

**THE REPUBLIC OF TURKEY
BAHÇEŞEHİR UNIVERSITY**

**SHOPPING MALLS AS A CENTER FOR
SOCIAL INTERACTION:THE NIGERIAN CASE**

M. S. THESIS

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ISTANBUL, 2014

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BAHÇEŞEHİR UNIVERSITY**

THE GRADUATE SCHOOL OF NATURAL AND APPLIED SCIENCES

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Title of the Master's Thesis: The Design of Shopping malls As a Center
for social interaction
Name / Last Name of the Student: Suleiman Kabir
Date of the Thesis Defense: 15.04.2014

The thesis has been approved by the Graduate School of Natural and Applied
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scope, quality and content, as a thesis for the degree Master of Science.

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ABBREVIATIONS

3D	:	Three-dimensional
ICSC	:	International Council of Shopping Centers

1. INTRODUCTION

Shopping center is a place or group of retail units designed and established as one architectural unit. Shopping malls may either be large, small, covered or uncovered with a covered or uncovered vehicular parking. It consists also of different facilities such as food courts, cinemas, services and so others. All these activities are combined under one architectural roof, with interconnecting pedestrian walkways to allow the movement of people from one unit to another. Shopping center do not only provide for the shopping demands of people, they also provide a conducive atmosphere for the people to interact and socialize (Cyril, 2006). Shopping center can be defined as an enclosed space in a large building, usually several floors, having more height than standard buildings, designed within a central hall and might have different kinds of activities such as eateries, food outlet, public areas and media cinemas.

Shopping centers are the representation of traditional markets such as the Agora's of the ancient Greek cities and the medieval piazzas of European cities. They began as a group of open-air spaces arranged along walkways. The idea of shopping centers comes from the United States and afterwards spread to other parts of the world. Today's shopping centers are greatly influenced by the advent of technology. The use of some new building materials and introduction of recreation and entertainment gives shopping malls a new form and a different look. Recreation time has been recognized as a commodity and hence has to be provided for, in the shopping center. Leisure and recreational facilities introduced into the shopping environment include media cinemas, cafes, retail and different forms of entertainment. The integration of entertainment and recreation into shopping changed the initial concept of shopping. Not only the shopping center becomes as place the purchase of goods, it is also known as a leisure place where people of all ages can come for shopping and leisure activities.

This indicates the development of mixed-use spaces, where the people can work, shop and recreate. The creation of shopping centers in the 30 years ago had an indelible impact on the social structures. According to International Council of Shopping Centers (ICSC)

in 1999, the compiled statistics revealed that there were about 43,600 malls with 5.33 billion square feet of retail space over 20 square feet for each American, accounting for almost 100 trillion dollars of sales, about 20 percent of all retail sales, 8 percent of the labor force, and 13 percent of the GNP. (ICSC1999).

1.1 THE SHOPPING BEHAVIOUR ASPECT

Studies on shopping behavior was first recognized through Tauber, a marketing scholar (Tauber, 1972) through finding why do people shop. He found eleven reasons for shopping and proved that these reasons are both leisure and pleasure driven (Milan and Howard, 2007). These findings were further supported by other proves which made shopping considered as leisure and entertainment activity (Mintel, 2000) most especially among youth (Howard, 2007). The behavioral aspects of shoppers are not as the same as it uses to be.

Scholars have been fascinated in having an overview of what make shopping centers appealing spaces. Recent studies confirmed that development in shopping experience by the employment of stimulating trade categories can provide an important attraction in the shopping environment (Ooi and Sim 2007) . Tenant mix and retail image which are similarly critical in enhancing shopping center patronage (Beyard; O'mara, 2006; Coleman, 2006; Hunter, 2006). People mostly of the perception that shopping centers are places only for the purchases of goods, recent activities in the shopping environment is more then just the buying of goods. The visit of shopping mall has become an activity, not just the buying of items, but for leisure, recreation and socialization between one another.

1.2 STATEMENT OF RESEARCH PROBLEM

Shopping centers are urban components of cities, focal points for the exchange of goods and services. There are many activities to do in the modern shopping malls not just the buying of things. Shopping centers offer different activities, like socialization among people, also provide hygienic and secure environment for its users. The idea of Socio recreational shopping, which discovered that shopping centers are important for communicating socially as they are for the purchase of items (Tauber, 1972).

How people with different gender and age have the sense of interacting socially in the in shopping centers?

Is there different types and variety of spaces that inspire social interaction? Is there places that offer leisure and social interaction in the shopping center?

This study aimed to find an answer to this question.

1.3 SCOPE AND LIMITATION

This research is going to be conducted by studying, analyzing how shopping malls in Nigeria provide a case to show shopping, leisure and recreational spaces.

1.4 AIMS AND OBJECTIVES

The purpose of this research project is to examine the effect of leisure and social interactions on shopping centers. This study aims to find answers to the following research questions.

(a) What are the benefits of the presence of social activities, leisure and entertainment in shopping centers?

How do they act as stimulus for social behavior?

The objectives of this research are:

(a) To investigate the amount to which shopping centers act as social spaces for different groups in the society.

(b) To examine the design of shopping centers with respect to social interactions and Behaviors

1.5 RESEARCH METHODOLOGY

This research will employ the variety of techniques for its analysis, such as:

- a. Through review of relevant existing literatures i.e. books, publications, articles, seminar papers, reports and architectural magazines.
- b. Assessment of existing relevant facilities, i.e. case studies this would include making appraisal of existing shopping malls in Nigeria. Drawings and pictures of these shopping centers would be used for this purpose.

2 HISTORICAL DEVELOPMENT

Today, consumption is currently becoming a routine and the shopping centers are the temples of consumption. Shopping centers revives urban surroundings with their multiple functions, various architectural ideas and the advanced architectural solutions they provide. This chapter aimed at examining, analyzing and evaluating the historical evolution of shopping malls by exemplifying from the beginning and tracing evolutions as types.

2.1 EARLY HISTORICAL EXAMPLES

The city can be defined as a complex entity, which that undergo constant modification. The public structures of the city and its living mesh are attached to the places where people live. These in turn are attached together in a rich pretense of contiguity. The city planning gives us a new set of environmental ideas such as the public square, the street, the gates and the defensive wall. It crowds our discussion with a score of building inventions. example, the canal and the granary, the market, shops, bakery, the palace and the bath, restaurants and libraries (Kostof, 1995). The evolution of shopping centers is a social process. The historical periods are organized according to Peter Coleman Rem Koolhaas's historical evolution studies, which both organized the title in order of that social transformation (Coleman, 2007; Koolhaas, 2001)

2.2.1 Ancient Times

When the early people began communication, they started trade by barter method. The methods in which the bartered goods and services are exchanged between one another. The long distance commerce started approximately 15,000 years back (Watson, 2005). The initial trading activities took place in meeting and gathering public spaces (Coleman, 2007).

Figure 2.1 : The image of the Catalhoyuk 5000 BC

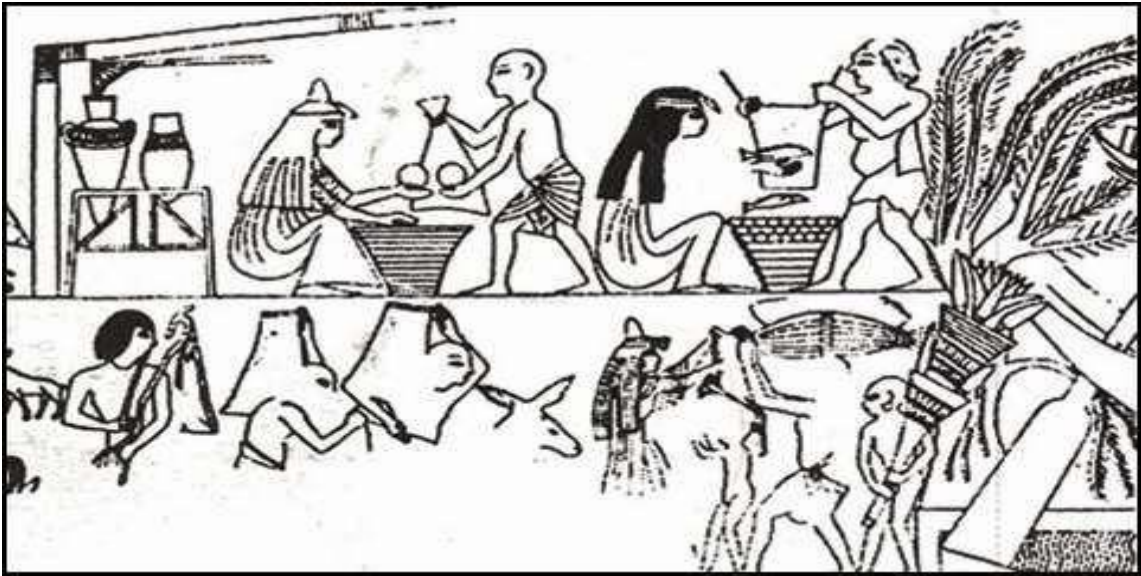


Source: <http://www.catalhoyuk.com/media/photography.html> Accessed September 2013

During the Stone Age period, there was an exchange of Obsidian and Flint that began. In Catalhoyuk, a Neolithic period settlement in southern Anatolia in Turkey 7500-5000 BC (Figure 2.1), there is proof that Obsidian tools were traded for such items as Mediterranean Sea shells and flint from Syria. Jane Jacobs established a new theory in 1969, the theory is called the new Obsidian theory. This theory describes the progress of urbanization in Neolithic ages. She formed a fantasy city and was named as new Obsidian and Catalhoyuk was her model city (Jacobs, 1969), the Obsidian trade exposed the new Obsidian city and the entire city was a functional market place.

