

## **Topological Phenomenology: 5<sup>th</sup> edition: Future of Retail**

### **Course Syllabus**

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

Duration: 18 weeks [18.09.2017 – 15.01.2018] 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 2017. The studio course is the 2<sup>nd</sup> year of 3-year cycle design project for a shopping mall environment 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. But what else about space is involved enhancing this experience? Is architecture or spatial experience is disappearing or becoming less important? How much the actual experience interferes with the online experience? How to define the “hardware” and “software” of a space? How much of each needs to be combined to create a memorable experience?

#### **03\_Aim**

This studio will pickup from the previous year’s studio’s topic “intangibles in space” and focus specifically on tectonics and how these enable a sensory experience in retail environments, where endless budgets and short schedules drive the 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 analysis 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.

#### **04\_Methods**

The focus of the studio will be the K11 art mall, located at the heart of Central Huaihai Road commercial area. The aim is to explore the interaction and convergence in the mall by proposing interjections to existing mall environment using elements and tectonics that make space: Walls, ceilings panels, surfaces and others. This course seeks to embrace complexity and develop non-linear design methodologies that operate through algorithms in generating emergent architectural documentations. Successful projects selected by K11 management team might get developed for execution.

#### **05\_Requirements**

Students are required to come to studio 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

*Detailed calendar TBD*

WEEK	CONTENT
01	Introduction
02	Workshop
03	National Day Holiday / No class
04	Workshop
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	New Year
17	Studio / Project development
18	Final Presentation

## 07\_Reading List and References

TBD