UNIT 1

From Market to Mall



In this unit, you will

- read about the history of the shopping center and developments that led to the birth of the modern shopping mall.
- learn about the design and function of shopping centers.
- increase your understanding of the target academic words for this unit.

READING SKILLS Previewing and Predicting

Self-Assessment

Think about how well you know each target word, and check (✓) the appropriate column. I have...

TARGET WORDS	never seen the word before	seen the word but am not sure what it means	seen the word and understand what it means	used the word, but am not sure if correctly	used the word confidently in *either* speaking *or* writing	used the word confidently in *both* speaking *and* writing
AWL						
academy						
approach						
concept						
construct						
couple						
enhance						
function						
partner						
pose						
publication						
range						
region						
select						
simulate						
uniform						

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READING 1

Before You Read

Read these questions. Discuss your answers in a small group.

1. Describe your favorite shopping center or mall. What is special about it? What types of things do you usually buy there?
2. Besides shopping, what else is there to do at the mall? Are there things just for people your age? For young children? For older people?
3. Do you think that shopping malls are part of a community or something separate from it? Why? Do you think they've always been that way?

READING SKILL Previewing and Predicting

LEARN

Previewing a text helps you predict what the text is going to be about. This helps prepare you for taking in information and remembering it.

Before reading a text, preview it:

- Read the titles or headlines.
- Look at the pictures and read the captions.
- Skim the text for names and details that are mentioned frequently.

This allows you to *anticipate the topic* of the text and prepare yourself to learn more about it.

APPLY

Skim Reading 1. Look for and note these things. Then make some predictions.

1. A frequently mentioned location or type of building: _____
2. Some dates: _____
3. Some specific global locations: _____
4. Some information sources: _____
5. What is this text going to be about? _____

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Read

This magazine article traces the history of shopping centers through various cultures.

The Architecture of the Marketplace

Buildings are among the most lasting of human creations. Their forms and **functions** are evidence of the dynamic social life that has long been tied to centers of economic and political power. One ancient structure and gathering place, the marketplace, has evolved into what we call today the **regional** shopping center or mall. It is often **constructed** on a site so big that it requires a location outside of the crowded urban center. There it sometimes develops into a commercial rival to the older city center.

In many ways, these 21st-century malls are nothing new. In fact, they follow a long tradition of commercial expansion that began with the development of the first long-distance trade networks and markets. These markets were temporary at first, but they became more permanent with the rise of cities in the Middle East about five thousand years ago. They grew alongside the rivers, harbors, and overland caravan routes that connected the swelling towns of the agricultural era.

The population growth and economic prosperity of the agricultural society made possible the advancement of specialized craftspeople and merchants. These people met to barter, buy, or sell their merchandise in a place that was accessible, safe, and regulated. By 2000 BC, in the ancient Sumerian city of Ur (in what is now Iraq), the covered bazaar and the shop-lined street had established itself.

The traditional bazaar consists of shops in streets that can be closed off by gates at each end. This follows the historical town-planning requirement that commercial and residential areas be kept strictly apart. Though they are far from **uniform**, bazaars are typically divided into various sections that each specialize in a single trade or craft. In small towns, the bazaar can be as small as a single covered street, while in large cities it can be a vast area filled with mazelike passageways. The Grand Bazaar of Tehran is ten kilometers long, while the one in Istanbul, dating from the 15th century, has more than 58 streets and 4,000 shops. Historically, as in modern times, the bazaar was a source of tax revenue for the government. In return, the government provided the bazaars with a system of internal security and justice.



A bazaar in Istanbul, Turkey

In the Greek cities of the 5th century BC, the marketplace was the *agora*. The historian Lewis Mumford describes the agora as an open-air "place of assembly … where the interchange of news and opinion played almost as important a part as the interchange of goods." The agora was also a place for seasonal festivals and sports such as horse racing. The expansion of the agora

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in both physical size and variety of traded goods reflected the shift in the Greek economy from neighborly rural trading to long-distance multicultural exchange. The descendants of the agora are the piazzas and plazas in both Europe and the Americas.

