UNYT

upcycling
retail

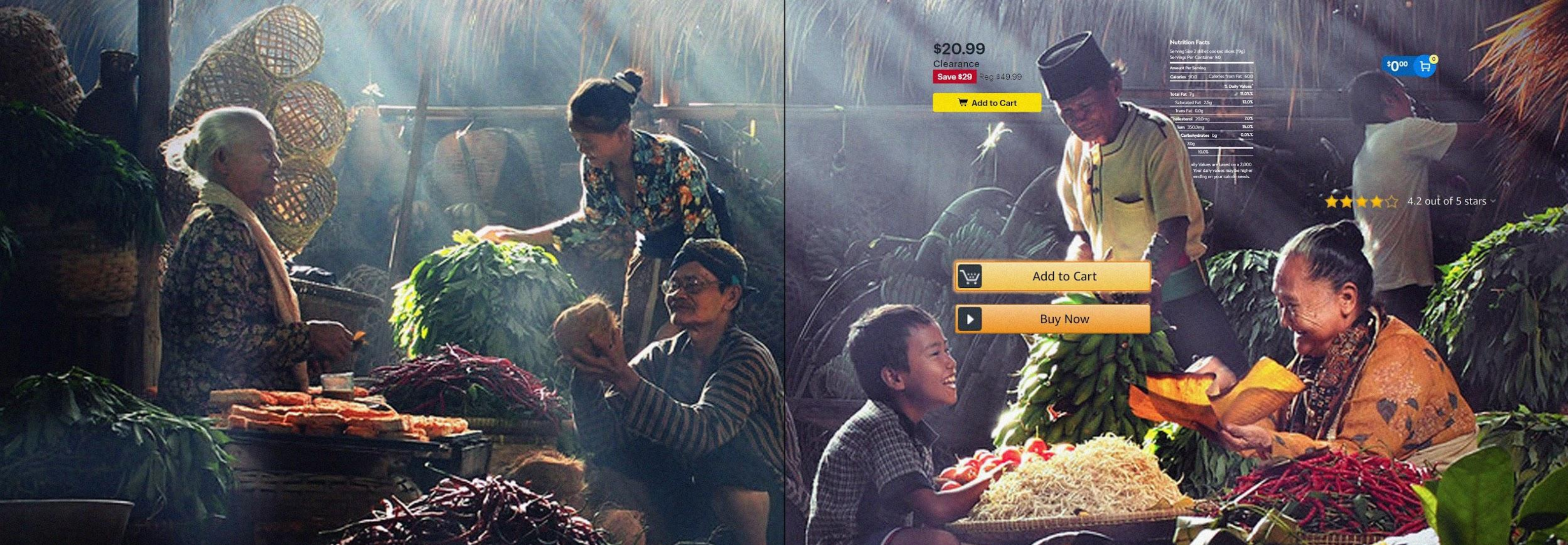*Finding of marketplaces of the future.*

Img 1: The Saint-Hubert Royal Galleries built in 1846

Premise

The world has started moving towards an era of globalization in the wake of technology. This is undoubtedly an ultimate driving force for **economic growth**. The **consumer market** playing a vital role in this is speculated to **increase more than two folds** than the current total per capita consumption in the coming decade. One of the evident causes behind this unprecedented growth is the **rising urbanization and expanding the middle-class population**. Over the next 15 years consumer markets are expected to take **center stage in the global economy.**

The origin of consumer markets can be traced back to merchants and traders, who operated on barter systems in open markets. This had gradually evolved to collective market spaces in ancient times called forums or *agoras*. Subsequently, arcades, department stores, supermarkets, and malls came into the picture.

The concept of a physical store has changed drastically over a century, bringing us to the question as to what is next?

$20.99
Clearance
Save $29 Reg $49.99
🛒 Add to Cart

Nutrition Facts
Serving Size 2 billet cooked slices (74g)
Servings Per Container 90

Amount Per Serving
Calories 910   Calories from Fat 600
                              % Daily Values*
Total Fat 7g   11.0 %
   Saturated Fat 2.5g   13.0 %
   Trans Fat 0.0g
Cholesterol 200mg   70 %
Sum 350.0mg   15.0 %
Carbohydrates 0g   0.0 %
   20g
                  100%
y Values are based on a 2,000
Your daily values may be higher
ending on your calorie needs.

