Retail Centres That Create Livable Atmosphere for Creative Culture Cases of Two Retail Centres in Surabaya

Astrid KUSUMOWIDAGDO
Student of Doctoral Degree at Faculty of Art and Design, Institute of Technology Bandung

DR.Agus SACHARI
Lecturer of Faculty of Art and Design, Institute of Technology Bandung

DR. Pribadi WIDODO
Lecturer of Faculty of Art and Design, Institute of Technology Bandung

INDONESIA
astrid@ciputra.ac.id, asachari@gmail.com, widodopr@yahoo.com

Following the development of time, social mobility is rapidly increasing, sustained by the roles of current transportation, communication and information technologies to connect people. This has created an opportunity for the mushrooming of shopping centers as nodes in the urban scale that not only bring a new concept in catering for a smart lifestyle and serving a one stop shopping point, but also provide an experience that can accommodate such lifestyle.

The aim of this research is examining retail centers regarding their creative function to connect people and activities in culture context, not only as a consuming space, but also as civic space, and liminal space. Lately, their development has undergone a chronological transformation in format, architecture and interior to achieve the livable atmospheric condition which can create a pleasant feeling for people to interact as individual or community at the retail centre creatively.

The method used for this research was a mix method between qualitative method, case study was used here, and the aid of descriptive statistic to reinforce the result of the research. Two retail centers in Surabaya were chosen, each representing a different era. These malls, Tunjungan Plaza 1, and Ciputra World have strong visual and spatial characters. The analysis units used were exterior features and building configuration, interior features and decorative elements and the support facilities

Those parameters are examined to analyse the content (content analysis) and correlated with sixty respondents for each retail centre to explore about visitor perception about the atmosphere condition that enable the creative culture process. The perceptual model of retail centre design elements that create livable atmosphere for creative culture was the output of this research.

Keywords: retail centre, exterior and interior design, connectivity, creative culture.
INTRODUCTION

Retail Condition in Indonesia

Recently we have seen the rapid development of the Indonesian retail world, which have caused the mushrooming of various shopping and retail centers in many cities across the country. The large population of Indonesia is also a driving force behind this tendency. AT Kearney in Global Retail Development Index (GRDI)\(^1\) stated that Indonesia possesses a strong underlying growth in the field of retail and it is expected that Indonesia’s retail sales area will grow from $134 billion in 2011 to $223 billion in 2015. This is supported by the property people’s high level of trust in the positive investment level in Indonesia.

Meanwhile, according to a report by Economist website (2011)\(^2\), the number of middle class people in Indonesia is on the rise, which is one of the indicators of retail increase. These middle class people are more susceptible to the influences of modern lifestyle because of their way of life. This provides a growing chance for nodes in an urban scale, such as a shopping center that can accommodate various activities as well as provide an experience and express their lifestyle in doing those activities.

This is in line with the belief of Williams (2006) which stated that at the moment a design should function as an experience that suits the current condition of the society, both for economic interest (differentiation and profit of a product) as well as emotional interest that is created for the users. More specifically in this research, works of architecture and interior in the form of retail centers provide these symbols through iconic design elements that imply a special atmosphere for the “spectacle” society. This “spectacle” society will appreciate the symbols, especially those that provide a different experience and a novel sensation in shopping.

In addition, Williams’ statement above is not only a theory but is consistent with the AC Nielsen Survey in Marketing Mix magazine (2009), that stated 93% of the Indonesian people consider retail places as recreational places. It can be concluded here that for the Indonesian people, a retail places that can provide the main experience from its built environment is highly expected, as seen in modern retail centers.

The Existence of Retail Centers in Surabaya

Surabaya is chosen as the city that can represent the picture of a pluralistic, modern urban society. It has been long known as a city of trade and at the moment it is the second biggest city in the country after Jakarta. As a city of trade, the existence of retail centers abounds. At the moment there are up to twenty seven buildings recorded in the city. But for Surabaya, the shopping process has its own unique trait. There are annual mall and market related events and are aimed at the society both in the corridor of trade and culture. For instance, there is the routine event held by the Municipality along with Jawa Pos as a joint media for the municipality and PD Pasar (traditional market management), which is held for a whole month every year. Similar to the event, there is also the Jawa Pos Hot Sale, a
mall festival held annually in September or October in Surabaya. It is organized by the city’s ten malls alongside Jawa Pos—the biggest mass media in Surabaya—as the main coordinator. Another regular occasion is the provincial event held to stimulate the economic growth in East Java called the East Java Shopping and Cultural Carnival. It is organized by East Java Carnival Board consortium in October each year.

