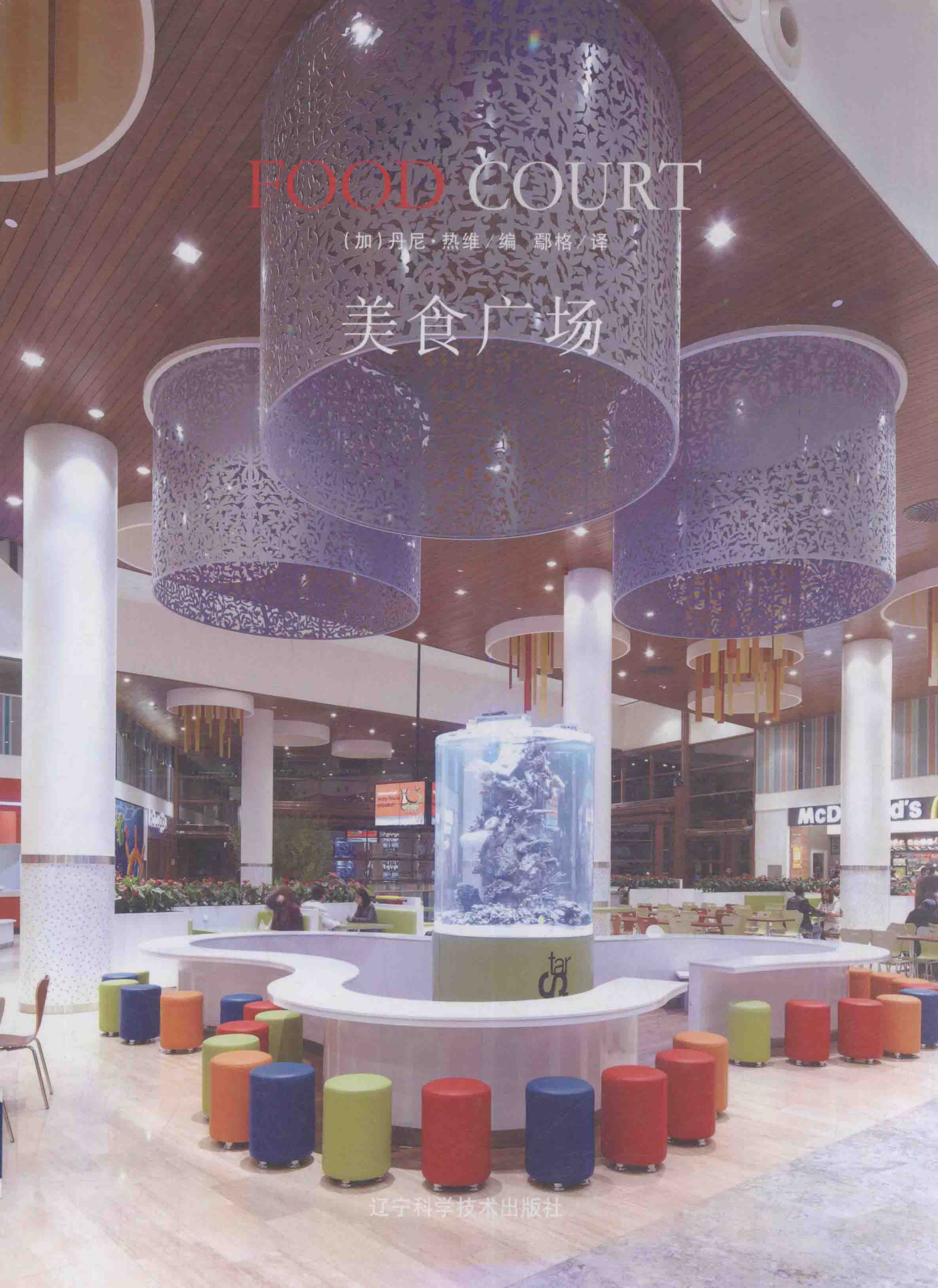


FOOD COURT

(加)丹尼·热维/编 鄢格/译

美食广场



辽宁科学技术出版社

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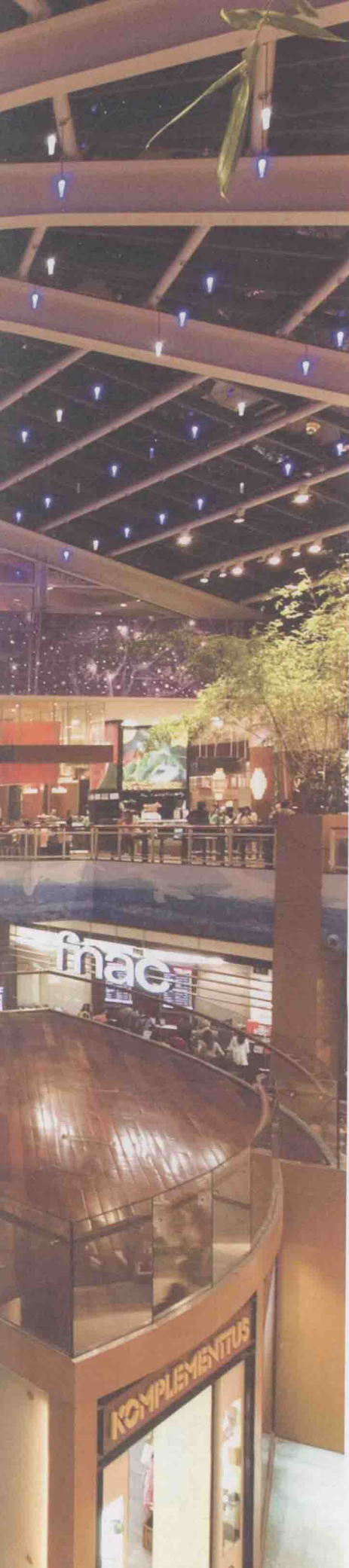
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1.1 Definition

A food court is generally an indoor plaza or common area within a facility that is contiguous with the counters of multiple food vendors and provides a common area for self-serve dining.^{[1][2]}