$0⁰⁰ 🛒⁰

★★★★☆ 4.2 out of 5 stars ⌄

🛒 Add to Cart
▶ Buy Now

Img 2: Changing perceptions of retail today - A concept
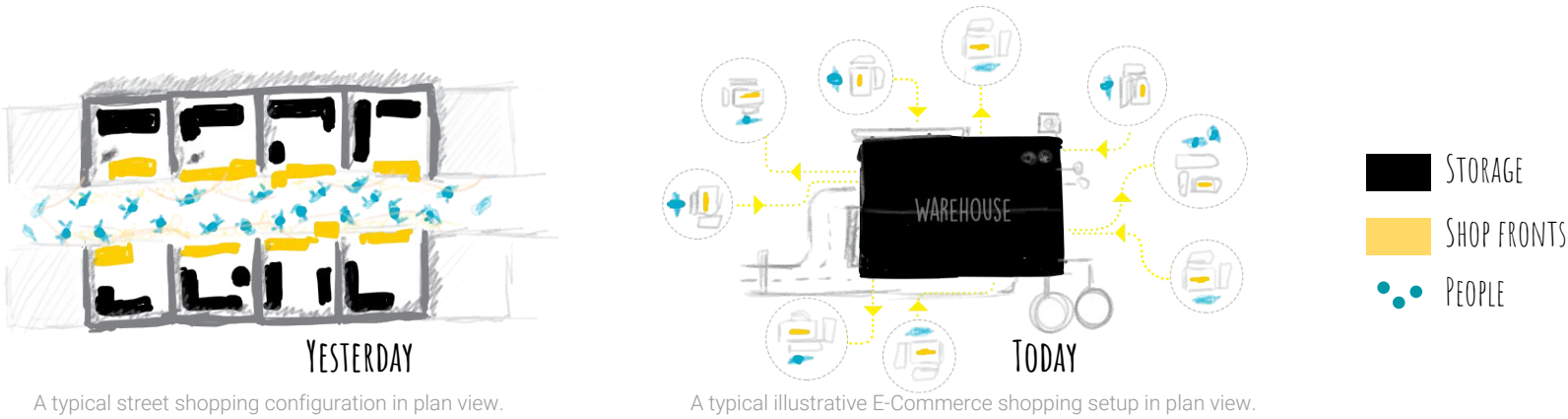
Add to cart

Retailing or Shopping today as perception has progressed prominently in the past decades. We perceive, monthly shopping as online grocery orders today. Whereas something like window shopping has now translated as scrolling over your favourite pair of shoes for hours. Dining out changed to dining in the home thanks to online ordering apps. This form of advancement on the onset of the internet era was inevitable. Going out and buying things in an urban marketplace changed from being an option to a hassle eventually. The value that brick and mortar stores used to offer is slowly taking a back seat.

E-retail paved way for even more convenient methods of shopping, time-saving, and a wider range of options including global products enabling them to thrive to great extents, **but are they becoming a terminal solution to consumer experience?**

Img 3: Inside the World's largest e-commerce company before Black Friday - Credits: Vice

Re-tale

YESTERDAY

A typical street shopping configuration in plan view.

TODAY

A typical illustrative E-Commerce shopping setup in plan view.

■ STORAGE
▬ SHOP FRONTS
•°• PEOPLE

Retail Stores have formed a significant part in shaping **public spaces** as well as defining a neighborhood and its people. It has served the purpose of not only being an **avenue to procure basic necessities but also acted as a sphere for harboring a social spot.** As soon as we entered the realm of the digital age, the popularity of **online shopping services shifted the transactions from physical retail stores to online.** This not only reflected in spending, but our physical spaces began converting to warehouses in prime areas of the city.

Retail fronts, even after being an open junction for exchange of ideas, dialogues, interaction and building our societies are still **struggling to find their place today. But why?**

Img 4: A view of an abandoned Mall

Malls and the City

Malls which began as a collective retail front were housed not only for shopping but were **considered a place for social gatherings** as well. It attracted all user groups of an urban zone, offering them a shopping experience. **They were well lit, accessible, safe, air-conditioned and offered a range of stores** for a shopping venture, but had a limited number of options when it came to social experiences in the past.