Thus, it can be concluded that the development of a retail center is driven by trade climate, boost from the capital, management of the retail center and mass media, positive feedbacks from the society as well as a widening function that goes well beyond the limits of trade but also has a mutual relationship with the socio-cultural development.

RETAIL CENTER DESIGN ELEMENTS THAT CREATE LIVABLE ATMOSPHERE FOR CREATIVE CULTURE

Definition and Function of Retail Center

Here retail center is defined, according to the definition of International Council of Shopping Center (Wee and Tong, 2005), as a group of retail and other commercial establishments that is planned, developed, owned and managed as a single property. Different from the western definition, in Asian countries the terms for shopping center, mall, plaza are interchangeable. A shopping center or retail centre is seen as a commercial property that has multiple floors for retail purposes and is often equipped with several supporting facilities such as recreation area, restaurants—some even come with office blocks and residential spaces.

Considering the many description above it is clear that for our society the activities inside retail centers are not limited to shopping as a functional act with personal motivation. Kusumowidagdo (2010) mentioned that a visit to shopping centers is driven by personal and social motivations. Therefore it is fair to say that as a receptacle for various activities of urban society, retail centers have other functions other than transactional space.3

As a place for social interaction the existence of malls truly helps the society. Their localities are usually meticulously picked by developers to ensure strategic location and easy access. Malls are also equipped with open plazas and atriums to replace town squares as “community rooms” although their characteristic is not as free as other public spaces.4 Open plazas as well as atriums here function as places to accommodate cultural activities within the community itself and for other communities, both socially and in terms of product sponsorship. Open plazas and atrium become places to actualize various engaging creativities which is facilitated by retail center managements. Open plazas are one of the smart means for communities to interact.

Livable Atmosphere for Creative Culture

In a retail center, the examined design features are exterior features and building configuration, interior features and decorative elements and the support facilities. The design elements will create a livable atmosphere, the favorable situation that is leading to creative culture, which is the end objective.
Creative culture can be reviewed from the point of view of the management and visitors. The visitor’s point of view will be accessed through a number of points, including finding creative ideas, conducting other activities beside shopping (such as meeting or working out). From the management’s point of view smart living can mean the convenience of doing operational activities, reaching the target, finding a chance to do social and cultural activities as contribution to society for mutual business sustainability.

From this point, the research aimed to find the perceptual model of retail center design elements that create livable atmosphere for smart living which are derived from the description of spatial conditioning (exterior features and building configuration, interior features and decorative elements and the support facilities) by visitor’s perception about this conditioning.

Figure 1&2 Creative event for teenage and kids (left) and photo exhibition (right) at Ciputra World Surabaya as stimulator cultural activities. (Source: private document)

CASE STUDY AS RESEARCH METHOD

The method used for this research was a mix method between qualitative method, case study was used here, and the aid of descriptive statistic to reinforce the result of the research. Case study is a method in social science similar to other research methods such as experiment, historical survey and documenter information analysis (Yin, 1996). The analysis units used in the case study for design features were exterior features and building configuration, interior features and the support facilities. Design features were observed through perception questioner for visitors as well as interview and design observation from management. The analysis units for smart living variable for visitors were being able to shop at reasonable prices, comfortable and comprehensive shopping situation (a function of one stop shopping), having the expected lifestyle, enjoying various activities inside a shopping center, finding creative ideas, conducting other activities beside shopping (such as meeting or working out).

