, H.-J.: S. 58, S. 60-61 | _UKASZ WO_NICA: S. 236-239 | Vieweg, Andreas: S. 208-213 | Vignelli, Luca: S. 353 (Henry N. Cobb) | Wälder, Jan-Frederik: S. 248-251, 253-255 | Walser, Peter: S. 308-311 | Wett, Günther-Richard: S. 88-91 | Zapf: S. 265-269

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Shopping Mall

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[德]施苔芬尼·舒 普 著
王 婧 译

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大型购物中心

辽宁科学技术出版社

目录

引言	6	汉萨区	160
前言	8	勒凡特豪斯	164
		麦卡多购物中心	168
		凤凰商业中心	172
		蒂巴克中心	178
柏林			
亚历克斯	18	卡尔斯鲁厄	
柏林火车总站	22	艾特灵格门	182
水族海洋生命馆	28		
新克兰茨勒之角	34	卡塞尔	
格罗佩斯拱廊	38	城市焦点	186
毕斯道夫商业中心	42		
207 区——拉法叶拱廊	46	肯普滕	
206 区	50	阿尔高埃广场	192
施特格利茨宫中拱廊	54		
舍内豪泽林阴道拱廊	58	克拉根福	
索尼中心	62	城市拱廊	198
施潘道拱廊	68		
施迪威尔克	74	科隆	
		考勒那顿火车总站	202
伯尔尼		科隆拱廊	208
西区	78		
		康斯坦茨	
波恩		拉古购物中心	214
凯泽拱廊	82		
		莱比锡	
布尔斯		漫步于莱比锡火车总站	218
齐幕巴公园	88	斯皮克斯庭院	224
		都市百货商场	228
开姆尼茨			
庭院购物拱廊	92	勒弗库森	
		路米纳顿	232
德累斯顿			
阿尔特马克特拱廊	98	罗兹	
		罗兹卡拱廊	236
杜塞尔多夫			
塞芬斯	104	路德维希堡	
		布劳宁格兰特	240
埃尔富特			
安格尔 1 号购物拱廊	110	美因兹	
特鲁姆施道夫大街百货商店	116	罗马拱廊	244
埃斯森根		慕尼黑	
埃斯！体验 + 购物	122	五个庭院	248
		里姆拱廊区	254
美因河畔法兰克福			
道格拉斯“采尔风格”	128	明斯特	
采尔拱廊	134	明斯特拱廊	258
君特斯道夫		纽伦堡	
诺瓦·伊文提斯	138	麦卡多购物中心	264
汉堡		奥伯豪森	
阿尔托纳火车站购物中心	144	CentrO购物中心	270
欧洲拱廊	148		
鹅市广场拱廊	152	普劳恩	
汉堡庭院拱廊	156	城市拱廊	276

波茨坦 施特恩中心	282
布拉格 塞尔尼莫斯特中心	286
累根斯堡 累根斯堡拱廊	292
萨尔茨堡 欧洲花园	298
斯图加特 柯尼希建筑拱廊	302
卡尔维大街商业区	308
施瓦本拱廊	312
弗克茨威尔 弗克兰特	318
韦茨拉尔 韦茨拉尔广场	322
维也纳 梅德灵拱廊	328
威斯巴登 利林卡勒	334
乌珀塔尔 城市拱廊	338
苏黎世 莱奇帕克	342
希尔城	346
建筑师照片	350
建筑师注册登记	354
建筑案例注册登记	356

引言

一直以来，商业大大推动了城市和乡镇经济与社会的发展。在古代，商人就已经激起了市中心的活力，对它产生了巨大的影响。在古代的城市，商业行为主要是在政治氛围浓厚紧张的阿古拉广场（Agora）以及罗马圆形广场（Romanum）中进行的。在中世纪和近代初期，商业成为像福格家族（Fugger）这种个别家族，以及威尼斯、热那亚、佛罗伦萨或者汉萨联盟这些城市行政区财富的主要来源。

如今，建有拱廊、回廊、商店以及商业街商场类建筑的商业成为越来越重要的投资项目，它们紧紧地抓住城市发展的脉搏，对市中心崭新形象的确立产生了一定的影响。商业建筑重新诠释了公共空间与私人空间之间的界限。它的影响向外扩张，吸引着众多的商家前来加盟。将居住、工作、休闲和文化集于一体的多功能性建筑给城市带来了鼓舞人心的激情与力量，并为居住者和游客们成为零售业的主要顾客作出了贡献。基于共生定律，如今的城市与商业仍然在和谐统一的发展之中。