As the times changed, people slowly began inclining more towards alternate experiences like cinemas, eateries and leisure activities than shopping. This is where malls tried to extend themselves beyond their original function and had to invest heavily to keep themselves relevant. **An already costly affair, malls became more unprofitable and unsustainable with time.**

This **shifting trend also affected the way people spent their money and time.** It was not only the losing appeal of malls but also the incoming of the digital age that turned people to virtual spaces more (read as facebook groups). During a span of 50 years (1977-2017) the number of shopping malls being built in the USA quadrupled, but they were attracting fewer visitors by every passing year. **The result of this gap was not surprising, and a lot of them were shut down sooner than expected.**
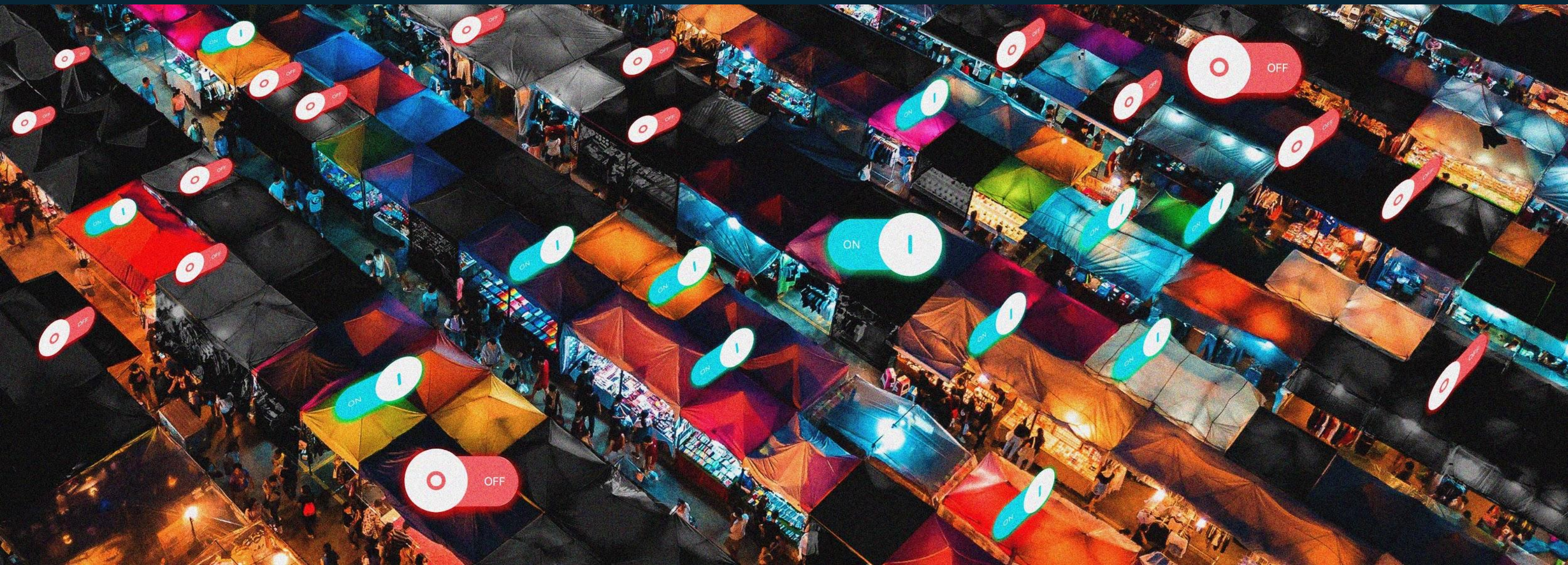
Addressing the rate of development, the future of retail looks highly uncertain. If the digital era is responsible for shaping and reshaping our lifestyle, what is eventually taking a toll is our marketplaces which are being left behind.

How can we change this?

Img 6: A marketplace in action - Dadad Market, Thailand by BTA + OPH)

Brief

Retail Collectives, Malls or Mega Markets were largely the heart of public activity in their peak times. They were successful in delivering an "All under one roof" experience for a certain timespan. However, it is visible that the model is slowly turning obsolete today. This may be attributed to their **rigid design strategy with no room for flexibility** or **lack of comprehension towards changing trends of retail.** These limitations and lacking variety eventually **repelled people** to **other convenient forms of shopping like e-commerce.**

The **battle of online vs offline** gives the perception that these forces are fighting for customers, whereas both are **trying to deliver a better kind of experience to people**.

