



Hacettepe University Enstitute of Fine Arts  
Department of Interior Architecture and Environmental Design

**SPATIAL IDENTITY AND REFLECTION OF COMMUNAL  
SOCIALIZATION ON THE TOPIC OF SHOPPING AREAS IN  
TURKEY**

**SOUFI MOAZEMI GOUDARZI**

**Proficiency in Art Thesis**

**Ankara, 2018**



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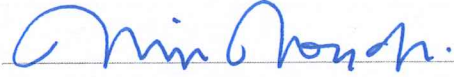
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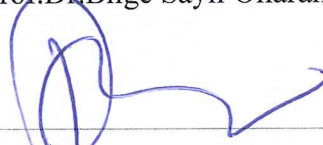
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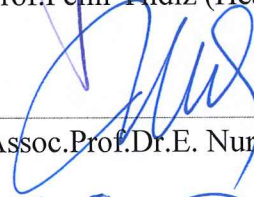
Prof.Dr.Ayşe Müge Bozdayı (TOBB ETÜ)



Prof.Dr.Bilge Sayıl Onaran (Supervisor)



Prof.Pelin Yıldız (Head of Department)



Assoc.Prof.Dr.E. Nur Ozanözgü



Assoc.Prof.Dr.Gözen Güner Aktaş (Başkent University )

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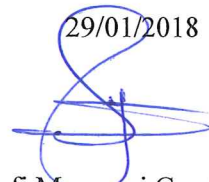
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Serbest Seçenek/Yazarın Seçimi

29/01/2018



Soufi Moazemi Goudarzi

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## ABSTRACT

Soufi Moazemi Goudarzi. Spatial Identity and Reflection of Communal Socialization on the Topic of Shopping Areas in Turkey. Proficiency in Art Thesis, Ankara, 2018

Public spaces like shopping areas are indispensable places for human. The buying and selling of goods played a very important role in the development of towns and cities (Dixon, 2005). Shopping places has been changed with modern movement. At the same time, these spaces embrace particular events that have collective social, historical and cultural associations; projections of these events influence the physical transformations, which can each be re-identified through time. One of the basic features of traditional shopping areas is the association between urban fabric and social structure (Birol, 2005). However, contemporary shopping places has been emerged as closed box independent from tissue of city which lost their spatial values. On the other hand, it is inevitable that nowadays, these enclosed centers are preferred for spending leisure times through the recreational, cultural and entertaining facilities offered in these places besides do shopping. Therefore, the communal socialization in shopping areas and the effects of social and cultural elements in change and re-identified of modern shopping places will be discussed as the main focus point of this thesis.

In the first chapter of the study; the main purpose, scope, method and fundamental problem of the study are explained.

In the second chapter of study; the notion of identity, cultural identity, type of place and the identity of place and urban identity are clarified.

Third chapter of the study; reveal the historical development of public spaces and shopping places. The characteristics of contemporary shopping places are explained from three points of view:

1. Functional and Technical Needs
2. Aesthetic and Psychological Needs
3. Social and Cultural Needs



In the fourth part of the study; communal socialization in the public spaces and shopping areas of Turkey (Ankara) have been assessed from Republic to present. The historical development of the communal socialization and public spaces of Ankara have been examined under four periods.

1. The Period of Republic of Turkey between 1923-1950

2. The Period between 1950-1980

3. The Period between 1980-2000

4. The Period after 2000

The periods are determined according to some important turning points of Turkey.

In the fifth chapter; the communal socialization in Ankara shopping areas is evaluated through a field survey study based on Armada Shopping Center. The survey was conducted in December 2017 with a questionnaire on respondents of Armada Shopping Center users and visitors. Definition and scope of the field work, and the method and process of determining the sample size have been discussed. Results of the field study have been evaluated, analysis of survey data have been analyzed and evaluated by statistical methods, and hypotheses have been tested and the results of these hypotheses evaluation are further emphasized and summarized in this chapter.

In the conclusion section of the study; according to the results obtained through data from the case study and the interpretation of hypotheses evaluation, the strategies which are needed to regenerate the contemporary shopping areas are discussed. With respect to communal social and cultural expectations updating the old enclosed shopping mall into a more actual type are suggested.

### **Key Words**

Identity, Cultural, Social, Public Space, Shopping Areas, Shopping Center, Communal Socialization, Regeneration

## ÖZET

Soufi Moazemi Goudarzi. Mekânsal Kimlik ve Alışveriş Alanlarının Toplumun Sosyalleşmesi Üzerindeki Etkisi. Sanatta Yeterlik Tezi, Ankara, 2018.

Alışveriş alanları gibi kamusal alanlar insan için vazgeçilmez yerlerdir. Alışveriş yapmak, şehirlerin gelişiminde çok önemli bir rol oynamıştır (Dixon, 2005). Alışveriş alanları modern hareketle birlikte değişmiştir. Aynı zamanda, bu alanlar, toplumsal, tarihi ve kültürel birleşmeleri bir arada içinde barındırarak, her biri zamanla yeniden tanımlanabilen fiziksel dönüşümleri etkiler. Geleneksel alışveriş alanlarının temel özelliklerinden biri, kent dokusu ile sosyal yapı arasındaki ilişkidir (Biol, 2005). Ancak çağdaş alışveriş mekanları, mekânsal değerlerini yitiren kent dokusundan bağımsız kapalı kutu olarak ortaya çıkmıştır. Diğer yandan, günümüzde bu kapalı merkezlerin, alışveriş yapmak dışında sosyal ve kültürel olanaklarla sosyalleşmek, vakit geçirmek ve eğlenmek için, tercih edilmeleri kaçınılmazdır. Bu nedenle alışveriş alanlarındaki toplumsal sosyalleşme ve modern alışveriş yerlerinin yeniden belirlenmesinde sosyal ve kültürel unsurların etkileri bu tezin odak noktası olarak ele alınacaktır.

Çalışmanın birinci bölümünde; bu çalışmayı hazırlayan unsurlar ele alınmakta, çalışmanın temel amacı, kapsamı, yöntem ve temel problem açıklanmaktadır.

Çalışmanın ikinci bölümünde; Kimlik, kültürel kimlik, mekan ve kimlik ve kentsel kimlik kavramları anlatılmıştır.

Çalışmanın üçüncü bölümü; kamusal alanların ve alışveriş yerlerinin tarihsel gelişimini ortaya koymaktadır. Çağdaş alışveriş mekanlarının özellikleri üç açıdan açıklanmaktadır:

1. Fonksiyonel ve Teknik Gereksinimler
2. Estetik ve Psikolojik Gereksinimler
3. Sosyal ve Kültürel Gereksinimler

Çalışmanın dördüncü bölümünde; Türkiye'deki (Ankara) kamusal alanlarda ve alışveriş bölgelerinde toplumsal sosyalleşme, Cumhuriyet döneminden bugüne kadar değerlendirilmiştir. Ankara'nın toplumsal toplumsallaştırma ve kamusal alanlarının tarihsel gelişimi dört dönem içerisinde incelenmiştir.

1. Türkiye Cumhuriyeti Dönemi 1923-1950

2. 1950-1980 Dönemi

3. 1980-2000 Dönemi

4. 2000 Sonrası Dönem

Dönemler Türkiye'nin bazı önemli dönüm noktalarına göre belirlenmiştir.

Çalışmanın özgün beşinci bölümde; Ankara alışveriş bölgelerindeki toplumsal sosyalleşme, Armada Alışveriş Merkezi temelli bir alan araştırması ile değerlendirilmiştir. Araştırma Aralık 2017'de Armada Alışveriş Merkezi kullanıcılarının ve ziyaretçilerin anketleriyle gerçekleştirilmiştir. Alan çalışmasının tanımı, kapsamı, metodu ve örnek hacminin belirlenmesi süreçleri aktarılmıştır. Alan çalışması değerlendirilmiş, anket sorularının veri analizleri yapılmıştır, araştırma verileri lojistik regresyon istatistik yöntemi kullanılarak değerlendirilmiş ve hipotezler sınanmıştır. Bu hipotezlerin değerlendirilmesi alan çalışmasında elde edilen veriler doğrultusunda özetlenmiştir.

Çalışmanın sonuç bölümünde ise; saha çalışması ile elde edilen verilerin yorumlanması ve hipotezlerin değerlendirmesinden elde edilen sonuçlara göre çağdaş alışveriş alanlarının yenilenmesi için gerekli stratejiler tartışılmaktadır. Toplumun sosyalleşmesi ve kültürel beklentilere göre, kapalı alışveriş merkezlerinin nasıl bir dönüşüm ve gelişim yolu izlemeleri gerektiği önerilir sunulmuştur.

### **Anahtar Sözcükler**

Kimlik, Kültürel, Sosyal, Kamusal Alanlar, Alışveriş Alanları, Alışveriş Merkezi, Toplumun Sosyalleşmesi, Yenilenme

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## CHAPTER 1 INTRODUCTION

To explain the notion of identity in the context of architecture, at first the meaning of “identity” should be investigated in various literature. In this study, the meaning of identity in different fields/disciplines will be considered in a holistic way.

In the last quarter of the century, with the impact of global information and the global consumption strategies, the “identity” becomes an emerging subject of debates all around the world. Globalization generates the dominance of a global architectural language based on power and prestige of global identity that brings the concept of “homogenization of architecture” due to the emerging of similar iconic and high-rise stereotypes in distant corners of the world. This new condition of architecture, driven by “branding of cities with iconicity by mostly famous architects”, counters with reactions mostly dealing with the “loss of identity” claims by people and architects. So, the main problematic of the architecture identity relation in the global age comes from the necessity of fulfilling the identity’s need for sense of “continuity”, “belonging” and “familiarity” in architecture and interior architecture while being capable of engaging with the global requirements such as technology, multiplicity/hybridity. Architecture and identity, in history, mainly analyzed through theories based on “space” and “place” that means the experience of the built environment is primarily the experience of spatial boundaries and connections in “time”. This basically affects the senses of rootedness and belonging, which is an irreplaceable ground for our humanity.

However, the “space-time” relation in modernity shifts because of breaking ties of western societies with the traditions. In this sense, the relation of architecture-identity in interior design of shopping areas, will be studied in the eastern and western architecture and evaluate through examples.

The understanding of the changes taking place in shopping areas is needed to identify the transformation observed in public spaces of urban areas; the basic dynamics and direction of this transformation. City centers, squares, shopping streets, parks and plazas are common public spaces of urban areas. However, today one more place seems to be added to these



well-known public spaces and it is the shopping center. Shopping spaces, all through the history, have been places where people interact, exchange goods and ideas; where the social life takes place.

Today, while new places like shopping centers come to be used and perceived as socialization spaces, social and cultural values of traditional public spaces like open shopping areas began to diminish. The relation between the use of shopping places as public spaces and communal socialization .

The dynamics of urbanization and urban areas have changed also in Turkey, like other countries of the world, after 1980 affected by the global restructuring process. The expansion of cities through the rapid development of suburban areas, the changes in the city center structures of especially the big cities of the country, the development of high-quality places of commerce and business, residence, shopping and entertainment and the increasing fragmentation of spatial structure of urban areas are among the essential indicators of the transformation process which can be observed and put forward by many commentators. Today's shopping centers are designed and built as a closed-box without any relation and connection with urban fabric. For the analysis, public spaces and shopping areas of Ankara from Republic to present are selected. A questionnaire will be held to support the analyzes and test the hypothesis on the case study. The main content of this thesis; firstly is to designate to what extent shopping centers show social-life space characteristics, Secondly the regeneration of modern shopping centers toward the social, cultural and psychological needs of people.

Four main stages of the study are listed as below:

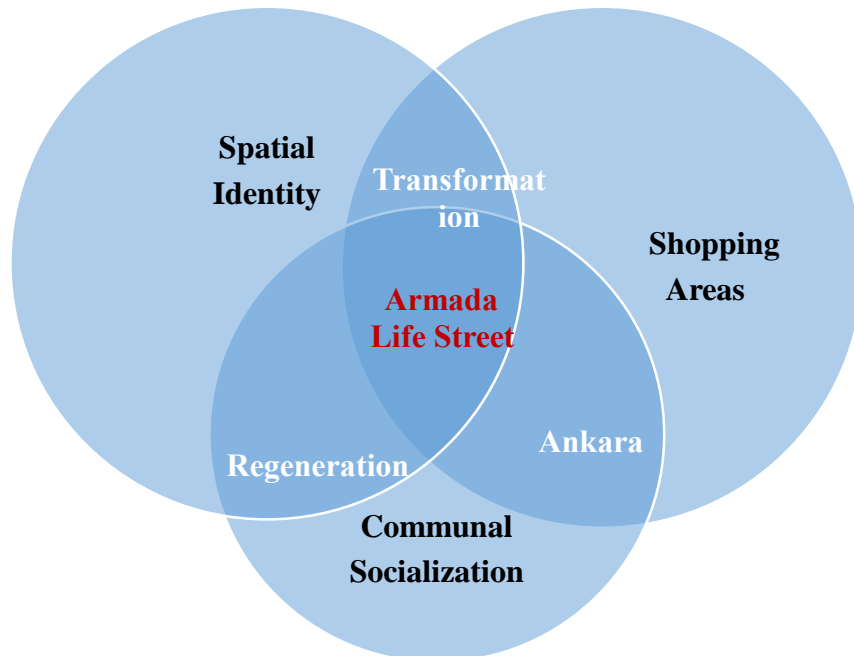
- Identity and architecture
- Formation and development of shopping places
- Communal socialization in shopping areas
- Evaluate the hypothesis on the case study

### 1.1 Aim of The Study

The aim of this study is to understand the “identity” with its dynamics, examining the process in which its complicated nature is transformed in global age and exploring the reflections of identity affecting interior architecture of commercial places in the age of globalization.

Commercial buildings; has been constructed in different types, scale and application form for their purposes during the historical process. With today's vital and physical changing and development, differences of architectural identity should be discussed.

In this context, in the study of thesis; the historical process, development of shopping places and the transformation of modern shopping centers will examine by changing of shopping concept from past to present in different eras and societies. In this process of change, by querying the commercial interior identity and spatial design concept, traditional architecture impression will be discussed with examples. In the process of this change, the public and shopping areas in Ankara will be questioned about identity and spatial design after the Republic period. The effects of these places on communal socialization will be discussed through "Armada Life Street" (Figure 1.1).



**Figure 1.1** The general aim of the study (Personal drawing)

## **1.2 Scope of The Study**

The field of study; the quest for communal socialization effect in shopping areas interior forming and design and investigating the improvement and awareness of cultural identity and social values from past to present.

Design principles and features (Functional and technical needs, aesthetic and psychological needs and social and cultural needs) will be studied within the designs of contemporary shopping centers. All in the light of this data, the transformation of public and shopping places of Turkey from Republic to present will be discussed in terms of search for their identity and social changes.

Within the scope of the research, the modern shopping center "Armada" that was built in Ankara at the beginning of 2000 as a case study is selected. The reason for choosing this shopping center is the development project that was done between 2010-2014 and the open area added between the Armada and the second structure in this context. This open space named "Life Street" is an example that can be evaluated as a public area of the city for people's coming together and different social-cultural activities while providing indoor-outdoor connection at Armada shopping center. It also plays an important role in revitalizing the values of cultural and urban identity.

## **1.3 Method of the Study**

Under the impact of globalization in the world in recent years shopping areas has led to a rapid restructuring process. Shopping places are considered as the most important human element of urban design which is shaped by the social-cultural and historical characters of living society.

The quest for communal socialization in shopping areas and transformation of these public places in Turkey from Republic to present , will be examined. The development and the change in the urban space of Ankara are studied with respect to the role of the shopping places within the structure of city center. Single-case study is used as the research method of

this study. The units of analysis are both Ankara and Armada Shopping Center. Armada Shopping Center which is selected as the case study will be investigated with a survey evaluations held on 250 people.

In this thesis study; all information obtained from all sources will be used and supported by visual documents. To reach the objective of the study, the primary and secondary data have been obtained from the relevant materials, such like; journals, books and academic articles which are from both the national and the foreign literature press. With this theoretical and literal framework, the physical changes of shopping centers from the very beginning of their emergence until today, their structural types, and service differences have been evaluated. The overall nature of this research is qualitative,

For the analysis of shopping place effects on social and cultural identity and behaviour of people, Ankara from Republic to present and Armada Shopping Center, where a questionnaire to test the hypothesis is held, will be used as the case study. Hypotheses that give directions to the study and define its scope are proposed as follows:

H1: There is a meaningful relationship between people's socialization preferences and public space preferences.

H2: There is a meaningful relationship between people's socialization preferences and open shopping areas preferences.

H3: There is a meaningful relationship between the preference of people to go to shopping center and the being of open area in that place.

H4: there is a meaningful relationship between people's socialization preferences and the presence of open space in a shopping center.

Thus the results of hypothesis will be revealed and discussed on the structures. At the end of the data collection process, SPSS (Statistical Package for the Social Sciences) and Microsoft Excel were used in creating tables and graphs in order to evaluate the quantitative results.

The process of data collection and statistical analysis is described in more detail in the chapter 5 on research design and the case study.



## CHAPTER 2 IDENTITY

Identity is a wide term that embodies the contrasting facts which are the definitive and private data as well as the similarities and common points. Dissimilarities between different entities, idiosyncrasy of an entity and features which highlight the entity are the definitive and specific data of it. On the other hand, similarities and common points enable the understanding of what-who-where the entity is attached. Though the notion of identity is legitimate for every kind of beings, it is usually and basically used to define a person with his/her characteristics. According to Alcoff and Eduardo (2003), in the very beginning, the definitions related to “identity” was based on identity of an individual. And it is obvious that, where an individual stand, a socially oriented group/ a nationality/a community/a family, in short a root occurs. That is why “identity” is a term which is intimately related with people and relationship between people. Identity of an individual is not a completely personal choice; it is a prepared case that the person born into it. Some conditions which are basic needs to build an identity, are already defined before the individuals come into the world. These conditions are related with the nationality and the social group which people belong, cultural differences, the way of communal understandings, circumstances which developed due to the political, social and national factors. Likewise, Alcoff and Eduardo (2003), stress that “Individuals make their own identity, but not under conditions of their own choice. In fact, identities are often created in the crucible of colonialism, racial and sexual subordination, and national conflicts, but also in the specificity of group histories and structural position” (Alcoff and Eduardo, 2003). Moreover, Alcoff and Eduardo (2003) piece together the definitions and ideas of Hegel, Freud and Mead’s referring to identity. They point out, “. . . Hegel’s (1953) argument suggests that, rather than being extraneous to the self, socially recognized identity is a necessity of the self, in order to be able to operate as a capable moral agent. “Social consciousness is organized from the outside to inside. The social percepts which first arise are those of other selves” (Mead 1982; Alcoff and Eduardo, 2003).

Despite these three thinkers have different points of view, they all underline that individual’s identity is formed in or by communal sharing, thoughts and views. It is the common point

that they stress; identity is a need which takes shape in conditions of the social group where a person belongs.

On the other hand, while “identity” is the case, the term of “nationality” glitters all the time. National characteristics, behaviors, uses, culture and life style of a nationality heavily effects the identity of an individual, community or places. Because nationality penetrates into the individuals and gives them identity. It is most intimately involved in the ways in which we think, and even in the manner in which we experience our feelings and emotions. However, as it enters into our most intimate sense of self, at the same time it defines a special relationship with those other selves who share the same world, think in the same way, and experience the same emotions” (Alcoff and Eduardo, 2003).

In addition, it is useful to take a look at the different descriptions of the notion of “identity”. Following sentences are some of them;

“The all of the requirements for being anyone but someone who is definite and significant to others, and the indications, qualifications and characteristics which are the features of a man who is a social entity” (TDK, 2010).

“Identity is “the distinguishing character or condition of a person or a place” according to Webster’s Ninth New Collegiate Dictionary (1983)” (Oktay, 2002).

“The identity of something refers to a persistent sameness and unity which allows that thing to be differentiated from others “(Relph, 1976).

“Everywhere, wherever and however we are related to beings of every kind, identities make its claim upon us” (Heidegger 1969; Relph, 1976).

Identity is a notion which differentiates an object from the others and enables it to be remembered as a different being (Abacı, 2009).

According to these different but similar definitions of identity, it represents both distinction and sameness. It can be a distinction between the entities that have same features, or it symbolizes the common point of various entities. Also, deriving from the definitions of

“identity”, it is possible to state that identity is not just an individualistic term. Additionally, it can be shared with others.

Notion of identity is used to define objects, people and the environment which is surrounding them. In line of these three titles, “Identity” is a term that comprise;

For objects; physical properties (pattern, structure etc.), sensorial properties and characteristics of objects....,

For people; personal features, social and communal characteristics, dissimilarities attached to life styles and culture....,

For the environment; structure and condition of all the elements which comprise the environment (buildings, landscape, public places etc.) and effect of people...

Meanwhile, the ones who create identity are the people. There are some existing features, characteristics, properties etc. of entities and people add a meaning to them. This meaning is a product of consciousness which is formed in conditions of social facts that are reflections of the community which the person belong.

As Relph mentioned, “identity” is a term that is used for objects, people and environment. In this environment, people interact with different kinds of places. People identify themselves, others, objects, places and the environment while they are experiencing the places. This is because, “identity” has utmost importance to understand various places.

## **2.1 Architecture and Identity**

Architecture and identity, throughout history, is mainly analyzed through the concepts of “space” and “place” and their changing relationships throughout different time periods. The space in architecture is about the human perception of space and the historical development of spatial ideas from the earliest times until present.



According to architectural writer and educator Chris Abel, various analogies have been drawn between the symbolic function of architecture and the formation of personal and social and cultural identities. (Abel, 2000).

Spatial experience is a dynamic entity. Architecture, as space, means that the experience of the built environment is primarily the experience of spatial boundaries and connections. Space involves narratives, sequencing of connections and boundaries described as; rhythm, balance, darkness, light, scale, material, color, etc. and the space is primarily experienced “in time”.

Juhani Pallasmaa also associates “space” and “place” with identity. According to him, cultural identity, a sense of rootedness and belonging, is an irreplaceable ground of our very humanity. This can be interpreted as, our identities are not only in dialogue with our physical and architectural settings as we grow to be members of countless contexts and cultural, social, linguistic, geographic, as well as aesthetic identities. So, our identities are not attached to isolated things, but the continuum of culture and life and our true identities are not momentary as they have their historicity and continuity.

Nevertheless, the “time” concept in modernity shifts from being a static concept for people as experienced in the past. In the concept of modernity, including the current, the new, and the transient, all levels of meaning refer to the “present”. Modernity, by that way, is what gives the present the specific quality that makes it different from the past and points the way towards the future. This situation makes modernity, a break with tradition, and symbolizing everything that rejects the inheritance of the past. With this shift in “time” through modernity, the space-time relation also changes dramatically in architecture of modernity. In this manner, the architecture-identity relation in modernity turns to the contrast between traditional and modern. The perception of space and its relation to a geographically rooted identity changes fundamentally in modernism, and relations to space and place reveal themselves to be non-static, changeable and constructible.

The “place” and the “space” have a psychological relation with architecture that can be associated with identity. Identity of the individual has psychological relation with

architecture through meanings associated with place, which goes beyond the physical standing of a building. One of the functions of place-identity is defined as anxiety and defense so the “place identity” provides a feeling of belonging. The feeling of belonging to a physical environment and a person’s need for defense against threat to the continuity of that place may also bring in mind the feeling of locality

The local people identify themselves with the place while the ones that come to the place later identify themselves as travelers or nomads. In that sense, all identifications have location implications, which strongly show that physical environment is part of identification. According to rehabilitation science researcher Laura L. Lien’s study (2009) investigating the relation between home and identity, everybody deeply associates with the places where they were born and grew up, where they live now, or where they have had particularly moving experiences. Hereby, this association creates a vital source for both individual and cultural identity and security. The identity changes over time and sense of place may transform depending on individual circumstances or particular life challenges that one may face (Lien, 2009).

Pallasmaa associates identity in regard to space with historicity. According to him, our personal identities are not objects, they are not things; our identities are dynamic processes that build upon the core of an inherited cultural tradition. So, the sense of self can only arise from the context of culture and its historical character. Buildings mediate deep narratives of culture, place and time, and architecture is in essence always an epic art form (Pallasmaa, 2012). Therefore, one can say that the place identity mainly refers to the self-meaning of a person related to its close physical environment.

Architecture is a reflection or a substitution for the self so expressing space becomes to express oneself, to realize the image of the self by the means of space. This image of self used to be seen as recognizable, stable and fixed before modernity so the space was seen to reflect stability as well. But the image of self has changed and become mostly fluctuating and instable by modernity. With this regard, the “architecture-identity” relation can be defined mainly as “traditional” before modernity in which, “place” which is a “differentiated

space” created by architecture, refers to the static relations and psychological meanings based on “belonging” and “rootedness”. After modernity, this relation turns to a non-static relation based on functional networks and relationships that determine life in a modern society.

## **2.2 Cultural Identity**

Culture is the underlying foundation of traditions and beliefs that help a person relate to the world around him. It is the basic for any superstitions they may have. Culture gives a definition of starting point when beginning to search for roots. Knowing where a person comes from will help to define how they look at their family and social obligations as well as how they celebrate important milestones in life (Matsumato, 2003).

The definition of cultural identity, in its most basic form, is a sense of belonging. A shared sense of companionship that involves the same beliefs, interests and basic principles of living. When a person or place identifies with their culture, they often embrace traditions that have been passed down for years. The cultural identity that relates to a person’s heritage helps him to identify with others who have the same traditions and basic belief system (Matsumato, 2003).

The word “culture” is a determining of a very complicated concept which expresses all of the intellectual activities of a civilization (İncedayı, 2007). The culture is; dynamic, expressed through the community as well as the individual, interpreted with each member of the community, shared with groups and transformed to new generation. It involves a system of rules, and also attitudes, values, beliefs and norms. It conveys the sustainability of vitality of the community, and has the potential to change (Ayalp, N. 2011).

The expression of identity in architecture is an attempt to create architecture that sustains and supports the continuity of cultural and social values. It is a conscious practice by designers and individuals to create a built environment that express ownership, belonging and continuity in a place. Our understanding of cultural identity expression in the built environment is indispensable for achieving sustainability. The phenomenon of expressing cultural identity in architecture is observed in many parts of the world. In Europe, Gospondini

argues that “in the process of economic and cultural globalization, European integration and the blur of national identities in Europe, place identity emerges as a central concern of both scholars and other people.” (Gospodini, 2004) In Singapore, Lim observed that architects vigorously adopted, transformed and integrated traditions to reflect contemporary realities such as fast evolving cultures, values and lifestyles (Lim, 2004).

The notion of ‘cultural identity’, appearing as the main emphasis with its extensive mark on the period with its conflicts, clashes and trials could only be understood from within the general discussion of ‘modernity’. As a phenomenon in its own sake, ‘cultural identity’ comes to the fore as a notion that develops chiefly under the ‘nationalist sentiment’, which was itself rooted from the very outbreak of ‘modernity’. In the new social order modernity, which itself was brought about by the socio-economic process of modernization and fostered by the favoring intellectual approach of modernism, the evolution of themes such as ‘cultural identity’ come out as to cultivate modernity’s new condition of living. Hence, the related conceptual notions will be explored in an epistemological framework that develops chiefly from the discussion of ‘modernity’.

## **2.3 Place and Identity**

### **2.3.1 Place and Space**

“To be human is to live in a world that is filled with significant places; to be human is to have and to know your place. It is a profound and complex aspect of man’s experience of the world” (Relph, 1976).

Relph implied that man is needed to belong somewhere identified. A place which is more significant, one that feels safer and is familiar for both himself and others. The demand of belonging and attachment to somewhere drives people to identify places and create meaningful areas for themselves.

Additionally, Madanipour noted that “The change in the nature of urban space can be traced in the relationship between ‘space’ and ‘place’ in the literature, where space is considered to

be more abstract and impersonal, while place is interpreted as having meaning and value” (Madanipour, 2010).

According to these definitions, space is a wide but a meaningless term in comparison to place. Places are defined pieces of spaces and those pieces take place in space. Space is surrounding the place and leads up to identify the places.

Representative of space; conceptualized space, the space of scientists, planners, urbanisms, technocratic subdivides and social engineers, as of a certain type of artist with a scientific bent – all of whom identify what is lived and perceived with what is conceived.

Representational spaces; space as directly lived through its associated images and symbols, and hence the space of ‘inhabitants’ and ‘users’, but also of some artists and perhaps those, such as a few writers and philosophers, who describe and aspire to do no more than describe.” (Lefebvre, 2009).

Place is always the matter to explain for architects, urban planners, philosophers and writers. Some definitions of place;

“Concepts of ‘place’ often emphasize the importance of a sense of belonging of emotional attachment to place. Place can be considered in terms of ‘rootedness’ and a conscious sense of association or identity with a particular place” (Carmona et al., 2010).

“Places are also common units of urban investigation. Like families, gangs, or voluntary associations, they are fairly well demarcated, with usually clear boundaries. Thus, the study of places is also the study of people, their needs and their life-styles, insofar as all human action occurs in one place or another” (Press and Smith, 1980).

“A place is not just the “where” of something; it is the location plus everything that occupies that location seen as an integrated and meaningful phenomenon” (Relph, 1976).

According to these definitions; place is a location which have sometimes strict and sometimes permeable boundaries and a location which address an association and identity to

people. It is the tool to identify ourselves in the space. It is the proof of existence that we can realize ourselves and other selves in it. It is the definitive element which surrounds people and helps them understand themselves.

In addition, to comprehend the concept of place there are some components which are used by Relph (1976);

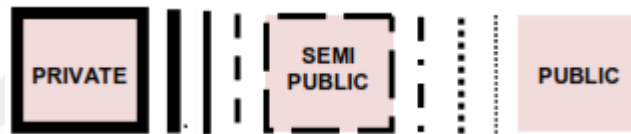
1. The idea of location, especially location as it relates to other things and places, is absolutely fundamental. Location can be described in terms of internal characteristics (site) and external connectivity to the other locations (situation); thus places have spatial extension and an inside and outside.
2. Place involves an integration of elements of nature and culture; “each place has its own order, its special ensemble, which distinguishes it from the next place”. This clearly implies that every place is a unique entity.
3. Although every place is unique, they are interconnected by a system of spatial interactions and transfers; they are part of a framework of circulation.
4. Places are localized – they are parts of larger areas and are focuses in a system of localization.
5. Places are emerging or becoming; with historical and cultural change new elements are added and old elements disappear. Thus places have a distinct historical component.
6. Places have meaning; they are characterized by the beliefs of man. “Geographers wish to understand not only why place is a factual event in human consciousness, but what beliefs people hold about place. . . It is this alone that underlies man’s acts which are in turn what give character to a place” (Relph, 1976).

Hence, place is an aggregation of socio-cultural and natural components which is unique even if it has the same components because the amount and type of these components are various. It is also a part of a system of whole places and it becomes meaningful with only other places exist. Another characteristic of place is the changeability of it; it accords with

the historical, geographical, social or manmade situations which happen in or out of that place. And it becomes meaningful by the attachment of people who try to identify themselves with places and give them meaning.

### 2.3.2 Types of Places

It is probable to specify places roughly into two headings. These are public and private places. Urban planners, Press and Smith pointed out that; “Private space would then be those areas in which domestic activities take place. Public space would consist of all other areas where access is not controlled” (Press and Smith, 1980). But the two types of places are not sharp and there is an area of transition between them. This is gradation of privacy that increase from public places to private ones. Privacy degree is a term to explain how much private a place is. It can be schematized like Figure 2.2.



**Figure 2.1:** Privacy degree of space (BDE, 2011)

Figure 2.1 shows that public space is the one which is opened to sharing of all kinds of people; semi-public spaces are the one which are still ‘public’ but they have social or physical boundaries to keep a group of people in and the others out; semiprivate spaces are the preparatory part of private spaces that can access to be in for others which an owner of the private space let; at last private spaces are the world of owner which other people cannot choose the features or manage inside of the place.

The transition between public spaces and semipublic ones can be explained as; “Some public spaces are not as open to free access as others. Some are socially bounded, that is there are strict rules governing the interactions taking place, and people who do not know the rules are frequently ignored, ridiculed, or kept outside” (Press and Smith, 1980).

In addition, “Benn and Gaus (1983), who describe the concepts of ‘public’ and ‘private’ according to the criteria of ‘access’, ‘agency’ and ‘interest’, offer a valuable empirical tool

to define ‘public space’ and its ‘publicness’” (Akkar, 2010). “Access”, “actor” and “interest” are the facts to discuss the publicness of a public space. These facts affect the publicness of a public place as it is shown in the Table 2.1.

“If public spaces are produced and managed by narrow interests, they are bound to become exclusive places. As the range of actors and interests in urban development varies widely, and places have different dimensions and functions, creating public spaces becomes a complex and multidimensional process” (Akkar, 2010). Public space is a realm where public place occurs and stands; so the condition of public spaces is acceptable for public places. How a ‘public place’ arises will be discussed in the next step.

<b>PUBLIC SPACE</b>	
<b>Access</b>	
Physical access	<i>A space that is physically accessible to all</i>
Social access	<i>A space that is socially accessible to all</i>
Access to activities and discussions	<i>A space that is socially accessible to all</i>
Access to information	<i>A space where the information regarding its development and use processes are accessible to all</i>
<b>Actor</b>	<i>A space that is controlled by public actors and used by the public</i>
<b>Interest</b>	<i>A space that serves the public interest</i>

**Table 2.1:** The Publicness of Public Space (adapted from Akkar, 2010)

### 2.3.2.1 Public Places

To start with what the word “public” means, Akkar identified that; “‘Public’, as an adjective, signifies ‘of or concerning the people as a whole’, ‘open to all’, ‘accessible to or shared by all members of the community’, ‘performed or made openly’ and ‘well-known’ (Gove 1976; Makins 1998). It also connotes ‘a political entity which is carried out or made by or on behalf of the community as a whole’; ‘authorized by or representing the community (Gove 1976; Brown 1993). Additionally, ‘public’ means something ‘provided especially by the



government, for the use of people in general' (Crowther 1995). As a noun, 'public' refers to 'people in general (ibid.). However, it is also used to signify 'an organized body of people', such as a community or a nation (Gove 1976). Moreover, 'public' means 'a group of people who share a particular interest or who have something in common', such as the audience at a play or film (Crowther 1995; Makins 1998). Hence, 'public space' can be described as a space concerning the people as a whole, open to all, accessible to or shared by all members of the community, provided by the public authorities for the use of people in general" (Akkar, 2010).

During the existence of humanity, public places are the center of communication, trading, interaction and meeting. As Akkar pointed out public is a word that refers to communal interests, community and something which is ready to serve communal needs. Places which are 'public' that has the same features with 'public'. They serve people, they interact with people, people make them and people attach themselves there.

As Madanipour implies; "The nature of public spaces has changed alongside the historic changes in nature of cities. For most of urban history, the primary public spaces of the city were the core of the urban society, integrating the political, economic, social and cultural activities of a small and relatively coherent urban population "(Madanipour, 2010). He stresses that primitive public places are the ones which is a center to maintain daily activities of a society. He also stressed that; "Public spaces mirror the complexities of urban societies: as historic social bonds between individuals have become weakened or transformed, and cities have increasingly become agglomerations of atomized individuals, public open space have also changed from being embedded in the social fabric of the city to being a part of more impersonal and fragmented urban environments" (Madanipour, 2010).

Time is another dimension to understand public places. In time, the functions, users, shape of a public place can change. The meaning of it changes in time due to the community who experience it. Hayer and Reijndorp say, "Different groups in society follow different paths through space and time. The public space turns out, in reality, barely to function as a public domain; rather it is a transit zone between enclaves of different variations on 'our kind of

people” (Hayer and Reijndorp, 2001). Furthermore, for Hayer and Reijndorp, the important point is to share a public place with different kinds of people who have various reasons to be there. The point is being yourself and being at your place but it is also the others’. This can happen in a particular time of a day. Public domain may well come into being where places represent multiple and incongruent meanings. Between ten and eleven o’clock at night, the Leidseplein in Amsterdam is public domain (figure 2.2). People seem to share the compressed space without sharing much common meaning. But it is precisely multiplicity and incongruence that makes the square into public domain at this hour” (Hayer and Reijndorp, 2001).



**Figure 2.2** The Leidseplein public domain in Amsterdam  
(<http://traveljapanblog.com/wordpress/tag/amsterdam/page/2/>)

Since the function and usage of public places change in time; the relationship between public place and people is a broad question which has various answers.

“Because of the structure of the city, all urban dwellers come in contact with a great many of their fellows in public places. Usually, public places are focal points of shared identity and concerns. However, they also provide the only means of mutual access to individuals with otherwise divergent interests, ethnic backgrounds, and economic status” (Press and Smith, 1980).

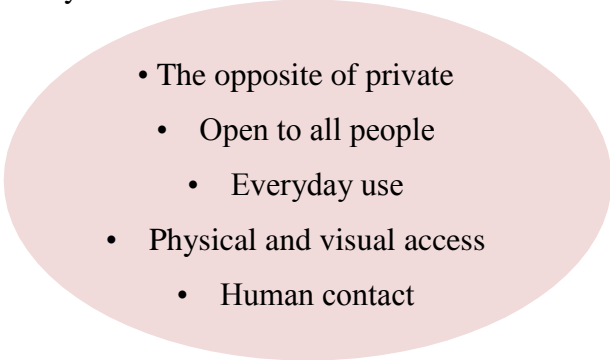
In addition, public place is the cultural arena where interaction happens. While experiencing a public place, people get excited to meet and observe new ones. Public places gather very different components of the city and this structure enables people to interact. Accessibility is the key component to be more 'public' for public places. The more accessible ones are the composite ones that full of different identities.

According to Sennett (1990), public place is a concrete place like squares or streets which is inside the public life. People use these places as physical, social and symbolic tools to transform or re-design the city.

All communities need a center which symbolizes the being of them, their identity and culture. Public Place is a symbol like mentioned and it is the pulse of the city where people meet and have social events (İnceoğlu, 2007).

Public place is a location where people express their feelings and where they experience and interact with other groups of people; it is accessible to different people and groups who come together on it. In addition, this composition of divergent socio-cultural features becomes a sharing point in public places. The richness of physical, social, cultural, historical and demographical values in public places make those places attractive.

Madanipour (1996), summarizes the key characteristics of public places according to a wide range of different definitions that he reviewed. Figure 2.3 is helpful to understand what a public place means generally.

- 
- The opposite of private
    - Open to all people
    - Everyday use
  - Physical and visual access
    - Human contact

**Figure 2.3:** Key characteristics of public place (Madanipour, 1996)

In Addition, “according to Bakan and Konuk (1987) it is possible to qualify urban open spaces as public spaces. Public spaces can be defined as places that are planned for society, arranged or self-generated, communities benefit from it. It is possible to categorize urban open spaces into four groups;

- Arranged pedestrian zones: Parks, spaces for rest, entertainment and sport
- Shopping Spaces: Shopping street, bazaar, shopping center
- Passing Spaces: Streets, roads, transportation spaces
- Regions: Squares, open prestige spaces” (Bakan and Konuk,1987).

Arranged pedestrian zones, shopping spaces, passing spaces and regions are the interaction and meeting points of community. However, squares are the ones, which have been nodal points of the city, also contain the other urban open spaces that are defined above.

### **2.3.3 Identity of Place**

People, who are the users, builders and one of the components of various places, are also the ones who attach feelings, thoughts, characteristics and identities to those places. Walker describes the relation between identity and sociological background of people like; “. . . identity is an interpersonal or constructed through interactions with others in their cultural group. Through these interactions, our identities are shaped through multiple channels, including family, gender, culture, and ethnicity” (Walker, 2007). Also, identifying a place with an identity can be done personally or communally in the context of perception and knowledge. The places which are recognizable for people, have a characteristic value, and it is easier to distinguish those places from others. Kong and Yeoh clarify the issue that; “While place identity may be interpreted as the distinctive identity of place, it can also suggest the way in which people identify with a place, develop affective ties with it, as well as feel a sense of belonging and attachment to it. This identification with place may derive from the distinctiveness of place as well as the community ties localized in place” (Kong and Yeoh, 1995). It is the identity of place which highlights a place and it becomes more significant than the others. Whether a place have some physical and social values which have importance

for the community and these values serve to the communal needs, the place gets differentiated from others. In this case, shared experiences and knowledge of the community control the direction of perception and consciousness. Likewise, Walker clarifies that; “A place can be defined as a social entity or “membership group” providing identity. A place is often associated with a certain group of people, a certain lifestyle and social status. In relation to maintaining a positive self-esteem, this means that people will prefer places that contain physical symbols that maintain and enhance self-esteem and avoid those that don’t” (Hauge, 2007; Walker,2007).

Accordingly, identity of a place cannot be drawn just as a conclusion of the physical elements or interpretations; it is a complex of physical, social and mental forces which shape the point of view of a person or a group. However, the dimensions of a place which are related to physical environment are significant or variant, what give the meaning to a place is people, their social background and experiences of them which happened there. As Aldo van Deyck clarifies the impact of “time and occasions”, meaning of a place is up to the way how people live their experiences there. Also Walker interprets the people- knowledge-space-place relationship that; “Space is seen as a timeless, absolute dimension, while place might be thought of as space integrally intertwined with time. Conceived of in this way, place is a situated practice constructed of social relations. Such a view is phenomenological in as much as the observer is inevitably within the world being observed. Place is thus alive because it is composed of its interactions with the living beings that help to create it as it works to also create them. Such an understanding of place allows for the placement of living beings in relationship to one another in such a way that new social effects may be produced” (Walker, 2007).

Identity of place is a notion which is examined thoroughly by Relph in his famous book *Place and Placelessness* (1976). Relph defines different types of ‘identity of place’ within the frame of the sorts and degrees of ‘insiderness’ and ‘outsiderness’ and with help of those ‘individual’, ‘group or community’ and ‘consensus and mass’ images. Carmona and Others (2010) sum up these types as it is shown in the Table 2.2.

<b>IDENTITY OF PLACE</b>	
<b>Existential Insiderness</b>	<i>Where place is lived and dynamic, full with known meanings and experienced without reflection</i>
<b>Empathetic Insiderness</b>	<i>Where place records and expresses the cultural values and experiences of those who create and live in it</i>
<b>Behaviourial Insiderness</b>	<i>Where place is an ambient environment possessing qualities of landscape or townscape that constitute a primary basis of public or consensus knowledge of that space</i>
<b>Incidental Outsiderness</b>	<i>Where the selected functions of a place are what is important, and its identity is little more than the background for those functions</i>
<b>Objective Outsider</b>	<i>A space where the information regarding its development and use processes are accessible to all</i>
<b>Mass identity of place</b>	<i>Where an identity is provided more or less ready-made by the media, and remote from direct experience. It is a superficial and manipulated identity, which undermines both individual experiences and the symbolic properties of the identity of place</i>
<b>Existential Outsiderness</b>	<i>Where identity of place represents a lost and now unattainable involvement, places are always incidental, for existence itself is incidental</i>

**Table 2.2:** Types of identity of place (adapted from Relph 1976; Carmona et al., 2010)

As well as types of identity of place vary, range and context of places vary, too. Even there are rural places which has sparkling identities, urban places are more remarkable for people. Because, urban places are the ones which contain dissimilar groups, cultures, memories etc. And a city can have its own identity which is diffused to all parts. Urban identity is a complexity which has all the components of ‘place’ and ‘identity’ terms. Urban Identity will be examined in the next step.

### 2.3.4 Urban Identity

Urban areas are the ones that have a composite structure, where people are settled, interact, maintain and build their lives. As every place where human beings exist and live communally, cities are the center of interaction, transition and diversification between different kinds of people who have various backgrounds. Halprin’s (cited in Taylor, 1979) definition of “city” is useful to understand this matter; “it is this place that we use and in

which we encounter each other: where we meet and enjoy and participate in that communal life we call “city” (Taylor, 1979). Also, Jones’s writings support that “Man is a social entity because he discovers himself to be more than a bare identity whenever he attempts to act, or to fit himself into any given situation. His existence is precisely as convenient to others as theirs to him” (Jones, 2001). Moreover, city is the place where man can interact to each other, identify himself and the others. That is why urban areas are important to discuss in context of identity and communal socialization.

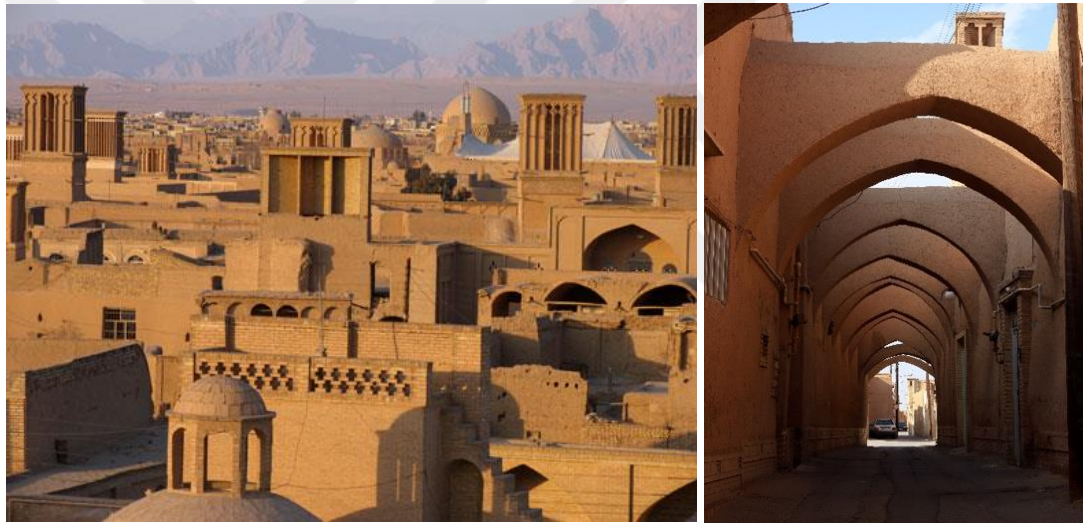
Nowadays, globalization affects the urban life. Increasing globalization also increase the interaction of different cultures and types of people. The wide range of sharing and transition enrich the colors of urban life. City is the palette which keeps all the colors and sustains a place for them to combine. Nijman explains the matter that “The city, as a spatial entity, provides an interesting point of entry in debates on cultural globalization because it is the place where global cultural exchanges are concentrated, and at the same time the image of the city itself may constitute an item of cultural consumption in this global exchange” (Nijman, 1999).

Moreover, metropolitan urban life is more complex and needs to be detailed. Duncan (Cited in Abacı, 2009) determined the metropolitan urban characteristics as;

- Has huge population,
- Contains high level of commercial activity,
- Contains developed financial corporations and services which are appropriate to that level,
- In the metropolitan space, activities, opportunities and socio-economic groups vary,
- Contains many municipalities,
- Manufacturing industries arise in urban space, but the volume of the manufacturing industry is not a criterion for the metropolitan urban. (Abacı, 2009).

On the other hand, there are physical, socio-cultural and economic structures of cities which should be defined more clearly. These structures are also shape the urban identity. Berdi (2001; Abacı, 2009) defined these characteristics as below;

**Historical:** The cultures that have lived in that area, their habits, the qualities of the physical environment formed by that culture and the color, pattern, equipment and styles of the historical places give identity to that particular area (figure 2.4-2.5).



**Figure 2.4-2.5** Historical and cultural identity of Yazd, Iran which affects the architecture and design criteria ([http://www.iranreview.org/content/Documents/Yazd\\_A\\_Desert\\_Paradise.htm](http://www.iranreview.org/content/Documents/Yazd_A_Desert_Paradise.htm))

**Geological-Topographic:** The geographical and topographic structure, climate, its hills and plains determine its identity (figure 2.6-2.7).

**Relation with Water:** Besides the physical factors like its topography, water and the facilities of irrigation, sea products, other sea products that affect the economic structure cause the city to be formed more differently than the others.

**Public and Cultural Structure:** Cultural Structure, cultural relations, the educational level of the community and the attitude of people are the factors that form its identity.



**Economical Structure:** Economical activities, the types of these economical activities, the level of income, the distribution of it, where it comes from and the geographical effect on economy form one of the qualities of that city.



**Figure 2.6-2.7** Lisbon, Portugal, topographic structure of city shapes the identity  
(<http://www.citylab.com/commute/2014/01/challenge-selling-bike-share-hilly-city/8052/>)

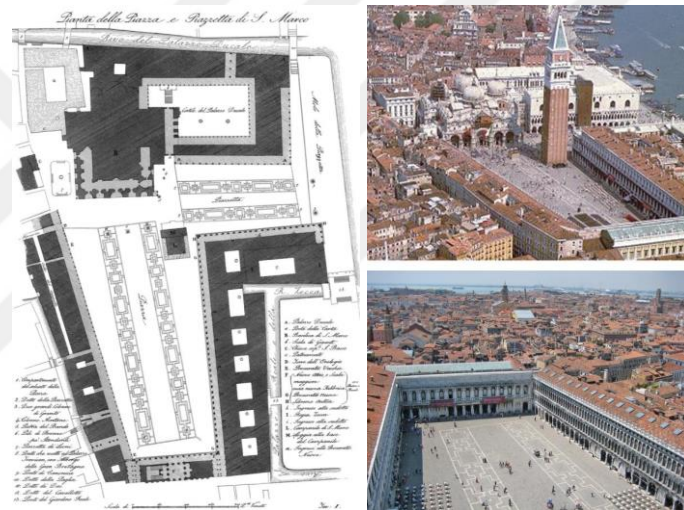
**Technological Level:** The technology which is used for the production, transportation, communication and in all kinds of construction form the identity of that city.

**Recreation and Entertainment:** One of the factors that form the identity of a city is the kind and frequency of these activities and the places which are preferred for them.

**The Physical and Aesthetical Values about the Location, Pattern, Color and Equipment:** Visual and spatial qualities such as buildings, streets, monuments, urban furniture and parks cannot be separated from function and perception such as noise, smell, taste and even touch.

The structural facts help to determine an image or an identity of a city. Natural components such as topography, geology and climate, manmade components such as monuments, buildings, historical places, archetypal factors and socio-cultural factors such as lifestyles and organizations are exemplified that; “The features which combine, define and highlight the city are the ones that establish the urban identity. Some cities are famous with their geological components; Bosphorus of Istanbul, waterways of Venice, topography of Cape Town, cliffs of Antalya are examples. Climate is the main characteristic of some other cities;

like London is noted for its fog. On the other hand, silhouette of mosques in Istanbul and Eiffel Tower of Paris, namely the monuments or monumental images which create the urban image are the urban identity features of Istanbul and Paris. Some other cities are identified with significant squares or streets; Venice - San Marco Square (figure 2.8-2.9), Paris - Champs Elyées Boulevard, London - Hyde Park (figure 2.10-2.11), Moscow – Red Square are the best examples of that. Additionally, some cities come to the fore due to their socio-cultural features; Waltz of Vienna, Carnival of Rio, Festival of Frankfurt” (Hacıhasanoğlu and Hacıhasanoğlu 1995).