The urban revolution is unlike the Neolithic revolution (Kostof, 1995). The city typified a social method and brought a transformation, which was embodied in the interaction of people with each other. As Gruen (1964) cited in Lewis Mumford's book (Mumford, 1964) "The city in history" one of the main purpose of founding and functioning of cities is the bartering of goods. Therefore, trade is one of the purposes for interacting socially with each other that developed urbanization. Despite the fact that trade is expected to have began in the Neolithic period, the original figurative demonstration of market places is shown in Egyptian drawings in 1500 B.C. (Figure 2.2). There is no clear evidence in what a structures or space in which the trading activities took place. (Coleman, 2007).

Figure 2.2 : The Sketch of the Egyptian market (Thebes)



Source: Koolhaas (2001).

Before the origination of money, trade was the state's power. An example is in the Early Egypt, pharaoh wielded complete control of the land and its reserves as the complete monarch of the country. All the People served his workers. They began to trade in tiny scales and used a method of barter system. The ancient Egyptians were unable to conceptualize the usage of money till the late phase of time. Money was then introduced in the 5th century B.C. from abroad.

An Iron Age kingdom of Western Asia (Lydian's) situated in the Turkish provinces of Manisa and Izmir presented the use of silver and gold coin in the 7th century B.C. (Herodotus De Selincourt, 2003) (Figure 2.3). Turkey plays a very important role in the world economic history and Lydian's become the pioneer of the first retail units as permanent structures.

Figure 2.3 : The image of the Lydian Coin in 6th Century B.C.



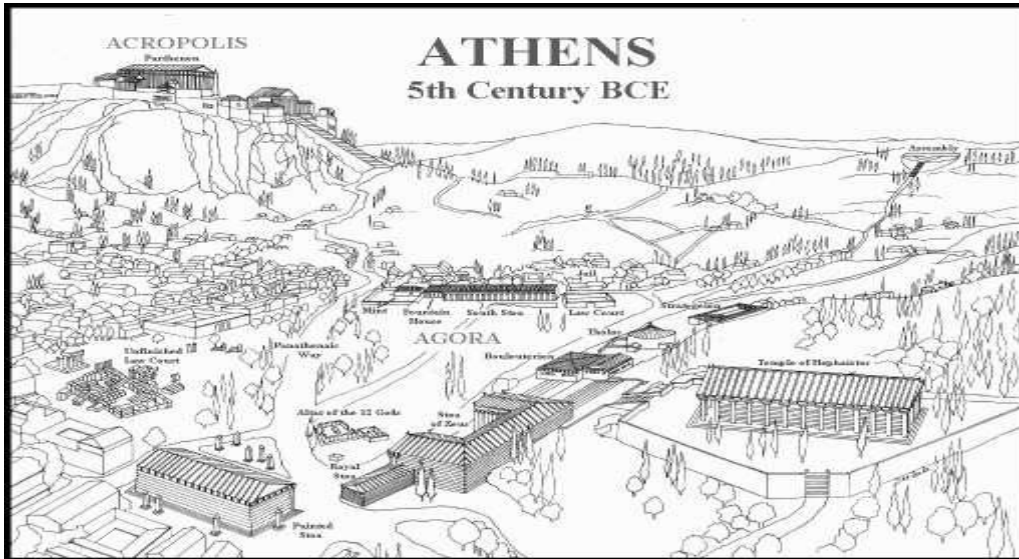
Source: <http://en.wikipedia.org/wiki/Coin>, Accessed September 2013

Chain of retail stores has functioned in China in many centuries B.C. (Koolhaas, 2001). The people of China traded iron, salt, fish, cattle and silk. They outwardly traded goods from China.

2.2.2 The Greek Agora

The Agora serves as an open place of gathering in Ancient Greek Cities. (Mumford, 1961) states that one of the most relevant functions of the Agora is a place for daily formal and informal assembly. During the early period people normally gather in the Agora for military duty weather to listen to announcement of the ruler or the council, later on in early in Greek history in 900-700's B.C. The Agora defined as an open-air public space, just like a tented market place of a city where the traders had their shops and where the craftsmen create and sold their products. (Mark, 2009). According to the Agora was the beginning of modern urban public space (Rubenstein, 1992). Goods were normally spread on mats or on temporary stands to allow other activities to take place during the market days. Public Activities like as debates, casting votes, sporting and exhibitions and public shows took place during the market days. The first trading took place around of the settlement, and so brought the integrated relationships between trading and the core of civilized activities in the middle of the town (Coleman, 2007).

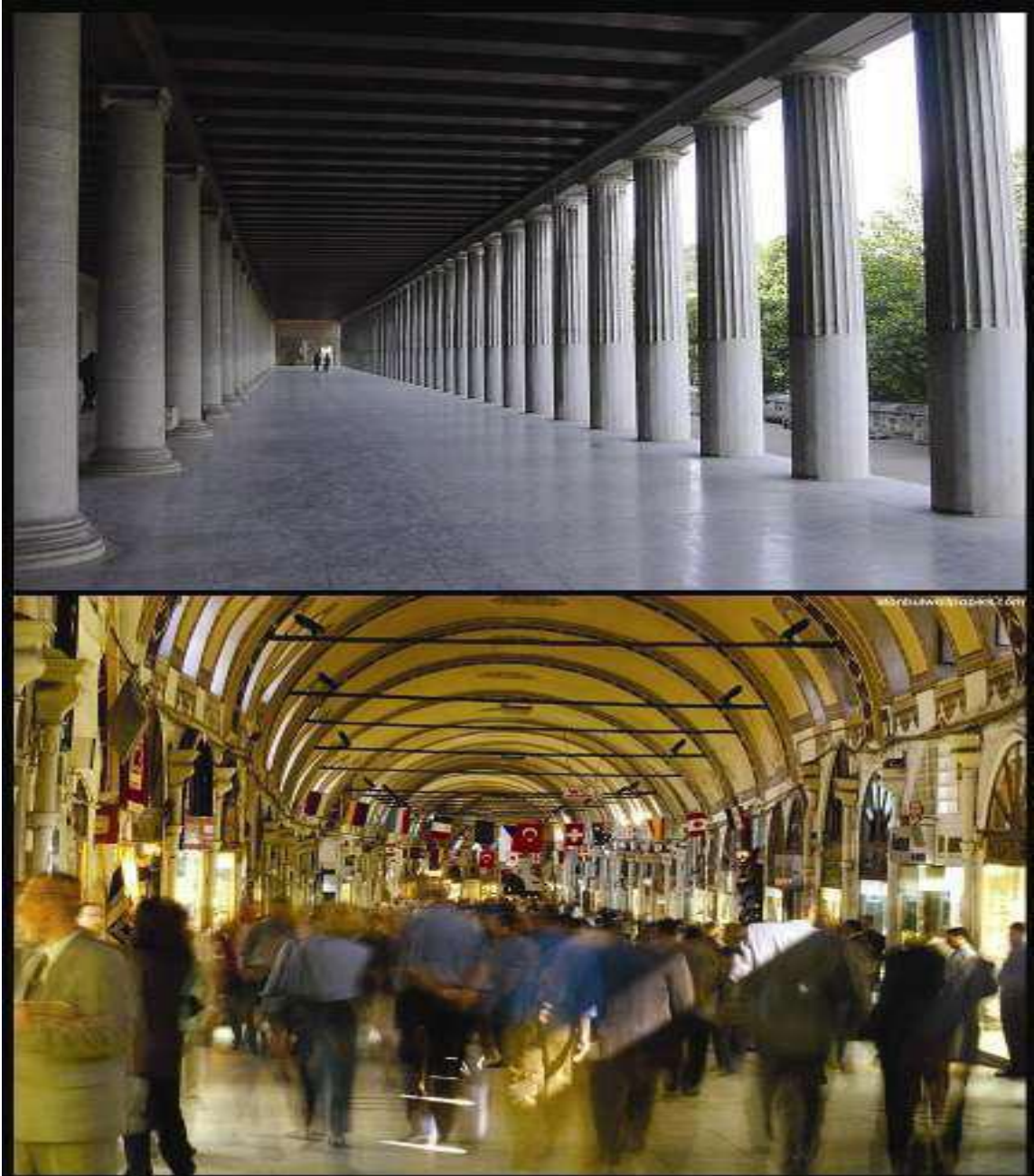
Figure 2.4 : The image of Agora of Athens 5th Century B.C.



Source: <http://socrates.clarke.edu/athens.gif>, Accessed September 2013

The Agora is situated along the intersections of the main streets of the city. Public buildings surround it. (Figure 2.4). The most significant part of the Agora is the Stoa, which encompasses of covered walkways for the public usage. During the Roman and Greek period, large walkways are seen to be the major streets of the cities (Norwich, 1984). In the Ancient Greek, traders display their merchandises under the colonnades of the Stoa. The colonnades were specially chosen for their day-to-day activity (Gruen & Smith, 1960). There wasn't any permanent shop as physically defined market spaces as shops in the Greek Agora. (Mumford, 1961) states that, early, the Greek cities developed in spontaneous way, they are lacking street arrangement. Afterwards, in the early 6th century B.C, new cities began in Greece, which was grounded on orderly plan, named the gridiron, they have a long widespread avenues and standard blocks, and a regular agora bounded by colonnaded streets. The romans adopted the gridiron plan.