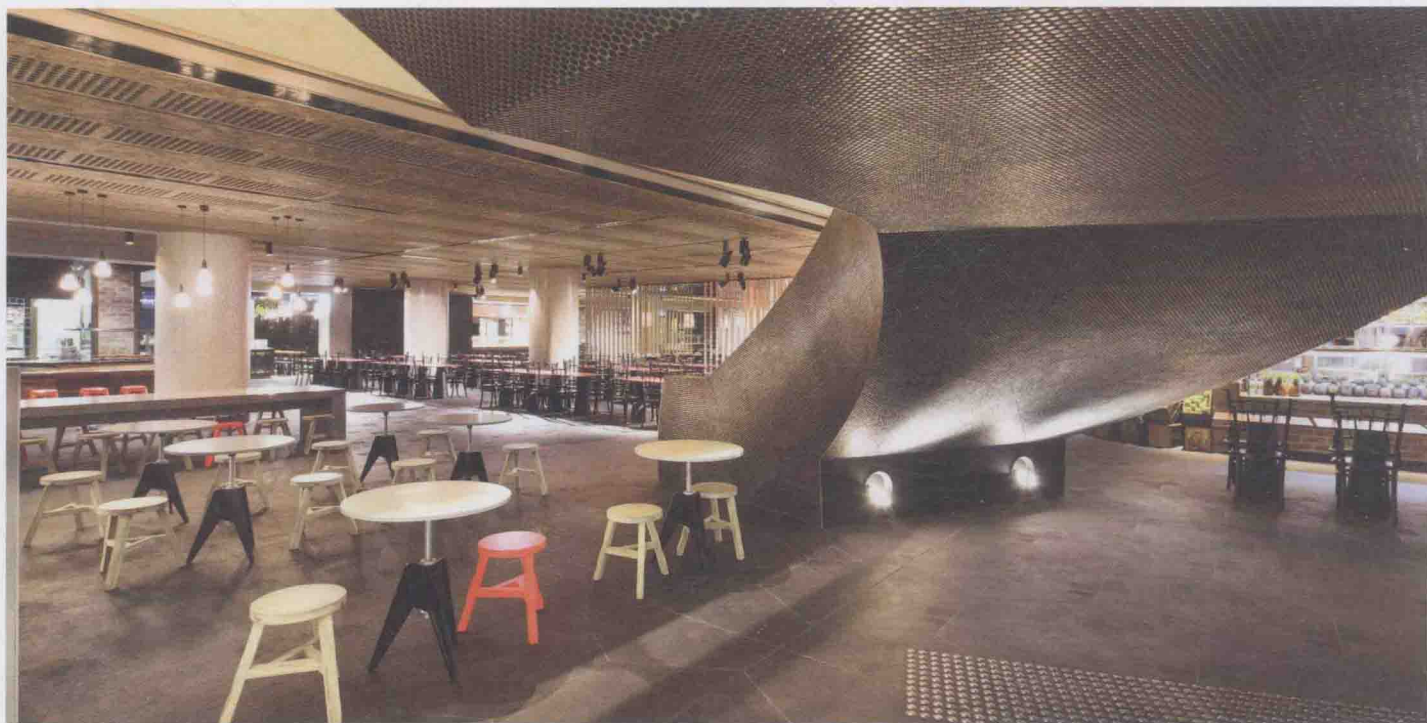
Food courts may be found in shopping malls, airports, and parks. In various regions (such as Asia, America and Africa), it may be a standalone development. In some places of learning such as high schools and universities, food courts have also come to replace or complement traditional cafeterias.^{[3][4][5]}