One of the most appealing variations on the model of the ancient marketplace was the European arcade that appeared in the 18th century. An arcade was typically a covered set of city streets similar to the bazaar, but it retained some of the openness of the agora through the use of vaulted, or arched, skylights. One of the first arcades was the Gostiny Dvor in St. Petersburg, Russia, built between 1757 and 1785. It has an open floor that **simulates** the Italian piazza but is covered by a glass roof that imitates the openness of the agora even during cold Russian winters. The Gostiny Dvor remains one of the finest shopping centers in Northern Europe.



A piazza in Zagreb, Croatia

In Southern Europe, the Galleria Vittorio Emanuele II, named after the first king of united Italy, opened in Milan in 1867. Vaulted iron and glass ceilings provide both shelter and light for shopping in the middle of a dense city.

A young Viennese architect named Victor Gruen was among the many visitors who were favorably impressed by the Galleria. In the 1950s, Gruen was commissioned[1] to design a **regional** shopping mall in the state of Minnesota in the northern United States. The Galleria Vittorio Emanuele II served as the starting **concept** for his mall design.

The cold weather in Minnesota **posed** a special challenge to shopper comfort. Gruen's **approach** was to enclose the whole building. The mall was built away from big cities and was accessible mainly by automobile, so it required a sea of automobile parking spaces outside. The result, called Southdale, was a spacious suburban destination. It attempted to retain the inviting festivity of the agora, the energy of the bazaar, and the lightness of the arcade. It included **enhanced** climate control, easy access, and a **range** of other inviting conveniences and attractions. Southdale soon became the archetype[2] for the modern mall.

Since Southdale, huge **regional** shopping malls have sprung up all over the world. They commonly include several main "anchor" stores, an ice skating rink, movie theaters, a themed hotel, and an amusement park or other major attraction. Such huge shopping and entertainment centers depend on the willingness and ability of people to travel some distance and shop or play for long periods of time.

In the early 2000s, hundreds of such malls were constructed in the People's Republic of China. In 2008, a vast complex in the United Arab Emirates, the Dubai Mall, attracted over 37 million visitors in its first year alone. The mall, one of the largest in the world, features over 1,200 stores, a marine aquarium, and an Olympic-size ice skating rink. It is a magnet for visitors, and its surrounding neighborhood has been called "the new heart of the city." Other world malls of note include the Istanbul Cevahir, the Mall Taman Anggrek (Orchid

[1] *commissioned:* officially asked to make or create something
[2] *archetype:* the most typical or perfect example of a particular thing

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Garden Mall) in Jakarta, Indonesia, and the West Edmonton Mall in Alberta, Canada, which features a water park.

From moveable markets, to bazaars and agoras, to the sprawling modern **regional** mall, the social function of a marketplace has changed greatly. One thing remains the same: these centers of trade and retail marketing indicate economic prosperity and serve as global status symbols. ■

Reading Comprehension

Mark each sentence as *T* (true) or *F* (false) according to the information in Reading 1. In your notebook, cite the location of the information by line number, and correct each false statement.

___1. Regional shopping centers and malls exist today in a wide range of global locations.

___2. The construction of a large retail center is an indication of economic prosperity.

___3. The concept of a regional trade market is new to human social life.

___4. Agriculture created food surpluses that enhanced the development of civilization.

___5. The open-air market called the *agora* originally came from South America.

___6. The bazaars of the Middle East are quite uniform in appearance.

___7. The European arcades simulated both the bazaar and the agora.

___8. Architect Victor Gruen's approach to Southdale, a fully enclosed American shopping complex, was inspired by an arcade he had seen in Russia.

Vocabulary Activities STEP I: Word Level

The word *uniform*, as a noun, refers to the set of clothes worn by people in the same job or organization, for example, a military uniform or a football uniform.