**Figure 2.8-2.9** San Marco Square, Venice  
([http://www.venipedia.org/wiki/index.php?title=Piazza\\_San\\_Marco](http://www.venipedia.org/wiki/index.php?title=Piazza_San_Marco))



**Figure 2.10-2.11** London - Hyde Park (<http://www.surfbirds.com/community-blogs/HPKG/>)

City is the place where variety of identity is kept. Identity of an individual, group identity, national identity, identity of places, socio-cultural identities, and so on. Urban identity is a result of those structural elements and the whole identities which a city has. The different

amounts of several structural elements are combined and for every city this combination varies.

“The development of the urban identity is a historical case. It can develop in time or change in it. Sometimes the city has a wide historical background and doesn’t change rapidly so, it keeps an urban identity which is a conglomeration of different periods of the history. On the other hand, urban identity depends on people and interactions between them which changes rapidly. That is why the meaning of a city’s urban identity should be updated while these changes are happening” (Tekeli, 1998).

“In the science of urbanization“, designers, planners or conservationists agree that every city has its own way of life, a skeleton and a physical and social structure. This common view brought forth the reasons of the formation of urban identity. All the experts have felt the need to make a definition for clarification. This concept, which is perceived differently in every city, has been defined as `urban identity` “(Çöl, 1998; Abacı, 2009).

Karabay and others (1996) pointed out Wiberg’s view about character of cities that “Wiberg describes the character of city by three concepts: urban identity, urban profile and urban image. According to Wiberg, urban identity is shaped in a long time. Urban identity is a composition of the features of the city which are he geography, cultural level, architectural structure, traditions, lifestyle etc.” (Karabay and others 1996).

“Urban identity is a complexity of the features which are belong to that city, which distinguish it from the other cities, which enriches the city and which are unique for that city. In other words, urban identity is the meaning of the city” (Bırol, 2007).

According to those definitions, urban identity is a term that includes personality, complexity, continuity, eternity, functional and socio cultural diversity. City is an eternal complexity of all the urban structures that mentioned and diversity of these structural features and people who observe, live and sustain in them affect the style of urban identity. People create, develop and maintain the features of the city and they interact with it.

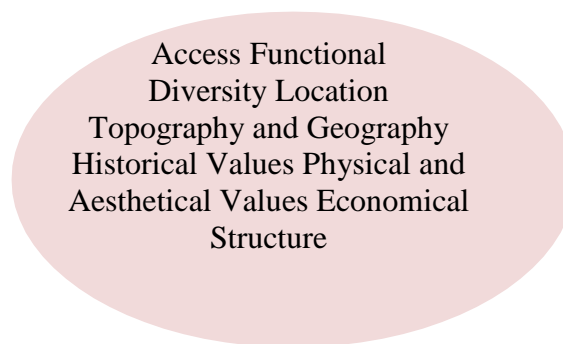
To call something “urban”, there should be people. Because man is the creator of a city and also he dwells in it. Urban environment is a manmade area, as well. In the urban environment,

the whole lived entities and continuously living ones contribute to urban identity. Urban identity emerges as a product of the accumulation of those socio-cultural, natural and manmade features. It is a feeling of a city's own, that can be felt every part of the city. It is a complex of the whole features that diffused in the city. It is a combination, a common point of all the identities which a city keeps in.

Further, Çöl (1998) has accepted the hypothesis "every city has an identity" is true and he listed the determinants of urban identity for cities as the following:

2. The physical structure of a city
2. The socio-economic structure of a city
3. The cultural accumulation or structure of a city
4. The historical development of a city
5. The characteristics of the locations in that city
6. The structural and visual characteristics
7. The way people live and quality of life
8. The functions of a city
9. The physical environment and its relation with public behavior
10. The unity of city and nature
12. Urban infrastructure
12. Urban typology (Çöl 1998; Abacı, 2009).

Features of urban identity may vary due to the researchers but if the common points are summarized, figure 2.12 shows what are the common urban identity characteristics due to the reviewed literature.



**Figure 2.12:** Urban identity characteristics

Finally, place and identity terms are very wide but they are connected. Urban places, which keep different types of identity, are composing an urban identity for every city. It is a memorable name to define, describe and differentiate one city from another. Mentioned by Madanipour that; “The nature and character of public spaces are closely related to the nature and character of cities. As cities have changed, so have their public spaces” (Madanipour, 2010). Shopping places are the important public places of the cities will be discussed in frame of transformation and urban identity, in the next chapter.

### **2.3.5 Identity of Shopping Places**

Cities take place in minds with their urban image and identity features. Identity of a city depends on identity elements that result from different reasons such as city’s history, cultural values, architecture, social and economical structure, topography, climate, being eastern or western city and openness to other cultures, etc (Topçu, 2011). The characteristic facts of city are focused in the spaces such as shopping areas which are public sharing arenas and attracting the attention. Hereby, users are faced with the elements which reflect the character of city and urban identity and feel these features while they are experiencing shopping and the other activities.

According to Kostof (1999) the urban fabric consists of an urban society, the inhabitants of the area, individual/civil housing units, street patterns or street networks, monumental buildings and public spaces, such as squares, parks commercial areas or open spaces. The components of any city exude a definite sense of place and identity and form urban fabric.

While the traditional spatial patterns at the old city center, with its conventional commercial culture and the public life was still preserving its identity and existence, the new shopping malls were offering different identities, emphasizing a popular public life with a new spatial pattern. Contemporary shopping centers are buildings within which ‘non- place’ or ‘non-space’ is defined just as in the other building types of modern city. The senses of ‘place’ and

‘space’, which contributes to the formation of ‘identity’, seem to disappear in shopping spaces that are designed to replace public spaces in new cities of modernity (Moazemi, 2017).

This social condition of the cities has led to the relocation of the public’s former primary venues for socialization—the shopping street and the market square—into the enclosed and privatized space of shopping centers. As a result, shopping centers combines commercial, leisure, and social functions as contemporary shopping areas have a specific role to constitute and form urban identity.

#### **2.4 Section Conclusion**

Architecture, as being in the heart of the issues related to human beings and the societies, always tries to represent the social reality of people in physical ground. The social reality mainly finds itself for people in the “search of self-meaning”, which refers to the notion of identity. Thus, when there is any impact on identity of the people in a specific period of time, consequently it affects the architecture of the age.

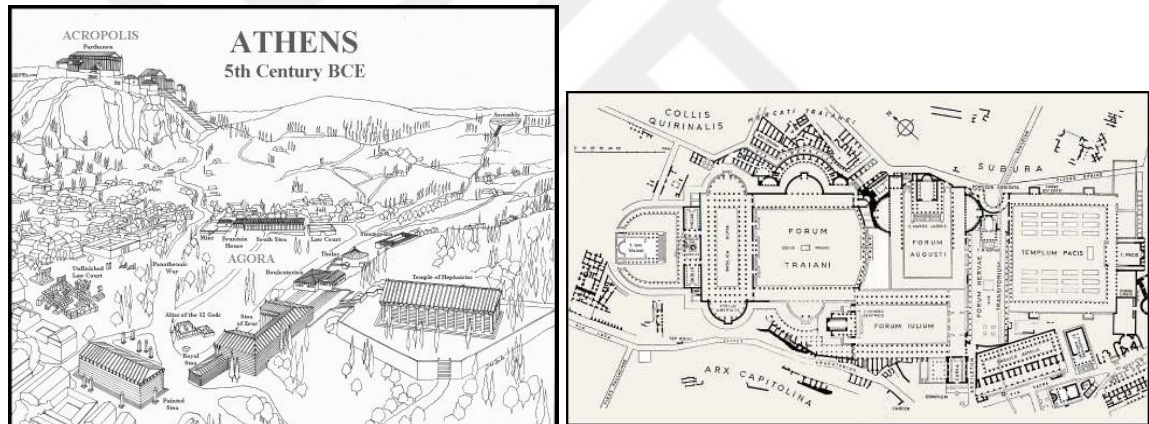
Beyond the debates in architecture of the global age, based on “loss of identity” either seen positive or negative, there are two main realities of the current age about “architecture-identity” relation. One of these realities is the unavoidable existence of globalization, which supports the need of individual and collective identities for progress, dynamism, change and development referring to advances of globally experienced architecture based on progress. This is because, the identity always targets the future with strong need of change and dynamic improvement. On the other hand, the second reality is the need of individual and collective identities for anchor points in their psychological well-being and self-identification against feeling of “being lost”, referring to the provision of “belonging”, “continuity” and “familiarity” in architecture.

With regards to the above problematic situation, the examples of the case study in modern shopping places and comparison with traditional public spaces and shopping areas such as parks, squares, bazaars and passages will be analyzed through their responses addressing different approaches to this problematic dilemma of identity in design.

## CHAPTER 3. CHARACTERISTIC TYPOLOGY AND TRANSFORMATION OF SHOPPING PLACES AS PUBLIC SPACES

### 3.1 Historical Development of Public Spaces

The history of shopping places begins with Greek agora and continues with Roman forum (Figure 3.1-3.2). Greek's agora, usually located in the center of polis and focal point of the town, both functioned as a market place and the gathering place for political assembly. In other words, it had both an economic and political importance (Mattson, 1999; Zucker, 1959). It also served as meeting place of citizens for daily communication both formal and informal assembly (Mumford, 1961, cited in Carr et al., 1992).



**Figure 3.1-3.2:** Agora of Athens 5<sup>th</sup> Century B.C./ Forum of Trajan in Rome  
(<http://socrates.clarke.edu/athens.gif>) (<http://www.essential-architecture.com/ROME/RO-029.htm>)

In the period of Roman Empire, the functions of Greek acropolis and agora were brought together in “forum”, which was the main place for public life. The forum contained enclosed, semi-enclosed and open spaces for commerce, religious activities, political assembly, athletics and informal meetings (Mumford, 1961 cited in Carr et al., 1992). Like the Greek agora, forum was a public space dominated by citizens and even merchants and craftsmen from other cities were excluded from these places (Jackson, 1987).

In the Middle Ages and Renaissance, plazas or public squares were places serving for both political and economic functions like agoras and forums (Figure 3.3-3.4). In these places, which contain important buildings such as cathedral and the town hall, people gathered,

public celebrations and plays took place and state proceedings were carried out (Afshar Naderi, 2007). Plazas representing the local social order were places where ethnic, religious and political identities were revealed (Jackson, 1987).



**Figure 3.3-3.4:** Palazzo del Broletto in Como, Italy (<http://www.avenuehotel.it/gallery/broletto.jpg>)

Marketplace, which remarkably grew beginning from 11th century, was one of the crucial public spaces of the medieval times. It was generally located in the center of the town, in front of the cathedral or the castle and also usually at the intersection of two main streets. With its central location, marketplace was the place where work activities (workshop, storage facilities) and related business places such as inns, taverns took place, where inhabitants of the city frequently came together and where visitors from outside the town were attracted (Jackson, 1987; Mumford, 1987).

In medieval cities a great part of the business life was also taking place in the narrow, open streets of the city. The streets were usually edged on each side with an arcade that provided better shelters from severe weather conditions. One of the important features of medieval streets was their dominant function as communication lines for pedestrians. Street was the work place, the place of buying and selling, meeting and negotiating and the place where religious and civic ceremonies were held (Jackson, 1987; Mumford, 1987).

The streets, marketplaces and also cathedrals were public places, that upper and lower classes mix together, of the medieval cities. However, the straight, wide avenues emerged in 16<sup>th</sup>



century changed this characteristic of the medieval public places. People from different classes began to be separated from each other in those public spaces due to the development of vehicled carriages (Carr et al., 1992). Public spaces of the medieval city were non-specialised and people from all classes, occupations and age existed in these spaces. Since public spaces were places where different social groups spatially integrate, the differentiation of class or status was provided through the essential tool of costuming whose rules were determined through law and tradition. In short, spaces of preindustrial city were chaotic whereas appearances were ordered (Lofland, 1973).

The word “public” took on its modern meaning, the social life outside the realm of family and close friends and the realm of strangers and acquaintances, in 18<sup>th</sup> century and this was also reflected to urban public spaces (Sennett, 1987). It was the Industrial Revolution that had great impact on the life in cities and cities’ spaces due to the changing conditions of work, the boom in urban population and the strict separation of home and workplace.

Besides the growth of new public spaces for leisure and public entertainment in 18<sup>th</sup> and 19<sup>th</sup> centuries were marked with the emergence of new consumption places serving also as important public spaces like the shopping arcade, shopping street, bazaar and department store (Rendell, 1998). The shopping arcades were linear, multi-store, where protected spaces with glazed-roofs and were exclusively pedestrian. They were built between building blocks and connected existing busy streets and used also as short-cuts (Sanders, 1985; Gruen, 1973). According to Rendell (1998), the shopping arcade was “a privately owned street of commodity consumption” mainly built in wealthy areas of big cities. It provided a kind of street environment, a semi-public environment for middle and upper classes where mixing with lower classes was prevented. Luxury shopping was established between upper class women as a fulfilment of social status and identity (Nava, 1997). In these spaces of luxury consumption, a strict control was exerted upon public behavior through government legislation, which gave a new importance to the privacy of upper and middle-class families since there was the rising fear of working-class contamination of the public realm (Rendell, 1998; Nava, 1997).

Unlike the shopping arcade, department store, as “the image of the consumerist and mechanized society” (Wilson, 1991), provided mass-produced and cheaper goods for a wider range of consumers in a safe and pleasant environment (Nava, 1997). However, like the shopping arcade, department store contained shops for mostly the use of middle and upper classes and despite this feature it created a public space atmosphere by providing cultural facilities and entertainment activities. Department stores also played essential roles in socialization and in the mixing of all classes through their features of free-entry without being obliged to make purchases unlike the specialized small shops of the period. The department store introduced shopping as a pleasurable activity with their attractive and relaxing interior environments and facilities and opened a new way for women to experience their independence in public sphere, but, as customers. Shopping places as one of the most important public places help the creation of divided cultural identities for urban population having different cultural and class backgrounds (Fredriksson, 1997).

### **3.2 Shopping places as Public Spaces**

It is often observed that nowadays many people are using and preferring shopping malls for shopping, spending their leisure times through the recreational, cultural and entertaining facilities offered in these places or for just wandering around. Through a survey conducted in two of the shopping centers of London, Brent Cross and Wood Green Shopping City, Jackson (1998) observed that people use shopping centers as public spaces for socializing and non-commercial activities. Another important result he drew from the survey is that both quasi-and semi-public spaces of the shopping centers are experienced differently by different groups of income, gender, ethnicity and age.

The interior design of the shopping center (the design of movement routes, shops and the positioning of various objects such as greenery, benches and etc., lighting) leads users to consumption and has essential restrictions on the development of contact and sociability.

Public spaces having a civic significance are places with multiple identities and symbolic power constituted through history, public memory and political legitimation. (Lees, 1994).

It is claimed that through the development and increasing use of shopping centers by so many people, public open spaces are transformed into private indoor spaces. It is stated that shopping centers restrict the various uses that traditional town centers offer within their semi-public spaces of food courts and indoor streets which are privately owned and controlled by private security staff (Miller et al., 1998). Shopping spaces gathering people together have always been important parts of the urban public realm and they are in principle open to everyone (Lehtonen and Maenpaa, 1997). Today, shopping centers with their safe, clean, comfortable and climate-protected environments are now used and preferred by a large number of people. They do not only introduce fast, easy and comfortable shopping but also activities of leisure and entertainment. Their use by so many people and their negative effects on city centers' usage as public spaces lies in part beneath their offering of social places like cinema, theatre, children playgrounds and temporary activities like concerts, several kinds of shows etc. Opposite of these, in today's shopping centers eating and some social activity areas such as concerts began to settle outdoors little by little. Hence in this thesis will be emphasized on these new change and transformation processes and their effects on design and identity of shopping areas. This subject will be discussed in more detail in the original section.

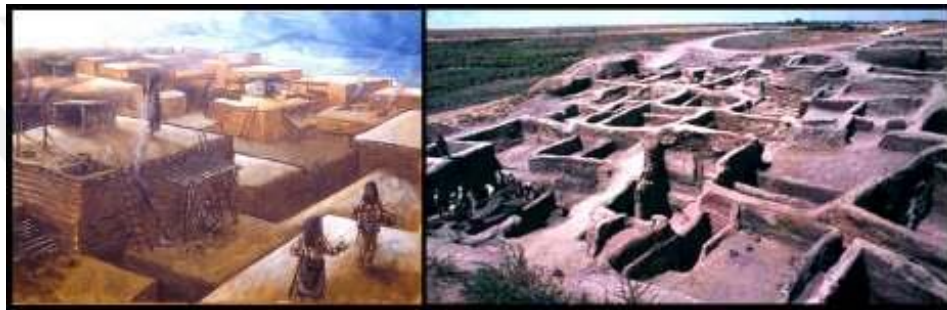
### **3.3 The Development and the Characteristics of Shopping Places**

The evolution of shopping places is a social process. The titles and historical periods of types in this thesis are arranged mostly according to Peter Coleman and Rem Koolhaas's historical evolution studies, which both arranged the titles in order of that social process (Coleman 2007 and Koolhaas 2001).

### 3.4.1. Ancient Times (B.C 1<sup>st</sup> -4<sup>th</sup>)

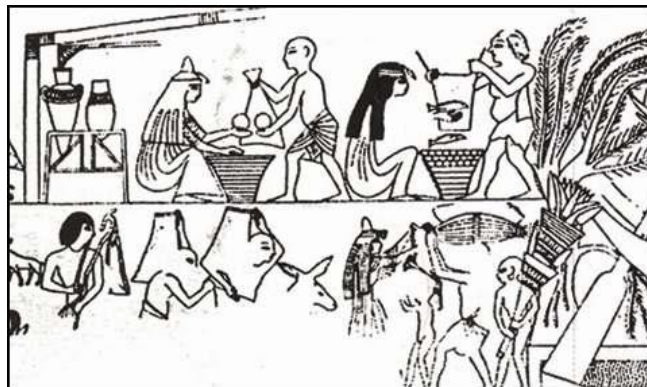
#### □ Egypt

When Prehistoric people started to communicate they also started to trade. They bartered goods and services from each other. The history of long-distance commerce began approximately 150.000 years ago (Watson, 2005). The earliest trading activities took place in meeting and gathering spaces (Figure 3.5) (Coleman 2007, p.19).



**Figure 3.5:** Çatalhöyük 5000 BC and today  
[http://www.thy.com/images/skylife/8-2006/119/14\\_119catalhoyuk%20ek.jpg](http://www.thy.com/images/skylife/8-2006/119/14_119catalhoyuk%20ek.jpg)  
<http://www.catalhoyuk.com/media/photography.html>

Although it is assumed that trade was started in Neolithic period; the earliest figurative presentation of market place is seen in Egyptian drawings in 1500 B.C. (Figure 3.6). But, there is no certain evidence in what space or building they carried out their trading activities (Coleman, 2007 p.19).



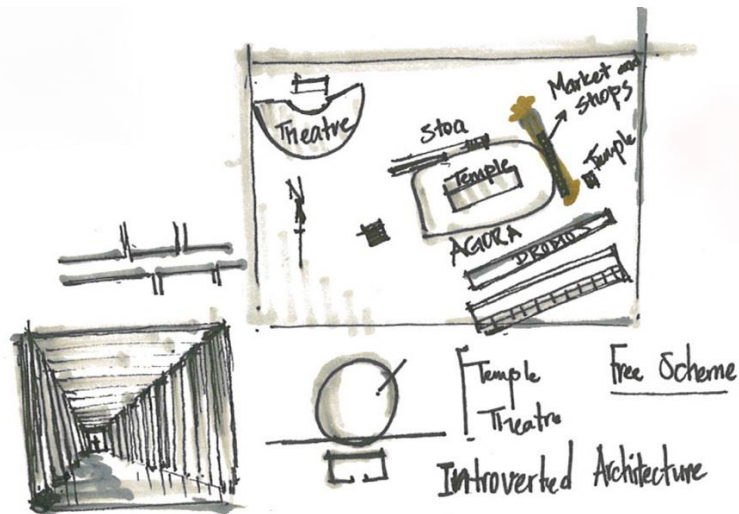
**Figure 3.6:** Drawing of Market at Thebes (Egypt) (Koolhaas, 2001)

### □ Greek, Agora

The Agora was an open “place of assembly” in ancient Greek city-states. Agora; was the city’s focal point, administrative and public center, gathering area and market space. Main architectural element of Agora ‘Stoa’, comprises covered walkways or porticos for public usage. According to their planning, system and functions agora and stoa can be conceived as the ancestors of the Roman forum and eastern bazaar (Figure 3.7-3.8).



**Figure 3.7-3.8:** The restored Stoa of Attalos in Athens & Bazaar in Istanbul today  
 ([https://en.wikipedia.org/wiki/Stoa#/media/File:Stoa\\_in\\_Athens.jpg](https://en.wikipedia.org/wiki/Stoa#/media/File:Stoa_in_Athens.jpg))  
 (<http://istanbulwallpapers.com/tag/bazaars/page/2/>)

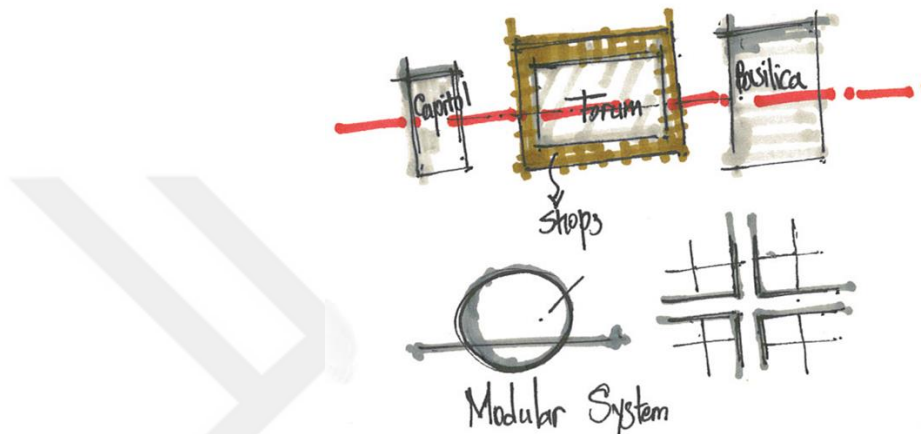


**Figure 3.9:** Schematic sketch of Greek Agora (Personal drawing)

### □ Roman Forum

Forum is the market place or public place of an ancient Roman city, the center of judicial and business affairs and a place of assembly for the people (<http://www.merriam->

webster.com/dictionary/forum). Just like Greek Agora, the major cities of the Roman period formed open spaces as the center of the civic life, which were surrounded by temples, basilicas, bathhouses and state buildings. Shopping was one of the activities which took place both in the buildings and in the forum space (Coleman 2007, p.19) (Figure 3.10).



**Figure 3.10:** Schematic sketch of Roman Forum (Personal drawing)

### 3.4.2. Medieval (5<sup>th</sup> -15<sup>th</sup>)

#### □ West

After the fall of the Western Roman Empire in 5<sup>th</sup> century, Western Europe drifted into 500 years or so of dark ages, that shopping activity included. The market and town halls were the heart of trading and business activity of the city. They were located along with the market square, in the center of the town. These buildings combined the two uses: the first floor was administration, the ground floor remained open between the columns and was used as an extension to the market (continuation of the Roman city features). This format of outward facing collections of shops would come to form the basis of shop-lined streets throughout Europe in later centuries (Coleman, 2007). A very good example of a combined market and town hall providing a collection of defined shops can be found at the Ring in Breslau – 1275, today Wroclaw in Poland (Figure 3.11-3.12).



**Figure 3.11-3.12:** Ring market in Wrocław-Poland  
 ([http://commons.wikimedia.org/wiki/File:Breslau\\_Ring\\_Ostseite\\_\(1890-1900\).jpg](http://commons.wikimedia.org/wiki/File:Breslau_Ring_Ostseite_(1890-1900).jpg))  
 (<http://en.wikipedia.org/wiki/File:Wroclaw-Rynek-7.2005.jpg>)



**Figure 3.13:** Schematic sketch of medieval west cities (Personal drawing)

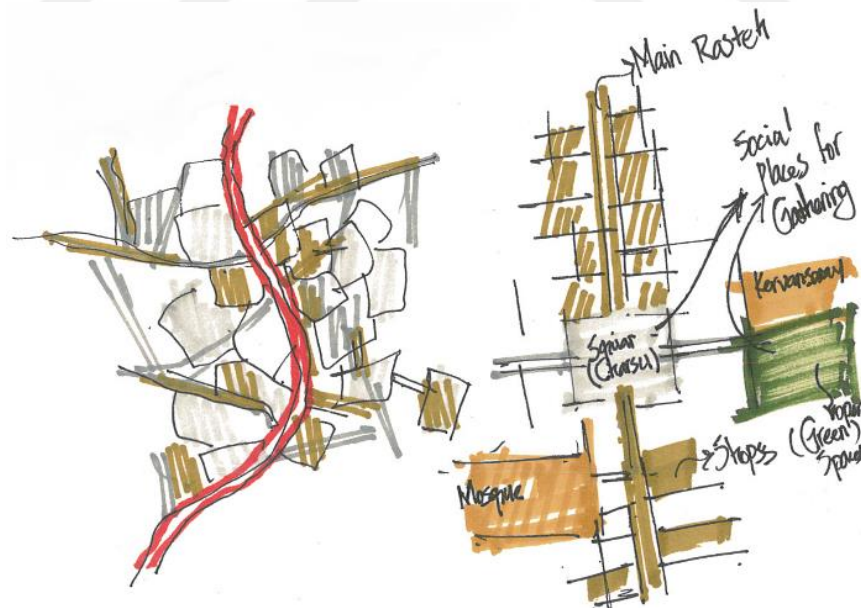
#### □ East

**Bazaar (open bazaar);** While the medieval market and town halls were developing in west, in parallel the bazaar first appeared in the Middle East, around the fourth century. In the bazaars of the East we see significant progress and development in the organization and

arrangement of shops; in the type of retail format; in the use of architectural forms; in the scale of development; and in the self-expression of retail and trading (Coleman, 2007). Bazaars were not only for trade, but they were also the social, religious, and financial centers of cities. An Eastern Bazaar is a permanent merchandizing area, market place, or street of shops where goods and services are exchanged or sold (Tokyay, 2005).

Main features of bazaars (Gharipour, 2012):

1. Trade between east and west
2. The main social place in the city and located centrally in the traditional districts.
3. Instead of trading activity the other places are mosque, hamam, zurhane, medrese and etc.
4. caravansary for accommodation
5. Bazaars were open places and streets initially and then turned into covered places.
6. Organic tissue



**Figure 3.14:** Schematic sketch of medieval east cities and bazaar (Personal drawing)



One of the most important detail in the evolution of Eastern bazaars, which is different from European market and town halls is that, the bazaars were generally inward looking with the shops facing into a covered street or interior space, while the European market and town halls generally arranged the shops to face outwards on to the squares and streets (Figure 3.15-3.16) (Coleman 2007). According to Geist, the Eastern bazaar is the reference model of the arcade, which has also an inward planning (Geist 1985).



**Figure 3.15-3.16:** Tabriz grand bazaar, Istanbul Grand bazaar. Shops facing into a covered street  
 (<http://www.tabriz.ir/uploads/2/CMS/user/file/2/mozafariye6.jpg>)  
 ([http://www.newworldencyclopedia.org/entry/File:Istanbul\\_grand\\_bazar\\_1.jpg](http://www.newworldencyclopedia.org/entry/File:Istanbul_grand_bazar_1.jpg))

### 3.4.3. Renaissance and Baroque (15<sup>th</sup> -17<sup>th</sup>)

#### □ West

This era was the appearance of urban planning and ideal city concept. Market, shopping places and squares were the continuous of the medieval development.

**Exchange:** In late 16th century Europe, a new type of trading building appeared following the town hall and market place. The exchanges combined different activities, with open stands selling goods on the first floor and commodity trading stalls on the ground floor (Coleman, 2007).

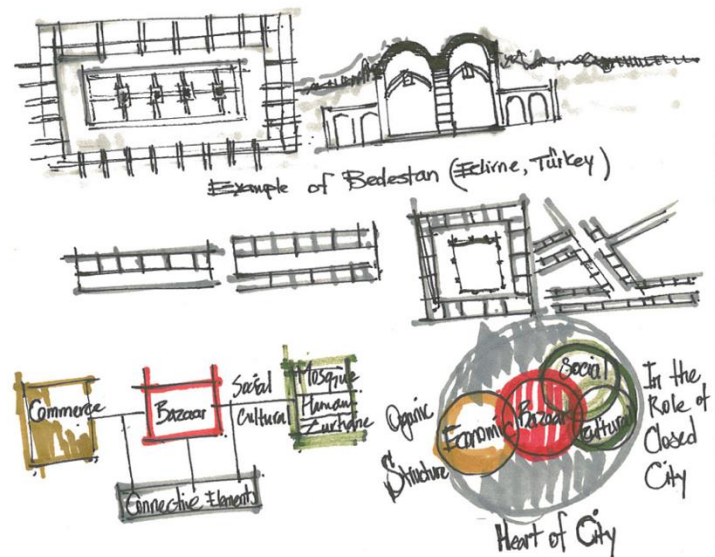
The first exchanges, established in Belgium in 1460, was the first building in the world designed as stock exchange and trade exchange (Figure 3.17-3.18).



**Figure 3.17-3.18:** Antwerp Stock Exchange, Belgium, 16<sup>th</sup> century and today (<http://www.fulltable.com/VTS/b/bev/26.jpg>) (Personal archive)

#### □ East

The concept of privacy in this era was reflected on the open bazaar and changed it to covered and closed shopping areas. One of the important features of the east cities was the non-existence separation between bazaar and mosque. Bazaar was a multifunction center in the city and open street pattern oriented to the bazaar. Suq, han and bedestan were found in urban plans (Cerasi, 1999) (Figure 3.19).

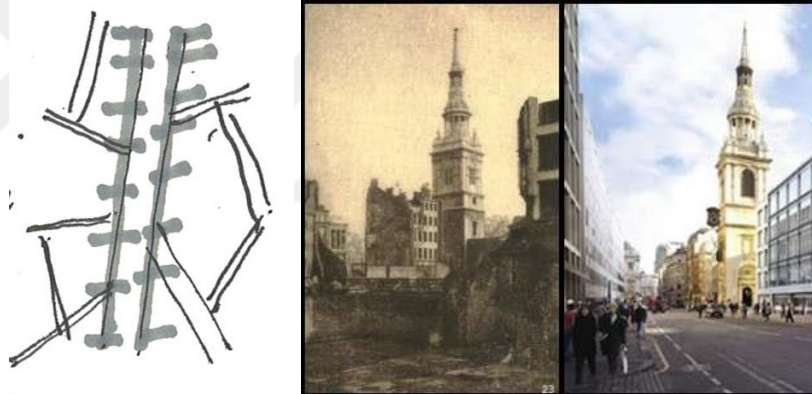


**Figure 3.19:** Schematic sketch of east cities and bazaar between 15<sup>th</sup>-17<sup>th</sup> (Personal drawing)

### 3.4.4. Industrial Revolution (18<sup>th</sup> -19<sup>th</sup>)

#### □ West

**Shopping Street:** The street has been defined by Wrigly & Lowe (1996) as a ‘consumption landscape’, which is so important to experience the urban life. By the 18<sup>th</sup> century, as a result of rise of bourgeoisie, the shopping streets developed in Europe (Koolhaas, 2001). Just before the Industrial Revolution, market places in cities were no longer spatially sufficient for the evolving trade. As a result, starting from Italy during the 16<sup>th</sup> century, and in northern Europe in the 17<sup>th</sup> century, the central streets of cities were lined with shops, pubs and coffee shops, where the shops were organized by type (Figure 3.20-3.21) (Coleman, 2007).



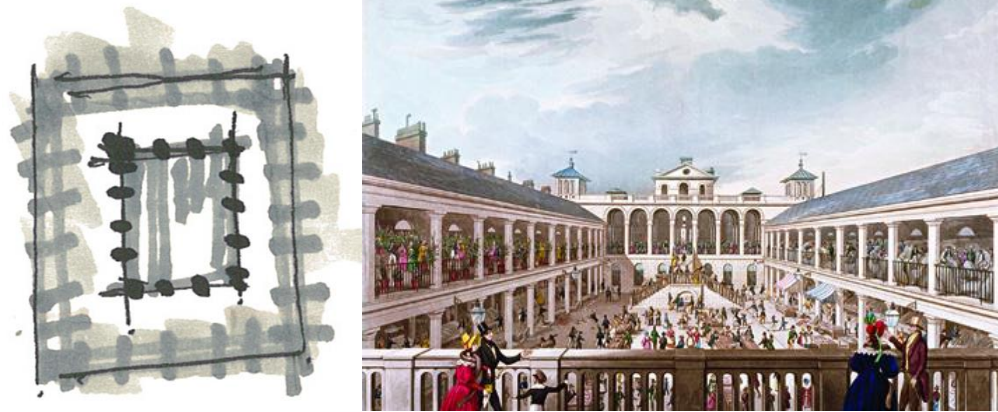
**Figure 3.20-3.21:** Schematic sketch of shopping streets / Bread Street, London, 18<sup>th</sup> century and today (Personal drawing)

(<http://members.fortunecity.co.uk/naylander/photo/luf/luf23.jpg>)

([http://resources.kingsturge.com/contentresources/news/images/200820074002\\_1.jpg](http://resources.kingsturge.com/contentresources/news/images/200820074002_1.jpg))

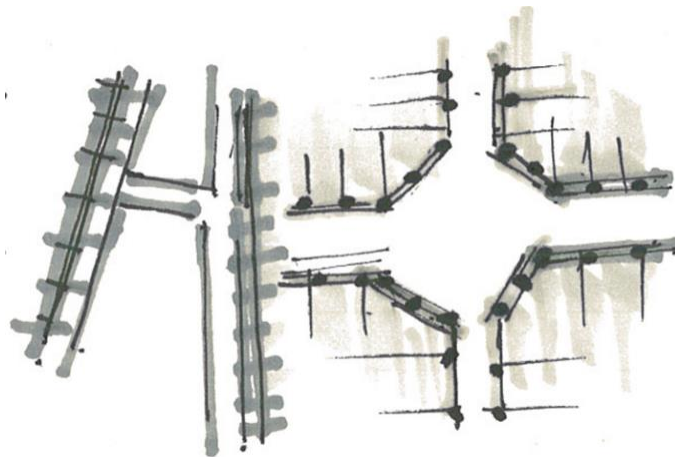
**Market building and fair:** The single use medieval market halls and 16<sup>th</sup> century are the pioneers of the 18<sup>th</sup> and 19<sup>th</sup> exchange buildings century market buildings (Figure 3.22-3.23).

At the beginning of the 19<sup>th</sup> century, the market structure based on open courtyards with perimeter arcades lined stalls and shops where the first floor was used for storage. Later market buildings were influenced by the grand exhibition buildings and took advantage of advances in iron and glass construction (Coleman, 2007)



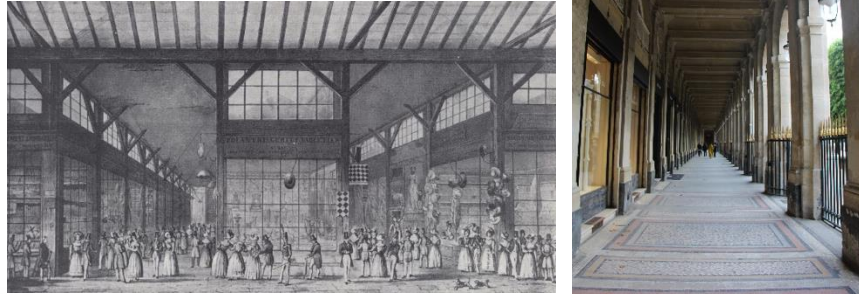
**Figure 3.22-3.23:** Schematic sketch of market building and fair / Hungerford Market, London, UK, 1833 (Personal drawing)  
 (<https://it.pinterest.com/desiiivanova/architecture-of-18th-19th-century/>)

**Passage- Arcade (First Generation of Planned Shopping):** Arcades are a highlight in the evolution of shopping. It was the first European building planned primarily to accommodate a collection of shops (Coleman, 2007). Amendola (2006) states that, arcade is a milestone in the relationship between shopping and the city because they show that there is a demand for experience and people are willing to pay for it. Thus, he also indicates that the public life reached its peak in the nineteenth century (Figure 3.24).



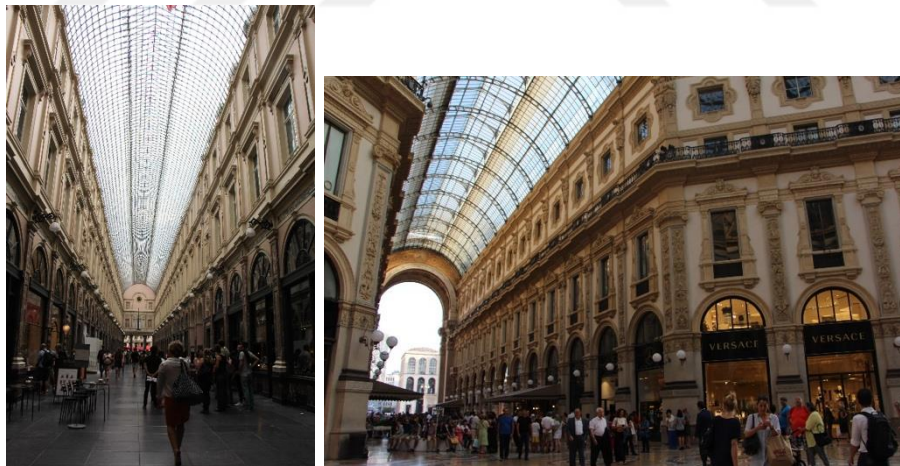
**Figure 3.24:** Schematic sketch of relation between shopping areas and city (Personal archive)

The first European arcade is Galeries de Bois in Paris constructed in 1786 (Figure 3.25-3.26) (Koolhaas 2001, p.32). From Paris the arcade idea was carried throughout Europe and later round the world (Mackeith 1986, p.2).



**Figure 3.25-3.26:** Galerie de Bois, Paris, France, 1788 and now  
 ([http://parisrevolutionnaire.com/IMG/jpg/Palais\\_Royal\\_jardin\\_du\\_Galerie\\_de\\_bois\\_41\\_max-4.jpg](http://parisrevolutionnaire.com/IMG/jpg/Palais_Royal_jardin_du_Galerie_de_bois_41_max-4.jpg)) (Personal archive)

In the twentieth century, city planners and developers started to design large enclosed shopping centers. As a result, the nineteenth century shopping arcade had become by 1970 a historic building type. However, it has never completely disappeared, the corridors of shops have continued to utilize small areas of land (Figure 3.27-3.28) (MacKeith 1986)



**Figure 3.27-3.28:** One of the longer second generation of European arcades, Galerie de St Hubert, Brussels, Belgium (1946)/ The elegant Galleria Vittorio Emanuele II, Milan, Italy (1876)  
 (Personal archive)

**Bazaars and Department Stores:** The department stores developed from the magasins de nouveautes stores in Paris and the bazaar stores of London, originating in the late-18<sup>th</sup> century. The first department store identified by Pevsner was Bon Marché, which opened in

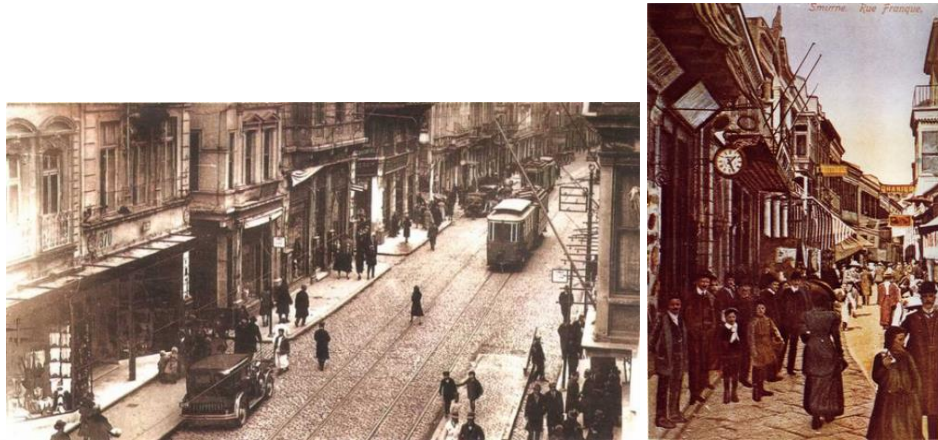
Paris in 1852 which exists today (Figure 3.29-3.30) (Coleman 2007). Coleman also states that; the trading principles of the department store have been adopted in most shops of our time. Consequently, the department store provides many different functions and introduces a new culture of consuming, which contemporary shopping malls resemble today.



**Figure 3.29-3.30:** Bon Marche Paris, 1952/ Schematic plan  
 ([https://survivalabroad.files.wordpress.com/2012/07/bon\\_marche.jpg](https://survivalabroad.files.wordpress.com/2012/07/bon_marche.jpg)) (Personal drawing)

#### □ East

The developments in 18-19 century in the east world, can be summarized parallel and under the influence of the major and important change and transformation experienced by the western world (Cerasi, 1999). The influence of westernization in the eastern cities, led to formation of new shopping areas like Istanbul Pera-Beyoglu and Izmir Frenk Street besides the traditional bazaars, with both eastern and western foundation (Figure 3. 31-3.32) (Özgen, 1995). In this period, covered bazaars began to be prevalence by covering the shopping streets (Cerasi, 1999).



**Figure 3.31-3.32:** Istanbul Beyoğlu Street/ Izmir Frenk Street end of the 19th century  
 (<http://muzaffertuncunnotdefteri.blogspot.com.tr/2011/06/izmir.html>)  
 ([http://istanbulresimleri.net/istanbul\\_resimleri\\_beyoglu\\_details\\_196.html](http://istanbulresimleri.net/istanbul_resimleri_beyoglu_details_196.html))

### 3.4.5. The New Age (20<sup>th</sup> -21<sup>th</sup>)

#### □ Further development toward shopping malls:

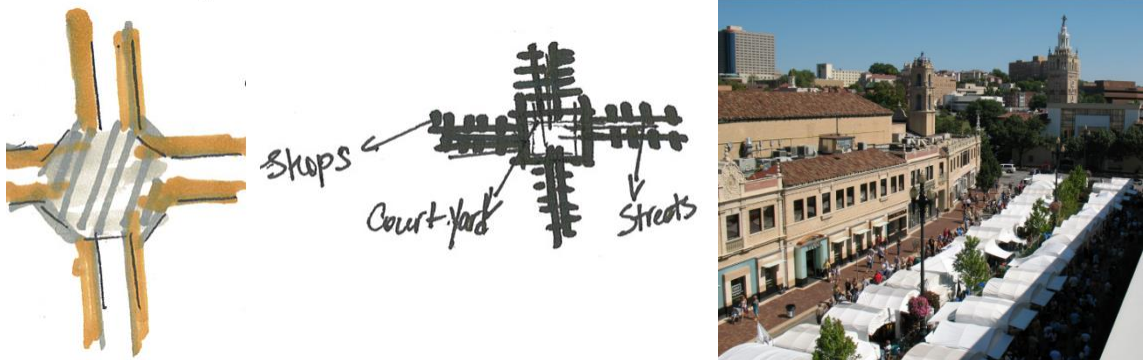
Before the introduction of shopping centers, there had been more developments along the department stores. Eventually, these types became a part of shopping centers, like chain stores, supermarkets and strip malls (Coleman 2007).

Before the development of the chain store, each town had its own collection of individual and unique shops (Coleman 2007). Not surprisingly, some of the successful unique shops and department stores turned into chain stores by time. One of them is Marks & Spencer for example, which started as a small stall at Leeds Kirkgate Market of London in 1884 by Michael Marks and developed into a worldwide chain store today with over 885 stores in more than 40 territories around the world (Figure 3.33-3.34)



**Figure 3.33-3.34:** Marks' Penny Bazaar and Marks & Spencer  
 (<http://www.dailymail.co.uk/news/article-2293730/Marks--Spencer-opens-shop-marketplace-founder-set-stall-130-years-ago.html>)

**Strip Mall and 'The First Unified Shopping Mall'**; defined as a collection of several stores located in the same building, developed from the 1920s. The strip mall is often located at major intersections in a town or city and easily accessed by car. They differ from the larger shopping mall by containing fewer stores and are open-area planned where the stores arranged in a row (<http://www.wisegeek.com/what-is-a-strip-mall.htm>). The first unified shopping mall, was the Country Club Plaza with courtyards and open streets surrounded by stucco and tiled roof buildings, which can be conceived like a theme park (Coleman 2007) (Figure 3.35-3.36).



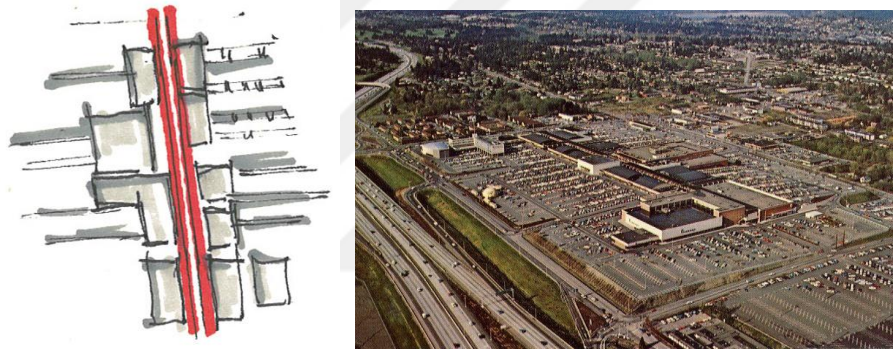
**Figure 3.35-3.36:** Schematic plan of first unified shopping mall /Country Club Plaza also the host of the Plaza Art Fair (Personal drawing) (<http://www.countryclubplaza.com/event/plaza-art-fair/>)



## □ The Beginning of Shopping Malls

By the middle of the 20th century in the USA, the development of closed malls started. According to Coleman (2007) the suburban malls are the beginning of the shopping centers in modern sense.

**Open-air Suburban Shopping Mall:** Northgate Shopping Mall opened in 1950 was the first open-air mall. This mall established the principle of shops being arranged either side of a long linear pedestrianized walkway and it became the model for the other suburban malls (Figure3.37-3.38) (Coleman, 2007).



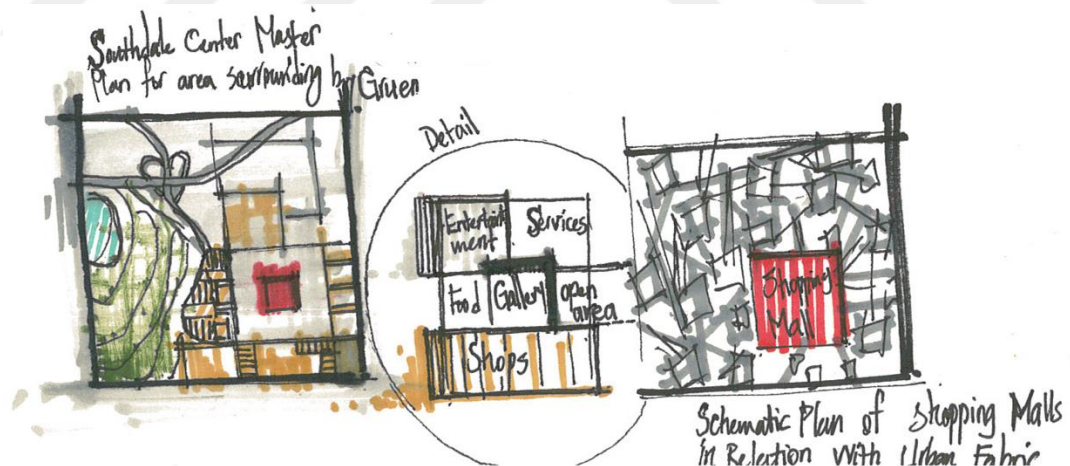
**Figure3.37-3.38:** Schematic sketch and out view of Northgate Shopping Mall (Personal drawing) (<http://www.skyscrapercity.com/showthread.php?t=807008&page=2>)

**The Enclosed Suburban Shopping Mall:** Victor David Gruen, a commercial architect proposed the mall as the basic unit of urban planning. He planned a complex with houses, apartments, schools, a hospital and a lake around the enclosed shopping center in his socialist manner (Figure 3.39).



**Figure 3.39:** Southdale Center, Minneapolis, USA, 1956  
([http://mallsofamerica.blogspot.com.tr/2007\\_02\\_01\\_archive.html](http://mallsofamerica.blogspot.com.tr/2007_02_01_archive.html))

Coleman (2007) states that, the first enclosed mall, Southdale, was the next step-change from the arcades in the evolution of shopping environments. Southdale was a pioneer that, its enclosed public spaces transformed exterior space into interior space and as a result a new type of internal urban space was formed by Victor Gruen (Figure 3.40).



**Figure 3.40:** Schematic sketch of the first enclosed mall Southdale (Personal drawing)

Additionally, Crawford (2002) states that, Southdale vastly expanded the role of the mall as social and community center by dozens of social events, like concerts, high school proms and annual balls. The enclosed and climate-controlled spaces suggested new forms of public and civic life.

Eventually, the suburban malls influenced the form of many successful regional and super-regional shopping malls throughout the world. Today, most of the contemporary malls' plan share characteristics of both types (Herman 2001).

### **3.4 Characteristics of contemporary public spaces**

Due to the impacts of changes taking place since 1970s due to the globalization, the production of public spaces, their forms, usages, characteristics and definitions are also changing. The restricted social welfare policies, a general decrease in state power and the rise of private-public partnership are some of the essential political implications of the globalization process. These factors together with the increasing use of technology in the design of several spaces have great impacts on the form, usage and control of shopping places. The blurring boundary between public and private, especially in the economic sphere, have led to the popular use of semipublic spaces such as shopping malls as public spaces which are well-maintained, attractive and secure for most (Smithsimon & Bindner, 1999; Sanders, 1985).

The activities that were once taking place in public spaces that were publicly owned, like streets and squares now, are shifting towards to take place in semi-public spaces like shopping places that are privately owned but publicly used. Through offering semi-public activities in legally private spaces like shopping malls, i.e., privatization of public spaces, the amount and openness of space for public activities is eroded (Smithsimon & Bindner, 1999; Sanders, 1985).

When we looked at the development of new public spaces, Cybriwsky (1999) identifies three main trends as the privatization of public spaces, increasing surveillance of public spaces and control of access to them finally increasing use of design themes which leads to a break of connections with local history and geography. The increasing participation of private interest in the creation of public spaces through mixed-use and multi-use developments including shopping centers has resulted in the private control of public spaces. These mixed-use and multi-use developments are awarded by zoning incentives including additional height and

density allowances for the creation of attractive public places for shoppers in order to increase business (Cybriwsky, 1999).