Figure 2.5 : The renovated Stoa of Attalos in Athens and Grand bazaar in Istanbul



Source: http://en.wikipedia.org/wiki/File:Stoa_in_Athens.jpg,
http://istanbulwallpapers.com/wpcontent/images/1152/carsilar/GRAND_BAZAAR_KAPALI_CARSI_4_istanbul_wallpapers_1152x864.jpg, Accessed September 2013

According on the system of their planning and functions, Stoa and Agora can be seen as the descendants of the Roman Forum and the Eastern Bazaar (Figure 2.5).

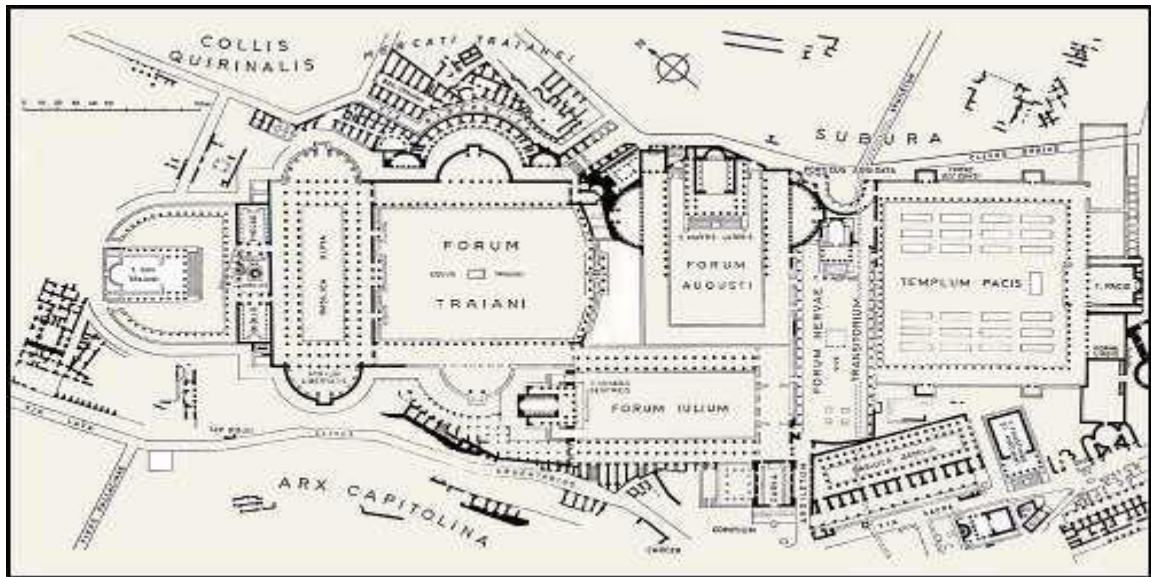
2.2.3 Roman Forum and The Trajan's Market

For many people the roman forum does not act as the core of the ancient city. It is the center of the universe. From the beginning of the empire under Augustus (31 B.C) and for nearly 500 years afterward, Rome ruled with Lacunae what we now called the civilized world. Moving from Scotland to Sahara, from Gibraltar to Euphrates, the entire Roman Empire was in power. Furthermore, Rome becomes the handmaiden of our alphabets, a bellwether of urban society and its legal institutions, and the inventor of departing new prospects in architecture (Smith, 1990). Forum act the public space of an ancient Roman city. It is also the place of judicial and business affairs and the place of assembly. Similar to the Greek Agora, the main cities of the Roman period constitute an open public space as venue for civic life, it is surrounded by the basilicas, bathhouse and some important buildings. Shopping activity took place in both the Forum and buildings (Coleman, 2007).

The Roman forum is situated along a rectangular shaped courtyard and surrounded by shops located along the central axis in between basilica and the capitol (Figure 2.6).

Trajan's market plays a vital role in the evolution of shopping centers (Figure 2.7). The Trajan's market gave a complete new picture for urban design as a innovatory complex of vaulted spaces for marketable and social reasons. Apollodorus of Damascus built the market in AD 100-110 during the emperor Trajan's time. In the middle ages, the complex was then changed by the addition of some floor levels. Trajan's forum was likely to have been one of the first collections of defined shops and was an outstanding arrangement of combined use of buildings. It was the first example of the shops largely under cover and arranged on several levels (Coleman, 2007).

Figure 2.6 : The image of the Forum of Trajan in Rome



Source: <http://webpages.csus.edu/~sac90717/Areas/ImperialFora.html>. Accessed September 2013

The Trojan's forum consists of about 150 shops on different levels. Functions are arranged according to different floors, offices are placed on the upper floors and the lower floor levels consist of shops selling different items.

Figure 2.7 : Trajan's Market today, Rome



Source: <http://en.wikipedia.org/wiki/File:Trajansmarket.jpg>. Accessed September 2013

2.3 MEDIEVAL TO THE 19TH CENTURY

During the fall of the Western Roman Empire in the 5th century, the Western Europe glided back into 500 years of dark ages, including shopping. The large scale retail environment of the retail forum was not re-gained until many centuries later. However trading never ceased and barter became the basis for exchange of goods rather than money. Following the dark ages, the middle ages witnessed the first sustained urbanization of Western and Northern Europe. As a result of this, towns began to prosper again, alongside the castle and abbeys, eventually developing and broadening into trading centers. (Coleman, 2007).

2.3.1 Town Hall and Medieval Market Hall

The town halls and the market were the core of commercial activities of the city. They were situated around the market square in the core of the town, the town hall and the initial markets have two combination of different uses, the ground floor maintained as an open space between the columns and also serve as an extension to the market, the first floor used as administrative space (Figure 2.8). The products exhibited on temporary stands. After some times, the ground floors were changed into a new setup of small sizes shops. This setup of shops facing outward's direction would come to form the basis of shops along the streets in the whole Europe in centuries to come (Coleman, 2007).

The introduction of about 1300 permanent structures began into open market spaces (Morrison, 2004). The island of structures started, as temporary stands arranged along narrow rows dedicated to some particular trades. Domestic buildings took the place of the stands and most of them with time were rebuilt as a complete residential houses. in the 6th century market buildings within Europe were not combined with town halls anymore. Market halls were designed as a unique liner structure to form a group of shops (Coleman, 2007).

Figure 2.8 : Palazzo Del Broletto in Como, Italy – 1215(one of the example of the early medieval market and town hall)



Source: [http:// magazine.hotelstgeorge](http://magazine.hotelstgeorge). Accessed September 2013

2.3.2 The Eastern Bazaar

The eastern bazaar market is a permanent market place, where row of shops on the street are arranged for the exchange of goods and services. The Bazaar is the ancestor for today's supermarket and shopping centers, which came from ancient civilizations. The bazaar developed and transformed in its interior and exterior character, and its purpose did not change. Due to this, the bazaar retains its place in modern society (Figure 2.9).

Figure 2.9 : The image of Istanbul Grand Bazaar Turkey



Source: http://www.newworldencyclopedia.org/entry/File:Istanbul_grand_bazar_3.jpg, Accessed September 2013

The bazaar first developed first in the Middle East in the fourth century, with the significant trade routes due to the constant movement of foreign goods. Important areas of cities with time were designated as areas of trade for the creation of first bazaars. Bazaars were not only used for trade purpose, but also the religious reasons, social activities and financial centers of cities. The early Eastern bazaar contains shops in vaulted streets with closed entrances at each end, with caravanserais linked into the middle of the bazaar. The bazaar has a covered street in small towns whereas in large cities it takes up to a kilometer of passages. There is another key detail in the development of Eastern Bazaar which is different from European Market and town halls, The bazaars are generally have inward looking with the shops facing along covered interior space, whereas the European town halls and market positioned the shops to face outward to the street and squares (Coleman, 2007). The Eastern Bazaar emerged to be reference model of the arcade; it also has also an inward looking plan (Geist, 1985).

2.3.3 Exchange

The stock exchange develops out of the town, the market halls, loggia and the guild house as an additional variation of the general activity of the market. Both with insurance and banking, the idea of the stock exchange presented world trade as a new style of making

business. The use of Shares and credit are its new means. (Geist,1985). During the late 16th century Europe, a new kind of trade building emerged following the town hall and market place. The exchange buildings comprises of different activities, with open stands selling goods on the first floor and commodity trading stalls on the ground floor (Coleman, 2007).

Stock exchange was the first exchange. And also an exchange called Antwerp Stock exchange, which was established in Belgium in 1460. It was the first building in the world designed as a stock exchange and trade exchange. Antwerp was the main trading center in Northern Europe in the early to mid 16th century (Morrison, 2004). Architect Domien de Waghmakere renovated building later. The initial building in 1515 was the model for Royal Exchange of London created in 1565 by Sir Thomas Gresham an Antwerp based trader. In the early times of the Royal exchange of London, the building comprises of collection of stands, for selling luxurious items in the interior space.

2.3.4 The Shopping Street

The street has been defined by Lowe & Wrigley (1996) as a consumption landscape, which is so relevant in experiencing the urban life. During the 18th century, due to the rise of bourgeoisie, the shopping streets emerged in Europe (Koolhaas, 2001). Before the Industrial Revolution the market places in cities were not enough for the evolving trade. Due to this, starting from Italy during the 16th century, and also in Northern Europe during the 17th century, the central streets of cities were arranged with shops and coffee shops, the shops were organized by type into the same street -e.g. Bread Street in London, Milk Street, (Figure 3.13) (Coleman, 2007). The shopping streets are generally organic developments as witnessed in the high streets, where the ground floors of domestic buildings transformed gradually into shops (Beddington, 1991).