As an adjective, *uniform* means "the same in all cases and at all times." It is often used for technical descriptions, for example, uniform standards for construction projects.

CORPUS

A. Which aspects of these things or situations should be uniform? Discuss your answers in a small group. What else should be uniform or have uniform aspects?

1. a busy city street
2. chain restaurants
3. textbooks used in one school
4. schools in different regions
5. workers in the same company
6. cars
7. other: _____
8. other: _____

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Word Form Chart			
Noun	**Verb**	**Adjective**	**Adverb**
pose	pose	posed	_____
uniform	_____	uniform	uniformly
construction	construct	constructive	constructively
simulation	simulate	simulated	_____
enhancement	enhance	enhanced	_____
region	_____	regional	regionally
concept	conceptualize	conceptual	conceptually

B. **Using the target words in the chart, complete the sentences. Be sure to use the correct form and tense of each word.**

1. _____ (building) an aquarium and an ice-skating rink in a hot desert climate _____ (presented) a special challenge to architects in the U.A.E.
2. The development of _____ (area-wide) trade markets _____ (improved) opportunities for specialized craftspeople and merchants.
3. Covering the streets of the bazaar was an _____ (improvement) that dealt with the need for climate control in the Middle East.
4. St. Petersburg's Gostiny Dvor was _____ (built) in the 18th century but remains one of the nicest shopping centers in the _____ (area) today.
5. A few malls in China _____ (pretend to be) American amusement parks like Disneyland in an effort to attract more shoppers.

C. **Work with a partner. Write down at least one example of each type of region.**

1. a geographic region: the Middle East
2. a metropolitan region: _____
3. an industrial region: _____
4. an agricultural region: _____
5. a region known for a specific feature or activity: _____

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Vocabulary Activities STEP II: Sentence Level

The word *academy* generally refers to a school for special instruction or training, as in an art academy, military academy, or tennis academy.

The adjective form, *academic*, refers to education in general—for example, this book focuses on the Academic Word List.

D. **How important are these concepts to you? Why? Write a complete sentence for each. Consult your dictionary, if needed. Be prepared to discuss your ideas.**

1. academic integrity _____
2. academic freedom _____
3. academic standards _____
4. academic community _____

E. **Answer the questions in your notebook. Use at least one of the target academic words in each answer. Compare your sentences with a partner.**

1. The ancient Greek agora was not only a marketplace, but also an arena for festivals and sports. Does the modern shopping mall continue this tradition in some way? How so?
2. In what ways does the modern mall resemble the Persian bazaar? How do malls maintain Islamic town planning requirements?
3. If Victor Gruen had stayed in Europe or immigrated to a different country, do you think he would have invented the mall there? Why or why not?
4. Is shopping at a mall different from shopping in a typical downtown environment? Why or why not?
5. What are some factors that are fundamental to the design of a shopping mall? Why are they important? Which ones originated with the European arcade?

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The word *pose* has two verb forms. The first form is *intransitive*—it does not take an object. It means either "to sit for a portrait" or "to pretend to be other than what one is."

Sometimes people don't like to ***pose*** *for photos.*

The reporter ***posed*** *as a sick person to investigate the hospital.*

The second form is *transitive*—it must have an object. It means "to present, raise, put forward, bring up, or propose something."

The extreme cold of Russian winters ***posed*** *a challenge to the arcade designers in St. Petersburg. The very hot climate of Dubai* ***posed*** *a challenge to mall designers there.*

CORPUS

F. Think of things that pose questions or concerns for you, your region, or for the planet in general. Write complete sentences and be prepared to explain your ideas to your classmates.

1. Something that poses a concern
   For you: _____
   For your region: _____
   For our planet: _____
2. Something that poses an opportunity
   For you: _____
   For your region: _____
   For our planet: _____
3. Something that poses a challenge
   For you: _____
   For your region: _____
   For our planet: _____
4. Something that poses a threat
   For you: _____
   For your region: _____
   For our planet: _____
5. Something that poses a difficult choice, or *dilemma*
   For you: _____
   For your region: _____
   For our planet: _____

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READING 2

Before You Read

Read these questions. Discuss your answers in a small group.