The research objects were two malls in Surabaya, one was built in the first era and the other in the most recent era, both of them have spatial characteristic as iconic architecture and stand on different lifecycles. The two retail centres in Surabaya have a certain bond with the people of Surabaya but from the researcher’s empirical point of view, the malls are considered relatively successful in fulfilling the criteria for a mall to show its existence. They are Tunjungan Plaza 1 (TP 1) and Ciputra World, Surabaya (CWS). Seen from their sizes the two are categorized as...
regional super shopping centers, with a gross leasable area of more than 1,000,000 (in square feet), with three or more department store anchor tenants alongside discount and clothes stores as well as other specialty stores, and catering to the needs of more than 300,000 people.

Design Features of Tunjungan Plaza 1 (TP 1)

Tunjungan Plaza 1 (TP 1) has a concept of a very functional modern retail centre. It is a retail centre built in 1987 as the pioneer in the early decade of malls in Surabaya. At the moment it has been expanded into Tunjungan Plaza II, III and IV and there is plan to build number V, which targets the middle class segment.

First, exterior features and building configuration. It is a single mass construction with ceramic cladding in its initial development but in early 2008 it was renovated and replaced with aluminum composite panel cladding.

Figure 3&4. Interior Features of Tunjungan Plaza Surabaya (left) and creative event (right) (source: private documentation)

It has quite a large atrium with a 3 meter wide single corridor. Floors are done with a combination of granite and homogenous tiles finishing. Existing walls are made of bricks and gypsum with paint finishing. Lighting scheme employs downlight and metal halide. Temperature is maintained at around 24 degree celsius with the focus on the atrium and the open and modern food court. There are ramps on all four sides of the corridor so that the corridor system can be said to adopt the form of an upward spiral. Thematic decorative elements are usually placed in the atrium and corridor. The mall comes with some supporting facilities that include a parking space for 500 cars and well managed toilets.

Design Features of Ciputra World Surabaya (CWS)

Ciputra World Surabaya (CWS) has the concept of a modern family mall that is presented as a lifestyle icon. This is reflected in several elements of its design features, including exterior features and building configuration, interior features, decorative elements and support facilities. It is the newest mall to be opened in late 2011.

First, exterior features and building configuration. The architecture of CWS can be categorized as iconic architecture for its unique forms that showcase curvaceous planes with massive aluminum composite panel finishing combined with the use of transparent glass. As accent there are four entrances, each with quite a large lobby.
Second, interior features. In the design the shopping center is planned with a single corridor with a varied width between four to ten meters; is equipped with six customer elevators, three goods elevators, thirty four escalators and two travelators. A combination of marbles and homogenous tiles are used as finishing materials for floors, the walls use celcon with plaster and paint finishing and gypsum is used for the ceilings. Lighting schemes implement indirect lighting and direct lighting which mostly use LED and TL 5. In the structure, square columns have a dimension of 80/80 and round ones have a diameter of 80 cm. Temperature is regulated with a central AC and is kept at around 24 degree Celcius. It has 30 integrated directional systems.

The most important part of the mall is the vast oval atrium with the atrium’s column width of 5-7 meters between each floor and the corridor width of 19-15 meters. Another part is the food court which is designed with a pop art concept and a restaurant area that features a Peranakan concept and outdoor simulacra.

![Image of Ciputra World Surabaya](source: private documentation)

Decorative elements appear thematic and event-related and are mostly seen in the atrium, corridor and also outdoor. Facilities include a parking space and basement area that can accommodate 3,000 cars as well as a number of toilets equipped with nursery rooms.
RESEARCH’S RESULT

Respondents Characteristic

There were 120 respondents (60 respondents were interviewed in each retail centre - CWS and TP 1) who had certain characteristics according to gender, age, education, the purpose to visit the mall, and the reason for choosing mall.

In TP 1 there were 50% male and 50% female were involved in this survey. While CWS, there were 71% male and 28.33% female are involved in this survey. In comparison with TP1, more visitors of CWS tend to go to retail centre for recreation (31.67%), on the other side, shopping was the reason of TP1 visitors (43%). About the favourite place, both CWS and TP 1 visitor preferred food court as a favourite place among others (more than 50%). The reason for choosing CWS and TP 1 to visit were the comfort of place and the good accessibility.

Visitors’ Perception to Design Features that Create Retail Centre’s Atmosphere (TP 1 and CWS)

First, the exterior features. The exterior features of CWS had higher overall value than the indicator of TP. The value of the highest indicators in CWS and TP 1 were in the beautiful landscape, while the lowest value on the TP was in the indicator 1 (attractiveness of architecture) and at the CWS, in the indicator 3 (entrance visibility).