因此，商业建筑不再仅仅是一个为商业创造利润的空间，它还确立了整个城市形象、商业的商标形象，首要的是它还成为零售业和供货渠道主要利润的重要组成部分。自商业建筑粉墨登场以来，首先在市中心贸

PREFACE

From early times on commerce has been a major factor in the economic and social development of cities and communities. In antiquity, the activity of traders enlivened and formed the city centers. In ancient cities, commerce was given a prominent location directly on the Agora or the Forum Romanum in close proximity to the core of political power. In medieval times, and at the beginning of the modern age commerce became the basis for prosperity for individual families such as the Fuggers or for cities such as Venice, Genoa, Florence as well as the cities of the Hanseatic Federation.

The present-day galleries, passages, shopping centers, department stores, and retail stores in shopping streets comprise the broad range of today's commercial potentials. Together, they bundle the financial resources of important investors that provide new impulses for urban development and form the face of our inner cities. The architecture of commerce hereby defines the transition between public and private spaces. It defines a public character toward the exterior and invites one to discover the interior of the shops. Embedded within the urban context with its diverse functions such as living, working, recreation, and culture, it can take on an inspirational character and motivate inhabitants and visitors to become customers

易方面起了重要的作用，同时也一直在满足顾客的需求。对每一个市区都产生很大影响的市中心零售业来说，其成功的钥匙就在于城市建筑质量和建筑构造质量以及贸易供应的联系之中。

对于取得成功的商业建筑来说，其挑战性在于以这个背景为基础，就像符合建筑结构质量的要求一样，来确立零售业对商场的再次肯定。如果成功了，那么现代商业建筑的地点也同样会受到影响。这在今天已经越来越受到大家的关注与期望。

胡尔格·文茨尔 (Holger Wenzel)
总经理
德国零售业联合总会 (HDE)

of the retail shops. This makes it clear that the almost symbiotic relationship between the city and commerce still exists to this day.

The architecture of commerce is hence much more than the mere creation of retail space. It forms the urban context, contributes to defining a retail brand for the commercial sector, and is most importantly a major component in one of the retail sectors most central functions, the presentation of commodity goods. Especially the built expression given to inner-city retail facilities plays a major role in attracting customers and in convincing them to purchase goods. The interconnection between urban design and architectural quality is a key factor in the success of inner-city retail commerce that plays a major role in enlivening entire urban quarters.

The challenge of creating a successful architecture of commerce must be met within a framework that allows both a high recognition level for the retail sector and at the same time adheres to high levels of architectural quality. If this is achieved, a modern architecture of commerce can imbue its location with identity. Today, this is more important than ever before.

Holger Wenzel
Chief Executive Officer
German Retail Federation (HDE)

前言

我们中的很多人一定有过这样的经历，大部分的周六会像往常工作的时候一样忙碌不堪，因为我们要出去进行大采购。很多家庭大包小包地从一个专卖店走向另一个专卖店，不仅如此，还要为紧张的停车位头痛不已。

在此期间，为了弥补这种几乎到处可见的传统马拉松式购物方式的缺憾，于是产生了一个最佳场所，在那里人们既可以购物，所买的商品物美价廉，又可以成为人们闲逛或者朋友聚会的地点，顺路前来观光的游客也可以到这附近喝一杯咖啡小憩一会，能够满足这些需求的就是现在我们经常见到的：购物中心。这种建筑来自于美国的建筑理念，由多条商业街组合而成，主要用于购物，当然也考虑到了其他的社会需求。

最初的时候，购物中心都被迁到城市外围临近交通枢纽的地方；新的建筑设计方案将购物中心重新修建在人们的住宅区内，起初是建在城市的边缘地带，到了后来便逐渐修建在繁华的市中心地段。与原来的方案相比，新的建筑设计方案将商业区与住宅区的距离再次拉近，也是考虑到市中心仍然是人们主要的活动场所。从历史的角度进行分析，商品贸易的地方往往是一个城市发展的重要

FOREWORD

Some of us may still remember how hectic and frustrating it used to be to do the major weekly shopping run on a Saturday morning. Rushing from shop to shop, the family frantically raced with time, fully overloaded with packages and bags and far away from the usually distant parking spot for the family car.