Figure 2.10 : The Bread street in London



Source: <http://members.fortunecity.co.uk/naylander/photo/luf/luf23.jpg>, Accessed September 2013

In the development of arcades, the shopping streets are very significant. Afterwards, the separation of traffic between pedestrians and vehicles began and made the concept of shopping street more safe and comfortable and also led to our present day shopping malls (Rubenstein, 1992).

2.3.5 Market Building and Fair

Throughout Europe, Asia and Africa, the great markets and fairs were said as a combination of shopping and some other attractions (Markham, 1998). In Britain, the Romans make the system formal, which already established since before their arrival. The term 'Fair' attached to markets or fairs, originated from the Roman word 'Feria'. And the name for the market originates from the Anglo-Saxon word 'chepping' or 'chipping' which change to the modern day 'shopping'. Towns like the chipping Norton in Oxford shire, England are became evidence of the starts of markets in such places. The 16th century exchange buildings, medieval market halls are the pioneers of the market buildings (Figure 2.9.2).

Figure 2.11 :The Hungerford Market, London, United Kingdom



Source: http://farm3.static.flickr.com/2189/2146943788_b3d9999c34.jpg. Accessed September 2013

During the 18th century, another building with collections of shops operated as the market fair of the 18th century. In the middle age, the farmers, annual country fair and wholesale fairs grew into a larger fairs that gradually separated into specialty fairs (Geist, 1998).

Figure 2.12 : Foire St. Germain, Paris, France in the 18th century.



Source: <http://sitelully.free.fr/foire2.jpg>

One of the examples of the 18th century fair is the Foire St. Germain of 1786, which served as a traveling fair and situated at the gates of the city of Paris. The shops were arranged into a network of pedestrian open streets in which each street represents a particular a type of trade. This fair became well known for its luxury goods and provided many kind of entertainment for its visitors such as gambling in the saloons, dancing,

exhibitions, performances and singing. The fairs comprises of another type of compatibility between shopping, entertainment and leisure (Coleman, 2007).

Today the fair of Foire St. Germain hosts different kind of events every year. This includes theatre performances and exhibitions by emerging artists to cultural shows and lives concerts. (Morrison, 2004). As the fair's importance as trading centers disappears, so is the importance of fairs as places of entertainment grew (Morrison, 2004). up to the mid 19th century, many fairs became travelling funfairs that still exist.

2.4 THE FIRST GENERATION OF PLANNED SHOPPING

A new generation of planned collections of retail and new types of shops began to develop in the development of shopping. The structures developed as independent buildings in priority for shopping (Mackeith, 1986),(Geist,1985), a large number of the capitalist methods of organizing retail trade has resulted in different forms of buildings, like; the arcade, the magasin de nouveaute, the bazaar, and at the end the department store. (Geist, 1985), the arcade is only the connotation of shops where the others are extended shops, the concentrated form of retail trade.

2.4.1 Arcade

The street environment of the major cities became increased, busy and with crowds of horse carriages. Society extended the quality of the available public spaces. The new pedestrian walkways formed by the arcade provide a convenient and safe place, away from the busy roads, which encouraged social promenading (Coleman, 2007).

(Amendola, 2006) The arcade is a breakthrough 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 (Amendola, 2006). This also shows that the public life reached its peak in the 19th century (Geist, 1985).

Arcades both reflect and encourage the Utopias projected by the social visionaries of the 19th century with their steel and glass design. This was a turning point in the architectural history, embodying the creative expression of a new world (Benjamin, 1999).

Arcades appeared to be the first buildings roofed with iron and glass, was also used as a model for the roofing of greenhouses, rail stations and market places (Salvadori, 1990). Throughout the 20th century, city planners and developers began designing large enclosed shopping centers. However, the 19th century shopping arcade had by 1970 turned into a historic buildings. These have never completely vanished and the corridors of the shops have continued to utilize small areas of land (Mackeith, 1986).

2.4.2 Magasin de Nouveaute, Bazar and Departmental Store

The departmental store trends to replace the church (Lancaster, 1995). It matches to the religion of the cash desk of beauty, coquetry and fashion. Women go there to pass the hours they used to go to the church: an occupation, a place of enthusiasm where they struggle between their passion for clothes and the thrift of their husbands; in the end, all the strain of life with the hereafter of beauty” (Zola, 1883 cited in Lancaster, 1995).

(Geist, 1985) described Magasins De Nouveautes as the expanded version of the 18th century fashionable shop that has many rooms and several stories where it employs many people and offers a complete selection of the goods available in its own business (Geist, 1985). In the trade history, Magasins de Nouveautes create the fundamental trading principles of the departmental store: fixed prices for goods (Coleman, 2007; Koolhass, 2001). The Bazaar stores of London are the similar types of stores selling different type of goods like Magasins de Nouveautes of Paris. (Allen. 1839) described the bazaar as “ a well known oriental term for a kind of fixed fair or market”. Their trading was on different floors with roof lights over the center wells and often made up from serial interconnected rooms (Coleman, 2007).

The English bazaar was a building having more than one storey. It has shopping stalls given as rents to retailers of different trades as well as image galleries and interior gardens. The bazaar reminds some acquisitiveness through the importance qualities of the world itself, the goodness of the unknown east. Bazaars, represents, some magical places of enchantment, sites of intoxication and desire inspired by the enticing display of luxurious commodities (Rendell, 2002). The first London Bazaar was the Soho Bazaar which was a conversion of warehouse by John Trotter in 1816. Another bazaar from the same period was the Oxford Street Pantheon, built in 1772 by James Wyatt as an entertainment place and after became a theatre. And then converted into a bazaar In 1834 by Sydney Smirke (Pevsner, 1976).

Figure 2.13 The Marks and Spencer's Oxford Street Pantheon branch.



Source: <http://www.macegroup.com/projects/project-library/marks-and-spencer-pantheonstore>, Accessed September 2013.

Before the introduction of the departmental store, the style of retailing was the specialty store. The departmental store developed as ancestors to the modern shopping center with several activities under the same architectural roof. The departmental stores did not only give birth to the modern shopping centers but all the modern skyscrapers. (Tamilia, 2005). As a result, the departmental store of the mid up till the late 1800's was one of the influences to the development of the modern skyscraper. Major cities like as New York and Chicago became the world's famous cities and to date, and the departmental stores constructed in those cities were the modern and luxurious (Tamilia, 2005). The accomplishments of first generation of planned shopping were not only for the new architectural advances and technological achievements, but also due to the

increased consumption and the new lifestyle together with a new understanding of shopping experience. (Bergdoll, 2000). Architecture and commerce had indeed made an alliance. The interiorized world of the departmental store was developed by the next generation of retailers to create good-looking interiors (Bergdoll, 2000).

2.5 THE ADVANCED DEVELOPMENTS TOWARDS SHOPPING MALLS

Before the development of shopping malls, there was a development in the departmental stores. With time, these became part of shopping centers like supermarkets and chain stores, but they are small sized as the originators like strip malls. The retail planning is developed in a coordinated way of retail use to create either a single structure or an organized collection of physically separated retail units with similar arrangements (Guy, 1994).

2.5.1 Supermarkets and Chain stores

There were more developments beyond the departmental store, which was the chain store. At first, an enlightening parallel to the chain store in the United States of America, then extended to the Europe, hotels began developing (Pevsner, 1976). This was one of the inspiration form the architectural history from the retail revolution.

2.5.2 Strip Malls and First Unified Shopping Malls

Strip malls are the mini malls or shopping plaza and are also defined as a collection of several stores situated within the same building sharing a common parking lot. It was developed in the 1920's. Strip mall are mostly located along main intersections in a town or city and have an easy way of access by cars and people. It is different from the big shopping centers by having less stores and an open-planned system as seen in (Figure 2.4.1) where the stores are arranged in a row.

Figure 2.14: Strip mall



Source: <http://www.boysterinsurance.com/images/stripmall.jpg>. Accessed September 2013

The country club plaza, initiated by the J.C. Nichols was the first unified shopping mall according to the history; country plaza was opened in Kansas City in the United States of America. The mall was arranged in such a way to accommodate automobiles (Gruen, 1964). Separating the shopping environment away from the main roads and forming an integral part of the new residential community brought the solution to the problem of both retailers and planners according to Victor Gruen (Gruen, 1964). The plazas are the pioneers of the modern shopping malls.

Jesse Clyde Nichol built the first suburban shopping mall with the intention to accommodate automobile and Kansas state people began to laugh, when Nichol started importing the sculptures, mosaics and the fountains from different countries in the world, the center began to look like Seville, Spain. People named it Nichols folly, afterwards shoppers promenading by the European style avenues, their loyalty wasn't in vein. Today the plaza become shopper attraction, more than six million shoppers visits the plaza every year. It has about 40 different statues, fountains, sculptures, 12 tower, cafes and restaurants and shops (Mines, 1999).

Figure 2.15 : The country club plaza today.



Source:

http://www.countryclubplaza.com/resource/_mediagallery/30/plaza%20night%20shot.jpg. Accessed September 2013

Country Club plaza was part of a larger sub-Saharan subdivision, which was meant to be an alternative town center for the downtown residents (Crawford, 2002). The plaza was grounded on a Spanish theme; it has open streets and some courtyards surrounded by some buildings. They can be regarded like a theme park. The downtown and the new stores both moved into the plaza, creating a fashion place and styles.

2.5.3 Suburban Centers

The development of regional shopping centers has an affiliation with the automobile suburbs and satellite cities that grew after the Second World War. Northgate Mall was the first regional shopping center. It was opened in Boston in 1976.