Besides, the commodification of public space also serves since the so called -public spaces, like shopping centers grown as alternatives to existing social spaces, serve corporate interests rather than democratic interests (Drummond, 2000).

The transformation of shopping places is partly due to the decline of public sphere and civic interaction. Today, many people perceive strangers as sources of threat and do not much enjoy being in the world of strangers of the cosmopolitan city and see public life as a formal obligation. This can be seen in the development of gated communities that are to a great extent isolated from the rest of the city and the increasing use of safe and secure shopping malls as gathering places (Sennett, 1987; Mattson, 1999).

Although the growth of public life in highly controlled environments reduces the risks of unplanned social encounters, it has costs in terms of social exclusion, increased inequality and raises questions about democratic access and public accountability (Jackson, 1998; Slessor, 2001).

### **3.4.1 Functional and Technical Needs**

According to the International Council of Shopping Centers (ICSC, 2004), a shopping center is defined as a commercial establishment, which is designed, planned, constructed, and managed by a central unit and enclosed with retail and service-oriented entities. Shopping centers containing various types and sizes of business enterprises are configured to serve for the consumers in a limited trade area or a specific consumer group. In other terms, shopping centers are the group of commercial and retail complexes providing several commercial products with a convenient and peaceful shopping facility to costumers. Instead of including a group of the same and limited designs of various retail entities, such kind of shopping centers also function as business areas including several small retail stores, cinemas, cafes, restaurants and entertainment areas.

Contemporary shopping centers have begun to be shaped in the 1950s when the architect Victor Gruen in America aimed to design the first “enclosed shopping center” as an alternative city center to supply the social and shopping needs of the people residing at suburban areas (Smiley, 2003).

The design of retail centers in urban areas has changed significantly during the twentieth century, expanding from walkable town centers to auto-oriented centers, and the diverse types of retail centers we see today. Many of the changes have been linked to metropolitan growth patterns, changes in urban transportation systems - including the rising dominance of the automobile - and evolving retailing technologies (Miller, 1998)

ICSC categorizes the classification system of shopping malls into two different groups: European and American style shopping centers. European shopping centers are classified as depending on their size and specialty. The American shopping center classification system, on the other hand, divides the centers into groups as based on their location (ICSC, 2005). Based on the definition and the standards from AMPD, the ICSC Europe office has categorized the shopping Centers in Turkey into two main categories as “functional” and “traditional”.

According to ICSC shopping center classification common classification criteria of shopping centers could be listed as follows. The typologies can be considered in the development of a global classification system for shopping centers, it is useful to identify some of the more common variables that might be considered.

**1. Size:** A criterion that is common to many classification systems is the size of the center, and/or the size of the land area. Since size has been widely adopted in classifying centers, some measure of size should be included in a classification system. However, several issues must be resolved in applying it to the global market. For example, there must be a clear definition of what is included in the size of a center and whether it refers to the gross area of space, or the space rented or occupied by tenants. In addition, a decision must be made whether space occupied by non-retail tenants is included, especially when such tenants are governmental agencies or non-profit entities such as schools, libraries, and other services. Furthermore, it must be clear how to measure centers, which have food court, common areas, entertainment venues, theaters and restaurants.

**2. Design:** In many classification systems, centers are grouped into open-air and enclosed categories, along with other design features such as the shape, location of anchors, and number of stories. In addition to the type of design, some systems differentiate centers based on the quality of design, as well as the overall sense of place it conveys to the market. One of the challenges posed by such criteria relate to the difficulty in quantifying a concept, which is inherently qualitative, as well as dealing with projects that blend various design aspects and do not fall into a clear category.

**3. Site and location:** In some countries, centers are classified as to their locations including urban core, suburban, or rural. These spatial delineations are also broken down into other categories depending on whether they comprise a node or center of activity, or whether they are part of a larger trade area, which exhibits some agglomeration effects. Some systems also include secondary location attributes including airport locations, resorts, villages or districts.

**4. Themes:** The various classification systems include a number of themes or market positioning strategies. Some common themes include entertainment-oriented centers, lifestyle centers, outlet centers, power centers, convenience centers, high-end centers, discount centers, value centers, resort centers, and other recreational centers. In addition, some centers may be targeted toward a particular ethnic group, or to a specific demographics segment of the market using price, value and amenities as differentiating factors.

Besides the importance of architectural elegance of a shopping center for urban environments, considering its indoor environment is also mentioned as a significant issue for designers and customers (Gagg, 2012). Functional and technical needs of shopping places can be analyzed as design criteria listed below;

1.Site and Location

2. Accessibility

3. Security

4.Form

5. Material

6. Lighting

7. Color and texture

8. Parking

### **1. Site and Location:**

In the case of shopping centers, there are a few specific points to be considered. Real Estate developers make a few decisions that are as crucial as selection of the site of their next development. The decision who affect with tenants will be interested in locating in the center, where consumers will frequent the center. In short, the decision will largely determine the success or failure of the project and will determine whether the developer and investor in the project will in fact realize negative, average or superior returns on their investment of capital and time (Dunne, 2004).

Numerous elements go into a given site analysis. The element includes location, neighborhood context, site and zoning, legal elements, natural physical features, fabricated features, circulation, utilities, sensory, human and cultural and climate. After defining the target and market analysis, developers look for a site evaluation factors. Each center tenant expressed obvious concern about the character and desirability of a given site. While many pertinent will be issues will be discussed each site is unique and will have its own unique attributes which will be of concern or interest to the tenants. A knowledge of the individual tenants' preferences will not only facilitate negotiation and site planning for the developer, but when synthesized contribute significantly to an understanding of critical success factors in site selection for the community center as a whole (Peiser, 1992).

According to Yildırım (2007), the best shopping centers are those located along highways. The neighbouring lands affect the development of shopping centers as well. In allocation of a land to a local center, the main issue worth notice is the development plan of the area. While shopping centers improve the physically quality of its environs, they have to be good neighbours.

If the land is accessed only from local roads, the community council may possibly reject the project. If the shopping center is located close to office buildings as well as residential areas

that will also create food traffic, then it means that its location is perfect. The most important factor in preference of location for a shopping mall is the feasibility of its location. The increase in its population capacity necessitates the land upon which the shopping mall will be located, to be larger in size as well. Such land characteristics cannot be found at central areas of the cities. For this reason, while investors try to find available locations for their shopping centers within close distance to the city centers, they may also prefer lands close to highway crossings from where they can attract the commuters or residents who live in the city. Site location gives the investor the opportunity to be close to the consumer and to successfully create a good- planned city center. Regardless of the size of a project, the decision to invest on a land to build a shopping center has to take the below issues into careful consideration:

- Market area and competition
- Location and neighborhood; proximity to key locations in urban area; quality of surrounding environment; parks and recreational facilities; amenities; public improvements
- Characteristics of demographic structure
- Accessibility
- Visibility
- Potential tenant mixture
- Availability of the size and shape of the land
- Suitable topography
- Infrastructure
- Neighborhood and the effects
- Legal constraints; utility easement; private easement; deed restrictions
- Cost of the land
- Site conditions: slopes, vegetation, land excavation, filling or grading; existing physical structure
- Utilities: water, electricity, sewerage, etc.

The success of a shopping center project depends mainly on its location. It is very difficult to find the right location. During the phase of searching for a site, the appropriate location has to meet the majority of the required criteria. Location can be deemed as giving personality



to the center as well, because whatever takes place at the center of the city or at its peripheries, the size of land, its architectural design, the combination of retailers, the concept and the marketing strategy, all are those characteristics that give the centers their identity. The success of a shopping center depends on accomplishment of serious researches and analyzes to be held by a professional team.

## **2. Accessibility**

Shopping centers are public places, in which people of every strata and age groups shop or spend their leisure time. For this reason, they must be designed age-friendly and usable by everybody. Shopping centers located in the city center are used intensively every day of the week and the pedestrian access is common. However, these public areas are not accessible to everyone. The main criteria of selection shopping centers determined as situated in central, walkable locations of the city. One of the center is medium sized shopping center and the other small sized. Around both centers office buildings, education institutions, housing constructions and hospitals are located. Therefore, the selected shopping centers are not only used intensively in the week, but also at weekends. For the people living and working around the shopping centers got a part of their daily life. With the activity of the centers, containing leisure time activities like cinema, theatre and art educations extend the access area and make those areas worth to analyze.

According to Madanipour (1996), public areas are one of the important urban elements, where citizens come together and socialize. In this connection not only streets, parks and squares are public areas should be accessible to everyone, but also fun and free time places like shopping areas, cinema, theatre containing shopping centers.

The accessibility research of shopping centers can be divided into two parts. The first one is the required urban organizations for the access to the center, the second one is the organizations in the construction. Limitations or lacks in these basic organizations leads substantially into difficulties in the accessibility and hinder the equal use.

There are three kinds of access as physical, visual and symbolic. For a physically well accessible space, barriers such as gates, or gatekeepers, fences, walls, bushes, stairs etc.

should not exist and the space should be well connected to the paths of circulation. Visual access or visibility is essential for people to feel free to enter a space or to check out the potential threats that a space contains. The third kind of access, which is symbolic, includes the clues, obtained through people or design elements, suggesting who is welcomed and who is not in the space. In other words, visual access is related with the image of the space in the eyes of intended users (Carr et al., 1992).

### **3. Security**

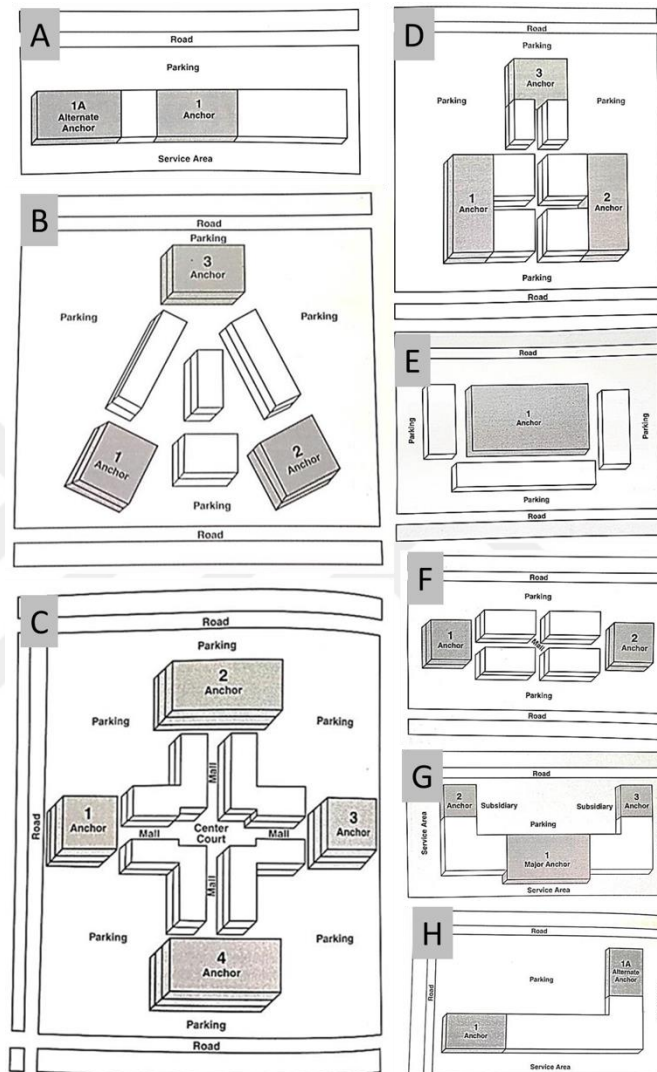
The existence of shopping centers rests on the premise of attracting increasing numbers of customers in order to survive economically speaking. Moreover, a shopping center is not a new concept and by its very existence attracts thousands of visitors each and every day. On its busiest days a shopping center can assume the size of a small city (in terms of numbers of customers/clients passing through) making the critical nature of effective security obvious (Anon, 1987). Aside from the usual accidents and health-related emergencies that arise when thousands of people are brought together in one place at a time, shopping centers must also contend with the ever-present problem of crime. Shopping centers have become the focal point of crime due to there being more people, cars and merchandise sited at them (Lutchminarain, 2015).

There are several security threats associated with commercial shopping centers which can include robbery, shoplifting, and vandalism in the external parts of the premises. There are many areas, completely separate from each other that need to be controlled and monitored in a shopping mall, starting with goods for sale on supermarket shelves, benches in the shops, emergency exits and common areas such as car parks.

### **4. Form**

Shopping precinct or shopping center form of one or more buildings as a complex of shops and entertainment venues representing merchandisers with interconnecting walkways that enable customers to walk from unit to unit.

Several basic design patterns have emerged during the evolution of the shopping center. Basic design patterns include the following (Patrick, 2014) (Figure 3.41):



**Figure 3.41:** Basic design patterns of shopping centers. A: Strip Shaped, B: Triangle Shaped, C: Double-Dumbbell Shape, D: T-Shaped, E: Cluster Shaped, F: Dumbbell Shaped, G: U-Shaped, H: L-Shaped (Stephen, 2004)

- **Linear Shaped Center:** this form represents the most basic and common format of commercial areas. This type of shopping center has two corner or “end-cap” spaces, leaving the majority of its retailers to compete for customer’s attention (figure 3.42- 3.43- 3.44).



**Figure 3.42-3.43:** Linear shaped shopping center example, The Street Ratchada, Bangkok, Thailand, 2016

<https://www.archdaily.com/804903/the-street-ratchada-architectkidd>



**Figure 3.44:** Ala Moana Shopping Center, the largest outdoor shopping center in the world.

<https://www.airtohawaii.com/ala-moana-shopping-center/>

- **L - Shaped Center:** The L - shaped center is a spin-off from the straight strip center and the anchor tenants are usually located at each end of the L. L center has two wings, one parallels the street, the other is perpendicular to it (figure 3.45-3.46).



**Figure 3.45-3.46:** L shaped Lynnhaven Mall the largest shopping center in Virginia Beach  
<http://mallmanac.blogspot.com.tr/2011/11/malls-of-my-youth-lynnhaven-mall.html>

- U - Shaped Center - is another spin-off from the straight strip center and is formed by a line of stores at right angles to each end of the strip. Because they are larger, U - shaped centers often serve entire communities and can have as many as three key tenants - one at each end of the U, with the major anchor store in the middle of the strip.
- Cluster - Design - form a rectangle bounded by parking facilities on all four sides. The anchor store usually occupies one side of the rectangle and extends from the periphery to the center of the cluster. Cluster - design centers may be open or enclosed and may serve a local community or a region, depending on Size (figure 3.47-3.48).



**Figure 3.47-3.48:** Meadowhall Shopping Centre, Sheffield, Northern England  
<https://plazalondon.wordpress.com/2012/05/22/meadowhall-shopping-centre-sheffield-designed-to-be-a-prison/>

- T - Design or Triangle - centers can accommodate three anchor stores. Both patterns provide for parking on all sides and can be either open or enclosed areas. They may serve a community or an entire region.

- Dumbbell or Double Dumbbell - patterns are utilized in regional shopping centers. Basically this pattern consists of two strips of stores that face each other along a mall, with an anchor tenant at each end and parking on all four sides. The double - dumbbell center accommodates four key tenants as department stores. One dumbbell runs longitudinally and the other latitudinally. The malls for each dumbbell segment meet to form a central court. Dumbbell centers can be either single - level or multi - level, open or enclosed. The dumbbell center is oriented inward toward its main corridor and square, with the backs of its retailers and service areas defining the exterior elevation (Gibbs, 2012).

Beside these, Vertical Shaped is one of the latest or newest patterns of shopping center design. In this type, due to the increase in height of levels, designers have to located elevator or escalators in the building to bring shoppers upper levels. There usually is a central atrium in the middle of the building and stores are located around it. “Such centers are usually in downtown areas or close to other high-density development. Large centers built throughout the years lead to the opening of malls. Those that are being built today are almost invariably closed-mall centers” (Stephen et al., 2004).

All of these design patterns included parking, service space, and anchor area, however their main differentiations arose between the mentioned three main issues placement, the number of floors, the location besides the number of anchors and the form how they are located on the site.

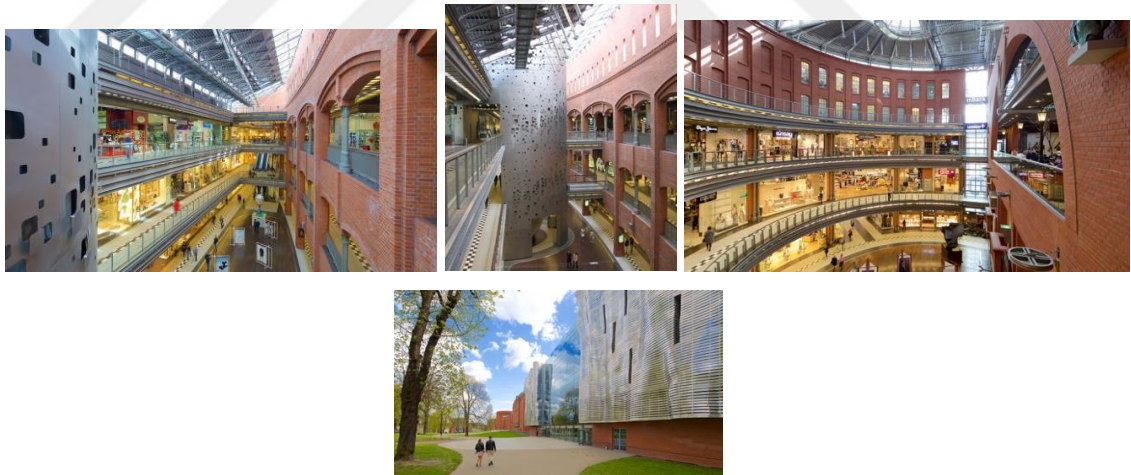
## **5. Material**

The relationship between architecture and materials had been fairly straightforward until the Industrial Revolution. Materials were chosen either pragmatically – for their utility and availability – or they were chosen formally – for their appearance and ornamental qualities. Beginning in the 19th century with the widespread introduction of steel, leading to the emergence of long-span and high-rise building forms, materials transitioned from their pre-modern role of being subordinate to architectural needs into a means to expand functional performance and open up new formal responses. Choose of materials are not standardized, so designers and architects are able to rely on an extrinsic understanding of their properties

and performance. In essence, knowledge of materials is gained through experience and observation (Addington, 2004).

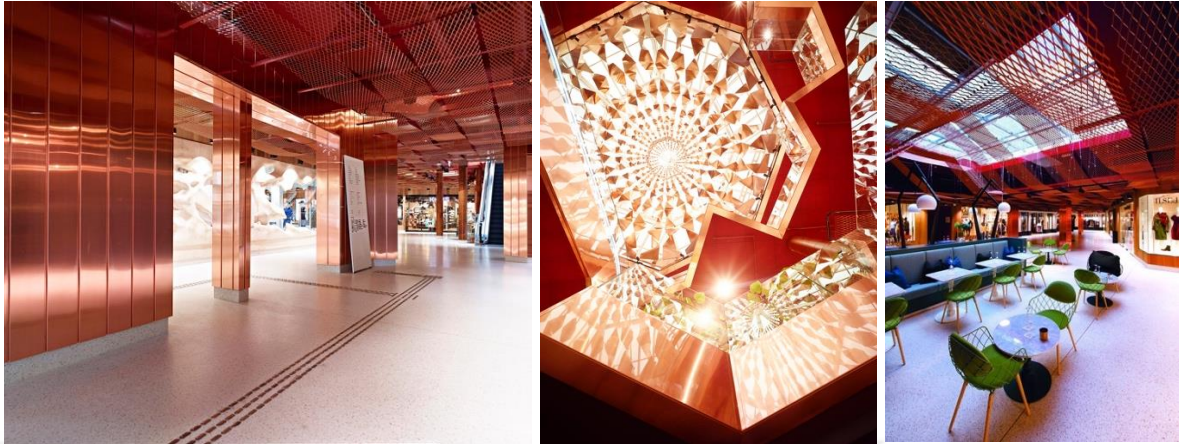
Most of the earliest shopping centers were built by concrete structure, which was not very friendly. After a certain period, with the advancement of technology, variety of new products and materials gave chance to designer to choose different items. Nowadays, various modern materials such as steel and glass build most of the commercial spaces, thus architects take opportunity to design spaces that are more elegant (Mesher, 2010).

The possibilities for the construction and decoration of interior spaces include an extraordinarily diverse range of materials, finishes and products. Recognition of materials generates perceptual understanding in the building user, but in the majority of situations it is not the structure of the material but its the character of interior space that is important and identified with chosen materials and textures (Coles, 2007).



**Figure 3.49-3.50-3.51:** Stary Browar Shopping and Art Center, Poznan, Poland  
<https://www.expedia.com/pictures/poland/poznan.d2858/>

The form of the building, discussed in the previous part, is made visible by the materials, textures and colours used in the space. We are able to appreciate the qualities of space, with the relation between these elements. Part of this is a visual relationship, but often this relationship is a product of a sense of recognition. As Mesher (2010) states, all materials have their special color, that could be understandable under proper lighting so the role of material in shopping places interior design, could be completed beside lighting, color and texture.



**Figure 3.52-3.53-3.54:** Material in design of shopping places, Paleet Shopping Center, Oslo, Norway (<https://www.archdaily.com/778738/paleet-shopping-center-jva>)

As Mesher (2010) mentioned, “Hundreds of materials are available for use in the retail environment”, but he believes that there are different aspects of using them. For example, some materials are suitable just to be used for ‘constructional stage of the interiors’ because of their structural qualities. On the other hand, “Some materials lend themselves to create the interior look through the fixtures and finishes” (Mesher, 2010). Thus considering them, besides understanding how to use them and their details is as significant as design issues.

Materials are one of the significant elements in interiors design of commercial spaces. Besides, they can be used in different ways. Materials may be varying in their color, and the ways designers use them will create different forms and various texture in interior space.

## 6. Lighting

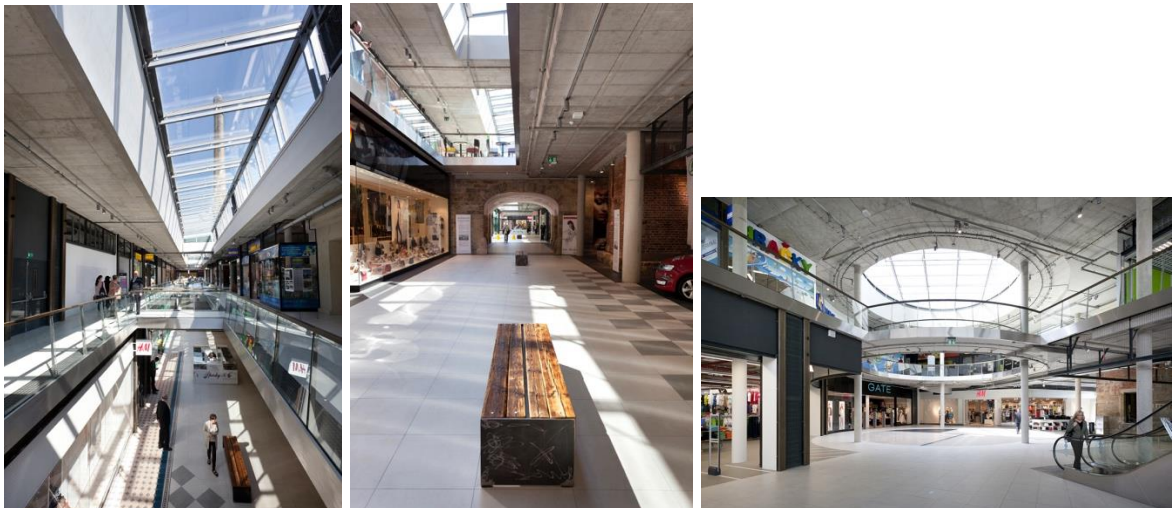
Human life affected by different environmental and ultra-environmental factors, impressiveness of human being from the environment considered as one of effective and persistent factors, i.e. architectural environment, the most effects of architectural space through color and light is obvious on human being (Babakhani, 2017). Since many years ago light and color in interior architecture and urban design`s architecture have been familiarized, the longer coexistence effected space users` spirits and their social communications.



Light is the most important single component in the definition of space or the manifestation of form (Kurtich, 1993). The designer can create the most eloquent space, crafted in exquisite detail using the finest materials in the most gorgeous colors, but light and the effects of light are key to functional success of spaces. Light and shadows impinges on the surfaces, allow us to perceive form and texture (Cobs, 2007). Without light, there is no perceived visual space.

Review of scientific inquiries and design applications show that lighting is dealt with respect to various aspects and for various urban sections. Review also shows that lighting becomes significant in various sections of the public space.

Light has always been considered not only as a physical phenomenon but also an essential input for life (Brandi, 2006, 8). In many situations, particularly when people are concerned about security, there is a tendency to over-light a park, plaza, street, or other public space. But in fact, too much lighting can be just as bad as too little lighting. The key to developing a good plan is to relate lighting to the evening functions of a particular space, because in the larger view, public space lighting is more than just a technical requirement, a security need, or a design element. It can be thought of and utilized in terms of how the type, placement, and wattage affect how a public place like shopping center is perceived and used.



**Figure 3.55-3.56-3.57:** Natural lighting in different parts of a shopping place. Shopping Center Pivovar Děčín / Studio acht, Decin, Czech Republic

<https://www.archdaily.com/622885/shopping-center-pivovar-decin-studio-acht>

People's reaction to the perceived attributes of lighting have commonalities. Emotional appraisals for the perceived attributes of light in lighting of buildings are stated as Like, dislike, interest, comfort, and discomfort in literature. For roads and pathways, these emotional appraisals are safety, fear, anxiety, confusion, discomfort and interest. For pedestrian areas and squares these emotional appraisals are safety/security, distraction, discomfort, interest, like, dislike. For urban parks these emotional appraisals are comfort, discomfort, interest, dislike, like, fear and security (Moazemi, 2013).

Designing the ideal lighting for a shopping center means successfully combining two radically different elements: natural and artificial lighting. The light in a shopping center should create a comforting atmosphere. This environment needs to support both the needs of customers as well as support the experience of the architecture; the lighting should not take too much attention away from the shops. Use lighting to enhance shapes and architecture. Gently illuminate vertical surfaces to guide the customer.

**Entrance;** There is no need to change the expression of the building and architecture. Follow the same theme as the shopping center. If the light clashes with the architecture, it can seem distorting. The entrance should be marked clearly. This could be done with light as an effect, for example with a luminous surface luminaire. It can also just be enhanced with light, like a well-illuminated sign or colored light. Directly aimed light has a dramatic characteristic and will create an impression of contrast. Soft light from big surfaces creates a smooth illumination with gradient shadows (figure 3.58-3.59).



**Figure 3.58-3.59:** Determined shopping center entrances by lighting  
<http://www.illumni.co/how-to-illuminate-a-shopping-centre-by-eagle-lighting-australia/>

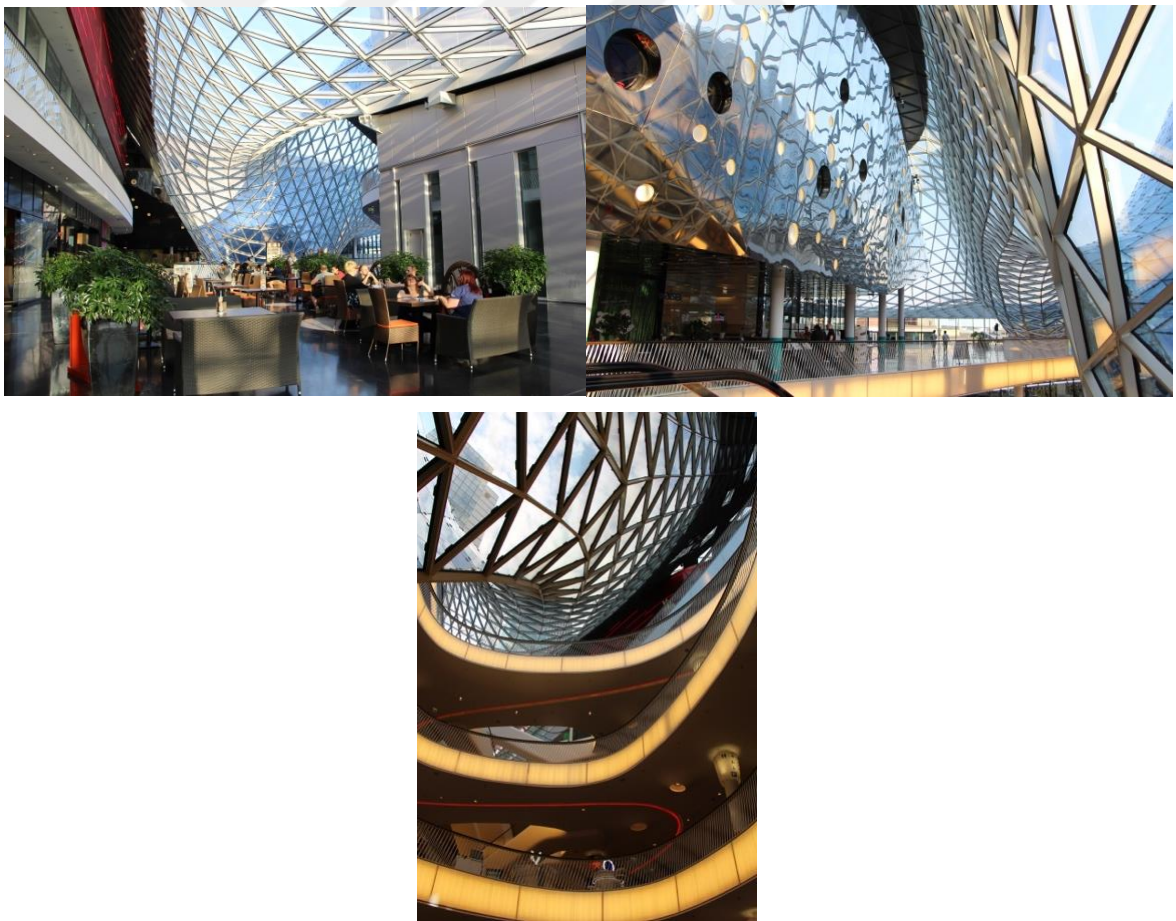
**Social areas;** in recreational and general areas where people stay for a longer period of time, it is important to illuminate comfortably. The light could feel natural, but still enhance the

surroundings. Both natural and artificial lighting should be used in these areas (figure 3.60-3.61).



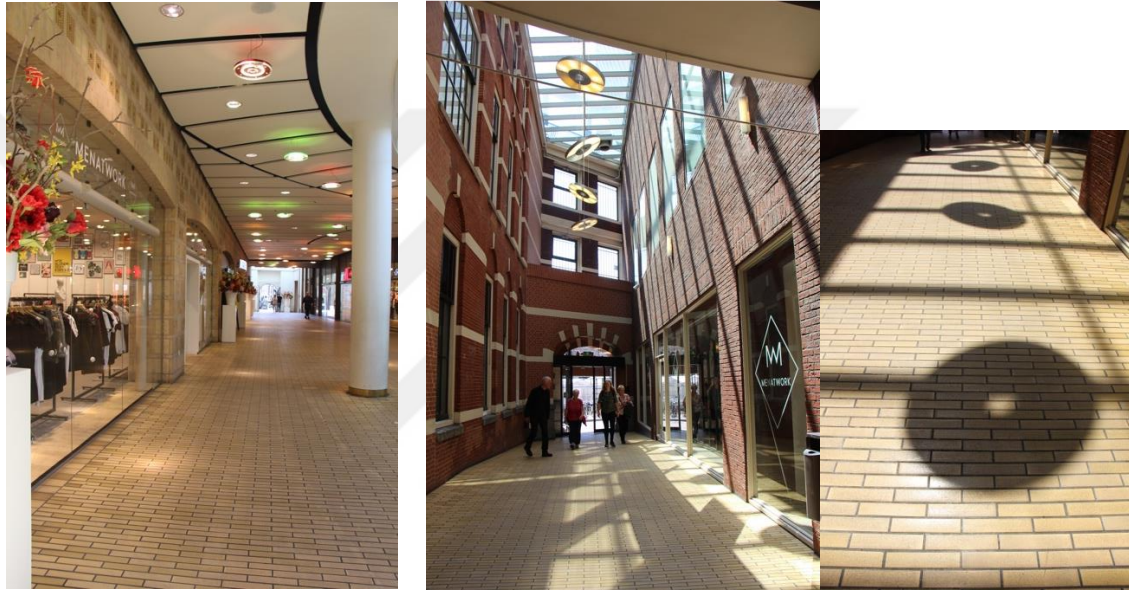
**Figure 3.60-3.61:** Natural and artificial lighting in social areas in shopping center

<https://i.pinimg.com/736x/5d/41/3a/5d413a1f435560ea4593d6fb855003ff--shopping-mall-design-shopping-mall-interior.jpg>



**Figure 3.63-3.64-3.65:** Natural and artificial lighting in social areas of MyZeil Shopping Center, Frankfurt, Germany, 2009 (Personal archive)

**Corridors;** this is an area for transport between different areas and the lighting could not compete with the shops. At the same time the communication areas could help customers to see the walkway clearly, to interact with other people and to help them to interpret their surroundings. In different situations such as talking with friends, sales assistant or random people, the light could be at a good level for illuminating walkways, a level that does not seek the attention from the experience of the display windows (figure 3.66-3.67-3.68).



**Figure 3.66-3.67-3.68:** Lighting in corridors of shopping centers, kalvertoren shopping center Netherland, Amsterdam (Personal archive)

The visitors need to get a proper understanding of the surroundings to feel comfortable and enjoy their stay.



**Figure 3.69-3.70:** A free-form, shell-shaped glass roof, an award-winning urban regeneration scheme, Cabot Circus shopping center, Bristol, UK, 2008 (<http://www.chapmantaylor.com/projects/cabot-circus>)

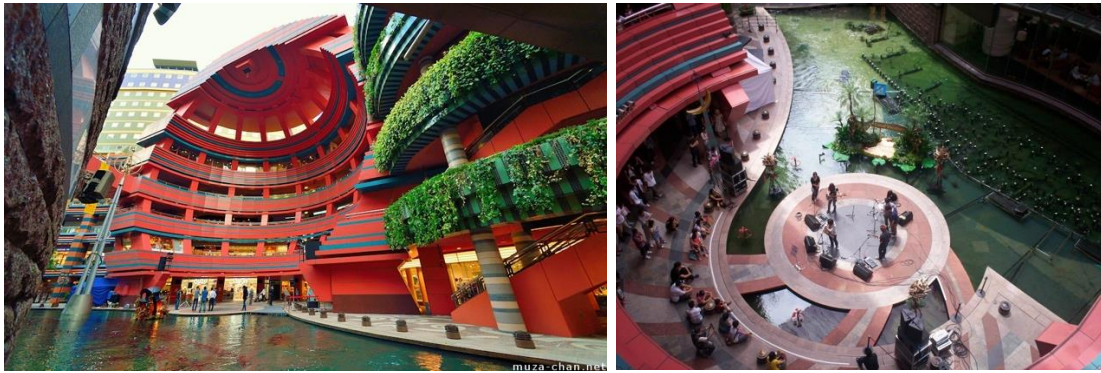


**Figure 3.71-3.72:** Natural lighting in contemporary shopping center example, Chadstone Shopping Centre, Melbourne, Australia, 2017 (<https://www.archdaily.com/804275/chadstone-shopping-centre-callisonrtkl-plus-the-buchan-group>)

## 7. Color

Many theoretical research work in different disciplines of knowledge have dealt with the topic of color, its properties, systems, and relationships. Color is a lot more than just a layer of paint on a surface, or a tool of decoration. It is a basic element of design, and the most expressive, by the meaning it conveys, and the psychological effects on the viewers. Color has an important role in bringing out the image of interior spaces by means of integration of the colors used in the general interior design, in furniture, and in accessories, for the creation of the character as a whole.

Color and texture are inseparable twins. They are both part of the subjective emotion of the artist, and create an expressive meaning that have an effect on the human feeling of the spectator. Texture represents the external image of the surfaces of the compositions and the different object we look at. Adding texture to the surface as a textural cover will distinguish it from other surfaces of the composition (Beitler & Lockhart, 1969). As every natural and artificial matter has its own texture, the property of color will be closely connected to texture. That means that using soft surfaces unlike using rough surfaces which can bear one color degree (Shawki, 2001). (Brand identity 74)



**Figure 3.73-3.74:** Color and texture in various natural and artificial element in Canal City Center, Japan (<https://i.pinimg.com/originals/2f/49/23/2f4923b7ebf0d9b213d4e7e346d3e606.jpg>)

Color has different effects on interior spaces; it could be cold or warm. It is also possible to compose color schemes in monochromic, bichromic, or trichromic; and make harmonious or contrastive color formations, pure or impure, rich or poor, weak or strong, with directed or reflected colors, traditional or modern. By means of these effects it is possible to vary our sensory perceptions, to have an effect on our sentiments and on our behaviour inside these spaces (Ladau & Smith, 1989). The case is different in interior spaces of commercial buildings, where colors could look suitable and attractive to customers. It should also satisfy their instinctive needs by providing comfort and familiarity to enhance social interaction. Planning color formations could attract customers and encourage them to roam around commercial centers, then making them attracted to buy one or more of the exposed goods, will increase commercial activities there. There are both functional and psychological effects of color inside interior spaces in shopping centers. These centers are major attraction places for people due to the open economical society, it was a good challenge for designers to make these places attraction sites where everyone seeks, they embraced many design aspects such as color as a visual aspect to change the environment from steady to dynamic (Wong, 2009).

The design of different surfaces such as floors, ceilings, walls with the texture, pattern and color give messages to the occupants of the shopping centers. The designers would consider not only functional and environmental-friendly considerations but also aesthetic considerations as well, while deciding the surfaces covering. Color, texture, pattern, and their ability to display messages play an important role for the atmosphere of the public place

interiors (Guner Aktas, 2012). Color may also be used to create active and comfortable vision in interior spaces, where help the surfaces surrounding the space, like walls roofs, and floors, in making space shining. Colors could also be used to create emotional effects by means of using color formations that attracts the customers, and encourage them to spend more time inside commercial spaces, and creating an aesthetic image that prompts the customer to respond to buy what is inside (Alnasser, 2013).



**Figure 3.75-3.76:** Color in interior design of shopping centers (Xintiandi shopping mall Shanghai, China) (Mediacite shopping center, Liege, Belgium (<https://100architects.com/project/fun-finder>) (Personal archive)

Color in interior design of shopping centers could affects customers' attraction, perception and comfort ability.

## 8. Parking

Finding secure and accessible parking area. is one of the main problems of the people who go to the city for shopping. One of the most critical issues facing any retailer and shopping districts is parking. Shopping malls eliminates this problem because parking is offered for free or for a nominal fee. Shopping centers incorporate ample parking in its design and construction. This makes it advantageous for people who choose to shop there instead of a

single store. Families who decide to visit a shopping mall on the weekend or on a holiday for a family outing is because it is a more convenient option especially because parking is provided (Gibbs, 2012).

The points of access from the roads to the shopping center should be adequate to accommodate traffic at the busiest hours of the center.

The entrance and exit of the street, the drainage, the lighting and the restriction of the circumference must comply with the relevant regulations of that site and the capacity should be compatible with the environmental buildings. The design of parking area must be carried out in the most appropriate and reliable manner for the movement of vehicles and pedestrians. Proper lighting and landscape elements is essential for parking and pedestrian safety in both enclosed and open parking areas (Selim, 2011).

Parking is the prime convenience advantage of the shopping center over the central business district. The shopper wants a space he could find easily, with a minimum of difficulty in moving around the parking area, and one that is located near the store or store group in which he is going to shop. Parking in the shopping center is seen by the shopper as a series of steps:

1. maneuvering the car around the lot until he finds a space;
2. getting the car into the space;
3. walking from the space to the stores.

Consequently, parking is one of the most important requirements of shopping areas these because today's consumers, conditioned by their experiences with suburban shopping centers, expect nothing less than a guaranteed and safety space close to their destination every time they do shopping.



### 3.4.2 Aesthetic and Psychological Needs

In addition to the functional factors affecting the perception of a space, there are also aesthetic and psychological factors. Psychological and functional factors are interrelated while evaluating a space. Architects and designers should take to consideration the psychological requirements of those who use the space, besides the functional requirements of these buildings.

Shopping is one of the most important contemporary social activity, and, for the most part, takes place in the shopping centers. Developers and designers of the retail built environment exploit the power of place and an intuitive understanding of the structuration of space to facilitate consumption and thus the realization of retail profits. They strive to present an alternative rationale for the shopping center's existence, manipulate shoppers' behavior through the configuration of space, and consciously design a symbolic landscape that provokes associative moods and dispositions in the shopper. These strategies should be examined to obtain an understanding of how the retail built environment works, and how we might work against it.

The material, color, texture and lighting use in interior design of shopping centers, consider as crucial factors affects on feelings, physical status, psychological moods, provided pleasant, exiting, vivid and entertaining environment for space users. These elements should increase social communications in public places leading spiritual and psychological relaxation. in determining the aesthetic and psychological aspects

Lighting is a key factor in helping the space meet the intent of its owner and the needs of its users. As an important component of a shopping center's atmospherics, lighting could affect the emotional responses that influence consumer shopping behavior. Besides this, lighting could influence mood and cognition as well as atmosphere and spatial representations, also can affect people's environmental impressions (Custers et al., 2010). Shopping centers composed of the stores and entertainment areas can evoke emotional reactions, impact the customers' ultimate satisfaction with the service, and even the amount of money and time

spent in these places. Hence, creating the right environmental setting is of prime importance for these centers. To create the desired ambiance, both natural and artificial lighting are one of the influential elements to make a contribution. The use of natural and artificial light in these places is a fundamental and dominant requirement for creating psychologically distinct feelings and emotions in users. Therefore; light is accepted as one of the most important design elements that provide communication between person and space in shopping areas (Moazemi, 2013).

Color has different effects on interior spaces; psychological application of colors, are used to influence the feelings and sentiments of the receiver (Ladau & Smith, 1989). A color may have an effect on the perception of indicators in the space through inducing illusion in the perception of the form and size of the space, in time, in temperature, and in noise inside the space of shopping areas. Colors could also be used to create emotional effects by means of using color formations that attracts the customers, and encourage them to spend more time inside commercial spaces, and creating an aesthetic image that prompts the customer to respond to buy what is inside.

Commercial activities could be enhanced by using color tints which the customer responds to, by means of influencing his perception and understanding of the environment there (Faulkner, 1972). Colors could be used to realize aesthetic purposes by responding to the aesthetic taste of the people by means of three elements: culture, which offer comfortable and satisfactory color formations familiar to people, by pattern by choosing colors that agree with the common taste and by design by choosing colors on the basis of contrast. These three elements from our aesthetic taste in these spaces (Ladau & Smith, 1989).

### **3.4.3 Social and Cultural Needs**

Shopping is a form of recreation and entertainment that may even be one of their favorite pastimes and a preferred activity of choice. In the past, shopping mall originated for the purpose of shopping, currently recreational function integrating day by day in shopping centers. While recreational demand is changing with users, time, culture and social

environment. However, shopping mall's components like; soft and hard landscape zones, open spaces, courtyards, corridors, galleries are demanding for the transformation and modification as per user's demand at this time (Dean, 2016).

Today it is hard to imagine a large modern city without a shopping mall. In today's fast paced life, the concept of "everything under one roof" has become an integral part of the urban structure. Shopping mall makes it possible to meet not one but a number of needs at once. Shopping center structure has a hierarchy of social spaces (from side malls to the center court) so the communal socialization and communication in these centers is inevitable.



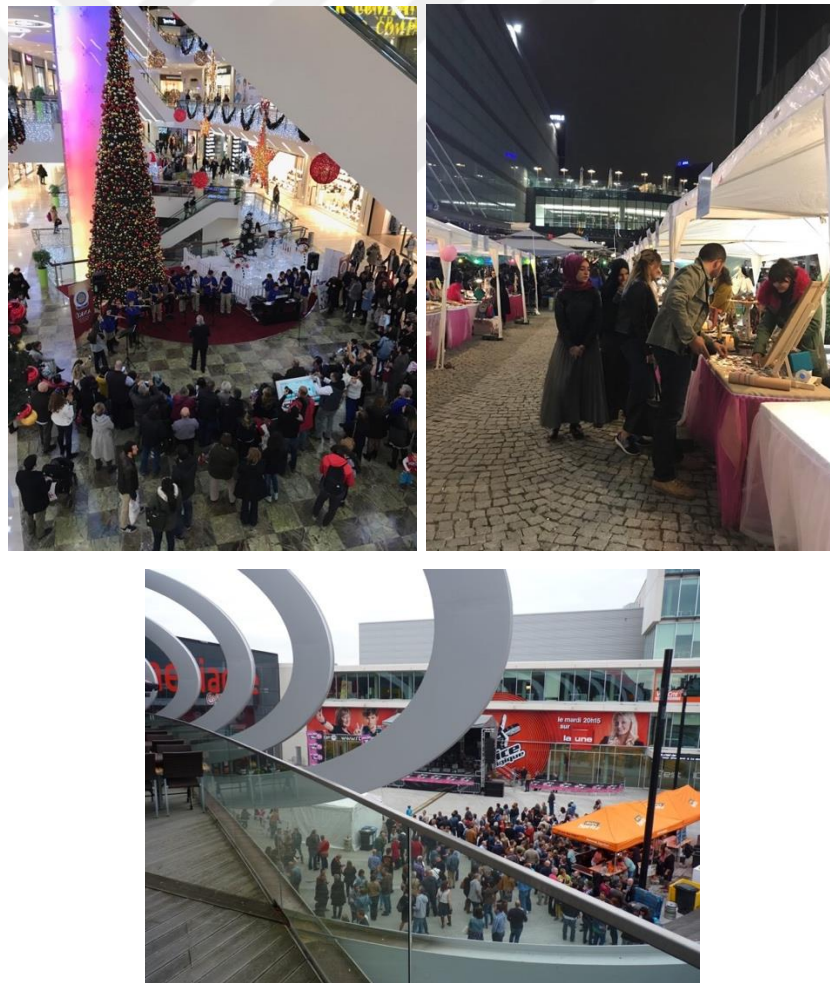
**Figure 3.77-3.78:** Examples of recreational and social areas in shopping centers, (Central Plaza Rayong, Thailand- Zlote Tarasy, Poland)  
 (<https://wisont.wordpress.com/2015/12/21/central-plaza-rayong/>)  
 (<http://www.jerde.com/places/detail/zlote-tarasy>)

In the social development-course of humanity, shopping centers have always attained their role as important aspects of the city centers despite the changes they have gone through in parallel to socio-cultural and technological developments. Today, shopping centers play the role of a city-center all over the world. These centers have such commercial activities almost equivalent to those of city-centers, and shelter working-places and offices within. In addition to their commercial facilities, they comprise social, cultural and spare-time activities as well. Therefore, shopping centers are defined as city centers with regard to their impacts upon economical, residential and social perspectives of our day (Aksel, 2000).

Our physical environment is changing continuously under the effect of natural, cultural and economic systems which influence people's lifestyles. As lifestyles change, people's way of spending their leisure time and leisure activity preferences also change. Urban open public

spaces such as parks and squares seem to lose their popularity as shopping centers have become the new leisure centers due to the increasing need “to consume” of today’s societies. There has been a paradigm shift from regarding shopping centers as involving a traditional shopping activity to treating them as retail–entertainment complexes and as community centers for social and recreational activities (Ng, 2003).

Malls are not only centers for shopping but highly organized social spaces for entertainment, interaction, and other types of consumer excitement. Stores, food courts, restaurants, cinemas, children’s play areas, interactive entertainment, social use areas, relaxation spaces, and promotional areas are now major components of shopping centers (Terblanche, 1999).



**Figure 3.79-3.80-3.81:** Social activities such as concert and exhibition in shopping centers.  
(Personal archive)

There is a certain homogeneity in modern shopping centers all over the world. They may look similar, whether they are in the U.S., Europe, the UK, or Middle East countries. This similarity is nevertheless a surface phenomenon. The local variations in the cultural and historical composition, social and urban identities, traditional values and economic situation of each country provide a different setting and lead to a different articulation of the shopping center concept. For example, in the U.S., as competition among malls increased and the population became older, regional shopping malls began to serve as venues for stores that attract shoppers whose annual incomes are significantly higher than the U.S. median income. On the other hand, in Britain, shopping malls represent safe environments for family shopping, and also an interesting and accessible place for the elderly to stroll. In Eastern countries, shopping malls are conceptualized as bringing modern lifestyles and convenience to people and be preferred as socialization and recreational centers (Miller et al., 1998).

Public spaces are a very important part of the leisure experience of an individual. The opportunities offered in these places have an effect on leisure preferences. It is obvious that people have been adapting lifestyles based on more consumption, and as a result leisure and recreational activities have become commodities which can be bought, sold or consumed as mentioned above. Therefore, spending time in shopping malls has become an important aspect of leisure and social behavior.

### **3.6 Section Conclusion**

The historical evolution of shopping places has been a very long journey with all incredible transformations, innovations and influences. Starting with the ancient open market places, the shopping environment has always been defined as a public space and an urban area not only for trade but also for communication.

Agora was an open “place of assembly” in ancient Greece. Romans improved the Agora and came out with Forum, which was a more defined open area. More importantly, Romans developed the magnificent Trajan’s Market, the first collections of defined shops in a shared-use building, which influenced all undercover arrangements coming through. Shopping was carried into interior of a building.

The Medieval Market Hall, the Eastern Bazaar, the Exchange, the Market Building and the Fair were all developed as shopping environments before the 19<sup>th</sup> century.

The Arcade was born with the influence of Roman and Greek arcaded streets, the Eastern Bazaar and the Exchange from the 16<sup>th</sup> Magasin de Nouveaute, the Bazaar, and later the Department Store followed the arcade as the first generation of planned shopping buildings. Shopping experience gained new meanings with the glittering interior environments and a new culture of consumption.

The architectural and technological innovations have been very effective through the evolution. Not only the usage of new materials, like iron and glass; but also the innovations of refrigerator, elevator, escalator, the air-conditioning systems...etc. were all related in the further developments for the following types.

The supermarkets and later the chain stores, the strip malls and lastly the suburban malls were all rapidly developed and became the pioneer of the contemporary shopping centers.

Eventually, the shopping place became a fully enclosed and environmentally controlled space with the suburban mall, which was initiated as an urban center. Unfortunately, today's contemporary shopping centers remain detached and independent from urban tissues. Therefore, identity and social life in modern shopping areas can be interrogated.

## **CHAPTER 4. The Concept of Communal Socialization in the Shopping Areas of Turkey**

The historical development of the communal socialization and public spaces of Turkey could be examined under four periods. The periods are determined according to some important turning points of Turkey. The first period began from the establishment of Turkish Republic in 1923 and includes the years between 1923 and 1950. 1950s were the years marked with high levels of rapid migration from rural to urban areas in Turkey. This migration movement had crucial effects on the spatial development of big cities of the country and also had impacts on the characteristics and meanings of their public spaces and shopping areas. Thus, the second period comprises of the years between 1950 and 1980.

