

Architectural Design Features among Some Contemporary Shopping Centers

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Abstract: Where can we see the effects of contemporary architectural effects? For answering this question one should study some Iranian and foreign cases of contemporary era so that achieve an ideal and modern design with high quality. The present research studies some local and foreign cases of contemporary shopping centers each of which are presented in a table. The present article also pays especial attention to comparing some internal features such as the facades, plans, etc. After detail study of local and foreign cases the present study found out some results which can be a representative of better future designs.

Key words: Design, architecture, Iranian case, foreign case, contemporary

INTRODUCTION

For achieving important features in designing contemporary shopping centers one should study different cases including recent Iranian and foreign cases so that accurate and important information for designing shopping centers is achieved. As we are living in a modern and industrial era, social activities have found another form which has changed commercial spaces from the past till present. The present research assumes a medium level for this issue and most of works are discussed in regional or urban scale. Materials, decorations method, lighting and ventilation differ from each other and this has led to different architectural solutions in different cities and climates. After the appearance of commercial complexes in broader scales and dimensions, not only the used materials incurred changes but also new components such as atrium, elevators and stair lift, varied lightings have been applied in commercial complexes. In this regard, past atmospheres patterns which defined commercial complexes as only introverted boxes free of flexibility is put aside in most of developed countries and the building physical characteristics is recalled as the most important attraction for inviting audiences to the complexes. In this regard, one can refer to West side commercial complex a new work of Daniel Libskind in Germani.

The aim of studying local and foreign cases is to come to a general conclusion for the best and effective design method through which one can find out an ideal sample design for designing shopping centers in Iran.

In the present research first of all the data related to contemporary shopping centers have been studied and descriptive method has been used for the research

theoretical framework as well as data collection. Data for the present research has been collected through a library research from books and related references of shopping centers architecture and studying ideal samples of designing as well as reviewing thesis and related references. The data collection tools comprises of books, journals, images related to the collected data, using internet networks, being present in the place and recording the observations.

After studying some cases, we will find out some results and the result will be from the most successful local and foreign shopping centers and the attempt is for better design of shopping centers (Table1-4).

Shopping centers samples

Iranian sample: According to the status of earth with 10% slant in the direction of North-South, the designer used this level gap potential for different access for mounted and non-mounted ones (architecture and construction). Parking lot and commercial part is connected together and official and service sections are separated in North and South blocks (architecture and construction). In the internal part of complex between public parking lot and the first commercial floor a moving walk is embedded for facilitating and leading users from parking floors to the first commercial floor and vice versa. There is also some Wheelbarrow s for hypermarket users (architecture and construction) (Fig. 1).

Cyrus complex is one of the greatest cultural and commercial complexes in the country. Being resistant against earthquake, using box pillars and beam bridges is its obvious feature. This building façade following minimalistic principles which fits this building identity and volume is designed in a modern way. This building façade

Table 1: Design definition

| Year | Author | Book | Defination |
|-------|----------------------|---|---|
| 2004b | Hassan | Amid Persian Dictionary (second volume (s-y)) | Designer; map maker (painting) painter |
| 2009 | Beheshti and Mehrdad | A dictionary of Iran architecture in Persian references | To plan a complete and accurate design of something in details. Make, construct (Dehkhoda) (design) (dictionary of Iran architecture) |

Amid in 2011. Iran architecture dictionary in 2009

Table 2: Architecture definition

| Year | Author | Book | Defination |
|-------|----------------------|---|--|
| 2004b | Hassan | Amid Persian Dictionary (second volume (s-y)) | Expert and professional in construction works; building maker |
| 2009 | Beheshti and Mehrdad | A dictionary of Iran architecture in Persian references | Knowledge and art for designing and constructing, a major of engineering with the subject of designing and construction, style and method of designing and constructing, architect job |

Amid in 2011. Iran architecture dictionary in 2009

Table 3: Center definition

| Year | Author | Book | Defination |
|-------|----------------------|---|---|
| 2004b | Hassan | Amid Persian Dictionary (second volume (s-y)) | Center of a circle; a point in the middle of a circle; a place in which a rule or governor stay; base, place |
| 2009 | Beheshti and Mehrdad | A dictionary of Iran architecture in Persian references | Where assumes to be in the middle of a place and assumes to be its important point, station, position where in which there are plenty of things |

