

retail strategies.

# A Topical Examination Into Retail Design

RETAIL SCIENCE RETAIL STRATEGIES RETAIL ENVIRONS RETAIL TYPES RET

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for

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(Shopping)...is not a marginal activity, as it has been so often viewed by economists, nor is it a function that should be left solely in the hands of private entrepreneurs, as the types and locations of stores, the economic system of retailing itself, and the social and civic functions of shopping have profound effects on our lives and in our communities. *Going Shopping: Consumer Choices and Community Consequences* Ann Satterthwaite

***The Anthropology of Shopping: Shopping as a Social Activity***

04 - 51

*Joshua Pederson and Scott Graham*

Paco Underhill's writing on the anthropology of shopping is important for understanding consumer behavior and shopping as a social activity. Victor Gruen's chief conceptual struggle in the design of the original suburban shopping mall was to find a social capacity to the mall beyond the exchange of goods. What new forms of retail may express the social?

***The Automobile and Shopping***

52 - 99

*Benjamin Emanuelson and Morgan Manning*

The introduction of the automobile into the shopping experience reconfigured traditional retail typologies. The contemporary parking lot remains the biggest missed opportunity in both the shopping experience, and community development. How might wayfinding, product messaging, aesthetic experience, and community design lead to the cross-programming and reorganization of parking?

***Storefronts and Shop Windows***

100 - 151

*Mason Ellis and James Meyer*

Retail establishments once made great streets in downtowns. Unlike urban shopping prototypes, suburban retail typologies like the mall and big box do not attempt to shape public space. How might the storefront be a community asset?

***Fashion and Curation: Strategies of Display***

151 - 201

*C. Blake Jackson and Derek Owens*

If the historic avant-garde's mission of the 1920s was to integrate art with social life, Hollywood, the Internet, and fashion demonstrate that it has succeeded. Here, distinctions do not exist between urban, landscape architectural, interior, architectural, and graphic design. Since aesthetic practices are intrinsically social, how might the environment be better stewarded through the aesthetic?