The third period begins in 1980 and ends in 2000. This period is known by the first half of 1980s Turkey entered a new phase in which economic, social and political policies of the country was directed towards the implementation of more liberal policies which found its existence with the establishment of a new government in 1983 after a stroke and finally; the last period begins with 2000 and continues until today.

### **4.1 The period of Republic of Turkey between 1923-1950**

"There can be no doubt," concluded Behcet Sabri and Bedrettin Hamdi, "that the architecture of the Turkish revolution will be an entirely different thing from Ottoman Architecture. The domes, moldings, and forms of that architecture have become history. There is no return from the path of progress (Bozdoğan, 2001). After the establishment of the Republic in 1923, Western influence on Turkish society was deliberately sought and Western modernization dominated the Turkish national identity. This identity was constructed from the top down by the Republican elite, and could not be overtly criticized for many years as multiple identities were seen as a threat to the Republican ideals and modernity of Turkey (Erkip, 2003)

Ankara had become the capital city of Turkey on 13 October 1923 by an article added to the Law of Constitution. After that decision, the limited functions of commerce, administration, production and services began to grow rapidly in Ankara which was once one of the small towns of Anatolia (Bozdoğan, 2001). Türkoğlu (2009) claims that the main aim behind

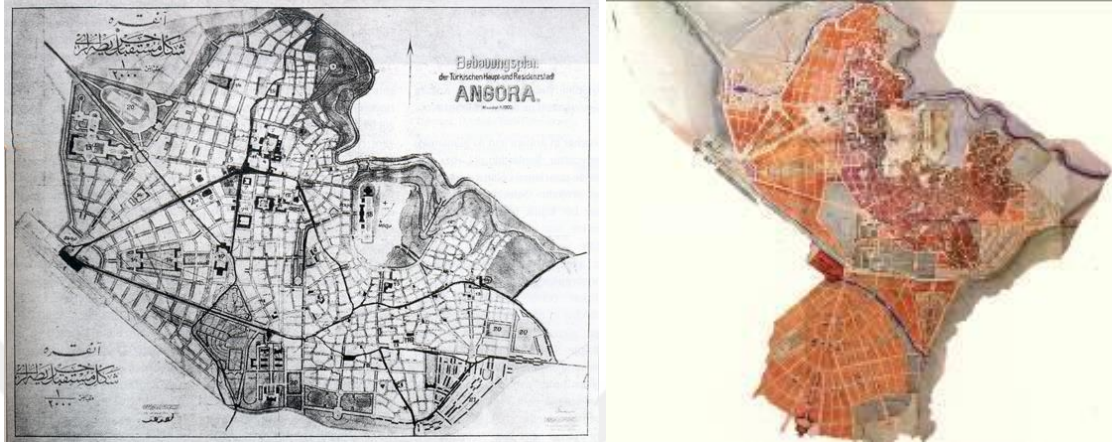
creating a capital city was to develop a model to other Turkish cities, with its streets, squares, parks, government buildings and private structures. At the same time, leading to Turkey by modernizing the society and making people experience both social and cultural aspects of the modern life was another target for the creation of an exemplary capital city (Türkoğlu, 2009). In the 1930s, a modern city life tried to be developed despite all problems of the period. Being first big city of the modernization project, Ankara was considered as the symbol of the new ideology and the success of the new regime (Uludağ, 2009).

As German philosopher Habermas argues, to create a capital city of democratic regime and modern society, public spaces were the most important tools (Sargin, 2009). Public space design represents the democratic identity and enlightenment era. Besides, public arena and modernization are mutually related with each other, since public space is crucial for pluralism and democratic scene. Also, architect Cengizkan (2004) claims that the identity of individuals in the nation state is developed in communal spaces, such as shopping areas, theatres, concert halls, social clubs. Celebrations, acts, concerts, and shows enhance the social interactions which result in the development of urban identity (Özdemir, 2009).

The ethos of new Ankara was intimately connected with the work of foreign architects and city planners who were invited to the country. In the planning competition held between three foreign urbanists in 1928, Herman Jansen's plan proposal for the city of Ankara was chosen as the winner and he was charged to determine the development and construction of the modern capital (Bozdoğan, 2001). The new city formed not as a continuation of old city, but as a completely different new city "YENİŞEHİR" according to a plan realized by Prof. Herman Jansen. The first official plan of Ankara was Jansen's plan approved in 1932, the plan made by Lörcher in 1924 was also influential in the development of the main road structure and the location of main squares (Cumhuriyet-Kızılay Square, Sıhhiye Square, Zafer, Millet, Ulus, Lozan and Tandoğan Squares) which gave Yenişehir (Kızılay) its basic form (Cengizkan, 2004)(figure 4.1). In the plan of 1929 prepared for the competition, a large area between Atatürk Boulevard, İstasyon Street (Talatpaşa Boulevard) and the train station was determined for commercial uses. However, in the definite plan of 1932, this commercial



area proposal was omitted and Gençlik Park was planned on the same area (Tankut, 1993; Bademli, 1987).

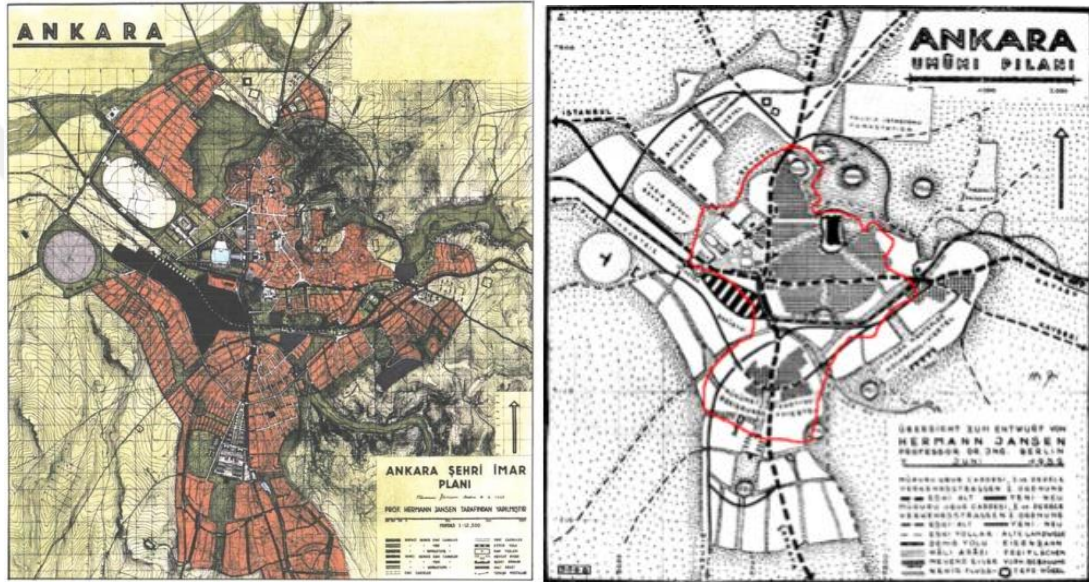


**Figure 4.1.** The first official plan of Ankara, Carl Christoph Lörcher plan (1924-1931)  
<http://www.mimdap.org/?p=22066>

In the new Turkish Republic, efforts in the way to become a nation-state went hand in hand with a modernity project, which tried to form a new socio-cultural life and which found its reflections in the development of the public spaces of Ankara (Sargin, 2009). In this sense, there was a considerable amount of interest for the development of public spaces in Ankara in the early years of the Republic. Based on both Lörcher and Jansen Plans the importance of public places for the development of a national identity, and the dominant city planning, Ankara was developed with a system of public space, including squares, streets, parks and other open spaces. Therefore, both Lörcher and Jansen tried to develop the places of socialization and public usage to transform the traditional society to a modern society. Parks, squares, commercial areas such as shopping streets were named on purpose, because these were the places of entertainment, resting, exercising, but at the same time, they were the places of social and cultural activities which shaped the national and urban identity (Özdemir, 2009). While they provided the society with an opportunity to fulfill their recreational needs with their modern image, they were the places of socialization and the places to participate into city life.

One of the most essential developments was the introduction of Statue of Trust (Güven Anıtı) and the park around it, which together formed Kızılay Square, in 1934 in Yenışehir.

Moreover, there were Havuzbaşı and Kızılay Gardens which were developed by the ends of 1920s. In the first decades of this period, these public spaces of Yenişehir were used mostly by the affluent groups which were living and working close to them. Besides Güvenpark, Gençlik Park, Hacettepe Park and TBMM Garden, Hippodrome and stadium were developed as places of recreation and sports, proposed in Jansen's plan between 1932 and 1950 (Batuman, 2002) (figure 4.2- 4.3).



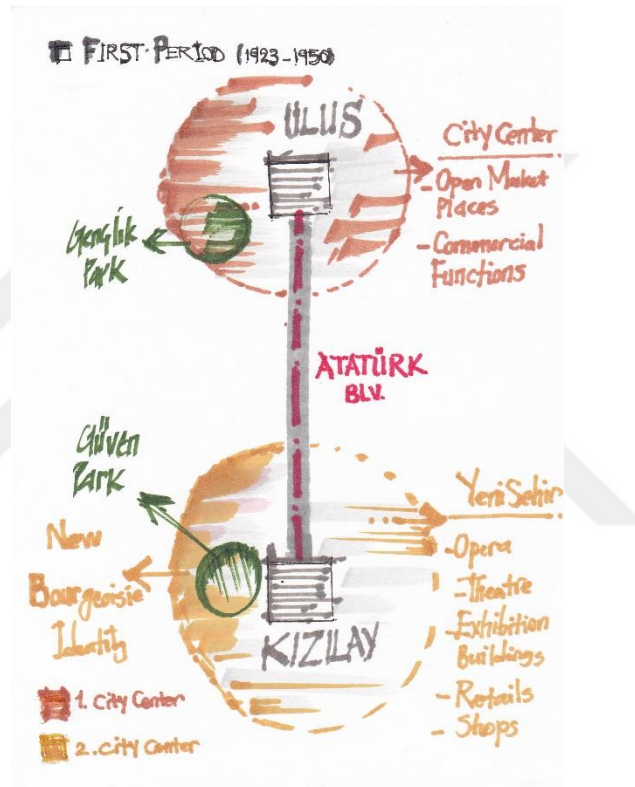
**Figure 4.2-4.3.** The Jansen plan as approved two times in 1927 and 1932. The red boundary illustrates the area included in the Lörcher plan and the hatched areas show the existing settlements in 1932, which were still relatively small in Yenişehir.

(<http://www.arkitera.com/haber/13991/gecmisin-modern-mimarisi--ankara---1>)

([http://mehmet-urbanplanning.blogspot.com.tr/2007\\_01\\_01\\_archive.html](http://mehmet-urbanplanning.blogspot.com.tr/2007_01_01_archive.html))

In order to meet the demands of the newly formed and growing social groups, new places of leisure and entertainment such as restaurants, hotels and meyhanes (a kind of bar) were also opened in these years in Ankara. Most of these items were built in the late 1930s. Some parks such as Youth Park (1936-1937), the Atatürk model farm and forest (Ataturk Orman Çiftligi), and the picnic grounds of the Cubuk Dam outside the city, established as a modern public spaces, was also conceived as a popular place for recreation, picnicking, commerce and family entertainment (Bozdoğan, 2001). “Halkevleri” was introduced at this period to the cultural and social life of the cities of Turkey. Halkevleri were places in which the native public and the new bourgeois of Yenişehir met. Moreover, opera, theatre and exhibition

buildings, cinemas, retails, shops and bookstores were opening in Ulus and Yenışehir at this period (Batuman, 2002). Ulus part of the old city center began to develop as the city center of Ankara and a linear city center had been lying from the Ulus to Yenışehir. City's traditional production, open market places and commercial functions had been concentrated around Ulus, while Yenışehir was associated with the new bourgeoisie identity (figure 4.4).



**Figure 4.4.** Schematic layout of Social life and commercial areas of first period in Ankara, (Personal drawing)

Beside urban parks and squares, the development of Atatürk Boulevard – stretching from Ulus Square to the Presidential Palace- is another important urban element which represented new life style of Ankara. Atatürk Boulevard that was developed according to modern life style was an important element of planning and designing of Ankara as a capital city. Considering the general understanding of city planning, the city and the boulevard had to be shaped according to modern life style and civilized citizens. In this sense, the Boulevard was planned as the major artery along which both important governemental buildings and open public spaces were located for citizens to socialize with the help of cultural, artificial and aesthetic

elements. The activities that were located on the Boulevard aimed to create new, modern citizens nurtured by the ideas of new culture, and gave a meaning to place (Keskinok, 2009). Evening walking on the boulevard became a tradition for residents of YeniŞehir. Therefore, with these facilities and activities, Atatürk Boulevard became a place of educated people and students who met each other in cafes and restaurants, had fun, and relaxed; and this created the identity of Ankara in that period (Dinçer, 2009).

According to Bademli (1987), the function proposals embedded into the Jansen Plan approved in 1932, the structuring decisions and transportation network show that Ulus was considered as the city center and Jansen plan regarded Ulus as central business district of the city and Kızılay as district center. The presence of women in these public places was in itself a celebrated theme, "a gendering of the modern" underscoring the Kemalists' pride in having liberated Turkish women from the oppressive seclusion of tradition (Bozdoğan, 2001).

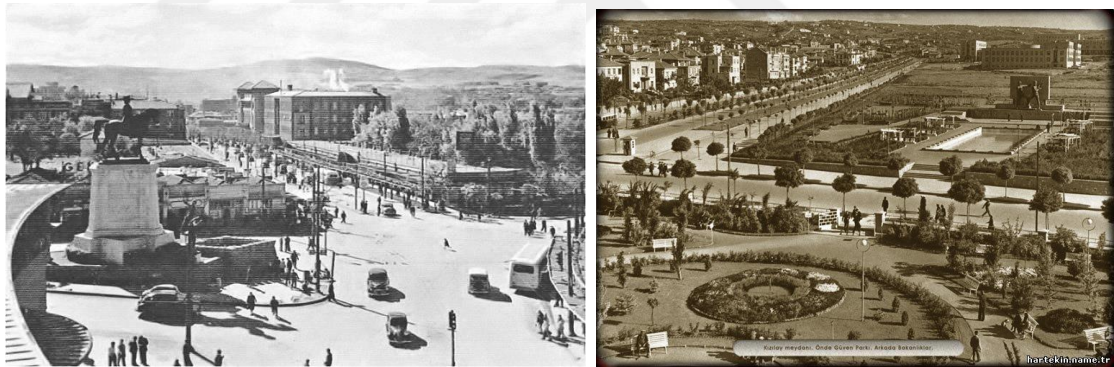


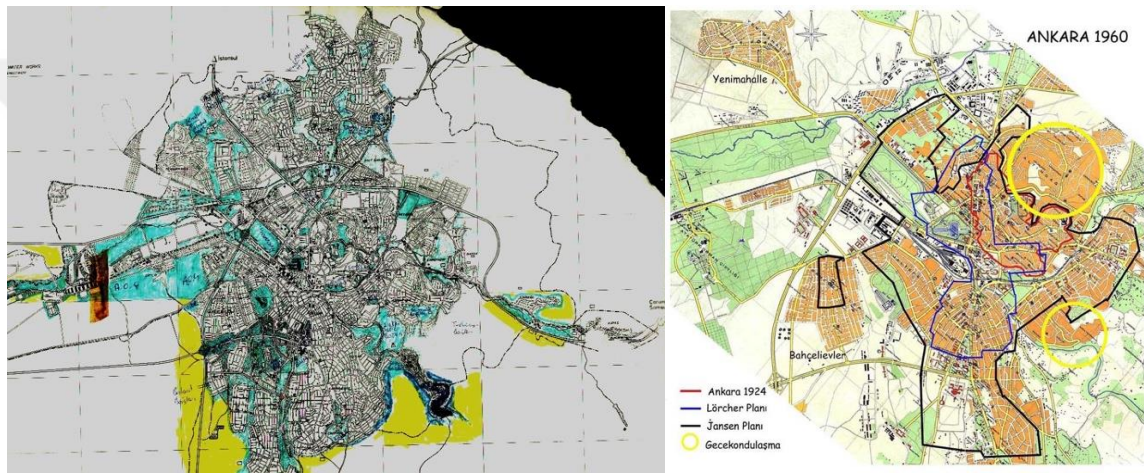
Figure 4.5-4.6. T k r L dxc` mÂud RđghA` gbđrh+082/ -+@s` st`j At ku` qÂud F t`venpark, 1935.  
 (http://yavuziscen.blogspot.com.tr/p/ankara-kent-yazlar-1\_2.html)  
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After the 1950s, with the changing demographic, economic, social, and political conditions both in Turkey and the world, the identity of Ankara began to change, as will be explained in the following section.

## 4.2 The period between 1950-1980

After approval of the Jansen plan in 1932, other prominent European architects were invited to work in making the "new" face of Ankara. First, as the foremost showcase of the new regime's modernity, the entire Government Complex was commissioned to the Austrian

architect Clemenz Holzmeister (1886-1983) (Bozdoğan, 2001). In the second master plan of Ankara (due to direct and control the rapid growth of the city) which was approved by two Turkish urban planners, Nihat Yücel and Raşit Uybadin in 1957, Ulus was still viewed as the main city center despite Kızılay's growth in the way to become a center fulfilling many of the features of a CBD (Central business district) consists of economic, cultural and political life centres such as department stores, office buildings, railroad stations, hotels, theatres, art museums and city hall (figure 4.7-4-8).



**Figure 4.7-4.8.** Yücel-Uybadin plan of Ankara, 1957- Plan showing the boundaries of Ankara, Lörcher Plan, Jansen Plan and squatter settlement (Alaeddin Kırıl Basımevi, 1967, İstanbul) ([http://1.bp.blogspot.com/\\_j9HnJ1Pyy\\_M/Sx0II07u7DI/AAAAAAAAADVE/WPShe6AYszk/s1600-h/YücelUybadinPlanı.JPG](http://1.bp.blogspot.com/_j9HnJ1Pyy_M/Sx0II07u7DI/AAAAAAAAADVE/WPShe6AYszk/s1600-h/YücelUybadinPlanı.JPG))

This period is also characterized by the increase in the commercial functions in Kızılay. Yücel-Uybadin Plan also changed the major approach to the public spaces. While the city started to be dominantly planned for the circulation and accessibility of vehicular traffic, pedestrians were undermined, as opposed to the approach of the previous period. Thus, the squares of the early Republic which operated as the major public and social spaces of the city started to lose their significance. Even some squares, like Havuzbaşı (now, Kızılay Square) became the major crossroads of the city arteries. Kızılay's importance gradually increased by starting to show the features of a central business district rather than being a sub-center. Although it was stated in the plan notes that Kızılay would continue to develop especially as the center of offices, entertainment places, restaurants and retailing activities, it was also

stated that Ulus would not change its position as the main city center in the future (Bademli, 1987; Altaban, 1998).

The new spatial arrangements in squares, boulevards and streets according to the effective vehicular traffic circulation and the fast movements of people led to the loss of identity of the public spaces of the Republican ideology. In the new streets, boulevards, and parks, people did not walk, sit down, spend time as much as they used to do. The open public spaces of the 1960s and 1970s were not dominant places of public life of Ankara anymore. In the 1960s and 1970s, Kızılay started to change and turned into the lively city center of Ankara, after the regulation in 1952. This regulation helped the organization of the ground and basement floors of the newly developed high-storey buildings in Kızılay as the shopping arcades and their upper floors for the commercial functions, such as fashion houses, photographers, hair dressers (Batuman, 2009).

With the Yücel-Ubaydin Plan, development of city center of Ankara was left to the market conditions. Presidency of the Republic, ministries, universities, embassies chose Yenışehir for settlement. As upper level income group and public investments moved to Yenışehir, Ulus started to loose its commercial liveliness and value. In the meantime, Kızılay's importance increased and it became the second central business district. As a result, a dual central structure one being modern and the other, more traditional appeared.

As Bozdoğan (2001) states, what is important to note is that what these architects of German and central European origin brought to Turkey was an austere, heavy, and official looking modernism. The "newness" of Ankara's modernism rested not in any visible connection to the aesthetic canons of the Modern Movement but simply in its being what the old was not. This new movement affected whole architecture aspects of social areas and public places. In addition to educational institutions, a number of parks, sports facilities, and places of public recreation were built in Ankara in the 1950s that also became urban and architectural icons of republican modernity.

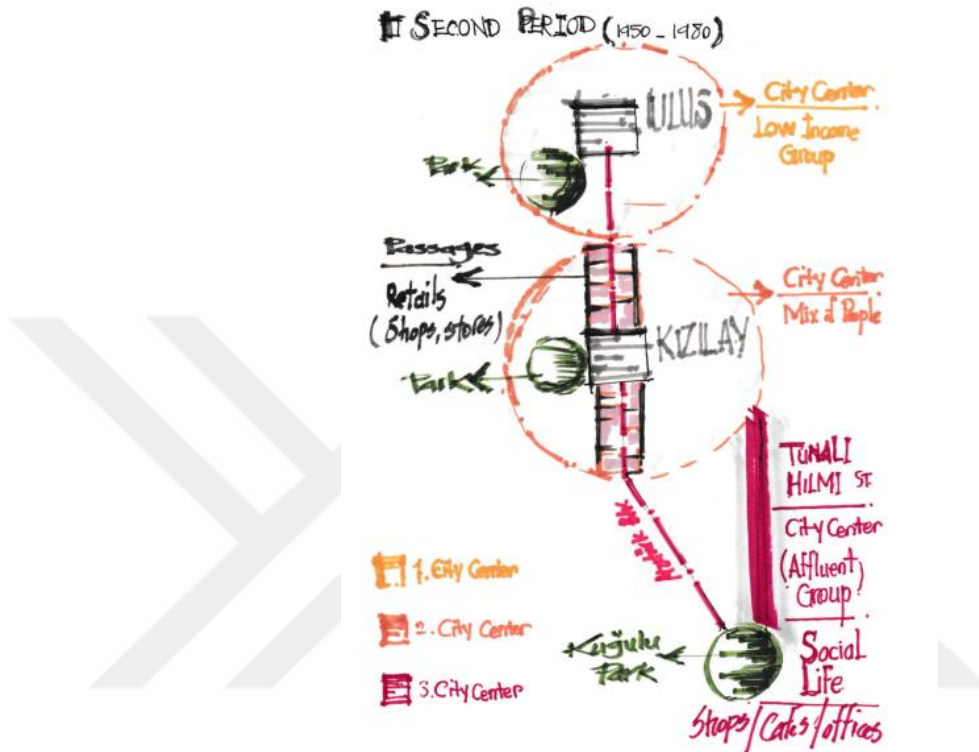
As foreseen in Yücel-Uybadin plan, retailing activity was developing in Kızılay in 1960s in the form of 'passages', which include several shops and stores. In order to afford the

increased rents and land prices, retailers chose to be together in these passages. In these years, in existing or reconstructed buildings, passages were developing at the entrance floors and offices in the upper floors. This growth of retailing and service activities in Kızılay can be regarded as a sign of its increasing importance in the way to become a CBD (Osmay, 1998).

In these years, important urban problems appeared in the crowded and heterogeneous city center of Ankara, such as the loss of urban manners, inadequate public services, increasing crime rate and prostitutions. The squatter housing neighborhoods and inhabitants were seen as the major responsible groups for these problems. Consequently, indoor public spaces, such as Ülke Alan Passage, Kocabeyoğlu Passage, Büyük Bazaar, Zafer Passage, emerged in this period to provide sterile environment in this polluted, crowded and unsafe city. These indoor public spaces used to be placed in the ground of the high-rise buildings. Thus, bourgeois classes found or invented new indoor shopping places for themselves. This, however, significantly damaged the original approach of the Republic towards open public spaces in Ankara, and the identity of Ankara as the city of social, lively open public spaces. Along with the neglect of open public spaces in the city by the municipality, people unfortunately could not find the public places in Ankara to express themselves (Batuman, 2009).

While Kızılay gained importance in these years, Ulus lost its political and economic significance, and daily dynamism. It became a commercial center for low-income groups. By 1970, the growth of Kızılay as the other CBD of Ankara was completed and there appeared a dual CBD structure, which developed mainly through market tendencies. Moreover, in 1970s, it was seen that some CBD functions like small production activities carried out in Ulus began to move to Kızılay. Between 1970 and 1980 some CBD functions began to develop along Tunalı Hilmi Street. Tunalı Hilmi Street was formerly a district center serving to the everyday needs of the affluent groups living along Kavaklıdere-Çankaya line and attracting high number of users to its various shops, cafés, as well as offices (figure 4.9). Hence the street also holds the character of being a city centre and has an important role on urban identity. Later, it attracted service activities like banks and became a sub-center. Thus, by the ends of 1970s, as Osmay (1998) states, Ankara's city center structure seemed to be

formed from three central areas as Kızılay and Ulus being the main city centers and Tunalı Hilmi Street and environments as a sub-center (Osmay, 1998; Bademli, 1987) (figure 4.9) .



**Figure 4.9.** Schematic layout of Social life and commercial areas of second period in Ankara, (Personal drawing)

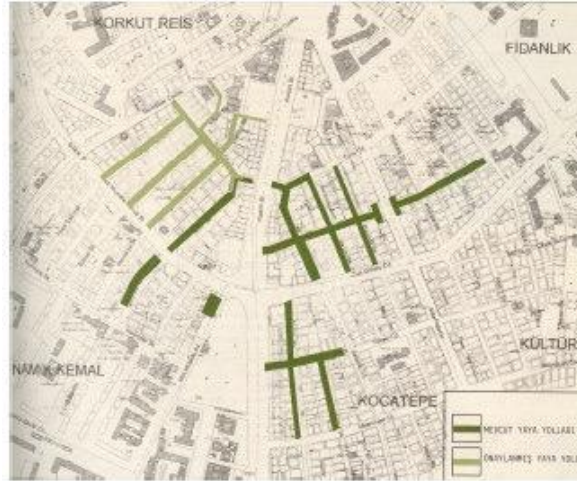
Ulus was mainly serving to low-income groups while Tunalı Hilmi was mostly used by the affluent groups. Kızılay being the most essential CBD of the time and having a more central location than Ulus and Tunalı Hilmi could be regarded as a place where a mix of people from different parts of the society could be seen. In other words, Kızılay had an essential integrating role within the differentiated areas of the city (Osmay, 1998). As Osmay (1998) states, along Gazi Mustafa Kemal Boulevard, Meşrutiyet and Mithatpaşa Streets, multi-storey buildings with retail places and workshops at their entrance floors and houses at the upper floors grew rapidly.

By the end of 1970s, the destruction of public spaces of Kızılay was apparent. In order to solve the increasing problems of traffic congestion, car parking and public transportation, some implementations were made which resulted in this destruction. The enlarged streets



and boulevards meant the shrinkage of Kızılay Square including Kızılay Park and Güven Park. Kızılay Park was first turned into a flower bed and then in 1979 it was completely vanished together with the historical Kızılay building that began to be used as a car parking area after its destruction. Besides, a considerable part of Güven Park became to be used as the station for buses and dolmuş (Batuman, 2002).

At the end of the 1970's, a new policy emphasizing public transport and pedestrian schemes was adopted by the municipality. In 1978, a pedestrianization project for Sakarya Street and its surroundings was approved and applied by Ankara Municipality. However, after a short while, the scheme was abandoned and Sakarya Street was opened for vehicle traffic due to complaints from local businesses here, stating that their sales would decrease. Once they noticed that pedestrian areas brings them opportunities and enhances economic turnover, they demanded the street to be changed again, and the street was turned into pedestrian (figure 4.10). The development of pedestrian areas in the city center of Kızılay continued in the first years of this period. İzmir and Yüksel Streets were decided to be pedestrianized and the decision was implemented in the first half of 1980s (UCEAT CCP & CA, 2003).



**Figure 4.10.** Existing and approved pedestrianized areas in Kızılay (Kızılay Kent Merkezi Çalışma Grubu, 2004) (Note: Dark green areas indicate existing pedestrian areas; while light green donates areas approved for pedestrianization that still remain as traffic roads)

Today, commercial activities (mostly retailing) concentrates in İzmir Street and environs while Yüksel Street with its bookstores and cafes can be regarded as the focus of social and cultural activities. Yüksel Street Pedestrian Area is an important public space where political and social rights are demanded, demonstrations are held and street activities such as musical

performances of amateurs, shows of street theatres and the activities of street vendors take place.(figure 4.11-4.12)



**Figure 4.11-4.12.** Ankara Izmir and Yüksel Streets

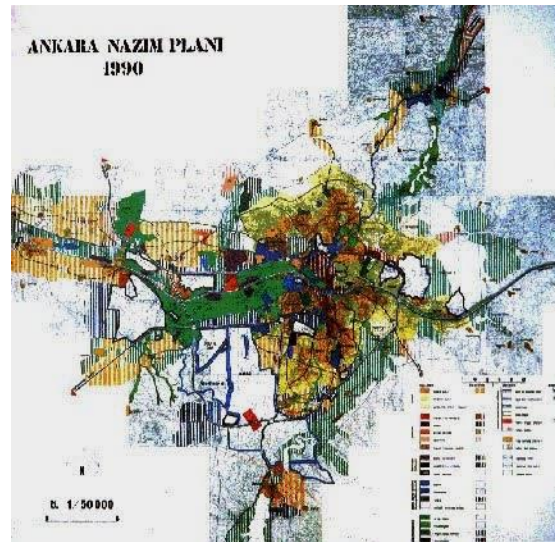
([http://www.turkishclass.com/picture\\_1494](http://www.turkishclass.com/picture_1494))

(<http://www.mehmetakinci.com.tr/gunce-2/ankara-kizilayda-bir-ogleden-sonra>)

When the period between 1950 and 1980 is evaluated concerning the development and enhancement of public spaces, it can be argued that what is realized is quite inadequate for a growing metropolitan city. These insufficiencies and lack of concern by public authorities is an essential reason for the developments taking place in the following period.

### **4.3 The Period between 1980-2000**

Through the researches and studies done by Ankara Metropolitan Area Master Plan Bureau, established in 1969, the third master plan having a target year of 1990 for Ankara was prepared and approved in 1982 (figure 4.13). Two essential decisions were decentralization of the city along the west corridor through the development of new areas and relatedly the decentralization of Kızılay and Bakanlıklar districts along Eskişehir Road (Altaban, 1998). As a result, after 1980s, public services and governmental buildings, which were concentrated in Kızılay and Bakanlıklar districts, began to be located along İnönü Boulevard and Eskişehir Road (Osmay, 1998). Today, İnönü Boulevard and Eskişehir Road are crucial arteries since they contain many governmental buildings and headquarters of some private firms and commercial developments like shopping centers and connect suburban areas to the city center of Kızılay.



**Figure 4.13.** The third master plan of Ankara, 1990

([http://1.bp.blogspot.com/\\_j9HNJ1Pyy\\_M/Sxz\\_BBcmzJI/AAAAAAAADUs/tY6QJrcsBz0/s1600-h/nazim\\_plan.jpg](http://1.bp.blogspot.com/_j9HNJ1Pyy_M/Sxz_BBcmzJI/AAAAAAAADUs/tY6QJrcsBz0/s1600-h/nazim_plan.jpg))

Urban planner Tekeli (1998) points out that the beginning of the global transformation in Ankara triggered the restructuring in the national economic policies in the 1980s. Shopping-mall development in Ankara is interesting, as the control by agents other than corporate and global capital has been disappearing. It should also be noted that shopping mall development in Ankara reflects social and spatial distinction. Existing malls are shared between lower and upper social streets, according to the location and characteristics of the mall, mainly through the variety and quality of the goods and services provided by them. There is also evidence of segregation in leisure and recreational habits and sites, starting in the early Republican period.

By 1990s, Tunalı Hilmi became another CBD besides Ulus and Kızılay. Also in these years, Köroğlu Street has emerged as another city center in Çankaya consistent with the tendency of new developments to be located at the south. Tunalı Hilmi Street had a partial pedestrianization experience in the past. In the late 1990s, a scheme had been implemented to close the street to vehicular traffic on Sunday afternoons. The scheme covered only the area between Kuğulu Park on the south end of the street and Bülten Street, which intersects Tunalı Hilmi Street. Although local activities were also organized during these pedestrian hours, the scheme was abandoned after a short while. Most transport schemes afterwards

were vehicle traffic oriented and sought to ease and increase the car traffic along this axis. Vehicle traffic indeed increased here and today it is one of the most congested corridors, creating a real bottleneck for the traffic system. In spite of this, pedestrian traffic is also significantly high in this street, due to the central location and attractive land-uses here. As a result, the street witnesses a major conflict of pedestrian and vehicular traffic everyday, and it remains to be seen how this conflict is to be resolved.

Today this street has the distinct mixed land use patterns different from the surrounding area: major brand retails/shops, cafés, restaurants, sport centres, and various leisure activity opportunities and considers as one of the important centers of social life in Ankara together with being a shopping area.

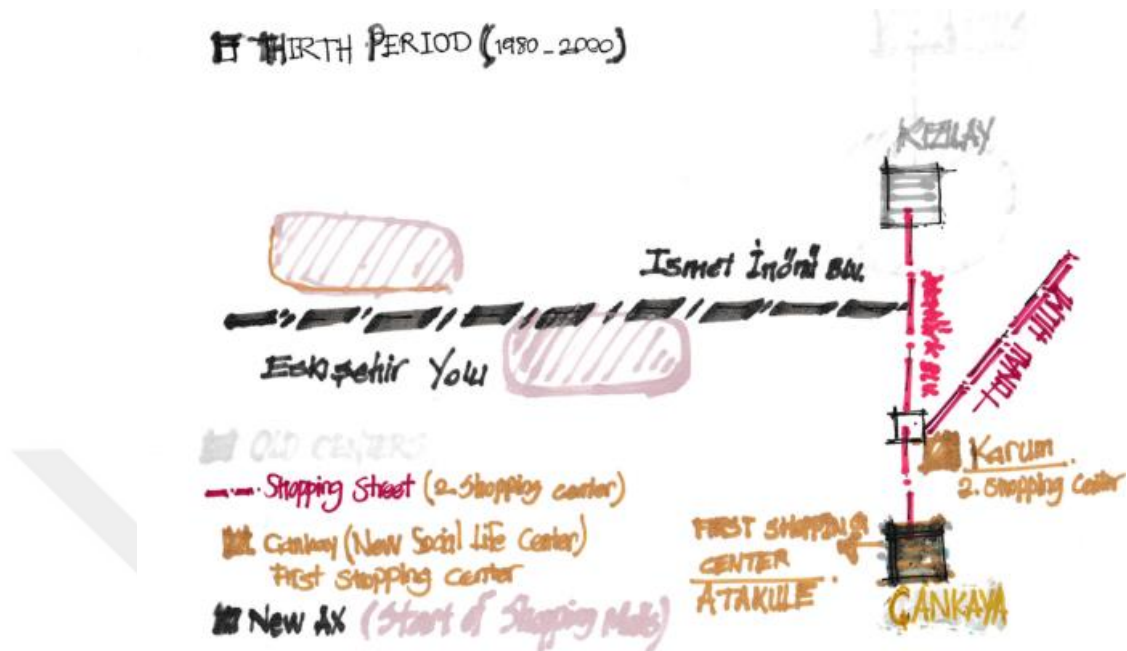
After 1985, the functions of central business district (CBD) in Ankara moved from Kızılay to Gaziosmanpaşa. Local and international prestigious services, such as Hilton and Sheraton, also moved to Gaziosmanpaşa. The opening of Atakule Shopping Center as first mall of Ankara in 1989 was quite influential on the growing importance of Köroğlu Street as a CBD in Çankaya, which has been inhabited by affluent groups (figure 4.14). Similar to its counterparts in the world, Atakule has had an iconic architectural style and it has been a multi-functional complex with offices, conference hall, shopping and entertainment services. Following the construction of Atakule, Çankaya has become another attractive place for CBD functions. The second important extension of CBD has started to develop through İnönü Boulevard and along Eskişehir Road after the 1980s. Atakule was followed by Karum which was opened in October 1991 with the motto of ‘A New Center in Ankara’ on Tunalı Hilmi Street. These two first shopping centers were developed in existing CBDs. Thus, it can be said that after 1980, especially in 1990s, Kızılay began to lose prestige and importance like Ulus had experienced while Tunalı Hilmi and Köroğlu became preferable city centers for new developments (Osmay, 1998).



**Figure 4.14.** Atakule shopping mall, Ankara, Turkey  
 (<http://www.summa.com.tr/pages/project/projects/atakule-shopping-mall/>)  
 ([http://archnet.org/sites/794/media\\_contents/21447](http://archnet.org/sites/794/media_contents/21447))

After 1990, Bahçelievler began to develop as a sub-center including some CBD functions. The development of residential areas for high-income groups in Çayyolu on Eskişehir Road and decentralization of Kızılay are two main causes of this development. Its high levels of accessibility also contributed to commercial structuring in Bahçelievler.

In the late-1990s and the 2000s, many shopping malls were built in the periphery of Ankara on the major arteries of the city. These shopping malls have attracted retail and other businesses from the city center, and have led to the decline in the economic vitality of both Ulus and Kızılay. As they do not operate only for shopping, but also for entertainment, they have become attractions for people in different ages, income and gender in Ankara. The development of shopping malls outer city has caused a significant decrease in the visits of Ulus, Kızılay, Gaziosmanpaşa and Çankaya for shopping purpose (figure 4.15).



**Figure 4.15.** Schematic layout of Social life and commercial areas of third period in Ankara, (Personal drawing)

With the lifestyle transformations after 1980s, those who could afford to do so preferred to live in newly developed suburban areas and required complete settlements, with nearby shopping malls. Being formed various districts, each region has own shopping centers adapted with it's neighborhood concept. The qualitative and quantitative insufficiencies of public spaces and city centers of Ankara is one of the reasons behind the increasing use of shopping centers as meeting places where many people are attracted. As a result, it is clear that shopping centers including entertainment and leisure activities have essential spatial and social impacts upon urban structure as well their economic impacts upon city centers after 1980. Since shopping centers seem to solve some major problems like security, physical quality, comfort and pedestrianization that city centers suffer from, they have become powerful alternatives to existing public spaces and influential elements within social and spatial structures of urban areas.

#### 4.4 The Period after 2000

The long history of Ankara is generally known for its development after 20th century, when it was introduced as the designed capital of newly born Turkish nation state. According to Erkip (2003), in the early episode of the century, the city faced with modernization with the hand of determined nationalist government. The second half of the century, like the other developing parts of the world, it witnessed the uncontrolled development of the city with the emergence of suburban areas. The advent of new areas for inhabitants of the cities created potential for expansion of the new structures and institutions for the city. Shopping malls as one of the prominent elements of modernization were added to the urban fabrics.

The shopping mall serves as an extended milieu with spatial and social characteristics matching the new identity requirements of Turkish citizens. It also contributes to revising the meaning of the term 'flaneur' in relation to shopping and consumption (Featherstone, 1998; Wilson, 1992). The tendency to 'feminization of the flaneur' is mostly observed in privatized consumption sites (Abaza, 2002; Featherstone, 1998). Apparently, the malls currently provide modern well-maintained and guarded consumption and leisure spaces that are accessible by many segments of Turkish society (Tokman, 2001).

The Turkish case represents a particular interaction between urban space and identity, where the shopping mall turns out to be an 'extended milieu' for Turkish urban citizens as one of the most 'significant places'. What makes this process distinctive in Turkey is that people tend to invent modern lifestyle choices to replace the single uniform definition of modernity imposed by the Republican elite. On the other hand, shopping centers which have developed continuously in the last two decades, turned into social gathering spaces for lots of people in Turkey. 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 (Aktaş, 2011) (Figure 4.16-4.17-4.18-4.19).



**Figure 4.16-4.17-4.18-4.19.** A view from the public space of a shopping center in Turkey (Aktaş, 2011)

Erkip (2003) indicates that 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.

#### **4.5 Section Conclusion**

Shopping centers are used by many people for spending leisure time, engaging in social and cultural activities and where they find opportunities for social interaction and contact. In short, people perceive and use shopping centers as public spaces. Thus it can be said that these places are centers for social life.



Recently, in the world there is a focus towards town center development. More open and covered street public spaces are trendy. There are fewer fully-enclosed interior environments. The urban public space quality of shopping places is becoming more important. Also environmental awareness is attracting more attention; there is a social pressure for shopping facilities to be more sustainable.

The transformation of public spaces can be clearly observed also by looking at the declining city centers in terms of use and environmental quality. However, as can be concluded from the historical development of Ankara's city centers and public spaces after Republic of Turkey, shopping places has been changed from shopping streets, squares and passages to enclosed shopping centers. Leisure and entertainment opportunities (cinema, theatre, cafes and restaurants) provided by shopping centers have a vital role both for attracting so many people to these centers and the decreasing use of city centers for recreational and leisure activities. On the other hand, today people prefer to be outdoors rather than spend time in enclosed centers. Therefore, the outstanding emerging concepts in design of shopping places are; rediscovering open space and sustainable 'green' shopping malls. Additionally, de-malling is the newest trend in world to regenerate shopping malls with different strategies.

## **CHAPTER 5 COMMUNAL SOCIALIZATION IN THE SHOPPING AREAS OF ANKARA, EXAMPLE OF ARMADA**

In this chapter, the communal socialization in Ankara shopping areas will be evaluated through a field survey study based on Armada Shopping Center.

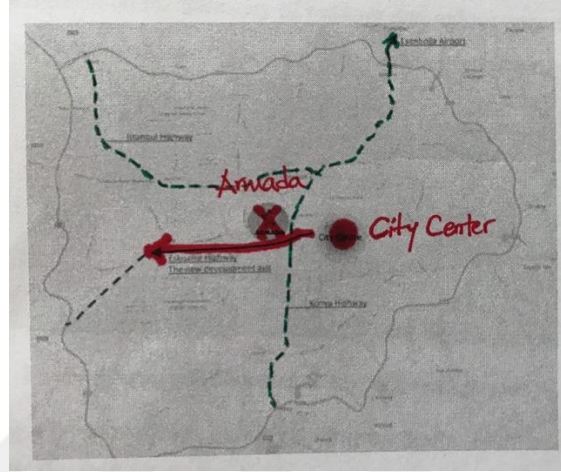
The choice of Armada Shopping Center as the object of our study is supported by Armada's extension in 2013. Armada-2, which is constructed on the east of Armada, is a four story structure with retail and entertainment facilities. Two independent structures are connected with passages between them together. There is a group of cafes and restaurants with outward extensions on the opposite facades of both structures and the area in between is designed as an open street named "Life Street". This street act as an urban public place serving a variety of social activities. Armada Shopping Center, with this additional structure, is provide an outdoor center for a range of groups like youngsters, families and businessmen for communal socialization in Ankara. Furthermore, indoor-outdoor connection in closed shopping areas is demonstrated clearly in this place.

The survey was conducted in December 2017 with a questionnaire on respondents of Armada Shopping Center users and visitors. In order to achieve a significant evaluation, 250 questionnaires were conducted personally, to participants in 15 days.

### **5.2 Case Study: Armada Shopping Center**

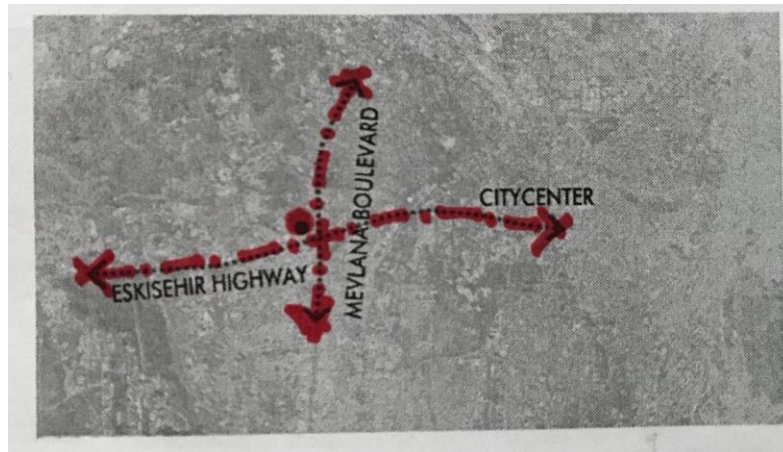
Before construction of Armada-1, this region of the city because of undefined structuring was revealed as a distributed fabric, and needed to be characterized as serving zone. Although the region is close to the city center, its development could not be accomplished along with the city, so any urban texture was not available at that time. No sooner was Armada construction initiated, and then the region has gained a meaning. Structures such as office, hotel, hospital, education and cultural centers have disseminated in neighboring areas in the

meantime. The structure has created a value in this region and the topography has taken on a new significance.



**Figure 5.1.** The general location (Personal drawing)

The Armada Shopping and Trade Centre was one of the first high-rise buildings to be erected along the development strip on the west corridor of Ankara. Beyond being a business and commercial center, the building has functioned as an urban generator and has helped define the developments. The building, a business and commercial center, was inaugurated in September 2002, and was designed as a refined and appealing shopping and trade center distinguished from buildings of similar function.



**Figure 5.2.** Throughout time, the city has been started to develop on the western axis (Personal drawing)

In addition to a shopping mall, an office building was initially proposed for Armada, one of the first buildings in Sogutozu area, taking into consideration scale and program-related data in view of its location in the city. This office building was hosting many national and international firms since then. Armada soon became one of the landmarks with design and received “International Council of Shopping Centers, European Awards” in 2004.



**Figure 5.3-5.4.** General views of Armada Shopping Center, TAI (Turkish Aerospace Industries Inc. archives, 2008), [https://www.theplan.it/project\\_shortlist/495](https://www.theplan.it/project_shortlist/495)

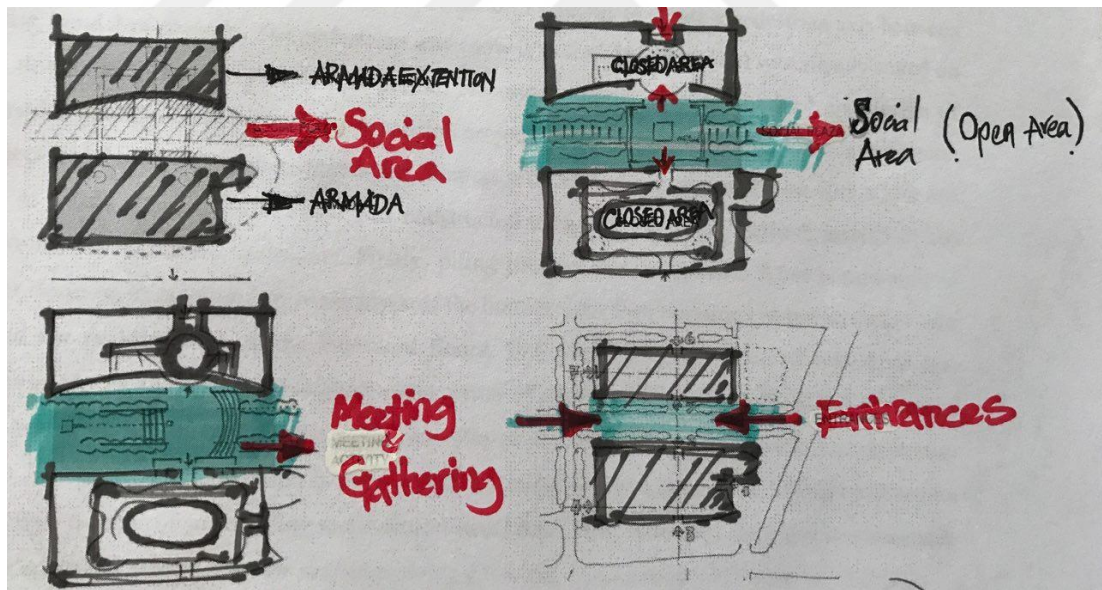
Construction work for Armada started in 1999, the idea of expanding the structure came even before the completion of the construction project. The objective was to complete the ongoing construction and prepare new projects for the development area. At this stage, various surveys were carried out and multiple-use programs were proposed. Instead of a shopping mall viewed as a close box that leads to the detachment of the user from the street, the expansion work started on the basis of an approach based on the harmony of outdoor and indoor spaces.



**Figure 5.5.** Armada Shopping Center before expansion  
([https://www.theplan.it/project\\_shortlist/495](https://www.theplan.it/project_shortlist/495))

The thought of creating a green axis was coming up during design of Armada. In parallel to the developments following the shift of Ankara's city center towards the western axis, new urban development started in the concerned area. As more and more residential houses and public buildings were constructed on the western axis, the need for new social facilities were also increased.

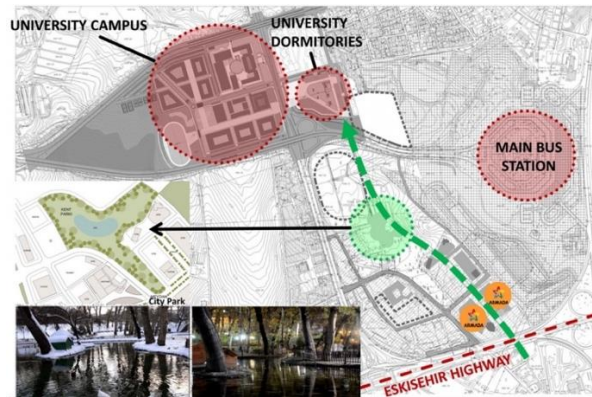
While Armada was under construction, the design project for the planned pedestrian axis started with landscape architect and urban planner Can Kubin. A square that emphasize of the entrances to the two buildings and steps formed by using the topography were designed earlier. The development plans of the concerned period included a desire to create green spaces, continuity for pedestrians and ensure transport to the university campuses. Shifting pedestrian connections beneath Eskisehir Highway to continue the pedestrian flow on Mevlana Boulevard was also targeted.