Amid in 2011. Iran architecture dictionary in 2009

Table 4: Purchase definition

| Year | Author | Book | Defination |
|-------|--------|--|---|
| 2004b | Hassan | Amid Persian Dictionary (First volume (a-j)) | Vs sell |
| 2004a | Hassan | Sokhan update dictionary | Byy, the act of buying espacially buying something too much |

Amid in 2011; Sokhan in 2004

is a combination of frameless glass and spider glass, stone, ceramic and composite aluminum which is equipped with two very big LCD display about 10×13 and 10×17 m for showing cinema movies or any other notifications. Its entrance is attractive and having a separated identity from the building facades. Panoramic movements of elevators in the West and South part of the building facades also increased its beauty. The complex huge VOID in the underground has turned to a lobby using floor covering which enjoys unique features (Fig. 2).

Features: Next to Sattari highway and Payambar street. A quick access from Hakim highway, Sattari highway and Payambar street Situation: North-South, land area: 9500 m², infrastructure area: 23000 m², shared area: 87000 m², parking lots number: 1600 (600 numbers for owners and 1000 guests), floors: 18, the number of floors situated in the underground: 9, the total number of commercial units: 550. www.itiss.ir. according to data process by researcher.

Karaj shopping center project situated in Shahid beheshti street which is one of Karaj main streets. There is a metro station in front of this shopping center which defines a great part of pedestrians' traffic. In the volumetric design of this project, we tried to create an atmosphere which can create a dynamic urban space. In

this project, we tried to change the shopping center definition from a big box to a fluid space. According to this idea, this project started from drawing city on a volumetric box. Designing this box was in such a way that the urban open area definer as well as individuals access is from city to each floor. In this regard, project volume separation formation was from changing cube sides to horizontal levels and this resulted in a suitable definition for the project facades walls ad well as the project outer stair levels. In designing this project, sides are turned to each other and this has made the facades to stairs and vice versa and the whole volumetric organization follows a structure. On the project roof urban performances are defined and people can go there easily using electric ramps. Even, when the shopping center is closed this section can continue its performance and this brings about more dynamicity to the city and the building. (www.farsicad.com; according to the data process by researcher) (Fig. 3).

Foreign samples: Limitless variation and dynamicity has now become to a familiar feature in Daniel Libskind works. A tie between geometry and the site lines and walls which are complex and interwoven has made the perspectives prediction impossible. Some believes that he has a repetition in his new architecture method. West side multipurpose complex is designed with an emphasize on

| | | |
|--|-------------------------------------|------|
| Country- city: Iran. Tehran | Architect name: Pedram Amn Zadeh | Year |
| Project name: PALLADIUM MALLstable architecture, BMS | | |
| Project image | | |



Fig. 1: Iranian sample and shopping centers

| | | |
|---|--|------|
| Country- city: Iran- Tehran | Architect name: experienced engineers and according to the third edition of Iran regulation 2800 | Year |
| Project name: Cyrus cultural and commercial complex | | |



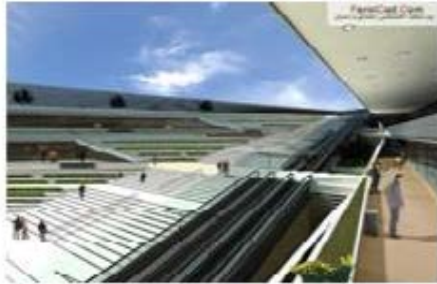
Fig. 2: Iranian sample (Cyrus cultural and commercial complex)

| | | |
|-------------------------------------|----------------------------------|-------|
| Country- city: Iran- Karaj | Architect name: Human Bala Zadeh | Year: |
| Project name: Karaj shopping center | | |