In the meantime this traditional shopping marathon has been replaced almost everywhere by a virtual stage-set like experience of the act of shopping. Now – in addition to the actual procedure of purchase and the comparison of goods and prices – human needs such as the desire to promenade and stroll, to meet people, and to visit a cafe, are accommodated in new shopping centers. This term that originated in the USA defines a building complex comprised of several mall spaces that primarily house retail facilities, but also tailor to other social needs.

Shopping centers used to be primarily located far from the city centers near major traffic arteries, yet new concepts saw their return back into the city – at first to city-edge locations, and later right into the heart of the revitalised inner-city centers. They hereby once again take on the role of commercial nodes within the fabric of the city that form the urban core and act as places for social interaction. Traditionally, trade nodes were a

原动力——历史上的丝绸之路就是最有力的证明。“商业贸易”这个字眼从古至今一直与大众生活紧密相连，成为人们生活中不可或缺的一部分：交流与社交，文化与传统，排场与声望。自文艺复兴以来，像梅迪奇家族（Medici）、福格家族（Fugger）或者威尔瑟家族（Welser）这些取得成功的家族企业，在他们步入城市上流社会的发家之地，那里的商业资产阶级与当地的贵族阶层相比，无论在金钱方面，还是在社交方面都取得了巨大的优势，逐渐扭转了贵族统治的现状，最终用“金钱贵族”替代了“出身贵族”。从商业贸易中获得的财富也集中体现了自信独立的资产阶级城市文化。直到今天，购物中心和大型百货商场带动了整个城市的繁荣与生机，成为城市活力的主要源泉，并决定着一个魅力十足的大都市形象。

拱廊与回廊——游手好闲者的购物天堂

购物原本是为了满足生活的一种需要，可是在18世纪晚期崛起的商业资产阶级，却将这种购物行为看作是一项娱乐与社交活动。琳琅满目的各类商品使人们过足了眼瘾——不仅仅成为人们花钱的对象——而是被陈列在公众场所

powerful motor for urban development – a historical urban development factor known since the days of the Silk Road. A substantial segment of public life was and is interconnected with “commerce”: communication and conviviality, culture and tradition, representation and public prestige. Since the Renaissance, when successful merchant families such as the Medicis, Fuggers or Welsers first advanced to the uppermost elite of the cities, the new merchant class achieved a level of prosperity and worldliness equal to that of the aristocratic class. Ultimately, this development saw the replacement of “born nobility” with a “financial nobility”. The wealth gained through commerce formed the culture of the self-confident merchant cities with their free citizens. And up to the present day, shopping centers and department stores play a major role in enlivening the city and in defining the urban face of attractive big cities.

Passages and Galleries – The Shopping World of the Flaneur

The act of shopping was once little more than the procurement of goods necessary for survival. But beginning in the late 18th century this function gave way to a new understanding of shopping as a pleasure activity and social experience made possible by the

让顾客去浏览。在大街上方加建顶棚,不需要顾及周围环境的天气变化,于是产生了现代商业拱廊的原型回廊建筑。拱廊将自然形成的城市结构一分为二,并自成一种建筑风格。第一个拱廊建立于1800年最繁华的两座欧洲大都市——巴黎和伦敦。

拱廊或者回廊都是用玻璃加顶,明亮宽敞的小径、大街、林阴道和广场。这些地方内部空间和外部空间、房屋与街道都被包括在内,这种建筑结构使全年的空气一直保持干燥,商品也不易变质腐坏。在镶有玻璃的大街上游荡实在可以称得上是一件耐人寻味的事情,人们兴奋地来回闲逛,到处观赏、溜达并四处比较,看到的与被看到的;于是,“溜达”或者“闲逛”这样的新名词产生了——后来还出现了购物狂或者“专买便宜货”的说法。以前开放式的市场最害怕遇到下雨的天气,而如今同样的地点,只不过外部用玻璃罩上,不仅不需要担心坏天气的来临,还阻挡了街上的灰尘和大城市下水道的气味。完全变成了一个干净有序的购物天堂。

来自不同方向的几个拱廊汇聚到了同一个屋顶之下,人们称它们为商业街或者城市回廊。最著名的范例就是米兰

advent of the middle class bourgeoisie. The wide spectrum of available goods was on public display for all – even if not everybody could afford them. Passages as roofed streets were the predecessors of today's modern weather independent inner-city shopping complexes. These passages were integrated into the given urban fabric and soon created their own architectural style. The first passages were erected since 1800 in Europe's then most exciting cities – Paris and London. Passages or galleries are glass-roofed, light-filled and spacious lanes, streets, promenades and plazas that are at once both interior and exterior space, house and street. They offer year-round dry climate conditions, a factor that also extended the life of perishable goods. Movement through the glazed street becomes an experience in itself that animates one to promenade, to observe, stay in one place, compare goods, to see and be seen. The notion of the “shopping stroll” or “ambling” was born, long before the later “shopping spree” or “bargain hunt”. The rains that flooded open markets, the grit of the street, and the offensive odor of sewage pipes were all banned outside the passage and a clean, ordered retail world was created.