**Figure 5.6.** The expansion plan sketches of Armada Shopping Center (Personal drawing)

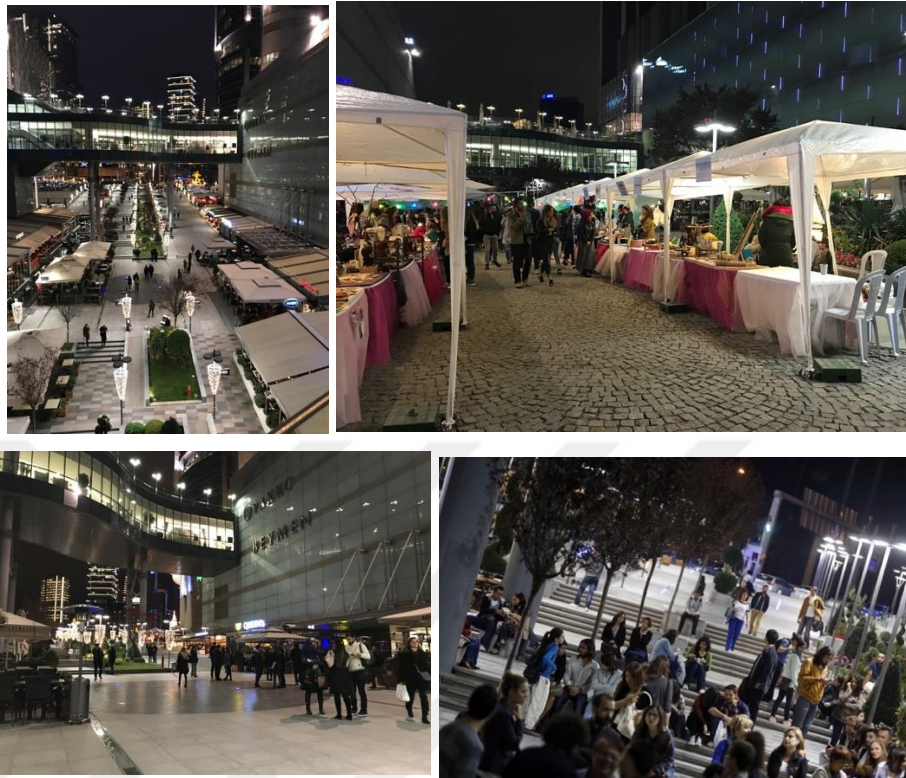
In the implemented project, this area was enriched through landscaping. A square facing both entrances of two shopping malls on the pedestrian axis and an activity area were designed. A substantial aspect that complements the project is that, the project was implemented within the framework of the planned expansion of the pedestrian alley in Sogutozu area. The programs on the alley level were designed in connection to the street. The pedestrian alley,

which stands between the existing building and the expansion project, was used as an urban space.



**Figure 5.7.** General site plan of public places around Armada Shopping Center ([https://www.theplan.it/project\\_shortlist/495](https://www.theplan.it/project_shortlist/495))

Despite of increase in construction, lack of pedestrian areas became an issue of the area. For that matter, the biggest start point of Armada Extension Project is to create a pedestrian axis between phase 1 and 2 of Armada. The pedestrian way (now it's Armada Life Street) was already stated on the municipality master plan in that period. Necessary approvals were obtained and design of Armada Life Street was included to expansion project scope. At the first stage, Armada expansion project and the life street was constructed. later on, a street was implemented with 40m width and 185 m length. The pedestrian side was constructed using the top-down method, instead of the conventional bottom-up technique. Firstly, piling process was completed. After completion of upper flooring, excavation was made towards the bottom side. Two buildings were connected with closed car parking areas at the basement floors. Both sided of street covered with food and beverage places and a square designed at the center of street and entry line of buildings. Initiated with Armada extension project, the pedestrian alley project shall affect neighboring parcels in near future. Street oriented utilization is proposed in the scope of these structures. This project serves as a guide in terms of surrounding architectural structures. Now, Armada Life Street is a landmark of city and hosts lots of open air activities such as concerts, exhibition, etc. (Figure 5.8- 5.9- 5.10- 5.11).



**Figure 5.8- 5.9- 5.10- 5.11.** General views of Armada Life Street (Personal archive)

The areas that allow for circulation composed of two sided stores referred to as “double mall” were designed as part of the existing structure of Armada. While in the new building, the stores surround the elliptical gallery, which allows visualizing all of the floors. The top cover of the gallery is covered with an elliptical skylight. This allows the interior to be illuminated with natural light for a longer period of time. In addition, in order to ensure continuum of circulation inside the structure, the circulation areas of both structures are linked to each other with both covered and open bridges.

Integration with the existing structure was targeted both for interior spaces and exterior facades in the use of material. Aluminum composite plates that change colors depending on the time of the day were used in addition to light green semi-matte glass in the new building. The curvilinear spaces that are used in the existing structure also exist in the new building. The class cube that was designed as a half outdoor space, allows for natural air circulation on the terraces. The objective of the transparent design of this element was to connect the interior spaces with the exterior and vice versa. A special design was envisaged for the steel

structure of the glass cube and the weight on both its corners was distributed on both sides in order not to block the entrance.



**Figure 5.12- 5.13.** General views of Armada Shopping Center's façade at the side of Life Street ([https://www.theplan.it/project\\_shortlist/495](https://www.theplan.it/project_shortlist/495))

Exterior lighting was the product of a special design. Circle form lightings on the mesh glass cube, which can take all types of colors, became one of the most significant architectural elements of the project.

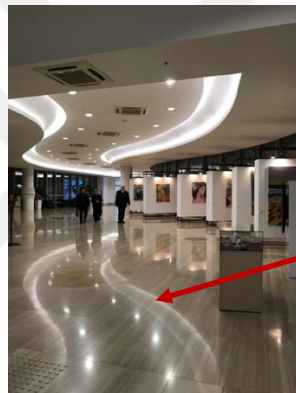
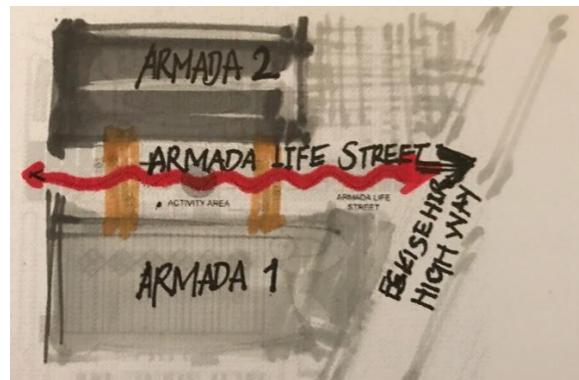


**Figure 5.14.** Exterior lighting of Armada Shopping Center (<http://www.armadasite.com/armadahayat/galeri>)

Armada-2 has been constructed as an independent structure from the existing building, but there is passages between the two bodies. This passage consists of cafes and restaurants with outward extensions on the opposite facades of both structures and the area is designed as a street. The street is act as an urban public place serving a variety of activities. Armada, with this additional structure, is provided a socialization center for different range of groups like



youngsters, families and businessmen. The bridges between two buildings (Armada 1 and 2) are also used for social activities (Figure 5.15- 5.16- 5.17)



**Figure 5.15- 5.16- 5.17.** General view and plan of Armada Life Street and the bridges between two buildings (Personal drawing) (Personal archive) (<http://www.armadasite.com/armadahayat/galeri>)

### 5.3 The Methodology and the Content of the Study

Shopping places are increasingly becoming the most popular attractions of public life and places of informal congregation. This research is carried out in Armada Shopping Center, by focusing on “Life Street” which is designed as a pedestrian street.

Statistical Package for the Social Sciences (SPSS) reported the results of a number of significance tests as well as non-significance tests, including the reported chi-square test statistic.

## 5.4 Survey Findings and Results of the Case Study

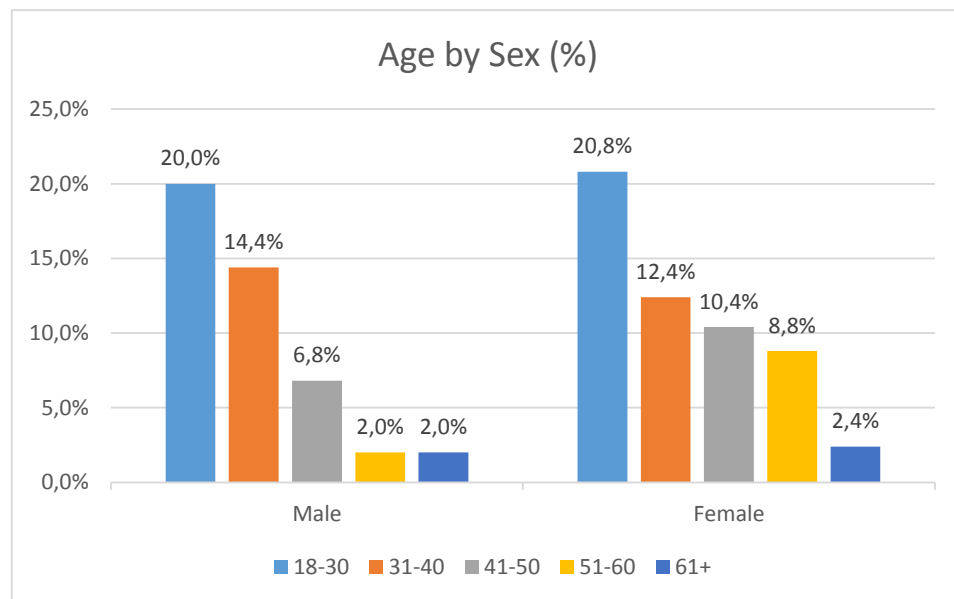
This chapter summarizes the findings and results of this study's hypothesis via testing the survey data and insights from the case studies.

In the study basic tables are interpreted below considering personal information:

Age						
	18-30	31-40	41-50	51-60	61+	Total
Male	50	36	17	5	5	113
Female	52	31	26	22	6	137
Total	102	67	43	27	11	250

**Table 5.1** Distribution table of respondents according to age group and gender

Based on data collected from the practice on 250 people, in the distribution of respondents according to age group and gender, female group aged 18-30 (20,8%) is on the first rank and the same age group for male (20,0%) came after the lead. The least encounter groups are in male 51-60 and +60 with an equal number of 5 persons.



**Chart 5.1** Distribution chart of respondents according to age group and gender

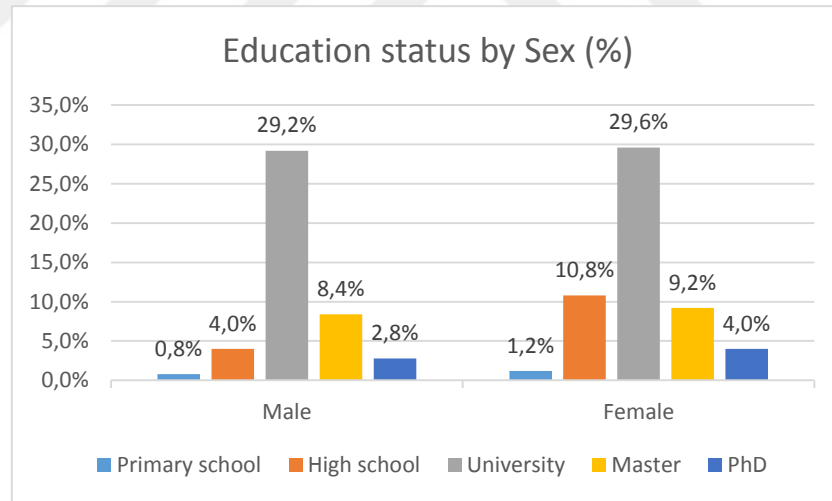
The survey is composed of the data collected from 250 respondents which 54,8% of them are women and 45,2% are men.

Level of education data shows that 2% of the respondents had a primary school degree, 14,8% had a high school degree. Totally respondents with master and PhD degrees are 24,4% the whole (11,2% male-13,2 female)

Education Status						
	Primary school	High school	University	Master	PhD	Total
<b>Male</b>	2	10	73	21	7	<b>113</b>
<b>Female</b>	3	27	74	23	10	<b>137</b>
<b>Total</b>	<b>5</b>	<b>37</b>	<b>147</b>	<b>44</b>	<b>17</b>	<b>250</b>

**Table 5.2** Distribution table of respondents according to education status and gender

More than half (147 persons) of respondents had university degrees, with proportionally almost equal percentages of 29% in men and women group.



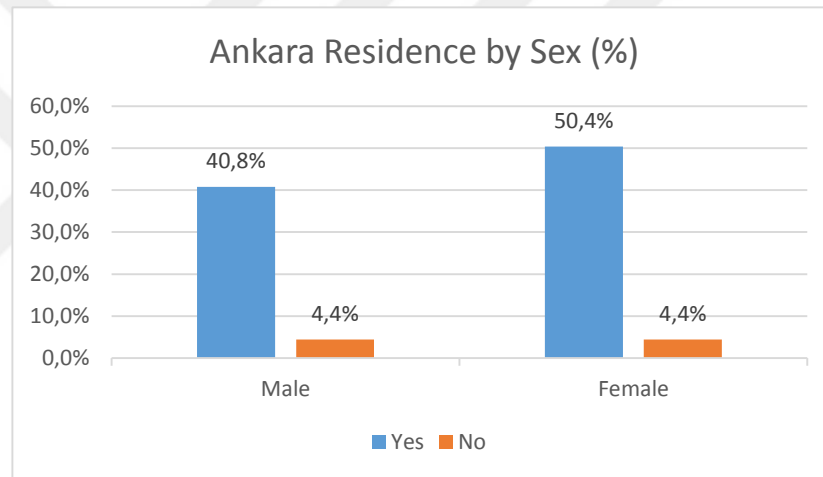
**Chart 5.2** Distribution chart of respondents according to education status and gender

It is observed that the respondents have been mostly live in Ankara (91,2%) and just 22 persons of 250 participates are from outside the city.

Ankara Residence			
	Yes	No	Total
Male	102	11	<b>113</b>
Female	126	11	<b>137</b>
Total	<b>228</b>	<b>22</b>	<b>250</b>

**Table 5.3** Distribution table of respondents according to gender and living in Ankara

Based on data collected almost a half (40,8%) of respondents from Ankara are male and another half (50,4%) female.



**Chart 5.3** Distribution chart of respondents according to gender and living in Ankara

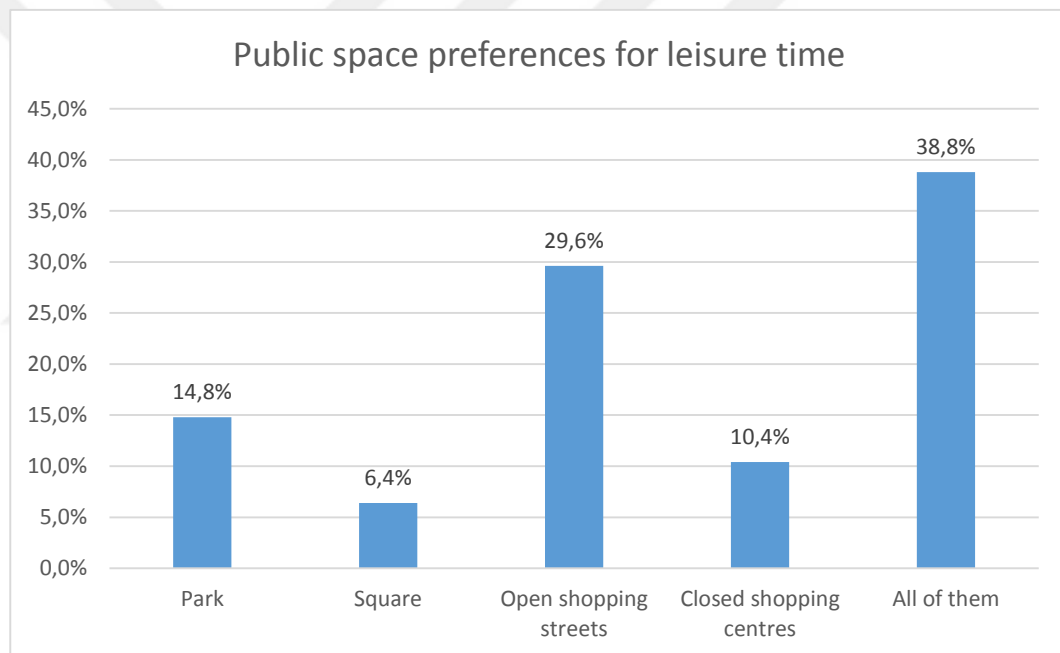
### 5.3.1 The Analysis of Social and Cultural Questions

Considering the survey findings of question 5 to 13 which reveal the social and cultural needs of shopping areas as public places, the following results obtained:

□ **Question 5.** The preferences of public spaces for leisure time

<b>Public space preferences for leisure time</b>		
	<b>Total</b>	<b>%</b>
<b>Park</b>	37	14,8%
<b>Square</b>	16	6,4%
<b>Open shopping streets</b>	74	29,6%
<b>Closed shopping centers</b>	26	10,4%
<b>All of them</b>	97	38,8%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.4** General evaluation of public space preferences for leisure time



**Chart 5.4.** General evaluation of public space preferences for leisure time

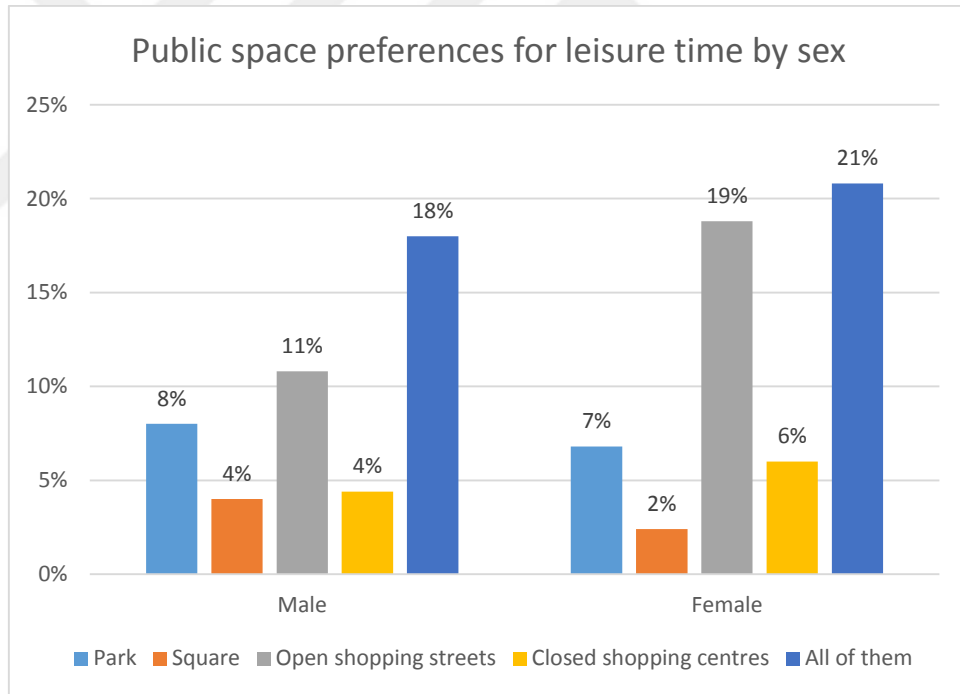
As it seems in the general table, people prefer all type of public spaces (38,8%) for spending time, but the most preferred space, is open shopping streets (29,6%). It reveals that shopping in open areas as a social activity is on the top. From 250 persons just 26 of them select closed shopping centers. The preferences of park and square is 21,20% of the total.

The preferences of public spaces for socialization according to gender is described by frequency table and ratio chart below (Table 5.5-chart 5.5)

Public space preferences for leisure time by sex						
Sex	Park	Square	Open shopping streets	Closed shopping centers	All of them	Total
Male	20	10	27	11	45	113
Female	17	6	47	15	52	137
<b>Total</b>	<b>37</b>	<b>16</b>	<b>74</b>	<b>26</b>	<b>97</b>	<b>250</b>

**Table 5.5** Distribution table of public space preferences for leisure time according to gender

Very close to each other female and male participants prefer all type of public spaces with about 20% proportion. Continued in the second as women give priority to open shopping streets than men. The male participants prefer spending time in park and square more than female. However, it seems that shopping centers are selected much more by women.



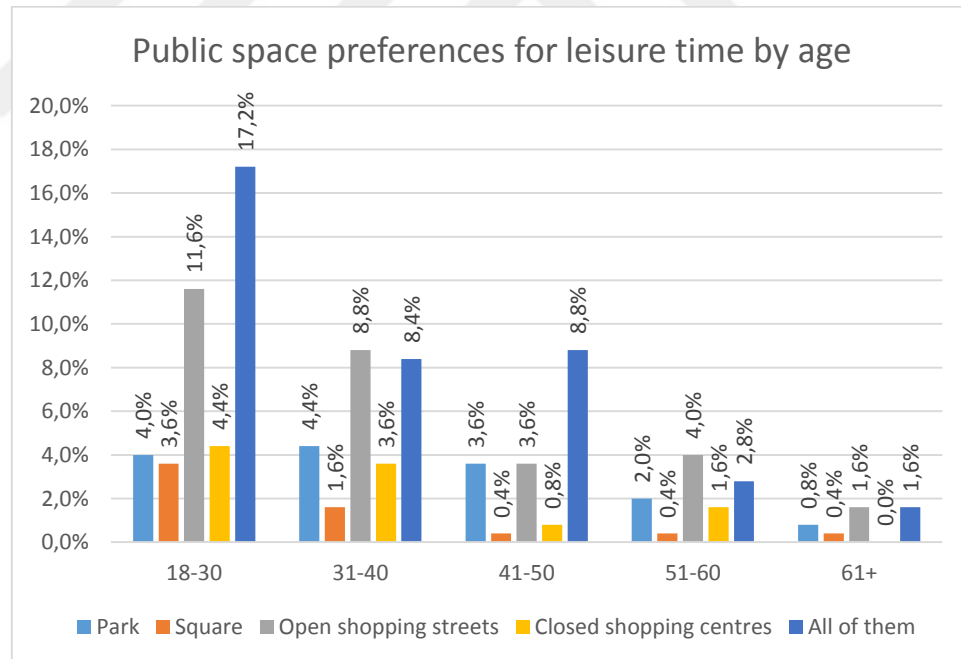
**Chart 5.5** Distribution chart of public space preferences for leisure time according to gender

Considering the preferences of public spaces for leisure time according to age group table and chart (Table 5.6-chart 5.6); the most populous group is 18-30 years select all type of public spaces the most and squares and shopping malls at least. While open shopping streets

is preferred the most by second aged group. None of the +61 people have tendency to go to closed shopping areas.

Public space preferences for leisure time by age						
Age	Park	Square	Open shopping streets	Closed shopping centers	All of them	Total
<b>18-30</b>	10	9	29	11	43	<b>102</b>
<b>31-40</b>	11	4	22	9	21	<b>67</b>
<b>41-50</b>	9	1	9	2	22	<b>43</b>
<b>51-60</b>	5	1	10	4	7	<b>27</b>
<b>61+</b>	2	1	4	0	4	<b>11</b>
<b>Total</b>	<b>37</b>	<b>16</b>	<b>74</b>	<b>26</b>	<b>97</b>	<b>250</b>

**Table 5.6** Distribution table of public space preferences for leisure time according to age group

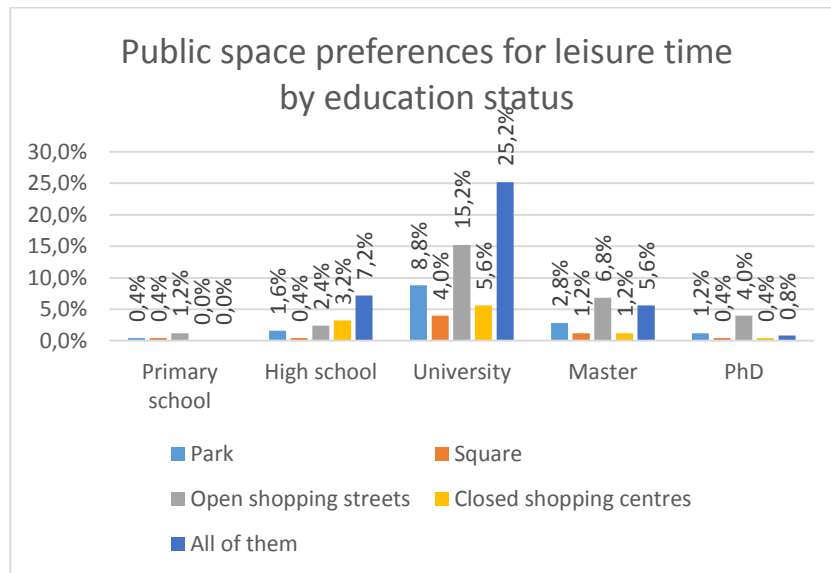


**Chart 5.6** Distribution chart of public space preferences for leisure time according to age group

Public space preferences for leisure time by education status						
Education Status	Park	Square	Open shopping streets	Closed shopping centers	All of them	Total
Primary school	1	1	3	0	0	5
High school	4	1	6	8	18	37
University	22	10	38	14	63	147
Master	7	3	17	3	14	44
PhD	3	1	10	1	2	17
<b>Total</b>	<b>37</b>	<b>16</b>	<b>74</b>	<b>26</b>	<b>97</b>	<b>250</b>

**Table 5.7** Distribution table of public space preferences for leisure time according to education status

The examination of education status table and chart for the kind of public spaces people prefer shows that (table 5.7-chart 5.7); 63 persons with university degree have marked all types which is the most striking level in this chart (25,2%). It is continued with open shopping streets selection by this group with 38 persons (15,20%). The groups of master and PhD degree select open shopping areas with totally 10,80% percentage as the first preference.



**Chart 5.7** Distribution chart of public space preferences for leisure time according to education status

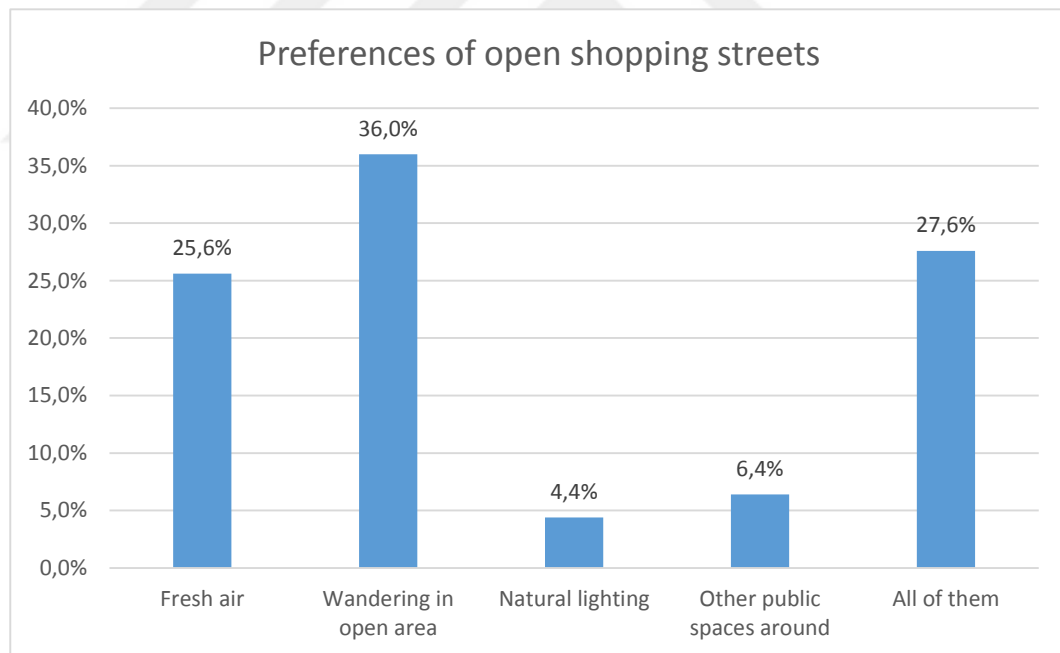
**Question 6.** Preferences of open shopping streets



Preferences of open shopping streets		
	Total	%
<b>Fresh air</b>	64	25,6%
<b>Wandering in open area</b>	90	36,0%
<b>Natural lighting</b>	11	4,4%
<b>Other public spaces around</b>	16	6,4%
<b>All of them</b>	69	27,6%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.8** General evaluation of shopping street preferences

The general table and chart (5.8) reveals that, wandering in open area with 36,0% selection is most crucial reason of open shopping streets selection. Very close to each other Fresh air and all of the reasons with about 26,0% are the second remarked preferences. Similarity natural lighting and other public spaces around are preferred in the third level.



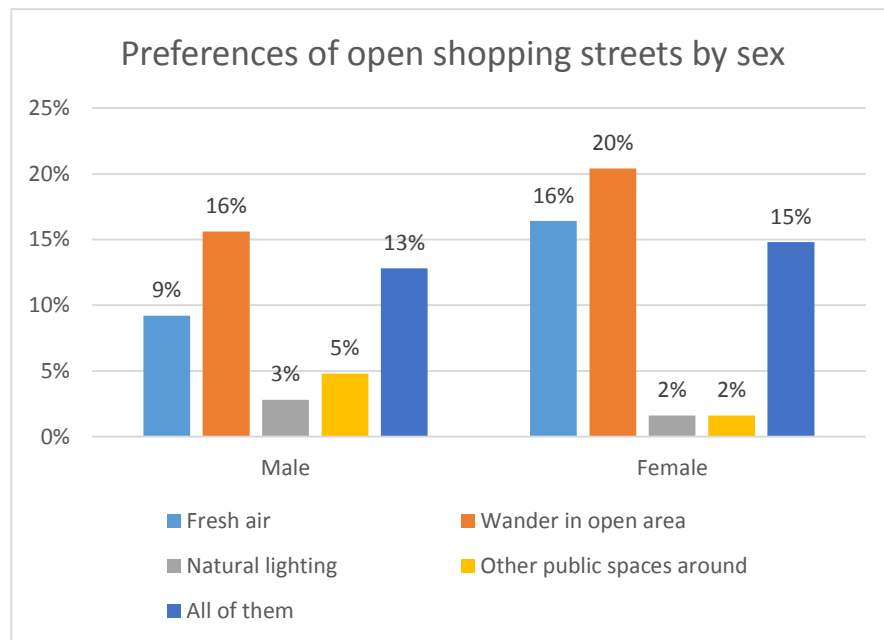
**Chart 5.8** General evaluation of shopping street preferences

Considering the preferences reasons of open shopping streets according to gender table and chart (table 5.9-chart 5.9);

Preferences of open shopping streets by sex						
Sex	Fresh air	Wandering in open area	Natural lighting	Other public spaces around	All of them	Total
Male	23	39	7	12	32	113
Female	41	51	4	4	37	137
<b>Total</b>	<b>64</b>	<b>90</b>	<b>11</b>	<b>16</b>	<b>69</b>	<b>250</b>

**Table 5.9** Distribution table of open shopping streets preferences according to gender

when the data is examined, the preferences reason of open shopping streets are evaluated by 51 female participants because of wandering in open area (20%). This option is followed by 39 males (16%) which is totally the highest choice by 36% with both gender. The second selection is dedicated to fresh air with a 16% rate in women group. However, this position for men group is the fifth choice that means all of the reasons by 37 persons. Similarity natural lighting and other public space around as the lowest values are preferred by 8 females (4%). Likewise, the same options are the least preferences in male group by 8% rate.



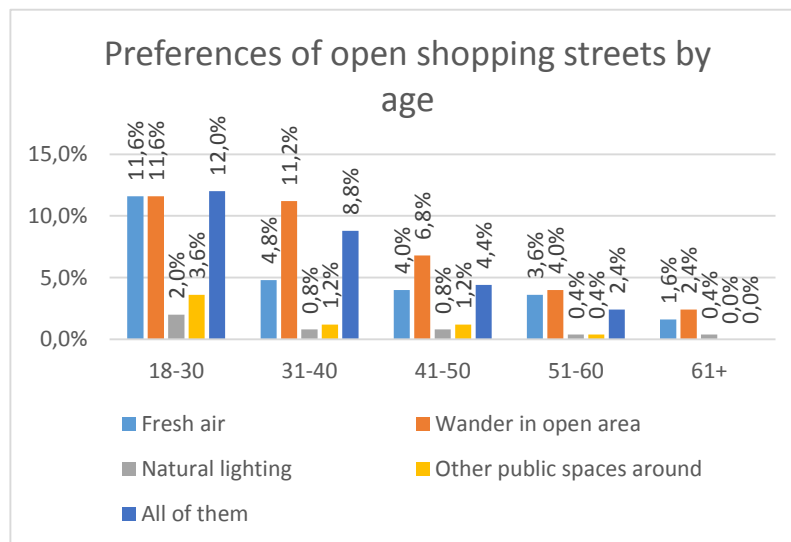
**Chart 5.9** Distribution chart of open shopping streets preferences according to gender

Based on data collected from table and chart (5.10) open shopping street preference according to age shows that;

Preferences of open shopping streets by age						
Age	Fresh air	Wandering in open area	Natural lighting	Other public spaces around	All of them	Total
18-30	29	29	5	9	30	102
31-40	12	28	2	3	22	67
41-50	10	17	2	3	11	43
51-60	9	10	1	1	6	27
61+	4	6	1	0	0	11
<b>Total</b>	<b>64</b>	<b>90</b>	<b>11</b>	<b>16</b>	<b>69</b>	<b>250</b>

**Table 5.10** Distribution table of open shopping streets preferences according to age

In the highest level of this table 30 persons in 18-30 group prefer all of the reasons for selection of open shopping streets (12%). Meanwhile with just 1-person difference, fresh air and wandering in open area with equal values in 18-30 aged group, are rated by 29 persons for each of them (11,6%). It is followed by 31-40 age group with 11,2% for wandering in open area. Totally in all age groups, wandering in open air (36%) is the most important reason to going to open shopping streets not just for shopping also for entertainment and socialization.



**Chart 5.10** Distribution chart of open shopping streets preferences according to age

Regarding education table and chart (5.11), 50 of the participants (20%) with university degree select all of the options and with very little difference 48 of them prefer wandering in open air (19,2%). 33 persons (13,2%) of this group in the third level elected fresh air as their preference reason. Selection ratio is almost the same in groups of high school, master and PhD.

Preferences of open shopping streets by education status						
Education Status	Fresh air	Wandering in open area	Natural lighting	Other public spaces around	All of them	Total
Primary school	2	1	1	0	1	5
High school	12	19	1	0	5	37
University	33	48	6	10	50	147
Master	11	16	2	5	10	44
PhD	6	6	1	1	3	17
<b>Total</b>	<b>64</b>	<b>90</b>	<b>11</b>	<b>16</b>	<b>69</b>	<b>250</b>

Table 5.11 Distribution table of open shopping streets preferences according to education status

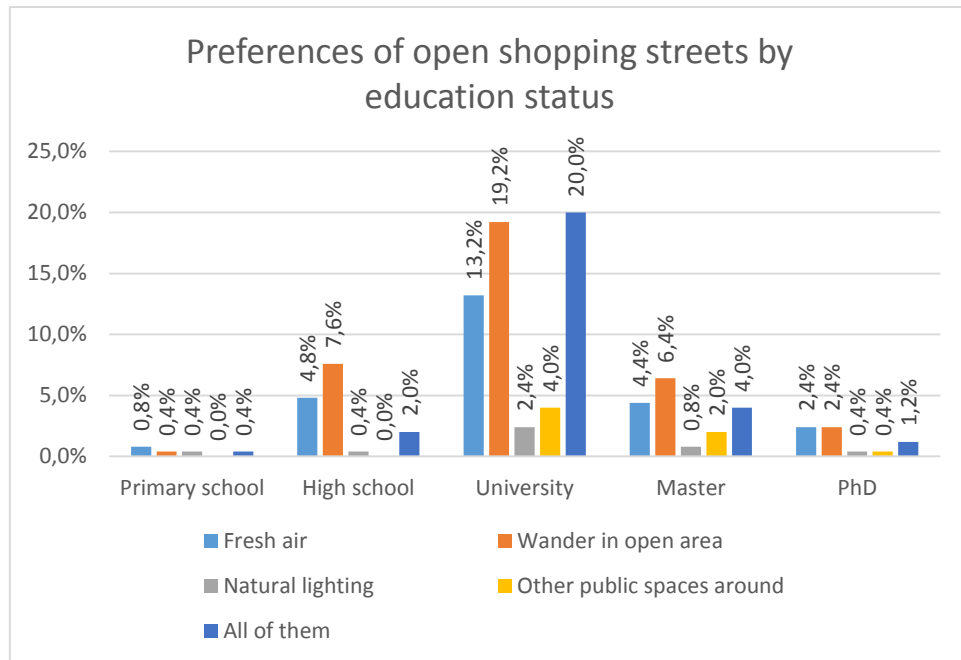


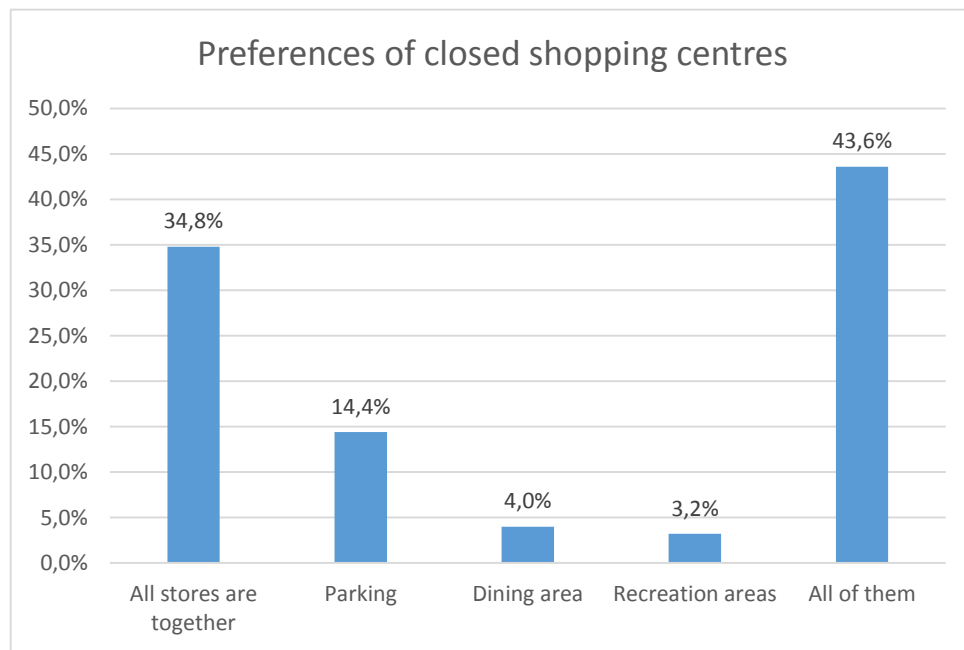
Chart 5.11 Distribution chart of open shopping streets preferences according to education status

□ **Question 7.** Preferences of closed shopping centers

<b>Preferences of closed shopping centers</b>		
	<b>Total</b>	<b>%</b>
<b>All stores are together</b>	87	34,8%
<b>Parking</b>	36	14,4%
<b>Dining area</b>	10	4,0%
<b>Recreation areas</b>	8	3,2%
<b>All of them</b>	109	43,6%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.12** General evaluation of shopping center preferences

The general picture of this question indicate that close to half of the participants (43,6%) prefer shopping center because of all things under one roof (stores- parking- recreation and dining areas). 87 persons (34,8%) choose this places in order to find all stores together (to do shopping easier). Recreation and dining areas with around 4% choice could not be sufficient causes for people to prefer shopping malls as socialization areas. 36 respondents express their reason as parking in shopping centers (14,4%).



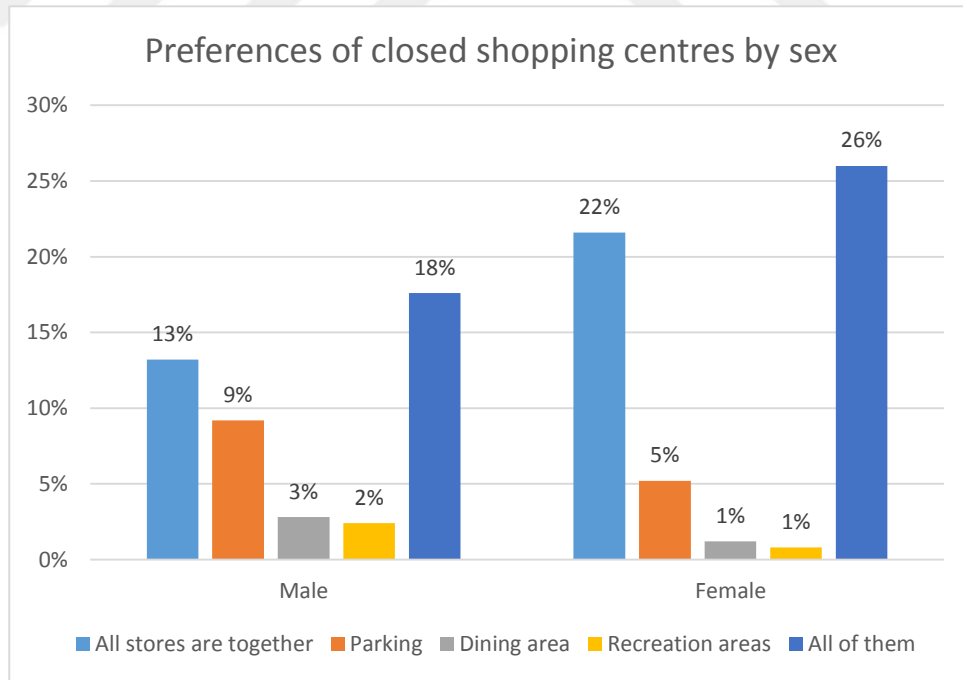
**Chart 5.12** General evaluation of shopping center preferences

The preferences of shopping centers for socialization according to gender is described by frequency table and ratio chart below (Table 5.13-chart 5.13);

Preferences of closed shopping centres by sex						
Sex	All stores are together	Parking	Dining area	Recreation areas	All of them	Total
Male	33	23	7	6	44	113
Female	54	13	3	2	65	137
<b>Total</b>	<b>87</b>	<b>36</b>	<b>10</b>	<b>8</b>	<b>109</b>	<b>250</b>

**Table 5.13** Distribution table of shopping centers preferences according to gender

The first choice of both male and female participants, is all the options with totally 44% ratio. Secondly both group prefer shopping malls due to all stores in same complex. Only 5 women pay attention to recreation and dining areas of shopping malls, while these preferences are on behalf of just 13 men. Thus overall 7% respondents tend to spend time in shopping malls for leisure time.



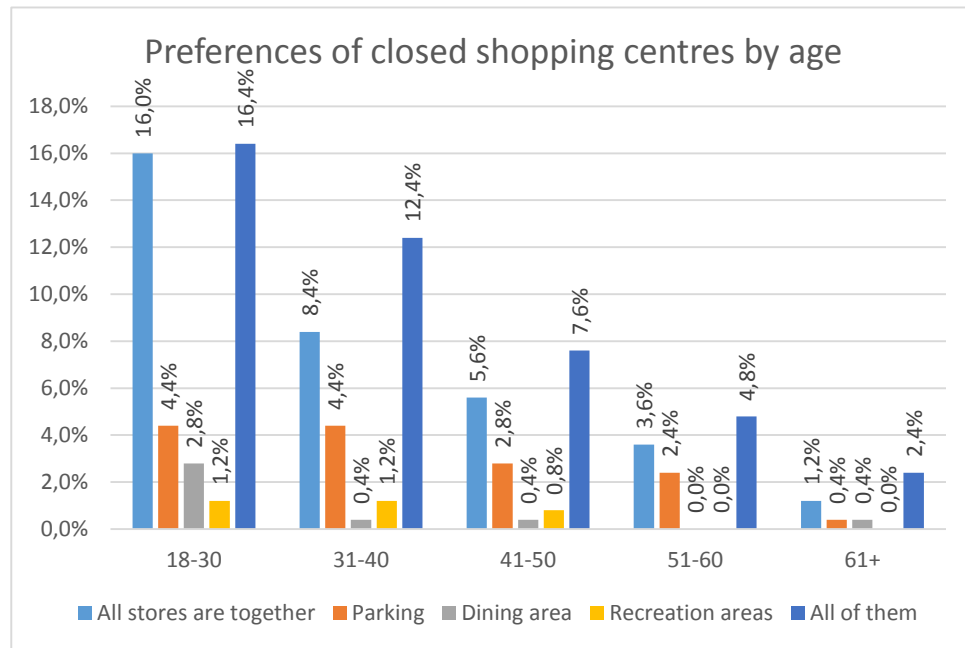
**Chart 5.13** Distribution chart of shopping centers preferences according to gender

According to age group of participants table and chart (5.14), preferences of closed shopping centers could be explained as below;

The preferences reasons of shopping malls belonging to 18-30 aged group with almost the same values are all the options and being the stores together with around 14% ratio formed the highest observation value. Within totally 250 persons, the smallest observation value is 0 belonging to 51-60 and over 61 years' old for recreation and dining areas of shopping centers. This is while the other aged groups remarked these reasons at the least.

Preferences of closed shopping centers by age						
Age	All stores are together	Parking	Dining area	Recreation areas	All of them	Total
18-30	40	11	7	3	41	102
31-40	21	11	1	3	31	67
41-50	14	7	1	2	19	43
51-60	9	6	0	0	12	27
61+	3	1	1	0	6	11
<b>Total</b>	<b>87</b>	<b>36</b>	<b>10</b>	<b>8</b>	<b>109</b>	<b>250</b>

**Table 5.14** Distribution table of shopping centers preferences according to age group



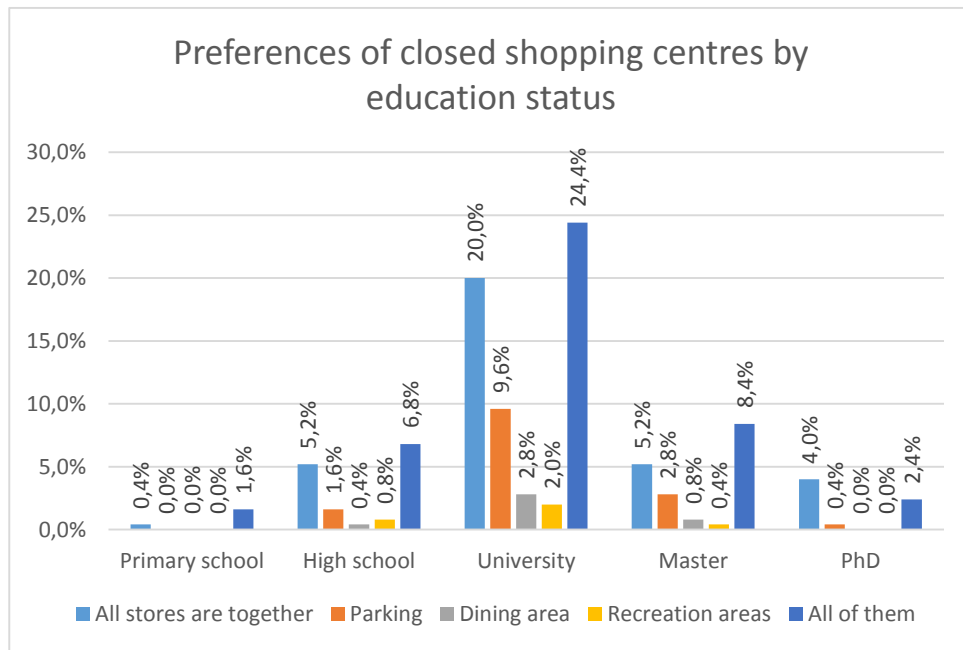
**Chart 5.14** Distribution chart of shopping centers preferences according to age group

The table and chart of education status (5.15) demonstrate that shopping centers could be preferable as below;

Preferences of closed shopping centres by education status						
Education Status	All stores are together	Parking	Dining area	Recreation areas	All of them	Total
Primary school	1	0	0	0	4	5
High school	13	4	1	2	17	37
University	50	24	7	5	61	147
Master	13	7	2	1	21	44
PhD	10	1	0	0	6	17
<b>Total</b>	<b>87</b>	<b>36</b>	<b>10</b>	<b>8</b>	<b>109</b>	<b>250</b>

**Table 5.15** Distribution table of shopping centers preferences according to education status

The highest observation value belonged to 61 university graduated respondents (24,4%) for all of the reasons and followed by 50 persons (20%) of this group for being all stores together in shopping malls. Preference grading is the same for master and PhD group with totally near 10,0%. The least values which is 0 selected by primary school group for parking, dining and recreation areas. Also this value is belonged to PhD group for dining and recreation areas.



**Chart 5.15** Distribution chart of shopping centers preferences according to education status

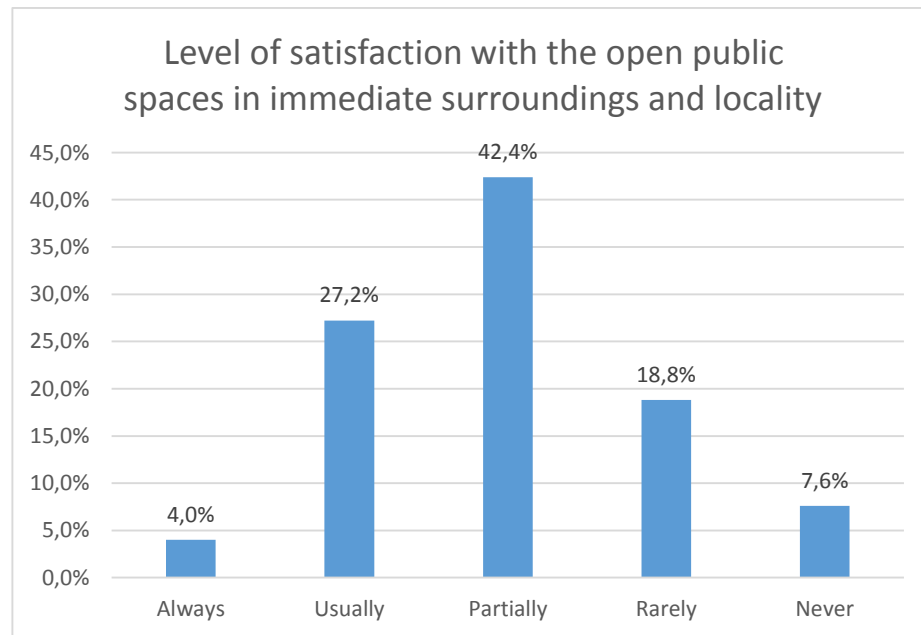


- **Question 8.** Level of satisfaction with the open public spaces in immediate surroundings and locality

<b>Level of satisfaction with the open public spaces in immediate surroundings and locality</b>		
	<b>Total</b>	<b>%</b>
<b>Always</b>	10	4,0%
<b>Usually</b>	68	27,2%
<b>Partially</b>	106	42,4%
<b>Rarely</b>	47	18,8%
<b>Never</b>	19	7,6%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.16** General evaluation of satisfaction level of open public spaces in locality

The general evaluation of satisfaction level of people with open public spaces in their locality due to frequency table and ratio chart (5.16) is disclosed. 42,2 % of people take part in this survey are satisfied with the open public spaces neighborhood partially. A total of 78 persons (31,2%) positive thoughts answered this question positively by usually and always option selections. 26,4% of people responded negatively as rarely and never positions.

