

Topological Phenomenology: 4th edition:

Future of Retail: Interaction and Experience Design of Next Generation Shopping Mall

Course Syllabus

Examiner: Ercument Gorgul, (BArch, MA, MSc, MDesS, PhD (cand.), Assoc. AIA, LEED)

Duration: 18 weeks [12.09.2016 – 09.01.2017]

Workload: Personal Tutoring: 1.0 hours/week (*estimated*)
Teaching: 4.0 hours/week
Individual Studies: 9.0 hours/week (*estimated*)

01_Introduction

This graduate studio offered at Tongji University, College of Architecture and Urban Planning (CAUP) during fall term of 2016. The studio course is a follow up from previous semester and serves as a platform for more in depth research on topic of interaction and experience design.

02_Brief

In his article titled: “Future of Shopping”, Darrel Rigby presents that the omni-channel retailing, creation of a multi channel sales experience that takes advantage of in-store and online shopping will be key to future of retail environments as well as converting traditional retail experience something into an entertaining, exciting, and emotionally engaging experience. Taking advantage of current technological enhancements, tapping into potentials of collecting multi-node data, offering more multi-sensory experiences, converging the real and virtual together with targeted and customized content, we might be at the tipping point to enter a new world of possibilities that can push the boundaries of retail experience.

03_Aim

This studio will pickup from the previous year’s studio and focus further on sensory experience of retail environments, where budgets and short schedules drive live content from art exhibitions to open marketplaces to create sensational experiences in order to attract customers and increase revenue. The students will study theoretical texts as well as different methods of analyses to look to current situation of shopping mall and retail environments in Shanghai and develop future oriented scenarios to design a convergent experience for retail environments in the city. Some of the goals include, but not limited to:

- Design and development of experience
- Design of apps integrating online and in-mall experiences
- Design of sensory experience of interior spaces involving interaction
- Design of integrated architectural and electronically enhanced features,
- Design and development of live content inside and outside the mall
- Design and development of back end, facilitating different levels of management

04_ Methodology

The focus will be the K11 shopping mall located at the heart of Central Huaihai Road commercial area. Output will be focused based on 3 main methodologies with no particular order of priority:

- 1) Technology: Speculative look for near future of space with embedded technologies
- 2) Management: Control and design of operations and content that drives the business
- 3) Design: Establishing guidelines and layout for space design to host the technological infrastructure and programmatic content enabling planned and anticipated future events.

05_ Requirements

Students are required to come to studio, attend to guest lectures and listen carefully about the content of the critique, participate on design tasks push their projects. Out of studio time is required for learning the full extend of the lectures, as well as in class participation is essential for discussions.

06_ Calendar

Full calendar TBD

| WEEK | CONTENT | ASSIGNMENT |
|------|---------------------------------|------------|
| 01 | Introduction | |
| 02 | Workshop | |
| 03 | Workshop | |
| 04 | National Day Holiday / No class | |
| 05 | Workshop Review | |
| 06 | Guest Lecture / Studio | |
| 07 | Guest Lecture / Studio | |
| 08 | Guest Lecture / Studio | |
| 09 | Mid-Term Presentation | |
| 10 | Studio / Project development | |
| 11 | Thanksgiving | |
| 12 | Studio / Project development | |
| 13 | Studio / Project development | |
| 14 | Studio / Project development | |
| 15 | Christmas / Workshop | |
| 16 | Workshop | |
| 17 | New Year | |
| 18 | Final Presentation | |

06_ Reading List and References

TBD