With a common goal in sight, can these two forces play together instead of playing against each other?

Img 7: A grocery aisle in a departmental store.

The challenge here is to design **a marketplace**, that is more **flexible - evolving - incremental** with **growing trends of retail in the coming future**. Refer to the objectives below to understand design expectations of this challenge:
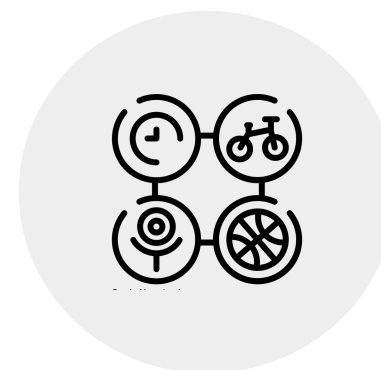
Objectives

Balance

A balance of spaces in terms of profit (business) and non-profit (public) ventures.

Inclusive
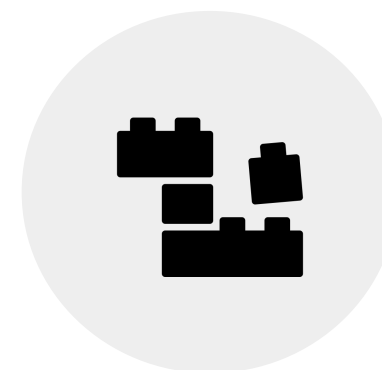
Offers a wide spectrum for spending, accommodating all kinds of sellers and people

Engagement

Has a range of activities for social and physical engagement.

E-Tail Materialized

E-retail brought in physical world through various mediums to deliver better consumer experience.

Agile

Looks at a flexible/evolving/incremental strategy to build a marketplace.

Dixie Square Mall Site, Harvey, Chicago

The site for this new experimental market place is located at the demolished **Dixie Square Mall** site in Harvey. This mall was built in the 20th Century during a phase of a gold rush to build Megamarket places. It was placed on a commercially valuable land on the Dixie highway that connects to Chicago. However, the mall wasn't able to meet its commercial expectations for not more than a decade due to a multitude of reasons. The possible reasons point at an incorrect feasibility study, an incompatible configuration of the market, leading to rising social issues and falling interest of the public. With a series of vandalism and abandonment by various store owners, the mall had to be pulled down. **With the technological assets of today and a better design strategy - how can we craft a better market place that serves as a model for re-thinking falling marketplaces like these around the world?**

Img 9: Few irreplaceable qualities of physical market places - A concept

Program Outline

The following programmatic outline is recommended for this challenge. Participants are recommended to craft a schematic programme based on these given segments or they can propose something altogether new.

Spaces to Shop

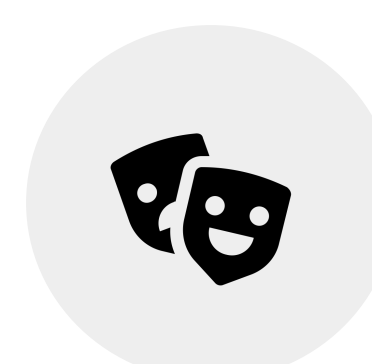The market should have a capacity of **500 - 1000** units of multiple tiers/kinds of shopping.

Spaces for services

Spaces for various services a market place conceptually needs like warehouses, storage, maintenance, etc.

Spaces for mobility

Spaces for various mobility elements like parking, driveways, service routes, etc.

Spaces to recreate

Spaces for activities that give fresher forms of recreation to the audience of today and tomorrow.
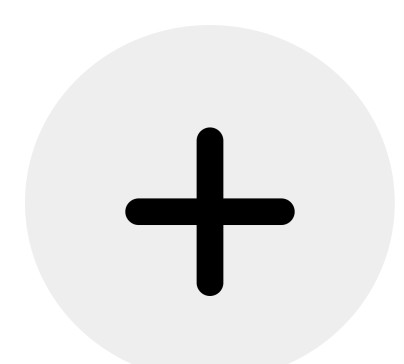
More?

What will be your special ingredient that will make this market outstanding?