1.1 定义

美食广场，是在一个建筑范围或区域空间内，由多家综合的餐饮、食品店所集合构成，提供消费者多元组合性餐饮服务的开放空间。^{[1][2]}

美食广场一般设置在购物中心、机场或者公园内，且在不同地区（如亚洲、美洲和非洲）呈现出不同的发展态势。在一些教育机构，如中学和大学内，美食广场开始逐渐取代传统的食堂。^{[3][4][5]}

The Galleries Food Precinct in Sydney, Australia
位于澳大利亚悉尼的Galleries美食广场



1.2 Origin

Food court, also known as food centre, food street and food plaza, is popular in Hong Kong, Taiwan, Singapore, ect. Food court usually refers to a place where a number of stalls gather to offer a verarity of delicious food and a common dinng area for customers to enjoy their food. Food court is often found in a fixed utility where people frequently visit.

Food court first appeared in department shop. The second-floor food court at the Paramus Park shopping mall in New Jersey, which opened in March 1974, has been credited as the first successful shopping mall food court.[6] Built by The Rouse Company, one of the leading mall building companies of the time, it followed an unsuccessful attempt at the Plymouth Meeting Mall in 1971, which reportedly failed because it was "deemed too small and insufficiently varied."^[6]

In 1985, the first food court, Picnic Food Court, was established in the now defunct Scotts Shopping Centre along Scotts Road in Singapore. As this was the first food establishment that offered affordable hawker fare in a comfortable, air-conditioned environment, it became a very popular eating place in Singapore. The concept of the food court caught on and soon more and more food courts were established in many diverse places throughout Singapore, including shopping centres, housing estates and industrial parks across the island. By the mid to late 1990s, food courts were firmly established in Singapore. A few food court operators also began to set up food courts with unique themes to provide a more varied dining experience for their customers. Food court operator Kopitiam, for example, set up a jungle-themed food court at Plaza Singapura shopping mall along Orchard Road in 1998. Food courts that serve halal food also started during this period with the opening of the first all-halal food court, the Banquet Food Court at Jurong Point Shopping Centre, in 1999.

1.2 美食广场起源

美食广场，又称为熟食中心、美食街、食阁等，流行于香港、台湾、新加坡等地，指多间食肆聚集的地方，提供各种各样的美食，桌椅则由各食肆共用。美食广场多数是固定的地方，久而久之形成独特的美食集中地，是游客经常光顾的地方。

引入美食广场这个概念最早是从百货公司开始的。帕拉木斯公园购物中心位于新泽西州，其于 1974 年开设了美食广场，并被誉为第一个成功的“购物中心美食广场”。1971 年，罗斯咨询公司（The Rouse Company，著名购物中心设计公司之一）在普利茅斯会议购物中心打造了美食广场，但最终失败告终，主要原因归咎于其规模太小并缺乏多样性。