دیگرام از بالا

آهنگ از بالا



محوطه داخلی

آهنگ از شب

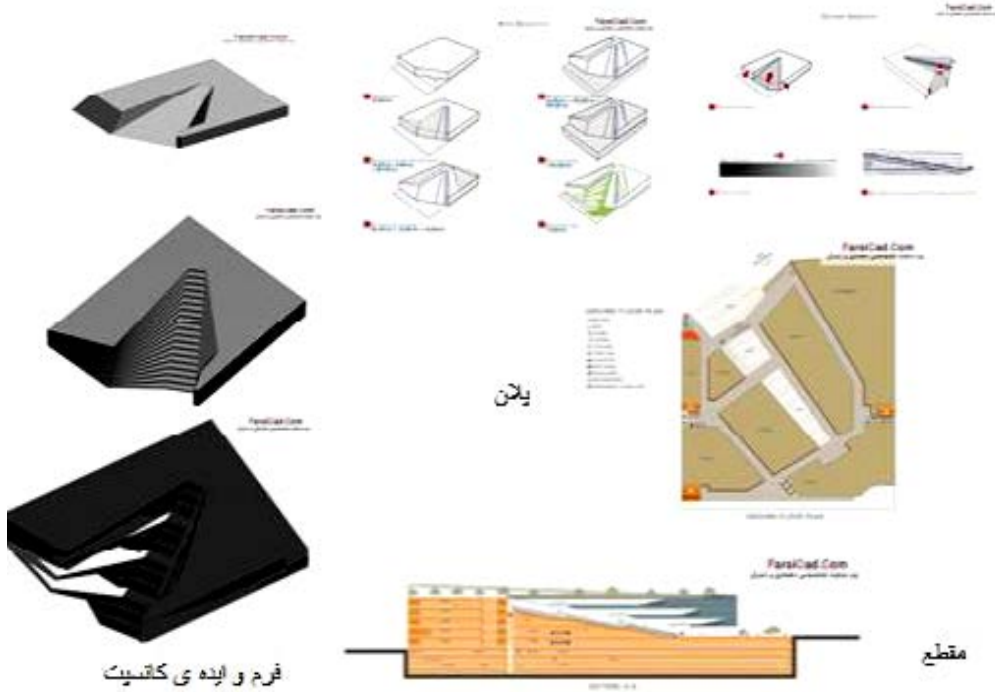


Fig. 3: Iranian sample (Karaj shopping center)

paying attention to stable architecture principles. Libeskind does not believe in making the roof green or using recyclable materials for making his architecture stable since, this prevents him from his unique architecture. He looks for deeper and substantial aspects of the architecture. There are some other solutions such as retrieving lost heat in commercial space and using it for making swimming pools and sauna hot. This complex is a

collection of commercial and recreational performances. Aluminum sheets which is another feature of his works are combined professionally with woods in the walls in his works. Another special feature is using thick pipes which are colored red and interwoven and looks like an abstract sculpture in the margins of highway and in the eyes of people (Talebian and Nabizadeh, 2012) (Fig. 4).

| | | |
|--|----------------------------------|------------|
| Country- city: bern-Switzerland | Architect name: Daniel Libeskind | Year: 2009 |
| Project name: westside shopping center | | |



Fig. 4: Foreign sample (Westside shopping center)

Suria KLCC shopping center is situated in the second tallest tower in the world, i.e., Petronas twin towers. In this shopping center, there is the sole agency of well-known and credible companies whom products are attractive for everyone. One can witness some well-known companies such as Marks and Spencer, Tiffany and Coj, DKNYj Calvin Klein and Polo and some well-knows Japanese

brand such as Kinokuniya in all its 6 floors. Malaysia Symphony orchestra is also in this center. There are some good places for rest, drink and eat in this center. Visitors can also enjoy the beautiful view of park, fountains and tiny pools besides shopping. This center is connected to KLCC aquarium and LRT station through a tunnel (Fig. 5).

