

Who invented the shopping centre?

7A/B

In 1938, an Austrian architect called Victor Gruen arrived in New York with eight dollars and no English. He started designing shops and quickly became one of the most successful architects in the city.

Victor thought American cities were uglier than European cities like Vienna. He wanted to make them more beautiful. His dream was to make shopping centres like traditional European town centres, lovely places with parks, schools and homes around them. So in 1956, he built Southdale, a shopping centre near Minneapolis. It had the usual shops, department stores, public toilets and a big car park. But Southdale was more pleasant than other shopping centres. All the shops were under the same roof. It was on two levels with escalators to take shoppers and their trolleys up and down. And in the middle was a garden with a café.

Southdale was very popular. Afterwards, most new shopping centres followed the Southdale model. Unfortunately, they didn't become the centre of beautiful new towns. Instead, they were ugly out-of-town buildings with seas of cars around them.

In 1978, Victor went back to Austria but what did he find in Vienna? A large ugly shopping centre with a multi-screen cinema and a food court! It was more popular than the traditional shops and many of them had to close.

Victor Gruen invented the modern shopping centre to make the USA more like Vienna but in the end his invention made Vienna more like the USA.

3 3.28 **Read the text and answer the questions.**

1 What was Victor Gruen's profession? **He was an** ____
2 When and where did he build Southdale? **He built it in** ____ **near** ____
3 Was Southdale a success? **YES** **NO**

4 Read the text again. Are the sentences true, false or the text doesn't say? Wpisz: T / F / DS

1 Victor Gruen wanted shopping centres to be more than just a place to shop. ____
2 Southdale wasn't as nice as other shopping centres. ____
3 Southdale was the busiest shopping centre in the USA. ____
4 Victor got a pleasant surprise when he went back to Vienna. ____
5 His invention didn't do what he wanted. ____

6 Complete the definitions in your notebook. Use the Vocabulary box to help you.

1 You put your shopping in it: ____
2 A large shop which sells lots of things: ____
3 A way to move from one level to another: ____
4 An area with restaurants and bars: ____
5 A place to see films: ____

Vocabulary Shopping centres

car park department store escalator
food court multi-screen cinema
public toilets shopper trolley

Check my answers

Teraz kliknij FINISH i wybierz opcję sprawdzenia odpowiedzi:

Za każdą dobrą odpowiedź wpisz sobie "+" do zeszytu przy dzisiejszym temacie.