Site - Phase 1
207m x 107m

For future phases of expansion
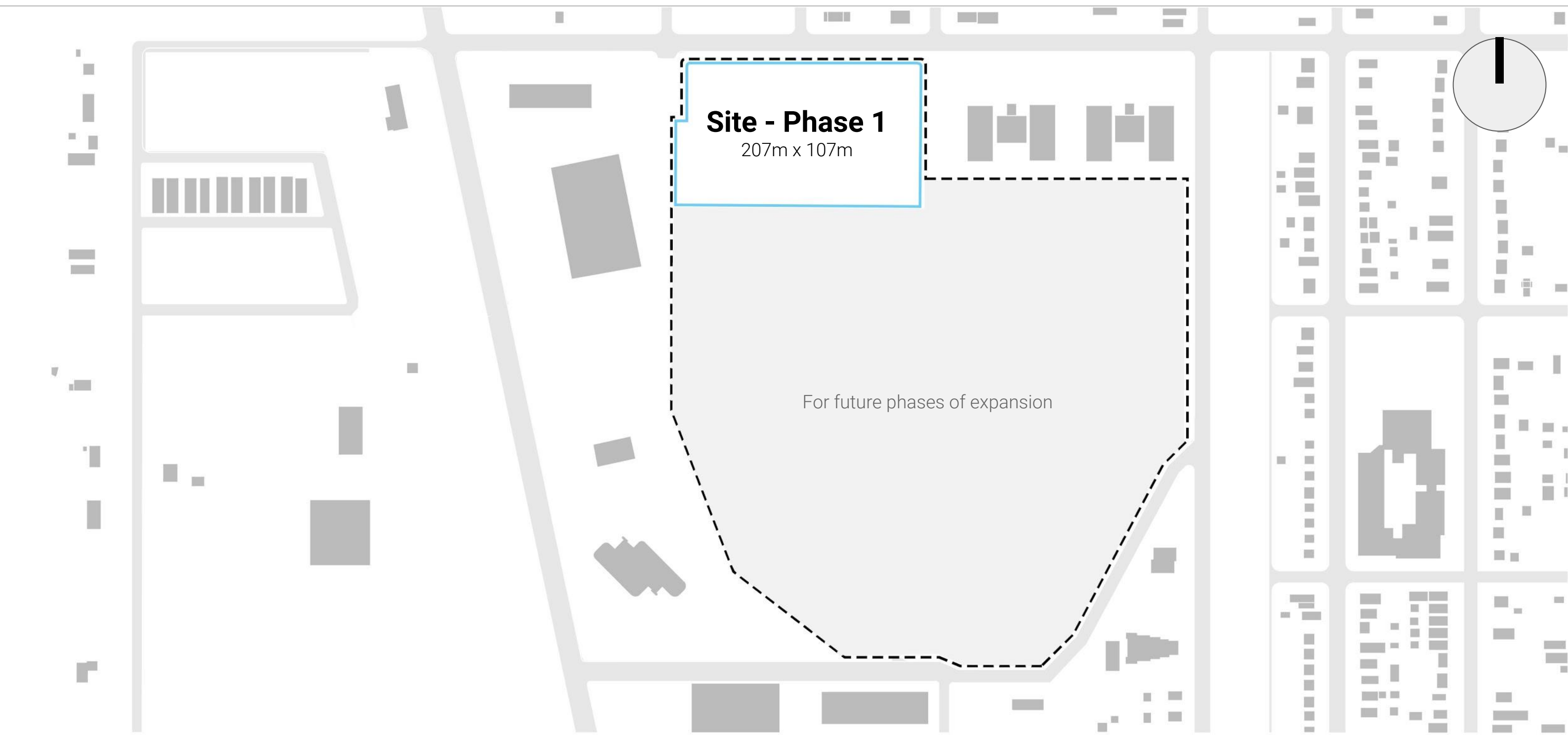
Site Plan

The part of the site chosen for the design challenge is a smaller piece of larger land that housed Dixie Square Mall. This challenge is an experimental form of an alternative market typology that grows incrementally with changing times, trends and demands of people. Participants can consider this part of the land as phase 1 of the development and similarly emulate future phases with the market concept. The evaluation will primarily focus on phase 1 only. However, participants can provision/over provision the growth of the market based on their design strategy.

Area: 22149 m^2
Height limit: 15 m (49.21ft)
Site coordinates: 41°36'46.3"N 87° 40'07.6"W
Ground Coverage : 40% of Built Area

Submission

You have to deliver an architectural outcome on the following site, based on the given outlines.