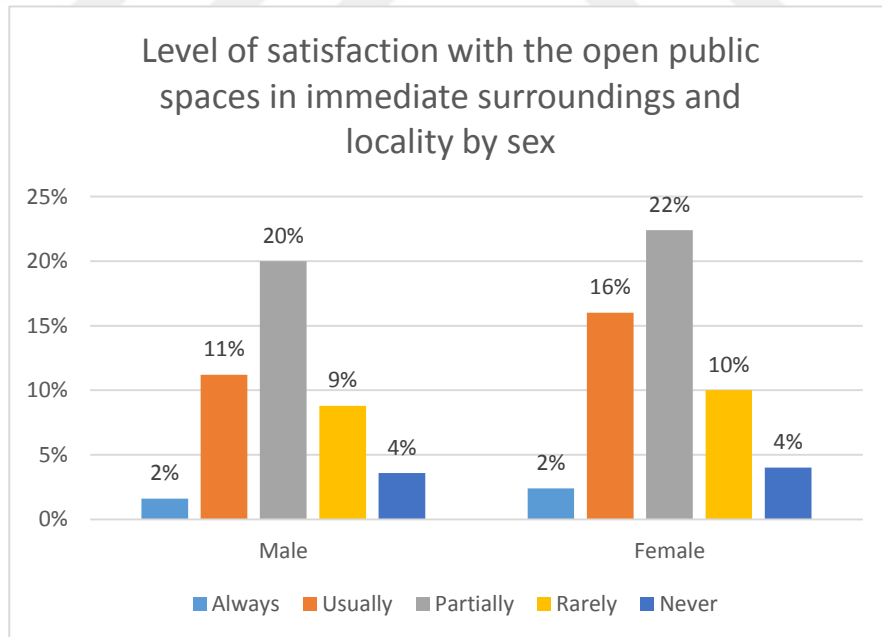


**Chart 5.16** General evaluation of satisfaction level of open public spaces in locality

Level of satisfaction with the open public spaces in immediate surroundings and locality by sex						
Sex	Always	Usually	Partially	Rarely	Never	Total
Male	4	28	50	22	9	113
Female	6	40	56	25	10	137
<b>Total</b>	<b>10</b>	<b>68</b>	<b>106</b>	<b>47</b>	<b>19</b>	<b>250</b>

**Table 5.17** Distribution table of satisfaction level of open public spaces in locality according to gender

Assessment table and chart of satisfaction level of open public spaces in locality (5.17); partially satisfaction as the highest rate in male and female group with little difference is in favor (20%-22%). 13% of male group are satisfied and with the same ratio the rest of the men are not satisfied. These evaluations for women group with slight difference are 18% and 14% in order.

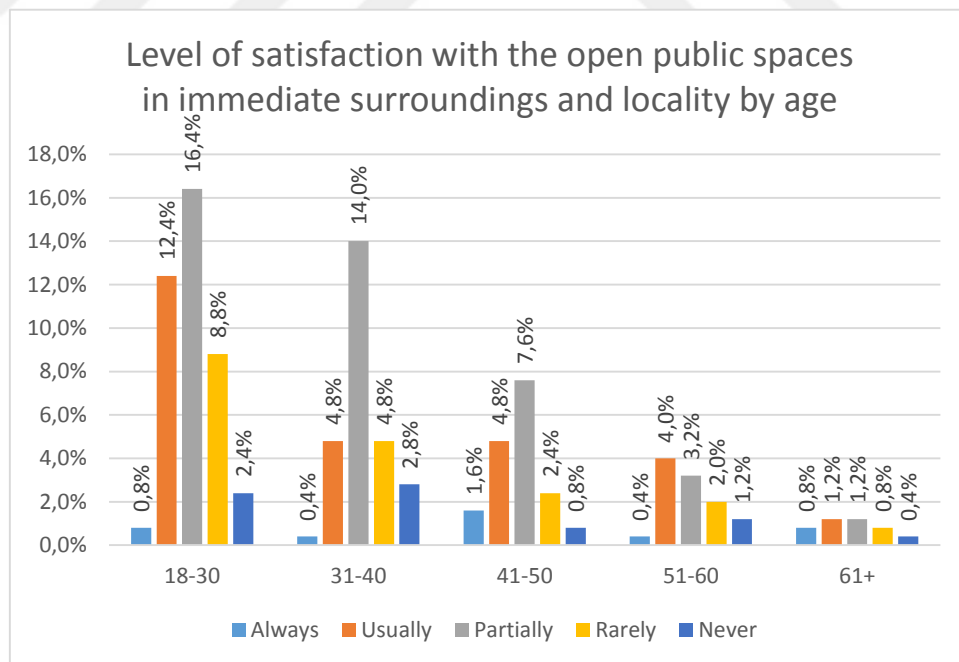


**Chart 5.17** Distribution chart of satisfaction level of open public spaces in locality according to gender

Level of satisfaction with the open public spaces in immediate surroundings and locality by age						
Age	Always	Usually	Partially	Rarely	Never	Total
18-30	2	31	41	22	6	102
31-40	1	12	35	12	7	67
41-50	4	12	19	6	2	43
51-60	1	10	8	5	3	27
61+	2	3	3	2	1	11
<b>Total</b>	<b>10</b>	<b>68</b>	<b>106</b>	<b>47</b>	<b>19</b>	<b>250</b>

**Table 5.18** Distribution table of satisfaction level of open public spaces in locality according to age

Distribution table and chart of satisfaction level of open public spaces in locality according to age (5.18) is described that; 18-30 years old most crowded group participants, responded partially with 16,4% at the highest level. The highest preference is the same for 31-40 and 41-50 aged group with 14,0% and 7,6%. While 51-60 and over 61 aged group are usually satisfied.

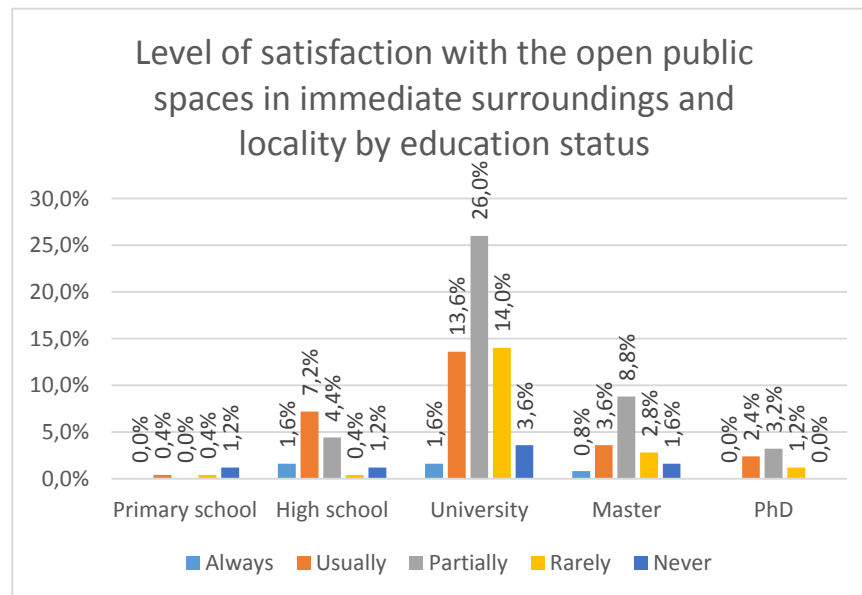


**Chart 5.18** Distribution chart of satisfaction level of open public spaces in locality according to age

Level of satisfaction with the open public spaces in immediate surroundings and locality by education status						
Education Status	Always	Usually	Partially	Rarely	Never	Total
Primary school	0	1	0	1	3	5
High school	4	18	11	1	3	37
University	4	34	65	35	9	147
Master	2	9	22	7	4	44
PhD	0	6	8	3	0	17
<b>Total</b>	<b>10</b>	<b>68</b>	<b>106</b>	<b>47</b>	<b>19</b>	<b>250</b>

**Table 5.19** Distribution table of satisfaction level of open public spaces in locality according to education

Distribution table and chart of satisfaction level of open public spaces in locality according to education status (5.19) reveals that; the most striking option with 26% is belonging to university graduated group which are partially satisfied with their neighborhood open public spaces. This selection is followed by 22 master and 8 PhD graduated by totally 12%. 18 high school graduated respondents are usually satisfied with open public spaces in immediate surrounding. People with primary school degree are not satisfied with their local open public spaces.



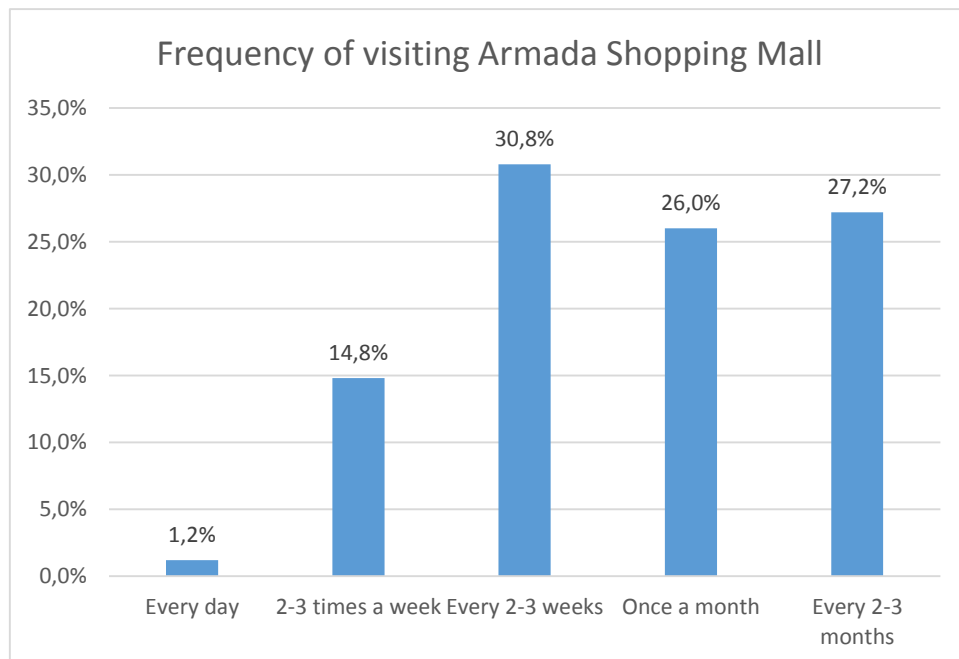
**Chart 5.19** Distribution chart of satisfaction level of open public spaces in locality according to education

□ **Question 9.** Frequency of visiting Armada Shopping Center

Frequency of visiting Armada Shopping Center		
	Total	%
Every day	3	1,2%
2-3 times a week	37	14,8%
Every 2-3 weeks	77	30,8%
Once a month	65	26,0%
Every 2-3 months	68	27,2%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.20** General evaluation of frequency of visiting Armada Shopping Center

The general evaluation table and chart (5.20) of frequency of visiting Armada Shopping Center indicates that; approximately one third of the participants are visiting Armada Shopping Center Every 2-3 weeks. More frequent visitors of this shopping center are 16% of respondents who prefer to go 2-3 times a week or everyday. Half of the people who take part in this survey are not going to Armada earlier than 1 month.



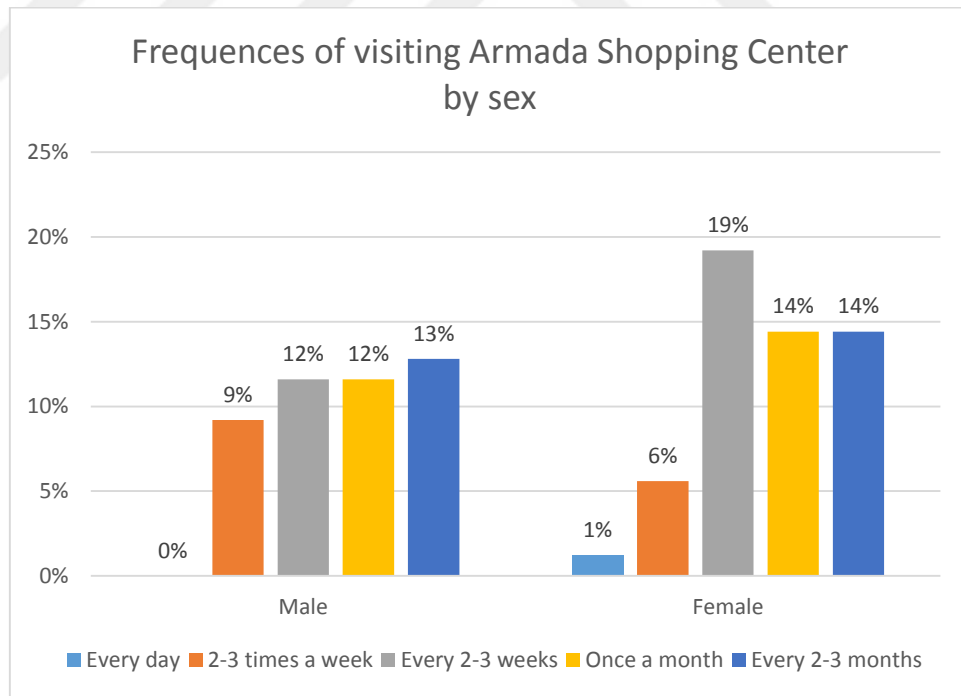
**Chart 5.20** General evaluation of frequency of visiting Armada Shopping Center

Table and chart of frequency of visiting Armada Shopping Center according to gender (5.21);

Frequency of visiting Armada Shopping Center by sex						
Sex	Every day	2-3 times a week	Every 2-3 weeks	Once a month	Every 2-3 months	Total
Male	0	23	29	29	32	113
Female	3	14	48	36	36	137
<b>Total</b>	<b>3</b>	<b>37</b>	<b>77</b>	<b>65</b>	<b>68</b>	<b>250</b>

**Table 5.21** Distribution table of frequency of visiting Armada Shopping Center according to gender

19% of female and 12% of male group are going to Armada Shopping Center every 2-3 weeks. While 28% of women and 25% of men prefer this shopping center not sooner than 1 month. Just 3 of the women is going to Armada every day, but none of the men prefer to go so often. 15% of respondents are visiting Armada Shopping Center every week.



**Chart 5.21** Distribution chart of frequency of visiting Armada Shopping Center according to gender

Table and chart of frequency of visiting Armada Shopping Center according to age group is evaluated as follows (5.22)

Frequency of visiting Armada Shopping Center by age						
Age	Every day	2-3 times a week	Every 2-3 weeks	Once a month	Every 2-3 months	Total
18-30	2	17	34	22	27	102
31-40	0	5	25	13	24	67
41-50	1	8	7	16	11	43
51-60	0	7	6	11	3	27
61+	0	0	5	3	3	11
<b>Total</b>	<b>3</b>	<b>37</b>	<b>77</b>	<b>65</b>	<b>68</b>	<b>250</b>

Table 5.22 Distribution table of frequency of visiting Armada Shopping Center according to age group

The highest observation is 13,6% of 18-30 aged group which are going to Armada Shopping Center every 2 or 3 weeks. This frequency is followed by 31-40 aged group with 10,0% ratio. Similarity to the previous percentage, 18-30 and 31-40 aged group who do not prefer to visit Armada a lot (every 2-3 months). The highest rating of 41-60 groups to spend time in this Shopping center is every month. Armada Shopping Mall looks attractive for over 61 aged group for leisure time.

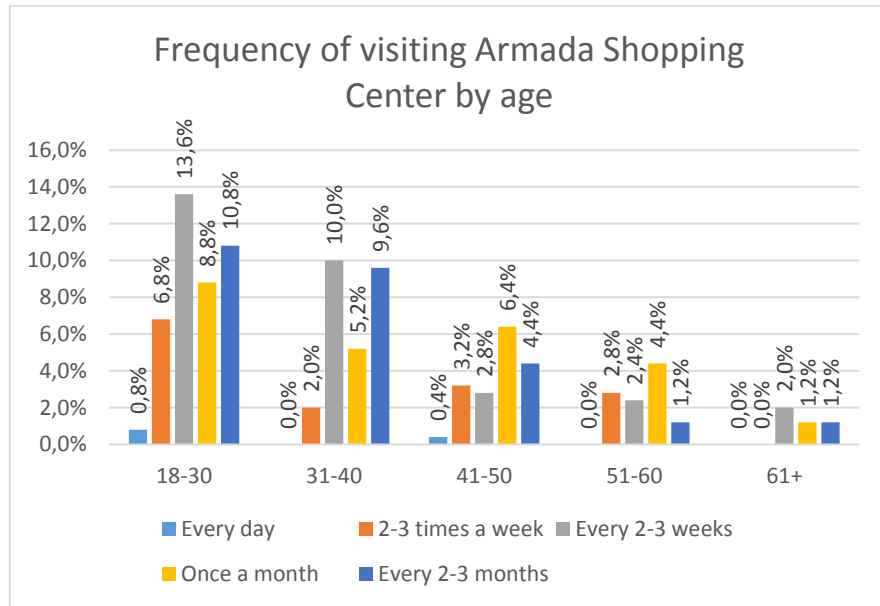


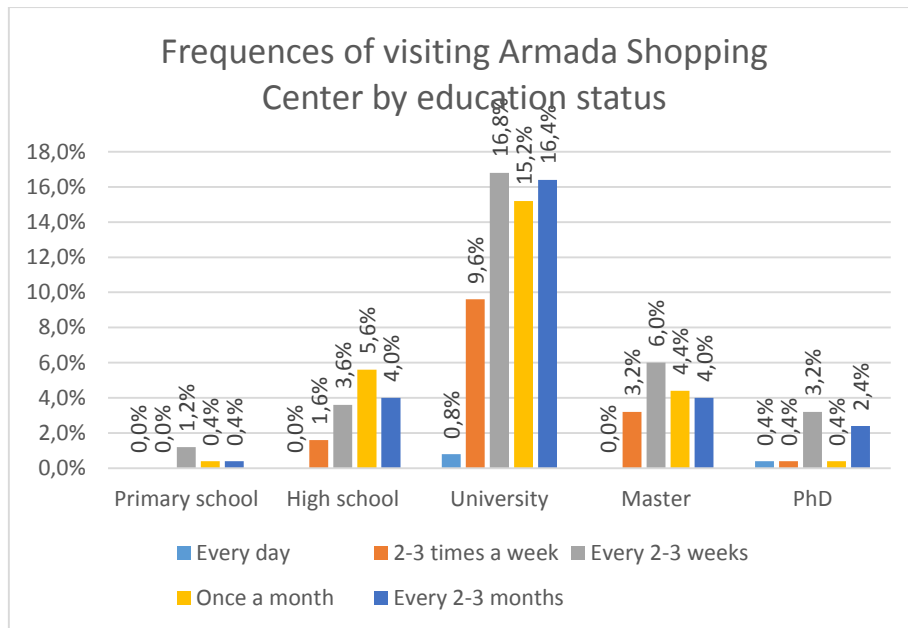
Chart 5.22 Distribution chart of frequency of visiting Armada Shopping Center according to age group

Table and chart of frequency of visiting Armada Shopping Center according to education status is assessed as below (5.23);

Frequency of visiting Armada Shopping Center by education status						
Education Status	Every day	2-3 times a week	Every 2-3 weeks	Once a month	Every 2-3 months	Total
Primary school	0	0	3	1	1	5
High school	0	4	9	14	10	37
University	2	24	42	38	41	147
Master	0	8	15	11	10	44
PhD	1	1	8	1	6	17
<b>Total</b>	<b>3</b>	<b>37</b>	<b>77</b>	<b>65</b>	<b>68</b>	<b>250</b>

**Table 5.23** Distribution table of frequency of visiting Armada Shopping Center according to education

42 university graduated participant is going to Armada every 2 or 3 weeks. This option is followed by master graduated persons 6,0% and high school graduated by 3,2% selection ratio. Around 30% of university graduated respondents prefer Armada not earlier than 1 month.



**Chart 5.23** Distribution chart of frequency of visiting Armada Shopping Center according to education

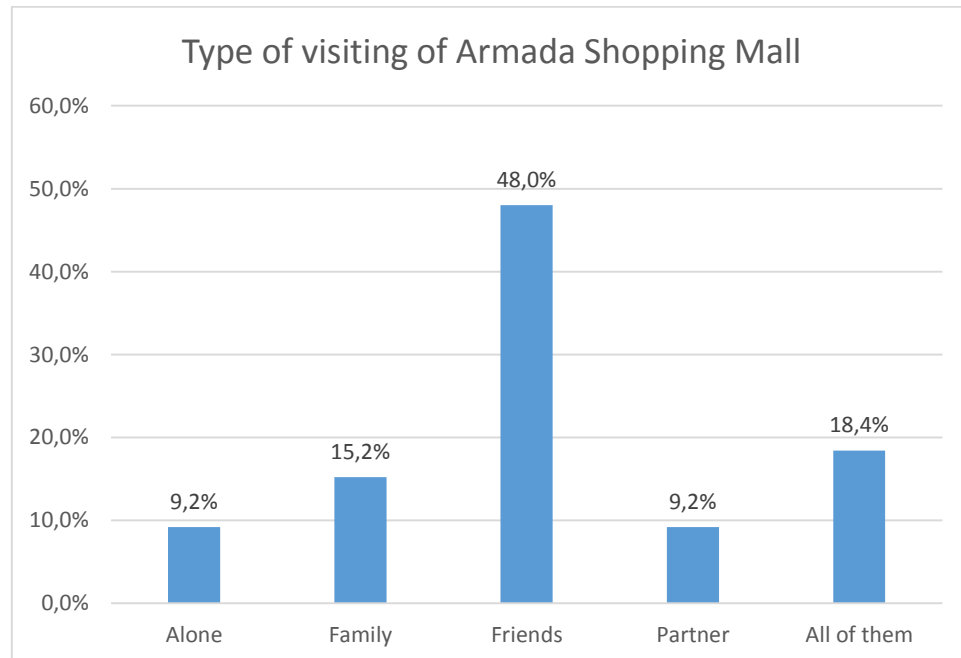


□ **Question 10.** Type of visiting of Armada Shopping Center (with whom)

Type of visiting of Armada Shopping Center		
	Total	%
<b>Alone</b>	23	9,2%
<b>Family</b>	38	15,2%
<b>Friends</b>	120	48,0%
<b>Partner</b>	23	9,2%
<b>All of them</b>	46	18,4%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.24** General evaluation of with whom visiting Armada Shopping Center

The general evaluation table and chart (5.24) describe that almost half of participants prefer to go to Armada Shopping Center with their friends. 46 persons are going there with family, friends, partner and also alone. 15,2% prefer Armada Shopping Center for spending time with their family while with the same rate of 9,2% Armada is chosen to go alone or with partner.



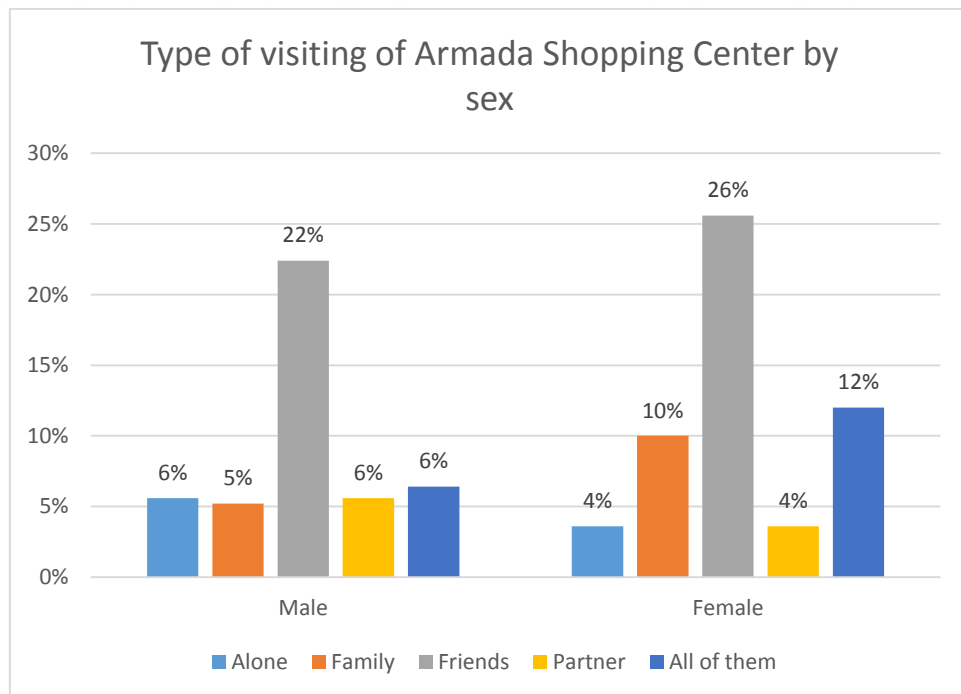
**Chart 5.24** General evaluation of with whom visiting Armada Shopping Center

Type of visiting of Armada Shopping Center (with whom) is described by frequency table and ratio chart below (Table 5.25-chart 5.25)

Type of visiting of Armada Shopping Center by sex						
Sex	Alone	Family	Friends	Partner	All of them	Total
Male	14	13	56	14	16	113
Female	9	25	64	9	30	137
Total	23	38	120	23	46	250

**Table 5.25** Distribution table of going to Armada Shopping Center with whom according to gender

The highest preference is belonged to 26% of women who generally go to Armada with their friends. At the same time 22% of male participants have this preference too. For group of male the other selections are almost the same with 6% ratio. 10% of women interpreted this question as family option.



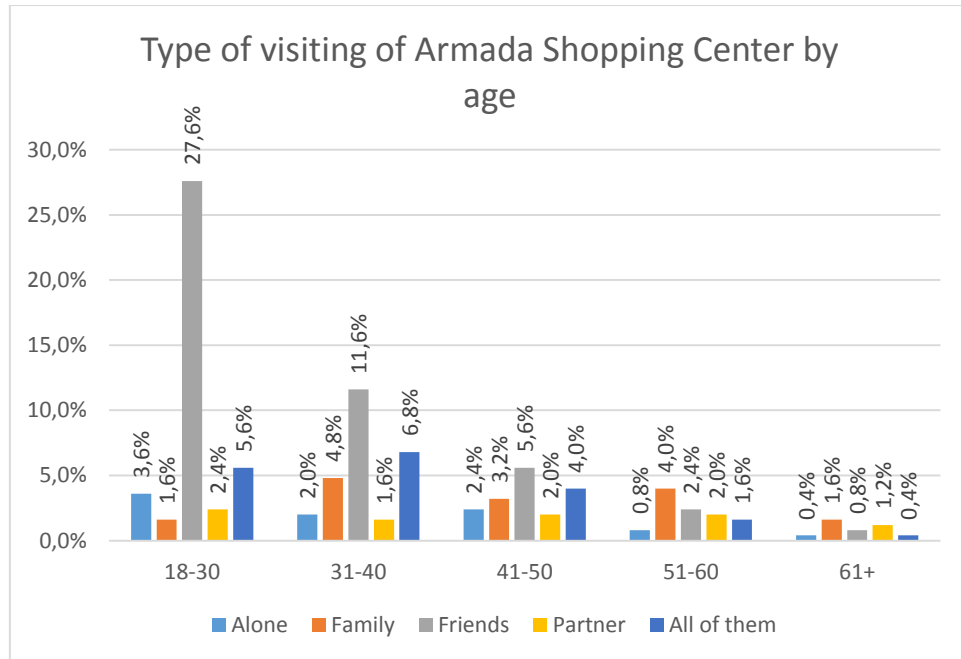
**Chart 5.25** Distribution chart of going to Armada Shopping Center with whom according to gender

Table and chart (5.26) are described type of visiting Armada Shopping Center according to age group as below;

Type of visiting of Armada Shopping Center by age						
Age	Alone	Family	Friends	Partner	All of them	Total
18-30	9	4	69	6	14	102
31-40	5	12	29	4	17	67
41-50	6	8	14	5	10	43
51-60	2	10	6	5	4	27
61+	1	4	2	3	1	11
<b>Total</b>	<b>23</b>	<b>38</b>	<b>120</b>	<b>23</b>	<b>46</b>	<b>250</b>

**Table 5.26** Distribution table of going to Armada Shopping Center with whom according to age group

69 of respondents in 18-30 aged group prefer to go Armada with their friends which is the highest value of this table by 27,6% rate. This option is followed by the group of 31-40 with 11,6% and 41-50 aged group with 5,6%. Group of over 51 prefer to go with their family the most.

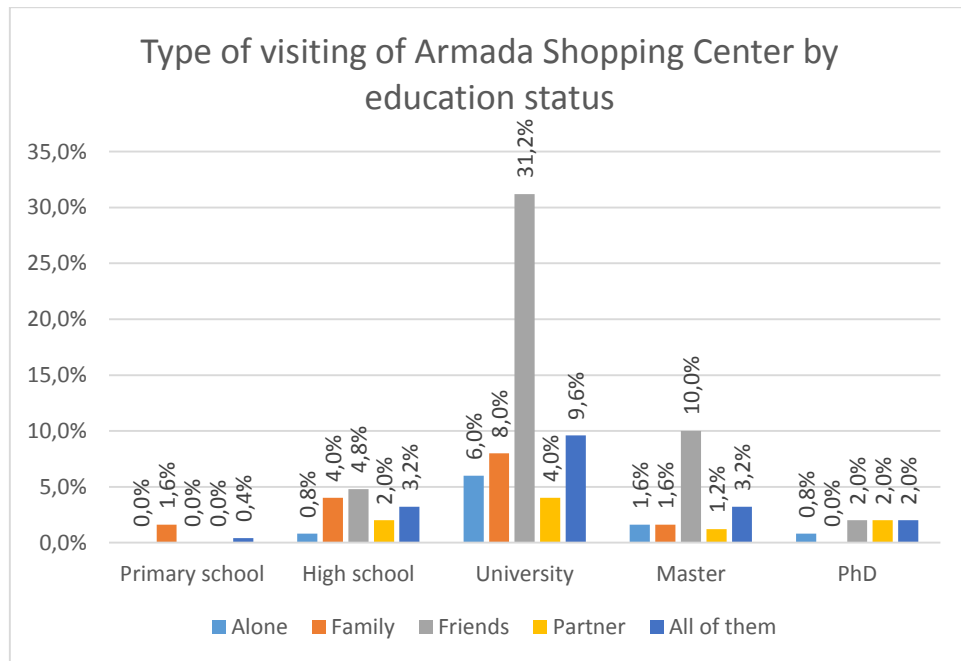


**Chart 5.26** Distribution chart of going to Armada Shopping Center with whom according to age group

Type of visiting of Armada Shopping Center by education status						
Education Status	Alone	Family	Friends	Partner	All of them	Total
Primary school	0	4	0	0	1	5
High school	2	10	12	5	8	37
University	15	20	78	10	24	147
Master	4	4	25	3	8	44
PhD	2	0	5	5	5	17
<b>Total</b>	<b>23</b>	<b>38</b>	<b>120</b>	<b>23</b>	<b>46</b>	<b>250</b>

**Table 5.27** Distribution table of going to Armada Shopping Center with whom according to education

According to table and chart (5.27); it is comprehensible that the peak point of these table and chart is belonged to 78 university graduated participants who prefer to go to Armada Shopping Center with their friends. 24 persons of this group tend to go to Armada with every one.



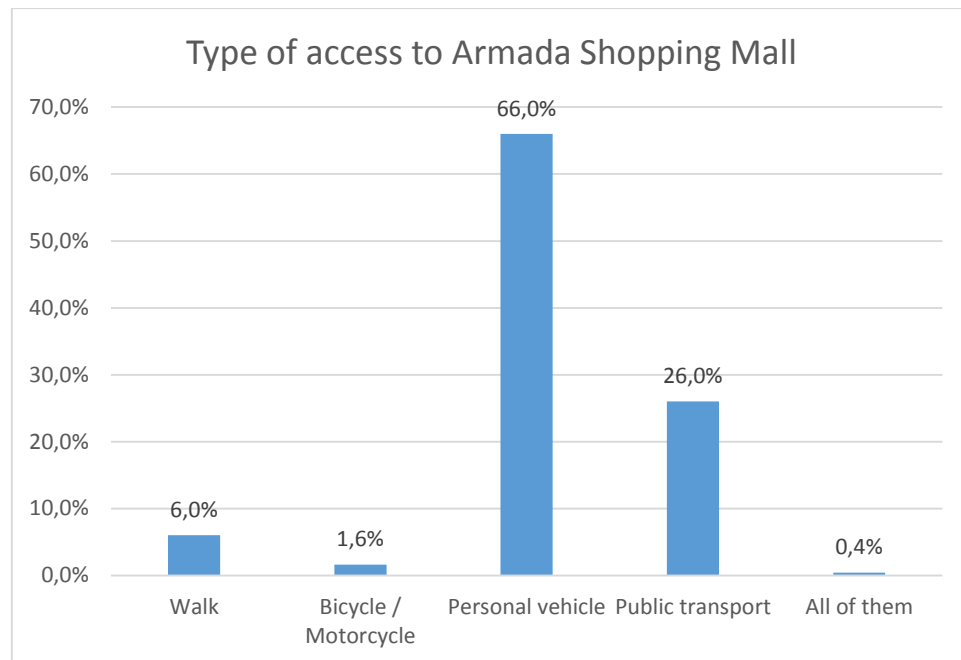
**Chart 5.27** Distribution chart of going to Armada Shopping Center with whom according to education

□ **Question 11.** Type of access to Armada Shopping Center

Type of access to Armada Shopping Center		
	Total	%
Walk	15	6,0%
Bicycle / Motorcycle	4	1,6%
Personal vehicle	165	66,0%
Public transport	65	26,0%
All of them	1	0,4%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.28** General evaluation of type of access to Armada Shopping Center

The general picture of table and chart (5.28) demonstrate that more than half of participants (66,0%) access to Armada Shopping Center by their personal vehicle. 26,0% used to go Armada by public transport and the other 8% prefer to walk, using bicycle/motorcycle or all the items.

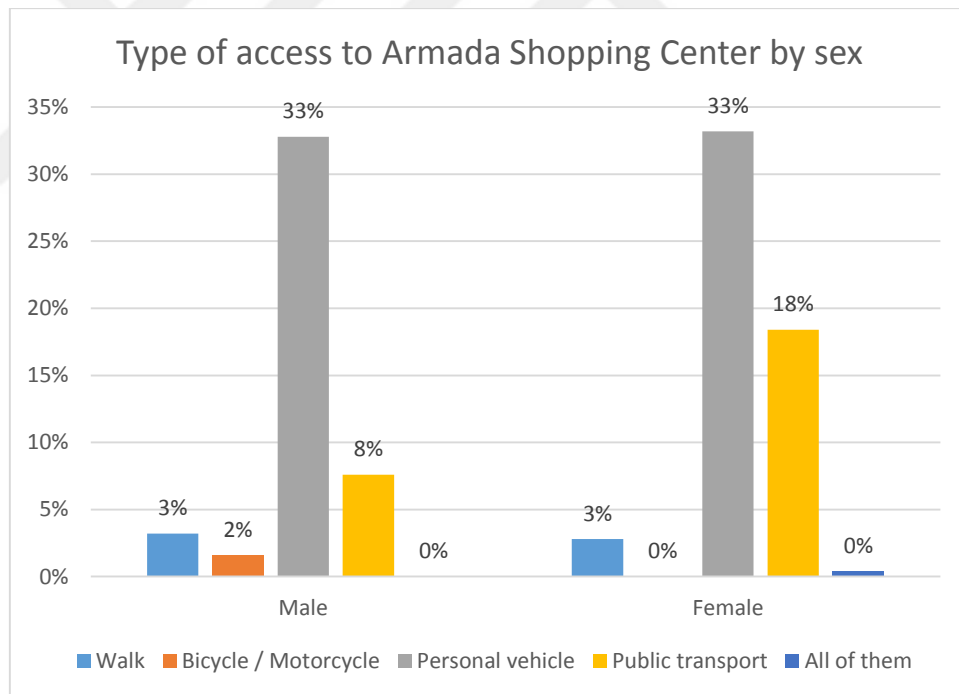


**Chart 5.28** General evaluation of type of access to Armada Shopping Center

Type of access to Armada Shopping Center by sex						
Sex	Walk	Bicycle / Motorcycle	Personal vehicle	Public transport	All of them	Total
Male	8	4	82	19	0	113
Female	7	0	83	46	1	137
<b>Total</b>	<b>15</b>	<b>4</b>	<b>165</b>	<b>65</b>	<b>1</b>	<b>250</b>

**Table 5.29** Distribution table of type of access to Armada Shopping Center according to gender

According to distribution table and chart (5.29) of type of access to Armada Shopping Center according to gender; with the same values men and women group in highest observation (33%) prefer to access to Armada by their personal vehicle. The preferences of women with 18% is more than men (10%) to use public transport to reach to Armada Shopping Center.



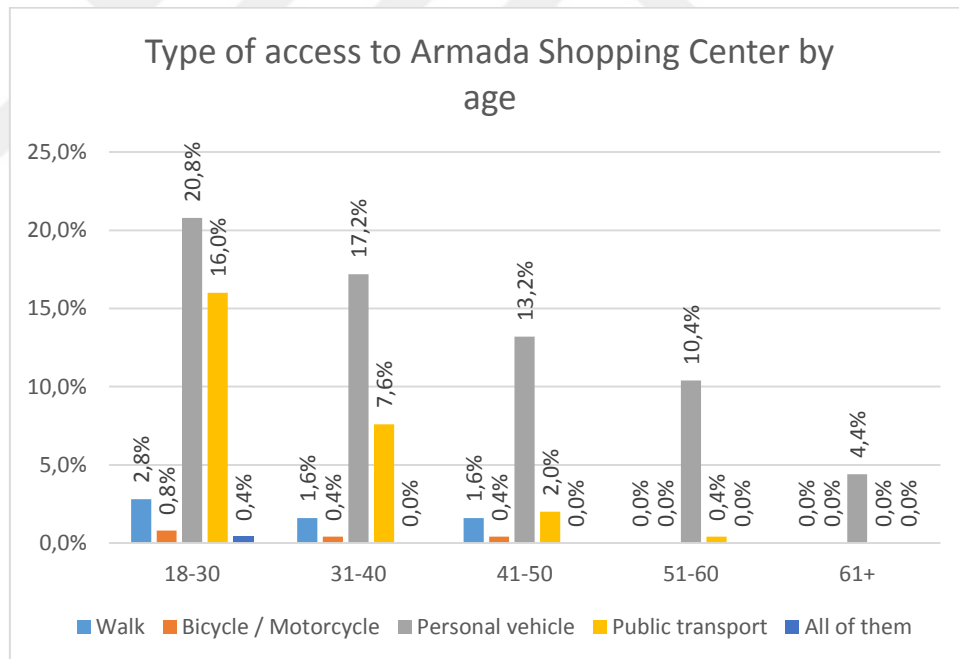
**Chart 5.29** Distribution chart of type of access to Armada Shopping Center according to gender

Distribution table and chart of type of access to Armada Shopping Center according to age group shows that (table 5.30-chart 5.30);

Type of access to Armada Shopping Center by age						
Age	Walk	Bicycle / Motorcycle	Personal vehicle	Public transport	All of them	Total
18-30	7	2	52	40	1	102
31-40	4	1	43	19	0	67
41-50	4	1	33	5	0	43
51-60	0	0	26	1	0	27
61+	0	0	11	0	0	11
<b>Total</b>	<b>15</b>	<b>4</b>	<b>165</b>	<b>65</b>	<b>1</b>	<b>250</b>

**Table 5.30** Distribution table of type of access to Armada Shopping Center according to age group

Generally, all age groups are going to Armada by their personal vehicle. These evaluations are in order 20,8%- 17,2%- 13,2%- 10,4% and 4,4% which illustrates a decreasing trend by with increasing the age of participants.



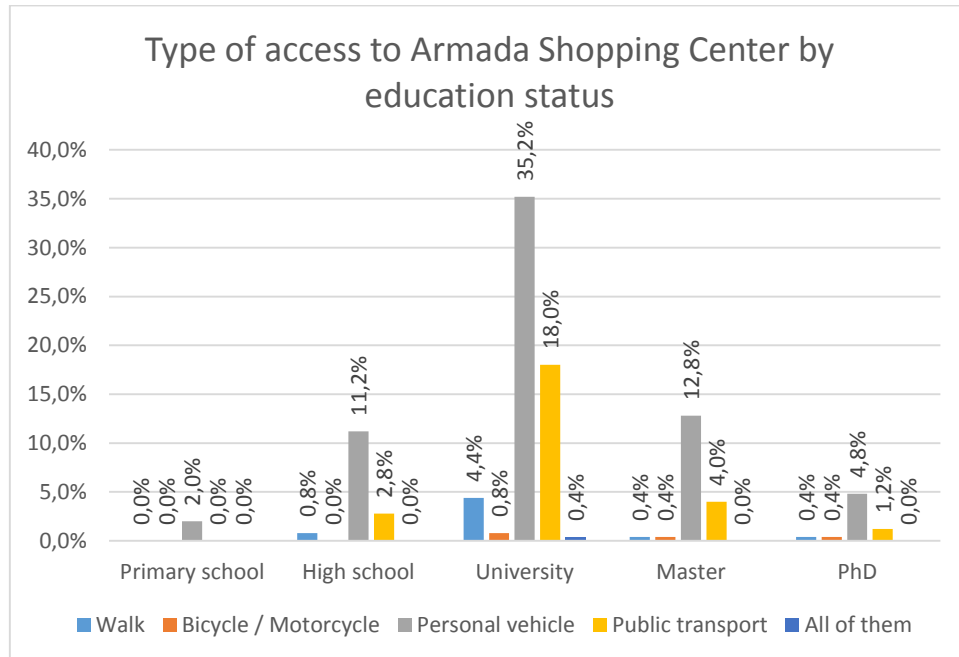
**Chart 5.30** Distribution chart of type of access to Armada Shopping Center according to age group

According to the data obtained from distribution table and chart of type of access to Armada Shopping Center according to education status (table 5.31-chart 5.31);

Type of access to Armada Shopping Center by education status						
Education Status	Walk	Bicycle / Motorcycle	Personal vehicle	Public transport	All of them	Total
Primary school	0	0	5	0	0	5
High school	2	0	28	7	0	37
University	11	2	88	45	1	147
Master	1	1	32	10	0	44
PhD	1	1	12	3	0	17
<b>Total</b>	<b>15</b>	<b>4</b>	<b>165</b>	<b>65</b>	<b>1</b>	<b>250</b>

**Table 5.31** Distribution table of type of access to Armada Shopping Center according to education status

88 out of 250 participants with university degree use the personal vehicle to reach Armada Shopping Center. This number followed by 45 university graduated who are using public transport. 11 of this group are walking to access to Armada. 12,8% of Master and 4,8% of PhD graduated respondents as the highest values of each group, use their personal vehicle for this purpose.



**Chart 5.31** Distribution chart of type of access to Armada Shopping Center according to education status

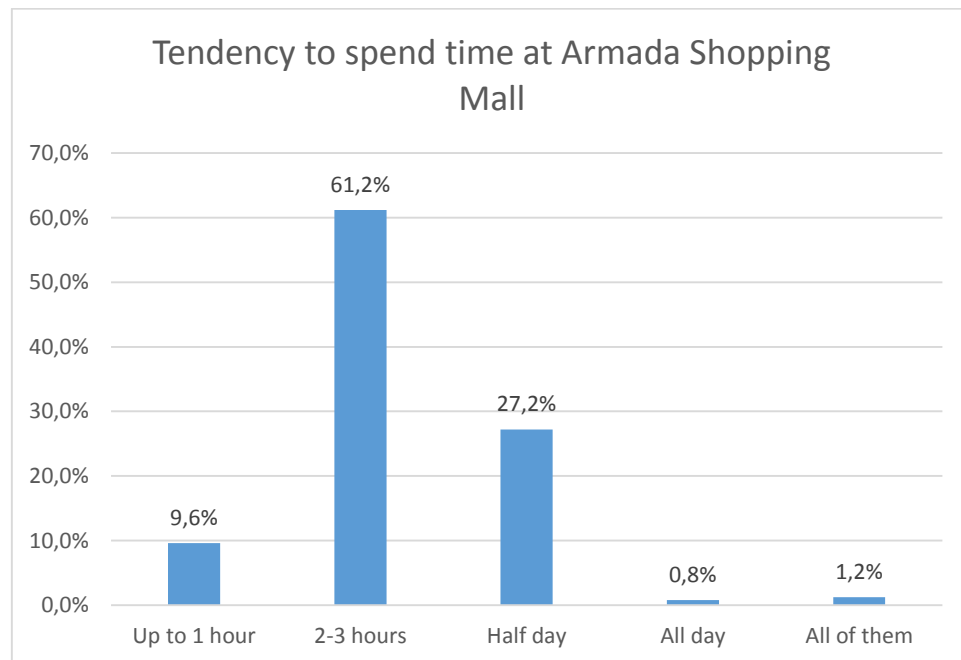


□ **Question 12.** Tendency to spend time at Armada Shopping Center

<b>Tendency to spend time at Armada Shopping Center</b>		
	<b>Total</b>	<b>%</b>
<b>Up to 1 hour</b>	24	9,6%
<b>2-3 hours</b>	153	61,2%
<b>Half day</b>	68	27,2%
<b>All day</b>	2	0,8%
<b>All of them</b>	3	1,2%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.32** General evaluation of tendency to spend time at Armada Shopping Center

General evaluation table and chart of tendency to spend time at Armada Shopping Center indicate that (table 5.32- chart 5.32); more than half of the participants (61,2%) tend to spend 2-3 hours in Armada Shopping Center. While 27,2% select half day as their preference. 24 of these people have not desire to spend more than 1 hour in this Mall. The lowest value is belonging to 2 persons who would like to be in Armada as a whole day.

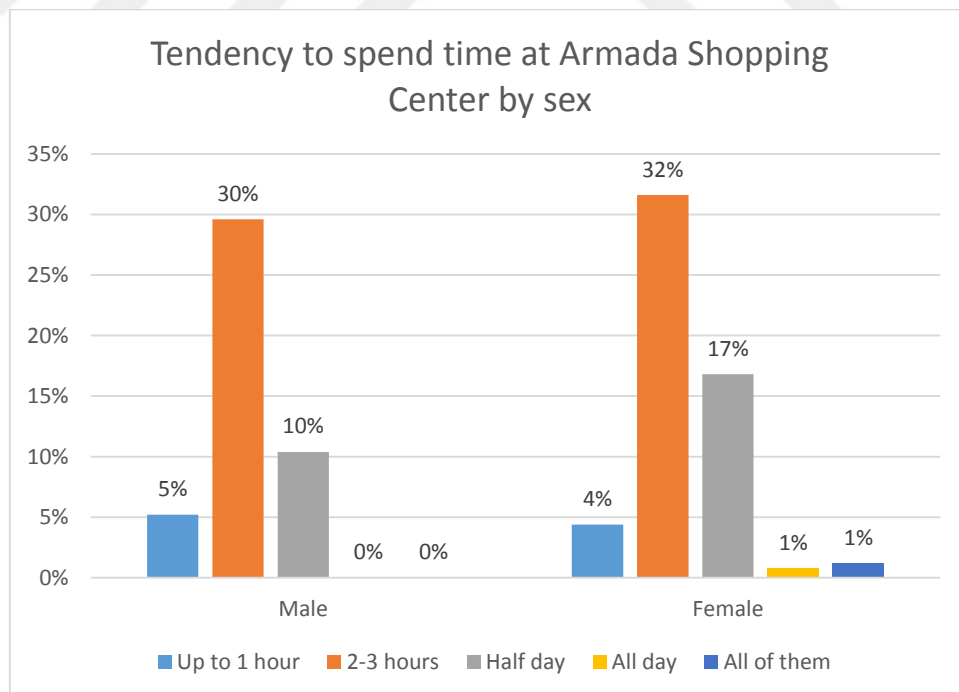


**Chart 5.32** General evaluation of tendency to spend time at Armada Shopping Center

Tendency to spend time at Armada Shopping Center by sex						
Sex	Up to 1 hour	2-3 hours	Half day	All day	All of them	Total
Male	13	74	26	0	0	113
Female	11	79	42	2	3	137
<b>Total</b>	<b>24</b>	<b>153</b>	<b>68</b>	<b>2</b>	<b>3</b>	<b>250</b>

**Table 5.33** Distribution table of tendency to spend time at Armada Shopping Center according to gender

Distribution table and chart of tendency to spend time at Armada Shopping Center according to gender shows that (table 5,33- chart 5.33); both male and female group with a close resemblance (about 31%), tend to spend 2-3 hours in Armada. 17% of women spend half a day in this shopping center while the 10% of men prefer this timespan.



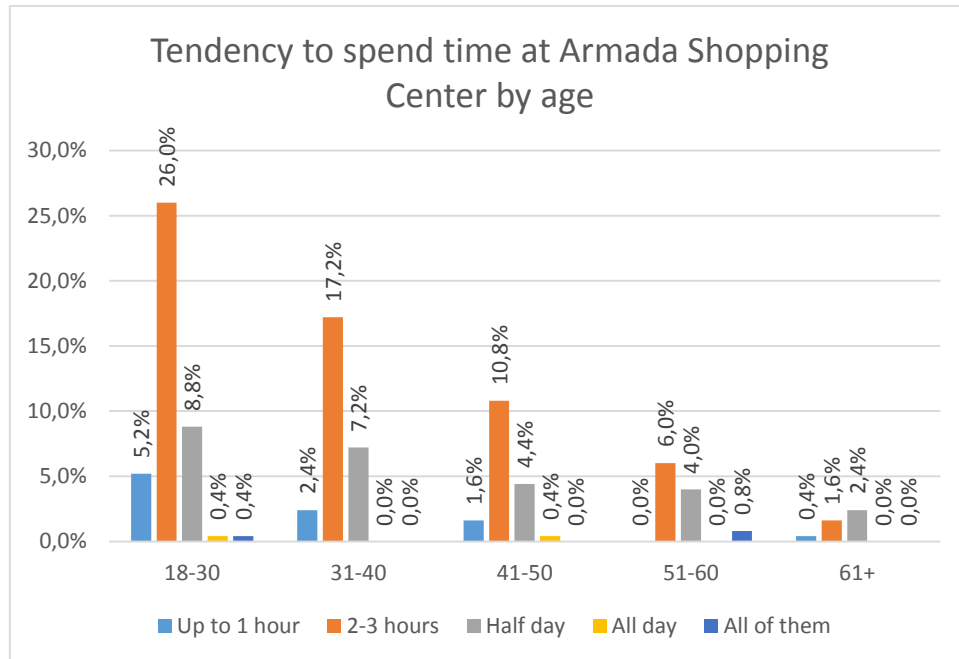
**Chart 5.33** Distribution chart of tendency to spend time at Armada Shopping Center according to gender

Distribution table and chart of tendency to spend time at Armada Shopping Center (5.34) according to age group could be explained as below;

Tendency to spend time at Armada Shopping Center by age						
Age	Up to 1 hour	2-3 hours	Half day	All day	All of them	Total
18-30	13	65	22	1	1	102
31-40	6	43	18	0	0	67
41-50	4	27	11	1	0	43
51-60	0	15	10	0	2	27
61+	1	4	6	0	0	11
<b>Total</b>	<b>24</b>	<b>153</b>	<b>68</b>	<b>2</b>	<b>3</b>	<b>250</b>

**Table 5.34** Distribution table of tendency to spend time at Armada Shopping Center according to age group

As the highest observation values of each group; 26% of 18-30, 17,2% of 31-40, 10,8% of 41-50 and 6,0% of 51-60 aged of respondent tend to spend 2-3 hours in Armada Shopping Center. 6 of the over 61 aged old people (55% of this group) are pleased to be half a day in this shopping center.