2.5.4 Entertainment Centers

The entertainment centers first evolved when the life style concept began to develop towards late 1980s. These lifestyle centers combined both retail functions with entertainment, recreational and residential components. One of the examples of such centers is the West Edmonton Mall in Canada, the Mall of America and the Golden Resource Shopping Mall in China.

2.6 THE TRANSFORMATION OF SHOPPING CENTERS

According to the social development of the shopping centers as earlier discussed in the previous part, shopping centers have played an important role and have been important part of the city despite the transformation they have gone through due to the socio-cultural and technological development. The ancient agora of the 7th century BC the word agora according to history stands for the word “people gathering together”, the agora has with time transform and changed its meaning to a market place. The term market place is used to describe a place for bringing social, political, economical, and religious elements in order to get the importance of the city. The agora as it was traced from the evolution has the first open structure now has transform to a shopping mall. The example of such structures resembling what today is being considered as a shopping center like the Istanbul Grand Bazar Turkey as seen In (figure 2.9) and still emerged one of the largest covered market in the world.

The development of shopping centers can be divided into different categories for some periods until the late 1990s. One of the earliest categories is the Golden City as earlier discussed according to the evolution of shopping centers. Shopping centers are initially located in the city center and later on towards the end of the 19th century in the United States of America the rise of sub-urban style began and left to the effect of pushing shopping centers out of the city, and this move gave right to the development of shopping malls called the garden city.

Also in the reaction of changing life style of the consumers based on their need, the changing in consumption out leisure has cause a change in design of shopping centers and also gave it a new form and the overall appearance, which gave rise of our shopping centers today. The modern shopping centers which includes almost everything from sub-urban centers to a huge square meters of super- regional malls.

The idea of developing a shopping place away from the downtown, which was first, initiated and attributed to JC Nichols of Kansas City. His club plaza was the first unified architectural example. The plaza was paved and has a lighted parking space after the development of the automobile center the evolvement of sub-urban centers began from the 1950s, the whole picture of shopping centers has changed its meaning and focus adapting some functions of the city by the provision of recreational areas for activities,

shopping places, leisure places, and also providing a safe engagement for people be away from home. Shopping centers played a vital role of the city centers.

The contemporary shopping centers began to gain the shapes from the 1950s when the American architect Victor Gruen aimed at designing the first and closed shopping centers to be an alternative to the open shopping center to provide the social need to the suburban residence. The center is compact, and closed with a courtyard in the middle. This regional shopping centers emerged. The regional shopping centers were also enclosed having different, storeys of specialized shops and mostly with open canopies as it is in North gate as the first regional mall.

The shopping establishment became spread to the other parts of the world in the beginning of the 1960s. The enclosed mall were introduced on the 1960s, the enclosed malls were consisted of 50 to 80 shops surrounding a court yards and pathways and also the climatic conditions are taking care of. Today's shopping centers act as a social structure with large parking spaces where the initial urban elements of the city are moved into interior spaces. Unlike the shopping places of old streets and the city centers. During the 1970s shopping centers changed into a new form where shopping centers offers a wide range of services like the cinemas, restaurants, and even amusement parks as festival market. During 1980s due to globalization and also the advent of science and technology, which allows the integration of leisure shopping and entertainment under the same roof and gave, arise to entertainment centers.

3 SOCIAL INTERACTION IN SHOPPING CENTERS

3.1 INTRODUCTION

The buying and selling of goods played a very important role in the development of towns and cities (Dixon, 2005) Traders have to contest with various choices of end points for the consumers spending. Presence of shopping centers are in existence and with more non trade end points, the consumers have interest in spending for holidays and all kind of vocational events. It is no longer new that shopping is only an activity considered to be a leisure activity, nevertheless the change with which the traders and the developers of shopping centers are looking for new techniques to make shopping activity a leisure and recreation activity. Our daily expenditures are known expenses on shelter, clothing etc. is less in real life per household then it use to be in the past 30 years, while spending on leisure goods and services has grown (Elizabeth, 2007). The important question here is what is shopping with leisure, what is leisure retailing, people that do leisure? How do shopping centers operate as a place for social interaction?

3.2 SOCIAL INTERACTION

People in the society visit shopping centers to meet with other individuals while others visit shopping centers for different reasons. i.e. living in the secured environment .There are several activities to do in the shopping centers then just buying of items. Studies by researchers point that people visit the shopping centers for commercial reasons and performing other activities (Tauber, 1972). Socio-recreational shopping, concept reveals that shopping centers are very important for the societal communication equally to that of purchasing items (Tauber, 1972).

A study carried out by the Open University in England (Watson & Studdert, 2006) examined that the social spaces within shopping centers are important to the towns and cities. Observation and fieldwork in eight different shopping centers in the country were

used, also examining the key factors which makes shopping centers functional as social spaces for different kind of groups in the society.(Watson& Studdert, 2006)Result of examination and survey are listed as:

(a) Shopping centers played a very important role in social inclusions as a place to move around for different people in the society. Some of these centers include accessibility of disabled people, but in other centers it was less evident.

(b) Shopping centers are important places where the society meet and interact, and importantly for elderly people. Shopping centers represent significant social spaces for the young children with their families most especially during weekends.

(c) For a shopping center to be functional social space, some factors are very important, these factors include the presence of restaurants, visibility and accessibility to the shopping centers, most especially for the public transport, the range of the products meeting the society needed.

Leisure can be defined as any satisfying experience, (Torkilsden, 1992) shopping might not been necessary an activity of recreation or leisure activity. Theories of recreation have often been moral elements. For example, the promise of leisure is a deep sense of appreciation that elevates and rise us in a higher plane in discovering beauty, peace and joy around the world. And may lead over into increased appreciation of life.

Leisure shopping is the concept of designing shopping centers to be more than just a place for selling goods and merchandise, but a fun place to visit, people come for the experience, not just for shopping. It enhances customers' experience, which relieves them of their boredom and revives their interest for shopping activities.

The notion of leisure shopping involves a large variety of concepts such as:

- i. Shopping for leisure: The concept of shopping for leisure presents the activity of buying goods that can be used in the leisure time, perceived here as a free time—books, sporting equipment's, and so on.
- ii. Shopping and leisure: The concept describe the activity of purchasing goods in an environment that offers different types of leisure facilities – theatres, cinema, bowling alley, etc., usually found in malls, and other venue that incorporates such entertainment opportunities.

- iii. Shopping as leisure: Shopping as leisure and therefore the leisure shopping accentuate the idea of shopping as a recreational, amusement, entertainment pastime and therefore as leisure, Leisure shopping can be experienced by incorporating the leisure components into the design of shopping centers.

4 CASE STUDIES

4.1 EVOLUTION OF SHOPPING MALLS IN NIGERIA

Shopping facilities in Nigeria are not as well planned as those in Western countries. Nevertheless, the increase in commercial activities as well as substantial technological development has led to the development of some shopping complexes (e.g. Port Harcourt Shopping Complex, Rivers State, Agbowo Shopping Complex, Ibadan, Falomo Shopping Complex, Lagos, etc.) which are of standards relatively below those attained by their likes in the developed countries like Britain and the United States, thus necessitating the improvement on these and the need for more functional, aesthetically appealing complexes.

The important role of traditional markets has to be stressed here as they form the main shopping facilities in Nigeria. Every town or community usually has one market, which can be said to be centrally located for easy reach. The traditional Hausa market is located close to the Emir's Palace or as a border market located at the urban-rural fringe near the traditional defense wall around the town.

Yoruba traditional markets are also similar to these as the main market or 'Oja-Oba' is located in front of the Oba's Palace, which is at the center of the town. Ibo settlements however, do not have the central location of markets as marked as others but instead, they have a rotating marketing system within the rural setting. These traditional markets trade farm produce and luxury goods imported into the country from overseas by multi-national companies. Lock up shops were provided to store these luxury goods and these later developed into super-stores and were located near one another to form a typical shopping street comprises of an agglomeration of shops, e.g. Kaduna and Lagos. These streets were stretched to an elastic limit, thus, resulting in the need for a better-organized complex,

In order to arrive at a very functional and comprehensive design research, it is necessary to analyze the architectural features and functional layout. However, four shopping Malls from Nigeria will be analyzed from the period of 2004-2008. In this part a comparative analysis is made to compare the four shopping centers in Nigeria namely:

- I. Ceddi Plaza, Abuja
- II. Palm Shopping Mall, Lagos
- III. Mega Plaza Lagos
- IV. Yaba Entertainment Center Lagos

Comparative analysis will be carried out based on the following criteria

- a. Location.
- b. Accessibility.
- c. Design.
- d. Size.
- e. Theme.

4.2 CEDDI PLAZA, ABUJA

Ceddi Plaza is an outstanding mega-shopping mall in Abuja. Plaza was constructed by Stabilini Nigeria Limited and designed by building and Technical and Information Consultants, Lagos. It was commissioned in 2004. It is a modern shopping mall combined with facilities for recreation and entertainment. Ceddi plaza is situated at plot 264 cadastral Zone, central area district of Abuja. Its location is suitable to allow for easy access into the mall. The mall has several facilities like convenience stores, food courts, and media cinemas, central atrium housing the circulation services.

Ceddi Plaza has a rather expressive rectilinear form with supporting buttresses at the two sides of the structure.