1. What is the function of a press release? Who is the audience?
2. What information do you think should be in a press release? What information should not be in it?
3. Think about the first reading in this unit. Do you think the publicity for Southdale Mall was successful? Why or why not? How do you know?

READING SKILL Previewing and Predicting

LEARN

As you preview a text for the general topic, you should also think about the focus of it.

First, preview the reading:

- Read the titles or headlines.
- Look at the pictures and read the captions.
- Skim the text for names and details that are mentioned frequently.

Then, ask yourself these questions:

- How is the reading organized?
- Who is the audience?
- What is the writer trying to accomplish?

Understanding the focus of the text will help you understand the writer's purpose for it.

APPLY

Preview Reading 2 and answer these questions. After you've read the text, come back to check your answers.

1. What is the text about? _____
2. Who wrote this text? _____
3. What is the purpose of the text? _____
4. How does the focus differ from Reading 1? _____

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Read

This is a typical press release. It was one of several announcing the opening of the Southdale Mall. Southdale was the prototype of the modern, fully enclosed, multilevel shopping center that has spread around the world.

PRESS RELEASE

FOR RELEASE: October 7, 1956

FROM: Harry Levine,
Ruder & Finn, Incorporated
130 East 59 Street
New York, 22, New York, Plaza 9-1800

FOR: DAYTON'S SOUTHDALE CENTER, THE ARCHITECTS OF SOUTHDALE

I. VICTOR GRUEN & ASSOCIATES

Victor Gruen & Associates is a planning team of architects and engineers with headquarters in Los Angeles and offices in Detroit, New York, Minneapolis, and San Francisco.

Actively engaged in projects in almost every state as well as abroad, the Gruen organization was chosen as architect for Southdale in 1952.

The five **partners** of the firm, Victor Gruen, Karl Van Leuven, Jr., R. L. Baumfeld, Edgardo Contini, and Ben S. Southland, were brought together in the common belief that individual ingenuity **coupled** with disciplined teamwork offers the best **approach** to today's complex problems in planning.

As senior **partner**, Victor Gruen is responsible for the **concept** development of major projects. R. L. Baumfeld heads the Los Angeles office and has been in charge of many large projects, among them the Southdale Center. Edgardo Contini directs engineering for the firm and is in charge of coordinating engineering and architectural design. Karl Van Leuven, Jr., head of the Detroit office, has been the **partner** in charge of such major projects as Northland **Regional** Shopping Center in Detroit. Ben S. Southland is chief designer and director of planning.

Herman Guttman, project coordinator for the Southdale Shopping Center, is head of the Victor Gruen Minneapolis office and is an associate in the firm.

Victor Gruen & Associates has steadily expanded the **range** of its activities. In the commercial field, the firm has progressed from the planning of individual shops and department stores to the development of planned **regional** shopping centers that have changed American shopping habits.

In the residential field, Victor Gruen & Associates has planned everything from individual houses, apartments, and housing projects to complete community developments that meet all the needs of modern living.

Among Gruen projects of special interest are:

Milliron's Department Store (now The Broadway) in Los Angeles, the first one-story department store with roof parking.

The Mid-Wilshire Medical Building and two 13-story Tishman Buildings in Los Angeles, all representing advances in design and planning (lightweight steel buildings).

A number of large **regional** shopping centers throughout the country, among them Northland in Detroit, the world's largest. Others include Eastland, also in suburban Detroit, Glendale in Indianapolis, Valley Fair and Bay Fair, both in the San Francisco Bay area, and South Bay in Redondo Beach, California.

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(The latter in association with Quincy Jones and Frederick Emmons, Architects A.I.A.).

Master planning for the Palos Verdes Peninsula, providing for residential, civic, commercial, educational, and recreational development of an outstanding land area of 7000 acres.