Second, the interior features. The interior features of CWS had a higher overall value than TP 1. The indicators of interior feature which were considered important to CWS was the good lighting, the good corridor

<table>
<thead>
<tr>
<th>Exterior Features</th>
<th>CWS</th>
<th>TP 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beautiful landscape</td>
<td>3.700</td>
<td>4.033</td>
</tr>
<tr>
<td>Accomodative mall lobby</td>
<td>3.467</td>
<td>3.817</td>
</tr>
<tr>
<td>Entrances’ visibility</td>
<td>3.650</td>
<td>3.717</td>
</tr>
<tr>
<td>Good material combination</td>
<td>3.517</td>
<td>3.817</td>
</tr>
<tr>
<td>Attractiveness of architecture</td>
<td>3.450</td>
<td>3.867</td>
</tr>
</tbody>
</table>

Figure 6. Exterior Features of TP 1 and CWS Surabaya.
(source: private data)
width, the ceiling height, interior store display and perfect material combination for interior planes which gave an effect to create spacious impression. In other side, easiness to access elevator and escalator, visibility of lobby mall and proper corridor lighting were the three highest indicator value for TP 1.

![Figure 7. Interior Features of TP1 and CWS Surabaya.](Source: private data)

Third, the most important indicators of supporting elements variable for both TP 1 were perfect tenant mixing, and cleanliness of the restroom. While in CWS, comfortable parking location had the highest rank among others.

![Figure 8. Supporting elements of TP1 and CWS Surabaya.](Source: private data)
Four, the creative behaviour. both of retail centre visitors agreed that the fourth indicator (like to the other activities) was the highest rank than others. It is shown at figure 9 below.

![Creative Behaviour Graph](image_url)

**Figure 9. Creative behaviour of TP1 and CWS Surabaya. (Source: private data)**

**CONCLUSION**

1. Both of the research’s objects had specific design features which could affect the visitor desirability or purpose to choose the retail centre. Tunjungan Plaza design features had functional design features which encouraged visitor to come for transactional activities. While CWS had more thematic design features. This retail centre offered more experience for visitor as recreational place.

2. In this case, CWS provided uniquely design features that becoming one of iconic architecture and interior according to visitor perception. Some spaces had a decorative element and simulacra of outdoor area, that created a different atmosphere (foodcourt area, atrium and expression escalator). This could help the visitor to feel comfort and enjoy in doing creative activities and other activities, joining event, and getting creative ideas. There is a chance to enhance the culture of creativity by exploring designs near the visitor’s favourite location at CWS (foodcourt,cinema,and atrium) and at TP (foodcourt area) to improve creative behaviour that can encourage the growth of a creative culture.

3. Actually, both retail centres had supported creative culture with the value assigned to variable creative behaviour which was higher than the average neutral point (3). TP 1 and CWS provided spaces to enhance the creative activities. While visitor would had cultural activities by appreciating the cultural event, transaction for cultural goods and also had an creative interaction in the cultural games or activities.

5. For further research, the subject of the research can be explored related to specific topic of the ages, segments, and scope of retail centre.

**FOOTNOTES**

**BRIC in the wall.**

3. Although the shopping mall is a product of America but for the condition in South East Asia to Middle Eastern countries, a mall has several additional functions, from shopping to social activities. Abaza, Mona (2001).

4. A quote that a lot of the functions of a public space take place inside a mall…malls take the place of town squares, parks, street and other spaces that publicity owned. That should imply a heavy responsibility … (Post Standard, 2003 at Staeheli and Mitchel (2006)).

5. Iconic usually points to two definitions (1) object known within its area of context, this definition is more about forms, (2) having a symbolic/aesthetic significance for the public. This definition is more about the selling point of the establishment. Included in iconic buildings are malls, educational facilities, offices, and others. Sklair, Leslie (2010).

**BIBLIOGRAPHY**


YIN, Robert.(2006). *Studi Kasus (Desain dan Metode).* PT Raja Grafindo Perkasa: Jakarta.