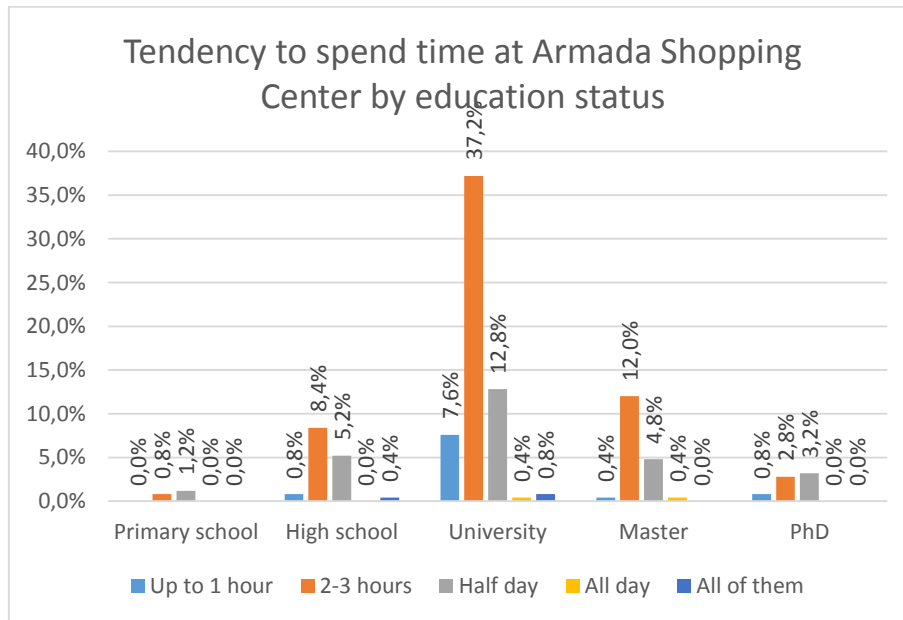
**Chart 5.34** Distribution chart of tendency to spend time at Armada Shopping Center according to age group

According to distribution table and chart of tendency to spend time at Armada Shopping Center according to education status (table 5.35- chart 5.35);

Tendency to spend time at Armada Shopping Center by education status						
Education Status	Up to 1 hour	2-3 hours	Half day	All day	All of them	Total
Primary school	0	2	3	0	0	5
High school	2	21	13	0	1	37
University	19	93	32	1	2	147
Master	1	30	12	1	0	44
PhD	2	7	8	0	0	17
<b>Total</b>	<b>24</b>	<b>153</b>	<b>68</b>	<b>2</b>	<b>3</b>	<b>250</b>

**Table 5.35** Distribution table of tendency to spend time at Armada Shopping Center according to education status

Tendency of university graduated group as the peak of chart 5.38, is 37,2% to be in Armada Shopping Mall 2-3 hours. In the following levels of this time duration, master graduated is evaluated as 12,0% and people with high school degree as 8,4%. 19 university graduated participants tend to be in Armada up to 1 hour. Furthermore, about half of PhD graduated people are inclined to be half day in Armada.



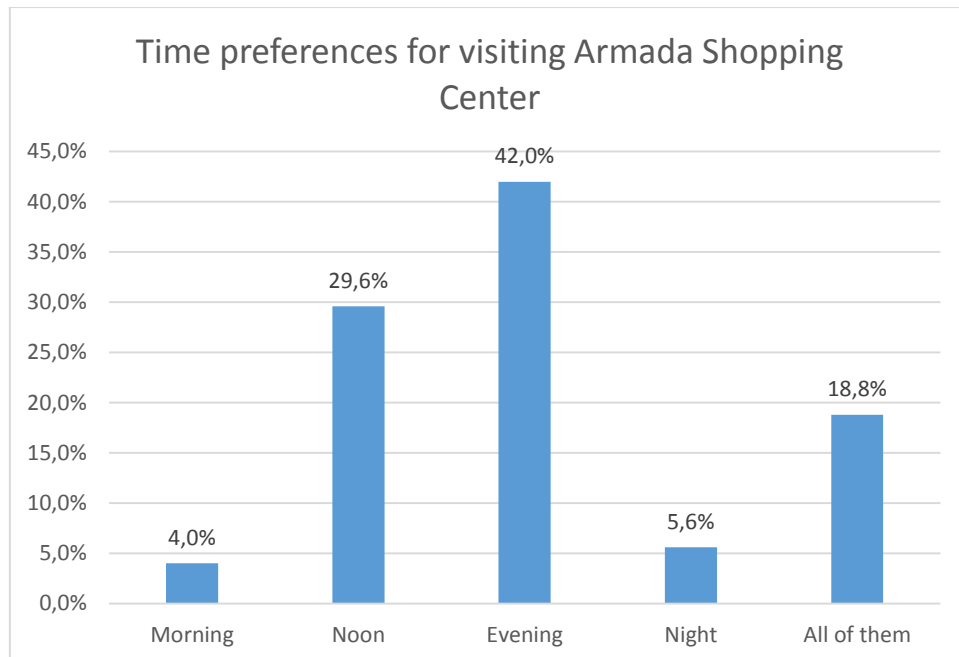
**Chart 5.35** Distribution chart of tendency to spend time at Armada Shopping Center according to education status

□ **Question 13.** Time preferences for visiting Armada Shopping Center

<b>Time preferences for visiting Armada Shopping Center</b>		
	<b>Total</b>	<b>%</b>
<b>Morning</b>	10	4,0%
<b>Noon</b>	74	29,6%
<b>Evening</b>	105	42,0%
<b>Night</b>	14	5,6%
<b>All of them</b>	47	18,8%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.36** General evaluation of time preferences for visiting Armada Shopping Center

It is understandable from general evaluation table and chart (5.36) of time preferences for visiting Armada Shopping Center that; about half of respondents (42%) prefer to go to Armada in the evening, one third of them (29%) are in favored to go afternoon and the rest of them prefer night, morning or all time of the days to be in Armada Shopping Center.

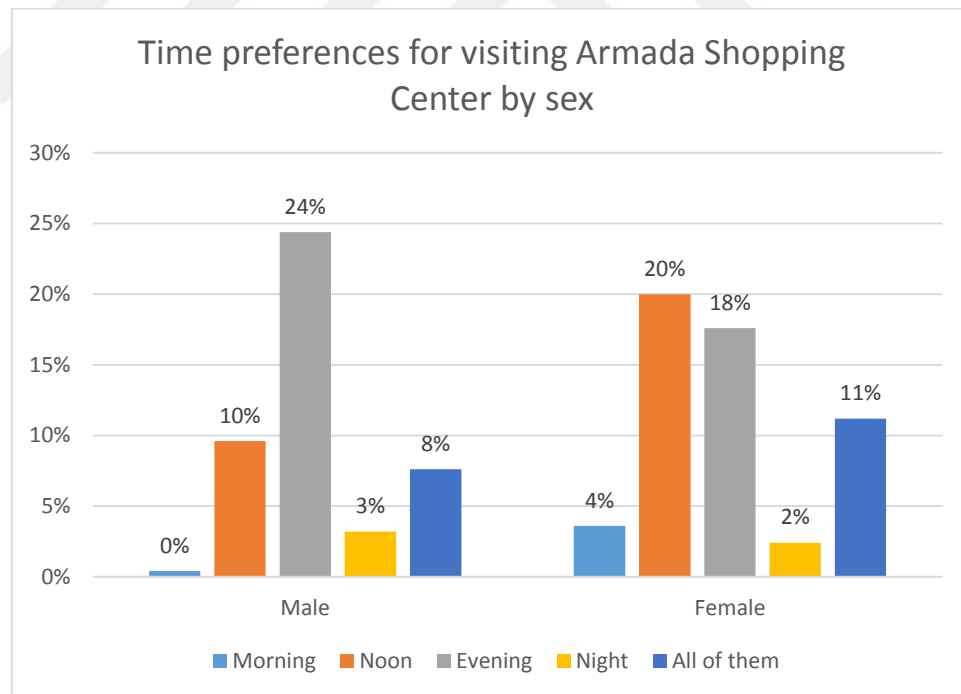


**Chart 5.36** General evaluation of time preferences for visiting Armada Shopping Center

Time preferences for visiting Armada Shopping Center by sex						
Sex	Morning	Noon	Evening	Night	All of them	Total
Male	1	24	61	8	19	113
Female	9	50	44	6	28	137
<b>Total</b>	<b>10</b>	<b>74</b>	<b>105</b>	<b>14</b>	<b>47</b>	<b>250</b>

**Table 5.37** Distribution table of time preferences for visiting Armada Shopping Center according to gender

Distribution table and chart of time preferences for visiting Armada Shopping Center according to gender (table 5.37-chart 5.37) demonstrate that; as the highest value 24% of male prefer to go to Armada in the evening while 20% of female group tend to go in the afternoon. Although with a little difference the women prefer evening time too (18%). 19% of participants have propensity to go to Armada at night.

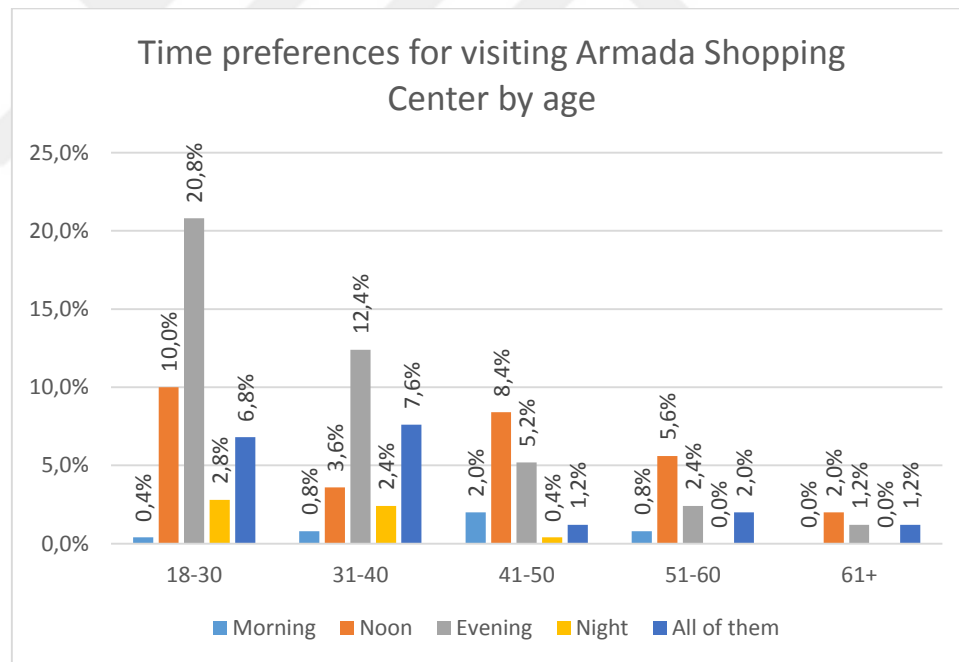


**Chart 5.37** Distribution chart of time preferences for visiting Armada Shopping Center according to gender

The information obtained from distribution table and chart of time preferences for visiting Armada Shopping Center according to age groups (table 5.38-chart 5.38) indicate that;

Time preferences for visiting Armada Shopping Center by age						
Age	Morning	Noon	Evening	Night	All of them	Total
<b>18-30</b>	1	25	52	7	17	<b>102</b>
<b>31-40</b>	2	9	31	6	19	<b>67</b>
<b>41-50</b>	5	21	13	1	3	<b>43</b>
<b>51-60</b>	2	14	6	0	5	<b>27</b>
<b>61+</b>	0	5	3	0	3	<b>11</b>
<b>Total</b>	<b>10</b>	<b>74</b>	<b>105</b>	<b>14</b>	<b>47</b>	<b>250</b>

**Table 5.38** Distribution table of time preferences for visiting Armada Shopping Center according to age



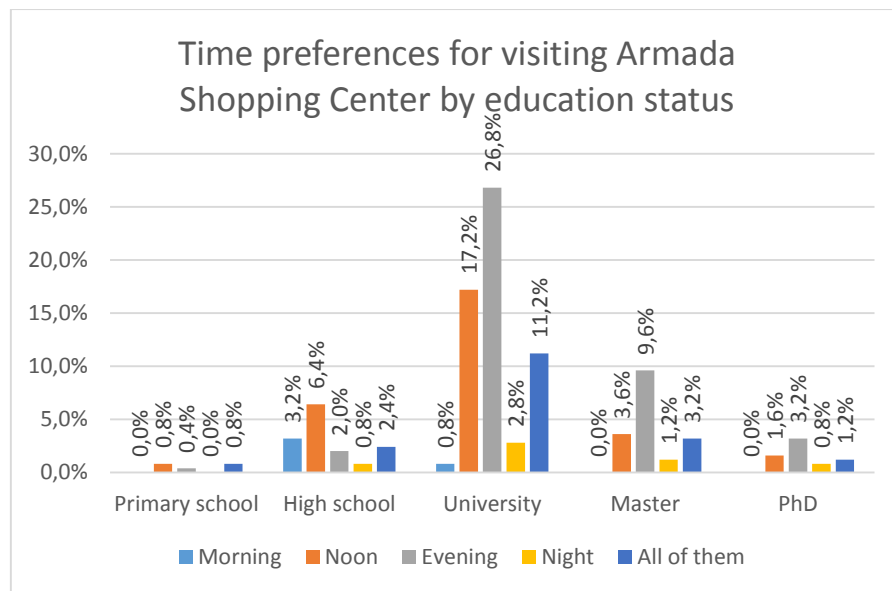
**Chart5.38** Distribution chart of time preferences for visiting Armada Shopping Center according to age

Distribution table and chart of time preferences for visiting Armada Shopping Center according to education status (table 5.39- chart 5.39) could be represent as bellow;

Time preferences for visiting Armada Shopping Center by education status						
Education Status	Morning	Noon	Evening	Night	All of them	Total
Primary school	0	2	1	0	2	5
High school	8	16	5	2	6	37
University	2	43	67	7	28	147
Master	0	9	24	3	8	44
PhD	0	4	8	2	3	17
<b>Total</b>	<b>10</b>	<b>74</b>	<b>105</b>	<b>14</b>	<b>47</b>	<b>250</b>

**Table 5.39** Distribution table of time preferences for visiting Armada Shopping Center according to education status

As the highest rates, 26,8% of university graduated respondents prefer evening time while 17,2% of them choose afternoon to go to Armada Shopping Center. Although 11,2% of these group prefer all time of the day from morning to night. Master and PhD groups assessment schemes are the same as university graduated participants. Similarity high school and primary school graduated people’s preferences are to go to Armada in the afternoon.



**Chart 5.39** Distribution chart of time preferences for visiting Armada Shopping Center according to education status



### 5.3.2 The Analysis of Functional and Technical Questions

Considering the survey findings of question 14 to 17 which reveal the functional and technical needs of shopping areas as public places, the following results obtained:

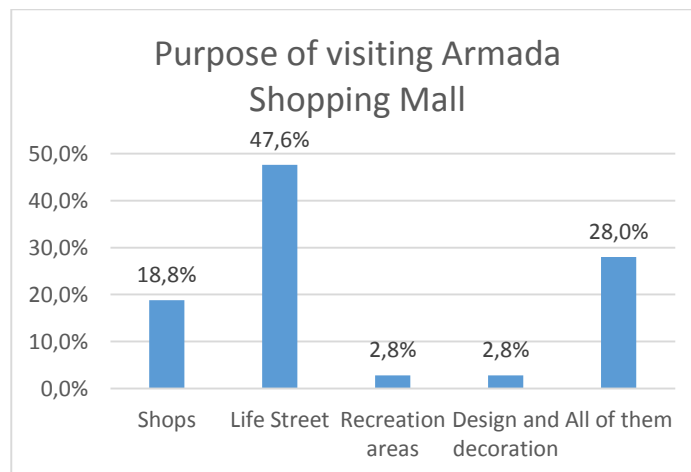
#### ❑ Question 14. Purpose of visiting Armada Shopping Center

General evaluation that shows the purposes of participants to visit Armada Shopping Center could be interpreted according to table 5.40 and chart 5.40 as follows;

Purpose of visiting Armada Shopping Center		
	Total	%
<b>Shops</b>	47	18,8%
<b>Life Street</b>	119	47,6%
<b>Recreation areas</b>	7	2,8%
<b>Design and decoration</b>	7	2,8%
<b>All of them</b>	70	28,0%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.40** General evaluation of purpose of visiting Armada Shopping Center

Close to half of the participants prefer to spend time in Armada Shopping Center due to “Life Street” which clearly obvious the importance of this area. 20% of people tend to do shopping in this Mall while 14% of them prefer because of recreation and dining areas. 70 respondents chose all the items as purpose of visiting Armada.

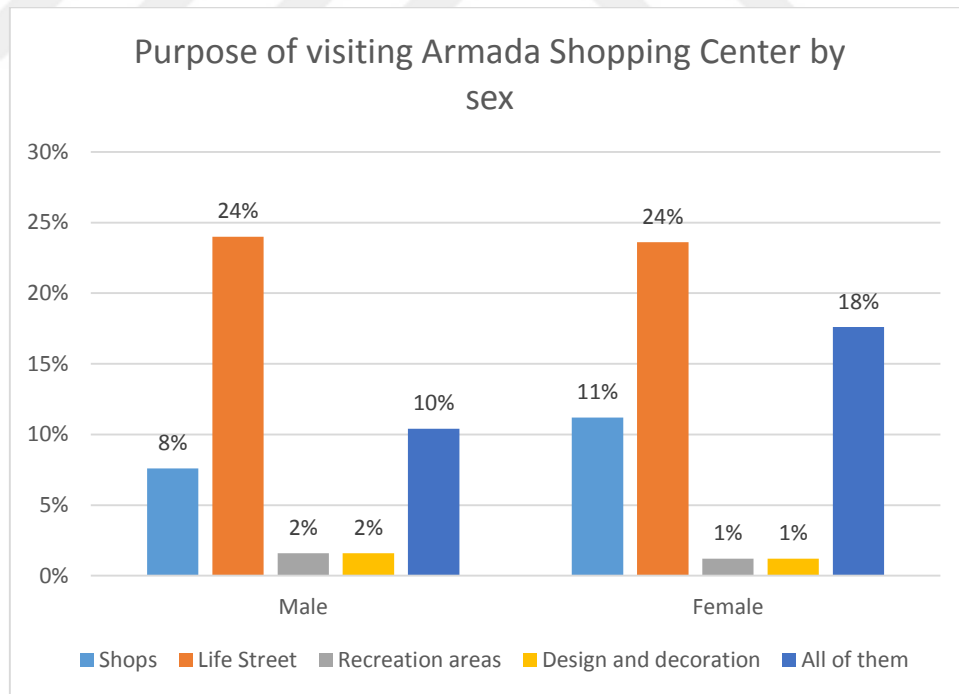


**Chart 5.40** General evaluation of purpose of visiting Armada Shopping Center

Purpose of visiting Armada Shopping Center by sex						
Sex	Shops	Life Street	Recreation areas	Design and decoration	All of them	Total
Male	19	60	4	4	26	113
Female	28	59	3	3	44	137
<b>Total</b>	<b>47</b>	<b>119</b>	<b>7</b>	<b>7</b>	<b>70</b>	<b>250</b>

**Table 5.41** Distribution table of purpose of visiting Armada Shopping Center according to gender

Purpose of visiting Armada Shopping Center according to gender could be evaluated considering table and chart (5.41). The highest point of the chart with the same values, 24% of men and women group prefer Armada Shopping Center because of Life Street. The second reason for women and men is all the items as 18% and 10% rates in order. The third level is belonged to the shops of Armada with 11% for women and 8% for men. In total the recreation and dining areas allocate the lowest percentages in both group.

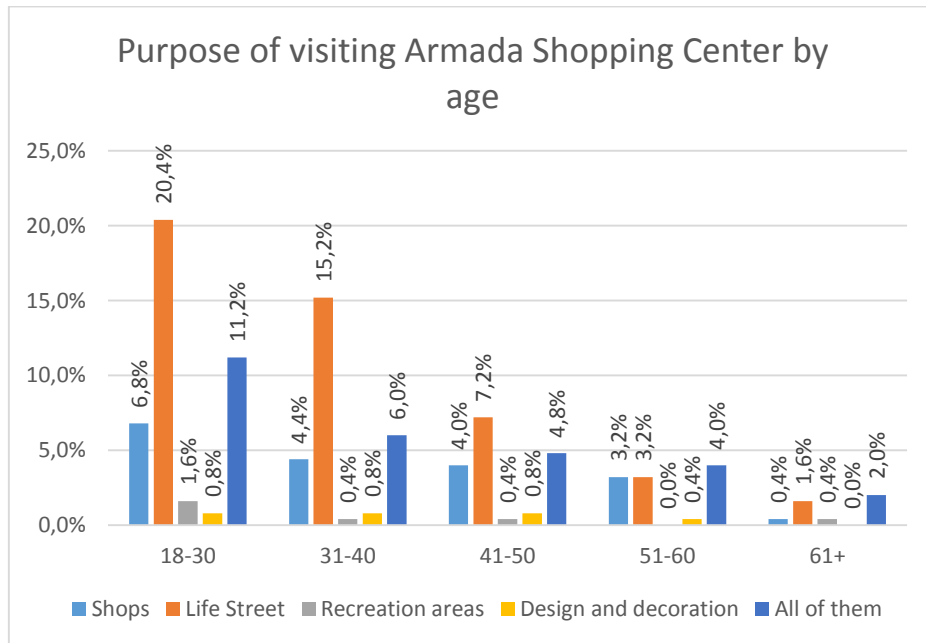


**Chart 5.41** Distribution chart of purpose of visiting Armada Shopping Center according to gender

Purpose of visiting Armada Shopping Center by age						
Age	Shops	Life Street	Recreation areas	Design and decoration	All of them	Total
18-30	17	51	4	2	28	102
31-40	11	38	1	2	15	67
41-50	10	18	1	2	12	43
51-60	8	8	0	1	10	27
61+	1	4	1	0	5	11
<b>Total</b>	<b>47</b>	<b>119</b>	<b>7</b>	<b>7</b>	<b>70</b>	<b>250</b>

**Table 5.42** Distribution table of purpose of visiting Armada Shopping Center according to age group

Table and chart of purpose of visiting Armada Shopping Center according to age group (table 5.42- chart 5.42) demonstrate that; 51 people's preferences of the highest number of participants which is belonging to 18-30 group, evaluated as Life Street. The smallest observation values are belonged to shops, recreation areas and design-decoration of Armada Shopping Center by 1 person of 31-40, 41-50, 51-60 and over 61 aged groups.



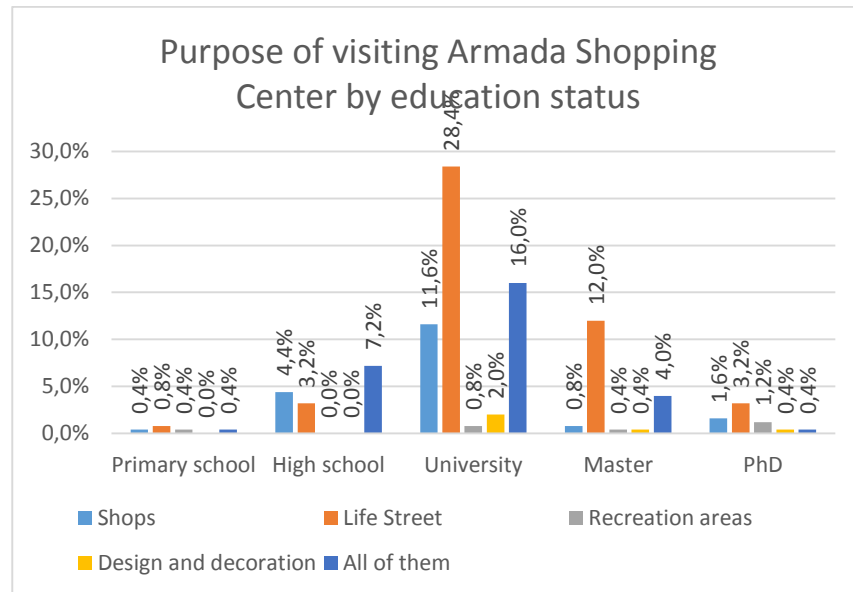
**Chart 5.42** Distribution chart of purpose of visiting Armada Shopping Center according to age group

Purpose of visiting Armada Shopping Center by education status						
Education Status	Shops	Life Street	Recreation areas	Design and decoration	All of them	Total
Primary school	1	2	1	0	1	5
High school	11	8	0	0	18	37
University	29	71	2	5	40	147
Master	2	30	1	1	10	44
PhD	4	8	3	1	1	17
<b>Total</b>	<b>47</b>	<b>119</b>	<b>7</b>	<b>7</b>	<b>70</b>	<b>250</b>

**Table 5.43** Distribution table of purpose of visiting Armada Shopping Center according to education status

Overall table and chart of purpose distribution of visiting Armada Shopping center (table 5.43-chart 5-43) could be represent as bellow;

71 university graduated respondents select Life Street as the crucial reason of going to Armada Shopping Mall. This number which is the peak point of the chart is 28,4%. 12% from master group and 3.2% of PhD and high school graduated group indicate their preference as Life Street. As a result, the purpose of all five groups to spend time in Armada Shopping Center could be evaluated as “Life Street”.



**Chart 5.43** Distribution chart of purpose of visiting Armada Shopping Center according to education status

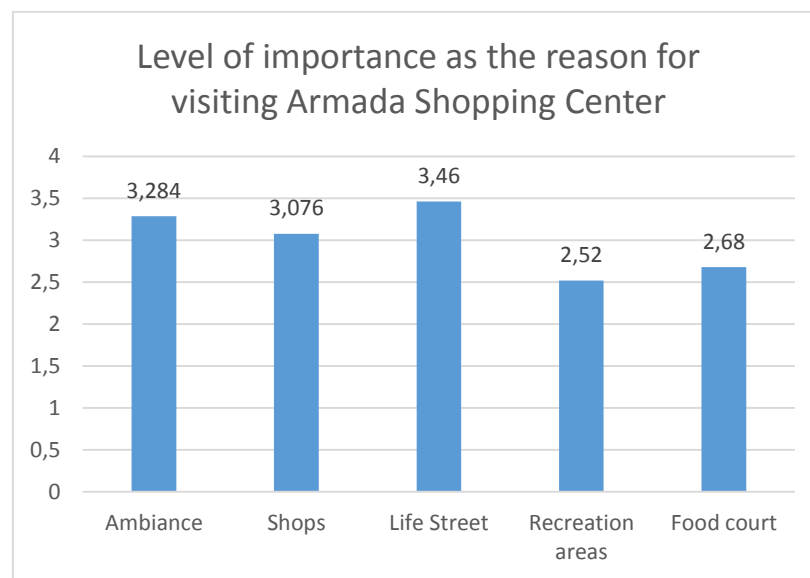
□ **Question 14.** Level of importance as the reason for visiting Armada Shopping Center

In this question some parameters as reasons of going to Armada Shopping Center are considered between 1 and 4 depending on their importance (4=very important, 3=important, 2=less important, 1=not important,).

Level of importance as the reason for visiting Armada Shopping Center		
	Total	
Ambiance	3,284	
Shops	3,076	
Life Street	3,46	
Recreation areas	2,52	
Food court	2,68	
<b>Total</b>	<b>15,02</b>	

**Table 5.44** General evaluation of importance Level of reasons for visiting Armada Shopping Center

According to general evaluation table and chart of this question (5.44); the most important reason is shown as Life Street while the least are recreation and interior food areas. The second level of this assessment is ambiance of this shopping center. Shops are as an important reason for people to visit Armada Mall.



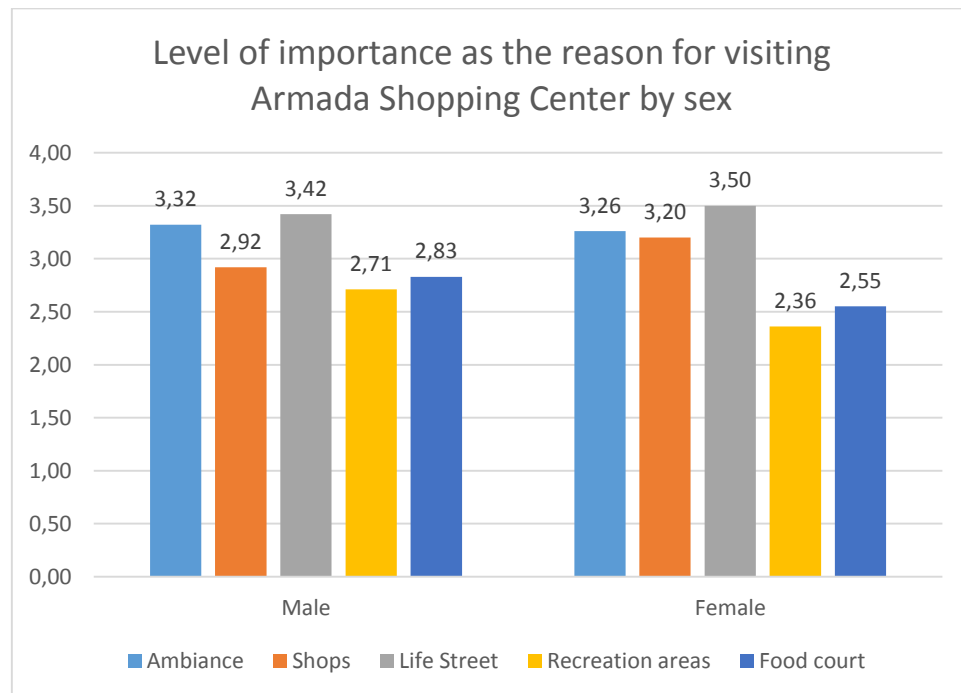
**Chart 5.44** General evaluation of importance Level of reasons for visiting Armada Shopping Center

Level of importance as the reason for visiting Armada Shopping Center by sex						
Sex	Ambiance	Shops	Life Street	Recreation areas	Food court	
Male	3,32	2,92	3,42	2,71	2,83	
Female	3,26	3,20	3,50	2,36	2,55	

**Table 5.45** Distribution table of importance Level of reasons for visiting Armada Shopping Center according to gender

Importance level of reasons for visiting Armada Shopping Center according to gender of participants is described by table and chart 5.45 as bellow;

137 female respondents select Life Street as most important reason to visit Armada with around 4 score and similarity 113 men give almost the same point as women group. Ambiance and shops have approximately the same value for women (3,2) while for men ambience in more important. Recreation areas as the least important reason is considered for both group.

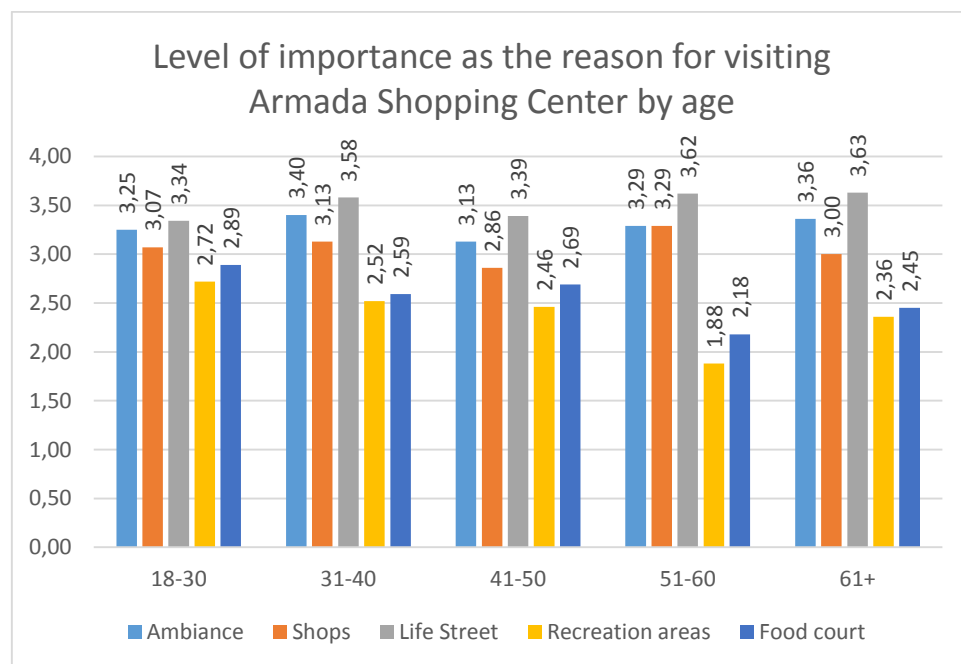


**Chart 5.45** Distribution chart of importance Level of reasons for visiting Armada Shopping Center according to gender

Level of importance as the reason for visiting Armada Shopping Center by age						
Age	Ambiance	Shops	Life Street	Recreation areas	Food court	
18-30	3,25	3,07	3,34	2,72	2,89	
31-40	3,40	3,13	3,58	2,52	2,59	
41-50	3,13	2,86	3,39	2,46	2,69	
51-60	3,29	3,29	3,62	1,88	2,18	
61+	3,36	3,00	3,63	2,36	2,45	

**Table 5.46** Distribution table of importance Level of reasons for visiting Armada Shopping Center according to age group

Distribution table and chart of importance Level of reasons for visiting Armada Shopping Center according to age group reveal that (table and chart 5.46); the highest observation value is belonged to over 61, 51-60 and 31-40 aged group (upper than 3,5) which is given to Life Street as most important reason. In the contras, the lowest observation value which is 1.88 is given by 51-60 aged group to recreation areas of Armada. Food court area for all aged groups is considered as less important cause.

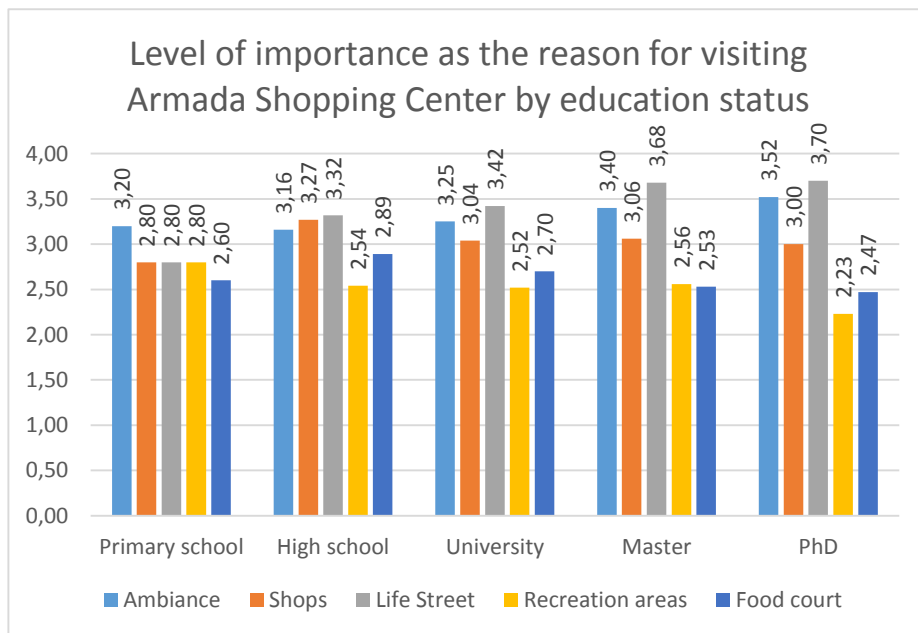


**Chart 5.46** Distribution chart of importance Level of reasons for visiting Armada Shopping Center according to age group

Level of importance as the reason for visiting Armada Shopping Center by education status						
Education Status	Ambiance	Shops	Life Street	Recreation areas	Food court	
Primary school	3,20	2,80	2,80	2,80	2,60	
High school	3,16	3,27	3,32	2,54	2,89	
University	3,25	3,04	3,42	2,52	2,70	
Master	3,40	3,06	3,68	2,56	2,53	
PhD	3,52	3,00	3,70	2,23	2,47	

**Table 5.47** Distribution table of importance Level of reasons for visiting Armada Shopping Center according to education status

The examination of education status table and chart to evaluate importance Level of reasons for visiting Armada Shopping Center demonstrate that (table 5.47-chart 5.47); the highest score is given to Life Street by PhD and master graduated group as 3,7 that shows the importance of this area. University graduated participants consider Life Street as the significant reason of going to Armada Shopping Center. Ambiance is taken as the second level of importance into account for all of the groups. The lowest point is given to recreation areas of Armada by PhD graduated respondents.



**Chart 5.47** Distribution chart of importance Level of reasons for visiting Armada Shopping Center according to education status

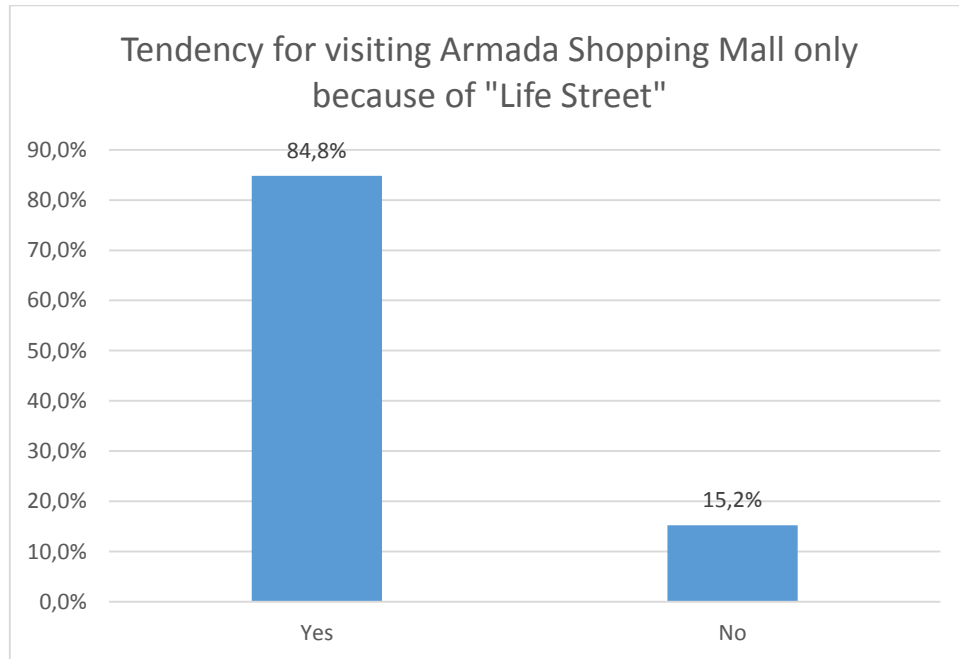


- **Question 16.** Tendency for visiting Armada Shopping Center only because of "Life Street"

<b>Tendency for visiting Armada Shopping Center only because of "Life Street"</b>		
	<b>Total</b>	<b>%</b>
<b>Yes</b>	212	84,8%
<b>No</b>	38	15,2%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.48** General evaluation of tendency for visiting Armada Shopping Center only because of "Life Street"

According to general evaluation table and chart of tendency for visiting Armada Shopping Center only because of "Life Street" (5.48), it is clearly obvious that "Armada Life Street" singly is a sufficient reason for people to go to Armada Shopping Center. 85% of respondents tend to go to Armada just because of Life Street.

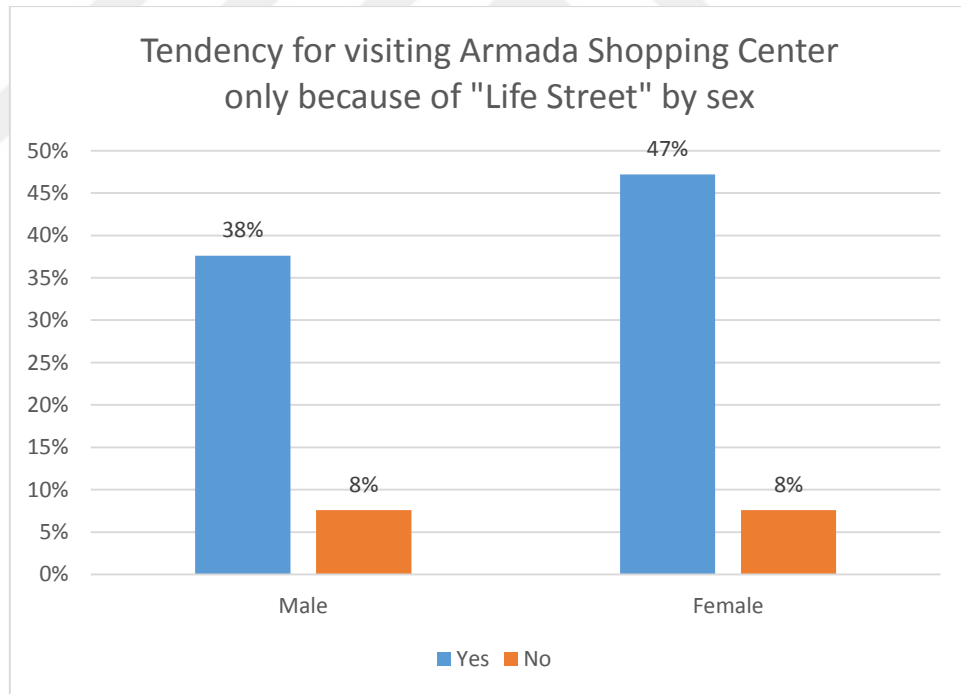


**Chart 5.48** General evaluation of tendency for visiting Armada Shopping Center only because of "Life Street"

Tendency for visiting Armada Shopping Center only because of "Life Street" by sex			
Sex	Yes	No	Total
Male	94	19	113
Female	118	19	137
<b>Total</b>	<b>212</b>	<b>38</b>	<b>250</b>

**Table 5.49** Distribution table of tendency for visiting Armada Shopping Center only because of "Life Street" according to gender

Distribution table and chart of tendency for visiting Armada Shopping Center only because of "Life Street" according to gender shows that (5.49); the women respondents prefer Life street more than the men by the ratio of 47% to 38%. The number of male and female who do not go to Armada just because of Life Street are the same as 19 persons in each group.



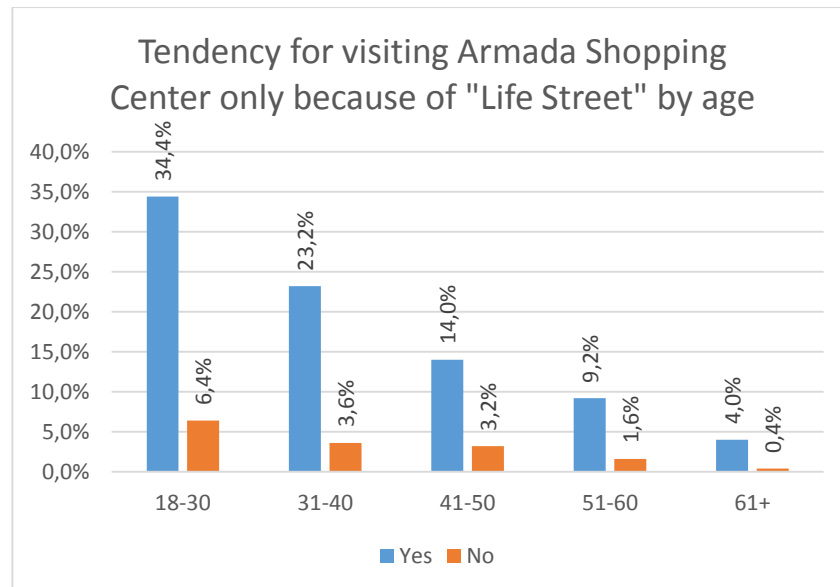
**Chart 5.49** Distribution chart of tendency for visiting Armada Shopping Center only because of "Life Street" according to gender

Tendency for visiting Armada Shopping Center only because of "Life Street" by age			
Age	Yes	No	Total
18-30	86	16	102
31-40	58	9	67
41-50	35	8	43
51-60	23	4	27
61+	10	1	11
<b>Total</b>	<b>212</b>	<b>38</b>	<b>250</b>

**Table 5.50** Distribution table of tendency for visiting Armada Shopping Center only because of "Life Street" according to age group

Table and chart (5.50) distribute the tendency of participants according to their age to visit Armada only for spending time in Life Street as follows;

The most willing age group to go to Armada Life Street, are 18-30 aged old people with 34,4% tendency. This number is following by 58 of 31-40 aged people who say yes to this question by 23,2% ration. The general preference of Life Street according to different age groups is between 80% an 90%, which the highest value is belonged to over 61 aged (90%) and lowest to 41-50 aged group (80%). The other groups tendency to go Armada only due to Life Street is around 85%.

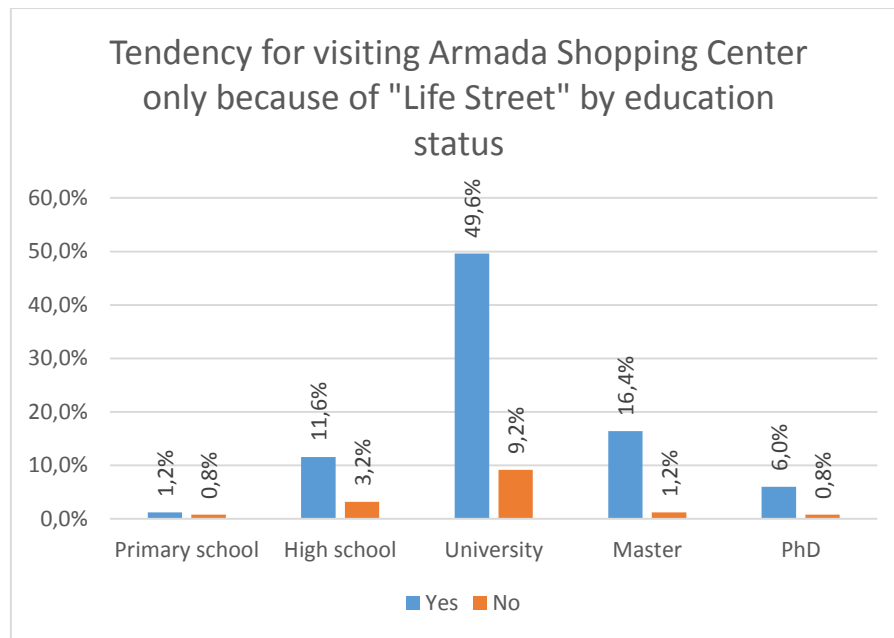


**Chart 5.50** Distribution chart of tendency for visiting Armada Shopping Center only because of "Life Street" according to age group

Tendency for visiting Armada Shopping Center only because of "Life Street" by education status			
Education Status	Yes	No	Total
Primary school	3	2	5
High school	29	8	37
University	124	23	147
Master	41	3	44
PhD	15	2	17
<b>Total</b>	<b>212</b>	<b>38</b>	<b>250</b>

**Table 5.51** Distribution table of tendency for visiting Armada Shopping Center only because of "Life Street" according to education status

Distribution table and chart of tendency for visiting Armada Shopping Center only because of "Life Street" according to education status (5.51) describe that; half of the participants who prefer Life street as only reason of going to Armada Shopping Center, are university graduated people. 16% of master graduated people are the second level of this chart. 90% of people with PhD degree responded positively to this question. From 37 high school graduated persons who take part in this survey, 29 of them tend to go to Armada just because of Life Street.



**Chart 5.51** Distribution chart of tendency for visiting Armada Shopping Center only because of "Life Street" according to education status

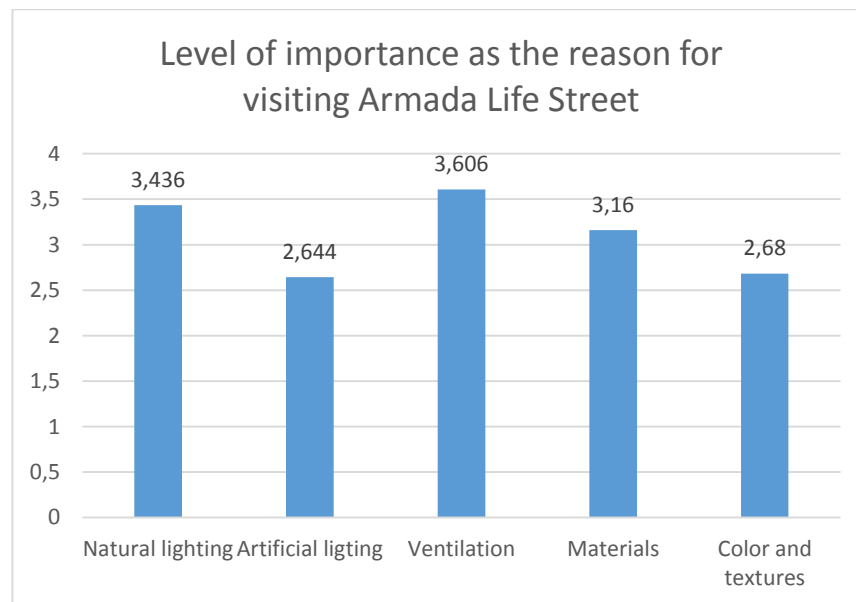
□ **Question 17.** Level of importance as the reason for visiting Armada Life Street

In this question some parameters as reasons of going to Armada Life Street are considered between 1 and 4 depending on their importance (4=very important, 3=important, 2=less important, 1=not important,).

Level of importance as the reason for visiting Armada Life Street		
	Total	
Natural lighting	3,43	
Artificial lighting	2,64	
Ventilation	3,60	
Materials	3,16	
Color and textures	2,68	
<b>Total</b>	<b>15,52</b>	

**Table 5.52** General evaluation of importance Level of reasons for visiting Armada Life Street

According to general evaluation table and chart of this question (5.52); the most important reason of people to prefer Life Street is shown as ventilation and natural lighting while the least is artificial lighting and color-texture in this areas. It means that the significant point of Life Street that make it attractive for people to spend time there is to be an open area. The second level of this assessment is the materials used in this street.