• A maximum 8 nos. – **5640px x 8640px** sheet in portrait digital format (JPEG)
• Answer 8 FAQ questions in the discussion section as given on the 'additional resources folder'.

This additional resources folder contains: FAQ Questions, High Res maps, Sketchup Model of the site and CAD file of the site plan.

Minimum requisites in the sheets (For a complete submission):
• Site plan (Compulsory)
• Key conceptual sections x 1 (Minimum)
• 3D views x 4
• Cover image/Thumbnail of size 2000 x 1000 px or larger in aspect ratio 2:1..
• Floor plans, images, sketches (if any) can be added to support the entry in the form of additional images.

+ Use exploded views to discus multi levelled conceptual models better.
+ Ensure that the final sheets which are submitted do not include your name or any other mark of identification.
+ Mention sheet number on corner of every sheet.
+ Plagiarism of any idea / form / design / image will be disqualified with a notice.

Registration page here: http://competitions.uni.xyz/upcycling-retail

Submission Deadline: September 25, 2019
Submission closes this day.

Public Voting begins:September 26, 2019
Submitted entries are open for voting.

Public Voting ends: October 26, 2019
Voting ends on this date.

Result Announcement: November 5, 2019
Result day!

Institutional Excellence Award

Trophy & Certificate | For each participating
Studio & Best Entry Respectively
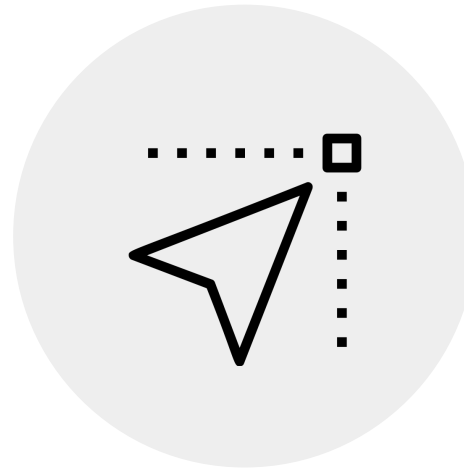For Students only via Institutional Access

Learn more about this award here:
http://about.uni.xyz/institutionalaccess.html

Rewards

Grants of up to a total of **15,000$** can be won on this challenge. Learn more about the full conditions on the competition page here.

Judging Criteria

The entries will be judged by an international jury of the competition - To be announced:

Presentation
The fundamental to a good entry is a good presentation.

Concept/Idea
Quality of thought and intent in pre-design phase.
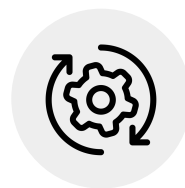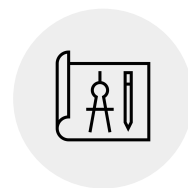
Spaces/Programme
How the spaces are calculated and ordered.
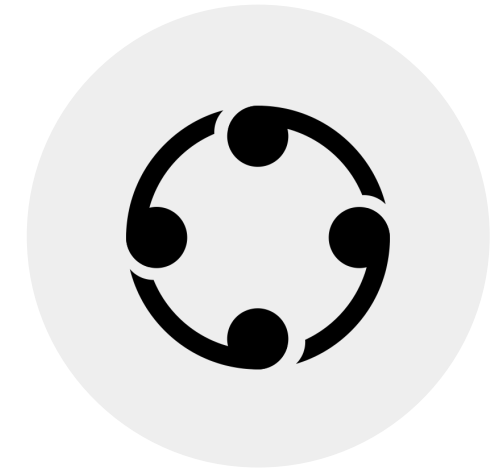
Design Output
The final architectural outcome of the solution.
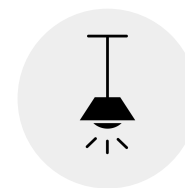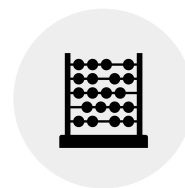
The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criterions first in their design.

About

UNYT

Unyt serves as a part of UNI in the realm of **typological discoveries.** It intends to break the fusion of traditional design barriers and methodologies by making it a platform for experimentation. It embarks on mobilizing ideas where creators can elementally question the buildings we create. It is a research initiative dedicated to providing opportunities for designers from all domains to explore ideas that go beyond the restrictions of usual architectural discourse.

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