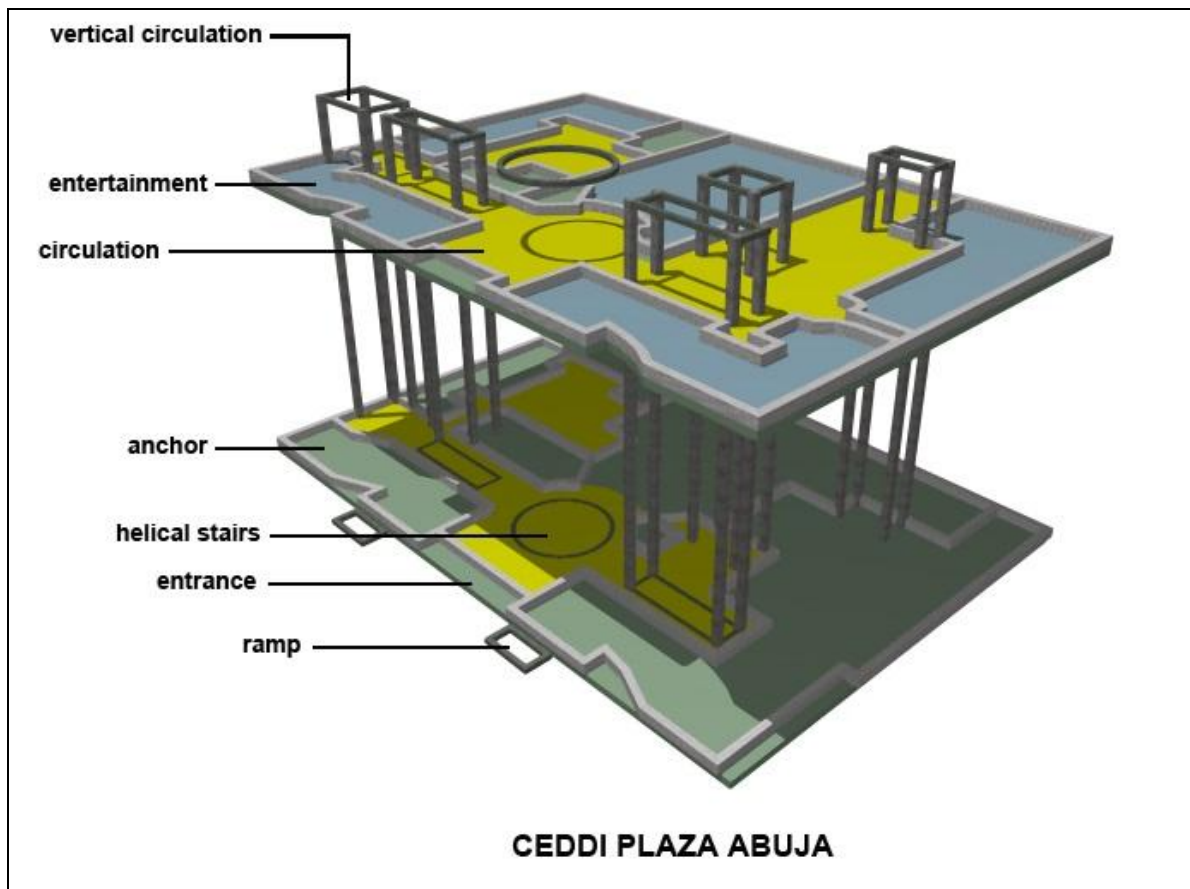
Figure 4.1: Ceddi Plaza, Abuja



Source: Authors field work, 2013.

The plaza has two main entrances, one at the underground level the other at the ground level. The entrance leads to a central atrium, housing the circulation services, and it is covered with polycarbonate roofing sheets to allow natural lighting into the building. The structure has five floors including the basement and penthouse. These are connected by panoramic lifts and three sets of staircases including service and emergency escape staircase. The mall has rectangular shaped circulation lobby with two staircases and the central atria at the middle.

Figure 4.2: Schematic isometric of Ceddi Plaza Abuja.

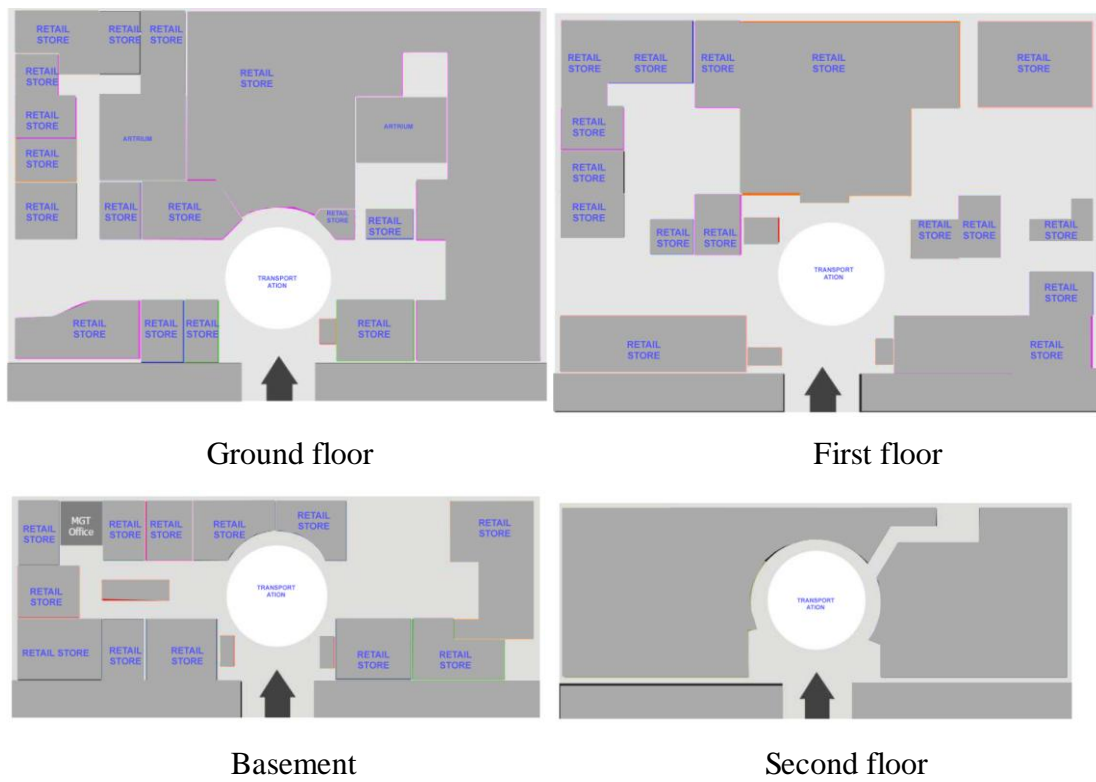


Source: Authors field work, 2013.

Figure 4.3: Pictures and floor plans of Ceddi Plaza Abuja.



The façade of the plaza



Source: Author fieldwork, 2013.

4.3 THE PALM SHOPPING MALL, LAGOS

The Palms Shopping mall was commissioned and built in 2006 by the former president of Nigeria Chief Olusegun Obasanjo. It has facilities that combine shopping with entertainment and recreation. The Palms is located along Lekki, Lagos State. It sits on a plot of size 44,000 square meters with an off-road parking lot for approximately 720 vehicles. This makes it the largest shopping mall in Nigeria.

The Palms has facilities that cater for the needs of both children, adults as well as for families. It has three anchor stores namely Shoprite, Nu-metro and Game strategically located at the two extreme ends and at the center respectively. The facilities provided in the mall include food courts, banks, retail units, media cinemas, and grocery stores.

The shopping mall is a two-storey structure consisting of three sections all joined together to give a simple rectilinear form.

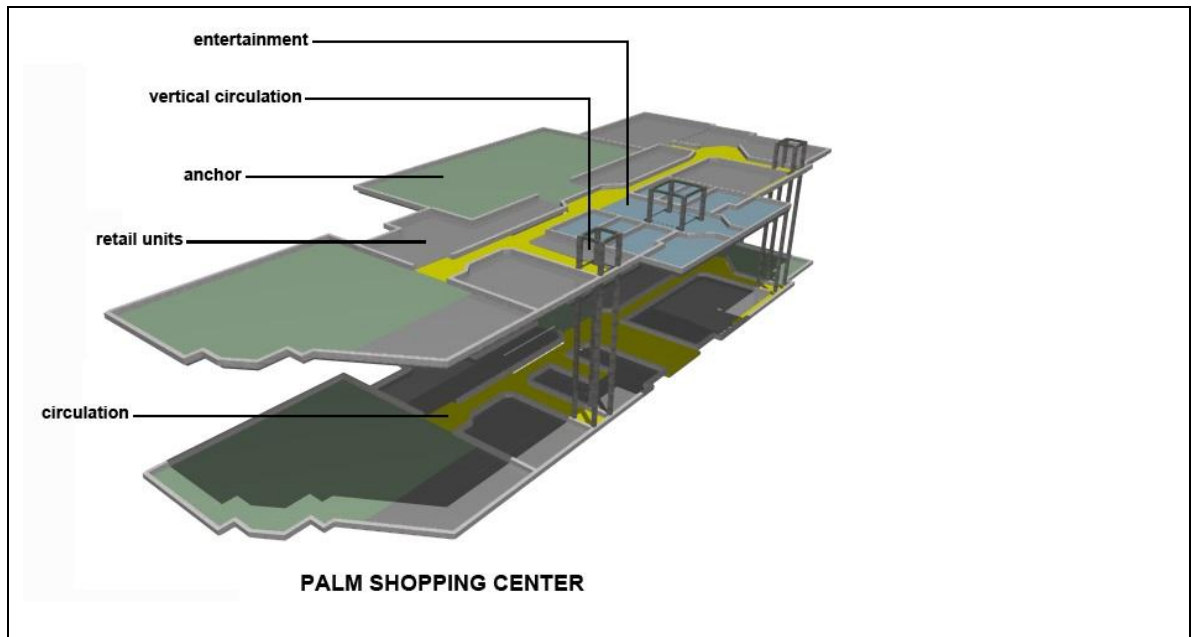
Figure 4.4: The approach view of the Palms shopping mall, Lagos,



Source: Authors field work, 2013.