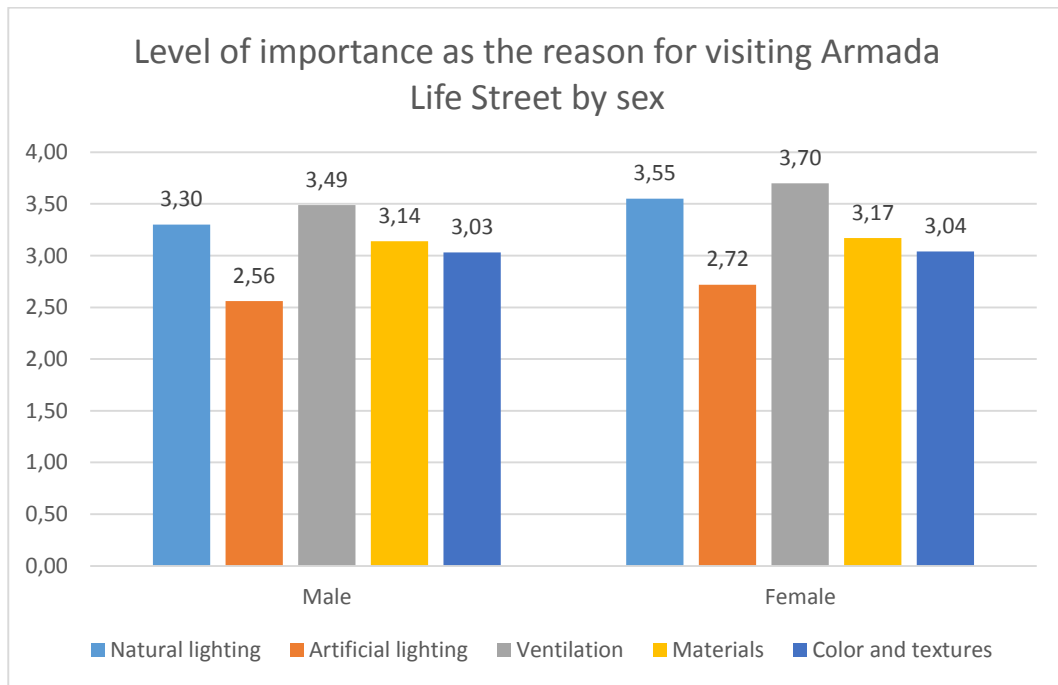
**Chart 5.52** General evaluation of importance Level of reasons for visiting Armada Life Street

Level of importance as the reason for visiting Armada Life Street by sex					
Sex	Natural lighting	Artificial lighting	Ventilation	Materials	Color and textures
Male	3,30	2,56	3,49	3,14	3,03
Female	3,55	2,72	3,70	3,17	3,04

**Table 5.53** Distribution table of importance Level of reasons for visiting Armada Life Street according to gender

Importance level of reasons for visiting Armada Life Street according to gender of participants is described by table and chart (5.53) as bellow;

137 female respondents consider ventilation of Life Street as most important reason to visit Armada with around 4 score and similarity 113 men give almost the same point as women group. Natural lighting and materials have approximately the same value for women (3,2) while for men natural lighting in more important (3,5). Artificial lighting as the least important reason is considered for both group.

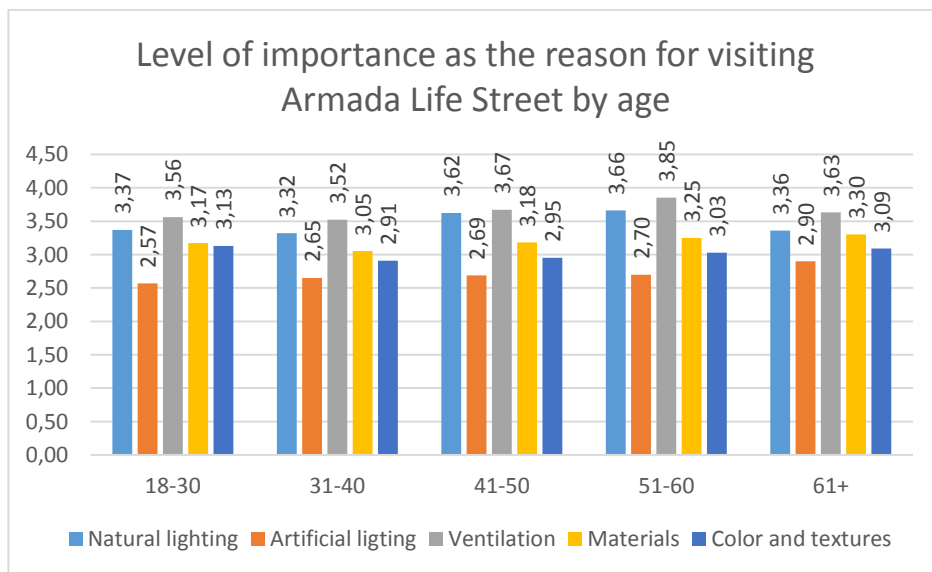


**Chart 5.53** Distribution chart of importance Level of reasons for visiting Armada Life Street according to gender

Level of importance as the reason for visiting Armada Life Street by age					
Age	Natural lighting	Artificial lighting	Ventilation	Materials	Color and textures
18-30	3,37	2,57	3,56	3,17	3,13
31-40	3,32	2,65	3,52	3,05	2,91
41-50	3,62	2,69	3,67	3,18	2,95
51-60	3,66	2,70	3,85	3,25	3,03
61+	3,36	2,90	3,63	3,30	3,09

**Table 5.54** Distribution table of importance Level of reasons for visiting Armada Life Street according to age group

Distribution table and chart of importance Level of reasons for visiting Armada Life Street according to age group reveal that (table and chart 5.54); the highest observation value is belonged to all five aged group (upper than or around 3,5) which is given to ventilation and natural lighting as most important reasons. Similarly, the lowest observation value which is between 2,5 and 3 is given by all groups to artificial lighting. Material and color are considered about 3 for all aged groups. Overall, 250 respondents in every age evaluate all the parameters affect, between important and very important on Life Street attraction to be preferred as an open public and socialization area.

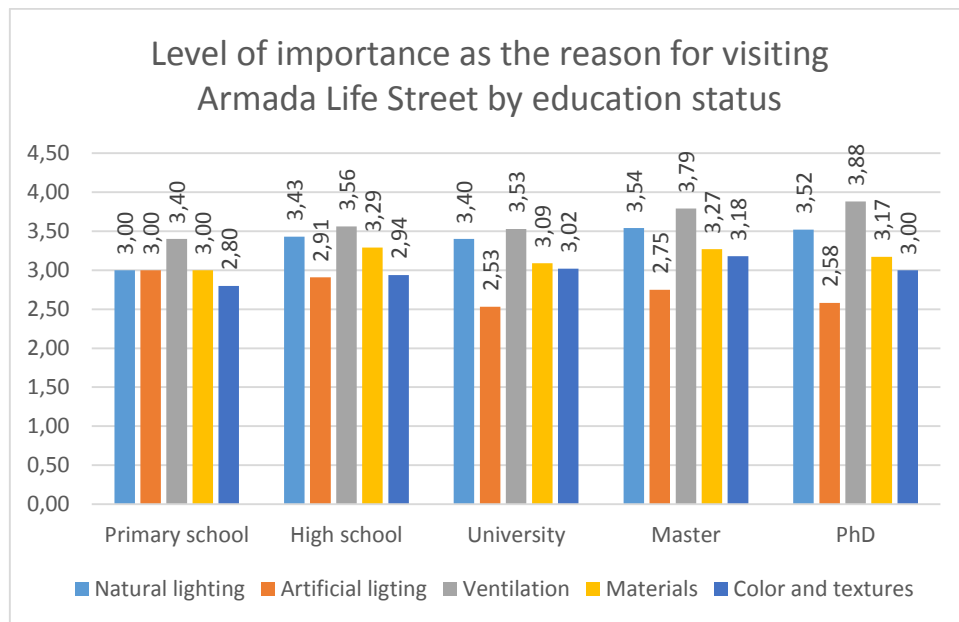


**Chart 5.54** Distribution chart of importance Level of reasons for visiting Armada Life Street according to age group

Level of importance as the reason for visiting Armada Life Street by education status					
Education Status	Natural lighting	Artificial lighting	Ventilation	Materials	Color and textures
Primary school	3,00	3,00	3,40	3,00	2,80
High school	3,43	2,91	3,56	3,29	2,94
University	3,40	2,53	3,53	3,09	3,02
Master	3,54	2,75	3,79	3,27	3,18
PhD	3,52	2,58	3,88	3,17	3,00

**Table 5.55** Distribution table of importance Level of reasons for visiting Armada Life Street according to education status

The evaluation of importance Level of reasons for visiting Armada Life Street according to education status table and chart demonstrate that (table 5.55-chart 5.55); the highest score is given to ventilation of Life Street by PhD and master graduated group as 3,8 that shows the importance of open public areas. University, high school and also primary school graduated participants consider ventilation as the significant reason of going to Armada Life Street. Natural lighting is taken as the second level of importance into account for all of the groups. The lowest point is given to artificial lighting of Life Street by PhD and university graduated respondents (2,5).



**Chart 5.55** Distribution chart of importance Level of reasons for visiting Armada Life Street according to education status



### 5.3.3 The Analysis of Aesthetic and Psychological Questions

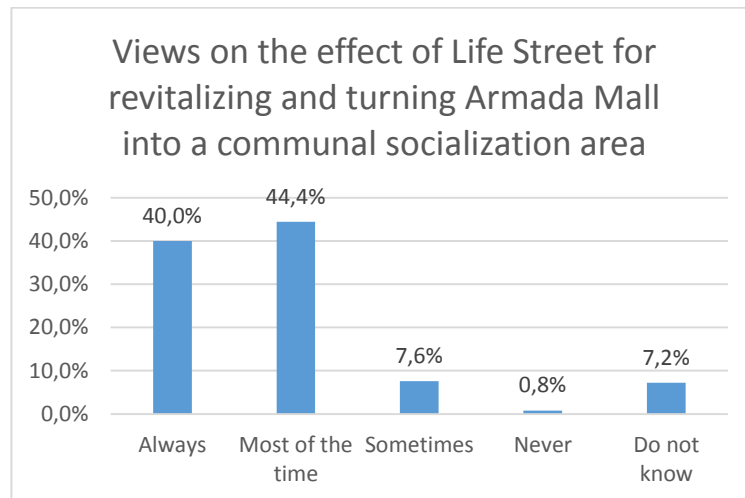
Considering the survey findings of question 18 and 19 which reveal the aesthetic and psychological needs of shopping areas as public places, the following results obtained:

- **Question 18.** Views on the effect of Life Street on revitalizing and turning Armada Shopping Center into a communal socialization area

<b>Views on the effect of Life Street on revitalizing and turning Armada Mall into a communal socialization area</b>		
	<b>Total</b>	<b>%</b>
<b>Always</b>	100	40,0%
<b>Most of the time</b>	111	44,4%
<b>Sometimes</b>	19	7,6%
<b>Never</b>	2	0,8%
<b>Do not know</b>	18	7,2%
<b>Total</b>	<b>250</b>	<b>100%</b>

**Table 5.56** General evaluation of Life Street effects on Armada Shopping Center revitalization

The general evaluation table and chart (5.56) of Life Street effects on Armada Shopping Center revitalization indicates that; approximately 85% of participants respond positively to this question and believe on the importance of Life Street in turning Armada Shopping Center into a communal socialization area. 18 of 250 respondents don not have enough information or opinion in this regard. It can be said that no one reply on Ineffectiveness of Life Street on revitalization Armada.

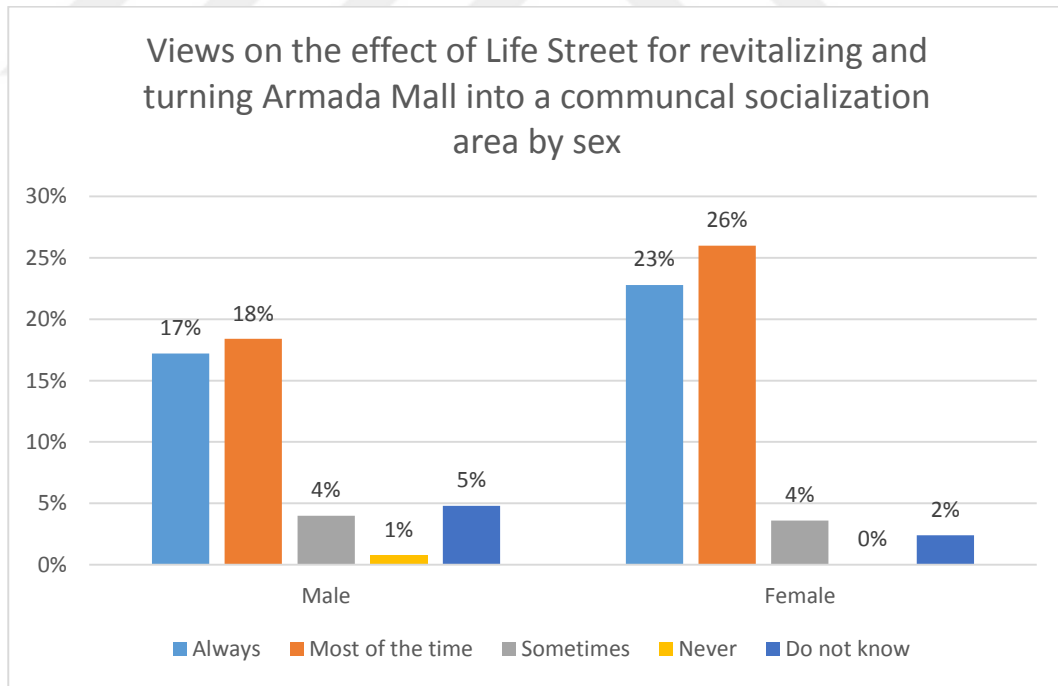


**Chart 5.56** General evaluation of Life Street effects on Armada Shopping Center revitalization

Views on the effect of Life Street on revitalizing and turning Armada Mall into a communal socialization area by sex						
Sex	Always	Most of the time	Sometimes	Never	Do not know	Total
Male	43	46	10	2	12	113
Female	57	65	9	0	6	137
<b>Total</b>	<b>100</b>	<b>111</b>	<b>19</b>	<b>2</b>	<b>18</b>	<b>250</b>

**Table 5.57** Distribution table of Life Street effects on Armada Shopping Center revitalization according to gender

Considering distribution table and chart of Life Street effects on Armada Shopping Center revitalization according to gender (5.57); from 250 respondents, 122 females and 89 males believe in the crucial impacts of Life Street in Armada’s development which show the ratios of 44% and 40%. The same percent of men and women have an idea of sometimes by 4% for each group. The number of men who do not have idea in this object are double of women.



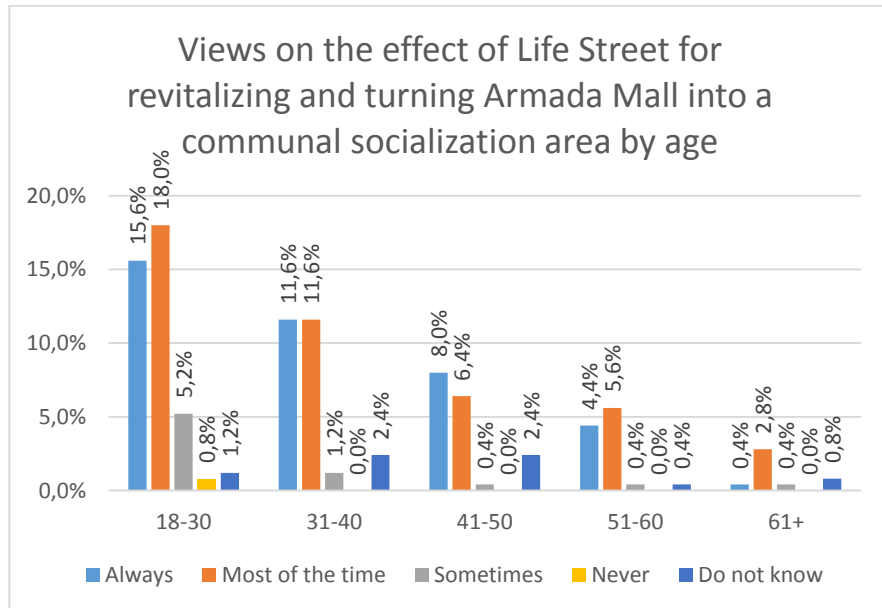
**Chart 5.57** Distribution chart of Life Street effects on Armada Shopping Center revitalization according to gender

Views on the effect of Life Street on revitalizing and turning Armada Mall into a communal socialization area by age						
Age	Always	Most of the time	Sometimes	Never	Do not know	Total
18-30	39	45	13	2	3	102
31-40	29	29	3	0	6	67
41-50	20	16	1	0	6	43
51-60	11	14	1	0	1	27
61+	1	7	1	0	2	11
<b>Total</b>	<b>100</b>	<b>111</b>	<b>19</b>	<b>2</b>	<b>18</b>	<b>250</b>

**Table 5.58** Distribution table of Life Street effects on Armada Shopping Center revitalization according to age group

Table and chart of frequency of Life Street effects on Armada Shopping Center revitalization according to age group is evaluated as follows (5.58);

The highest observation value which is belonged to 18-30 aged group show that 18% of people believe that Life Street most of the time have been positive effect on development of Armada Shopping Center. 15,6% of this group are in favor with every time effect. As the lowest value of this group, 2 person said that Life Street have no effect of revitalization of Armada. 31-40 aged group have equal percent for positive answers as 11,6%. The other groups consider Life Street positively by about 26% in total.



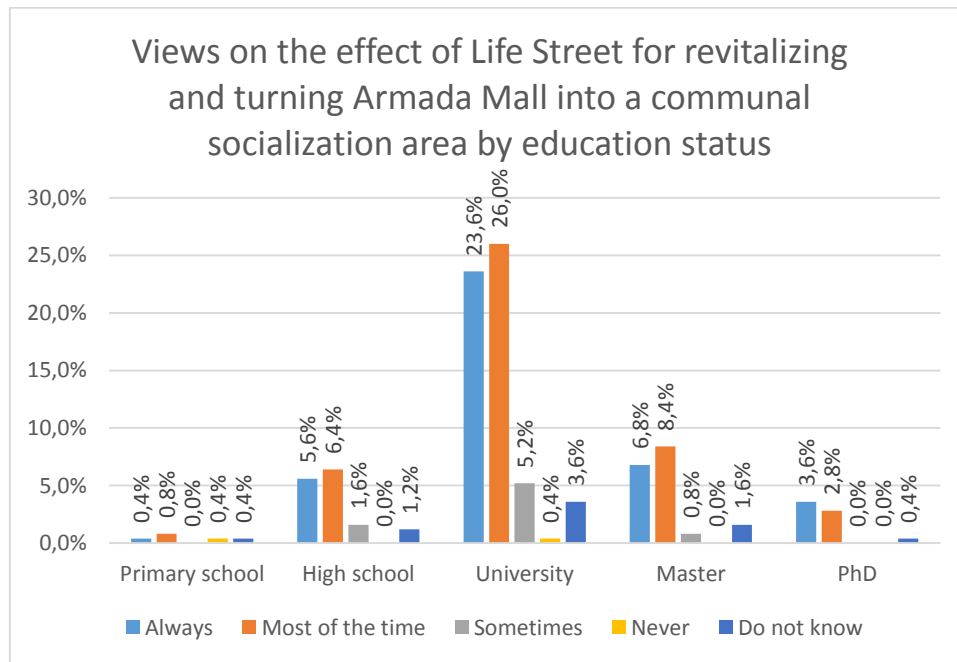
**Chart 5.58** Distribution chart of Life Street effects on Armada Shopping Center revitalization according to age group

Views on the effect of Life Street on revitalizing and turning Armada Mall into a communal socialization area by education status						
Education Status	Always	Most of the time	Sometimes	Never	Do not know	Total
Primary school	1	2	0	1	1	5
High school	14	16	4	0	3	37
University	59	65	13	1	9	147
Master	17	21	2	0	4	44
PhD	9	7	0	0	1	17
<b>Total</b>	<b>100</b>	<b>111</b>	<b>19</b>	<b>2</b>	<b>18</b>	<b>250</b>

**Table 5.59** Distribution table of Life Street effects on Armada Shopping Center revitalization according to education status

Distribution table of Life Street effects on Armada Shopping Center’s revitalization according to education status (table 5.59-chart 5.59) could be described as below;

More than the half of respondents (129 persons) with university degree, reply on positively as “always” and “most of the time” answers. Almost all of the PhD graduated participant have positive idea about the effect of Life Street on Armada’s development. The highest persons with no idea is belonged to university graduated group who are the half of them.



**Chart 5.59** Distribution chart of Life Street effects on Armada Shopping Center revitalization according to education status

- **Question 19.** What are the other factors that lead you to prefer “Armada Life Street” outside the above mentioned topics?

Last question of survey as an open-ended question ask people about their preferences reasons of “Armada Life Street” as a public space space to spend time. 98 of 250 respondents answer this question that their comments could be classification as below;

1. Being an open public space; people tend to wandering in open environment with fresh air and green areas. To be bored of closed shopping places have been willing people to prefer open public areas.
2. Apart from shopping activity; can be used before and after shopping independently as a restful and relaxing environment.
3. Being vivid and dynamic with diversity and more location
4. Location; to be at the center and provide convenient transportation options
5. To be as a meeting point; for coming together and communal socialization.
6. Different activities; like concert and exhibitions in this street.
7. Security of the area
8. Quality of restaurant, cafes, food and also the people who prefer this area.
9. Parking and valet parking facilities
10. Smoking free area

#### **5.3.4 The Analysis of Hypothesis**

Specific regression analyzes were performed by SPSS 21.0, to evaluate hypothesis testing and determination of significance levels.

**H1: There is a meaningful relationship between people's socialization preferences and public space preferences.**

The significance level between the public space preferences of people for to socialize and spend time (Q5) as a dependent variable, indoor and outdoor shopping center preferences

(Q6, Q7) and level of satisfaction with open public spaces in their locality and neighborhood (Q8) were examined as follows;

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33,376	3	11,125	5,737	,001
	Residual	477,024	246	1,939		
	Total	510,400	249			

**Table 5.60** Chi-square test for people's socialization and public space preferences

Considering that people's preference for public space to entertain and spend time is a dependent variable, the results that will be appeared by testing different independent variables are statistically significant.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,005	,352		8,550	,000
	@6	,087	,056	,096	1,545	,124
	@7	,174	,048	,222	3,578	,000
	@8	-,086	,092	-,058	-,933	,351

**Table 5.61** Chi-square test for people's socialization and public space preferences

According to table 5.64; there is a statistically positive and high level of meaningfulness between public space preferences and shopping center preferences for people to enjoy and spend time. In other words, in order to socialize and spend time, the preference for public space and the shopping areas are related favorably.

**H2: There is a meaningful relationship between people's socialization preferences and open shopping areas preferences.**

The significance level between people's open shopping areas preferences (Q6) were considered as dependent variables, and satisfaction from open public spaces in the neighborhood (Q8) and the tendency to go to shopping centers with open space (Q16) were examined.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,849	2	2,924	1,173	<b>,311</b>
	Residual	615,767	247	2,493		
	Total	621,616	249			

**Table 5.62** Chi-square test for people's socialization and open shopping areas preferences

Considering that people's open shopping street preferences are dependent variables, the results that will emerge from testing with different independent variables, are not statistically significant.

**H3: There is a meaningful relationship between the preference of people to go to shopping center and the being of open area in that place.**

The level of significance between the open shopping area preference (Q6) and the shopping center usage reasons (Q14, Q7) has been examined by considering the tendency to go to a shopping center as only open space (Q16) as a dependent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,490	2	,245	1,907	<b>,151</b>
	Residual	31,734	247	,128		
	Total	32,224	249			

**Table 5.63** Chi-square test for preferences of shopping centers with open area

Assuming the tendency to go to a shopping center only because of it's open spaces as a dependent variable, the result of testing the choice of open shopping area preference and shopping center usage pattern is not statistically significant.

**H4: there is a meaningful relationship between people's socialization preferences and the presence of open space in a shopping center.**

The level of significance between the tendency to go to a shopping center only because it's open space (Q16) and the effect of open space in a shopping center on the communal socialization level (Q18) has been examined.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,033	1	3,033	25,764	,000
	Residual	29,191	248	,118		
	Total	32,224	249			

**Table 5.64** Chi-square test for people's socialization and the presence of open space in a shopping center

Assuming the tendency to go to a shopping center only because it's open space, as a dependent variable, the results that will be revealed by testing with different independent variables are statistically significant.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,956	,044		21,565	,000
	Q18	,103	,020	,307	5,076	,000

**Table 5.65** Chi-square test for people's socialization and the presence of open space in a shopping center

Dependent Variable: @16

Predictors: (Constant), @15c, @17a, @17c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,402	3	3,801	44,638	,000
	Residual	20,775	244	,085		
	Total	32,177	247			

**Table 5.66** Chi-square test for people's socialization and the presence of open space in a shopping center

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,176	,131		16,669	,000
	@15c	,273	,026	,582	10,657	,000
	@17a	-,028	,031	-,053	-,904	,367
	@17c	,005	,036	,009	,151	,880

**Table 5.67** Chi-square test for people's socialization and the presence of open space in a shopping center



According to this, there is a positive statistical significance, between the tendency to go to a shopping center only because it's open space and the effects of open space space in a shopping center on the communal socialization. In other words, the presence of the open area in a shopping center influences the level of socialization of that area positively.

#### 5.4 Section Conclusion

Overall Results	Very high Very significant	High Significant	Undecided Neither / nor insignificant	Low Insignificant	Very Low Very insignificant
Preference of traditional public spaces for socialization (H1)	28%	12%	46%	4%	10%
Tendency to spend time at open public spaces (H2)	4%	16%	62%	14%	5%
Preference of open shopping areas including streets and open spaces at the shopping centers (H3)	30%	21%	13%	26%	10%
Preference of visiting shopping centers that have open spaces (H4)	53%	2%	28%	3%	14%
Tendency to spend time at shopping centers that have open spaces for socialization (H4)	44%	45%	6%	1%	4%

**Table 5.68** Evaluation of research results

1. It is statistically significant that people tend to prefer shopping centers as public space preferences for socializing. There is a meaningful relationship between public space preferences and the preference of closed shopping centers. In this respect, there is no sense in terms of the tendency to spend time in traditional areas (parks, squares, open shopping streets, etc.) expect shopping centers. The above table also shows that 46% of respondents are undecided / unsure about choosing traditional public spaces to socialize.

2. The preferences of open shopping areas as public spaces for socialization, do not give a statistically significant result. According to the table, nearly two-thirds of interviewees are unstable / unregistered in spending time in open public spaces.
3. On the other hand, when shopping centers are considered as an element of socialization; the shopping malls with open spaces are preferred. It seems statistically significant that a shopping mall could be preferred due to the open areas in it. With respect to table 5.68, more than half of the interviewed people prefer shopping centers with open spaces. When the socialization in public spaces is concerned, the preference rate of shopping centers with open space, approaches 90%.

Consequently; shopping areas could be considered as public spaces for spend time and communal socialization. Today's people prefer to find everything in same complex that is why shopping malls are preferred for shopping, entertainment and gathering. On the other hand, people are bored of closed box and indoor shopping centers with out any connection to urban fabric and outdoor areas. People are looking for shopping centers with open areas to spend time. Thus new type of shopping center should be regenerated in order to be a community center for social and recreational activities rather than retail areas. Even though people want to spend time, wander and socialize in the open areas with fresh air, open public spaces such as parks and squares are forgotten and not preferred as much as previous. The most important reason for this could be rapid life conditions, because of the hectic working cultures and lack of time, thus people prefer the complex with cumulative activities (shopping, entertainment, social activities, spend time in open area and etc.) in a same place.

## CHAPTER 6 CONCLUSION

Public spaces of the city have been considered as one of its assets, a social capital that can be used in the social integration of its resident (Madanipour, 2002). As explained in the previous chapters of the thesis, the history of shopping places started in open public spaces. The shopping activity took place in urban public spaces of city with other social activities. The enclosed shopping centers separated the shopping space from the city visually, physically and socially. Shopping areas should be viewed not as a single, unified physical and social entity but as a situation that could be experienced as multiple community's social life and public spaces.

Victor Gruen, an architect rather than a developer, attempted to redesign the modern shopping centers to recreate the complexity and vitality of urban experience that had come to characterize popular images of the city. Gruen identified shopping as part of a larger web of human activities, arguing that merchandising would be more successful if commercial activities were integrated with cultural enrichment and social identity. He saw mall design as a way of producing new town centers or what he called "shopping towns" (Crawford, 2002). His plan improved traffic circulation, separated pedestrian and automobile traffic, and integrated commercial and non-commercial activities by organizing them around multiple plazas and squares.

As Dunham (2011) claimed, the best urban places attract people by the complex and cumulative effect of all of their activities and spaces. Unfortunately, the opposite is more often true of the aggregation of big-box stores, strip malls and shopping centers along suburban commercial strips. Sociologist Ray Oldenburg uses the term of "good place" to describe neighborhood gathering places where local people routinely hang out and socialize. He also calls these social spaces as "third places" and notes that unlike the places of home and work, third places are essential to the growth of social and cultural community identity. In last decades, by reinterpreting an urban fabric inside commercial areas, it aims to recreate the public and communal space outside these centers.

Today, there is a tendency to move away from enclosed places. By definition, inner-city shopping malls are more integrated into urban fabric. For example, the hybrid centers are combining open spaces with enclosed interior space. Furthermore, shopping places are re-becoming public spaces with open and covered streets, a full integration with urban fabric (Coleman, 2007)

Recently, the most of the innovative malls in the world and Turkey are designed to be urban squares or city centers with its street-like atmosphere and ecological/natural approaches in both interior and exterior spaces. New sustainable orders in mall designs are not only a big profit for the environment but also the building itself becomes provident. More open-air spaces and exterior shopping areas are introduced in hybrid type of centers in order to get rid of the feeling of being in enclosed spaces and to attract the customers with alternative spaces, even the enclosed ones aim to have street-like atmosphere. Today's closed shopping areas become the center of mixed-used complexes, like as an urban public space, including many social activities besides shopping. So, they can be considered in the context of heart of communal socialization areas in urban design; integrating into daily city life with lots of alternatives.

The success of a particular public space such as shopping areas and community centers, is not solely in the hands of the architect, urban designer or town planner; it relies also on people adopting, using and managing the space-people make places, more than places make people. It means that people's social and cultural traditions and habits identify the place and lead to the various communal socialization and gathering places.

Historically, shopping malls have been isolated, single-use developments that stand apart from the community. Their exterior presence is typically monolithic and over scaled, with blank architectural forms that are oriented inward-toward vast, climate-controlled shopping arcades and that turn their backs on surrounding neighborhoods. While shopping preferences were becoming more diverse, mall design, are becoming beyond the standards, in some fields such as climate. Customers are now seeking authenticity and a deeper sense of connection to their community, culture, climate, and daily lives. There is any more an emerging preference

for outdoor, street front shopping areas, either in new centers or in older shopping districts, which are better integrated with other daily activities and urban fabric. Using design strategies that reflects the local culture, identity, and environment; developing parks and gathering places that enhance the mall's public function; and providing top-notch infrastructure within the public realm.

Regeneration of contemporary shopping areas according to communal social and cultural expectations aims to updating the old enclosed shopping mall into a more actual type, for example remaking an enclosed mall into an open- air shopping and lifestyle center. Thence, strategies are suggested for regeneration of shopping malls according to recent trends such as; externalizing, mixing and multiplying, adding transit and open areas.

Externalizing, as one of the strategies, means to reintegrate the mall back into the settlement fabric that has grown up around them in recent decades. So, externalizing is: integrating local grids and shopping mall accesses, designing for the pedestrian instead of automobile, finding new ways of utilizing public transit.

These open areas could be used for various purposes such as gathering places with urban furniture, public and social activities for instance open air exhibition, performance and concert.

Mixing and multiplying as another strategy, is leads to diversity in types of shops and scales of shops. Over time shopping malls have grown more and more like each other. So, "mixing and multiplying" different types would offer uniqueness. Accordingly, diversity would provide "sense of place" and vitality.

According the research in this thesis, people actually like to be at outdoors. Open spaces and landscapes can become central organizing and social spaces instead of the leftovers that they have become in recent years. Thus, to create outdoors, the ceiling can be opened or opening terraces, parking area and leftover spaces around shopping malls can be redefined for various activities such as open shopping streets and recreational spaces.

The smoking ban in the world and Turkey became the reason for adding open areas to enclosed public places in last years. The newly designed and constructed shopping malls

have to consider the smoking ban and provide alternative smoking-free open areas. Accordingly, the existing shopping malls are opening terraces or redesigning parking lots and leftover spaces for open-air spaces.

Open street and passage as one of the crucial strategies; is adding community-friendly transit provides pedestrian vitality. Pedestrians not only do shopping but they create the links and conversations that form the core of communities. Pedestrian access is one of the important aspects of integration, which forms a continuous street life from the urban fabric through the shopping mall. Montgomery (1998) states that, “successful urban places are based predominantly on street life, and the various ways in which activity occurs in and through buildings and spaces.” Besides, an integration of urban fabric and shopping mall as an enclosed public space is beneficial for the quality of city urbanity. Additionally, the shopping mall itself becomes a more successful urban public space. So, adding transit (open street and passage) not only provides accessibility, but also increases urban fabric integration of shopping mall socially.

Therefore; the recent strategies for shopping mall regeneration are formed according to recent trends in shopping places design. It could be assumed that the current pattern of shopping center evolution will continue. The urban public space quality of shopping environments will become more and more important.

Consequently, a key factor in the success of new type of shopping centers to be a socialization place rather than retail areas, is a strong reaction against the closed-off, somewhat drab interior spaces of closed-box centers. New projects aim to banish all thoughts of dull, artificially lit interior spaces with the introduction of massive glass roofs and facades, offering a more seamless (uninterrupted) connection between the indoor shopping space and the world outside. Current shopping center projects are focused on creating a fresh indoor atmosphere, either using glass to allow plenty of natural light into the space, or even melding the concepts of internal and external with schemes that flow effortlessly from inside to outside. One step beyond to gain this connection is a combination of both external street and internal center. Shopping centers are striving to make sure that they're seamlessly integrated with town and urban fabric. As a result, new types will emerge which integrate more to urban

fabric, people's socializing requirements and cultural identity of society; thus existing shopping malls will have to regenerate themselves to keep pace with these circumstances and combine between indoor and outdoor space.

The world of retail is changing dramatically, but the shopping centers still can have a central role in urban and suburban societies. They are the heart and soul of communities, the foundation of retail economies, and a social sanctuary for everyone. In recent decades, the concept of the shopping mall, has proliferated across the globe and Turkey. As mentioned previously in chapter 4, the concept of socialization, public space and shopping areas in Ankara after Republic up to present in variety periods have been changed significantly particularly after 2000 years. These changes and developments are causing people to prefer mixed use developments where they can do shopping, social activities, entertainment and spend time in open area all within same place, instead of using different public spaces such as parks, shopping streets, squares and etc.

Now, when people visit shopping center, they are looking for experiences that go well beyond traditional shopping, thus they are seeking every thing in a same complex even if open public spaces for wandering and spend leisure time. Therefore; as it seems the recent strategies for shopping mall regeneration are formed according to recent trends in contemporary shopping centers of Ankara and the current pattern of shopping center evolution is continued. The case study of this thesis (Armada Shopping Center) and Arcadium Shopping Mall are the examples of recent renewal while cafes and restaurants were carried out in open areas in order to ensure indoor-outdoor connection.

<b>Overall Results</b>	<b>Needs of Shopping Centers to be Preferred as Communal Socialization areas</b>				
<b>Functional and Technical Needs</b>	Location	Accessibility	Security	Parking	Design and Decoration
<b>Social and Cultural Needs</b>	Open Public Areas	Fresh Air and Green Areas	A Meeting Point	Different Activities	Areas Apart From Shopping Activity
<b>Aesthetic and Psychological Needs</b>	Spatial Identity Values	Vivid and Dynamic	Restful and Relaxing Environment	Natural Lighting	Quality

**Table 6.1** General conclusion table of the research

As confirmed, the results obtained through data of the field study (Ankara and Armada Shopping Center) and the evaluation results of the hypotheses in chapter 5, could be interpreted that people prefer indoor and outdoor areas together in contemporary shopping centers for socialization. Table 6.1 reveals the general needs of contemporary shopping centers to be preferred as communal socialization areas.



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## APPENDIX 1: Etik Committee Approval Decision



T.C.  
HACETTEPE ÜNİVERSİTESİ  
Rektörlük

Sayı : 35853172/ 431-4229

## GÜZEL SANATLAR FAKÜLTESİ DEKANLIĞINA

Fakülteniz İç Mimarlık ve Çevre Tasarımı Bölümü öğretim üyelerinden **Prof. Dr. Bilge SAYIL ONARAN** danışmanlığında doktora programı öğrencisi **Soufi Moazemi GOUDARZI** tarafından yürütülen “**Mekansal Kimlik ve Alışveriş Alanlarının Toplumun Sosyalleşmesi Üzerindeki Etkisi**” başlıklı tez çalışması, Üniversitemiz Senatosu Etik Komisyonunun **05 Aralık 2017** tarihinde yapmış olduğu toplantıda incelenmiş olup, etik açıdan uygun bulunmuştur.

Bilgilerinizi ve gereğini rica ederim.

Prof. Dr. Râhîme M. NOHUTCU  
Rektör a.  
Rektör Yardımcısı

Hacettepe Üniversitesi  
Güzel Sanatlar Fakültesi  
Kayıt Tarihi : 15 Aralık 2017  
Kayıt No : 2986  
Dosya No : 604.99-115

## APPENDIX 2: Sample Questionnaire Form

### “MEKANSAL KİMLİK VE ALIŞVERİŞ ALANLARININ TOPLUMUN SOSYALLEŞMESİ ÜZERİNDEKİ ETKİSİ.”

**Anketin Amacı:** Hacettepe Üniversitesi, Güzel Sanatlar Fakültesi, İç Mimarlık ve Çevre Tasarımı Bölümü’nde yürütülen “Mekânsal Kimlik ve Alışveriş Alanlarının Toplumun Sosyalleşmesi Üzerindeki Etkisi.” adlı Doktora Tezi Çalışması kapsamında Armada Alışveriş Merkezi “Hayat Sokak” oluşumun mekânsal değerleri ve insanların sosyalleşmesi üzerinde etkilerin araştırılmasına yönelik özgün bir çalışma yapılması hedeflenmektedir. Bu çalışma için Hacettepe Üniversitesi Etik Kurul Komisyonu’ndan gerekli izinler alınmıştır.

Anket formundan elde edilen bilgiler istatistik amaçlı kullanılacaktır.

Anket formuna adınızı ve soyadınızı **YAZMAYINIZ**.

#### Bölüm 1: Kişisel Bilgiler

1. Cinsiyetiniz: ( ) Erkek ( ) Kadın
2. Yaşınız: ( ) 18-30 ( ) 31-40 ( ) 41-50 ( ) 51-60 ( ) 61+
3. Eğitim durumunuz: ( ) İlköğretim ( ) Lise ( ) Üniversite ( ) Yüksek Lisans ( ) Doktora
4. Ankara’da mı yaşıyorsunuz? ( ) Evet ( ) Hayır

#### Bölüm 2: Sosyal ve Kültürel gereksinimler ile ilgili Sorular

5. Eğlenmek ve vakit geçirmek için hangi kamusal alanları tercih edersiniz ?

- ( ) Park ( ) Meydan ( ) Açık Alışveriş Caddeleri ( ) Kapalı Alışveriş Merkezleri ( ) Hepsi

6. Açık alışveriş caddeleri neden tercih edersiniz?

- ( ) Temiz hava ( ) Açık alanda dolaşım ( ) Doğal aydınlatma ( ) Etraftaki diğer kamusal ve sosyalleşme alanları ( ) Hepsi

7. Kapalı alışveriş merkezleri neden tercih edersiniz? ( ) Bütün mağazaların bir arada olması

- ( ) Otopark ( ) Yemek alanı ( ) Eğlence alanların bulunması ( ) Hepsi

8. Yakın çevre ve mahallenizdeki açık kamusal alanlardan memnun musunuz?

- ( ) Her zaman ( ) Genellikle ( ) Kısmen ( ) Nadiren ( ) hiç

9. Ne sıklıkla Armada Alışveriş Merkezine gidiyorsunuz?

- ( ) Her gün ( ) Haftada 2-3 kez ( ) 2-3 haftada bir ( ) Ayda 1 ( ) 2-3 ayda bir

10. Genelde Armada Alışveriş Merkezine Kiminle gidiyorsunuz?

- ( ) Yalnız ( ) Aile ( ) Arkadaşlar ( ) Eş ( ) Hepsi

11. Armada Alışveriş Merkezi’ne nasıl erişiyorsunuz?

- ( ) Yürüyerek ( ) Bisiklet/ Motosiklet ( ) Kişisel araç ( ) Toplu taşıma ( ) Hepsi

12. Genelde Armada Alışveriş Merkezi’nde ne kadar zaman geçiriyorsunuz?

- ( ) En fazla 1 saat ( ) 2-3 saat ( ) Yarım gün ( ) Tüm gün ( ) Hepsi

13. Armada Alışveriş Merkezi’ne ne zamanlar gitmeyi tercih edersiniz?

( ) Sabah ( ) Öğlen ( ) Akşam ( ) Gece ( ) Hepsi

### Bölüm 3: İşlevsel ve Teknik gereksinimler ile ilgili Sorular

14. Armada Alışveriş Merkezini hangi amaçla kullanıyorsunuz? ( ) Mağazalar ( ) Hayat Sokak ( ) Eğlence mekanları  
( ) Tasarım ve dekorasyon ( ) Hepsi

15. Lütfen aşağıdaki parametreleri, Armada Alışveriş Merkezine gitme nedeni olarak önem düzeyine göre 1 ile 4 arasında değerlendirin.

	Çok önemli	Önemli	Az önemli	Önemli değil
Ambiyans				
Mağazalar				
Hayat Sokak				
Eğlence mekanları				
İçerdeki Yemek Alanı				

16. Armada Alışveriş Merkezi'ne sadece "Hayat Sokak" için gidermişiniz? ( ) Evet ( ) Hayır

17. Lütfen aşağıdaki parametreleri, Armada "Hayat Sokak" gitme nedeni olarak önem düzeyine göre 1 ile 4 arasında değerlendirin.

	Çok önemli	Önemli	Az önemli	Önemli değil
Doğal aydınlatma				
Yapay aydınlatma				
Havalandırma				
Kullanılan malzemeler				
Renkler ve Dokular				

### Bölüm 4: Estetik ve Psikolojik gereksinimler ile ilgili Sorular

18. Armada gelişiminden sonra, "Hayat Sokak" oranın canlandırması ve sosyalleşme alana dönüşmesinde etkili midir?  
( ) Her zaman ( ) Çoğu zaman ( ) Bazen ( ) Hiç ( ) Bilmiyorum

19. Armada Hayat Sokağını yukardaki belirtilen konular dışında tercih etmenize neden olan diğer unsurlar nelerdir?

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

Katılımınız için teşekkür ederiz.

## APPENDIX 2: Sample Questionnaire Form

### “SPATIAL IDENTITY AND REFLECTION OF COMMUNAL SOCIALAZITION ON THE TOPIC OF SHOPPING AREAS IN TURKEY.”

#### Section 1: Personal Information

1. Gender: ( ) Male ( ) Female
2. Age: ( ) 18-30 ( ) 31-40 ( ) 41-50 ( ) 51-60 ( ) 61+
3. Education Status: ( ) Primary school ( ) High school ( ) University ( ) Master ( ) PhD
4. Do you live in Ankara? ( ) Yes ( ) No

#### Section 2: Social ve Cultural Needs

5. Which kind of public spaces do you prefer for your leisure time?  
( ) Park ( ) Squire ( ) Open Shopping Streets ( ) Shopping Centers ( ) All of them
6. Why do you prefer open shopping streets?  
( ) Fresh air ( ) Wandering in open area ( ) Natural lighting  
( ) Other public spaces around ( ) All of them
7. Why do you prefer closed shopping centers? ( ) All stores are together ( ) Parking ( ) Dining area ( ) Recreation areas ( ) All of them
8. Are you satisfied with the open public spaces in your immediate surroundings and locality?  
( ) Always ( ) Usually ( ) Partially ( ) Rarely ( ) Never
9. How often do you go to Armada Shopping Center?  
( ) Every day ( ) 2-3 times a week ( ) Every 2-3 weeks ( ) Once a month ( ) Every 2-3 months
10. With whom do you usually go to Armada Shopping Center?  
( ) Alone ( ) Family ( ) Friends ( ) Partner ( ) All of them
11. How do you Access to Armada Shopping Center?  
( ) Walk ( ) Bicycle /Motorcycle ( ) Personal vehicle ( ) Public transport ( ) All of them
12. How long do you typically spend at Armada Shopping Centre?  
( ) Up to 1 hour ( ) 2-3 Hours ( ) Half day ( ) All day ( ) All of them
13. what time would you prefer to go to Armada Shopping Center?  
( ) Morning ( ) Noon ( ) Evening ( ) Night ( ) All of them

#### Section 3: Functional and Technical Needs

14. For what purpose do you usually use Armada Shopping Center? ( ) Shops ( ) Life Street ( ) Recreation areas ( ) Design and decoration ( ) All of them

15. Please consider the following parameters between 1 and 4 depending on your level of importance as the reason for going to Armada Shopping Center.

	Very important	Important	Less important	Not important
Ambiance				
Shops				
Life Street				
Recreation Areas				
Food Court				

16. Do you prefer going to Armada Shopping Center only for "Life Street" ? ( ) Yes ( ) No

17. Please consider the following parameters between 1 and 4 according to their level of importance as the reason for going to Armada "Life Street".

	Very important	Important	Less important	Not important
Natural lighting				
Artificial lighting				
Ventilation				
Materials				
Colour and Textures				

**Section 4: Aesthetic and Psychological Needs**

18. After the development of Armada, is "Life Street" effective in revitalizing and turning there into a communal socialization area?

( ) Always ( ) Most of the time ( ) Sometimes ( ) Never ( ) I do not know

19. What are the other factors that lead you to prefer "Armada Life Street" outside the above mentioned topics?

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

Thank you for your participation.

## EDUCATIONAL INFORMATION

### PhD PROGRAMME

September 2013– January 2018

TITLE of THESIS : Spatial Identity and Reflection of Communal Socialization on the Topic of Shopping Areas in Turkey.

2014–2015 Spring Semester

Erasmus Program: Politecnico di Bari University– Italy

### MASTER PROGRAMME

September 2011 – August 2013 (Master) Hacettepe Universitesi – Interior Architecture and Environmental Design

TITLE of THESIS : The Role of Light in Forming Interior Spaces with Evaluation over Compared of Bazaars and Shopping Centers.

### UNDERGRADUATE PROGRAMME

September 2001 – Jun 2005

Tabriz Universitesi– Architecture

Faculty

SOUFI MOAZEMI



Email:  
soufi.moazami@gmail.com



## ARCHITECTURE and INTERIOR DESIGN PROJECTS

2006– 2007

Lale Park, Member of design team and  
Design of urban furniture, Tabriz, Iran

2009 –2010

Artist Grange Project, Design and 3D  
Modeling, Tabriz, Iran

2007 –2008

Residential Building 1, Tabriz, Iran

Residential Building 2, Tabriz, Iran

Entrance Portal of Tabriz Airport, Tabriz,  
Iran

Mehrab Mosque project, Tabriz, Iran

2010 –2011

Memorial for Martyrs of 1942 in Jolfa,  
Design and 3D Modeling, Jolfa, Iran

Shams Memorial Competition,  
Head of Design team, 3D  
Modeling, Tabriz, Iran

2008 –2009

Departmental site and building in Jolfa,  
Design of Landscape and 3D Modeling,  
Jolfa, Iran

Interior Design of Residential Building Project,  
Tabriz, Iran

## SCIENTIFIC STUDIES

### MASTER THESIS

TITLE of THESIS : The Role of Light in Forming Interior Spaces with Evaluation over Compared of Bazaars and Shopping Centers. Soufi Moazemi HACETTEPE UNİVERSİTESİ (2012 – 2013)

### PhD THESIS

TITLE of THESIS : Spatial Identity and Reflection of Communal Socialization on the Topic of Shopping Areas in Turkey. Soufi Moazemi HACETTEPE UNİVERSİTESİ (2015 – 2018)

### HACETTEPE UNİVERSİTESİ BAP (SCIENTIFIC RESEARCH PROJECTS) (2013–2014)

Name of Project (Book): Evaluation of Urfa Halfeti as Sustainable City Model in the Context of Slow City (Citta Slow) Movement.

### HACETTEPE UNİVERSİTESİ BAP (SCIENTIFIC RESEARCH PROJECTS) (2015–2017)

Name of Project: Associate and Analysis of the Reusable Historical Buildings Interior Design on the Topic of Slow City (Citta Slow)

## FİLM

- Light, Silence, Space (20 min)

VII. Istanbul International Architecture and Urban Films Festival, TMMOB Chamber of Architects

Soufi Moazemi, 2013

## ARTICLES

– “The Origin of the Bazaar: Reflections on Topography and Its Potential Role for the Invention of an Alternative Modernity in Shopping areas.”

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Assoc. Dr. Emre Demirel,

Soufi Moazemi (2017-2018)

– Unity of Different Design Decisions Within the Same Place: “SALT GALATA.”

Hacettepe Universitesi Fine Art Faculty, Sanat Yazılar Journal (2016)

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Murat Özdamar, Öznur Karaoğlu Tekin

– “Revive Old City with Contemporary Design; On the Topic of Shopping Areas as Urban Public Spaces.”

3rd ISUFitaly International Congress, LEARNING FROM ROME Historical Cities and Contemporary Design.

Soufi Moazemi, (2016-2017)

– Identity and Meaning of the Space over the Lighting.

İMAS 2017, Interior Architecture Research Symposium, Başkent University, Faculty of Fine Arts Design and Architecture.

Soufi Moazemi, (2017)

– Using Problems of Interior Space in the  
Re-Functionalized Industrial Constructions.

İMAS 2017, Interior Architecture Research  
Symposium, Başkent University, Faculty of Fine Arts  
Design and Architecture

Soufi Moazemi, Esin Fakıbbaba Dedeoğlu,  
Murat Özdamar, Öznur Karaoğlu Tekin 2017)

## TEACHING EXPERIENCE

Part-time Instructor at Tobb University, Faculty of  
Fine Arts, Design and Architecture, (2016-2017)

## CERTIFICATES

–Iran, Tabriz Universitesi,  
Architecture Faculty.

–Ankara, Hacettepe Universitesi, Fine Art Faculty  
Interior Architecture and Environmental  
Design–Master

– Ankara, Hacettepe Universitesi, Fine Art Faculty  
Interior Architecture and Environmental Design–Phd

## SKILLS

- Drawing: Pastel, Marker, Black and White Pencil
- Digital Visualization: 3D Max, V-ray,  
Adobe Photoshop, Studio White Pencil
- Technical Painting: Pastel, Marker, Water base  
colors
- 3D Representative: Polystyrene, wood, paper/  
cardboard.
- Language: Persian (Native language), Turkish (Very  
Good), English (Very Good), Italian (Medium)

# Spatial Identity and Reflection of Communal Socialization on the Topic of Shopping Areas in Turkey.

*Yazar* Soufi Moazemi Goudarzi

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