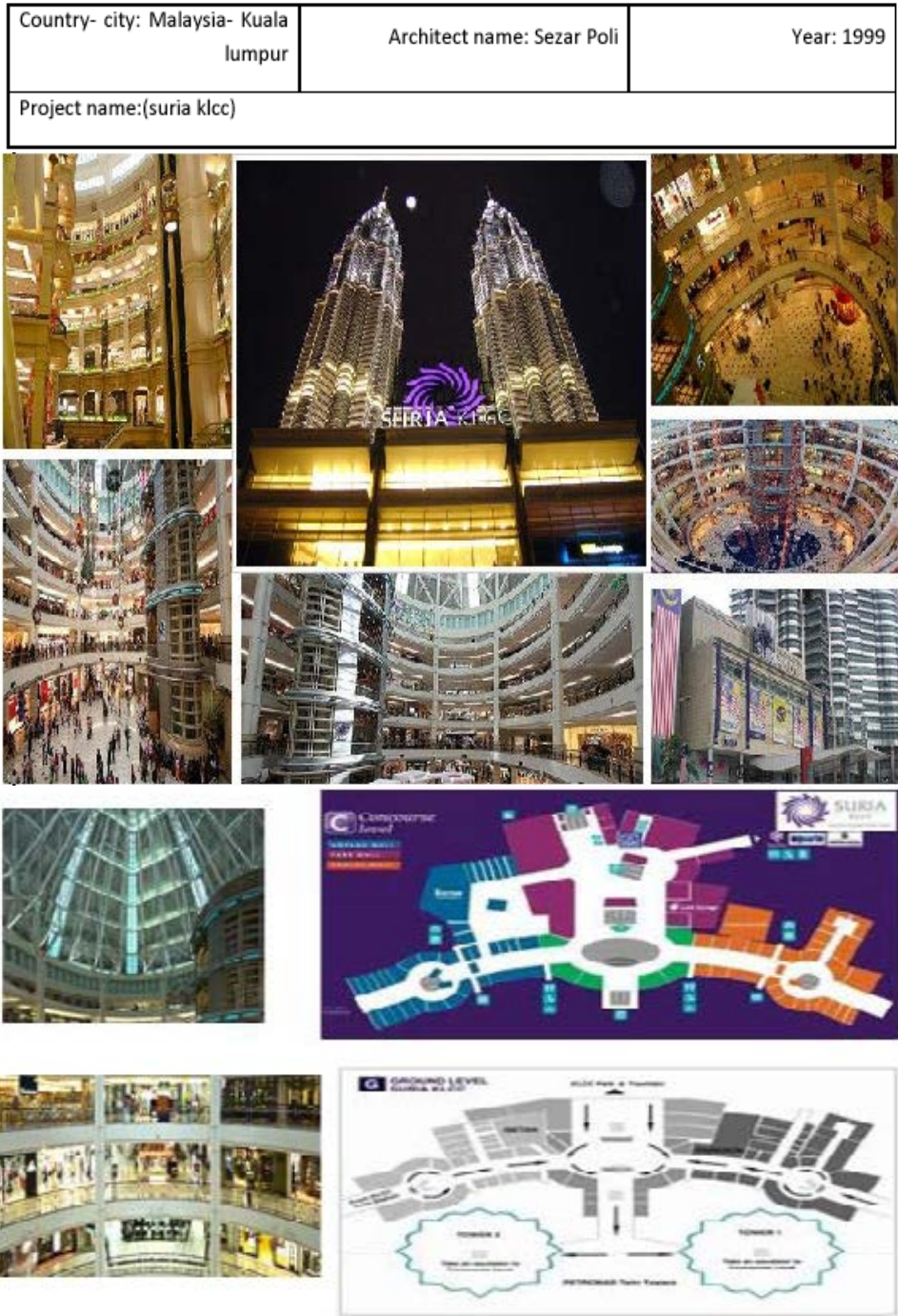


Fig. 5: Foreign sample (Suria KLCC)

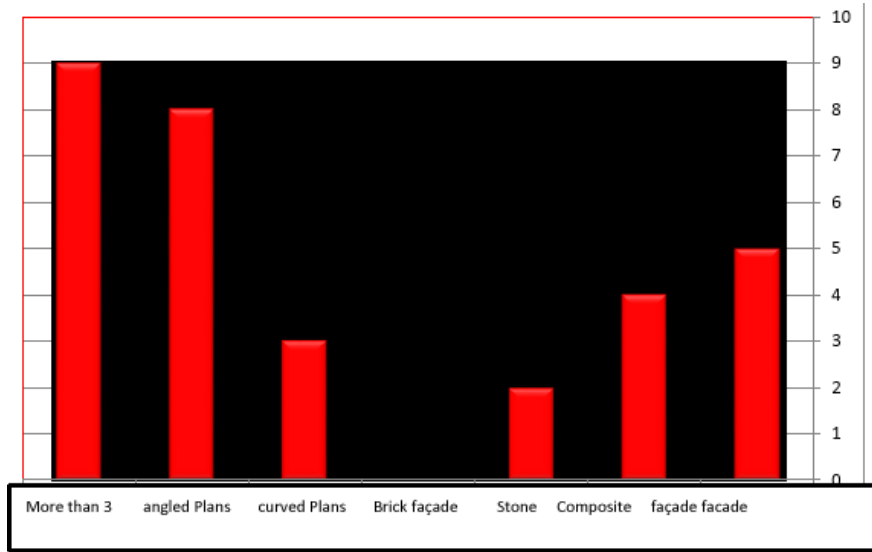


Fig. 6: The results of typical sample

CONCLUSSION

The results of this study is presented in form of a graph for comparison, materials used, plan type and the number of floors in case studies, respectively (Fig. 6).

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