A mall, or urban gallery, is formed when several passages in various orientations are combined underneath one roof structure.

十字形的维多利亚二世拱廊（Vittorio Emanuele II.）。

商场——屋顶下的一切

工业化与交通状况及建筑设备的进一步改善，成为19世纪拱廊新型商品贸易的重要前提：商店或者大型百货商场。与高贵气派，属于资产阶级上流社会的购物拱廊不同的是，这是第一家将顾客群从中产阶级转向小资产阶级的百货商店，那里陈列了大批令人心动的商品，即使同类商品也是琳琅满目，让人目不暇接。

商场主要在家居用品和服装方面提供了丰富的花样品种，避免了顾客在商店之间浪费的时间和力气：每一位都可以在这里买到他们所需要的东西。采取的广告攻势支撑着这套具有决定意义且简单的管理模式，整个利益完全取决于主打产品和供货方面，为顾客闲逛和商品比较提供充足的空间。每一个为了保持自己大都市形象的城市都会有一个这种类型的商场；不禁让人想起现今杜塞尔多夫柯尼希林阴道上的购物商场，也就是以前的提茨商店（Tietz）。

这个时期商店的典型特征是在街道

The Galleria Vittorio Emanuele II in Milan is the most well-known example of this building type.

The Department Store – Everything under one Roof

Industrialisation and improvement of transportation and building technologies led to the advent of a new building typology that replaced the shopping passage or gallery: the emporium or department store. In contrast to the elegant and glamorous galleries, the first department stores presented an overly plentiful range of goods. Mass-produced products and a large number of similar goods were presented to tailor-meet the desires of the middle to lower class customer segment.

The department stores offered a full range of goods, including household goods, clothing, and also eliminated long distances between individual shops. Here, everybody could find something to buy. All-inclusive and orchestrated management underscored by advertising campaigns was implemented to direct consumer attention to specific products and offers. At the same time, customers were free to stroll throughout the complex and compare goods. Every city that held anything of itself strove to have such a department store. The Kaufhof in Düsseldorf's Königs-

前沿修建的巨大雄伟的入口区域，好像要把顾客全部吸引进来似的。建筑物中间巨大的玻璃加顶的玻璃棚天井，很容易让人们想到马克特广场，这个天井就像一个宽大的梯子连接着各个楼层。一项特别的发明带来了滚梯：顾客搭乘滚梯去购买商品；人们不需要注意自己脚下的电梯，可以自由地环顾四周。尺寸不断增大的玻璃门和展览窗使顾客的视野得到进一步拓展。最有趣的两个实例是巴黎的拉法叶商场和莫斯科的GUM。

购物中心——美国的出口畅销品

在20世纪上半叶，美国的城市建设以极快的速度扩展到了其周边地区；人们对此一直津津乐道。以前那个沉寂了很久的城市发展成为一个特殊的城市，那里的平坦足可以清晰地分辨出城市与周边地区之间的区别。传统市中心的建筑结构得一直都很简约，正如中心区域和周边地区在建筑上的不同一般，这些区别是市区和周边地区在传统空间和社会结构一致性上的分解所造成的结果。

20世纪初期，这里产生了第一个自助商店和折价品商店，这些商店满足了“讲求效率的顾客”和想买到廉价商品的顾客的需求。随着这些商店的持续发展，在50年代终于出现了购物中心这个

allege, the former Tietz department store, is a good example dating from this era.

Monumental entrances at the street level are typical for department stores of this period. They virtually “suck” customers inside to discover the spacious, glass-roofed inner courtyard that reminds of a market square, and the broad stair that connects the building’s levels. Escalators provided new impetus. They effortlessly carry customers up and down through the space and allow them to take in the goods offered without having to mind their step. Ever-larger glazed doors and shop-fronts open up to provide customers with unimpeded views of the offered goods. Two of the most interesting examples of this building type still existing are the Lafayette and GUM department stores in Paris in Moscow respectively.