1985 年，位于史考特路（Scotts Road）沿线的喜阁购物中心（Scotts Shopping Centre）内开设了新加坡的第一家美食广场——野餐美食广场（Picnic Food Court）。作为新加坡第一家位于带有空调且环境舒适的空间内的美食广场，曾一度备受欢迎。自此之后，美食广场这一概念开始在新加坡兴起，并相继出现在购物中心、住宅区、工业园内。20 世纪中期至 20 世纪末期，美食广场深深扎根于新加坡。美食广场经营者开始赋予就餐空间独特的主题风格，为顾客打造多样化的就餐体验。例如，位于狮城大厦购物中心（Plaza Singapura）内的 Kopitiam 美食广场以“丛林”为主题。1999 年，裕廊坊（Jurong Point Shopping Centre）开设了第一家清真美食广场。

1.3 Characteristics and Advantage

Food courts consist of a number of vendors at food stalls or service counters. Meals are ordered at one of the vendors and then carried to a common dining area. The food may also be ordered as takeout for consumption at another location, such as home or work. Food courts may also have shops which sell prepared meals for consumers to take home and reheat, making the food court a daily stop for some.^[7]

Food is usually eaten with plastic cutlery, and sporks are sometimes used to avoid the necessity of providing both forks and spoons. There are exceptions: Carrefour Laval requires its food court tenants to use solid dinnerware and cutlery which it provides.^[8]

The open display style of food provides easy access for customers to select their favourite food and increase interactive communication between tenants and customers. In addition, customers can select different kinds of food and combine them together to enjoy, the fun of which cannot be experienced in common restaurants. Moreover, the specific locaiton (in shopping mall, airport and school) ensures a stable amount of customers, which can bring favourable income.

1.4 Food Courts in Different Regions

1.4.1 In European and American Countries

Typical North American and European food courts have mostly fast-food chains such as McDonald's and Sbarro, with perhaps a few smaller private vendors. Cuisines and choices are varied, with larger food courts offering more global choices.

In the United Kingdom, the number of food courts has risen dramatically in the last 10 years, patterned to a large extent on the North American approach of grouping food-service operators around communal seating areas.

1.3 美食广场特色与优势

美食广场由众多的商贩租户或服务柜台组成，顾客选择购买喜欢的食物之后拿到公共就餐区享用。当然，这里的食物也可以外带回家或办公室。美食广场内还出售预加工食品，供顾客购买。

食物通常盛放在塑料餐具内，叉勺代替单独的叉子和汤匙。当然，这并不是特殊规定。如家乐福拉瓦美食广场要求商贩租户使用其统一配备的非一次性餐具。

美食广场的明档式陈列方式方便客人高效就餐，增加了客人选餐、配餐的直接参与性，可产生混搭不同档口食物一起用餐的特殊乐趣（普通餐厅是享受不到的）。独特的选址（位于商场、机场、学校内等）使其目标顾客相对稳定，从而确保一定的收益。

1.4 不同地区内美食广场发展特色

1.4.1. 欧美国家美食广场概况

在北美和欧洲地区，典型的美食广场多以经营连锁快餐为主，如麦当劳（McDonald's）和 Sbarro 比萨等，仅有极小部分的其他私营摊贩。其经营的食物通常多样化，许多大型美食广场供应全球风格的食物。

在英国，美食广场的数量在过去 10 年呈现猛涨趋势，其以北美美食广场风格为主——租户摊贩环绕公共就餐区展开。



Leiria Shopping Food Court in Portugal
葡萄牙莱里亚购物中心美食广场

"This country has gone in for food courts in a big way: There are over 200 in the U.K. now," said Derek Barker, managing director of Haskoll & Co., architects and design consultants with an international clientele in England and continental Europe. He cited the advent of Sunday shopping in the United Kingdom as an important factor in boosting the food-service element in shopping centres.

As in the United States, Britain's food courts have moved away from mom-and-pop independent operators to a high proportion of branded fast-food outlets, with North American names such as Pizza Hut, McDonald's and Burger King prominent among other branded banners. Also following a U.S. trend, the last three to four years have seen a move to single operator management, in which it is contracted out, so that centres can deal with one, rather than a host of food providers, Mr. Barker said.

Food courts have been slower to take off in continental Europe than in the United Kingdom, said Haskoll's Mr. Barker, "but in recent years many of the shopping centres have followed the U.K. and American pattern of food court development."