Master planning for the redevelopment of a downtown area in Detroit (the Gratiot-Orleans area), in association with Oskar Stonorov and Minoru Yamasaki.

A comprehensive study for redevelopment of the entire downtown area of Fort Worth, Texas. The study has produced a dramatic plan for renewal of the heart of the city through a long- program aimed at solving traffic, parking, and urban rehabilitation problems.

The Gruen organization created the master plan for Southdale, in addition to designing the shopping center. In addition to Dayton's, it designed the following stores and special facilities:

Egekvist Bakery, Boutell's, Walters, the First National Bank, Thorpe Bros., J. B. Hudson Company, Juster Bros., Peter Pan Restaurant, Bringgold Meat Company, Bjorkman's, Sidewalk Café, Garner Records, The Children's Center, and The Toy Fair.

II. VICTOR GRUEN

Victor Gruen, the head of Victor Gruen & Associates, was born in Vienna, Austria, where he received his architectural training at the Technological Institute, Advanced Division for Building , and the of Fine Arts. He was certified as an architect in Vienna in 1929 and practiced in that city until 1938, when he moved to the United States and opened his first office in New York. He is a registered architect in many states and his firm now has offices in Los Angeles, Detroit, New York, Minneapolis, and San Francisco.

Gruen's early work was in the fields of individual store design and residential projects. He is regarded as a pioneer in modern store design in work from small shops to large department stores. Gruen turned to shopping center design early as a challenging



Southdale Mall in 1957

new field of architectural expression. He again won praise. As this firm expanded, the scope of his professional work grew to include such diverse projects as office buildings, private homes, public and tract housing projects, and the planning of complete communities including homes, apartment buildings, office buildings, shopping centers, civic buildings, schools, and recreational facilities. His unique achievements in these fields, especially in the design of shopping centers, have led him in recent years into the field of city planning and urban redevelopment.

Gruen's work has been widely published in such professional as PROGRESSIVE ARCHITECTURE and ARCHITECTURAL FORUM; in professional books such as SHOPS AND STORES and FORMS AND FUNCTIONS OF TWENTIETH CENTURY ARCHITECTURE; in technical and trade such as LIGHTING, ENGINEERING NEWS RECORD, THE AMERICAN CITY, and in FORTUNE, BUSINESS WEEK, THE SATURDAY EVENING POST, LIFE, THE NEW YORKER, COLLIER'S, LADIES HOME JOURNAL, McCALL'S, and HARVARD BUSINESS REVIEW.

He has spoken frequently before professional, technical, business, and planning groups and has written many articles for professional, trade, and business , and is presently working on two books. He has

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been **selected** for numerous awards for outstanding architectural work by the American Institute of Architects and other groups.

Of special interest is Gruen's comprehensive study of shopping center planning, written in collaboration with Lawrence P. Smith, which comprised the entire June 1952 issue of PROGRESSIVE ARCHITECTURE; and a traveling exhibition, "The Shopping Center of Tomorrow," created for the American Federation of Arts and shown in leading museums throughout the United States and abroad. ■

Reading Comprehension

Mark each sentence as *T* (true) or *F* (false) according to the information in Reading 2.

___1. Victor Gruen's firm consists only of architects.

___2. The firm has designed both commercial and residential projects.

___3. As senior partner, Gruen is mainly responsible for developing project concepts.

___4. When they began construction on Southdale, Gruen and his partners had little experience designing shopping centers.

___5. Gruen and his partners designed not only the shopping center but also several of the stores and facilities inside the center.

___6. This firm has offices in several cities.

___7. Gruen's work is of little interest to other professional architects.

___8. According to the press release, the development of planned regional shopping centers has changed American shopping habits.

Vocabulary Activities STEP I: Word Level

A. Read these sentences about the development of the modern shopping center; then restate each one using the word(s) in parentheses. Do not change the meanings of the sentences. Discuss your changes with a partner or small group.