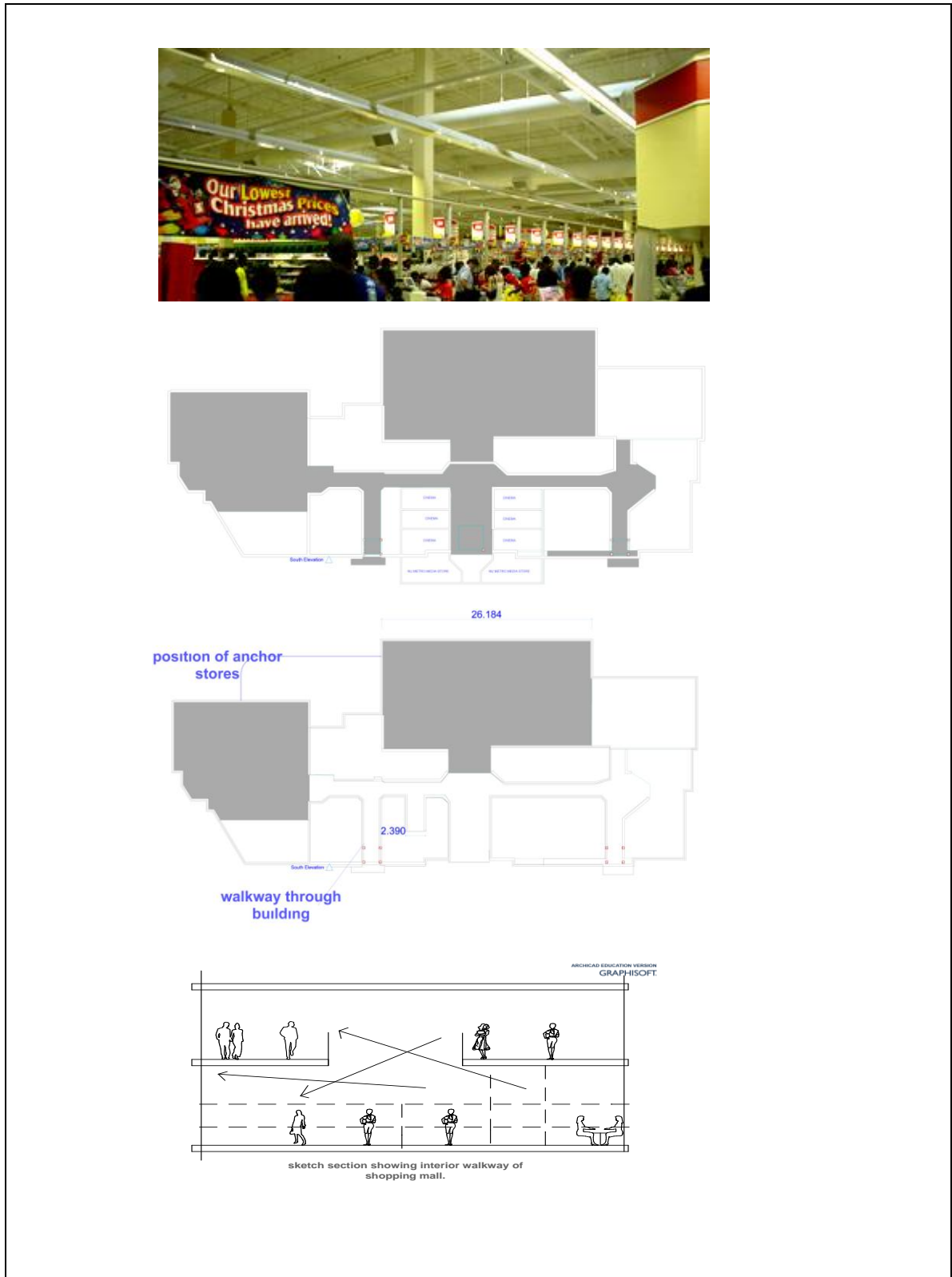
The mall has a simple open floor layout with two major entrances each one leading to an atrium. Its anchor stores are located at the two extreme ends, connected by a straight pedestrian lobby. Other minor retail units are arranged along this covered pedestrian lobby, at the center of which is located the third anchor store. It has an inverted U-shaped circulation pattern from one entrance to another, with the retail units distributed along the circulation path.

Fig 4.5: Schematic isometric of Palm Shopping Mall, Lagos.



Source: Authors field work, 2013.

Figure 4.2 : The plans and images of Palm Shopping Center, Lagos.



Source: Authors field work, 2013.

4.4 MEGA PLAZA, LAGOS

The 21st Century Mall is located in Lagos. The shopping mall was built at first but was then destroyed by a fire accident in 2004. Renovation works began in almost immediately and it was once again re-opened in 2007.

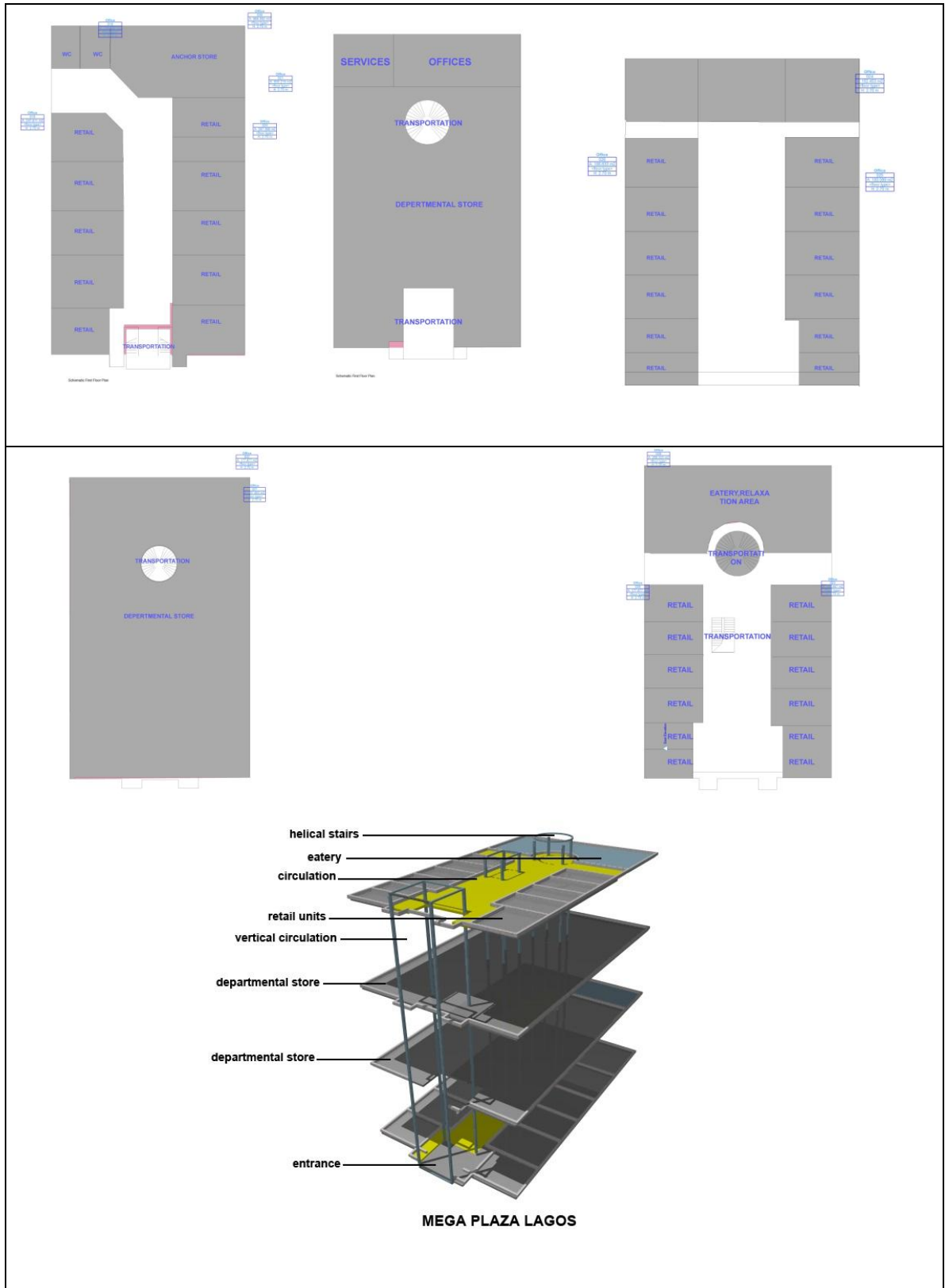
The Mega plaza shopping mall is big mall, made up of four floors. The ground floor, which is predominant with retail items, houses the retail shops. The first and second floor houses the 21st century mall, the anchor store. The third floor houses more retail shops and an eatery area capable of seating one hundred customers. The fourth floor also houses retail shops. In total the mall contains 44 shops and an anchor store. The circulation pattern of this mall can be seen as vertical, this is due to land constraints. The presence of escalators and elevators in the mall aids free flowing movement from floor to floor. The mall is ventilated mechanically through the use of central cooling system. Lighting in the mall is both natural and artificial with the presence of fiberglass material at the roof level; light permeates into the third and fourth floor. The mall runs a private parking facility that parks up the about 500 cars. The construction of this ultramodern parking facility has eased the stress that was always encountered by Consumers who want to shop and immediate office spaces that take advantage of the opportunity.