Shopping Center – Export Hit from the USA

In the first half of the 20th century cities in the USA expanded into their surroundings at an astounding tempo, creating urban sprawl. Former commuter towns grew to become veritable cities of their own and it became ever-more difficult to differentiate between townscape and landscape. Urban centers in the traditional sense were increasingly neglected, and along with their demise, traditional local and social identification with the urban neighbourhoods also decreased. In the

商业概念：顾客们可以在这样一个商品种类繁多，价格低廉的商场里进行购物。只要库存充足，顾客们还可以定期买到价格优惠的商品。

人们所知的商业街得到了进一步的发展，从规模越来越大的建筑群和商业村附近角落里的小商业中心，变成了一个大型的巨大购物商场和超级购物商场。这个多功能中心再次重新成为传统的市中心一景，典型的例子就是1931年在纽约建造的洛克菲勒中心(Rockefeller Center)，最终将五个街区合并成为城中城。美国自身的发展不仅在经济上，而且在文化上都为战后时期的欧洲作出了成功的典范，向人们展示了它的消费方式及娱乐生活。

20世纪50年代以来的欧洲——市中心的新式生活

二战以后，贫穷与饥饿笼罩着整个欧洲大地，正是需要获得物质援助以保证基本供给的时候。20世纪50年代以来，随着欧洲经济的飞速发展，对消费品的需求也跟着进一步地增长。到了80年代，百货商店又开始上演一部新的成功史。

自60年代以来，按照美国的模式在城市边缘地区或者外围区开设了购物中

early 20th century the first self-service and discount stores were built in the suburbs to satisfy the needs of the “fast customer” and those on the lookout for cheap goods. The steady growth of such retail shops led to the new shopping center building type in the 1950s. Customers were presented with a full assortment and price comparison of similar goods and special offers and limited-time sales augmented the offerings.

The further development of the pedestrian shopping mall building type begins with simple corner shop complexes and grows to ever-larger proportions. Shopping villages, giant mega-malls and super-malls are the result. These multifunctional centers are increasingly found back within the traditional inner cities. The Rockefeller Center, built in 1931 in New York, that extends as a “city within the city” across five blocks is a good example for this tendency. In the post-war era, developments in the USA assumed model status for Europe. This phenomenon included economic as well as cultural aspects that play a major role in forming consumer, media and entertainment behavior.

Europe since the 50s – New Life for Inner Cities

After WWII a dire economic situation existed in Europe and it was at first essential to

心和消费市场，被人们称作绿色草地上的“商业城”。按照这一单调的顺序，陆续产生了建筑市场，家居城和打折品市场，集存储、停车和装载于一体的独特的商业城。然而原先商业文化的发源地——市中心却变得愈加荒凉起来。仍旧使用人工拉高，不宜人们居住且不吸引顾客的商场建筑是一种乏味老套的落后表现。

70年代出现了第一个反向设计方案，将购物文化重新带回市中心的居住区和聚会地点。在市中心重新恢复活力的过程中，回廊和购物拱廊作为城市的一部分再次出现在人们的面前。它已经不再是那个没有特点、品位低调的购物世界，而是被融合到城市生活与文化中去加以充实丰满。直到今天，商店的行业混合区和与之相连接的停车楼，对于城市拱廊来说都是非常必要的。

市区的建设也遵循了这一设计方案，按照美国的空间半开放模式将多功能的商业街作为人们聚会的场所。一个或者多个巨大的建筑体适合目前城市所具备的生机富有活力的建筑结构，或者逐渐成为整个市区构成的一部分。于是，市区作为体验空间和市场向人们展示了多种可能性；它是如此的开放与公开，最

organise elementary goods and to assure basic standards of existence. But along with the rapid economic betterment since the 50s the demand for consumer goods rose constantly into the 80s and department stores experienced a renewed success story.

Shopping centers and retail centers based on American models were built increasingly since the 60s on urban peripheries and in the free countryside as “shopping bunkers”. A monotonous series of building material outlets, furniture stores, discount markets – with sufficient storage, parking and loading facilities – was built. But the existent, once lively commercial facilities in the inner cities were increasingly neglected. The bland taste of the new artificially pushed, unliveable, and unfriendly shopping zones was all that remained.

The 70s saw the development of the first alternative concepts that foresaw returning shopping culture back into the living and interaction continuum of the inner city. So-called urban galleries experienced a renaissance and served as the magnets for the revitalisation of inner cities. These were conceived not as complexes shut off from their surroundings, but rather intrinsically connected with their respective contexts. A good mix of retail shop types and a direct connec-