1. In his method of thinking about the Southdale design, Victor Gruen raised several important questions. (*approach, posed*)
2. How could a shopping center be improved and made more comfortable in all kinds of weather? (*enhanced*)
3. Why would customers choose a shopping center that might be far from home and beyond their usual travel distance? (*select, range*)
4. In developing his basic idea, Gruen also wondered what would cause customers to stay longer in the mall and buy a wider variety of things. (*concept, range*)
5. He decided that it was more important to combine the energy of the city with the order and cleanliness of the suburbs. (*couple*)

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A *partner* is someone associated with another person in some way and for some purpose. There are many types of *partners*. Some partnerships are related to work and business, while others function on a more personal level. These can relate to school, family life, politics, or even crime.

CORPUS

B. **Look up these words in your dictionary. What type of partnership does each one suggest? There may be more than one answer for some words. Compare answers with a partner. Can you think of any other types of partnerships?**

1. accomplice: crime
2. ally: _____
3. associate: _____
4. collaborator: _____
5. colleague: _____
6. co-worker: _____
7. roommate: _____
8. sidekick: _____
9. spouse: _____
10. teammate: _____

Others: _____

C. **Match the different types of publications with their descriptions. Use a dictionary if necessary.**

___ 1. book	a. a thin glossy pamphlet with pictures in it that gives information about a specific product or program
___ 2. magazine	b. a large-sized daily (or weekly) publication focusing on current events
___ 3. journal	c. a hard-cover or paperback publication containing a continuous story or narrative
___ 4. newspaper	d. a small publication that usually goes with another item, for example, instructions for using a product
___ 5. brochure	e. a soft-cover publication focusing on a specific area of interest, for example, fashion, cars, or a sport
___ 6. booklet	f. a soft-cover publication listing a store's products or a school's courses
___ 7. catalog	g. a soft-cover publication sponsored by an academic or professional society and focused on issues in that field

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D. **Use the names of the publications in activity C (in the correct form) to complete the sentences.**

1. At the student center, you can pick up a _____ about study-abroad programs.
2. Most research libraries keep a range of _____ from different organizations. When you need to find an academic or scientific article, you should check those first.
3. Some people don't like to go to the mall. They might prefer to order the things they want from a store's _____ and have them sent to their home.
4. I want to read the latest _____ by my favorite author, but the hard-cover versions are so expensive. I usually wait until they come out in paperback.
5. Most video games come with an instruction _____ that explains how to play the game.
6. My father reads the _____ every morning because he wants to know what's happening in the world quickly. I prefer to read a weekly news _____ because it has enhanced coverage of current events along with some analysis.

Vocabulary Activities STEP II: Sentence Level

The context of a sentence can help you learn how to use a word correctly. For this reason, dictionaries often include sample sentences that give you clues about meaning, collocations (words that go together), and levels of formality.

E. **Read the sample sentences in the box that feature the words *approach* and *range*. Then write a new sample sentence for each one, using *approach* or *range* in the same meaning and word form.**

*Summer is **approaching**.*
*The truck **approached** the bridge.*
*Her performance **approached** perfection.*
*She **approached** her boss for a raise.*
*She used a logical **approach** to solve the problem.*
*Some cars are out of his price **range**.*
*His singing voice has a broad **range**.*
*The students **ranged** in age from fifteen to twenty-five.*
*The buffalo once **ranged** across western North America.*
*Computer manufacturers offer a wide **range** of product choices.*

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1. I have to buy him a present soon because his birthday is approaching.
2.
3.
4.
5.
6.
7.
8.
9.
10.

F. **Think about a traditional approach to these universal activities. Summarize that approach briefly. Then imagine a non-traditional approach to the same behavior or activity and summarize that approach.**

1. Sports and athletics

   Traditional: Athletes competed only for glory, not money, and only the young played sports.

   Non-traditional: Sporting events have become a major entertainment business; all ages play sports for exercise.

2. Cooking and eating

   Traditional:

   Non-traditional:

3. Medicine and surgery

   Traditional:

   Non-traditional:

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