Figure 4.5: The façade of mega plaza Lagos



Source: Authors field work, 2013.

Fig 4.6: The Schematic floor plans of Mega Plaza Lagos.



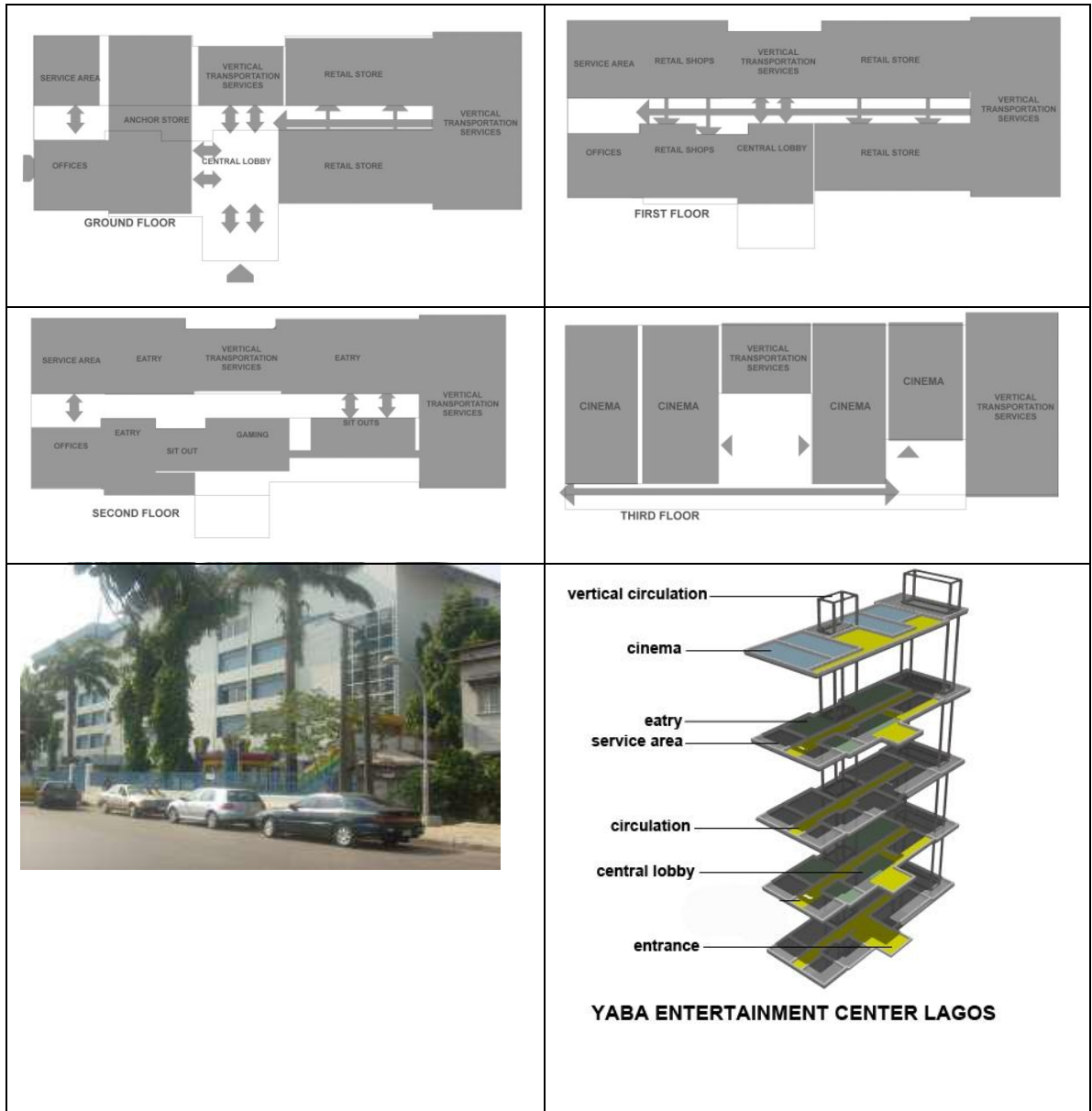
Source: Authors field work, 2013.

4.5 YABA ENTERTAINMENT CENTER, LAGOS

Built to serve its immediate neighborhood of Yaba in Lagos, the Entertainment Center now stands as a major landmark within the area. The entertainment center commonly called the E-center is located in Lagos State, It is owned by the Silver Bird Group. This building was open to the public in November 2008.

The entertainment center is a five-floor structure housing 1 anchor store, 28 retail shops, Game houses, eateries, and 4 cinemas. The ground floor has one anchor store and eight retail shops, first floor consisted of retail shops and second floor housing Game rooms and eateries and last floor has four Cinemas. The building is accessed by one major entrance located in front of the building. Circulation in this structure is vertical due to the constraint on land, with available mechanical services such as elevators and escalators; vertical transportation can be performed with ease.

Figure 4.7: The Schematic floor diagrams of Yaba Entertainment Center



Source: Authors field work, 2013.

Table 4.1: Comparative Analysis of Shopping Centers

	Ceddi Plaza, Abuja	Palm Shopping Center, Lagos	Mega Mall, Lagos	Yaba Entertainment Center Lagos
Construction date	2004	2006	2007	2008
Site	Urban	Urban	Urban	Urban
Location	Abuja	Lagos	Lagos	Lagos
Size	10,000m ²	44,000m ²	48,000m ²	40,000m ²
Spatial organization	Centralized	Grid	Linear	Linear
Recreation	Available	None	None	Available
Cinema	3 cinemas	None	4 Cinemas	6 Cinemas
Restaurants	Restaurants and Food Courts	Restaurants and Food Courts	Restaurants and Food Courts	Food courts
Children play ground	None	None	None	Available
Design	Enclosed	Enclosed	Enclosed	Enclosed
Theme	Lifestyle	Entertainment	Entertainment	Entertainment
Open spaces	Atrium			Atrium
Accessibility	Pedestrians Private vehicle	Pedestrians Private Vehicle Public Private,	Pedestrian Private Vehicle	Pedestrian Private Vehicle

Source: Authors field work, 2013.

4.6 EVALUATION

The evaluation of shopping centers in Nigeria via comparative analysis indicates that analysis in terms of location involves the consideration of the distance to the shopping center and the city.

The criteria of the location to the city center in case of the Nigerian shopping centers reveals that most of the shopping centers are located within urban environments, while in terms of accessibility to the shopping centers, the criteria for the analysis can be analyzed in different groups either pedestrian access, public transport or private. The result for the evaluation indicates that the shopping center that provides the most comfortable way of pedestrian access is the Yaba entertainment in center Lagos and then followed by the

Mega Plaza in Lagos, other shopping centers namely Ceddi Plaza and Palm are mostly accessed by both private and public transport.

5 FINDINGS AND CONCLUSION

The thesis has scrutinized through the historical development of the shopping centers in the course of their historical changes and transformation with time, the study indicates that most of the shopping places are been transformed due to socio cultural and the developments of technology and also the change of life style and consumption. Shopping centers has played an important role in the development of the cities since the early ancient time until today.

In this thesis Nigeria is used as case studies, considering the two major cities in the country, Abuja and Lagos state. While referring to the history and the transformation of shopping center from the ancient times to today shopping malls and as far as the retail system is concerned the Nigerian system of retailing is both the reflection of modern and traditional systems of shopping this is to the globalization. For this reason in Nigeria people use the shopping center for different reason and in different ways as shopping places of the older days were used example the gathering within courtyards and atriums of shopping malls.

From the period of 2004 to 2008 the Nigerian began to demand for a better designed environments to shop and also to recreate at the same time, the retail sectors and the developers of shopping centers in Nigeria started to create recreational opportunities and entertainment in different forms, such as the introduction of cafes where people visit for eating and cinemas and other spaces where people of different age and gender meets to socialize within shopping environment.

The most recent trends in the Nigerian shopping centers is mostly the spending on food and merchandise, the impact of increasing internet, wireless free zones within cafes and also the creation of environments where people feel comfortable, where they can spend their leisure time apart from home. The thesis also points out some of the design problems in the case studies conducted below

- I. Ceddi Plaza, Abuja
 - a) Lack of play area for children
 - b) Anchor store located at the underground level which is inappropriate
 - c) During peak hours, parking tends to be insufficient.

Palm Shopping Center, Lagos

- a) The food court is located at a rather hidden position
- b) Lack of sufficient escape routes
- c) The mall has only two floors which limits the stay period of shoppers in the mall
- d) The site layout of the mall is not well landscaped

III. Mega plaza Lagos

- a) Lack of entertainment facilities, such as the cinemas, kids play area.
- b) The departmental stores are wrongly located because when one enters a mall the first thing he would want to see is an open hall because it makes it easy for one to navigate the mall
- c) The location of the panoramic are not easily accessible to the shoppers
- d) Location of parking space is inappropriate because it causes traffic congestion.

IV. Yaba entertainment Center, Lagos

- a) Lack of kids plays area.
- b) Lack of interior and exterior landscape. Position of elevators and stairs are rather hidden.

The Nigerian shopping centers serve as socio-economic spaces where people get engaged in several commercial and cultural activities at a particular period of time. Therefore the shopping centers should be designed to meet the architectural standards and human needs for the malls to become successful spaces for interaction and social gathering. Some of the issues to consider are the proper design of parking and traffic pattern, design of pedestrian areas, climate control of the spaces, fire precaution, security, services and landscaping for both interior and exterior of the shopping mall.

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