The number of food courts on the Continent is definitely growing, yet acceptance is uneven because of cultural differences, said Philippe Ganier, secretary-general of ICSC Europe, who took up that post last year after a lengthy career in shopping centre development.

The food court is less successful in the Mediterranean countries – France, Spain and Italy – because mealtimes there are regarded as an event to be lingered over at home or in a restaurant, not an occasion for grabbing a quick bite, he pointed out. Extensive lunch breaks in Southern Europe permit a leisurely midday meal on workdays, and many people go home for lunch.

"The principle of the food court with a common seating area is popular in the Anglo-Saxon countries – in the U.K. and in Germany, in Holland and Northern Europe," said Mr. Ganier.

德里克·巴克 (Derek Barker), 赫斯科建筑设计咨询有限公司 (Haskoll & Co., 其客户遍及英国和欧洲国家) 常务董事, 曾提到说: "在英国, 美食广场得到了迅猛发展, 目前其数量已超过 200 家。" 他还指出, 周日购物模式的兴起更促进了购物中心内美食广场的发展。

如同在美国, 英国的美食广场经营已从独立的小零售店铺为主转型为品牌连锁店方式, 包括必胜客 (Pizza Hut)、麦当劳 (McDonald's)、汉堡王 (Burger King) 等快餐品牌。在过去 3、4 年时间内, 其一直效仿美式风格, 向单一经营管理方式转变。如此一来, 购物中心等机构只需与指定的美食广场管理者协商, 而不必与单独的商贩协调。

在欧洲中部, 美食广场的发展态势略逊于英国。巴克指出说: "但是, 在最近几年, 许多机构开始遵循英美国美食广场发展方式。"

菲利普·加尼耶 (Philippe Ganier), 欧洲国际购物中心协会秘书长, 在长时间从事购物中心发展趋势研究之后指出, 在欧洲大陆, 美食广场确实呈现不断增长趋势, 但由于不同文化的影响, 其接受程度同样呈现不均衡状态。

在法国、西班牙和意大利等地中海国家, 美食广场发展成功性相对较差。"在这些国家, 人们认为就餐时间应在家里或餐厅内享受美食, 而不是匆匆果腹", 加尼耶提到说。在欧洲南部国家, 人们通常选择回家享用午餐。

"But in the Latin countries they are not very popular. You find them mostly in tourist areas. For example, the Louvre has a food court like in the U.K. because there are a lot of Anglo-Saxon visitors there," he continued.

In addition to the classic North American food court configuration, Europe's shopping centres have evolved distinctive forms of their own. Many European centres opt for a "café cluster" of adjacent restaurant and fast-food units with no common seating area. Each has its own dedicated seating which sometimes spills over into the mall concourse area.

Another alternative to the U.S.-style food court is the fresh food market combined with sit-down service.

"Food courts in Germany have always been more like gourmet markets, with a bakery, a butcher, a greengrocer and possibly even a fishmonger," said Barbara Walzel, president of Shopping Centres & Retail Relations, a retail consultancy in Düsseldorf, Germany.

“带有公共就餐区的美食广场模式在盎格鲁 – 萨克逊国家，如英国、德国、荷兰和北欧，备受欢迎”，加尼耶补充说。

“但是在拉丁国家，美食广场则不那么受欢迎，通常设置在旅游区内。举个例子，卢浮宫内开设美食广场，主要是为了满足来自其他地区游客的需求”，加尼耶继续说到。

除效仿北美国家美食广场经营模式，欧洲开始探索自身的独特风格。在欧洲许多购物中心内，独立餐厅集合的方式开始流行，公共就餐区被取缔，每一家店铺都拥有固定的就餐座位。

另外一种模式是就餐区与生鲜市场相结合，共同构成美食广场空间。

芭芭拉·瓦尔泽尔（Barbara Walzel），杜塞尔多夫一家购物中心咨询公司负责人，曾指出说：“在德国，美食广场通常更像一个美食市场，里面有烘焙坊、肉铺、蔬菜铺，甚至还有鱼贩铺。”

“外带货品而非外卖食物约占销售额的 60%，20% 的顾客会选择在这里购买水果或者沙拉带回办公室，而仅有一小部分会选择坐下来就餐”，芭芭拉补充说。



Food court boasting "café cluster" style
独立餐厅集合方式的美食广场